



ROOTS:
Fourways - Jhb North
(Fourways Review)
2019



Map of the Community

Reach 

Papers & Weekly Magazines

Online News

Advertising Usage – Local Paper

Size and Structure 

Community Size & Structure

Trended (to 2010 or 2016 – depending on availability of data)

Wealth 

Socio Economic Structure (SEM)
Living Standard Measurement (LSM)
Monthly Household Income

Trended (to 2010 or 2016 – depending on availability of data)

Finance - Products & Banks

Insurance – Products & Insurers

Connection 

Internet

Cell Phone

Transport 

Life Changers & Interests 

Shopping 

Centres, online, transport & travel time

Loyalty Cards & Garage Forecourts

Home & Garden 

Home & Garden

Pets at home

Shopping for the Home

Food & Grocery 

Who & How

How Often & Where

Clothes & Shoes 

Entertainment 

Watching & Listening

Eating & Drinking

Casino

Travel

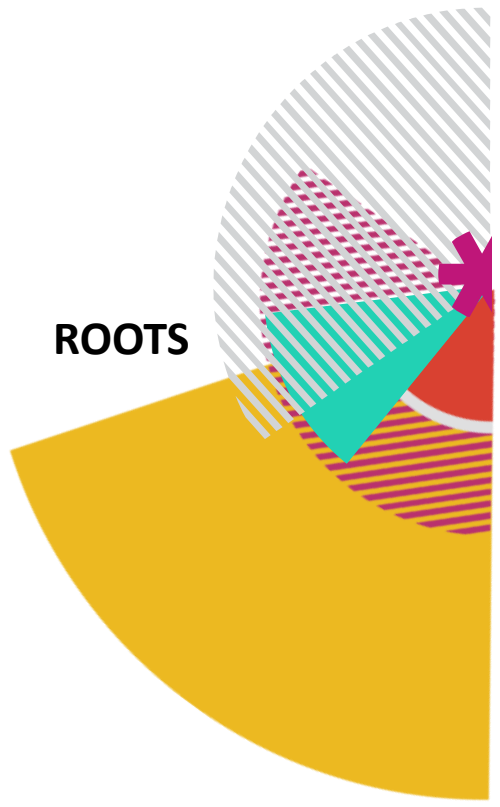
Health 

Complaints & Cures

Lifestyle

Self Care

Some detail



What is Roots?

A **landscape survey** which spans **110 metropolitan communities** across South Africa with a total sample of **27 468**. Each community is sampled independently

Formal households are selected using multi-stage cluster sampling and purchase decision makers (**shoppers**) are **randomly selected** from the household for interview.

In this document

A community is a **defined geographical footprint** from which the samples are drawn. The map provided defines these boundaries.

Reading the charts

The **community** is identified in the **top right corner** of the page

The **sample** size, universe size and **description** are displayed at the **bottom** of the page (e.g. (n) 300, representing 40,000 households or 60,000 shoppers)

Community data is compared to the composite of similar communities
see below for details

The **community's** information is always shown in **colour** and the comparative **Metro** data **in grey**

Where applicable community data is **trended back 10** years or as far as comparable

Large Metros – 62 Communities

Johannesburg, Cape Town, Tshwane, Ethikwini/Durban, Ekhruleni
Eg: Sandton, Athlone, Durban North, Boksburg,

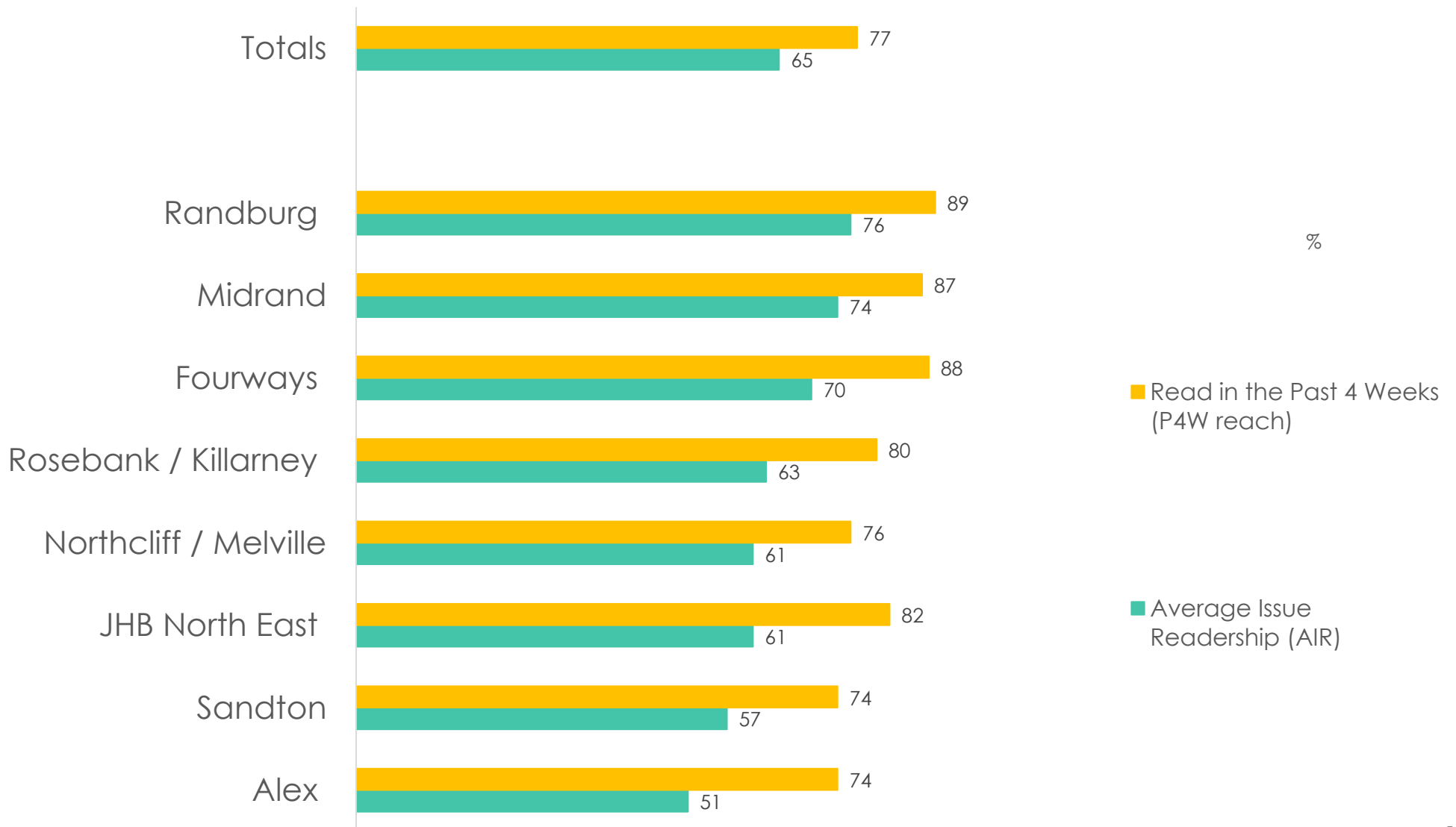
Medium Metros –18 Communities

Nelson Mandela Bay, Bloemfontein, Pietermaritzburg, West Rand, Vaal, Kimberley, Polokwane, Buffalo City/East London

Small Metros –30 Communities

Western Cape (Garden Route, Wine Lands, Helderburg) KZN (North and South Coast, Zululand, Midlands) Mpumalanga (Mbombela, Witbank, Bethal, Middleburg, Ermelo, Lydenburg) Freestate (Welkom, Bethlehem, Kroonstad) Eastern Cape (Uitenhage, Mthatha), Rustenburg

Jhb North

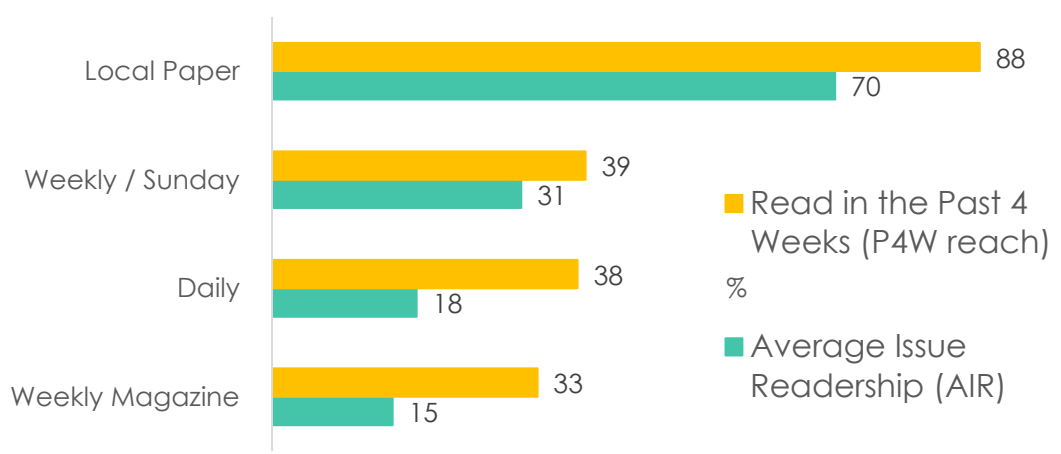


%

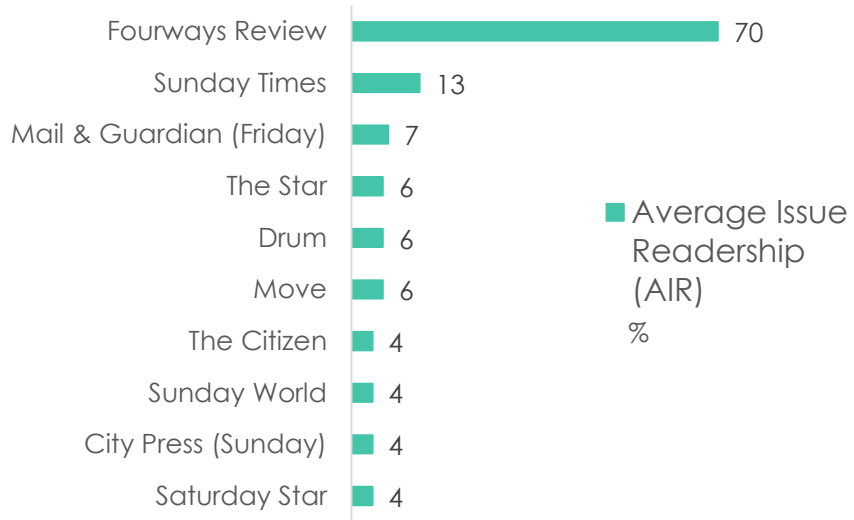
Read in the Past 4 Weeks (P4W reach)

Average Issue Readership (AIR)

Paper Categories



Top 10 paper titles



Regular Readers

Usually read 3 or 4 out of 4 issues of the local paper

48% 70%

of past 4 weeks readers



Multiple Reading

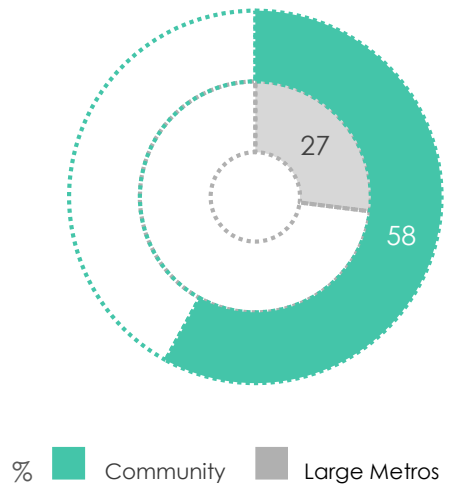
Read one issue of the local paper on more than one occasion

36% 29%

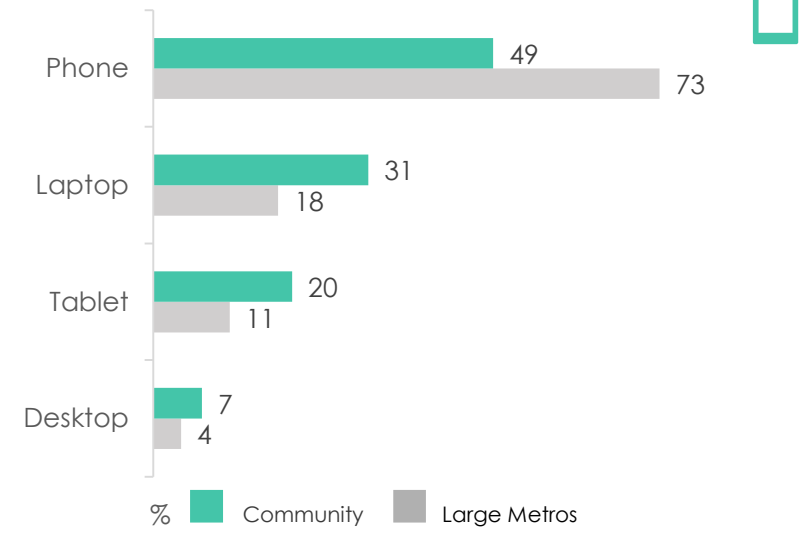
of Average Issue Readers

Community Large Metros

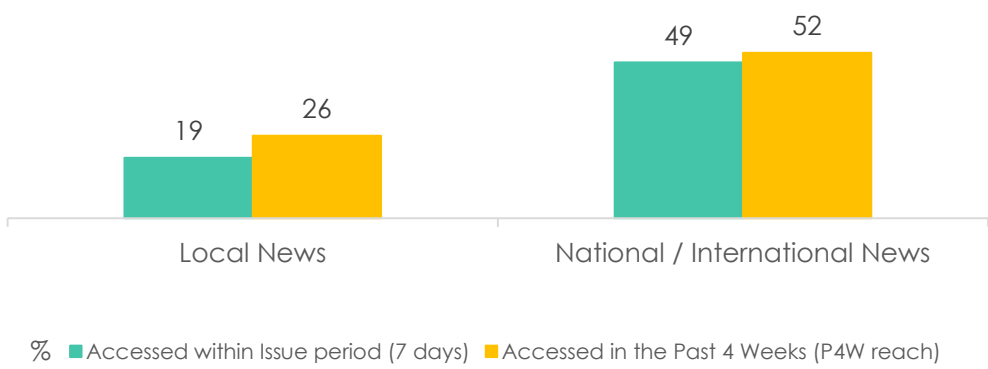
Read news online in the past 7 days



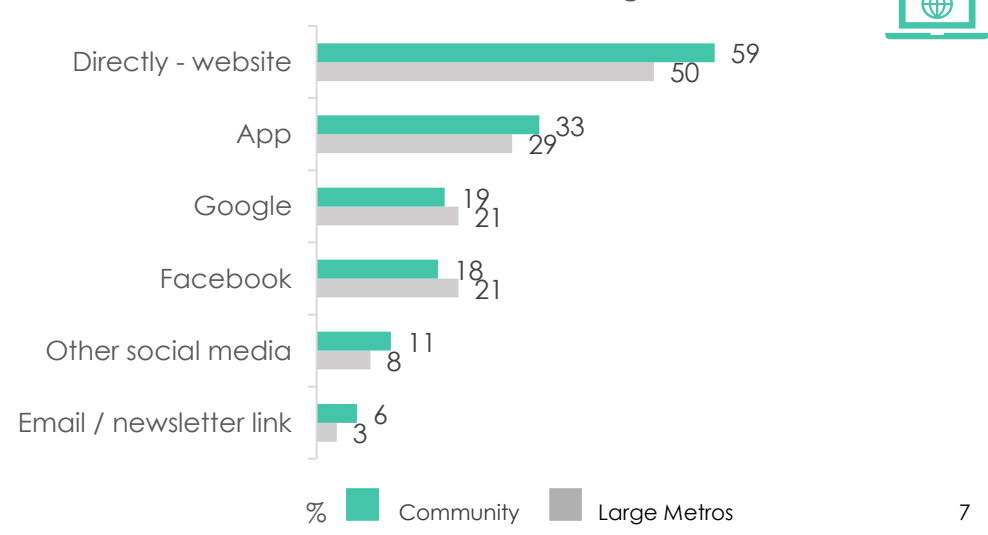
What device P7D online readers use



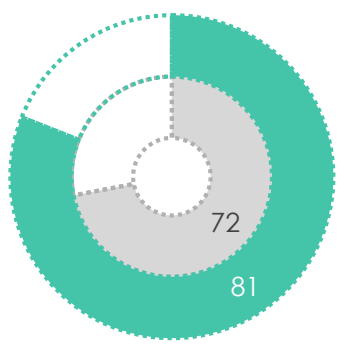
Type of News accessed



How P7D online readers get there

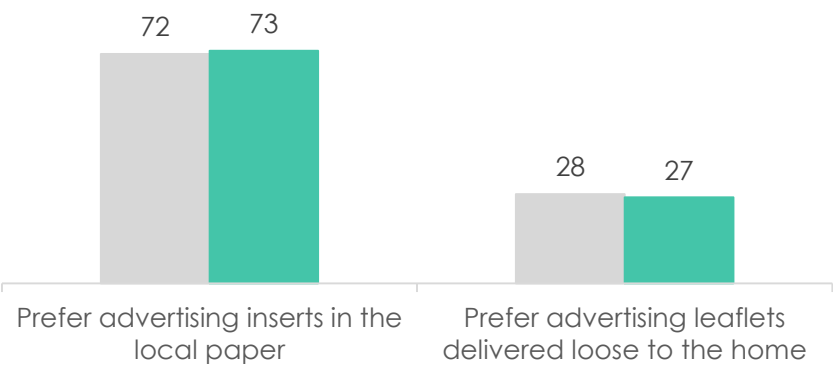


Use advertising in the local paper to help with shopping decisions



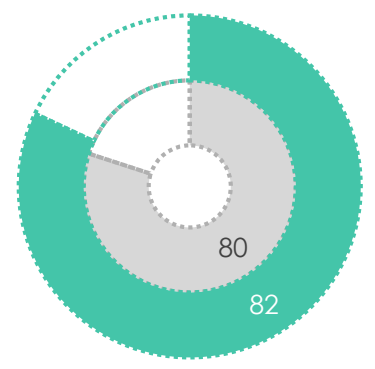
% Community Large Metros

Preference for receiving advertising inserts/ leaflets



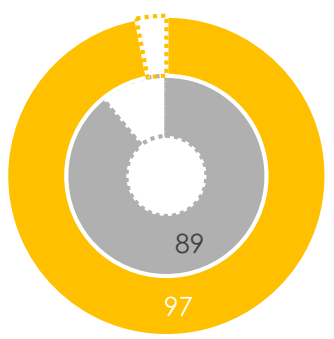
% Community Large Metros

Read the inserts delivered to the home inside their local paper

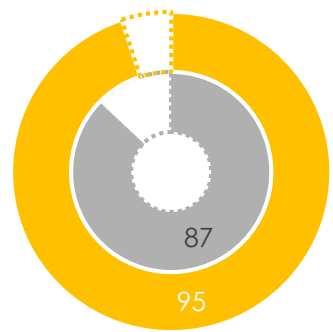


% Community Large Metros

Plan shopping



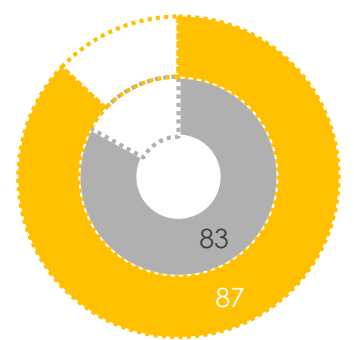
Plan a day or 2 before / within the week



86%
of readers of the local paper read on Wednesday, Thursday or Friday before the weekend shop



Mostly shop over the weekend

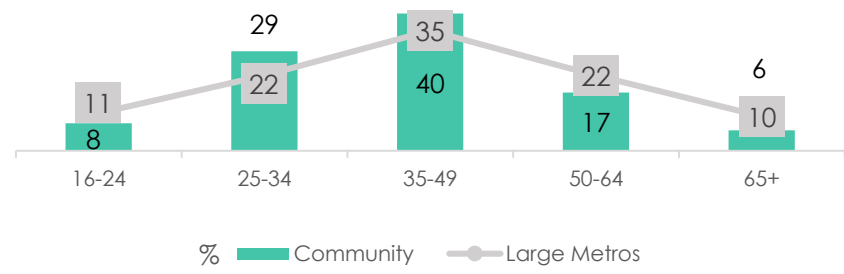
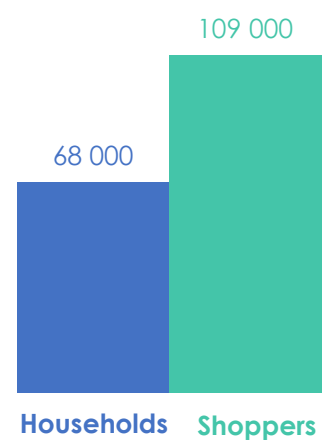


% Community Large Metros

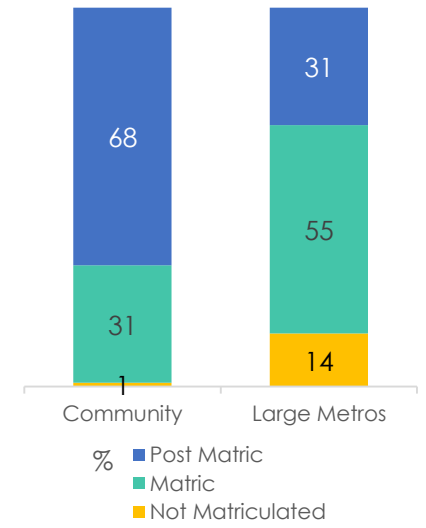
Community Size & Structure

Fourways - Jhb North

Footprint size

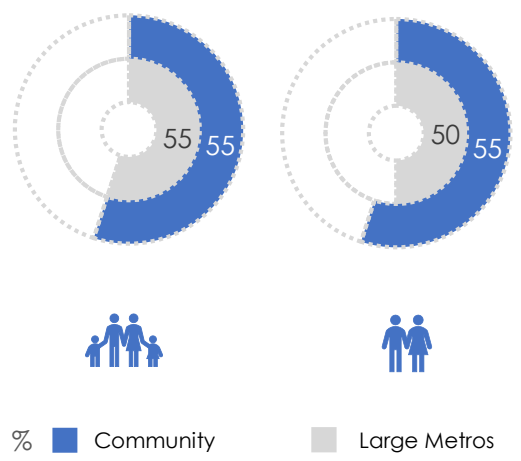


Education

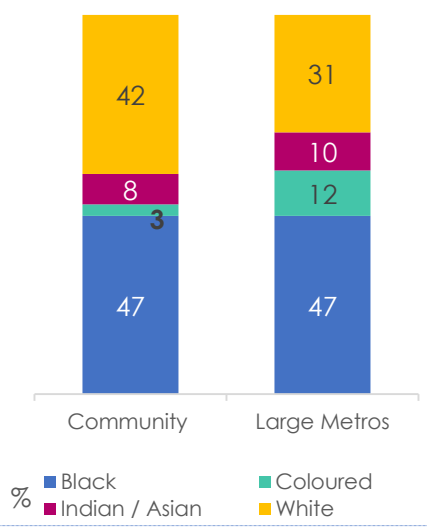


Children

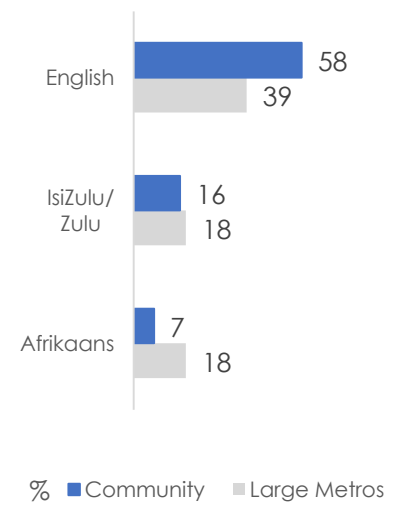
Married or living with a partner



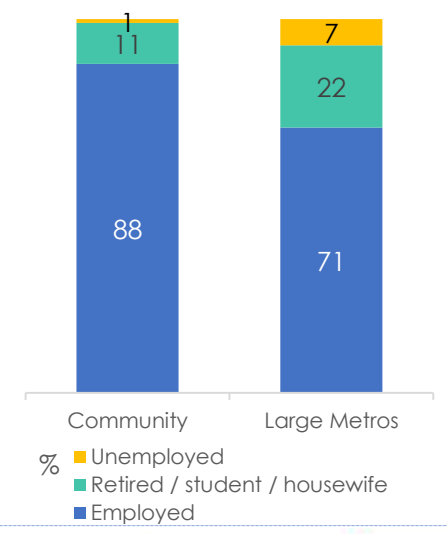
Race



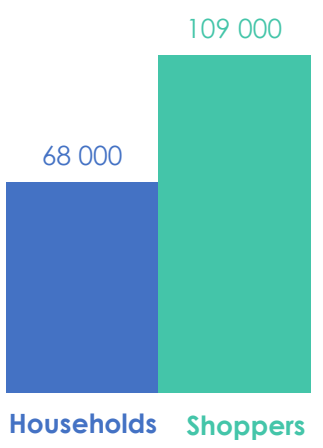
Language



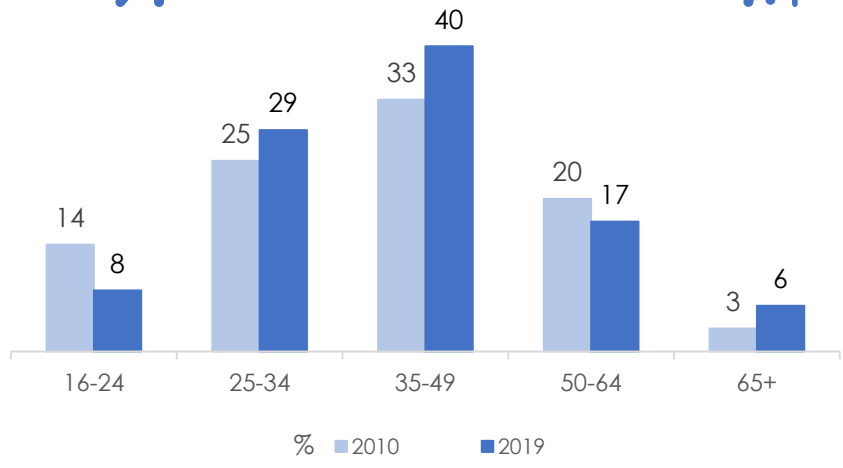
Employment



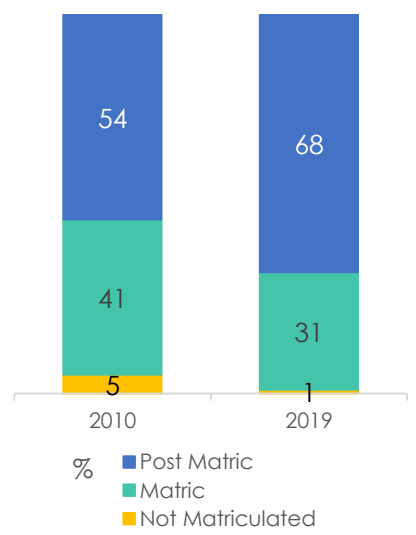
Footprint size



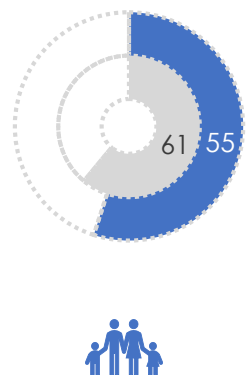
Age



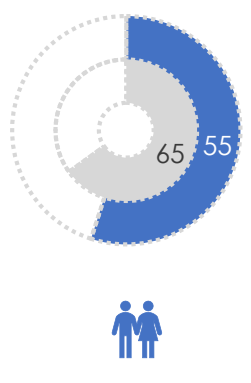
Education



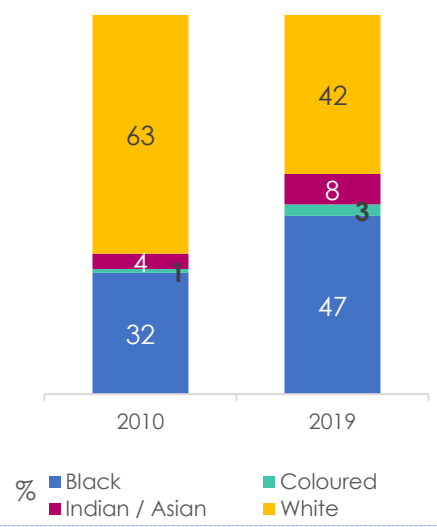
Children



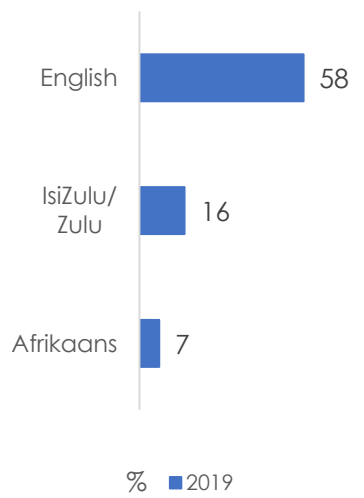
Married or living with a partner



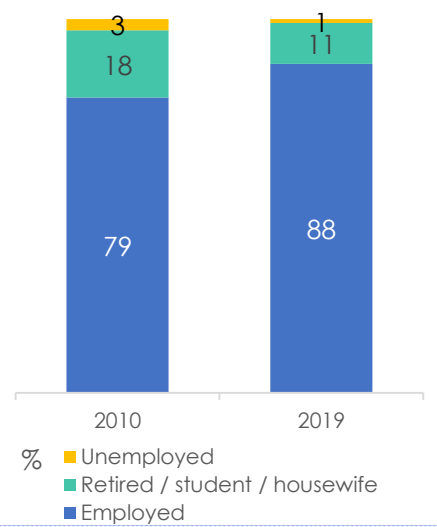
Race

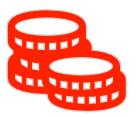


Language

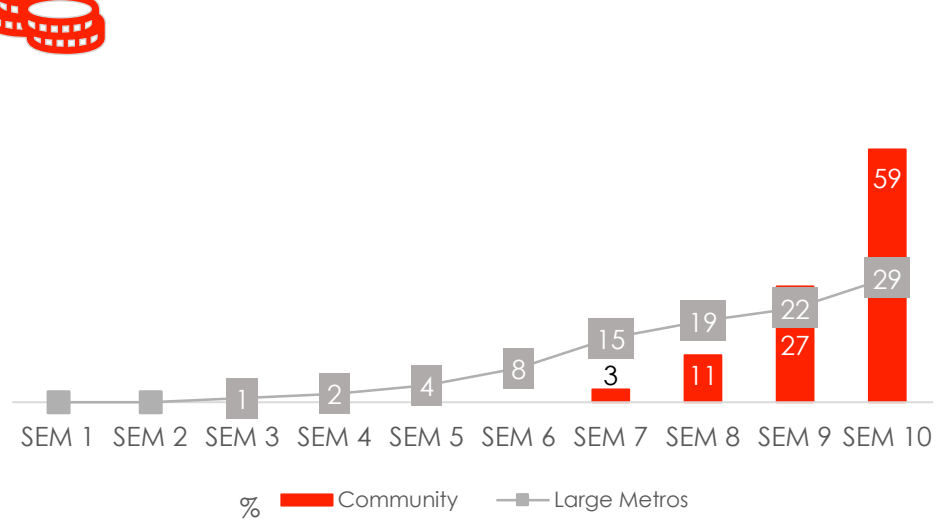


Employment

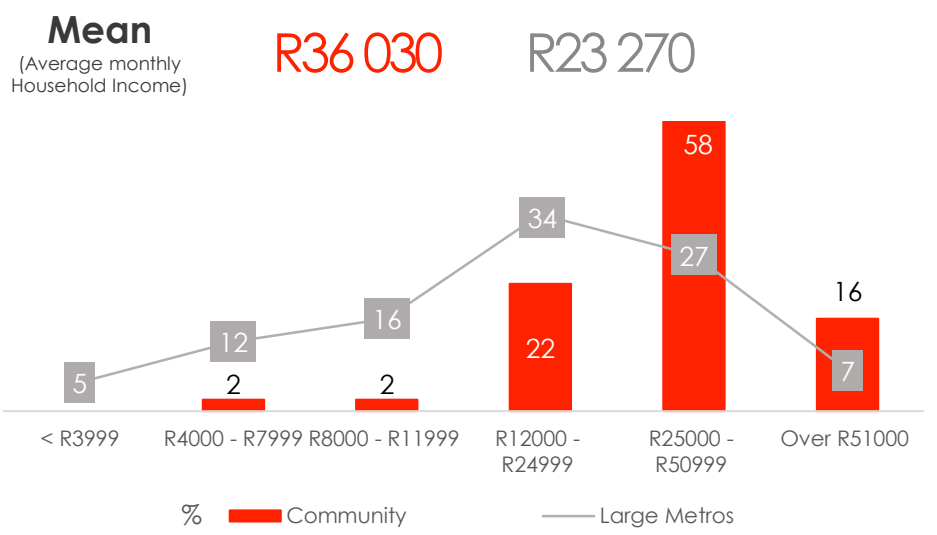




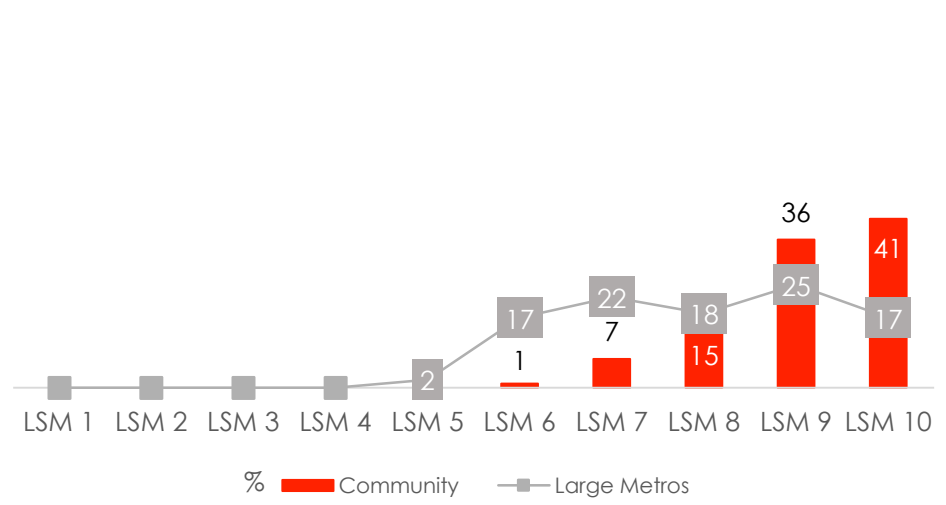
Socio Economic Measure (SEM) distribution



Monthly Household Income

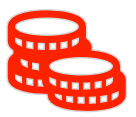


Living Standard Measurement (LSM) distribution

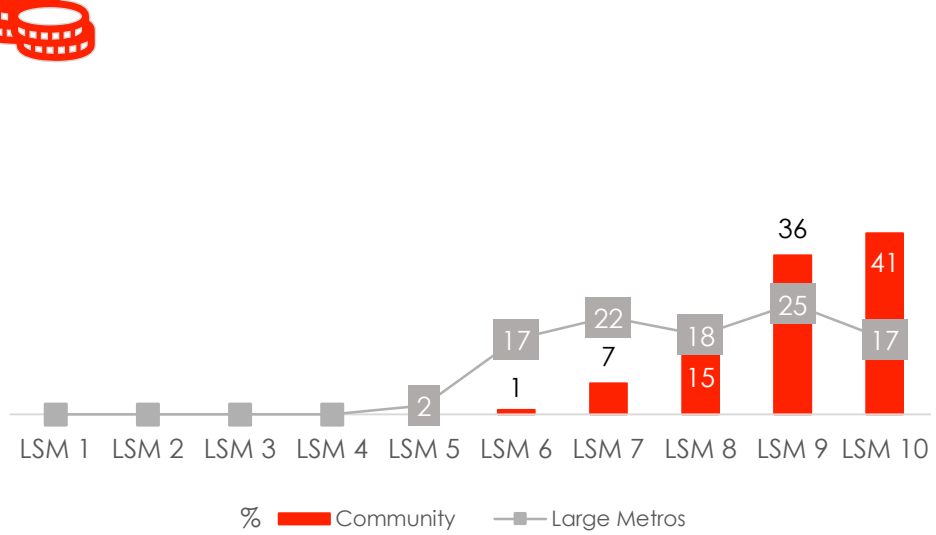


Percentage of people who have...

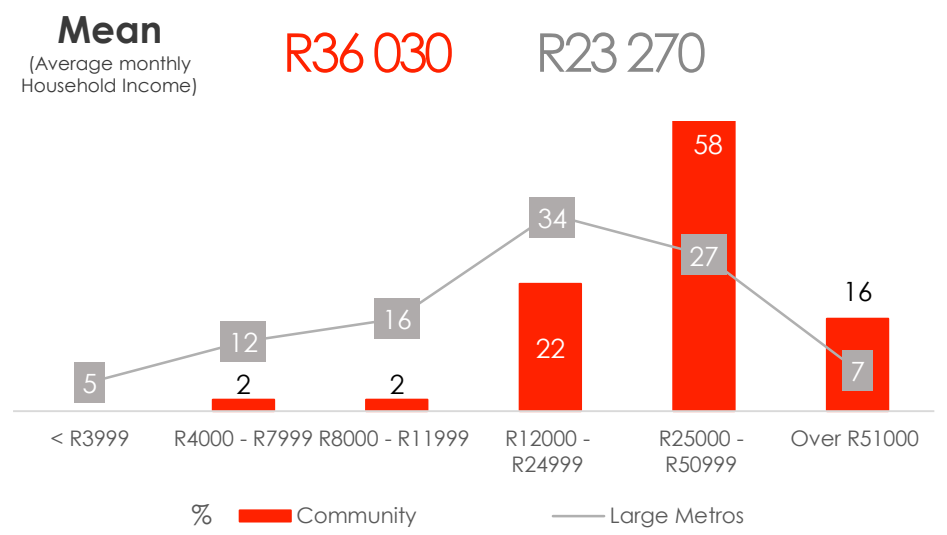
	Community %	Large Metros %
Long Term Savings / Investments	79	58
Medical Aid	75	39
Credit Card	54	23
Own Business	15	9



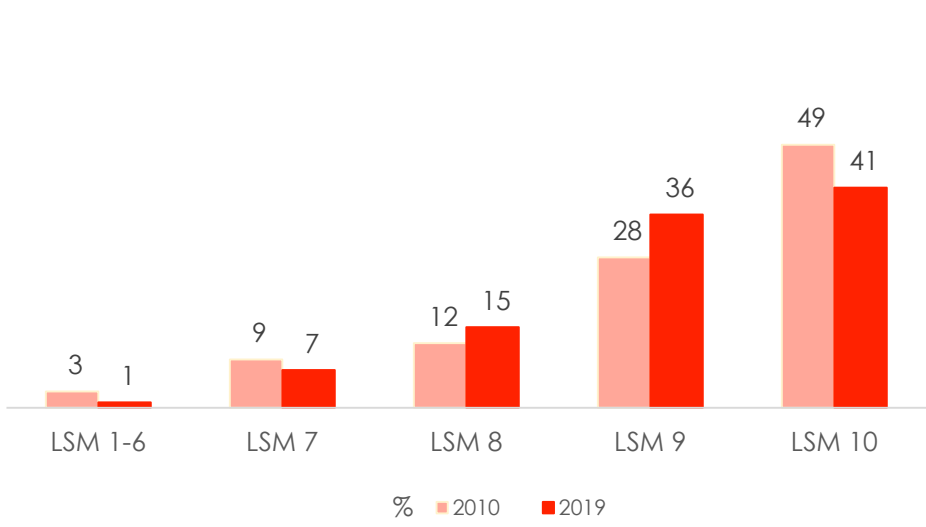
LSM distribution



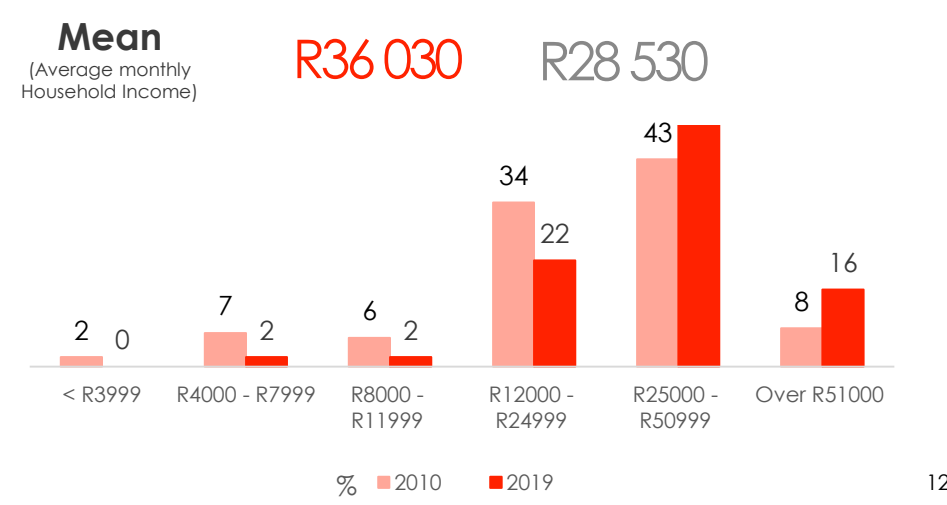
Monthly Household Income

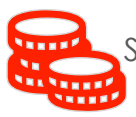


LSM - Trended



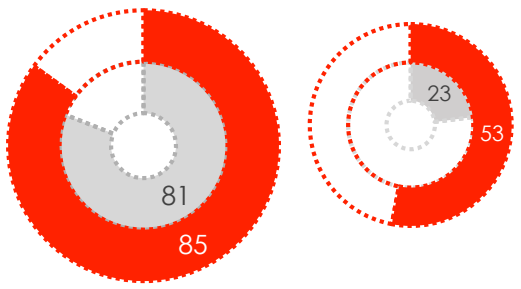
Monthly Household Income - Trended



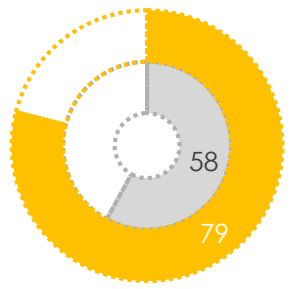


Savings or Current Account

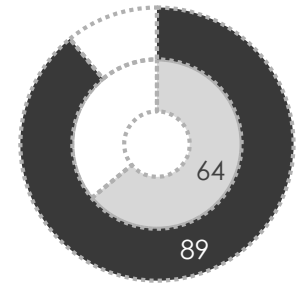
Credit card



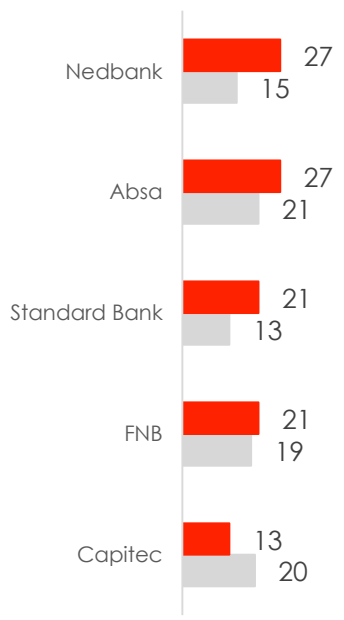
Long Term Saving or Investments



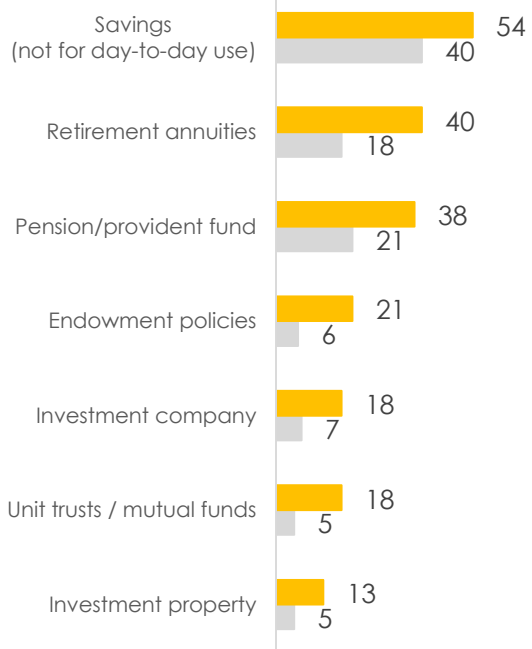
Long Term Monthly Commitments



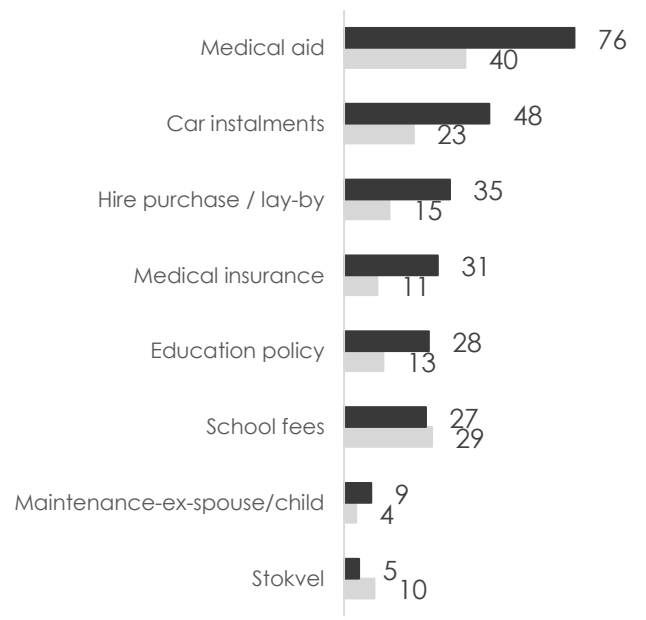
Top 5 banks used across all accounts



% ■ Community ■ Large Metros



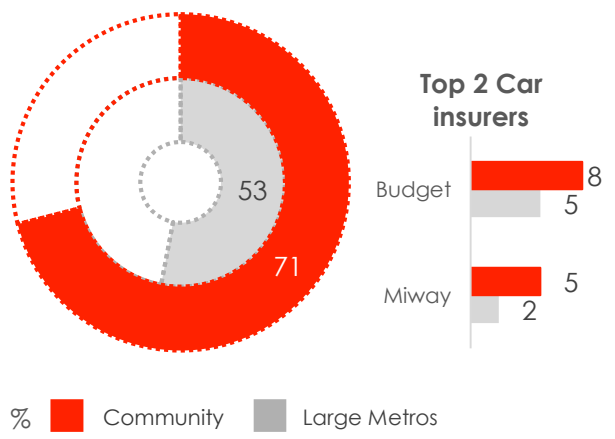
% ■ Community ■ Large Metros



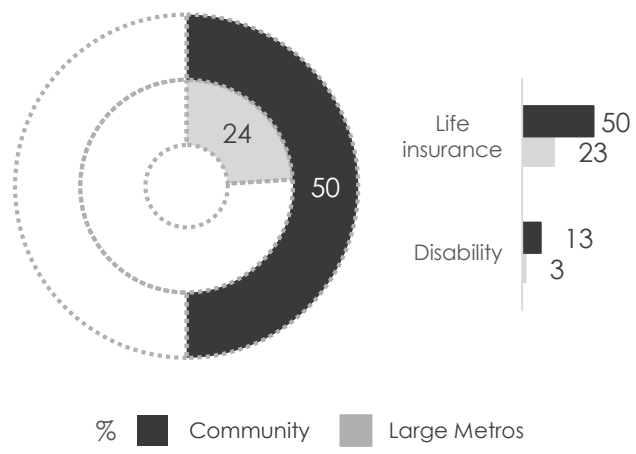
% ■ Community ■ Large Metros



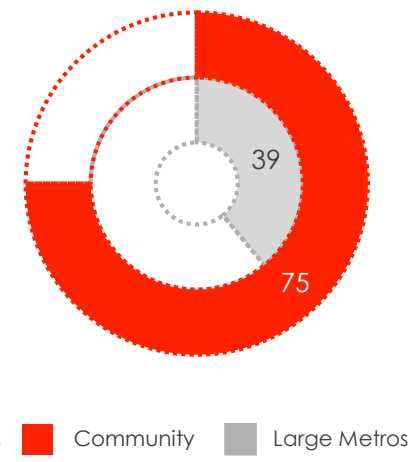
Short Term Insurance



Long Term Insurance



Medical Aid



Type	Community %	Large Metros %
Car insurance	59	33
Life insurance	50	23
Funeral cover	47	31
Household content	15	10
Homeowners	11	11
Burial society	8	9

Life Insurers	Community %	Large Metros %
Old Mutual	9	4
Discovery Life	6	2
Clientele	5	2
Hollard	5	2
Sanlam	2	2

Providers	Community %	Large Metros %
Discovery Health	20	13
Bonitas	12	6
GEMS	3	5
Medscheme	2	2
Bestmed	1	2

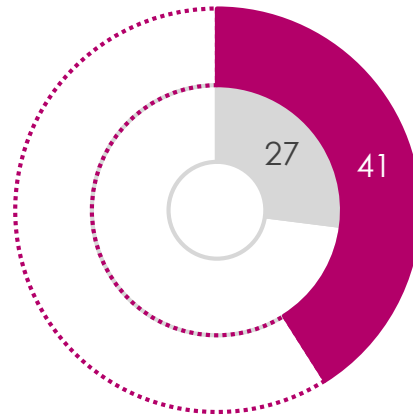
Use the internet
Past 4 weeks

99%



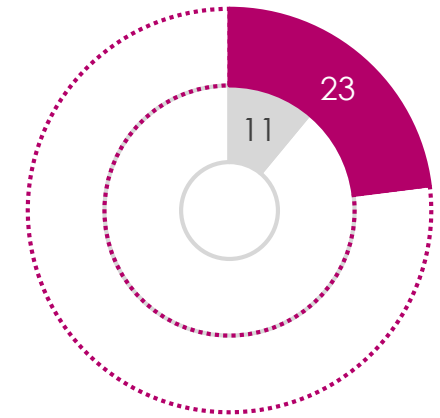
80%

Use internet "all the time"



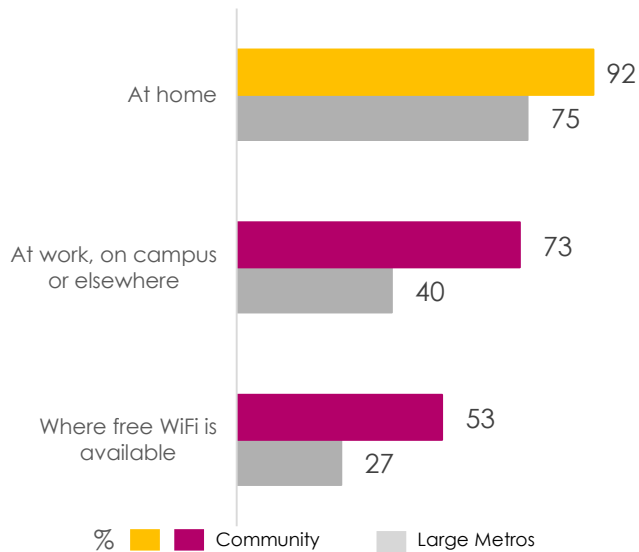
% Community Large Metros

Have uncapped data in the home



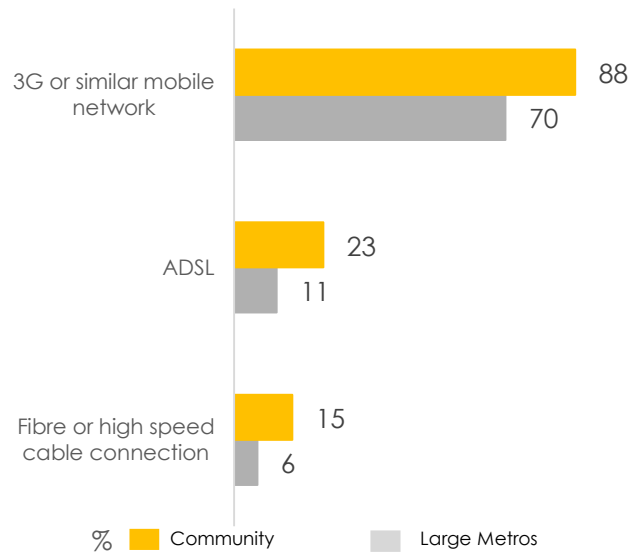
% Community Large Metros

Where you connect



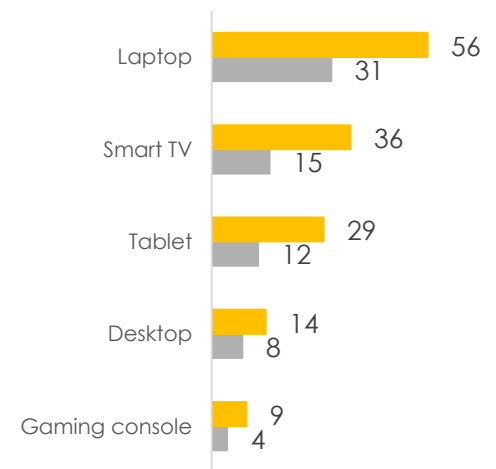
% Community Large Metros

Home connection



% Community Large Metros

Devices in the home



% Community Large Metros

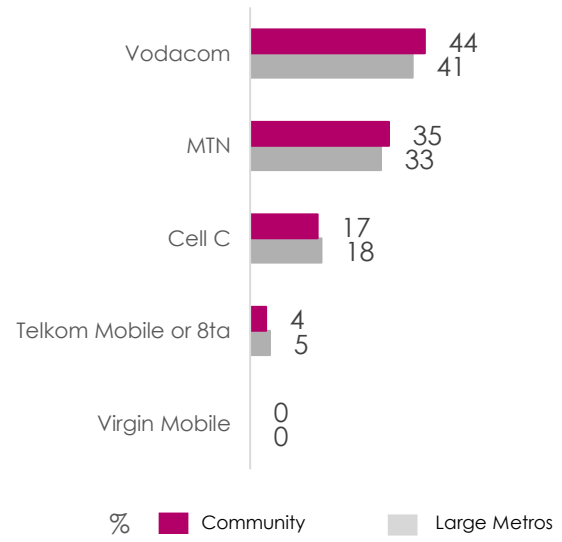
Have a Cell phone



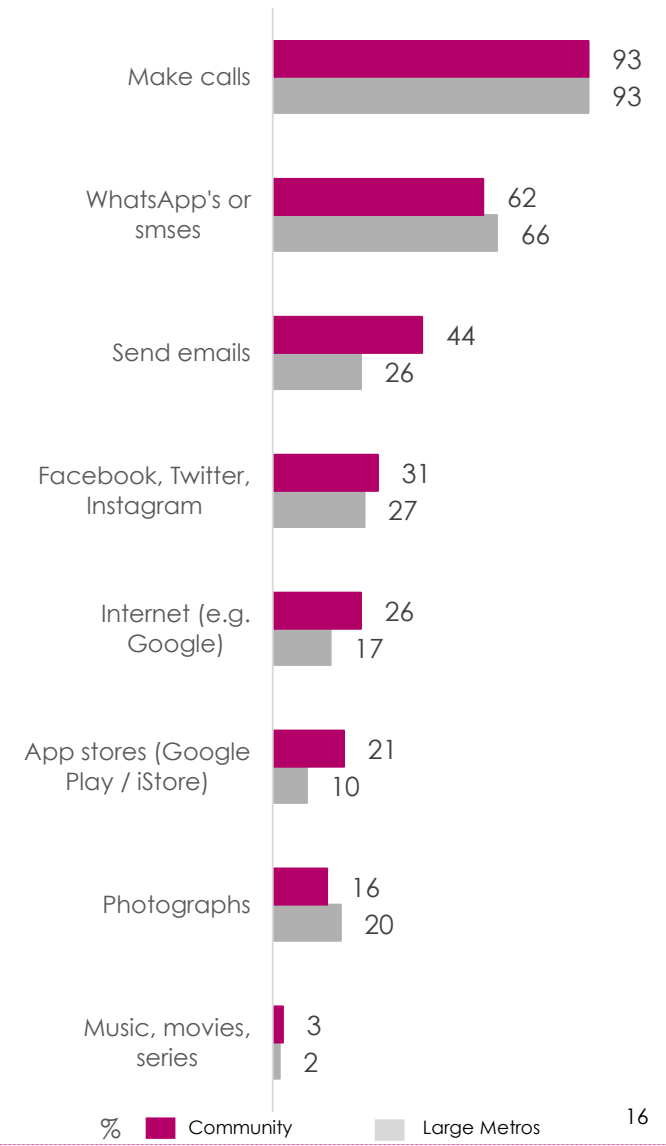
99% 95%

Community Large Metros

Provider



Top Activities

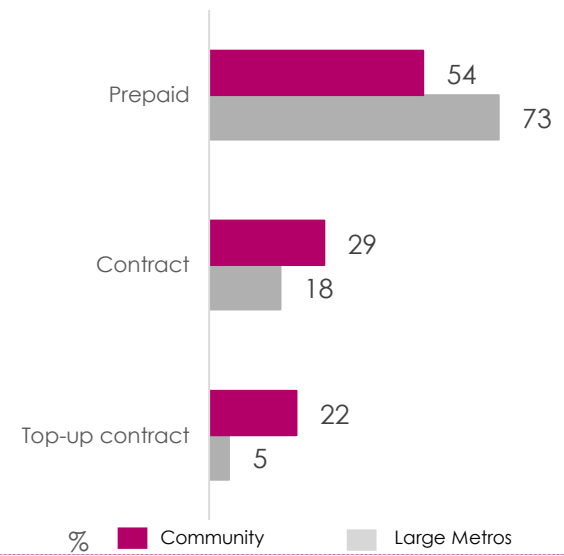


Have a Smart Cell phone

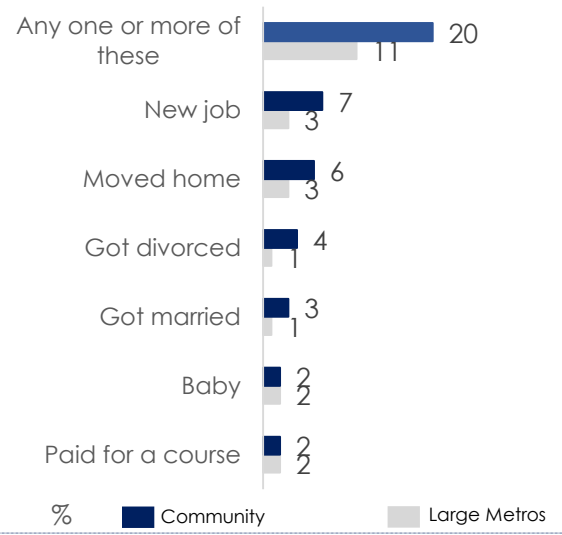
99% 83%

Community Large Metros

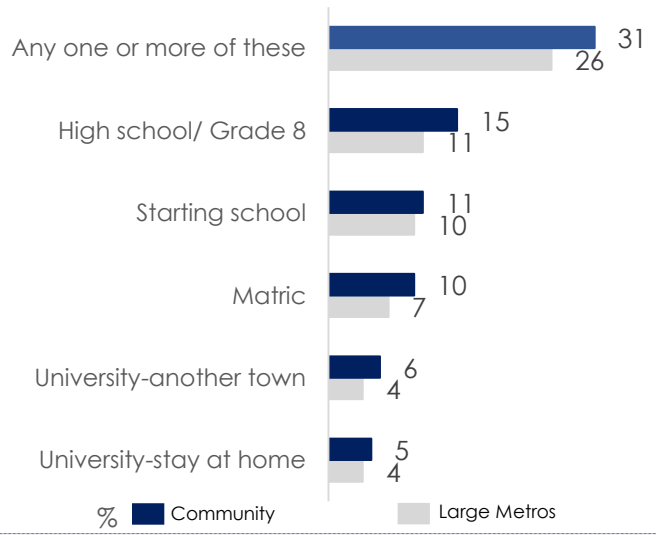
Contract



Big changes in personal life



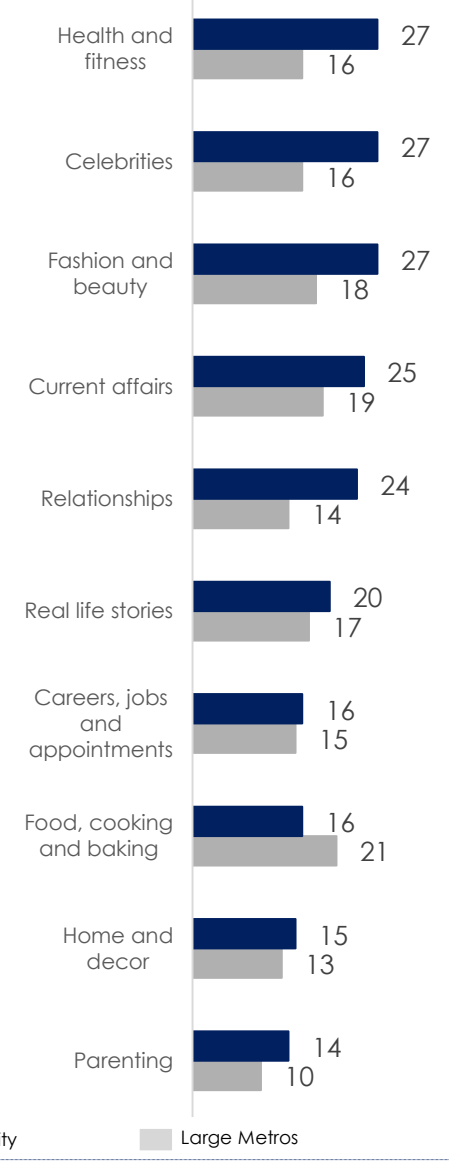
Big changes in children's lives



Have at least one interest
72% 67%

Self proclaimed expert in at least one area of interest
70% 62%

Top 10 interests

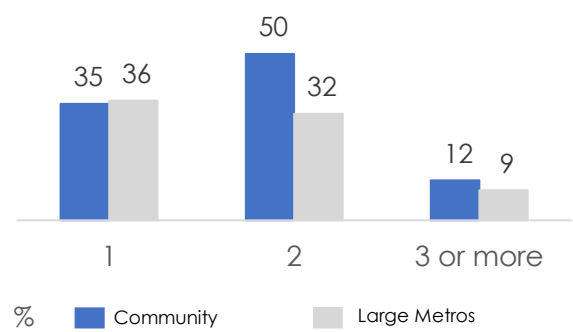


Have a car in the household

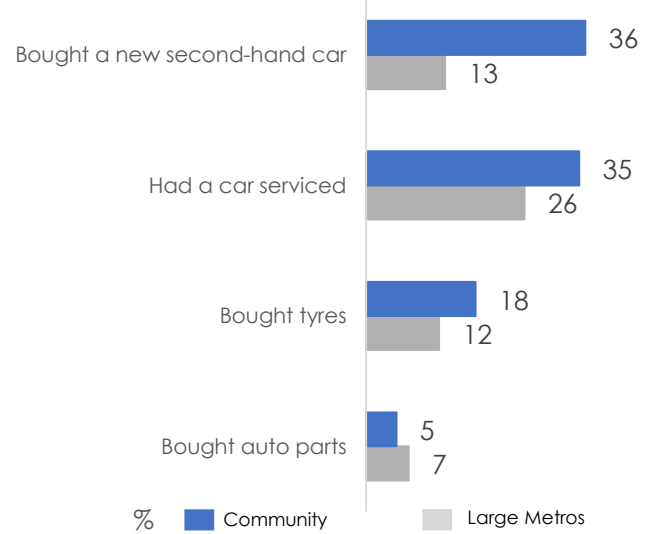


96%

77%



Car purchases – past 12 months



Use Uber



56%

25%

Use Gautrain



52%

40%
Work

42%
Shopping

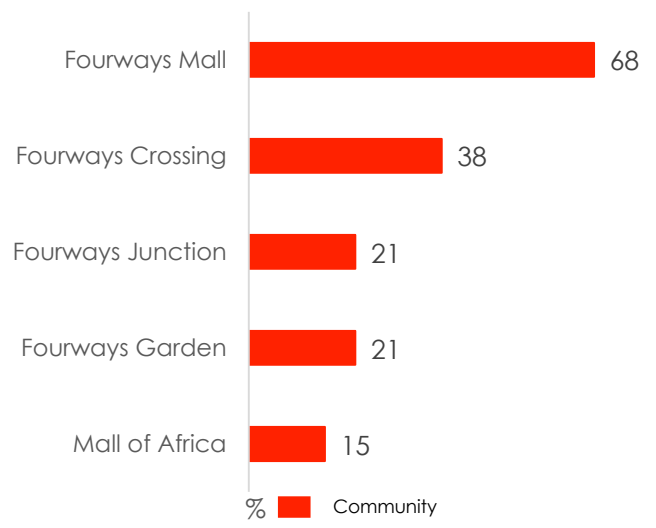
Top 3 tyre retailers
Large Metros



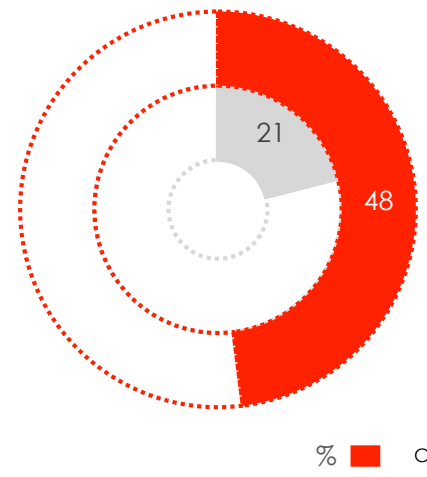
Top 3 auto part retailers
Large Metros



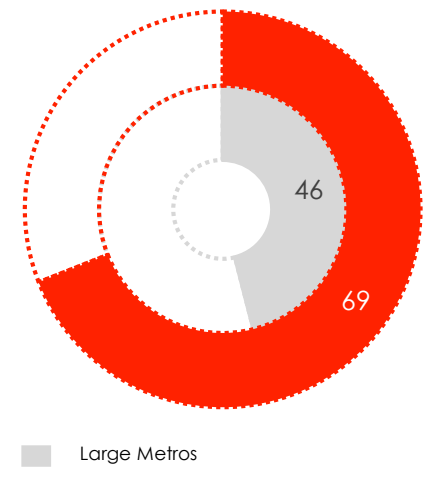
Top 5 shopping centres - past 3 months



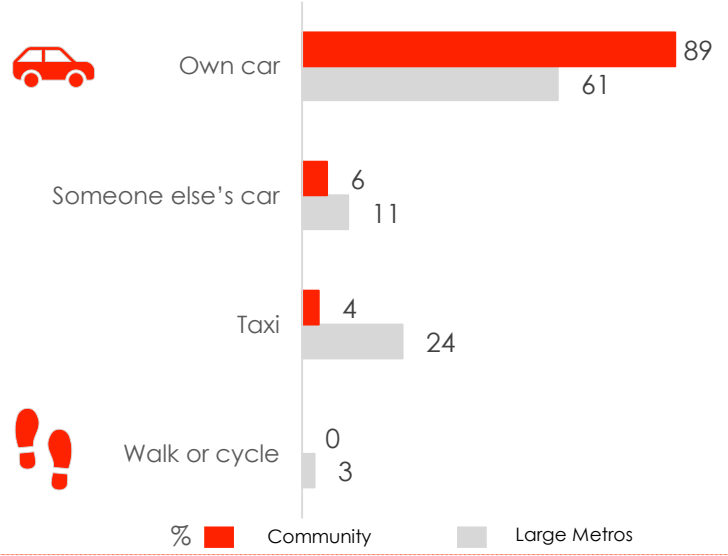
Bought something online - past 12 months



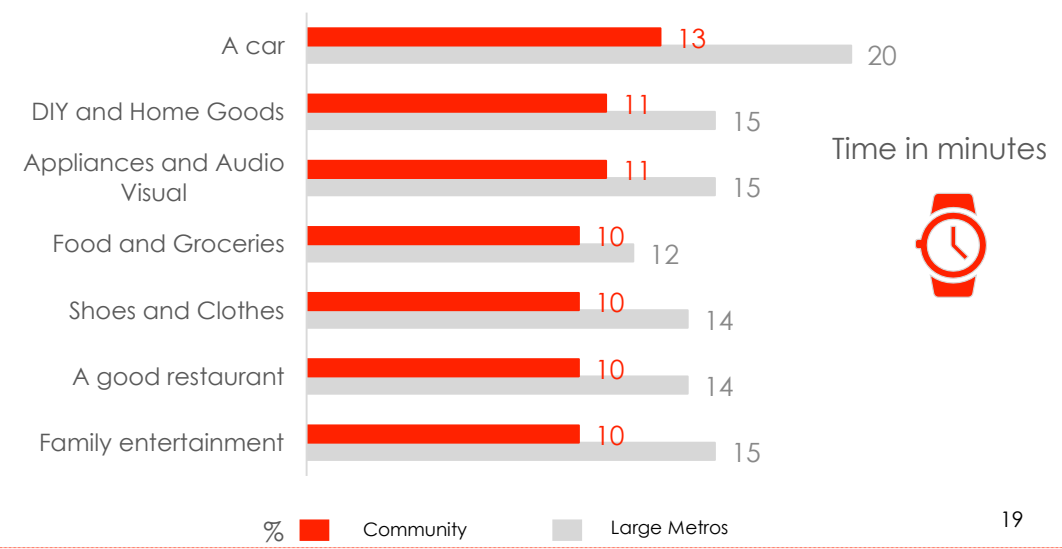
Researched online before buying - past 12 months

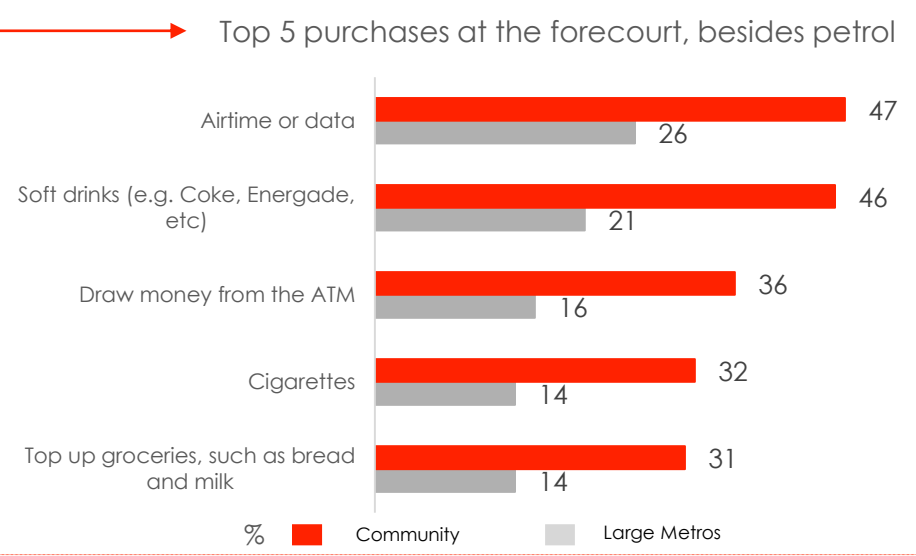
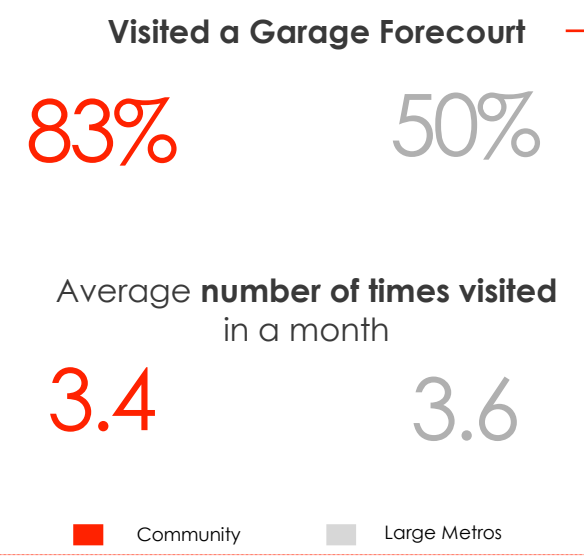
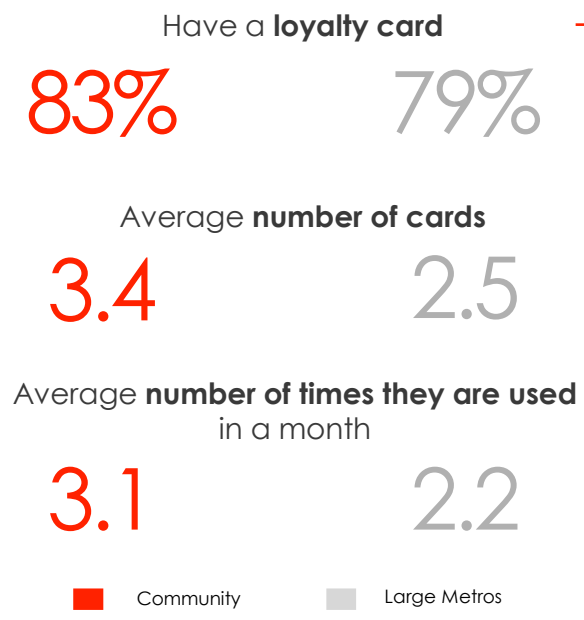


Transport when shopping

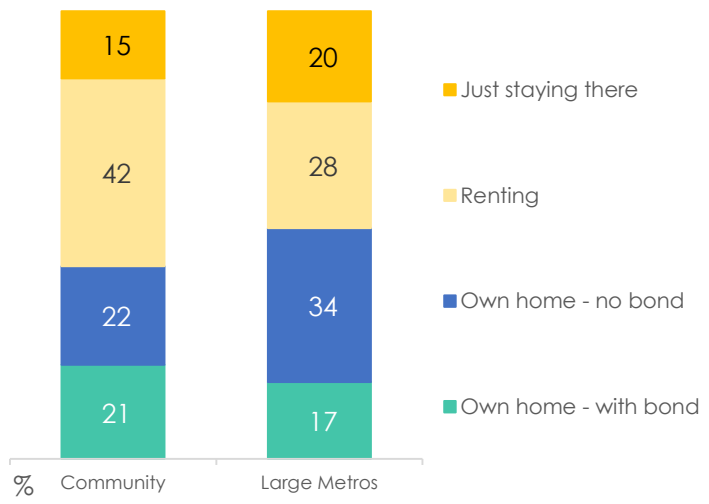


Average Time prepared to travel for.....





Home Ownership



Done home renovations in past year

57%



37%

Have home security

73%



42%

Have a dog

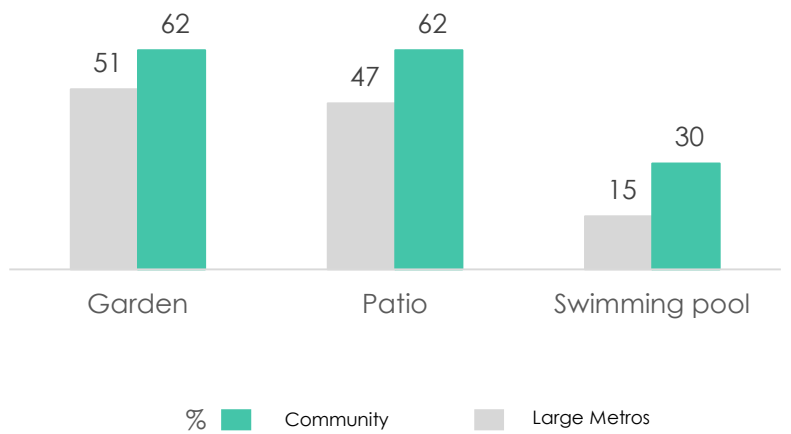
34%



35%

Community Large Metros

Garden



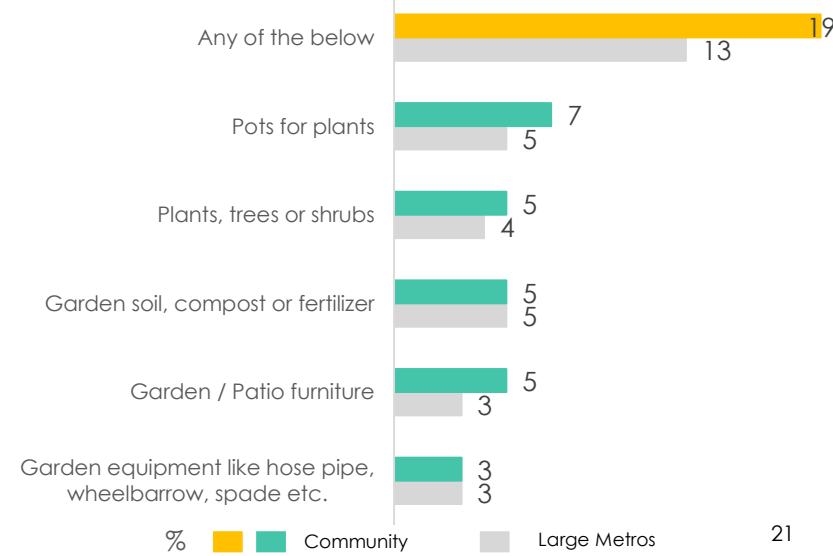
Renovated or actively worked in the garden in past year

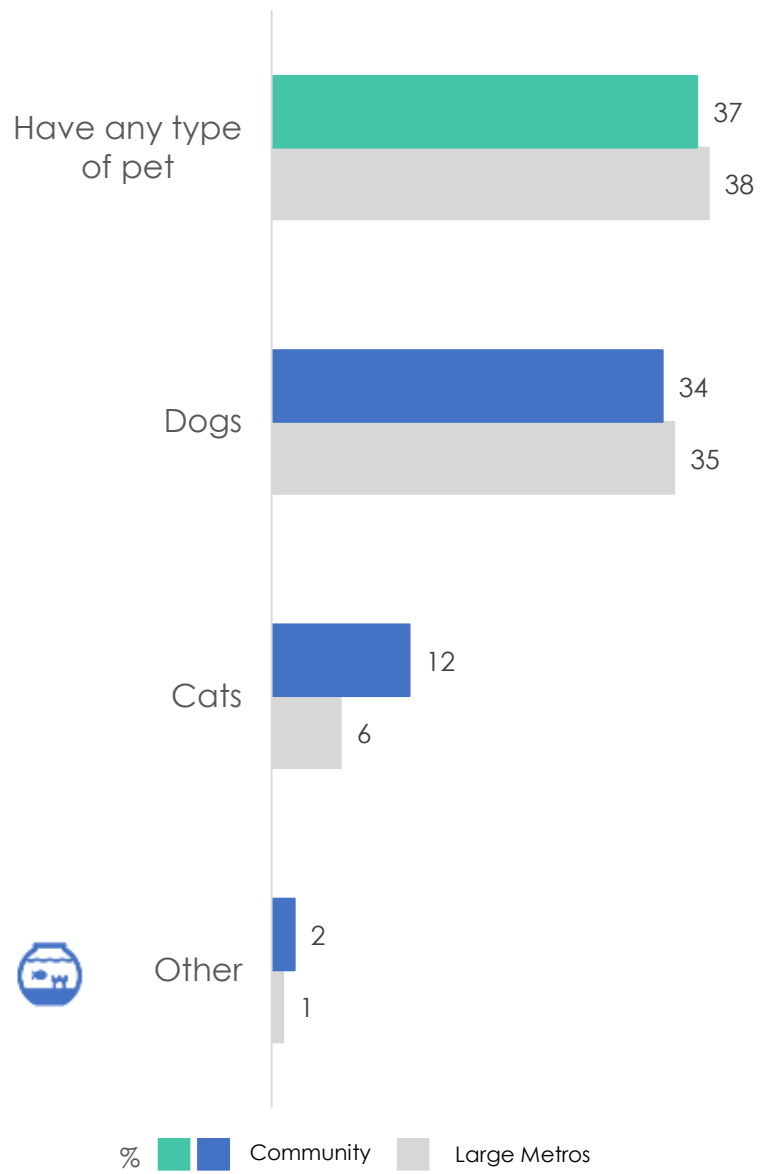
34%



28%

Specific garden purchases past year



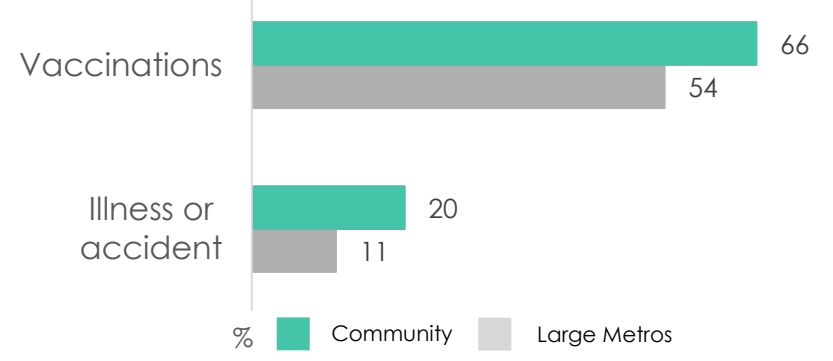


Pet owners have been to the vet in the past 12 months.....

67%

58%

Been to the vet for:

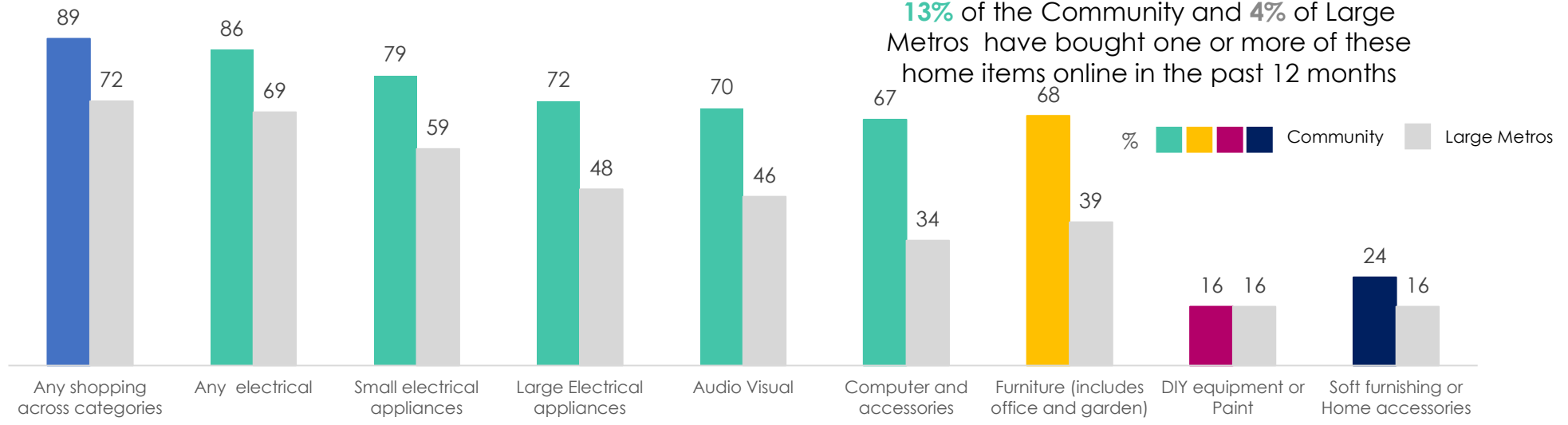


% of vet visitors who have pet insurance:

42%

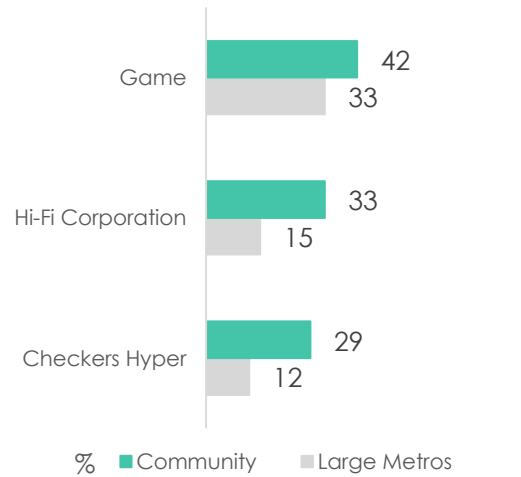
8%

Specific home categories shopped in past 12 months

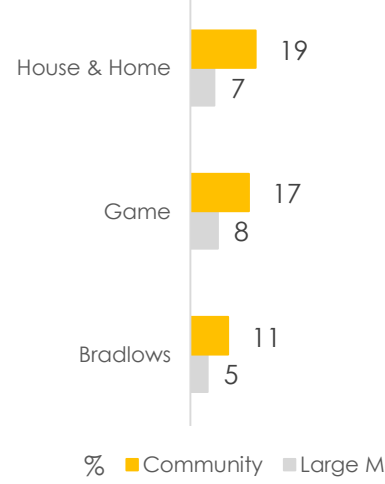


Top 3 Retailers...

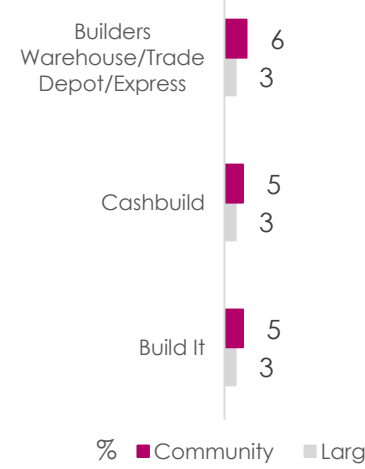
Small or large electrical, audio visual or computers and accessories



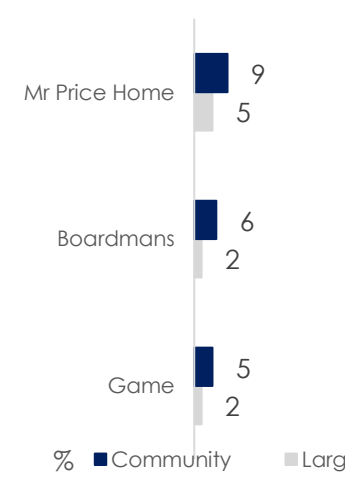
Furniture Includes office and garden



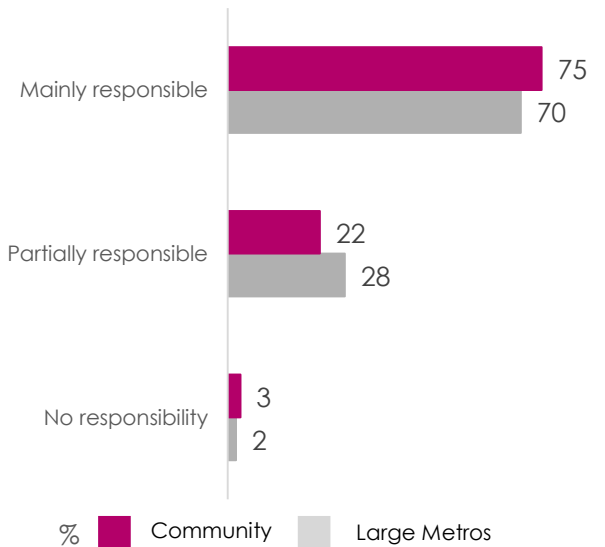
DIY Equipment or paint



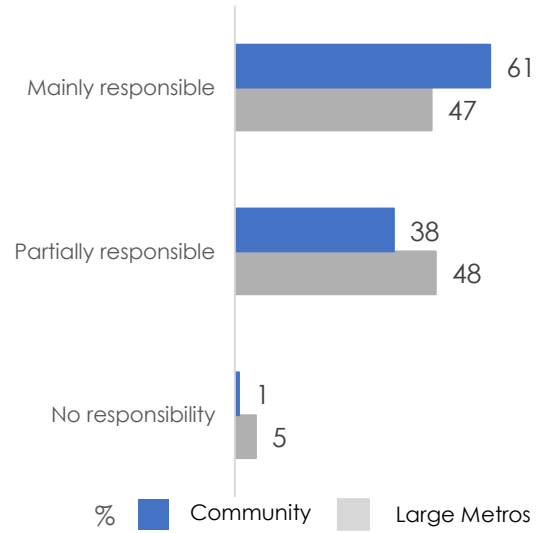
Soft furnishings and home accessories



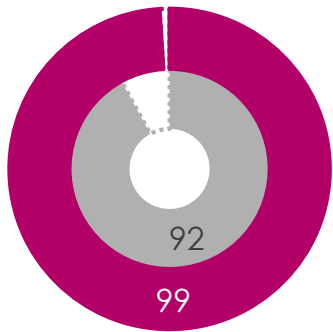
Who does the grocery shopping ?



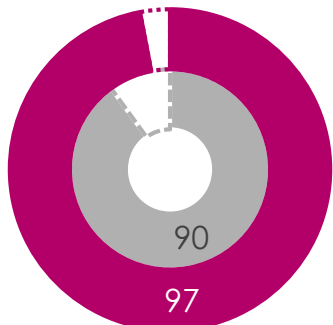
Who does the grocery shopping ?



Plan food shopping



Plan a day or 2 before / within the week

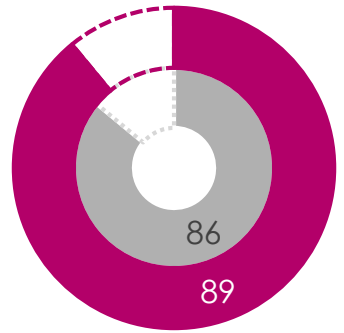


86%

of readers of the local paper read on Wednesday, Thursday or Friday before the weekend shop



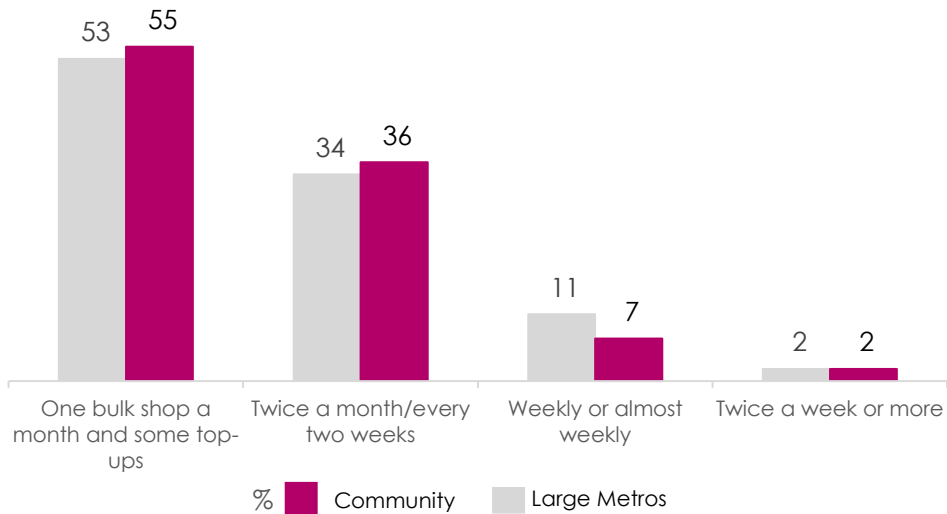
Mostly grocery shop over the weekend



% Community Large Metros

% Community Large Metros

Type of Shop



Number of shopping trips in a month

1.8 (Community) vs 1.9 (Large Metros)

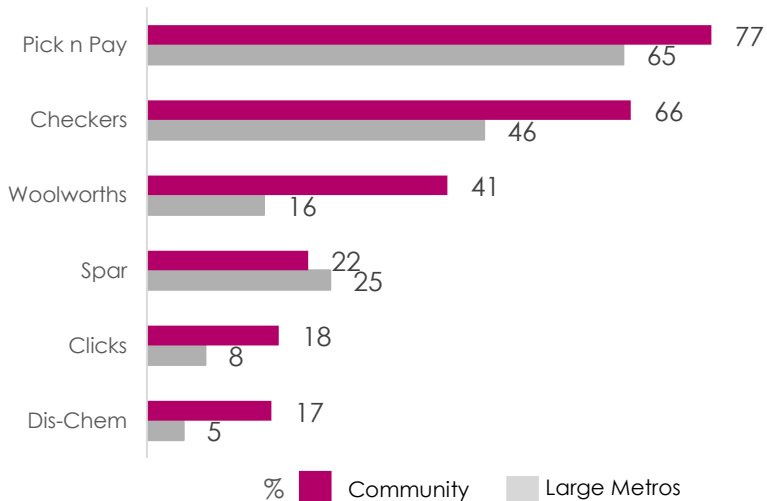
Bought Groceries online in the month

3% (Community) vs 0% (Large Metros)

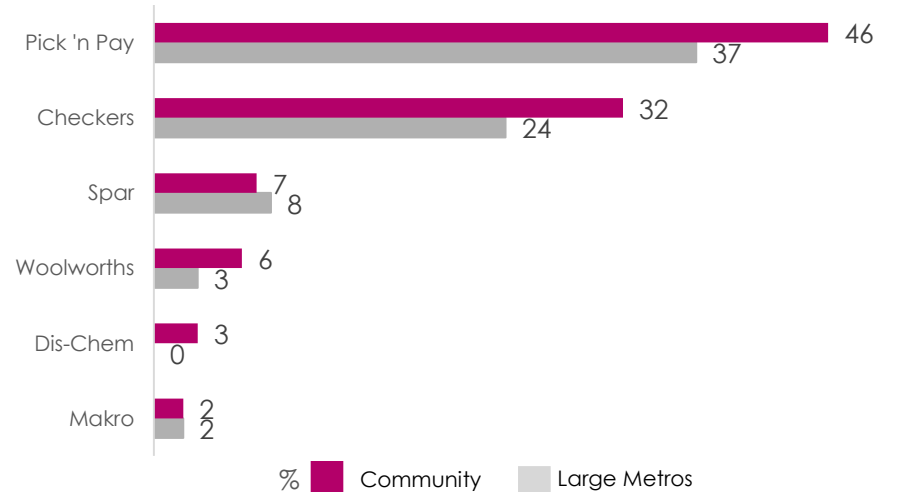
Online grocery shopping is still in it's infancy – the most used stores are Pick n Pay and Woolworths

Community Large Metros

Food & Groceries Stores : past month

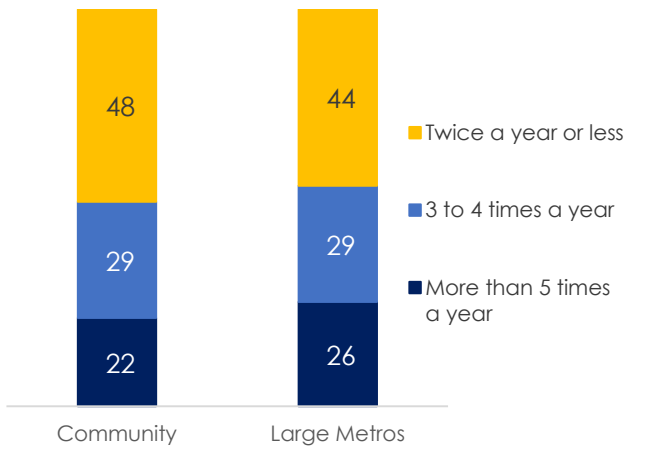


Where spend most F&G money : past month



Community Large Metros

How often do you shop for clothes in a year



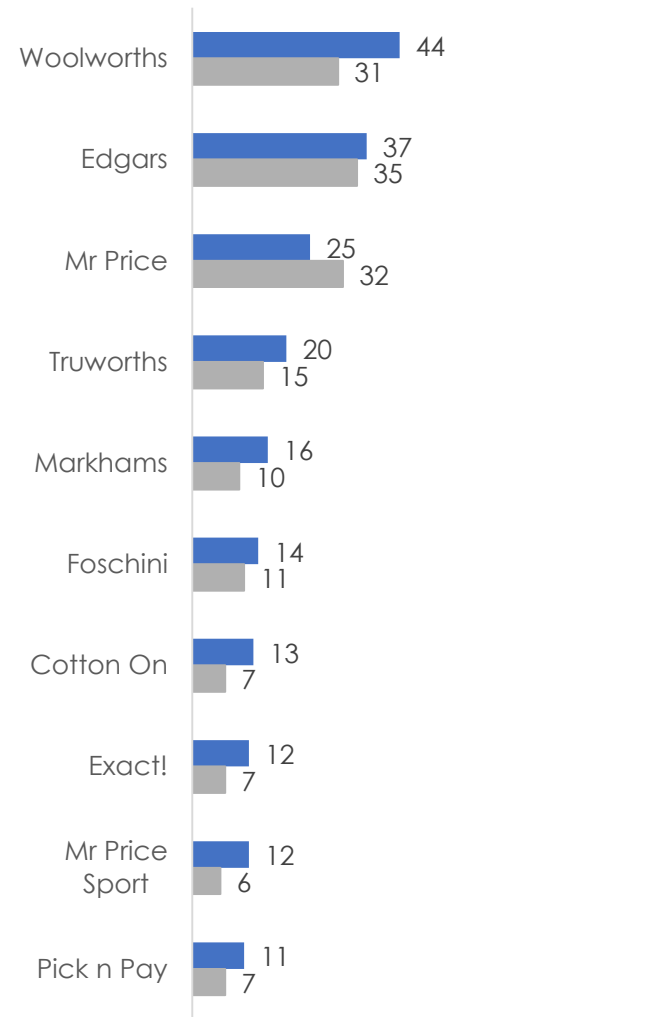
Favourite Shopping Centre for clothes & shoe shopping



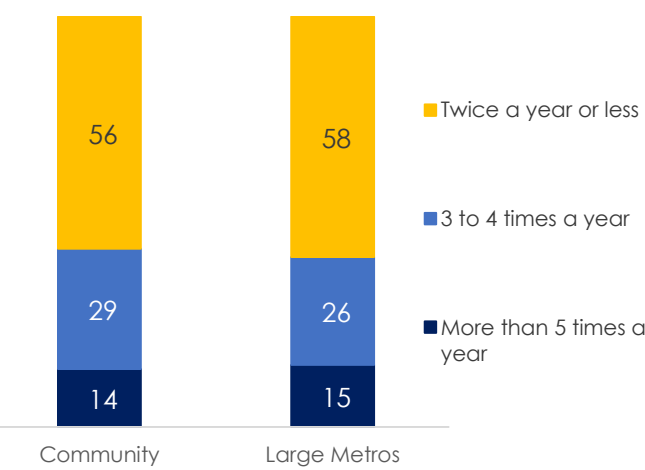
43%

Fourways Mall

Top 10 Retailers



How often do you shop for shoes in a year



Bought clothes online in the past 12 months



23%

9%

Spree / Superbalist is the top online retailer

Bought Jewellery valued at R700 or more



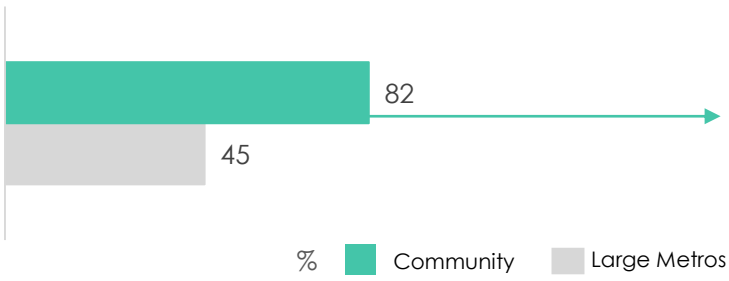
9%

5%

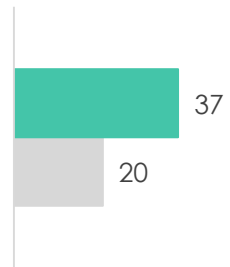
Community Large Metros

% Community Large Metros 26

Been to a movie, theatre, expo, concert, or sports event in P12M



Online ticket purchase in the last P12M



...Movies

63%
34%



...Theatre

35%
13%



...Music concert

38%
14%



...Live Expo/Fair

32%
10%



...Live sports event

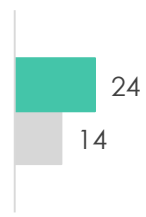
37%
17%

Community Large Metros

Watch Live TV



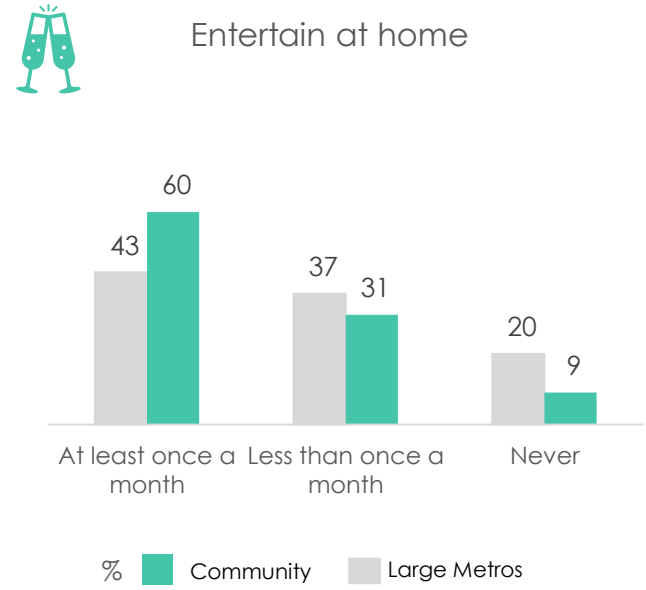
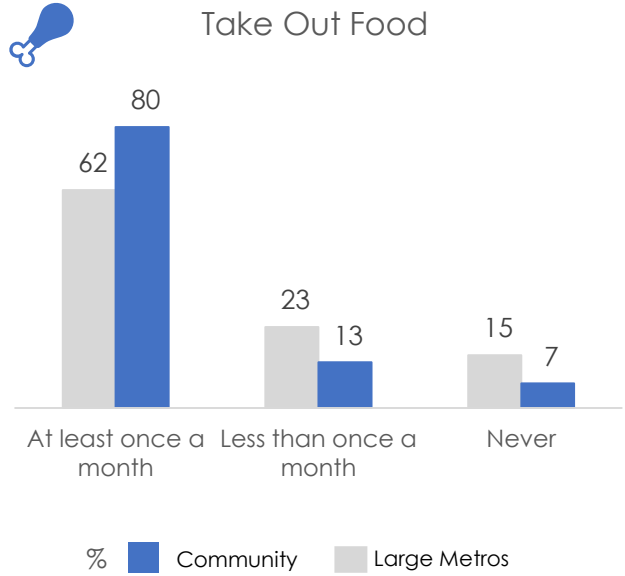
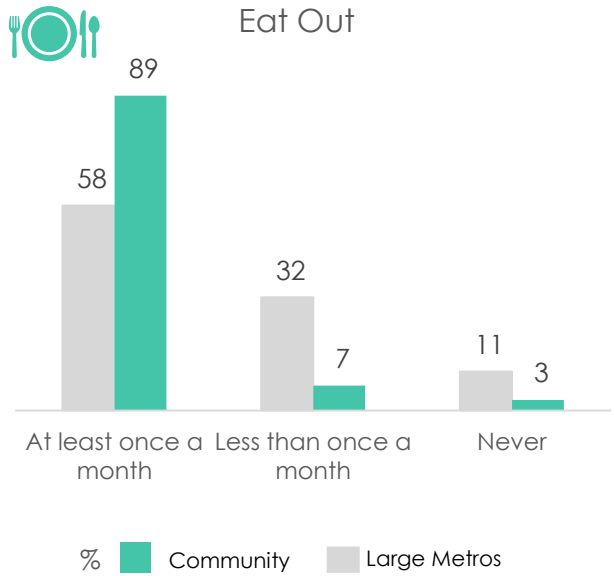
Watch streamed or recorded TV most often



Have a Decoder

95% 87%

Community Large Metros

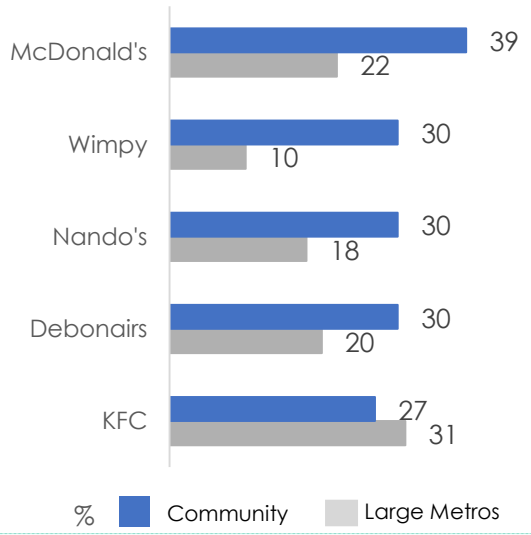


Favourite Shopping Centre for Entertainment / Eating out

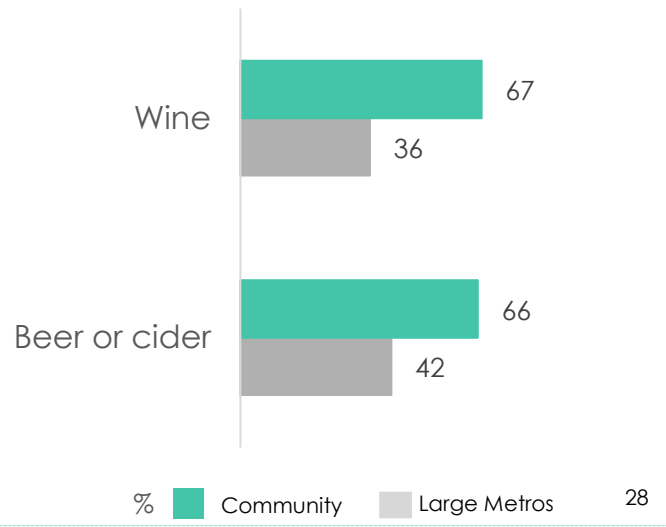
Fourways Mall

41%

Top Take Outs in the past month

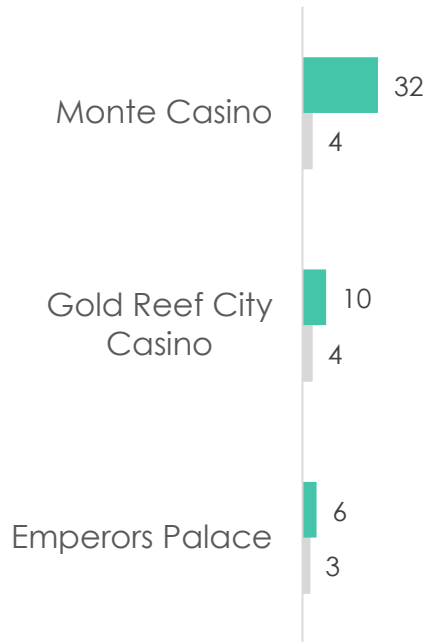


Alcohol purchases for home in the past month



Been to a Casino in the past 3 months

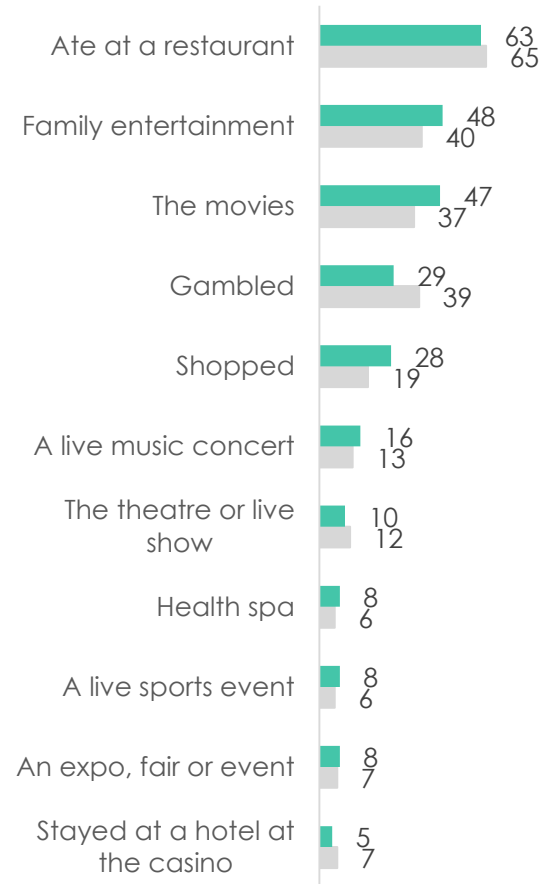
47% 20%



% Community Large Metros

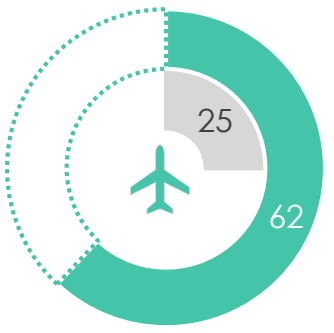


What did you do when you last visited the Casino.....

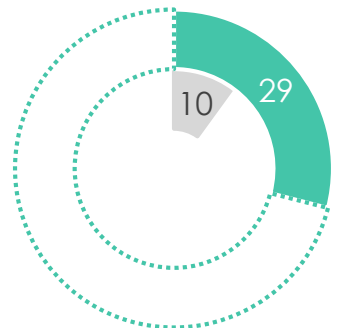


% Community Large Metros

Flown Nationally or Internationally



Bought airline tickets online

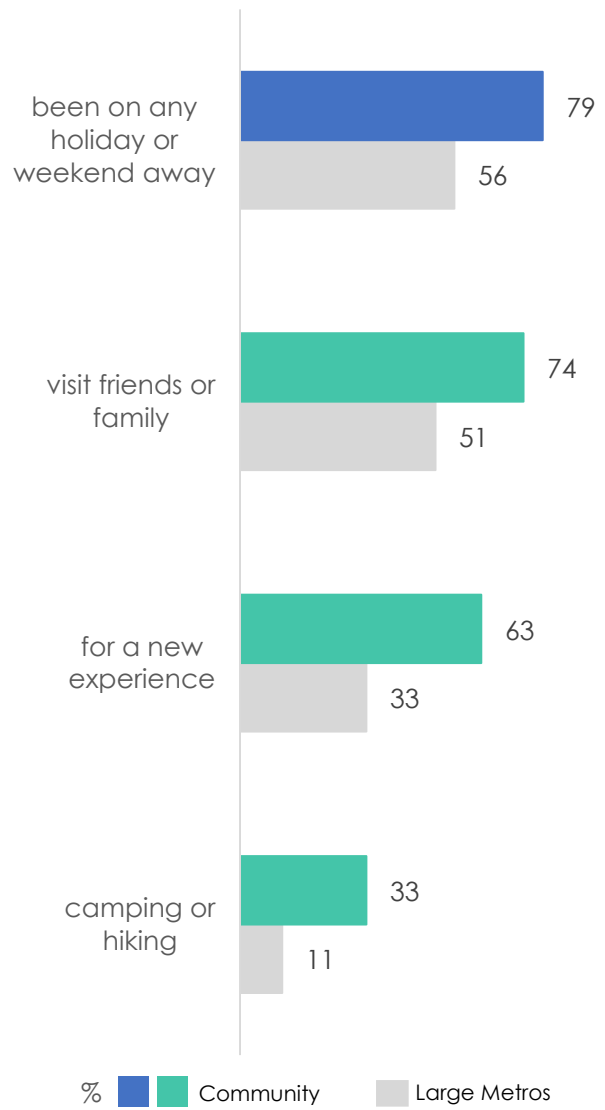


% Community Large Metros

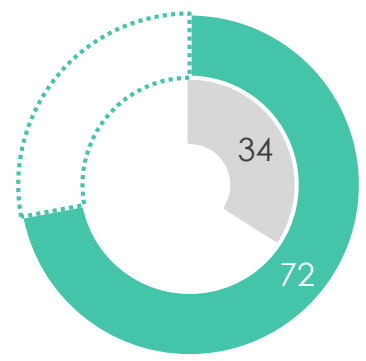
Caught Gautrain to or from the airport



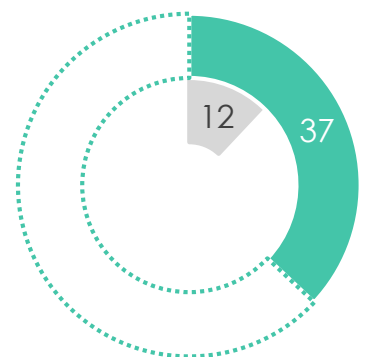
Type of holiday, or weekend away



Stayed in paid for accommodation



Booked holiday /accommodation online

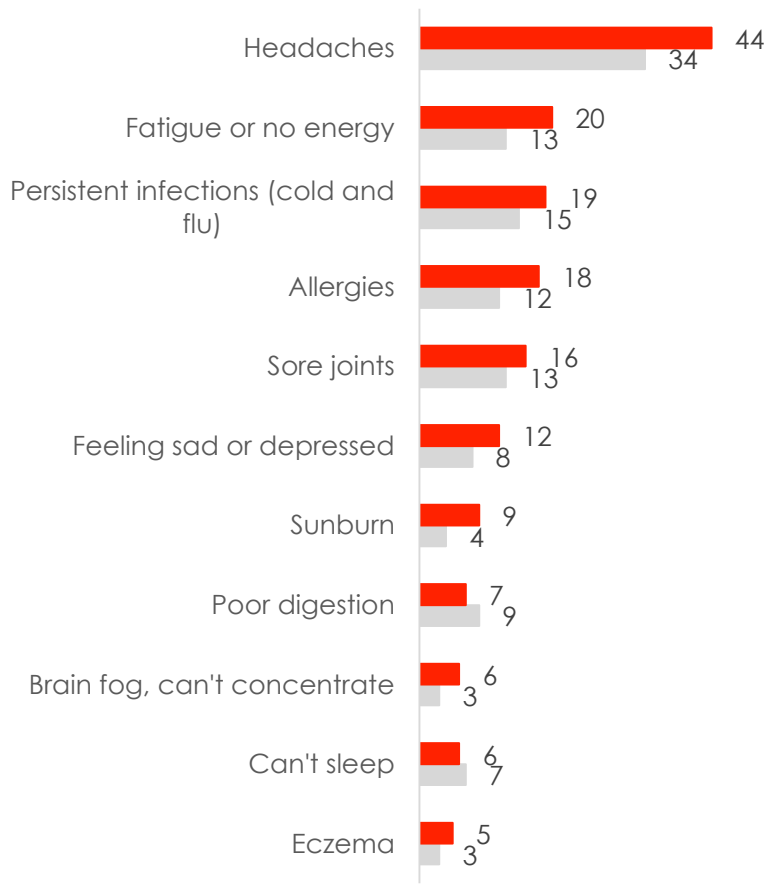


% Community Large Metros



Suffer from one or more symptom of poor health

74% 57%



% Community Large Metros

Have Medical Aid

75% 39%

The top 2 providers



% Community Large Metros

Past 12 months

Antibiotic
45% 26%

Script
43% 26%

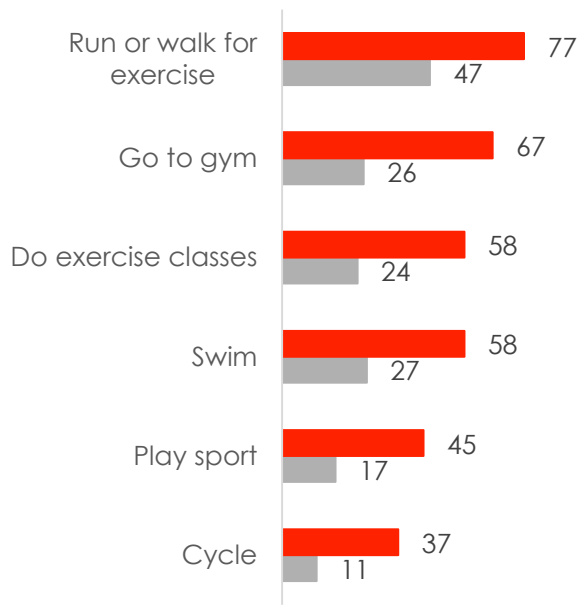
Vaccination
29% 11%

Homeopathic or natural remedies
17% 12%



Exercised in the past week

65% 39%

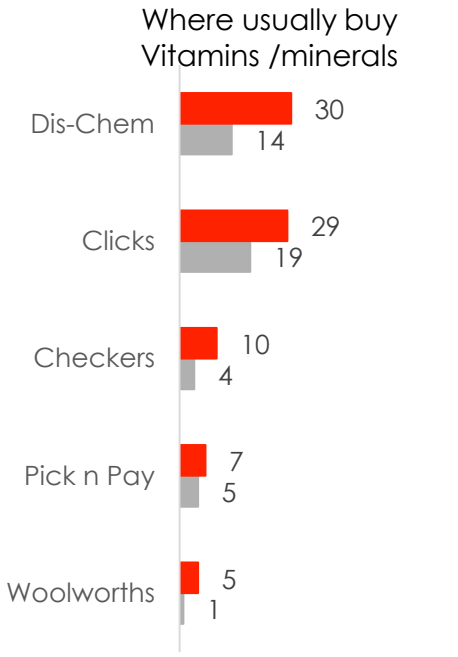


% ■ Community ■ Large Metros



Take vitamins / minerals

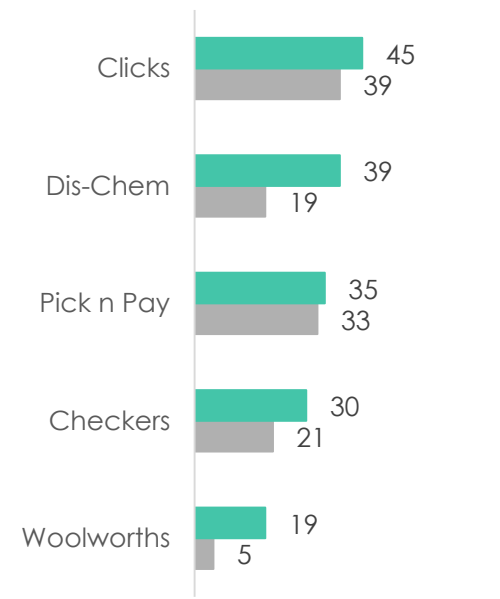
51% 35%



% ■ Community ■ Large Metros



Where usually buy toiletries



% ■ Community ■ Large Metros



Gained 3kg's or more

8% 10%



Lost 3kg's or more

9% 8%



32

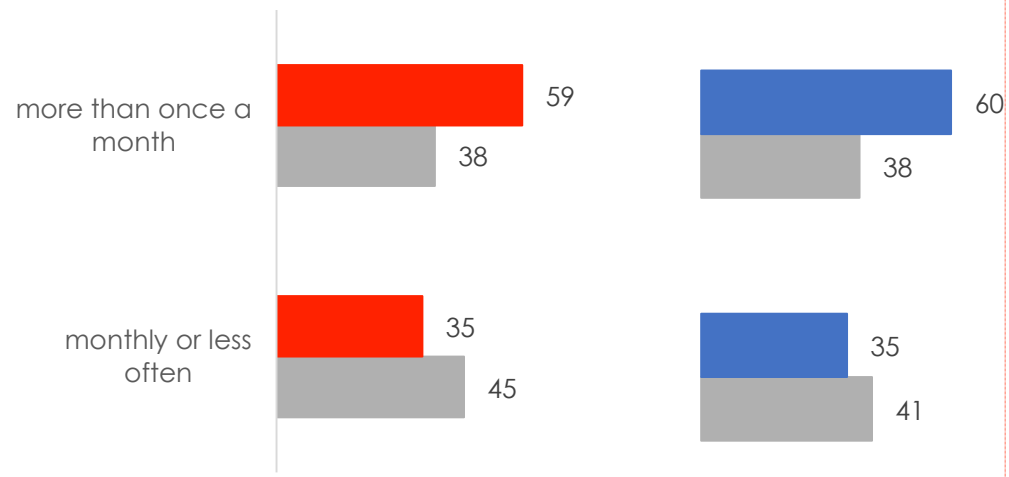
Pay to have their hair styled

94% 84% 94% 80%

of women



of men



% Community Large Metros

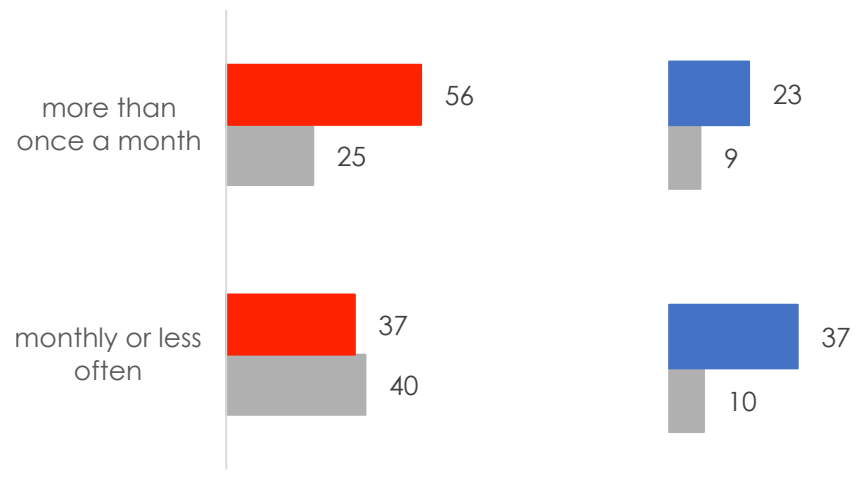
Pay to have facials/manicures/ beauty treatments

92% 65% 60% 20%

of women



of men



% Community Large Metros



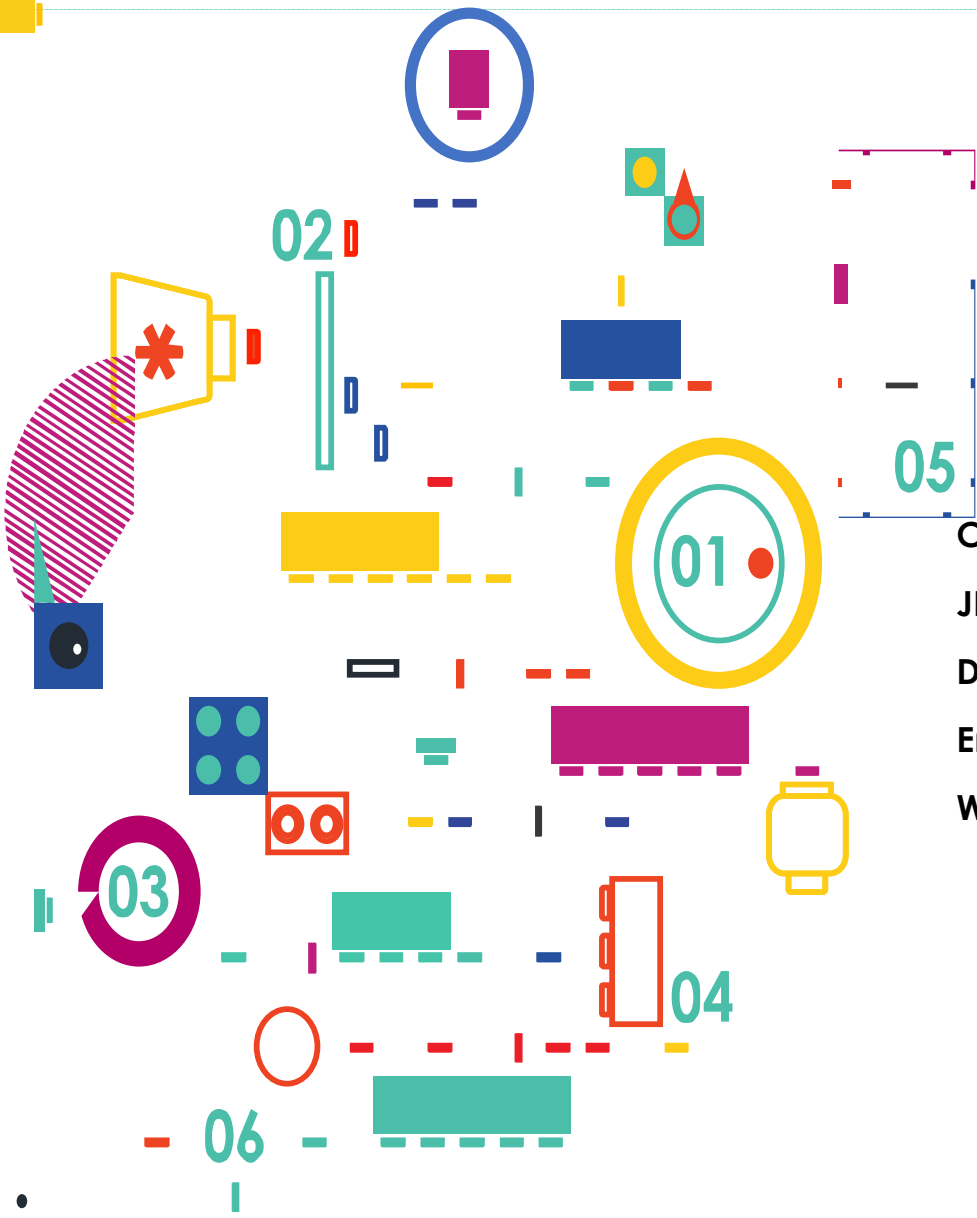
New prescription glasses or contact lenses

12% 8%

Bought new sunglasses



17% 10%



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