



ROOTS:
Randburg - Jhb North
(Randburg Sun)
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

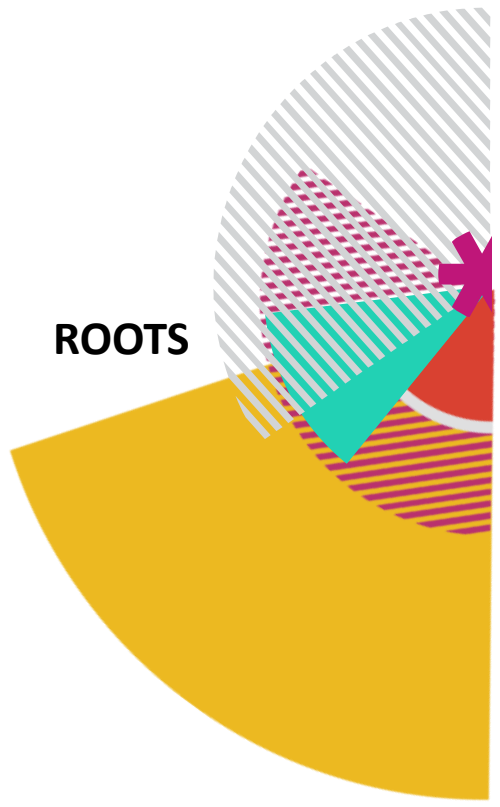
Health 

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**

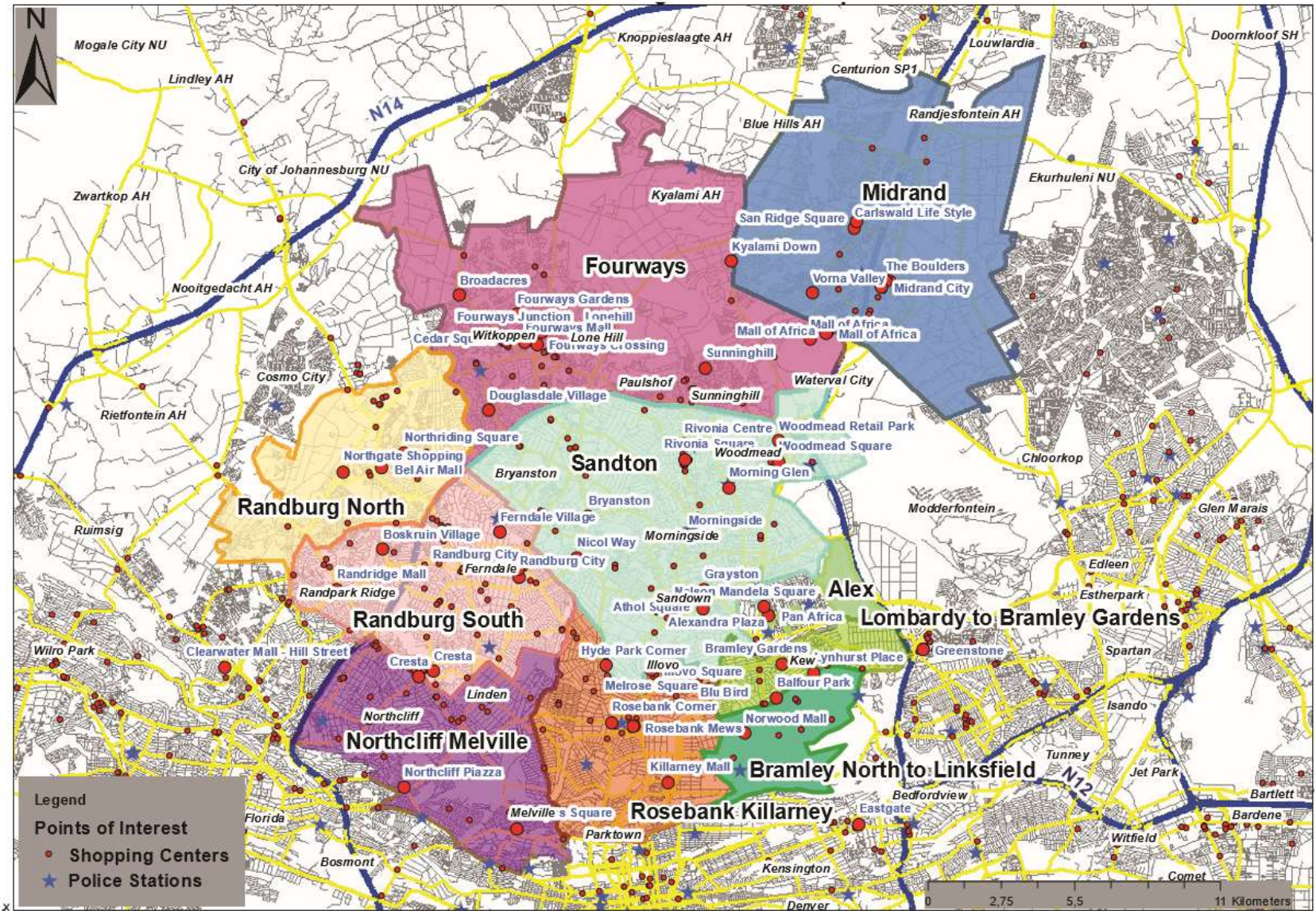
Where applicable community data is **trended back 10** years or as far as comparable

Large Metros – 62 Communities
Johannesburg, Cape Town, Tshwane, Ethikwini/Durban, Ekhruleni
Eg: Sandton, Athlone, Durban North, Boksburg,

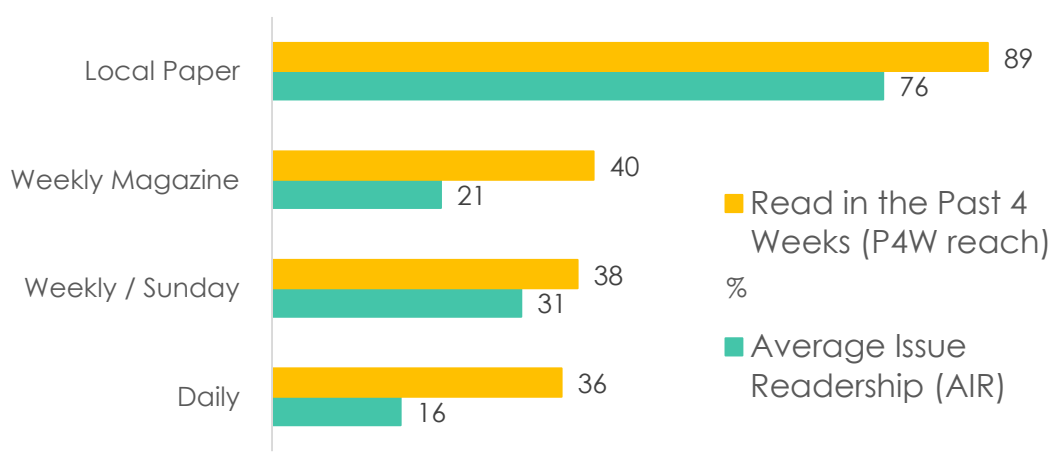
Medium Metros –18 Communities
Nelson Mandela Bay, Bloemfontein, Pietermaritzburg, West Rand, Vaal, Kimberley, Polokwane, Buffalo City/East London

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

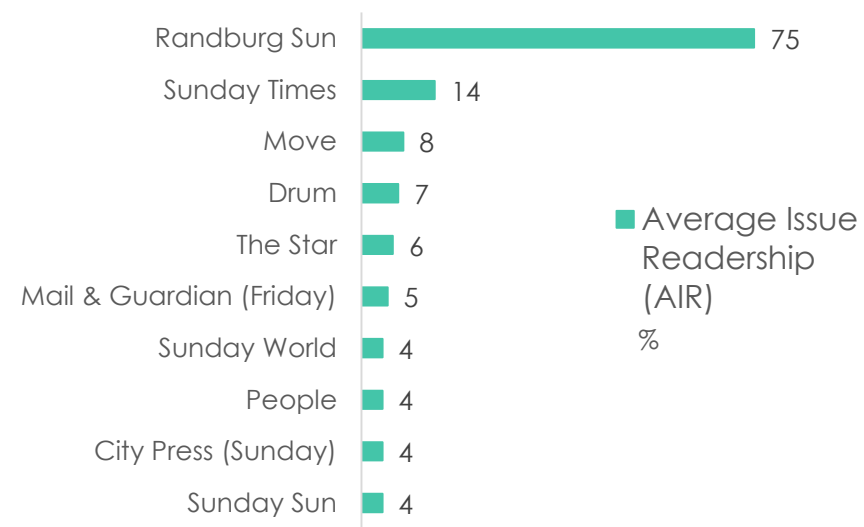
Johannesburg North 2019 Footprints



Paper Categories



Top 10 paper titles



Regular Readers

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

60% 70%

of past 4 weeks readers



Multiple Reading

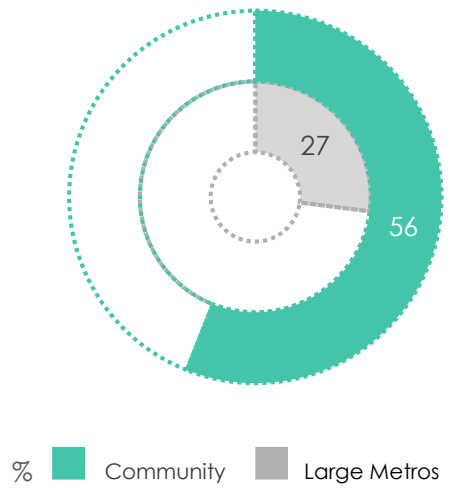
Read one issue of the local paper on more than one occasion

48% 29%

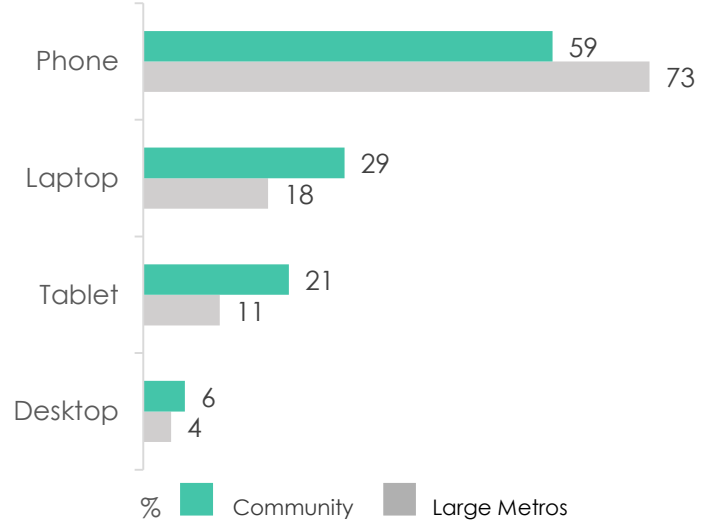
of Average Issue Readers

Community Large Metros

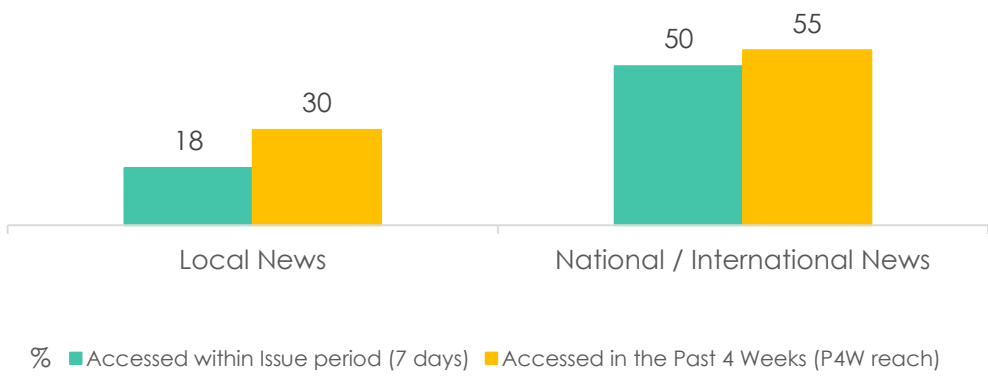
Read news online in the past 7 days



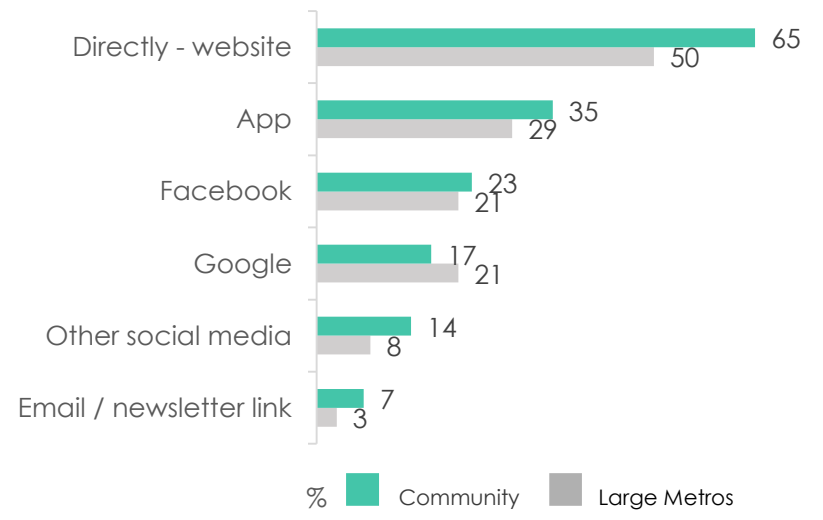
What device P7D online readers use



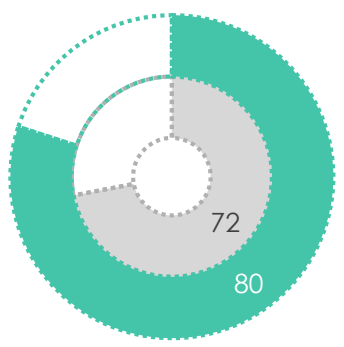
Type of News accessed



How P7D online readers get there

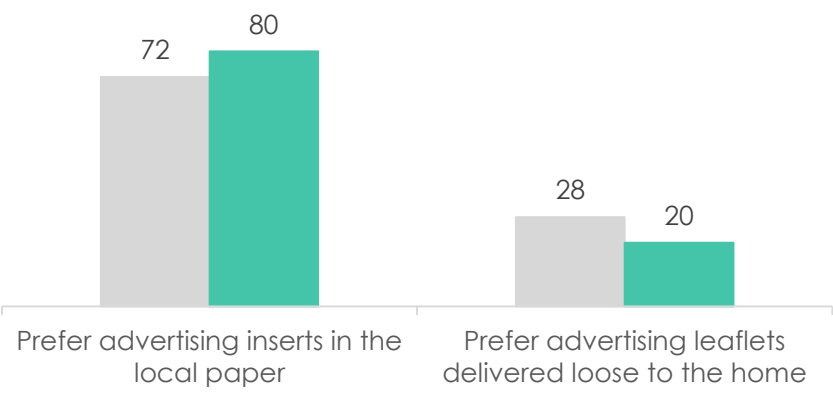


Use advertising in the local paper to help with shopping decisions



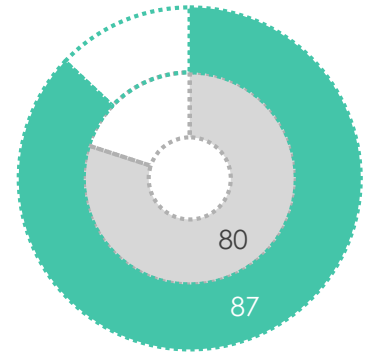
% Community Large Metros

Preference for receiving advertising inserts/ leaflets



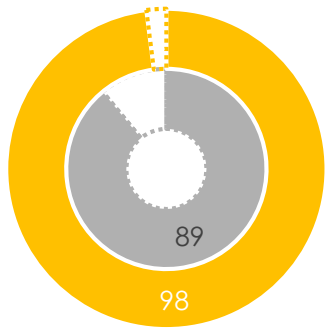
% Community Large Metros

Read the inserts delivered to the home inside their local paper

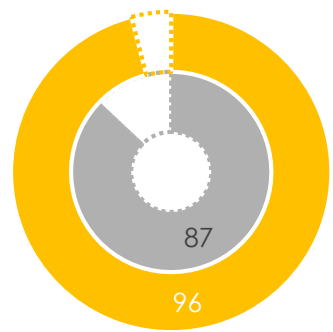


% Community Large Metros

Plan shopping



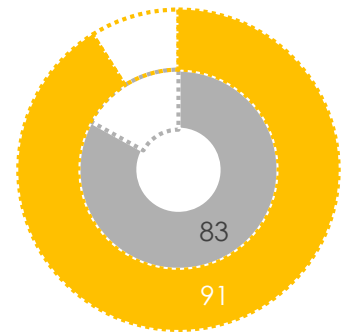
Plan a day or 2 before / within the week



87% of readers of the local paper read on Wednesday, Thursday or Friday before the weekend shop



Mostly shop over the weekend

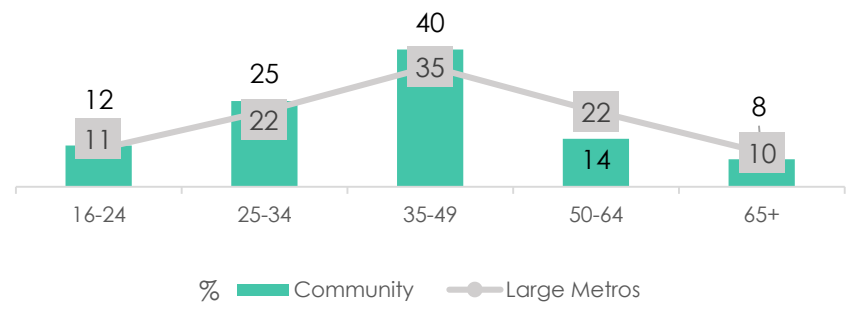
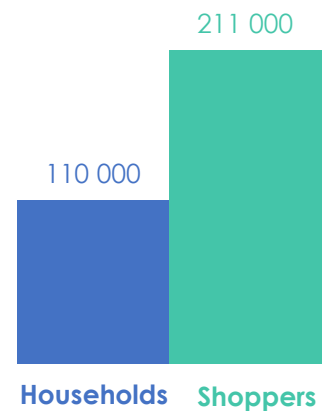


% Community Large Metros

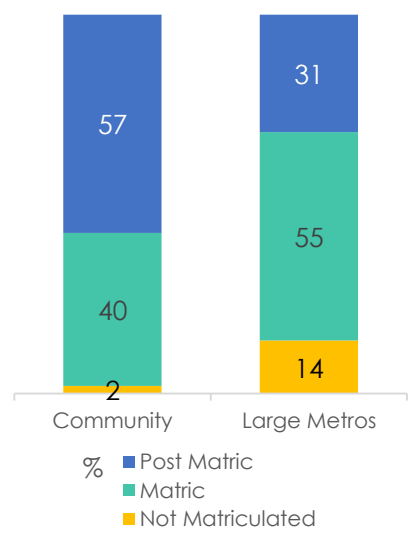
Community Size & Structure

Randburg - Jhb North

Footprint size

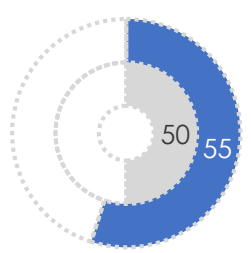
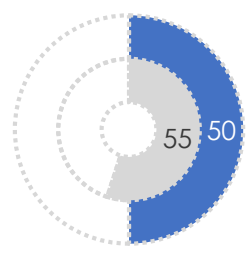


Education



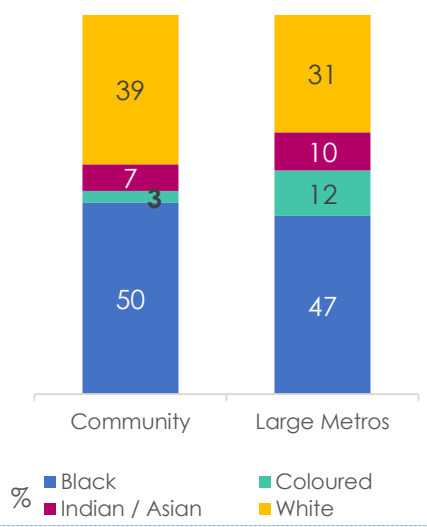
Children

Married or living with a partner

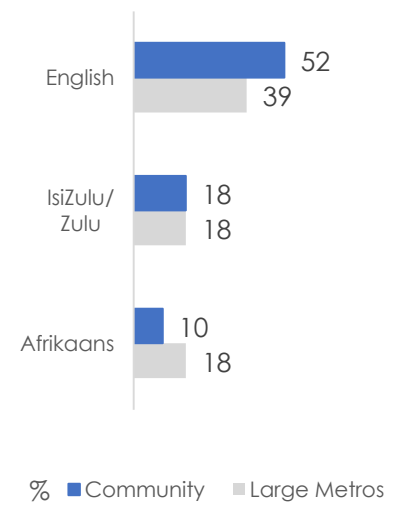


% ■ Community ■ Large Metros

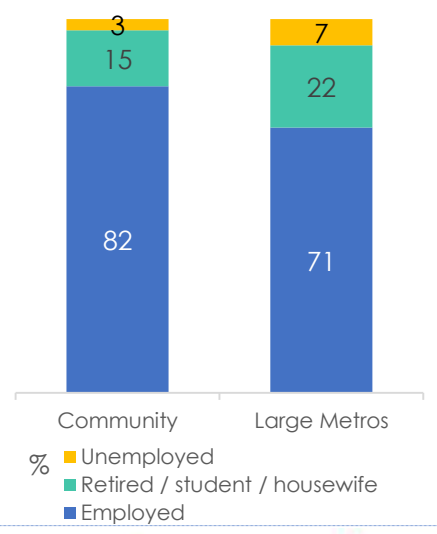
Race



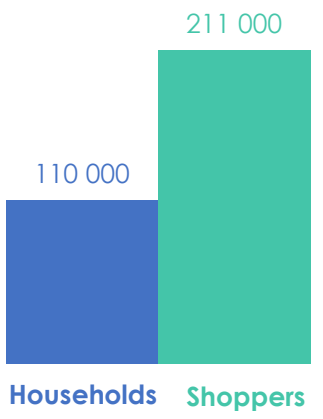
Language



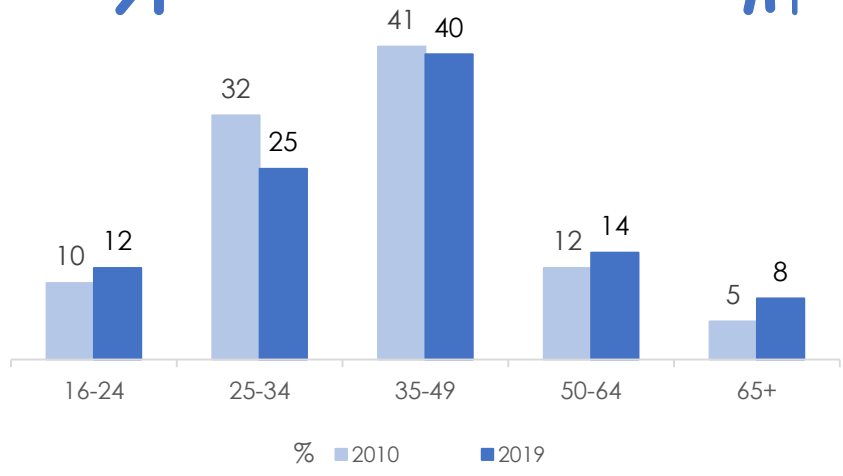
Employment



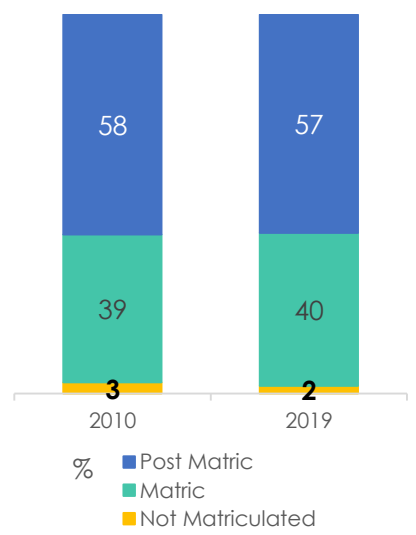
Footprint size



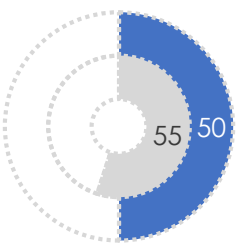
Age



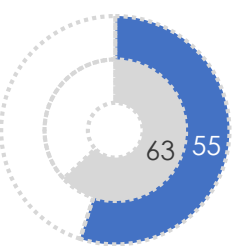
Education



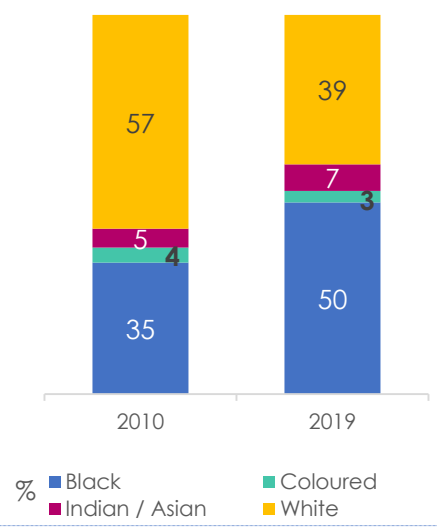
Children



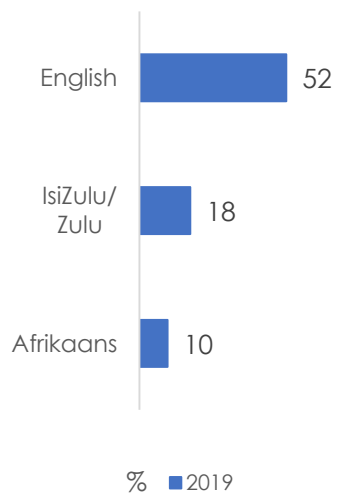
Married or living with a partner



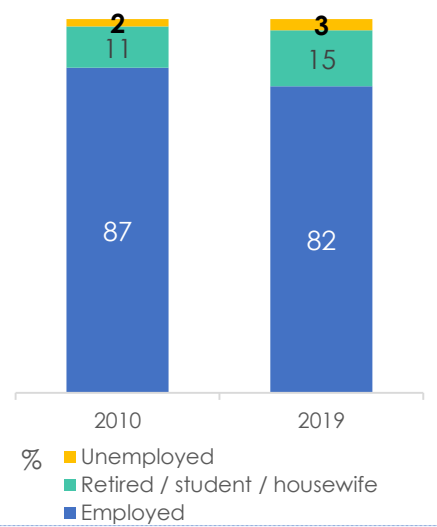
Race



Language

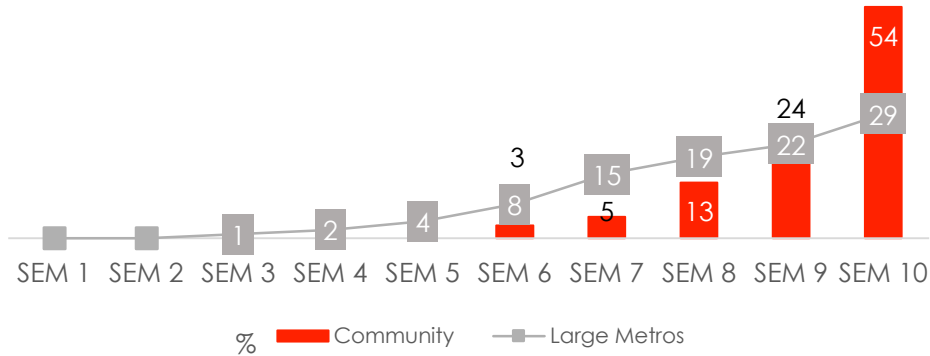


Employment

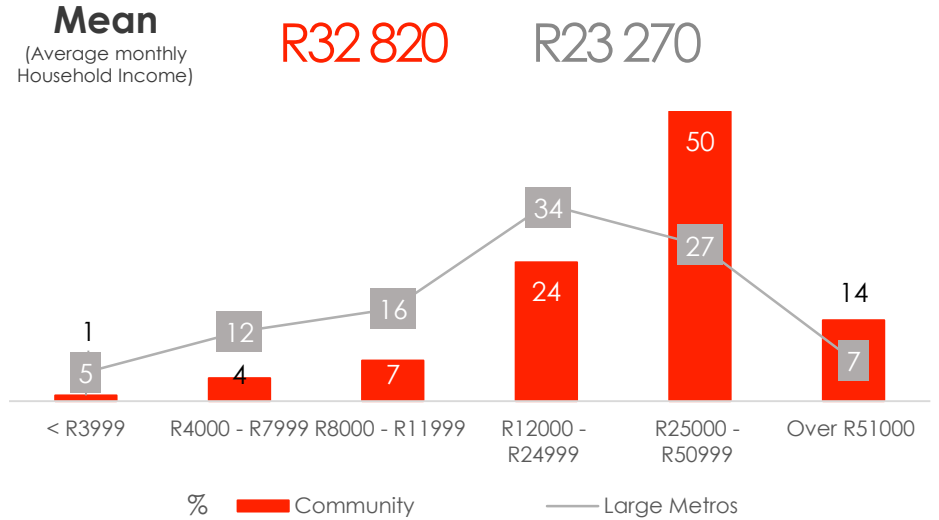




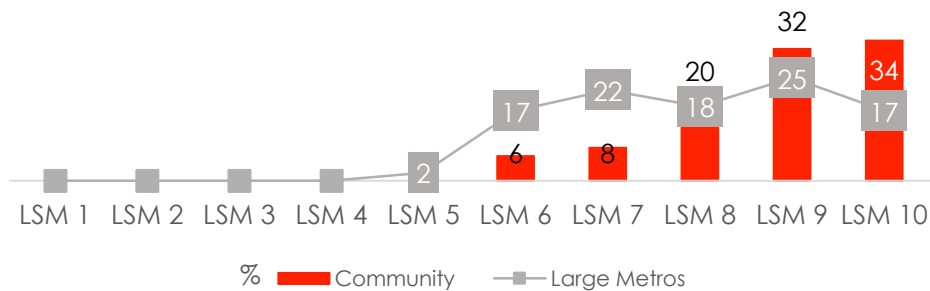
Socio Economic Measure (SEM) distribution



Monthly Household Income

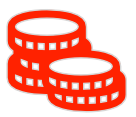


Living Standard Measurement (LSM) distribution

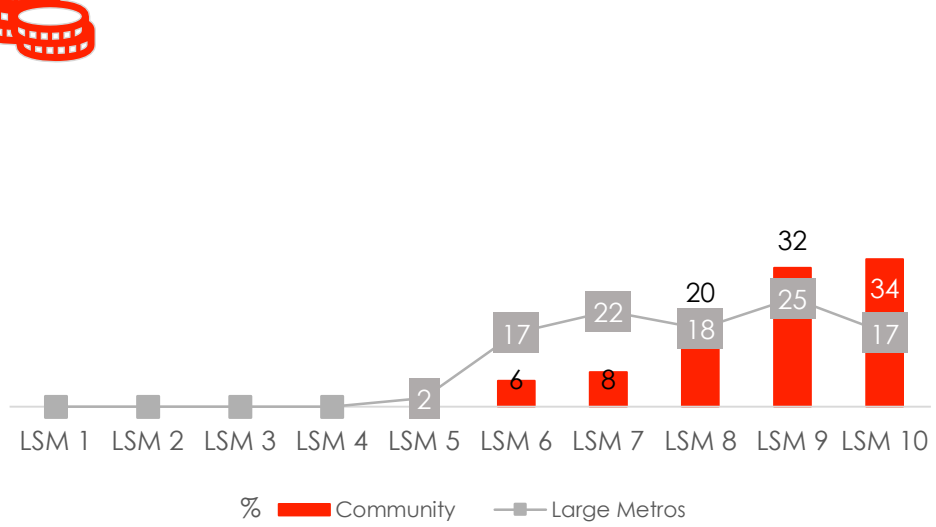


Percentage of people who have...

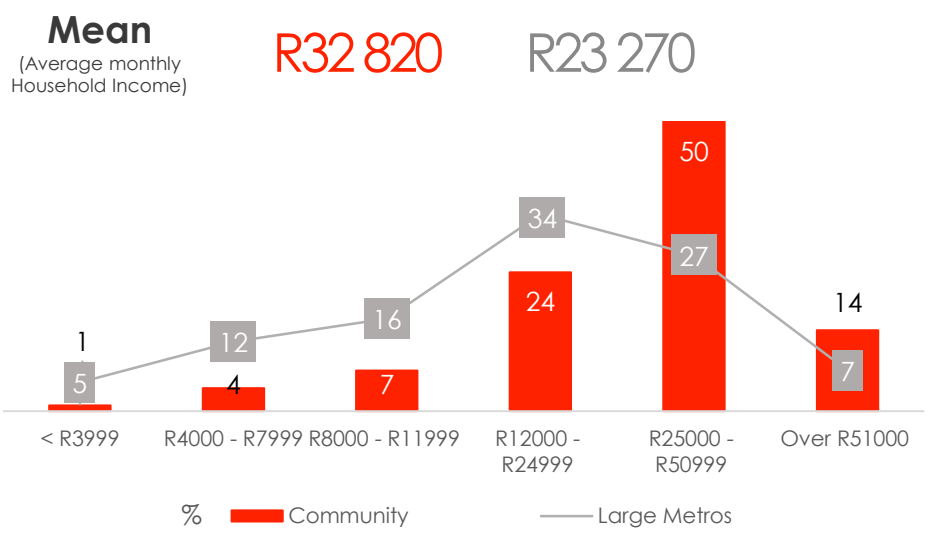
	Community %	Large Metros %
Long Term Savings / Investments	85	58
Medical Aid	70	39
Credit Card	47	23
Own Business	12	9



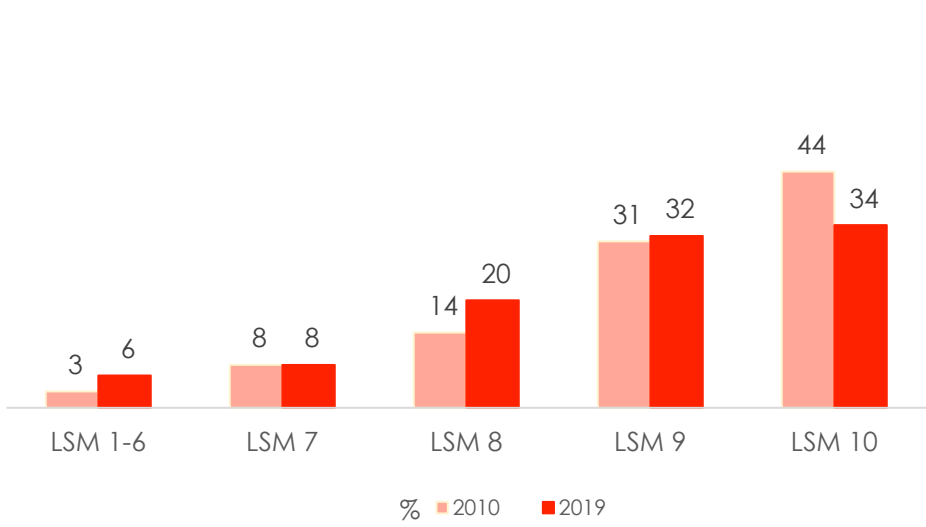
LSM distribution



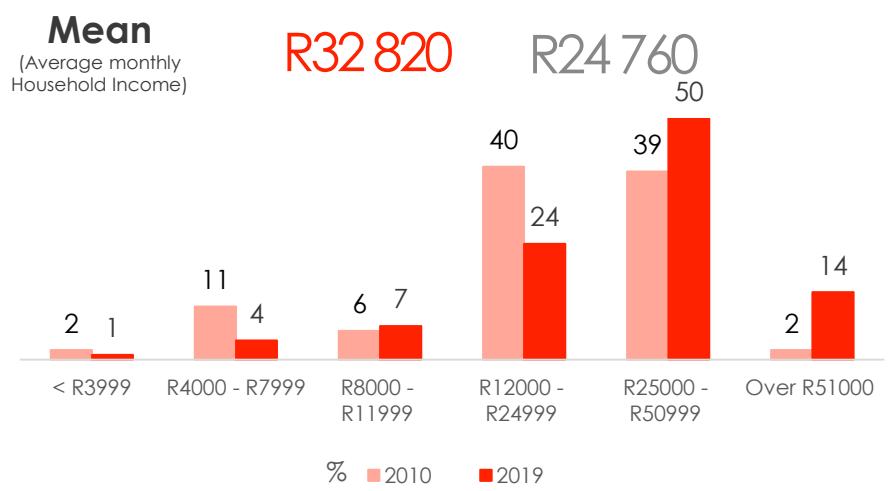
Monthly Household Income



LSM - Trended



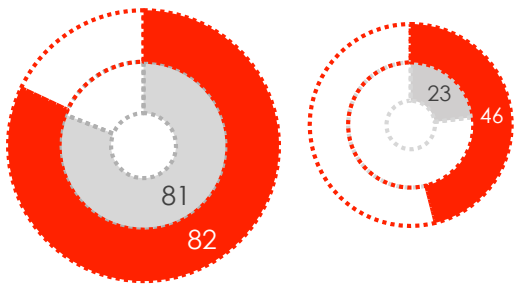
Monthly Household Income - Trended



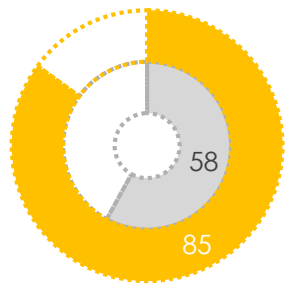


Savings or Current Account

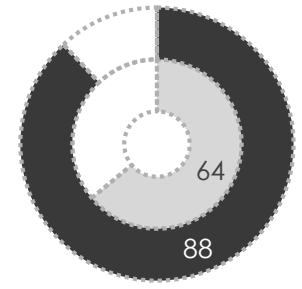
Credit card



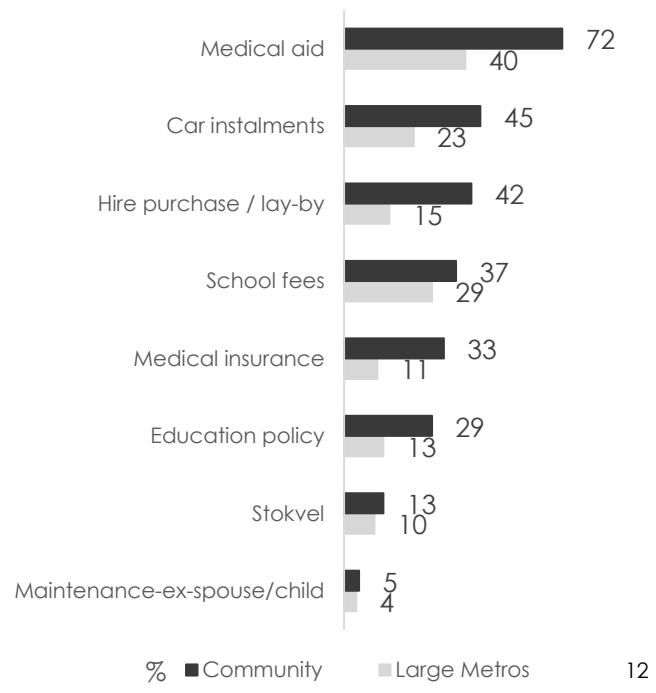
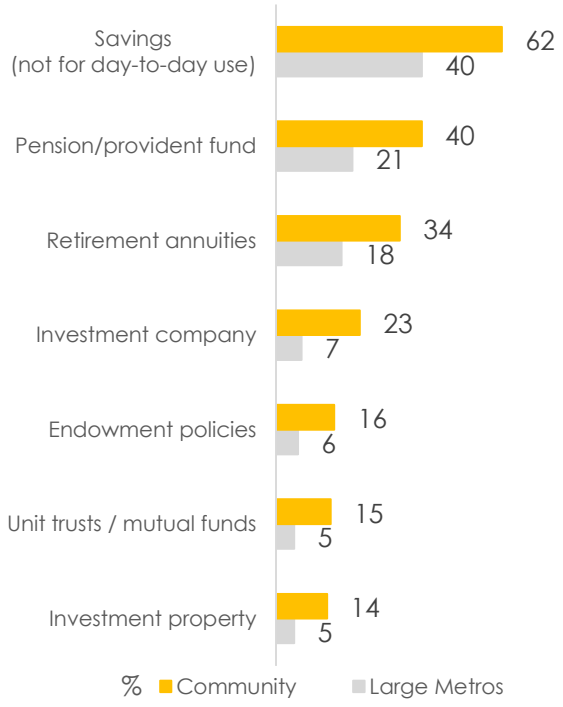
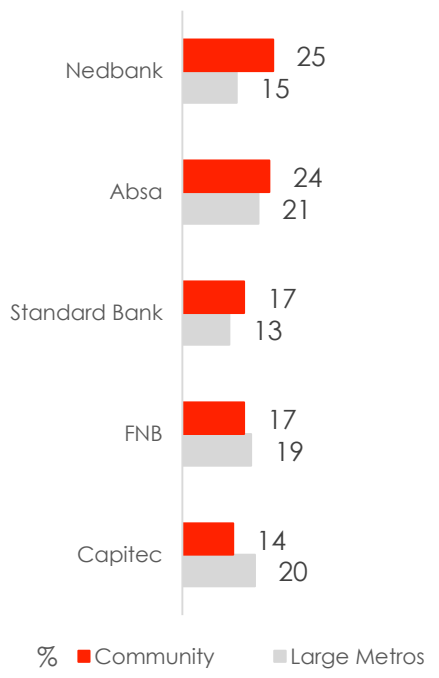
Long Term Saving or Investments

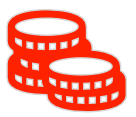


Long Term Monthly Commitments

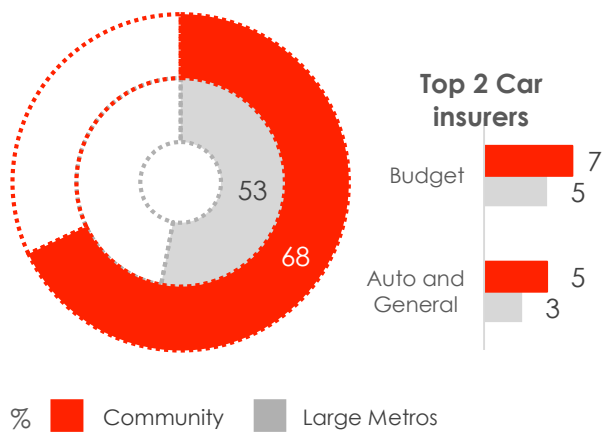


Top 5 banks used across all accounts

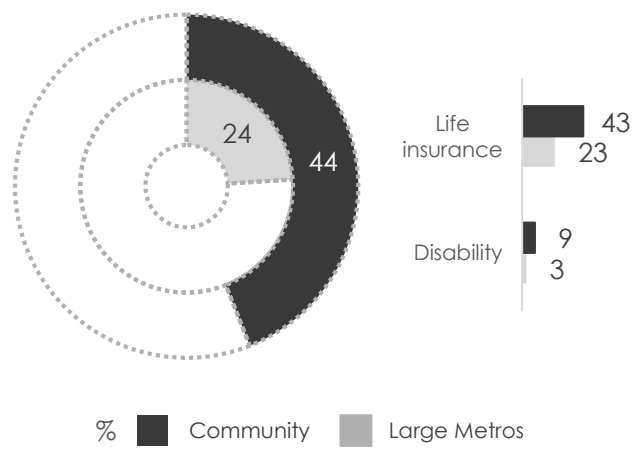




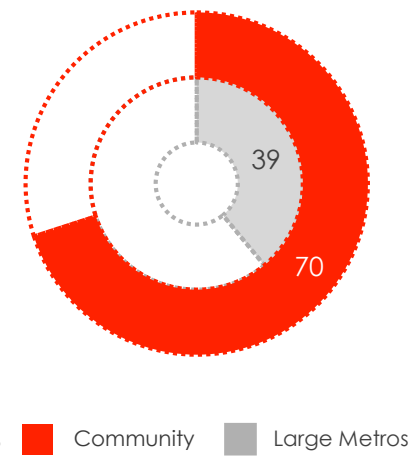
Short Term Insurance



Long Term Insurance



Medical Aid



Type	Community %	Large Metros %
Car insurance	51	33
Funeral cover	45	31
Life insurance	43	23
Household content	17	10
Homeowners	14	11
Burial society	5	9

Life Insurers	Community %	Large Metros %
Old Mutual	7	4
Sanlam	4	2
Discovery Life	3	2
Clientele	2	2
Hollard	2	2

Providers	Community %	Large Metros %
Discovery Health	18	13
Bonitas	13	6
GEMS	6	5
Medscheme	4	2
Bestmed	2	2

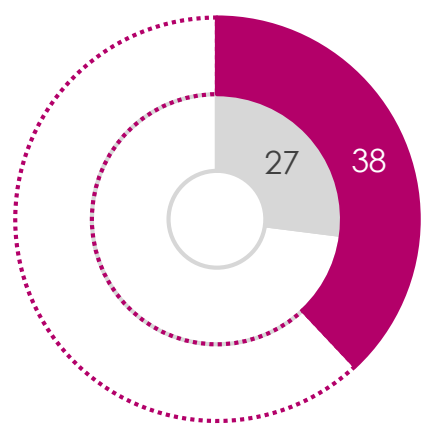
Use the internet
Past 4 weeks

99%



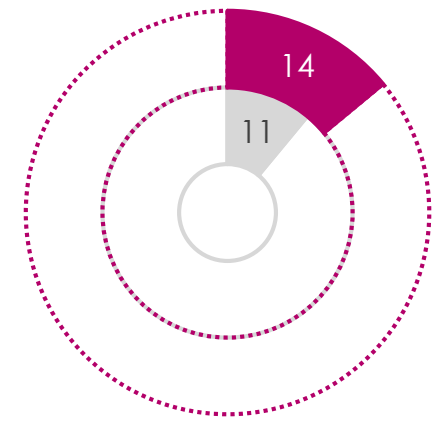
80%

Use internet "all the time"



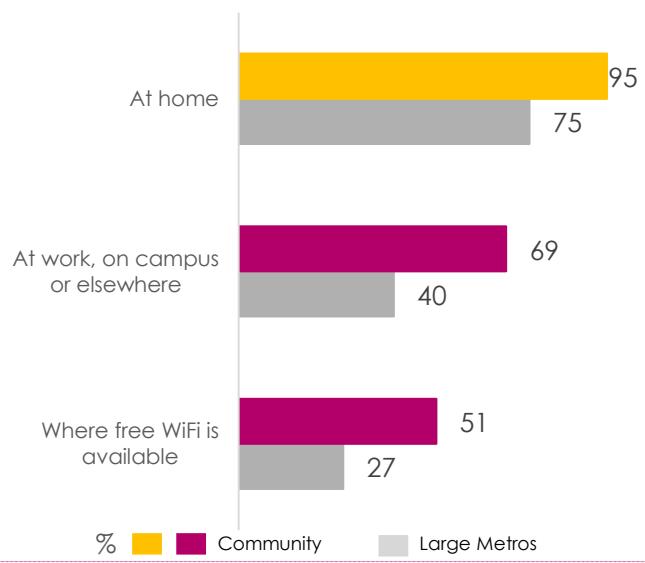
% Community Large Metros

Have uncapped data in the home



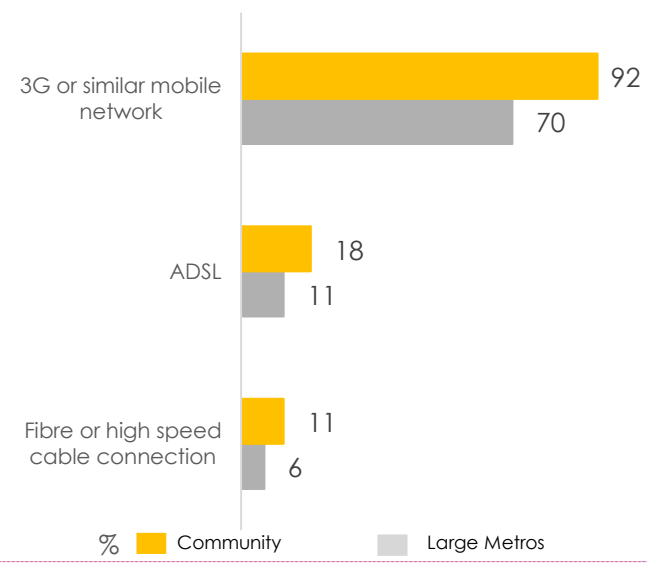
% Community Large Metros

Where you connect



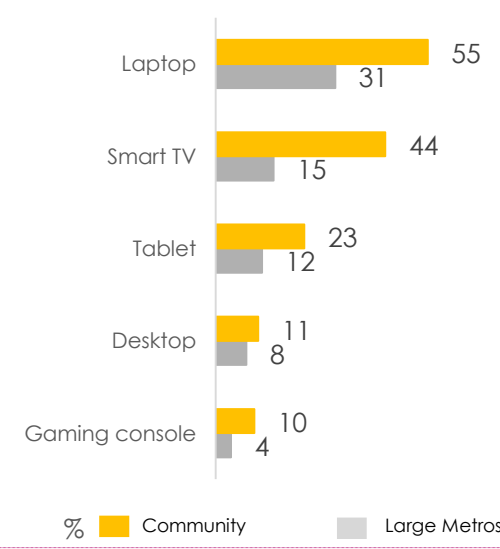
% Community Large Metros

Home connection



% Community Large Metros

Devices in the home



% Community Large Metros

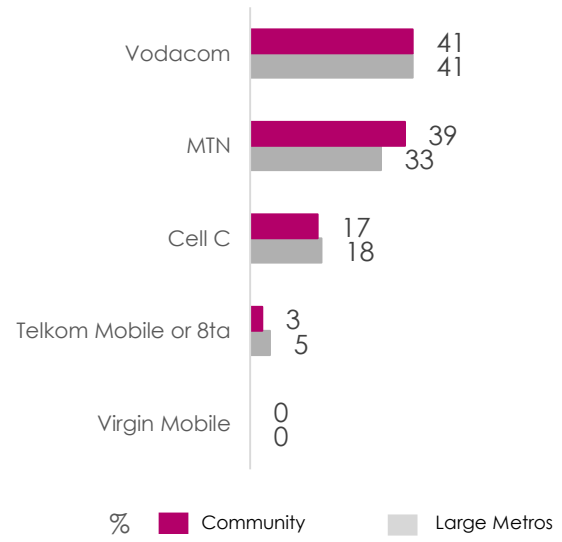
Have a Cell phone



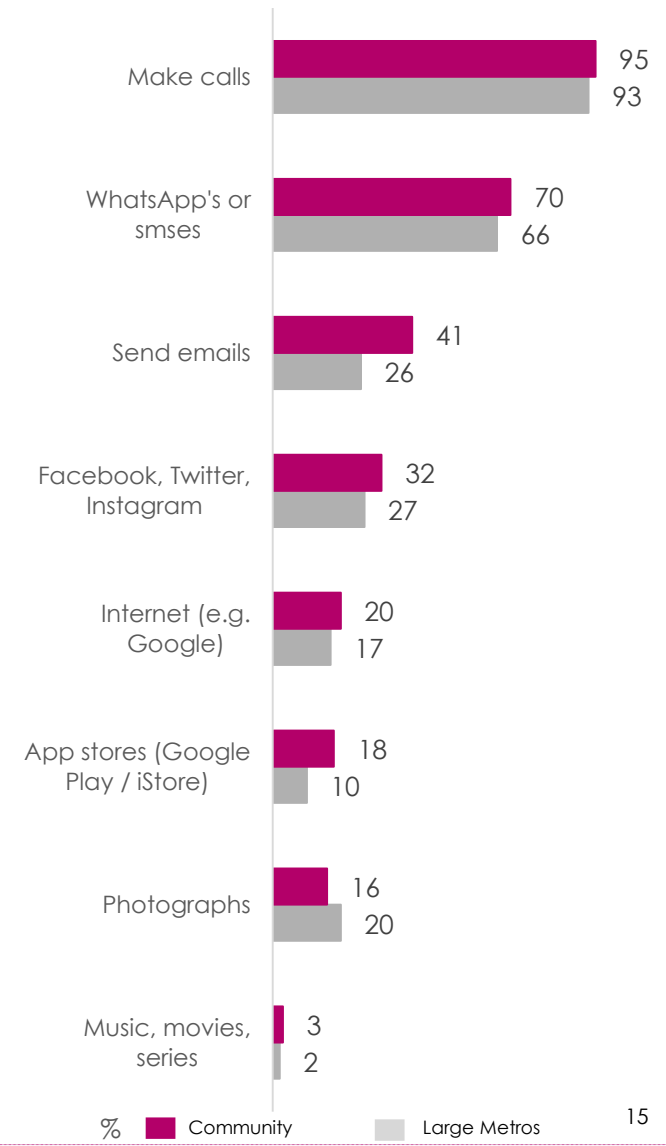
99% 95%

Community Large Metros

Provider



Top Activities

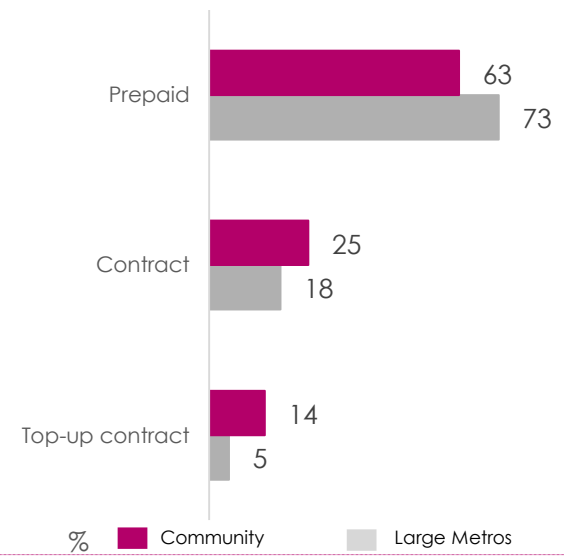


Have a Smart Cell phone

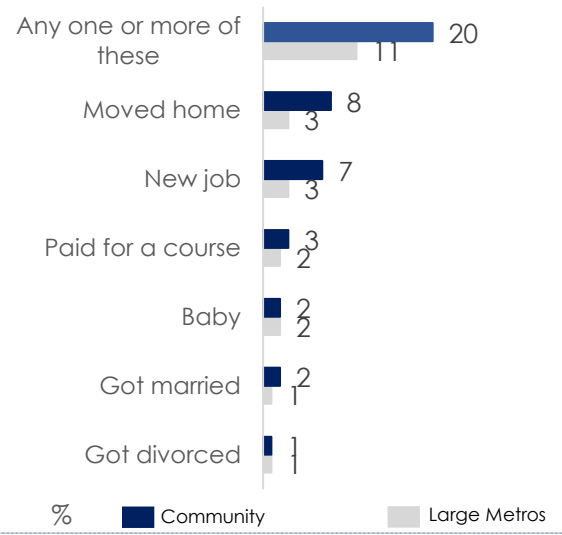
99% 83%

Community Large Metros

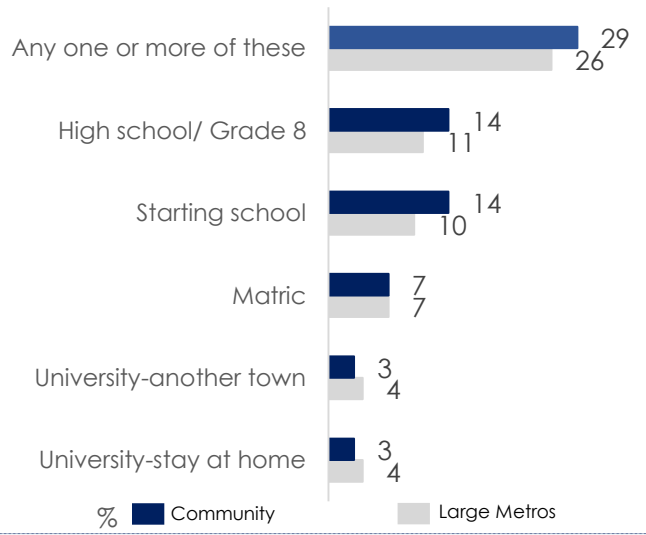
Contract



Big changes in personal life



Big changes in children's lives



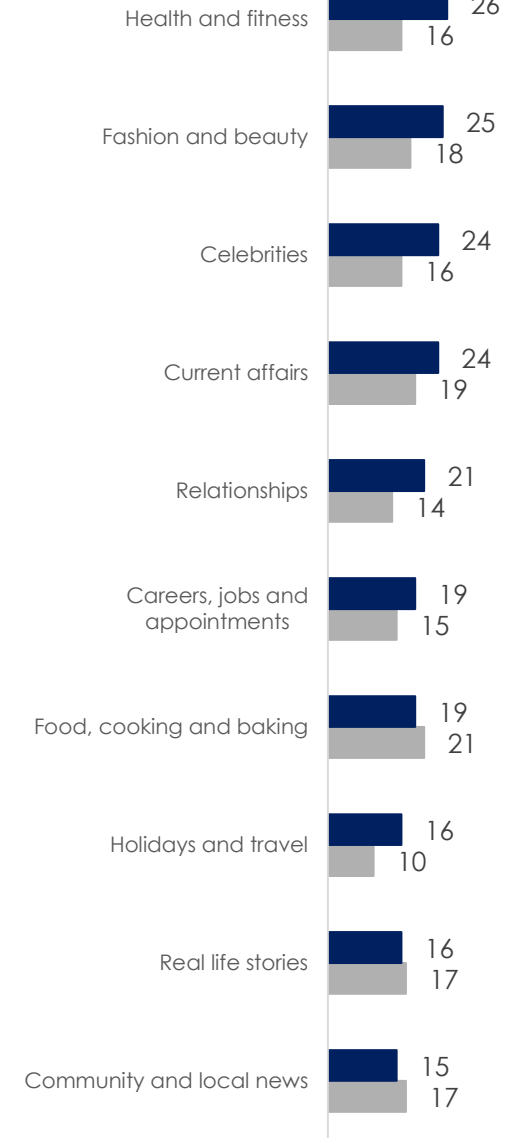
Have at least one interest

75% 67%

Self proclaimed expert in at least one area of interest

75% 62%

Top 10 interests



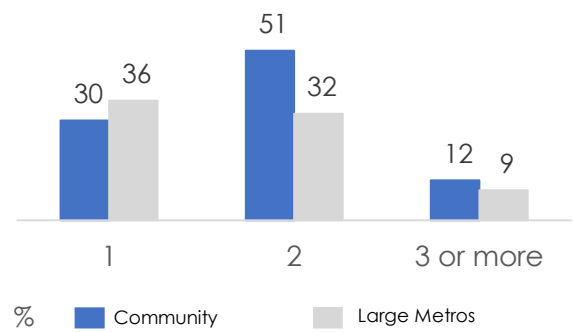
% Community Large Metros

Have a car in the household

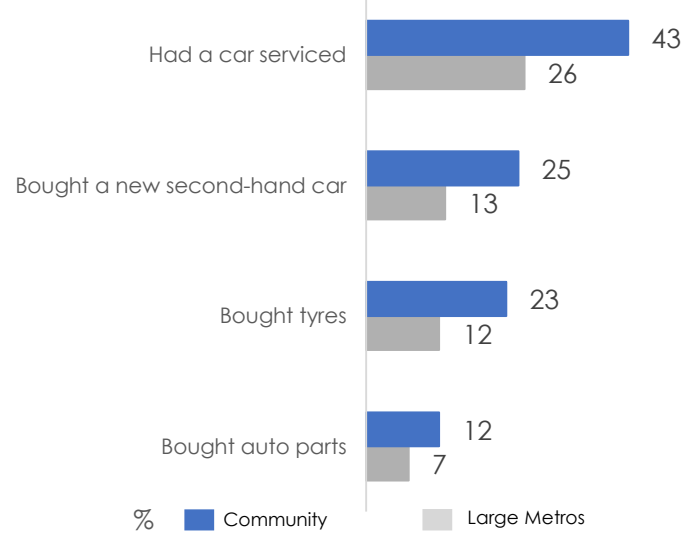


93%

77%



Car purchases – past 12 months



Use Uber



62%

25%

Use Gautrain



33%

24%
Work

25%
Shopping

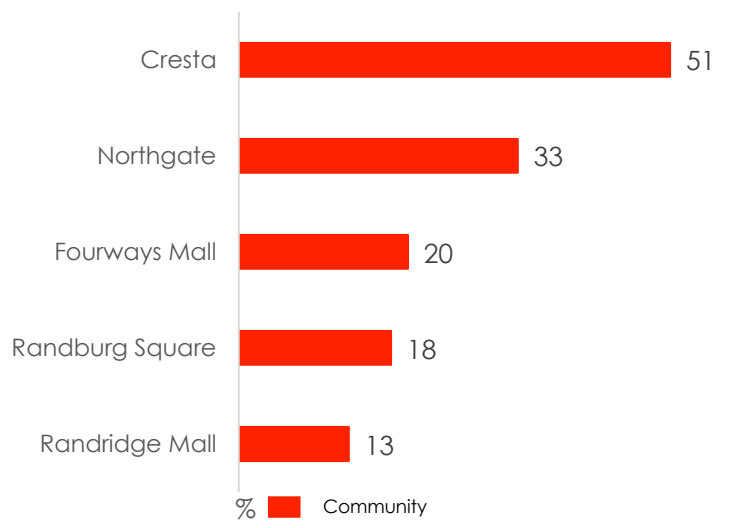
Top 3 tyre retailers
Large Metros



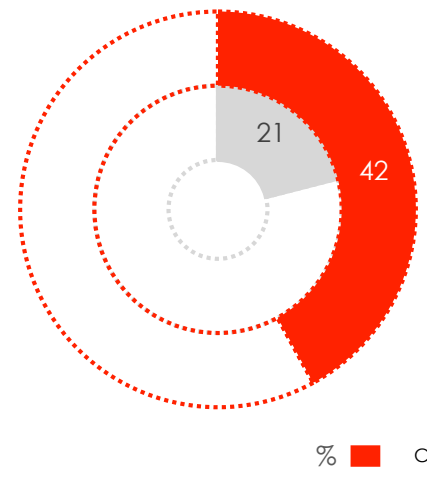
Top 3 auto part retailers
Large Metros



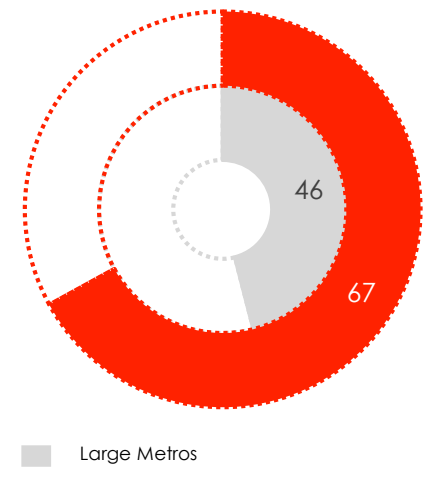
Top 5 shopping centres - past 3 months



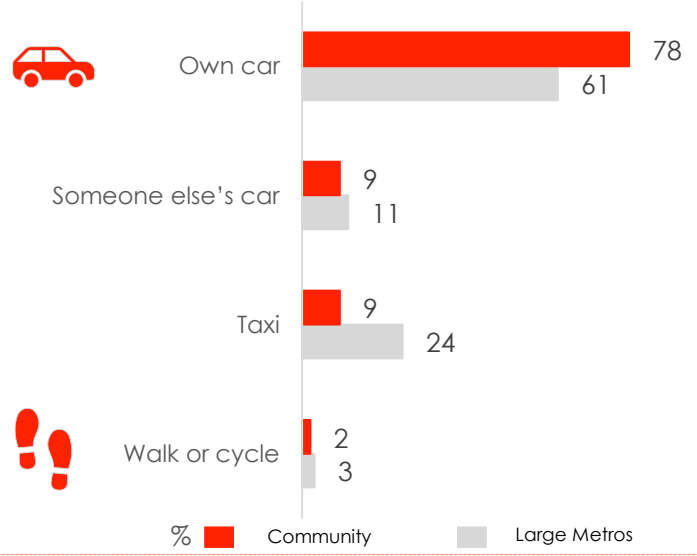
Bought something online - past 12 months



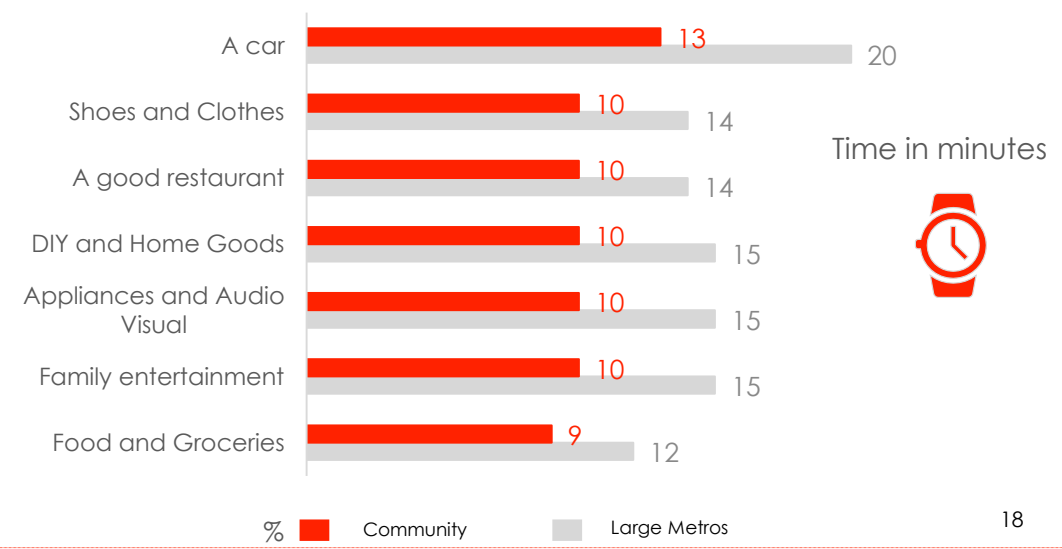
Researched online before buying - past 12 months

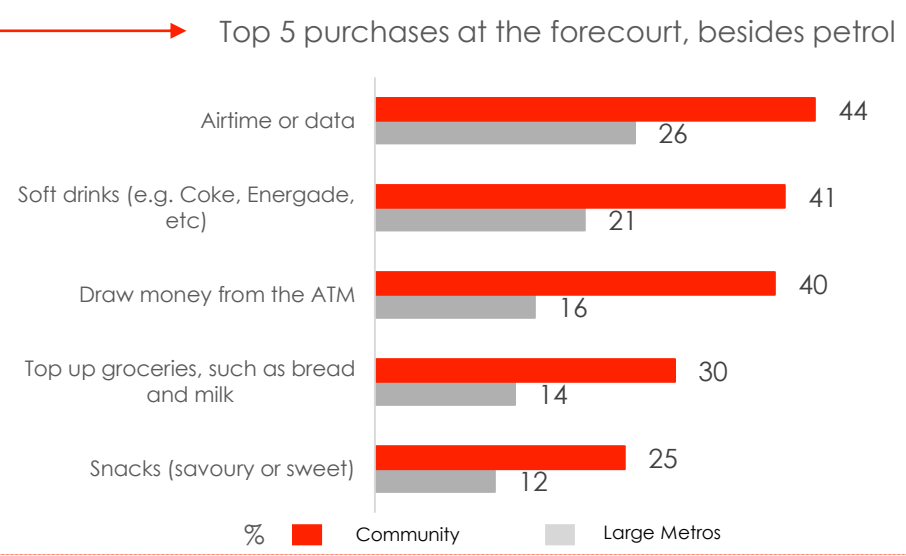
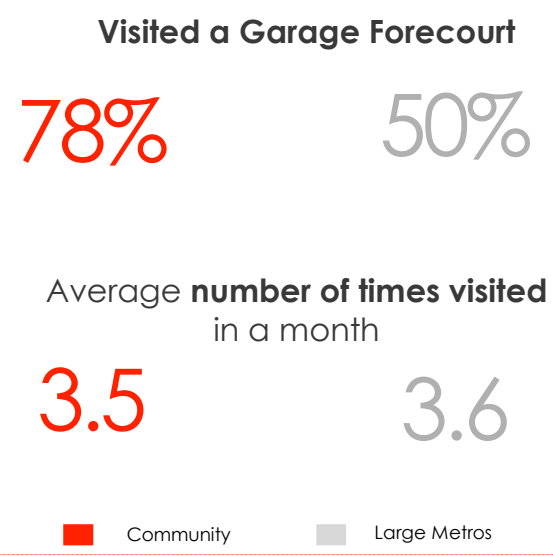
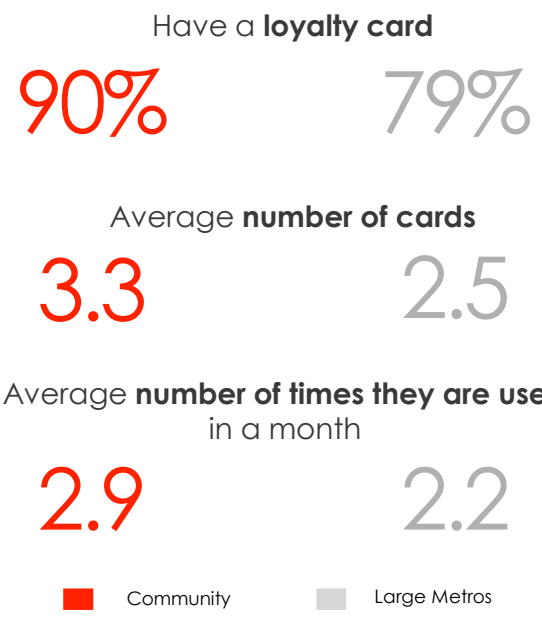


Transport when shopping

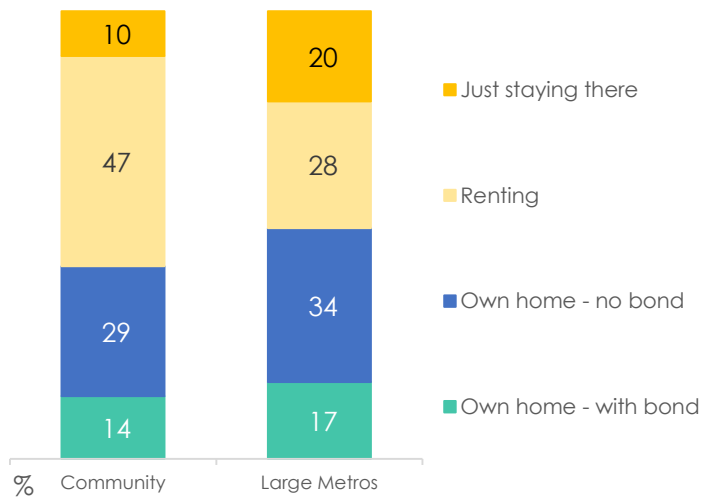


Average Time prepared to travel for.....





Home Ownership



Done home renovations in past year



Have home security

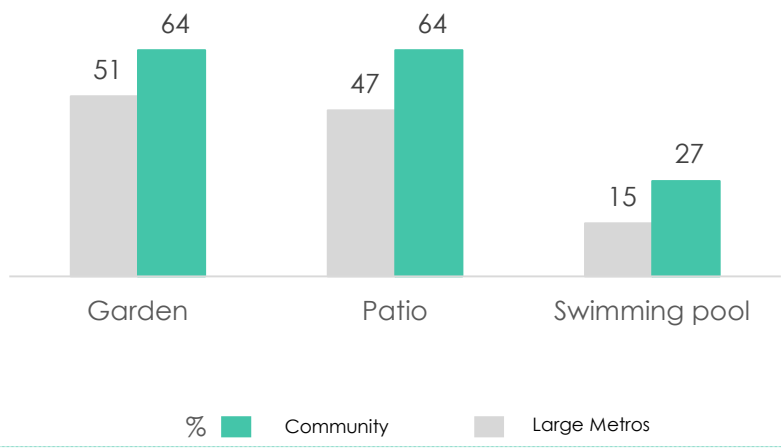


Have a dog



Community Large Metros

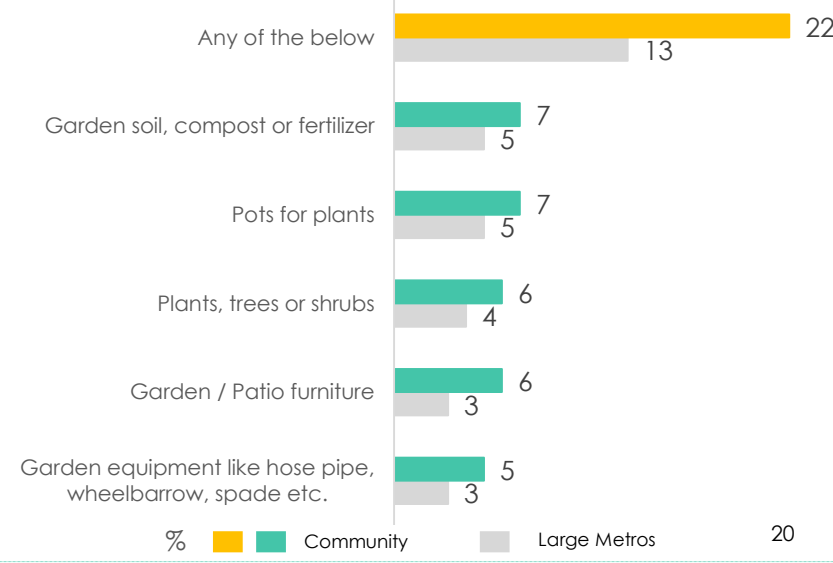
Garden



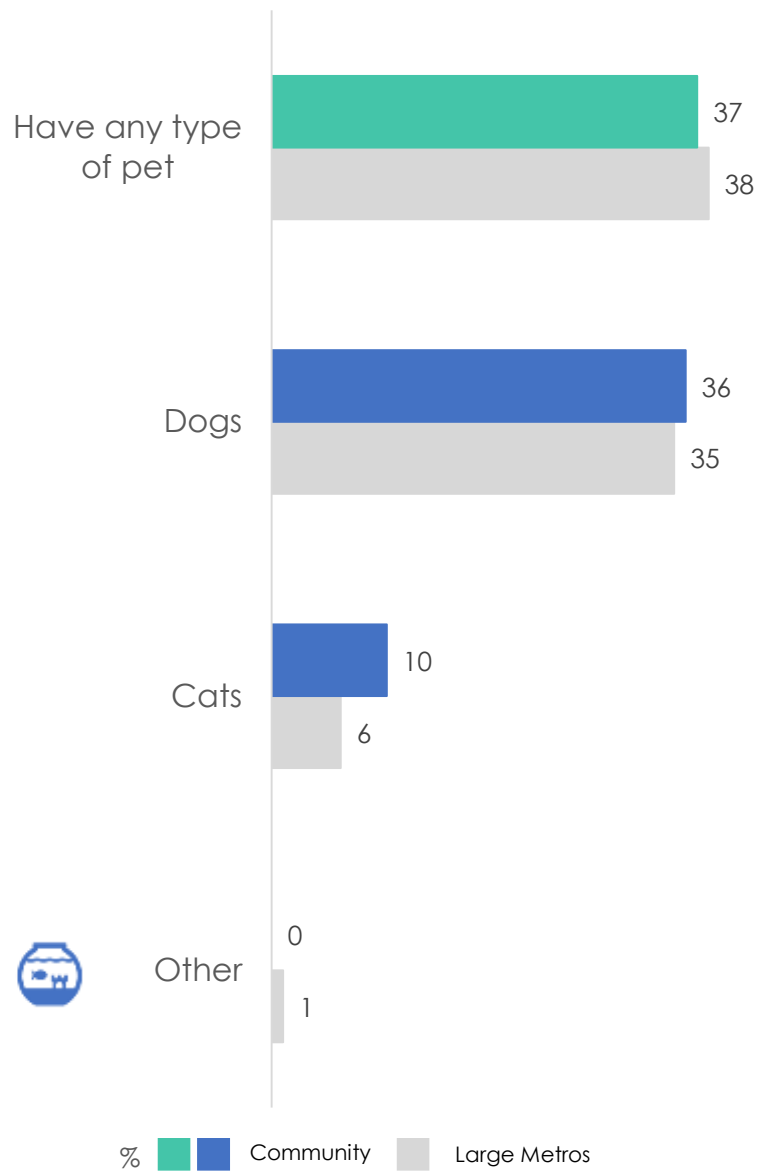
Renovated or actively worked in the garden in past year



Specific garden purchases past year



Community Large Metros

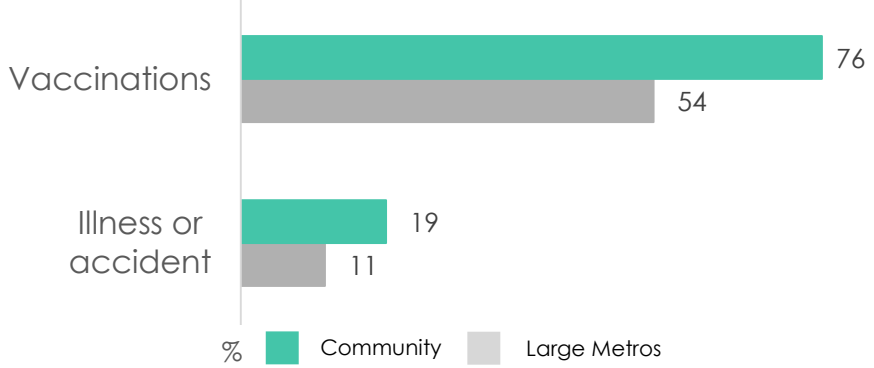


Pet owners have been to the vet in the past 12 months.....

80%

58%

Been to the vet for:

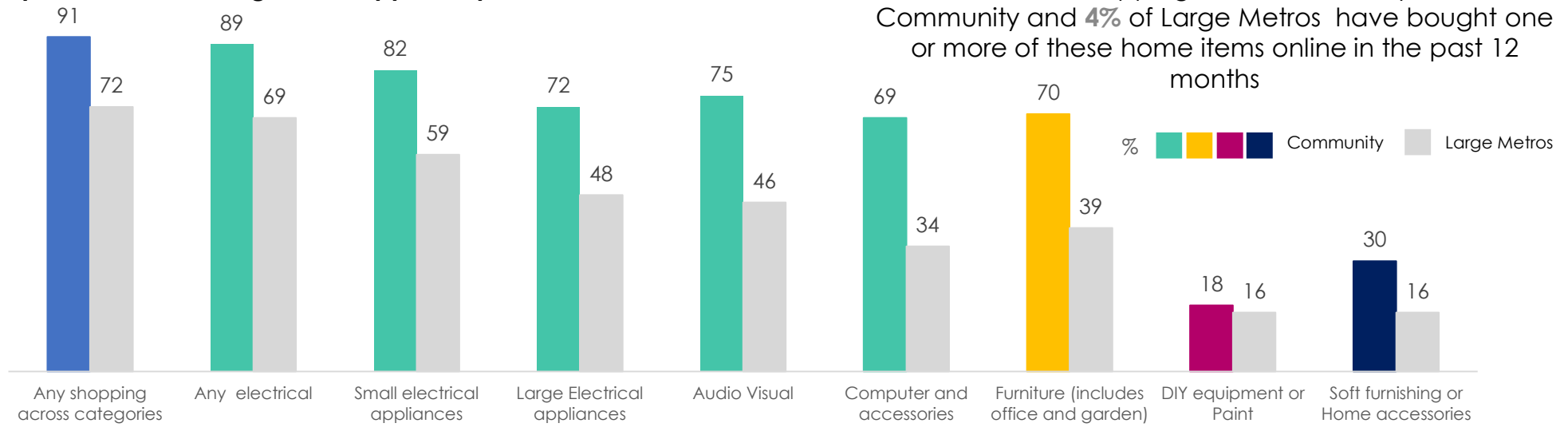


% of vet visitors who have pet insurance:

29%

8%

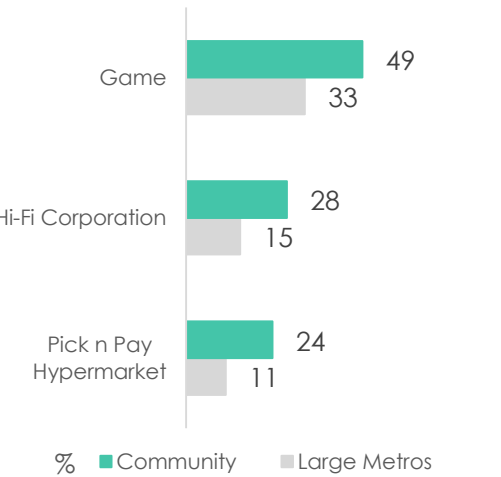
Specific home categories shopped in past 12 months



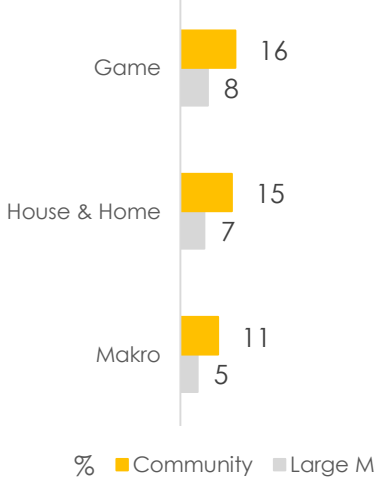
Online durables shopping is still in its infancy, **10%** of the Community and **4%** of Large Metros have bought one or more of these home items online in the past 12 months

Top 3 Retailers...

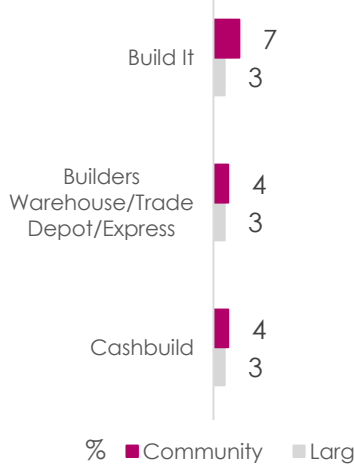
Small or large electrical, audio visual or computers and accessories



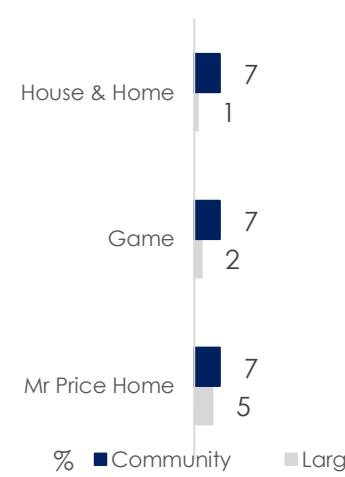
Furniture Includes office and garden



DIY Equipment or paint

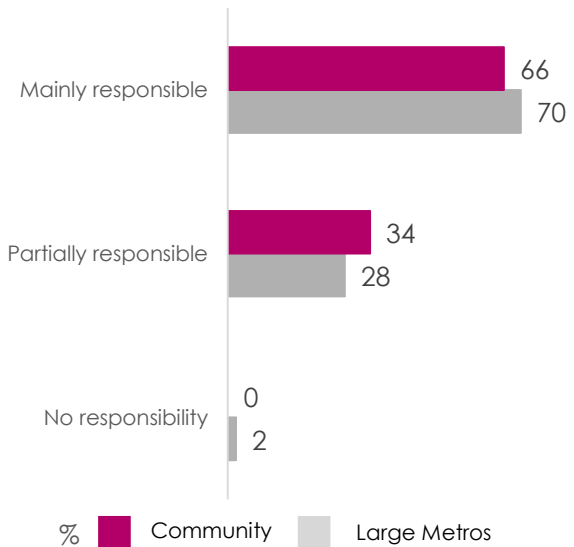


Soft furnishings and home accessories

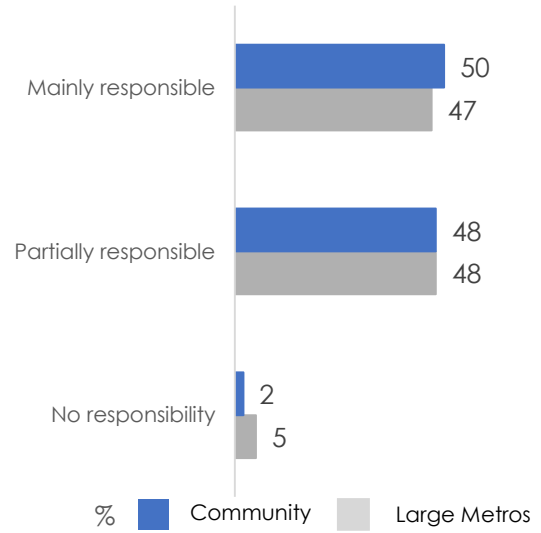




Who does the grocery shopping ?

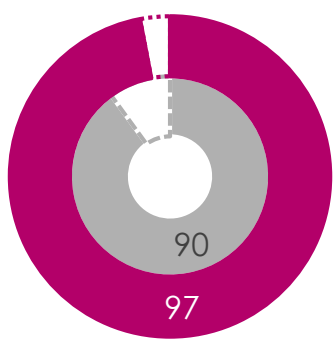
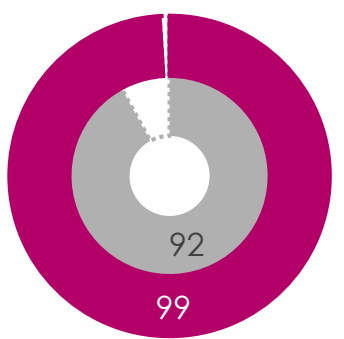


Who does the grocery shopping ?



Plan food shopping

Plan a day or 2 before / within the week

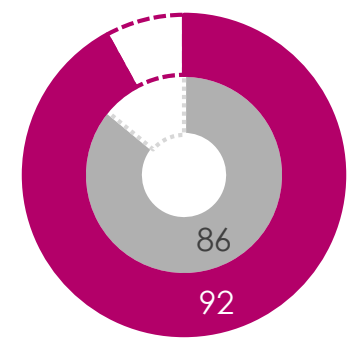


87%

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



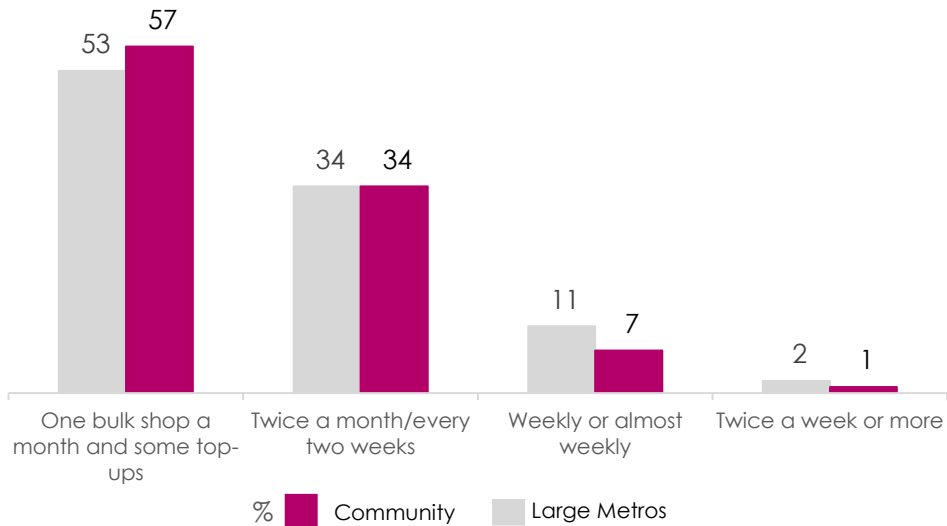
Mostly grocery shop over the weekend



% Community Large Metros

% Community Large Metros

Type of Shop



Number of shopping trips in a month

1.6 (Community) 1.9 (Large Metros)

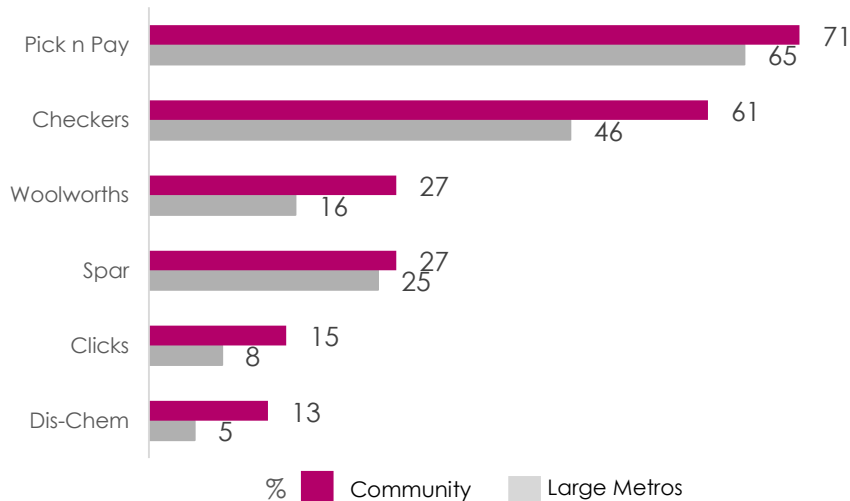
Bought Groceries online in the month

6% (Community) 0% (Large Metros)

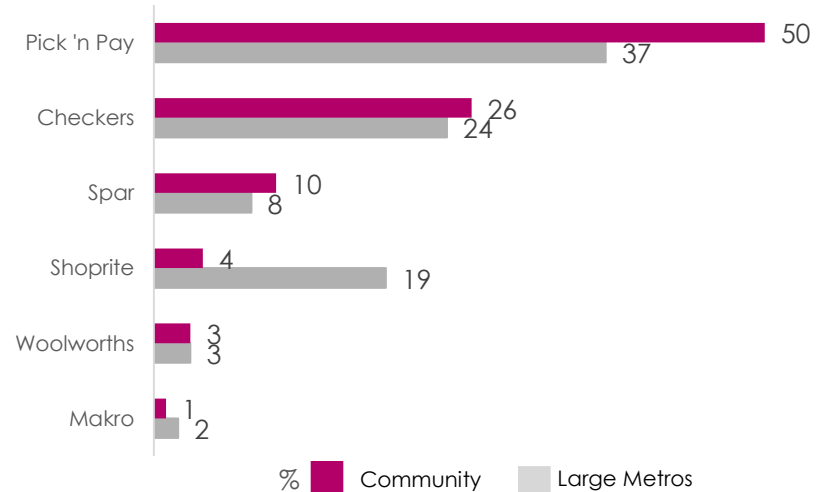
Online grocery shopping is still in it's infancy – the most used stores are Pick n Pay and Woolworths

Community Large Metros

Food & Groceries Stores : past month

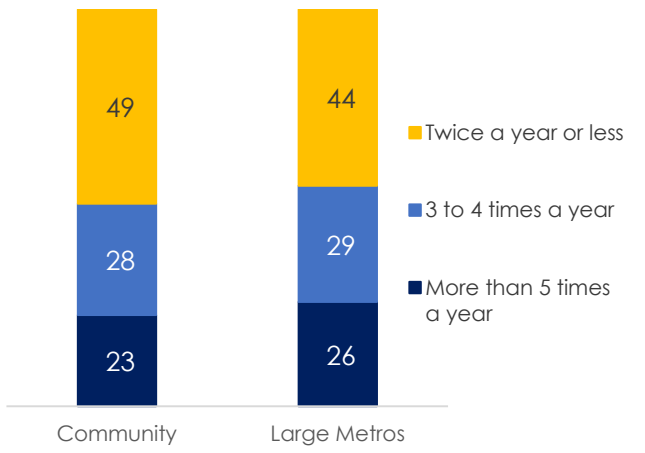


Where spend most F&G money : past month



Community Large Metros

How often do you shop for clothes in a year



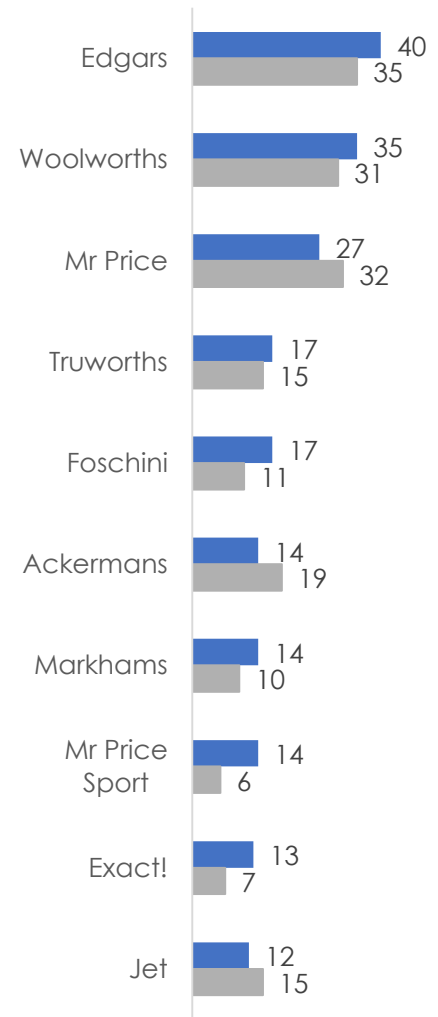
Favourite Shopping Centre for clothes & shoe shopping



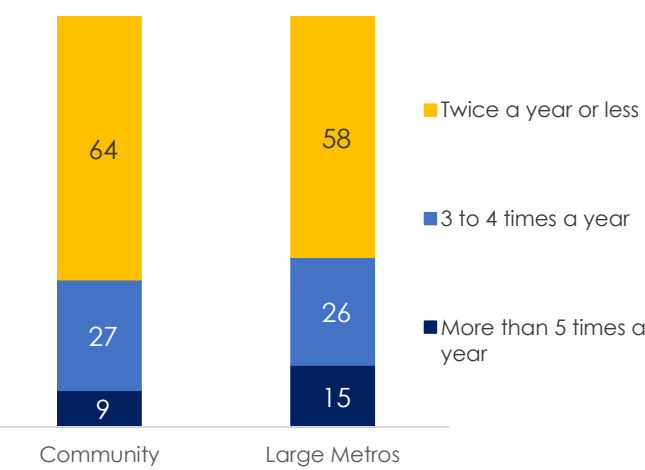
36%

Cresta Shopping Centre

Top 10 Retailers



How often do you shop for shoes in a year



Bought clothes online in the past 12 months



22%

9%

Spree / Superbalist is the top online retailer

Bought Jewellery valued at R700 or more



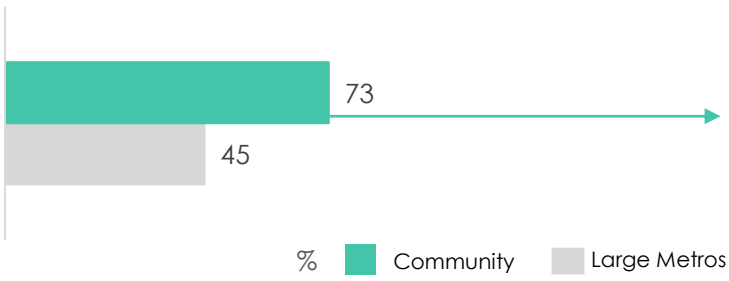
11%

5%

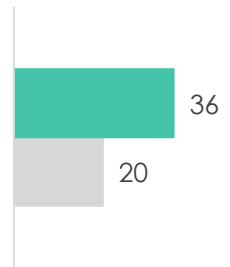
Community Large Metros

% Community Large Metros 25

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



Online ticket purchase in the last P12M



...Movies

58%

34%



...Theatre

33%

13%



...Music concert

29%

14%



...Live Expo/Fair

24%

10%



...Live sports event

34%

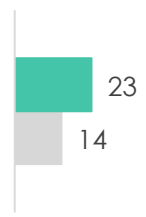
17%

Community Large Metros

Watch Live TV



Watch streamed or recorded TV most often

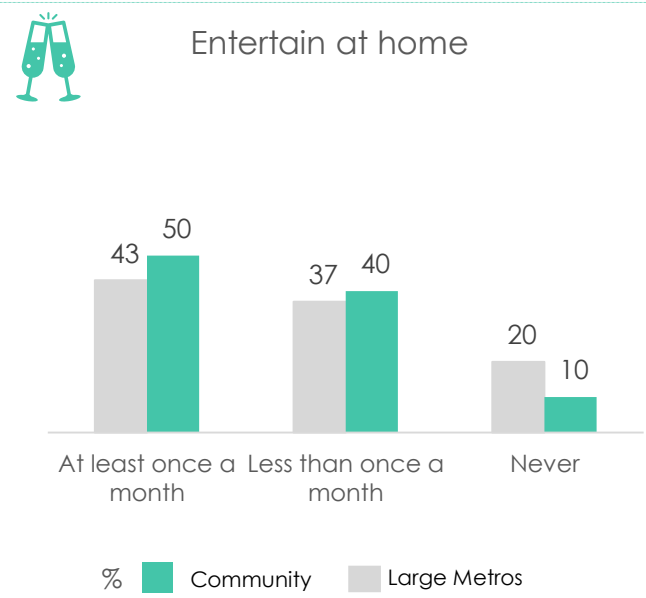
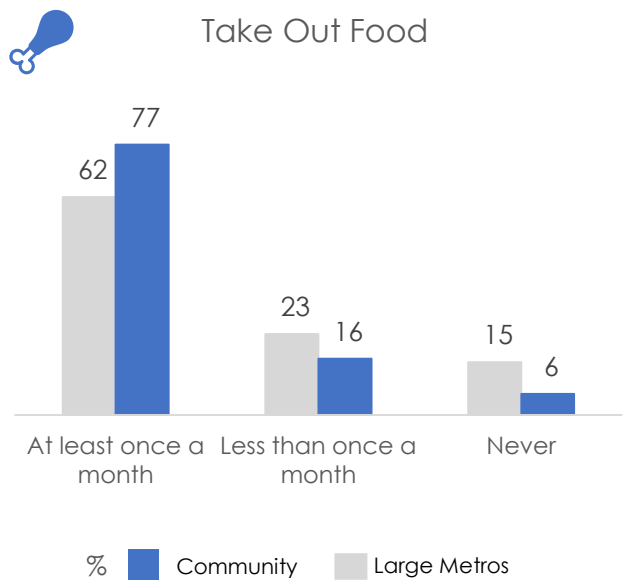
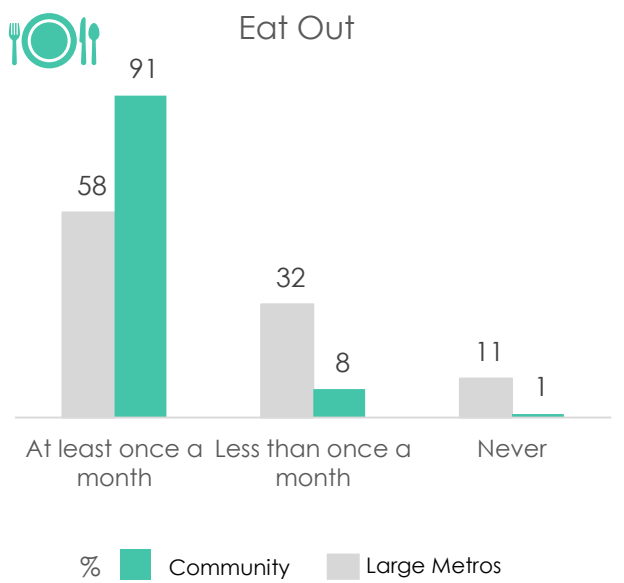


Have a Decoder

98%

87%

Community Large Metros

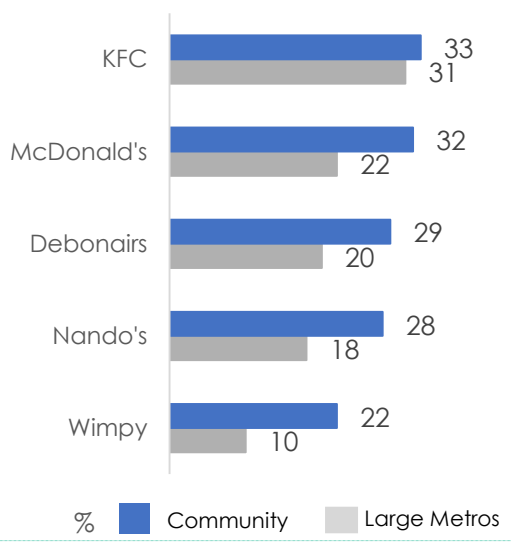


Favourite Shopping Centre for Entertainment / Eating out

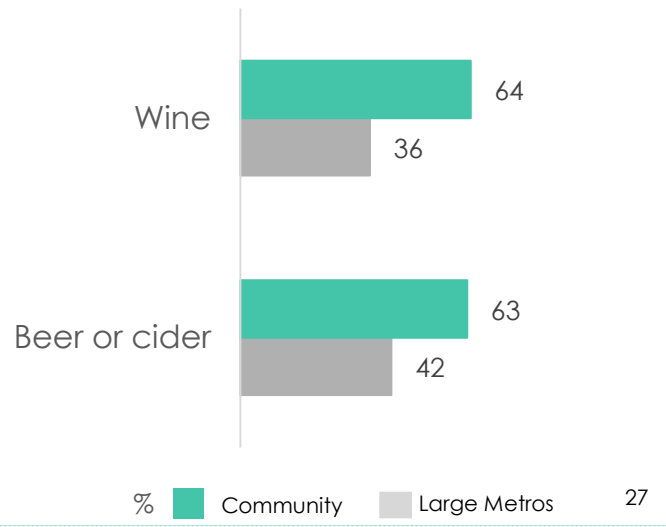
Cresta Shopping Centre

31%

Top Take Outs in the past month

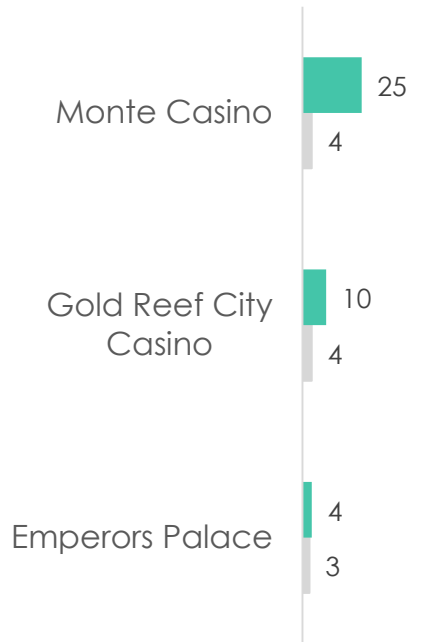


Alcohol purchases for home in the past month



Been to a Casino in the past 3 months

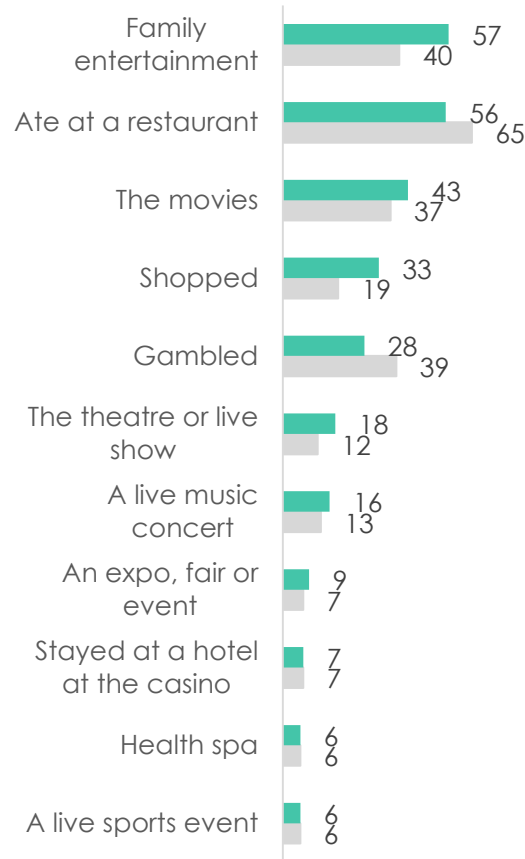
38% 20%



% Community Large Metros

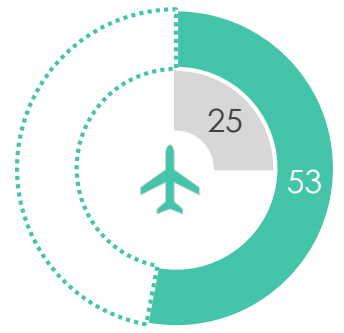


What did you do when you last visited the Casino.....

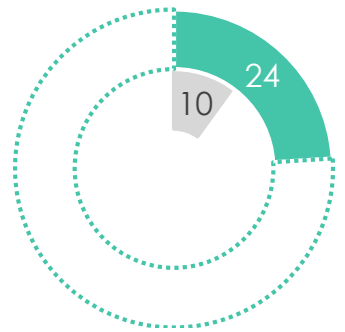


% Community Large Metros

Flown Nationally or Internationally



Bought airline tickets online

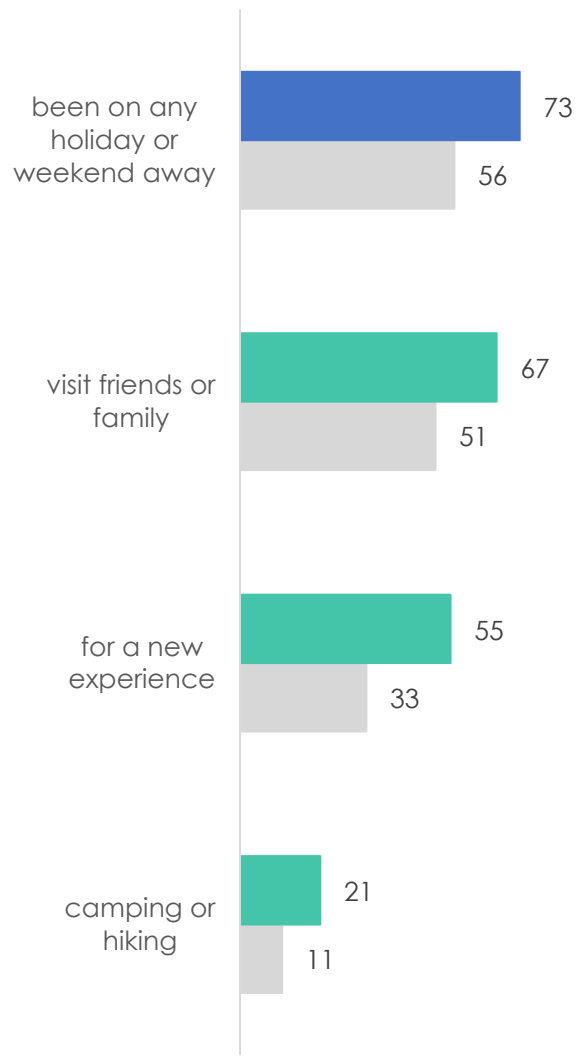


% ■ Community ■ Large Metros

Caught Gautrain to or from the airport



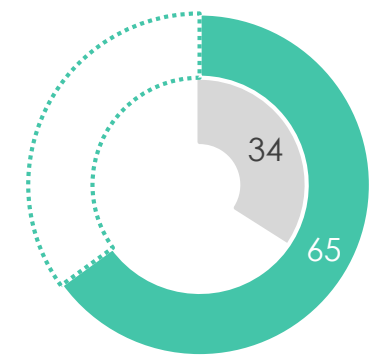
Type of holiday, or weekend away



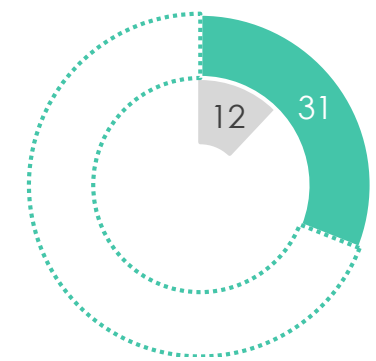
% ■ ■ Community ■ Large Metros



Stayed in paid for accommodation



Booked holiday /accommodation online

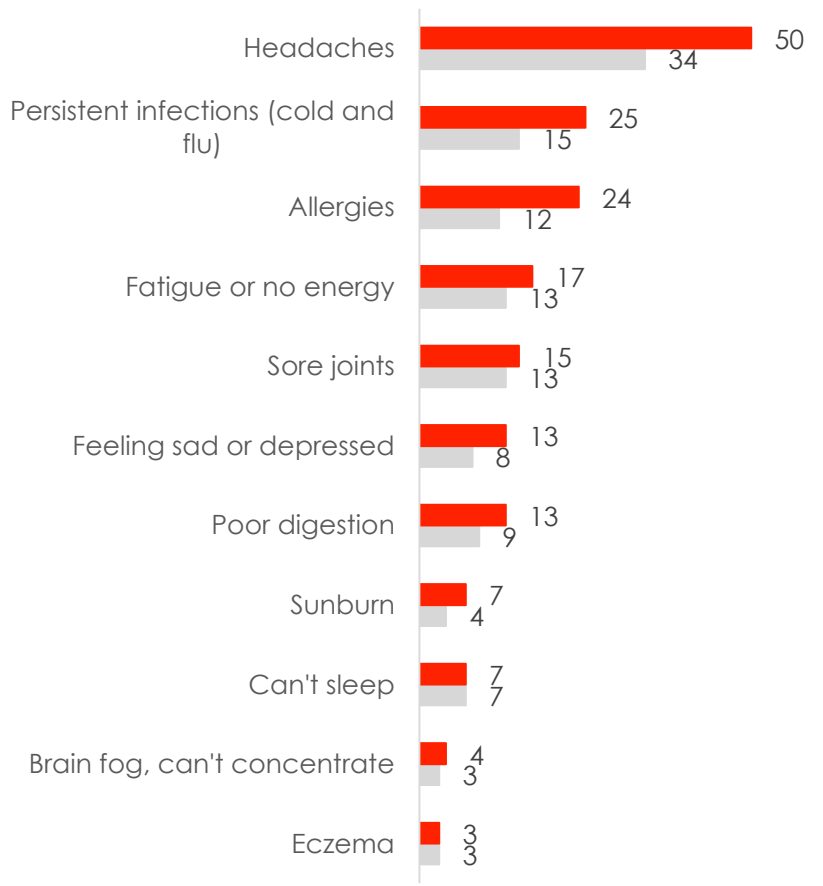


% ■ Community ■ Large Metros



Suffer from one or more symptom of poor health

78% 57%

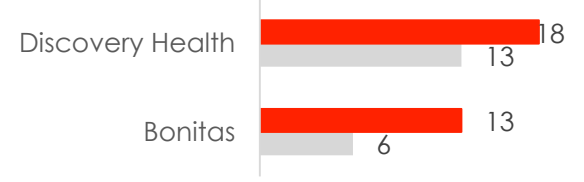


% Community Large Metros

Have Medical Aid

70% 39%

The top 2 providers



% Community Large Metros

Past 12 months

Antibiotic

43% 26%



Script

45% 26%



Vaccination

24% 11%



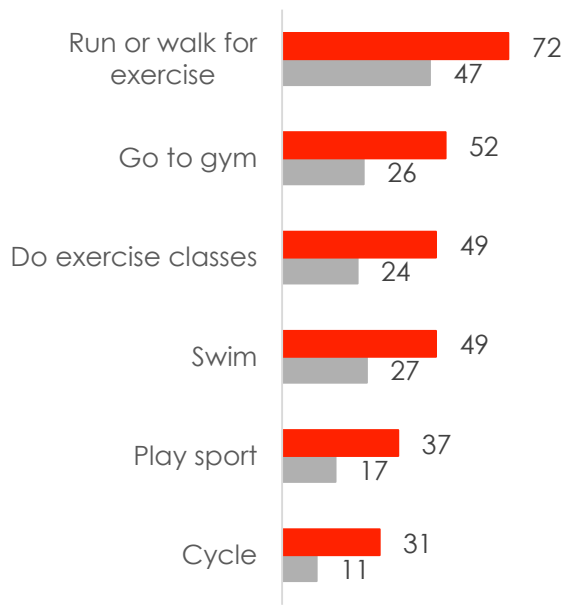
Homeopathic or natural remedies

15% 12%



Exercised in the past week

61% 39%

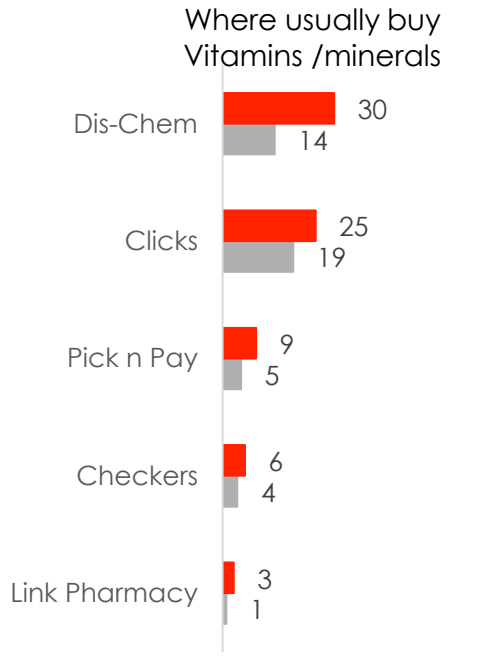


% Community Large Metros



Take vitamins / minerals

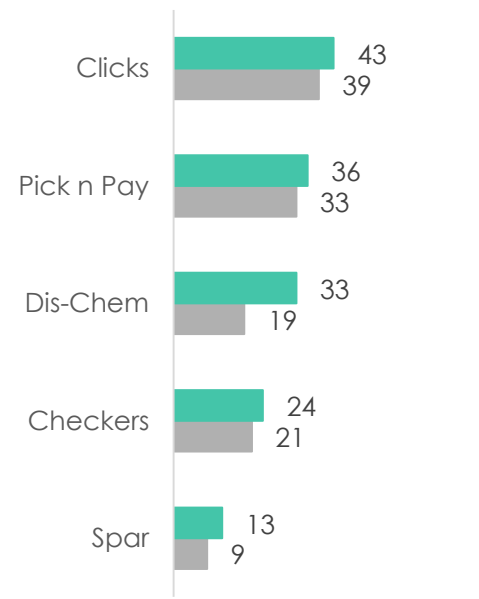
46% 35%



% Community Large Metros



Where usually buy toiletries



% Community Large Metros



Gained 3kg's or more

10% 10%



Lost 3kg's or more

9% 8%



31

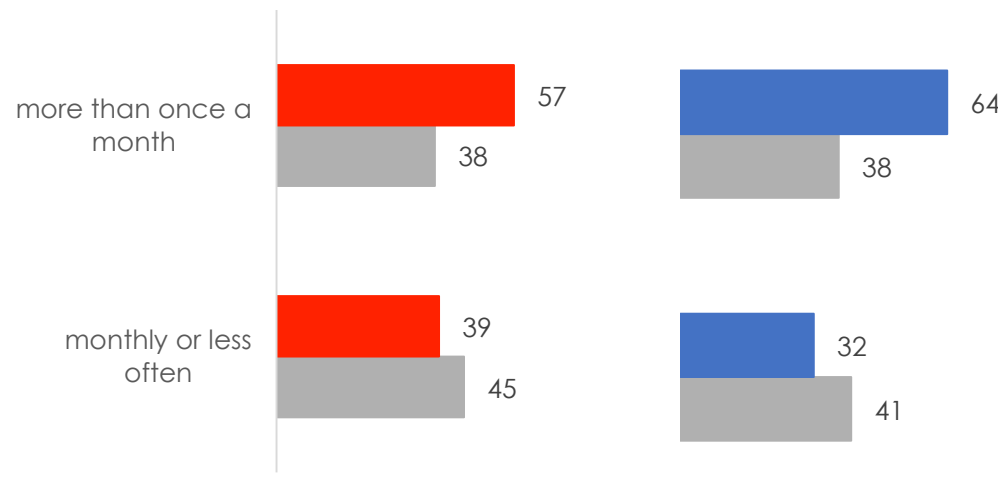
Pay to have their hair styled

96% 84% 97% 80%

of women



of men



% Community Large Metros % Community Large Metros

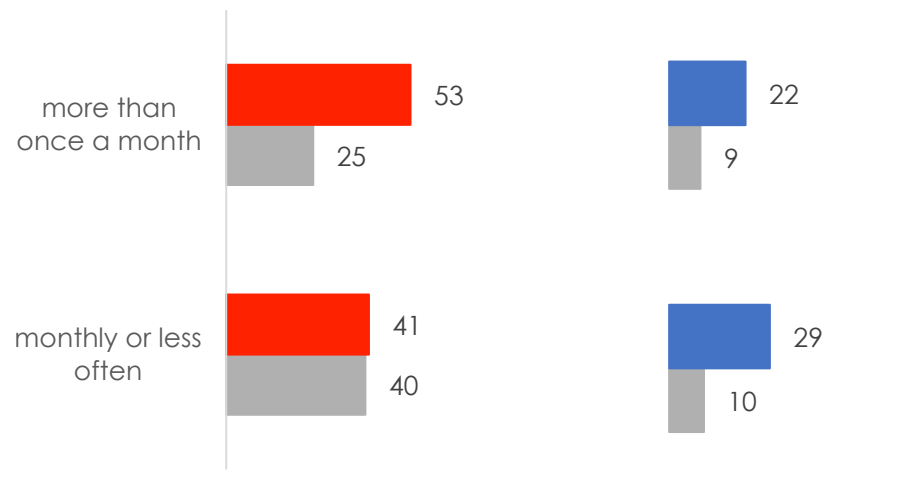
Pay to have facials/manicures/ beauty treatments

94% 65% 51% 20%

of women



of men



% Community Large Metros % Community Large Metros



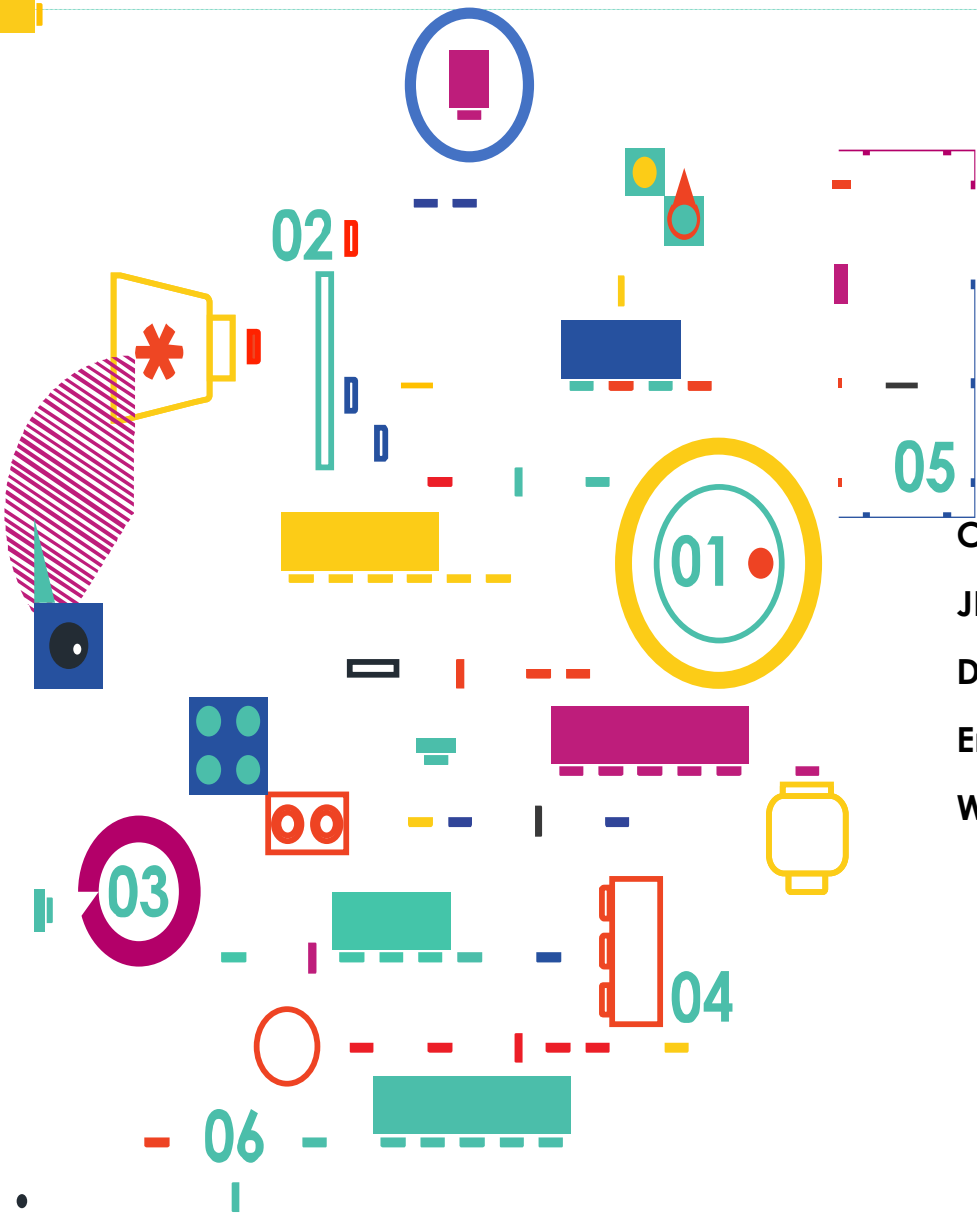
New prescription glasses or contact lenses

15% 8%

Bought new sunglasses



15% 10%



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