



**ROOTS:**  
Buffalo City (East  
London) - Eastern  
Cape  
(Go! & Express)  
2019

# 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

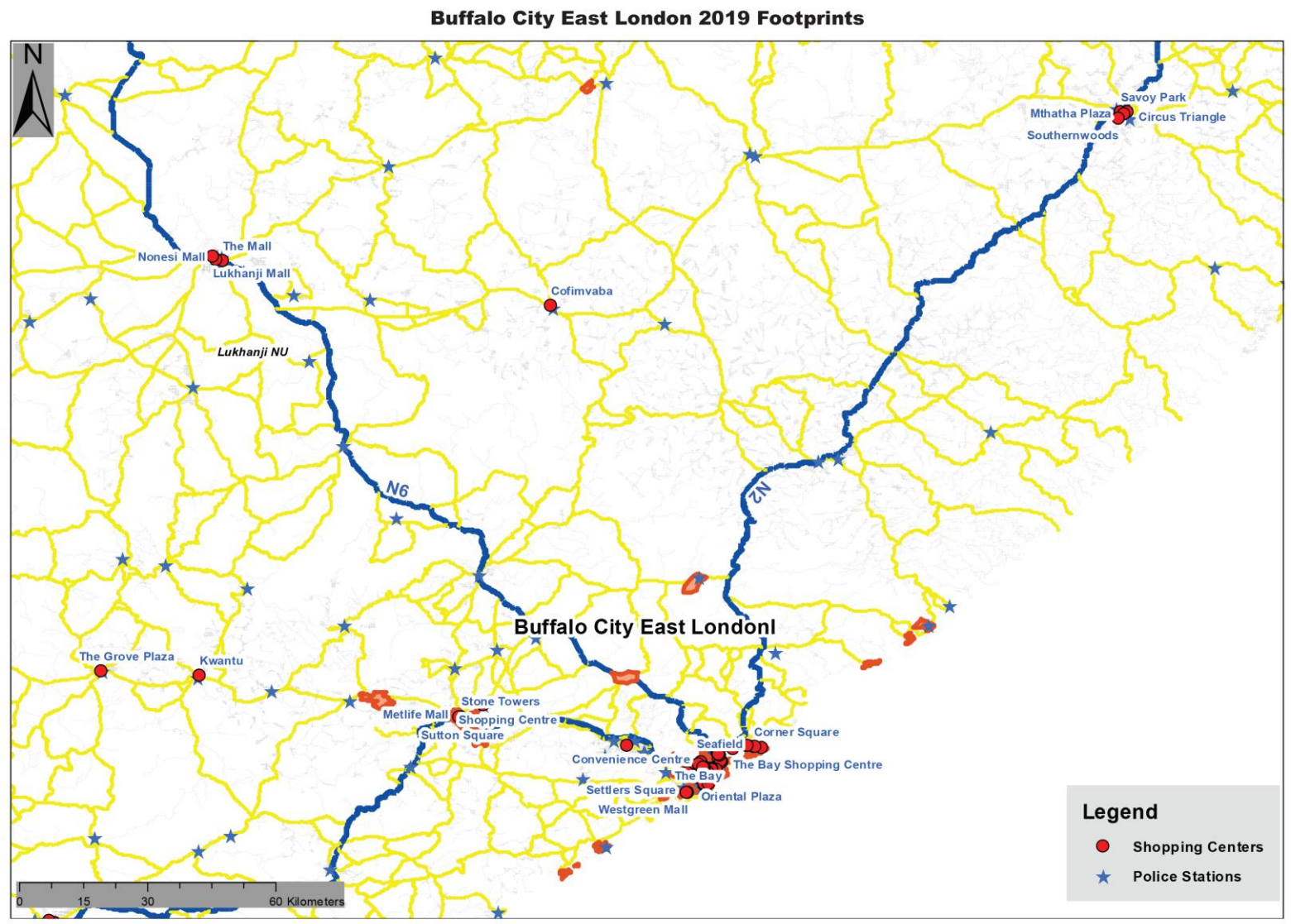
Johannesburg, Cape Town, Tshwane, Ethikwini/Durban, Ekurhuleni  
Eg: Sandton, Athlone, Durban North, Boksburg,

Medium Metros –18 Communities

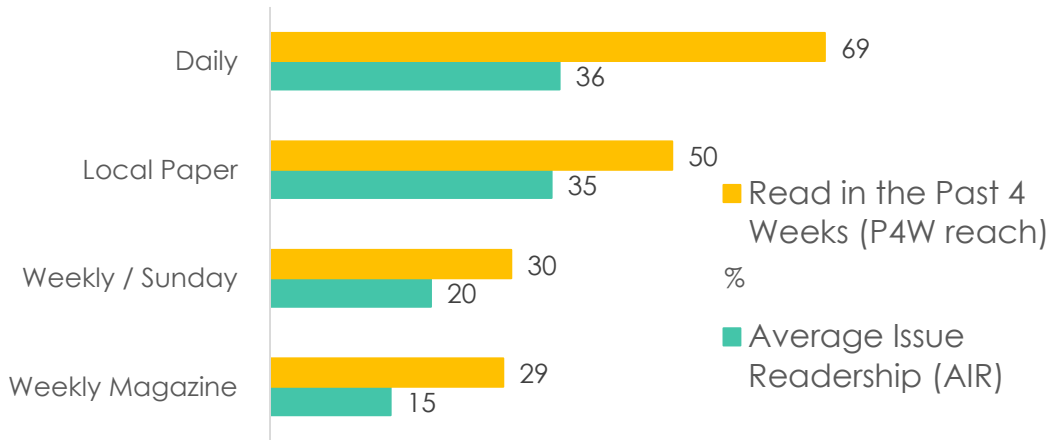
Nelson Mandela Bay, Bloemfontein, Pietermaritzburg, West Rand, Vaal, Kimberley, Polokwane, Buffalo City/East London

Small Metros –30 Communities

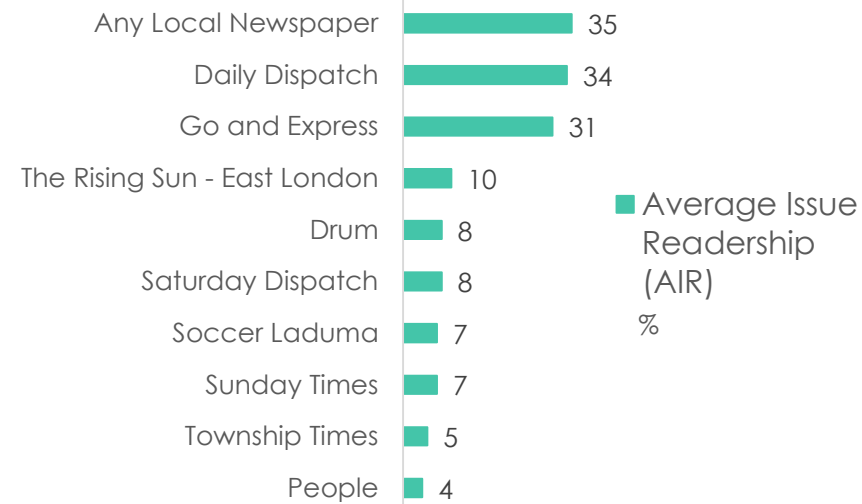
Western Cape (Garden Route, Wine Lands, Helderburg) KZN (North and South Coast, Zululand, Midlands) Mpumalanga (Mbombela, Witbank, Bethal, Middleburg, Ermelo, Lydenburg) Freestate (Welkom, Bethlehem, Kroonstad) Eastern Cape (Uitenhage, Mthatha), Rustenburg



Paper Categories



Top 10 paper titles



Regular Readers

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

47% 70%

of past 4 weeks readers



Multiple Reading

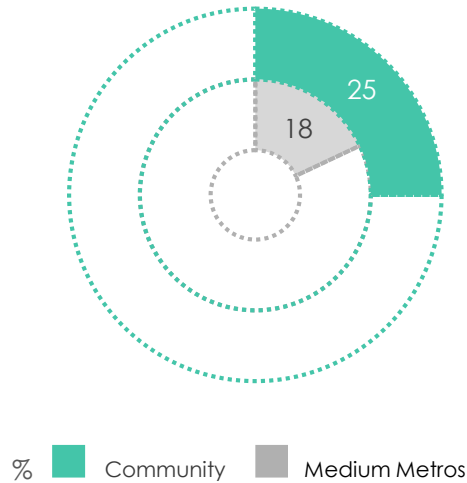
Read one issue of the local paper on more than one occasion

20% 23%

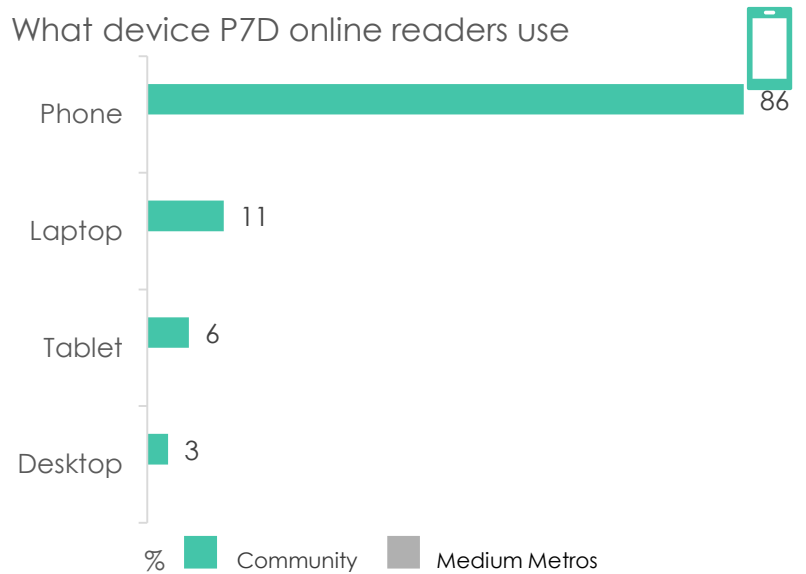
of Average Issue Readers

Community Medium Metros

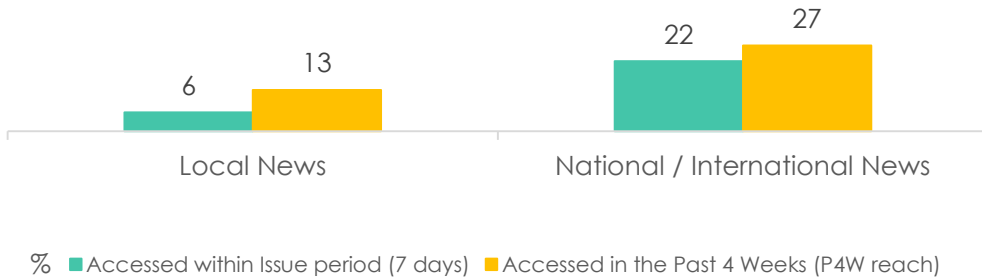
Read news online in the past 7 days



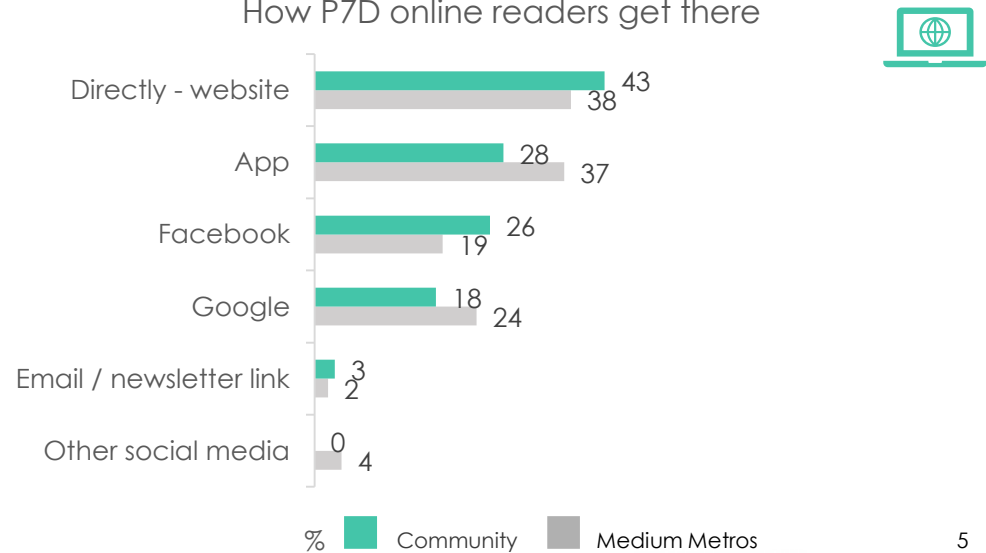
What device P7D online readers use



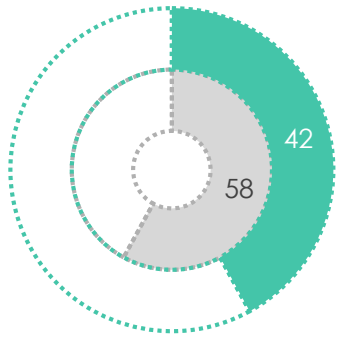
Type of News accessed



How P7D online readers get there

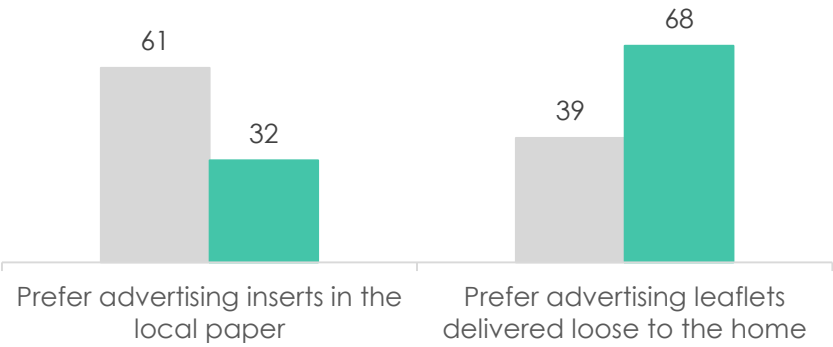


Use advertising in the local paper to help with shopping decisions



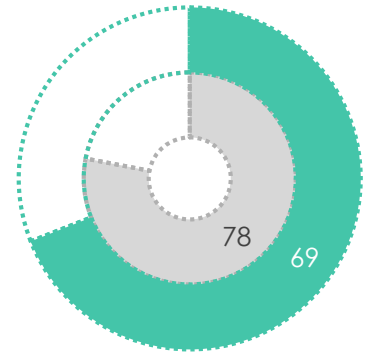
% Community Medium Metros

Preference for receiving advertising inserts/ leaflets



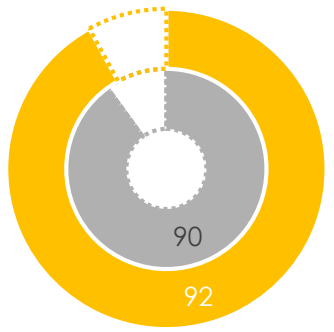
% Community Medium Metros

Read the inserts delivered to the home inside their local paper

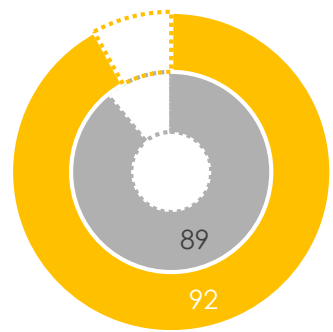


% Community Medium Metros

Plan shopping



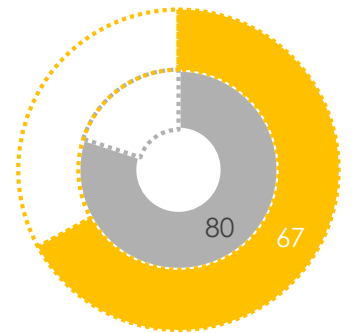
Plan a day or 2 before / within the week



82%  
of readers of the local paper read on Wednesday, Thursday or Friday before the weekend shop

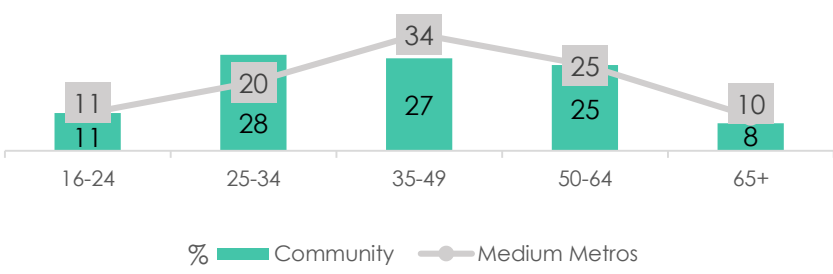
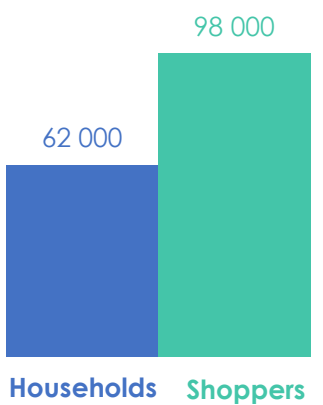


Mostly shop over the weekend

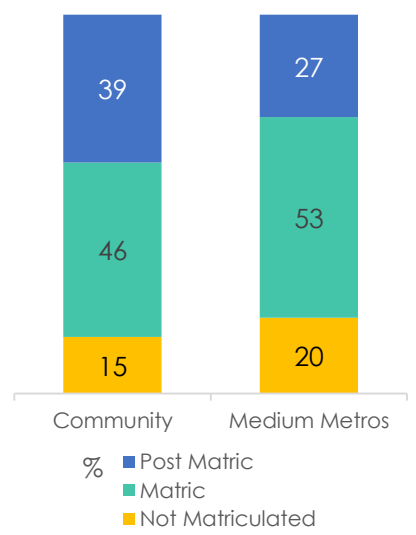


% Community Medium Metros

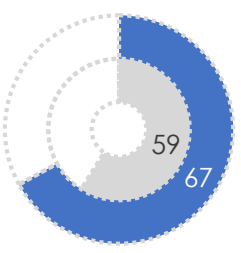
Footprint size



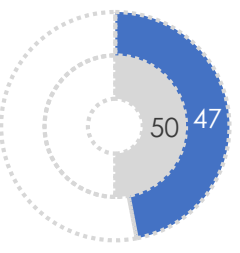
Education



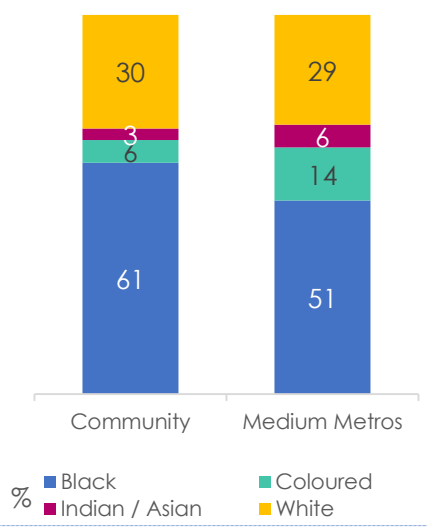
Children



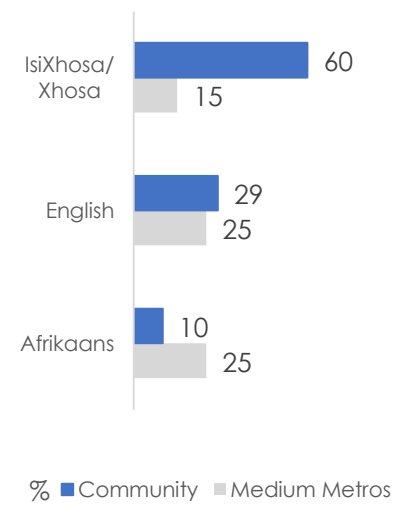
Married or living with a partner



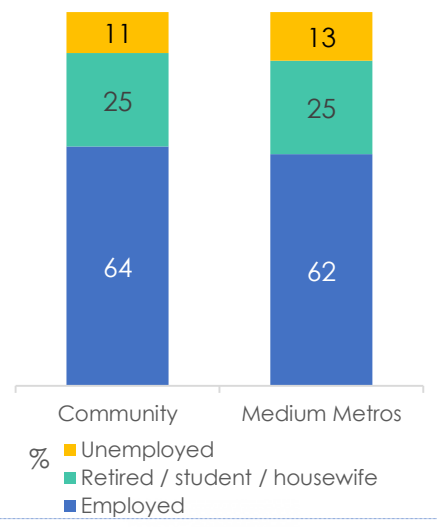
Race



Language



Employment



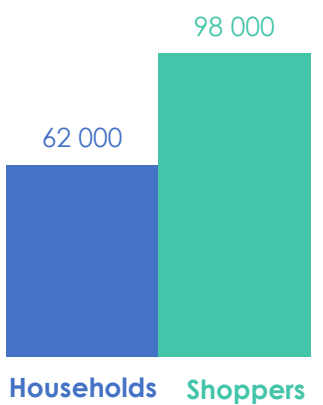
% ■ Community ■ Medium Metros

% ■ Black ■ Coloured ■ Indian / Asian ■ White

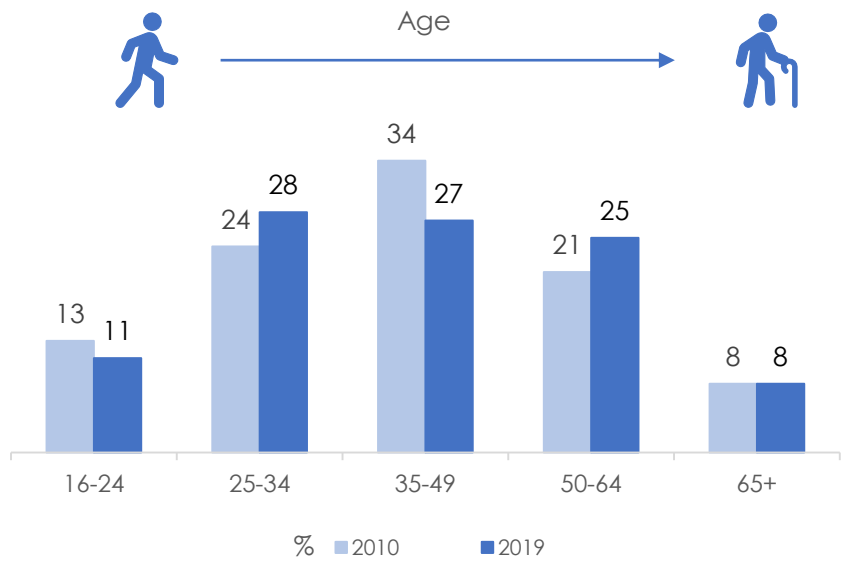
% ■ Community ■ Medium Metros

% ■ Unemployed ■ Retired / student / housewife ■ Employed

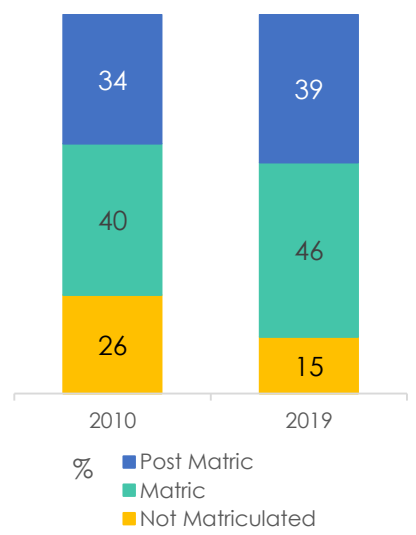
Footprint size



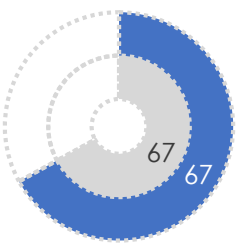
Age



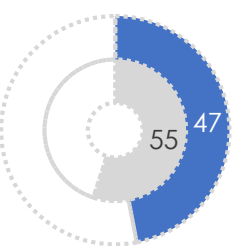
Education



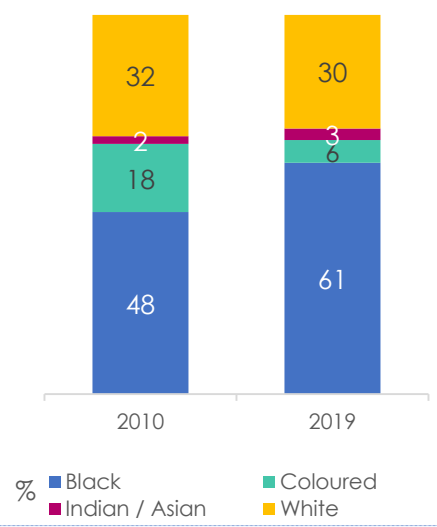
Children



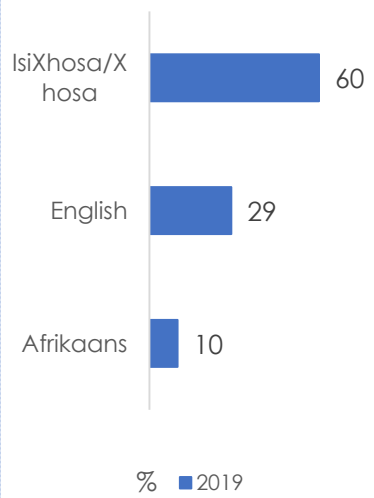
Married or living with a partner



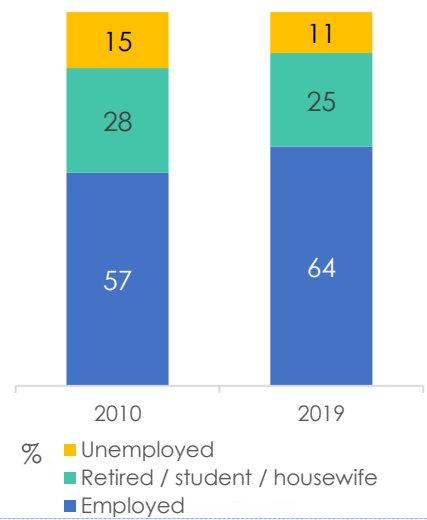
Race



Language



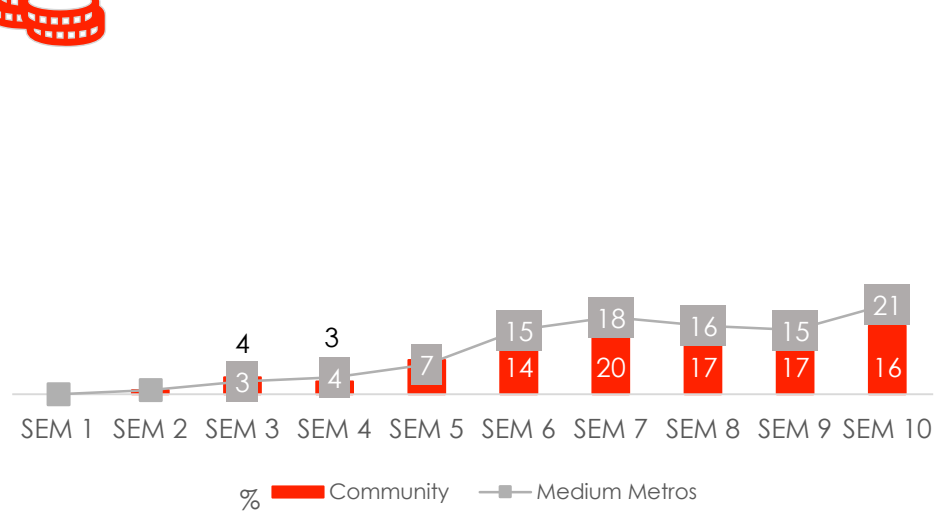
Employment



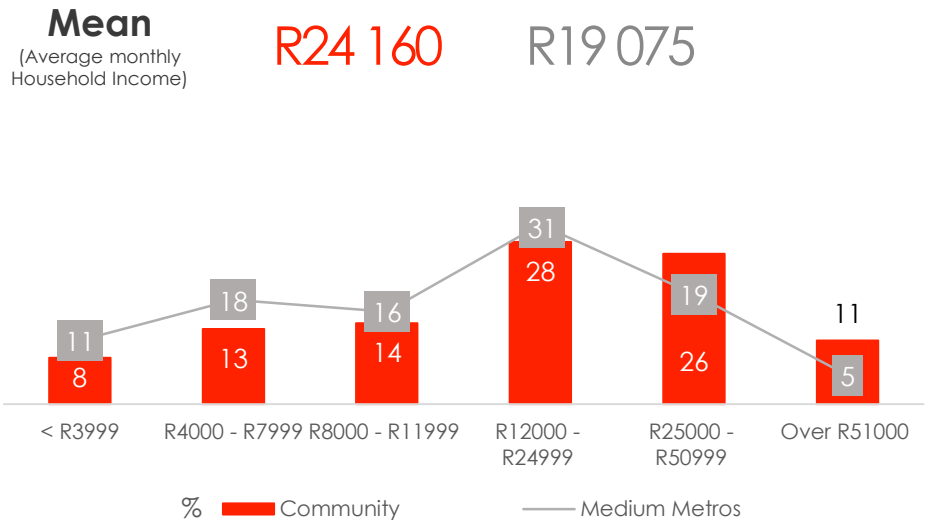




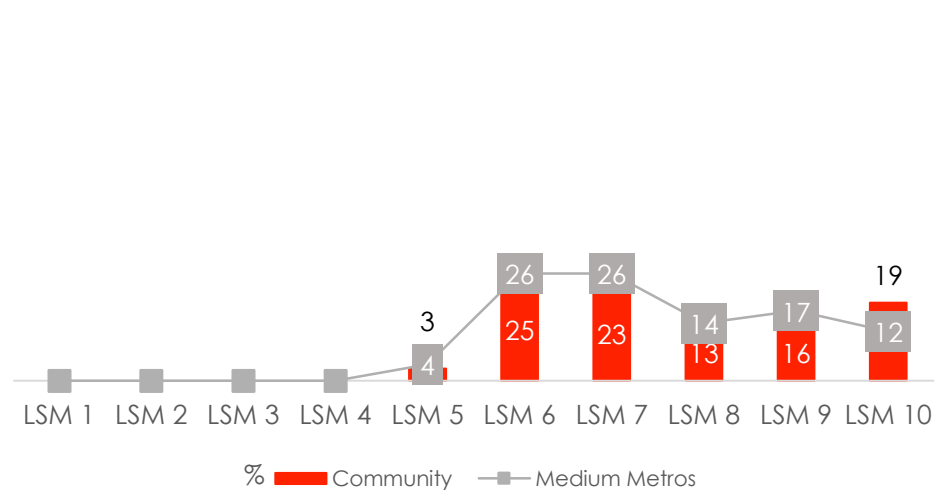
Socio Economic Measure (SEM) distribution



Monthly Household Income



Living Standard Measurement (LSM) distribution

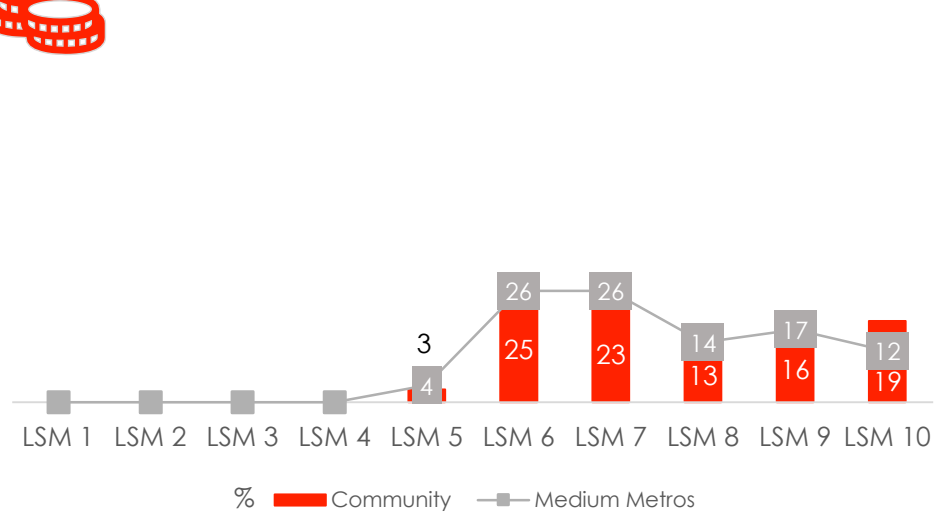


Percentage of people who have...

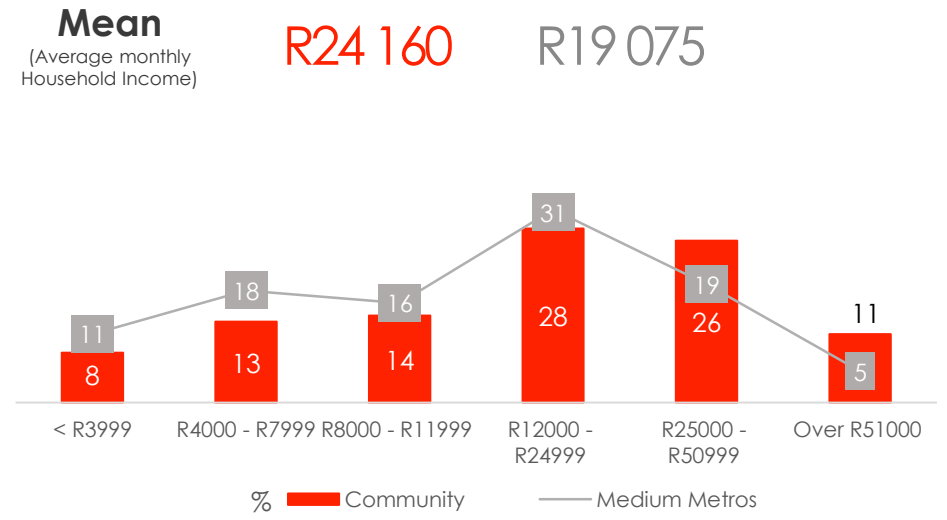
	<b>Community</b> %	<b>Medium Metros</b> %
Long Term Savings / Investments	75	51
Medical Aid	42	36
Credit Card	18	15
Own Business	8	6



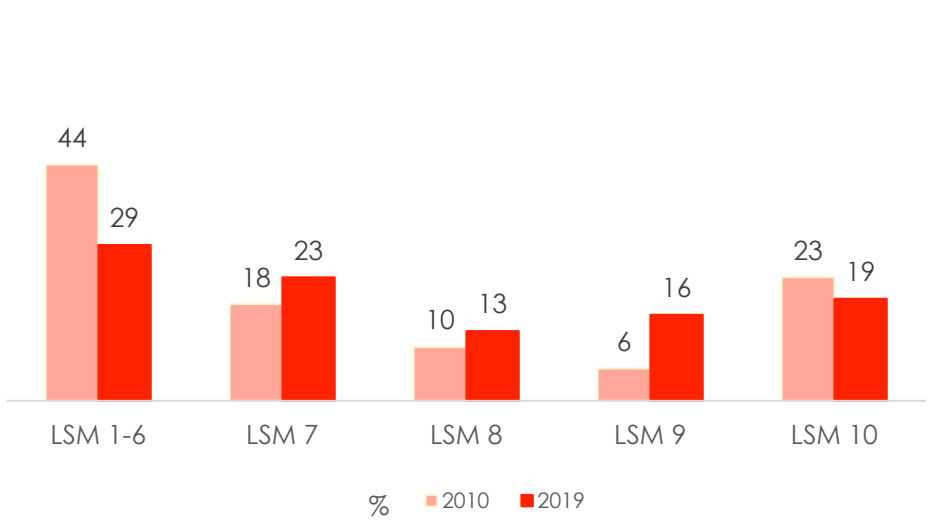
LSM distribution



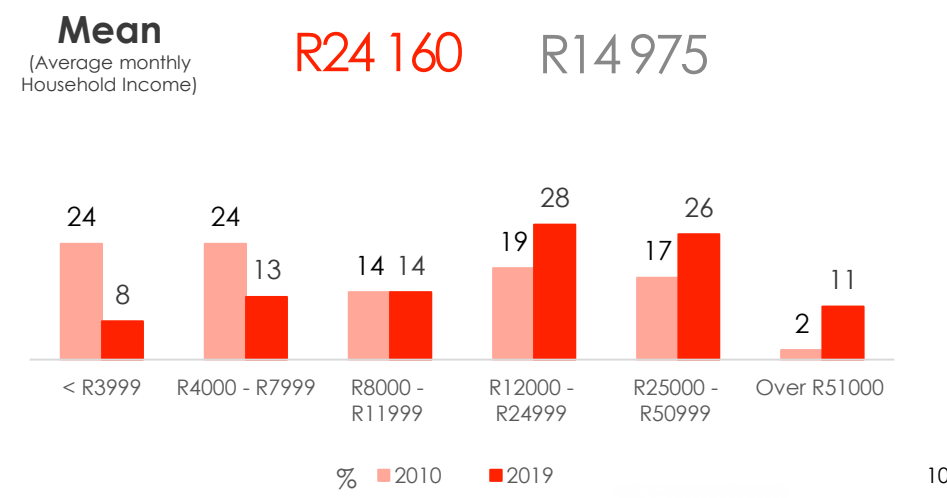
Monthly Household Income



LSM - Trended



Monthly Household Income - Trended



For more information from ROOTS on the below categories:

<b>Map of the Community</b>	<b>Connection</b>	<b>Food &amp; Grocery</b>
<b>Reach</b>	Internet	Who & How
Papers & Weekly Magazines	Cell Phone	How Often & Where
Online News	<b>Transport</b>	<b>Clothes &amp; Shoes</b>
Advertising Usage – Local Paper	<b>Life Changers &amp; Interests</b>	<b>Entertainment</b>
<b>Size and Structure</b>	<b>Shopping</b>	Watching & Listening
Community Size & Structure	Centres, online, transport & travel time	Eating & Drinking
Trended (to 2010 or 2016 – depending on availability of data)	Loyalty Cards & Garage Forecourts	Casino
<b>Wealth</b>	<b>Home &amp; Garden</b>	Travel
Socio Economic Structure (SEM) Living Standard Measurement (LSM) Monthly Household Income	Home & Garden	<b>Health</b>
Trended (to 2010 or 2016 – depending on availability of data)	Pets at home	Complaints & Cures
Finance - Products & Banks	Shopping for the Home	Lifestyle
Insurance – Products & Insurers		Self Care

Please contact Spark Media: [www.sparkmedia.co.za](http://www.sparkmedia.co.za) or [sales@sparkmedia.co.za](mailto:sales@sparkmedia.co.za)

