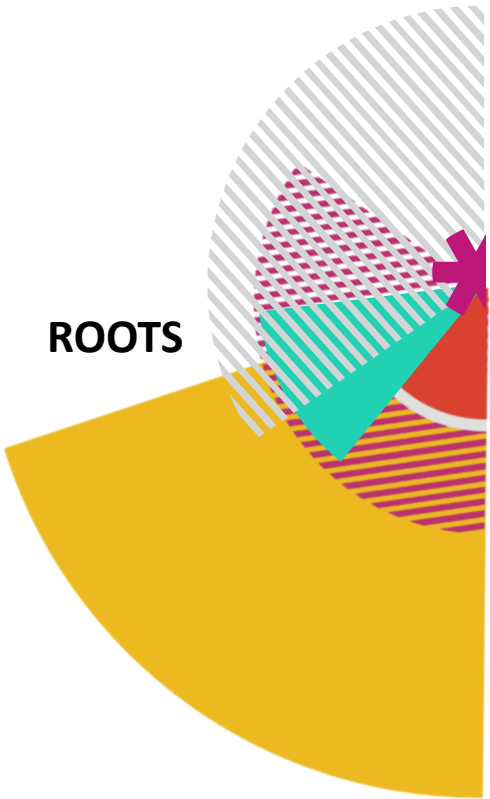




ROOTS:
Diepkloof - Soweto
(Diepkloof Urban News)
2019



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, Ekhruleni
Eg: Sandton, Athlone, Durban North, Boksburg,

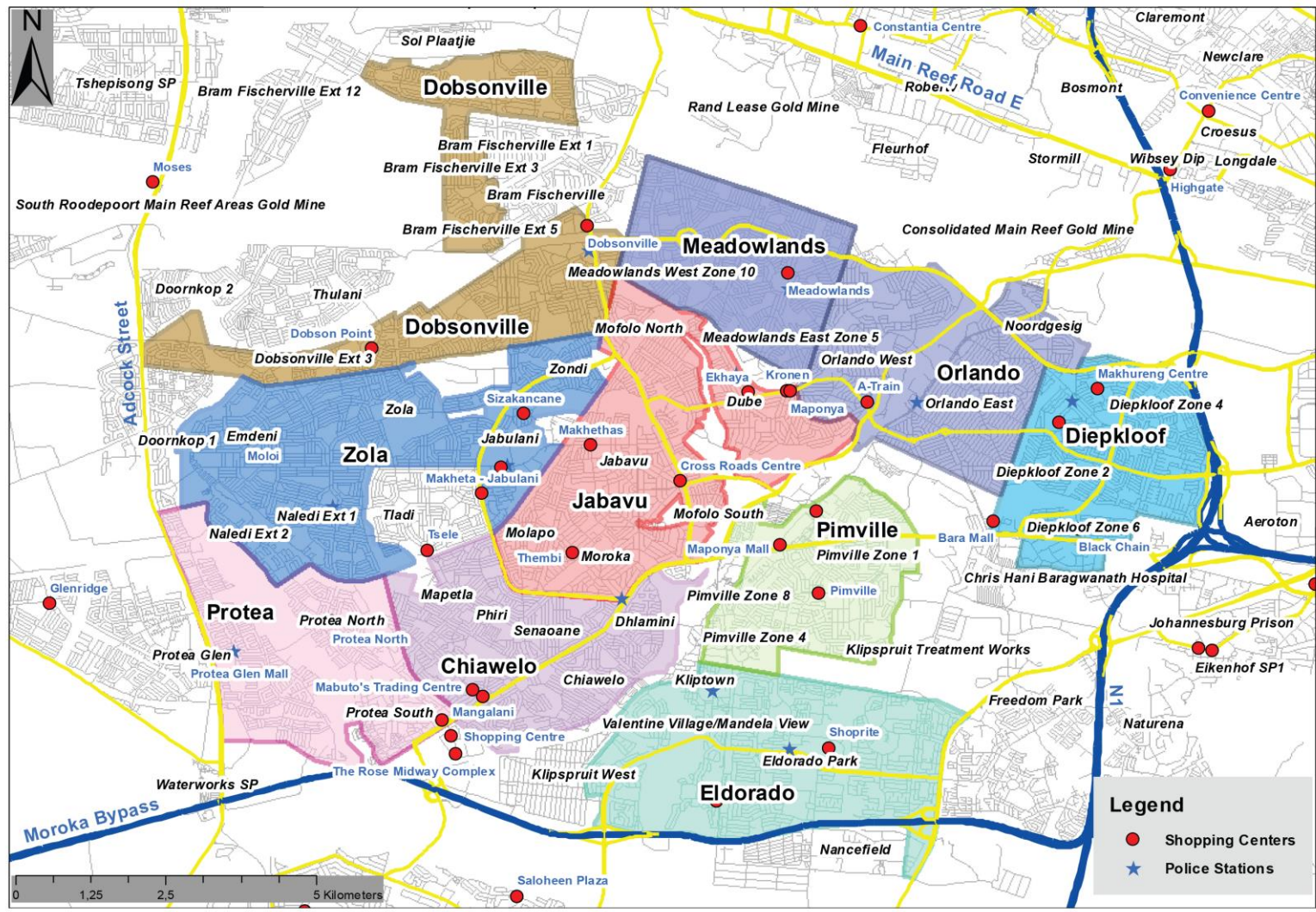
Medium Metros –18 Communities

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

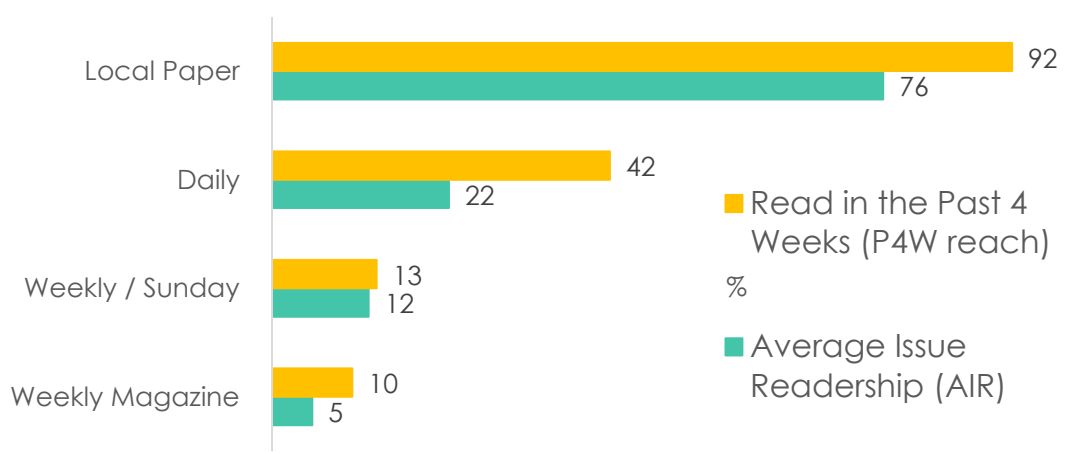
Small Metros –30 Communities

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

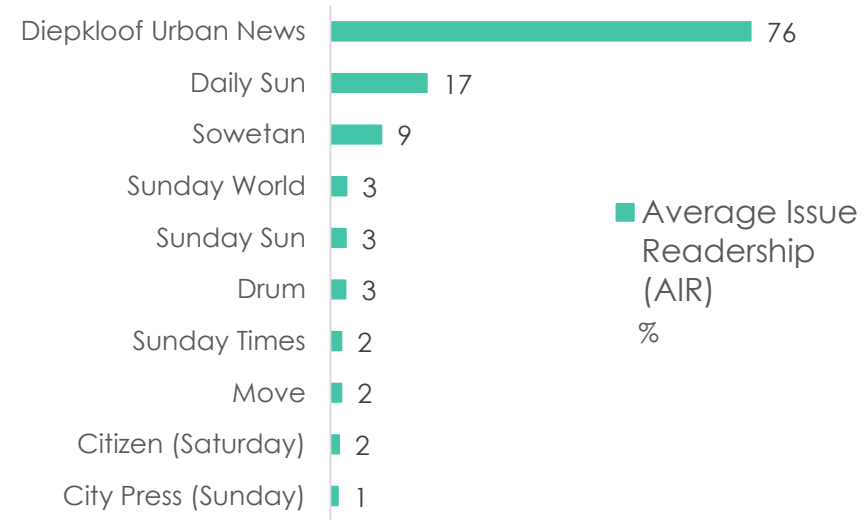
Soweto 2019 Footprints



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



Community Large Metros

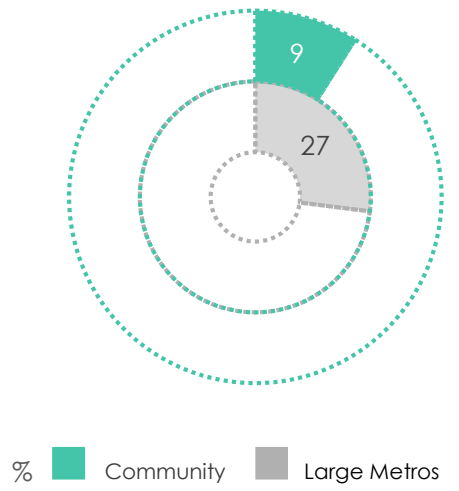
Multiple Reading

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

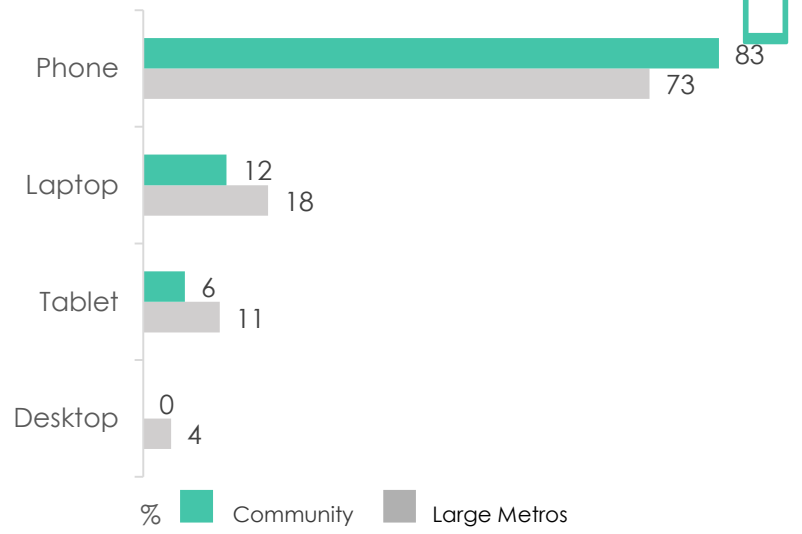
22% 29%

of Average Issue Readers

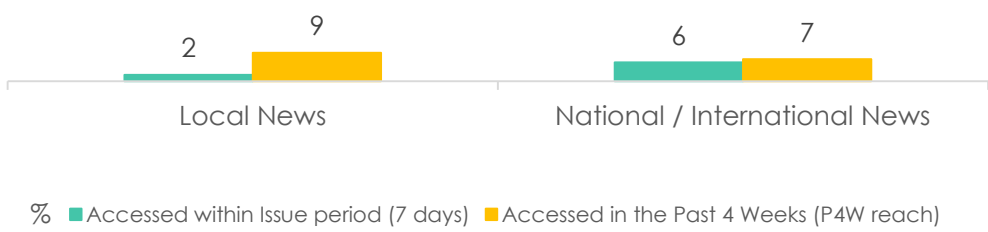
Read news online in the past 7 days



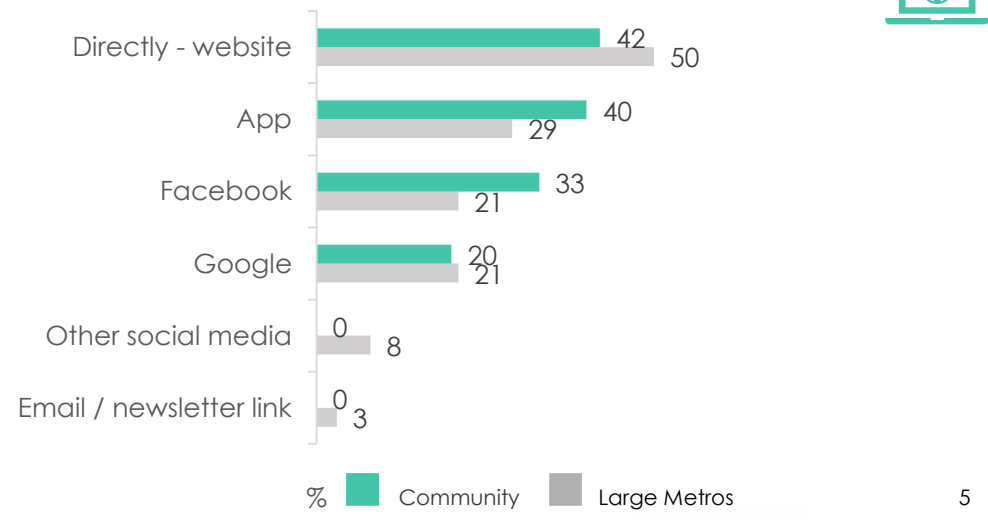
What device P7D online readers use



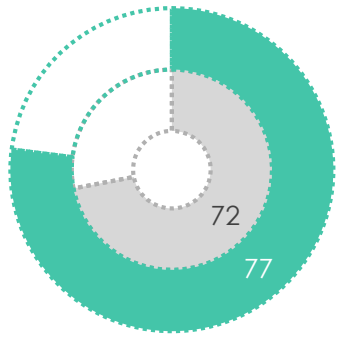
Type of News accessed



How P7D online readers get there

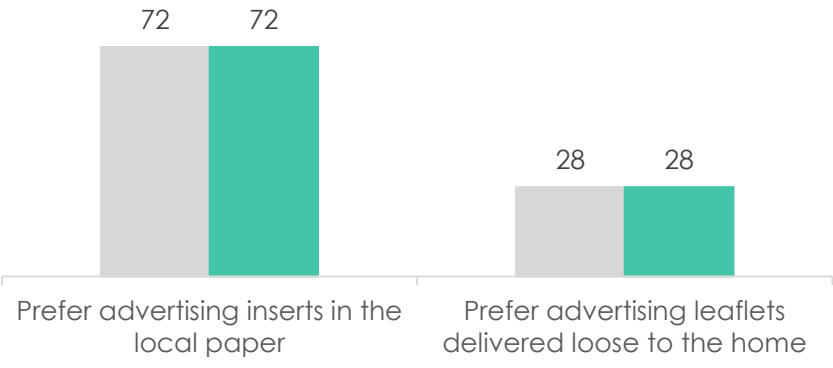


Use advertising in the local paper to help with shopping decisions



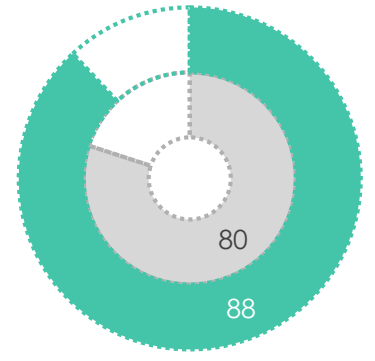
% ■ Community ■ Large Metros

Preference for receiving advertising inserts/ leaflets



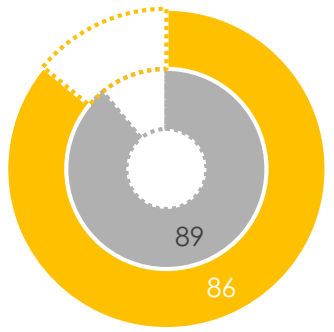
% ■ Community ■ Large Metros

Read the inserts delivered to the home inside their local paper

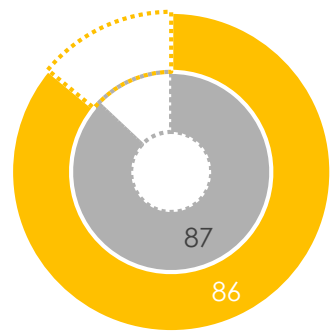


% ■ Community ■ Large Metros

Plan shopping



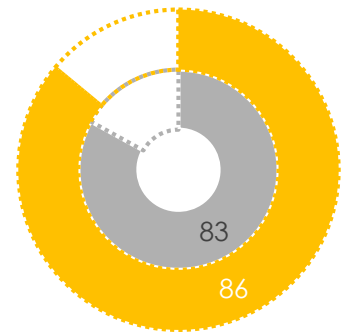
Plan a day or 2 before / within the week



93%
of readers of the local paper read on Wednesday, Thursday or Friday before the weekend shop



Mostly shop over the weekend

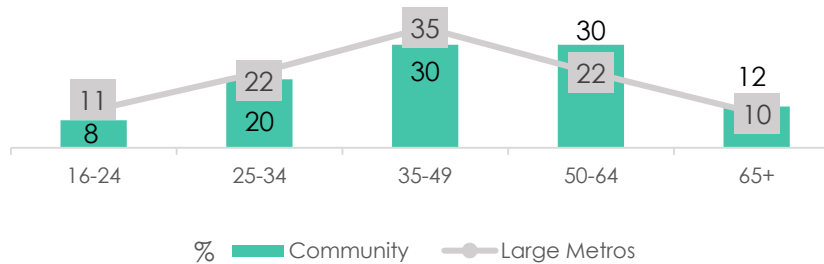
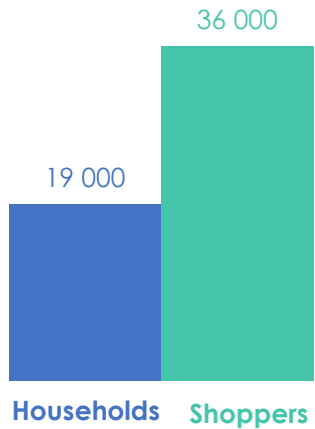


% ■ Community ■ Large Metros

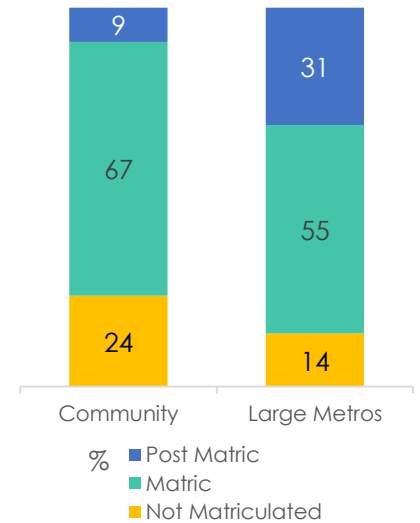
Community Size & Structure

Diepkloof - Soweto

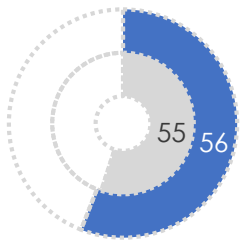
Footprint size



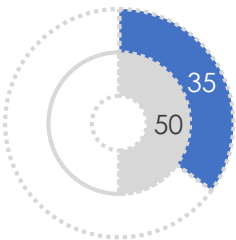
Education



Children

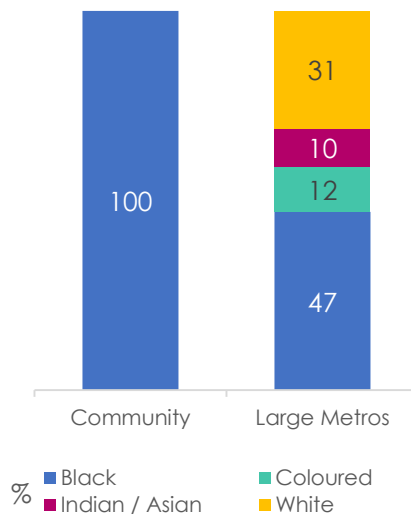


Married or living with a partner

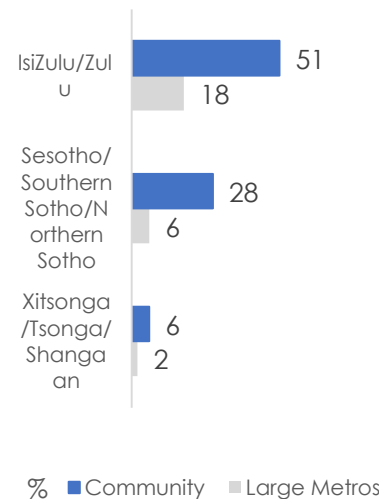


% ■ Community ■ Large Metros

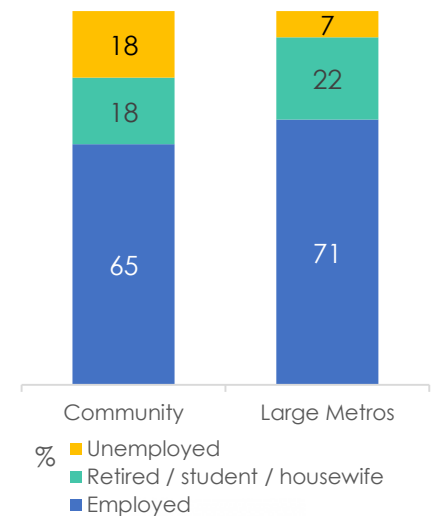
Race



Language



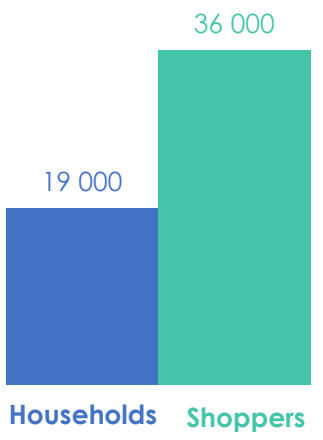
Employment



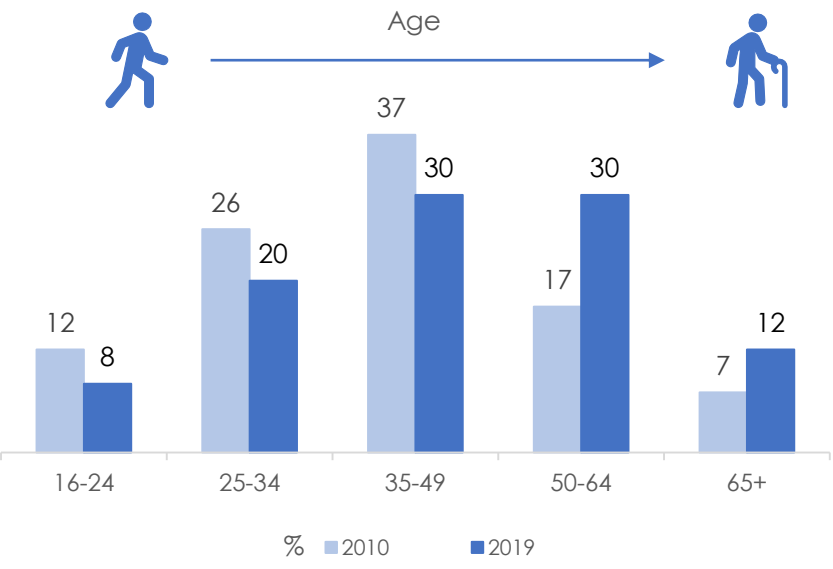
Community Size & Structure – Trended

Diepkloof - Soweto

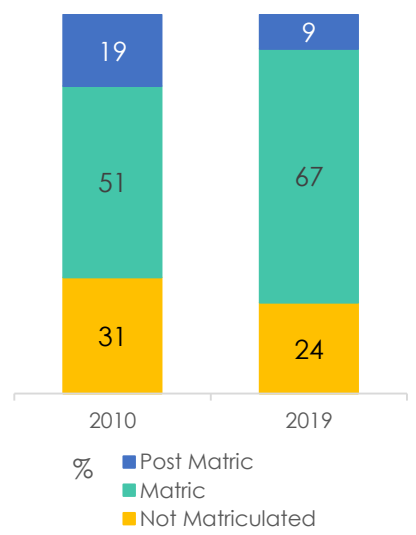
Footprint size



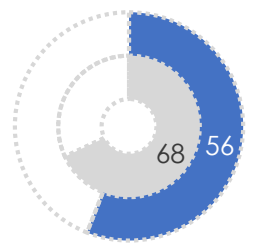
Age



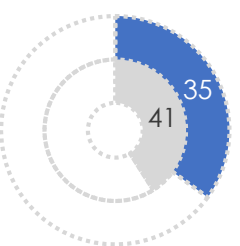
Education



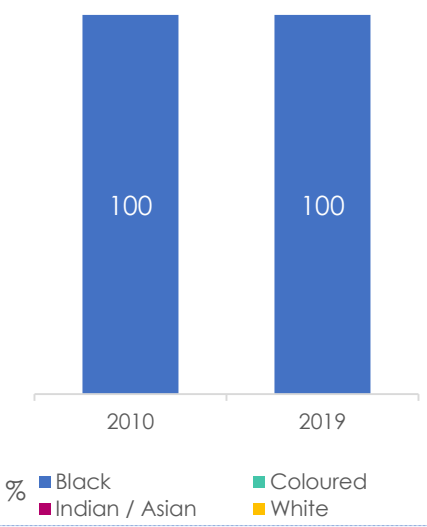
Children



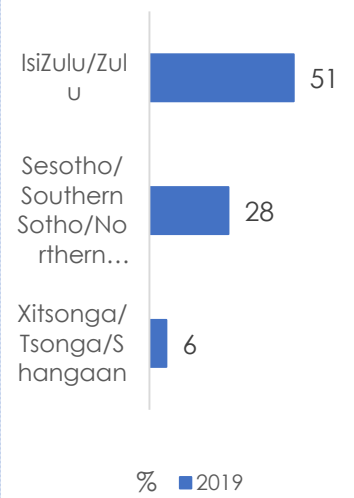
Married or living with a partner



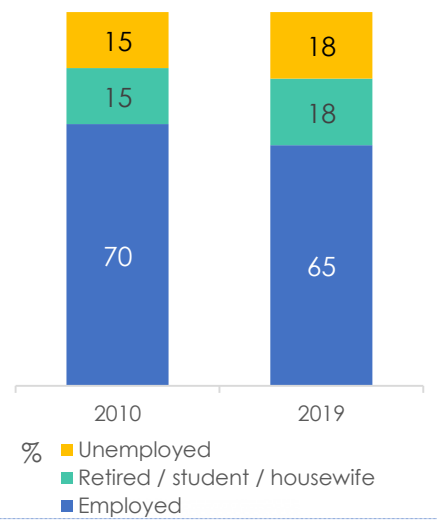
Race

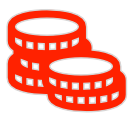


Language

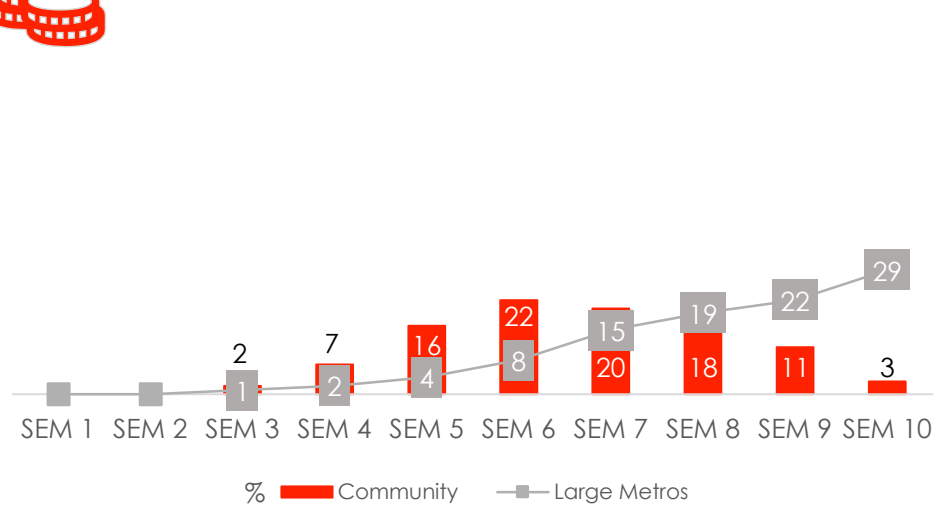


Employment

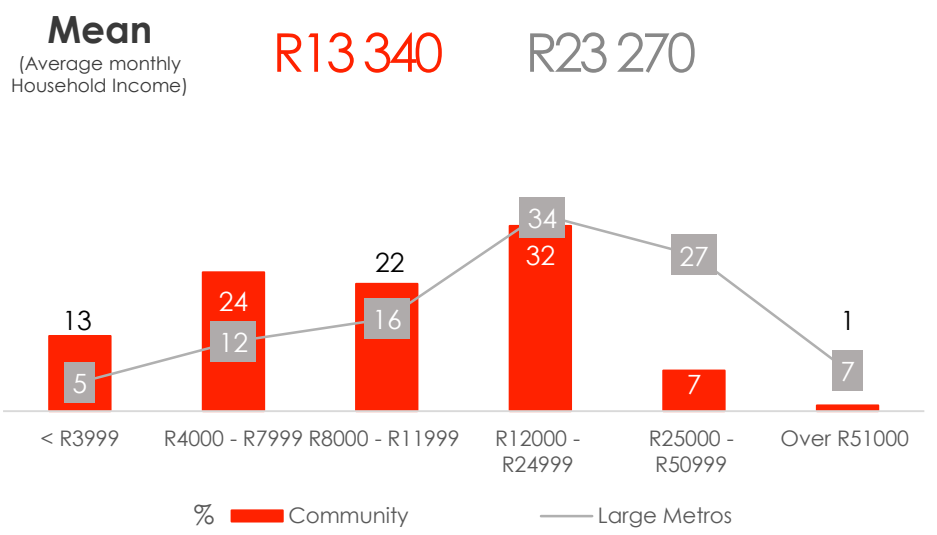




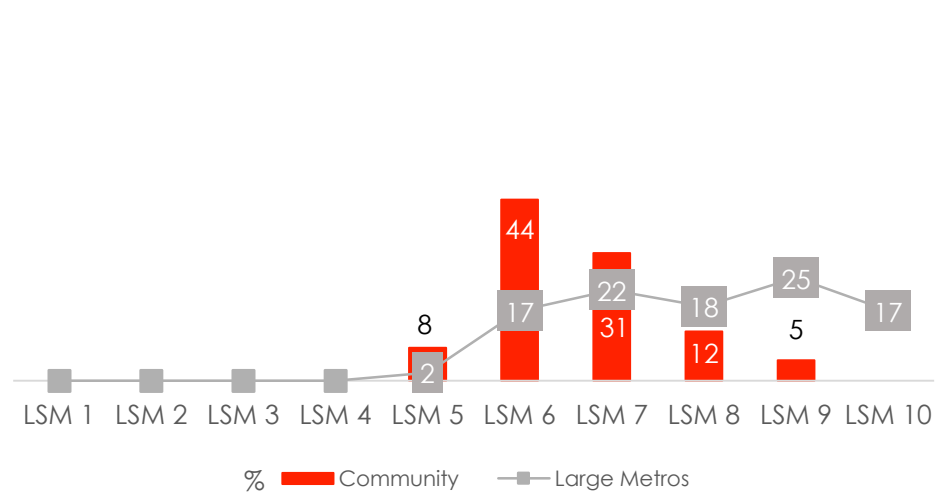
Socio Economic Measure (SEM) distribution



Monthly Household Income

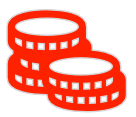


Living Standard Measurement (LSM) distribution

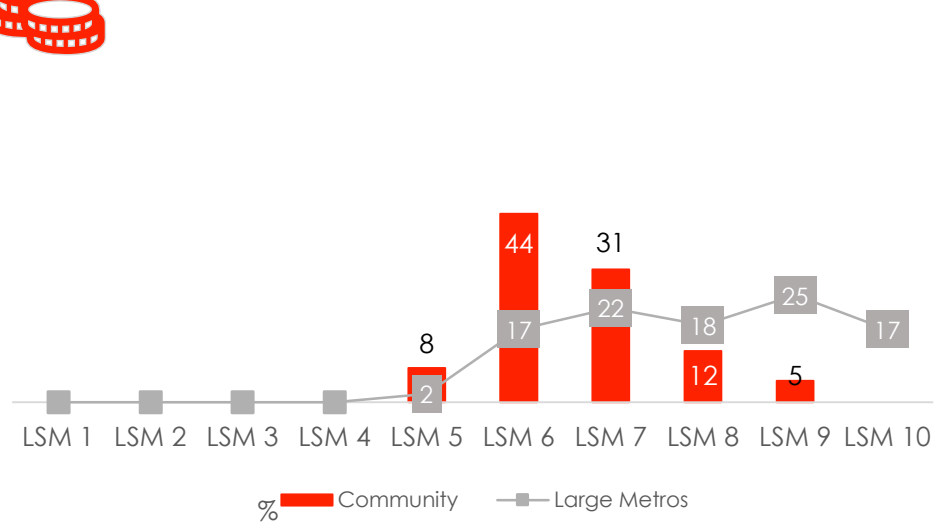


Percentage of people who have...

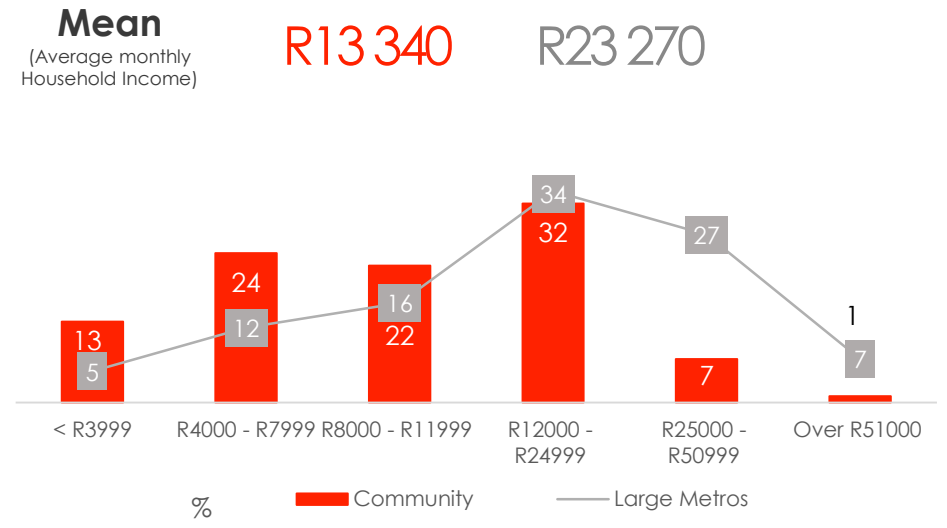
	Community %	Large Metros %
Long Term Savings / Investments	51	58
Credit Card	6	23
Own Business	6	9
Medical Aid	6	39



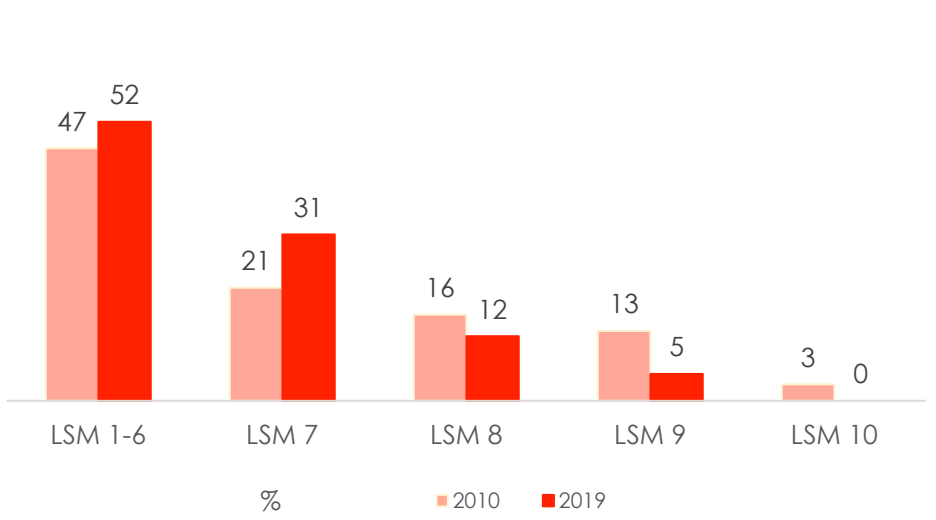
LSM distribution



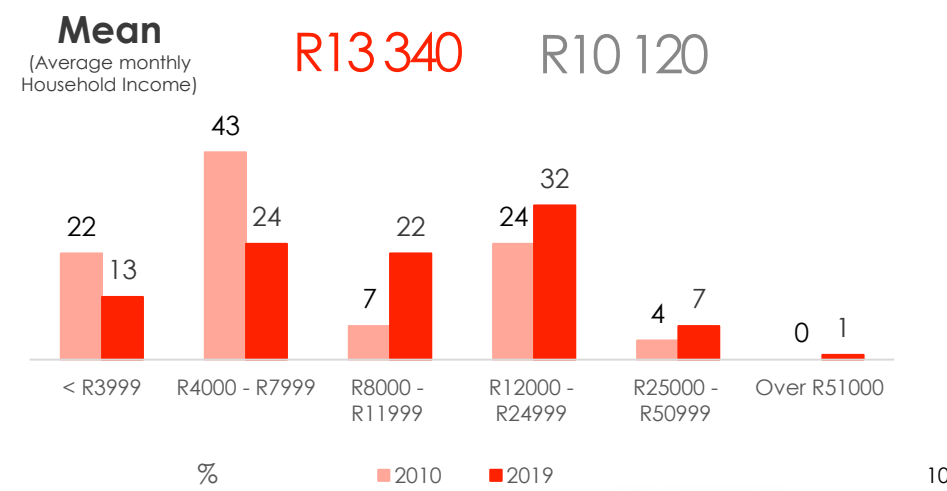
Monthly Household Income



LSM - Trended



Monthly Household Income - Trended



For more information from ROOTS on the below categories:

Map of the Community	Connection	Food & Grocery
Reach	Internet	Who & How
Papers & Weekly Magazines	Cell Phone	How Often & Where
Online News	Transport	Clothes & Shoes
Advertising Usage – Local Paper	Life Changers & Interests	Entertainment
Size and Structure	Shopping	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
Wealth	Home & Garden	Health
Socio Economic Structure (SEM) Living Standard Measurement (LSM) Monthly Household Income	Home & Garden	Complaints & Cures
Trended (to 2010 or 2016 – depending on availability of data)	Pets at home	Lifestyle
Finance - Products & Banks	Shopping for the Home	Self Care
Insurance – Products & Insurers		

Please contact Spark Media: www.sparkmedia.co.za or sales@sparkmedia.co.za

CONTACT US

CPT: +27 21 001 2400

JHB: +27 10 492 8391

DBN: +27 31 716 4412

E: sales@sparkmedia.co.za

