



ROOTS:  
Eldorado - Soweto  
(Eldorado 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

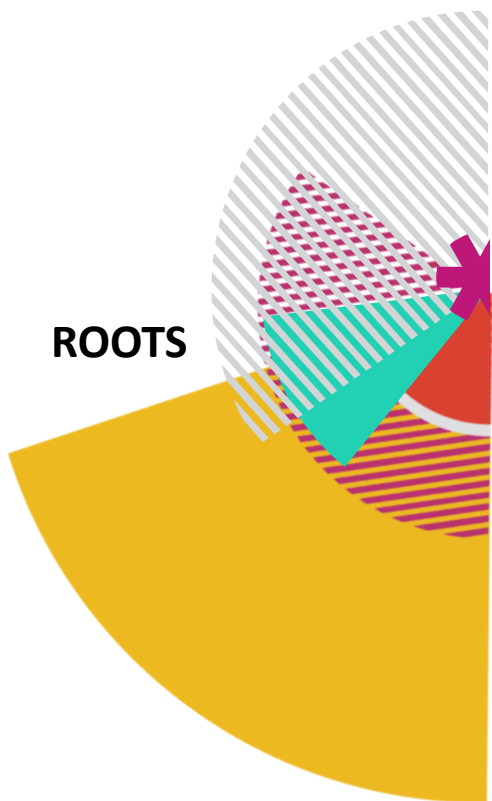
The **community** is identified in the **top right corner** of the page

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

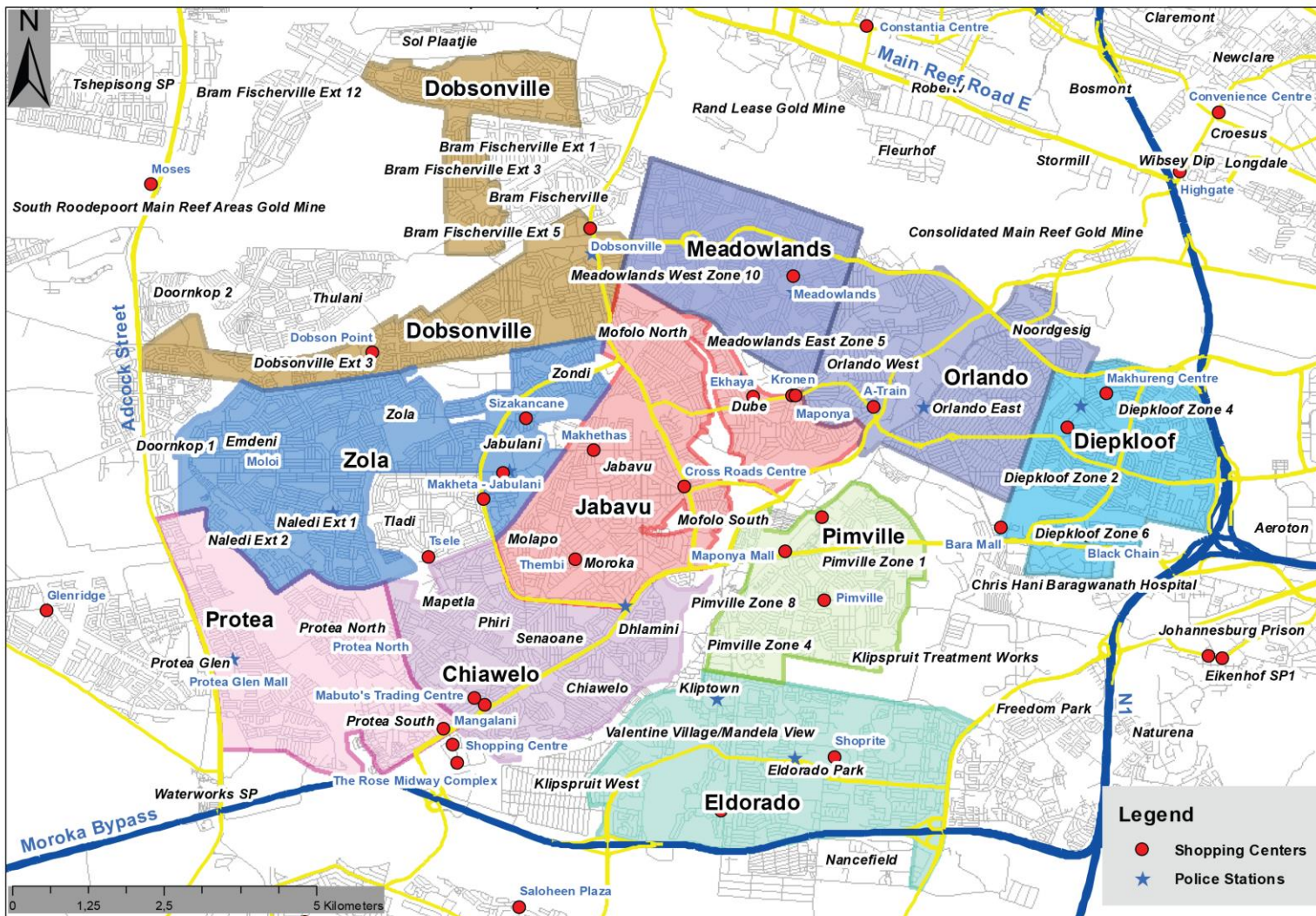
#### Medium Metros – 18 Communities

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

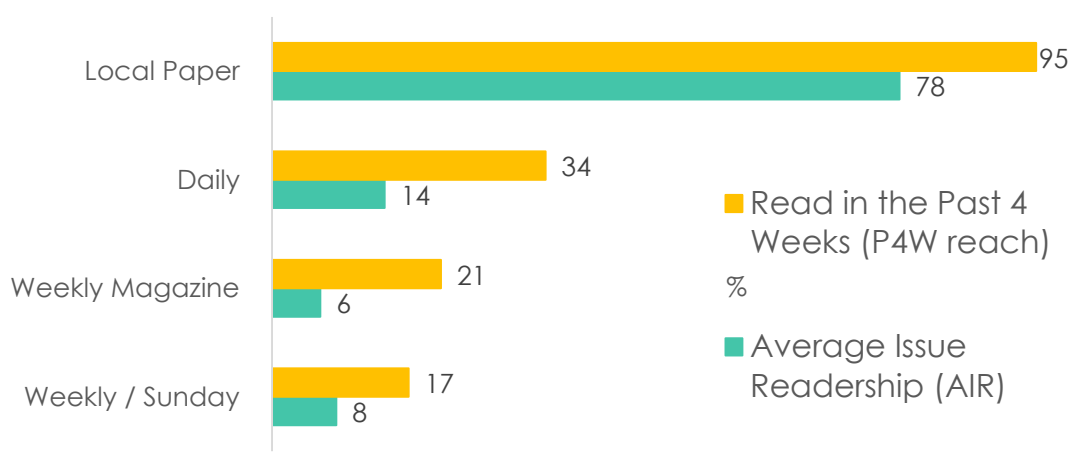
#### Small Metros – 30 Communities

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

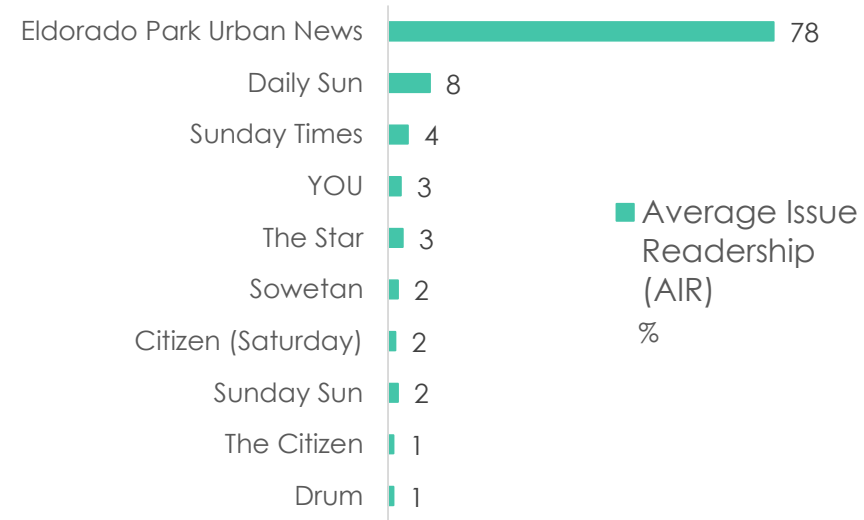
Soweto 2019 Footprints



Paper Categories



Top 10 paper titles



Regular Readers

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

**79%** 70%

of past 4 weeks readers



Community Large Metros

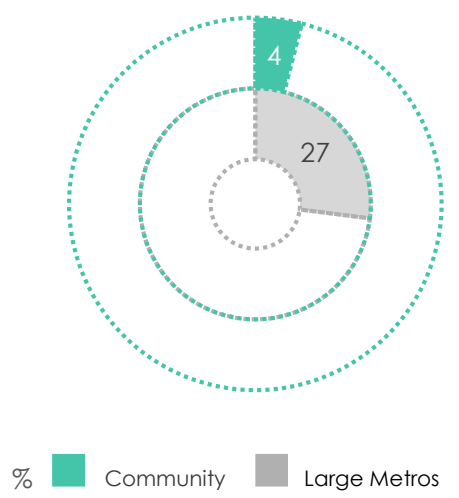
Multiple Reading

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

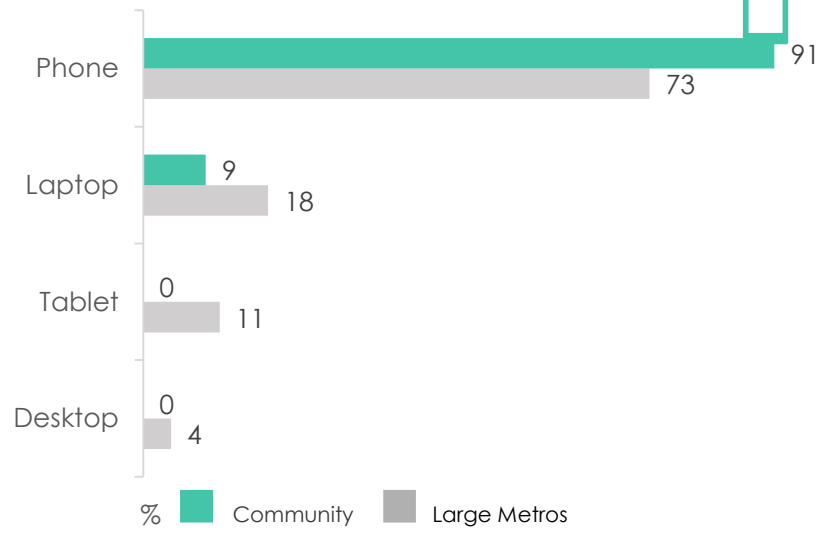
**11%** 29%

of Average Issue Readers

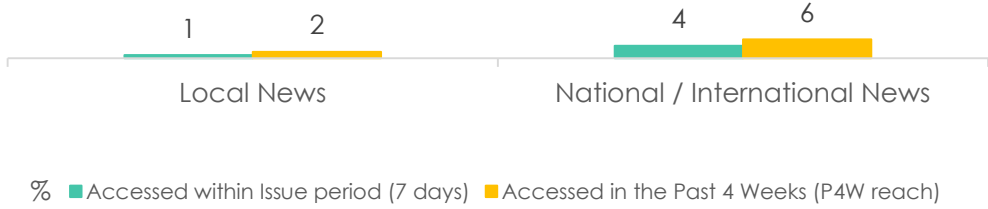
Read news online in the past 7 days



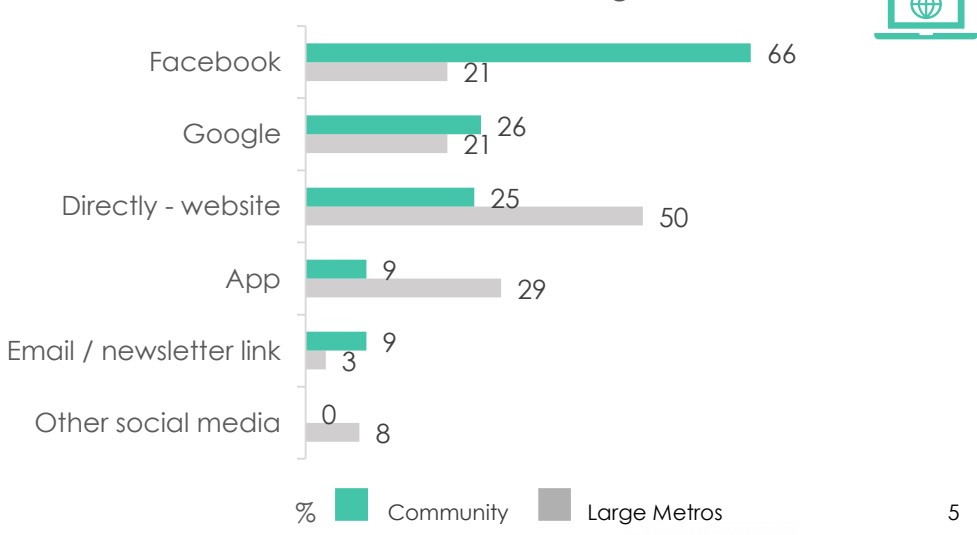
What device P7D online readers use



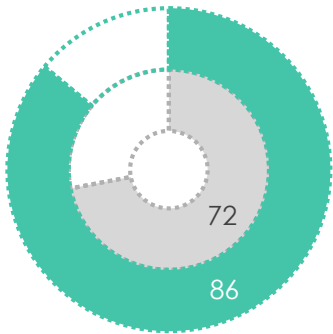
Type of News accessed



How P7D online readers get there

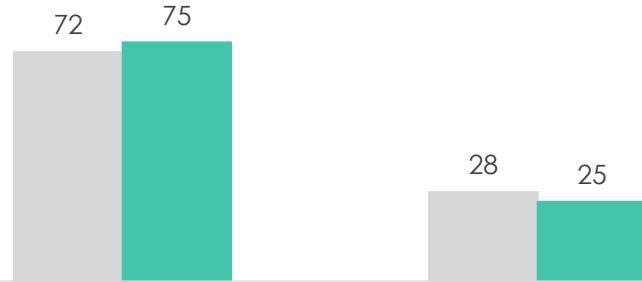


Use advertising in the local paper to help with shopping decisions



% Community Large Metros

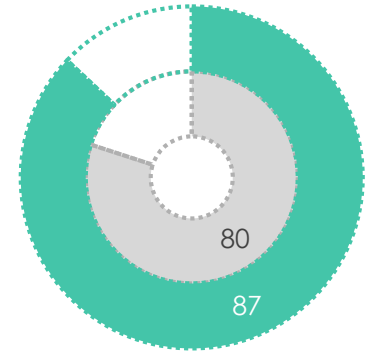
Preference for receiving advertising inserts/ leaflets



Prefer advertising inserts in the local paper Prefer advertising leaflets delivered loose to the home

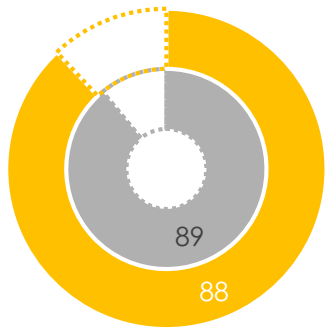
% Community Large Metros

Read the inserts delivered to the home inside their local paper

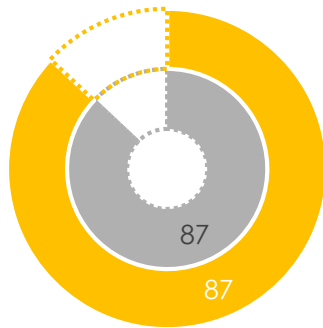


% Community Large Metros

Plan shopping



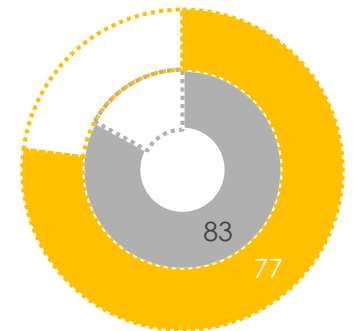
Plan a day or 2 before / within the week



89% of readers of the local paper read on Wednesday, Thursday or Friday before the weekend shop



Mostly shop over the weekend



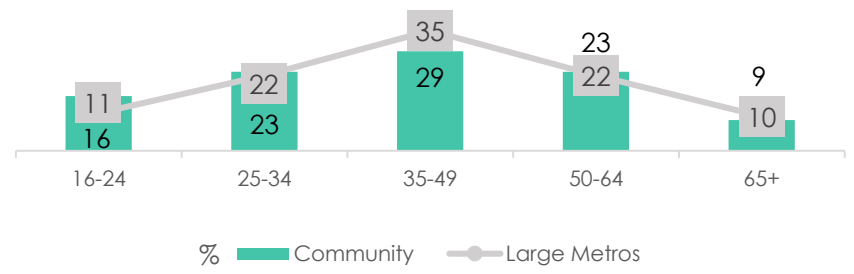
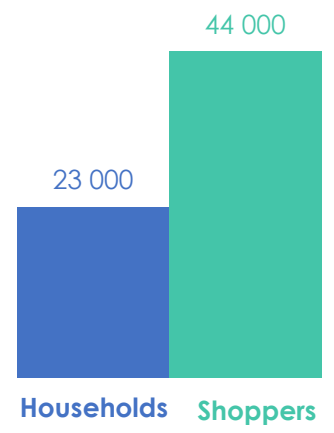
% Community Large Metros



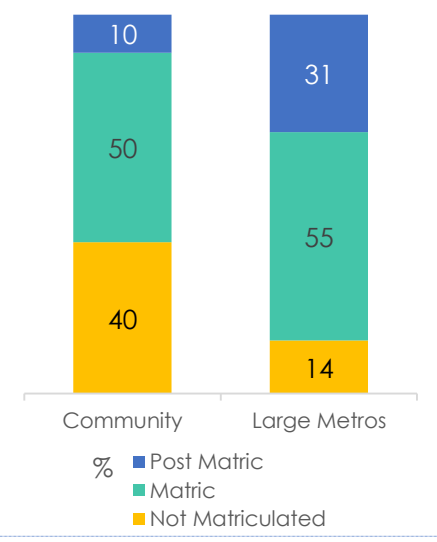
# Community Size & Structure

# Eldorado - Soweto

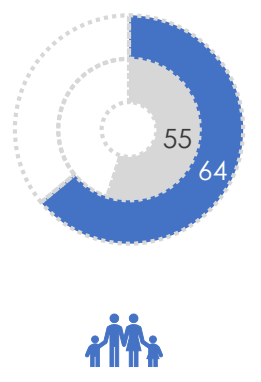
Footprint size



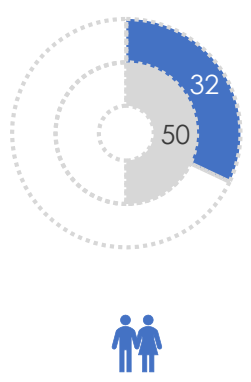
Education



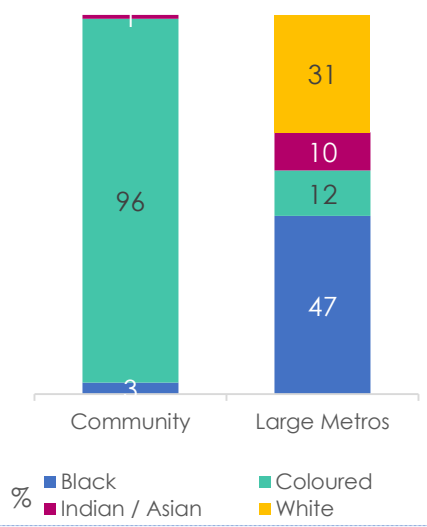
Children



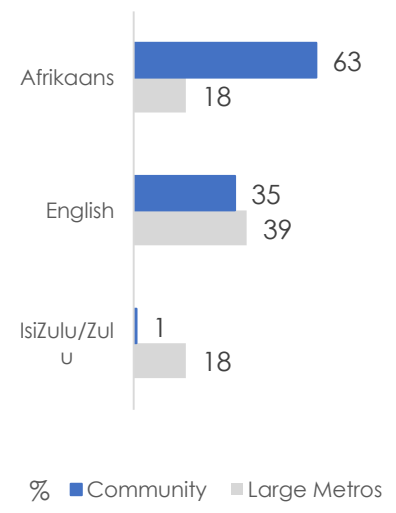
Married or living with a partner



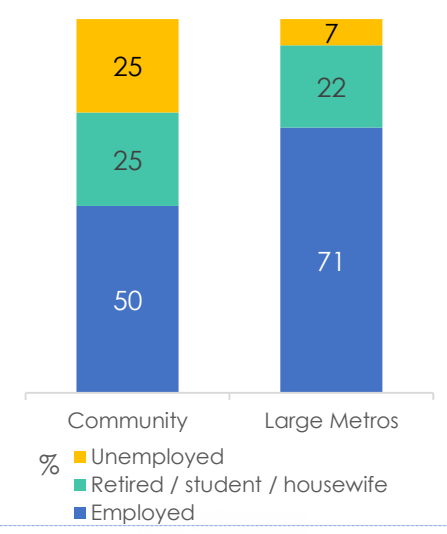
Race



Language



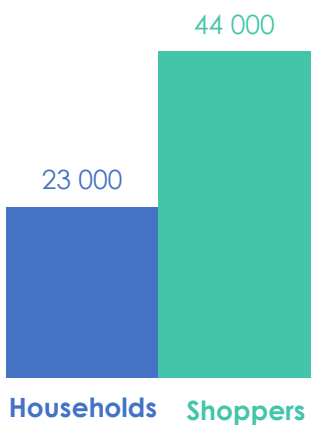
Employment



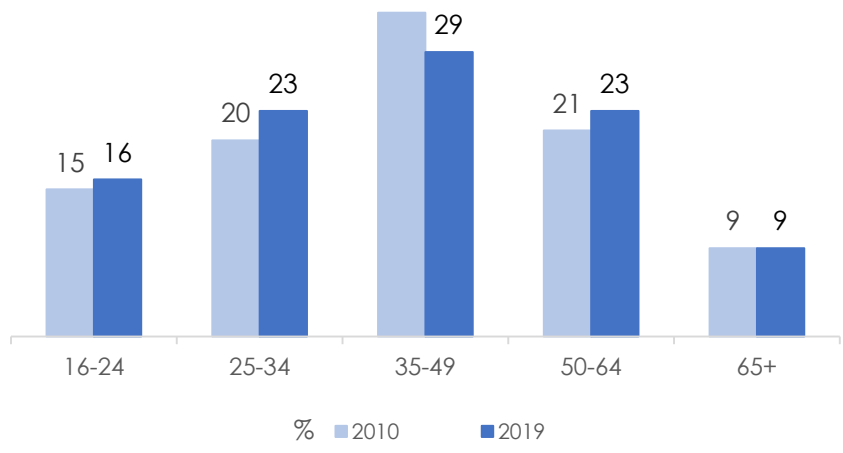
# Community Size & Structure – Trended

# Eldorado - Soweto

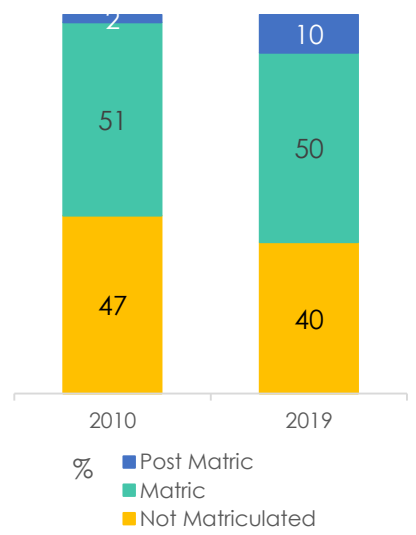
Footprint size



Age

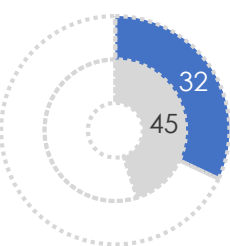
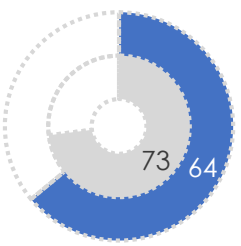


Education



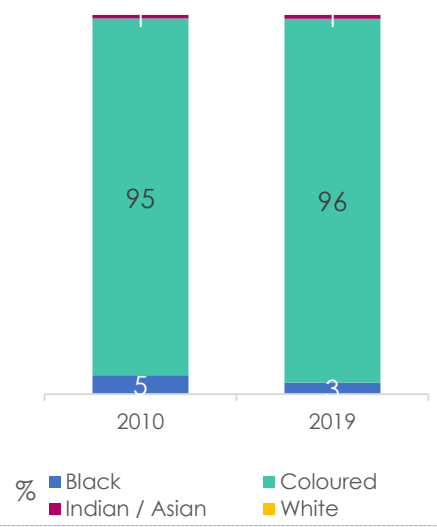
Children

Married or living with a partner

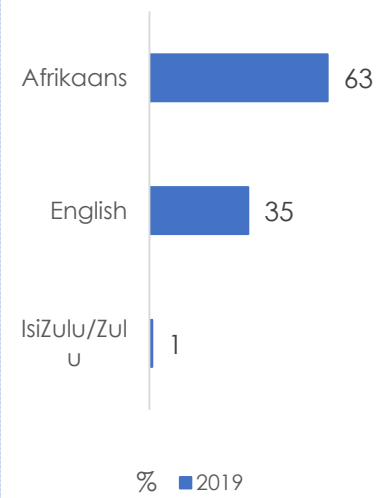


% 2010 2019

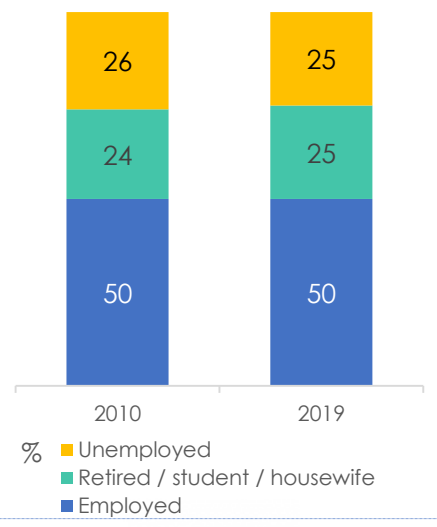
Race



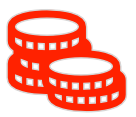
Language



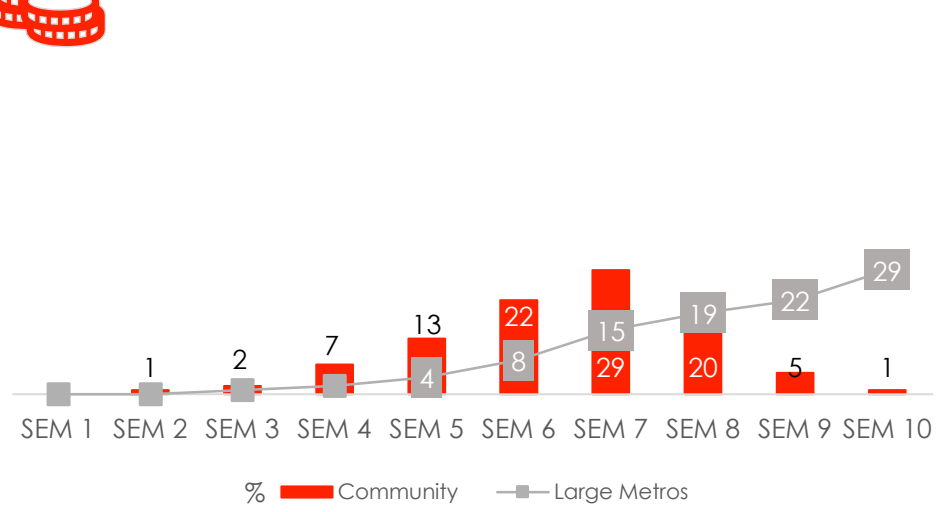
Employment



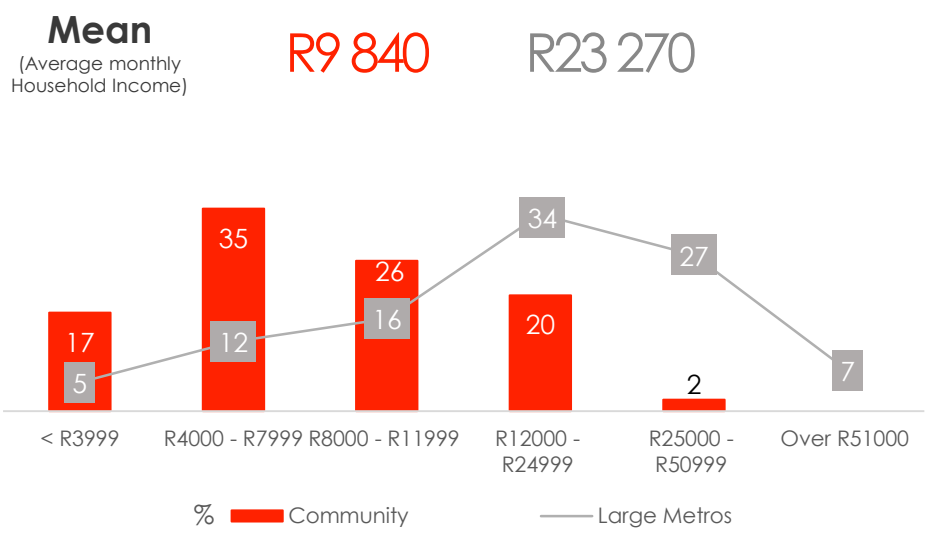




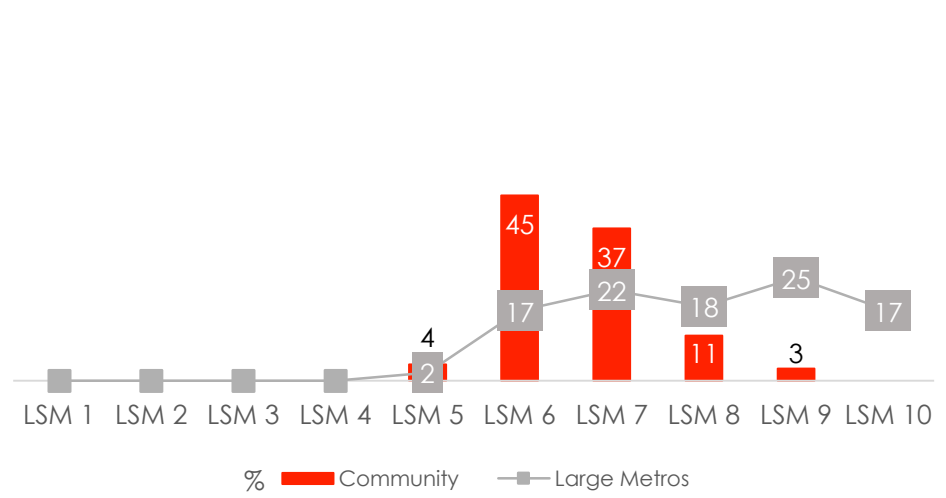
Socio Economic Measure (SEM) distribution



Monthly Household Income

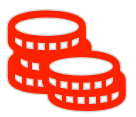


Living Standard Measurement (LSM) distribution

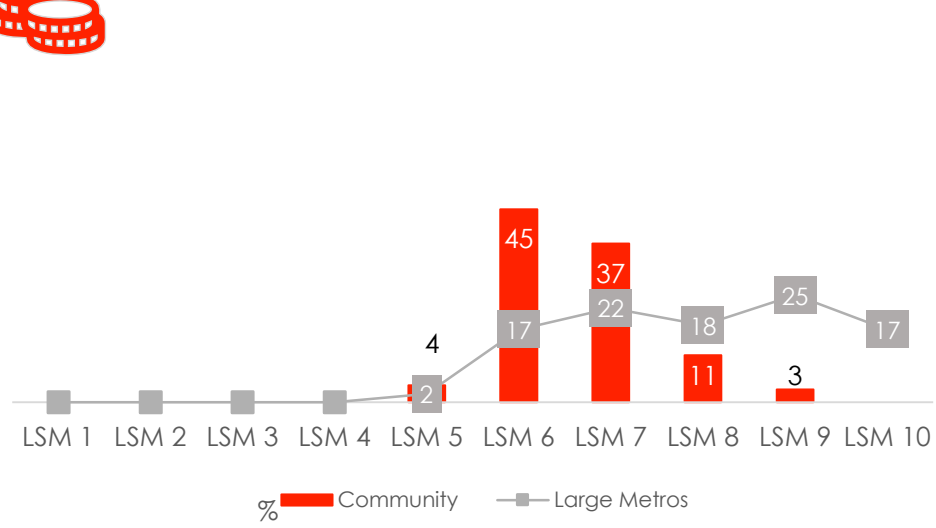


Percentage of people who have...

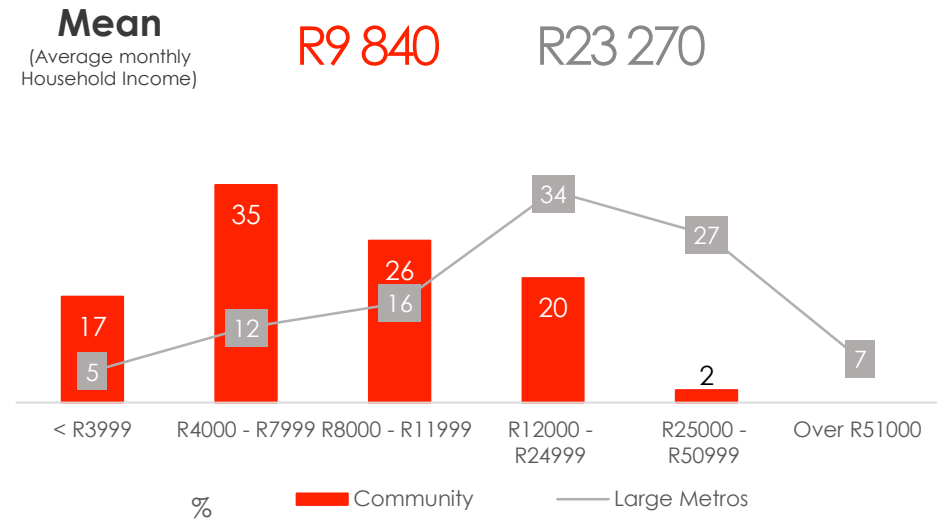
	Community %	Large Metros %
Long Term Savings / Investments	33	58
Medical Aid	7	39
Own Business	5	9
Credit Card	1	23



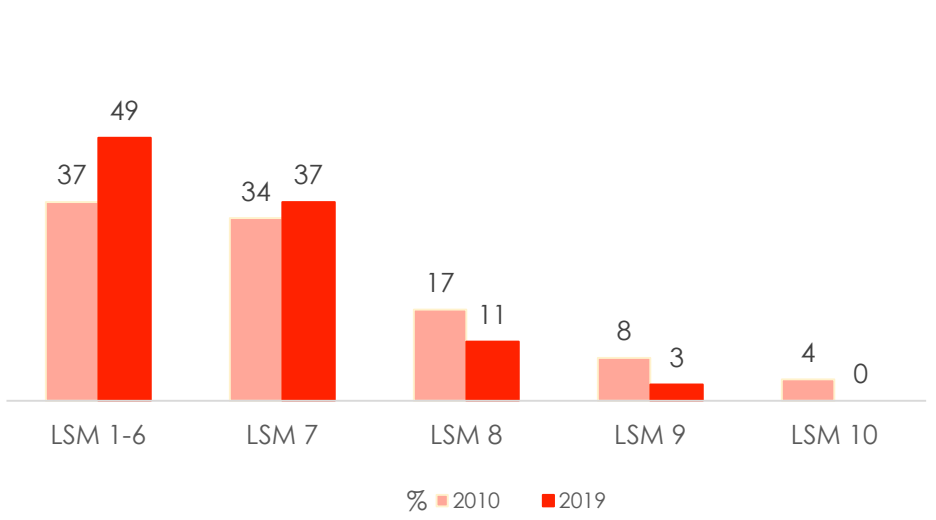
LSM distribution



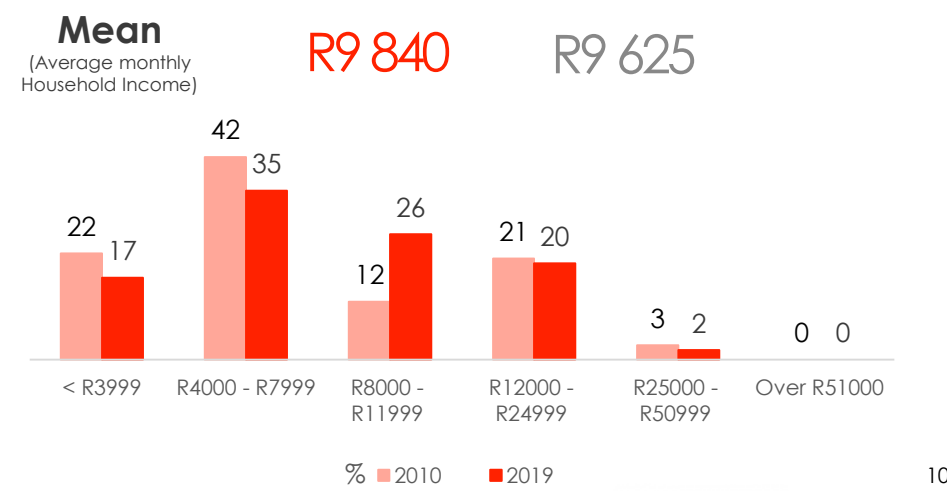
Monthly Household Income



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>	<b>Health</b>
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](http://www.sparkmedia.co.za) or [sales@sparkmedia.co.za](mailto:sales@sparkmedia.co.za)

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