



ROOTS: Highway - Durban (Highway Mail) 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,

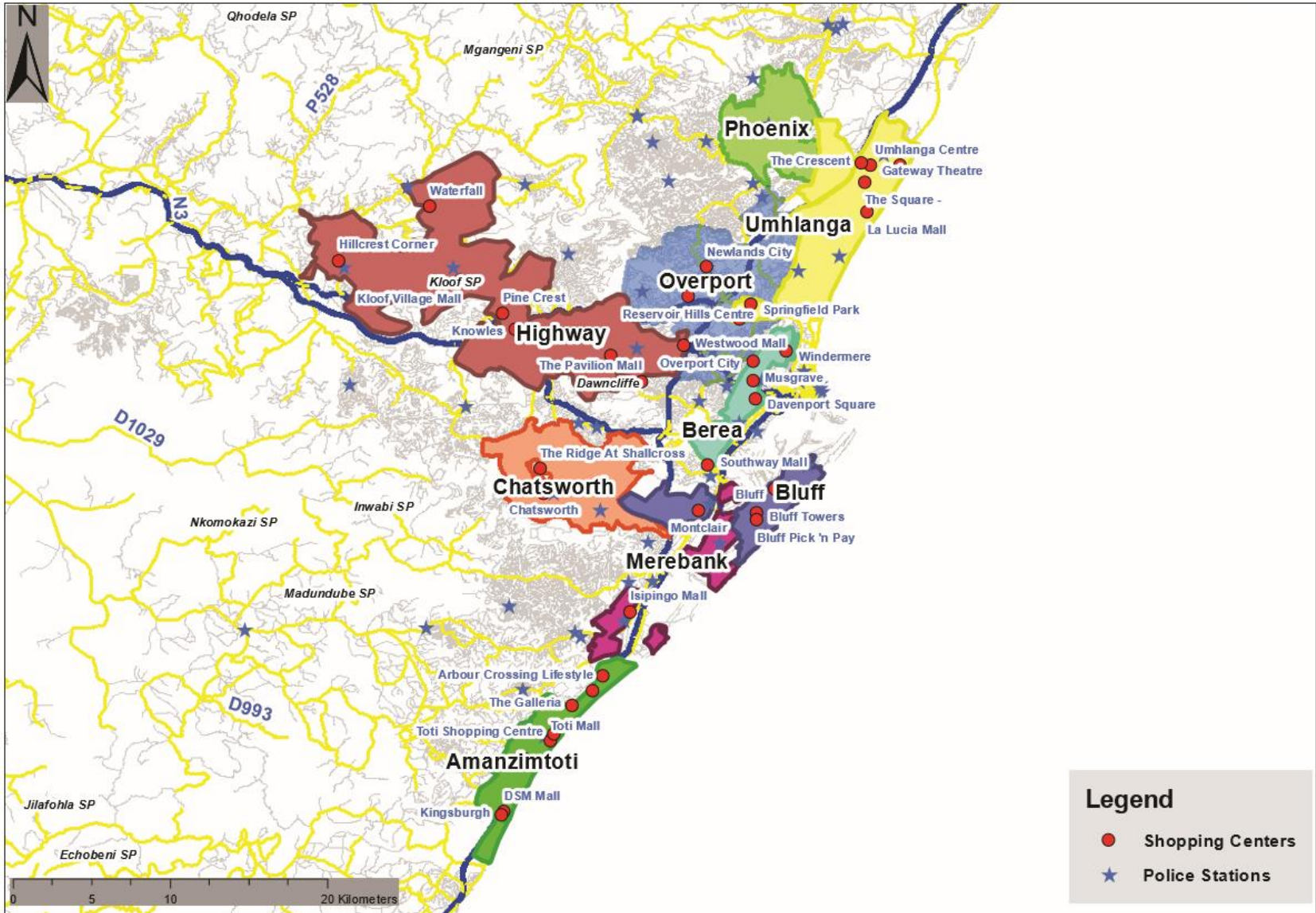
Medium Metros – 18 Communities

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

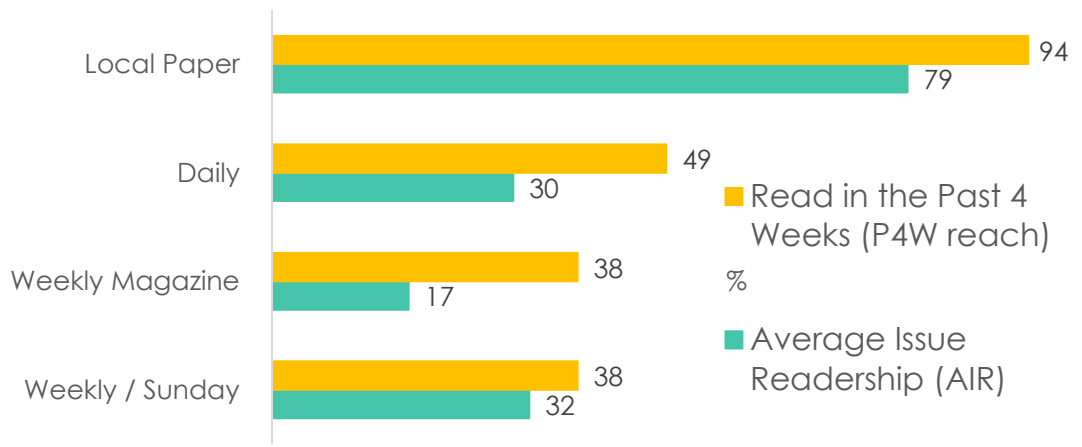
Small Metros – 30 Communities

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

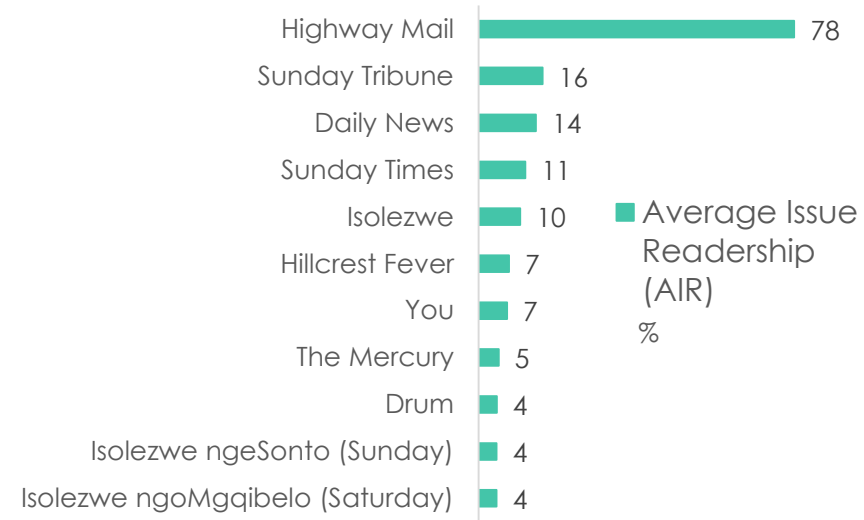
Ethiukwini Durban 2019 Footprints



Paper Categories



Top 10 paper titles



Regular Readers

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

63% 70%

of past 4 weeks readers



Multiple Reading

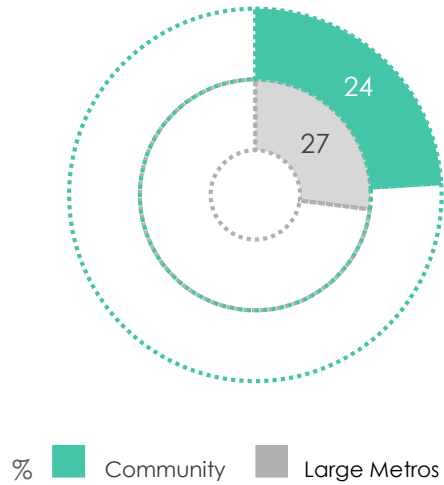
Read one issue of the local paper on more than one occasion

18% 29%

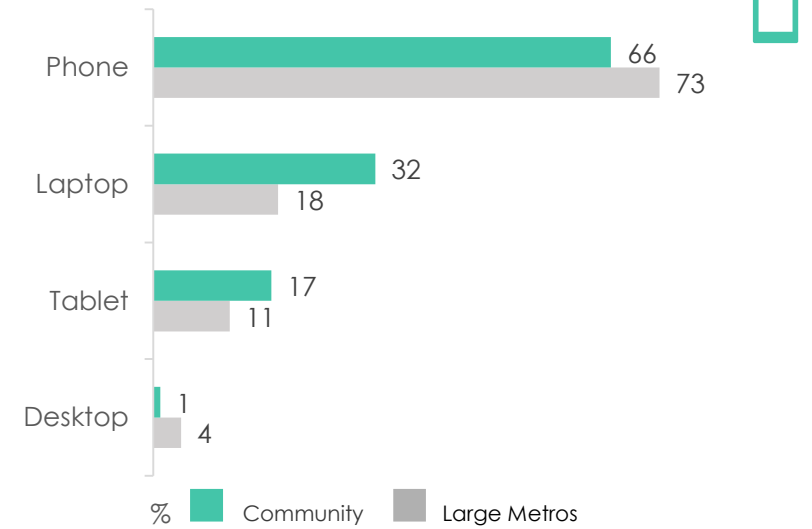
of Average Issue Readers

Community Large Metros

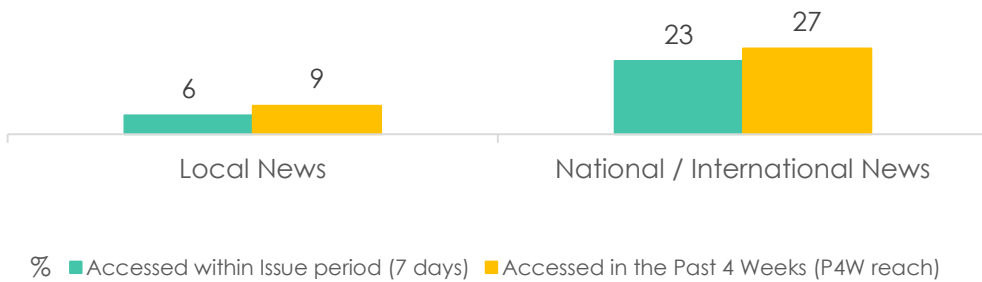
Read news online in the past 7 days



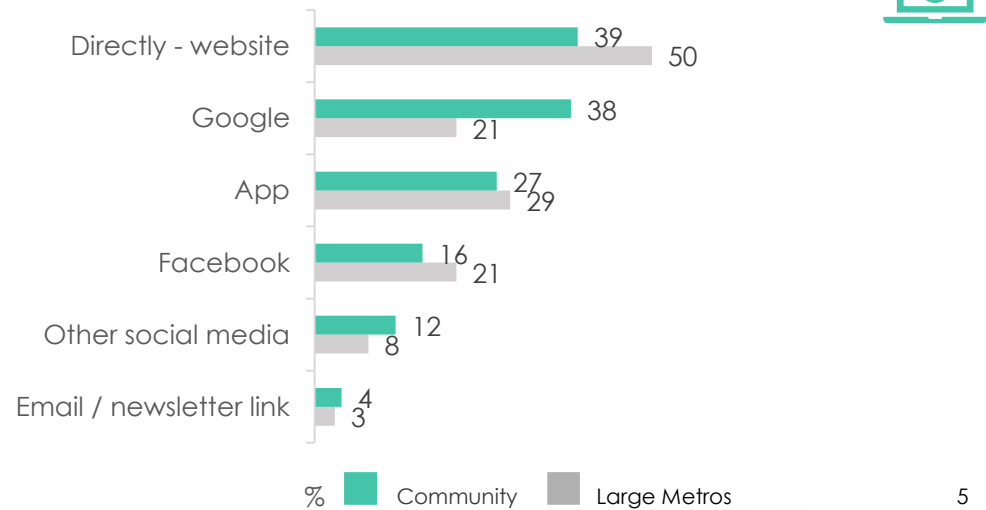
What device P7D online readers use



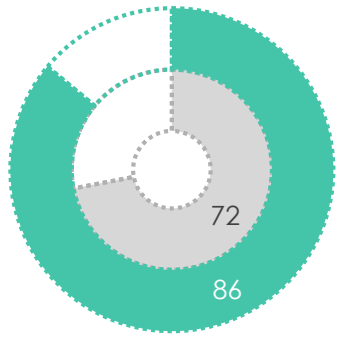
Type of News accessed



How P7D online readers get there

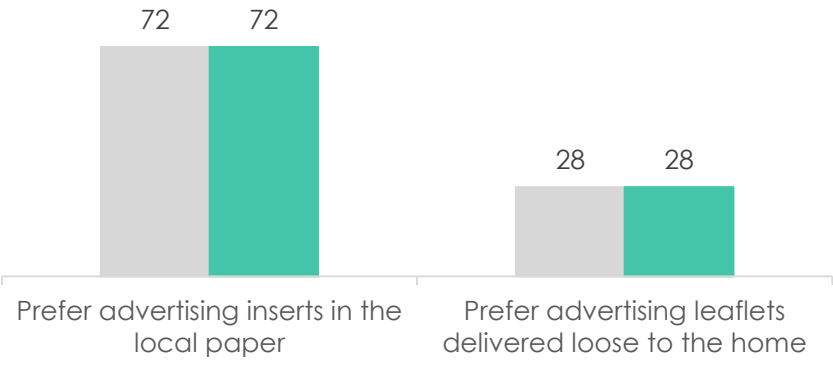


Use advertising in the local paper to help with shopping decisions



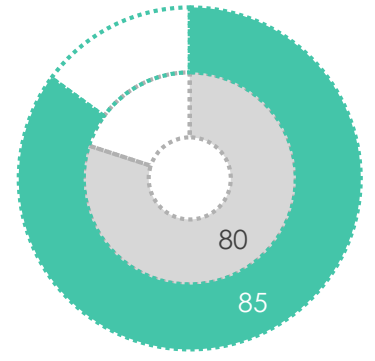
% Community Large Metros

Preference for receiving advertising inserts/ leaflets



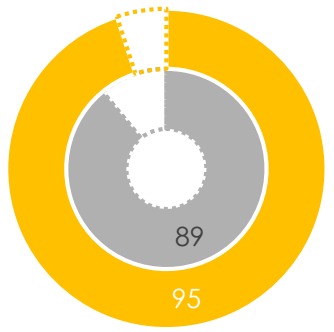
% Community Large Metros

Read the inserts delivered to the home inside their local paper

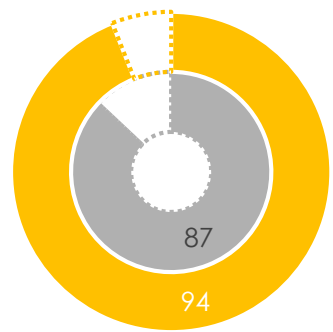


% Community Large Metros

Plan shopping



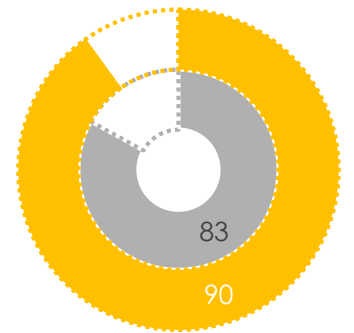
Plan a day or 2 before / within the week



90%
of readers of the local paper read on Wednesday, Thursday or Friday before the weekend shop



Mostly shop over the weekend

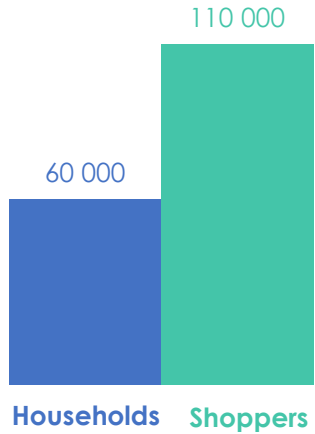


% Community Large Metros

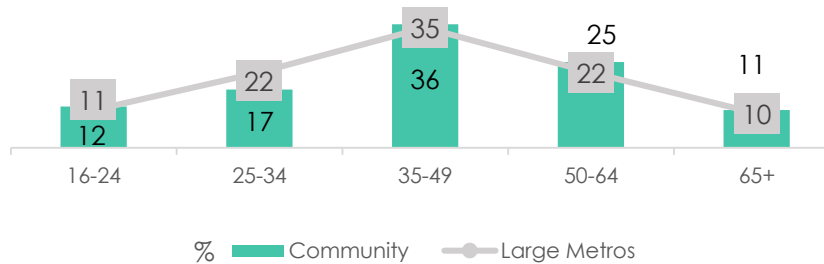
Community Size & Structure

Highway - Durban

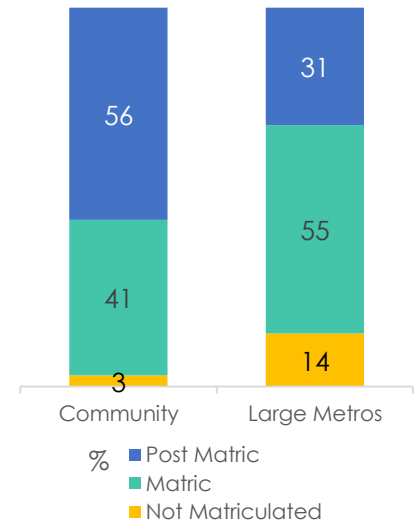
Footprint size



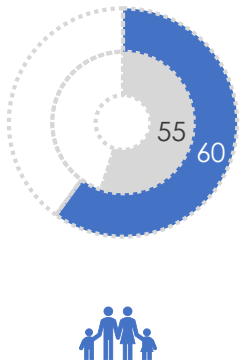
Age



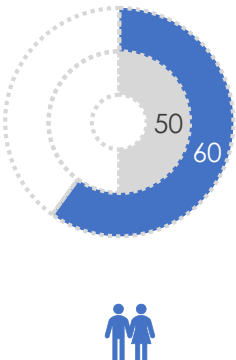
Education



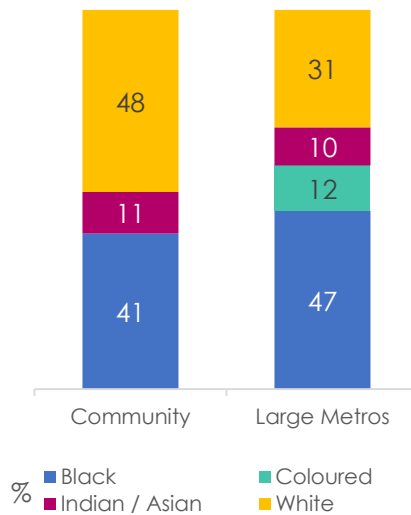
Children



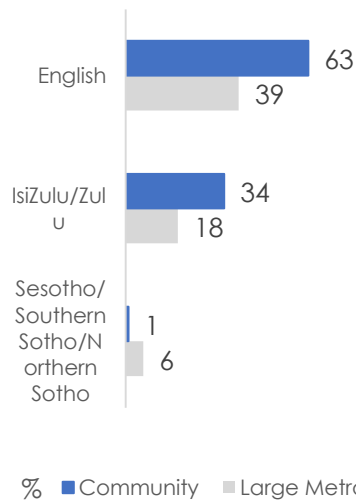
Married or living with a partner



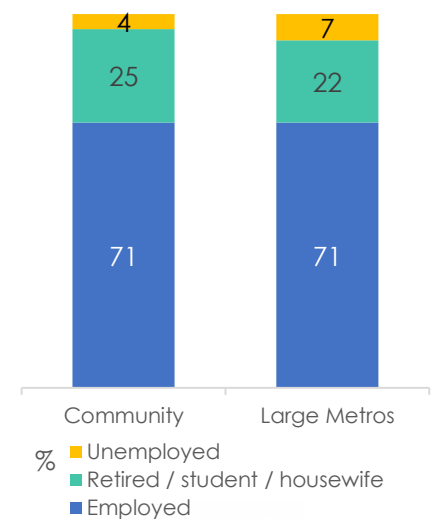
Race



Language



Employment



% ■ Community ■ Large Metros

% ■ Black ■ Coloured ■ Indian / Asian ■ White

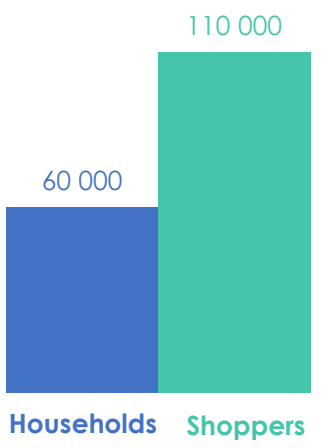
% ■ Community ■ Large Metros

% ■ Unemployed ■ Retired / student / housewife ■ Employed

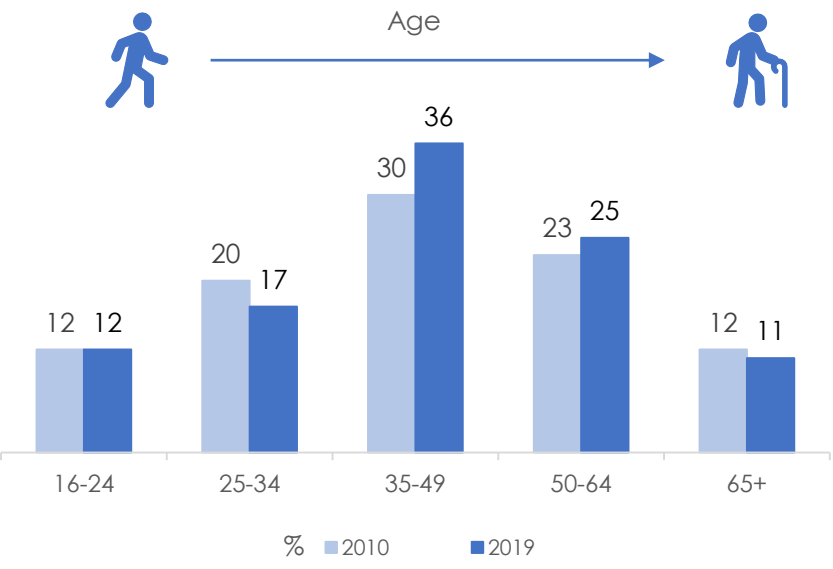
Community Size & Structure – Trended

Highway - Durban

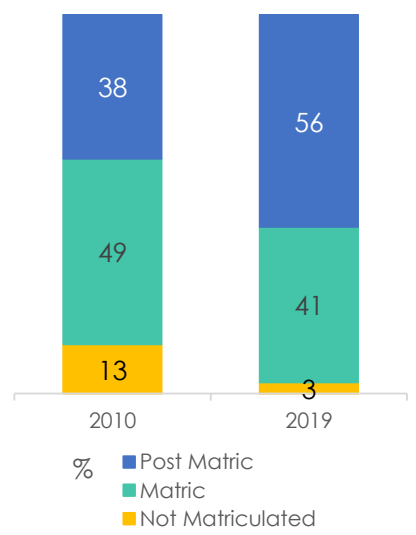
Footprint size



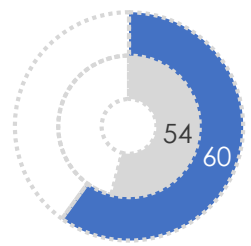
Age



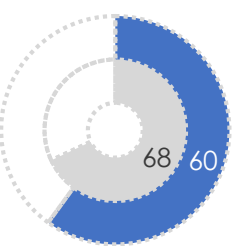
Education



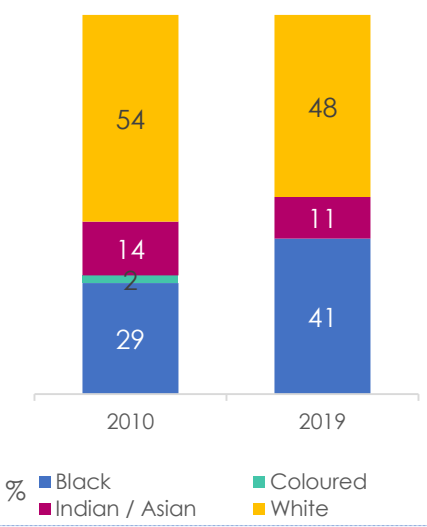
Children



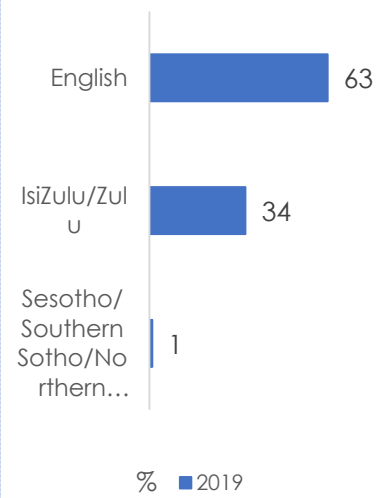
Married or living with a partner



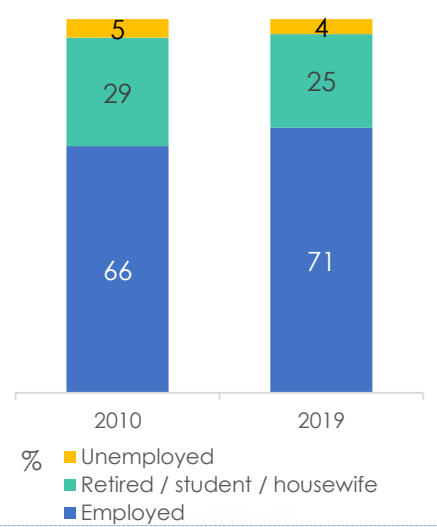
Race

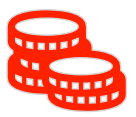


Language

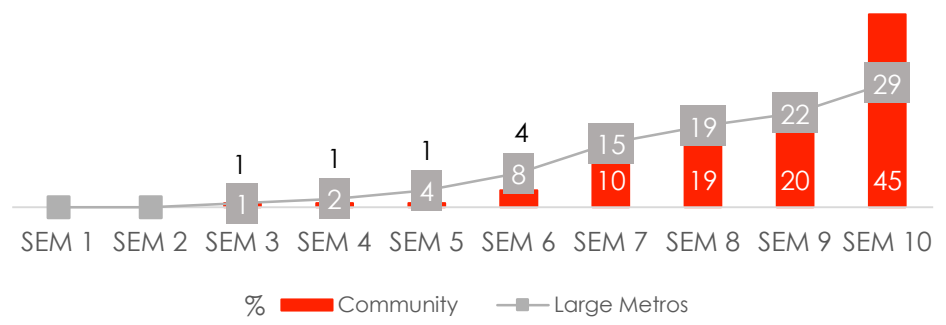


Employment

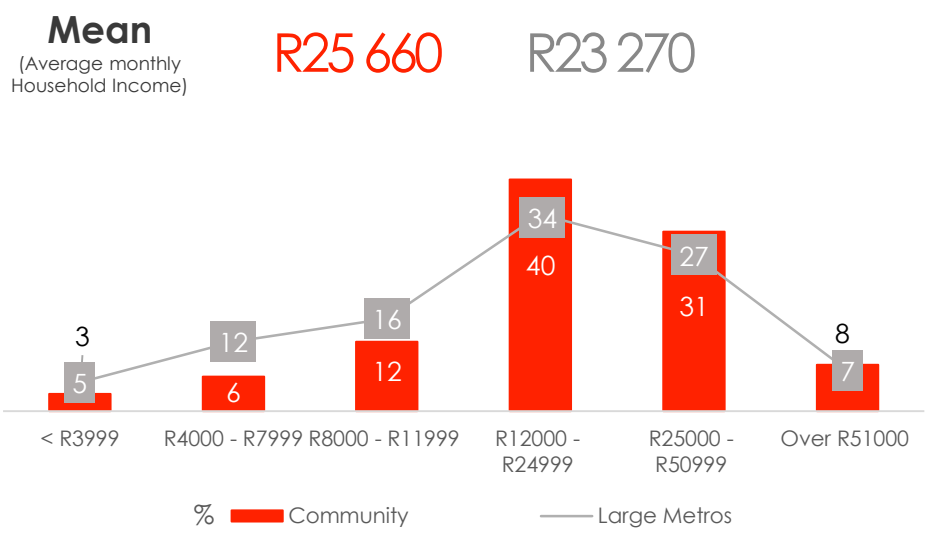




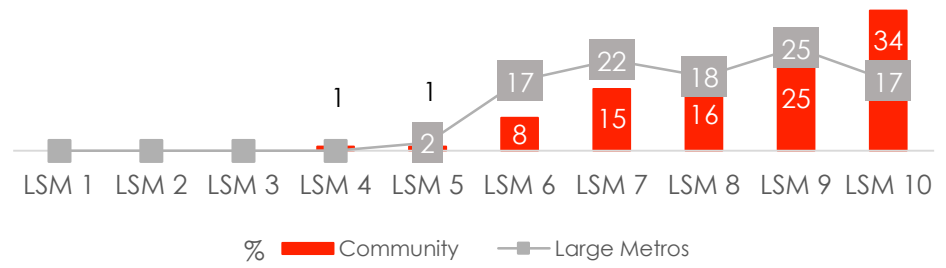
Socio Economic Measure (SEM) distribution



Monthly Household Income

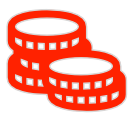


Living Standard Measurement (LSM) distribution

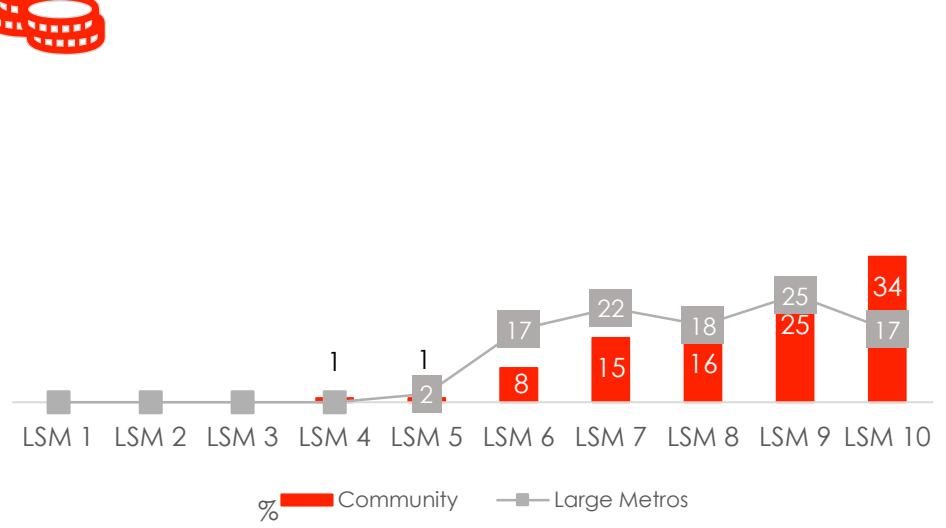


Percentage of people who have...

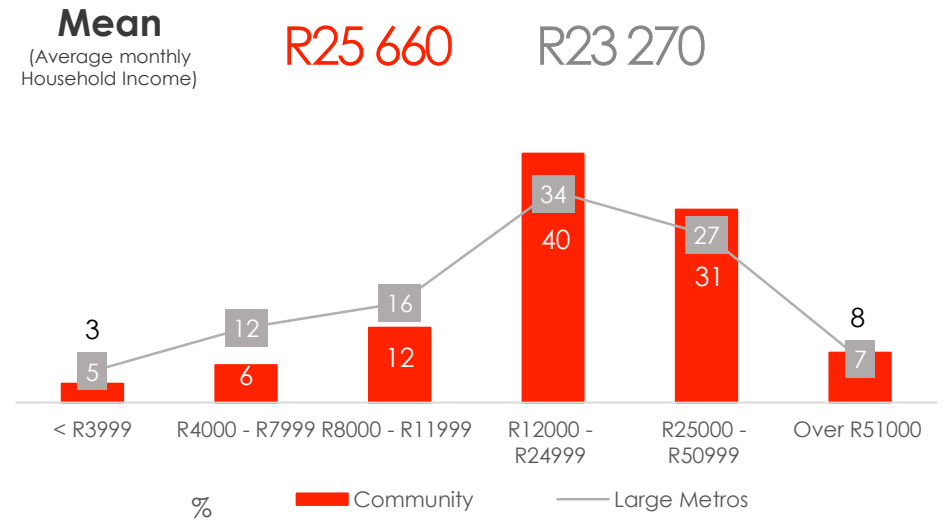
	Community %	Large Metros %
Long Term Savings / Investments	80	58
Medical Aid	62	39
Credit Card	35	23
Own Business	11	9



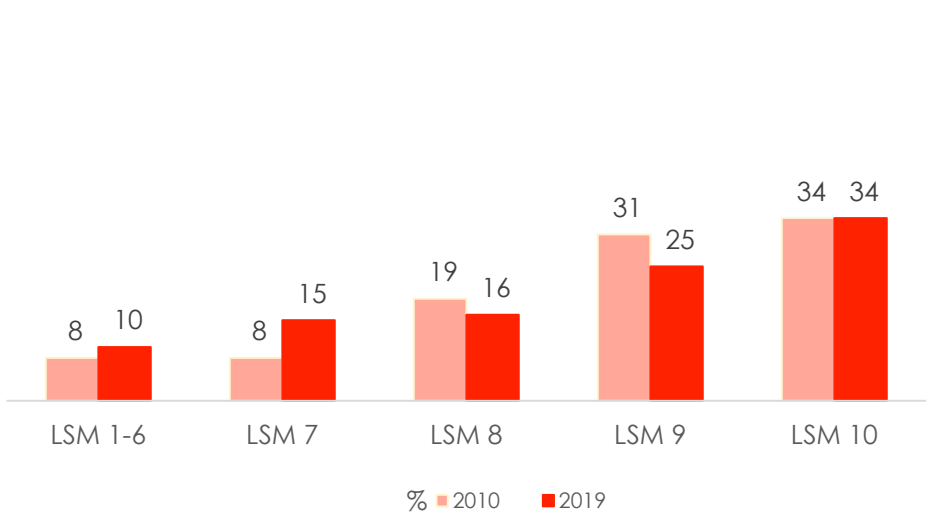
LSM distribution



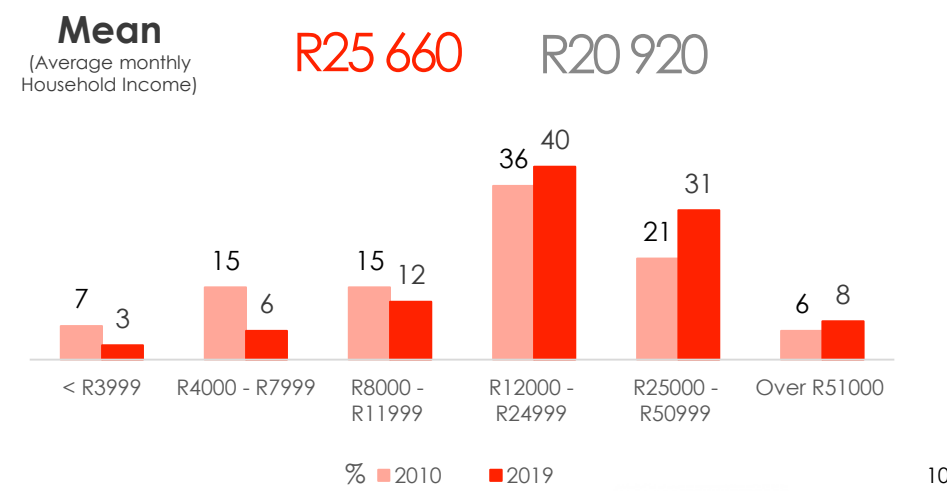
Monthly Household Income



LSM - Trended



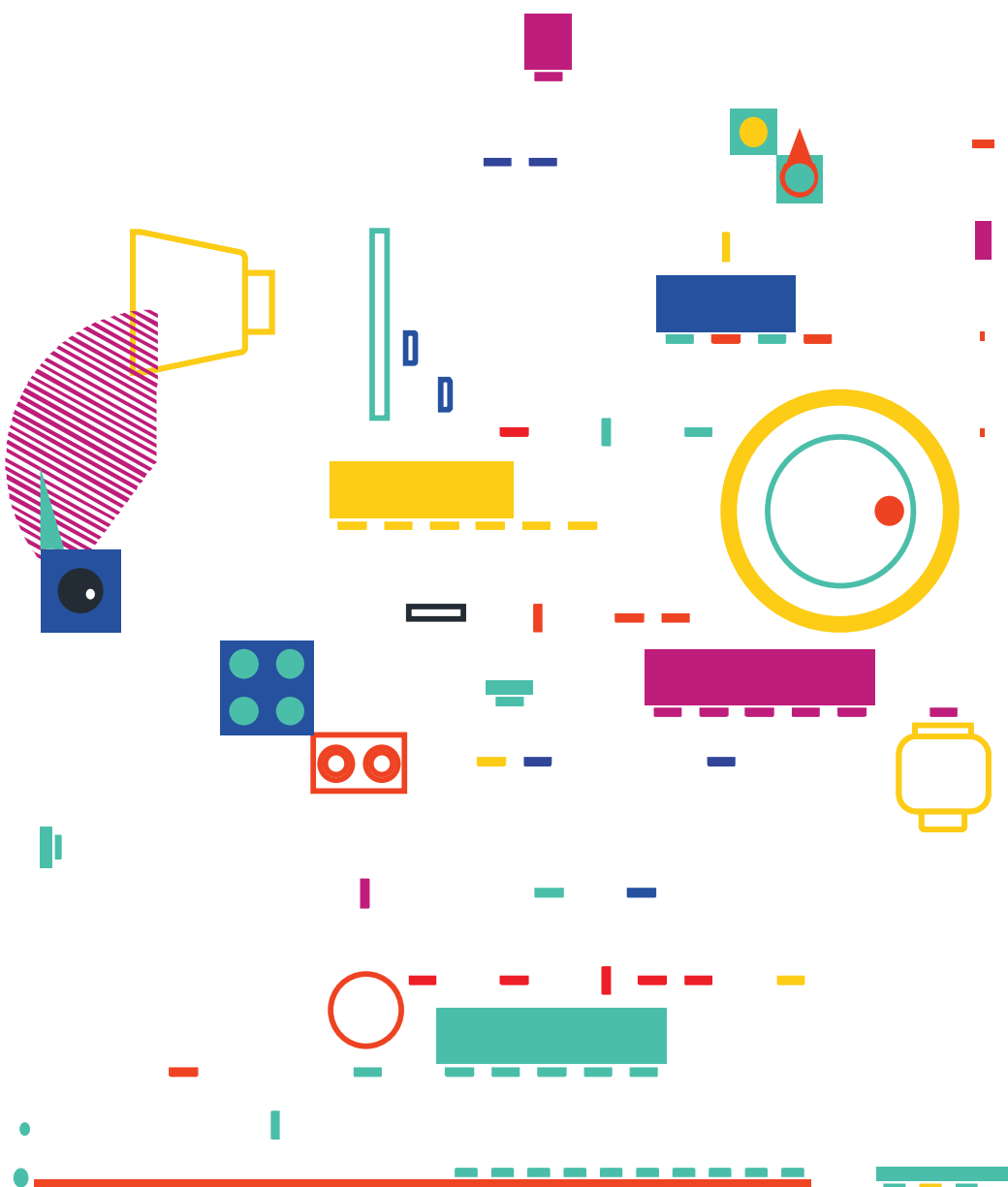
Monthly Household Income - Trended



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	Community Size & Structure	Watching & Listening
Trended (to 2010 or 2016 – depending on availability of data)	Shopping	Eating & Drinking
Wealth	Centres, online, transport & travel time	Casino
Socio Economic Structure (SEM) Living Standard Measurement (LSM) Monthly Household Income	Loyalty Cards & Garage Forecourts	Travel
Trended (to 2010 or 2016 – depending on availability of data)	Home & Garden	Health
Finance - Products & Banks	Home & Garden	Complaints & Cures
Insurance – Products & Insurers	Pets at home	Lifestyle
	Shopping for the Home	Self Care

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



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