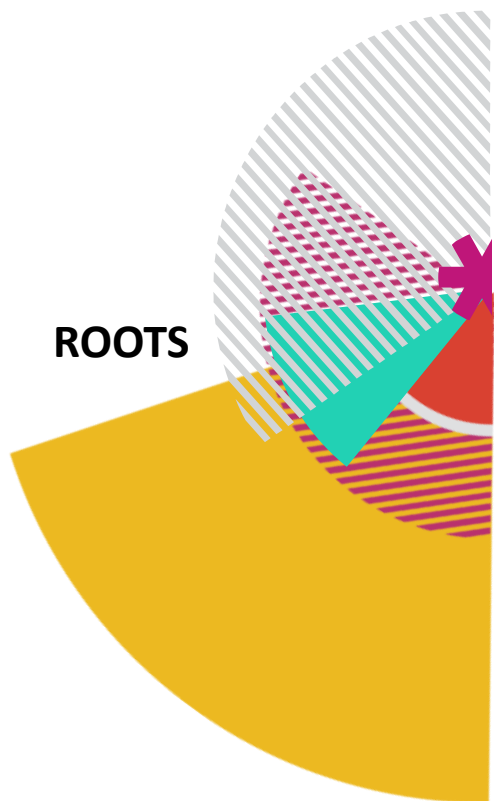




ROOTS:  
Pimville - Soweto  
(Pimville Urban News)  
2019

## 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,

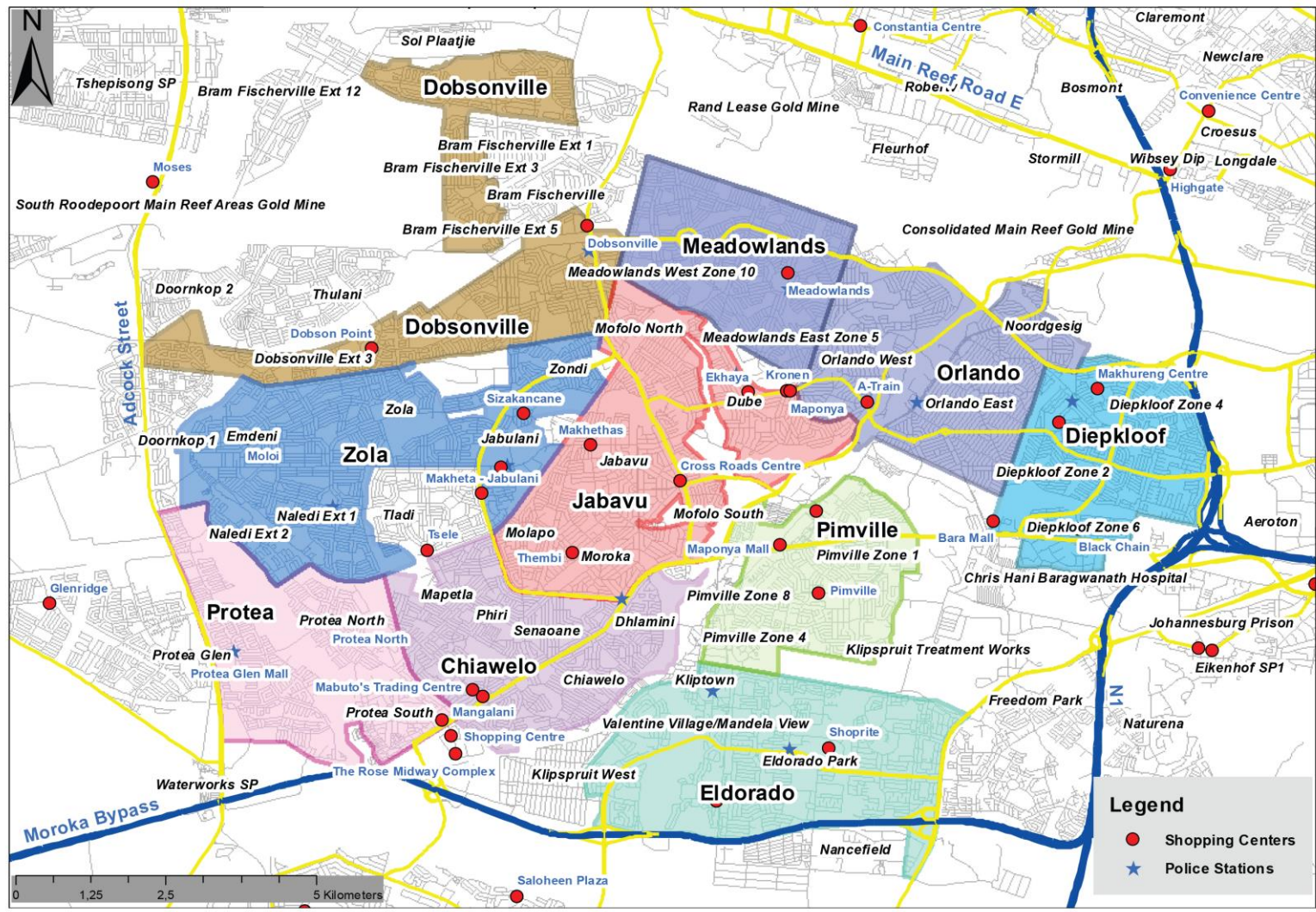
#### Medium Metros –18 Communities

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

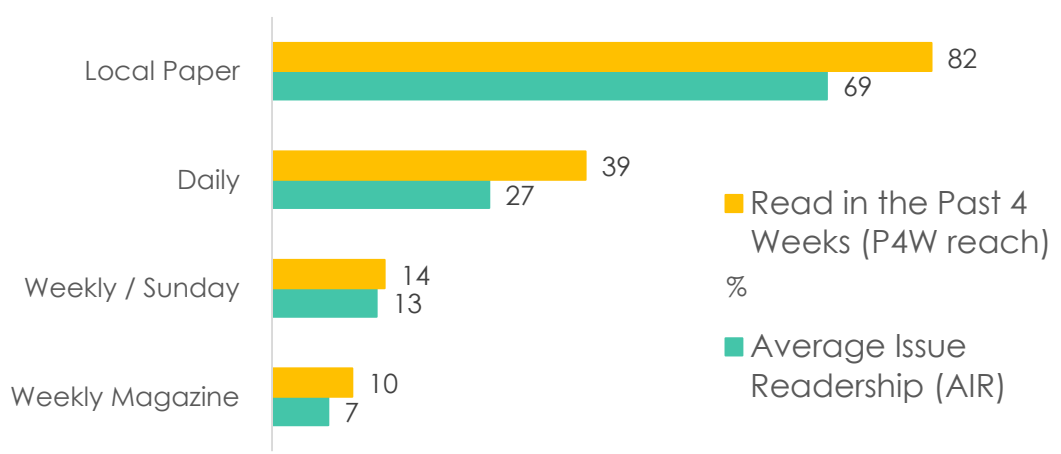
#### Small Metros –30 Communities

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

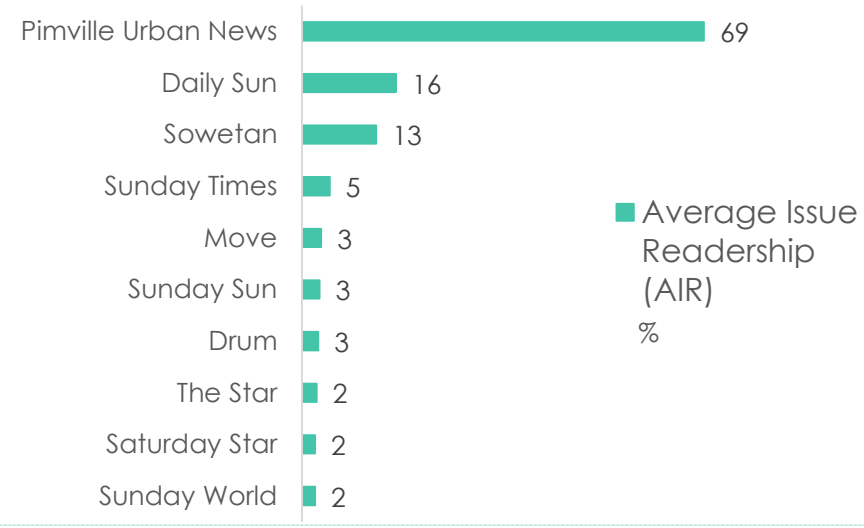
Soweto 2019 Footprints



Paper Categories



Top 10 paper titles

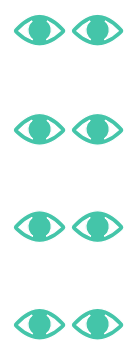


Regular Readers

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

83% 70%

of past 4 weeks readers



Multiple Reading

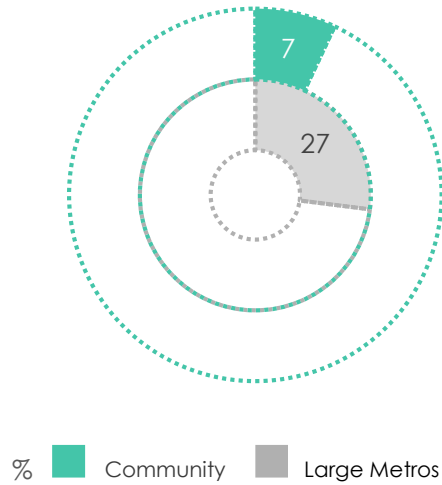
Read one issue of the local paper on more than one occasion

7% 29%

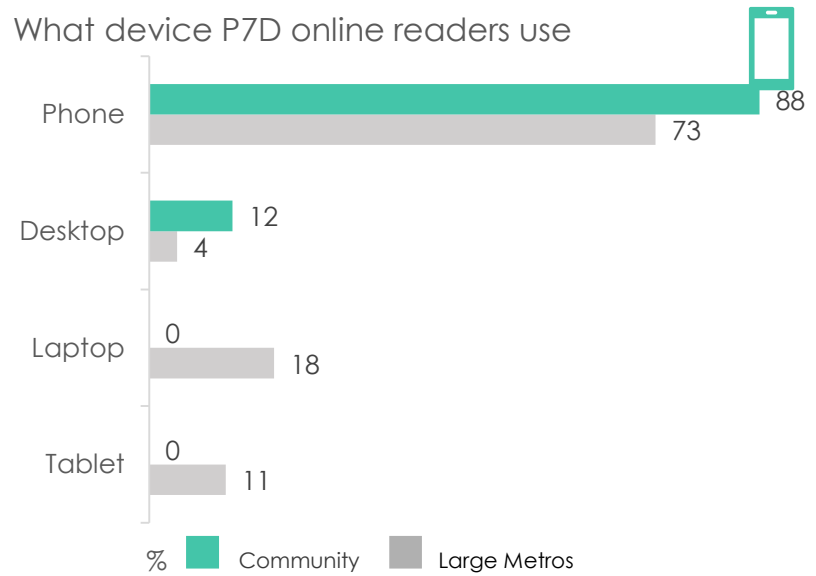
of Average Issue Readers

Community Large Metros

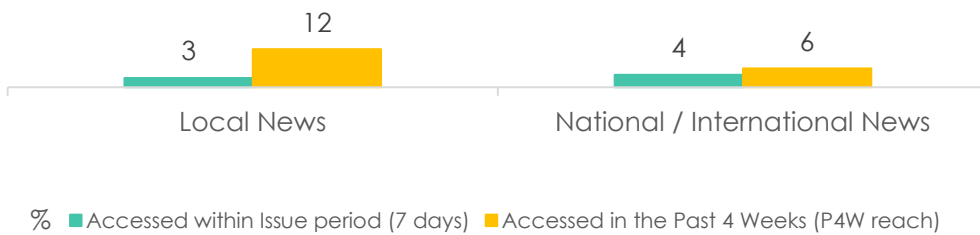
Read news online in the past 7 days



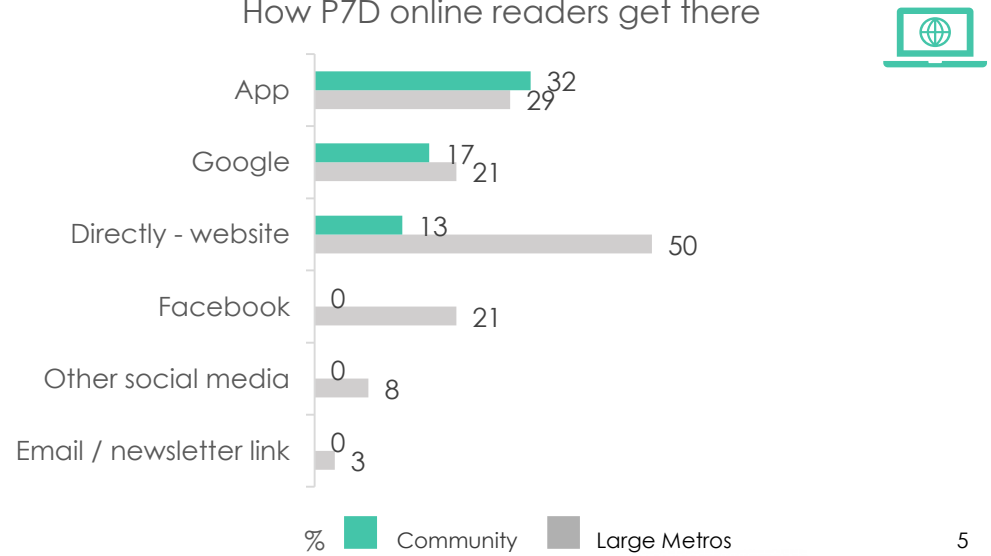
What device P7D online readers use



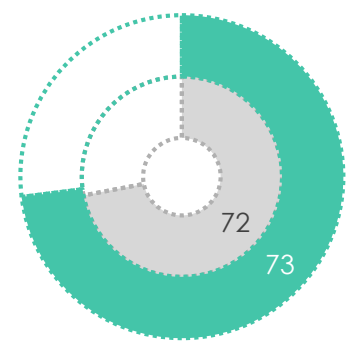
Type of News accessed



How P7D online readers get there

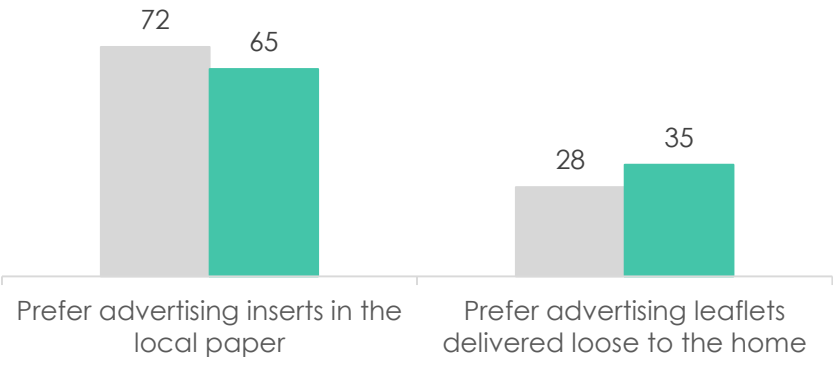


Use advertising in the local paper to help with shopping decisions



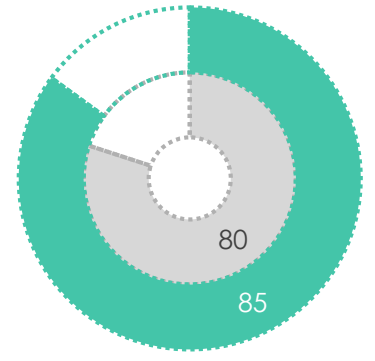
% ■ Community ■ Large Metros

Preference for receiving advertising inserts/ leaflets



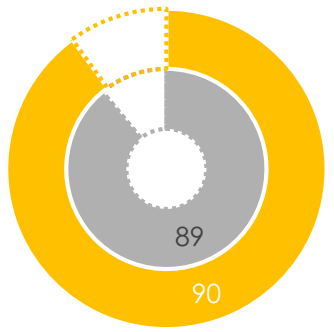
% ■ Community ■ Large Metros

Read the inserts delivered to the home inside their local paper

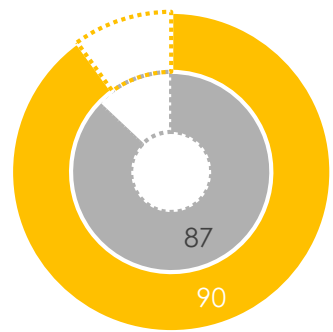


% ■ Community ■ Large Metros

**Plan shopping**



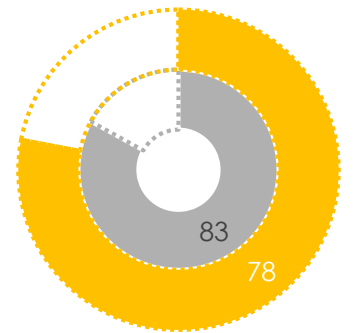
**Plan a day or 2 before / within the week**



**96%**  
of readers of the local paper read on Wednesday, Thursday or Friday before the weekend shop



**Mostly shop over the weekend**



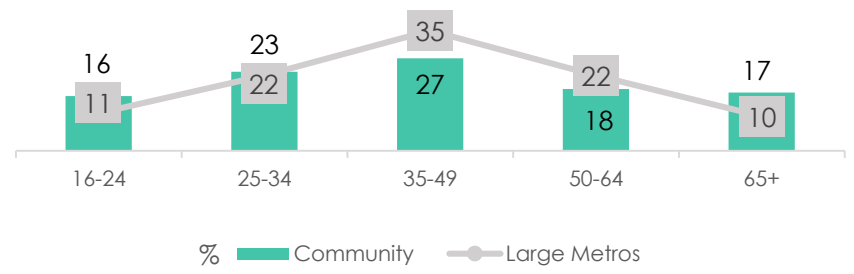
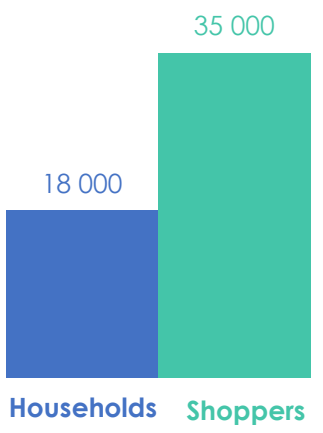
% ■ Community ■ Large Metros



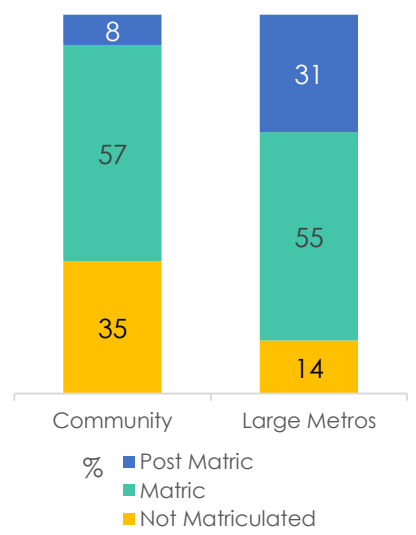
# Community Size & Structure

# Pimville - Soweto

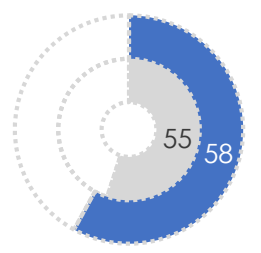
Footprint size



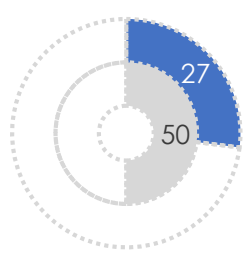
Education



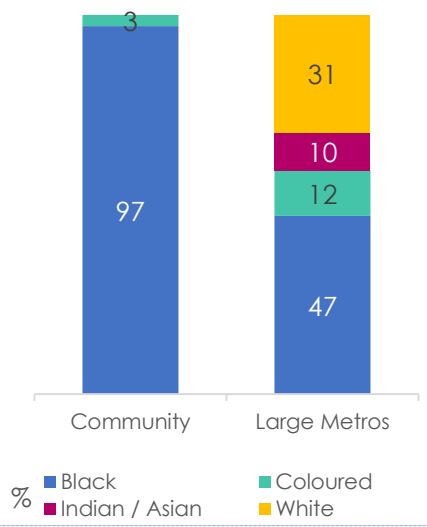
Children



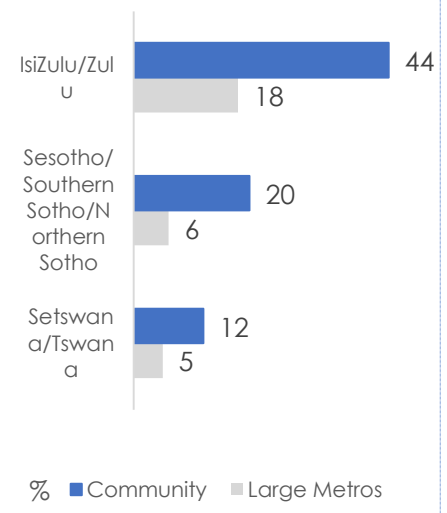
Married or living with a partner



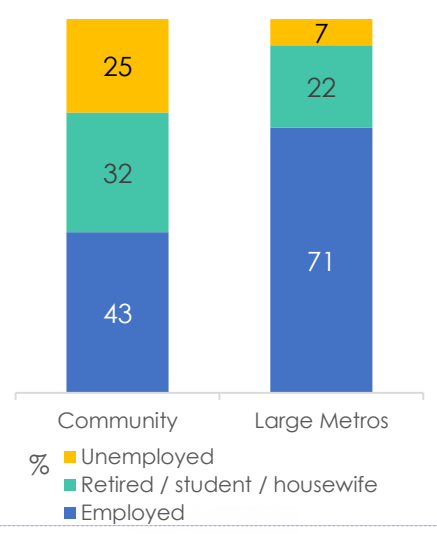
Race



Language



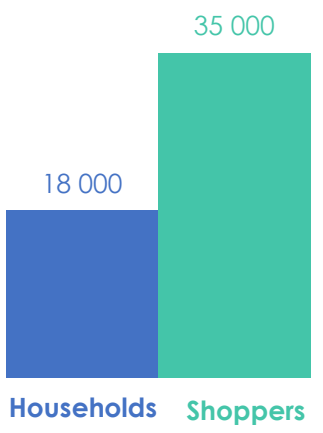
Employment



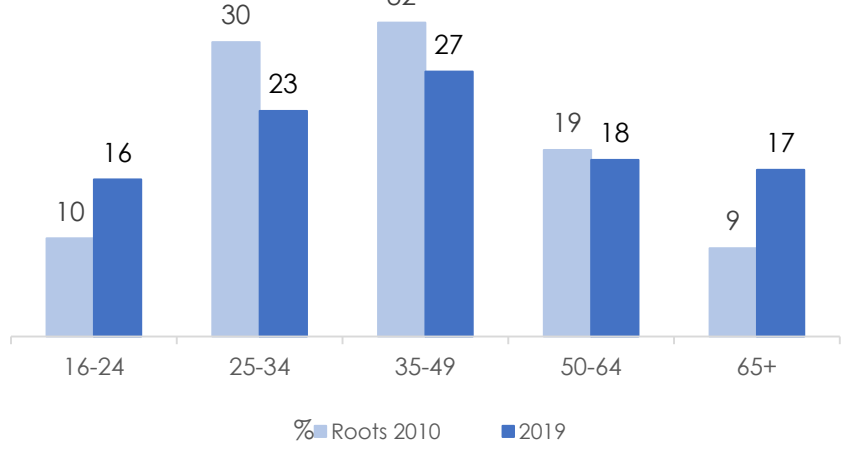
# Community Size & Structure – Trended

## Pimville - Soweto

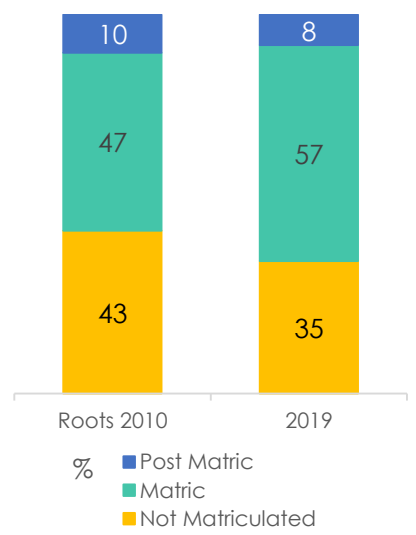
Footprint size



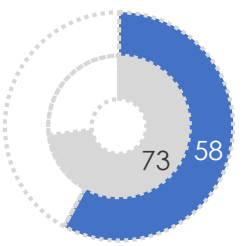
Age



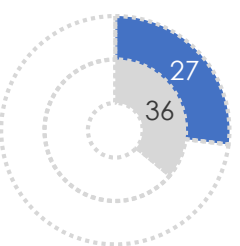
Education



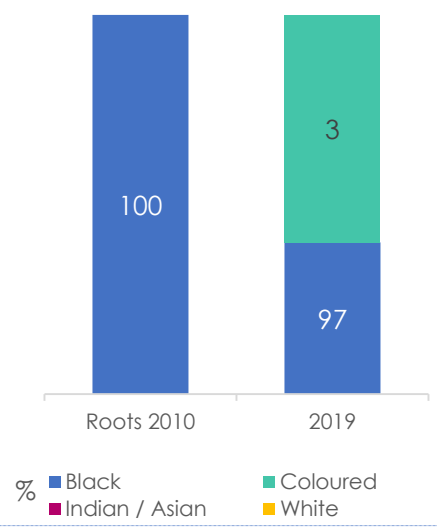
Children



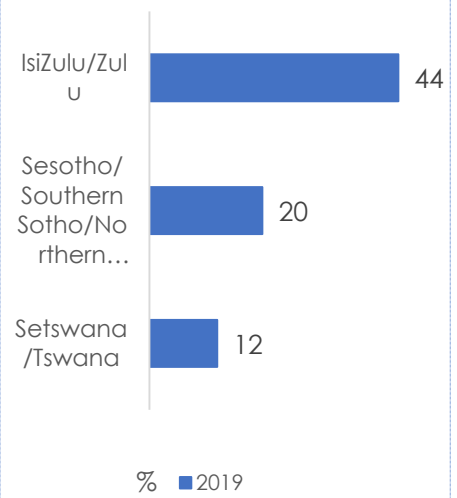
Married or living with a partner



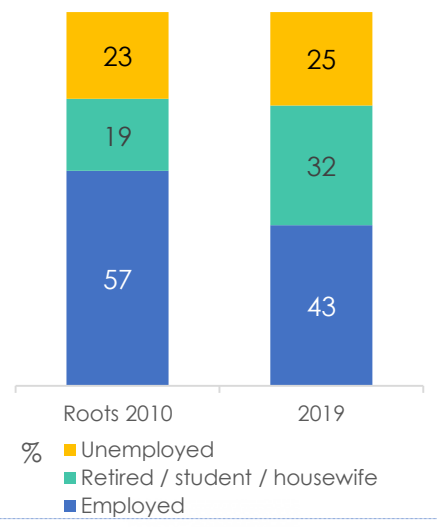
Race



Language



Employment



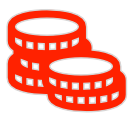
% Roots 2010 2019

% Black Coloured Indian / Asian White

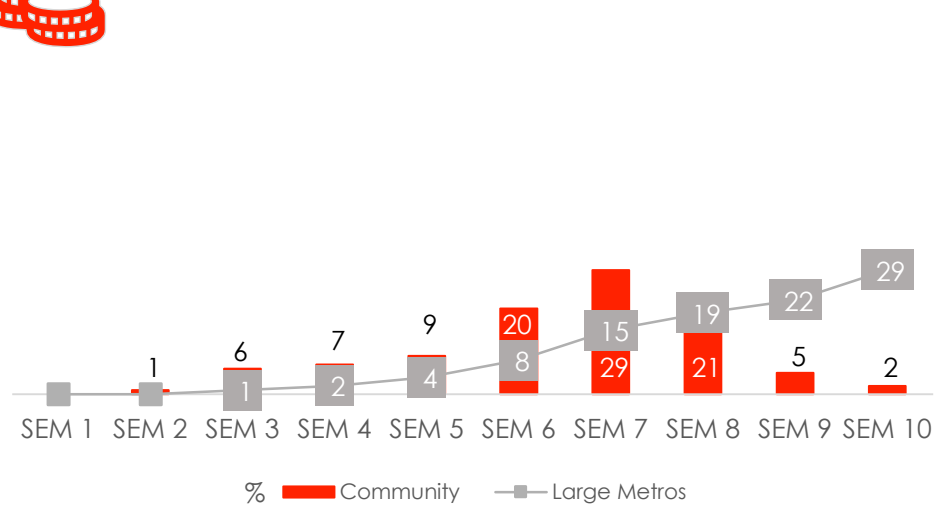
% 2019

% Unemployed Retired / student / housewife Employed

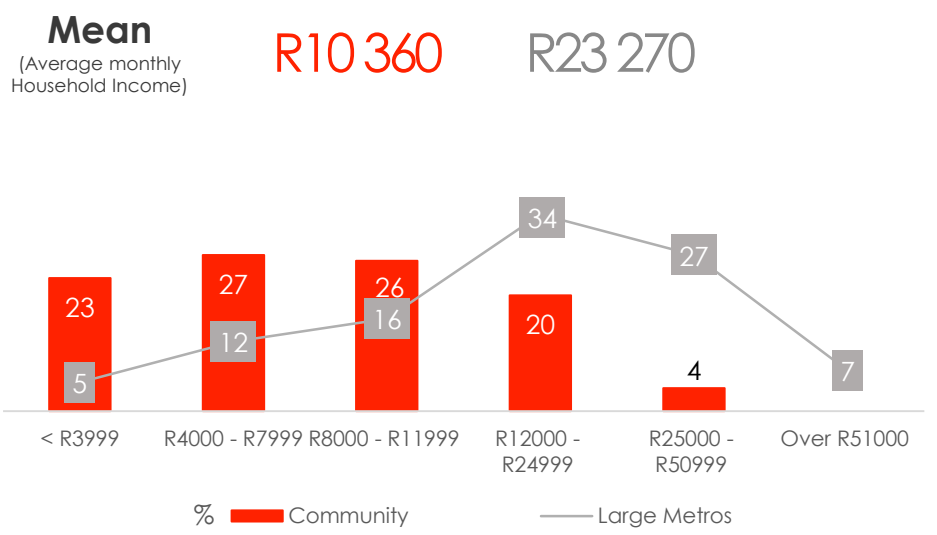




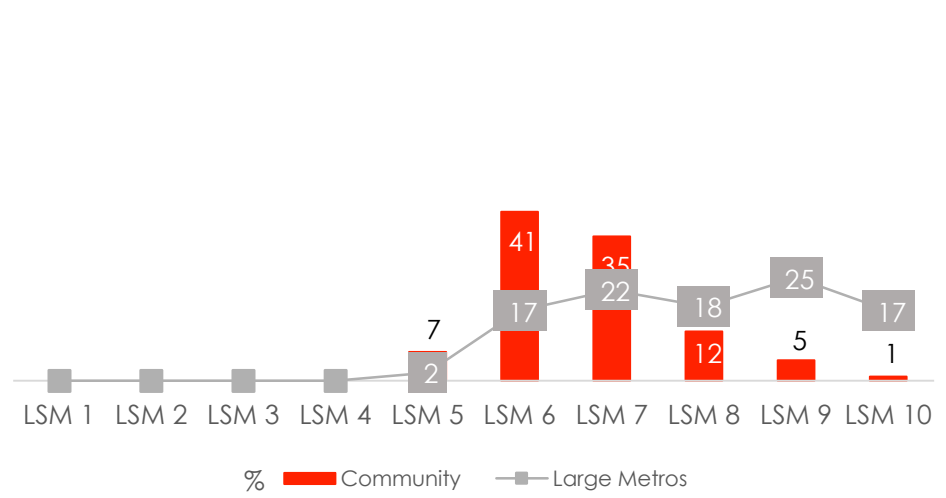
Socio Economic Measure (SEM) distribution



Monthly Household Income

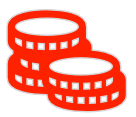


Living Standard Measurement (LSM) distribution

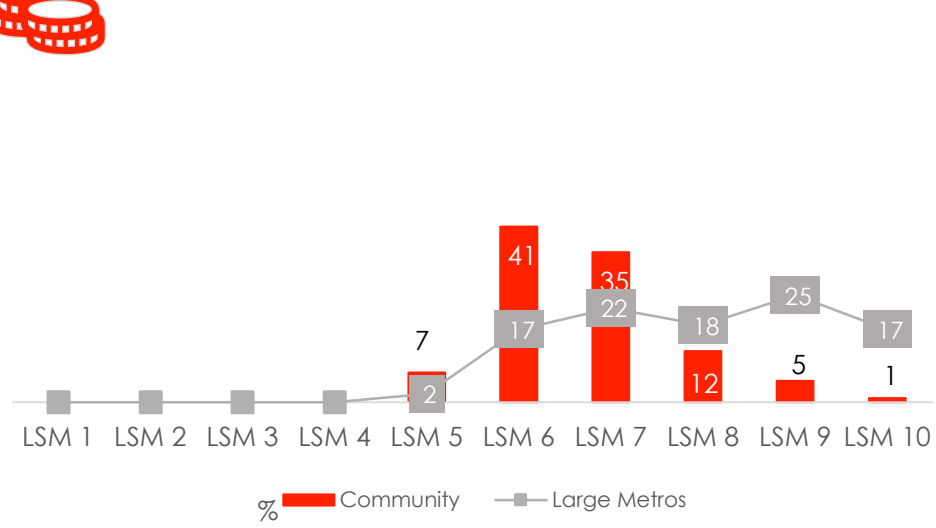


Percentage of people who have...

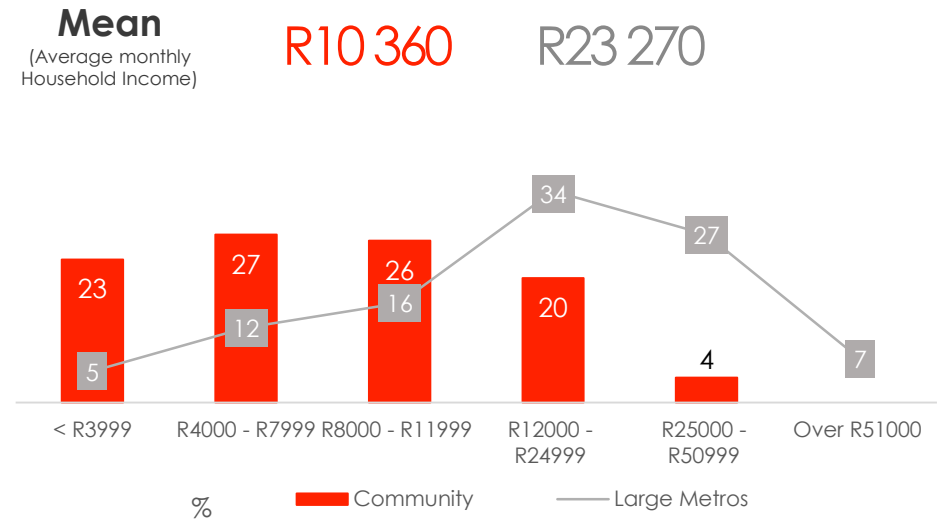
|                                 | <b>Community</b><br>% | <b>Large Metros</b><br>% |
|---------------------------------|-----------------------|--------------------------|
| Long Term Savings / Investments | 26                    | 58                       |
| Medical Aid                     | 7                     | 39                       |
| Own Business                    | 3                     | 9                        |
| Credit Card                     | 2                     | 23                       |



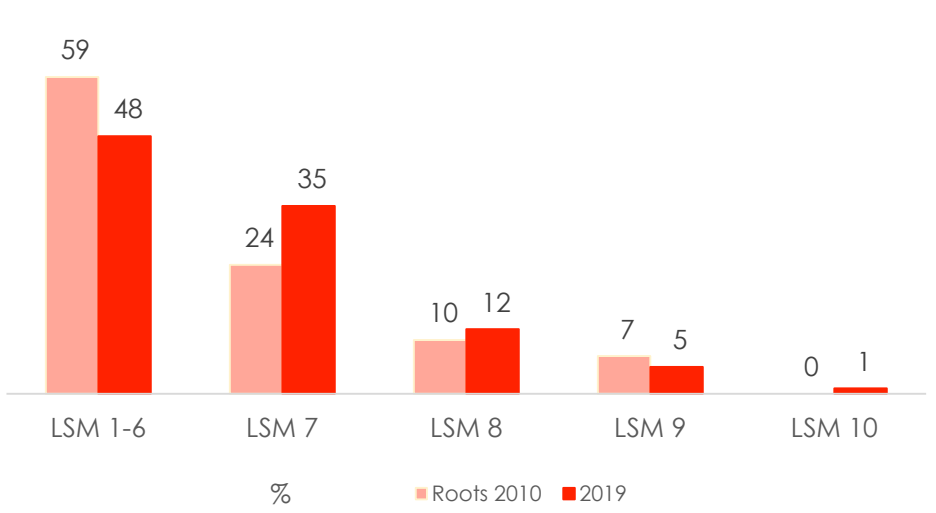
LSM distribution



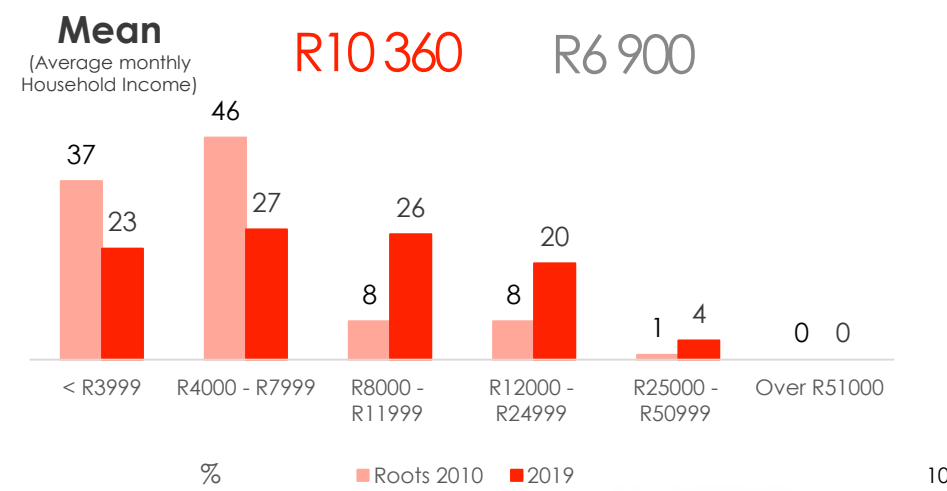
Monthly Household Income



LSM - Trended



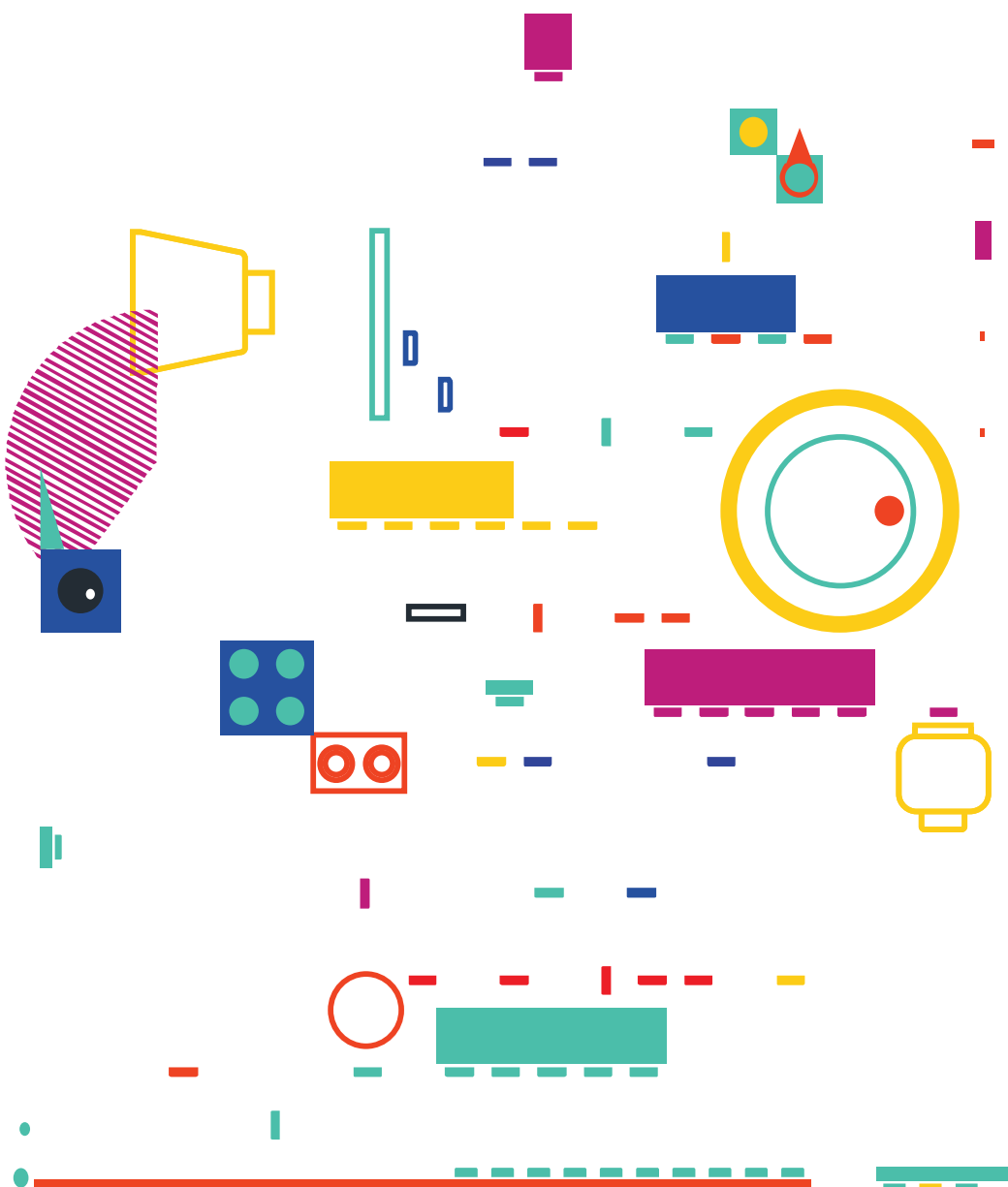
Monthly Household Income - Trended



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>                 | Travel                     |
| Socio Economic Structure (SEM)<br>Living Standard Measurement (LSM)<br>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)



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