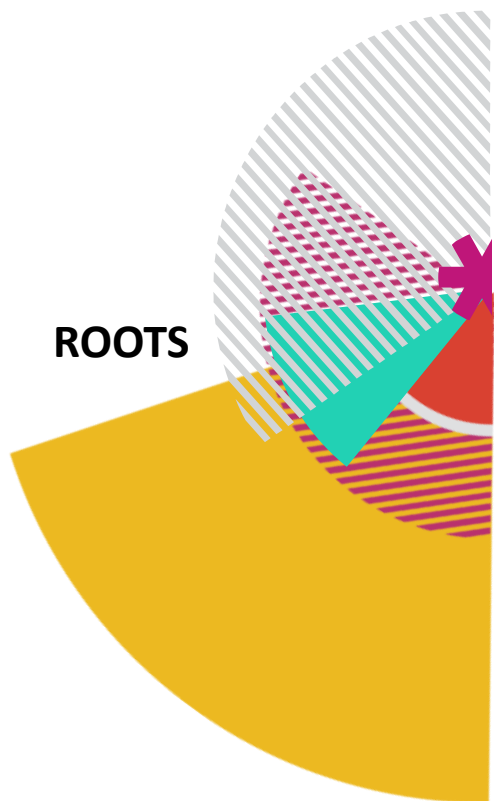




ROOTS:
Roodepoort - JHB West Rand
(Roodepoort Record)
2019

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,

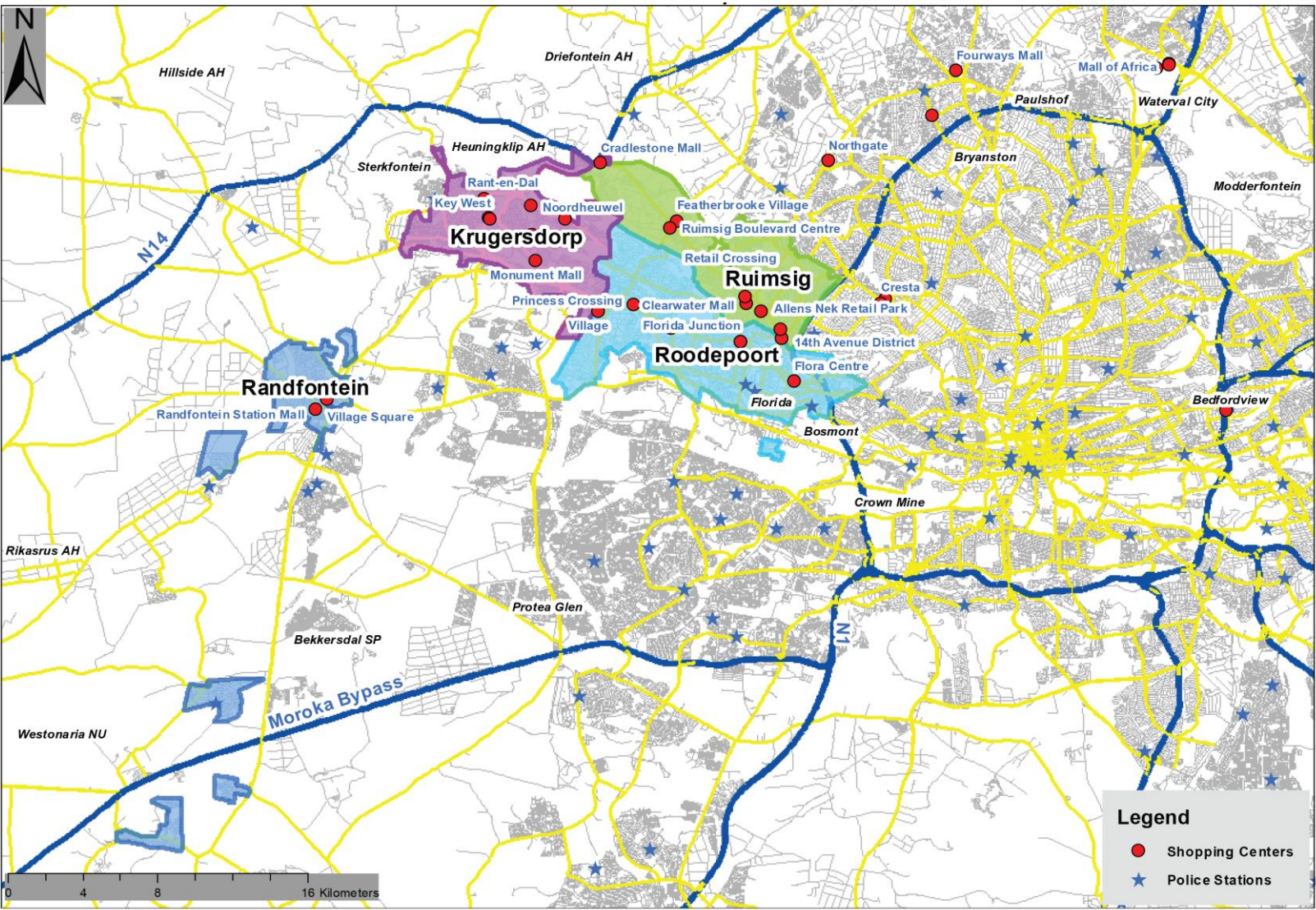
Medium Metros – 18 Communities

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

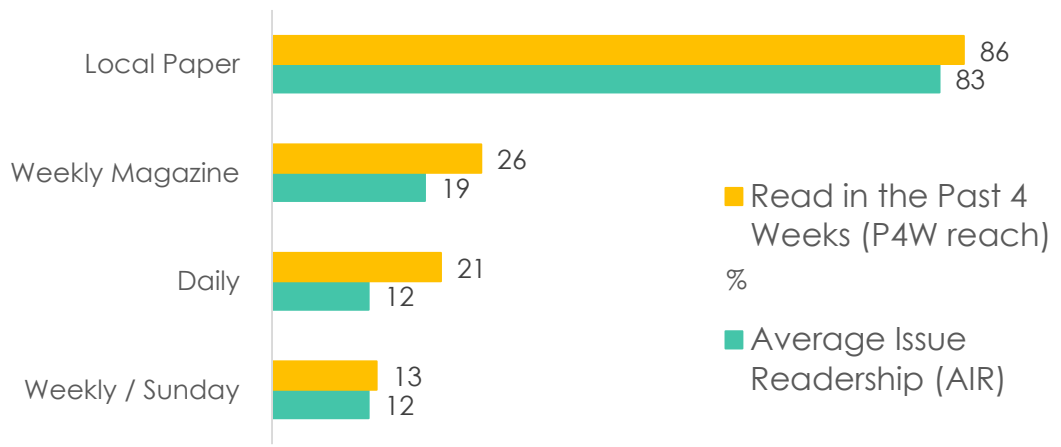
Small Metros – 30 Communities

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

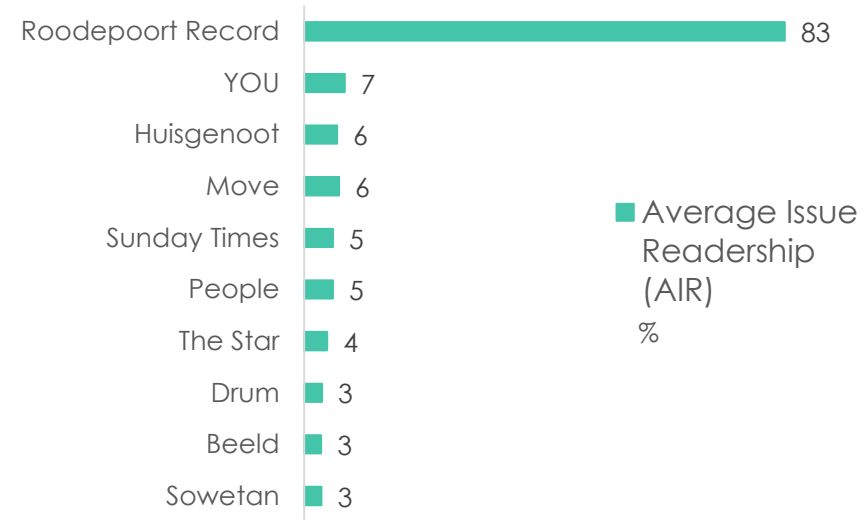
JHB West 2019 Footprints



Paper Categories



Top 10 paper titles



Regular Readers

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

89% 70%

of past 4 weeks readers



Multiple Reading

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

26% 23%

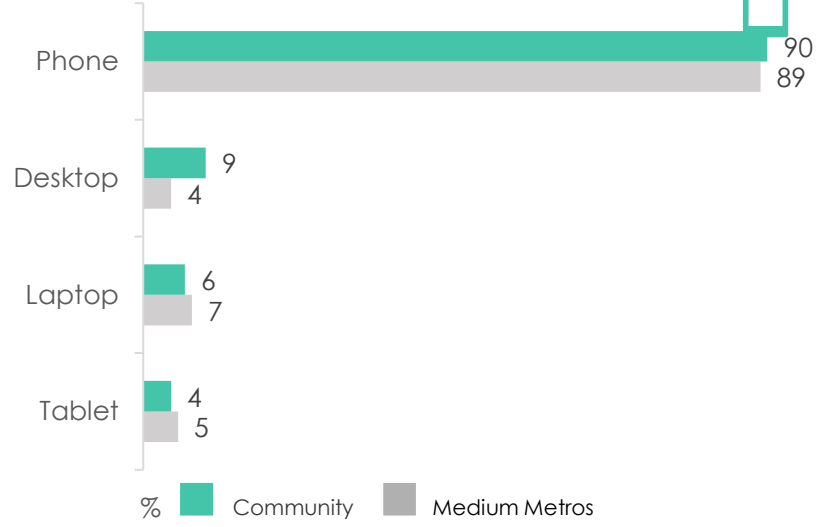
of Average Issue Readers

Community Medium Metros

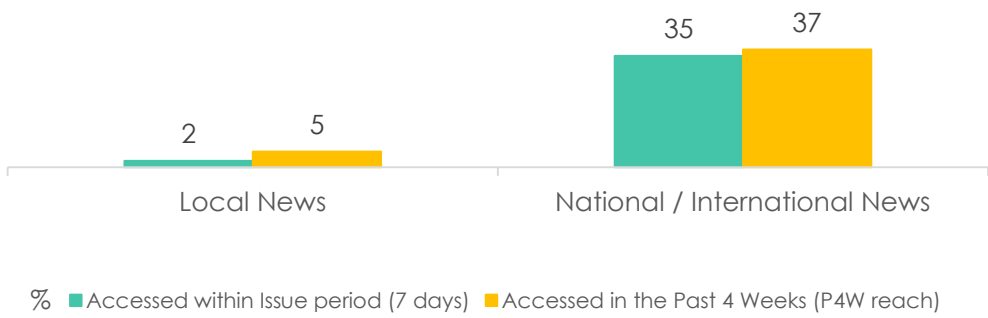
Read news online in the past 7 days



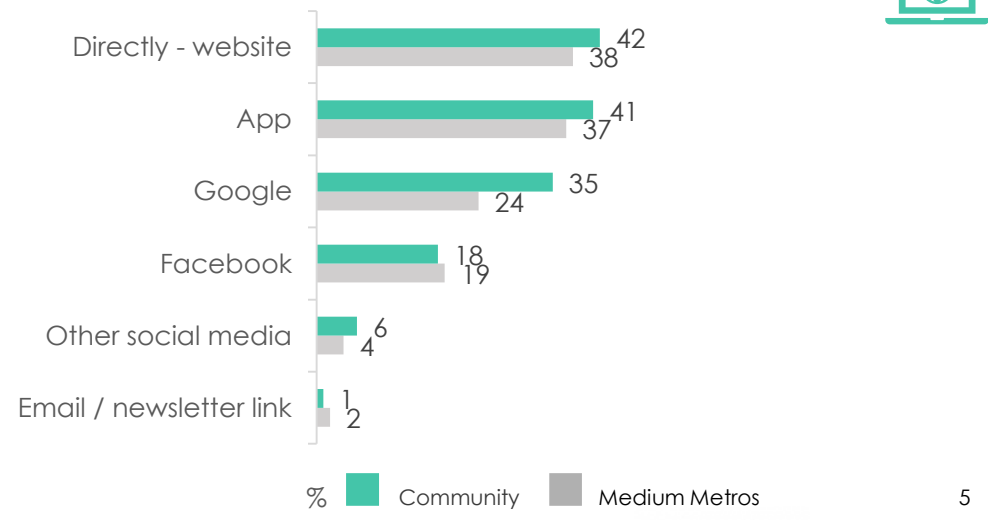
What device P7D online readers use



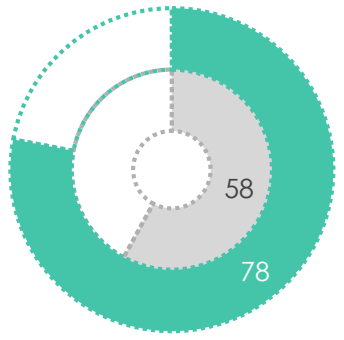
Type of News accessed



How P7D online readers get there

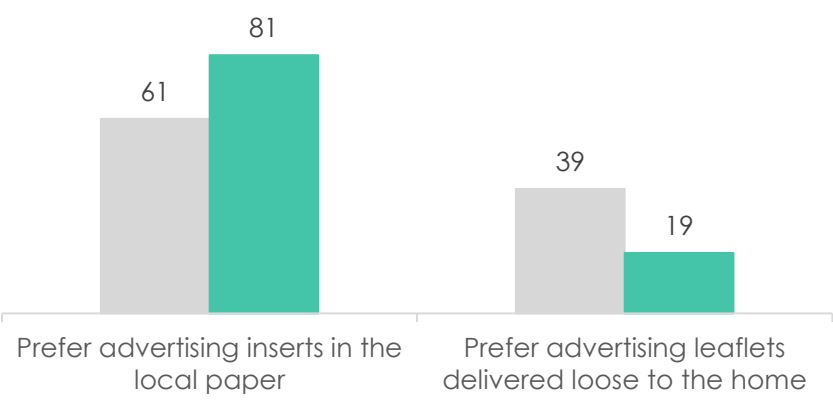


Use advertising in the local paper to help with shopping decisions



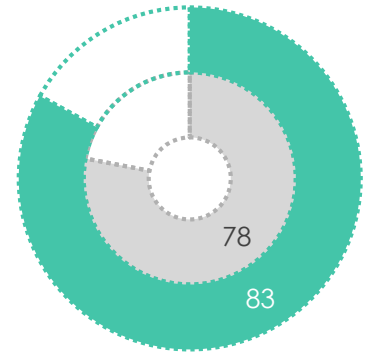
% Community Medium Metros

Preference for receiving advertising inserts/ leaflets



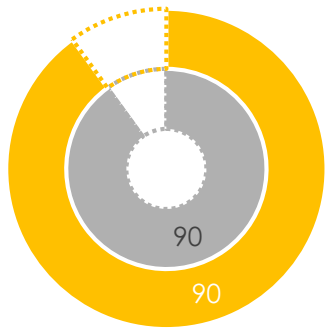
% Community Medium Metros

Read the inserts delivered to the home inside their local paper

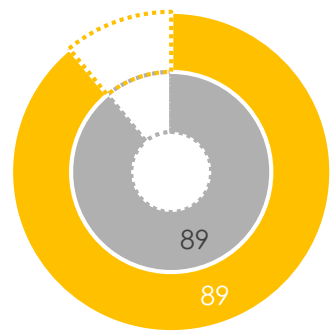


% Community Medium Metros

Plan shopping



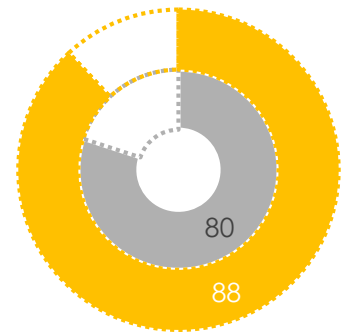
Plan a day or 2 before / within the week



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

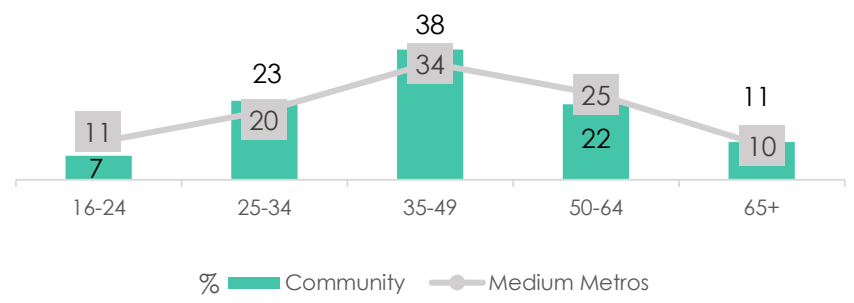
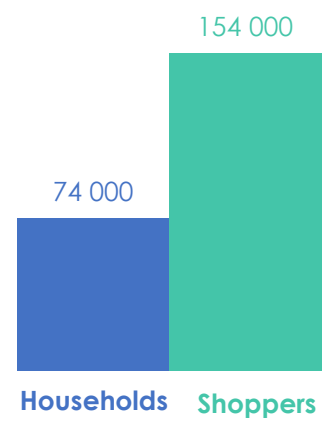


Mostly shop over the weekend

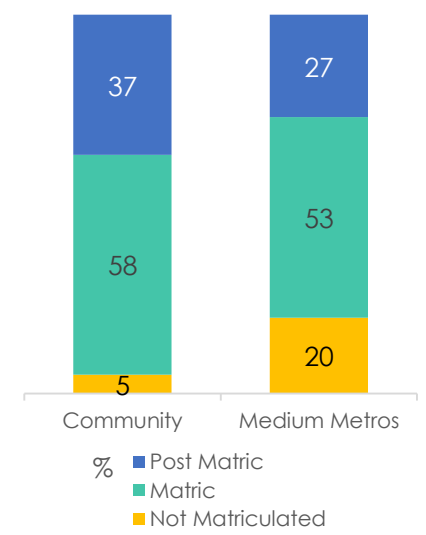


% Community Medium Metros

Footprint size

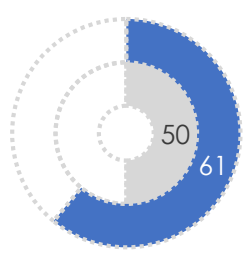
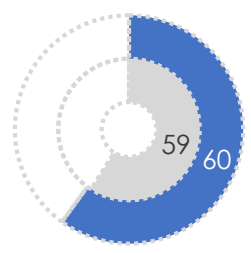


Education



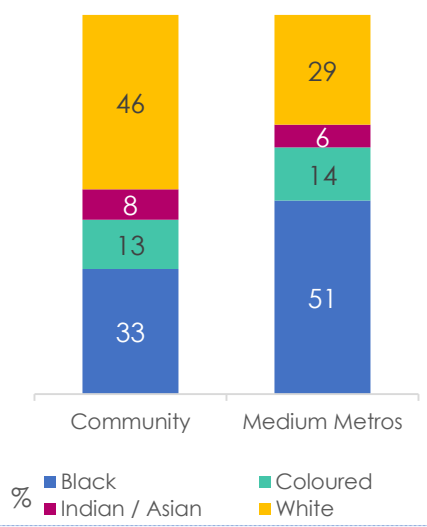
Children

Married or living with a partner



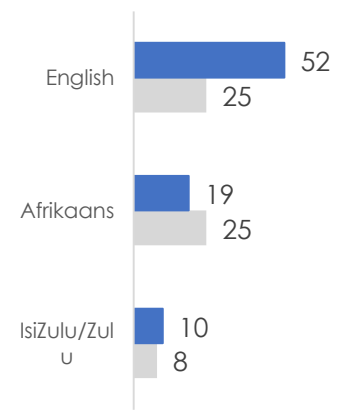
% ■ Community ■ Medium Metros

Race



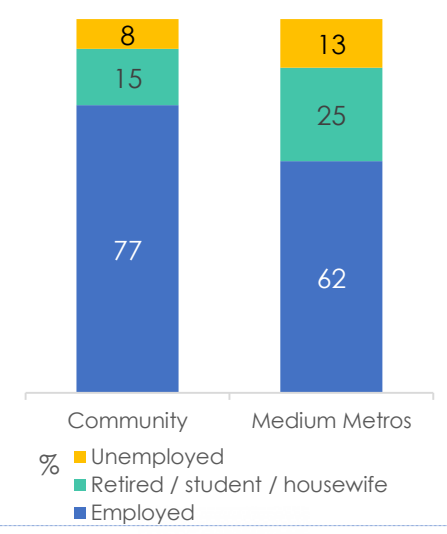
% ■ Black ■ Coloured ■ Indian / Asian ■ White

Language



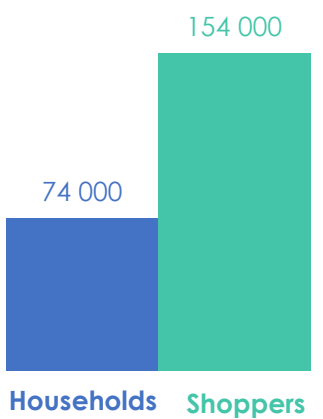
% ■ Community ■ Medium Metros

Employment

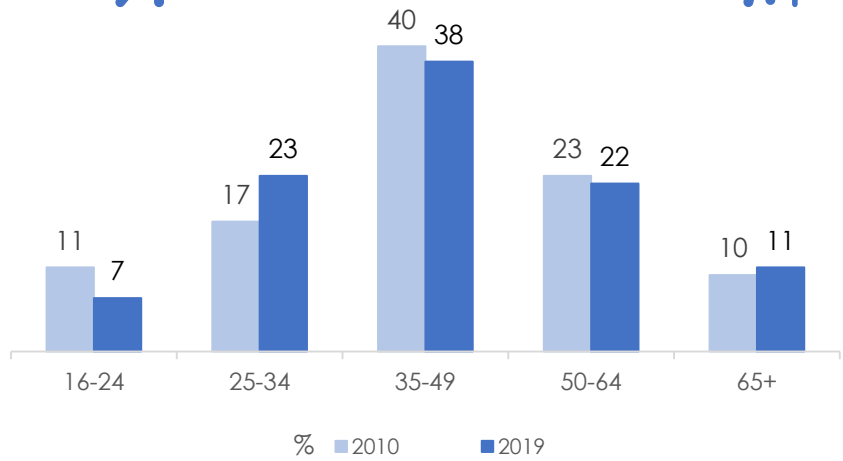


% ■ Unemployed ■ Retired / student / housewife ■ Employed

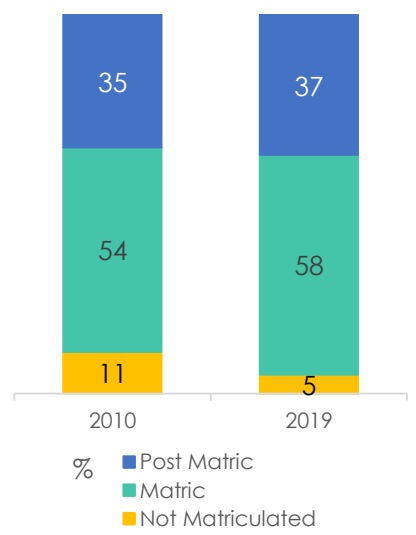
Footprint size



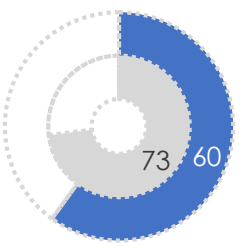
Age



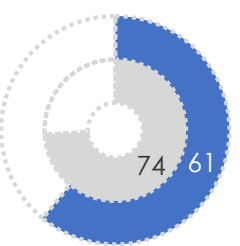
Education



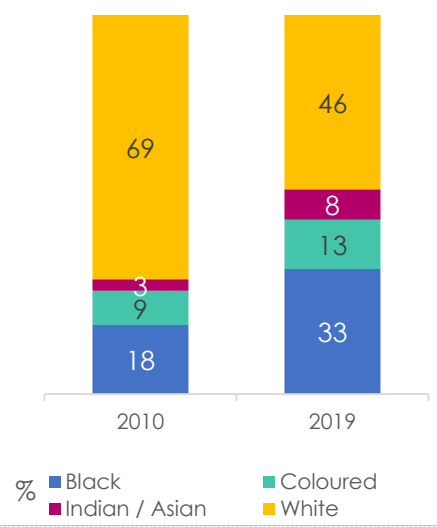
Children



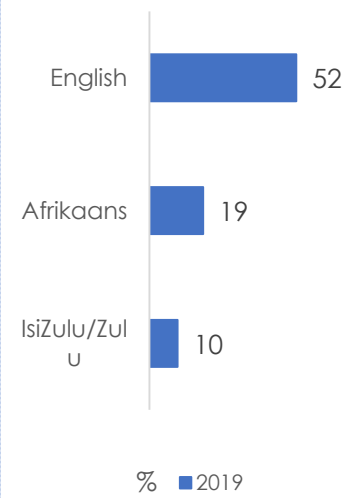
Married or living with a partner



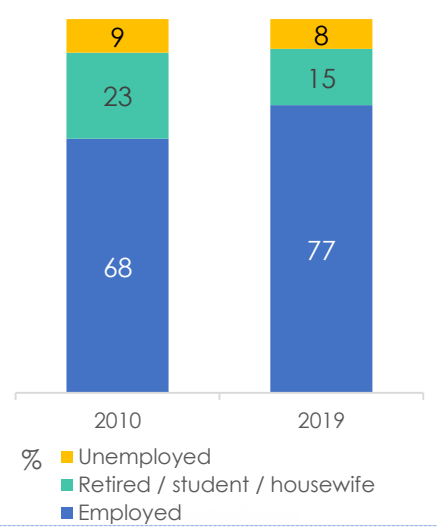
Race

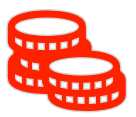


Language

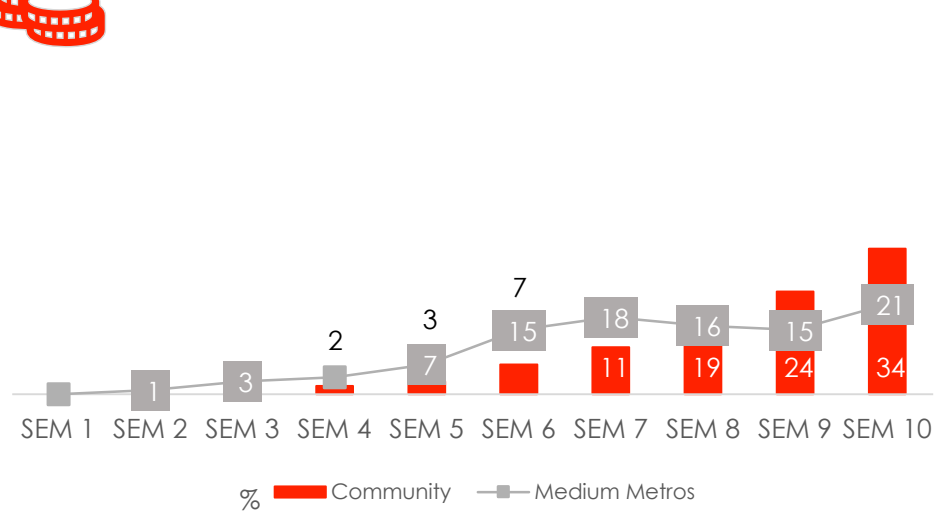


Employment

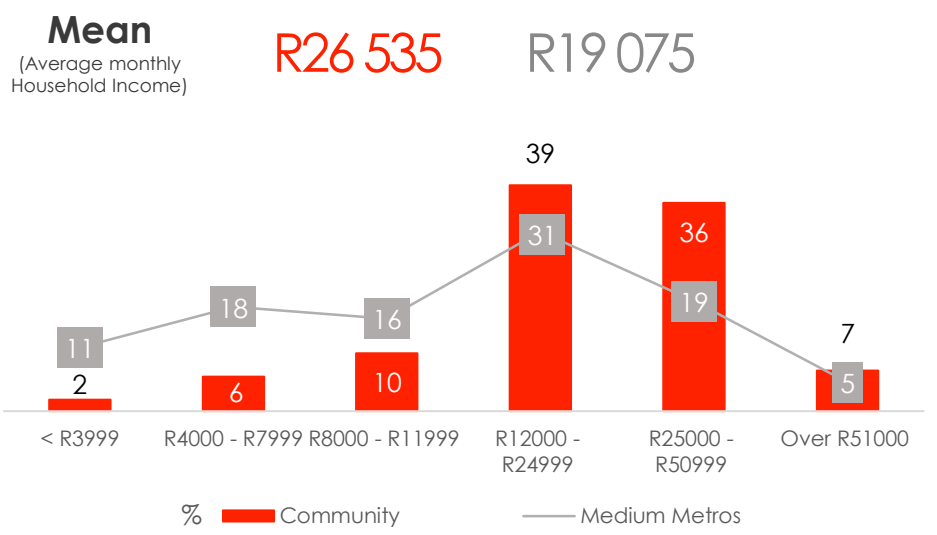




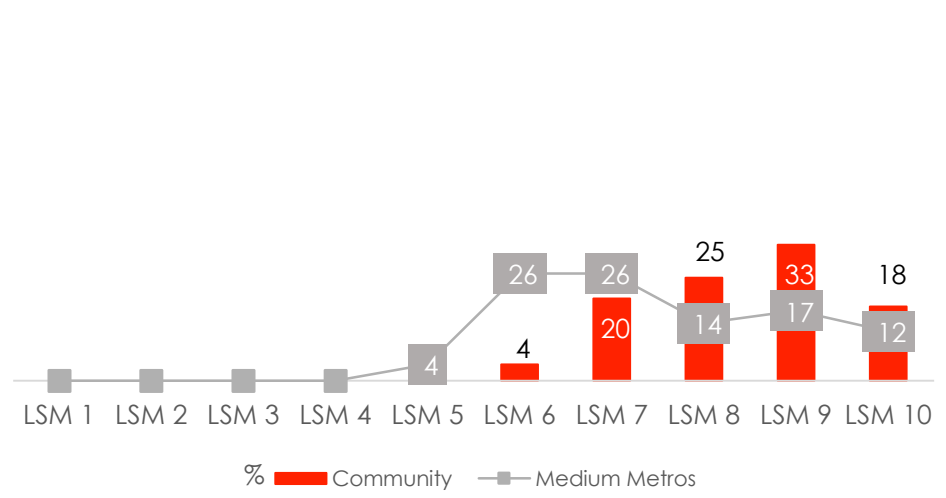
Socio Economic Measure (SEM) distribution



Monthly Household Income



Living Standard Measurement (LSM) distribution

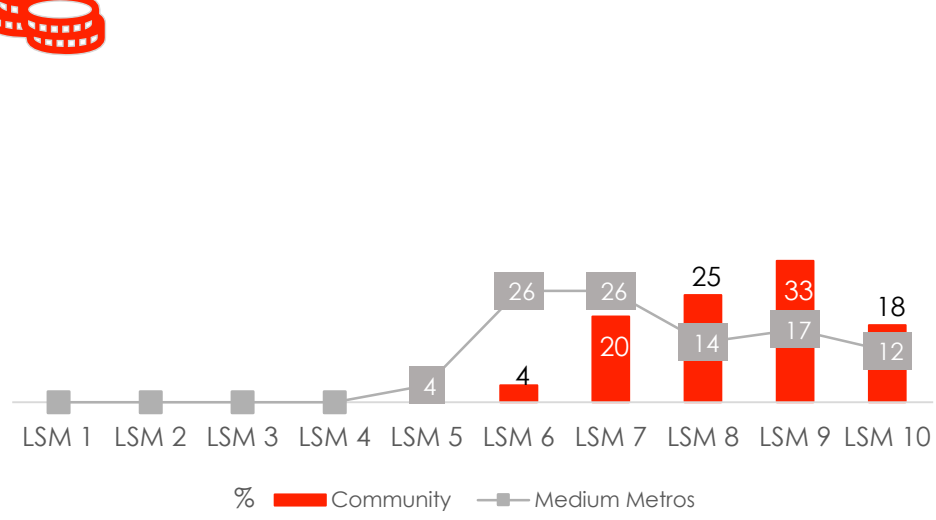


Percentage of people who have...

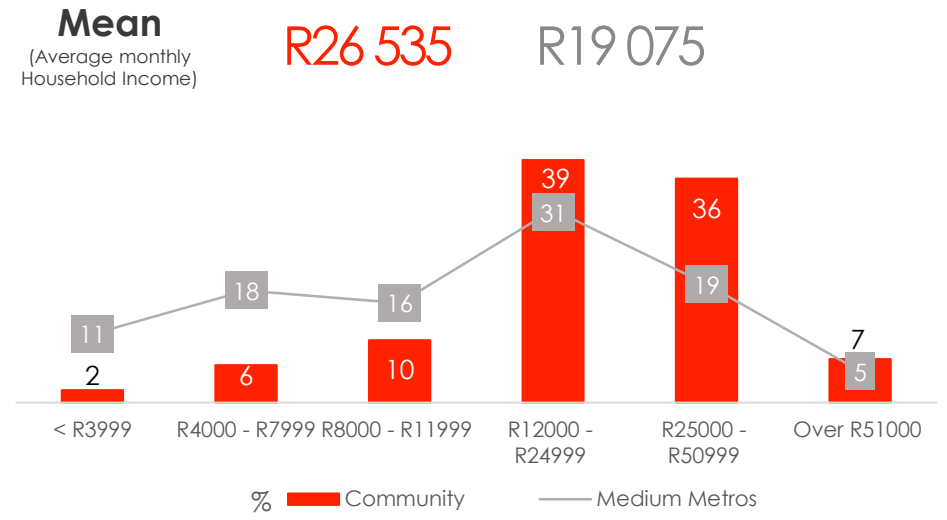
| | Community % | Medium Metros % |
|---------------------------------|-------------|-----------------|
| Medical Aid | 49 | 36 |
| Long Term Savings / Investments | 44 | 51 |
| Credit Card | 14 | 15 |
| Own Business | 4 | 6 |



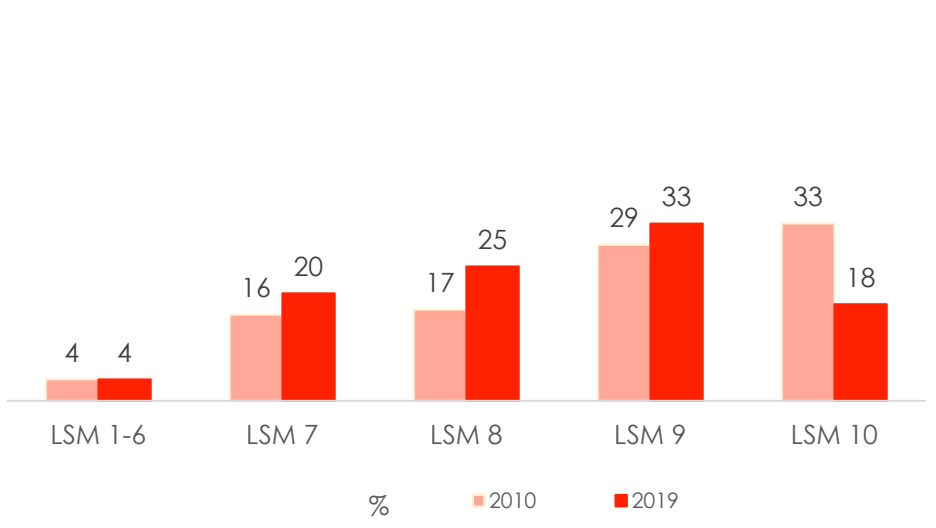
LSM distribution



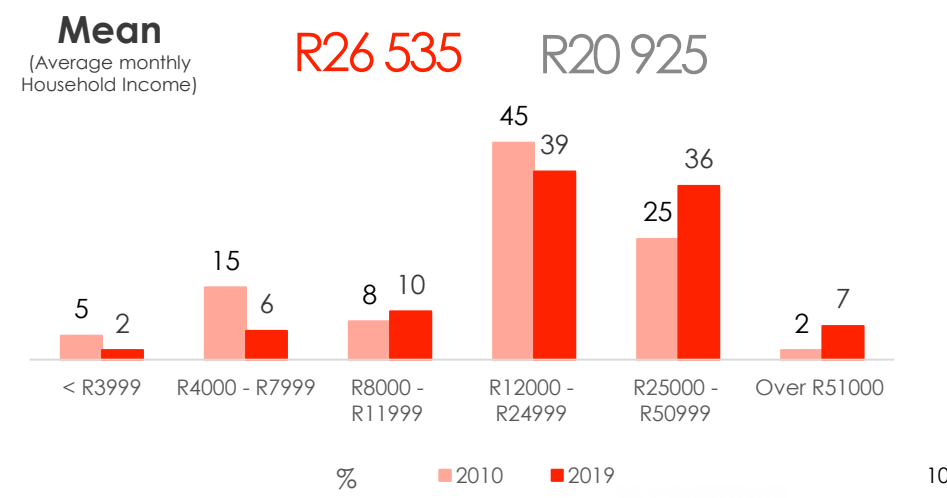
Monthly Household Income



LSM - Trended



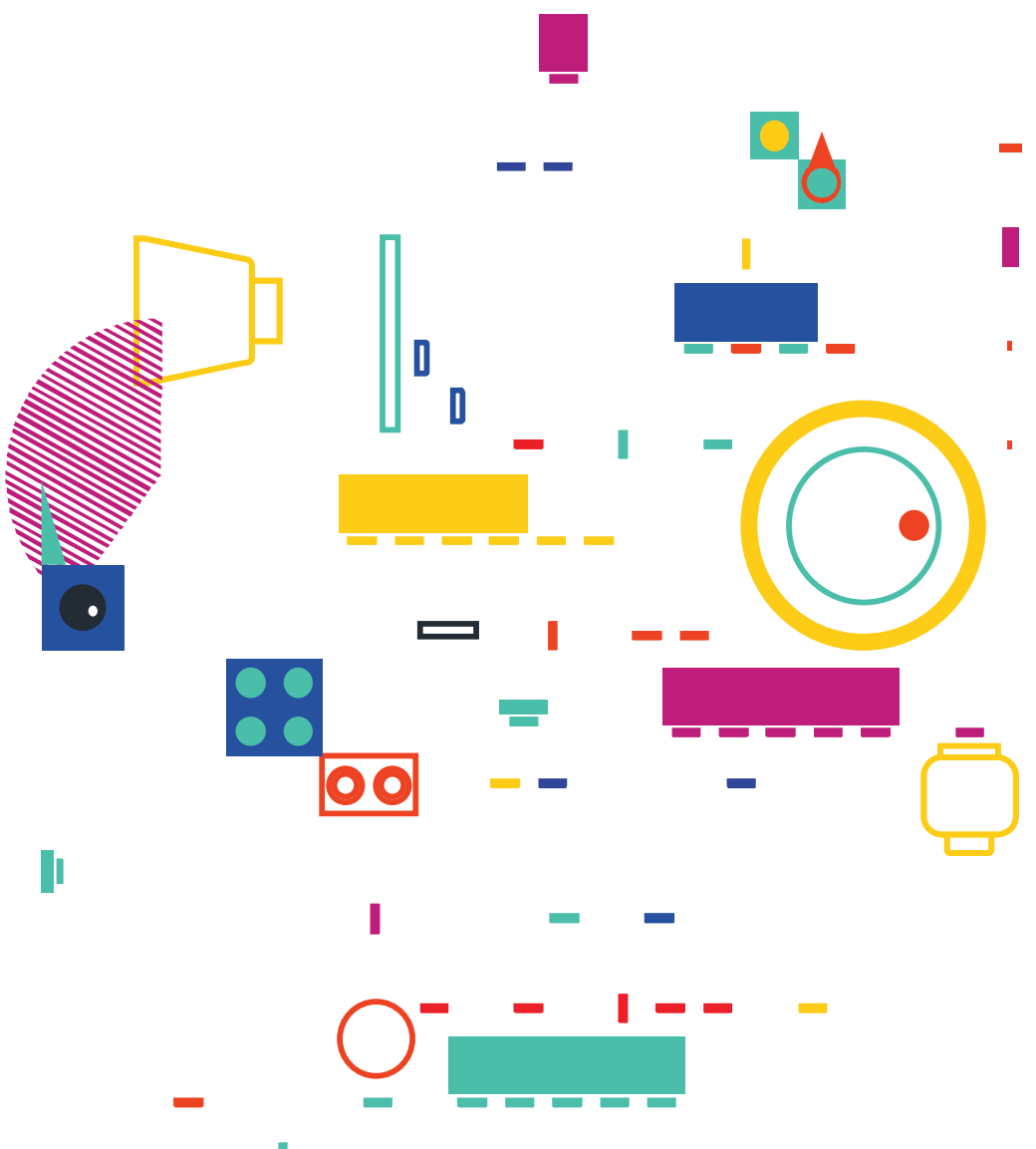
Monthly Household Income - Trended



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 | Travel |
| Socio Economic Structure (SEM) Living Standard Measurement (LSM) Monthly Household Income | Home & Garden | Health |
| 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 |

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