



ROOTS:
Ermelo - Mpumalanga
(Highvelder)
2019

Map of the Community

Reach

Papers & Weekly Magazines

Online News

Advertising Usage – Local Paper

Size and Structure

Community Size & Structure

Trended (to 2010 or 2016 – depending on availability of data)

Wealth

Socio Economic Structure (SEM)
Living Standard Measurement (LSM)
Monthly Household Income

Trended (to 2010 or 2016 – depending on availability of data)

Finance - Products & Banks

Insurance – Products & Insurers

Connection

Internet

Cell Phone

Transport

Life Changers & Interests

Shopping

Centres, online, transport & travel time

Loyalty Cards & Garage Forecourts

Home & Garden

Home & Garden

Pets at home

Shopping for the Home

Food & Grocery

Who & How

How Often & Where

Clothes & Shoes

Entertainment

Watching & Listening

Eating & Drinking

Casino

Travel

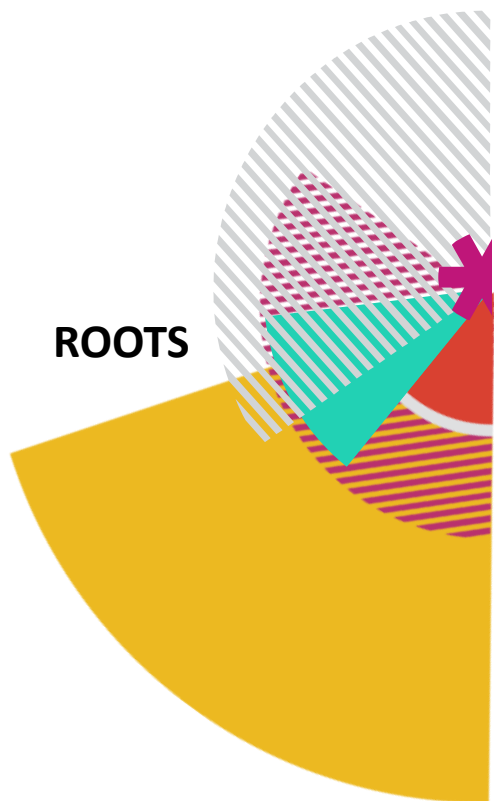
Health

Complaints & Cures

Lifestyle

Self Care

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

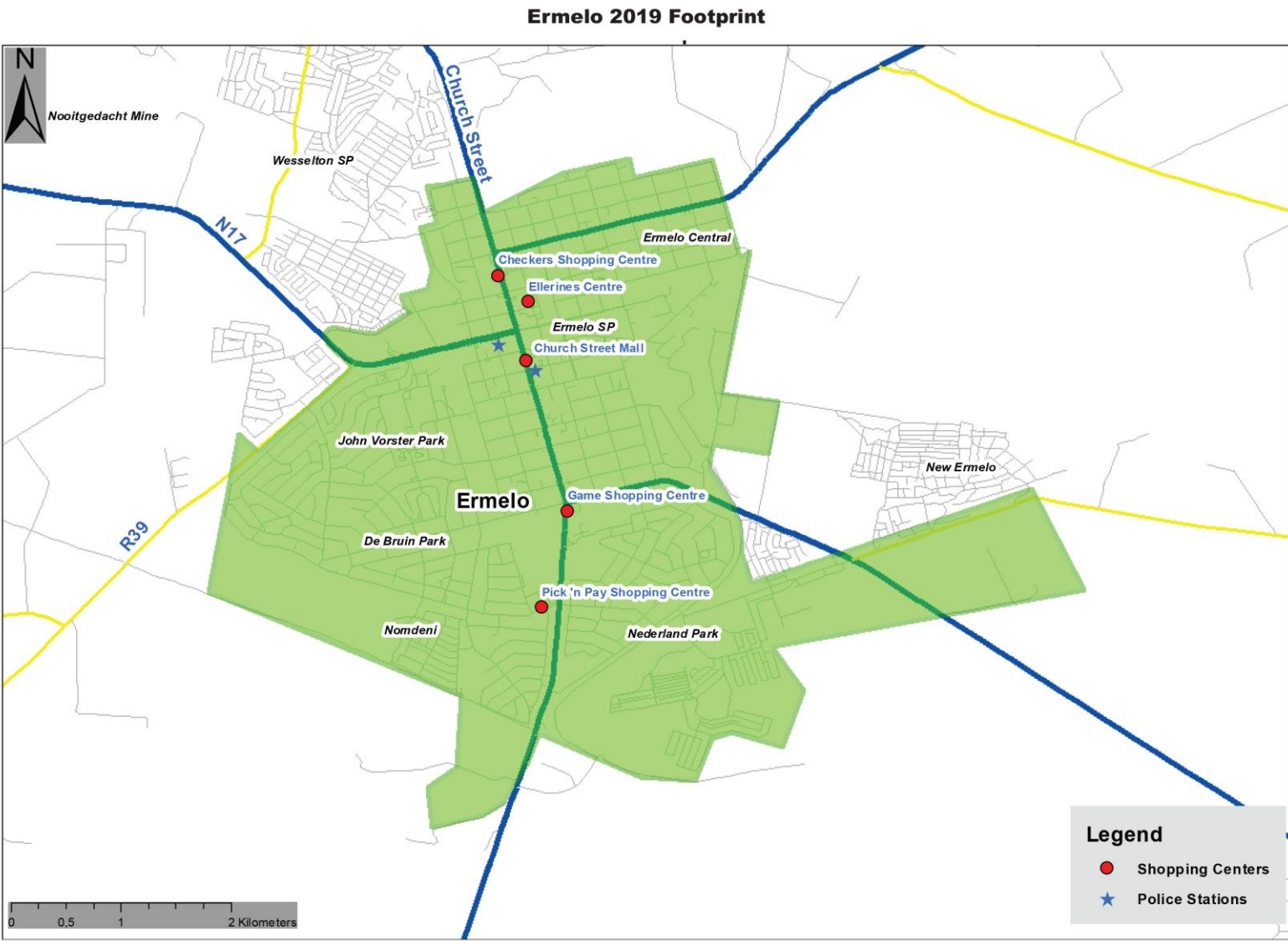
Johannesburg, Cape Town, Tshwane, Ethikwini/Durban, Ekhruleni
Eg: Sandton, Athlone, Durban North, Boksburg,

Medium Metros – 18 Communities

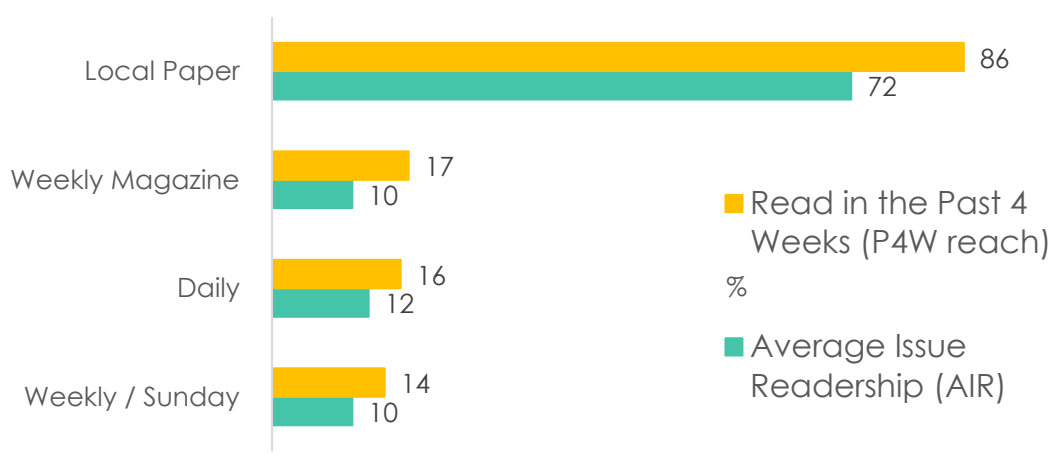
Nelson Mandela Bay, Bloemfontein, Pietermaritzburg, West Rand, Vaal, Kimberley, Polokwane, Buffalo City/East London

Small Metros – 30 Communities

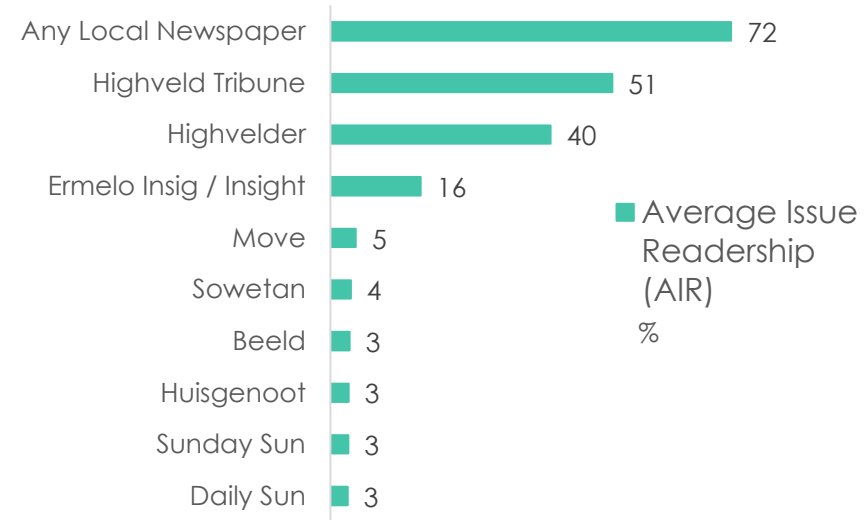
Western Cape (Garden Route, Wine Lands, Helderburg) KZN (North and South Coast, Zululand, Midlands) Mpumalanga (Mbombela, Witbank, Bethal, Middleburg, Ermelo, Lydenburg) Freestate (Welkom, Bethlehem, Kroonstad) Eastern Cape (Uitenhage, Mthatha), Rustenburg



Paper Categories



Top 10 paper titles

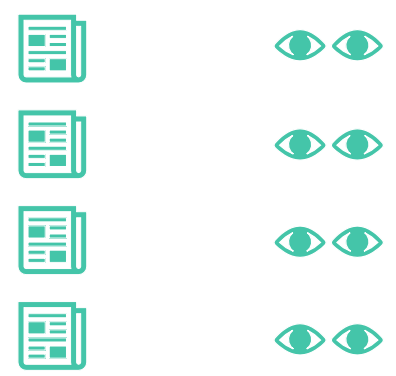


Regular Readers

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

63% 65%

of past 4 weeks readers



Multiple Reading

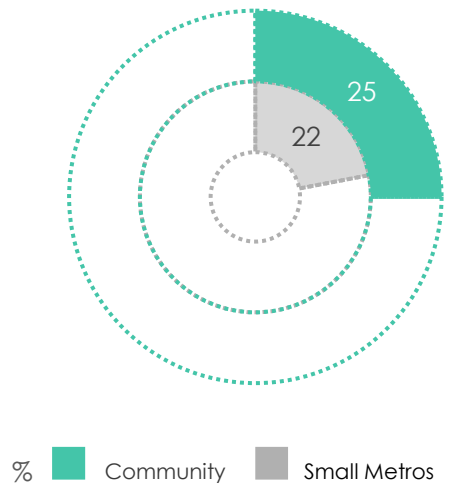
Read one issue of the local paper on more than one occasion

30% 30%

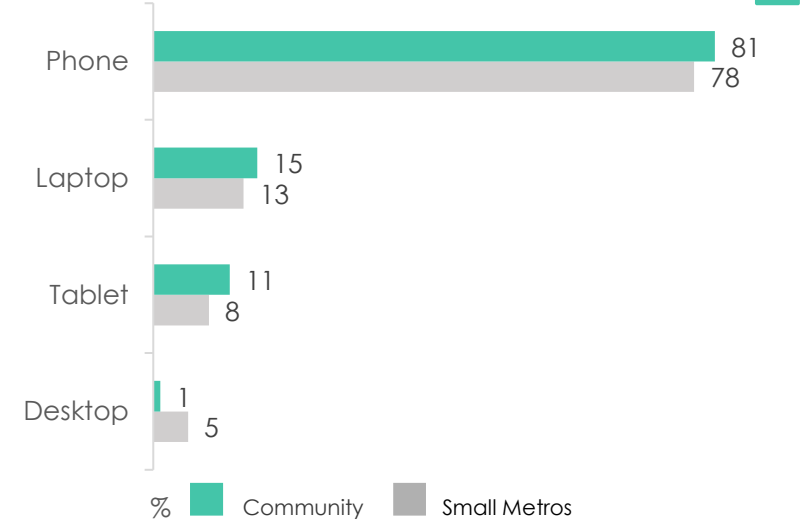
of Average Issue Readers

Community Small Metros

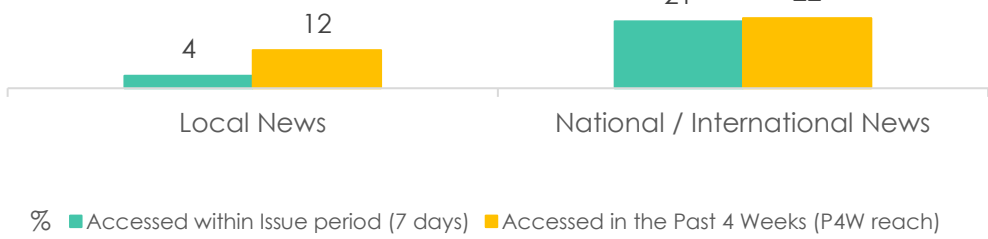
Read news online in the past 7 days



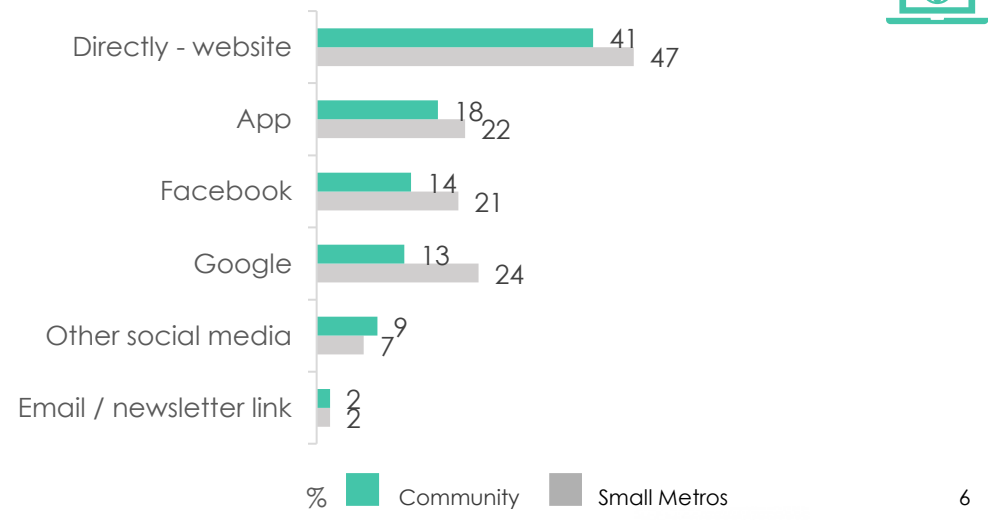
What device P7D online readers use



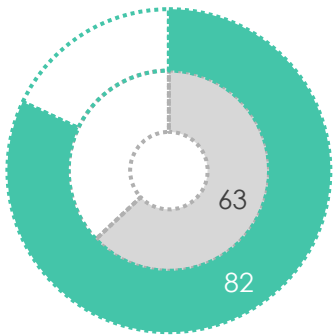
Type of News accessed



How P7D online readers get there

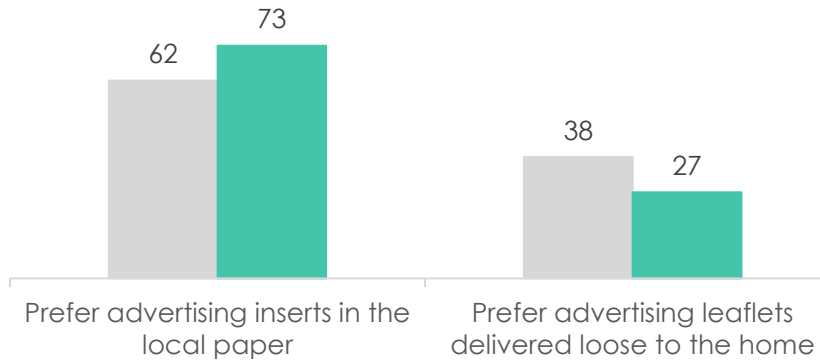


Use advertising in the local paper to help with shopping decisions



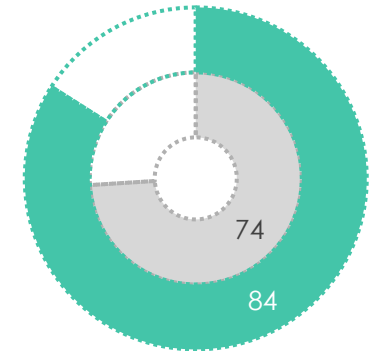
% Community Small Metros

Preference for receiving advertising inserts/ leaflets



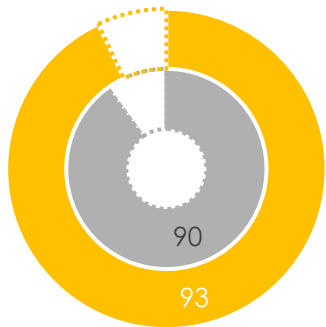
% Community Small Metros

Read the inserts delivered to the home inside their local paper

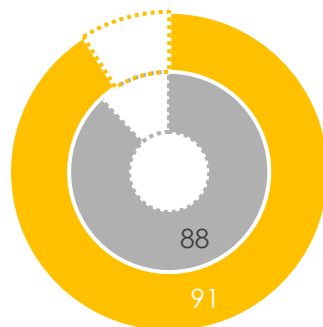


% Community Small Metros

Plan shopping



Plan a day or 2 before / within the week

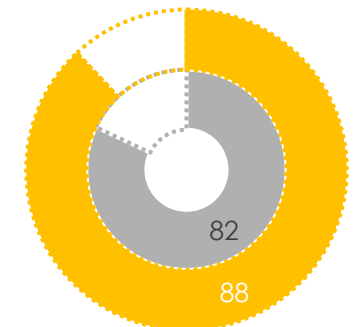


89%

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

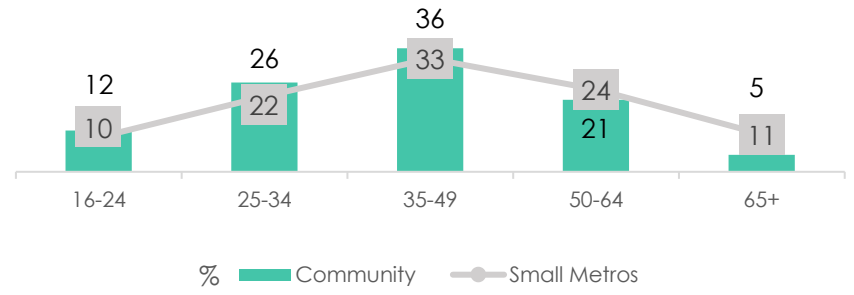
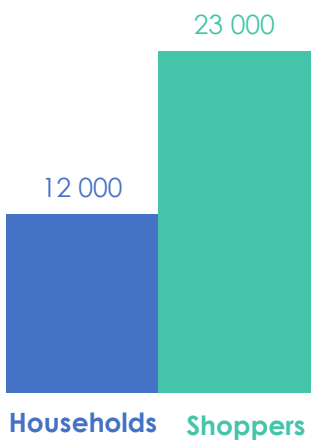


Mostly shop over the weekend

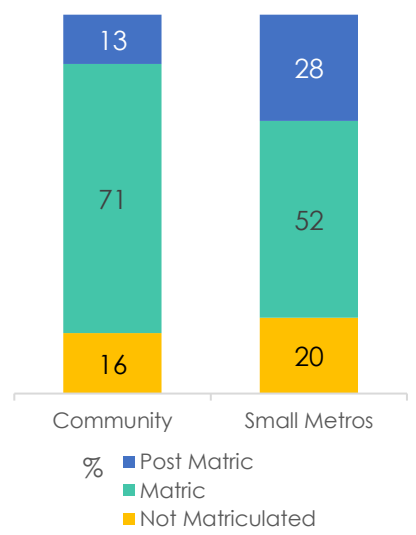


% Community Small Metros

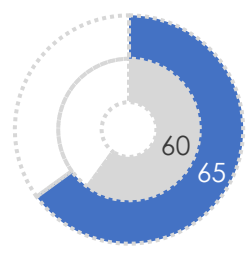
Footprint size



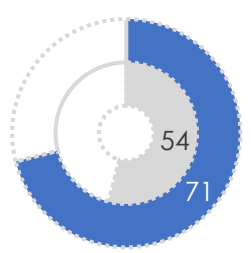
Education



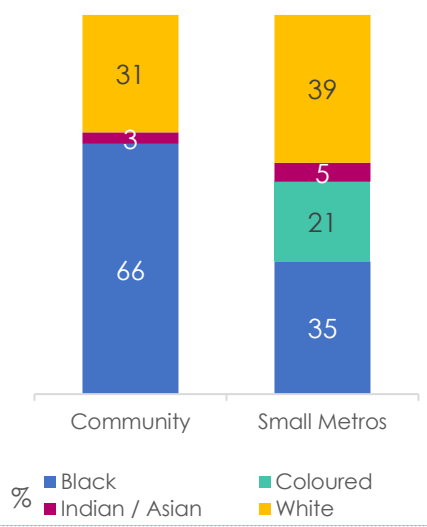
Children



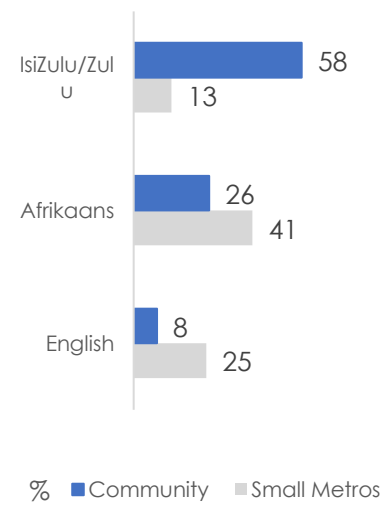
Married or living with a partner



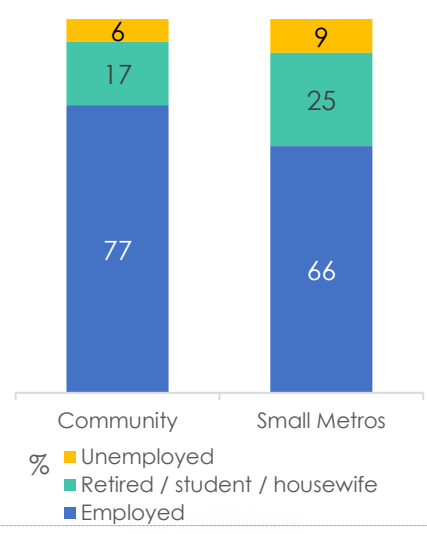
Race



Language



Employment



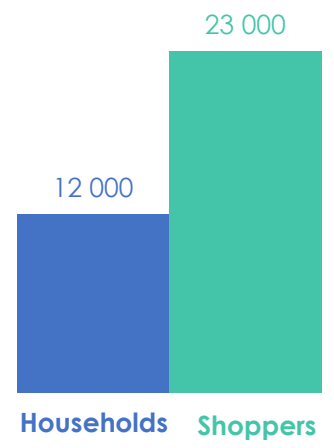
% ■ Community ■ Small Metros

% ■ Black ■ Coloured ■ Indian / Asian ■ White

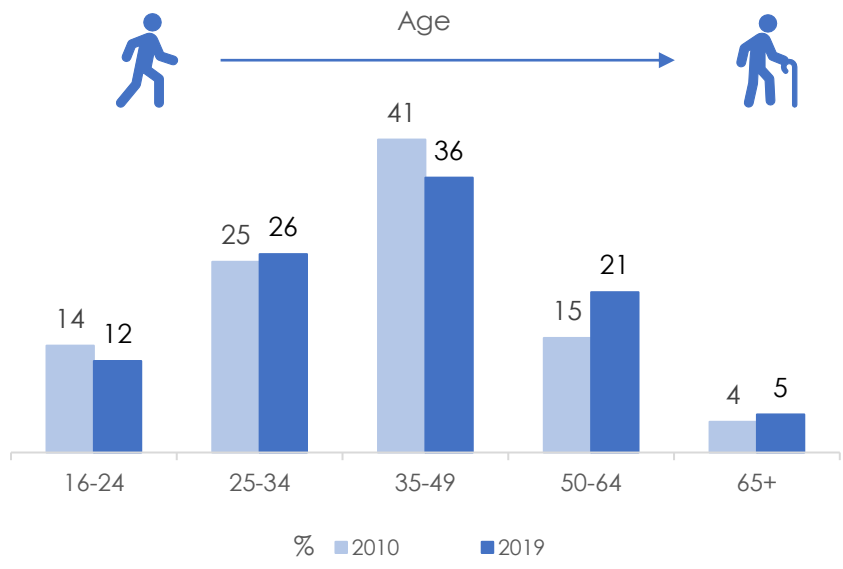
% ■ Community ■ Small Metros

% ■ Unemployed ■ Retired / student / housewife ■ Employed

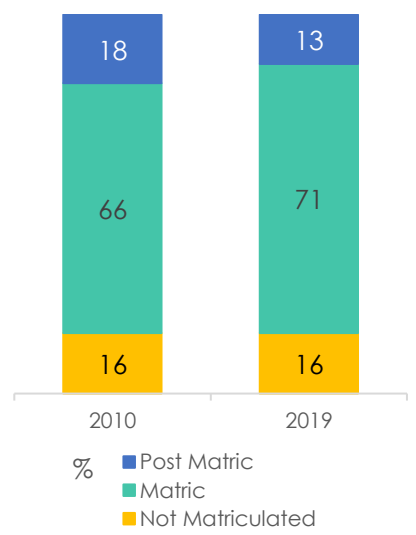
Footprint size



Age

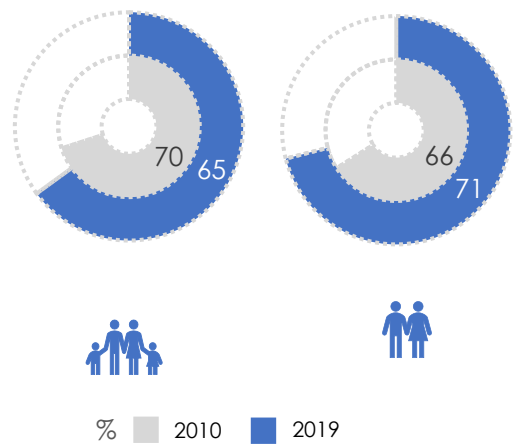


Education

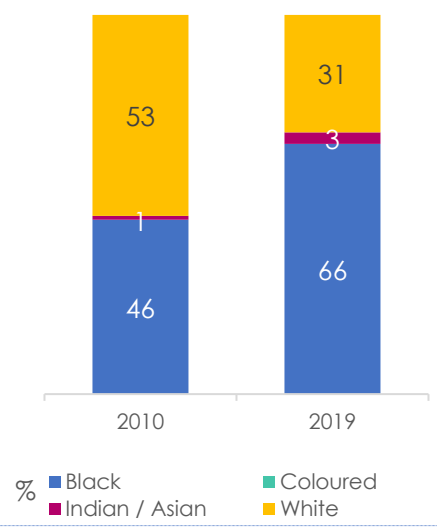


Children

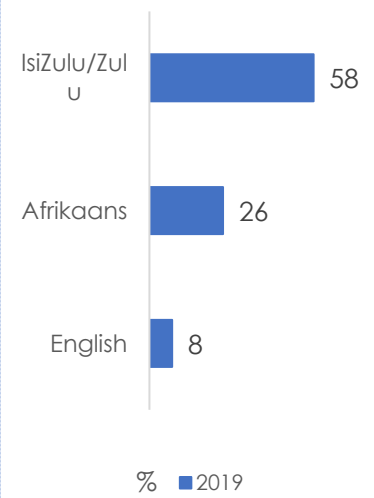
Married or living with a partner



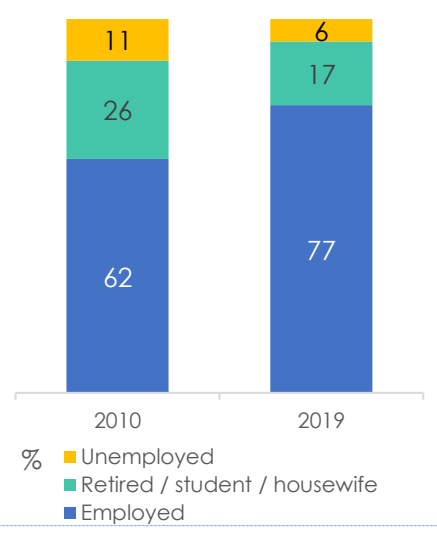
Race



Language

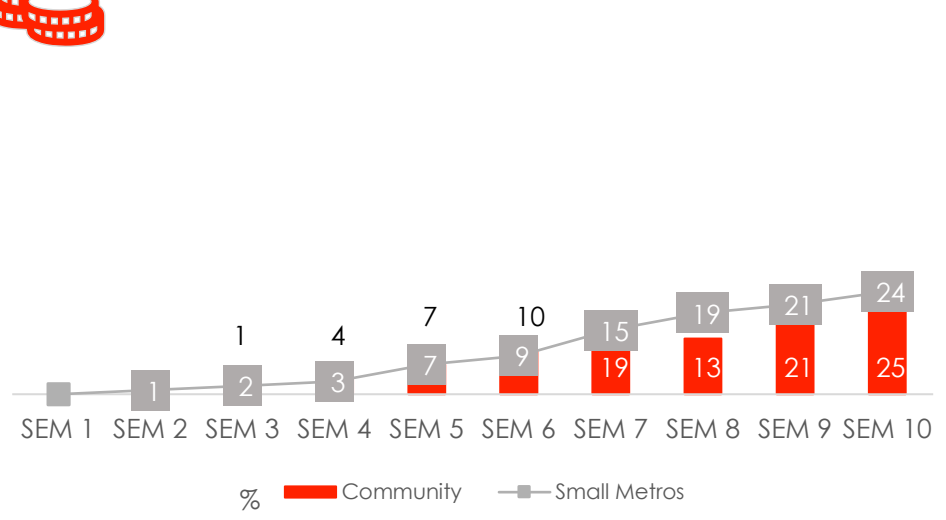


Employment

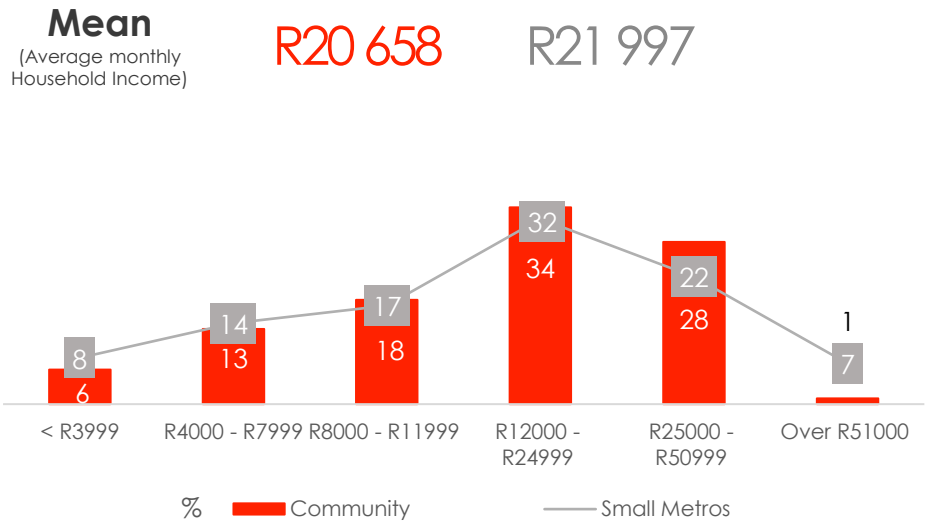




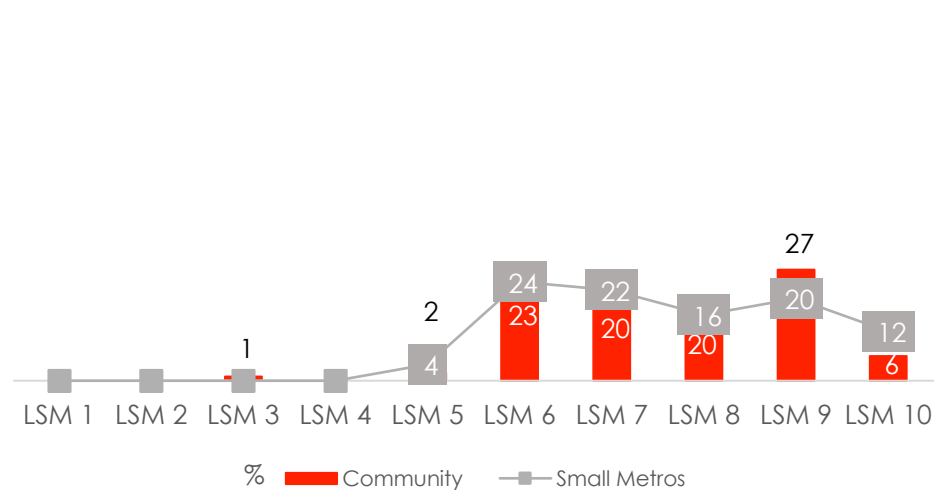
Socio Economic Measure (SEM) distribution



Monthly Household Income



Living Standard Measurement (LSM) distribution

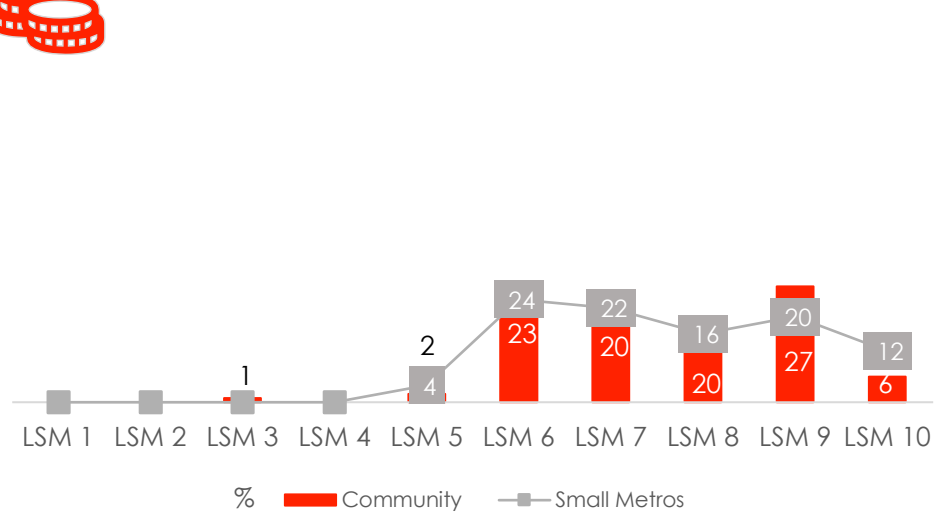


Percentage of people who have...

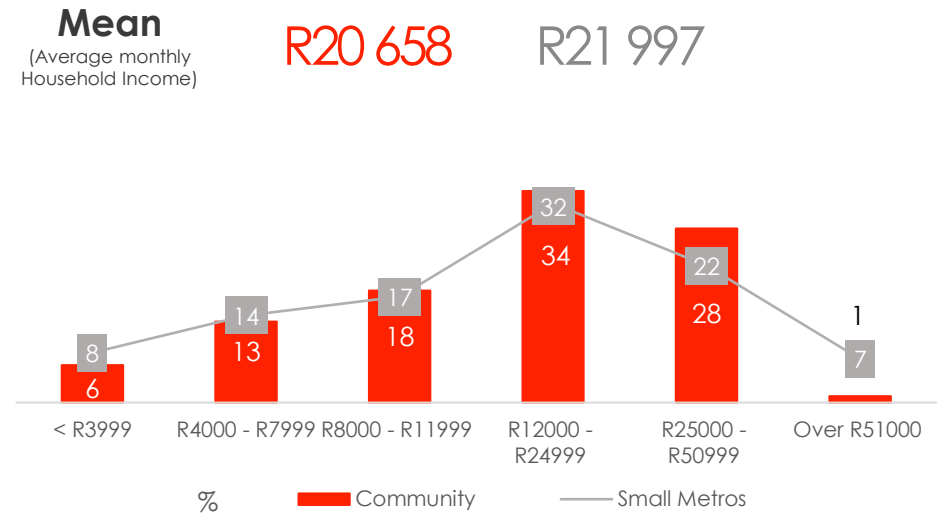
	Community %	Small Metros %
Long Term Savings / Investments	62	55
Medical Aid	36	38
Credit Card	22	18
Own Business	4	8



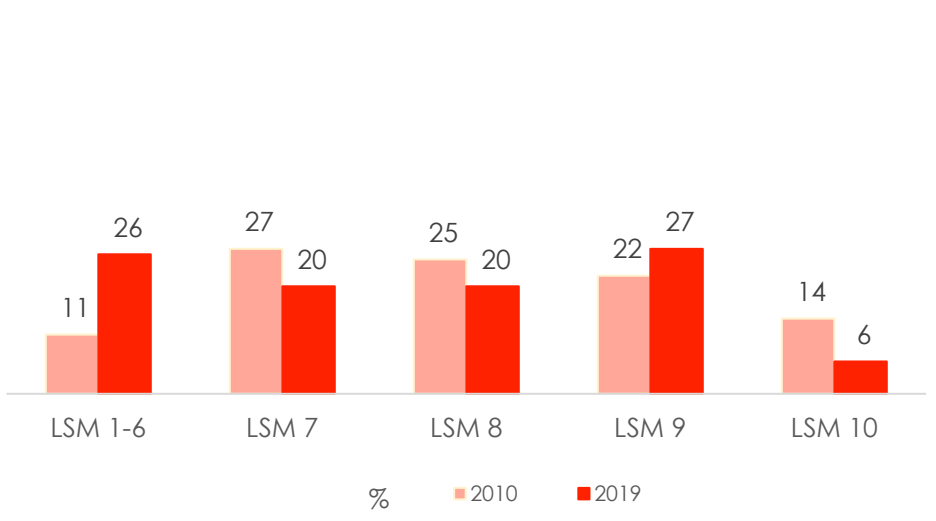
LSM distribution



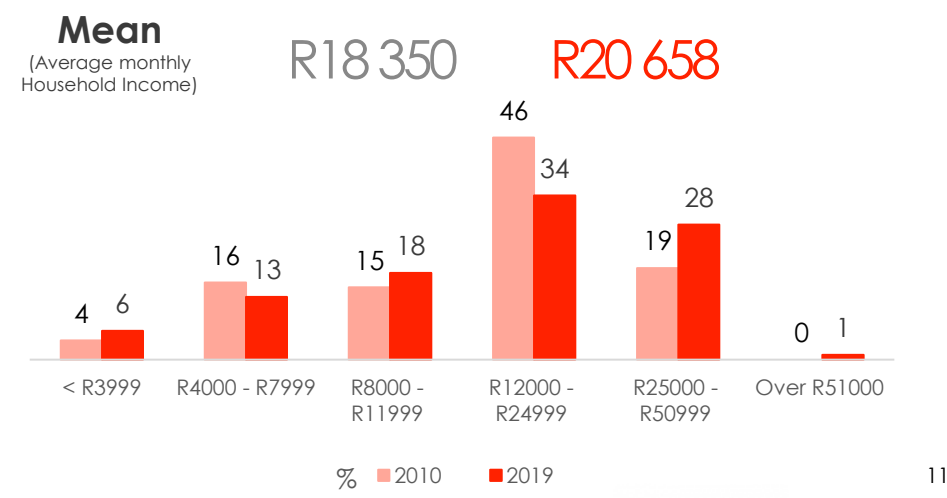
Monthly Household Income



LSM - Trended

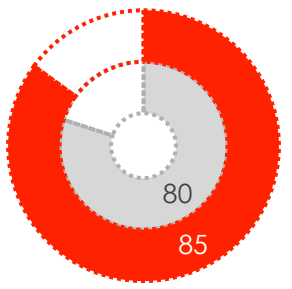


Monthly Household Income - Trended

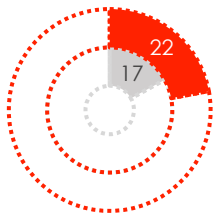




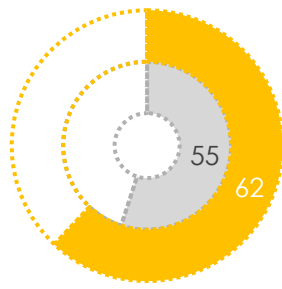
Savings or Current Account



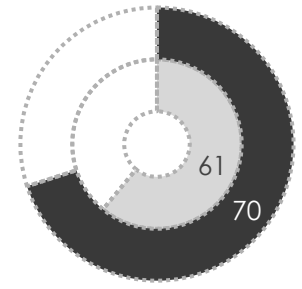
Credit card



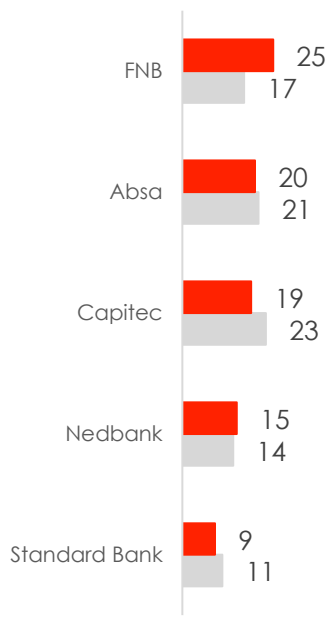
Long Term Saving or Investments



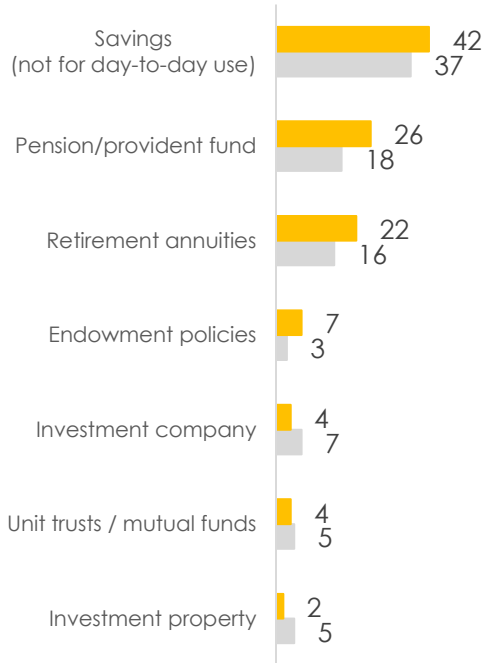
Long Term Monthly Commitments



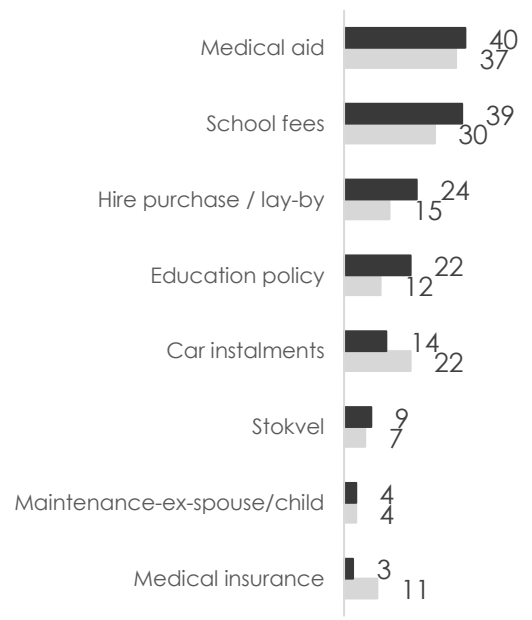
Top 5 banks used across all accounts



% ■ Community ■ Small Metros



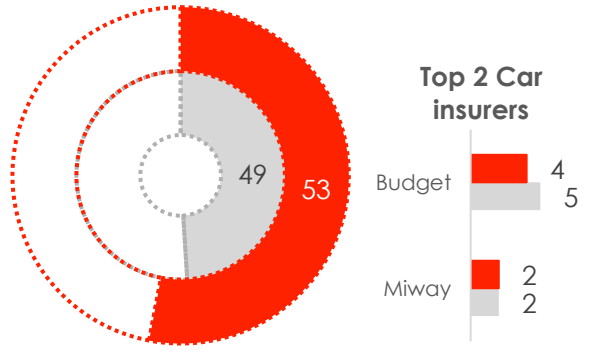
% ■ Community ■ Small Metros



% ■ Community ■ Small Metros

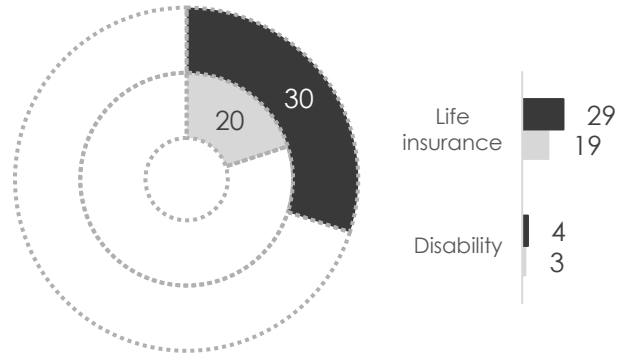


Short Term Insurance



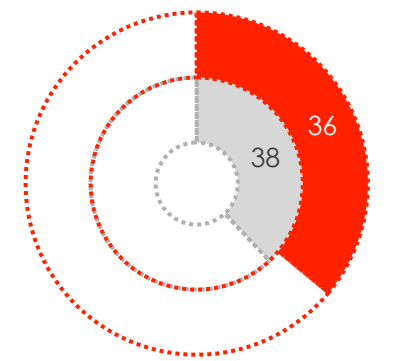
% ■ Community ■ Small Metros

Long Term Insurance



% ■ Community ■ Small Metros

Medical Aid



% ■ Community ■ Small Metros

Type	Community %	Small Metros %
Funeral cover	31	30
Car insurance	29	30
Life insurance	29	19
Homeowners	14	10
Household content	8	9
Burial society	3	6

Life Insurers	Community %	Small Metros %
Old Mutual	8	3
Clientele	3	1
Hollard	3	2
Sanlam	1	2
Discovery Life	0	2

Providers	Community %	Small Metros %
Discovery Health	11	9
Bonitas	10	5
GEMS	8	7
Bestmed	1	2
Medscheme	0	2

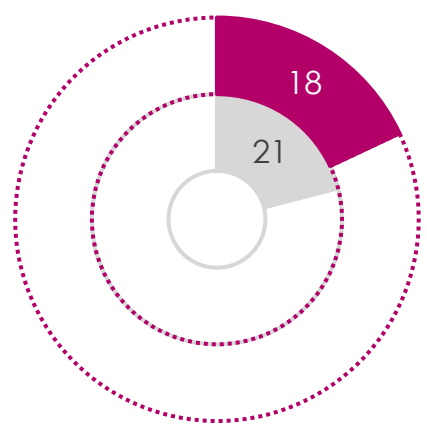
Use the internet
Past 4 weeks

82%



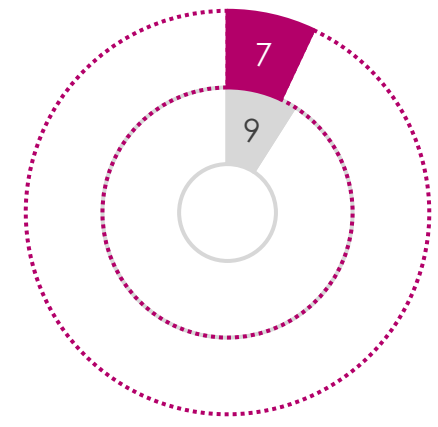
74%

Use internet "all the time"



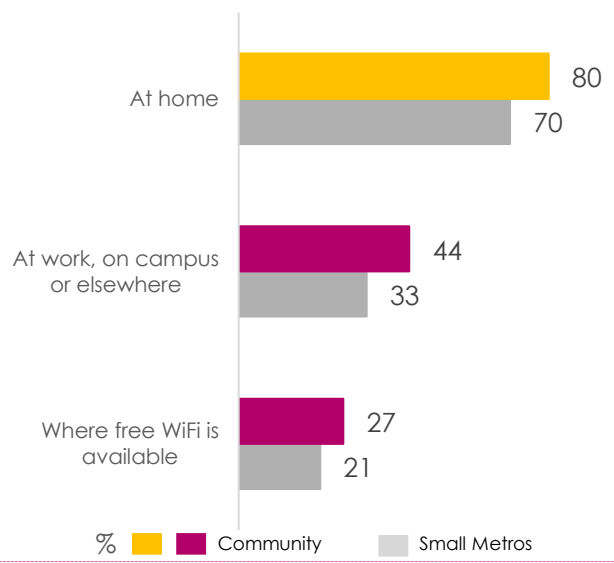
% Community Small Metros

Have uncapped data in the home



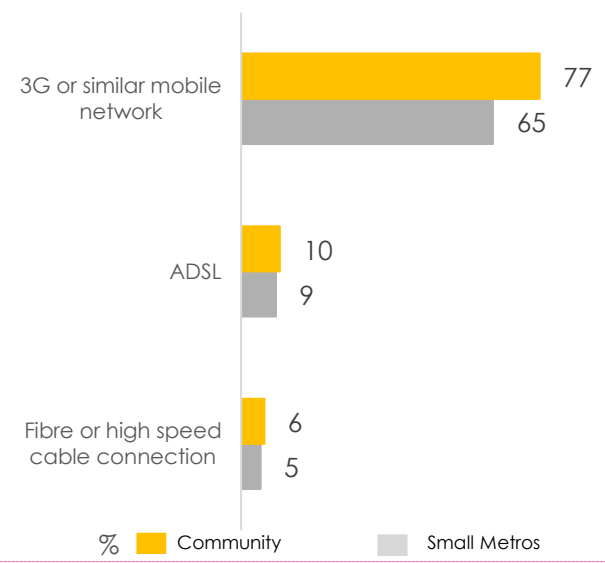
% Community Small Metros

Where you connect



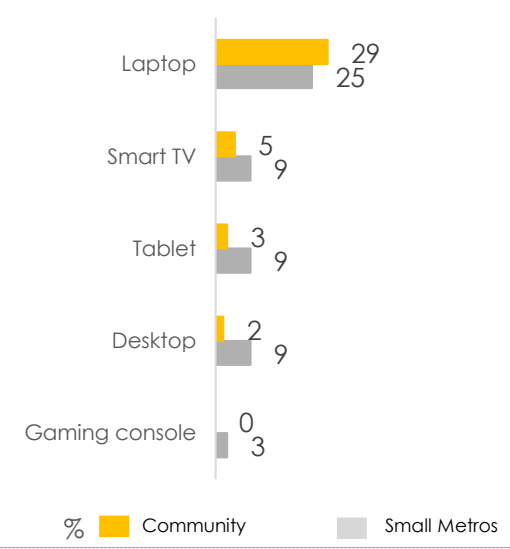
% Community Small Metros

Home connection



% Community Small Metros

Devices in the home



% Community Small Metros

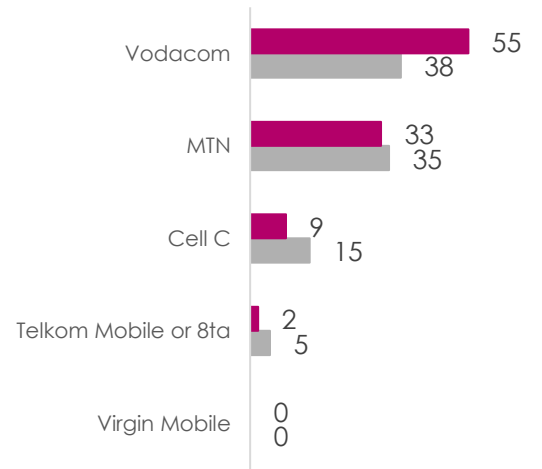
Have a Cell phone



98% 92%

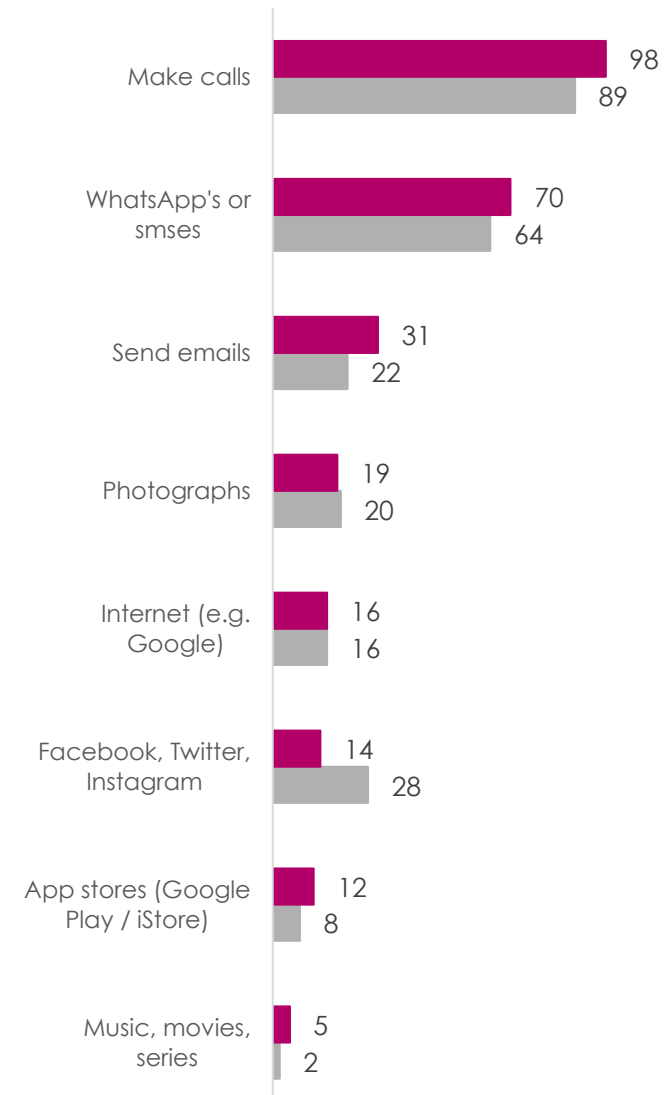
Community Small Metros

Provider



% Community Small Metros

Top Activities



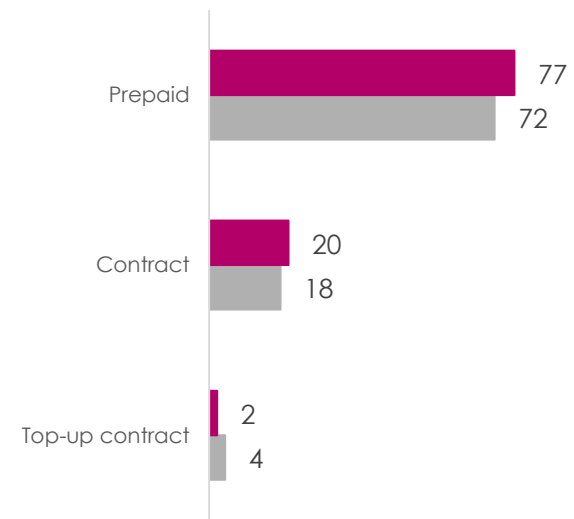
% Community Small Metros 15

Have a Smart Cell phone

85% 79%

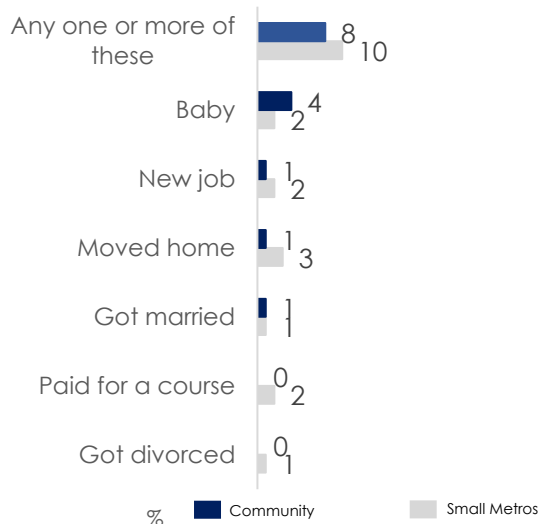
Community Small Metros

Contract



% Community Small Metros

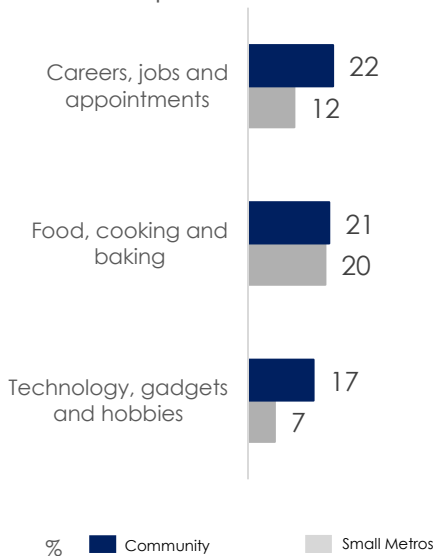
Big changes in personal life



Have at least one interest

53% 64%

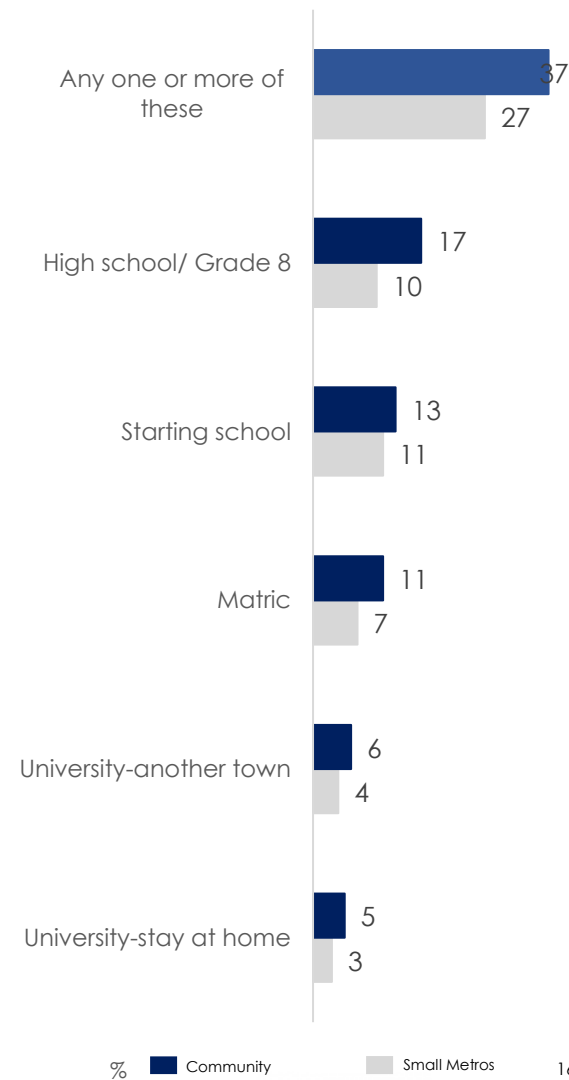
Top 3 interests



Self proclaimed expert in at least one area of interest

50% 61%

Big changes in children's lives

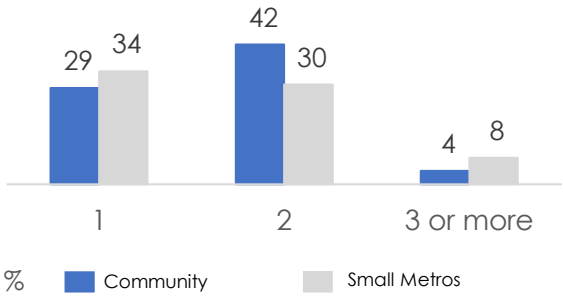


Have a car in the household

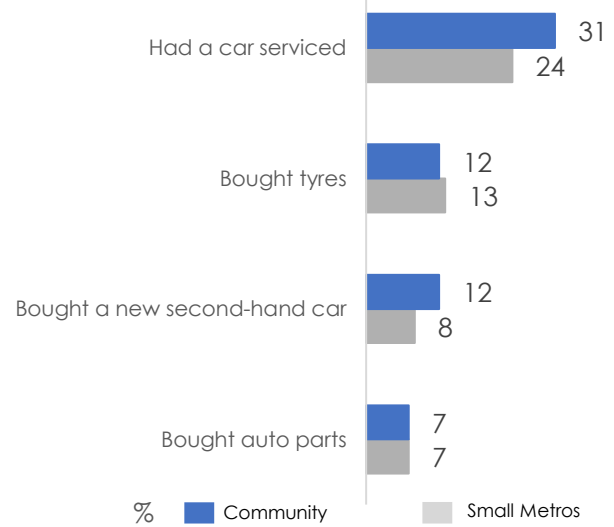


74%

72%



Car purchases – past 12 months



Use Uber



3%

13%

Top 3 tyre retailers Small Metros

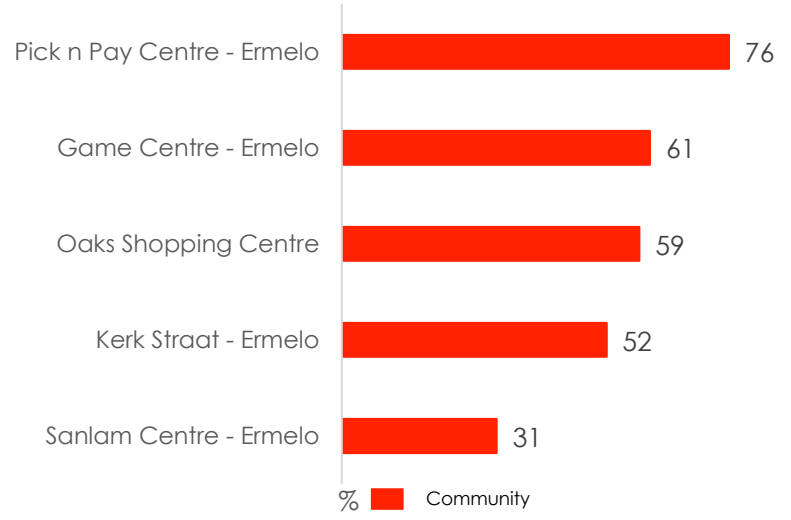


Top 3 auto part retailers Small Metros

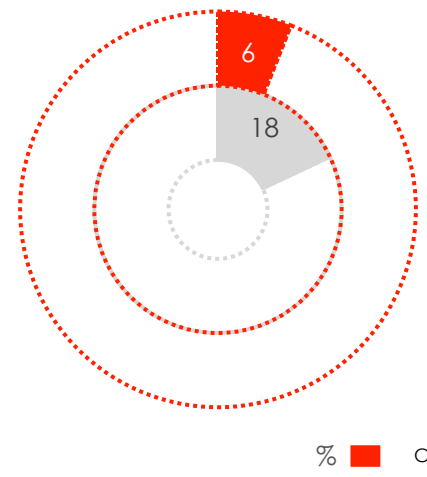


Other independent retailer

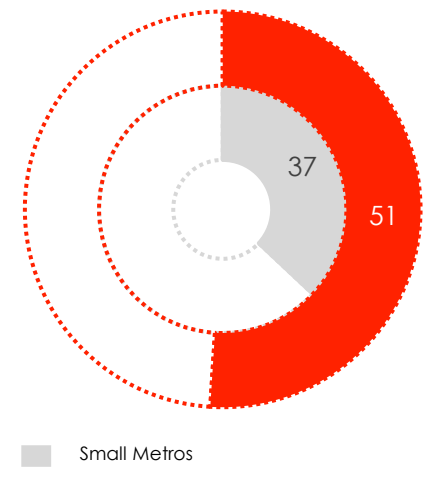
Top 5 shopping centres - past 3 months



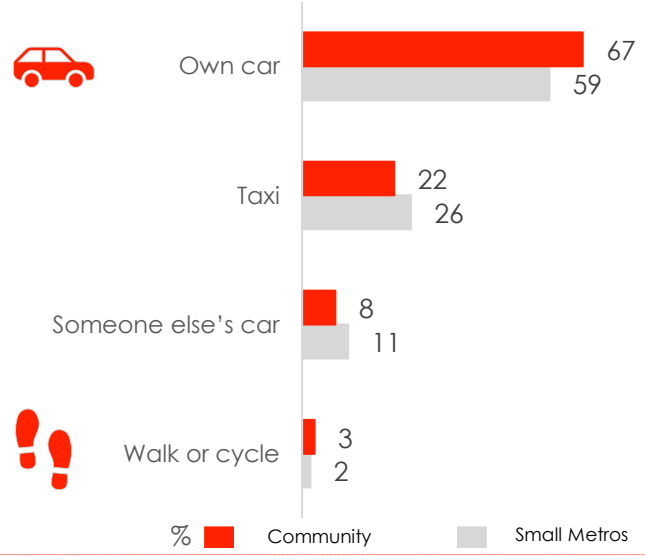
Bought something online - past 12 months



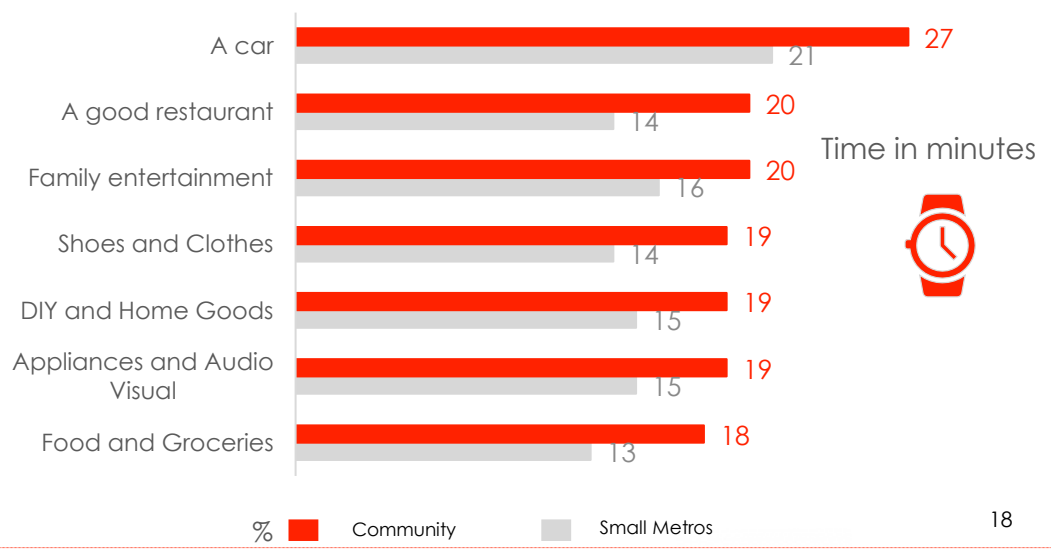
Researched online before buying - past 12 months



Transport when shopping



Average Time prepared to travel for.....



Have a **loyalty card**

78% 66%

Average **number of cards**

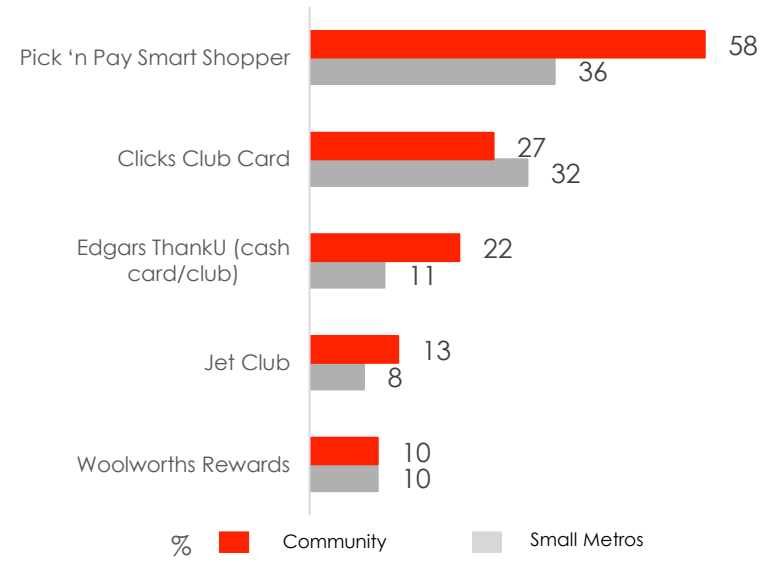
2.3 2.2

Average **number of times they are used**
in a month

3.0 2.3

Community Small Metros

Top 5 loyalty cards



Visited a **Garage Forecourt**

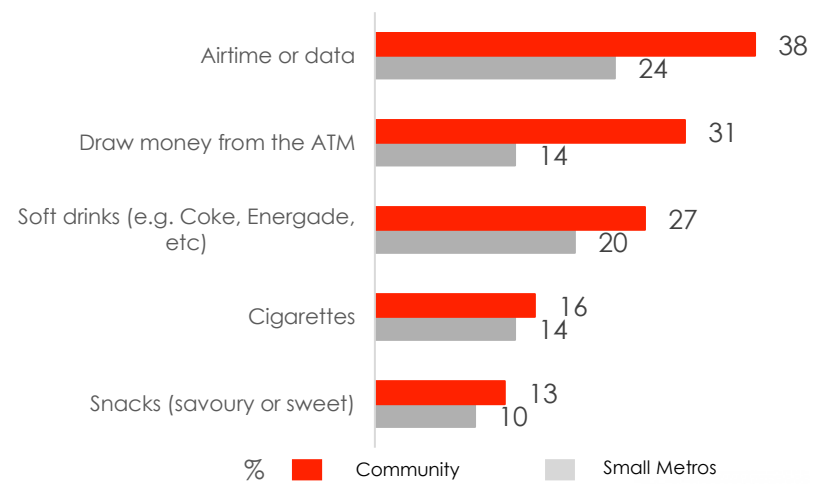
49% 50%

Average **number of times visited**
in a month

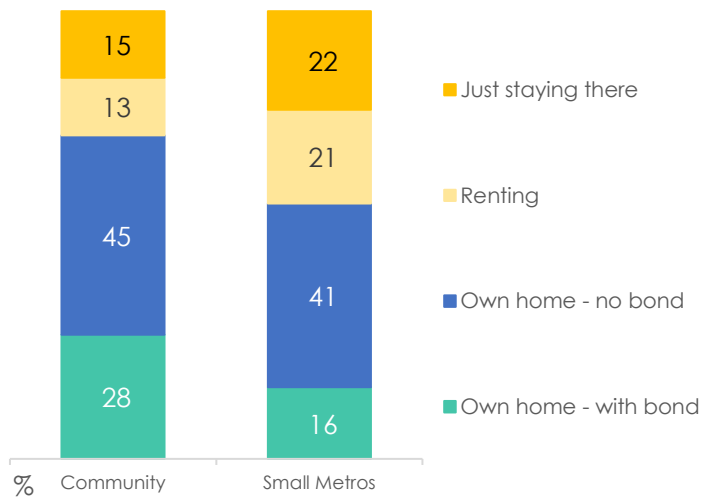
4.1 3.7

Community Small Metros

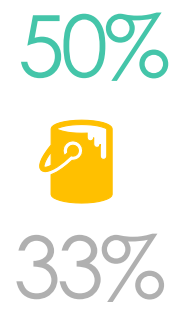
Top 5 purchases at the forecourt, besides petrol



Home Ownership



Done home renovations in past year



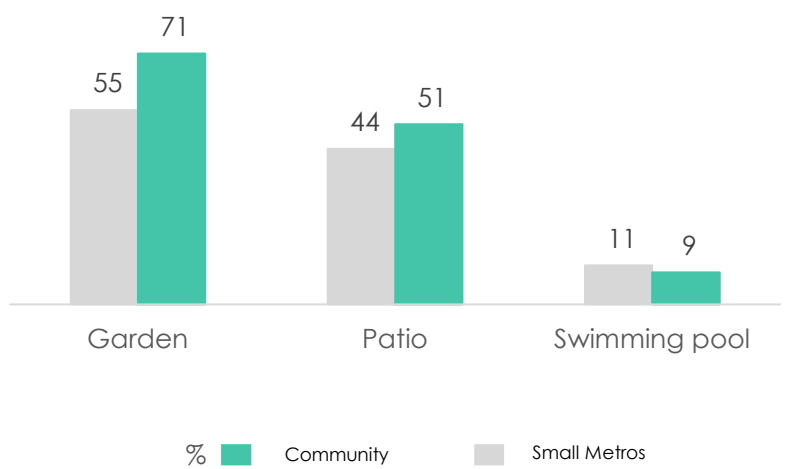
Have home security



Have a dog



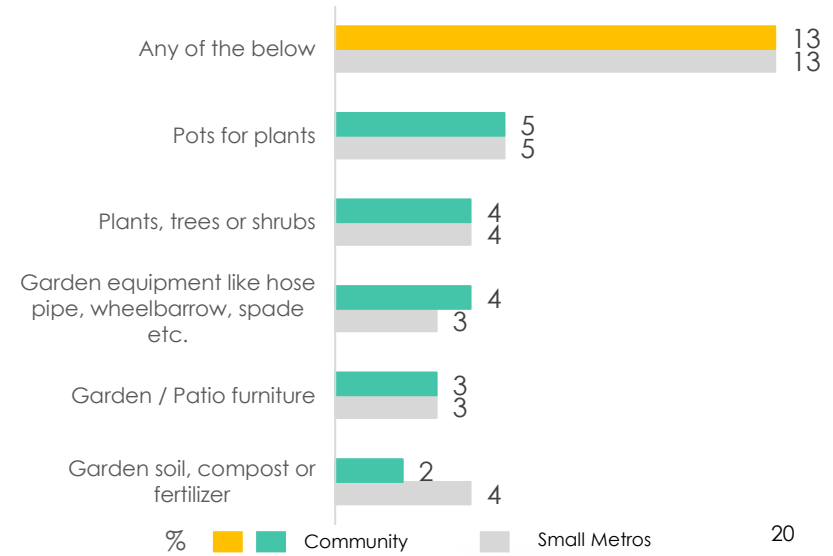
Garden

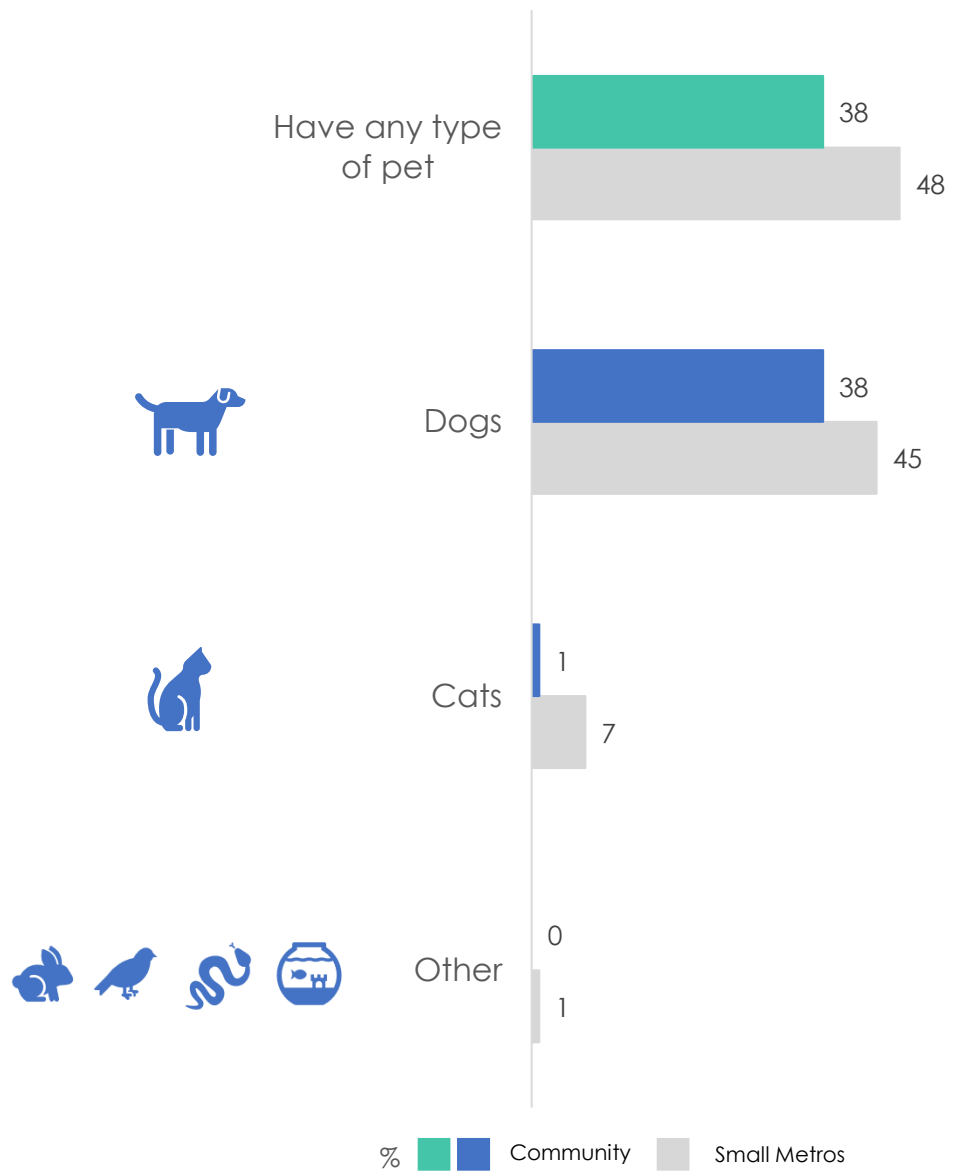


Renovated or actively worked in the garden in past year



Specific garden purchases past year

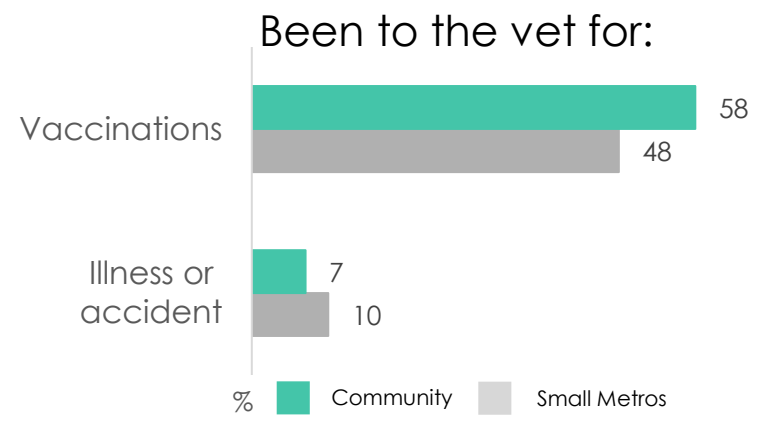




Pet owners have been to the vet in the past 12 months.....

63%

52%

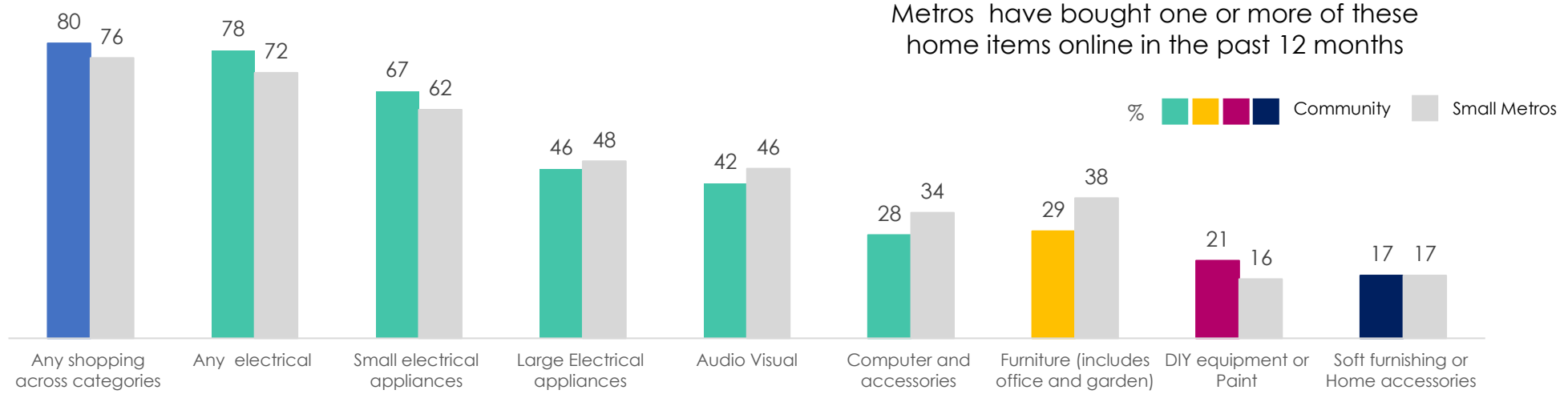


% of vet visitors who have pet insurance:

1%

5%

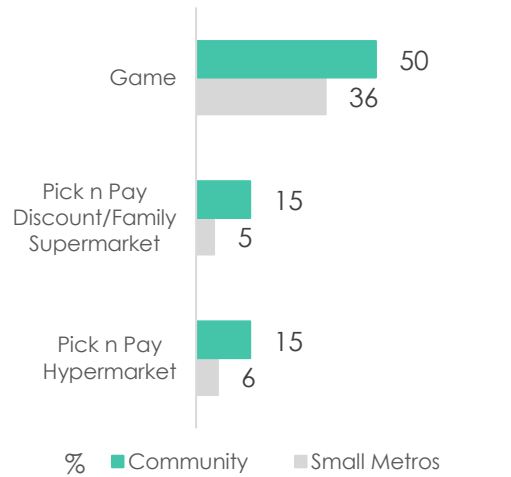
Specific home categories shopped in past 12 months



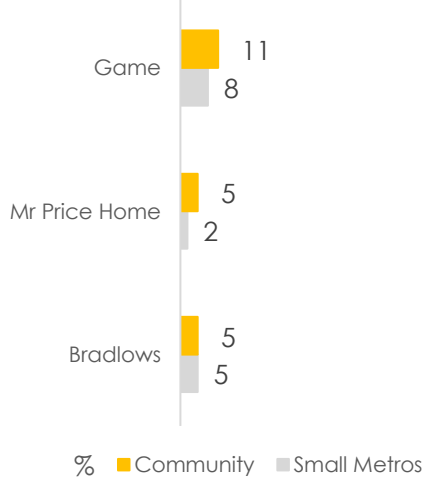
Online durables shopping is still in its infancy, **1%** of the Community and **3%** of Small Metros have bought one or more of these home items online in the past 12 months

Top 3 Retailers...

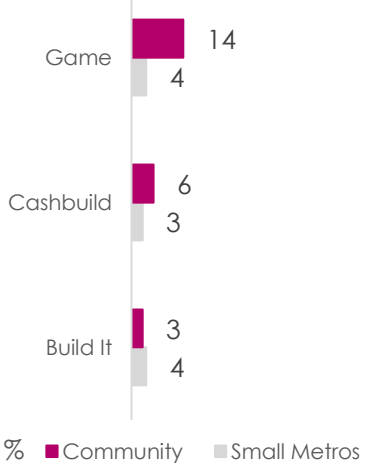
Small or large electrical, audio visual or computers and accessories



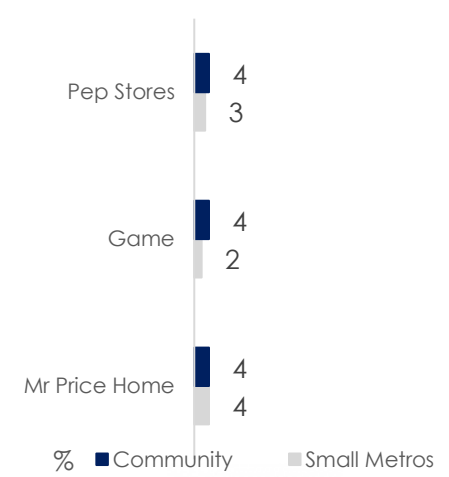
Furniture Includes office and garden



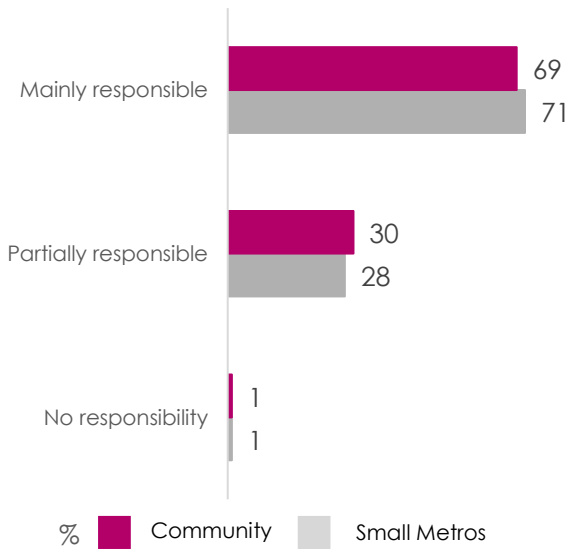
DIY Equipment or paint



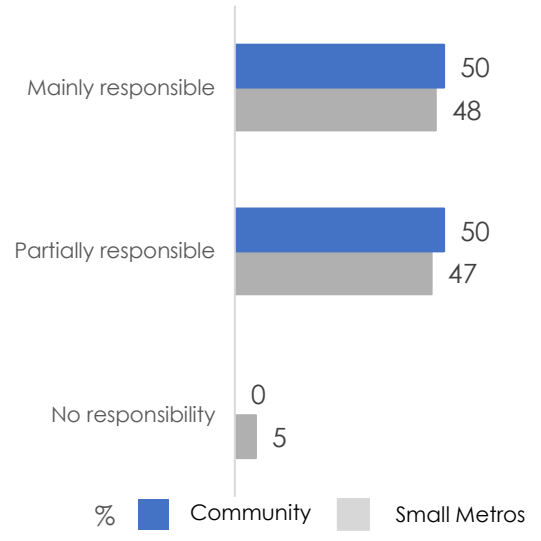
Soft furnishings and home accessories



Who does the grocery shopping ?

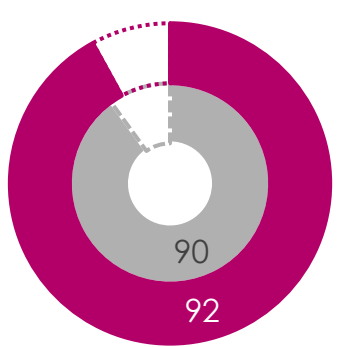
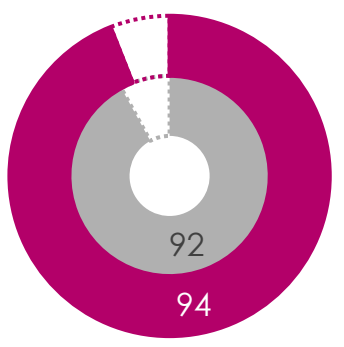


Who does the grocery shopping ?



Plan food shopping

Plan a day or 2 before / within the week

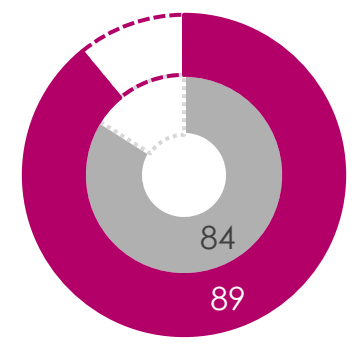


89%

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



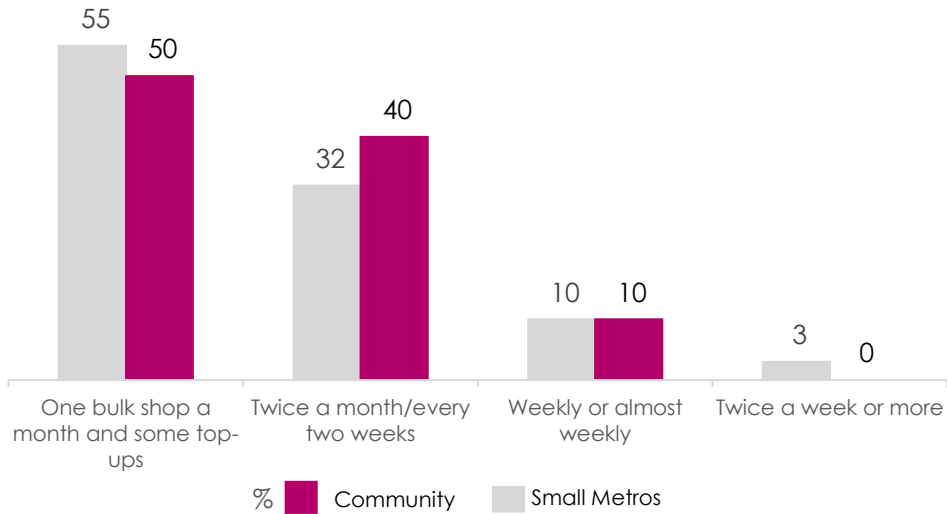
Mostly grocery shop over the weekend



% Community Small Metros

% Community Small Metros

Type of Shop



Number of shopping trips in a month

1.7 (Community) 1.9 (Small Metros)

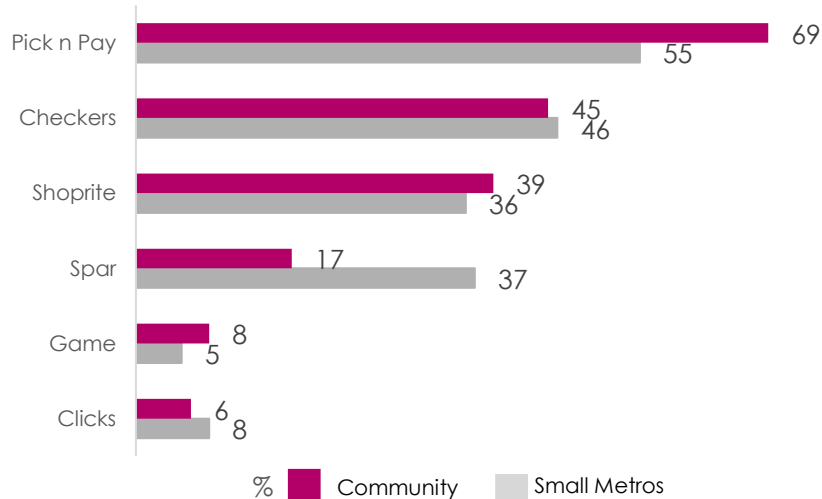
Bought Groceries online in the month

0% (Community) 1% (Small Metros)

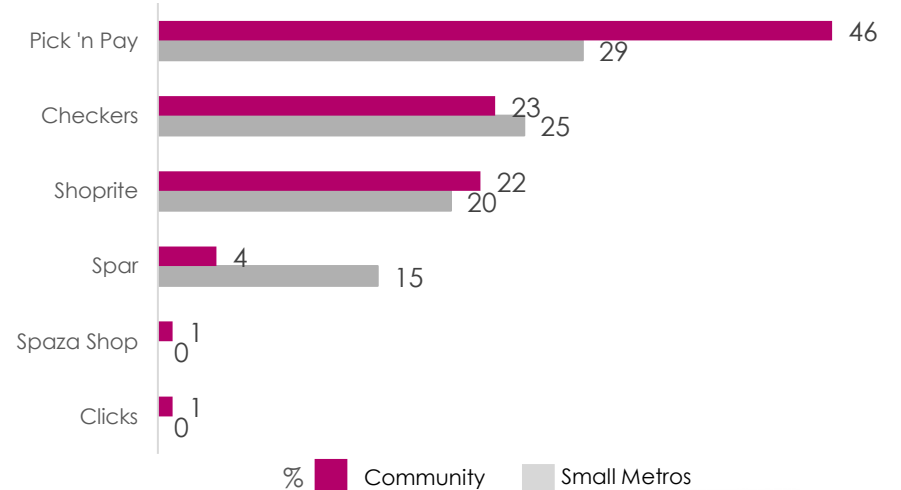
Online grocery shopping is still in it's infancy – the most used stores are Pick n Pay and Woolworths

Community Small Metros

Food & Groceries Stores : past month

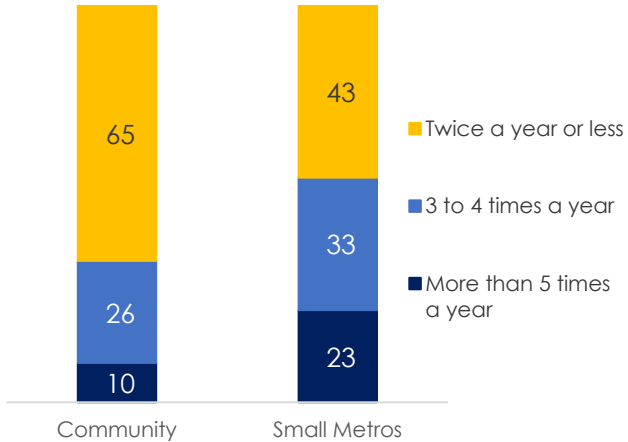


Where spend most F&G money : past month



Community Small Metros

How often do you shop for clothes in a year



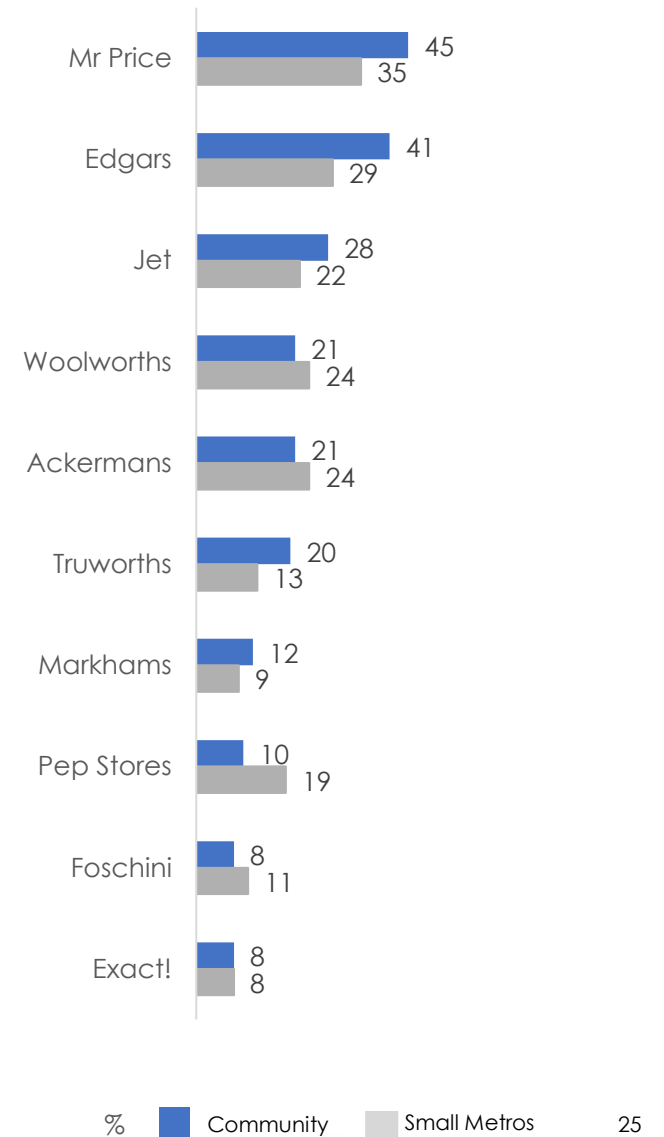
Favourite Shopping Centre for clothes & shoe shopping



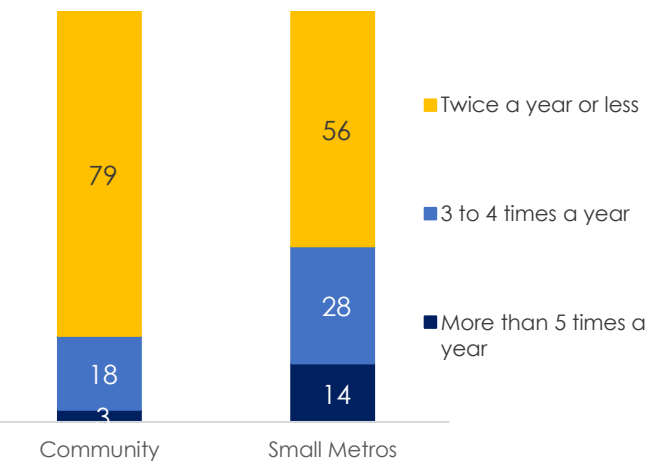
36%

Oaks Shopping Centre

Top 10 Retailers



How often do you shop for shoes in a year



Bought clothes online in the past 12 months



1%

7%

Spree / Superbalist is the top online retailer

Bought Jewellery valued at R700 or more



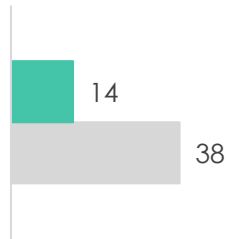
0%

4%

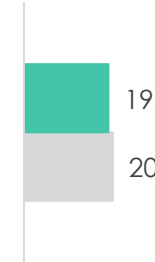
Community Small Metros

% Community Small Metros 25

Been to a movie, theatre, expo, concert, or sports event in P12M



Online ticket purchase in the last P12M



% Community Small Metros



...Movies

7%
25%



...Theatre

1%
9%



...Music concert

3%
13%



...Live Expo/Fair

0%
11%



...Live sports event

5%
18%

% Community Small Metros

Watch Live TV



Watch streamed or recorded TV most often



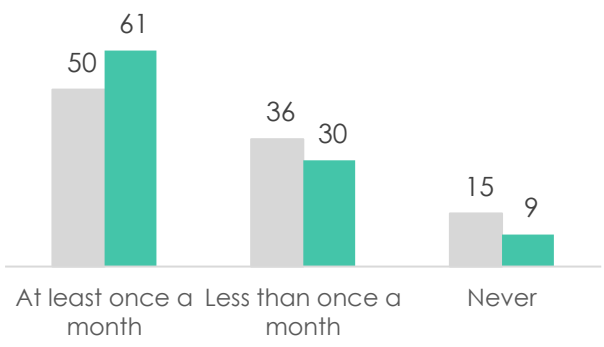
% Community Small Metros

Have a Decoder

88% 82%



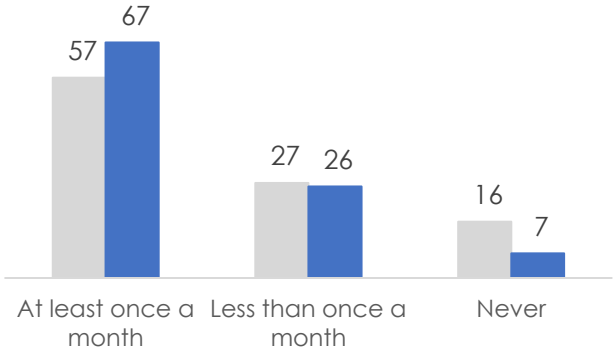
Eat Out



% Community Small Metros



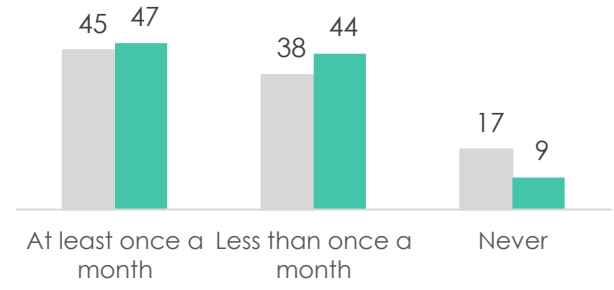
Take Out Food



% Community Small Metros



Entertain at home



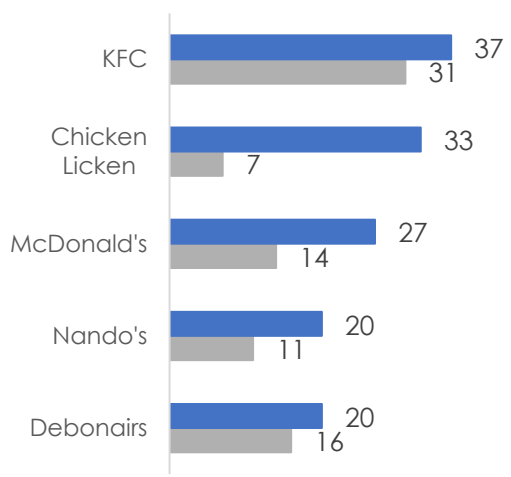
% Community Small Metros

Favourite Shopping Centre for Entertainment / Eating out

Oaks Shopping Centre

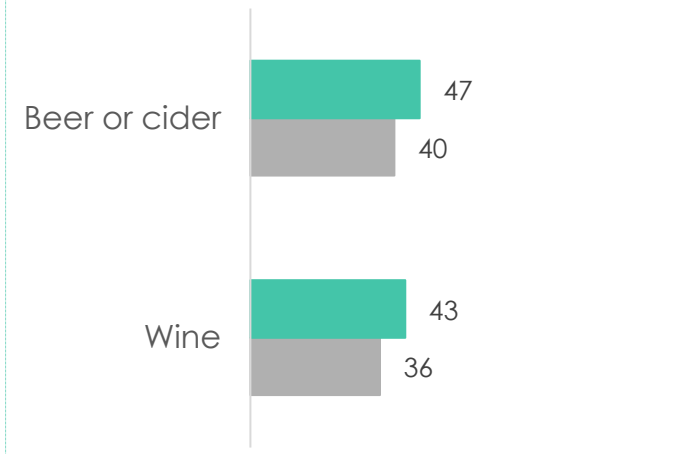
27%

Top Take Outs in the past month



% Community Small Metros

Alcohol purchases for home in the past month



% Community Small Metros 27

Been to a Casino in the past 3 months

2%

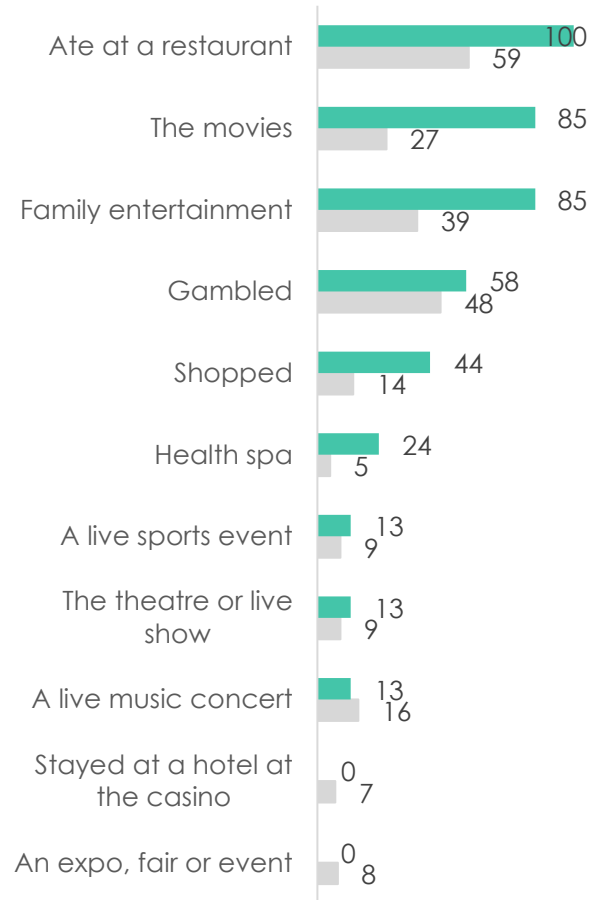
16%



% ■ Community ■ Small Metros



What did you do when you last visited the Casino.....

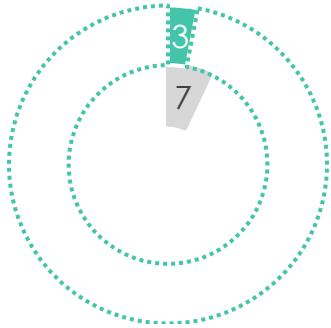


% ■ Community ■ Small Metros

Flown Nationally or Internationally

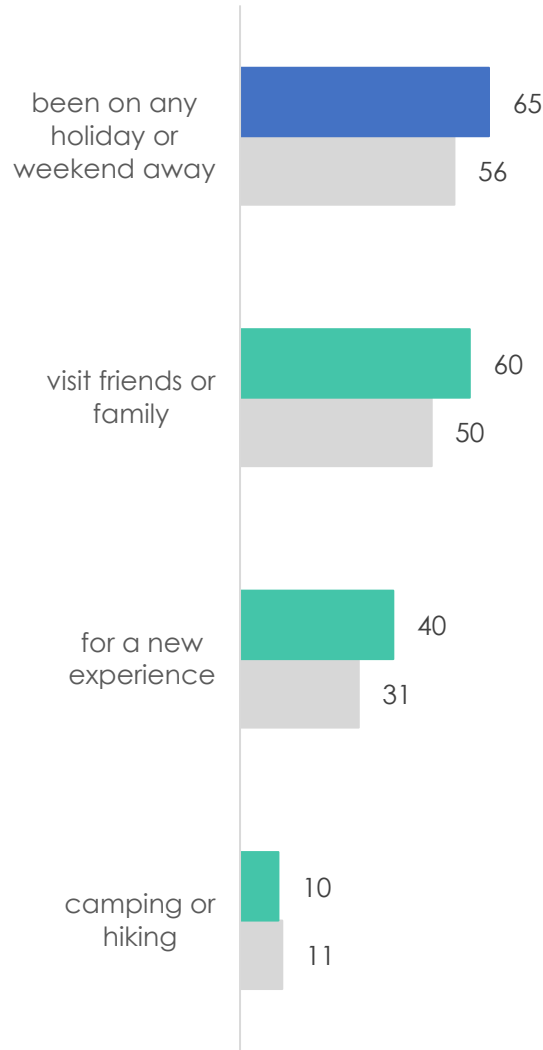


Bought airline tickets online



% ■ Community ■ Small Metros

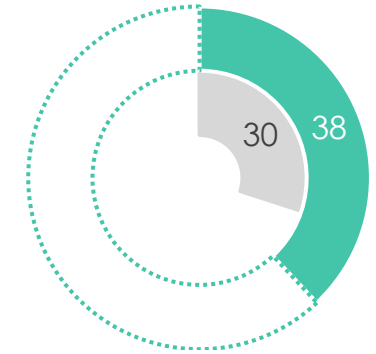
Type of holiday, or weekend away



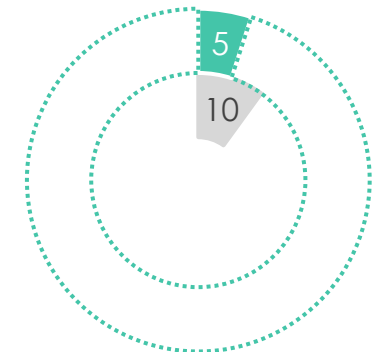
% ■ ■ Community ■ Small Metros



Stayed in paid for accommodation



Booked holiday /accommodation online

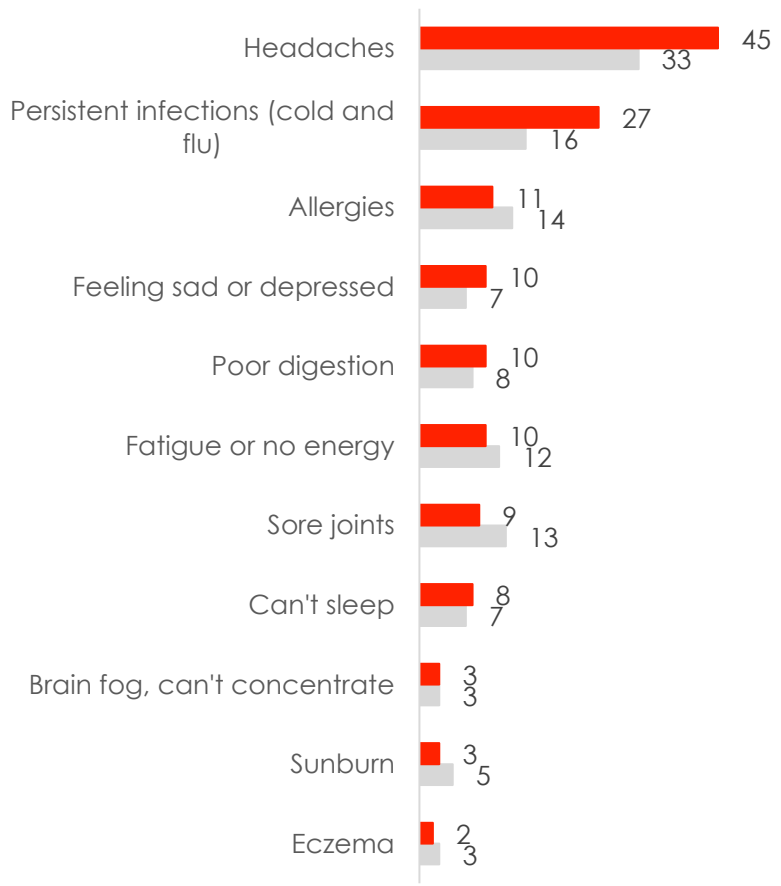


% ■ Community ■ Small Metros



Suffer from one or more symptom of poor health

59% 58%



% Community Small Metros

Have Medical Aid

36% 38%

The top 2 providers



% Community Small Metros

Past 12 months

Antibiotic

18% 23%



Script

30% 24%



Vaccination

11% 11%



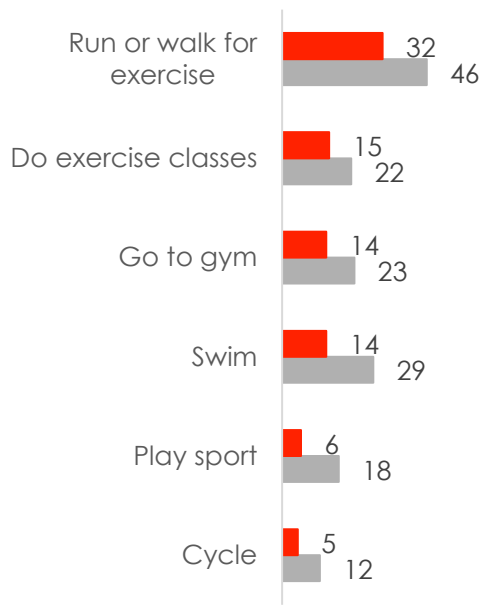
Homeopathic or natural remedies

2% 12%



Exercised in the past week

24% 36%



% ■ Community ■ Small Metros



Take vitamins / minerals

34% 32%

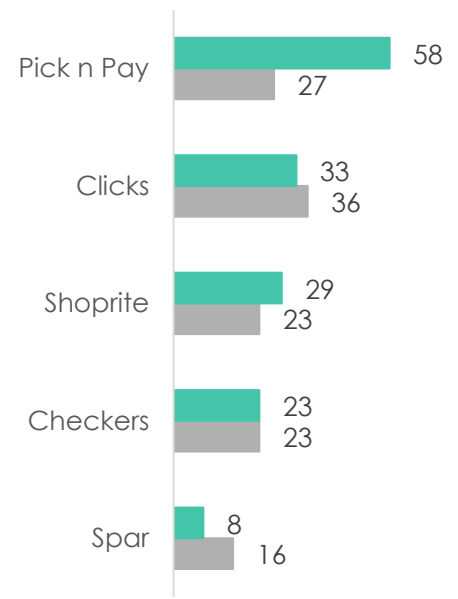
Where usually buy Vitamins /minerals



% ■ Community ■ Small Metros



Where usually buy toiletries



% ■ Community ■ Small Metros



Gained 3kg's or more

8% 12%



Lost 3kg's or more

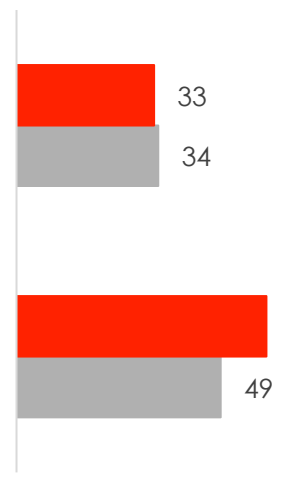
5% 9%



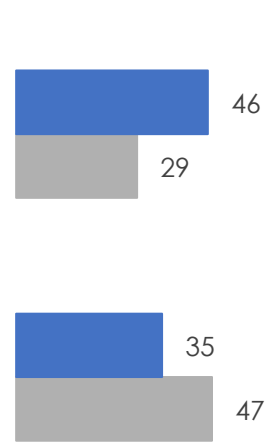
Pay to have their hair styled

93% 83% 81% 76%

of women



of men

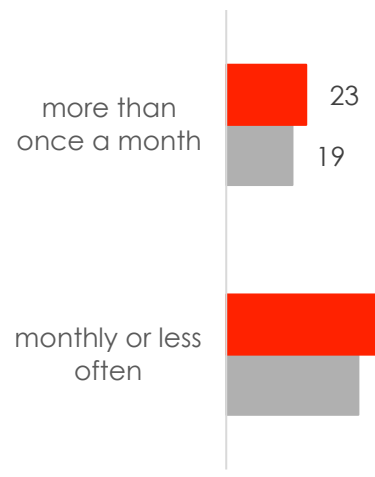


% Community Small Metros % Community Small Metros

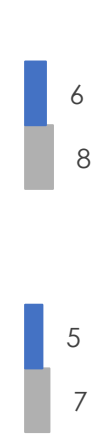
Pay to have facials/manicures/ beauty treatments

70% 57% 11% 15%

of women



of men



% Community Small Metros % Community Small Metros



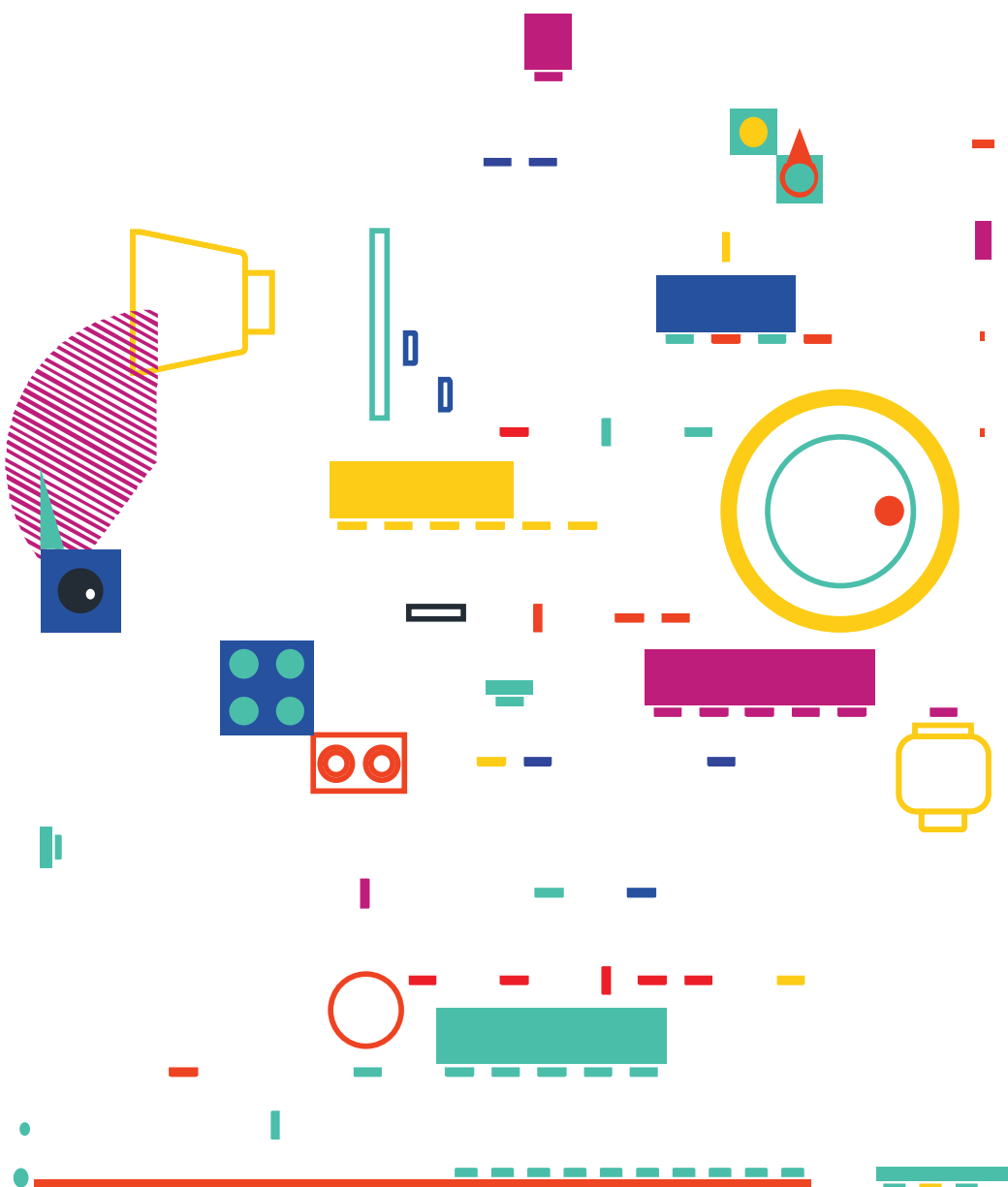
New prescription glasses or contact lenses

4% 9%

Bought new sunglasses

6% 11%





CONTACT US

CPT: +27 21 001 2400

JHB: +27 10 492 8391

DBN: +27 31 716 4412

E: sales@sparkmedia.co.za

