



ROOTS:
Mthatha - Eastern Cape
(Mthatha Express)
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, Ekurhuleni
Eg: Sandton, Athlone, Durban North, Boksburg,

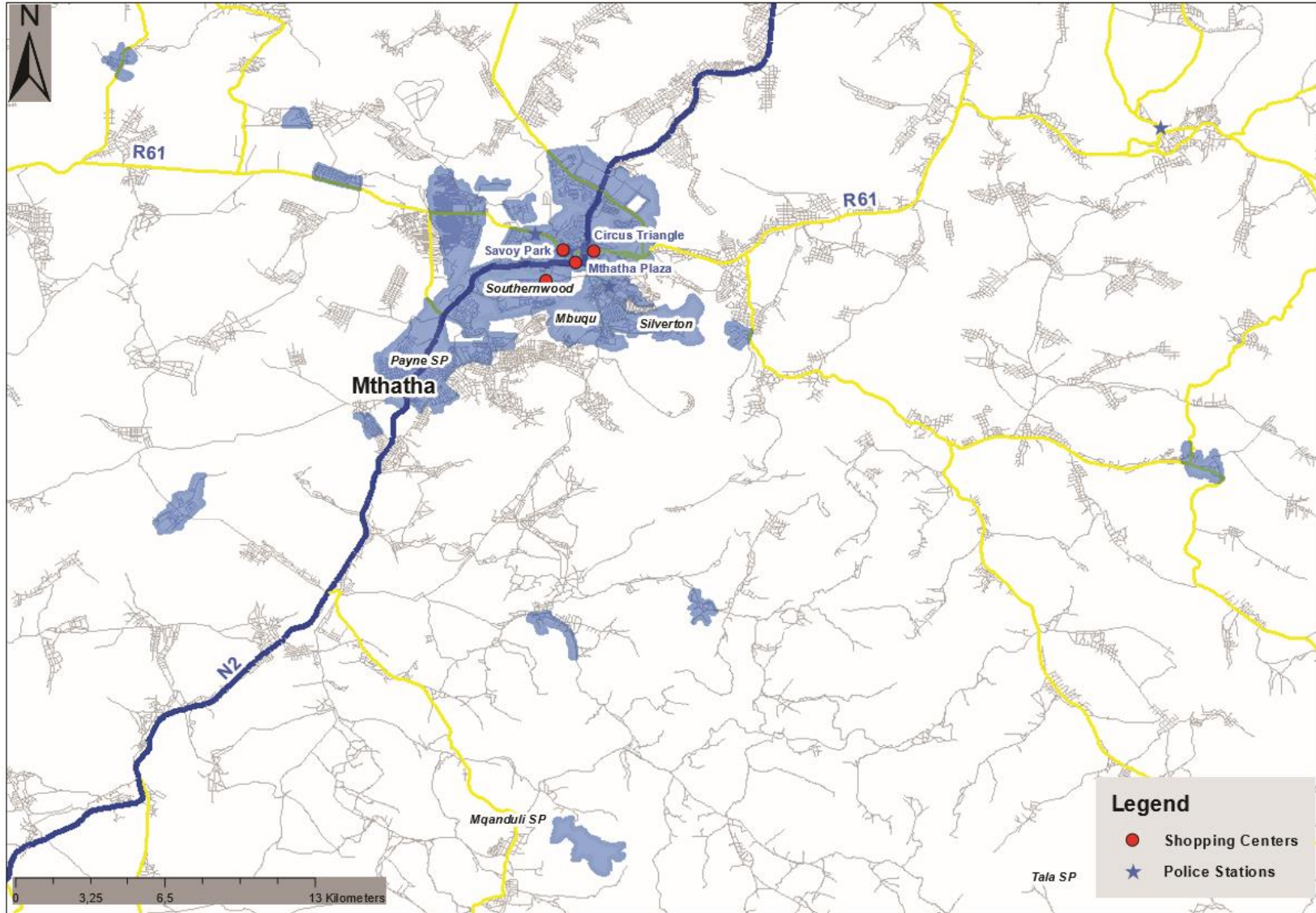
Medium Metros – 18 Communities

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

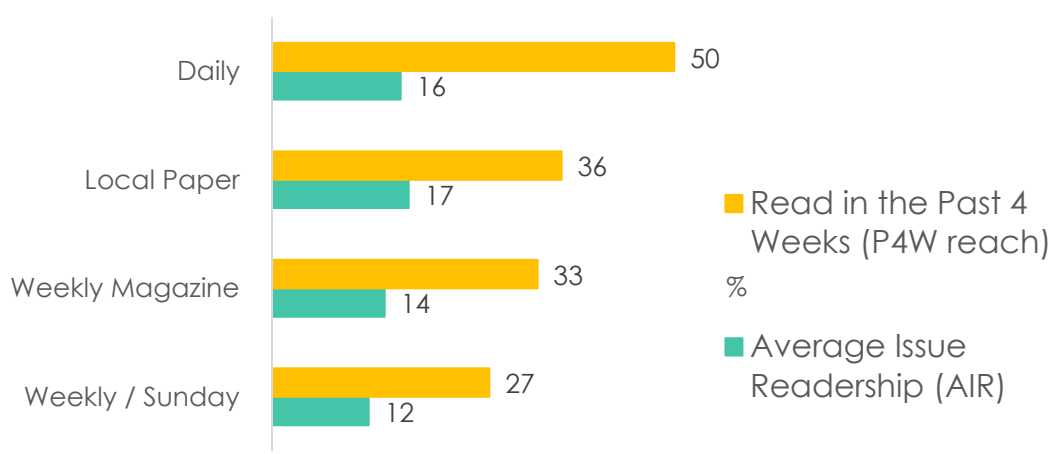
Small Metros – 30 Communities

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

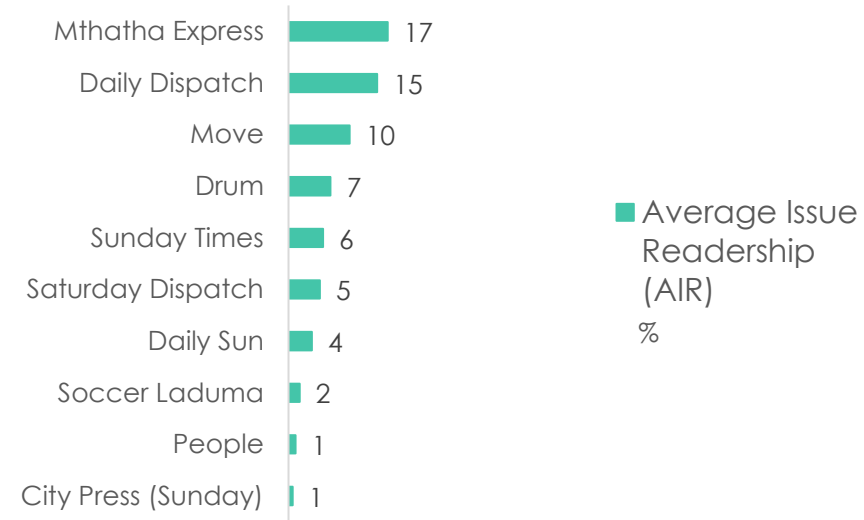
Mthatha 2019 Footprint



Paper Categories



Top 10 paper titles

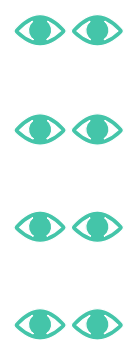


Regular Readers

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

34% 65%

of past 4 weeks readers



Multiple Reading

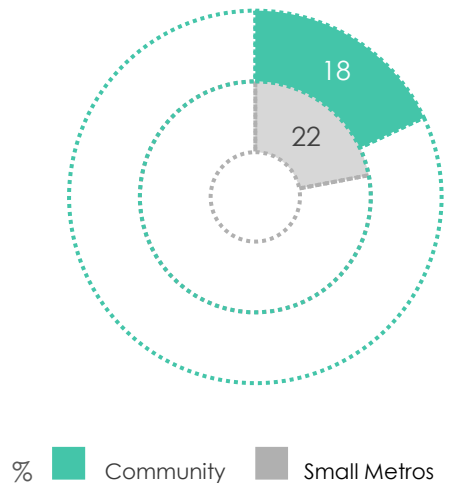
Read one issue of the local paper on more than one occasion

37% 30%

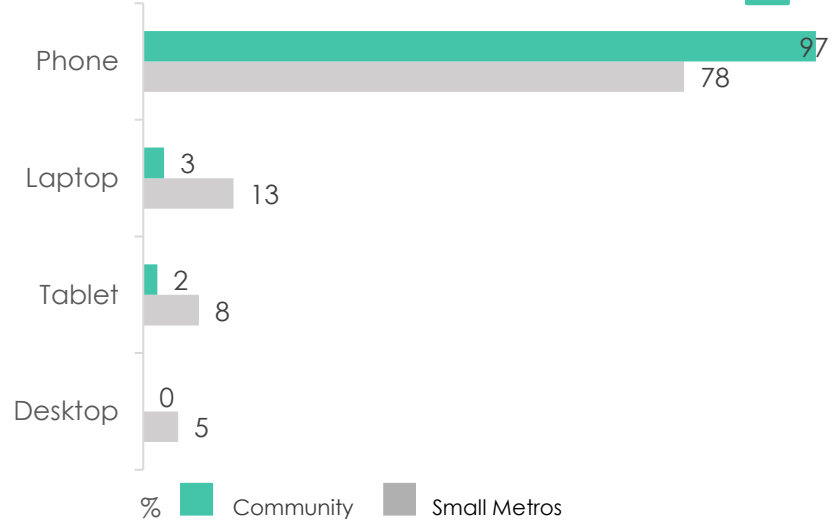
of Average Issue Readers

Community Small Metros

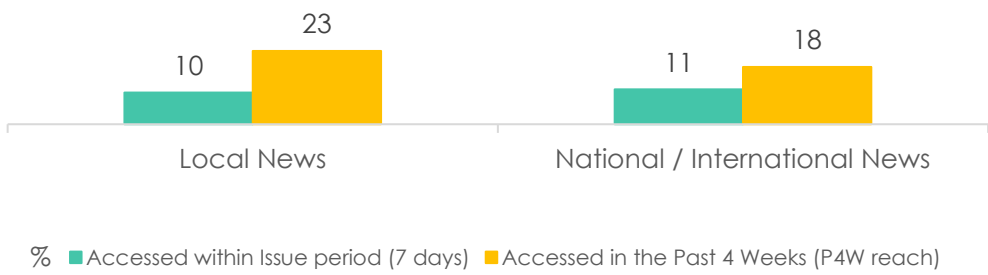
Read news online in the past 7 days



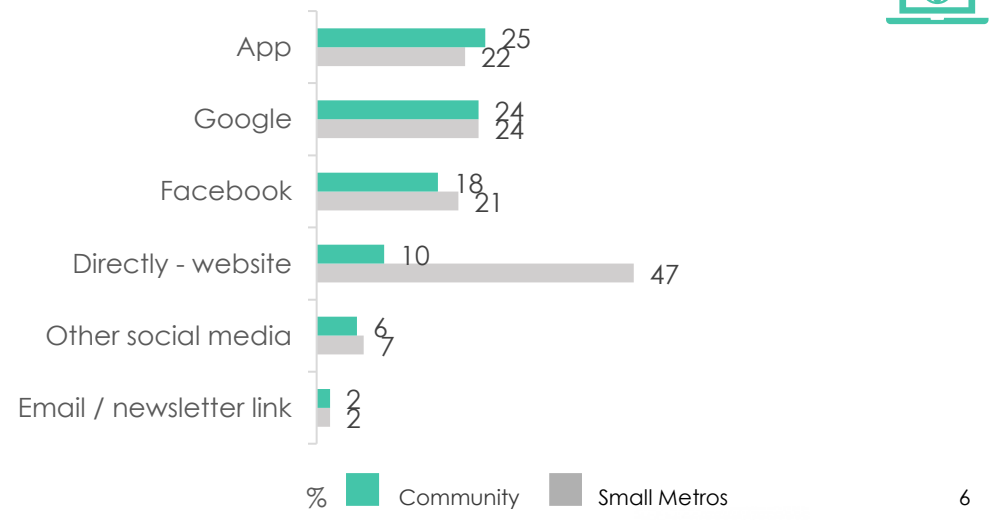
What device P7D online readers use



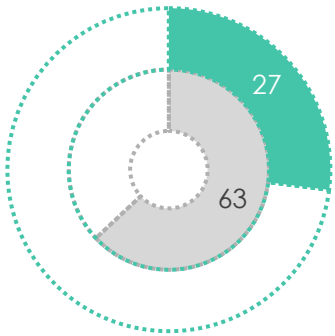
Type of News accessed



How P7D online readers get there

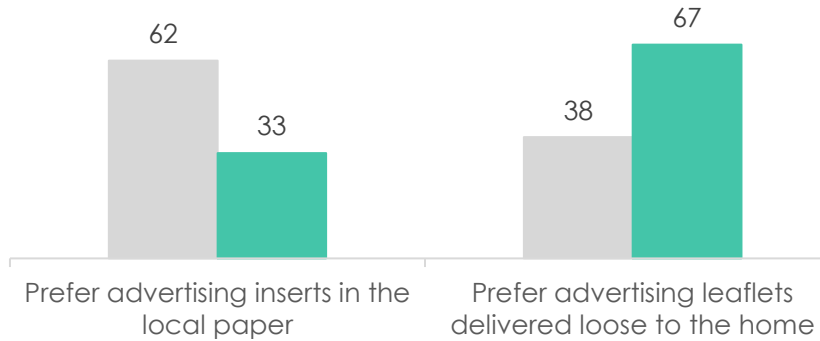


Use advertising in the local paper to help with shopping decisions



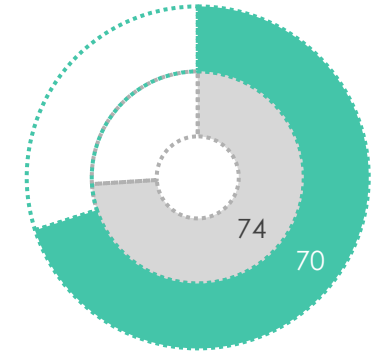
% Community Small Metros

Preference for receiving advertising inserts/ leaflets



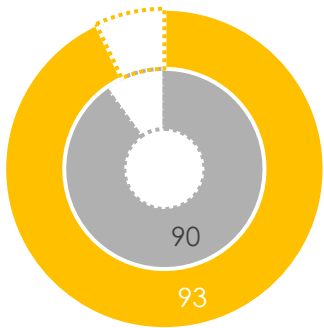
% Community Small Metros

Read the inserts delivered to the home inside their local paper

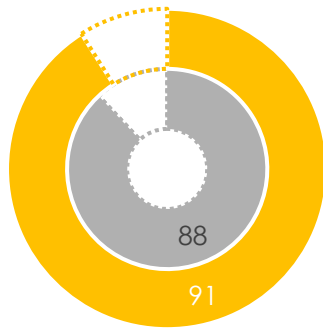


% Community Small Metros

Plan shopping



Plan a day or 2 before / within the week

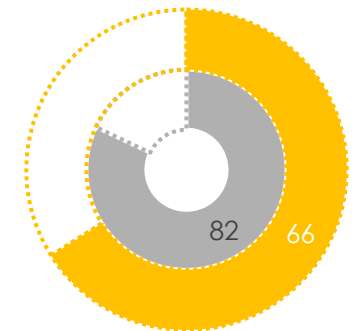


65%

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



Mostly shop over the weekend

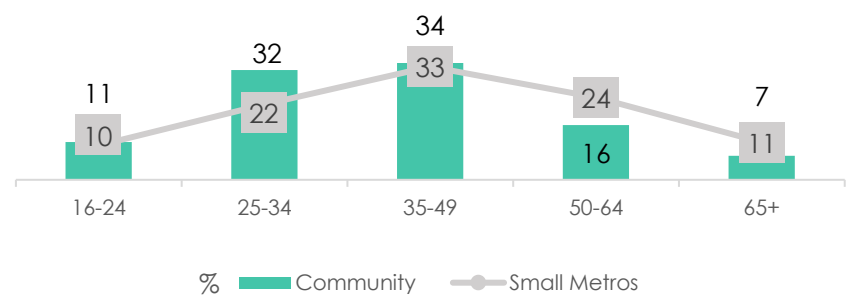
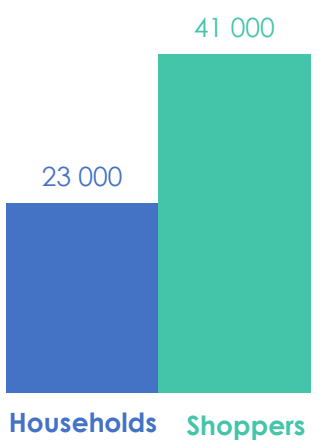


% Community Small Metros

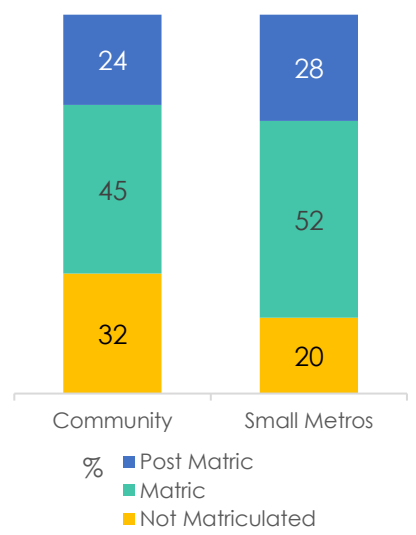
Community Size & Structure

Mthatha - Eastern Cape

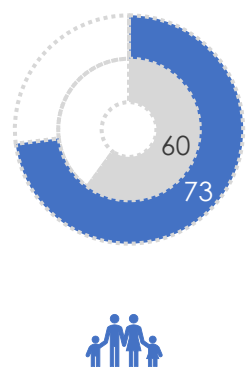
Footprint size



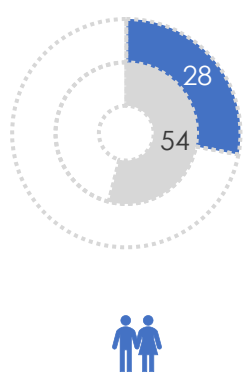
Education



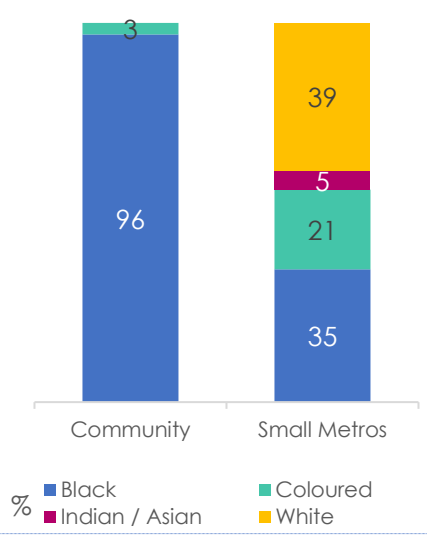
Children



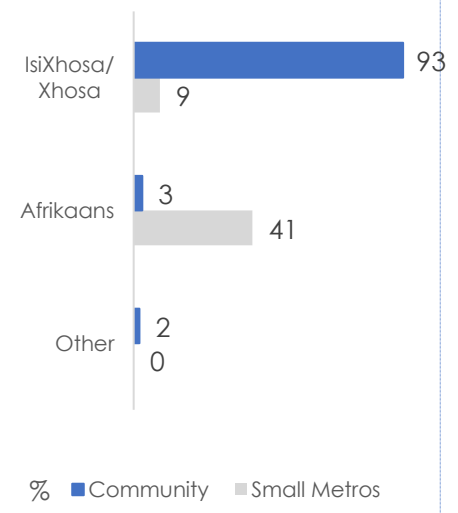
Married or living with a partner



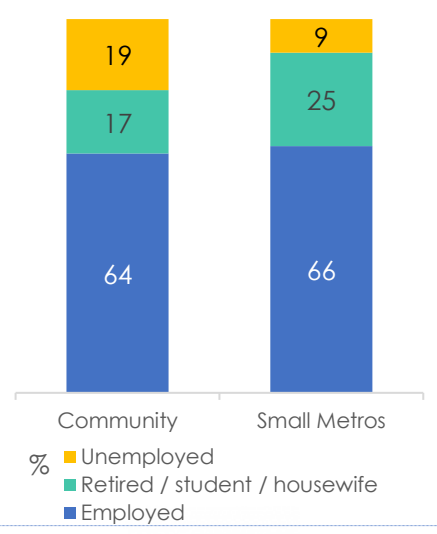
Race



Language

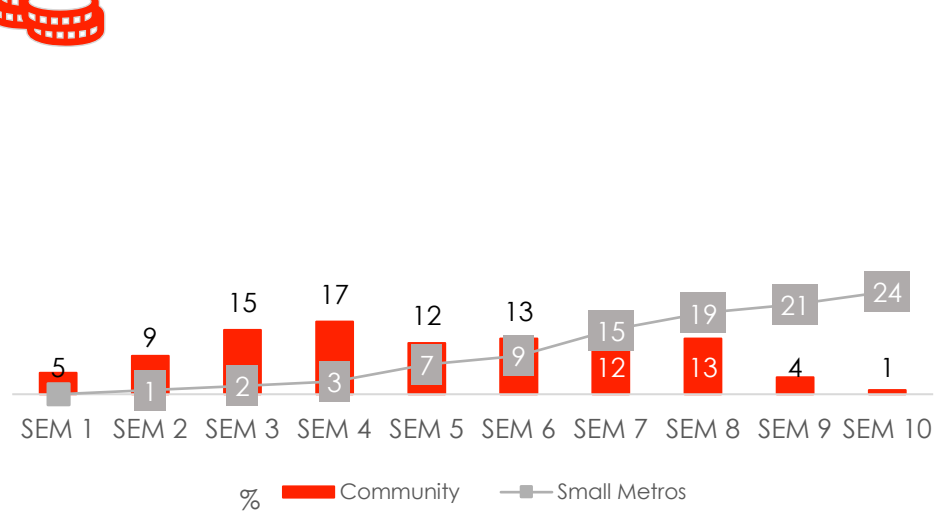


Employment





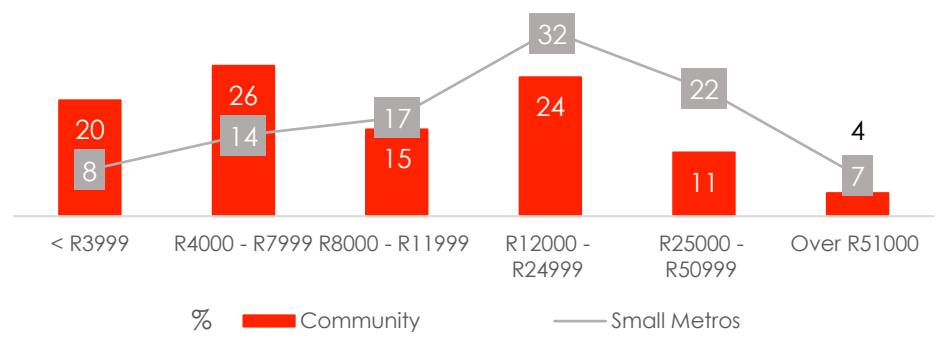
Socio Economic Measure (SEM) distribution



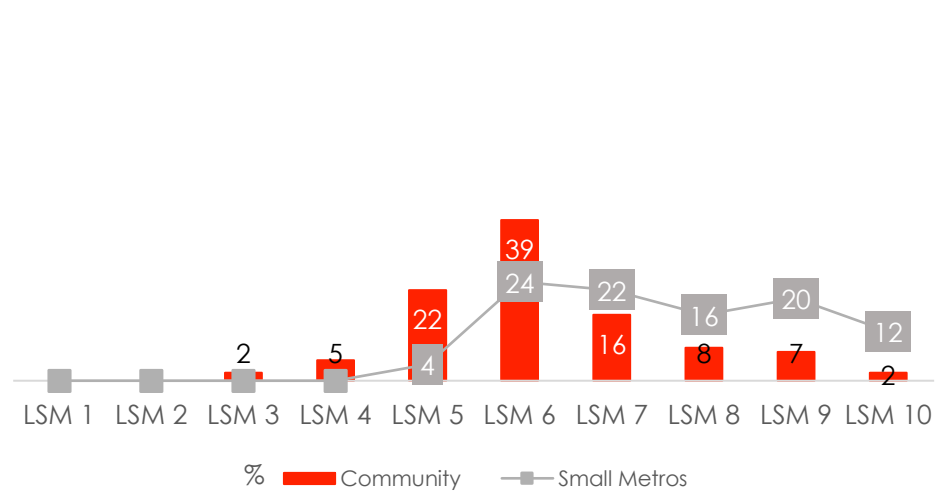
Monthly Household Income

Mean
(Average monthly Household Income)

R15 442 **R21 997**



Living Standard Measurement (LSM) distribution

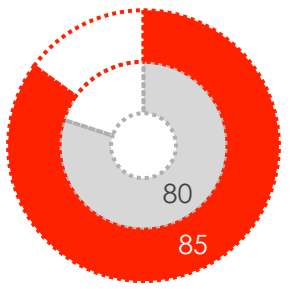


Percentage of people who have...

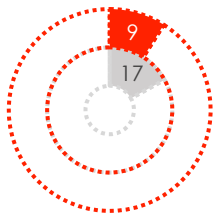
	Community %	Small Metros %
Long Term Savings / Investments	57	55
Medical Aid	27	38
Credit Card	10	18
Own Business	5	8



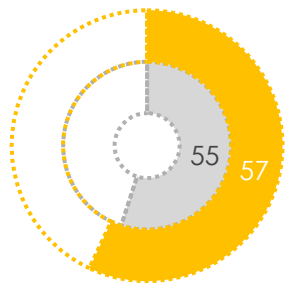
Savings or Current Account



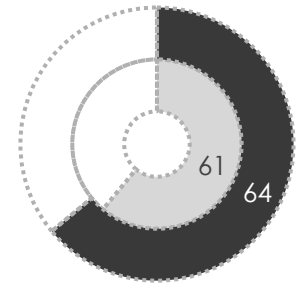
Credit card



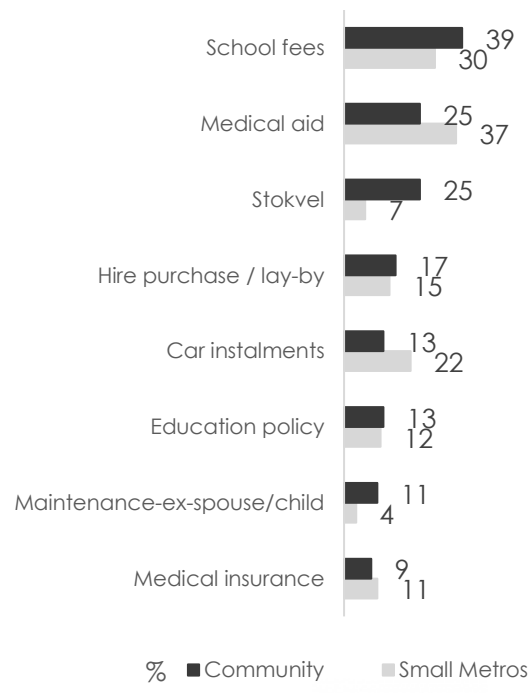
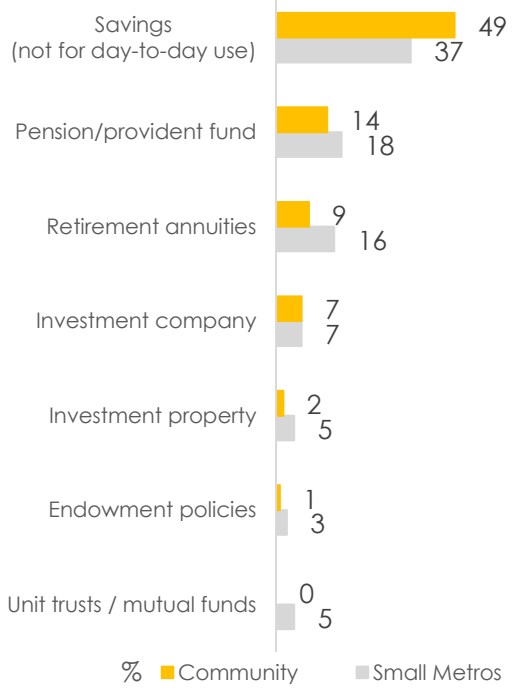
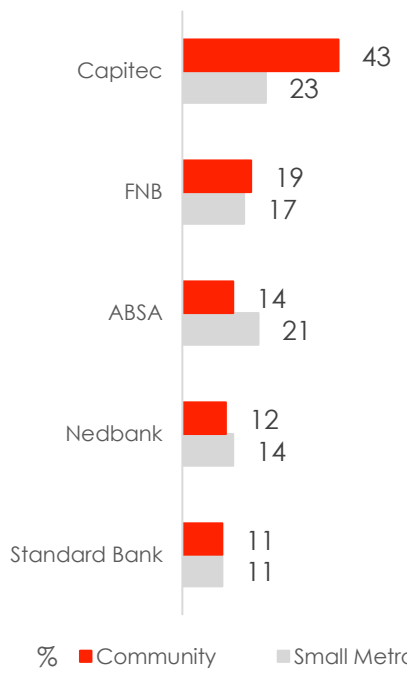
Long Term Saving or Investments



Long Term Monthly Commitments

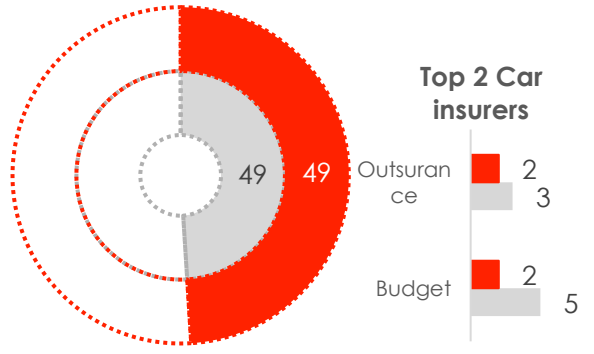


Top 5 banks used across all accounts



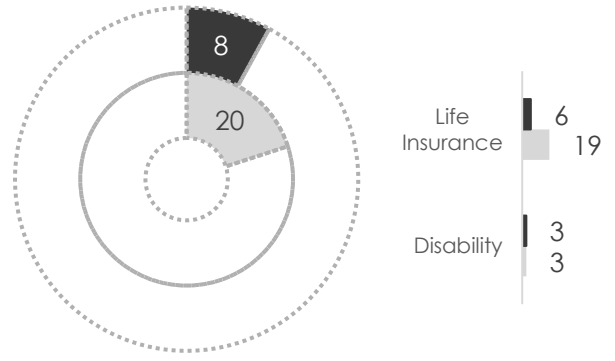


Short Term Insurance



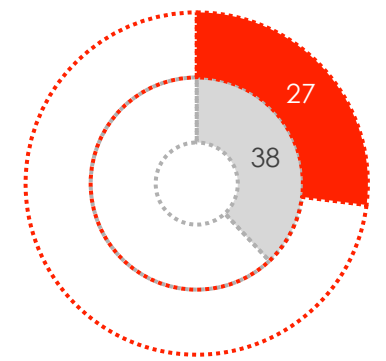
% ■ Community ■ Small Metros

Long Term Insurance



% ■ Community ■ Small Metros

Medical Aid



% ■ Community ■ Small Metros

Type	Community %	Small Metros %
Funeral cover	33	30
Car insurance	17	30
Burial society	15	6
Life insurance	6	19
Household content	3	9
Homeowners	2	10

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

Providers	Community %	Small Metros %
GEMS	14	7
Discovery Health	5	9
Bonitas	2	5
Bestmed	0	2
Medscheme	0	2

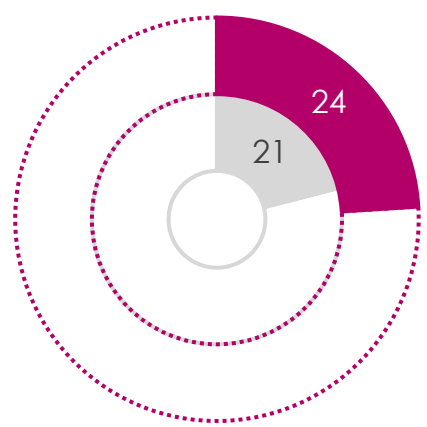
Use the internet
Past 4 weeks

68%



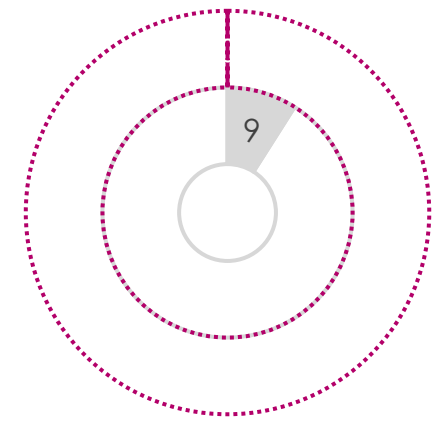
74%

Use internet "all the time"



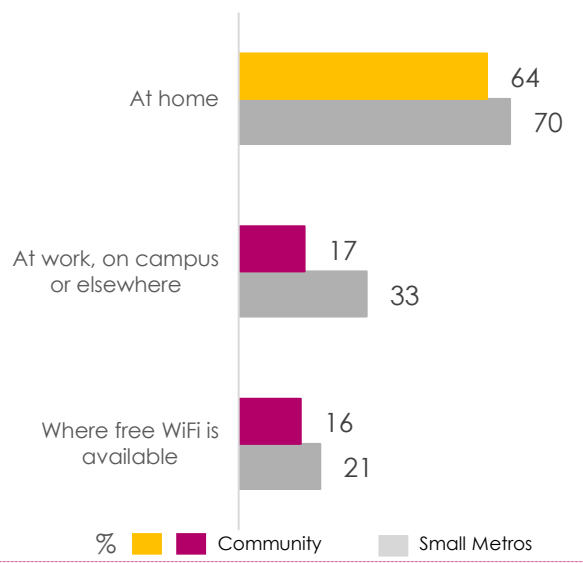
% Community Small Metros

Have uncapped data in the home

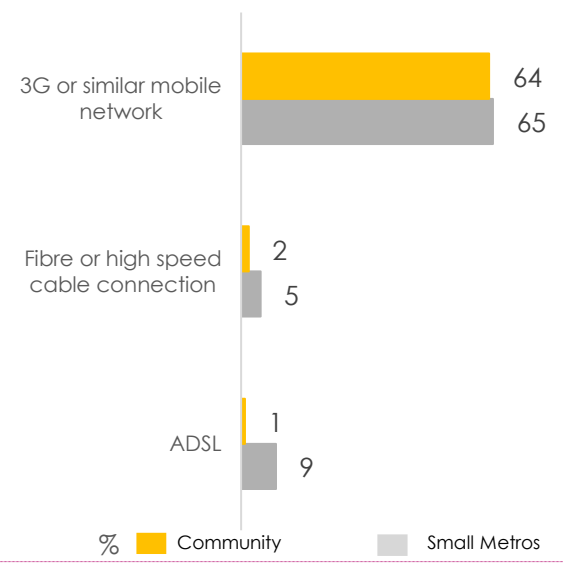


% Community Small Metros

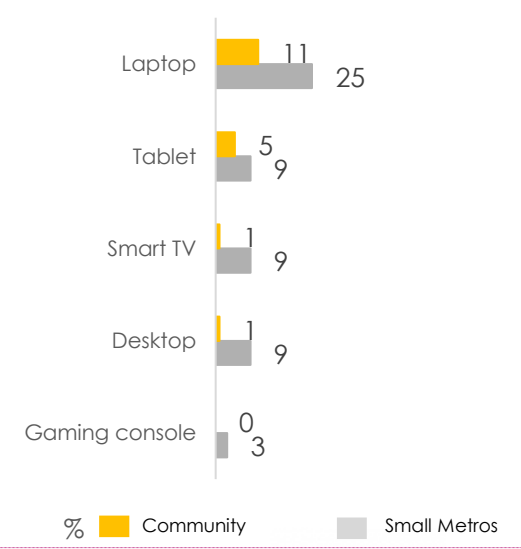
Where you connect



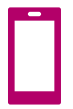
Home connection



Devices in the home



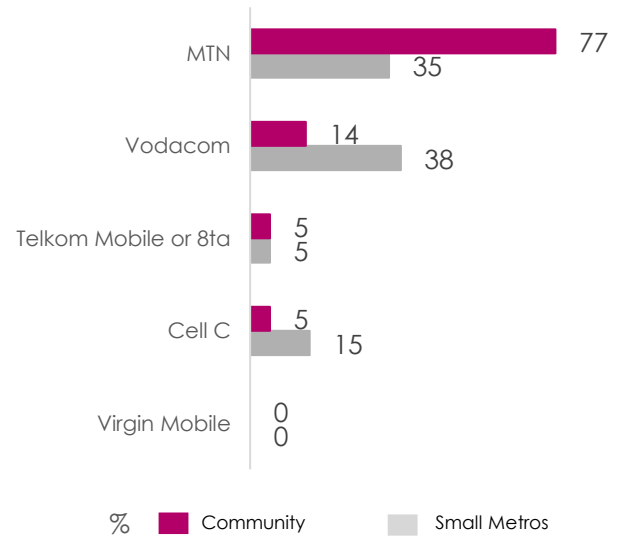
Have a Cell phone



96% 92%

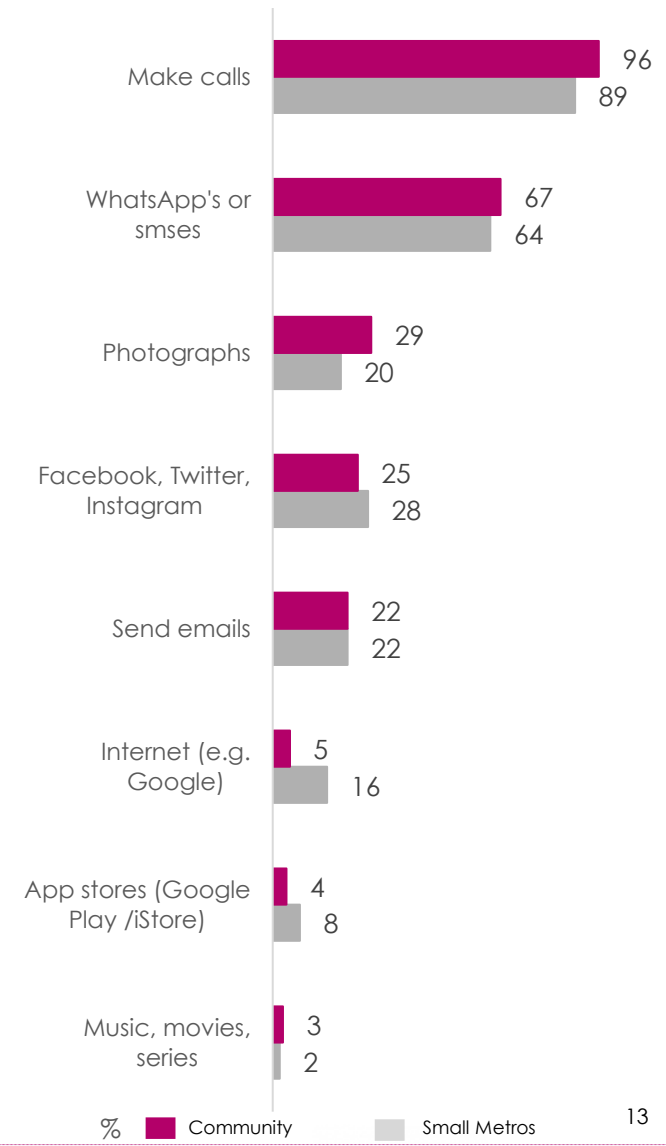
Community Small Metros

Provider



% Community Small Metros

Top Activities



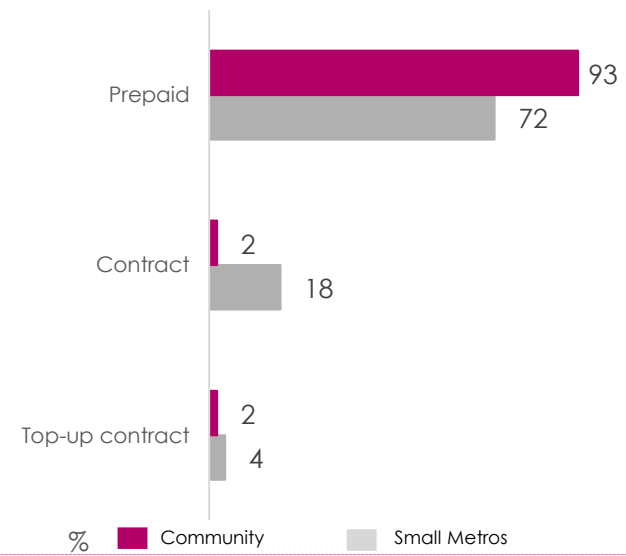
% Community Small Metros 13

Have a Smart Cell phone

75% 79%

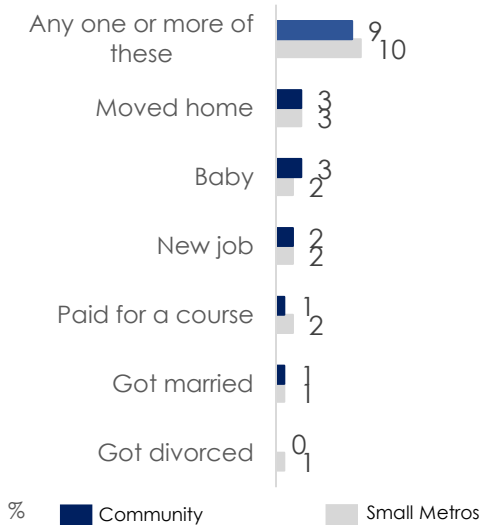
Community Small Metros

Contract



% Community Small Metros

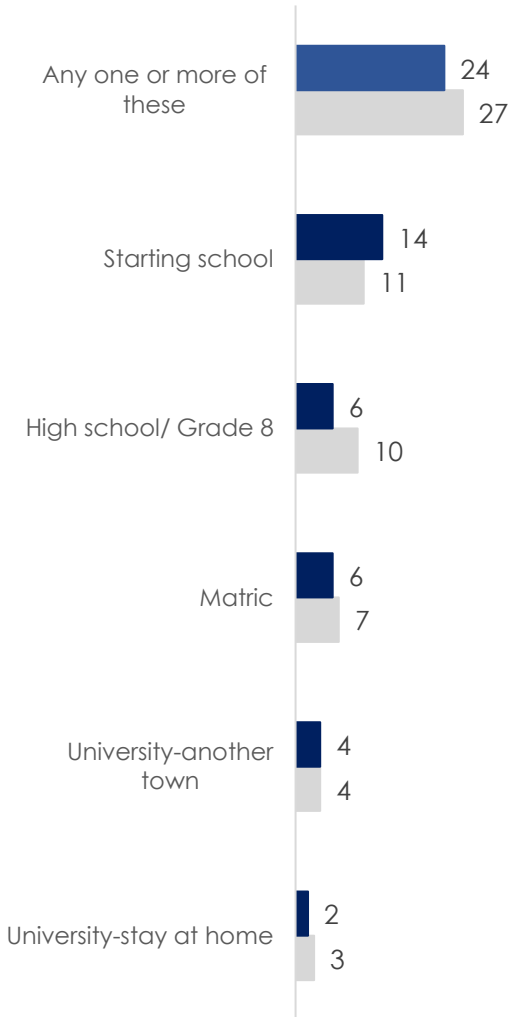
Big changes in personal life



Have at least one interest

65% 64%

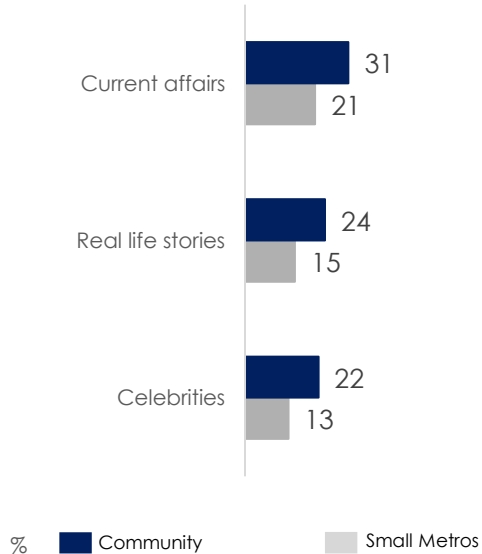
Big changes in children's lives



Self proclaimed expert in at least one area of interest

64% 61%

Top 3 interests

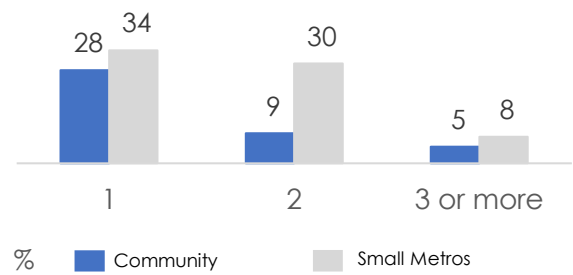


Have a car in the household

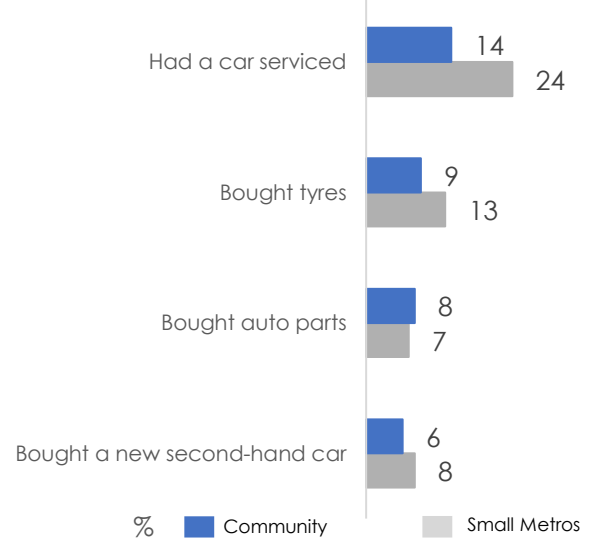


42%

72%



Car purchases – past 12 months



Use Uber



13%

13%

Top 3 tyre retailers
Small Metros

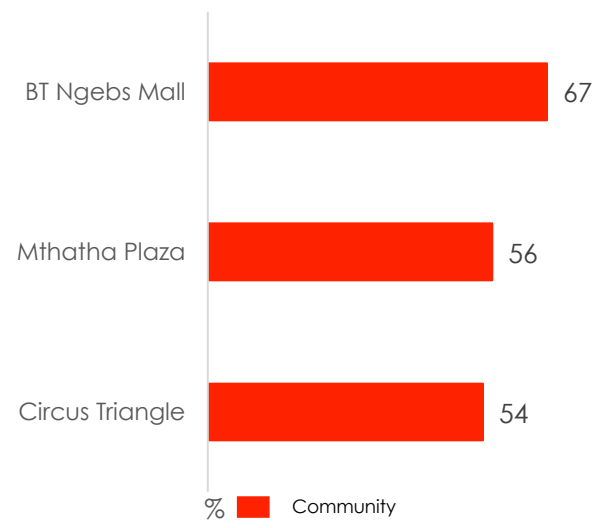


Top 3 auto part retailers
Small Metros

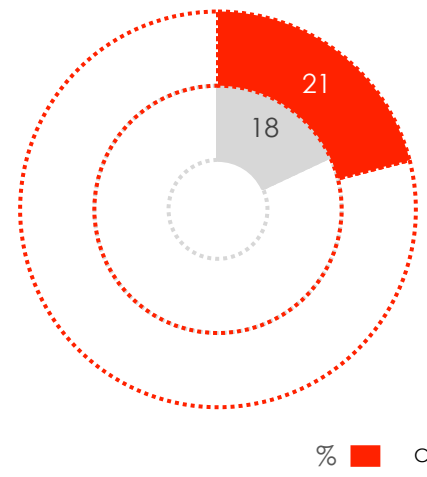


Other independent retailer

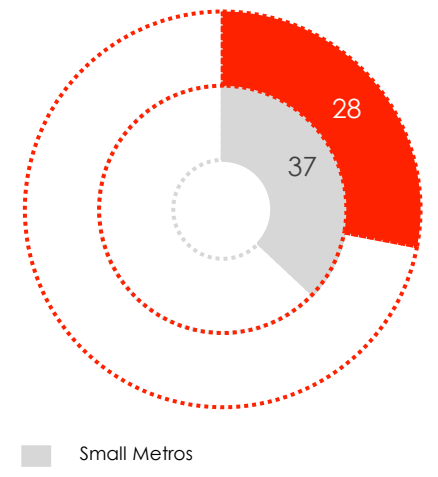
Top 3 shopping centres - past 3 months



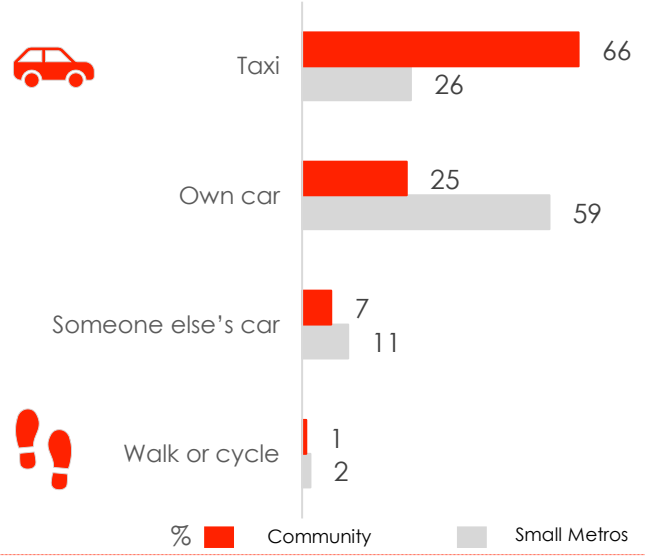
Bought something online - past 12 months



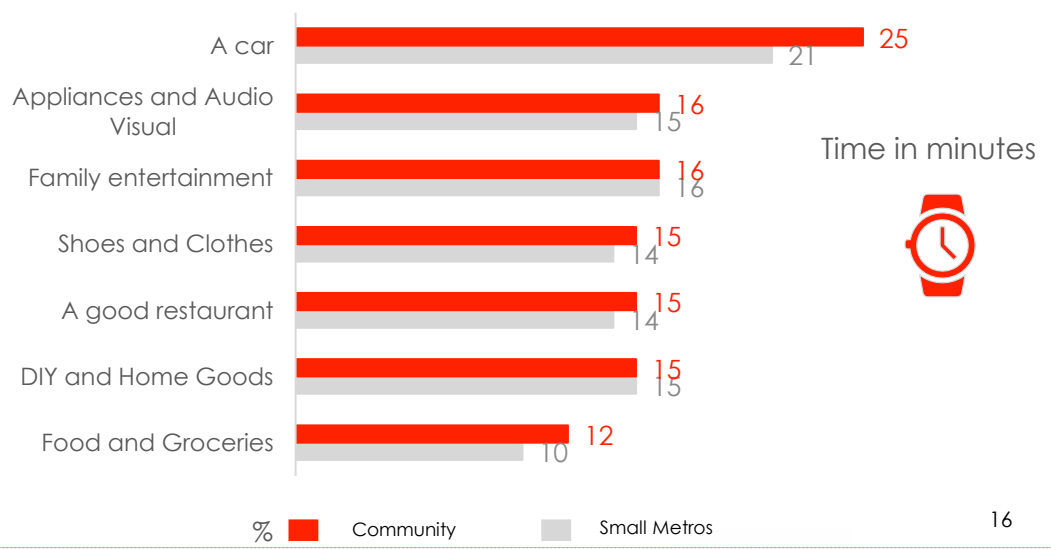
Researched online before buying - past 12 months



Transport when shopping



Average Time prepared to travel for.....



Have a loyalty card

63% 66%

Average number of cards

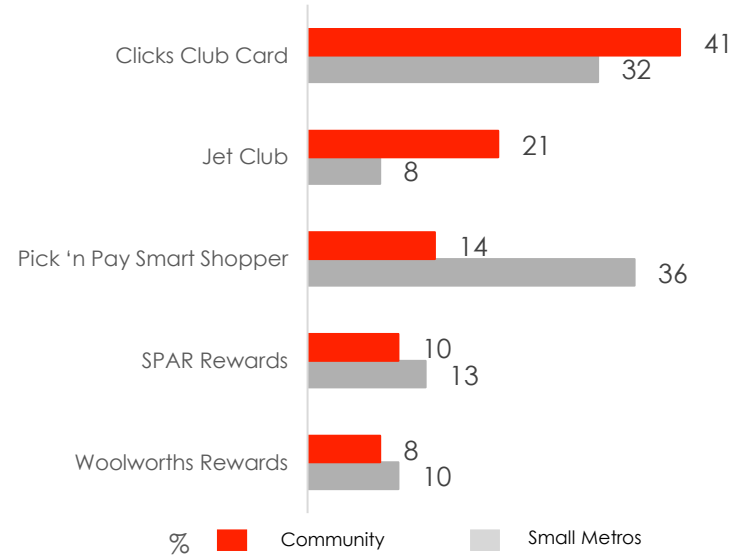
1.9 2.2

Average number of times they are used in a month

1.5 2.3

■ Community ■ Small Metros

Top 5 loyalty cards



Visited a Garage Forecourt

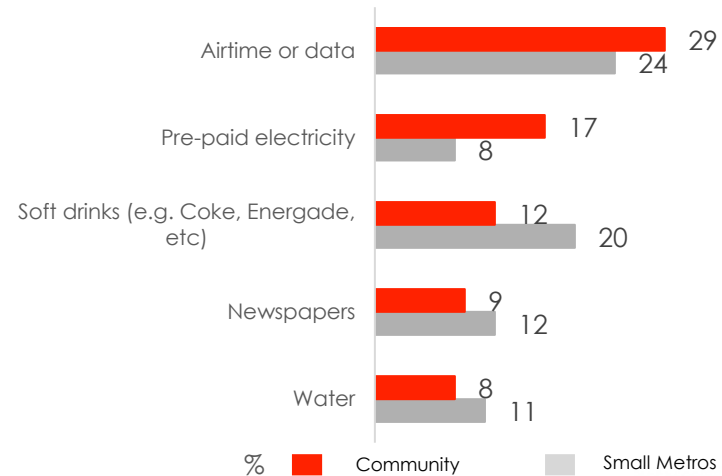
40% 50%

Average number of times visited in a month

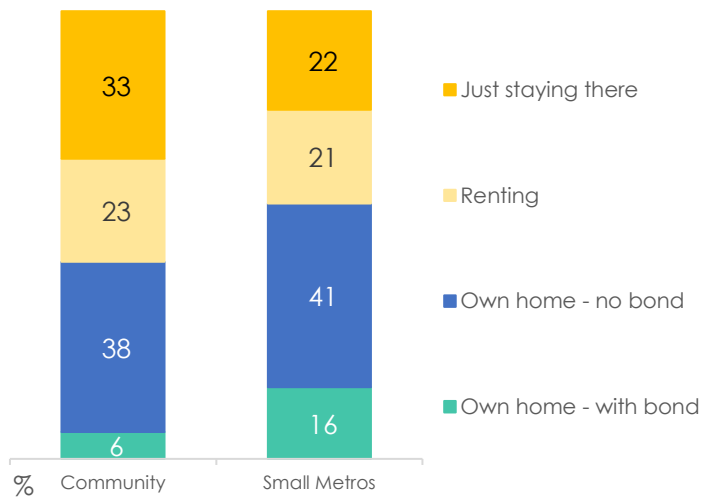
2.9 3.7

■ Community ■ Small Metros

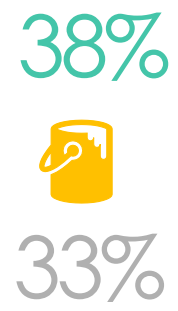
Top 5 purchases at the forecourt, besides petrol



Home Ownership



Done home renovations in past year



Have home security

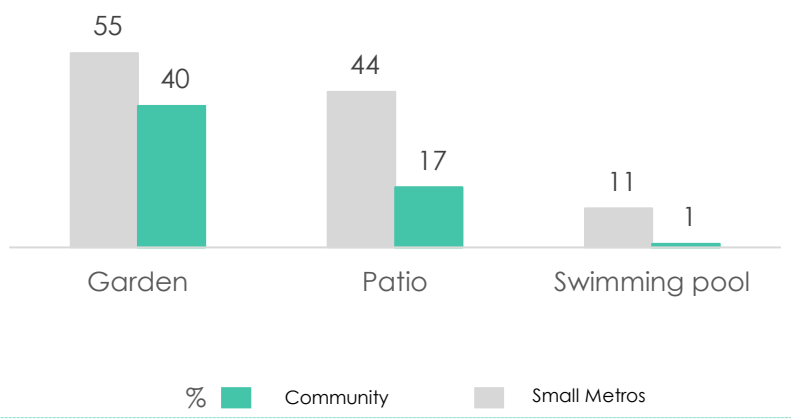


Have a dog



Community Small Metros

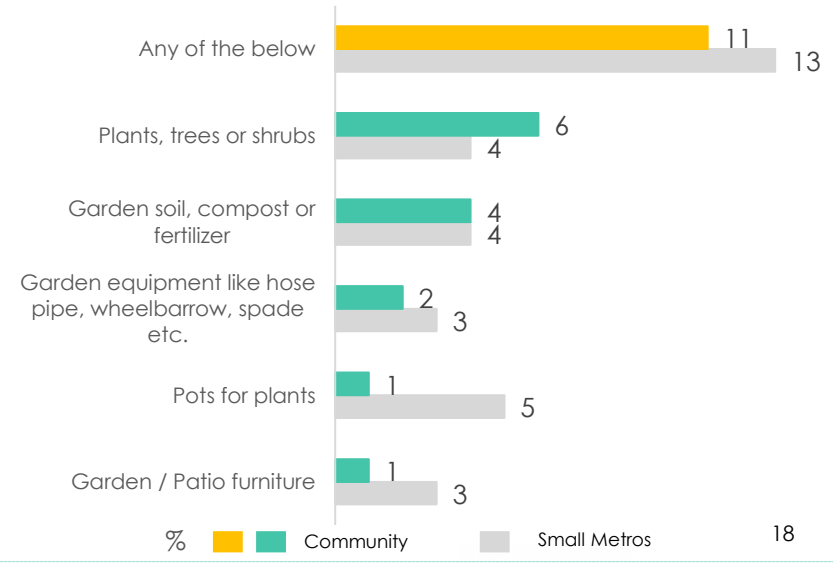
Garden



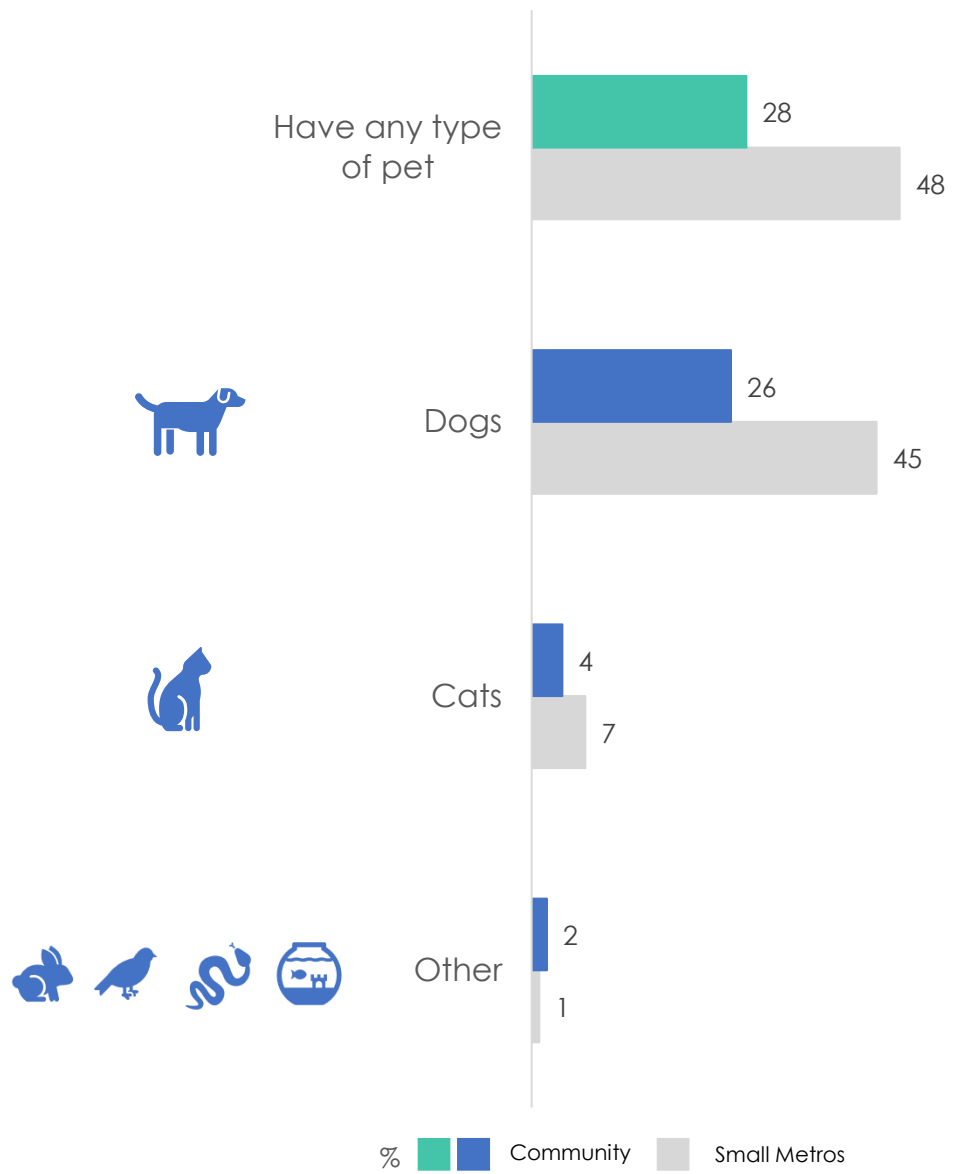
Renovated or actively worked in the garden in past year



Specific garden purchases past year



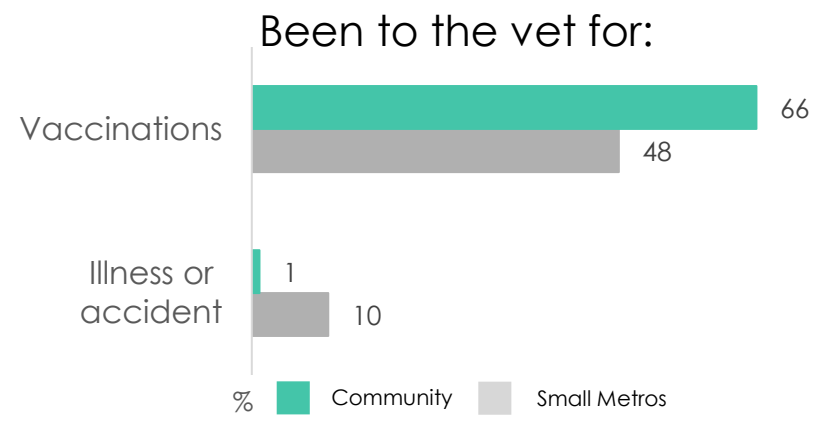
Community Small Metros



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

66%

52%

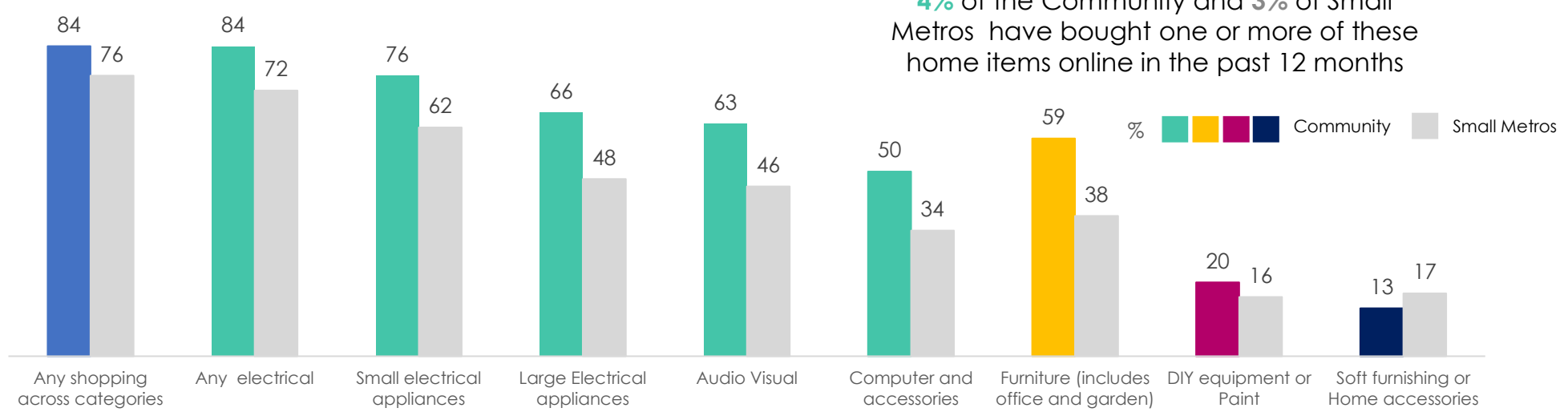


% of vet visitors who have pet insurance:

2%

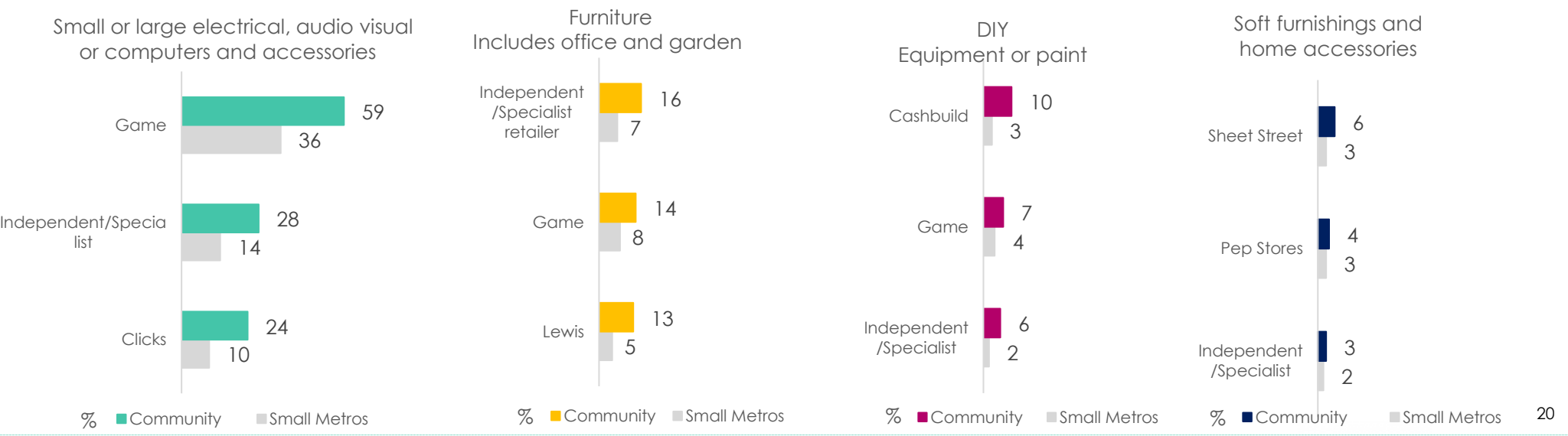
5%

Specific home categories shopped in past 12 months

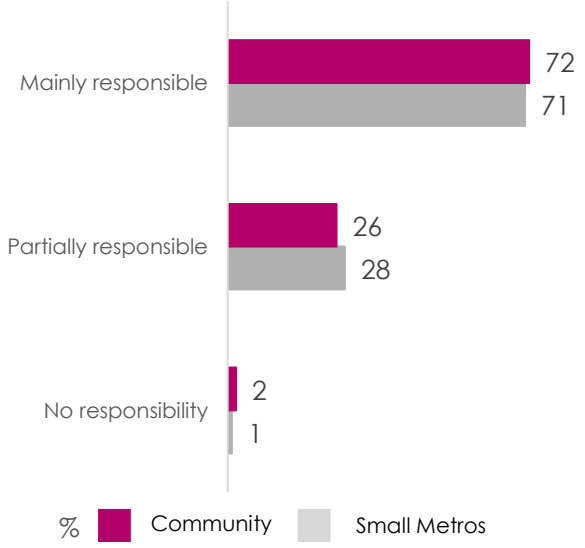


Online durables shopping is still in its infancy, **4%** of the Community and **3%** of Small Metros have bought one or more of these home items online in the past 12 months

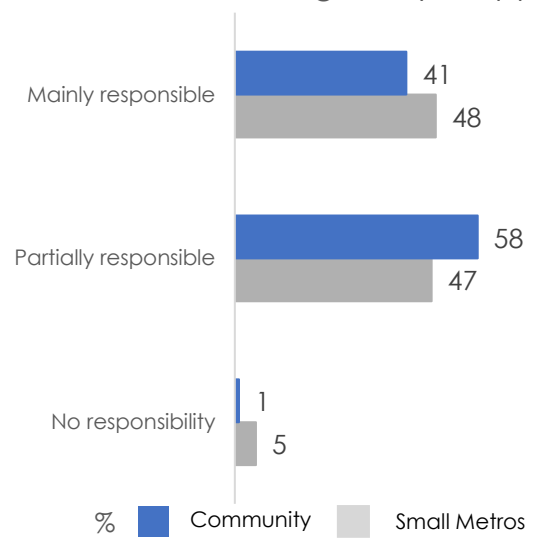
Top 3 Retailers...



Who does the grocery shopping ?

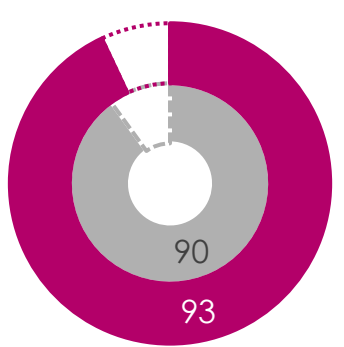
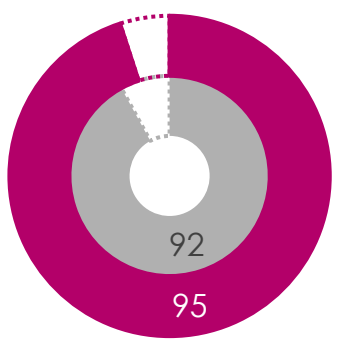


Who does the grocery shopping ?



Plan food shopping

Plan a day or 2 before / within the week

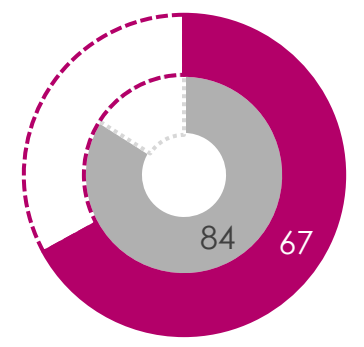


65%

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



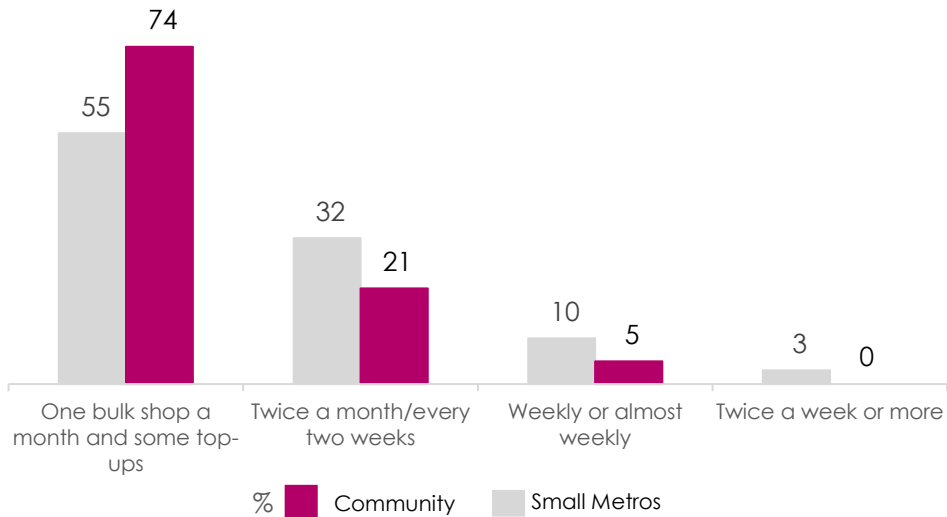
Mostly grocery shop over the weekend



% Community Small Metros

% Community Small Metros

Type of Shop



Number of shopping trips in a month

1.4 (Community) 1.9 (Small Metros)

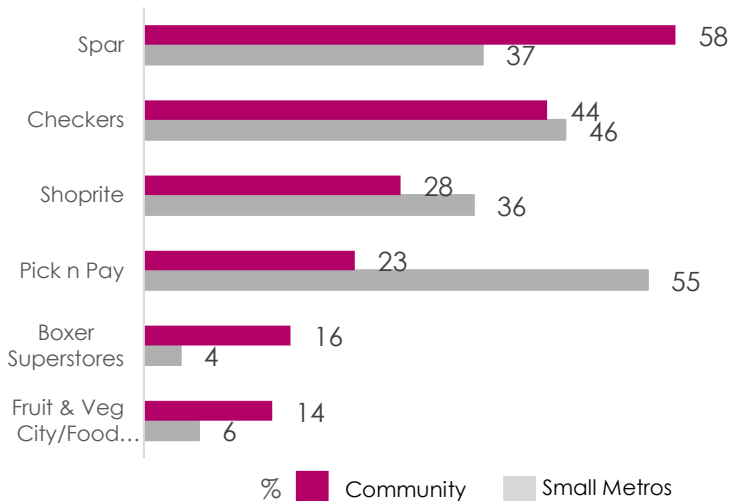
Bought Groceries online in the month

0% (Community) 1% (Small Metros)

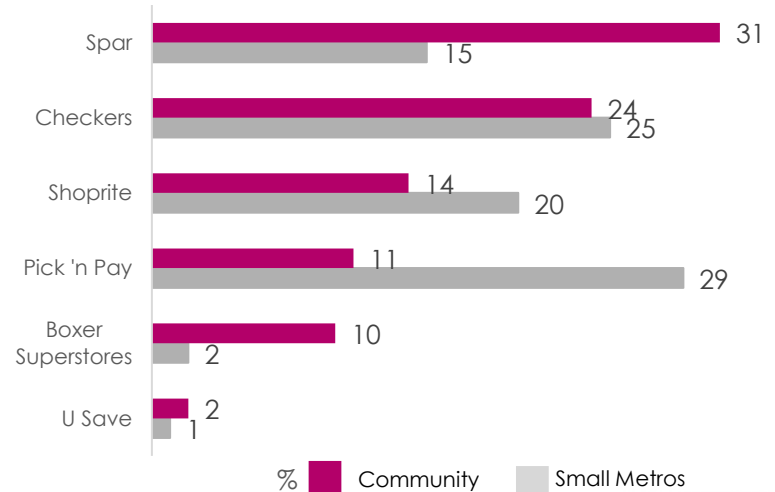
Online grocery shopping is still in it's infancy – the most used stores are Pick n Pay and Woolworths

Community Small Metros

Food & Groceries Stores : past month



Where spend most F&G money : past month

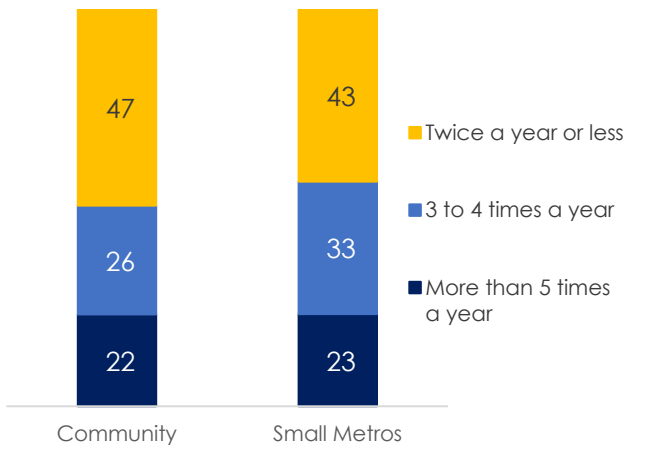


Community Small Metros

Clothes & Shoes

Mthatha - Eastern Cape

How often do you shop for clothes in a year



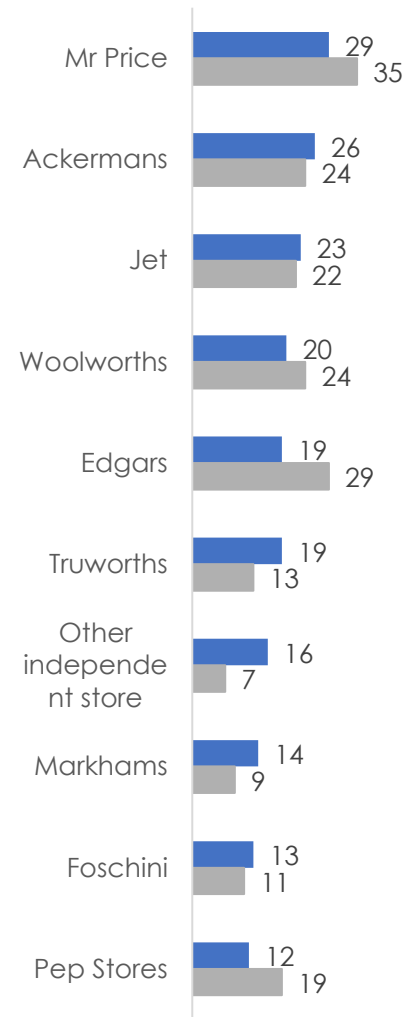
Favourite Shopping Centre for clothes & shoe shopping



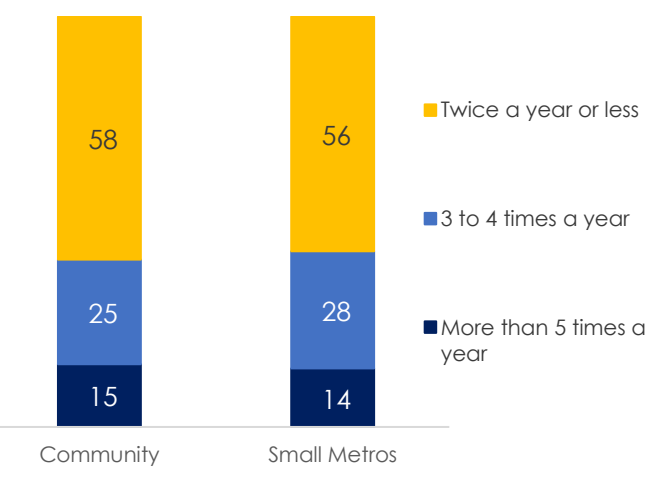
47%

BT Ngebs Mall

Top 10 Retailers



How often do you shop for shoes in a year



Bought clothes online in the past 12 months



12%

7%

Spree / Superbalist is the top online retailer

Bought Jewellery valued at R700 or more



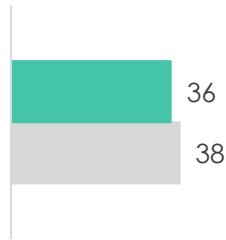
2%

4%

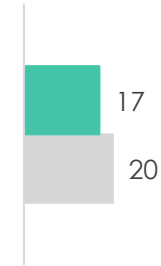
Community Small Metros

% Community Small Metros 23

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



Online ticket purchase in the last P12M



% Community Small Metros



...Movies

11%
25%



...Theatre

4%
9%



...Music concert

20%
13%



...Live Expo/Fair

9%
11%



...Live sports event

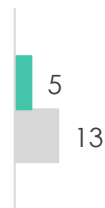
24%
18%

% Community Small Metros

Watch Live TV



Watch streamed or recorded TV most often



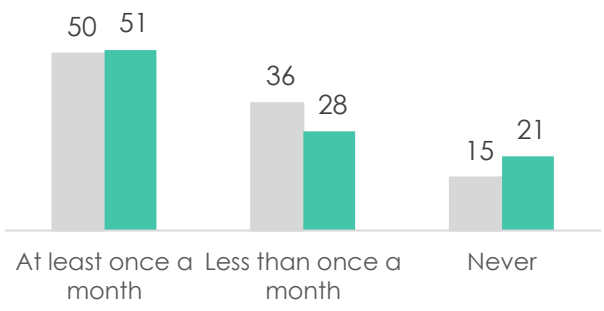
% Community Small Metros

Have a Decoder

56% 82%



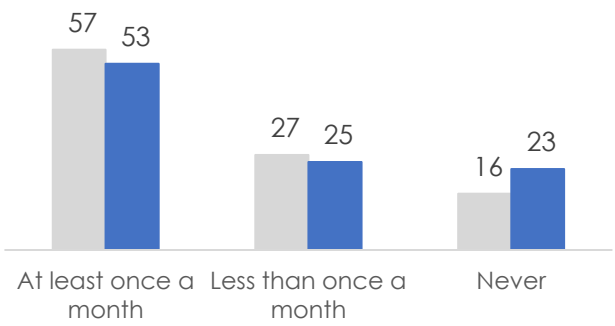
Eat Out



% ■ Community ■ Small Metros



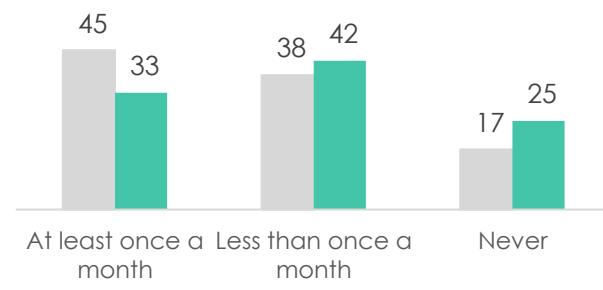
Take Out Food



% ■ Community ■ Small Metros



Entertain at home



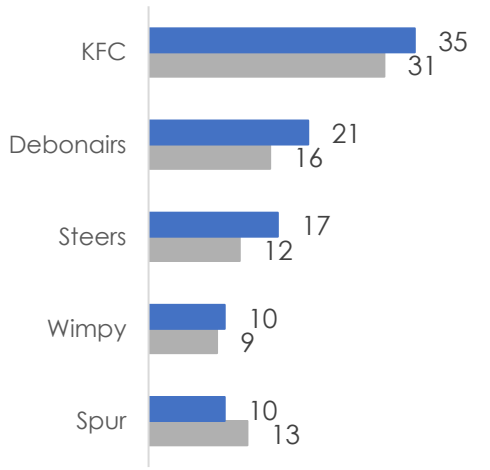
% ■ Community ■ Small Metros

Favourite Shopping Centre for Entertainment / Eating out

BT Ngebs Mall

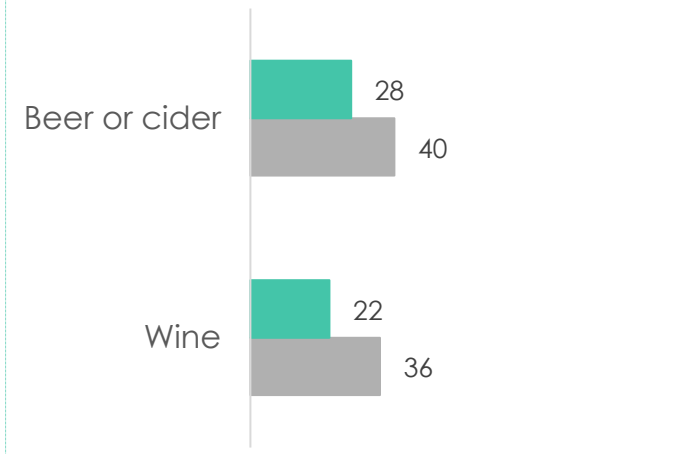
46%

Top Take Outs in the past month



% ■ Community ■ Small Metros

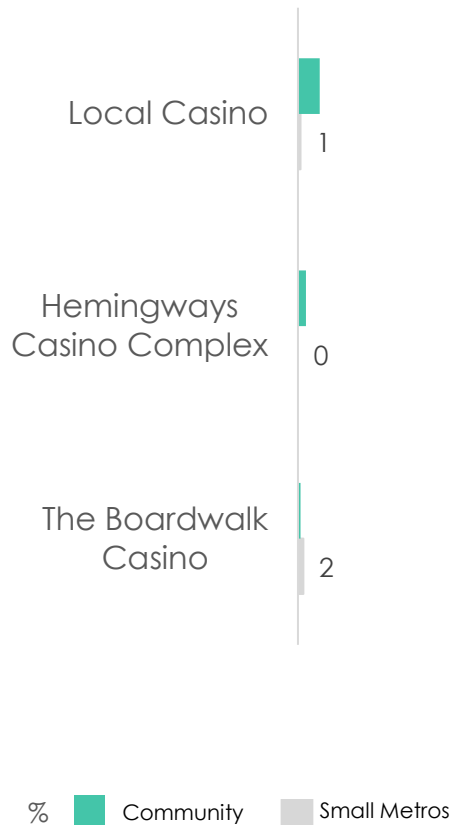
Alcohol purchases for home in the past month



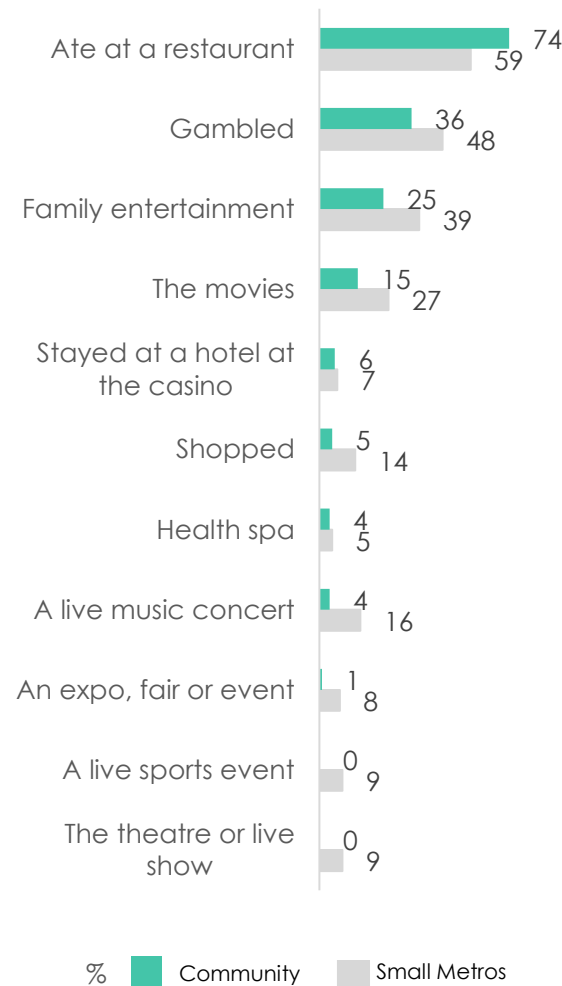
% ■ Community ■ Small Metros

Been to a Casino in the past 3 months

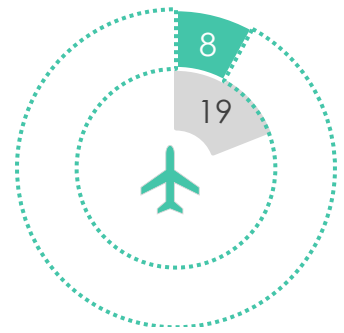
12% 16%



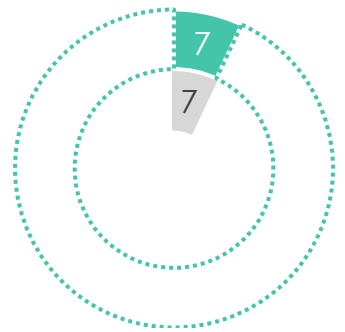
What did you do when you last visited the Casino.....



Flown Nationally or Internationally

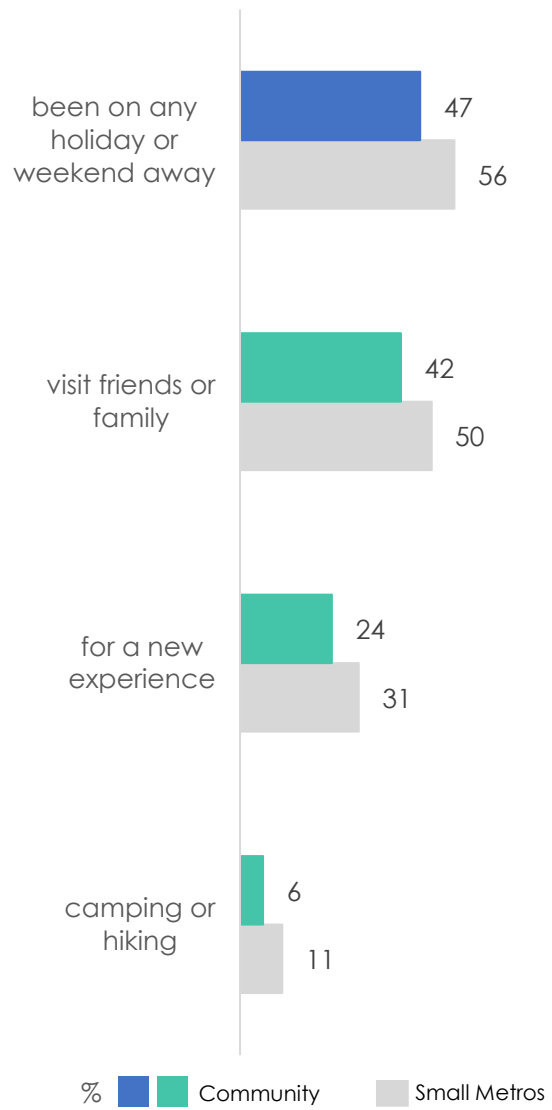


Bought airline tickets online



% ■ Community ■ Small Metros

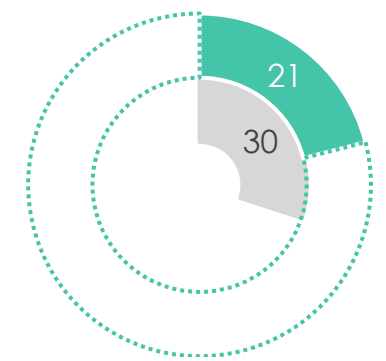
Type of holiday, or weekend away



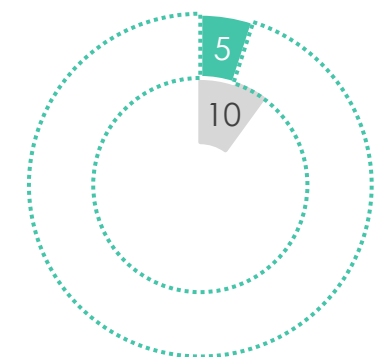
% ■ ■ Community ■ Small Metros



Stayed in paid for accommodation



Booked holiday /accommodation online

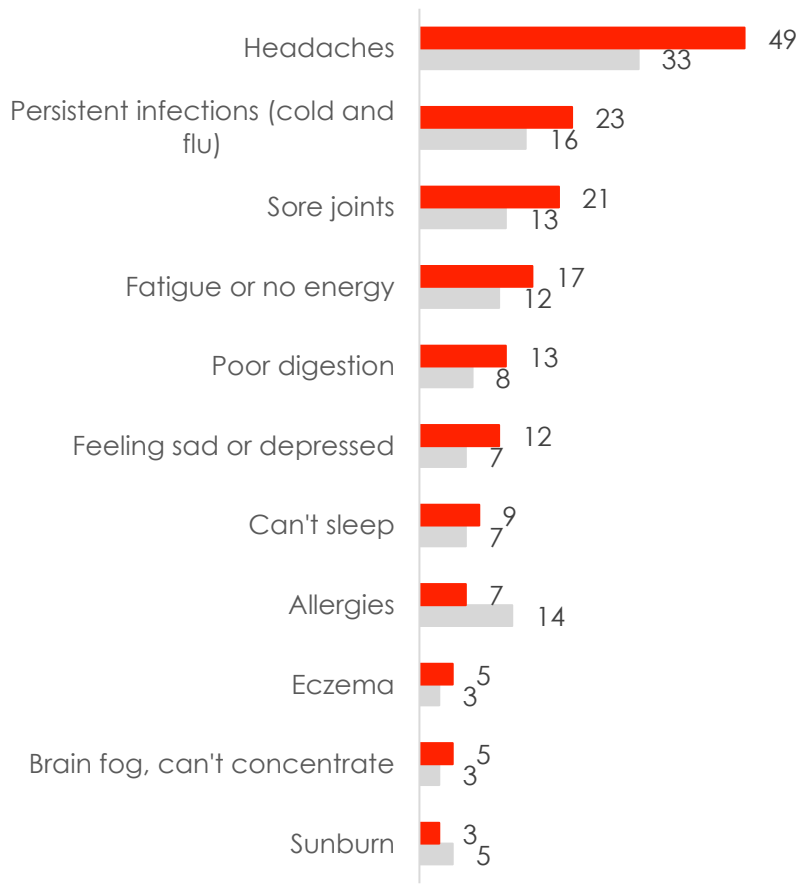


% ■ Community ■ Small Metros



Suffer from one or more symptom of poor health

73% 58%



% Community Small Metros

Have Medical Aid

27% 38%

The top 2 providers



% Community Small Metros

Past 12 months

Antibiotic

35% 23%



Script

25% 24%



Vaccination

19% 11%



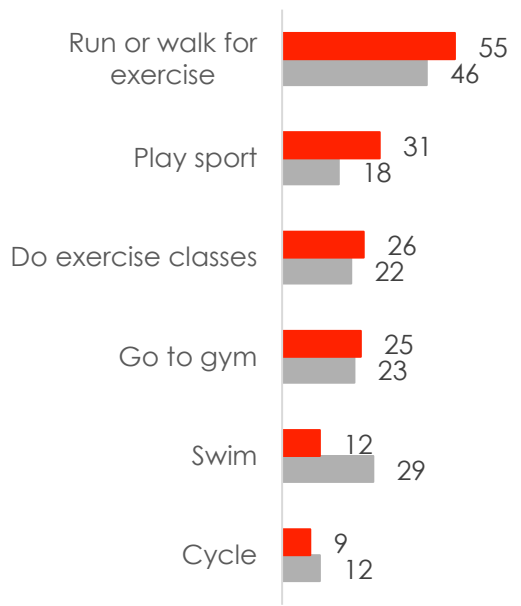
Homeopathic or natural remedies

31% 12%



Exercised in the past week

33% 36%

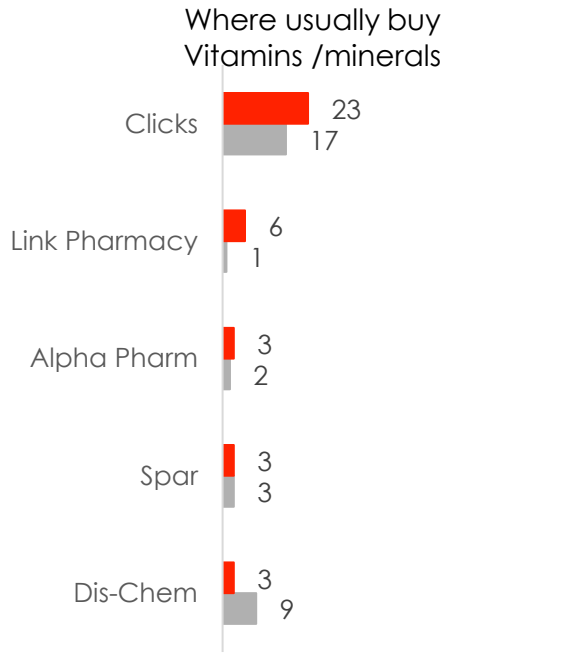


% Community Small Metros



Take vitamins / minerals

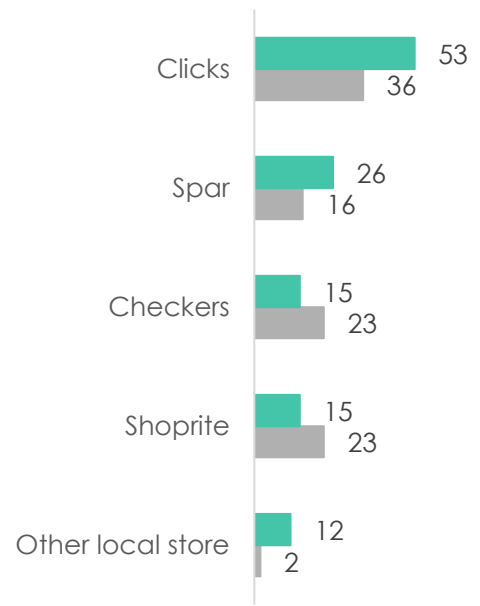
34% 32%



% Community Small Metros



Where usually buy toiletries



% Community Small Metros



Gained 3kg's or more

29% 12%



Lost 3kg's or more

15% 9%



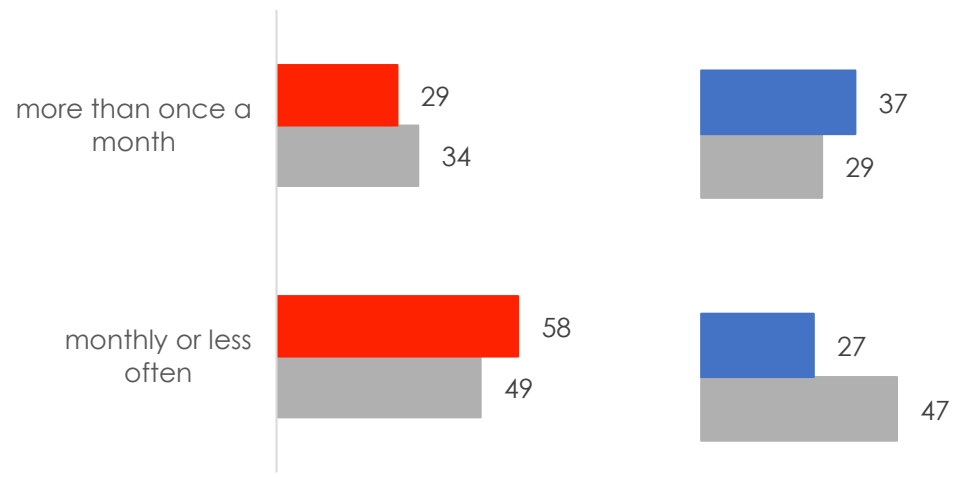
Pay to have their hair styled

87% 83% 64% 76%

of women



of men



% Community Small Metros % Community Small Metros

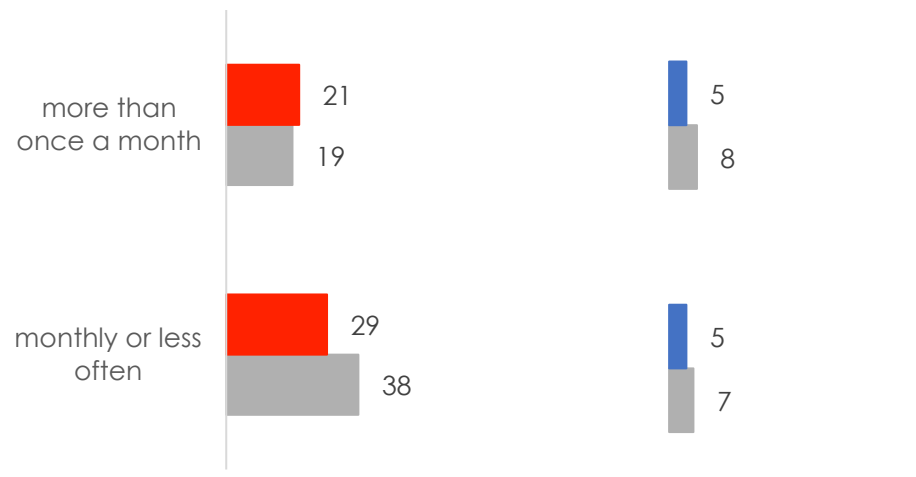
Pay to have facials/manicures/ beauty treatments

49% 57% 10% 15%

of women



of men



% Community Small Metros % Community Small Metros



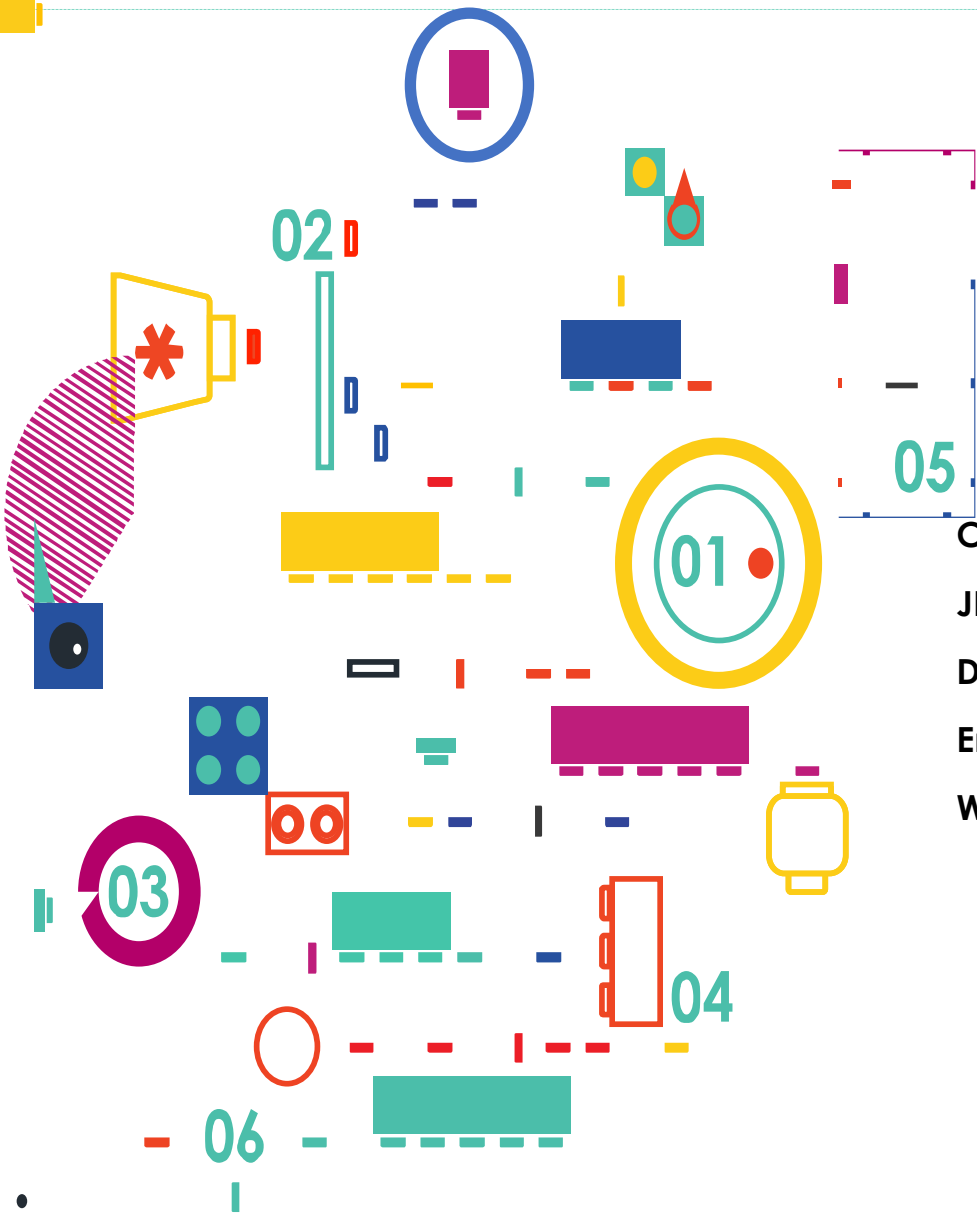
New prescription glasses or contact lenses

10% 9%

Bought new sunglasses



14% 11%



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