



ROOTS:
Nelson Mandela Bay
(PE 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,

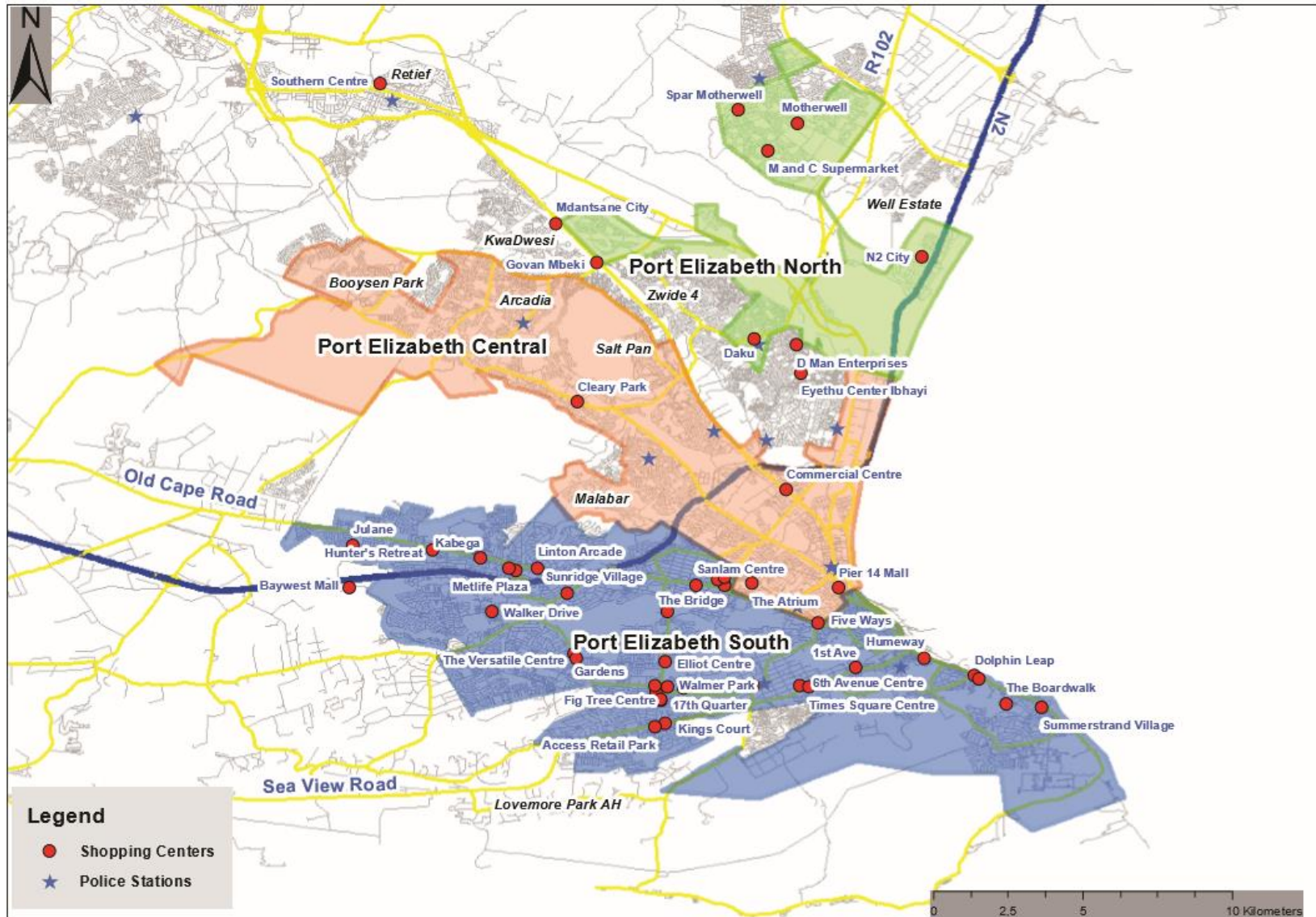
Medium Metros – 18 Communities

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

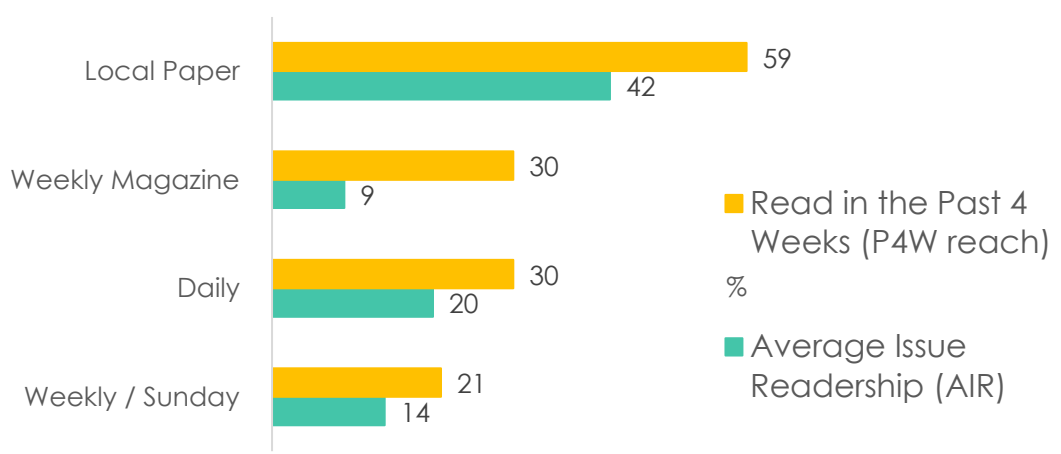
Small Metros – 30 Communities

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

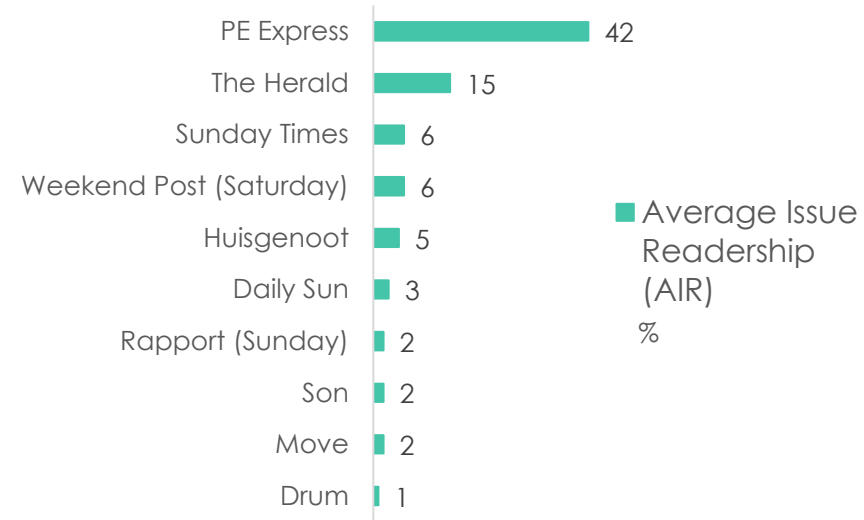
Nelson Mandela Bay/Port Elizabeth 2019 Footprints



Paper Categories



Top 10 paper titles



Regular Readers

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

72% 70%

of past 4 weeks readers



Multiple Reading

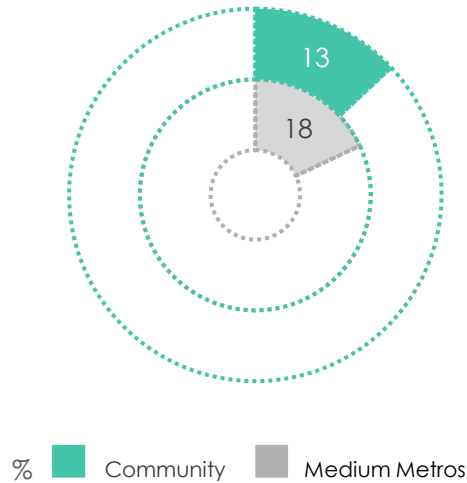
Read one issue of the local paper on more than one occasion

38% 23%

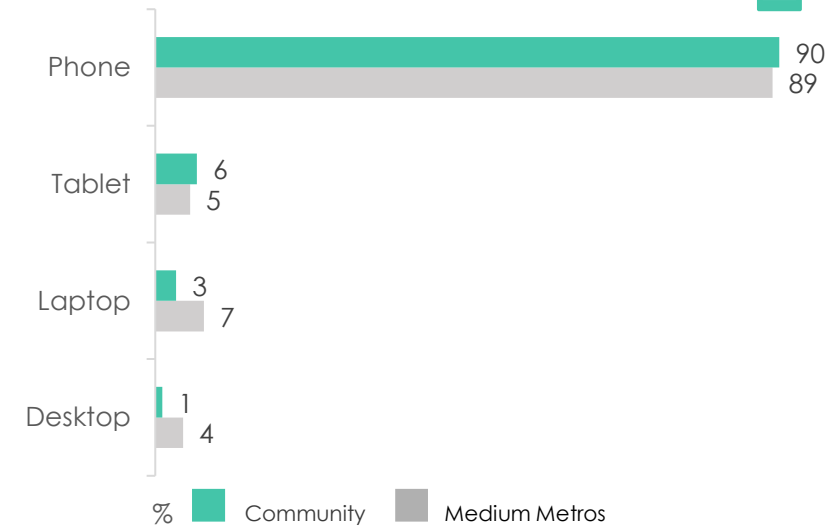
of Average Issue Readers

Community Medium Metros

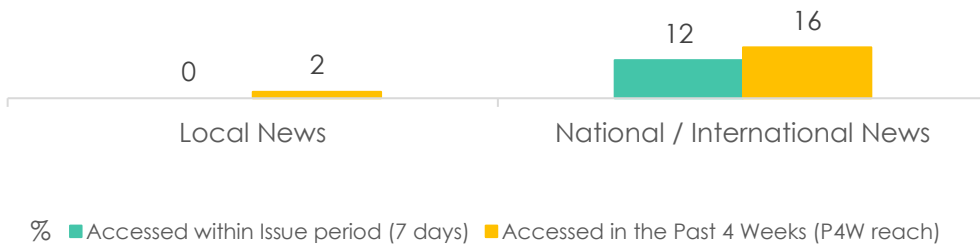
Read news online in the past 7 days



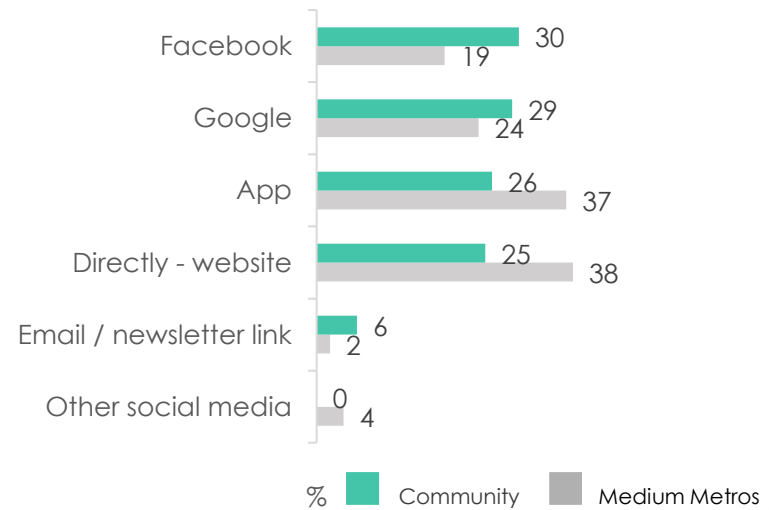
What device P7D online readers use



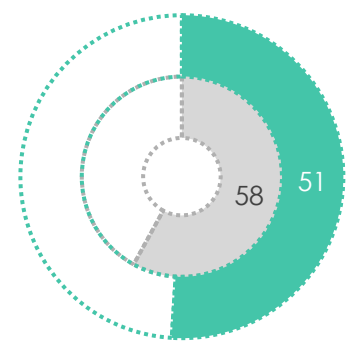
Type of News accessed



How P7D online readers get there

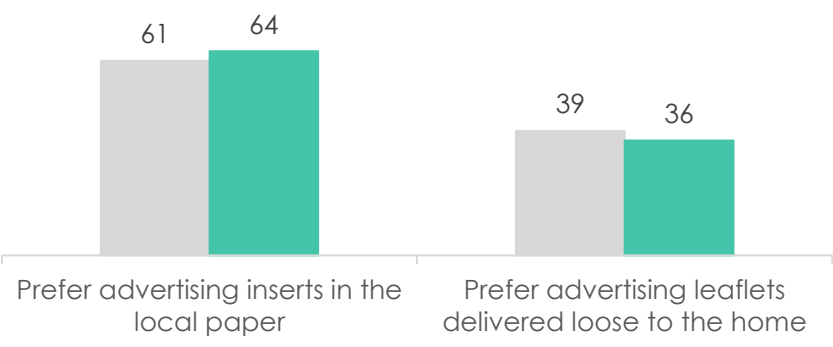


Use advertising in the local paper to help with shopping decisions



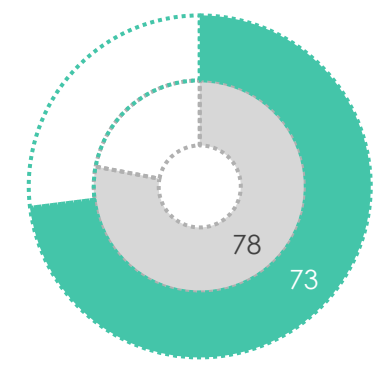
% ■ Community ■ Medium Metros

Preference for receiving advertising inserts/ leaflets



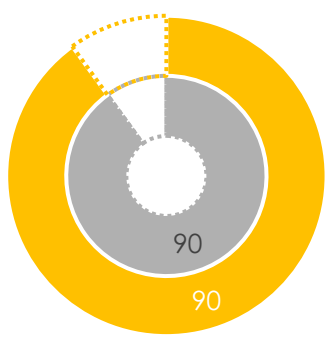
% ■ Community ■ Medium Metros

Read the inserts delivered to the home inside their local paper

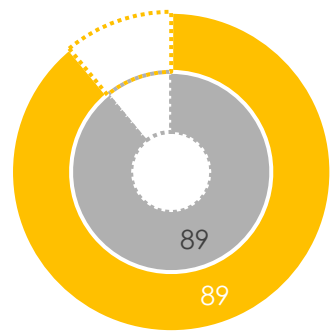


% ■ Community ■ Medium Metros

Plan shopping



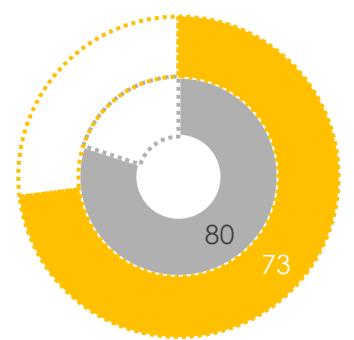
Plan a day or 2 before / within the week



94%
of readers of the local paper read on Wednesday, Thursday or Friday before the weekend shop



Mostly shop over the weekend

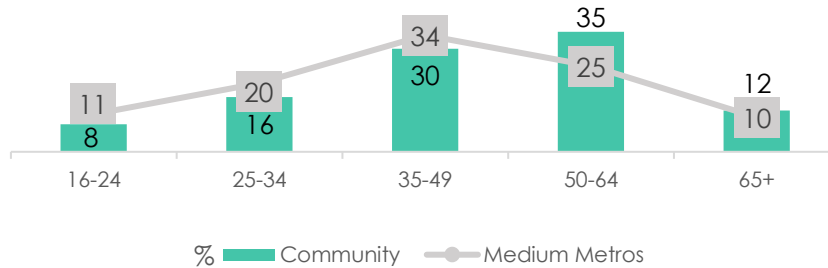
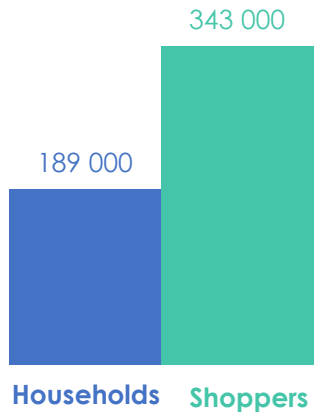


% ■ Community ■ Medium Metros

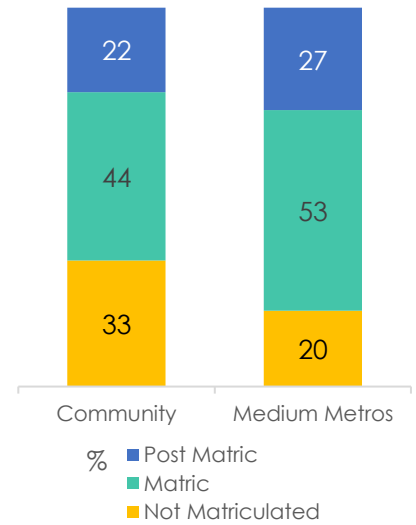
Community Size & Structure

Nelson Mandela Bay

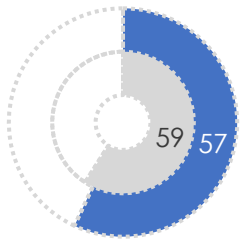
Footprint size



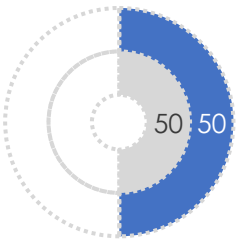
Education



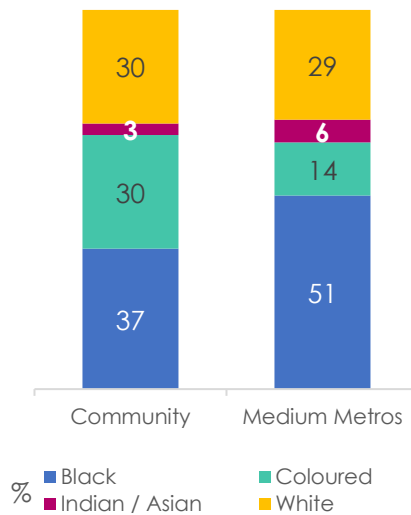
Children



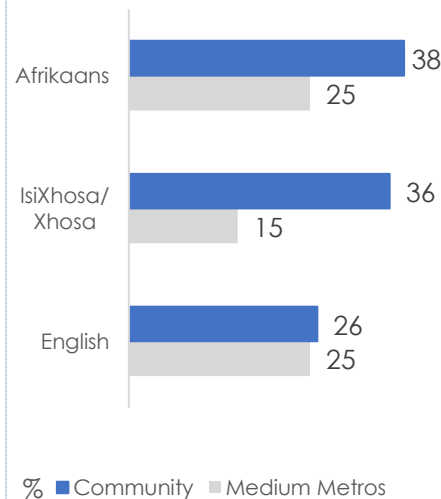
Married or living with a partner



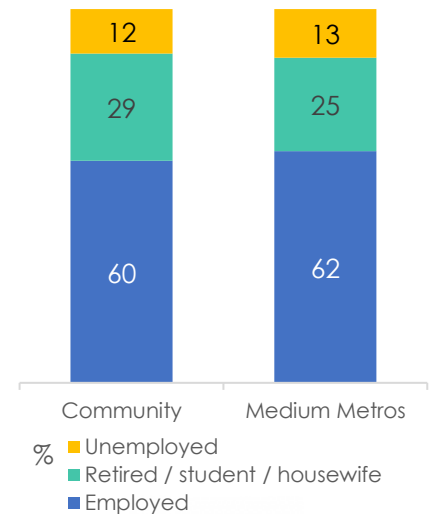
Race



Language



Employment



% ■ Community ■ Medium Metros

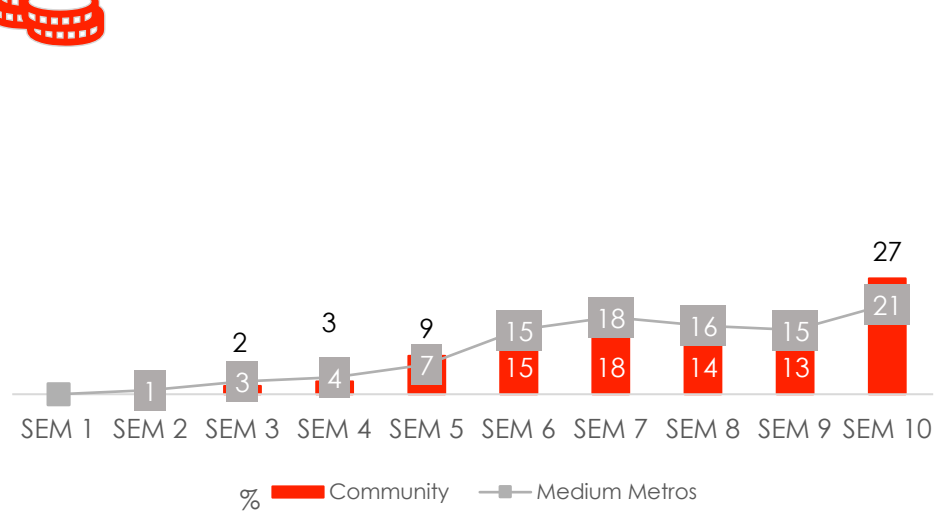
% ■ Black ■ Coloured ■ Indian / Asian ■ White

% ■ Community ■ Medium Metros

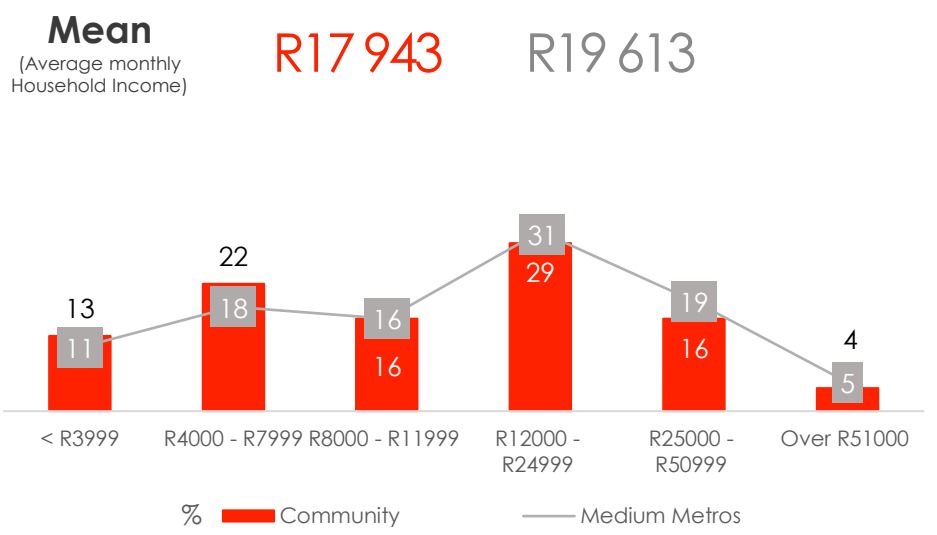
% ■ Unemployed ■ Retired / student / housewife ■ Employed



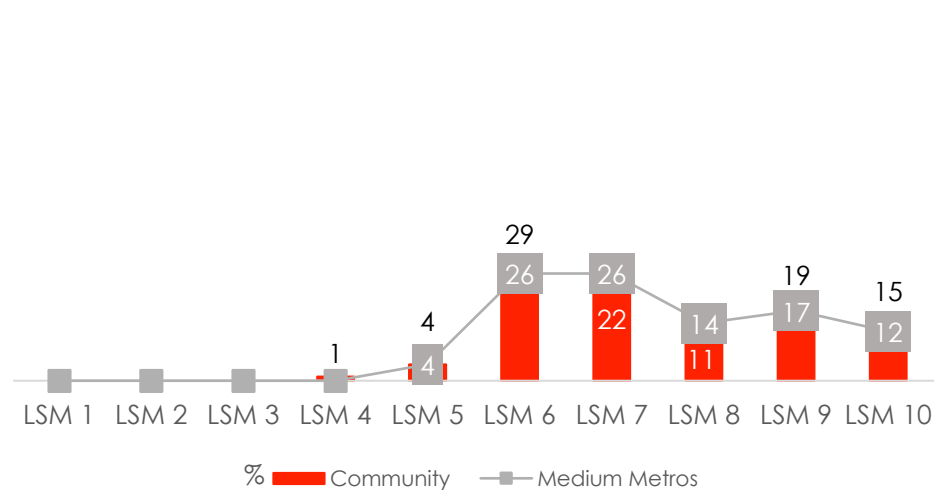
Socio Economic Measure (SEM) distribution



Monthly Household Income



Living Standard Measurement (LSM) distribution

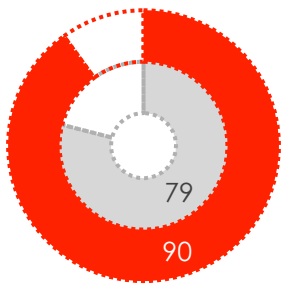


Percentage of people who have...

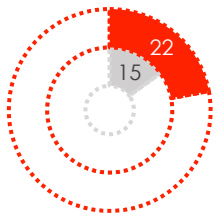
	Community %	Medium Metros %
Long Term Savings / Investments	50	51
Medical Aid	39	36
Credit Card	21	15
Own Business	5	6



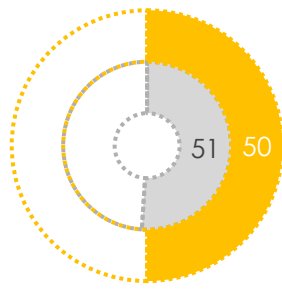
Savings or Current Account



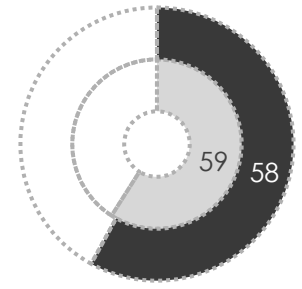
Credit card



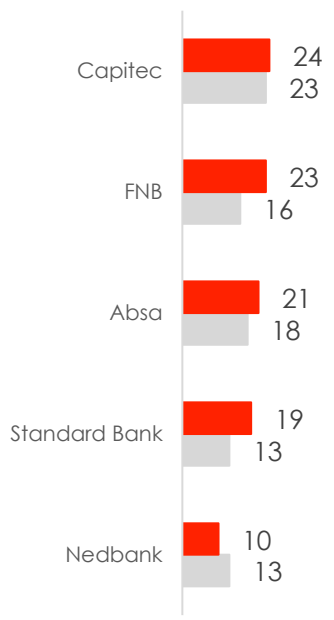
Long Term Saving or Investments



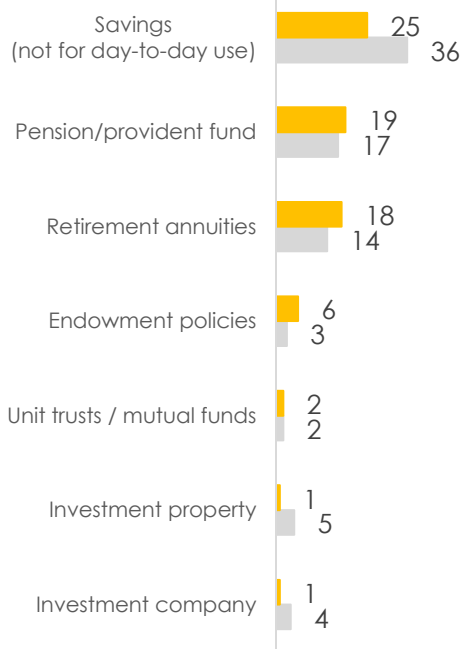
Long Term Monthly Commitments



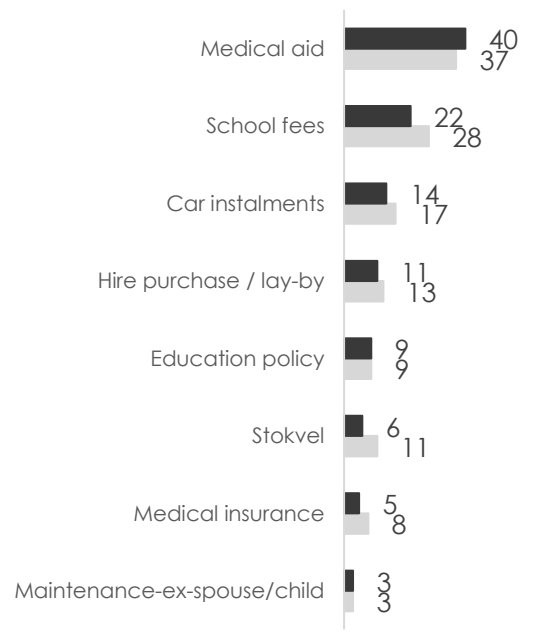
Top 5 banks used across all accounts



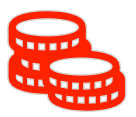
% ■ Community ■ Medium Metros



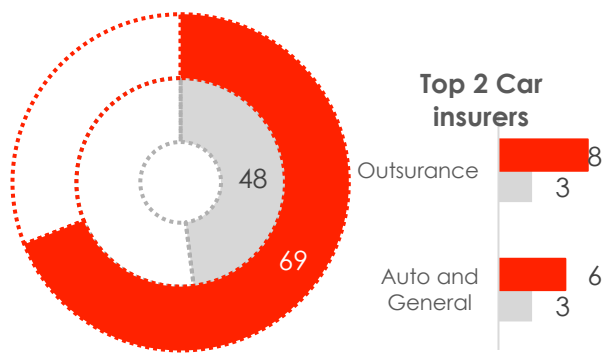
% ■ Community ■ Medium Metros



% ■ Community ■ Medium Metros

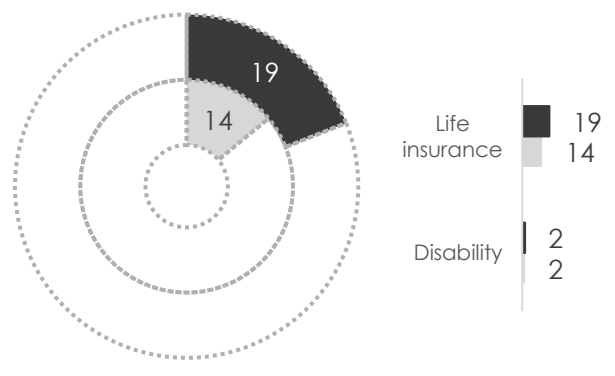


Short Term Insurance



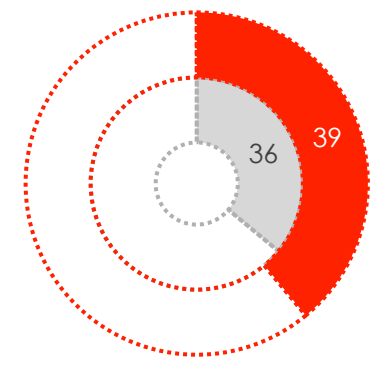
% ■ Community ■ Medium Metros

Long Term Insurance



% ■ Community ■ Medium Metros

Medical Aid



% ■ Community ■ Medium Metros

Type	Community %	Medium Metros %
Funeral cover	55	34
Car insurance	34	25
Homeowners	20	10
Life insurance	19	14
Household content	19	9
Burial society	3	6

Life Insurers	Community %	Medium Metros %
Sanlam	5	2
Old Mutual	4	3
Discovery Life	1	1
Clientele	1	1
Hollard	0	1

Providers	Community %	Medium Metros %
Discovery Health	14	10
Bonitas	6	7
GEMS	6	7
Bestmed	2	2
Medscheme	1	1

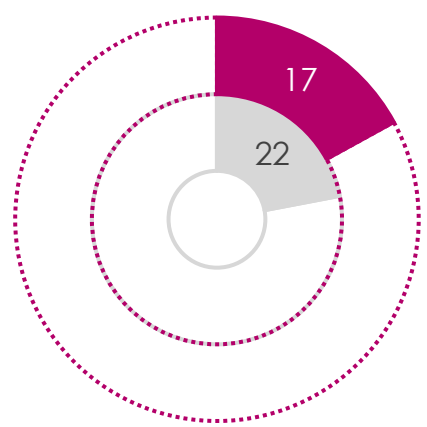
Use the internet
Past 4 weeks

68%



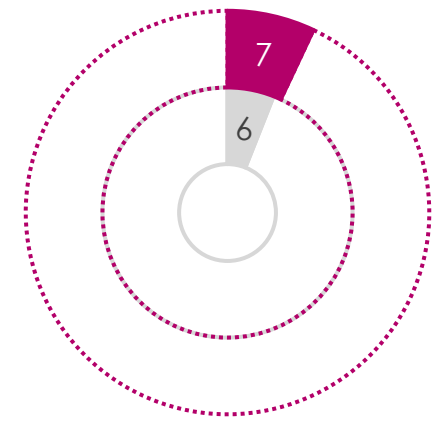
73%

Use internet "all the time"



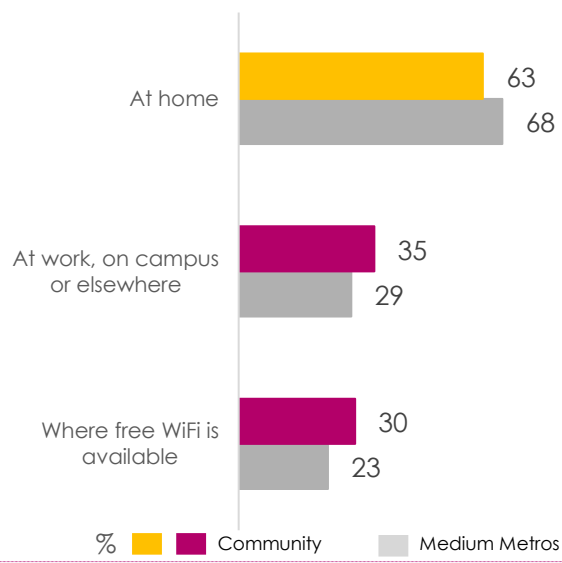
% Community Medium Metros

Have uncapped data in the home



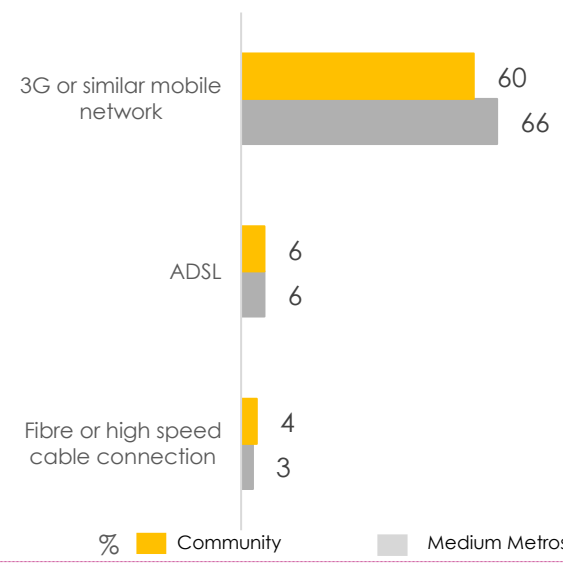
% Community Medium Metros

Where you connect



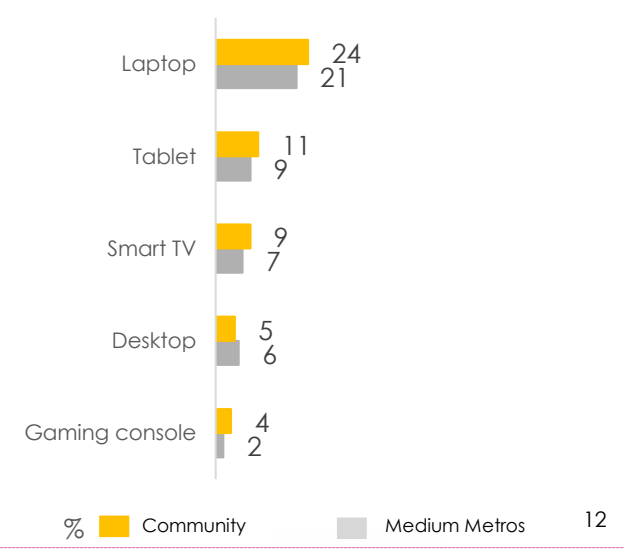
% Community Medium Metros

Home connection



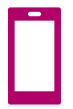
% Community Medium Metros

Devices in the home



% Community Medium Metros 12

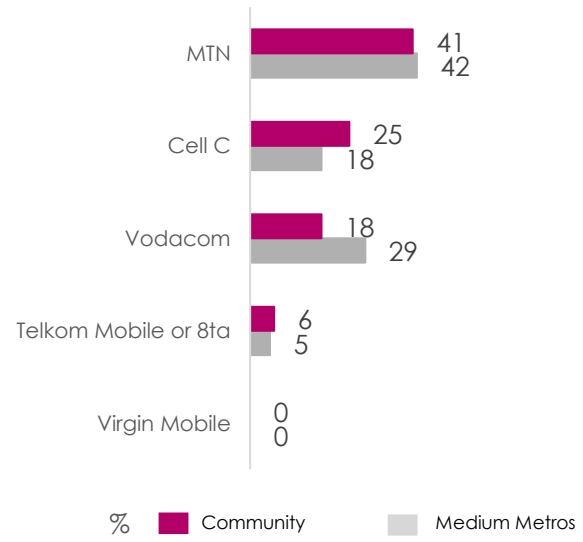
Have a Cell phone



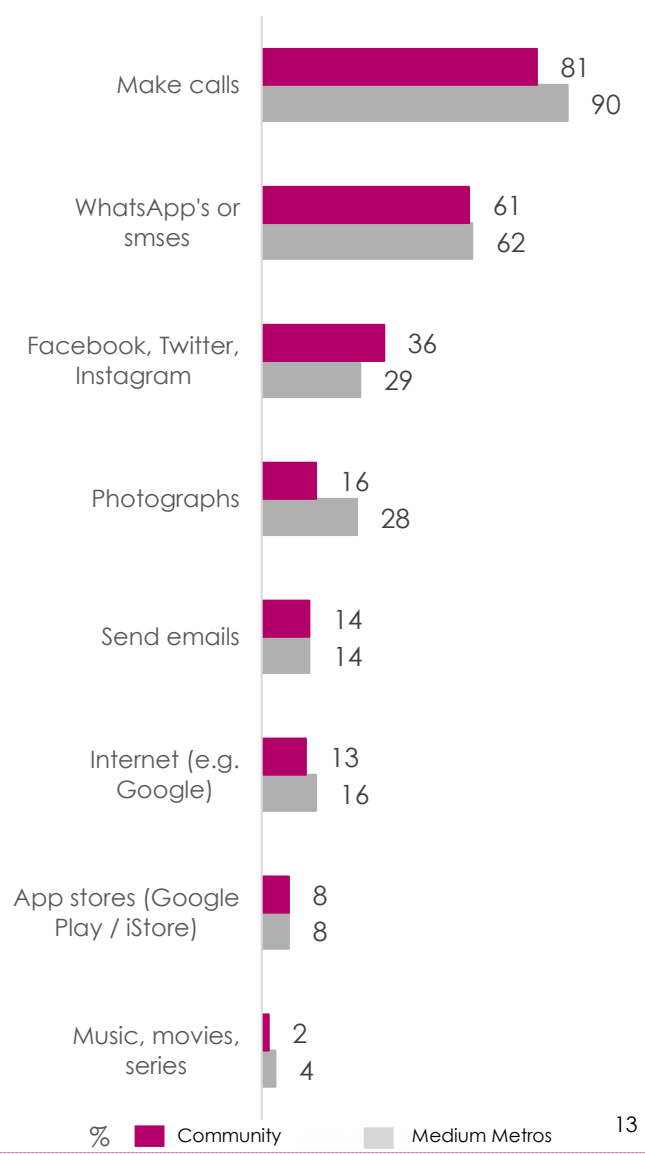
89% 93%

Community Medium Metros

Provider



Top Activities

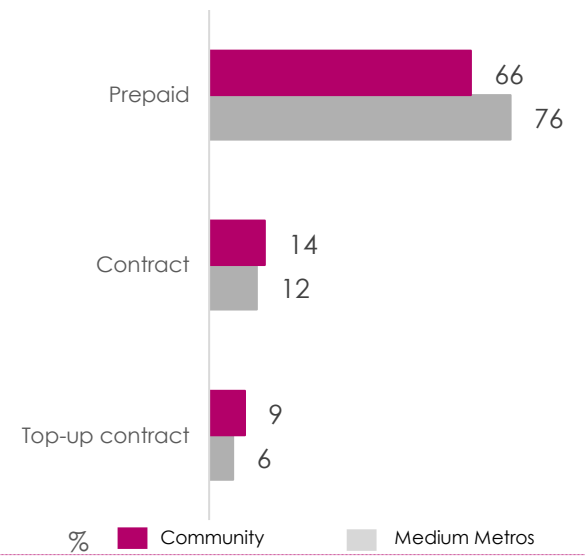


Have a Smart Cell phone

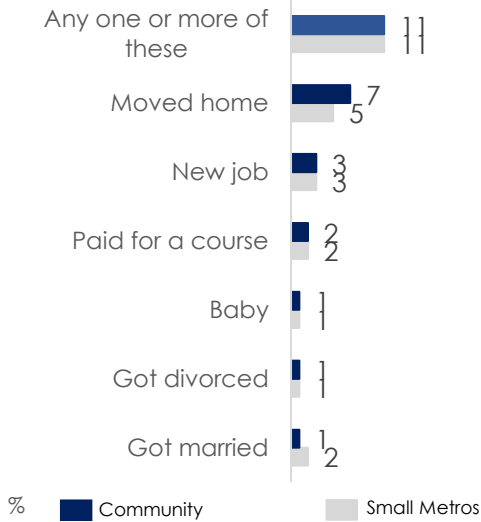
70% 79%

Community Medium Metros

Contract



Big changes in personal life



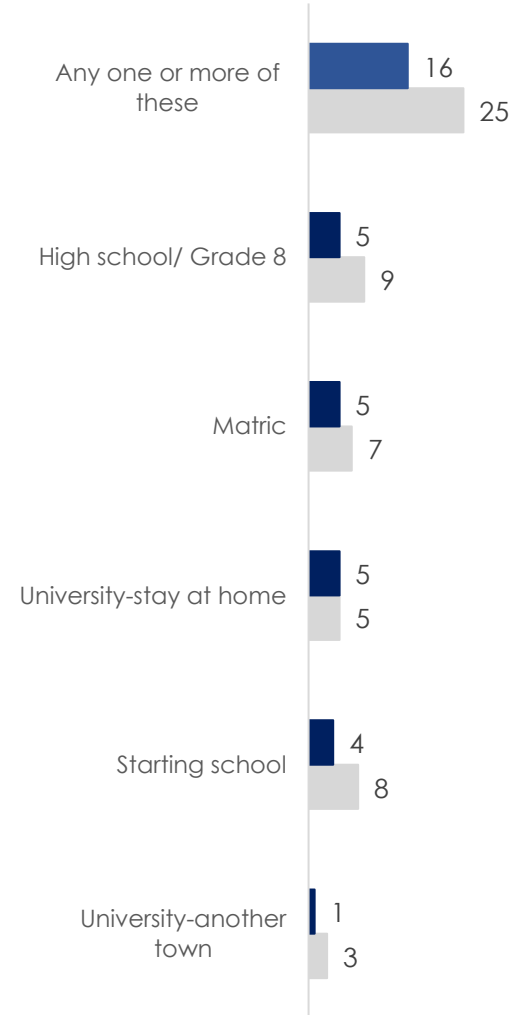
Have at least one interest

89% 64%

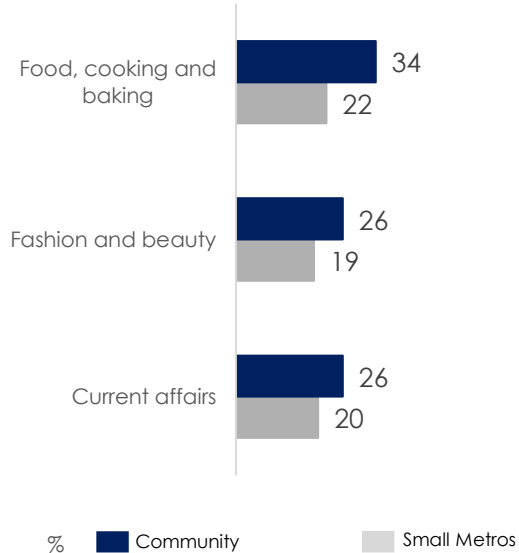
Self proclaimed expert in at least one area of interest

80% 61%

Big changes in children's lives



Top 3 interests

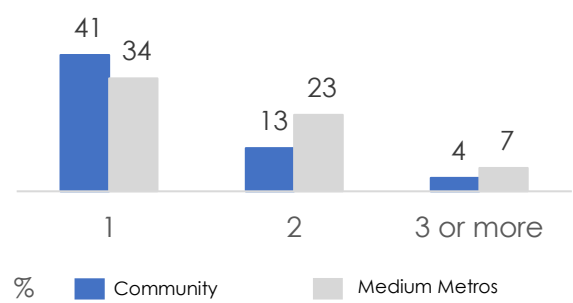


Have a car in the household

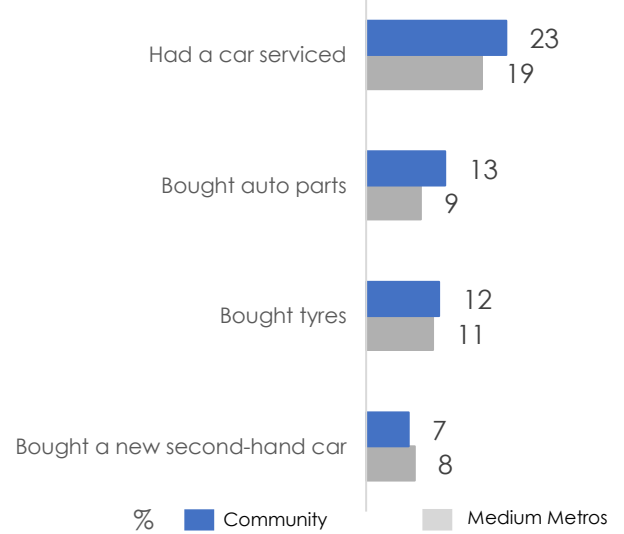


58%

64%



Car purchases – past 12 months



Use Uber



20%

17%

Top 3 tyre retailers
Medium Metros



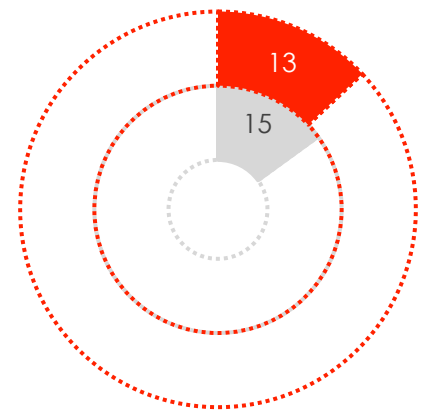
Top 3 auto part retailers
Medium Metros



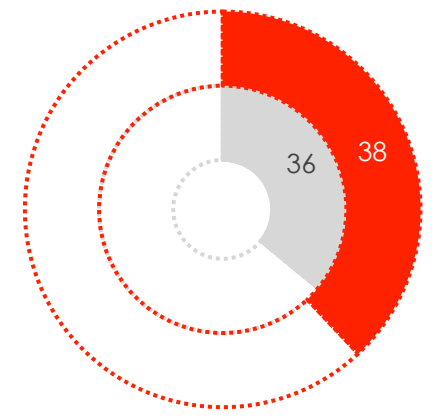
Top 5 shopping centres - past 3 months



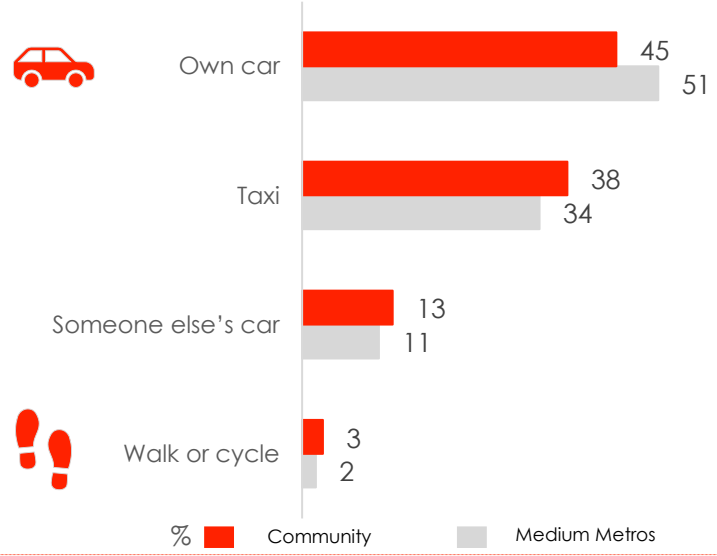
Bought something online - past 12 months



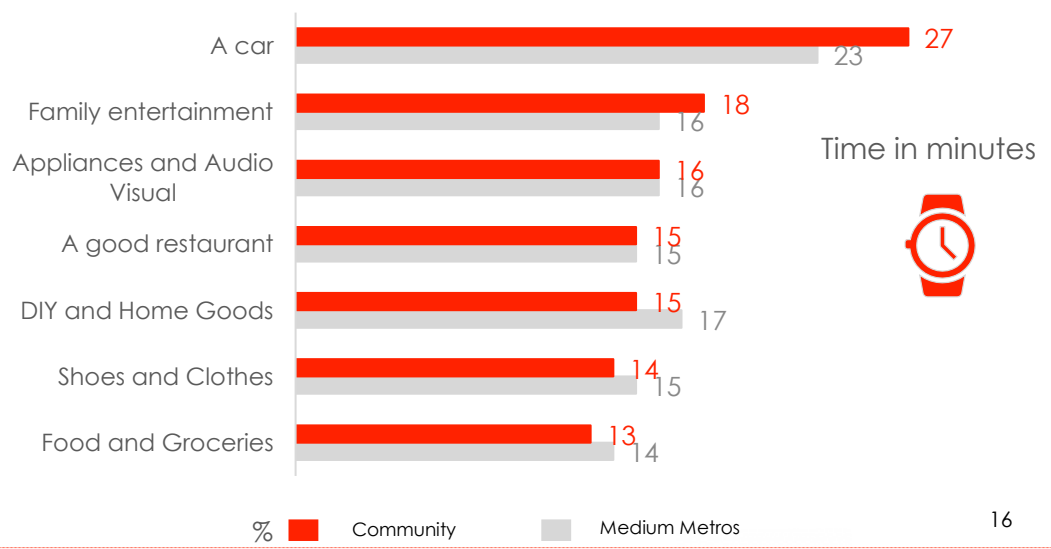
Researched online before buying - past 12 months

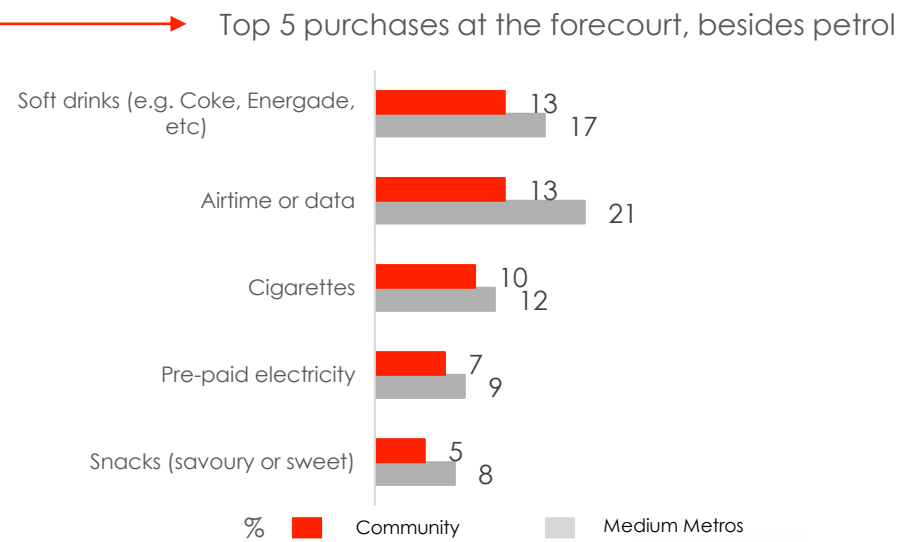
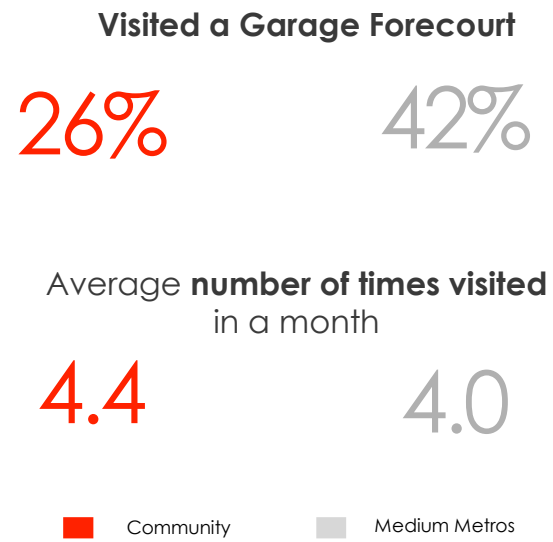
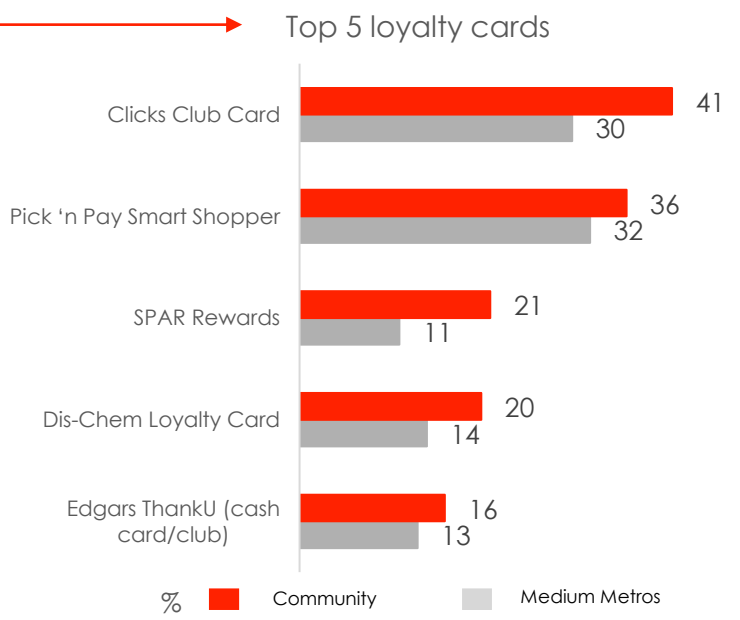
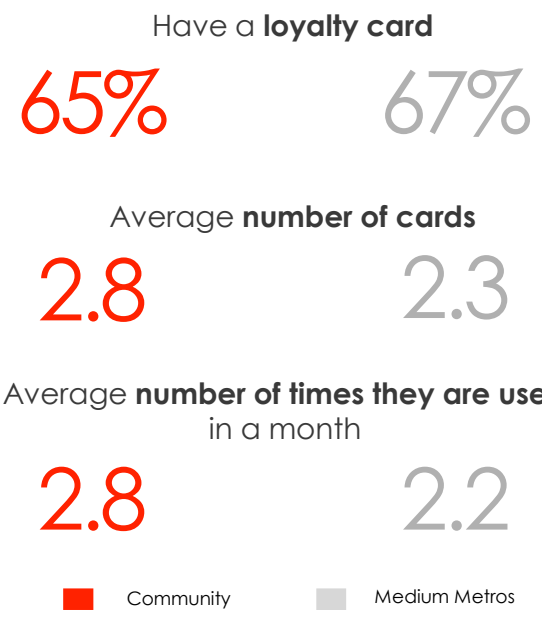


Transport when shopping

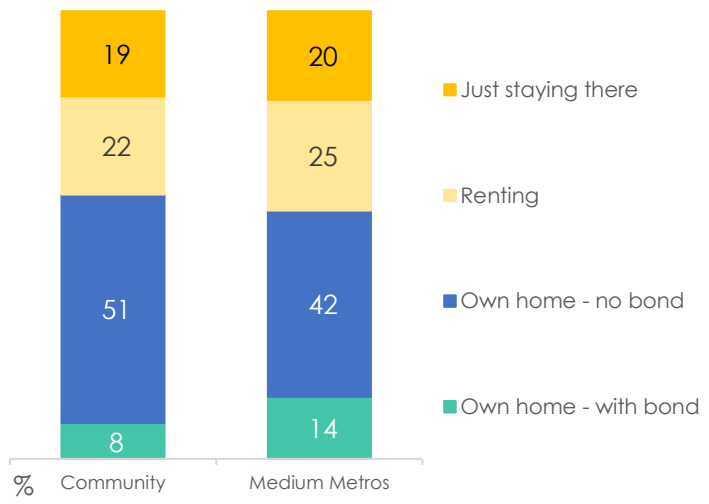


Average Time prepared to travel for.....





Home Ownership



Done home renovations in past year



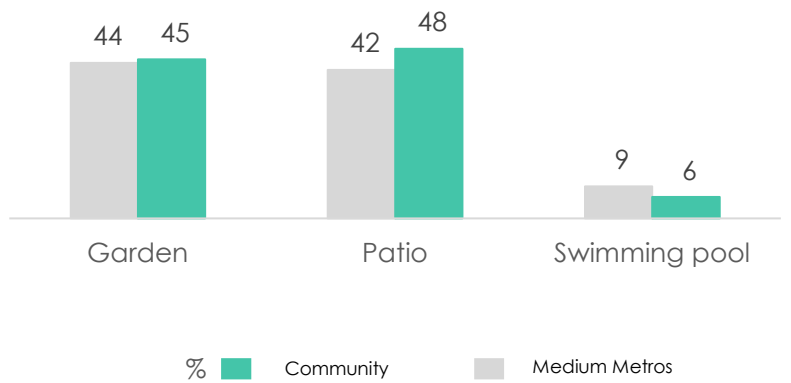
Have home security



Have a dog



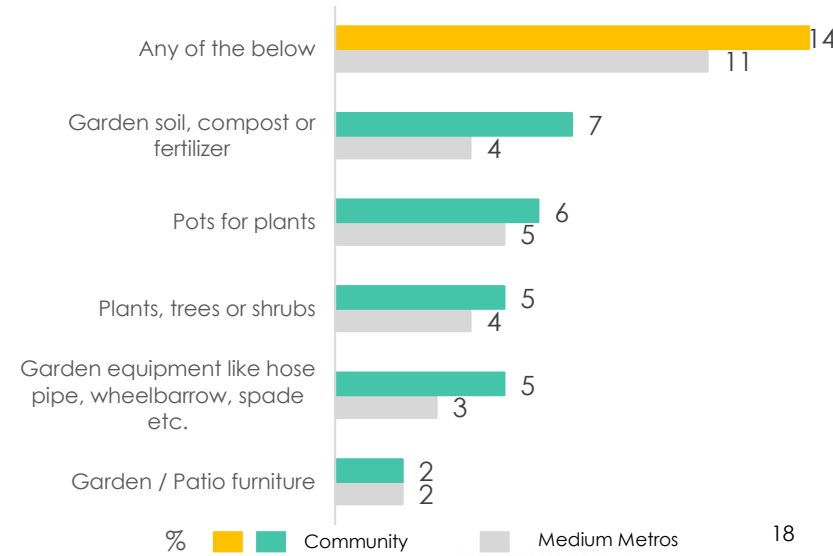
Garden

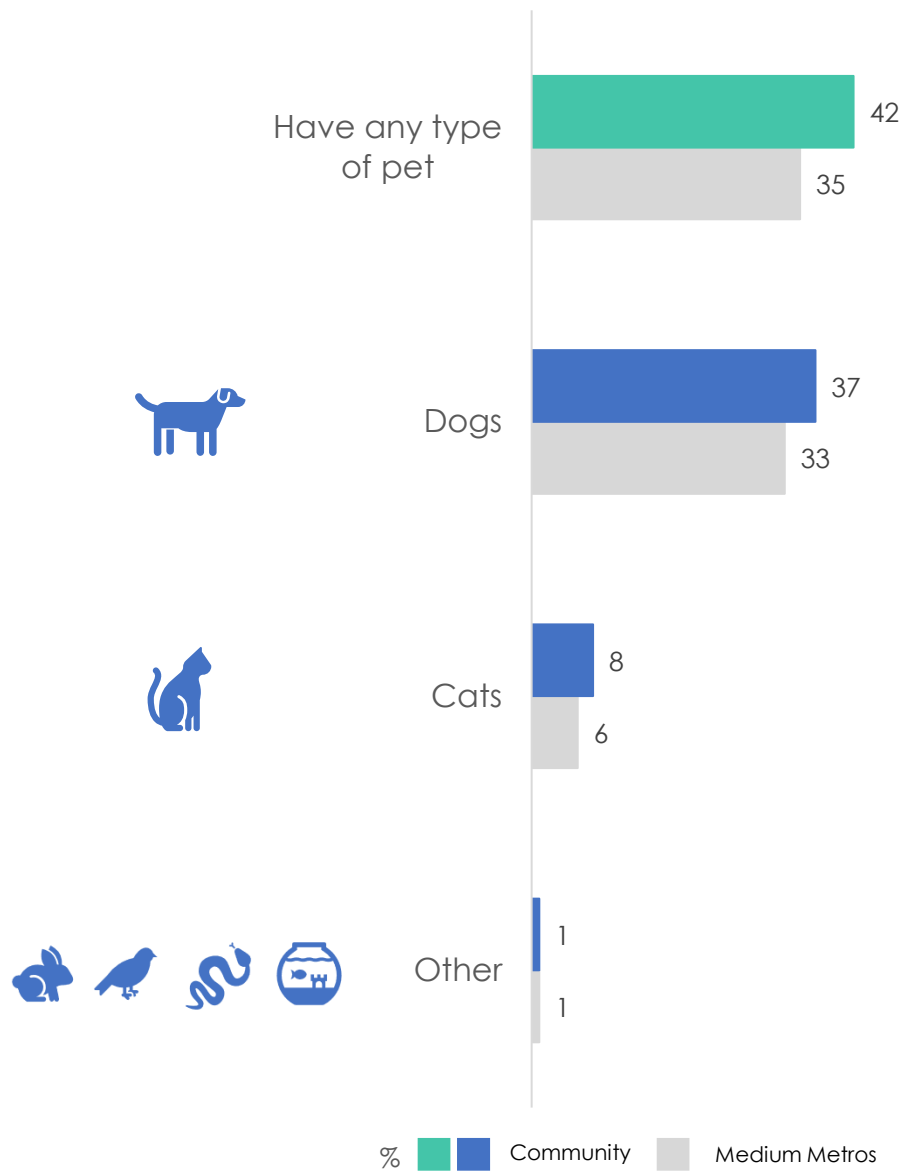


Renovated or actively worked in the garden in past year



Specific garden purchases past year

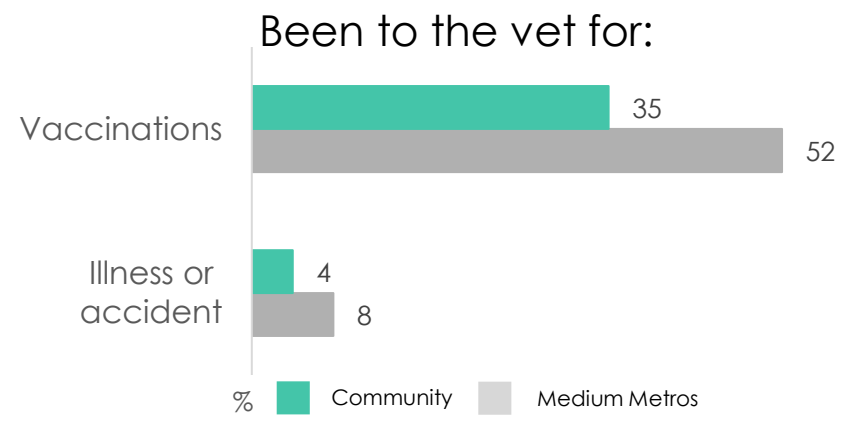




Pet owners have been to the vet in the past 12 months.....

39%

55%

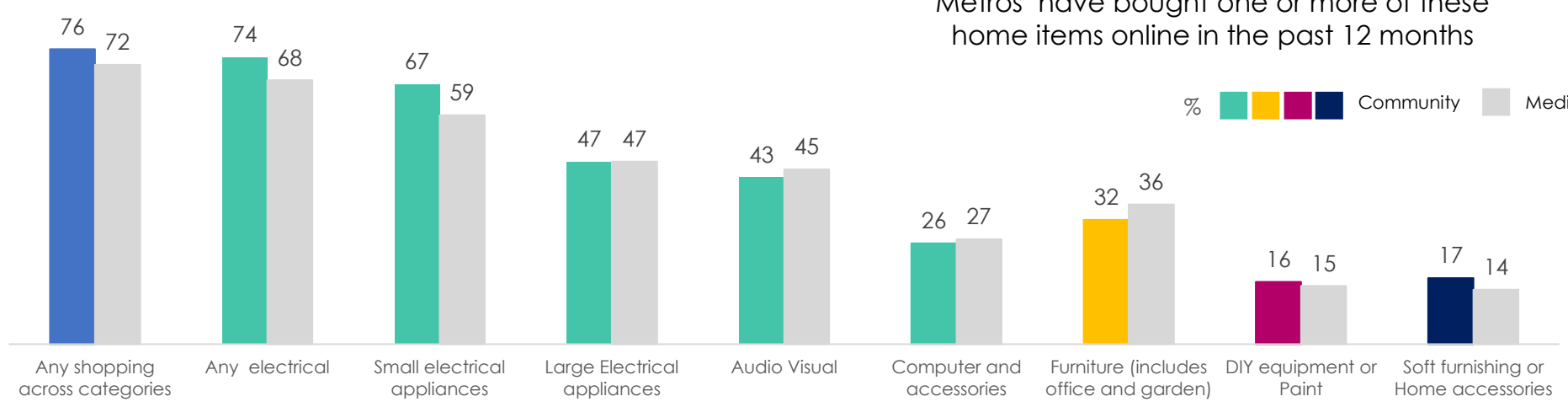


% of vet visitors who have pet insurance:

0%

3%

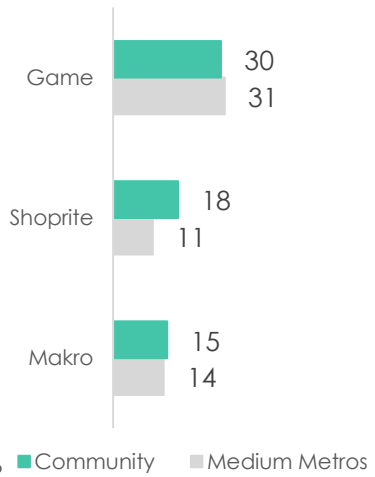
Specific home categories shopped in past 12 months



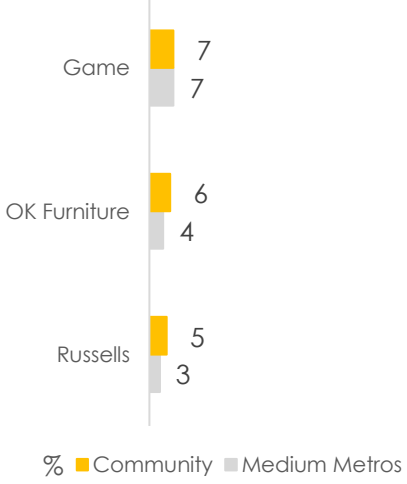
Online durables shopping is still in its infancy, **2%** of the Community and **2%** of Medium Metros have bought one or more of these home items online in the past 12 months

Top 3 Retailers...

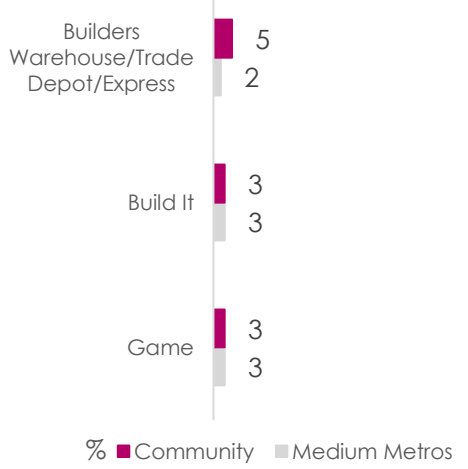
Small or large electrical, audio visual or computers and accessories



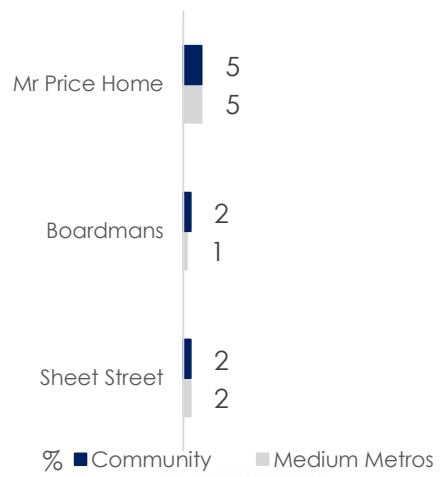
Furniture Includes office and garden



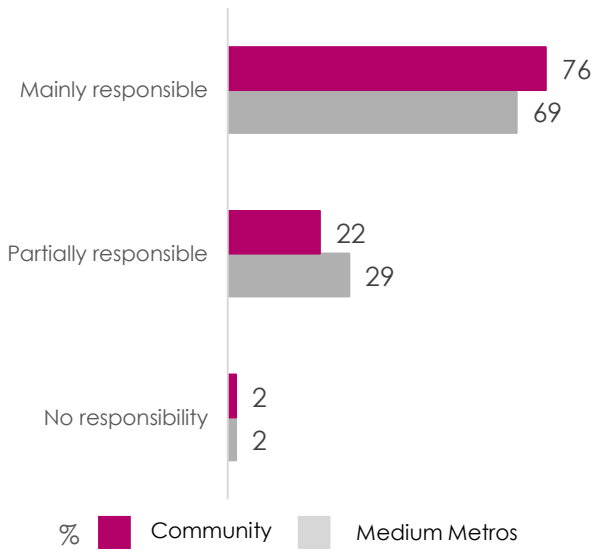
DIY Equipment or paint



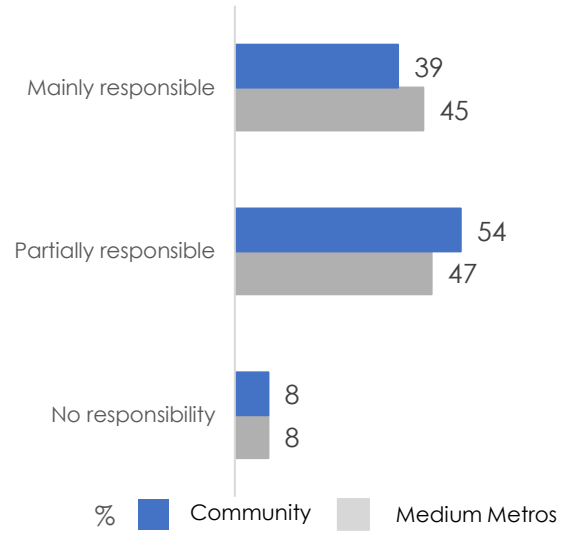
Soft furnishings and home accessories



Who does the grocery shopping ?

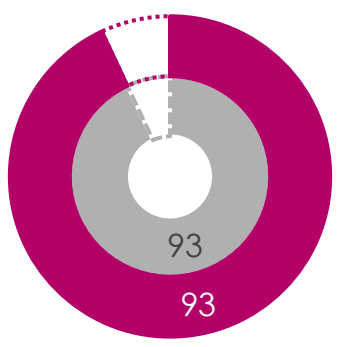
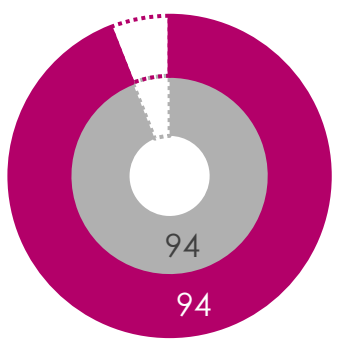


Who does the grocery shopping ?



Plan food shopping

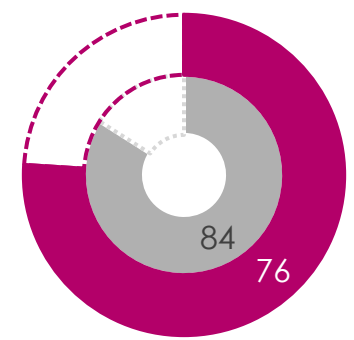
Plan a day or 2 before / within the week



94%
of readers of the local paper
read on Wednesday,
Thursday or Friday before
the weekend shop



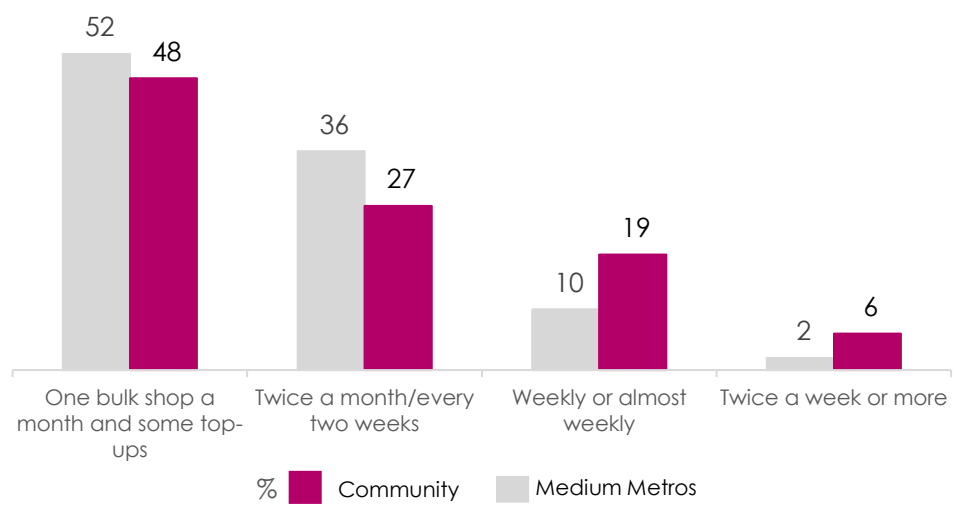
Mostly grocery shop over the weekend



% Community Medium Metros

% Community Medium Metros

Type of Shop



Number of shopping trips in a month

2.4 (Community) 1.8 (Medium Metros)

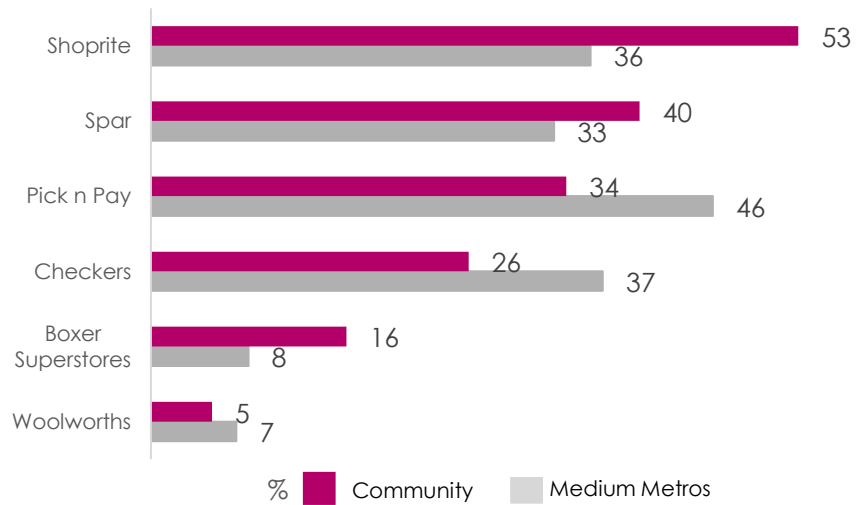
Bought Groceries online in the month

0% (Community) 0% (Medium Metros)

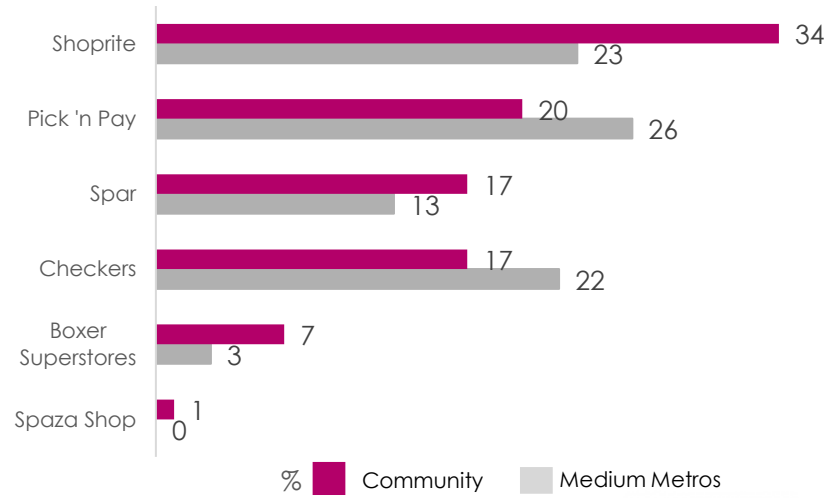
Online grocery shopping is still in it's infancy – the most used stores are Pick n Pay and Woolworths

Community Medium Metros

Food & Groceries Stores : past month

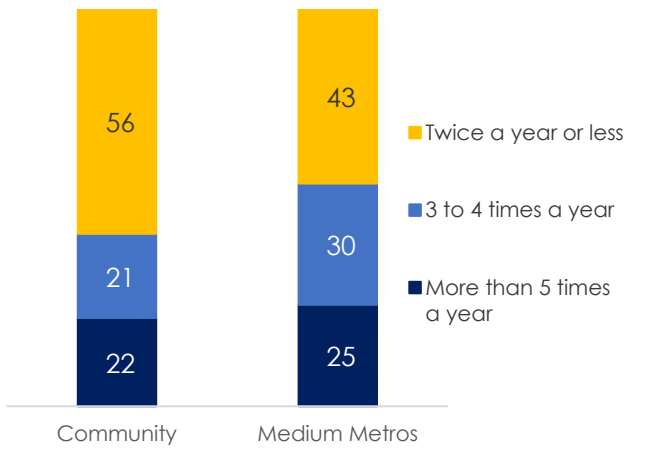


Where spend most F&G money : past month



Community Medium Metros

How often do you shop for clothes in a year



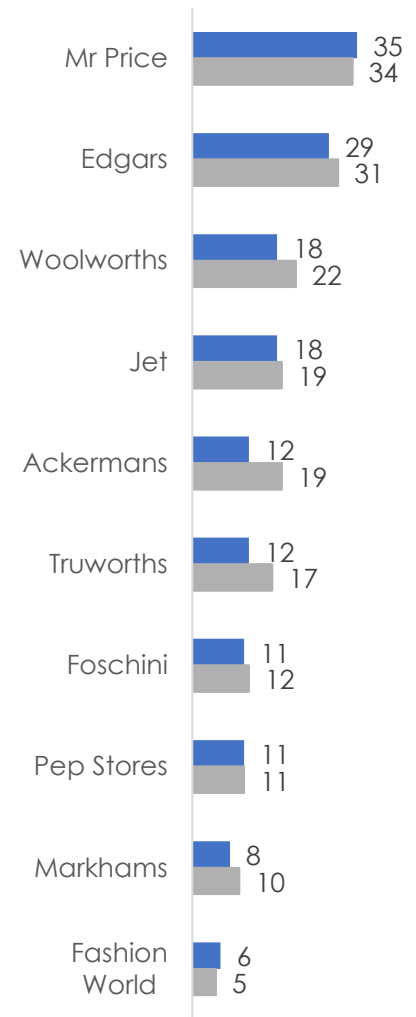
Favourite Shopping Centre for clothes & shoe shopping



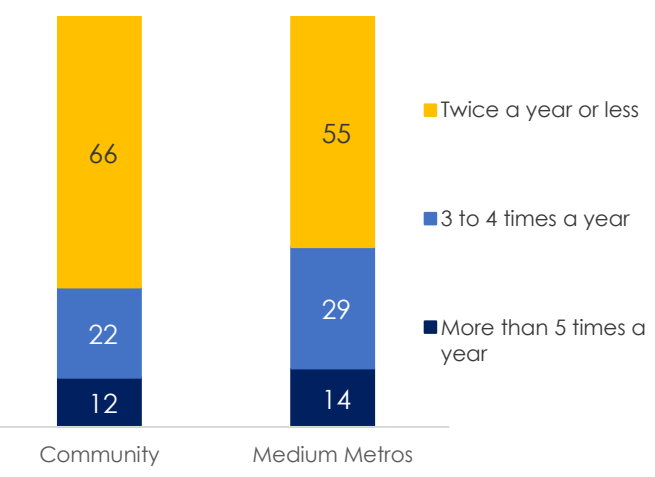
43%

Greenacres Shopping Centre

Top 10 Retailers



How often do you shop for shoes in a year



Bought clothes online in the past 12 months



3%

5%

Spree / Superbalist is the top online retailer

Bought Jewellery valued at R700 or more



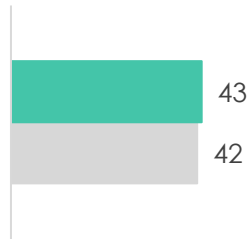
5%

4%

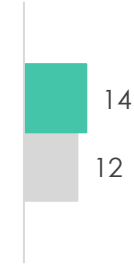
Community Medium Metros

% Community Medium Metros 23

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



Online ticket purchase in the last P12M



% Community Medium Metros



...Movies

24%

26%



...Theatre

4%

9%



...Music concert

8%

13%



...Live Expo/Fair

13%

9%



...Live sports event

20%

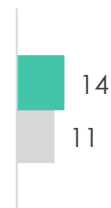
20%

% Community Medium Metros

Watch Live TV



Watch streamed or recorded TV most often



Have a Decoder

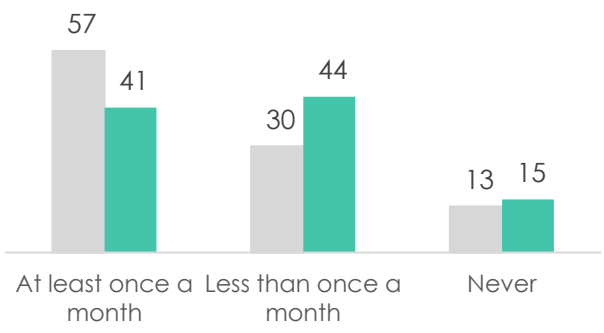
74%

83%

% Community Medium Metros



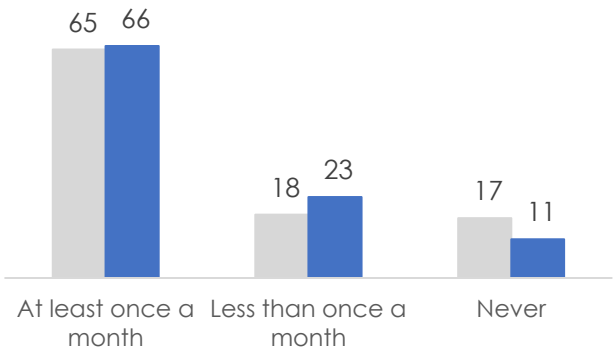
Eat Out



% Community Medium Metros



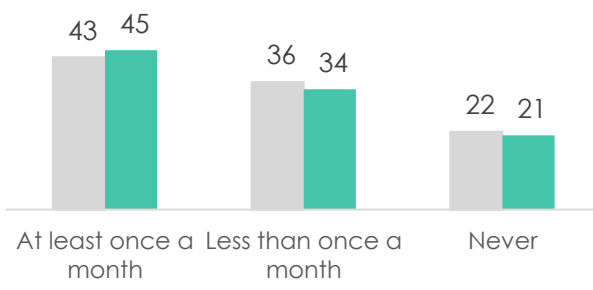
Take Out Food



% Community Medium Metros



Entertain at home



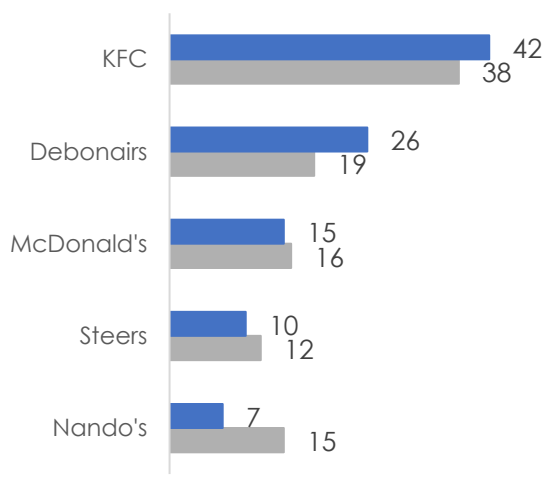
% Community Medium Metros

Favourite Shopping Centre for Entertainment / Eating out

Greenacres Shopping Centre

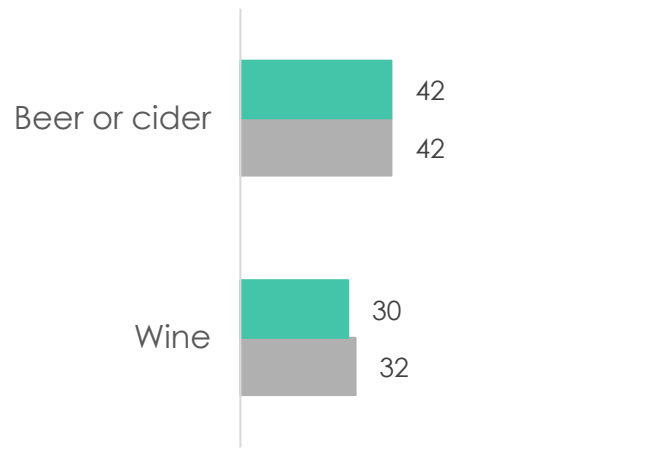
34%

Top Take Outs in the past month



% Community Medium Metros

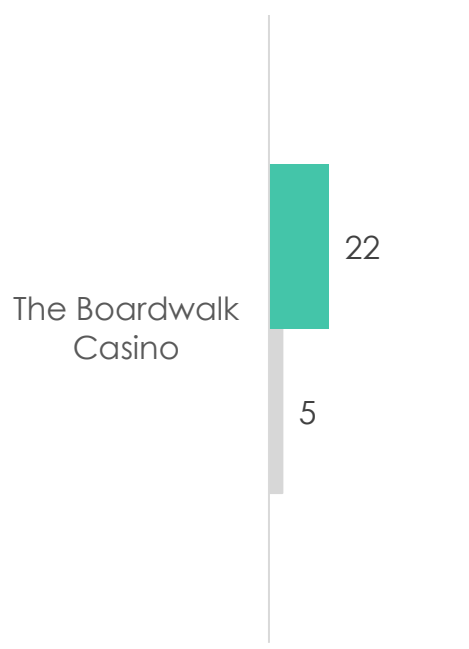
Alcohol purchases for home in the past month



% Community Medium Metros 25

Been to a Casino in the past 3 months

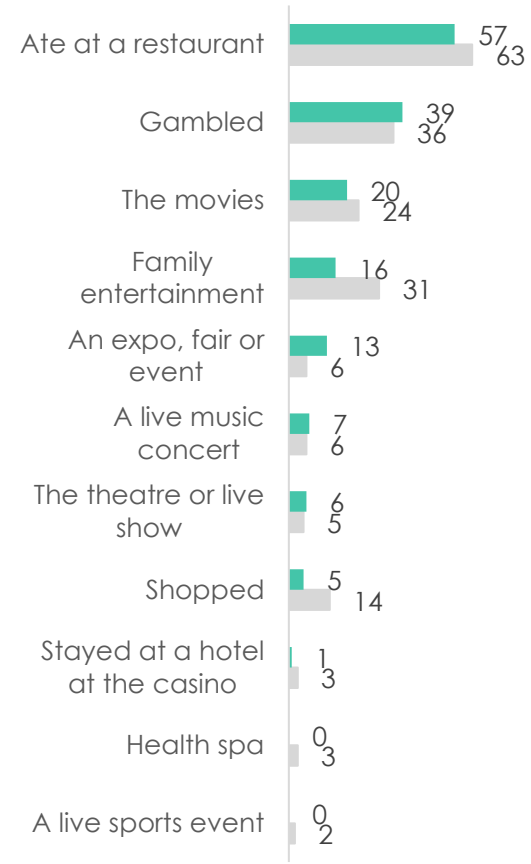
24% 21%



% Community Medium Metros



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

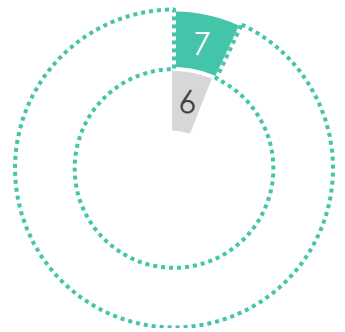


% Community Medium Metros

Flown Nationally or Internationally

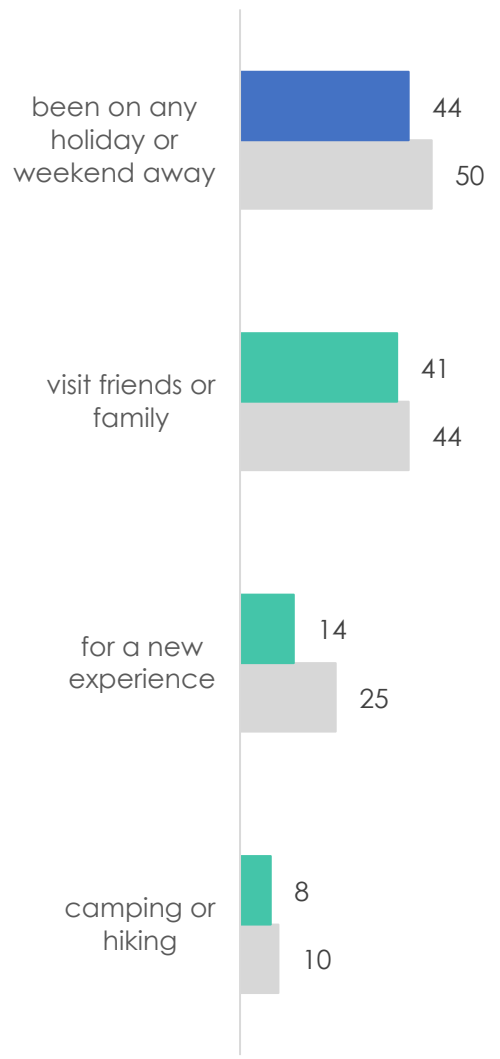


Bought airline tickets online



% ■ Community ■ Medium Metros

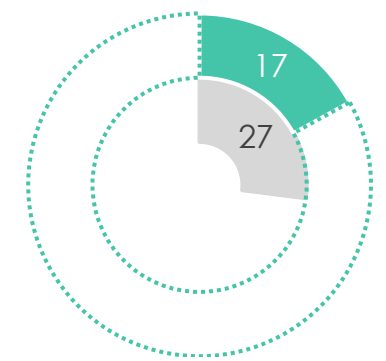
Type of holiday, or weekend away



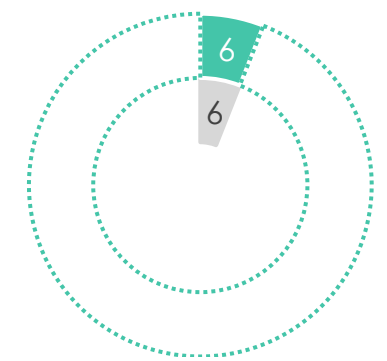
% ■ ■ Community ■ Medium Metros



Stayed in paid for accommodation



Booked holiday /accommodation online

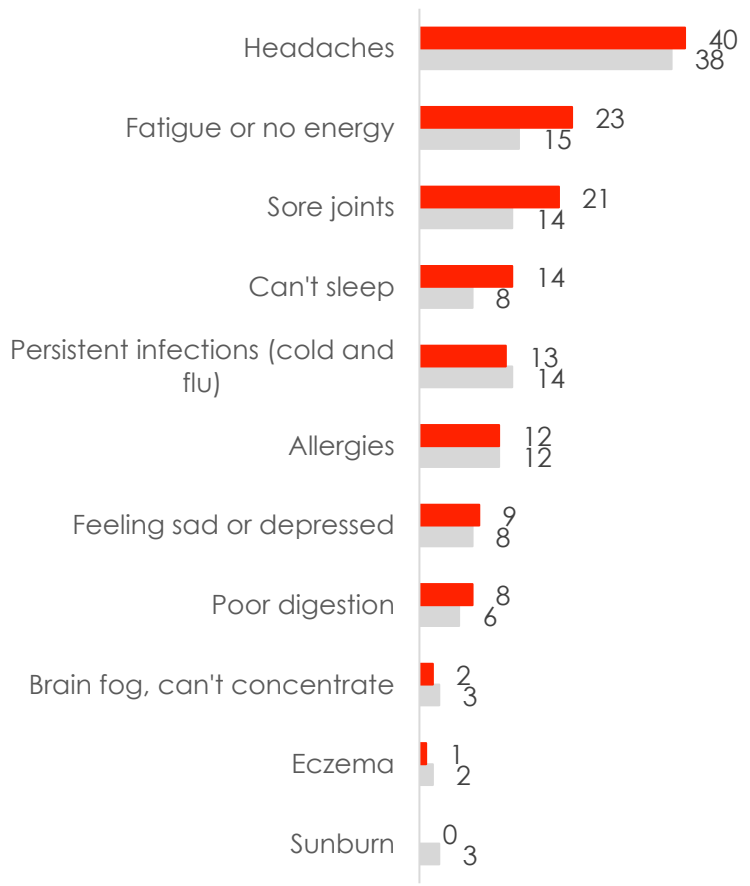


% ■ Community ■ Medium Metros



Suffer from one or more symptom of poor health

68% 60%

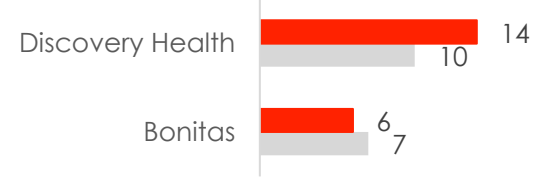


% Community Medium Metros

Have Medical Aid

39% 36%

The top 2 providers



% Community Medium Metros

Past 12 months

Antibiotic

32% 25%



Script

28% 24%



Vaccination

4% 8%



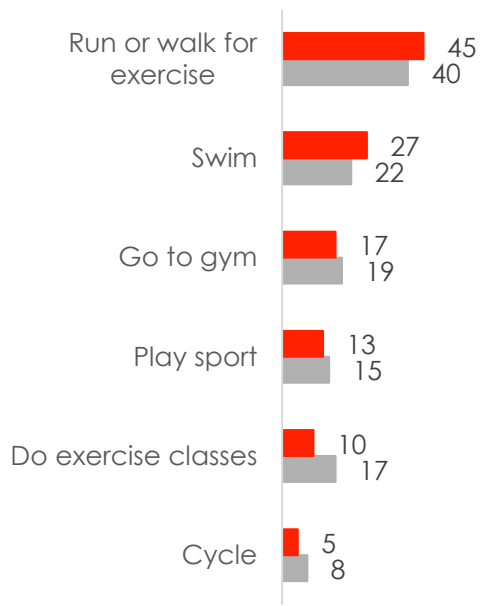
Homeopathic or natural remedies

7% 11%



Exercised in the past week

37% 34%



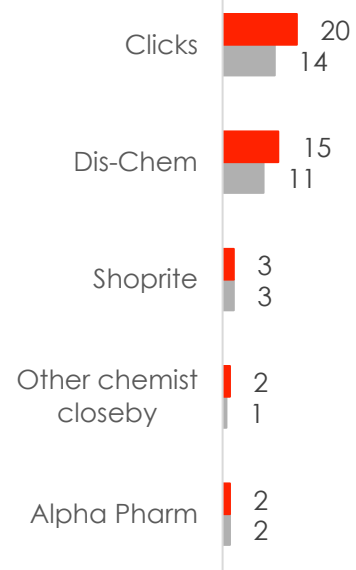
% ■ Community ■ Medium Metros



Take vitamins / minerals

36% 30%

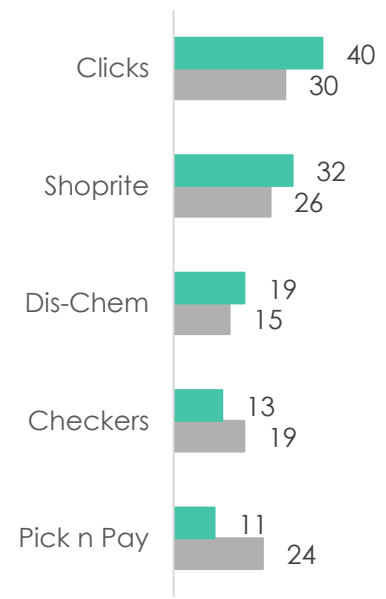
Where usually buy Vitamins /minerals



% ■ Community ■ Medium Metros



Where usually buy toiletries



% ■ Community ■ Medium Metros



Gained 3kg's or more

10% 9%



Lost 3kg's or more

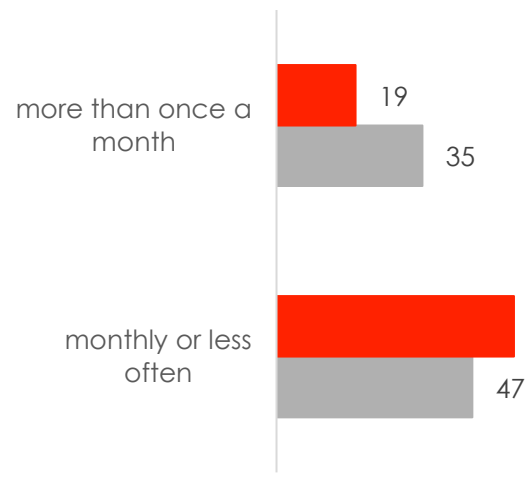
13% 9%



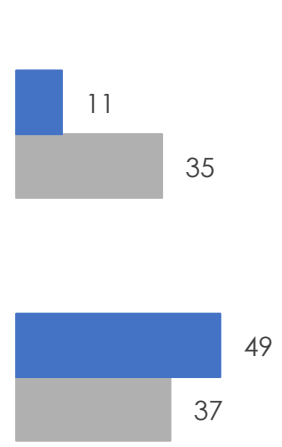
Pay to have their hair styled

77% 82% 59% 72%

of women



of men

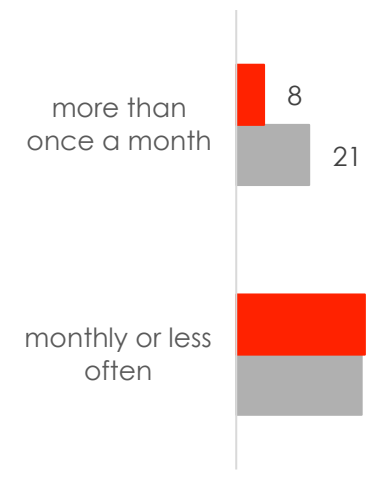


% Community Medium Metros % Community Medium Metros

Pay to have facials/manicures/ beauty treatments

45% 57% 5% 12%

of women



of men



% Community Medium Metros % Community Medium Metros



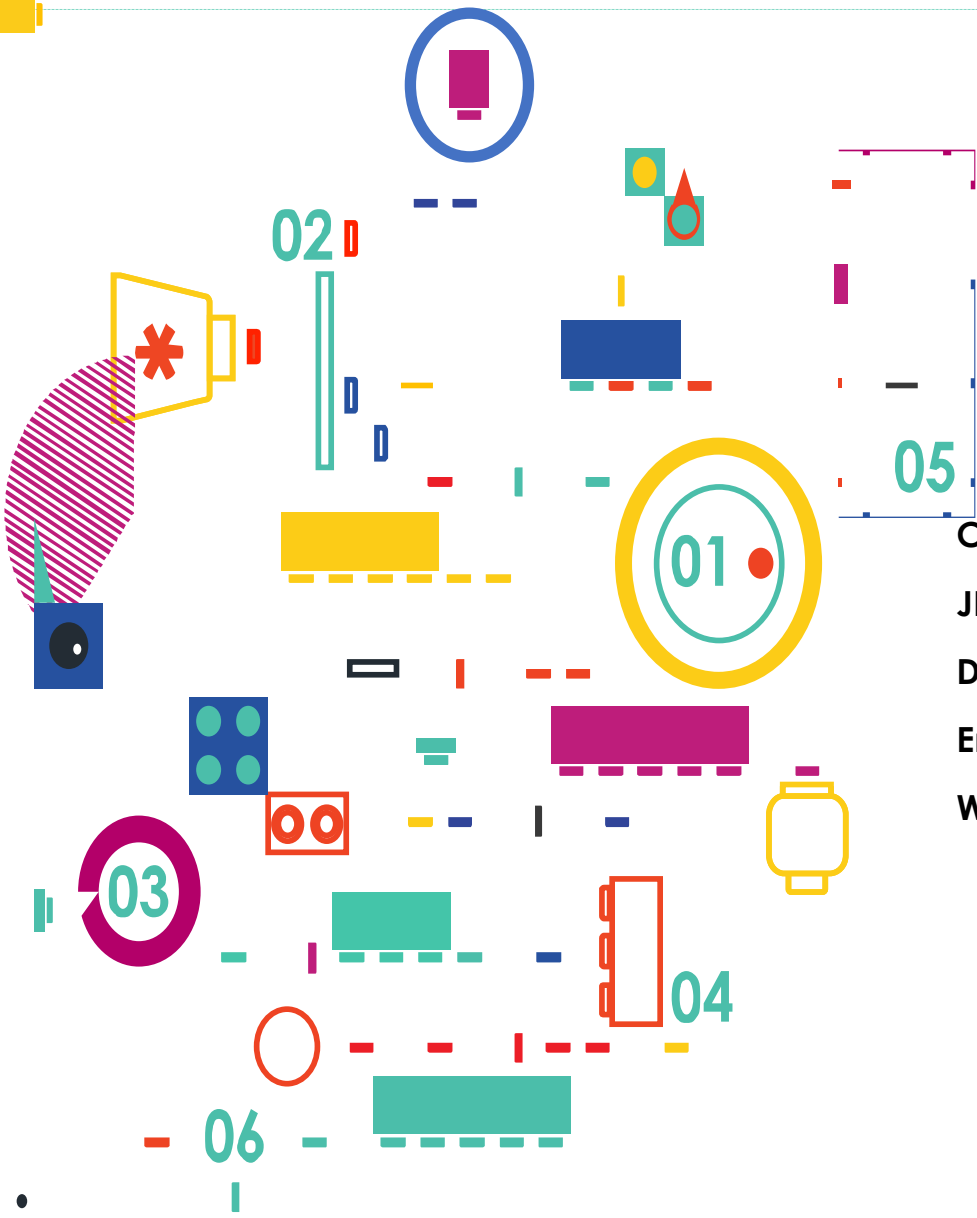
New prescription glasses or contact lenses

8% 8%

Bought new sunglasses

5% 10%





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