

FIND THE FREEDOM TO CONNECT WITH YOUR CONSUMER

Celebrating the freedoms which form the

ROOTS of our democratic society:



FREEDOM OF THE PRESS

63% of decision makers read their local newspaper

49% of purchase decision makers (PDMs) use their Smartphone to go online

38% of ROOTS internet users read news, sport or weather online



FREEDOM TO EARN A LIVING

▶ Black PDMs in Diepkloof earning household incomes above R8 000 has increased by **34%** in the last decade.

▶ Household incomes of over R25,000 in black homes grew from **19%** in 2009 to **72%** in 2016

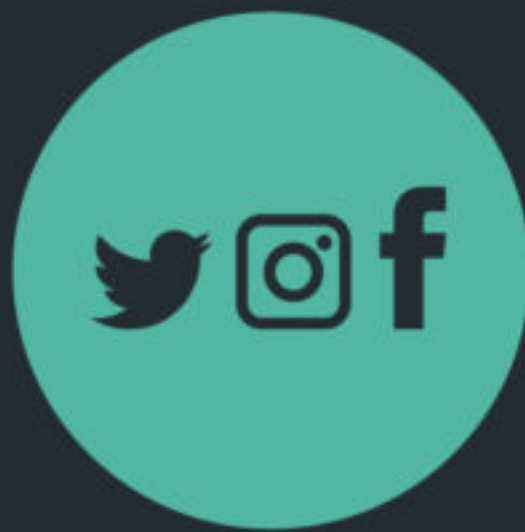


FREEDOM OF MOVEMENT

84% of Sandton PDMs use their own car for shopping

72% of Umlazi PDMs catch taxis for shopping

38% of ROOTS internet users read news, sport or weather online



FREEDOM OF EXPRESSION

▶ Social networks are accessed by **40%** of ROOTS internet users daily.