

South Africa's top malls - *ROOTS 2010 Survey*

ROOTS 2010, NAB and Caxton/CTP's urban retail and readership survey, has shown urban South Africa's top malls, measuring the destination choice of almost 5.5 million shopping decision-makers in SA's main towns and cities.



From the survey the top malls tend to be in Gauteng, but according to John Bowles, joint MD of NAB, that could be as a result of the weighting in the sample that was very comprehensive in the measurement of Gauteng community areas. "For this reason we're supplying the top malls in a few categories from the survey. We're giving you the big traffic LSM 8-10 malls across the survey, then analysed key LSM 4-6 destinations and, finally, ring-fenced Gauteng."

Retail- and advertising-related questions

ROOTS 2010 surveyed over 100 pre-defined areas across urban South Africa between March and November, 2009, in a massive face-to-face survey that measured mall visits as well as many other retail- and advertising-related questions. Although the timeframe may be a little historic, the data is still very useful considering the slowdown in new mall development and static residential property growth. Bowles explained: "The data is giving our retail customers a unique view on their different customer profiles within the malls. So, on the one hand, *ROOTS* shows us the big-volume malls, but then it breaks down the demographics, buying habits and retail destinations of those visitors too."



Some clients are using the data to source new malls, analyse problem malls and examine their winning mall destinations and the formulas they hold. They're finding the data very useful indeed." Bowles stated that not enough planning is done in determining the right mall for retail. Often retailers can be lured by good rental deals without understanding the catchment area and the shopping patterns within it.

A view before commitment

"Once retailers are committed to the space, the success and destiny is determined by the immediate catchment areas and where they shop. The profile of that catchment area and their current shopping patterns are often shelved for later analysis. Then, a year down the line, retailers are scratching their heads on what to do with a poorly performing operation. The *ROOTS* data at least gives the retailer a view of the mall's catchment area before they commit, or at least helps them understand those areas and adjust their merchandising and marketing strategy accordingly," he said.

Although each mall's intrinsic should be analysed separately, for the purposes of summarising the release and keeping to a top line basis, the survey shows the big traffic pullers in the various key marketing segments as follows:

LSM 8-10 Urban SA		LSM 4-6 Urban SA		Gauteng Top Traffic Malls for SA	
Rank	Purchasing Decision Makers visit in past three months	Rank	Purchasing Decision makers visit in the past three months	Rank	Purchasing Decision makers visited in the past three months
1	The Pavilion	1	Maponya Mall	1	Maponya Mall
2	East Rand Mall	2	Jabulani Mall	2	Jabulani
3	Eastgate Shopping Centre	3	Southgate Mall	3	Southgate
4	Cresta	4	Tsakane Mall	4	East Rand Mall
5	Gateway	5	Promendae Mitchells Plain	5	Cresta
6	Sandton City	6	JHB CBD	6	Westgate
7	Canal Walk	7	Protea gardens	7	Sandton City
8	Clearwater Mall	8	Evaton Plaza	8	JHB CBD
9	Southgate Mall	9	Vaal Mall	9	Menlyn Park

10	Westgate Mall	10	Westgate	10	Vaal Mall
11	Menlyn Park	11	Dobsonville Shopping Centre	11	Tsakane Mall
12	Fourways Mall	12	Eastgate	12	Clearwater Mall
13	Greenstone Shopping Centre	13	Sebokeng Plaza	13	Protea Gardens Mall
14	Maponya Mall	14	Markpark (Vereeniging)	14	Fourways Mall
15	Kenilworth Centre	15	East Rand Mall	15	Lakeside Mall
16	Centurion Mall	16	Palms Shopping Centre	16	Greenstone Shopping Mall
17	Vaal Mall/Vaal Gate	17	Town Centre Mitchells Plain	17	Trade Route Mall
18	The Glen	18	Springs	18	Evaton Plaza
19	Chatsworth Centre	19	Kenilworth Centre	19	Dobsonville Shopping Centre
20	Rosebank Mall	20	Gateway	20	Markpark (Vereeniging)

Conducted by TNS Research Surveys, the *ROOTS 2010* data is available to retailers, marketers, media planners and strategists, and is accessible on many of the available cross-tabulation software systems. For more information, contact NAB on +27 (0)11 889 0610 or go to www.nab.co.za. The Newspaper Advertising Bureau (NAB) has activated its Twitter profiles and can be followed [@NAB_SA](https://twitter.com/NAB_SA) or [@ROOTS2010](https://twitter.com/ROOTS2010).

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