

## Getting back to ROOTS

The Newspaper Advertising Bureau (NAB), a division of Caxton Publishers & Printers, is once again in the process of developing the ROOTS survey - one of the most comprehensive urban retail and readership surveys. ROOTS 2007 is scheduled to go into the field from March to November 2006, with the intention to launch in early 2007.

The survey will ask over 20 000 Purchasing Decision Makers (PDM's) across South Africa what they read, what they buy, how they spend their time and where they shop.

NAB has appointed Lynne Krog to manage the quantitative survey - a face-to-face interview developed to provide readership, shopping habits, activities and market share information in Caxton's newspaper distribution areas.

As in 2004, the survey has extended its research areas beyond the footprints of Caxton's newspapers in order to give its users a national urban landscape of South Africa's retail scene. Upon completion, the survey's intention is to assist marketers, advertisers and retailers in gathering crucial strategic insights into the multitude of areas where they have operations.

Joint Managing Director of NAB, John Bowles, says: "ROOTS 2007 is set to be one of the most comprehensive urban retail and readership studies completed in South Africa. For this project we're aiming to get to more areas and cover more retail categories than ever before."

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