

Kantar TNS, Spark Media gear up for 2019 Roots survey

Kantar TNS will be undertaking the 2019 Roots quantitative survey. The Roots survey is conducted by Spark Media every three years and samples 120 communities across urban South Africa with 27,000 household purchase decision-makers interviewed for 50 minutes.

The survey looks into buyers' behaviour in various categories, such as readership, shopping, food and groceries, banking, entertainment, travel, and digital. At least 80% of the questionnaire remains consistent, while 20% is updated to incorporate new trends in consumer behaviour, particularly around the impact of technology on daily life.

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