

ROOTS 2004

The National Advertising Bureau (NAB) has announced that they are on schedule to release the final results of its Readership, Opinions, Opportunities, Trends and Shopping (ROOTS) survey in May 2004. The survey is a comprehensive urban retail and readership study conducted in crucial geographical areas across the country to give an understanding of behaviour patterns of consumers.

Source: www.nab.co.za

For more, visit: <https://www.bizcommunity.com>