

ROOTS 2016 Launch

Guests gathered for the first of three ROOTS 2016 launches in Johannesburg on 7 April 2016. The launch aimed to assist marketers by providing data through an urban, quantitative survey on consumer behaviour. Read more about Roots 2016 [here](#).











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The ROOTS 2016 data emerged from the following categories: demographics, readership, retail, lifestyle, technology in the home as well as digital user behaviour.

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