



Online HABITS

- **Device** use regularly to access internet: 94% Smartphone, 68% Laptop, 31% Smart TV
- Regularly access Internet: 93% At **Home**, 38% At **Work** and 28% At **Public space**
- 47% **Shop online**. 45% use up to 10 **Apps** on smartphone.



Audience
733,000



Follower Count
25 100



Follower Count
354 000



Follower Count
67 100

Whatever you Live for,
We Live to tell that Story

DEMOGRAPHICS



46% Male
54% Female



32% SEM H
60% SEM M



79% Black
21% Coloured /
Indian / White



60% 15-34 y.o.
340% 35+ y.o.
Average age: 31



National Reach
25% Gauteng / 75% Rest
of Province



34% Matric
48% Post Matric



49% Married/With
Partner
49% Single/Divorced



63% employed