



Online HABITS

- **Device** use regularly to access internet: 93% Smartphone, 65% Laptop, 27% Smart TV
- Regularly access Internet: 93% **At Home**, 40% **At Work** and 24% **At Public space**
- 43% **Shop online**. 43% use up to 10 **Apps** on smartphone.



Audience
1,962,000



Followers
30 000



Follower Count
956 000



Follower Count
1 100 000

"Inspiring New Ways"

DEMOGRAPHICS



55% Male
47% Female



36% SEM H
56% SEM M



95% Black
5% Coloured /
Indian / White



57% 15-34 y.o.
43% 35+ y.o.
Average age: 32



National Reach
46% Gauteng / 57% Rest
of Province



33% Matric
47% Post Matric



43% Married/With
Partner
55% Single/Divorced



57% employed