Interactive Advertising Bureau South Africa Digital Landscape Report 2020

BMIT
UNDERSTAND TODAY. CREATE TOMORROW.

iab. south africa

narratiive

DEMOGRAPHICS

26.3 MILLION South Africans have accessed the internet in the past 4 weeks

78% are a decision maker for groceries and consumables in the household

61% are below the age of 35, while **39%** are above

17% have a personal income of over R20 000 per month

54% single
27% married
11% living with a partner

45% are working full time, **10%** are working part time

27% have an undergraduate degree or more

10% are Business Owners / CEOs

INTERNET USAGE

16% have fibre internet access or ADSL

48% have internet access at home, other than their cell phone

85% access the internet every day

9% have a smart TV at home

16% have a tablet

ACTIVITIES

85% use Instant Messaging

37% use Video Calling

64% use Social Media

53% use for Studying/Learning

22% Shop Online

51% do Online/ Mobile Banking

8% do Online Gaming

18% listen to Podcasts

24% Stream Music

The data used in this report is sourced through the IAB South Africa reader survey across all of the publishers in the IAB South Africa member base. The sample was collected between October and December 2019. The sample size across the three months was 26 330 respondents

Methodology

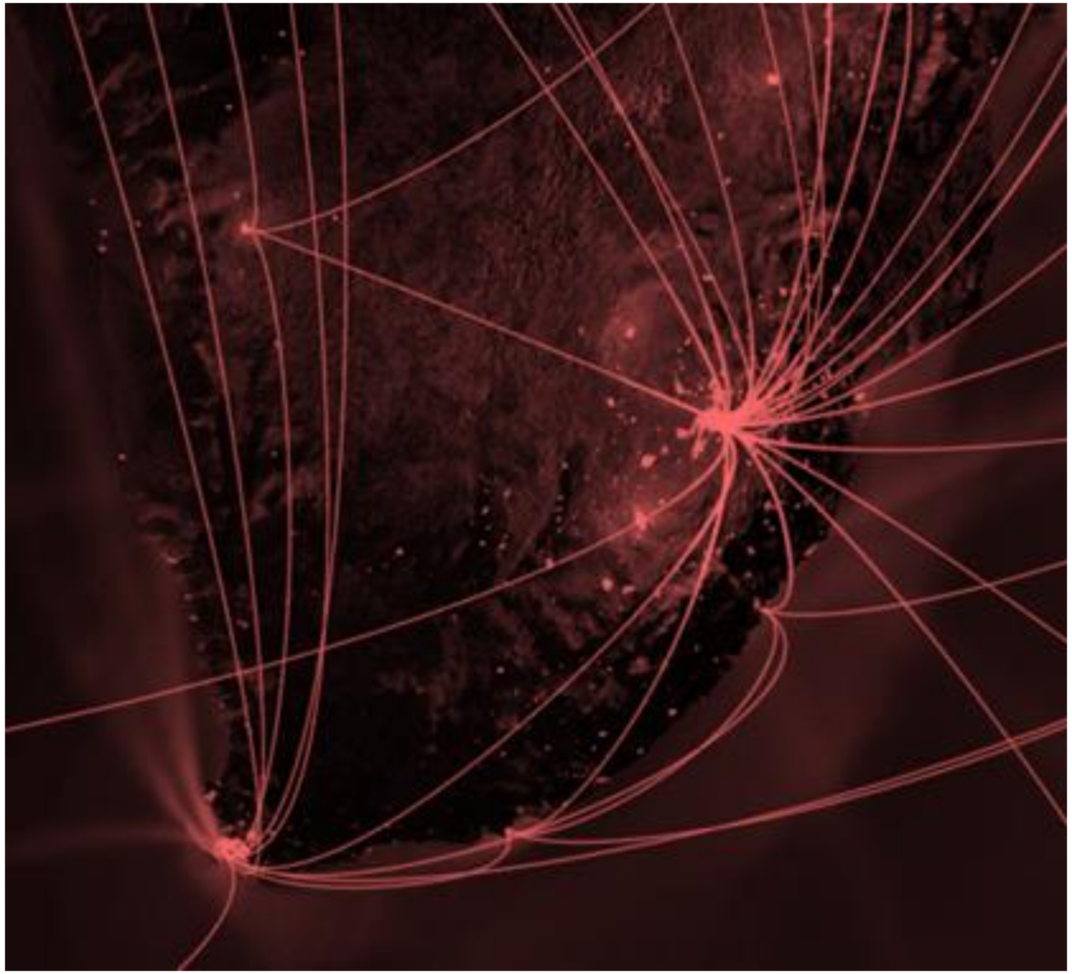
IAB SA Digital Landscape Report Overview

Objectives

- The objectives of the IAB SA Digital Landscape Report are to:
  - Provide an overview of the size of the Digital Audience in South Africa
  - To provide a demographic overview of the SA Digital Audience.
  - To provide insights into the behaviours of digital consumers, and the trends across audience segments.

Methodology

- The data used in this report is sourced through the IAB SA reader survey across all of the publishers in the IAB SA member base.
- The sample was collected between October and December 2019.
- The sample size across the three months was 26 330 respondents.
- The data was weighted against the Establishment Survey 2019 in order for the data to be representative of the SA Digital Audience.



Survey data collected across these South African publishers

24.com	Arena Holdings	Caxton Digital	Independent Online	MyBroadband	Vodacom	Primedia Broadcasting	The South African	The Daily Maverick	Mediamark
Gumtree	Sabido	AME	British Broadcasting Corporation	Maroela Media	South African Broadcasting Corporation	Kagiso Media Limited	Highbury Safika Media	DStv Digital Media	Mail Online (Daily Mail)
Cars.co.za	Ramsay Media	DAZN Media	News Central Media	Portal Publishing	Mail & Guardian Online	PNet	Associated Magazines	New Media Publishing	Bizcommunity
ITWeb Limited	TripAdvisor	Creamer Media	Trudon Pty Ltd	Al Nisr Publishing	Media24 Magazines	Ever-Faster News CC	E-Classroom	Burn Media	Khaleej Times
CapeTownMagazine.com	AdiShakti Media	Solidarity	Now Media	Hub Online Media	Velocity Media	Lelentle Trading and Projects	Polokwane Observer	Manorama Online	Asianet News Media & Entertainment
Al Khaleejiah Online	Newsclip Media Monitoring	De Rebus	Carbonite (Pty) Ltd	Hypertext Media Communications CC	365 Digital Media	MarkLives.com			

Report Contributors

BMIT

- Data Analysis and Report Production

Narratiive

- IAB SA Measurement Partner

Publisher Research Council

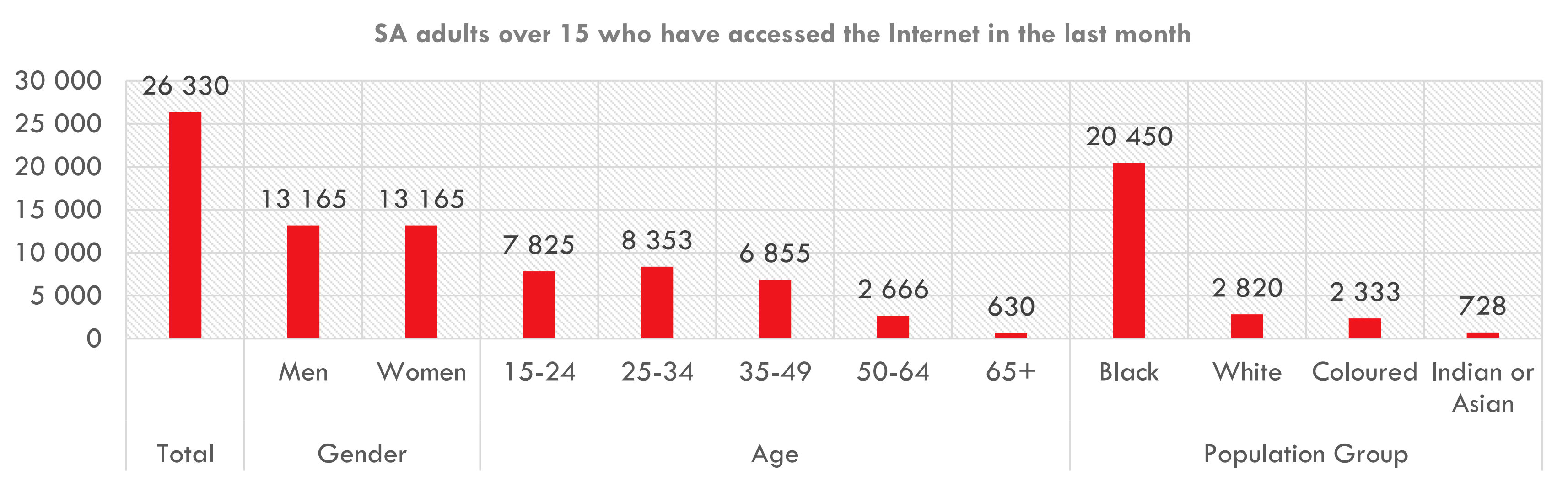
- Data Weighting

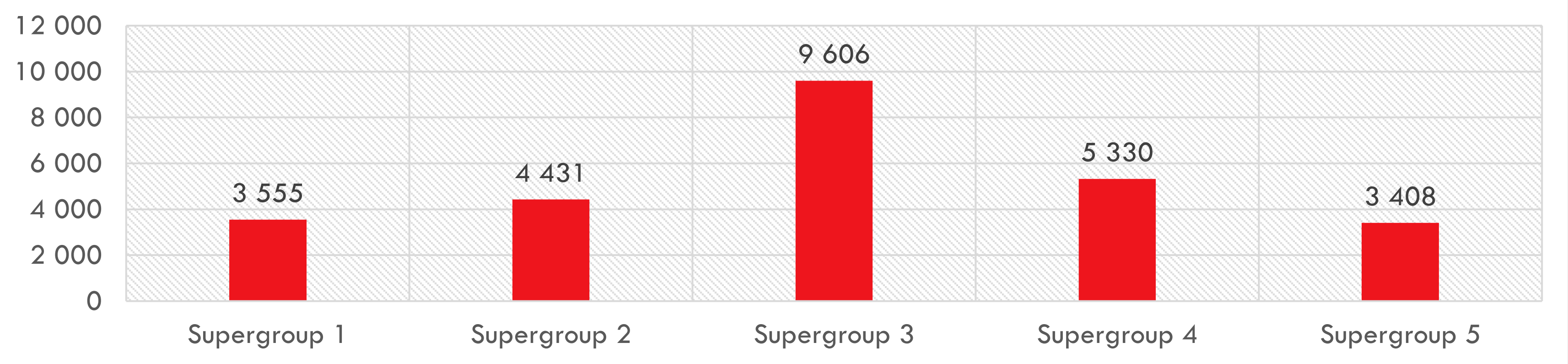
Ornico

- Infographic Production

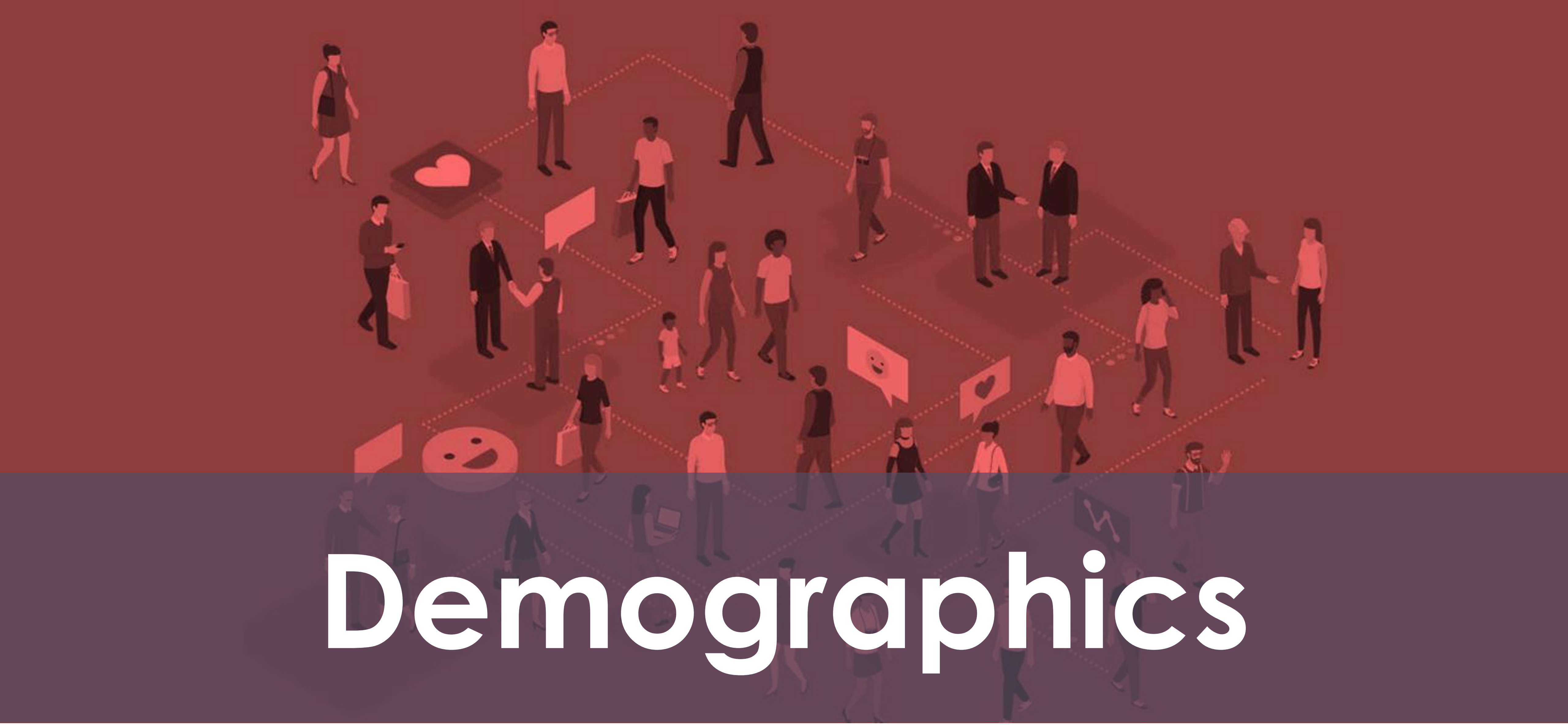
Survey Weighting

- The IAB SA Digital Landscape Report has been weighted against the establishment survey on the following variables:
  - Gender
  - Age
  - Population Group
  - SEM
  - Province
- The size of the SA Digital Audience is 26.3m as of June 2019.





Source: Establishment Survey 2019 (Jul 2018-Jun 2019)



Demographics

BMIT
UNDERSTAND TODAY. CREATE TOMORROW.

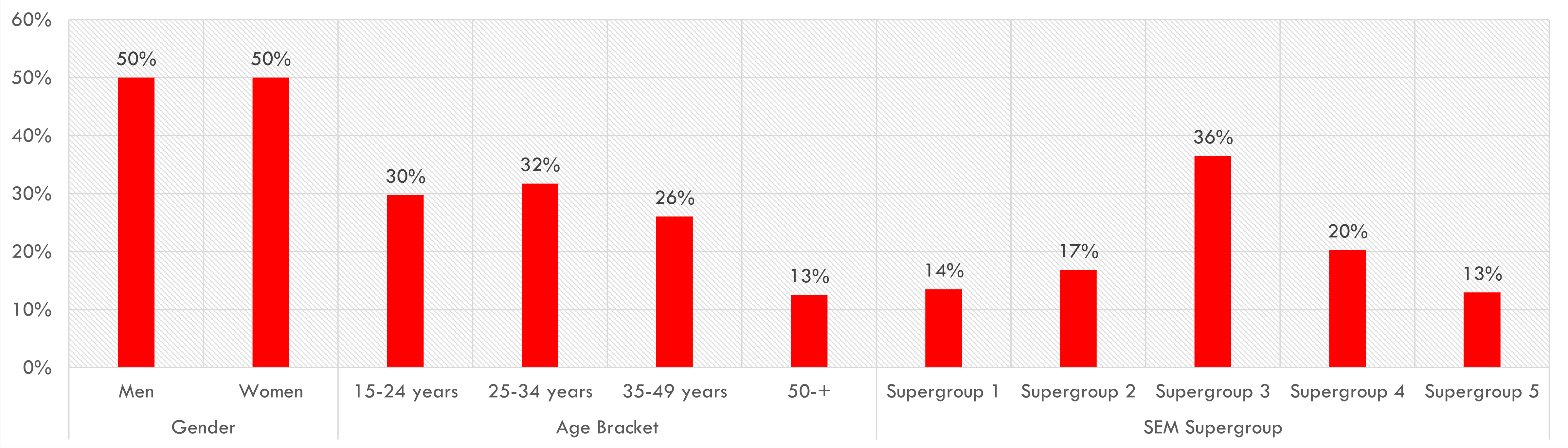
iab. south africa

narratiive

Age, Gender and SEM Supergroup

In terms of the demographics of the SA Digital Audience there is an even sp between males and females, while 61% are under the age of 35 years old. 36% of consumers who access the internet are in SEM Supergroup 3, while 33% are in SEM Supergroup 4 and 5.

Overall SA Digital Audience Demographics | **n = 26 330**

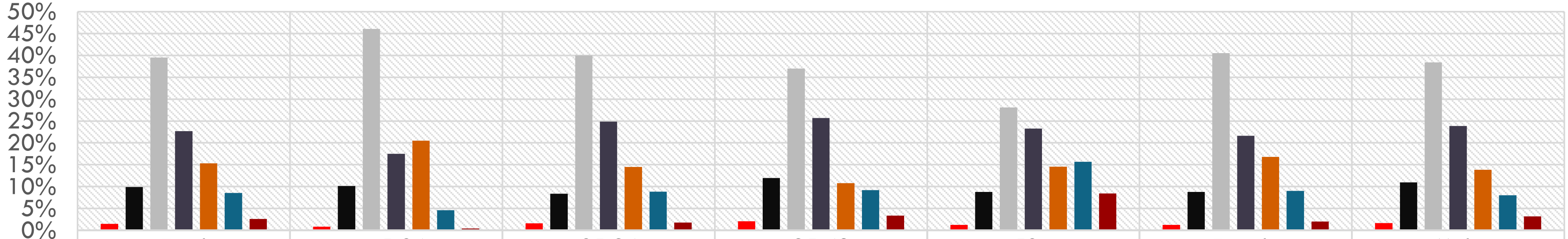


Highest level of education

By Age & Gender

The largest proportion of respondents (40%) say that their highest level of education they have achieved is matric, while 23% of respondents have completed a Technikon diploma/ artisan certificate, and 15% say they have an undergraduate university degree.

What is the highest level of education you have achieved or are in the process of achieving? **n = 26 330**



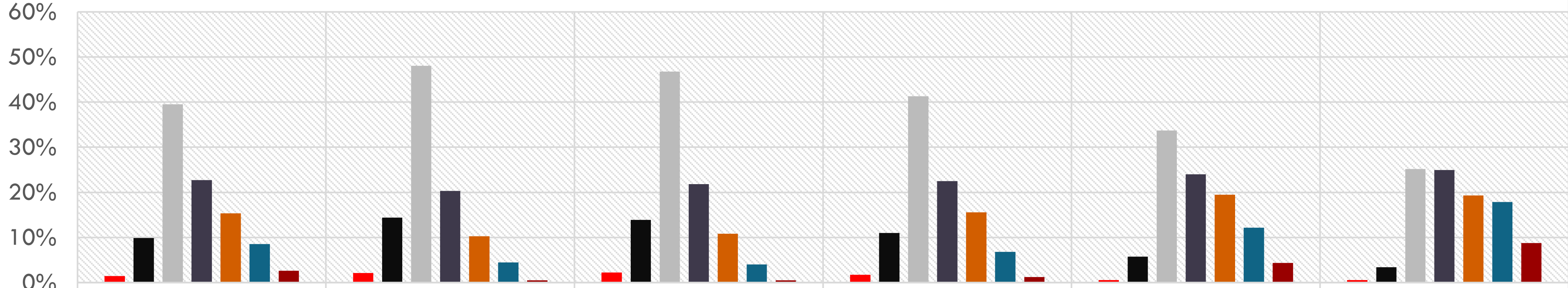
	Total	15-24	25-34	35-49	50+	Female	Male
		Age Group				Gender	
No school or some primary	1%	1%	2%	2%	1%	1%	2%
Some high school	10%	10%	8%	12%	9%	9%	11%
Matric	40%	46%	40%	37%	28%	41%	38%
Technikon diploma / Artisan certificate	23%	18%	25%	26%	23%	22%	24%
Undergraduate University degree	15%	20%	15%	11%	15%	17%	14%
Postgraduate University degree	9%	5%	9%	9%	16%	9%	8%
Masters / Doctorate	3%	0%	2%	3%	8%	2%	3%

Highest level of education

By SEM Supergroup

Lower SEM Supergroup consumers are more likely to have matric as their highest level of education, as compared to higher SEM consumers, with 27% of consumers in SEM Supergroup indicating that they have a postgraduate degree or greater.

What is the highest level of education you have achieved or are in the process of achieving? **n = 26 330**



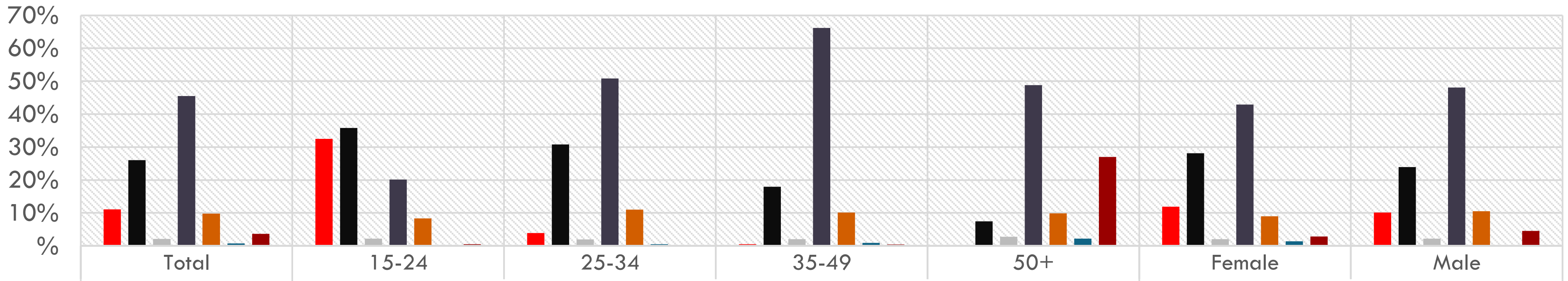
	Total	Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
No school or some primary	1%	2%	2%	2%	1%	1%
Some high school	10%	14%	14%	11%	6%	3%
Matric	40%	48%	47%	41%	34%	25%
Technikon diploma / Artisan certificate	23%	20%	22%	22%	24%	25%
Undergraduate University degree	15%	10%	11%	16%	19%	19%
Postgraduate University degree	9%	4%	4%	7%	12%	18%
Masters / Doctorate	3%	0%	0%	1%	4%	9%

Work Status

By Age & Gender

Two thirds (66%) of respondents aged between 35 – 49 are working full time. About half of those aged 25- 34 (51%) and those aged 50 and older (49%) said they are working full time, and only 20% of respondents aged between 15- 24 indicated that they were working full-time.

What is your current work status? **n = 26 330**



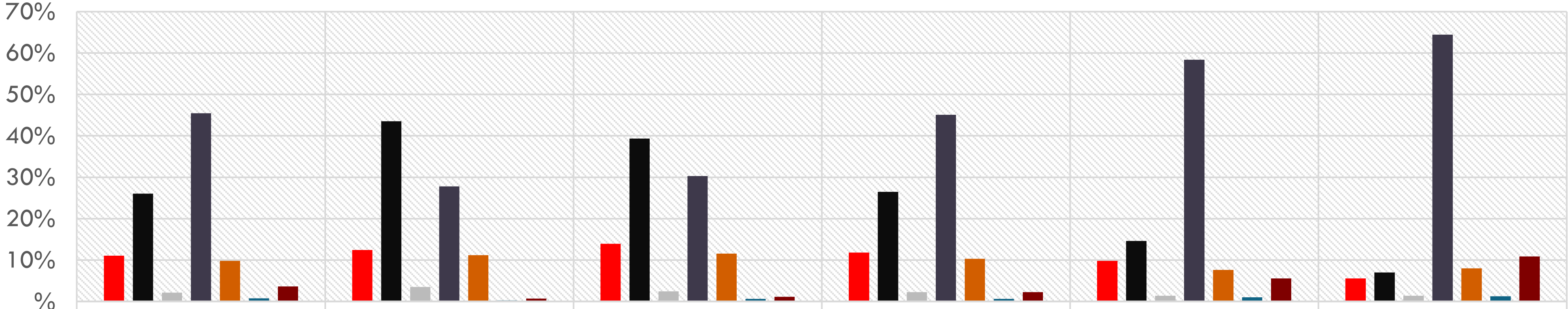
		Age Group				Gender	
	Total	15-24	25-34	35-49	50+	Female	Male
Student	11%	32%	4%	1%	%	12%	10%
Not working - Looking for work	26%	36%	31%	18%	7%	28%	24%
Not working - Not Looking for work	2%	2%	2%	2%	3%	2%	2%
Working full-time	45%	20%	51%	66%	49%	43%	48%
Working part-time	10%	8%	11%	10%	10%	9%	11%
Housewife / Househusband / Home Exective	1%	%	%	1%	2%	1%	%
Retired	4%	1%	%	%	27%	3%	5%

Work Status

By SEM Supergroup

Full-time work status increases with SEM Supergroup. While just under two thirds of SEM Supergroup 5 consumers say they are working full-time, only 28% of SEM Supergroup 1 consumers say they have a full-time job.

What is your current work status? n = 26 330



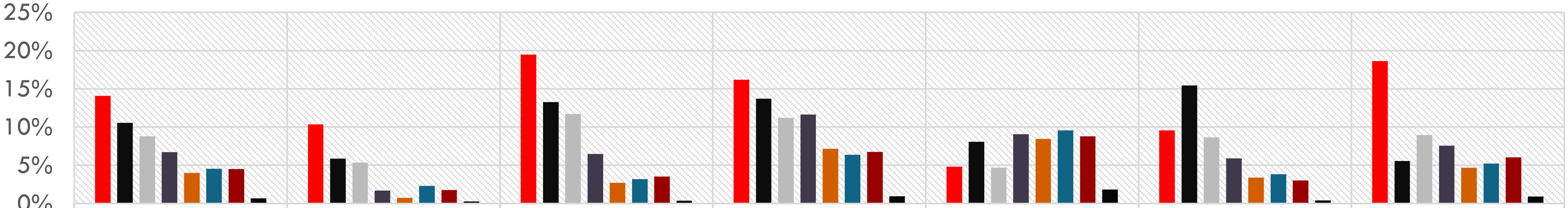
	Total	Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Student	11%	12%	14%	12%	10%	6%
Not working - Looking for work	26%	44%	39%	26%	15%	7%
Not working - Not Looking for work	2%	3%	2%	2%	1%	1%
Working full-time	45%	28%	30%	45%	58%	64%
Working part-time	10%	11%	12%	10%	8%	8%
Housewife / Househusband / Home Executive	1%	%	1%	1%	1%	1%
Retired	4%	1%	1%	2%	6%	11%

Employment Level

By Age & Gender

14% of the SA Digital Audience say that they are in senior management roles or above. There is no significant difference in terms of gender, except that male consumers are slightly more likely to do skilled manual labour as opposed to female consumers who are slightly more likely to be in clerical administration positions.

What is your current employment level? **n = 13 888**



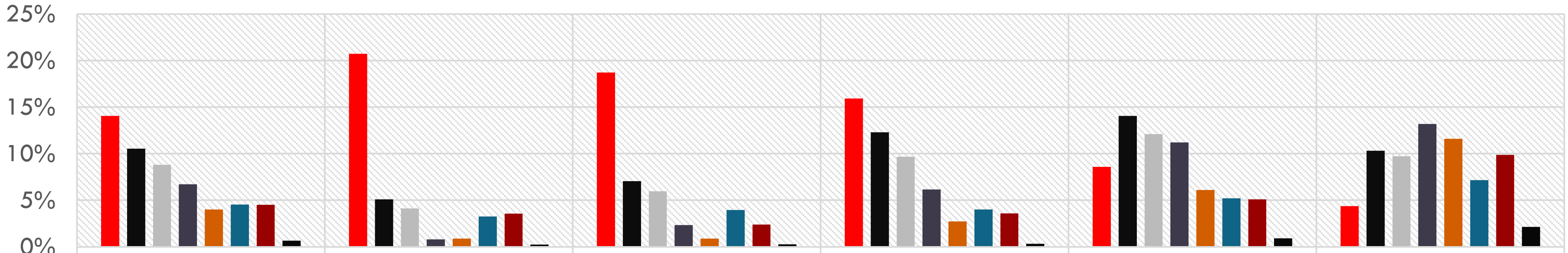
	Total	Age Group				Gender	
	Total	15-24	25-34	35-49	50+	Female	Male
Skilled Manual Work	14%	10%	19%	16%	5%	10%	19%
Clerical Administration	11%	6%	13%	14%	8%	15%	6%
Junior Management	9%	5%	12%	11%	5%	9%	9%
Middle Management	7%	2%	6%	12%	9%	6%	8%
Senior Management	4%	1%	3%	7%	8%	3%	5%
Self Employed (not registered company)	5%	2%	3%	6%	10%	4%	5%
Business Owner (registered company)	4%	2%	4%	7%	9%	3%	6%
CEO / Director	1%	0%	0%	1%	2%	0%	1%

Employment Level

By SEM Supergroup

Higher SEM Supergroup consumers are slightly more likely to be business owners or in management positions as compared to lower SEM consumers. 21% of SEM Supergroup 1 and 19% of SEM Supergroup 2 respondents say they are in ‘skilled manual work’ positions.

What is your current employment level? n = 13 888



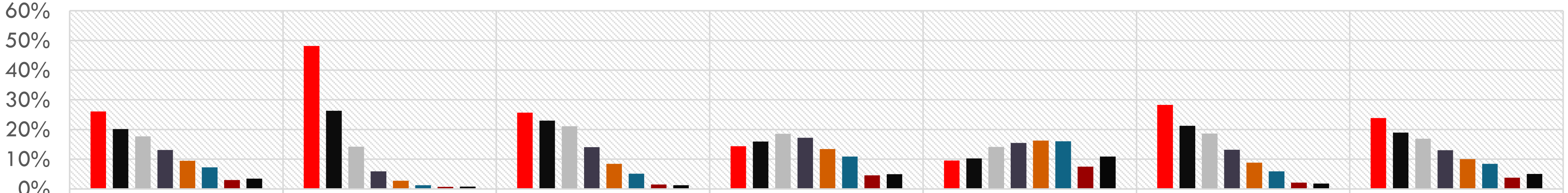
	Total	Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Skilled Manual Work	14%	21%	19%	16%	9%	4%
Clerical Administration	11%	5%	7%	12%	14%	10%
Junior Management	9%	4%	6%	10%	12%	10%
Middle Management	7%	1%	2%	6%	11%	13%
Senior Management	4%	1%	1%	3%	6%	12%
Self Employed (not registered company)	5%	3%	4%	4%	5%	7%
Business Owner (registered company)	4%	4%	2%	4%	5%	10%
CEO / Director	1%	0%	0%	0%	1%	2%

Gross Personal Income

By Age & Gender

The largest portion (26%) of respondents who completed the survey said their gross personal income is between R1 – R2 999. 35% of respondents said they have a gross personal income of R12 000 or more.

What is your approximate gross personal income (income from all sources before deductions)? | **n = 26 330**



	Total	Age Group				Gender	
		15-24	25-34	35-49	50+	Female	Male
R1 to R 2,999	26%	48%	26%	14%	10%	28%	24%
R 3,000 to R 5,999	20%	26%	23%	16%	10%	21%	19%
R 6,000 to R 11,999	18%	14%	21%	19%	14%	19%	17%
R 12,000 to R 19,999	13%	6%	14%	17%	15%	13%	13%
R 20,000 to R 29,999	9%	3%	8%	13%	16%	9%	10%
R 30,000 to R 49,999	7%	1%	5%	11%	16%	6%	8%
R 50,000 to R 69,999	3%	1%	1%	5%	7%	2%	4%
R 70,000 or more	3%	1%	1%	5%	11%	2%	5%

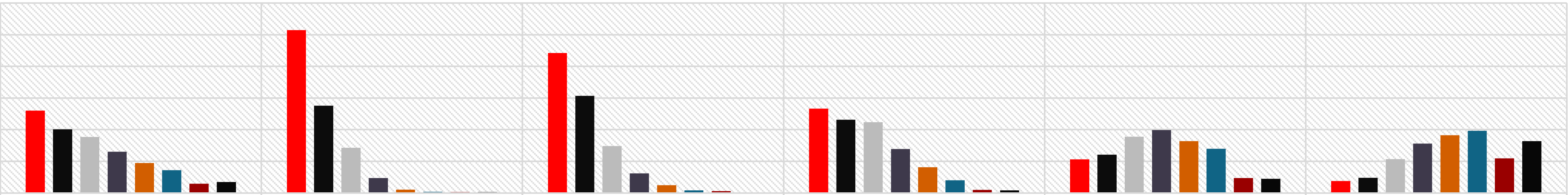
iab. south africa

Gross Personal Income

By SEM Supergroup

When comparing gross personal income and SEM Supergroup consumers, we see that it is correlated, as higher SEM consumers are more likely to have a higher gross personal income.

What is your approximate gross personal income (income from all sources before deductions)? **n = 26 330**

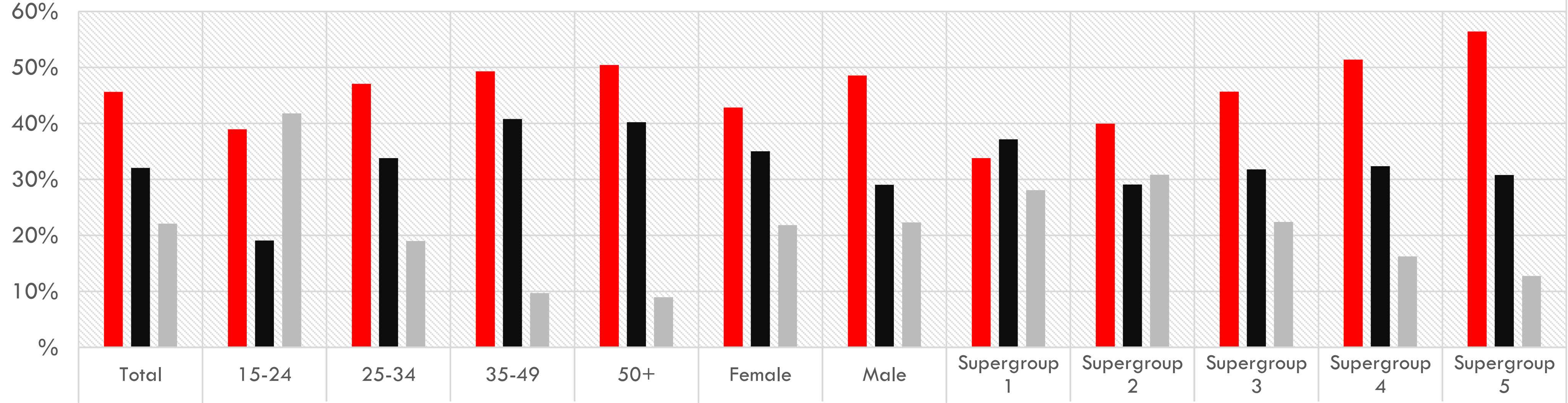


	Total	SEM Supergroup: Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
R1 to R 2,999	26%	51%	44%	27%	11%	4%
R 3,000 to R 5,999	20%	28%	31%	23%	12%	5%
R 6,000 to R 11,999	18%	14%	15%	22%	18%	11%
R 12,000 to R 19,999	13%	5%	6%	14%	20%	16%
R 20,000 to R 29,999	9%	1%	2%	8%	16%	18%
R 30,000 to R 49,999	7%	0%	1%	4%	14%	20%
R 50,000 to R 69,999	3%	0%	1%	1%	5%	11%
R 70,000 or more	3%	0%	0%	1%	4%	16%

Purchasing Decision Maker

32% of respondents say they are the main decision maker while 22% claim that someone else makes the purchasing decisions. Higher SEM consumers are more likely to be joint decision makers when it comes to purchasing groceries and consumables.

Are you the decision maker for the purchasing Groceries and Consumables? **n = 26 330**



		Age Group				Gender		SEM Supergroup				
	Total	15-24	25-34	35-49	50+	Female	Male	Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Joint decision maker	46%	39%	47%	49%	50%	43%	49%	34%	40%	46%	51%	56%
Main decision maker	32%	19%	34%	41%	40%	35%	29%	37%	29%	32%	32%	31%
Someone else makes the decisions	22%	42%	19%	10%	9%	22%	22%	28%	31%	22%	16%	13%

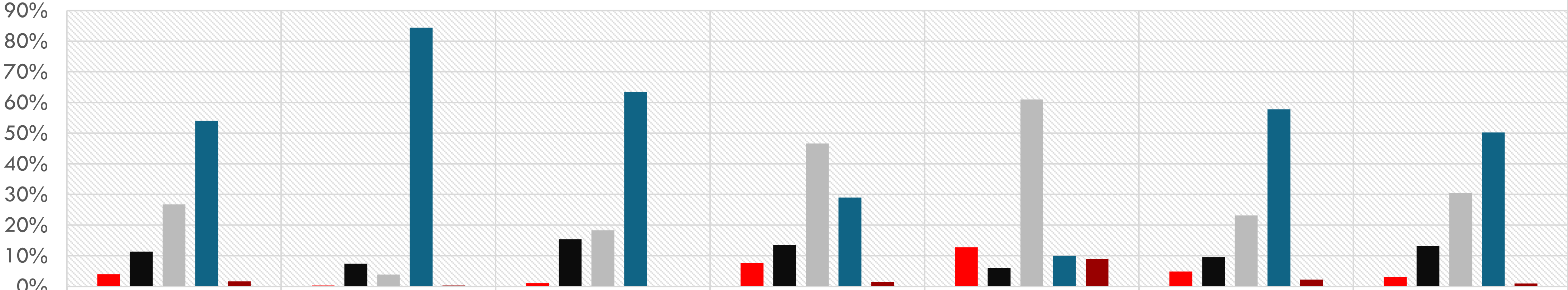
iab. south africa

Marital Status

By Age & Gender

Just over half (54%) of all respondents are single, while 27% are married 11% said they are living with a partner. As expected, those in older age brackets were far more likely to report that they were married or living with a partner.

What is your marital status? **n = 26 330**



	Total	15-24	25-34	35-49	50+	Female	Male
		Age Group				Gender	
Divorced	4%	0%	1%	8%	13%	5%	3%
Living with a partner	11%	7%	15%	14%	6%	10%	13%
Married	27%	4%	18%	47%	61%	23%	30%
Single	54%	84%	63%	29%	10%	58%	50%
Widowed	2%	0%	0%	1%	9%	2%	1%

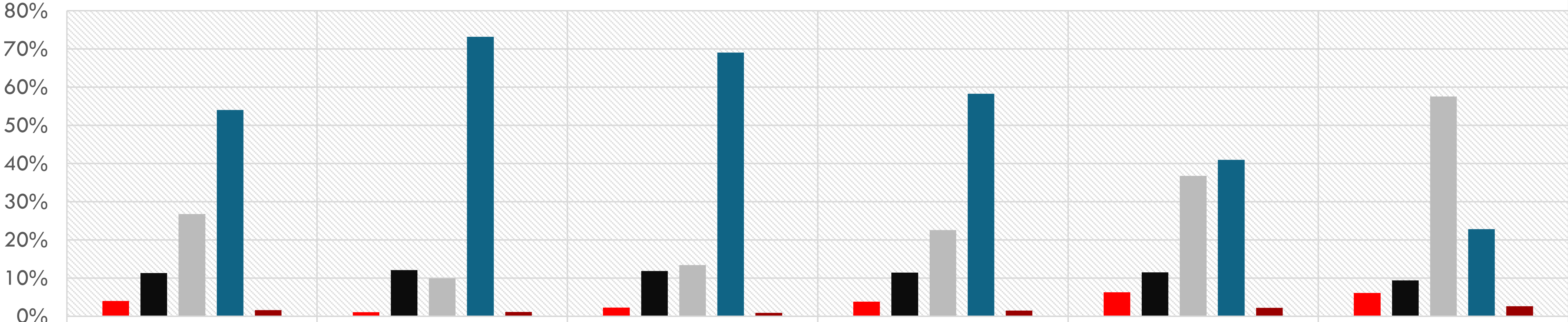
iab. south africa

Marital Status

By SEM Supergroup

Higher SEM Supergroup consumers are more likely to be married than their lower SEM counterparts. While 73% of SEM Supergroup 1 consumers said they are single, only 23% of SEM Supergroup 5 consumers indicated that they were single.

What is your marital status? | **n = 26 330**

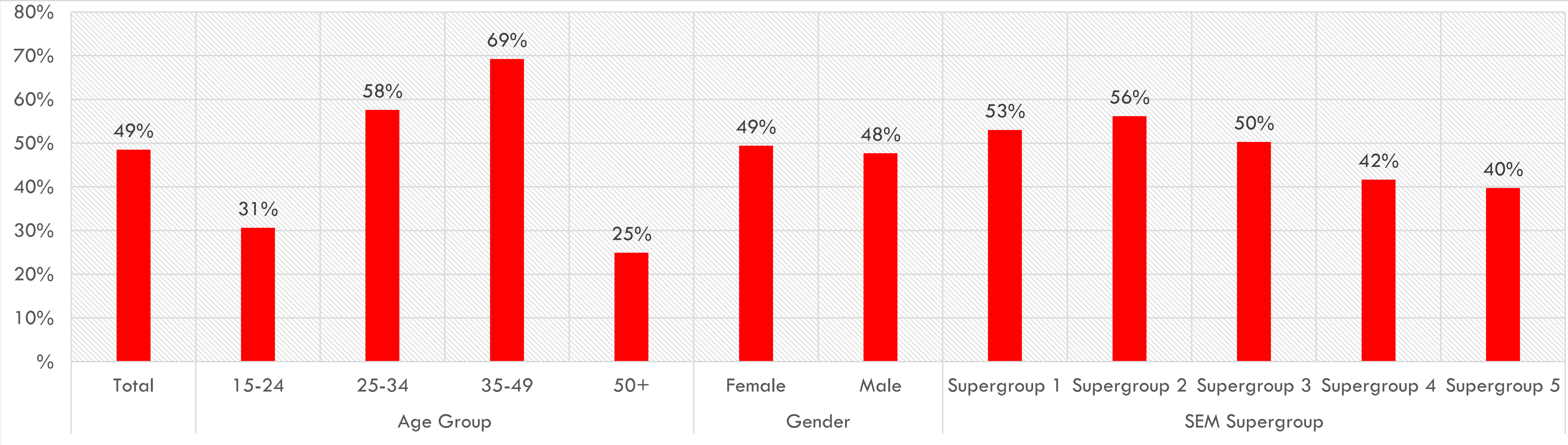


	Total	Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Divorced	4%	1%	2%	4%	6%	6%
Living with a partner	11%	12%	12%	11%	12%	9%
Married	27%	10%	13%	23%	37%	58%
Single	54%	73%	69%	58%	41%	23%
Widowed	2%	1%	1%	1%	2%	3%

Children under the age of 21 in the home

Just under half of (49%) respondent's say they have children under the age of 21 in the home. Consumers in upper SEM Supergroups consumers are slightly less likely to have children under 21 living in their homes.

Are you a caregiver to children under 21 in the home? **n = 26 330**

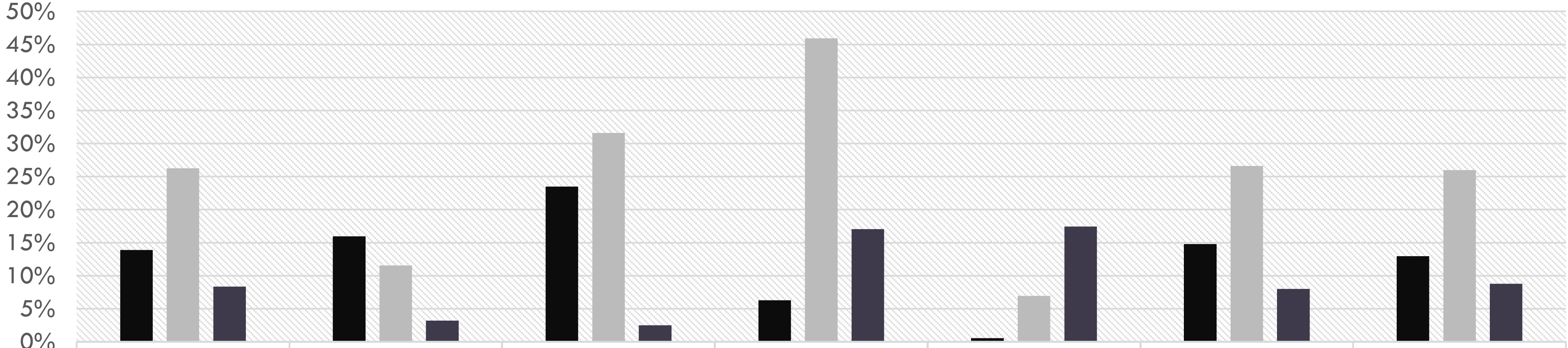


Children's Ages

By Age & Gender

Just over a quarter (26%) of all respondents answered that all their children are under the age of 18, followed by 14% who said all their children are younger than 5 and only 8% said that all their children are over the age of 18.

In terms of children, which of the following is most accurate? **n = 26 330**

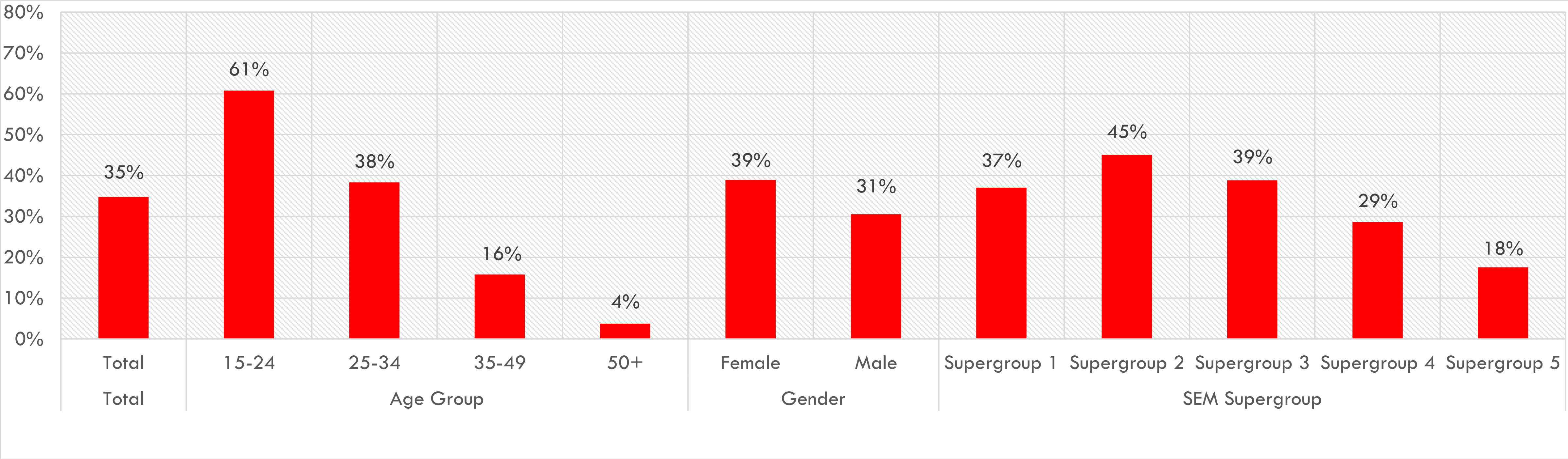


	Total	15-24	25-34	35-49	50+	Female	Male
		Age Group				Gender	
All your children are under the age of 5	14%	16%	23%	6%	1%	15%	13%
All your children are under the age of 18	26%	12%	32%	46%	7%	27%	26%
You have some children over the age 18	8%	3%	3%	17%	17%	8%	9%

Living at home with parents

35% of respondents are living at home with their parents. In terms of age groups, about two thirds (61%) of respondents between the ages of 15 – 24 said they are still living with their parents, followed by 16% of respondents aged between 35 – 49. SEM Supergroup 4 & 5 consumers are slightly less likely to be living with their parents.

Are you living at home with your parents? n = 26 330



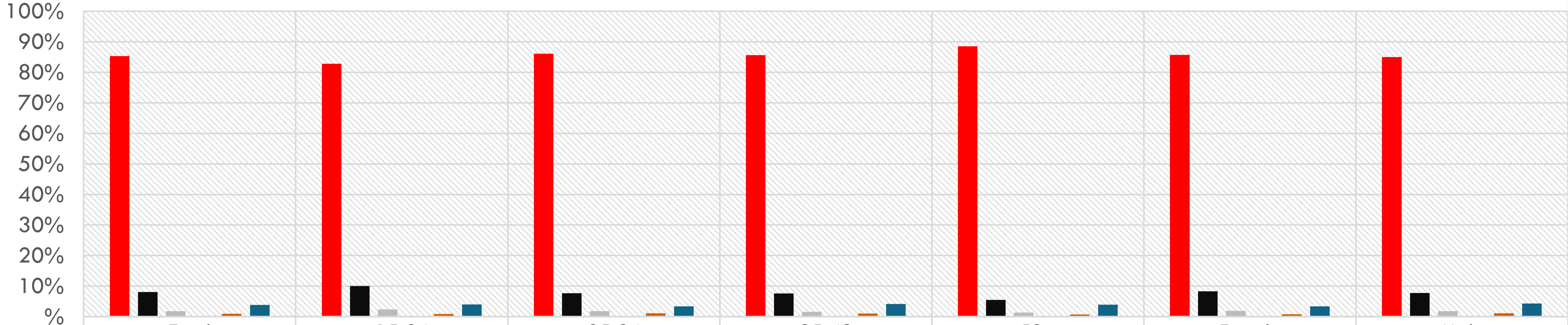
Internet Access

Last time internet was accessed

By Age & Gender

When respondents were asked when was the last time they accessed the internet, the majority (85%) said they had accessed it the previous day. There is no clear trend in gender and age groups when it comes to the last time that respondents used the internet.

Apart from today, when last did you access the Internet? **n = 26 330**



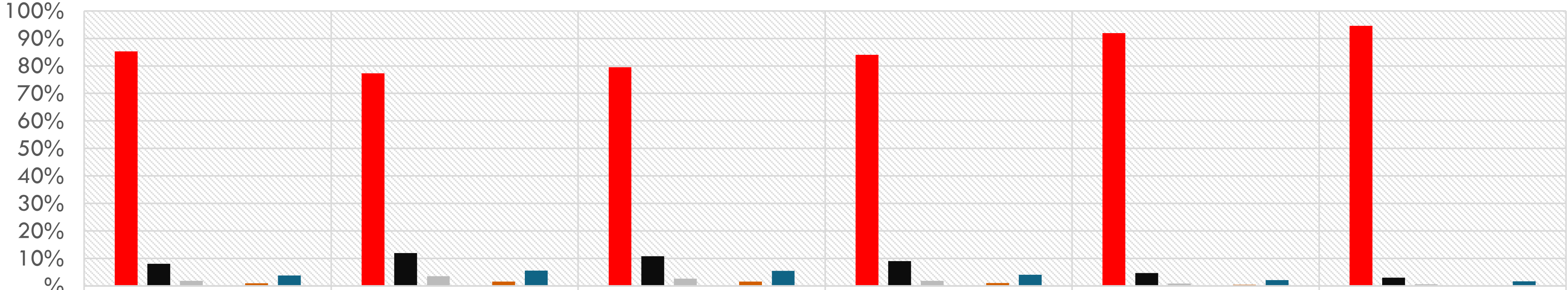
	Total	15-24	25-34	35-49	50+	Female	Male
Yesterday	85%	83%	86%	86%	88%	86%	85%
Past 7 days	8%	10%	8%	8%	5%	8%	8%
Past 4 weeks	2%	2%	2%	2%	1%	2%	2%
4 - 12 weeks ago	%	%	%	%	%	%	%
4-12 months ago	1%	1%	1%	1%	1%	1%	1%
Longer than any of the above	4%	4%	3%	4%	4%	3%	4%

Last time internet was accessed

By SEM Supergroup

Almost all (95%) SEM Supergroup 5 consumers said the last time they used they accessed the internet was the previous day while 77% of SEM Supergroup 1 consumers indicated the same.

Apart from today, when last did you access the Internet? | **n = 26 330**

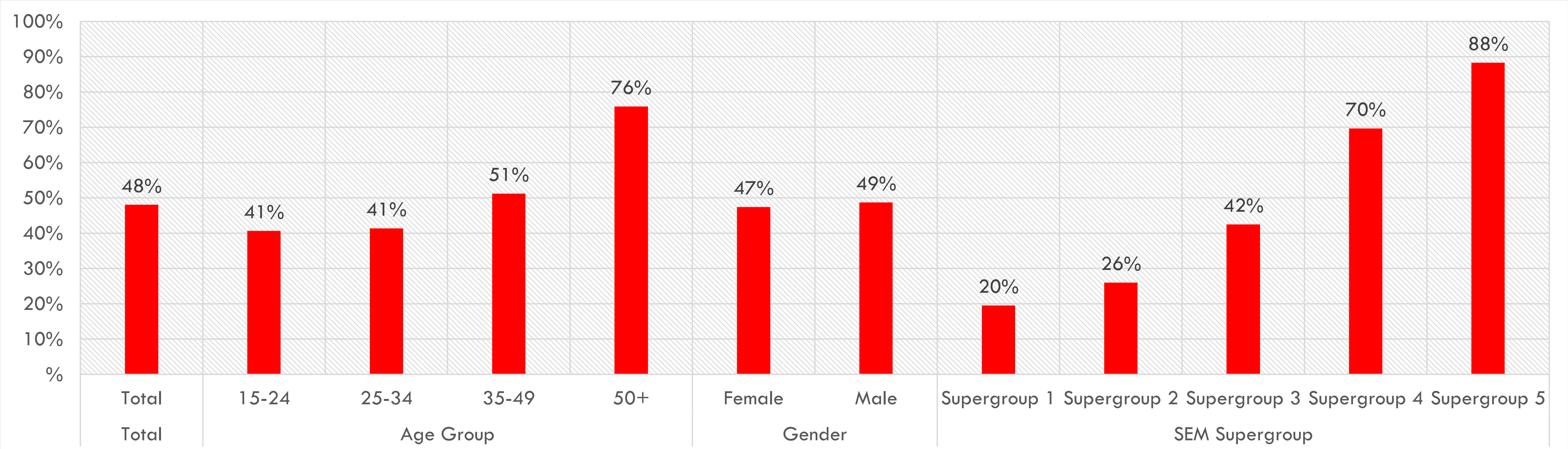


	Total	Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Yesterday	85%	77%	79%	84%	92%	95%
Past 7 days	8%	12%	11%	9%	5%	3%
Past 4 weeks	2%	4%	3%	2%	1%	1%
4 - 12 weeks ago	%	%	%	%	%	%
4-12 months ago	1%	2%	2%	1%	%	%
Longer than any of the above	4%	6%	5%	4%	2%	2%

Home Internet Access

When comparing home internet access by SEM Supergroup consumers, we see that it is correlated and higher supergroup consumers are more likely to have internet access at home. When compared by gender we noted no significant difference, however older respondents are more likely to have internet access at home as compared to younger respondents.

Do you have internet access at home, other than your cellphones connection? **n = 26 330**

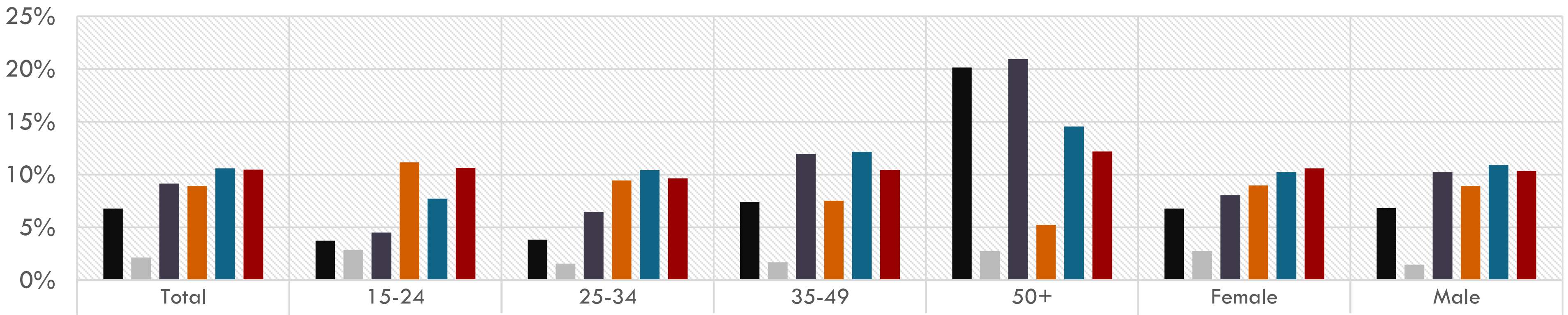


Type of Internet Access

By Age & Gender

In terms of the type of internet access connection at home, older respondents are more likely to have an ADSL or fibre connection as compared to younger respondents who are more likely to use wireless and sim internet connections.

If yes, what kind of internet connection do you have at home? **n = 12 386**



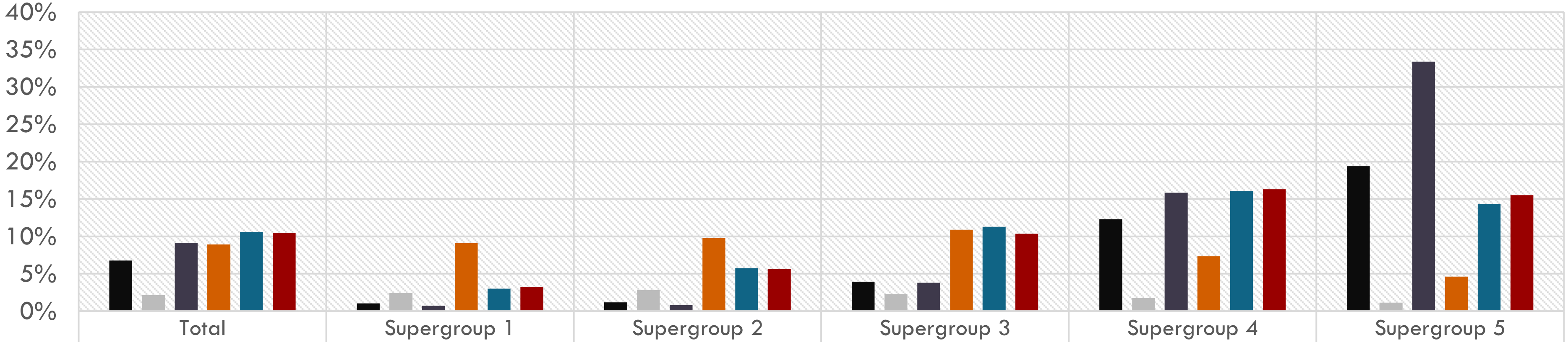
	Total	Age Group: 15-24	25-34	35-49	50+	Gender: Female	Male
ADSL	7%	4%	4%	7%	20%	7%	7%
Do not know	2%	3%	2%	2%	3%	3%	1%
Fibre	9%	5%	6%	12%	21%	8%	10%
SIM card in device (e.g. Tablet, Computer)	9%	11%	9%	8%	5%	9%	9%
Wireless Dongle / MiFi Router (Portable)	11%	8%	10%	12%	15%	10%	11%
Wireless Router (Not Portable)	10%	11%	10%	10%	12%	11%	10%

Type of Internet Access

By SEM Supergroup

Fibre internet access increases with SEM supergroup - while a third of SEM Supergroup 5 respondents have fibre at home, only 1% of SEM Supergroup 1 consumers indicated that they had a fibre internet connection.

If yes, what kind of internet connection do you have at home? n = 12 386



	Total	Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
ADSL	7%	1%	1%	4%	12%	19%
Do not know	2%	2%	3%	2%	2%	1%
Fibre	9%	1%	1%	4%	16%	33%
SIM card in device (e.g. Tablet, Computer)	9%	9%	10%	11%	7%	5%
Wireless Dongle / MiFi Router (Portable)	11%	3%	6%	11%	16%	14%
Wireless Router (Not Portable)	10%	3%	6%	10%	16%	15%

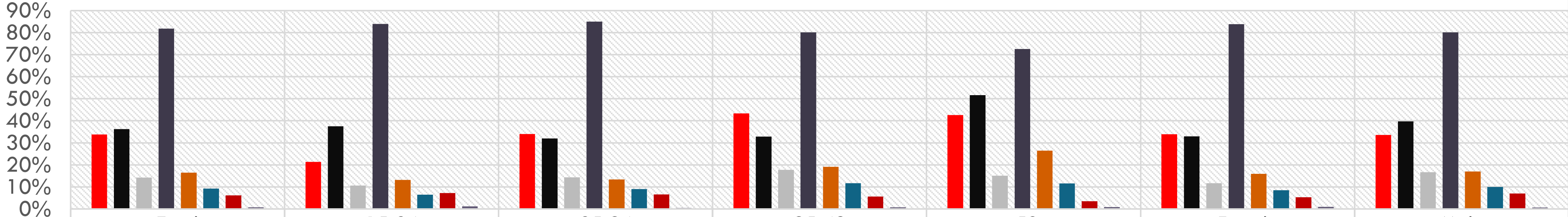
iab. south africa

Types of devices owned

By Age & Gender

While 82% of respondents say they own a personal mobile phone, only 9% of respondents claim to own a smart TV. 36% of consumers said that they have a personal desktop / laptop at home, while 34% said they had a work desktop / laptop at home.

Which of the following devices do you own? **n = 26 330**



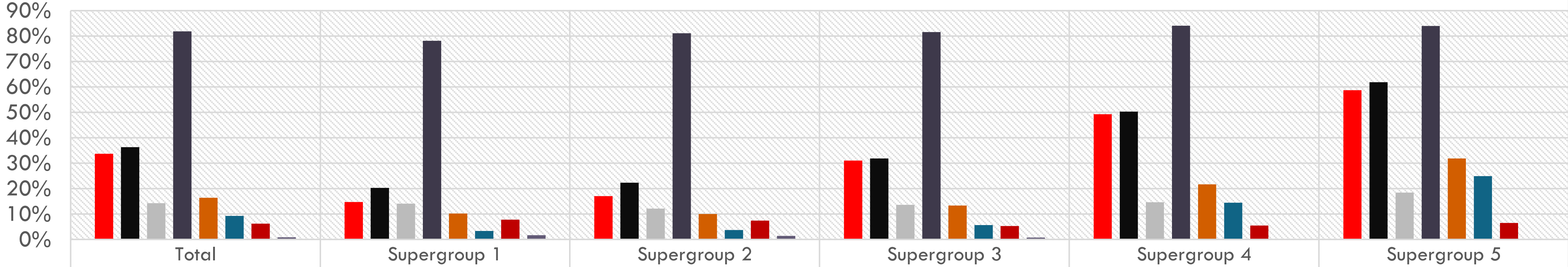
	Total	15-24	25-34	35-49	50+	Female	Male
		Age Group				Gender	
Work desktop / laptop	34%	21%	34%	43%	43%	34%	34%
Personal desktop / lapop	36%	37%	32%	33%	52%	33%	40%
Work mobile phone	14%	11%	14%	18%	15%	12%	17%
Personal mobile phone	82%	84%	85%	80%	73%	84%	80%
Tablet	16%	13%	13%	19%	26%	16%	17%
Smart TV	9%	6%	9%	12%	12%	9%	10%
Other device	6%	7%	7%	6%	4%	5%	7%
Do not know	1%	1%	0%	1%	1%	1%	1%

Types of devices owned

By SEM Supergroup

Those in upper SEM groups are more likely to have all types of devices asked in our survey. While 62% of Supergroup 5 consumers say they have a personal laptop, only 20% of SEM Supergroup 1 consumers indicated they have. A quarter of Supergroup 5 consumers own a smart TV and only 3% of supergroup consumers said they own a smart TV.

Which of the following devices do you own? **n = 26 330**



	Total	Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Work desktop / laptop	34%	15%	17%	31%	49%	59%
Personal desktop / lapop	36%	20%	22%	32%	50%	62%
Work mobile phone	14%	14%	12%	14%	15%	18%
Personal mobile phone	82%	78%	81%	82%	84%	84%
Tablet	16%	10%	10%	13%	22%	32%
Smart TV	9%	3%	4%	6%	14%	25%
Other device	6%	8%	7%	5%	5%	6%
Do not know	1%	2%	1%	1%	0%	0%

Internet Activities

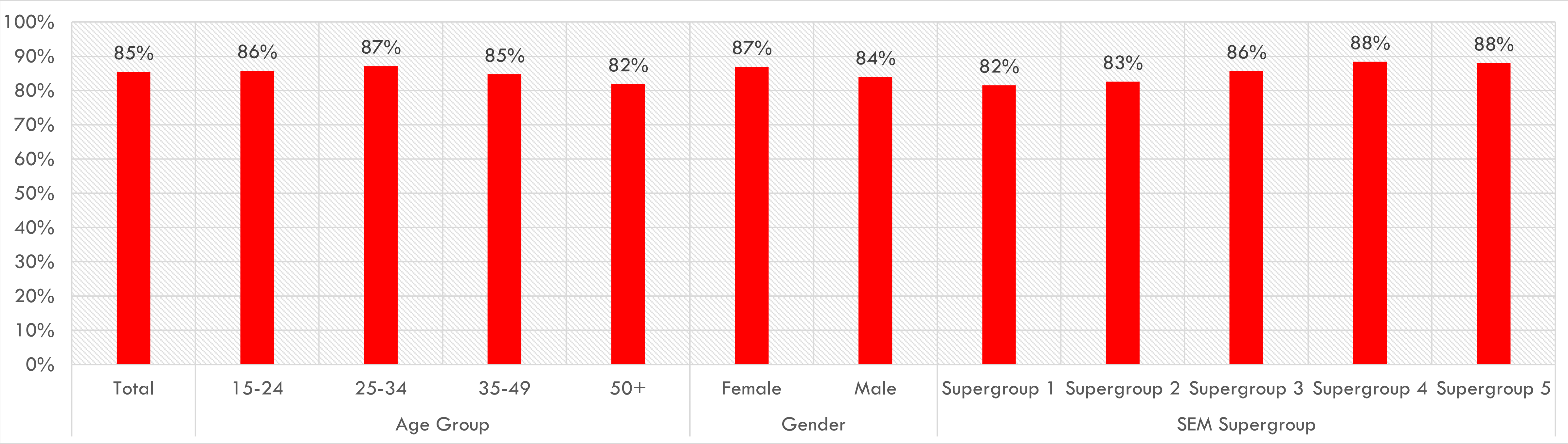
UNDERSTAND TODAY. CREATE TOMORROW.

south africa

Instant Messaging (WhatsApp, Facebook Messenger etc)

The majority of respondents (85%) say they use instant messaging such as WhatsApp or Facebook Messenger at home. While 87% of female respondents say they use instant messaging, 84% of male respondents indicated that they do.

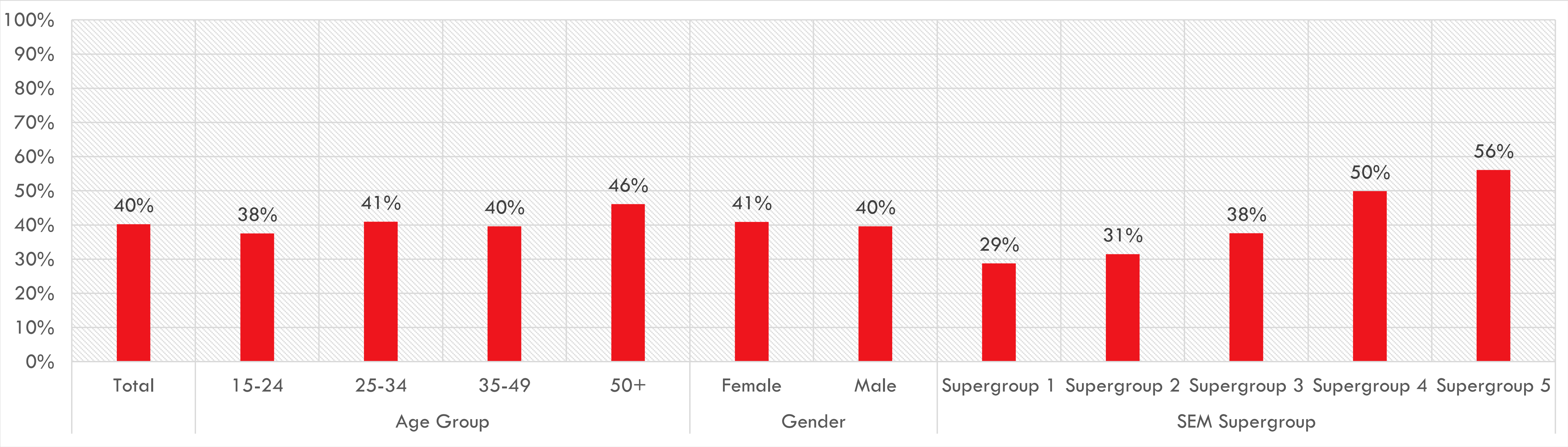
Which of the following internet activities do you do at home? **n = 26 330**



Voice Calling (VOIP, WhatsApp etc.)

40% of the SA Digital Audience said that they use voice calling at home. Higher SEM Supergroup consumers are more likely to use voice calling applications as compared to lower supergroup consumers.

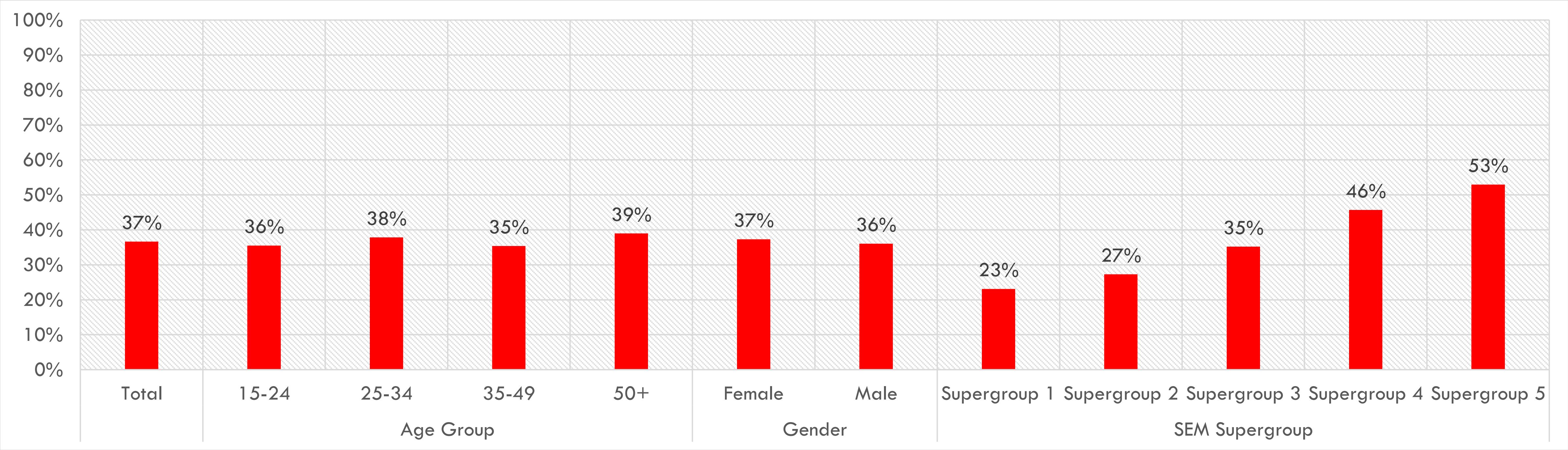
Which of the following internet activities do you do at home? **n = 26 330**



Video Calling (Skype, WhatsApp Video etc)

37% of the SA Digital Audience say that they use video calling at home, increasing from 23% of those in SEM Supergroup 1 to 53% of those in SEM Supergroup 5.

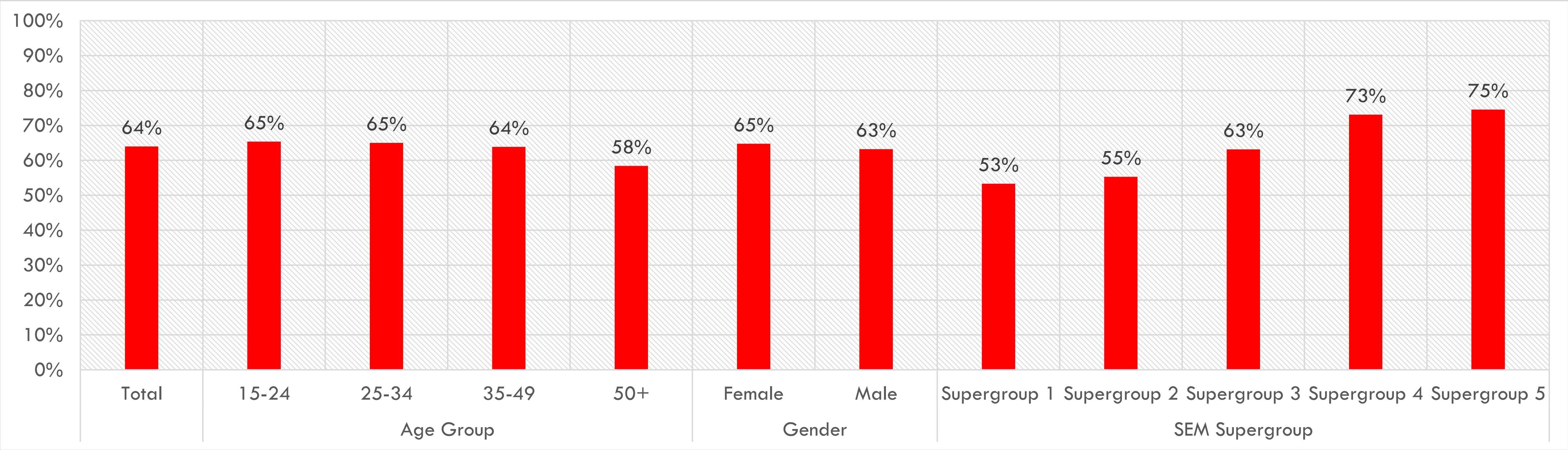
Which of the following internet activities do you do at home? **n = 26 330**



Social Media (Facebook, Twitter, Instagram etc.)

64% of respondents use social media applications at home. While more than two thirds of SEM Supergroup 4 &5 consumers use social media, only about half of SEM Supergroup 1 (53%) and SEM Supergroup 2 (55%) consumers indicated that they do.

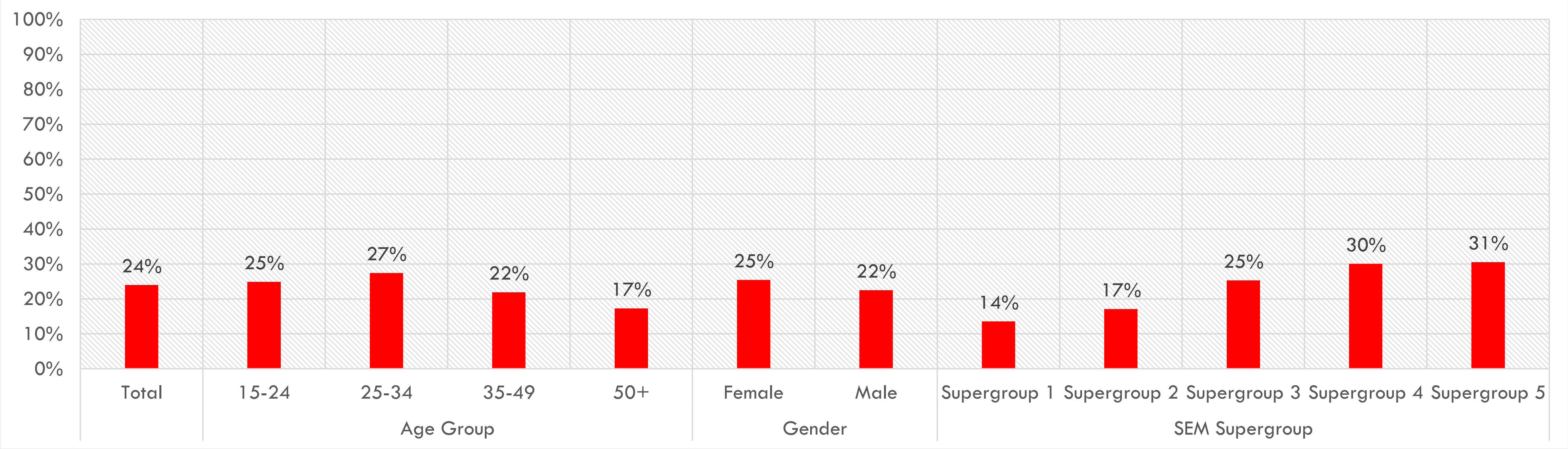
Which of the following internet activities do you do at home? **n = 26 330**



Taxi Services (e.g. Uber, Bolt etc.)

24% of the SA Digital Audience said that they use taxi services such as Uber and Bolt. Those in SEM Supergroup 1 & 2 consumers and respondents aged 50 years and older are the least likely to make use of taxi services such as Uber and Bolt.

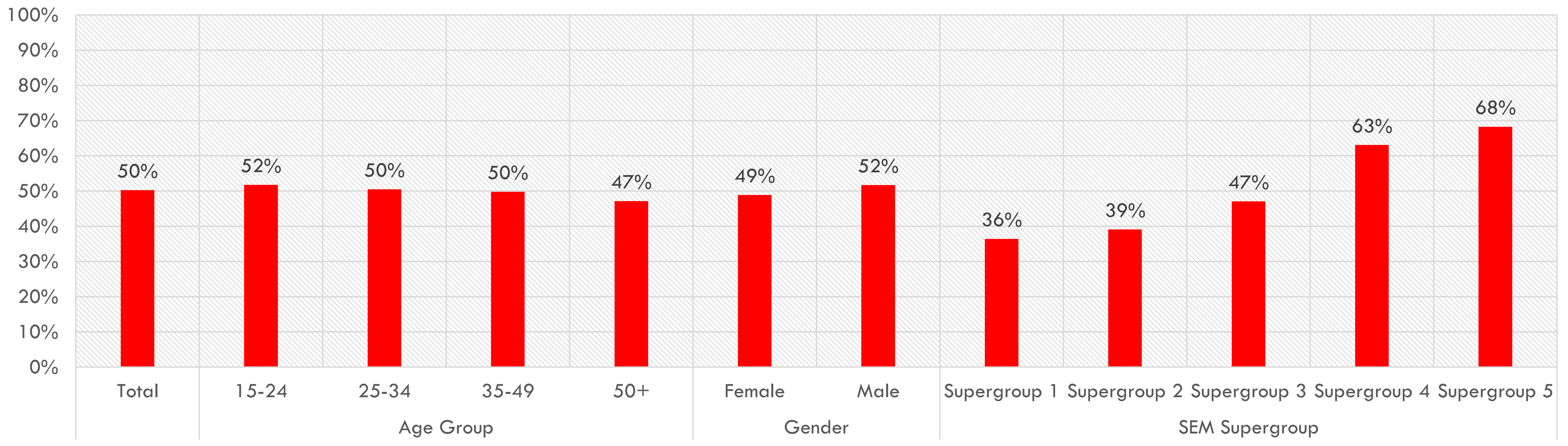
Which of the following internet activities do you do at home? **n = 26 330**



Watching Videos (YouTube etc.)

Half of the SA Digital Audience said that they watch videos (e.g. on YouTube) when using the internet at home. It may be that others do not watch videos at home, but at different access points such as work, schools and their friends' houses due to the high bandwidth and associated cost implications.

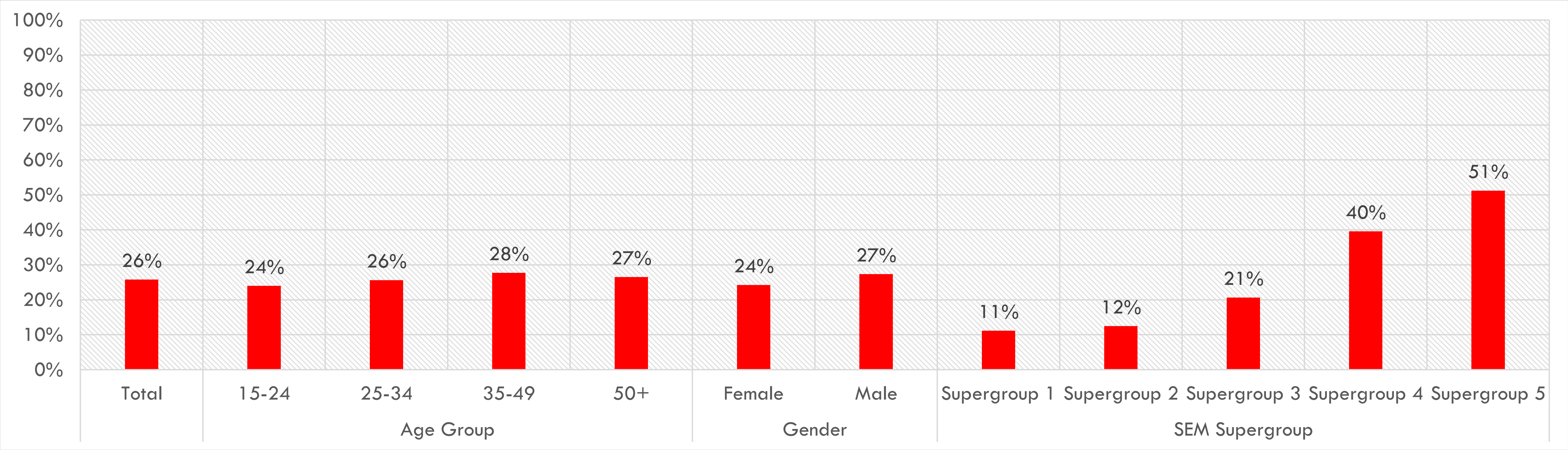
Which of the following internet activities do you do at home? **n = 26 330**



Watching Streaming TV Services (Netflix, Showmax etc.)

26% of the SA Digital Audience say that they watch streaming TV services at home. About half (51%) of SEM Supergroup 5 consumers say they use Streaming TV services, while only 11% of Supergroup 1 consumers indicated that they watch streaming TV services.

Which of the following internet activities do you do at home? **n = 26 330**

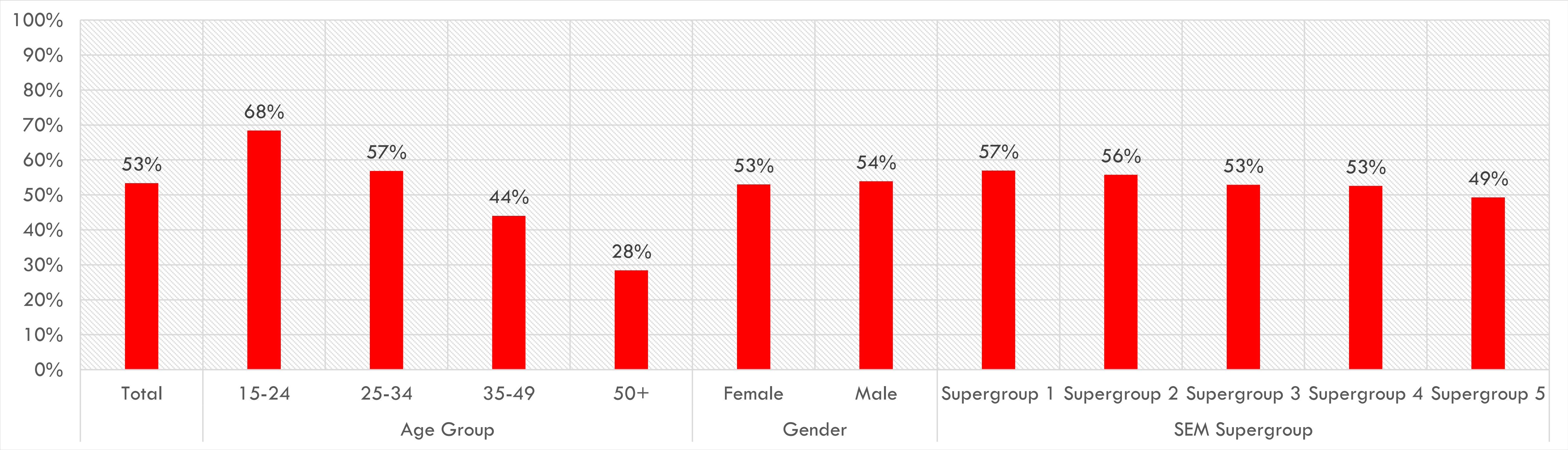


iab. south africa

Studying / Learning

Just over half (53%) of respondents who completed the survey say they use the internet for studying. As expected, younger respondents are much more likely to use the internet for studying with 68% of those between the ages of 15-24 indicating that they do, while only 28% of those aged over 50 indicating they use the internet for studying / learning at home.

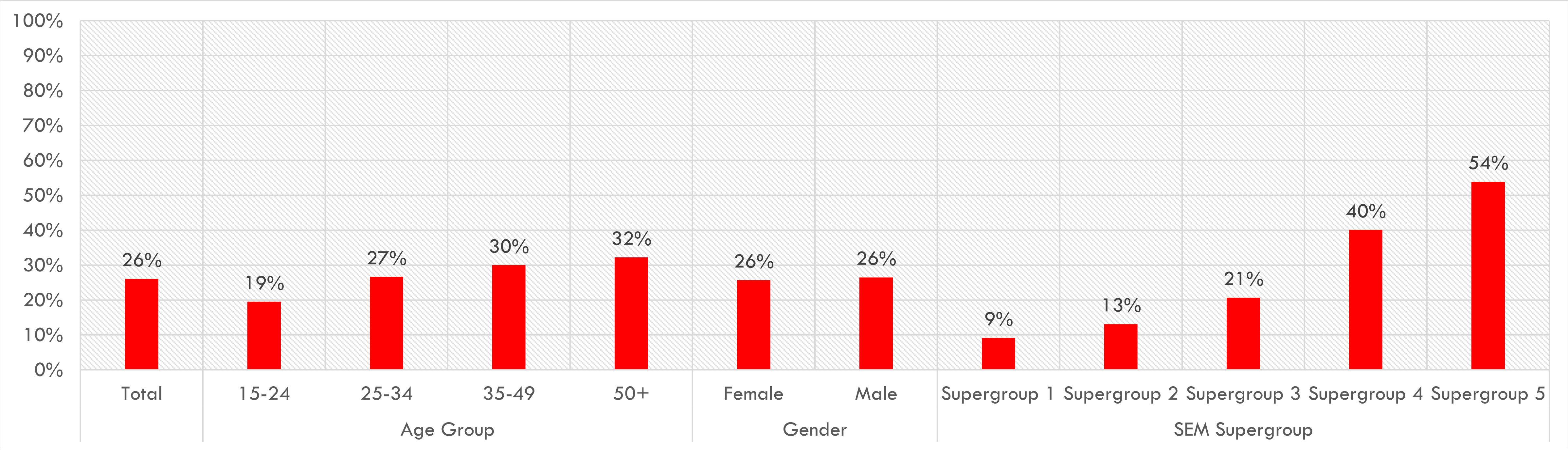
Which of the following internet activities do you do at home? **n = 26 330**



Shopping online for products / services

26% of the SA Digital Audience say that they shop online for products and services at home. We note that higher SEM consumers are much more likely to do online shopping for products/services than those in lower SEM groups. Older consumers are also slightly more likely to do online shopping than younger consumers in general.

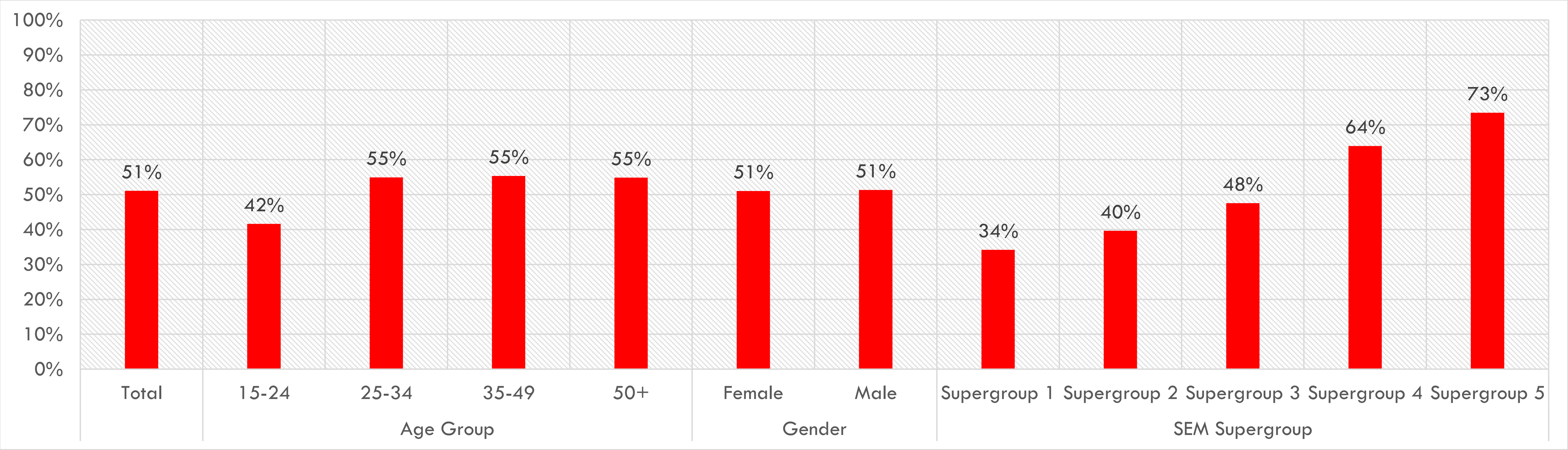
Which of the following internet activities do you do at home? **n = 26 330**



Online / Mobile Banking

About half (51%) of respondents said that they use online /mobile banking. While 73% of SEM Supergroup 5 consumers say they use online banking, only 34% of SEM Supergroup 1 consumers said that they do so.

Which of the following internet activities do you do at home? **n = 26 330**

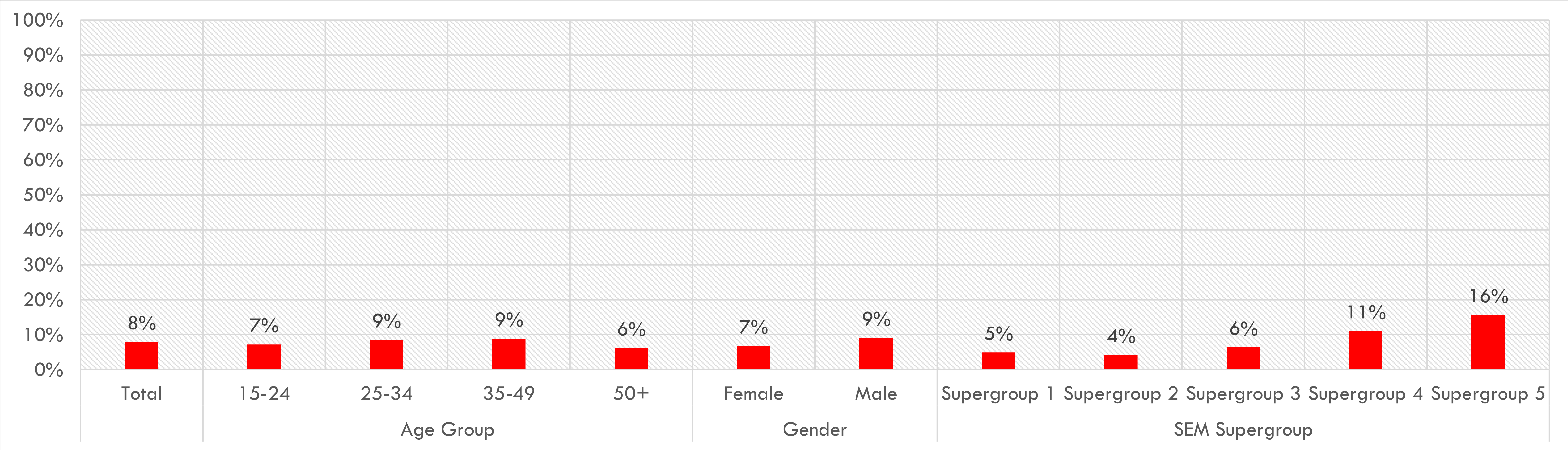


iab. south africa

Online Gaming

Only 8% of the respondents said they play games online, which is likely to be understood by many respondents as playing games with other online (i.e. multiplayer games). Higher SEM consumers are more likely to do online gaming than lower SEM consumers.

Which of the following internet activities do you do at home? **n = 26 330**

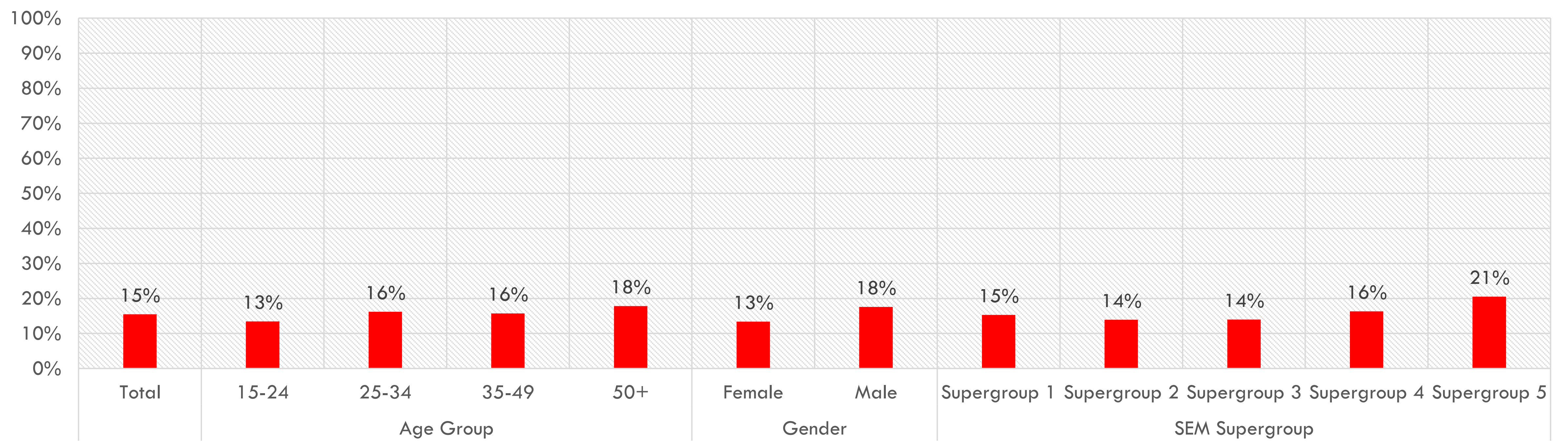


iab. south africa

Paying to read news (via digital subscriptions)

15% of those interviewed in our survey indicated that they pay to read news online, via a digital subscription service. This appears to be higher than expected, but it is also likely to include those with print subscriptions who access the digital form of their publication online as well.

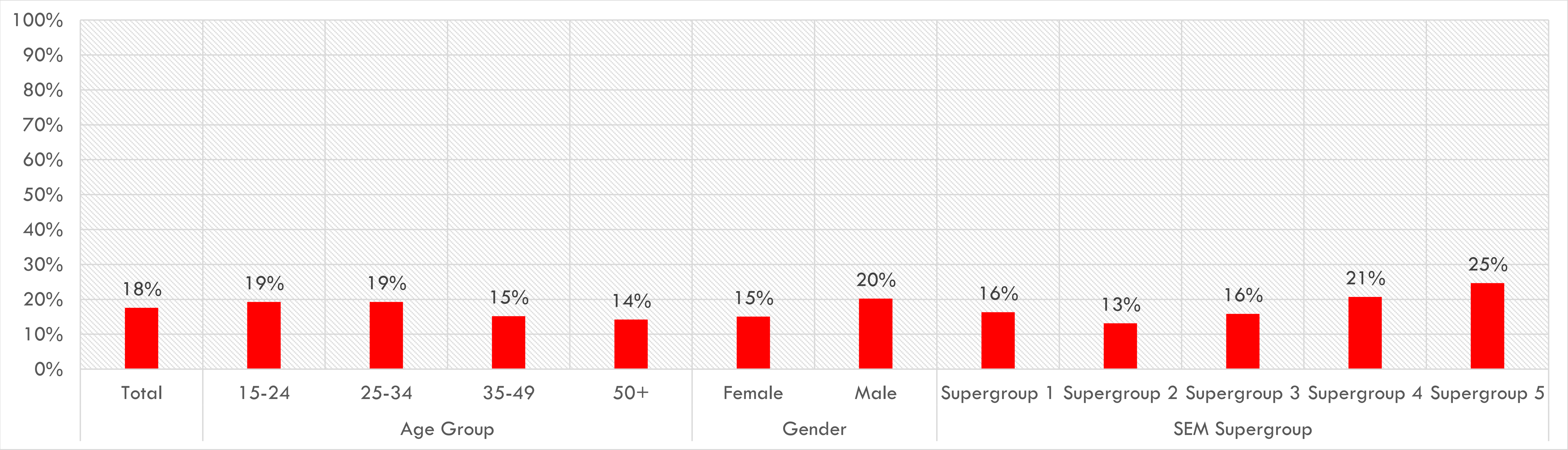
Which of the following internet activities do you do at home? **n = 26 330**



Listen to a podcast

18% of the SA Digital Audience listen to podcasts. Younger consumers, and males, appear to be slightly more likely to do so, while 25% of those in SEM Supergroup 5 indicated that they listen to podcasts.

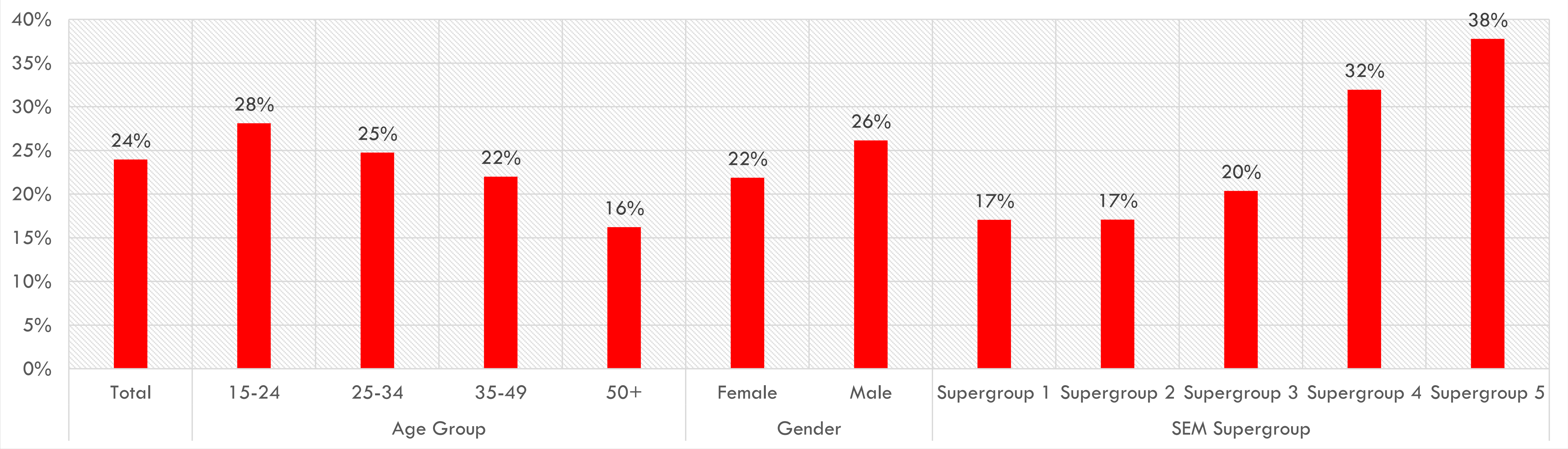
Which of the following internet activities do you do at home? **n = 26 330**



Listening to streaming Music (e.g. Spotify, Apple Music, SoundCloud etc.)

24% of those in our study indicated that they listen to streaming music services when they are at home. Consumers aged 50 years and older as well as SEM Supergroup 1 & 2 consumers are least likely to stream music online, while 38% of those in SEM indicate that they do so.

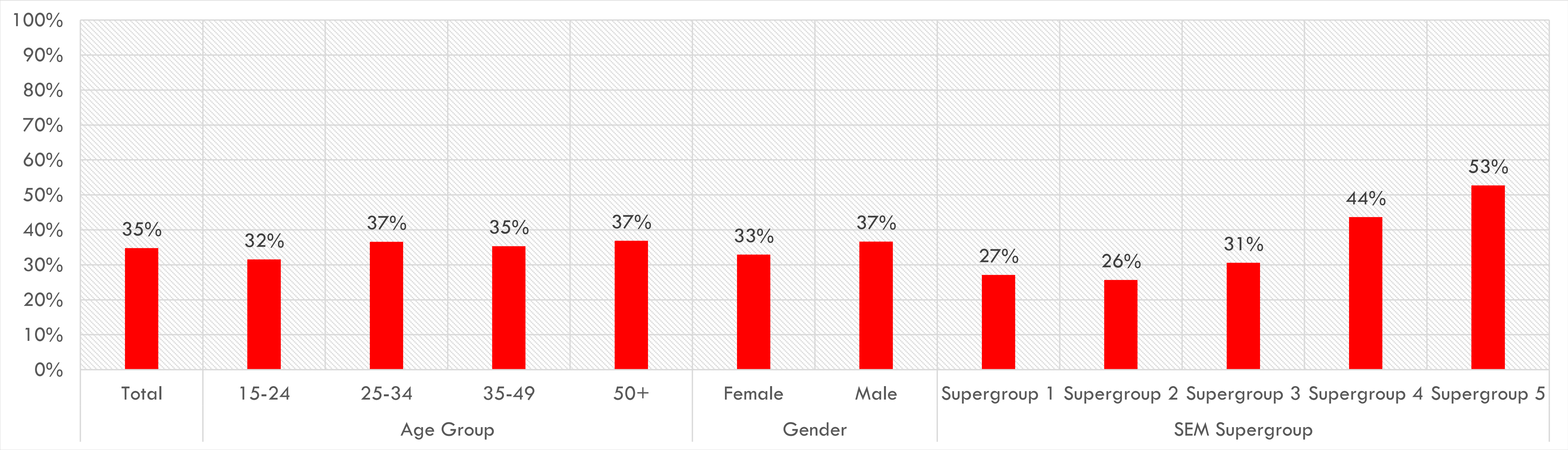
Which of the following internet activities do you do at home? | **n = 26 330**



Researching products to purchase

In terms of researching products to purchase when on the internet at home, just over a third (35%) indicated that they do this. While 37% of male respondents say they use the internet to research products to purchase, a third (33%) of female respondents agree.

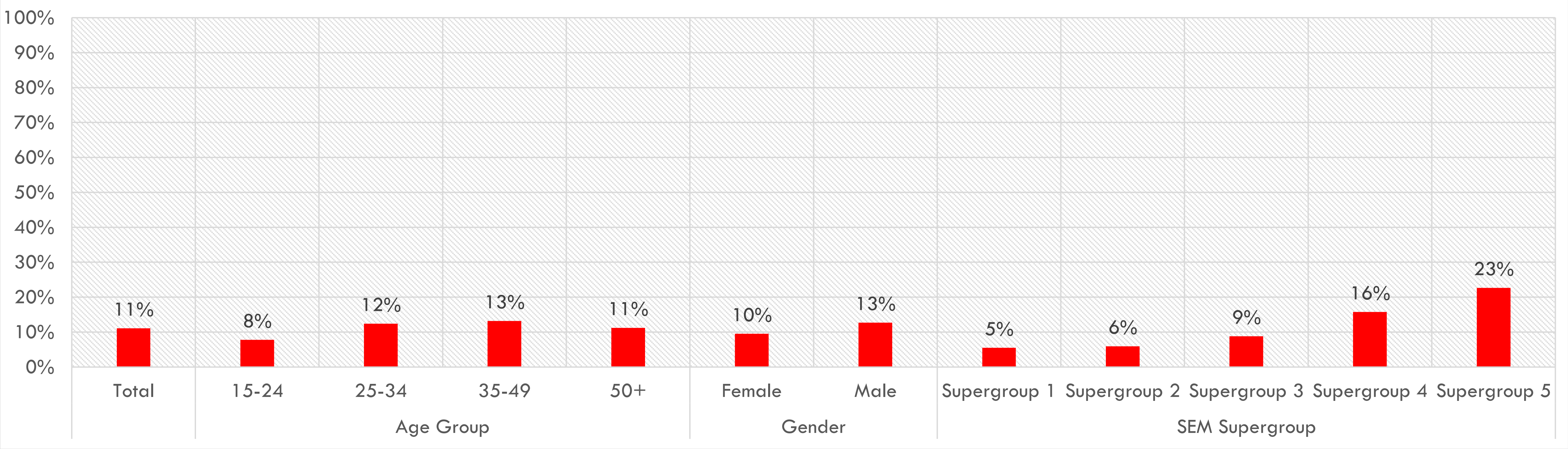
Which of the following internet activities do you do at home? **n = 26 330**



Mobile Payments (e.g. Zapper, SnapScan)

11% of the SA Digital Audience indicated that they use mobile payment applications like Zapper and SnapScan. The usage of these types of services increases significantly from only 5% of those in SEM Supergroup 1 to 23% of those in SEM Supergroup 5.

Which of the following internet activities do you do at home? | **n = 26 330**



iab. south africa

Thank You

BMIT
UNDERSTAND TODAY. CREATE TOMORROW.

iab.
south africa

narratiive