

Middle East and Africa

South Africa

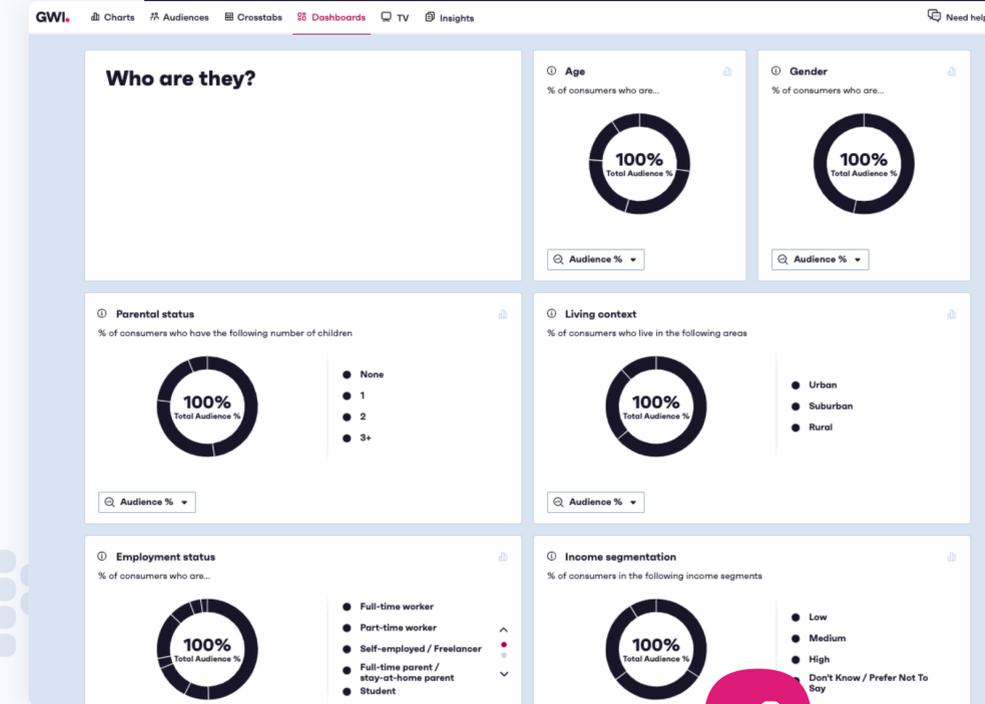
Key digital behaviors and trends over time and across demographics



Sample
Q2-Q3 2021
3,161

Internet
Penetration*
64%

*GWI's forecasts for 2020 based on 2018 ITU data



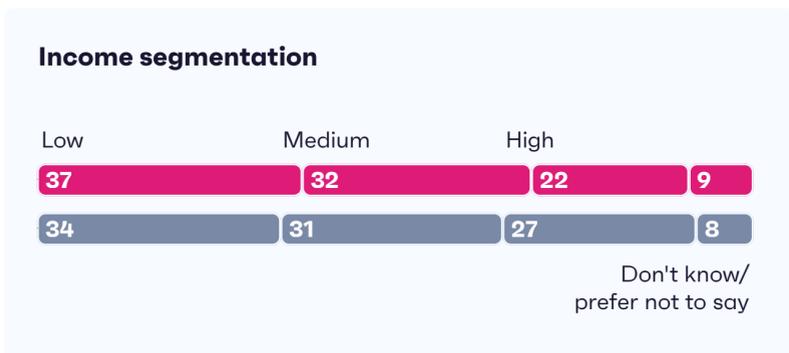
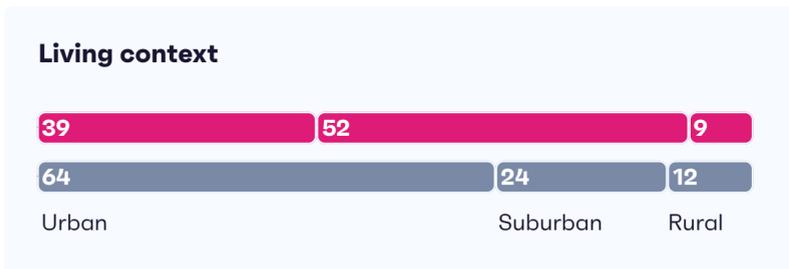
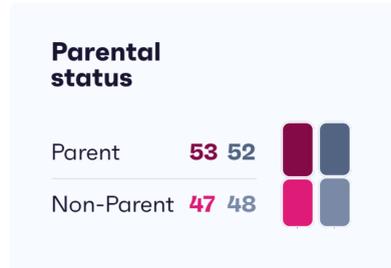
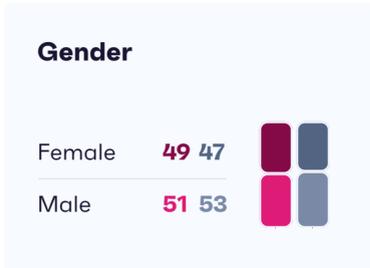
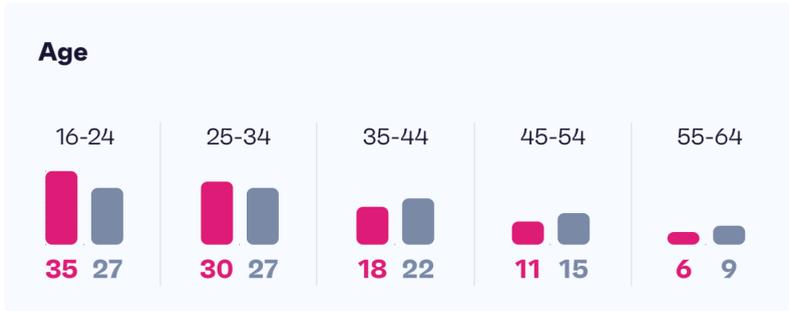
We've collected all charts in this report in an **interactive dashboard** on our Platform, where you can investigate the data by demographics, over time, and among custom audiences.

GWI.



Who are they?

● South Africa %
● Global average %



Self-perceptions

| | | |
|---|----|----|
| I believe all people should have equal rights | 79 | 57 |
| I am interested in other cultures/countries | 66 | 46 |
| I like to know what is going on in the world | 65 | 48 |
| I like to explore the world | 62 | 48 |
| I take care of my appearance | 60 | 43 |

Character

| | | |
|-------------|----|----|
| Open-minded | 82 | 56 |
| Confident | 65 | 49 |
| Creative | 62 | 46 |
| Ambitious | 62 | 33 |
| Adventurous | 54 | 35 |

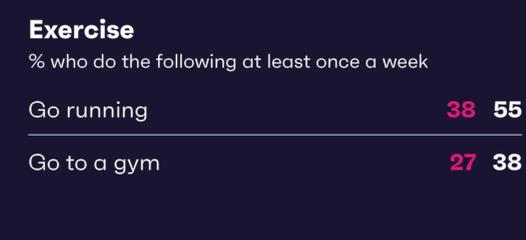
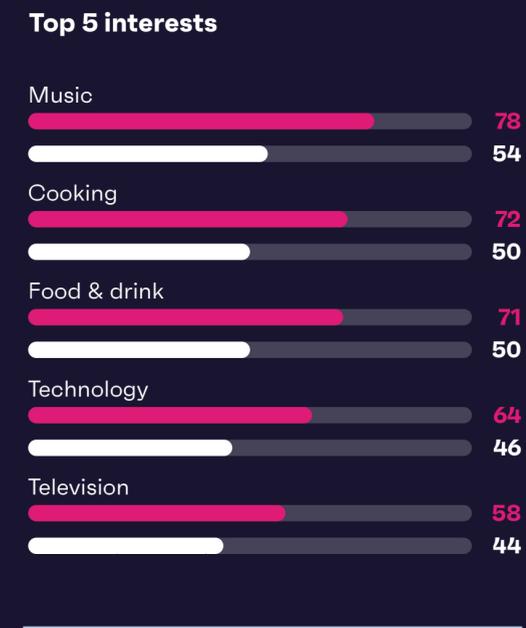
Employment status

| | | |
|-------------------------------|----|----|
| Full-time worker | 39 | 51 |
| Part-time worker | 9 | 8 |
| Self-employed/freelancer | 18 | 11 |
| Full-time/stay-at-home parent | 2 | 3 |
| Student | 17 | 15 |
| Unemployed | 12 | 7 |
| Retired | 2 | 3 |
| Other | 1 | 2 |



What's their lifestyle?

● South Africa %
● Global average %



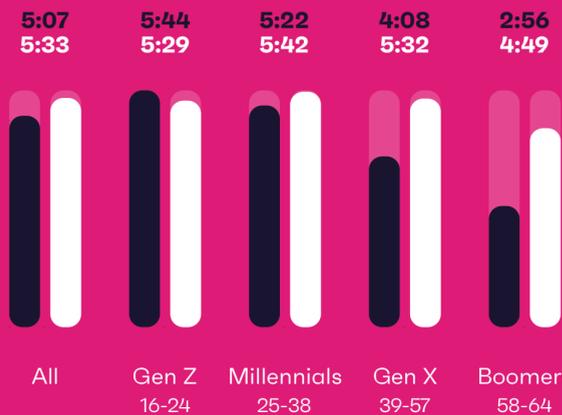


Time spent online



Average h:mm per day typically spent online on the following devices

Mobile PC/Laptop



How do they use technology and electronics?

South Africa % Global average %

Attitudes to technology

% who feel the following describe them

| | | |
|---|----|----|
| I am confident using new technology | 59 | 44 |
| I worry about how companies use my personal data online | 46 | 34 |
| I follow the latest technology trends and news | 44 | 38 |
| I think social media is good for society | 38 | 37 |
| I worry I spend too much time on my smartphone | 36 | 31 |



Plan to buy a new phone or upgrade in the next 12 months

55% 52%

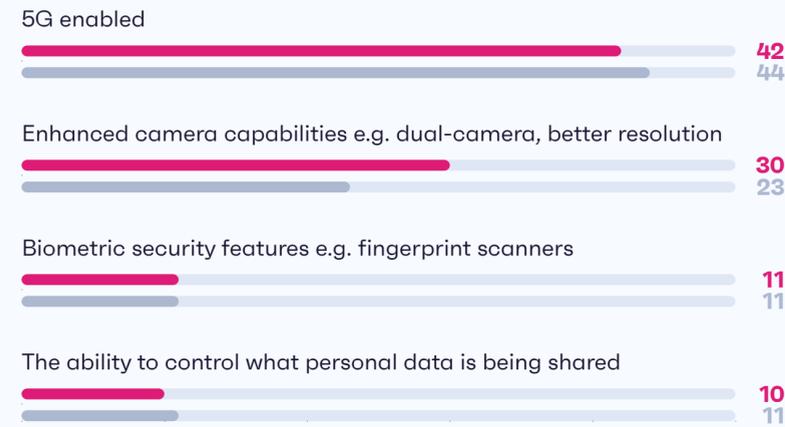
Top 5 handset brands for next purchase

% who say they would buy the following brands when they next upgrade or buy a new phone. Global figures in this chart exclude China

| | | | | |
|----|---------|---------|----|----|
| 1. | Samsung | SAMSUNG | 65 | 51 |
| 2. | iPhone | Apple | 48 | 43 |
| 3. | Huawei | HUAWEI | 38 | 10 |
| 4. | Sony | SONY | 9 | 6 |
| 5. | Xiaomi | XIAOMI | 7 | 18 |

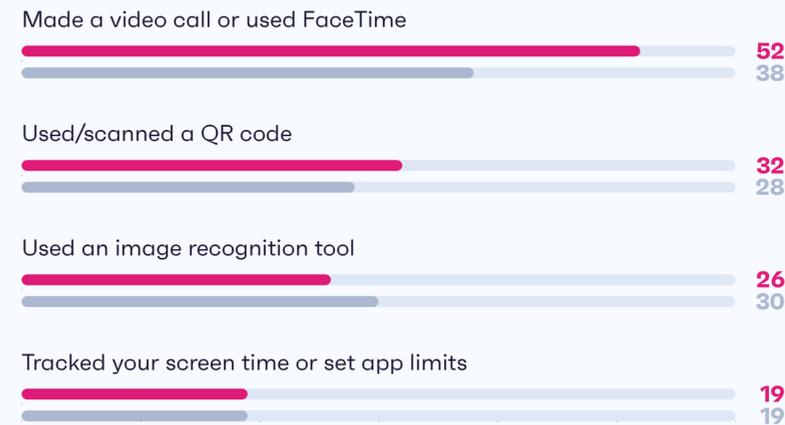
Desired mobile features

% of mobile upgraders who say they're looking for the following features when purchasing their next phone



Mobile actions

% who say they have done the following mobile actions in the last month



Smart home product ownership

% of smart home product owners who say they own the following

| Product | South Africa % | Global % |
|---|----------------|----------|
| Smart speaker (e.g. Apple HomePod) | 53% | 64% |
| Smart utility product (e.g. remotely controlled thermostat) | 34% | 44% |
| Smart security product (e.g. remotely controlled doorbell) | 30% | 43% |

Top 5 electronics

Purchased in the last 3-6 months Planning to purchase

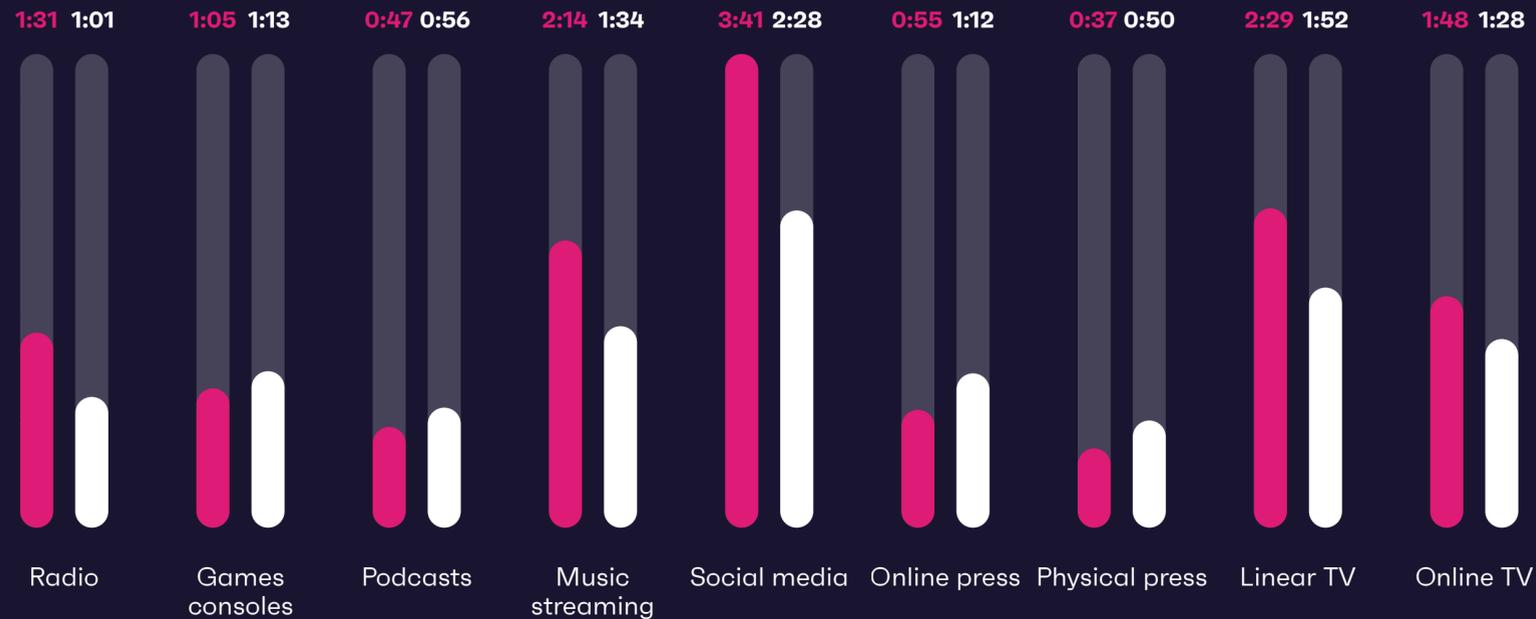
| Rank | Product | Purchased in the last 3-6 months % | Planning to purchase % |
|------|----------------------|------------------------------------|------------------------|
| 1. | Headphones/earphones | 38 | 18 |
| 2. | Laptop | 30 | 25 |
| 3. | Flat-screen TV | 20 | 21 |
| 4. | Computer/video games | 15 | 10 |
| 5. | Desktop PC | 13 | 11 |



Daily media time

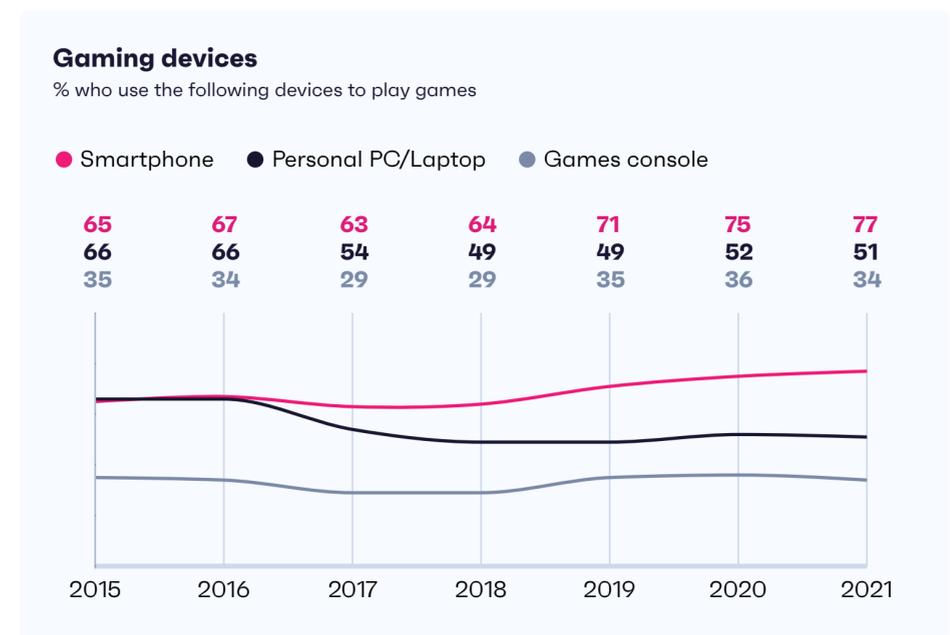
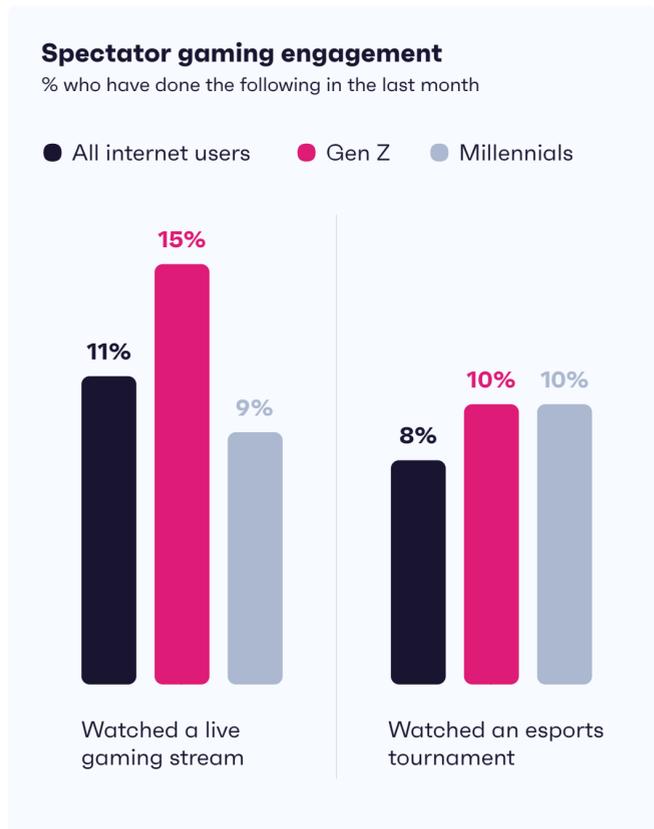
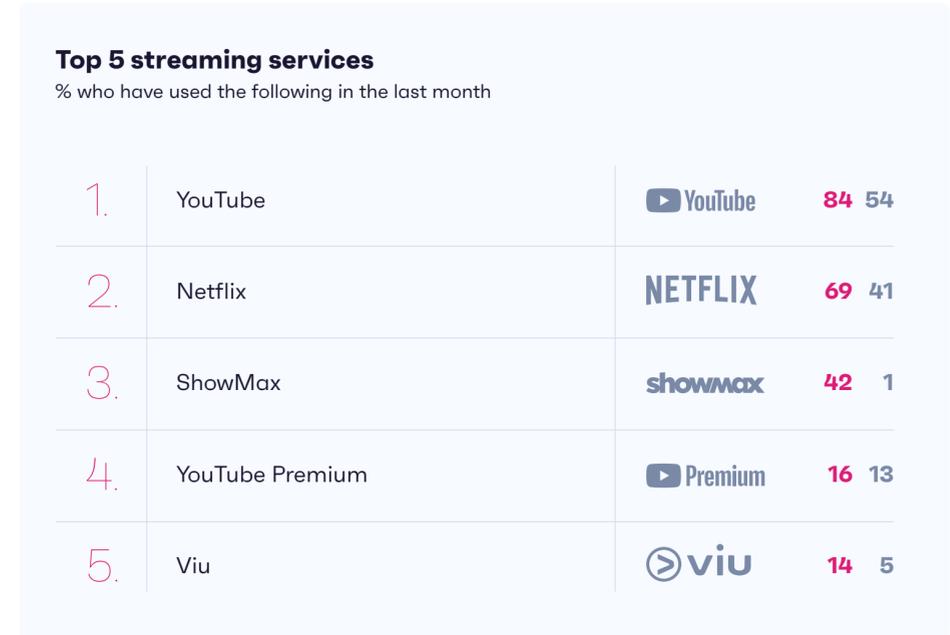
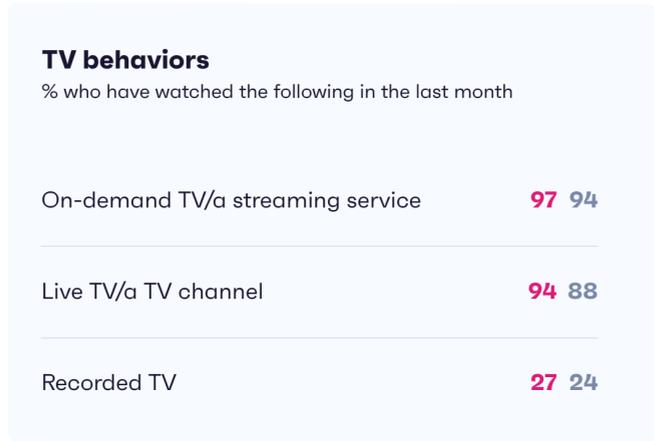
Average time spent per day on the following types of media in h:mm

● South Africa ● Global



What media do they consume?

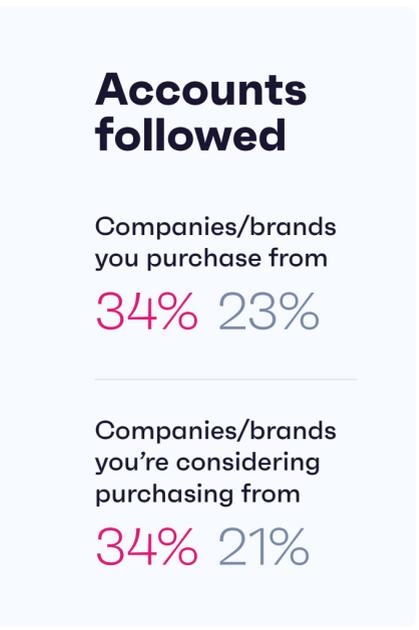
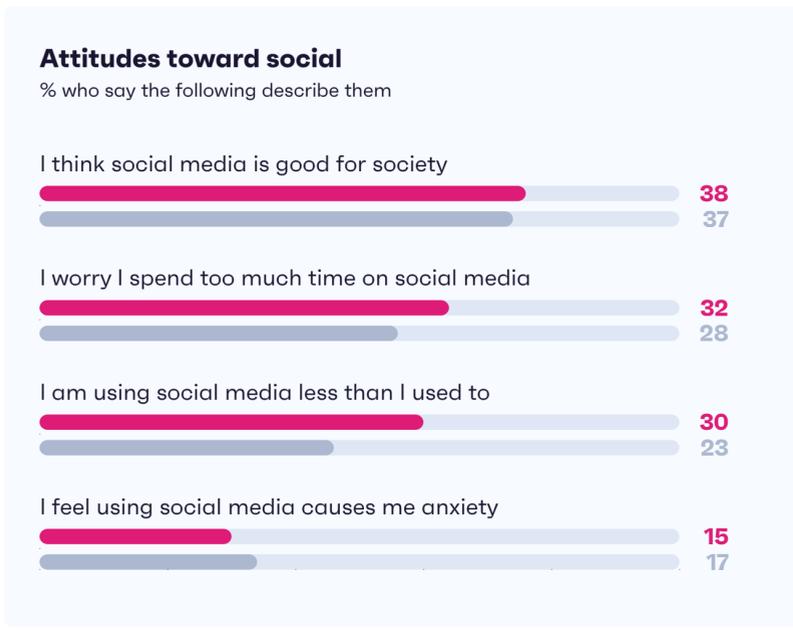
● South Africa % ● Global average %





How do they use social media?

● South Africa %
● Global average %



Top 10 social platforms in South Africa



% of internet users who visit the following platforms at least once a day

● South Africa ● Global



Note that global figures in this chart exclude China.



How do they make purchases?

● South Africa %
● Global average %



Purchase journey



Brand/product discovery

% who discover brands/products via the following

| | | |
|--------------------------|----|----|
| Ads seen on TV | 48 | 31 |
| Ads seen on social media | 43 | 27 |
| Search engines | 41 | 32 |



Online brand/product research

% who use the following for more information about a brand/product

| | | |
|---------------------|----|----|
| Search engines | 65 | 49 |
| Social networks | 60 | 43 |
| Product/brand sites | 42 | 35 |



Online purchase drivers

% who are most likely to buy a product online due to the following

| | | |
|---------------------|----|----|
| Free delivery | 70 | 51 |
| Loyalty points | 50 | 26 |
| Easy returns policy | 47 | 32 |



Brand advocacy

% who are motivated to advocate a brand online by the following

| | | |
|-----------------------|----|----|
| High-quality products | 61 | 47 |
| Rewards | 60 | 40 |
| Love for the brand | 52 | 33 |



Brand qualities

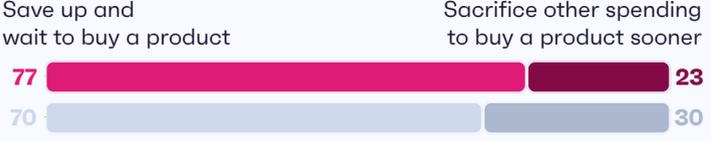
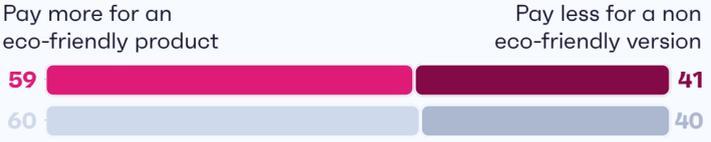
% who say they want brands to be the following

● South Africa ● Global average

| | | |
|------------|-----|-----|
| Reliable | 77% | 55% |
| Smart | 63% | 43% |
| Innovative | 60% | 45% |

Purchase preferences

% who say they'd rather do the following



Online purchases

% who have purchased the following products online

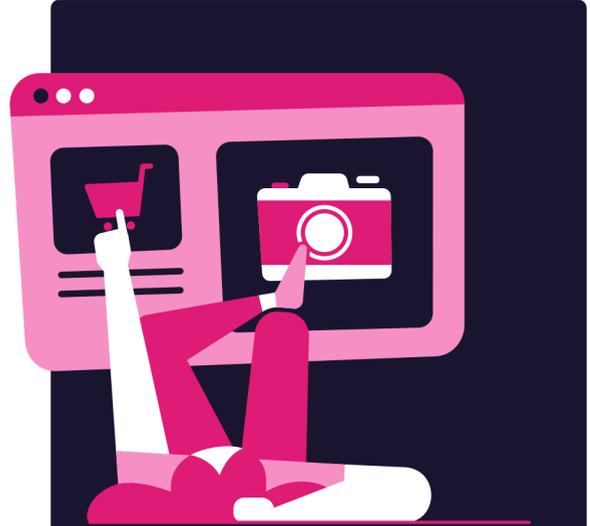
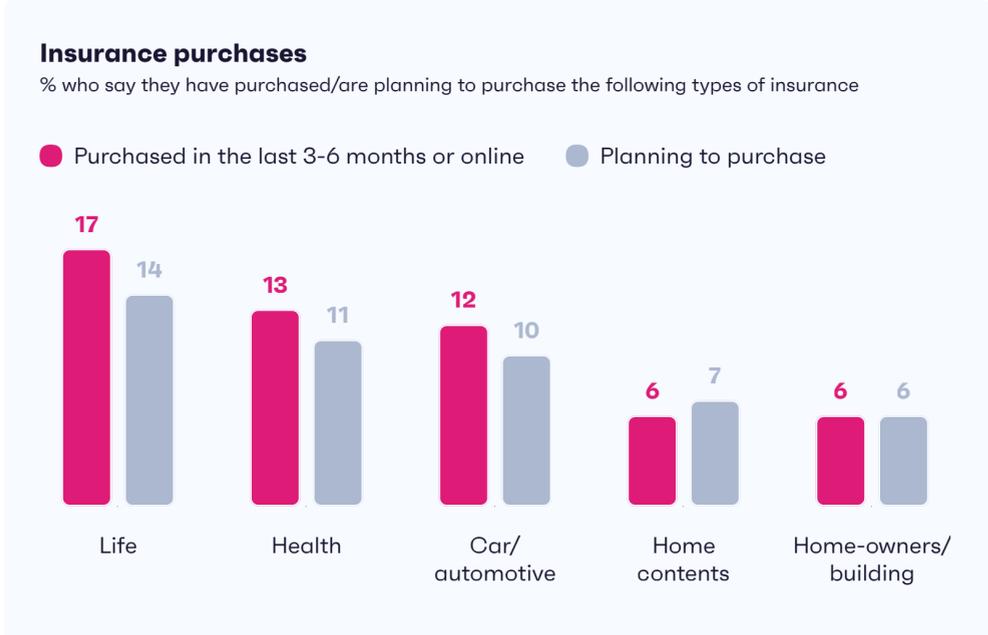
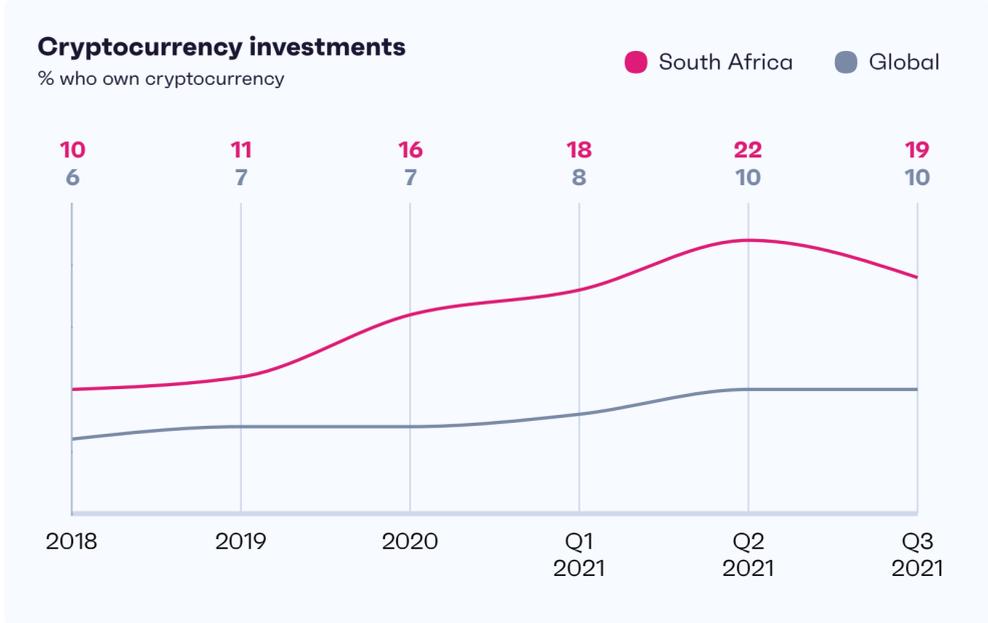
● South Africa ● Global average



% change since Q1 2020



Financial behaviors



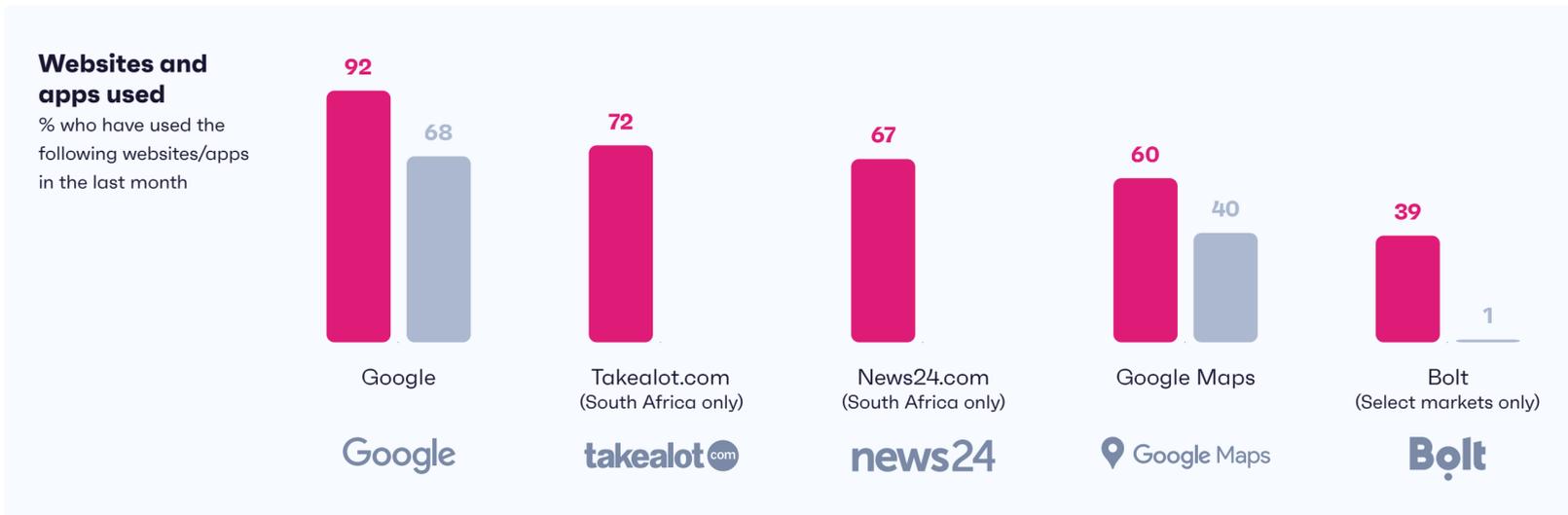
Buy now, pay later service adoption

% who have used a buy now, pay later service online in the last week



Ecommerce & online behaviors

● South Africa %
● Global average %

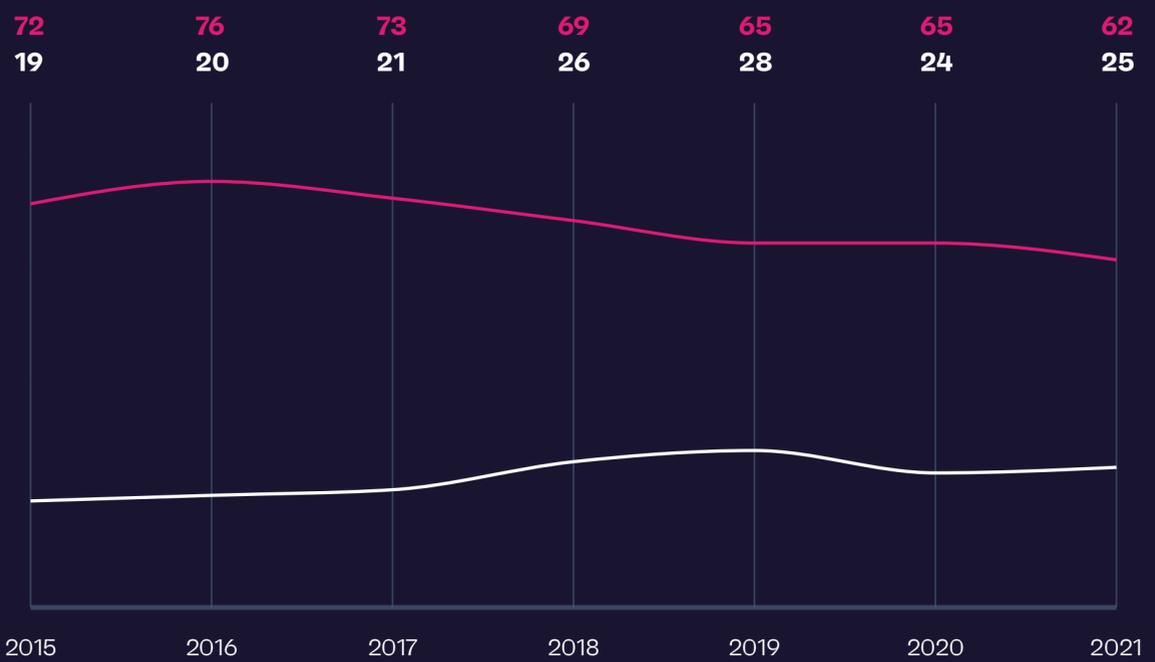




Driving & public transport use

% who drive a car/use public transport at least once a week

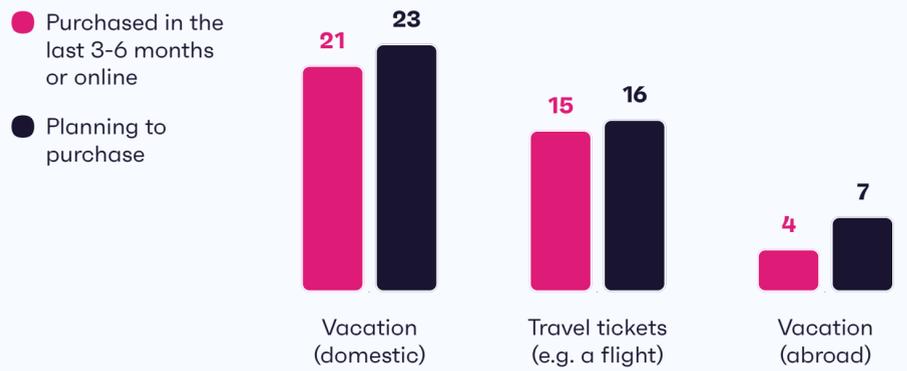
- Drive a car
- Use public transport (e.g. a train, bus or metro)



Tourism

Vacation purchases

% who say they have purchased/are planning to purchase the following



Vacation behaviors

% who say they do the following at least once every 6 months



Methodology

Purchase category definitions:

Alcohol

Beer, Champagne/sparkling wine, Cider, Pre-mixed/ready-to-drink cocktails, Spirits, Wine (any), Wine (red), Wine (white)

Beauty & personal care

Conditioner, Deodorant, Exfoliating products, Grooming & shaving products, Hair coloring products, Hair styling products, Hair styling tools, Make-up/cosmetics, Moisturizer, Shampoo, Skincare products

Clothing/shoes

Clothing, Shoes, Sports clothing/equipment

Electronics

2-in-1 laptop/tablet, Broadband/fiber optic, Computer/video games, Desktop PC, Digital camera, Flat-screen TV, Games console, Headphones/earphones, Laptop, Smart home assistant, Smart wearable device, Tablet

Financial products

Car/automotive insurance, Foreign currency, Health insurance, Home contents insurance, Home-owners/building insurance, Life insurance, Mortgage, Pet insurance, Travel insurance

Groceries

Bottled water, Breakfast cereal, Candy, CBD-infused products

(U.S.A. and Canada only), Cheese, Chewing gum, Chocolate, Coffee, Cookies, Fresh ready meals, Frozen food/ready meals, Health foods, Ice cream, Organic fruit/vegetables, Potato chips/crisps, Snack foods, Soft drinks, Tea, Vitamins/supplements

Home & furniture

Air conditioning unit, Bed, Dishwasher, Garden furniture, Home exercise equipment, Household furniture, Housing/property, Iron, Microwave, Refrigerator, Sofa, Vacuum cleaner, Washing machine/tumble dryer

Household products

Air freshener/deodorizer, Cleaning products, Dishwasher tablets, Fabric conditioner, Laundry detergent/washing powder, Pet food (dry) for cats/dogs, Pet food (wet) for cats/dogs, Pet food for other animals

Luxury

Glasses/spectacles, Handbag/bag, Jewelry, Purse/wallet, Wristwatch

Medicine & healthcare

Cough/cold/flu medicine, First-aid items, Headache/migraine medicine, Heart medication, Medicines/pharmaceutical items, Mouth/oral care treatment, Pain relief medicine, Skin problem treatment

Unless otherwise stated, all figures in this report are drawn from GWI's online research among internet users aged 16-64. Please note that we only interview respondents aged 16-64 and our figures are representative of the online populations of each market, not its total population.

For an in-depth explanation of GWI's research and methodology, including information on our country coverage, internet penetration rates, our sample structures, and much more, please [click here](#).