What’s On

Demographics

www.whatson.co.za

Founded in 2008, What’s On has grown to become South Africa’s biggest and most popular event listing website. Around any given time, we have around 2000 events listed across all South Africa’s major cities.

GENDER SPLIT

- **71%** female
- **29%** male

ACCESS FROM DEVICES

- **49%** Smart Phone
- **40%** Tablet
- **11%** Desktop

HOUSEHOLD INCOME (MONTHLY BEFORE TAX)

- R1600 - R5999: **6%**
- R6000 - R11999: **8%**
- R12000 - R19999: **14%**
- R20000 - R29999: **16%**
- R30000 - R39999: **7%**
- Over R40000: **22%**

CHILDREN IN HOUSEHOLD

- Don't have children: **26%**
- Younger children: **53%**
- Older children: **21%**

TIME ON SITE

- Average session duration: **00:02:03**
- Pages per session: **2.48**

AGE GROUPS

- 18-24: **7%**
- 25-34: **27%**
- 35-44: **26%**
- 45-54: **23%**
- 55-60+: **17%**
INTERNET PURCHASES

<table>
<thead>
<tr>
<th>Purchase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tickets for shows &amp; events</td>
<td>74%</td>
</tr>
<tr>
<td>Travel tickets</td>
<td>68%</td>
</tr>
<tr>
<td>Books</td>
<td>61%</td>
</tr>
<tr>
<td>Hotel reservations</td>
<td>45%</td>
</tr>
<tr>
<td>DVDs, videos, music</td>
<td>43%</td>
</tr>
<tr>
<td>Holiday packages</td>
<td>31%</td>
</tr>
<tr>
<td>Flowers / Gifts</td>
<td>33%</td>
</tr>
</tbody>
</table>

ACCOMMODATION

<table>
<thead>
<tr>
<th>Type</th>
<th>Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>House</td>
<td>Own</td>
</tr>
<tr>
<td>Flat</td>
<td>Renting</td>
</tr>
<tr>
<td>Other</td>
<td>Other</td>
</tr>
</tbody>
</table>

- Type: House 80%, Flat 15%, Other 5%
- Ownership: Own 53%, Renting 32%, Other 15%

PERSONAL ACTIVITIES

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Care for a pet</td>
<td>56%</td>
</tr>
<tr>
<td>Do sport</td>
<td>53%</td>
</tr>
<tr>
<td>Travel by plane</td>
<td>49%</td>
</tr>
<tr>
<td>Buy organic food</td>
<td>28%</td>
</tr>
<tr>
<td>Beauty / Spa treatments</td>
<td>23%</td>
</tr>
</tbody>
</table>

SITE VISITORS

- 99% of visits from SA
- JOHANNESBURG / PRETORIA GAUTENG: 55%
- DURBAN KWA-ZULU NATAL: 13%
- CAPE TOWN WESTERN CAPE: 26%

HOBBIES & INTERESTS

- Pets
- Music
- Sports
- Jobs
- Travel
- Education
- DVDs, videos, music
- Photography
- Holiday packages
- News
- Flowers / Gifts
- Shopping
- Beauty / Spa treatments
- Restaurants
- Movies
- Technology
- Home Décor
- Shopping
- Arts & Entertainment
- Restaurants
- Blogging
- Technology
- Real Estate
- Cooking

All sources: Effective Measure / Google Analytics / Updated September 2015