

DMMA survey reveals state of SA's online nation

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The Digital Media and Marketing Association (DMMA) has released the findings from a survey conducted on South Africa's internet-using population at the recent DMMA and Effective Measure Roadshows held in Cape Town on 30 January, Johannesburg on 31 January and Durban on 1 February.

The DMMA commissioned Columinate online marketing research agency to conduct a survey with the purpose of assisting advertisers to better understand the South African online consumer and utilise digital channels optimally. Jarred Cinman, last year's Deputy Chair of the DMMA and its newly appointed Director and Chair of the Steering Committee, says: "We undertook to assess the state of the online and digital landscape so that we could offer advertisers viable avenues through which they could enhance engagement with consumers."

Data was collated from over 2200 internet users via a panel and weblink survey conducted from 21 September - 5 October 2012. A series of predominantly close-ended questions were asked which aimed to establish how South Africa's digital nation used the internet, specifically in terms of e-commerce.

The following findings were made:

Webographics:

The majority of internet users (95%) used the internet mainly for email, followed by web browsing (84%) and social networking (78%), with respondents citing their home as their preferred location to access the internet. The most popular browser proved to be Internet Explorer (63%), followed by Google Chrome (40%). In terms of users who access the internet via their mobile phones, three out of four said they do so every day. When users were asked the question: **"Does the internet displace other media?"** users responded with a resounding **"Yes"**. It was revealed that newspapers were used 62% less, followed by magazines (59% less). Television and radio were also impacted, albeit to a lesser extent, with a 45% and 28% decline in audience attention respectively.

Online Advertising:

59% of users found adverts placed on websites most relevant to their needs, followed by social networks (36%), with mobile applications (3%) and mobile sites (2%) being least relevant. The majority of users also found adverts on websites more noticeable than those on applications, and graphical adverts (images and animation) were found to be most attractive.

Social Networking:

Unsurprisingly, of those who were surveyed that made use of social networks, Facebook proved to be the most popular, with 88% admitting they were members. This was followed by Twitter (50%) and business networking site LinkedIn (36%). 72% of users follow brands on social networks, and 60% of the content created by page members or followers about brands was said to be positive. It was found that positive comment had greater impact than negative comment on other users potentially looking for more information on a brand. It was also revealed that one in five users spent five or more hours a day on Facebook!

Online Shopping:

After five years of internet use, respondents were 50% more likely to shop online, and of those that did not shop online, concern regarding security was the primary reason given. 45% of users that shopped online in 2012 admitted to spending more than the previous year.

"By collecting this information we hope to provide a more comprehensive perspective of the online consumer and gain a deeper understanding of the potential of the market, therein assisting our members in utilising these channels effectively," says Cinman.

The full report is available to DMMA members free of charge and to non-DMMA members at a cost. Please contact info@dmma.co.za for more information.

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