

MASS MARKET READER COMMUNITY

Effective Reach Opportunity:
Reach at 1+
8.9 Mil

Duplicated Reach at 3+
4.4 Mil

Total Cumulative Impact (across all platforms)
24.5 Mil

Digital Engagement via Mobile device :
85%

Digital Engagement via PC or desktop:
15%

OUR BUNDLES REACH 1 IN 5 SOUTH AFRICANS.

THAT'S
21%

Although they are buying more, they won't buy just anything.

40%

say they are careful with their cash.

23%

OF THIS MARKET HAS A FUNERAL POLICY.

77% are planning to live forever.

LOYALTY IS BACK IN STYLE.

90%

OF THIS MARKET ARE LOYAL to brands they know and trust, and will pay a premium.

56%
OF THIS COMMUNITY use social media to stay connected.

5,544,000
MASS MARKET READERS AGREE THAT TIME SPENT WITH FAMILY IS IMPORTANT.

1,044,000 ATTEND A STOKVEL MEETING ONCE A MONTH. Only 5% have both a funeral & retirement policy. Is that Opportunity knocking?

67%

OF MASS MARKET READERS HAVE A PERSONAL SAVINGS ACCOUNT.

Mattresses are now strictly for sleeping on.

APPEARANCES MATTER
3,551,000
READERS HAVE BEEN TO A BEAUTY SALON OR GYM IN THE PAST MONTH.

83%

BELIEVE IN TRADITION and believe it unifies the community.

4,603,000
ACCESS THE INTERNET FROM A MOBILE.

That's about 1 in 5 of SA's total Internet users.



Source: AMPS2015AB / EM Sep 2016 / Facebook / Twitter / Instagram / TGI