

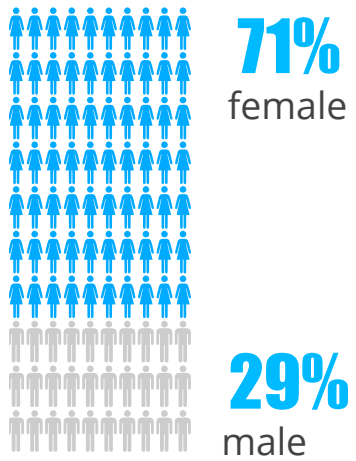
**77,000+**  
Unique Users  
**248,000+**  
Average page views per month

# What's On Demographics

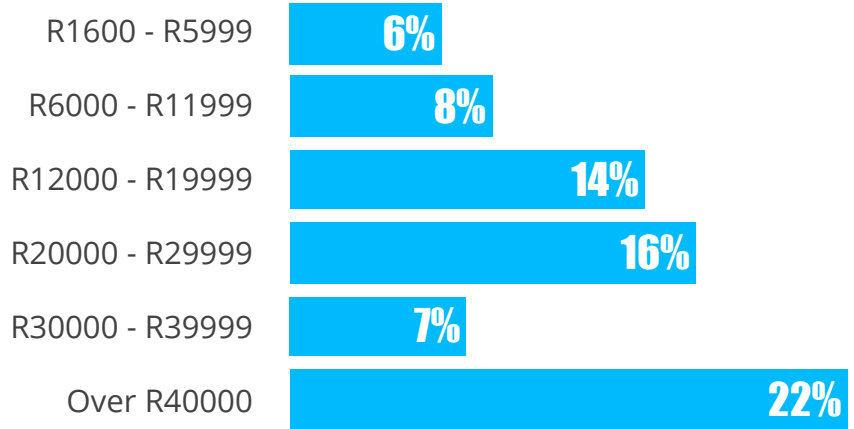
[www.whatson.co.za](http://www.whatson.co.za)

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



## HOUSEHOLD INCOME (MONTHLY BEFORE TAX)



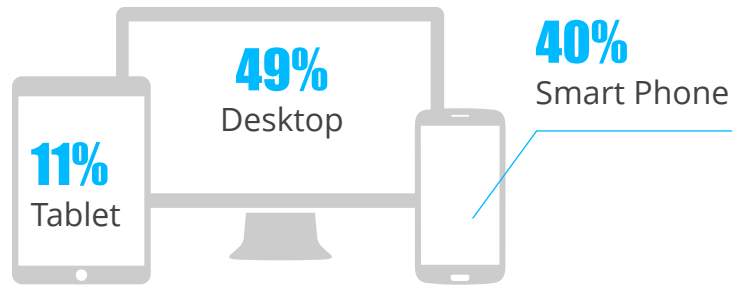
## CHILDREN IN HOUSEHOLD

Don't have children	26%
Younger children	53%
Older children	21%

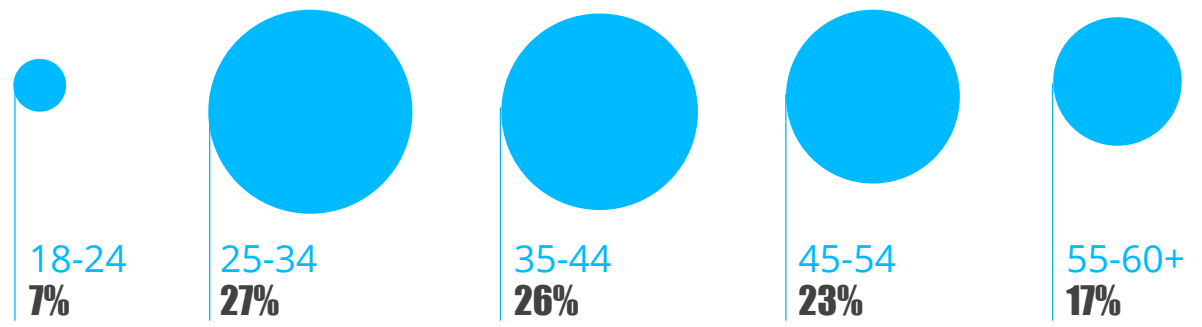
## TIME ON SITE

Average session duration	Pages per session
<b>00:02:03</b>	<b>2.48</b>

## ACCESS FROM DEVICES



## AGE GROUPS



## INTERNET PURCHASES

Tickets for shows & events	<b>74%</b>
Travel tickets	<b>68%</b>
Books	<b>61%</b>
Hotel reservations	<b>45%</b>
DVDs, videos, music	<b>43%</b>
Holiday packages	<b>31%</b>
Flowers / Gifts	<b>33%</b>

## ACCOMMODATION

Type	Ownership
House <b>80%</b>	Own <b>53%</b>
Flat <b>15%</b>	Renting <b>32%</b>
Other <b>5%</b>	Other <b>15%</b>

## PERSONAL ACTIVITIES

Care for a pet	<b>56%</b>
Do sport	<b>53%</b>
Travel by plane	<b>49%</b>
Buy organic food	<b>28%</b>
Beauty / Spa treatments	<b>23%</b>

## HOBBIES & INTERESTS

Pets	Music
Sports	Jobs
Travel	Education
Organic Food	Photography
Beauty / Spa treatments	News
Movies	Shopping
Home Décor	Restaurants
Arts & Entertainment	Technology
Blogging	Television
Real Estate	Cooking

## SITE VISITORS

**99%** of visits from SA

