

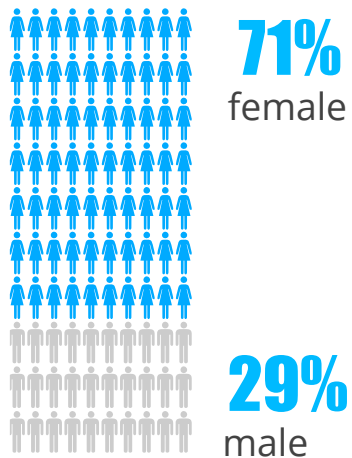
70,000+
Unique Users

What's On Demographics

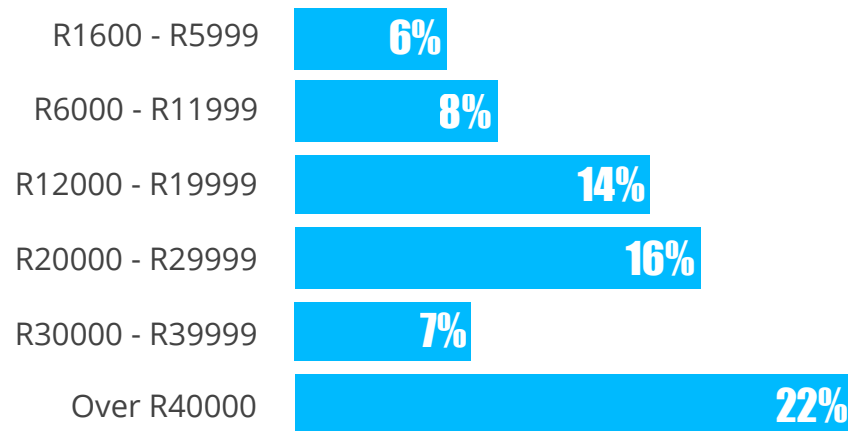
www.whatson.co.za

Founded in 2008, **What's On** has grown to become one of South Africa's most popular event listing websites. We curate our content, sifting through thousands of listings to bring only the finest music, art, culture and lifestyle events.

GENDER SPLIT



HOUSEHOLD INCOME (MONTHLY BEFORE TAX)



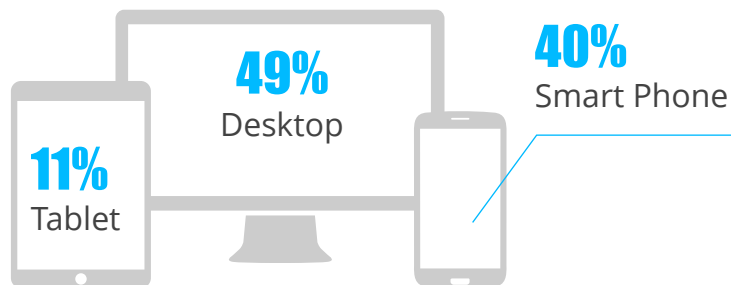
CHILDREN IN HOUSEHOLD

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

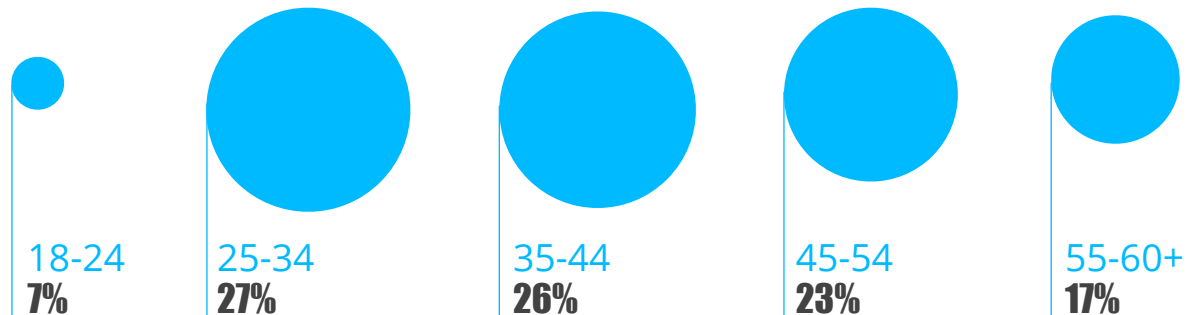
TIME ON SITE

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

ACCESS FROM DEVICES



AGE GROUPS



INTERNET PURCHASES

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

ACCOMMODATION

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

PERSONAL ACTIVITIES

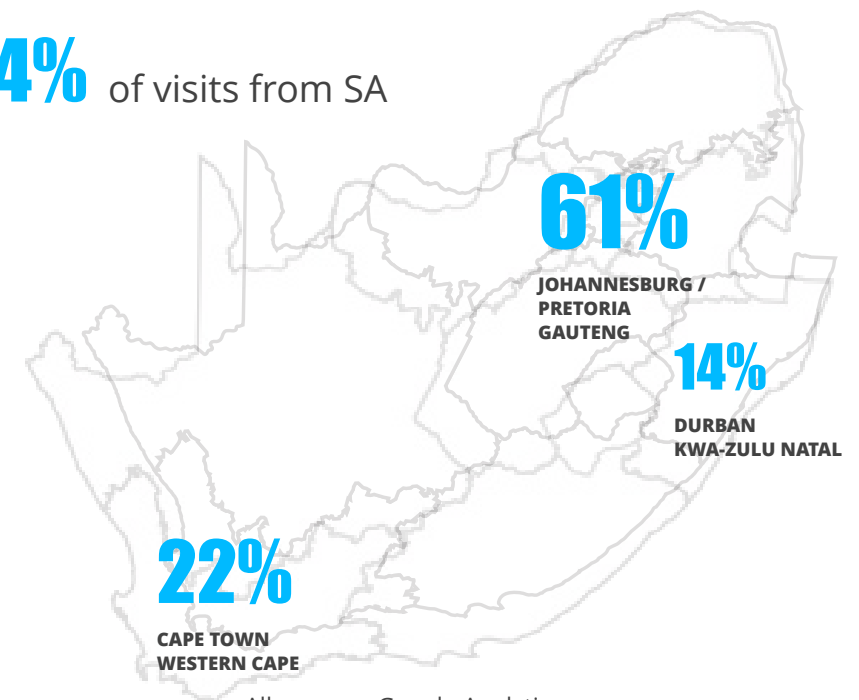
Care for a pet	56%
Do sport	53%
Travel by plane	49%
Buy organic food	28%
Beauty / Spa treatments	23%

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

94% of visits from SA



All sources: Google Analytics