

DIGITAL CONSUMER SURVEY

SOUTH AFRICA 2018

Today's consumer is more connected than ever.

The proliferation of digital devices and platforms is driving the media revolution and rendering obsolete the silos of traditional media strategy. Content, once only available to consumers via traditional media platforms such as print, radio or broadcast television, is now accessed by consumers through a personal network of connected devices.

Nielsen's proactive commitment to mapping out existing and predicting future world trends lead the group to conduct a **Digital Consumer Survey** across several countries internationally, including Indonesia, Philippines, South Korea, Thailand, Malaysia, Brazil, Mexico, Greece, Belgium, Netherlands, Ukraine, Italy, Spain, Turkey, UK, Bulgaria and now for the first time in South Africa.

The online survey was conducted in South Africa from September to November 2018 and a sample of 1104 frequent online users aged 15-years and above was captured.

All data in the survey and insights in the summary report focus explicitly on the online population and the **Digital Consumer Survey (DCS_2019)** data has been weighted to IHS population estimates, in order to deliver a completely representative sample. This will align **DCS_2019** with other major IHS population-weighted industry studies such as ES and facilitate future fusion into IHS weighted studies such as Branded PAMS.

Nielsen Media MD Africa Terry Murphy explains:

“The Digital Consumer Survey South Africa 2019 is the first of its kind, opening doors to a rich understanding of digital usage across all platforms and providing never-before-seen information about consumer-based online behaviours in South Africa.”

The **Digital Consumer Survey (DCS_2019)** includes a wide range of unique data and insights, ranging from internet technology in the household, mobile devices and operating system platform to frequency, place and preferred device for internet access. **DCS_2019** also gives unique insights into the digital consumer's media habits, including time spent by online platform and device, as well as daypart consumption and content preferences.

The **Digital Consumer Survey (DCS_2019)** report has been drawn up by independent media consultant Gordon Muller. Through the lens of *Born Frees, Millennials, Generation X and Boomers & Beyond*, Gordon explores the shifting dynamics of digital behaviour from dual screen viewing to recall and response to TV and online video advertising.

Gordon expands:

“More than ever we need a clear view of how consumers access content in today's fluid and evolving digital environment. Nielsen's 2019 Digital Consumer Survey provides a unique insight into the content-driven, platform-agnostic and always-connected consumer lifestyle.”

With the **Digital Consumer Survey 2019** data and in-depth report, subscribers will not only get a detailed snapshot of the dynamic growth of mobile engagement, but also become familiar with the rapid uptake of device ownership and learn how this technology is changing the way consumers access content, connect and shop.