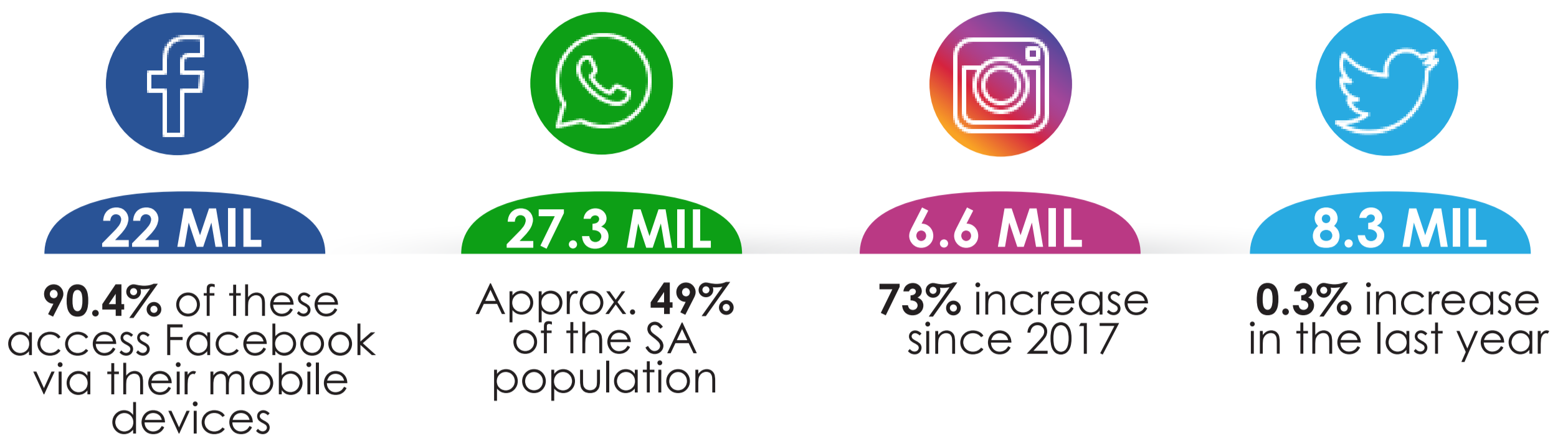


# DIGITAL & SOCIAL TRENDS SOUTH AFRICA 2019

## Social Media Usage in SA

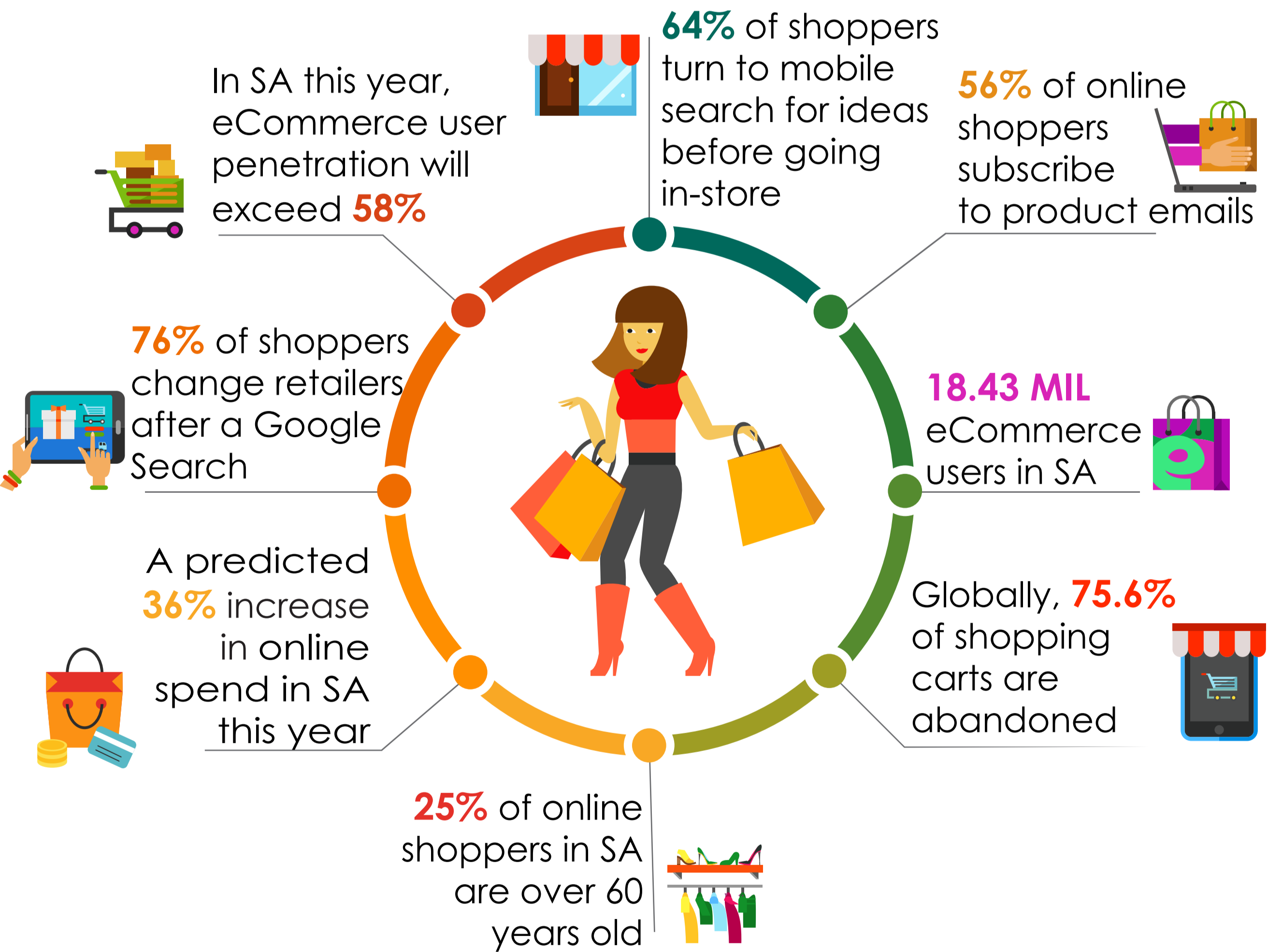


## Facebook Usage Breakdown Per City

Number of Facebook users per city in South Africa



## Online User Behaviour in SA and Abroad



## Social Usage Amongst SA's Biggest Brands

Percentage of leading SA brands that actively use these social platforms to reach marketing objectives

