

Digital Warriors shape online trends

Effective Measure South Africa has released its demographic profile research for May 2011, showing that 18% of the region's Internet population (over 1.8 million users) are Digital Warriors aged 25-30. This largest and extremely influential demographic group shapes online trends.



Effective Measure's business development manager, Francois Vorster, points out the significance of this demographic. "Digital Warriors pave the way for older and younger generations to purchase goods and services, conduct research and reach out to communities online.

Profile

- Frequent News and Portals websites users
- Largest audience for News, Automotive and TV Entertainment websites
- Most active segment online on Tuesday and Saturday

"Over 260 000 digital natives accessed the Internet via a mobile device in May, contributing to a 23% growth compared to April. This progress provides an opportunity for targeted mobile marketing campaigns requiring a wide reach within this segment.

"Experiencing the technology boom first hand has certainly influenced the way they interact, they hold the key to e-commerce opportunities," says Vorster.

To access more information on this topic, email Sheeda Cheng, marketing executive at media@effectivemeasure.com.