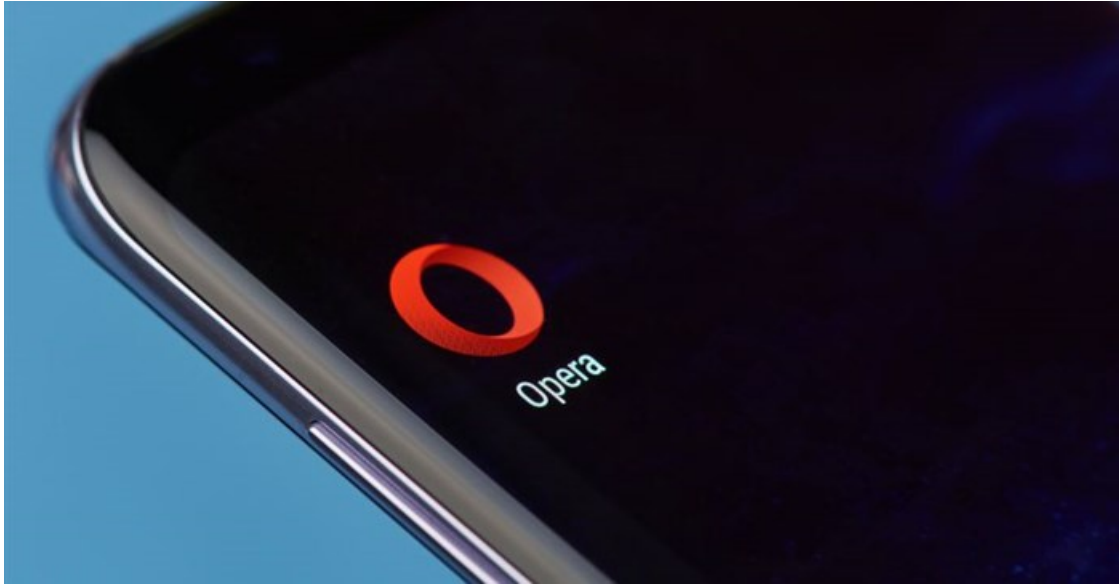


# Third of South Africans feel mobile browsers are safer than social media apps

Opera's State of the mobile web report Q1 2018 reveals that 35% of South Africans prefer to access social media through their mobile browser. One-third of the surveyed internet users believe a mobile browser offers them more privacy features than a standalone social media app.



© Dzmitry Klapitski via [123RF.com](https://www.123RF.com)

As these users constantly browse the web and access it an average of eight times a day, online privacy concerns seem to be on the rise: 30% of South Africans consider that private browsing is more important for them than accessing social media.

According to anonymous information on Opera Mini usage patterns during the first quarter of 2018, half a million more people have accessed Facebook through their browser in comparison to the year before. This sudden spike may have been influenced by recent privacy concerns associated with the social media platform.



## Opera Mini blocks ads to reduce data consumption

5 May 2016



'We are happy to see that 61% of Opera Mini users in South Africa are choosing our browser to access Facebook based on the privacy features we offer. They don't want to forego their life on social media but increasingly rely on a trustworthy third party such as Opera Mini to provide access to the platforms,' said Jørgen Arnesen, head of global marketing and distribution at Opera.

Despite recent news, South Africans remain loyal to Facebook with 71% of the respondents using it as their social media platform of choice. Instagram follows at 32%, while Pinterest, Twitter and LinkedIn trail at 17, 14 and 13%, respectively.

## Women seek lifestyle information, while men seek sports and technology videos

The report reveals that almost half of mobile internet users in South Africa (45%), access the web on their smartphones

more than eight times a day. Online shopping, lifestyle, travel and entertainment tend to be more relevant for women, whereas men watch more videos related to technology and sports.

## High growth of Opera News App shows a shift in news consumption

The report also shows a spike in news consumption with two million articles read per week on Opera News, which has become the favourite news app in the country. An analysis of the anonymous user data shows that news seekers in the country are mainly interested in categories such as crime, sports, politics, and entertainment.

According to information from [App Annie](#), Opera News remains the most downloaded news app in the country since its launch earlier this year.

“We are impressed with the performance of Opera News in South Africa. Our users in the country represent 11% of the total users of the app,” said Arnesen.

## Strong passion for the red devils

South African mobile users are interacting more and more with their favourite football clubs on Opera News. According to data gathered from the app, Manchester United remains the most followed football club in South Africa with more than 4000 followers. Every second user of Opera News who is interested in football is searching for information about Manchester United. Other popular clubs in the country are Real Madrid, FC Barcelona and Manchester City, the current contestants for a place in the semifinals of UEFA Champions League.

## Methodology

Opera used qualitative methodology to conduct the study. 49% of the studied sample of 600 respondents were women, while 51% were men. The participants responded to a series of questions regarding their behaviours and everyday use of the internet, as well as the functionalities they find most attractive in a browser. In addition, Opera used anonymous user behaviour data from the Opera Mini and Opera News apps.

**South African mobile behavior in Q1 2018**

Here are a few things Opera discovered...

---

**35%** of South Africans prefer to access social media through their mobile browser. One third of the surveyed internet users believe a mobile browser offers them **more privacy than a stand alone social media app.**

---

**South Africans are social!**

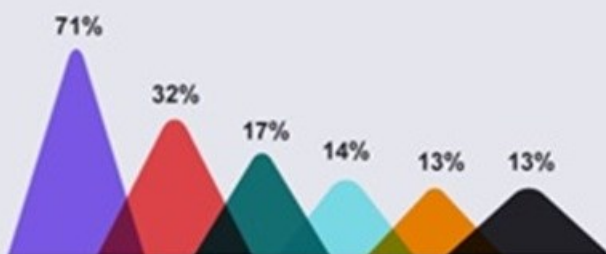
The infographic features two images: a man in a brown blazer looking at a smartphone, and a woman wearing a blue cap and headphones. Social media icons for Twitter, Facebook, and Instagram are visible in the bottom right corner.

46% of participants say that they **always** access social media!



## Social Media Usage

Facebook  
Instagram  
Pinterest  
Twitter  
LinkedIn  
Other



**Half a million South Africans** have accessed Facebook via their browser in 2018 compared to 2017. This sudden spike may have been caused by recent **privacy concerns associated with the social media platform.**



**Opera News has become the most downloaded news app in South Africa!**  
Data collected shows the following in terms of news categories:



**Entertainment**  
More than  
11.57% articles  
read



**Crime**  
More than  
9.51% articles  
read



**Sports**  
More than  
8.88% articles  
read



**Politics**  
More than  
8.82% articles  
read

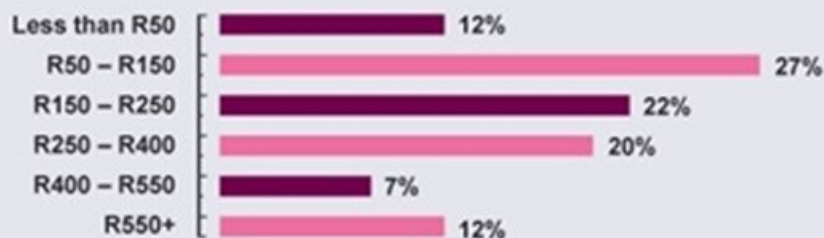


**Other**  
More than  
27.36%  
articles read

**Opera News is the most  
downloaded news app  
in South Africa!**



What does all this cost? How much was spent on mobile Internet each month?





For more, visit: <https://www.bizcommunity.com>