

## : What SA thinks of online ads and mobile search

This week, our 'Biz Online Insights' section explores the South African online population's views on online advertising - pop-up ads and online purchase behaviour in particular...

The survey was carried out by Panel Services Africa on their premium online research panel, TellUsAboutIt, comprising 40,000 registered online users.

Who better to ask then, to glean insights into what the country really thinks about big news events?

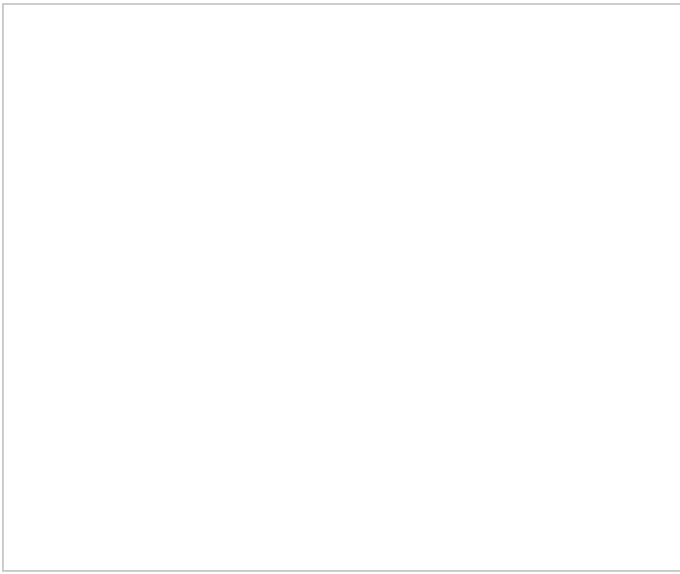


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Our question this week was on the South African online population's online behaviour, across laptops and mobile, especially when faced with online advertising.

Responses were interesting when it comes to mobile, with the bulk of respondents claiming to have both used their mobile more than their laptop/desktop to browse websites, as well as searching for something on their mobile in the past week that they did not buy.

You can browse the results in the following SlideShare, which shows the 300 targeted responses, with additional quota control of sample according to age group, gender and province summary, in order to be nationally representative of the general South African adult online population:



**[Biz Online Insights: Online ad behaviour](#)** from **[Bizcommunity](#)**

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