

## SA GLOBAL LEADER FOR MOBILE ONLINE SEARCH SAYS COMPARISON SITE [WHATCLINIC.COM](http://WHATCLINIC.COM)

- **South Africa leads the way in mobile usage when it comes to online search, with more than half (55%) of all South African traffic from mobiles in September 2014.**
- **Over a 12 month period South Africa leads on mobile usage (39% of all traffic). Worldwide 36%, UK 35% for the same year.**
- **In Sept South Africa was the first region to break the halfway mark, when more than half of all traffic came from mobile users (55%). UK came second for the same period was 44%**
- **Tablet usage in SA grown from 6% three years ago to 10% of all traffic (last 12 months)**

South Africa leads the way in mobile usage for search according to new research by private healthcare search engine [WhatClinic.com](http://WhatClinic.com), which has over one million unique visitors to its site every month.

In the past five years, mobile and tablet traffic to the site has increased significantly in every country around the world, but nowhere as much as in South Africa, where now more than half of all traffic through the global healthcare search engine is from mobile devices.

At the same time, desktop traffic has dwindled. In 2009, desktop traffic accounted for 97% of all SA traffic to the site, on a par with the global average of 96%. Over the past five years, that has fallen to around half, down to 51% for the past 12 months. Month-by-month mobile usage is increasing however and in September it peaked with 55% mobile traffic. October remained high at 54%. Tablet remains static at roughly at 10% for both Sept and Oct 2014.

## 5 year traffic split in SA from Whatclinic.com

			All traffic	Desktop	Mobile	Tablet
			All visits	% of total traffic	% of total traffic	% of total traffic
SOUTH AFRICA	Year 1	Oct 2013-2014	498,832	51%	39%	10%
	Year 2	Oct 2012-2013	376,427	56%	35%	9%
	Year 3	Oct 2011-2012	228,146	78%	16%	6%
	Year 4	Oct 2010-2011	88,756	91%	9%	NA
	Year 5	Oct 2009-2010	21,828	97%	3%	NA

In terms of what mobiles are being used, iPhone leads the way in South Africa, accounting for more than 10% of all traffic to site. Apple's iPad has the lion's share of tablet traffic, accounting for 9.8% of the 10% tablet traffic to site.

The runner up in South Africa is the Samsung Galaxy, which accounts for 4.2% of all traffic. Unlike the rest of the world South Africa is clinging to some of the old favourites when it comes to mobile devices. Blackberry and Nokia handsets are still in the top 10, unlike the UK where iPhone usage dominates at 34% of all traffic, but with versions of Samsung Galaxy filling every other slot in the UK leader board.

Here are the top 10 mobile devices as reported by WhatClinic.com:

Position	Handset	top 10 Devices - Relative Percentage Share
1	Apple iPhone	34.3%
2	Samsung GT-1500 Galaxy S IV	13.3%
3	Blackberry Curve 9320	13.1%
4	Blackberry Z10	7.6%
5	Nokia Asha 201	6.1%
6	Samsung GT - 19190 S4 Mini	5.8%
7	Blackberry 9720	5.4%
8	Samsung GT - 19300 Galaxy SIII	5.3%
9	Samsung SM G900A Galaxy S5	4.6%
10	Nokia Lumia 520	4.5%

A 2011 Nielson report\* stated that 29 million South Africans were using mobile phones, compared to only 6 million with personal computers. So perhaps it is not surprising that mobile traffic has far outstripped desktop in South Africa. The same report points out that SA is fifth in the world for mobile data, ahead of the US in 7th.

**Emily Ross, Director of WhatClinic.com, comments:**

“The trends reported here are interesting - but not surprising. Internet access has transformed how both consumers and businesses in South Africa interact. It has never been so important to have an online presence for your business, and to understand the technological behaviour of consumers. Ensuring you can be found and contacted by mobile users is essential.

We believe that network strength is a major concern for mobile users in SA, so page loading times and mobile optimised sites are essential for businesses who want to be found online.

Also - when building and testing new sites, Blackberry and Nokia are still in the running for site access, so key pages, forms and contact numbers should still be tested on these devices to ensure visibility”

For more information, go to <http://www.whatclinic.com>

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#### Notes to Editors:

\*<http://www.nielsen.com/us/en/insights/news/2011/mobile-phones-dominate-in-south-africa.html>

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#### About WhatClinic.com

[WhatClinic.com](http://WhatClinic.com) is a clinic comparison site that lists over 100,000 clinics globally. Last year 15.7 million people visited the site to find, compare and book treatments across a wide range of elective, self-pay medical treatments. Almost 1000 private clinics in South Africa are listed on the site. WhatClinic.com’s mission is to give the patient, as an empowered consumer, access to all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King, and is in operation in 127 countries.