

# KAYA FM

HOME OF THE AFROPOLITAN

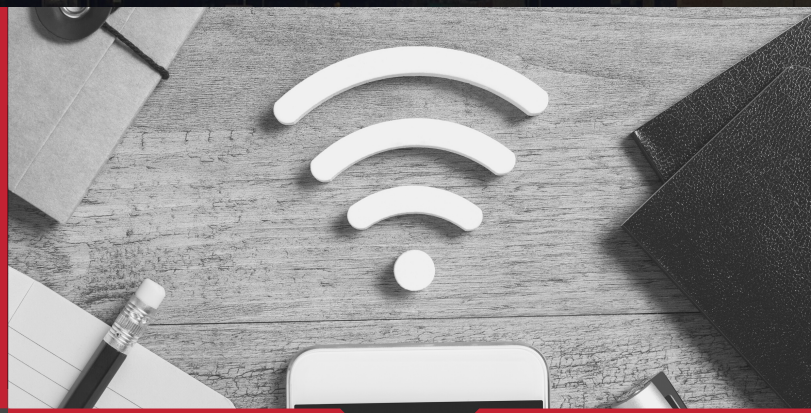
## THE IMPORTANCE OF CONNECTIVITY FOR AFROPOLITANS DURING LOCKDOWN

The nationwide lockdown has resulted in the majority of the South African workforce having to work from home increasing the demand for internet capacity and bandwidth. Kaya FM conducted a survey based on telecommunications to understand how the listener has transitioned from office to home and the convenience of having an internet connection at home to perform most online duties.

*Source: Colony Live Survey conducted 28 August – 11 September  
260 respondents*

**90%**

OF THIS AUDIENCE HAD INTERNET AT HOME BEFORE THE LOCKDOWN.



**30%**

UPGRADED THEIR INTERNET SERVICES DURING THE LOCKDOWN

**32%**

USE THEIR INTERNET FOR SOCIAL MEDIA, PROVING THEIR STRONG ONLINE PRESENCE



**41%**

SPEND BETWEEN R151 – R350 ON MOBILE DATA PER MONTH

The Kaya FM team is available to take you through any detail of our findings with regards to our audience usage around telecommunications, as well as other ways to connect with our audience across our available platforms.

[www.kayafm.co.za](http://www.kayafm.co.za)

**Media**mark



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