



The PropertyFox

# Virtual Realty

Report  
2017



PropertyFox's 2017 Virtual Realty report takes another deep dive into South Africa's 'virtual neighbourhoods', with all data supplied by research house Metric. 50 000 accounts, posts and comments were analysed with the aim of gleaning insights from social media to investigate current property trends. This year's report found some interesting shifts from the inaugural 2016 report: Insiders are loving the outliers. People are showing hashtag love to up-and-coming hoods situated outside the city centres. Does this reflect a new property buying trend? Find out in 2017's report, which also reveals the most Instagrammed hoods, restaurants and bars, city-specific activities and physical property prices for the Insta-famous hot spots. **Here are the findings of the second annual PropertyFox Virtual Realty report.**

## WHAT THE EXPERTS SAY



### **CRISPIN INGLIS, CO-FOUNDER AND DIRECTOR:**

“This year, it’s been especially interesting to note the rise of ‘outlying’ areas like Sunningdale, Centurion and Ballito. This shift in Instagram conversation is definitely reflective of a physical property buying trend we’ve seen grow over the last year. With property prices in city centres soaring – in Cape Town especially – many are moving to quieter hoods still within easy commute to the bustling epicentres.”



### **ASHLEY JAMES, CO-FOUNDER AND COO:**

“It’s great to see that South Africans’ social media activity is spreading the love for some of the traditionally lesser-known suburbs. People are proud of their hoods! It’s also fun to see which hashtags are used the most per area; some are quite stereotypical – ‘#foodie’ is a Cape Town favourite – while others are revealing of lifestyle choices and city-specific activities - #streetphotography in Jozi, for example.”



### **MIKE ELOFF, PHOTOGRAPHER AND INFLUENCER:**

“As a photographer, writer and adventurer, I’m exposed to some beautiful places, but I’m still continuously astounded by the scenery in Camps Bay – the hood I call home. I’m not surprised it topped the charts as most hashtagged hood given its continued popularity throughout the year. I’ve noticed big accounts like @southafrica often prioritise #capetown content, which makes sense given that Cape Town photos usually feature in the top ten for national hashtags like #thisissouthafrica. The city’s popularity is evident – both on Instagram and in terms of its physical property prices!”

# THE MOST INSTAGRAMMED CITIES IN SA:

## #1 CAPE TOWN

As in 2016, Cape Town is South Africa's most popular city.

**#CAPETOWN WAS USED 28 100 TIMES**  
**TOTAL INSTA MENTIONS: 37 151**

### CAPE TOWN'S TOP MENTIONED AREAS 2017:

1. Atlantic Seaboard: **#campsbay** was the **#1 suburb**
2. West Coast: **#bloubergstrand** was the **#1 suburb**  
(In 2016, the West Coast was #6 on the list)
3. City Bowl: **#bo-kaap** was the **#1 suburb**
4. South Peninsula: **#houtbay** was the **#1 suburb**
5. Southern Suburbs: **#constantia** was the **#1 suburb**
6. Northern Suburbs: **#durbanville** was the **#1 suburb**



### FUN FACT:

The West Coast has seen the greatest Insta growth over the last year.



**#2 JOHANNESBURG**  
**WAS MENTIONED 16 949 TIMES.**

### JOBURG'S MOST HASHTAGGED HOODS:

1. Sandton
2. Soweto (2016: Rosebank)
3. Centurion (2016: Braamfontein)



**#3 DURBAN**  
**WAS MENTIONED 7 579 TIMES.**

### DURBAN'S MOST HASHTAGGED HOODS:

1. Umhlanga
2. Ballito (2016: Westville)
3. Pinetown (2016: Durban North)



# DRUM ROLL FOR THE MOST HASHTAGGED HOODS IN SA:

ACROSS SOUTH AFRICA, THESE ARE THE MOST HASHTAGGED HOODS IN 2017 VS 2016:

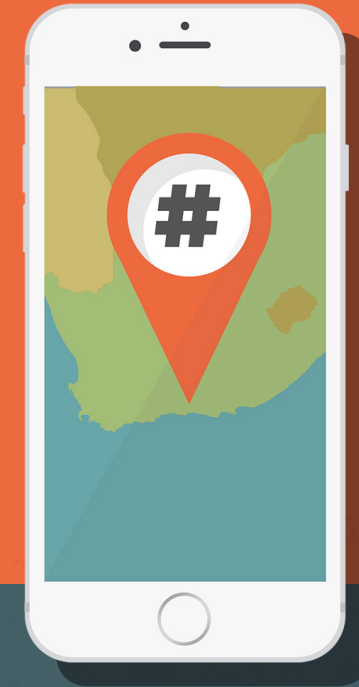
## 2017 WINNERS

- |                   |                |
|-------------------|----------------|
| 1. Camps Bay      | 6. Sandton     |
| 2. Hout Bay       | 7. Simonstown  |
| 3. Umhlanga       | 8. Soweto      |
| 4. Sea Point      | 9. Sunningdale |
| 5. Bloubergstrand | 10. Constantia |

## 2016 TOP 3 WINNERS

1. Camps Bay
2. Sandton
3. Hout Bay

NOTE THE NEWCOMERS NOT FEATURED IN 2016'S REPORT: **#bloubergstrand**, **#sunningdale**, **#soweto**.



## OTHER FASCINATING FINDINGS:



Instagram's most used hashtag is... **#LOVE!**  
#love currently has a total of **1 230 339 801 POSTS ACROSS INSTAGRAM**. Maybe there's hope for the world after all?



**#CAPETOWN** is the most loved city in SA, with **60.2% of the total data**. Jozi hashtags made up **27.5%** of the total conversation, while #durban accounted for **13.3%**.



People are willing to be based increasingly far away from their city centres - for example, the **6th most hashtagged suburb in Cape Town, Blouberg, is 14kms from the CT city centre**.



If you want to drink **#wine** in Cape Town, some favourite estates include **Beau Constantia and Constantia Glen**



If you're soaking up the **#jozivibes** in Soweto, be sure to use the hashtags **#sowetovibes**, **#sowetothatre** and **#sowetotour**.



If you want to explore **#design and #art** in Durbs, some of the most hashtagged galleries include **#phansi**, **#durbanartgallery**, **#kznsa**

Other top hashtags: **#instagood**, **#photooftheday**, **#tbt** and **#beautiful**.

# NEW CONTENDERS FOR THE TITLE OF 'FAVOURITE INSTA HOOD'

THIS YEAR, WE'VE SEEN THE RISE OF OUTLYING AREAS (OUTSIDE THE CITY CENTRES OR TRADITIONALLY FAVOURED 'BURBS) AS POPULAR HASHTAGGED HOODS.



**WHY?** Inglis says the economic downturn may mean people are looking at property as a longer-term investment, "Instead of buying a smaller place in a trendy suburb then moving in a few years when a bigger house is desired, people are looking to reduce transfer fees and the other costs of a sale by purchasing a larger home in a more affordable area from the get go."

HERE ARE THE THREE BIGGEST CONTENDERS FOR EACH CITY:

## CAPE TOWN



### BLOUBERGSTRAND:

Known for its beach and kitesurfing scene, Bloubergstrand has wide-scale property options, with a 2-bedroom apartment costing **1.7m** on average. From 2016 to 2017, property sales increased by **11.54%**.



### SUNNINGDALE:

Sunningdale showed the most hashtag growth of all the hoods in 2017. Close to the beach, shopping malls and the MyCiti route, properties provide more bang for people's bucks, with a 3-bedroom house costing **R1.8m**, on average. In 2017, sunny Sunningdale saw a **3.8%** increase in property return-on-value.



### MILNERTON:

Milnerton was the 10th most hashtagged hood in Cape Town. Known for its lagoon, lighthouse and Table Mountain views, the residential hot-spot is home to multiple developments, with a 2-bedroom home costing **R1.59m** on average.

## JOHANNESBURG



### SOWETO:

Music, art, theatre, photography and fashion: these are the recurring Insta themes for #Soweto. Property prices have marginally increased from an average of **R460k** in 2016 to **R463k** in 2017.



### CENTURION:

Conveniently located between Joburg and Pretoria, Centurion is undergoing extensive development, with multiple upmarket estates popping up, along with malls and business parks. Commercial property costs **R15m** on average, while a home in the affluent Centurion Golf Estate goes for about **R3.25m**.



### BRAAMFONTEIN:

Hello hipsters. #Braam, as it's affectionately known, is Jozi's new capital of cool. A favourite with students, cyclists, street fashion rebels and bearded baristas, it's also home to museums, theatres, trendy restaurants, galleries and a buzzing nightlife scene. On average, a 2-bedroom apartment sets buyers back **R475k**.

## DURBAN



### BALLITO:

Formerly a coastal hub for holidaymakers, Ballito is becoming a favourite with property developers. The permanent resident count is going up, with 161 residential homes sold in the last 12 months. Situated just 40km outside Durban North, an easy commute increases the appeal.



### PINETOWN:

A multicultural hub with its own vibrant centre, Pinetown is home to numerous businesses (motor dealerships especially), schools and affordable homes. And it's only a 15 min drive away from the bigger city, 2-bedroom houses here go for **R780k** on average.



### AMANZIMTOTI:

From bird sanctuaries and beaches to botanic gardens, this pretty coastal town is famed for its sardine run and Splash World. It's also rising in reputation for its property prices, with the average 3-bedroom home priced at **R1.35m**.

# ALL ABOUT THE MOTHER OF ALL CITIES

## THE MOST HASHTAGGED HOODS IN CAPE TOWN

### 1. CAMPS BAY

AVERAGE PRICE IN A SECTIONAL TITLE: **R9.7M**  
2016'S PRICE: **R7.9M**  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **22.8%**  
PROXIMITY TO THE CBD: **5KM**

### 2. HOUT BAY

AVERAGE PRICE IN A SECTIONAL TITLE: **R1.85M**  
2016'S PRICE: **R1.7M**  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **8.8%**  
PROXIMITY TO THE CBD: **20KM**

### 3. SEA POINT

AVERAGE PRICE IN A SECTIONAL TITLE: **R3.3M**  
2016'S PRICE: **R2.8M**  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **17.5%**  
PROXIMITY TO THE CBD: **5KM**

### 4. BLOUBERG

AVERAGE PRICE IN A SECTIONAL TITLE: **R1.45M**  
2016'S PRICE: **R1.3M**  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **11.5%**  
PROXIMITY TO THE CBD: **18KM**



In the southern suburbs, Constantia was #1, while Durbanville was #1 in the northern suburbs.

Capetonians LOVE their city - so much so that **#lovecapetown** is the top trending hashtag, followed by **#cityofcapetown** and **#mothercity**.

*"I love the fact that I get to be close to the mountains and ocean and we can head up onto Lions Head or walk to the beach from our house. It's also close to the city without being right in the hustle and bustle."*  
- @campsbaygirl

Follow @campsbaygirl for her dreamy pastel-perfect pictures of the city's most beautiful views. Other inspiring influencers: @mrcalv and @tailsofamermaid



# AFFORDABLE ALTERNATIVES TO CT'S POPULAR CBD:

Prices in parts of the CBD are soaring – a 2-bedroom house in Tamboerskloof goes for **R2.9m**, a 1-bedroom apartment in Vredehoek goes for **R1.5m** and a 1-bedroom in Oranjezicht goes for **R1.9m**. But there are other interesting neighbourhoods in the city bowl.

## 1. BO-KAAP

Synonymous with brilliantly coloured rows of houses and the Cape Malay culture and cooking-style, the Bo-kaap is an Instagram darling – and an up-and-coming favourite on the property scene.

**AVERAGE PRICE OF A FREEHOLD HOUSE: R2.38M**  
**2016'S PRICE: R1.7M**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 40%**  
**PROXIMITY TO THE CBD: 1KM**

## 2. OBSERVATORY

Obs - as it's affectionately known - is famed for its bohemian feel, edgy shops and street-side cafes. It's home to an extensive array of affordable real estate, with some exquisite Victorian gems.

**AVERAGE PRICE OF A FREEHOLD HOUSE: R2.28M**  
**2016'S PRICE: R1.95M**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 16.9%**  
**PROXIMITY TO THE CBD: 7KM**

## 3. WOODSTOCK

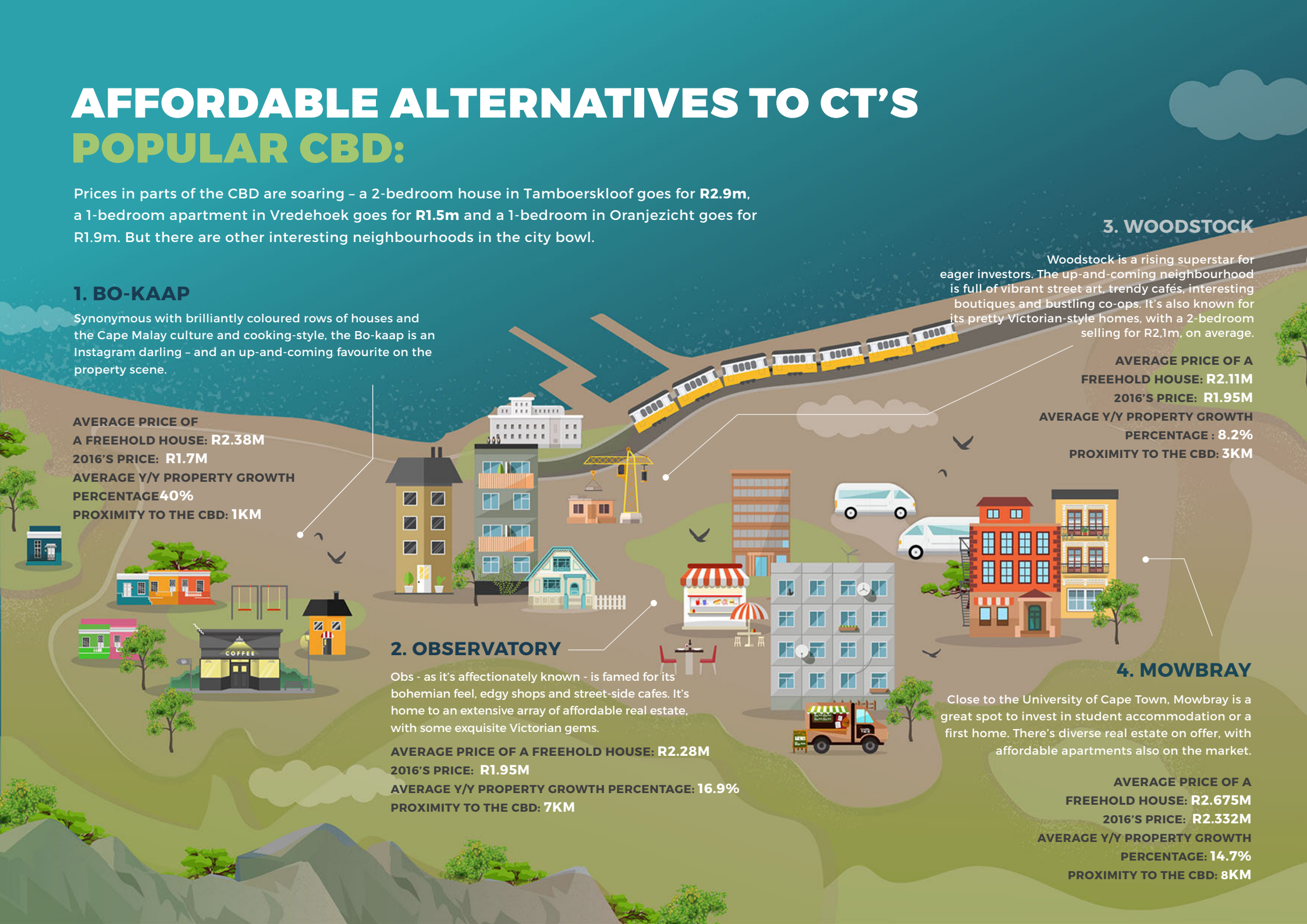
Woodstock is a rising superstar for eager investors. The up-and-coming neighbourhood is full of vibrant street art, trendy cafés, interesting boutiques and bustling co-ops. It's also known for its pretty Victorian-style homes, with a 2-bedroom selling for **R2.1m**, on average.

**AVERAGE PRICE OF A FREEHOLD HOUSE: R2.11M**  
**2016'S PRICE: R1.95M**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 8.2%**  
**PROXIMITY TO THE CBD: 3KM**

## 4. MOWBRAY

Close to the University of Cape Town, Mowbray is a great spot to invest in student accommodation or a first home. There's diverse real estate on offer, with affordable apartments also on the market.

**AVERAGE PRICE OF A FREEHOLD HOUSE: R2.675M**  
**2016'S PRICE: R2.332M**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 14.7%**  
**PROXIMITY TO THE CBD: 8KM**





# A WORD ON THE WEST COAST

Thinking of jumping on the West Coast trend and seeking property in the land of surf and sun? Here's some of the new favourite Insta hoods and what properties may cost you:

## 1. BLOUBERGSTRAND

AVERAGE PRICE IN A SECTIONAL TITLE: **R4.3M**  
2016'S PRICE: **R3.8M**  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **13.16%**  
PROXIMITY TO THE CBD: **14KM**

## 2. SUNNINGDALE

AVERAGE PRICE IN A SECTIONAL TITLE: **R1.8M**  
2016'S PRICE: **R1.735M**  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **3.8%**  
PROXIMITY TO THE CBD: **15KM**

## 3. MELKBOSSTRAND

AVERAGE PRICE OF A FREEHOLD PROPERTY: **R2.9M**  
2016'S PRICE: **R3.1M**  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **-6.5%**  
PROXIMITY TO THE CBD: **22KM**

## 4. MILNERTON

AVERAGE PRICE OF A FREEHOLD PROPERTY: **R1.59M**  
2016'S PRICE: **R1.42M**  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **12%**  
PROXIMITY TO THE CBD: **10KM**



# THINGS CAPETONIANS LOVE

**THE MOUNTAIN:** According to Insta, the city's top attractions are:

## 1. #tablemountain

(no surprises there)

## 2. #chapmanspeak

## 3. #waterfront / #vandawaterfront

## 4. #kirstenbosch

### ENDLESS ACTIVITY:

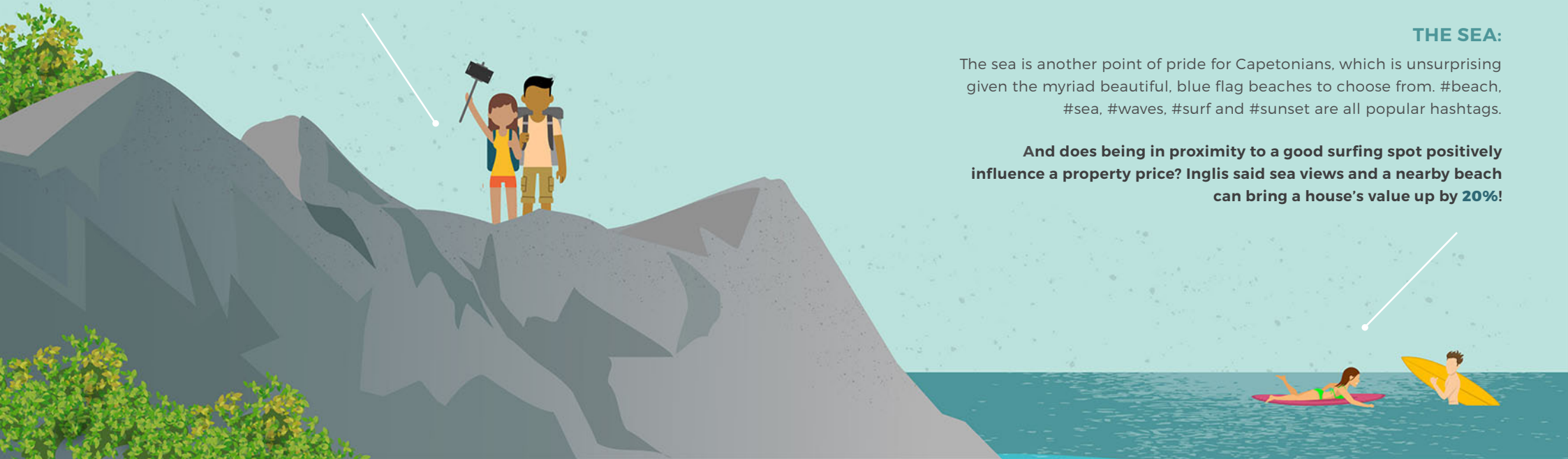
Being immersed in nature means many Capetonians enjoy an active lifestyle, with a quick run up Lion's Head before work being a fairly common activity. #lionshead, #fitness, #mountains and #hiking are commonly used tags, with #skeletongorge being the most hashtagged hiking route.



### THE SEA:

The sea is another point of pride for Capetonians, which is unsurprising given the myriad beautiful, blue flag beaches to choose from. #beach, #sea, #waves, #surf and #sunset are all popular hashtags.

**And does being in proximity to a good surfing spot positively influence a property price? Inglis said sea views and a nearby beach can bring a house's value up by 20%!**



# ALL ABOUT THE CITY OF GOLD

\*James says: "Interestingly, the Insta trends are exactly those we've seen in the physical property market. Every area gaining popularity on social media is also rising in fame as a prospective hot spot for property investment. These trends probably perpetuate each other."

## 1. SANDTON:

Still number one. Sandton is a cosmopolitan hub, known for its **#fashionista #lifestyle, #luxury, #design, and #style.**

**AVERAGE PRICE OF A FREEHOLD PROPERTY: R2.8M**  
**2016'S PRICE: R2.75M**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 1.8%**

## 2. SOWETO:

**AVERAGE PRICE OF A FREEHOLD PROPERTY: R320K**  
**2016'S PRICE: R315K**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE 1.6%**

## 3. CENTURION:

**AVERAGE PRICE OF A FREEHOLD PROPERTY: R1.650M**  
**2016'S PRICE: R1.615M**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 2.2%**

The top hashtags for the city are:

**#johannesburg**  
**#joburg #jozi**  
**#gauteng**  
**#jhb #jozivibes**

Jozi's most hip 'n happening hot spots:  
**Neighbourhood Goods Market**  
**Nelson Mandela Square**  
**Sandton City**  
**Melrose Arch**  
**Montecasino**  
**Gold Reef City**

## 4. RANDBURG:

**AVERAGE PRICE OF A FREEHOLD PROPERTY: R1.65M**  
**2016'S PRICE: R1.642M**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE 0.5%**

## 5. BRAAMFONTEIN:

**AVERAGE PRICE OF A (MAINLY SECTIONAL) PROPERTY: R475K**  
**2016'S PRICE: R465K**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 2.2%**



A top Jozi influencer to follow: **@kimjayde**: Presenter, model and social media influencer, Kim explores fashion, fun and 'le good life', Joburg style.  
Another inspiring influencer: **@alessiolar** for exceptional street photography scenes

# AFFORDABLE ALTERNATIVES TO JOZI'S MOST INSTAGRAMMED HOOD:

IF SANDTON'S A LITTLE ON THE STEEP SIDE THEN THESE HOODS MAY BETTER FIT THE BUDGET, WHILE STILL BEING AN EASY COMMUTE TO THE FASHIONABLE EPICENTRE.

## 1. CENTURION

AVERAGE PRICE OF A FREEHOLD HOUSE: R1.650M  
2016'S PRICE: R1.615M  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 2.2%  
PROXIMITY TO SANDTON: 30KM

## 2. FOURWAYS

AVERAGE PRICE OF A FREEHOLD HOUSE: R2.3M  
2016'S PRICE: R2.35M  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: -2.1%  
PROXIMITY TO SANDTON: 12KM

## 3. MABONENG / JEPPESTOWN

AVERAGE PRICE OF A FREEHOLD HOUSE: R680K  
2016'S PRICE: R695K  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: -2.16%  
PROXIMITY TO SANDTON: 15KM

## 4. #MIDRAND

AVERAGE PRICE OF A FREEHOLD HOUSE: R680K  
2016'S PRICE: R630K  
AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 7.9%  
PROXIMITY TO SANDTON: 16KM



# SOWETO: JOZI'S 2ND MOST HASHTAGGED HOOD:

In 2016, Dr Johnny Mosendane's 5-bedroom house sold for R2.5 million - a new record price for the township. Property prices have been booming in Soweto since 2016, with a 116% increase over the last ten years. In 2008, the average freehold two-bedroom property sold for R168k, today it's likely to sell for R350k. Vibrant, dynamic, artsy and eclectic, Soweto is known for its music (it's thought to be the home of Kwaito and kasi rap), theatre, art and wine festival. It's also the site of the world famous Mandela House, once home to our beloved former president.

Prospective reasons for the property price boom: urbanisation, the rise of the black middle class, and young professionals moving back to Soweto from the 'burbs because they miss its upbeat edge. Its insta fame correlates with a greater trend of increased interest in property investment in the area.

## HERE ARE SOME OF SOWETO'S MOST POPULAR DISTRICTS:

### 1. DUBE

AVERAGE PRICE OF A FREEHOLD PROPERTY: **R355K**

2016'S PRICE: **R460K**

AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **-29%**

### 2. DIEPKLOOF

AVERAGE PRICE OF A FREEHOLD PROPERTY: **R775K**

2016'S PRICE: **R780K**

AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **-0.6%**

### 3. MEADOWLANDS EAST ZONE 1

AVERAGE PRICE OF A FREEHOLD PROPERTY: **R350K**

2016'S PRICE: **R270K**

AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **29.6%**

### 4. MOROKA

AVERAGE PRICE OF A FREEHOLD PROPERTY: **R460K**

2016'S PRICE: **R415K**

AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: **10.8%**



# A DEEP DIVE INTO DURBS

THE MOST HASHTAGGED HOODS IN DURBAN:

## 1. #UMHLANGA AND #UMHLANGAROCKS:

Umhlanga continues to rock the number one spot for most hashtagged hood, which is unsurprising given Durbanites' love for the #beach. Synonymous with golden beaches, warm water and wonderful waves for surfers, this little piece of paradise is perfect for sea-loving souls. It's also home to Gateway Shopping Centre, Sibaya Casino and multiple golf courses.

**AVERAGE PRICE OF A FREEHOLD PROPERTY: R4.8K**  
**2016'S PRICE: R4.9M**  
**AVERAGE PROPERTY INFLATION: -2%**

Interestingly, in 2016, the top neighbourhoods (aside from Umhlanga) in Durban were: Westville, Durban North and Musgrave - none of which feature in 2017.

The favourite hashtags used for Durbs are: **#durban, #dbn and #durbs. #fashion, #design, #art and #summer** are also popular ones.

**#OysterBox** is still the most hashtagged hangout in Durbs. Most people are familiar with Insta images of that pool - you know, the one with the striped red and white chairs, framed by the sea, sunset, and the lighthouse. **#Lucky-shaker** is another favourite - a famed cocktail bar in Umhlanga.

## 2. #BALLITO

**AVERAGE PRICE OF A FREEHOLD PROPERTY: R2.9M**  
**2016'S PRICE: R2.8M**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 3.6%**

## 3. #PINETOWN

**AVERAGE PRICE OF A FREEHOLD PROPERTY: R1.25M**  
**2016'S PRICE: R982K**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 27%**

## 4. #AMANZINTOTI

**AVERAGE PRICE OF A FREEHOLD PROPERTY: R700K**  
**2016'S PRICE: R700K**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 0%**

## 5. #PORTSHESTONE

**AVERAGE PRICE OF A FREEHOLD PROPERTY: R899K**  
**2016'S PRICE: R770K**  
**AVERAGE Y/Y PROPERTY GROWTH PERCENTAGE: 16.75%**



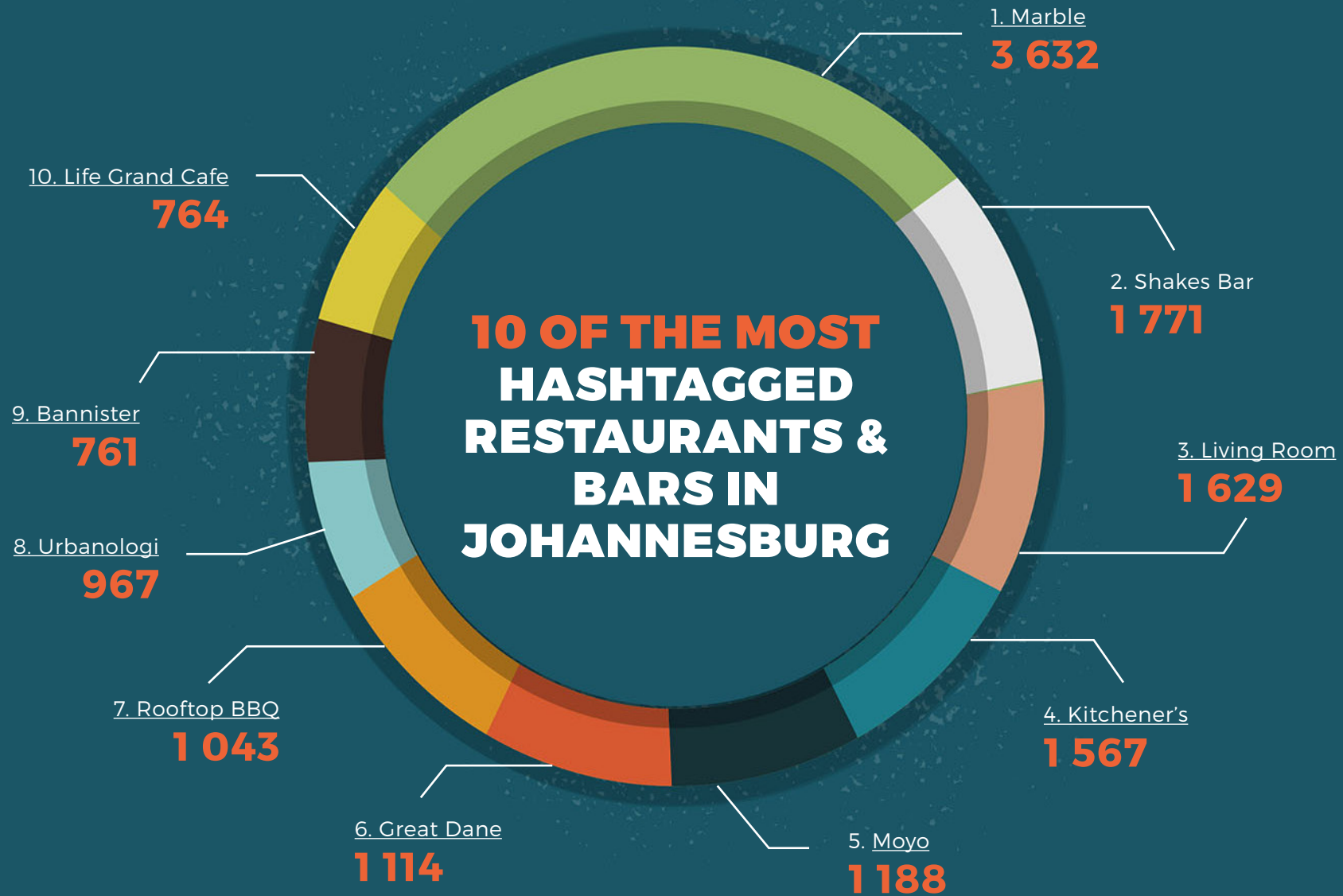
A top Durban influencer to follow: [@thequeenxbee](#) Zama's account is all about fashion, fun and food, with gorgeous snaps showcasing the best beaches, bars and foodie hot spots. Another inspiring influencer: [@whats\\_on\\_durban](#) follow to never experience FOMO in the sunshine city.

# A MOTHER CITY MOUTHFUL

Capetonians talk about food. A lot. One of the world's foremost foodie destinations, the city is home to The Test Kitchen and La Colombe – both ranked in the 100 best restaurants in the world in 2017. New hot spots seem to pop up continuously with ramen joints, tapas gems, artisan bread boutiques and whimsical wine farms just some of the offerings. Speaking of wine, it's the #1 hashtag on social media, followed by #foodie and #winetasting. **So where do Capetonians like to eat?**



Socialites love to socialise at the myriad rooftop bars, flame-grilled tapas are tops and a good ol' milkshake still brings all the cool kids to the bar.

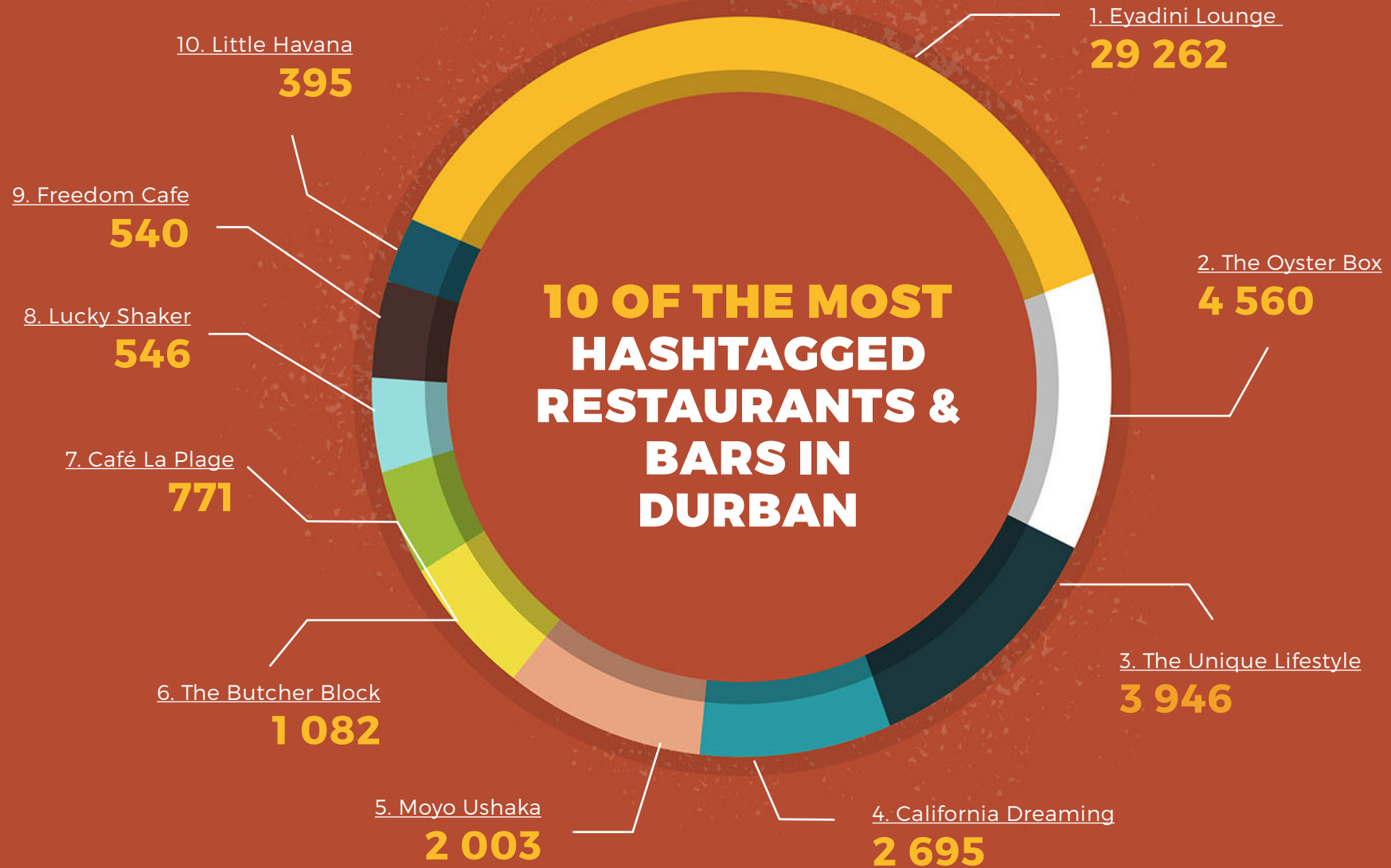


*\*Top tip: @foodblogjhb is the best Instagram author to follow to spot various restaurant specials.*



# IN DURBAN

it's all about beautiful beach views, big flavours and the braai - with lekker shisanyama served fresh from the coals at the Eyadini Lounge.





### **ABOUT PROPERTYFOX:**

PropertyFox launched in April 2016 and quickly became South Africa's leading online property seller. We are a technology start-up, founded by entrepreneurs Ashley James and Crispin Inglis, which brings customer-centric, digital disruption to the archaic property business model. Instead of the traditional 5 to 7% agent's commission, we charge only 1.5% (or a minimum of R35,000; whichever is higher). We employ experts in all fields from valuation, photography and marketing to legal professionals and work nationally, across South Africa. We do all the work, which includes screening potential buyers to ensure sellers' safety during viewings. All property owners need to do is open the door to show their own homes.

[hello@propertyfox.co.za](mailto:hello@propertyfox.co.za) | 087 625 0369 | [www.propertyfox.co.za](http://www.propertyfox.co.za)

### **METRIC'S RESEARCH METHODOLOGY:**

PropertyFox commissioned research house METRIC to compile the data and research for the report. METRIC set up software to track Instagram posts that included content about #SouthAfrica and the three major cities of #CapeTown, #Durban, #Johannesburg, along with their colloquially used designations (e.g. #jozi; #braam; #dbn). The collected data was analysed and tagged according to the objectives of the project. A sample of 60 000 representative Instagram posts were analysed to gather the consumer insights highlighted in the report.

[www.metricresearch.co.za](http://www.metricresearch.co.za) | [www.lightstoneproperty.co.za](http://www.lightstoneproperty.co.za)