

ANNEXURE A – QUESTION 3.1 – MAP OF SUN CITY

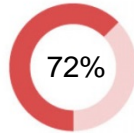


[Source: <www.cybercapetown.com>]

ANNEXURE B – QUESTION 4

SOCIAL MEDIA STATISTICS 2014

THE TOP 3 SOCIAL NETWORKS USED BY MARKETERS ARE
FACEBOOK, GOOGLE PLUS & TWITTER



OF ALL INTERNET USERS ARE NOW ACTIVE ON SOCIAL MEDIA
71% OF USERS ACCESS SOCIAL MEDIA FROM A MOBILE DEVICE



FACEBOOK



1.15 BILLION FACEBOOK USERS
23% OF FACEBOOK USERS LOG IN AT LEAST 5 TIMES A DAY



GOOGLE PLUS



1 BILLION GOOGLE PLUS USERS
THERE ARE 5 MILLION PLUS ONE'S EVERY DAY



TWITTER



550 MILLION TWITTER USERS
TWITTER IS THE FASTEST-GROWING SOCIAL NETWORK



PINTEREST



70 MILLION PINTEREST USERS
80% OF PINTEREST USERS ARE WOMEN

[Source: <<http://visual.ly/social-media-statistics-2014>>]