

TimeOut

SOUTH AFRICA

SOUTH AFRICA'S JOY REVOLUTION!



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JOY



We're in the
business of
JOY.

ANTHEA CARSTENS

General Manager, Time Out South Africa

Welcome to South Africa's Joy Revolution! We wanted to know what brings you joy, and over 1,000 of you answered, giving us insight into what makes South Africans happy, and where we find our excitement and peace.

Time Out South Africa is in the business of joy. Our editorial and experiential teams are committed to bringing experiences that give joy, entertain, inform, and excite. We're excited to bring you the results of this survey and hope you enjoy taking this joyful journey with us.

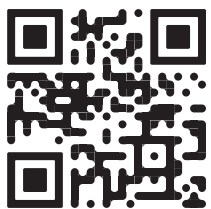
ANDREW HALLETT

Content Director,
Time Out South Africa

Say the word JOY without smiling!

Evoking joy is a big part of our mission at Time Out South Africa. It's that one emotion that has the power to bring people together, whether it's on a night out in Johannesburg, at a new foodie hotspot in Cape Town, soaking up the subtropical climate of Durban, or simply exploring what our beautiful country has to offer. An enabler of that joy is our content offering, as our team of expert editors and writers show off the best of our cities, helping to build connections and showcase experiences that bring about that warm and fuzzy feeling inside.

I challenge any of you reading this to say the word 'joy' without smiling... and that's what we want to see more of in South Africa: joyful faces while out and about.



Scan the QR Code
to visit our website!

KEY STATS & FINDINGS

01

CONNECTION DOESN'T
JUST FILL OUR CALENDARS,
IT FUELS OUR SOULS.

81% of South Africans say spending time
with people they like gives them energy.

But here's the twist: too many plans can feel like pressure. We crave belonging, but we also need breathing room. When we choose connection, rather than being consumed by it, we don't just feel happier; we show up better at work, in life, and for each other.

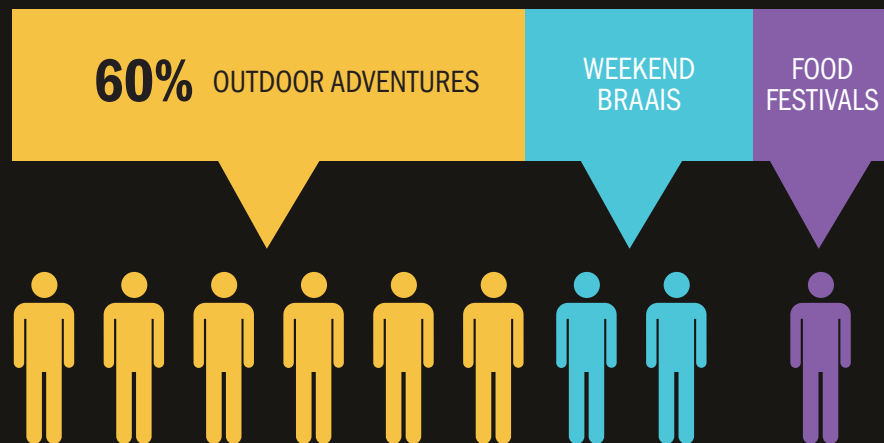
Connection fuels productivity. Flexibility keeps it human.

02

When we asked South Africans what kind of social events they want more of in 2026, the data told a clear story:

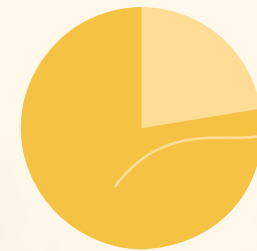
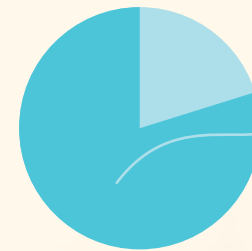
Outdoor adventures top the list - 60%+ want to connect through nature. Weekend braais follow closely - community, food, and familiarity still reign. Food festivals, wellness events, and creative workshops are surging, signalling a shift from passive entertainment to active participation.

The trend? Social sophistication. People want experiences that engage the senses and the mind - not just the playlist.



WE'RE LEARNING THAT JOY HAS TWO SIDES:
TOGETHERNESS & TIME-OUT.

03



True happiness isn't
louder or busier -
it's more balanced.

It's not laziness; it's balance. Connection fills the heart, but stillness fills the soul.

GRATITUDE GOT US HERE. OPTIMISM WILL TAKE US FURTHER.

04

2026 isn't about bouncing back, it's about breaking through.

After years of survival mode, South Africans are shifting gears. The data shows a powerful emotional pivot, from grateful and grounded to confident, excited, and ready to grow.



In 2025, we were thankful just to make it through.

**IN 2026, THE OUTLOOK INDICATES
THAT WE'RE READY TO THRIVE.**

Because when optimism returns, so does possibility.
And that **changes everything, for people, for brands, for culture.**



SELENE BROPHY

City Editor, Time Out Cape Town

Mapping experiences for a city like Cape Town is quite remarkable for me. It's more than just a job, showcasing the best restaurants, live gigs, and things to do. I love capturing the human moments that make our city shine. There's a spark here that brings tangible joy from everyday local life and I'm proud to say that it feels distinctly homegrown. Travelling abroad recently, I was struck by how people's faces light up when they hear I'm from Cape Town — whether they'd visited or were planning their first trip. It reminded me that our city inspires joy far beyond its borders. I think that spirit is at the heart of Time Out South Africa's Joy Revolution, and it's that spirit that drives everything we do.

“There's a
spark here
that brings
tangible joy”



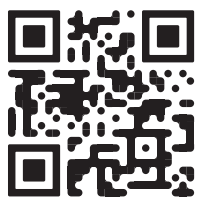
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LIESL BARTLETT

City Editor, Time Out Johannesburg

Summer in Johannesburg is all about festivals, and this year, the city's scene is absolutely exploding. From boutique lifestyle gatherings to massive music takeovers, there's something for every kind of person and every genre of sound. As someone who loves discovering new events, there's nothing quite like watching Joburgers come alive in these spaces. Strangers connecting over a beat, a drink, or a shared moment under the summer sky. It's that collective energy that makes the city's festival culture so special.

I recently attended the Luxurious Marble Circus, a sensory feast of flavours, fashion, and phenomenal performances. Every crowd, every vibe, every style was represented; proof that Johannesburg doesn't just host festivals, it celebrates them as a way of life. If this event was anything to go by, we're in for one unforgettable season of music, connection, and pure summer joy.



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PURE MONSTER SOUND

Powering the moments that bring us together.

NOW IN
SOUTH AFRICA

THE MONSTER STORY

Born in 1979 from the mind of engineer-musician Noel Lee, Monster changed the way the world hears music. What started in a small San Francisco garage grew into a global audio brand behind unforgettable moments around the world.

Monster created the world's first high-performance speaker cable and helped shape culture through iconic collaborations — most famously the early Beats by Dr. Dre era, where Monster engineering helped spark a global headphone movement. Over the years, the brand partnered with influential artists and athletes including Lady Gaga, Mary J. Blige, Miles Davis and Shaquille O'Neal — creators who helped cement Monster's place in music, sport, and style.

But what matters most isn't the technology — it's the emotion behind it.
Monster exists to make sound feel alive.



LIVE.
LIFE.
LOUD.

WHY SOUND MATTERS

Great sound does more than play. It sets atmosphere, fuels connection, and turns everyday moments into memories. In South Africa, where joy is shared and carried by music, Monster exists to amplify the moments that bring people together.

BUILT FOR THE SA LIFESTYLE!

Outdoor adventures.

Speakers built for impact, range, and resilience.

Weekend braais.

Warm bass, rich clarity, effortless ambience.

City nights & social energy.

Design that feels premium. Sound that feels alive.

Everyday joy.

Pure Monster Sound for the moments that matter most.

MONSTER
BECAUSE THE MUSIC MATTERS.

SMILING

THROUGH THE STORM: HAPPINESS, SOUTH AFRICAN-STYLE

If happiness had a passport, South Africa would stamp it with a mix of contradictions: sunshine and braais on the one side, potholes and politics on the other. But here we are, still managing to laugh when the Wi-Fi dies mid-Zoom. Eskom pulls the plug, or the price of petrol climbs higher than Table Mountain.

The question is: what does “being happy” really mean to us as South Africans? We need to look not only at statistics but also at how we live, cope, and laugh in the face of challenges. We will begin with what the numbers say.



BY YASEEN ALLY

Research Psychologist and Registered Counselor

Kuiper (2012) found that humour operates as an effective coping strategy by allowing emotional distancing from stressors. In South Africa, this can be seen in how young people use jokes about inequality or student life to reframe stress into solidarity. Studies of resilience in sub-Saharan Africa confirm that identity, peer connection, and humour all buffer psychological distress in high-adversity contexts (Govender et al., 2018; Eloff et al., 2020).

Thus, the humour we see in South Africa is not trivial, it's more functional. It allows individuals to regulate their emotions, groups to affirm solidarity, and societies to critique power without open conflict. In this sense, humour becomes both a psychological mechanism and a cultural survival strategy (Dynel, 2021; Martin, 2007).

Happiness, Mzansi-Style

So what does happiness mean in South Africa? It's not sipping cocktails on some stress-free beach, as most are closed due to e-coli threats. It's finding joy when the lights go off mid-series finale and everyone laughs because, of course, Eskom had perfect timing. Our happiness is cheeky, stubborn, and built on a community of shared understanding. We don't pretend things are easy, but we refuse to let hardship have the last laugh. Because here is the secret – in South Africa, humour is not just entertainment but resilience with a punchline. And in a land where reality often feels like satire, laughter isn't an escape, it's a strategy.

So go ahead and light that candle, pour that cup of rooibos, and laugh at the madness. That's happiness, Mzansi-style!

JOY CREATES CONNECTION



MERVYN NAIDU

Commercial Manager, Time Out South Africa

Email: mervyn.naidu@timeoutsouthafrica.com

Phone: 082 727 0278

What does the science say?

A recent study shows that the average South African rates life satisfaction at 5.9 out of 10 (Bothma & Veenhoven, 2024). That's a respectable 'meh' on the global happiness scoreboard. We are, according to this study, right at the middle of the pack. Long-term surveys support this, suggesting that we have been hovering over the 6/10 mark for a number of years (Rothmann, 2014). This is slightly different from the World Happiness Report, placing us below the global average (Helliwell et al., 2024), ranked at 83 out of 143 countries in 2023. Our average happiness score of around 5.2 (on a 0-10 scale) is slightly below the global mean of 5.56.

Despite our ranking, researchers note that South Africans continue to show resilience and adaptive coping, especially among youth populations (Govender et al., 2018). One could argue that humour, satire, and laughter are utilised by South Africans to collectively make sense of the situations they find themselves in.

The Psychology of Humour:

Why We Laugh (Even When It Hurts)

Humour is not just a frivolous luxury, it is a psychological tool. Research has found that self-enhancing humour predicts more stable positive affect, in other words, it helps people keep a steady emotional balance in turbulent times (Dionigi, 2023; Cann & Collette (2014).

Distinctiveness in the Market

The findings from the Joy Revolution survey positions Time Out South Africa with distinctiveness in the market. This is our crystal ball peering into 2026 and beyond, full of hope and optimism – so says our audience, who just happen to be your customers and clients.

Brands & Belonging

Brands that play in the space of joy invariably invoke better brand loyalty and resonance. Time Out is that trusted friend that curates experiences and content that our audience gravitates towards. When your brand is woven into that narrative, we open doors for engagement.

Experience Economy in Action

Our audience is looking for experiences and flexibility. This speaks to an empowered and discerning consumer who understands the power of their rand. With the help of our experienced editorial team, we have our finger on the pulse of the best experiences across our eight pillars: food, drink, travel, dating, sustainability, nightlife, sports, and entertainment. We bring the experience economy to life, with your brand at the centre of it.

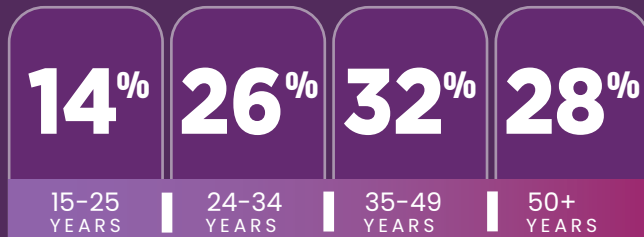


This comment from one of the respondents best sums up how we would like to work with you and your brand:

“To thrive in 2026, we don't need more, we need each other.”

your No.1 feel good station™

AVERAGE AGE: **38** YEARS



Location



Device



86% OF JACARANDA FM LISTENERS ARE HOUSEHOLD DECISION MAKERS

THE “FEEL- GOOD” FACTOR

Jacaranda FM is your no. 1 feel-good station - a brand synonymous with warmth, positivity, and connection. We invite our partners to share in that feel-good energy and connect with audiences in ways that are easy and authentic.

WEBSITE INSIGHT:

www.jacarandafm.com

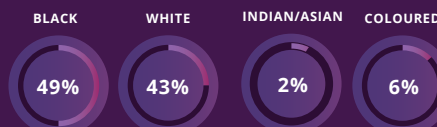


TIME SPENT LISTENING



3h05

RACE BREAKDOWN



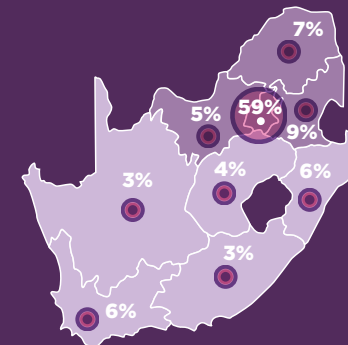
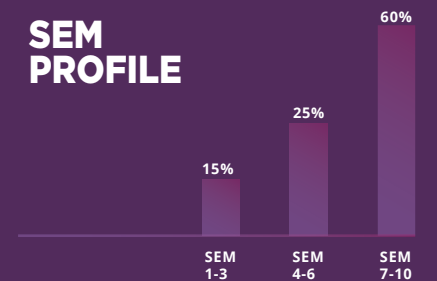
POPULAR CONTENT



SOCIAL MEDIA REACH

1 164 534

SEM PROFILE



Strong reach across Limpopo, Mpumalanga, and the North West, with 35% of the audience based in these regions.



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