



TV HABITS

- **Device** used to regularly watch any TV content.
Smartphone: 49%
Laptop:40% Smart TV:44%
- **Hours** Spend watching TV: 1-10 hours:33% 11-35 hours: 46% More than 36 hours 42%
- **Activities** done either Online/Offline.
Standard live broadcast 42% Subscription TV:38%

South Africa's premier lifestyle channel focusing on the home and all things...

DEMOGRAPHICS



48% Male
52% Female



National Reach
32% Gauteng / 68% Rest of Province



54% SEM H
36% SEM M



32% Matric
36% Post Matric



74% Black
26% Coloured / Indian / White



44% Married/With Partner
51% Single/Divorced



45% 15-34 y.o.
55% 35+ y.o.
Average age: 37



51% employed



Audience
2,380,000

Followers
7,894

Total Likes
21,000

Follower Count
3,316,000