



TV HABITS

- **Device** used to regularly watch any TV content.
Smartphone: 53%
Laptop: 44%
Smart TV: 48%
- **Hours** Spend watching TV: 1-10 hours: 37%
11-35 hours: 55%
More than 36 hours: 43%
- **Activities** done either Online/Offline.
Standard live broadcast: 47%
Subscription TV: 41%

All Things Motoring

DEMOGRAPHICS



58% Male
42% Female



31% SEM H
62% SEM M



85% Black
15% Coloured /
Indian / White



61% 15-34 y.o.
39% 35+ y.o.
Average age: 31



National Reach
36% Gauteng / 64% Rest of Province



32% Matric
39% Post Matric



45% Married/With Partner
53% Single/Divorced



62% employed



Audience
1,391,000



Followers
57,900



Total Likes
44,323



Follower Count
178,000