



**Viewership**  
(TAMS Jan 2026)  
**1 828 528**

**YouTube**  
(Subscribers)  
**73 500**



**Viewership**  
(DStv-i Jan 2026)  
**3 577 497**

**Viewership**  
(BrandMapp 2025)  
**413 000**



**Facebook**  
Follower Count  
**70 400**



**Twitter**  
Follower Count  
**8 652**



**Instagram**  
Follower Count  
**74 045**

**PSYCHOGRAPHICS**

The Ignition TV audience lives in upper income households and is financially independent. Leading a healthy lifestyle is very important to them. They plan to buy or change their car next year and they regularly read motoring magazines. These individuals plan holidays and stay in hotels or guest houses, which indicates higher levels of discretionary income.



Reach:  
**72%** Gauteng, KZN and WC

**69%** Post Matric education

**82%** Male  
**18%** Female

**76%** working

**75%** Black  
**25%** White / Coloured / Indian

Average age:  
**45**

**72%** SEM 7+

**65%** live in a household with more than one income earner

**TOTAL AUDIENCE\***  
**639 597**

**Average monthly income**

Household	R41 632
Personal	R31 325



\*Total audience = Viewership BrandMapp + Social Media followers.

Sources: BrandMapp 2025, Social media Jan 2026, DStv-i and TAMS Jan 2026