

GROOTplaas

Weeksdae

05:30

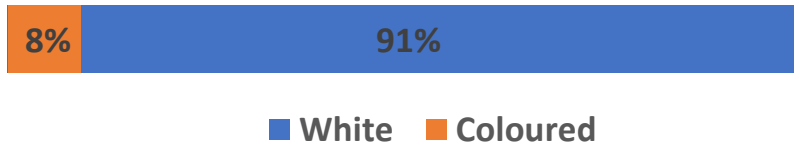
@kykNETtv



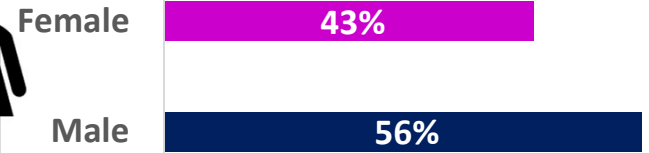
GROOTplaas - Demographics



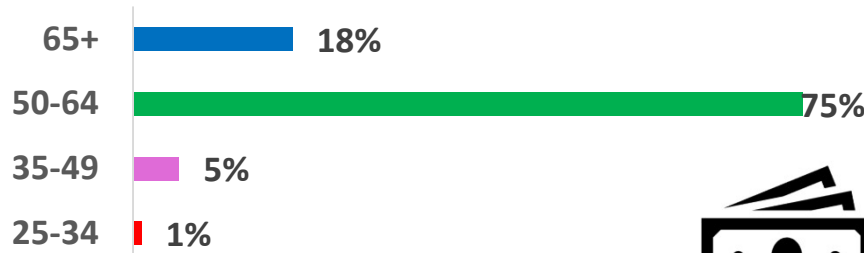
Race Group



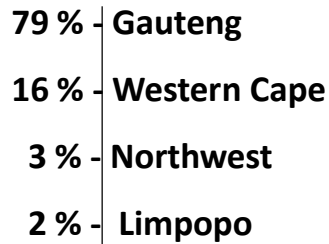
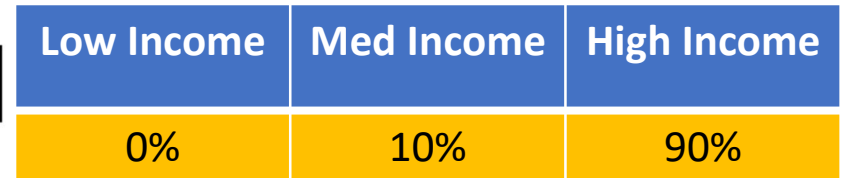
Gender



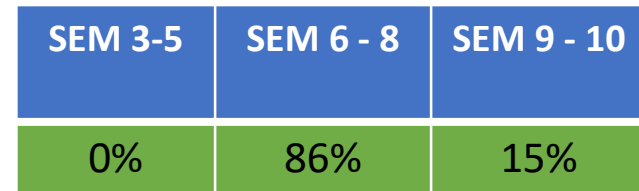
Age



Income



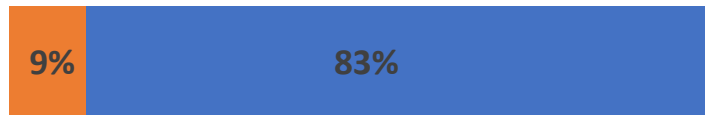
SEM



GROOTplaas- Demographics



Race Group



■ White ■ Coloured



Gender

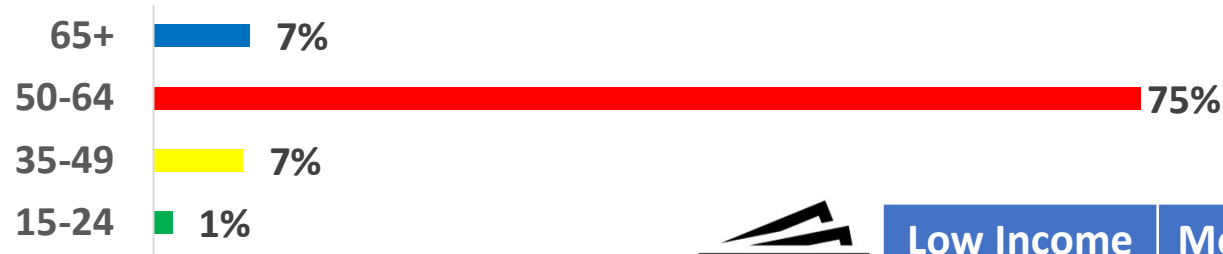
Female



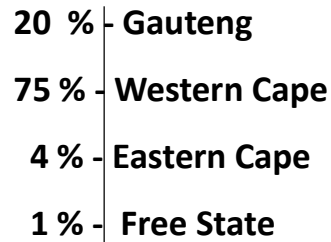
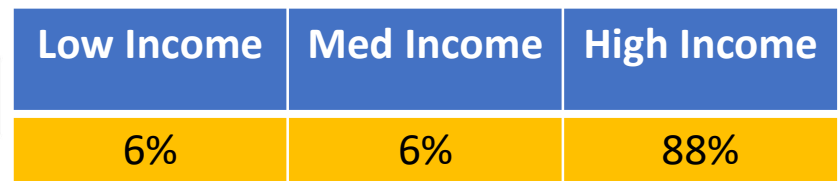
Male



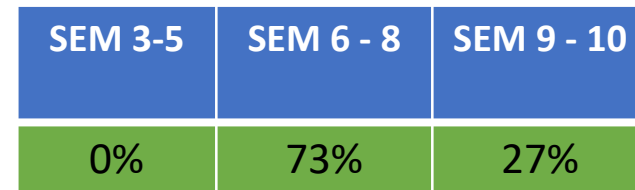
Age



Income



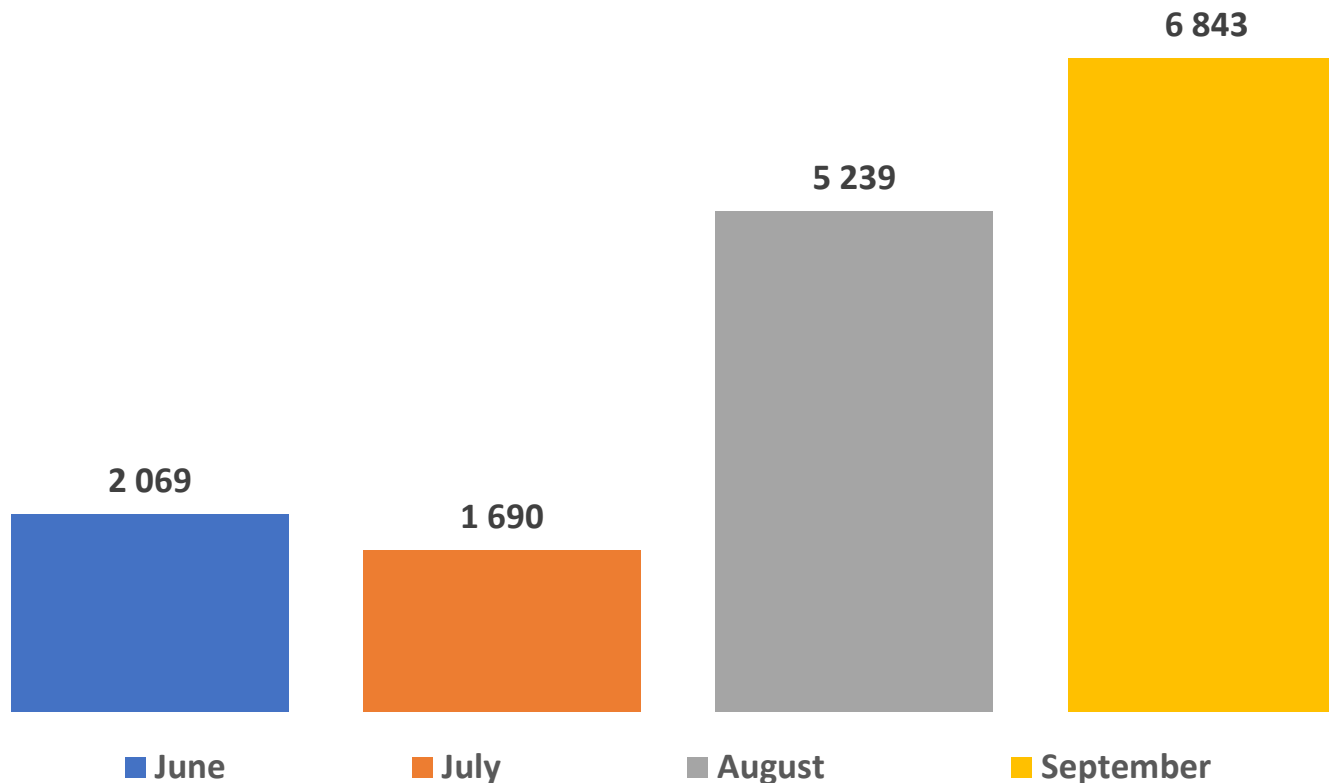
SEM



2022

AMR - Average Minute Rating - Average number of individuals who have seen a specific program or daypart

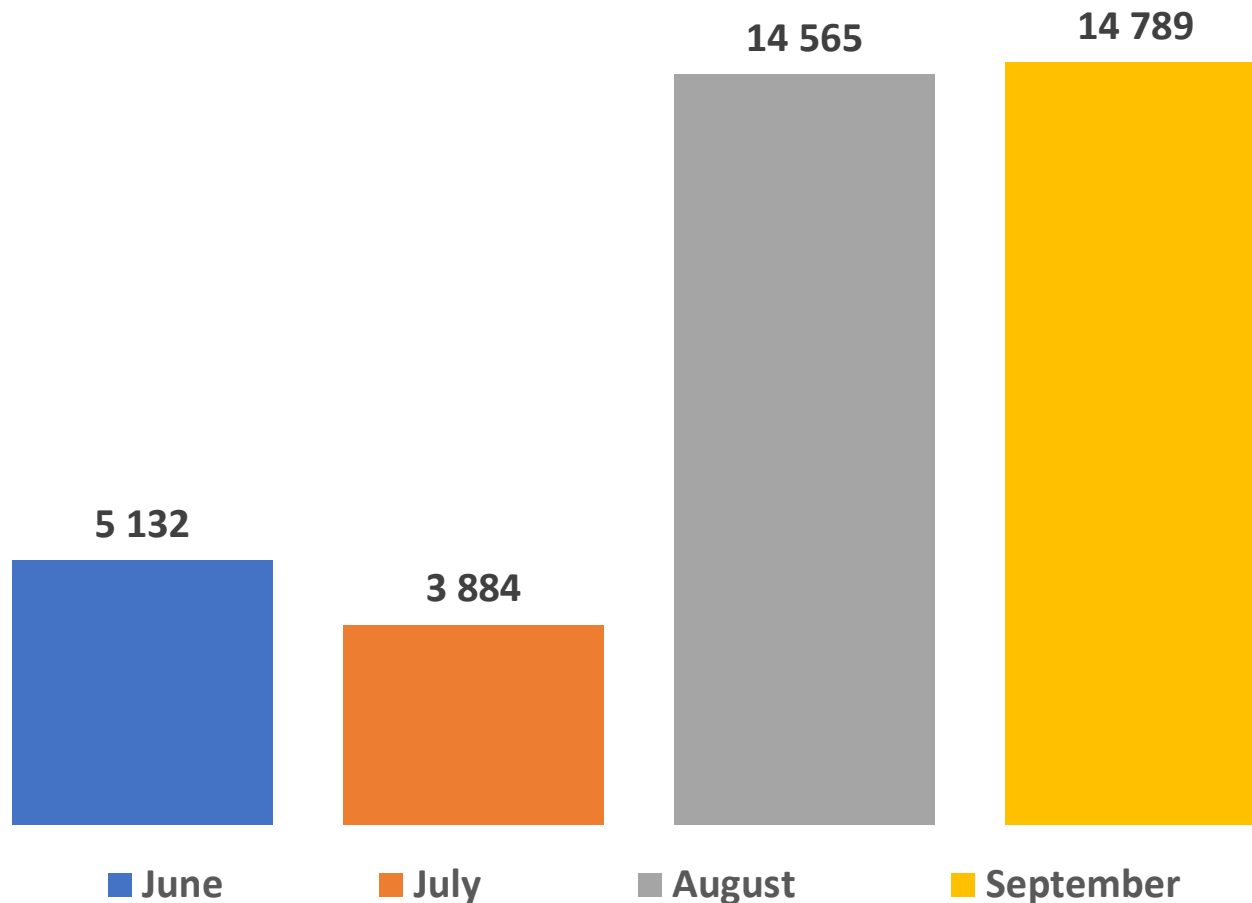
Average 79 205 per month who seen the program



2022

RCH - Reach - Number of different individuals watching at least one minute of a program or daypart

Average 191 850 per month who watch at least one minute of the program



2022

ATS - Average Time Spent - Average number of minutes seen by each individual who has seen the program or daypart

