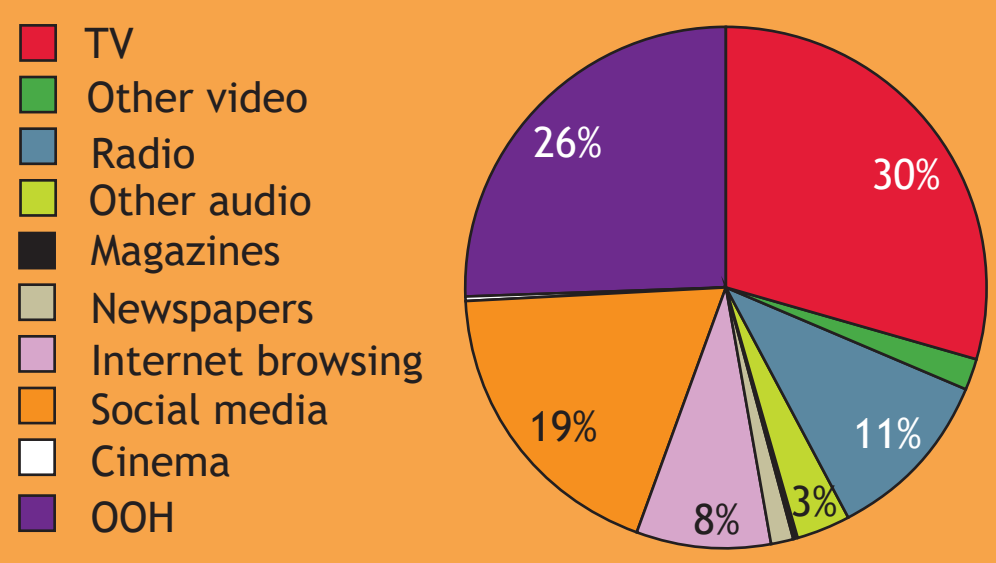
# TouchPoints: In Focus

## Housewives with children in Household

TOUCH POINTS 2017

The peak time for housewives with children in the household to be out of home is 15:00 - 15:30 on a Friday

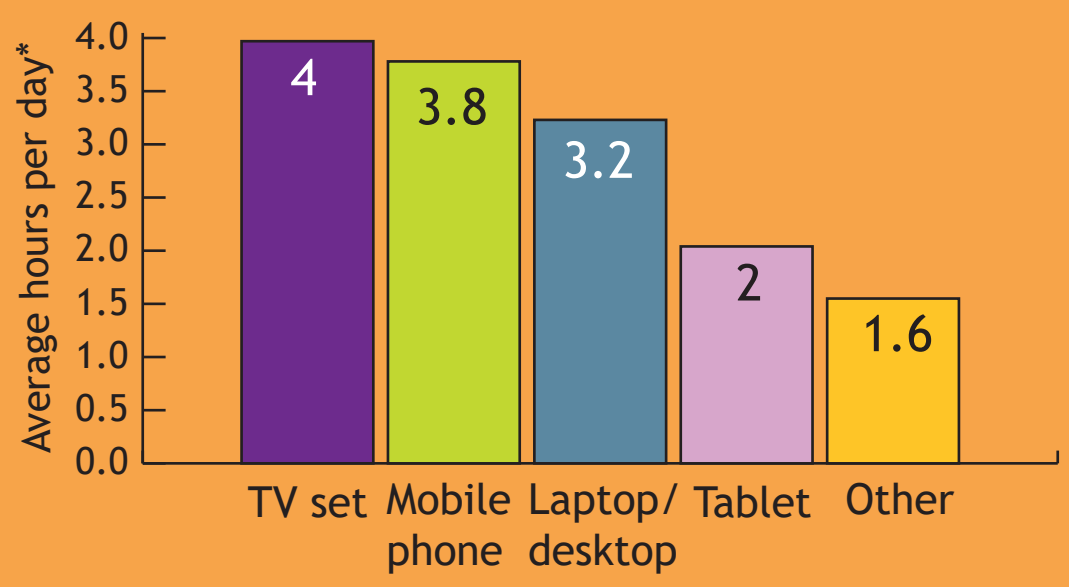
Share of media time




Housewives with children in the household are 46% more likely than the average adult to agree "I like to receive emails from brands I have shopped with when they include discount offers"

Housewives with children in the household are 56% more likely to agree "I find it hard to find time to relax" compared to the average adult

Daily hours spent using devices for housewives with children in household




*based on meanz hours per days participated