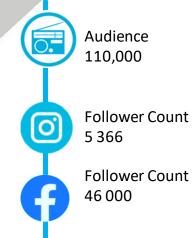


mpumalanga azishe



LISTENING HABITS

- 46% listen to radio via podcast.
- 48% Often listen to the radio (6 or 7 days a week).
- <u>Like listening to:</u>
 - •90% the music.
 - •88% Local news.
 - 67% Sport.
 - •62% competitions.





Mpumalanga's Hottest Radio Station

DEMOGRAPHICS



74% Male 27% Female



44% SEM H 40% SEM M



94% Black 6% Coloured / Indian / White



65% 15-34 y.o. 35% 35+ y.o. Average age: 33



National Reach 88% Mpumalanga



27% Matric 40% Post Matric



29% Married/With Partner 64% Single/Divorced



44% employed



Sources: FUSION 2022, Social Media Oct 2023

33 300

Follower Count