RISE fm

mpumalanga azishe

Audience
110,000

Follower Count
5 366

Follower Count
46 000

Follower Count
33 300

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.

RISE fm

Mpumalanga's Hottest Radio Station

DEMOGRAPHICS

74% Male
27% Female

National Reach
88% Mpumalanga

44% SEM H
40% SEM M

27% Matric
40% Post Matric

94% Black
6% Coloured / Indian / White

29% Married/With Partner
64% Single/Divorced

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

44% employed

Sources: FUSION 2022, Social Media Oct 2023

ARENA HOLDINGS