



Adult Radio for the Young at Heart

## LISTENING HABITS

- 36% listen to radio via podcast.
- 60% Often listen to the radio (6 or 7 days a week).
- Like listening to:
  - 92% the music.
  - 87% Local news.
  - 65% Sport.
  - 69% competitions.



Audience  
203 000



Followers  
23 700



Follower Count  
201 000



Follower Count  
47 100

## DEMOGRAPHICS



52% Male  
48% Female



National Reach  
97% Kwa-Zulu Natal



43% SEM H  
41% SEM M



23% Matric  
31% Post Matric



87% Black  
13% Coloured /  
Indian / White



32% Married/With  
Partner  
63% Single/Divorced



47% 15-34 y.o.  
53% 35+ y.o.  
Average age: 37



45% employed