



mpumalanga
azishe



Audience
96 000



Follower Count
5 777



Follower Count
55 000



Follower Count
33 500

LISTENING HABITS

- Average number of hours of listening to Vuma per week = 9 hours.
- 8% Listen to the station for more that 20hrs per week.
- Like listening to:
 - 92% Local news.
 - 91% the music.
 - 90% Weather.
 - 89% Advice.



Mpumalanga's
Hottest Radio
Station

DEMOGRAPHICS



75% Male
25% Female



87% Mpumalanga



17% SEM 1-3
48% SEM 4-7
35% SEM 8-10



27% Matric
40% Post Matric



90% Black
10% Coloured /
Indian / White



38% Married/With
Partner
62% Single / Divorced /
Widow



56% 15-34 y.o.
44% 35+ y.o.



52% employed

