



Adult Radio for the Young at Heart

LISTENING HABITS

- Average number of hours of listening to Vuma per week = 10 hours.
- 12% Listen to the station for more that 20hrs per week.
- Like listening to:
 - 94% the music.
 - 94% Weather.
 - 90% Local news.
 - 87% Advice.



Audience
185 000



Followers
25 600



Follower Count
219 000



Follower Count
47 600

DEMOGRAPHICS



51% Male
49% Female



98% Kwa-Zulu Natal



30% SEM 1-3
52% SEM 4-7
18% SEM 8-10



40% Matric
23% Post Matric



95% Black
5% Coloured / Indian / White



29% Married/living with Partner
70% Single/Divorced/Widow



46% 15-34 y.o.
54% 35+ y.o.



40% employed