

- Average number of hours of listening to hours.
- for more that 20hrs per week.
- - 94% the music.
 - 94% Weather.
 - 90% Local news.
 - 87% Advice.



- Vuma per week = 10
- 12% Listen to the station
- Like listening to:



Adult Radio for the **Young at Heart**

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

46% 15-34 y.o.

54% 35+ y.o.

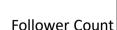


29% Married/living with Partner 70% Single/Divorced/ Widow



40% employed





Follower Count

47 600

219 000

Audience 185 000

Followers

25 600