

DEMOGRAPHIC PROFILE

East Coast Radio is KwaZulu-Natal's number one hit music station for inspiring content, updated information and making memories. It is the leading English commercial radio station in KZN, boasting an overall listenership of 1 022 000 people. The station's core audience comprises of both males and females in LSM 6-9, aged 25+ years, across all groups. 59% are in SEM 8-10, the new socio economic segmentation system that measures how you live and not necessarily what you have.

Powered by innovation and creativity, East Coast Radio provides experiences that are memorable, entertaining and compelling.

2h34

Ave. Hours per day



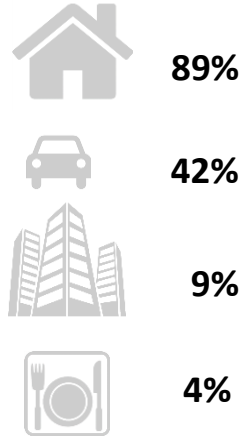
497 000

Exclusive Listeners

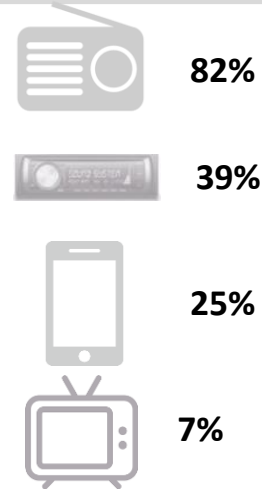
Exclusive Listenership

- **49%** of individuals listening exclusively
- Average HHI of **R23 658**
- Average age of **41**
- **50%** are employed
- **61%** in LSM 8-10 and **56%** in SEM 9-10

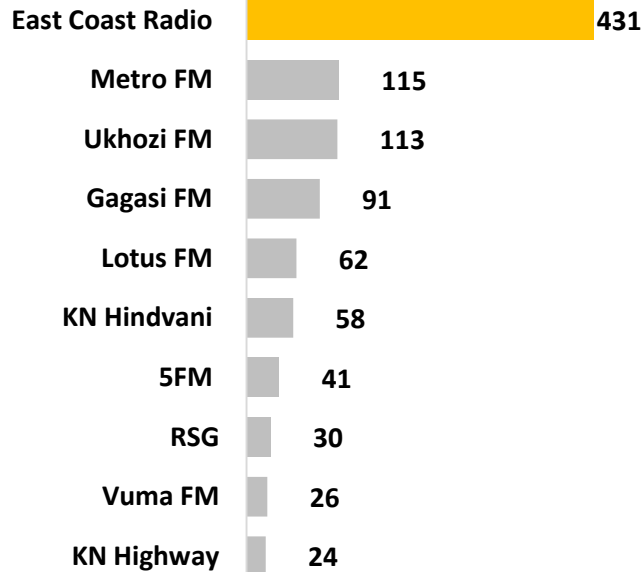
Listenership by location



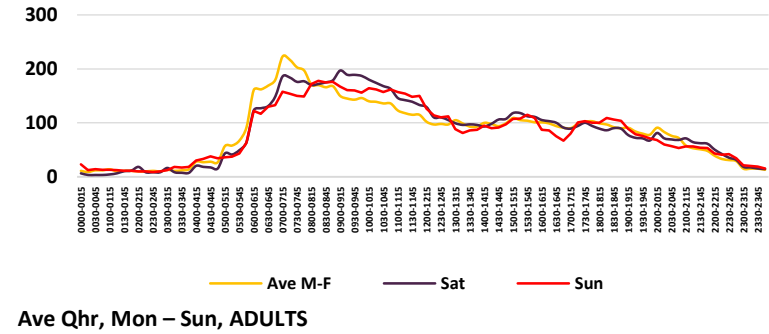
Listenership by device



#1 amongst SEM 9-10 KZN listeners ('000)



East Coast Radio enjoys robust audiences throughout the day and week







| PERSONALITY - ANY AGREE WITH | EAST COAST RADIO |
|--|------------------|
| When shopping, I usually choose the 'all natural' over the mainstream version of a product | 75% |
| I like to have control over people and resources | 74% |
| My family is the most important thing to me | 69% |
| It's hard to juggle the demands of work and family life | 69% |
| I watch my expenses very closely | 69% |
| It's important to me to be cool | 69% |
| I need to have the freedom to do whatever I want when I want | 68% |
| Religion is an important part of my life | 68% |
| I'm willing to pay extra for a product I really like | 67% |
| You only live once, so it's important to have as much fun as possible | 67% |

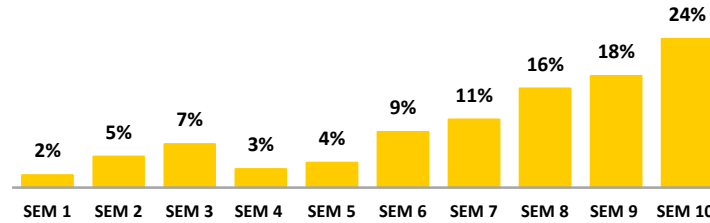
DEMOGRAPHIC PROFILE

| | | |
|---------------------|------------------------|-----------|
| Listeners (Average) | Weekly Cume | 1 022 000 |
| | Mon-Sun (06h00-18h00) | 678 000 |
| | Mon-Fri (06h00-18h00) | 664 000 |
| | Mon-Fri (04h00-06h00) | 84 000 |
| | Saturday (06h00-18h00) | 579 000 |
| | Sunday (06h00-18h00) | 572 000 |

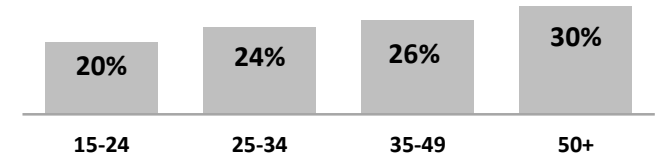
| | | |
|------------|-----------------|-----------|
| e.cr.co.za | Unique Browsers | 1 115 005 |
| | Visits | 1 854 824 |
| | Page Views | 2 354 840 |

| | |
|--------------|---|
| Social Media |  17 300 Subscribers |
| |  323 300 Followers |
| |  503 726 Followers |
| |  64 309 Followers |

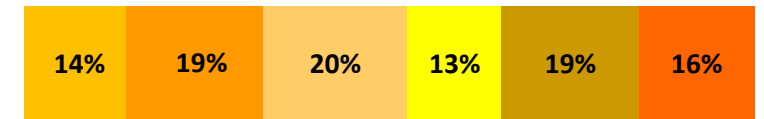
SEM (Socio Economic Segmentation)



Average age: 40 years



LSM Profile

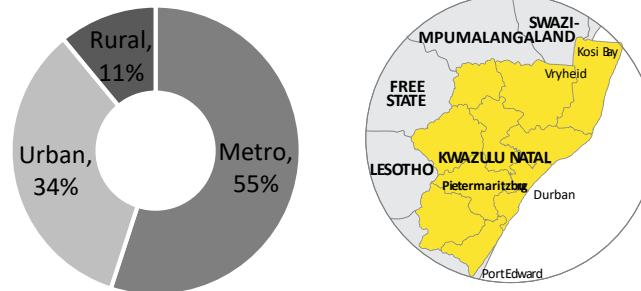


■ LSM 3 - 5 ■ LSM 6 ■ LSM 7 ■ LSM 8 ■ LSM 9 ■ LSM 10

Population profile



5 Commercial radio stations available in the region



Average Household Income: R19 566

