



# DEMOGRAPHIC PROFILE

GAGASI FM  
PERFORMANCE HIGHLIGHTS (Part 1 of 2)

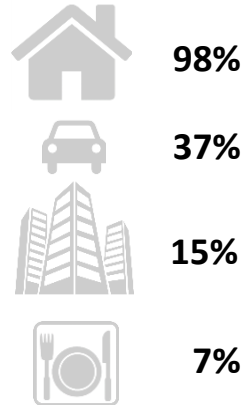


**KZN FILTER**

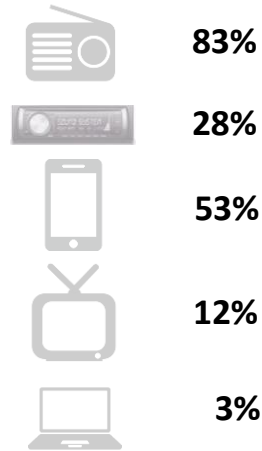
**NUMBER 1** INDEPENDENT COMMERCIAL STATION IN THE KWAZULU-NATAL.

- Gagasi FM has over 189 000 more listeners than the closest commercial station in KZN, with only 7.5% duplication between the two stations.
- The station has 522 000 exclusive listeners in KZN, who spend on average 2hours minutes daily tuned in.
- Strong and solid quarter hour week and weekend listenership in KZN.

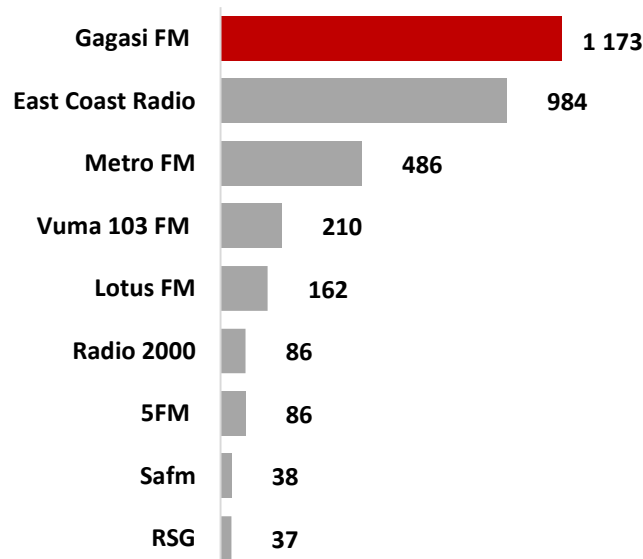
Listenership by location



Listenership by device

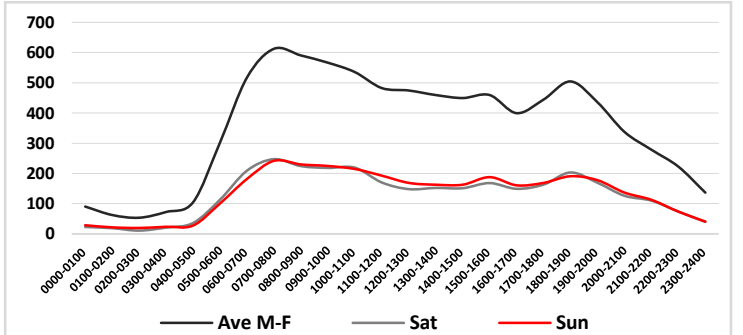


Top 10 Commercial stations in KZN '000 (Excl. ALS)

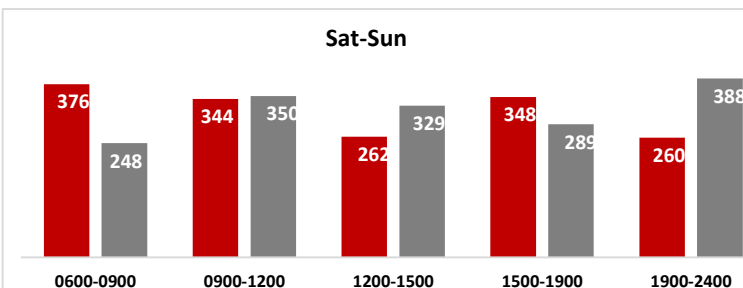
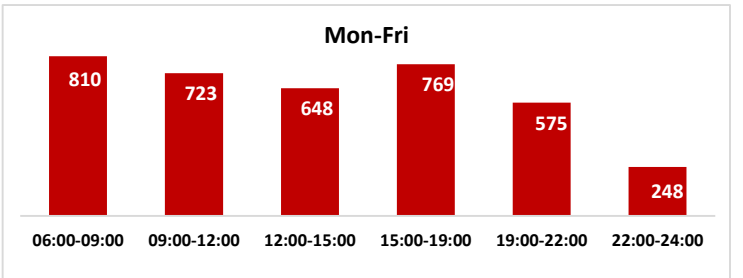


The station captures the KZN market throughout the day of the week.

Gagasi FM captures the KZN market throughout the day and week ('000)



Gagasi FM enjoys a strong average day cume by daypart listenership during the week('000)



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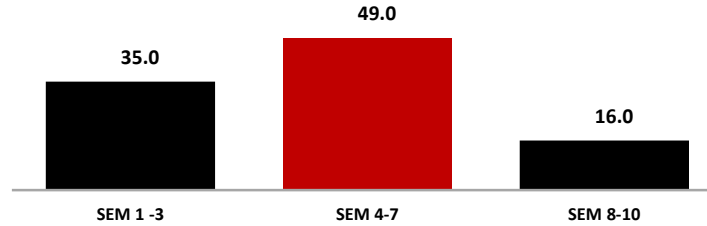
## GAGASI FM PERFORMANCE HIGHLIGHTS (Part 2 of 2)

Listeners (Average)	Weekly Cume	1 191 000
	Mon-Fri (00h00-24h00)	802 000
	Mon-Sun (00h00-24h00)	801 000
	Saturday (00h00-24h00)	801 000
	Sunday (00h00-24h00)	793 000

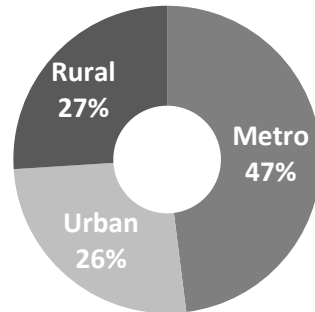
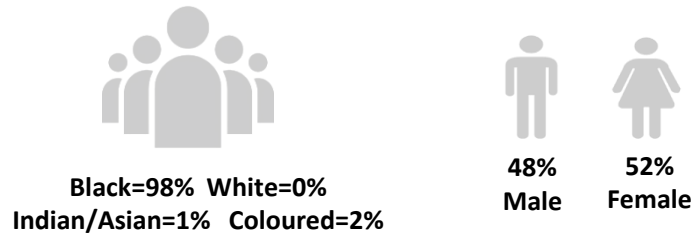
gagasiworld.co.za	Unique Browsers	17 544
	Visits	25 573
	Page Views	49 494

Social Media	370 770K Fans
	278 285K Followers
	90 740K Followers
	34 000K Subscribers

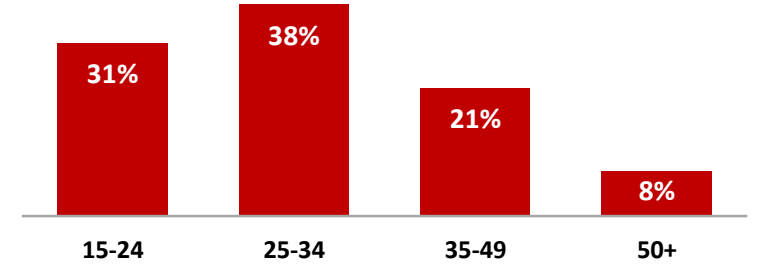
### SEM (Socio Economic Segmentation)



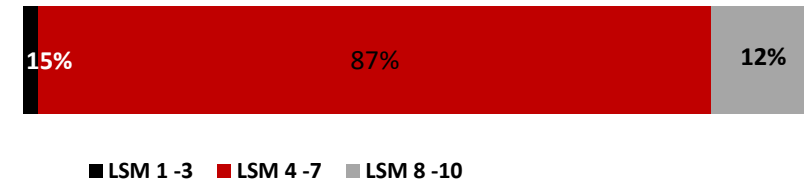
### Population profile



### Average Age: 31 years



### LSM Profile



### Average Household Income: R11 331

