

DEMOGRAPHIC PROFILE

JACARANDA FM PERFORMANCE HIGHLIGHTS (Part 1 of 2)

Broadcasts in English and Afrikaans to 1 120 000 listeners across Gauteng, North West, Limpopo & Mpumalanga. Johannesburg and Pretoria are pivotal areas and 89% of Jacaranda FM listeners in Gauteng reside here.

2h00
Daily
Time spent
listening

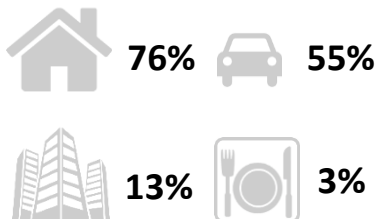


557 000
Exclusive
Listeners

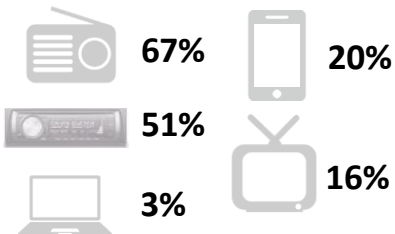
Exclusive Listenership

- 50% of individuals listen exclusively
- Average HHI of R26 962
- Average age of 42
- 67% is employed
- 73% in LSM 8-10 and 62% in SEM 9-10

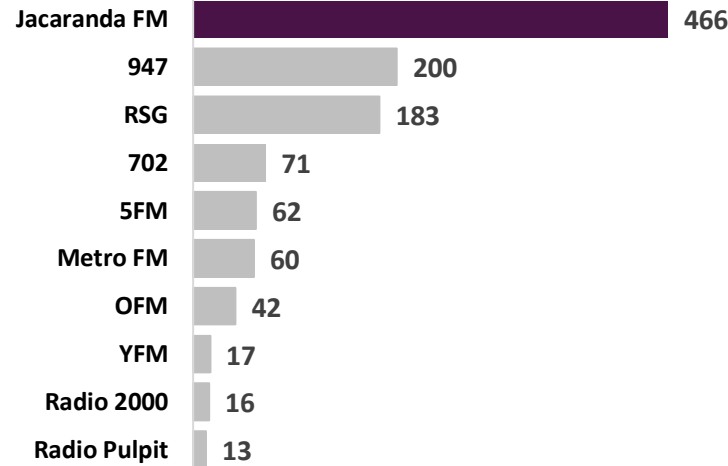
Listenership by location



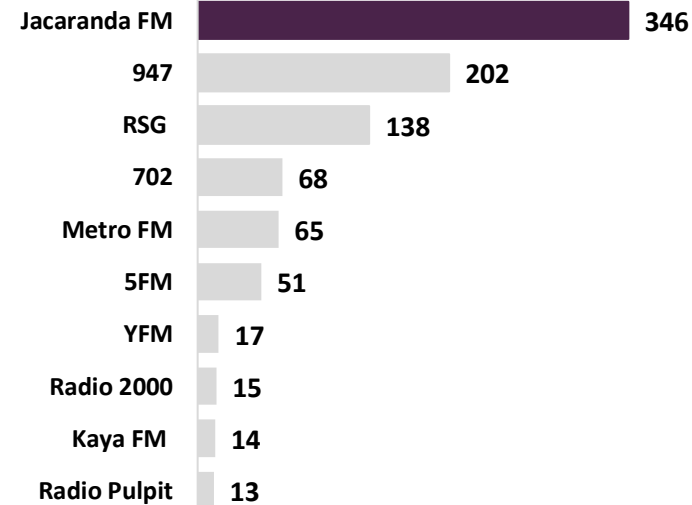
Listenership by device



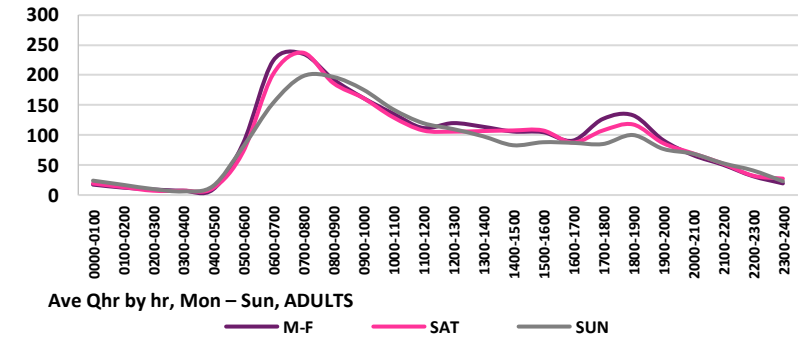
Gauteng, Mpumalanga, Limpopo, North West Afrikaans, LSM 8-10 (000)



Top 10 Gauteng Radio Stations : SEM 8-10 & Afrikaans (000)



Jacaranda FM enjoys a consistent audience flow throughout the day (Mon to Sun) – (000)



LIFESTYLE STATEMENTS LISTENERS AGREE WITH

LIFESTYLE STATEMENTS LISTENERS AGREE WITH	JACARANDA FM
The kitchen is the most important room in my home	73.5%
Companies that get involved in sponsorships are viewed more favourably than those that don't	69.7%
I base my decision on quality when deciding which fast food/quick service restaurant or outlet to visit	68.2%
I always buy brands my children prefer	67.4%
I like to research the destination before I go on vacation	65.7%
I am prepared to pay a higher price for a meal offering when eating out/ordering a take-away meal, as long as the quality is good	65.4%
How I spend my time is more important than the money I make	64.2%
I expect quick and efficient service when going out for a quick meal	63.3%
It is important to be well informed about things	63.1%
Men and women should share household responsibilities equally	62.8%
Home / office delivery is important to me in deciding which fast food / quick service outlet to use	62.3%
I am prepared to pay more for products that makes life easier	62.2%
The internet allows me to better understand the advantages of a product or brand	61.2%
I seek out electronic items with the most advanced functional features and benefits	61.1%
I am more aware of my electricity consumption due to load shedding	61.1%
It is important that a company acts ethically	60.2%
I believe I get value for money from my bank based on the service fees I pay	60.0%

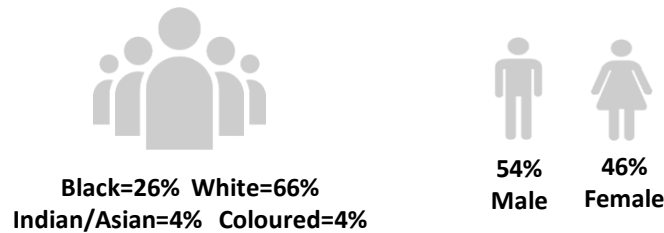
DEMOGRAPHIC PROFILE

JACARANDA FM PERFORMANCE HIGHLIGHTS (Part 2 of 2)

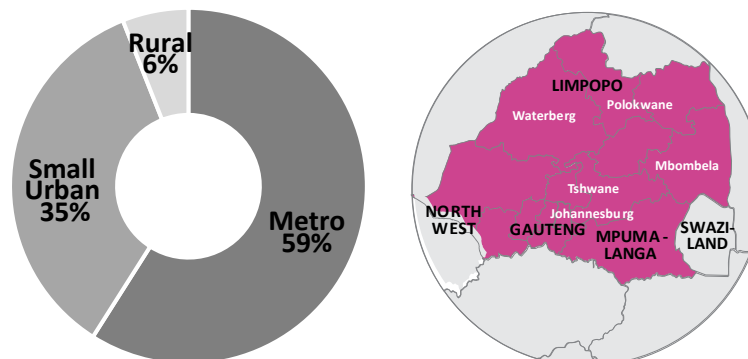
Listenership	Weekly Cume	1 120 000
	Mon-Sun (06h00-18h00)	1 095 000
	Mon-Fri (06h00-18h00)	1 037 000
	Saturday (06h00-18h00)	656 000
	Sunday (06h00-18h00)	624 000
jacarandafm.com	Unique Browsers	1 052 870
	Visits	1 994 981
	Page Views	2 593 732
Digital Audio	Digital Audio - Unique April Connections	1 177 465
Podcasts	April Access	121 250
	Breakfast with Martin Bester	93 464
	Jacaranda FM News interviews + soundbytes	16 452

Social Media		30 433 Subscribers 23 900 082 Video Views
		335 710 Facebook likes
		393 100 Followers
		37 800 Instagram likes

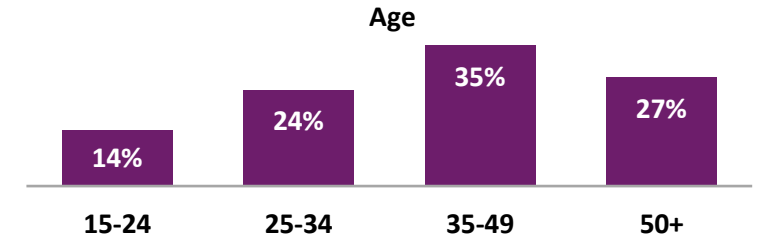
Listener profile



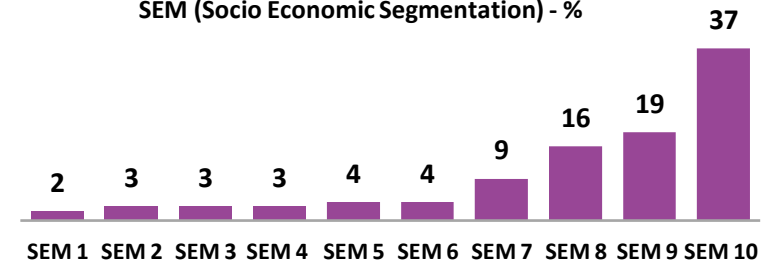
8 Commercial radio stations available in the region



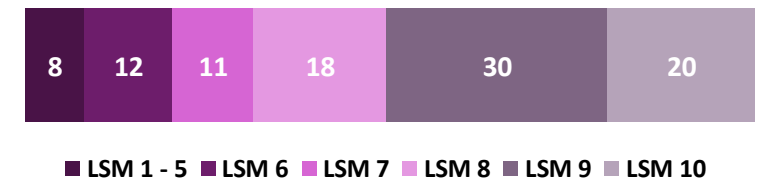
Average Age: 41 years



SEM (Socio Economic Segmentation) - %



LSM Profile - %



Average Household Income: R 23 834

