

# 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

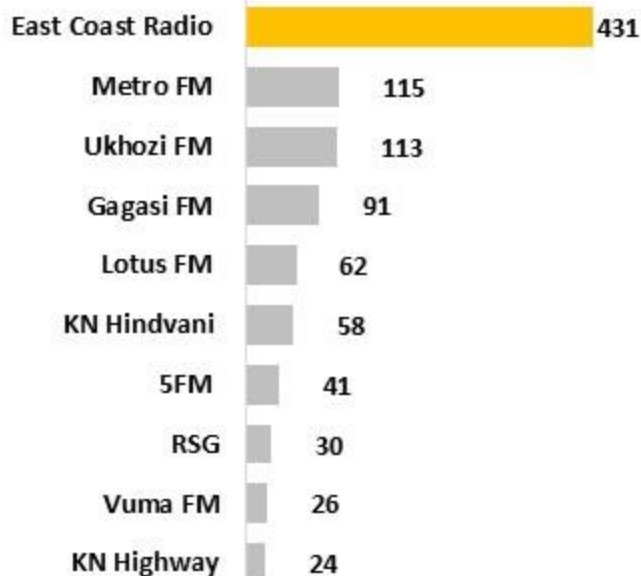
## Listenership by location



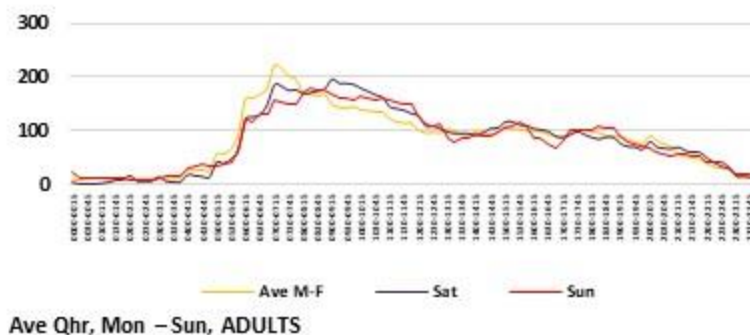
## Listenership by device



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



## East Coast Radio enjoys robust audiences throughout the day and week

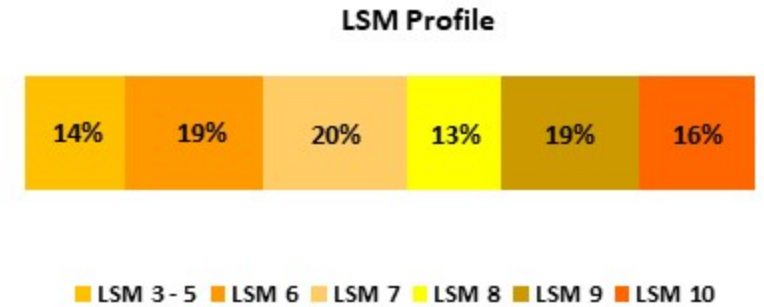
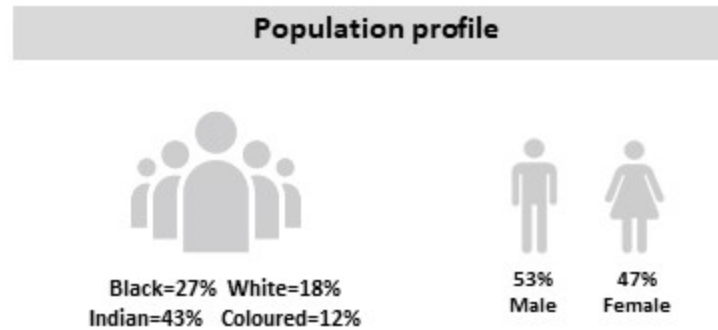
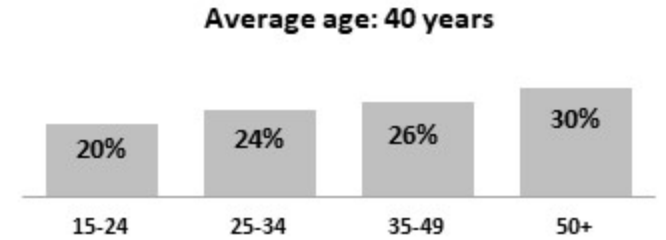
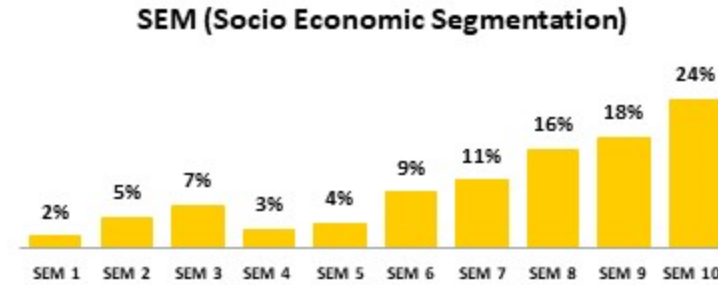


PERSONALITY - ANY AGREE WITH	EAST COAST RADIO
When shopping, I usually choose the 'all natural' over the mainstream version of a product	75%
I like to have control over people and resources	74%
My family is the most important thing to me	69%
It's hard to juggle the demands of work and family life	69%
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	897 618
	Visits	1 663 589
	Page Views	2 270 343
Digital Audio	Live Streaming	401 764
	Podcasts	124 182

Social Media		18 300 Subscribers
		333 031 Followers
		504 233 Followers
		65 775 Followers



**5** Commercial radio stations available in the region

