

# DEMOGRAPHIC PROFILE

**GAGASI FM**  
PERFORMANCE HIGHLIGHTS (Part 1 of 2)



**KZN FILTER**

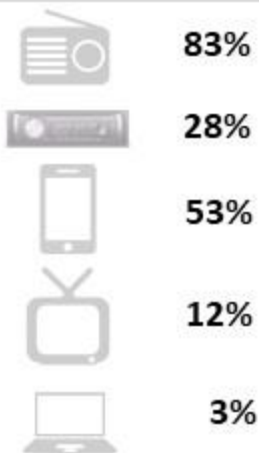
**NUMBER 1** INDEPENDENT COMMERCIAL STATION IN THE KWAZULU-NATAL.

- 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.

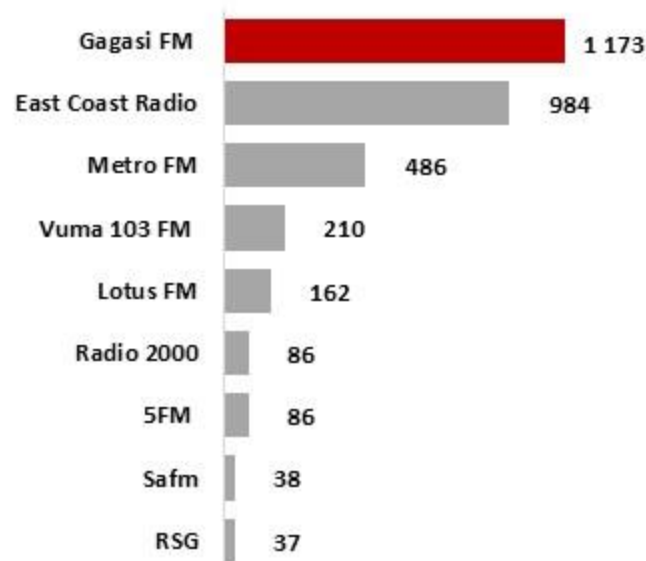
**Listenership by location**



**Listenership by device**

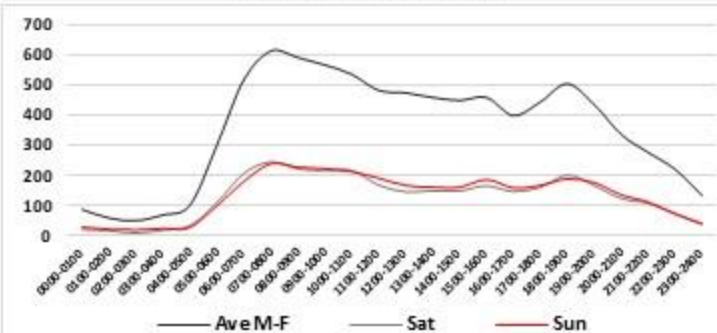


**Top 10 Commercial stations in KZN '000 (Excl. ALS)**

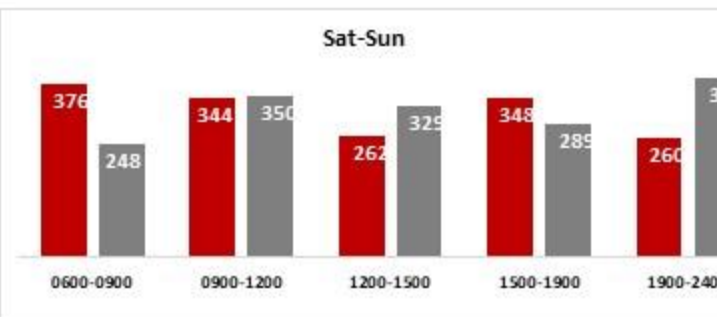
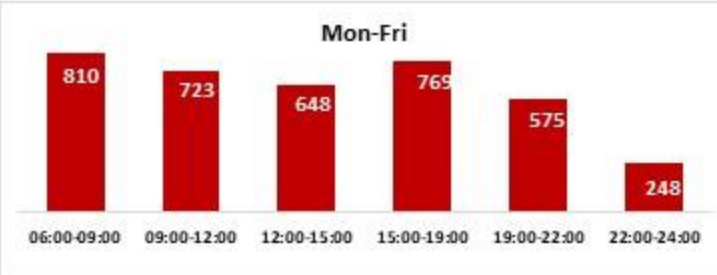


The station captures the KZN market throughout the day of the week.

**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)**



# DEMOGRAPHIC PROFILE

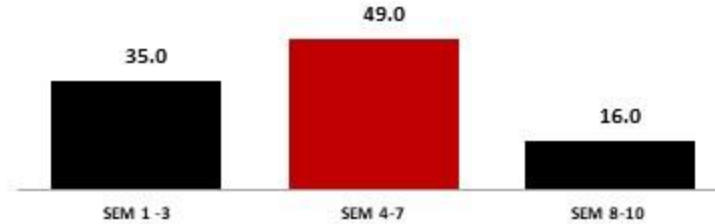
GAGASI FM  
PERFORMANCE HIGHLIGHTS (Part 2 of 2)

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

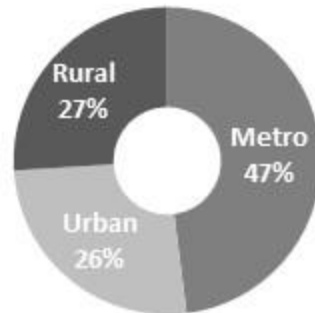
gagasiworld.co.za	Unique Browsers	14 497
	Visits	22 956
	Page Views	38 132

Social Media	380 994K Fans
	281 529K Followers
	94 891K Followers
	34 000K Subscribers

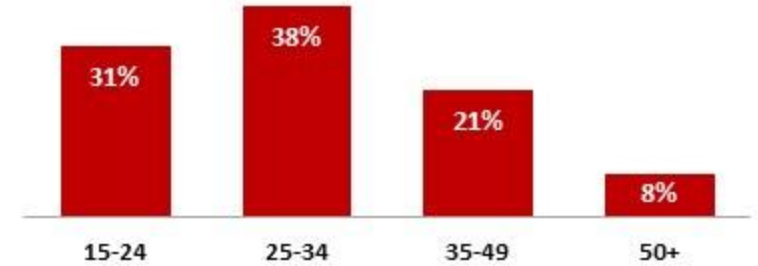
SEM (Socio Economic Segmentation)



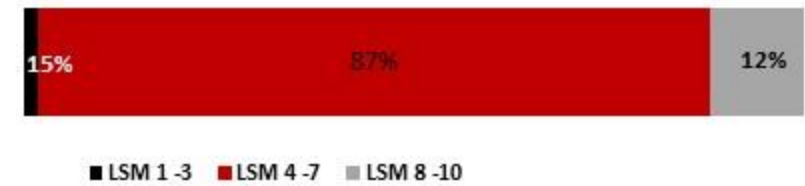
Population profile



Average Age: 31 years



LSM Profile



Average Household Income: R11 331

