

DEMOGRAPHIC PROFILE

HEART FM
PERFORMANCE HIGHLIGHTS (Part 1 of 2)

HEART FM has a total past 7 day listenership of 734 000 listeners. Heart FM is a trusted member of the community, a thought leader, an all-round entertainer and is in touch with the values that Capetonians hold most dear.

2h39

Daily
Listenership



55%

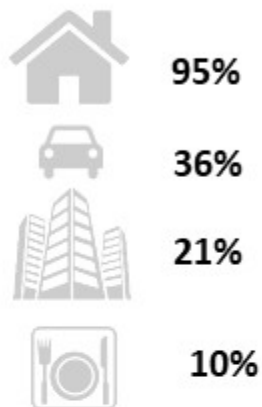
Exclusive
Listenership

WESTERN CAPE FILTER

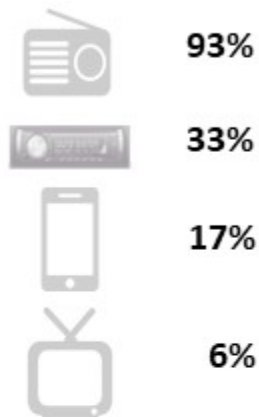
LEADING INDEPENDENT COMMERCIAL STATION IN THE WESTERN CAPE AMONG COLOURED LISTENERS.

- Average HHI of R16 557, higher than the average Western Cape HHI of R13 222.
- Highest exclusive listenership (408 000) in the Western Cape, amongst commercial radio stations.
- An average 2h39 hours daily listenership, more than any other commercial regional station in Western Cape.
- Solid weekend listenership and Sunday with a strong quarter hour listenership.

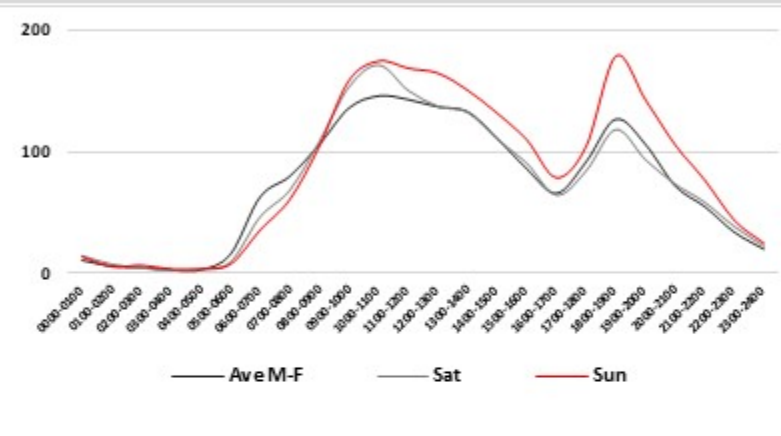
Listenership by location



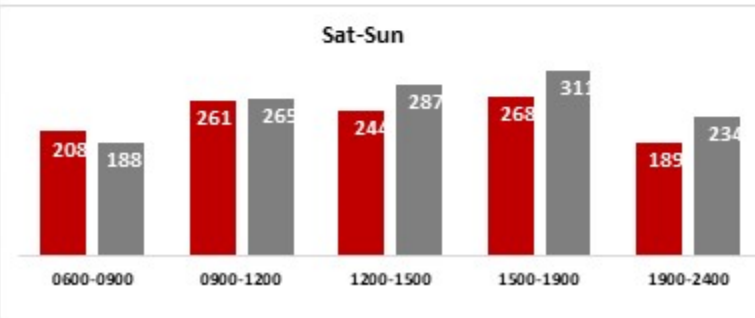
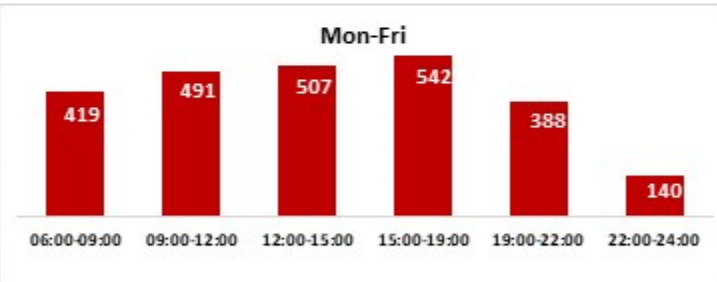
Listenership by device



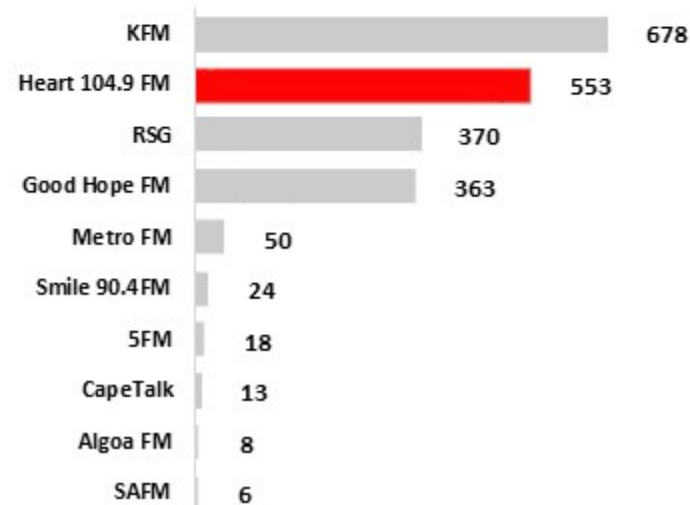
Heart FM enjoys a strong QHR listenership throughout the week (Mon to Fri) – WC filter



Ave. Qhr, Mon – Fri, ADULTS



Top 10 Stations in Western Cape ('000) among Coloured listeners

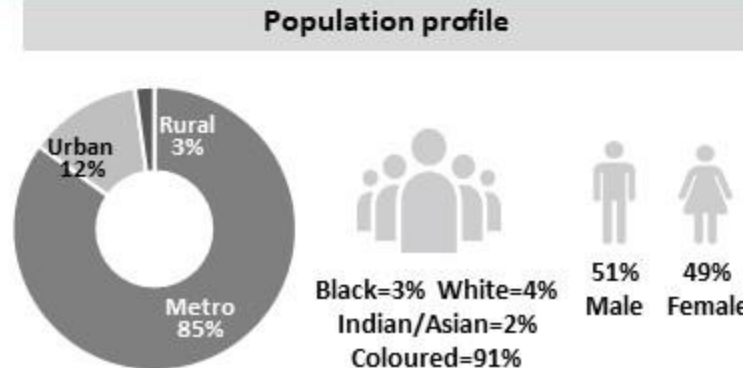
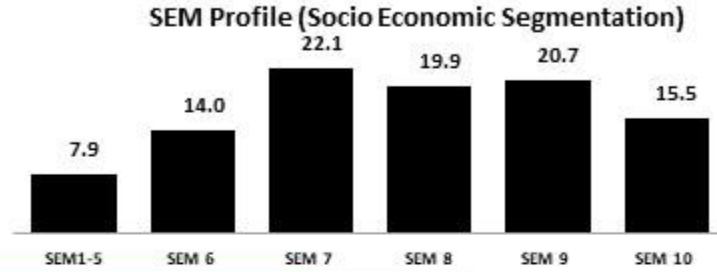


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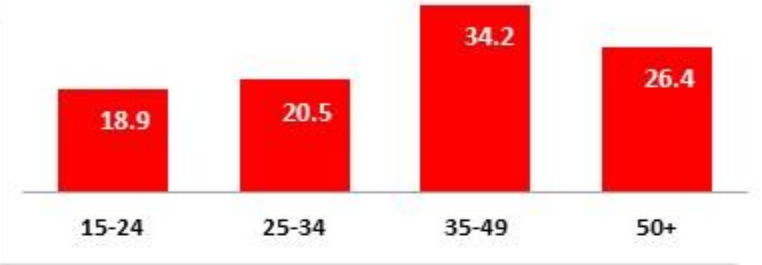
HEART FM
PERFORMANCE HIGHLIGHTS (Part 2 of 2)

Listeners (Average)	Weekly Cume	746 000
	Mon-Fri (00h00-24h00)	536 000
	Mon-Sun (00h00-24h00)	535 000
	Saturday (00h00-24h00)	526 000
	Sunday (00h00-24h00)	541 000
heartfm.co.za	Unique Browsers	128 052
	Page Views	316 265
	Visits	232 160

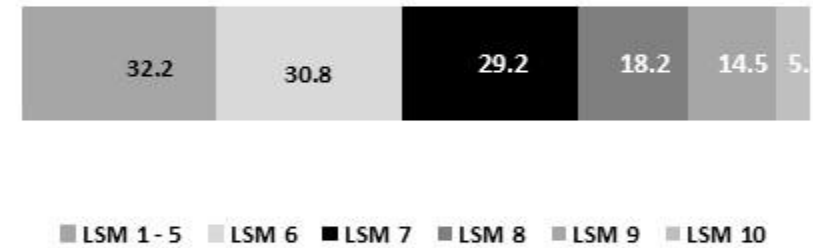
Social Media		1 520K Subscribers
		223 704K Fans
		75 221K Followers
		72 506K Followers



Average Age: 40 years



LSM Profile



Average Household Income: R16 557

