

# DEMOGRAPHIC PROFILE

GAGASI FM  
PERFORMANCE HIGHLIGHTS (Part 1 of 2)



**KZN FILTER**

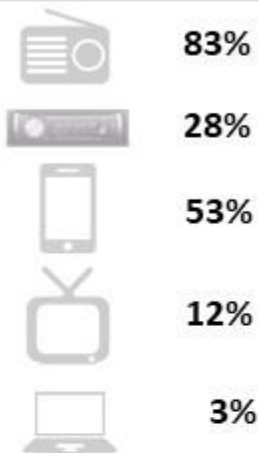
**NUMBER 1** INDEPENDENT COMMERCIAL STATION IN THE KWAZULU-NATAL.

- 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.

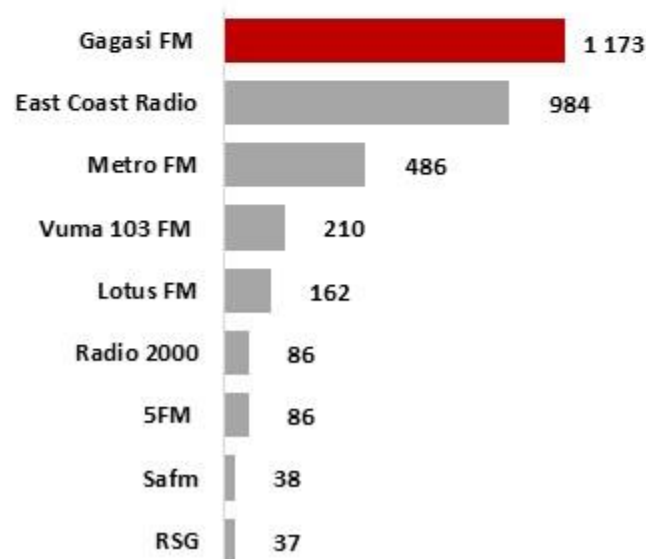
**Listenership by location**



**Listenership by device**

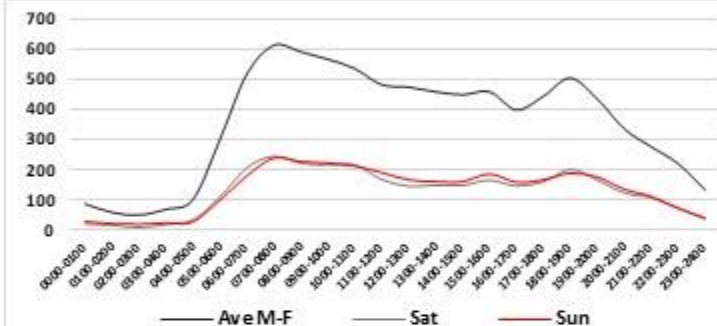


**Top 10 Commercial stations in KZN '000 (Excl. ALS)**

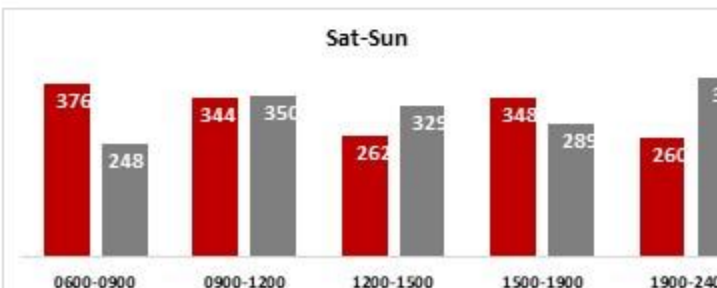
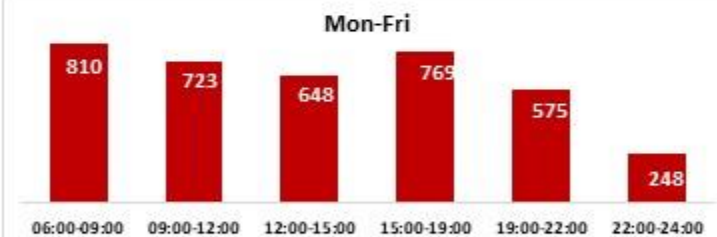


The station captures the KZN market throughout the day of the week.

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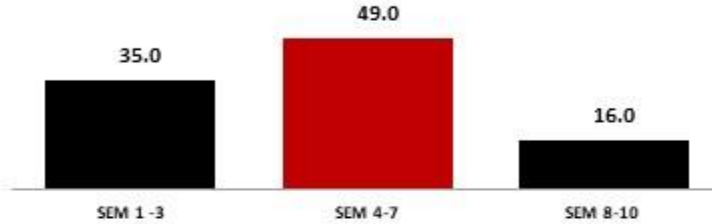
GAGASI FM  
PERFORMANCE HIGHLIGHTS (Part 2 of 2)

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

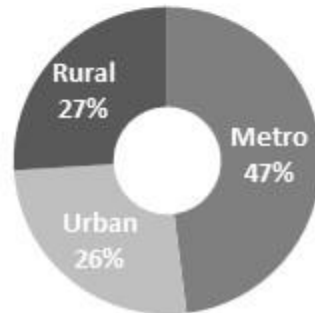
gagasiworld.co.za	Unique Browsers	22 201
	Visits	33 233
	Page Views	47 801

Social Media	391 372 Fans
	284 422K Followers
	97 825K Followers
	34 000K Subscribers

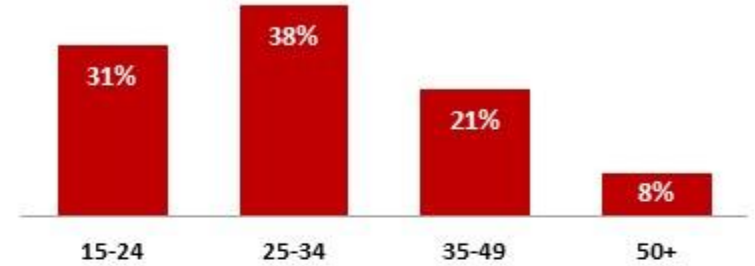
SEM (Socio Economic Segmentation)



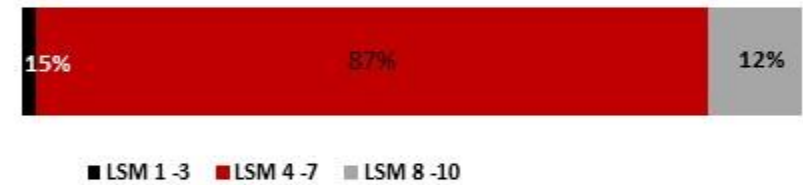
Population profile



Average Age: 31 years



LSM Profile



Average Household Income: R11 331

