

DEMOGRAPHIC PROFILE

KAYA FM PERFORMANCE HIGHLIGHTS (Part 1 of 2)

KAYA FM has a past 7 day listenership of 777 000 listeners, predominantly black. The core target market is urban, AFROPOLITAN listeners between the ages of 25 and 49 in Gauteng. KAYA FM offers a rich mix of music, news, sport and topic-driven features.

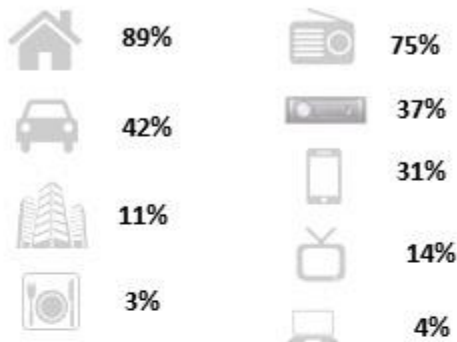
1h58
Daily
Listenership



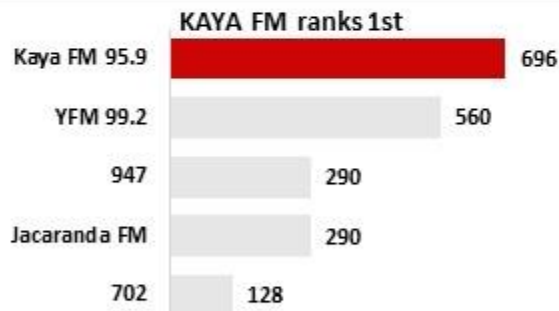
174 000
Exclusive
Listening



Listenership by location and device



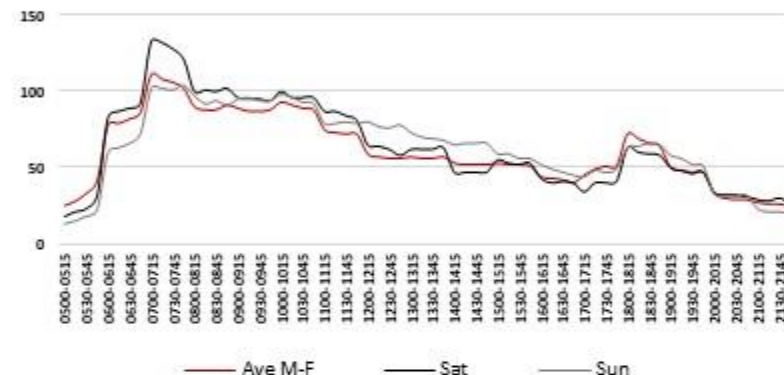
Gauteng Regional Commercial Stations : Black adults ('000)



Gauteng Regional Commercial Stations : Black, Age 25 – 49, LSM 6-10



KAYA FM enjoys a strong audience throughout the day and week (Mon to Sun)



Ave Qhr, Mon – Sun, ADULTS

Lifestyle Statements

I consider my diet to be very healthy	44%
I have an eye on calories, sugar and fat when it comes to food	50%
I am using my rewards + loyalty programs more than last year	37%
I usually consult a professional financial advisor before deciding on financial matters	53%
Price determines my brand choice	46%
I do some form of sport or exercise at least once a week	42%

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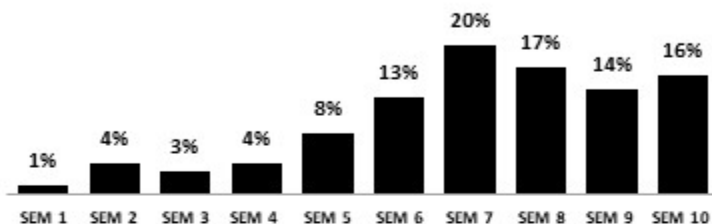
KAYA FM
PERFORMANCE HIGHLIGHTS (Part 2 of 2)

Listeners (Average)	Weekly Cume	777 000
	Mon-Sun (06h00-18h00)	754 000
	Mon-Fri (06h00-18h00)	701 000
	Saturday (06h00-18h00)	421 000
	Sunday (06h00-18h00)	393 000

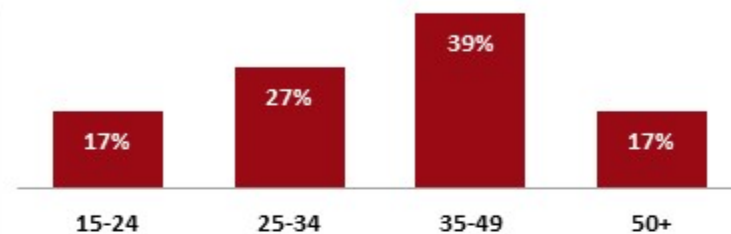
kayafm.co.za	Unique Browsers	35 204
	Page Views	137 410
	Visits	86 583

Social Media		113 000 Subscribers
		311 278 Fans
		670 653 Followers
		57 321 Followers

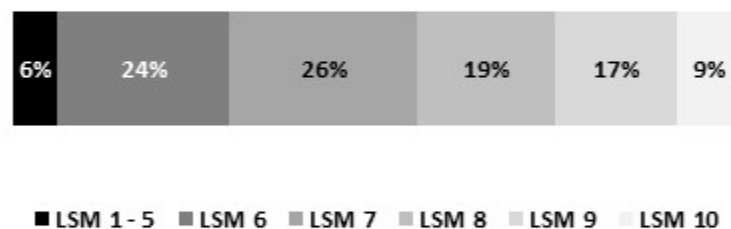
SEM (Socio Economic Segmentation)



Average Age: 37 years



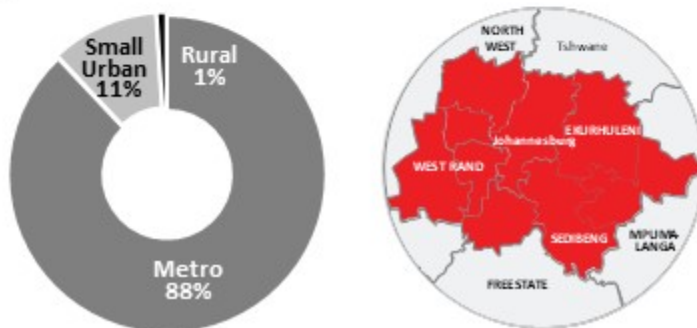
LSM Profile



Population profile



8 Commercial radio stations available in the region



Average Household Income: R17 490

