

# DEMOGRAPHIC PROFILE

## SMILE 90.4FM PERFORMANCE HIGHLIGHTS (Part 1 of 2)

Smile 90.4FM has a total past 7 day listenership of **189 000** listeners across the Cape Metro. The station plays Cape Town's best mix of the 80's, 90's & now and amplifies the good news in the Mother City.

**01h49**  
minutes

Daily  
Listenership



**65%**

Exclusive  
Listenership

### Exclusive Listeners – 65%

- **123 000** individuals listening exclusively
- Average HHI of **R35 305**
- Average age of **47**
- **71%** is employed
- **78% LSM 9-10** and **84% in SEM 9-10**
- **39%** is English and **58%** is Afrikaans speakers.

Total listenership by place



78%



73%



19%



8%

Total listenership by device



78%

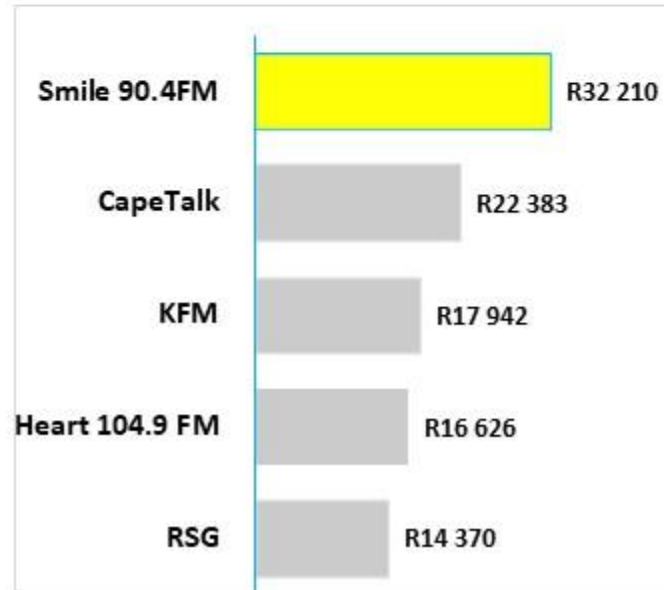


70%

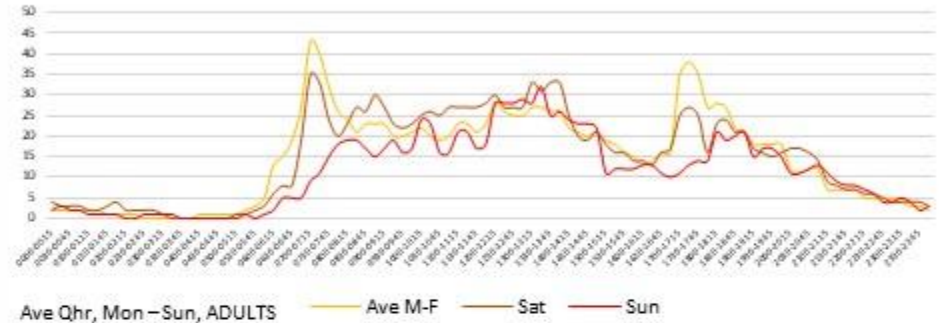


11%

Highest HHI in the WC  
listeners ('000)



Smile 90.4FM enjoys robust AUDIENCES THROUGHOUT THE DAY, throughout the week, with excellent performance on Saturday



Smile 90.4 FM broadcasts in Cape Town and surrounds. Our listeners are mature, affluent and high earners. We are a radio brand committed to being a positive factor in the lives of our listeners. Our programming is built on values of positivity, empathy and authenticity.

We are a bilingual station (English/Afrikaans) and our music mix includes 80's, 90's and current hits.

The station was awarded the Radio Innovation Award for Smile News-Amplifying the Good News in the Mother City, at the 2018 Liberty Radio Awards.

### Lifestyle Statements Listeners Identify With (With Agree)

I am very good at managing money	67%
I'm the primary decision maker in my household	64%
I prefer entertainment to 'heavy' news stories and reports	54%
I really enjoy any kind of shopping	53%
I consider my diet to be very healthy	51%

# DEMOGRAPHIC PROFILE

## SMILE 90.4FM PERFORMANCE HIGHLIGHTS (Part 2 of 2)

Listeners (Average)

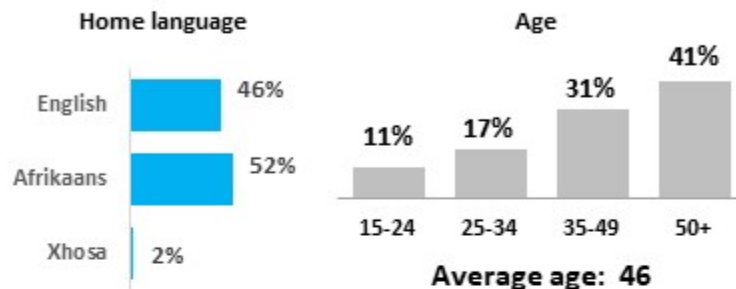
<b>Weekly Cume</b>	<b>189 000</b>
<b>Mon-Sun (06h00-18h00)</b>	<b>185 000</b>
<b>Mon-Fri (06h00-18h00)</b>	<b>178 000</b>
<b>Saturday (06h00-18h00)</b>	<b>132 000</b>
<b>Sunday (06h00-18h00)</b>	<b>101 000</b>

www.smile904.fm

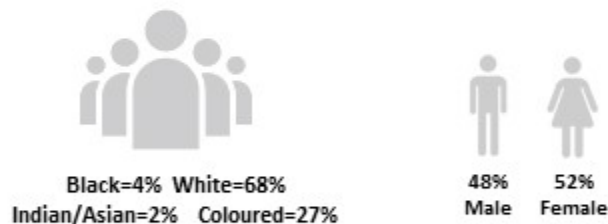
<b>Unique Browsers</b>	<b>32 292</b>
<b>Visits</b>	<b>86 419</b>
<b>Page Views</b>	<b>266 978</b>

Social Media

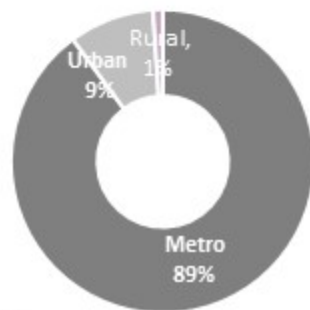
	<b>597 Subscribers</b>
	<b>81 118 Followers</b>
	<b>11 770 Followers</b>
	<b>9 850 Followers</b>



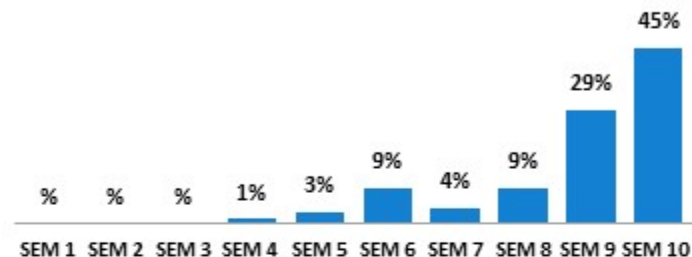
### Population profile



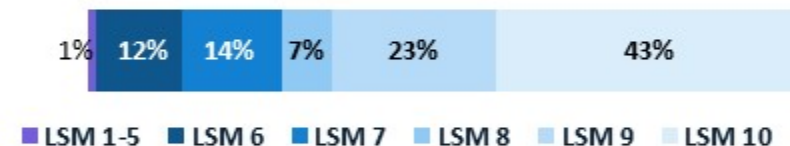
### 5 Commercial radio stations available in the region



### SEM (Socio Economic Segmentation)



### LSM



### Average Household Income : R 32 210

