

# DEMOGRAPHIC PROFILE

## JACARANDA FM

### PERFORMANCE HIGHLIGHTS (Part 1 of 2)

Broadcasts in English and Afrikaans to 1 120 000 listeners across Gauteng, North West, Limpopo & Mpumalanga. Johannesburg and Pretoria are pivotal areas and 89% of Jacaranda FM listeners in Gauteng reside here.

**2h00**  
Daily  
Time spent  
listening



**557 000**  
Exclusive  
Listeners

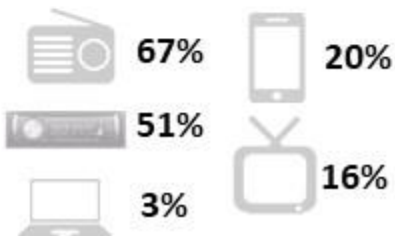
#### Exclusive Listenership

- 50% of individuals listen exclusively
- Average HHI of R26 962
- Average age of 42
- 67% is employed
- 73% in LSM 8-10 and 62% in SEM 9-10

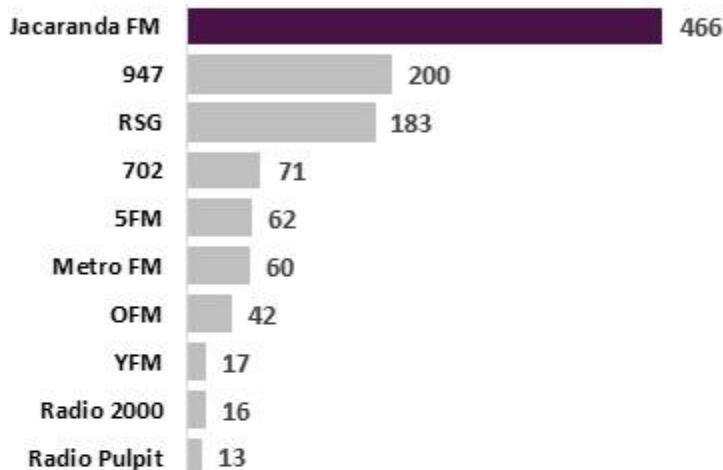
#### Listenership by location



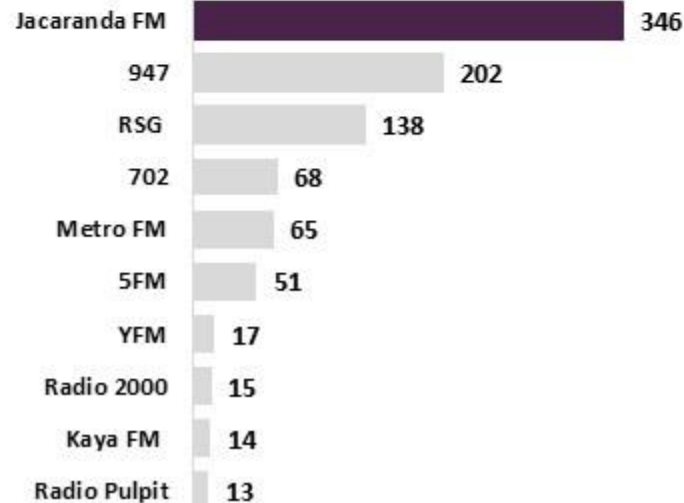
#### Listenership by device



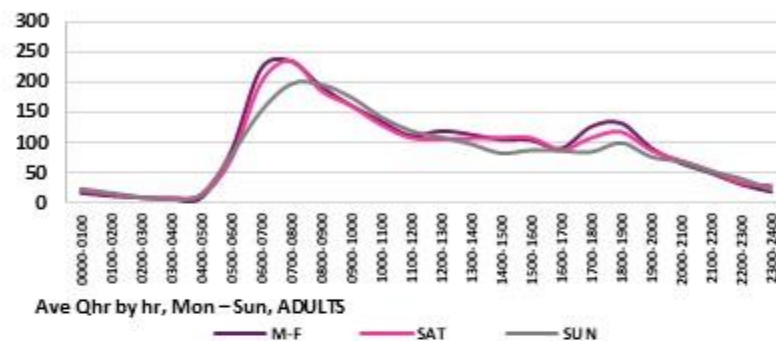
### Gauteng, Mpumalanga, Limpopo, North West Afrikaans, LSM 8-10 (000)



### Top 10 Gauteng Radio Stations : SEM 8-10 & Afrikaans (000)



### Jacaranda FM enjoys a consistent audience flow throughout the day (Mon to Sun) – (000)



#### LIFESTYLE STATEMENTS LISTENERS AGREE WITH

Lifestyle Statement	JACARANDA FM
The kitchen is the most important room in my home	73.5%
Companies that get involved in sponsorships are viewed more favourably than those that don't	69.7%
I base my decision on quality when deciding which fast food/quick service restaurant or outlet to visit	68.2%
I always buy brands my children prefer	67.4%
I like to research the destination before I go on vacation	65.7%
I am prepared to pay a higher price for a meal offering when eating out/ordering a take-away meal, as long as the quality is good	65.4%
How I spend my time is more important than the money I make	64.2%
I expect quick and efficient service when going out for a quick meal	63.3%
It is important to be well informed about things	63.1%
Men and women should share household responsibilities equally	62.8%
Home / office delivery is important to me in deciding which fast food / quick service outlet to use	62.3%
I am prepared to pay more for products that makes life easier	62.2%
The internet allows me to better understand the advantages of a product or brand	61.2%
I seek out electronic items with the most advanced functional features and benefits	61.1%
I am more aware of my electricity consumption due to load shedding	61.1%
It is important that a company acts ethically	60.2%
I believe I get value for money from my bank based on the service fees I pay	60.0%

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## JACARANDA FM PERFORMANCE HIGHLIGHTS (Part 2 of 2)

Listenership	Weekly Cume	1 120 000
	Mon-Sun (06h00-18h00)	1 095 000
	Mon-Fri (06h00-18h00)	1 037 000
	Saturday (06h00-18h00)	656 000
	Sunday (06h00-18h00)	624 000
jacarandafm.com	Unique Browsers	909 013
	Visits	1 408 085
	Page Views	2 245 381
Digital Audio	Digital Audio active sessions	1 222 817
	Unique users	294 147
Podcasts	October access	150 496
	Breakfast with Martin Bester	104 629

Social Media		40 500 Subscribers 27,974,435 Video Views
		374 658 Facebook likes
		405 339 Followers
		57 383 Instagram likes

### Listener profile



Black=26% White=66%  
Indian/Asian=4% Coloured=4%



54%  
Male



46%  
Female

### 8 Commercial radio stations available in the region

