

DEMOGRAPHIC PROFILE

East Coast Radio is KwaZulu-Natal's number one hit music station for inspiring content, updated information and making memories. It is the leading English commercial radio station in KZN, boasting an overall listenership of 1 022 000 people. The station's core audience comprises of both males and females in LSM 6-9, aged 25+ years, across all groups. 59% are in SEM 8-10, the new socio economic segmentation system that measures how you live and not necessarily what you have.

Powered by innovation and creativity, East Coast Radio provides experiences that are memorable, entertaining and compelling.

2h34

Ave. Hours per day



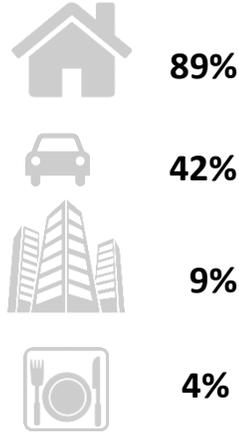
497 000

Exclusive Listeners

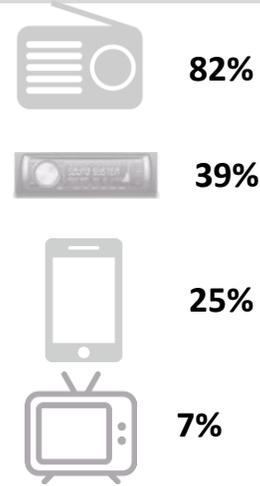
Exclusive Listenership

- **49%** of individuals listening exclusively
- Average HHI of **R23 658**
- Average age of **41**
- **50%** are employed
- **61%** in LSM 8-10 and **56%** in SEM 9-10

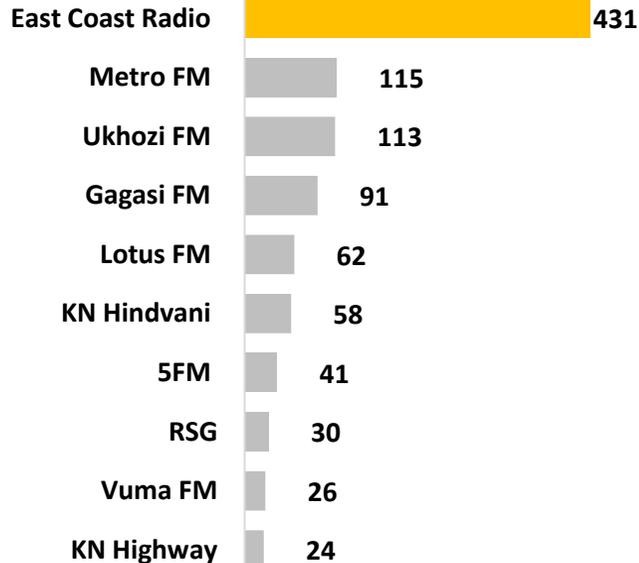
Listenership by location



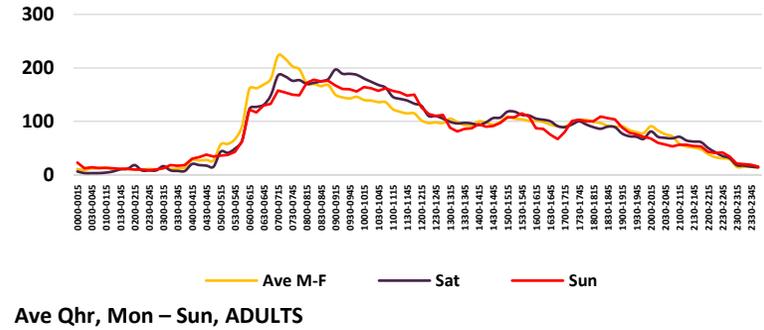
Listenership by device



#1 amongst SEM 9-10 KZN listeners ('000)



East Coast Radio enjoys robust audiences throughout the day and week



PERSONALITY - ANY AGREE WITH	EAST COAST RADIO
When shopping, I usually choose the 'all natural' over the mainstream version of a product	75%
I like to have control over people and resources	74%
My family is the most important thing to me	69%
It's hard to juggle the demands of work and family life	69%
I watch my expenses very closely	69%
It's important to me to be cool	69%
I need to have the freedom to do whatever I want when I want	68%
Religion is an important part of my life	68%
I'm willing to pay extra for a product I really like	67%
You only live once, so it's important to have as much fun as possible	67%

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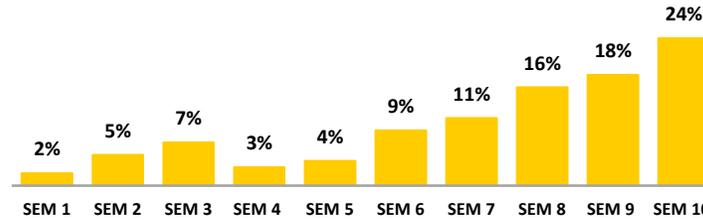
Listeners (Average)	Weekly Cume	1 022 000
	Mon-Sun (06h00-18h00)	678 000
	Mon-Fri (06h00-18h00)	664 000
	Mon-Fri (04h00-06h00)	84 000
	Saturday (06h00-18h00)	579 000
	Sunday (06h00-18h00)	572 000

ecr.co.za	Unique Browsers	1 015 017
	Visits	1 876 189
	Page Views	2 809 601

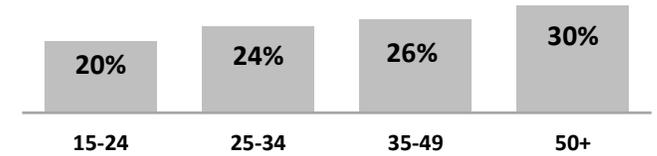
Digital Audio	Live Streaming	432 067
	Podcasts	139 988

Social Media		20 900 Subscribers
		358 708 Followers
		510 143 Followers
		71 699 Followers

SEM (Socio Economic Segmentation)



Average age: 40 years



LSM Profile

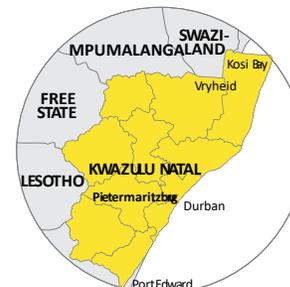
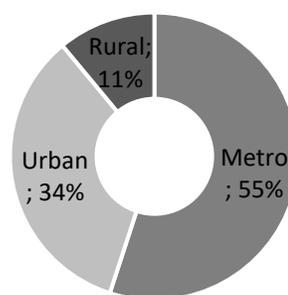


■ LSM 3 - 5 ■ LSM 6 ■ LSM 7 ■ LSM 8 ■ LSM 9 ■ LSM 10

Population profile



5 Commercial radio stations available in the region



Average Household Income: R19 566

