



# DEMOGRAPHIC PROFILE

## GAGASI FM PERFORMANCE HIGHLIGHTS (Part 1 of 2)

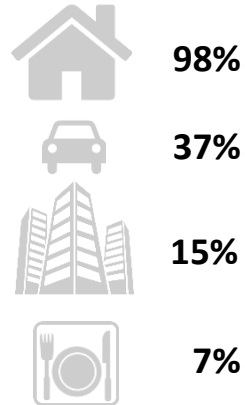


### KZN FILTER

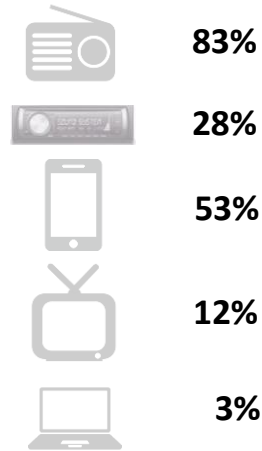
**NUMBER 1** INDEPENDENT COMMERCIAL STATION IN THE KWAZULU-NATAL.

- 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 and 31minutes daily tuned in.
- Strong and solid quarter hour week and weekend listenership in KZN.

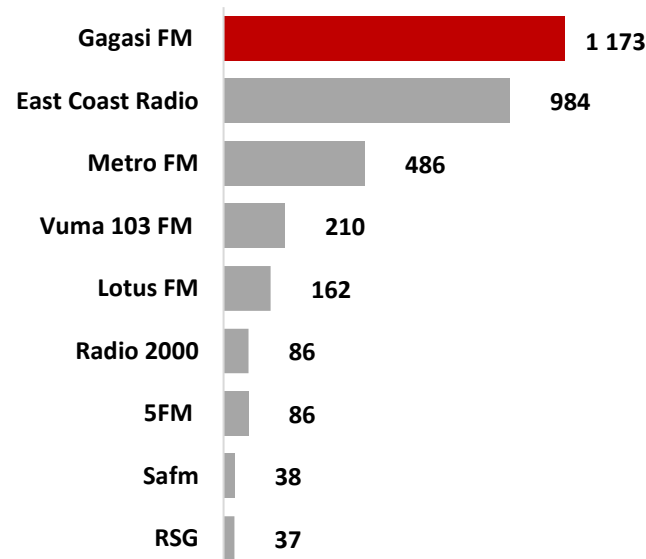
### Listenership by location



### Listenership by device

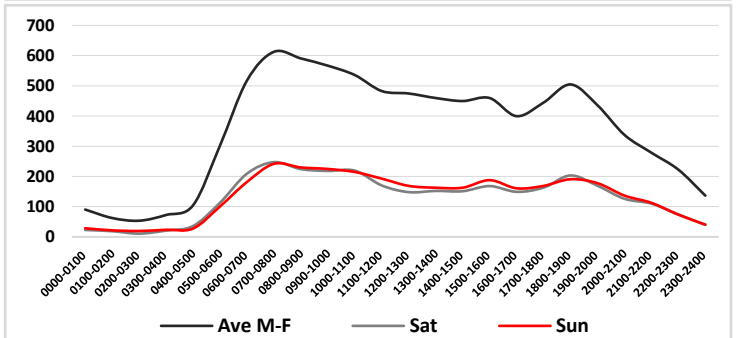


### Top 10 Commercial stations in KZN '000 (Excl. ALS)

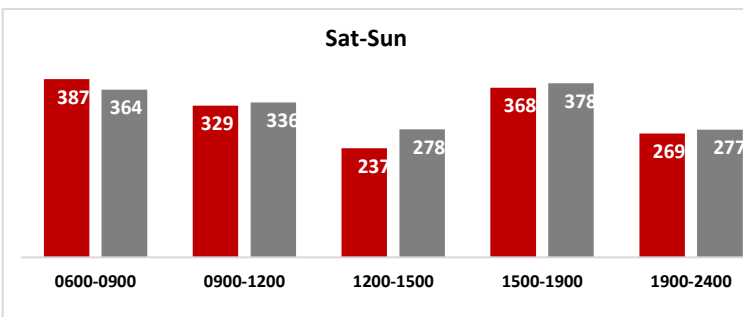
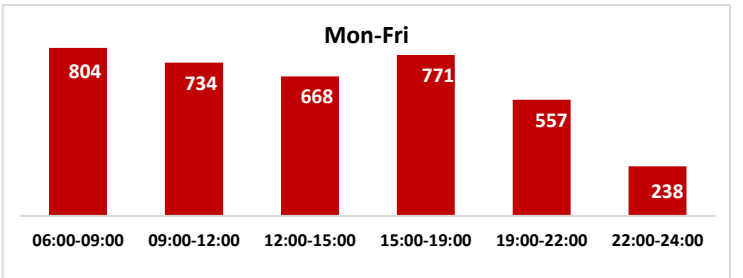


The station captures the KZN market throughout the day of the week.

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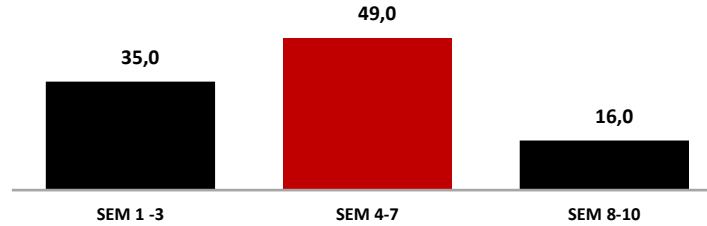
## GAGASI FM PERFORMANCE HIGHLIGHTS (Part 2 of 2)

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

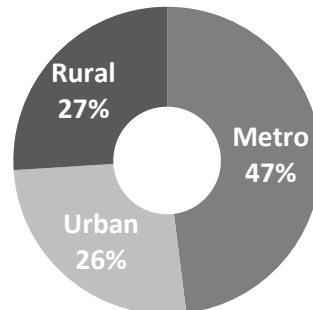
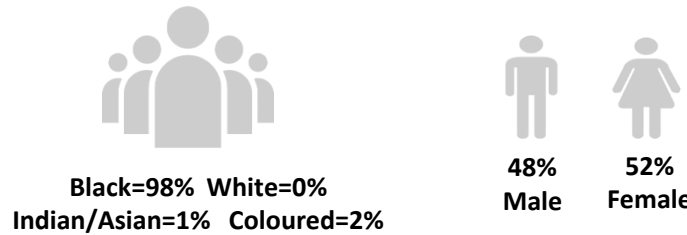
gagasiworld.co.za	Unique Browsers	45 412
	Visits	63 412
	Page Views	78 090

Social Media	437 878K Fans
	291 984K Followers
	103 733K Followers
	34 000K Subscribers

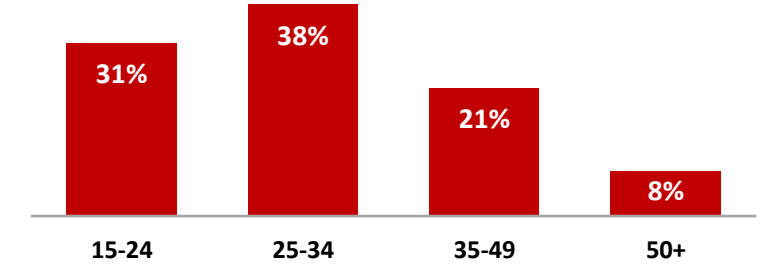
### SEM (Socio Economic Segmentation)



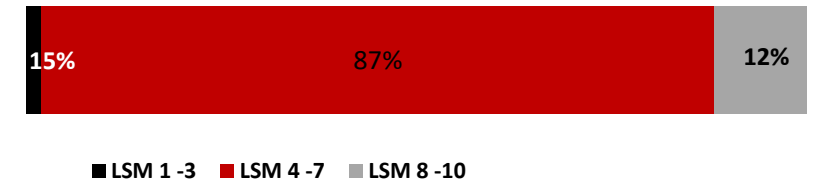
### Population profile



### Average Age: 31 years



### LSM Profile



### Average Household Income: R11 331

