

# DEMOGRAPHIC PROFILE

## HEART FM

### PERFORMANCE HIGHLIGHTS (Part 1 of 2)

HEART FM has a total past 7 day listenership of 746 000 listeners. Heart FM is a trusted member of the community, a thought leader, an all-round entertainer and is in touch with the values that Capetonians hold most dear.

**2h39**

Daily  
Listenership



**55%**

Exclusive  
Listenership

### WESTERN CAPE FILTER

**LEADING** INDEPENDENT COMMERCIAL STATION IN THE WESTERN CAPE AMONG COLOURED LISTENERS.

- Average HHI of R16 557, higher than the average Western Cape HHI of R13 222.
- Highest exclusive listenership (408 000) in the Western Cape, amongst commercial radio stations.
- An average 2h39 hours daily listenership, more than any other commercial regional station in Western Cape.
- Solid weekend listenership and Sunday with a strong quarter hour listenership.

### Listenership by location



95%



36%



21%



10%

### Listenership by device



93%



33%

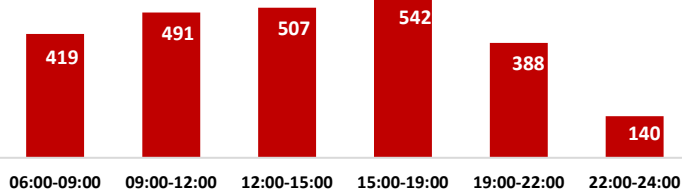


17%

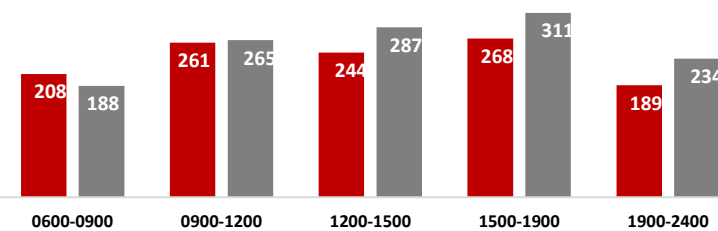


6%

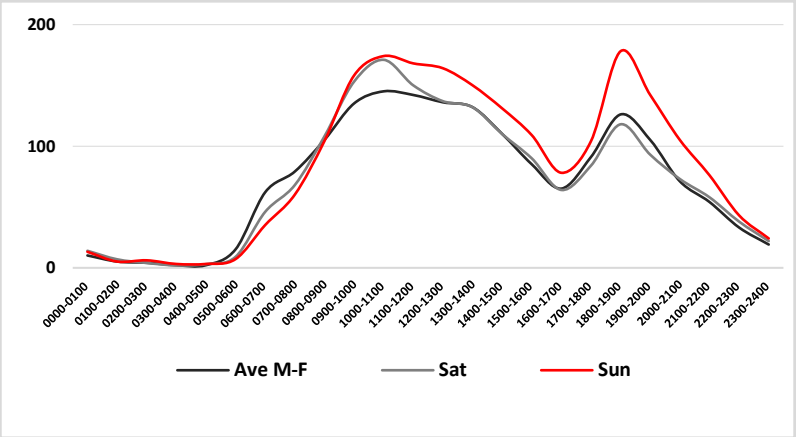
### Mon-Fri



### Sat-Sun

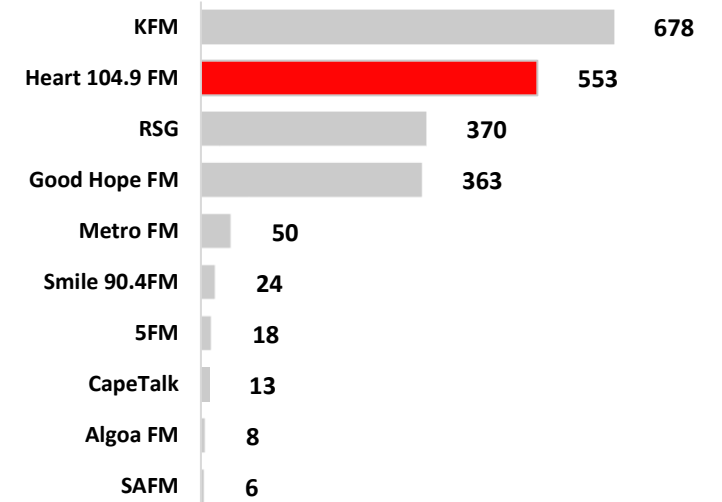


### Heart FM enjoys a strong QHR listenership throughout the week (Mon to Fri) – WC filter



Ave. Qhr, Mon – Fri, ADULTS

### Top 10 Stations in Western Cape ('000) among Coloured listeners

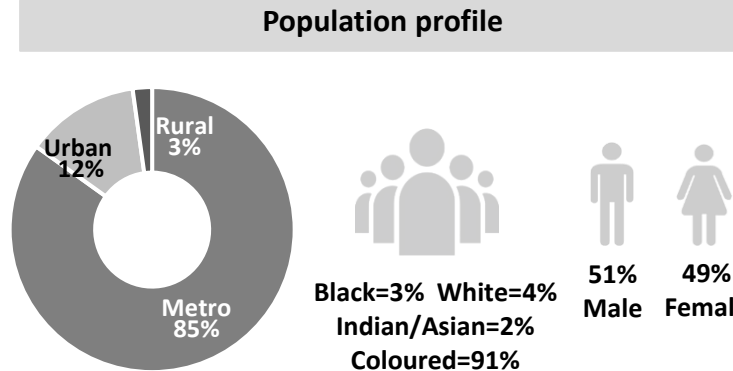
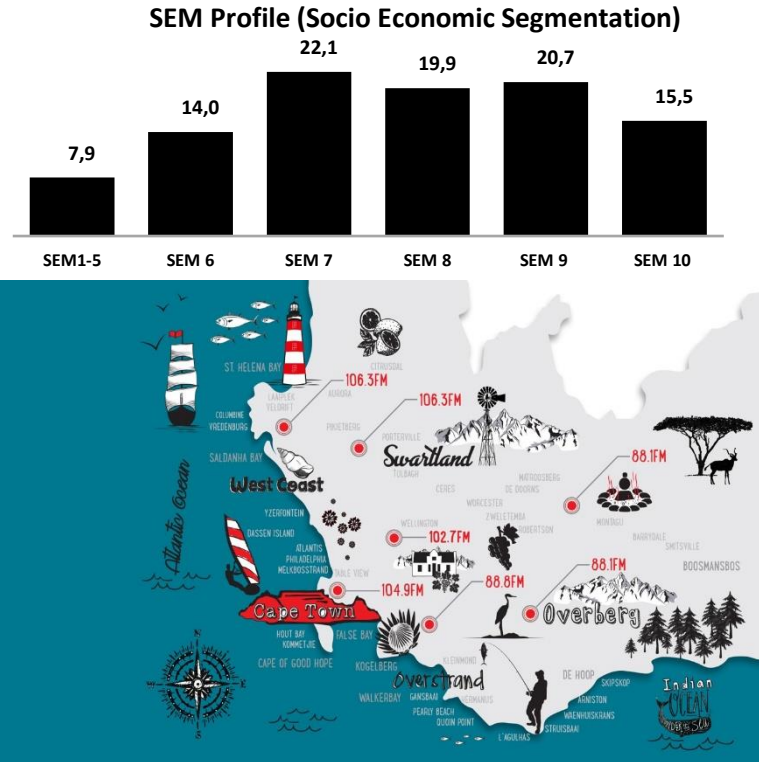


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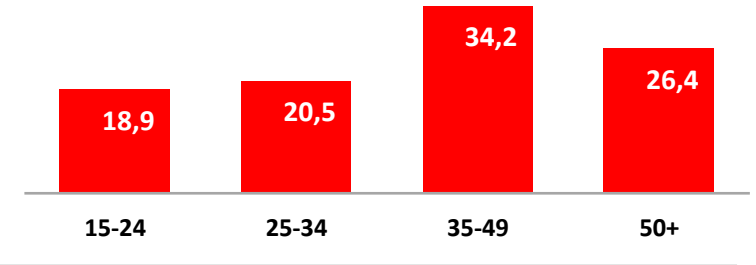
## HEART FM PERFORMANCE HIGHLIGHTS (Part 2 of 2)

Listeners (Average)	Weekly Cume	746 000
	Mon-Fri (00h00-24h00)	536 000
	Mon-Sun (00h00-24h00)	535 000
	Saturday (00h00-24h00)	526 000
	Sunday (00h00-24h00)	541 000
heartfm.co.za	Unique Browsers	60 767
	Page Views	226 094
	Visits	157 597

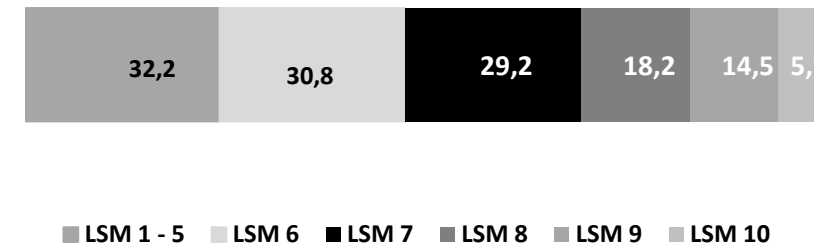
Social Media		2 310K Subscribers
		237 250K Fans
		76 920K Followers
		77 282K Followers



Average Age: 40 years



LSM Profile



Average Household Income: R16 557

