

DEMOGRAPHIC PROFILE

KAYA FM PERFORMANCE HIGHLIGHTS (Part 1 of 2)

KAYA 959 has a past 7 day listenership of 777 000 listeners, predominantly black. The core target market is urban listeners between the ages of 25 and 49 in Gauteng. KAYA 959 offers a rich mix of music, news, sport and topic-driven features.

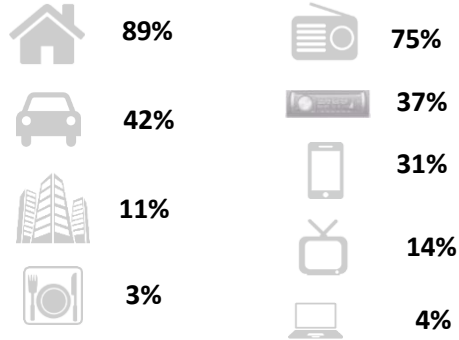
1h58
Daily
Listenership



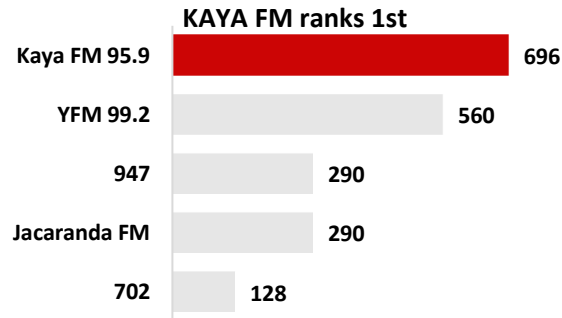
174 000
Exclusive
Listening



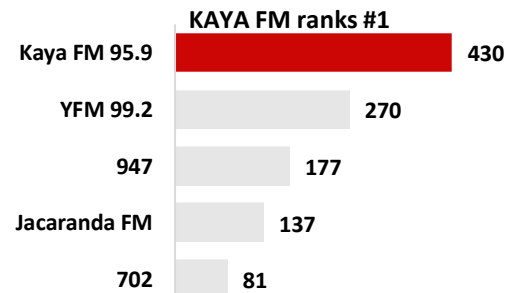
Listenership by location and device



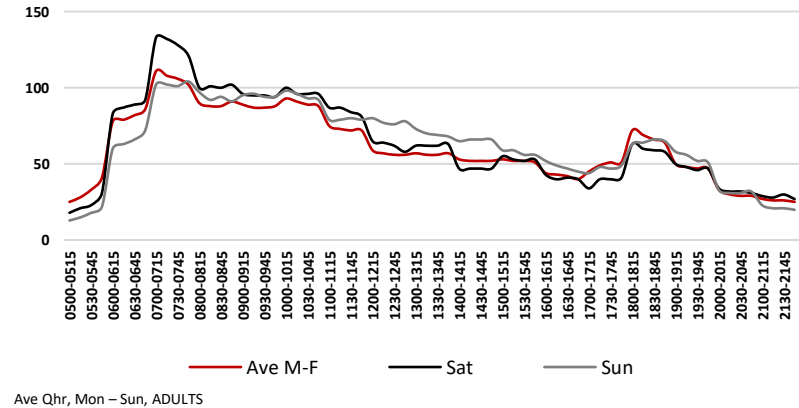
Gauteng Regional Commercial Stations : Black adults ('000)



Gauteng Regional Commercial Stations : Black, Age 25 – 49, LSM 6-10



KAYA FM enjoys a strong audience throughout the day and week (Mon to Sun)



Lifestyle Statements

I consider my diet to be very healthy	44%
I have an eye on calories, sugar and fat when it comes to food	50%
I am using my rewards + loyalty programs more than last year	37%
I usually consult a professional financial advisor before deciding on financial matters	53%
Price determines my brand choice	46%
I do some form of sport or exercise at least once a week	42%

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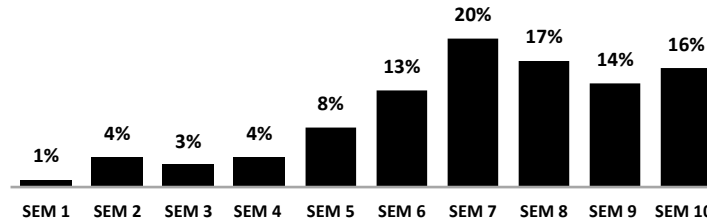
KAYA FM
PERFORMANCE HIGHLIGHTS (Part 2 of 2)

Listeners (Average)	Weekly Cume	777 000
	Mon-Sun (06h00-18h00)	754 000
	Mon-Fri (06h00-18h00)	701 000
	Saturday (06h00-18h00)	421 000
	Sunday (06h00-18h00)	393 000

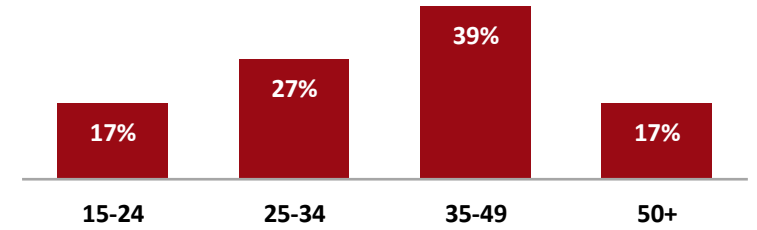
kayafm.co.za	Unique Browsers	835 057
	Page Views	1 826 983
	Visits	1 357 187

Social Media		146 000 Subscribers
		378 126 Followers
		690 732 Followers
		64 687 Followers

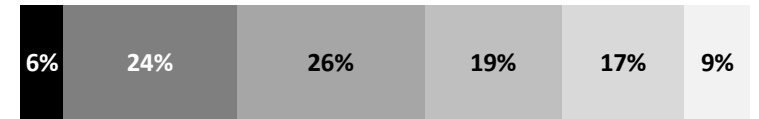
SEM (Socio Economic Segmentation)



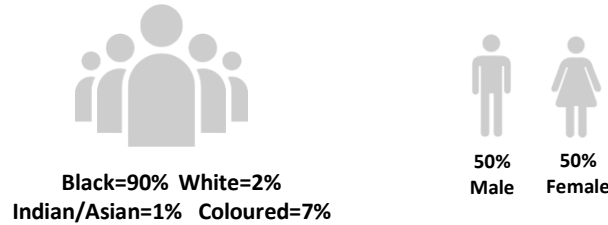
Average Age: 37 years



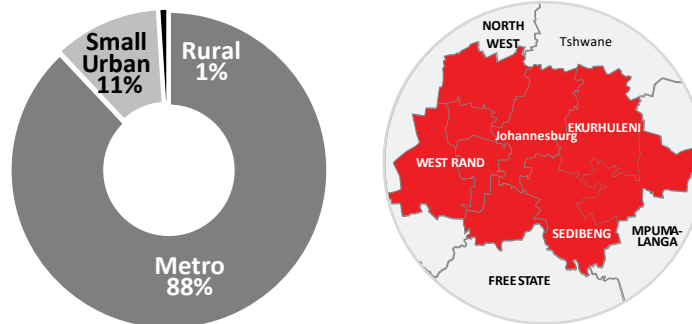
LSM Profile



Population profile



8 Commercial radio stations available in the region



Average Household Income: R17 490

