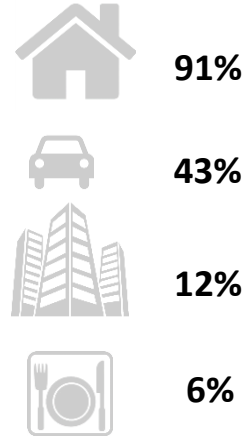


DEMOGRAPHIC PROFILE

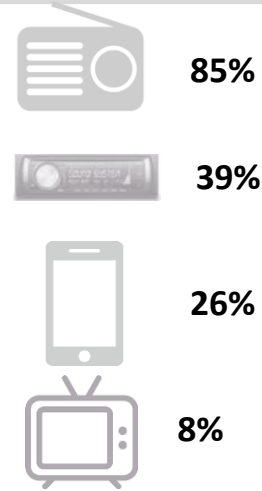
East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. It is the leading English commercial radio station in KwaZulu-Natal, boasting an overall listenership of 1 019 000 people. The station's core audience comprises of both males and females in LSM 6-9, aged 25+ years, across all groups. 61% 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.

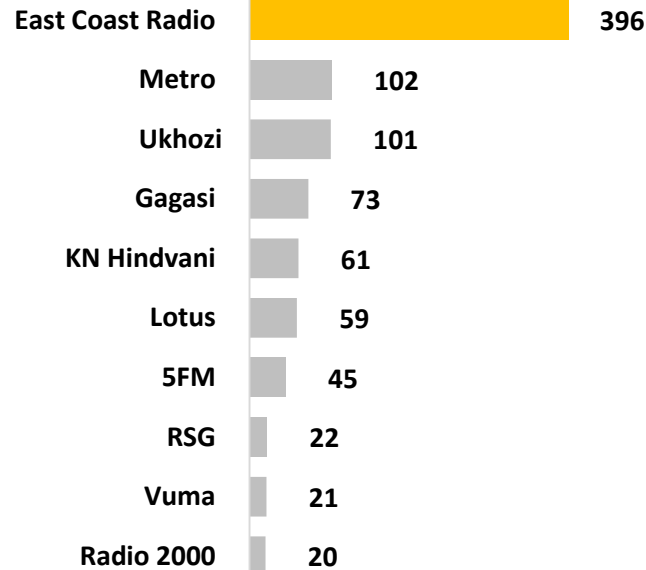
Listenership by location



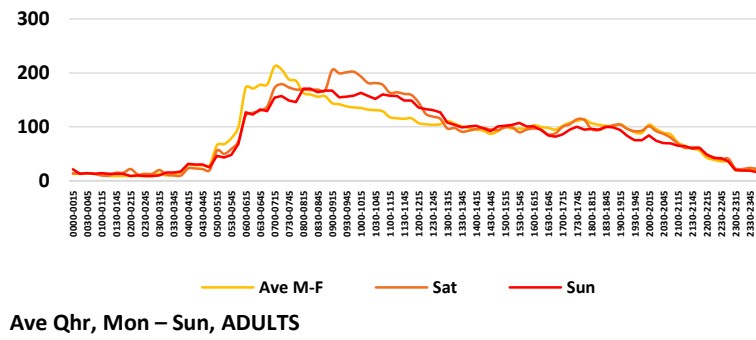
Listenership by device



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



East Coast Radio enjoys robust audiences throughout the day and week



2h06
Ave. Hours per day



553 000
Exclusive Listeners

Exclusive Listenership





- **54%** of individuals listening exclusively
- Average HHI of **R23 173**
- Average age of **41**
- **53%** is employed
- **57%** in LSM 8-10 and **50%** in SEM 9-10

PERSONALITY - ANY AGREE WITH	EAST COAST RADIO
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.	79%
I consider myself to be more of a trendsetter among my friends/colleagues	68%
I consider design and style as extremely important criteria when selecting an electronic item.	67%
When an innovative product/model is launched in the market, I tend to buy it immediately	63%
I consider myself to be a creative person	58%
It's important to feel respected by my peers	55%
I like to follow a well-organized routine	52%
I am the primary decision maker in my household	51%
I consider myself to be a spiritual person	50%
I prefer to work as part of a team than work alone	47%

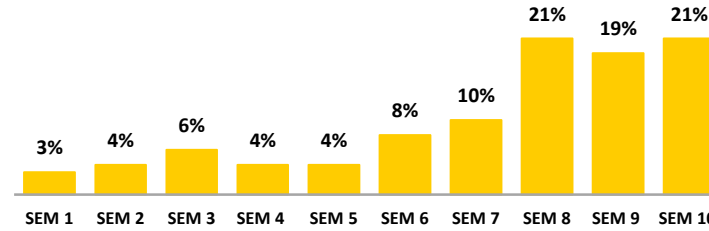
DEMOGRAPHIC PROFILE

Listeners (Average)	Weekly Cume	1 019 000
	Mon-Sun (06h00-18h00)	666 000
	Mon-Fri (06h00-18h00)	637 000
	Saturday (06h00-18h00)	577 000
	Sunday (06h00-18h00)	562 000

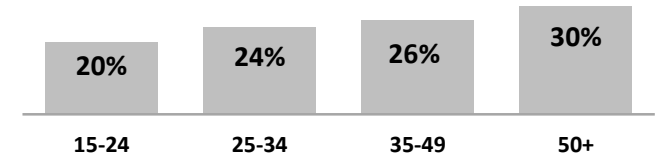
ecr.co.za	Unique Browsers	1 242 618
	Visits	2 360 600
	Page Views	3 508 230

Social Media	 15 000 Subscribers
	 317,447 Followers
	 501 000 Followers
	 58 300 Followers

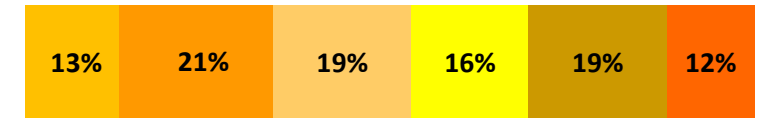
SEM (Socio Economic Segmentation)



Average age: 40 years



LSM Profile



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

Population profile



Black=27% White=16%
Indian=49% Coloured=9%

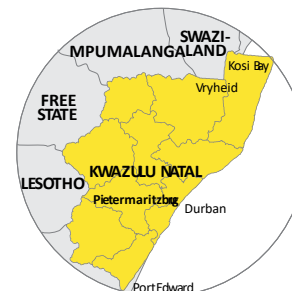
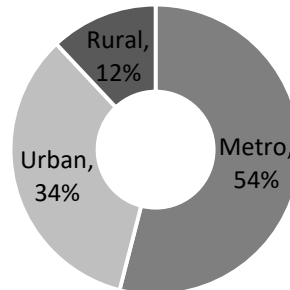


55% Male



45% Female

5 Commercial radio stations available in the region



Average Household Income: R18 578

