

DEMOGRAPHIC PROFILE

HEART FM

PERFORMANCE HIGHLIGHTS (Part 1 of 2)

HEART FM has a total past 7 day listenership of 736 000 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.

2h35

Daily
Listenership



49%

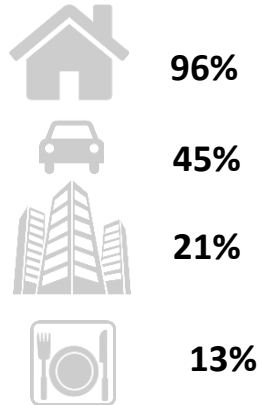
Exclusive
Listenership

WESTERN CAPE FILTER

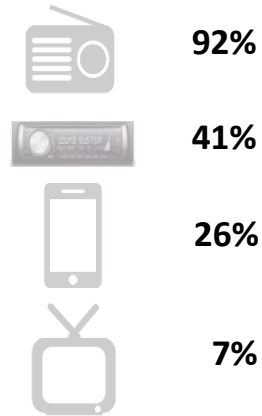
LEADING INDEPENDENT COMMERCIAL STATION IN THE WESTERN CAPE AMONG COLOURED LISTENERS.

- Average HHI of R18 236, higher than the average Western Cape HHI of R12 929.
- Highest exclusive listenership (3754 000) in the Western Cape, amongst commercial radio stations.
- An average 2h35 hours daily listenership, more than any other commercial regional station in Western Cape.
- Solid weekend listenership and Sunday with a strong quarter hour listenership.

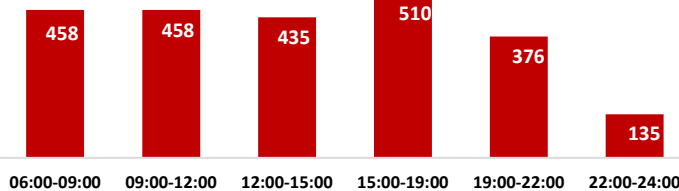
Listenership by location



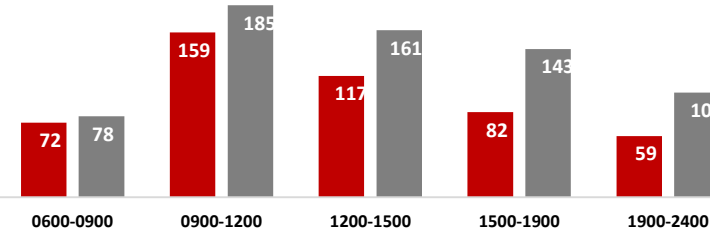
Listenership by device



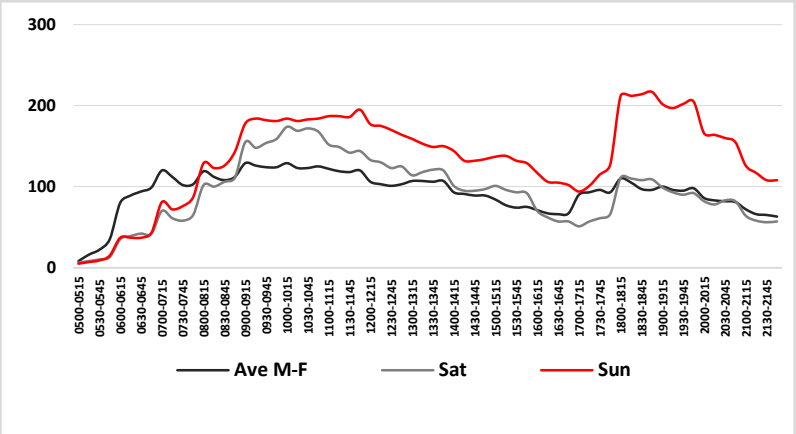
Mon-Fri



Sat-Sun

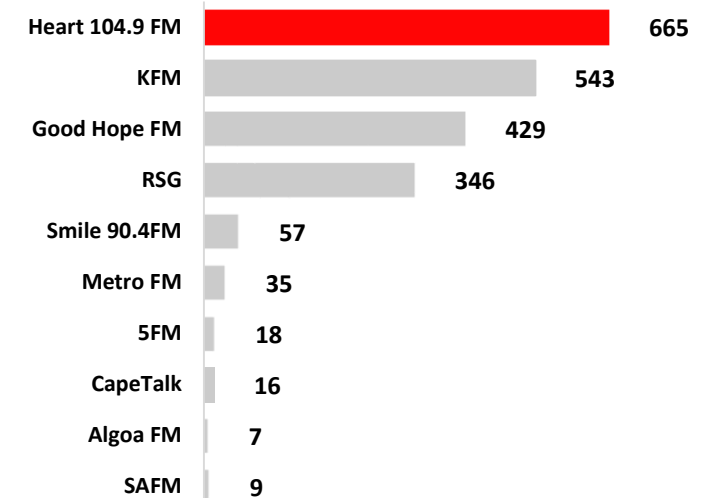


Heart FM enjoys a strong QHR listenership throughout the week (Mon to Fri) – WC filter



Ave. Qhr, Mon – Fri, ADULTS

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



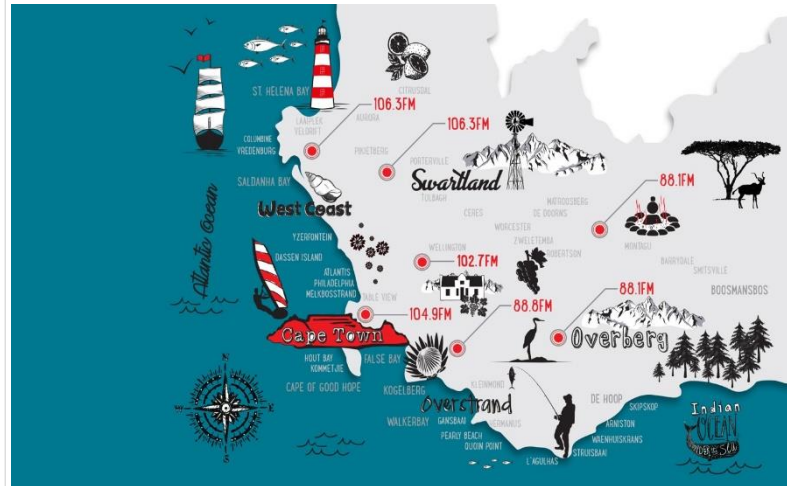
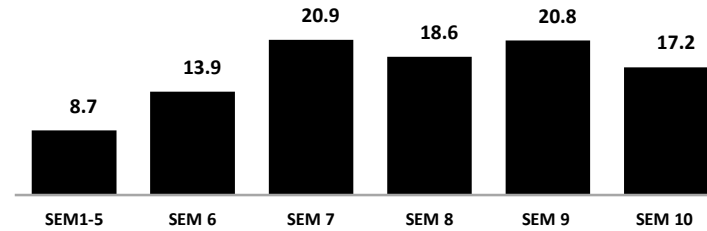
DEMOGRAPHIC PROFILE

HEART FM PERFORMANCE HIGHLIGHTS (Part 2 of 2)

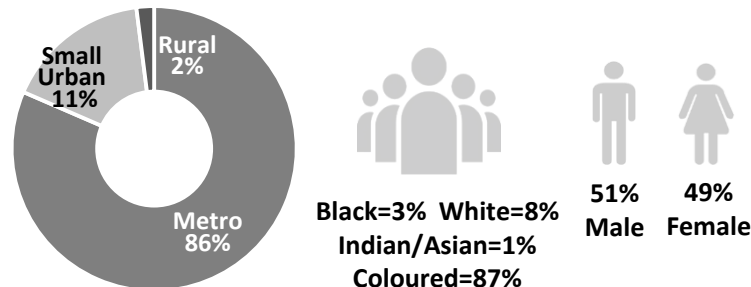
Listeners (Average)	Weekly Cume	767 000
	Mon-Fri (00h00-24h00)	544 000
	Mon-Sun (00h00-24h00)	545 000
	Saturday (00h00-24h00)	530 000
	Sunday (00h00-24h00)	562 000
heartfm.co.za	Unique Browsers	41 692
	Page Views	186 307
	Visits	98 815

Social Media		464 000 Subscribers
		202 762 Fans
		73 900 Followers
		64 000 Followers

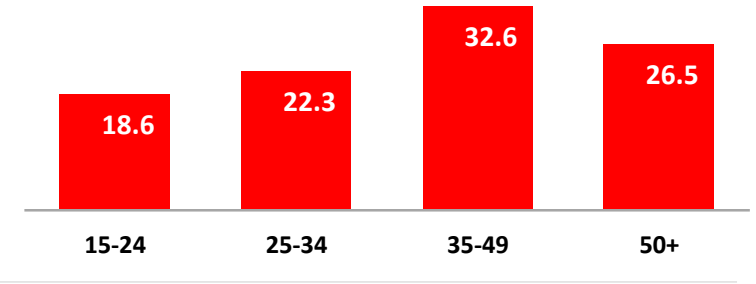
SEM Profile (Socio Economic Segmentation)



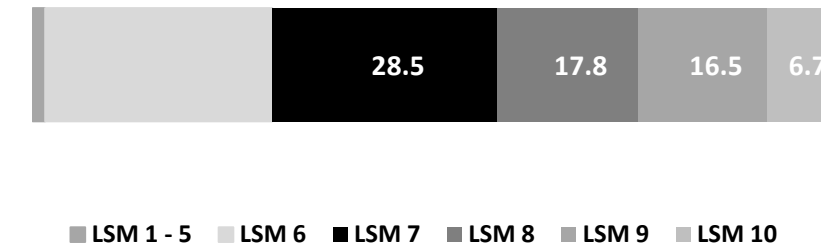
Population profile



Average Age: 40 years



LSM Profile



Average Household Income: R18 236

