

DEMOGRAPHIC PROFILE

JACARANDA FM PERFORMANCE HIGHLIGHTS (Part 1 of 2)

Broadcasts in English and Afrikaans to 1 061 000 listeners across Gauteng, North West, Limpopo & Mpumalanga. Johannesburg and Pretoria are pivotal areas and 87% of Jacaranda FM listeners in Gauteng reside here.

1h54
Daily
Time spent
listening

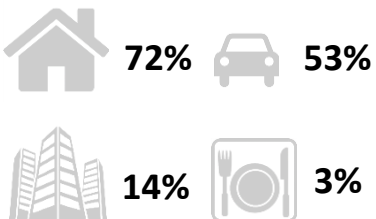


520 000
Exclusive
Listeners

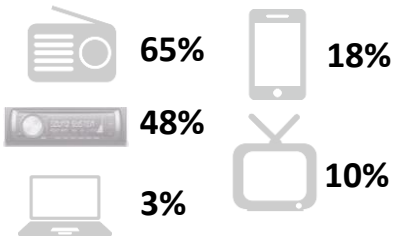
Exclusive Listenership

- 49% of individuals listen exclusively
- Average HHI of R27 256
- Average age of 40
- 71% is employed
- 81% in SEM 8-10 and 63% in SEM 9-10

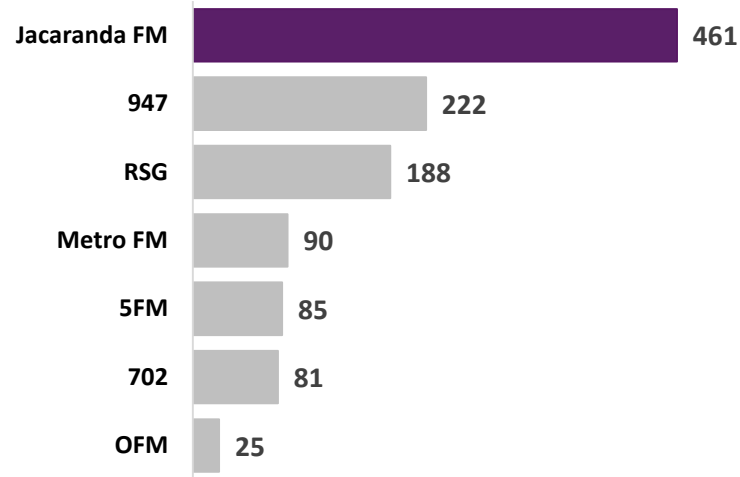
Listenership by location



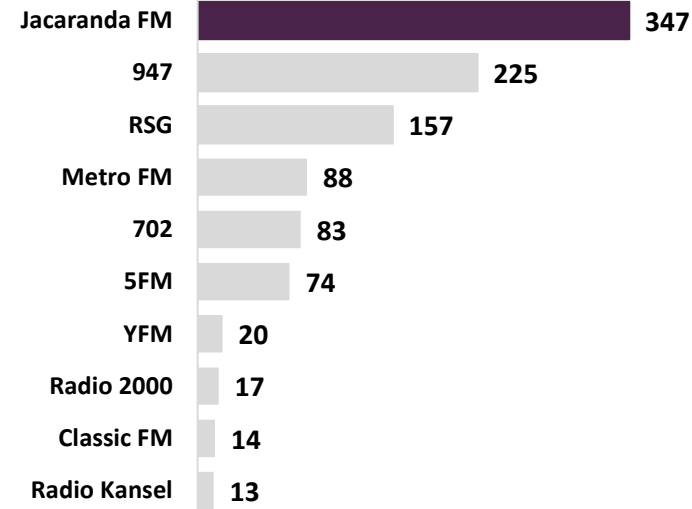
Listenership by device



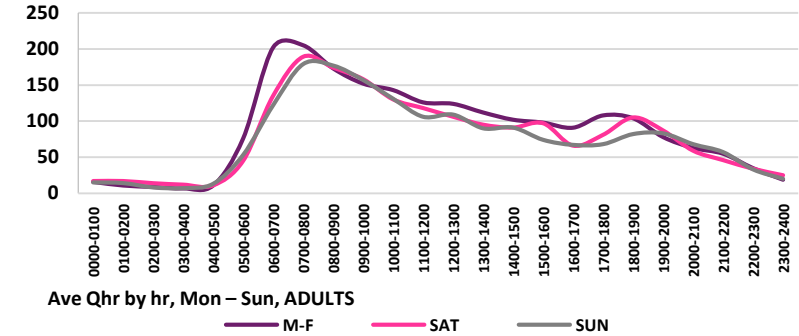
Gauteng, Mpumalanga, Limpopo, North West Afrikaans, LSM 8-10 (000)



Top 10 Gauteng Radio Stations : SEM 8-10 & Afrikaans (000)



Jacaranda FM enjoys a consistent audience flow throughout the day (Mon to Sun) – (000)



LIFESTYLE STATEMENTS LISTENERS AGREE WITH

LIFESTYLE STATEMENTS LISTENERS AGREE WITH	Jacaranda FM
I am prepared to pay more for products that makes life easier	71.9%
When buying, I want a unique/different product/model	64.3%
It is important for me to include lots of vegetables, fruit and salad in my diet	63.4%
I think it is important to educate others - be it friends or family - on the importance of nutrition	63.1%
I prefer household goods that are convenient	62.9%
I seek out electronic items with the most advanced functional features and benefits	62.6%
When it comes to electronic items I am one of the first to adopt a new trend when it emerges.	61.9%
I like to research the destination before I go on vacation	61.8%
I am eating more healthy food than I have in the past	59.9%
I am open to using a smartphone application to scan and pay for items I am purchasing in-store/online	58.3%
It is important my household is equipped with the latest technology	57.1%
I do some form of sport or exercise at least once a week	56.7%
I try to keep up with developments in technology	56.3%
I plan my holidays/short trips around events (i.e. concerts, lifestyle events, shows, etc.)	56.0%
I base my decision on quality when deciding which fast food/quick service restaurant or outlet to visit	54.7%
I often notice advertisements on the radio	53.3%

DEMOGRAPHIC PROFILE

JACARANDA FM PERFORMANCE HIGHLIGHTS (Part 2 of 2)

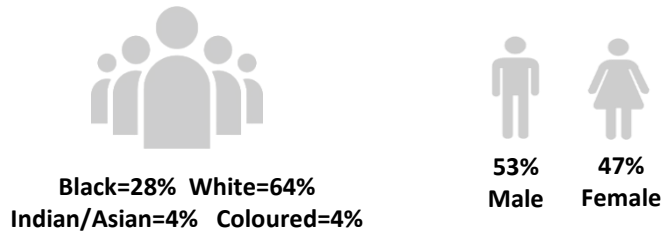
Listenership	Weekly Cume	1 061 000
	Mon-Sun (06h00-18h00)	1 032 000
	Mon-Fri (06h00-18h00)	980 000
	Saturday (06h00-18h00)	556 000
	Sunday (06h00-18h00)	534 000

jacarandafm.com	Unique Browsers	1 390 496
	Visits	2 601 679
	Page Views	3 434 798

Podcasts	Podcast downloads	429 442
	Breakfast with Martin	214 668
	The Scenic Drive with Rian	187 353

Social Media		32 900 Subscribers
		343 970 Followers
		395 883 Followers
		43 908 Followers

Listener profile



8 Commercial radio stations available in the region

