



# DEMOGRAPHIC PROFILE

## SMILE 90.4FM PERFORMANCE HIGHLIGHTS (Part 1 of 2)

Smile 90.4FM has a total past 7 day listenership of **193 000** listeners across the Cape Metro. The station plays Cape Town's best mix of the 80's, 90's & now and amplifies the good news in the Mother City.

**01h41**  
minutes  
Daily  
Listenership



**57%**  
Exclusive  
Listenership

### Exclusive Listeners – 57%

- **110 000** individuals listening exclusively
- Average HHI of **R28 535**
- Average age of **45**
- **70%** is employed
- **61% LSM 9-10** and **84% in SEM 9-10**
- **55%** is English and **41%** is Afrikaans speakers.

Total listenership by place



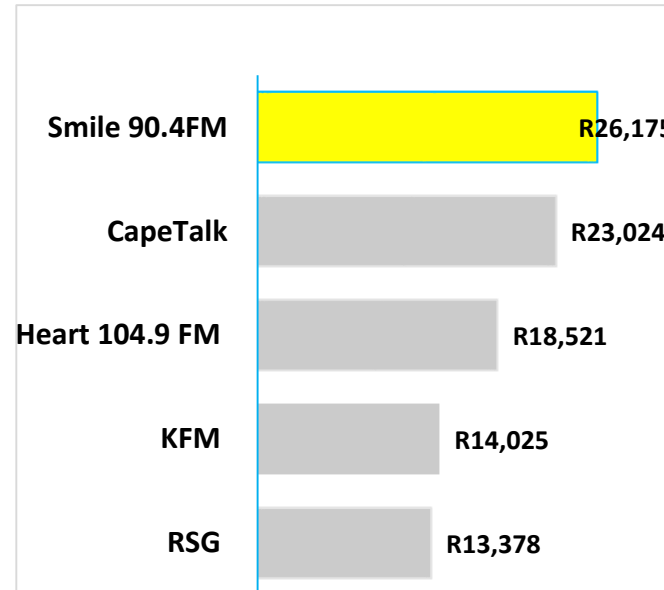
**88%**  
**42%**  
**14%**  
**4%**

Total listenership by device

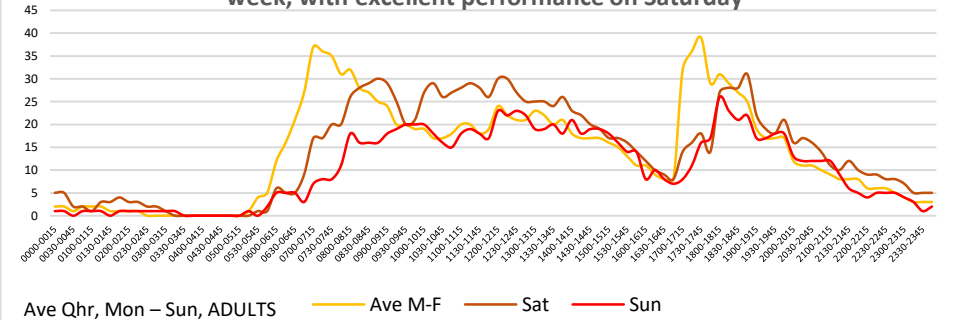


**77%**  
**36%**  
**32%**

Highest HHI in the WC  
listeners ('000)



Smile 90.4FM enjoys robust AUDIENCES THROUGHOUT THE DAY, throughout the week, with excellent performance on Saturday



Smile 90.4 FM broadcasts in Cape Town and surrounds. Our listeners are mature, affluent and high earners. We are a radio brand committed to being a positive factor in the lives of our listeners. Our programming is built on values of positivity, empathy and authenticity.

We are a bilingual station (English/Afrikaans) and our music mix includes 80's, 90's and current hits.

The station was awarded the Radio Innovation Award for Smile News- Amplifying the Good News in the Mother City, at the 2018 Liberty Radio Awards.

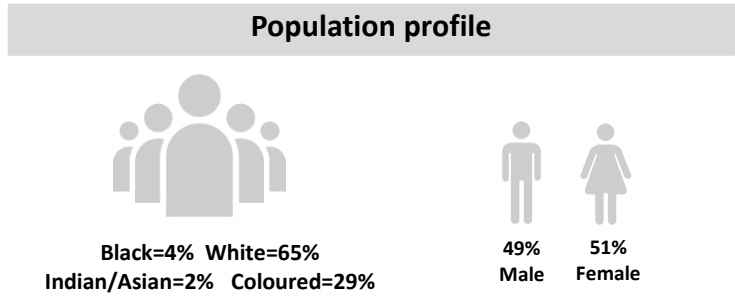
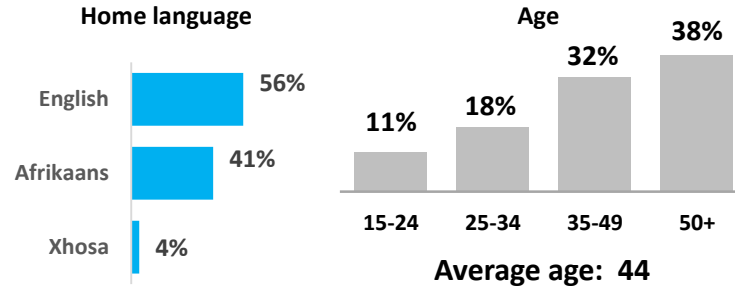
# DEMOGRAPHIC PROFILE

## SMILE 90.4FM PERFORMANCE HIGHLIGHTS (Part 2 of 2)

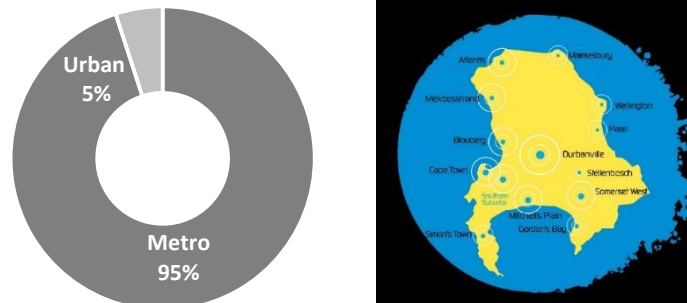
Listeners (Average)	Weekly Cume	193 000
	Mon-Sun (06h00-18h00)	188 000
	Mon-Fri (06h00-18h00)	177 000
	Saturday (06h00-18h00)	124 000
	Sunday (06h00-18h00)	101 000

www.smile904.fm	Unique Browsers	7 479
	Visits	32 385
	Page Views	40 936

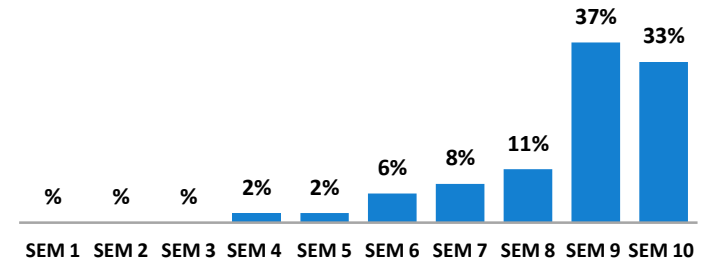
Social Media	392 Subscribers
	77 436 Followers
	11 457 Followers
	8 183 Followers



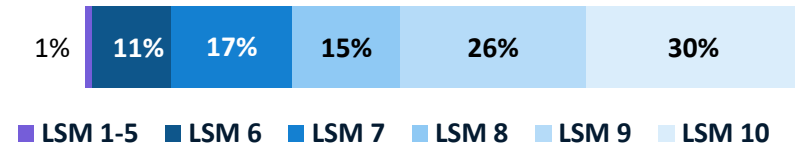
## 5 Commercial radio stations available in the region



## SEM (Socio Economic Segmentation)



## LSM



## Average Household Income : R 26 175

