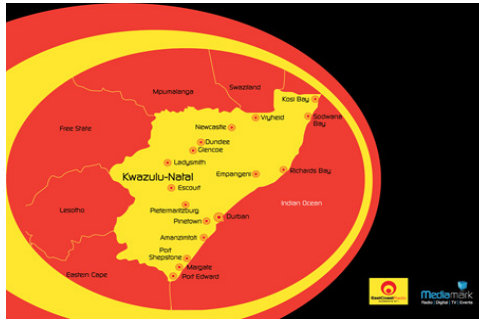




**VISION**  
Connecting, engaging & building communities for good.

**WINNING PROPOSITION**  
We are a multi-media entertainment brand that engages with affluent and aspirant audiences in KZN, while delivering innovative and insightful solutions to clients.

VISUAL LOCAL INSIGHTS SOCIAL MEDIA



AREA	East Coast Radio Listeners (000's)
Kwazulu-Natal	1456

AREA	East Coast Radio Listeners (000's)	% Split
RURAL	599	39%
URBAN	921	61%
	1520	100%

RACE	East Coast Radio Listeners (000's)	% Split
Black	859	56%
Indians	357	23%
White	233	15%
Coloureds	72	5%
	1521	100%

GENDER	East Coast Radio Listeners (000's)	% of East Coast Radio Listeners
Male	780	51%
Female	741	49%
	1521	100%

AGE	East Coast Radio Listeners (000's)	% of East Coast Radio Listeners
15-24	492	32%
25-34	328	22%
35-49	361	24%
50+	339	22%
	1520	100%

HOME LANGUAGE	East Coast Radio Listeners (000's)	% Split
Zulu	662	44%
English	728	48%
Afrikaans	54	4%
Xhosa	39	3%
Other	10	1%
South Sotho	26	2%
	1519	100%

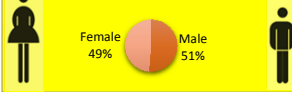
LSM's	East Coast Radio Listeners (000's)	% Split
LSM 1	18	1%
LSM 2	17	1%
LSM 3	62	4%
LSM 4	151	10%
LSM 5	159	10%
LSM 6	214	14%
LSM 7	160	11%
LSM 8	162	11%
LSM 9	222	15%
LSM 10	356	23%
	1521	100%

INCOME	East Coast Radio Listeners (000's)	% Split
Up to R799 HH	13	1%
R800-R1399 HH	45	3%
R1400-R2499 HH	73	5%
R2500-R4999 HH	166	11%
R5000-R7999 HH	253	17%
R8000-R10999 HH	227	15%
R11000-R19999 HH	194	13%
R20000 + HH	551	36%
Ave. HH Income	R 18,406.70	
	1522	100%

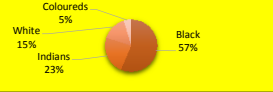
East Coast Radio Urban/Rural Split %



East Coast Radio Gender Split %



East Coast Radio Race Split %



820,000

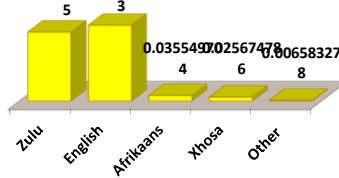
The number of youth and/or young adults under the age of 34 who listen to East Coast Radio. A large contingent of Gen Y's - innovative trendsetters.

54%

371,000

Number of women with children who listen to East Coast Radio

East Coast Radio Language Split



1,114,000

The number of East Coast listeners who fall into the LSM 6 - 10



900,000

The number of East Coast Radio listeners who fall into the LSM 7 - 10 category.

972,000

The number of East Coast Radio listeners who earn more than R8000 per month.

64%

Active consumers of brands

