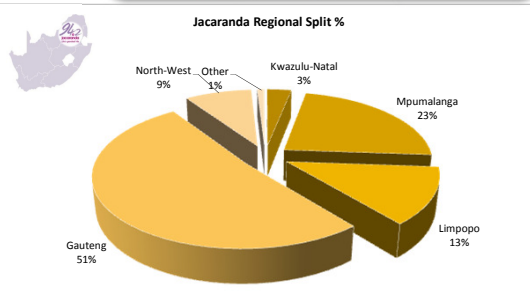




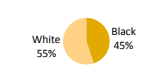
AUDIENCE	P7D	Ave. DAY
Full Footprint	2,024	987

AREA	Jacaranda Listeners (000's)	% Split
Kwazulu-Natal	63	3%
Mpumalanga	466	23%
Limpopo	260	13%
Gauteng	1043	52%
North-West	173	9%
Other	19	1%
Total	2,024	100%



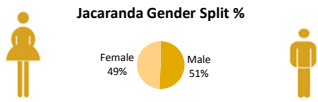
RACE	Jacaranda Listeners (000's)	% Split
Black	909	45%
White	1115	55%
Total	2,024	100%

Jacaranda Race Split %



GENDER	Jacaranda Listeners (000's)	% of Jacaranda Listeners
Male	1032	51%
Female	992	49%
Total	2,024	100%

Jacaranda Gender Split %



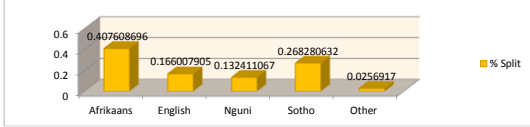
AGE	Jacaranda Listeners (000's)	% of Jacaranda Listeners
15-24	495	24%
25-34	503	25%
35-49	573	28%
50+	452	22%
Avg Age	38	
Total	2,023	100%

The number of Jacaranda youth - the group known worldwide to create the most traction for your brand - The Afrikaans youth market live here...

5,550,000 Number of women with children who listen to Jacaranda

HOME LANGUAGE	Jacaranda Listeners (000's)	% Split
Afrikaans	825	41%
English	336	17%
Nguni	268	13%
Sotho	543	27%
Other	52	3%
Total	2,024	100%

Jacaranda Language Split



LSM's	Jacaranda Listeners (000's)	% Split
LSM 1	0	0%
LSM 2	13	1%
LSM 3	40	2%
LSM 4	135	7%
LSM 5	192	9%
LSM 6	324	17%
LSM 7	310	15%
LSM 8	299	15%
LSM 9	413	20%
LSM 10	288	14%
Total	2,024	100%

1,644,000 The number of Jacaranda listeners who fall into the LSM 6 -10 category

1,310,000 The number of Jacaranda listeners who fall into the LSM 7 -10 category

INCOME	Jacaranda Listeners (000's)	% of Jacaranda Listeners
Up to R799 HH	12	1%
R800-R1399 HH	24	1%
R1400-R2499 HH	68	3%
R2500-R4999 HH	178	9%
R5000-R7999 HH	272	13%
R8000-R10999 HH		
R11000-R19999 HH	217	11%
R20000 + HH	474	23%
	779	38%
Ave. HH Income	R 19,941.83	
Total	2,024	100%

1,470,000 73% The number of Jacaranda listeners who earn more than R8000 per month

Active consumers of brands

2,024,000

Source: Radio Diary (SA) 2015/4 Jul 15/Dec 15 Adult 15+