

65 %



35 %

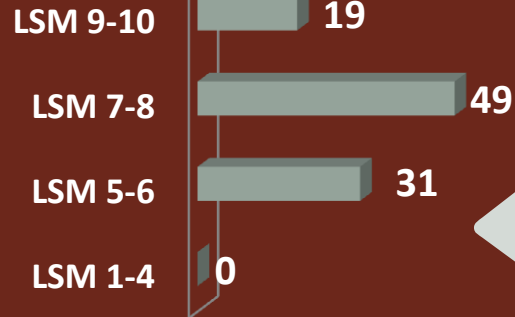
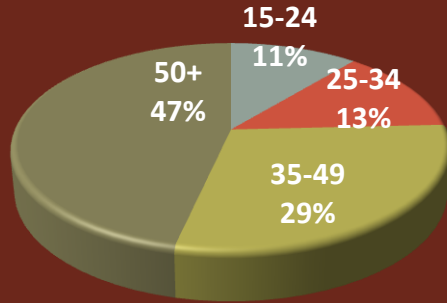
# Past 7 Days Listenership

## 236 000

Source: BRC RAM Jan-Jun'16



### Basic Age



### LSM's %

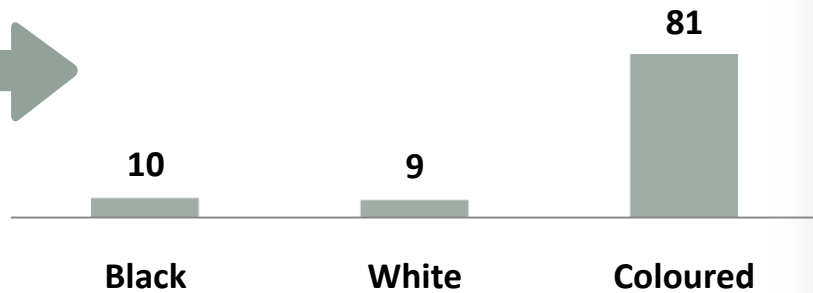
### Listening by Device (% of total listenership)

- 88% Radio
- 18% Cellphone
- 15% Vehicle Radio
- 6% Computer

### Listening by Location (% of total listenership)

- 95% @ Home
- 38% Vehicle
- 9% @ Work
- 5% @ Restaurant / Shopping Centre

### Race %



### Home Language %

