

# 702 STATION PROFILE

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**702.**



# THE STATION

# 702.

We walk the talk. 702 is South Africa's leading platform for all sectors of society to freely express their opinions and hear every side of the story.

Our spirited talk shows are never dull and often contentious, with seasoned presenters like Bongani Bingwa, John Perlman, Mandy Wiener and Clement Manyathela fearlessly shining a light on some of the country's most pressing issues and using their voices as instruments of change.

The station keeps its audience connected to what's happening in their world through in-depth talk and analysis of the topics of the day, as well as through regular news, traffic and sport updates delivered by Eyewitness News.

On weekends, 702 shifts its focus away from news and current affairs to offer a soulful mix of music and lifestyle content.

With 774 000 listeners (54% in SEM 9 and 10), 702 is accessible on-air, online, on social media and through various multimedia content extensions.

Tune into 702 on 92.7 FM or 106 FM to walk the talk with us. Also streaming online on 702.co.za.

Twitter: @Radio702

Facebook: @TalkRadio702

# HEADSPACE

# 702.

According to our AudioScope Wave 1 research, 702 listeners:

## Varied levels of wealth

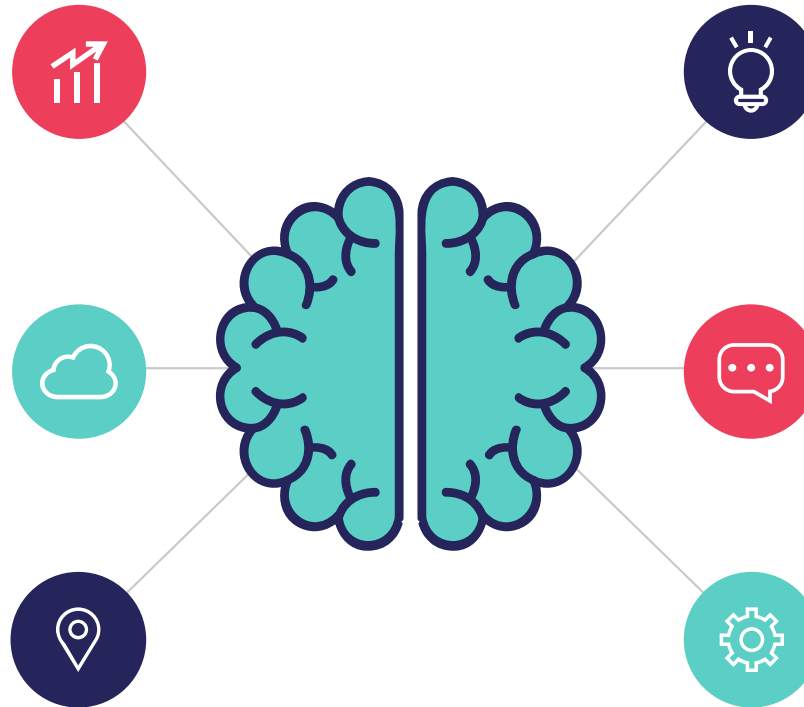
These listeners are spread across the wealth spectrum, with some listeners using the station for support and inspiration

## Responsible for purchases

83% are responsible for purchases in their HH

## Quality is important

For 702 listeners, quality is more important when selecting a brand compared with other radio listeners



## Nonconformist, intellectual thinkers

The 702 listener is more likely to be described as a non-conformist, deep and intellectual thinker.

## Entertainment

These listeners are more likely to watch DStv on weekends and to listen to podcasts

## They use a combination of shopping methods

6 out of 10 of these listeners agree that they use a combination of online and brick and mortar shopping



# PEN PORTRAIT

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The 702 listener has been profoundly impacted by Covid-19 and the pandemic, with many of them having a reduction in salary, losing their jobs or even having to close down their businesses. However, most of the listeners feel that they have had a reprioritization of what is important to them, and they are feeling more connected to their communities and families due to lockdown. Listeners are more satisfied with their relationships and family time in 2021 than in 2020, but they are less satisfied by their income and the increasing levels of crime in their communities. It's important to these listeners that 702 acts as a "mouthpiece" in terms of holding people in power accountable. This is a key differentiating factor for the station.

These listeners are often motivated by making a positive impact on those around them and feel that 702 is able to Walk the Talk with them. GBV is an important cause for them, and they feel that volunteering their time and expertise or donating items alongside their favourite radio station is the best approach to helping others.

702 is a trusted source of information and is perceived to be credible and reliable. With the heaviness of the past year, 702 listeners state that their primary driver to radio station choice is making sense of the news and the world they live in. These listeners are generally proudly South African with both local and national news playing a significant role in their lives. Interestingly, political and business news are equally important to this listener.

This listener is striving for a better life, but due to the impact of Covid-19 they are finding it difficult to cope with the increasing financial demands that are being placed on them, with the vast majority indicating that they have suffered from stress and anxiety in the past year and are concerned about the future facing their family.



# 702.

A MASSIVE

# 774 681 LISTENERS

NOW WALK THE TALK

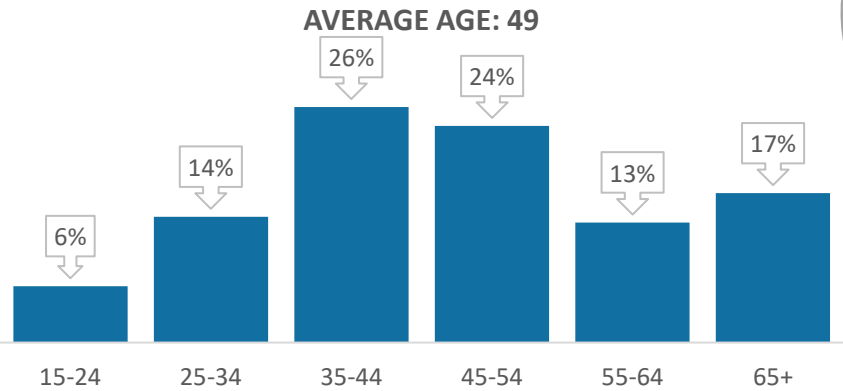
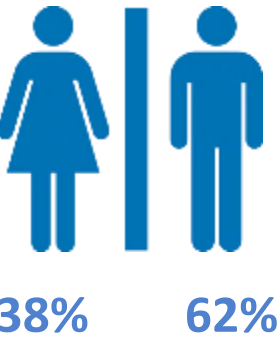
DOUBLE THE IMPACT. TRIPLE THE INFLUENCE.  
#702WALKTHETALK | 702.CO.ZA

Source: BRC RAMS AMPLIFY™ April to August 2021, Past 7 Days

# THE BIGGEST TALK RADIO STATION IN GAUTENG 702.

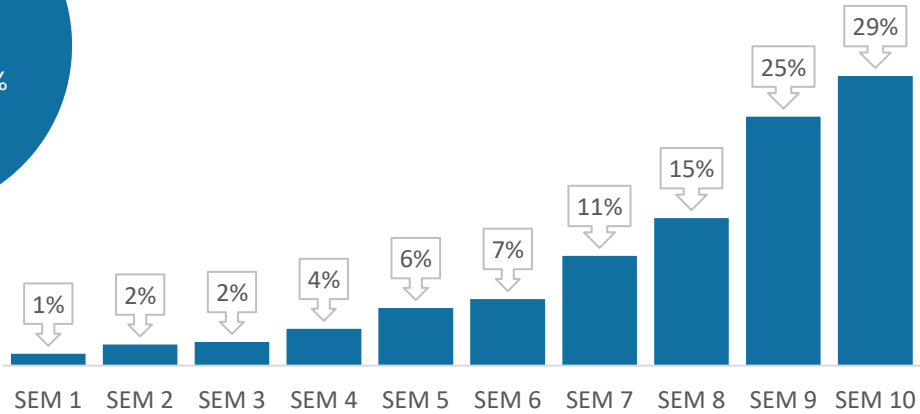
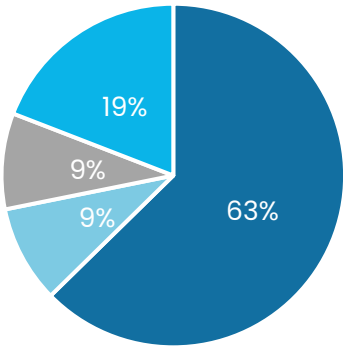
## Audience

Yesterday	416 412
Past 7 days	774 681

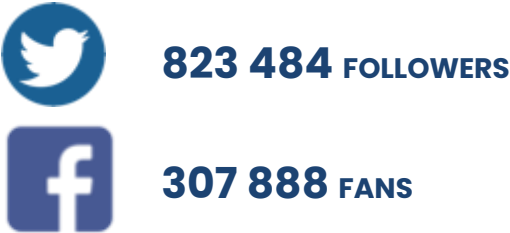


ETHNICITY

■ Black ■ Coloured ■ Indian/Asian ■ White



## DIGITAL FOOTPRINT (October 2021)



Source : BRC RAM 2021A  
Google Analytics, Triton Digital, Facebook, Twitter, Instagram, YouTube, Narrative

# 702 AUDIENCE PROFILE

# 702.



## DID YOU KNOW

According to the recent 702 Listens Survey:

- 702 is tracking and performing well on key attribute associations, namely being connected to what is happening in Gauteng and being a highly visible radio brand.
- Over 60% of listeners feel that the station is getting better and better!
- 702 is strongly associated with expert views and business content. The associations of inspirational stories and positive viewpoints have increased in the past three months.





# LINE UP

Weekdays	
04:00-06:00	Early Breakfast with Africa Melane
06:00-09:00	702 Breakfast with Bongani Bingwa
09:00-12:00	The Clement Manyathela Show
12:00-13:00	702 The Midday Report with Mandy Wiener
13:00-15:00	702 Afternoons with Relebogile Mabotja
15:00-18:00	702 Drive with John Perlman
18:00-20:00	702 The Money Show with Bruce Whitfield
20:00-00:00	The Aubrey Masango Show
00:00-04:00	Best of 702
Saturdays	
00:00-06:00	Best of 702
06:00-10:00	702 Weekend Breakfast with Refiloe Mpakanyane
10:00-14:00	702 Music with Kenny Maistry
14:00-18:00	702 Music with Nonn Botha
18:00-20:00	702 This is Africa with Richard Nwamba
20:00-22:00	South African Music
22:00-24:00	702 Music
Sundays	
00:00-06:00	Best of 702
06:00-10:00	702 Weekend Breakfast with Refiloe Mpakanyane
10:00-13:00	702 Soulful Sundays with Kenny Maistry
13:00-16:00	702 Soulful Sundays with Paul Mtirara
16:00-19:00	702 Soulful Sundays with Nonn Botha
19:00-21:00	Inside Eyewitness News
21:00-00:00	Best of 702

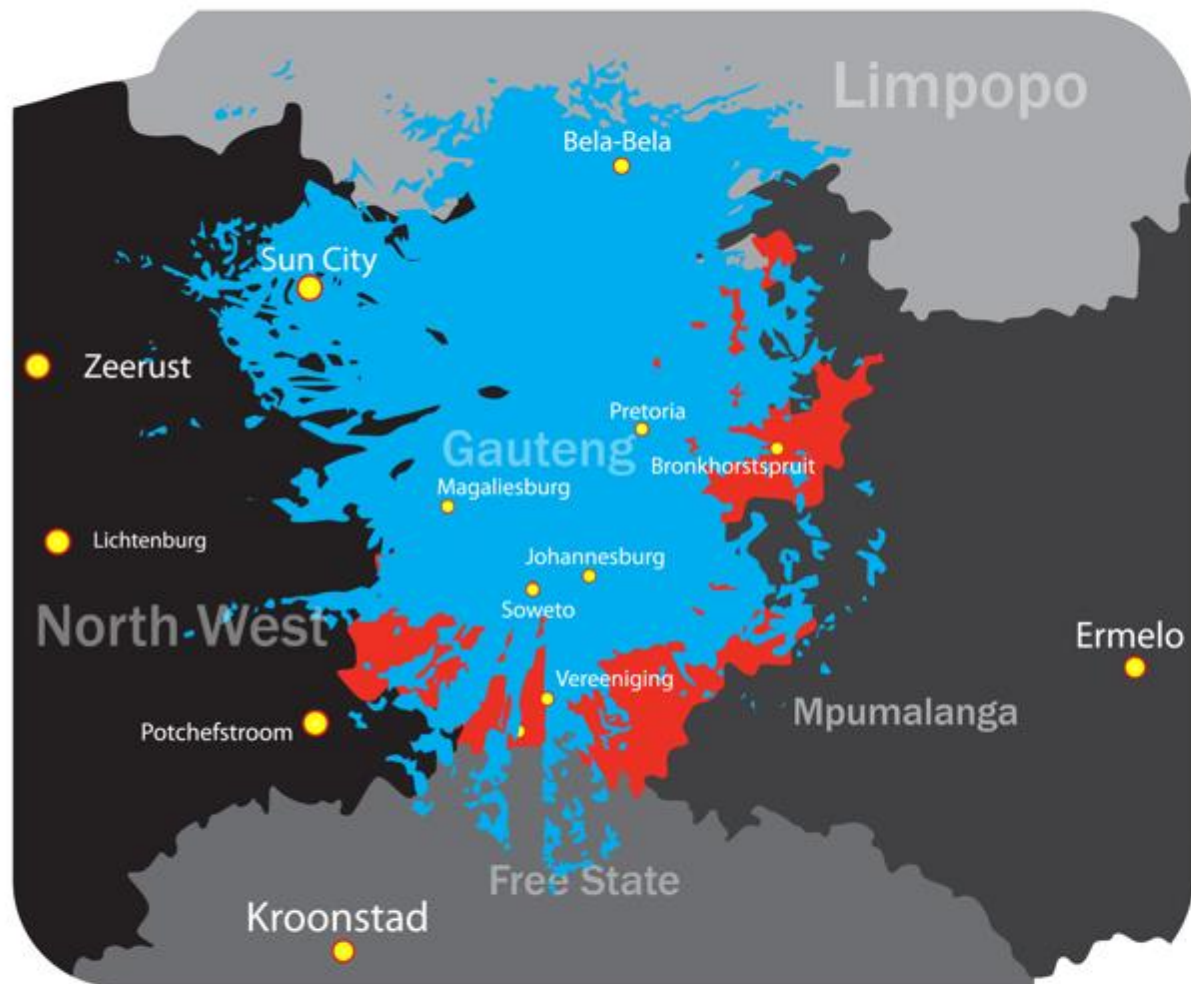




# 702.

LET'S WALK THE TALK

COVERAGE  
MAP





**THANK YOU**