

DEMOGRAPHICS

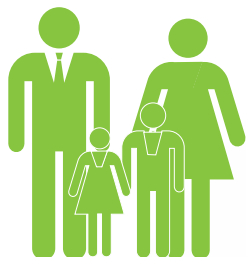


63%
employed
full time

LIVING ARRANGEMENTS

50%

live a family lifestyle
with partner or spouse
and 2 kids.



HEALTH



58% Live a
healthy
lifestyle.

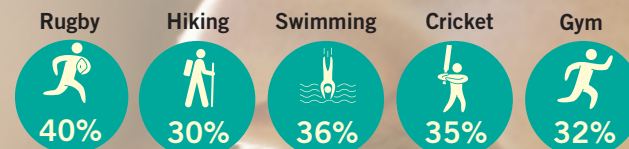
52% of KFM
listeners have
never smoked.

POSSESSIONS



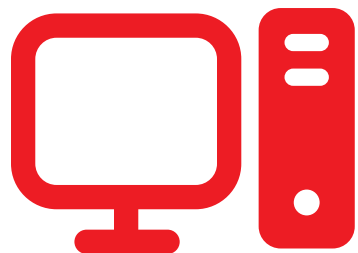
- ➔ Mostly own a VW followed by Toyota and Ford.
- ➔ Over 70% do not have vehicle tracking installed.

INTERESTS & LEISURE



**39% OF SURFERS
LISTEN TO KFM**

MEDIA



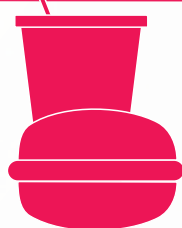
A THIRD
buy fewer magazines
than a year ago.

HALF
don't buy newspapers.

61% subscribe to
DSTV.

FOOD

- ➔ KFC are most frequented at 56% followed by Spur at 50% and McDonald's at 44%.
- ➔ Almost a third of Vida e Caffè customers listen to KFM.



FINANCIALS

Pick n Pay Smartshopper card - 49%
Clicks Clubcard - 41%
Edgars Thank you card - 32%
Woolworths Rewards card - 32%



BULK GROCERY SHOPPING

37% shop at Pick 'n Pay 21% shop at Checkers

HEALTH, PHARMACEUTICALS, TOILETRIES

68% shop at Clicks 52% shop at Dischem

TECHNOLOGY

91% own a smartphone
42% are Samsung
60% purchase online



Most are on contract
Most are with Vodacom

SOCIAL ISSUES



75%

feel it's everyone's responsibility to
solve social issues.

65% Feel education needs the most
support followed by poverty.

Woolworths, Pick n Pay and KFC are
seen as giving back most to the community.

WHO'S LISTENING?

Source: 2014 BrandMapp
Includes findings from 20,000 economically active individuals, earning R10k - R25k per month
www.primediabroadcasting.co.za

www.kfm.co.za

