

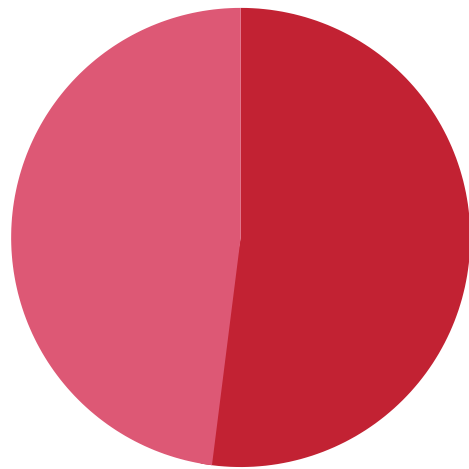
# RETAIL ACTIVITY DURING LOCKDOWN

HOME OF THE AFROPOLITAN

*The retail industry is an integral part of our lives and especially relevant during the nationwide lockdown. Kaya FM conducted a retail survey, to understand the shopping behavior of our audience and their preferences during this time*

Source: Colony Live Survey conducted 28 August – 11 September 260 respondents

**Over half** of our audience are using both online services as well as going into the physical store. Even during the lockdown, feet in store is still important to our listeners



**35%**

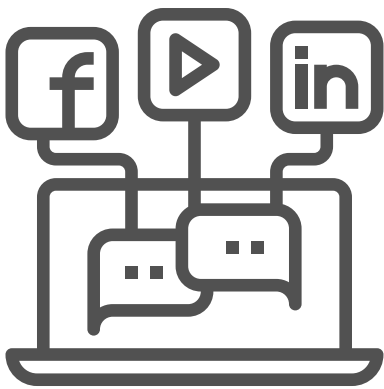
Say that sales and promotions play a big role in motivating them to shop at a specific retailer

**43%**

Prefer shopping between: 10:00 – 13:00 to avoid the evening rush, while working from home. This will be the best time to reach this audience

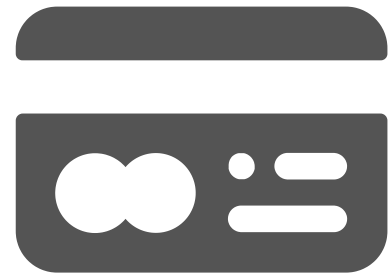
**71%**

Say they rely on radio advertisements to find out what is happening in retail stores in terms of sales and promotions



**70%** of the audience say that social media also plays a very strong role in purchasing decisions

**52%** of our audience spend up to R3000 on groceries monthly. They also prefer to pay with their **debit card**



We have loads more info on our audience shopping behavior and preferences. Contact your Account Manager to take you through the detail and give you solutions to target this very retail friendly market!