



Frequency: 100.3 FM

**Insight:** Qwa-Qwa Radio is a community-owned and governed station that broadcasts 24 hours a day. The purpose of the station is to empower the people.

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Listenership: 93 000 weekly

**LSM**

Primary: 5 - 8

**Core Target Market**

35 - 49

**Languages:**  
 seSotho 56%  
 English 44%

**Race:**  
 Black 87%  
 White 10%  
 Coloured & Other 3%

**Broadcasting:** 60% content and 40% music

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**Coverage:** Phutaditjhaba, Kestel, Clarens, Bergville, Harrismith, Bethlehem, Thabo Mafutsanyana, Xhariep, Lejweleputswa, Fezile Dabi and part of Kwa-Zulu Natal and Lesotho

	25 092
	N/A

