

BRC RAM™ & SEM – NOVEMBER '17 RELEASE

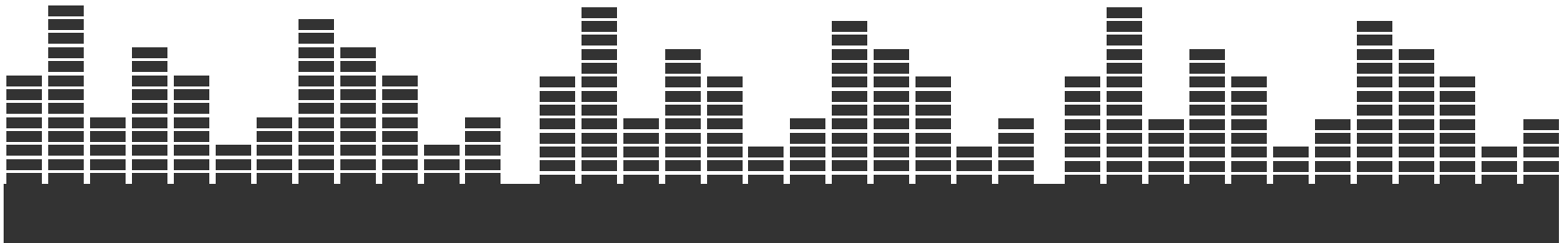


TRENDING...

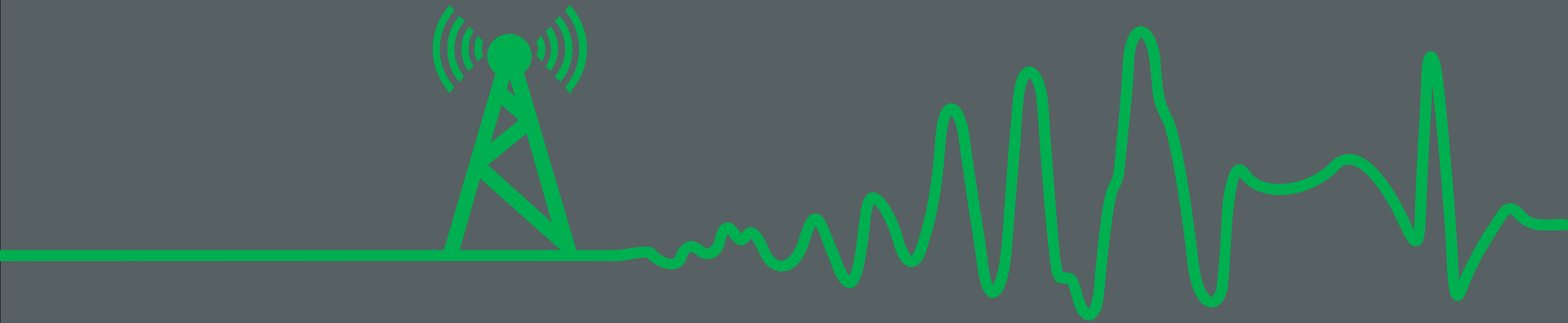


Jan'17-Jun'17 (sample=31,178 diaries)

Apr'17-Sep'17 (sample=30,427 diaries)

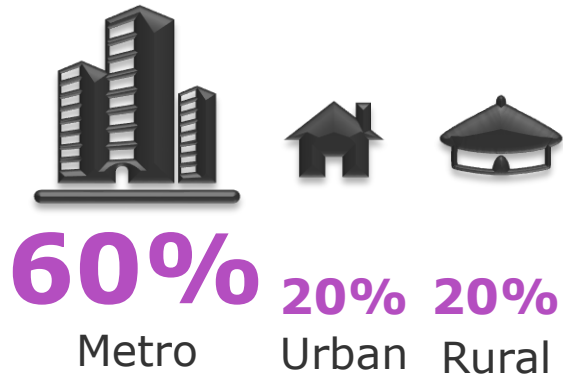


BRC RAM™ - VITAL SIGNS



BRC RAM™ AT A GLANCE...

Metro-skewed sample



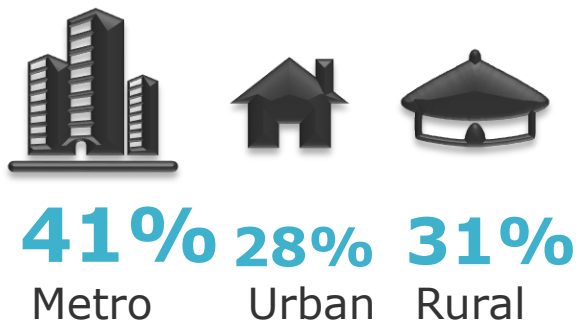
Random selection

- Small areas
- Starting points
- Households
- Main respondents

Methodology

- Placement interview
- 7-day diary

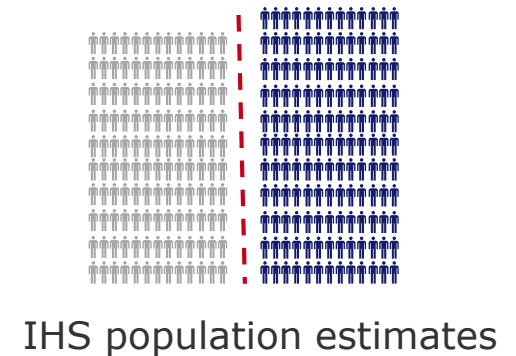
Re-weighted to population



Weighting variables

- Province
- Area type
- Gender
- Age
- Race

Annual universe update



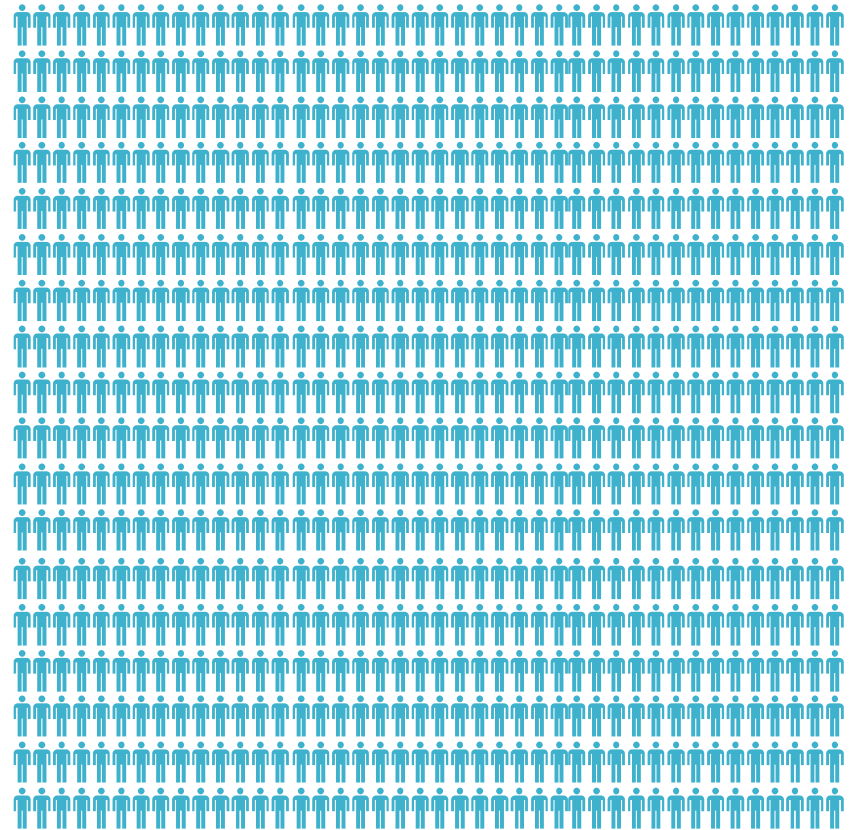
REPRESENTATIVE SAMPLE...

**30,000 households
per annum**



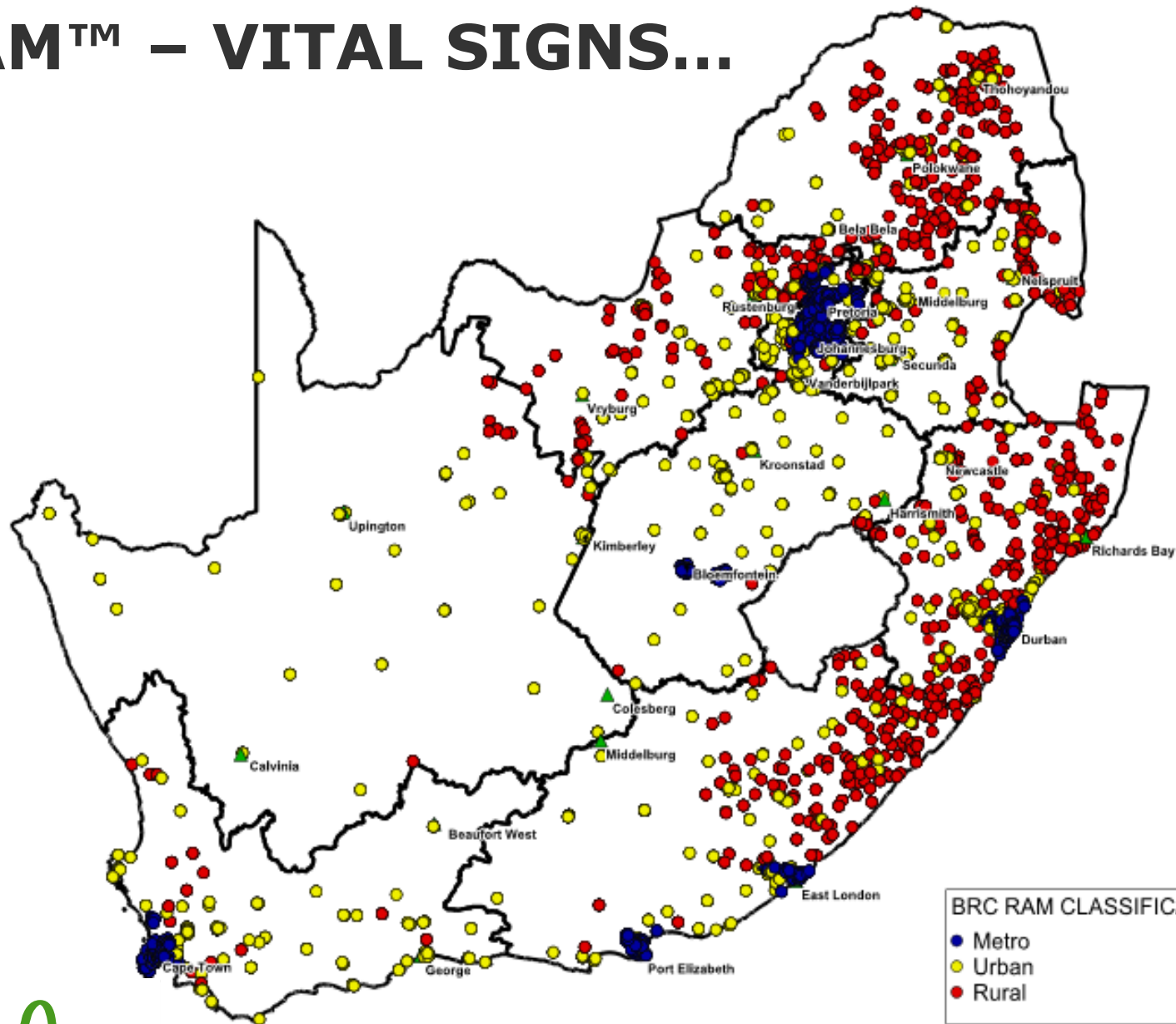
**BRC RAM™ sample:
representative of the South
African population on a National
and Provincial level**

**300,000 households
per annum**



**Sample that would be required to be
representative of all small areas in
South Africa**

BRC RAM™ – VITAL SIGNS...



Population (Age 15+):
39,5 million

BRC RAM™ – VITAL SIGNS...

Consistent area split (sample frame)



60% Metro



20% Urban



20% Rural

Stations included

39 Commercial and PBS stations

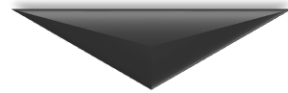
262 Community stations



BRC RAM™ – VITAL SIGNS...

Random selection,
household flooding

15,095
Households



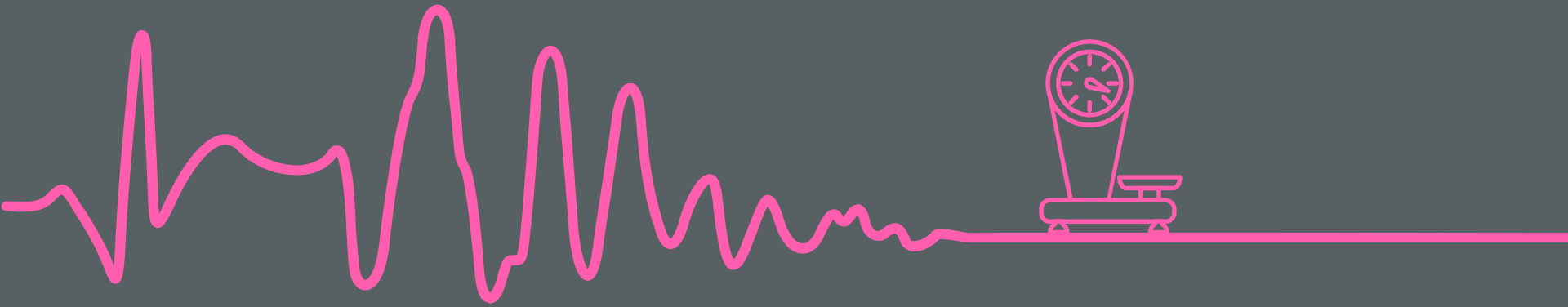
30,427
Individuals



Apr'17-Sep'17 sample

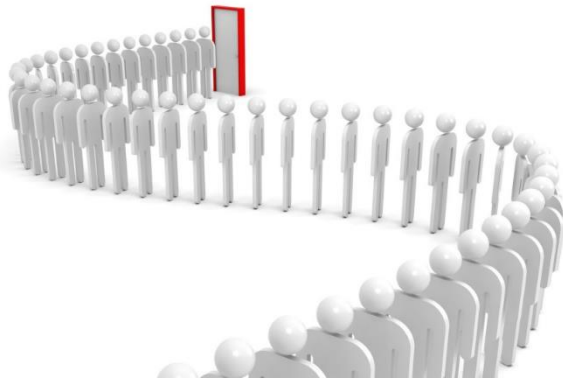


SCRUTINY & WEIGHTING



THE FOUR GATES...

SAMPLE GATE



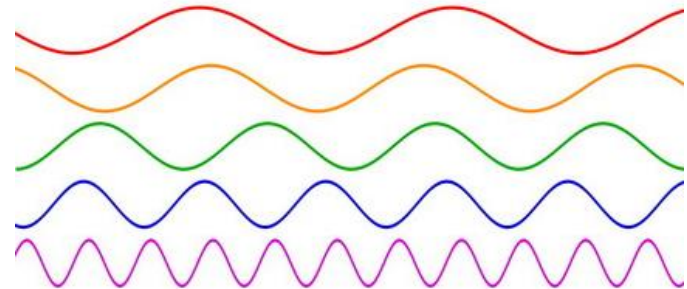
STABILITY GATE



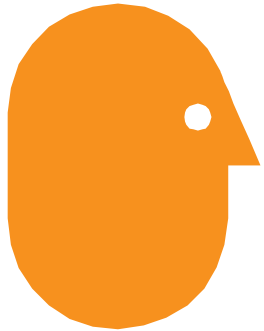
WEIGHTING GATE



STATION CHANGE GATE



REVIEW, EXAMINE, REFINE...



Weighting review



Sampling review



Queries

THE METRO SAMPLE...



Metro

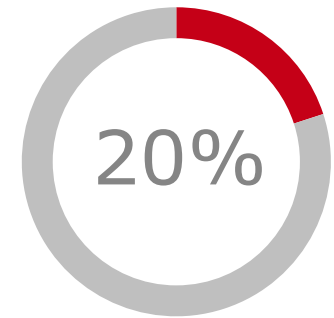
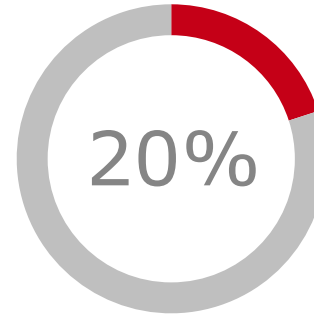
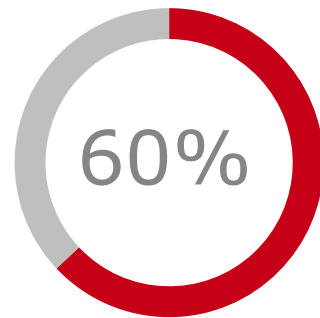


Urban

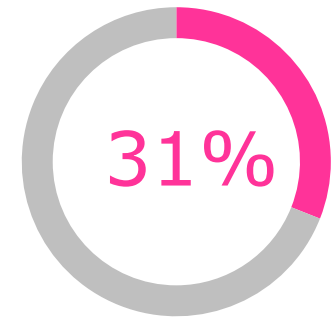
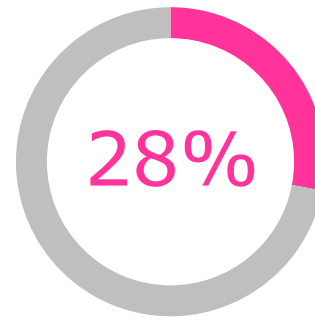
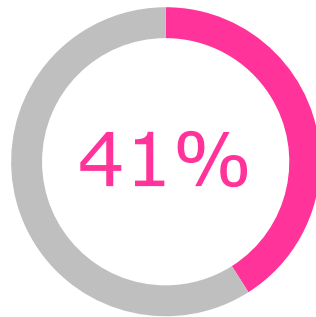


Rural

**Sample
Frame:**



Population:



WEIGHTING...



Average weighting efficiency

JUL'16-DEC'16

81%

OCT'16-MAR'17

87%

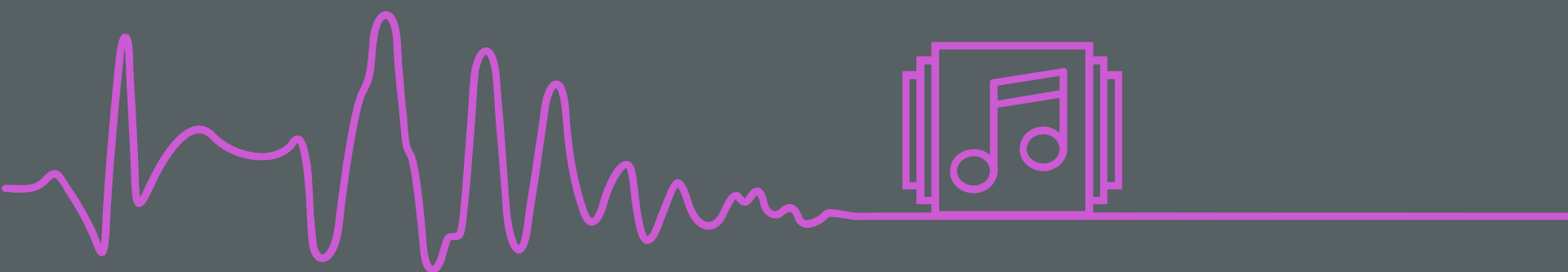
JAN'17-JUN'17

89%

APR'17-SEP'17

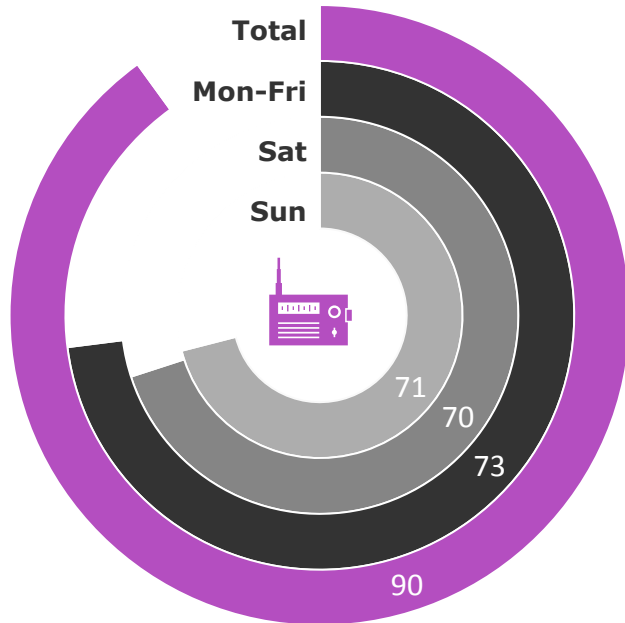
88%

KEY SOUNDBITES



RADIO REACH is...

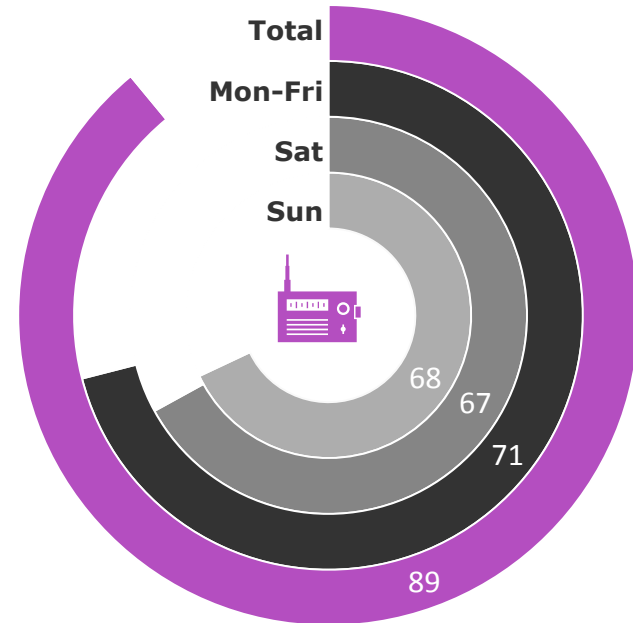
Jan'17-Jun'17



90% weekly reach = 35.7 million listeners listening anytime in the week

73% daily reach (Mon-Fri) = 29.0 million listeners on an average weekday

Apr'17-Sep'17



89% weekly reach = 35.0 million listeners listening anytime in the week

71% daily reach (Mon-Fri) = 27.9 million listeners on an average weekday

...EVERYWHERE!

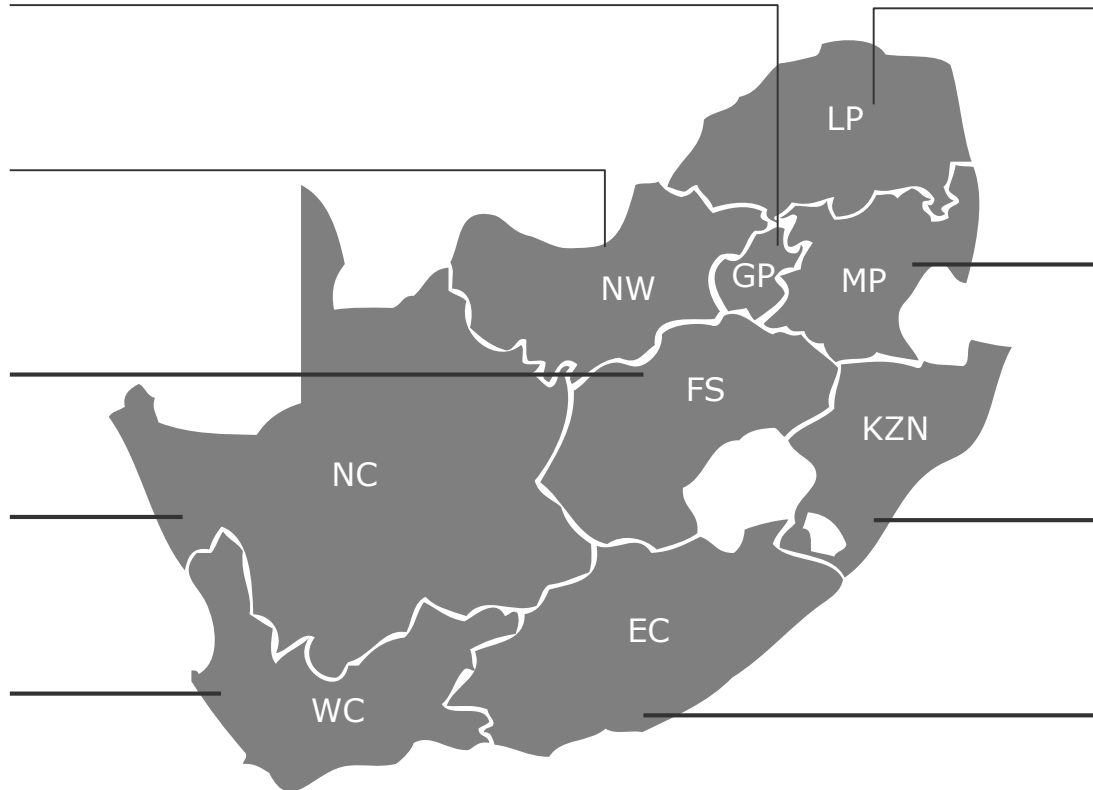
89% =
8.9m

78% =
2.1m

85% =
1.7m

82% =
712k

87% =
4.2m



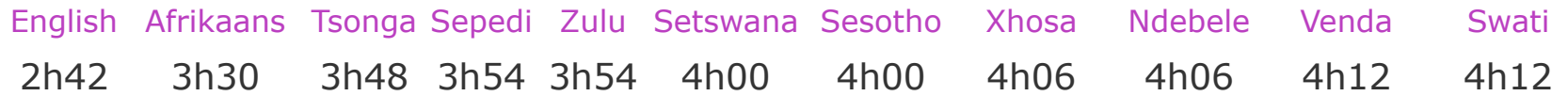
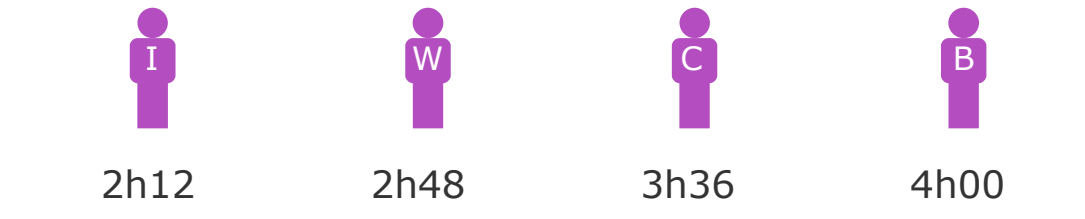
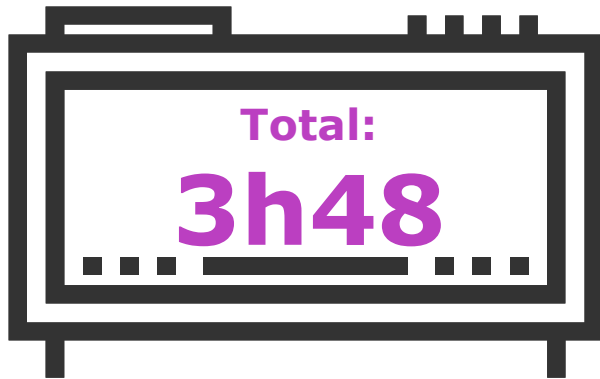
91% =
3.5m

86% =
2.5m

93% =
7.0m

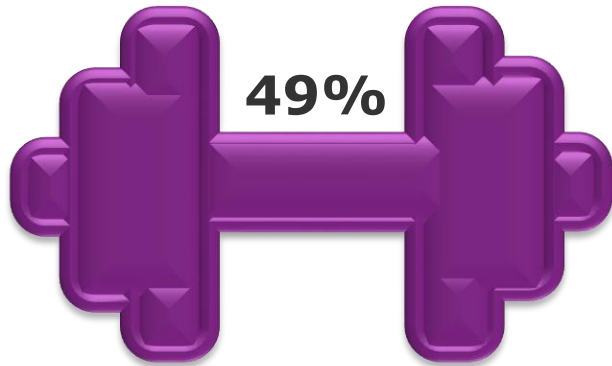
92% =
4.4m

LONG LISTENING...

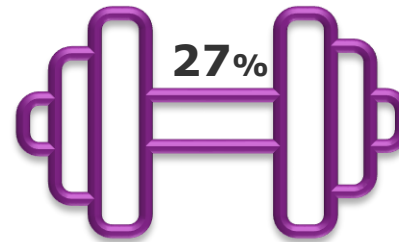


HEAVY LISTENING...

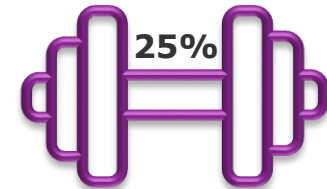
Heavy
(>20 hours pw)



Medium
(10.25-20 hours pw)



Light
(0.25-10 hours pw)



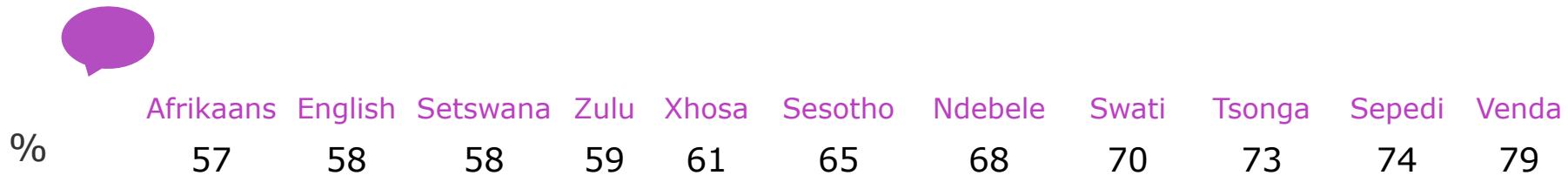
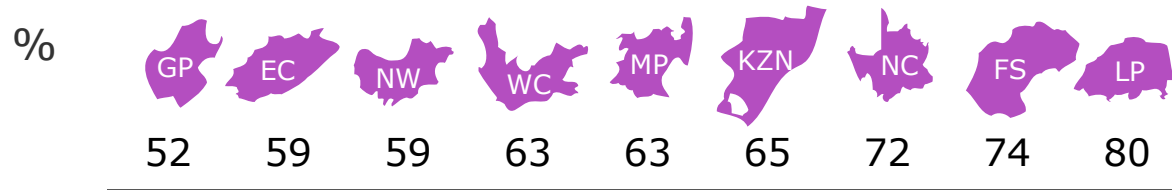
LOYAL LISTENERS...



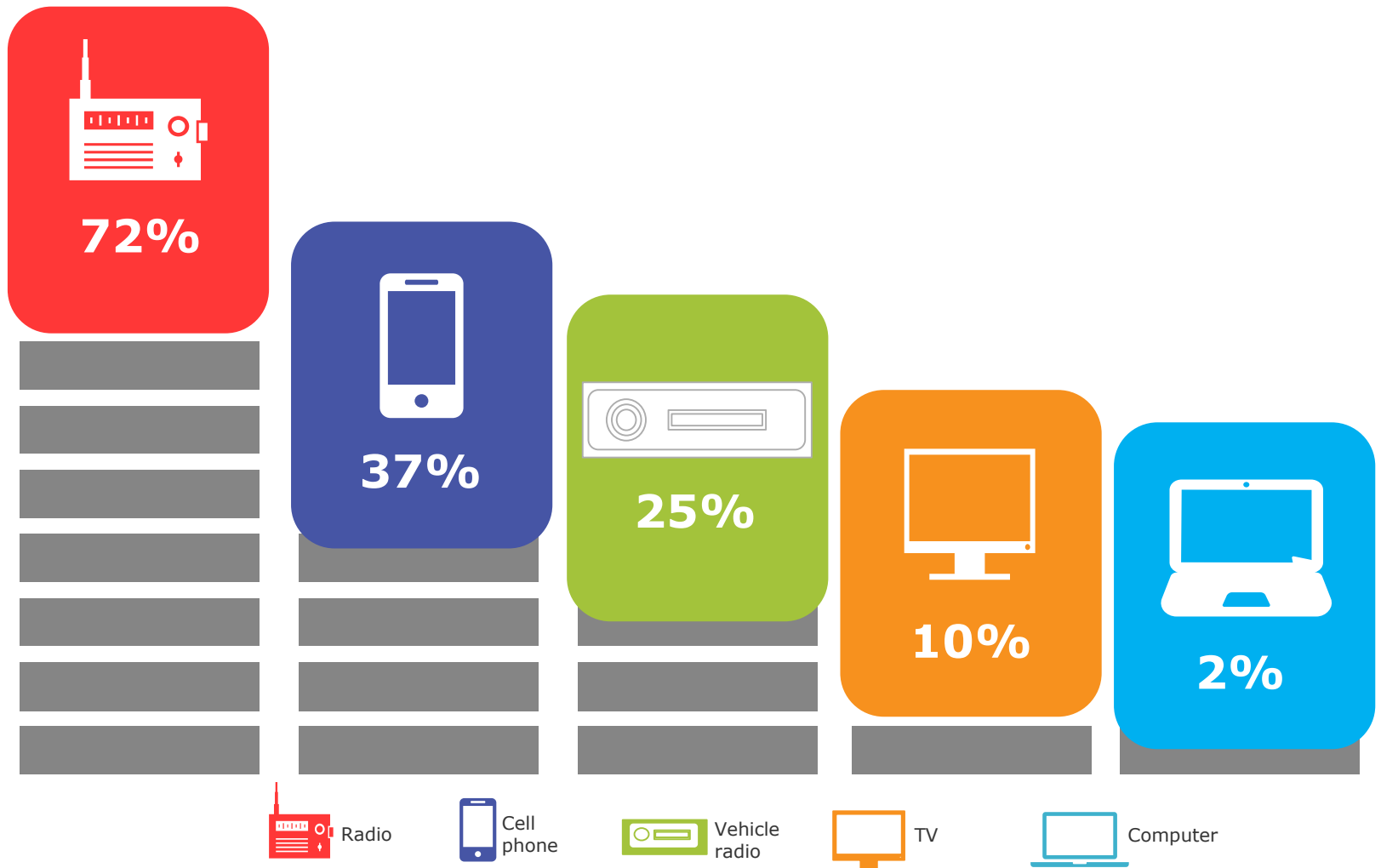
Total:

62%

listen to only one station

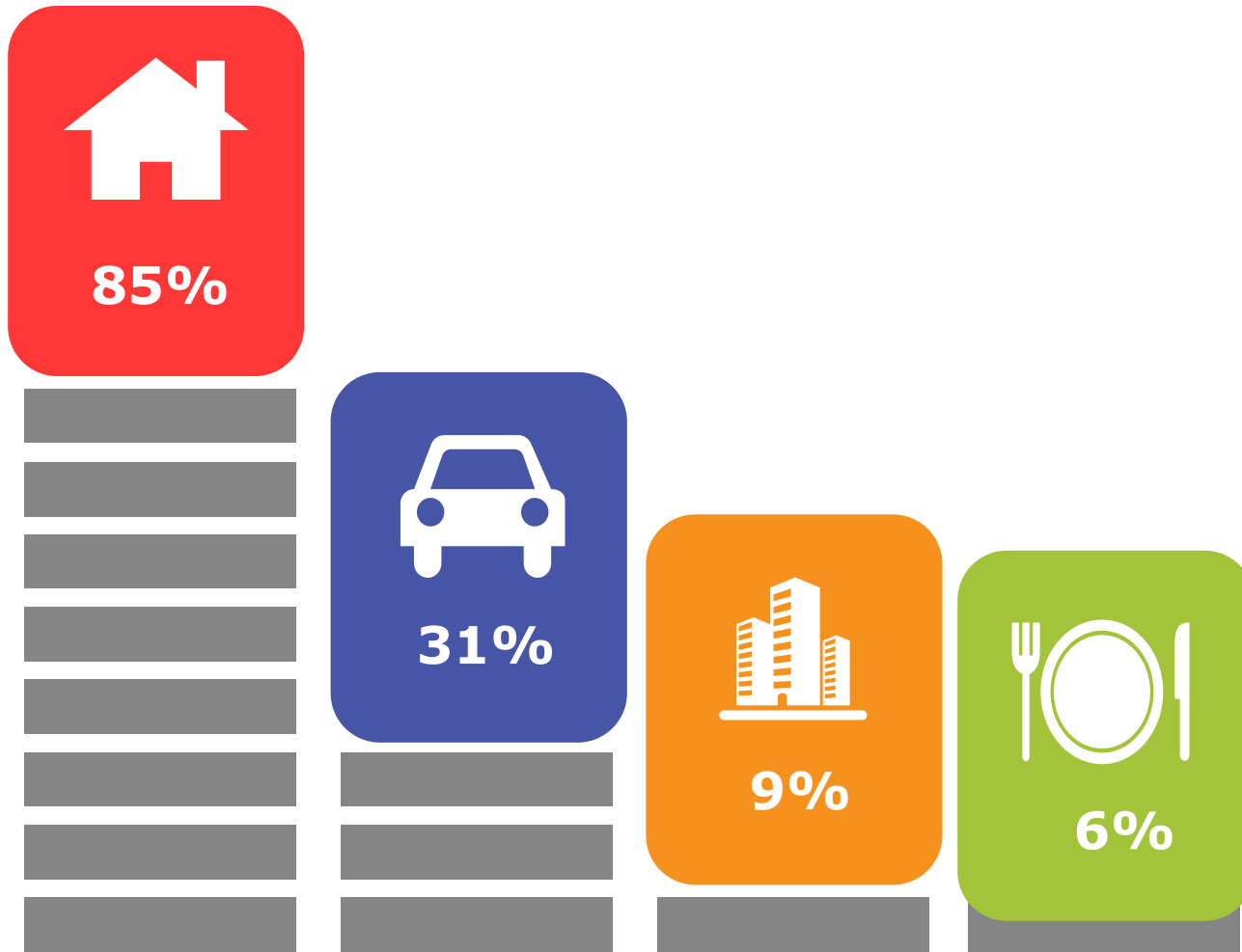


DEVICE CAPTURES HOW...



Source: BRC RAM™ Apr'17-Sep'17 (n=30,427)

LOCATION CAPTURES WHERE...



Home



Vehicle

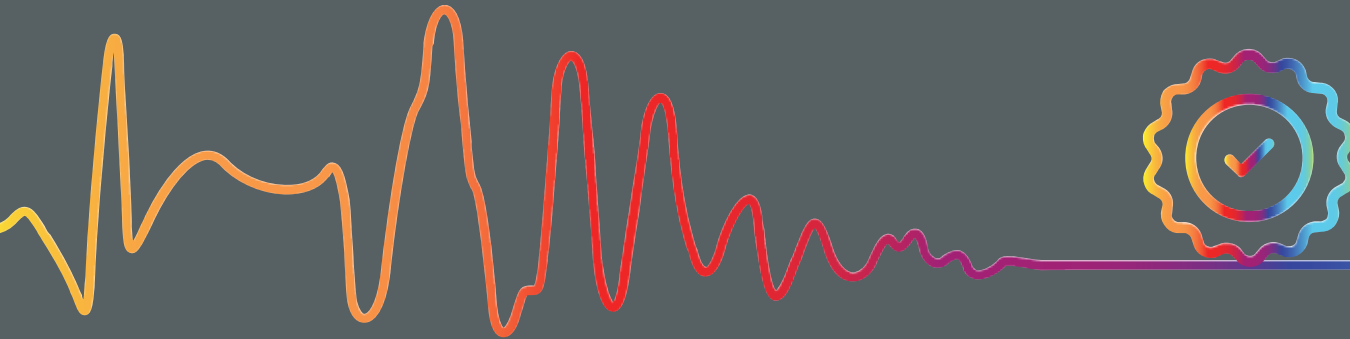


Work/University/
College



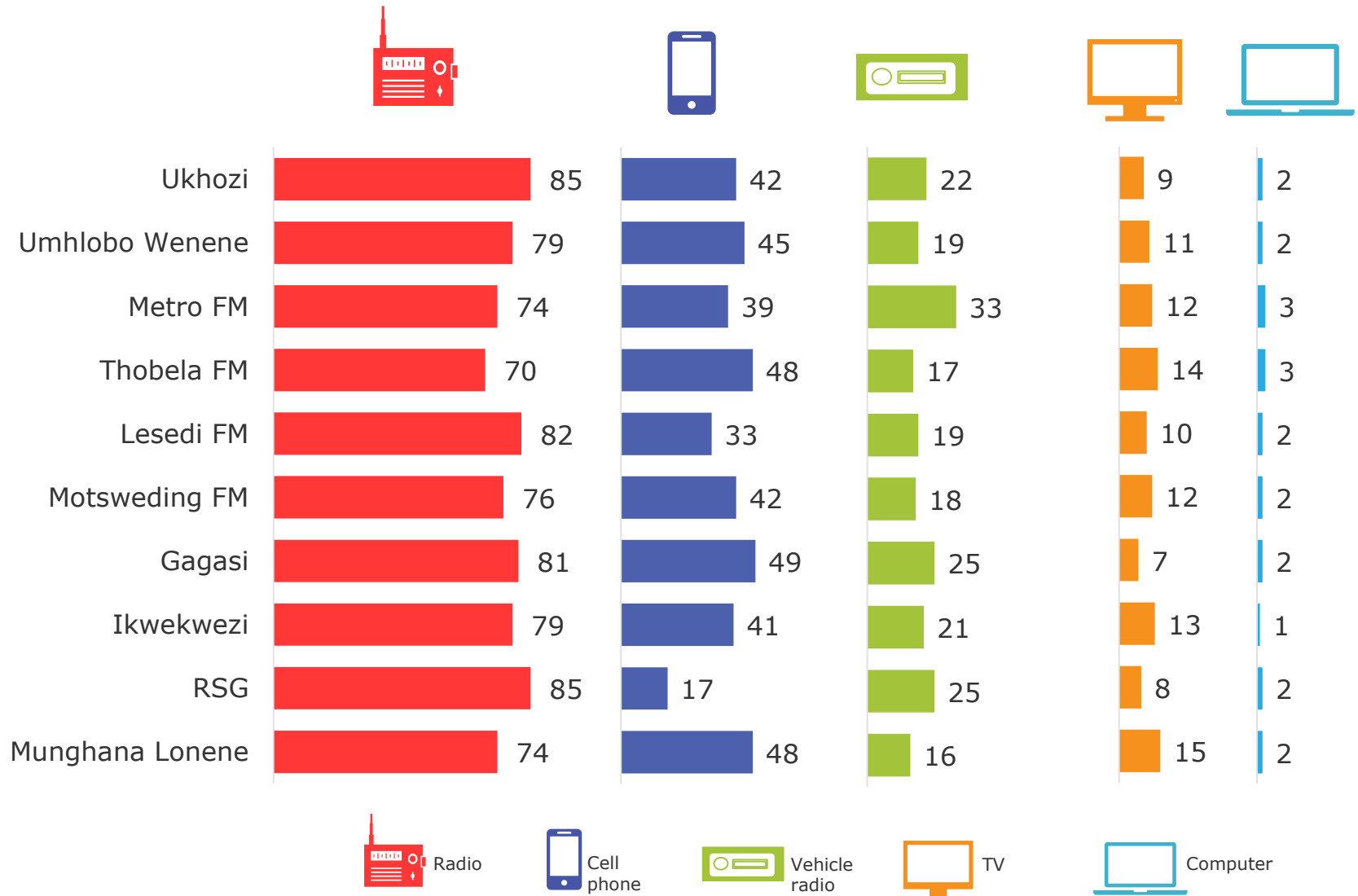
Restaurant/Shopping centre/
Airport

DEVICE & LOCATION



Station listening by **DEVICE**

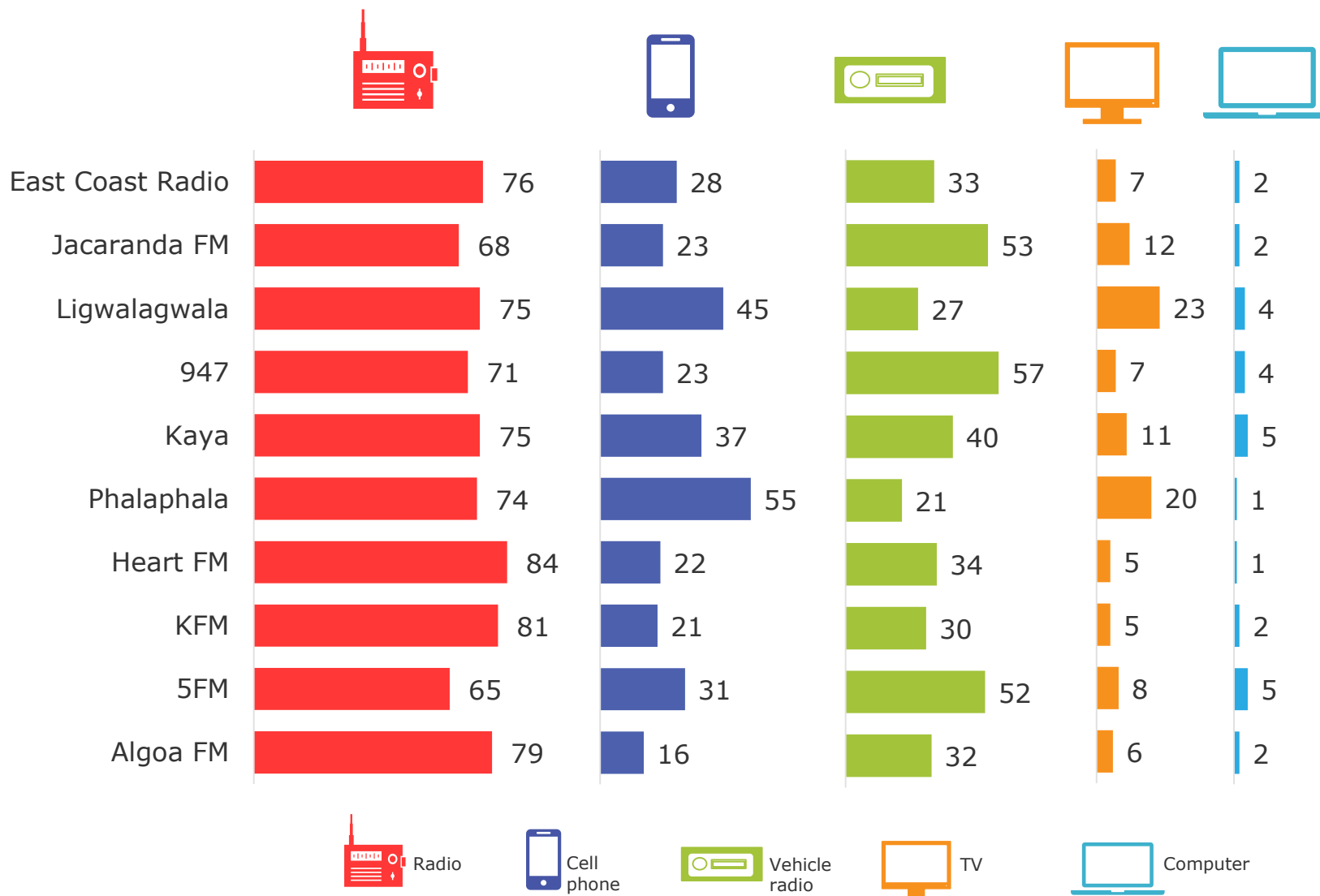
Commercial and PBS



Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427)
 Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

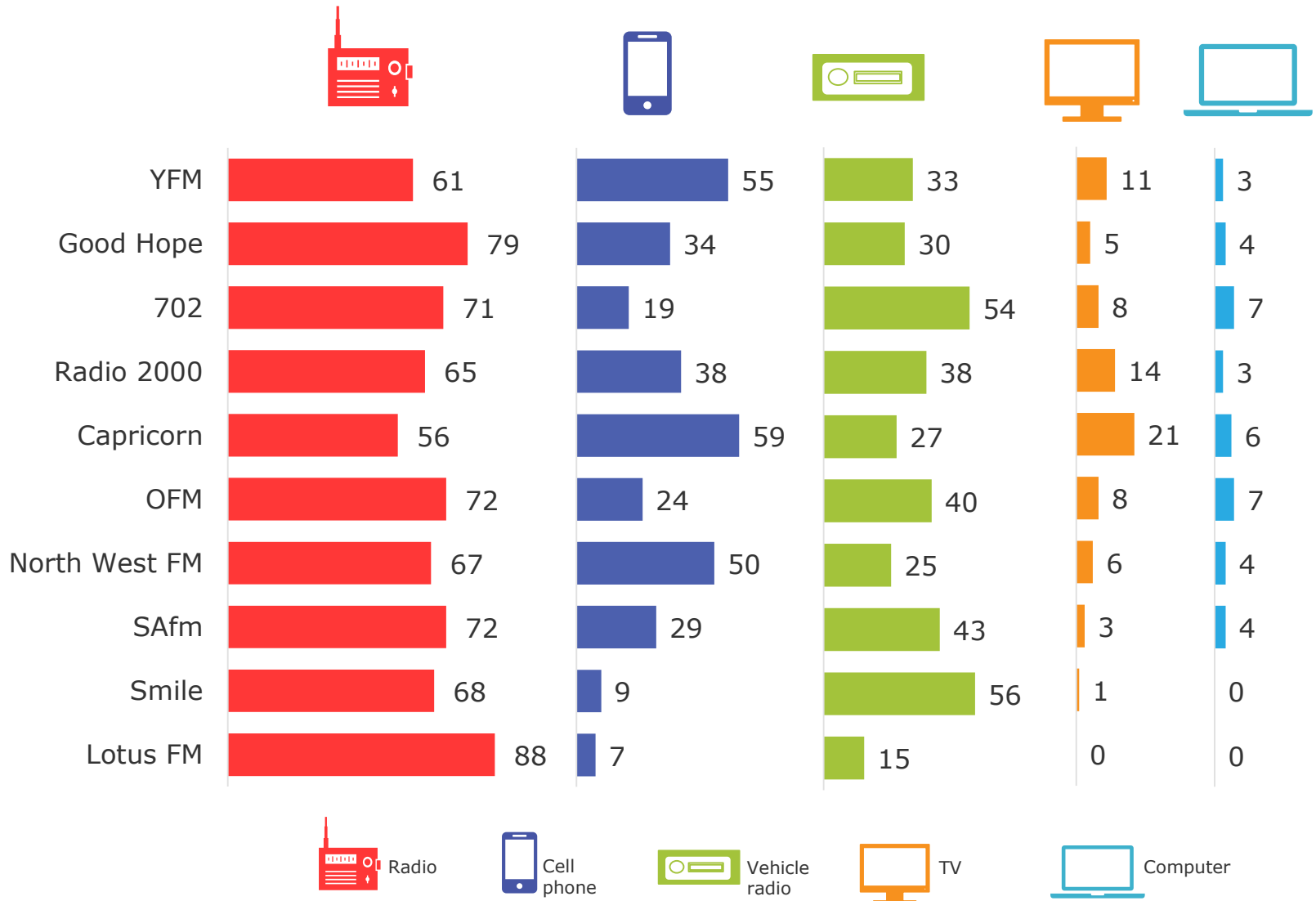
Commercial and PBS



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Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

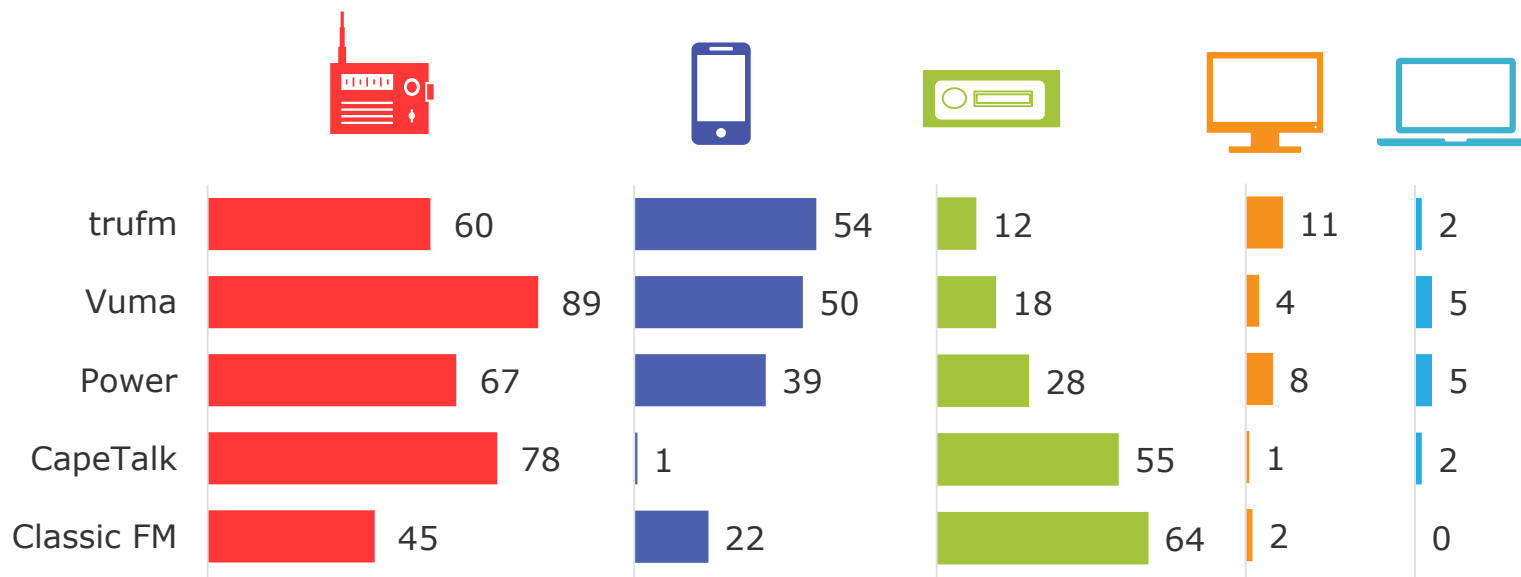
Commercial and PBS



Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427)
 Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Commercial and PBS



Radio



Cell phone



Vehicle radio



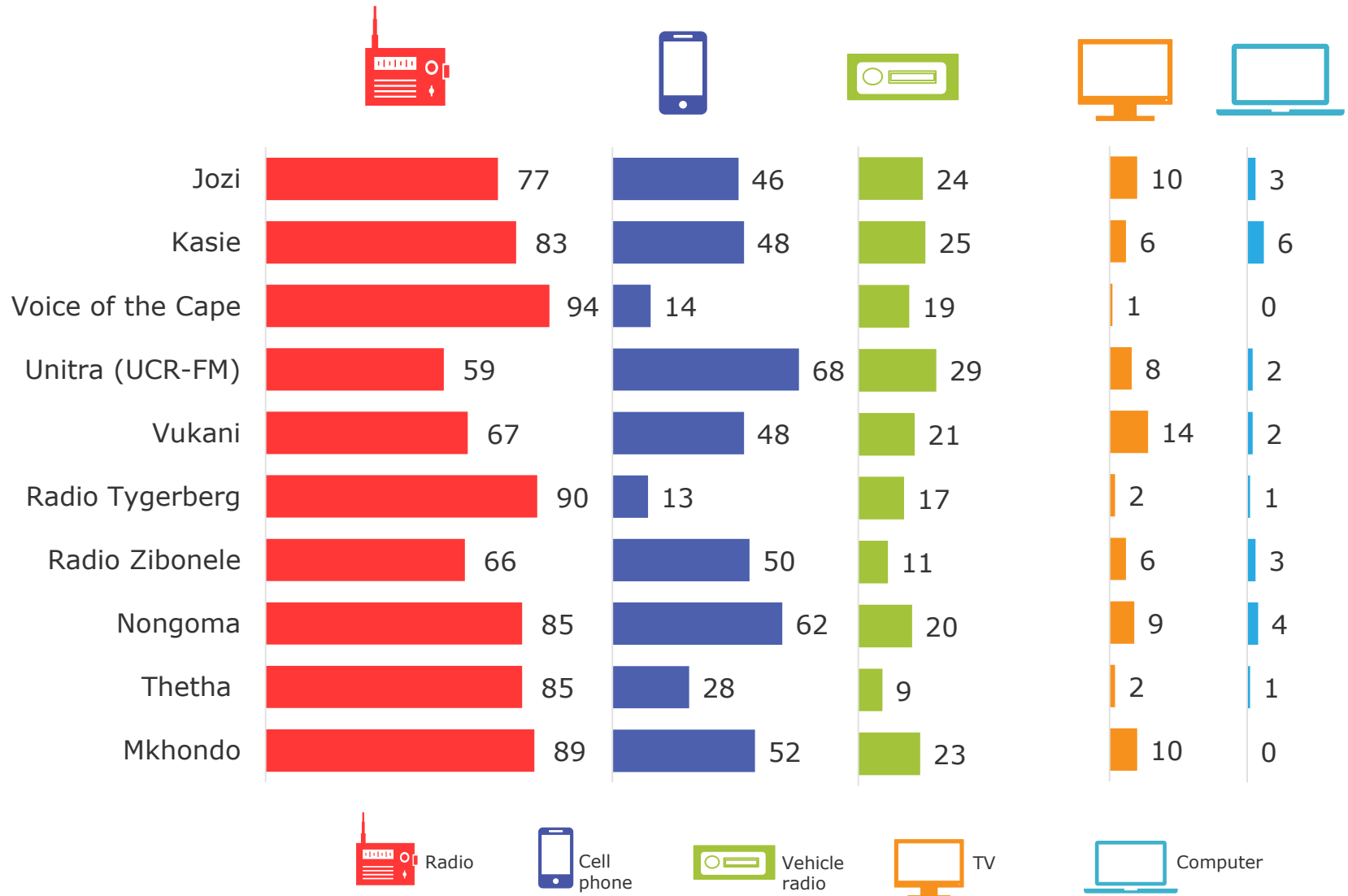
TV



Computer

Station listening by **DEVICE**

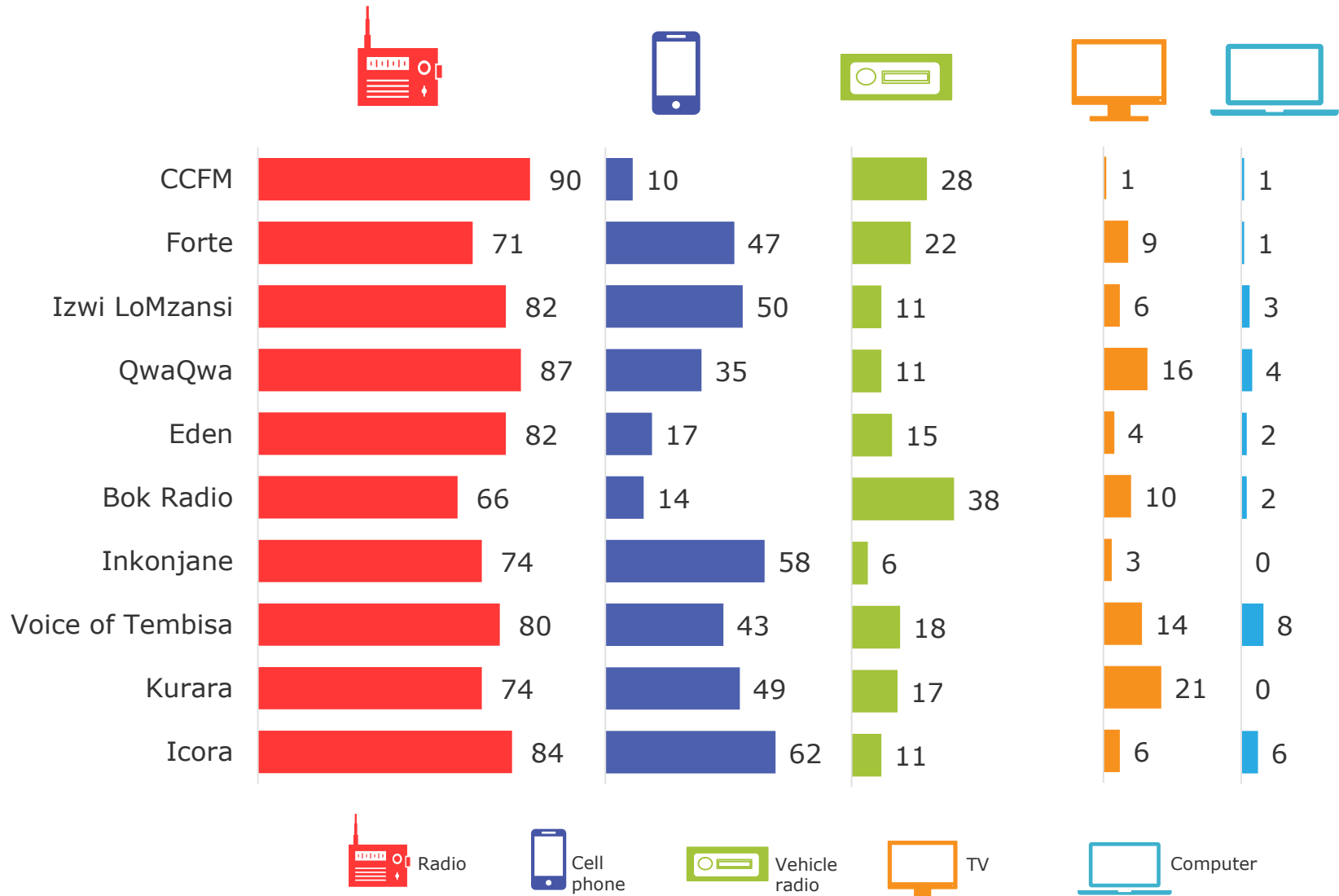
Community



Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

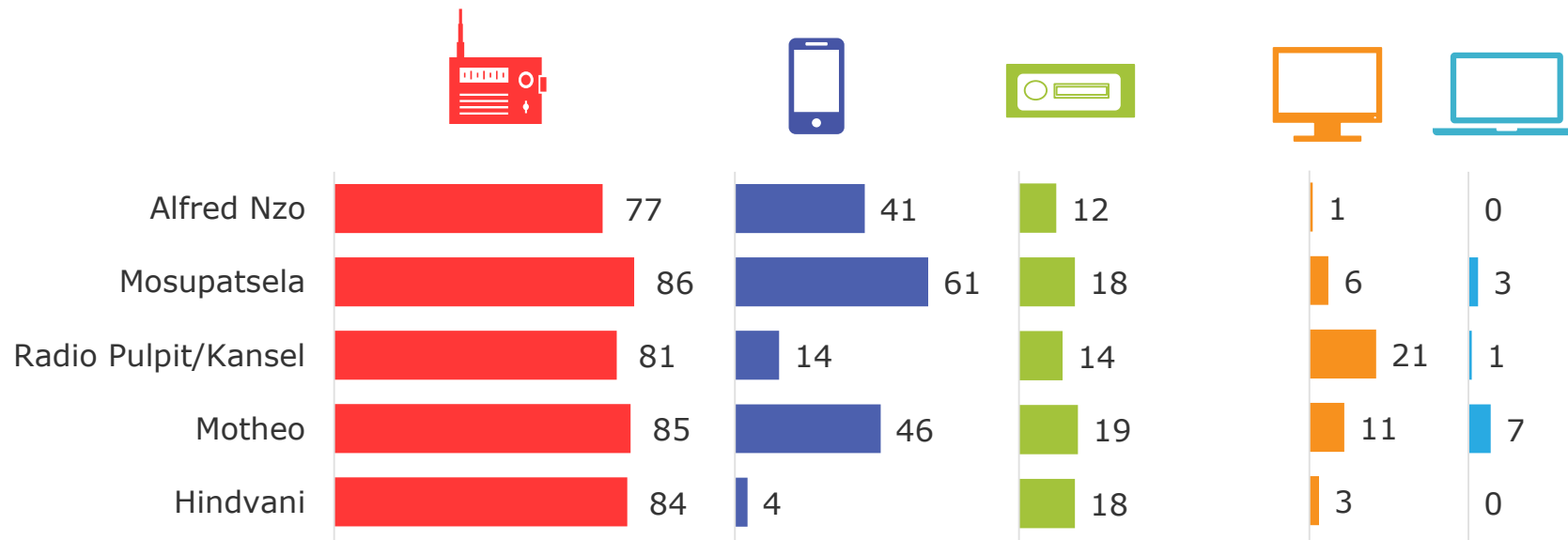
Community



Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Community



Radio



Cell phone



Vehicle radio



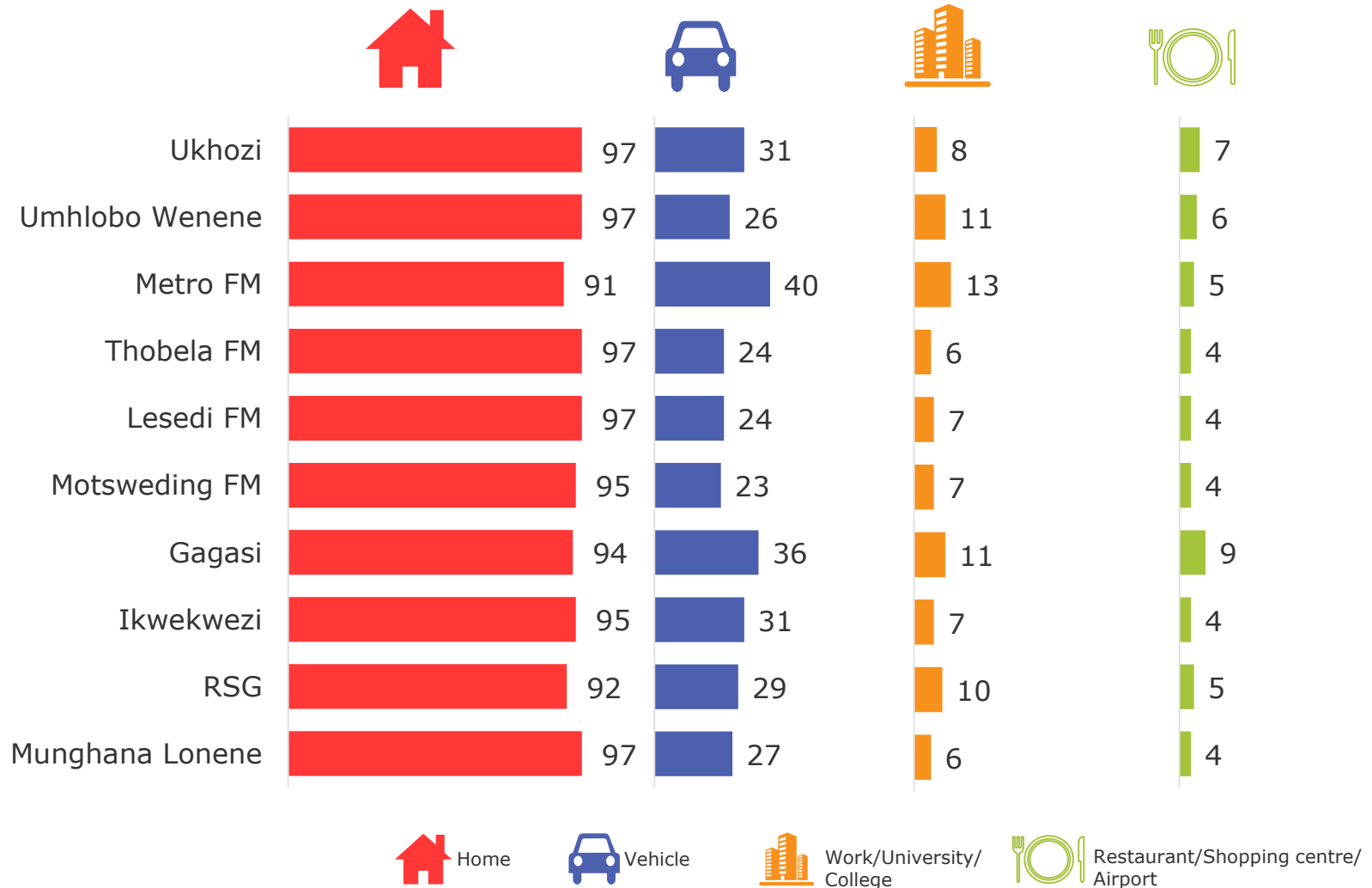
TV



Computer

Station listening by LOCATION

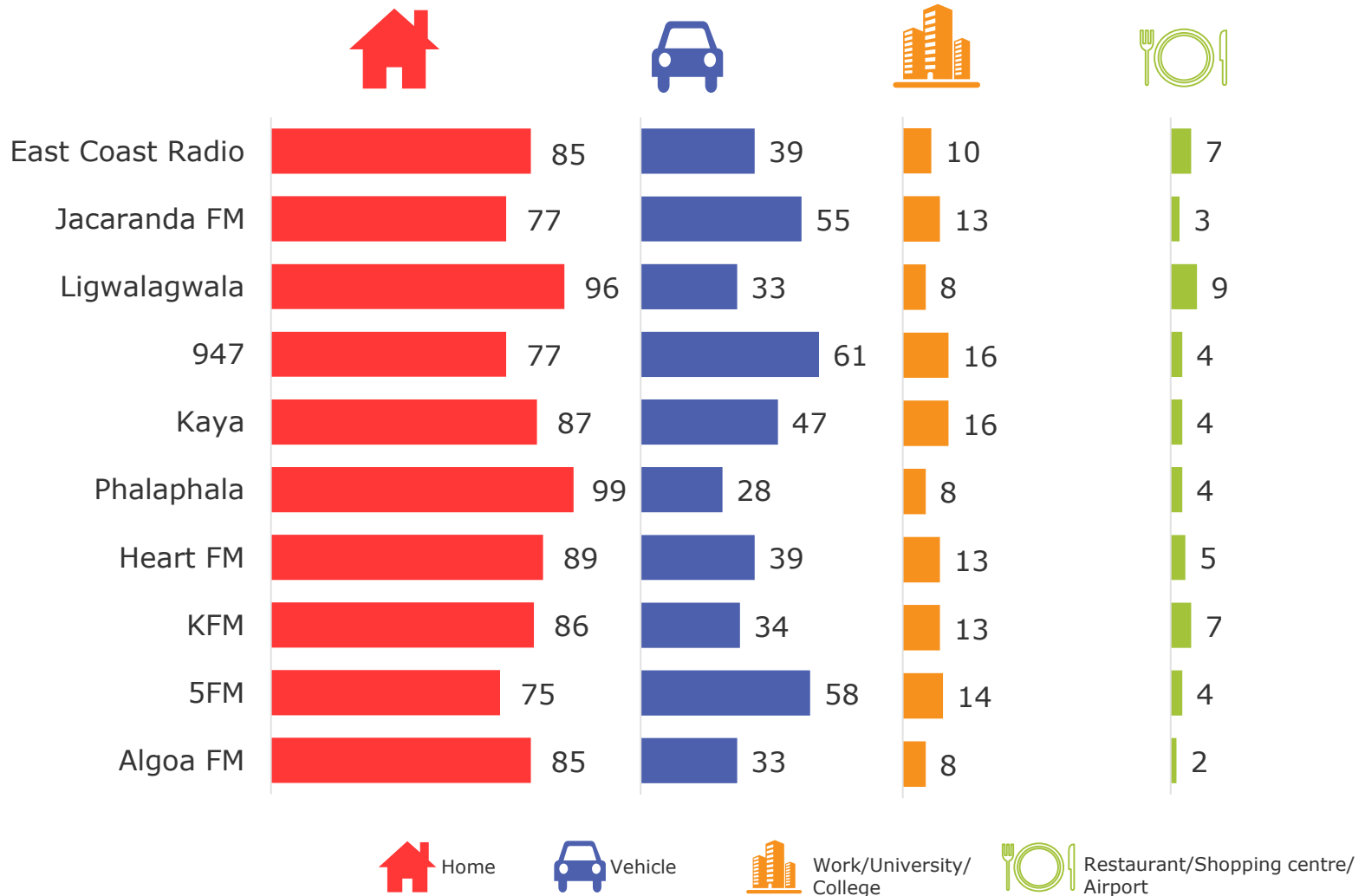
Commercial and PBS



Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

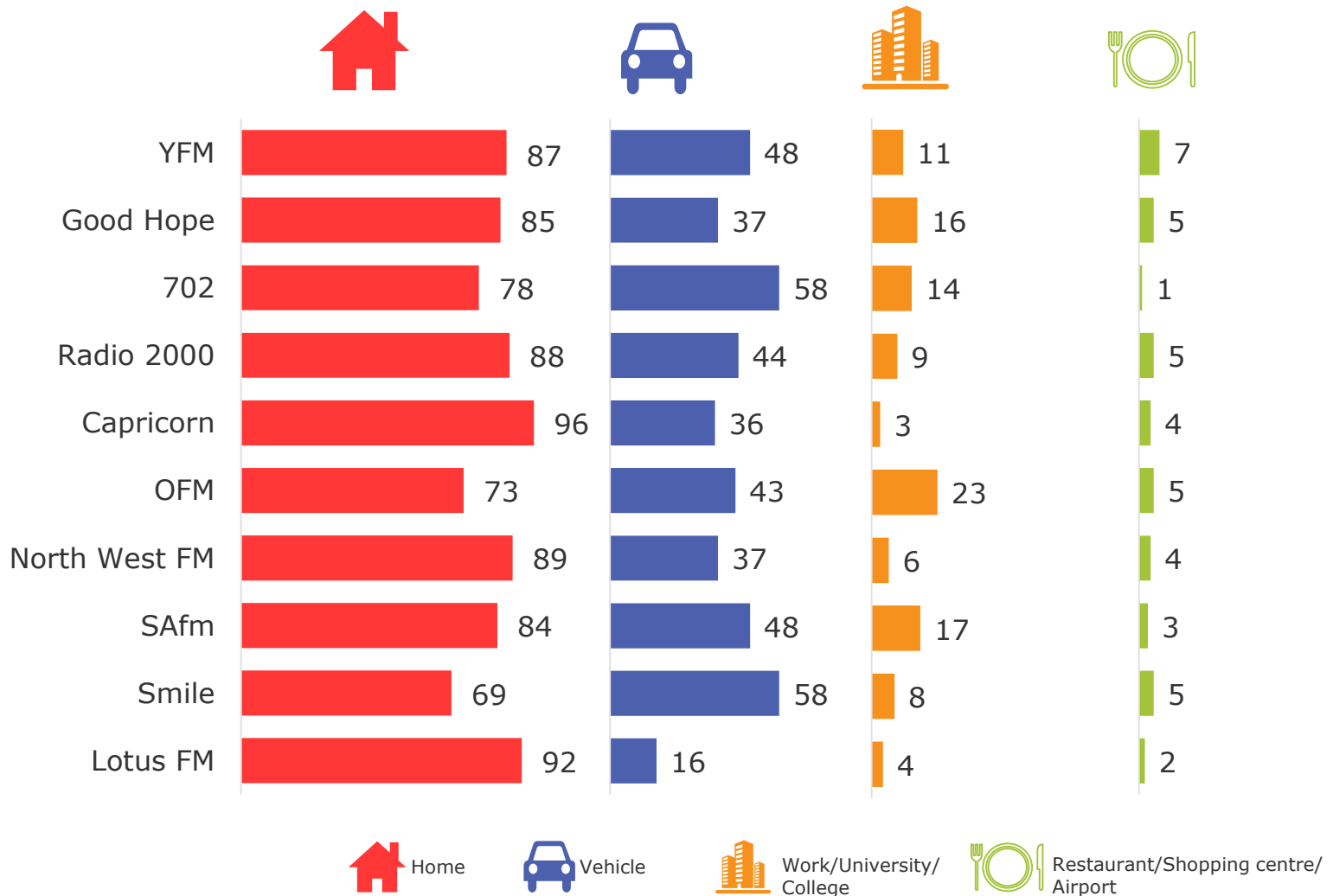
Commercial and PBS



Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

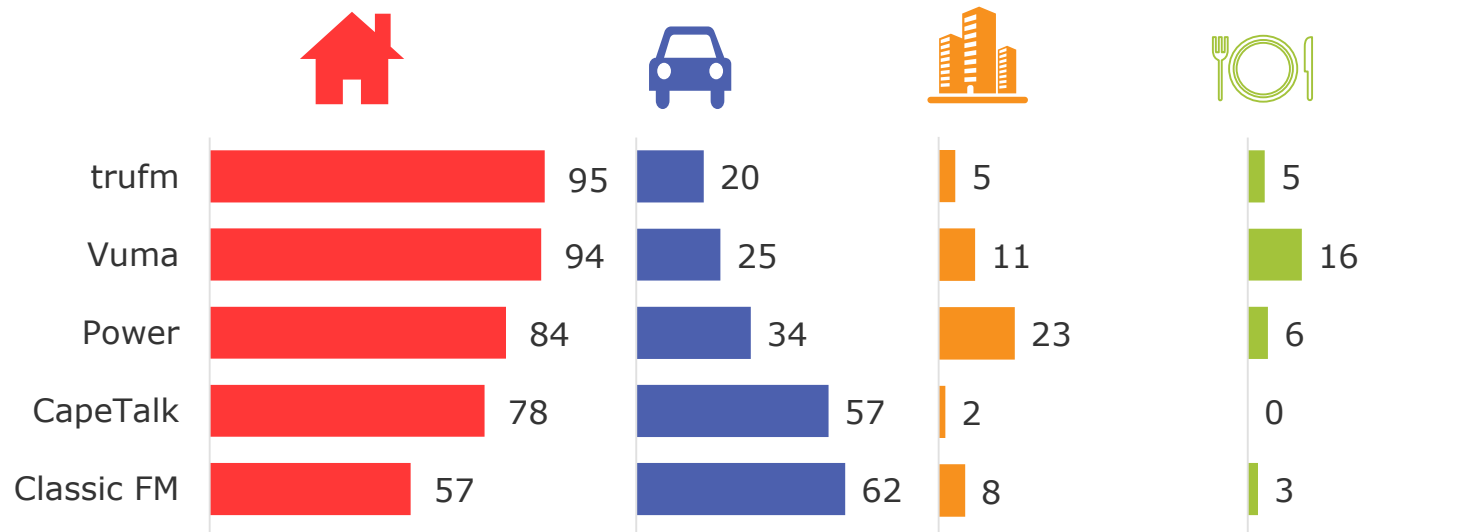
Commercial and PBS



Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

Commercial and PBS



Home



Vehicle



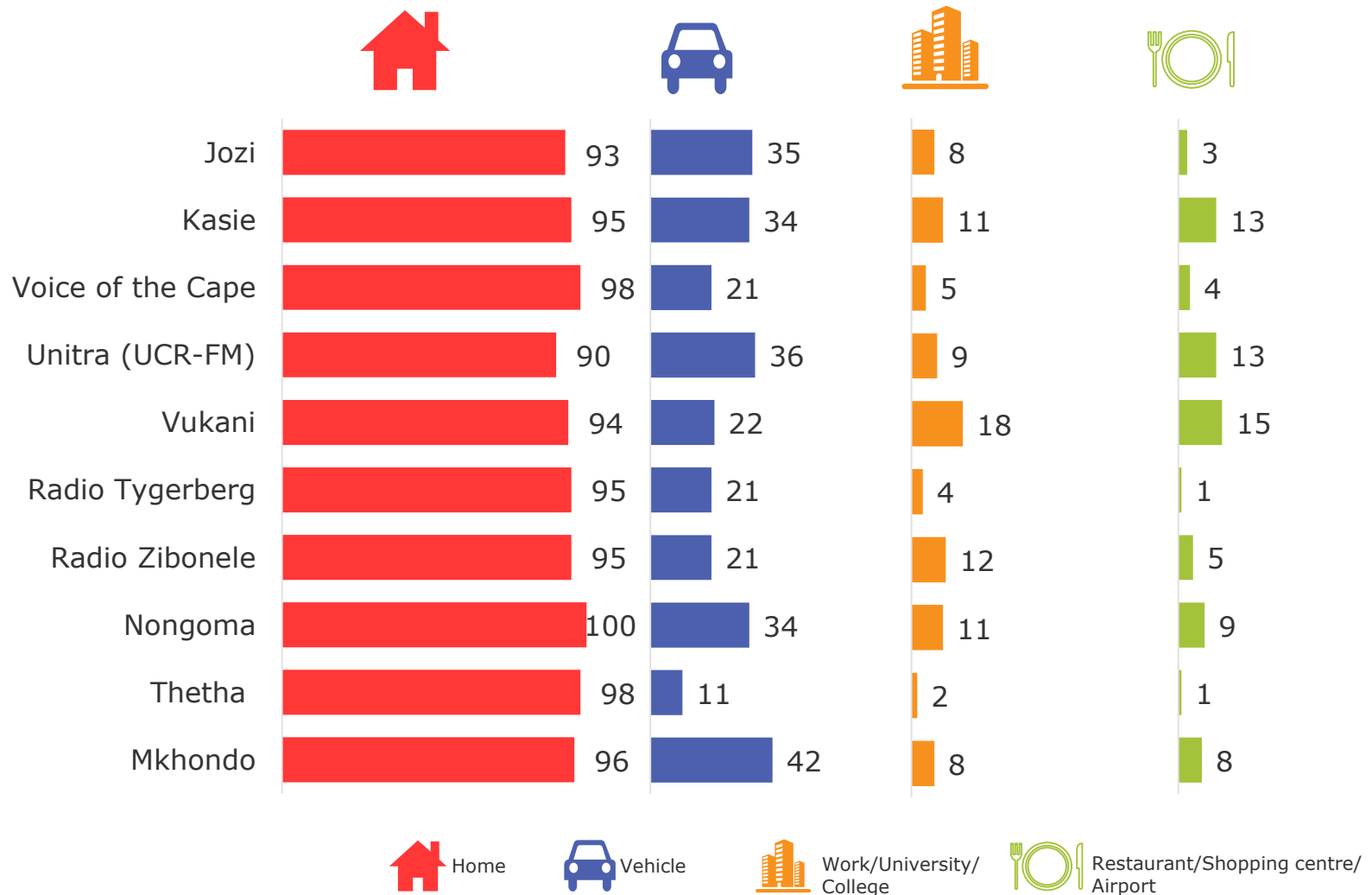
Work/University/
College



Restaurant/Shopping centre/
Airport

Station listening by LOCATION

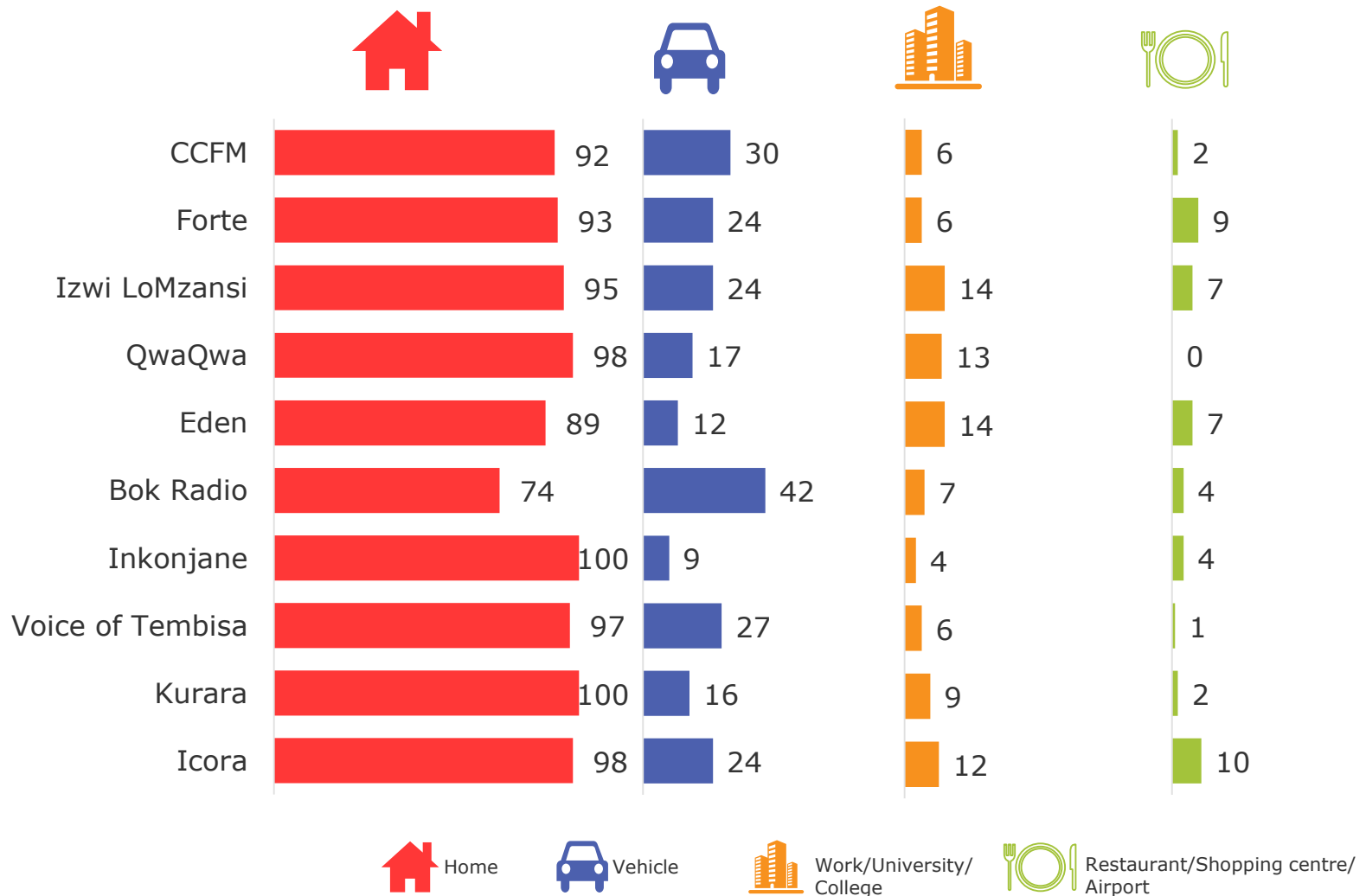
Community



Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

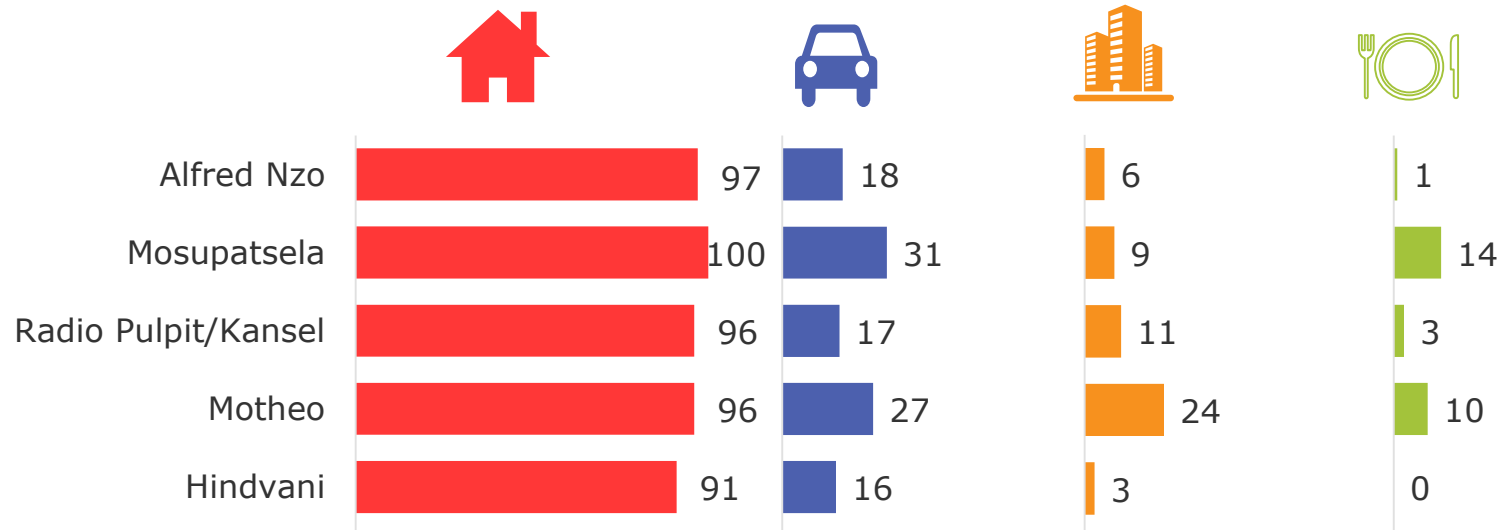
Community



Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

Community



Home



Vehicle

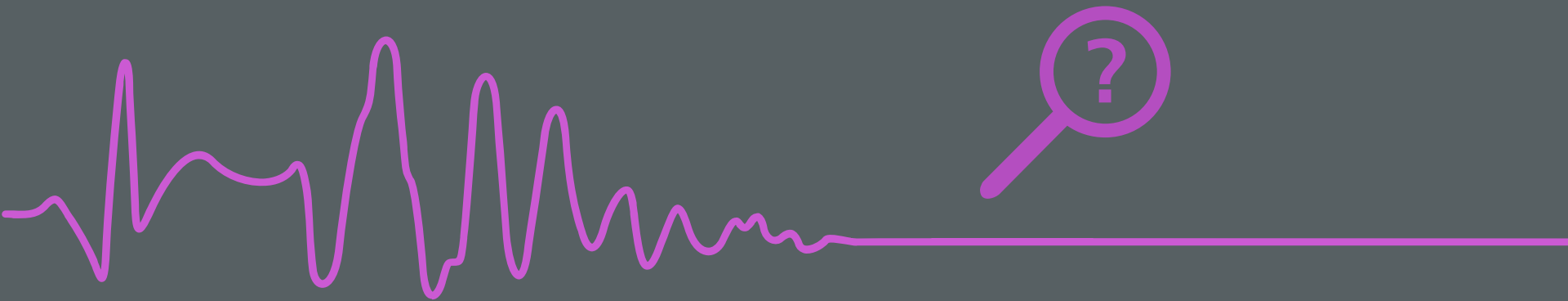


Work/University/
College



Restaurant/Shopping centre/
Airport

PROGRAMME INSIGHTS



NEW INSIGHTS...

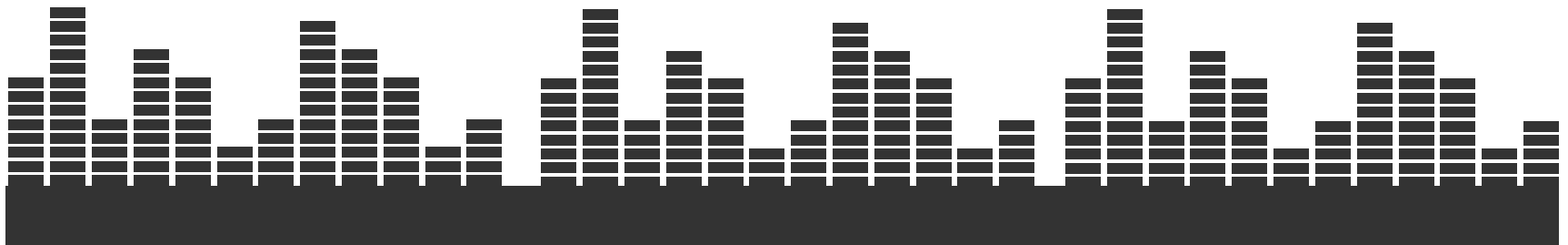
**MAIN
RESPONDENTS**



**THE INSTRUMENT
(placement
survey)**



**PROGRAMME
INSIGHTS**



PROGRAMME INSIGHTS...



“Which of the following types of broadcast/ topics do you **normally** listen to **on the radio**?”

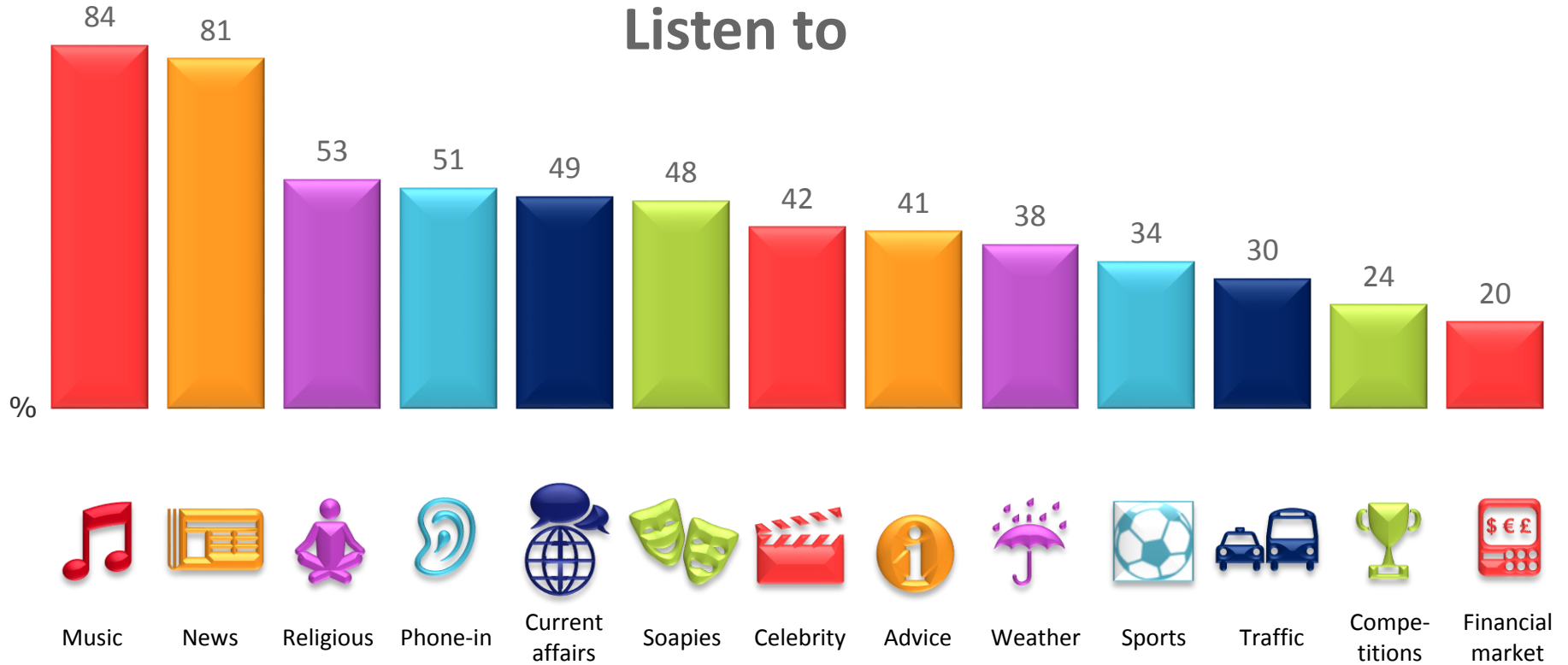
“And which do you listen to **most often**?”



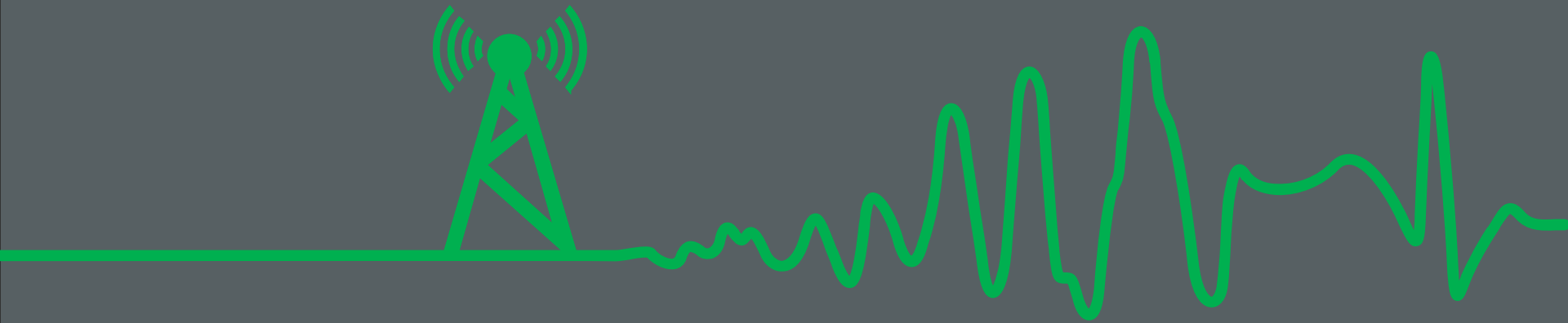
General radio preference,
not asked of a specific station

Can provide insight into general preferences of **key demographics**

LISTEN TO/MOST OFTEN...



THE ES SEM'S

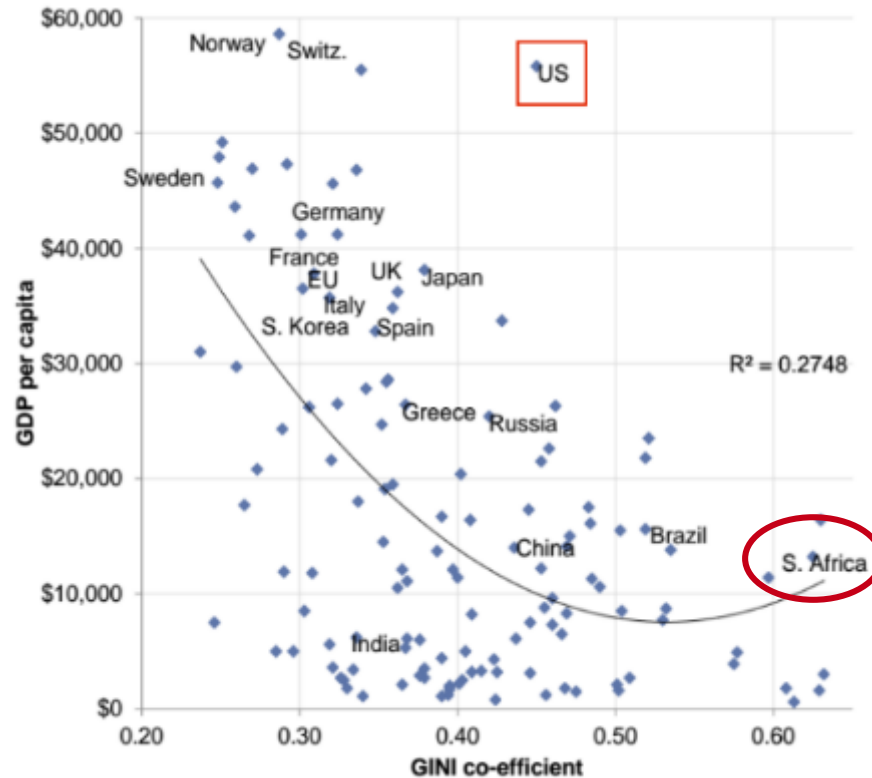


THE ESTABLISHMENT SURVEY SEM™ CONCEPTUAL STARTING POINT...



A measure that depicts how you live, not necessarily what you have

NEEDS TO REFLECT SA SOCIETY...



Perfectly
equal
society

0



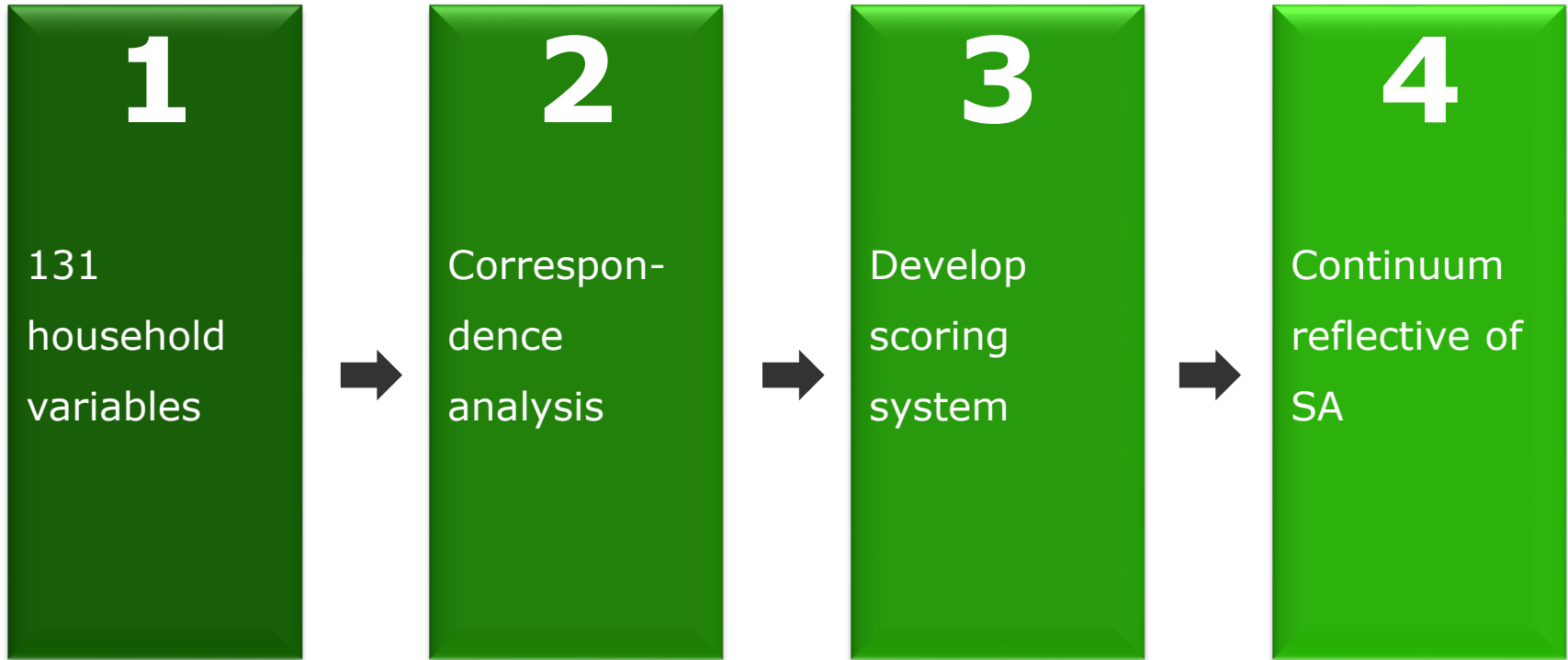
1

Perfectly
unequal
society

ESTABLISHMENT SURVEY SEM™: TECHNICAL ASPECTS



THE SEM DEVELOPMENT PROCESS...





FIRST ITERATION HAD 131 VARIABLES...

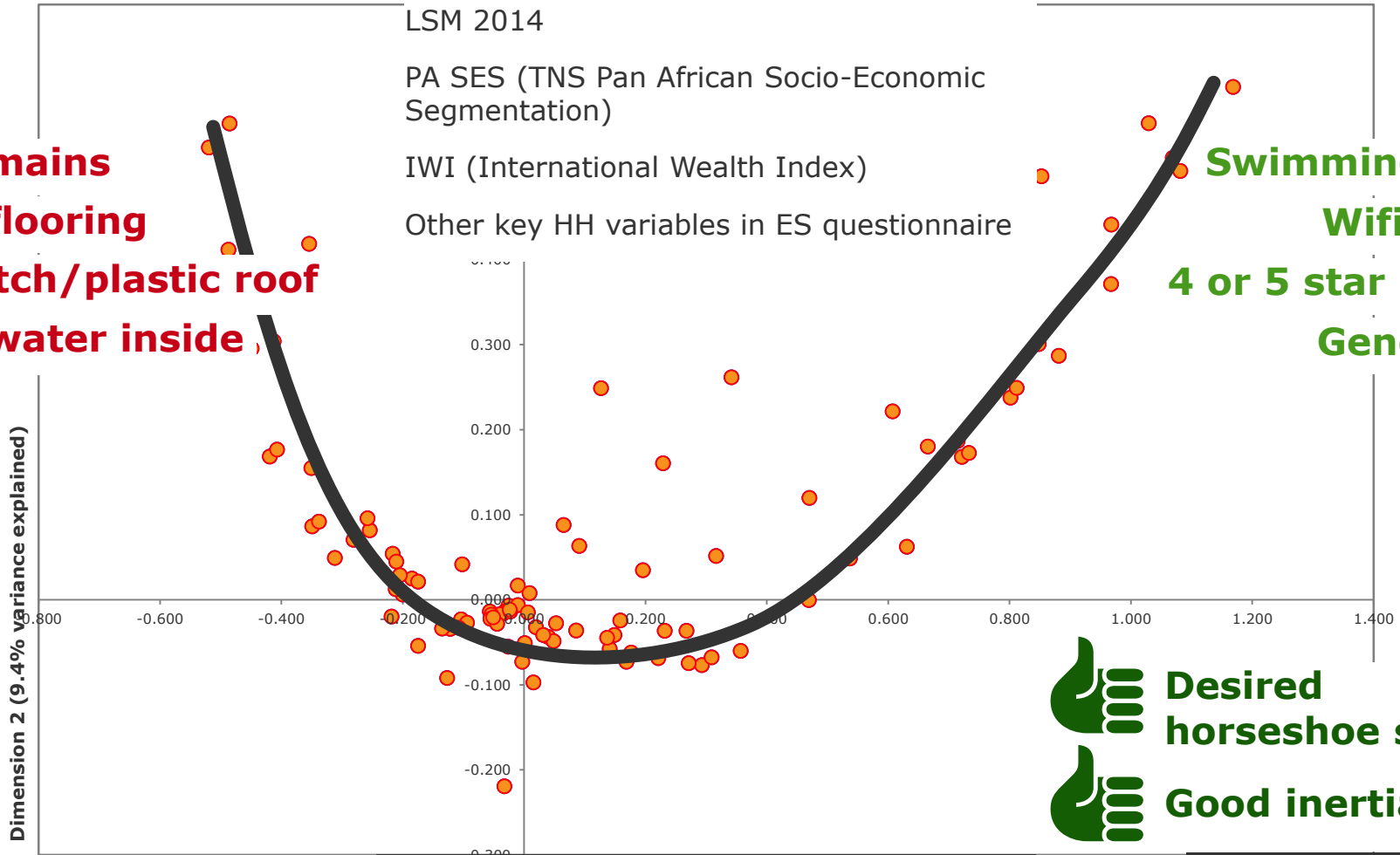
Items from various sources:

- LSM 2014
- PA SES (TNS Pan African Socio-Economic Segmentation)
- IWI (International Wealth Index)
- Other key HH variables in ES questionnaire

No mains
No flooring
Thatch/plastic roof
No water inside

Swimming pool
Wifi/fibre
4 or 5 star hotels
Generator

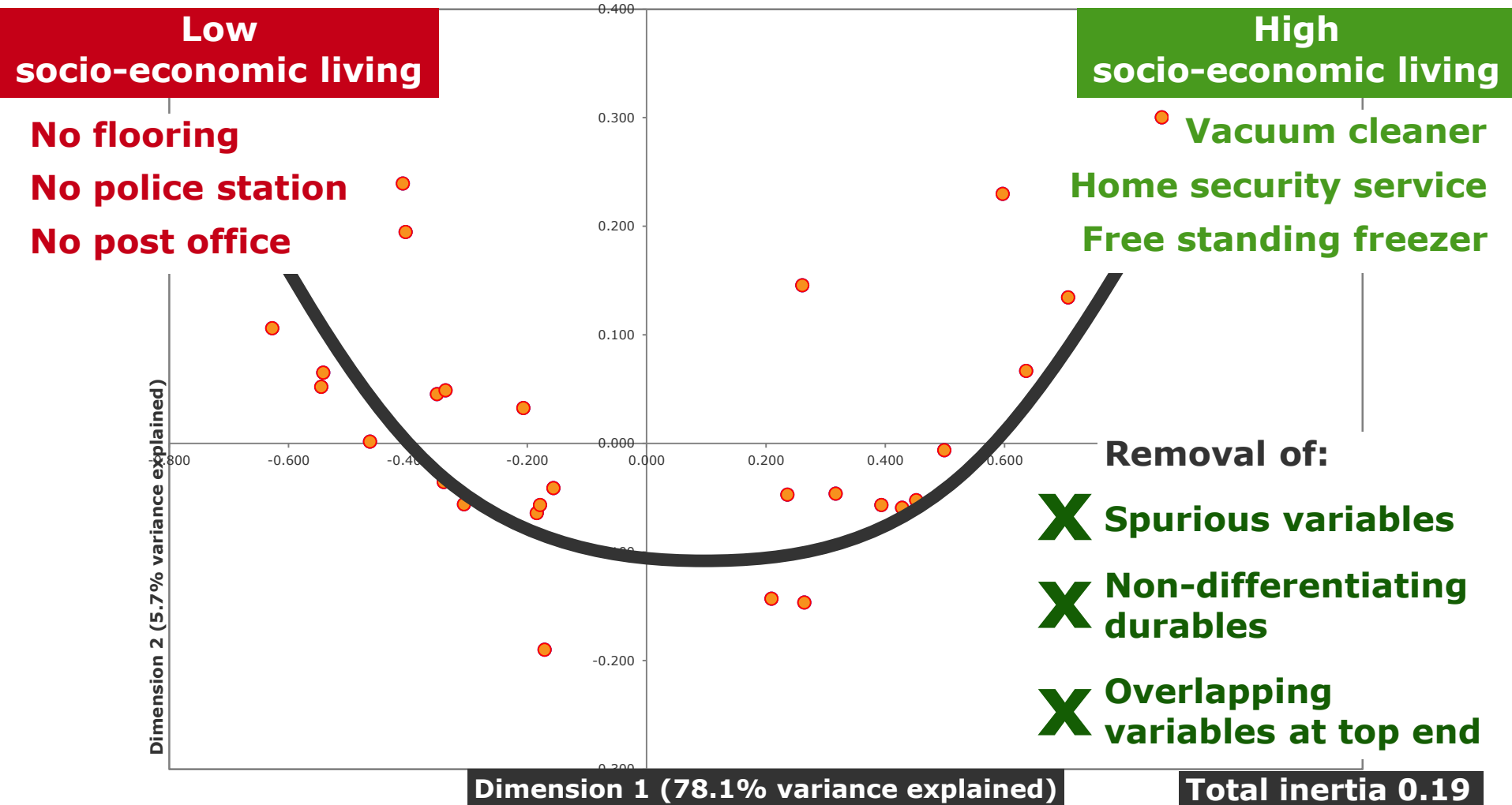
 **Desired horseshoe shape**
 **Good inertia**



Dimension 1 (61.3% variance explained)

Total inertia 0.08

REMOVAL OF VARIABLES RESULTED IN AN EVEN STRONGER MEASURE ...



THE SEMs ARE...



Relevant and differentiating



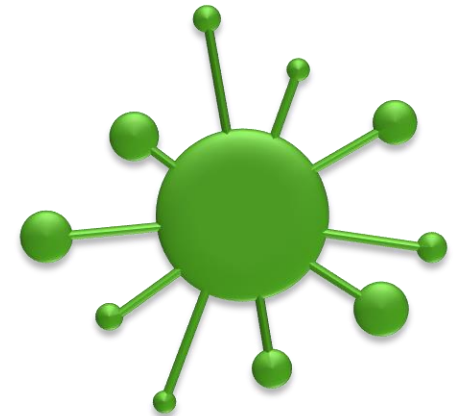
Stable



Not overly dependent on durables

















Easy to use



**With the flexibility
to be applied to
any media and
marketing study
in South Africa**

THE 14 ESTABLISHMENT SURVEY SEM VARIABLES...

Final variables:

-  Post Office nearby
-  Police station nearby
-  Built-in kitchen sink
-  Home security service
-  Motor car
-  Deep freezer which is free standing
-  Microwave oven
-  Floor polisher or vacuum cleaner
-  Washing machine
-  Floor material
-  Water source
-  Type of toilet
-  Roof material
-  Number of sleeping rooms



Focus on structural items



Low reliance on durables



No reliance on technology items



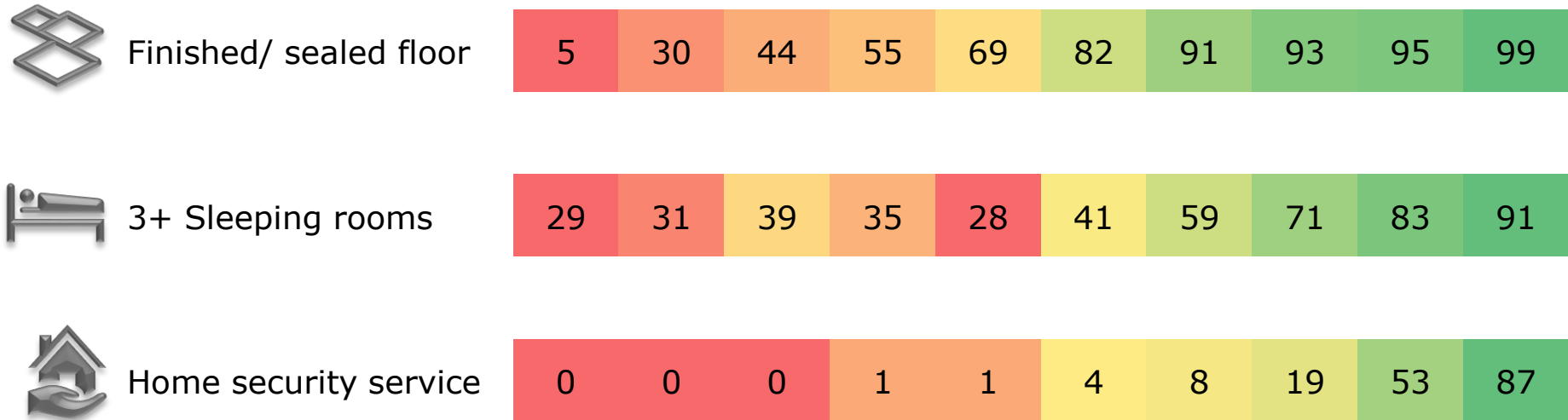
Short and easy to use

SEM INPUT VARIABLES...

STRUCTURAL



SEM

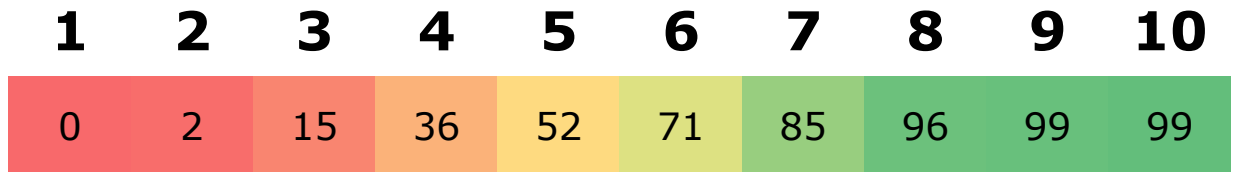


SEM INPUT VARIABLES...

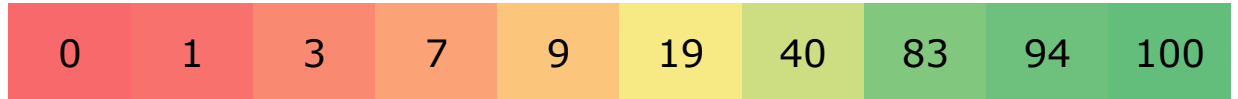
DURABLES



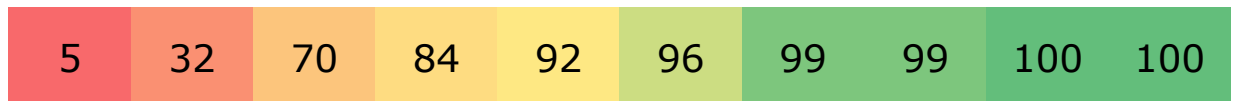
Washing machine



Motor car

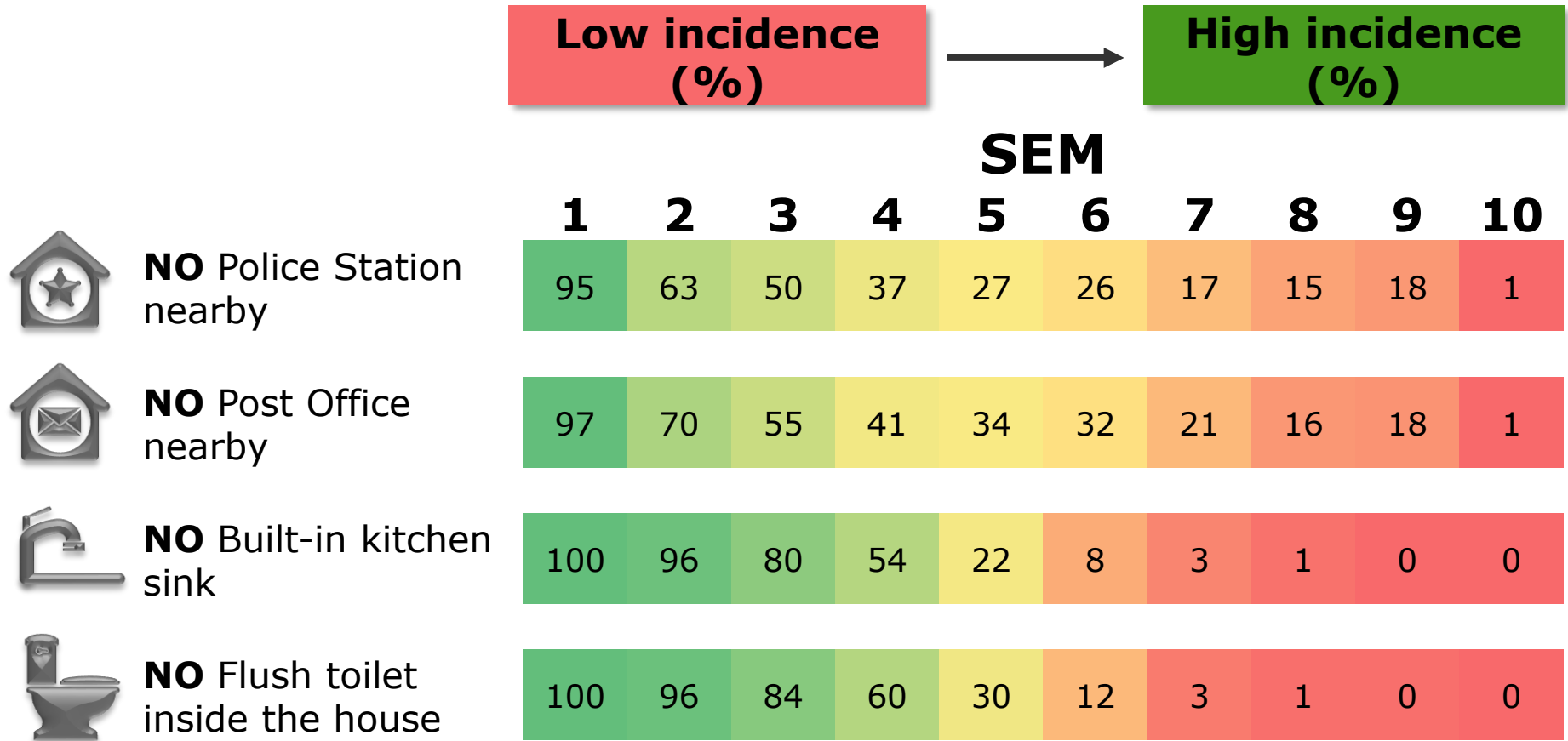


Microwave






SEM INPUT VARIABLES...

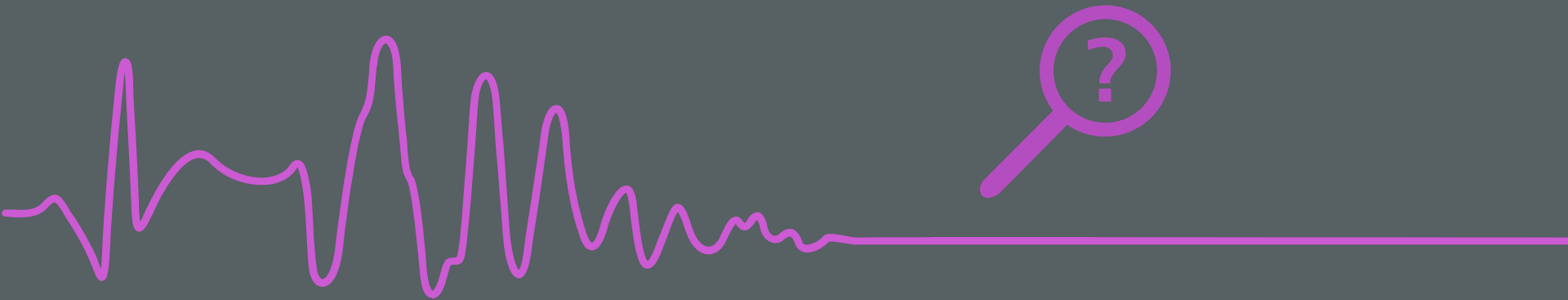
INFRASTRUCTURE AND BASIC AMENITIES



DEMOGRAPHIC LANDSCAPE BY SEM...

		SEM									
		1	2	3	4	5	6	7	8	9	10
	Metro	9	14	19	38	49	56	58	65	74	77
	Urban	11	18	29	35	35	34	36	32	25	21
	Rural	80	68	52	27	16	10	6	3	1	2

INTRODUCING THE SEM'S INTO BRC RAM



SEM's in BRC RAM™...

ES

BRC RAM™

Different sample frames:



Metro

41%

60%



Urban

28%

20%



Rural

31%

20%

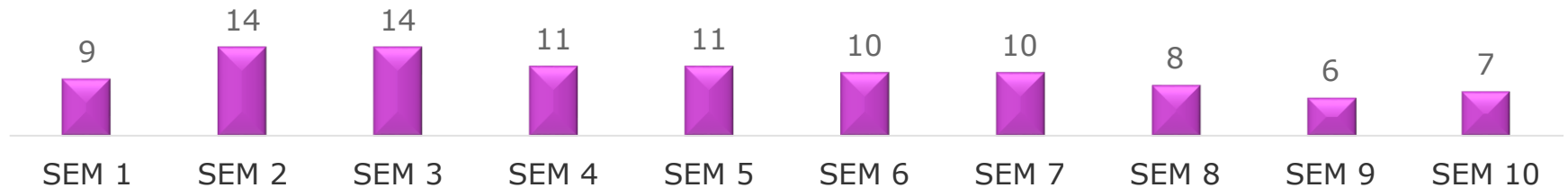
Different recruitment:

Individuals (One individual per household)

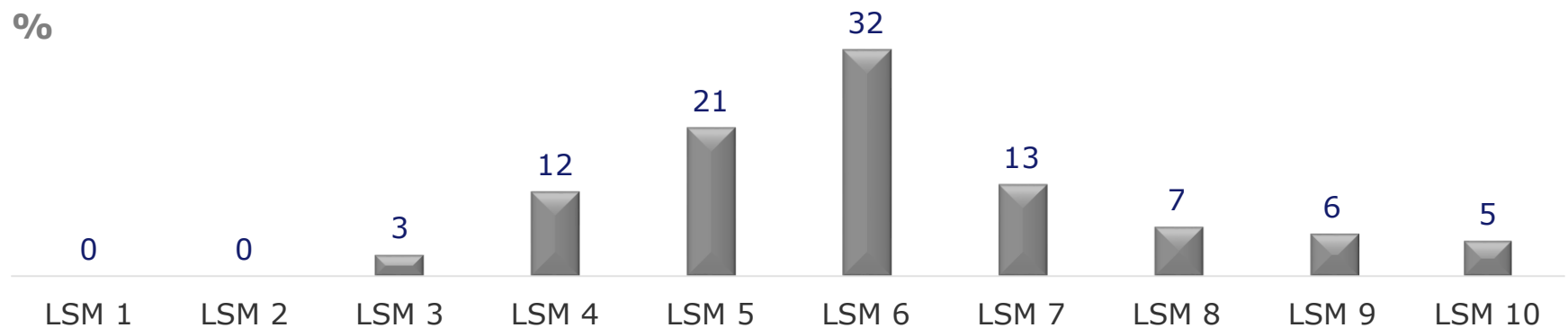
Households (Flooding)

SEM's vs LSM's in BRC RAM™...

SEM:
%



LSM:
%

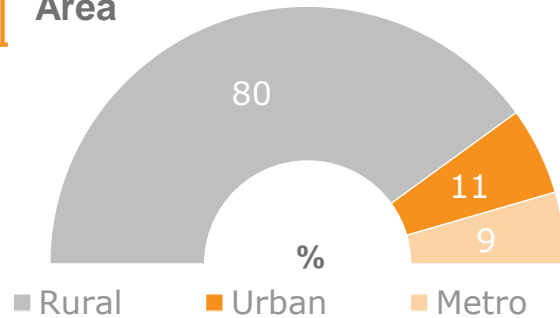


SEM 1 – RADIO LISTENERS

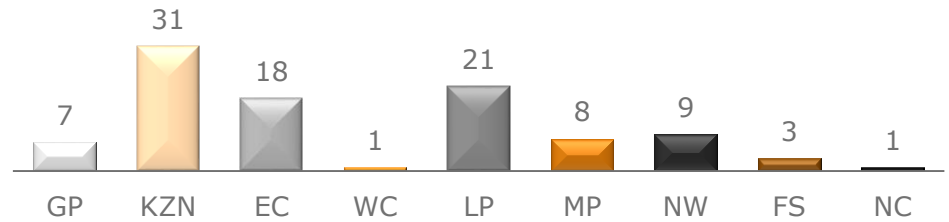
Population: 3.2 million (9%)



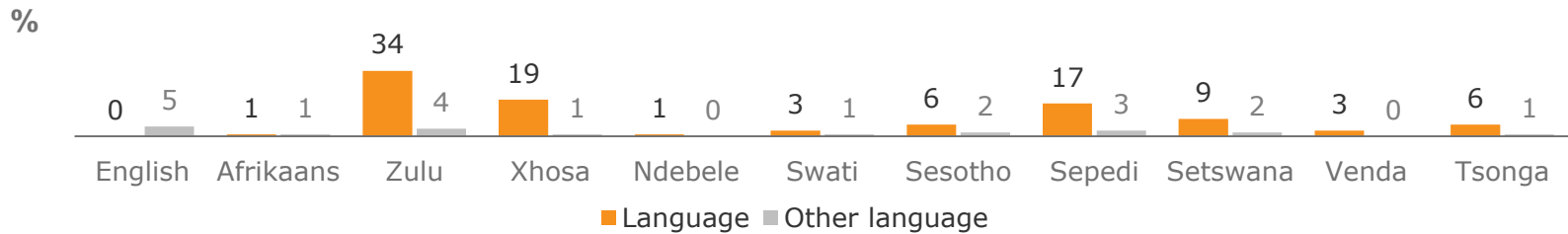
Area



Province



Language

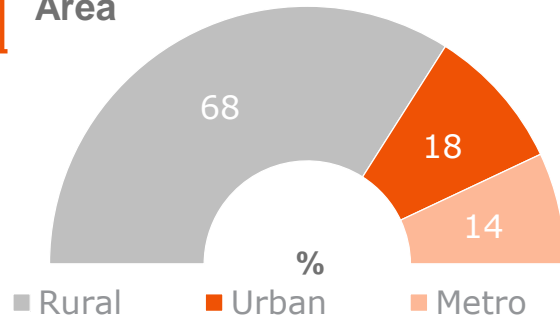


SEM 2 – RADIO LISTENERS

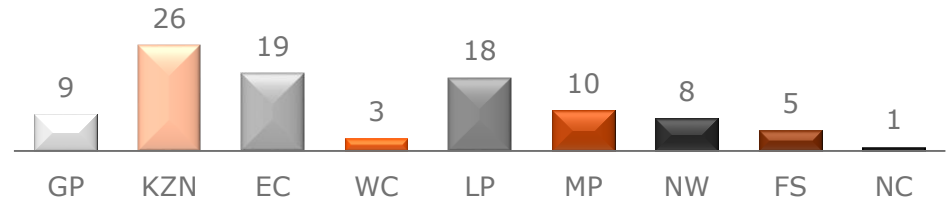
Population: 4.8 million (14%)



Area

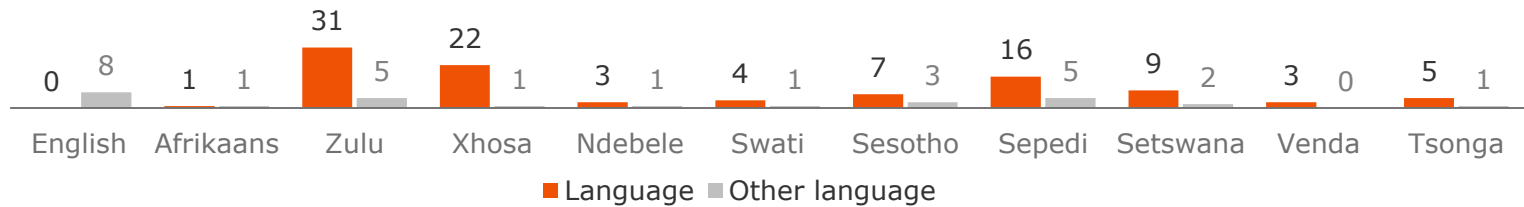


Province



Language

%

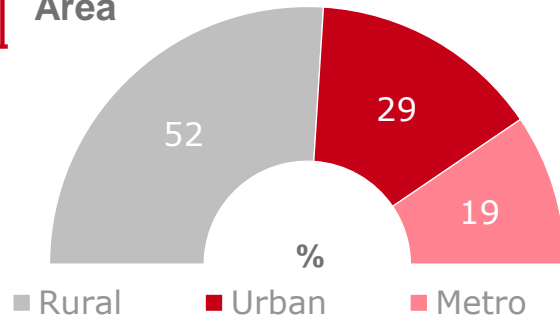


SEM 3 – RADIO LISTENERS

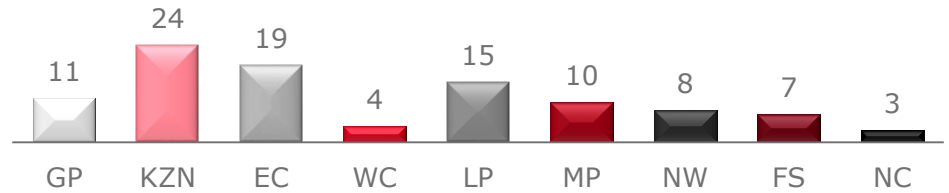
Population: 5.0 million (14%)



Area

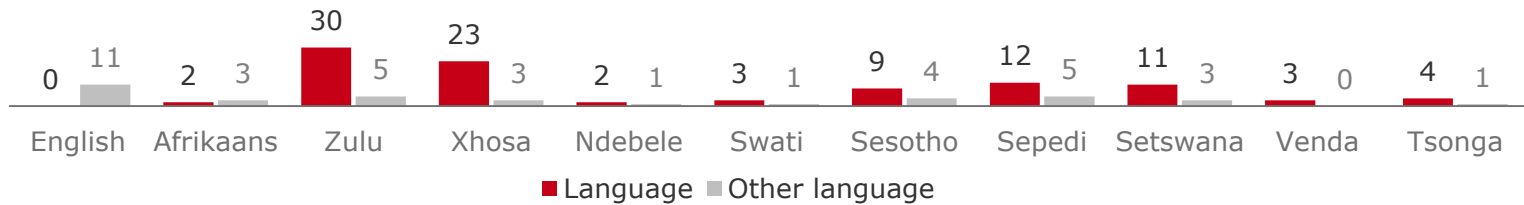


Province



Language

%

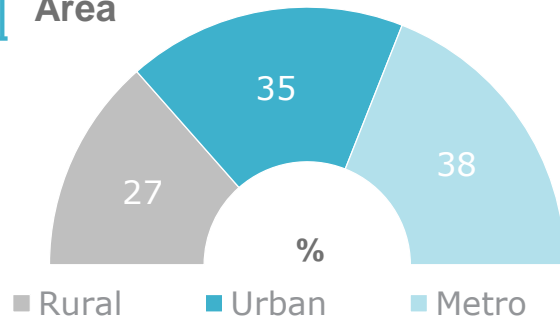


SEM 4 – RADIO LISTENERS

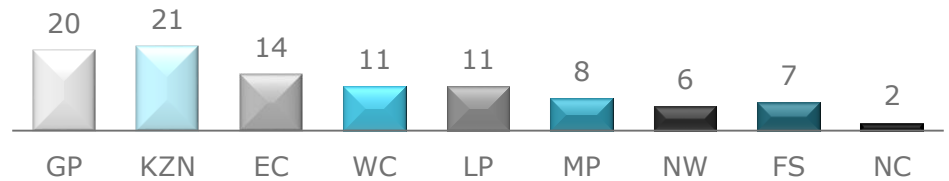
Population: 3.9 million (11%)



Area

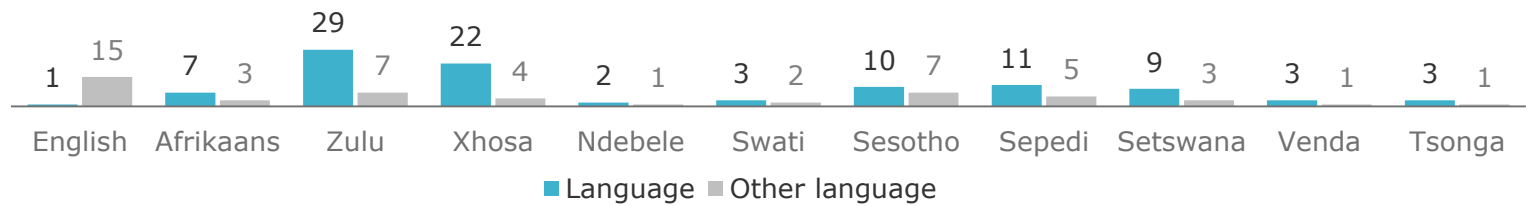


Province



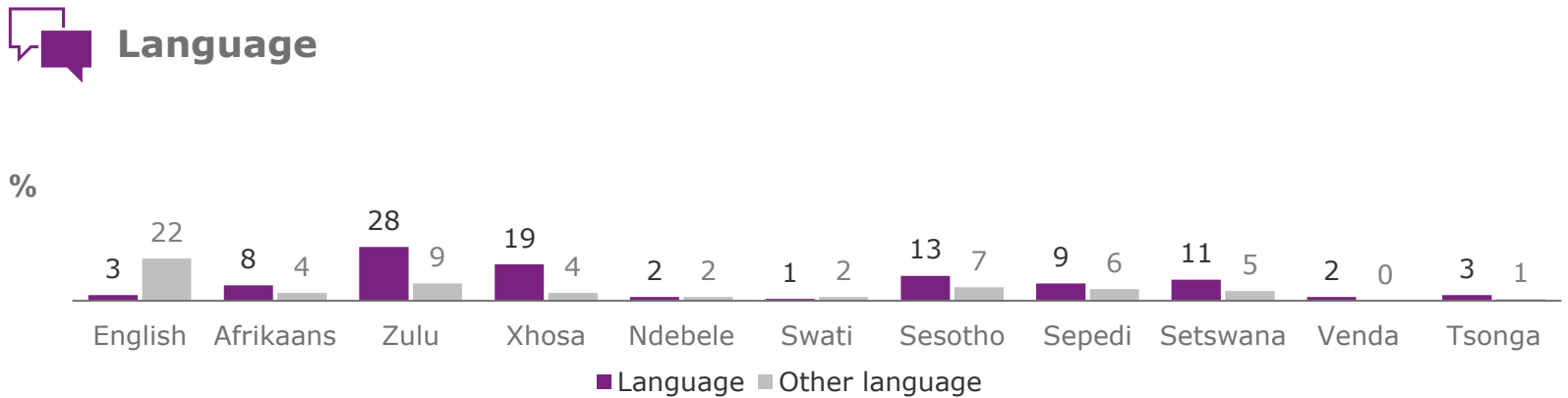
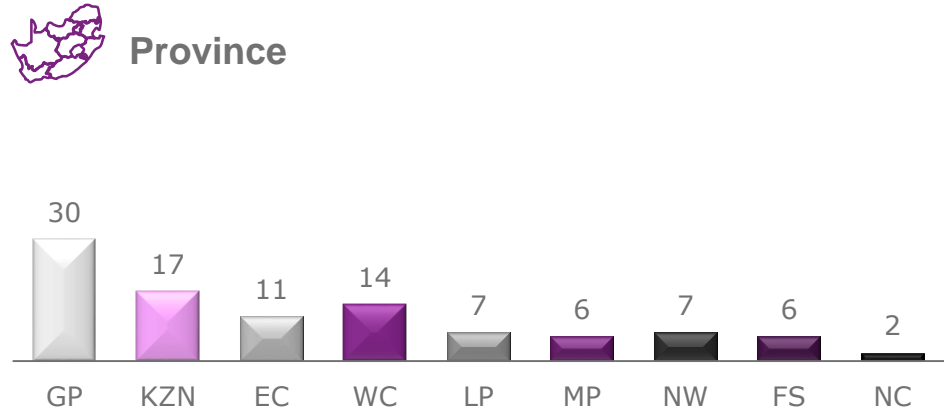
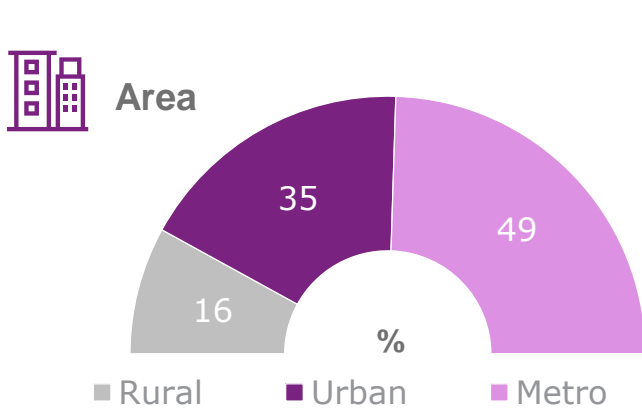
Language

%



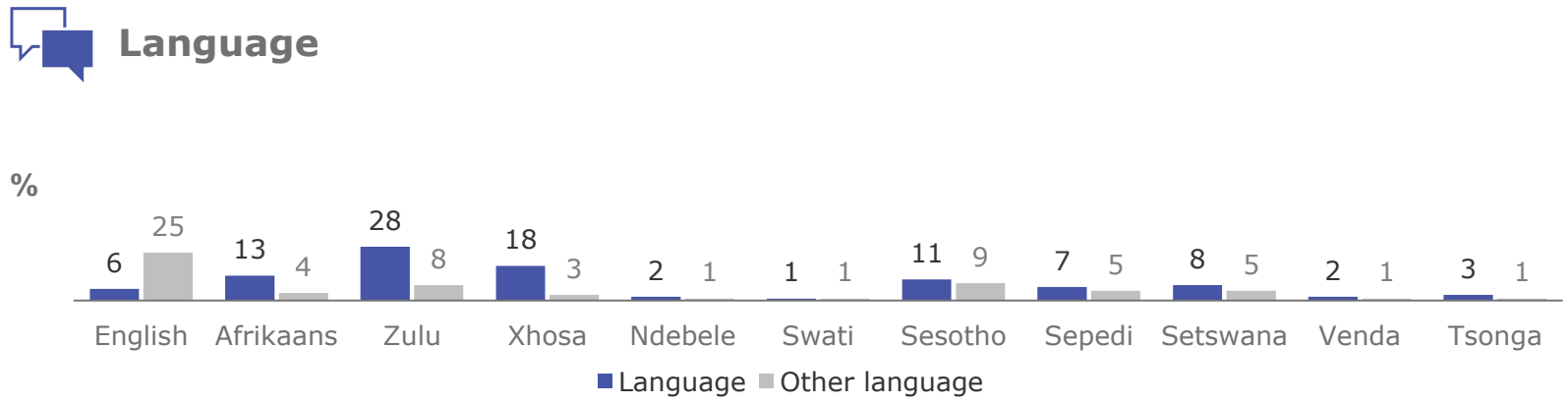
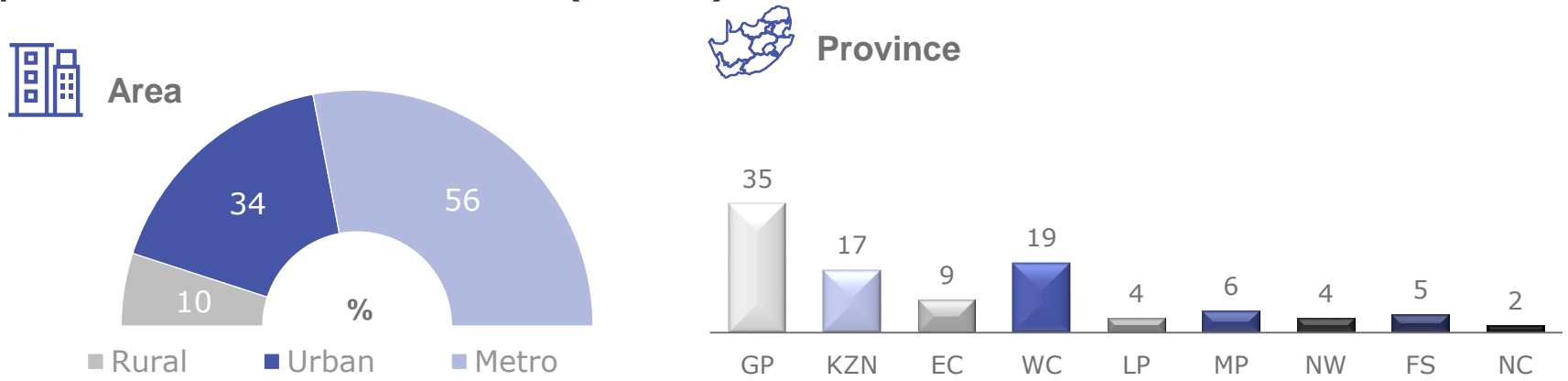
SEM 5 – RADIO LISTENERS

Population: 3.8 million (11%)



SEM 6 – RADIO LISTENERS

Population: 3.4 million (10%)



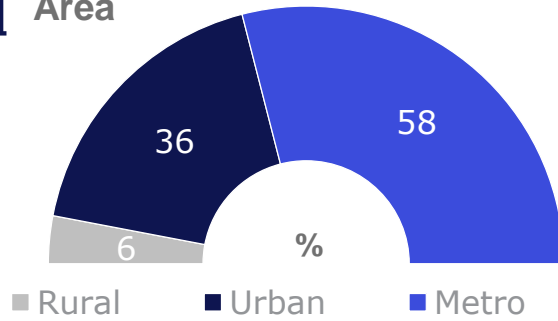
Source: BRC RAM™ Apr'17-Sep'17

SEM 7 – RADIO LISTENERS

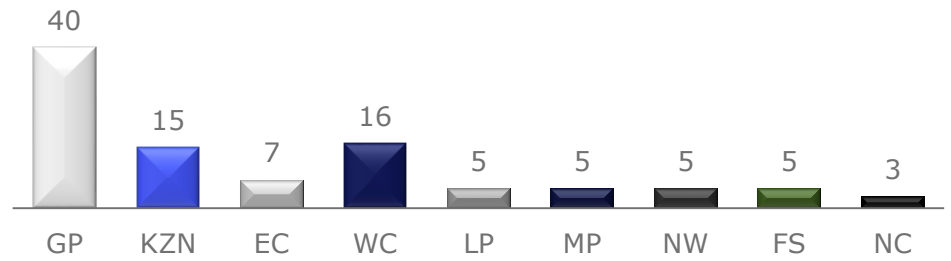
Population: 3.7 million (10%)



Area

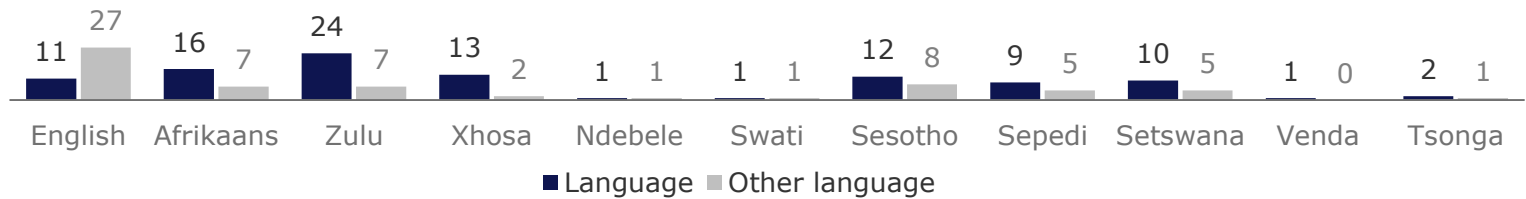


Province



Language

%

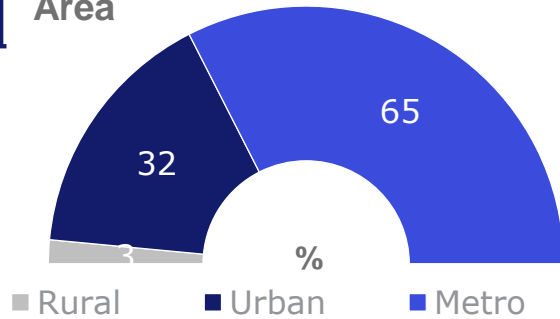


SEM 8 – RADIO LISTENERS

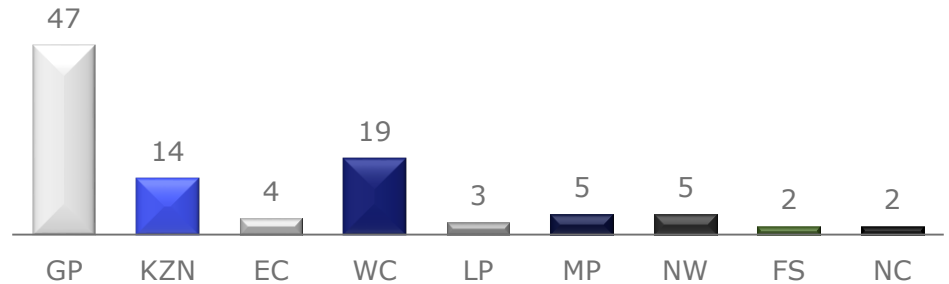
Population: 2.7 million (8%)



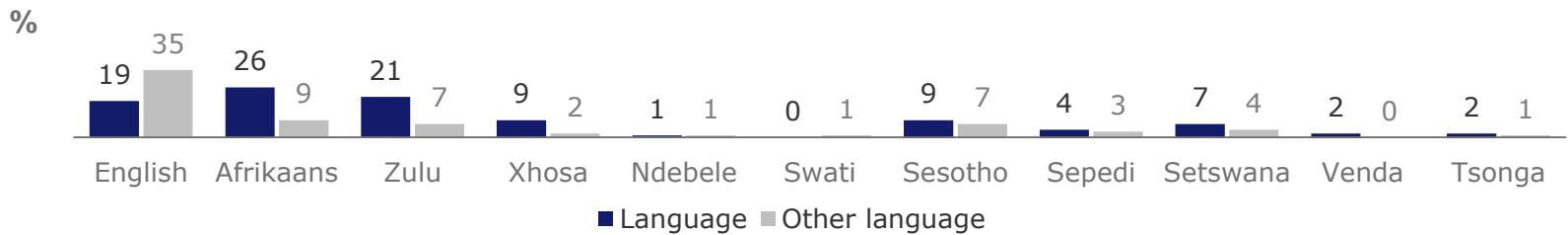
Area



Province



Language

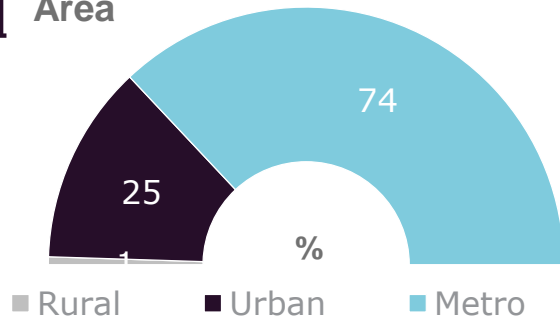


SEM 9 – RADIO LISTENERS

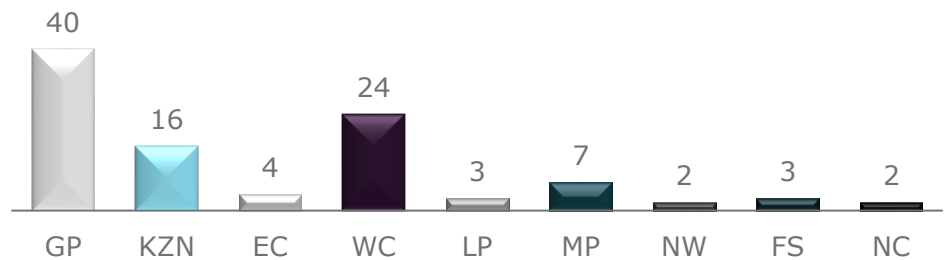
Population: 2.0 million (6%)



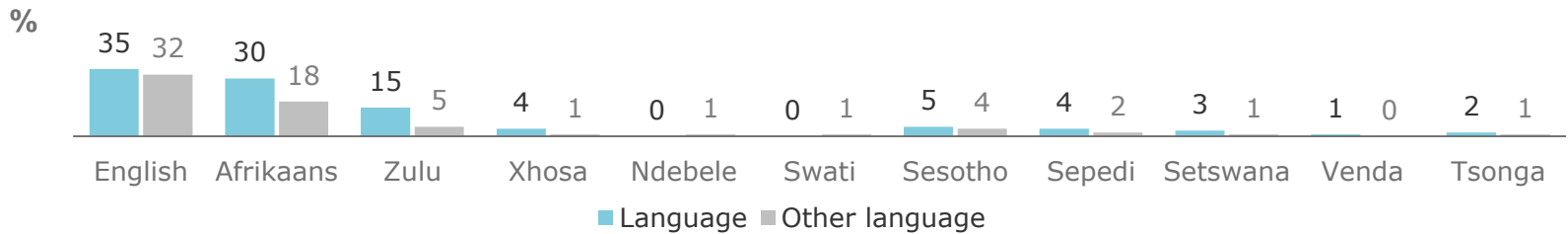
Area



Province



Language

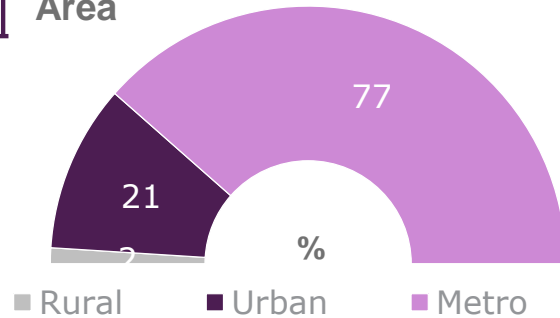


SEM 10 – RADIO LISTENERS

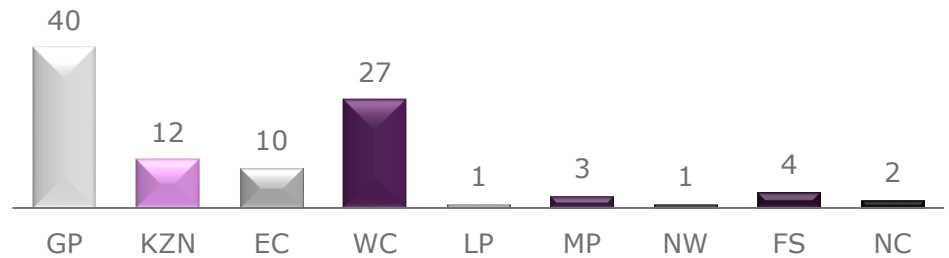
Population: 2.6 million (7%)



Area



Province



Language



STATION LISTENERS BY SEM

Commercial and PBS

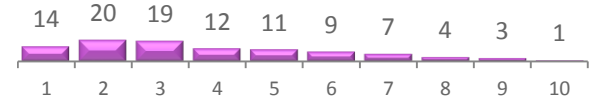


Station listeners ('000s)

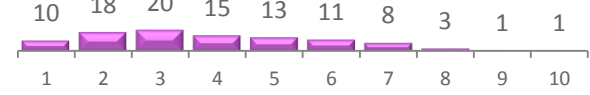
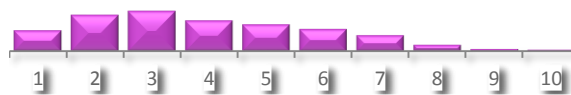


Station profile (%)

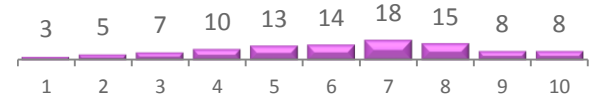
Ukhozi



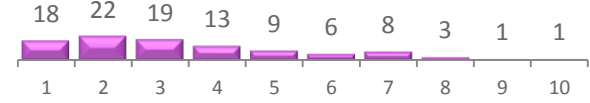
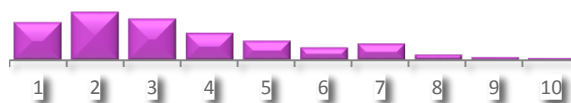
Umhlobo Wenene



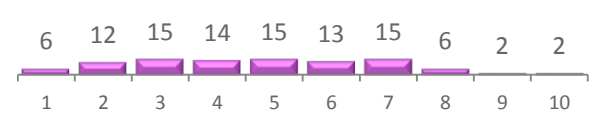
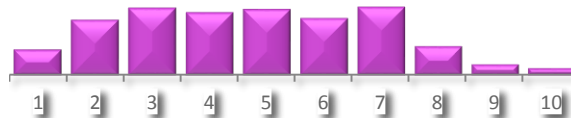
Metro FM



Thobela FM



Lesedi FM



STATION LISTENERS BY SEM

Commercial and PBS

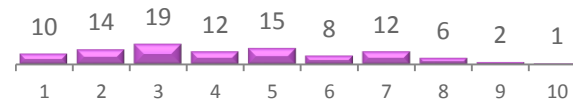
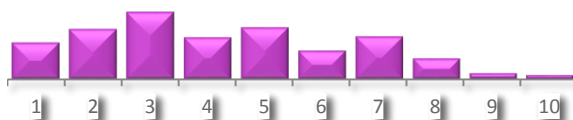


Station listeners ('000s)

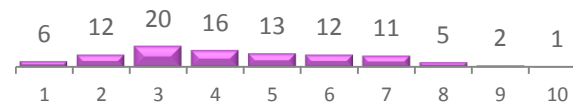


Station profile (%)

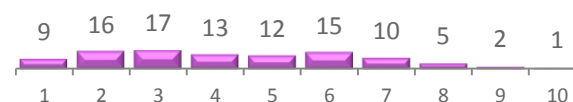
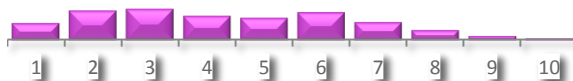
Motsweding FM



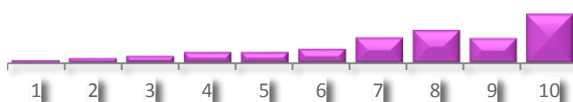
Gagasi



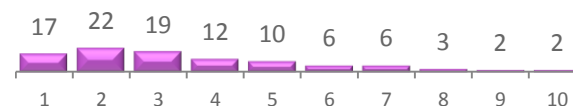
Ikwewezi



RSG



Munghana Lonene



STATION LISTENERS BY SEM

Commercial and PBS

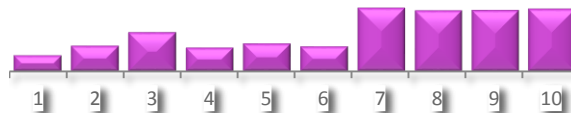


Station listeners ('000s)

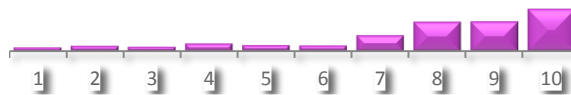


Station profile (%)

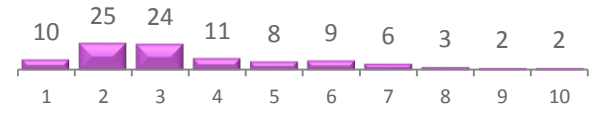
East Coast Radio



Jacaranda FM



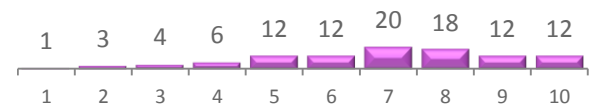
Ligwalagwala



947



Kaya



STATION LISTENERS BY SEM

Commercial and PBS

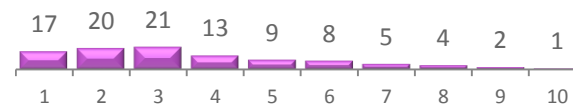


Station listeners ('000s)

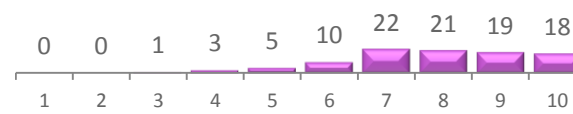
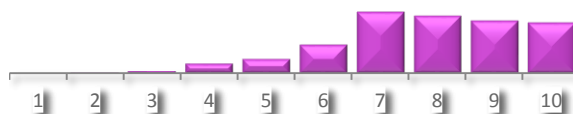


Station profile (%)

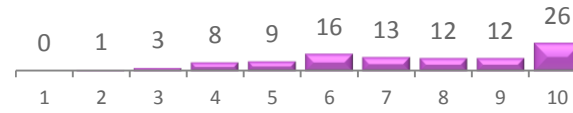
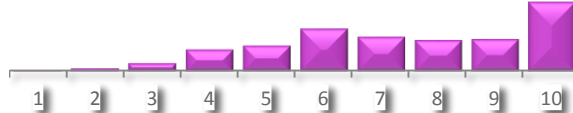
Phalaphala



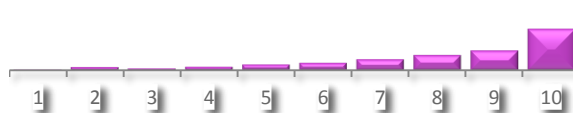
Heart FM



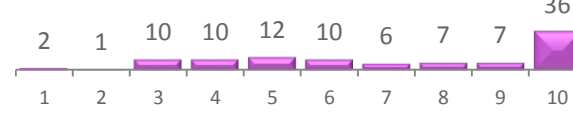
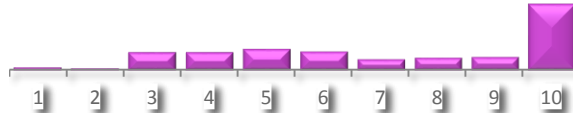
KFM



5FM



Algoa FM



STATION LISTENERS BY SEM

Commercial and PBS

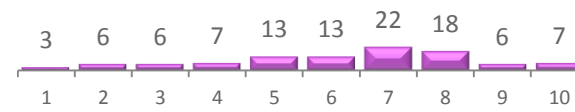


Station listeners ('000s)

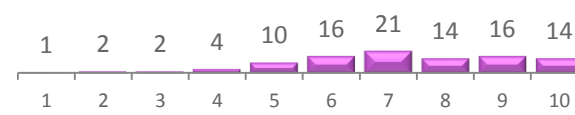


Station profile (%)

YFM



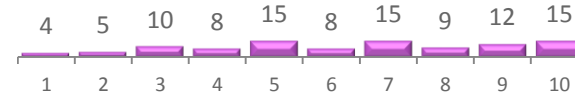
Good Hope



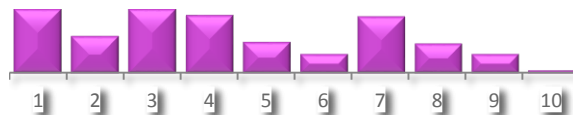
702



Radio 2000



Capricorn



STATION LISTENERS BY SEM

Commercial and PBS

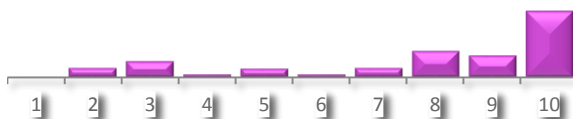


Station listeners ('000s)

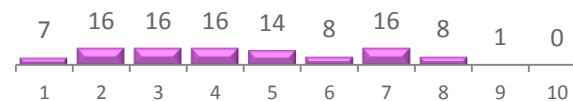
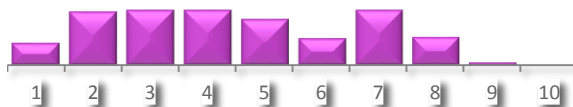


Station profile (%)

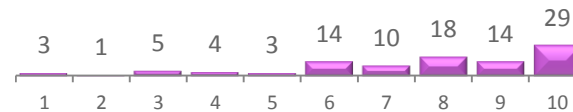
OFM



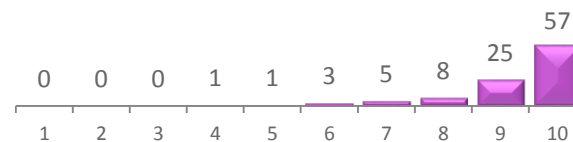
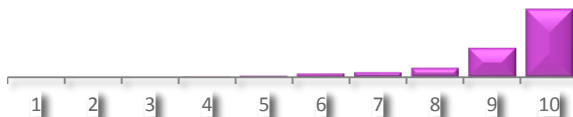
North West FM



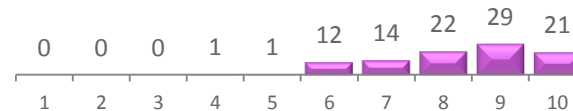
Safm



Smile



Lotus FM



STATION LISTENERS BY SEM

Commercial and PBS

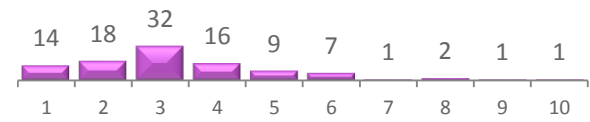


Station listeners ('000s)

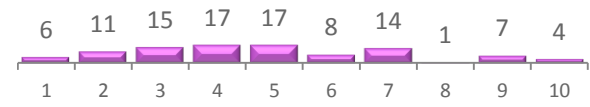
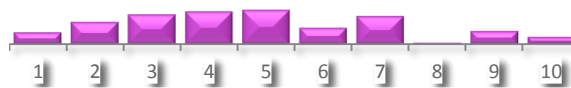


Station profile (%)

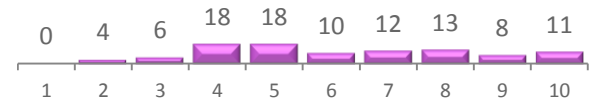
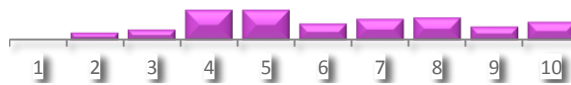
trufm



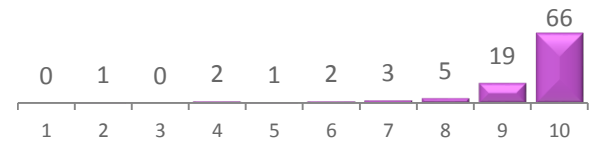
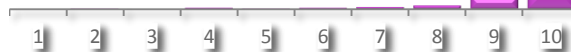
Vuma



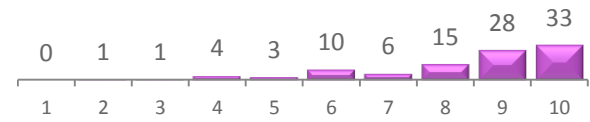
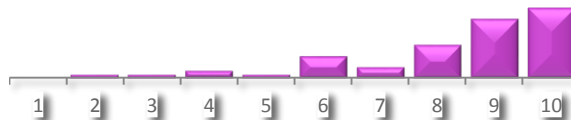
Power



CapeTalk



Classic FM



STATION LISTENERS BY SEM

Community

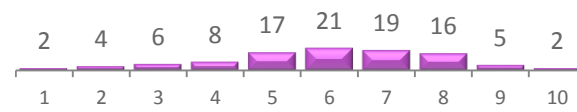


Station listeners ('000s)

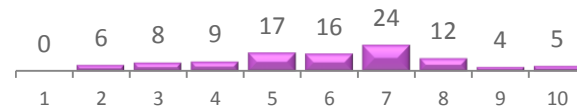


Station profile (%)

Jozi



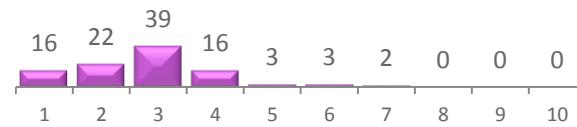
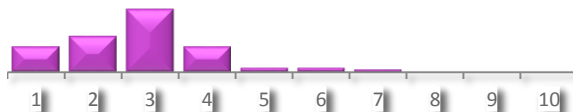
Kasie



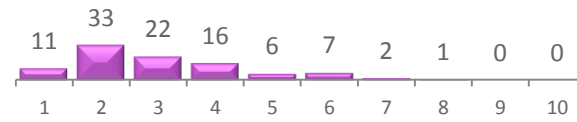
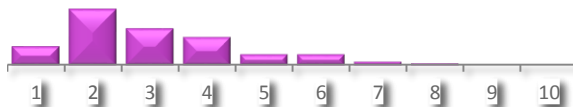
Voice of the Cape



Unitra (UCR-FM)



Vukani



STATION LISTENERS BY SEM

Community

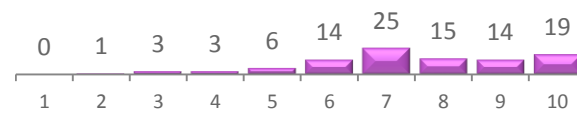
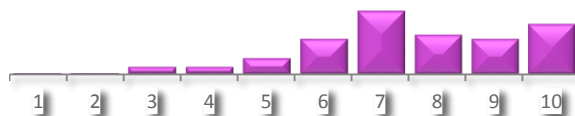


Station listeners ('000s)

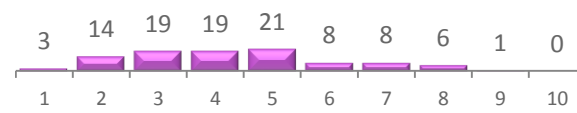


Station profile (%)

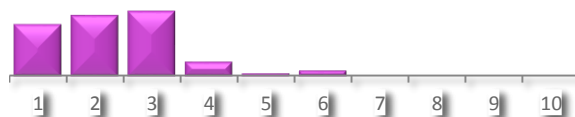
Radio Tygerberg



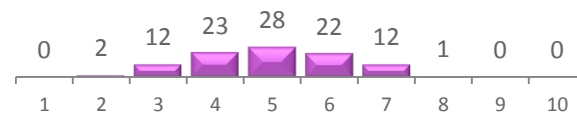
Radio Zibonele



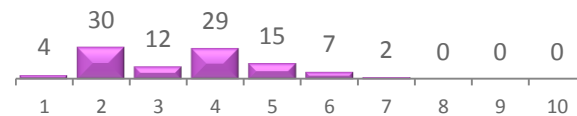
Nongoma



Thetha



Mkhondo



Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427), Station listener (000s) axes vary, ranked on avg. daily cume

STATION LISTENERS BY SEM

Community

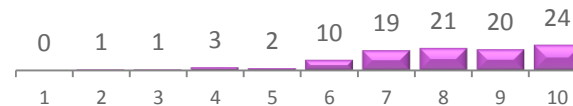
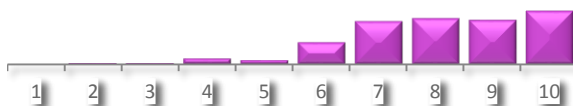


Station listeners ('000s)

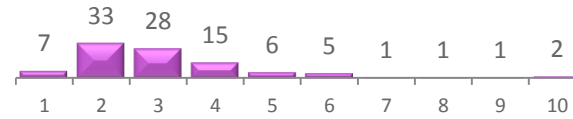
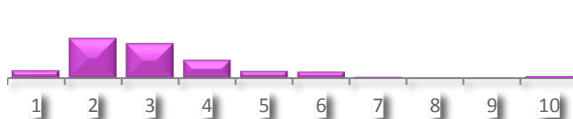


Station profile (%)

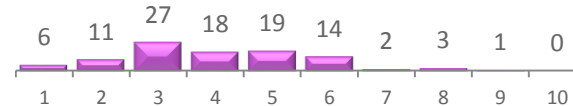
CCFM



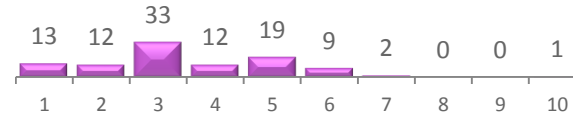
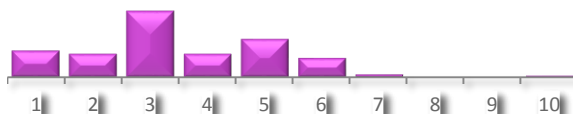
Forte



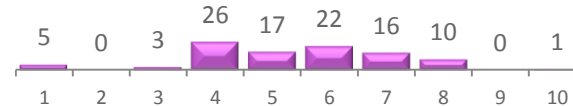
Izwi LoMzansi



QwaQwa



Eden



STATION LISTENERS BY SEM

Community

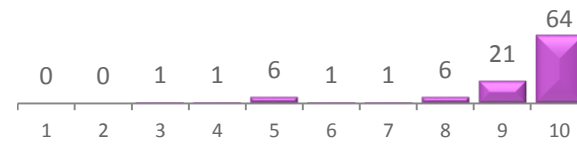
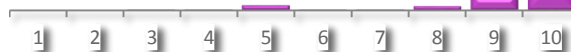


Station listeners ('000s)

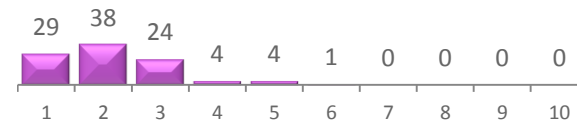


Station profile (%)

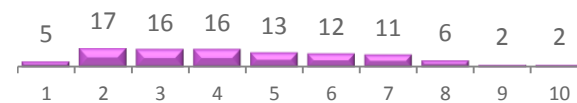
Bok Radio



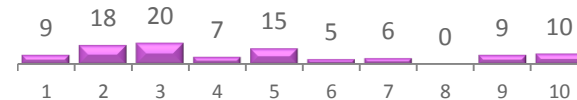
Inkonjane



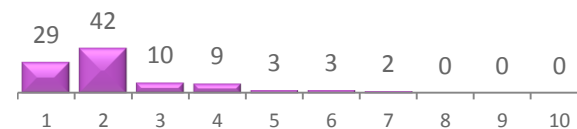
Voice of Tembisa



Kurara



Icora



STATION LISTENERS BY SEM

Community

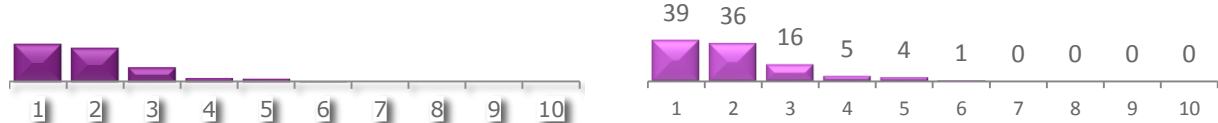


Station listeners ('000s)



Station profile (%)

Alfred Nzo



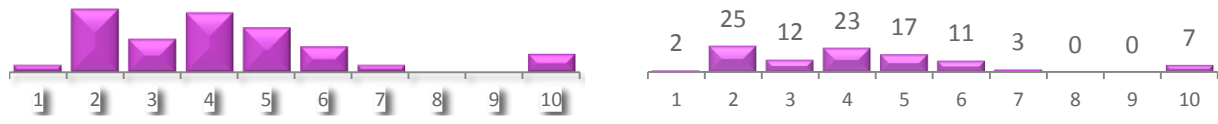
Mosupatsela



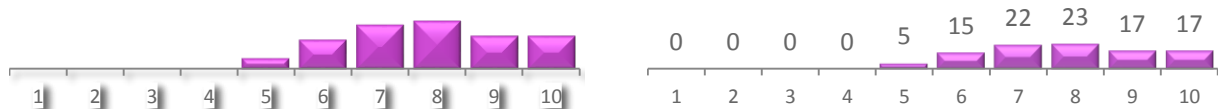
Radio Pulpit/Kansel



Motheo

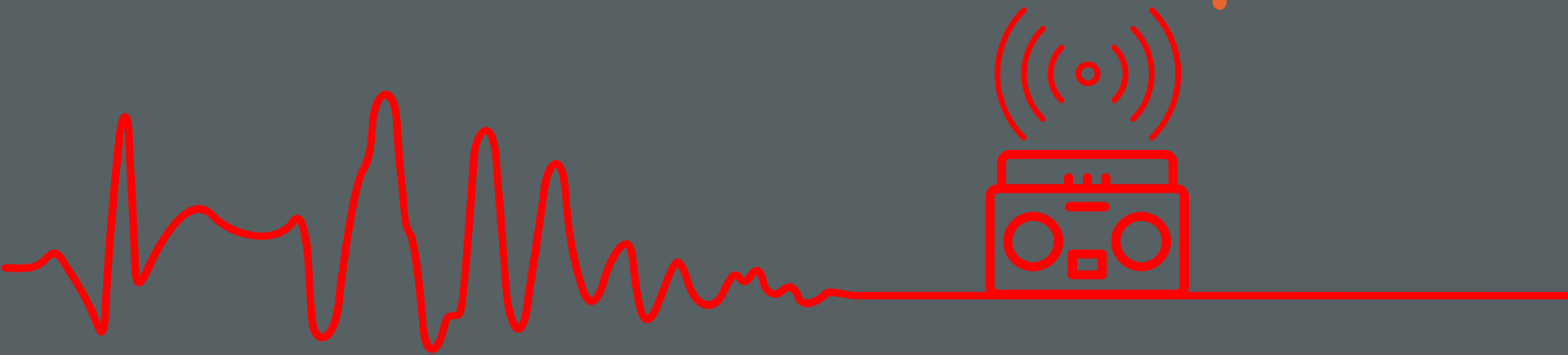


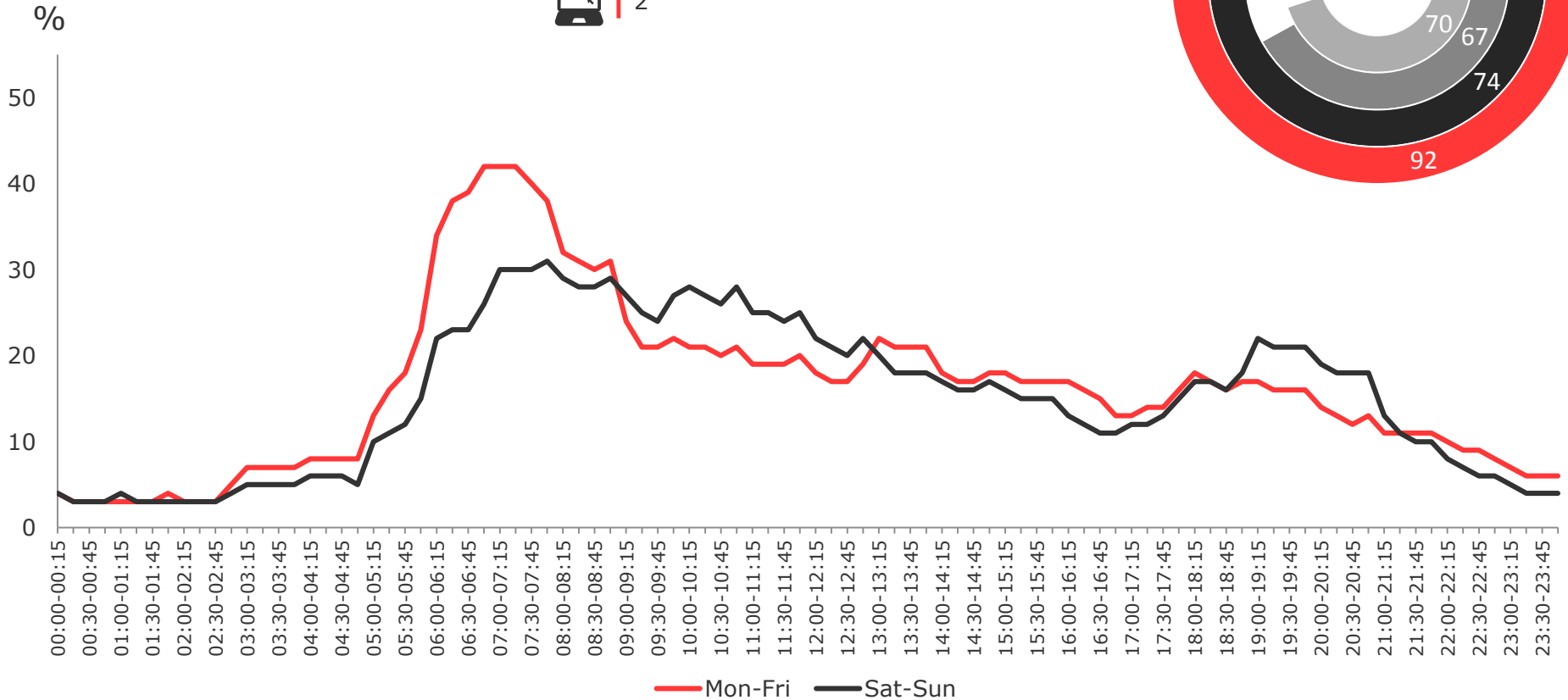
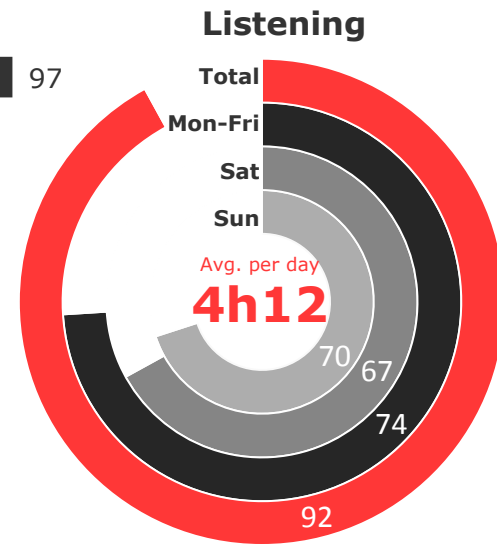
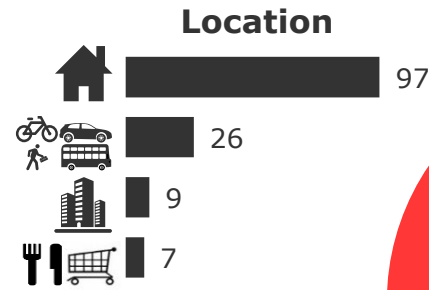
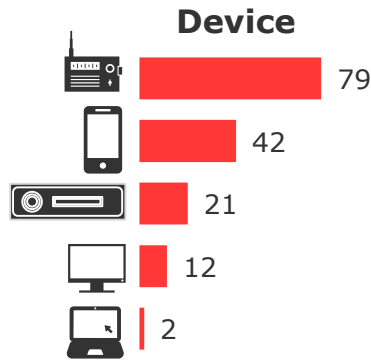
Hindvani



Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427), Station listener (000s) axes vary, ranked on avg. daily cume

THE PROVINCES





Eastern Cape

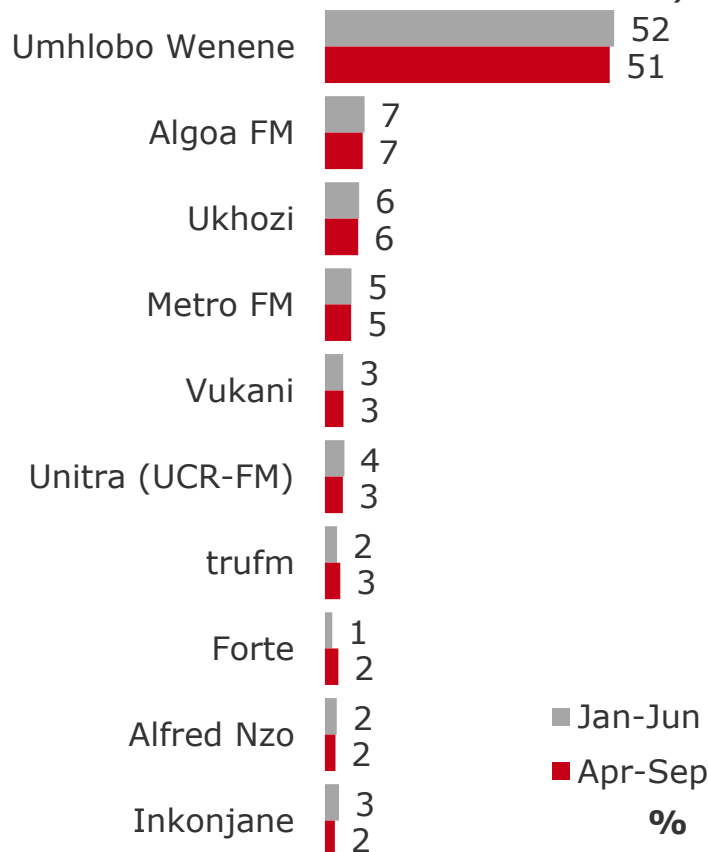
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM™ Apr'17-Sep'17 (Eastern Cape: n=3,783)

EASTERN CAPE - SHARE

Share of Audience



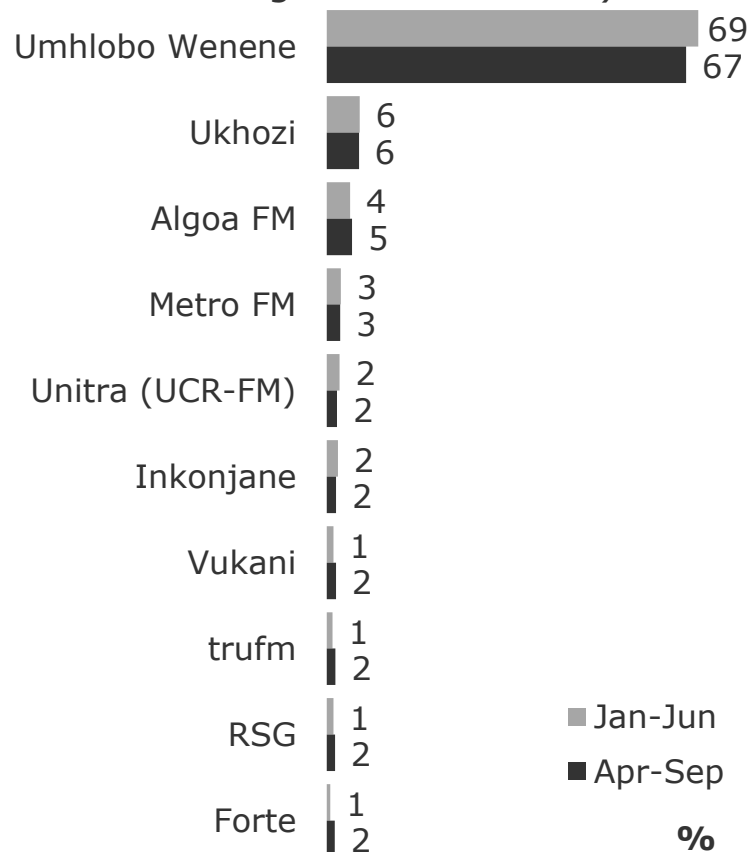
(% of 4.4m listeners who listen in a week)



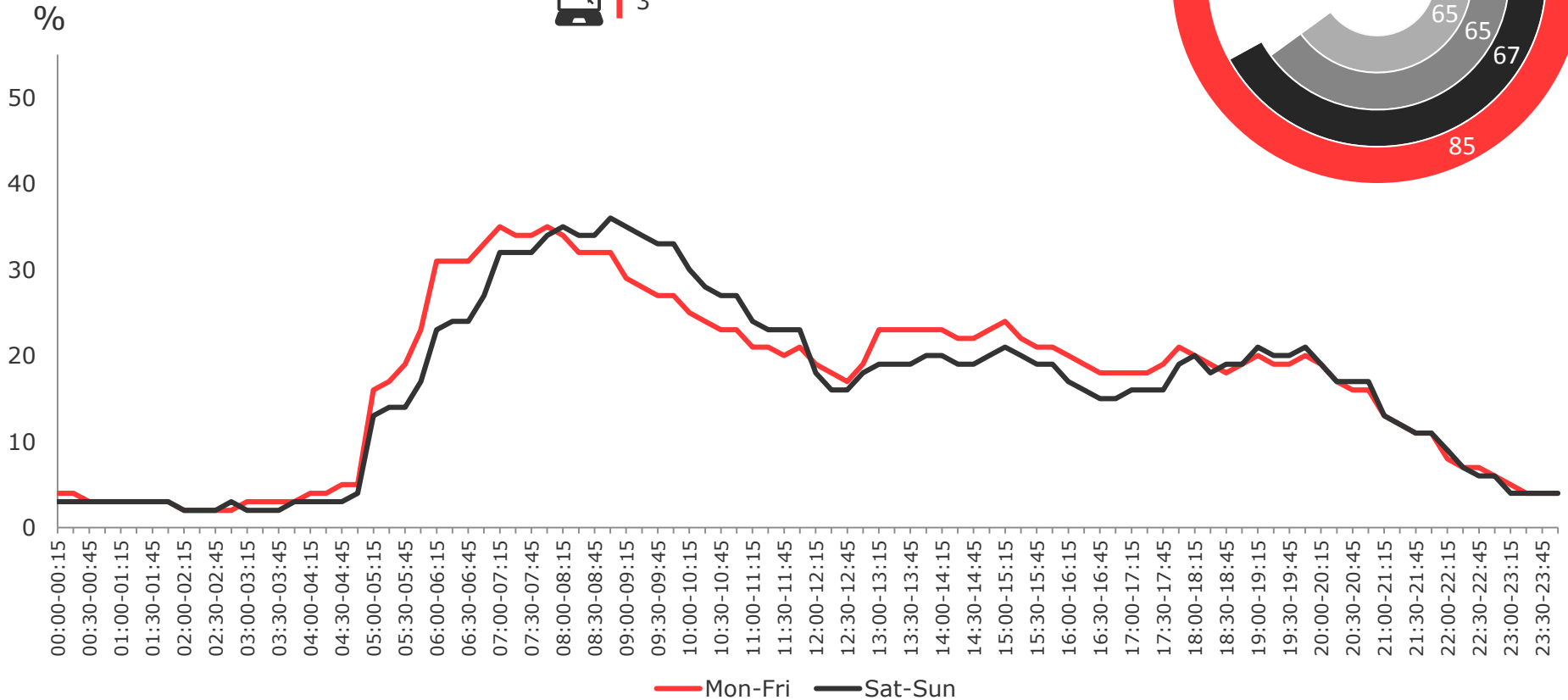
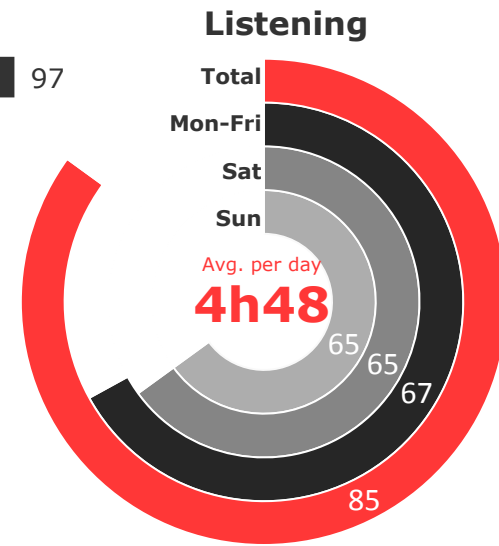
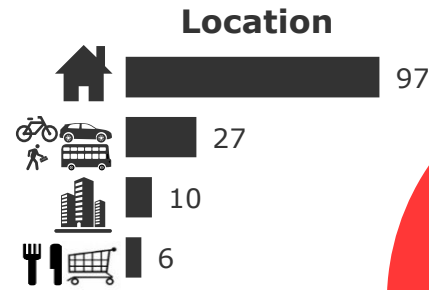
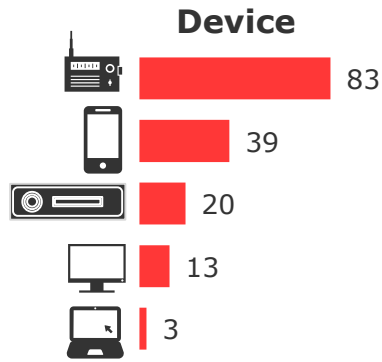
Share of Listening



(% of 7.7b listening minutes a week)



Source: BRC RAM™ Jan'17-Jun'17 (n=3,972); Apr'17-Sep'17 (n=3,783)



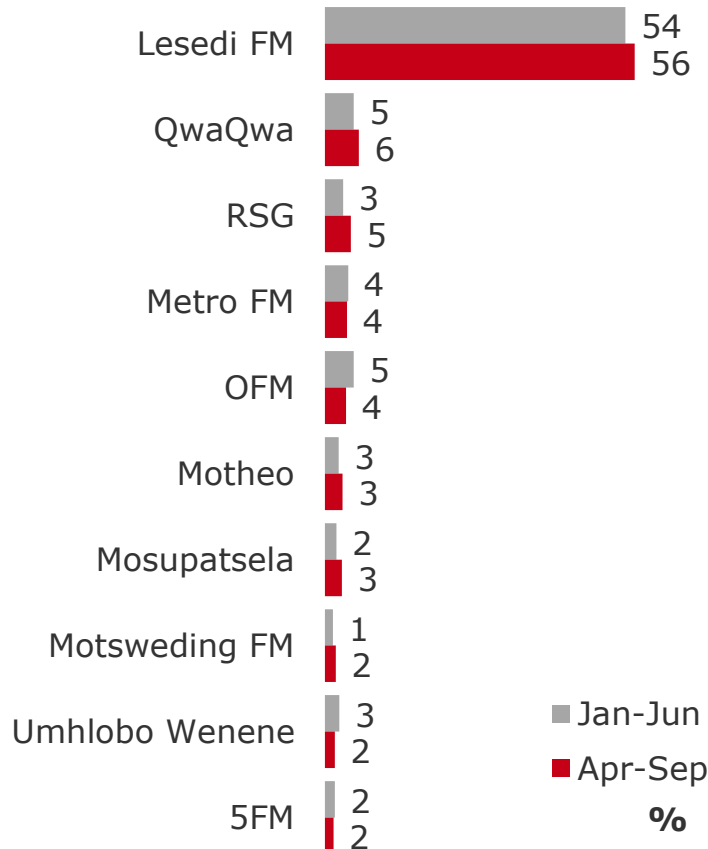
Free State

FREE STATE - SHARE

Share of Audience



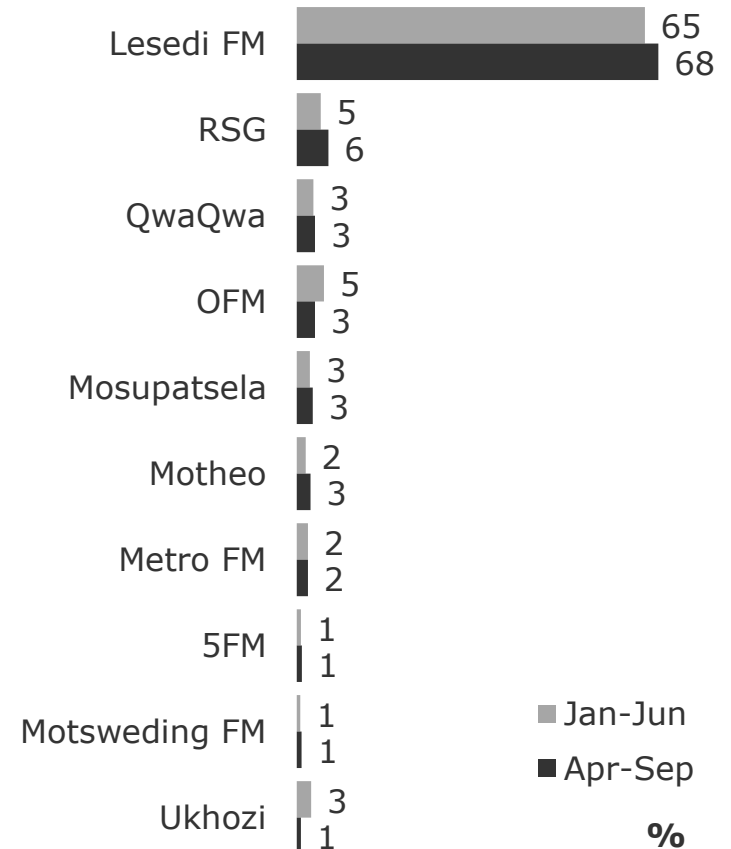
(% of 1.7m listeners who listen in a week)



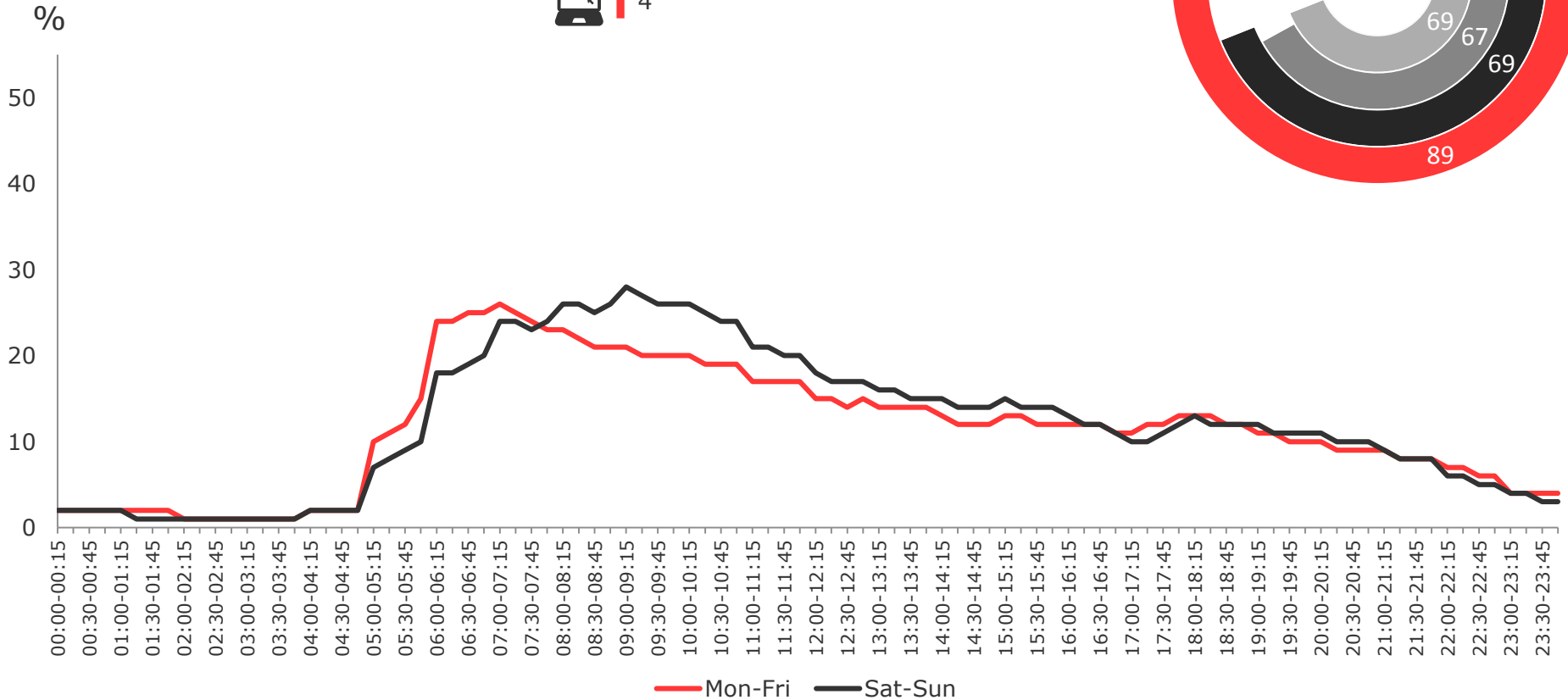
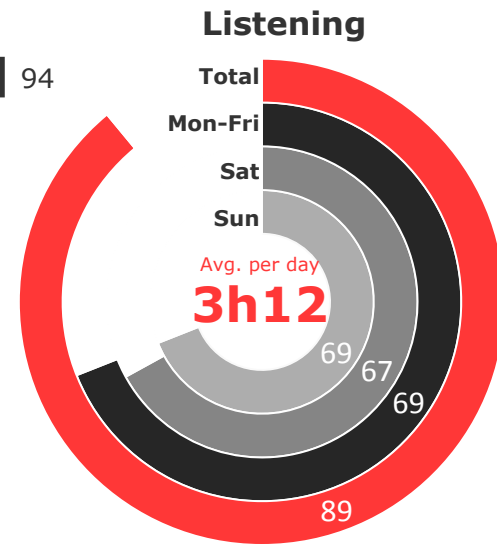
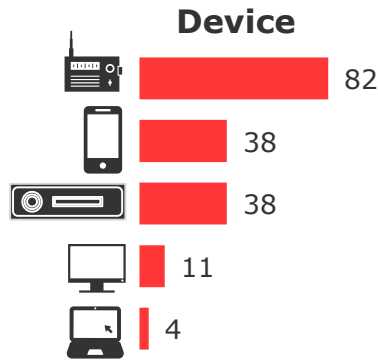
Share of Listening



(% of 3.4b listening minutes a week)



Source: BRC RAM™ Jan'17-Jun'17 (n=1,320); Apr'17-Sep'17 (n=1,356)



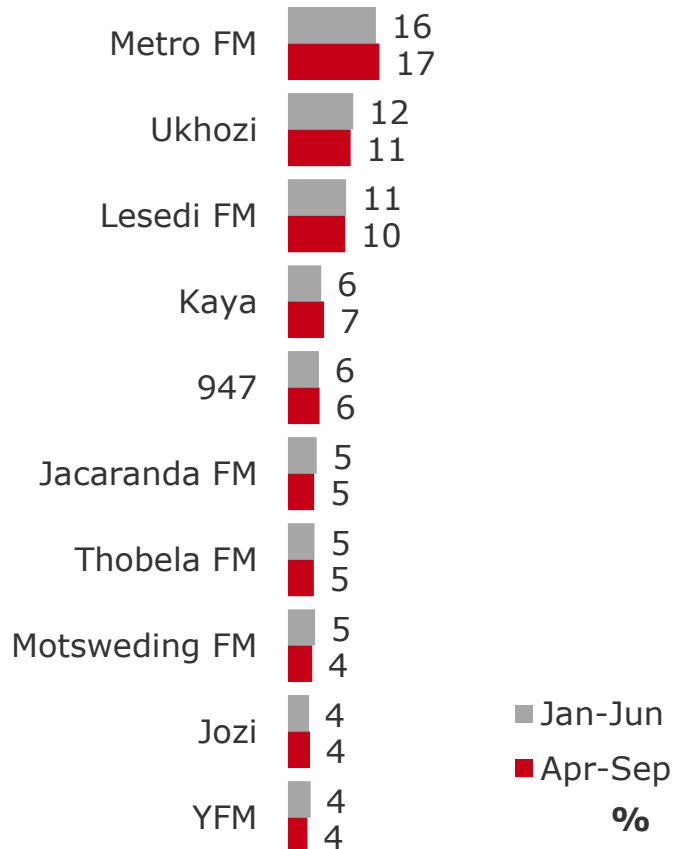
Gauteng

GAUTENG - SHARE

Share of Audience



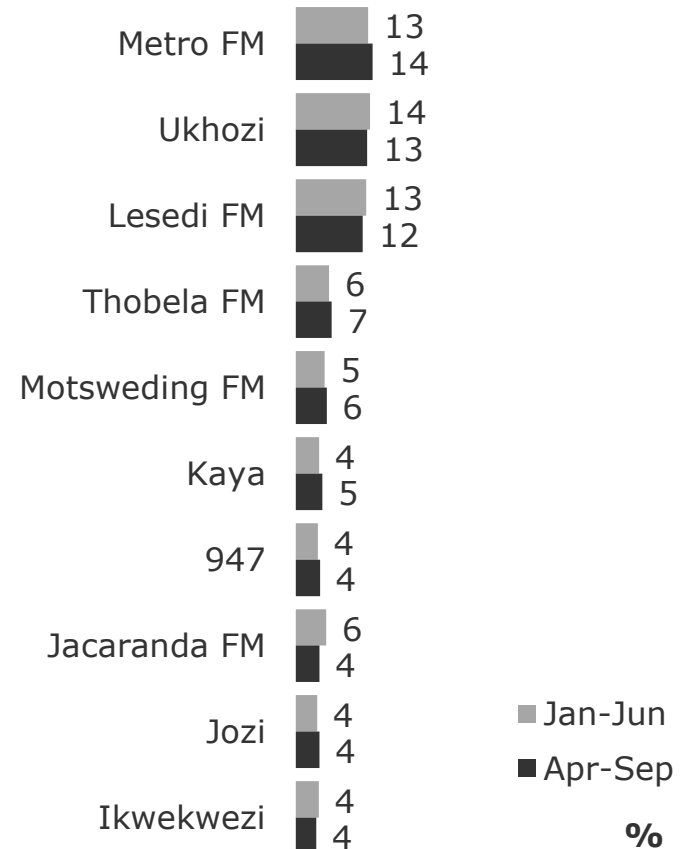
(% of 8.9m listeners who listen in a week)

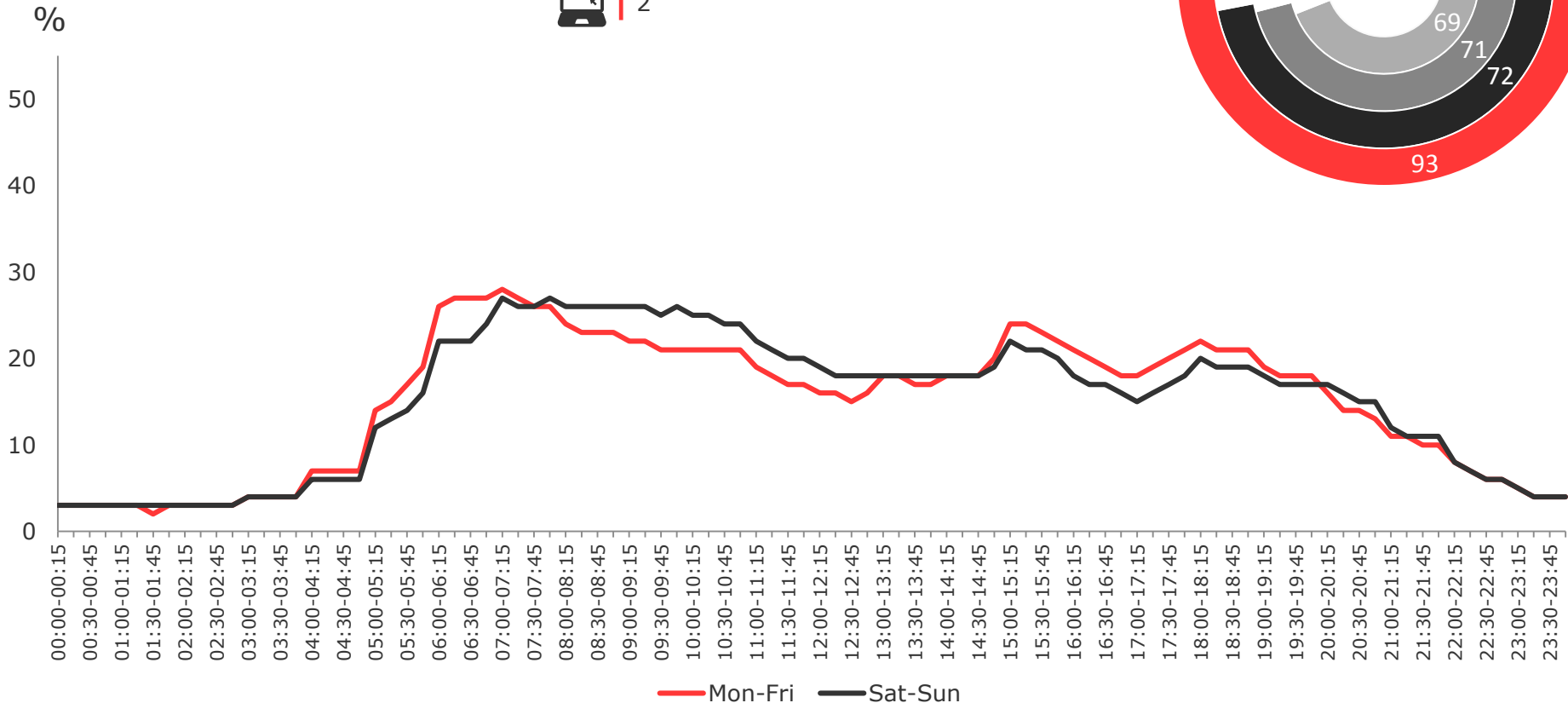
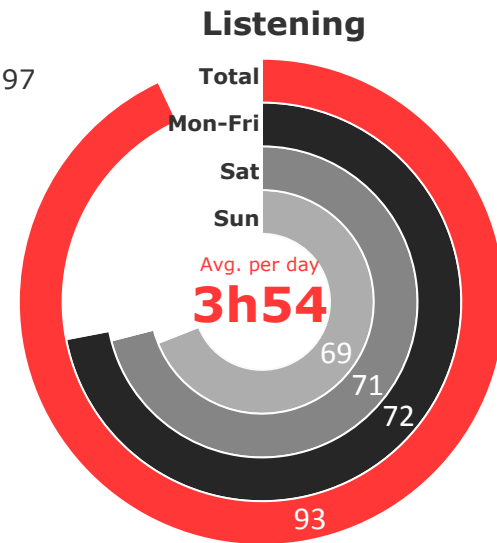
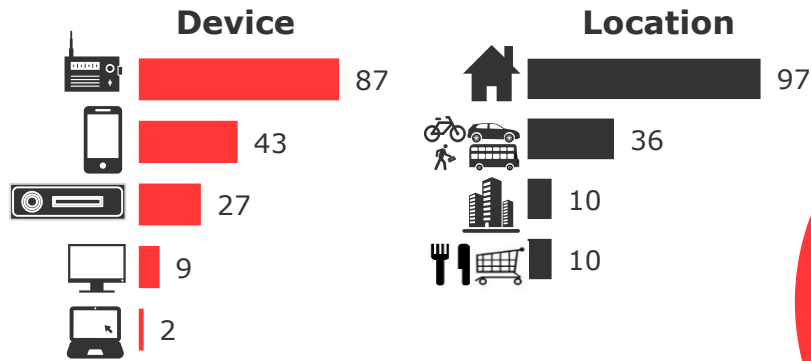


Share of Listening



(% of 11.8b listening minutes a week)





KwaZulu-Natal

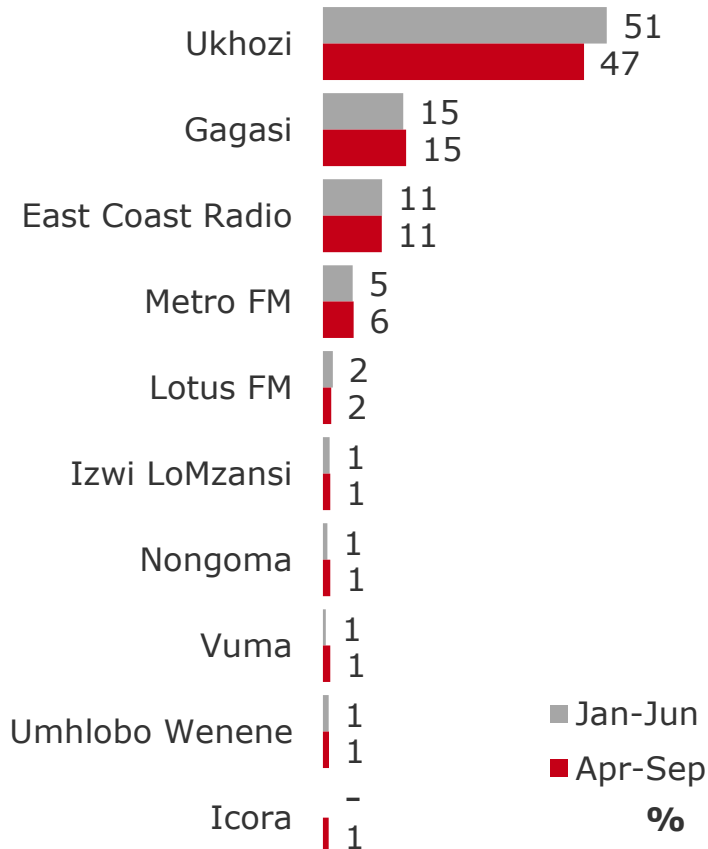
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM™ Apr'17-Sep'17 (KwaZulu-Natal: n=4,734)

KWAZULU-NATAL - SHARE

Share of Audience



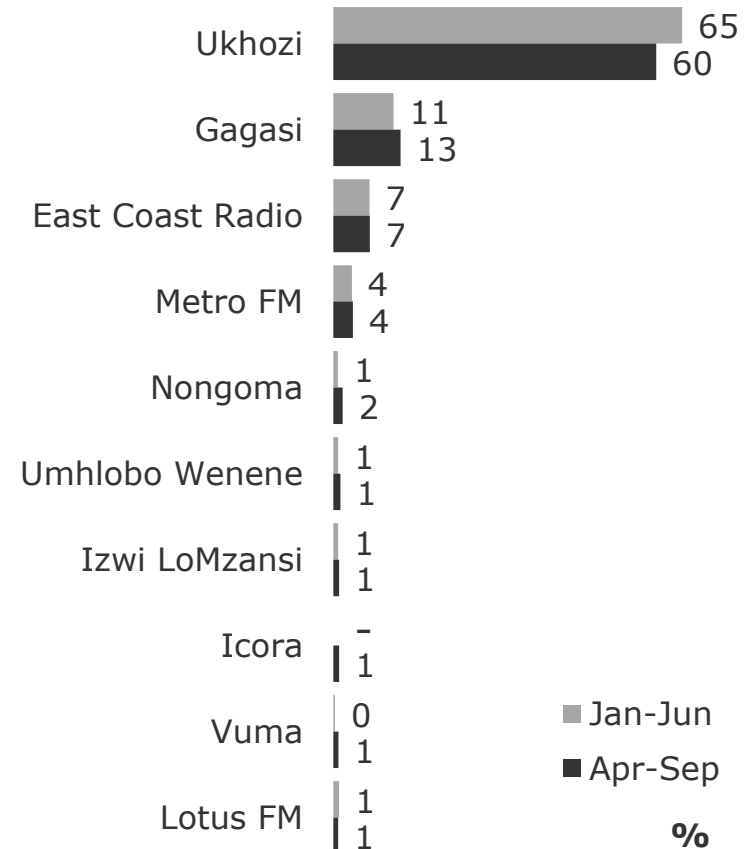
(% of 7.0m listeners who listen in a week)

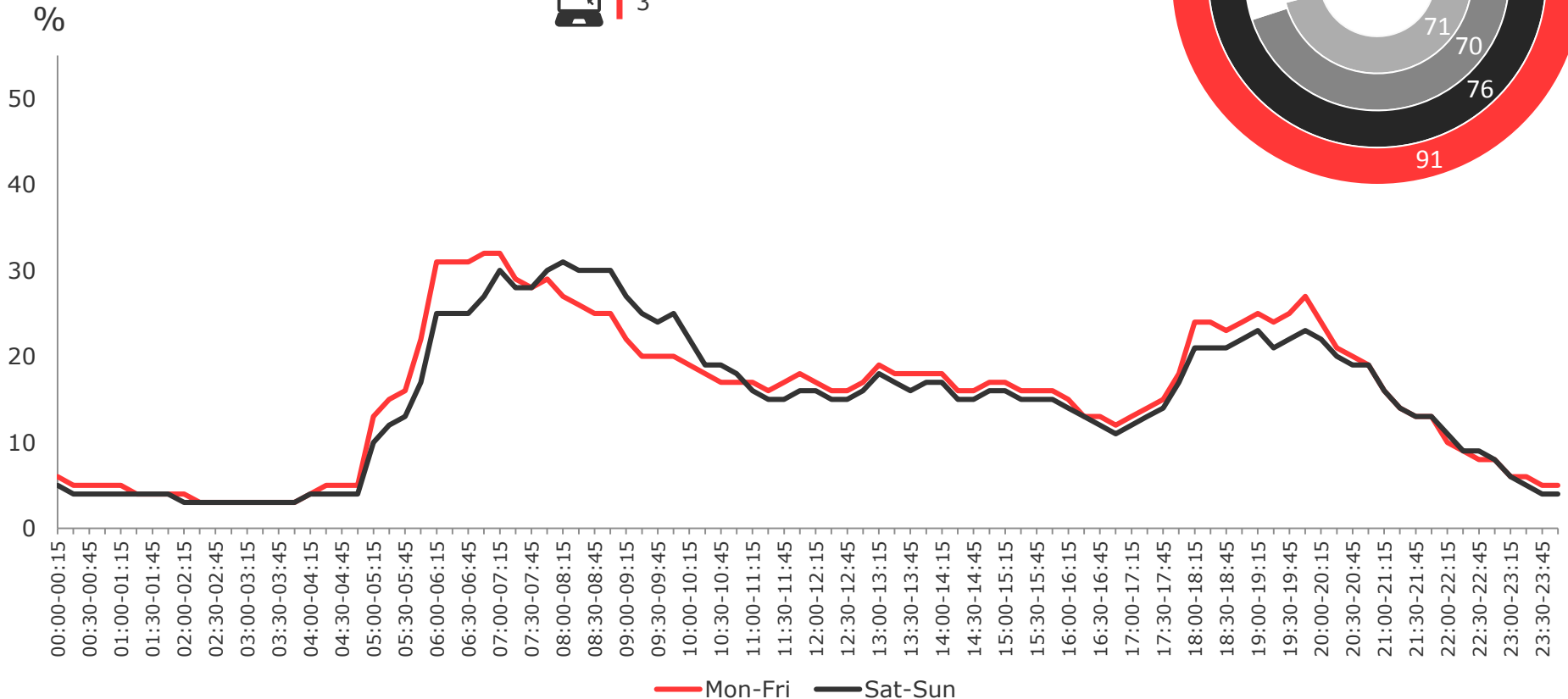
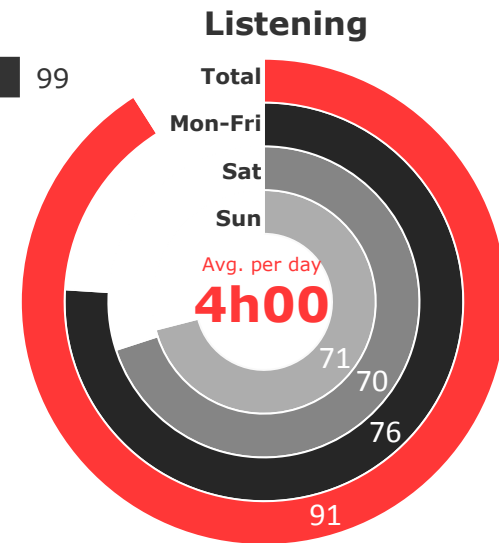
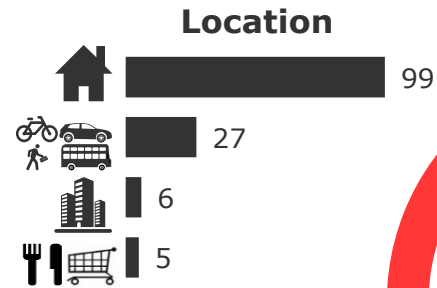
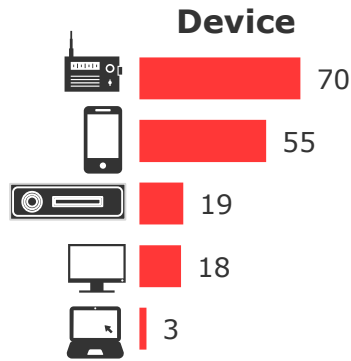


Share of Listening



(% of 11.5b listening minutes a week)





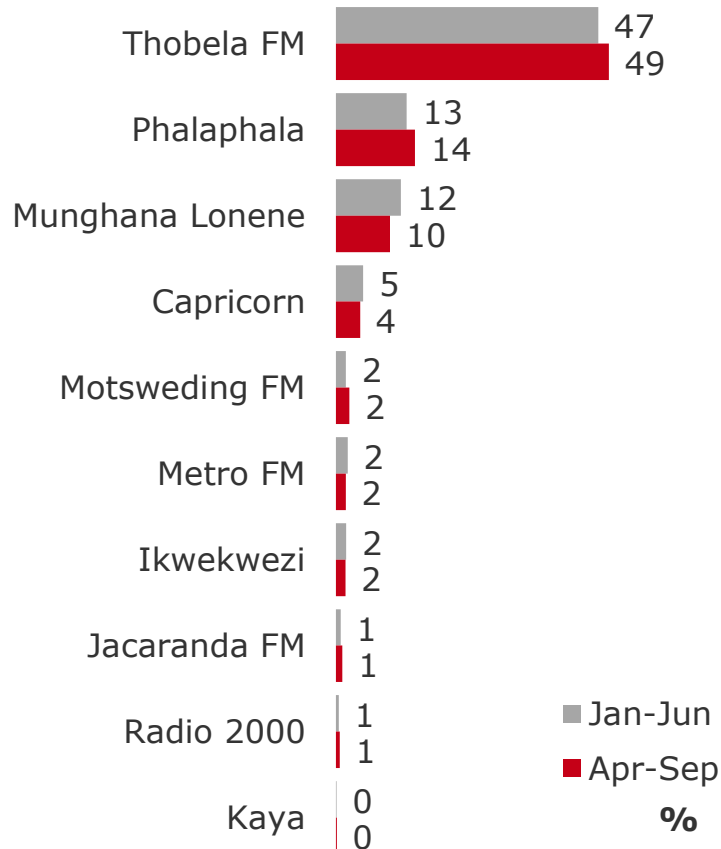
Limpopo

LIMPOPO - SHARE

Share of Audience



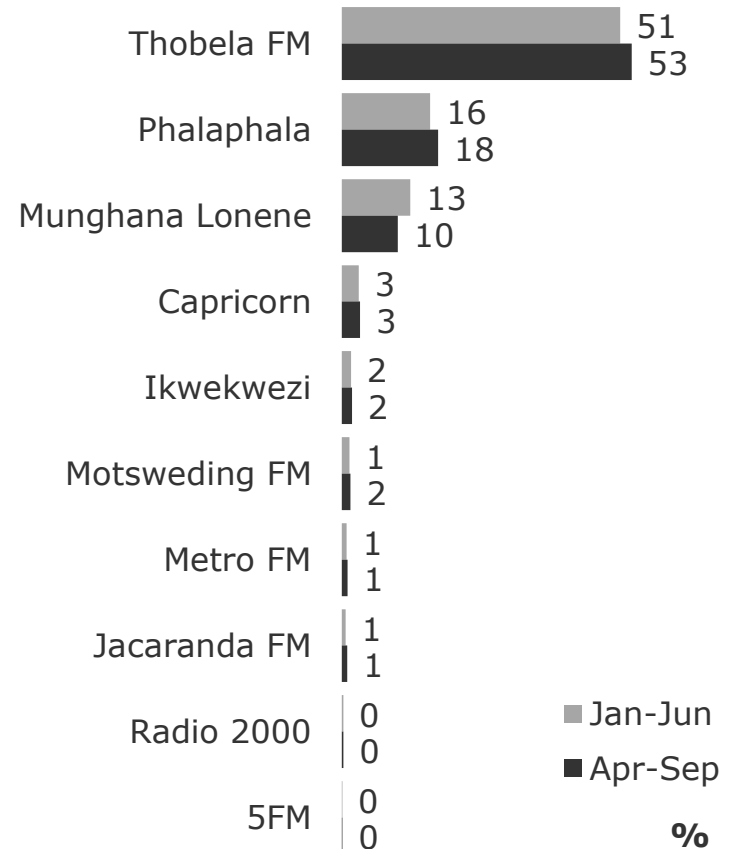
(% of 3.5m listeners who listen in a week)

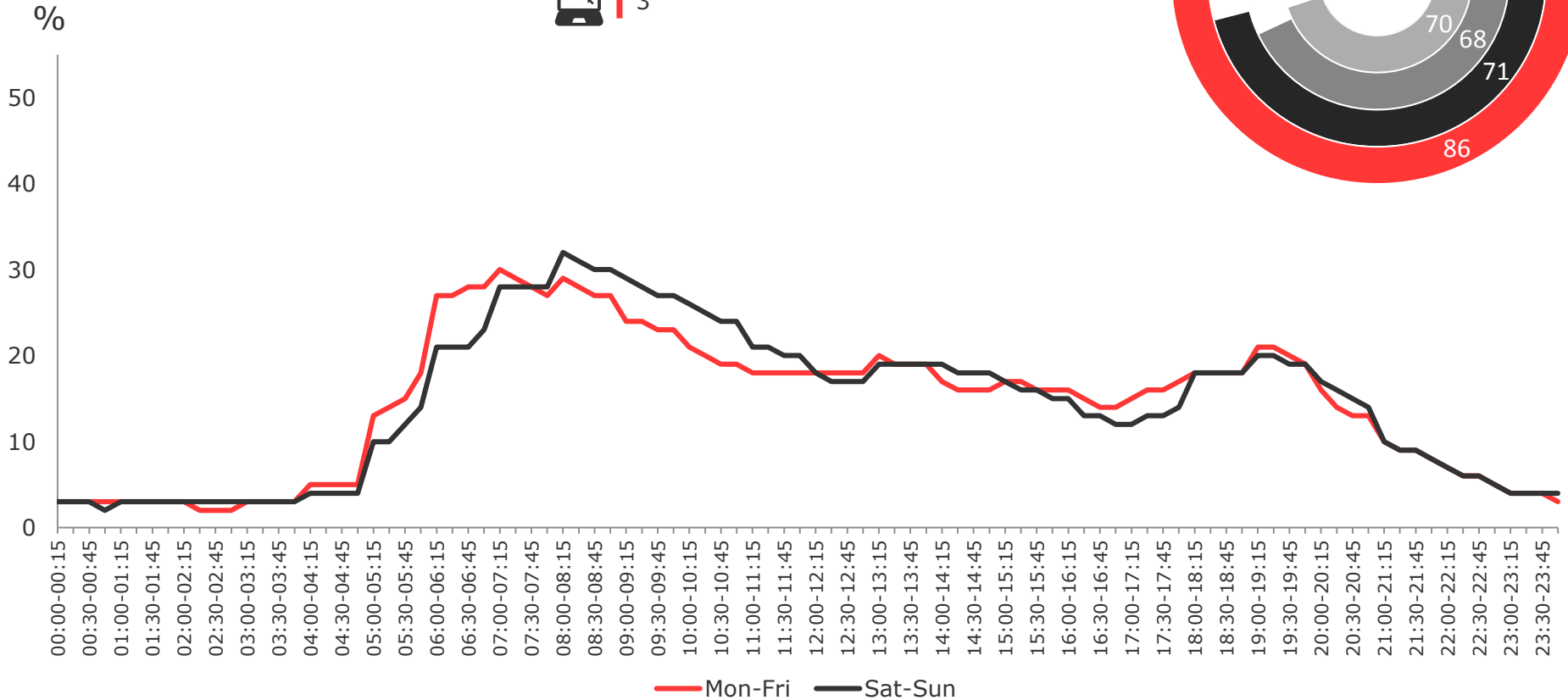
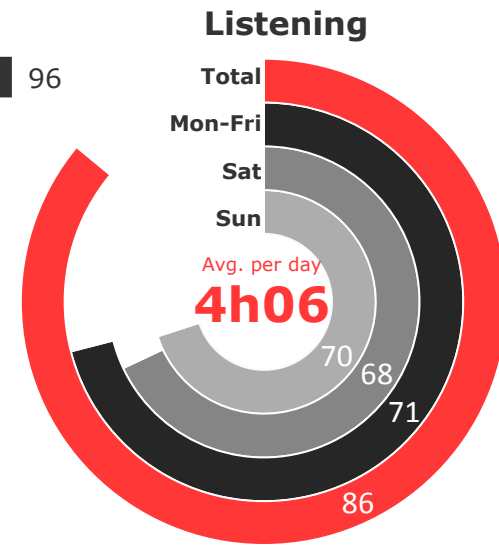
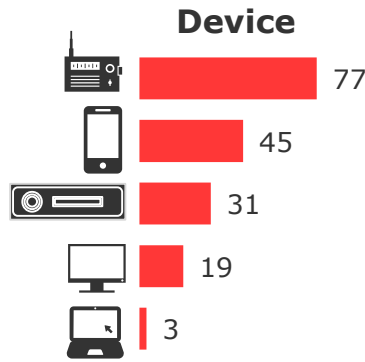


Share of Listening



(% of 5.9b listening minutes a week)





Mpumalanga

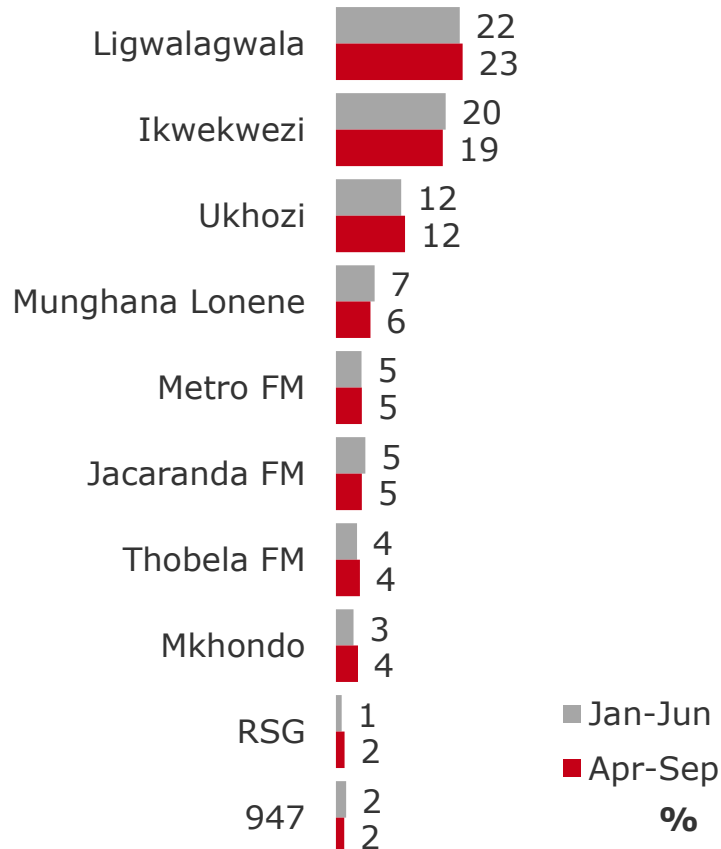
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM™ Apr'17-Sep'17 (Mpumalanga: n=1,660)

MPUMALANGA - SHARE

Share of Audience



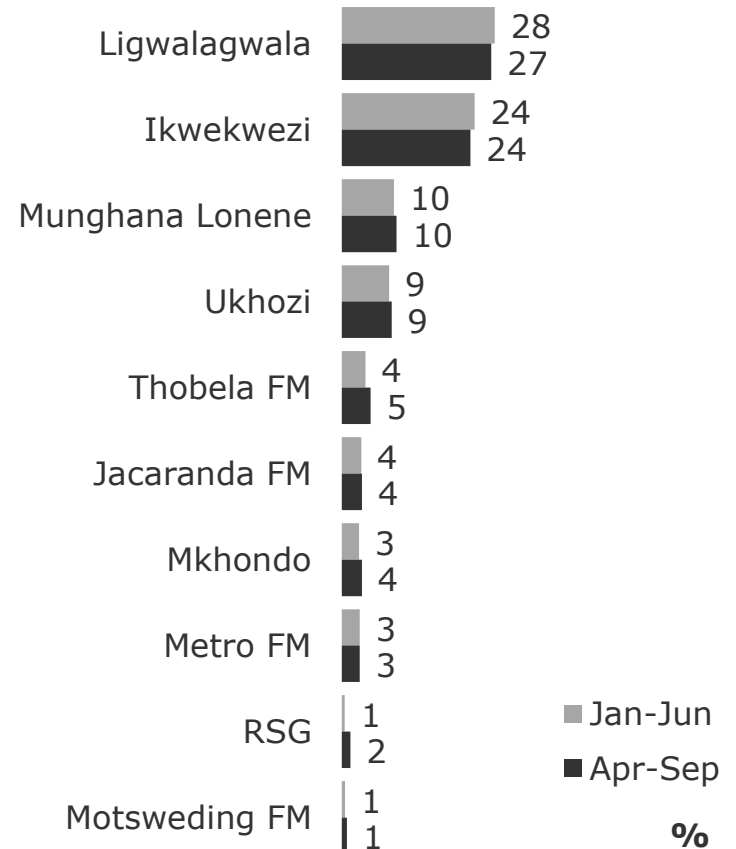
(% of 2.5m listeners who listen in a week)

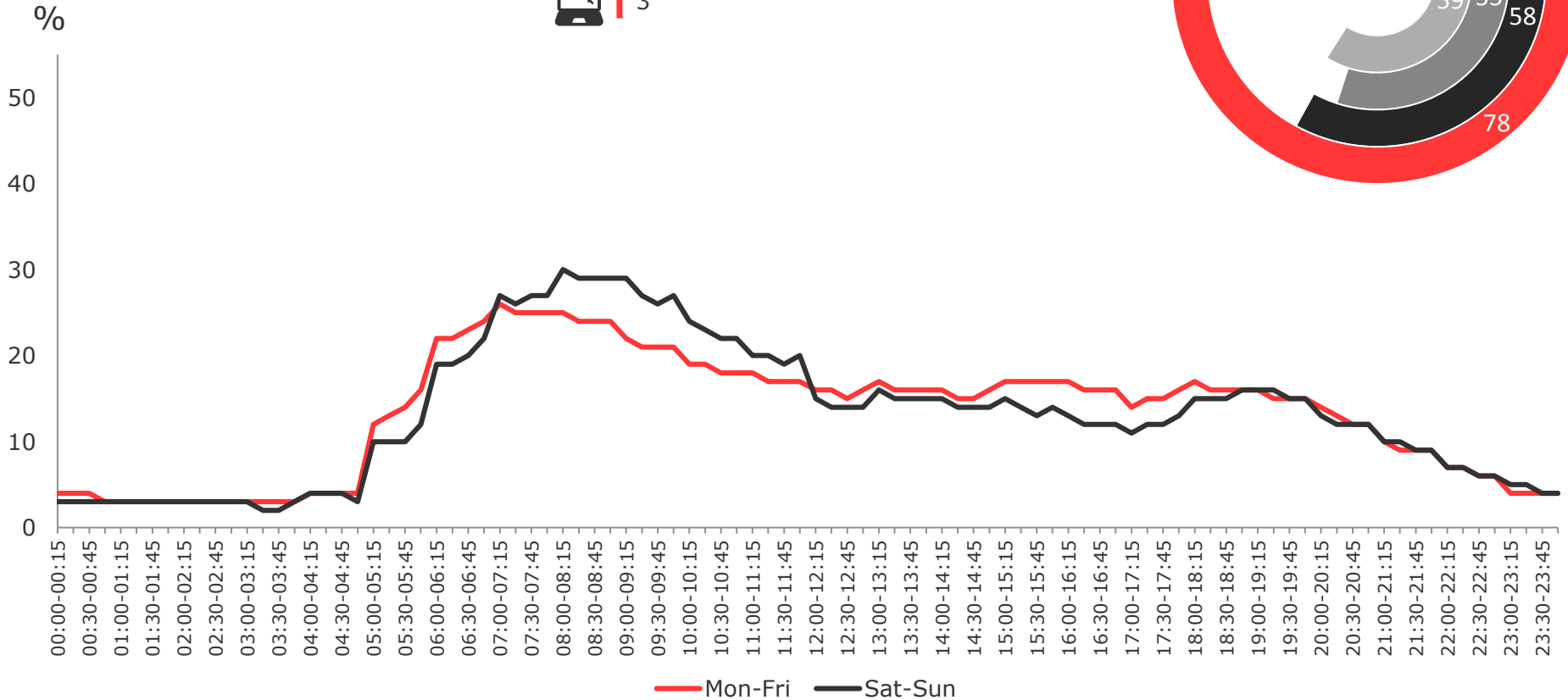
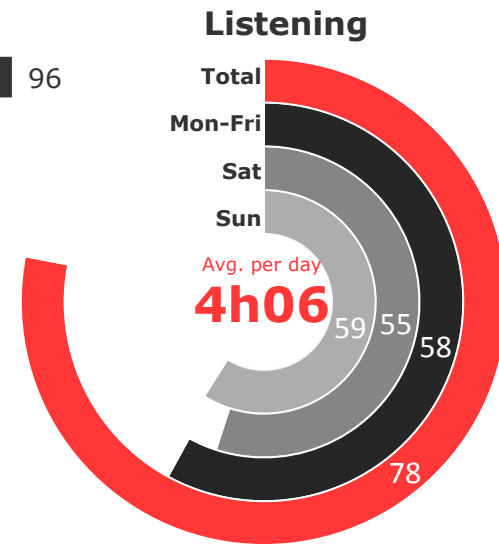
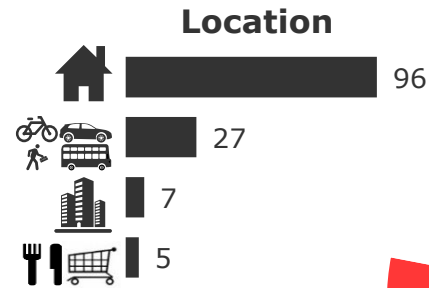
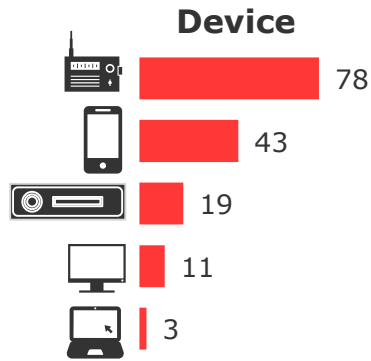


Share of Listening



(% of 4.3b listening minutes a week)





North West

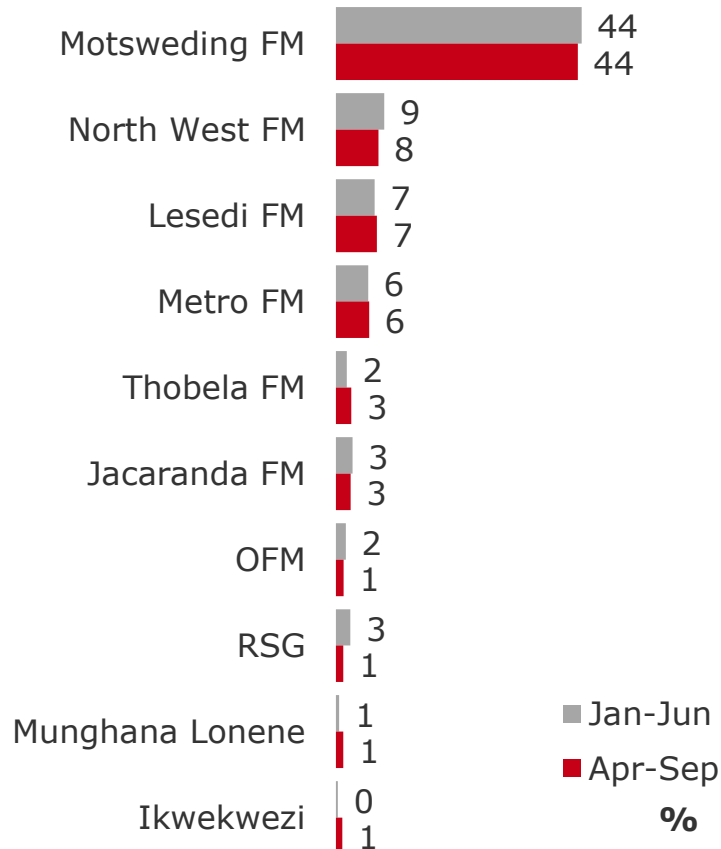
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM™ Apr'17-Sep'17 (North West: n=1,215)

NORTH WEST - SHARE

Share of Audience



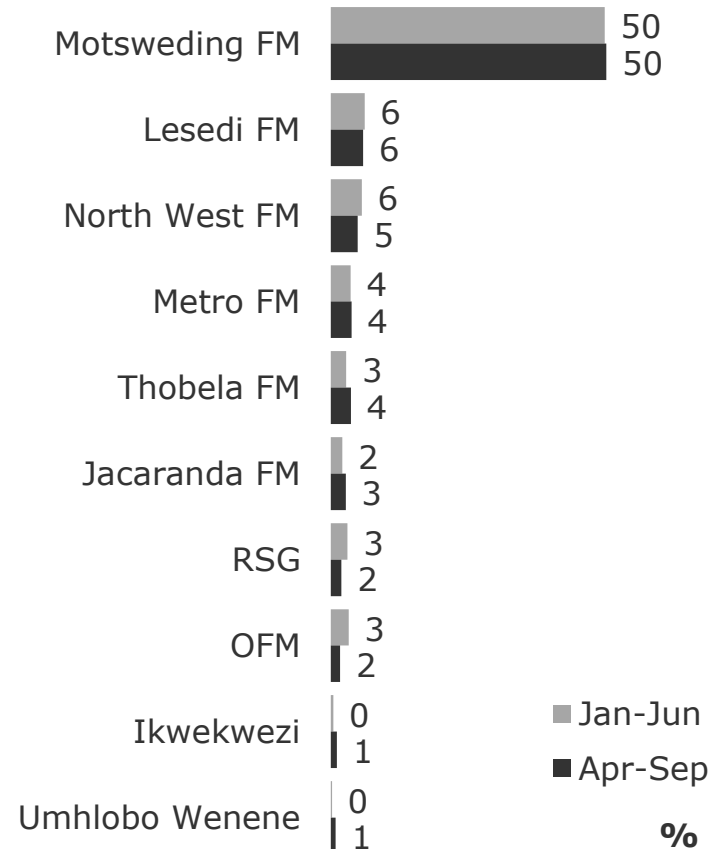
(% of 2.1m listeners who listen in a week)



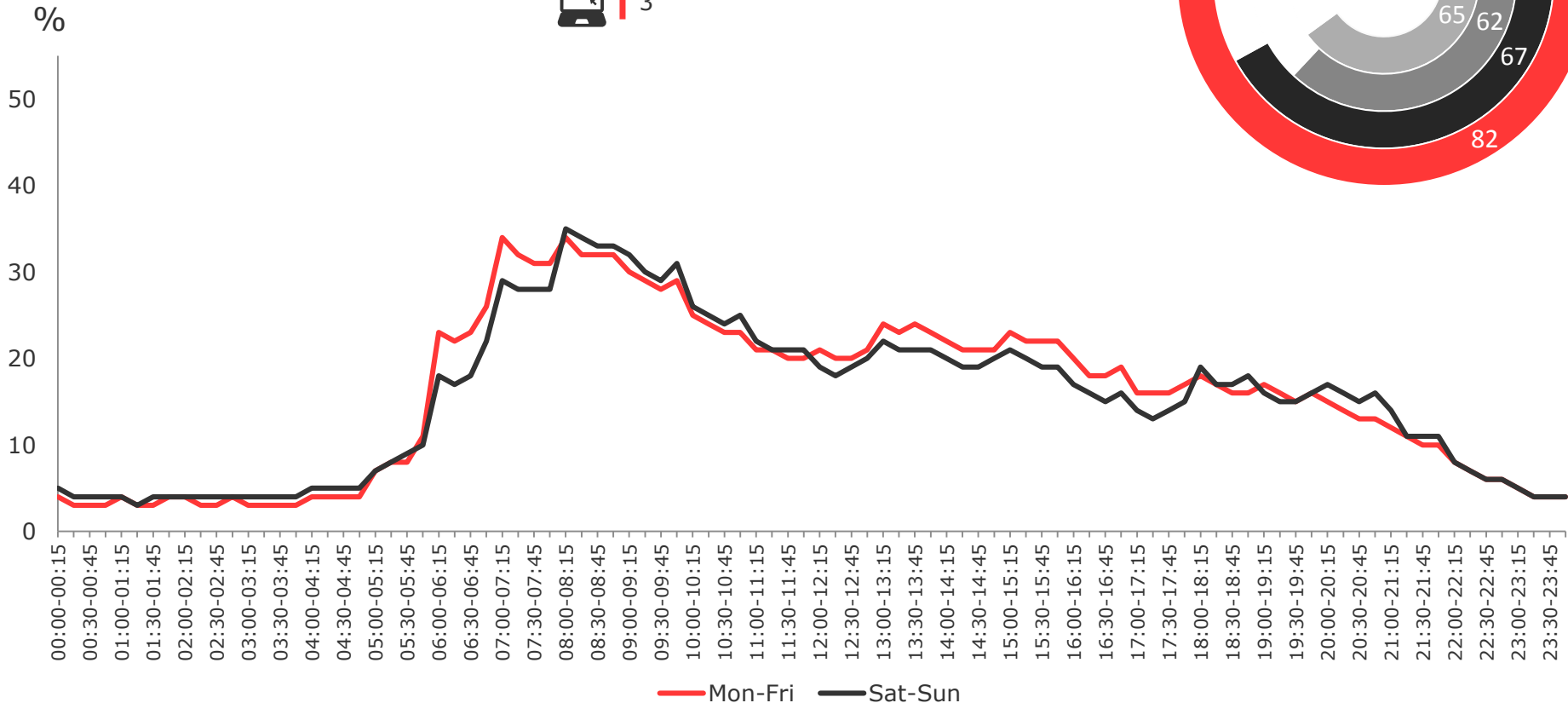
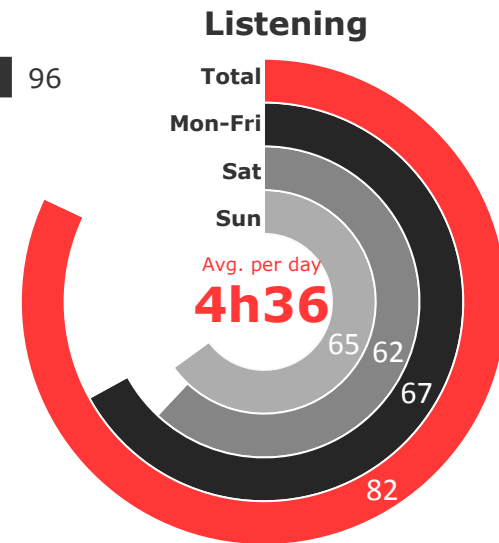
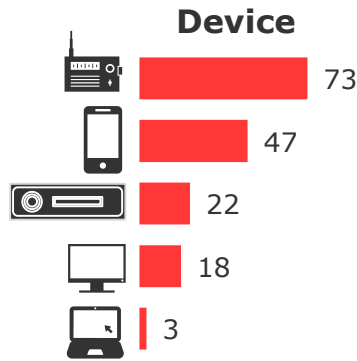
Share of Listening



(% of 3.6b listening minutes a week)



Source: BRC RAM™ Jan'17-Jun'17 (n=1,315); Apr'17-Sep'17 (n=1,215)



Northern Cape

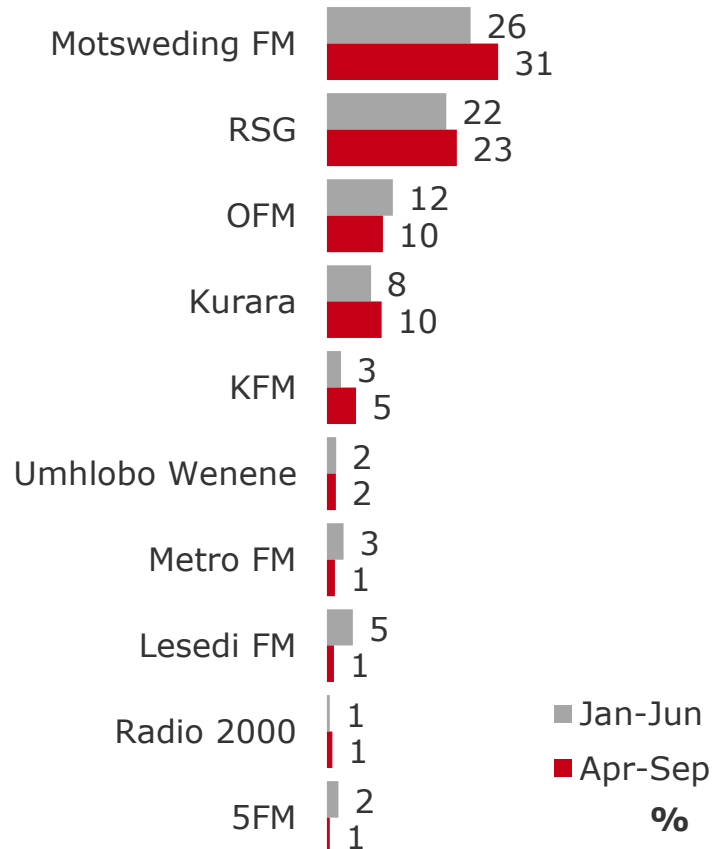
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM™ Apr'17-Sep'17 (Northern Cape: n=565)

NORTHERN CAPE - SHARE

Share of Audience



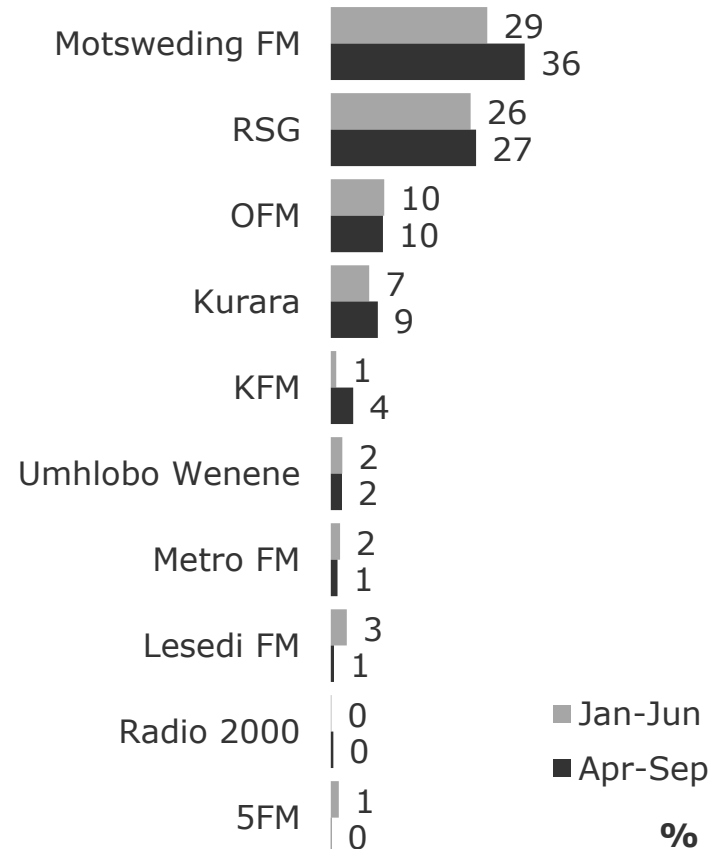
(% of 0.7m listeners who listen in a week)



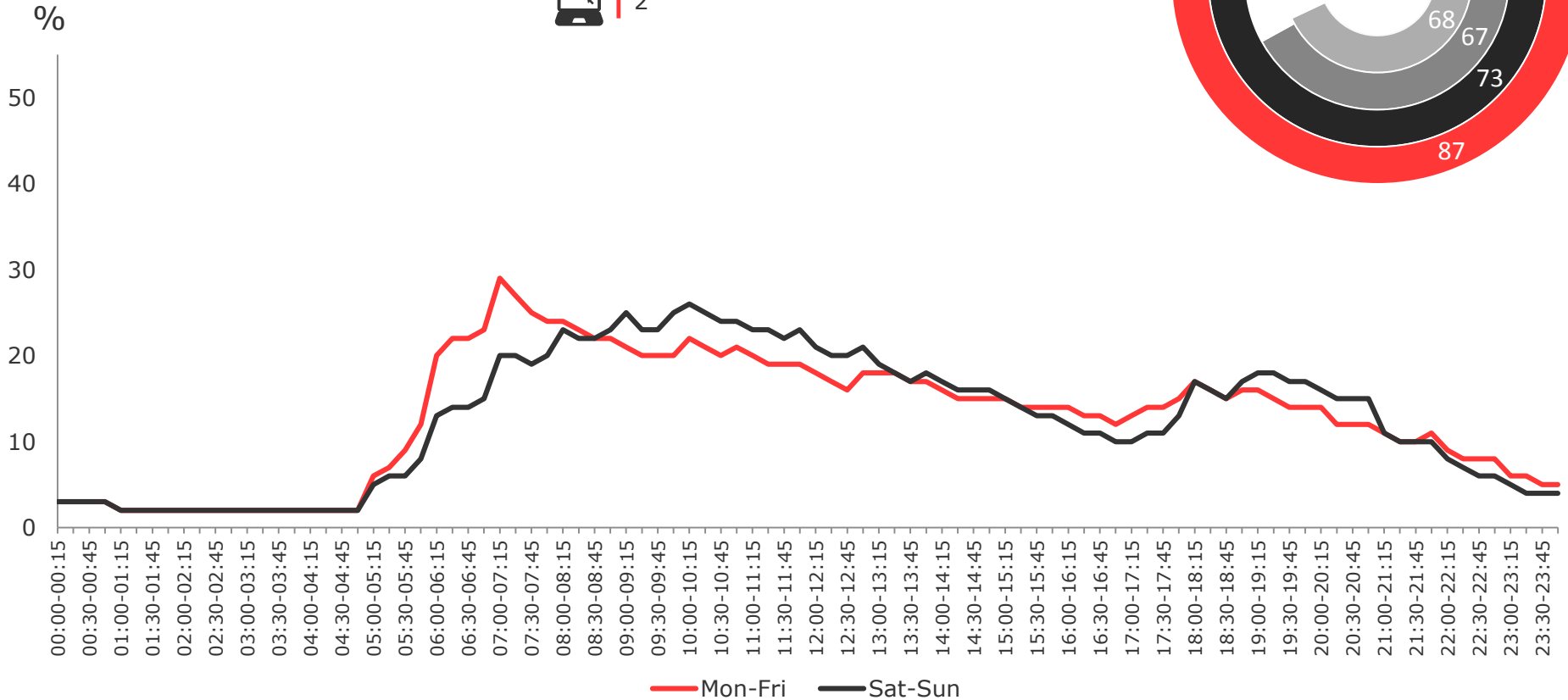
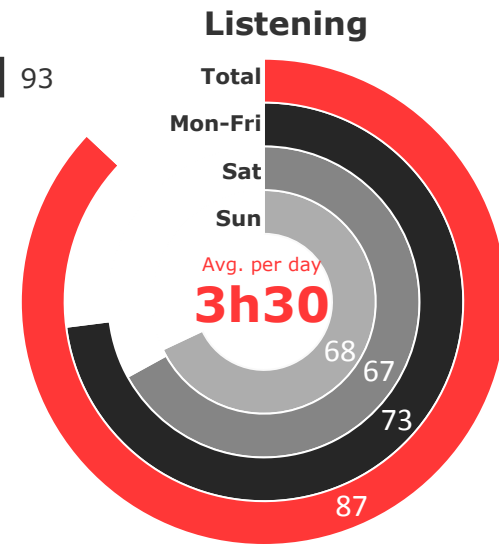
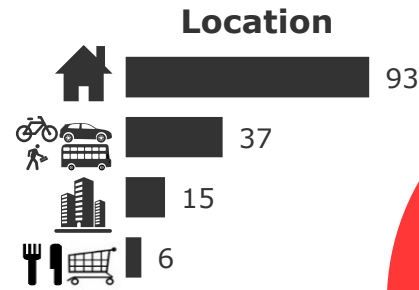
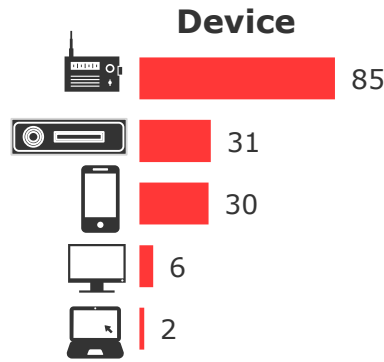
Share of Listening



(% of 1.4b listening minutes a week)



Source: BRC RAM™ Jan'17-Jun'17 (n=606); Apr'17-Sep'17 (n=565)



Western Cape

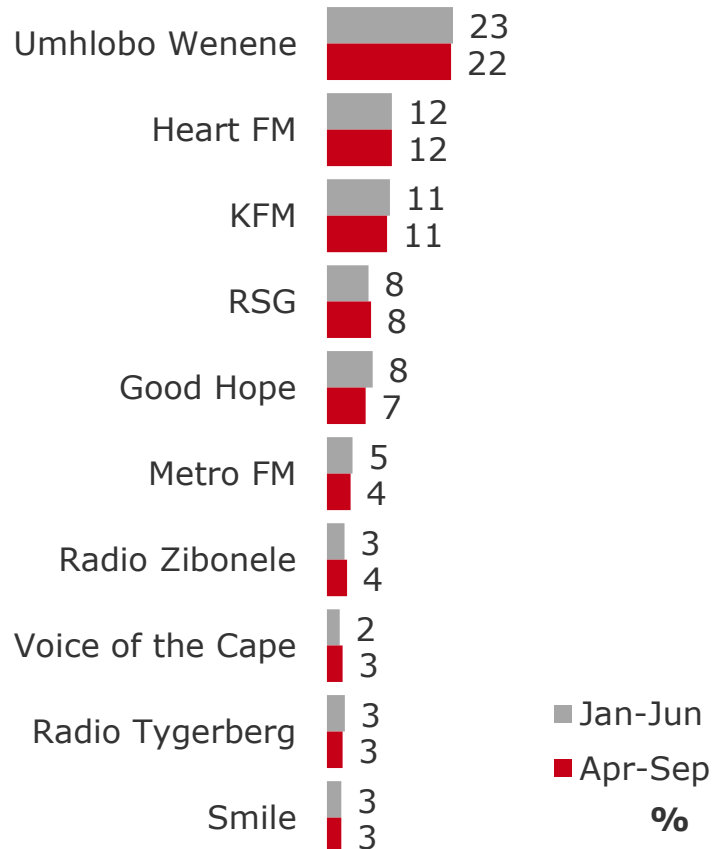
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM™ Apr'17-Sep'17 (Western Cape: n=4,379)

WESTERN CAPE - SHARE

Share of Audience



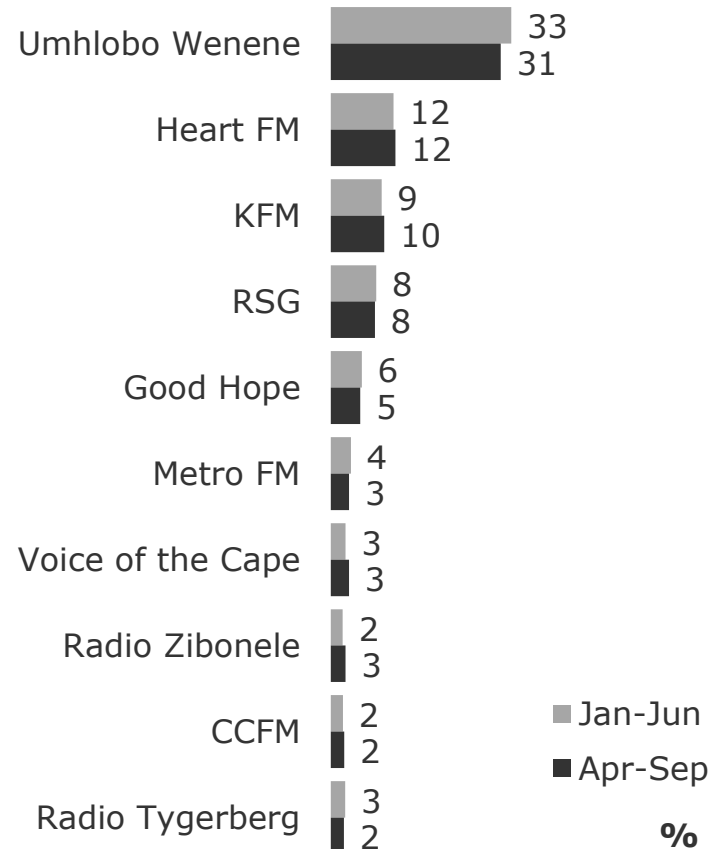
(% of 4.2m listeners who listen in a week)



Share of Listening



(% of 6.3b listening minutes a week)



Source: BRC RAM™ Jan'17-Jun'17 (n=4,333); Apr'17-Sep'17 (n=4,379)

KEY STATION MEASURES (THE CURRENCY)

JAN'17-JUN'17
APR'17-SEP'17



KEY STATION MEASURES

Commercial and PBS



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume (000's)

	Avg. daily cume (Mon-Sun) ('000s)		One week cume (000's)	
	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
Ukhozi	5,497	5,091	7,574	7,209
Umhlobo Wenene	4,119	3,990	5,422	5,409
Metro FM	2,371	2,313	4,044	4,028
Thobela FM	2,234	2,219	2,939	2,915
Lesedi FM	2,245	2,089	3,212	3,057
Motsweding FM	1,698	1,604	2,538	2,383
Gagasi	882	943	1,397	1,514
Ikwewezi	983	917	1,337	1,249
RSG	897	914	1,246	1,259
Munghana Lonene	797	696	1,057	925

Source: BRC RAM™ Jan'17-Jun'17 (National: n=31,178) and Apr'17-Sep'17 (National: n=30,427)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
Ukhozi	58	53	3h12	3h06
Umhlobo Wenene	60	59	3h42	3h24
Metro FM	26	28	1h48	1h42
Thobela FM	71	76	3h36	3h30
Lesedi FM	55	56	3h18	3h12
Motsweding FM	50	54	3h00	3h06
Gagasi	34	33	2h06	2h18
Ikwekwezi	52	56	3h12	3h06
RSG	44	49	3h00	3h00
Munghana Lonene	72	75	3h42	3h30

Source: BRC RAM™ Jan'17-Jun'17 (National: n=31,178) and Apr'17-Sep'17 (National: n=30,427); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume (000's)

	Avg. daily cume (Mon-Sun) ('000s)		One week cume (000's)	
	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
East Coast Radio	730	665	1,101	1,105
Jacaranda FM	741	655	1,136	1,005
Ligwalagwala	691	655	931	920
947	604	599	913	900
Kaya	566	577	931	979
Phalaphala	560	537	696	689
Heart FM	501	525	736	745
KFM	486	497	736	726
5FM	446	435	732	735
Algoa FM	330	340	511	501

Source: BRC RAM™ Jan'17-Jun'17 (National: n=31,178) and Apr'17-Sep'17 (National: n=30,427)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
East Coast Radio	50	48	1h48	1h48
Jacaranda FM	44	43	2h12	2h00
Ligwalagwala	56	54	3h30	3h12
947	35	34	1h36	1h30
Kaya	17	16	1h30	1h24
Phalaphala	78	81	4h12	4h00
Heart FM	44	47	2h30	2h24
KFM	41	38	2h06	2h12
5FM	29	27	1h24	1h18
Algoa FM	47	55	1h48	1h54

Source: BRC RAM™ Jan'17-Jun'17 (National: n=31,178) and Apr'17-Sep'17 (National: n=30,427); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume (000's)

	Avg. daily cume (Mon-Sun) ('000s)		One week cume (000's)	
	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
YFM	395	312	665	560
Good Hope	336	282	536	457
702	279	279	448	471
Radio 2000	224	224	412	420
Capricorn	190	166	298	257
OFM	200	158	294	224
North West FM	160	126	287	232
SAfm	87	117	143	201
Smile	114	112	164	162
Lotus FM	135	106	206	176

Source: BRC RAM™ Jan'17-Jun'17 (National: n=31,178) and Apr'17-Sep'17 (National: n=30,427)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
YFM	21	22	1h30	1h24
Good Hope	30	31	1h42	1h54
702	20	23	1h42	1h24
Radio 2000	11	14	1h24	1h36
Capricorn	31	33	2h12	2h18
OFM	63	62	3h36	3h24
North West FM	20	22	1h54	1h48
SAfm	29	32	1h30	1h24
Smile	55	59	1h42	1h36
Lotus FM	33	37	1h48	1h42

Source: BRC RAM™ Jan'17-Jun'17 (National: n=31,178) and Apr'17-Sep'17 (National: n=30,427); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume (000's)

	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
trufm	77	105	158	209
Vuma	34	80	54	134
Power	84	67	138	114
CapeTalk	66	58	92	87
Classic FM	32	31	60	59
Rise FM	-	-	45	40
Magic828 AM	-	-	16	19

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
trufm	5	6	1h24	1h30
Vuma	13	11	1h42	1h54
Power	16	18	2h06	2h06
CapeTalk	33	24	2h12	1h48
Classic FM	13	19	1h00	1h12

KEY STATION MEASURES

Community



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume (000's)

	Avg. daily cume (Mon-Sun) ('000s)		One week cume (000's)	
	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
Jozi	342	345	574	580
Kasie	172	175	258	276
Voice of the Cape	111	136	146	177
Unitra (UCR-FM)	139	118	235	219
Vukani	103	116	222	229
Radio Tygerberg	124	111	202	176
Radio Zibonele	91	104	198	226
Nongoma	59	101	80	135
Thetha	95	98	156	161
Mkhondo	82	97	120	146

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
Jozi	27	35	2h06	2h06
Kasie	12	9	1h30	1h24
Voice of the Cape	44	39	3h00	2h48
Unitra (UCR-FM)	3	1	2h00	1h36
Vukani	0	5	1h06	1h24
Radio Tygerberg	39	40	2h06	2h00
Radio Zibonele	19	18	1h48	1h48
Nongoma	50	32	2h48	3h36
Thetha	49	46	2h36	2h48
Mkhondo	25	14	2h54	2h36

Source: BRC RAM™ Jan'17-Jun'17 (National: n=31,178) and Apr'17-Sep'17 (National: n=30,427); ranked on Avg. daily cume

KEY STATION MEASURES

Community



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume (000's)

	Avg. daily cume (Mon-Sun) ('000s)		One week cume (000's)	
	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
CCFM	87	97	148	152
Forte	42	86	89	164
Izwi LoMzansi	71	85	118	138
QwaQwa	76	80	119	137
Eden	100	79	163	125
Bok Radio	91	77	124	108
Inkonjane	103	75	171	125
Voice of Tembisa	69	71	113	115
Kurara	55	66	73	88
Icora	-	66	-	105

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Exclusive listeners (%)		Avg. hrs p.d	
	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
CCFM	31	30	2h24	2h30
Forte	2	11	1h30	1h42
Izwi LoMzansi	18	27	2h00	2h12
QwaQwa	39	41	2h12	2h06
Eden	51	47	3h12	2h54
Bok Radio	64	65	1h54	2h06
Inkonjane	30	15	2h24	2h36
Voice of Tembisa	31	40	1h48	1h48
Kurara	47	43	3h00	3h12
Icora	-	37	-	2h54

Source: BRC RAM™ Jan'17-Jun'17 (National: n=31,178) and Apr'17-Sep'17 (National: n=30,427); ranked on Avg. daily cume

KEY STATION MEASURES

Community



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume (000's)

	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
Alfred Nzo	77	58	145	130
Mosupatsela	35	51	47	67
Radio Pulpit/Kansel	37	48	51	75
Motheo	31	46	57	70
Hindvani	47	43	62	55

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Jan'17-Jun'17	Apr'17-Sep'17	Jan'17-Jun'17	Apr'17-Sep'17
Alfred Nzo	23	8	2h36	1h42
Mosupatsela	60	52	4h24	3h42
Radio Pulpit/Kansel	25	31	2h18	2h00
Motheo	35	33	2h30	3h06
Hindvani	56	62	2h12	2h42

STATION DASHBOARDS


BRC RAM Station Detail
Apr'17-Sep'17
TNS

Commercial and PBS Stations

									
702	5FM	94.7	Algoa FM	CapeTalk	Capricorn	Classic FM	East Coast Radio	Gagasi	Good Hope
									
Heart FM	Ikwekwezi	Jacaranda FM	Kaya	KFM	Lesedi FM	Ligwalawala	Lotus FM	Metro FM	Motsweding FM
									
Mmegi Loasec	North West FM	OFM	Phalaphala	Power	Radio 2000	RSG	SAfm	Smile	Thobela FM
									
truFM	Ukhozi	Ukhlobo Wesec	Yema	YFM					

Community Stations

									
Alfred Nzo	Bok Radio	CCFM	Edea	Forte	Ikonjane	Izwi LoMzansi	Jozi	Kasie	Mdaatsa
									
Mkhondo	Mosepatsela	Motho	Nkqubela	QwaQwa	Radio 786	Radio Palpit/Kaasel	Radio Tygerberg	Radio Zibonela	Soshaquru
									
Thetha	Uitra (UCR-FM)	Voice of Tembisa	Voice of the Cape	Yekani					

TRENDING: JUL-DEC '16 / OCT '16 -MAR '17/ JAN-JUN '17/ APR-SEP '17

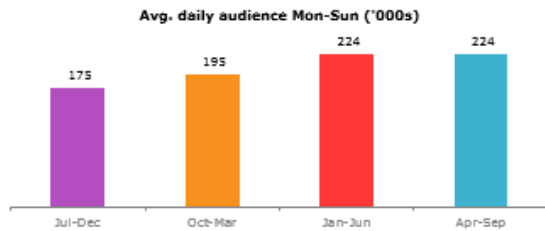
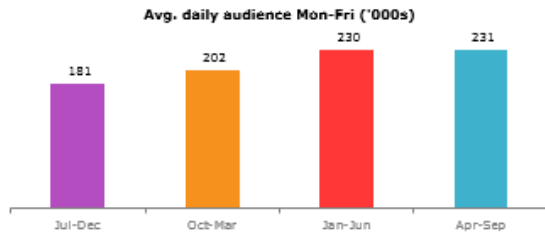
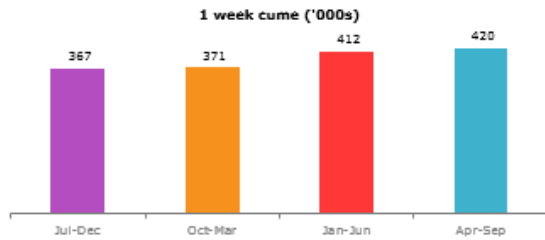


Station



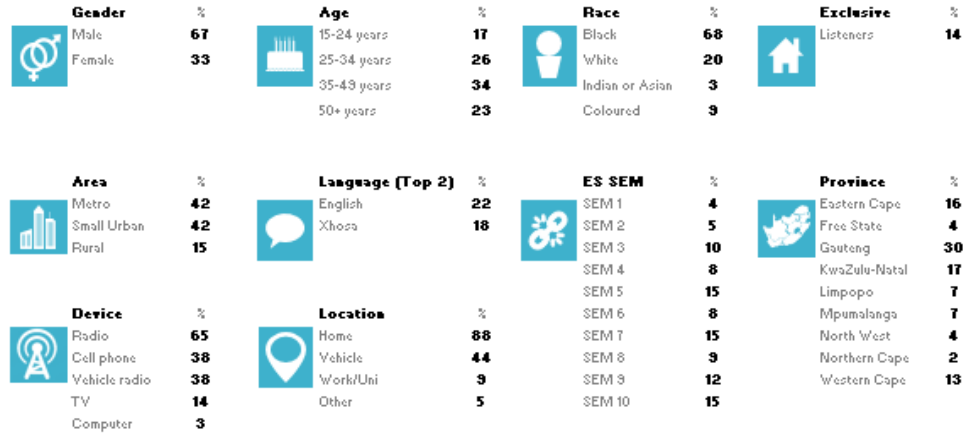
Key Measures (Total audience)

sample= 30427

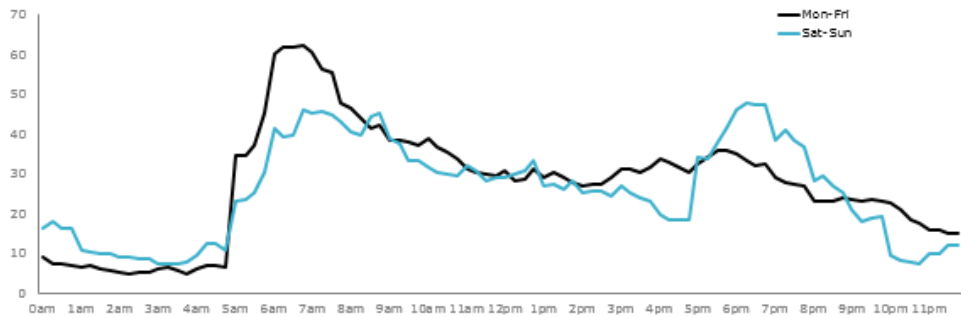


Station listeners (one week cume)

sample= 230



Radio listening by 1/4 hour ('000s)



Source: BRC RAM Apr'17-Sep'17
 Axes may vary between stations and measures
 Note: All percentages do not add to 100% due to rounding off

**SEE YOU AGAIN IN
FEBRUARY 2018!**

