BRC RAM™ NOVEMBER '18 RELEASE

TNS

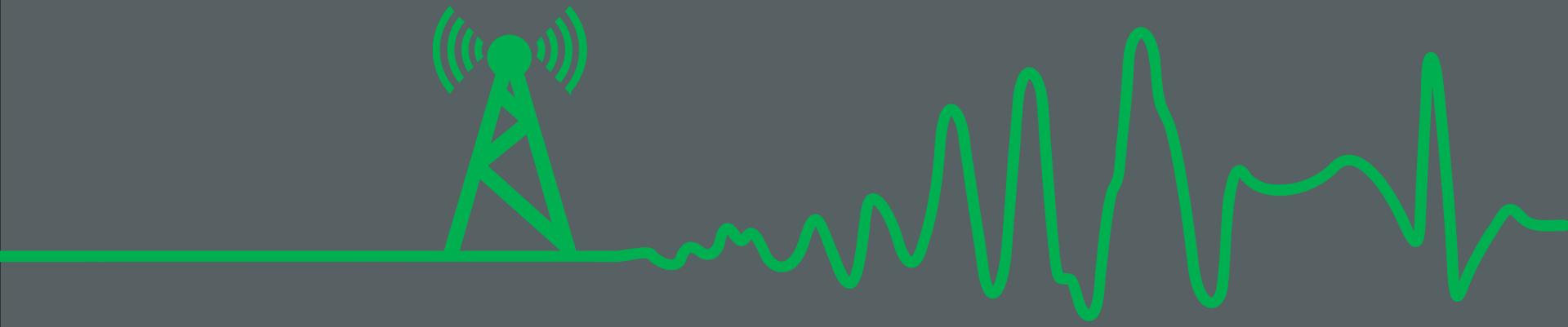
brc

TRENDING…

Jan’18-Jun’18 (sample=30,440 diaries)

Apr’18-Sep’18 (sample=30,418 diaries)

BRC RAM™ - VITAL SIGNS



BRC RAM™ AT A GLANCE…

Metro-skewed sample

60% Metro
20% Urban
20% Rural

Random selection

- Small areas
- Starting points
- Households
- Main respondents

Methodology

- Placement interview
- 7-day diary

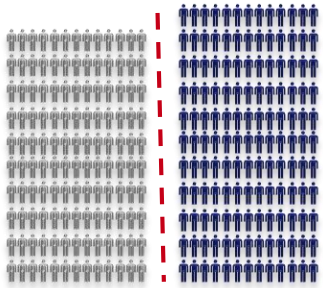
Re-weighted to population

41% Metro
28% Urban
31% Rural

Weighting variables

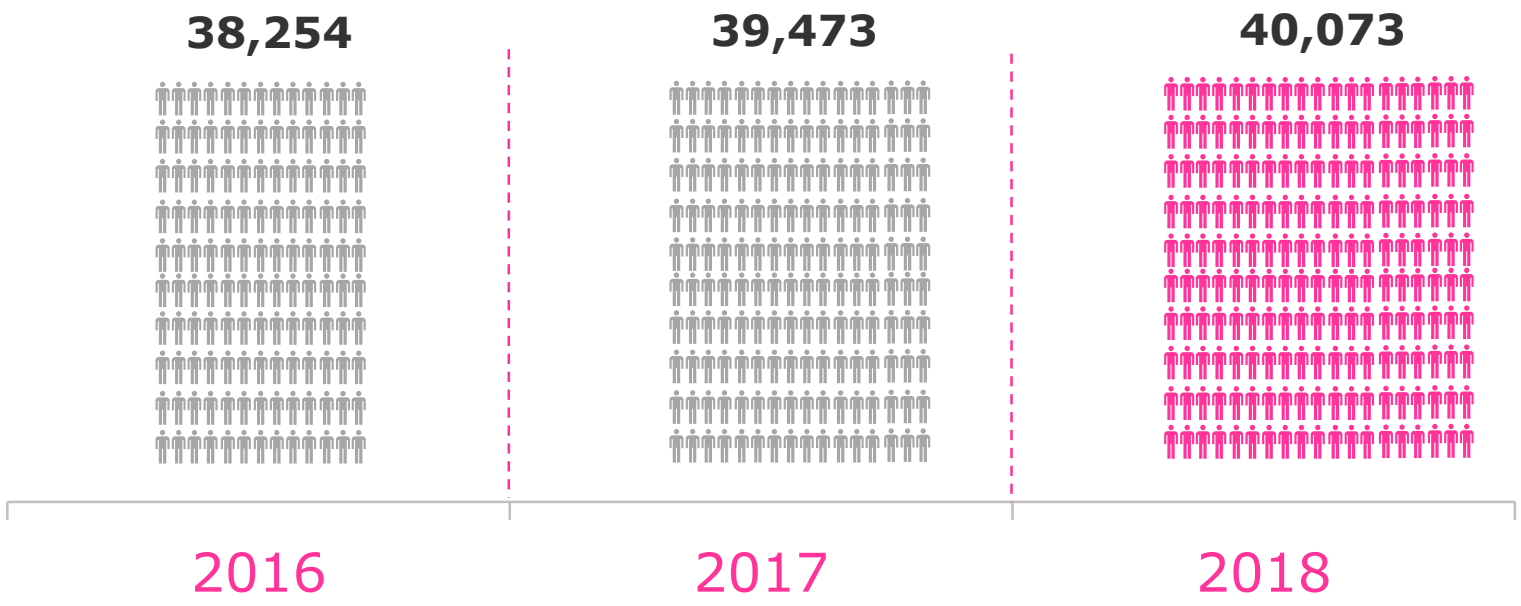
- Province
- Area type
- Gender
- Age
- Race

Annual universe update



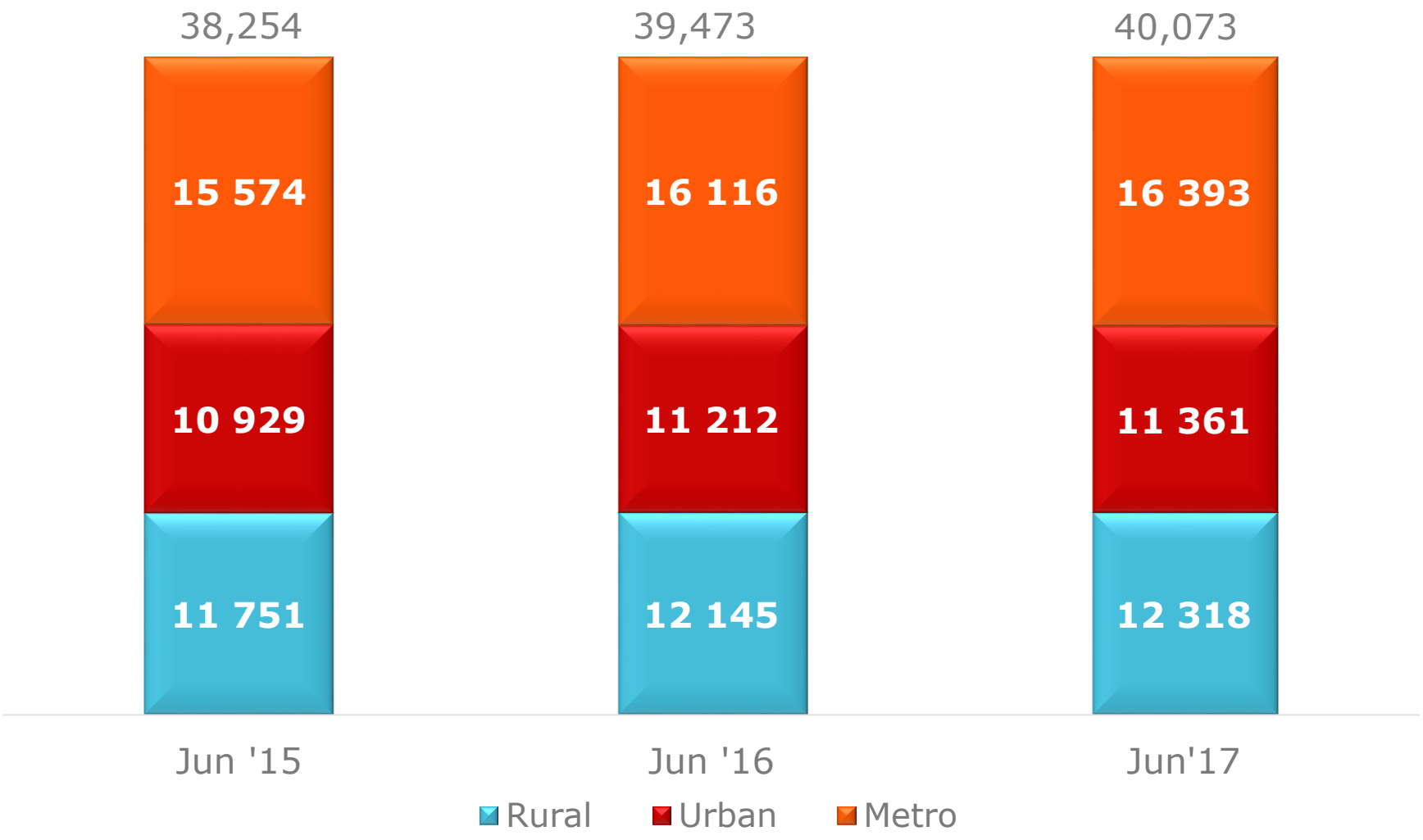
IHS population estimates

UNIVERSE UPDATE…

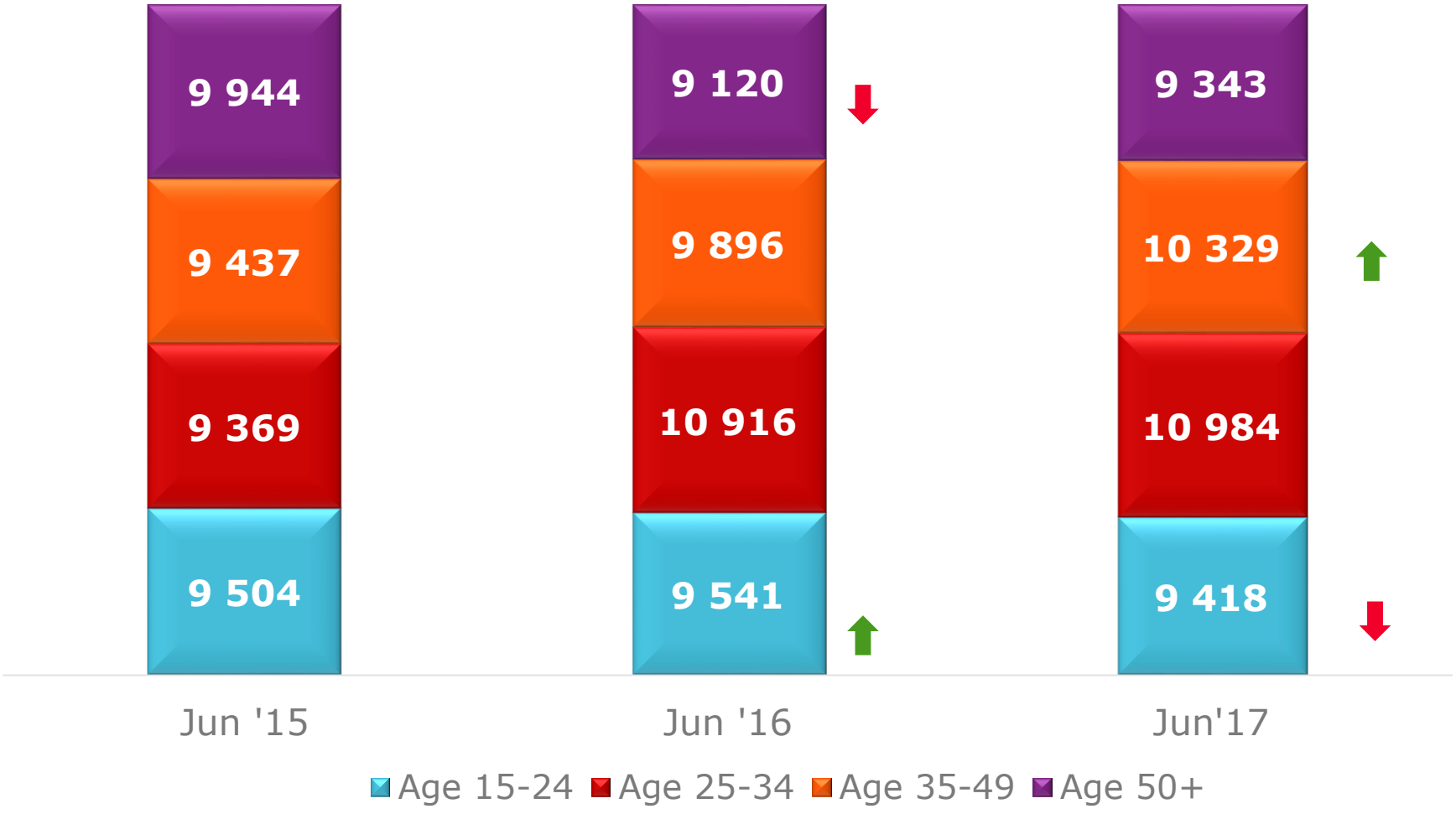


IHS dataset: June '15 | June '16 | June '17

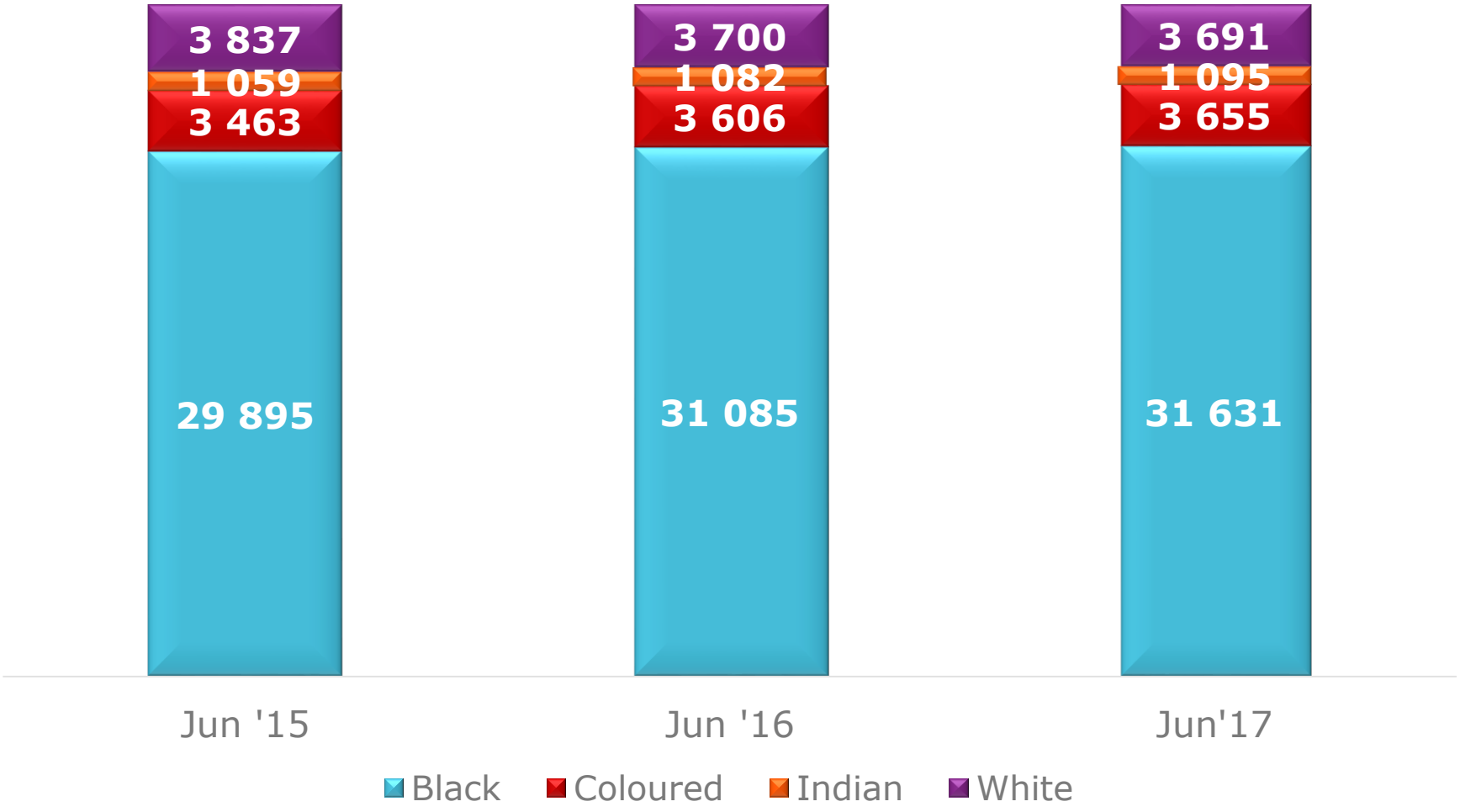
AREA TYPE...


38,254
39,473
40,073
15 574
16 116
16 393
10 929
11 212
11 361
11 751
12 145
12 318
Jun '15
Jun '16
Jun'17
Rural
Urban
Metro

AGE...


9 944
9 437
9 369
9 504
9 120
9 896
10 916
9 541
9 343
10 329
10 984
9 418
Jun '15
Jun '16
Jun'17
Age 15-24
Age 25-34
Age 35-49
Age 50+

RACE...


3 837
1 059
3 463
29 895
3 700
1 082
3 606
31 085
3 691
1 095
3 655
31 631
Jun '15
Jun '16
Jun'17
Black
Coloured
Indian
White

BRC RAM™ – VITAL SIGNS…

Population (Age 15+):
40,1 million

Random selection, household flooding

15,064
Households

30,418
Individuals

Apr'18-Sep'18 sample

BRC RAM™ – VITAL SIGNS…

Consistent area split (sample frame)

60% Metro

20% Urban

20% Rural

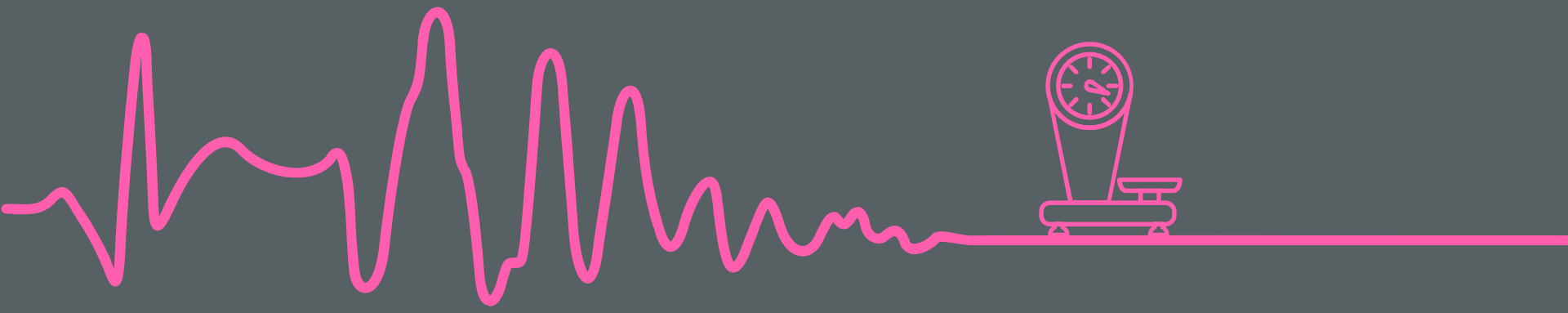
Stations included

2016	2017	2018	
39	39	39	Commercial and PBS stations
274	264	266	Community stations

6 months sample:

An additional 5 stations can be reported in Q2Q3 as they have a sample greater than 40, with 6 moving off the reporting list.

WEIGHTING



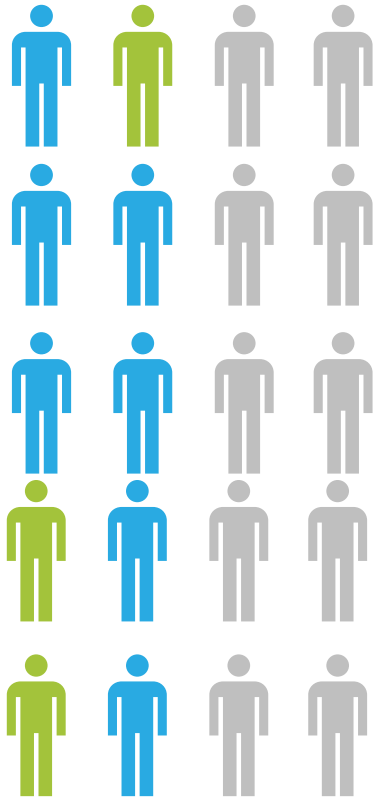
A skewed sample can distort the outcome

1 Girl likes Pink

WEIGHT DATA

Results
20 girls like pink

So……
All girls like Pink



7 boys likes Blue
3 boys like green

WEIGHT DATA

Results
12 boys like blue
8 boys like green

So…..
60% of boys like blue

BRC RAM sample CLOSELY REFLECTS the South African population

SAARF RAMS
(Unweighted)

Black	56%
Coloured	17%
Indian / Asian	7%
White	21%

BRC RAM
(Unweighted)

Black	76%
Coloured	12%
Indian / Asian	4%
White	8%

SA Population (IHS)

Black	78%
Coloured	9%
Indian / Asian	3%
White	10%

Sources: SAARF RAM Jul-Dec'15 (unweighted) (n=31,700); BRC RAM Jan-Jun '16 (unweighted) (n=36,447); IHS Population estimates June 2015

WEIGHTING 101…

We weight to make our sample **LOOK LIKE THE UNIVERSE** the survey is meant to represent

REASONS WHY the sample drawn is not completely representative of the universe:

1. Drawn sample does **NOT FULLY MATCH** the population (e.g. disproportionate area sample in RAM – METRO = 60% / URBAN = 20% / RURAL = 20%)
2. To compensate for **NON-RESPONSE OR OVER-REPRESENTATION** of sub-groups (e.g. race or gender)

To weight means that we **MULTIPLY EACH RESPONDENT** by a factor to either increase or decrease their contribution to the total. In other words, to get them back into the **CORRECT PROPORTIONS AS PER POPULATION**

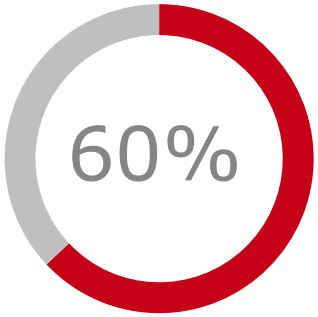
THE SAMPLE…

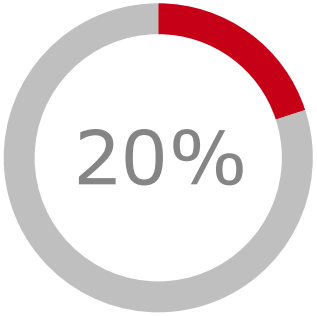
Metro

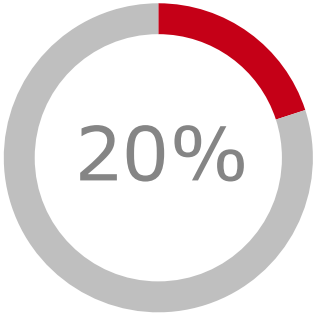
Urban

Rural

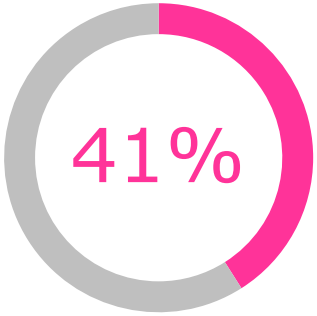
Sample Frame:

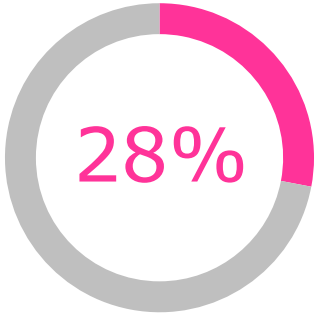


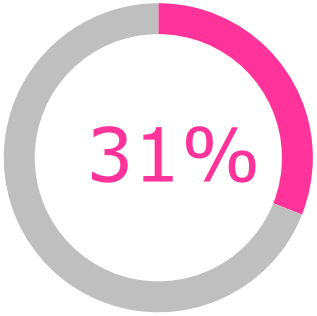




Population:







Source: BRC RAM Apr'18-Sep'18 (n=30,418)

BRC RAM Weighting Process

❶	Start with all weighting variable cells
❷	Check sample size for all possible weighting variable cells
❸	Combine cells with low samples/zero cells
❹	Calculate population size for each RIM weight
❺	Checks on applied weights – weighting input, convergence individual weights, weighting efficiency

BRC RAM WEIGHTING VARIABLES…

Province

GP = Gauteng
KZN – KwaZulu Natal
WC = Western Cape
EC = Eastern Cape
LP = Limpopo
MP = Mpumalanga
NW = North West
FS = Free State
NC = Northern Cape

Area

R = Rural
U = Urban
M = Metro

Population Group

B = Black
C = Coloured
I = Indian
W = White

Gender

F = Female
M = Male

Age

15-24
25-34
35-49
50-64
65+

RIM WEIGHTS…

BRC RAM RIM variables:

Province & Area Type

Demographics: Age, Race, Gender

For example, for Gauteng Metro, we input (RIM) for the following:

Gender
GP M F
GP M M

Age
GP M 15-24
GP M 25-34
GP M 35-49
GP M 50-64
GP M 65+

Race
GP M B
GP M C
GP M I
GP M W

… and repeated for remaining 23 areas

WEIGHTING CALC EXAMPLE (to population)…

$$\text{Weight} = \frac{\text{Want}}{\text{Got}}$$

	IHS Population	Actual sample	Weight
Black	31,085,000	250	124,340
White	3,700,000	150	24,667
Coloured	3,606,000	100	36,060
Asian	1,082,000	100	10,820

How do we know whether these weights are too high?
Need to check against **SAMPLE BALANCE WEIGHT**

WEIGHTING CALC EXAMPLE (to population)…

$$\text{Weight} = \frac{\text{Want}}{\text{Got}}$$

	IHS Population	Our sample	Weight	Sample balance weight
Black	31,085,000	250	124,340	1.8900
White	3,700,000	150	24,667	0.3749
Coloured	3,606,000	100	36,060	0.5481
Asian	1,082,000	100	10,820	0.1645
Total	**39,473,000**	**600**	**65,788**	**1.0000**

$$\frac{124{,}340}{65{,}788} = 1.8900$$

The **SAMPLE BALANCE WEIGHT** basically provides an "effective weight", i.e. shows to what extent we had to re-proportion the sample to match the universe

How do sample size changes impact the weighted output?

If a **RIM is locked**, the weighted output will be **consistent**

For example **Gauteng Metro** Race (each race group has its own RIM):

Sample base size (n=)	Jan-Jun'16	Apr-Sep'16	Jul-Dec'16
B	9,333	9,463	8,867
W	1,208	1,313	1,001
I	320	298	148
C	360	340	312

Weighted output ('000s)	Jan-Jun'16	Apr-Sep'16	Jul-Dec'16
B	6,560	6,560	6,560
W	1,280	1,280	1,280
I	292	292	292
C	301	301	301

How do sample size changes impact the weighted output?

If a **RIM is NOT locked**, the weighted output will differ depending on the base size

This occurs most often when cells are collapsed

For example **Gauteng Urban** Race (Black had its own RIM, WCI had its own RIM):

Sample base size (n=)	Jan-Jun'16	Apr-Sep'16
B	825	884
W	81	54
I	11	11
C	13	17

Weighted output ('000s)	Jan-Jun'16	Apr-Sep'16
B	1,207	1,207
W	210	181
I	26	26
C	28	58

WEIGHTING…

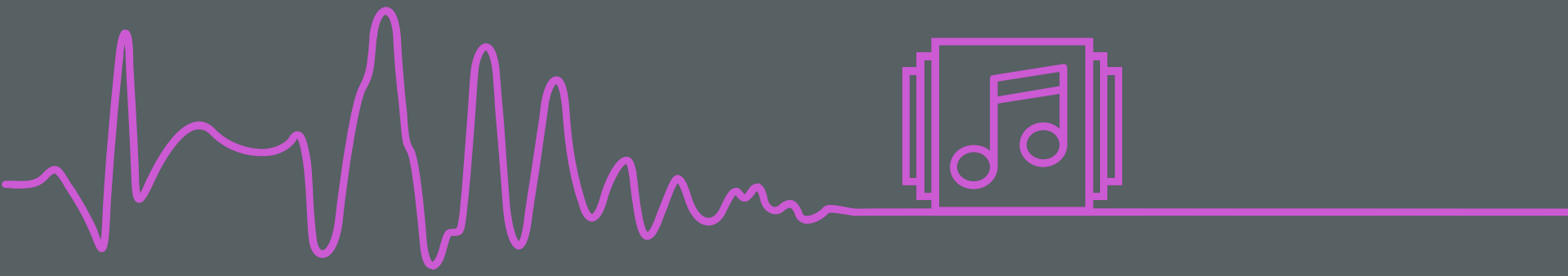
Average weighting efficiency

JAN'17-JUN'17	APR'17-SEP'17	JUL'17-DEC'17	Oct'17-Mar'18	Jan'18-Jun'18	Apr'18-Sep'18
89%	**88%**	**88%**	**87%**	**87%**	**86%**

Weighting is not a 'corrective' factor, it is a 'sample balancing' factor

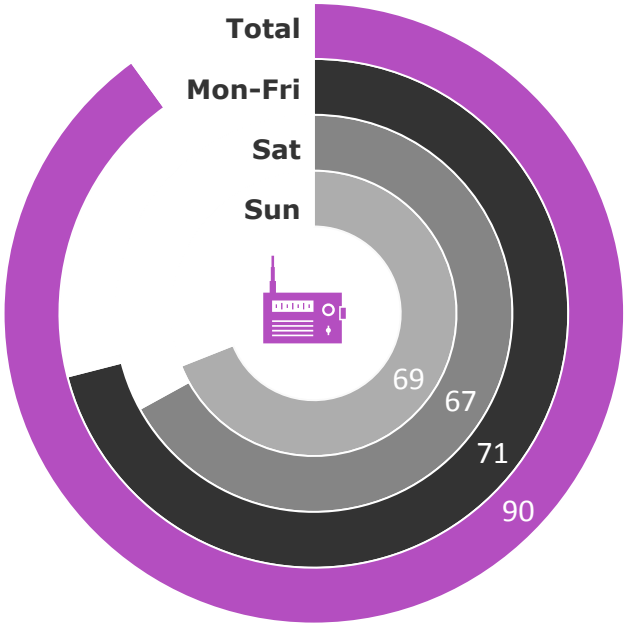
BRC RAM has high ***efficiencies****,* ***meaning results are more*** *reflective of the* ***SA population***

KEY SOUNDBITES



RADIO REACH is ...

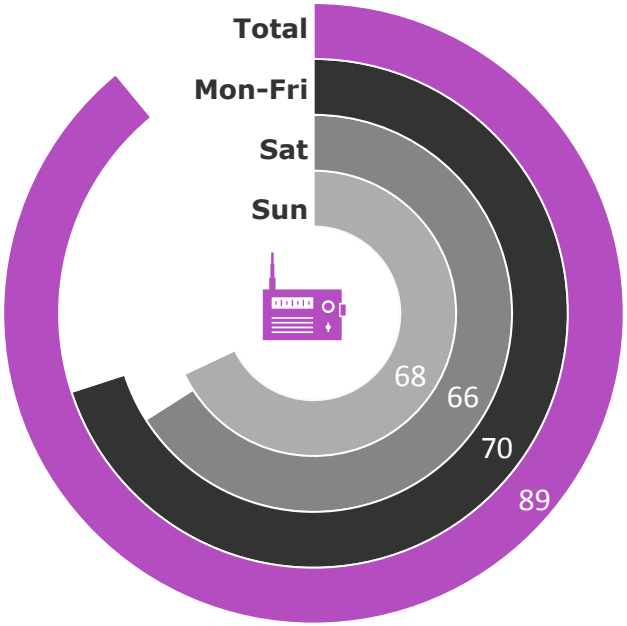
Jan'18-Jun'18



90% weekly reach = 35.6 million listeners listening anytime in the week

71% daily reach (Mon-Fri) = 28.0 million listeners on an average weekday

Apr'18-Sep'18



89% weekly reach = 35.7 million listeners listening anytime in the week

70% daily reach (Mon-Fri) = 27.9 million listeners on an average weekday

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418)

... EVERYWHERE!

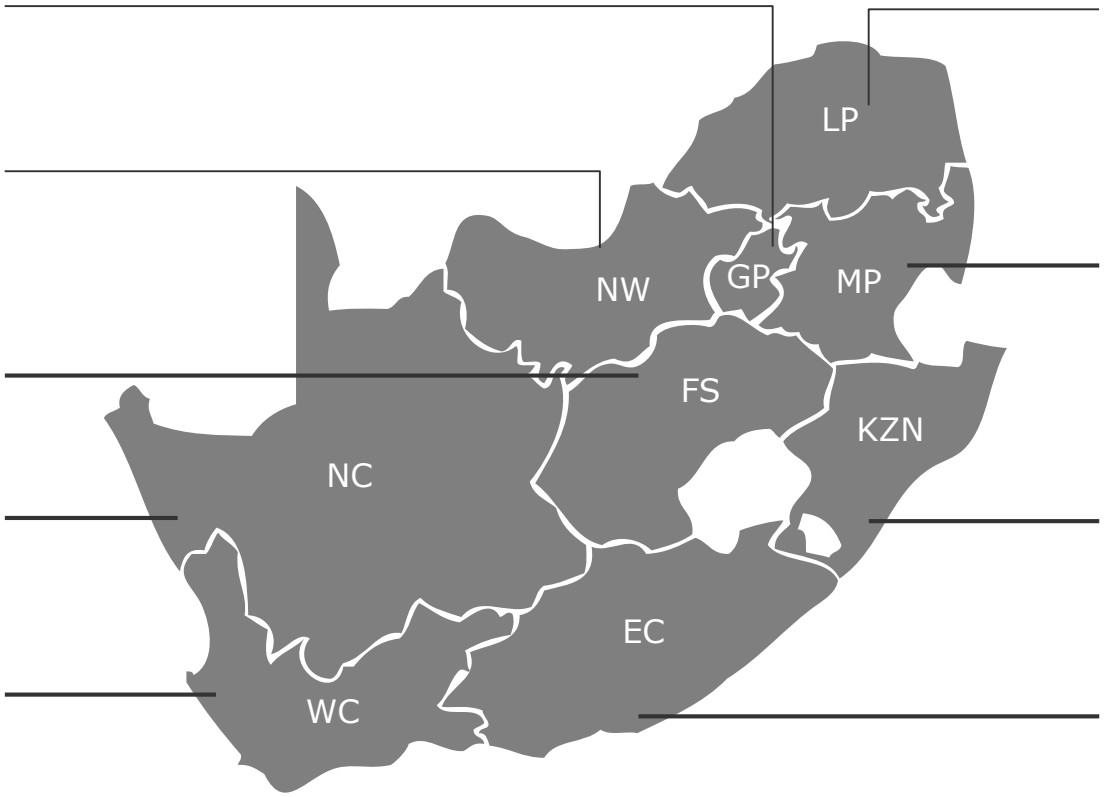
88% =
9.0m

83% =
2.2m

79% =
1.6m

81% =
712k

85% =
4.2m



93% =
3.6m

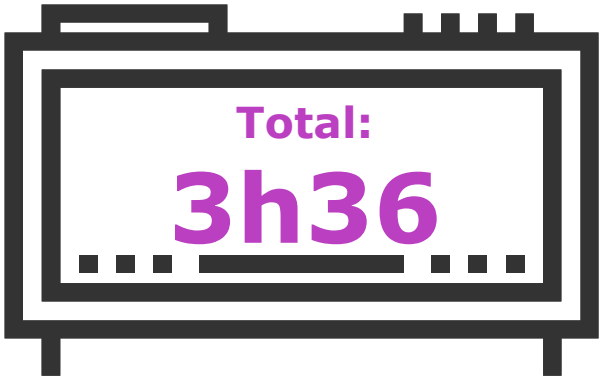
93% =
2.8m

95% =
7.2m

89% =
4.3m

Source: BRC RAM™ Apr'18-Sep'18 (n=30,418)

LONG LISTENING...



GP	WC	NW	EC	MP	NC	KZN	LP	FS
2h48	3h24	3h30	3h54	3h54	3h54	4h00	4h00	4h36

3h00	3h36	4h24

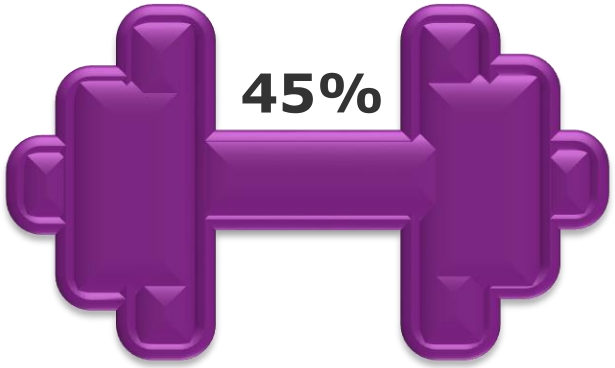
I	W	C	B
2h24	2h48	3h24	3h42

English	Afrikaans	Tsonga	Sesotho	Setswana	Sepedi	Swati	Xhosa	Zulu	Venda	Ndebele
2h30	3h24	3h24	3h36	3h36	3h42	3h48	3h48	3h48	4h00	4h12

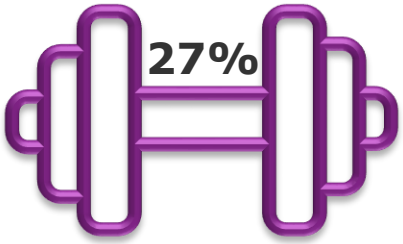
Source: BRC RAM™ Apr'18-Sep'18 (n=30,418)

HEAVY LISTENING…

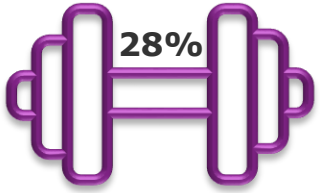
Heavy
(>20 hours pw)



Medium
(10.25-20 hours pw)



Light
(0.25-10 hours pw)



Source: BRC RAM™ Apr'18-Sep'18 (n=27,215), filtered on radio listeners

LOYAL LISTENERS...

Total:

67%

listen to only one station

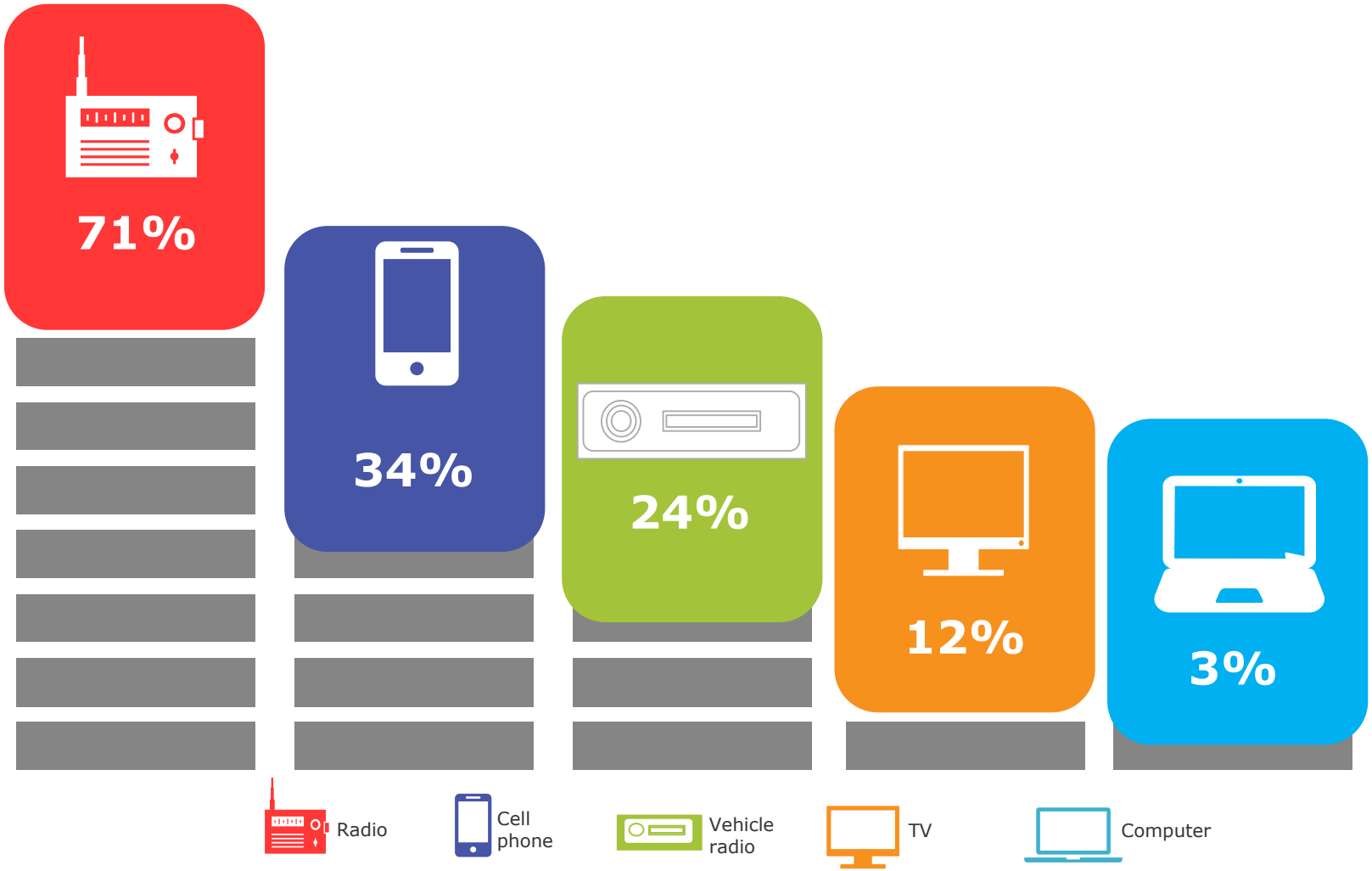
%	GP	EC	MP	WC	KZN	NW	NC	FS	LP
	57%	62%	67%	67%	67%	69%	73%	82%	90%

%			
	62%	67%	74%

%	Zulu	Xhosa	Afrikaans	English	Setswana	Sesotho	Ndebele	Swati	Sepedi	Tsonga	Venda
	62%	63%	64%	65%	67%	69%	74%	77%	80%	84%	88%

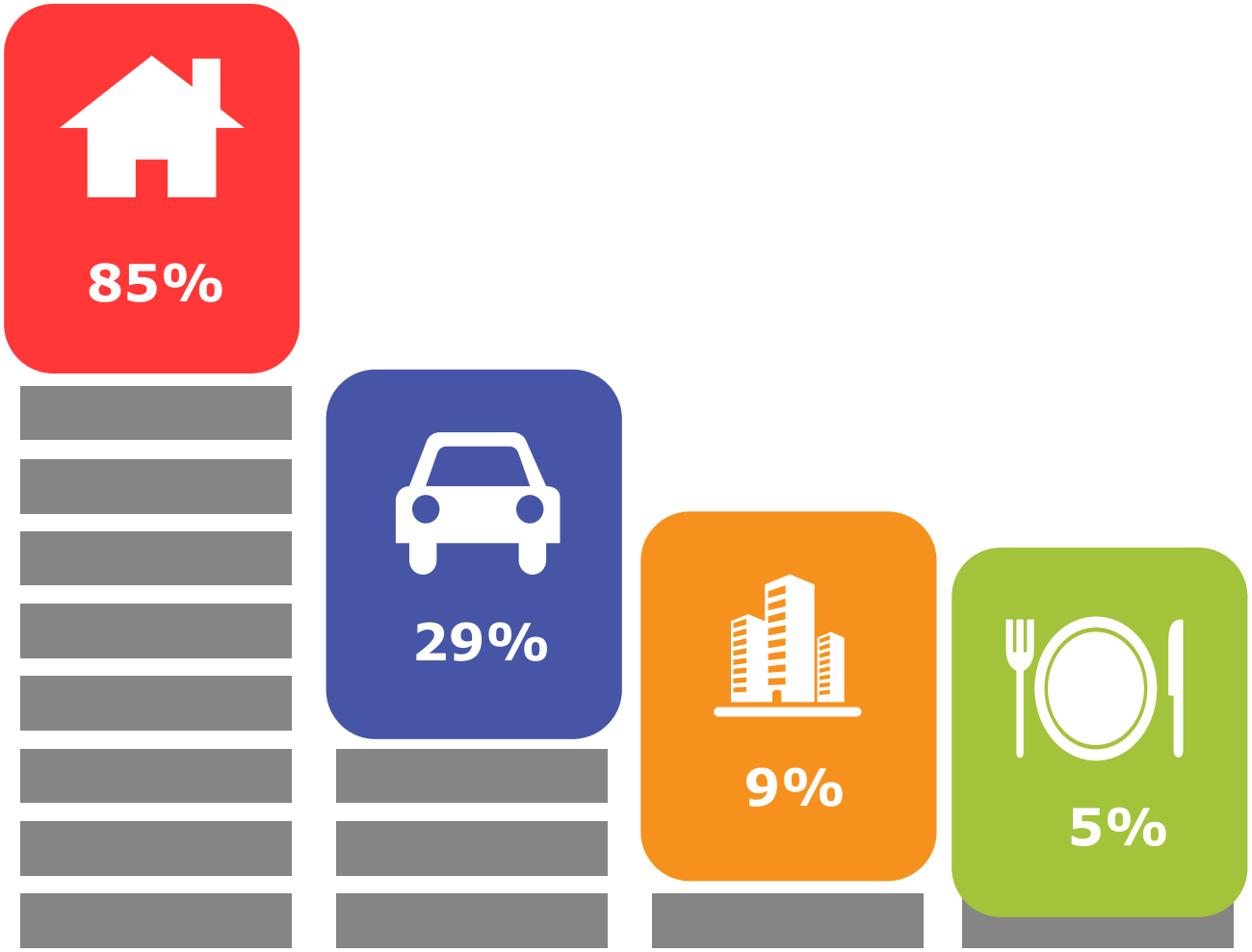
Source: BRC RAM™ Apr'18-Sep'18 (n=27,215), filtered on radio listeners

DEVICE captures HOW…



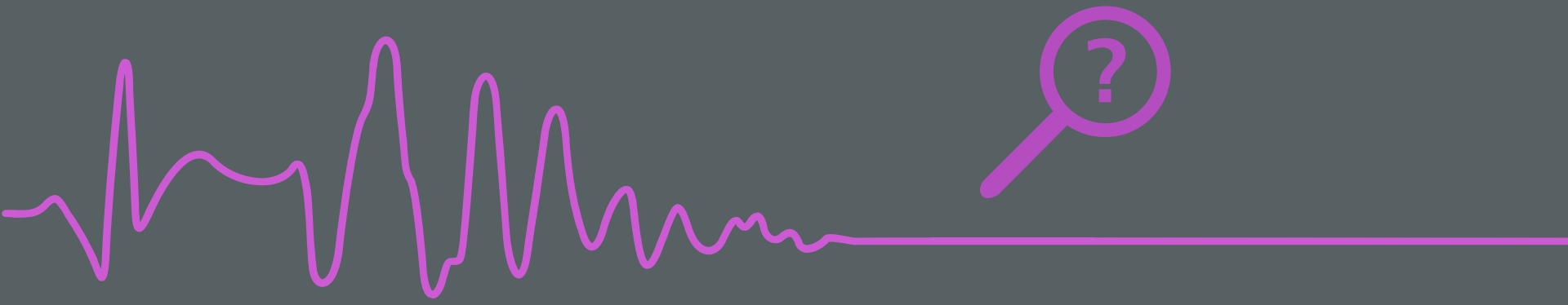
Source: BRC RAM™ Apr'18-Sep'18 (n=30,418)

LOCATION captures WHERE…



Source: BRC RAM™ Apr'18-Sep'18 (n=30,418)

PROGRAMME INSIGHTS

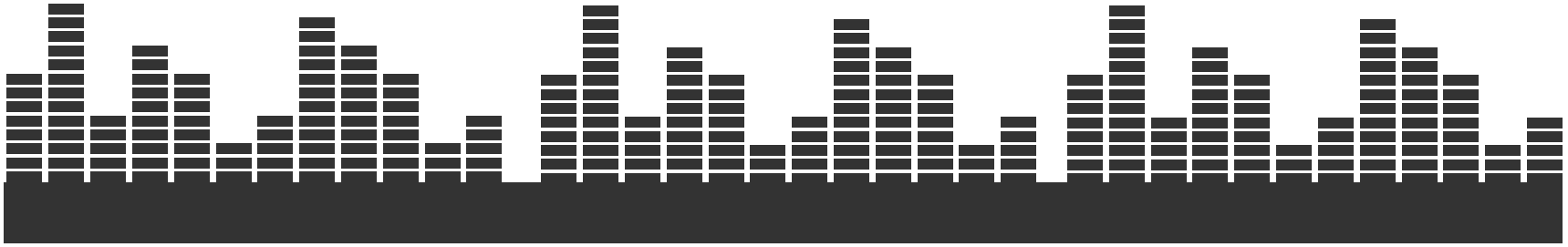


NEW INSIGHTS…

MAIN RESPONDENTS

THE INSTRUMENT (placement survey)

PROGRAMME INSIGHTS



PROGRAMME INSIGHTS…

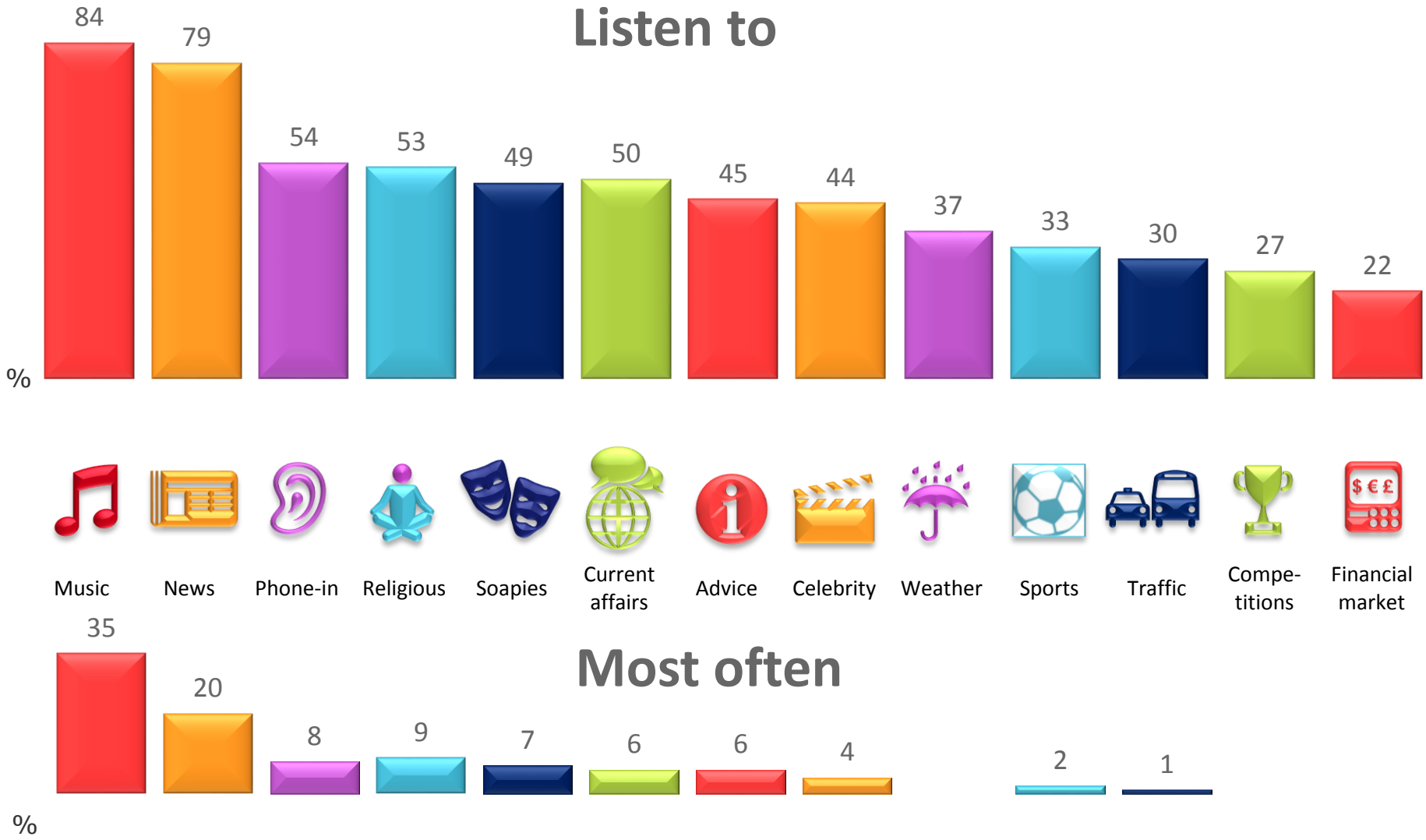
"Which of the following types of broadcast/topics do you **normally** listen to **on the radio**?"

"And which do you listen to **most often**?"

General radio preference, not asked of a specific station

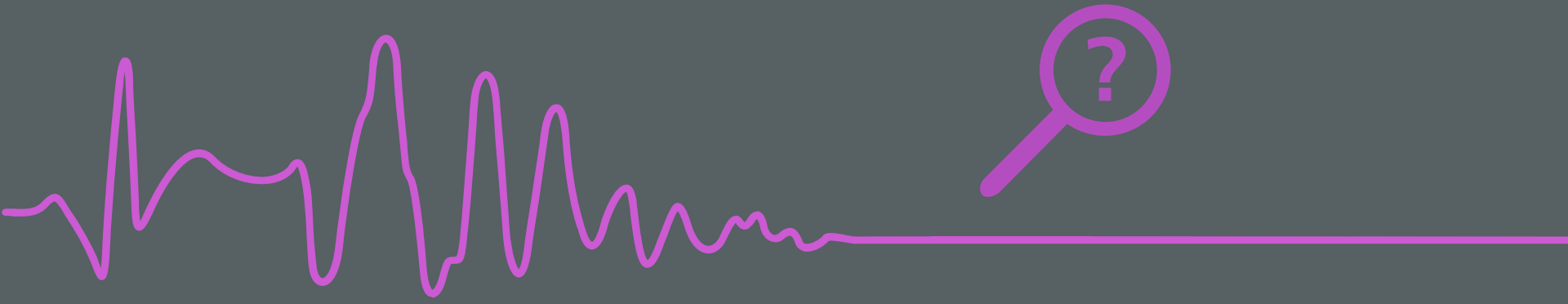
Can provide insight into general preferences of **key demographics**

LISTEN TO/MOST OFTEN...



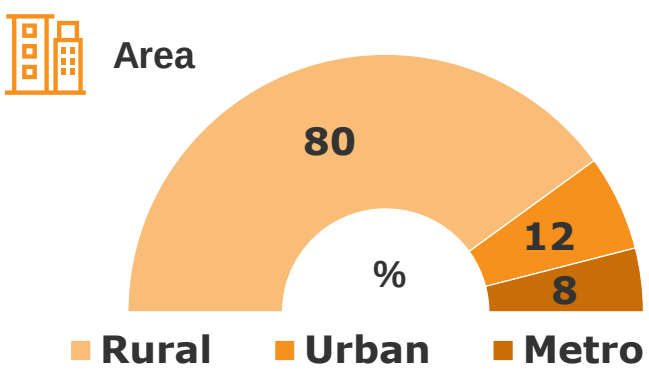
Source: BRC RAM™ Apr'18-Sep'18, Main Respondents

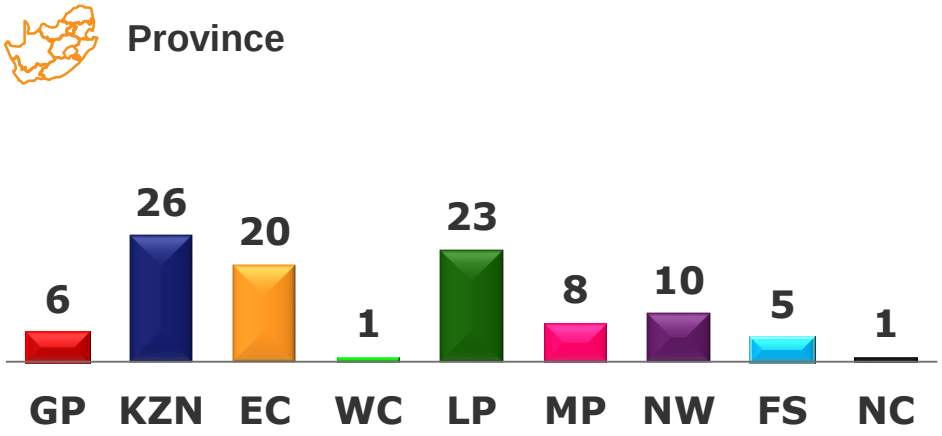
BRC RAM™ SEM PROFILES BY PROVINCE

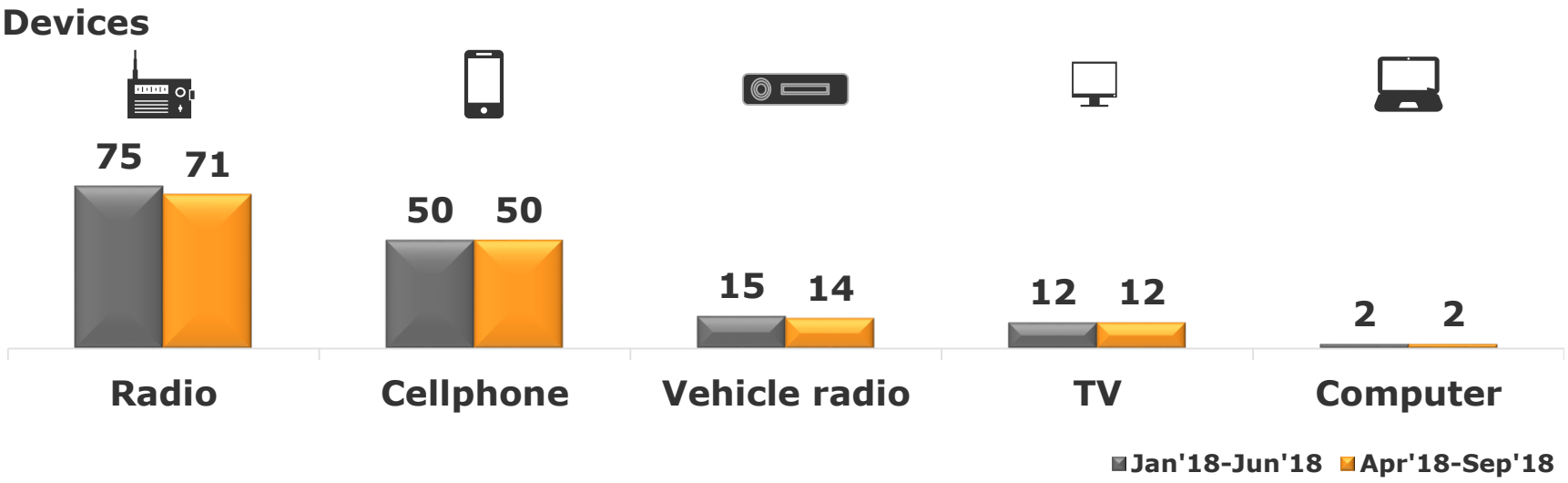


SEM 1 – RADIO LISTENERS

Population: 3.3 million (9%)



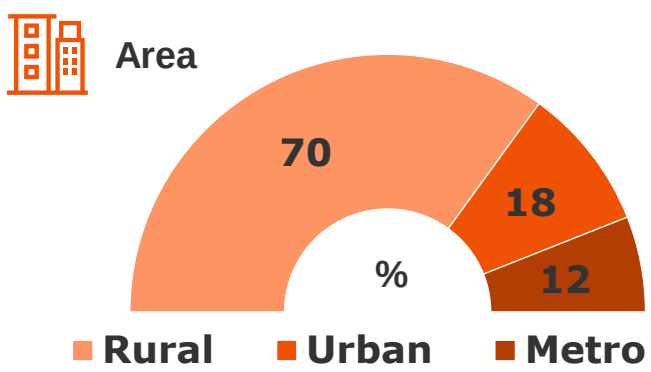


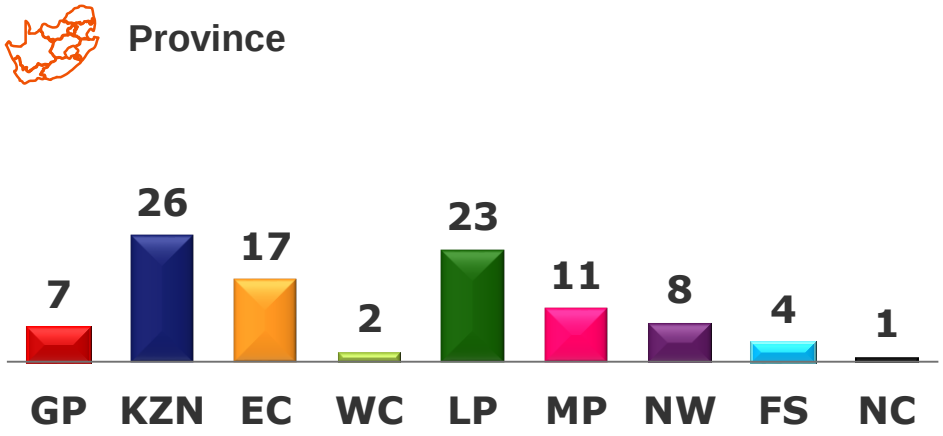


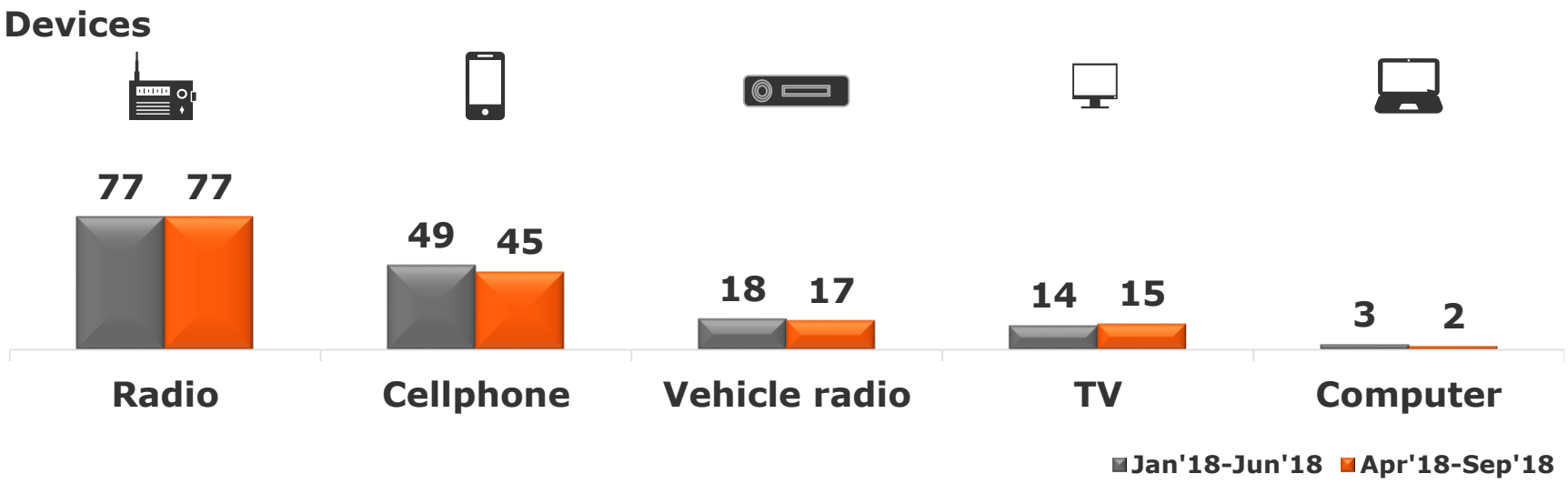
Source: BRC RAM™ Population/Area/Province: Apr'18-Sep'18 (National: n=30,418)
Source: BRC RAM™ Devices: Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418)

SEM 2 – RADIO LISTENERS

Population: 5.2 million (15%)



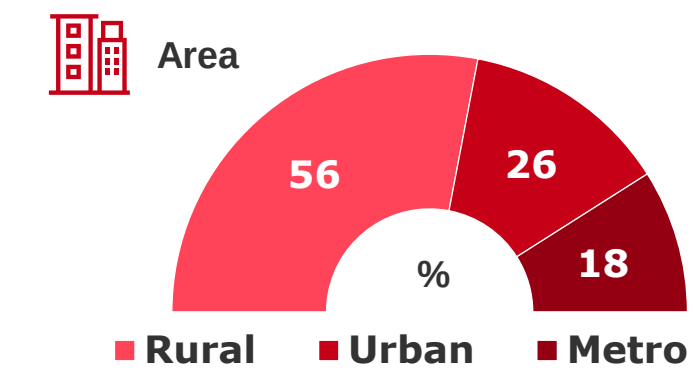


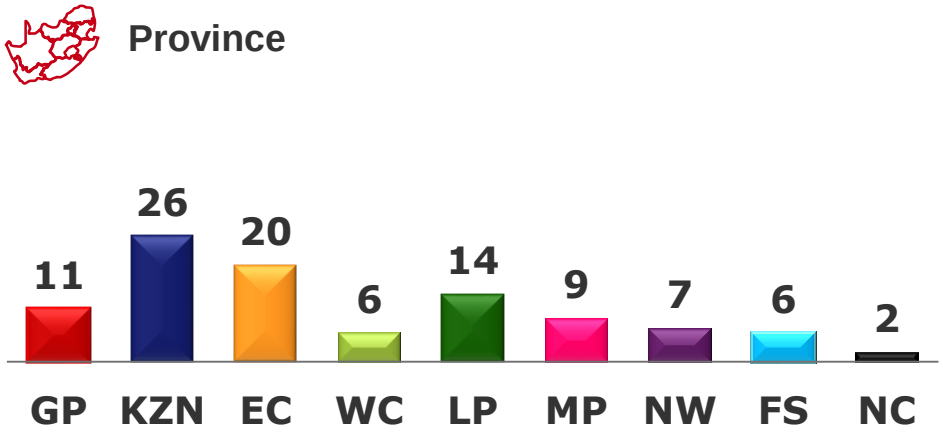


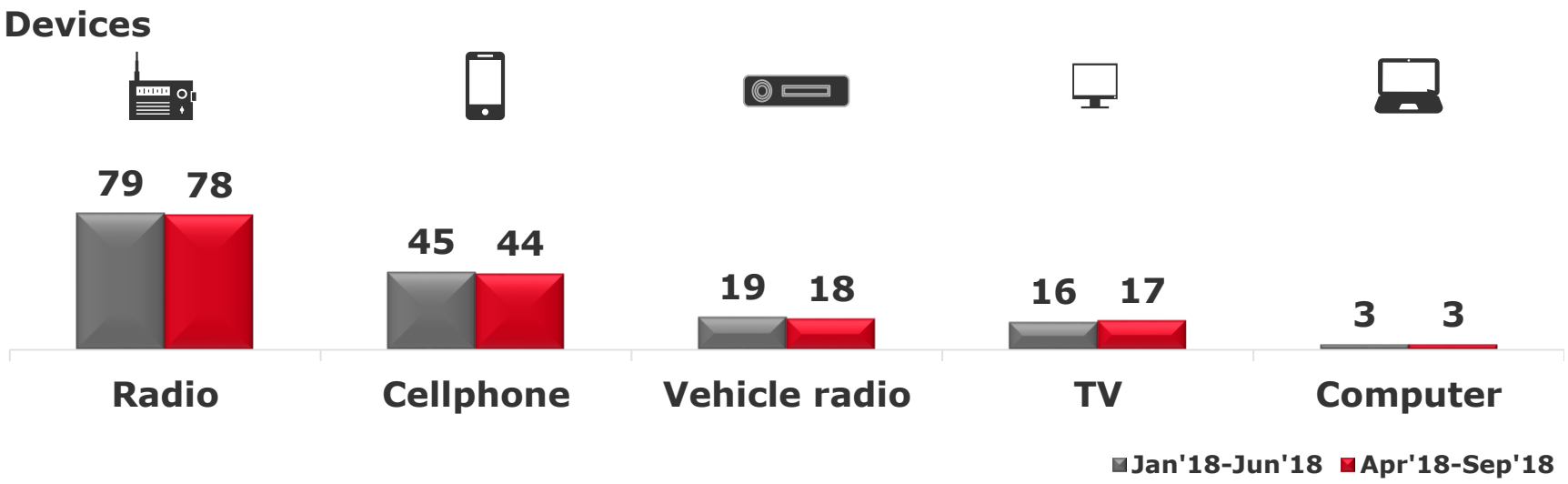
Source: BRC RAM™ Population/Area/Province: Apr'18-Sep'18 (National: n=30,418)
Source: BRC RAM™ Devices: Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418)

SEM 3 – RADIO LISTENERS

Population: 4.5 million (13%)



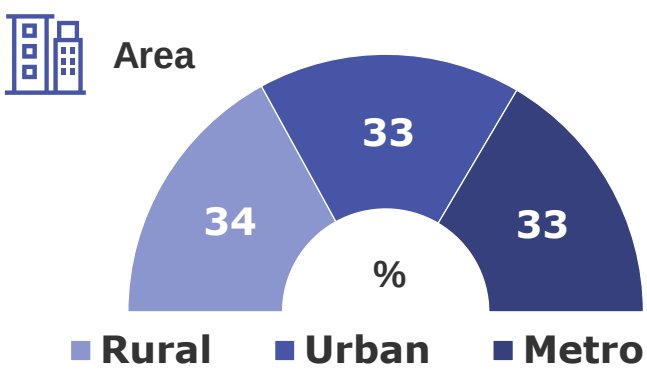


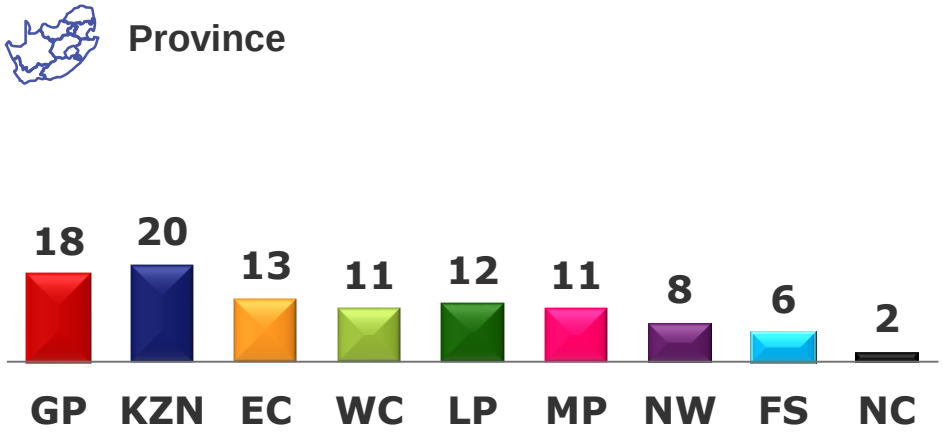


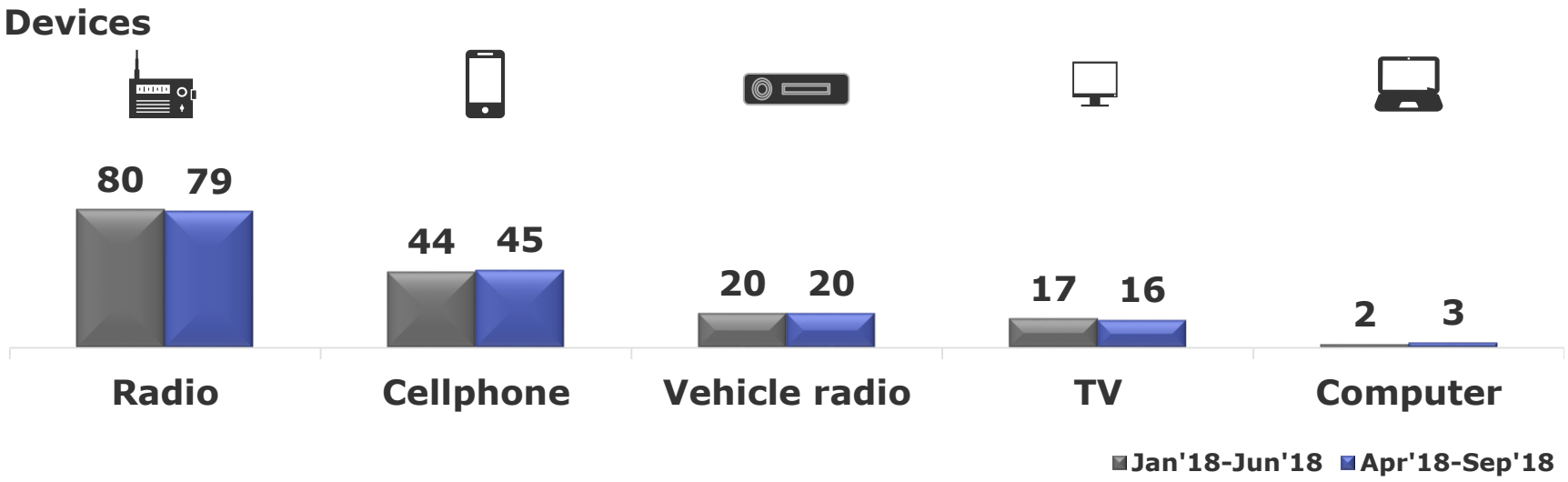
Source: BRC RAM™ Population/Area/Province: Apr'18-Sep'18 (National: n=30,418)
Source: BRC RAM™ Devices: Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418)

SEM 4 – RADIO LISTENERS

Population: 3.5 million (10%)



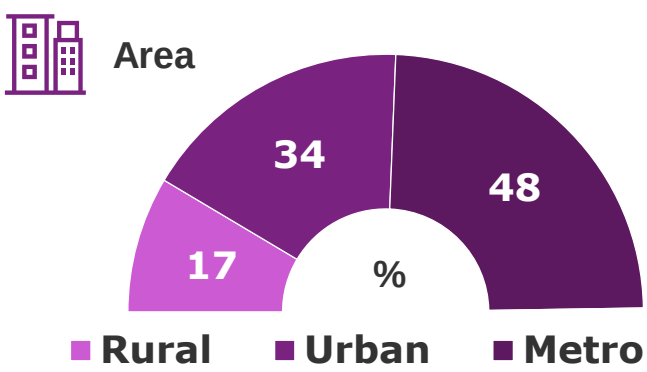


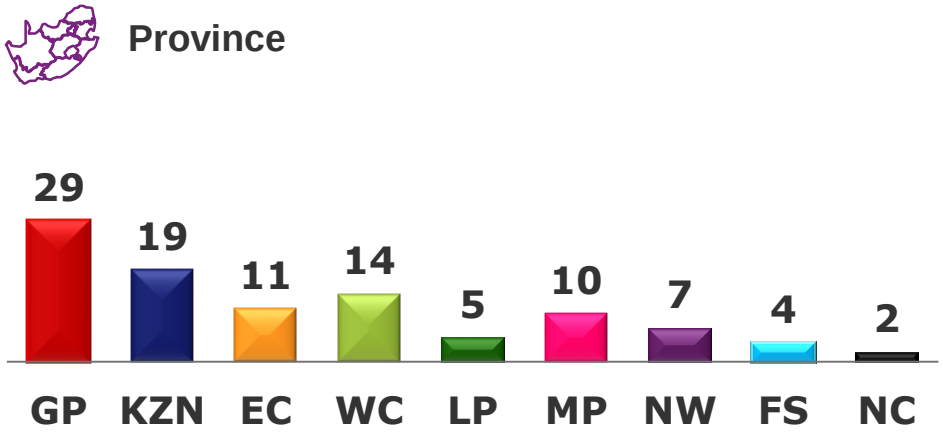


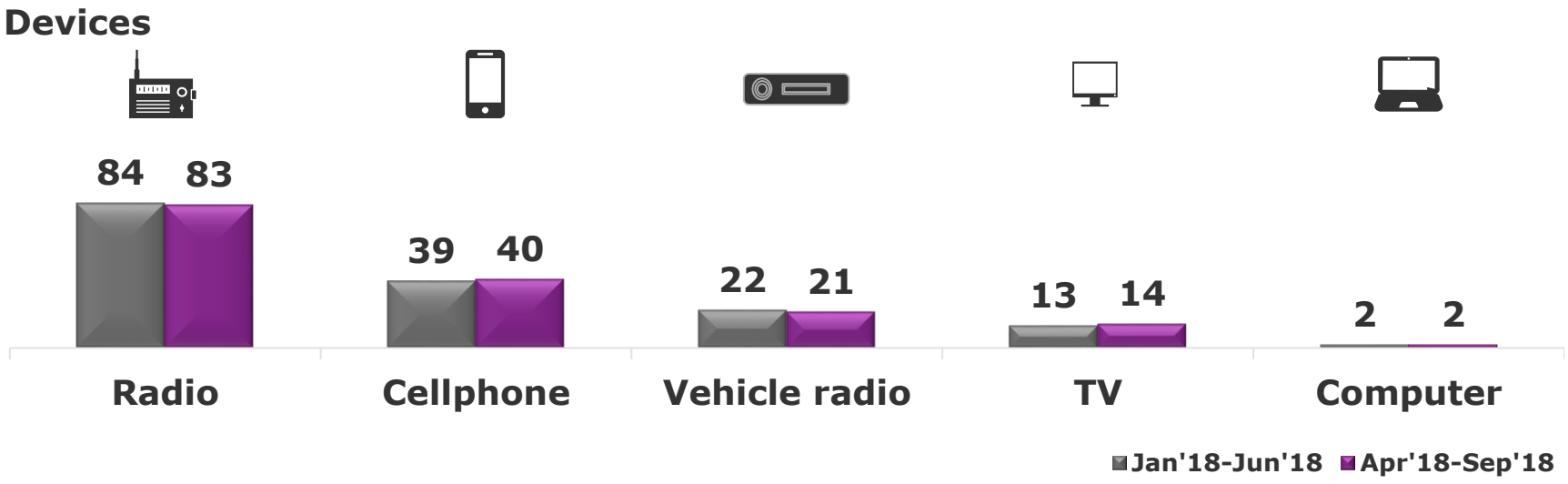
Source: BRC RAM™ Population/Area/Province: Apr'18-Sep'18 (National: n=30,418)
Source: BRC RAM™ Devices: Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418)

SEM 5 – RADIO LISTENERS

Population: 3.6 million (10%)



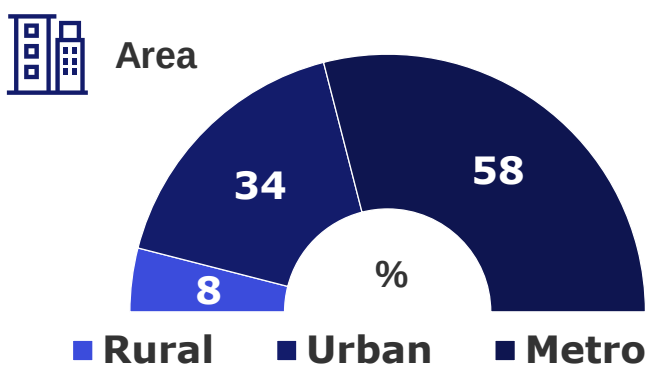


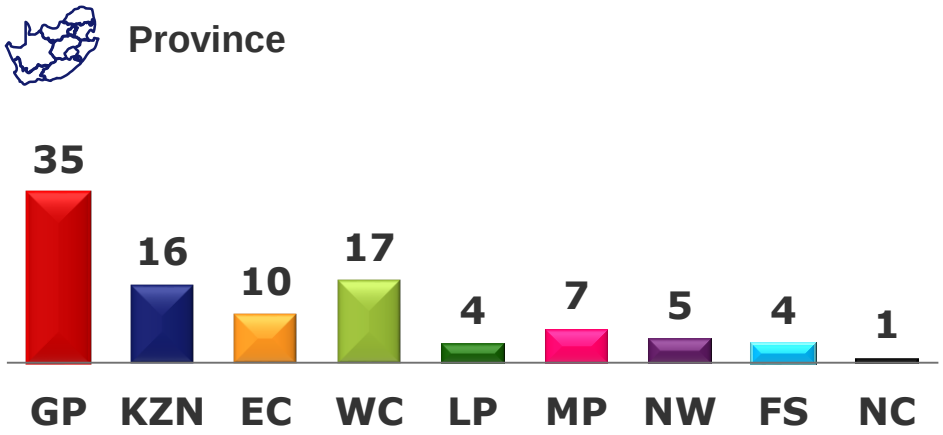


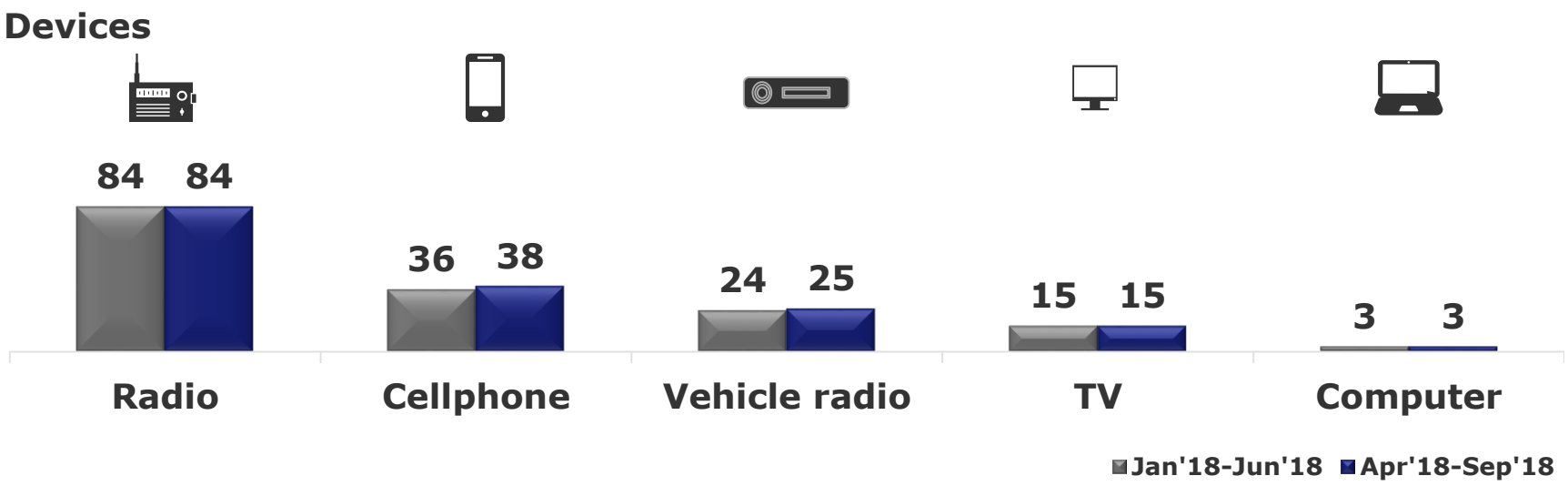
Source: BRC RAM™ Population/Area/Province: Apr'18-Sep'18 (National: n=30,418)
Source: BRC RAM™ Devices: Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418)

SEM 6 – RADIO LISTENERS

Population: 3.6 million (10%)



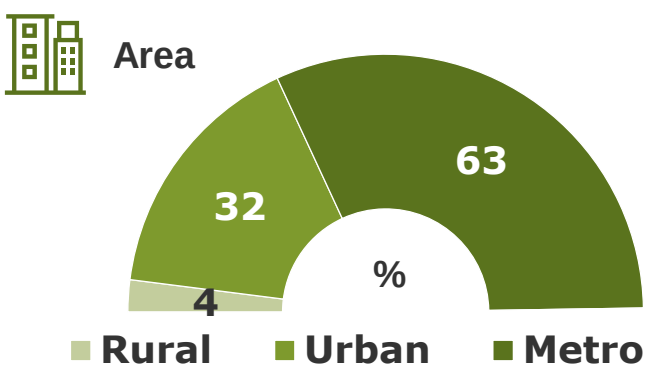


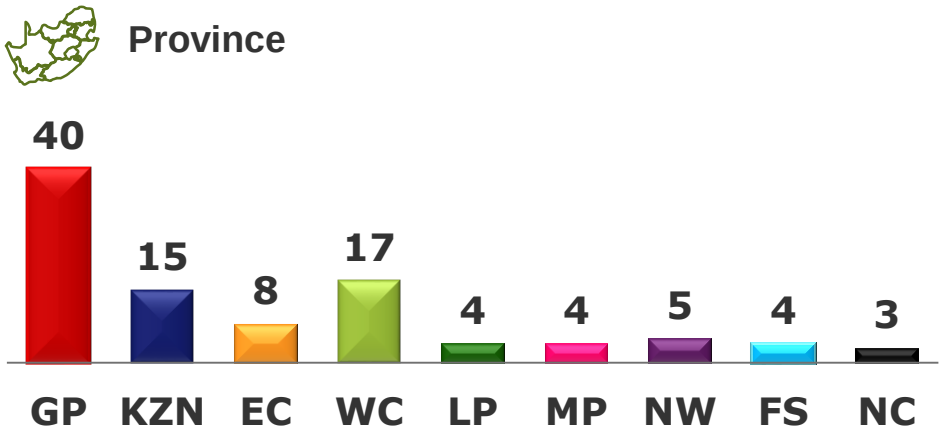


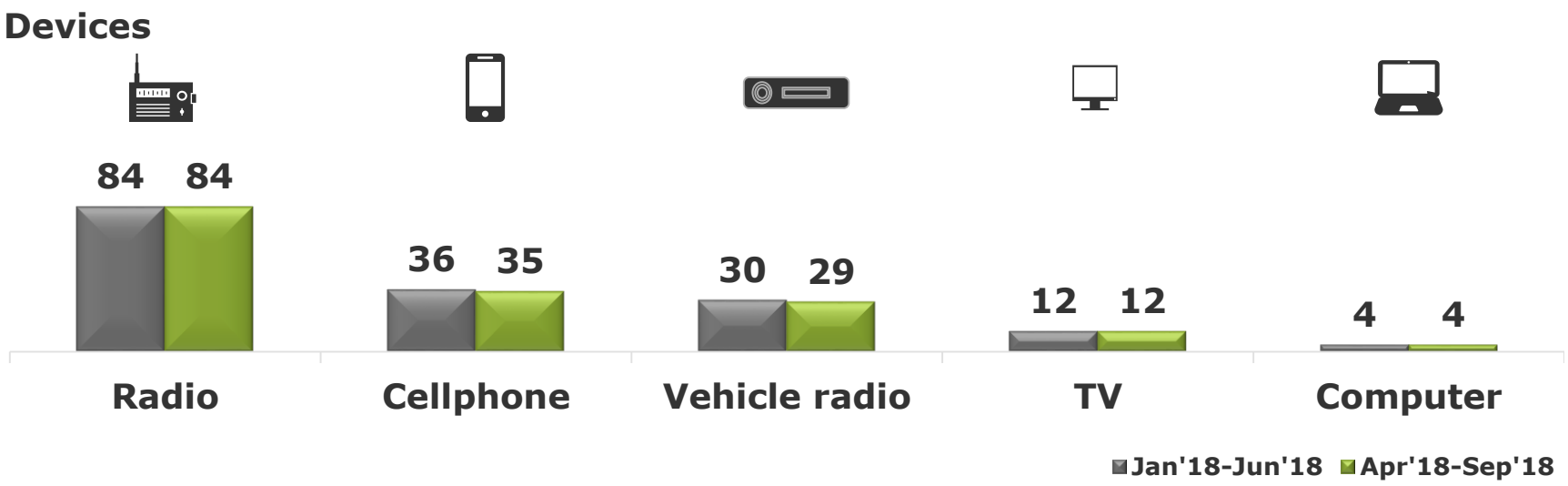
Source: BRC RAM™ Population/Area/Province: Apr'18-Sep'18 (National: n=30,418)
Source: BRC RAM™ Devices: Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418)

SEM 7 – RADIO LISTENERS

Population: 3.8 million (11%)



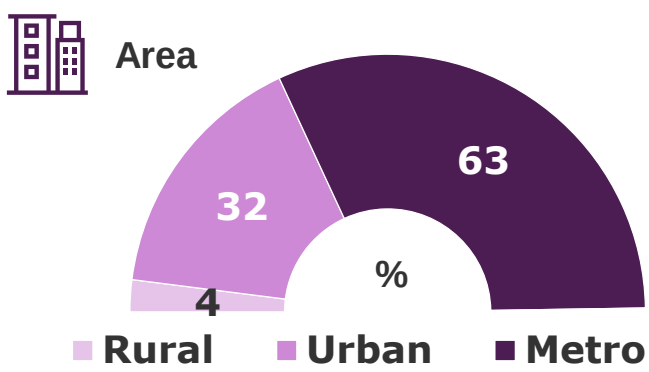


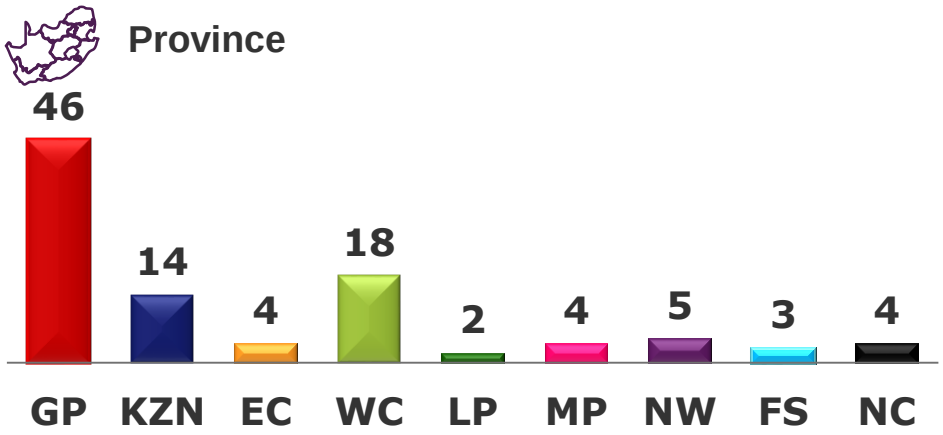


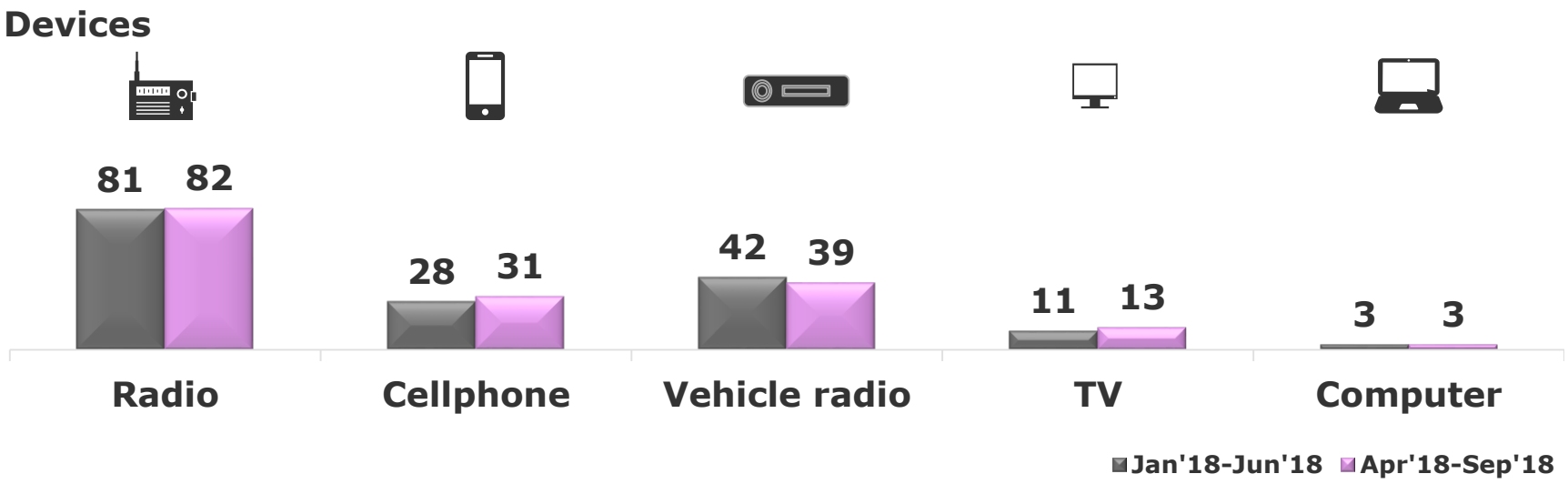
Source: BRC RAM™ Population/Area/Province: Apr'18-Sep'18 (National: n=30,418)
Source: BRC RAM™ Devices: Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418)

SEM 8 – RADIO LISTENERS

Population: 2.9 million (8%)



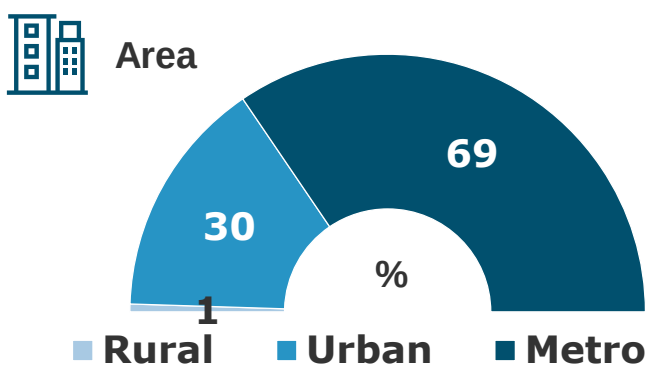


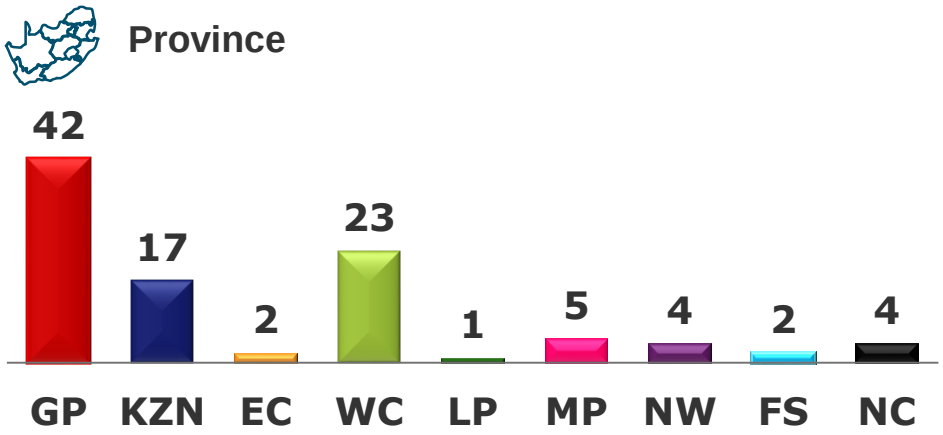


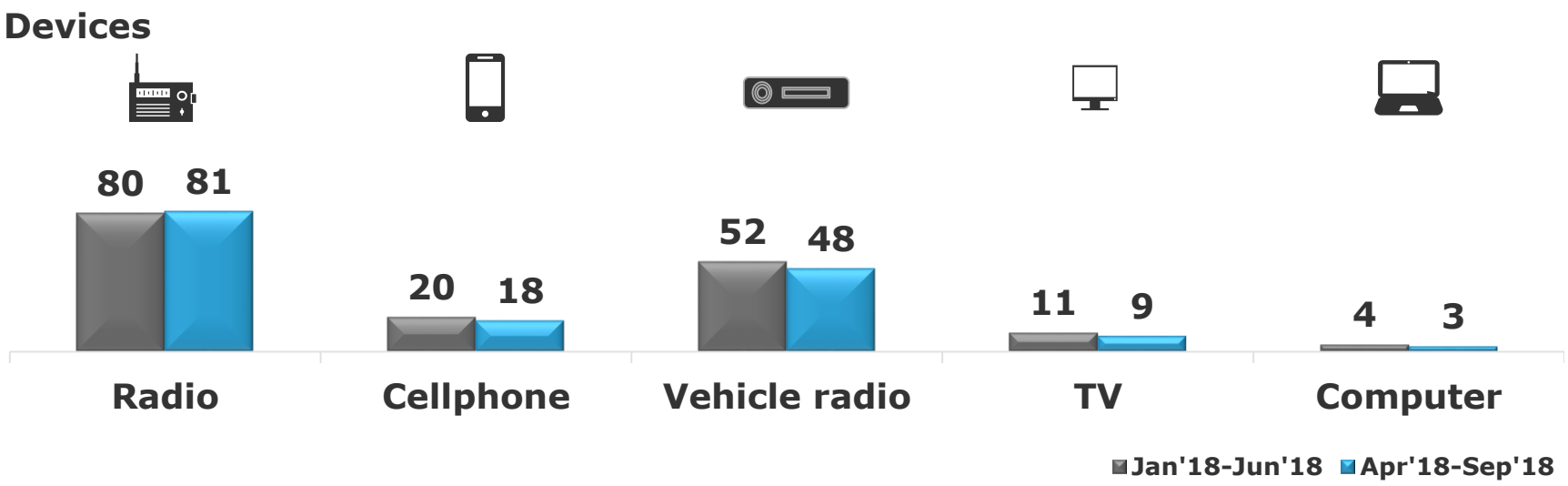
Source: BRC RAM™ Population/Area/Province: Apr'18-Sep'18 (National: n=30,418)
Source: BRC RAM™ Devices: Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418)

SEM 9 – RADIO LISTENERS

Population: 2.2 million (6%)



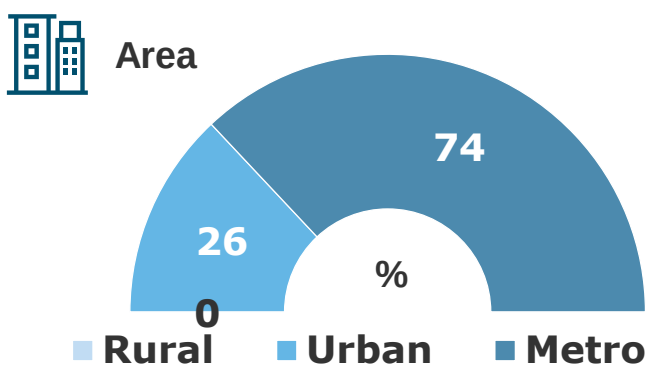


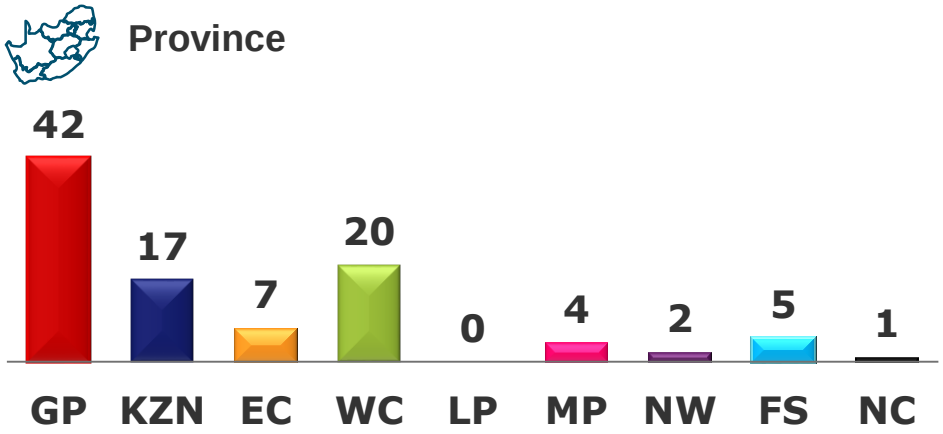


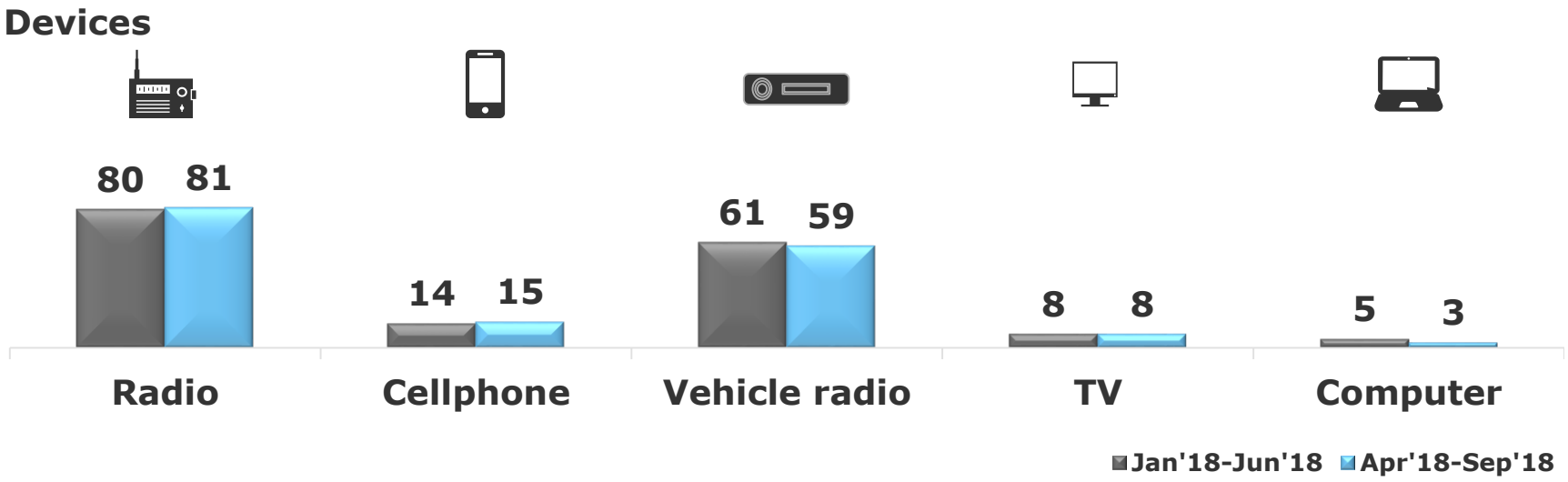
Source: BRC RAM™ Population/Area/Province: Apr'18-Sep'18 (National: n=30,418)
Source: BRC RAM™ Devices: Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418)

SEM 10 – RADIO LISTENERS

Population: 3.0 million (9%)

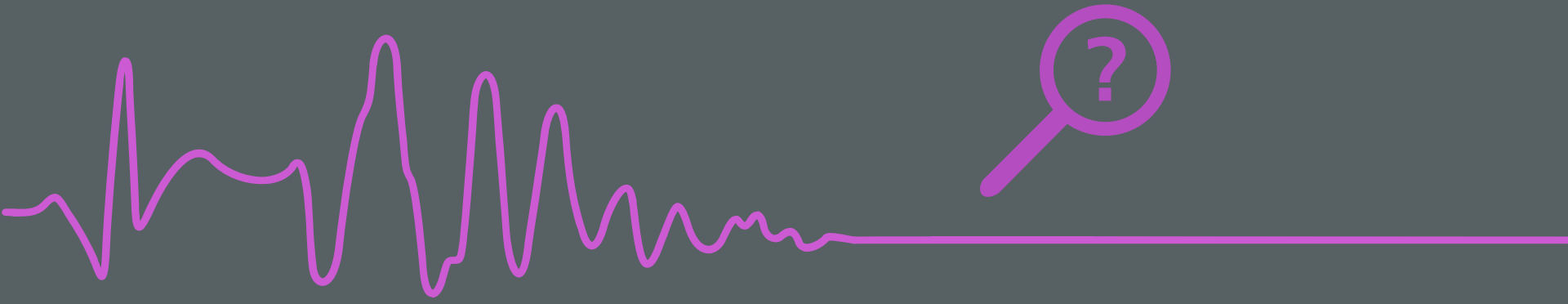






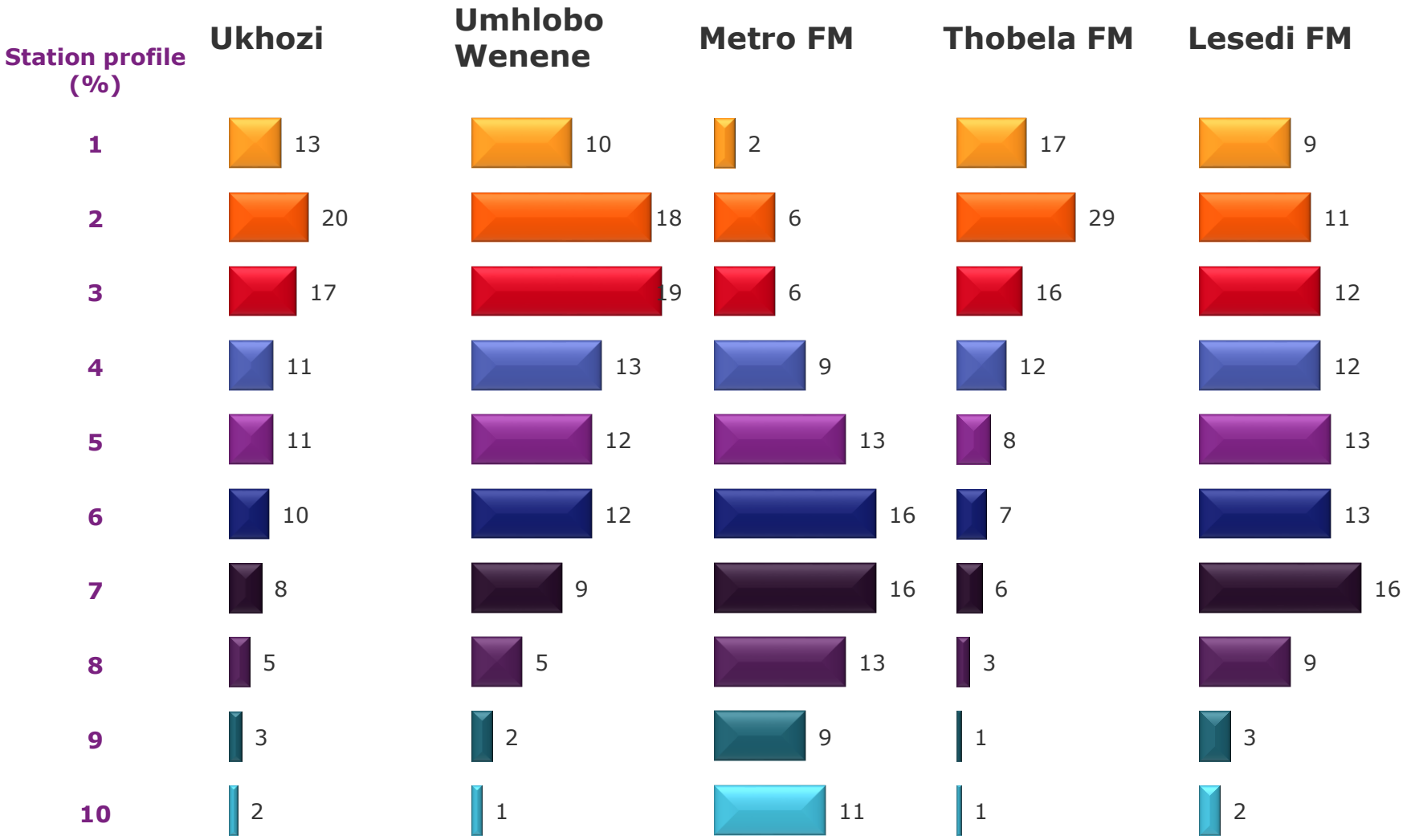
Source: BRC RAM™ Population/Area/Province: Apr'18-Sep'18 (National: n=30,418)
Source: BRC RAM™ Devices: Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418)

BRC RAM™ SEM PROFILES BY STATION



STATION PROFILE BY SEM

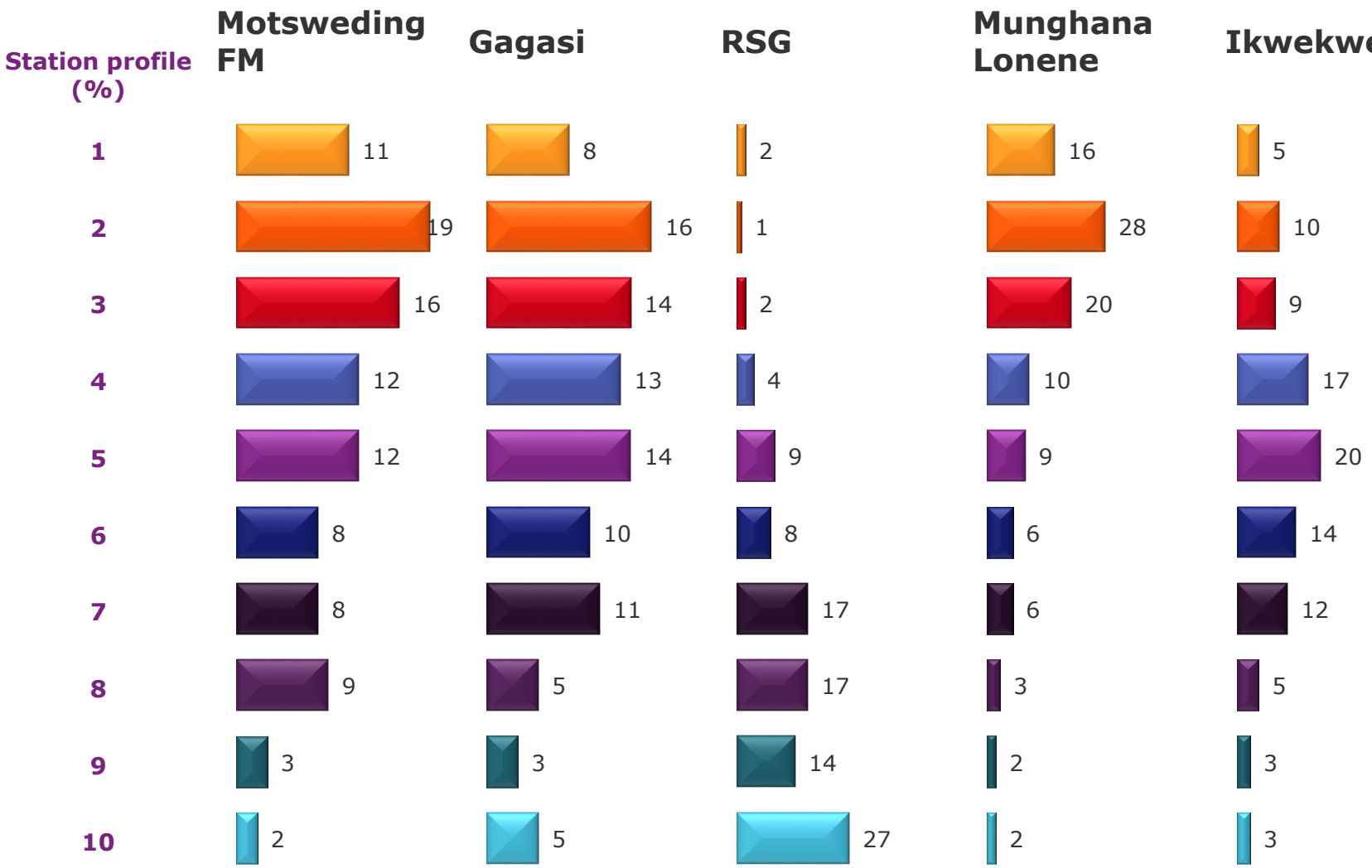
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

STATION PROFILE BY SEM

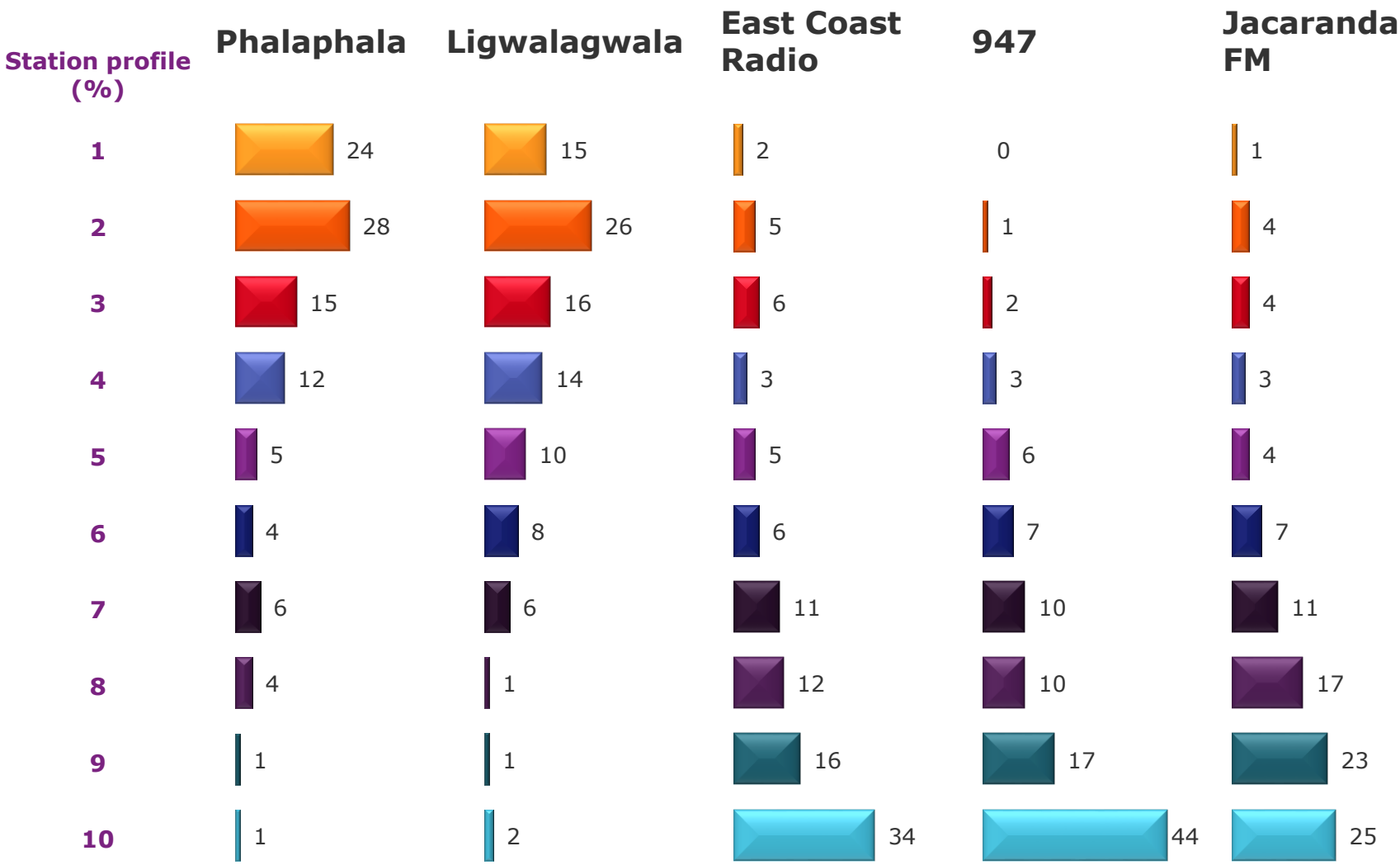
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

STATION PROFILE BY SEM

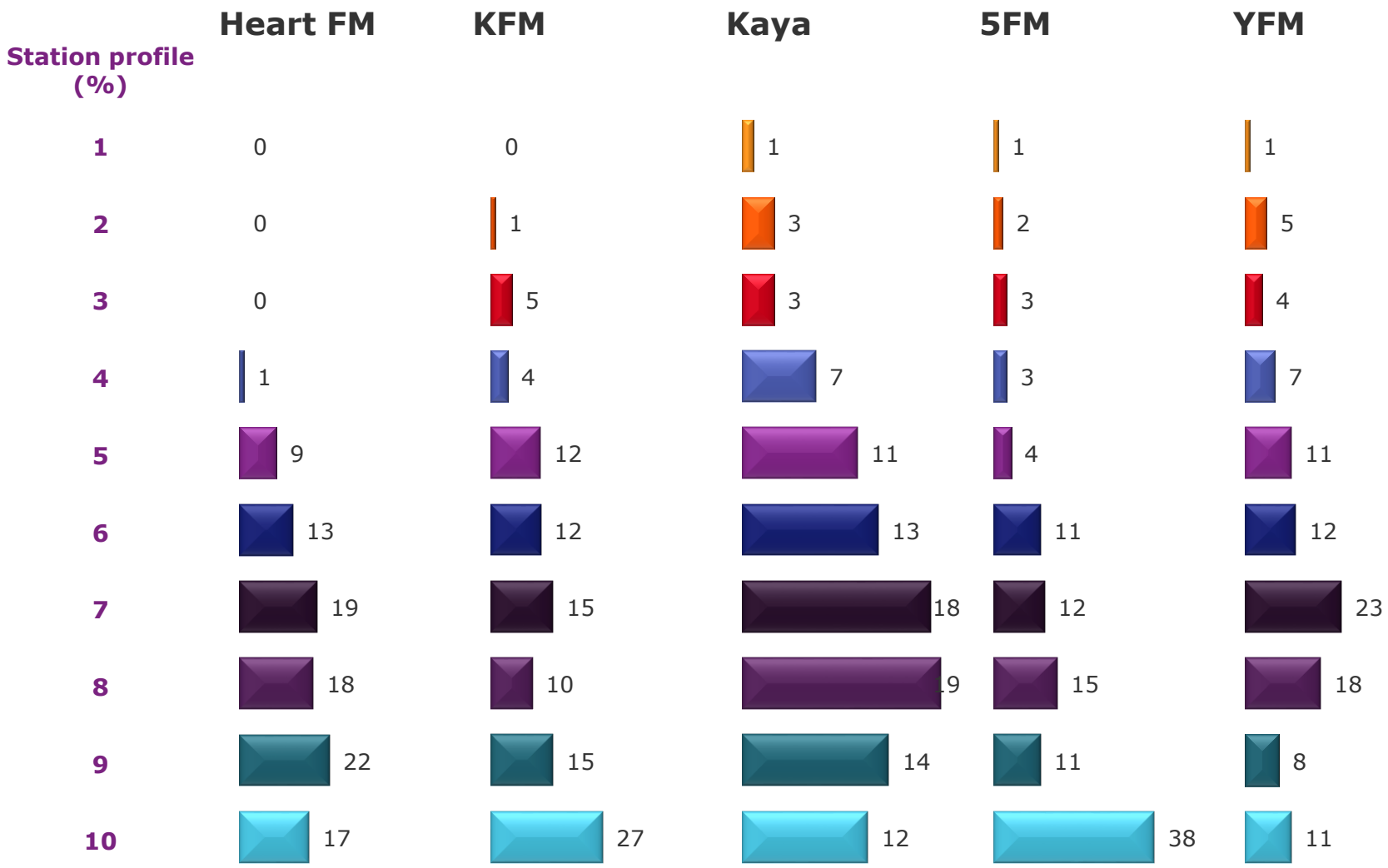
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

STATION PROFILE BY SEM

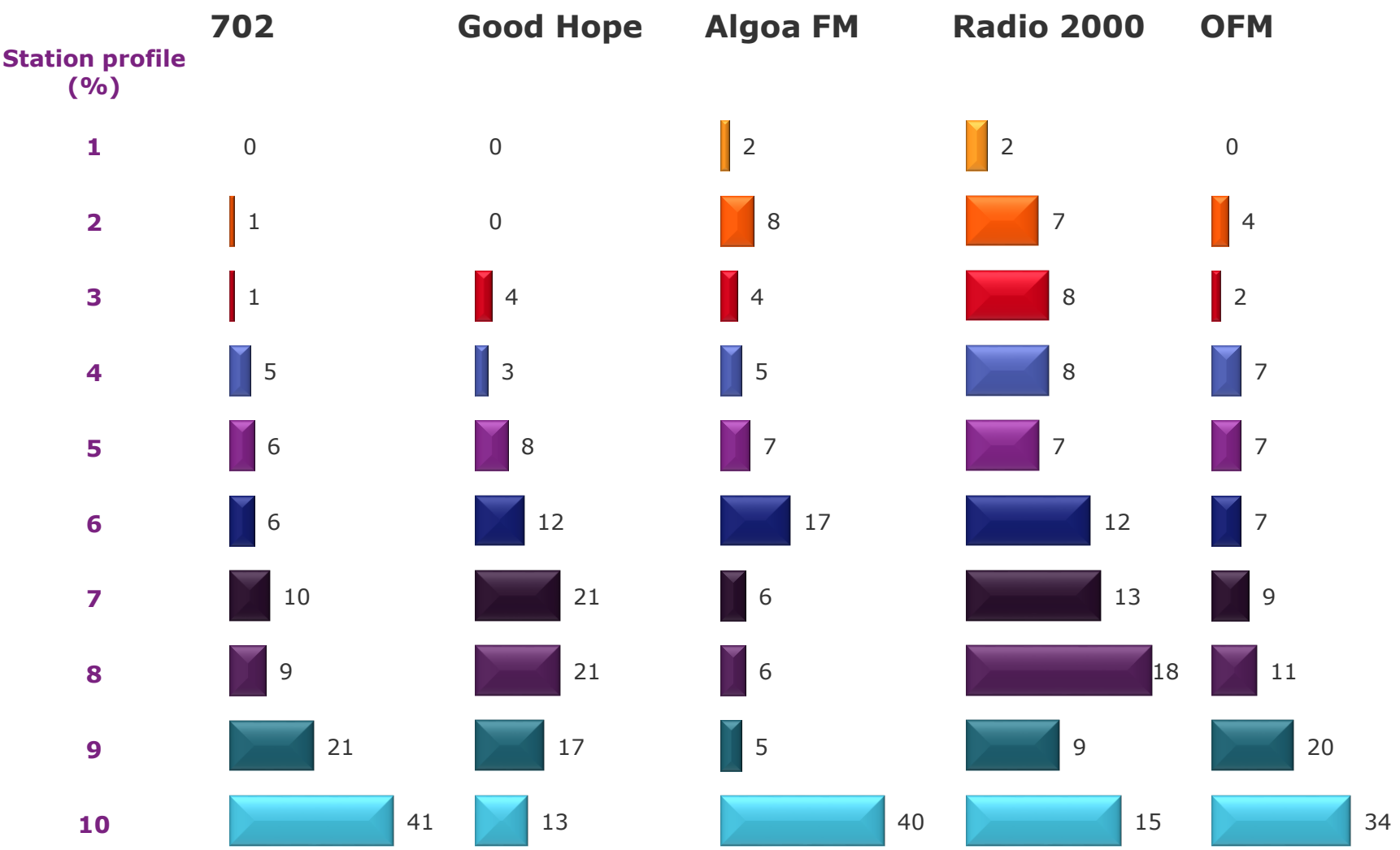
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

STATION PROFILE BY SEM

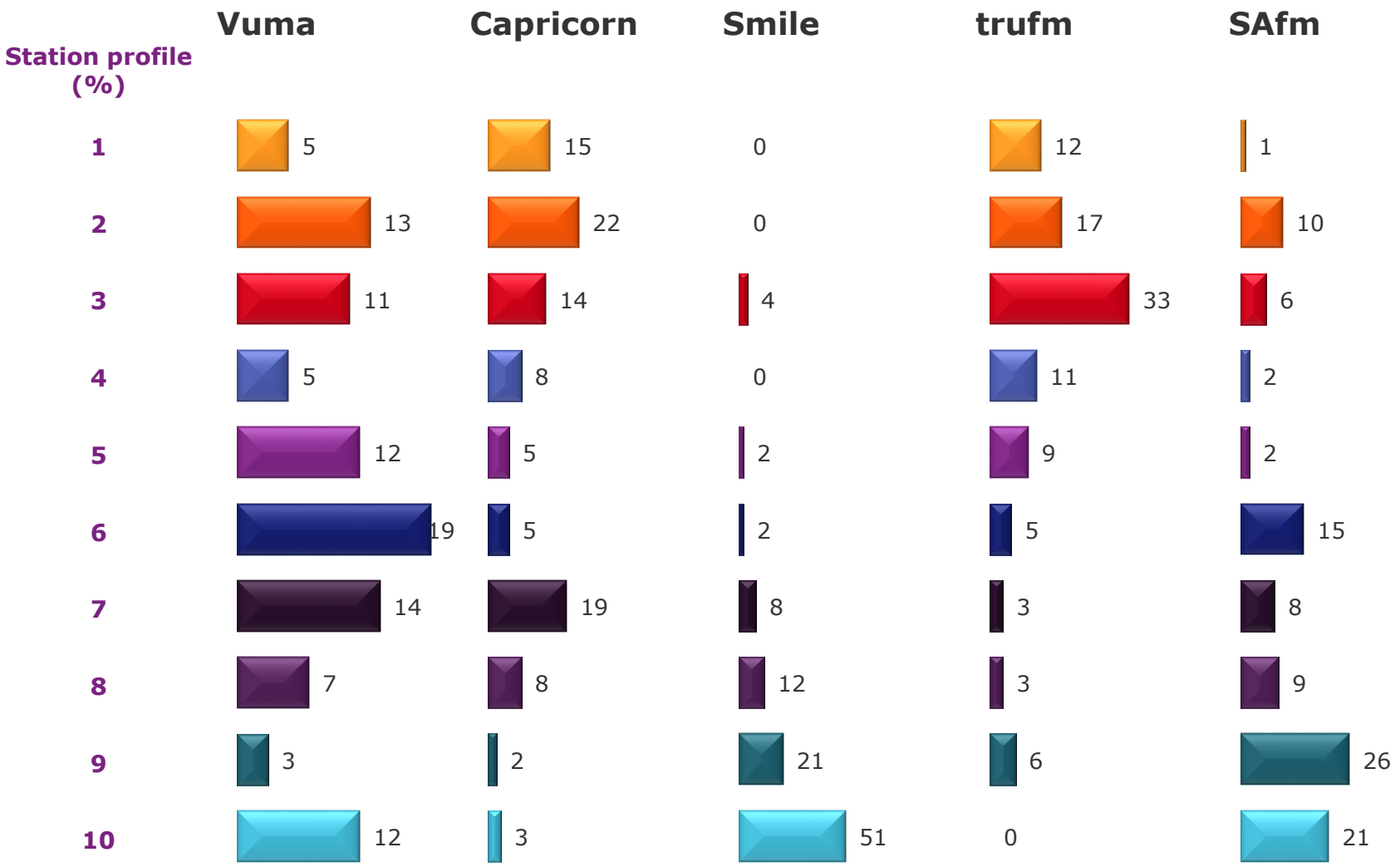
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

STATION PROFILE BY SEM

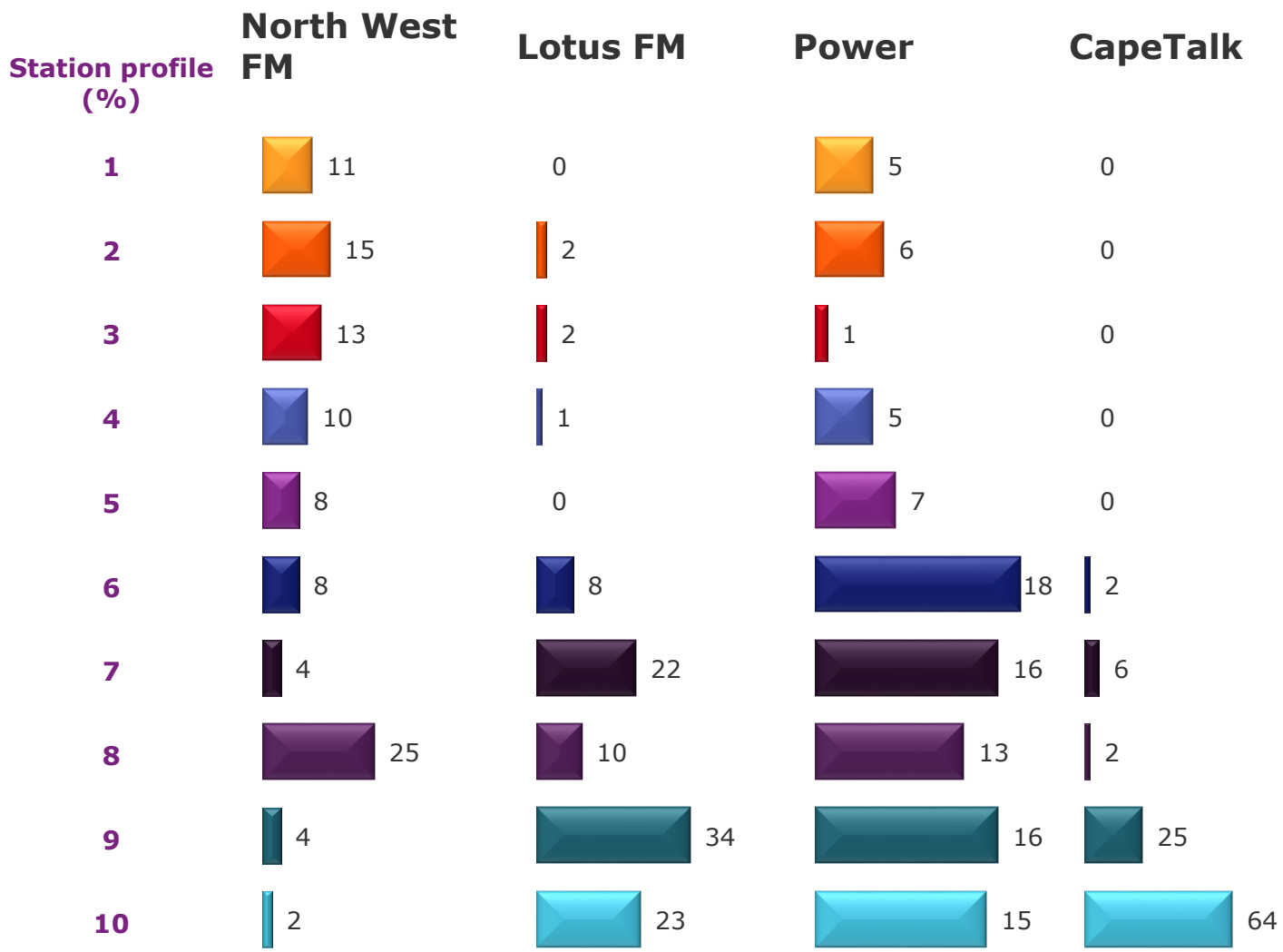
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

STATION PROFILE BY SEM

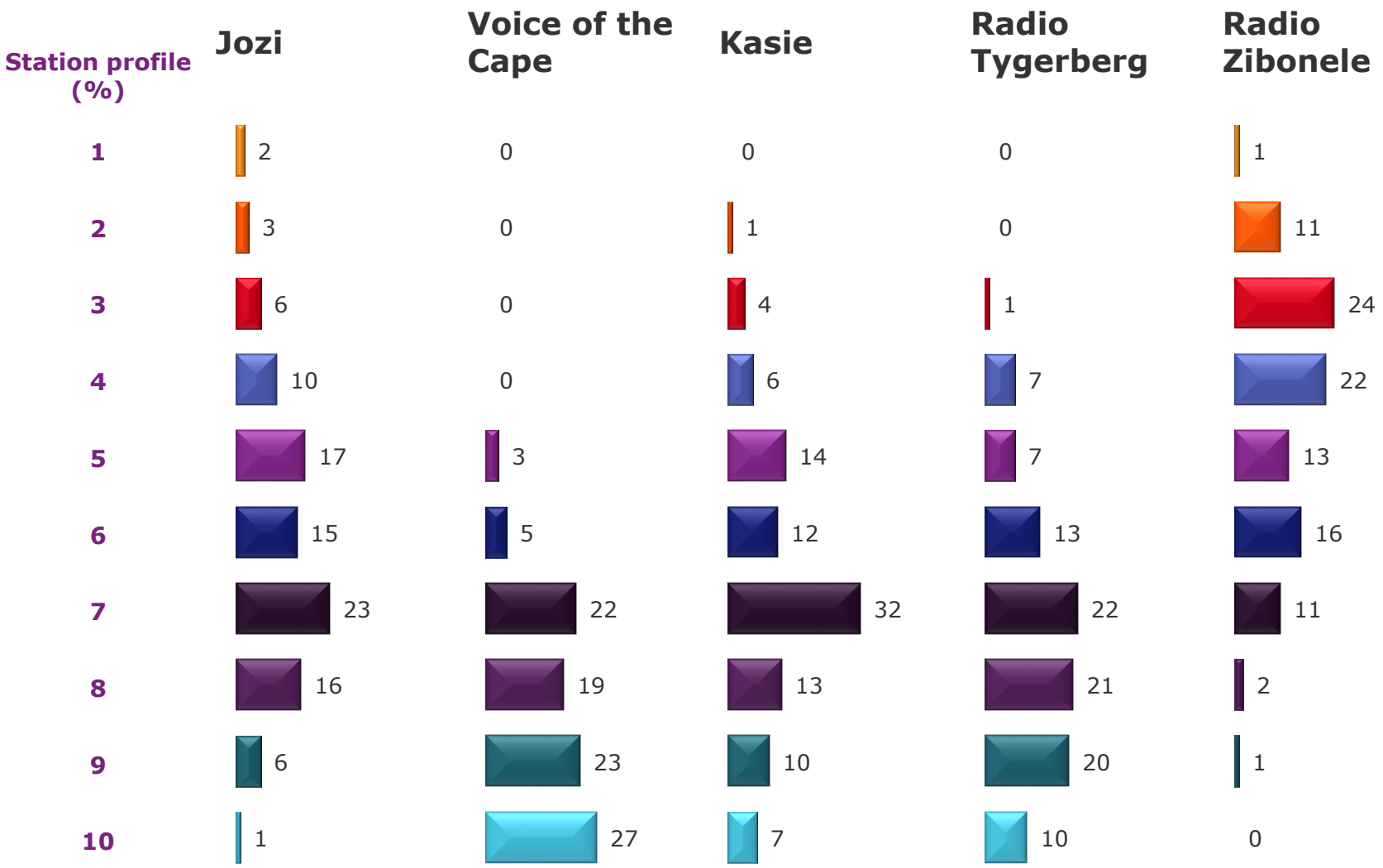
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

STATION PROFILE BY SEM

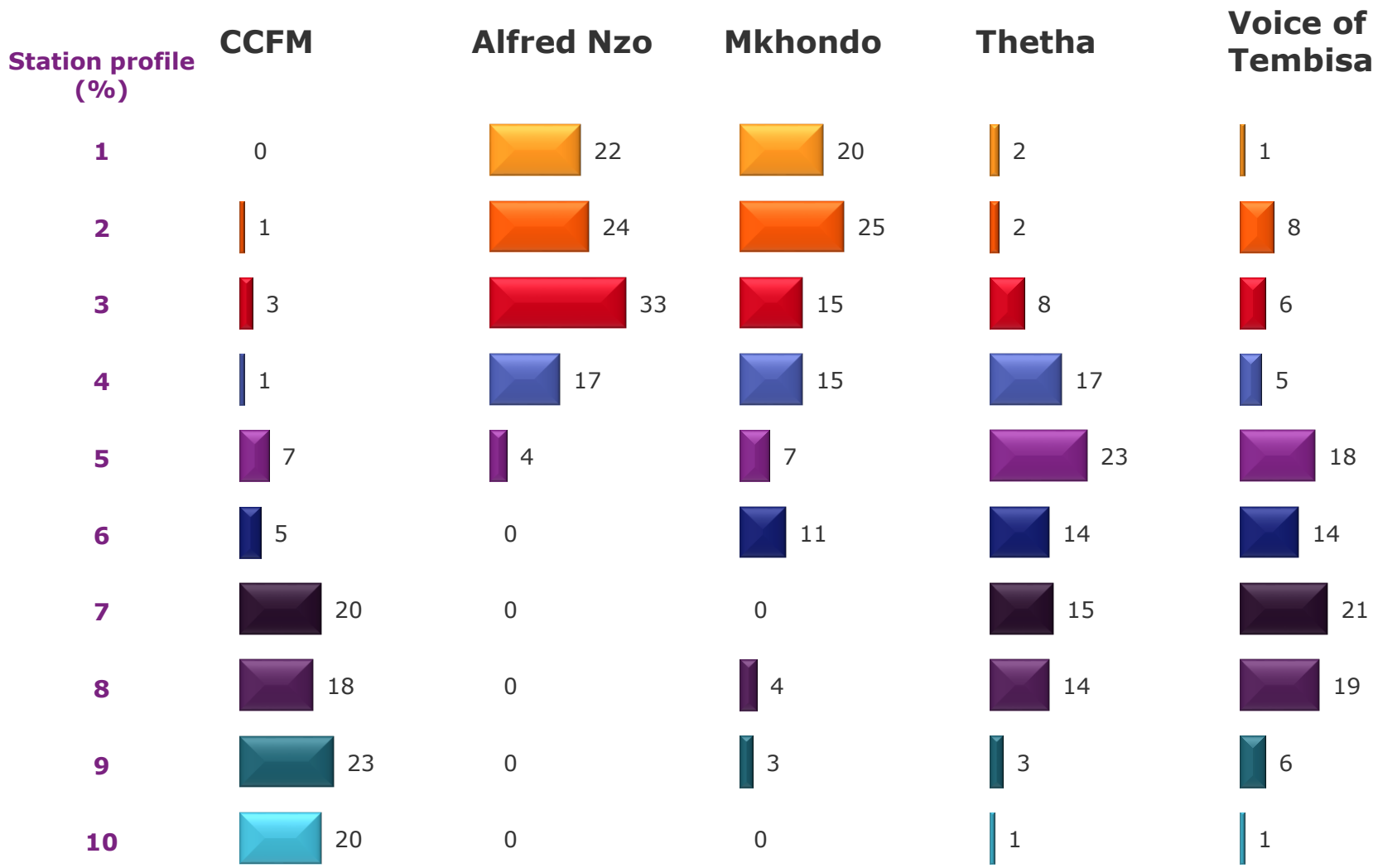
Community



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

STATION PROFILE BY SEM

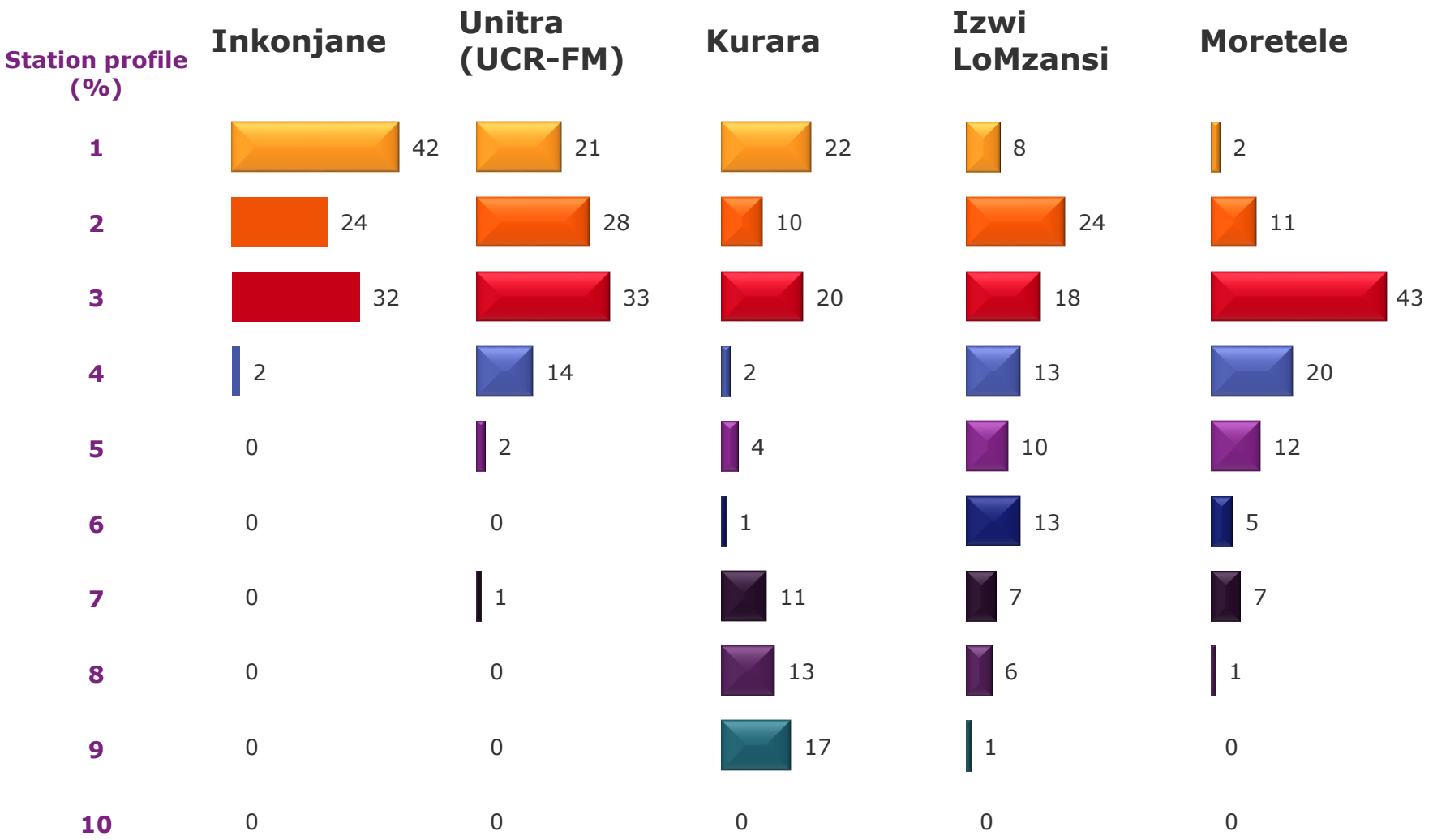
Community



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

STATION PROFILE BY SEM

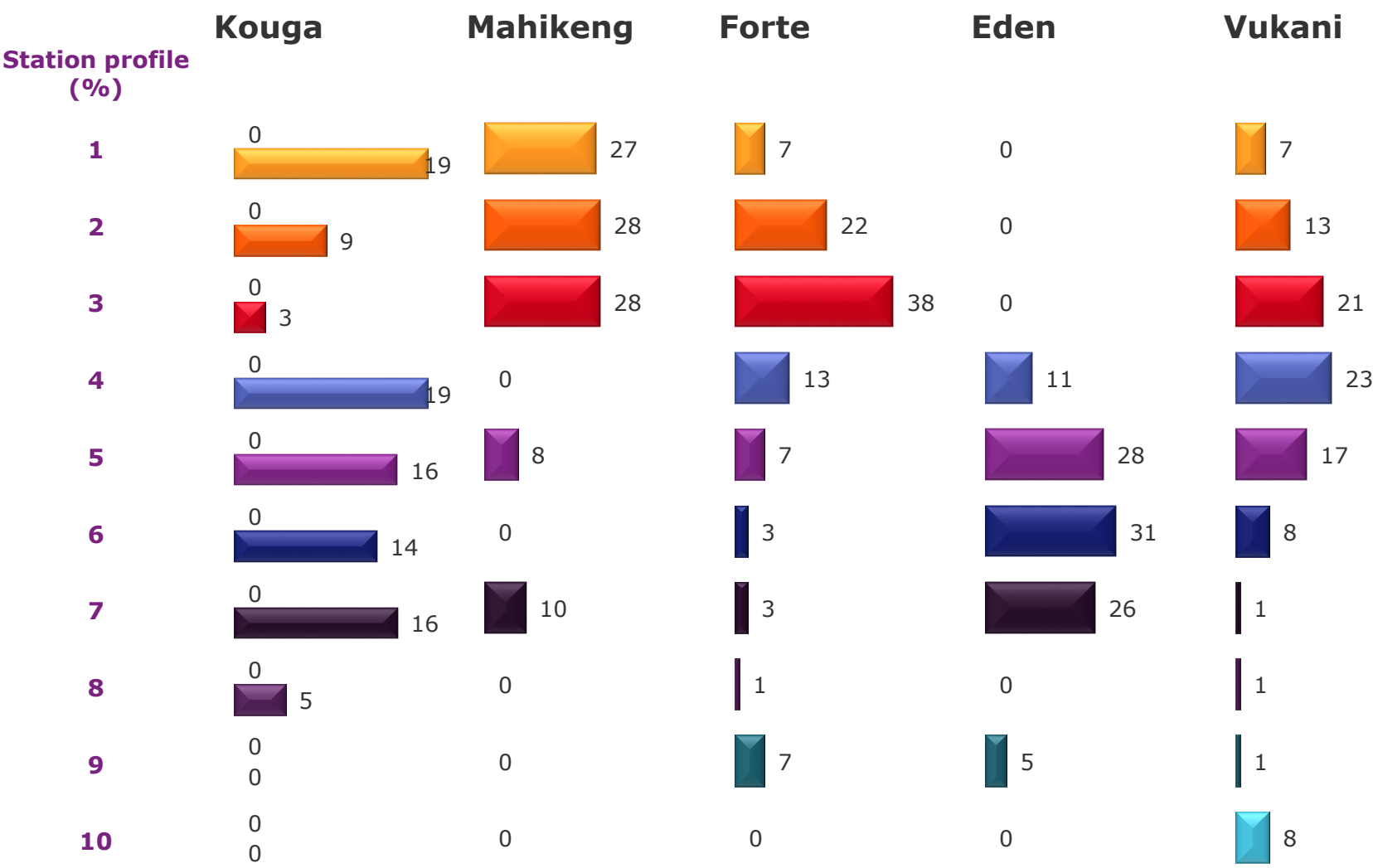
Community



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

STATION PROFILE BY SEM

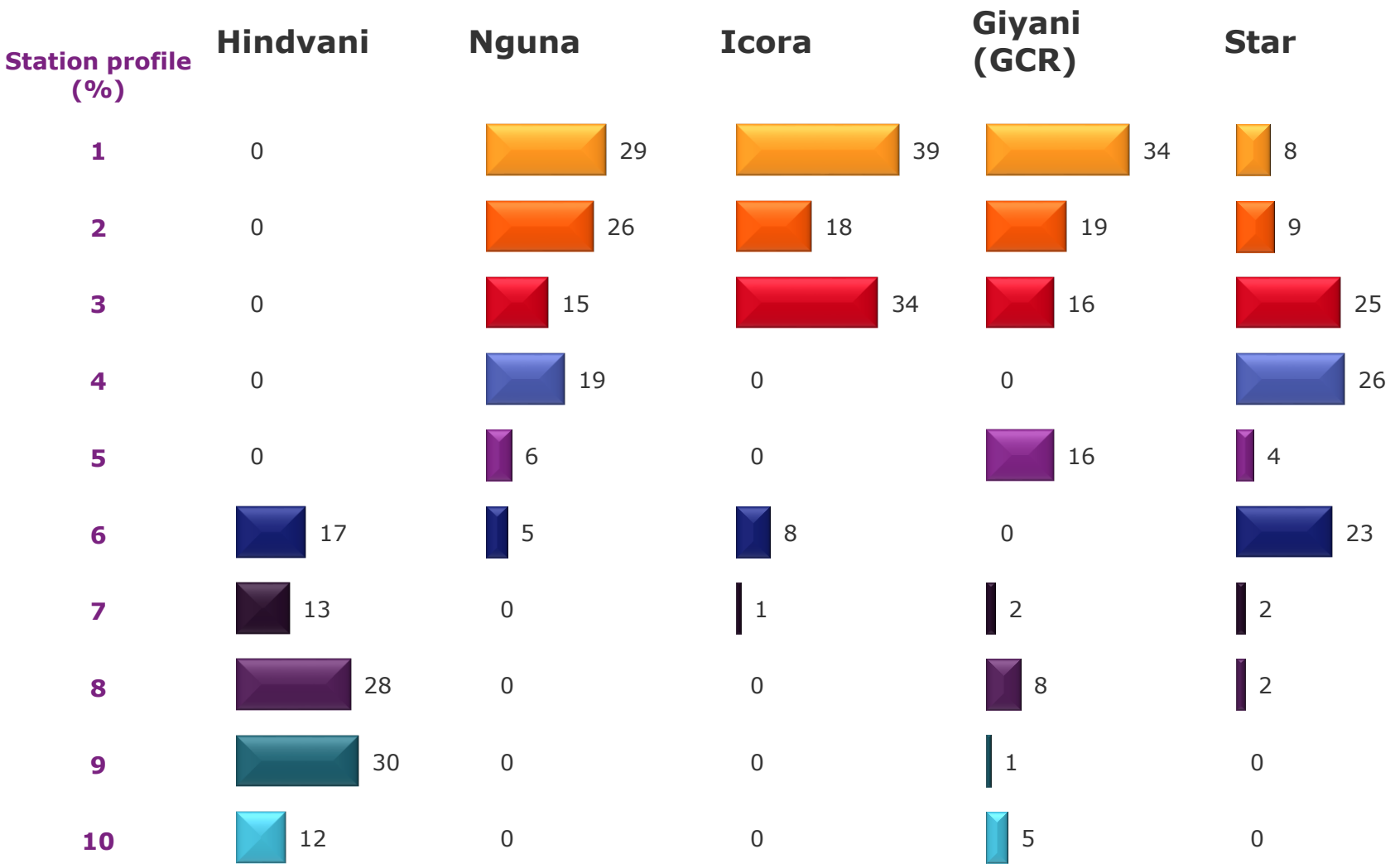
Community



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

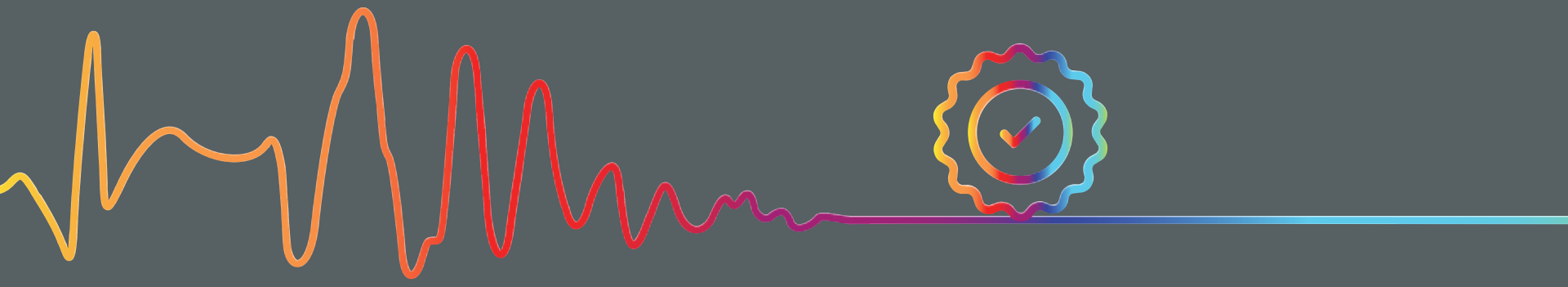
STATION PROFILE BY SEM

Community



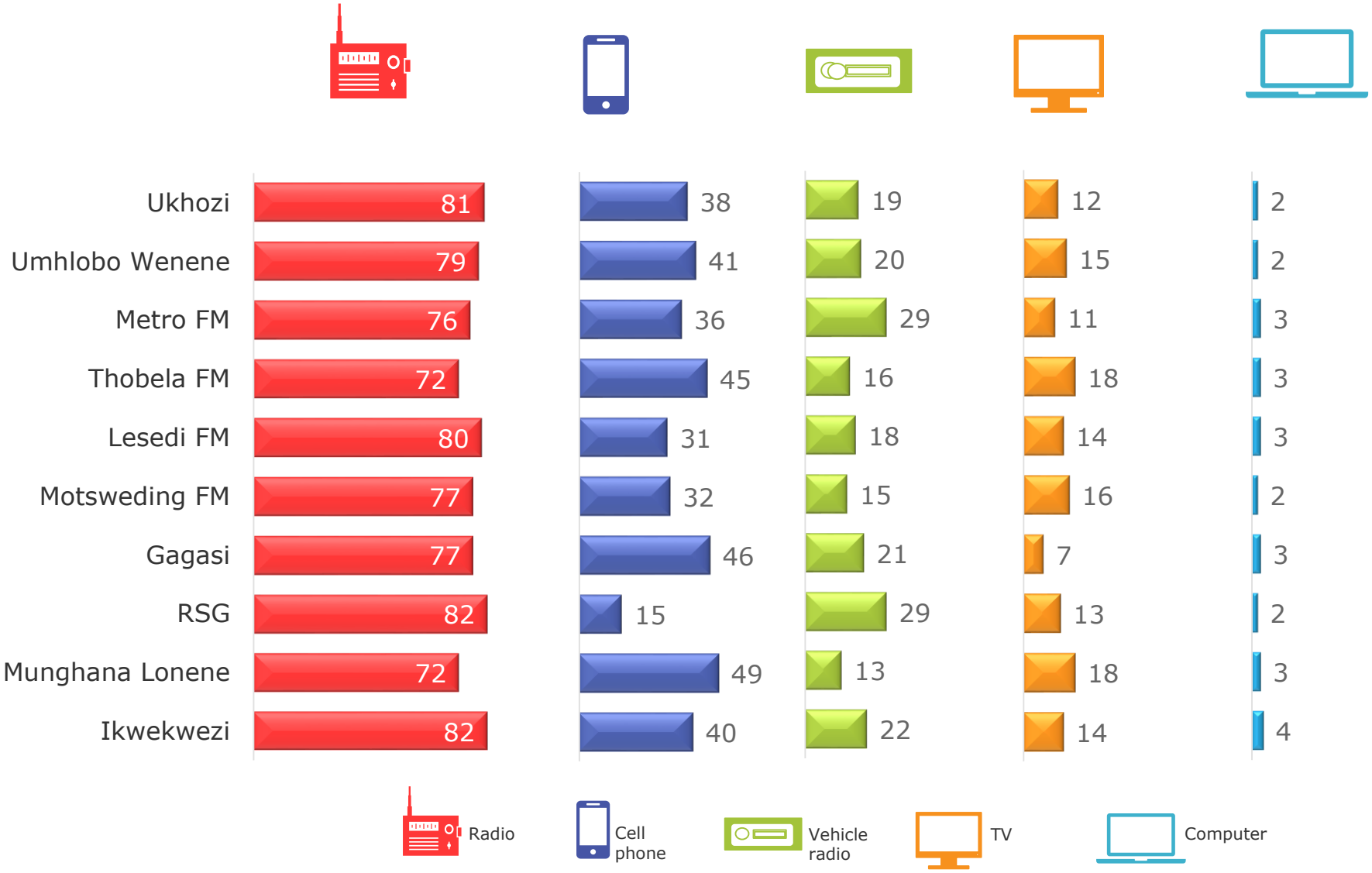
Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), Apr'18-Sep'18 (National: n=30,418), axes vary; ranked on avg. daily cume

DEVICE & LOCATION



Station listening by DEVICE

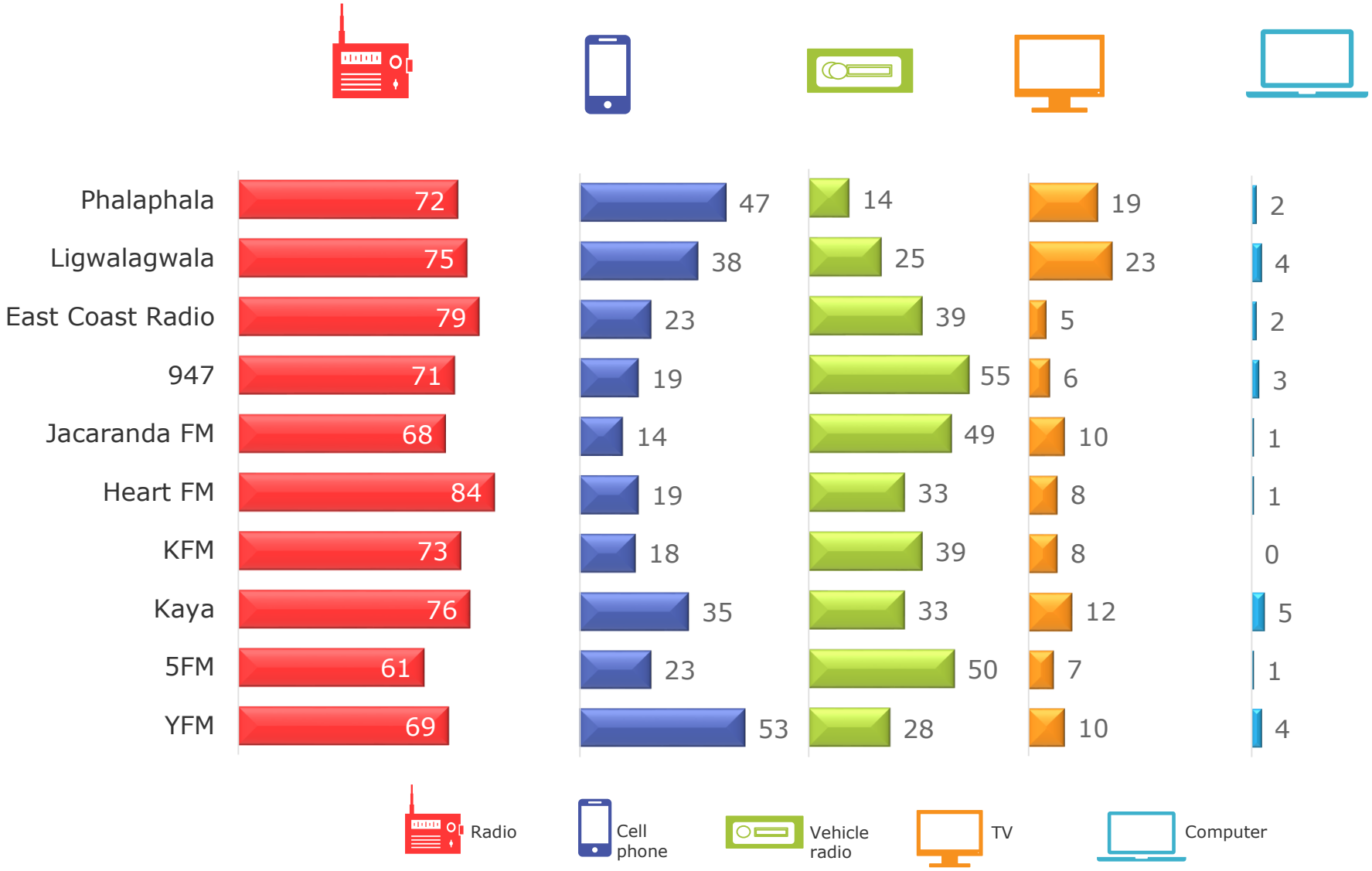
Commercial and PBS



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by DEVICE

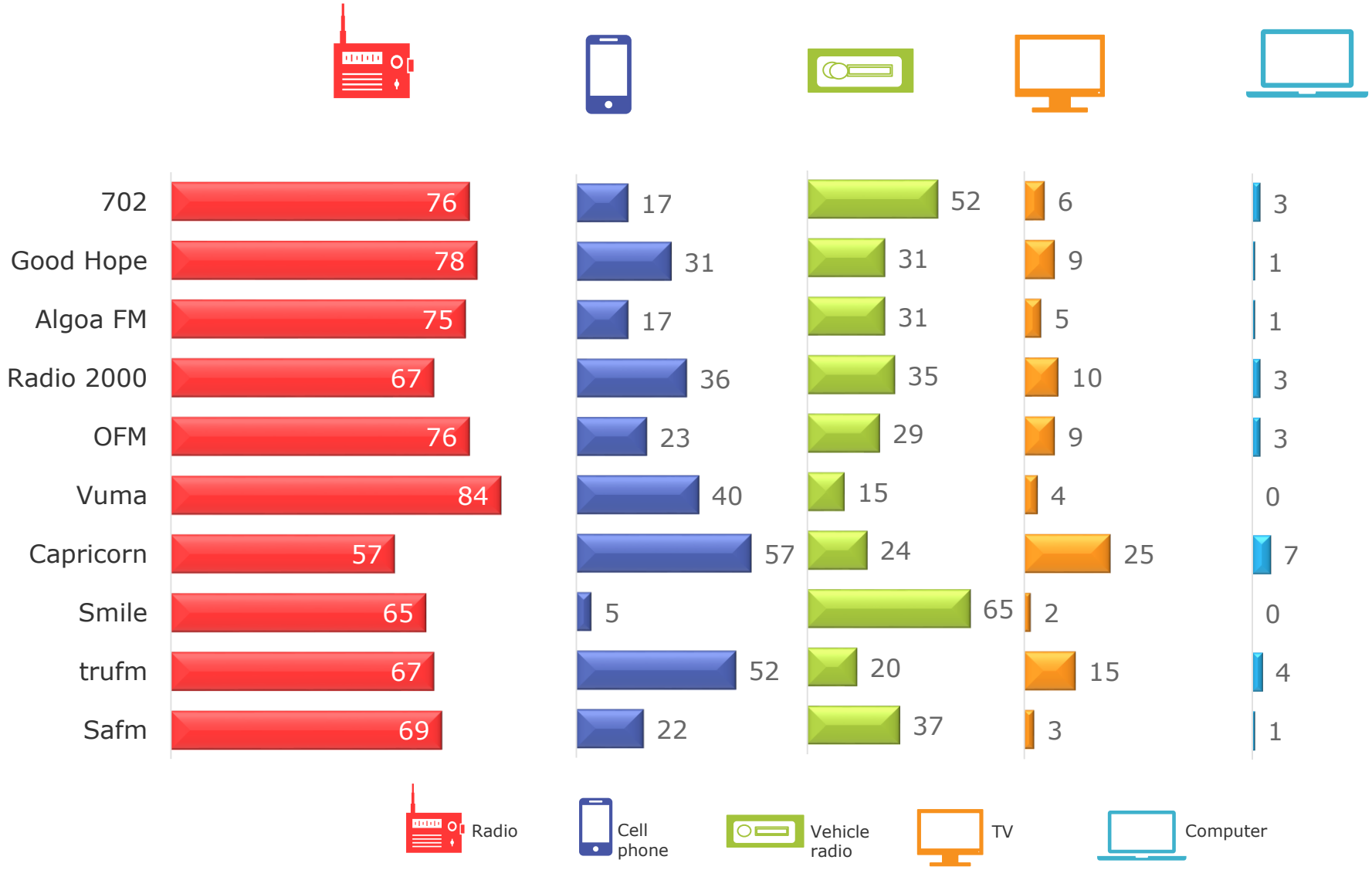
Commercial and PBS



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by DEVICE

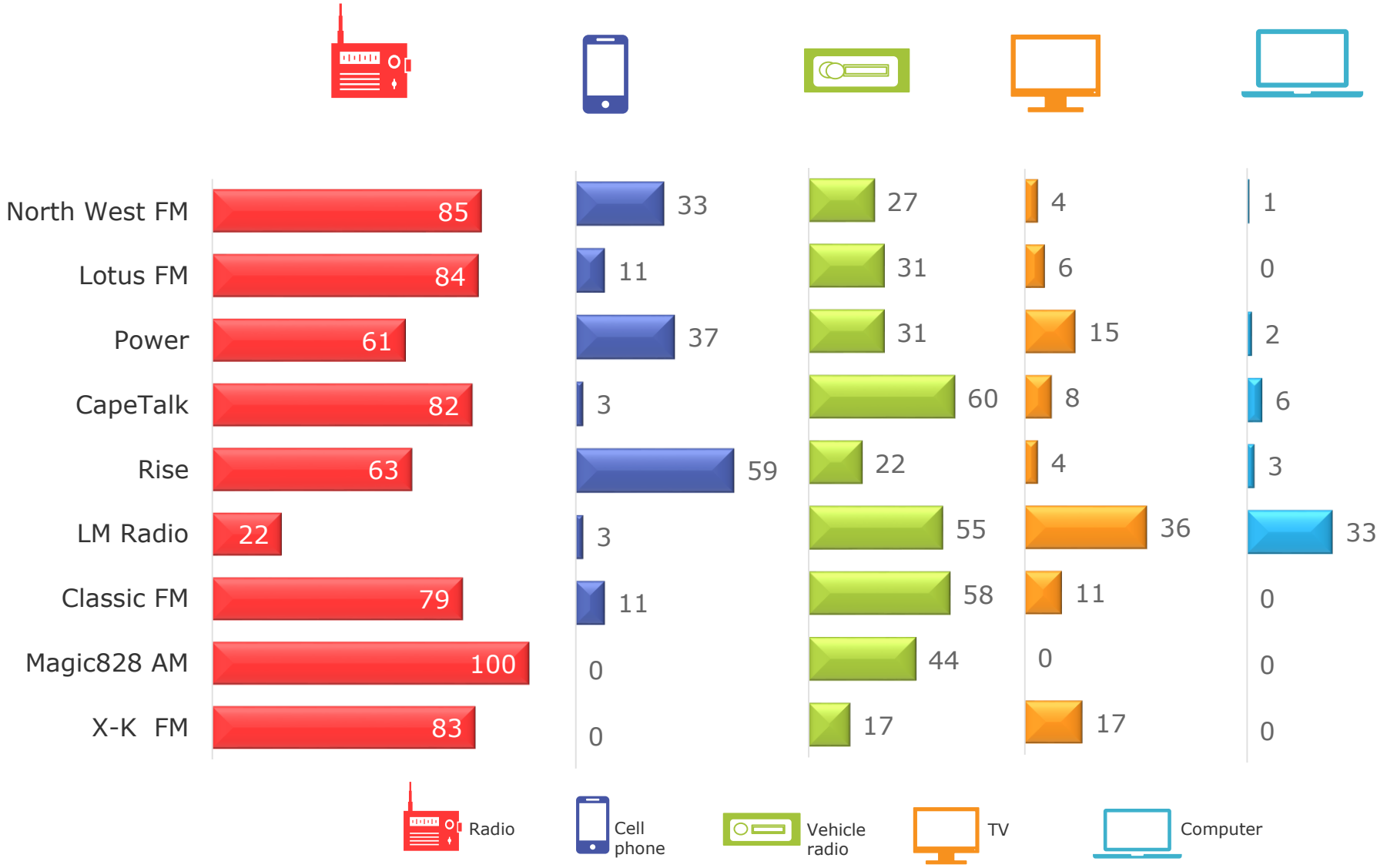
Commercial and PBS



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by DEVICE

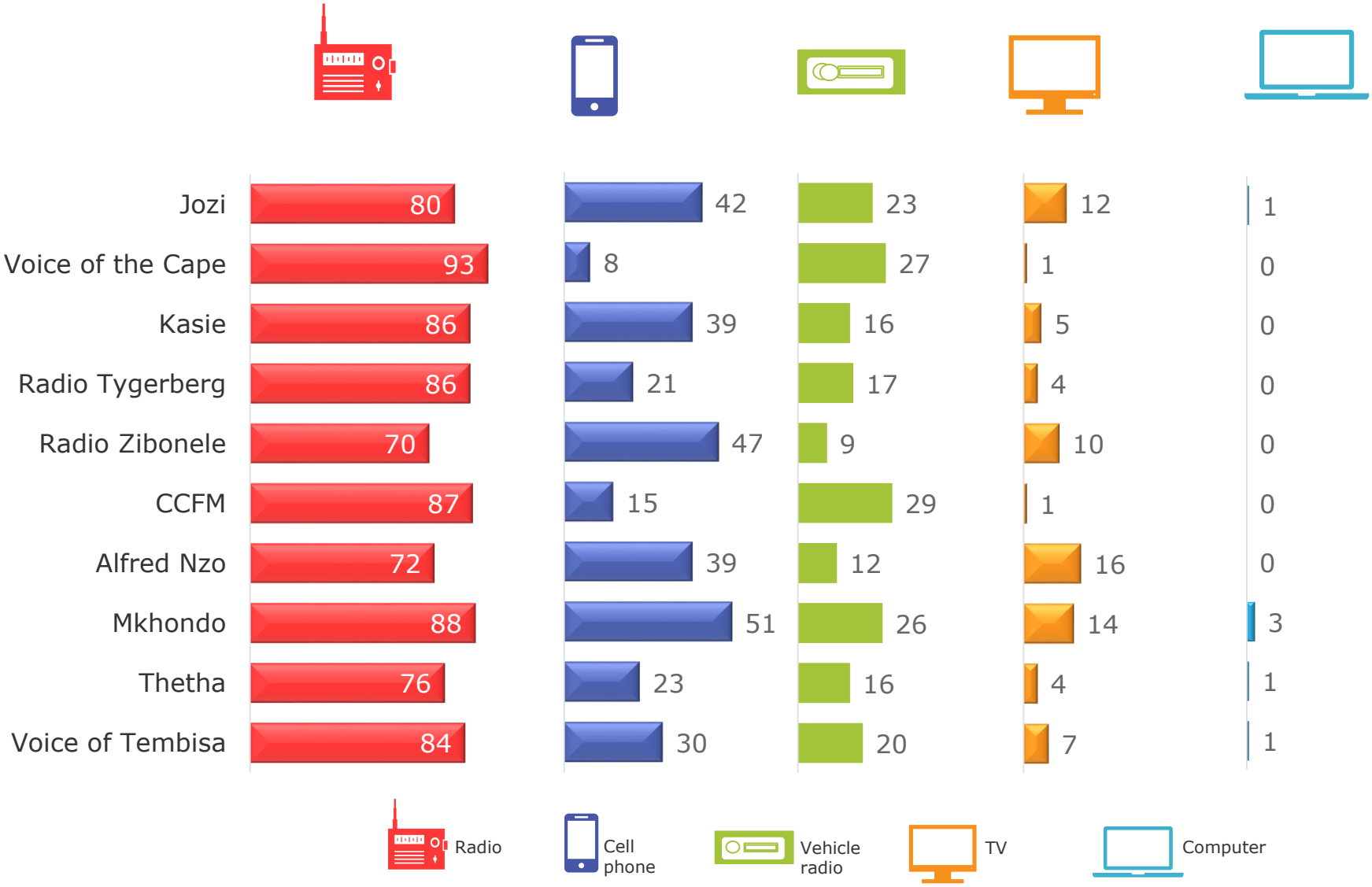
Commercial and PBS



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by DEVICE

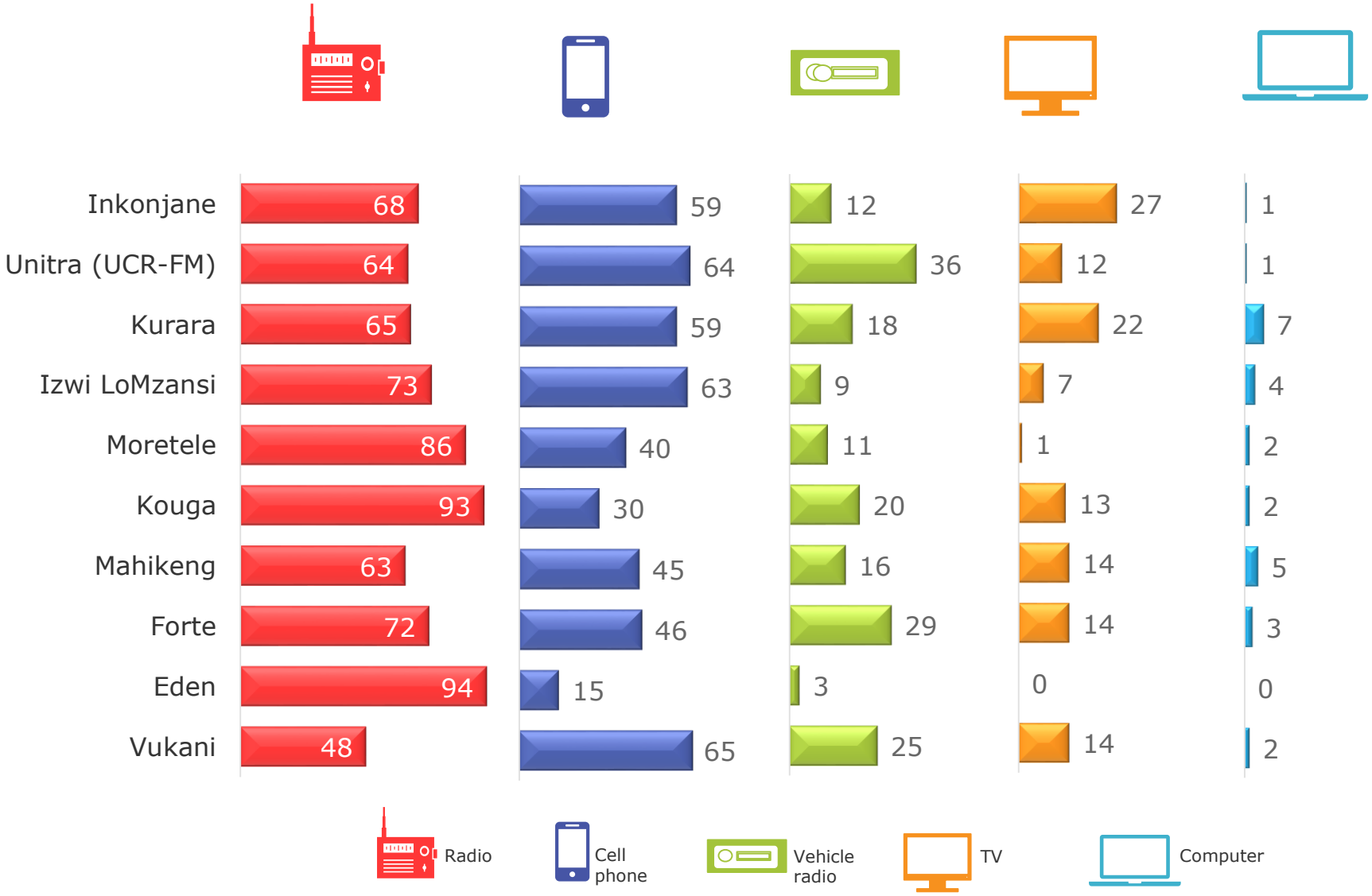
Community



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by DEVICE

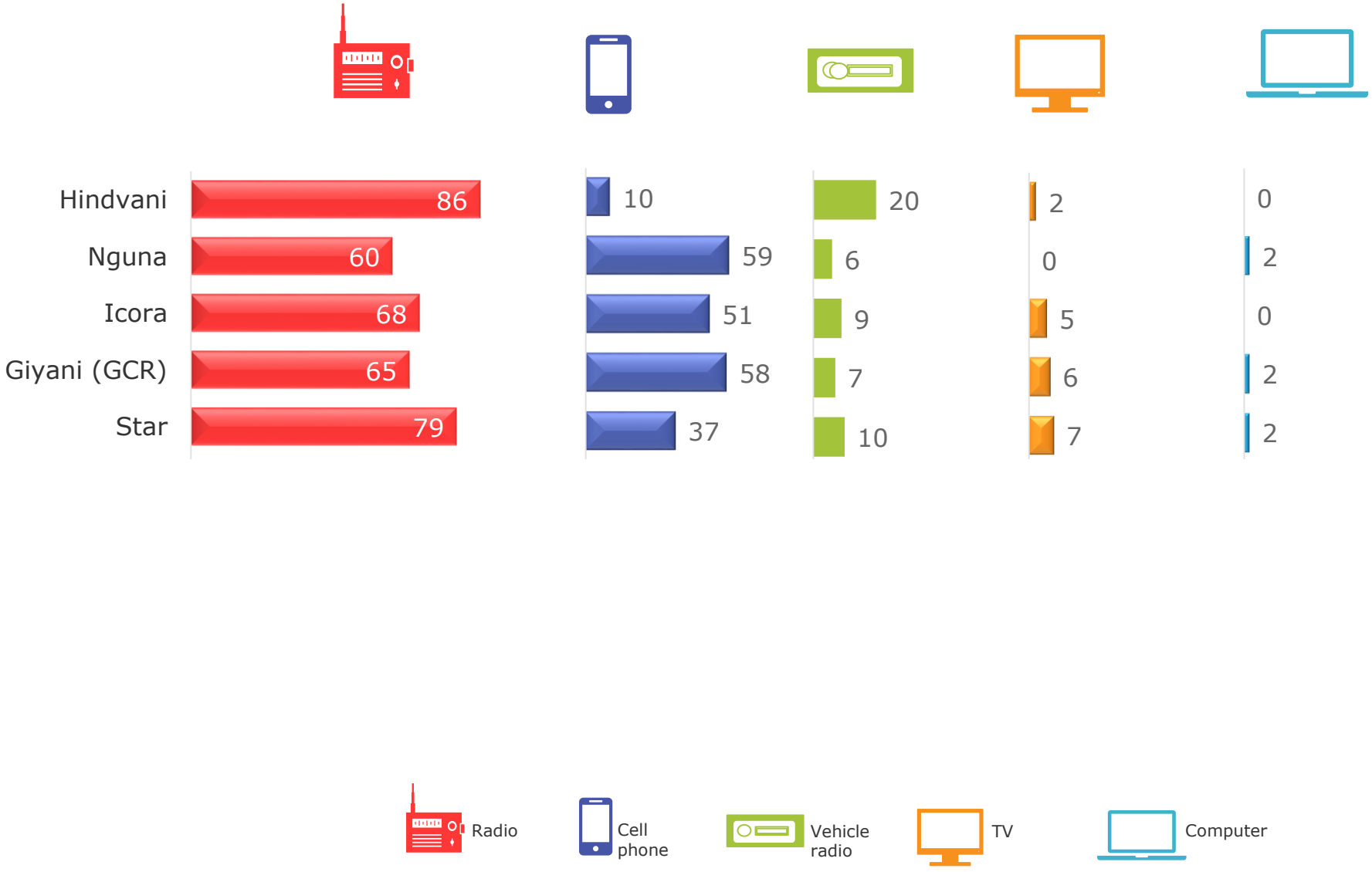
Community



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by DEVICE

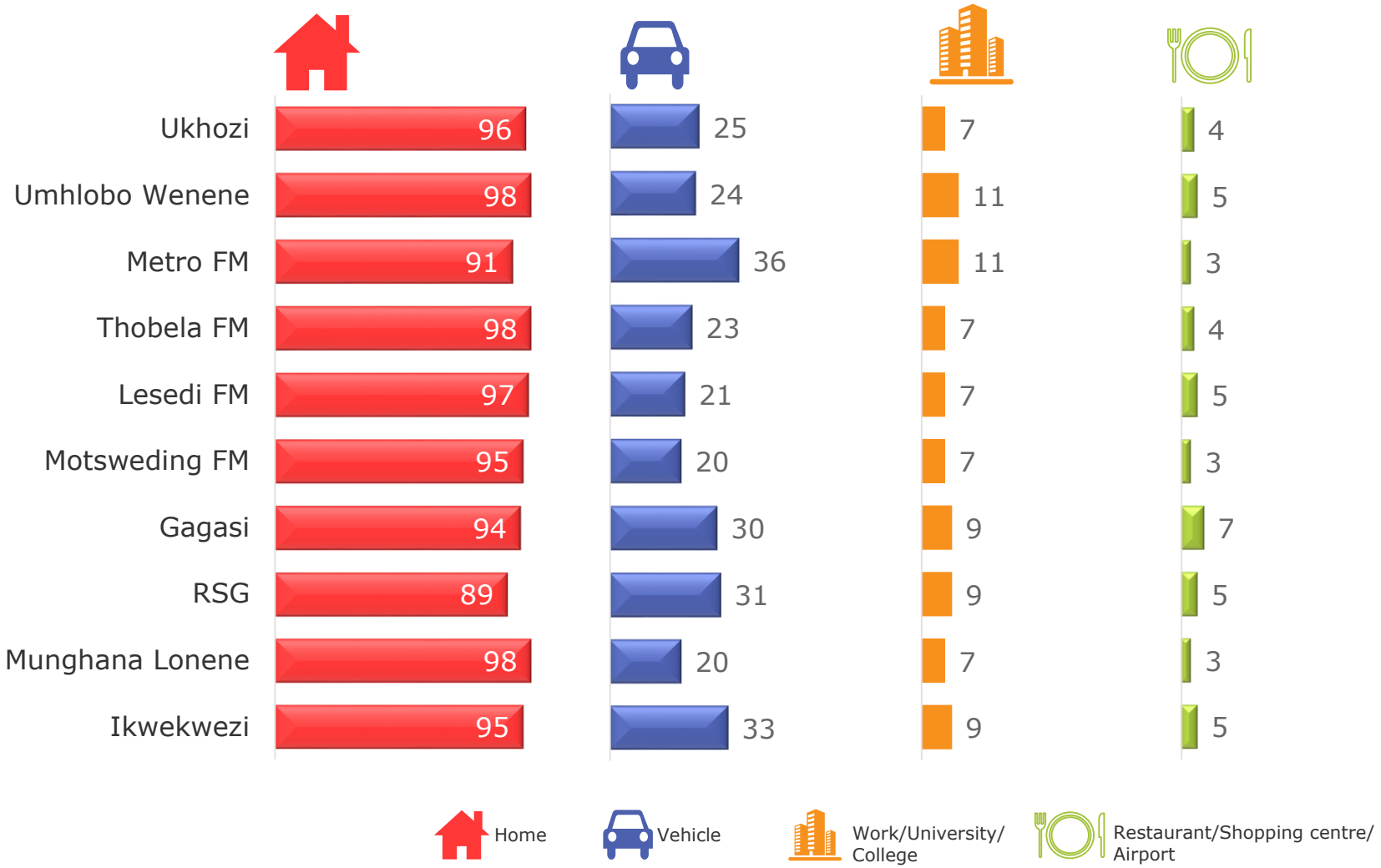
Community



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

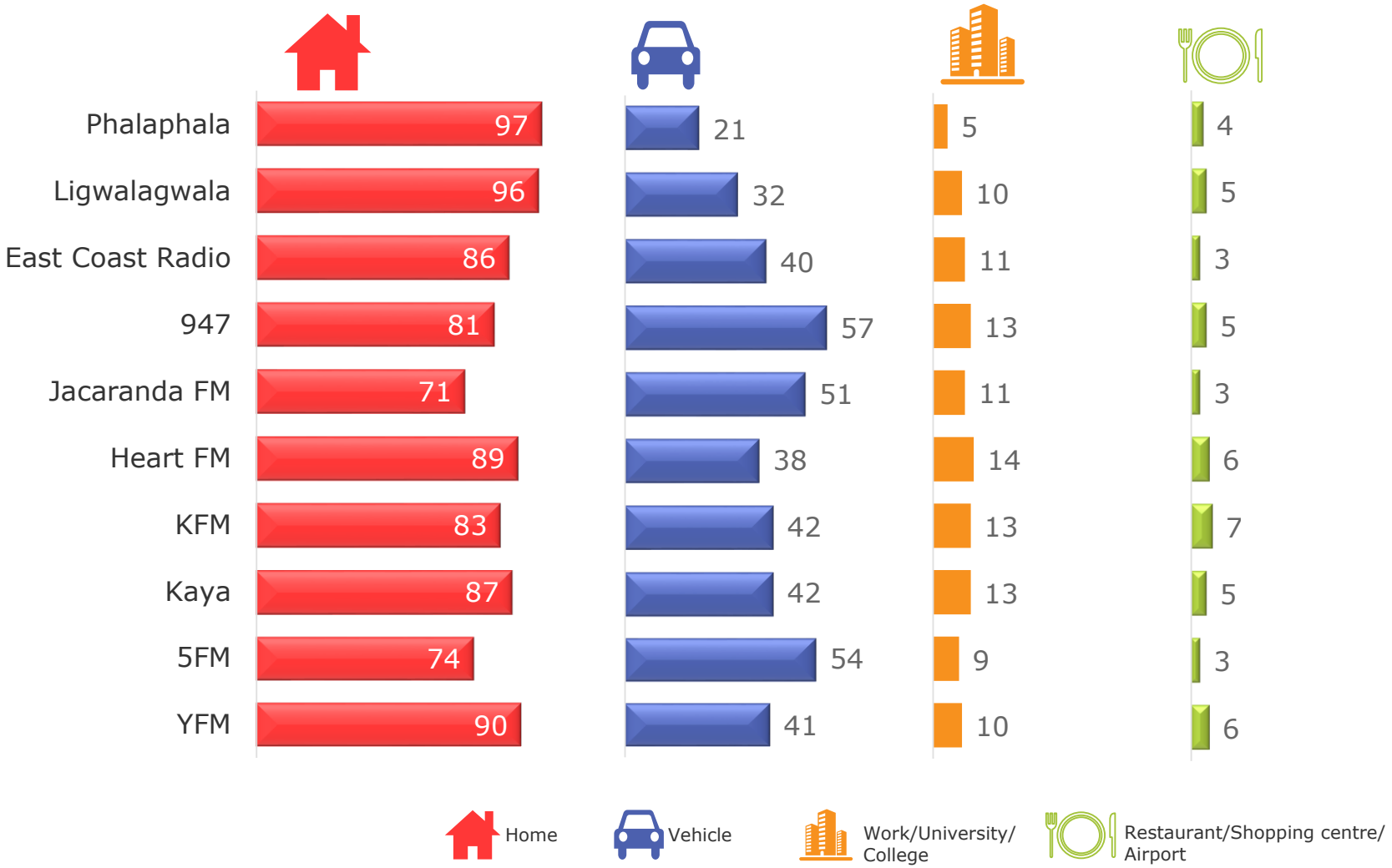
Commercial and PBS



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

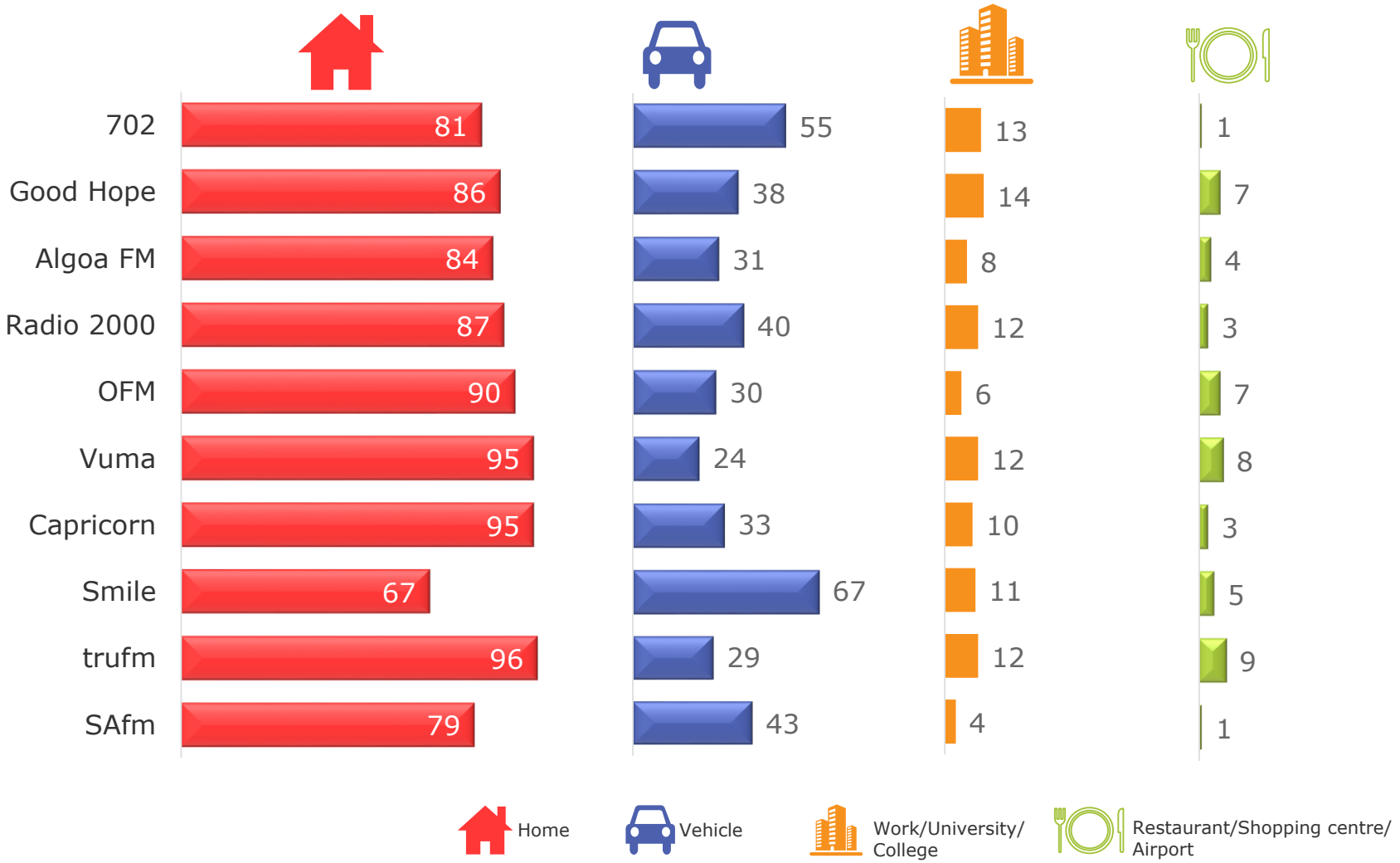
Commercial and PBS



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

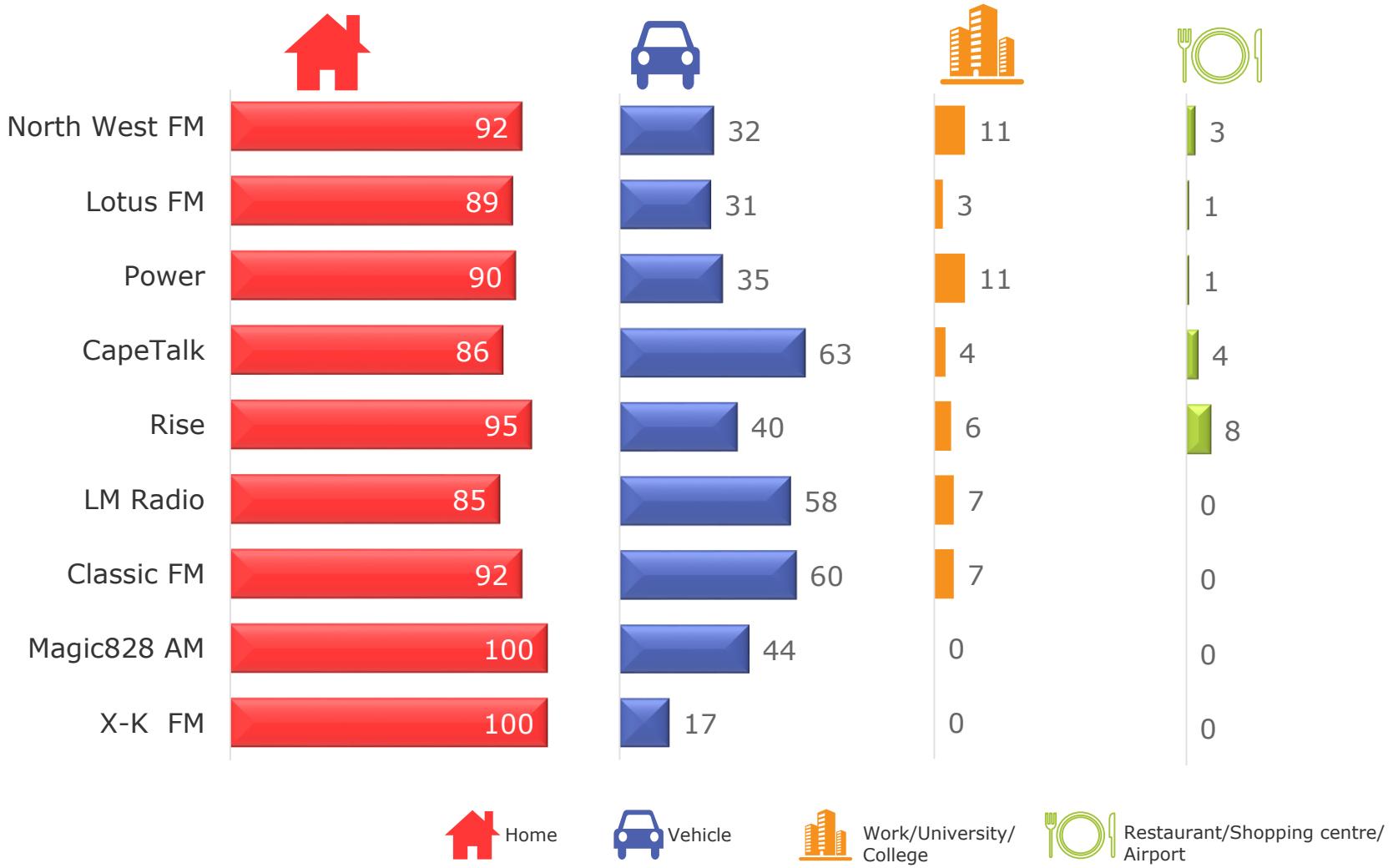
Commercial and PBS



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

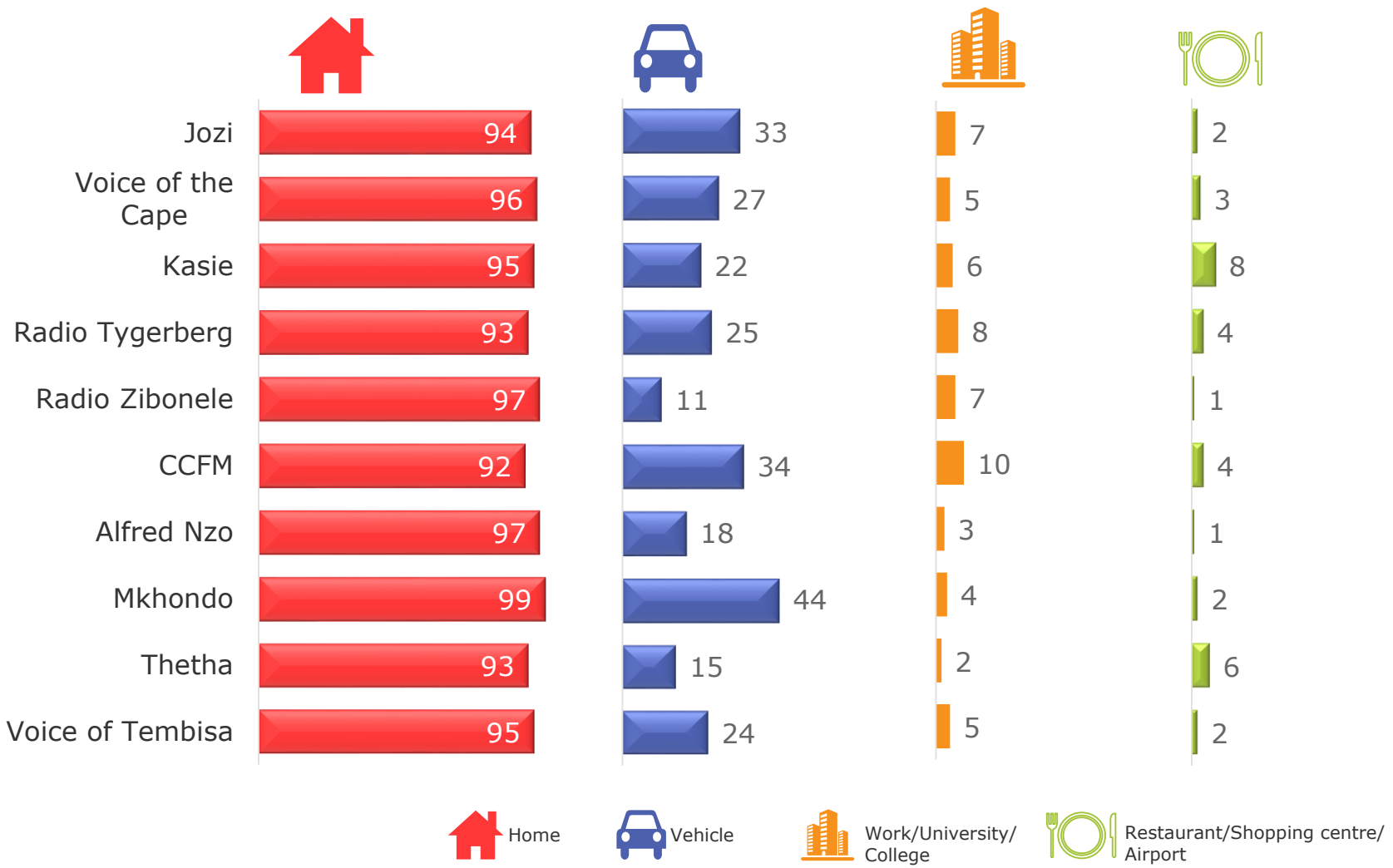
Commercial and PBS



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

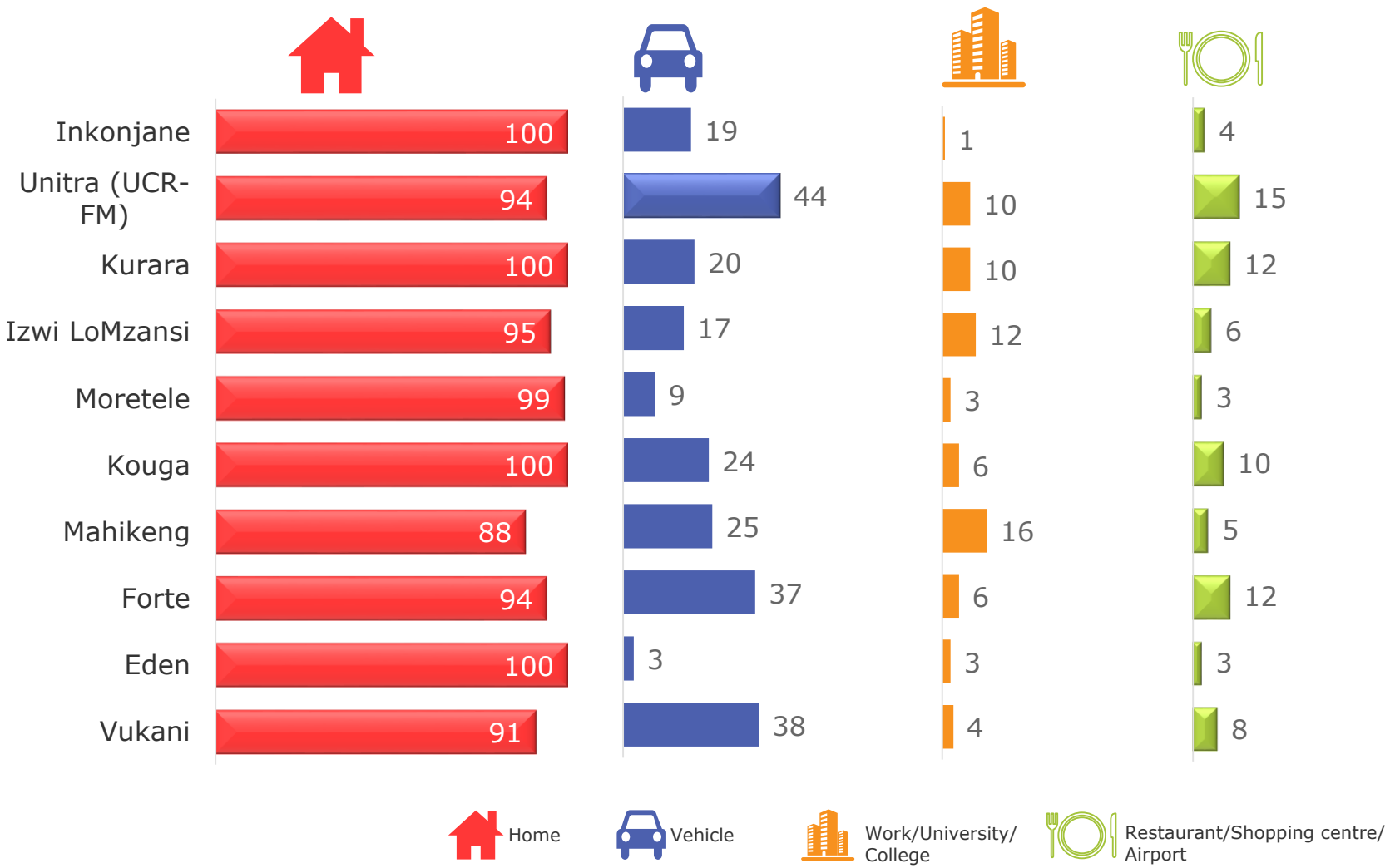
Community



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

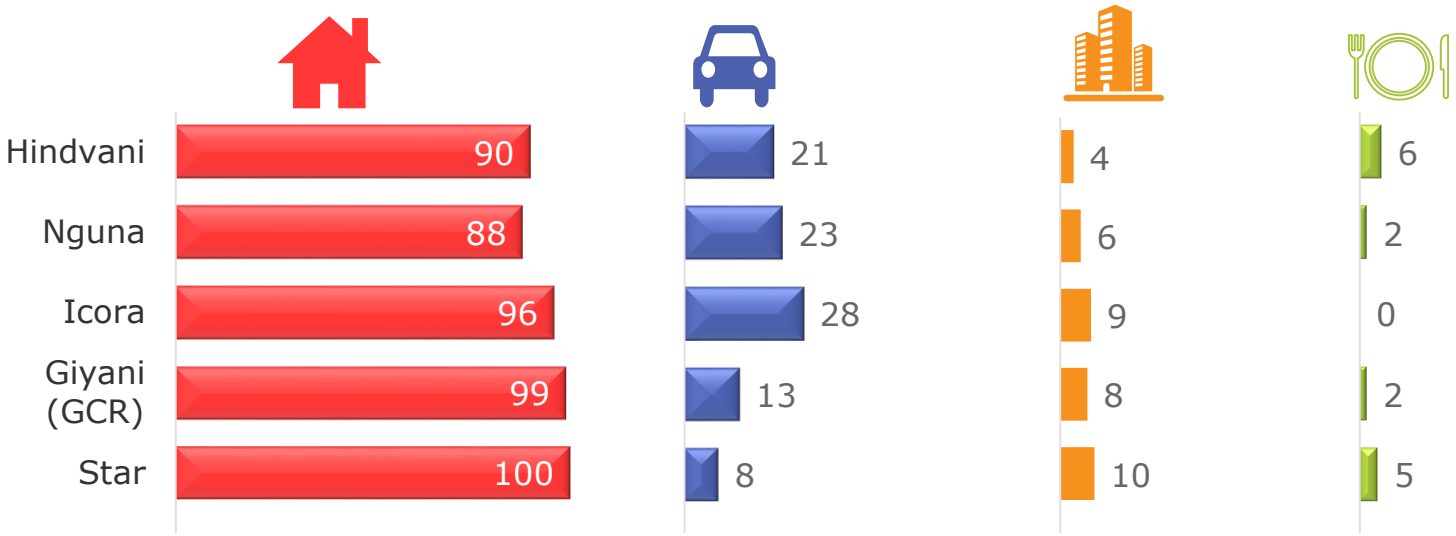
Community



Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

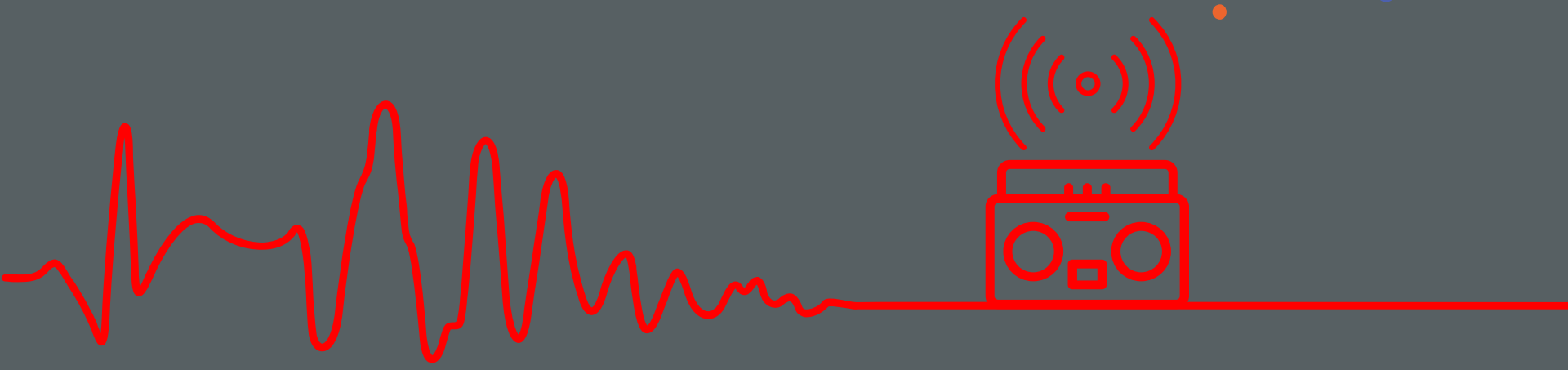
Community

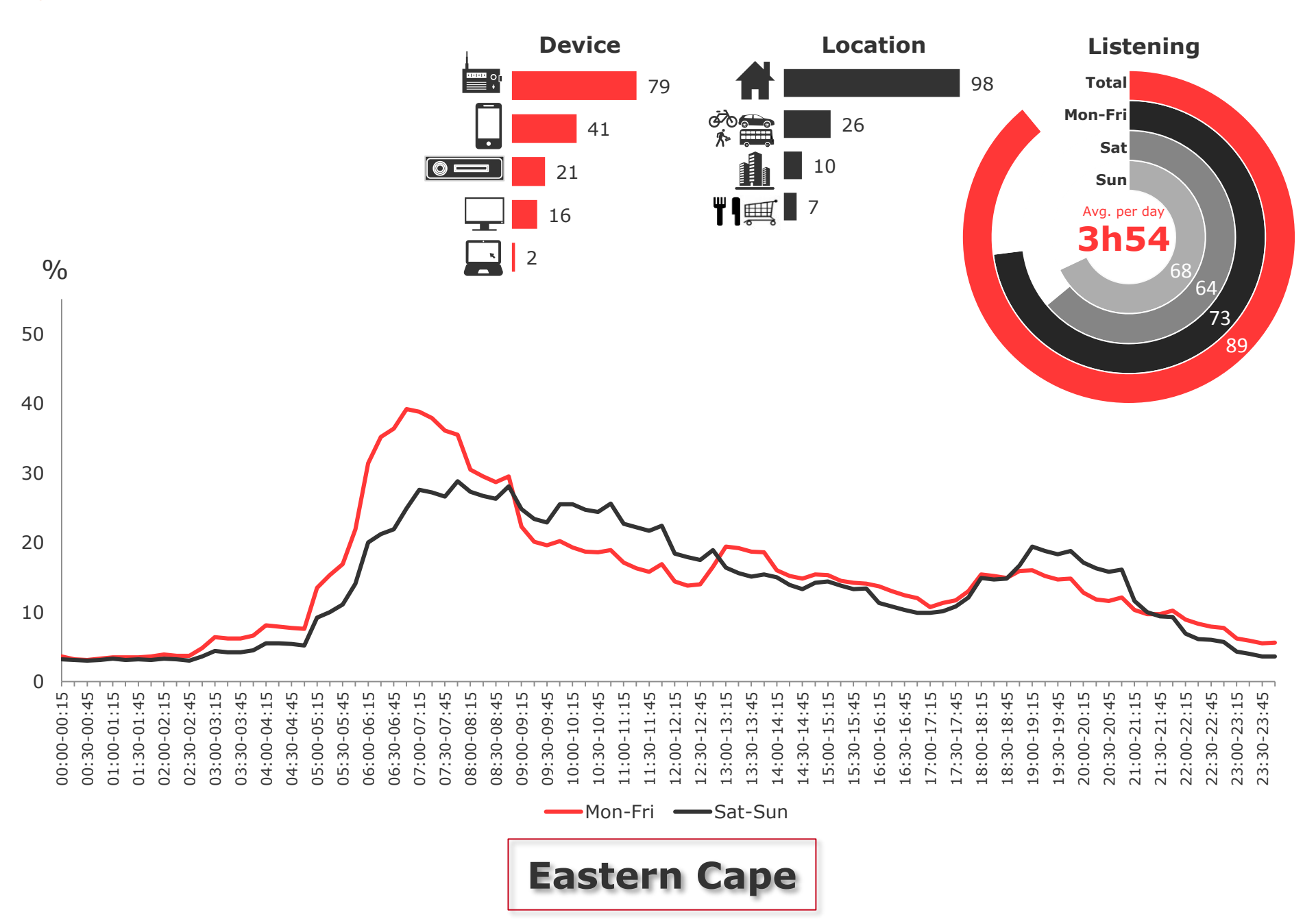


Home Vehicle Work/University/ College Restaurant/Shopping centre/ Airport

Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418)
Stations ranked on avg. daily audience (Mon-Sun)

THE PROVINCES





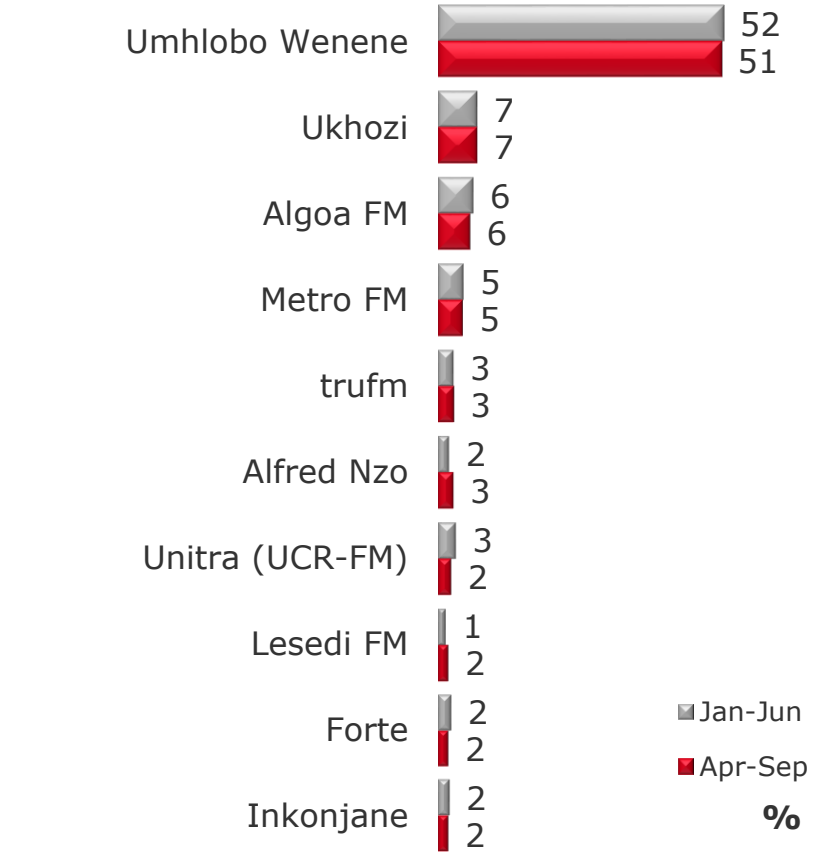
Eastern Cape

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
Source: BRC RAM™ Apr'18-Sep'18 (Eastern Cape: n=4,032)

EASTERN CAPE - SHARE

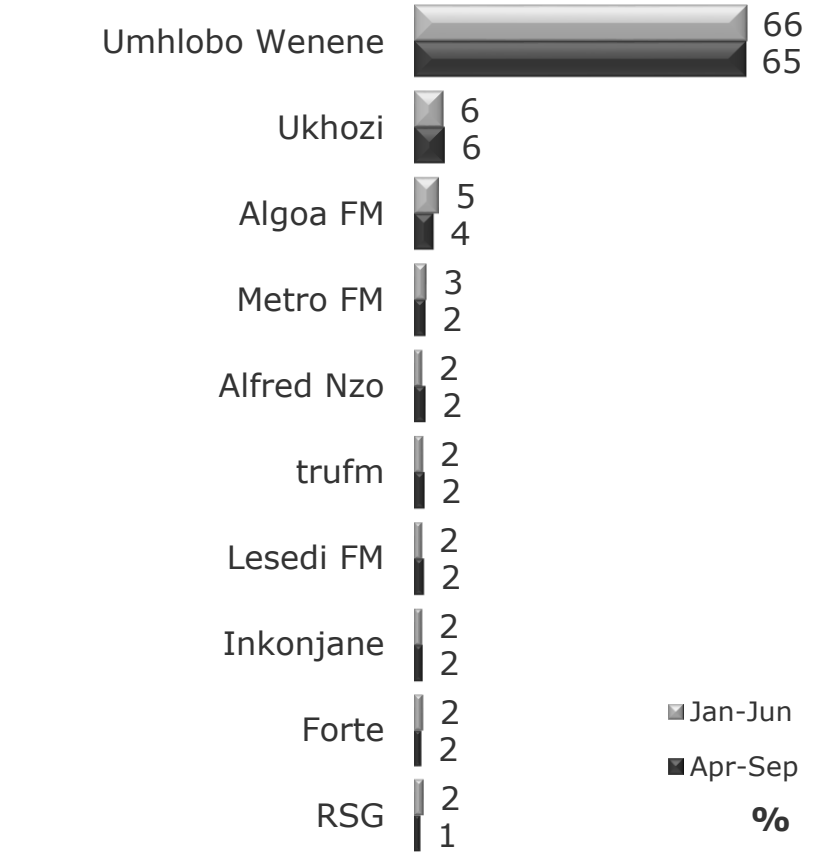
Share of Audience

(% of 4.3m listeners who listen in a week)

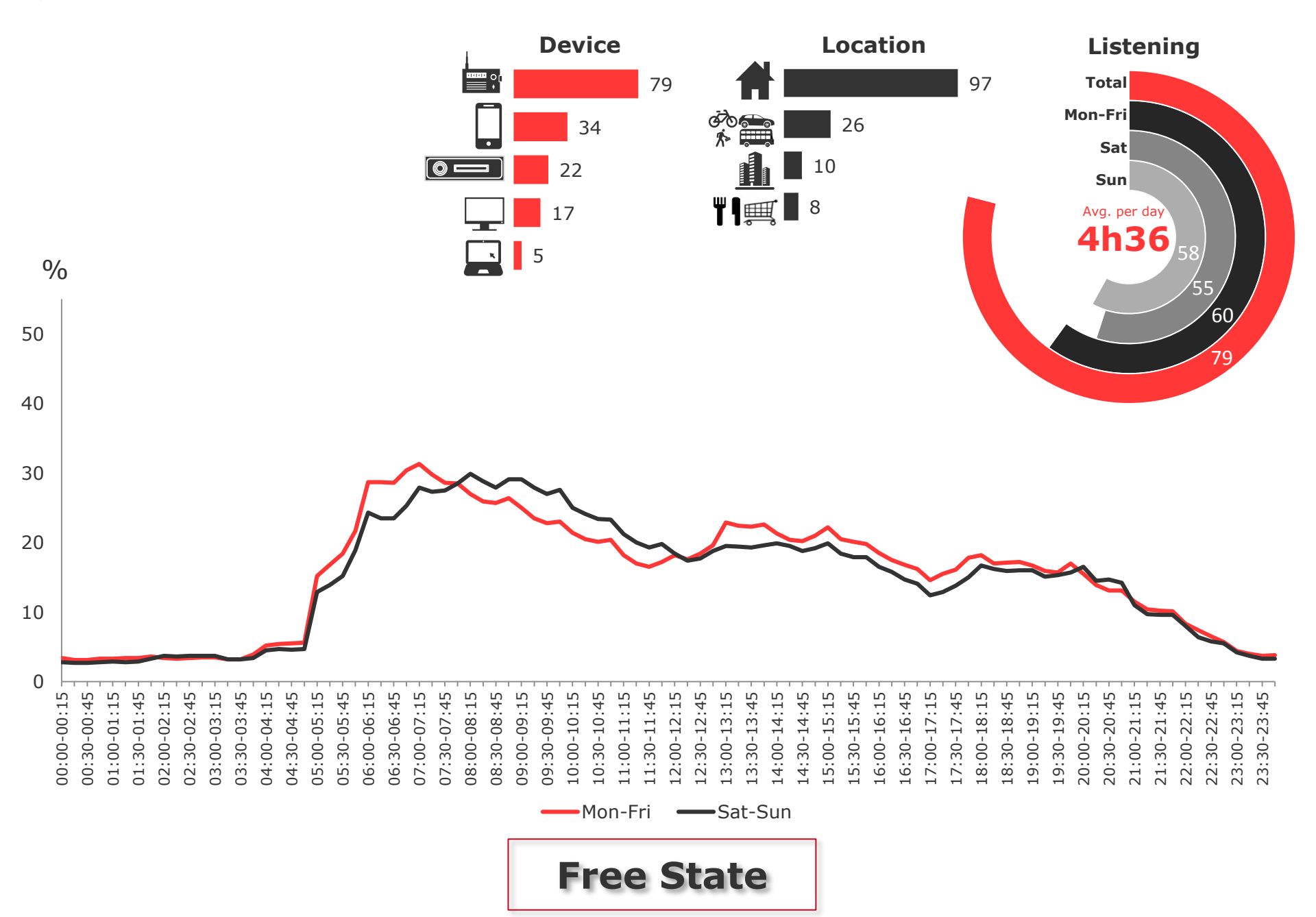


Share of Listening

(% of 7.1b listening minutes a week)



Source: BRC RAM™ Jan'18-Jun'18 (n=3,986); Apr'18-Sep'18 (n=4,032)



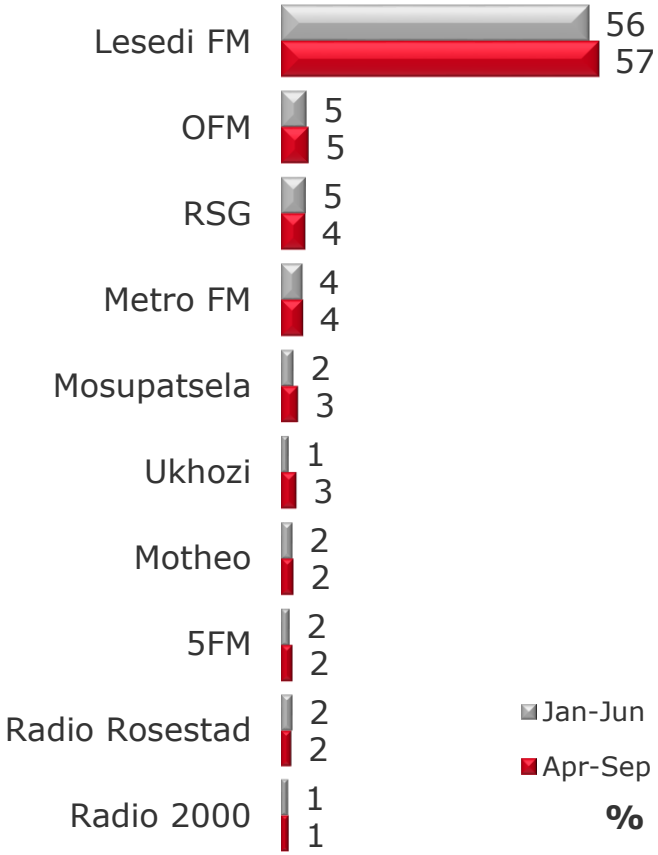
Free State

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
Source: BRC RAM™ Apr'18-Sep'18 (Free State: n=1,292)

FREE STATE - SHARE

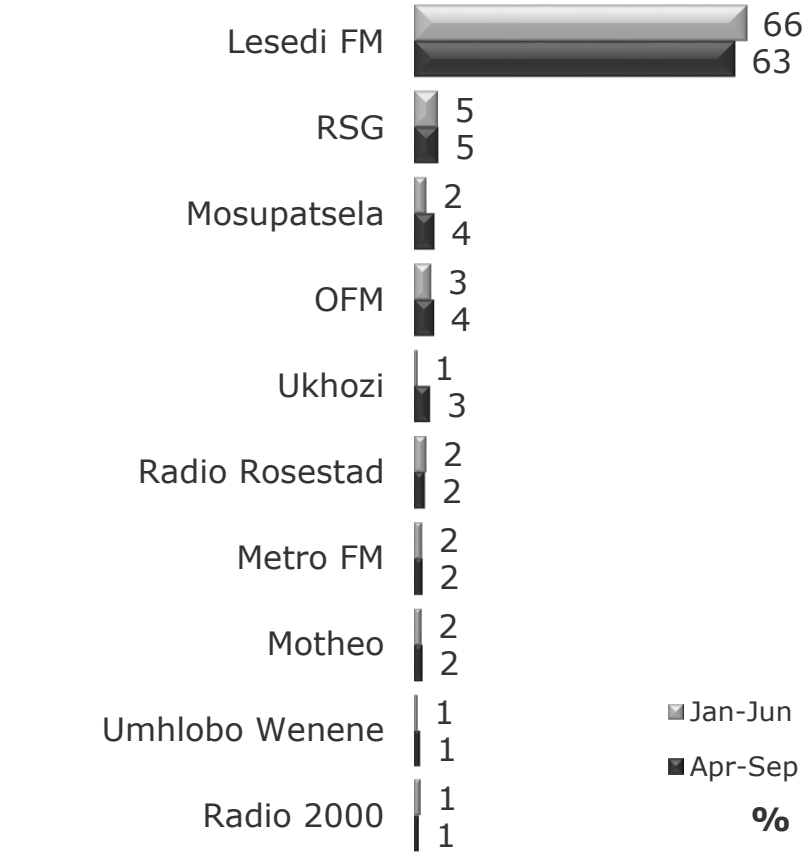
Share of Audience

(% of 1.6m listeners who listen in a week)

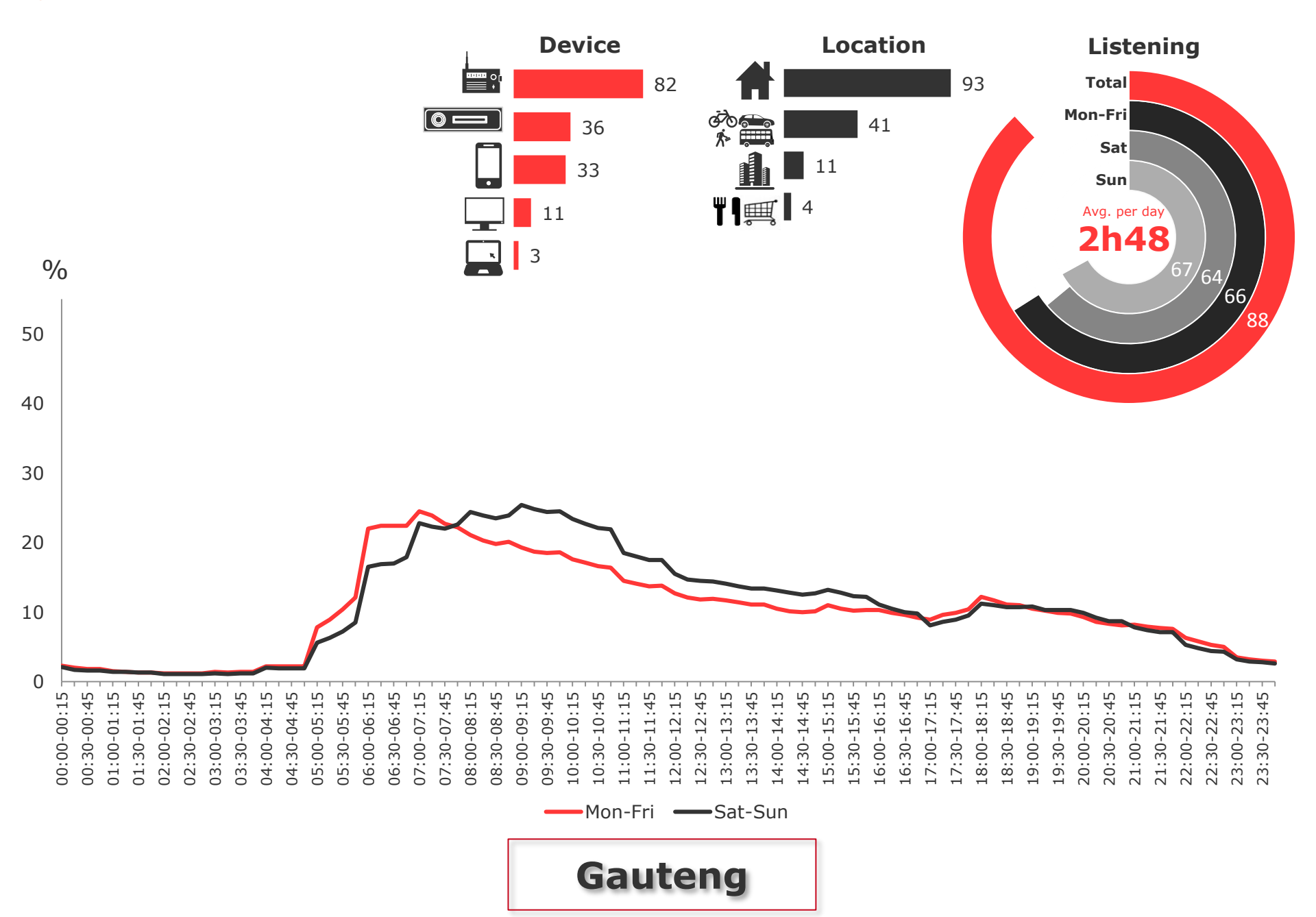


Share of Listening

(% of 3.1b listening minutes a week)



Source: BRC RAM™ Jan'18-Jun'18 (n=1,320); Apr'18-Sep'18 (n=1,292)



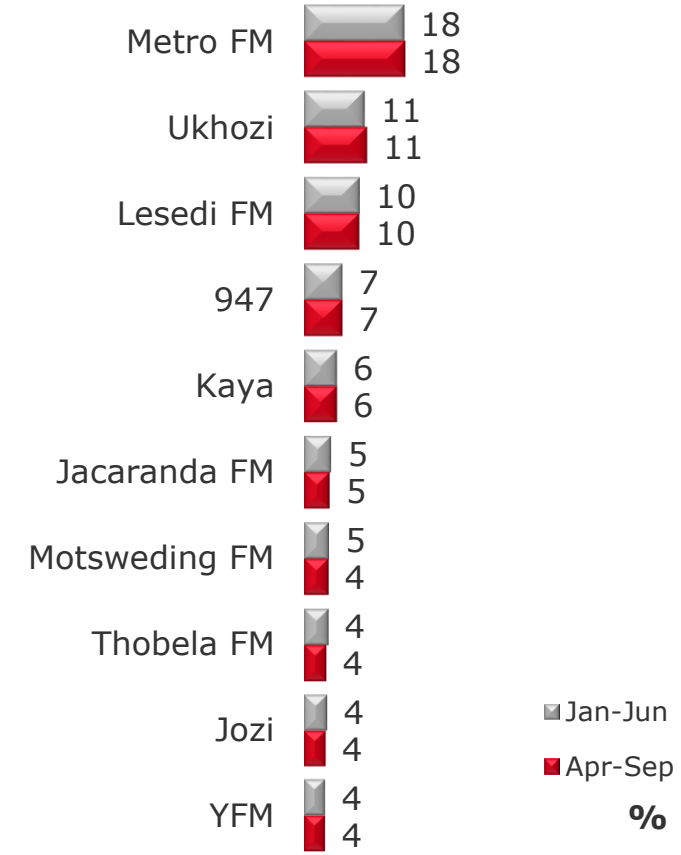
Gauteng

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
Source: BRC RAM™ Apr'18-Sep'18 (Gauteng: n=10,654)

GAUTENG - SHARE

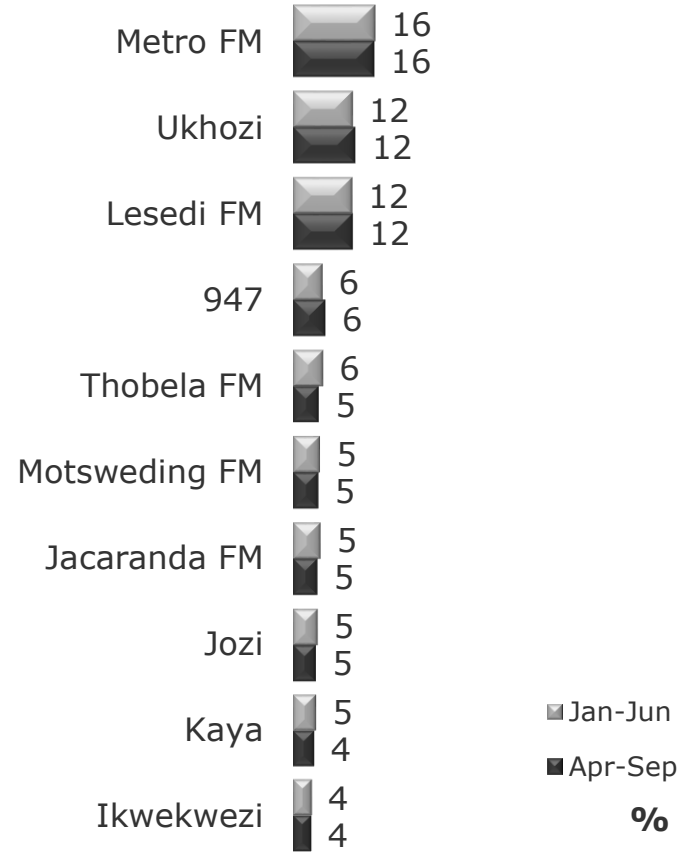
Share of Audience

(% of 9.0m listeners who listen in a week)

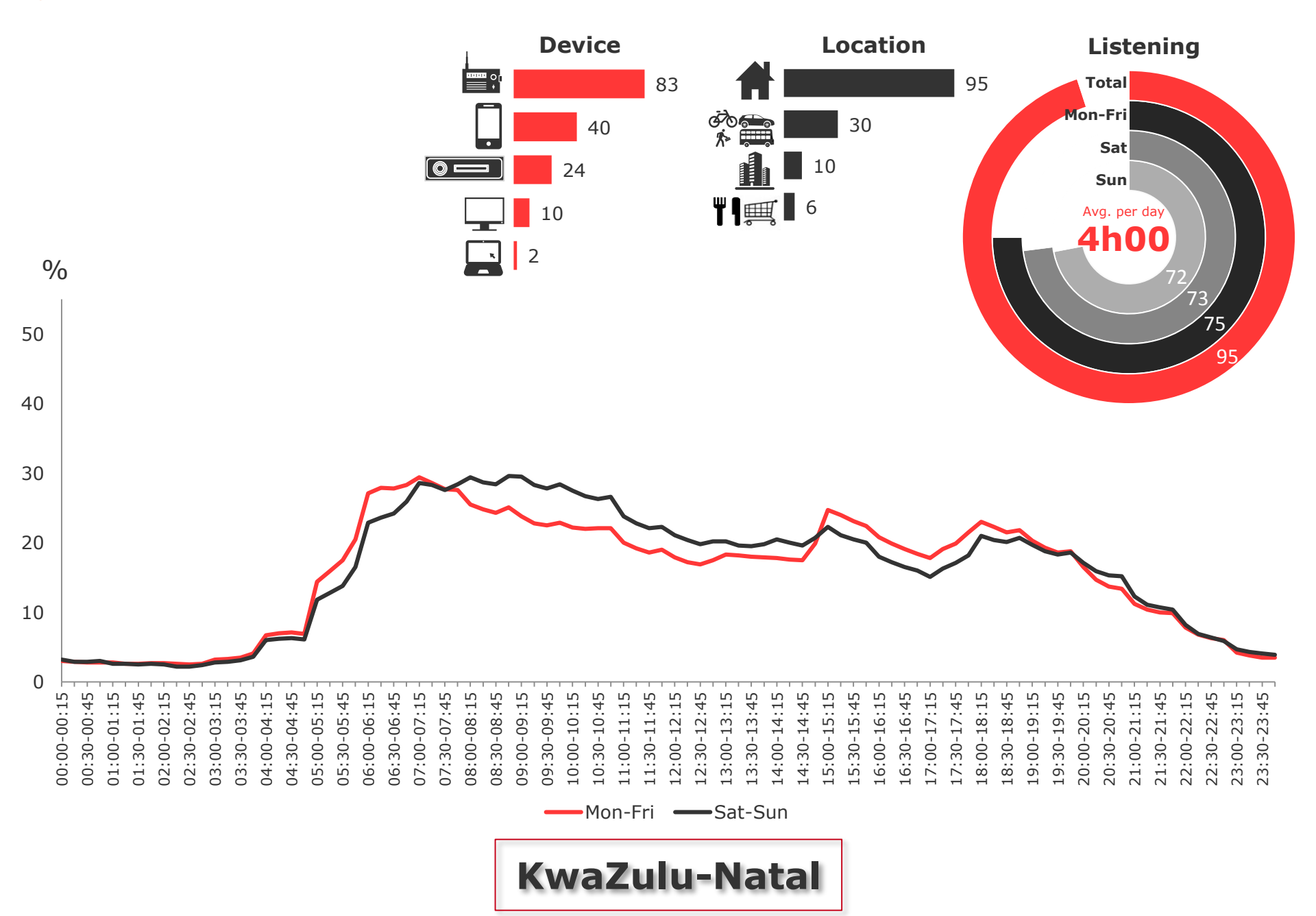


Share of Listening

(% of 10.7b listening minutes a week)



Source: BRC RAM™ Jan'18-Jun'18 (n=10,591); Apr'18-Sep'18 (n=10,654)



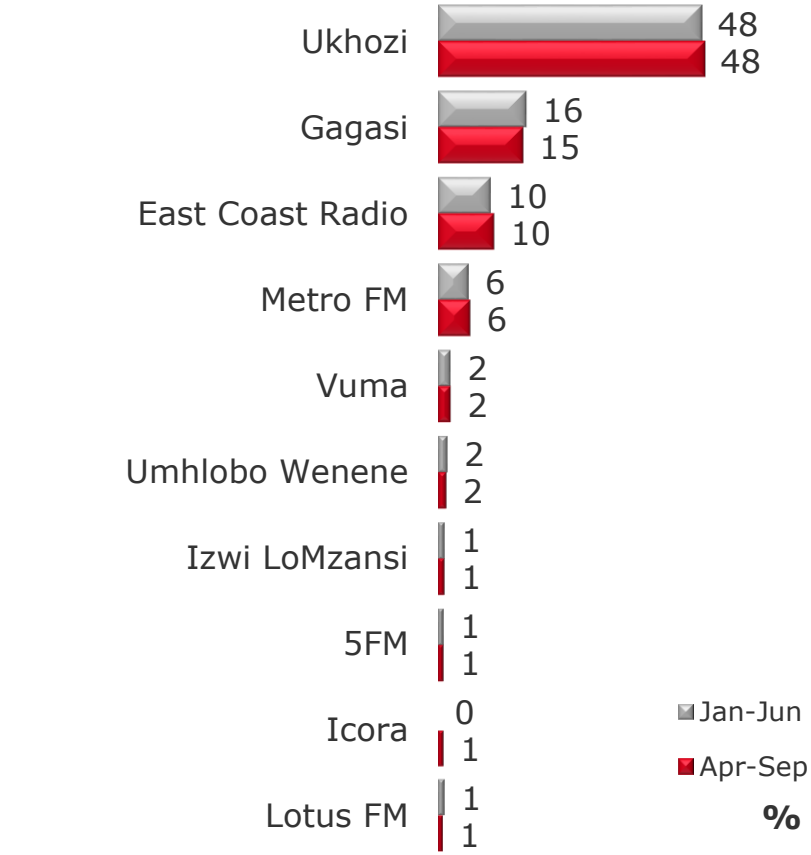
KwaZulu-Natal

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
Source: BRC RAM™ Apr'18-Sep'18 (KwaZulu-Natal: n=4,531)

KWAZULU-NATAL - SHARE

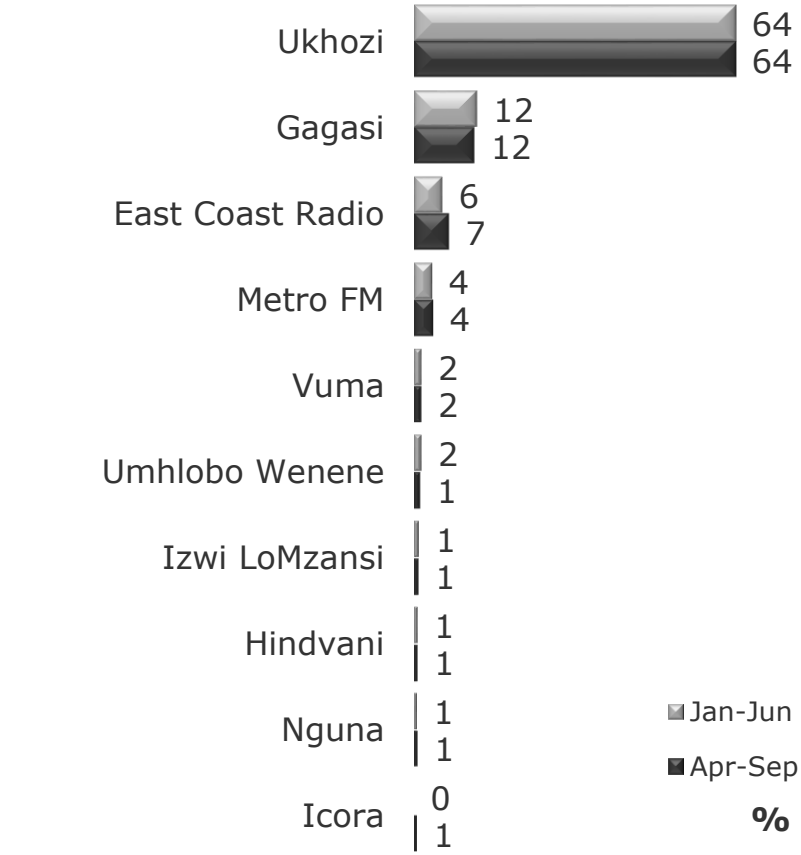
Share of Audience

(% of 7.2m listeners who listen in a week)

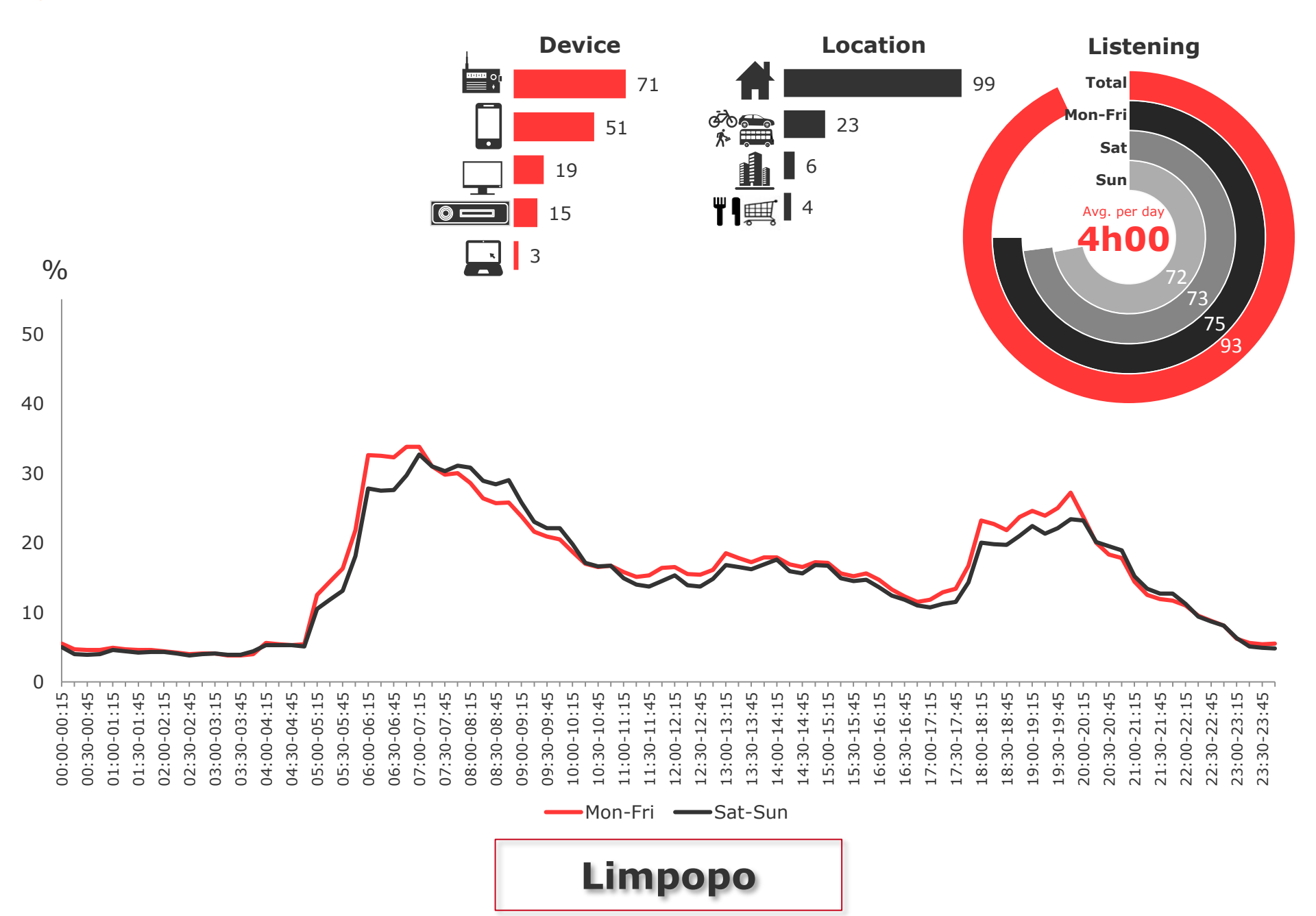


Share of Listening

(% of 12.1b listening minutes a week)



Source: BRC RAM™ Jan'18-Jun'18 (n=4,640); Apr'18-Sep'18 (n=4,531)



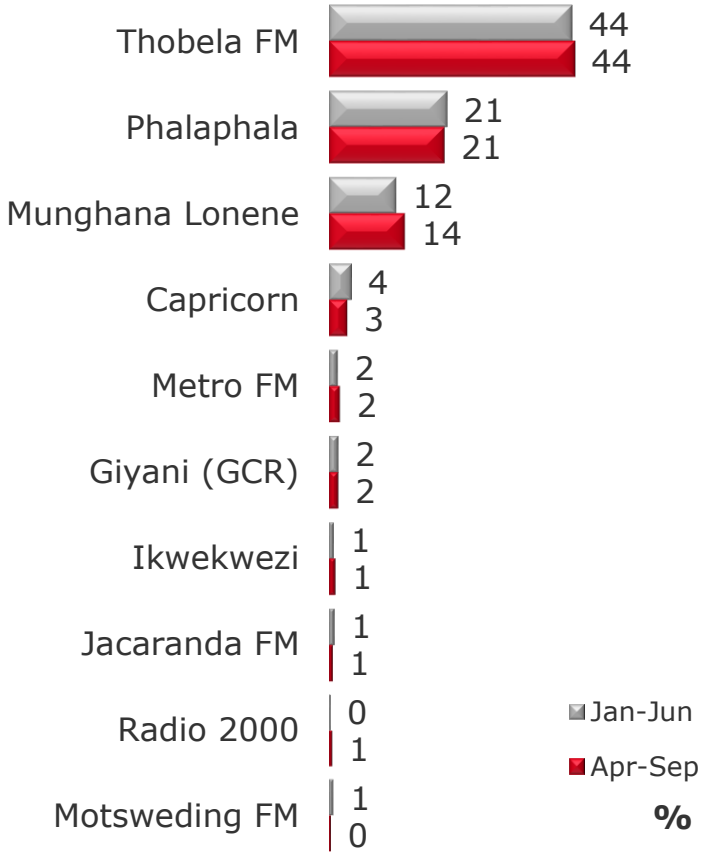
Limpopo

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
Source: BRC RAM™ Apr'18-Sep'18 (Limpopo: n=2,192)

LIMPOPO - SHARE

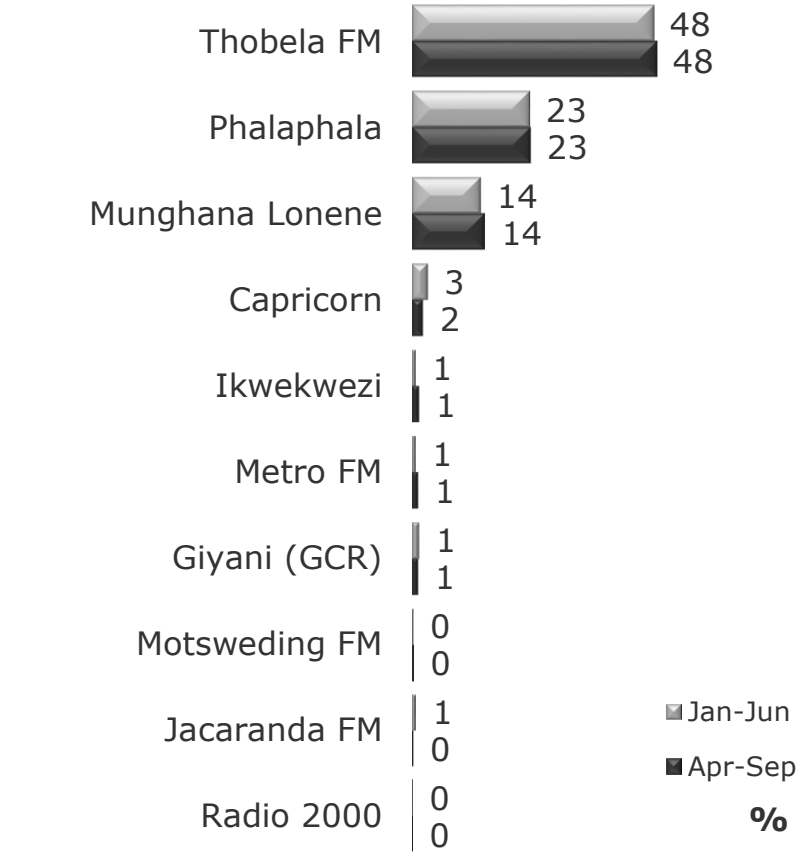
Share of Audience

(% of 3.6m listeners who listen in a week)

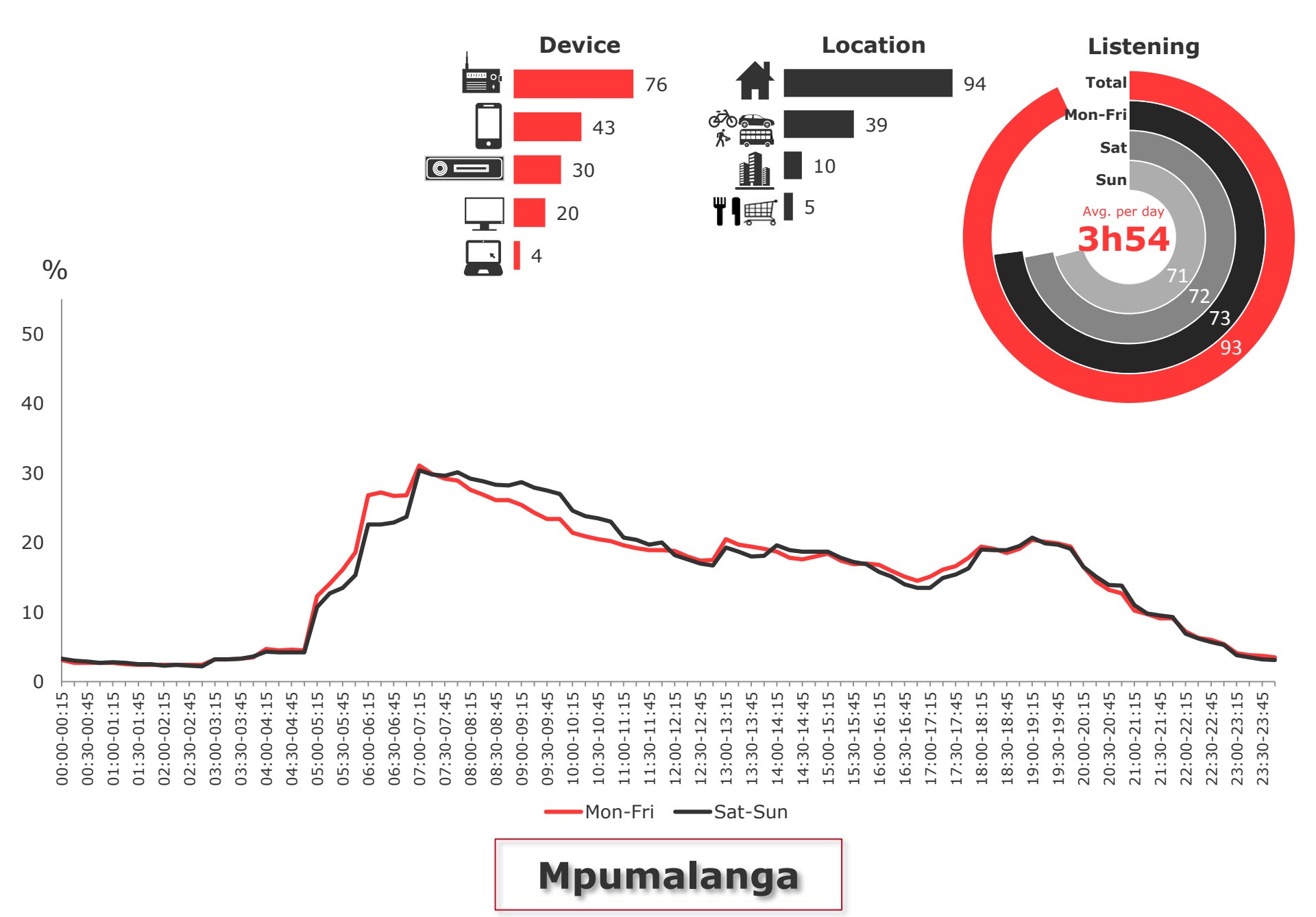


Share of Listening

(% of 6.0b listening minutes a week)



Source: BRC RAM™ Jan'18-Jun'18 (n=2,207); Apr'18-Sep'18 (n=2,192)



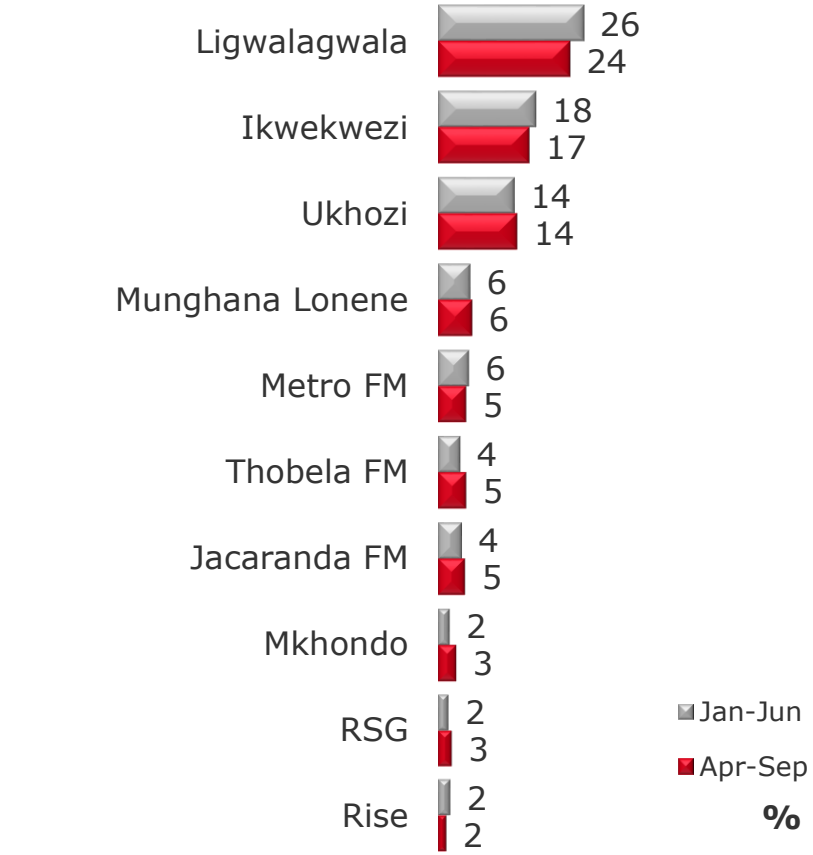
Mpumalanga

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
Source: BRC RAM™ Apr'18-Sep'18 (Mpumalanga: n=1,554)

MPUMALANGA - SHARE

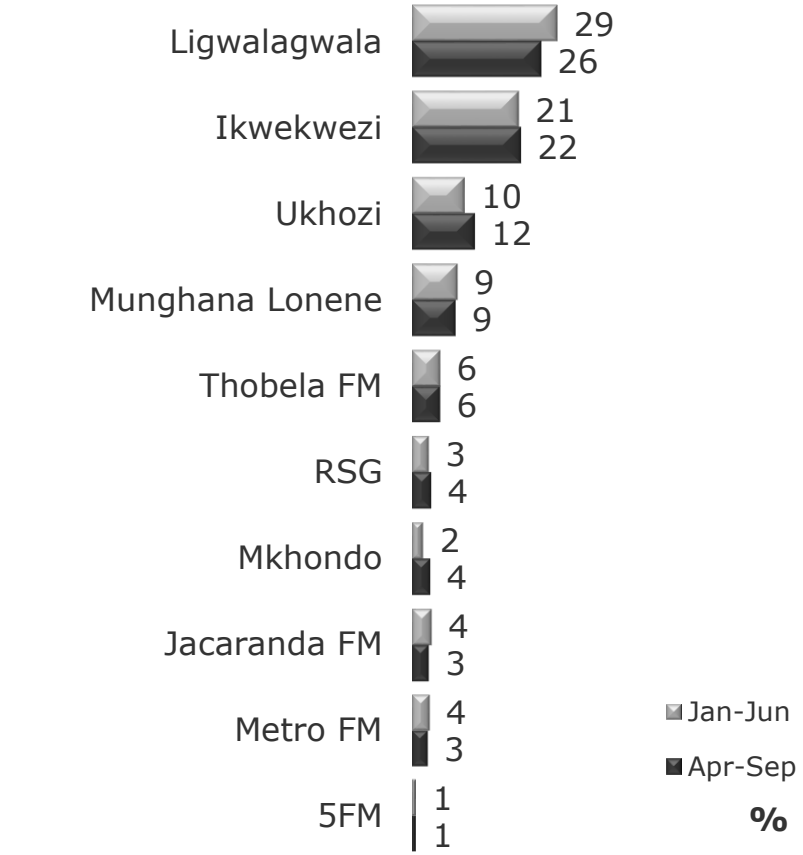
Share of Audience

(% of 2.8m listeners who listen in a week)

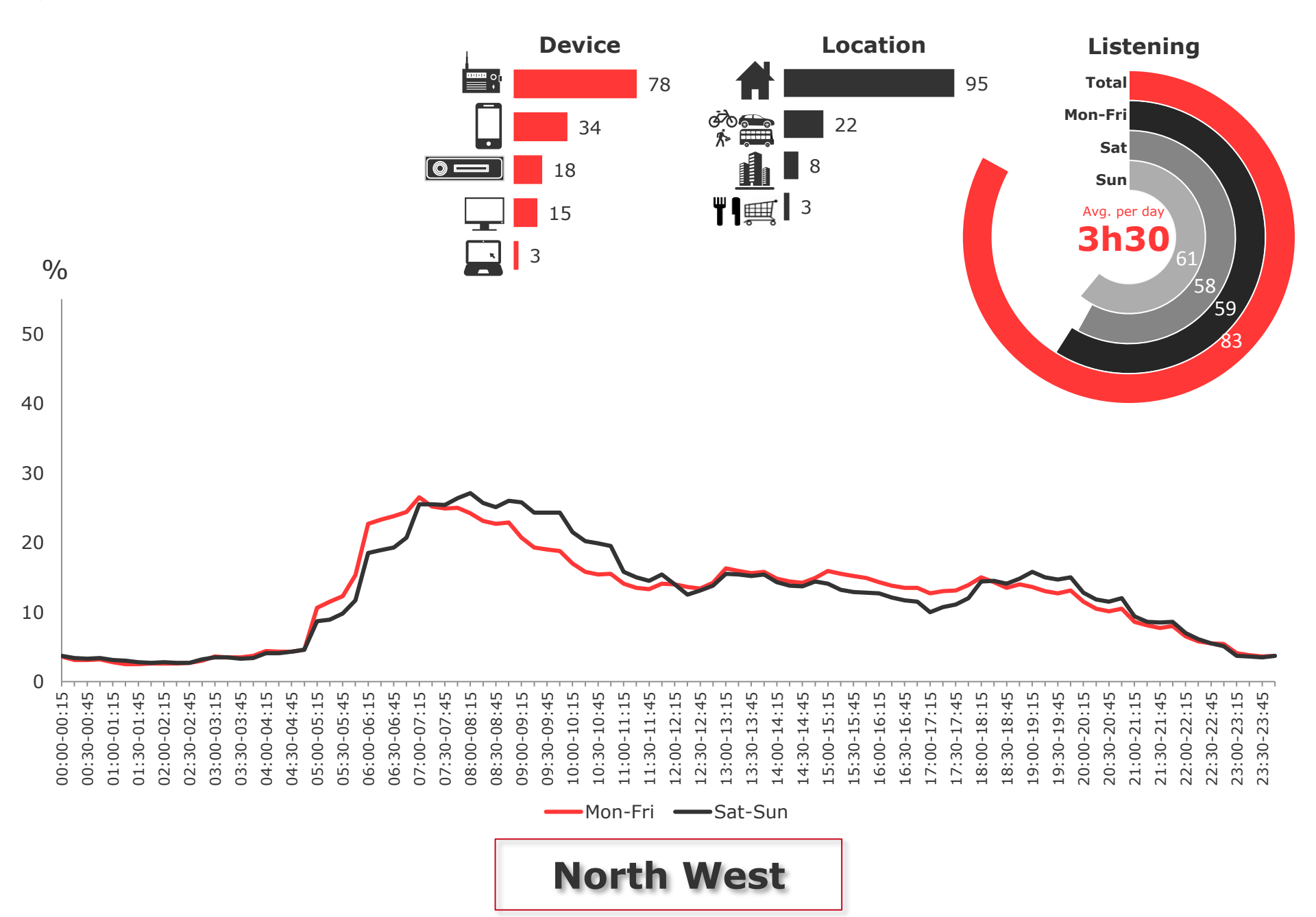


Share of Listening

(% of 4.5b listening minutes a week)



Source: BRC RAM™ Jan'18-Jun'18 (n=1,514); Apr'18-Sep'18 (n=1,554)



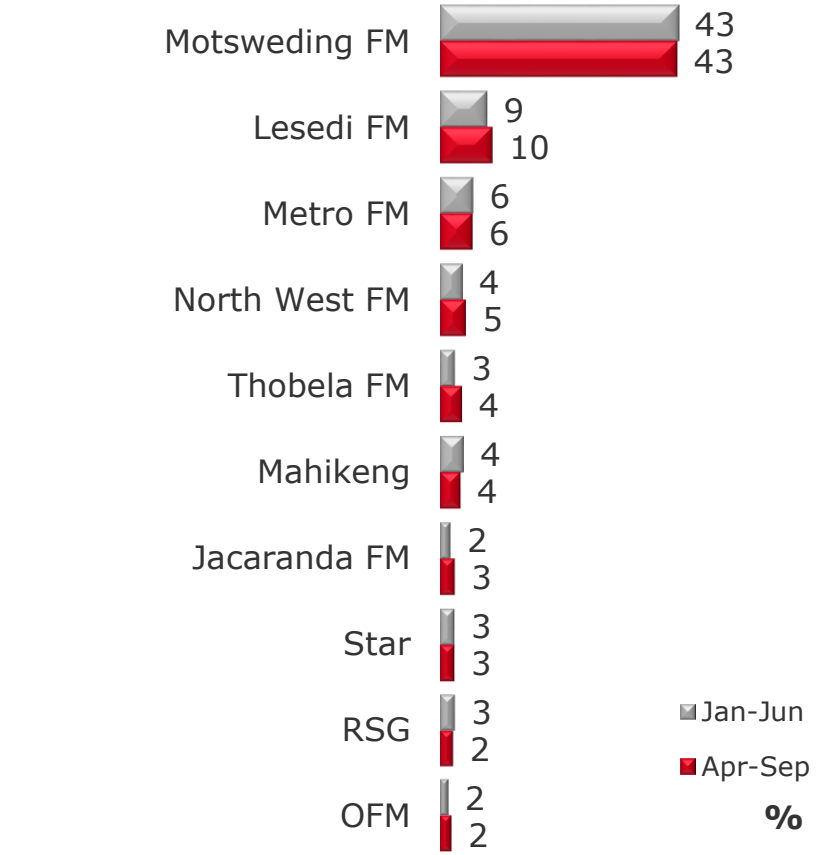
North West

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
Source: BRC RAM™ Apr'18-Sep'18 (North West: n=1,188)

NORTH WEST - SHARE

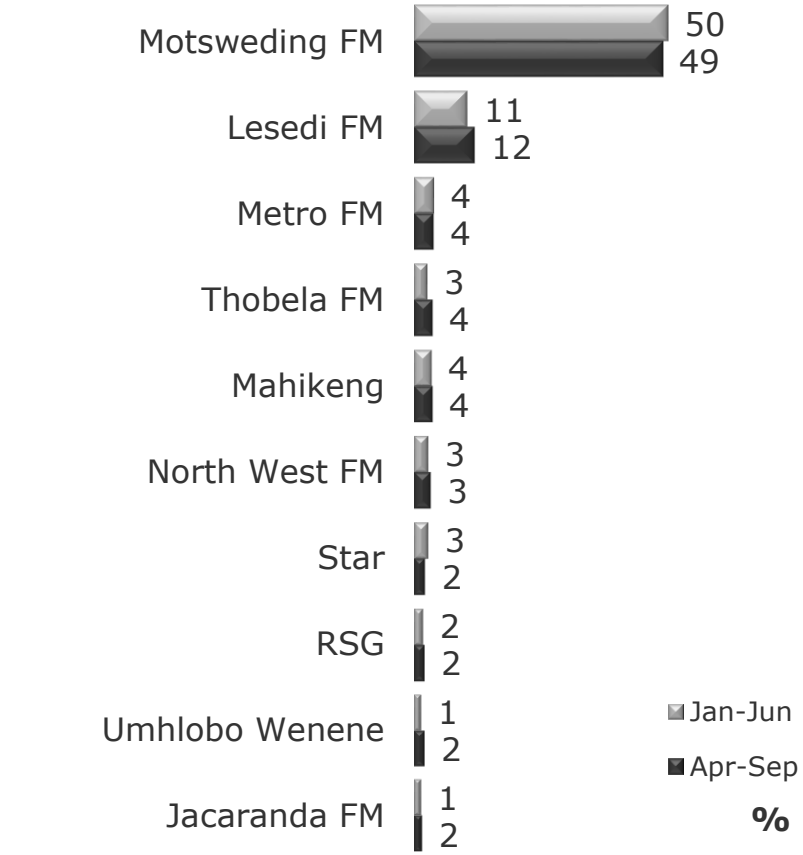
Share of Audience

(% of 2.2m listeners who listen in a week)

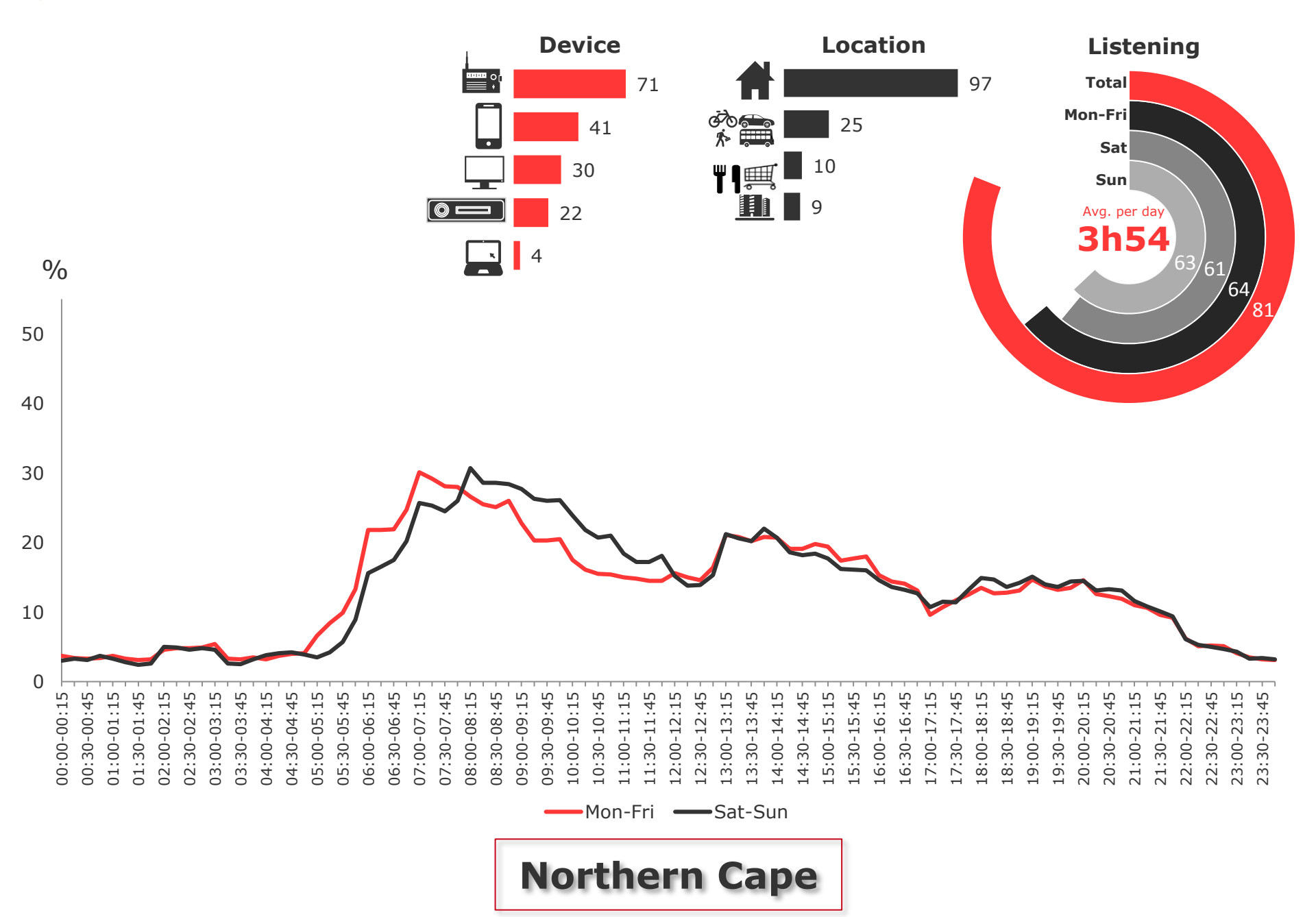


Share of Listening

(% of 3.3b listening minutes a week)



Source: BRC RAM™ Jan'18-Jun'18 (n=1,185); Apr'18-Sep'18 (n=1,188)



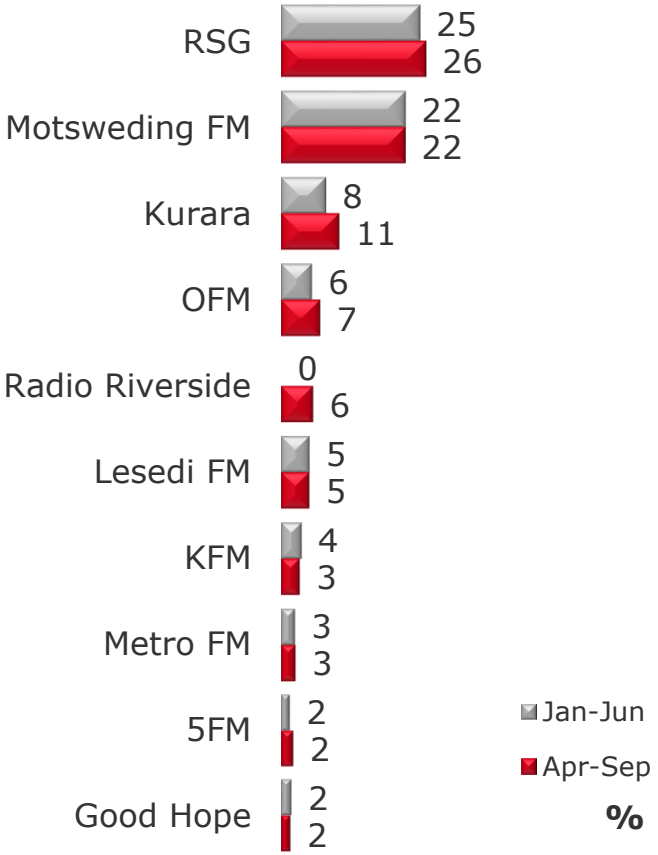
Northern Cape

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
Source: BRC RAM™ Apr'18-Sep'18 (Northern Cape: n=548)

NORTHERN CAPE - SHARE

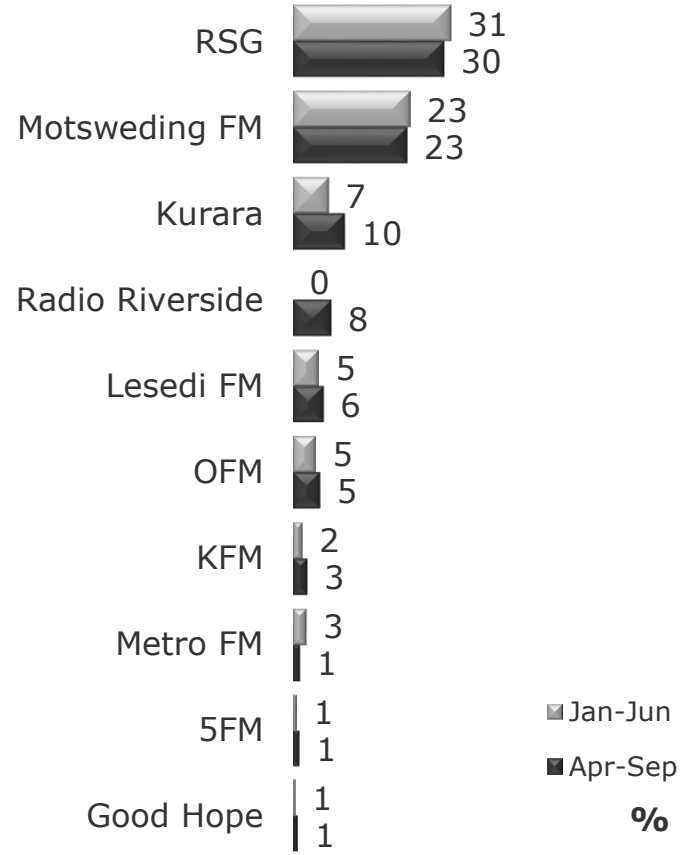
Share of Audience

(% of 0.712m listeners who listen in a week)

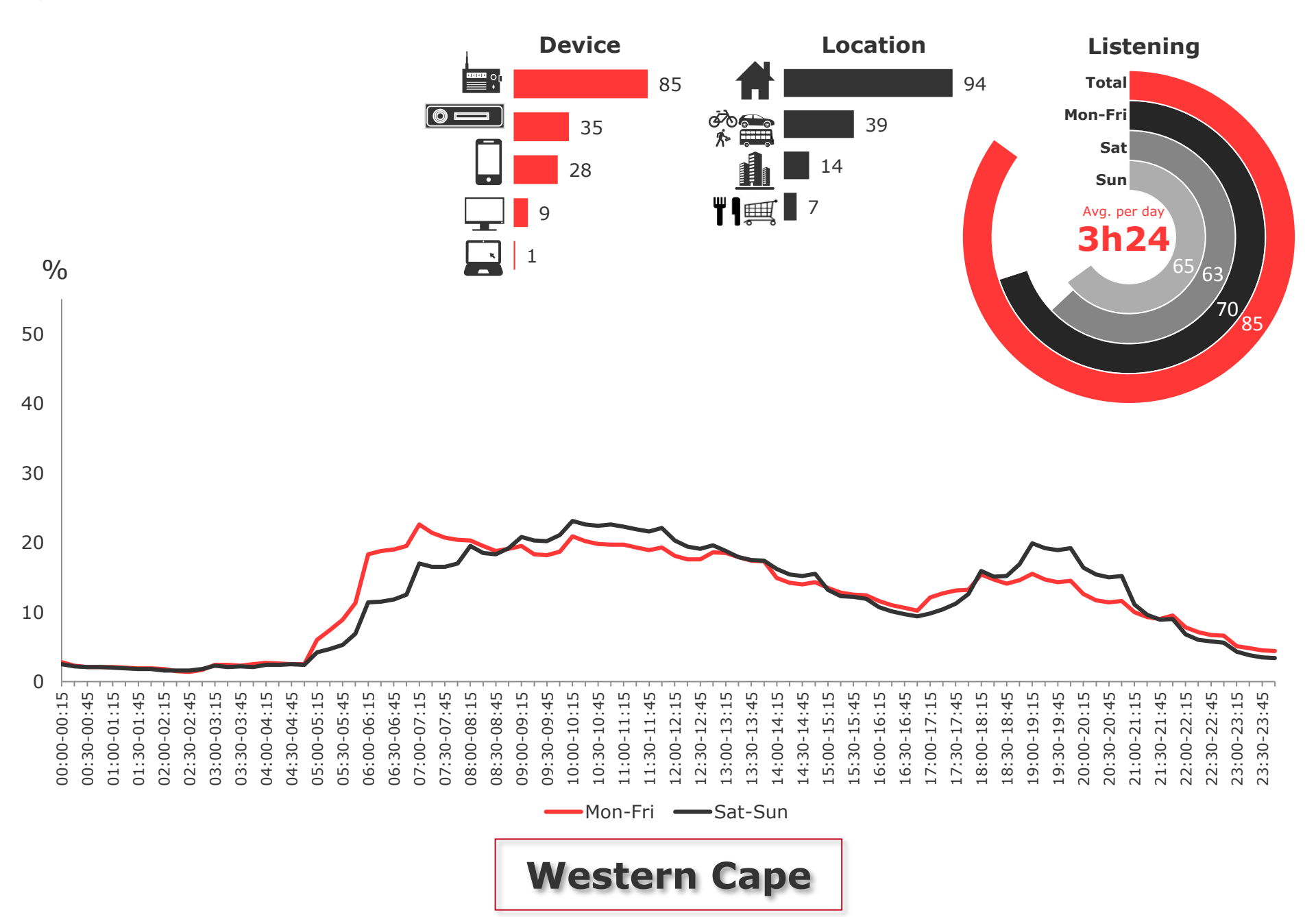


Share of Listening

(% of 1.2b listening minutes a week)



Source: BRC RAM™ Jan'18-Jun'18 (n=575); Apr'18-Sep'18 (n=548)



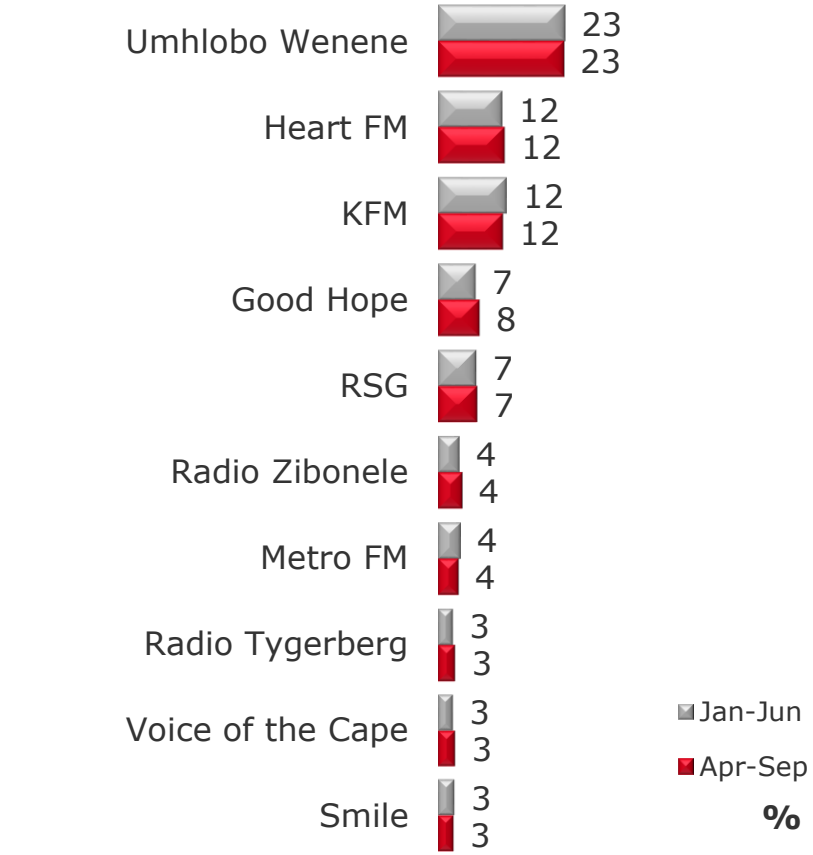
Western Cape

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
Source: BRC RAM™ Apr'18-Sep'18 (Western Cape: n=4,427)

WESTERN CAPE - SHARE

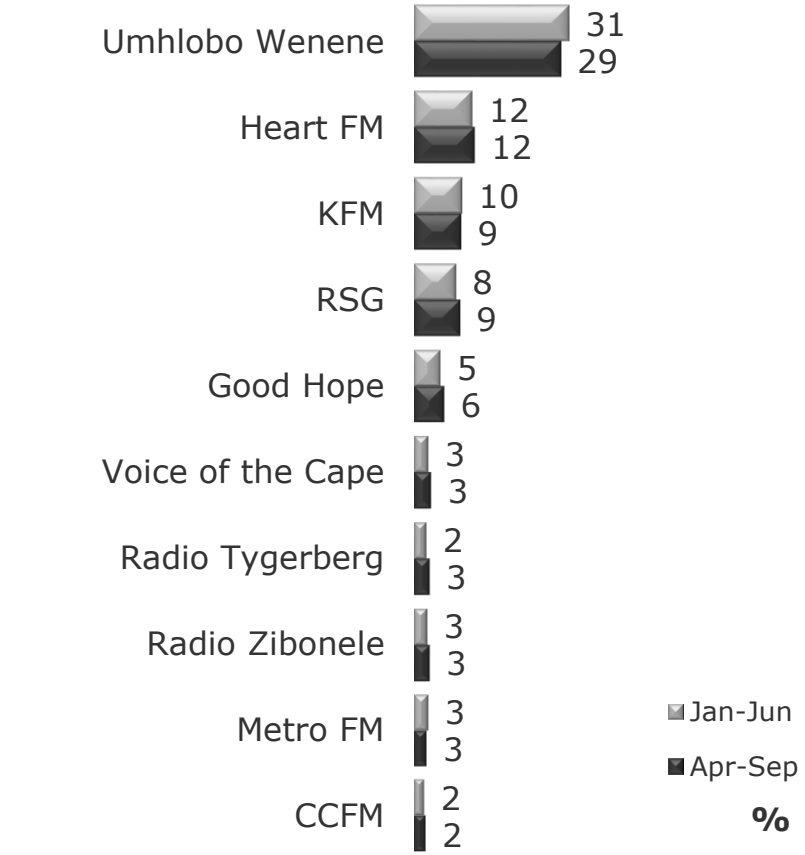
Share of Audience

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



Share of Listening

(% of 5.9b listening minutes a week)



Source: BRC RAM™ Jan'18-Jun'18 (n=4,422); Apr'18-Sep'18 (n=4,427)

KEY STATION MEASURES (THE CURRENCY)

JAN'18-JUN'18
APR'18-SEP'18

SIGNIFICANCE CALCULATOR

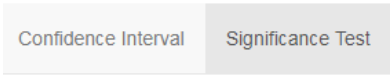
JAN'18-JUN’18
APR’18-SEP’18

THE BRC RAM SIGNIFICANCE CALCULATOR

How do I know if the results for my Station Listenership has **significantly increased** or **decreased** from **Jan'18–Jun'18** to **Apr'18-Sep'18?**

1. Go to the BRC website: www.brcsa.org.za

2. On the Menu, hover with your mouse over the Radio Research and click on the BRC RAM Significance Calculator



3. On the top left hand side of the screen, choose the tab called **"Significance Test"**

4. Look under the most recent BRC RAM surveys and choose the 2 Survey Periods you want to compare
eg. Survey Period 1: Jan'18 – Jun'18 & Survey Period 2: Apr'18 – Sep18

5.1 For Survey Period 1: Jan'18 – Jun'18

- Choose the Sample Size, n=30 440
- Choose the Population Size, n=39 473
- Choose your Station Listeners from your report in '000s

5.2 For Survey Period 2: Apr'18 – Sep'18

- Choose the Sample Size, n=30 418
- Choose the Population Size, n=40 073
- Choose your Station Listeners from your report in '000s

6. Follow the instructions and:

- Input the Sample Size, Population Size and your Station Listeners for Period 1
- Input the Sample Size, Population Size and your Station Listeners for Period 2
- Press Enter

7. Look under Results for the Output:

- "The change in listenership is **Not Significant** at the 95% confidence level" OR
- "The change in listenership is **Significantly Lower** at the 95% confidence level"
  OR
- "The change in listenership is **Significantly Higher** at the 95% confidence level"

KEY STATION MEASURES

Commercial and PBS

	Avg. **daily** cume (Mon-Sun) ('000s)		One **week** cume ('000s)	
	Jan'18-Jun'18	**Apr'18-Sep'18**	**Jan'18-Jun'18**	**Apr'18-Sep'18**
Ukhozi	5,327	5,452	7,504	7,603
Umhlobo Wenene	3,856	3,847	5,394	5,307
Metro FM	2,436	2,379	4,267	4,211
Thobela FM	1,978	2,001	2,643	2,672
Lesedi FM	2,063	1,999	3,084	3,052
Motsweding FM	1,523	1,444	2,356	2,224
Gagasi	1,012	1,009	1,654	1,602
RSG	959	932	1,339	1,299
Munghana Lonene	727	833	985	1,115
Ikwekwezi	823	778	1,125	1,057

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418)

KEY STATION MEASURES

Commercial and PBS

	Exclusive listeners (%)		Avg. hrs p.d	
	Jan'18-Jun'18	Apr'18-Sep'18	Jan'18-Jun'18	Apr'18-Sep'18
Ukhozi	54	55	3h06	3h12
Umhlobo Wenene	58	59	3h06	3h06
Metro FM	30	32	1h42	1h36
Thobela FM	76	77	3h24	3h24
Lesedi FM	54	57	3h12	3h00
Motsweding FM	50	55	2h48	2h42
Gagasi	33	32	2h12	2h12
RSG	47	49	3h00	2h54
Munghana Lonene	79	81	3h30	3h18
Ikwekwezi	48	57	3h12	3h12

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS

	Avg. **daily** cume (Mon-Sun) ('000s)		One **week** cume ('000s)	
	Jan'18-Jun'18	**Apr'18-Sep'18**	**Jan'18-Jun'18**	**Apr'18-Sep'18**
Phalaphala	721	753	984	992
Ligwalagwala	814	727	1,161	1,076
East Coast Radio	644	708	1,032	1,078
947	647	659	994	985
Jacaranda FM	645	587	985	967
Heart FM	503	511	715	748
KFM	515	501	806	764
Kaya	515	481	897	865
5FM	384	373	670	679
YFM	358	348	603	580

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418)

KEY STATION MEASURES

Commercial and PBS

	Exclusive listeners (%)		Avg. hrs p.d	
	Jan'18-Jun'18	Apr'18-Sep'18	Jan'18-Jun'18	Apr'18-Sep'18
Phalaphala	87	85	3h36	3h42
Ligwalagwala	56	55	2h54	2h42
East Coast Radio	46	55	1h42	2h00
947	37	36	1h36	1h42
Jacaranda FM	45	48	2h06	1h48
Heart FM	49	47	2h18	2h18
KFM	40	38	1h48	1h54
Kaya	20	22	1h24	1h18
5FM	26	26	1h18	1h18
YFM	29	32	1h30	1h36

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS

	Avg. **daily** cume (Mon-Sun) ('000s)		One **week** cume ('000s)	
	Jan'18-Jun'18	**Apr'18-Sep'18**	**Jan'18-Jun'18**	**Apr'18-Sep'18**
702	298	319	479	524
Good Hope	257	289	441	487
Algoa FM	296	272	455	410
Radio 2000	221	256	393	465
OFM	127	145	205	241
Vuma	136	140	239	236
Capricorn	147	125	221	174
Smile	133	110	187	175
trufm	98	102	195	194
SAfm	80	86	161	147

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418)

KEY STATION MEASURES

Commercial and PBS

	Exclusive listeners (%)		Avg. hrs p.d	
	Jan'18-Jun'18	Apr'18-Sep'18	Jan'18-Jun'18	Apr'18-Sep'18
702	28	20	1h30	1h30
Good Hope	33	36	1h42	1h48
Algoa FM	53	48	2h06	1h42
Radio 2000	23	19	1h42	1h36
OFM	37	44	2h30	2h18
Vuma	8	7	1h48	1h48
Capricorn	40	45	2h36	2h30
Smile	61	47	1h30	1h18
trufm	2	4	1h36	2h00
SAfm	13	12	1h12	1h24

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS

	Avg. **daily** cume (Mon-Sun) ('000s)		One **week** cume ('000s)	
	Jan'18-Jun'18	**Apr'18-Sep'18**	**Jan'18-Jun'18**	**Apr'18-Sep'18**
North West FM	63	78	137	146
Lotus FM	90	73	158	127
Power	73	68	126	124
CapeTalk	57	44	76	57
Rise*			88	62
LM Radio*			61	59
Classic FM*			50	60
Magic828 AM*			8	6
X-K FM*			1	5

*Small base station <n=40

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418)

KEY STATION MEASURES

Commercial and PBS

Exclusive listeners (%)

Avg. hrs p.d

	Jan'18-Jun'18	Apr'18-Sep'18	Jan'18-Jun'18	Apr'18-Sep'18
North West FM	39	34	1h54	1h48
Lotus FM	52	49	1h18	1h30
Power	17	26	1h42	1h36
CapeTalk	45	44	2h12	2h12

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418); ranked on Avg. daily cume

KEY STATION MEASURES

Community

	Avg. **daily** cume (Mon-Sun) ('000s)		One **week** cume ('000s)	
	Jan'18-Jun'18	**Apr'18-Sep'18**	**Jan'18-Jun'18**	**Apr'18-Sep'18**
Jozi	376	333	618	551
Voice of the Cape	127	142	165	190
Kasie	99	124	185	212
Radio Tygerberg	115	121	165	187
Radio Zibonele	99	115	238	269
CCFM	104	109	157	159
Alfred Nzo	69	107	131	179
Mkhondo	76	104	111	155
Thetha	87	90	177	179
Voice of Tembisa	78	84	137	152

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418)

KEY STATION MEASURES

Community

	Exclusive listeners (%)		Avg. hrs p.d	
	Jan'18-Jun'18	Apr'18-Sep'18	Jan'18-Jun'18	Apr'18-Sep'18
Jozi	35	35	2h06	2h06
Voice of the Cape	48	41	2h18	2h30
Kasie	6	12	1h06	1h18
Radio Tygerberg	42	33	2h06	2h18
Radio Zibonele	13	17	1h30	1h36
CCFM	38	39	1h48	2h06
Alfred Nzo	12	18	2h00	2h12
Mkhondo	27	15	2h36	2h54
Thetha	40	47	1h30	1h42
Voice of Tembisa	28	20	1h42	1h36

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418); ranked on Avg. daily cume

KEY STATION MEASURES

Community

	Avg. **daily** cume (Mon-Sun) ('000s)		One **week** cume ('000s)	
	Jan'18-Jun'18	**Apr'18-Sep'18**	**Jan'18-Jun'18**	**Apr'18-Sep'18**
Inkonjane	75	82	136	124
Unitra (UCR-FM)	108	82	207	153
Kurara	61	81	84	111
Izwi LoMzansi	77	77	121	120
Moretele	93	75	140	113
Kouga	0	72	42	87
Mahikeng	83	70	141	114
Forte	91	68	157	120
Eden	88	63	126	99
Vukani	61	59	135	113

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418)

KEY STATION MEASURES

Community

	Exclusive listeners (%)		Avg. hrs p.d	
	Jan'18-Jun'18	Apr'18-Sep'18	Jan'18-Jun'18	Apr'18-Sep'18
Inkonjane	16	30	2h00	2h18
Unitra (UCR-FM)	4	1	1h42	1h24
Kurara	50	57	2h48	2h48
Izwi LoMzansi	17	18	2h24	2h18
Moretele	68	74	2h48	3h00
Kouga		31		3h00
Mahikeng	28	17	2h12	2h36
Forte	11	3	1h54	2h12
Eden	46	63	2h24	2h06
Vukani	3	7	1h12	1h30

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418); ranked on Avg. daily cume

KEY STATION MEASURES

Community

	Avg. **daily** cume (Mon-Sun) ('000s)		One **week** cume ('000s)	
	Jan'18-Jun'18	**Apr'18-Sep'18**	**Jan'18-Jun'18**	**Apr'18-Sep'18**
Hindvani	71	53	103	76
Nguna	45	53	88	88
Icora	0	52	57	100
Giyani (GCR)	46	51	70	74
Star	56	48	84	81

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418)

KEY STATION MEASURES

Community

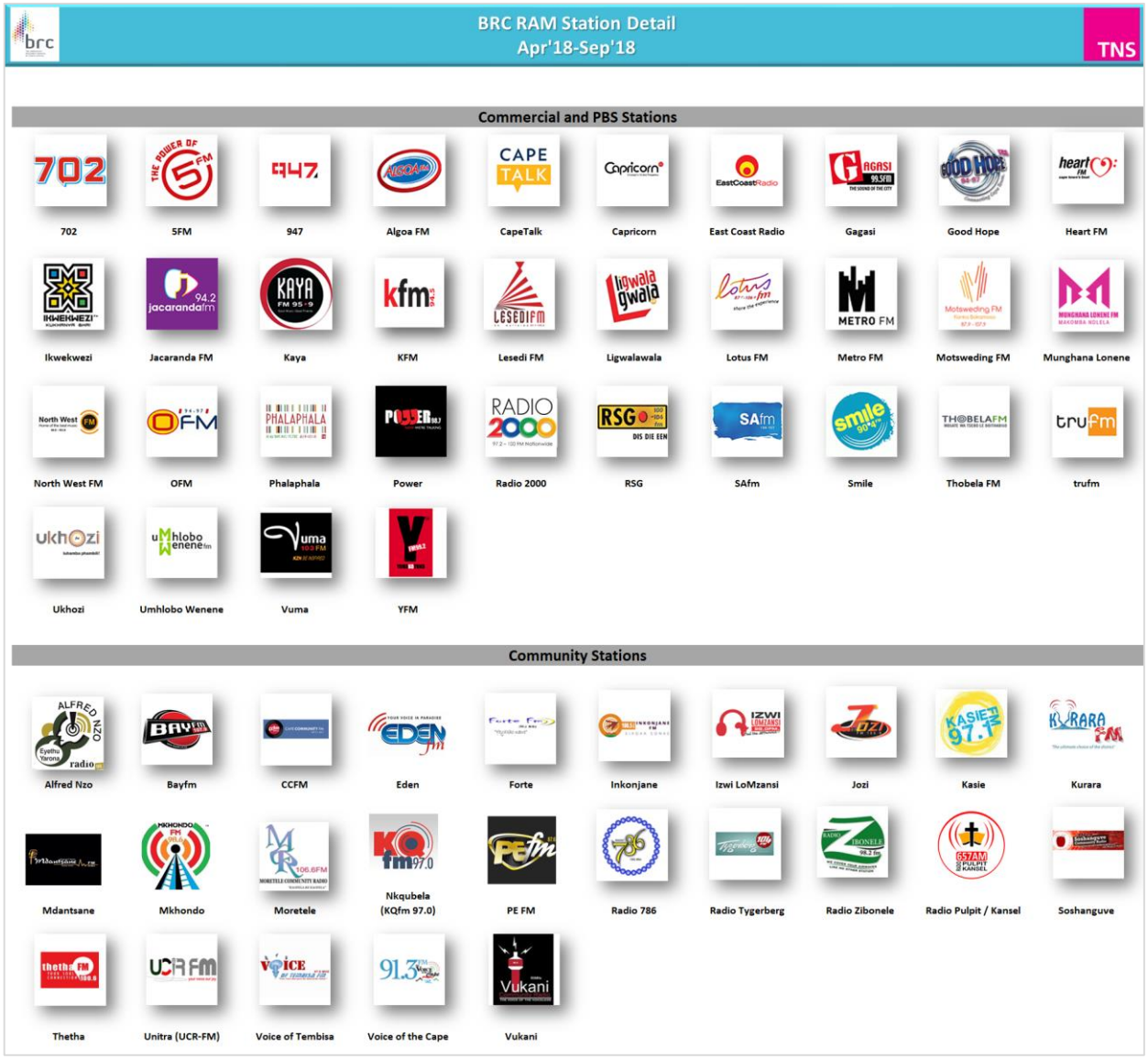
Exclusive listeners (%)

Avg. hrs p.d

	Exclusive listeners (%)		Avg. hrs p.d	
	Jan'18-Jun'18	Apr'18-Sep'18	Jan'18-Jun'18	Apr'18-Sep'18
Hindvani	69	71	2h00	2h36
Nguna	13	9	2h06	2h24
Icora		6		1h54
Giyani (GCR)	71	70	2h48	2h24
Star	36	41	2h48	2h12

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440) and Apr'18-Sep'18 (National: n=30,418); ranked on Avg. daily cume

STATION DASHBOARDS



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

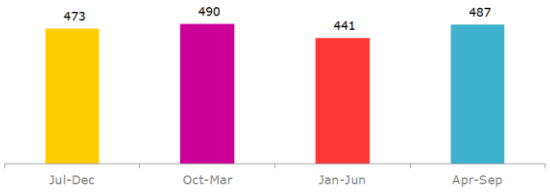
Station

Contents

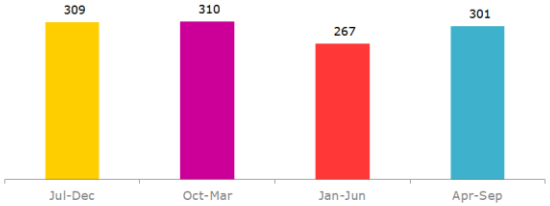
Key Measures (Total audience)

sample= 30 418

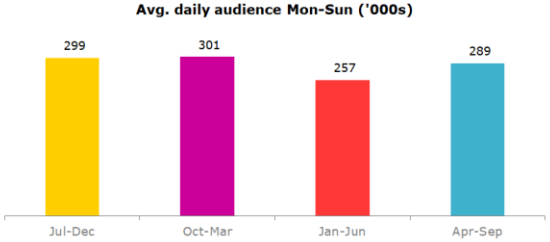
1 week cume ('000s)



Avg. daily audience Mon-Fri ('000s)



Avg. daily audience Mon-Sun ('000s)



Source: BRC RAM Apr'18-Sep'18
Axes may vary between stations and measures
Note: All percentages do not add to 100% due to rounding off

Station listeners (one week cume)

sample= 512

Gender	%
Male	55
Female	45

Age	%
15-24 years	25
25-34 years	28
35-49 years	29
50+ years	18

Race	%
Black	6
White	7
Indian or Asian	1
Coloured	86

Exclusive	%
Listeners	36

Area	%
Metro	74
Small Urban	17
Rural	10

Language (Top 2)	%
Afrikaans	59
English	37

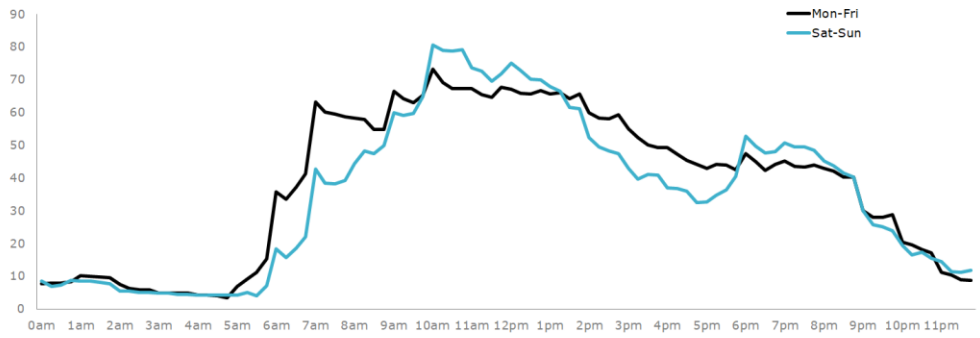
ES SEM	%
SEM 1	-
SEM 2	-
SEM 3	4
SEM 4	3
SEM 5	8
SEM 6	12
SEM 7	21
SEM 8	21
SEM 9	17
SEM 10	13

Province	%
Eastern Cape	1
Free State	-
Gauteng	-
KwaZulu-Natal	-
Limpopo	-
Mpumalanga	-
North West	-
Northern Cape	3
Western Cape	94

Device	%
Radio	78
Cell phone	31
Vehicle radio	31
TV	9
Computer	1

Location	%
Home	86
Vehicle	38
Work/Uni	14
Other	7

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



HAPPY HOLIDAYS!