

BRC RAM™ – AUGUST '18 RELEASE

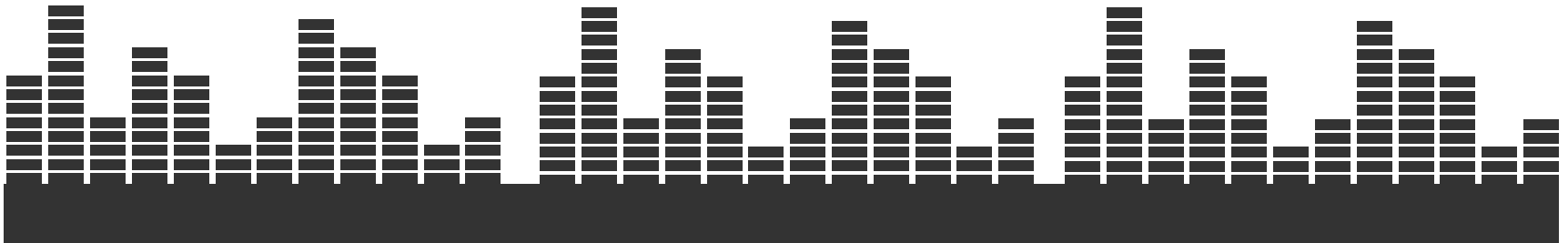


TRENDING...

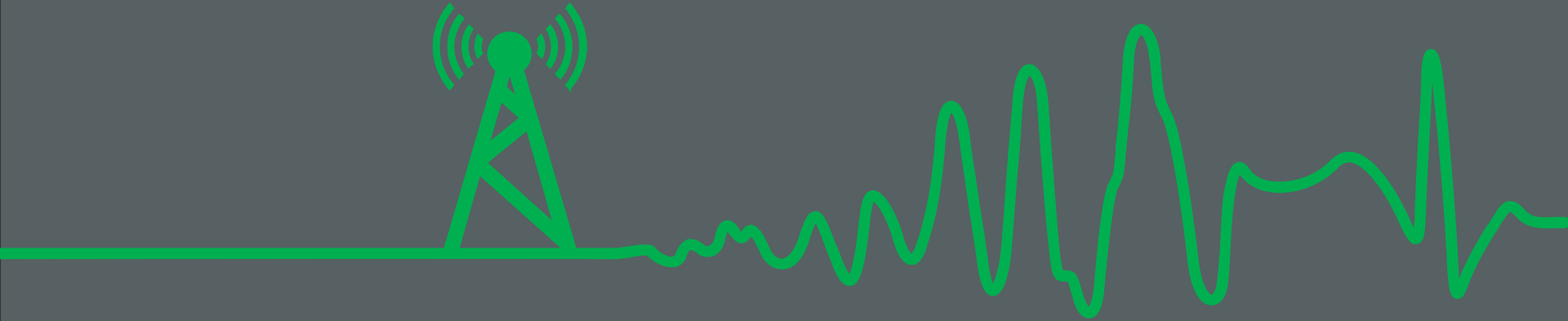


Oct'17-Mar'18 (sample=30,162 diaries)

Jan'18-Jun'18 (sample=30,440 diaries)

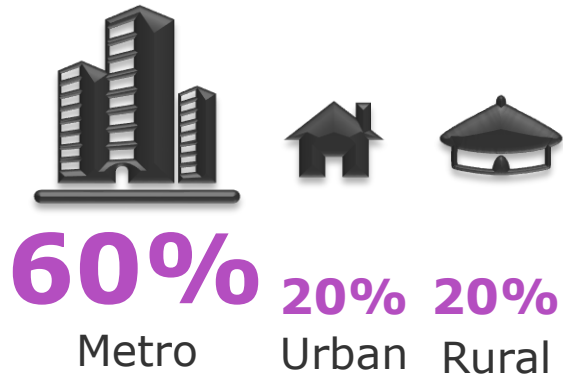


BRC RAM™ – VITAL SIGNS

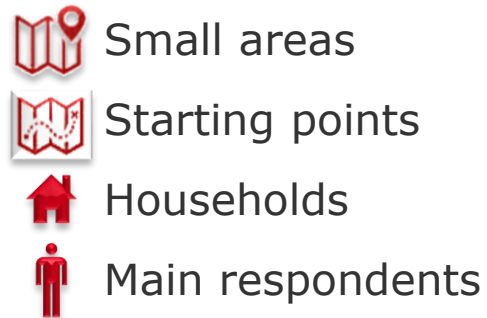


BRC RAM™ AT A GLANCE...

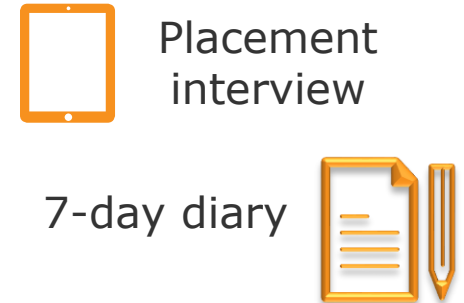
Metro-skewed sample



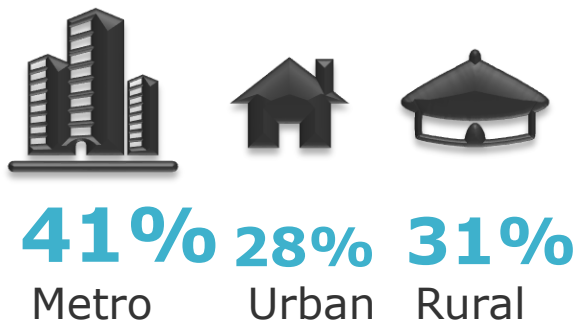
Random selection



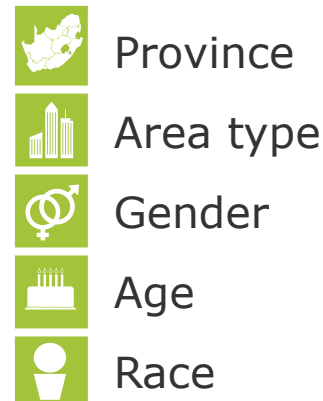
Methodology



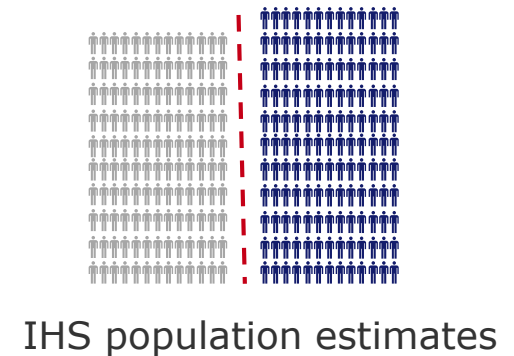
Re-weighted to population



Weighting variables

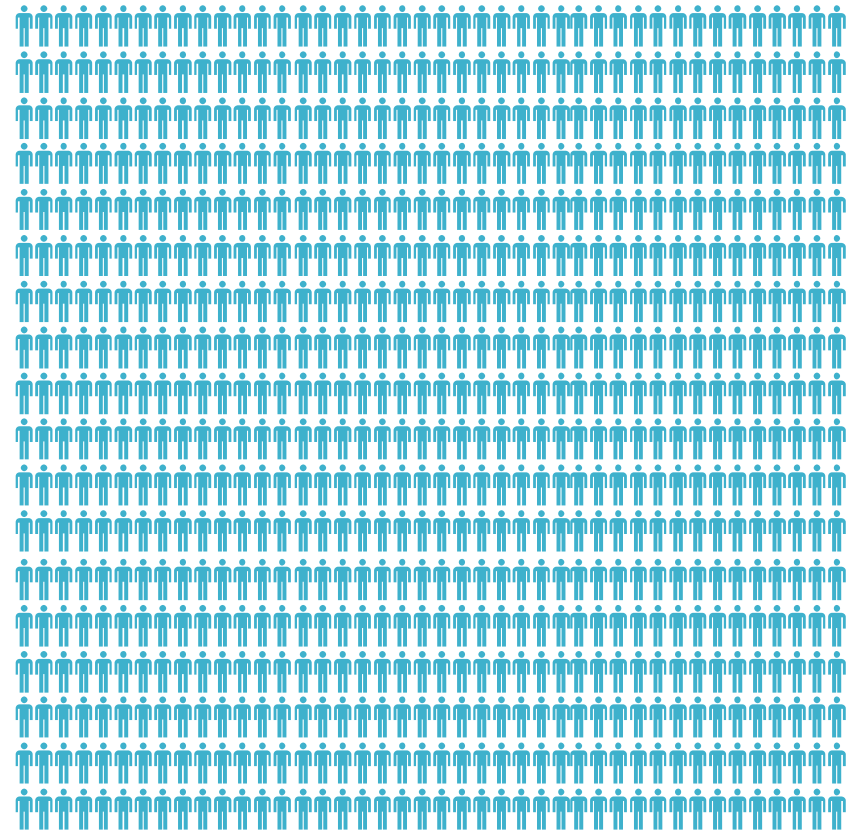


Annual universe update



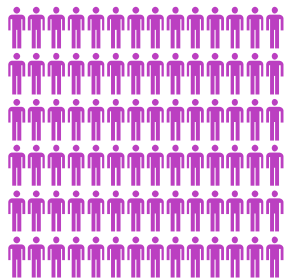
REPRESENTATIVE SAMPLE...

**300,000 households
per annum**



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

**30,000 households
per annum**



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

BRC RAM™ – VITAL SIGNS...

Consistent area split (sample frame)



60% Metro



20% Urban



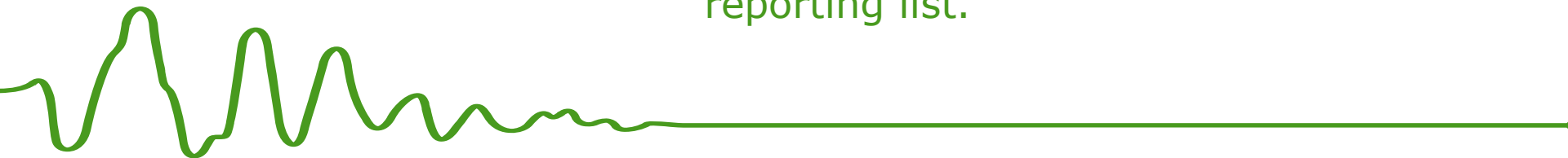
20% Rural

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 Q1Q2 as they have a sample greater than 40, with 7 moving off the reporting list.



BRC RAM™ – VITAL SIGNS...

Population (Age 15+):
39,5 million

Random selection,
household flooding

15,134
Households



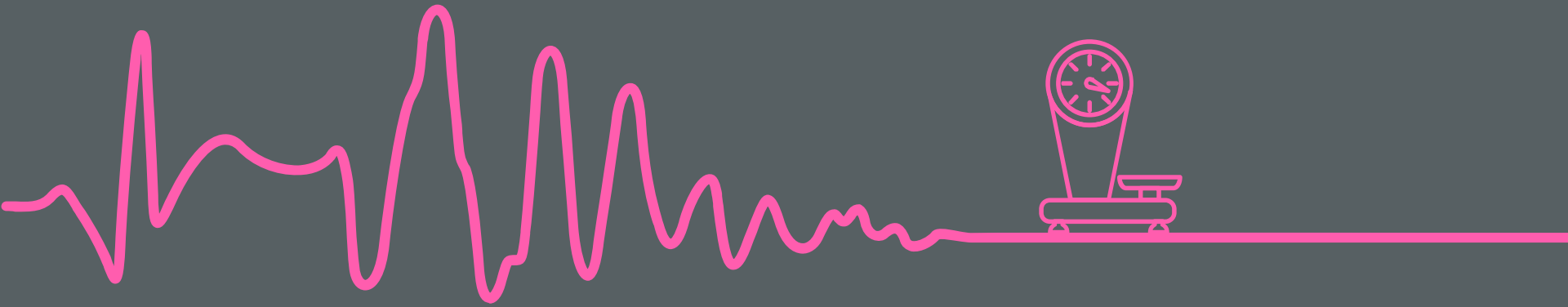
30,440
Individuals



Jan'18-Jun'18 sample

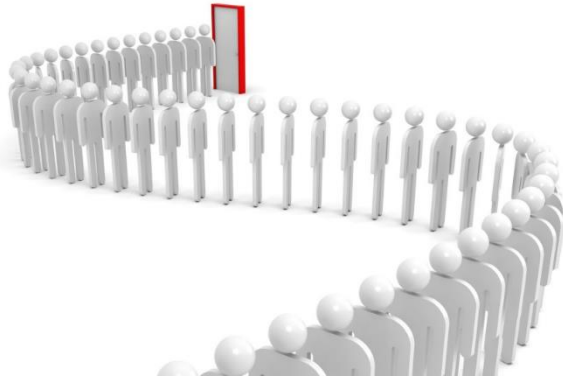


SCRUTINY & WEIGHTING



THE FOUR GATES...

SAMPLE GATE



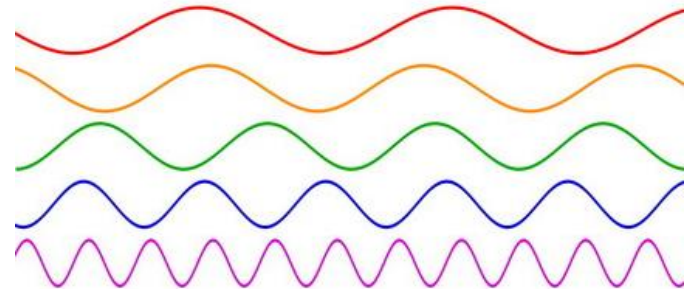
STABILITY GATE



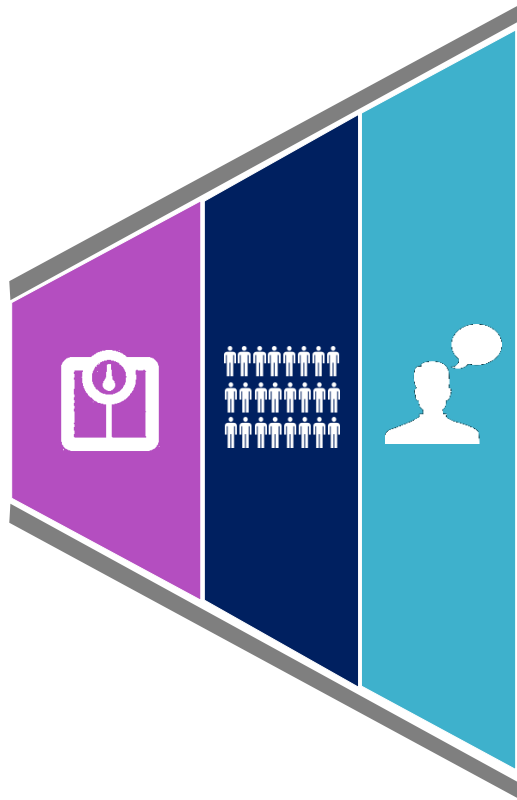
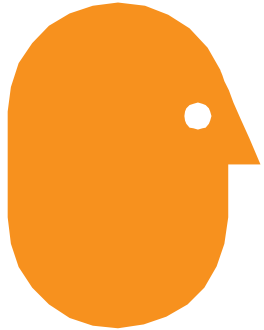
WEIGHTING GATE



STATION CHANGE GATE



REVIEW, EXAMINE, REFINE...



Weighting review



Sampling review



Queries

THE METRO SAMPLE...



Metro

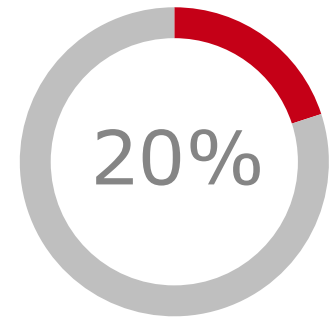
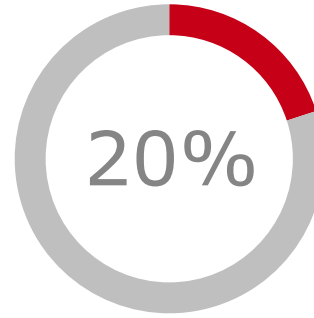
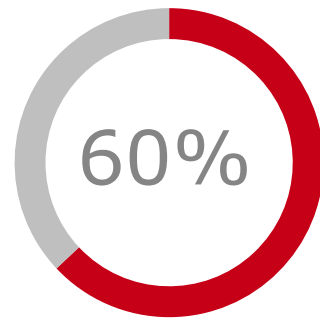


Urban

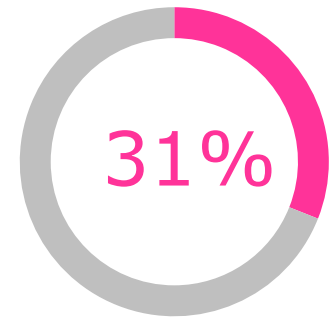
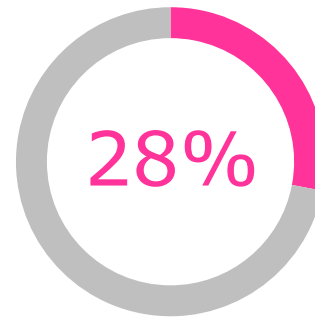
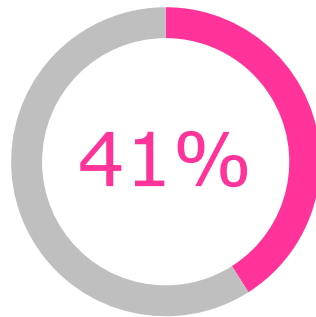


Rural

**Sample
Frame:**



Population:



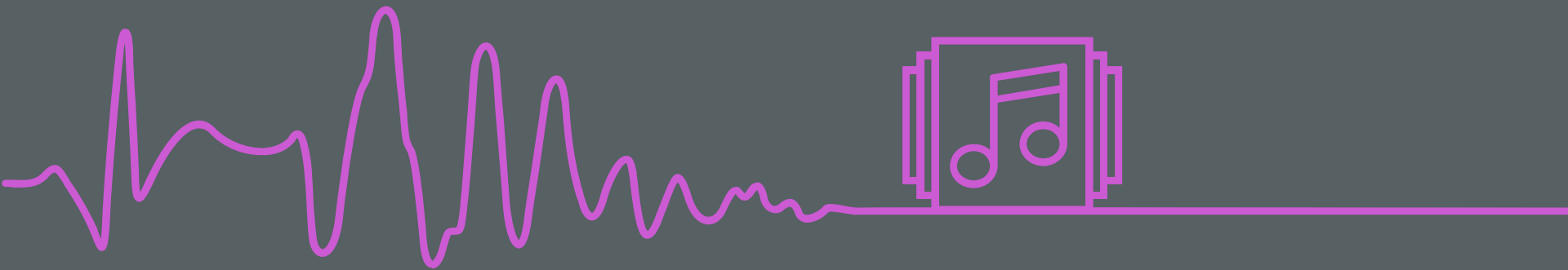
WEIGHTING...



Average weighting efficiency

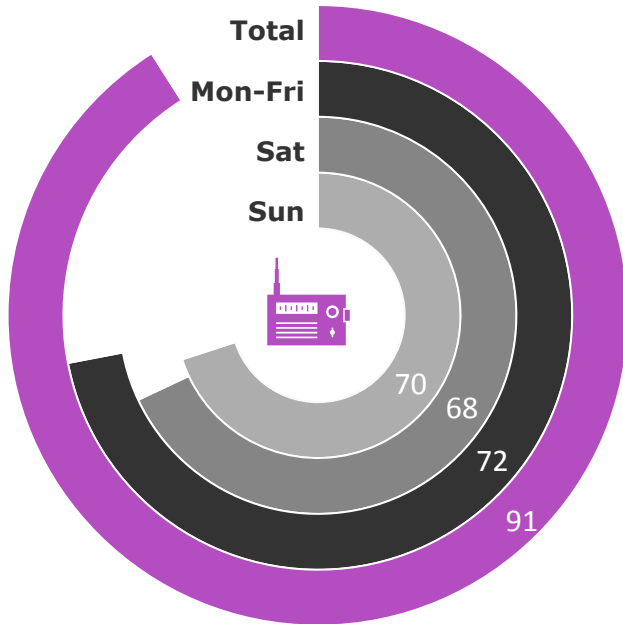
OCT'16- MAR'17	JAN'17- JUN'17	APR'17- SEP'17	JUL'17- DEC'17	Oct'17- Mar'18	Jan'18- Jun'18
87%	89%	88%	88%	87%	87%

KEY SOUNDBITES



RADIO REACH is ...

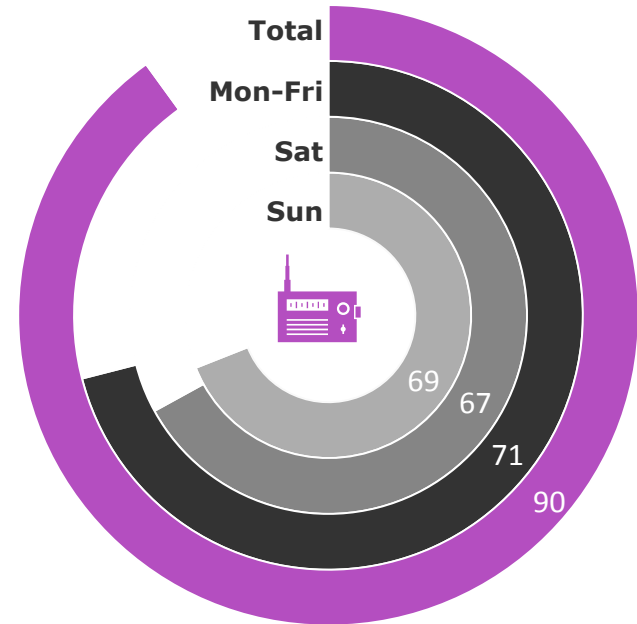
Oct'17-Mar'18



**91% weekly reach =
35.8 million listeners listening
anytime in the week**

**72% daily reach (Mon-Fri) =
28.6 million listeners on an average
weekday**

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**

... EVERYWHERE!

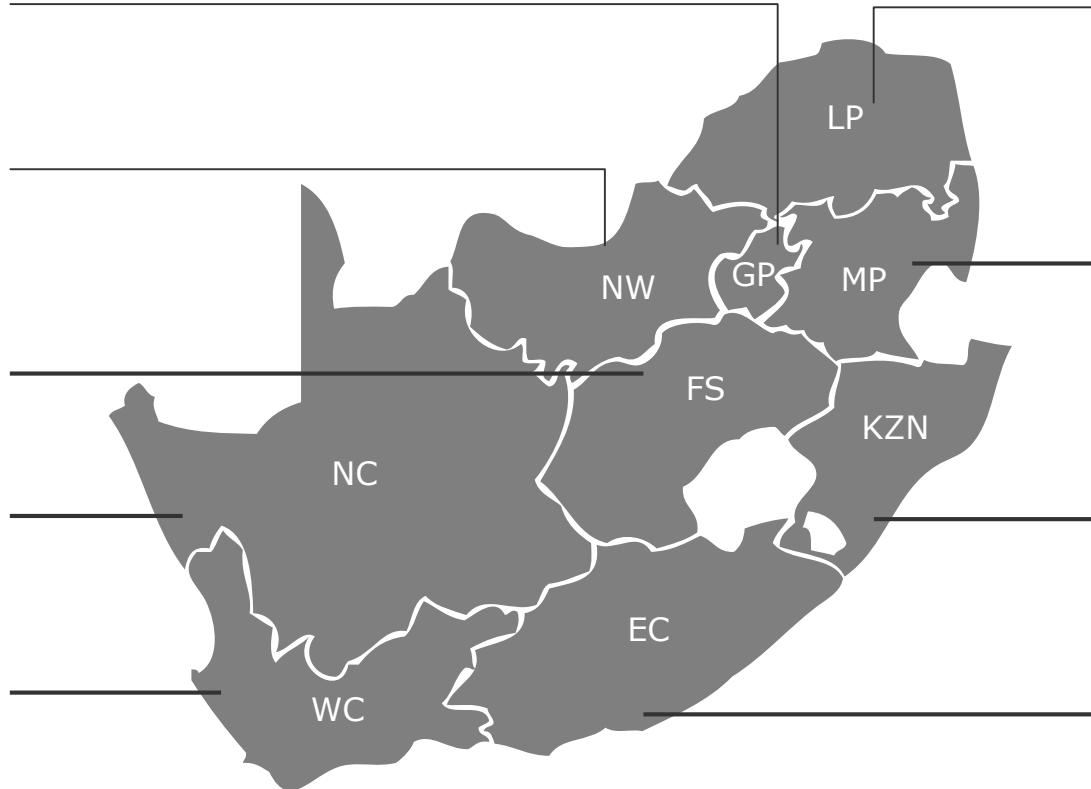
90% =
9.0m

86% =
2.3m

82% =
1.7m

83% =
718k

86% =
4.2m



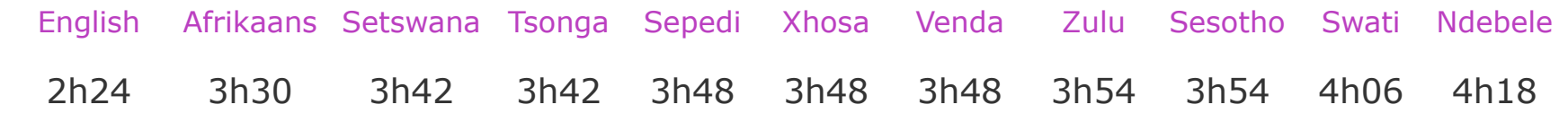
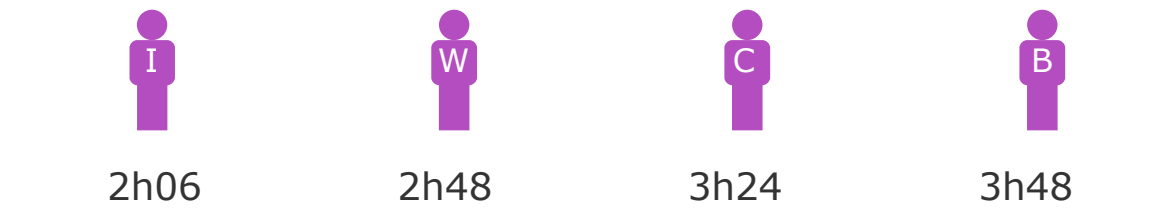
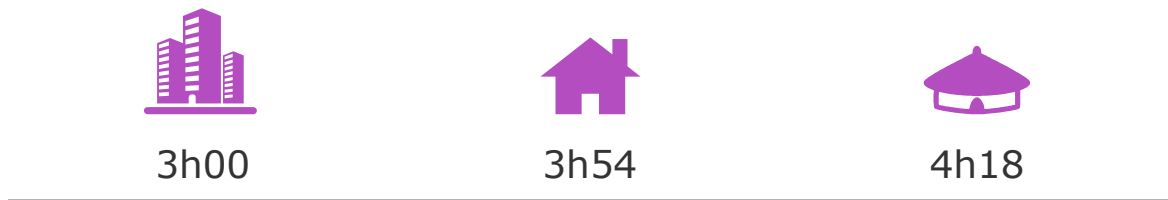
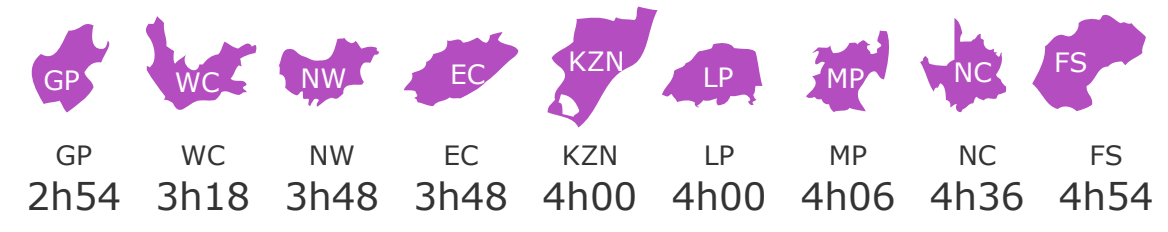
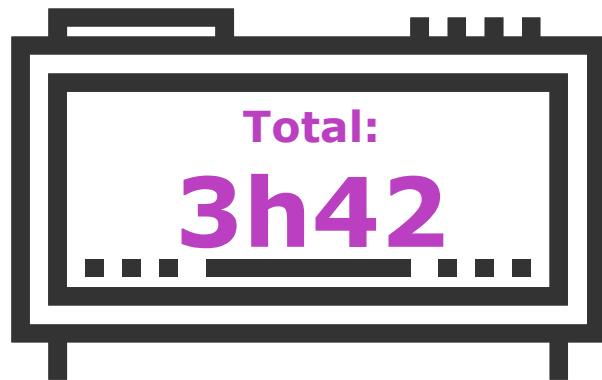
92% =
3.5m

93% =
2.7m

95% =
7.1m

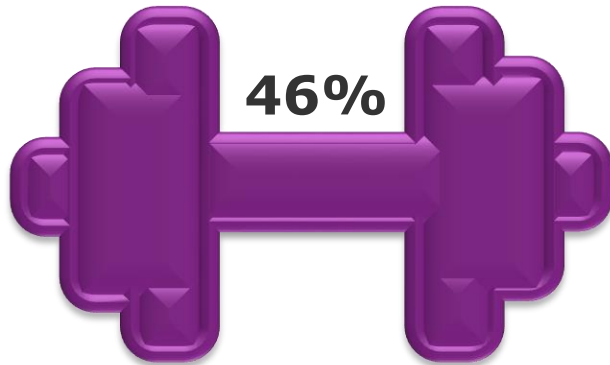
91% =
4.3m

LONG LISTENING...

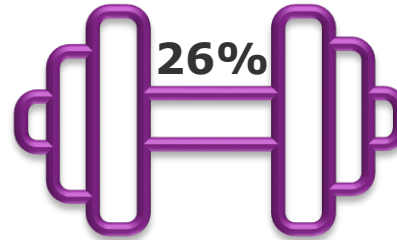


HEAVY LISTENING...

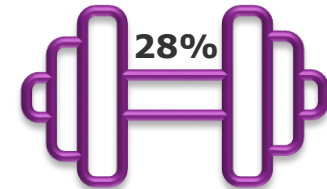
Heavy
(>20 hours pw)



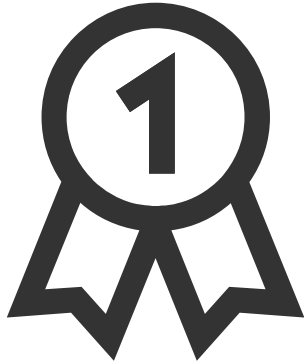
Medium
(10.25-20 hours pw)



Light
(0.25-10 hours pw)



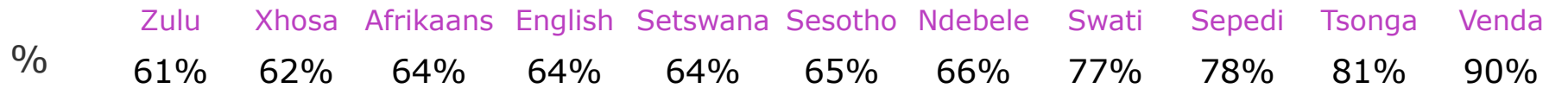
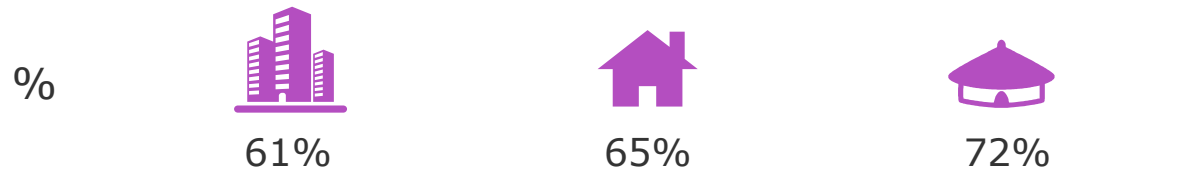
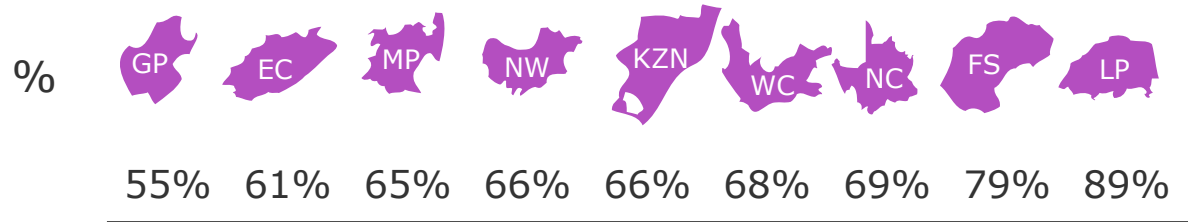
LOYAL LISTENERS...



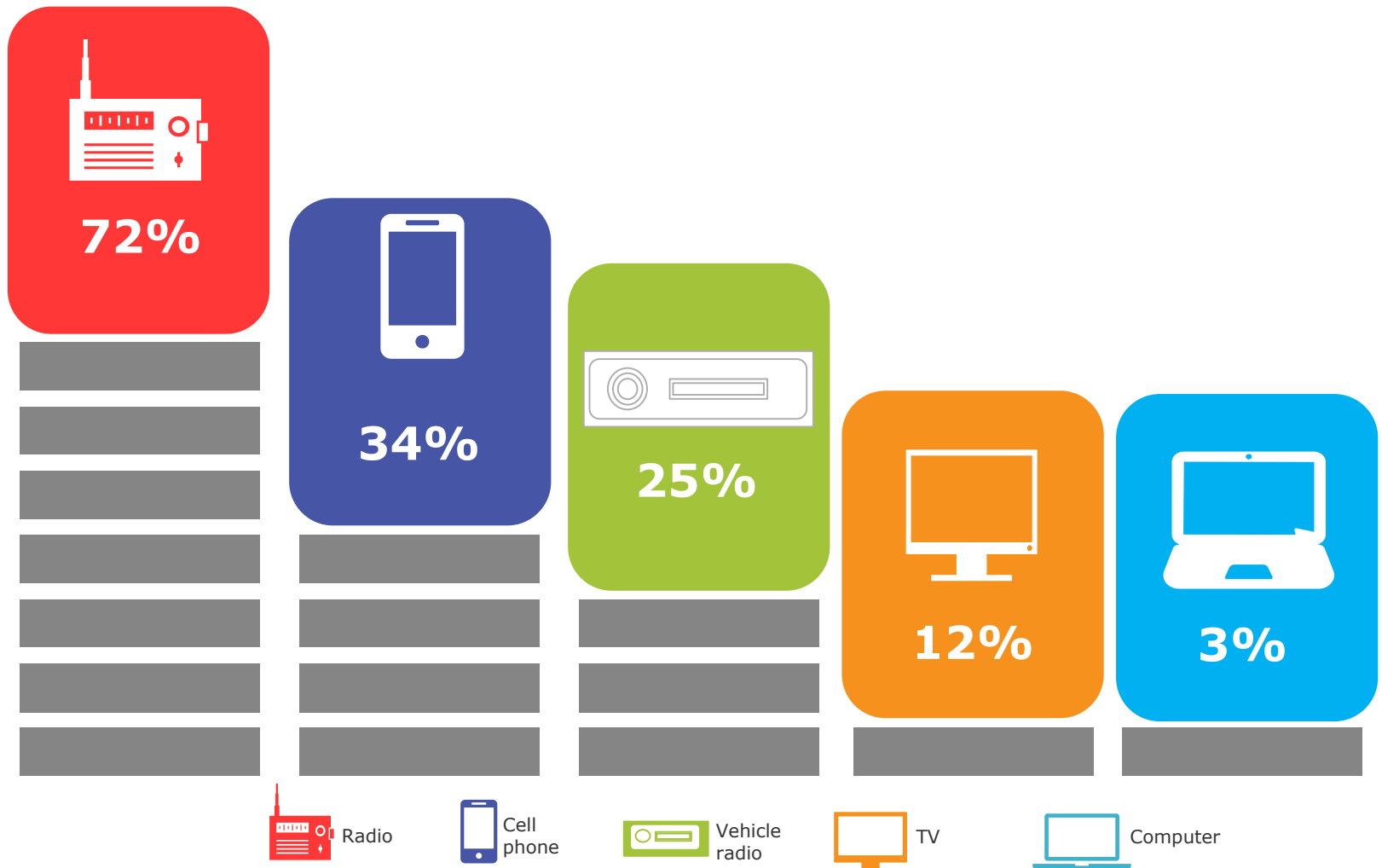
Total:

66%

listen to only one station

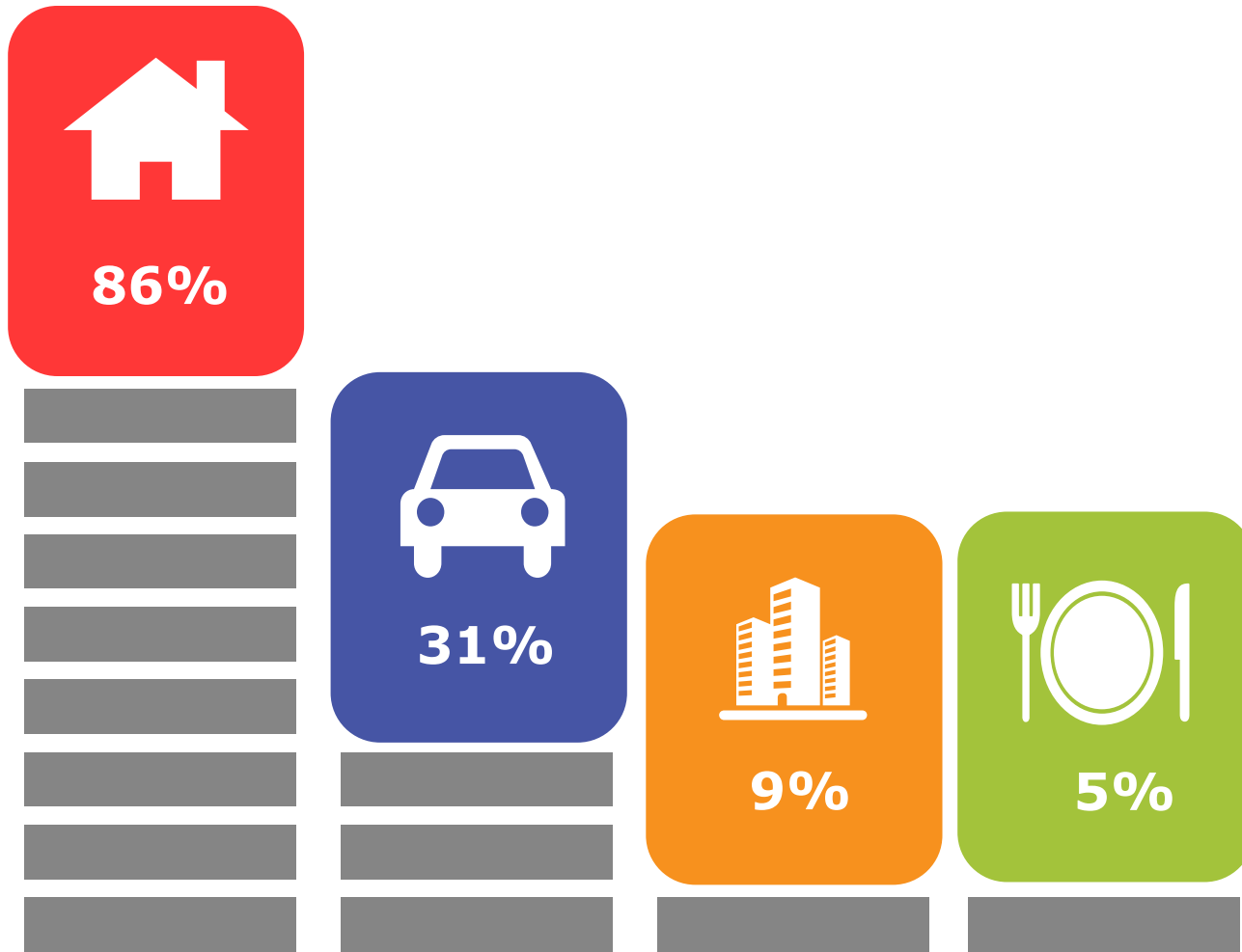


DEVICE captures HOW...



Source: BRC RAM™ Jan'18-Jun'18 (n=30,440)

LOCATION captures WHERE...



Home



Vehicle

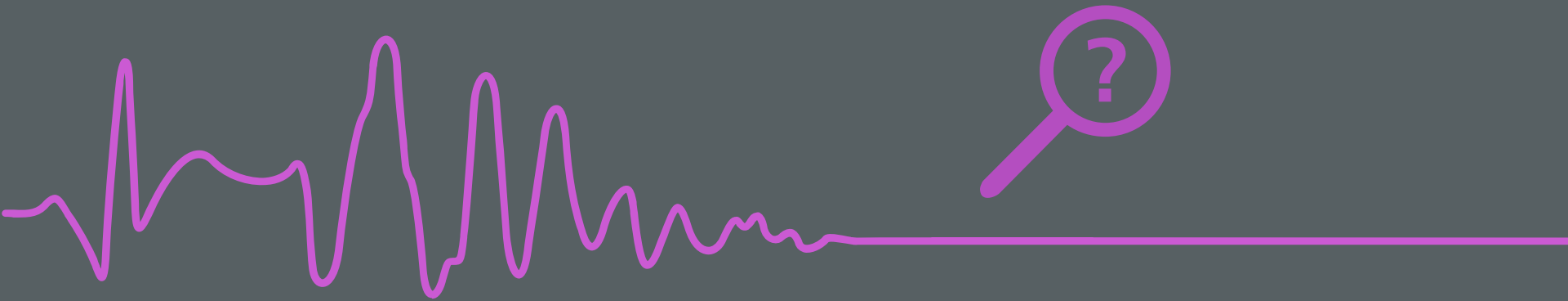


Work/University/
College



Restaurant/Shopping centre/
Airport

PROGRAMME INSIGHTS



PROGRAMME INSIGHTS...



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

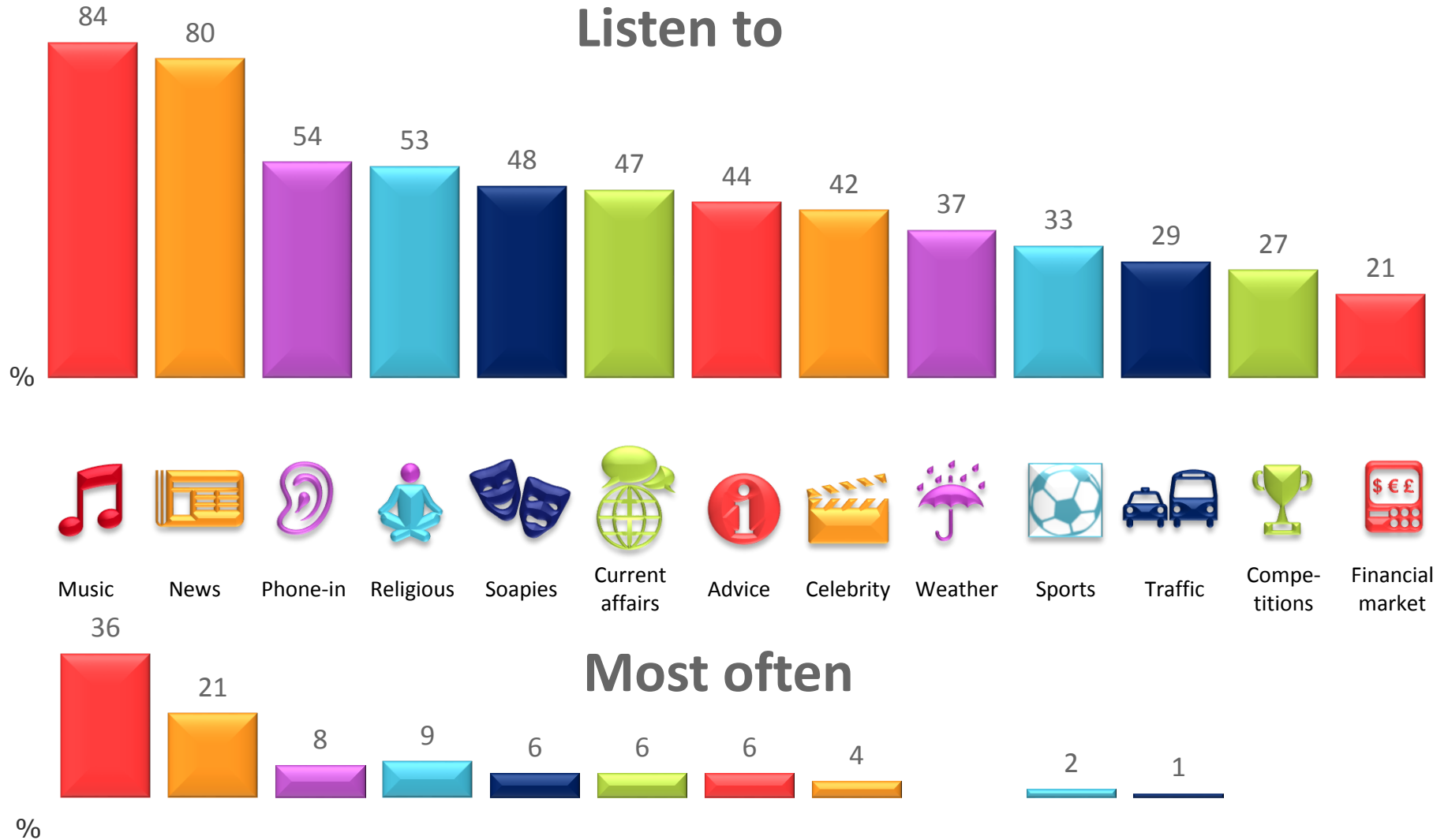
"And which do you listen to **most often**?"



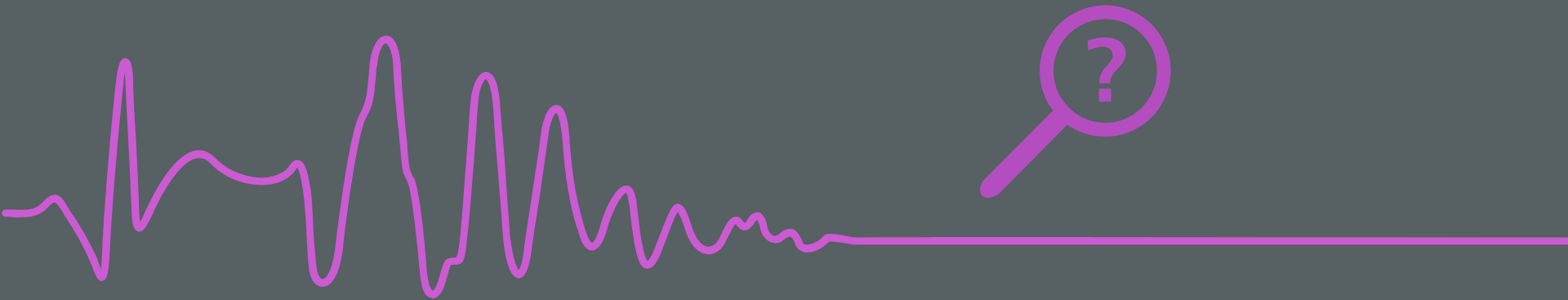
General radio preference,
not asked of a specific station

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

LISTEN TO/MOST OFTEN...

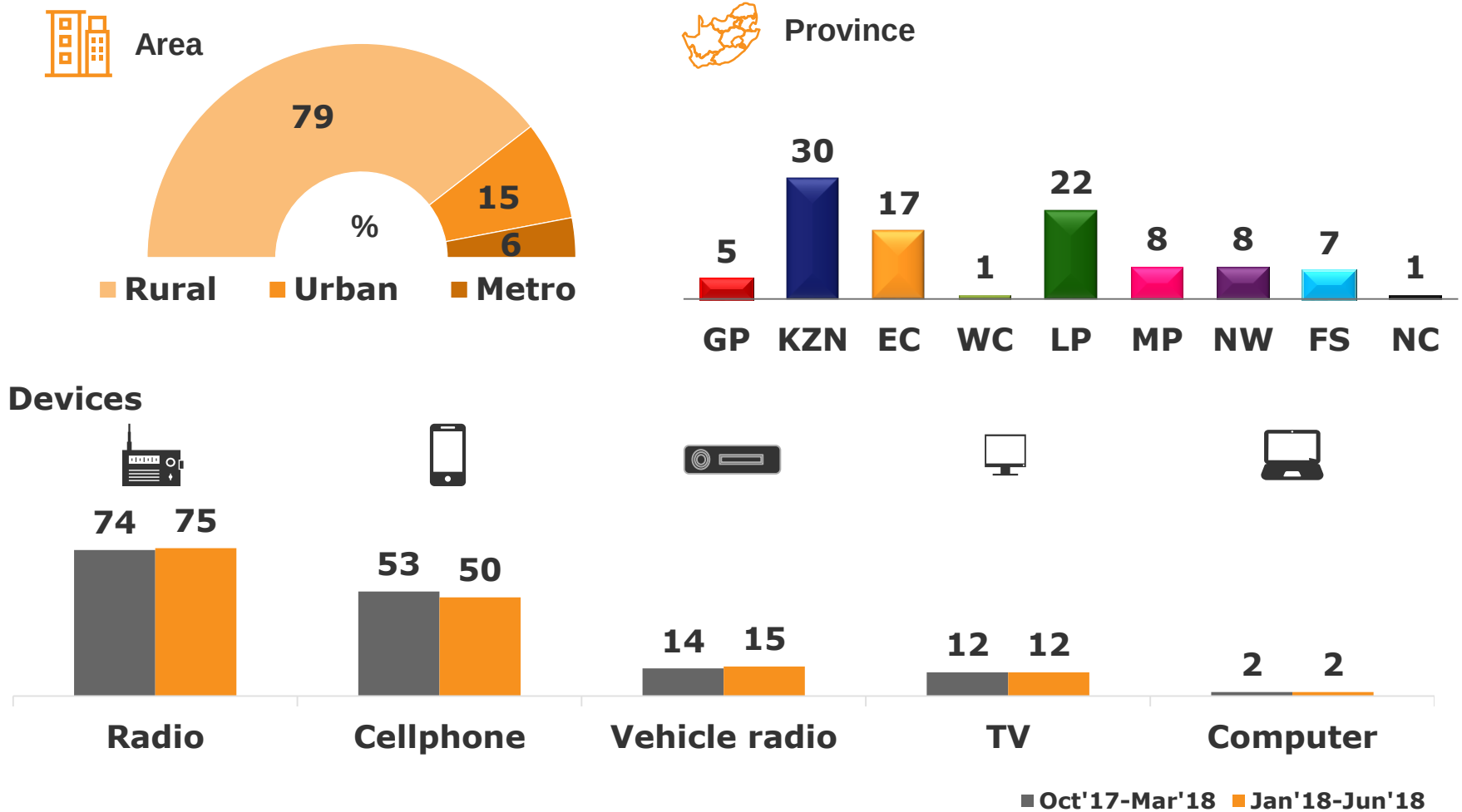


BRC RAM™ SEM PROFILES



SEM 1 – RADIO LISTENERS

Population: 3.2 million (9%)

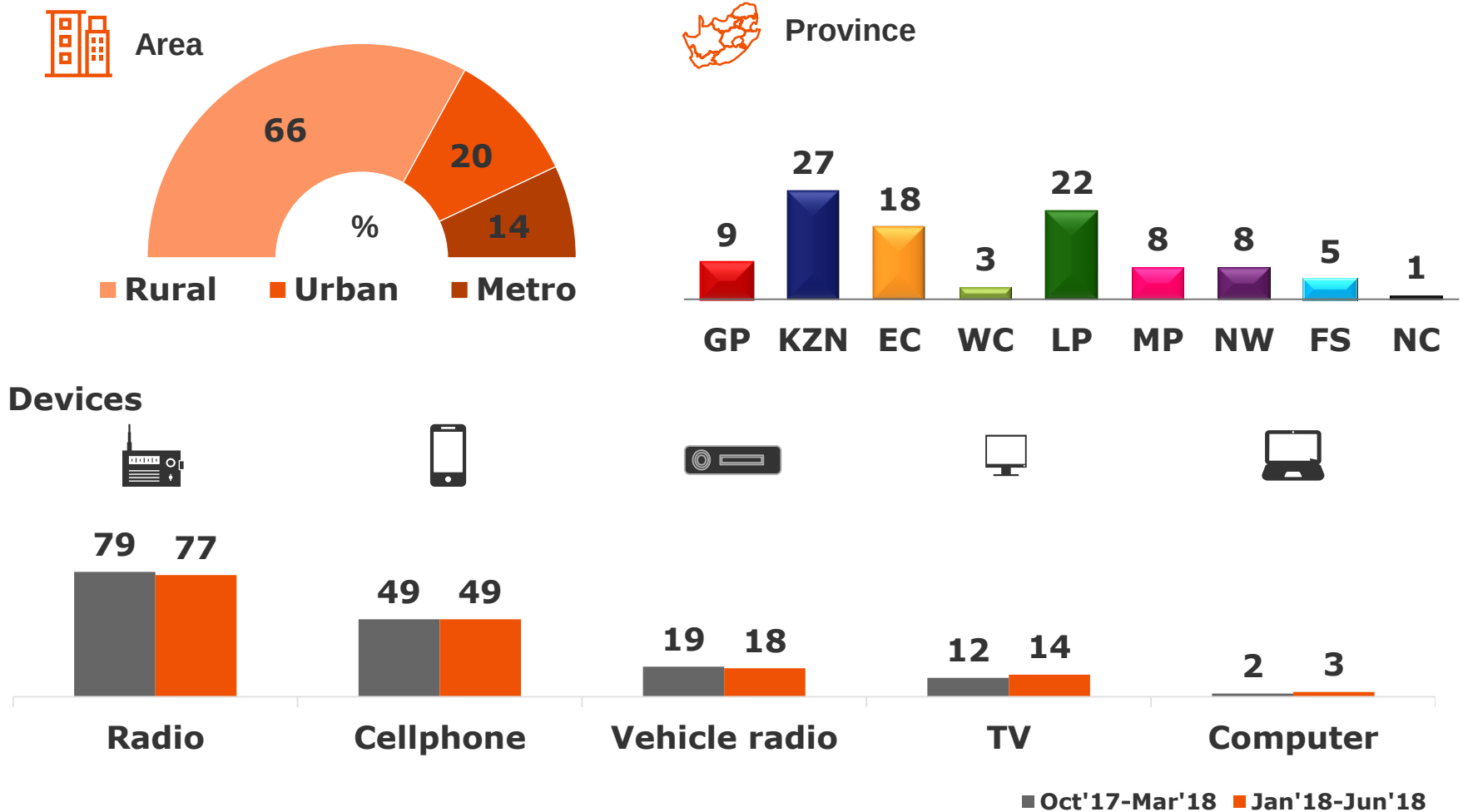


Source: BRC RAM™ Population/Area/Province: Jan'18-Jun'18 (National: n=30,440)

Source: BRC RAM™ Devices: Oct'17-Mar'18 (National: n=30,162), Jan'18-Jun'18 (National: n=30,440)

SEM 2 – RADIO LISTENERS

Population: 4.8 million (13%)

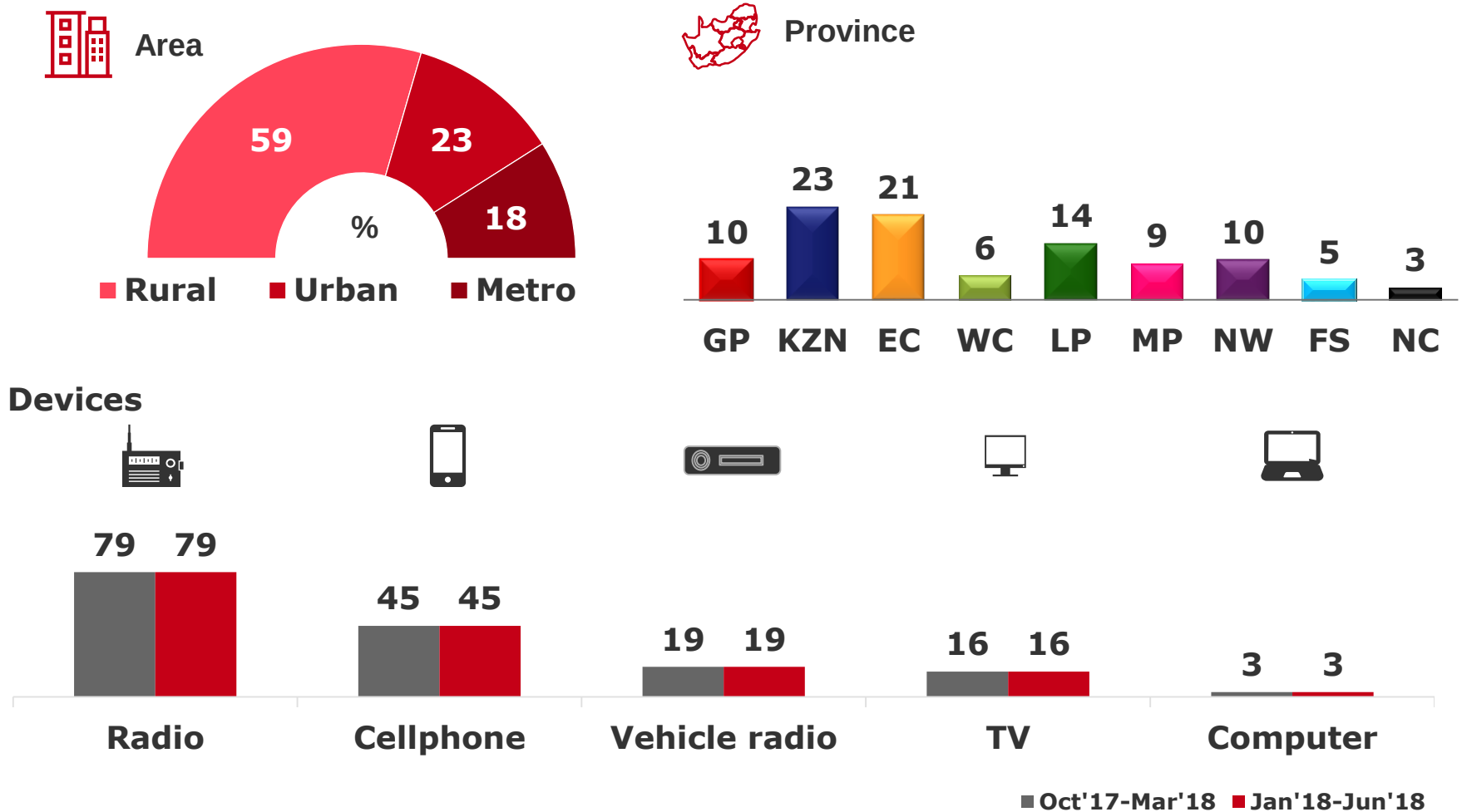


Source: BRC RAM™ Population/Area/Province: Jan'18-Jun'18 (National: n=30,440)

Source: BRC RAM™ Devices: Oct'17-Mar'18 (National: n=30,162), Jan'18-Jun'18 (National: n=30,440)

SEM 3 – RADIO LISTENERS

Population: 5.2 million (15%)

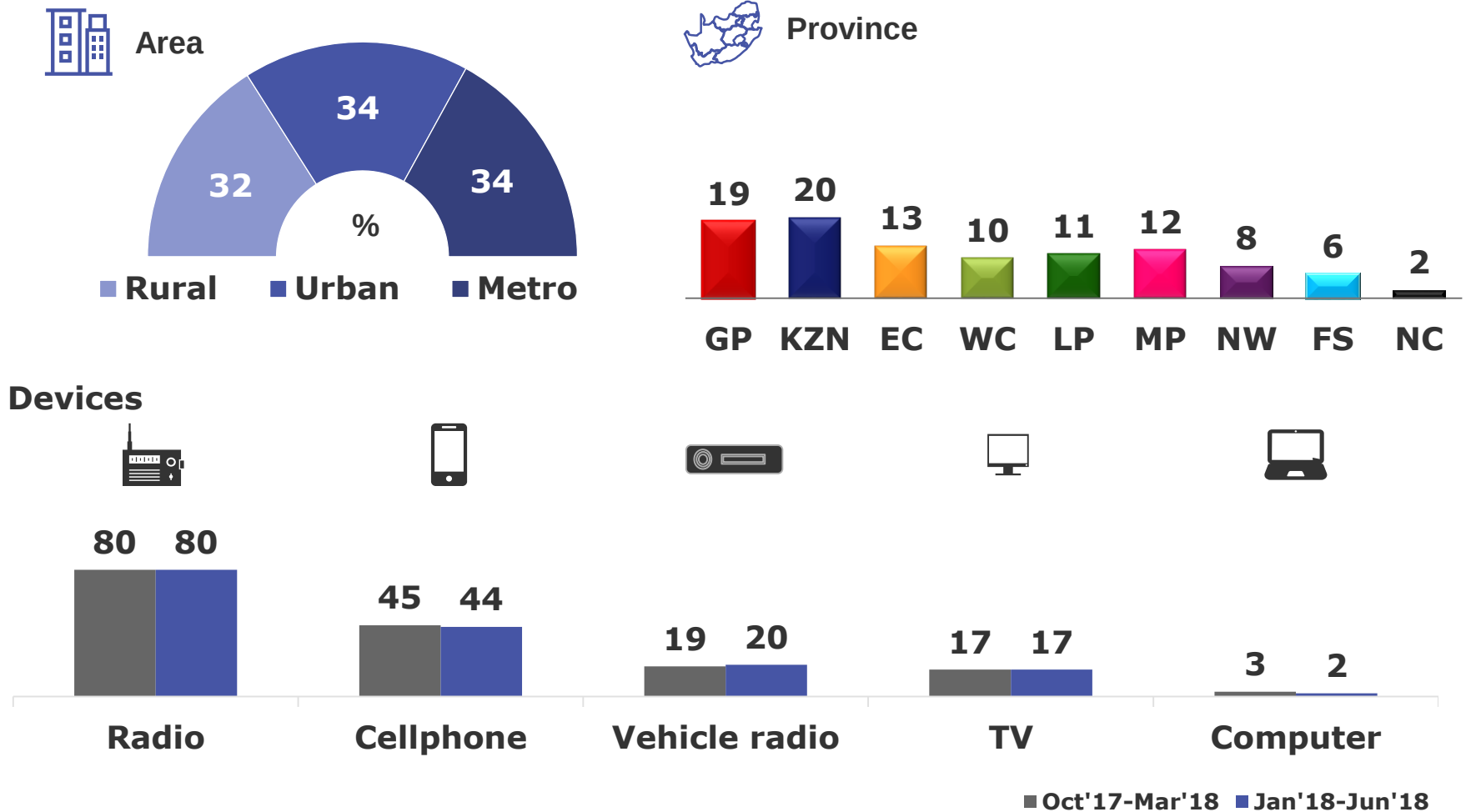


Source: BRC RAM™ Population/Area/Province: Jan'18-Jun'18 (National: n=30,440)

Source: BRC RAM™ Devices: Oct'17-Mar'18 (National: n=30,162), Jan'18-Jun'18 (National: n=30,440)

SEM 4 – RADIO LISTENERS

Population: 3.9 million (11%)

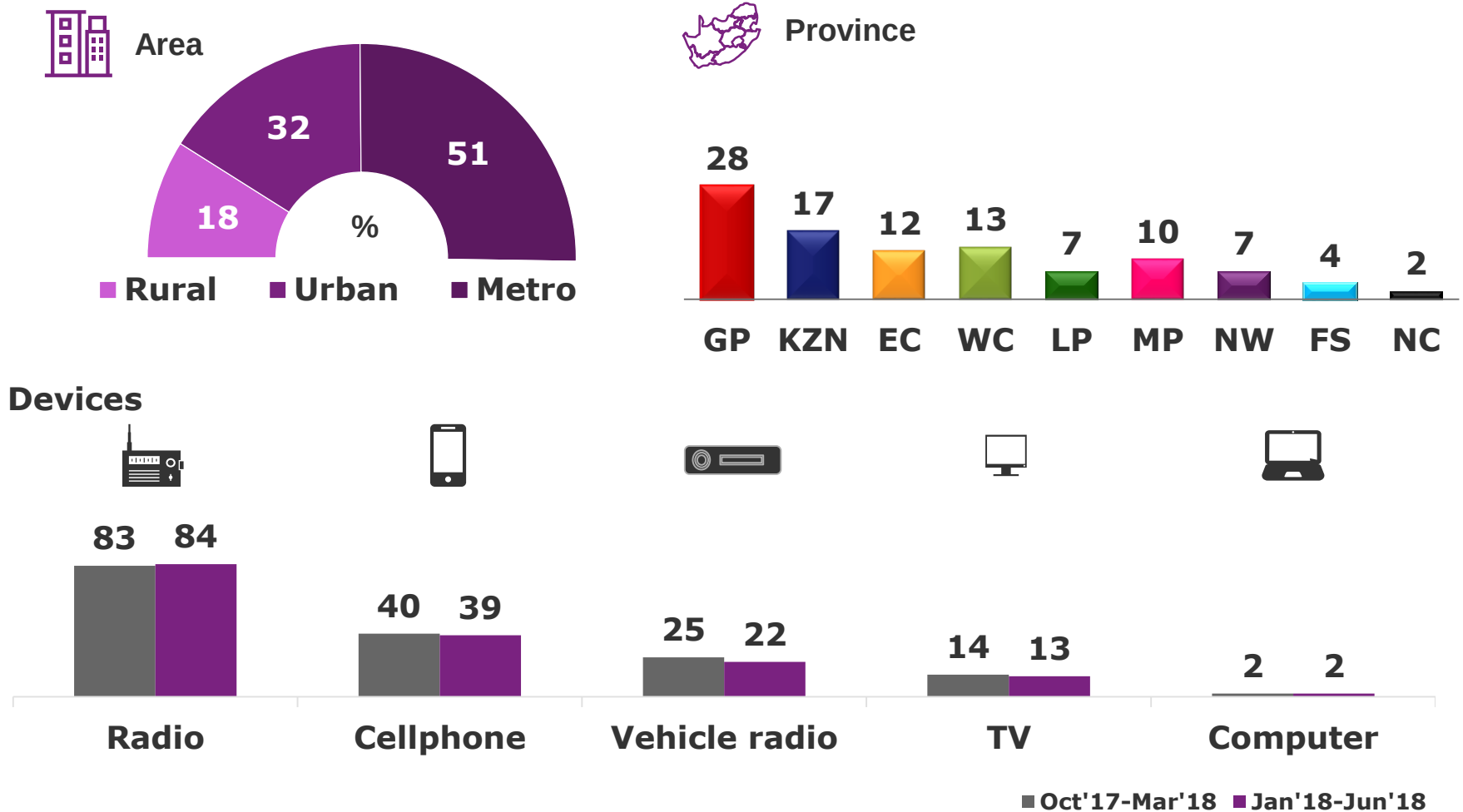


Source: BRC RAM™ Population/Area/Province: Jan'18-Jun'18 (National: n=30,440)

Source: BRC RAM™ Devices: Oct'17-Mar'18 (National: n=30,162), Jan'18-Jun'18 (National: n=30,440)

SEM 5 – RADIO LISTENERS

Population: 3.8 million (11%)

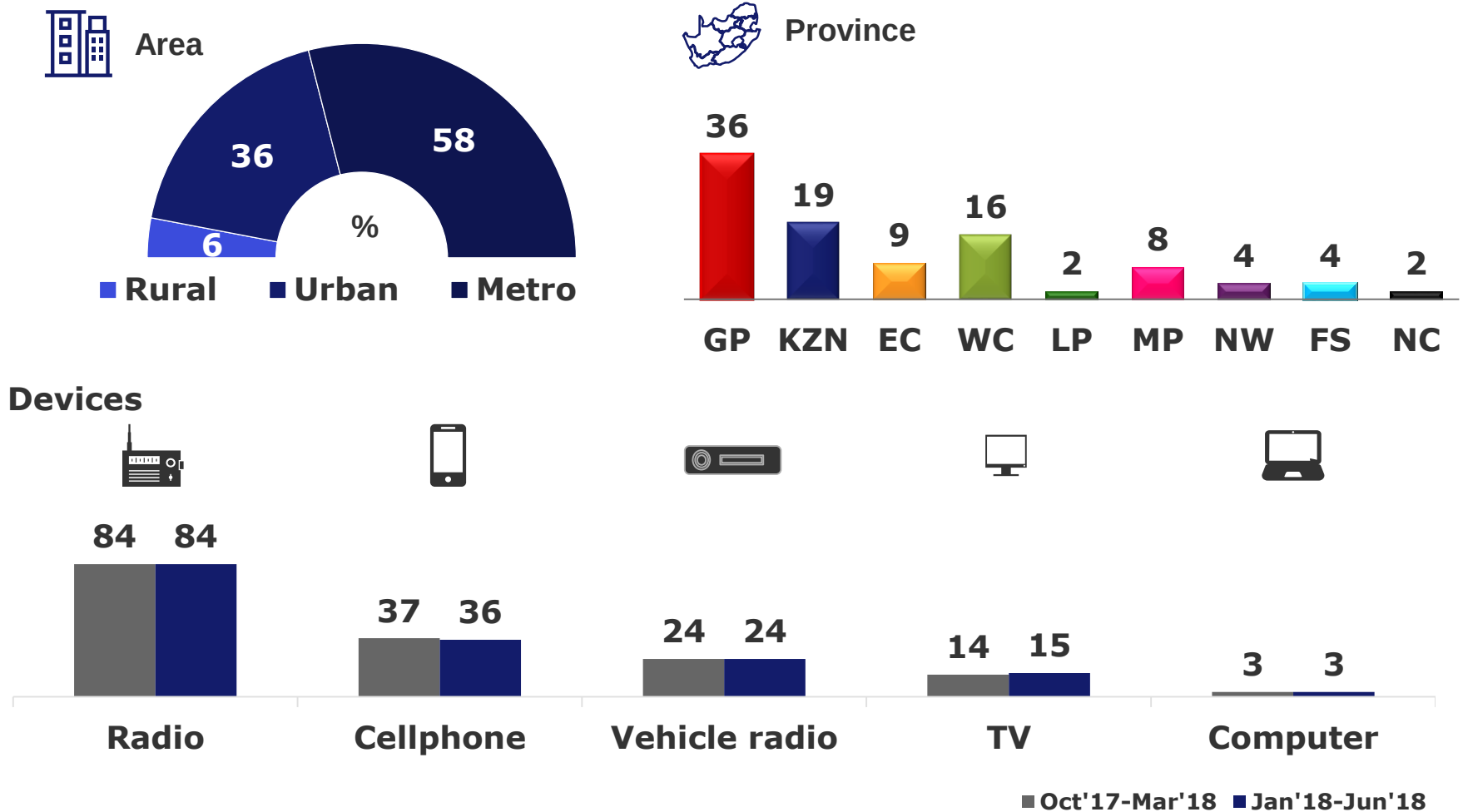


Source: BRC RAM™ Population/Area/Province: Jan'18-Jun'18 (National: n=30,440)

Source: BRC RAM™ Devices: Oct'17-Mar'18 (National: n=30,162), Jan'18-Jun'18 (National: n=30,440)

SEM 6 – RADIO LISTENERS

Population: 3.5 million (10%)

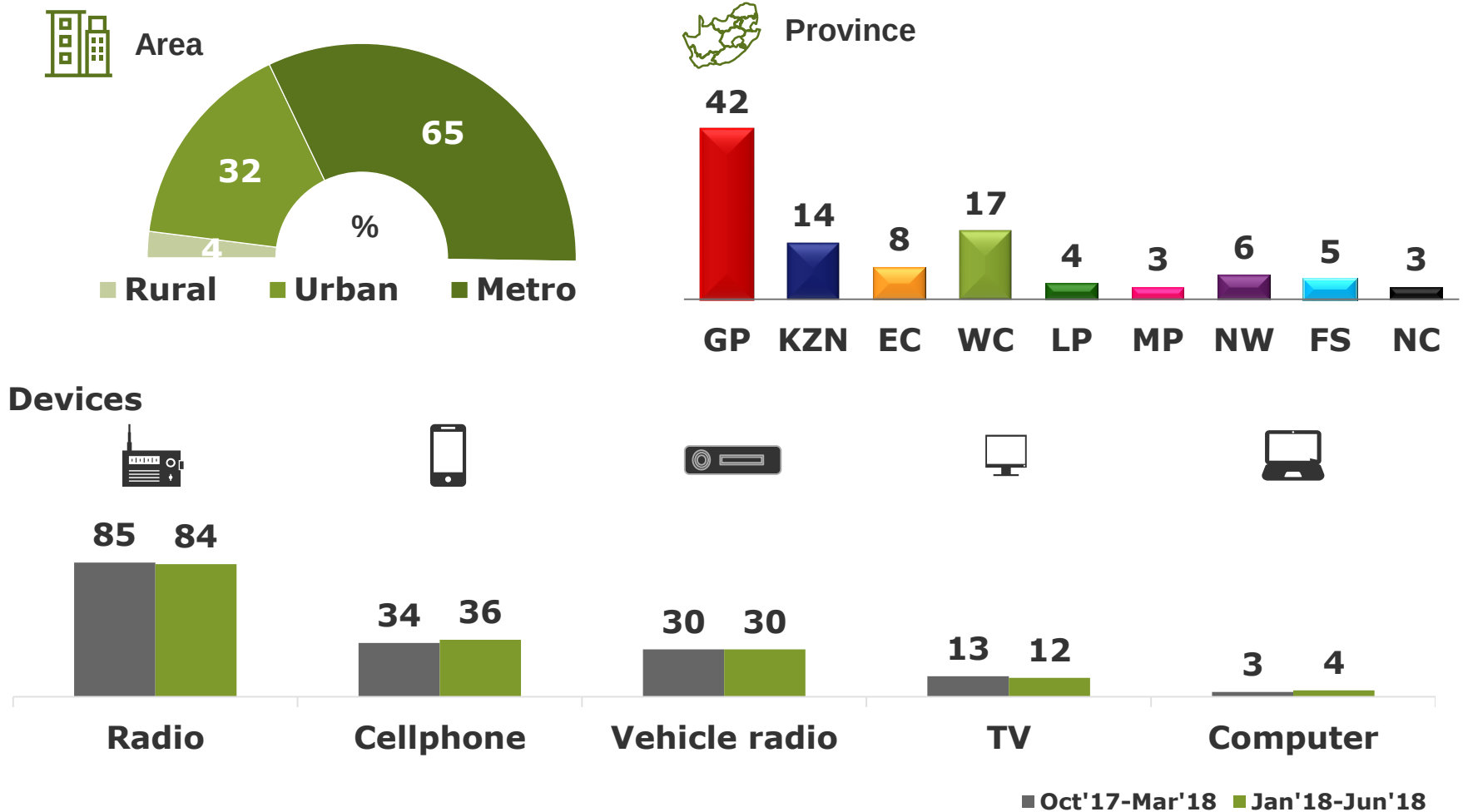


Source: BRC RAM™ Population/Area/Province: Jan'18-Jun'18 (National: n=30,440)

Source: BRC RAM™ Devices: Oct'17-Mar'18 (National: n=30,162), Jan'18-Jun'18 (National: n=30,440)

SEM 7 – RADIO LISTENERS

Population: 3.6 million (10%)

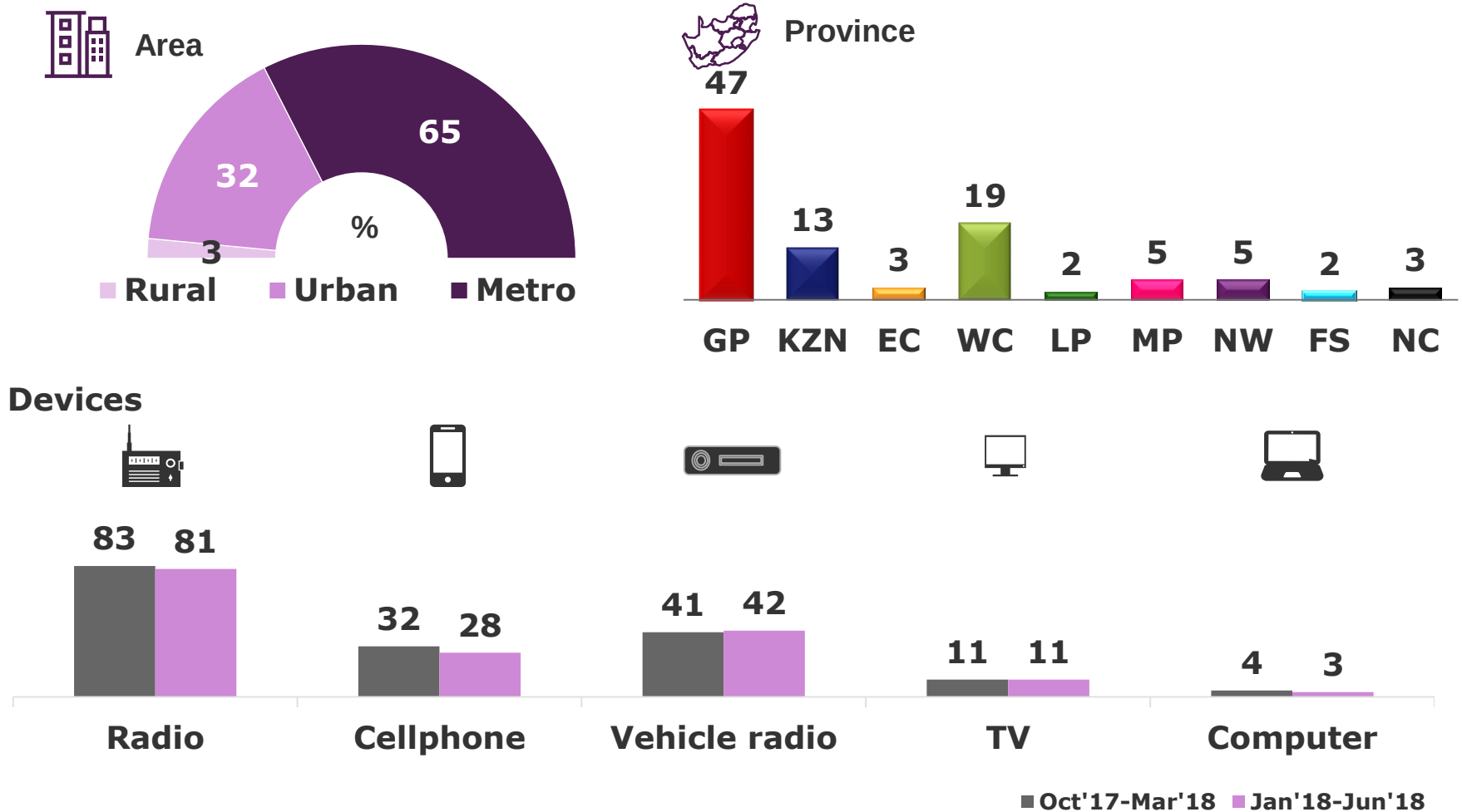


Source: BRC RAM™ Population/Area/Province: Jan'18-Jun'18 (National: n=30,440)

Source: BRC RAM™ Devices: Oct'17-Mar'18 (National: n=30,162), Jan'18-Jun'18 (National: n=30,440)

SEM 8 – RADIO LISTENERS

Population: 2.7 million (8%)

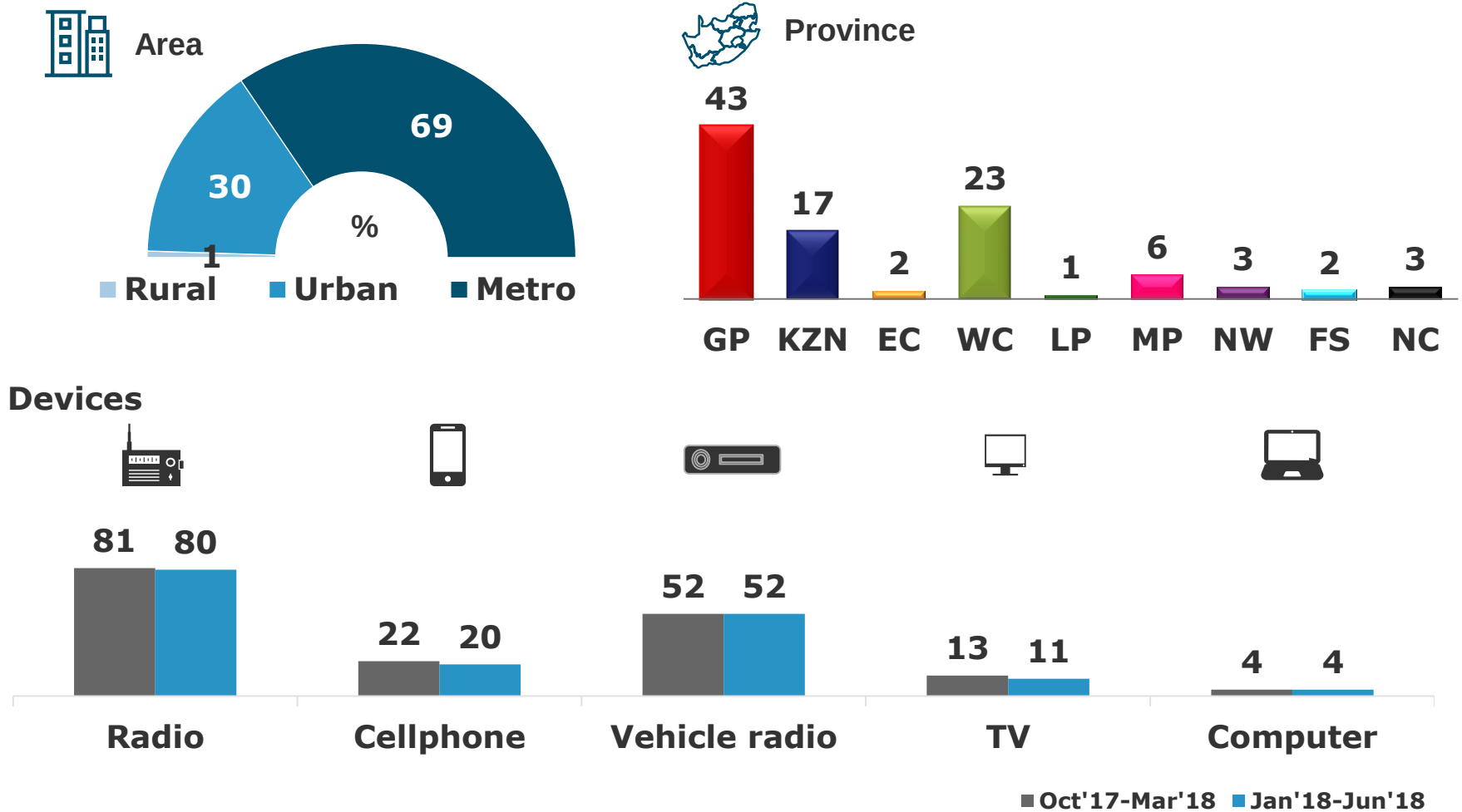


Source: BRC RAM™ Population/Area/Province: Jan'18-Jun'18 (National: n=30,440)

Source: BRC RAM™ Devices: Oct'17-Mar'18 (National: n=30,162), Jan'18-Jun'18 (National: n=30,440)

SEM 9 – RADIO LISTENERS

Population: 2.2 million (6%)

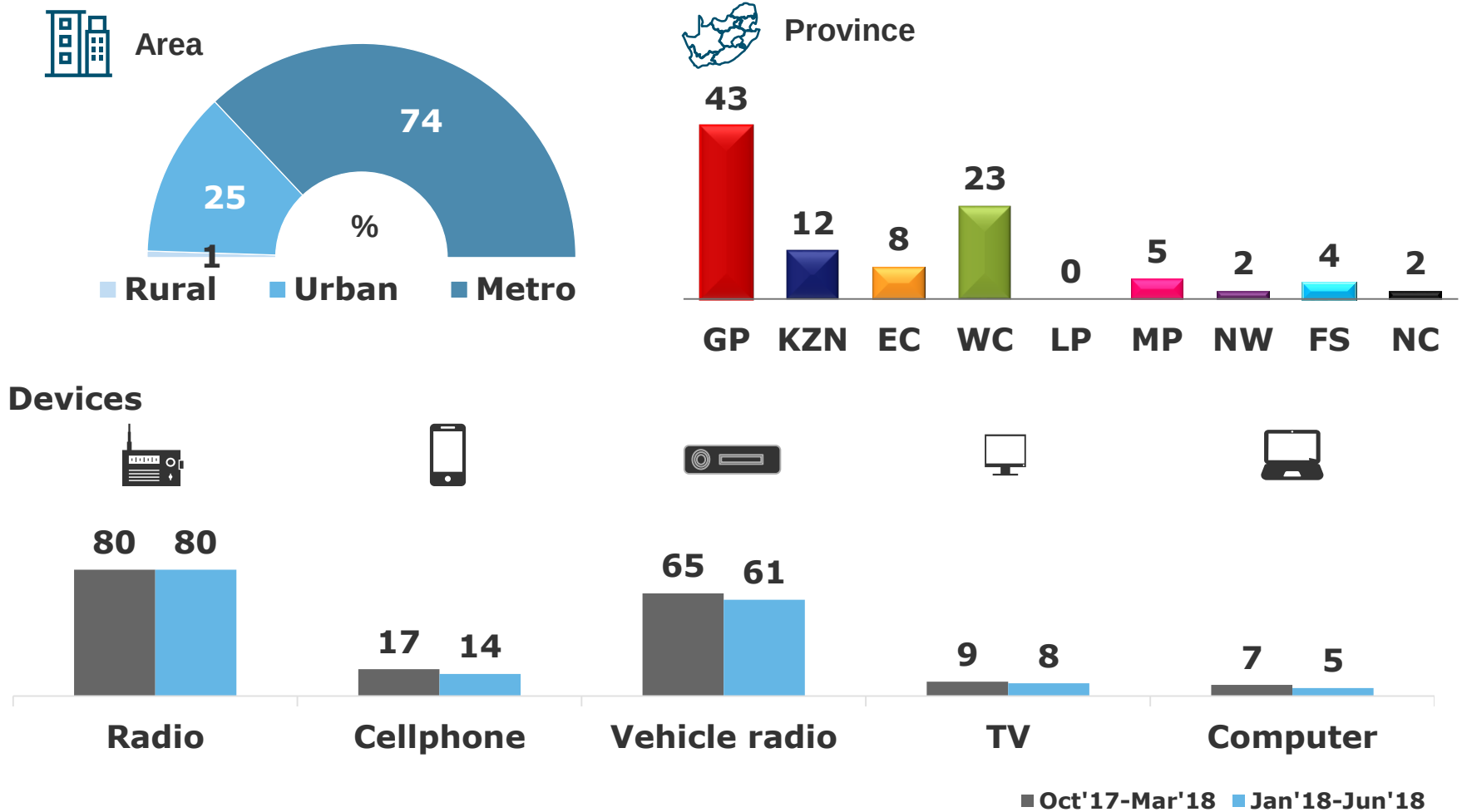


Source: BRC RAM™ Population/Area/Province: Jan'18-Jun'18 (National: n=30,440)

Source: BRC RAM™ Devices: Oct'17-Mar'18 (National: n=30,162), Jan'18-Jun'18 (National: n=30,440)

SEM 10 – RADIO LISTENERS

Population: 2.7 million (8%)

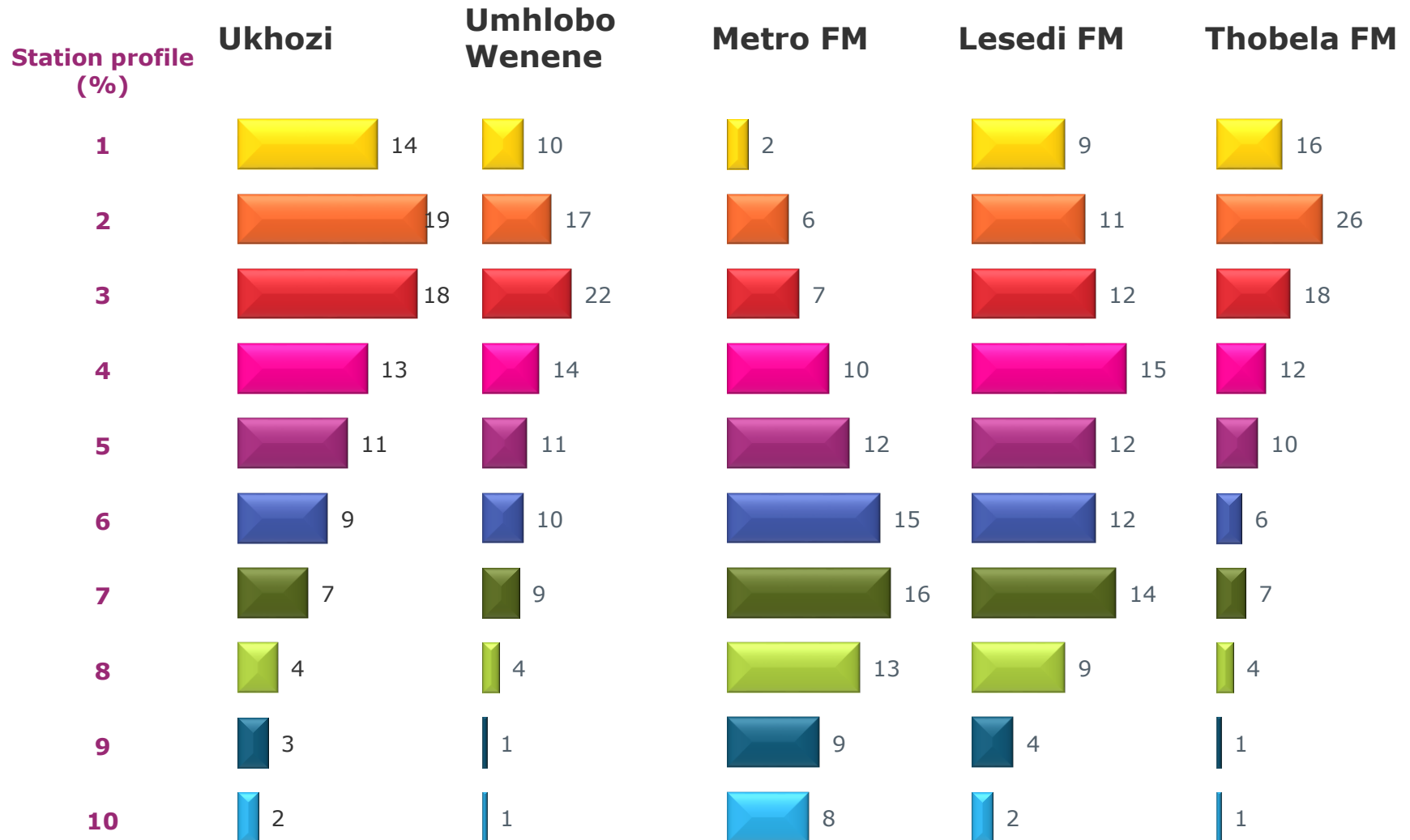


Source: BRC RAM™ Population/Area/Province: Jan'18-Jun'18 (National: n=30,440)

Source: BRC RAM™ Devices: Oct'17-Mar'18 (National: n=30,162), Jan'18-Jun'18 (National: n=30,440)

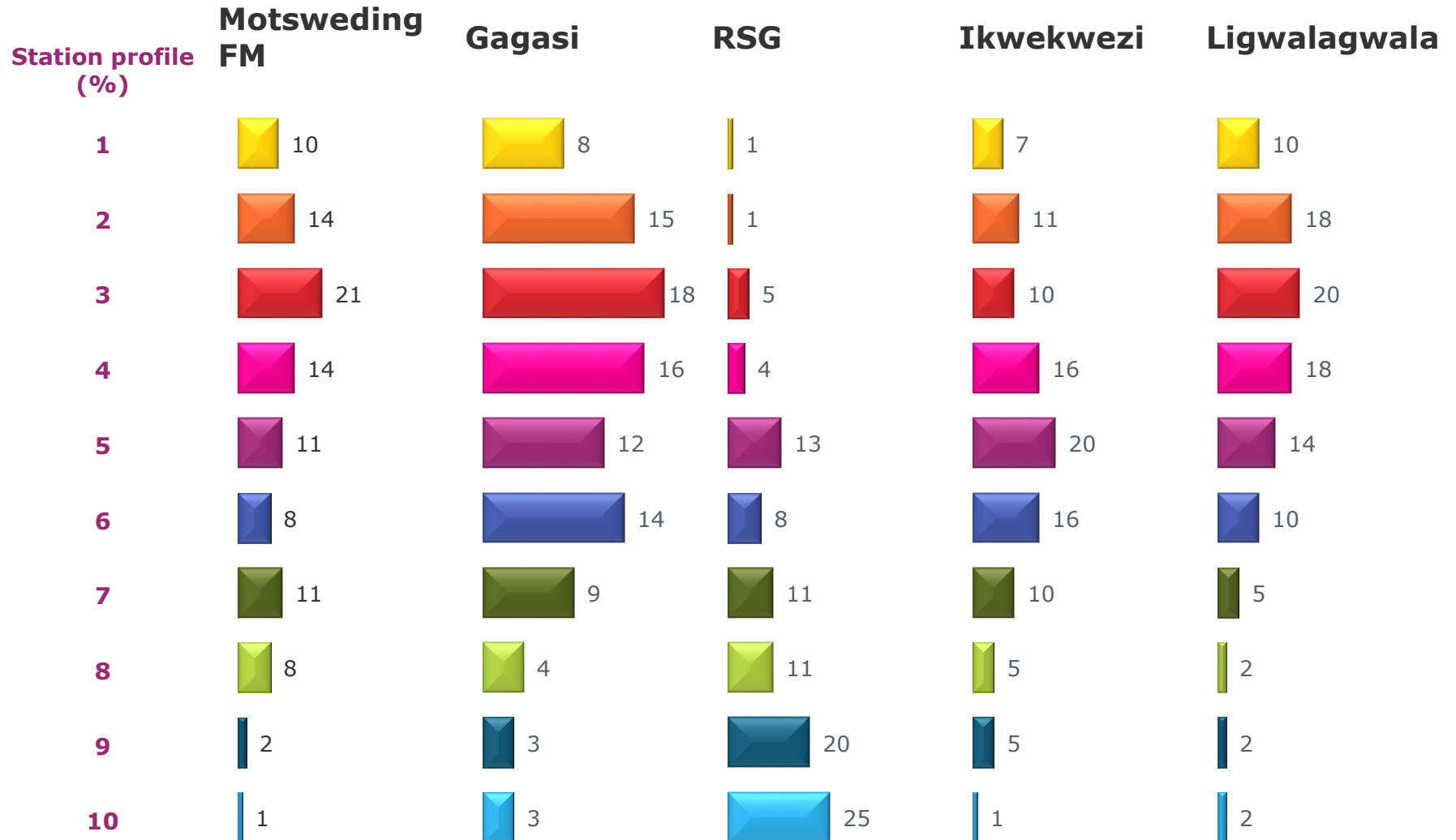
STATION PROFILE BY SEM

Commercial and PBS



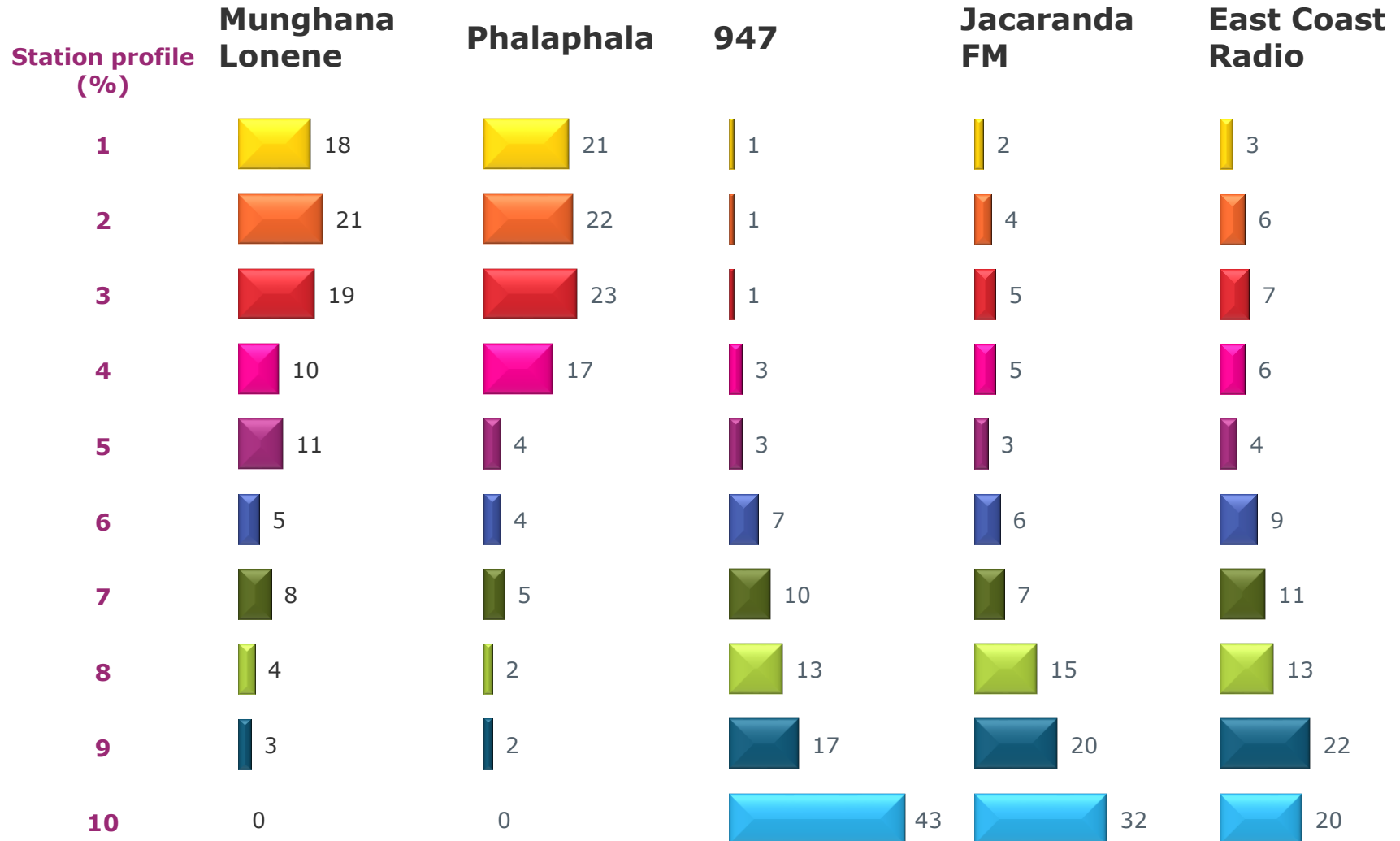
STATION PROFILE BY SEM

Commercial and PBS



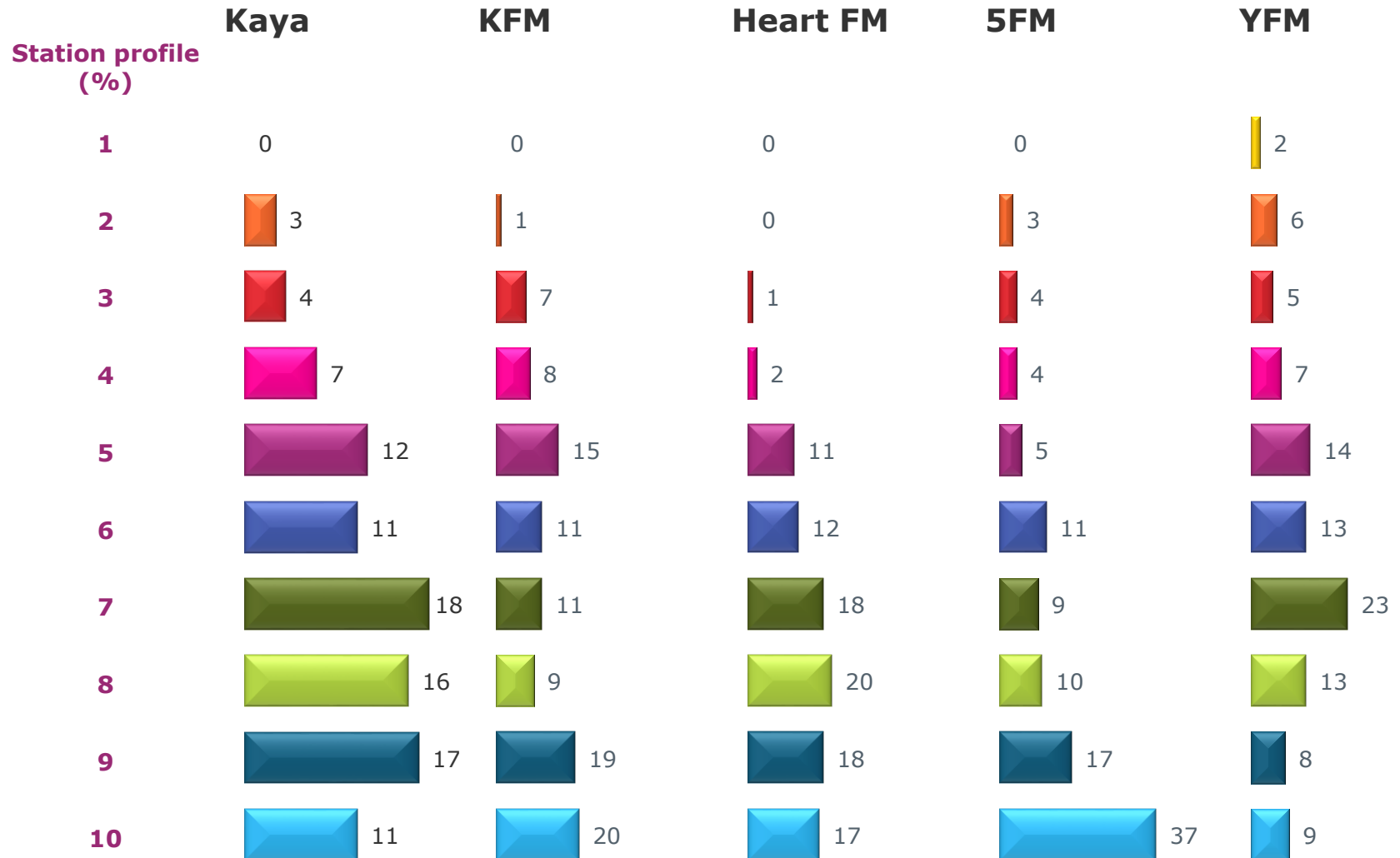
STATION PROFILE BY SEM

Commercial and PBS



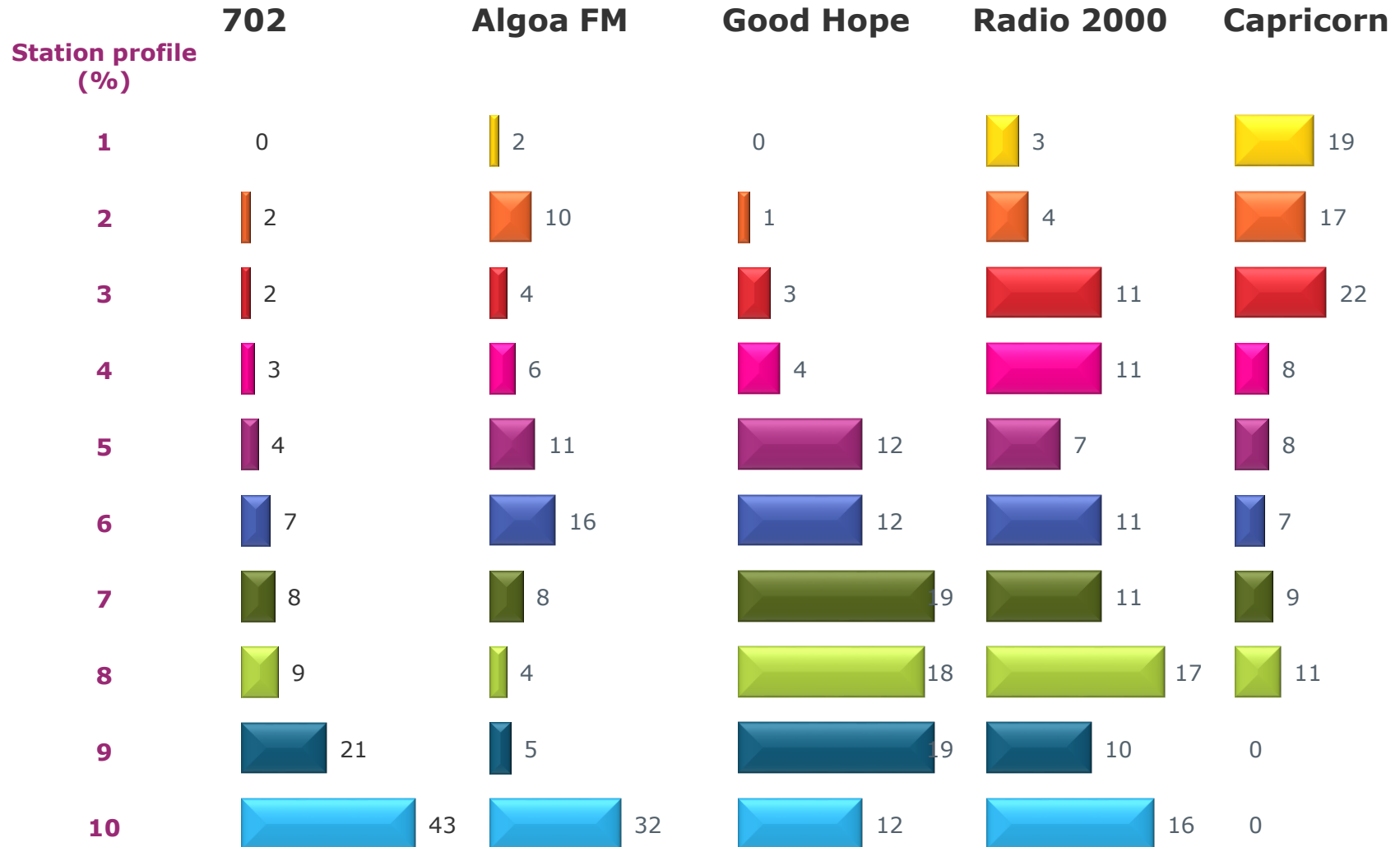
STATION PROFILE BY SEM

Commercial and PBS



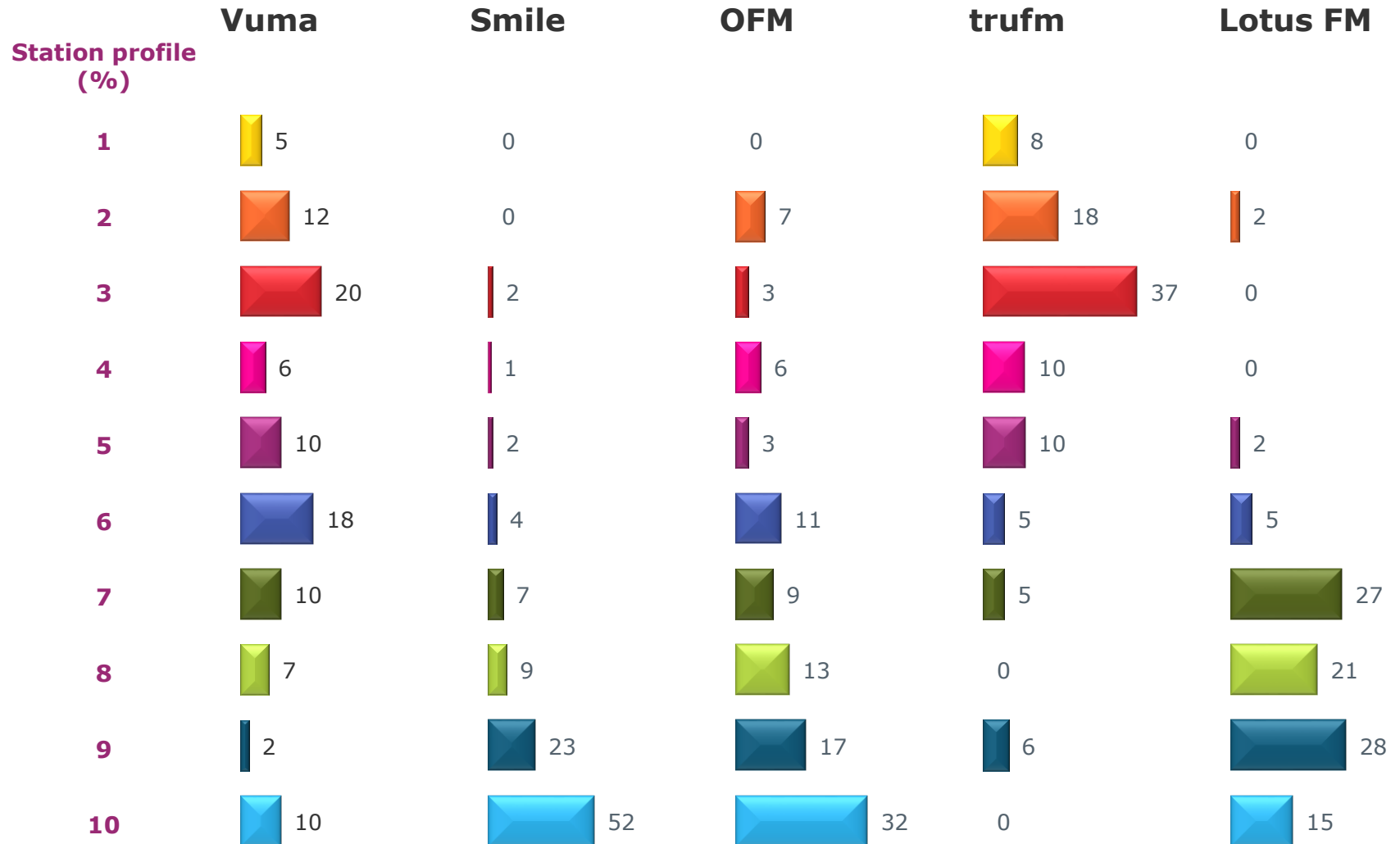
STATION PROFILE BY SEM

Commercial and PBS



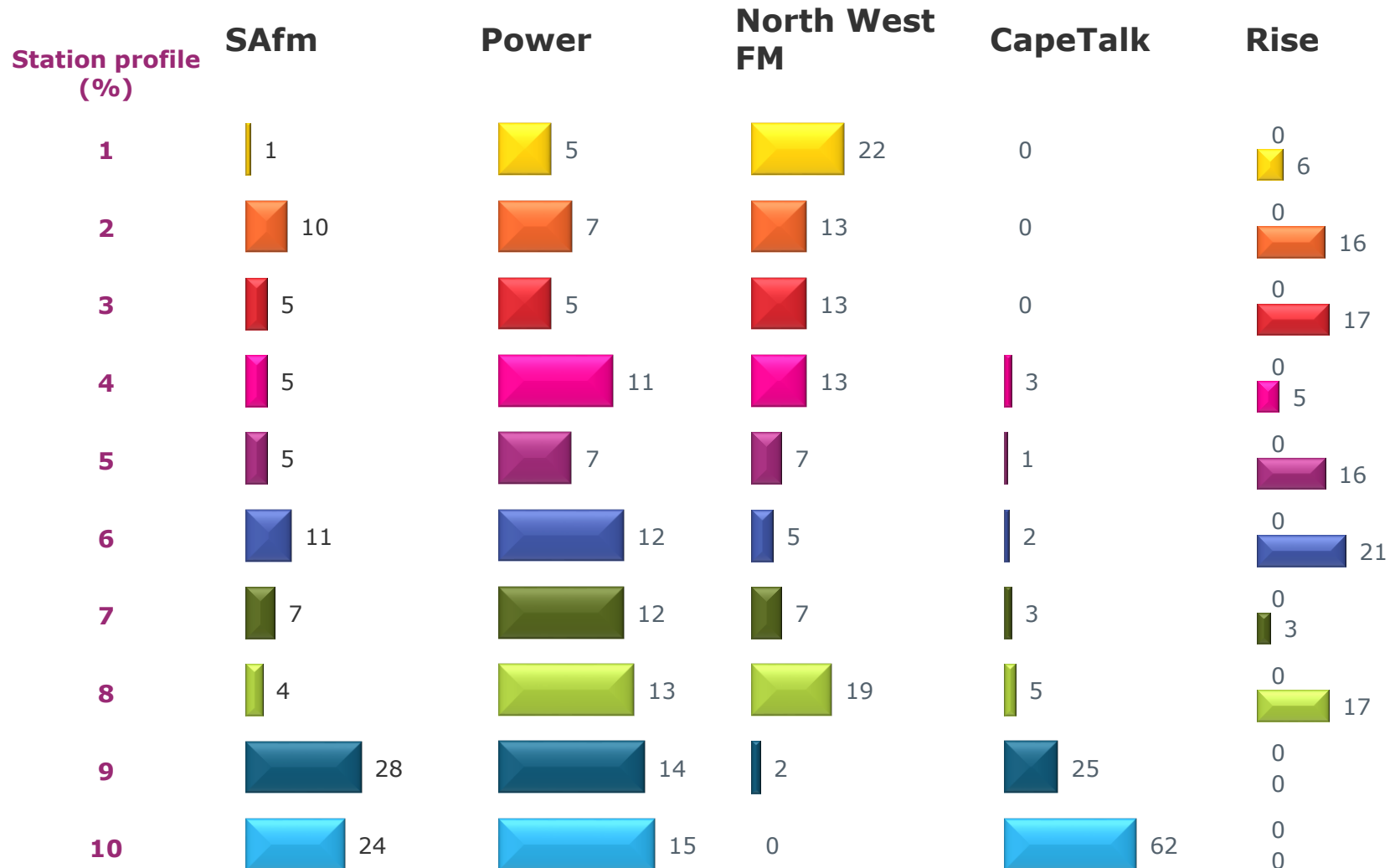
STATION PROFILE BY SEM

Commercial and PBS



STATION PROFILE BY SEM

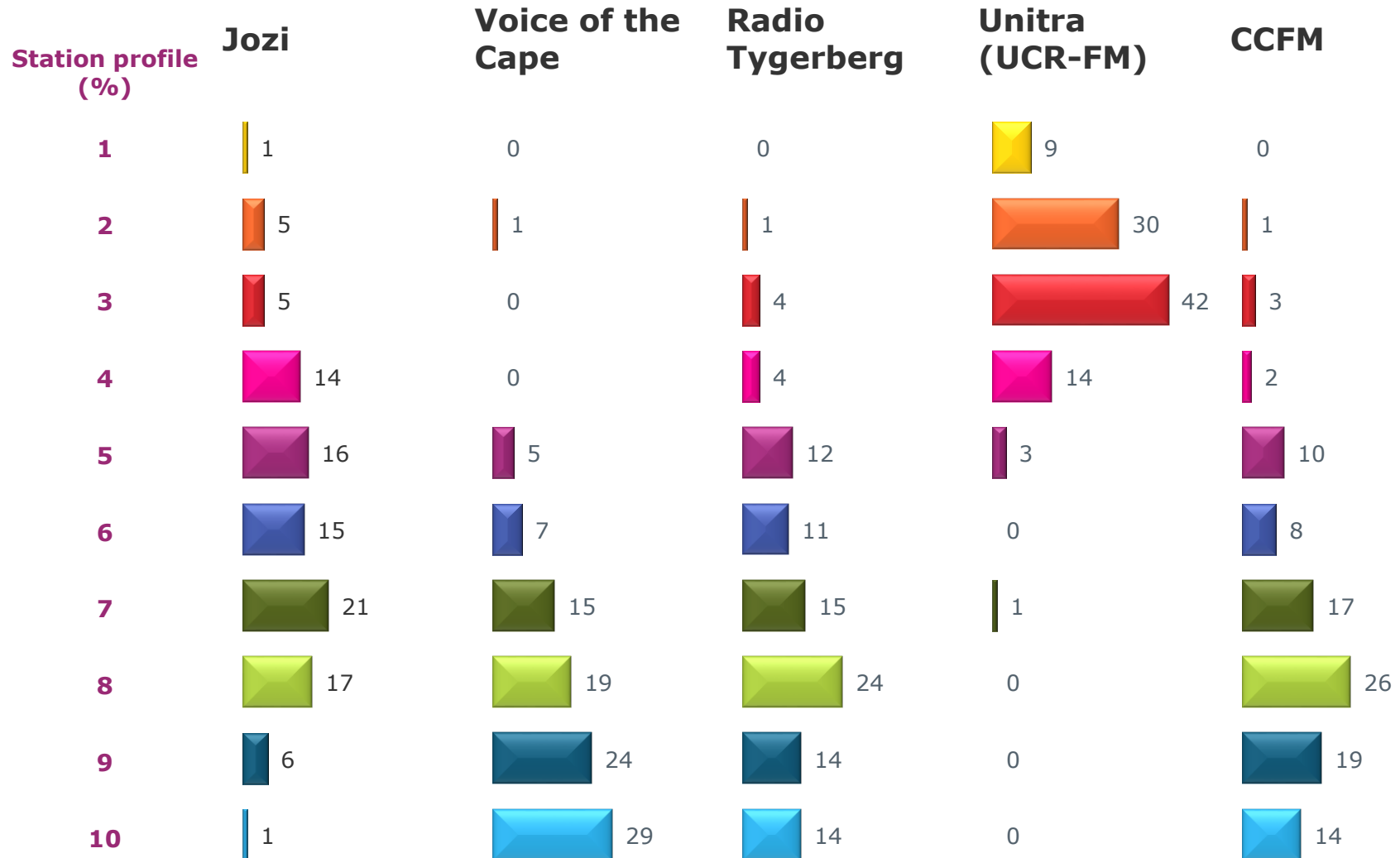
Commercial and PBS



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

STATION PROFILE BY SEM

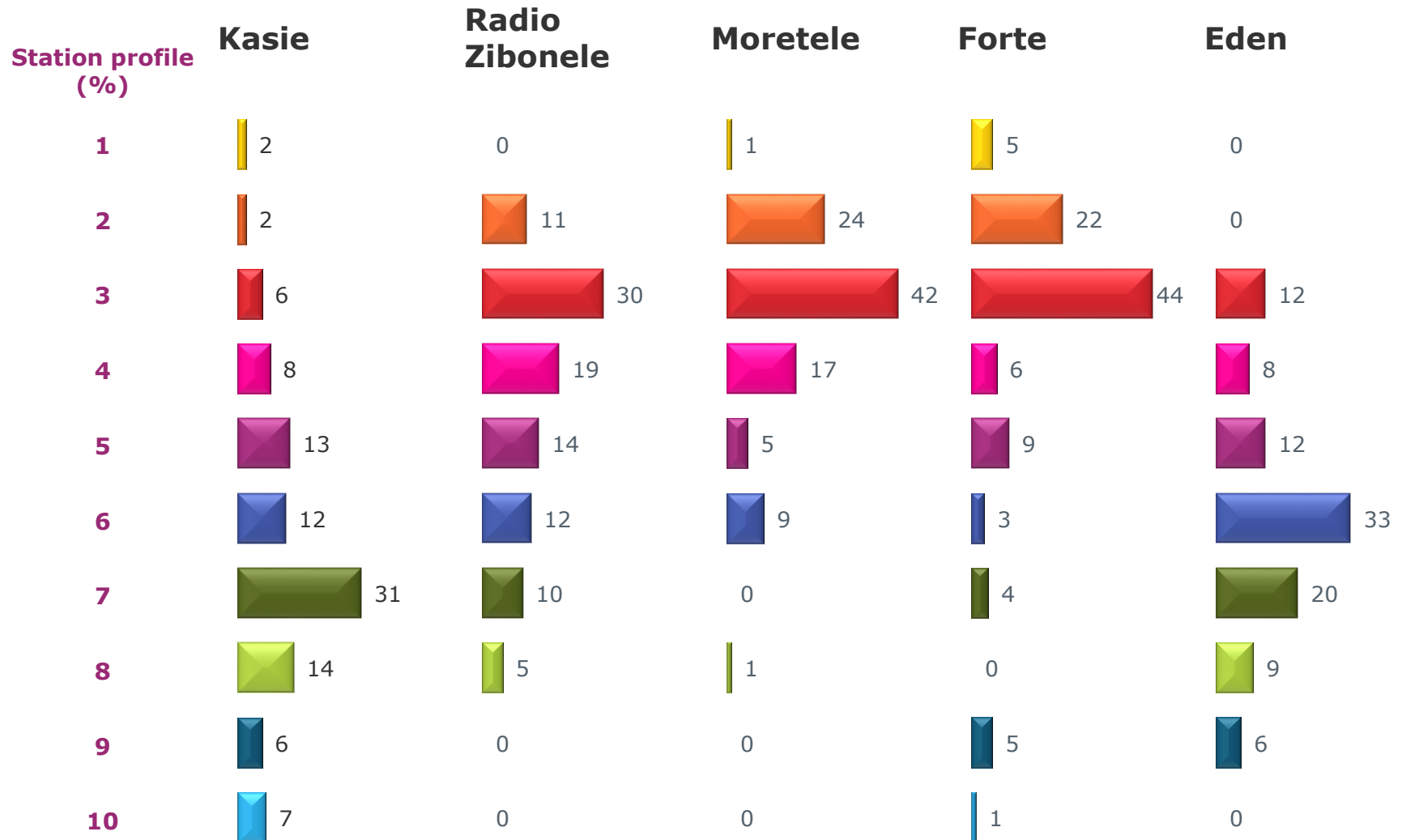
Community



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

STATION PROFILE BY SEM

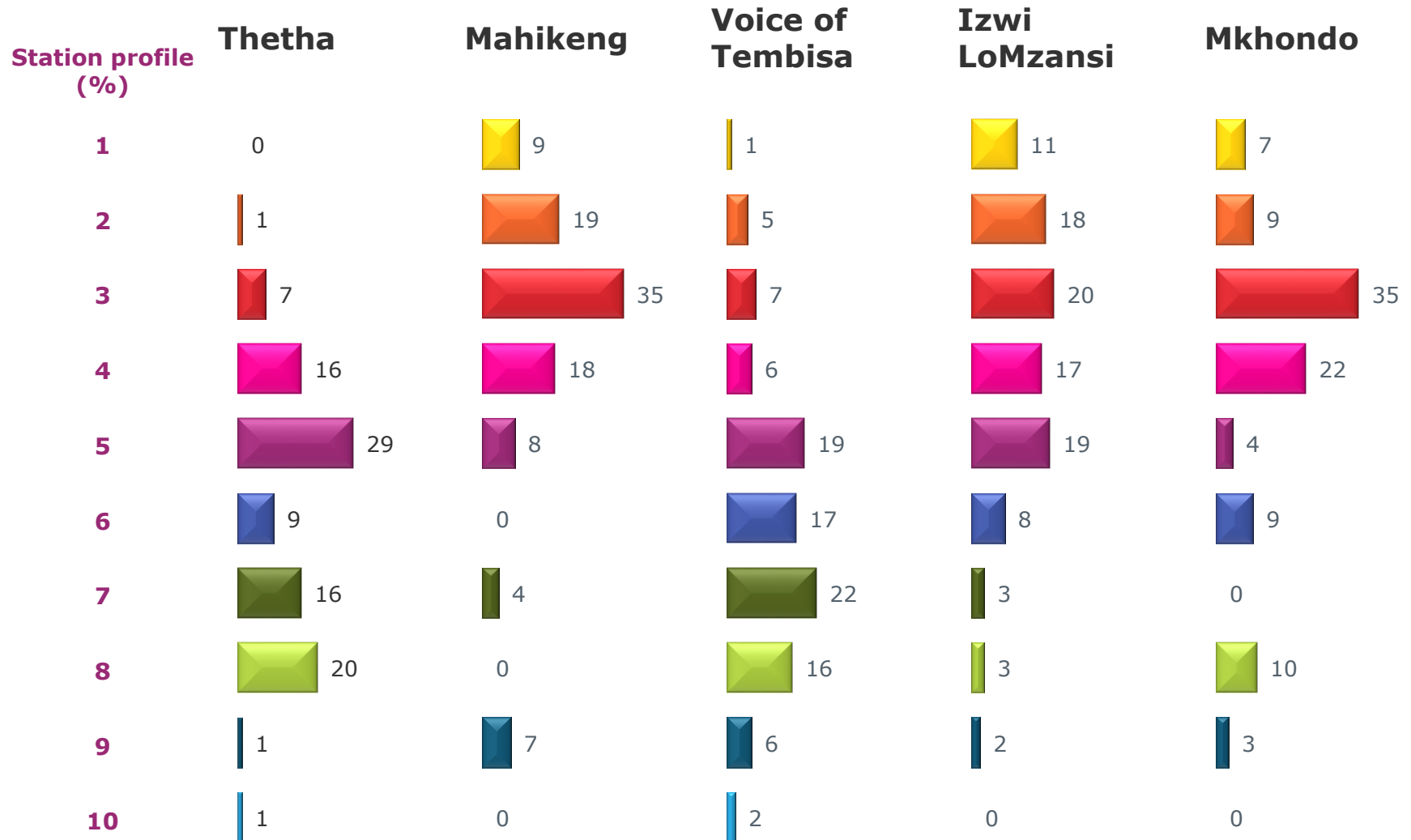
Community



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

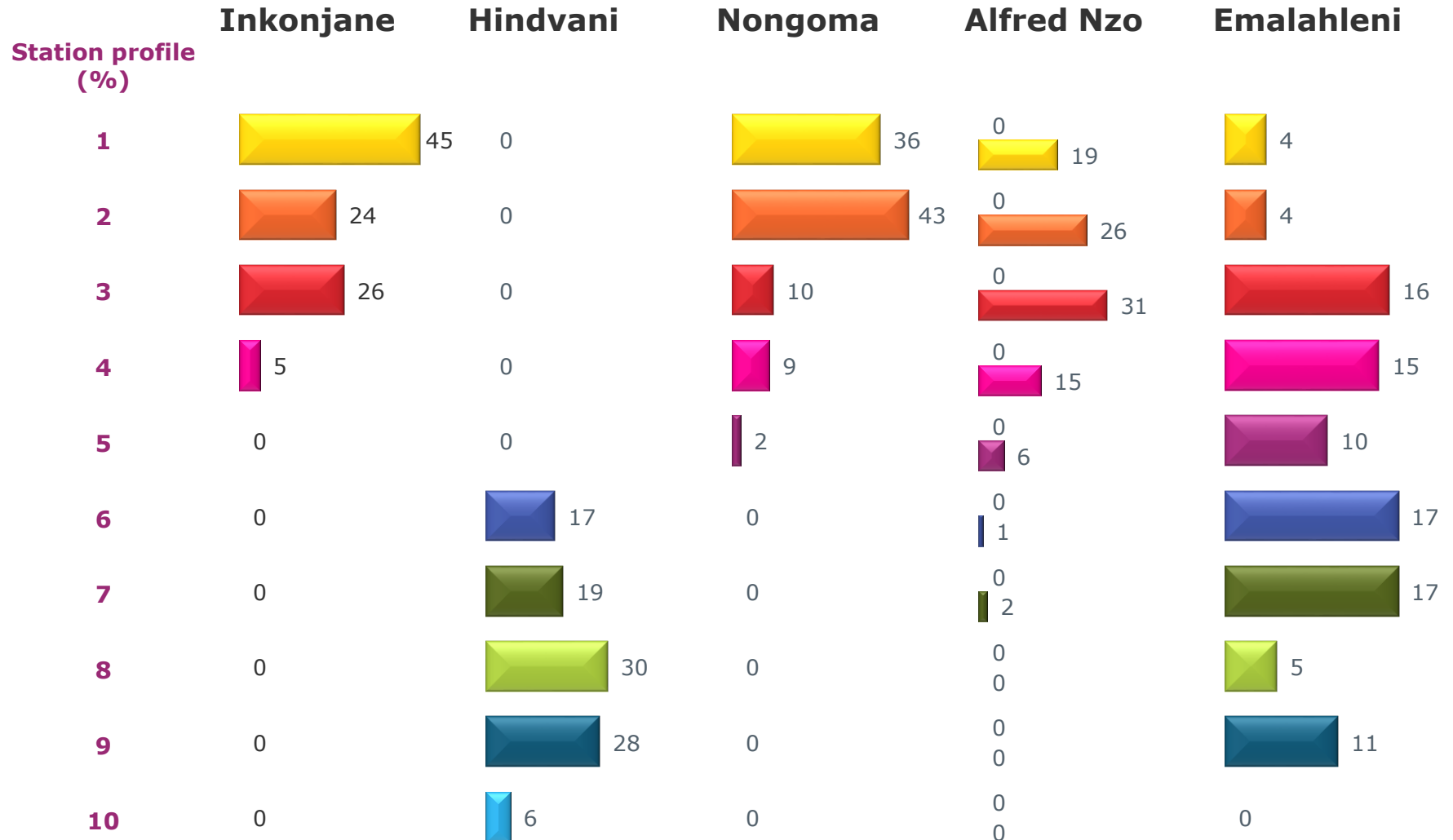
STATION PROFILE BY SEM

Community



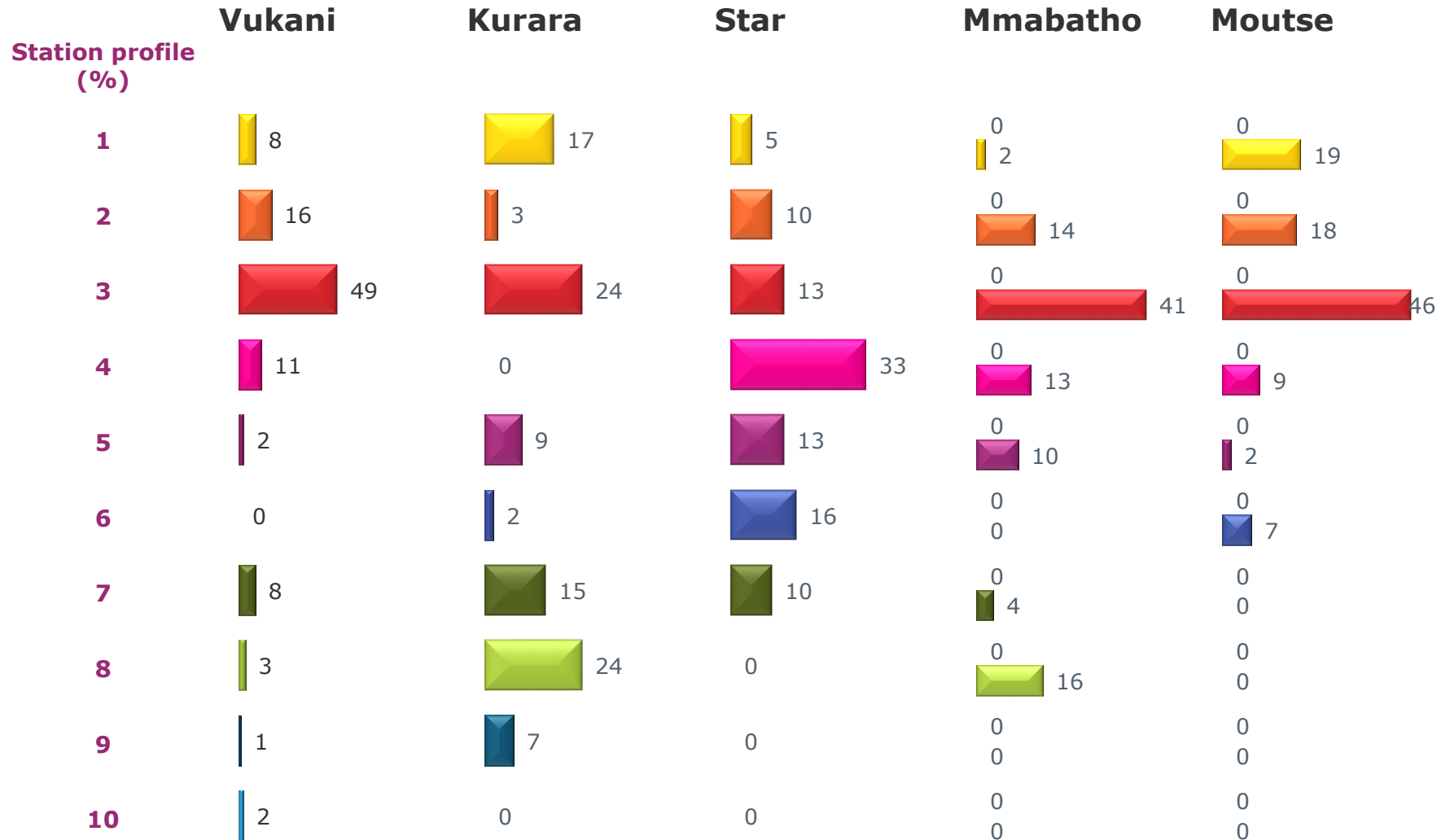
STATION PROFILE BY SEM

Community



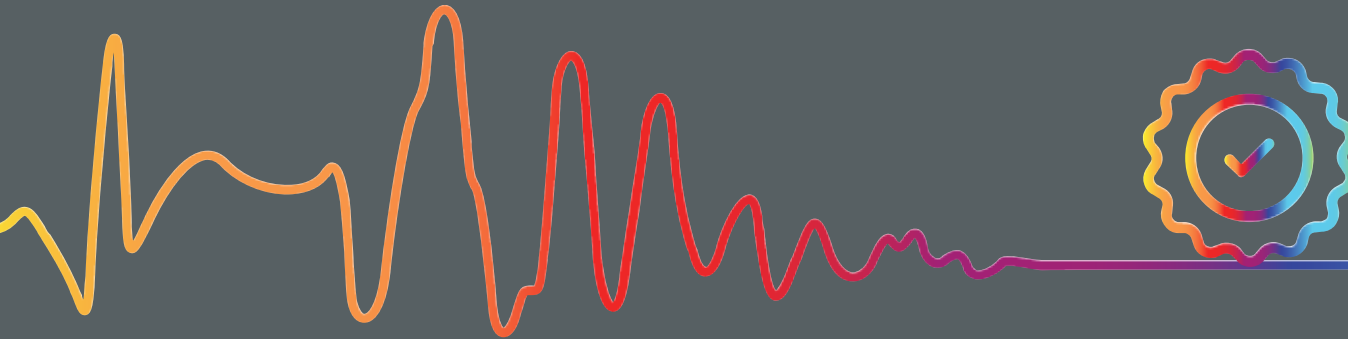
STATION PROFILE BY SEM

Community



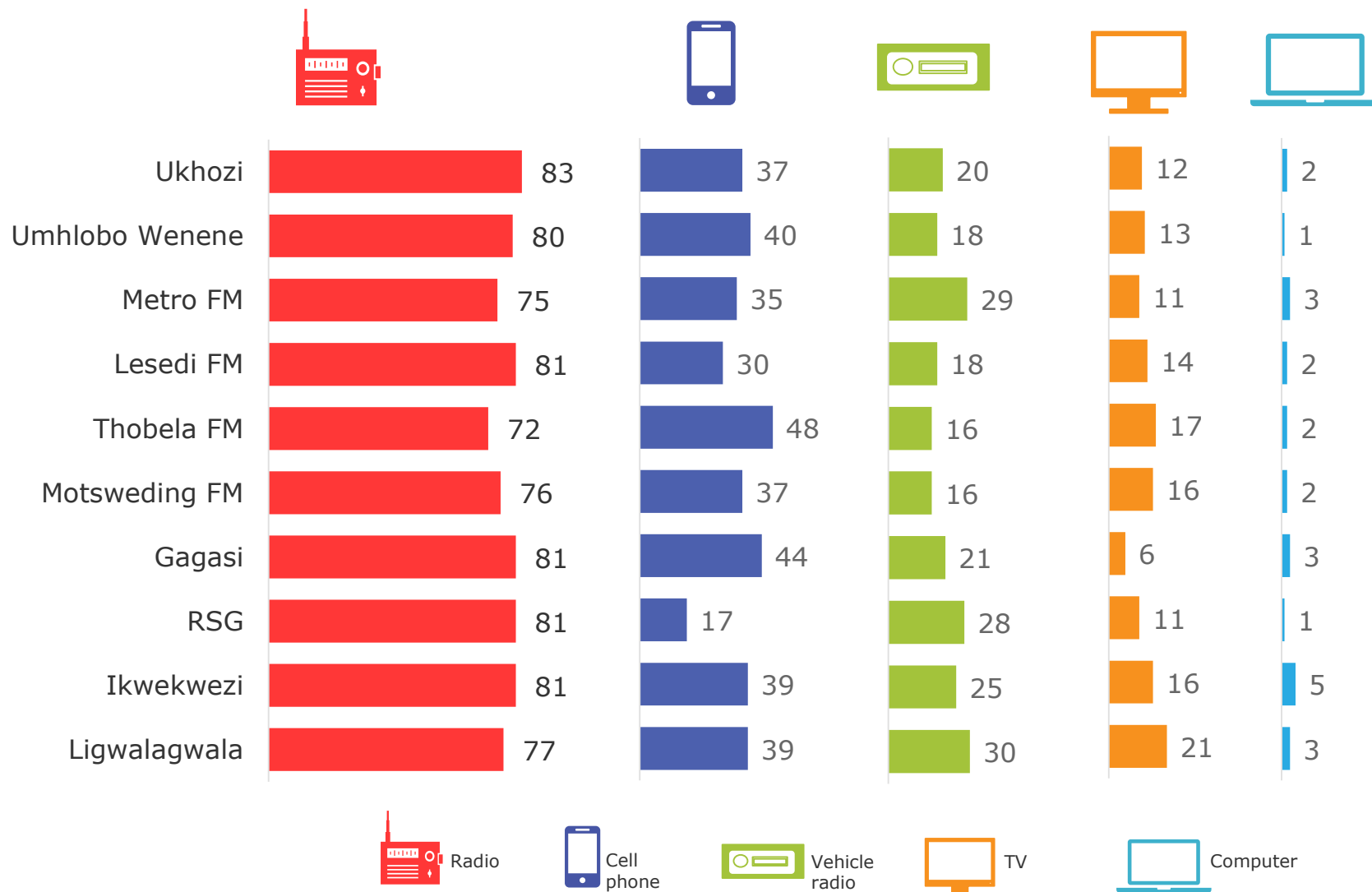
Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440), axes vary; ranked on avg. daily cume

DEVICE & LOCATION



Station listening by **DEVICE**

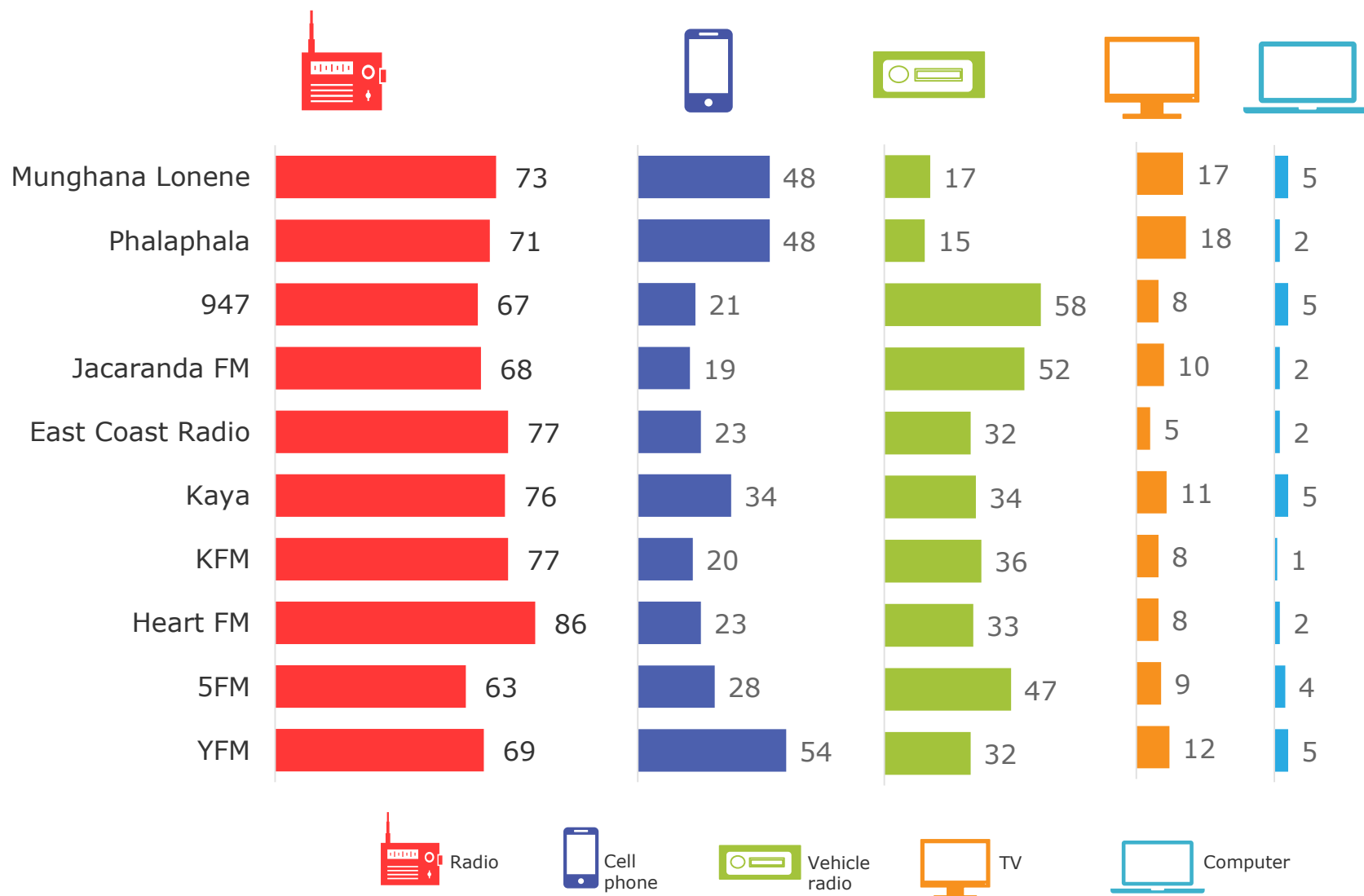
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

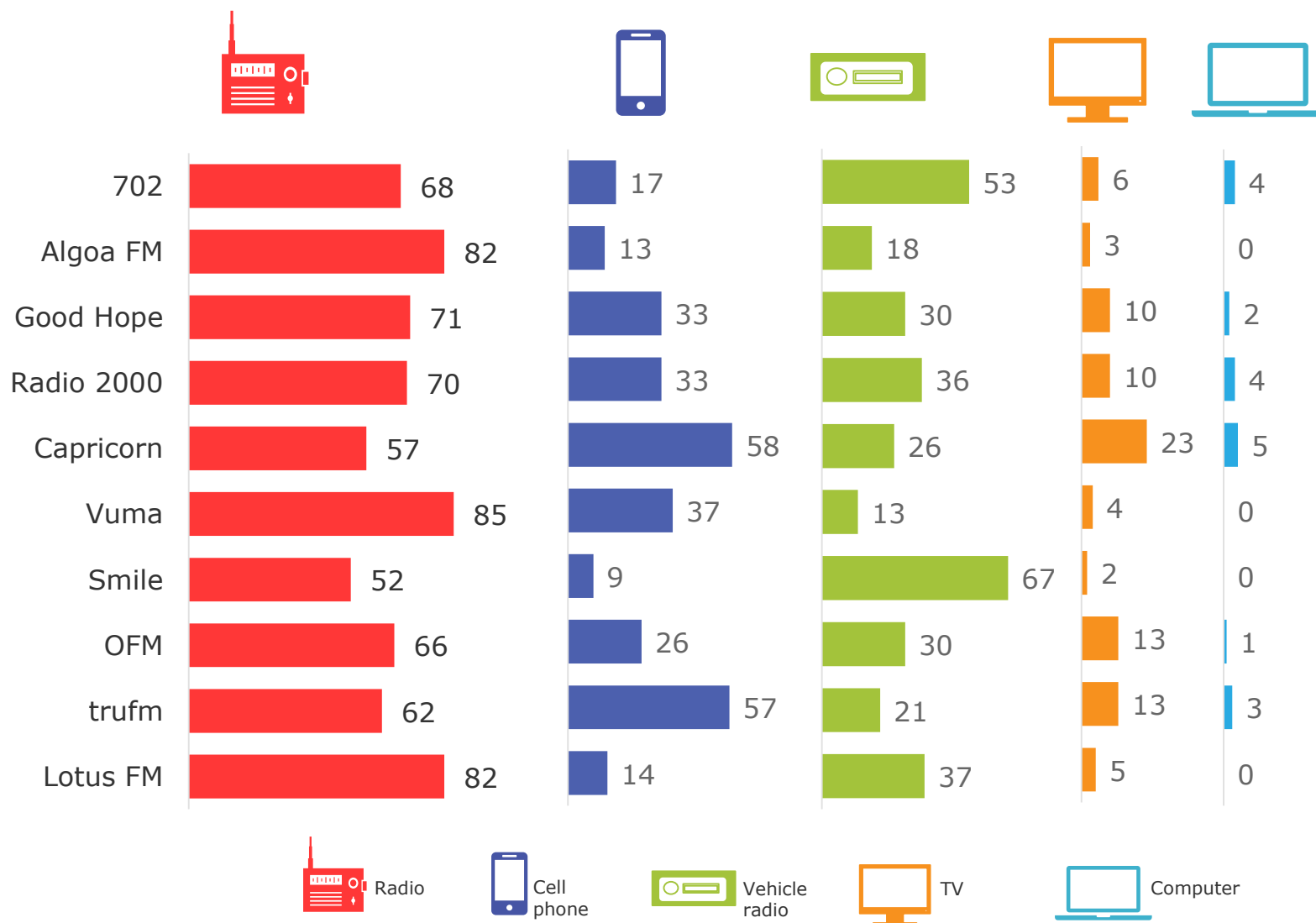
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

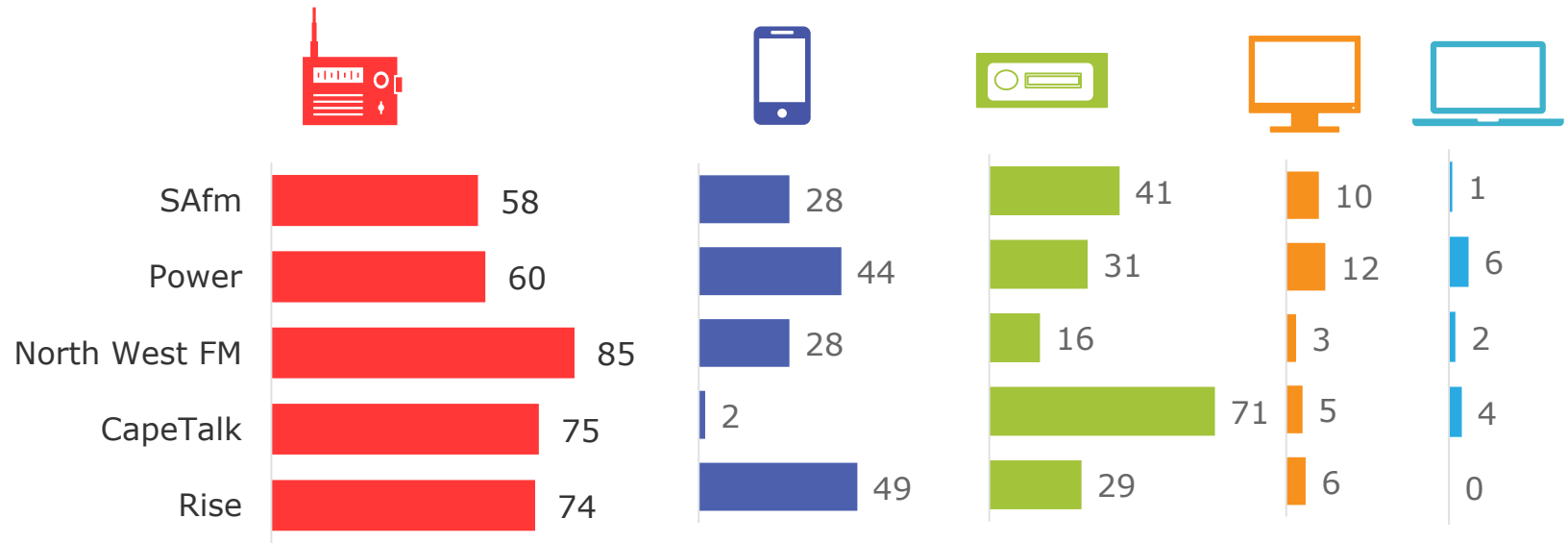
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Commercial and PBS



Radio



Cell
phone



Vehicle
radio



TV

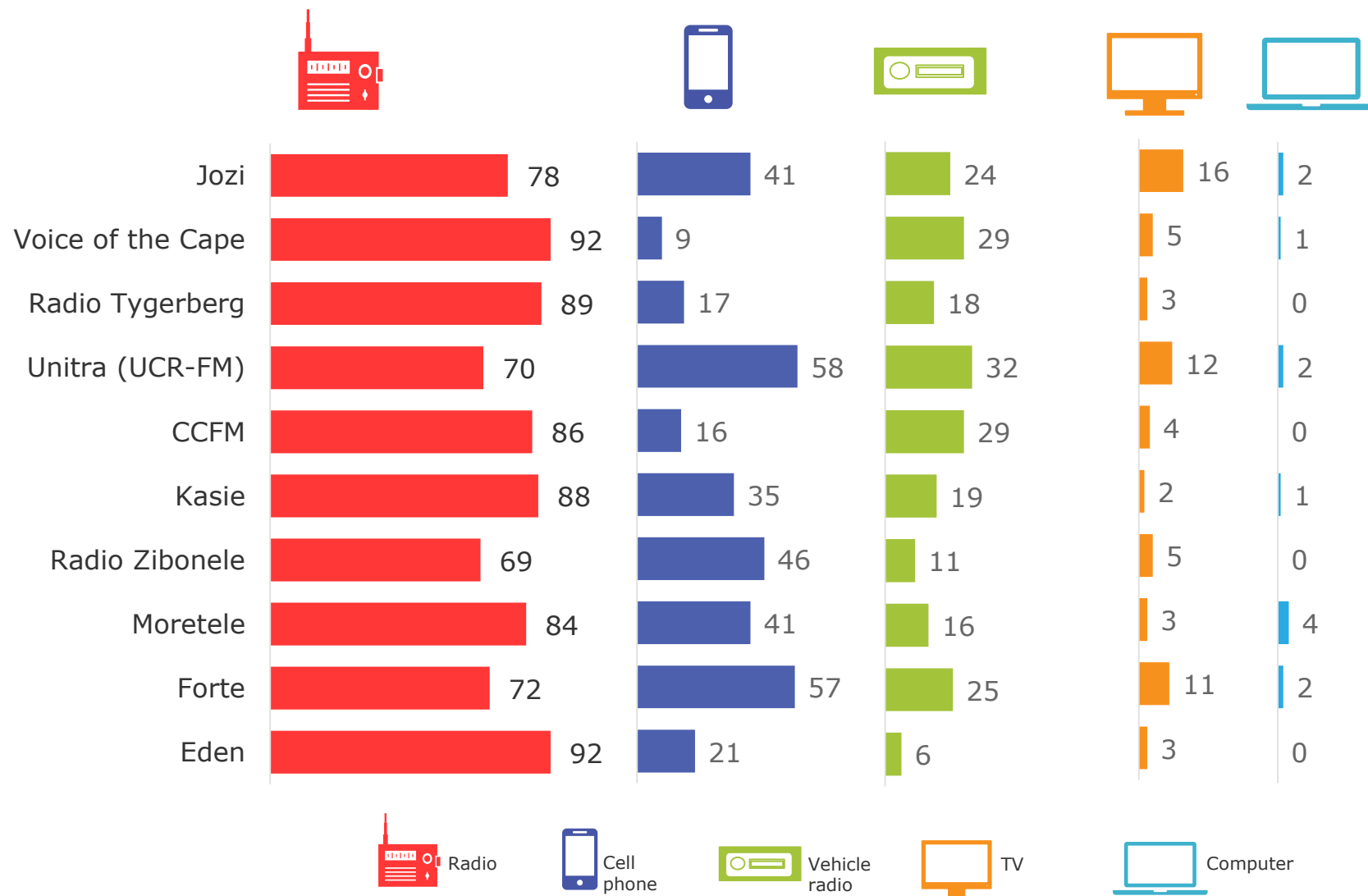


Computer

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

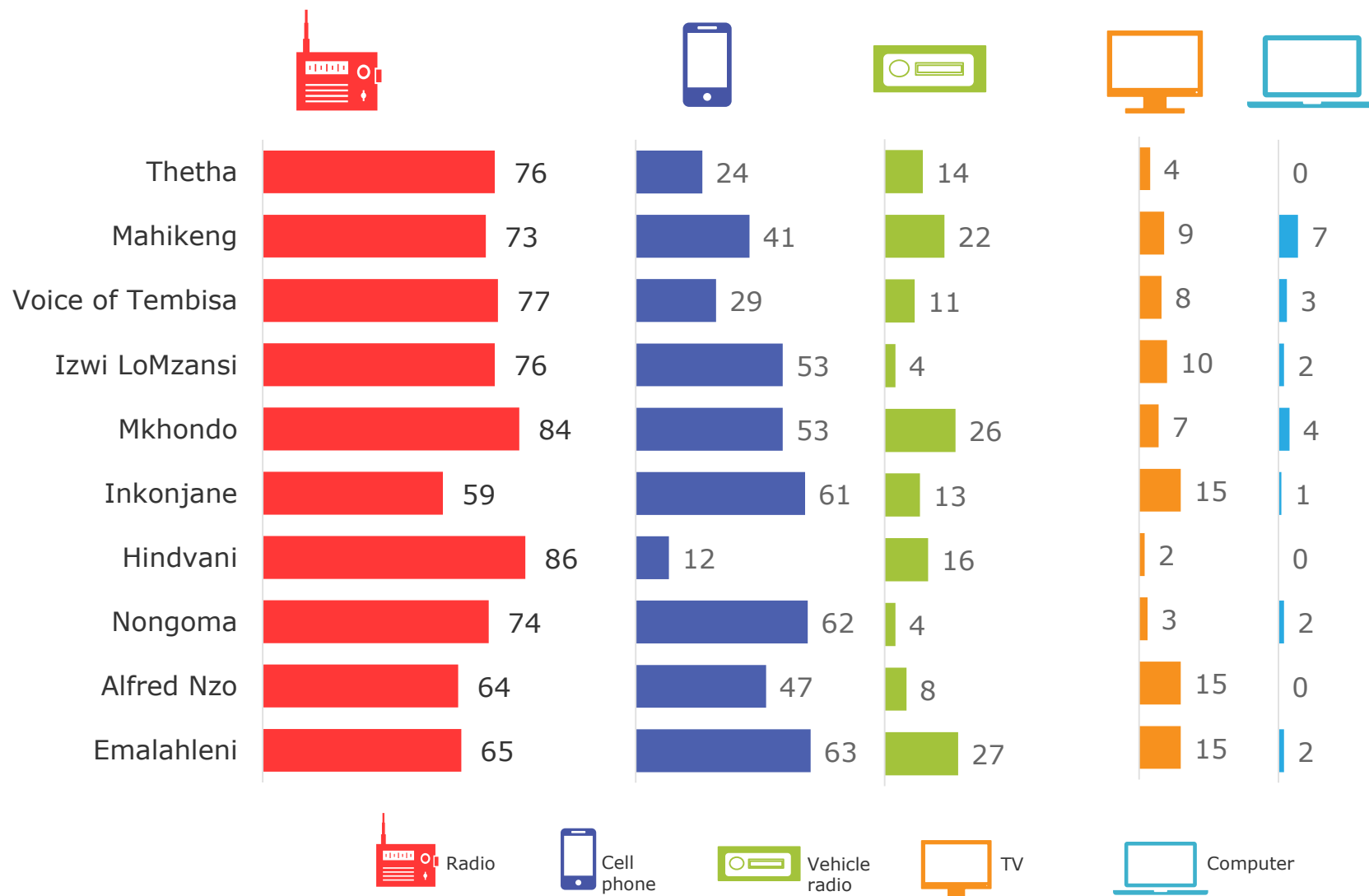
Community



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

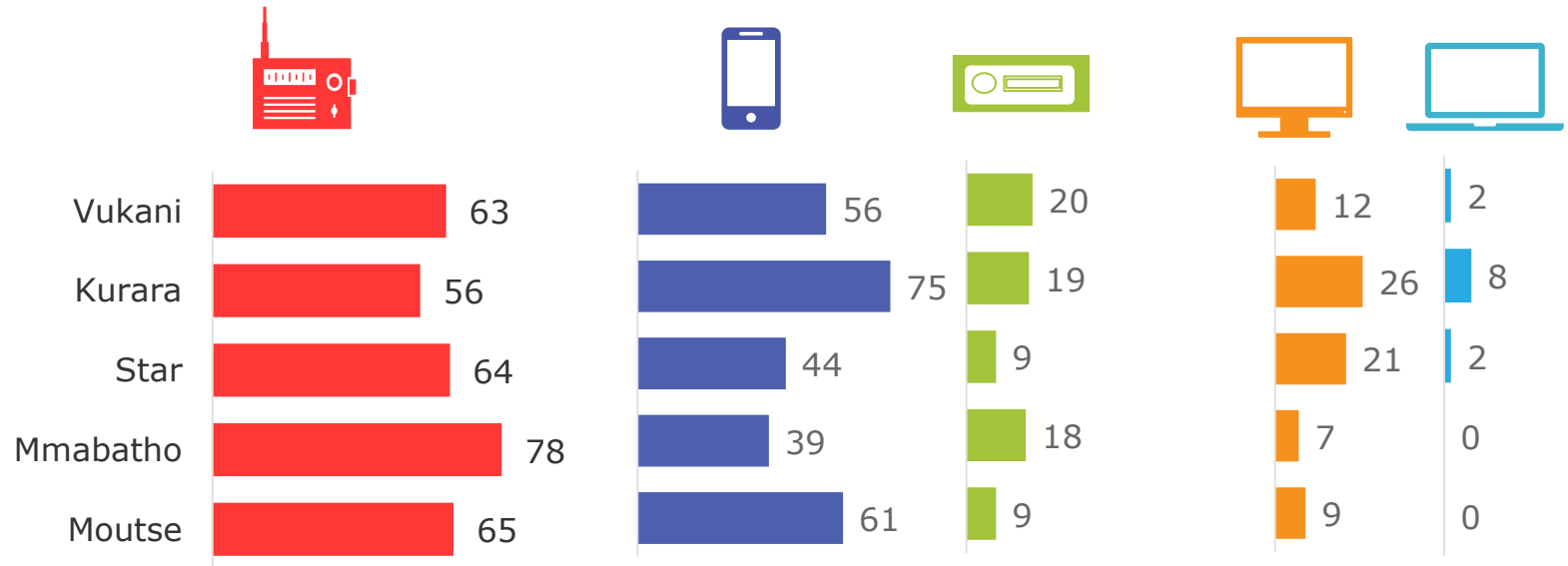
Community



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Community



Radio



Cell
phone



Vehicle
radio



TV

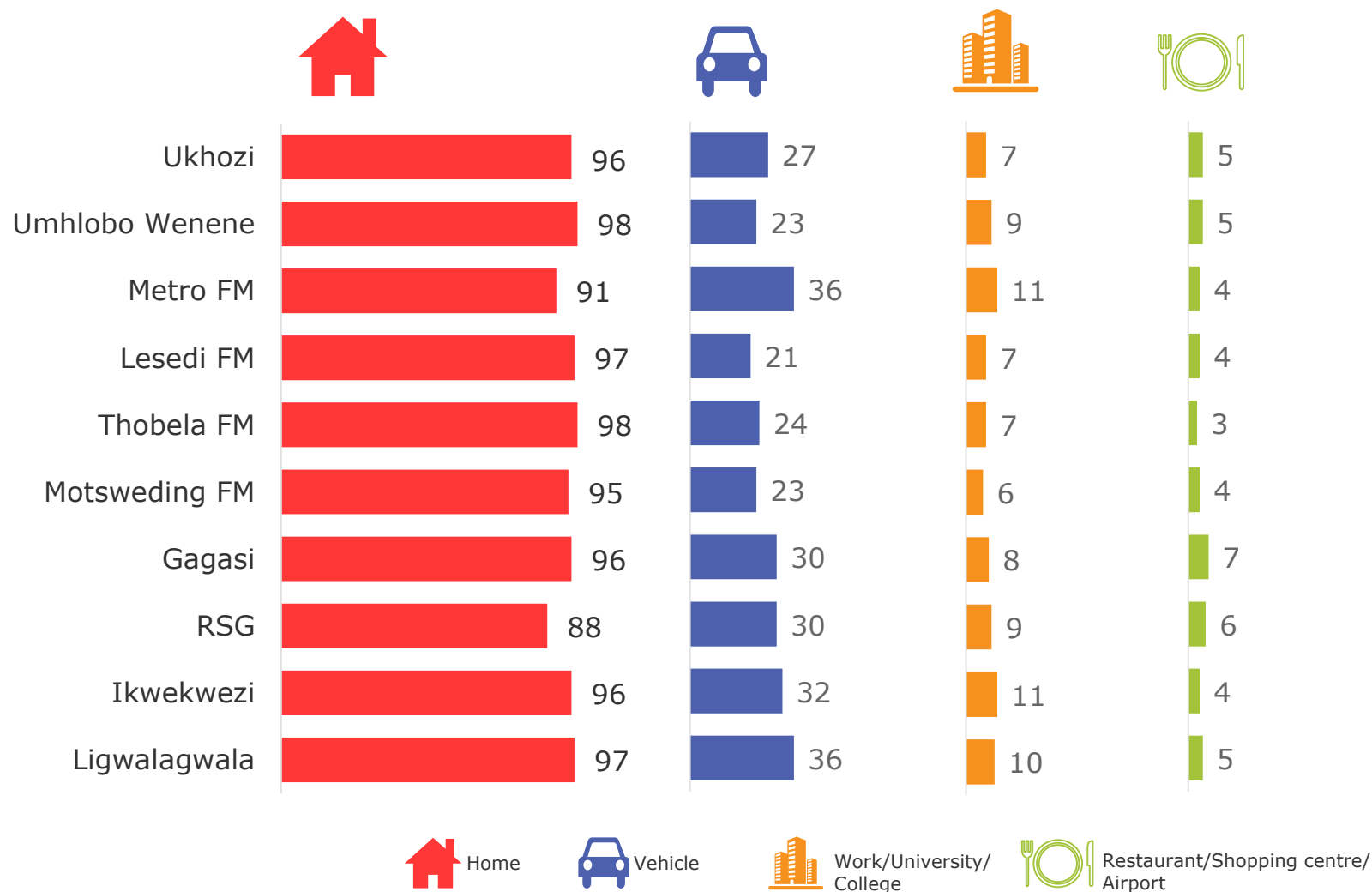


Computer

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

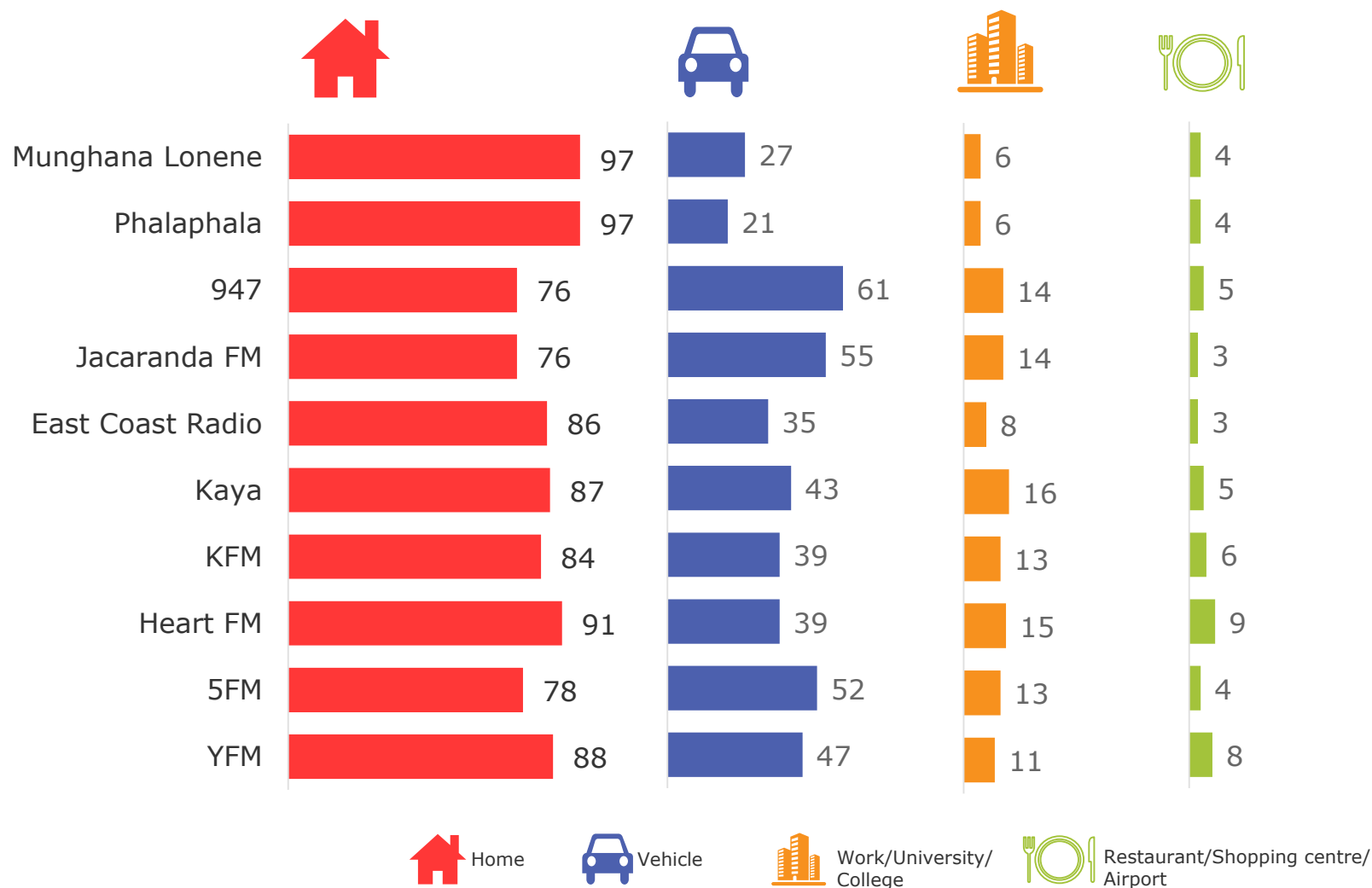
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

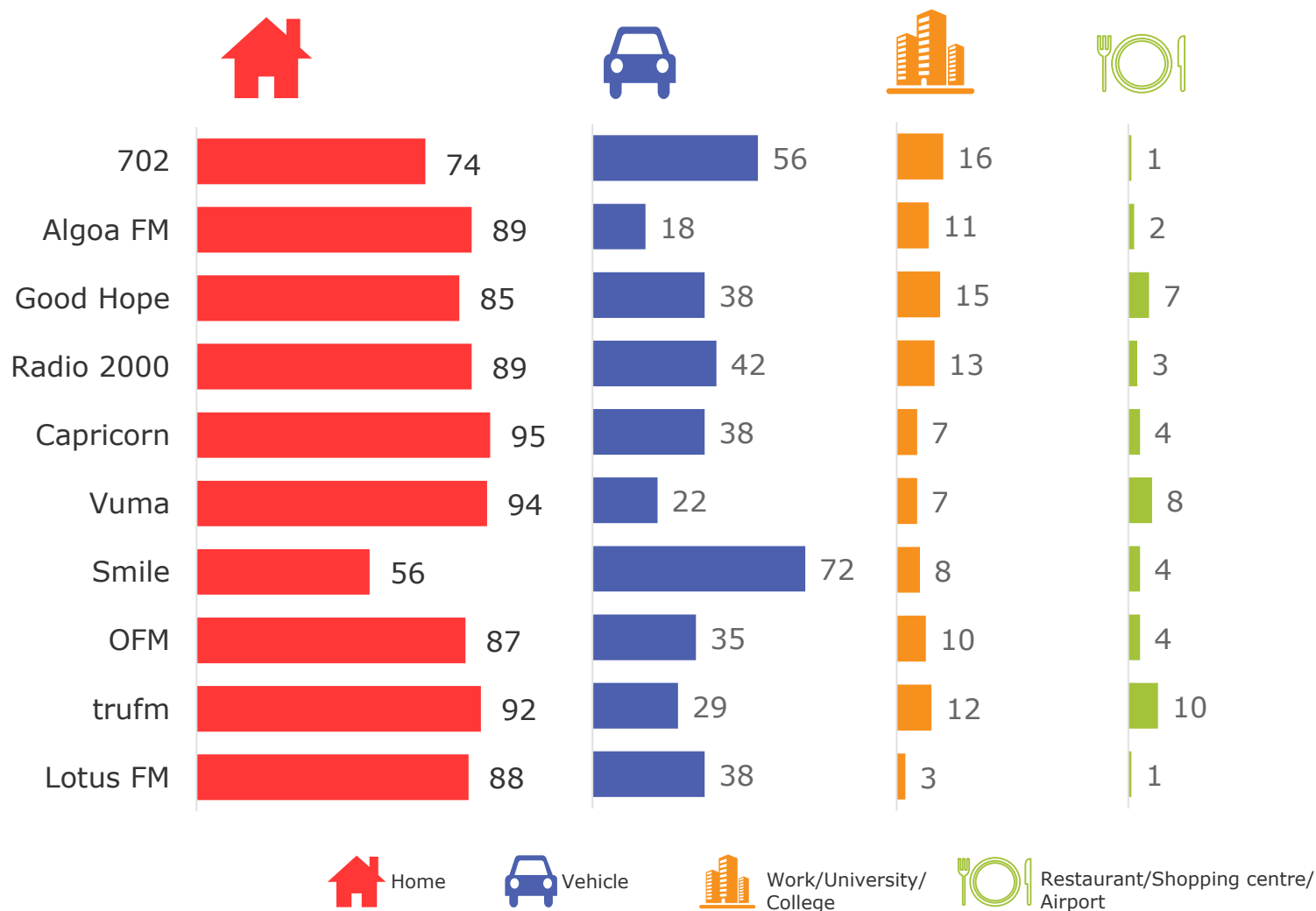
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

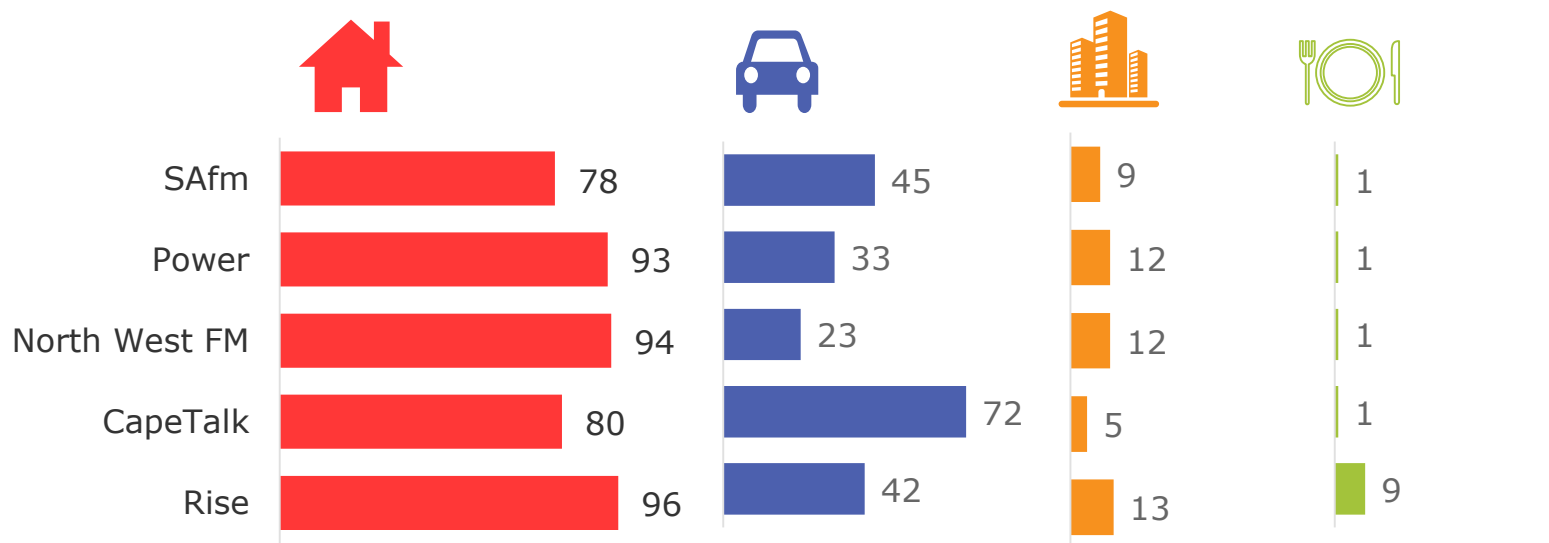
Commercial and PBS



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

Commercial and PBS



Home



Vehicle



Work/University/
College

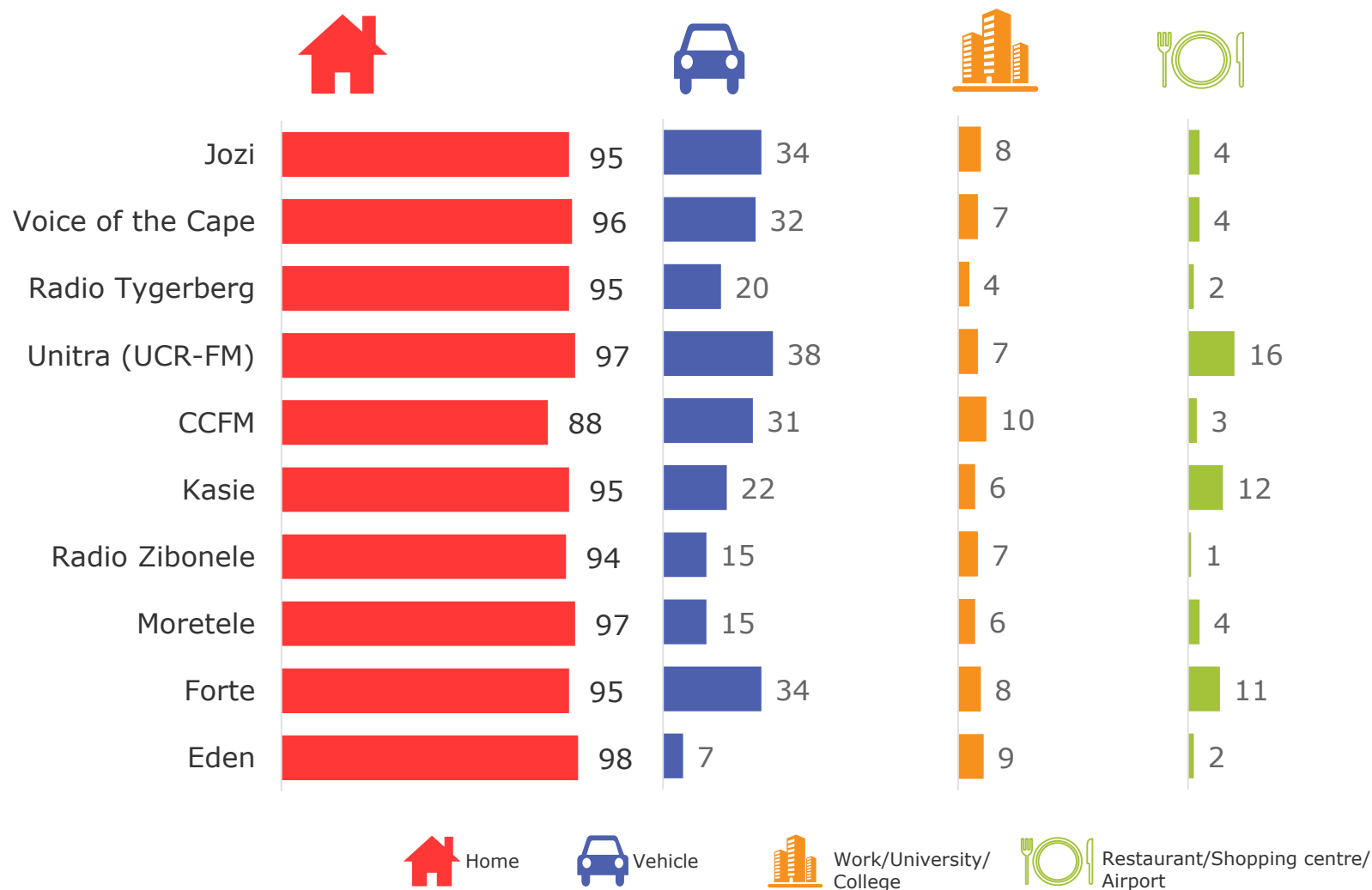


Restaurant/Shopping centre/
Airport

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

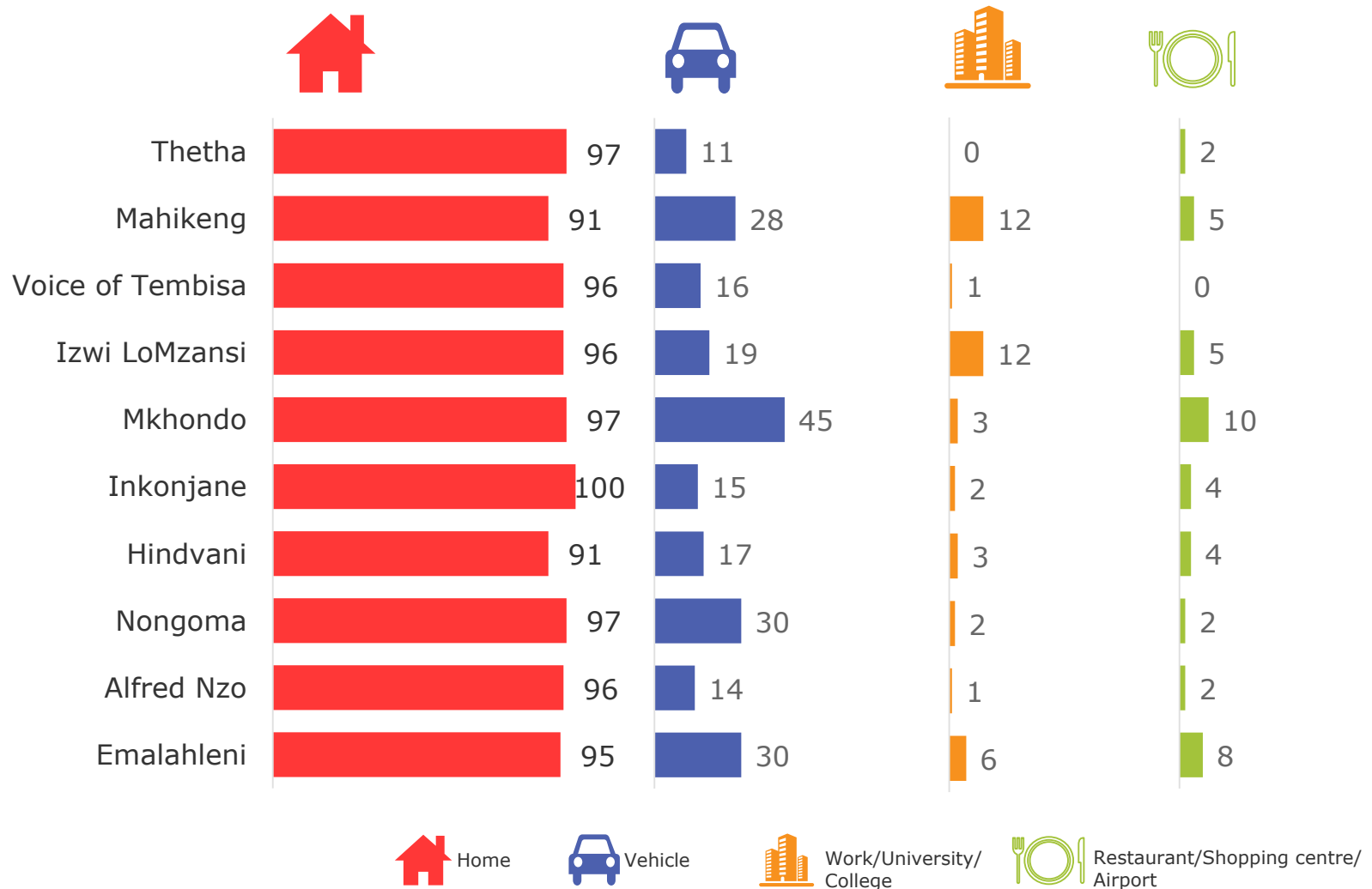
Community



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

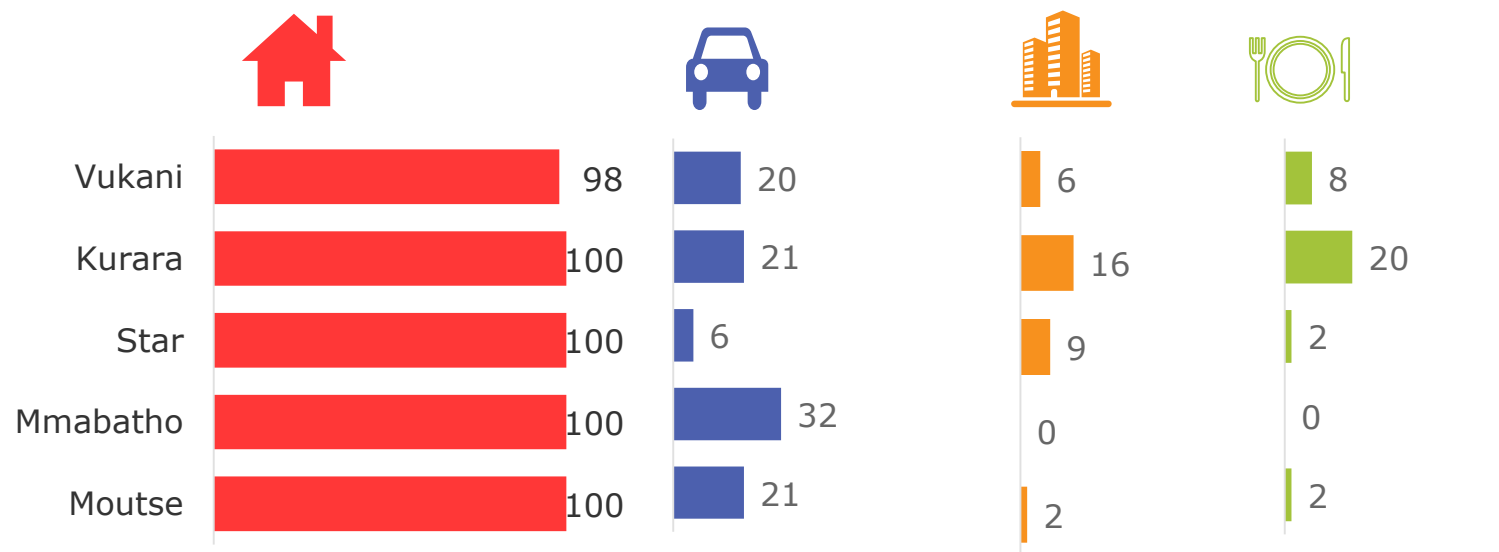
Community



Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by LOCATION

Community



Home



Vehicle



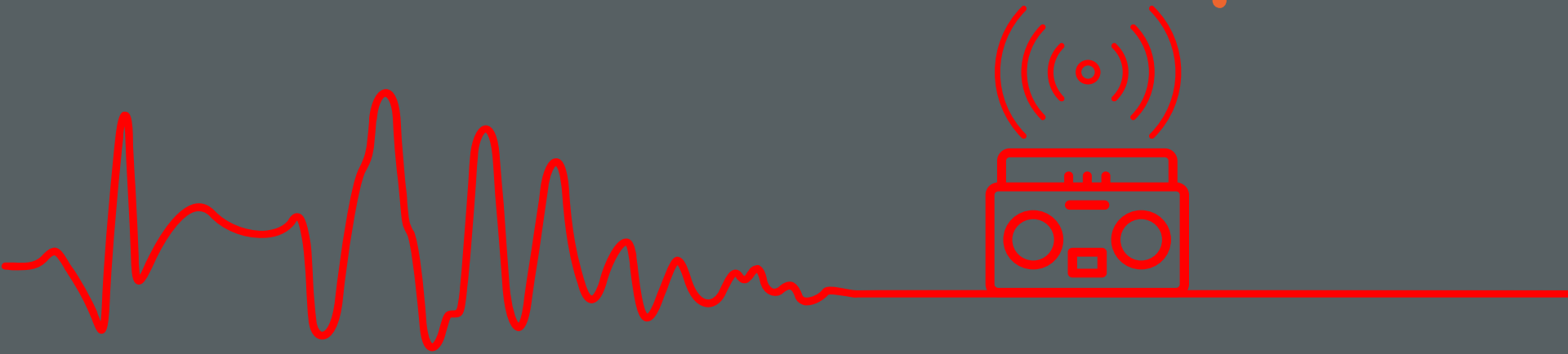
Work/University/
College

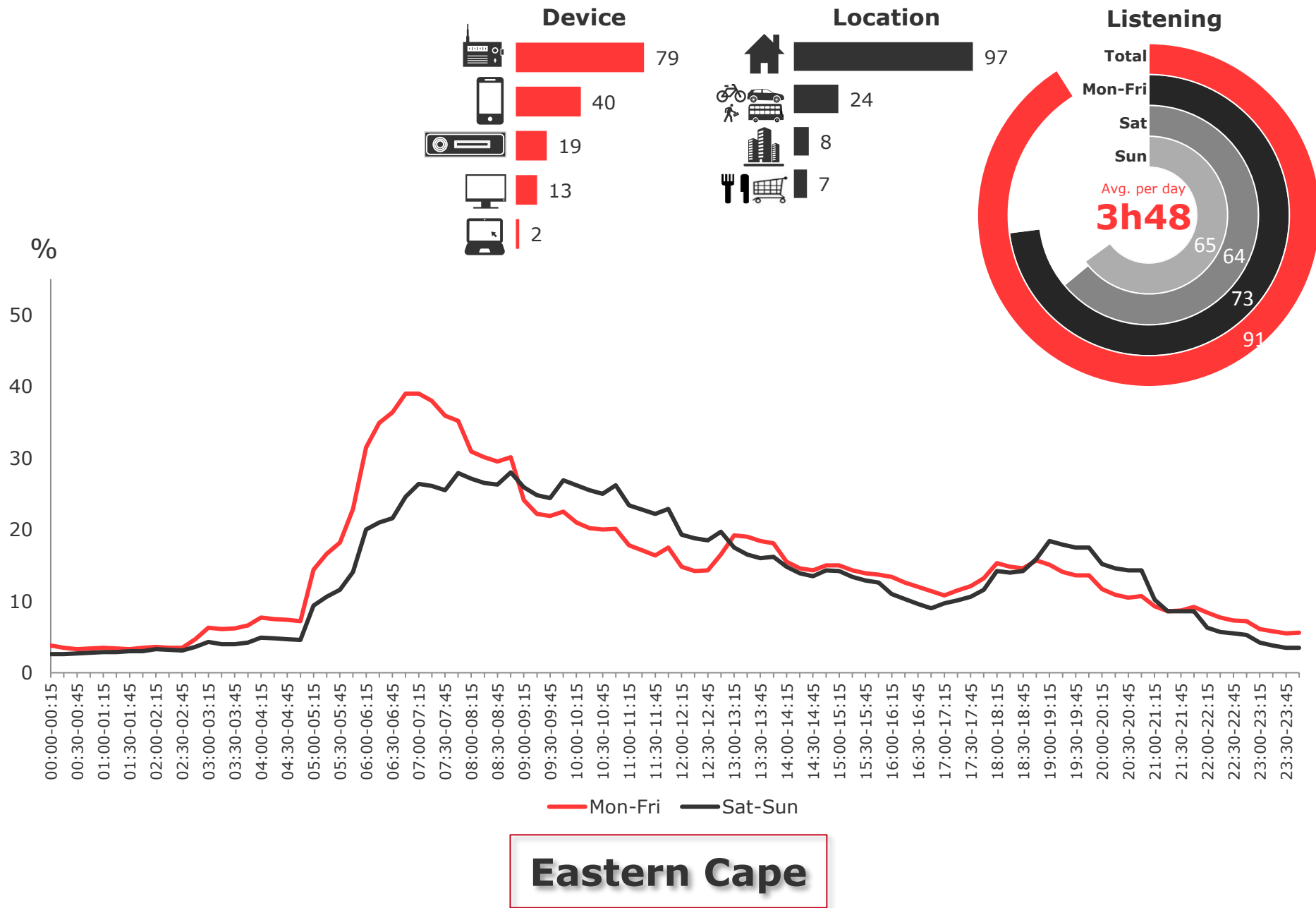


Restaurant/Shopping centre/
Airport

Source: BRC RAM™ Jan'18-Jun'18 (National: n=30,440)
Stations ranked on avg. daily audience (Mon-Sun)

THE PROVINCES





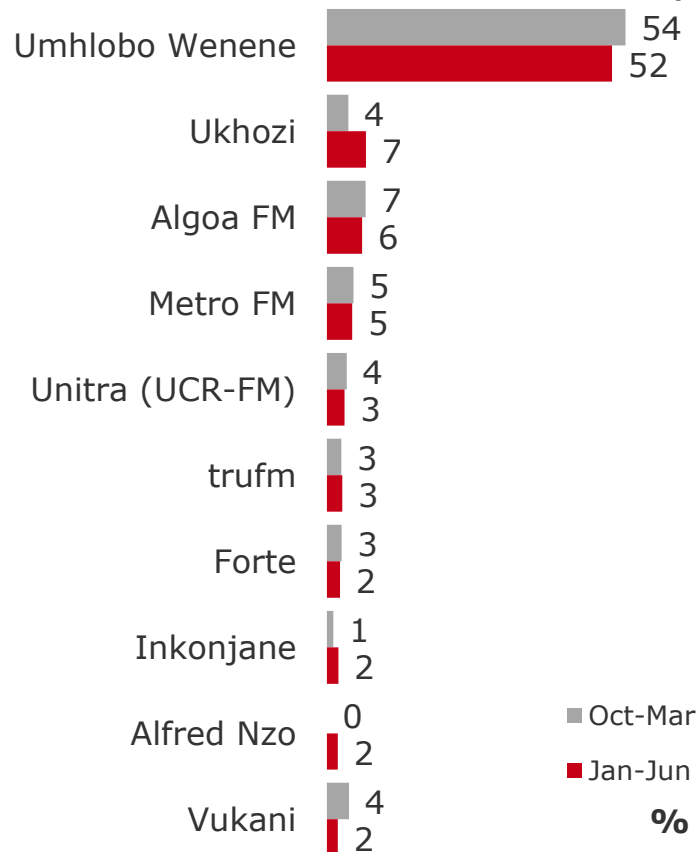
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM™ Jan'18-Jun'18 (Eastern Cape: n=3,986)

EASTERN CAPE - SHARE

Share of Audience



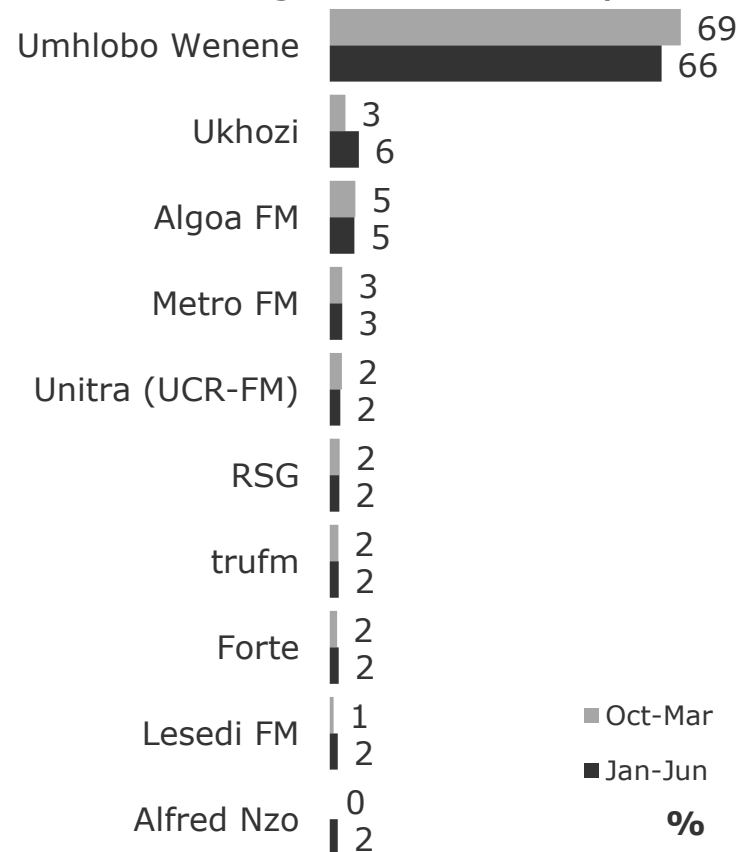
(% of 4.3m listeners who listen in a week)

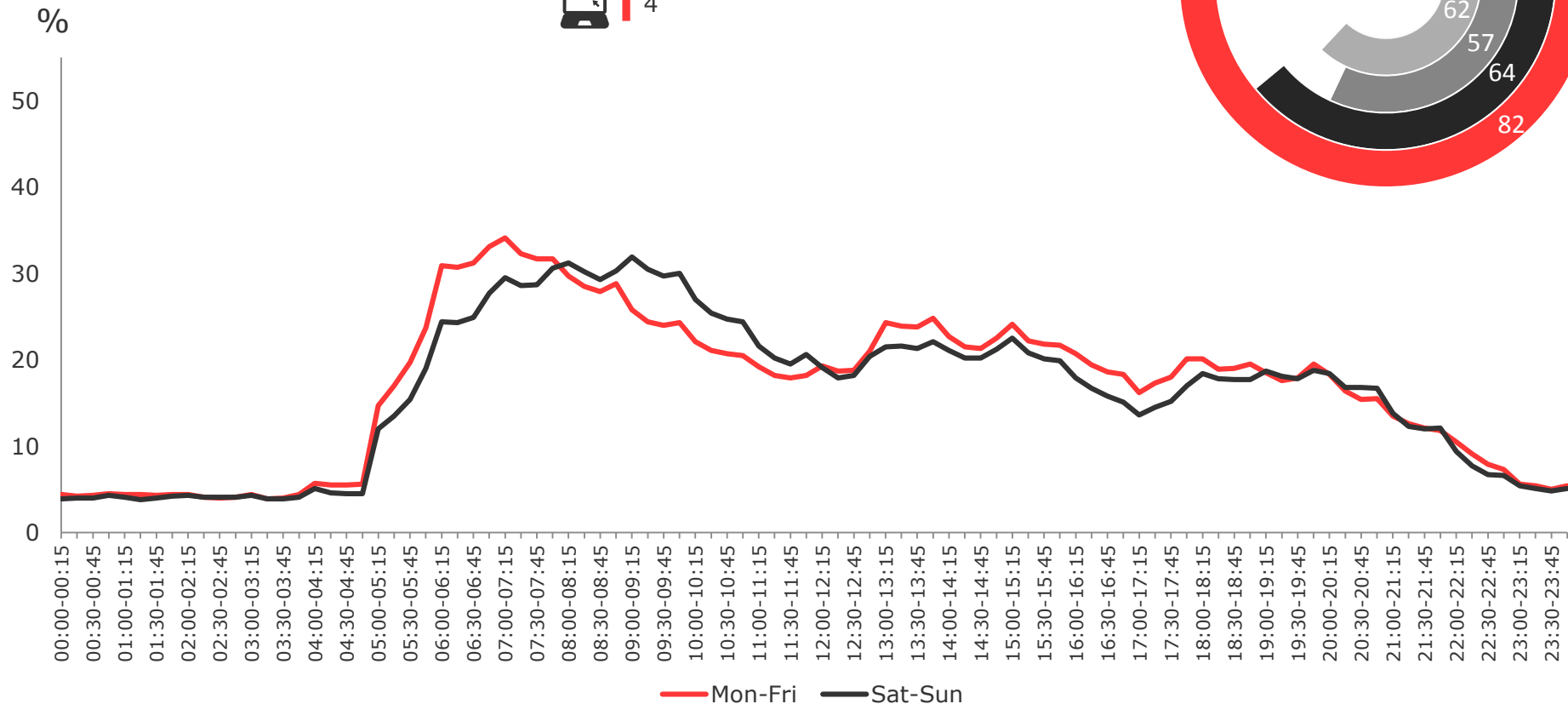
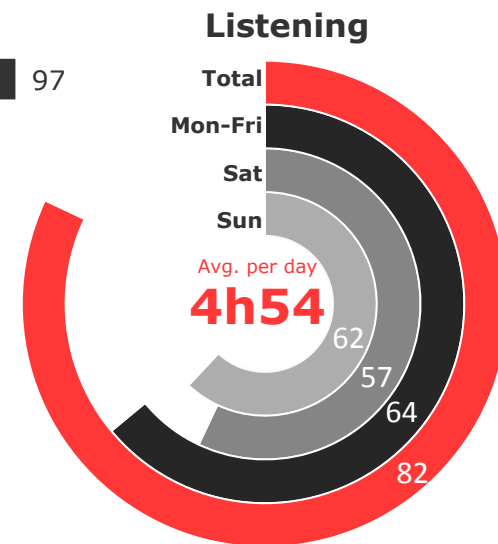
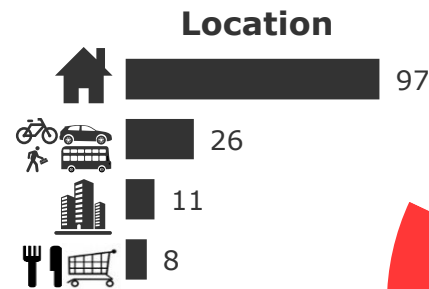
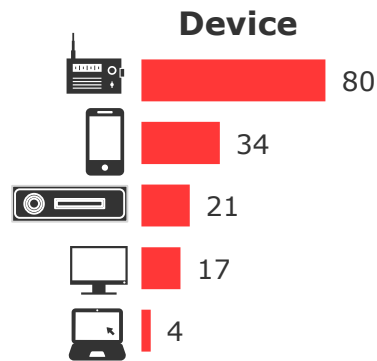


Share of Listening



(% of 6.9b listening minutes a week)





Free State

FREE STATE - SHARE

Share of Audience



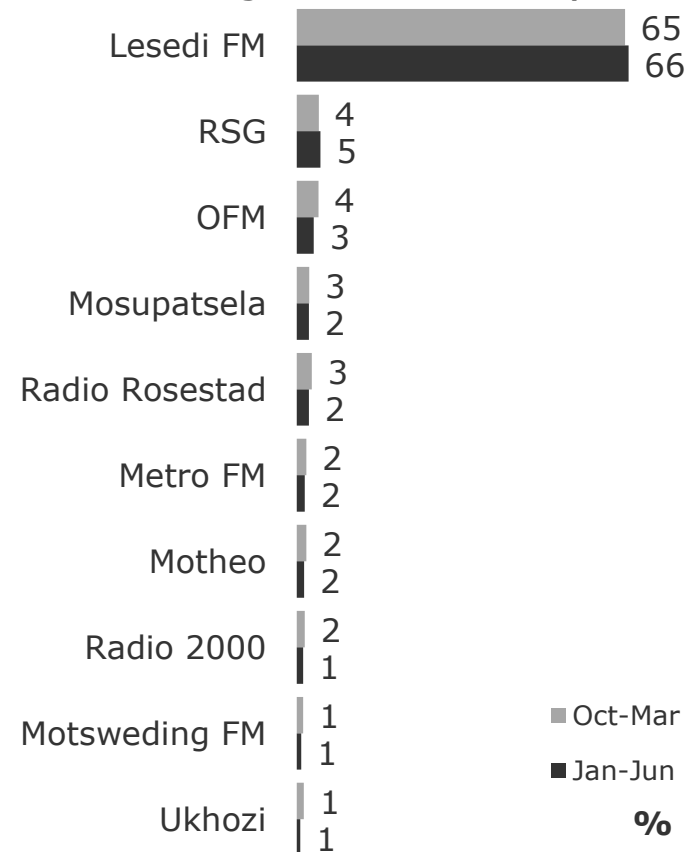
(% of 1.7m listeners who listen in a week)

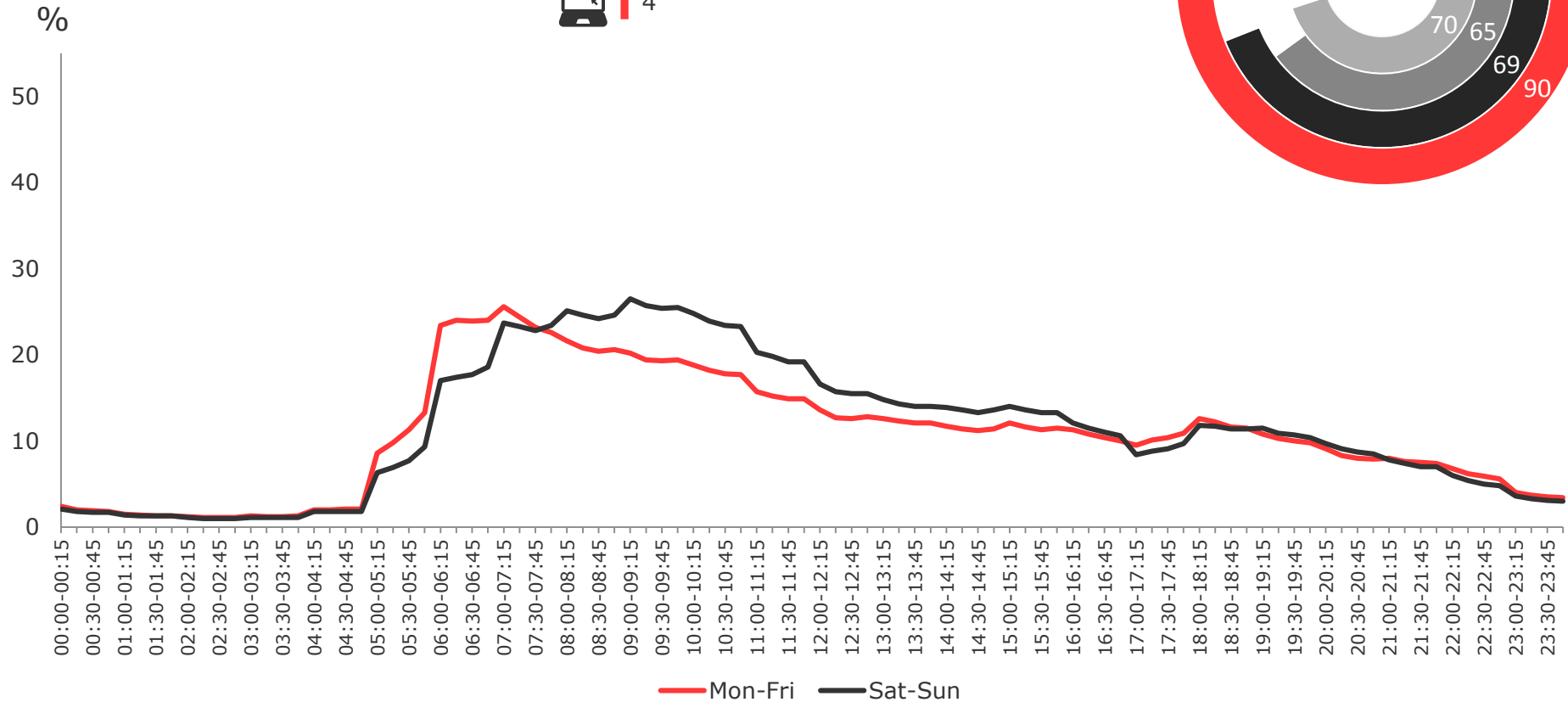
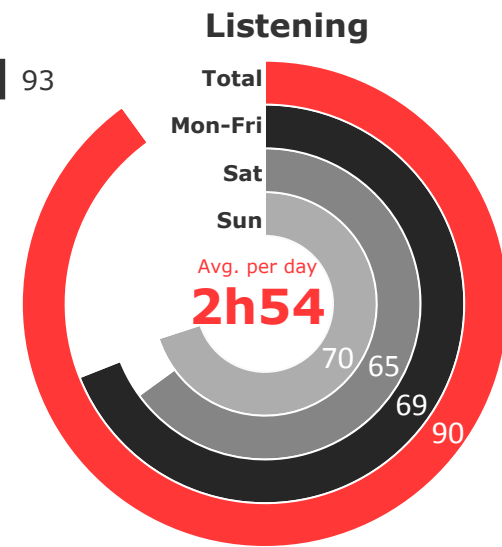
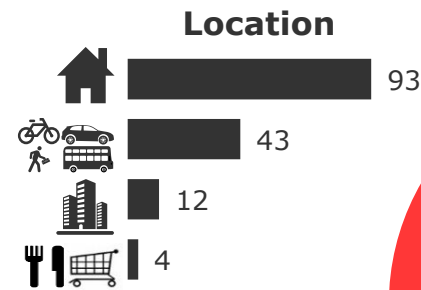
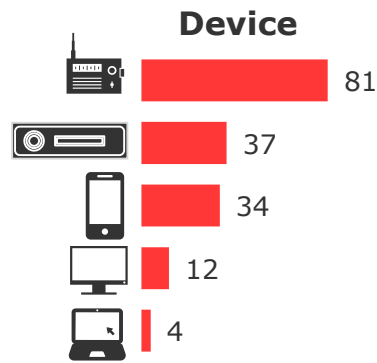


Share of Listening



(% of 3.4b listening minutes a week)





Gauteng

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)

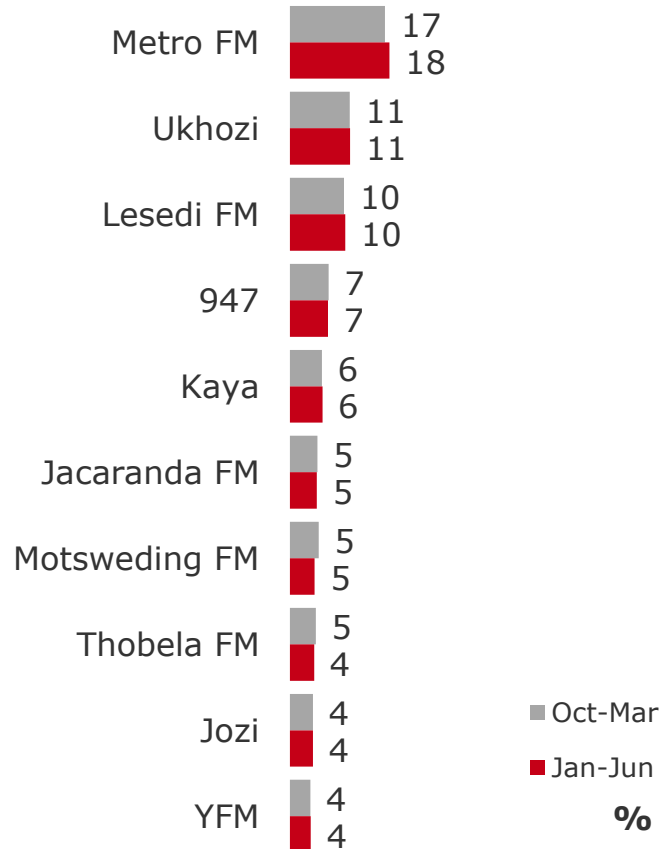
Source: BRC RAM™ Jan'18-Jun'18 (Gauteng: n=10,591)

GAUTENG - SHARE

Share of Audience



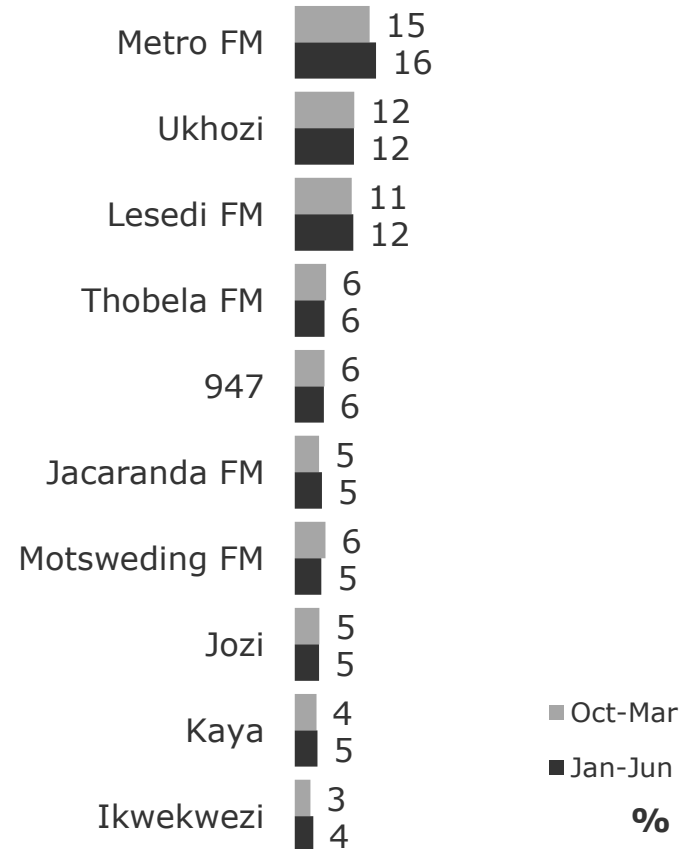
(% of 9.0m listeners who listen in a week)

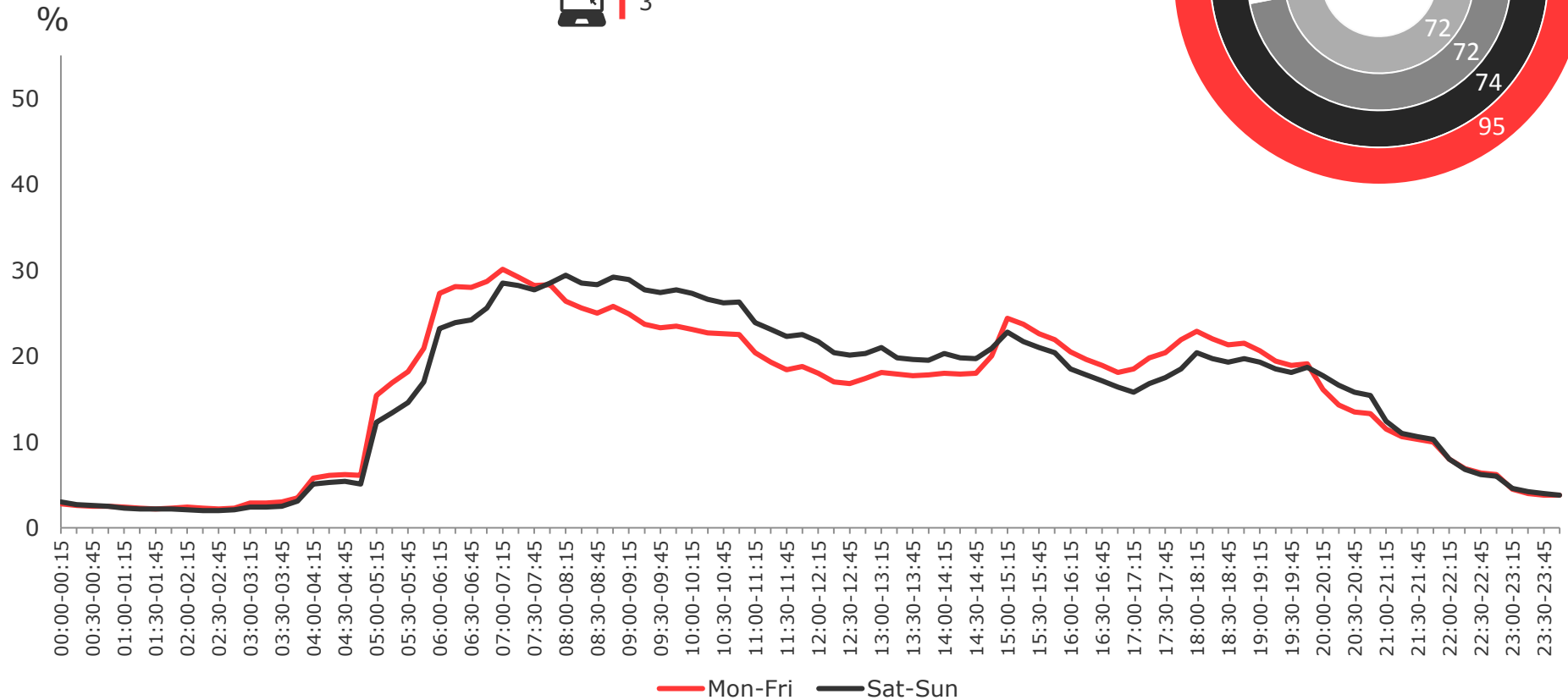
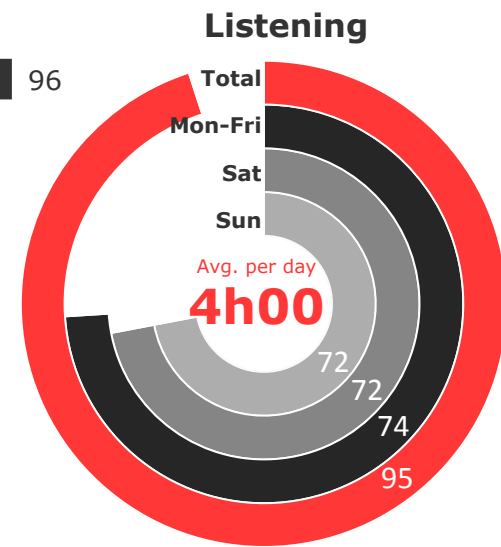
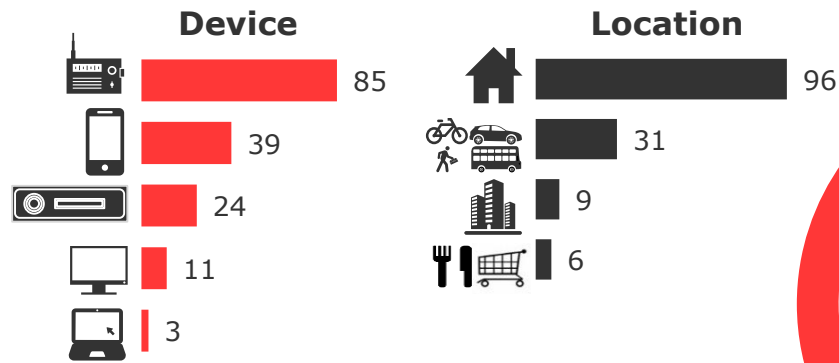


Share of Listening



(% of 11.0b listening minutes a week)





KwaZulu-Natal

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)

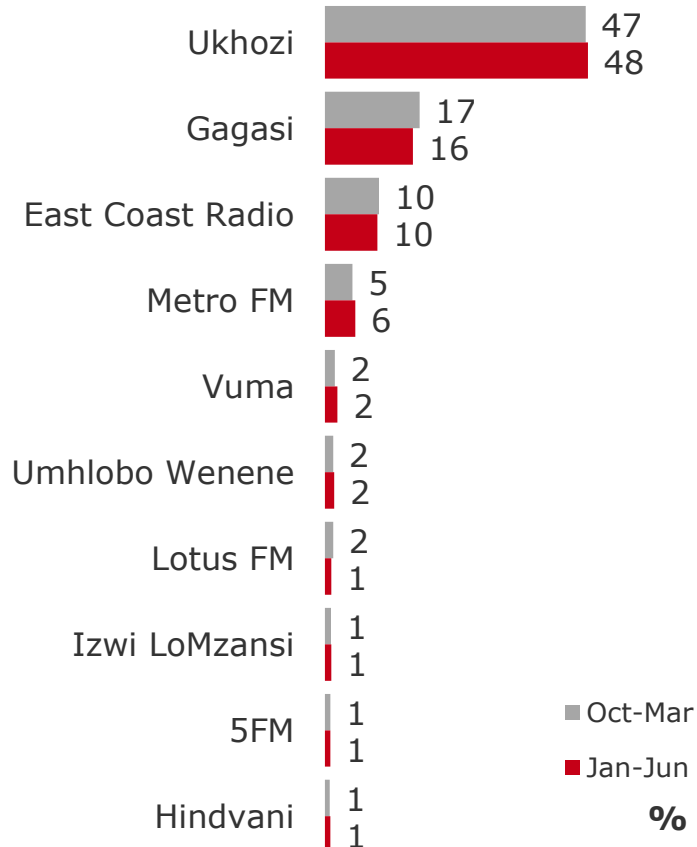
Source: BRC RAM™ Jan'18-Jun'18 (KwaZulu-Natal: n=4,640)

KWAZULU-NATAL - SHARE

Share of Audience



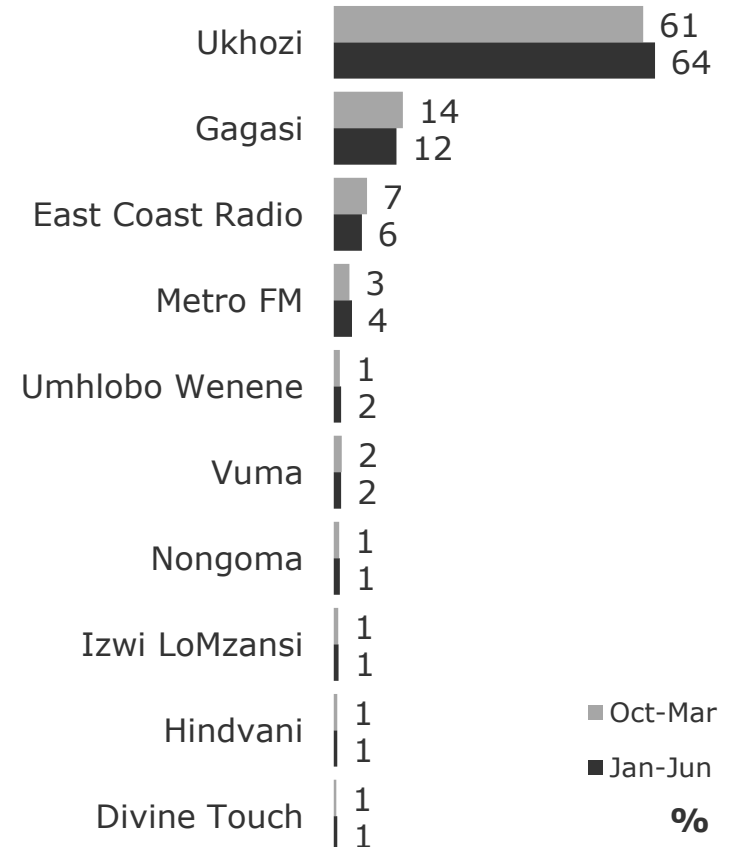
(% of 7.1m listeners who listen in a week)

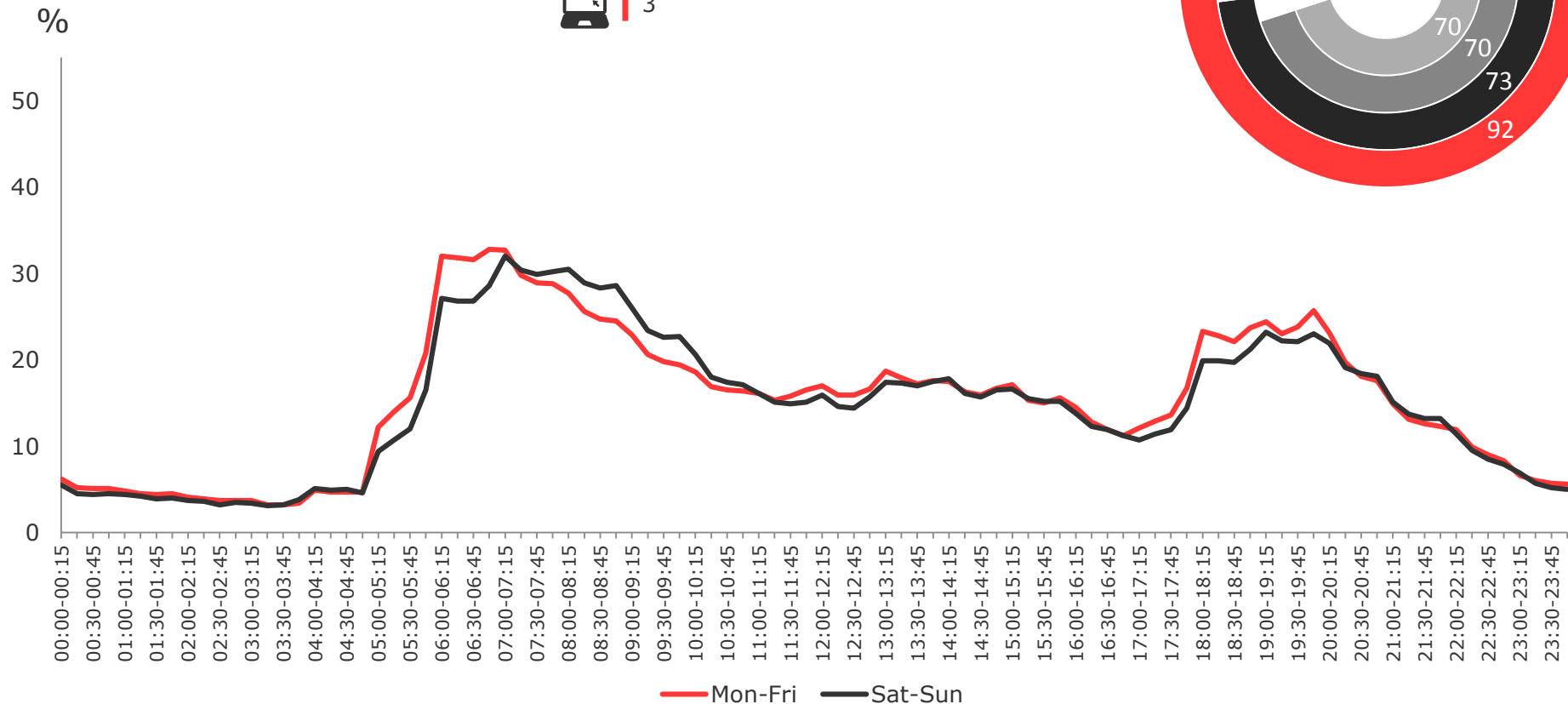
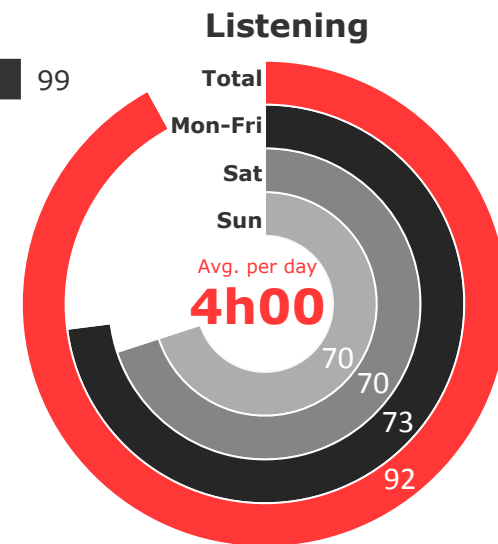
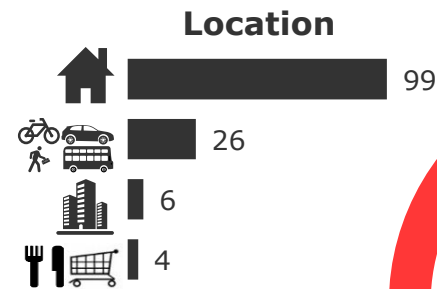
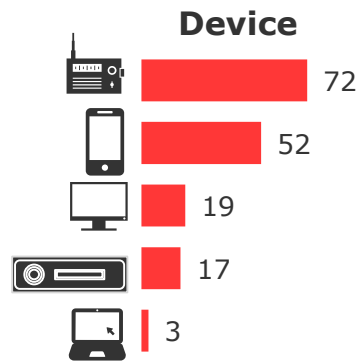


Share of Listening



(% of 12.0b listening minutes a week)





Limpopo

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)

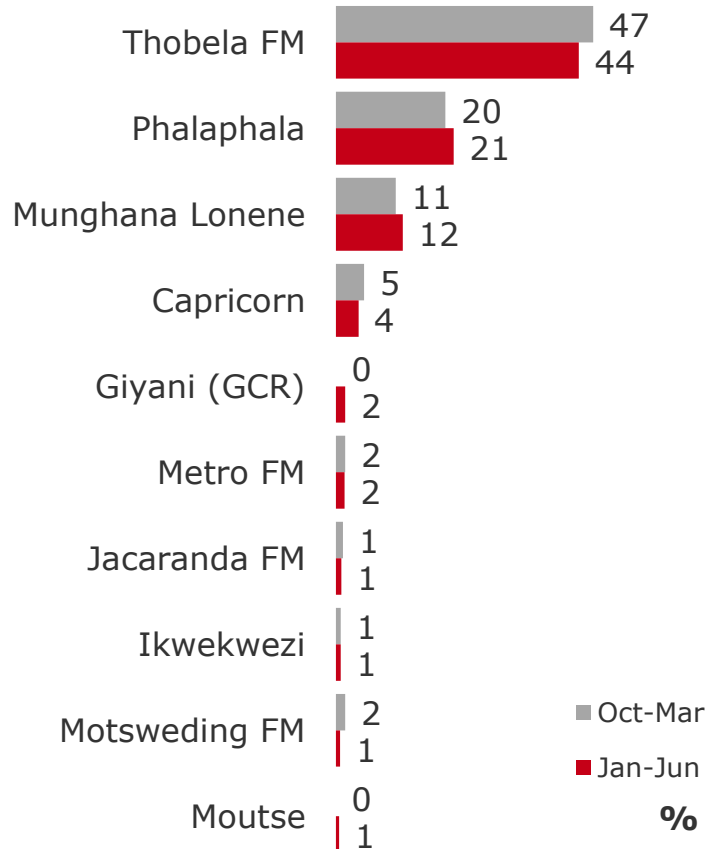
Source: BRC RAM™ Jan'18-Jun'18 (Limpopo: n=2,207)

LIMPOPO - SHARE

Share of Audience



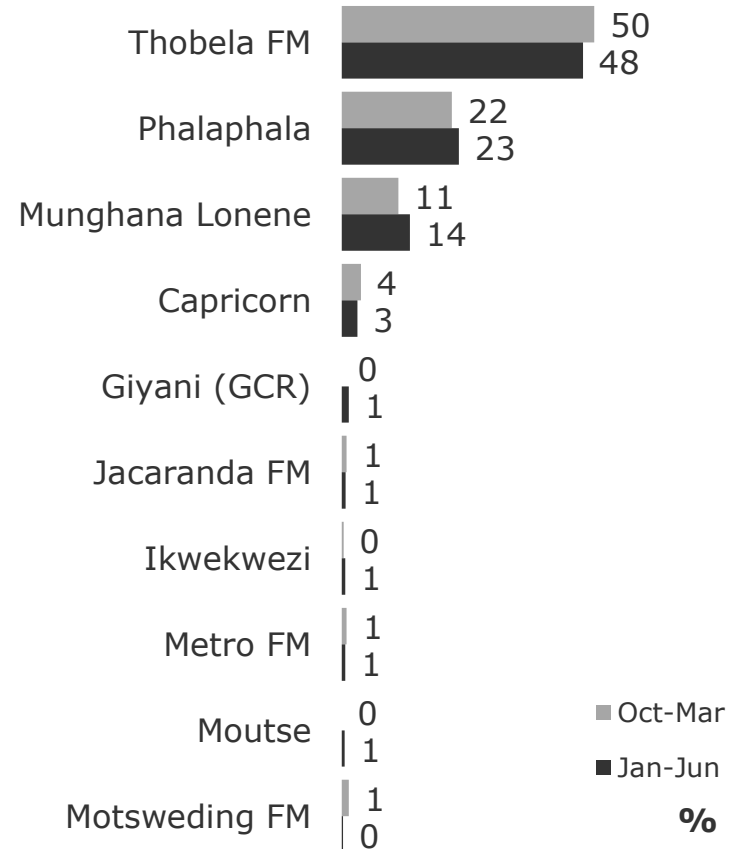
(% of 3.5m listeners who listen in a week)

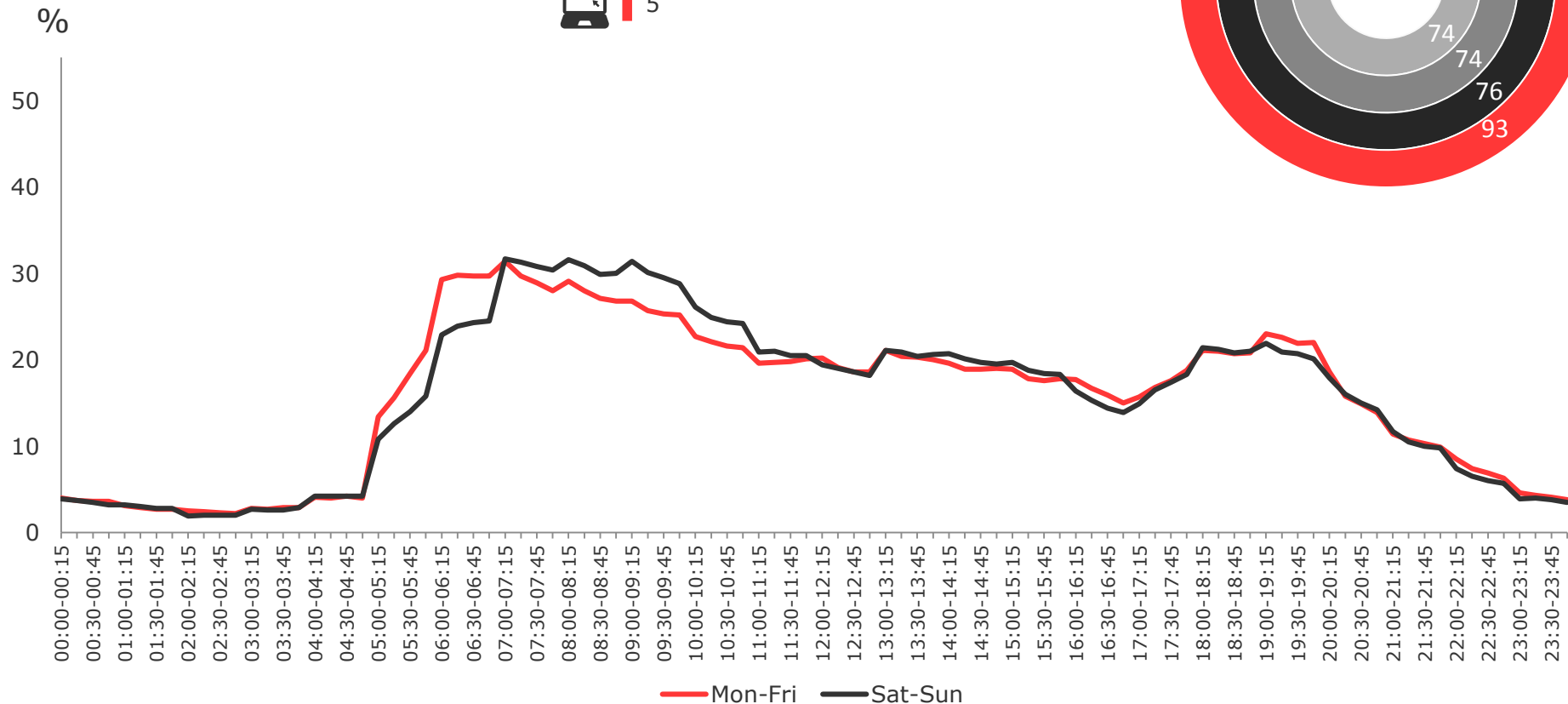
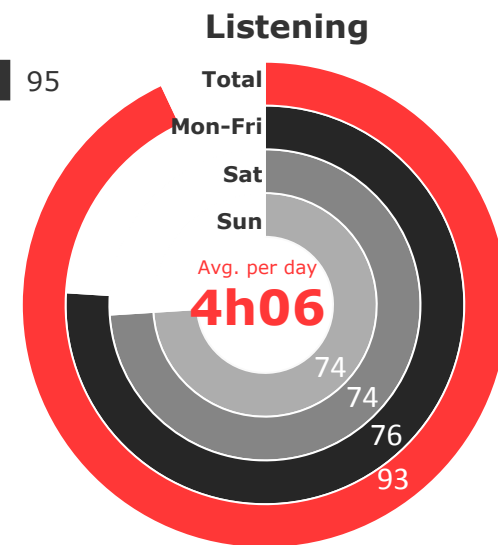
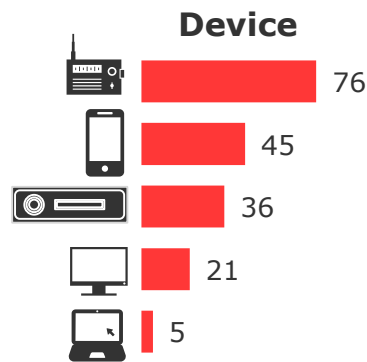


Share of Listening



(% of 5.8b listening minutes a week)





Mpumalanga

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)

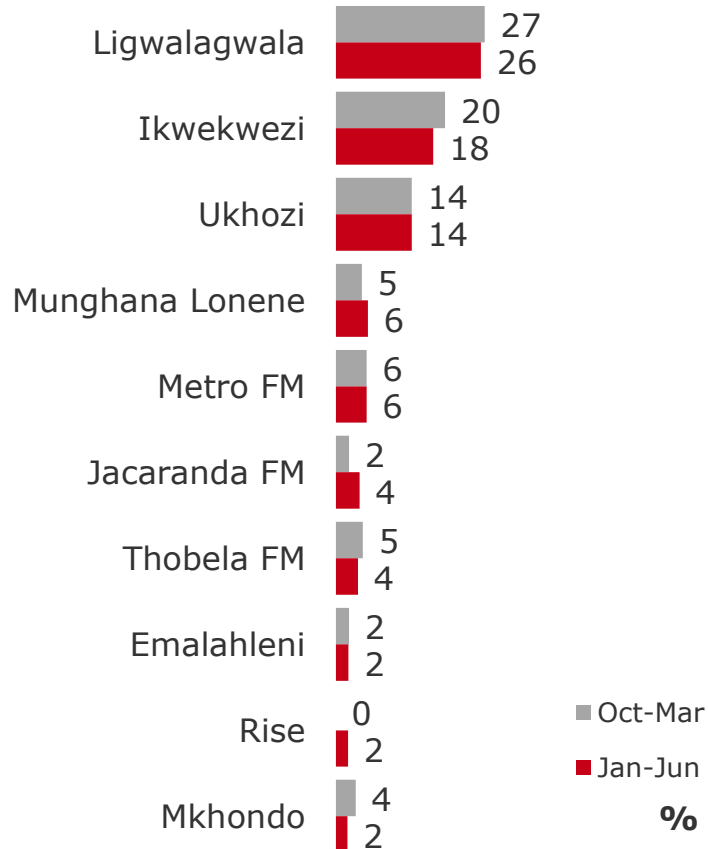
Source: BRC RAM™ Jan'18-Jun'18 (Mpumalanga: n=1,514)

MPUMALANGA - SHARE

Share of Audience



(% of 2.7m listeners who listen in a week)



■ Oct-Mar

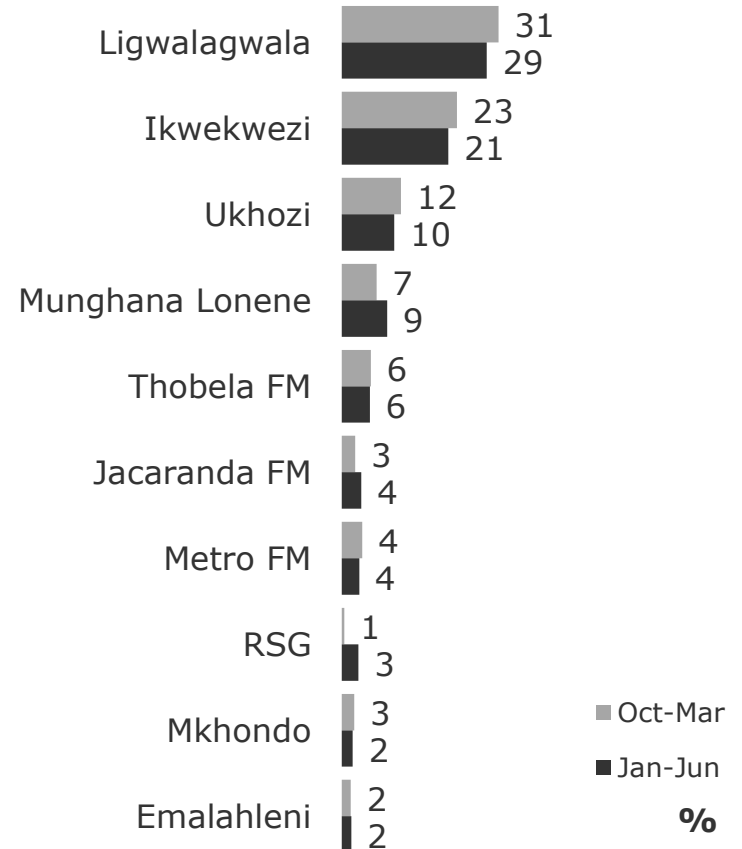
■ Jan-Jun

%

Share of Listening



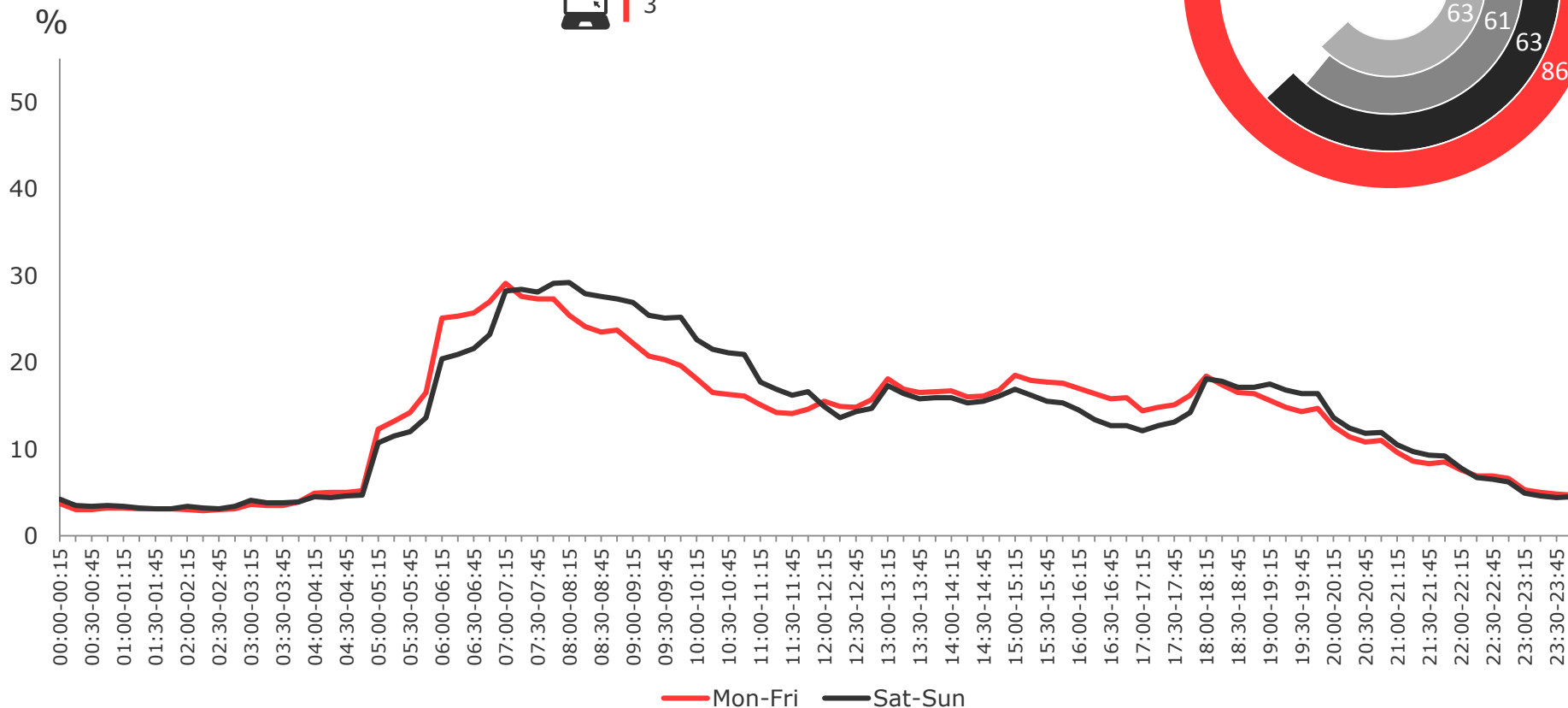
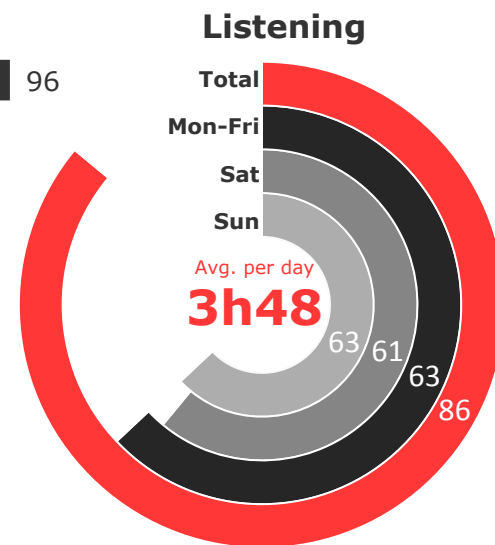
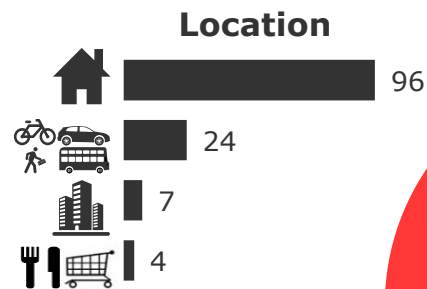
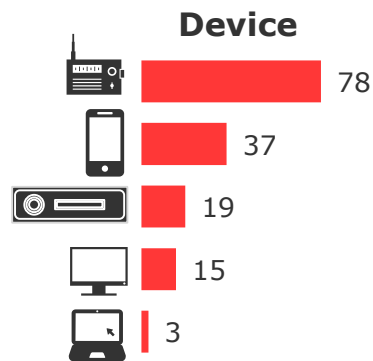
(% of 4.7b listening minutes a week)



■ Oct-Mar

■ Jan-Jun

%



North West

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)

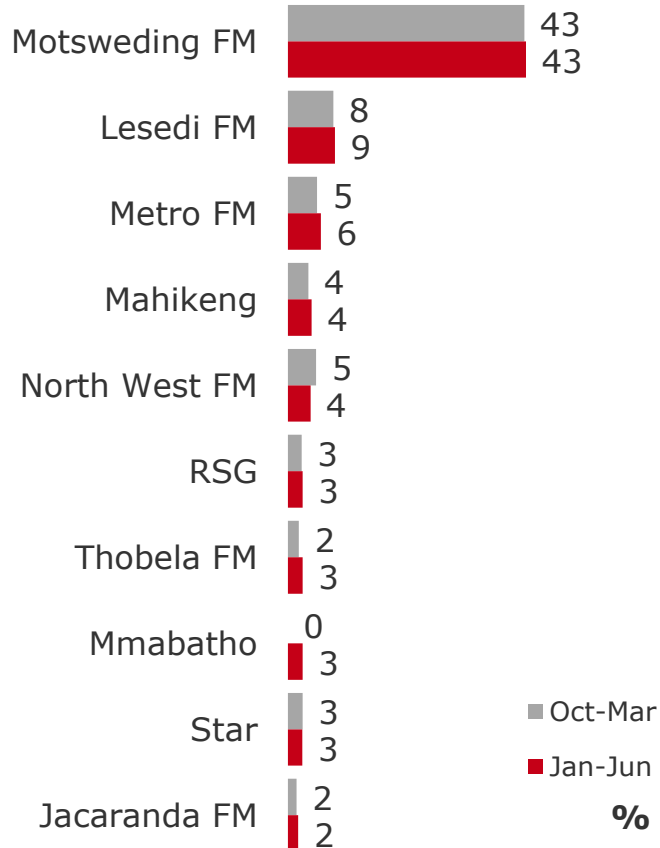
Source: BRC RAM™ Jan'18-Jun'18 (North West: n=1,185)

NORTH WEST - SHARE

Share of Audience



(% of 2.3m listeners who listen in a week)



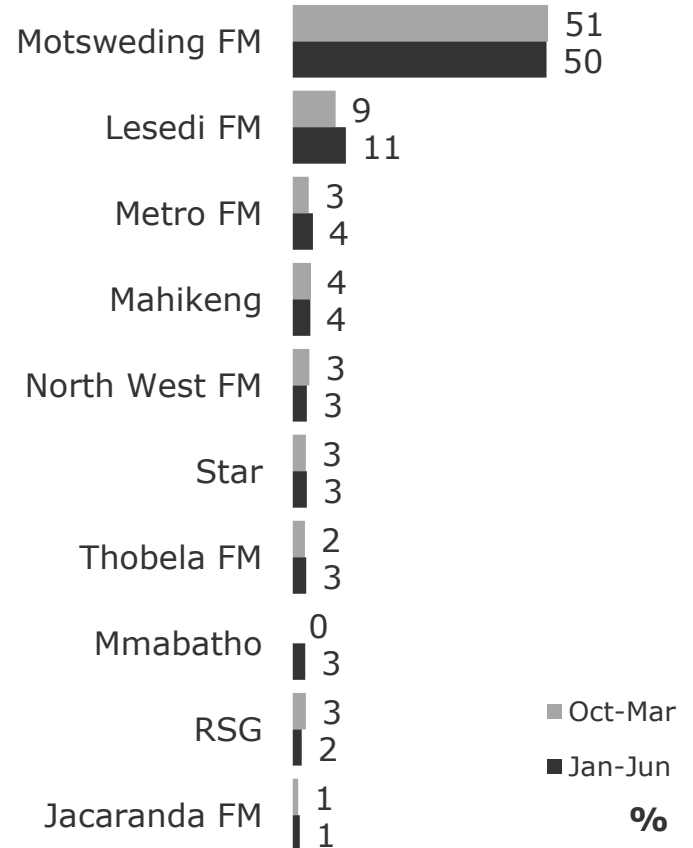
■ Oct-Mar
■ Jan-Jun

%

Share of Listening

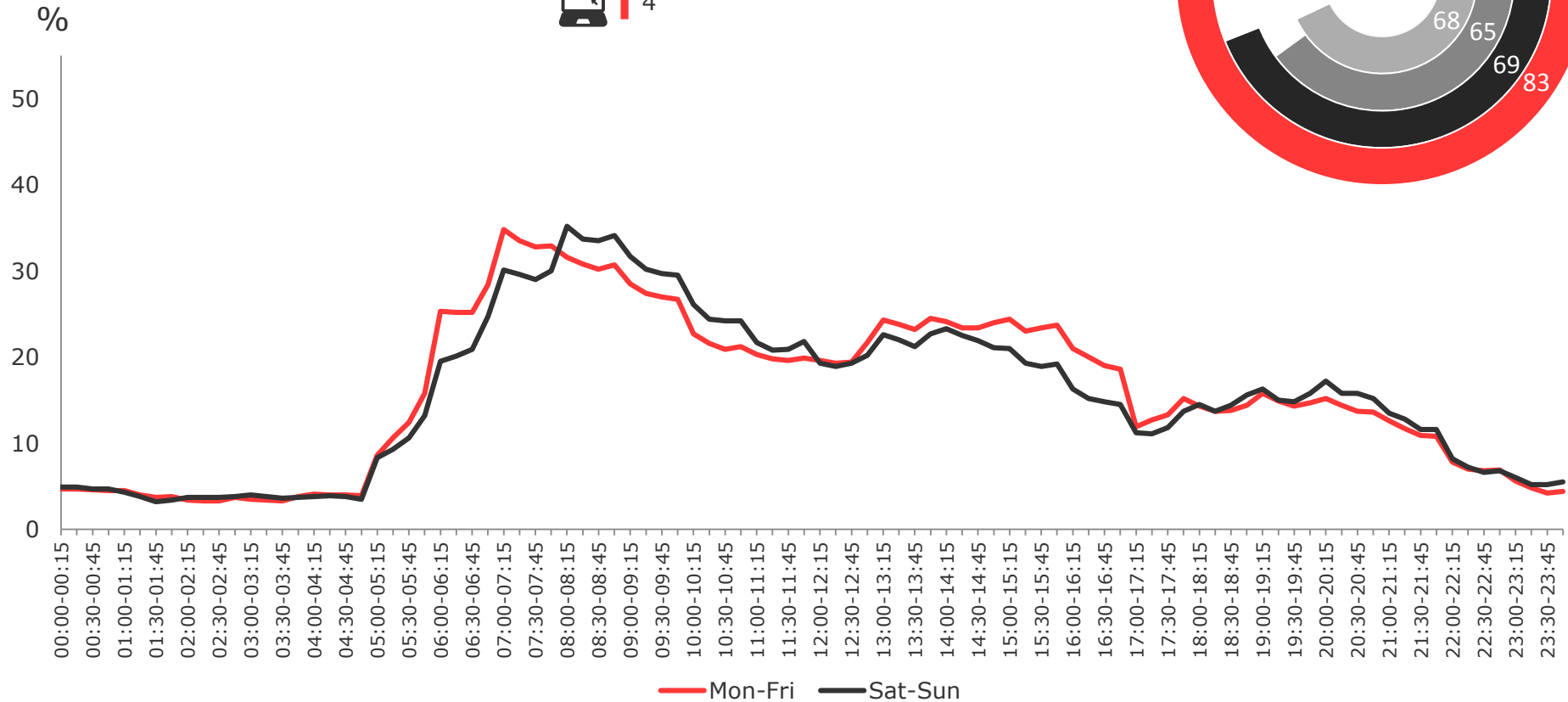
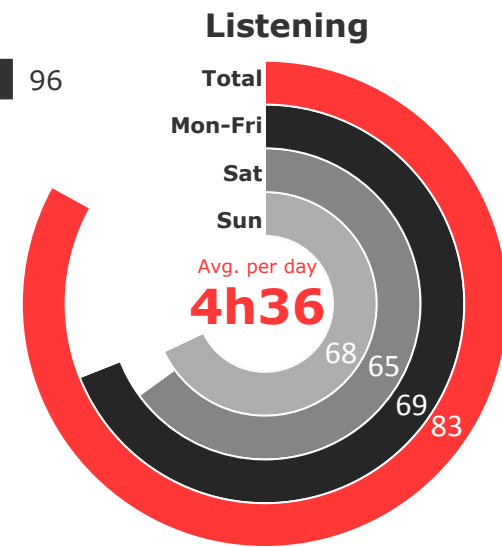
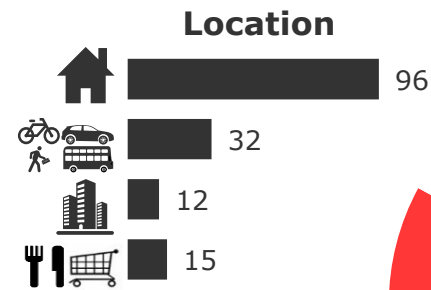
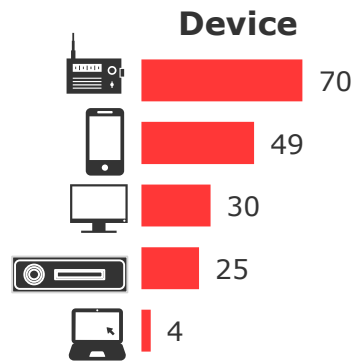


(% of 3.6b listening minutes a week)



■ Oct-Mar
■ Jan-Jun

%



Northern Cape

Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)

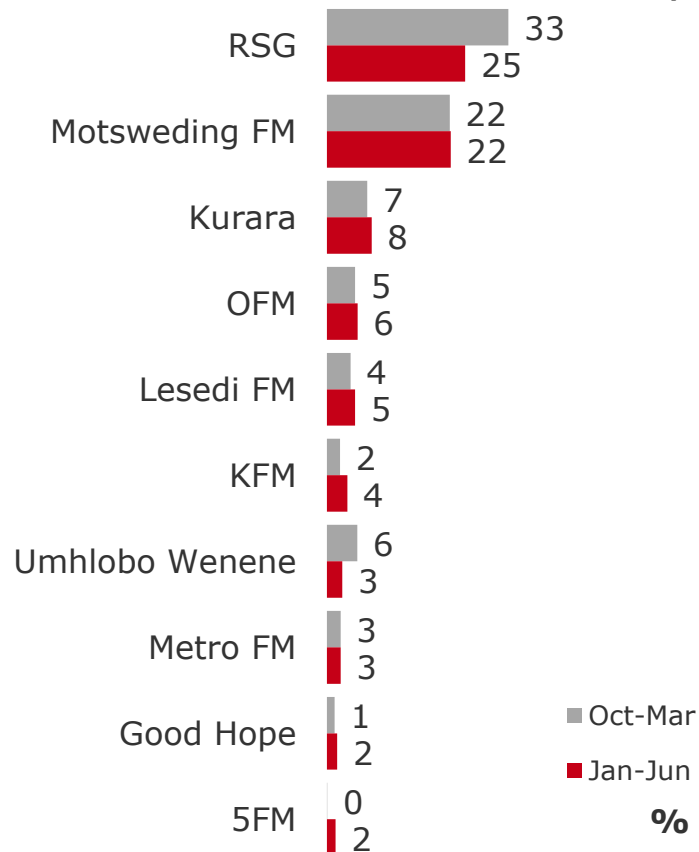
Source: BRC RAM™ Jan'18-Jun'18 (Northern Cape: n=575)

NORTHERN CAPE - SHARE

Share of Audience



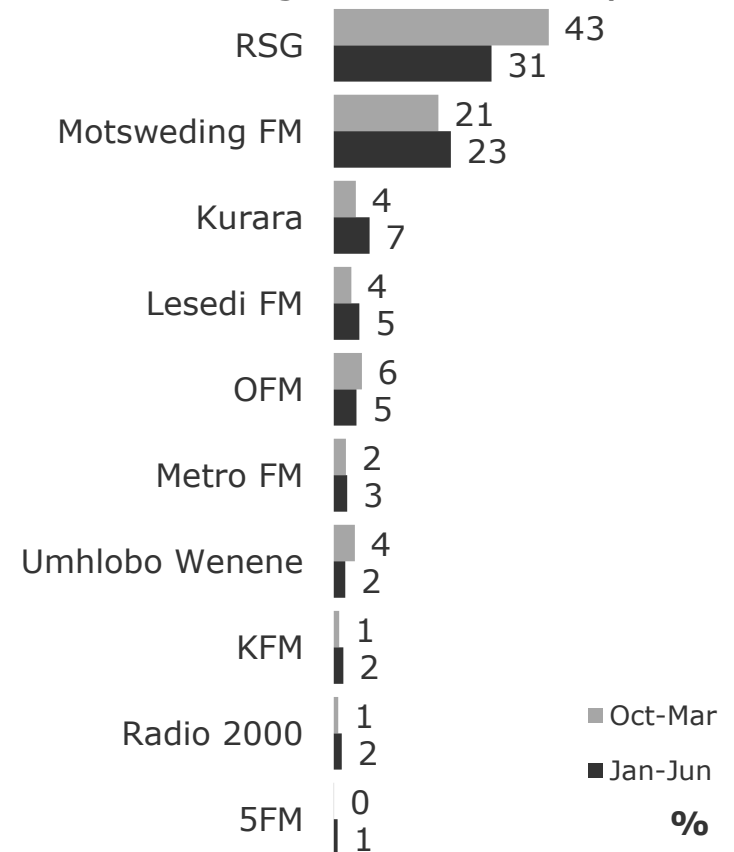
(% of 718k listeners who listen in a week)

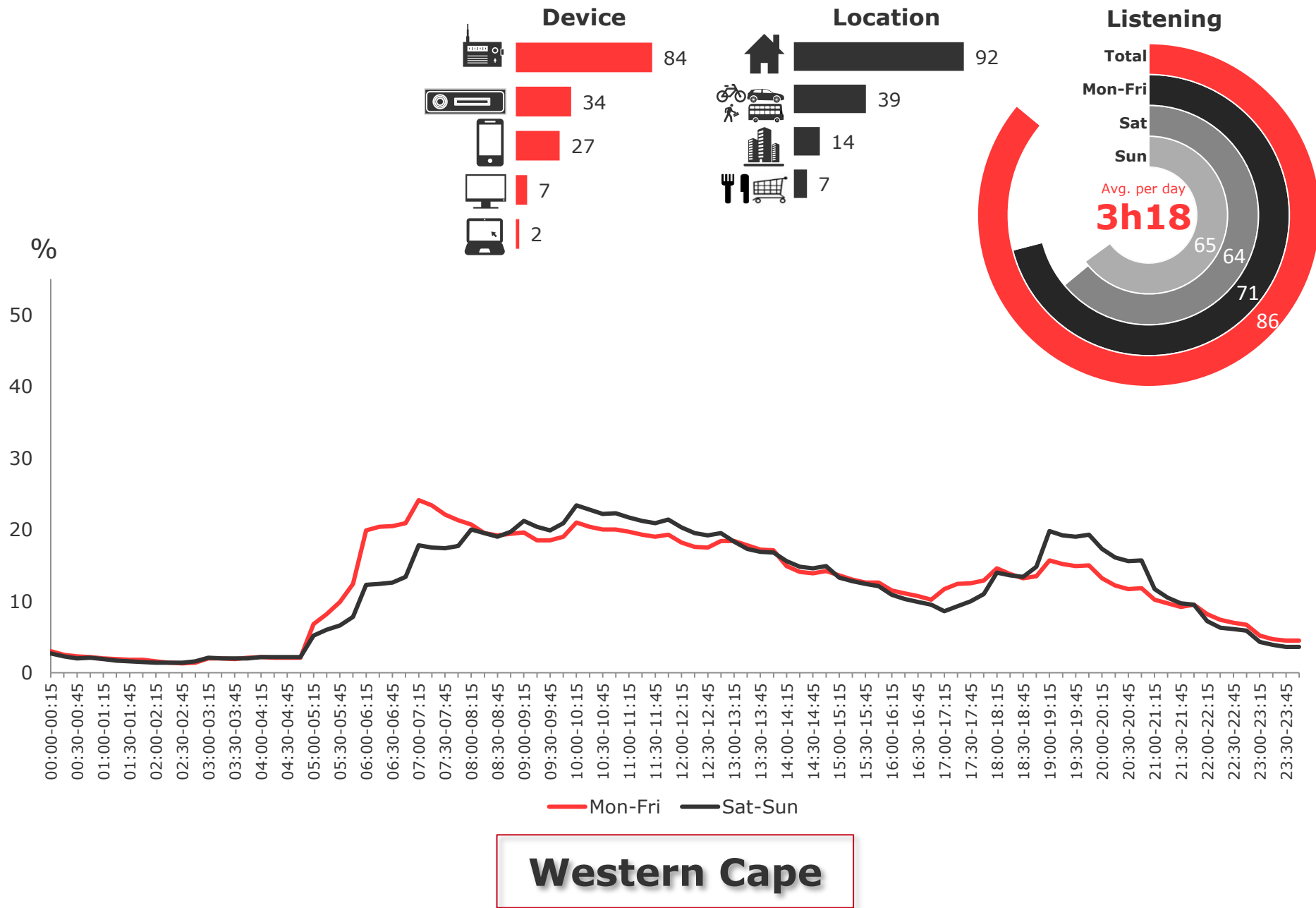


Share of Listening



(% of 1.4b listening minutes a week)





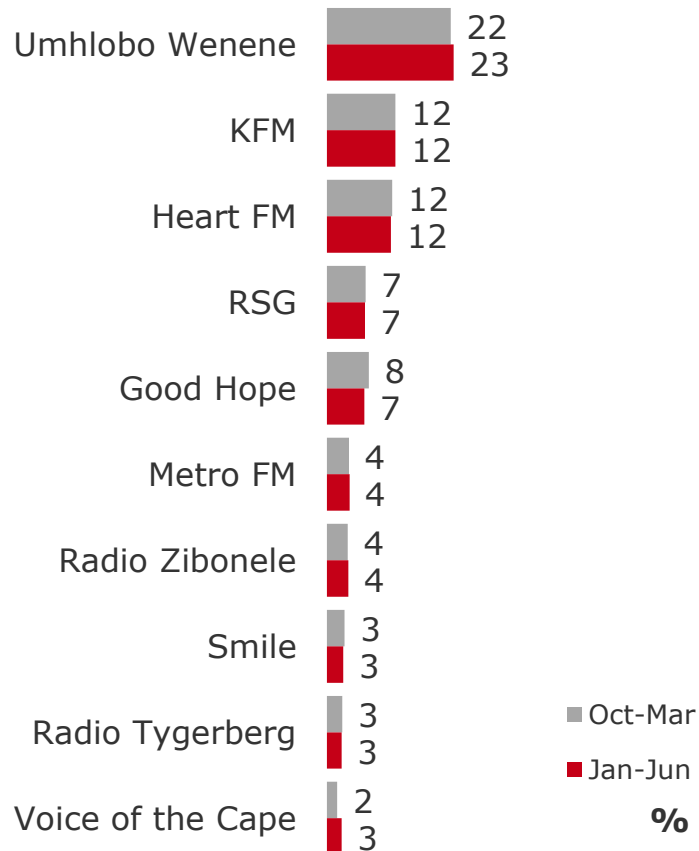
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM™ Jan'18-Jun'18 (Western Cape: n=4,422)

WESTERN CAPE - SHARE

Share of Audience



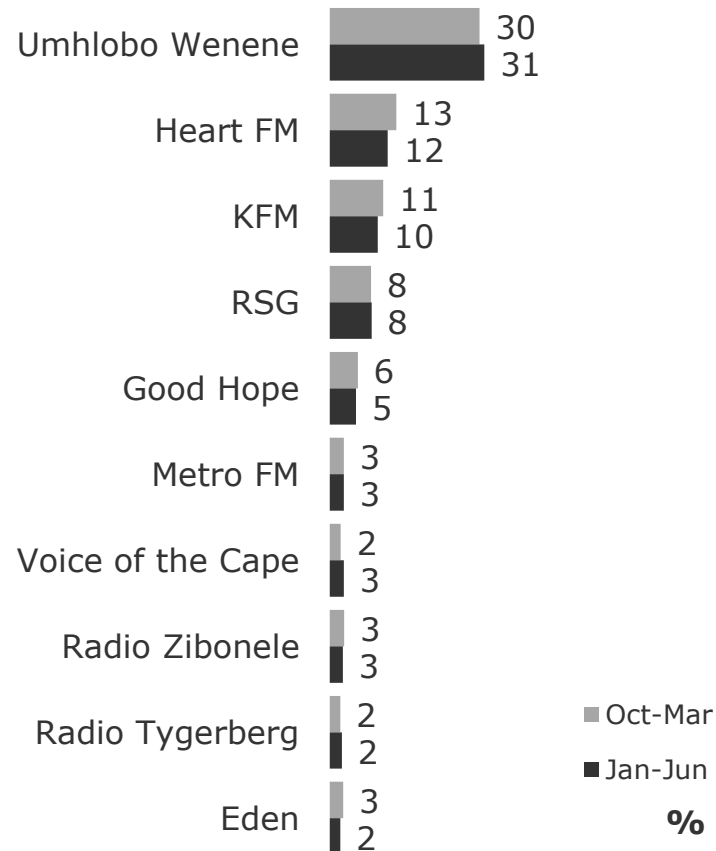
(% of 4.2m listeners who listen in a week)



Share of Listening



(% of 5.9b listening minutes a week)



KEY STATION MEASURES (THE CURRENCY)

OCT'17-MAR'18
JAN'18-JUN'18



SIGNIFICANCE CALCULATOR

OCT'17-MAR'18
JAN'18-JUN'18



USING THE BRC RAM SIGNIFICANCE CALCULATOR

How do I know if the results for my Station Listenership has **significantly increased** or **decreased** from **Oct'17 – Mar'18** to **Jan'18 – Jun'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.

Confidence Interval Significance Test

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: Oct'17 – Mar'18 & Survey Period 2: Jan'18 – Jun'18



5.1

For Survey Period 1:
Oct'17 – Mar'18



- Choose the Sample Size, n=30 162
- Choose the Population Size, n=39 473
- Choose your Station Listeners from your report in '000s

5.2

For Survey Period 2:
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

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



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)

	Oct'17-Mar'18	Jan'18-Jun'18	Oct'17-Mar'18	Jan'18-Jun'18
Ukhozi	5,173	5,327	7,304	7,504
Umhlobo Wenene	4,015	3,856	5,571	5,394
Metro FM	2,392	2,436	4,189	4,267
Lesedi FM	2,100	2,063	3,077	3,084
Thobela FM	2,078	1,978	2,771	2,643
Motsweding FM	1,619	1,523	2,464	2,356
Gagasi	1,104	1,012	1,758	1,654
RSG	980	959	1,339	1,339
Ikwekwezi	849	823	1,188	1,125
Ligwalagwala	810	814	1,146	1,161

Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Oct'17-Mar'18

Jan'18-Jun'18

Oct'17-Mar'18

Jan'18-Jun'18

Ukhozi

54

54

3h00

3h06

Umhlobo Wenene

57

58

3h12

3h06

Metro FM

29

30

1h42

1h42

Lesedi FM

52

54

3h06

3h12

Thobela FM

77

76

3h24

3h24

Motsweding FM

52

50

2h48

2h48

Gagasi

36

33

2h06

2h12

RSG

47

47

3h00

3h00

Ikwekwezi

47

48

3h00

3h12

Ligwalagwala

58

56

3h06

2h54

Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

	Oct'17-Mar'18	Jan'18-Jun'18	Oct'17-Mar'18	Jan'18-Jun'18
Munghana Lonene	679	727	914	985
Phalaphala	668	721	901	984
947	704	647	1,055	994
Jacaranda FM	620	645	954	985
East Coast Radio	653	644	1,033	1,032
Kaya	520	515	899	897
KFM	524	515	787	806
Heart FM	515	503	716	715
5FM	382	384	645	670
YFM	362	358	610	603

Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Oct'17-Mar'18	Jan'18-Jun'18	Oct'17-Mar'18	Jan'18-Jun'18
Munghana Lonene	77	79	3h24	3h30
Phalaphala	87	87	3h42	3h36
947	39	37	1h36	1h36
Jacaranda FM	38	45	2h00	2h06
East Coast Radio	51	46	1h48	1h42
Kaya	19	20	1h24	1h24
KFM	43	40	2h00	1h48
Heart FM	49	49	2h42	2h18
5FM	31	26	1h24	1h18
YFM	29	29	1h30	1h30

Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

	Oct'17-Mar'18	Jan'18-Jun'18	Oct'17-Mar'18	Jan'18-Jun'18
702	288	298	469	479
Algoa FM	324	296	514	455
Good Hope	301	257	490	441
Radio 2000	240	221	442	393
Capricorn	170	147	262	221
Vuma	112	136	188	239
Smile	142	133	192	187
OFM	128	127	186	205
trufm	96	98	184	195
Lotus FM	123	90	187	158

Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Oct'17-Mar'18	Jan'18-Jun'18	Oct'17-Mar'18	Jan'18-Jun'18
702	25	28	1h30	1h30
Algoa FM	51	53	1h54	2h06
Good Hope	37	33	1h42	1h42
Radio 2000	22	23	1h36	1h42
Capricorn	52	40	2h24	2h36
Vuma	11	8	2h24	1h48
Smile	59	61	1h36	1h30
OFM	40	37	3h18	2h30
trufm	3	2	1h36	1h36
Lotus FM	53	52	1h42	1h18

Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

	Oct'17-Mar'18	Jan'18-Jun'18	Oct'17-Mar'18	Jan'18-Jun'18
SAfm	86	80	189	161
Power	61	73	107	126
North West FM	81	63	169	137
CapeTalk	66	57	90	76
Rise	-	57	64	88
LM Radio*	-	-	33	-
X-K FM 107.9*	-	-	2	-

* Caution: small base size, provided for indicative purposes only

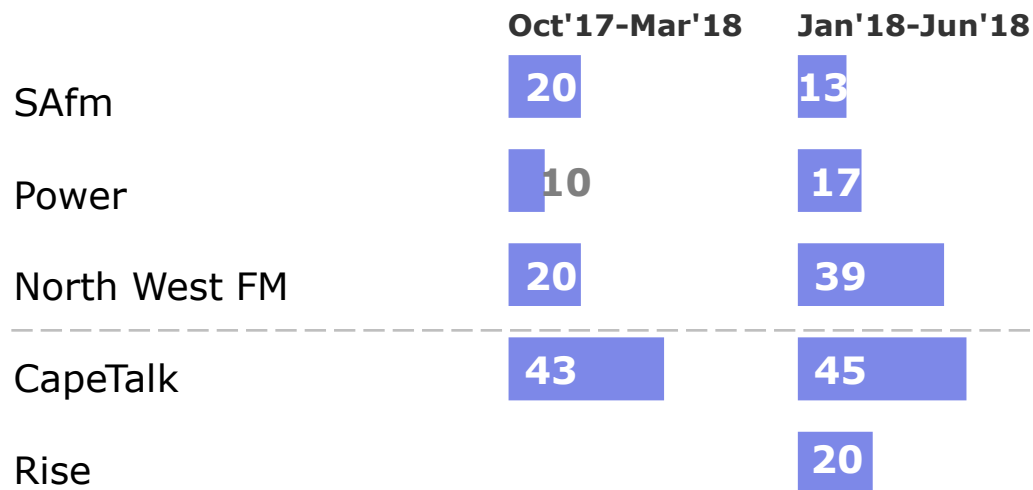
Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440)

KEY STATION MEASURES

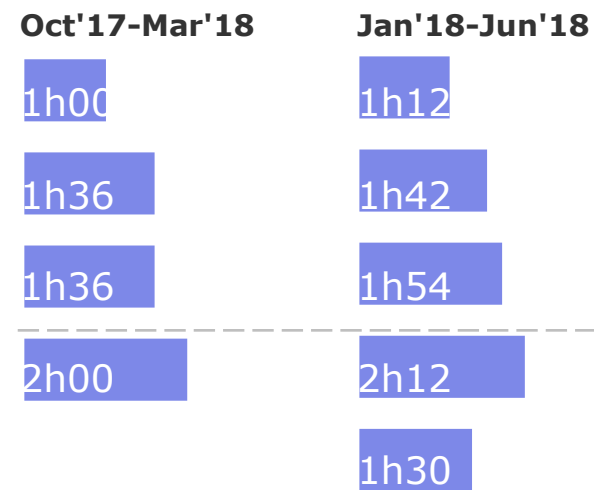
Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d



Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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



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

	Oct'17-Mar'18	Jan'18-Jun'18	Oct'17-Mar'18	Jan'18-Jun'18
Jozi	384	376	629	618
Voice of the Cape	87	127	116	165
Radio Tygerberg	108	115	166	165
Unitra (UCR-FM)	124	108	241	207
CCFM	96	104	148	157
Kasie	128	99	207	185
Radio Zibonele	104	99	230	238
Moretele	46	93	68	140
Forte	91	91	180	157
Eden	120	88	172	126

Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440)

KEY STATION MEASURES

Community



Exclusive listeners (%)

Avg. hrs p.d

Oct'17-Mar'18

Jan'18-Jun'18

Oct'17-Mar'18

Jan'18-Jun'18

Jozi

34

35

2h18

2h06

Voice of the Cape

48

48

2h42

2h18

Radio Tygerberg

41

42

1h48

2h06

Unitra (UCR-FM)

7

4

1h42

1h42

CCFM

38

38

1h48

1h48

Kasie

9

6

1h24

1h06

Radio Zibonele

17

13

1h48

1h30

Moretele

59

68

2h12

2h48

Forte

9

11

1h24

1h54

Eden

44

46

2h18

2h24

Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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



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

	Oct'17-Mar'18	Jan'18-Jun'18	Oct'17-Mar'18	Jan'18-Jun'18
Thetha	105	87	177	177
Mahikeng	71	83	122	141
Voice of Tembisa	77	78	129	137
Izwi LoMzansi	71	77	109	121
Mkhondo	98	76	151	111
Inkonjane	45	75	81	136
Hindvani	70	71	96	103
Nongoma	63	71	90	102
Alfred Nzo	0	69	0	131
Emalahleni	61	62	94	97

Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440)

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Oct'17-Mar'18	Jan'18-Jun'18	Oct'17-Mar'18	Jan'18-Jun'18
Thetha	45	40	2h24	1h30
Mahikeng	34	28	2h30	2h12
Voice of Tembisa	36	28	1h42	1h42
Izwi LoMzansi	20	17	2h18	2h24
Mkhondo	30	27	1h54	2h36
Inkonjane	2	16	2h24	2h00
Hindvani	56	69	1h54	2h00
Nongoma	23	21	3h24	3h24
Alfred Nzo		12		2h00
Emalahleni	28	15	2h12	2h18

Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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



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

Oct'17-Mar'18

Jan'18-Jun'18

Oct'17-Mar'18

Jan'18-Jun'18

Vukani

137

61

270

135

Kurara

37

61

66

84

Star

58

56

87

84

Mmabatho

0

51

0

88

Moutse

0

51

0

70

KEY STATION MEASURES

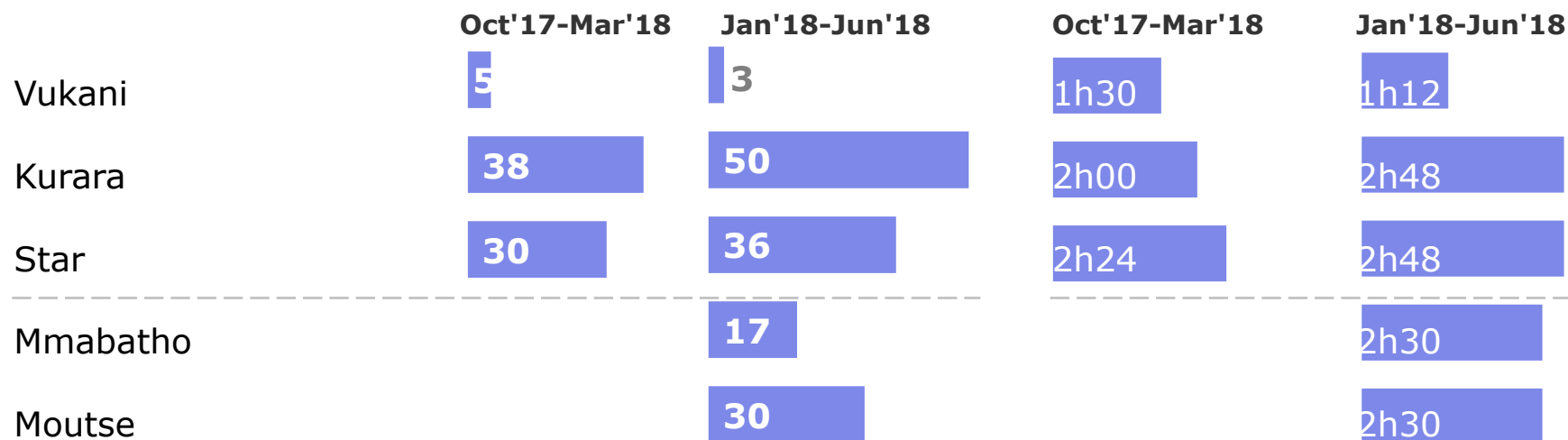
Community



Exclusive listeners (%)



Avg. hrs p.d



Source: BRC RAM™ Oct'17-Mar'18 (National: n=30,162) and Jan'18-Jun'18 (National: n=30,440); ranked on Avg. daily cume

STATION DASHBOARD



BRC RAM Station Detail
 Jan'18-Jun'18



Commercial and PBS Stations

									
702	5FM	947	Alque FM	Cape Talk	Capricorn	East Coast Radio	Gagasi	Good Hope	Heart FM
									
IkuuXozi	Jacaranda FM	Kaya	KFM	Leradi FM	Liquelaule	Later FM	Metro FM	Motsweding FM	Munghana Lenene
									
North West FM	OFM	Phalaphala	Power	Radio 2000	RSG	SAfm	Smile	Thobela FM	truFM
									
Ukhuzi	Umlhobo WaseNkomo	Vuma	YFM						

Community Stations

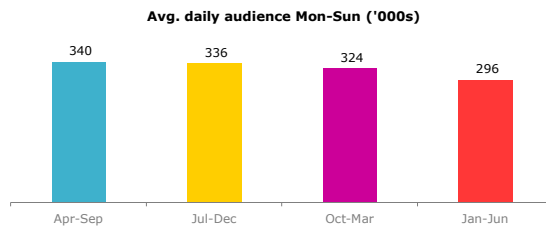
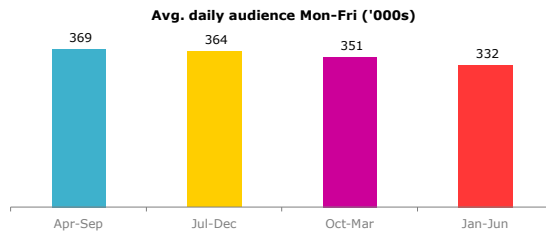
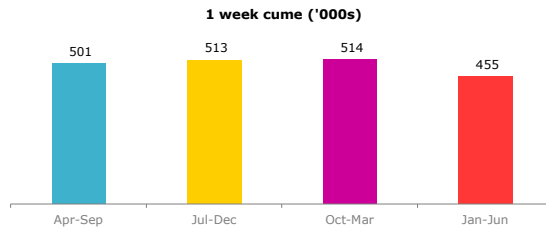
									
Alfred Mzu	CCFM	Eden	Furto	Highway Radio	Hindeni	Inkunjane	Izwi LaMxeni	Juxi	Karie
									
Kufifi	Link FM	Mdentana	Maratole	Mkqubela (KQfm 97.0)	Radio 786	Radio Tygerberg	Radio Zibonela	Radio Pulpit / Kenel	Sukhenqwa
									
Thotha	Unitra (UCR-FM)	Voice of Tembura	Voice of the Cape	Vukani					

TRENDING: APR-SEP'17 / JUL'17-DEC'17 / OCT'17-MAR'18 / JAN'18-JUN'18

Station

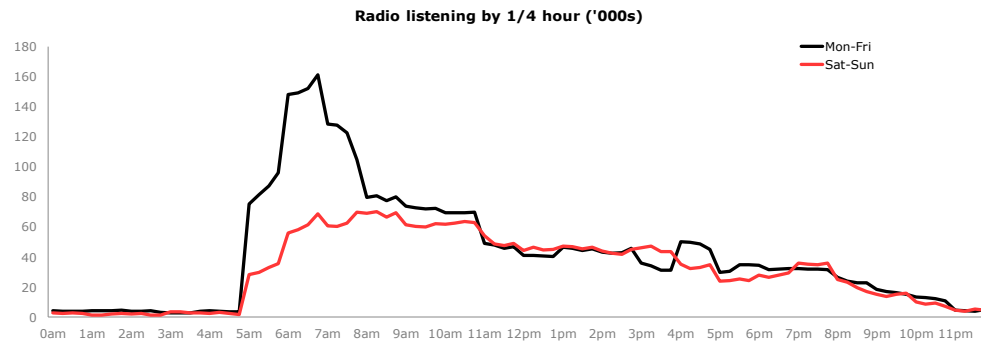


Key Measures (Total audience) sample= 30 440



Station listeners (one week cume) sample= 453

Gender		%	Age		%	Race		%	Exclusive		%
	Male	50		15-24 years	15		Black	13		Listeners	53
	Female	50		25-34 years	23		White	41			
				35-49 years	22		Indian or Asian	-			
				50+ years	39		Coloured	46			
Area		%	Language (Top 2)		%	ES SEM		%	Province		%
	Metro	66		Afrikaans	49		SEM 1	2		Eastern Cape	91
	Small Urban	29		English	38		SEM 2	10		Free State	-
	Rural	5					SEM 3	4		Gauteng	-
							SEM 4	6		KwaZulu-Natal	-
							SEM 5	11		Limpopo	-
							SEM 6	16		Mpumalanga	-
							SEM 7	8		North West	-
							SEM 8	4		Northern Cape	2
							SEM 9	5		Western Cape	7
							SEM 10	32			
Device		%	Location		%						
	Radio	82		Home	89						
	Vehicle radio	18		Vehicle	18						
	Cell phone	13		Work/Uni	11						
	TV	3		Other	2						
	Computer	-									



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

**SEE YOU AGAIN IN
NOVEMBER 2018!**

