

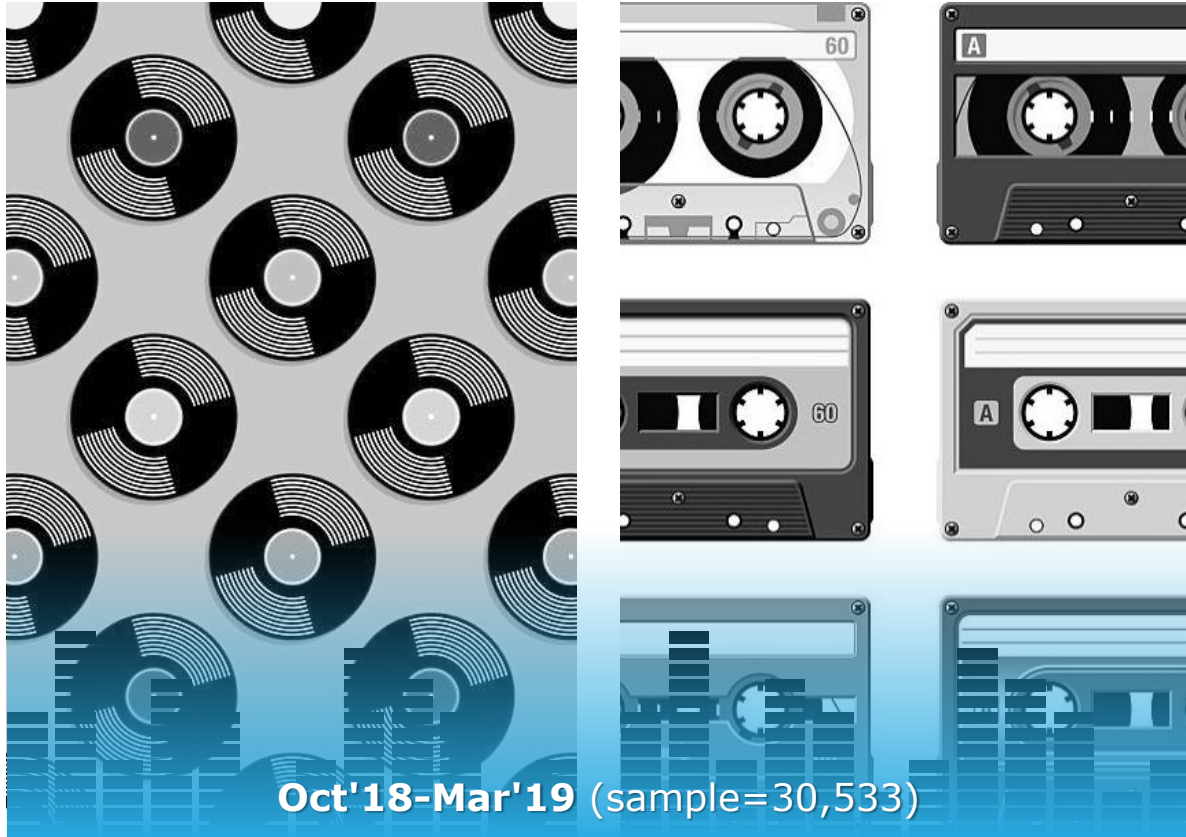
BRC RAM™

August 2019

Release Presentation



Trending



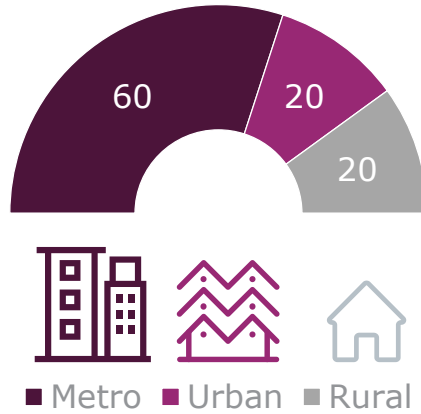
1 BRC RAM™ - Vital Signs



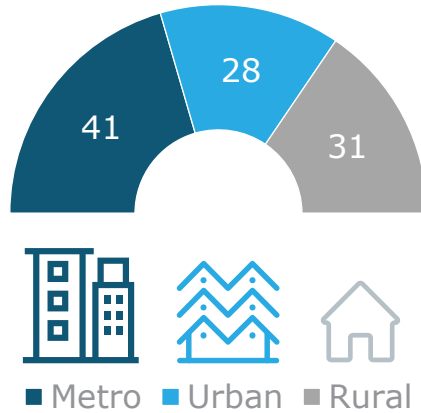
BRC RAM™

At a glance...

Metro-skewed Sample (%)



Re-weighted To population (%)



Random selection



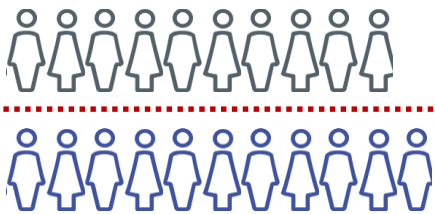
Methodology



Weighting variables



Annual universe update

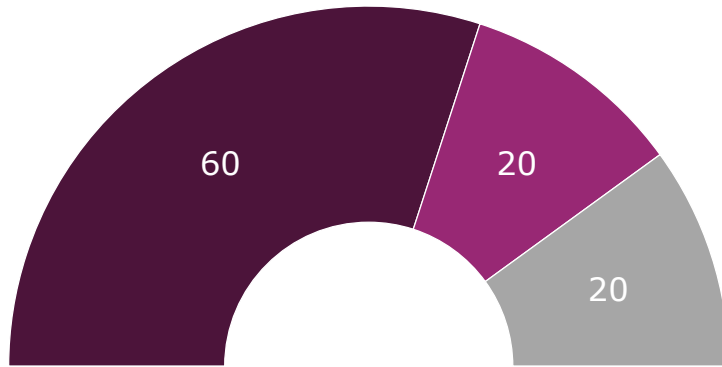


IHS population estimates

BRC RAM™

Vital signs...

Consistent area split
(sample frame) %



■ Metro



■ Urban



■ Rural

Number of Stations included

	2016	2017	2018	2019
Commercial and PBS stations	39	39	39	39
Community stations	274	264	266	266

6 months sample:

An additional 6 community stations can be reported in Q1/Q2'19 as they have a sample greater than 40, with 8 stations moving off the reporting list.

Community Stations qualify for reporting Q'19/Q2'19:

- Nongoma FM 88.3
- Imbokodo 96.8FM
- Mams FM
- V.O.C FM 102.9
- Ingwane FM
- Highway radio 101.5FM

Community Stations moving off Q'19/Q2'19 :

- Radio KC 107.7 FM
- Giyani Community Radio (GCR)
- Icora FM
- Mmabatho FM
- Radio Helderberg 93.6FM
- Radio Namakwaland 93.4FM
- Emalahleni FM 98.7
- Mahikeng FM 96.7

BRC RAM™

Vital signs...

Population (Age 15+): 40,1 million

Random selection,
household flooding

15,251
Households

31,141
Individuals

Jan'19-Jun'19
sample

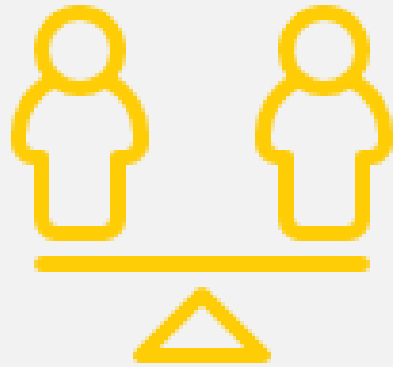
2 Scrutiny & Weighting



The Four Gates



Sample gate



Stability gate



Weighting gate



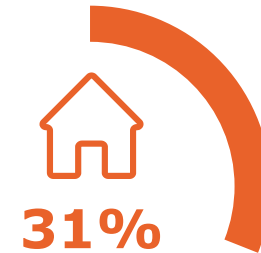
Station change gate

The Metro Sample ...

Sample frame:



Population:



 Metro  Urban  Rural

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	Jul'18- Dec'18	Oct'18- Mar'19	Jan'19- Jun'19
89%	88%	88%	87%	87%	86%	86%	87%	85%



Weighting gate

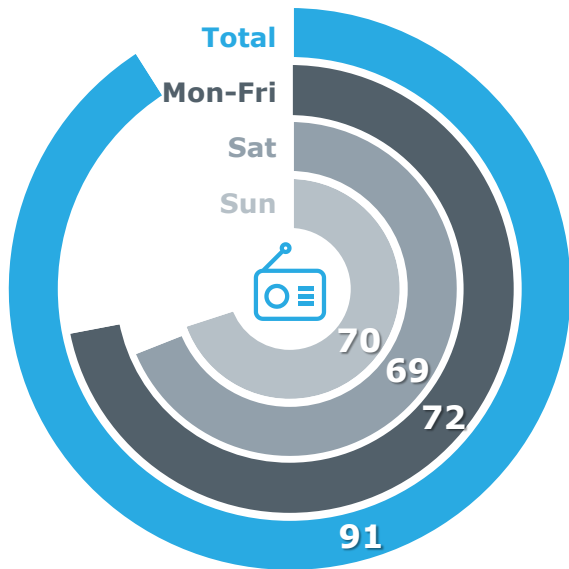
The RIM weighting efficiency is the percentage which gives an indication of how well balanced the sample is

3 Key Soundbites



Radio Reach is ...

Oct'18-Mar'19



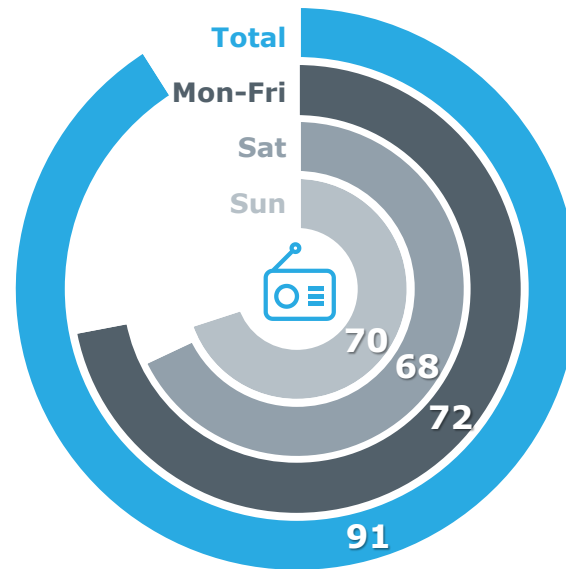
91% **weekly** reach =

36.4 million listeners listening anytime in the week

72% **daily** reach (Mon-Fri) =

28.9 million listeners on an average weekday

Jan'19-Jun'19



91% **weekly** reach =

36.3 million listeners listening anytime in the week

72% **daily** reach (Mon-Fri) =

28.9 million listeners on an average weekday

... Everywhere!

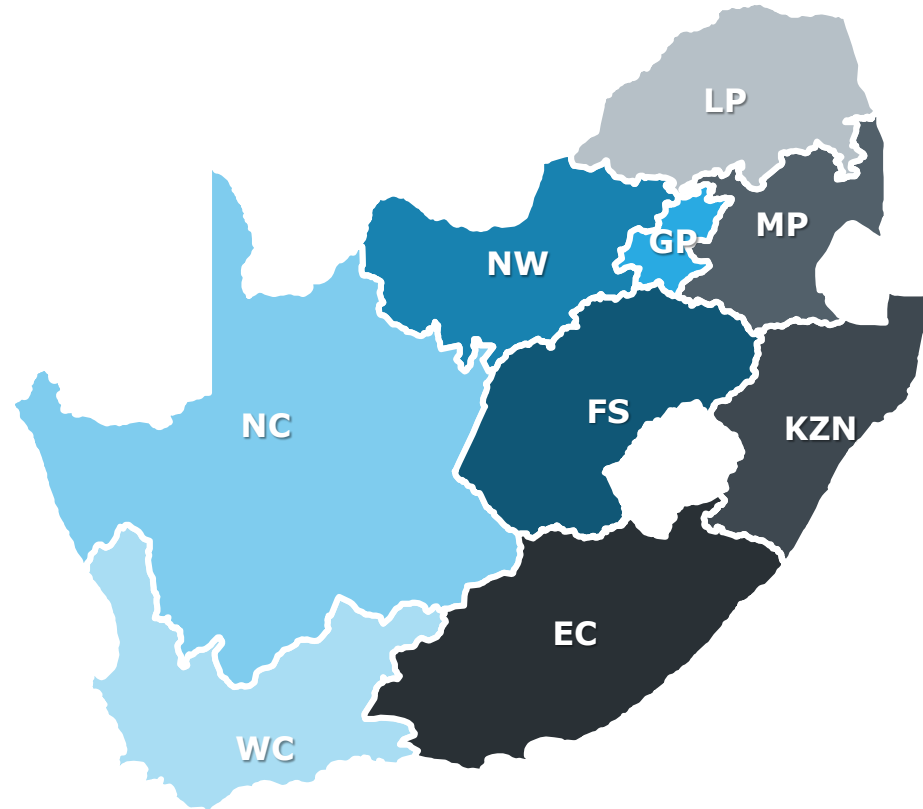
GP 89% = **9.1m**

NW 84% = **2.3m**

FS 82% = **1.7m**

NC 87% = **800k**

WC 90% = **4.4m**



LP 93% = **3.6m**

MP 91% = **2.7m**

KZN 95% = **7.3m**

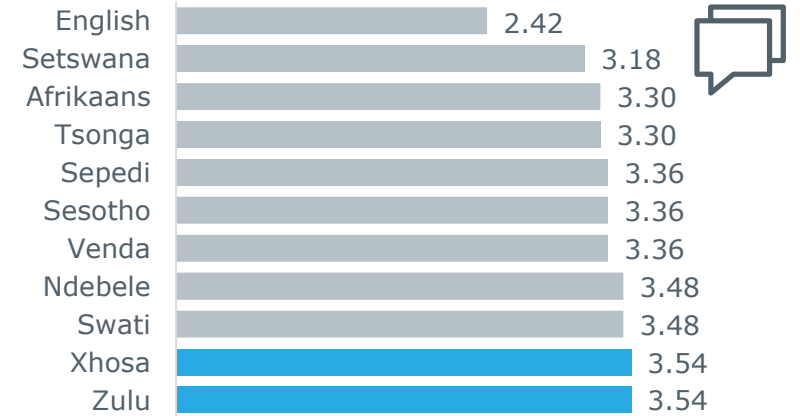
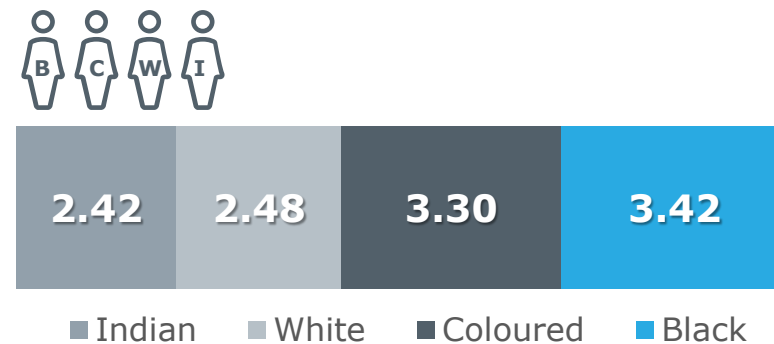
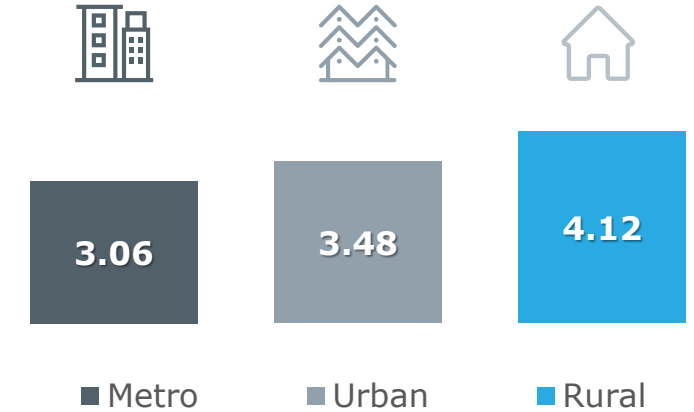
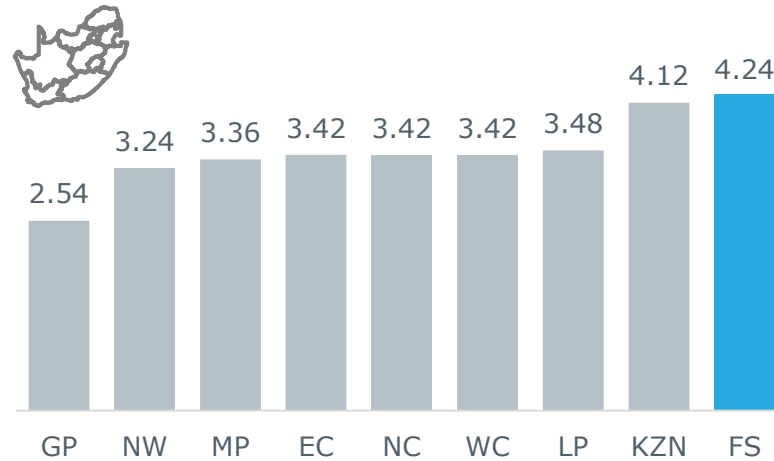
EC 93% = **4.5m**

Long listening: Average time spent listening per day

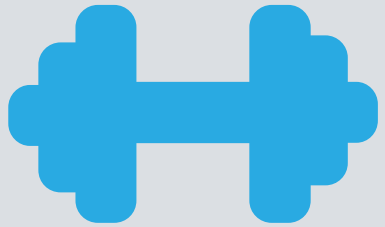


Hour:min

TOTAL:
3h36



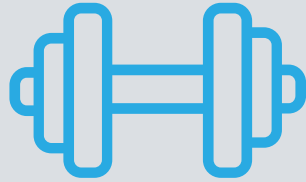
Heavy listening



HEAVY

47%

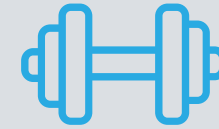
(More than 20 hours per week)



MEDIUM

27%

(10.25-20 hours per week)

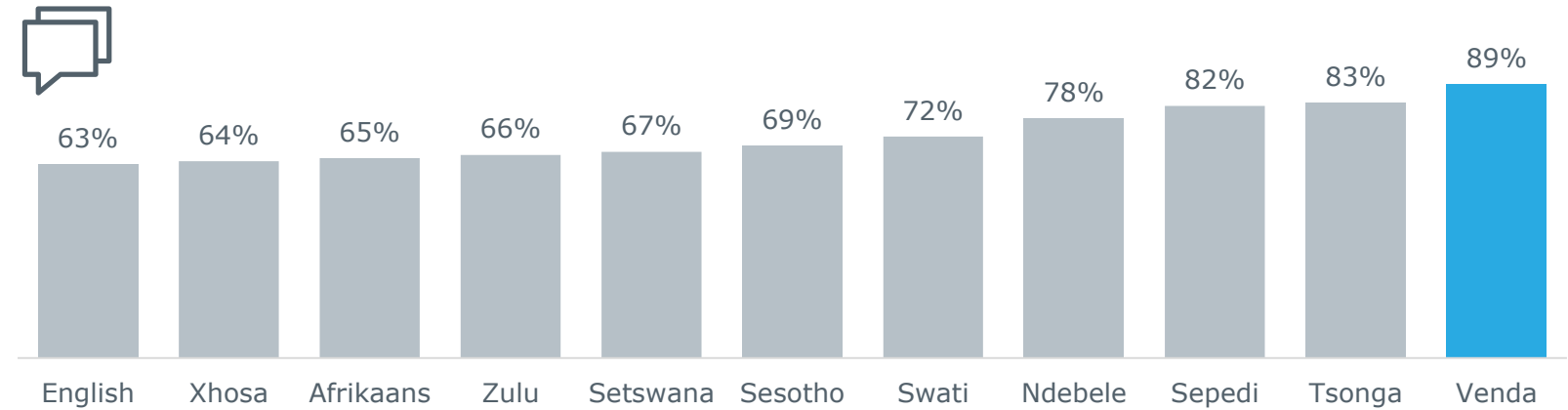
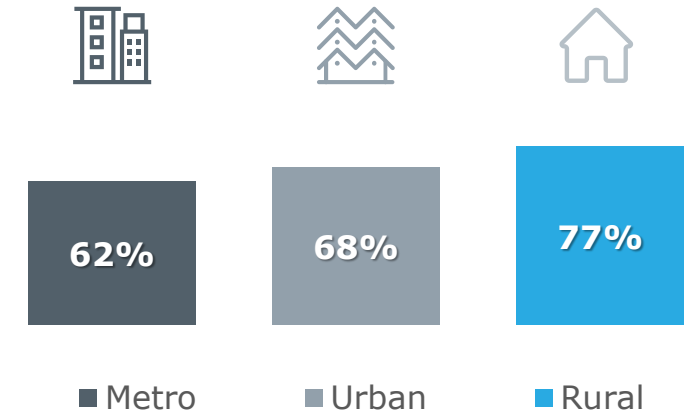
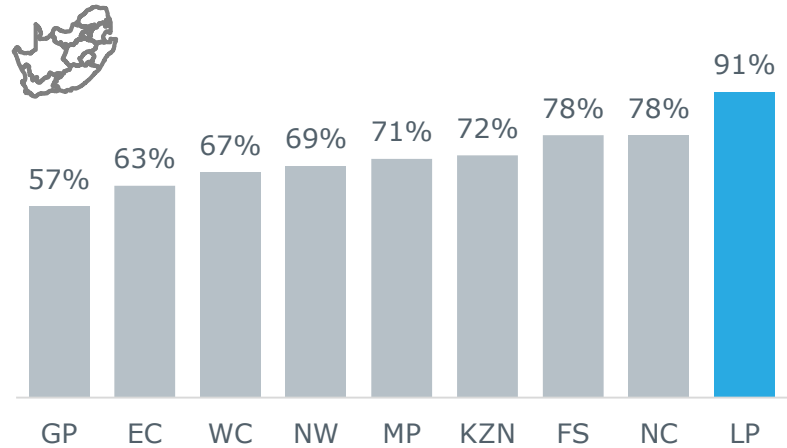


LIGHT

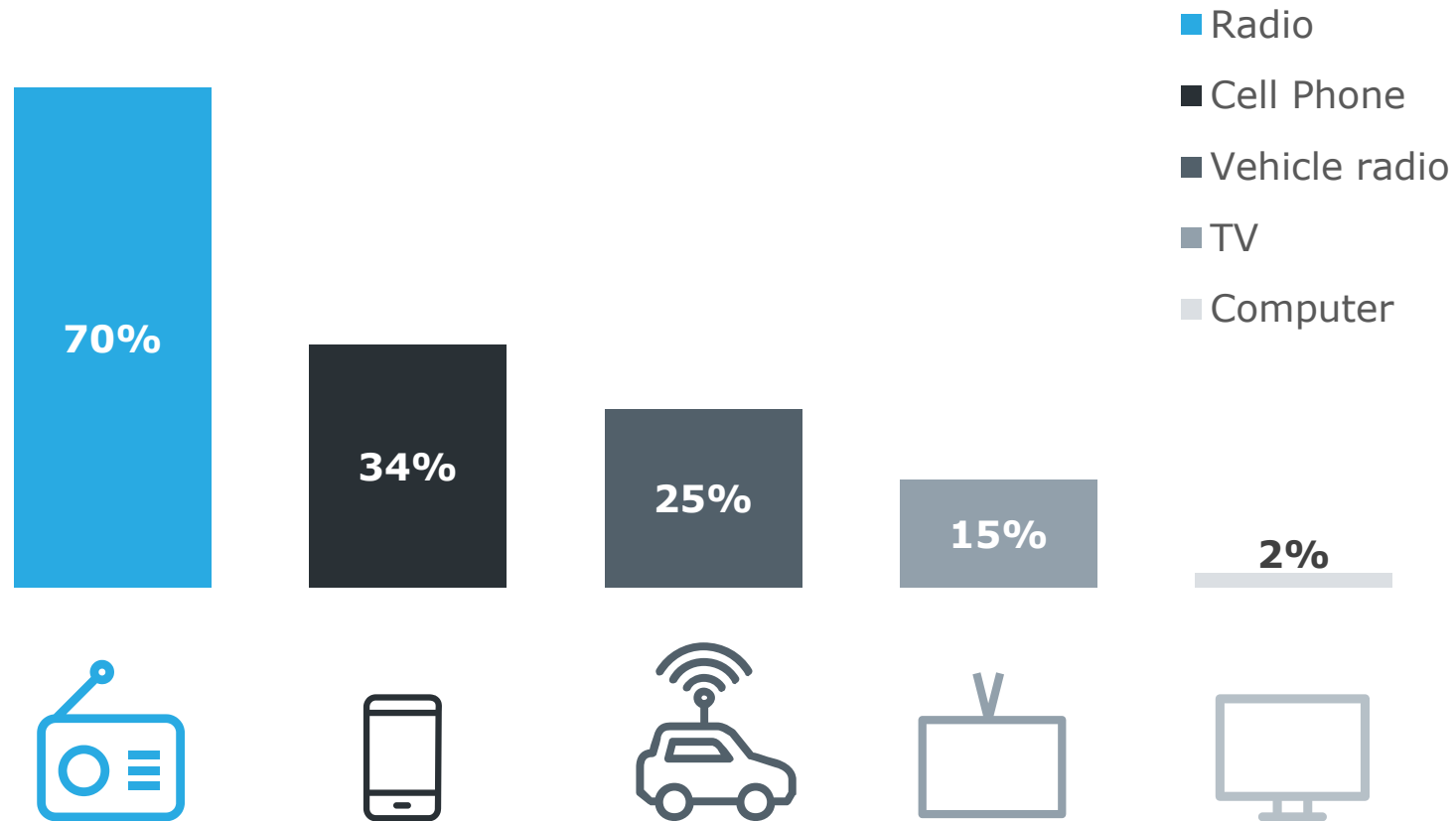
26%

(0.25-10 hours per week)

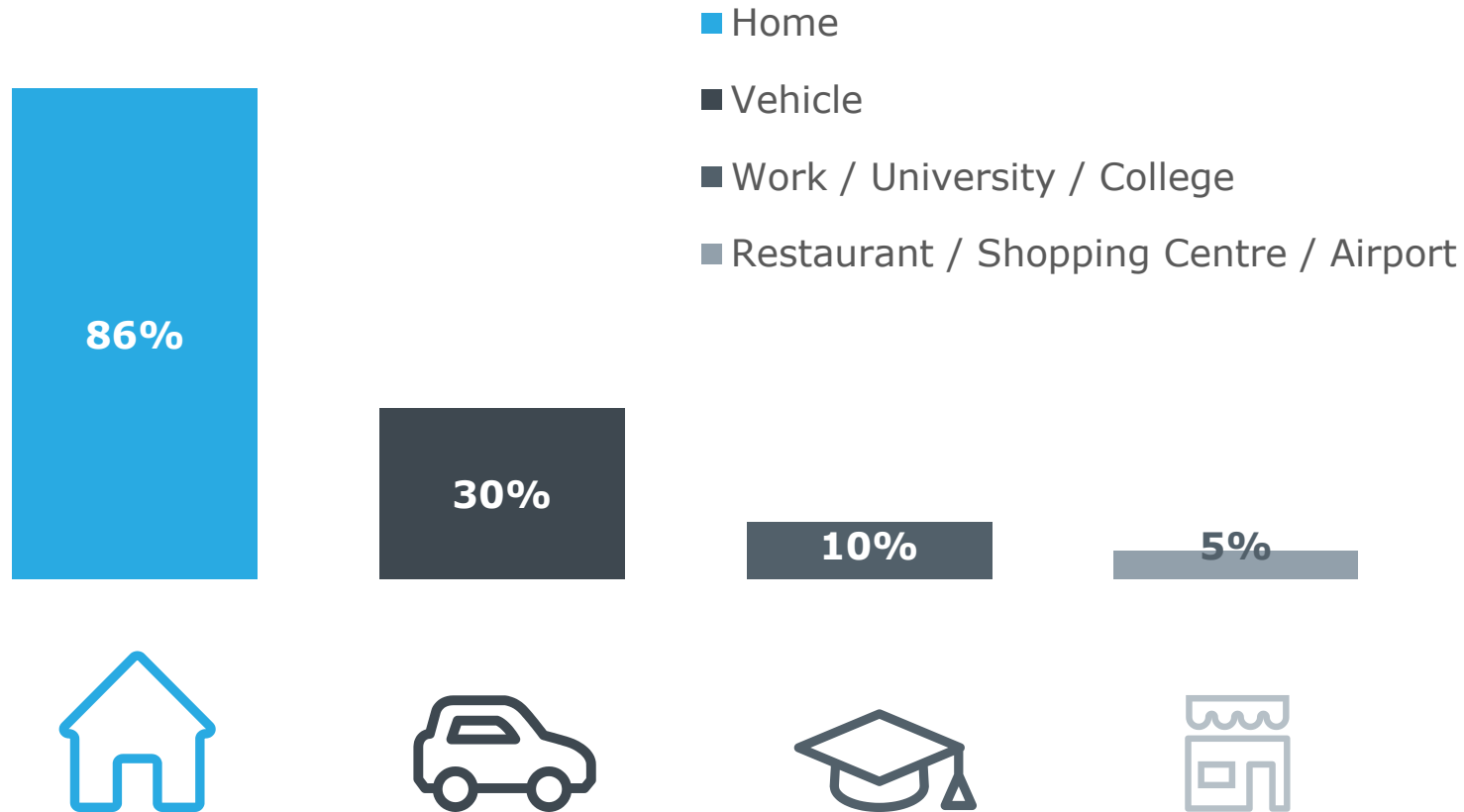
Loyal listeners



Radio listening by device



Radio listening by location



4 Programme Content



Programme Content ...



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

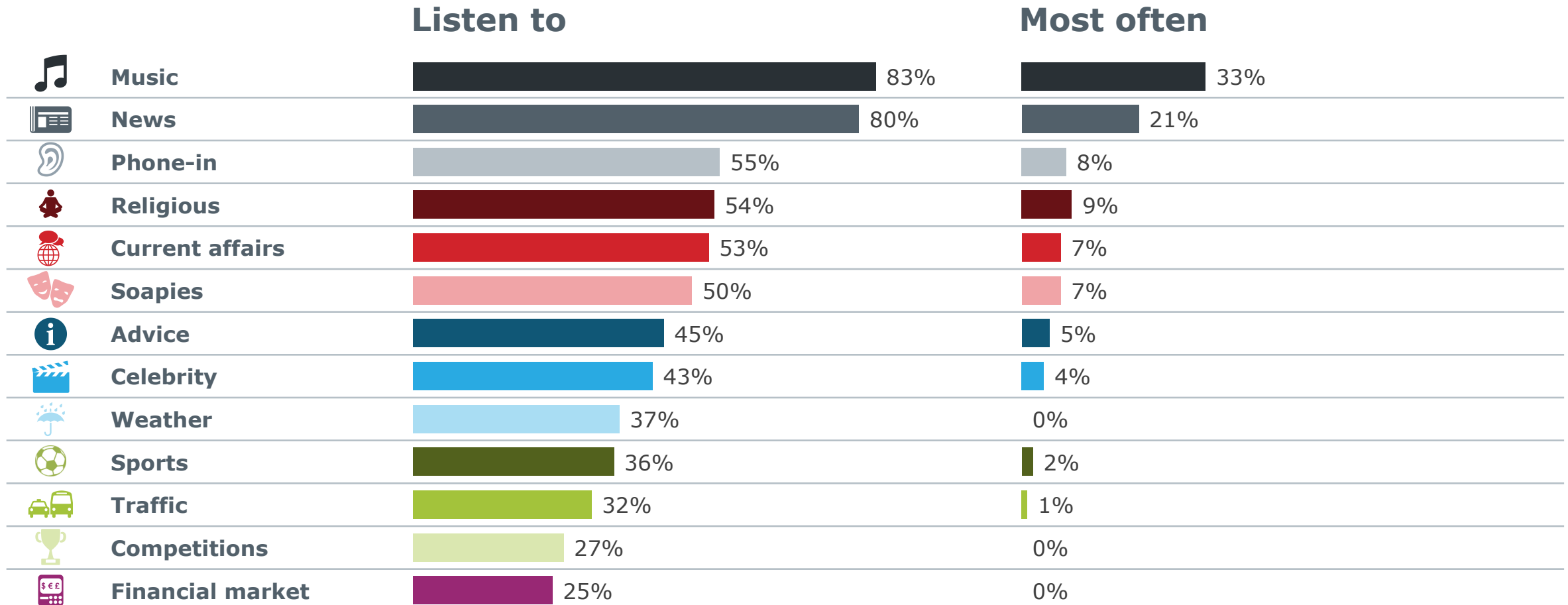
“And which do you listen to **most often**?”



General radio preference, not asked of a specific station

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

Listen to / most often

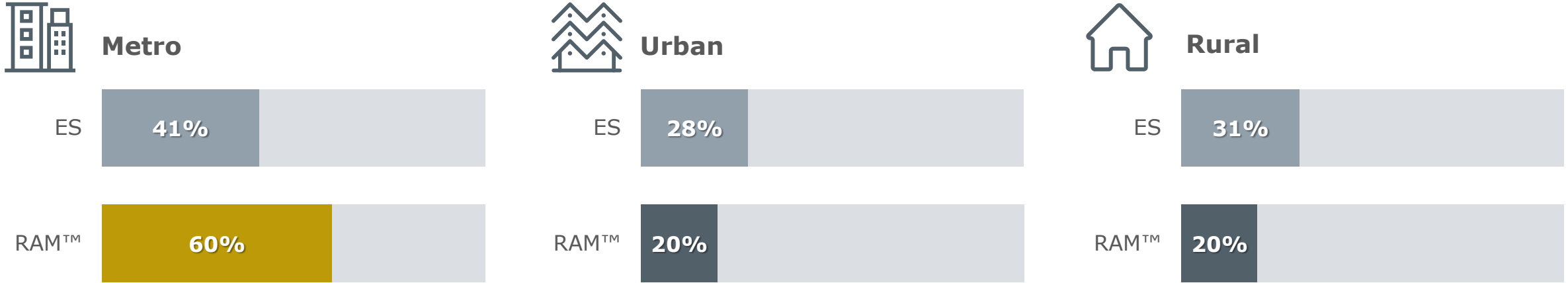


5 SEM's



SEM's in BRC RAM™

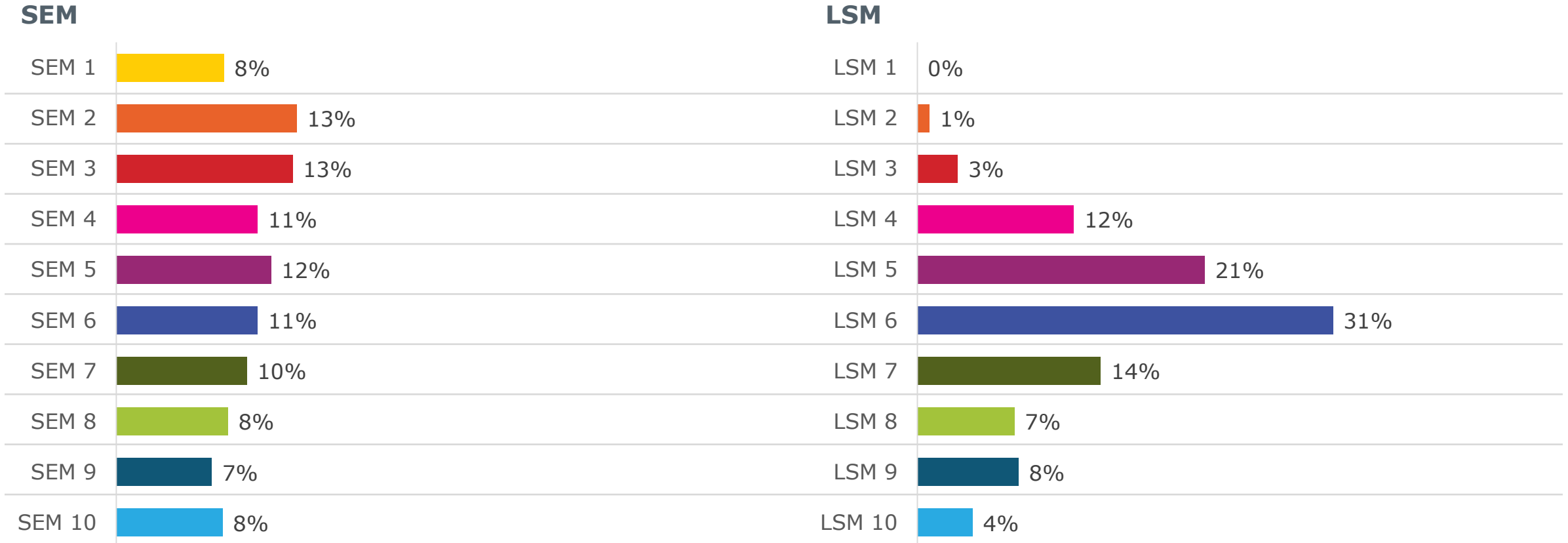
Different sample frames:



Different recruitment:

- ES: Individuals (One individual per household)
- BRC RAM™: Households (Flooding)

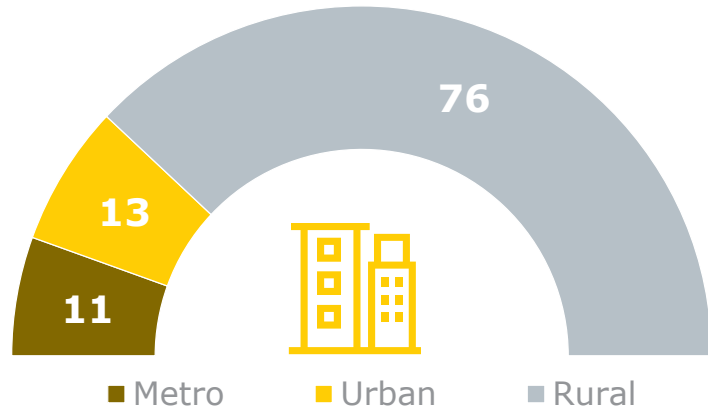
SEM's vs. LSM's in BRC RAM™



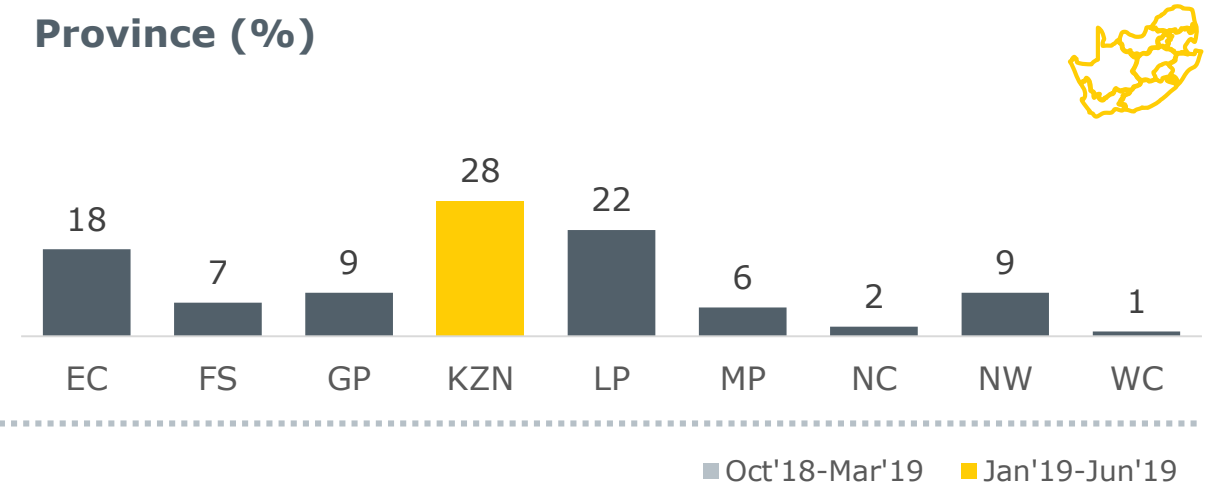
SEM 1 – Radio Listeners

Population: 2.9 million (8.0%)

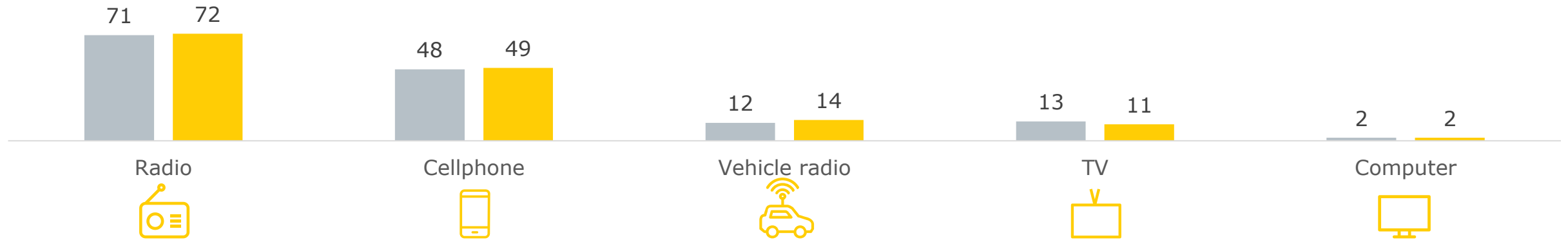
Area (%)



Province (%)



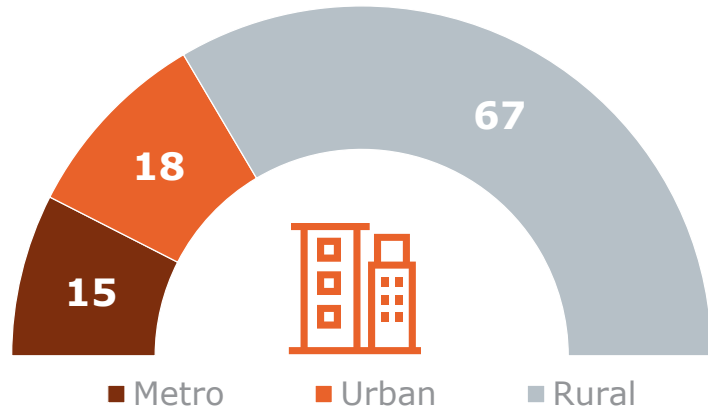
Devices (5)



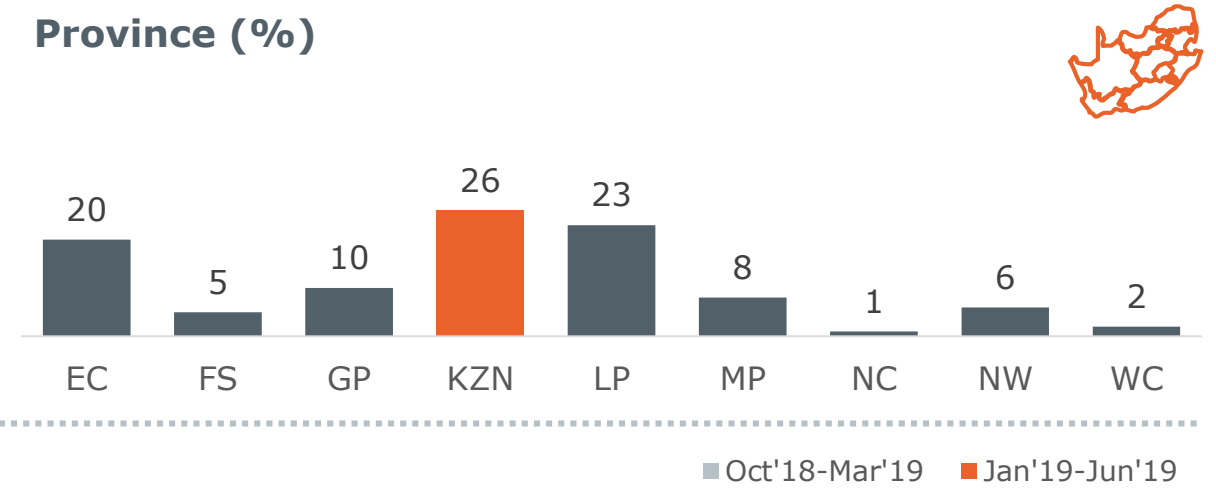
SEM 2 – Radio Listeners

Population: 4.9 million (13.4%)

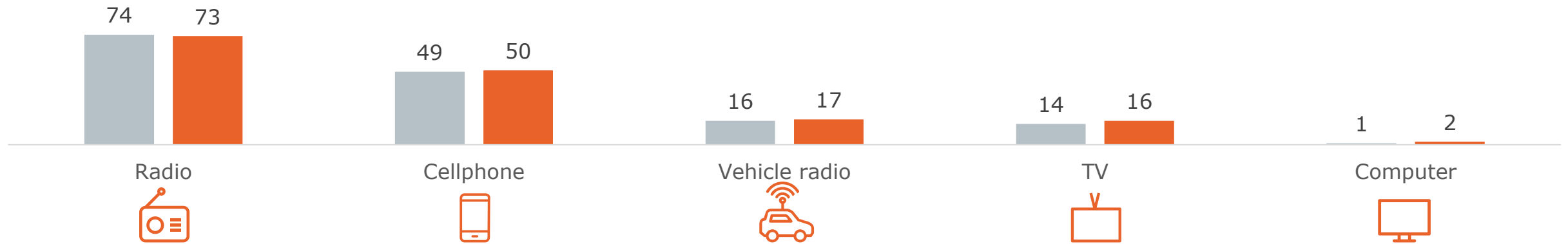
Area (%)



Province (%)



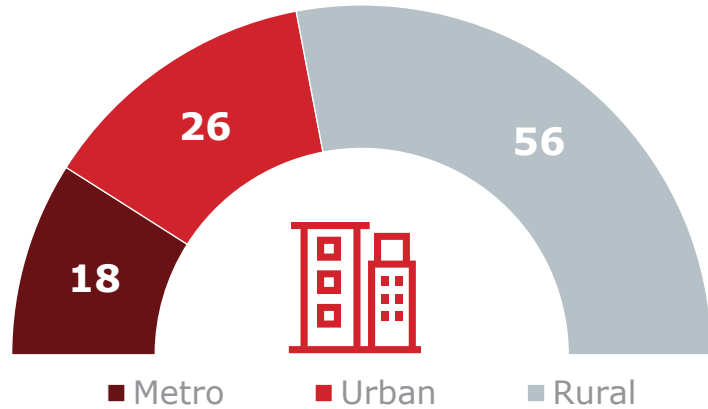
Devices (%)



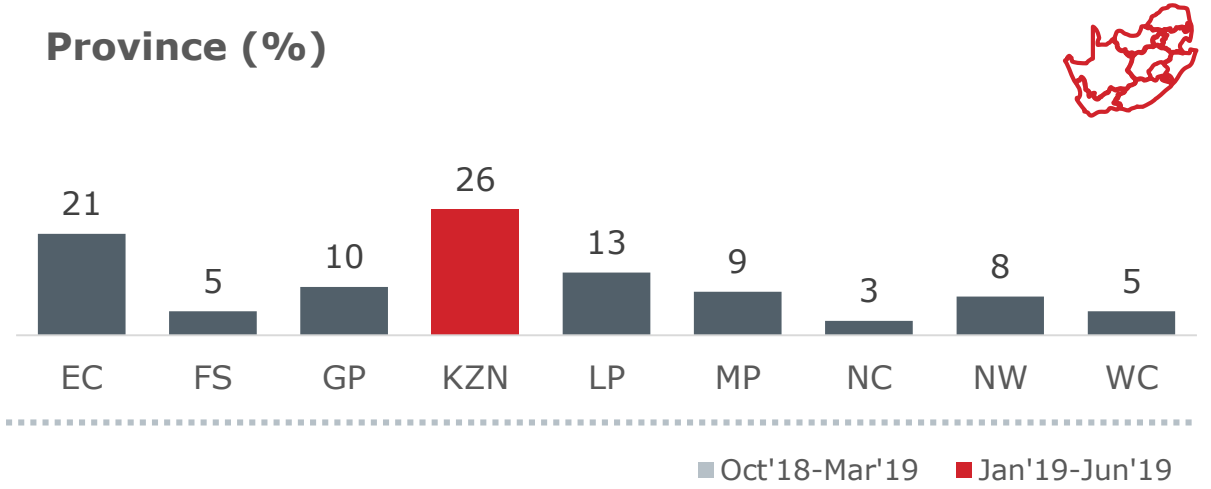
SEM 3 – Radio Listeners

Population: 4.7 million (13.1%)

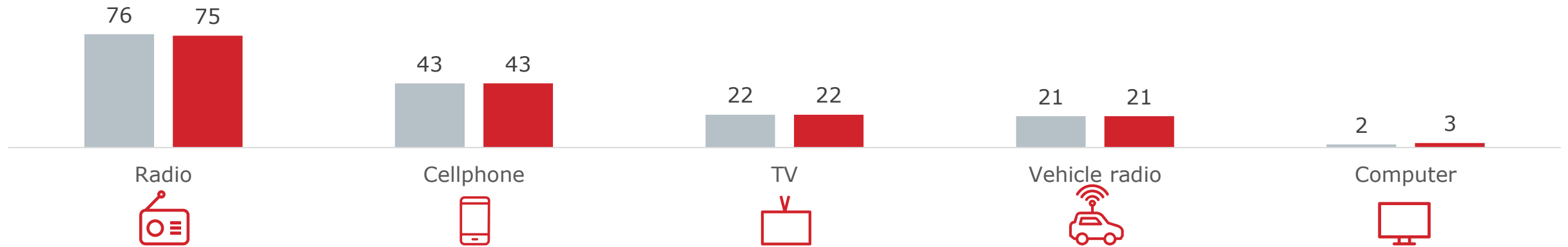
Area (%)



Province (%)



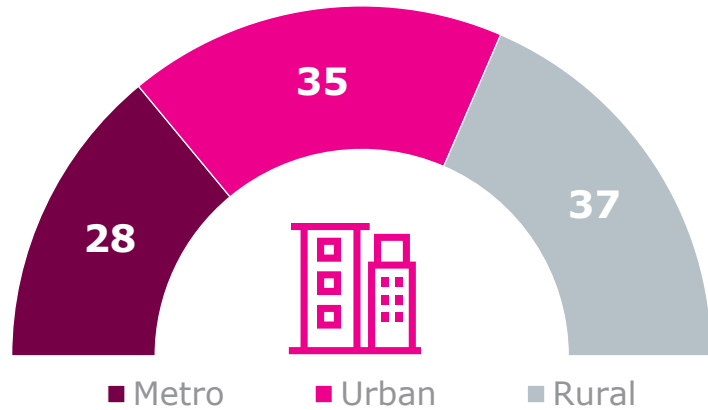
Devices (%)



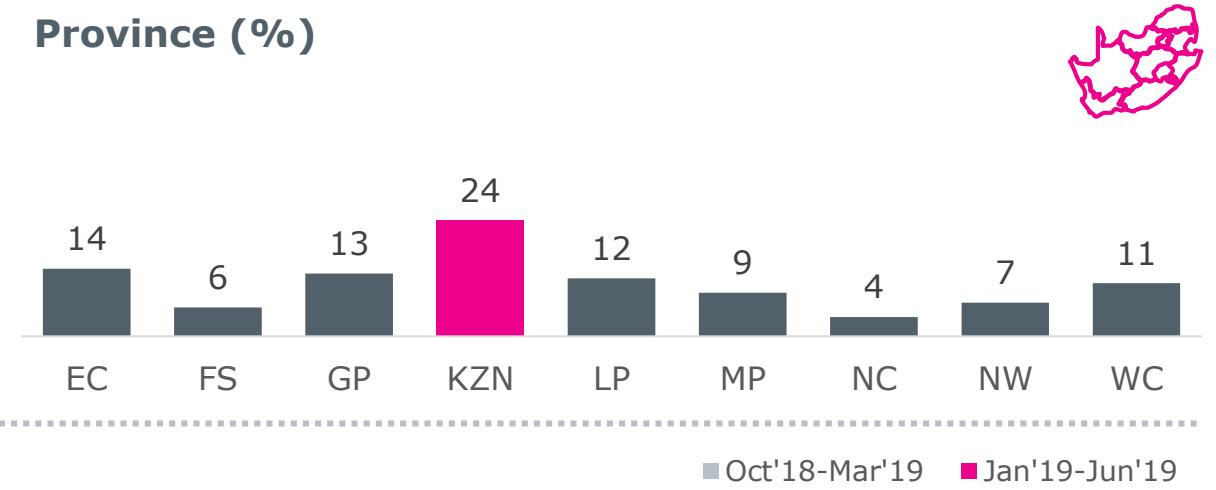
SEM 4 – Radio Listeners

Population: 3.8 million (10.5%)

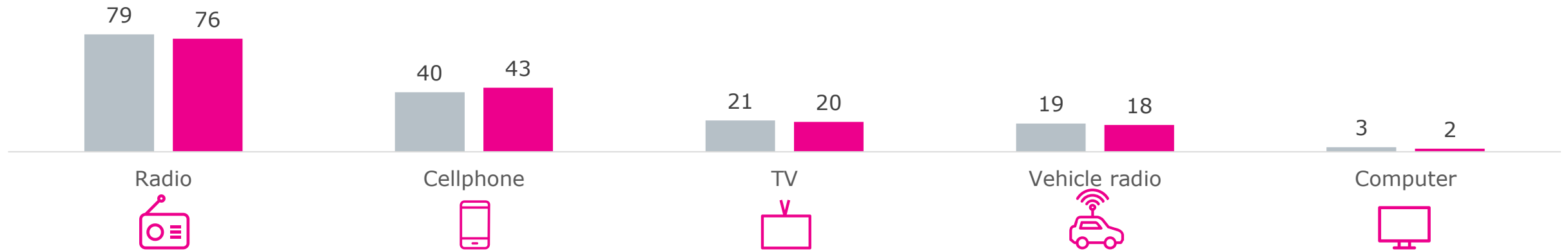
Area (%)



Province (%)



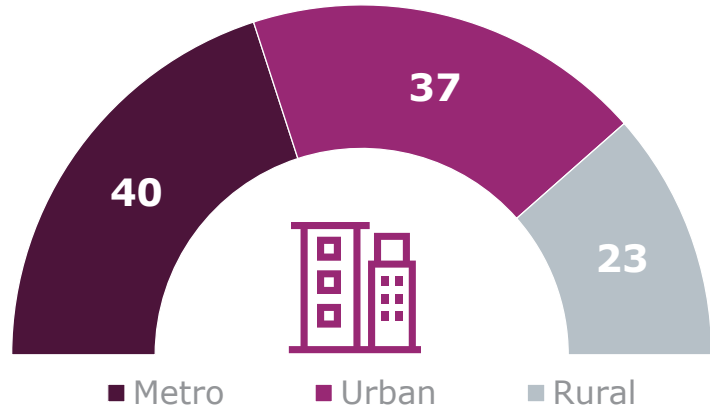
Devices (%)



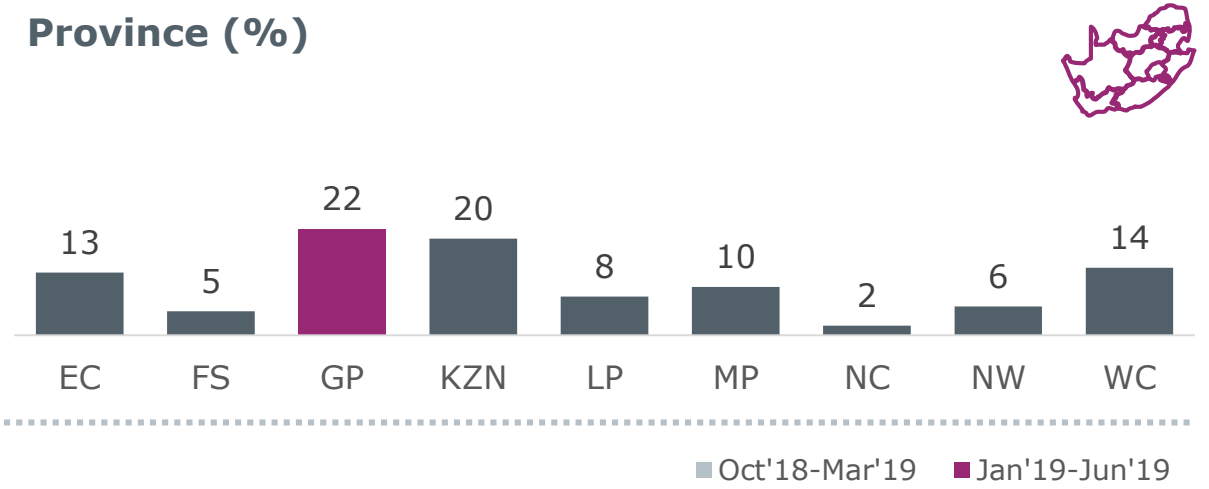
SEM 5 – Radio Listeners

Population: 4.2 million (11.5%)

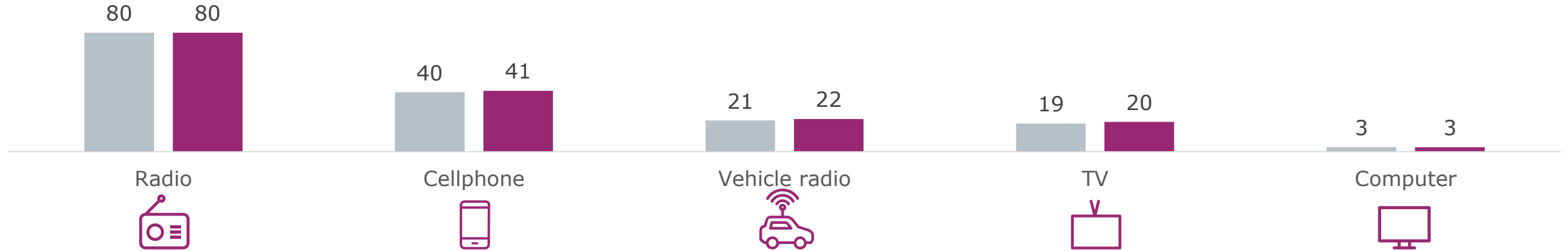
Area (%)



Province (%)



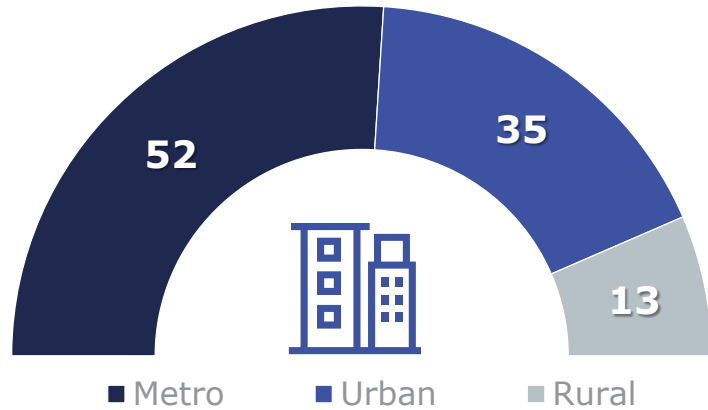
Devices (%)



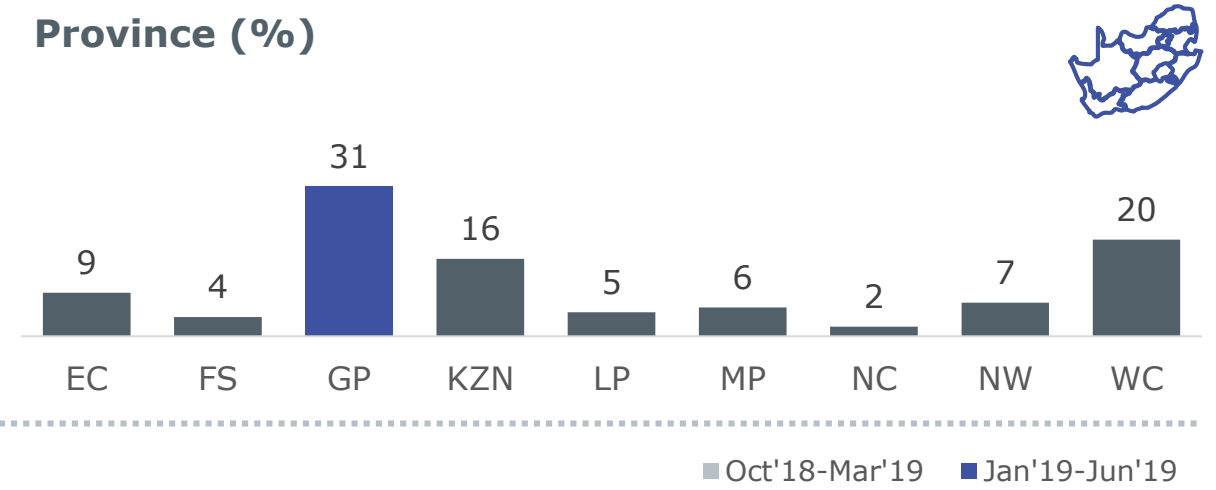
SEM 6 – Radio Listeners

Population: 3.8 million (10.5%)

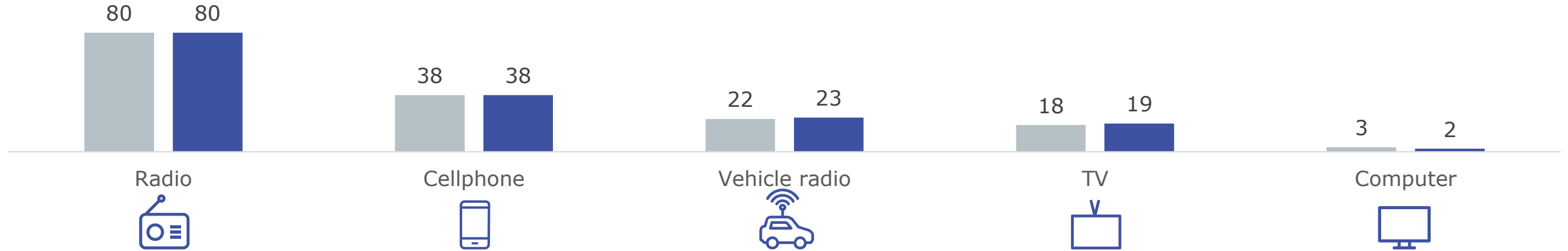
Area (%)



Province (%)



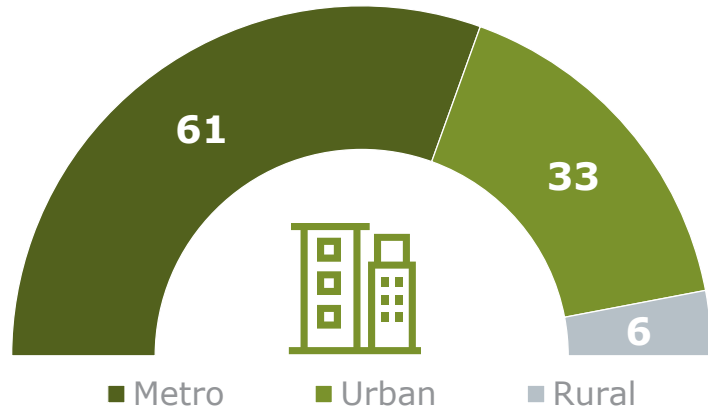
Devices (%)



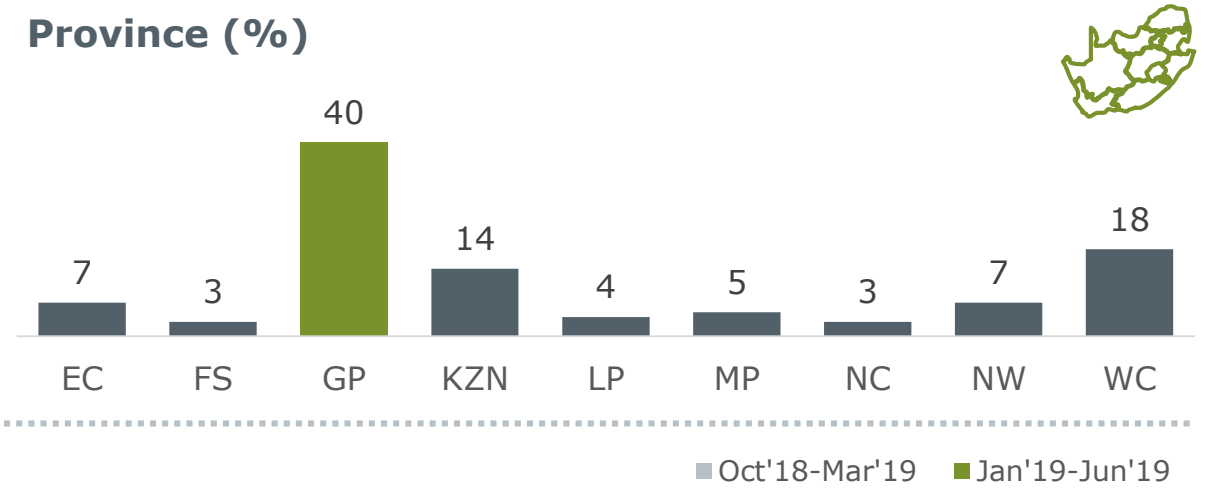
SEM 7 – Radio Listeners

Population: 3.5 million (9.7%)

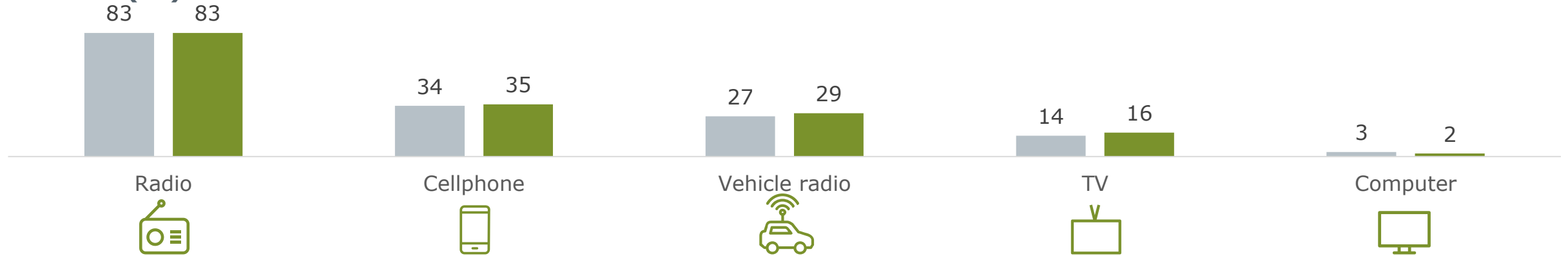
Area (%)



Province (%)



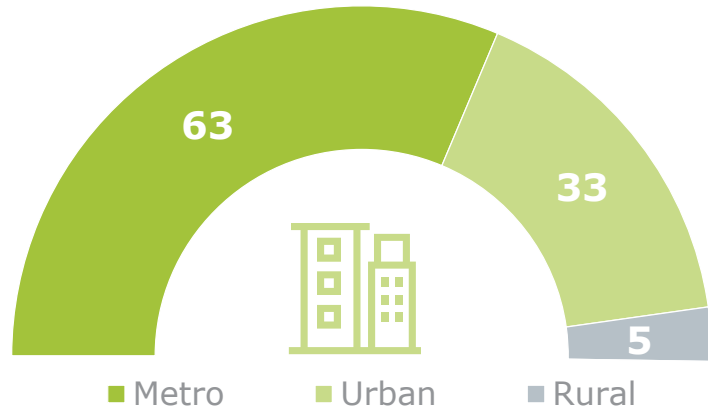
Devices (%)



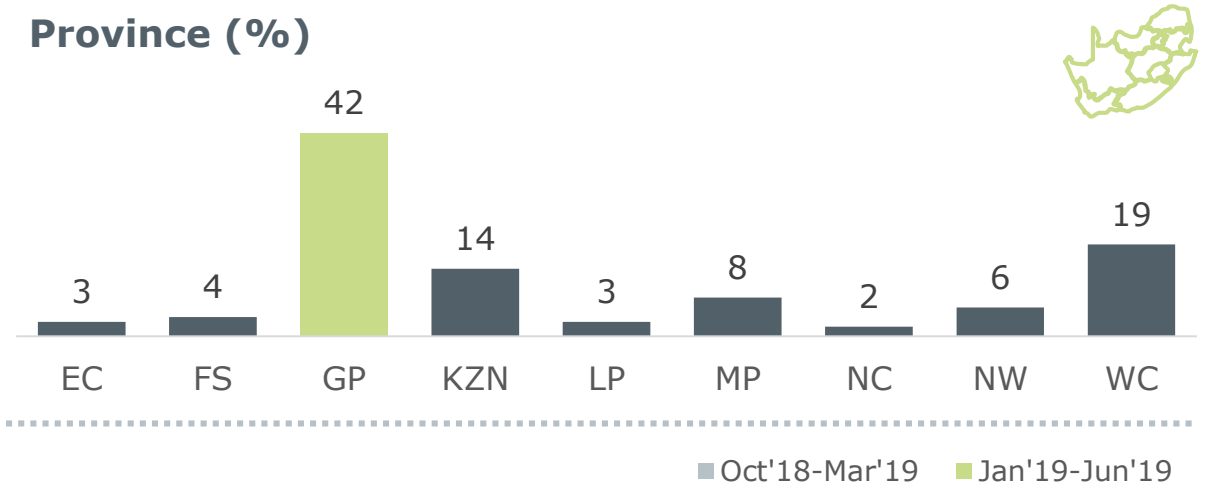
SEM 8 – Radio Listeners

Population: 3.0 million (8.3%)

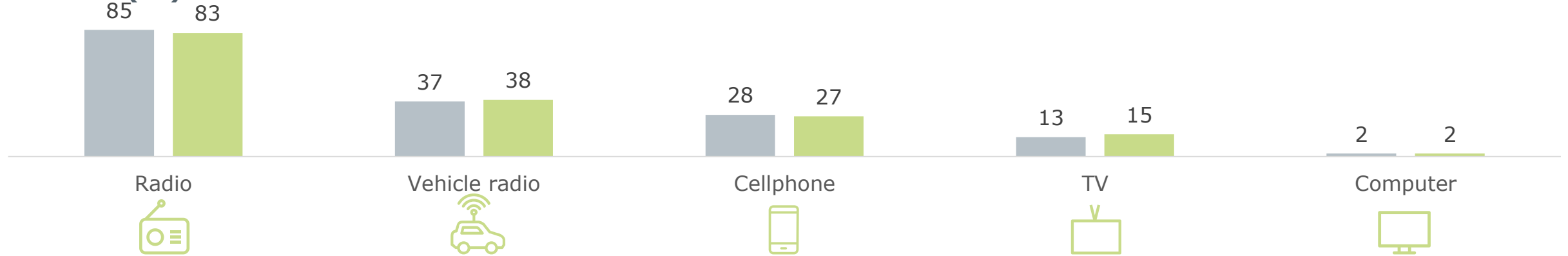
Area (%)



Province (%)



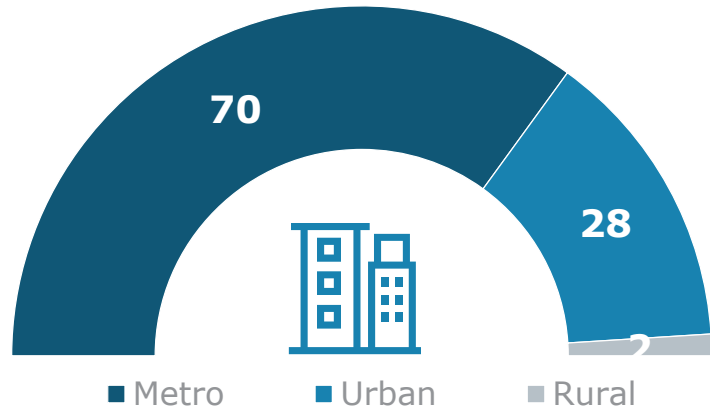
Devices (%)



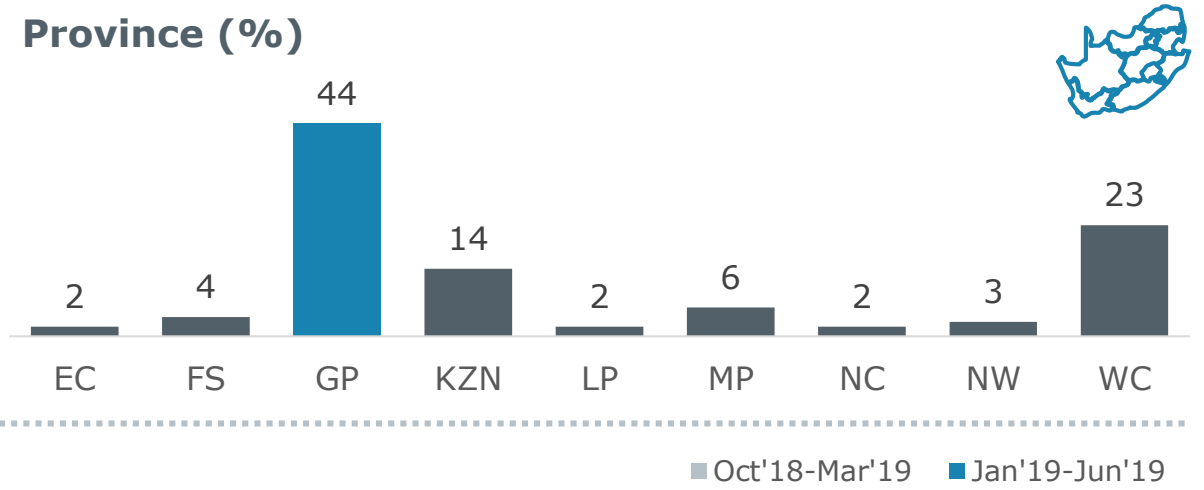
SEM 9 – Radio Listeners

Population: 2.6 million (7.1%)

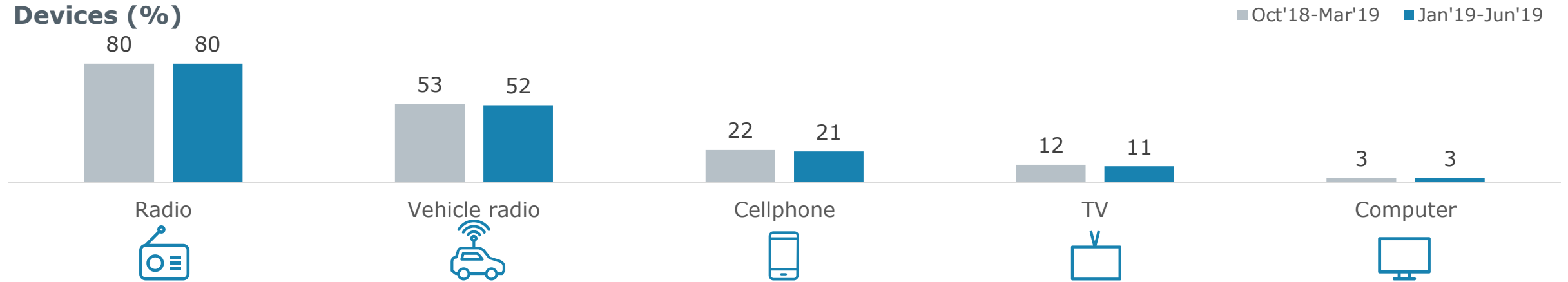
Area (%)



Province (%)



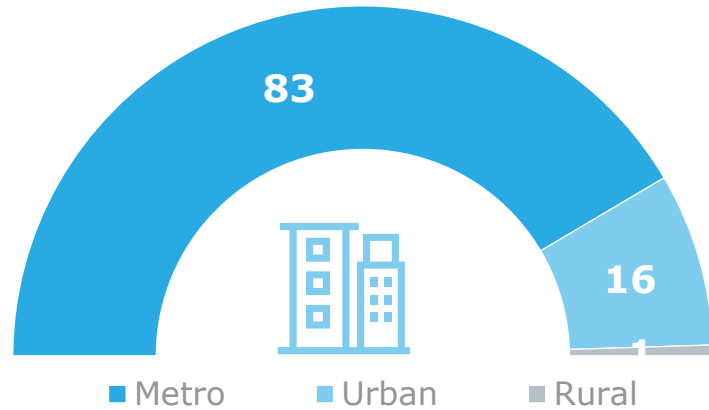
Devices (%)



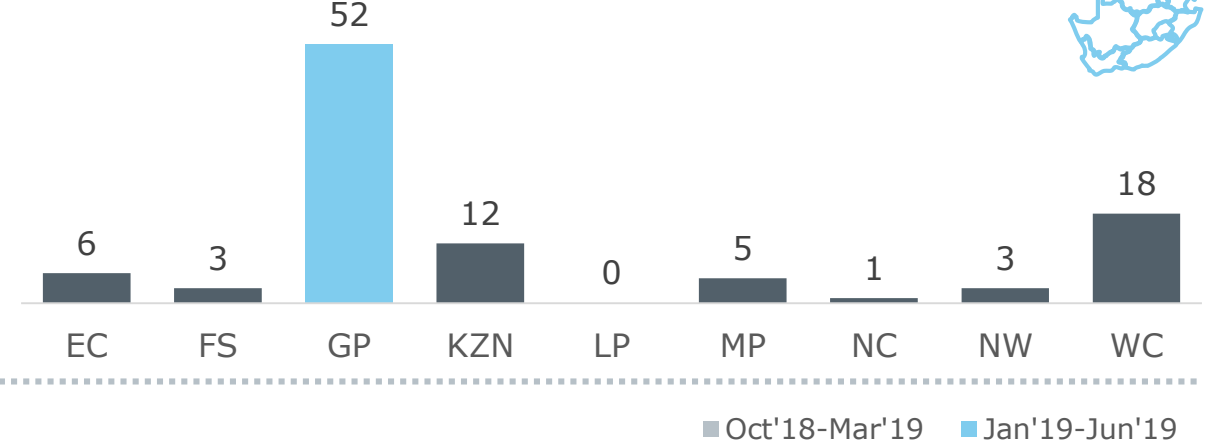
SEM 10 – Radio Listeners

Population: 2.9 million (7.9%)

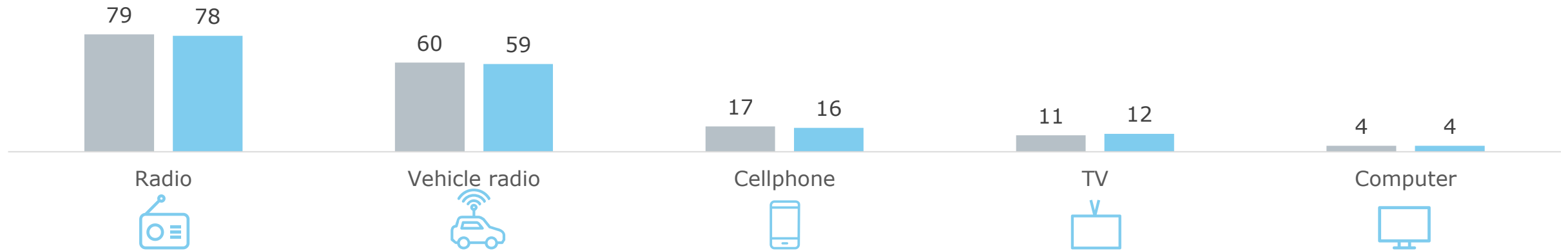
Area (%)



Province (%)



Devices (%)

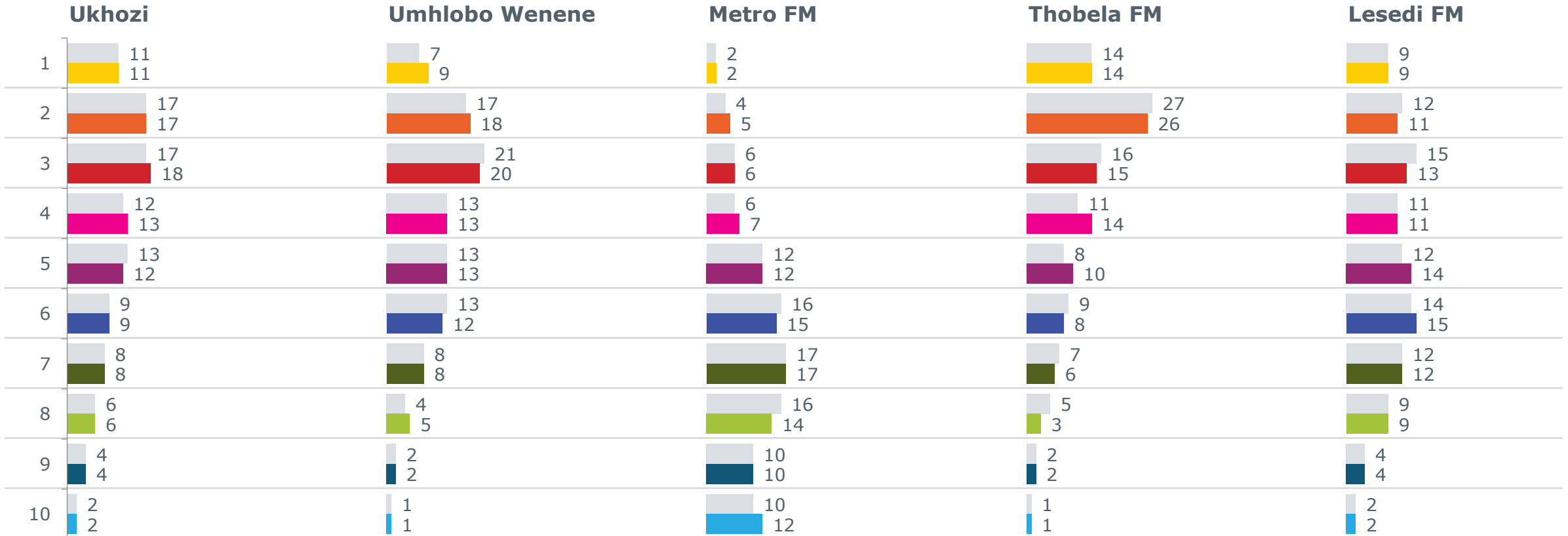


Station Profile by SEM

Commercial and PBS



Station Profile (%)

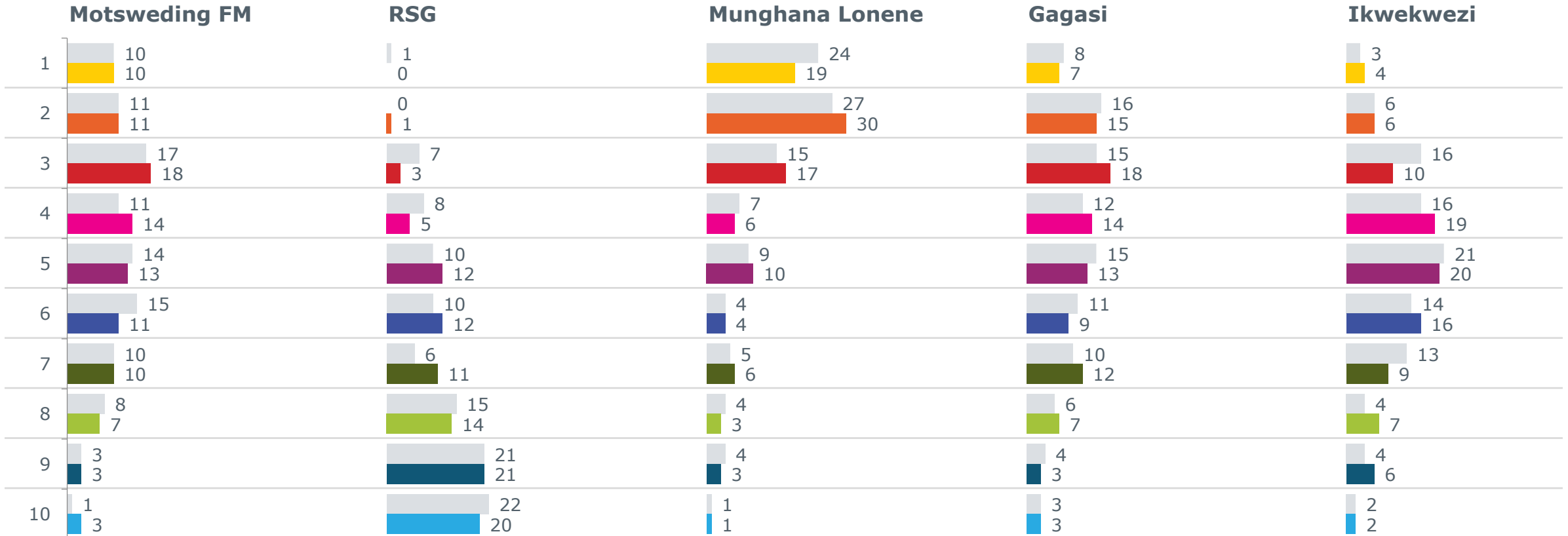


Station Profile by SEM

Commercial and PBS



Station Profile (%)

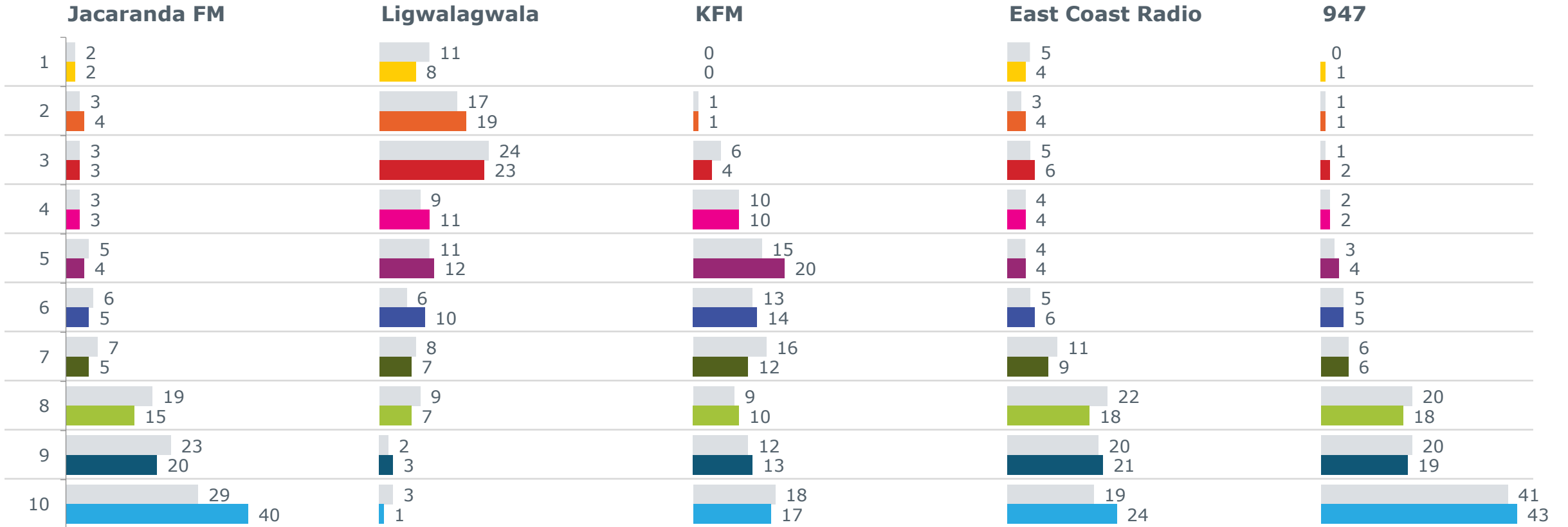


Station Profile by SEM

Commercial and PBS



Station Profile (%)

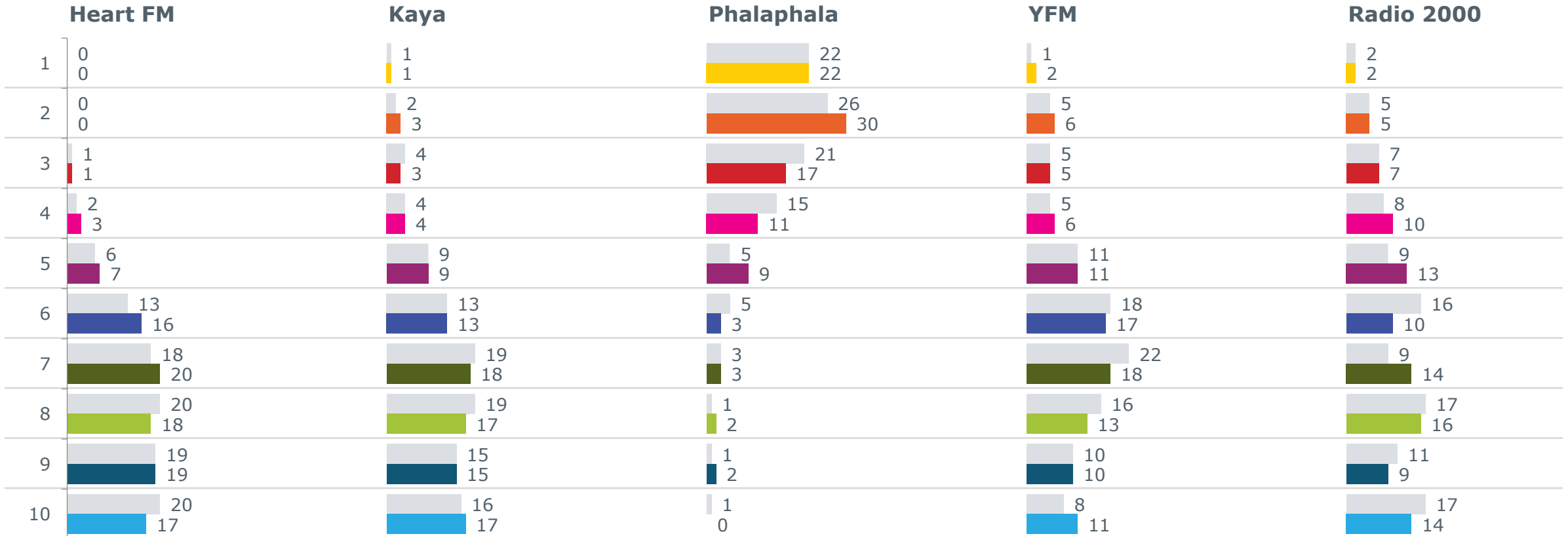


Station Profile by SEM

Commercial and PBS



Station Profile (%)

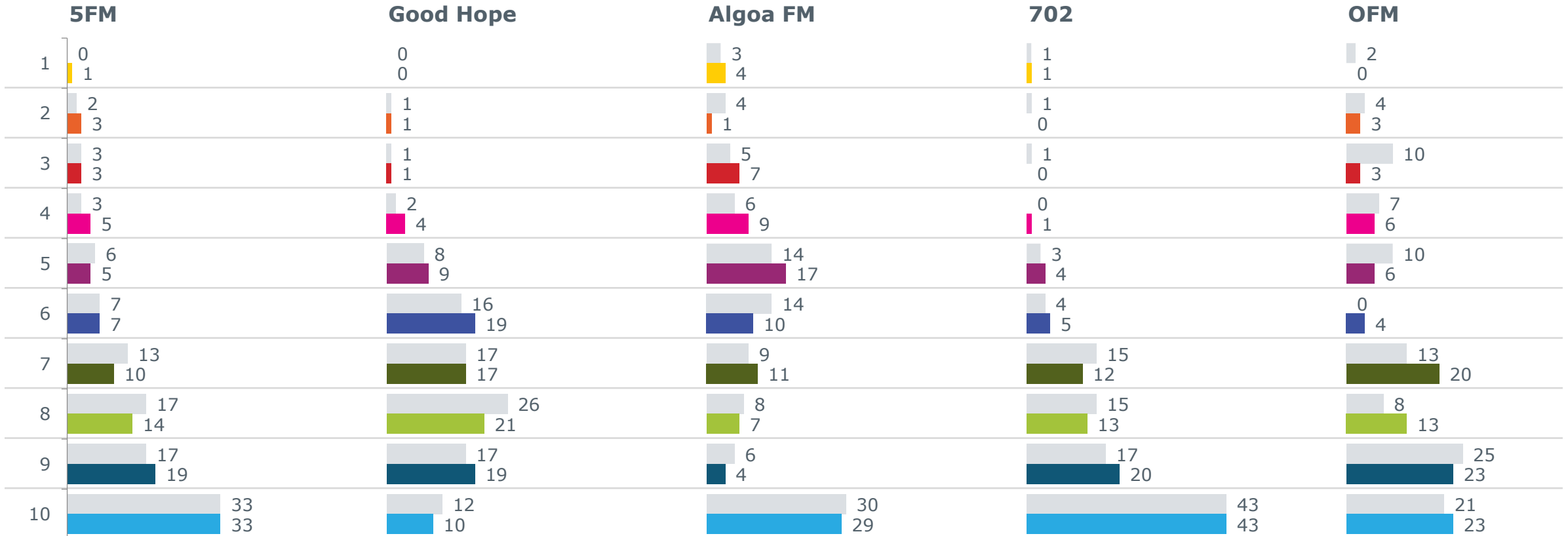


Station Profile by SEM

Commercial and PBS



Station Profile (%)

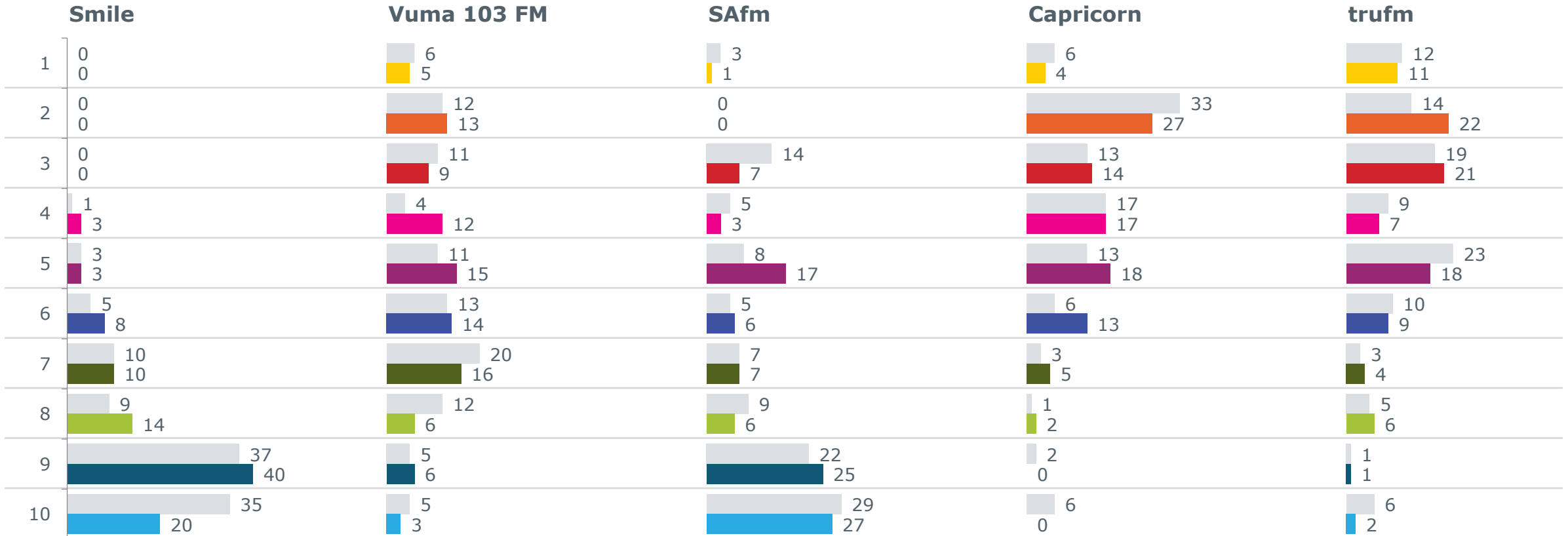


Station Profile by SEM

Commercial and PBS



Station Profile (%)

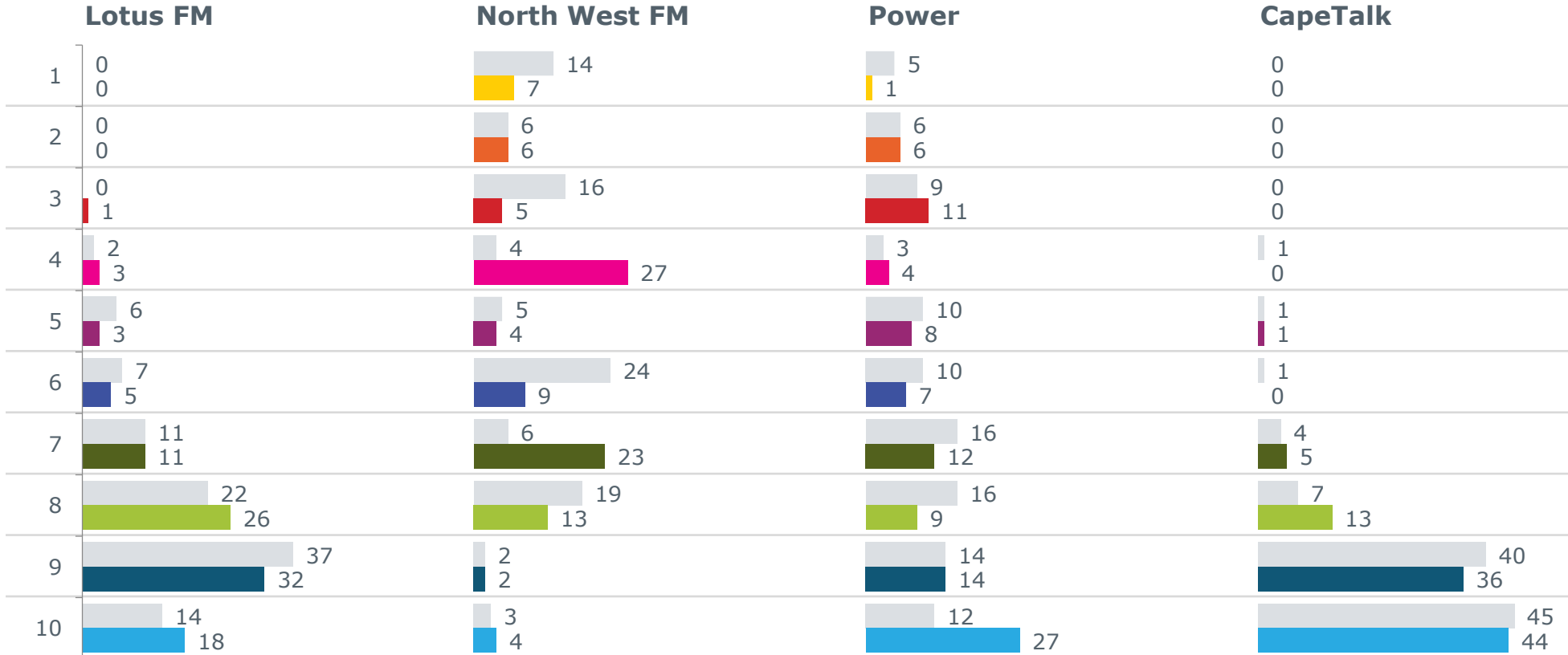


Station Profile by SEM

Commercial and PBS



Station Profile (%)

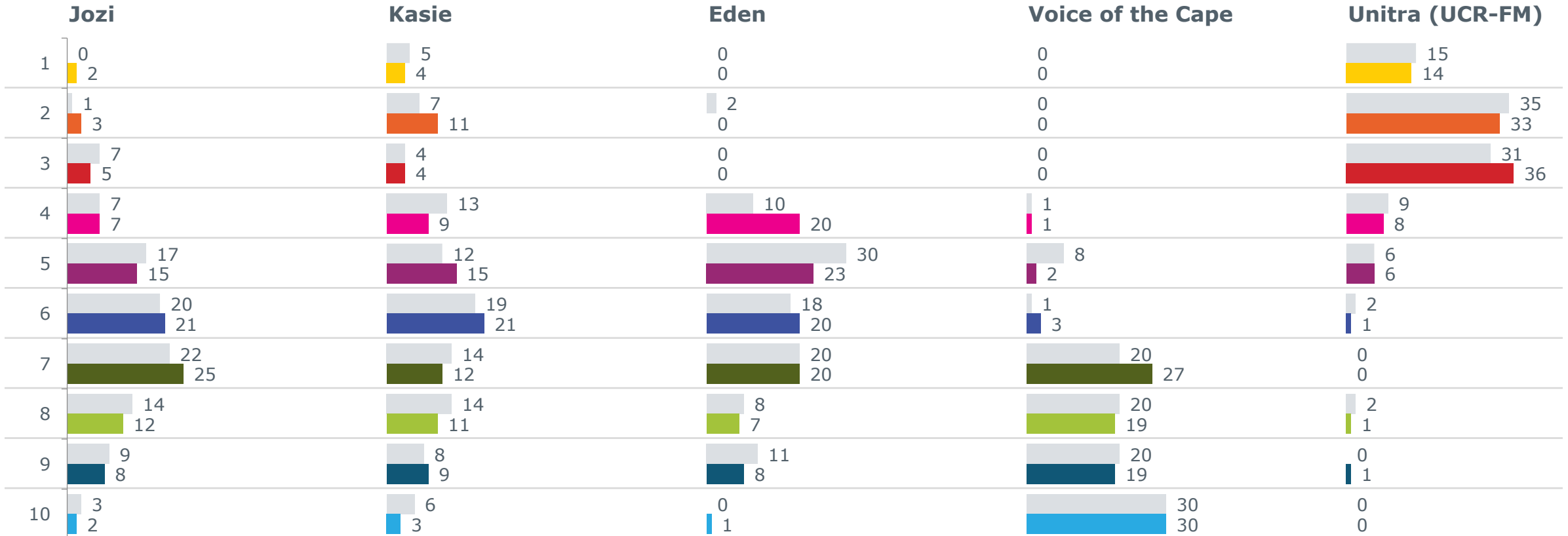


Station Profile by SEM

Community



Station Profile (%)

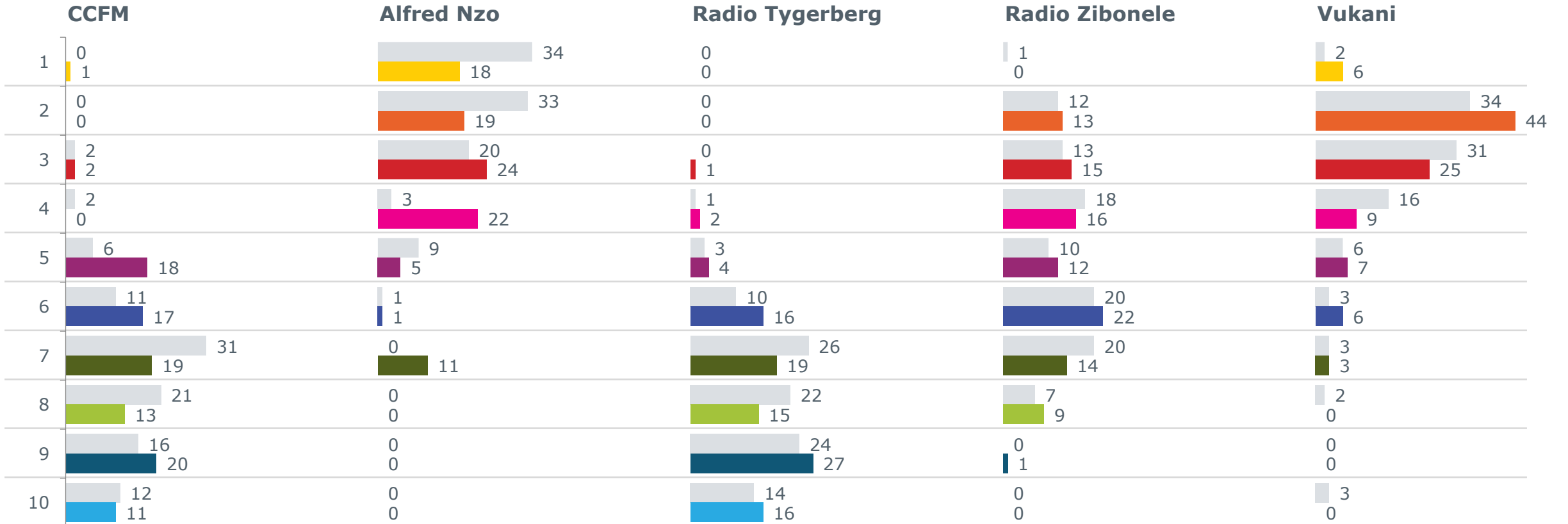


Station Profile by SEM

Community



Station Profile (%)

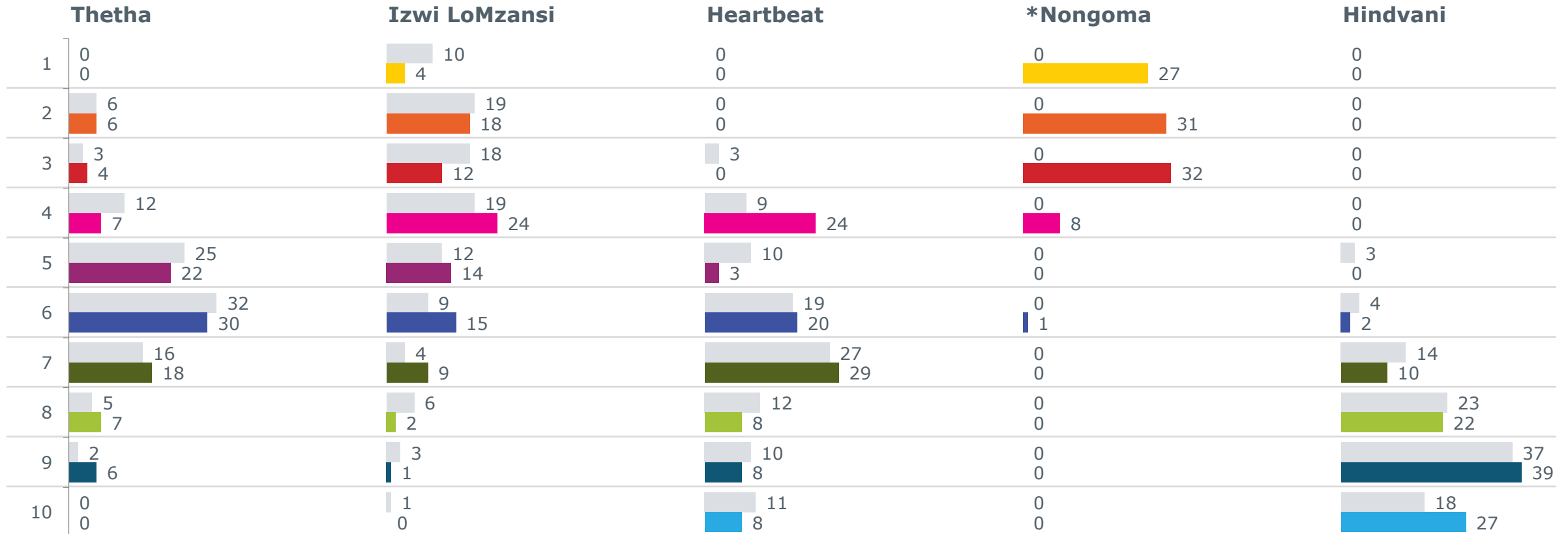


Station Profile by SEM

Community



Station Profile (%)

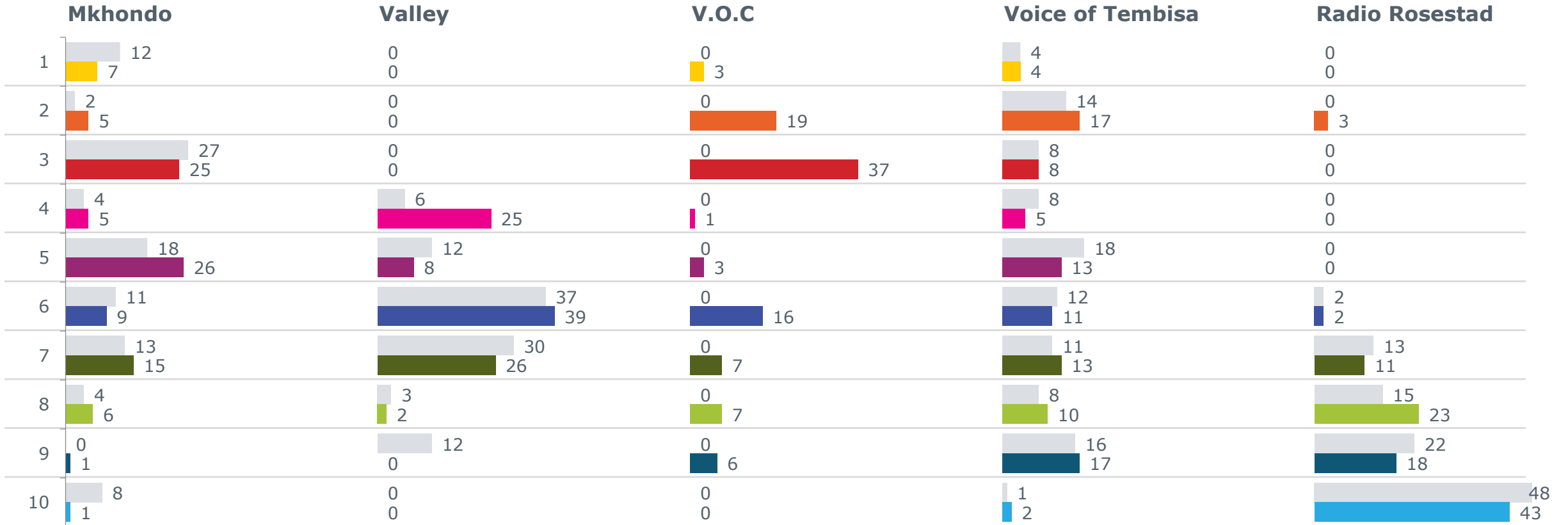


Station Profile by SEM

Community



Station Profile (%)

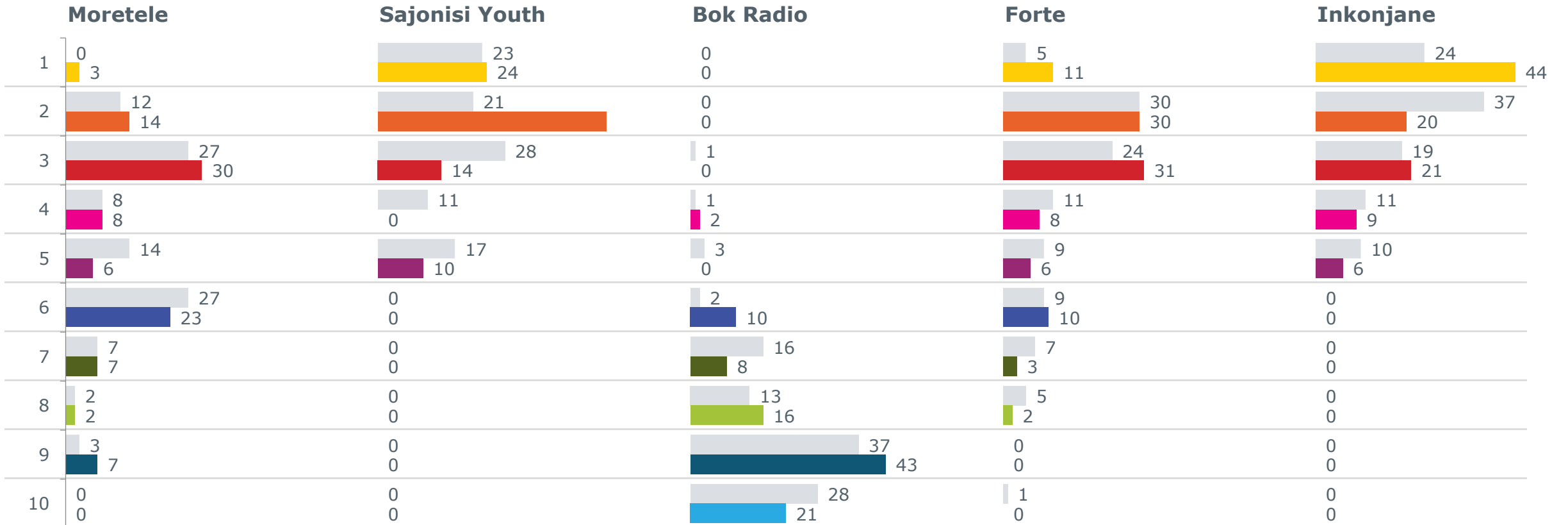


Station Profile by SEM

Community



Station Profile (%)



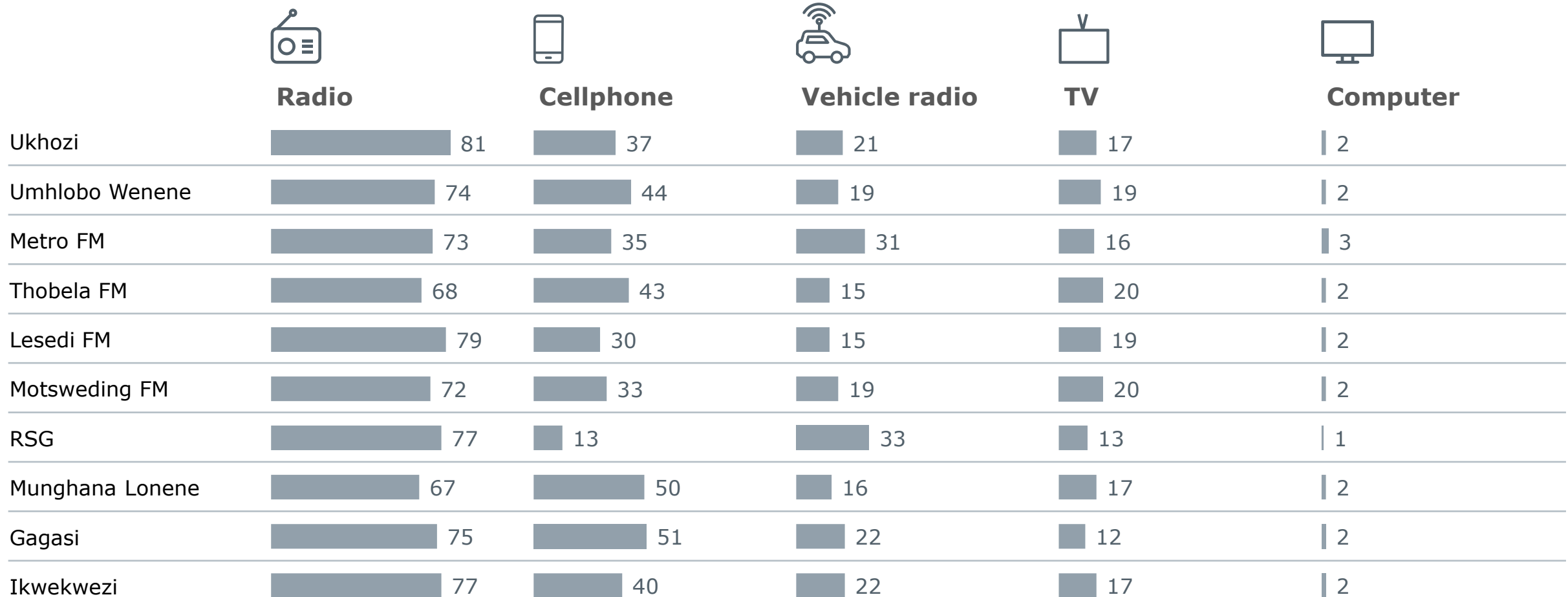
6

Device & Location



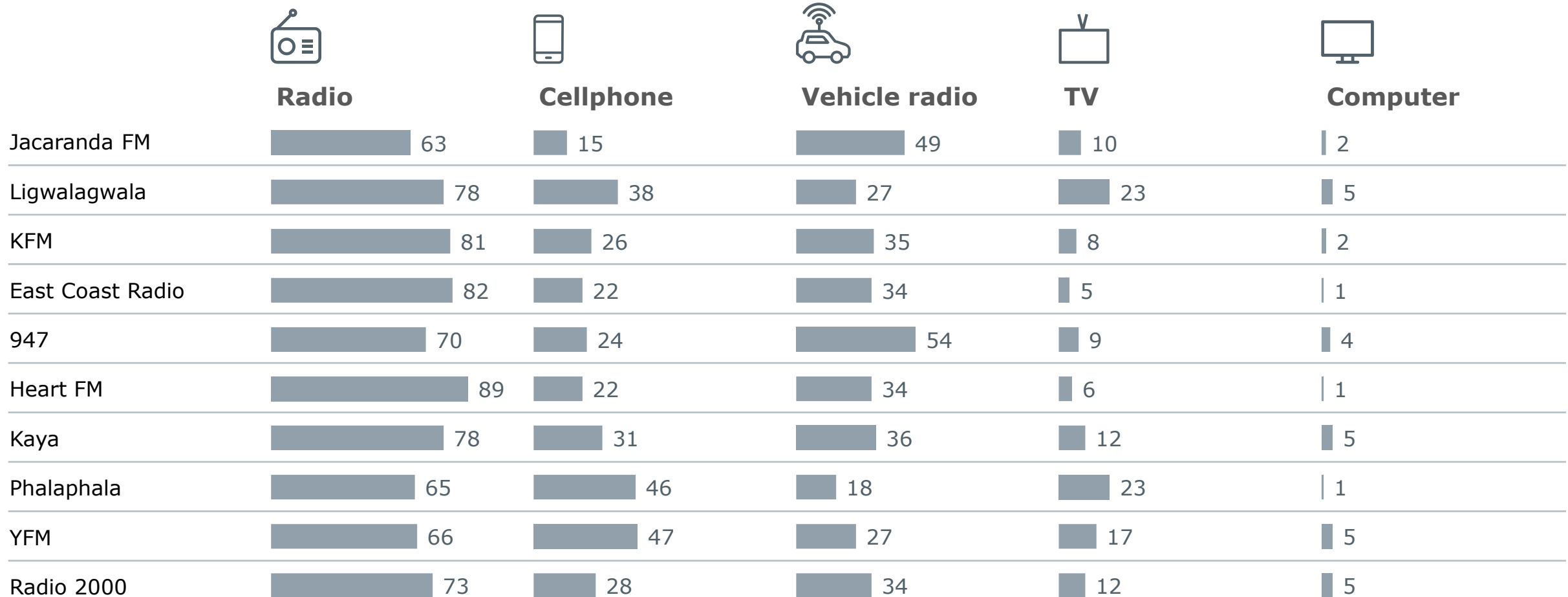
Station listening by Device

Commercial and PBS



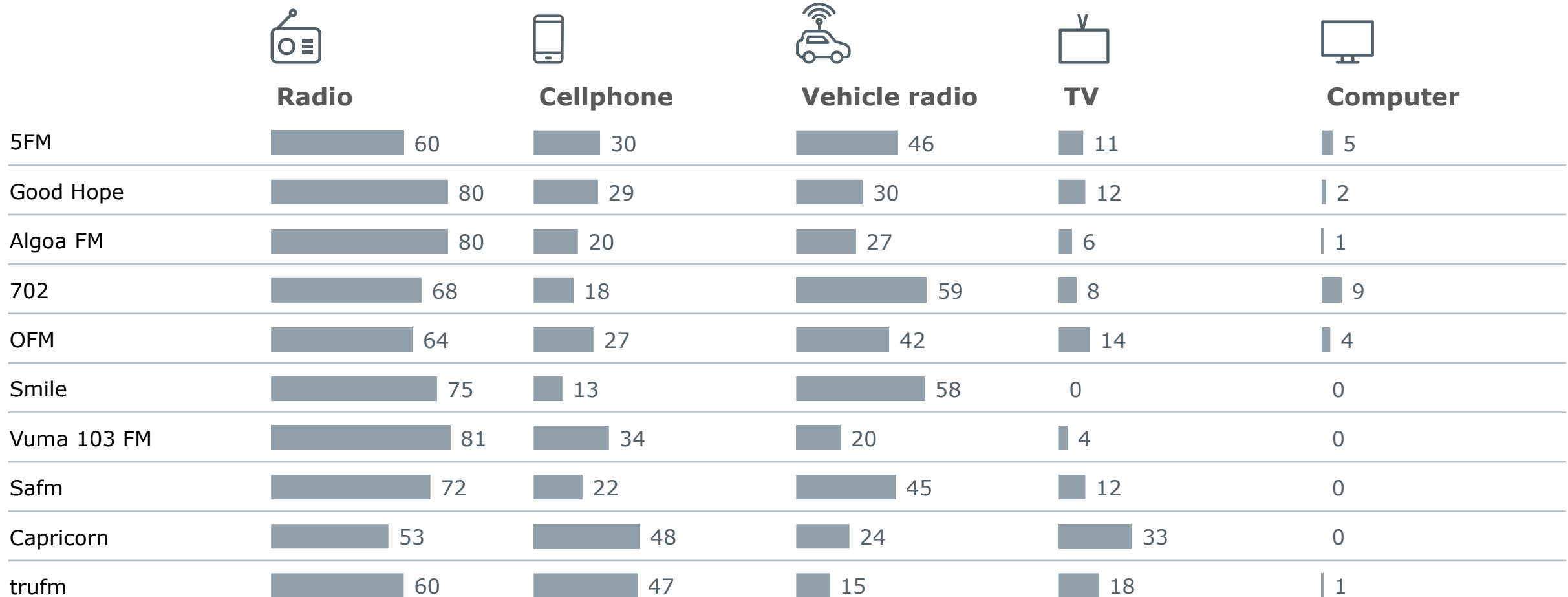
Station listening by Device

Commercial and PBS



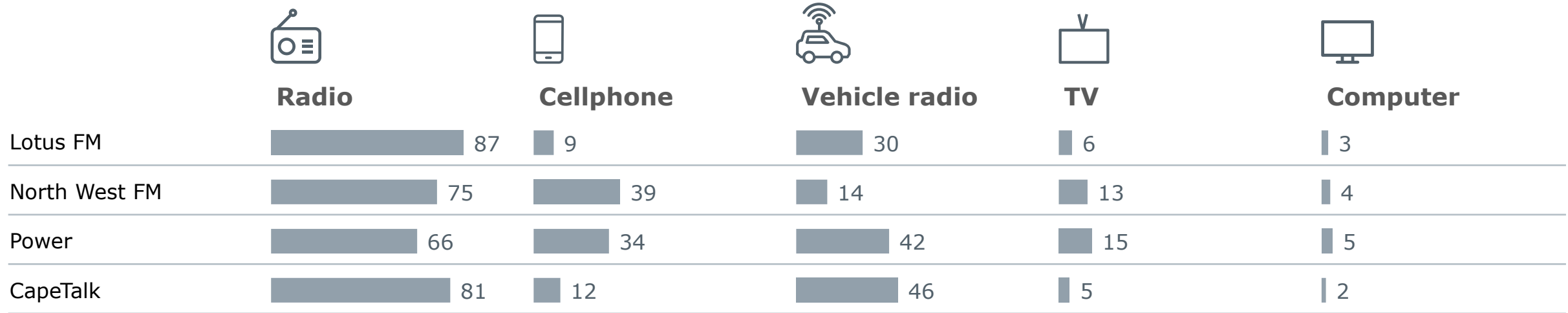
Station listening by Device

Commercial and PBS



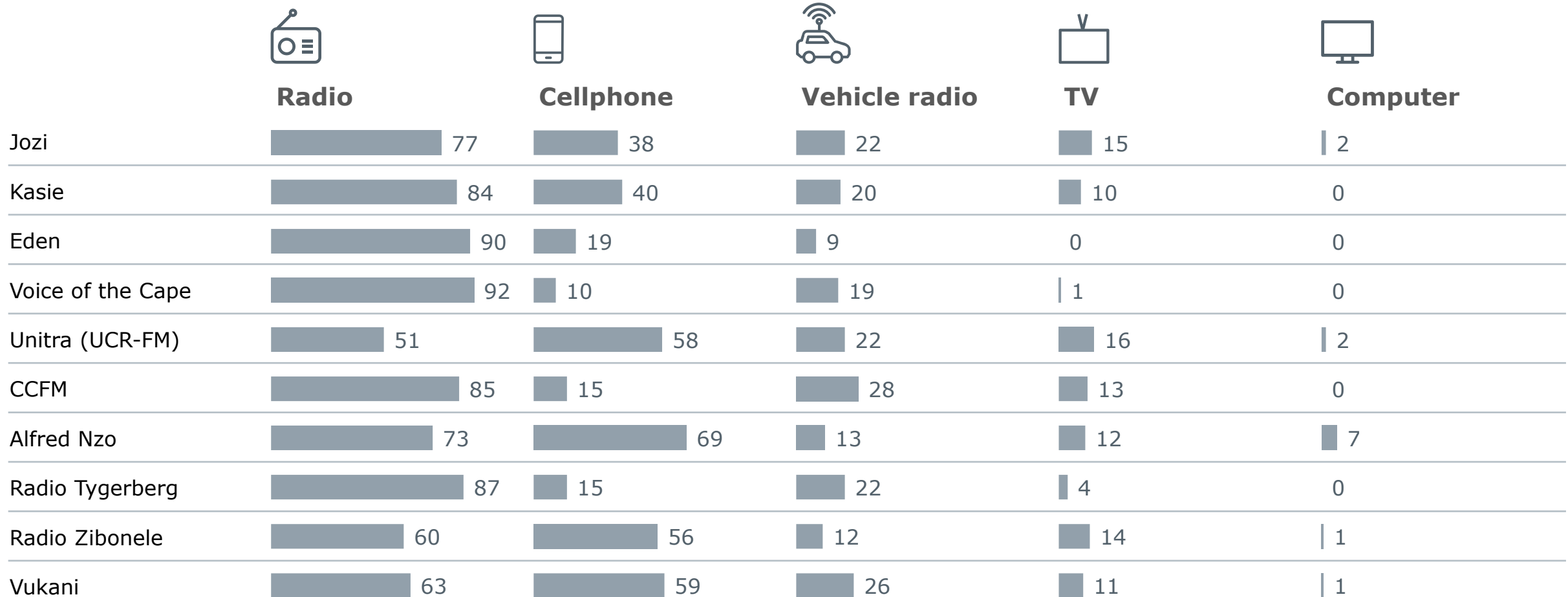
Station listening by Device

Commercial and PBS



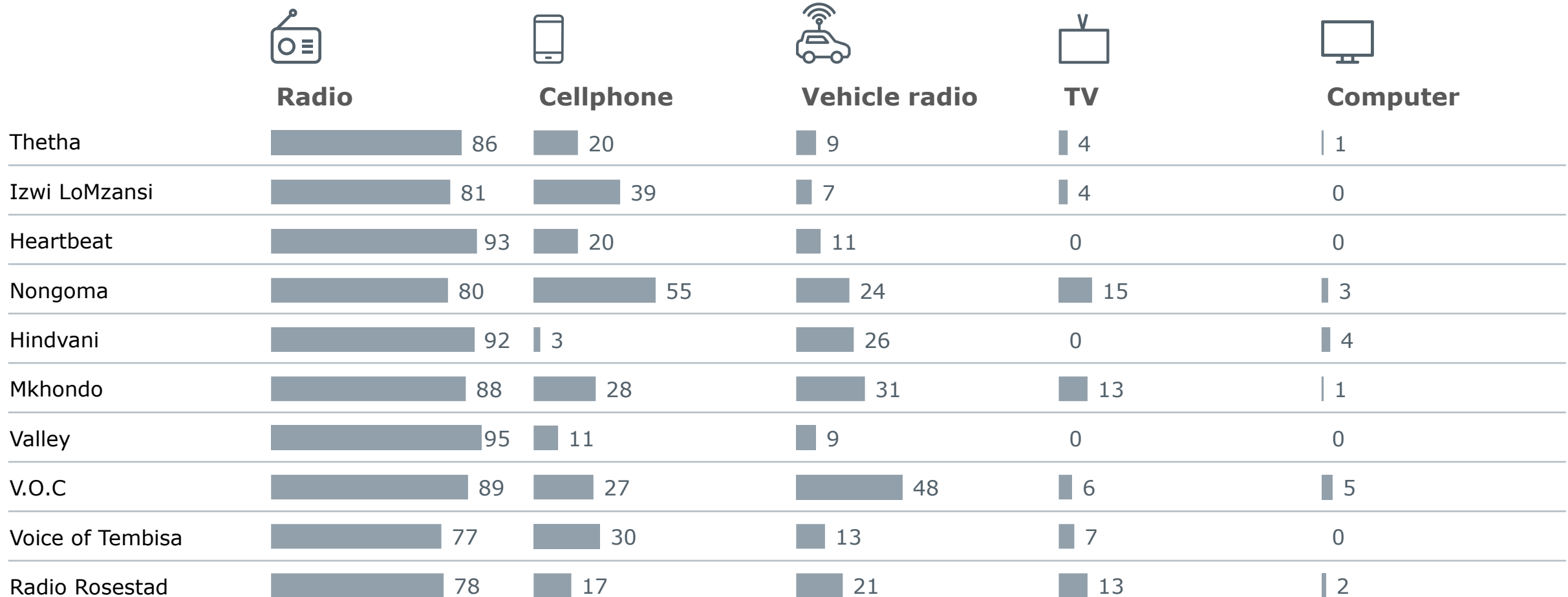
Station listening by Device

Community



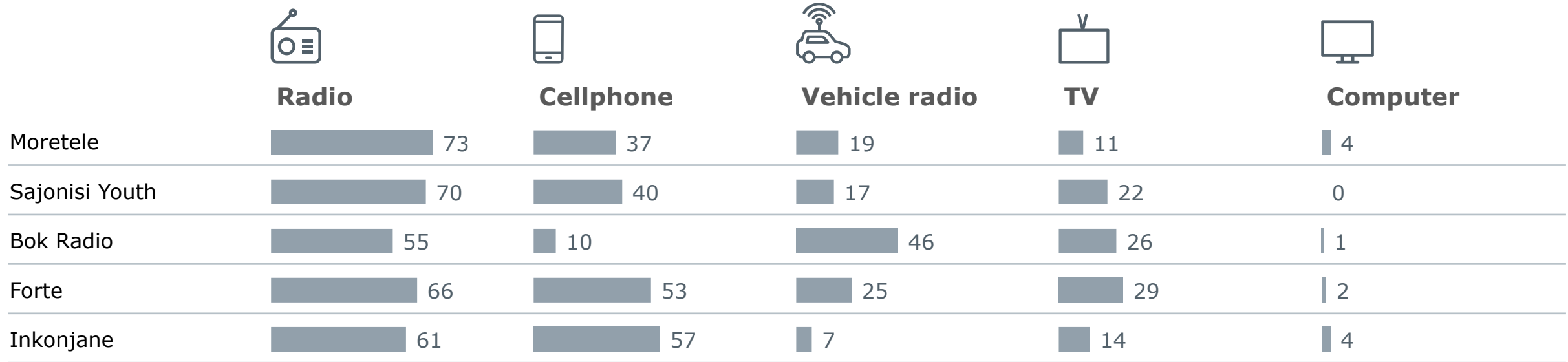
Station listening by Device

Community



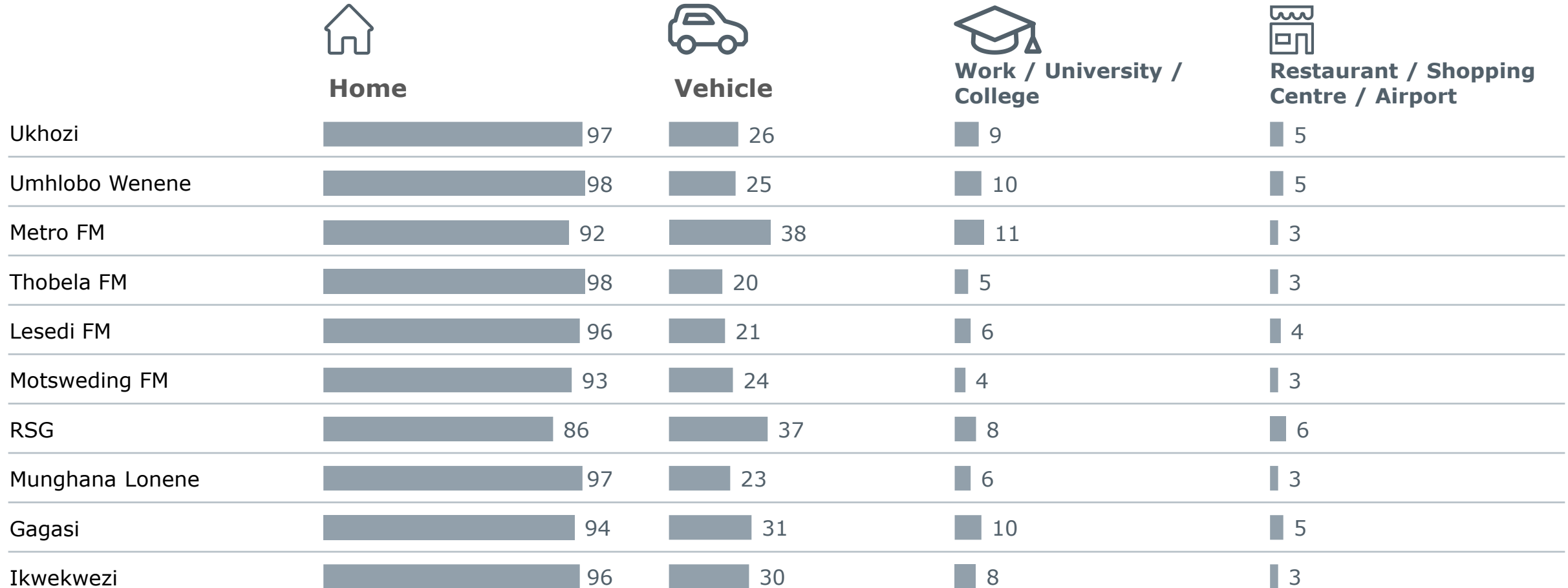
Station listening by Device

Community



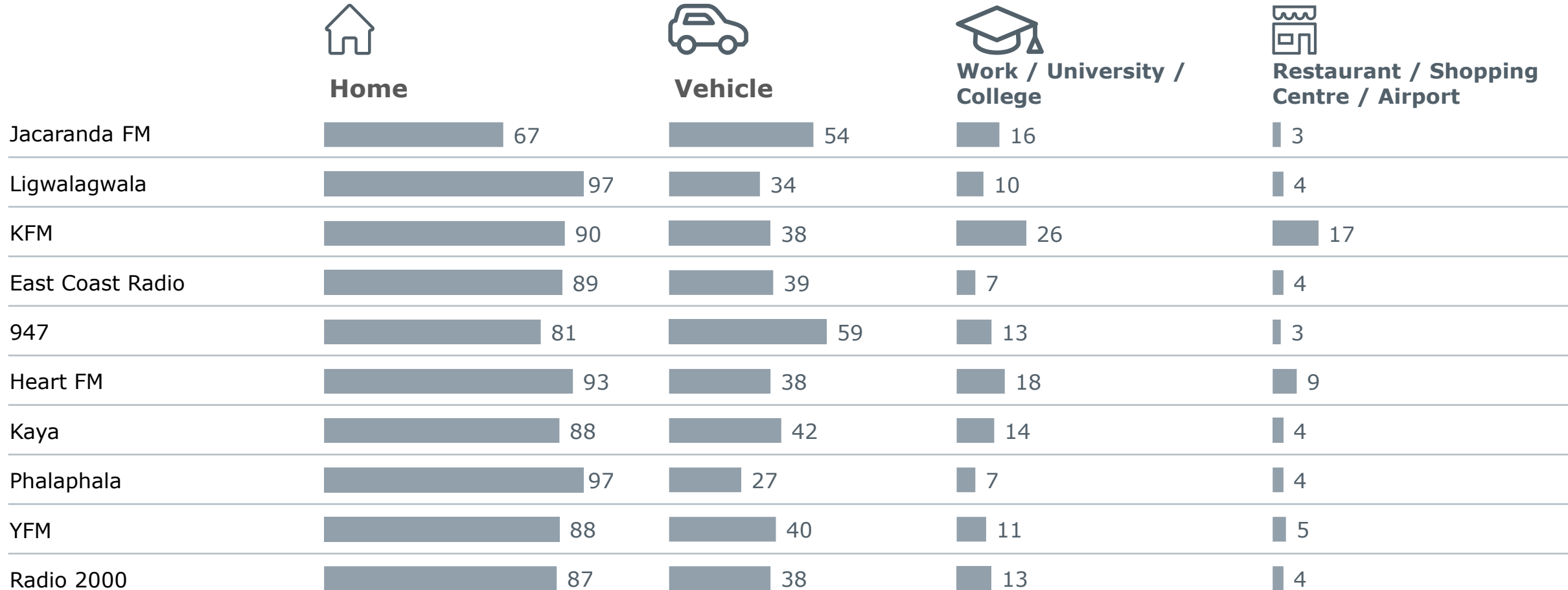
Station listening by Location

Commercial and PBS



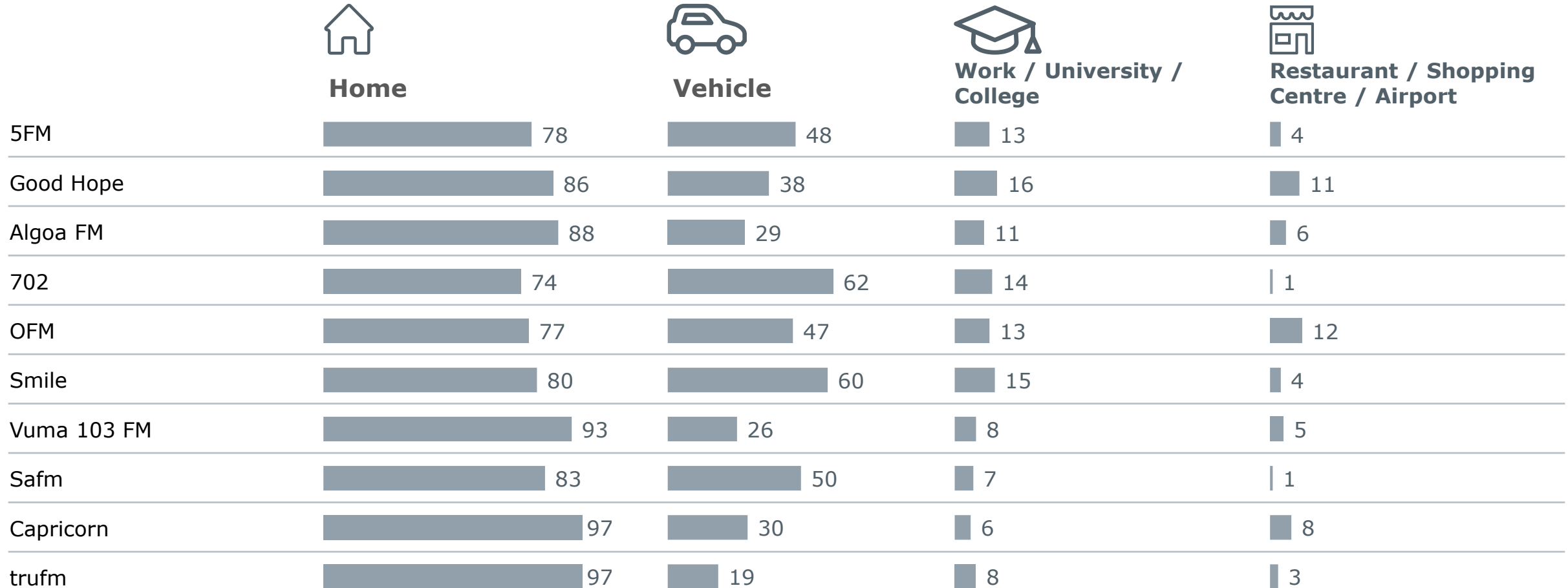
Station listening by Location

Commercial and PBS



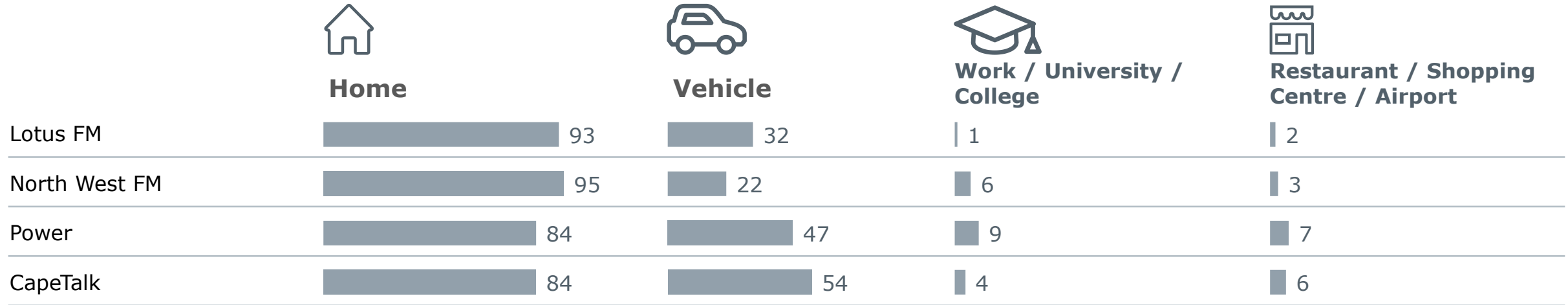
Station listening by Location

Commercial and PBS



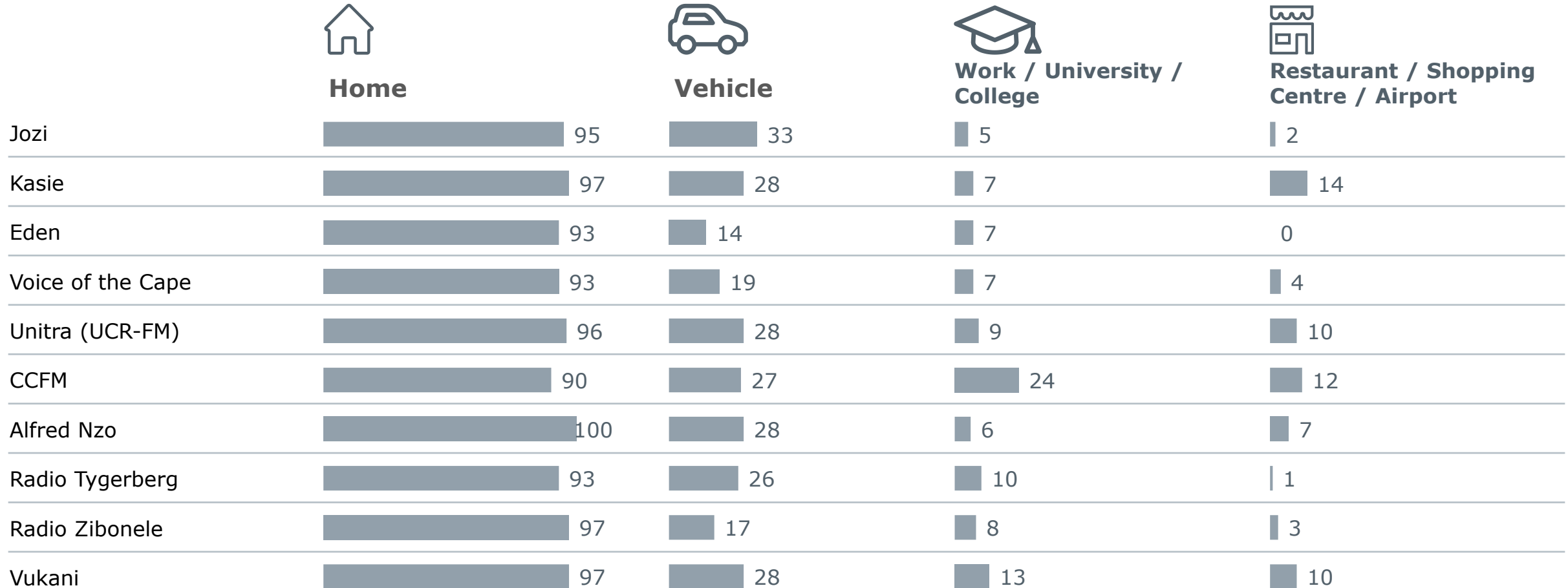
Station listening by Location

Commercial and PBS



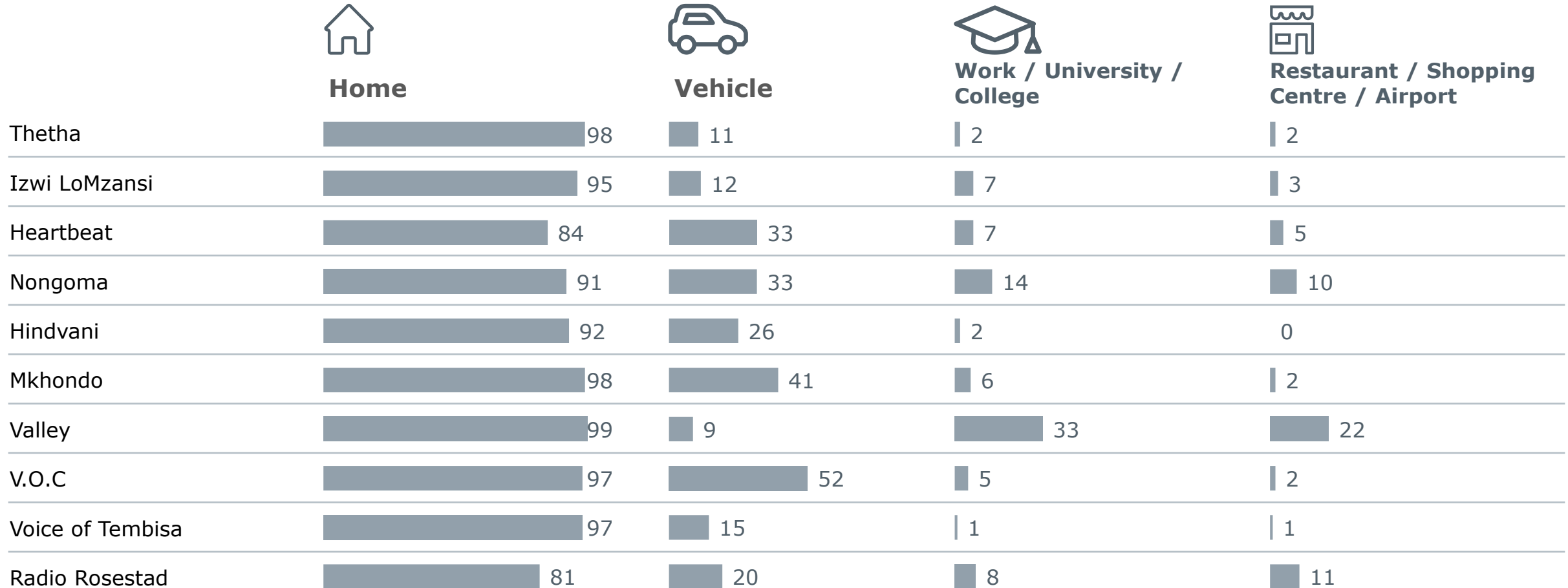
Station listening by Location

Community



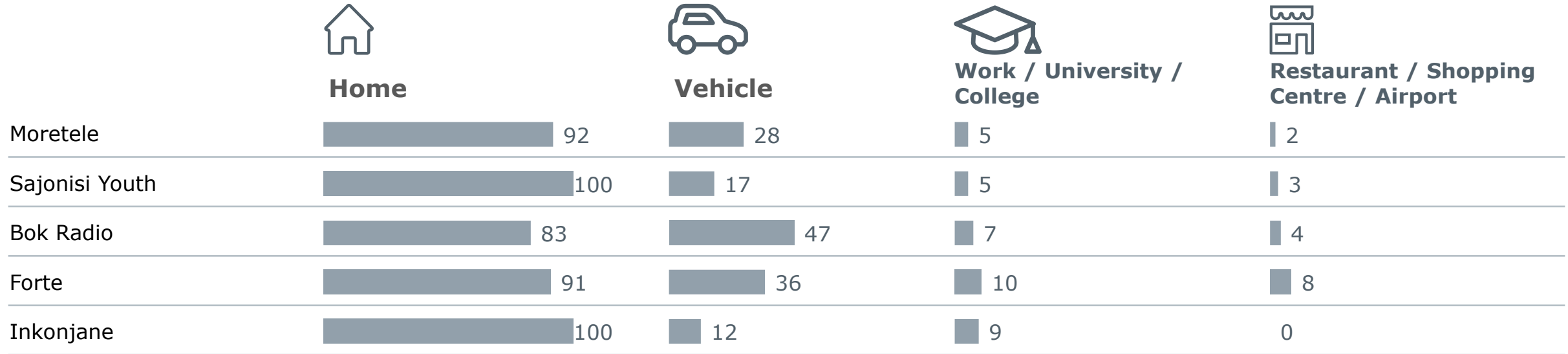
Station listening by Location

Community



Station listening by Location

Community



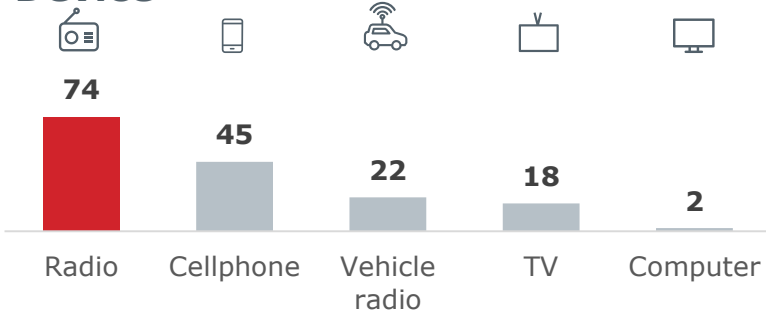
7 The Provinces



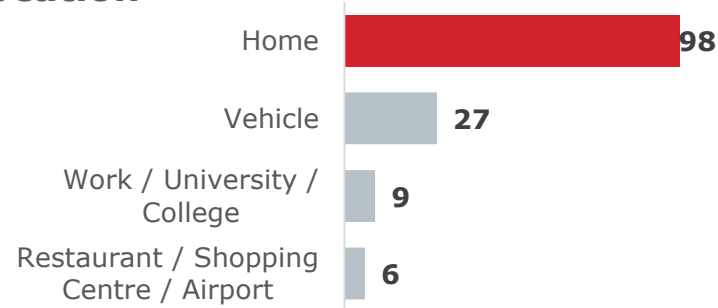
Eastern Cape

(%)

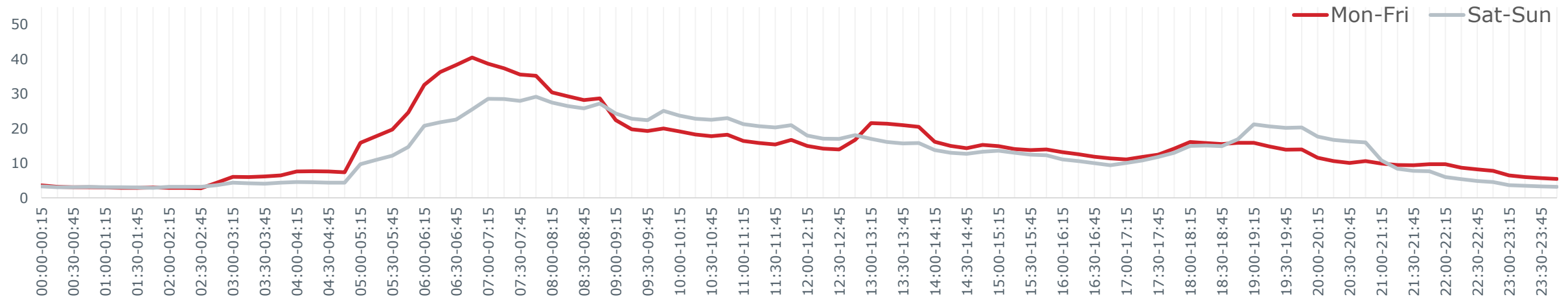
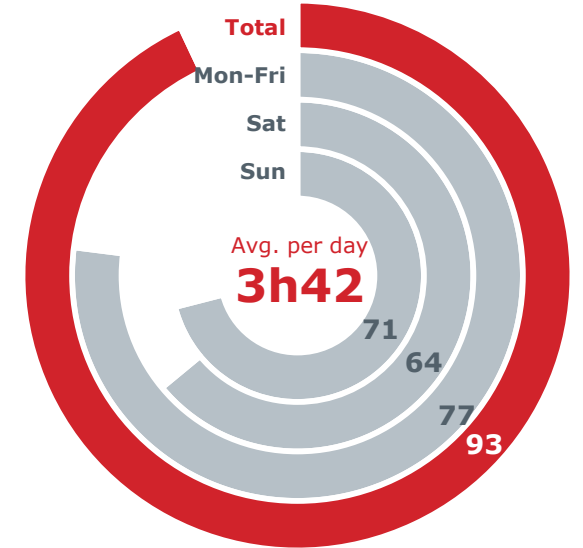
Device



Location



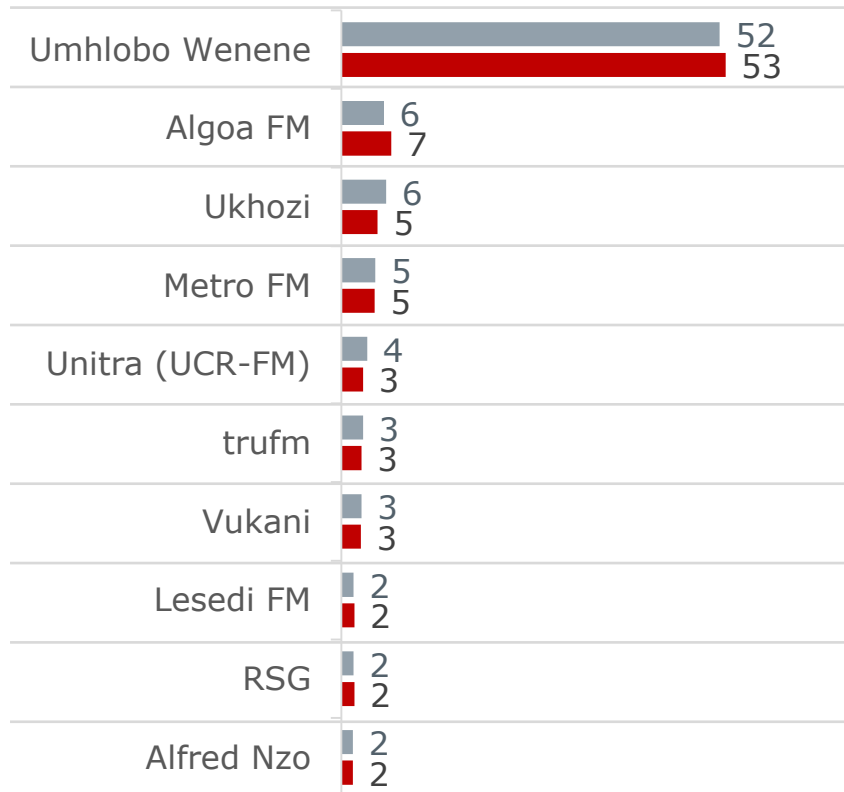
Listening



Eastern Cape

Share of Audience

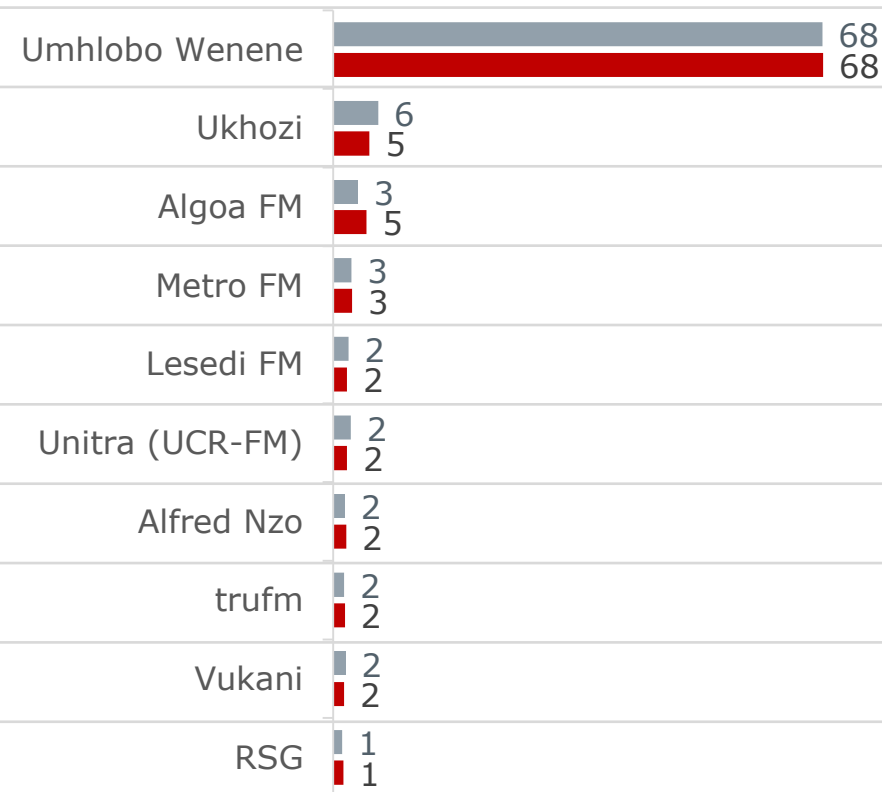
(% of 4.5m listeners who listen in a week)



■ Oct'18-Mar'19 ■ Jan-Jun'19

Share of Listening

(% of 7.0b listening minutes a week)

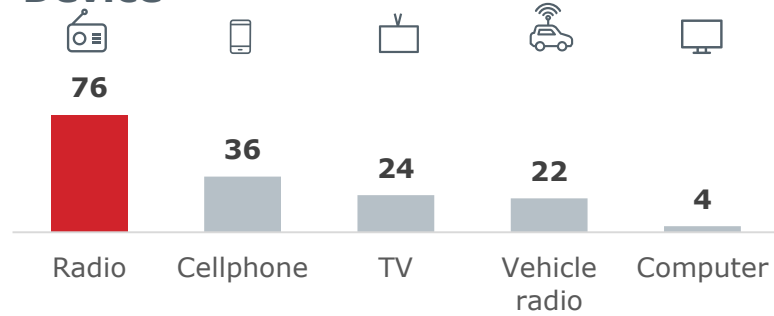


■ Oct'18-Mar'19 ■ Jan-Jun'19

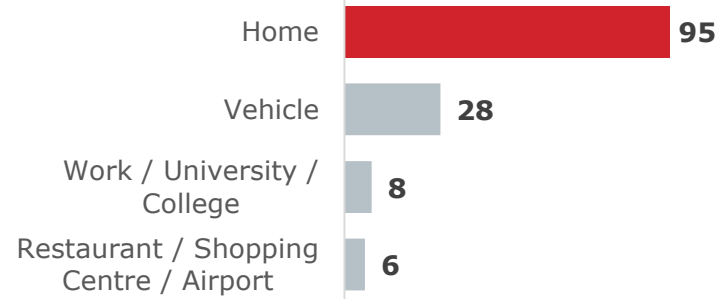
Free State

(%)

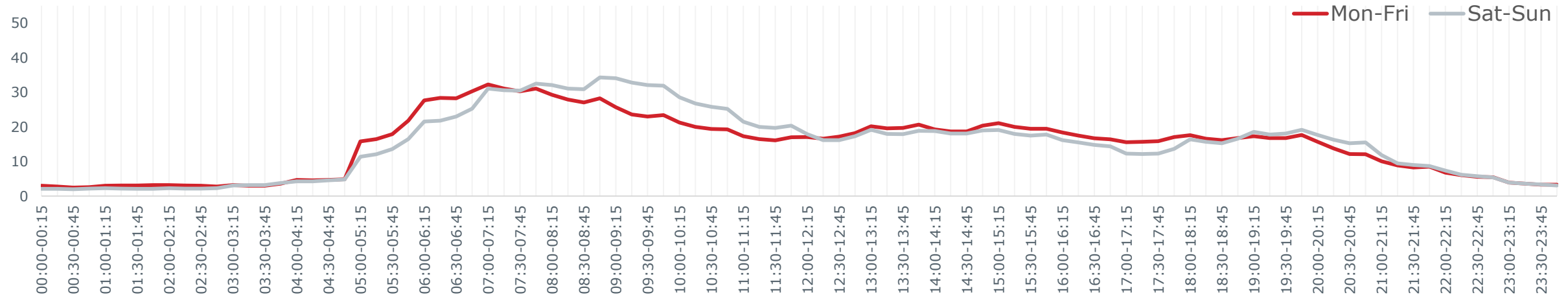
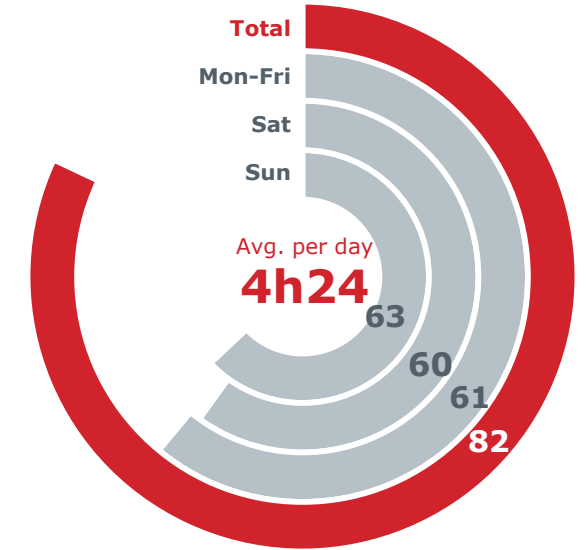
Device



Location



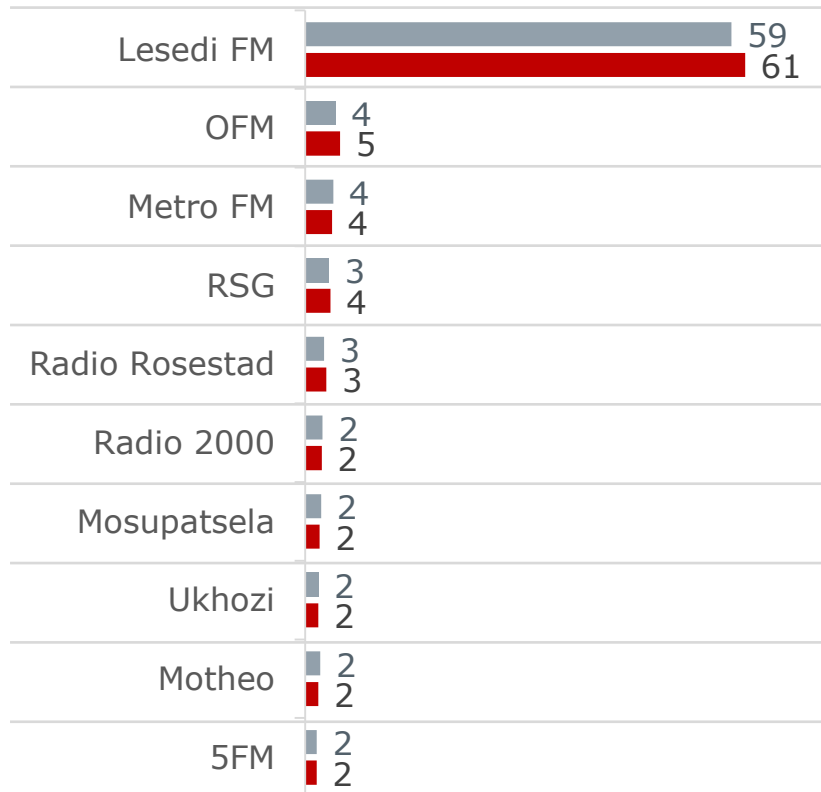
Listening



Free State

Share of Audience

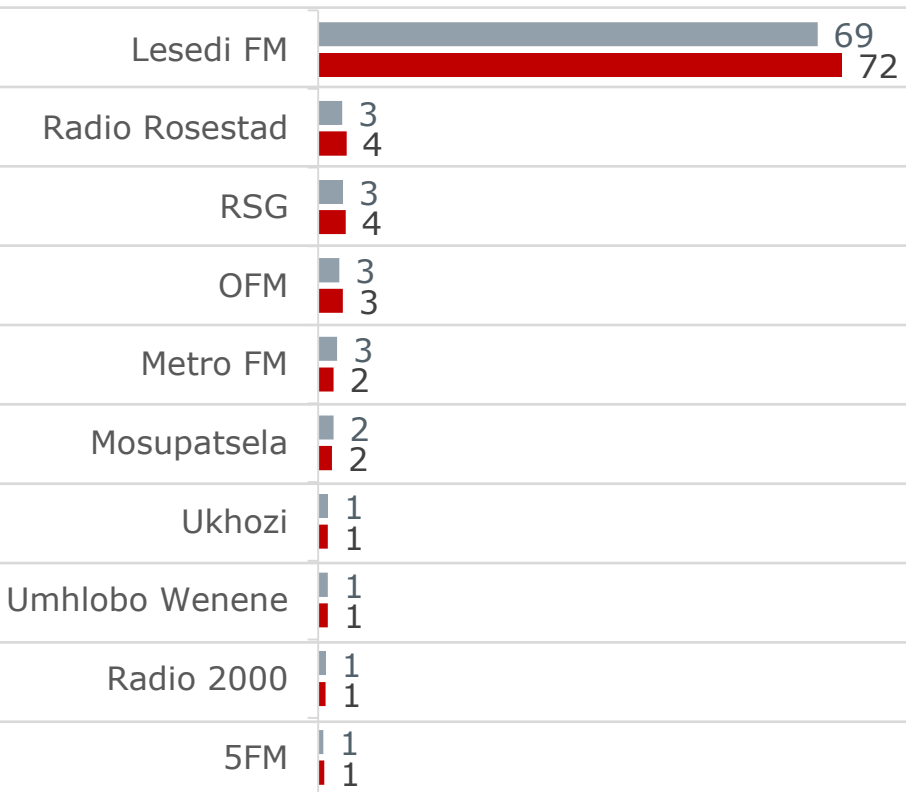
(% of 1.7m listeners who listen in a week)



■ Oct'18-Mar'19 ■ Jan-Jun'19

Share of Listening

(% of 3.1b listening minutes a week)

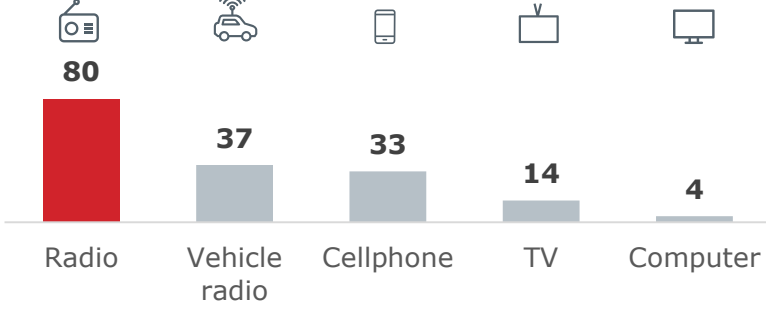


■ Oct'18-Mar'19 ■ Jan-Jun'19

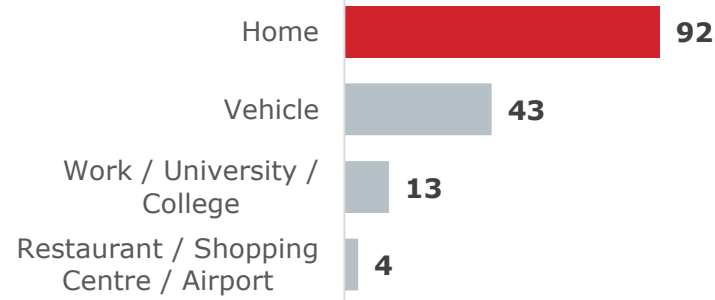
Gauteng

(%)

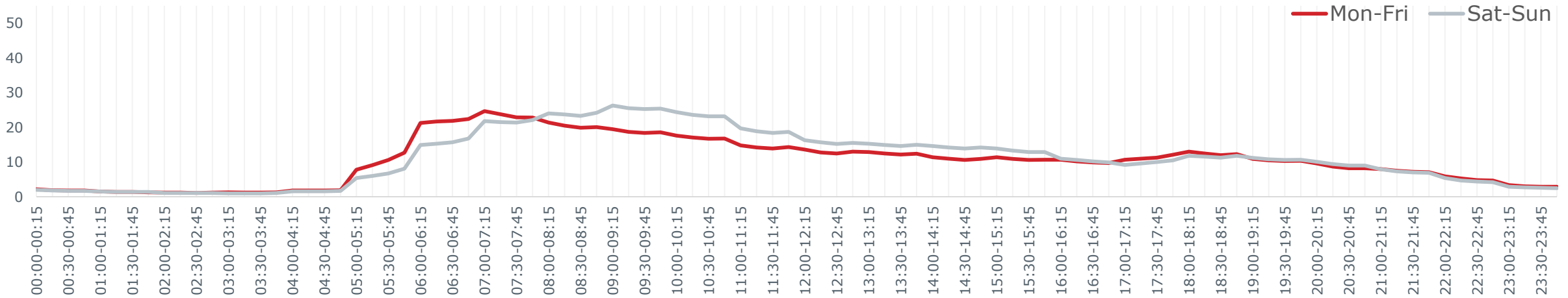
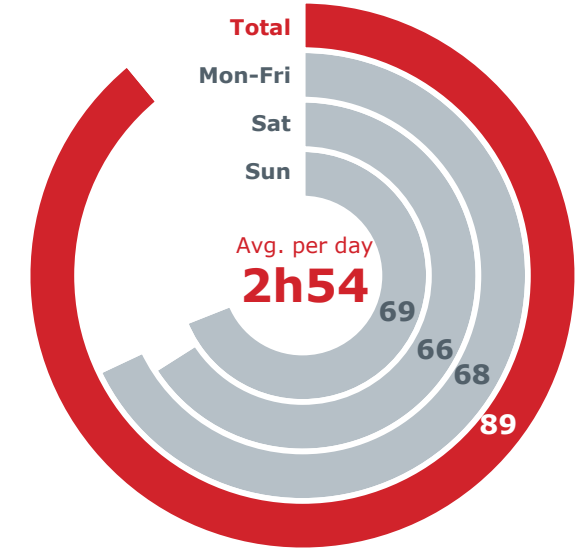
Device



Location



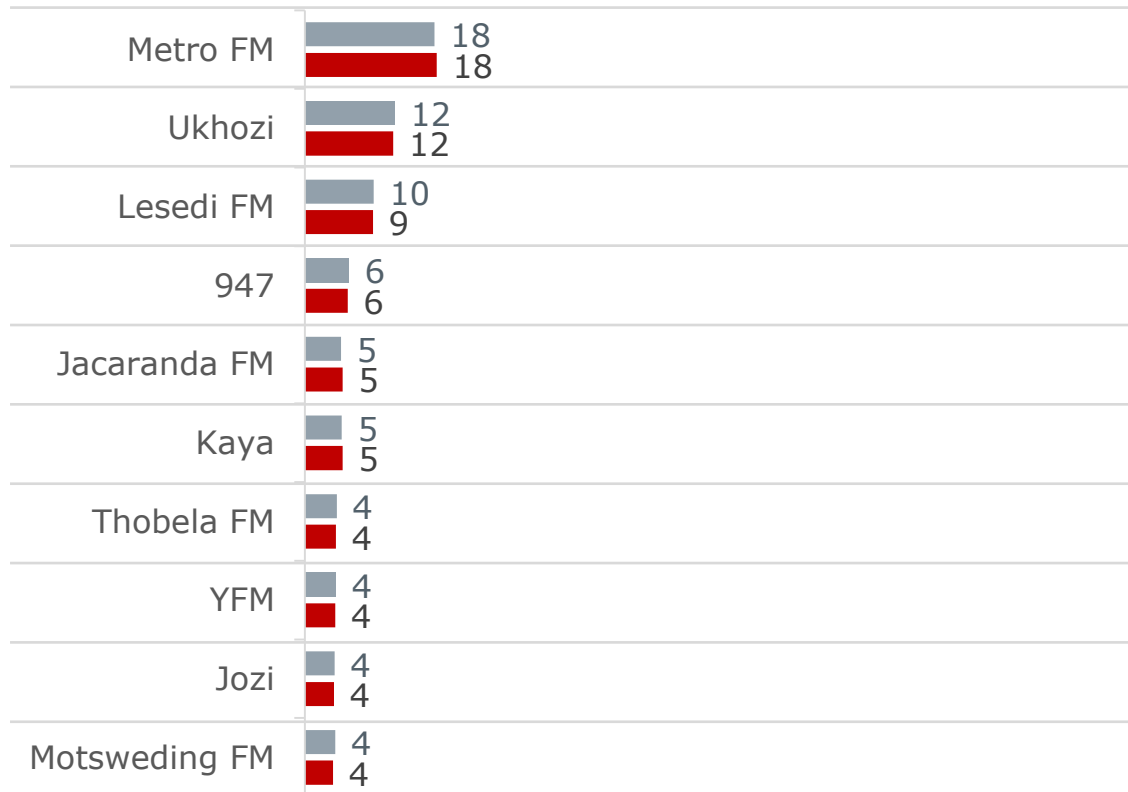
Listening



Gauteng

Share of Audience

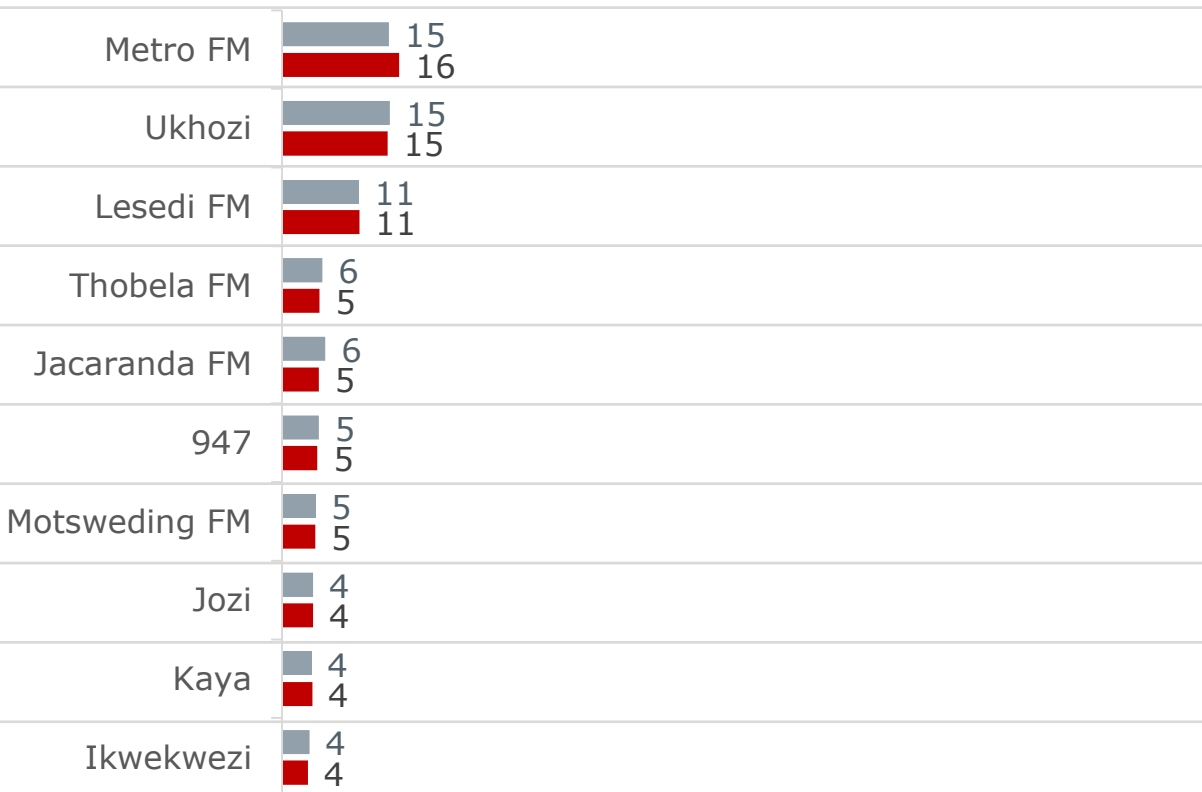
(% of 9.1m listeners who listen in a week)



■ Oct'18-Mar'19 ■ Jan-Jun'19

Share of Listening

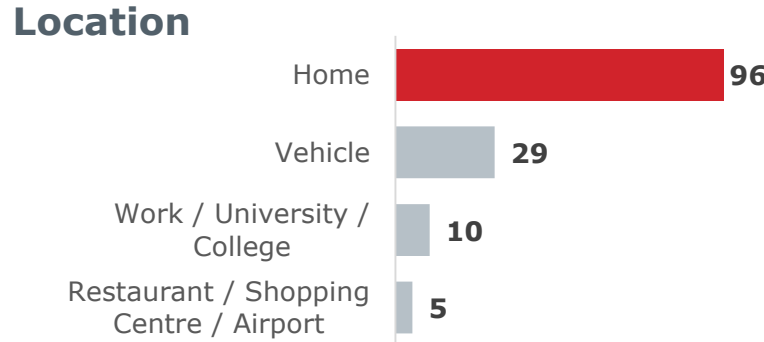
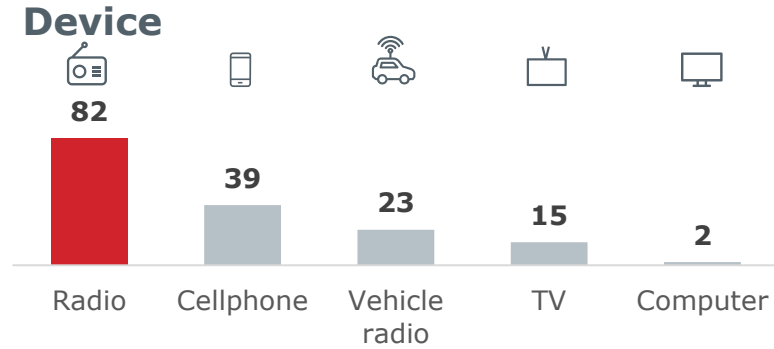
(% of 10.9b listening minutes a week)



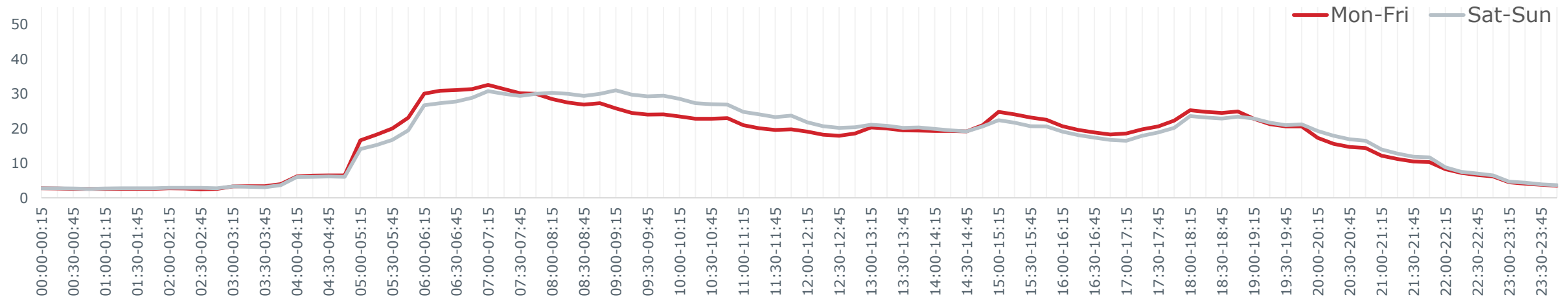
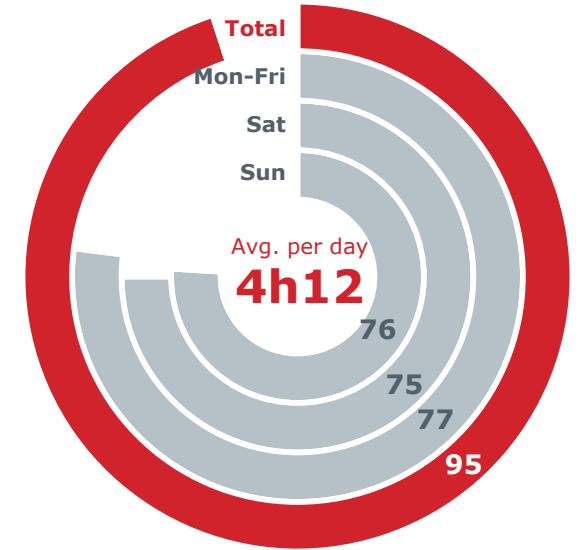
■ Oct'18-Mar'19 ■ Jan-Jun'19

KwaZulu-Natal

(%)



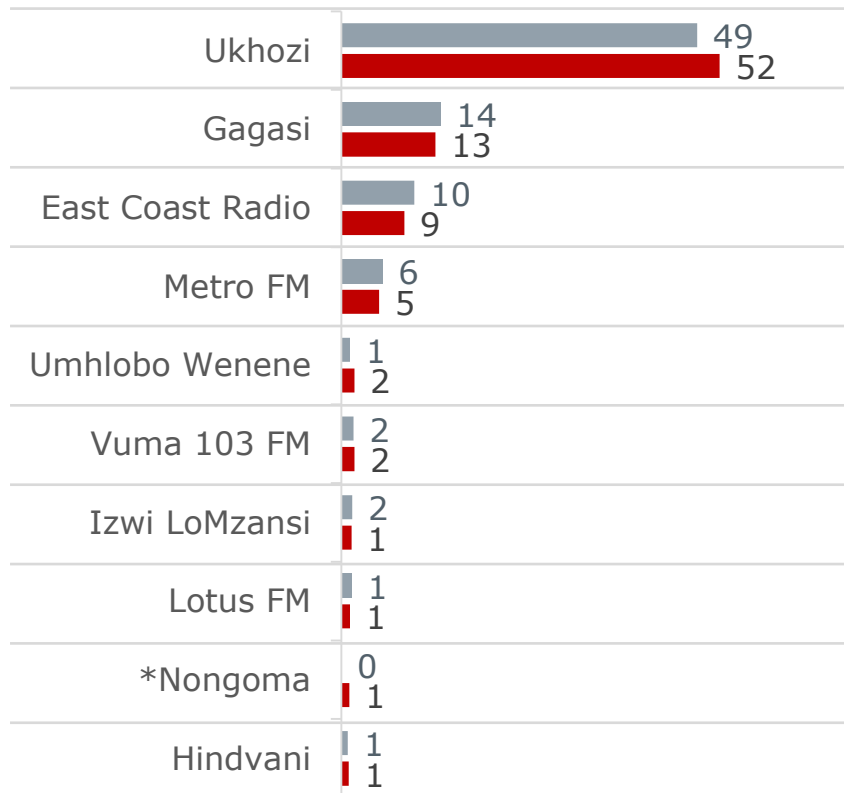
Listening



KwaZulu-Natal

Share of Audience

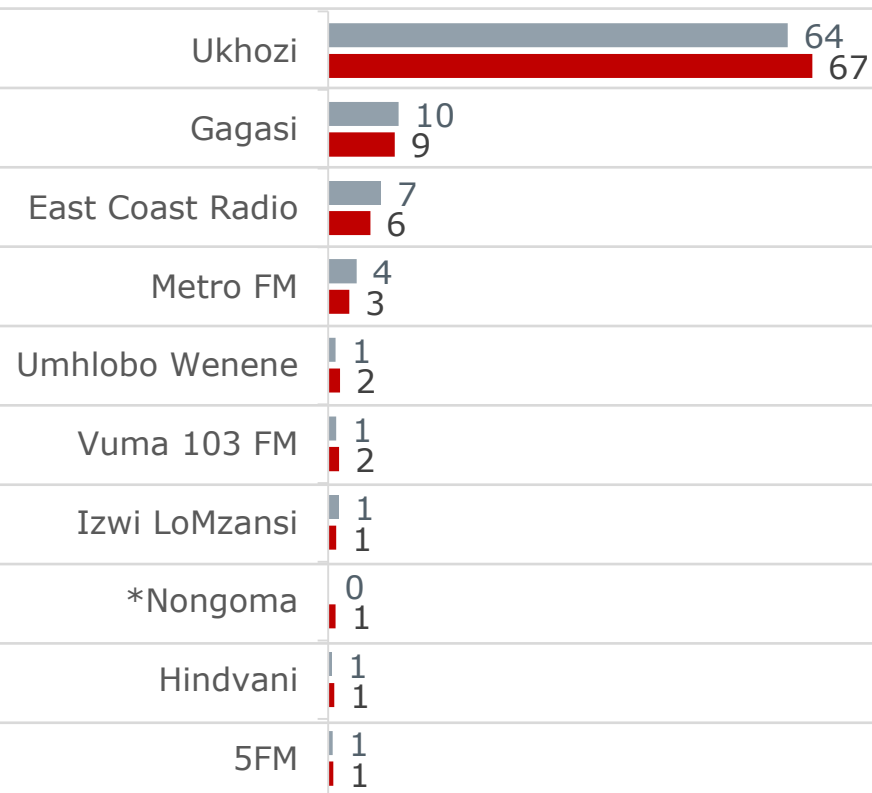
(% of 7.3m listeners who listen in a week)



■ Oct'18-Mar'19 ■ Jan-Jun'19

Share of Listening

(% of 12.9b listening minutes a week)

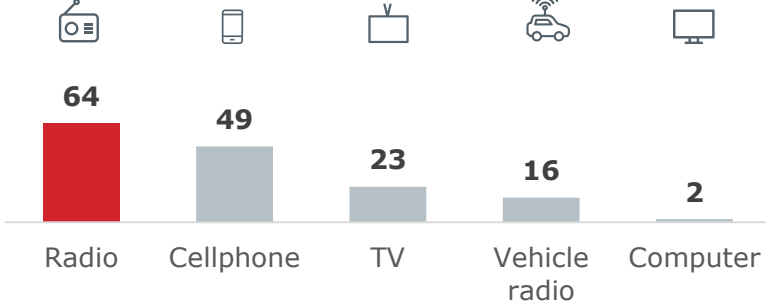


■ Oct'18-Mar'19 ■ Jan-Jun'19

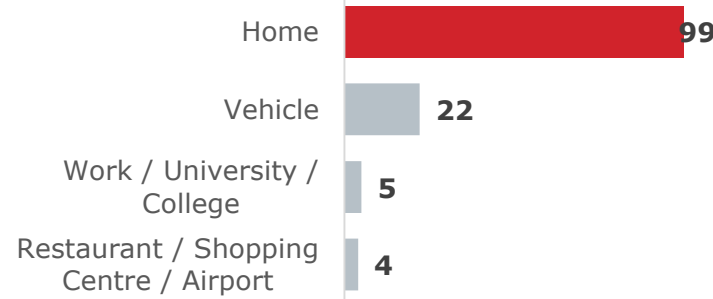
Limpopo

(%)

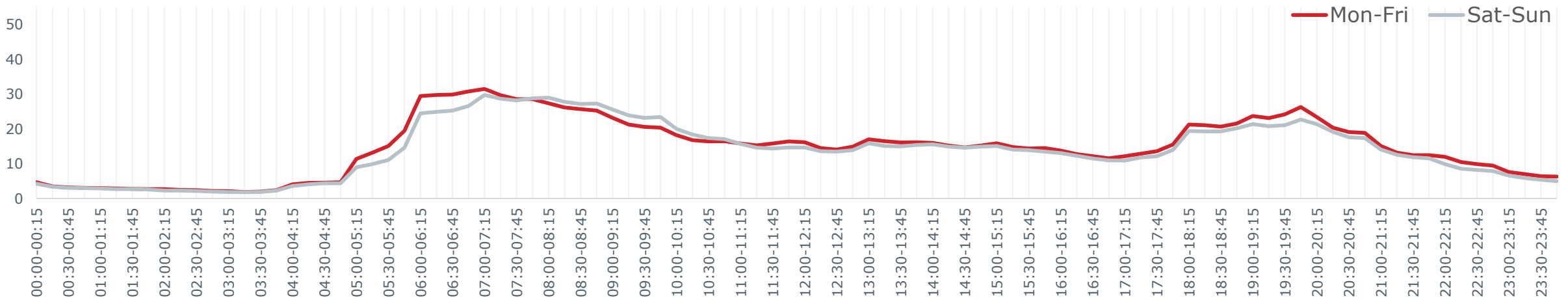
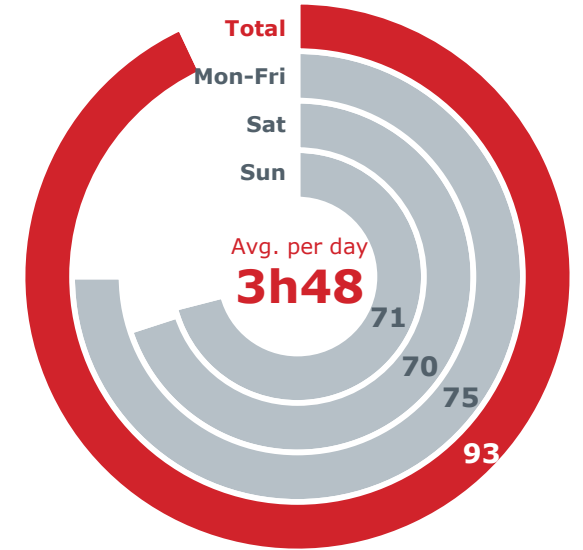
Device



Location



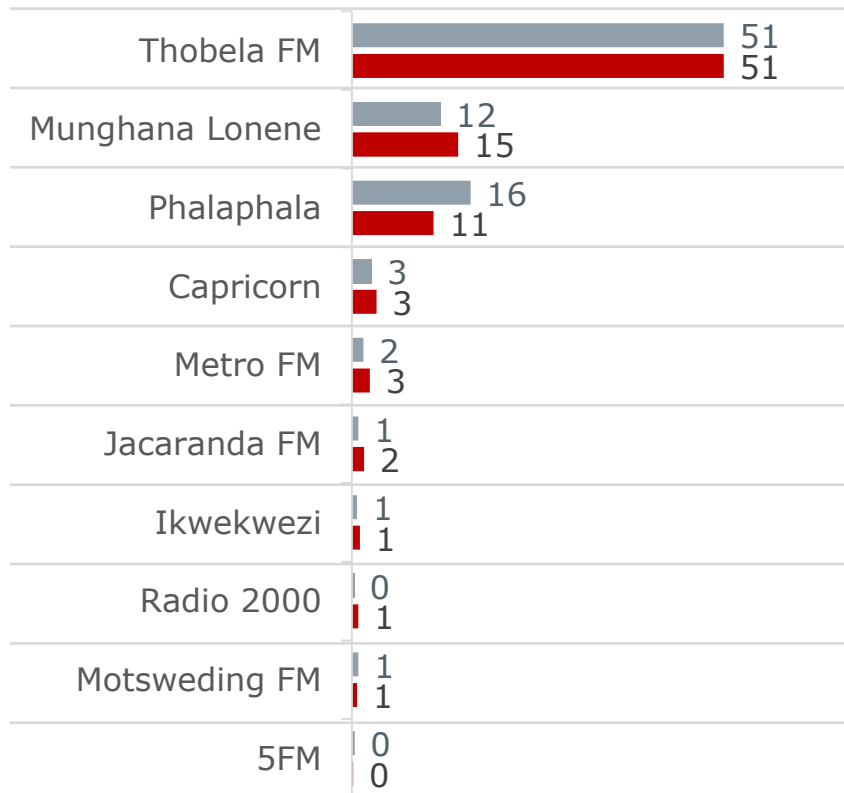
Listening



Limpopo

Share of Audience

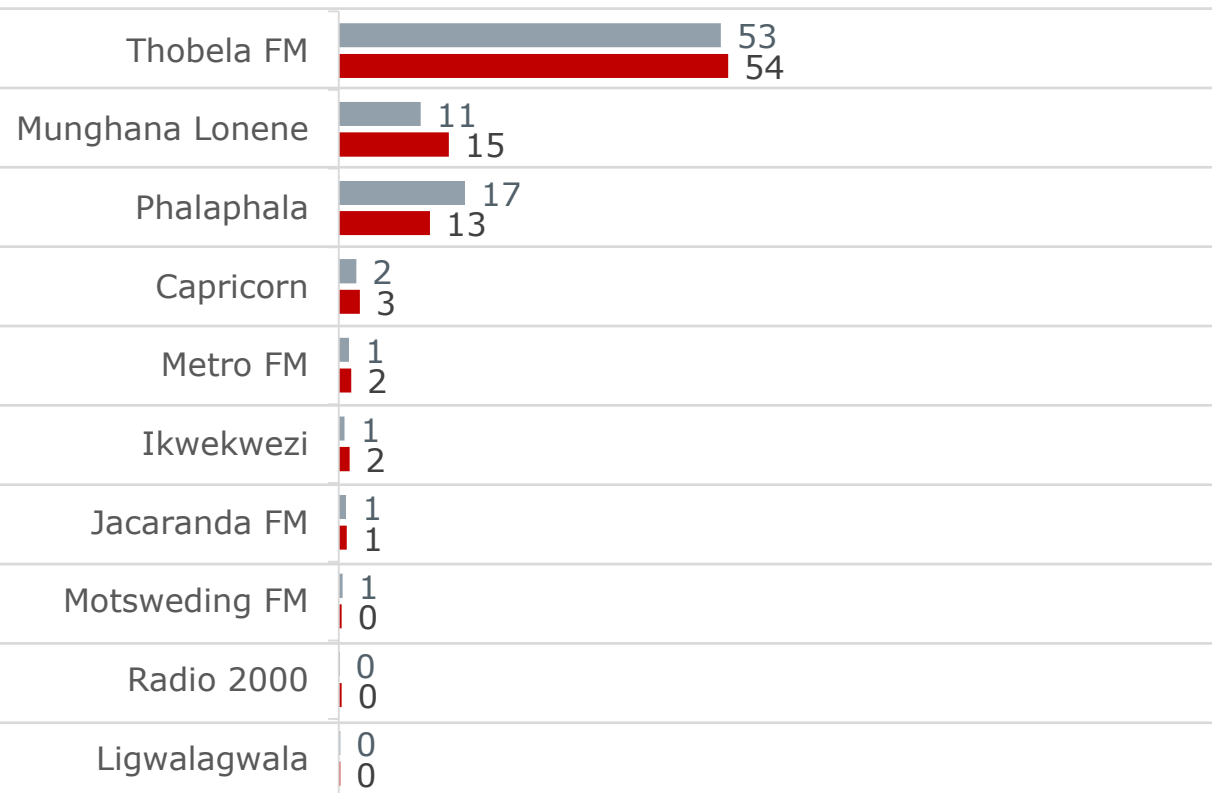
(% of 3.6m listeners who listen in a week)



■ Oct'18-Mar'19 ■ Jan-Jun'19

Share of Listening

(% of 5.7b listening minutes a week)

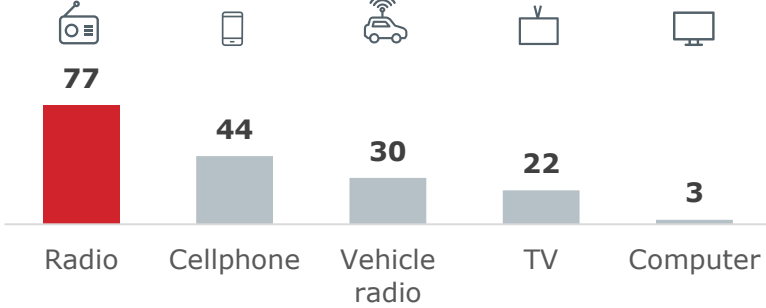


■ Oct'18-Mar'19 ■ Jan-Jun'19

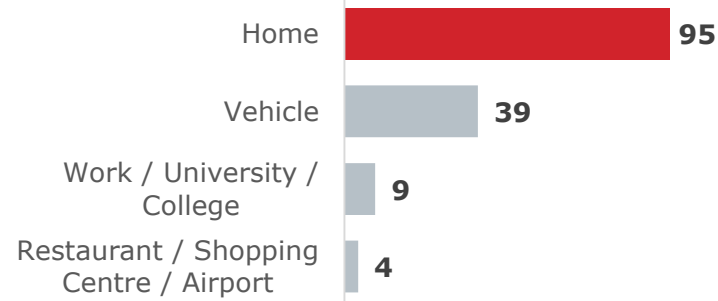
Mpumalanga

(%)

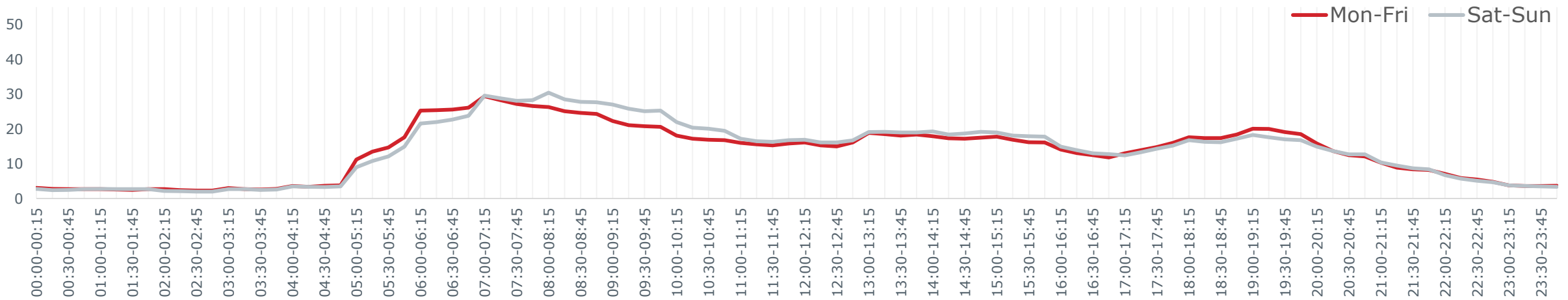
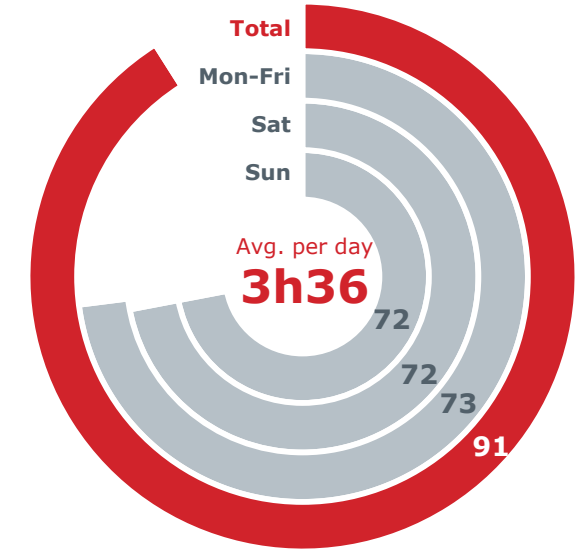
Device



Location



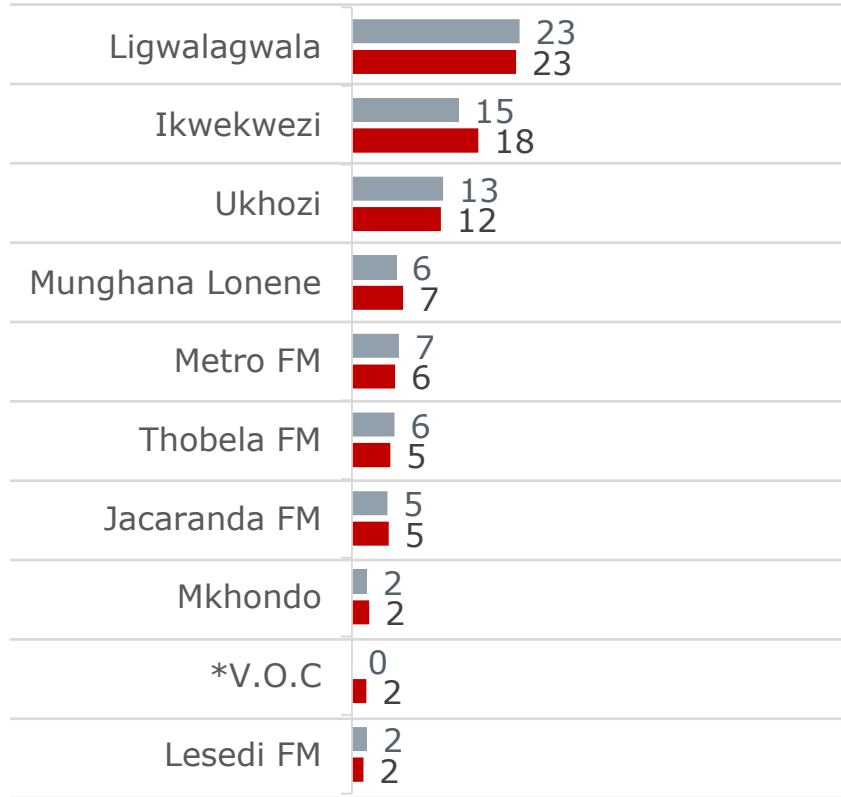
Listening



Mpumalanga

Share of Audience

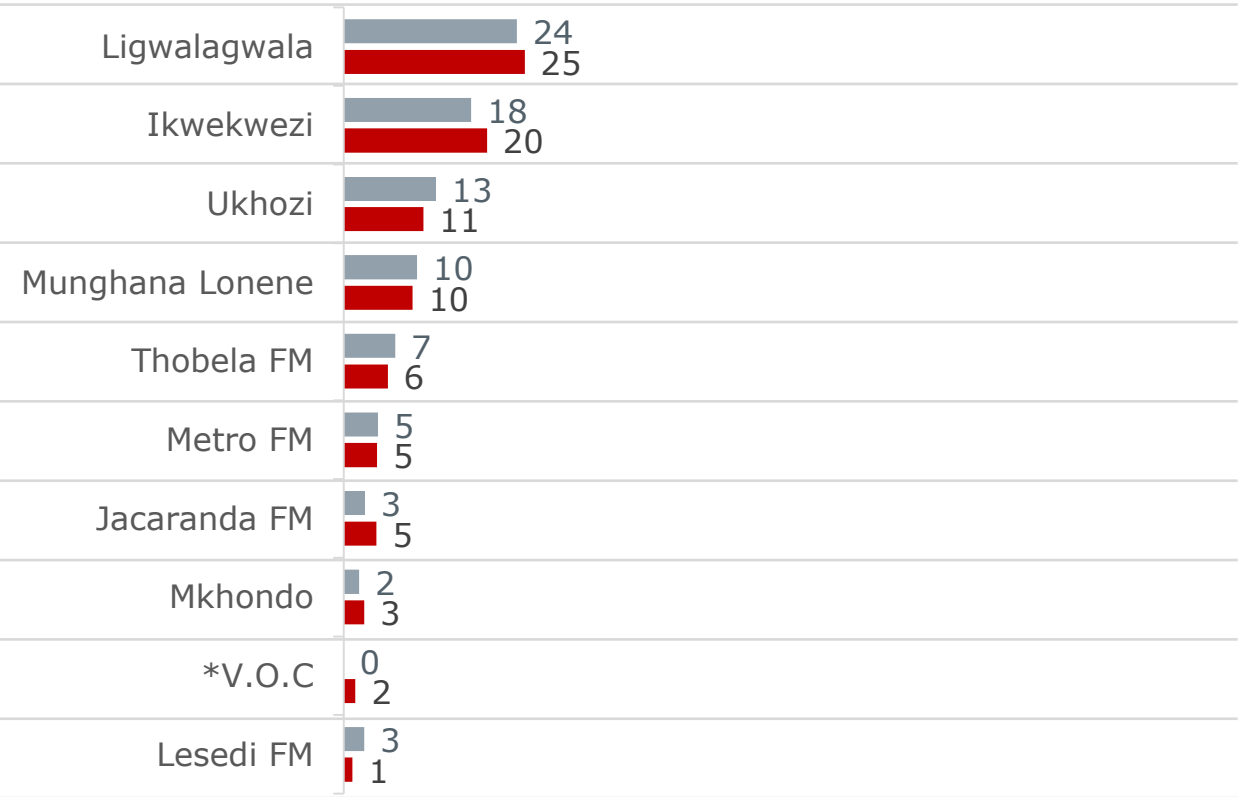
(% of 2.7m listeners who listen in a week)



■ Oct'18-Mar'19 ■ Jan-Jun'19

Share of Listening

(% of 4.1b listening minutes a week)

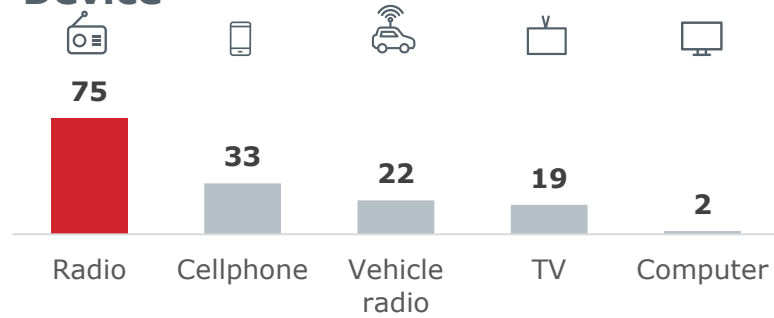


■ Oct'18-Mar'19 ■ Jan-Jun'19

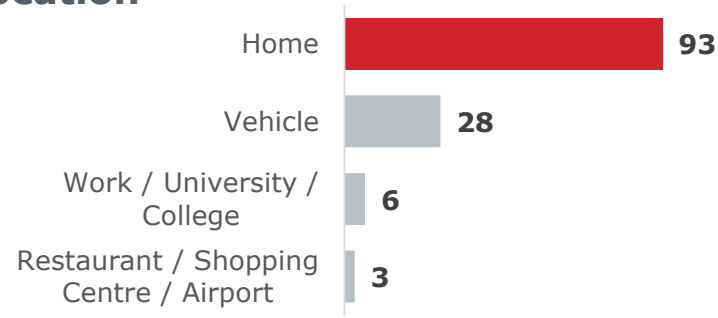
North West

(%)

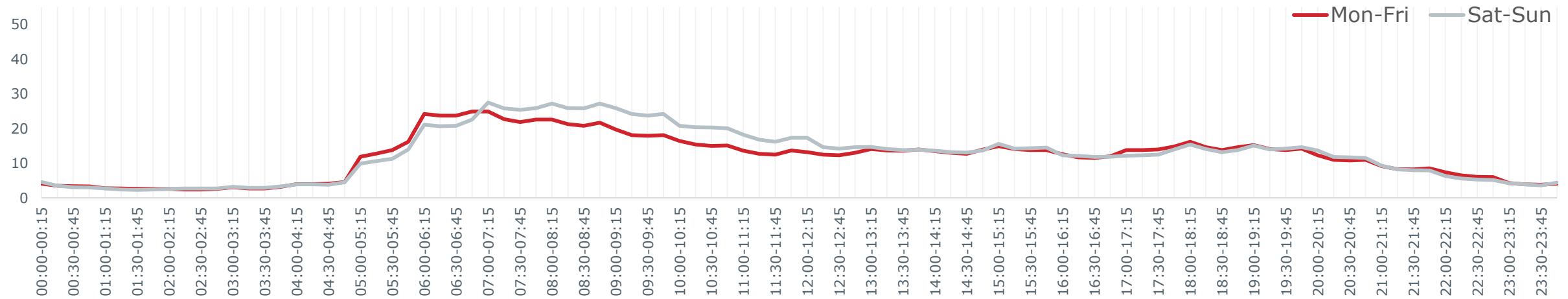
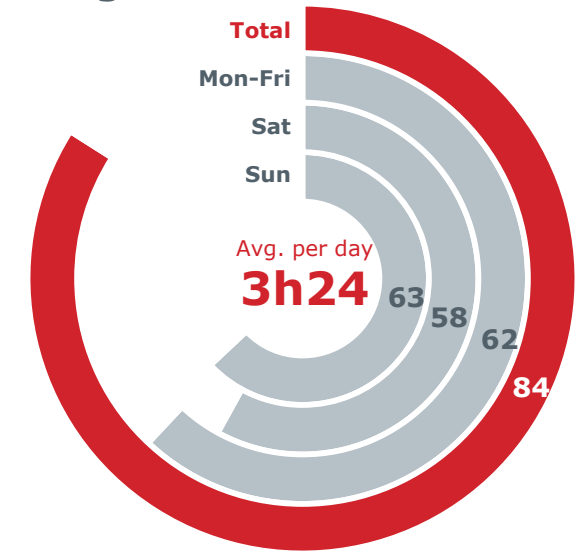
Device



Location



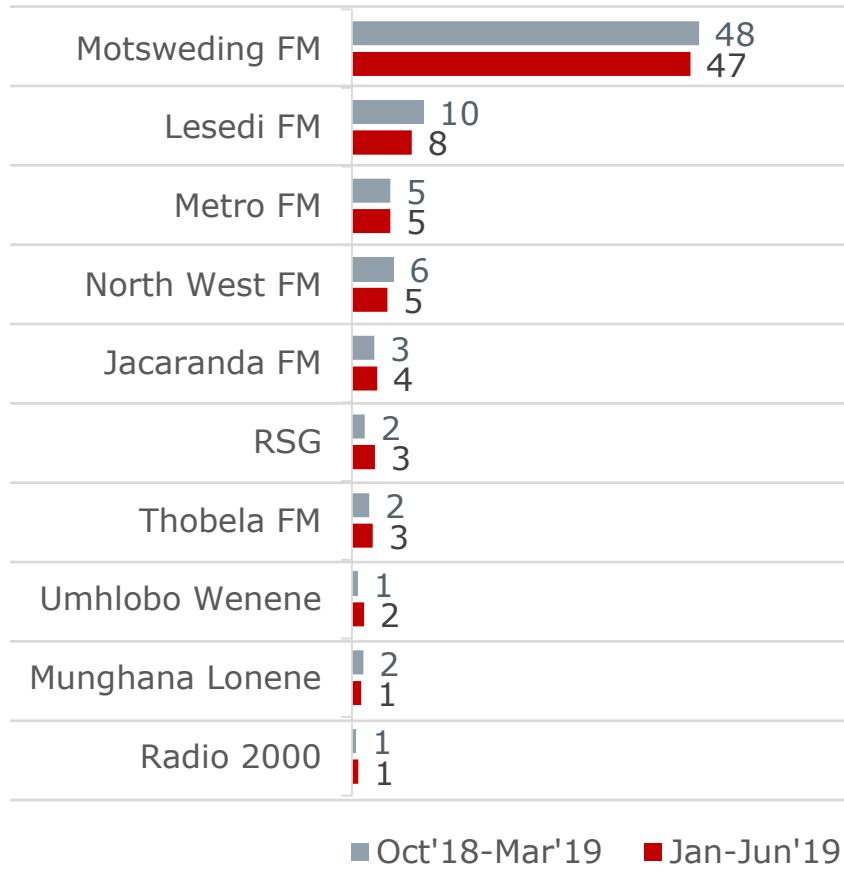
Listening



North West

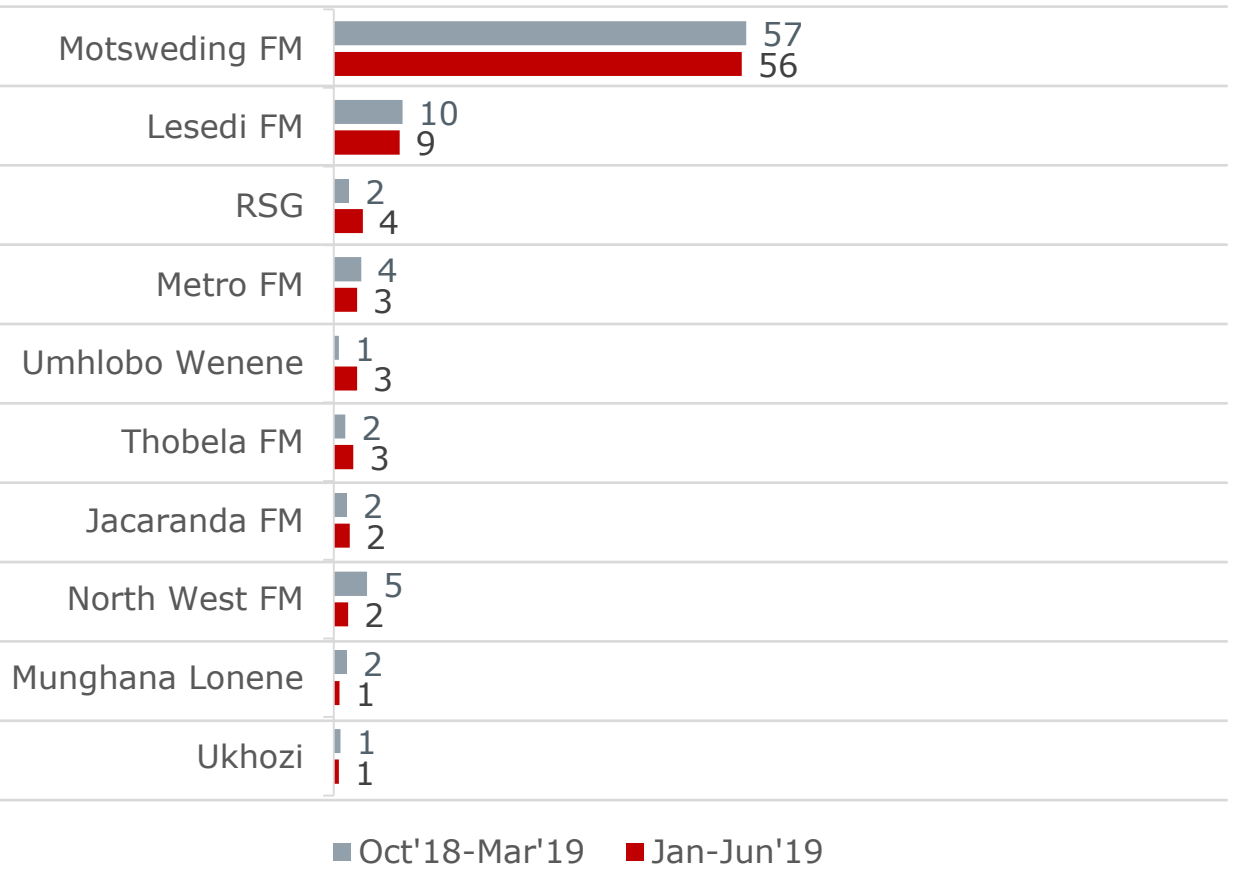
Share of Audience

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



Share of Listening

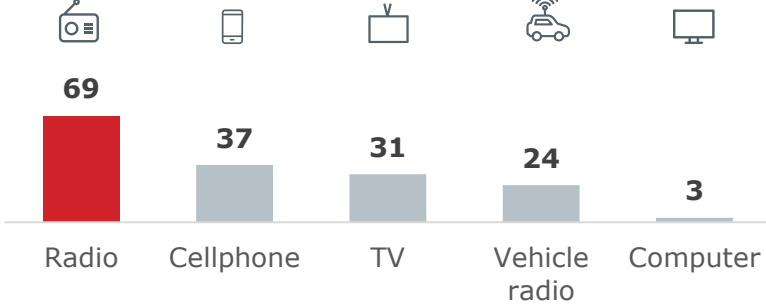
(% of 3.3b listening minutes a week)



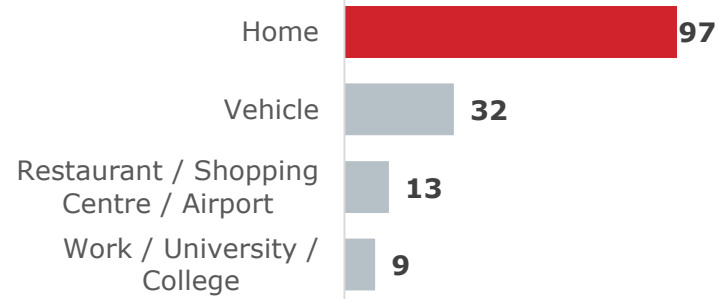
Northern Cape

(%)

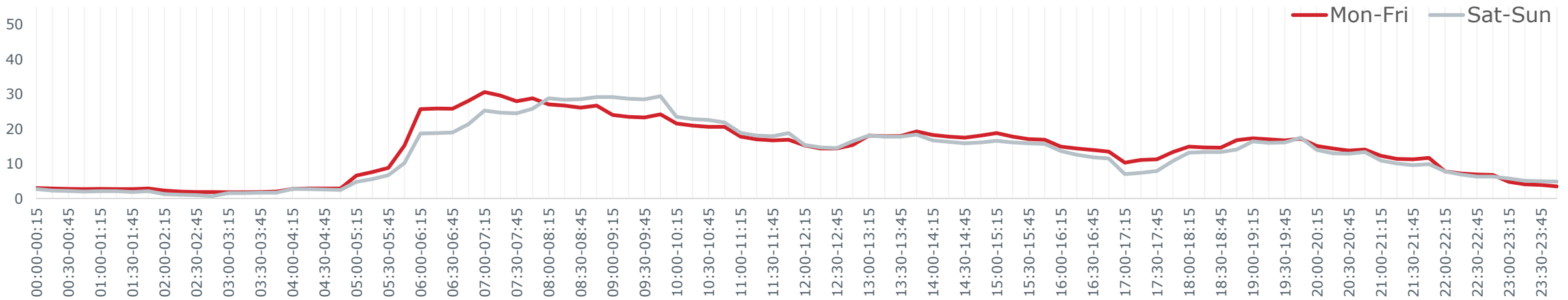
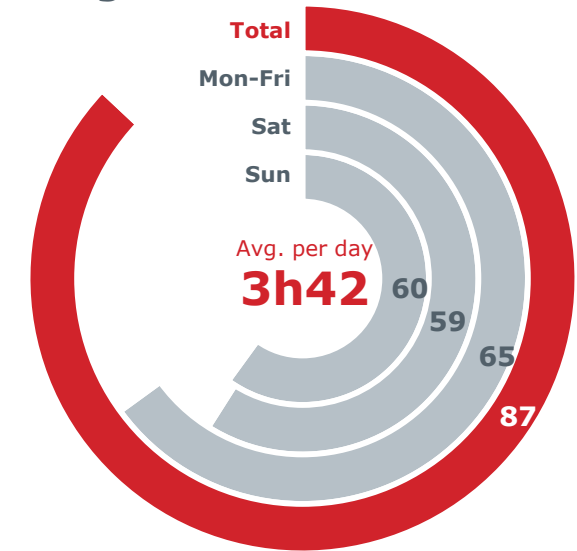
Device



Location



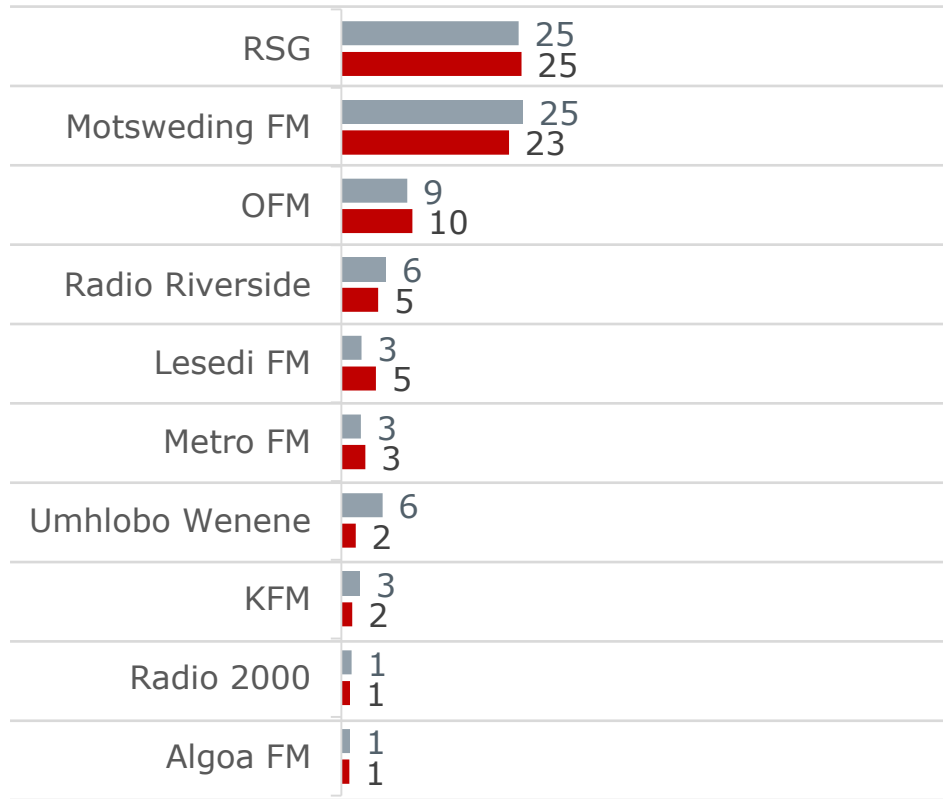
Listening



Northern Cape

Share of Audience

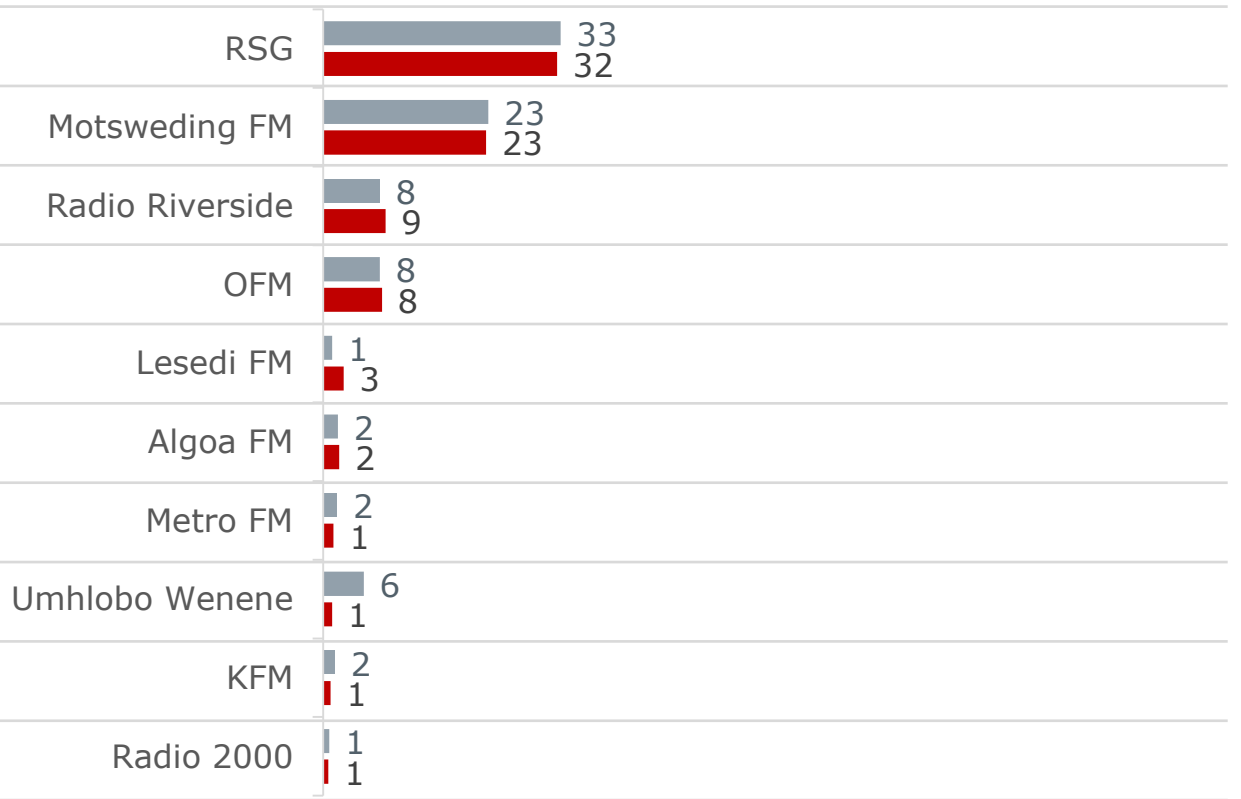
(% of 800k listeners who listen in a week)



■ Oct'18-Mar'19 ■ Jan-Jun'19

Share of Listening

(% of 1.2b listening minutes a week)

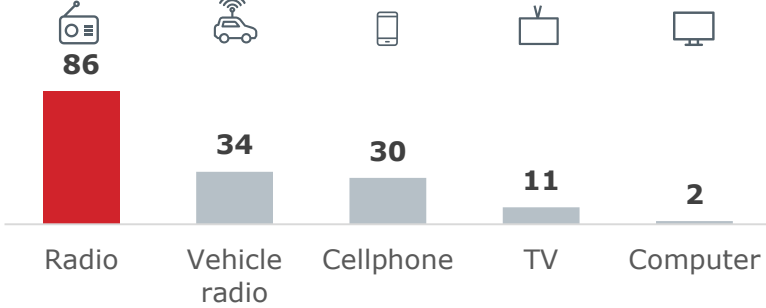


■ Oct'18-Mar'19 ■ Jan-Jun'19

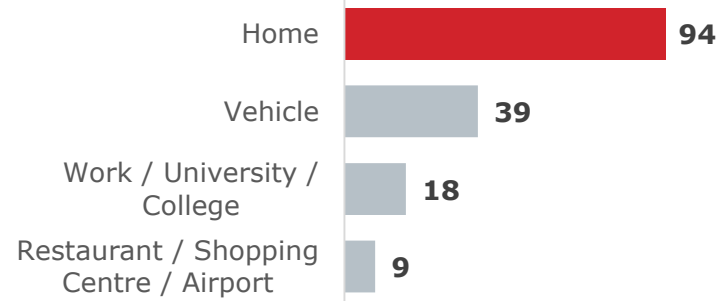
Western Cape

(%)

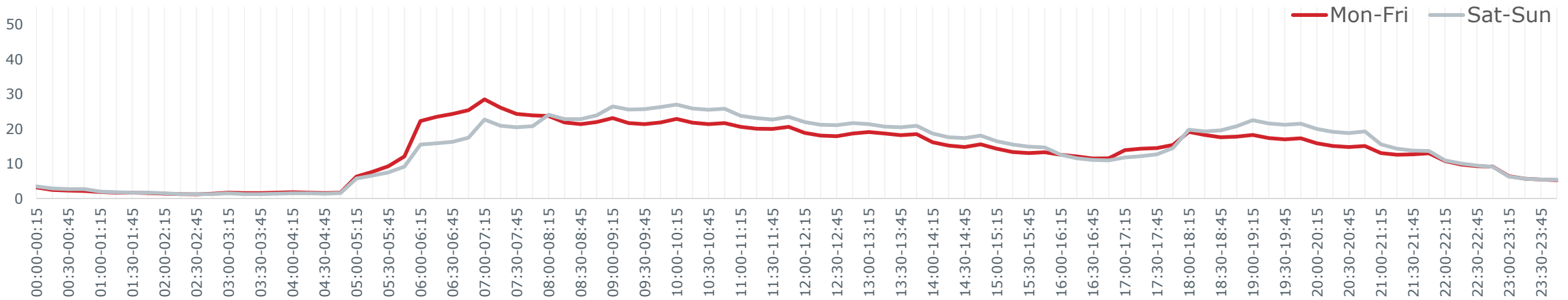
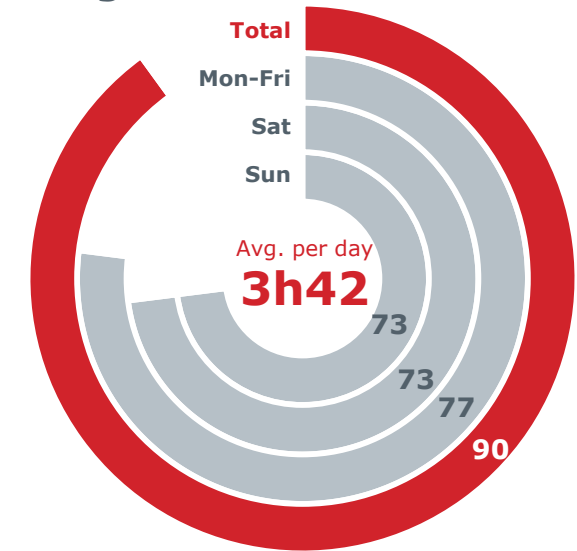
Device



Location



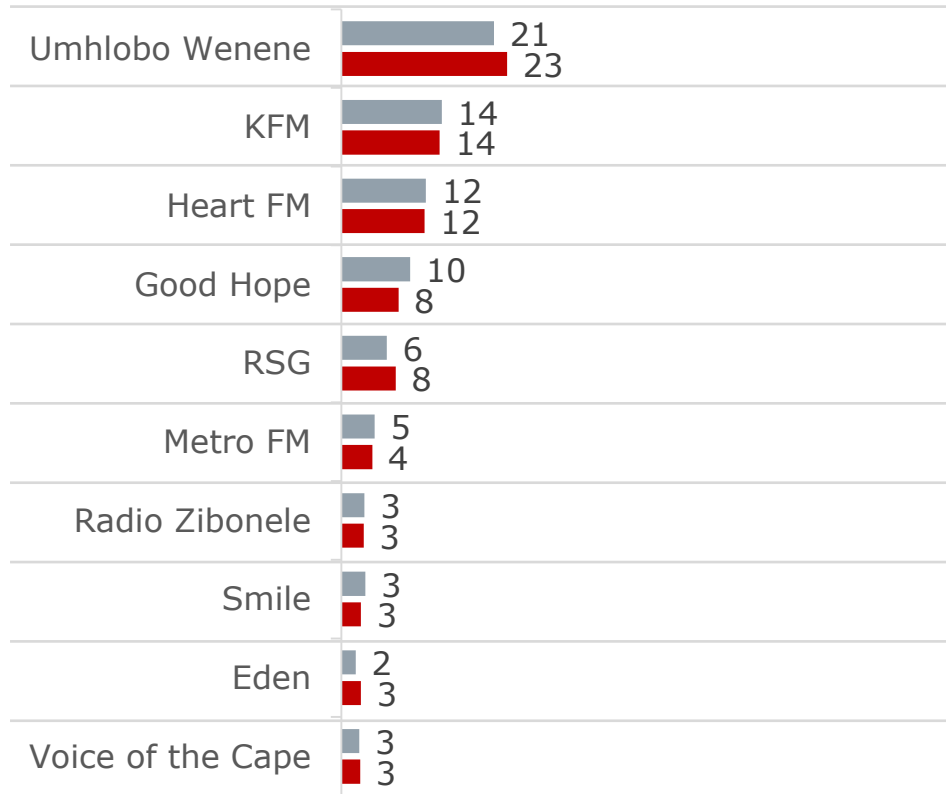
Listening



Western Cape

Share of Audience

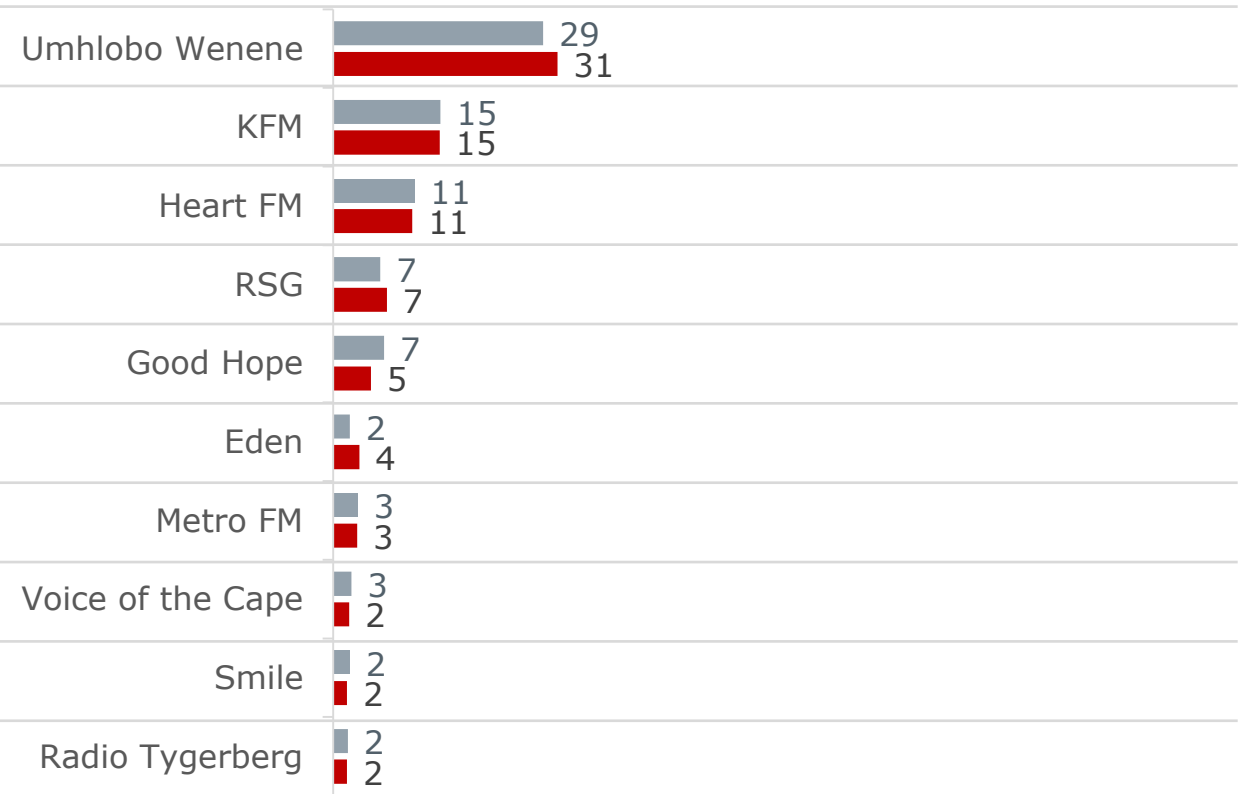
(% of 4.4m listeners who listen in a week)



■ Oct'18-Mar'19 ■ Jan-Jun'19

Share of Listening

(% of 6.8b listening minutes a week)



■ Oct'18-Mar'19 ■ Jan-Jun'19

8

Key Station Measures

The Currency

Oct'18-Mar'19
Jan'19-Jun'19



Key Station Measures

Commercial and PBS



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

	Oct'18-Mar'19	Jan'19-Jun'19
Ukhozi	5,658	5,811
Umhlobo Wenene	4,102	4,228
Metro FM	2,542	2,523
Thobela FM	2,233	2,233
Lesedi FM	2,093	2,084
Motsweding FM	1,650	1,534
RSG	855	958
Munghana Lonene	749	884
Gagasi	843	816
Ikwewezi	742	759



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

	Oct'18-Mar'19	Jan'19-Jun'19
Ukhozi	7,670	7,711
Umhlobo Wenene	5,409	5,603
Metro FM	4,372	4,283
Thobela FM	2,978	2,962
Lesedi FM	3,196	3,126
Motsweding FM	2,546	2,376
RSG	1,170	1,349
Munghana Lonene	1,020	1,201
Gagasi	1,394	1,306
Ikwewezi	1,029	1,075

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Exclusive Listeners (%)		Avg. hrs p.d	
	Oct'18-Mar'19	Jan'19-Jun'19	Oct'18-Mar'19	Jan'19-Jun'19
Ukhozi	59	61	3h18	3h24
Umhlobo Wenene	60	61	3h18	3h12
Metro FM	32	32	1h42	1h42
Thobela FM	78	77	3h12	3h12
Lesedi FM	55	57	3h00	3h00
Motsweding FM	54	55	2h42	2h42
RSG	47	48	3h00	2h42
Munghana Lonene	81	80	3h18	3h12
Gagasi	36	36	2h06	2h12
Ikwekwezi	52	56	2h54	2h54

Key Station Measures

Commercial and PBS



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

	Oct'18-Mar'19	Jan'19-Jun'19
Jacaranda FM	697	687
Ligwalagwala	710	676
KFM	648	653
East Coast Radio	684	595
947	639	578
Heart FM	530	529
Kaya	459	449
Phalaphala	568	438
YFM	404	397
Radio 2000	360	387



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

	Oct'18-Mar'19	Jan'19-Jun'19
Jacaranda FM	1,079	1,117
Ligwalagwala	1,074	957
KFM	944	899
East Coast Radio	1,023	889
947	942	894
Heart FM	768	736
Kaya	754	766
Phalaphala	778	607
YFM	676	671
Radio 2000	671	700

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Exclusive Listeners (%)		Avg. hrs p.d	
	Oct'18-Mar'19	Jan'19-Jun'19	Oct'18-Mar'19	Jan'19-Jun'19
Jacaranda FM	51	51	2h06	1h54
Ligwalagwala	47	57	2h36	2h54
KFM	40	43	2h30	2h42
East Coast Radio	57	51	2h12	2h00
947	37	37	1h30	1h30
Heart FM	42	48	2h12	2h24
Kaya	24	28	1h30	1h30
Phalaphala	87	83	3h24	3h18
YFM	26	27	1h36	1h30
Radio 2000	22	17	1h36	1h30

Key Station Measures

Commercial and PBS



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

	Oct'18-Mar'19	Jan'19-Jun'19
5FM	409	376
Good Hope	406	332
Algoa FM	279	321
702	321	284
OFM	143	145
Smile	149	119
Vuma 103 FM	106	114
Safm	96	105
Capricorn	95	102
trufm	100	100



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

	Oct'18-Mar'19	Jan'19-Jun'19
	674	638
	628	525
	435	503
	517	462
	215	237
	212	175
	175	181
	174	190
	150	160
	207	201

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Exclusive Listeners (%)		Avg. hrs p.d	
	Oct'18-Mar'19	Jan'19-Jun'19	Oct'18-Mar'19	Jan'19-Jun'19
5FM	28	27	1h36	1h30
Good Hope	37	35	1h42	1h42
Algoa FM	47	45	1h36	1h42
702	22	25	1h24	1h24
OFM	59	51	2h30	2h18
Smile	51	55	1h42	1h42
Vuma 103 FM	18	22	1h54	2h36
Safm	17	14	1h24	1h24
Capricorn	47	49	2h54	2h42
trufm	9	8	1h24	1h24

Key Station Measures

Commercial and PBS



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

	Oct'18-Mar'19	Jan'19-Jun'19
Lotus FM	95	86
North West FM	116	67
Power	61	65
CapeTalk	48	60
Classic FM		
*LM Radio		
*Rise FM		
*Magic828 AM		
*X-K FM		



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

	Oct'18-Mar'19	Jan'19-Jun'19
	181	150
	191	160
	113	115
	68	80
	49	57
	28	28
	37	27
	7	13
	1	4

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Exclusive Listeners (%)		Avg. hrs p.d	
	Oct'18-Mar'19	Jan'19-Jun'19	Oct'18-Mar'19	Jan'19-Jun'19
Lotus FM	35	35	1h42	1h48
North West FM	24	22	2h00	1h00
Power	20	22	1h36	1h18
CapeTalk	56	53	2h00	1h54

Key Station Measures

Community



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

	Oct'18-Mar'19	Jan'19-Jun'19
Jozi	360	336
Kasie	114	133
Eden	96	127
Voice of the Cape	120	121
Unitra (UCR-FM)	134	111
CCFM	98	98
Alfred Nzo	69	92
Radio Tygerberg	94	92
Radio Zibonele	98	92
Vukani	102	90



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

	Oct'18-Mar'19	Jan'19-Jun'19
Jozi	595	571
Kasie	204	216
Eden	131	177
Voice of the Cape	165	166
Unitra (UCR-FM)	241	201
CCFM	142	140
Alfred Nzo	110	126
Radio Tygerberg	150	140
Radio Zibonele	207	199
Vukani	184	183

Key Station Measures

Community



Exclusive Listeners (%)



Avg. hrs p.d

	Exclusive Listeners (%)		Avg. hrs p.d	
	Oct'18-Mar'19	Jan'19-Jun'19	Oct'18-Mar'19	Jan'19-Jun'19
Jozi	37	36	2h00	2h00
Kasie	8	9	1h12	1h18
Eden	53	49	2h42	3h24
Voice of the Cape	47	46	2h18	2h06
Unitra (UCR-FM)	6	4	1h48	1h36
CCFM	34	26	1h54	2h00
Alfred Nzo	28	40	2h30	2h36
Radio Tygerberg	39	44	2h00	2h12
Radio Zibonele	11	9	1h30	1h24
Vukani	0	2	1h36	1h24

Key Station Measures

Community



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

	Oct'18-Mar'19	Jan'19-Jun'19
Thetha	69	87
Izwi LoMzansi	97	80
Heartbeat	54	74
Nongoma	0	71
Hindvani	57	69
Mkhondo	58	65
Valley	59	59
V.O.C	0	57
Voice of Tembisa	54	55
Radio Rosestad	41	49



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

	Oct'18-Mar'19	Jan'19-Jun'19
Thetha	116	167
Izwi LoMzansi	155	139
Heartbeat	89	102
Nongoma	0	111
Hindvani	89	94
Mkhondo	91	95
Valley	78	87
V.O.C	0	81
Voice of Tembisa	99	102
Radio Rosestad	55	62

Key Station Measures

Community



Exclusive Listeners (%)



Avg. hrs p.d

	Exclusive Listeners (%)		Avg. hrs p.d	
	Oct'18-Mar'19	Jan'19-Jun'19	Oct'18-Mar'19	Jan'19-Jun'19
Thetha	47	44	1h48	1h36
Izwi LoMzansi	19	29	2h36	2h30
Heartbeat	42	47	1h30	1h48
Nongoma	0	23	0	2h42
Hindvani	34	44	1h30	2h42
Mkhondo	26	39	2h24	2h54
Valley	14	26	3h00	2h48
V.O.C	0	11	0	2h00
Voice of Tembisa	33	25	1h42	1h24
Radio Rosestad	65	56	4h30	4h42

Key Station Measures

Community



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

	Oct'18-Mar'19	Jan'19-Jun'19
Moretele	59	48
Sajonisi Youth	41	48
Bok Radio	67	47
Forte	58	46
Inkonjane	42	45



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

	Oct'18-Mar'19	Jan'19-Jun'19
Moretele	96	82
Sajonisi Youth	73	77
Bok Radio	91	68
Forte	105	93
Inkonjane	80	69

Key Station Measures

Community



Exclusive Listeners (%)



Avg. hrs p.d

	Exclusive Listeners (%)		Avg. hrs p.d	
	Oct'18-Mar'19	Jan'19-Jun'19	Oct'18-Mar'19	Jan'19-Jun'19
Moretele	52	41	1h36	1h36
Sajonisi Youth	16	30	2h12	2h18
Bok Radio	59	47	2h12	2h00
Forte	2	2	1h42	1h42
Inkonjane	11	12	1h30	2h00

Station Dashboards

TRENDING:

APR-SEP '18/ JUL - DEC'18 / OCT'18-MAR'19 / JAN-JUN '19

BRC RAM™ Station Detail Jan'19 - Jun'19

KANTAR

Commercial and PBS Stations

702	5FM	947	Algoa FM	CapeTalk	Capricorn	East Coast Radio	Gagasi	Good Hope	Heart FM
Ikwewezi	Jacaranda FM	Kaya	KFM	Lesedi FM	Ligwalwala	Lotus FM	Metro FM	Motswedding FM	Munghana Lonene
North West FM	OFM	Phalaphala	Power	Radio 2000	RSG	SAfm	Smile	Thobela FM	truFM
Ukhozi	Umhlobo Wenene	Vuma 103 FM	YFM						

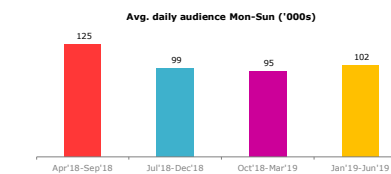
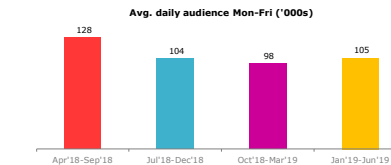
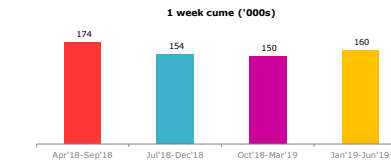
Community Stations

Alfred Nzo	Bok Radio	CCFM	Eden	Forte	Heartbeat	Hindvani	Izwi LoMzansi	Jozi	Kasie
Lukhanji	Mdantsane	Moretele	Nkqubela (KQfm 97.0)	Radio 786	Radio Rosestad	Radio Tygerberg	Radio Zibonole	Soshanguve	Thetha
Unitra (UCR-FM)	Valley	Voice of Tembisa	Voice of the Cape	Vukani					

Station Dashboard

Key Measures (Total audience)

sample= 31 141

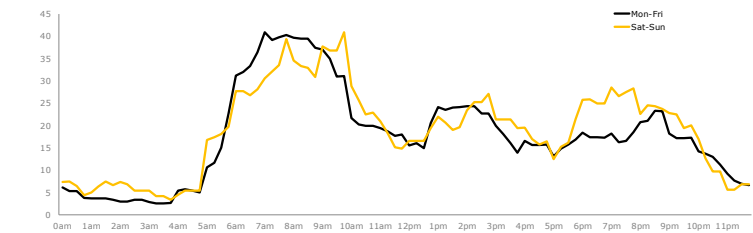


Source: BRC RAM Jan'19-Jun'19
Axes may vary between stations and measures
Note: All percentages do not add to 100% due to rounding off

Station listeners (one week cumc)

Gender	%	Age	%	Race	%	Exclusive Listeners	%
Male	59	15-24 years	31	Black	98	Listeners	49
Female	41	25-34 years	46	White	-		
		35-49 years	15	Indian or Asian	-		
		50+ years	8	Coloured	2		
Area	%	Language (Top 2)	%	ES SEM	%	Province	%
Metro	9	Sepedi	69	SEM 1	4	Eastern Cape	-
Urban	31	Tsonga	17	SEM 2	27	Free State	-
Rural	60			SEM 3	14	Gauteng	5
				SEM 4	17	KwaZulu-Natal	-
				SEM 5	18	Limpopo	86
Device	%	Location	%	SEM 6	13	Npumalanga	4
Radio	53	Home	97	SEM 7	5	North West	-
Cell phone	48	Vehicle	30	SEM 8	2	Northern Cape	-
TV	33	Other	8	SEM 9	-	Western Cape	5
Vehicle radio	24	Work/Uni	6	SEM 10	-		
Computer	-						

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





See you again
In November 2019