

BRC RAMS AMPLIFY™ CATI DAR Q1 2023 RELEASE

23rd June 2023

Prepared for: BRC

Prepared by: Ipsos



AGENDA

1.

Research Background

2.

Total Radio Today

3.

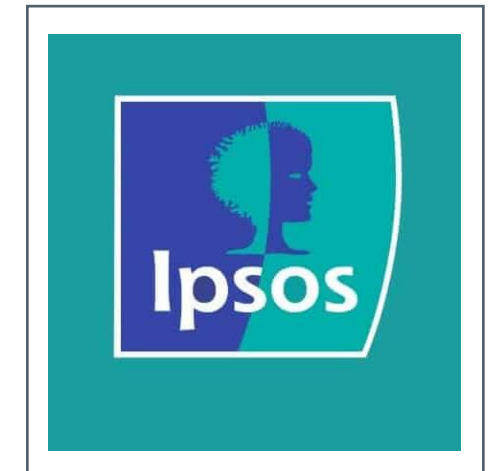
Regional Radio Deep Dive

4.

Station Deep Dive

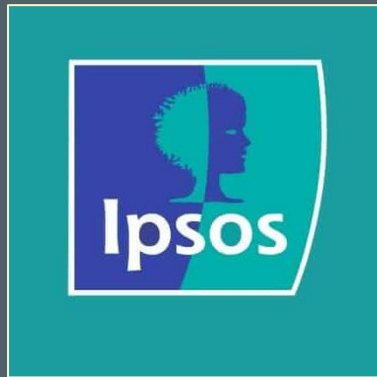
5.

Key Takeaways



01

Research Background



TODAY'S RAMS PRESENTATION FORMAT



Quarterly database releases



BRC RAMS Amplify databases will be released quarterly rather than monthly



Quarterly databases comprise 12 month rolling samples



The most recent release, Q1 2023 (March 2023), is compared to the previous 2 quarters

Q3 2022
Oct'21 to
Sep'22
n=37,806

Q4 2022
Jan'22 to
Dec'22
n=37,137

Q1 2023
Apr'22 to
Mar'23
n=37,196

RAMS METHODOLOGY

DAY AFTER RECALL

- ✓ Respondents are contacted telephonically (CATI)
- ✓ Are asked to recall their yesterday listenership
- ✓ Quarter hour listening is collected for the full day (96 quarter hours)
- ✓ Listening metrics derived using reach and time segments



SAMPLE

- ✓ Minimum of n=36,000 for each 12 month rolling sample
- ✓ Random Digit Dialing (RDD) approach (random probability)
- ✓ Numbers generated using all available cell phone prefixes (80% of the population)
- ✓ Booster lists for "difficult to reach" groups



WEIGHTING

- ✓ Universe defined as All Adults, Ages 15 years +, 42,571,000
- ✓ Projected population figures are supplied by GeoTerra (GTI)
- ✓ Weighting variables are gender, age, race, province, geotype and day of week
- ✓ Universe updates occur annually



QUESTIONNAIRE

- ✓ Scripted questionnaire
- ✓ 20 to 25 minute to administer
- ✓ All interviews are recorded
- ✓ Listenership for over 300 stations collected



WEIGHTING EFFICIENCIES

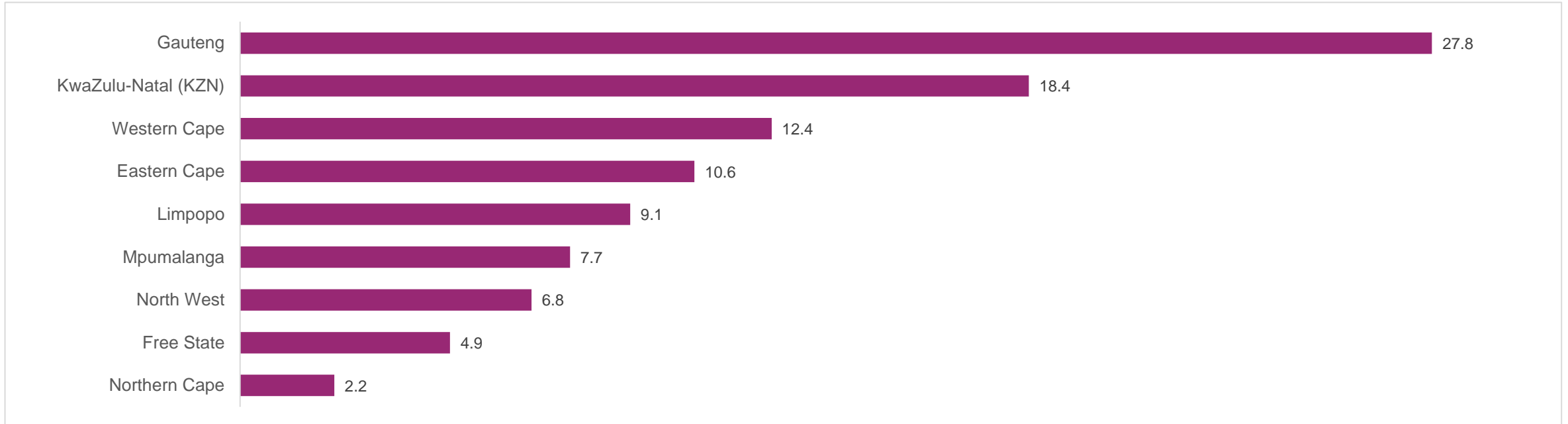
High weighting efficiencies indicate a representative sample composition. EC is the exception due to low rural samples. We are boosting for EC rural to improve this province's weighting efficiency.

Fieldwork Period	Q3 2022 Oct'21-Sep'22	Q4 2022 Jan'22-Dec'22	Q1 2023 Apr'22-Mar'23
Total	83%	83%	84%
Eastern Cape	68%	65%	64%
Free State	94%	94%	95%
Gauteng	90%	91%	92%
KZN	82%	81%	82%
Limpopo	76%	75%	77%
Mpumalanga	89%	89%	93%
Northern Cape	87%	88%	90%
North West	92%	92%	93%
Western Cape	82%	85%	87%
Min Weight	0.30	0.30	0.30
Max Weight	3.00	3.00	3.00

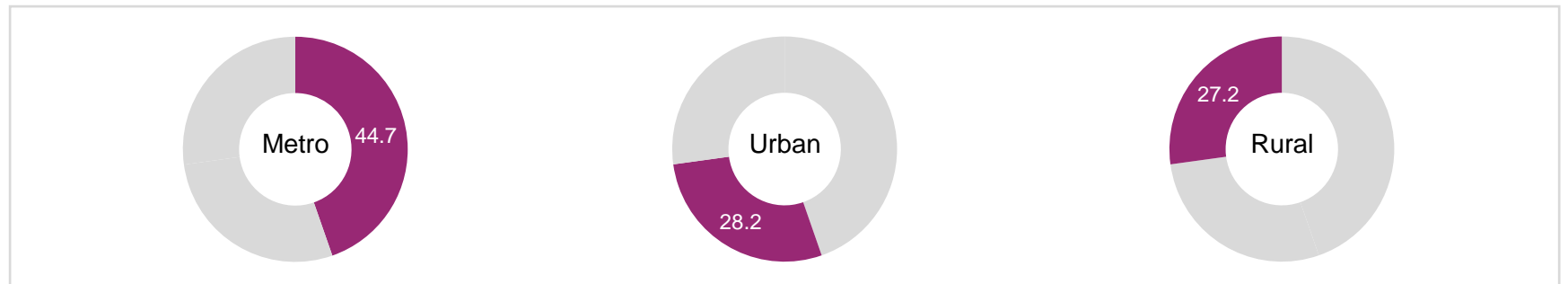
SOUTH AFRICA'S POPULATION PROFILE

Total SA Population: 42,571,000 (Adults 15 years+)

Province



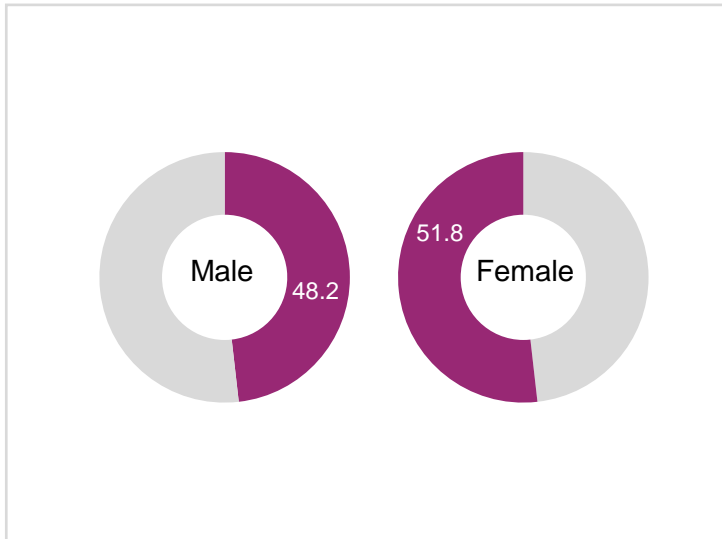
Geotype



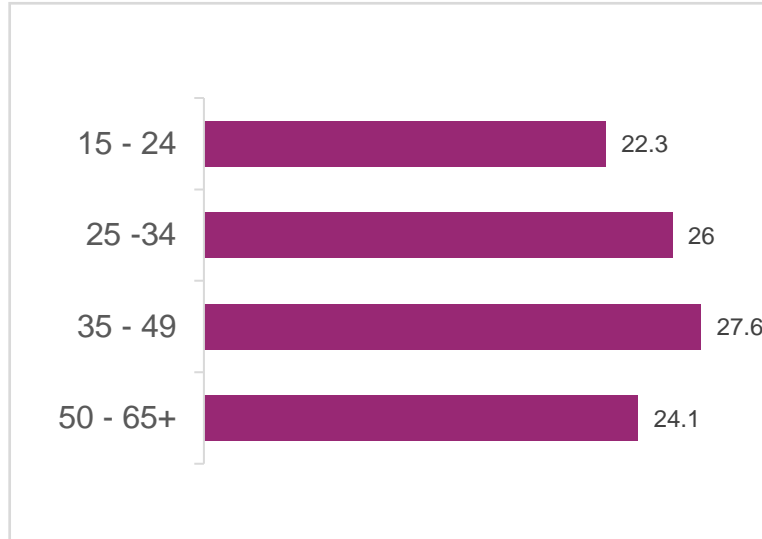
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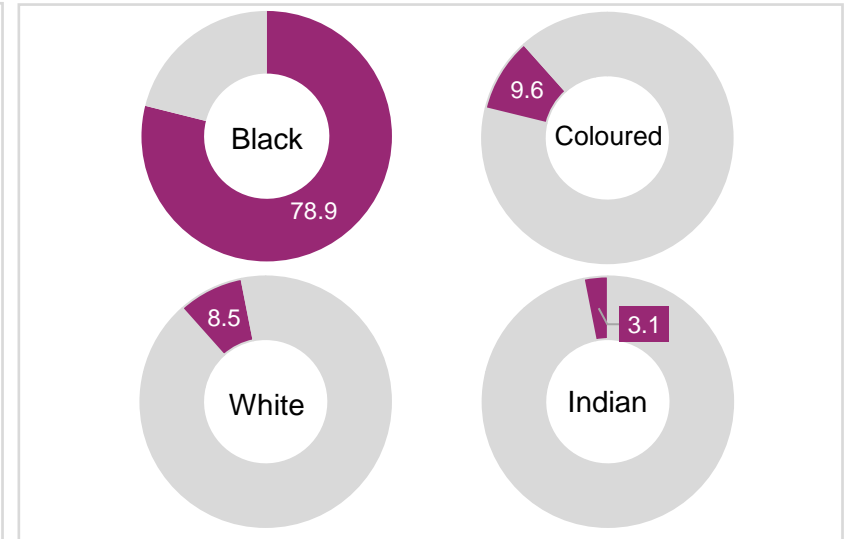
Gender



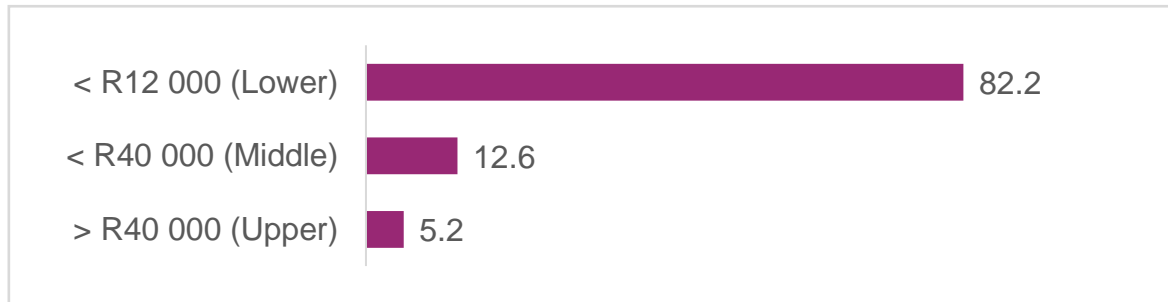
Age



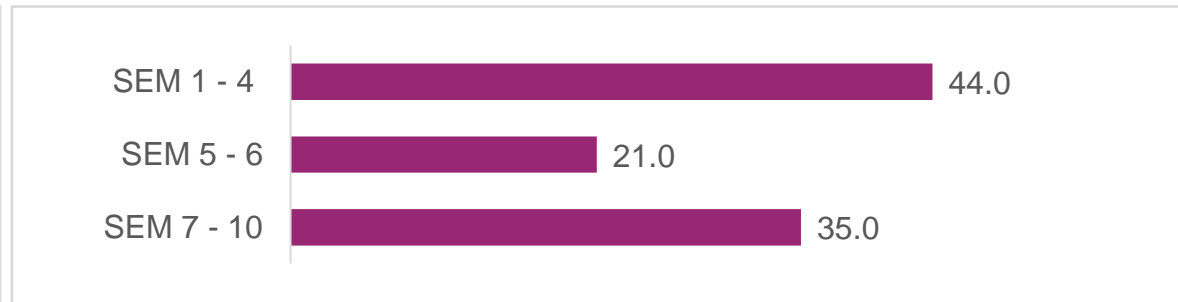
Race



Monthly Household Income



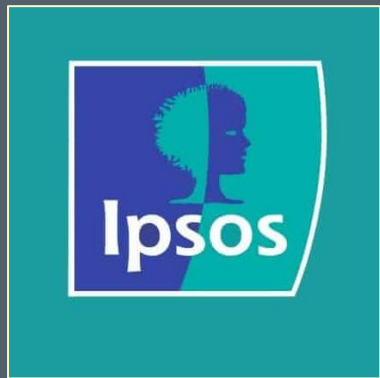
SEM Group



Lower Income – below R 12,000 monthly household income
 Middle Income – between R 12,000 and 40,000 monthly household income
 Upper Income – above R 40,000 monthly household income

02

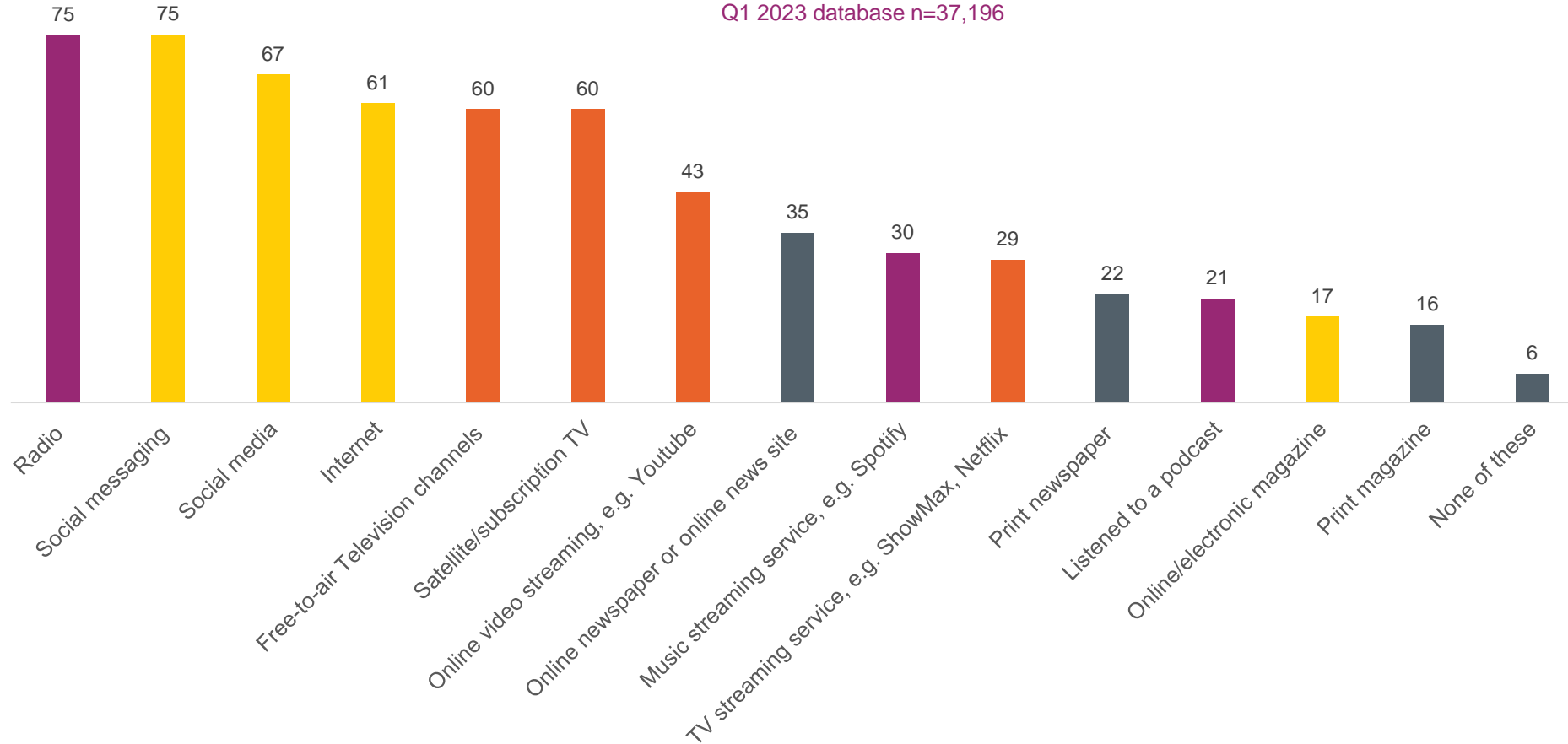
Total Radio Today



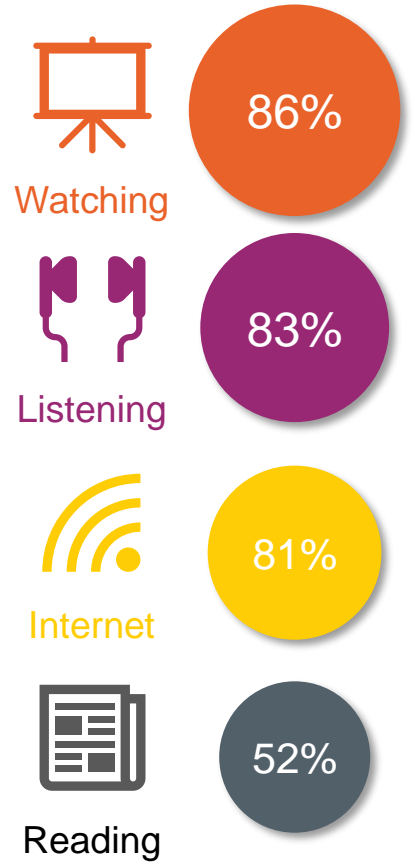
RADIO POSITION IN THE MEDIA LANDCAPE

Radio holds a position of dominance within the media environment, buoyant in an array of media formats. However, visual formats (Watching) lead as a collective.

P7D Media Usage
 Total Population 42,571
 Q1 2023 database n=37,196

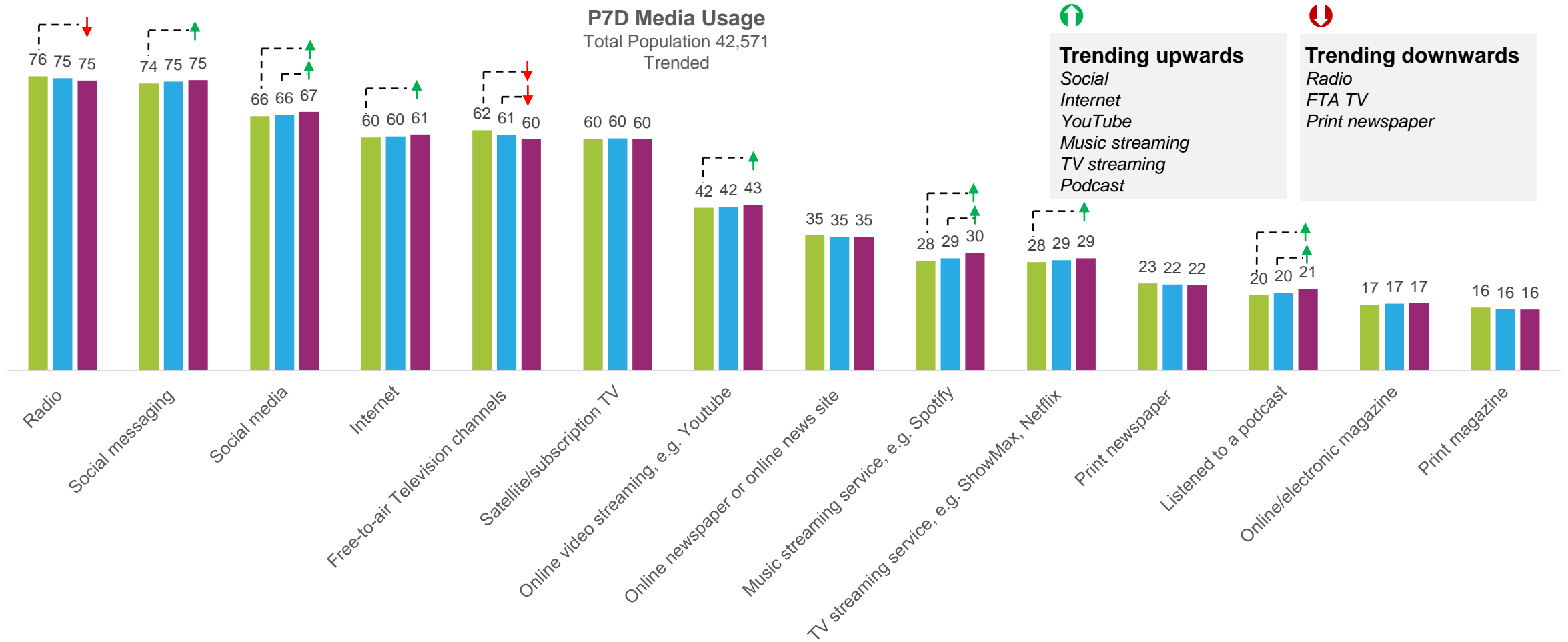


Media Totals



RADIO POSITION IN THE MEDIA LANDSCAPE – TRENDED

Digital media is emerging and changing the dynamics of the South African media environment.



Q3 2022	Q4 2022	Q1 2023
n=37,806	n=37,137	n=37,196

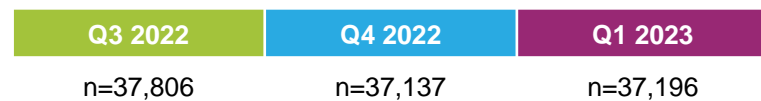
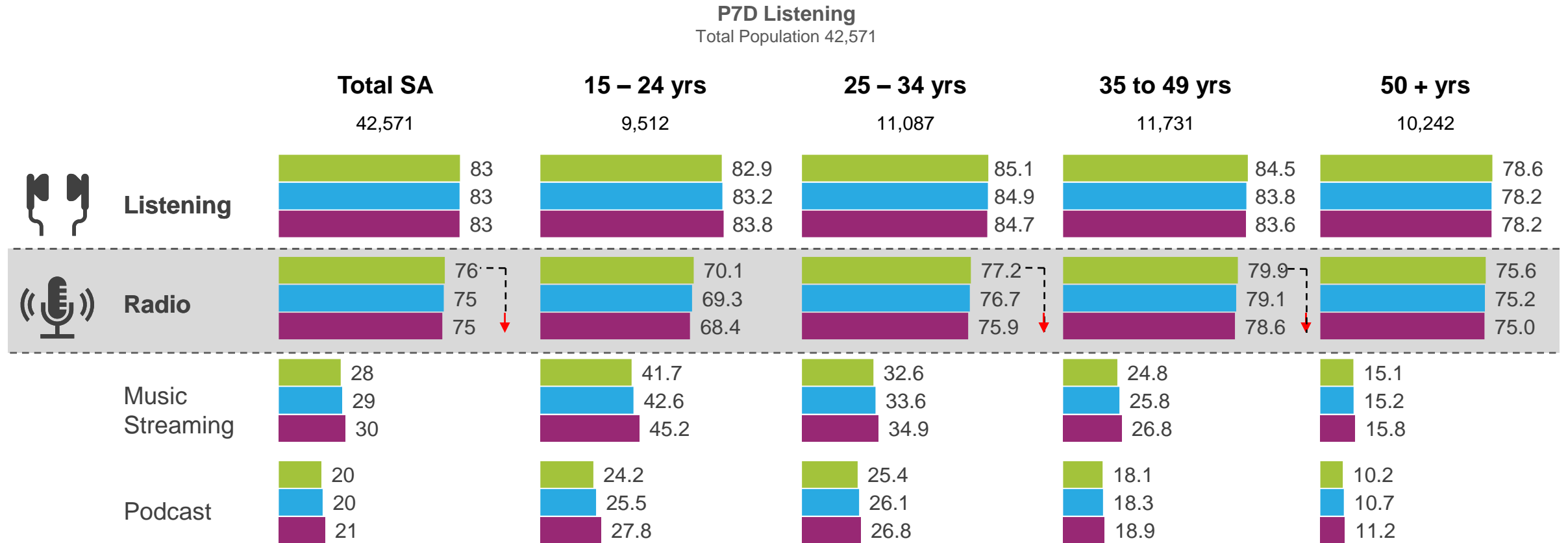
<p>↑ Significant increase; 95% conf. Q1 2023 vs Q3 2022</p>	<p>↑ Significant increase; 95% conf. Q1 2023 vs Q4 2022</p>	<p>↓ Significant decrease; 95% conf. Q1 2023 vs Q3 2022</p>	<p>↓ Significant decrease; 95% conf. Q1 2023 vs Q4 2022</p>
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MEDIA INCIDENCE BY MARKET – REST OF AFRICA

	Tanzania	Zambia	Kenya	Uganda	Ghana
Television	51%	38%	49%	58%	90%
Radio	44%	32%	36%	87%	79%
Internet	11%	26%	42%	37%	65%
Newspaper	7%	2%	2%	7%	7%
Specs	Yr 2023 (n=2000)	Yr 2021 (n=3200)	Yr 2023 (n=3000)	Yr 2022 (n=3000)	Yr 2022 (n=1000)

LISTENING AND RADIO – TRENDED

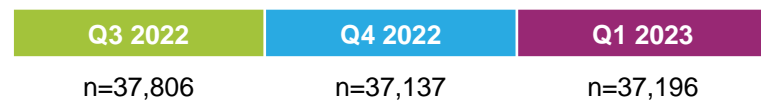
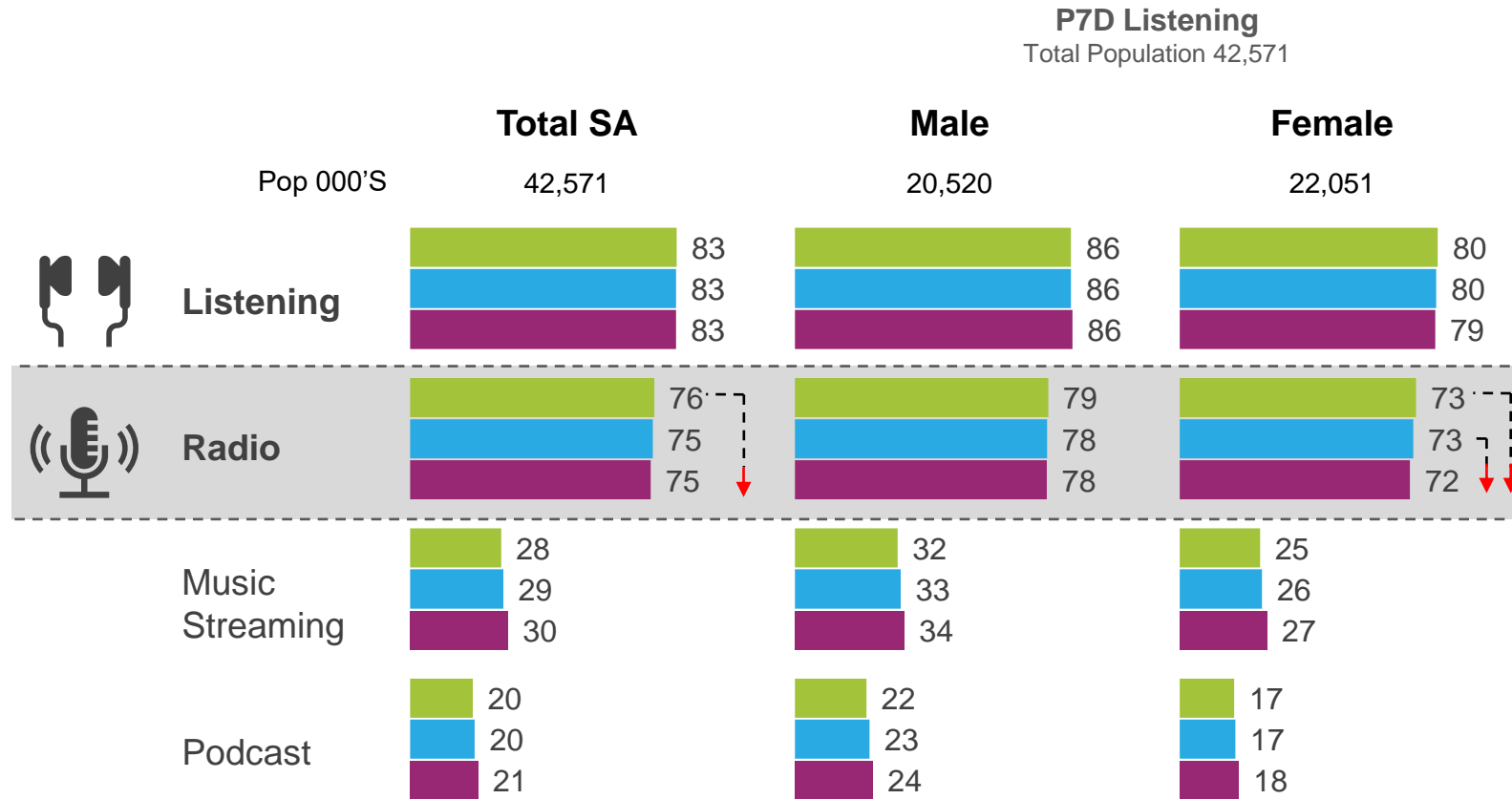
Historically, 35-49 year olds (11.7 Million people) are ardent radio listeners but we see increases in their video streaming. Younger listeners, 24-34 year age group, are increasing engagement with music streaming and podcasts within the listening cluster.



↓ Significant decrease; 95% conf.
Q1 2023 vs Q3 2022

LISTENING AND RADIO – TRENDED

Radio listening amongst male audiences holds strong at an almost 80% P7D reach. We see a softening in female listeners.

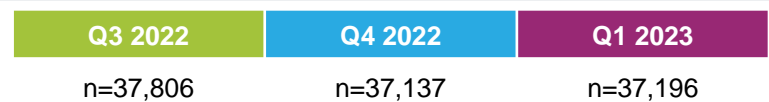
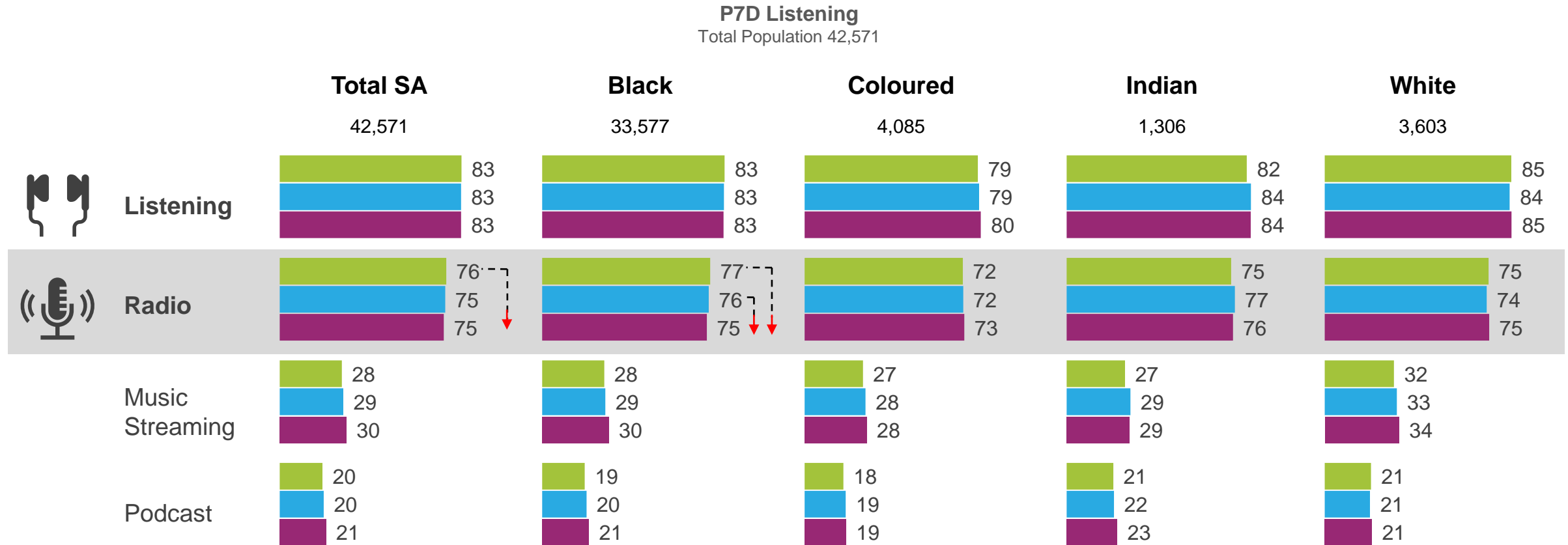


↓ Significant decrease; 95% conf.
Q1 2023 vs Q3 2022 14

↓ Significant decrease; 95% conf.
Q1 2023 vs Q4 2022

LISTENING AND RADIO – TRENDED

Radio remains sturdy amongst the CWI populations with a light drop off amongst Black listeners.



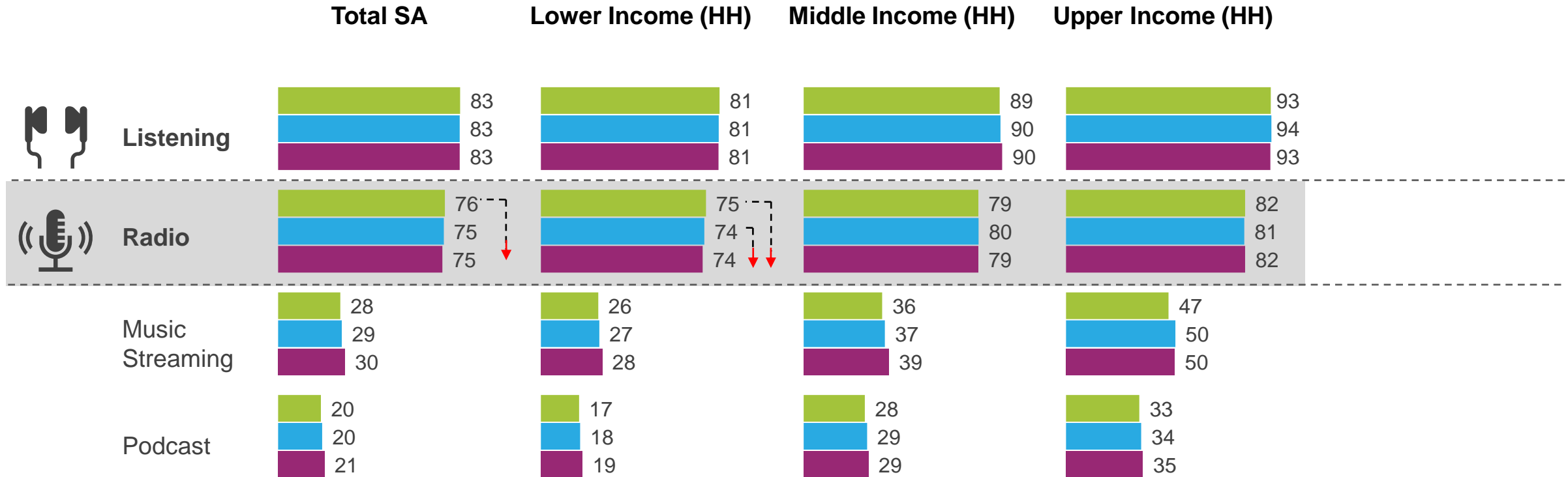
↓ Significant decrease; 95% conf.
Q1 2023 vs Q3 2022

↓ Significant decrease; 95% conf.
Q1 2023 vs Q4 2022

LISTENING AND RADIO – TRENDED

Radio is stronger for Middle and Upper Income, the economically active population, while there is a slightly lower reach for Lower Income individuals.

P7D Listening
Total Population 42,571



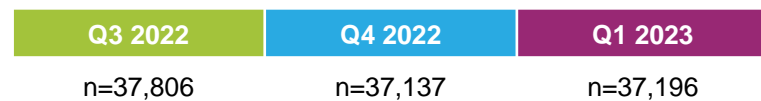
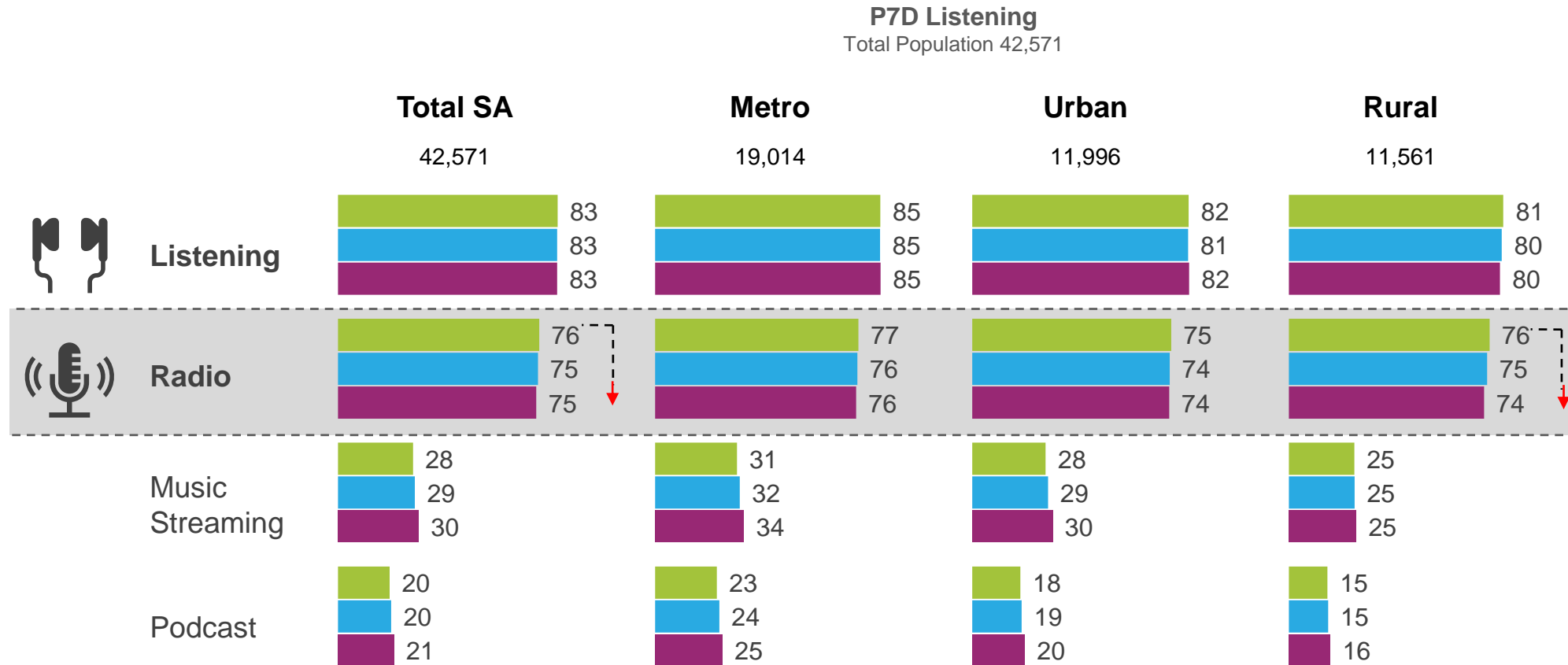
Q3 2022
 Q4 2022
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 n=37,806 n=37,137 n=37,196

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LISTENING AND RADIO – TRENDED

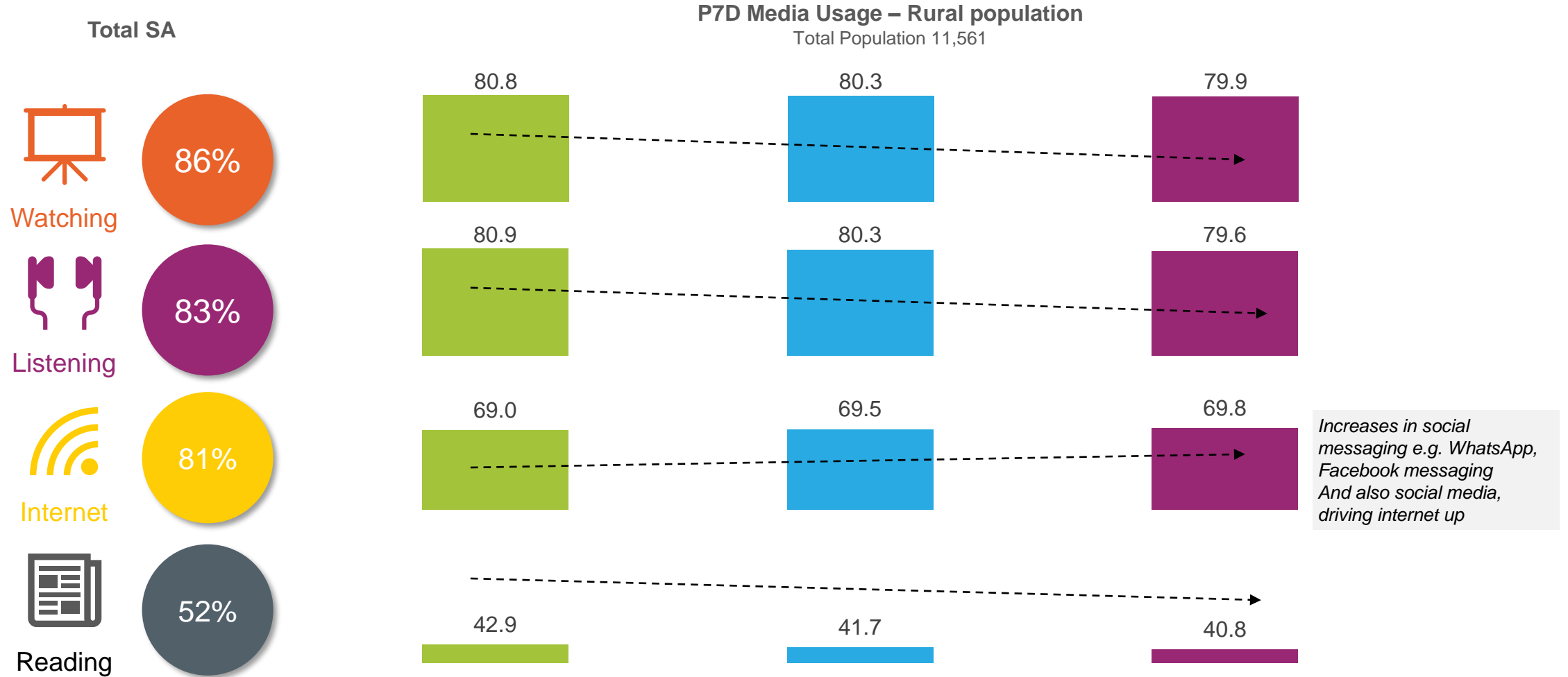
Radio declines are mainly driven by people living in rural areas, where a disengagement from media in general is evident.



↓ Significant decrease; 95% conf.
Q1 2023 vs Q3 2022

RURAL MEDIA DISENGAGEMENT

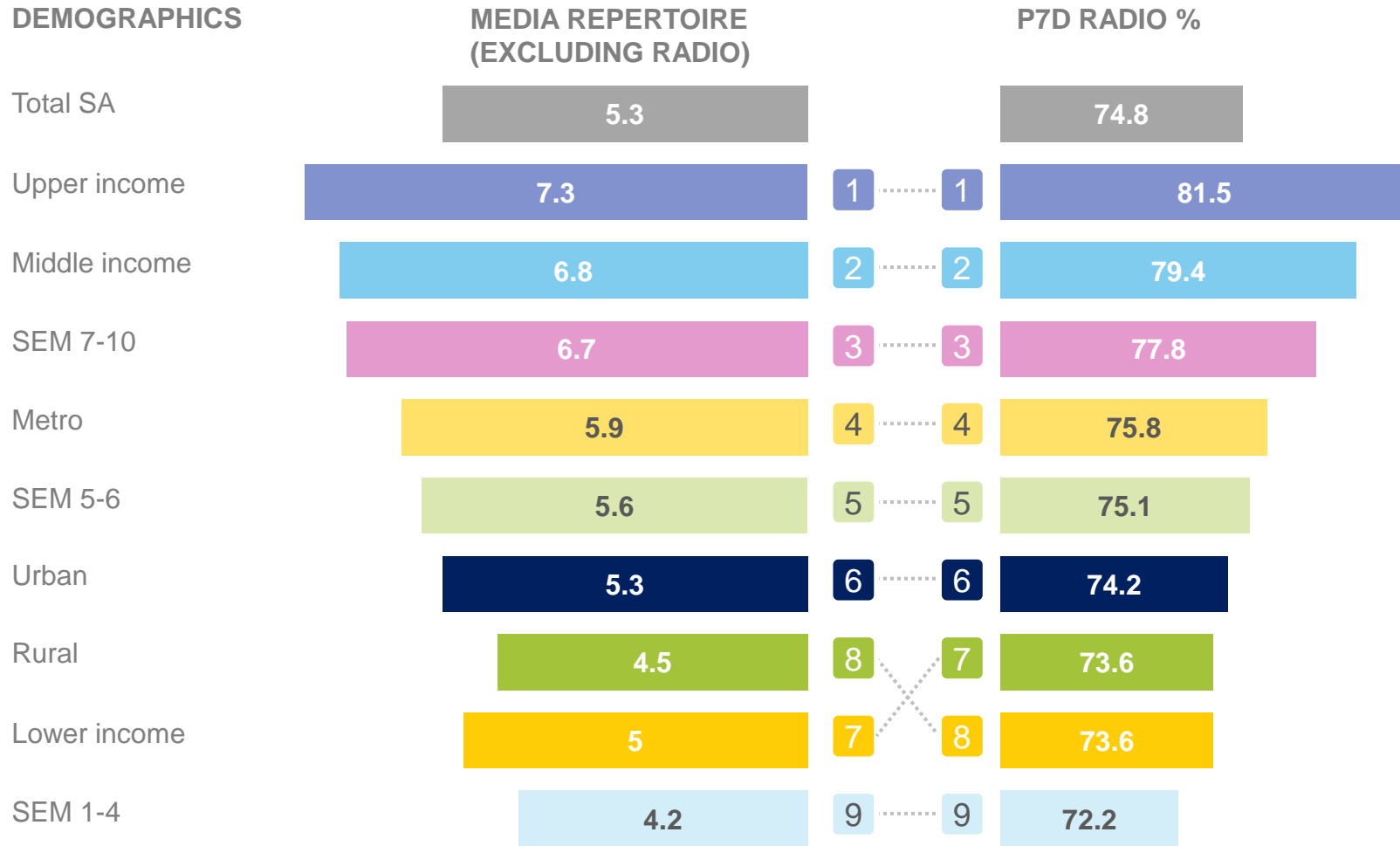
Most media types are trending downwards amongst the rural population. However, increases in social messaging and media point to its importance in connecting rural populations to information (Potentially driven by cheaper data bundles for smartphone).



Q3 2022	Q4 2022	Q1 2023
n=37,806	n=37,137	n=37,196

HIGH MEDIA REPERTOIRE = HIGH RADIO LISTENERSHIP

Population targets that have a broader media repertoire tend to have higher radio reach, highlighting radio's popularity amongst a wide variety of media types.



Why is rural media engagement declining...

- Severe loadshedding?
- General hardships?
- Social media a competing information source?
- Content changes?

**Media repertoire is calculated by grossing the audiences for 13 media formats (excl. radio) and dividing by the target group.*



Shows like listening too

Total Population (000's) 42,571

Q1 2023

%



Music and localised content are still strong driving forces for radio listening.

Radio holds its strength as an information source.

RECAPTURING AUDIENCES WITH THE RIGHT CONTENT

Radio Content	Total SA	%					Index heat map				
		25-34 years	35-49 years	Female	Rural	Lower Income	25-34 years	35-49 years	Female	Rural	Lower Income
Music	67	69	69	65	64	66	103	104	97	97	99
Local news	66	68	72	62	66	66	102	109	94	100	99
Weather	65	66	71	62	65	65	101	109	96	101	100
Advice	59	62	65	57	61	61	104	109	97	102	102
Traffic	56	59	64	51	55	55	105	114	92	98	98
Current affairs	56	57	62	52	57	55	102	112	94	103	99
Religious	55	54	62	56	59	57	99	112	101	108	104
International news	50	50	56	47	51	50	100	110	93	101	99
Phone-in	50	52	56	48	52	51	103	112	97	104	102
Sports	50	50	55	36	51	50	101	110	72	102	100
Competitions	47	52	52	47	49	49	109	110	98	104	103
Financial market	47	49	53	43	47	47	105	112	91	101	100
Soapies or dramas	45	47	48	45	52	49	103	106	100	116	109
Celebrity	45	48	47	44	47	47	107	105	98	104	105
Funeral notices	34	34	38	33	40	37	100	113	98	118	109

Music remains a dominant factor in attracting and retaining radio listeners.

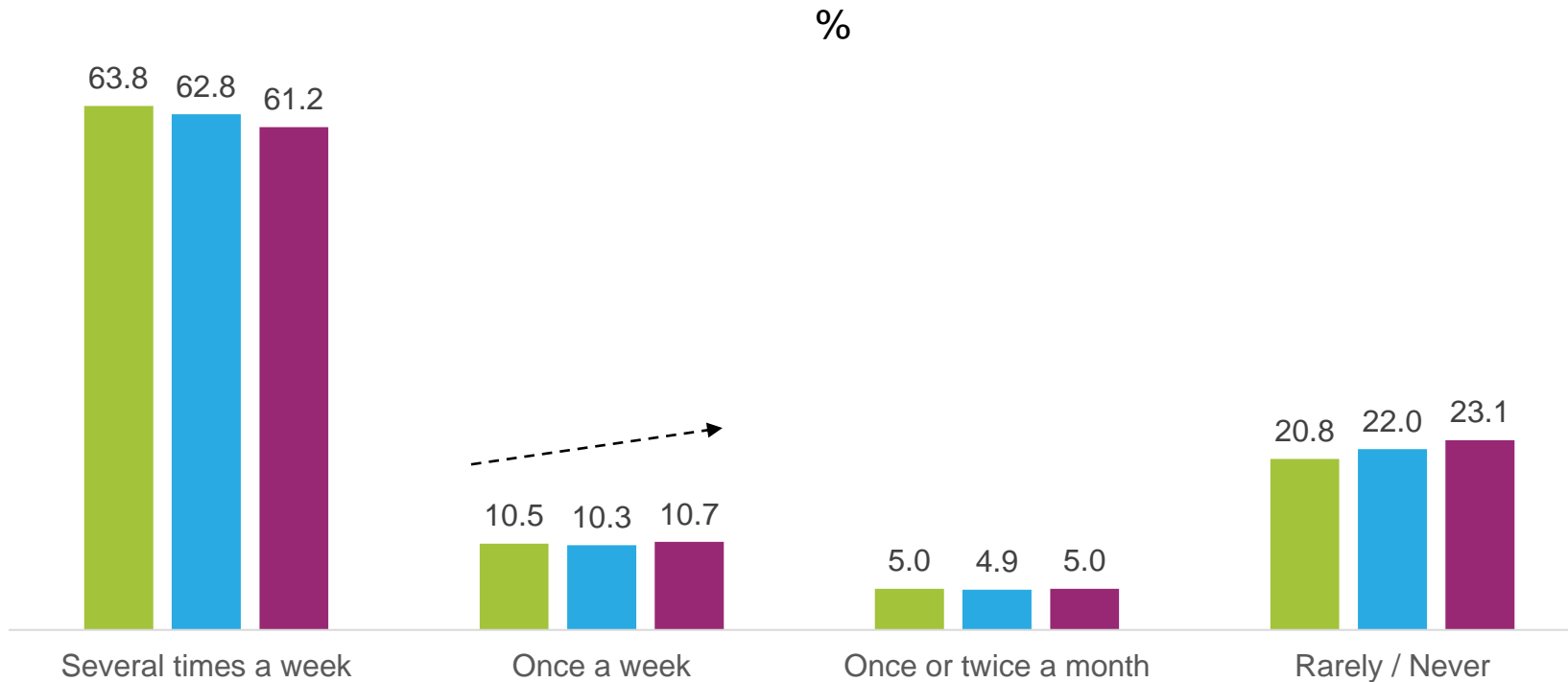
- 25-34 year olds** want music, competitions and celebrity.
- 35-49 year olds** love classic radio content and over index on all radio content types. Radio's strong **nostalgia factor resonates with this target group.**
- Females** score lower on classic radio content. Investigate what other content may appeals more to females to grow audience share.
- Rural** audiences over-index on religious programs, soapies and funeral notices.

FROM P7D TO YESTERDAY MEASURES

LISTENING FREQUENCY

More than 60% of South Africans, equivalent to 26.4 Million people, listen to the radio several times a week, with a small portion converting to listening once a week.

Listening Frequency
Total Population 42,571



Q3 2022	Q4 2022	Q1 2023
n=37,806	n=37,137	n=37,196

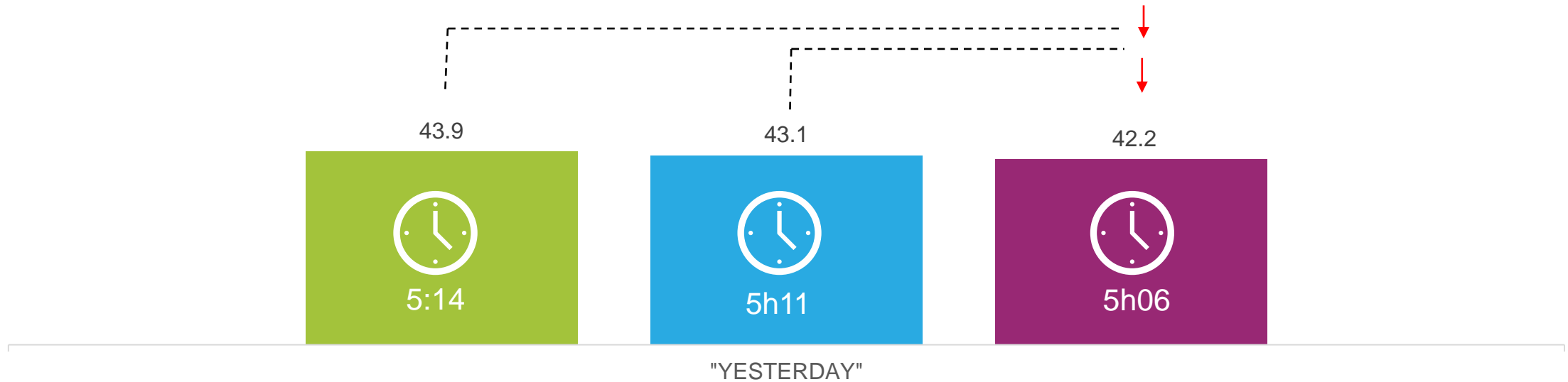
TOTAL POPULATION – AVERAGE YESTERDAY REACH

Almost a third of waking hours (16 hours) is spent listening to the radio, showing radio's strength as a long-form media. There is some softening of the yesterday and time spent measures.

Yesterday Listenership

Total Population 42,571

%



Q3 2022

n=37,806

Q4 2022

n=37,137

Q1 2023

n=37,196

↓ Significant decrease; 95%
conf.
Q1 2023 vs Q3 2022

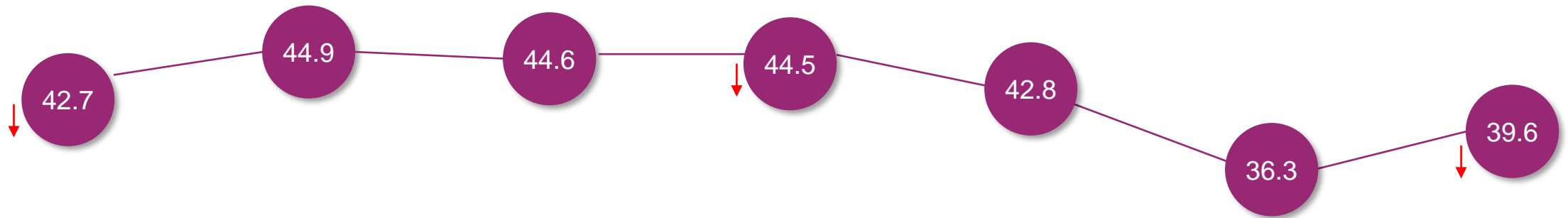
↓ Significant decrease; 95%
conf.
Q1 2023 vs Q4 2022

YESTEDAY LISTENERSHIP BY DAY OF WEEK

Tuesdays and Wednesdays have the highest listening reach, maintaining audiences of over 19 Million per day. Saturday, Sunday and Monday have the lowest active audiences. Declines in radio listenership are resulting from drops in Monday, Thursday and Sunday audiences.

Listenership by DOW
Base: Total Population 42,571

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Percentage %						
44.8	46.4	46.2	46.9	43.5	37.6	41.6
43.8	45.7	45.6	45.9	43.4	37.3	40.3



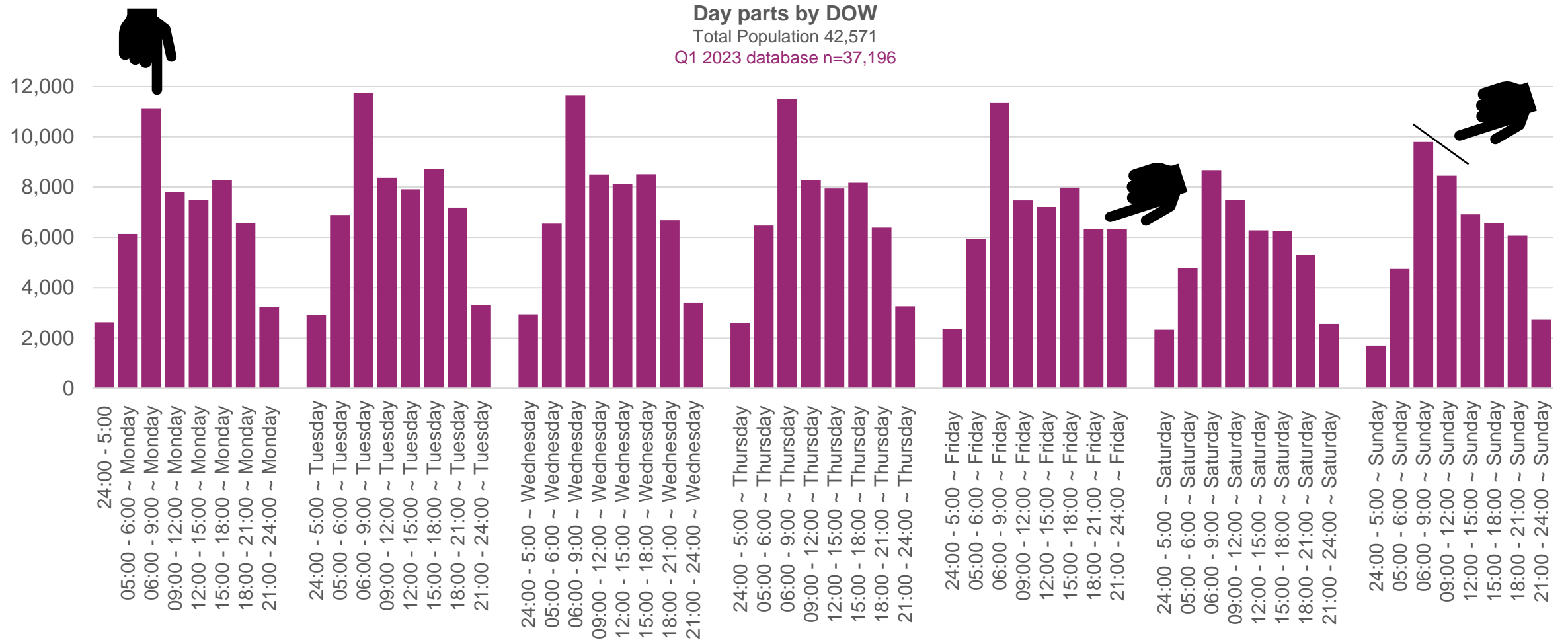
Audience 000's						
19,053	19,774	19,680	19,946	18,508	15,992	17,720
18,642	19,438	19,407	19,541	18,482	15,863	17,162
18,172	19,104	18,970	18,961	18,221	15,472	16,842

Q3 2022	Q4 2022	Q1 2023
n=37,806	n=37,137	Base n=37,196

↓ Significant decrease;
95% conf.
Q1 2023 vs Q3 2022

DAY PARTS SHAPE OF DAY

Listening peaks on weekday mornings from 6:00 to 9:00, drive time. Radio provides companionship into the night on Fridays, as listeners mellow out after the working week (listening to music). Sunday listeners mainly tune in from 9:00 to 12:00.

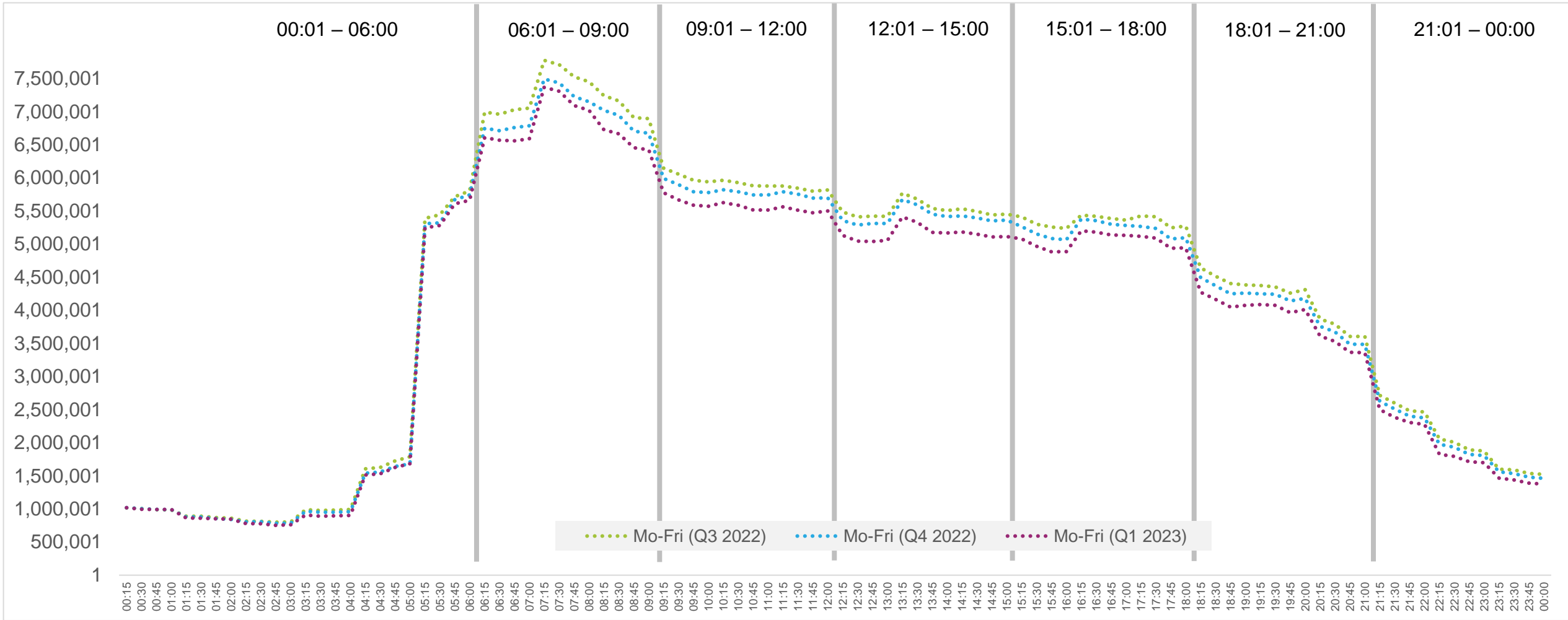


AVG. QUARTER-HOUR TREND – WEEK DAY

The shape of the day for radio is stable across the releases, although we see reductions in quarter hour listening.

Base: Wt. Yesterday listeners.

Audience Millions



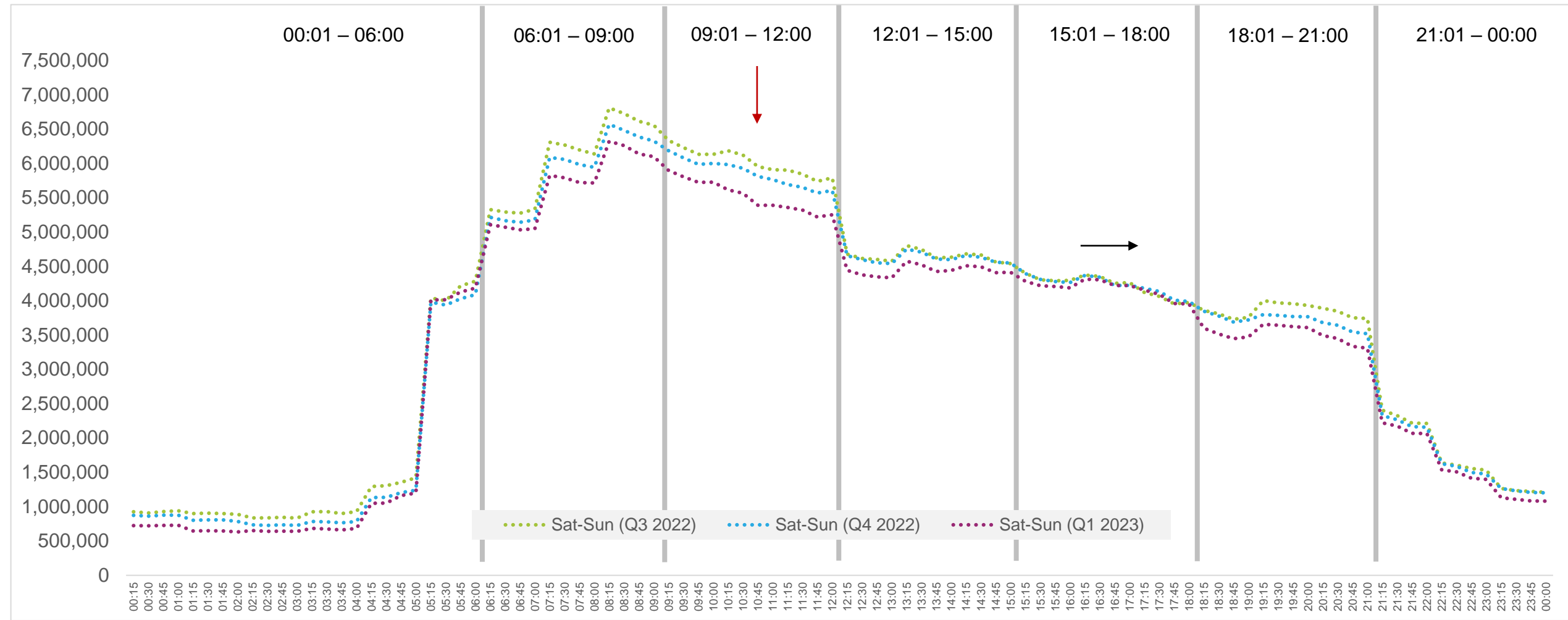
Q3 2022	Q4 2022	Q1 2023
n=37,806	n=37,137	n=37,196

AVG. QUARTER-HOUR TREND – WEEKEND

Declines for weekend occurring mid morning, while the 15:00 to 18:00 time slot is resilient.

Audience Millions

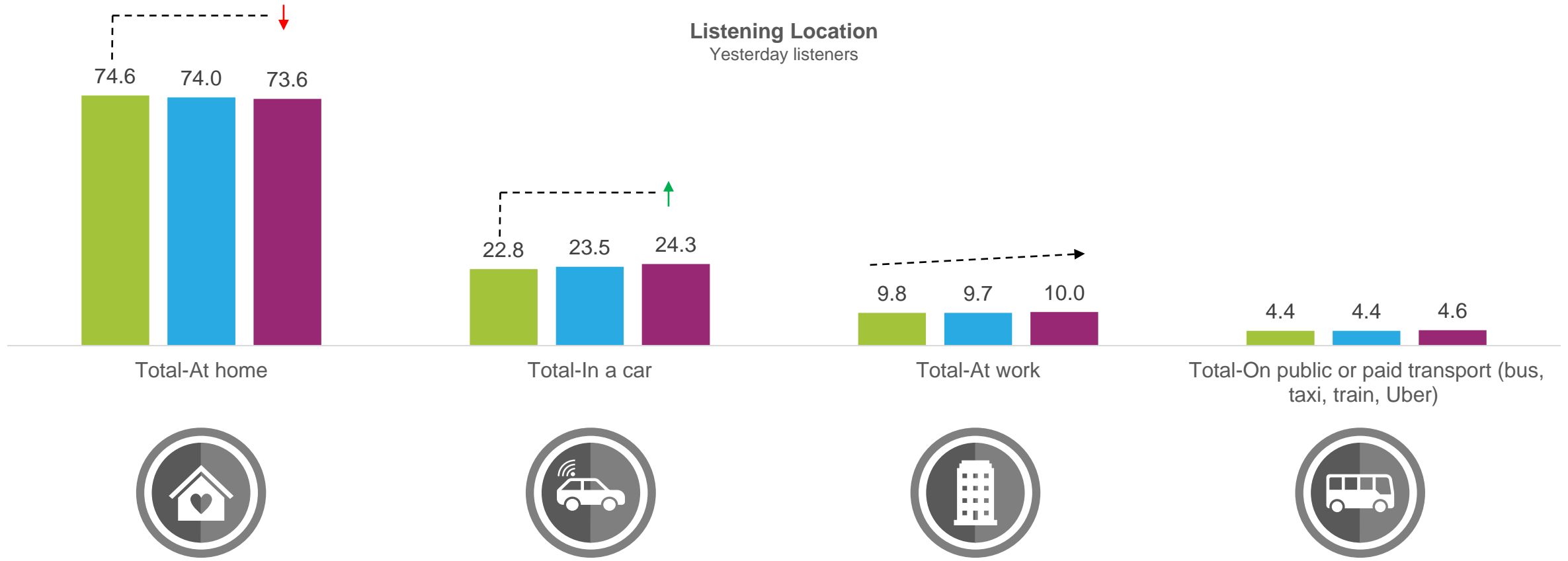
Base: Wt. Yesterday listeners.



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n=37,806	n=37,137	n=37,196

LOCATION (TOP 4)

While listening at home remains the primary radio setting, listening in the car continues to grow with a significant increase in the Q1 2023 release, compared to Q3 2022. An upward trend in listening at work is emerging.



Q3 2022
 Q4 2022
 Q1 2023
 n=37,806 n=37,137 n=37,196

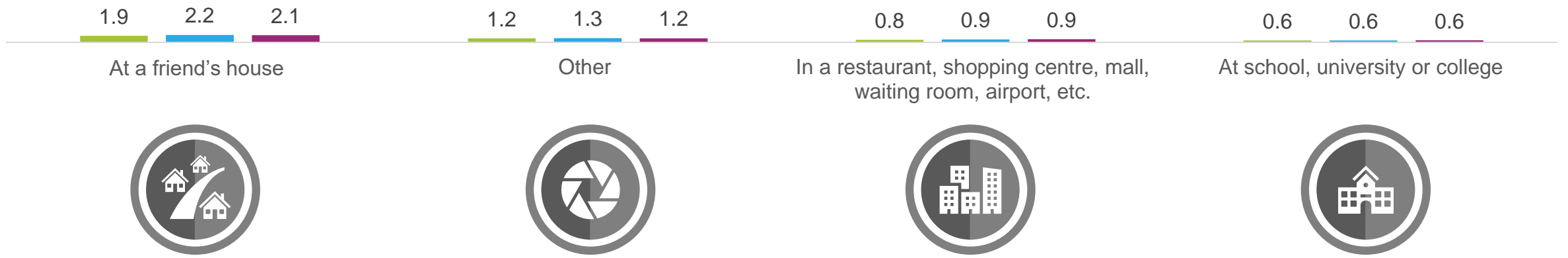
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 Q1 2023 vs Q3 2022

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 Q1 2023 vs Q3 2022

LOCATION (NEXT 4)

Trend for the smaller listening locations remains stable with no significant changes.

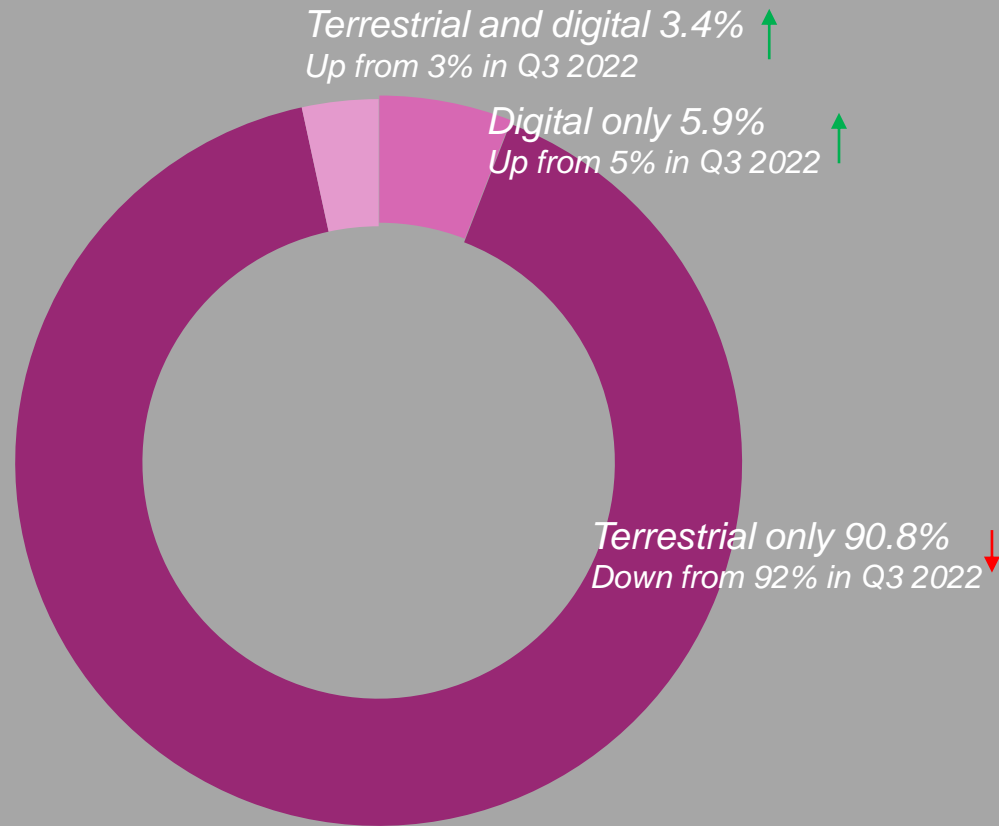
Listening Location
Yesterday listeners



Q3 2022 n=37,806 Q4 2022 n=37,137 Q1 2023 n=37,196

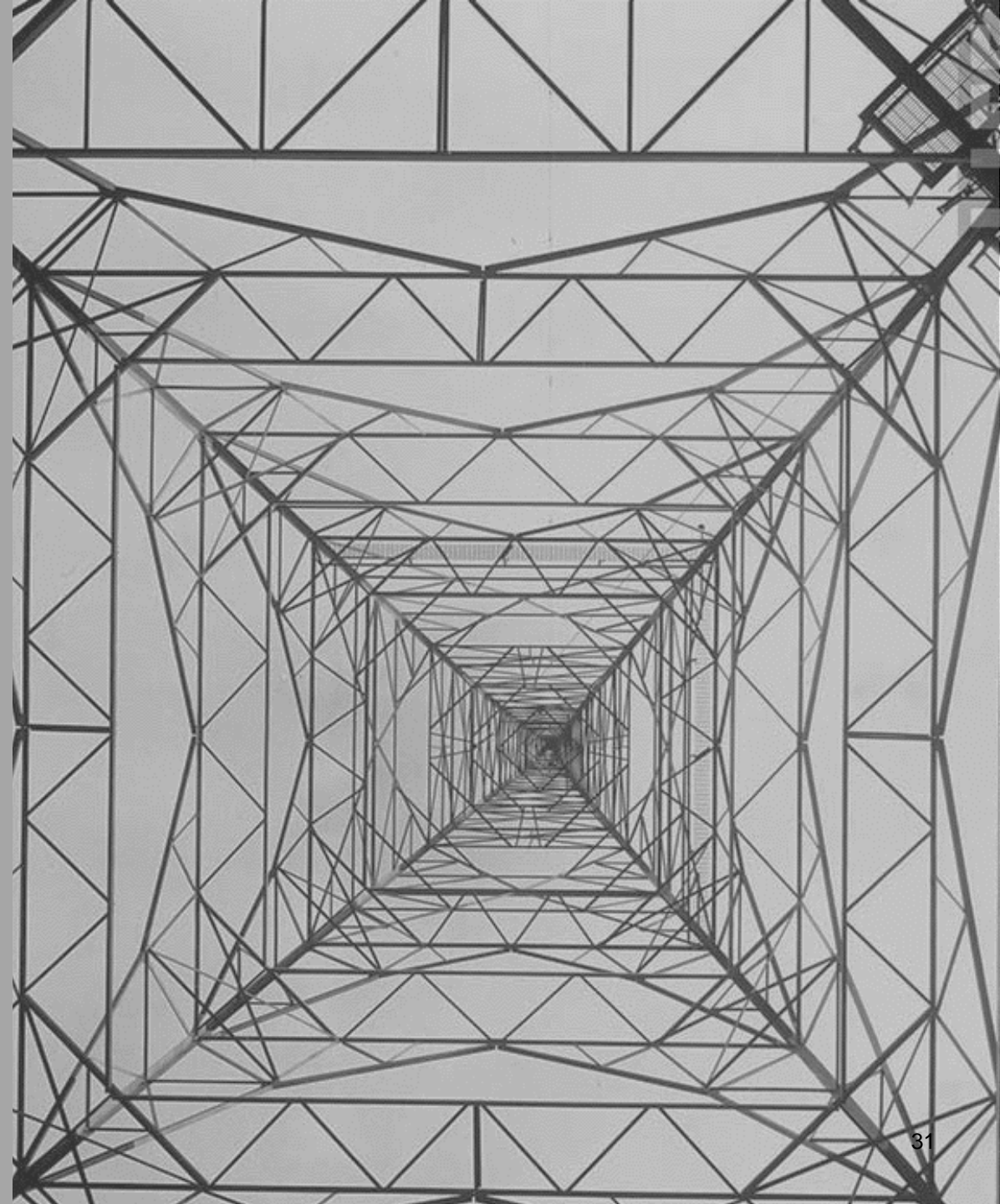
DEVICE SUMMARY

Listening via Terrestrial sources remains prevalent, but a slow creep of listening via digital platforms is evolving. With 84% of the population on prepaid data plans for phones, transition to digital is slow.



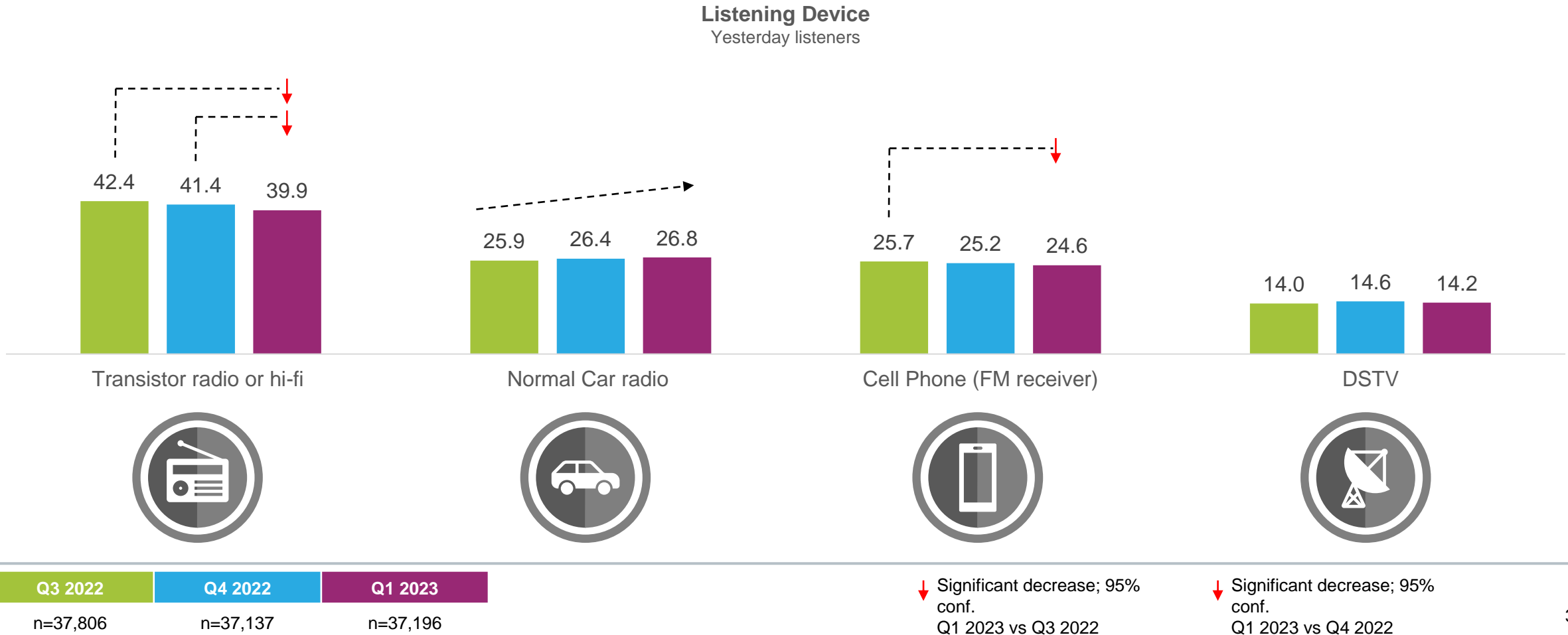
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LISTENING DEVICE (TOP 4)

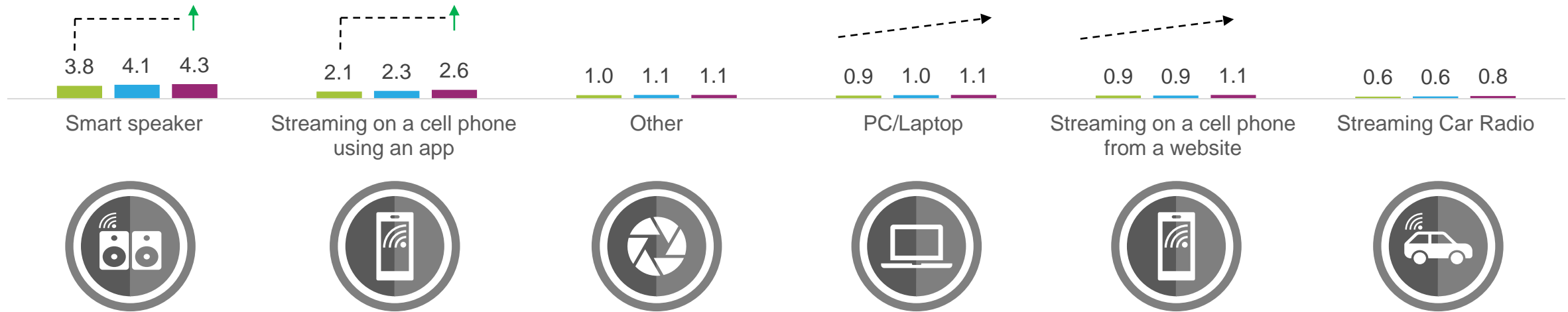
Downward trend for transistor radio and upward trend for car radio aligns with the Listening Location trends. Cell phone with FM receiver also shows a downward turn with slight concurrent increases in streaming via website or app on cell phone (see next slide).



LISTENING DEVICE (NEXT 6)

Streaming from a cell phone and smart speakers are emerging technologies, showing significant increases over a longer period with Q1 2023 compared to Q3 2022.

Listening Device
Yesterday listeners

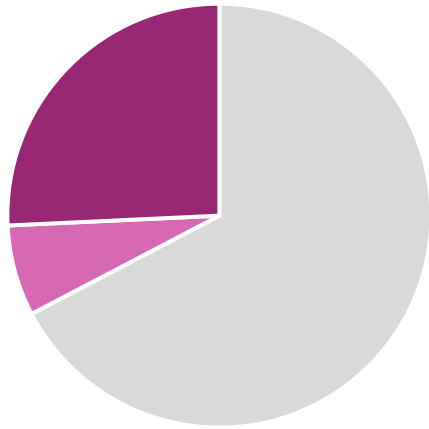


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SMARTPHONE COULD BE DOING MORE FOR RADIO

With newer model smartphones having the FM receiver disabled, a device that connects listeners to a free radio could be further leveraged to grow audience share.

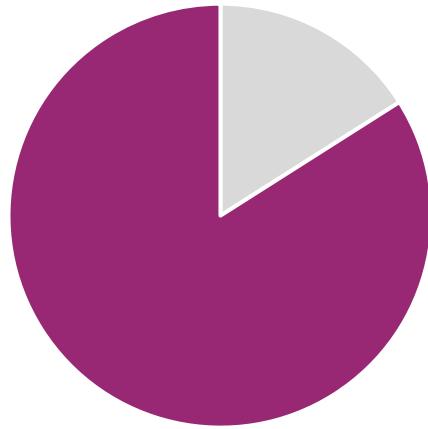


67%

Own a smartphone

7%

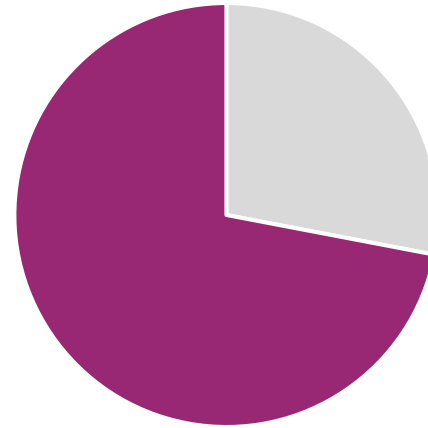
Share a smartphone



84%

Prepaid data

Streaming via smartphone not always possible due to no data.



72%

Social Media and Messaging

Discounted data bundles for social messaging and media drive usage.

25%
Cell phone with FM

2.6%
Streaming via cell phone app

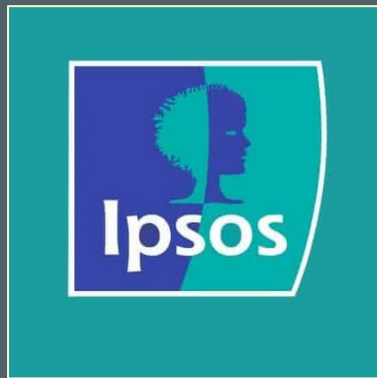
1.1%
Streaming on phone via website

FM receiver embedded into smartphones means that radio can be accessed anytime, anywhere.

Many smartphone manufacturers have recently disabled the FM receiver, with a chipset required to activate.

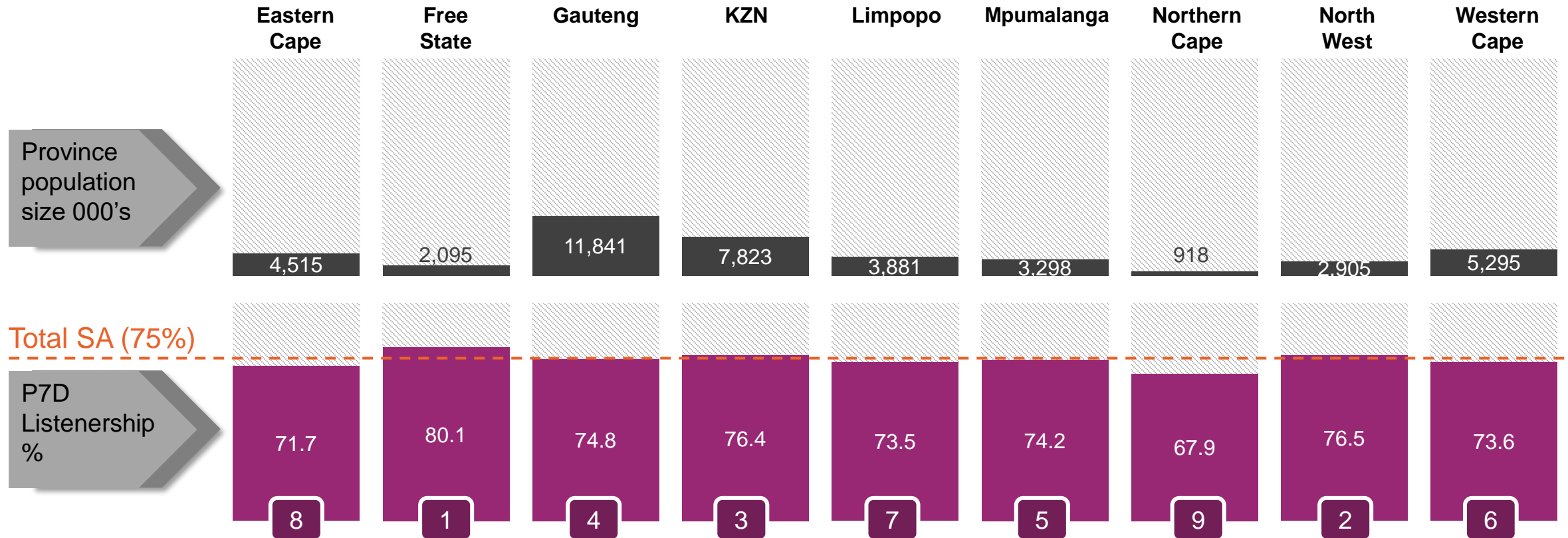
03

Regional deep dive



P7D LISTENERSHIP ACROSS PROVINCE

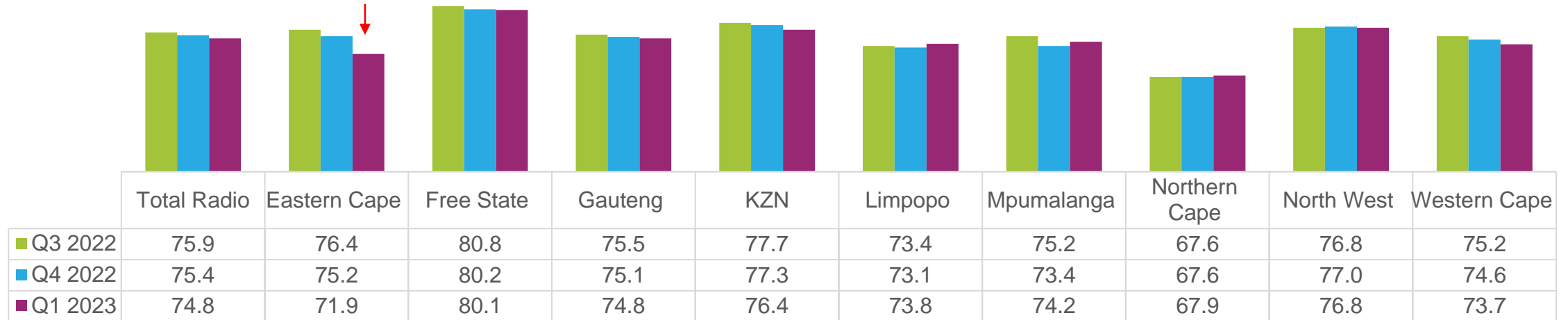
Free State, North West and KZN have the highest levels of P7D listenership.



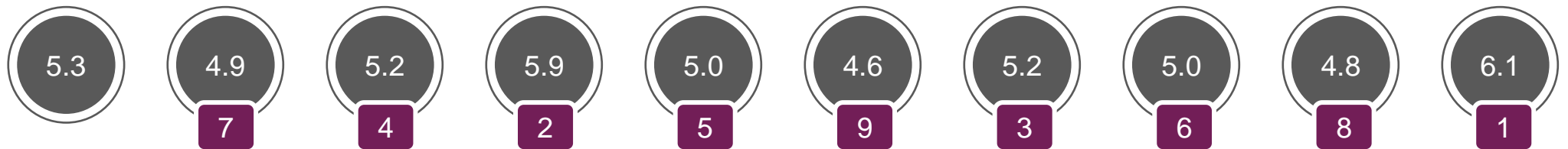
LISTENERSHIP AND MEDIA MEASURES FOR PROVINCE

Listenership across provinces is steady, apart from the Eastern Cape.

P7D Listenership and Media Repertoire%
By province



All media repertoire
(Max 13 media formats, and excludes radio)

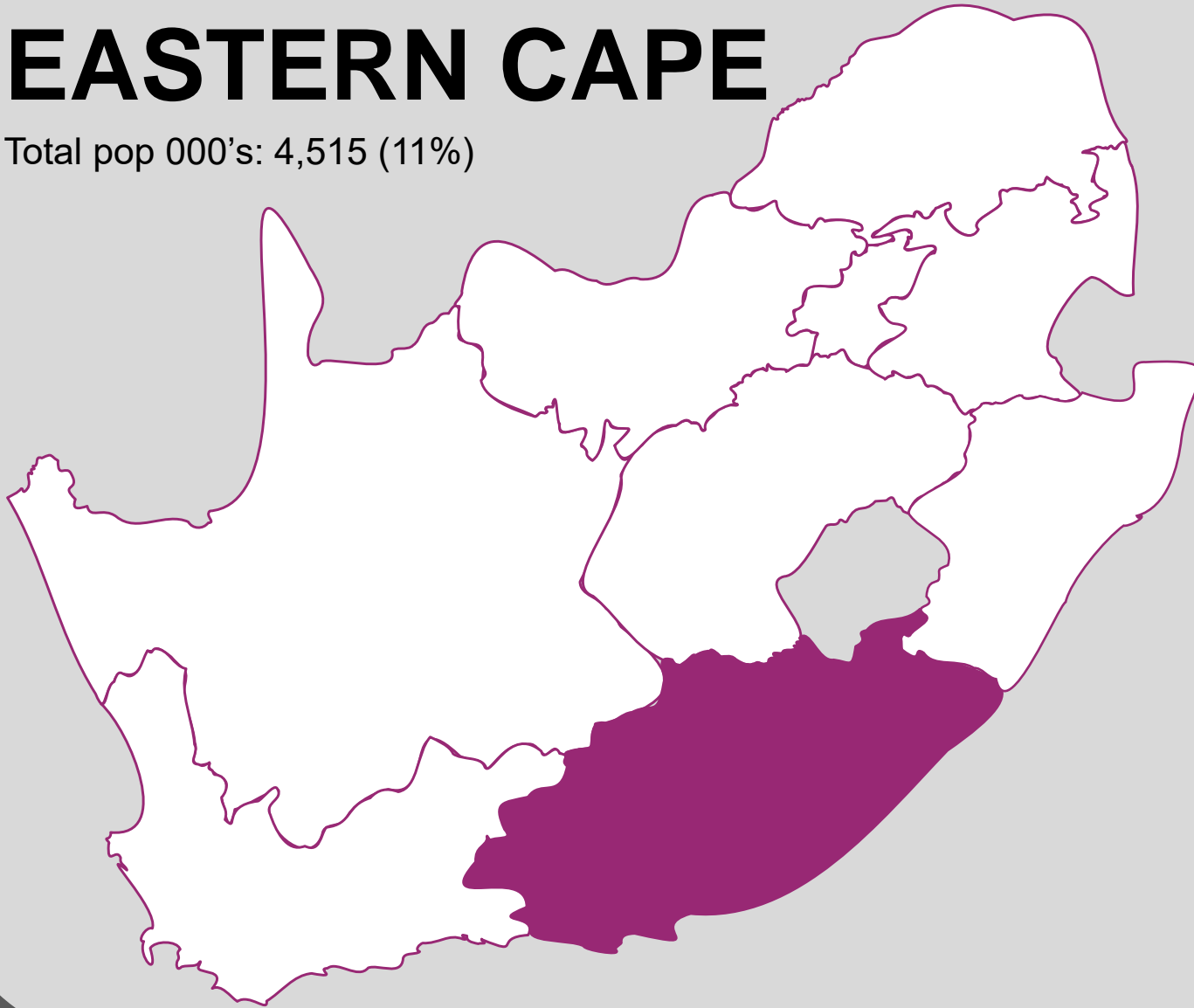


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EASTERN CAPE

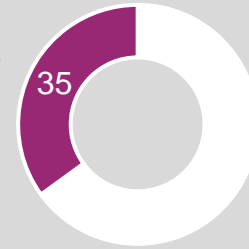
Total pop 000's: 4,515 (11%)



P7D
LISTENERS %

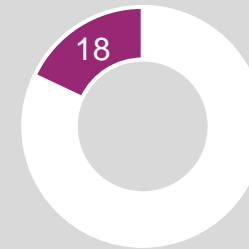
AUD 000's

METRO



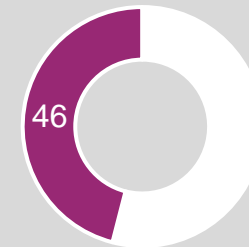
1,146

URBAN



593

RURAL



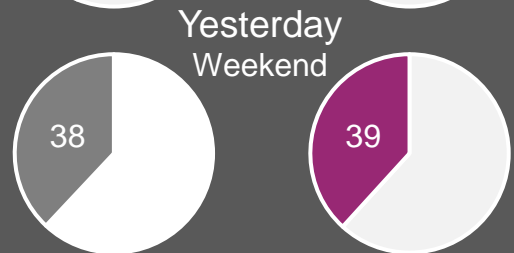
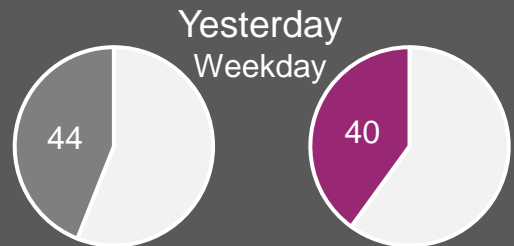
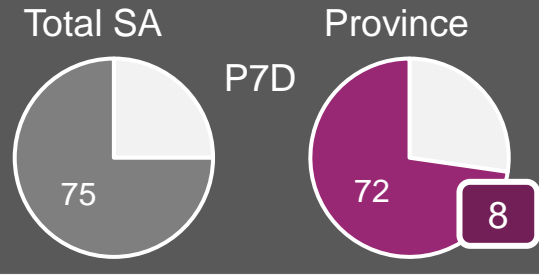
1,509

TOTAL = 100%

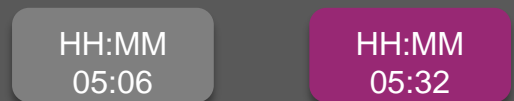
3,248

EASTERN CAPE %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 4,515; n=4,163



TSL
Average day

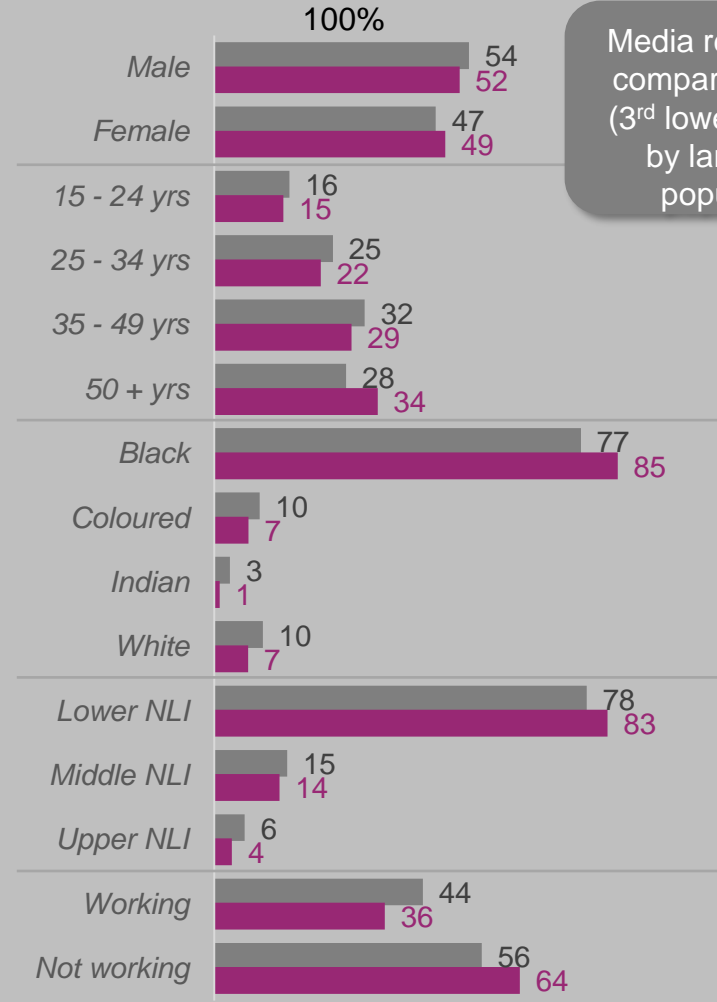


Total SA
Province

2nd lowest P7D reach, but with heavy listening time, indicating a devoted core audience. Ave. weekday and weekend day have equal yesterday reach.

P7D RADIO PROFILE %

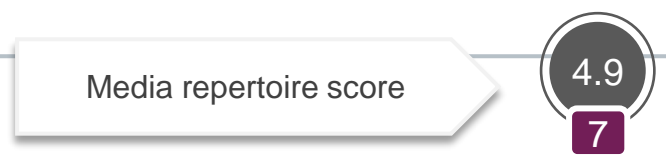
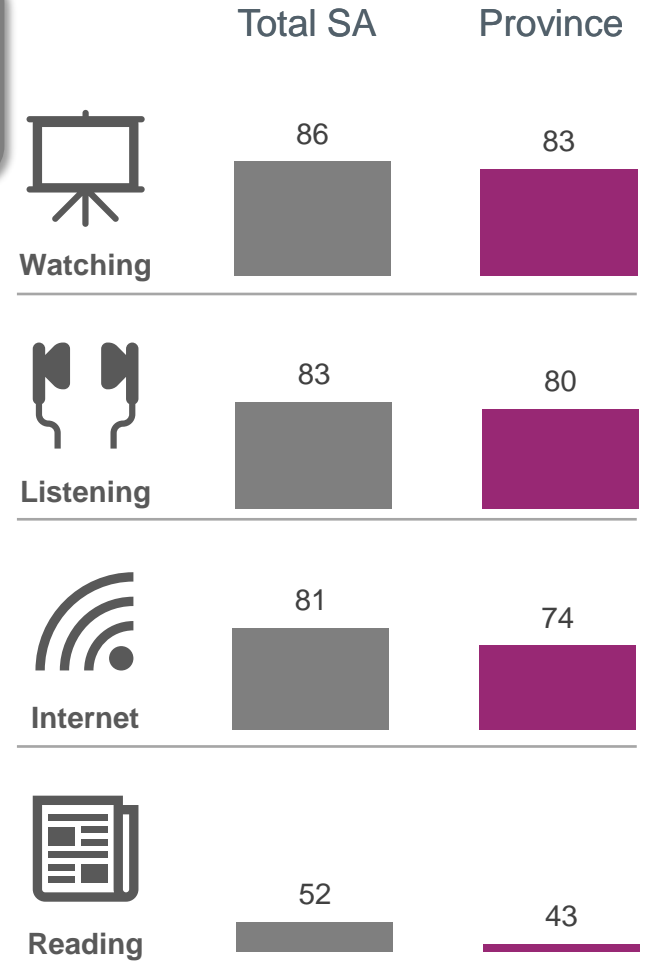
Total SA listeners 000's: 31,829; n=28,133
Province listeners 000's: 3,248; n=3,079



Media repertoire is comparatively low (3rd lowest), driven by large rural population.

P7D MEDIA %

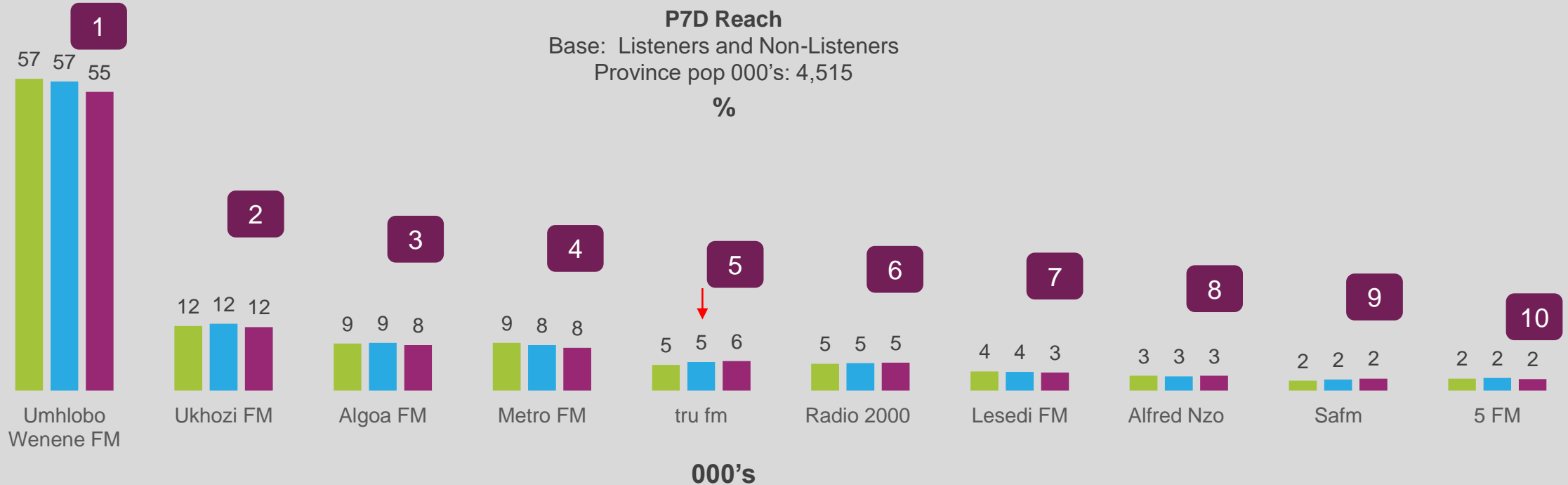
Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 4,515; n=4,163



EASTERN CAPE P7D AUDIENCE – TOP 10 STATIONS

With 2.5 Million listeners, Umhlobo Wenene attracts the lionshare of the province’s listenership.

Ukhozi FM, Aloqa FM and Metro FM each have a reach in excess of 350 000 listeners weekly.



	Q3 2022	Q4 2022	Q1 2023	Q3 2022	Q4 2022	Q1 2023	Q3 2022	Q4 2022	Q1 2023	Q3 2022	Q4 2022	Q1 2023	Q3 2022	Q4 2022	Q1 2023	Q3 2022	Q4 2022	Q1 2023	Q3 2022	Q4 2022	Q1 2023	Q3 2022	Q4 2022	Q1 2023						
Umhlobo Wenene FM	2,575	2,553	2,466	538	554	528	393	398	381	396	380	358	215	241	246	225	230	237	165	160	155	127	121	125	87	96	106	103	107	101

Q3 2022	Q4 2022	Q1 2023
n=3,982	n=4,029	n=4,163

Significant decrease;
95% conf.
Q4 2023 vs Q3 2022

FREE STATE

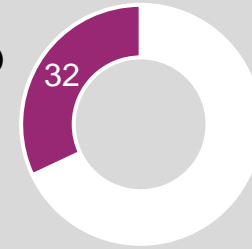
Total pop 000's: 2,095 (5%)



P7D
LISTENERS %

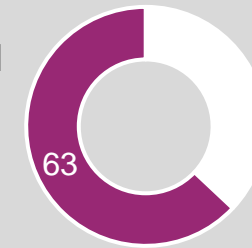
AUD 000's

METRO



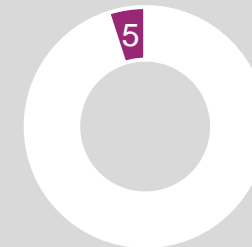
533

URBAN



1,059

RURAL



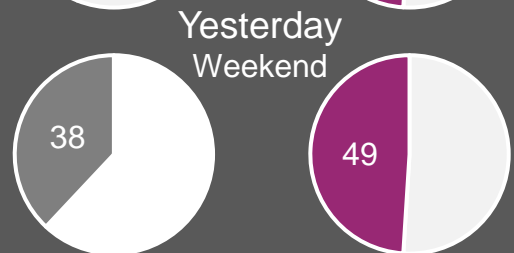
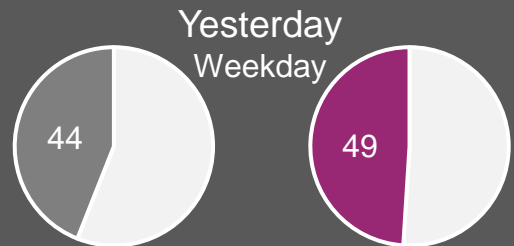
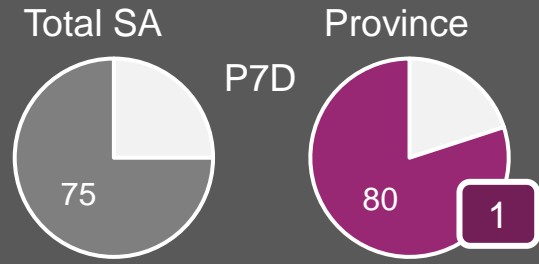
86

TOTAL = 100%

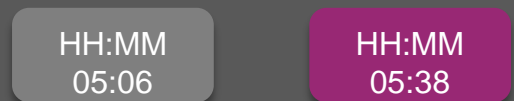
1,678

FREE STATE %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 2,095; n=1,809



TSL
Average day

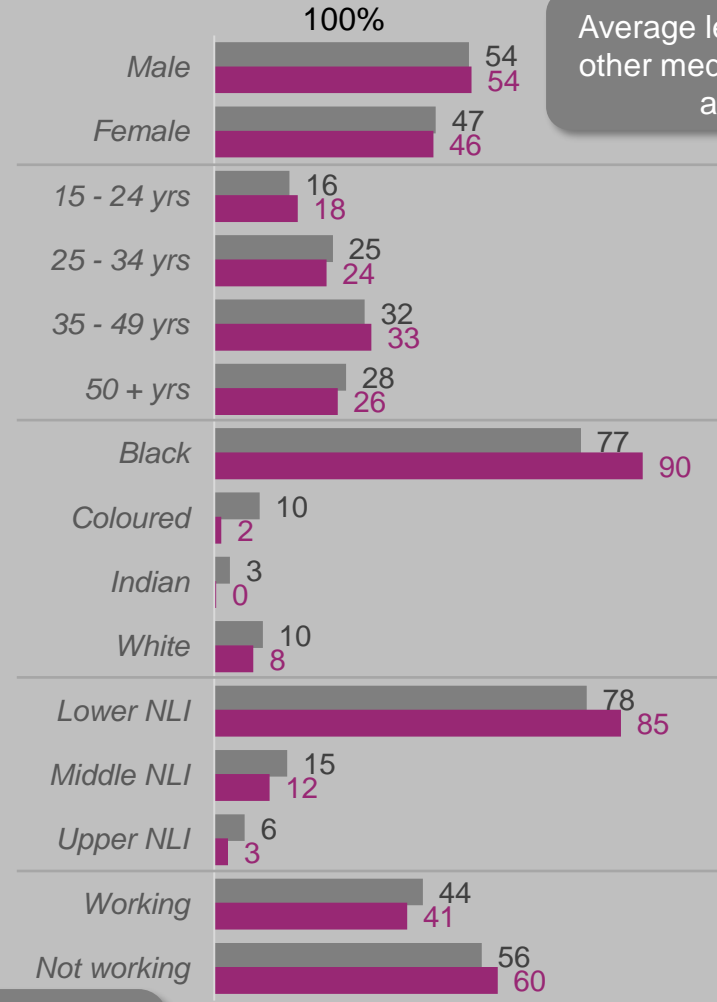


Total SA
 Province

A radio heartland with highest P7D reach and the heaviest listening.

P7D RADIO PROFILE %

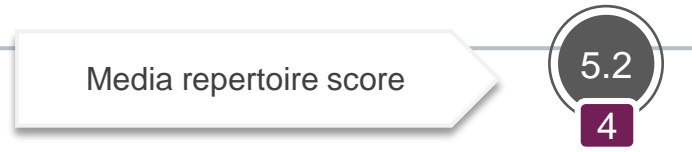
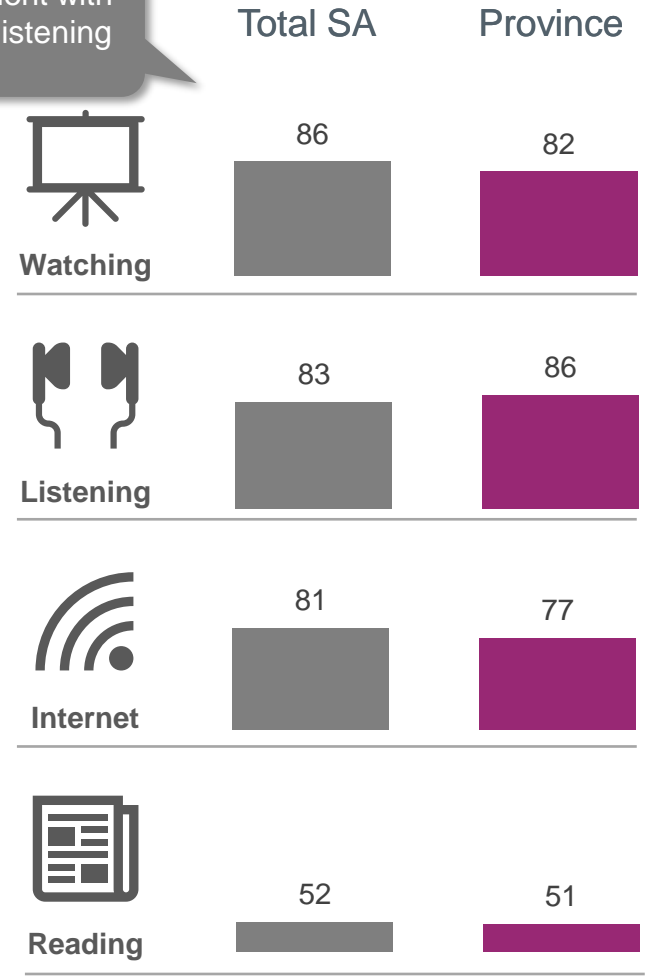
Total SA listeners 000's: 31,829; n=28,133
Province listeners 000's: 1,678; n=1,459



Average level engagement with other media types, but listening activities lead.

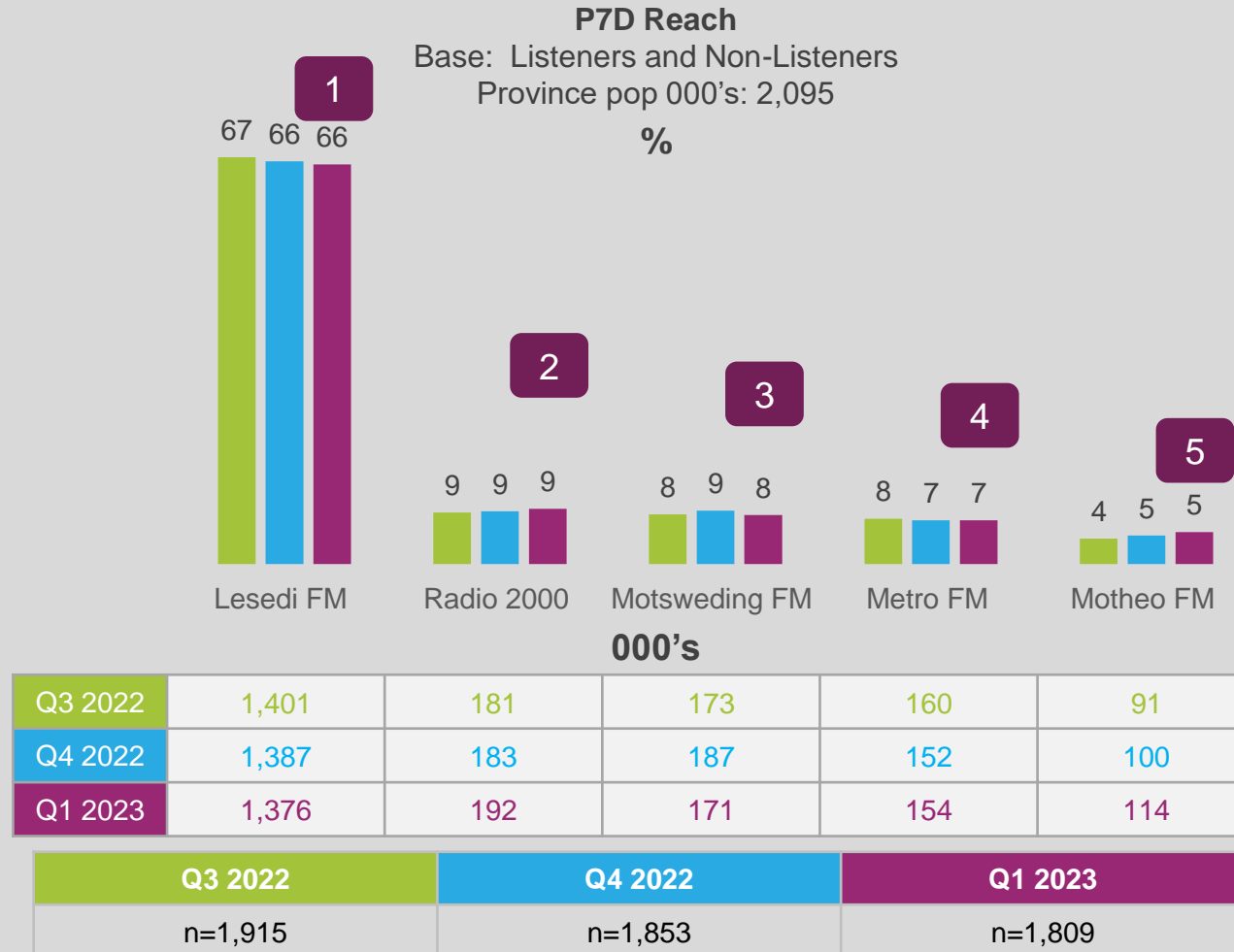
P7D MEDIA %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 2,095; n=1,809



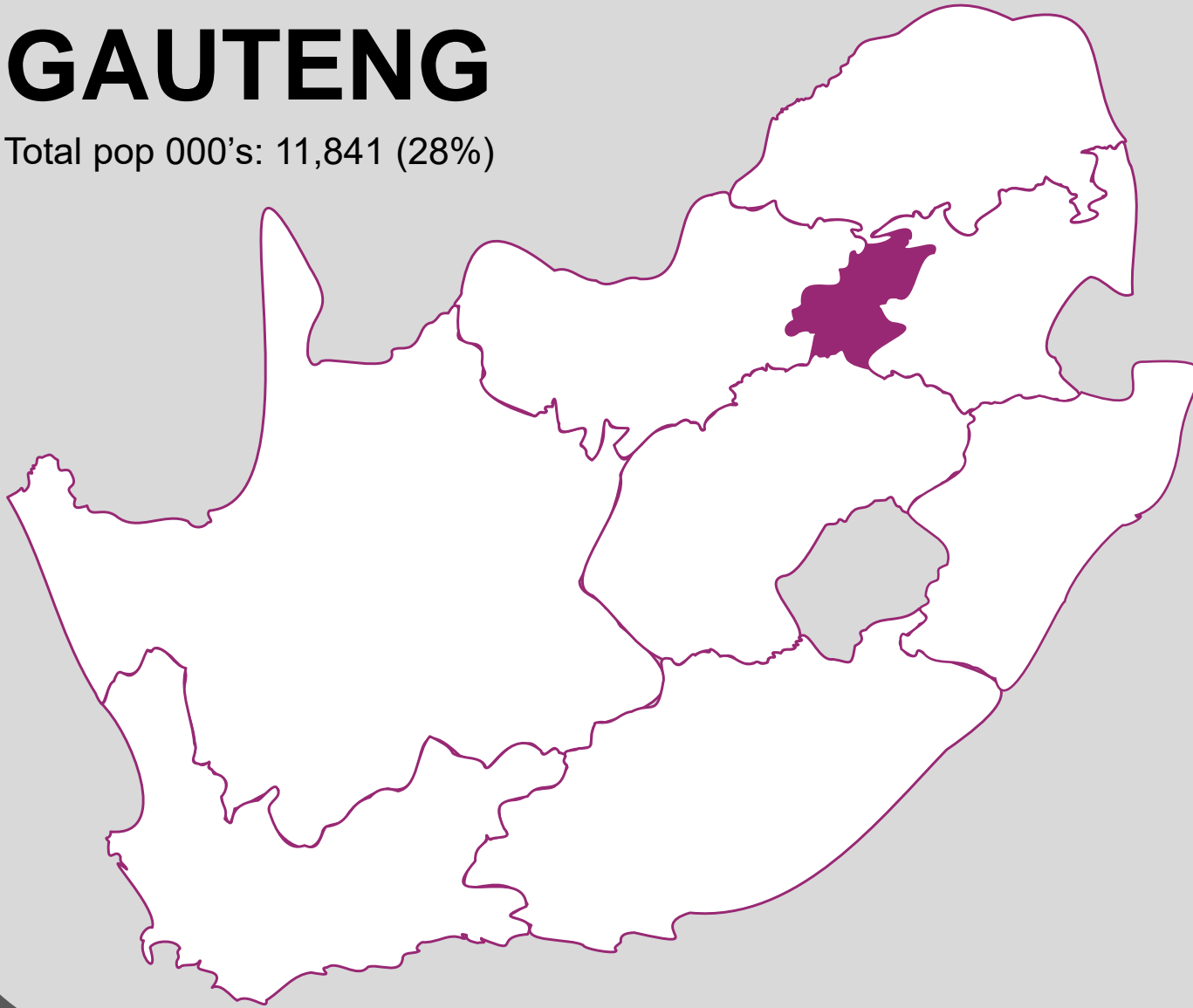
FREE STATE P7D AUDIENCE – TOP 10 STATIONS

Lesedi has an exceptionally high reach with two thirds of the Free State population and is the foundation of radio's strength in the province. Beyond the top 5 stations, station audiences are well below 100,000.



GAUTENG

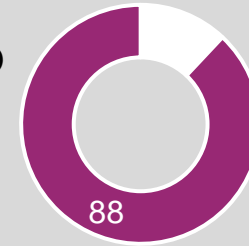
Total pop 000's: 11,841 (28%)



P7D
LISTENERS %

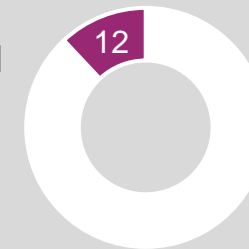
AUD 000's

METRO



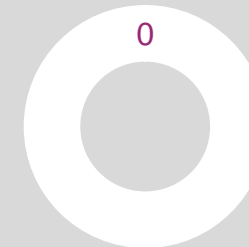
7,781

URBAN



1,042

RURAL



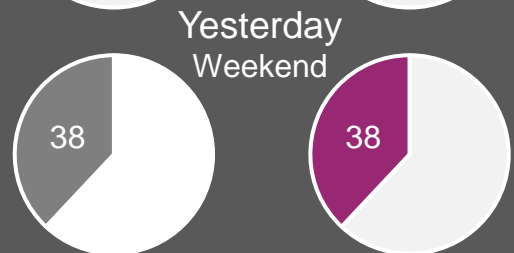
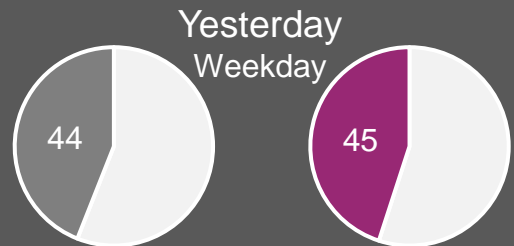
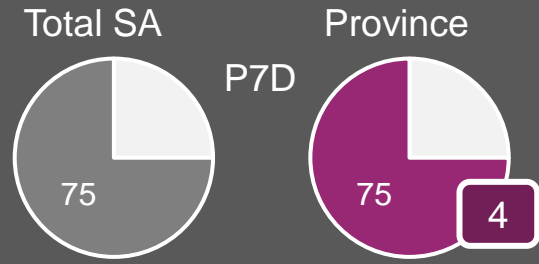
35

TOTAL = 100%

8,858

GAUTENG %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 11,841; n=9,936



TSL
Average day

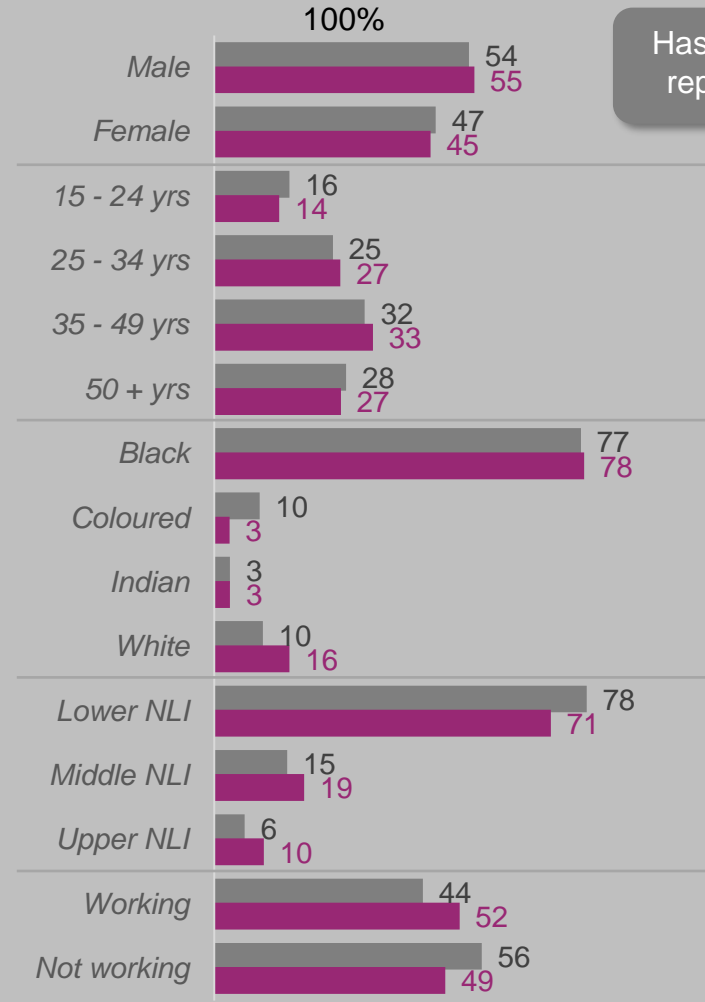
HH:MM
05:06

HH:MM
04:58

Total SA
 Province

P7D RADIO PROFILE %

Total SA listeners 000's: 31,829; n=28,133
Province listeners 000's: 8,858; n=7,463

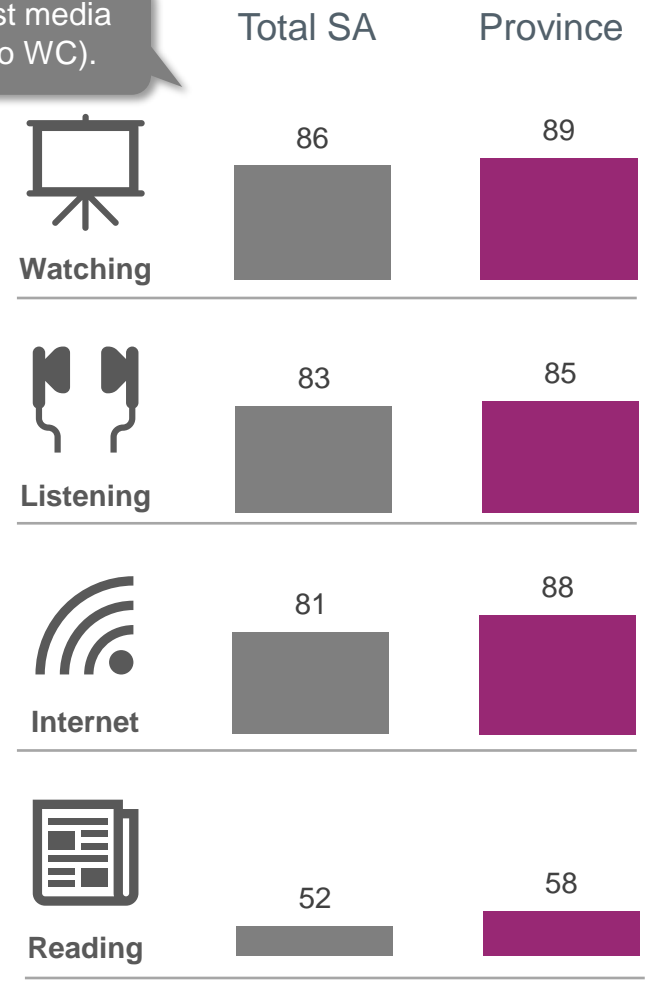


Has the 2nd highest media repertoire (Next to WC).

P7D and average yesterday listening metrics are on par with Total SA, but with lighter listeners (3rd lowest).

P7D MEDIA %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 11,841; n=9,936

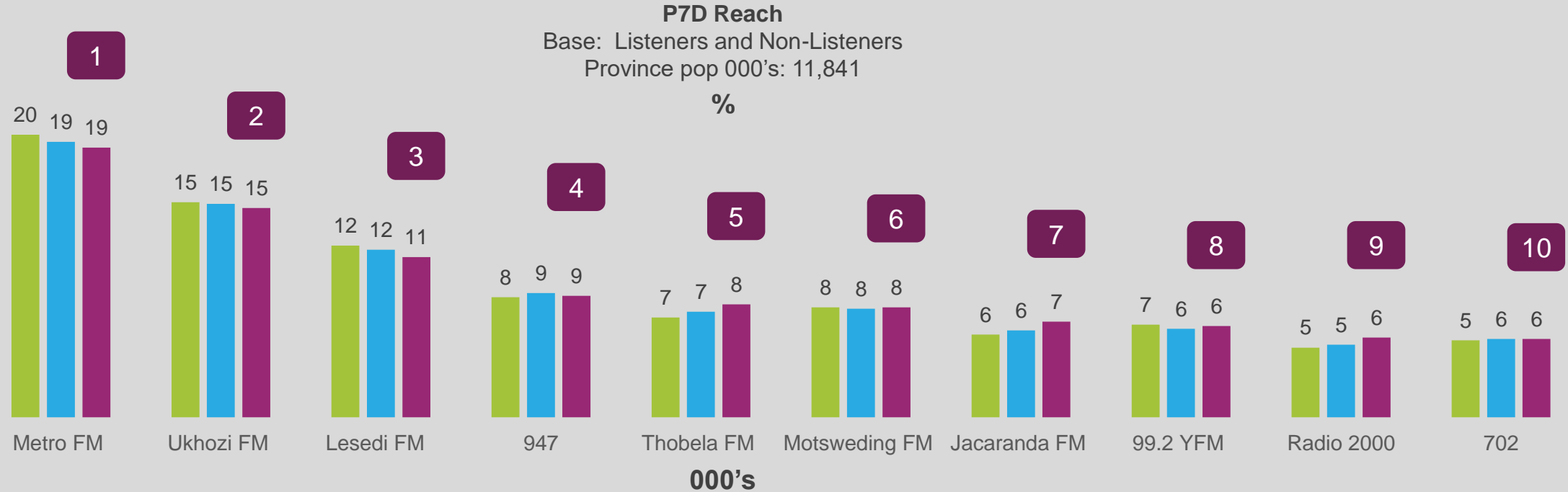


Media repertoire score

5.9
2

GAUTENG P7D AUDIENCE – TOP 10 STATIONS

Gauteng’s listening landscape is highly competitive catering to a diverse population. The Top 10 radio stations in the provinces enjoy sizable audiences in excess of 600 000 P7D listeners.

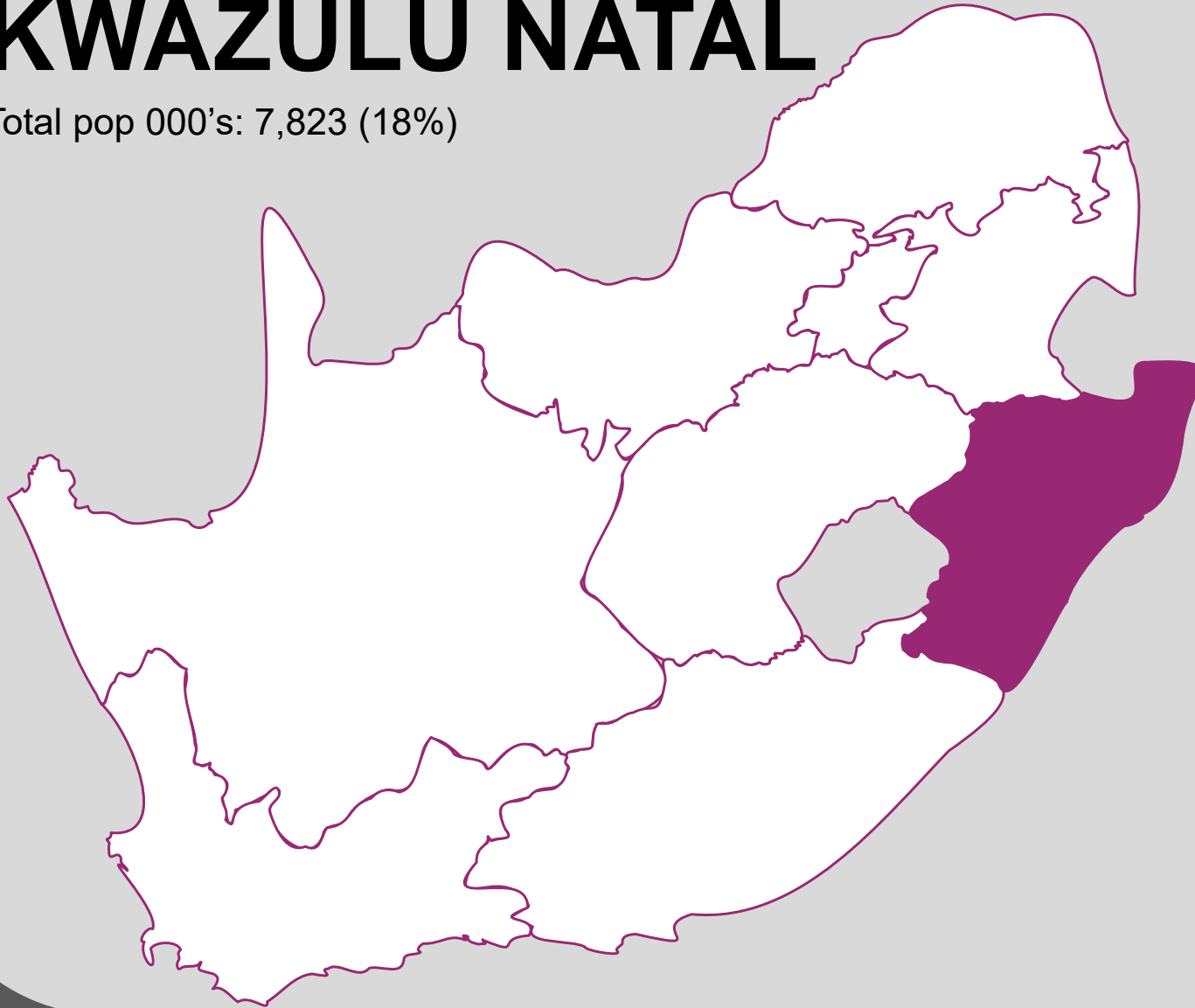


Q3 2022	2,334	1,777	1,416	993	828	914	684	773	586	635
Q4 2022	2,275	1,764	1,383	1,025	878	905	718	733	608	647
Q1 2023	2,223	1,734	1,327	1,010	932	907	789	756	662	650

Q3 2022	Q4 2022	Q1 2023
n=10,271	n=10,006	n=9,936

KWAZULU NATAL

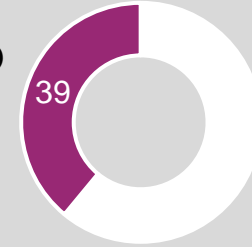
Total pop 000's: 7,823 (18%)



P7D
LISTENERS %

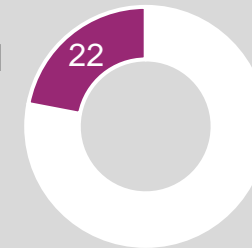
AUD 000's

METRO



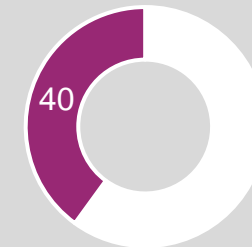
2,317

URBAN



1,308

RURAL



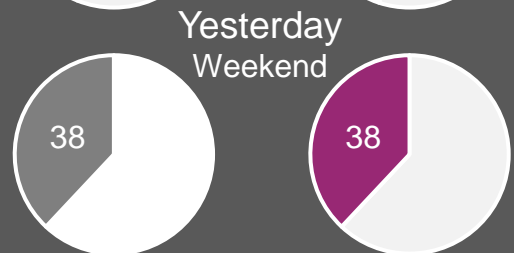
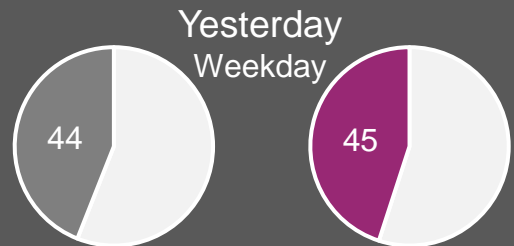
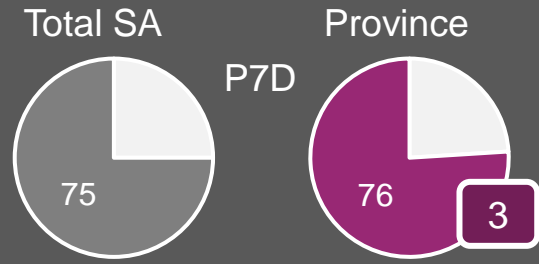
2,354

TOTAL = 100%

5,979

KWAZULU NATAL%

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 7,823; n=6,656



TSL
Average day

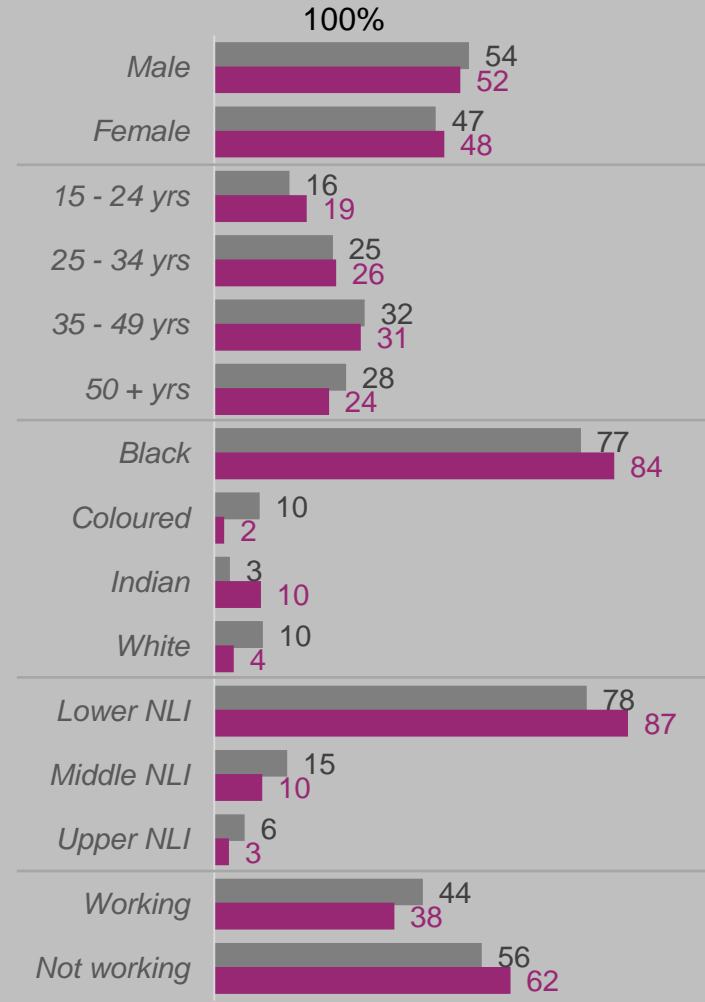
HH:MM
05:06

HH:MM
5:15

Total SA
 Province

P7D RADIO PROFILE %

Total SA listeners 000's: 31,829; n=28,133
Province listeners 000's: 5,979; n=5,152

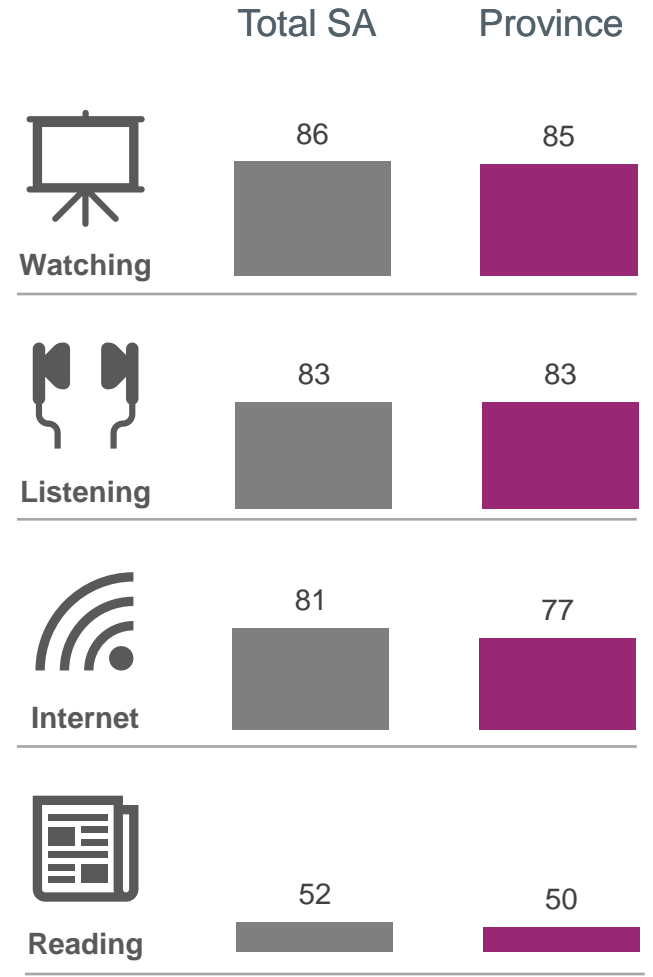


P7D and yesterday listening metrics are slightly higher than average, but with heavy listeners.

The province's large metro population increases its media repertoire, taking it to a midpoint.

P7D MEDIA %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 7,823; n=6,656



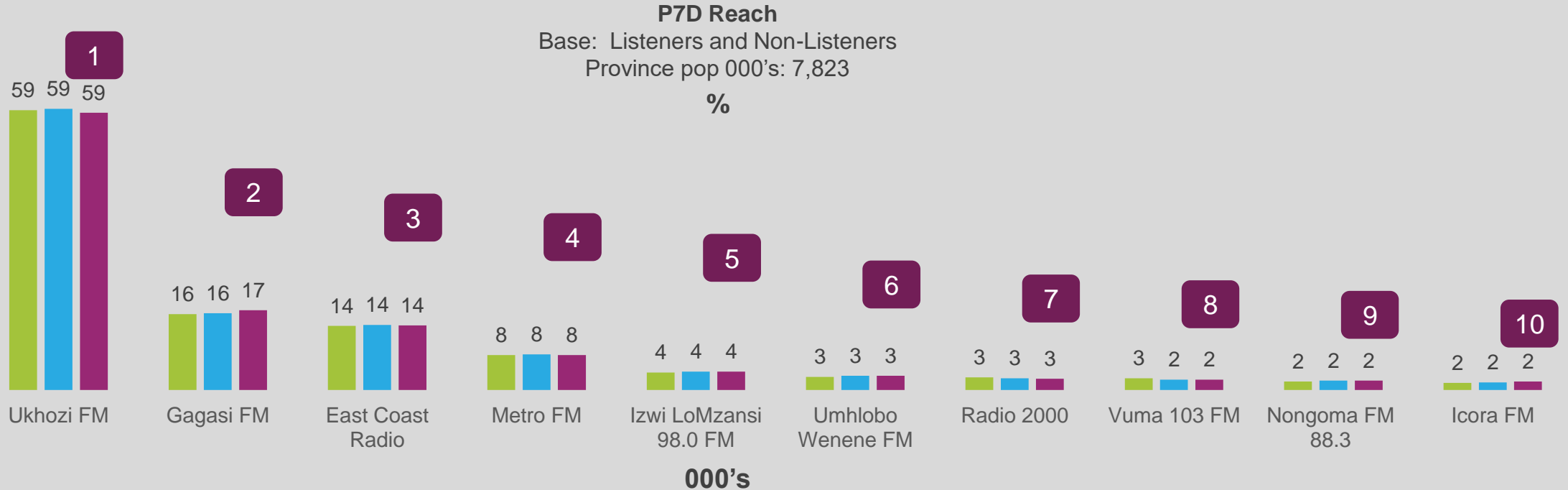
Media repertoire score

5.0
5

KWAZULU-NATAL P7D AUDIENCE – TOP 10 STATIONS

Ukhozi FM leads in the Top 10, with a massive P7D core listenership.

Gagasi and East Coast Radio reach over a million listeners in an average week.

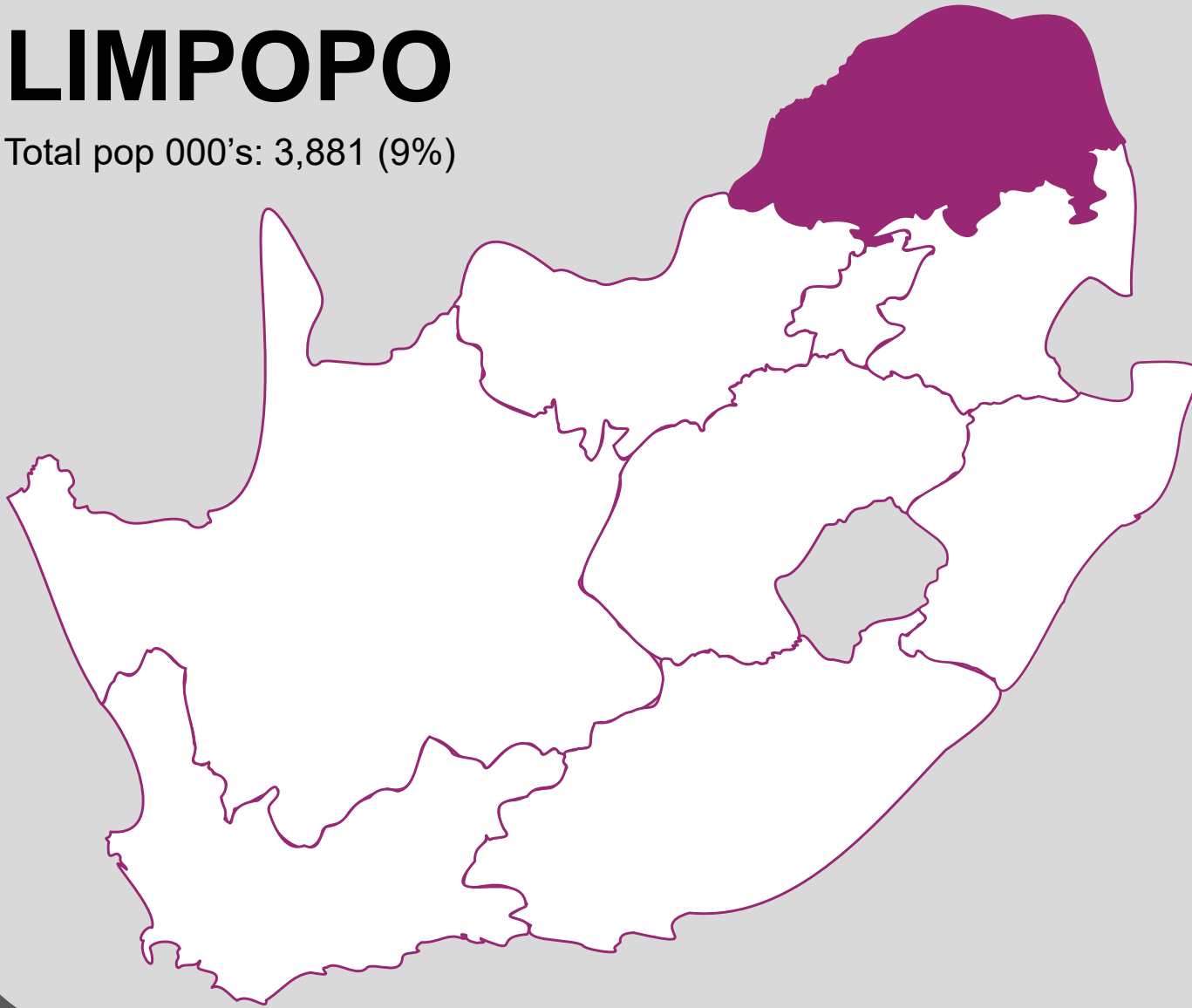


	000's									
Q3 2022	4,617	1,262	1,061	584	295	223	218	205	146	124
Q4 2022	4,641	1,278	1,078	593	310	239	205	177	161	136
Q1 2023	4,573	1,323	1,074	589	312	240	199	183	161	150

Q3 2022	Q4 2022	Q1 2023
n=6,811	n=6,709	n=6,656

LIMPOPO

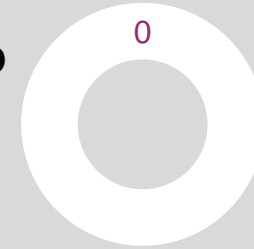
Total pop 000's: 3,881 (9%)



P7D
LISTENERS %

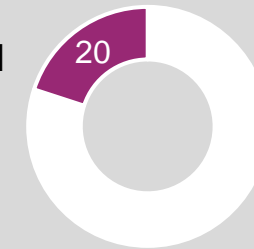
AUD 000's

METRO



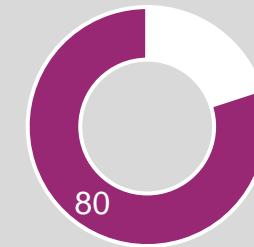
0

URBAN



577

RURAL



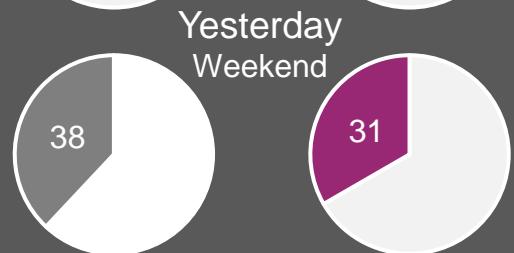
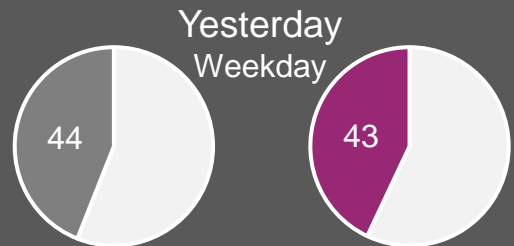
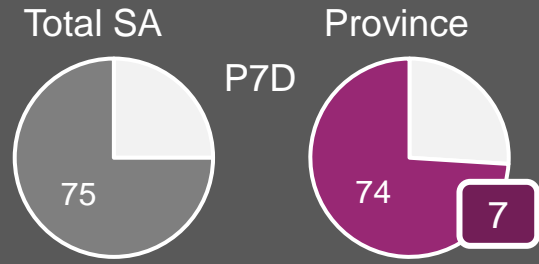
2,288

TOTAL = 100%

2,865

LIMPOPO %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 3,881; n=3,334



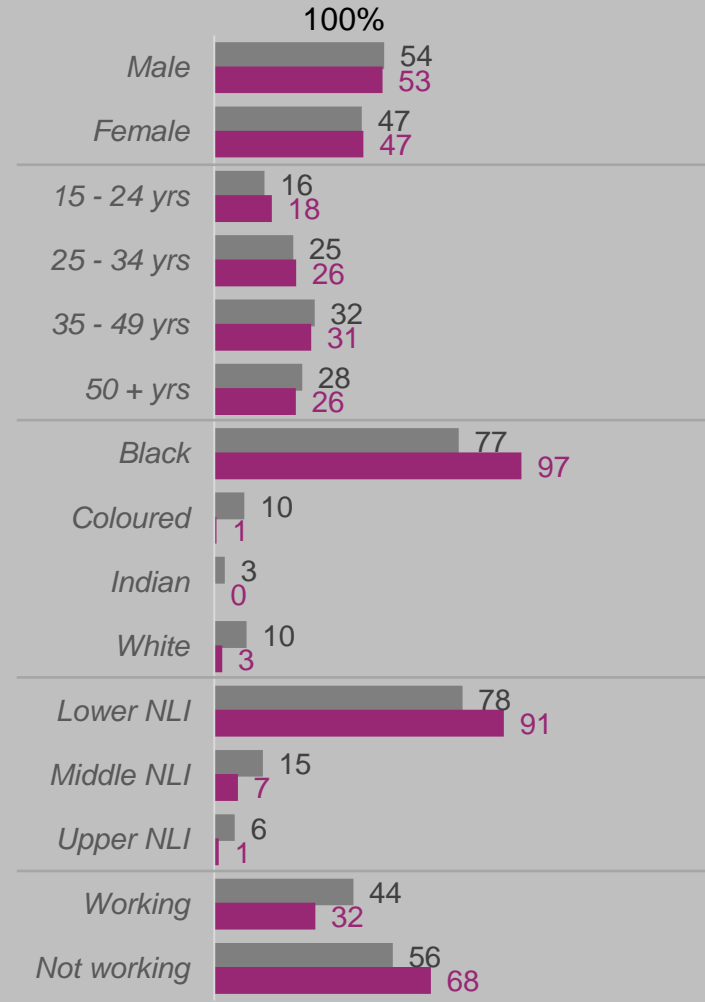
TSL
Average day



Total SA
 Province

P7D RADIO PROFILE %

Total SA listeners 000's: 31,829; n=28,133
Province listeners 000's: 2,865; n=2,488

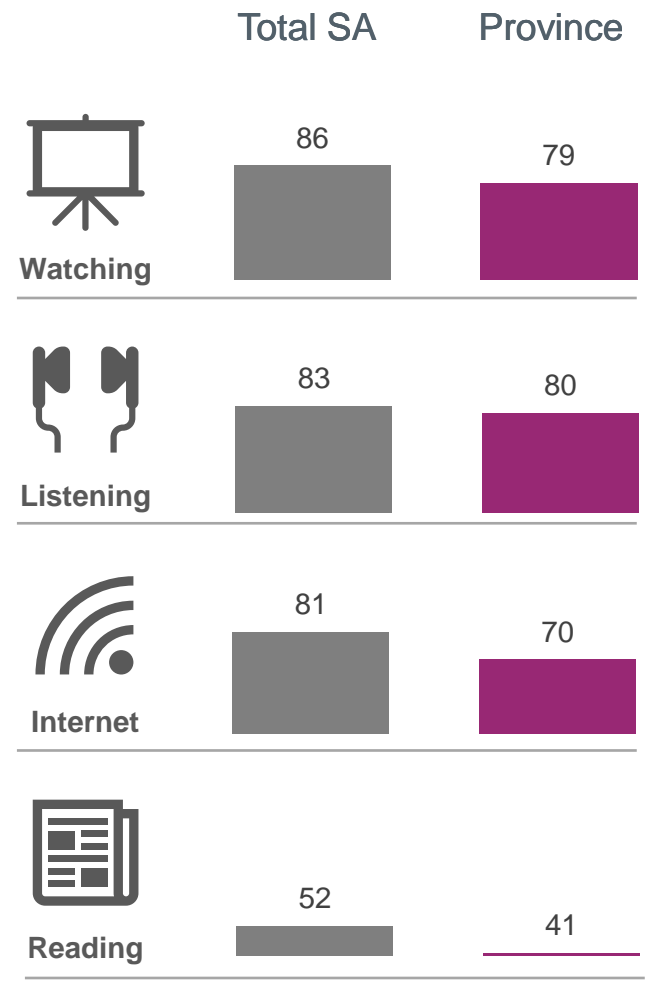


Light listeners, with P7D and average weekday listening metrics on par with total population. Weekend reach is low.

The lower levels of media engagement echo our rural findings, this is especially true for internet

P7D MEDIA %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 3,881; n=3,334

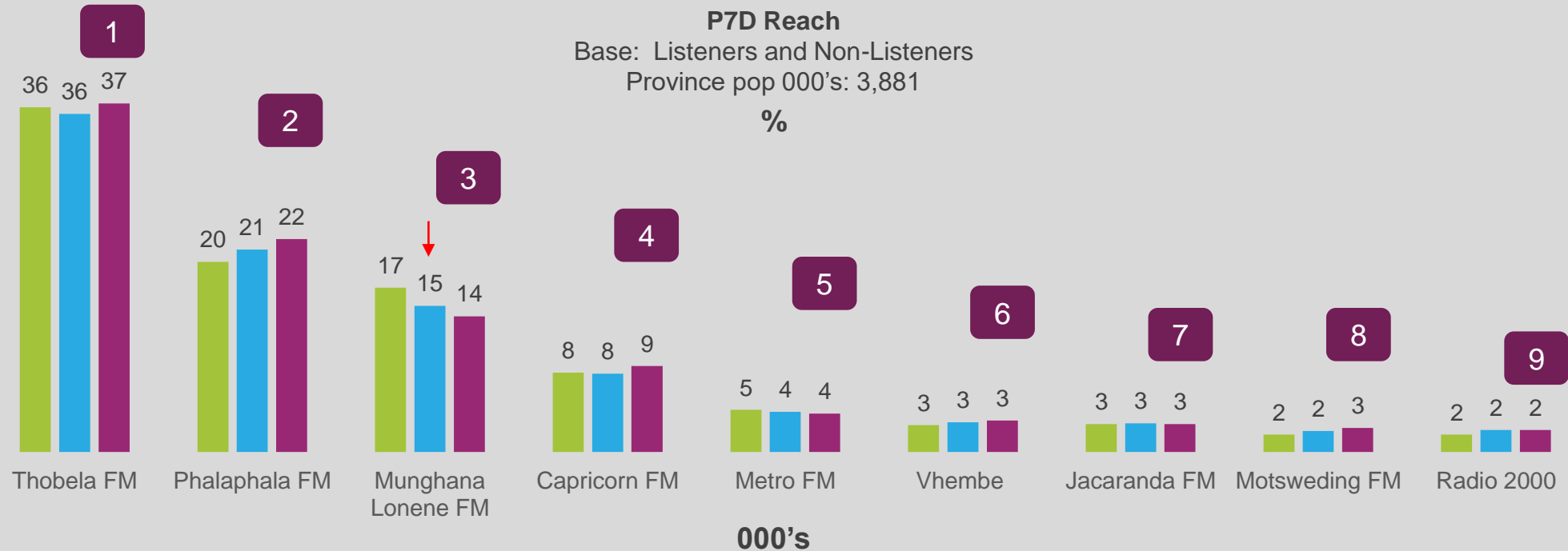


Media repertoire score



LIMPOPO P7D AUDIENCE – TOP 10 STATIONS

The Top 2, Thobela FM and Phalaphala FM, are trending upwards. Munghana Lonene and Capricorn have substantial audiences, with Capricorn's listening trending upwards.



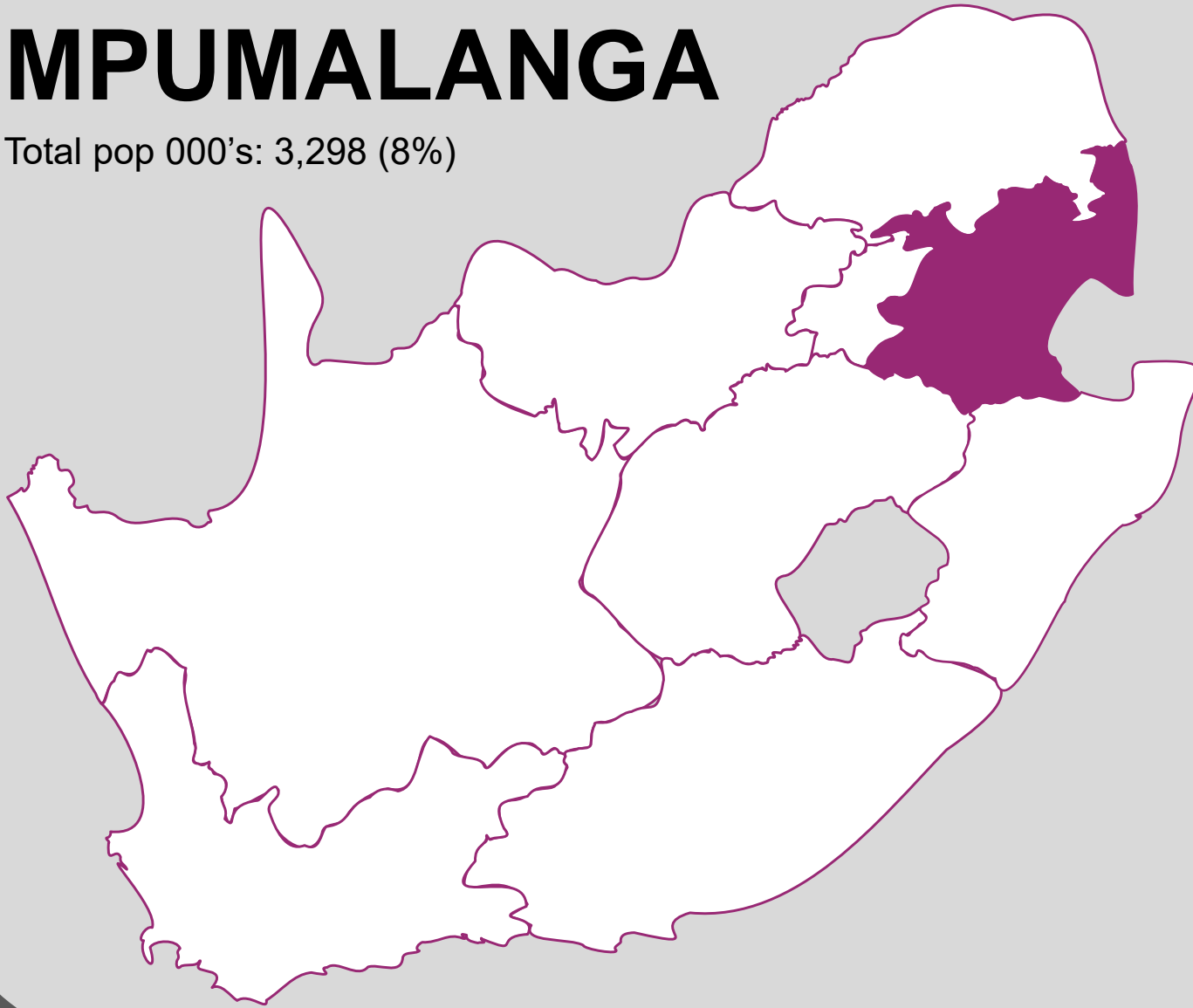
Q3 2022	1,406	774	671	325	174	112	116	75	76
Q4 2022	1,377	827	599	324	166	122	121	91	94
Q1 2023	1,422	868	553	354	159	133	118	100	95

Q3 2022	Q4 2022	Q1 2023
n=3,595	n=3,475	n=3,334

Significant decrease;
95% conf.
Q4 2023 vs Q3 2022

MPUMALANGA

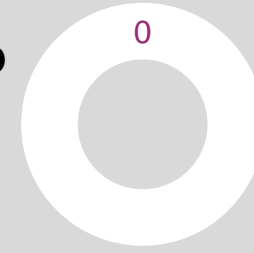
Total pop 000's: 3,298 (8%)



P7D
LISTENERS %

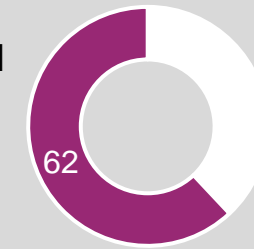
AUD 000's

METRO



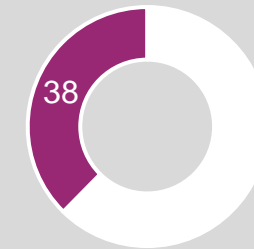
0

URBAN



1,530

RURAL



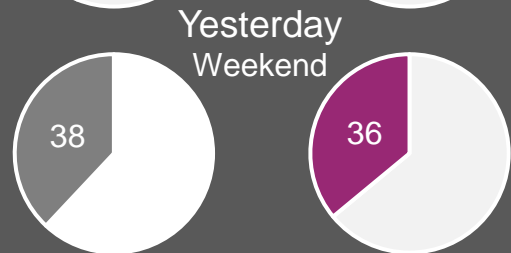
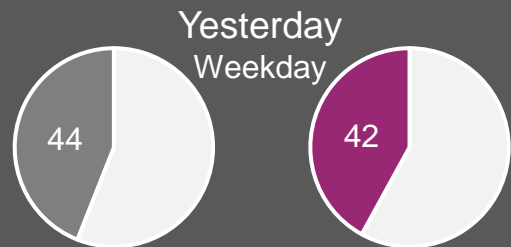
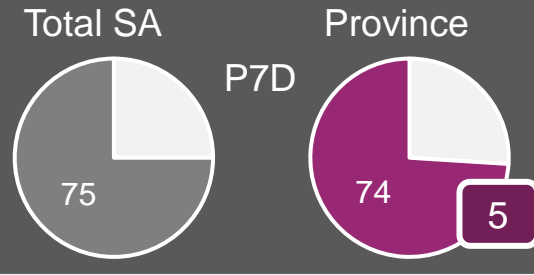
918

TOTAL = 100%

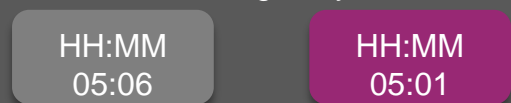
2, 448

MPUMALANGA %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 3,298; n=2,855



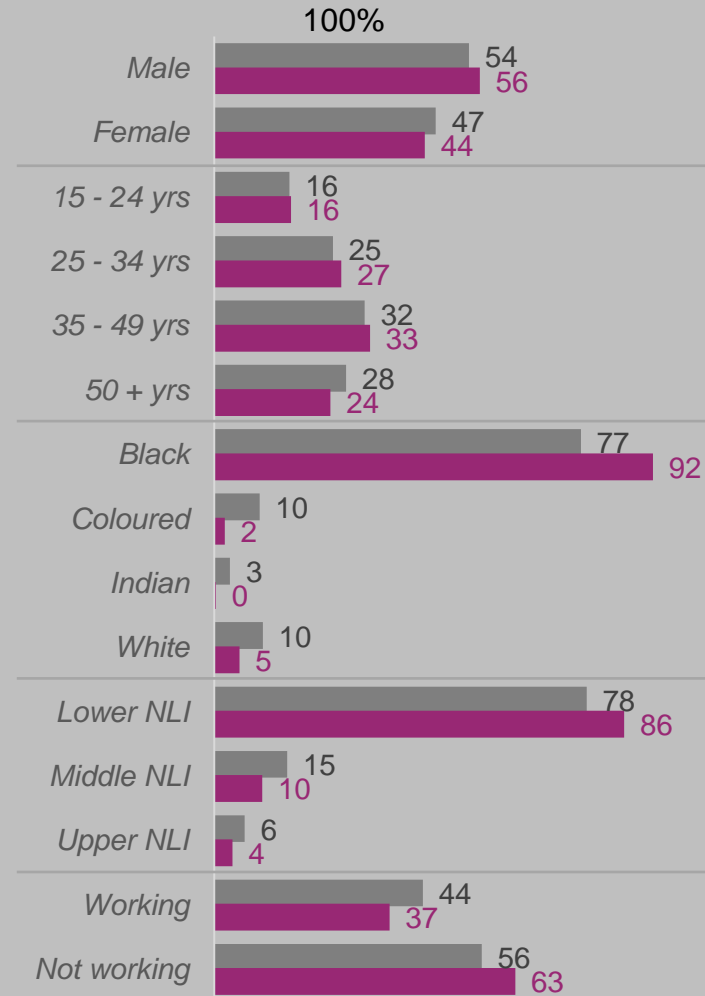
TSL
Average day



Total SA
 Province

P7D RADIO PROFILE %

Total SA listeners 000's: 31,829; n=28,133
Province listeners 000's: 2,448; n=2,150

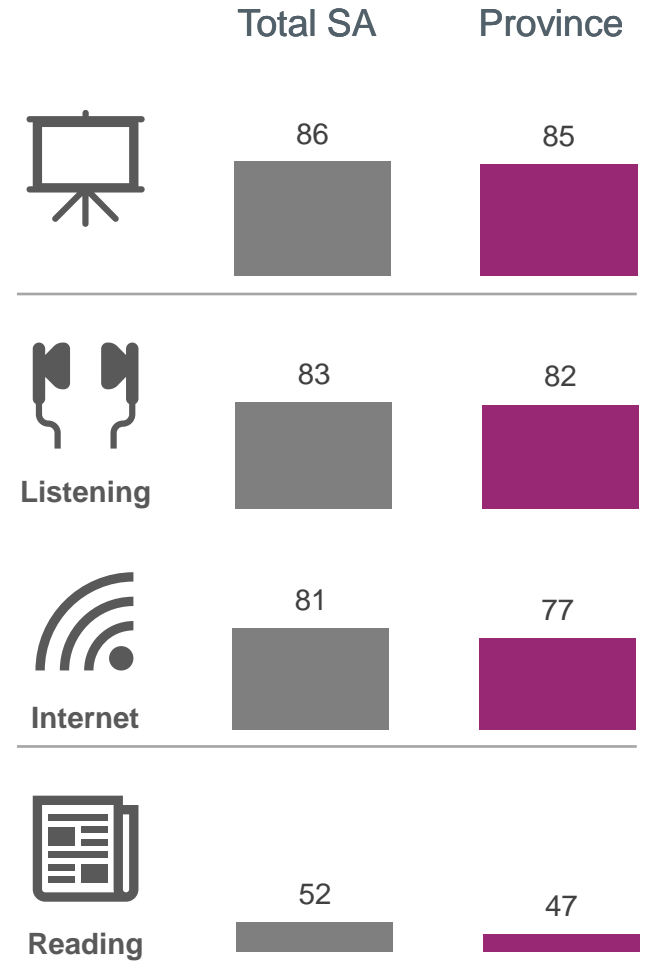


Medium listening time, with P7D and weekday listening metrics lower than total population.

Mpumalanga has the 3rd highest media engagement score.

P7D MEDIA %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 3,298; n=2,855

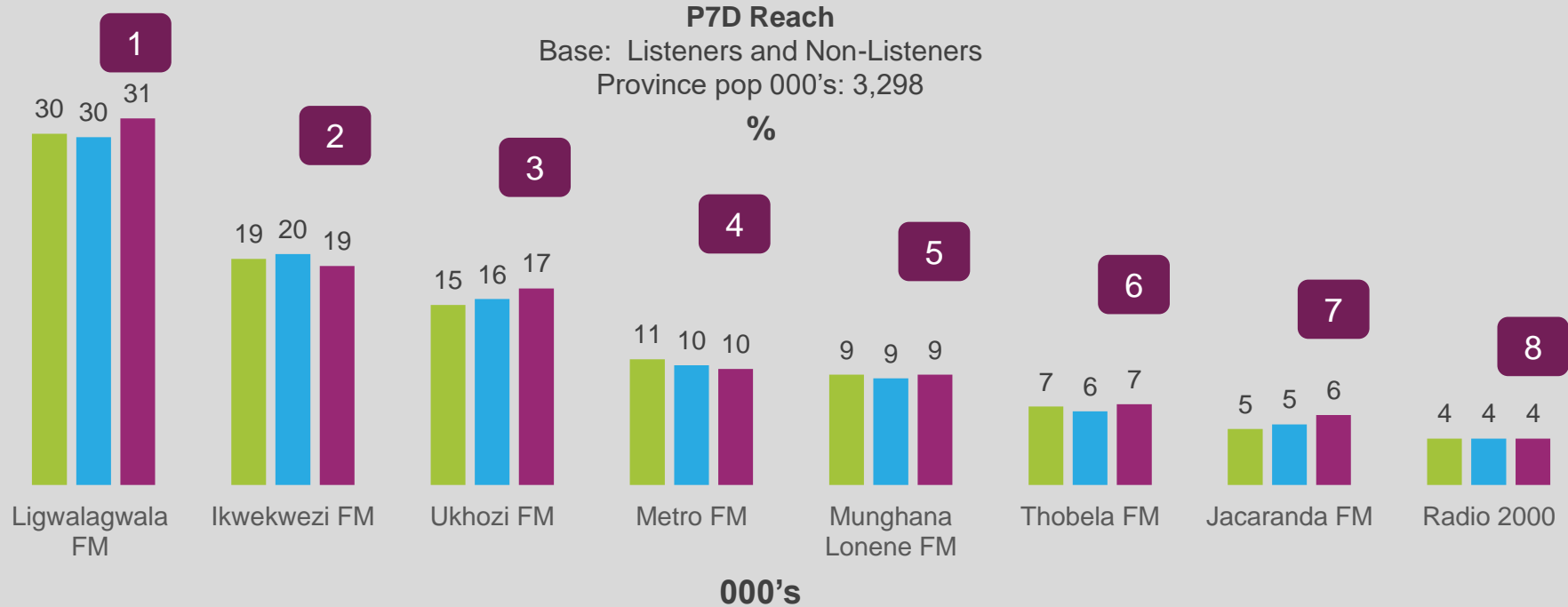


Media repertoire score



MPUMALANGA P7D AUDIENCE – TOP 10 STATIONS

Ligwalagwala FM as the top station in the province is now approaching a reach of 1 Million listeners.

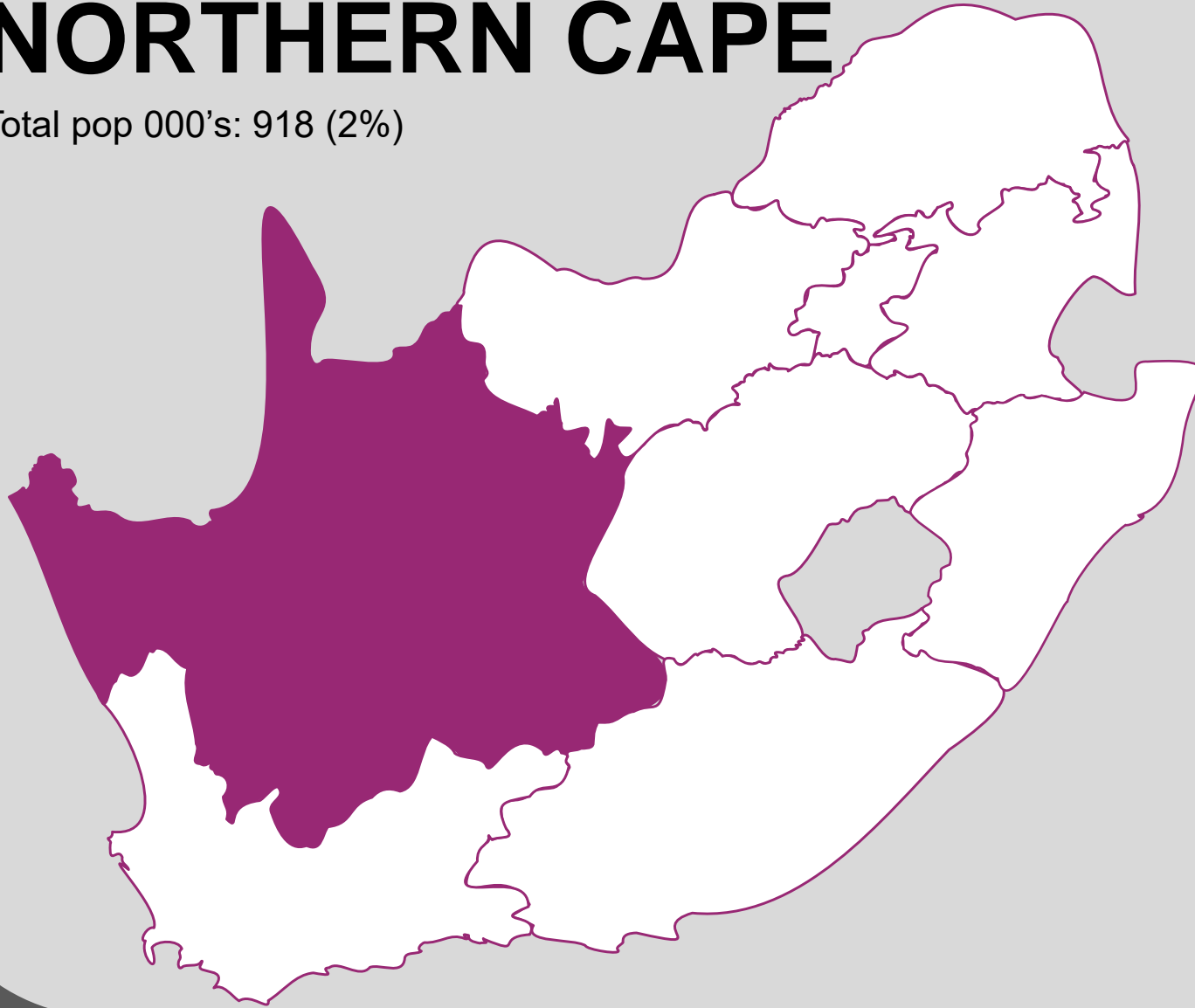


Period	Ligwalagwala FM	Ikwewezi FM	Ukhozi FM	Metro FM	Munghana Lonene FM	Thobela FM	Jacaranda FM	Radio 2000
Q3 2022	984	634	506	352	310	221	158	133
Q4 2022	975	646	520	336	299	209	171	133
Q1 2023	1,027	613	552	325	311	227	199	132

Q3 2022	Q4 2022	Q1 2023
n=3,000	n=2,887	n=2,855

NORTHERN CAPE

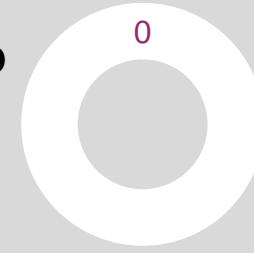
Total pop 000's: 918 (2%)



P7D
LISTENERS %

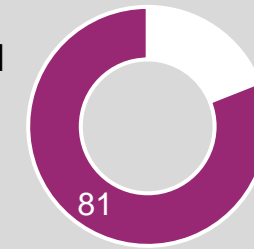
AUD 000's

METRO



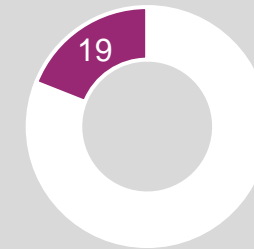
0

URBAN



506

RURAL



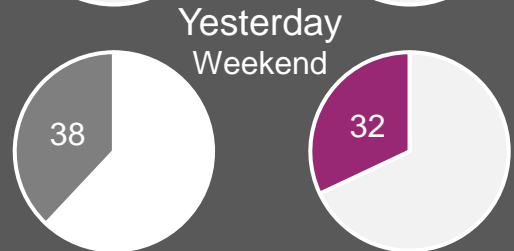
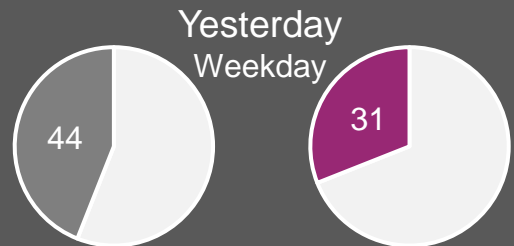
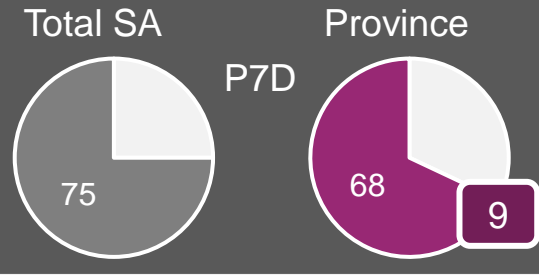
117

TOTAL = 100%

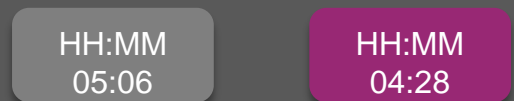
623

NORTHERN CAPE %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 918; n=756



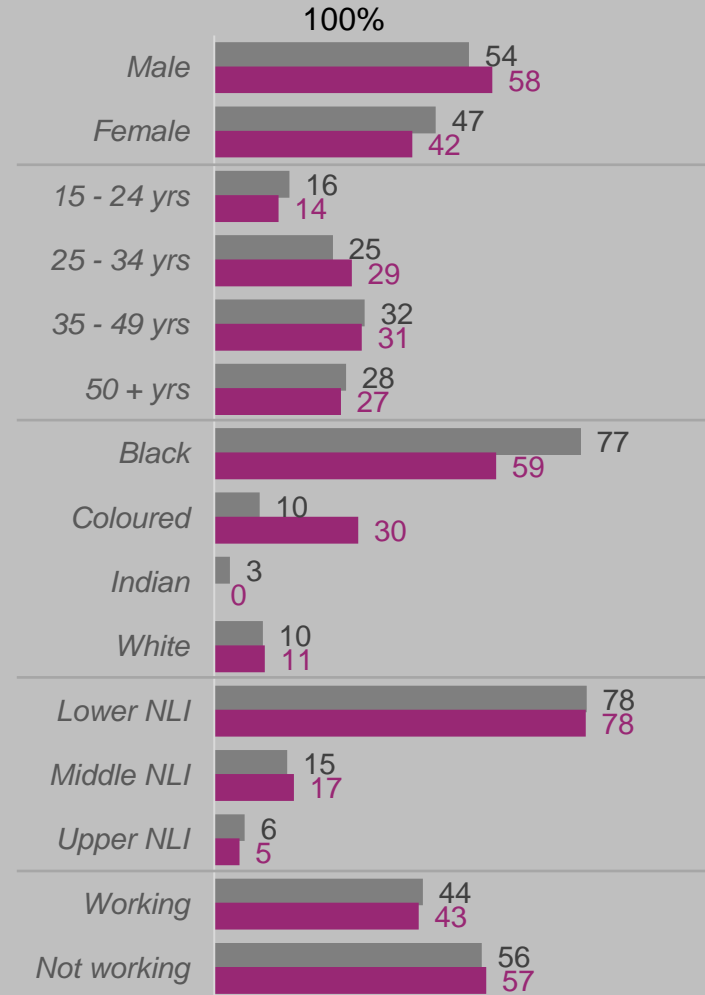
TSL
Average day



Total SA
Province

P7D RADIO PROFILE %

Total SA listeners 000's: 31,829; n=28,133
Province listeners 000's: 623; n=521

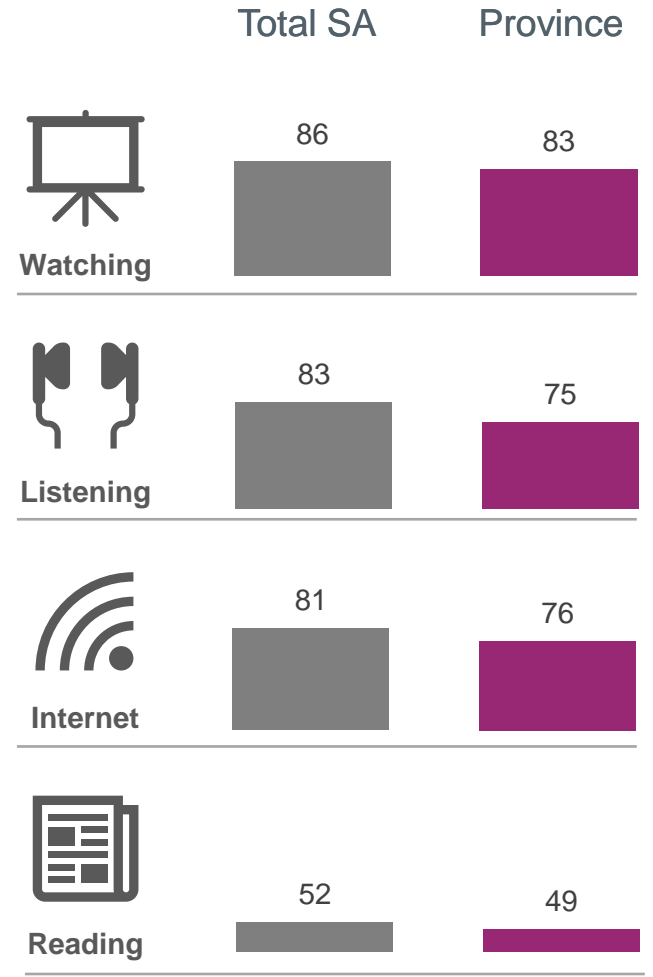


Lowest on all the reach metrics, and has the lightest listening. Equal levels of listening on a weekday and weekend.

Although the population is engaged in other media, listening activities are very low.

P7D MEDIA %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 918; n=756



Media repertoire score



NORTHERN CAPE P7D AUDIENCE – TOP 10 STATIONS

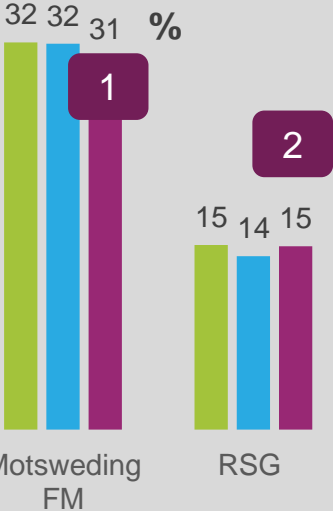
Motsweding FM and RSG reach into the Northern Cape to service listeners.

Stations beyond do not have reliable samples to report.

P7D Reach

Base: Listeners and Non-Listeners

Province pop 000's: 918



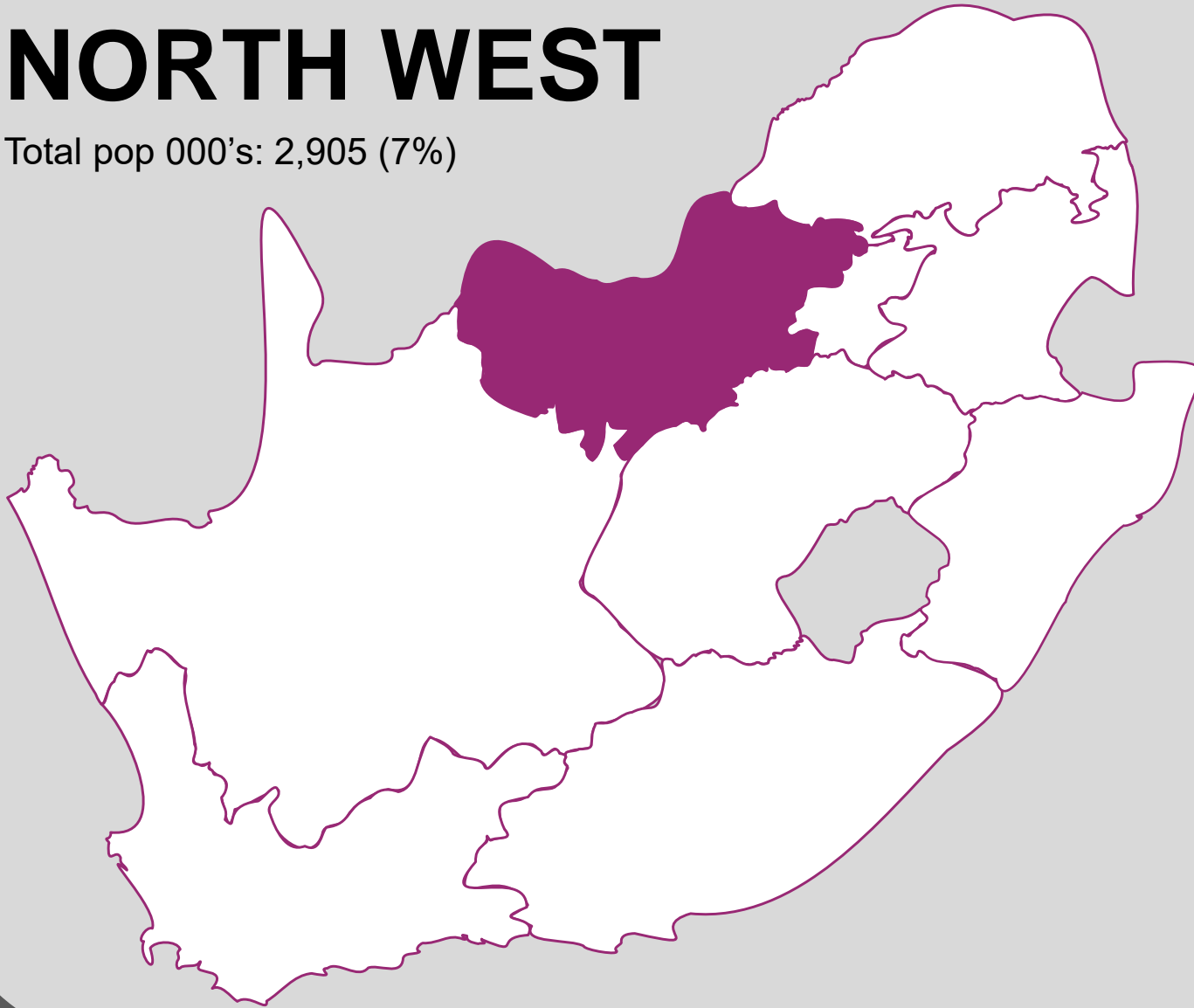
000's

Q3 2022	292	139
Q4 2022	291	132
Q1 2023	281	138

Q3 2022	Q4 2022	Q1 2023
n=780	n=743	n=756

NORTH WEST

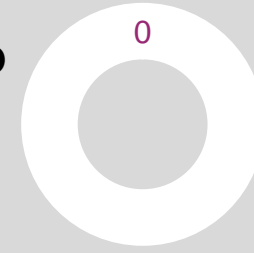
Total pop 000's: 2,905 (7%)



P7D
LISTENERS %

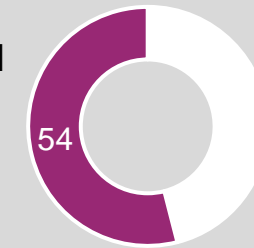
AUD 000's

METRO



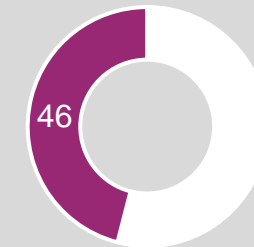
0

URBAN



1,209

RURAL



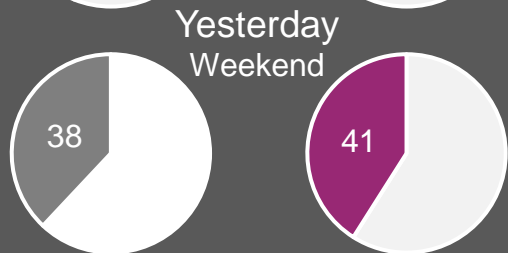
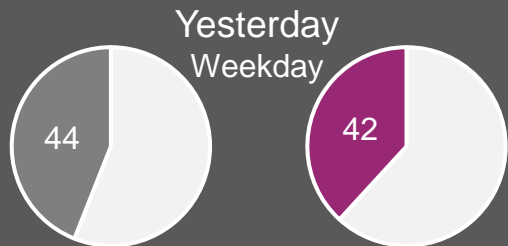
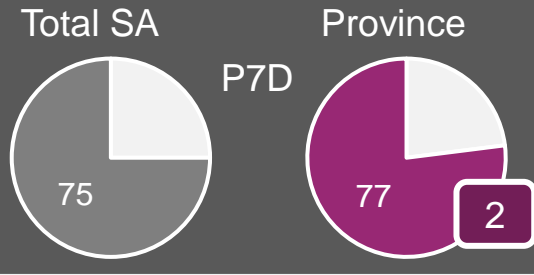
1,022

TOTAL = 100%

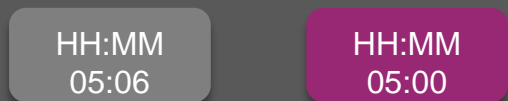
2,231

NORTH WEST %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 2,905; n=2,480



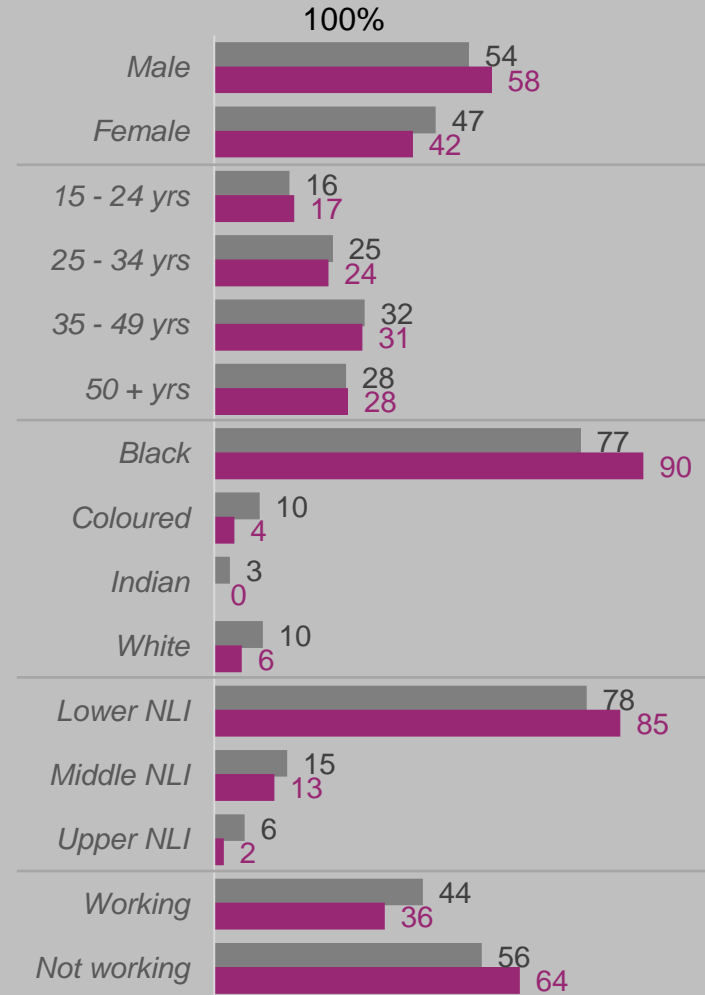
TSL
Average day



Total SA
 Province

P7D RADIO PROFILE %

Total SA listeners 000's: 31,829; n=28,133
Province listeners 000's: 2,231; n=1,930

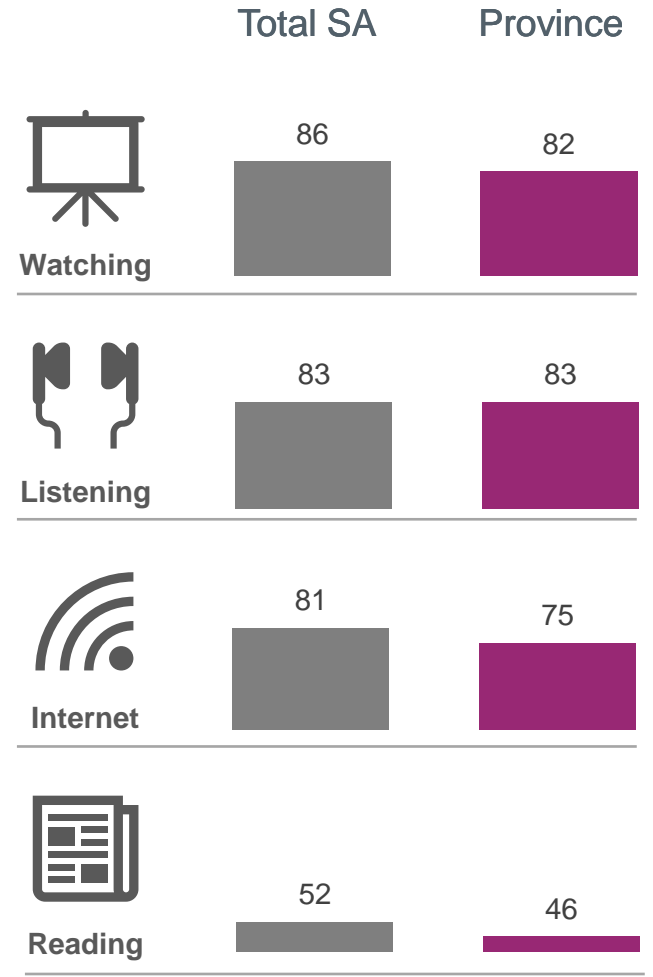


Second highest P7D reach and much higher than average weekend reach, time spent is medium.

Interestingly the media repertoire score is 2nd lowest, due to much lower than average watch activities. Listening and Watching are on par.

P7D MEDIA %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 2,905; n=2,480

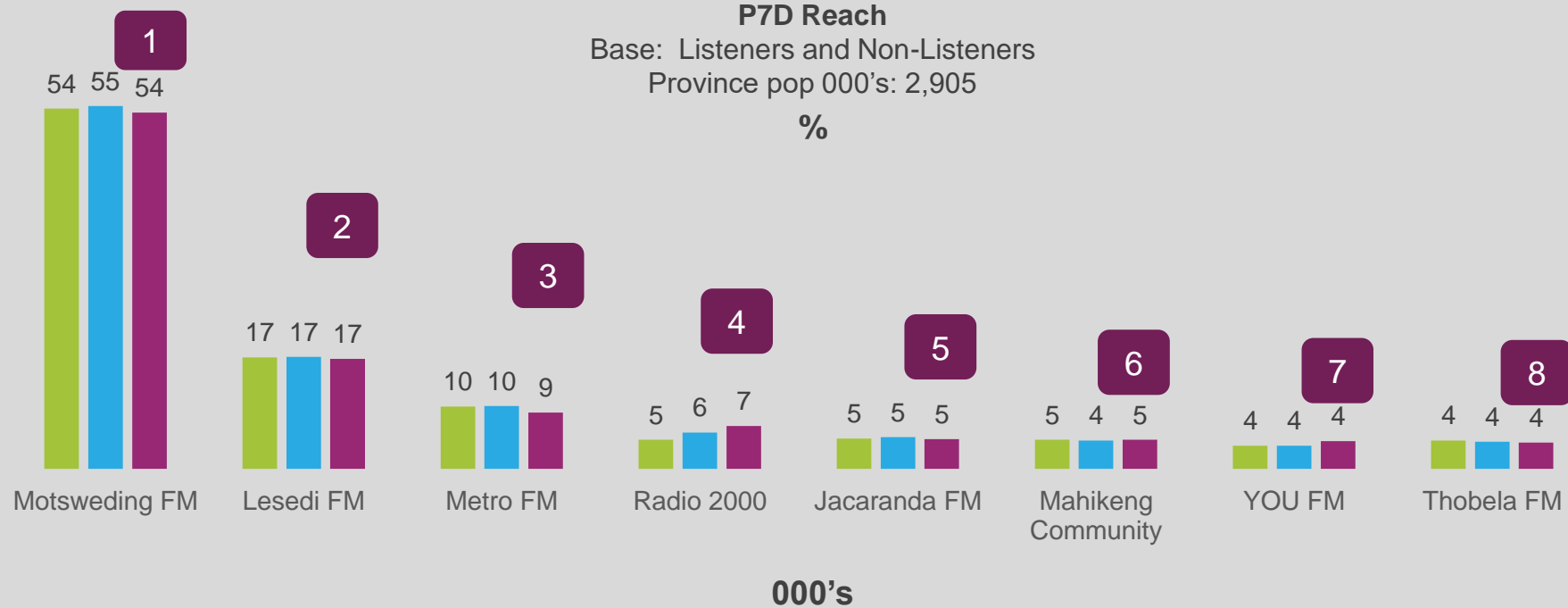


Media repertoire score



NORTH WEST P7D AUDIENCE – TOP 10 STATIONS

More than half of the population in the North West has listened to Motsweding in the P7D.



Q3 2022	1,576	491	277	132	138	131	106	127
Q4 2022	1,589	493	278	161	142	128	105	121
Q1 2023	1,559	485	251	191	135	131	125	120

Q3 2022	Q4 2022	Q1 2023
n=2,505	n=2,448	n=2,480

WESTERN CAPE

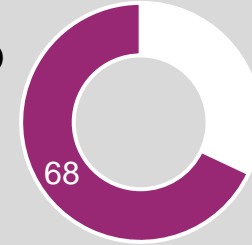
Total pop 000's: 5,295 (12%)



P7D
LISTENERS %

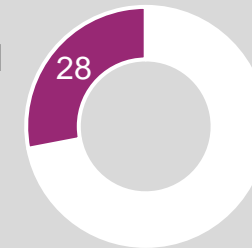
AUD 000's

METRO



2,642

URBAN



1,073

RURAL



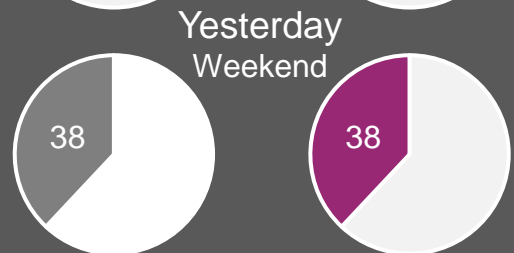
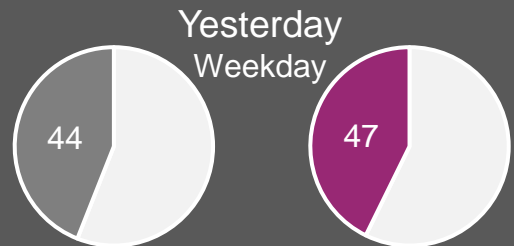
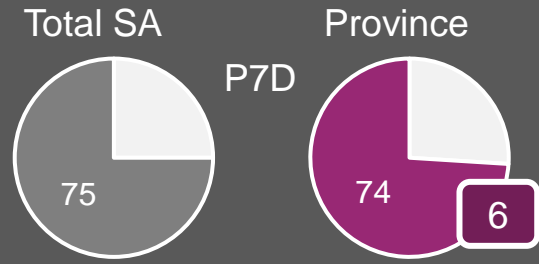
185

TOTAL = 100%

3,900

WESTERN CAPE %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 5,295; n=5,207



TSL
Average day

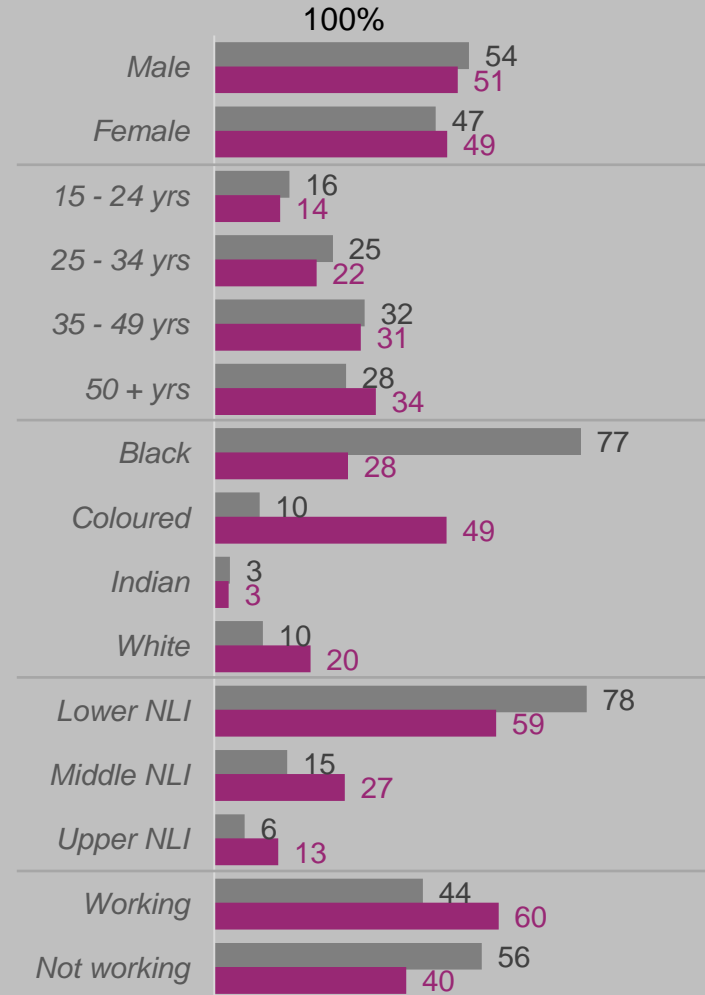
HH:MM
05:06

HH:MM
04:59

Total SA
 Province

P7D RADIO PROFILE %

Total SA listeners 000's: 31,829; n=28,133
Province listeners 000's: 3,901; n=3,891

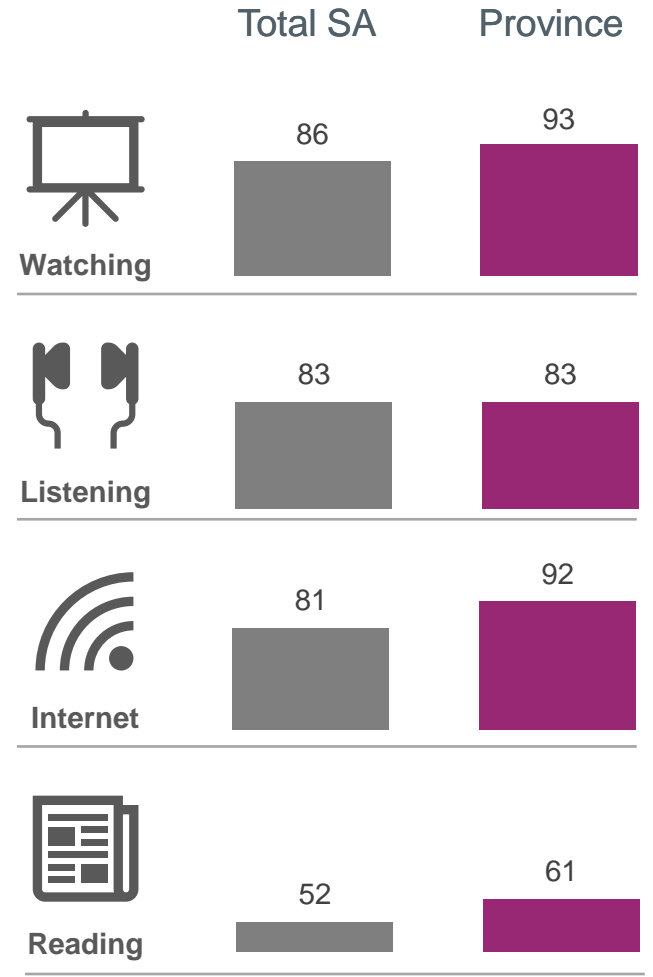


P7D reach ranks 6th, but yesterday's weekday is higher than average, indicating a more frequent audience, with medium listening.

Western Cape has the highest level of media engagement, across all media types, especially Watching and the Internet.

P7D MEDIA %

Total SA pop 000's: 42,571; n=37,196
Province pop 000's: 5,295; n=5,207



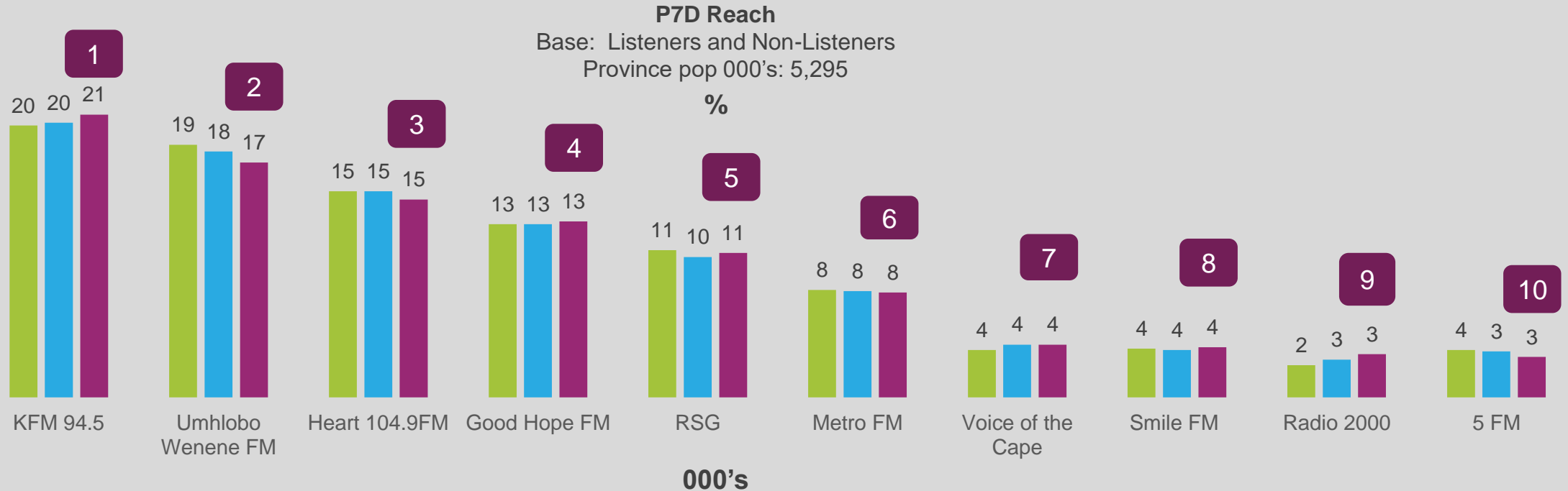
Media repertoire score

6.1
1

WESTERN CAPE P7D AUDIENCE – TOP 10 STATIONS

As seen with Gauteng, there are a range of stations to cater for a relatively diverse population.

KFM's P7D reach exceeds 1 Million listeners, and the Top 5 all have sizable audiences, reaching more than half a Million listeners.



Q3 2022	1,054	977	801	670	573	420	187	190	129	188
Q4 2022	1,067	952	797	672	543	412	206	186	148	180
Q1 2023	1,097	911	768	684	561	407	208	197	169	159

Q3 2022	Q4 2022	Q1 2023
n=4,947	n=4,987	n=5,207

04

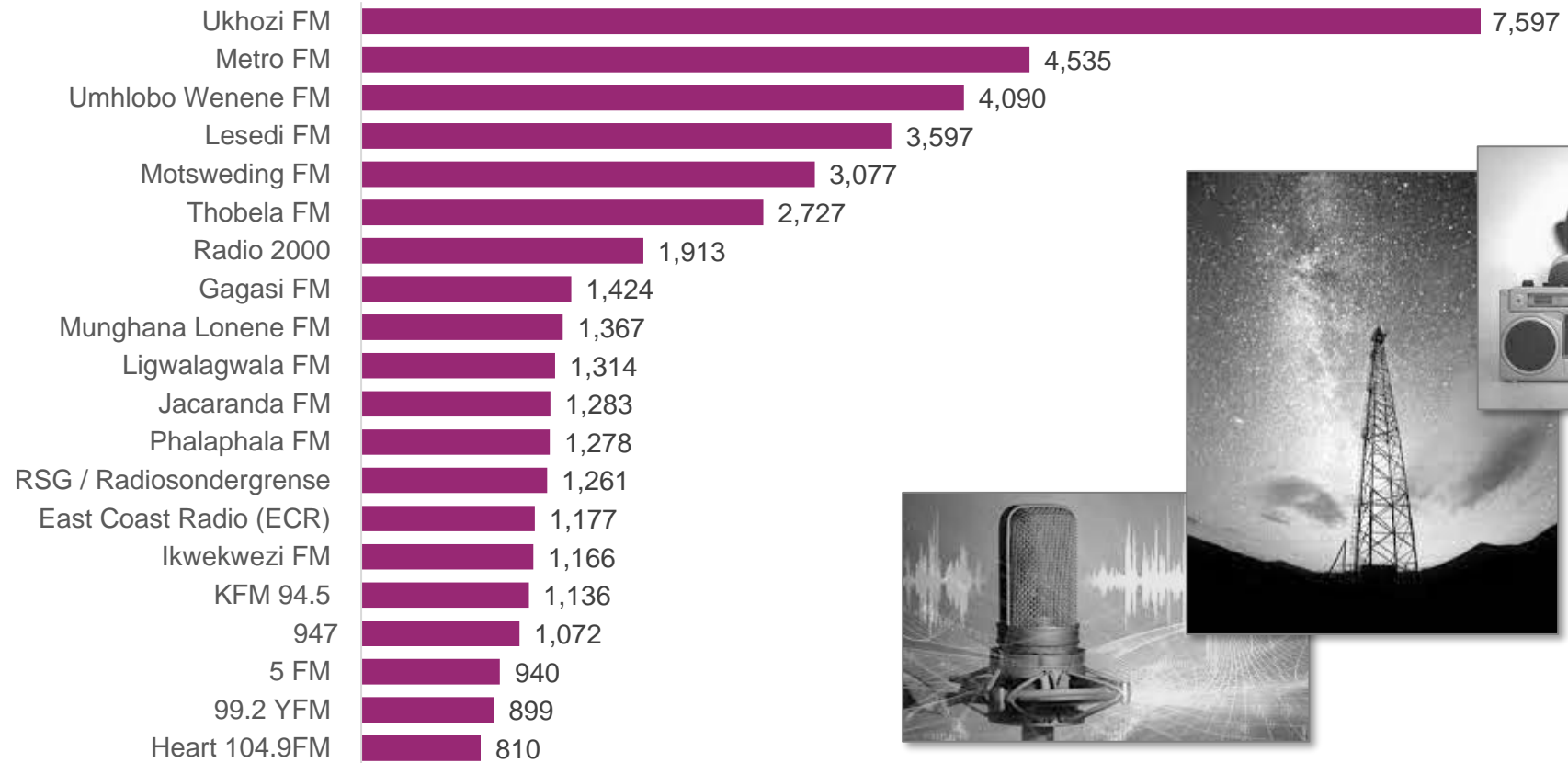
Station deep dive



Commercial and Community Top 20

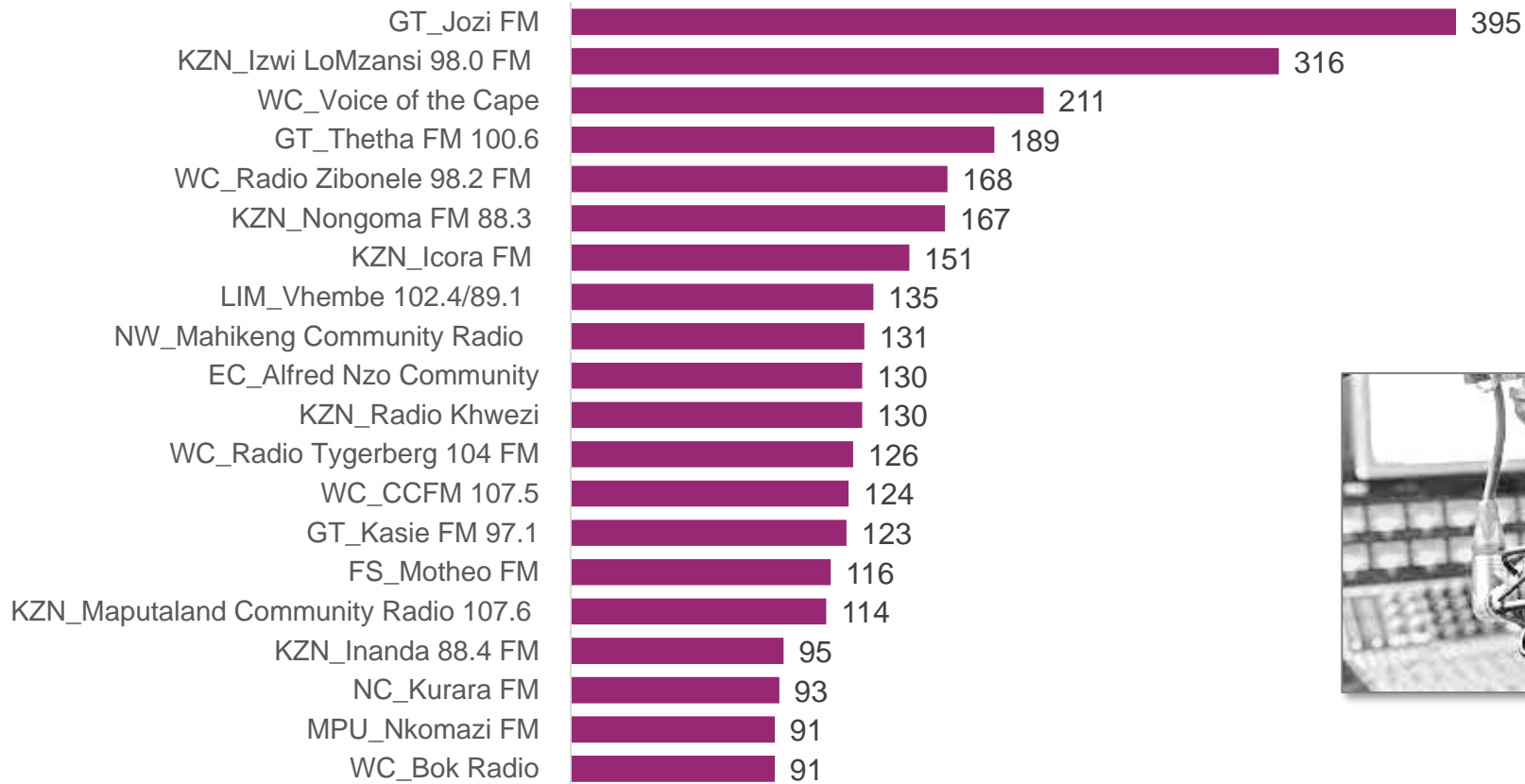
TOP 20 COMMERCIAL RADIO STATIONS

P7D Top 20 000's
 Total Population 42,571
 Q1 2023 database n=37,196



TOP 20 COMMUNITY RADIO STATIONS

P7D Top 20 % 000's
 Total Population 42,571
 Q1 2023 database n=37,196



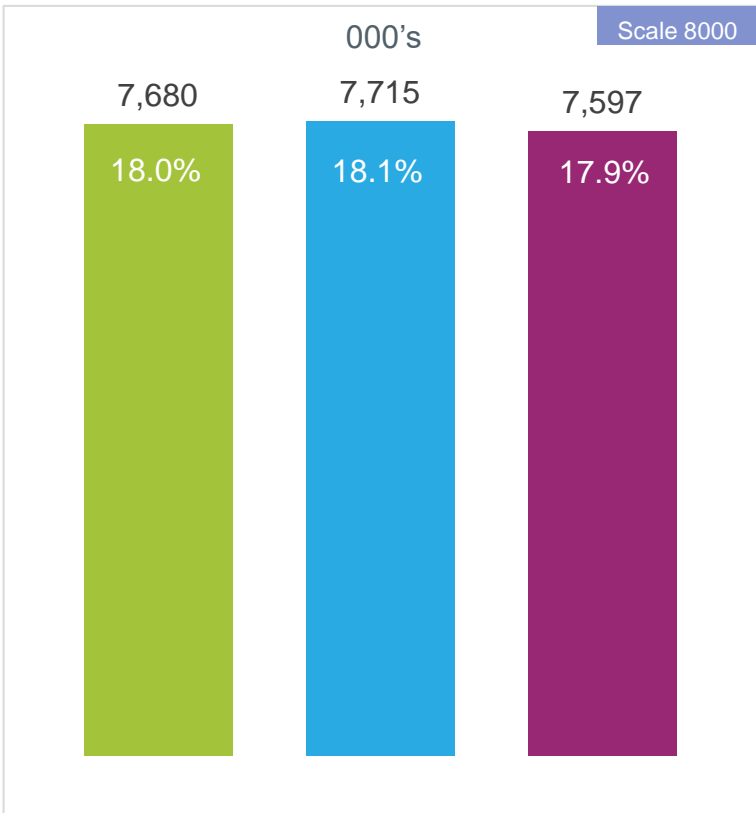
Commercial Stations Deep Dive

UKHOZI FM (Rank 1)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Audience is balanced across male 51%, and female 49%. A primarily Black audience (97%), residing mostly in KZN (60%), but also attracting Gautengens (23%). Audience across all geotypes. Age group 35-49 accounts for 30% of the audience followed by 25-34 year olds (29%).

LISTENED P7D
Q1 2023 against previous quarters



Q3 2022 **Q4 2022** **Q1 2023**

Oct '21 to Sep '22
Base = 37,806
Station n=7,157

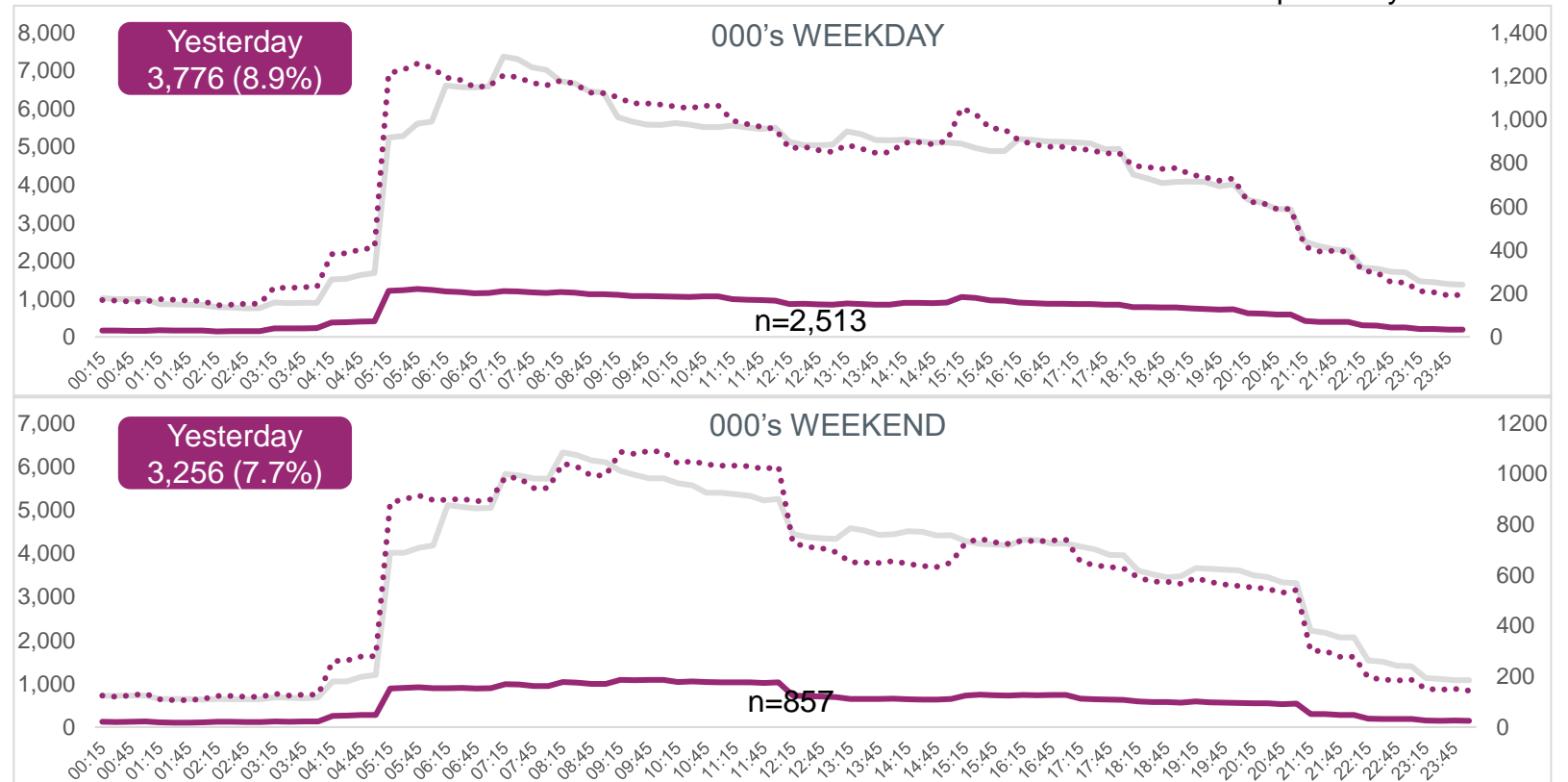
Jan '22 to Dec '22
Base 37,137
Station n=7,075

Apr '22 to Mar '23
Base 37,196
Station n=6,911

LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
04:31

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

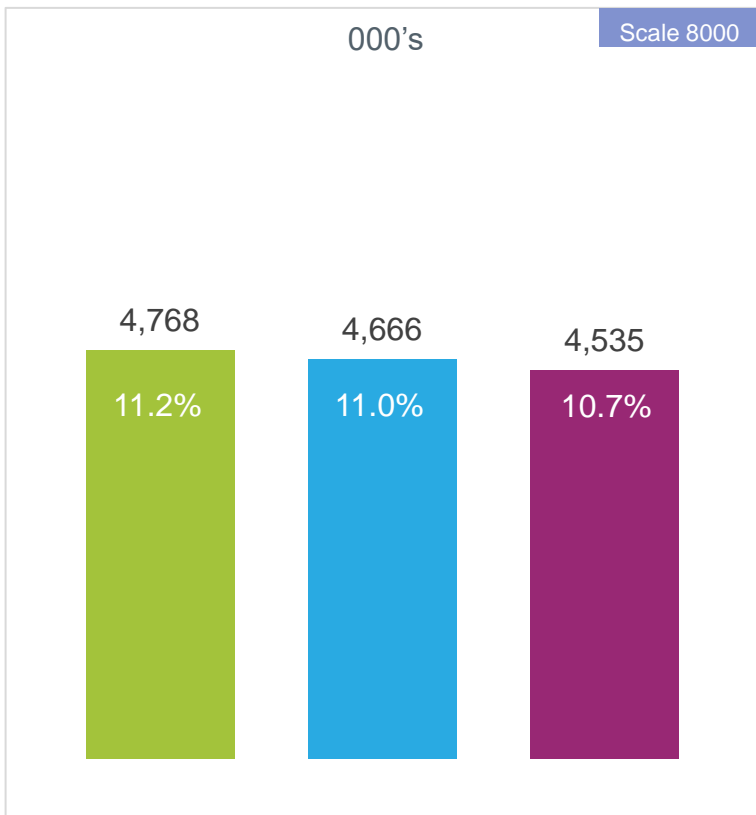
Shape of day – for total radio runs on left axis, for station axis runs on right

METRO FM (Rank 2)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Half the audience resides in Gauteng (49%) mainly in metro areas (67%). Listeners are primarily Black (91%) and male (57%). Sixty 7% of listeners are between the ages of 25-49 years old.

LISTENED P7D
Q1 2023 against previous quarters

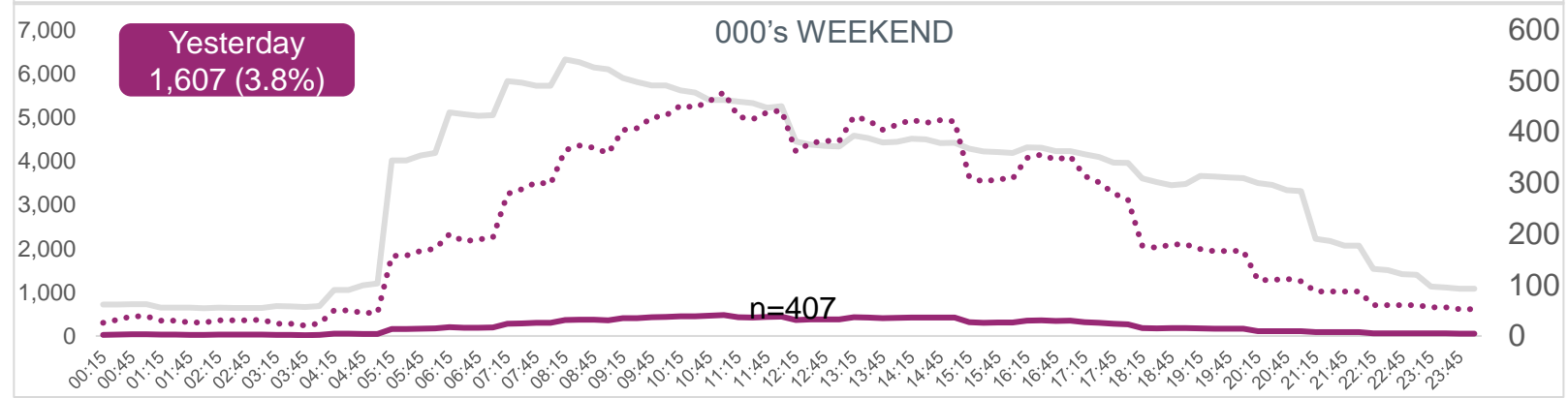
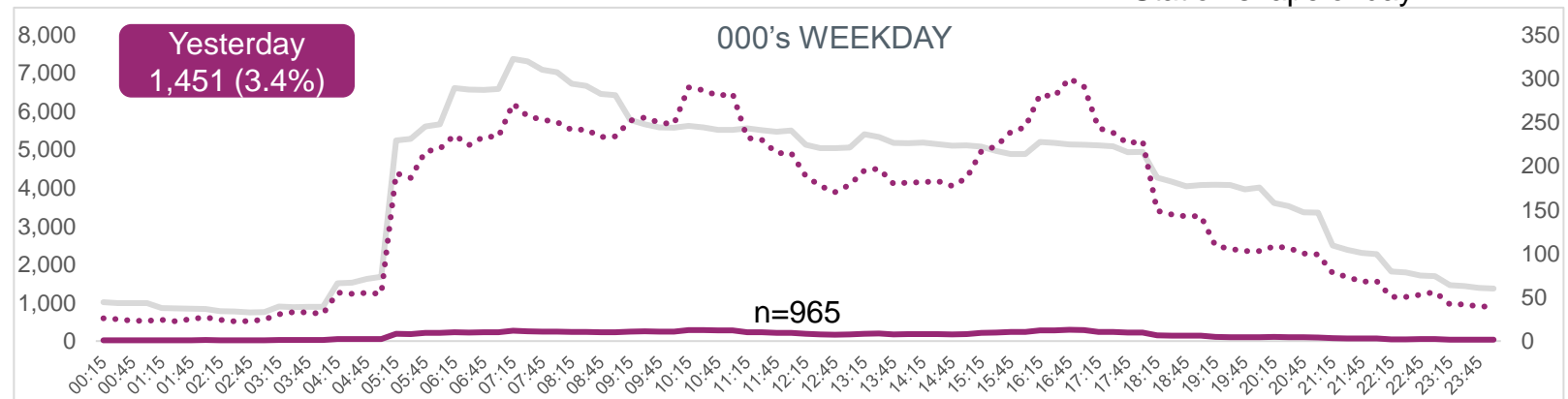


Quarter	Base	Station n
Q3 2022	37,806	4,453
Q4 2022	37,137	4,255
Q1 2023	37,196	4,129

LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
02:46

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

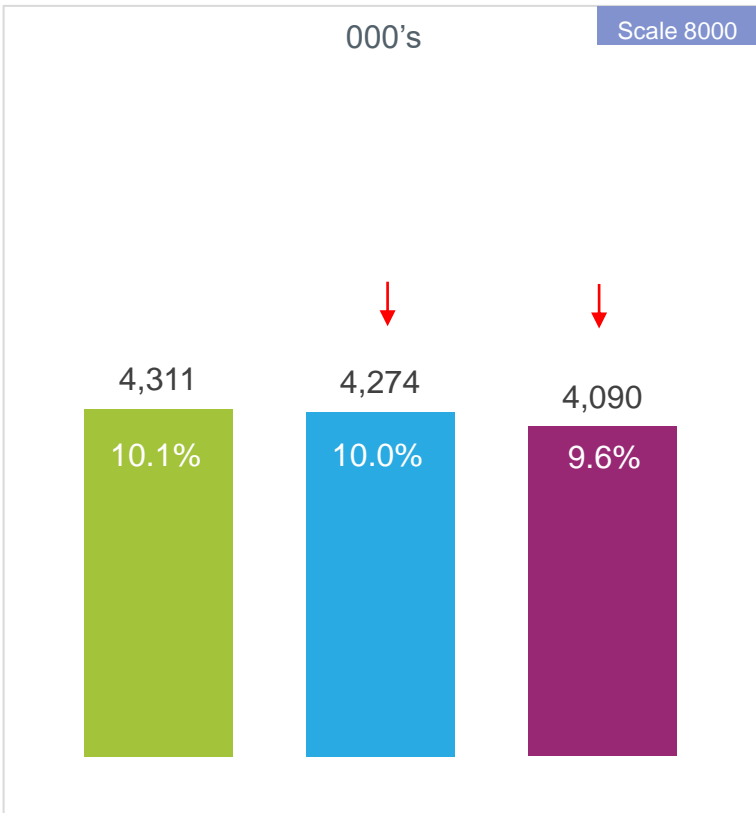
Shape of day – for total radio runs on left axis, for station axis runs on right

UMHLOBO WENENE FM (Rank 3)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Metro accounts for 43% of listeners, with a sizable rural audience (35%). Listeners come from the EC (60%) and WC (22%). Listeners are mainly Black (98%) with a high proportion falling in the 35-49 (31%) age group, evenly spread across males (51%) and females (49%).

LISTENED P7D
Q1 2023 against previous quarters

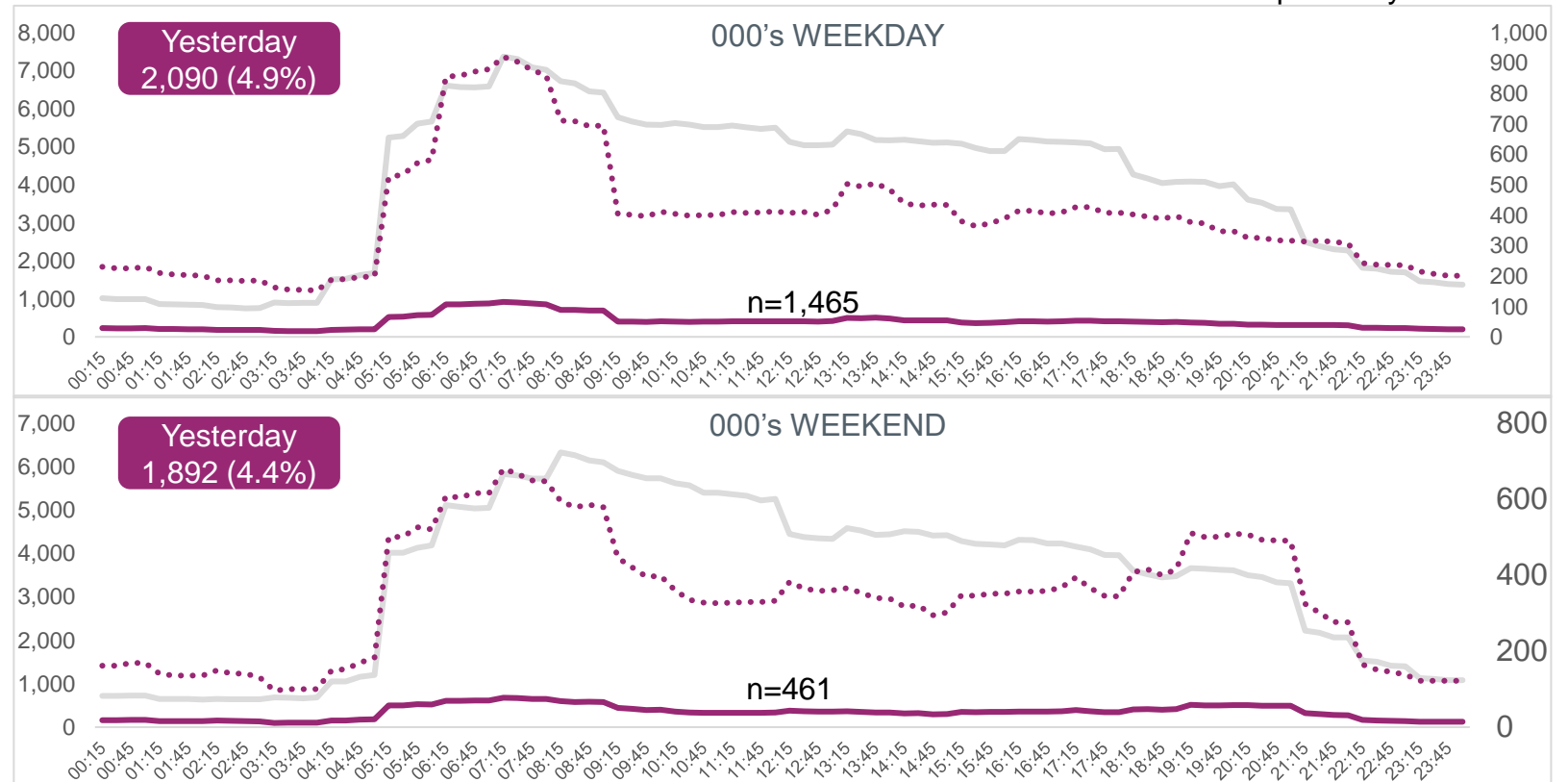


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=3,757	Jan '22 to Dec '22 Base 37,137 Station n=3,807	Apr '22 to Mar '23 Base 37,196 Station n=3,805

LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
04:31

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

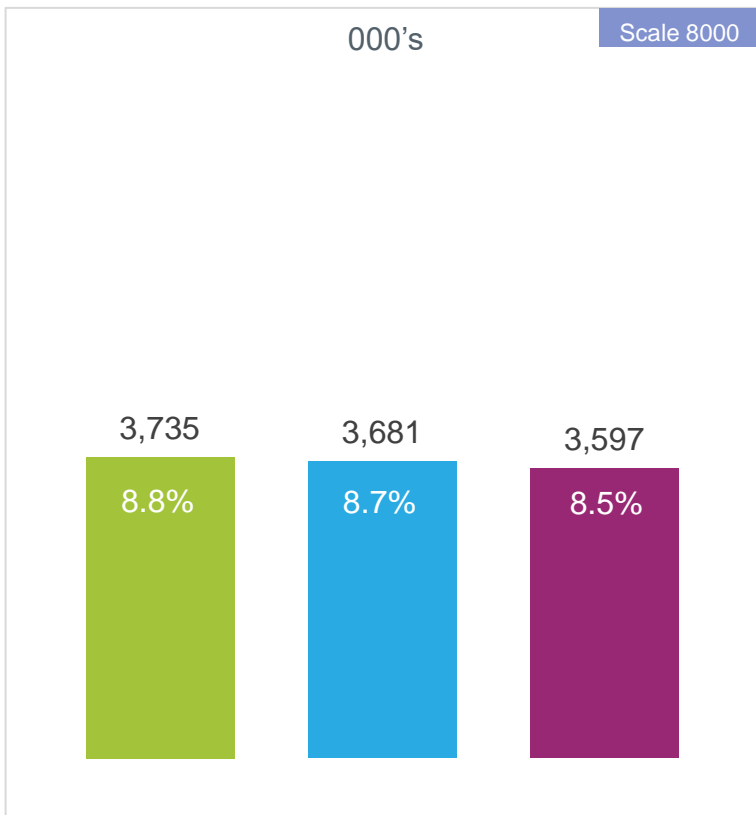
↓ Significant decrease; 95% conf. Q4 2023 vs Q3 2022
 ↓ Significant decrease; 95% conf. Q1 2023 vs Q4 2022

LESEDI FM (Rank 4)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Lesedi listeners are mainly Black (97%). Audiences reside mostly in Free State (38%) and Gauteng (37%), with 87% living in metro and small urban areas. The 35-49 year age group contributes 31%, followed by 25-34 year olds (26%). It has a slightly higher female audience at 53%.

LISTENED P7D Q1 2023 against previous quarters

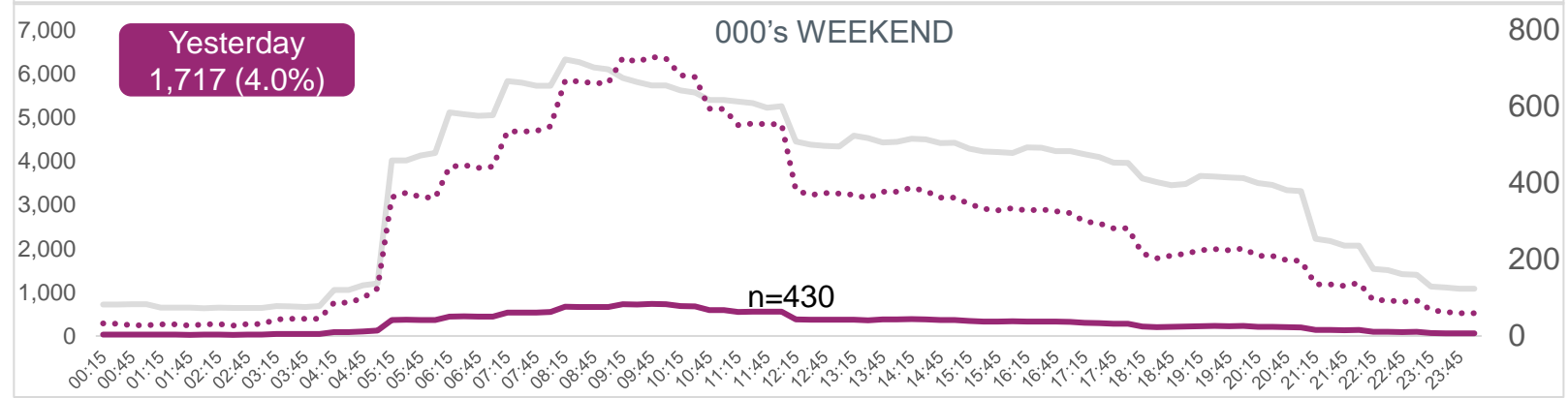
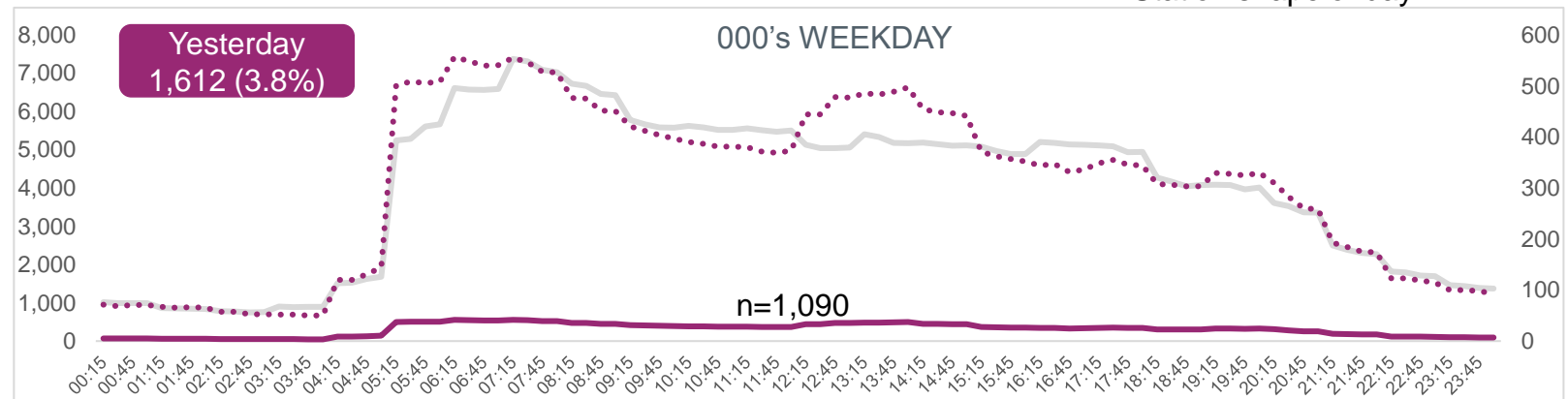


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=3,482	Jan '22 to Dec '22 Base 37,137 Station n=3,369	Apr '22 to Mar '23 Base 37,196 Station n=3,271

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
04:26

→ Total Radio 000's
→ Station 000's
← Station shape of day



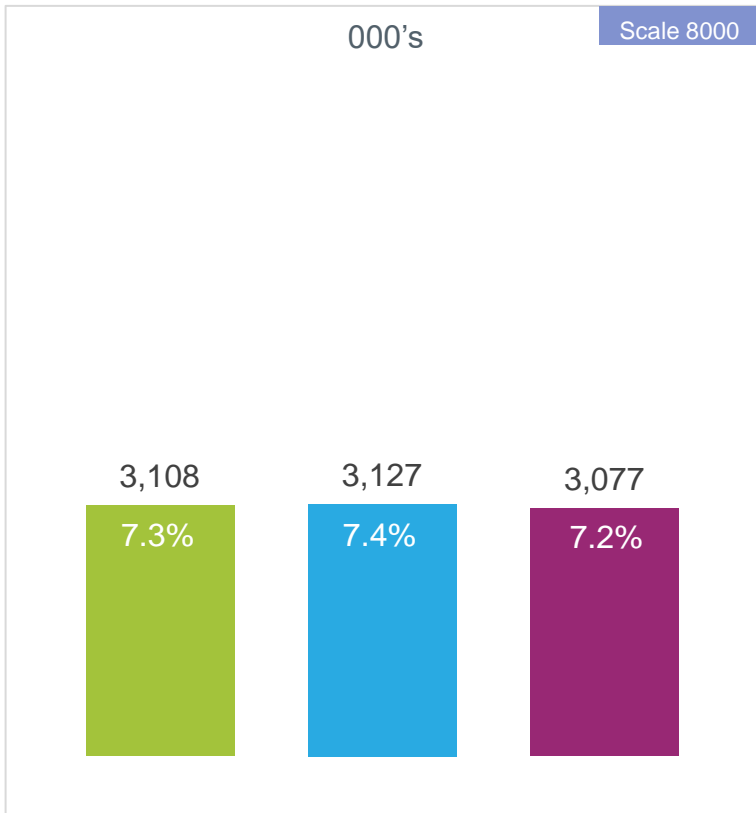
P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

MOTSWEDING FM (Rank 5)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Listening is evenly distributed across male (51%) and female (49%) audiences. Most listeners reside in NW (51%) and GP (30%). The majority of listeners come from smaller urban areas (41%) and rural areas (32%).

LISTENED P7D
Q1 2023 against previous quarters

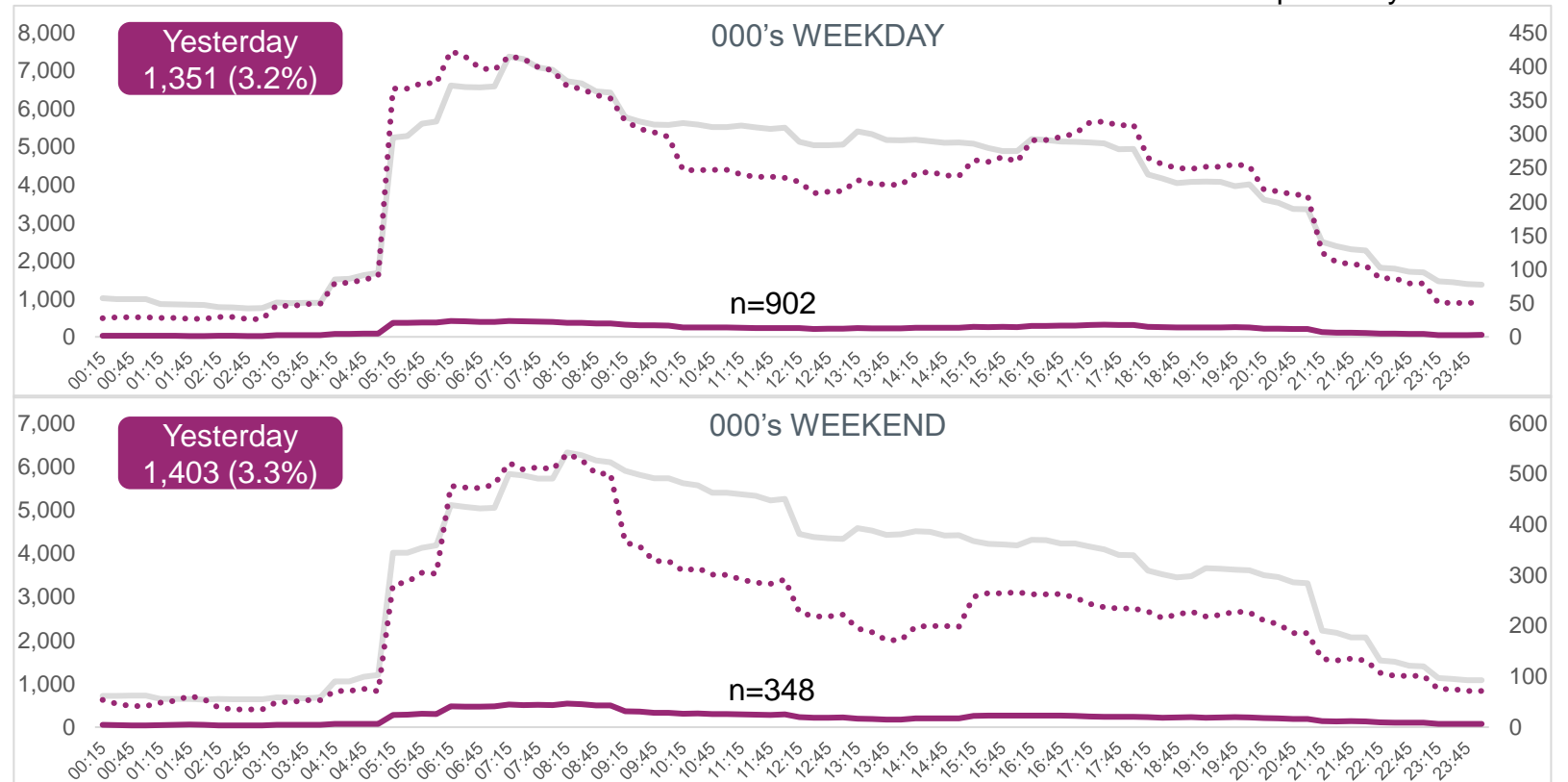


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=2,888	Jan '22 to Dec '22 Base 37,137 Station n=2,829	Apr '22 to Mar '23 Base 37,196 Station n=2,775

LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
03:46

→ Total Radio 000's
→ Station 000's
← Station shape of day



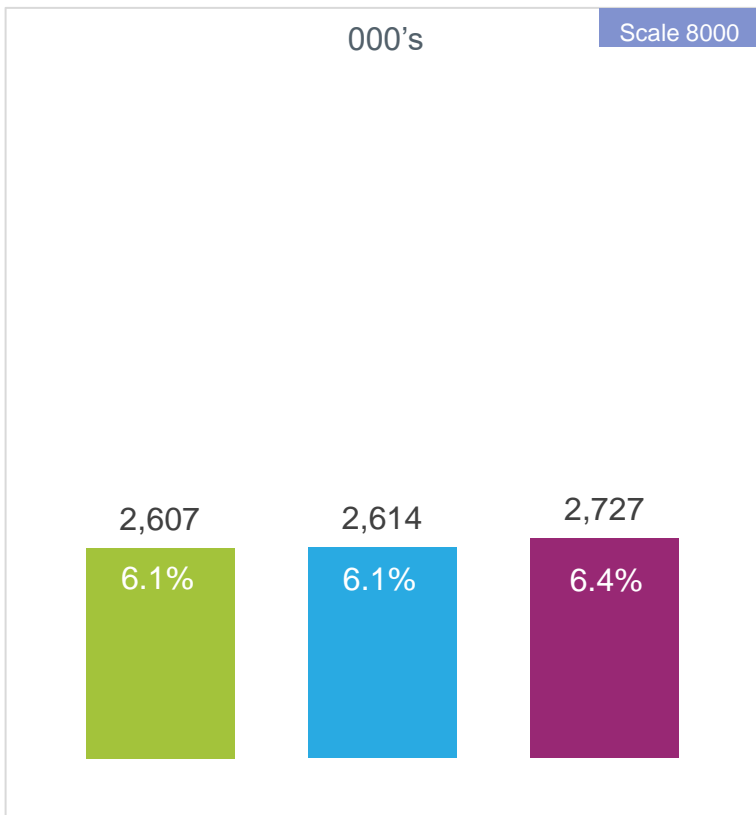
P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

THOBELA FM (Rank 6)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Audience is mainly from Limpopo (52%) and Gauteng (34%), with a large rural following (49%). However, audiences from metro areas are sizable at 33%. The audience has a relatively even gender split with male (52%) and female (48%), mostly Black (98%).

LISTENED P7D
Q1 2023 against previous quarters

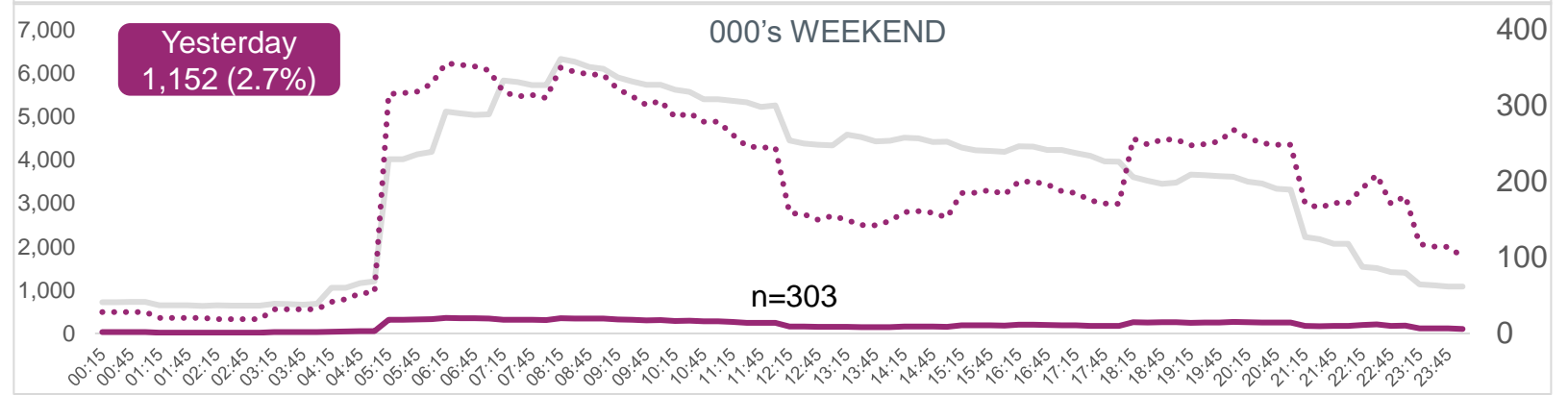
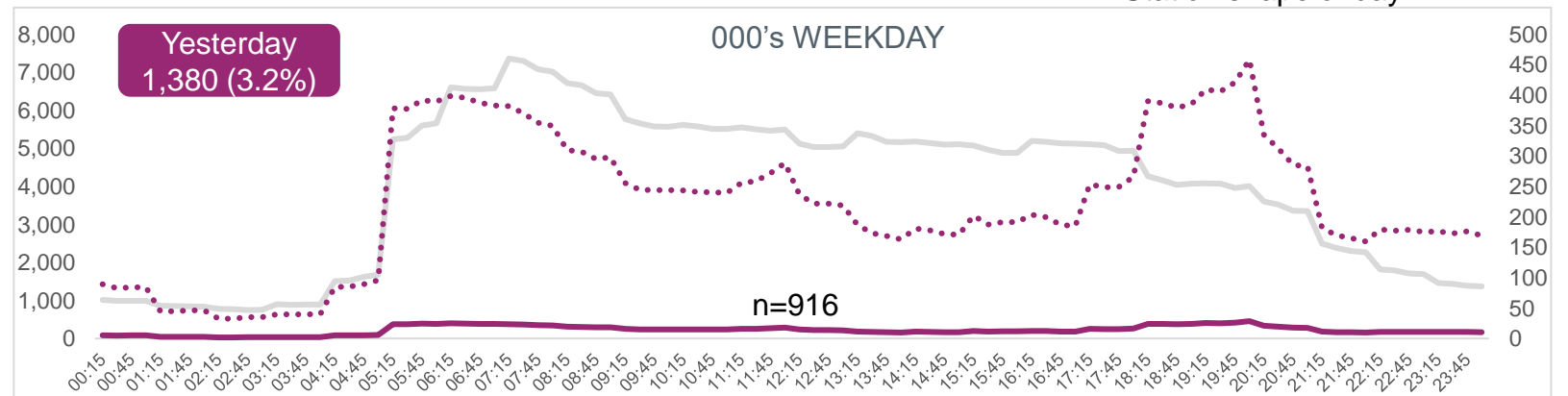


Quarter	Base	Station n
Q3 2022	37,806	2,538
Q4 2022	37,137	2,447
Q1 2023	37,196	2,465

LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
03:53

→ Total Radio 000's
Station 000's
Station shape of day ←



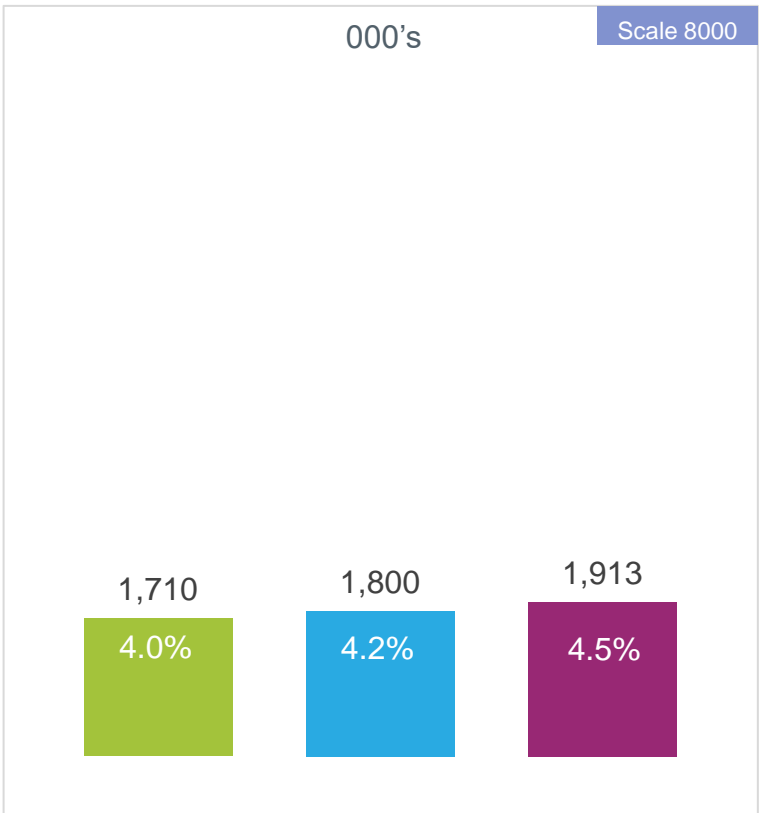
P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

RADIO 2000 (Rank 7)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Has a male skew at 66%, primarily Black (87%), with 11% Coloured listeners. More than a third of the audience lives in Gauteng (35%) and 48% of listeners come from metro areas. Radio 2000 as a mature audience with 35-49 year olds contributing 42%.

LISTENED P7D Q1 2023 against previous quarters

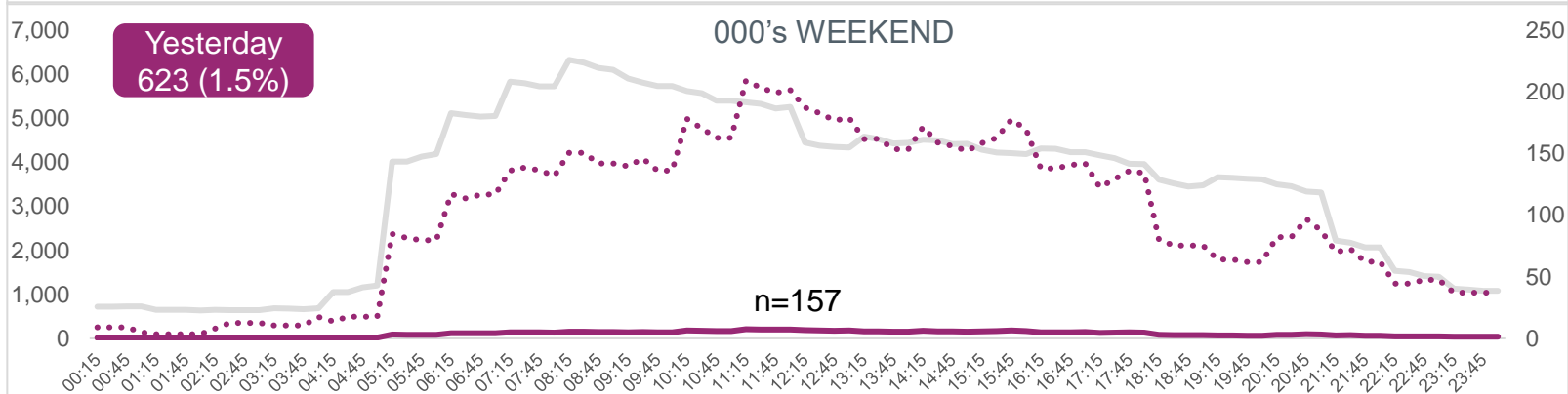
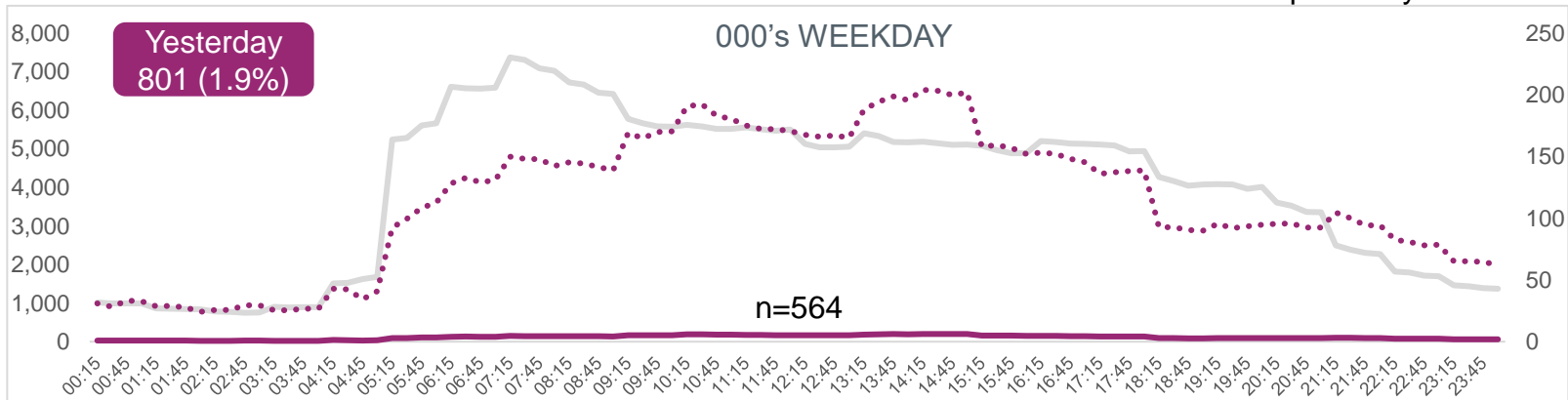


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=1,668	Jan '22 to Dec '22 Base 37,137 Station n=1,715	Apr '22 to Mar '23 Base 37,196 Station n=1,824

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:30

→ Total Radio 000's
→ Station 000's
← Station shape of day



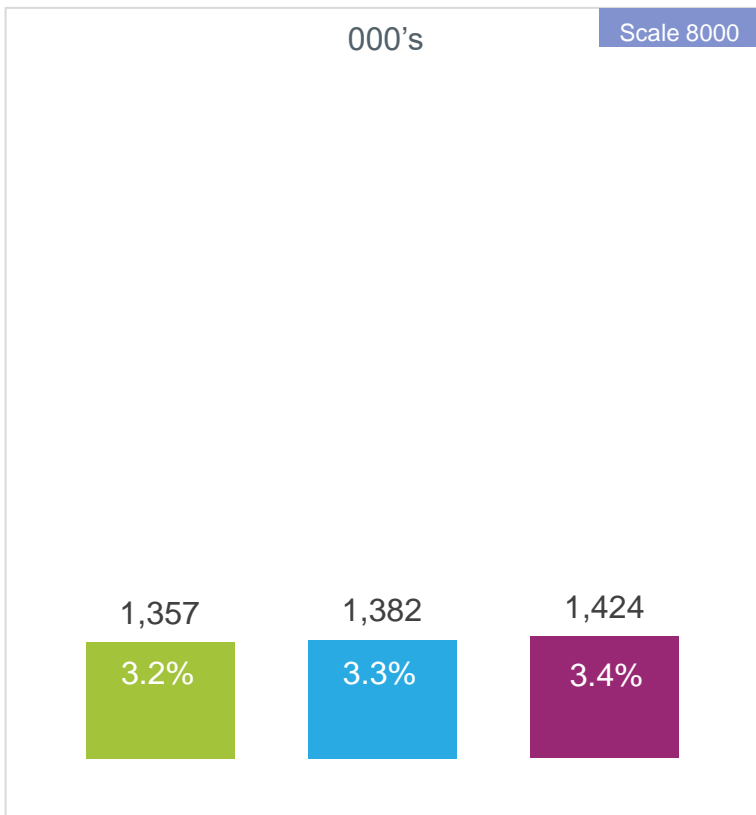
P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

GAGASI FM (Rank 8)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Ninety 3% of the audience resides in KZN, with a male skew of 58%. Gagasi attracts listeners from across all geotypes, but metro area make up 46% of the audience composition. Mainly Black (94%) listeners tune in to Gagasi.

LISTENED P7D Q1 2023 against previous quarters

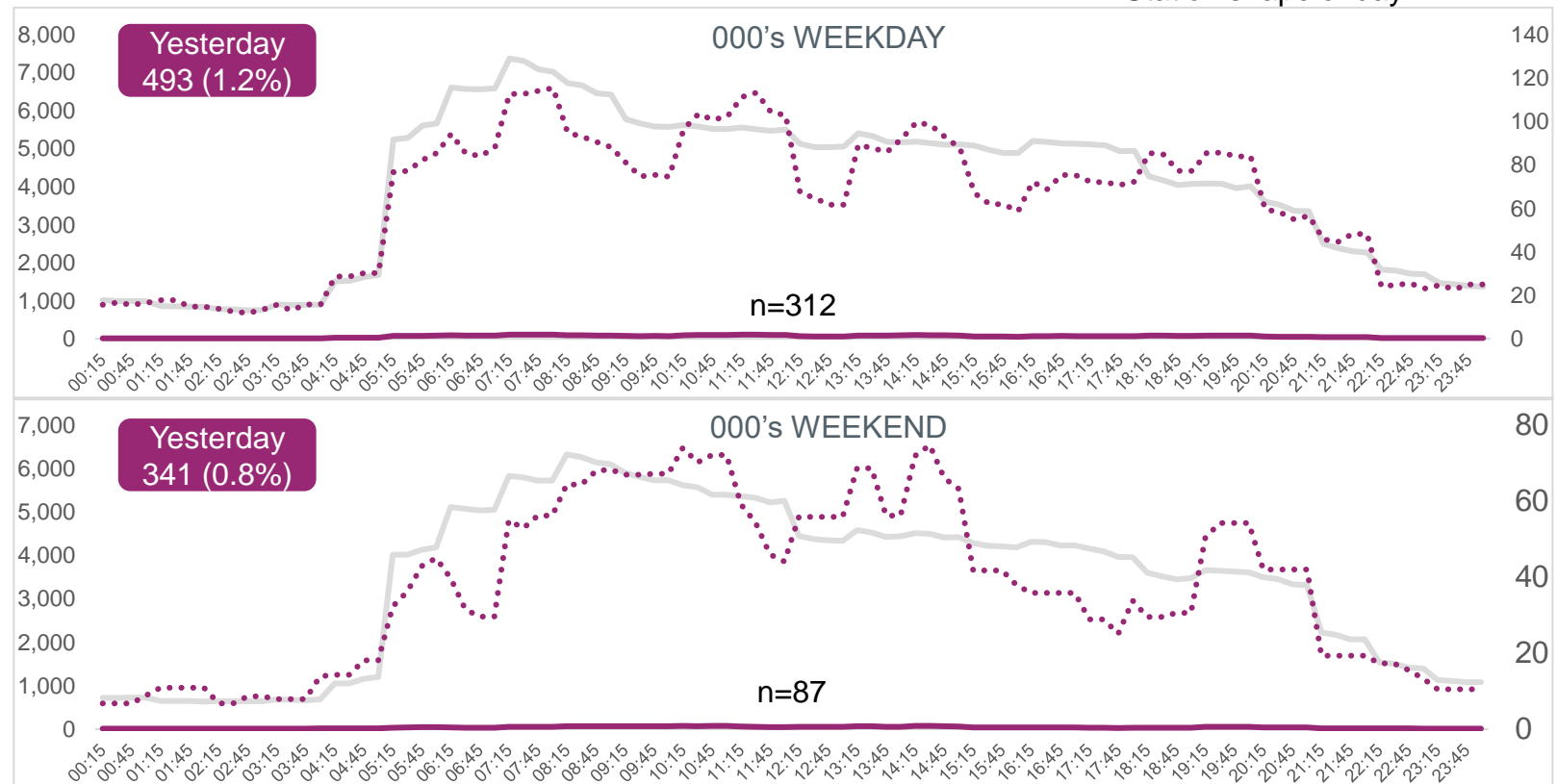


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=1,269	Jan '22 to Dec '22 Base 37,137 Station n=1,252	Apr '22 to Mar '23 Base 37,196 Station n=1,283

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
02:59

→ Total Radio 000's
Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

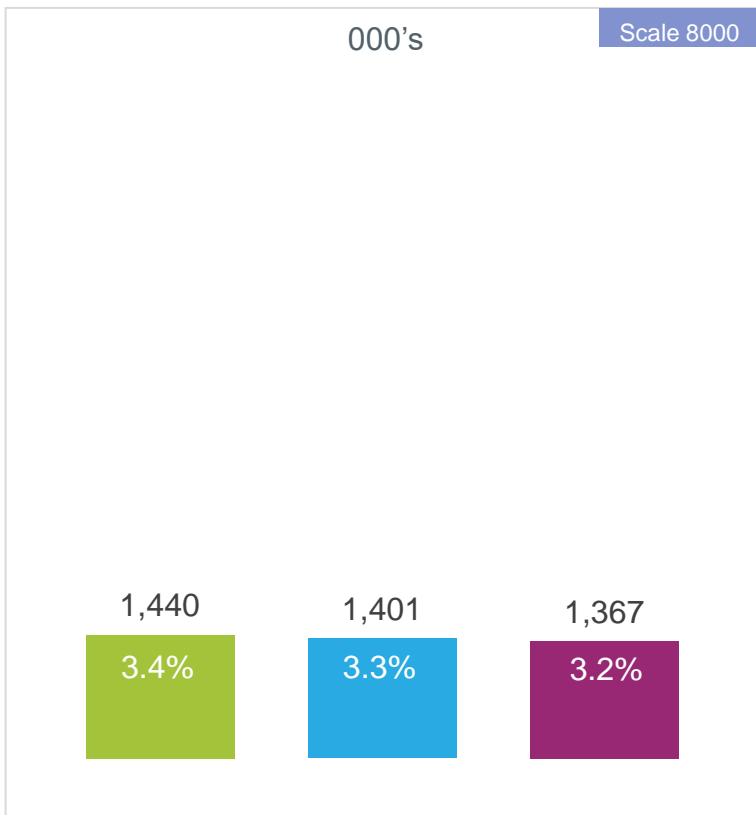
Shape of day – for total radio runs on left axis, for station axis runs on right

MUNGHANA LONENE FM (Rank 9)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Biggest audience resides within Limpopo (40%), followed by Gauteng (33%) and Mpumalanga (23%) across all geo areas, with a large rural following (48%). Ninety 8% of listeners are Black with a relatively even distribution across males (52%) and females (48%).

LISTENED P7D Q1 2023 against previous quarters

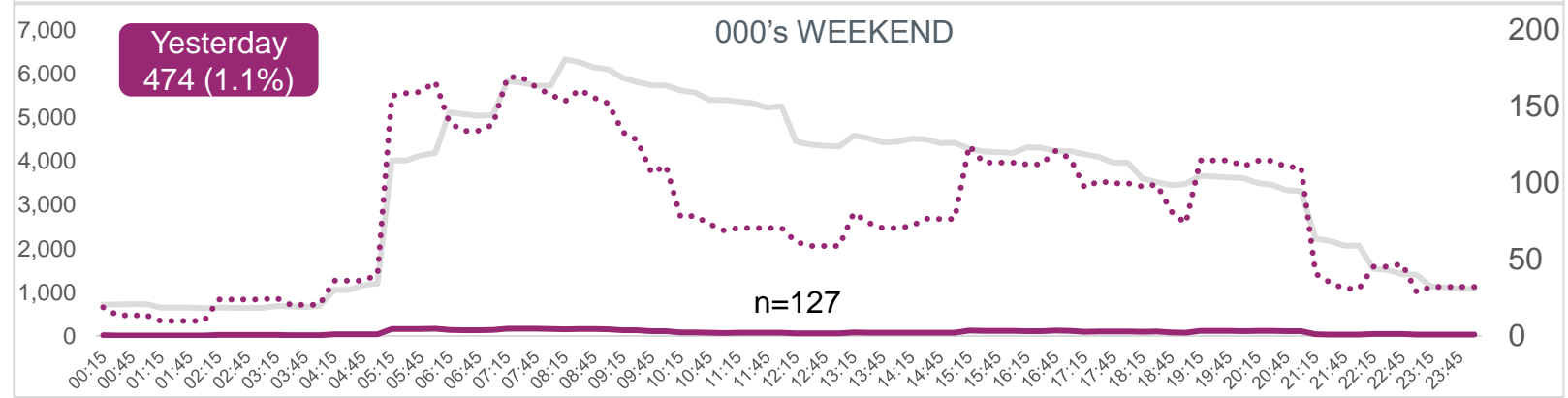
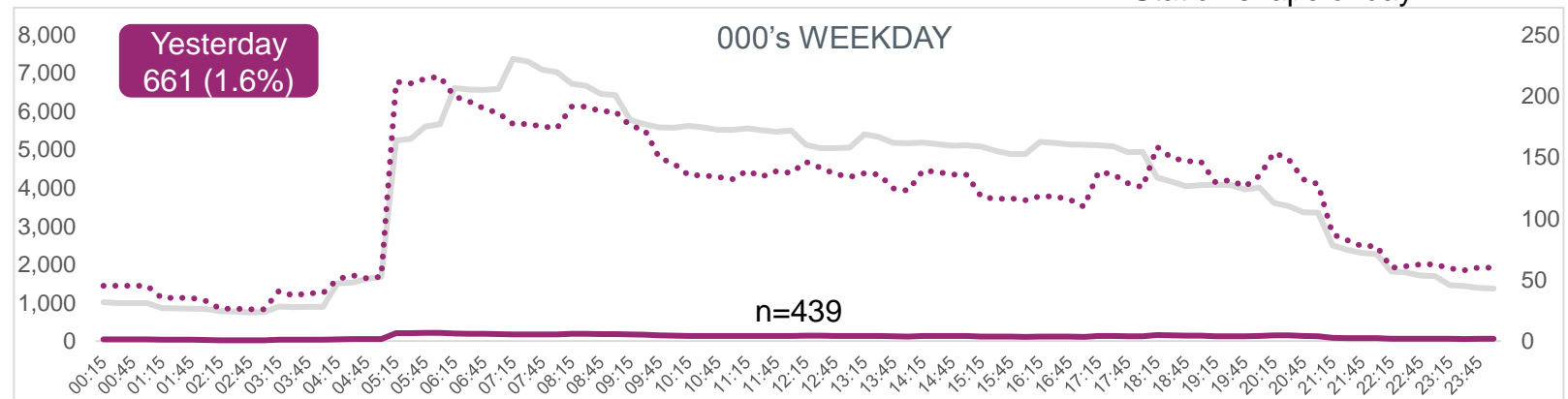


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=1,348	Jan '22 to Dec '22 Base 37,137 Station n=1,287	Apr '22 to Mar '23 Base 37,196 Station n=1,233

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
04:12

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

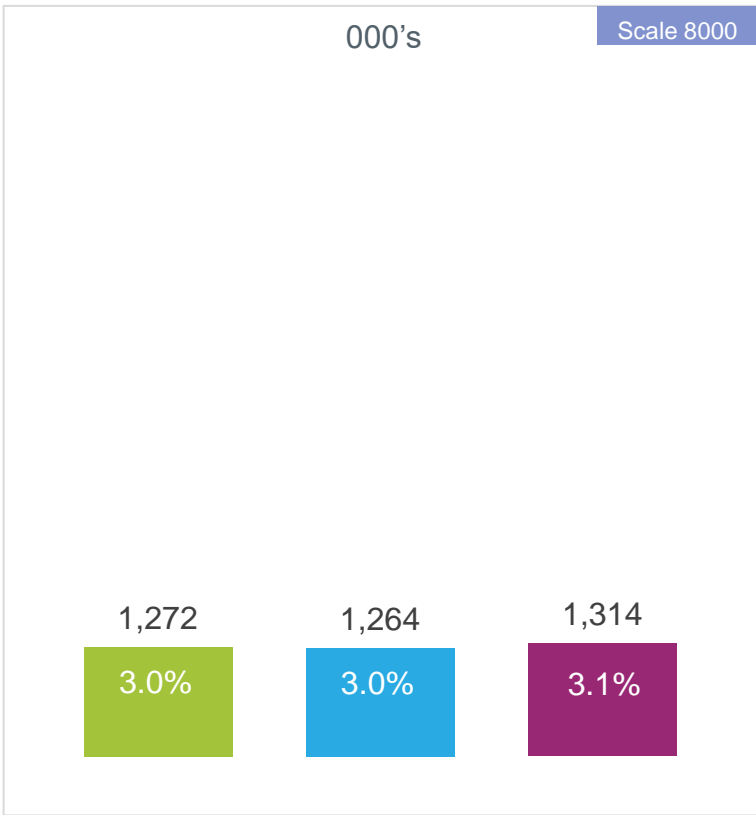


LIGWALAGWALA FM (Rank 10)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Larger part of the audience resides in Mpumalanga, 78% and 52% in non-metro urban areas followed by rural at 39%. The audience is mainly Black (97%), with listening spread evenly across male (52%) and female (48%).

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=1,216

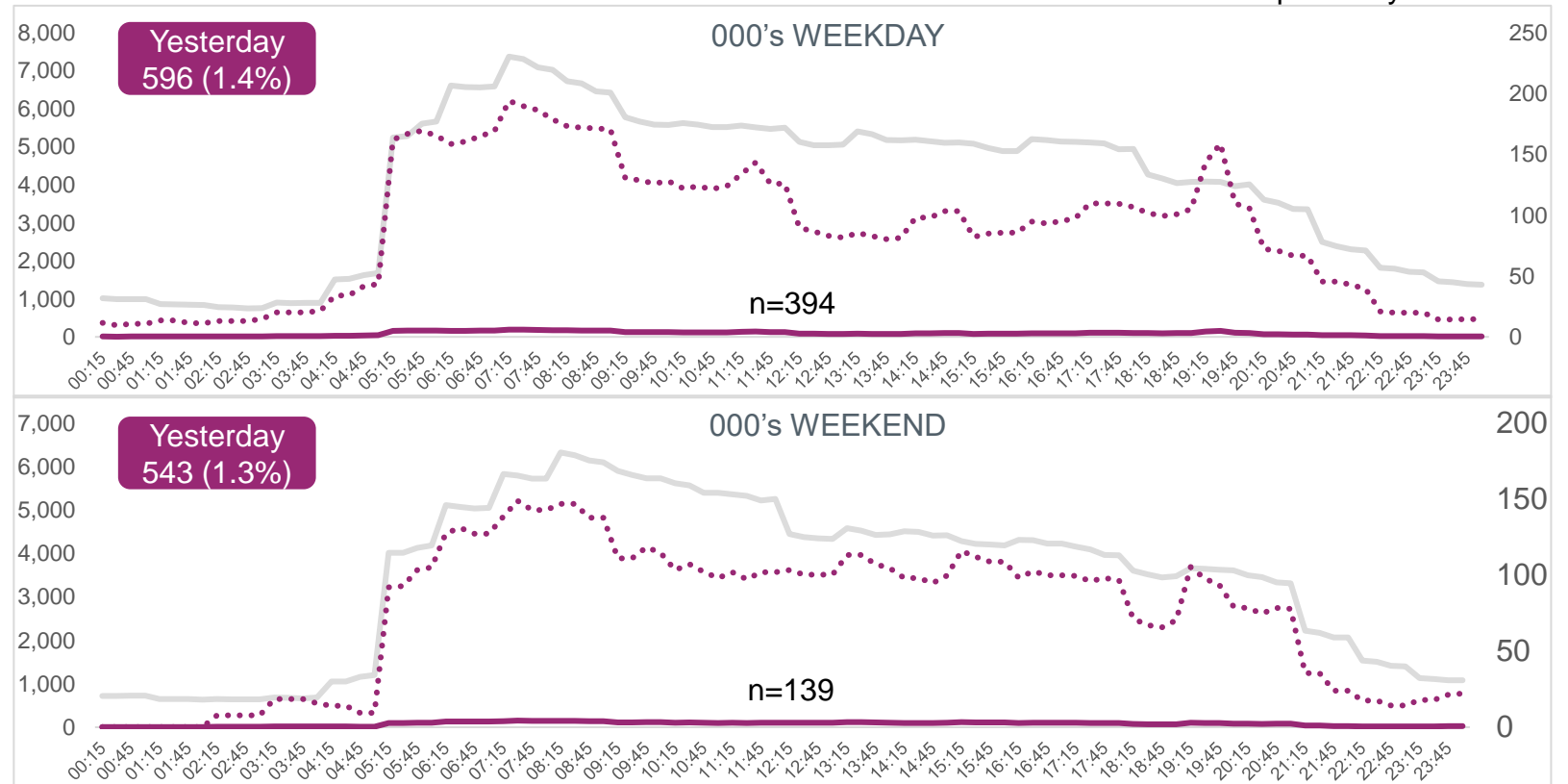
Jan '22 to Dec '22
Base 37,137
Station n=1,170

Apr '22 to Mar '23
Base 37,196
Station n=1,190

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:28

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

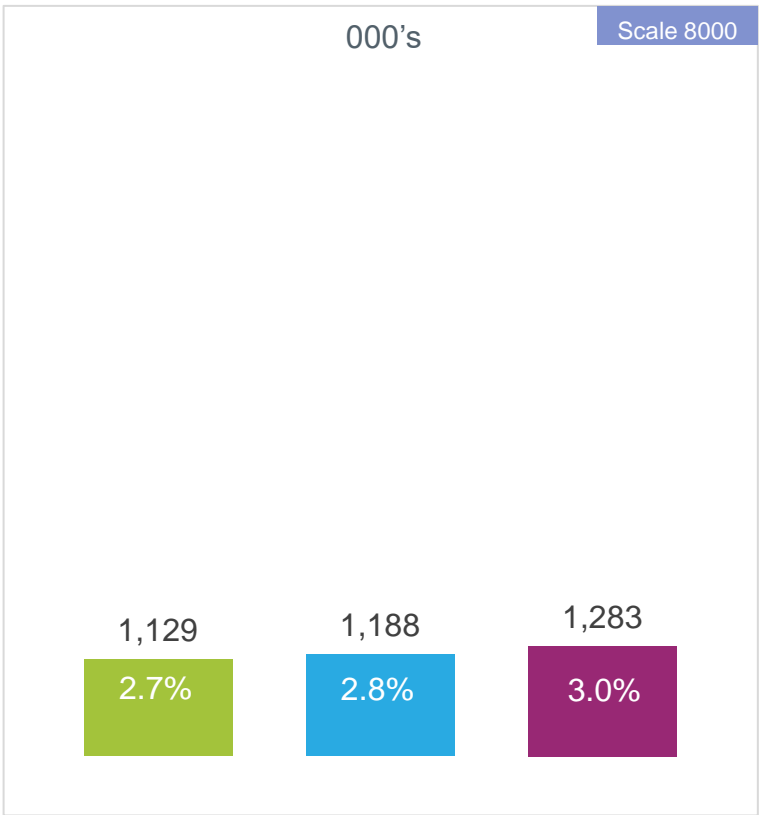
JACARANDA FM (Rank 11)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP



Main audience resides in Gauteng (62%), but also attracting audience from neighbouring provinces, Mpumalanga (16%) and North West (11%). The audience is racially diverse with mainly Black (51%) and White (42%) listeners. There is a slight male skew of 54%.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=878

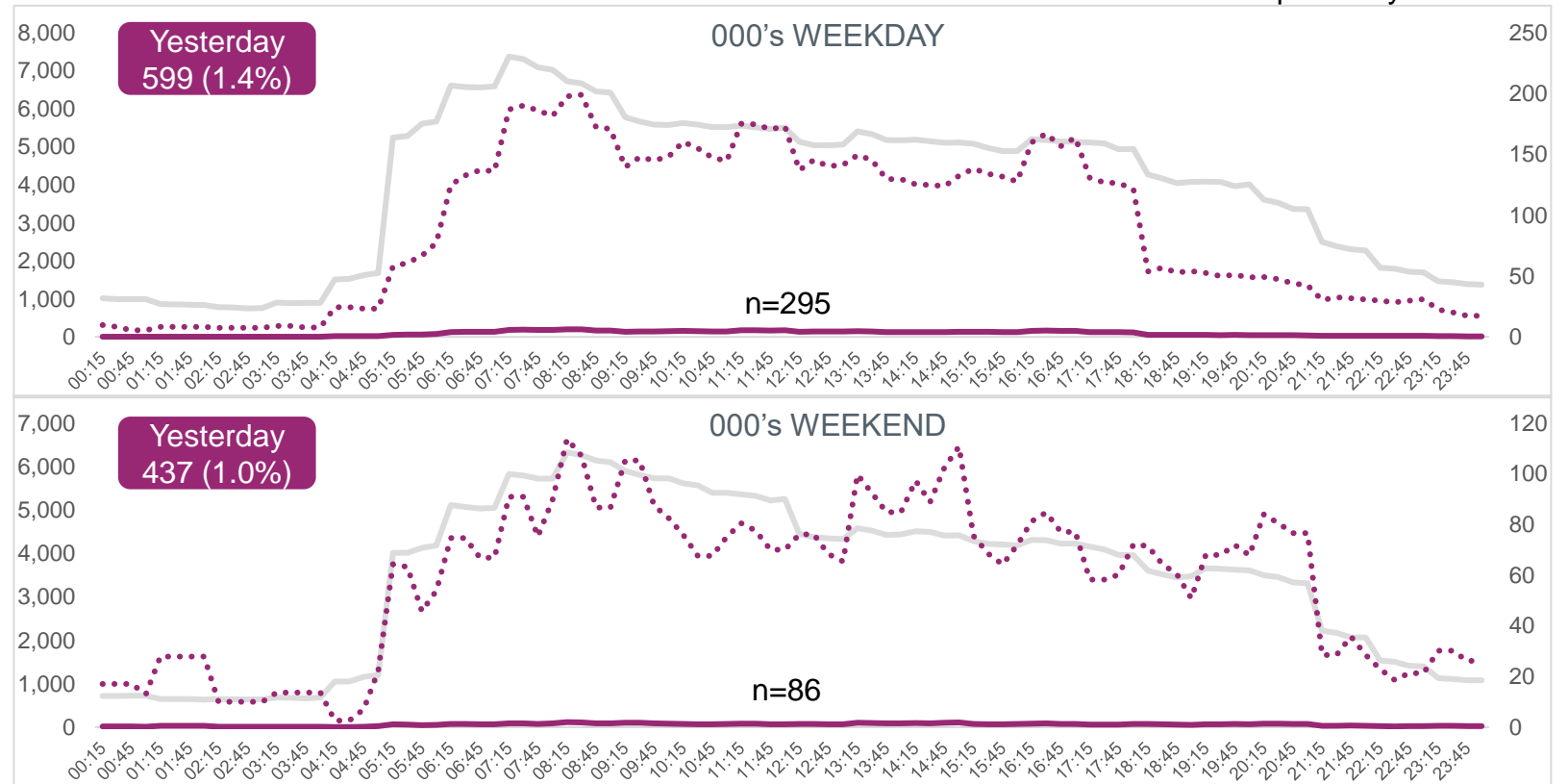
Jan '22 to Dec '22
Base 37,137
Station n=887

Apr '22 to Mar '23
Base 37,196
Station n=952

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:31

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

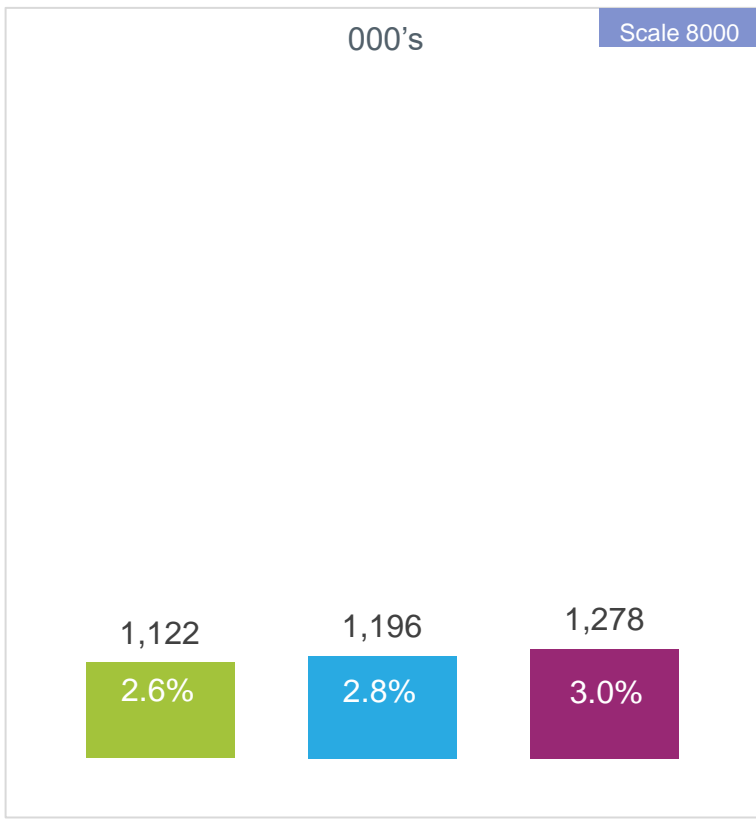
Shape of day – for total radio runs on left axis, for station axis runs on right

PHALAPHALA FM (Rank 12)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Listeners are balanced across male (50%) and female (50%), predominantly Black (99%), residing in rural areas (60%). The majority of the audience live in Limpopo (68%) and Gauteng (27%).

LISTENED P7D Q1 2023 against previous quarters

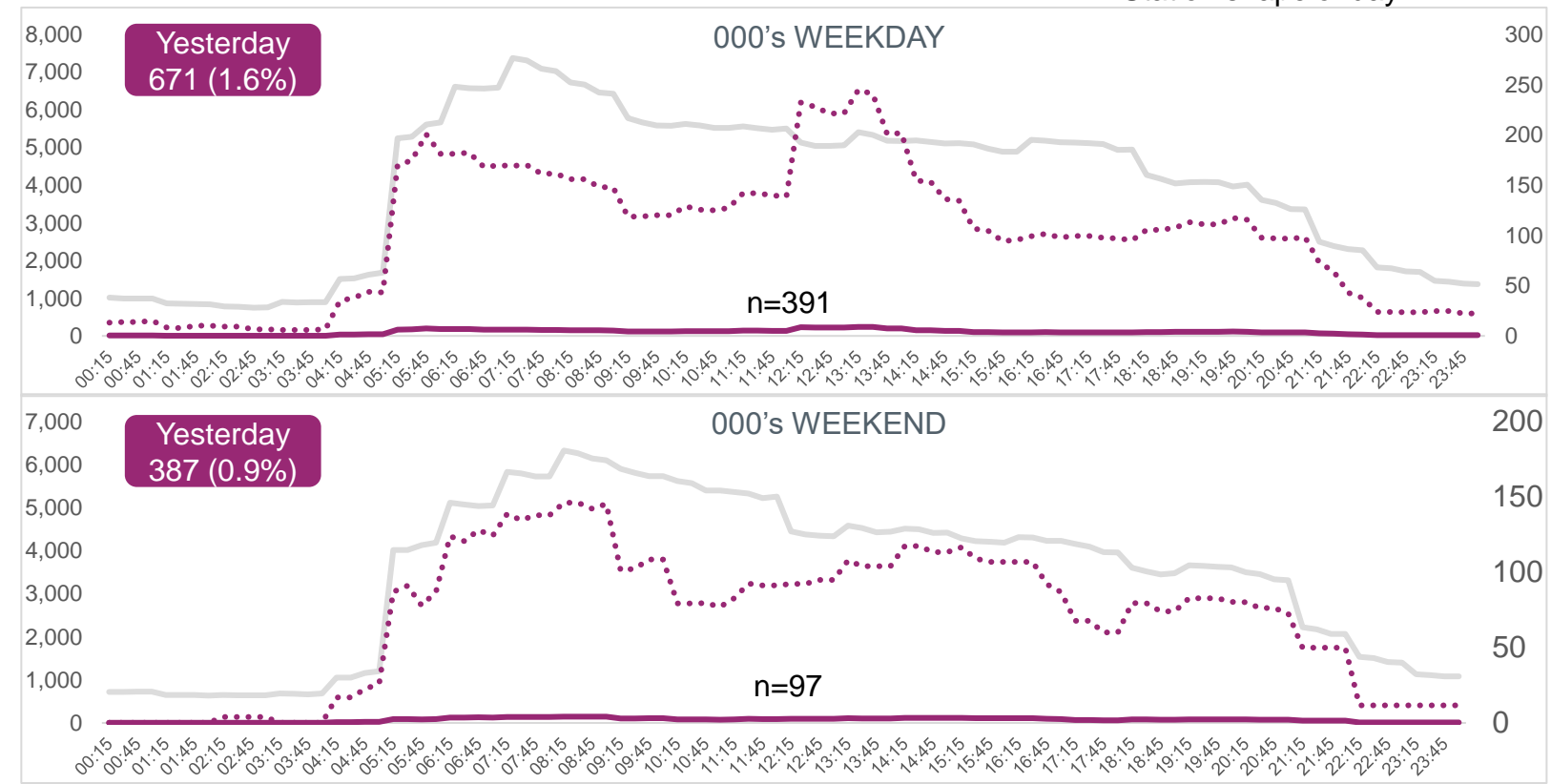


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=990	Jan '22 to Dec '22 Base 37,137 Station n=1,024	Apr '22 to Mar '23 Base 37,196 Station n=1,062

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:47

→ Total Radio 000's
→ Station 000's
← Station shape of day



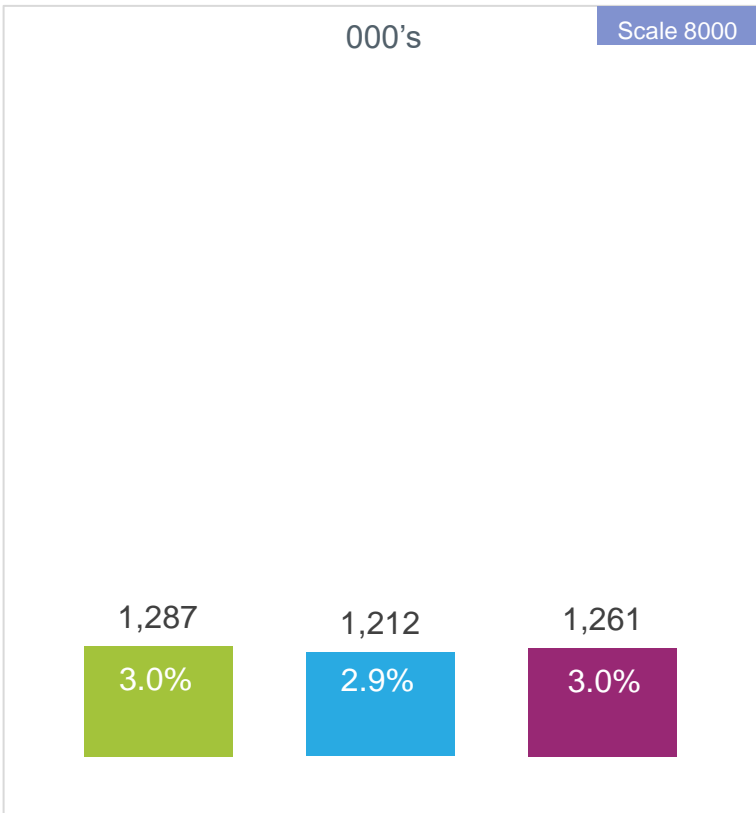
P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

RSG (Rank 13)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

The RSG audience is mostly White (59%) and Coloured (38%), living in metro (42%) and non-metro urban (49%) areas, mainly in WC (45%) and Gauteng (22%). The radio station attracts a mostly mature audience with (64%) being older than 50 years.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=1,212

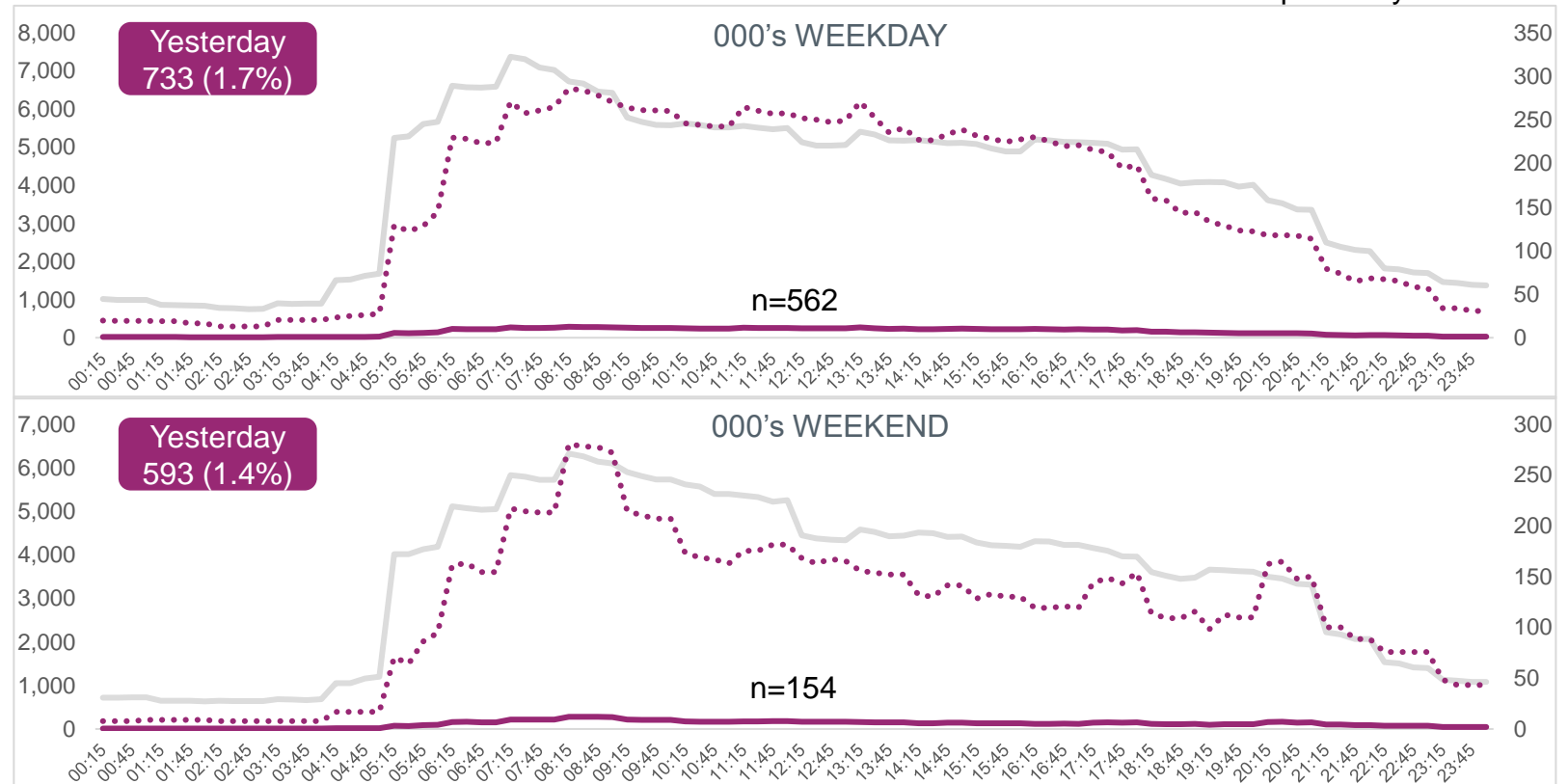
Jan '22 to Dec '22
Base 37,137
Station n=1,126

Apr '22 to Mar '23
Base 37,196
Station n=1,197

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
04:58

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

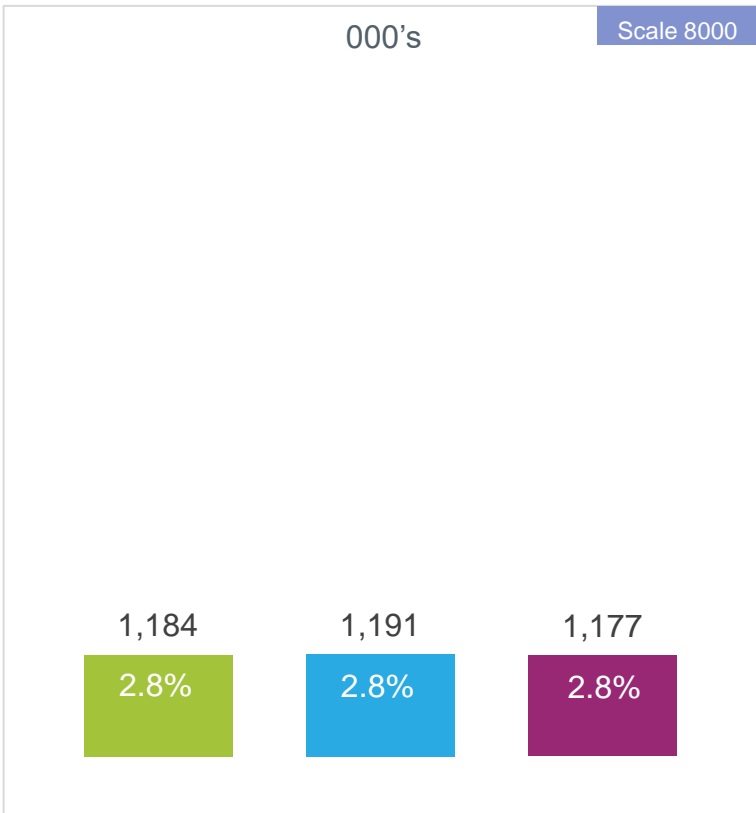


EAST COAST RADIO (Rank 14)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Primarily a KZN radio station (91%) with 55% metro representation. East Coast radio has a high level of Indian listeners at 33%, although Black listeners contribute the majority at 53%. A slight male skew of 54% is observed.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022	Q4 2022	Q1 2023
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Oct '21 to Sep '22
Base = 37,806
Station n=863

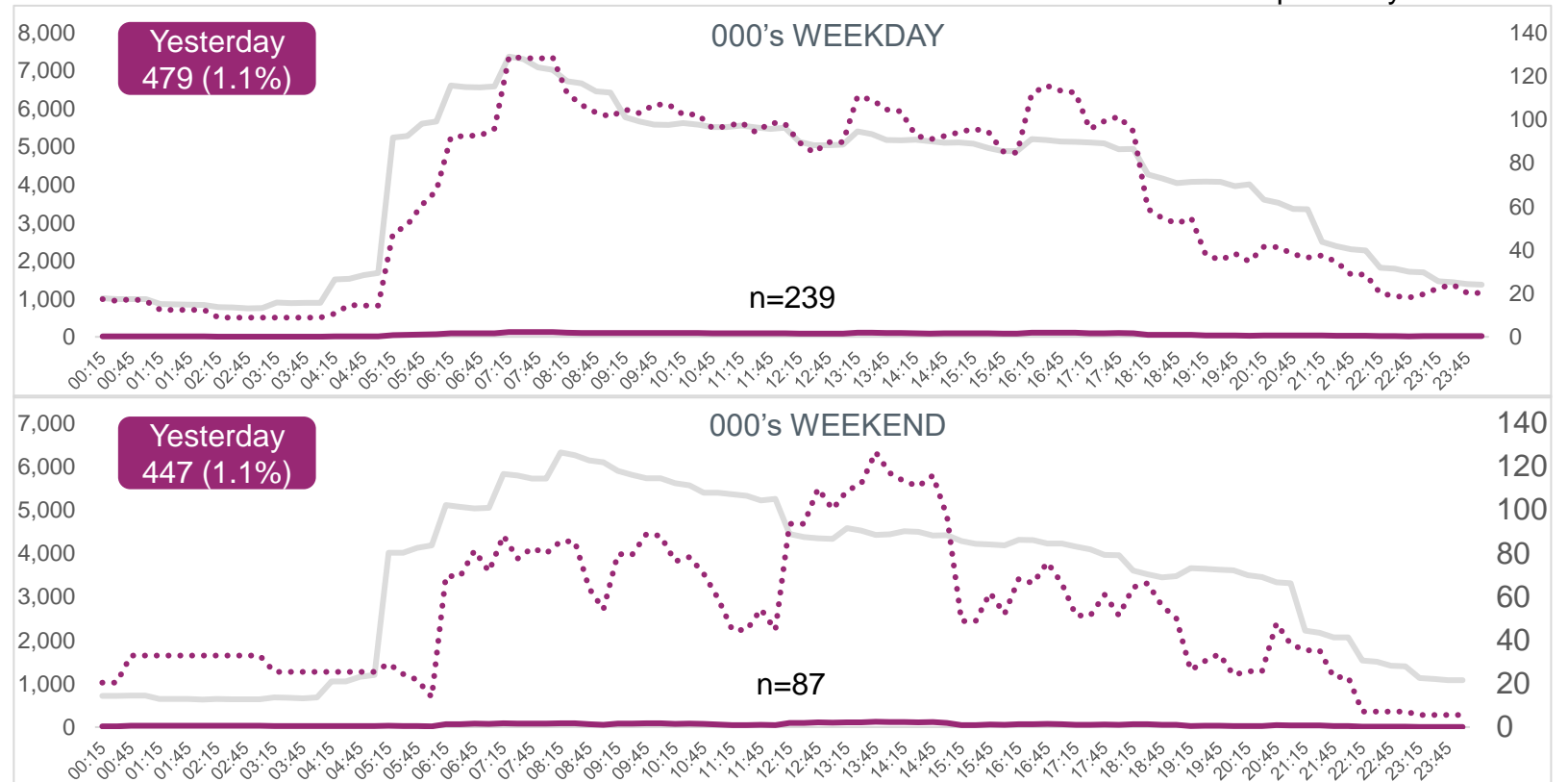
Jan '22 to Dec '22
Base 37,137
Station n=838

Apr '22 to Mar '23
Base 37,196
Station n=857

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:07

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

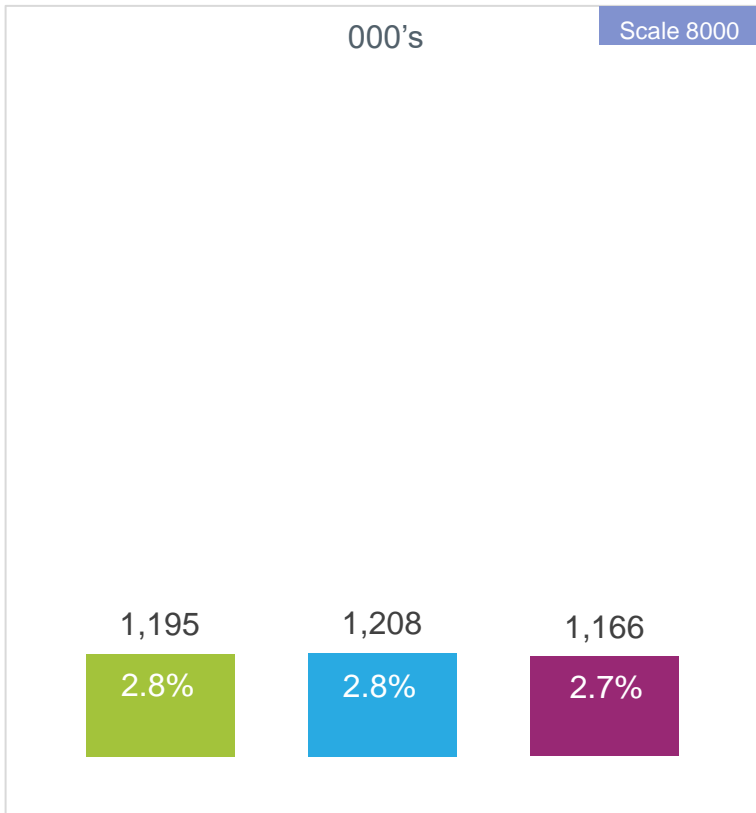


IKWEKWEZI FM (Rank 15)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Predominantly Black (96%), with largest audience residing in Mpumalanga (53%) followed by Gauteng (34%). Non-metro urban contributes mostly with 41% followed by metro 33%. Age group 35-49 (36%) followed by 25-34 years (25%). A slightly higher male audience at 53%.

LISTENED P7D
Q1 2023 against previous quarters

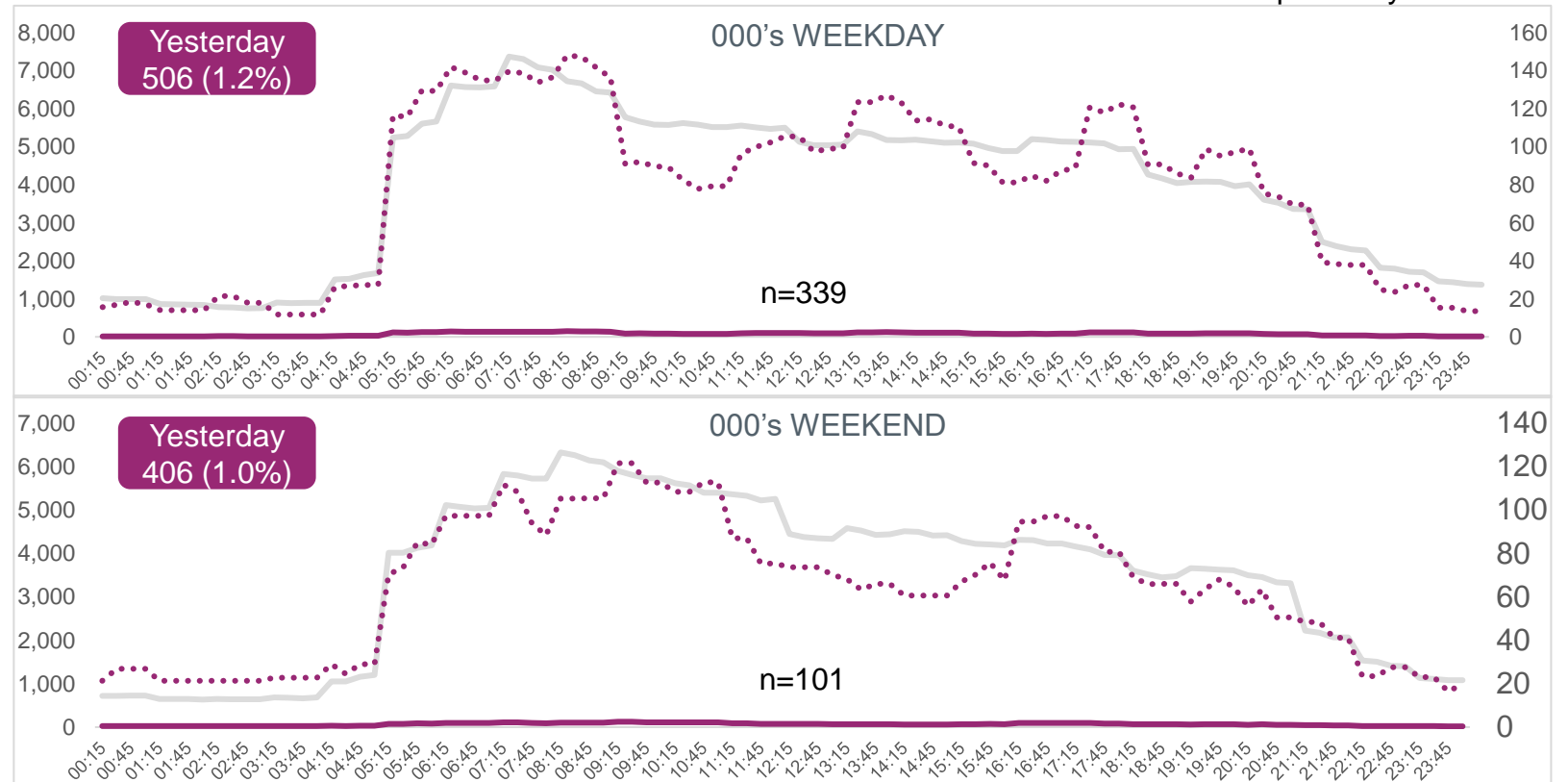


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=1,124	Jan '22 to Dec '22 Base 37,137 Station n=1,103	Apr '22 to Mar '23 Base 37,196 Station n=1,060

LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
03:43

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

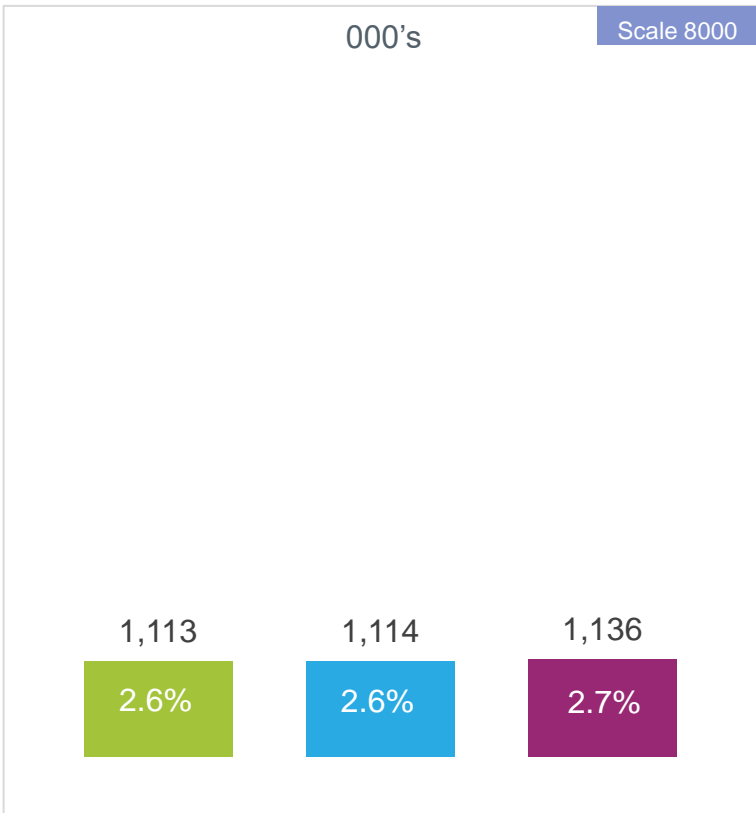
KFM 94.5 (Rank 16)



P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Most of the audience resides in WC (97%) in metro areas (61%). Coloured listeners make up 58% of the audience, followed by White at 23%. Male and female listeners almost balanced with female at 51%.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=923

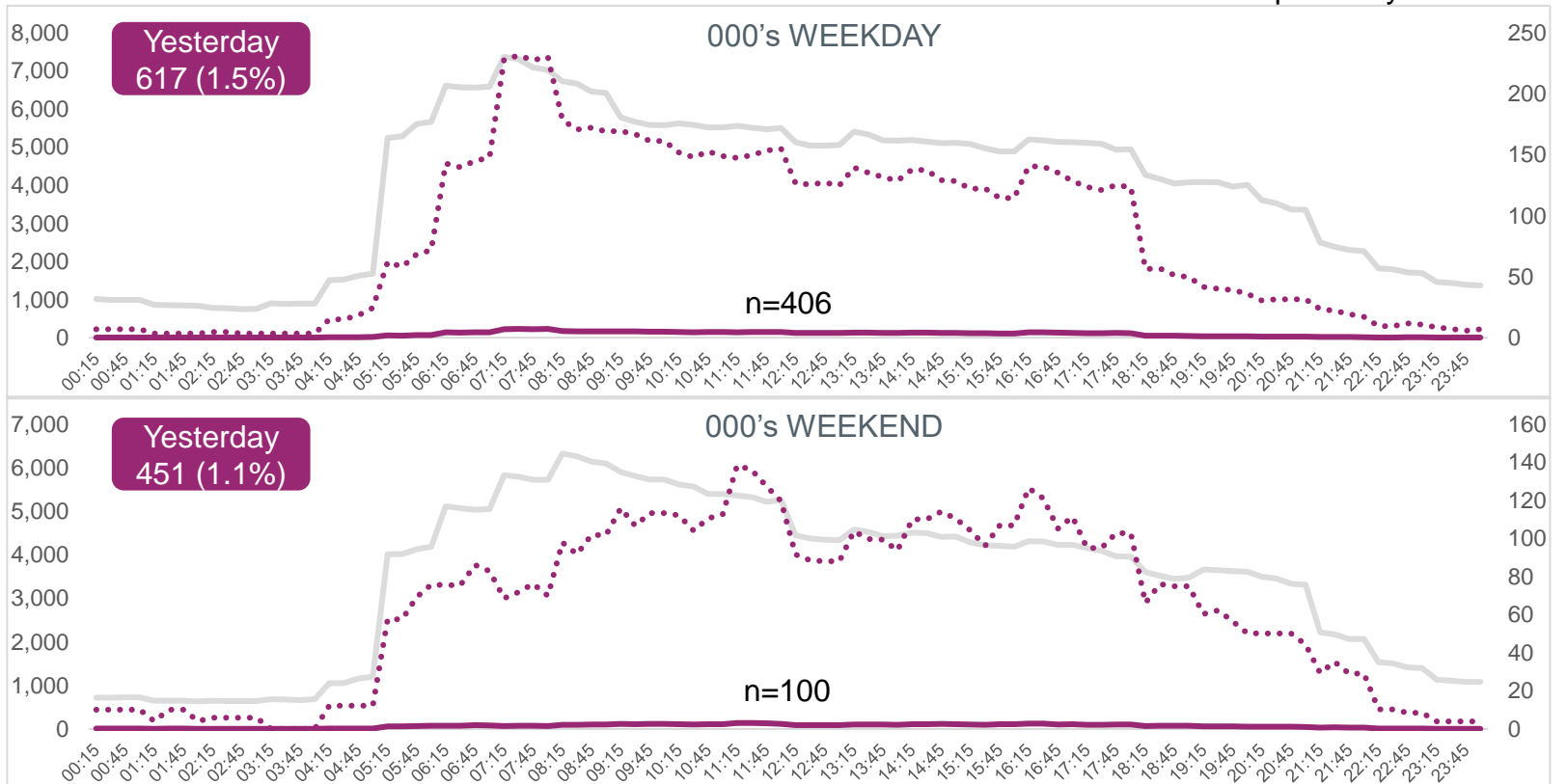
Jan '22 to Dec '22
Base 37,137
Station n=946

Apr '22 to Mar '23
Base 37,196
Station n=1,004

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:20

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

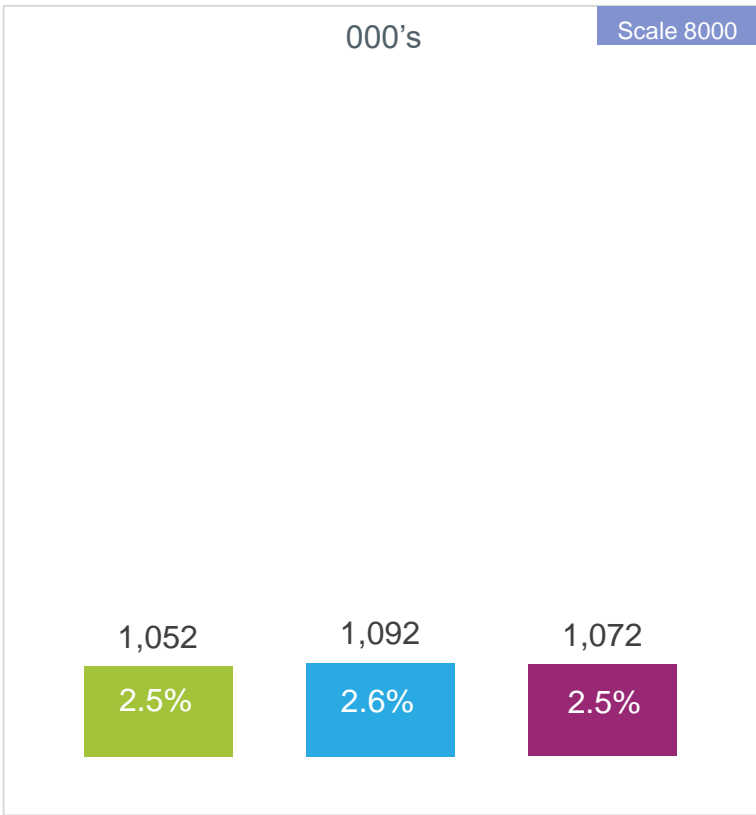
Shape of day – for total radio runs on left axis, for station axis runs on right

94.7 (Rank 17)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

947 is a Gauteng radio station (94%), with a diverse audience of Black (48%), White (30%), Indian (14%) and Coloured (9%) listeners. It has a female skew of 55%.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=758

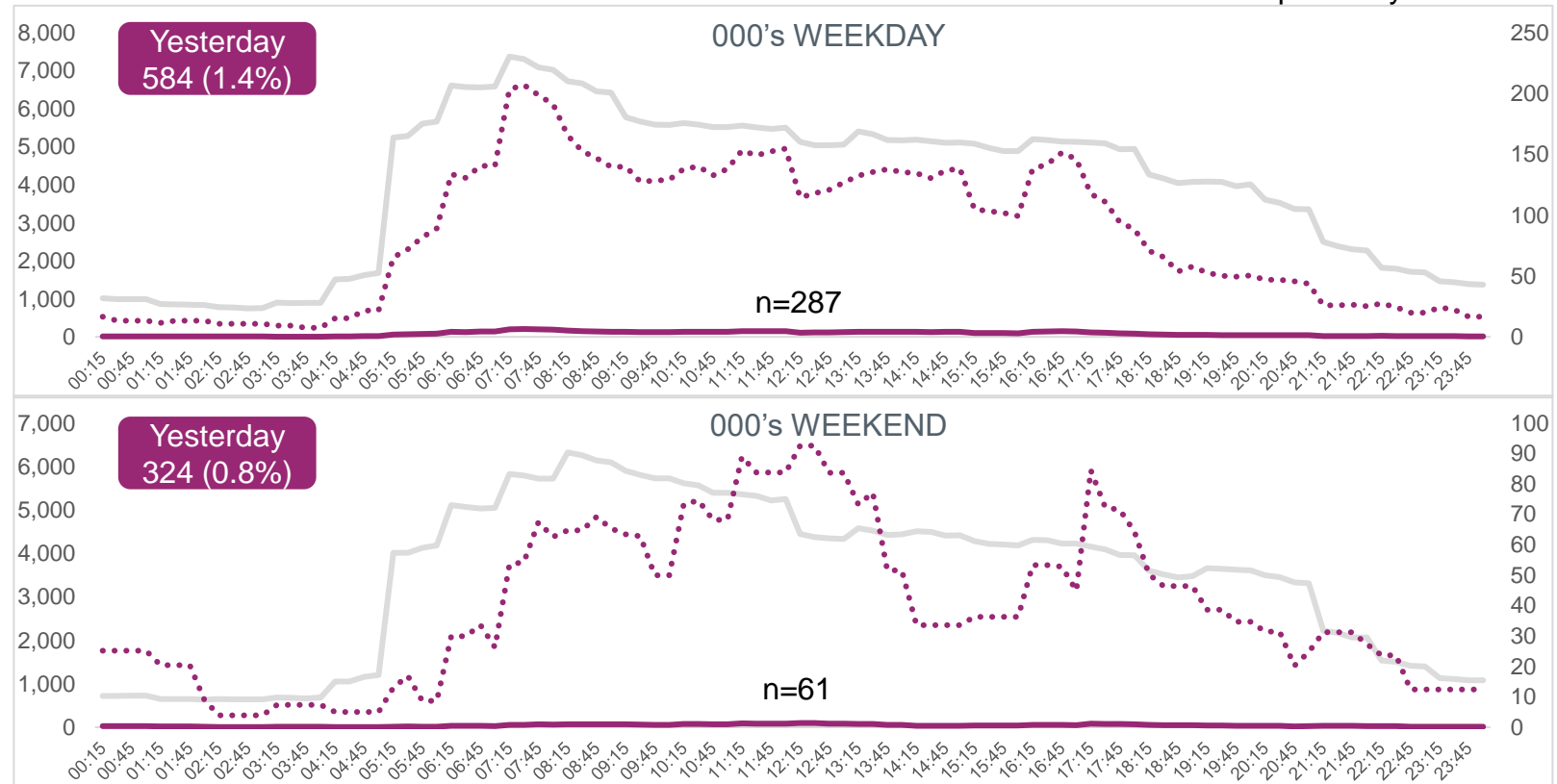
Jan '22 to Dec '22
Base 37,137
Station n=741

Apr '22 to Mar '23
Base 37,196
Station n=743

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:22

→ Total Radio 000's
Station 000's
Station shape of day ←



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

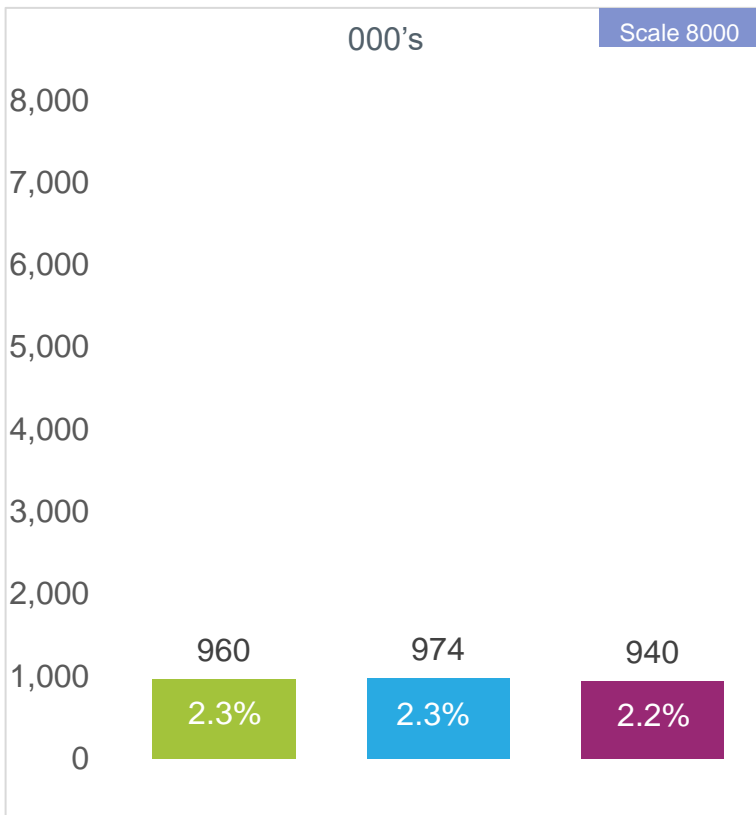


5 FM (Rank 18)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

5 FM's audience is largely a young (Ages 25-34 at 38%) and male (61%) audience. Listeners reside mostly in metro areas (68%) with 36% in Gauteng, 17% in Western Cape and 14% in KZN (the provinces that have the largest metro areas).

LISTENED P7D
Q1 2023 against previous quarters

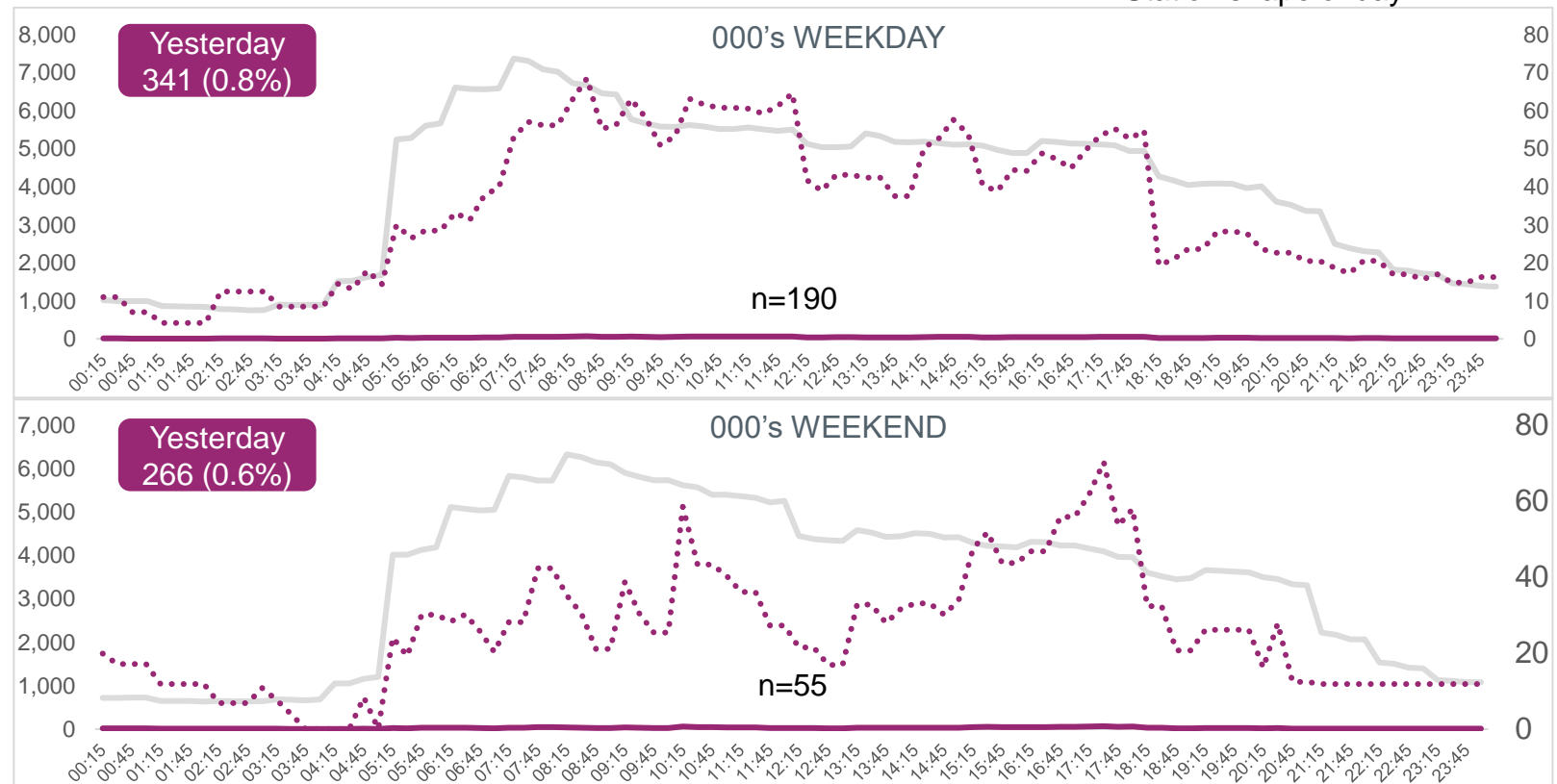


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=746	Jan '22 to Dec '22 Base 37,137 Station n=727	Apr '22 to Mar '23 Base 37,196 Station n=723

LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
02:21

→ Total Radio 000's
Station 000's
Station shape of day ←



P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

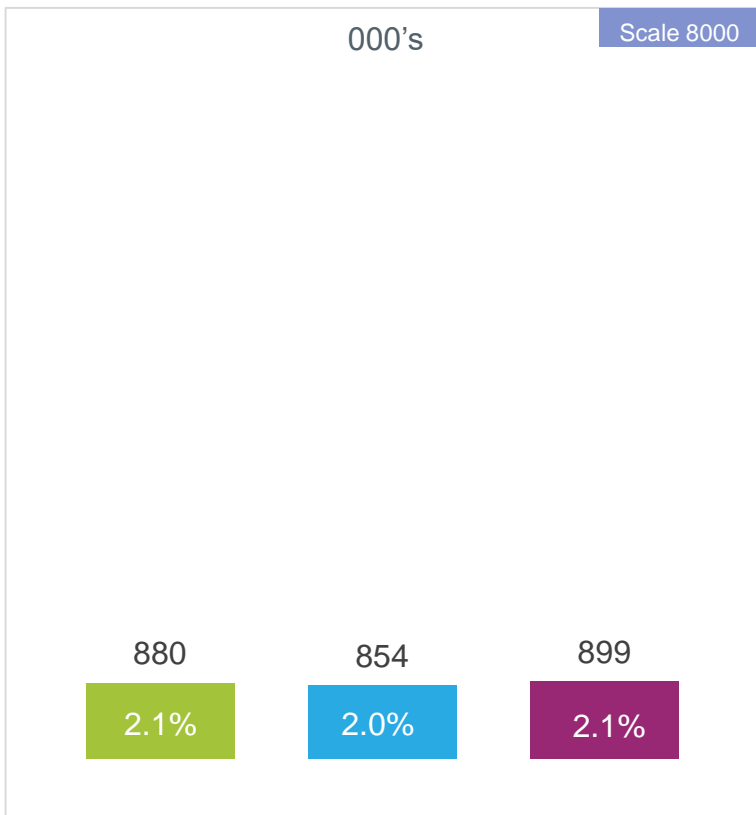


99.2 YFM (Rank 19)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

YFM has a mainly male audience (67%), with 45% ages 25-34 years. The audience is predominantly Black at 92% and lives in Gauteng (84%). Audiences come from metro areas (75%).

LISTENED P7D Q1 2023 against previous quarters

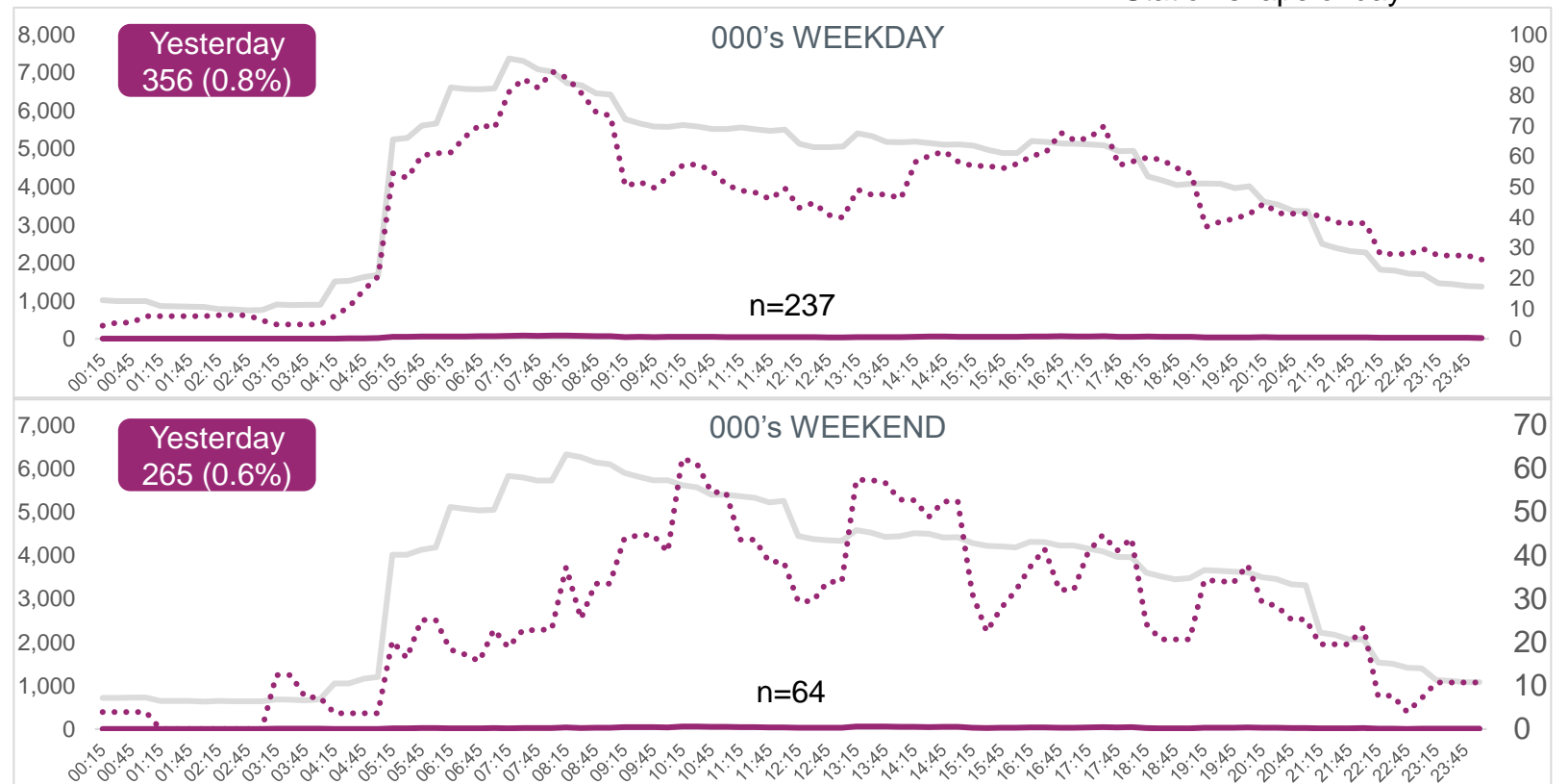


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=830	Jan '22 to Dec '22 Base 37,137 Station n=776	Apr '22 to Mar '23 Base 37,196 Station n=806

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
02:48

→ Total Radio 000's
Station 000's
← Station shape of day



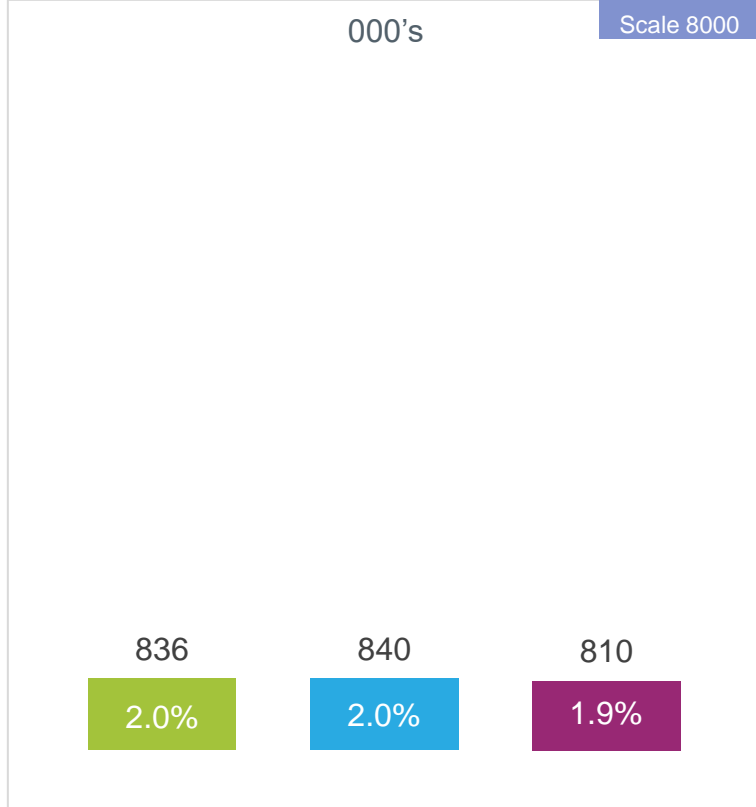
P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

HEART 104.9 FM (Rank 20)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

The audience composition for Heart is 87% Coloured, with 95% of the audience residing in the WC. The gender profile is fairly even with females making up 51% of listeners.

LISTENED P7D Q1 2023 against previous quarters

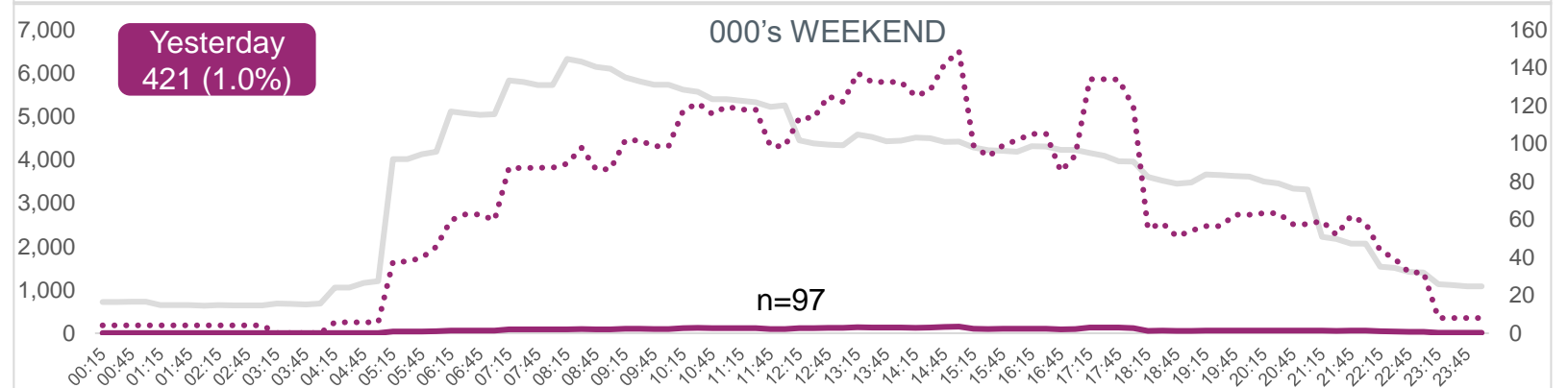
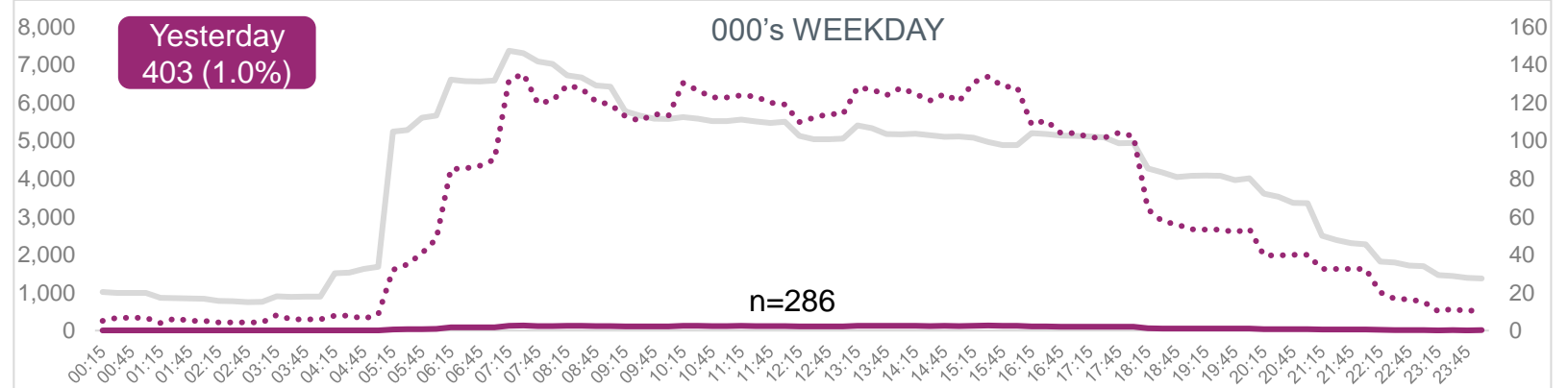


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=710	Jan '22 to Dec '22 Base 37,137 Station n=726	Apr '22 to Mar '23 Base 37,196 Station n=728

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
04:04

→ Total Radio 000's
Station 000's
← Station shape of day



P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

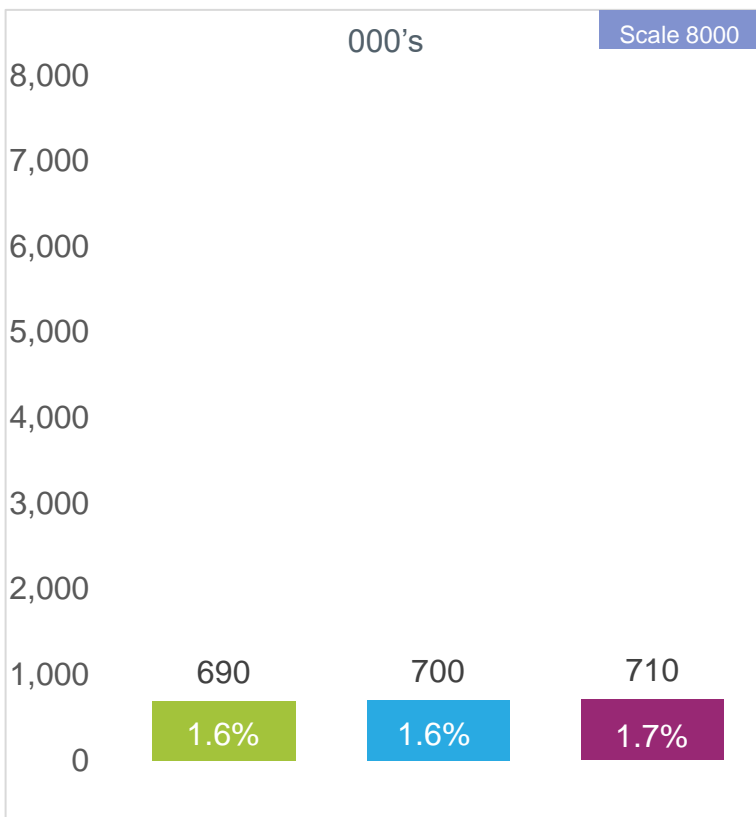
702 (Rank 21)



P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

702's core audience comes from Gauteng (92%) and is mainly male (62%). It appeals to mature listeners with 61% falling between the ages of 35-64 years. It's listenership is racially diverse with Blacks contributing 62%, White 22%, Indian 11% and Coloured 6%.

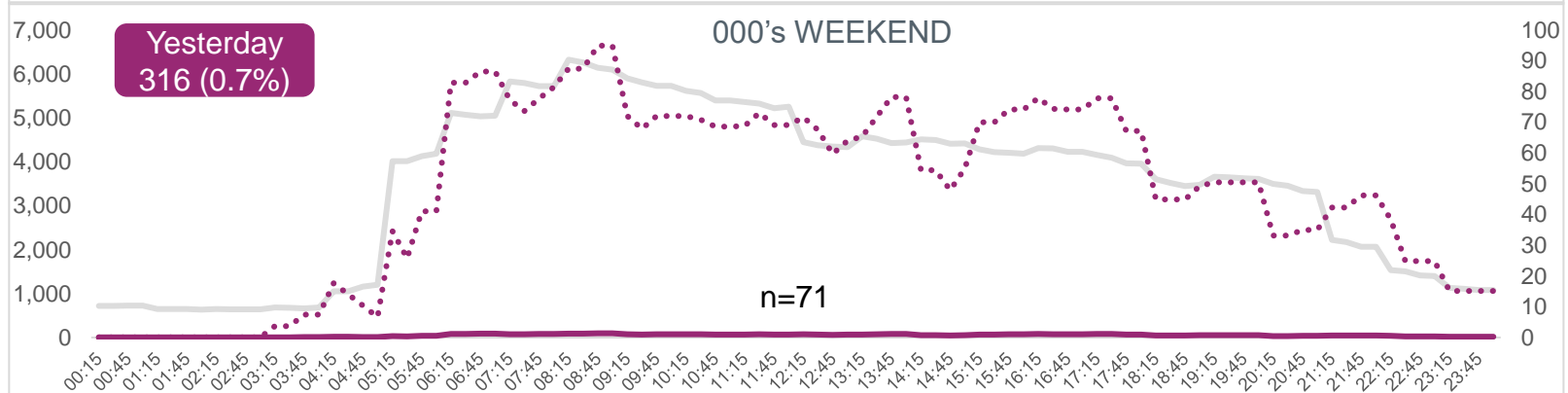
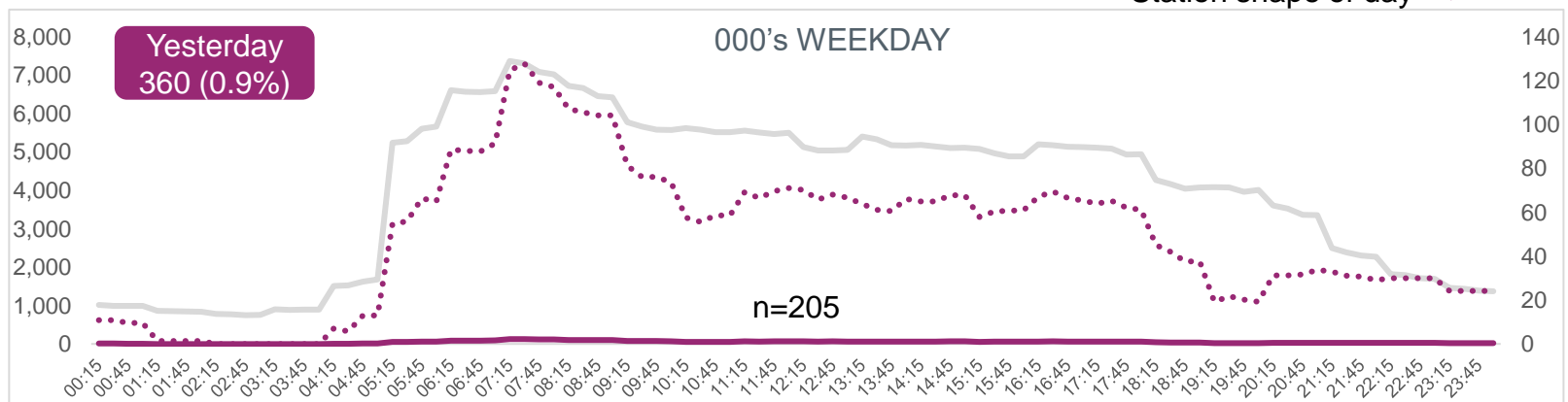
LISTENED P7D
Q1 2023 against previous quarters



LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
03:20

→ Total Radio 000's
→ Station 000's
← Station shape of day



Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=579	Jan '22 to Dec '22 Base 37,137 Station n=557	Apr '22 to Mar '23 Base 37,196 Station n=567

P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

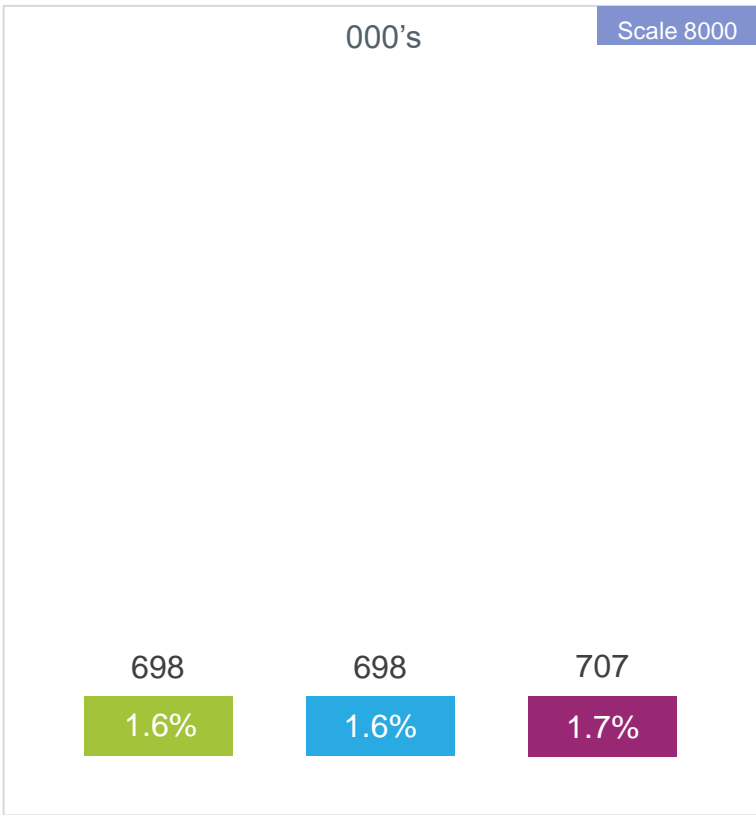
GOOD HOPE FM (Rank 22)



P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Caters for WC audiences at 97% representation, with metro at 77%. Males make up for a slightly larger portion of the audience at 54%. Age groups 25-34 and 35-49 years make up a total of 67% in almost equal parts. It's listenership composition is largely Coloured at 78%.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=556

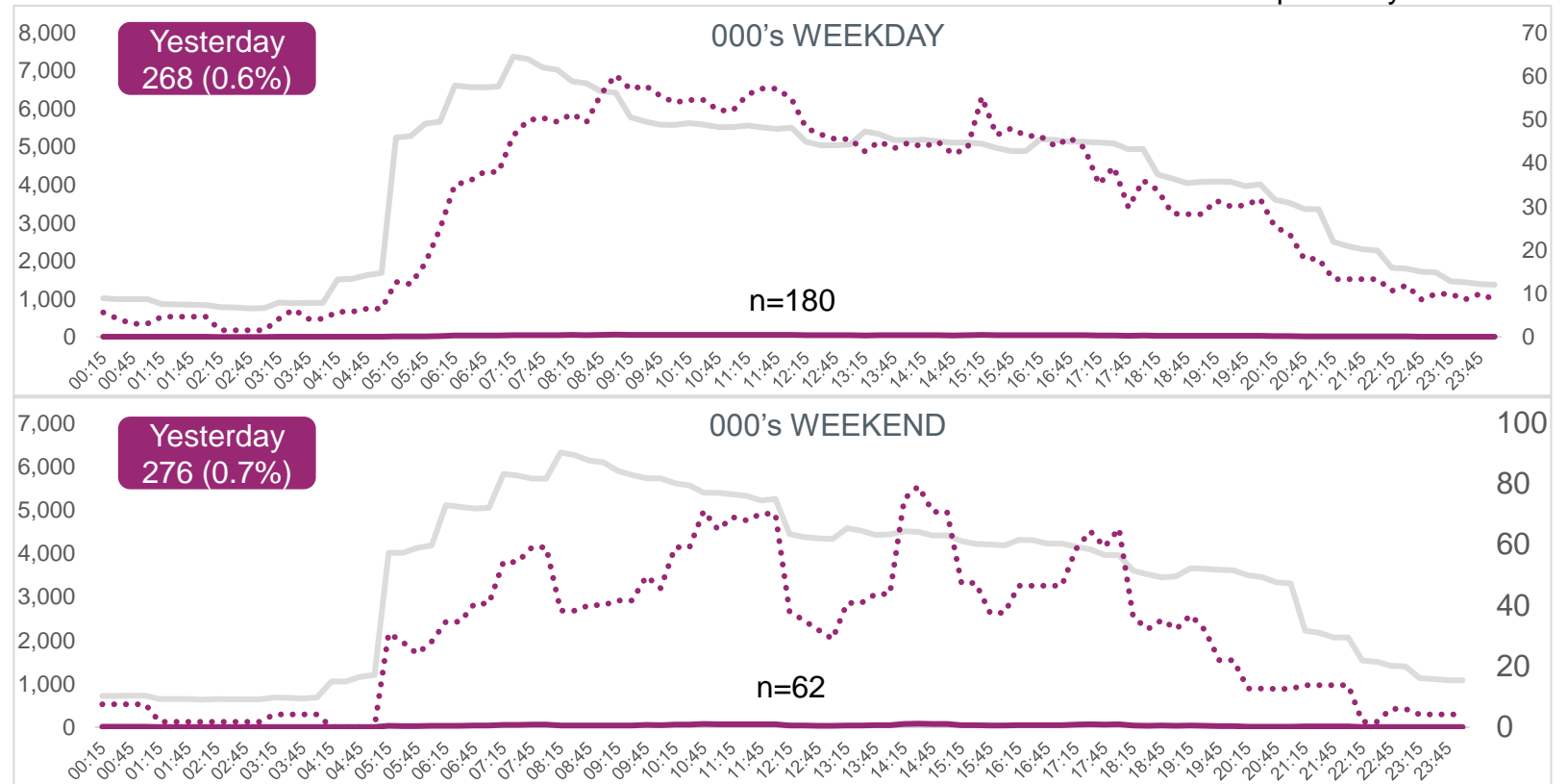
Jan '22 to Dec '22
Base 37,137
Station n=577

Apr '22 to Mar '23
Base 37,196
Station n=615

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
02:42

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

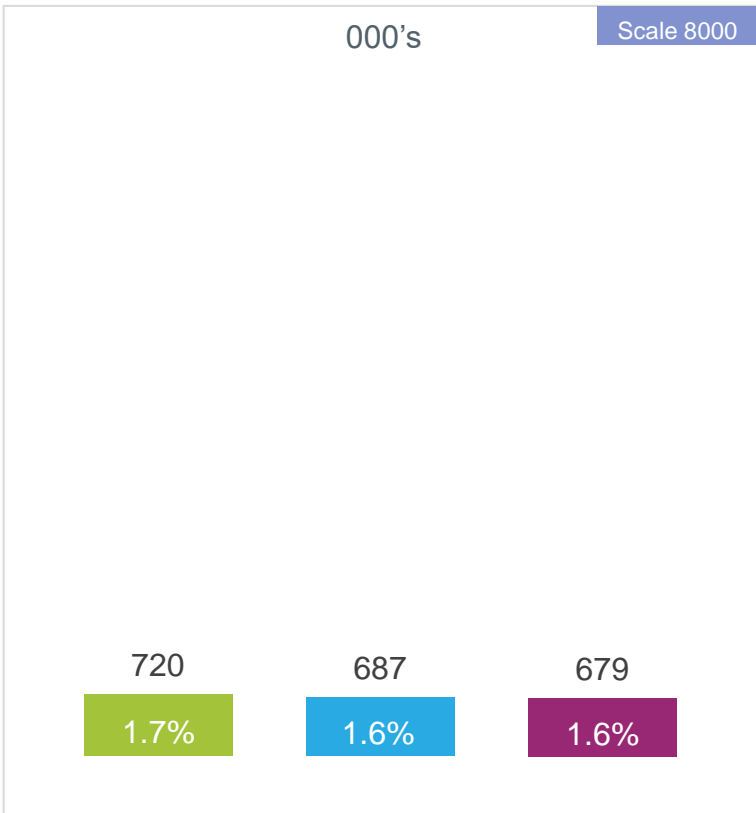
KAYA FM (Rank 23)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP



Kaya FM listeners are mainly Black (92%) and live in Gauteng (89%) in metro areas (81%). 35-49 year olds make up 41% of the audience followed by 25-34 year olds contributing 33% to listening.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=678

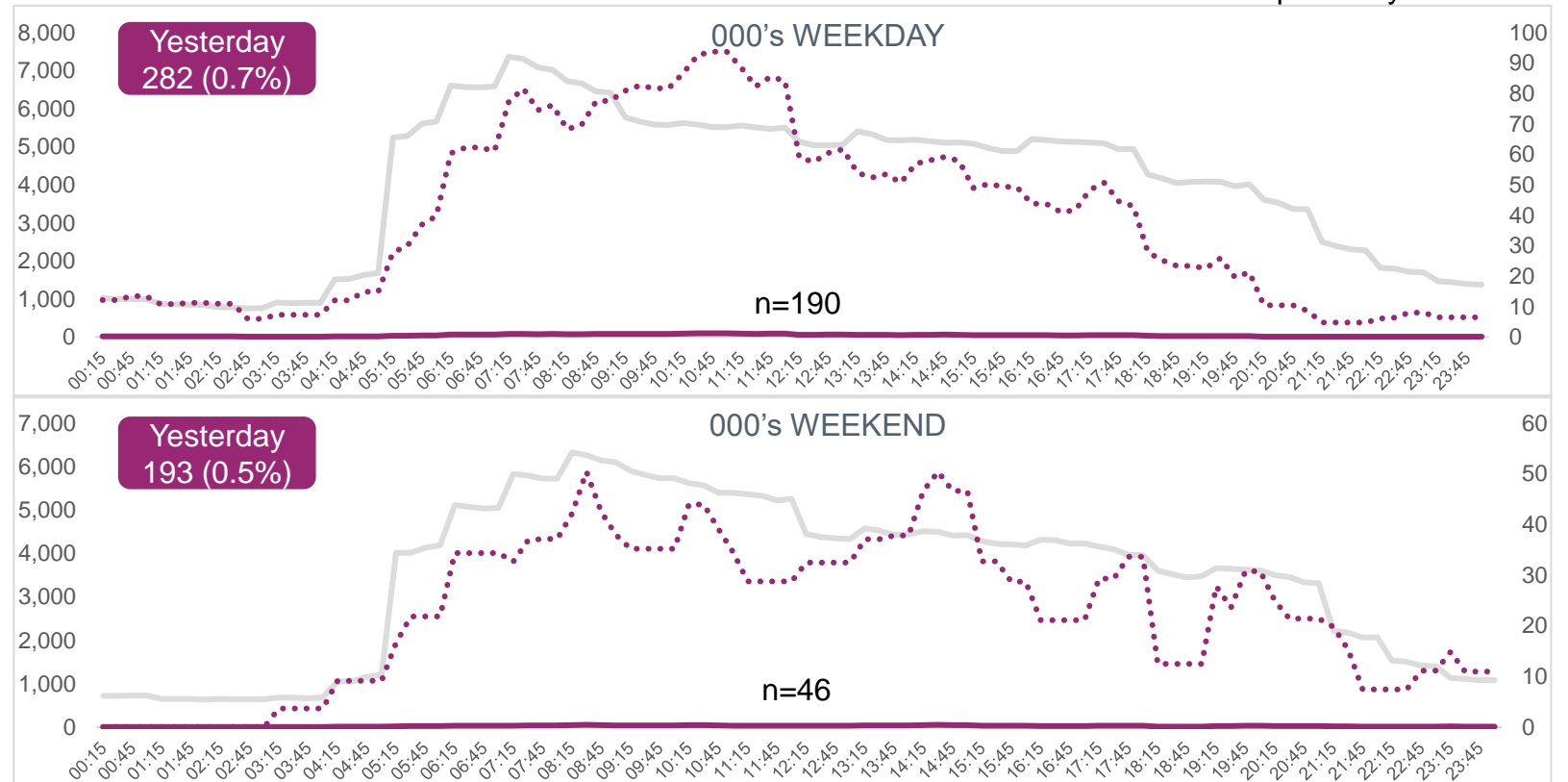
Jan '22 to Dec '22
Base 37,137
Station n=636

Apr '22 to Mar '23
Base 37,196
Station n=619

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:14

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

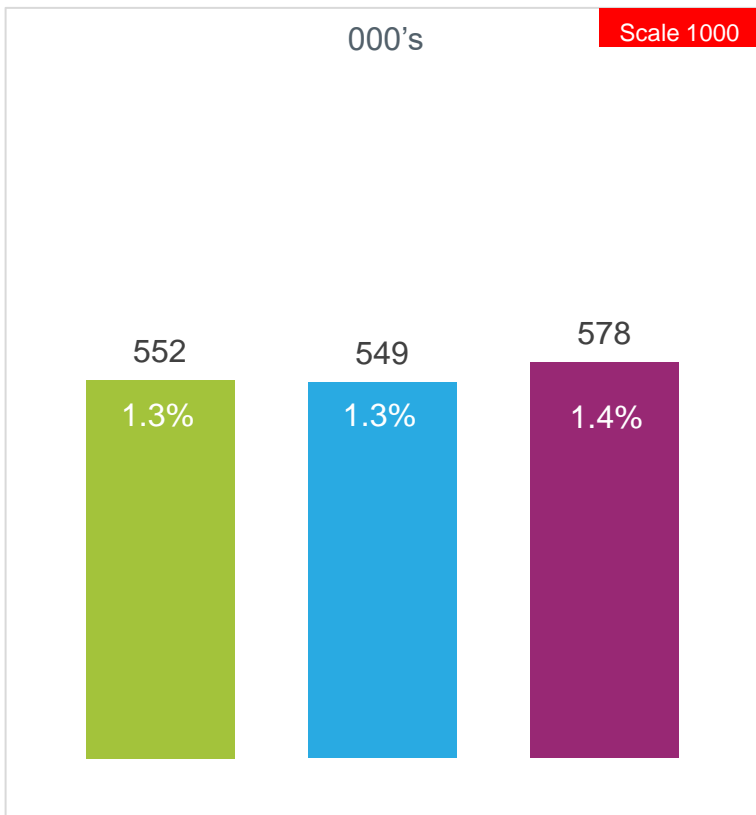
Shape of day – for total radio runs on left axis, for station axis runs on right

SAFM (Rank 24)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

SAFM listeners are largely male (78%) and Black (74%). Half the audience lives in metro areas (53%) across all provinces, however, Gauteng accounts for 26% followed by EC at 18%. The station caters to a mature audience, with 62% falling between the ages of 35-64 years.

LISTENED P7D
Q1 2023 against previous quarters

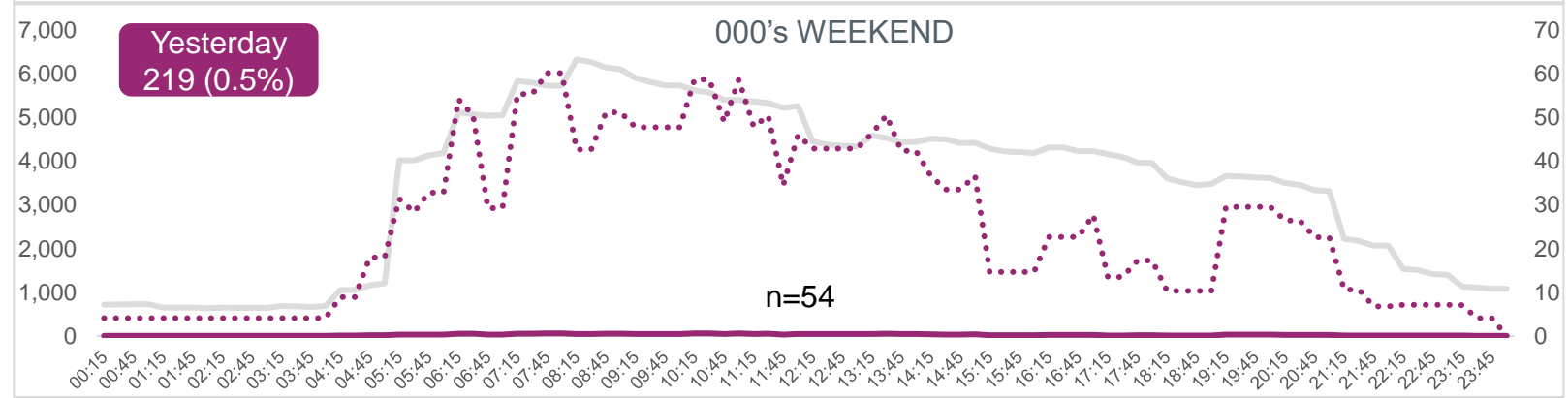
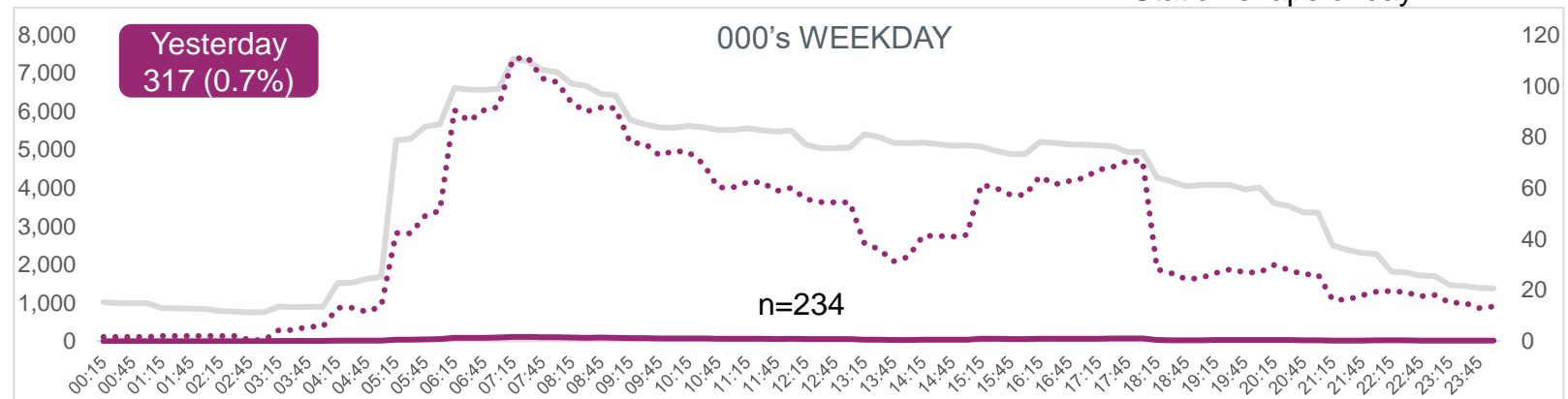


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=531	Jan '22 to Dec '22 Base 37,137 Station n=521	Apr '22 to Mar '23 Base 37,196 Station n=554

LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
03:07

→ Total Radio 000's
→ Station 000's
← Station shape of day



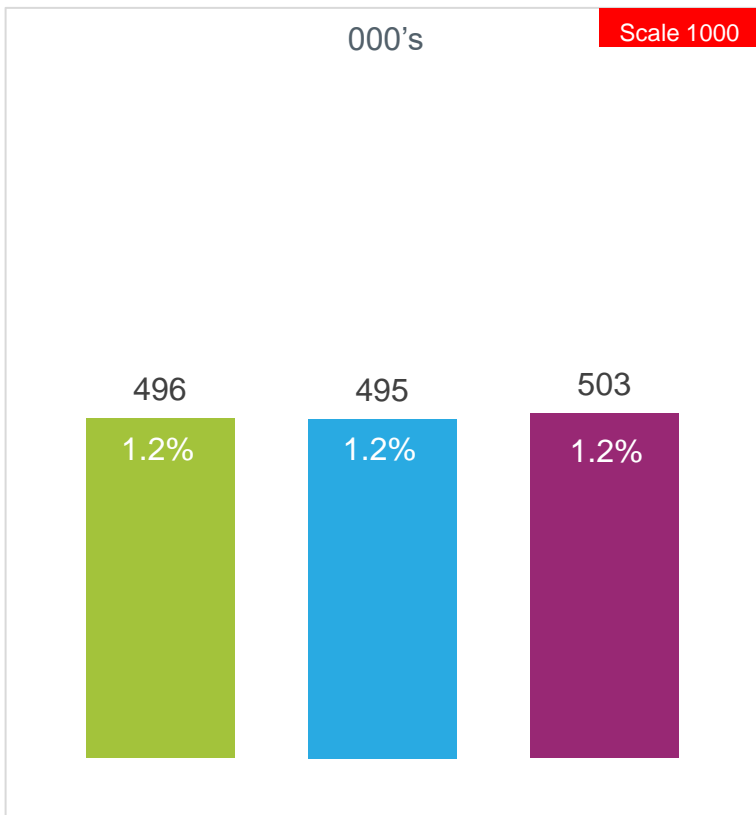
P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

CAPRICORN FM (Rank 25)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

A greater proportion of males (63%) listen to Capricorn. It's core listenership resides in Limpopo (70%) predominantly Black (97%). The station draws mainly young listeners with 67% falling between the ages of 18–34 years.

LISTENED P7D
Q1 2023 against previous quarters

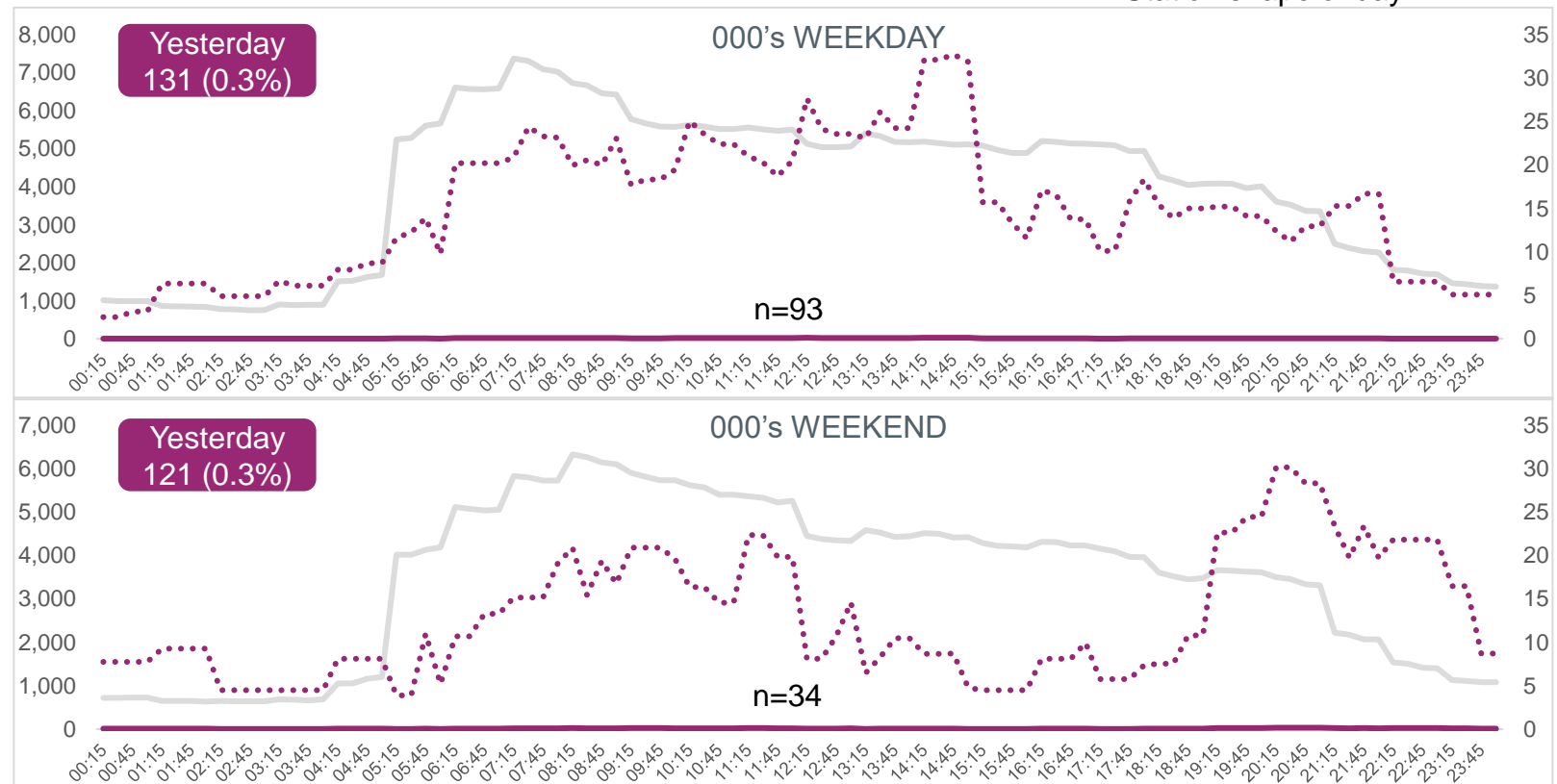


Quarter	Period	Base	Station n
Q3 2022	Oct '21 to Sep '22	37,806	518
Q4 2022	Jan '22 to Dec '22	37,137	487
Q1 2023	Apr '22 to Mar '23	37,196	473

LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
02:42

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

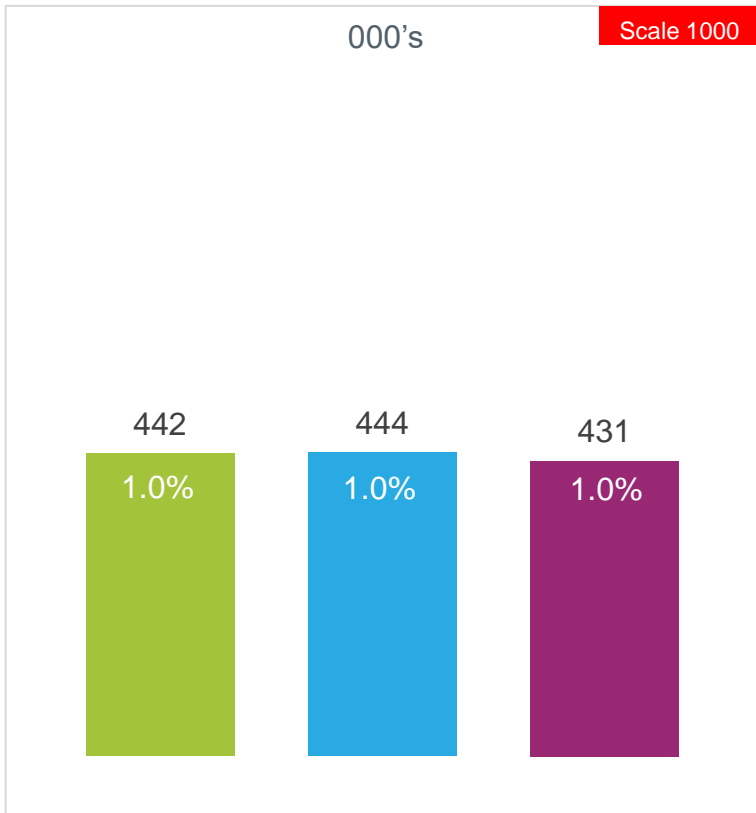


ALGOA FM (Rank 26)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Algoa's audience is balanced between male (50%) and female (50%) listeners, residing in metro areas (71%). It serves the EC population (88%) with spill over into the WC with 9% listenership. It is racially diverse, appealing to Blacks (31%), Coloureds (33%) and Whites (32%).

LISTENED P7D
Q1 2023 against previous quarters

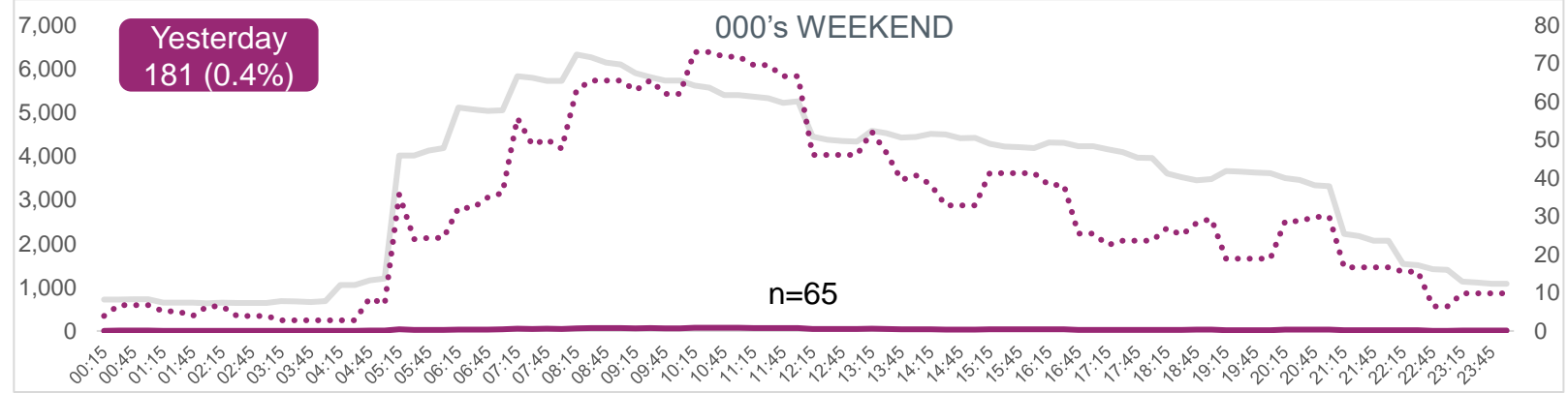
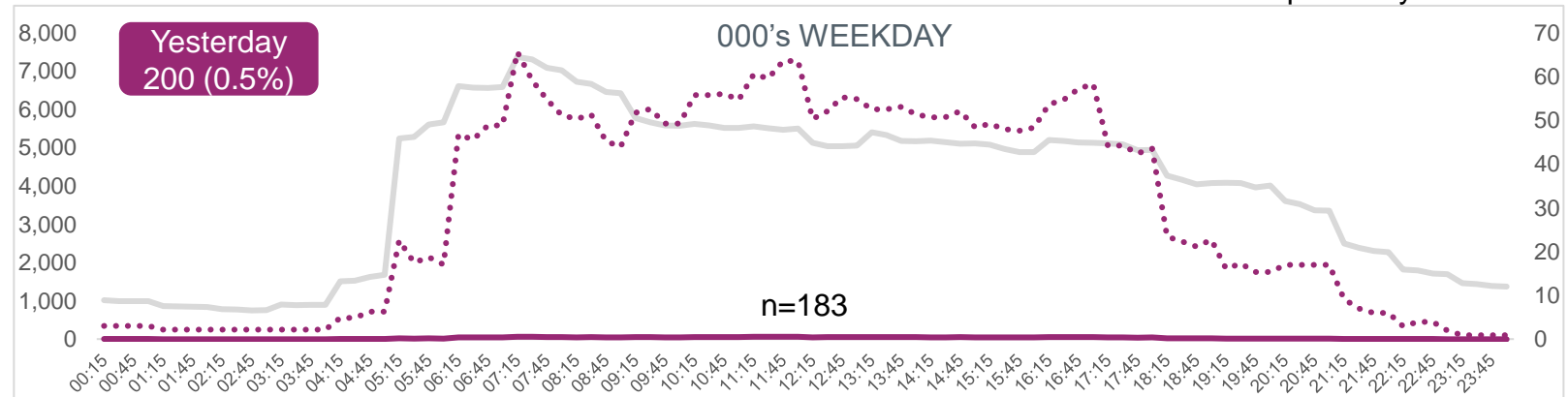


Q3 2022 Q4 2022 Q1 2023

LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
03:45

→ Total Radio 000's
Station 000's
Station shape of day ←



P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

Oct '21 to Sep '22 Base = 37,806 Station n=503
 Jan '22 to Dec '22 Base 37,137 Station n=512
 Apr '22 to Mar '23 Base 37,196 Station n=527

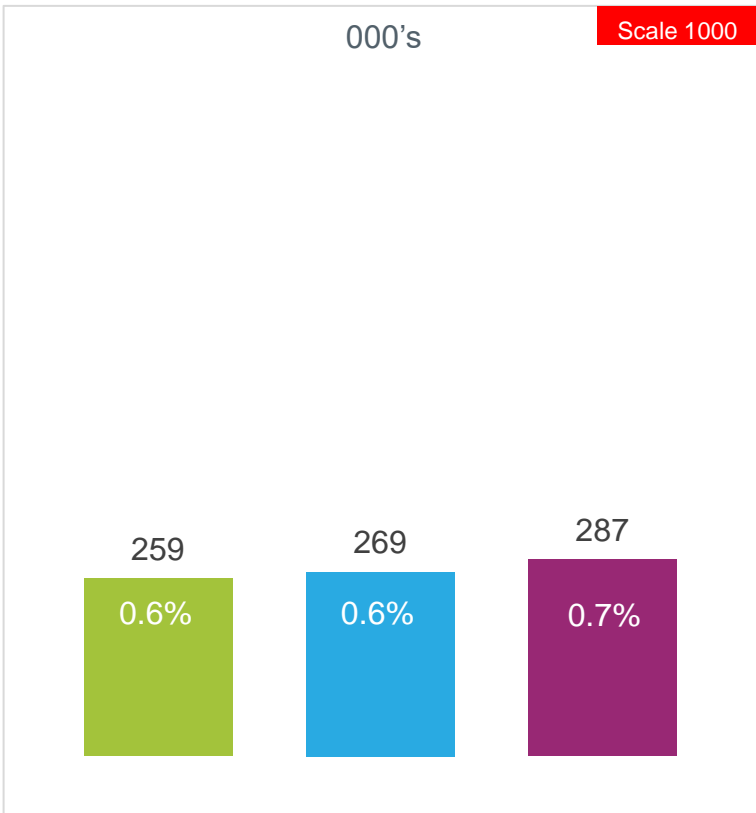


POWER FM 98.7 (Rank 27)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Males dominate the audience for Power FM at 76%. Listeners are mainly Black (98%) and live mostly in Gauteng (80%) in metro areas (76%). The larger age group of listeners fall between 35-49 years old (40%) followed by 25-34 year olds (26%).

LISTENED P7D
Q1 2023 against previous quarters

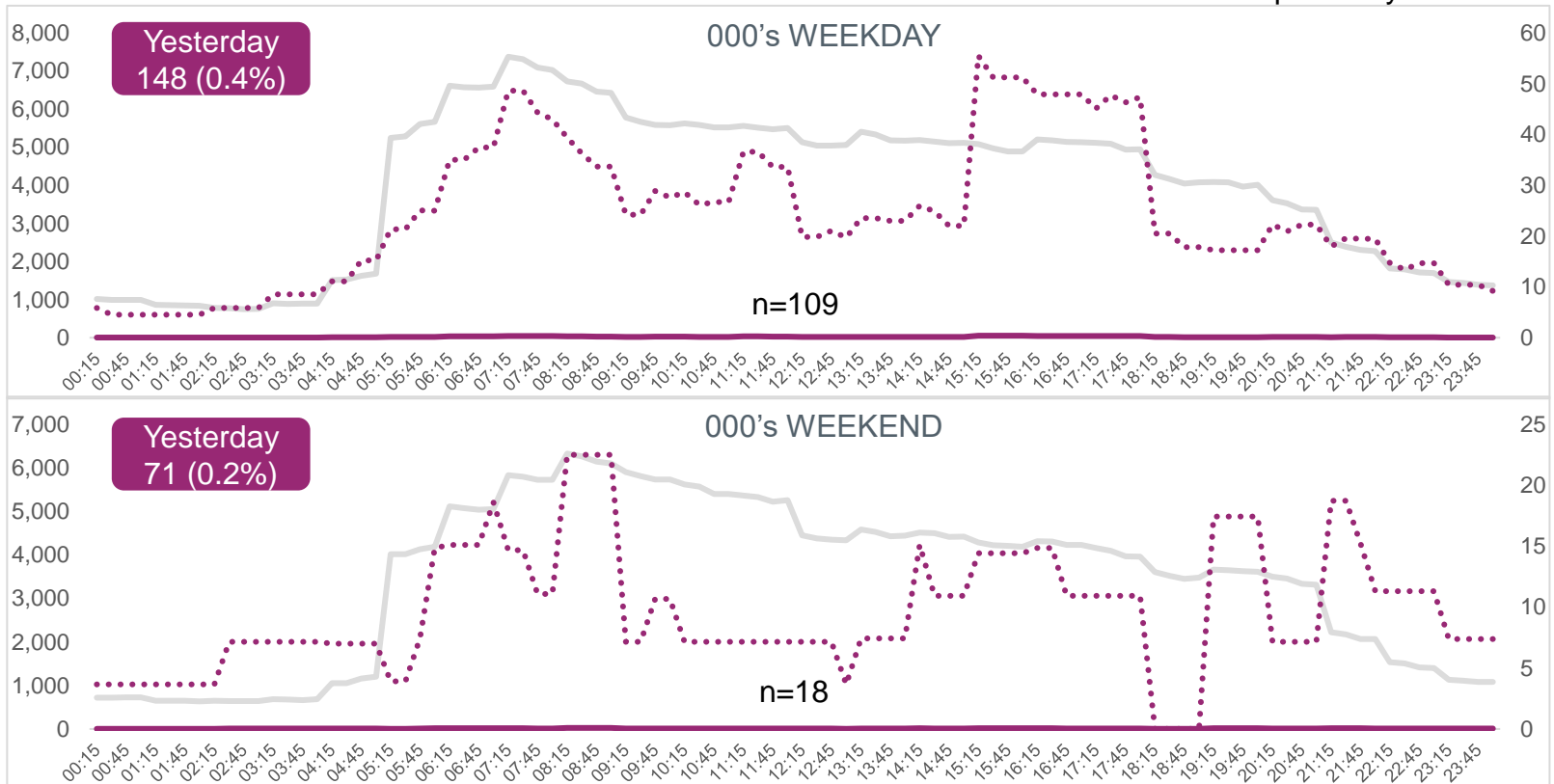


Quarter	Base	Station n
Q3 2022	37,806	262
Q4 2022	37,137	263
Q1 2023	37,196	275

LISTENED YESTERDAY, QUARTER HRS
Q1 2023

HH:MM
03:50

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

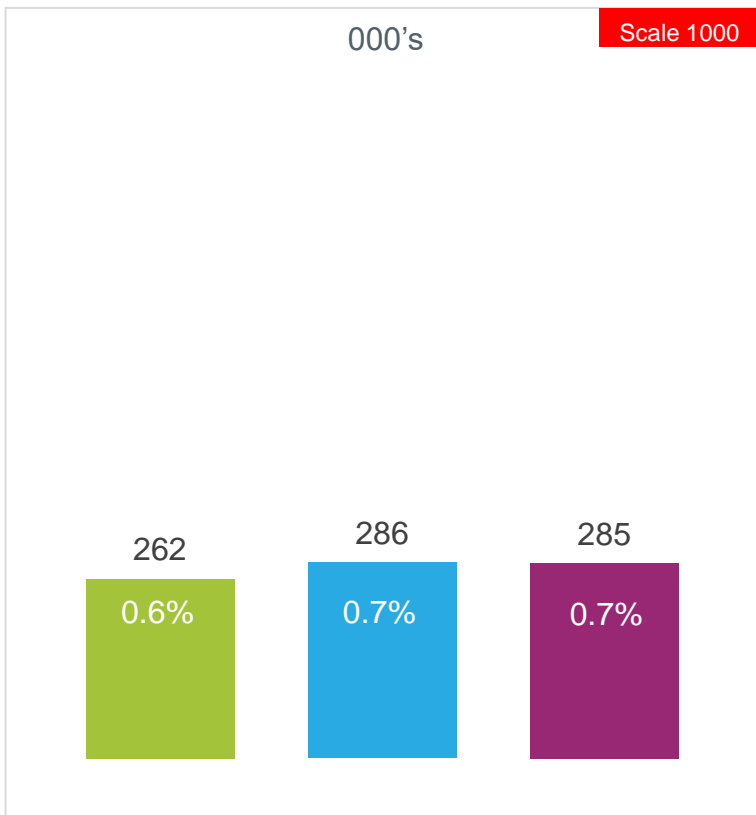
Shape of day – for total radio runs on left axis, for station axis runs on right

TRU FM (Rank 28)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters

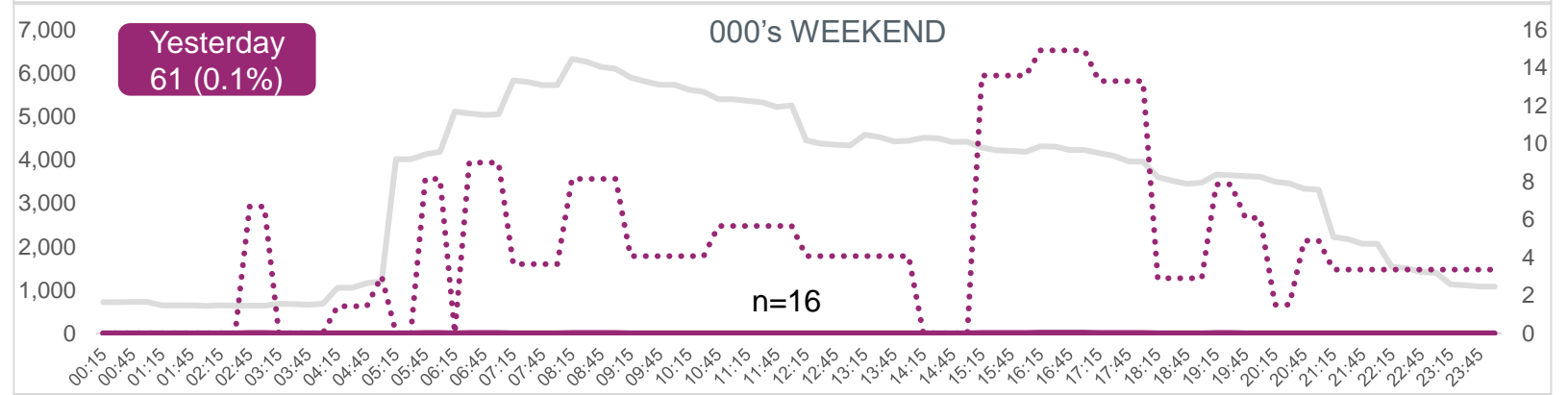
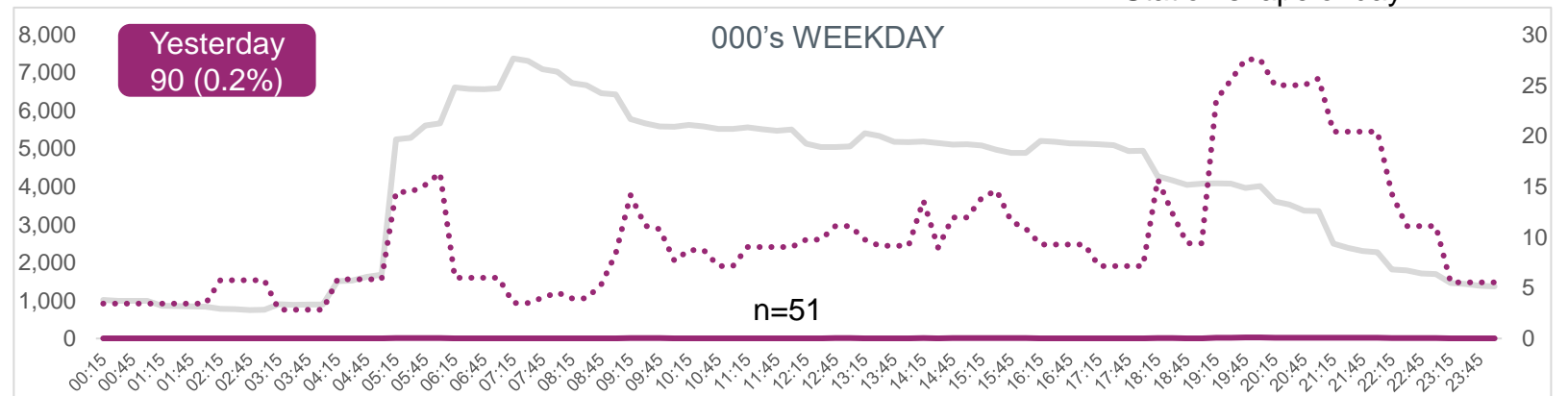


Quarter	Base	Station n
Q3 2022	37,806	207
Q4 2022	37,137	221
Q1 2023	37,196	239

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
02:31

→ Total Radio 000's
Station 000's
← Station shape of day



P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

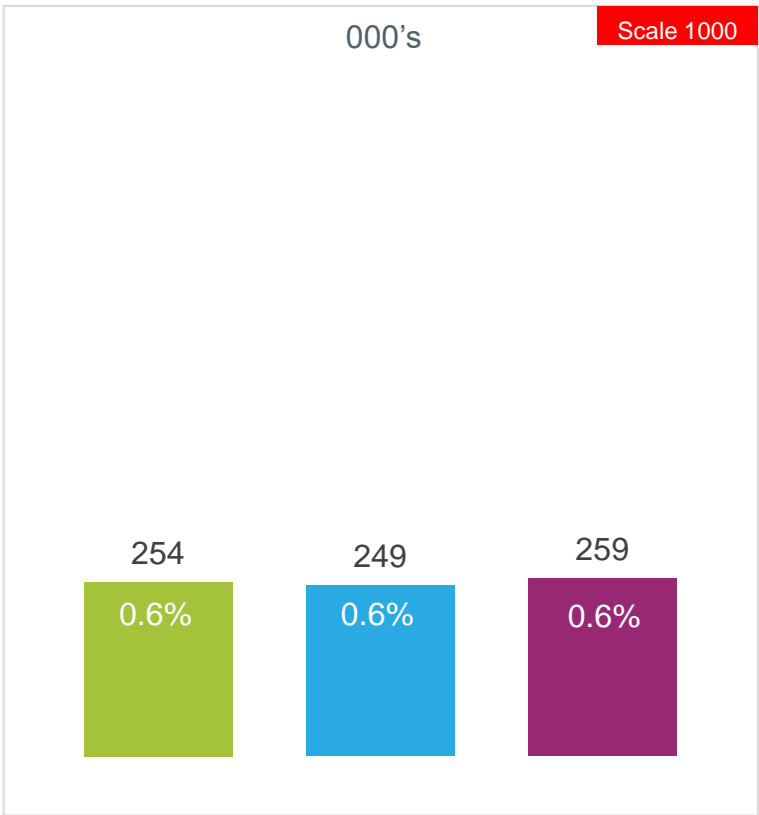
LOTUS FM (Rank 29)



P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=114

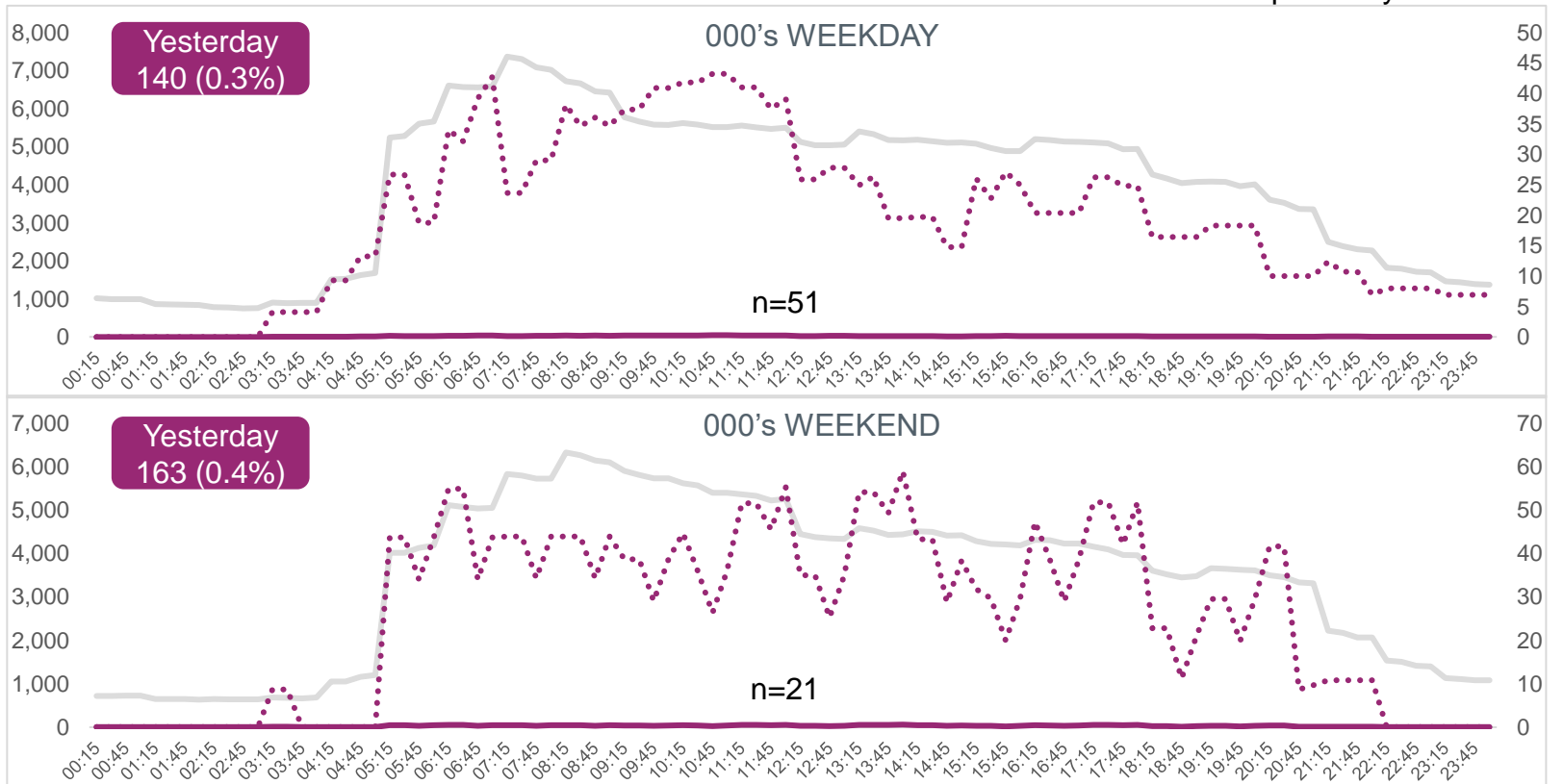
Jan '22 to Dec '22
Base 37,137
Station n=113

Apr '22 to Mar '23
Base 37,196
Station n=122

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:29

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

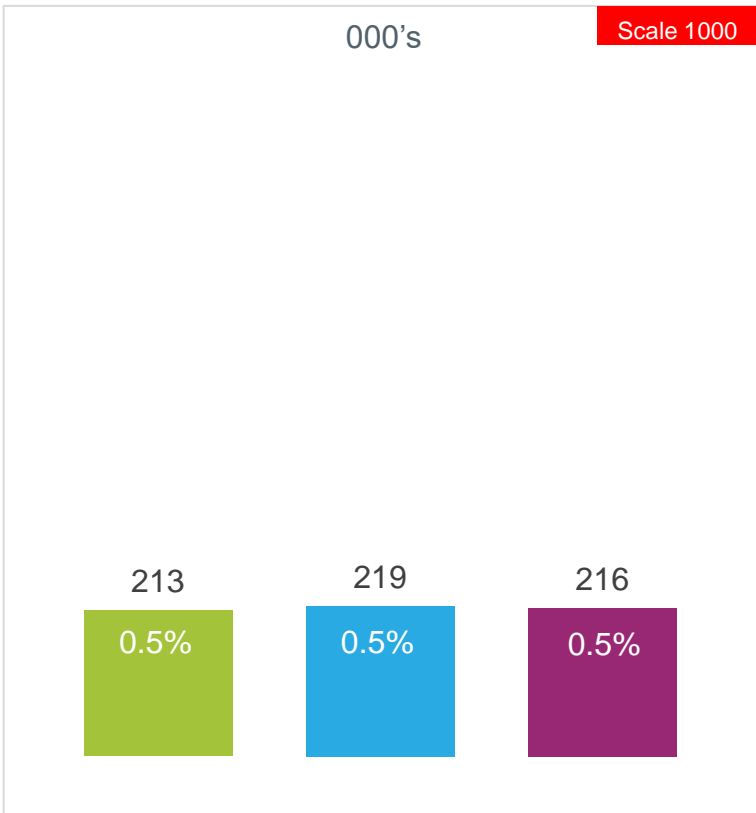
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=152

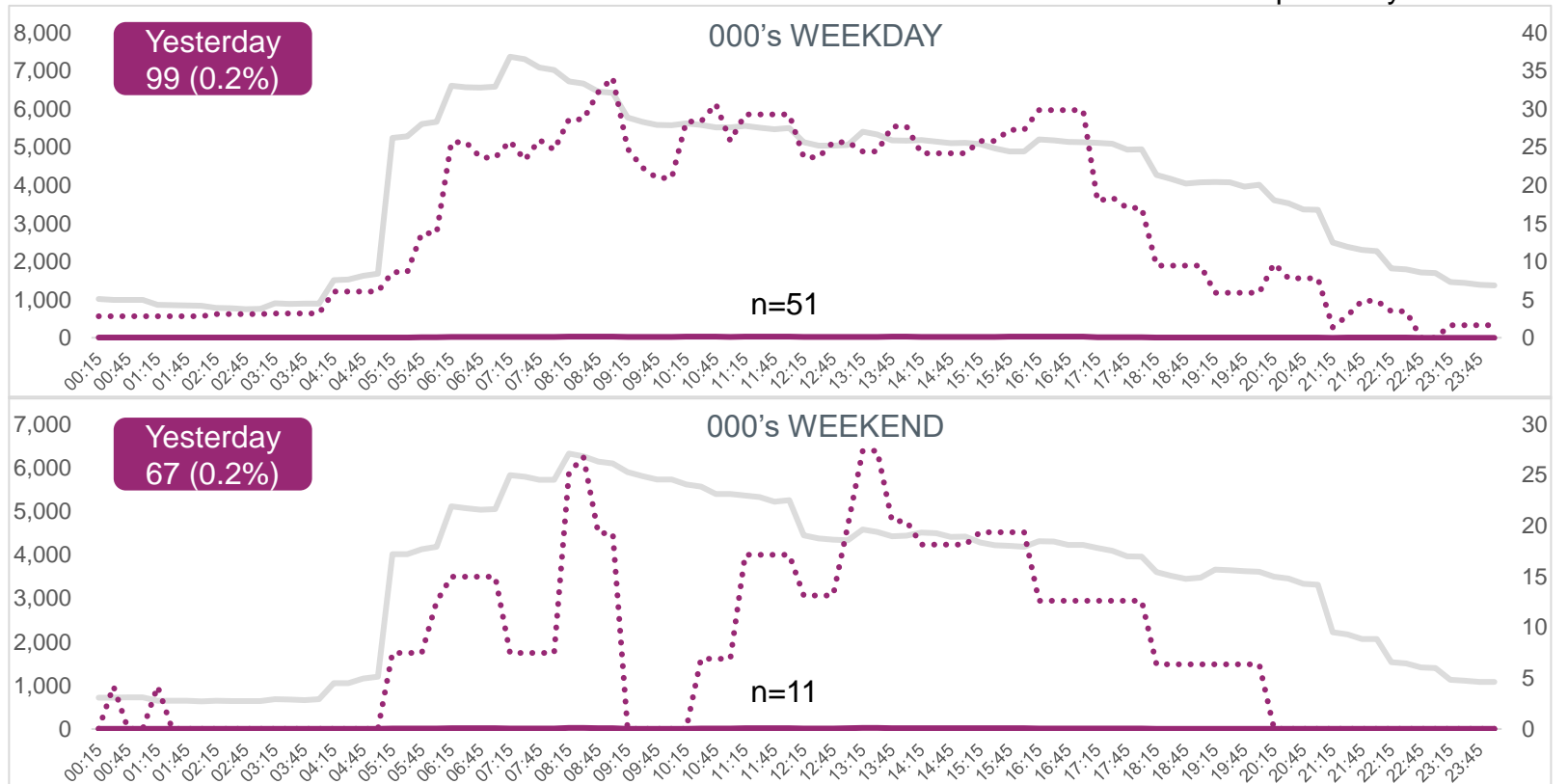
Jan '22 to Dec '22
Base 37,137
Station n=148

Apr '22 to Mar '23
Base 37,196
Station n=153

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:33

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

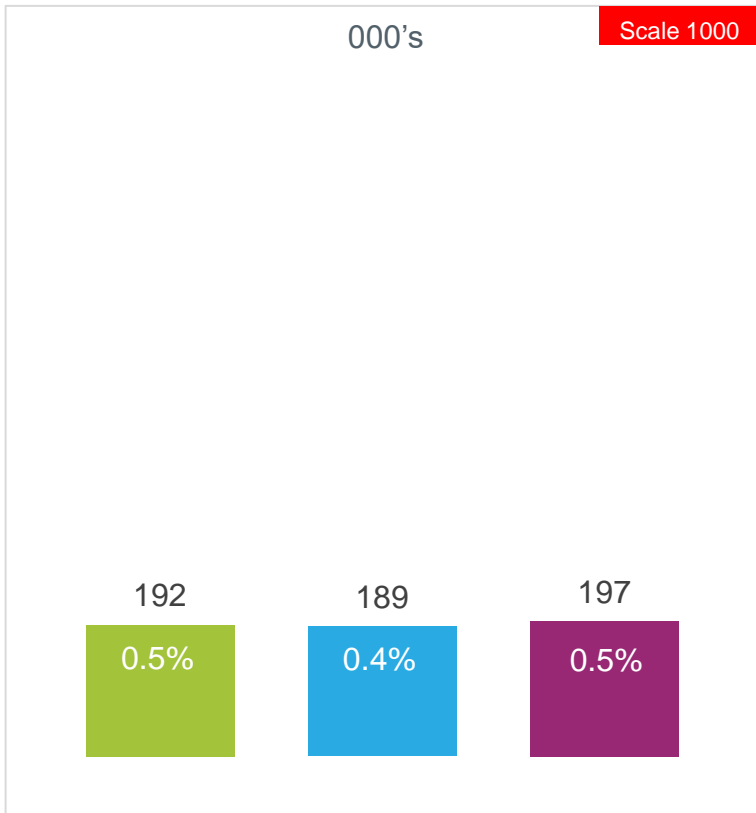


SMILE 90.4FM (Rank 31)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters

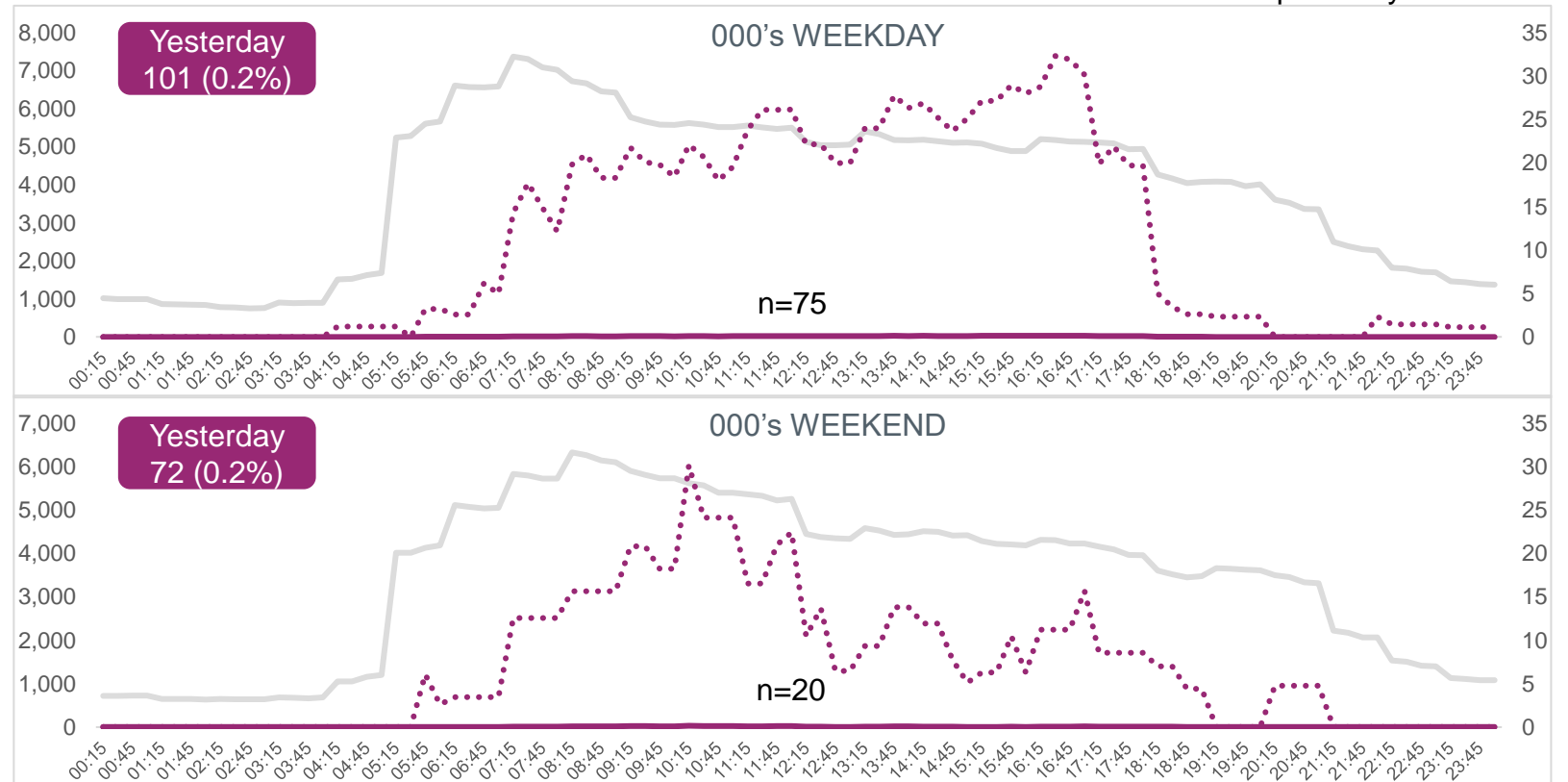


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=178	Jan '22 to Dec '22 Base 37,137 Station n=182	Apr '22 to Mar '23 Base 37,196 Station n=195

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
02:34

→ Total Radio 000's
Station 000's
← Station shape of day



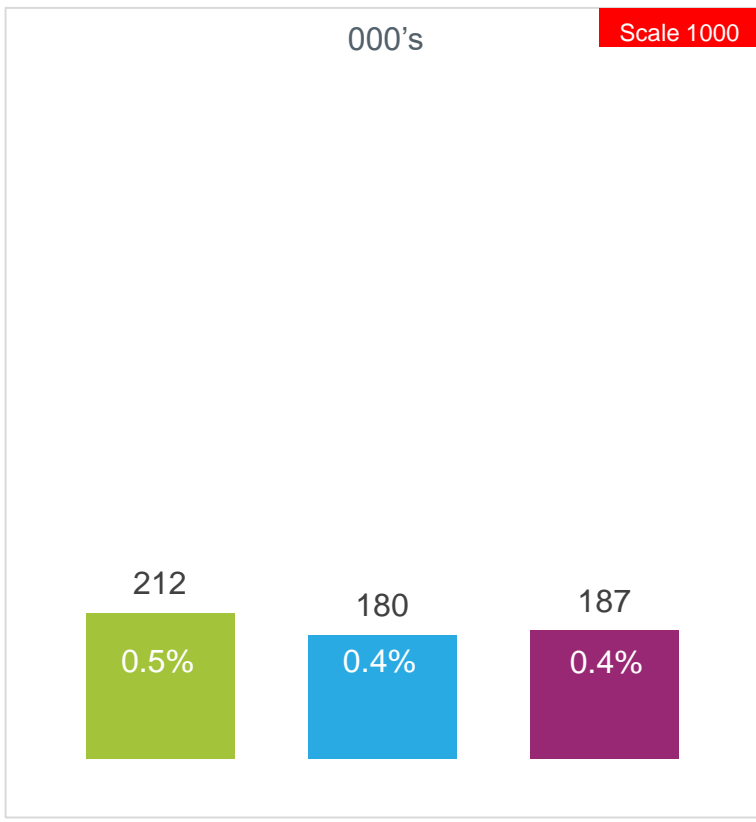
P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

VUMA 103 FM (Rank 32)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters

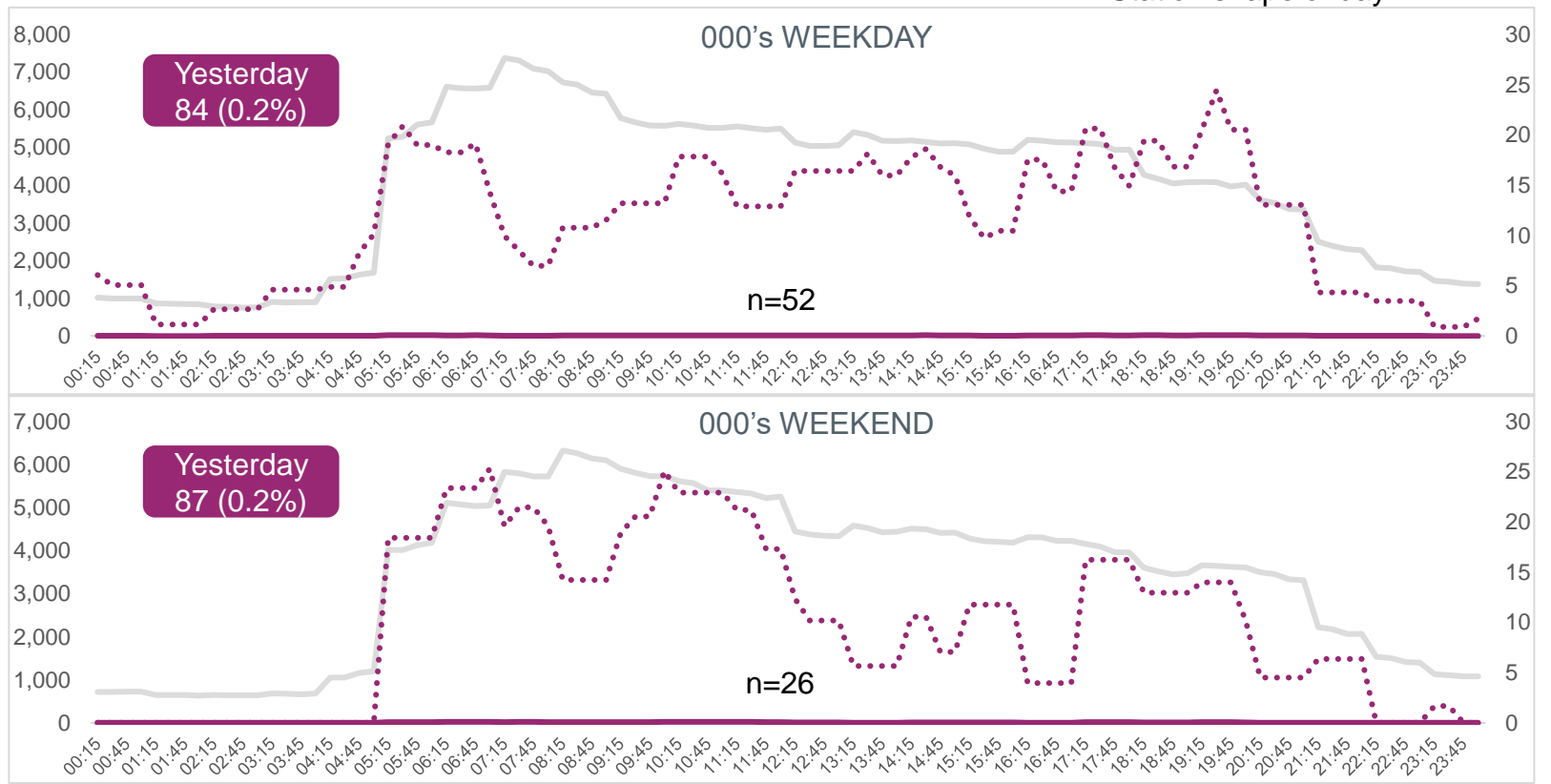


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=195	Jan '22 to Dec '22 Base 37,137 Station n=171	Apr '22 to Mar '23 Base 37,196 Station n=174

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:08

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

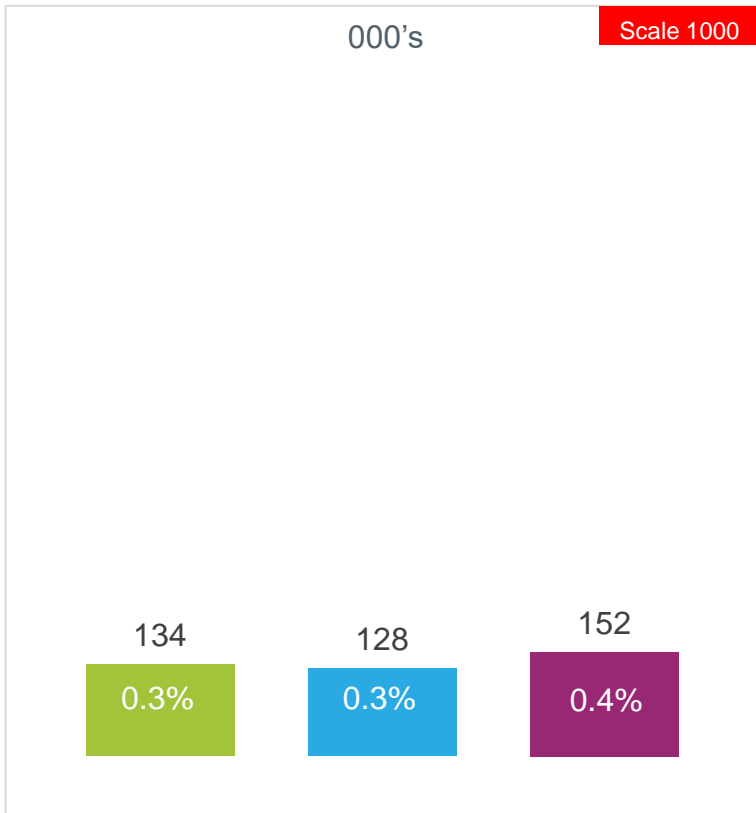


YOU FM (Rank 33)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=128

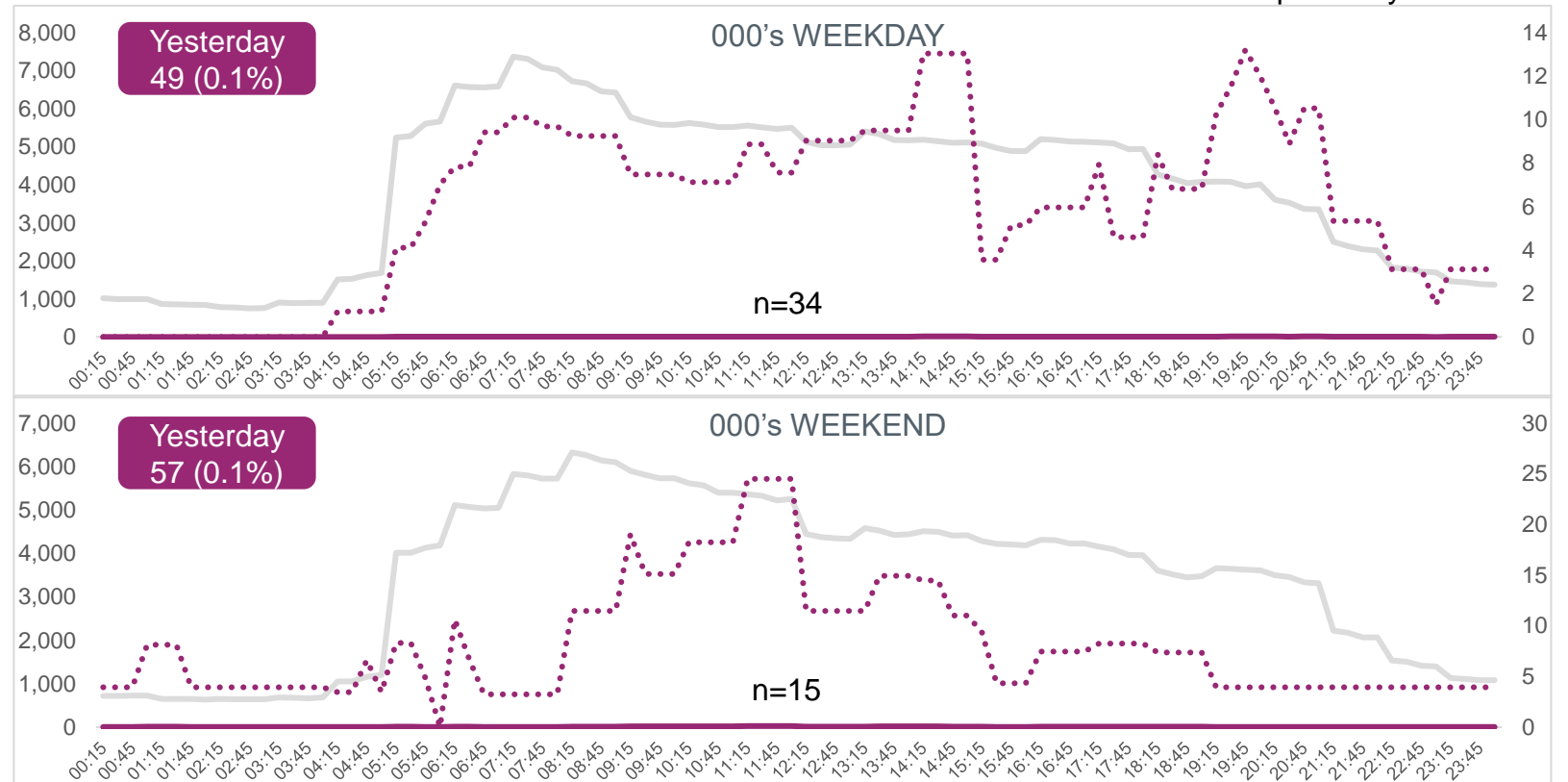
Jan '22 to Dec '22
Base 37,137
Station n=120

Apr '22 to Mar '23
Base 37,196
Station n=137

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:06

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

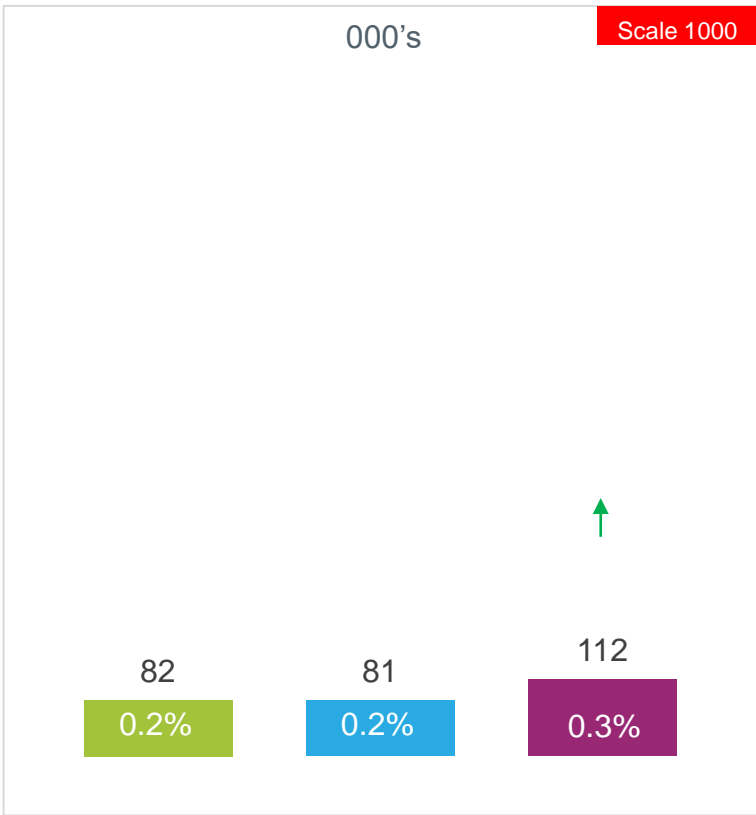
HOT 1027 (Rank 34)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP



Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters

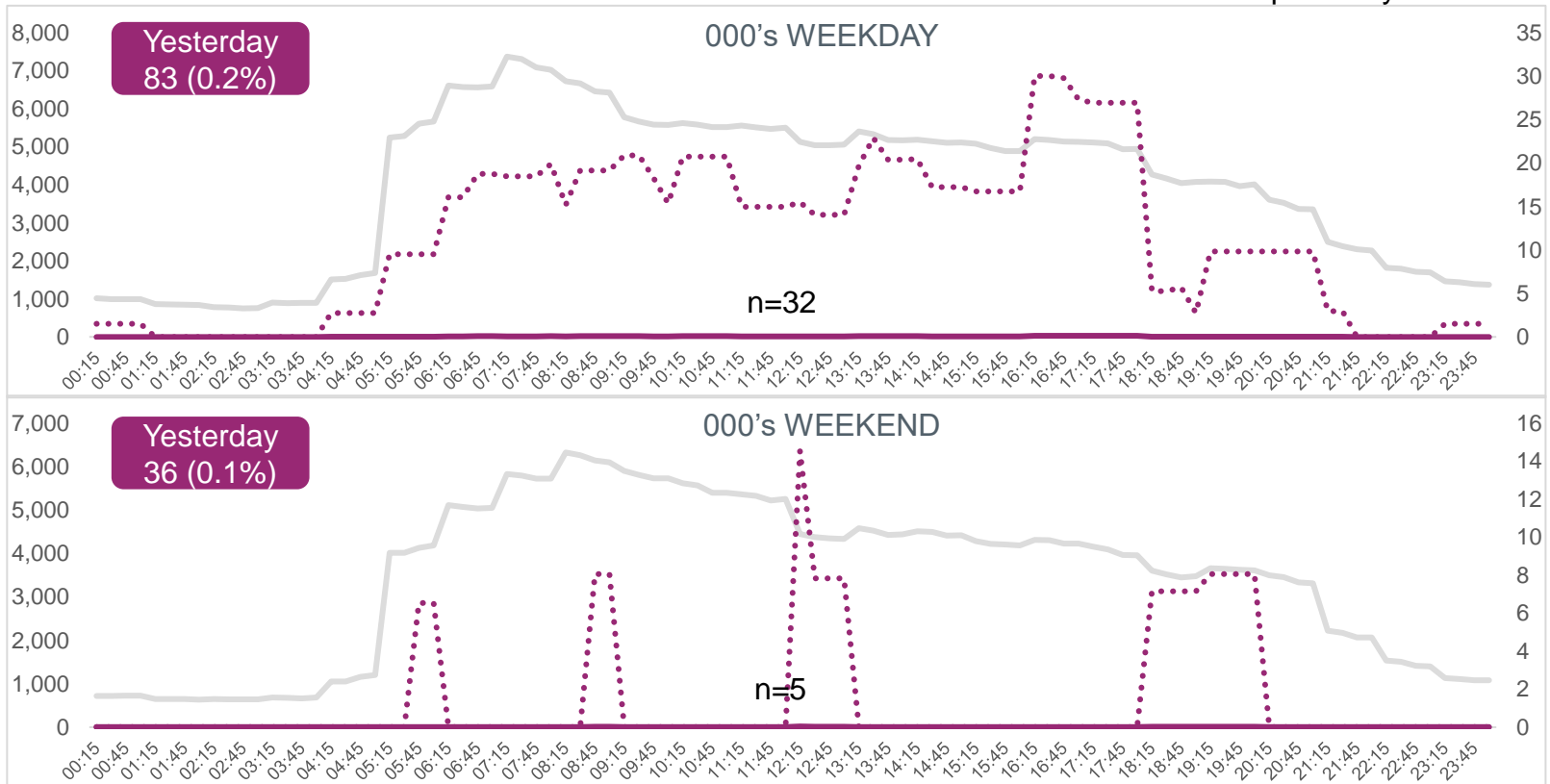


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=41	Jan '22 to Dec '22 Base 37,137 Station n=39	Apr '22 to Mar '23 Base 37,196 Station n=58

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
02:58

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

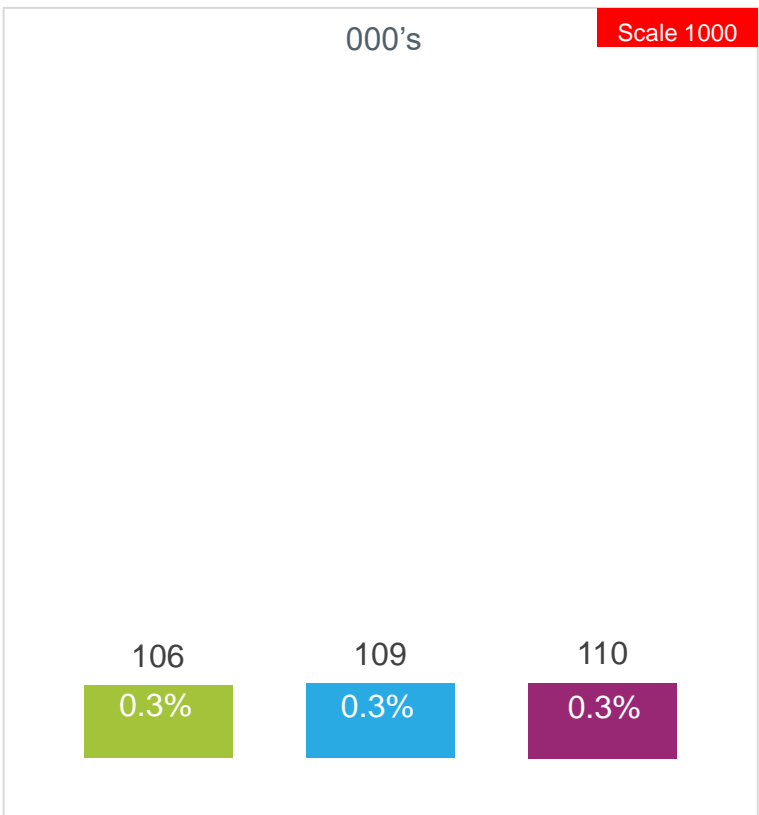
↑ Significant increase;
95% conf.
Q1 2023 vs Q4 2022

RISE FM (Rank 35)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=107

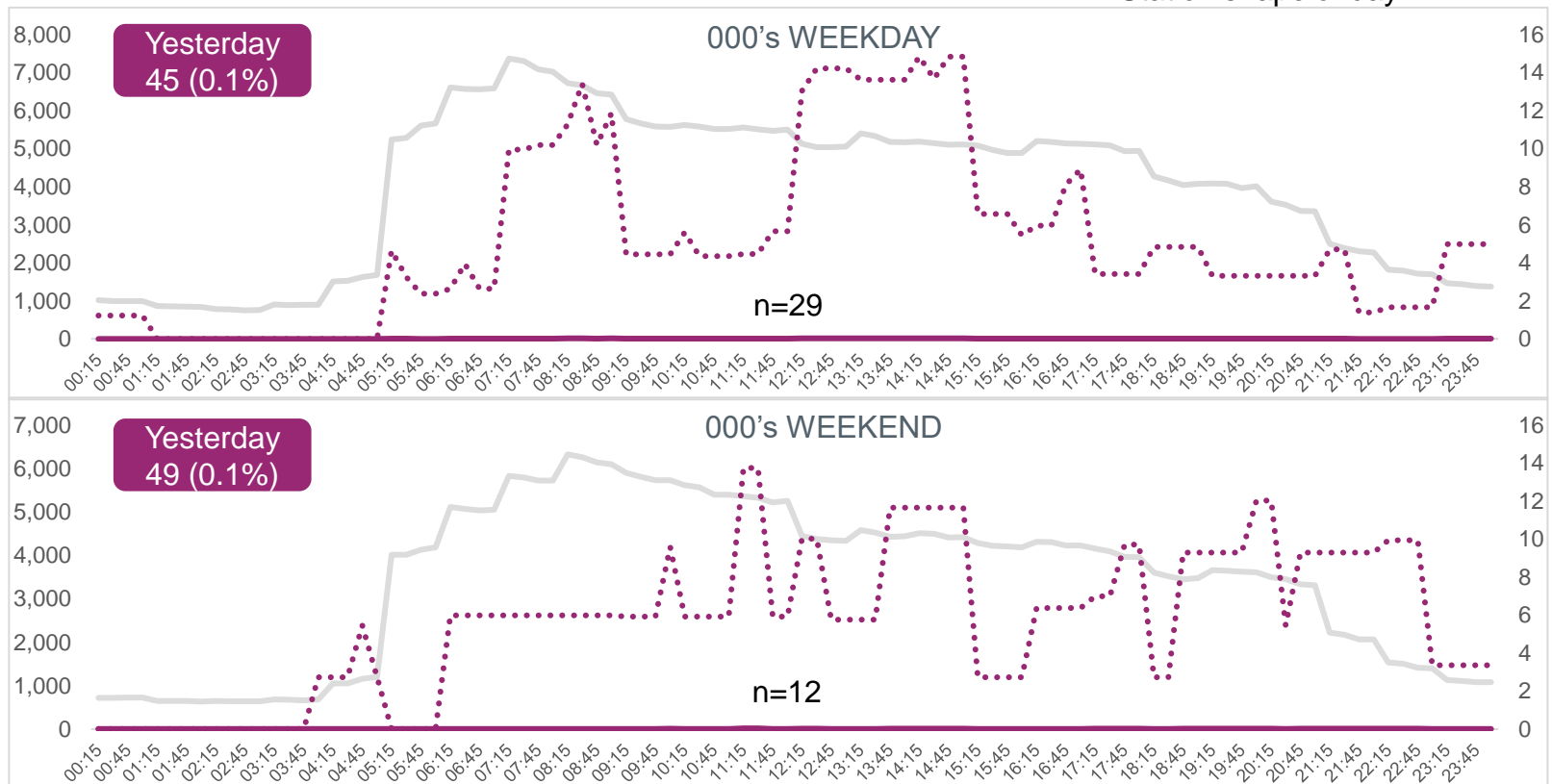
Jan '22 to Dec '22
Base 37,137
Station n=103

Apr '22 to Mar '23
Base 37,196
Station n=100

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
02:46

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

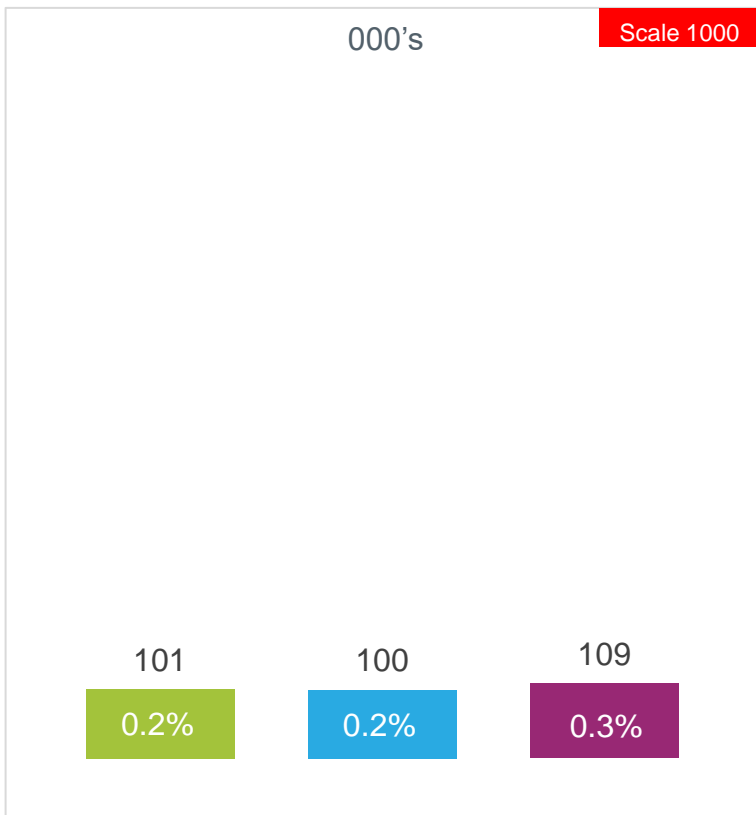
Shape of day – for total radio runs on left axis, for station axis runs on right

567 CAPE TALK (Rank 36)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters

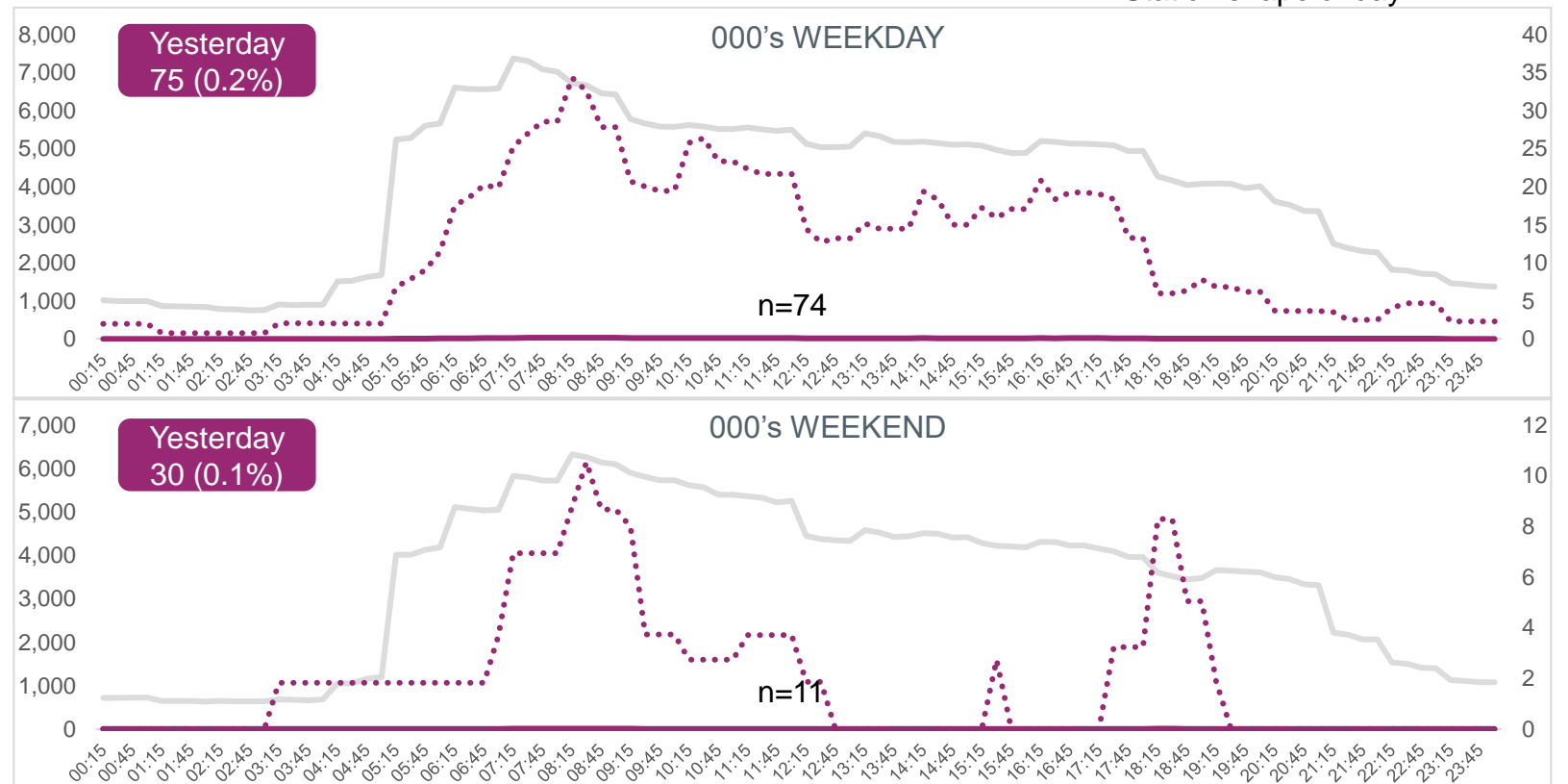


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=120	Jan '22 to Dec '22 Base 37,137 Station n=125	Apr '22 to Mar '23 Base 37,196 Station n=141

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:29

→ Total Radio 000's
Station 000's
Station shape of day ←



P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

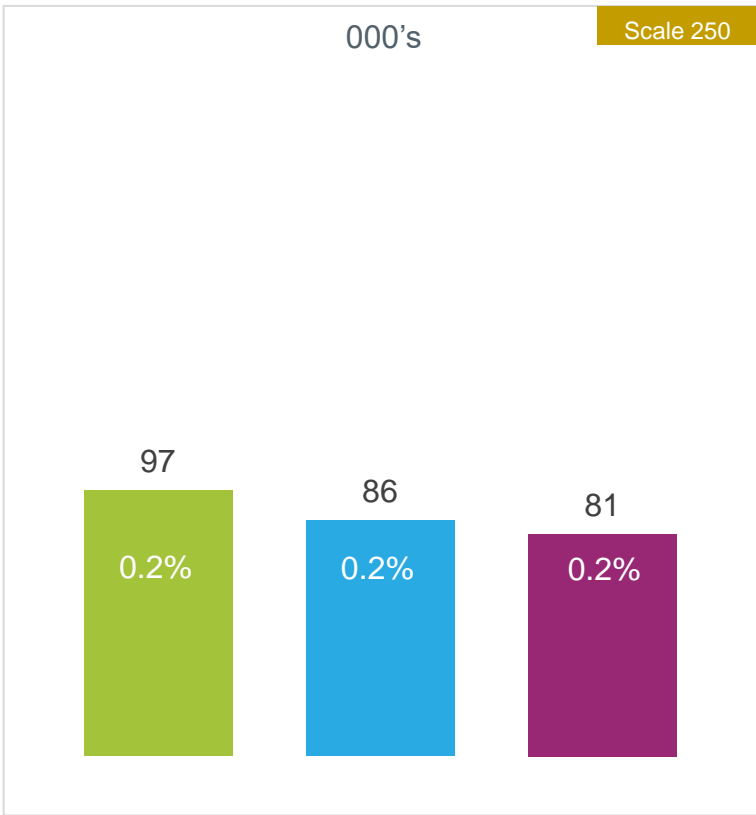


LM RADIO (Rank 37)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters



Q3 2022 Q4 2022 Q1 2023

Oct '21 to Sep '22
Base = 37,806
Station n=65

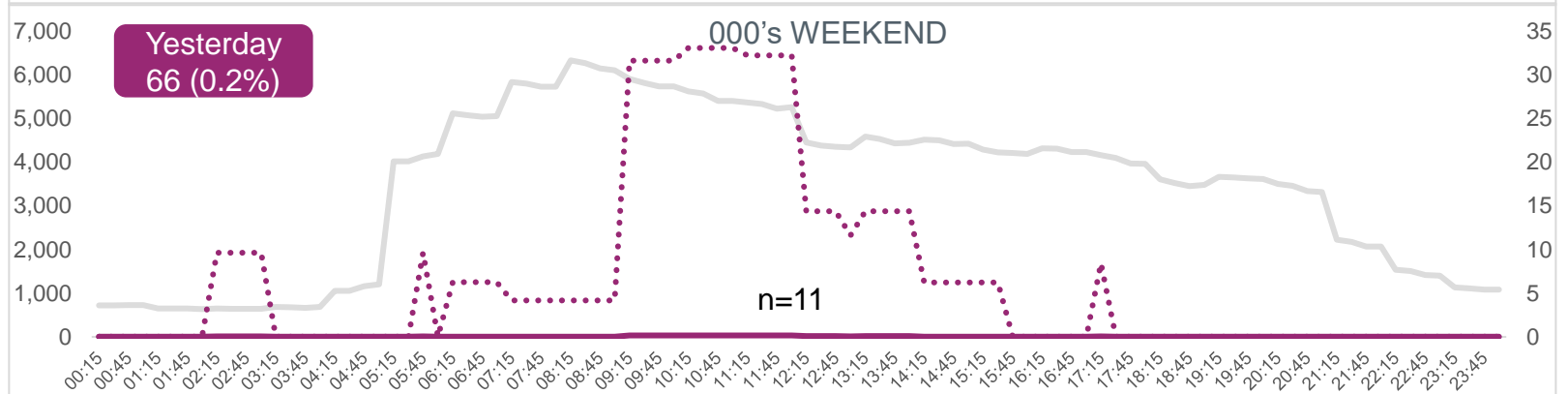
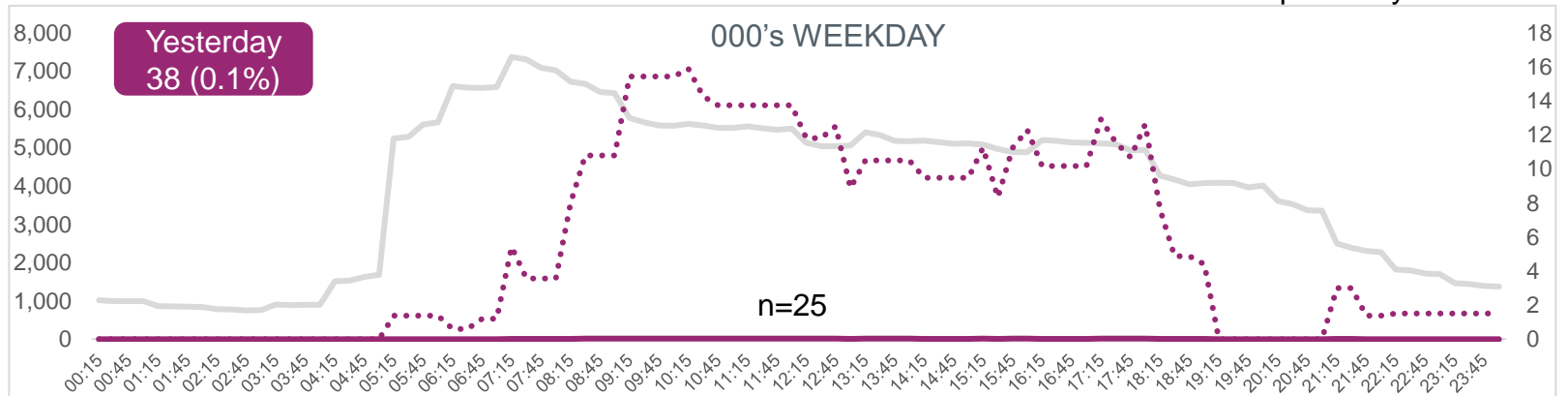
Jan '22 to Dec '22
Base 37,137
Station n=61

Apr '22 to Mar '23
Base 37,196
Station n=64

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
03:07

→ Total Radio 000's
Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

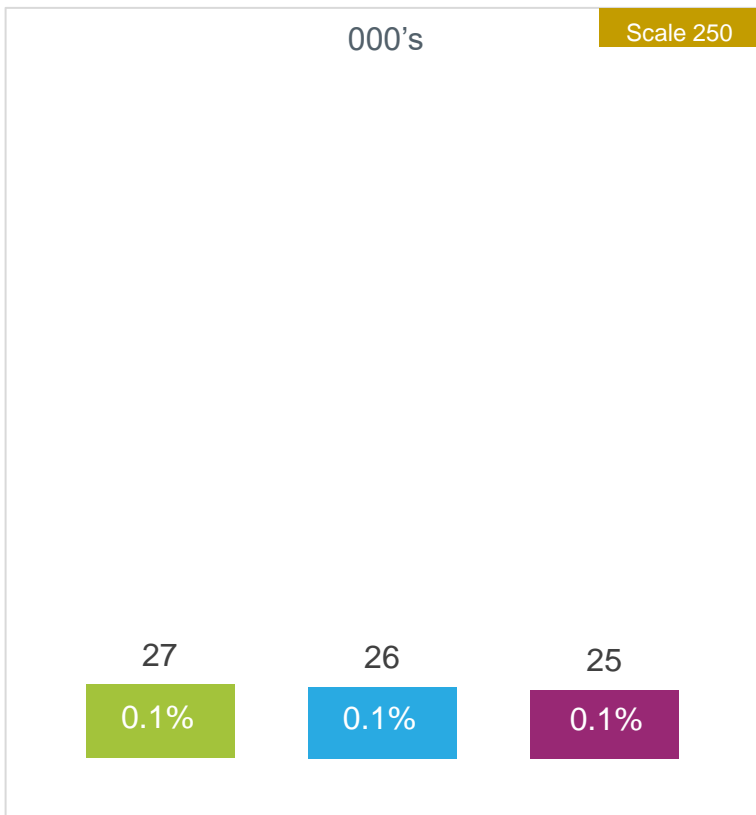
Shape of day – for total radio runs on left axis, for station axis runs on right

MAGIC 828 (Rank 38)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters

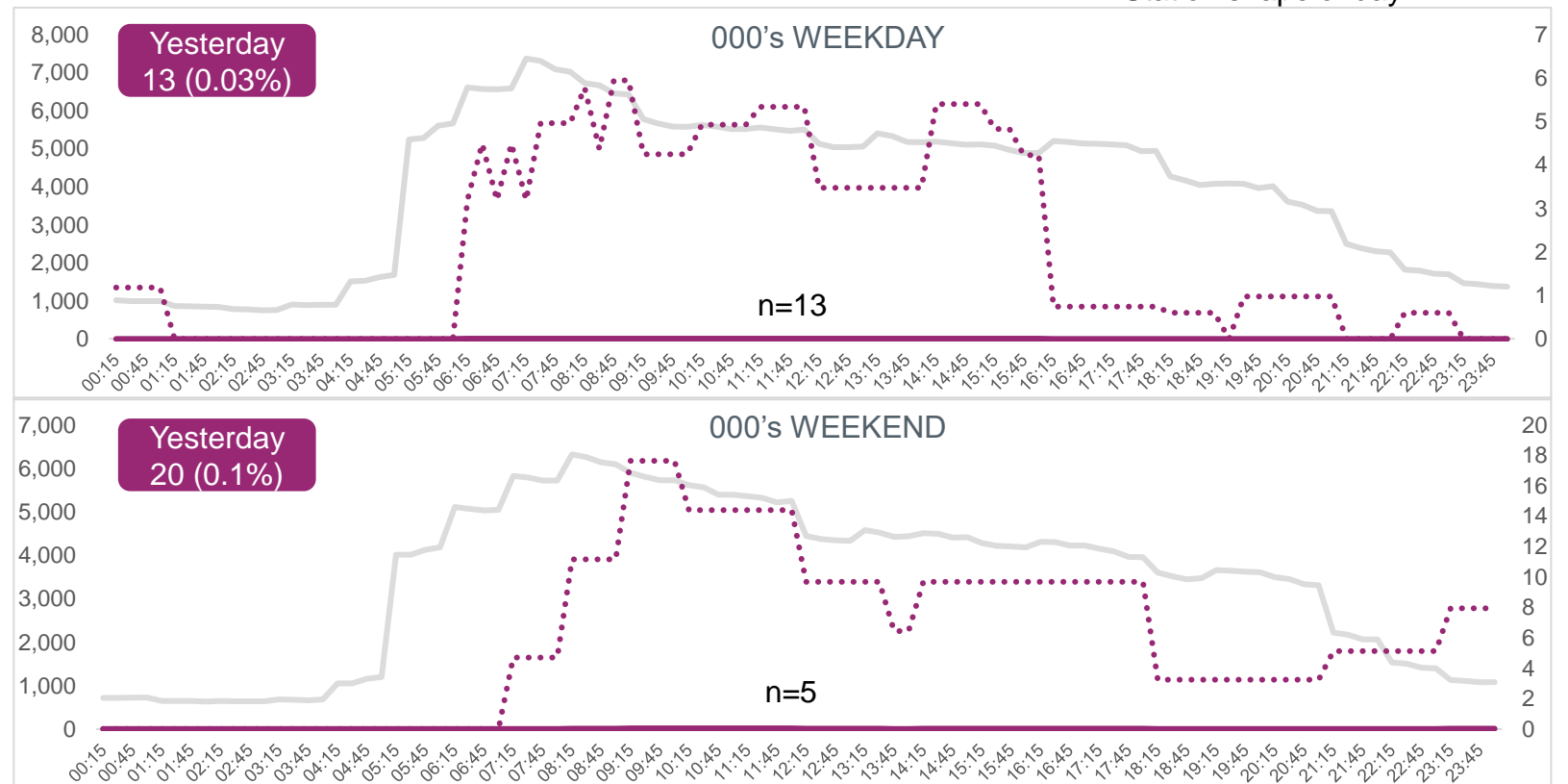


Quarter	Base	Station n
Q3 2022	37,806	28
Q4 2022	37,137	29
Q1 2023	37,196	30

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
05:19

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

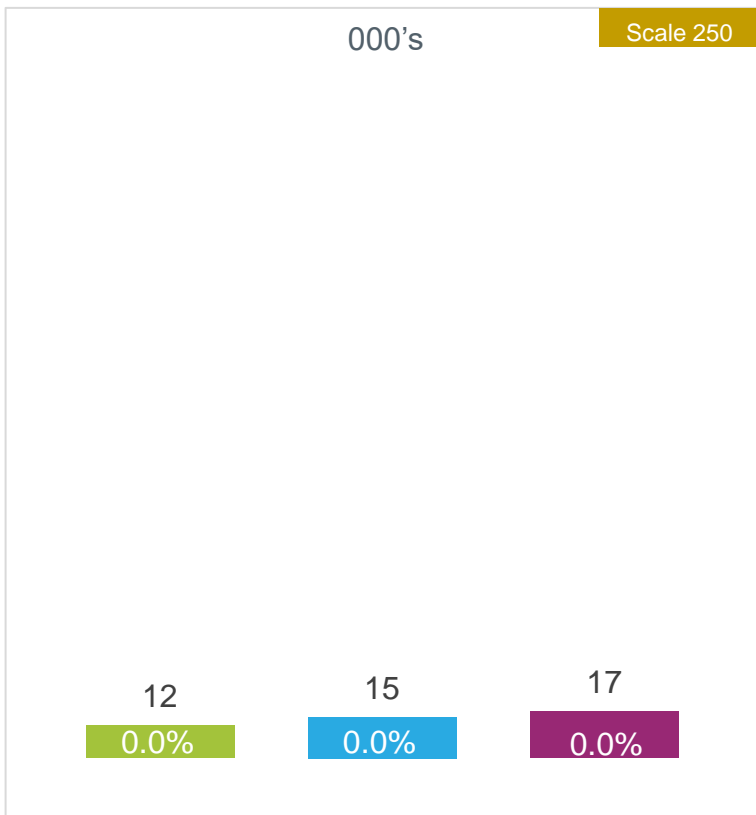
Shape of day – for total radio runs on left axis, for station axis runs on right

EAST COAST GOLD (Rank 39)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters

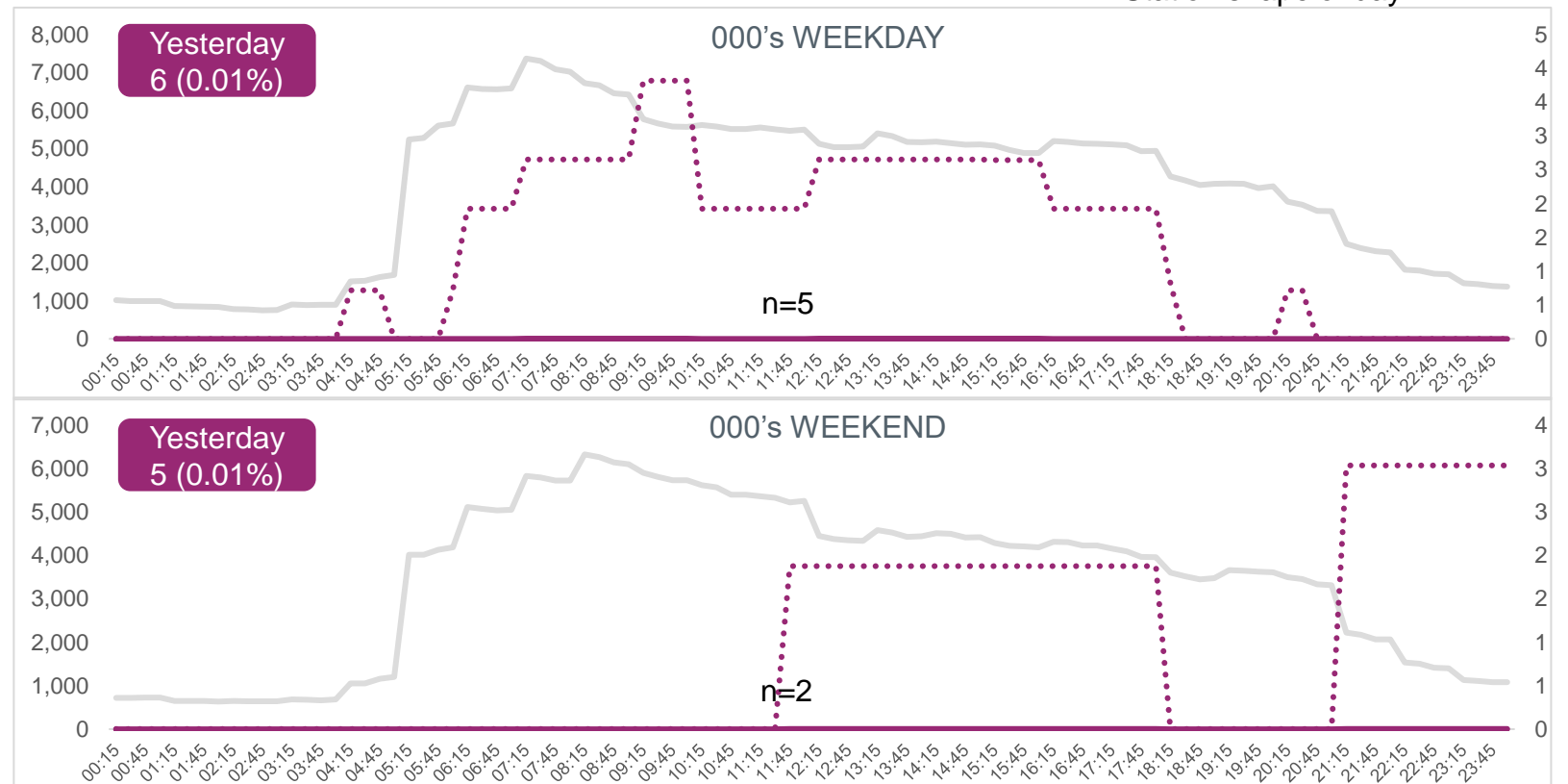


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=9	Jan '22 to Dec '22 Base 37,137 Station n=12	Apr '22 to Mar '23 Base 37,196 Station n=15

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
04:52

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

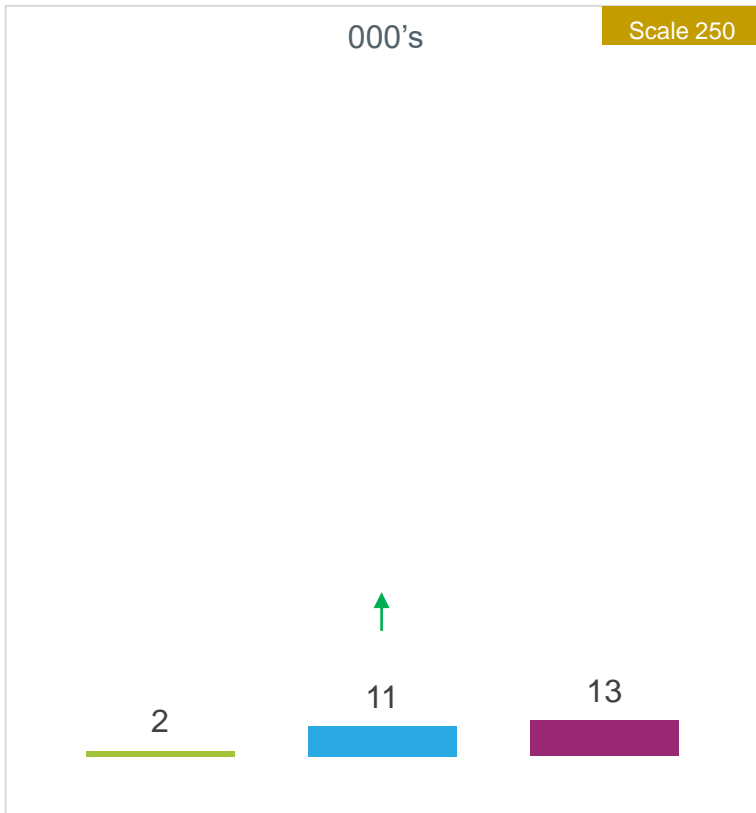


OFM STASIE 2 (Rank 40)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP

Sample too small to report reliably on demographic profile.

LISTENED P7D Q1 2023 against previous quarters

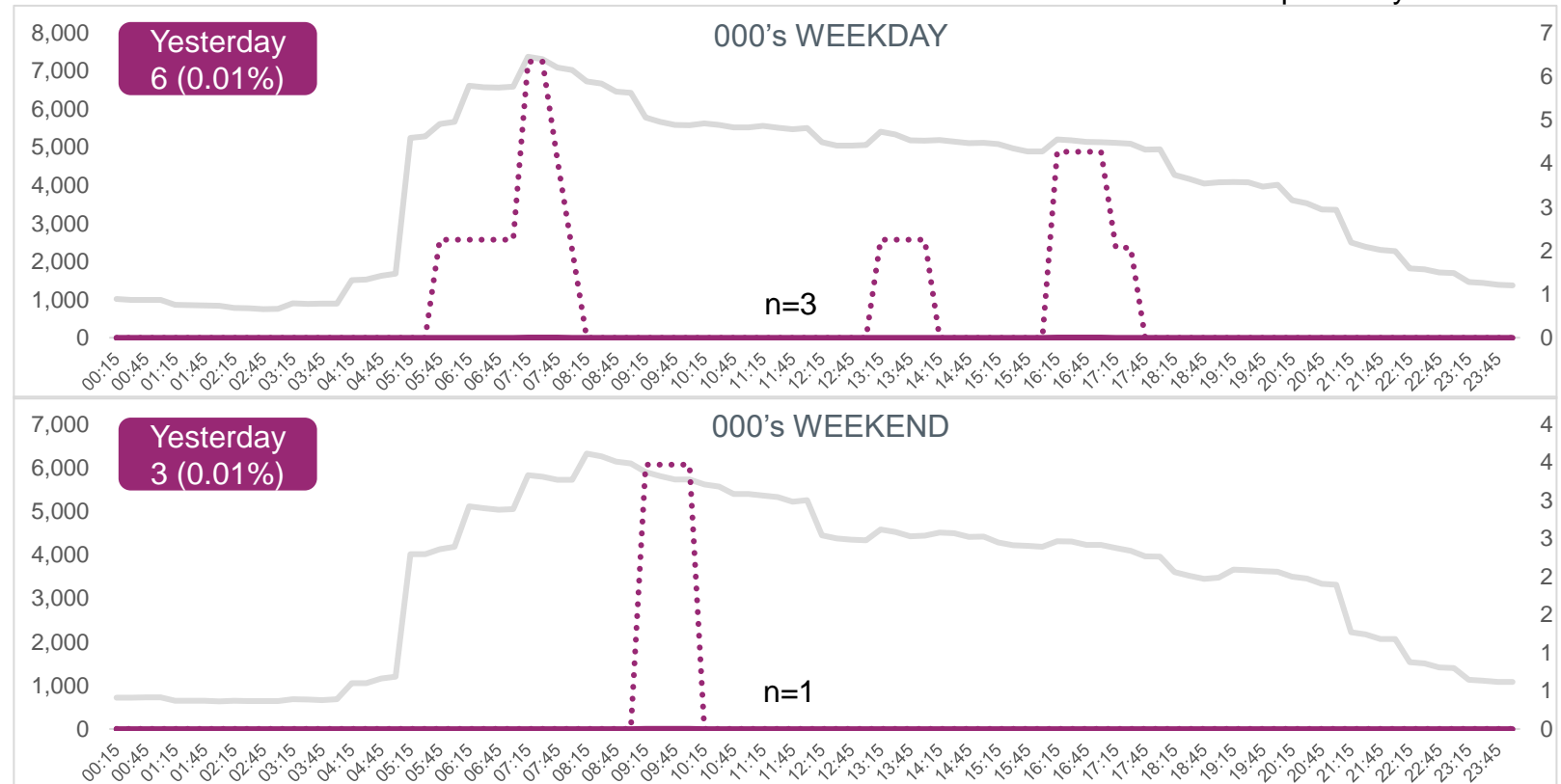


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=2	Jan '22 to Dec '22 Base 37,137 Station n=7	Apr '22 to Mar '23 Base 37,196 Station n=10

LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
02:12

→ Total Radio 000's
→ Station 000's
← Station shape of day



P7D – Shows 000's and share %

Yesterday – Shows 000's and share % in pink boxes for weekday and weekend

Shape of day – for total radio runs on left axis, for station axis runs on right

↑ Significant increase;
95% conf.
Q4 2023 vs Q3 2022

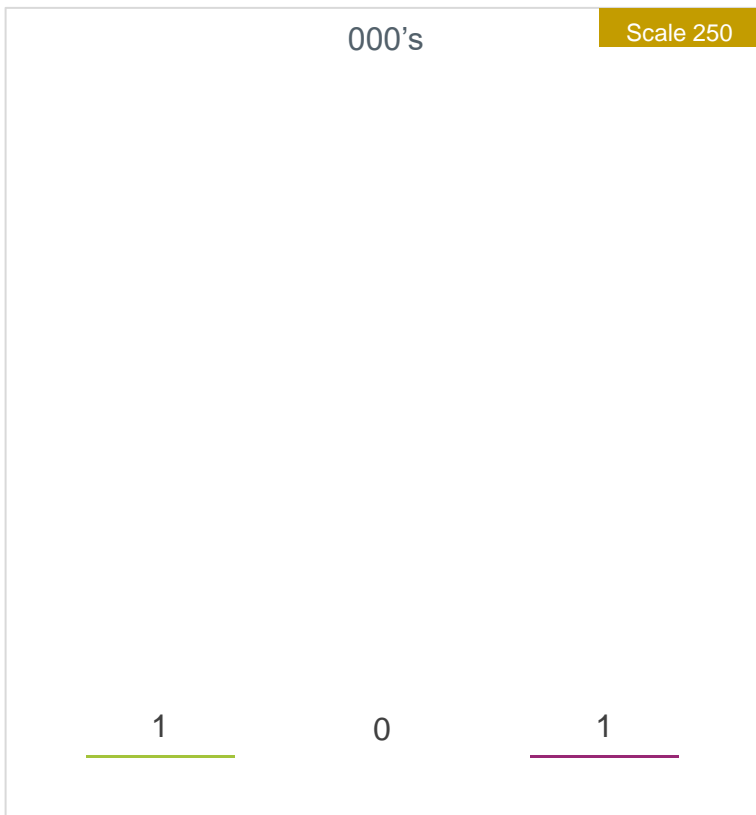
X-K FM 107.9 (Rank 41)

P7D AUDIENCE AND QUARTER HOURS LISTENERSHIP



Sample too small to report reliably on demographic profile.

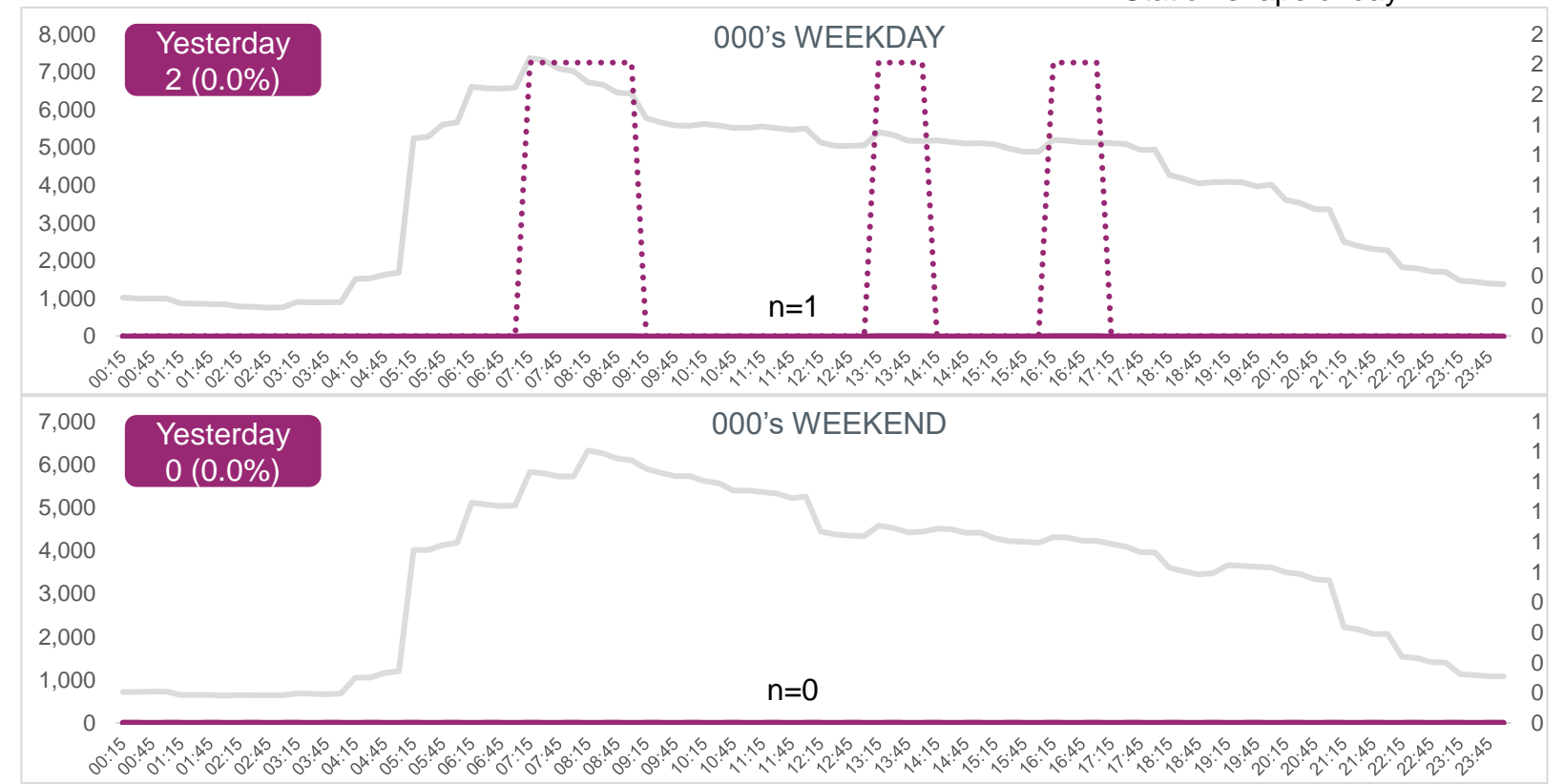
LISTENED P7D Q1 2023 against previous quarters



LISTENED YESTERDAY, QUARTER HRS Q1 2023

HH:MM
04:00

→ Total Radio 000's
Station 000's
← Station shape of day

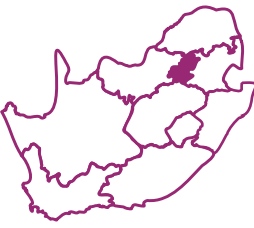


Q3 2022	Q4 2022	Q1 2023
Oct '21 to Sep '22 Base = 37,806 Station n=1	Jan '22 to Dec '22 Base 37,137 Station n=0	Apr '22 to Mar '23 Base 37,196 Station n=1

P7D – Shows 000's and share %
Yesterday – Shows 000's and share % in pink boxes for weekday and weekend
Shape of day – for total radio runs on left axis, for station axis runs on right

Community Stations

GAUTENG COMMUNITY STATIONS 1/5



P7D
Audience 000's

YESTERDAY
Audience 000's

GT_Jozi FM	414	395	164	160
GT_Thetha FM 100.6	216	189	82	74
GT_Kasie FM 97.1	116	123	42	39
GT_Pretoria FM 104.2 FM	83	88	49	52
GT_Moretele Community	77	80	23	25
GT_Impact Radio 103 FM	56	58	29	28
GT_657 AM / Radio Pulpit	56	57	32	28
GT_Rainbow FM 90.7	52	57	28	29
GT_Mix 93.8 FM	46	56	27	35
GT_Mams FM	49	53	17	17
GT_Grootfm 90.5	45	53	33	33
GT_Lekoa FM	45	52	25	25

Gauteng population 000's
11,841

Q4 2022

Jan '22 to Dec '22
n=10,006

Q1 2023

Apr '22 to Mar '23
n=9,936

GAUTENG COMMUNITY STATIONS 2/5



	P7D Audience 000's		YESTERDAY Audience 000's	
GT_Pheli FM	36	36	14	16
GT_Hope FM 103	34	27	9	8
GT_Soshanguve Community	32	26	9	8
GT_IFM 102.2	18	25	12	20
GT_Alex-FM Stereo	25	24	12	12
GT_VUT FM 96.9	25	24	10	9
GT_Radio Islam	16	21	12	13
GT_Voice of Tembisa FM	18	19	3	3
GT_Kofifi FM 97.2	21	19	7	6
GT_eKFM 103.6	23	19	12	10
GT_Eldos FM	16	18	12	13
GT_East Rand Stereo	17	18	8	12

Gauteng population 000's
11,841

Q4 2022	Q1 2023
Jan '22 to Dec '22 n=10,006	Apr '22 to Mar '23 n=9,936

GAUTENG COMMUNITY STATIONS 3/5



P7D
Audience 000's

YESTERDAY
Audience 000's

	P7D Audience 000's		YESTERDAY Audience 000's	
GT_Tshwane FM 93.6	16	17	6	6
GT_Radio Veritas	14	16	3	6
GT_VCR 90.6 FM Stereo	14	14	8	11
GT_Eastwave Radio	16	12	7	3
GT_UJ FM 95.4	8	12	2	3
GT_Lekker FM 98.3	10	11	5	8
GT_Star FM	12	11	4	3
GT_Tuks FM 107.2	11	9	2	4
GT_TUT FM 96.2	8	7	1	1
GT_Westside FM 98.9	5	7	3	5
GT_Sedibeng FM 104.8	9	6	3	3
GT_Cosmo FM 90.5	6	5	2	1

Gauteng population 000's
11,841

Q4 2022

Jan '22 to Dec '22
n=10,006

Q1 2023

Apr '22 to Mar '23
n=9,936

GAUTENG COMMUNITY STATIONS 4/5



P7D
Audience 000's

YESTERDAY
Audience 000's

	P7D	YESTERDAY
GT_River FM	4	3
GT_CHAI FM 101.9	6	4
GT_Sloot FM	3	2
GT_SMU FM 97.1	2	0
GT_Midcities 107.4 FM	0	0
GT_Merafong 106.5 FM	3	1
GT_Voice of Wits	2	1
GT_Radio 1584	0	1
GT_Mogale FM	1	0
GT_Radio Today	3	3
GT_Hellenic Radio	1	0
GT_Arrowline Chinese	1	0

Gauteng population 000's
11,841

Q4 2022

Jan '22 to Dec '22
n=10,006

Q1 2023

Apr '22 to Mar '23
n=9,936

GAUTENG COMMUNITY STATIONS 5/5



	P7D Audience 000's		YESTERDAY Audience 000's	
GT_Eden AM 1368	0	0	0	0
GT_LenZ 93.6 FM	0	0	0	0
GT_Open Heaven 90.2 FM	0	0	0	0
GT_Poort FM	0	0	0	0
GT_Sirius FM	0	0	0	0

EASTERN CAPE COMMUNITY STATIONS 1/3



	P7D Audience 000's		YESTERDAY Audience 000's	
EC_Alfred Nzo Community	128	130	36	39
EC_Forte FM	81	87	11	14
EC_Inkonjani FM	78	72	18	21
EC_Mdantsane FM	60	68	20	24
EC_Unitra Community Radio	74	58	20	17
EC_Vukani Community	57	54	15	12
EC_Link FM Stereo 97.1	44	49	14	15
EC_Ingwane FM	36	41	16	10
EC_Nkqubela Community	42	41	11	12
EC_Sajonisi Youth Radio	33	32	5	2
EC_The Voice of Matat	33	30	7	6
EC_Bay FM 107.9	26	29	13	13

Eastern Cape population 000's
4,515

Q4 2022

Jan '22 to Dec '22
n=4,029

Q1 2023

Apr '22 to Mar '23
n=4,163

EASTERN CAPE COMMUNITY STATIONS 2/3



	P7D Audience 000's		YESTERDAY Audience 000's	
EC_Luister FM 90.6	30	26	20	17
EC_Ngqushwa FM	17	23	8	12
EC_PE FM 87.6	20	22	11	12
EC_Kumkani FM	23	21	2	5
EC_Khanya Community	12	20	2	5
EC_Lukhanji FM 93.7	13	14	4	7
EC_Izwi Lethemba	18	13	4	1
EC_IFM 97.9	13	12	3	3
EC_Kouga FM	10	10	3	3
EC_Kingfisher FM 103.8	8	9	3	4
EC_Takalani Community	6	5	3	2
EC_LA-FM 107.2	9	4	3	1

Eastern Cape population 000's
4,515

Q4 2022

Jan '22 to Dec '22
n=4,029

Q1 2023

Apr '22 to Mar '23
n=4,163

EASTERN CAPE COMMUNITY STATIONS 3/3



P7D
Audience 000's

YESTERDAY
Audience 000's

EC_RMR 89.7	4	3	2	0
EC_Radio Grahamstown	3	3	0	0
EC_eKhephini Community	0	2	0	0
EC_Radio Unique FM	1	1	0	0
EC_Ndlambe FM 99.0	1	0	0	0
EC_Oasis FM	0	0	0	0
EC_Madibaz Radio	0	0	0	0
EC_Northern FM	0	0	0	0
EC_Sunshine FM	1	0	1	0
EC_Wild Coast FM	6	↓ 0	0	0

Eastern Cape population 000's
4,515

Q4 2022

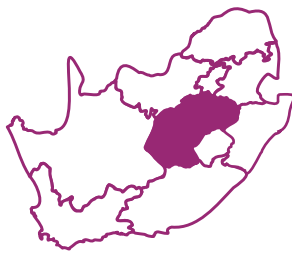
Jan '22 to Dec '22
n=4,029

Q1 2023

Apr '22 to Mar '23
n=4,163

↓ Significant decrease; 95%
conf.
Q1 2023 vs Q4 2022

FREE STATE COMMUNITY STATIONS 1/2



P7D
Audience 000's

YESTERDAY
Audience 000's

	Q4 2022	Q1 2023	YESTERDAY	YESTERDAY
FS_Motheo FM	102	116	39	50
FS_QwaQwa Radio	87	87	31	28
FS_Mosupatsela FM	64	56	25	25
FS_CUT FM	25	22	5	5
FS_Setsoto FM Stereo	25	22	11	11
FS_Dihlabeng FM	18	19	8	8
FS_Radio Rosestad	14	15	10	6
FS_MED FM 104.1	9	9	6	6
FS_Overvaal Stereo	8	7	5	4
FS_The Rock 90.9 FM	5	5	1	1
FS_Kovsie FM	4	4	0	0
FS_Karabo FM	2	3	1	1

Free State population 000's
2,095

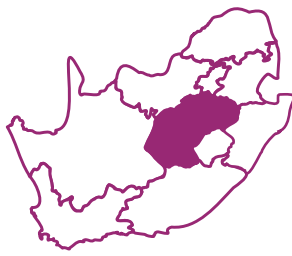
Q4 2022

Jan '22 to Dec '22
n=1,853

Q1 2023

Apr '22 to Mar '23
n=1,809

FREE STATE COMMUNITY STATIONS 2/2

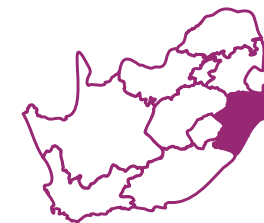


P7D
Audience 000's

YESTERDAY
Audience 000's

	P7D	YESTERDAY
	Audience 000's	Audience 000's
FS_Mozolo Fm	4	0
FS_Gold FM	4	2
FS_Beat FM	0	0
FS_Lentswe Stereo	0	0
FS_Mohokare Community Radio	0	0
FS_Naledi FM Stereo	0	0
FS_Radio Maluti 97.1 FM	0	0

KWAZULU-NATAL COMMUNITY STATIONS 1/4



P7D
Audience 000's

YESTERDAY
Audience 000's

	P7D Audience 000's		YESTERDAY Audience 000's	
KZN_Izwi LoMzansi 98.0 FM	318	316	125	127
KZN_Nongoma FM 88.3	166	167	58	51
KZN_Icora FM	138	151	51	61
KZN_Radio Khwezi	115	130	50	51
KZN_Maputaland 107.6	118	114	31	24
KZN_Inanda 88.4 FM	72	95	24	29
KZN_Harry Gwala FM	82	73	29	19
KZN_Imbokodo 96.8FM	72	65	29	26
KZN_Hindvani	58	62	27	26
KZN_Zululand FM 97.0	60	61	16	17
KZN_Highway Radio	45	42	23	22
KZN_P4 98.5 FM	37	37	10	12

KwaZulu-Natal population 000's
7,823

Q4 2022

Jan '22 to Dec '22
n=6,709

Q1 2023

Apr '22 to Mar '23
n=6,656

KWAZULU-NATAL COMMUNITY STATIONS 2/4



	P7D Audience 000's		YESTERDAY Audience 000's	
KZN_Nguna FM	45	34	14	10
KZN_Rise (87.9)	27	30	4	6
KZN_Nqubeko	31	29	15	10
KZN_Al Ansaar 90.4/105.6	30	29	14	12
KZN_Vibe FM 94.7	31	29	11	12
KZN_Pongola	26	21	12	10
KZN_Good News (GNCR)	20	19	11	13
KZN_Newcastle	16	19	4	6
KZN_Intokozo FM	22	18	5	3
KZN_Umungundlovu	26	18	11	5
KZN_Ugu Youth Radio	16	16	2	2
KZN_Nkandla FM 9	14	14	5	5

KwaZulu-Natal population 000's
7,823

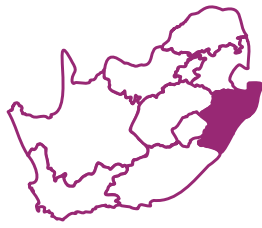
Q4 2022

Jan '22 to Dec '22
n=6,709

Q1 2023

Apr '22 to Mar '23
n=6,656

KWAZULU-NATAL COMMUNITY STATIONS 3/4



	P7D Audience 000's		YESTERDAY Audience 000's	
KZN_Siyathuthuka FM	15	12	6	5
KZN_UYFM	5	12	4	7
KZN_Abusekho Ubunzima	9	10	5	6
KZN_KZN FM	4	7	2	4
KZN_Radio Maritzburg	5	6	2	1
KZN_DYR 105.1 FM	5	5	4	2
KZN_Ukhahlamba FM 93.4	6	5	1	2
KZN_KZN Capital 104FM	4	4	1	1
KZN_Radio Sunny South	6	4	0	1
KZN_North Coast FM	5	3	4	3
KZN_Itheke FM	6	3	2	1
KZN_Lit Radio	1	2	0	1

KwaZulu-Natal population 000's
7,823

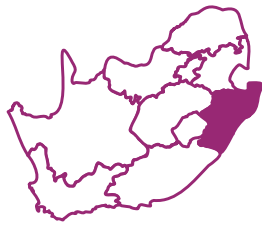
Q4 2022

Jan '22 to Dec '22
n=6,709

Q1 2023

Apr '22 to Mar '23
n=6,656

KWAZULU-NATAL COMMUNITY STATIONS 4/4

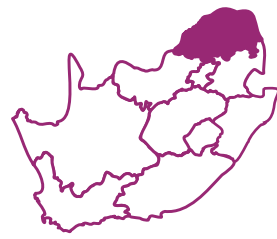


P7D
Audience 000's

YESTERDAY
Audience 000's

	P7D	YESTERDAY
KZN_X FM	1	1
KZN_Divine Touch Radio	1	0
KZN_Ulundi Nguna FM 89.0	2	1
KZN_Lifeandstyle FM	1	0
KZN_Megazone Bollywood	0	0

LIMPOPO COMMUNITY STATIONS 1/4



P7D
Audience 000's

YESTERDAY
Audience 000's

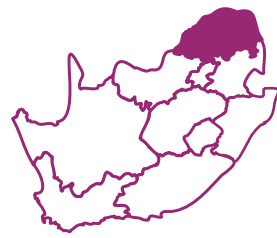
Station	Q4 2022	Q1 2023	YESTERDAY
LIM_Vhembe 102.4/89.1	125	135	41
LIM_Sekhukhune (SK FM)	75	71	33
LIM_Univen 99.8 FM	54	66	9
LIM_Giyani (GCM) 106 FM	64	55	22
LIM_Energy FM	53	49	14
LIM_Vision FM	41	36	10
LIM_Sekgosese	36	34	18
LIM_Nzhelele FM	35	30	8
LIM_Maruleng FM	15	22	7
LIM_Moletsisi	19	19	8
LIM_Mala FM 101	29	15	10
LIM_Choice FM 101.1	9	15	2

Limpopo population 000's
3,881



Significant decrease; 95%
conf.
Q1 2023 vs Q4 2022

LIMPOPO COMMUNITY STATIONS 2/4



	P7D Audience 000's		YESTERDAY Audience 000's	
LIM_Tubatse Progressive	13	14	4	3
LIM_Thabantsho FM	9	12	5	7
LIM_Radio Turf	12	11	2	3
LIM_Vuwani	7	10	1	2
LIM_Mohodi 98.8 FM	9	10	5	6
LIM_MASCOM FM	10	9	5	5
LIM_Mphahlele FM	5	9	3	4
LIM_Lephalale FM	6	8	2	0
LIM_Mokopane FM	6	8	1	0
LIM_Tshepo ya Sechaba FM	8	8	4	2
LIM_Botlokwa	6	7	1	1
LIM_Waterberg Stereo	11	6	7	6

Limpopo population 000's
3,881

Q4 2022

Jan '22 to Dec '22
n=3,475

Q1 2023

Apr '22 to Mar '23
n=3,334

LIMPOPO COMMUNITY STATIONS 3/4



P7D
Audience 000's

YESTERDAY
Audience 000's

	P7D	YESTERDAY
LIM_Musina FM	5	1
LIM_Zebediela	5	0
LIM_Don't Blame God Ministries FM	3	0
LIM_Waterberg Wave	2	2
LIM_Blouberg FM	1	2
LIM_Greater Lebowakgomo	1	1
LIM_Makhado FM 107.3	2	0
LIM_Greater Tzaneen	2	1
LIM_Phalaborwa	1	0
LIM_Jou Radio	1	1
LIM_Hlanganani FM	0	0
LIM_1 Nation FM	1	0

Limpopo population 000's
3,881

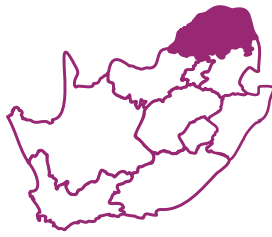
Q4 2022

Jan '22 to Dec '22
n=3,475

Q1 2023

Apr '22 to Mar '23
n=3,334

LIMPOPO COMMUNITY STATIONS 4/4



	P7D Audience 000's		YESTERDAY Audience 000's	
LIM_Comrad Tshepho	0	0	0	0
LIM_Hoedspruit FM	0	0	0	0

MPUMALANGA COMMUNITY STATIONS 1/3



P7D
Audience 000's

YESTERDAY
Audience 000's

	P7D Audience 000's		YESTERDAY Audience 000's	
MPU_Nkomazi FM	96	91	27	21
MPU_Mkhondo	73	73	23	25
MPU_eMalahleni FM 98.7	73	68	24	23
MPU_Moutse	54	67	27	37
MPU_Radio Bushbuckridge	38	40	7	9
MPU_The Voice of Hope FM	27	37	13	17
MPU_Ligwa	39	34	20	19
MPU_V.O.C. FM 102.9	14	16	7	9
MPU_Kangala	17	15	9	9
MPU_Radio Kragbron 93.1	11	12	3	6
MPU_Ekasi FM 101.1	9	11	1	1
MPU_Radio Laeveld	6	11	3	8

Mpumalanga population 000's
3,298

Q4 2022

Jan '22 to Dec '22
n=2,887

Q1 2023

Apr '22 to Mar '23
n=2,855

MPUMALANGA COMMUNITY STATIONS 2/3



P7D
Audience 000's

YESTERDAY
Audience 000's

	P7D	YESTERDAY
MPU_iKutani FM	10	3
MPU_Baberton	10	1
MPU_Radio Alpha 97.8 FM	7	4
MPU_Eyethu 103.4 FM	7	5
MPU_Inakekelo FM	11	4
MPU_RFM 103.2	10	6
MPU_Mash FM	4	3
MPU_Kosmos Stereo	6	6
MPU_Kanyamanzane FM	3	3
MPU_Radio Ermelo 104 FM	3	3
MPU_Secunda FM	2	0
MPU_Greater Middelburg	1	0

Mpumalanga population 000's
3,298

Q4 2022

Jan '22 to Dec '22
n=2,887

Q1 2023

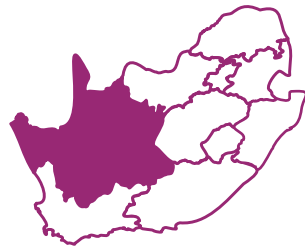
Apr '22 to Mar '23
n=2,855

MPUMALANGA COMMUNITY STATIONS 3/3



	P7D Audience 000's		YESTERDAY Audience 000's	
MPU_Radio Platorand	1	1	0	0
MPU_Standerton Info Radio	0	1	0	0
MPU_Hope FM	3	0	1	0
MPU_Kriel Info radio	0	0	0	0
MPU_MP East Community	0	0	0	0

NORTHERN CAPE COMMUNITY STATIONS



P7D
Audience 000's

YESTERDAY
Audience 000's

	P7D Audience 000's	YESTERDAY Audience 000's
NC_Kurara FM	107	21
NC_Radio Riverside	27	5
NC_Radio Teemaneng	26	3
NC_Revival FM	27	12
NC_Radio NFM 98.1	15	5
NC_Radio Kaboesna	3	3
NC_Ulwazi FM 88.9	2	1
NC_Radio Orania	8	2
NC_LARA FM 91.6	0	0
NC_Rhythm FM	0	0

NORTHWEST COMMUNITY STATIONS 1/3



P7D
Audience 000's

YESTERDAY
Audience 000's

	P7D Audience 000's	YESTERDAY Audience 000's
NW_Mahikeng Community	128	57
NW_Bosveld Stereo	54	33
NW_Modiri FM	37	24
NW_Star FM 102.9	51	16
NW_Bojanala FM 90.6	58	16
NW_Madibeng FM 105.3	44	17
NW_Mmabatho FM	37	10
NW_Aganang	30	15
NW_Vaaltar FM (VTR)	33	10
NW_Kopanong FM	40	10
NW_Kgatleng FM	30	5
NW_Ratlou FM	27	11

North West population 000's
2,905

Q4 2022

Jan '22 to Dec '22
n=2,448

Q1 2023

Apr '22 to Mar '23
n=2,480

NORTHWEST COMMUNITY STATIONS 2/3



	P7D Audience 000's		YESTERDAY Audience 000's	
NW_Mafisa FM 93.4	21	22	7	9
NW_NWU FM	12	19	6	9
NW_Village FM	14	9	6	5
NW_Bodumedi FM	7	7	2	2
NW_Letlhabile Community	5	5	2	2
NW_Bophirima FM	4	4	0	1
NW_Diamond FM 4	1	1	0	0
NW_Motsite FM	2	1	1	0
NW_Lichvaal Stereo 92.6	1	0	1	0
NW_Life FM	1	0	0	0
NW_Madibogo	0	0	0	0
NW_PUK FM 93.6	1	0	1	0

North West population 000's
2,905

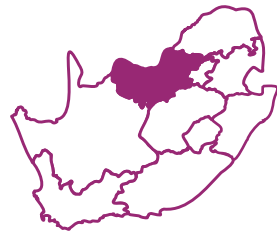
Q4 2022

Jan '22 to Dec '22
n=2,448

Q1 2023

Apr '22 to Mar '23
n=2,480

NORTHWEST COMMUNITY STATIONS 3/3



P7D
Audience 000's

YESTERDAY
Audience 000's

NW_Pulse FM 92.9	0	0	0	0
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North West population 000's
2,905

Q4 2022

Jan '22 to Dec '22
n=2,448

Q1 2023

Apr '22 to Mar '23
n=2,480

WESTERN CAPE COMMUNITY STATIONS 1/4



P7D
Audience 000's

YESTERDAY
Audience 000's

	Q4 2022	Q1 2023	YESTERDAY	YESTERDAY
WC_Voice of the Cape	210	211	137	141
WC_Radio Zibonele	162	168	32	42
WC_Radio Tygerberg 104	120	126	49	52
WC_CCFM 107.5	126	124	70	64
WC_Bok Radio	79	91	41	46
WC_Radio 786	90	89	42	45
WC_Eden FM	85	82	49	48
WC_Fine Music Radio	63	59	31	28
WC_Heartbeat FM	64	59	29	25
WC_Bush Radio 89.5 fm	51	50	18	20
WC_Radio KC 107.7 FM	44	40	18	16
WC_Radio Disa 95.9 FM	30	33	16	18

Western Cape population 000's
5,295

Q4 2022

Jan '22 to Dec '22
n=4,987

Q1 2023

Apr '22 to Mar '23
n=5,207

WESTERN CAPE COMMUNITY STATIONS 2/4



	P7D Audience 000's		YESTERDAY Audience 000's	
WC_Radio Namakwaland	20	20	7	5
WC_Caledon FM 89.3 / 99.3	16	18	7	5
WC_Valley FM	19	18	6	7
WC_Radio Atlantis 107.9	18	18	4	5
WC_Radio Helderberg	14	15	1	2
WC_Radio West Coast	14	14	3	3
WC_Radio Gamkaland	7	12	1	4
WC_Perron FM	10	12	4	5
WC_Radio Houtstok	8	8	2	2
WC_UCT Radio 104.5FM	7	6	1	1
WC_SFM Streek Radio	8	6	5	3
WC_Hope Radio	5	6	3	3

Western Cape population 000's
5,295

Q4 2022

Jan '22 to Dec '22
n=4,987

Q1 2023

Apr '22 to Mar '23
n=5,207

WESTERN CAPE COMMUNITY STATIONS 3/4



	P7D Audience 000's		YESTERDAY Audience 000's	
WC_Radio Overberg 101.8	9	5	3	1
WC_Witzenberg Radio	3	4	2	1
WC_MFM 92.6	4	4	1	2
WC_Knysna FM 97.0	2	4	1	3
WC_Whale Coast FM	4	3	1	1
WC_Paarl 96.7 FM	5	3	2	0
WC_Worcester FM 89.2	3	3	1	1
WC_Gateway Radio	3	3	0	0
WC_7441 FM	1	3	0	0
WC_RKPfm	3	3	3	3
WC_Radio Khaltsha 97.1	1	2	0	0
WC_Western Cape Community FM	2	2	2	2

Western Cape population 000's
5,295

Q4 2022

Jan '22 to Dec '22
n=4,987

Q1 2023

Apr '22 to Mar '23
n=5,207

WESTERN CAPE COMMUNITY STATIONS 4/4



	P7D Audience 000's		YESTERDAY Audience 000's	
WC_729 Radio Cape Pulpit	2	2	0	0
WC_UNI FM	0	0	0	0
WC_Elgin FM	1	0	0	0
WC_Hermanus FM	0	0	0	0
WC_Iqhayiya (IQ FM) 91.7	1	0	0	0
WC_MC 90.3 FM	0	0	0	0
WC_One FM 94.0	0	0	0	0
WC_Reenboog FM	0	0	0	0

05

Key Takeaways



KEY TAKEOUTS

1.

Radio as a medium is dominant and resilient, but the emergence of an array of media formats is changing the dynamics of the media environment.

2.

Although other media formats are competing for the same time, broader media repertoire is positively correlated with radio listening. Social media could be used to complement radio and hook in new and churned audiences.

3.

The high cost of data is inhibiting streaming via cell phone. This means that cell phones with an FM receiver – accessing free radio – is not being fully utilised by listeners. How can radio stations intervene to fully leverage this device and grow their share?

4.

Main target groups to re-engage are rural dwellers, lower income, females and 35 to 49 year olds.

- ✓ **25-34 year olds** want music, competitions and celebrity.
- ✓ **35-49 year olds** love classic radio content and over index on all radio content types. Radio's strong **nostalgia factor resonates with this target group.**
- ✓ **Females** score lower on classic radio content. Investigate what other content may appeals more to females to grow audience share.
- ✓ **Rural** audiences over-index on religious programs, soapies and funeral notices

