

BRC RAM™ & SEM – FEBRUARY '19 RELEASE



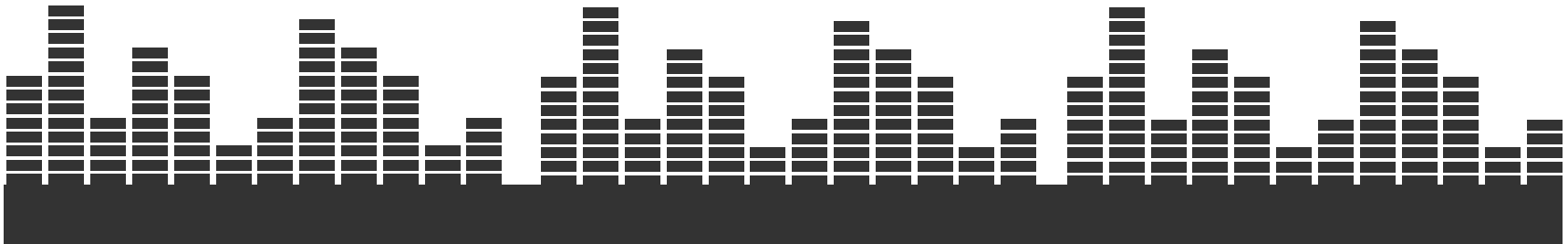
TRENDING...



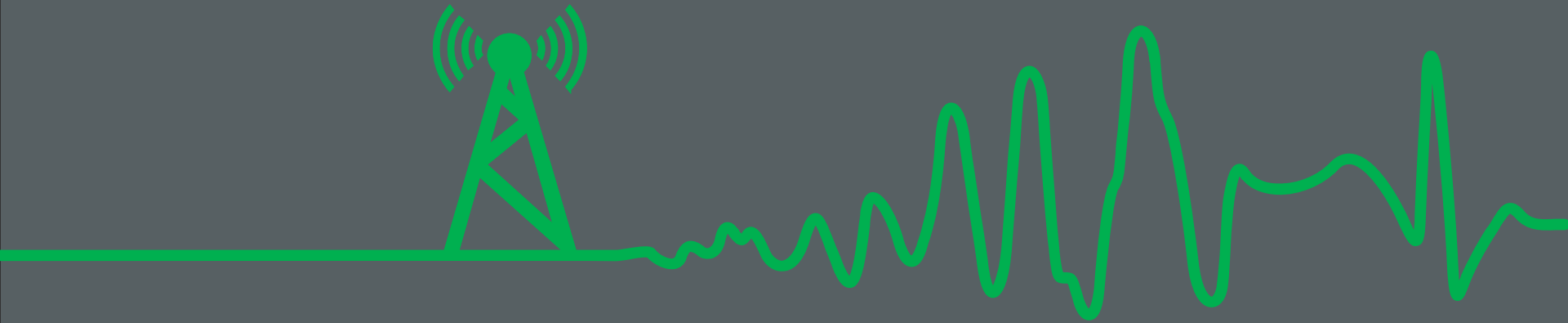
Jan'18-Dec'18 (sample=60,297 diaries)

Apr'18-Sep'18 (sample=30,418 diaries)

Jul'18-Dec'18 (sample=29,857 diaries)

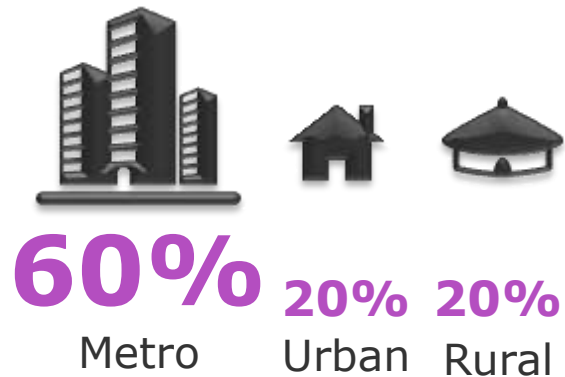


BRC RAM™ - VITAL SIGNS (Jul'18-Dec'18)

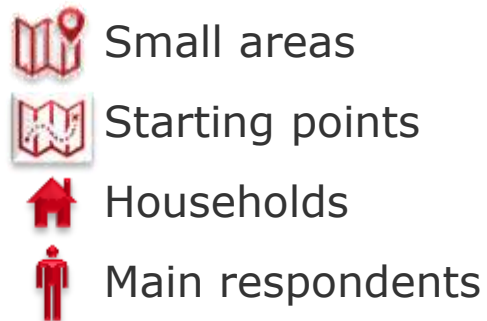


BRC RAM™ AT A GLANCE...

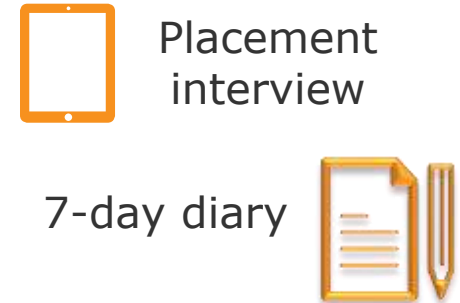
Metro-skewed sample



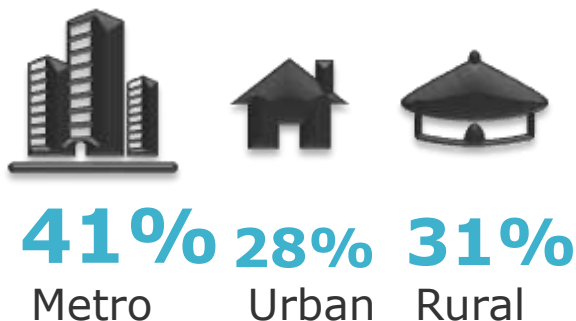
Random selection



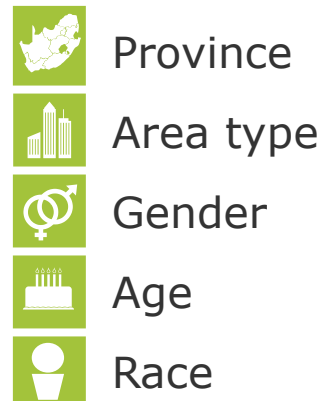
Methodology



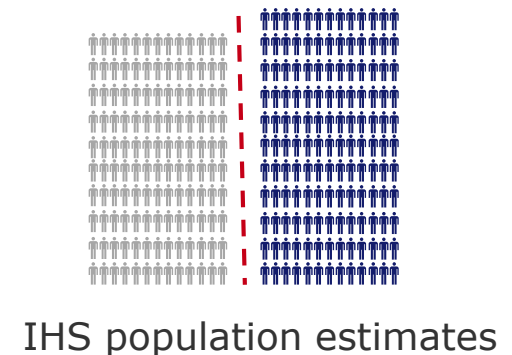
Re-weighted to population



Weighting variables

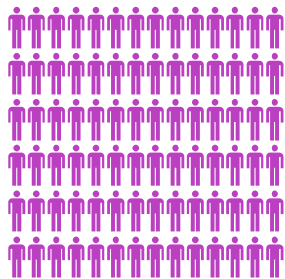


Annual universe update



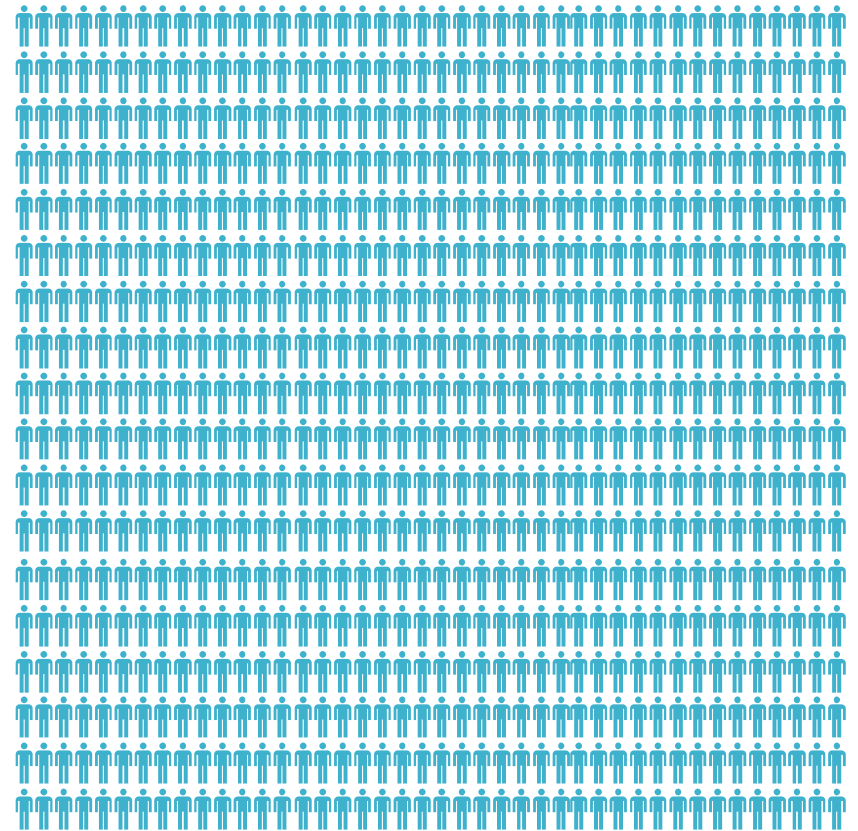
REPRESENTATIVE SAMPLE...

**30,000 households
per annum**



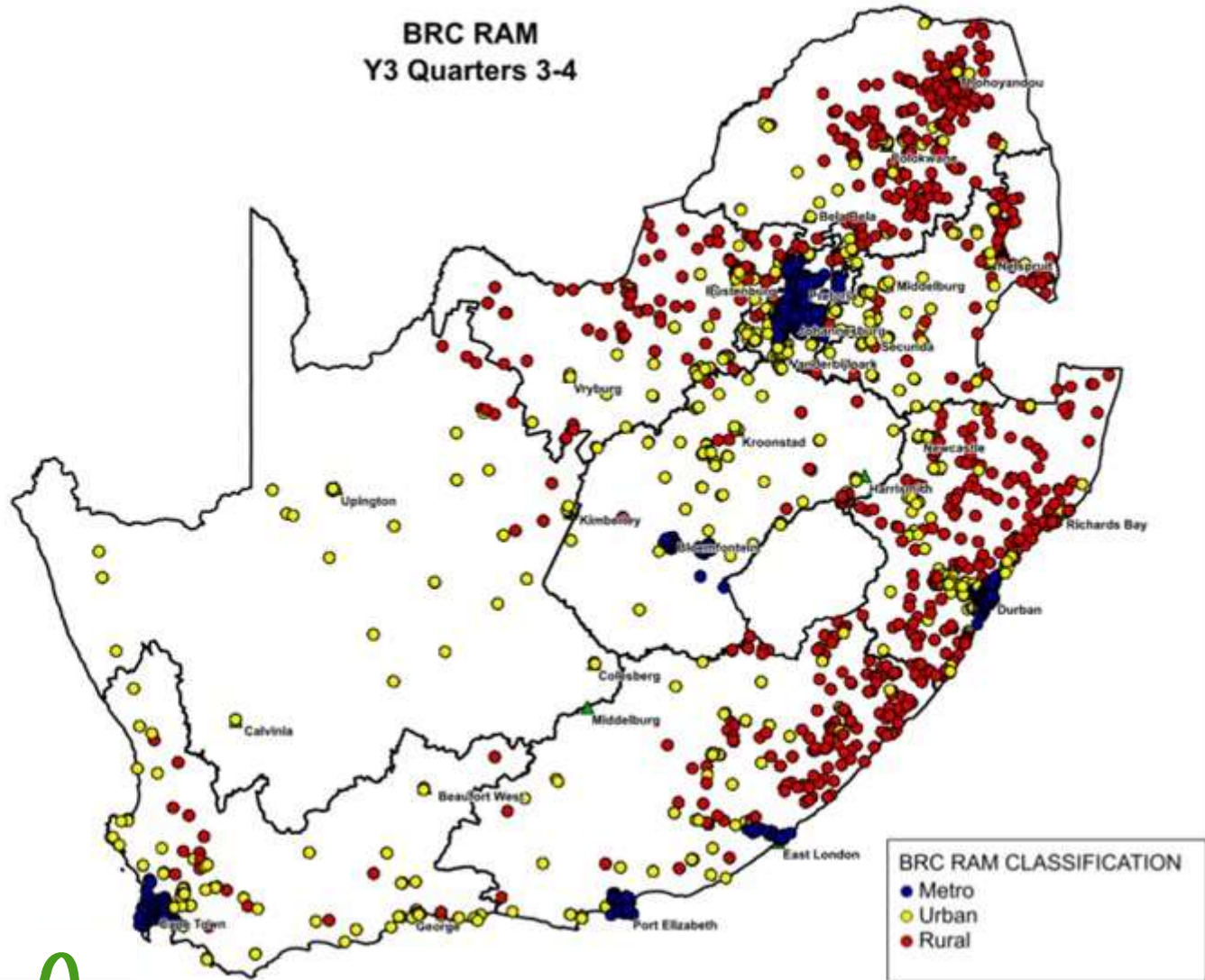
**BRC RAM™ sample:
representative of the South
African population on a National
and Provincial level**

**300,000 households
per annum**



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

BRC RAM™ – VITAL SIGNS...



Population (Age 15+):
40,1 million

BRC RAM™ – VITAL SIGNS...

**Random selection,
household flooding**

15,108

Households



29,857

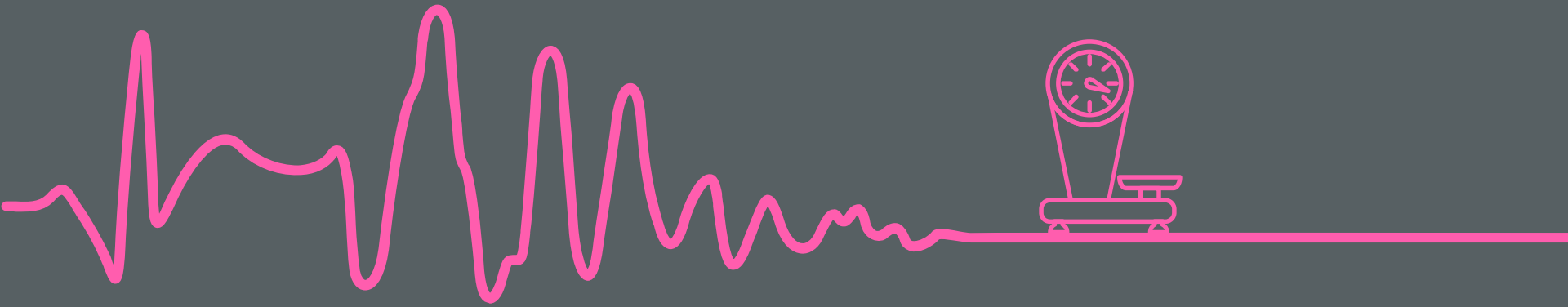
Individuals



Jul'18-Dec'18 sample



SCRUTINY & WEIGHTING



THE FOUR GATES...

SAMPLE GATE



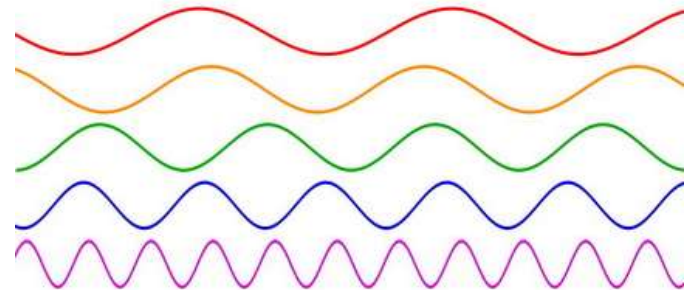
STABILITY GATE



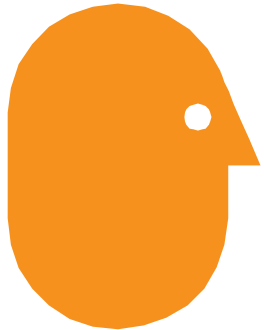
WEIGHTING GATE



STATION CHANGE GATE



REVIEW, EXAMINE, REFINE...



Weighting review



Sampling review



Queries

THE METRO SAMPLE...



Metro

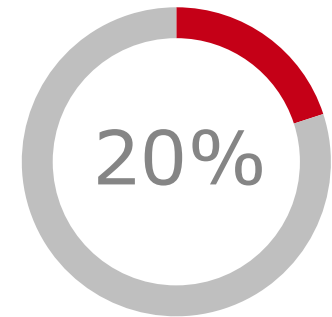
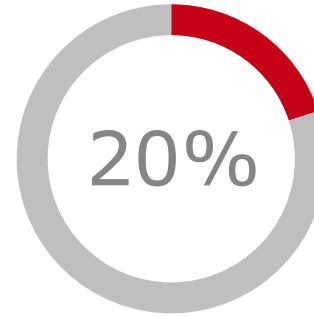
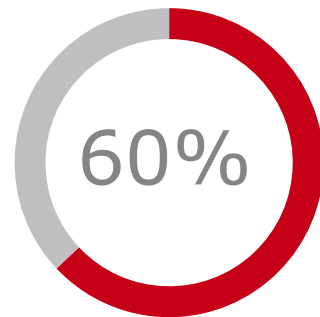


Urban

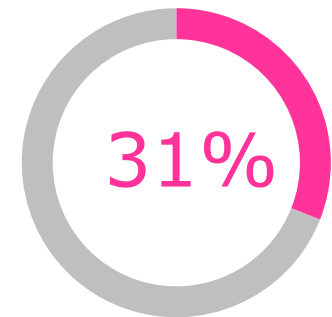
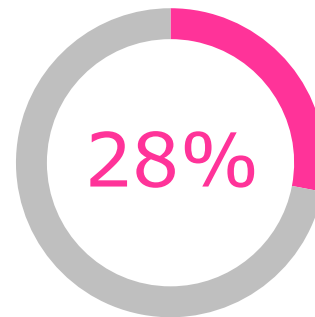
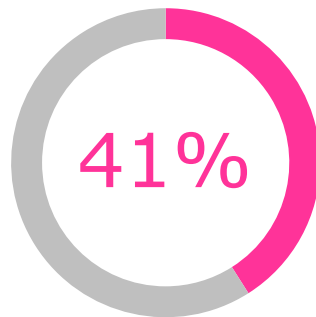


Rural

**Sample
Frame:**



Population:



WEIGHTING...



Average weighting efficiency

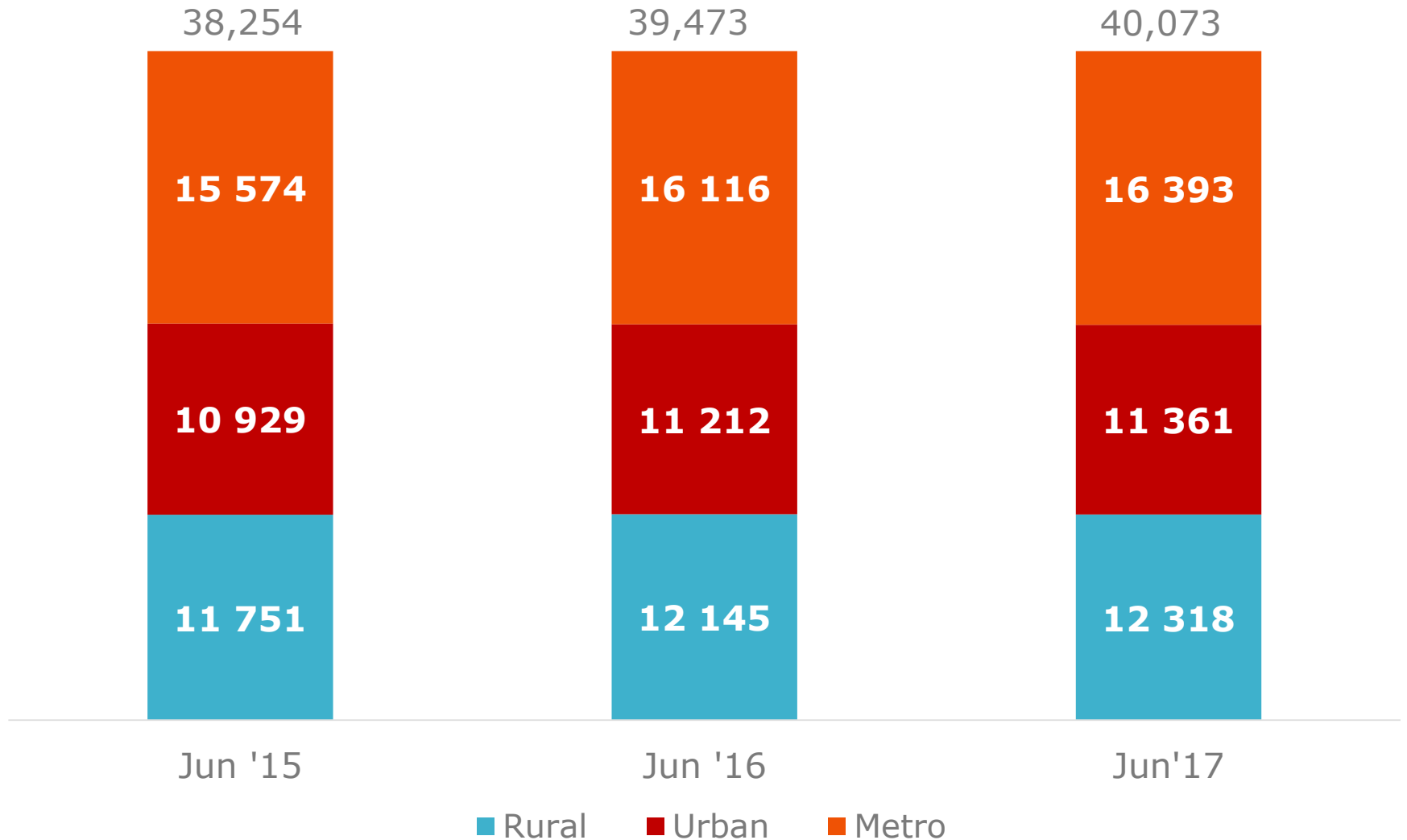
Jan'17- Jun'17	Apr'17- Sep'17	Jul'17- Dec'17	Oct'17- Mar'18	Jan'18- Jun'18	Apr'18- Sep'18	Jul'18- Dec'18
89%	88%	88%	87%	87%	86%	86%

Universe update reminder

2018 weighted on IHS Jun'17 dataset

June'17 Universe has increased by 2%

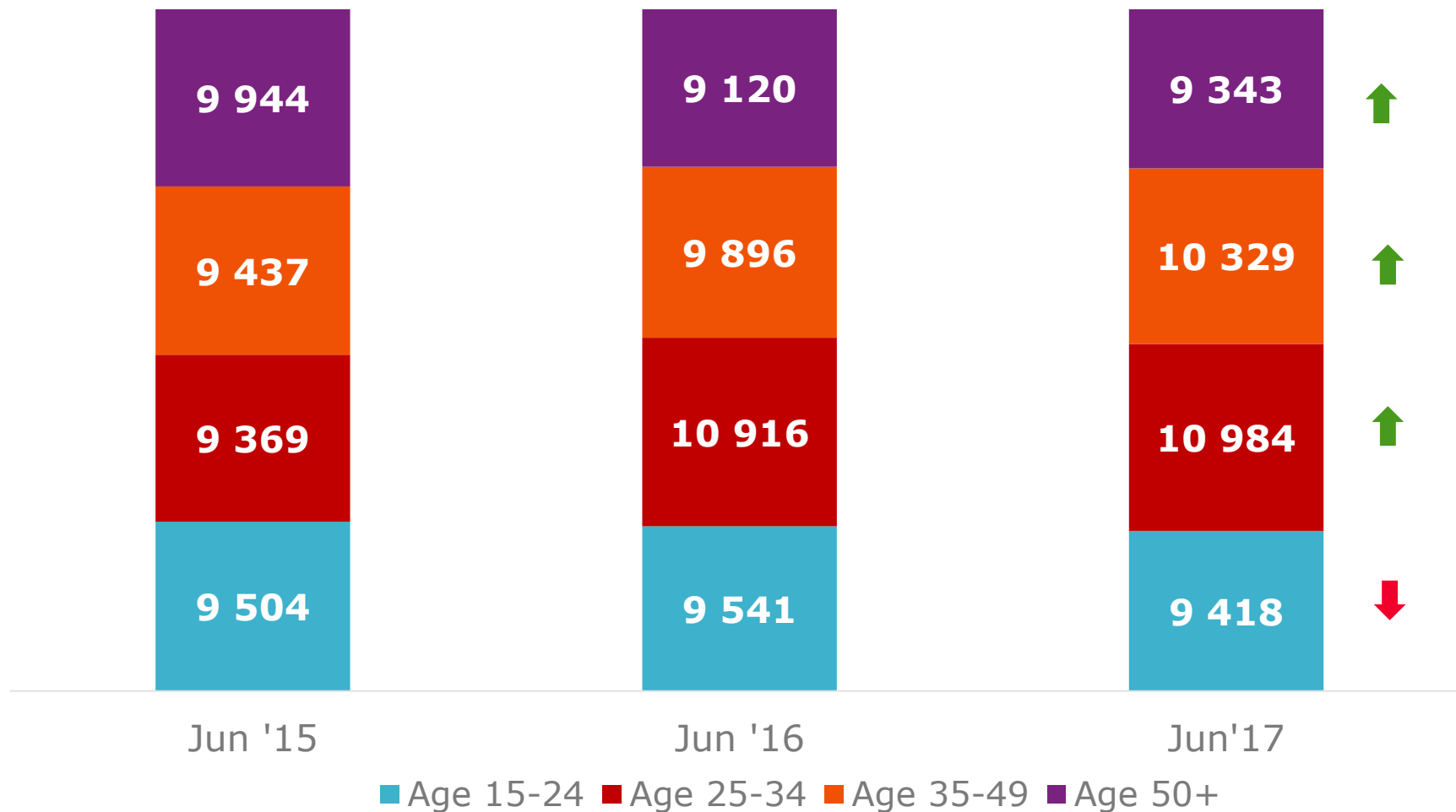
Area Types ('000s)



* Based on 15+ Household population

Population group by age

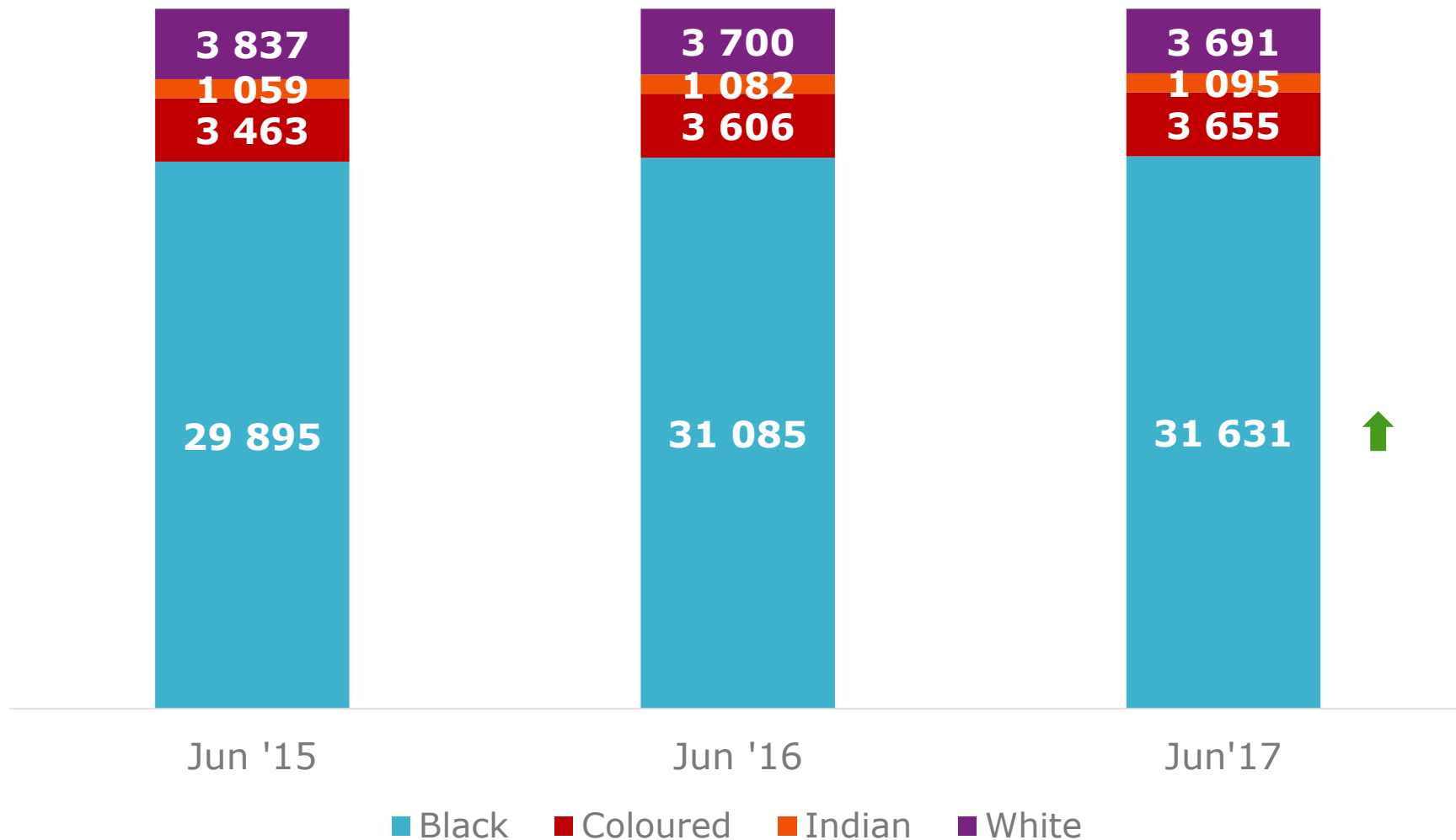
Age Groups ('000s)



* Based on 15+ Household population

Overall race proportions

Race Groups ('000s)



* Based on 15+ Household population

Universe comparisons

IHS Universe:

	June'15		June'16		June'17		Diff	
	000s	%	000s	%	000s	%	000s	%
Total	38,254	100%	39,473	100%	40,073	100%	600	2%
Area Type								
Rural	11,751	31%	12,145	31%	12,318	31%	173	1%
Urban	10,929	29%	11,212	28%	11,361	28%	149	1%
Metro	15,574	41%	16,116	41%	16,393	41%	277	2%
Province								
Eastern Cape	4,606	12%	4,764	12%	4,825	12%	61	1%
Free State	1,972	5%	2,030	5%	2,046	5%	16	1%
Gauteng	9,956	26%	10,017	25%	10,217	25%	200	2%
KwaZulu Natal	7,191	19%	7,550	19%	7,655	19%	105	1%
Limpopo	3,617	9%	3,815	10%	3,861	10%	46	1%
Mpumalanga	2,975	8%	2,935	7%	2,982	7%	47	2%
North West	2,599	7%	2,650	7%	2,686	7%	36	1%
Northern Cape	830	2%	870	2%	883	2%	13	2%
Western Cape	4,508	12%	4,841	12%	4,919	12%	78	2%
Age groups								
Age 15-24	9,504	25%	9,541	24%	9,418	24%	-123	-1%
Age 25-34	9,369	24%	10,916	28%	10,984	26%	68	1%
Age 35-49	9,437	25%	9,896	25%	10,329	27%	433	4%
Age 50+	9,944	26%	9,120	23%	9,343	23%	223	2%
Race								
Black	29,895	78%	31,085	79%	31,631	79%	546	2%
Coloured	3,463	9%	3,606	9%	3,655	9%	49	1%
Indian	1,059	3%	1,082	3%	1,095	3%	13	1%
White	3,837	10%	3,700	9%	3,691	9%	-9	0%

Shifts greater than 100k highlighted for ease of comparison

Universe comparisons – Province x area type

IHS Universe:	June'15		June'16		June'17		Diff	
	000s	%	000s	%	000s	%	000s	%
Total	38,254	100%	39,473	100%	40,073	100%	600	2%
Metro	15,574	100%	16,116	100%	16,393	100%	277	2%
Eastern Cape	1,371	9%	1,435	9%	1,448	9%	13	1%
Free State	545	3%	565	4%	584	4%	19	3%
Gauteng	8,433	54%	8,490	53%	8,652	53%	162	2%
KwaZulu Natal	2,336	15%	2,503	16%	2,541	16%	38	2%
Western Cape	2,890	19%	3,122	19%	3,168	19%	46	1%
Urban	10,929	100%	11,212	100%	11,361	100%	149	1%
Eastern Cape	1,039	10%	1,084	10%	1,113	10%	29	3%
Free State	1,171	11%	1,194	11%	1,165	10%	-29	-2%
Gauteng	1,472	13%	1,473	13%	1,504	13%	31	2%
KwaZulu Natal	1,789	16%	1,890	17%	1,960	17%	70	4%
Limpopo	765	7%	816	7%	817	7%	1	0%
Mpumalanga	1,576	14%	1,511	13%	1,518	13%	7	0%
North West	1,198	11%	1,212	11%	1,222	11%	10	1%
Northern Cape	642	6%	679	6%	678	6%	-1	0%
Western Cape	1,276	12%	1,353	12%	1,384	12%	31	2%
Rural	11,751	100%	12,145	100%	12,318	100%	173	1%
Eastern Cape	2,197	19%	2,246	18%	2,264	18%	18	1%
Free State	256	2%	271	2%	297	2%	26	10%
Gauteng	52	0%	54	0%	61	0%	7	13%
KwaZulu Natal	3,066	26%	3,157	26%	3,154	26%	-3	0%
Limpopo	2,852	24%	3,000	25%	3,044	25%	44	1%
Mpumalanga	1,399	12%	1,424	12%	1,463	12%	39	3%
North West	1,401	12%	1,438	12%	1,463	12%	25	2%
Northern Cape	188	2%	191	2%	205	2%	14	8%
Western Cape	341	3%	366	3%	367	3%	1	0%

Shifts greater than 100k highlighted for ease of comparison

Universe comparisons – Race x province (1/2)

IHS Universe:	June'15		June'16		June'17		Diff	
	000s	%	000s	%	000s	%	000s	%
Total	38,254	100%	39,473	100%	40,073	100%	600	2%
Black	29,895	100%	31,086	100%	31,631	100%	545	2%
Eastern Cape	3,928	13%	4,074	13%	4,129	13%	55	1%
Free State	1,691	6%	1,749	6%	1,765	6%	16	1%
Gauteng	7,803	26%	7,914	25%	8,101	26%	187	2%
KwaZulu Natal	6,132	21%	6,414	21%	6,518	21%	104	2%
Limpopo	3,477	12%	3,686	12%	3,731	12%	45	1%
Mpumalanga	2,596	9%	2,656	9%	2,700	9%	44	2%
North West	2,293	8%	2,360	8%	2,395	8%	35	1%
Northern Cape	432	1%	407	1%	417	1%	10	2%
Western Cape	1,545	5%	1,826	6%	1,877	6%	51	3%
White	3,837	100%	3,700	100%	3,691	100%	-9	0%
Eastern Cape	263	7%	257	7%	257	7%	0	0%
Free State	207	5%	203	5%	202	5%	-1	0%
Gauteng	1,521	40%	1,459	39%	1456	39%	-3	0%
KwaZulu Natal	364	9%	388	10%	386	10%	-2	-1%
Limpopo	112	3%	102	3%	102	3%	0	0%
Mpumalanga	308	8%	228	6%	229	6%	1	0%
North West	229	6%	216	6%	216	6%	0	0%
Northern Cape	66	2%	80	2%	79	2%	-1	-1%
Western Cape	767	20%	767	21%	764	21%	-3	0%

Shifts greater than 100k highlighted for ease of comparison

Universe comparisons – Race x province (2/2)

IHS Universe:	June'15		June'16		June'17		Diff	
	000s	%	000s	%	000s	%	000s	%
Total	38,254	100%	39,473	100%	40,073	100%	600	2%
Coloured	3,463	100%	3,606	100%	3,655	100%	49	1%
Eastern Cape	393	11%	409	11%	415	11%	6	1%
Free State	63	2%	70	2%	71	2%	1	2%
Gauteng	326	9%	342	9%	349	10%	7	2%
KwaZulu Natal	108	3%	113	3%	114	3%	1	1%
Limpopo	13	0%	13	0%	13	0%	0	1%
Mpumalanga	39	1%	29	1%	29	1%	0	1%
North West	53	2%	53	1%	54	1%	1	1%
Northern Cape	327	9%	377	10%	382	10%	5	1%
Western Cape	2,141	62%	2,200	61%	2228	61%	28	1%
Indian/Asian	1,057	100%	1,082	100%	1,095	100%	13	1%
Eastern Cape	22	2%	24	2%	24	2%	0	0%
Free State	10	1%	8	1%	8	1%	0	-1%
Gauteng	307	29%	302	28%	311	28%	9	3%
KwaZulu Natal	587	56%	636	59%	637	58%	1	0%
Limpopo	15	1%	14	1%	15	1%	1	5%
Mpumalanga	32	3%	23	2%	24	2%	1	3%
North West	24	2%	20	2%	21	2%	1	5%
Northern Cape	6	1%	6	1%	6	1%	0	2%
Western Cape	54	5%	49	5%	49	5%	0	1%

Shifts greater than 100k highlighted for ease of comparison

Universe comparisons – Age x province (1/2)

IHS Universe:	June'15		June'16		June'17		Diff	
	000s	%	000s	%	000s	%	000s	%
Total	38,254	100%	39,473	100%	40,073	100%	600	2%
15-24	9,504	100%	9,541	100%	9,418	100%	-123	-1%
Eastern Cape	1,300	14%	1,327	14%	1298	14%	-29	-2%
Free State	521	5%	494	5%	487	5%	-7	-1%
Gauteng	1,959	21%	1,939	20%	1935	21%	-4	0%
KwaZulu Natal	2,041	21%	2,069	22%	2041	22%	-28	-1%
Limpopo	1,157	12%	1,172	12%	1141	12%	-31	-3%
Mpumalanga	804	8%	779	8%	773	8%	-6	-1%
North West	606	6%	605	6%	597	6%	-8	-1%
Northern Cape	204	2%	212	2%	211	2%	-1	0%
Western Cape	913	10%	944	10%	934	10%	-10	-1%
25-34	9,370	100%	10,916	100%	10,984	100%	68	1%
Eastern Cape	972	10%	1,273	12%	1301	12%	28	2%
Free State	453	5%	552	5%	549	5%	-3	-1%
Gauteng	2,718	29%	2,828	26%	2826	26%	-2	0%
KwaZulu Natal	1,776	19%	2,156	20%	2173	20%	17	1%
Limpopo	772	8%	1,109	10%	1133	10%	24	2%
Mpumalanga	757	8%	858	8%	860	8%	2	0%
North West	624	7%	704	6%	705	6%	1	0%
Northern Cape	187	2%	208	2%	210	2%	2	1%
Western Cape	1,111	12%	1,228	11%	1227	11%	-1	0%

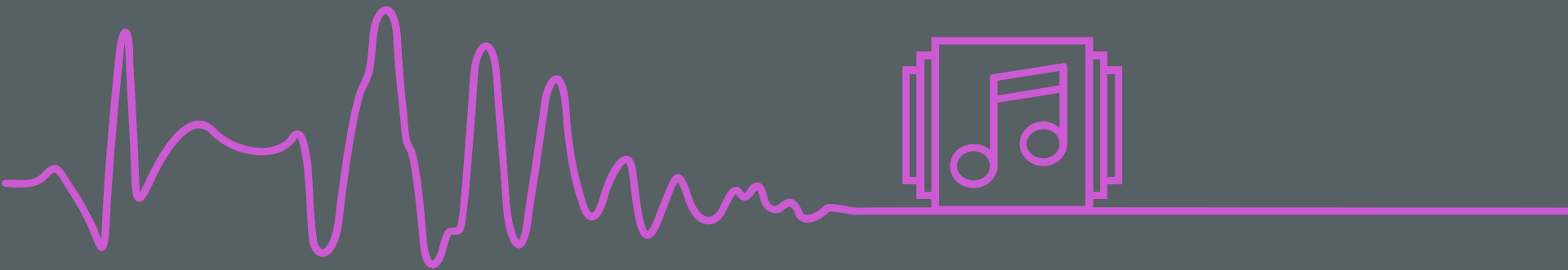
Shifts greater than 100k highlighted for ease of comparison

Universe comparisons – Age x province (2/2)

IHS Universe:	June'15		June'16		June'17		Diff	
	000s	%	000s	%	000s	%	000s	%
Total	38,254	100%	39,473	100%	40,073	100%	600	2%
35-49	9,437	100%	9,896	100%	10,329	100%	433	4%
Eastern Cape	922	10%	983	10%	1034	10%	51	5%
Free State	466	5%	473	5%	490	5%	17	4%
Gauteng	2,863	30%	2,956	30%	3077	30%	121	4%
KwaZulu Natal	1,582	17%	1,727	17%	1817	18%	90	5%
Limpopo	747	8%	751	8%	791	8%	40	5%
Mpumalanga	703	7%	707	7%	743	7%	36	5%
North West	659	7%	683	7%	711	7%	28	4%
Northern Cape	211	2%	219	2%	226	2%	7	3%
Western Cape	1,283	14%	1,397	14%	1438	14%	41	3%
50+	9,945	100%	9,120	100%	9,343	100%	223	2%
Eastern Cape	1,412	14%	1,181	13%	1192	13%	11	1%
Free State	531	5%	512	6%	519	6%	7	1%
Gauteng	2,417	24%	2,294	25%	2378	25%	84	4%
KwaZulu Natal	1,793	18%	1,598	18%	1624	17%	26	2%
Limpopo	942	9%	783	9%	795	9%	12	2%
Mpumalanga	711	7%	591	6%	605	6%	14	2%
North West	710	7%	658	7%	673	7%	15	2%
Northern Cape	228	2%	230	3%	236	3%	6	3%
Western Cape	1,201	12%	1,273	14%	1320	14%	47	4%

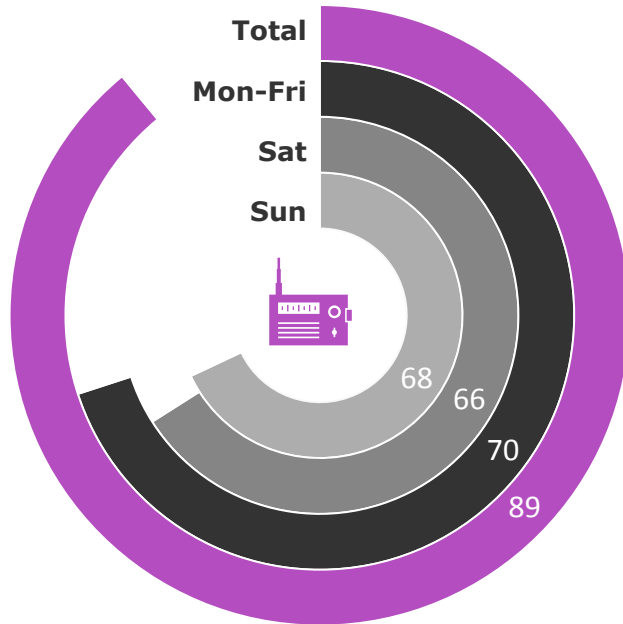
Shifts greater than 100k highlighted for ease of comparison

KEY SOUNDBITES



RADIO REACH is ...

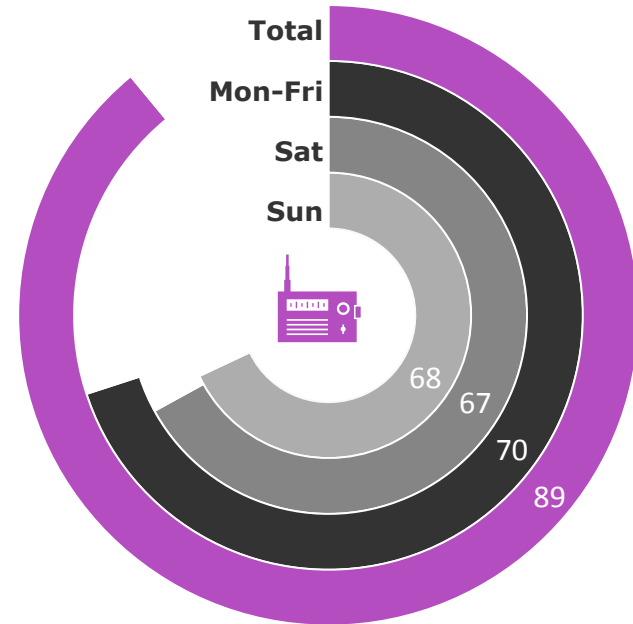
Apr'18-Sep'18



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

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

Jul'18-Dec'18



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

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

... EVERYWHERE!

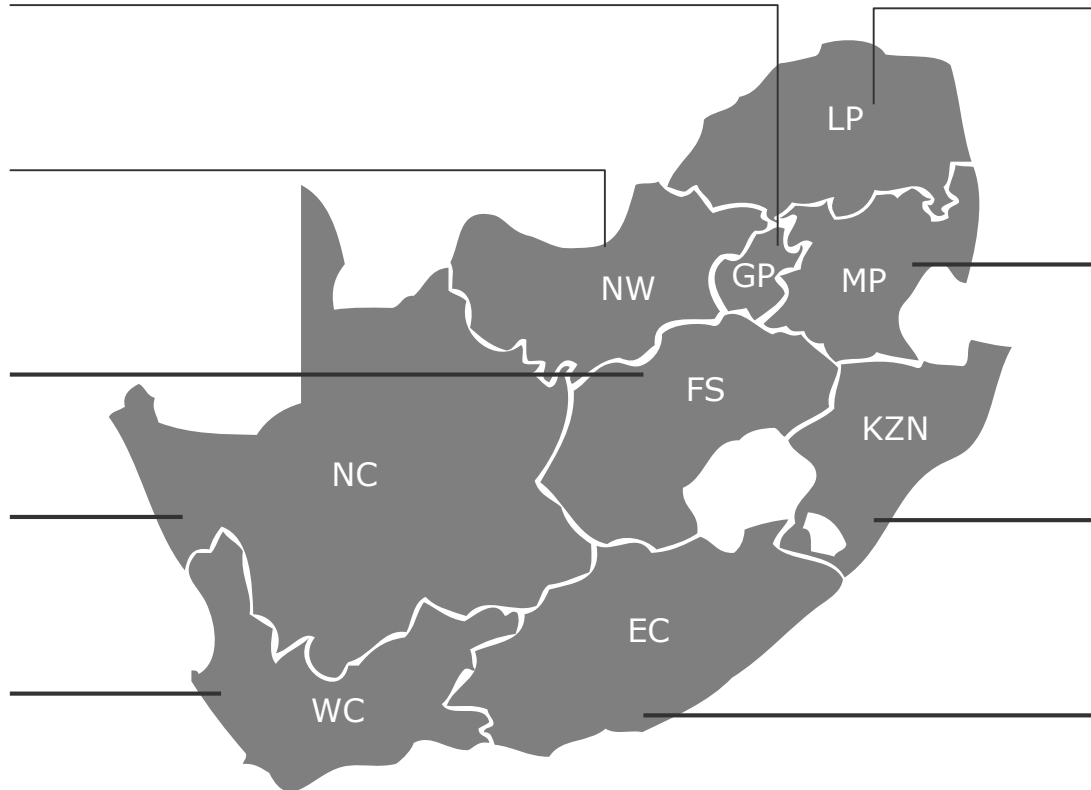
89% =
9.1m

85% =
2.3m

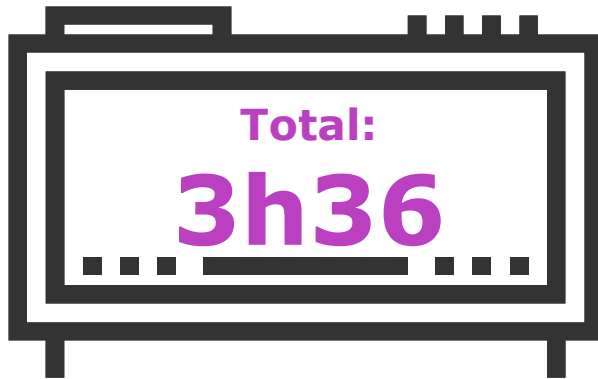
78% =
1.6m

77% =
681k

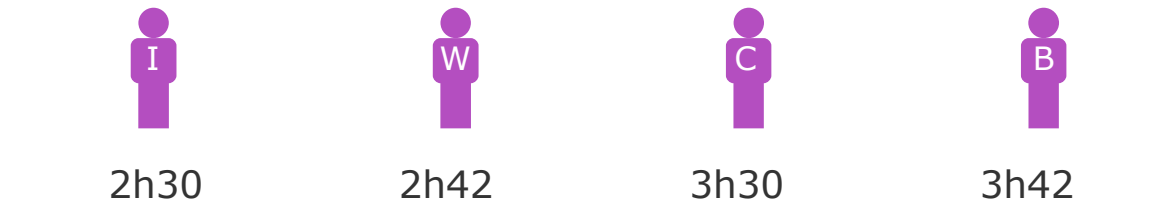
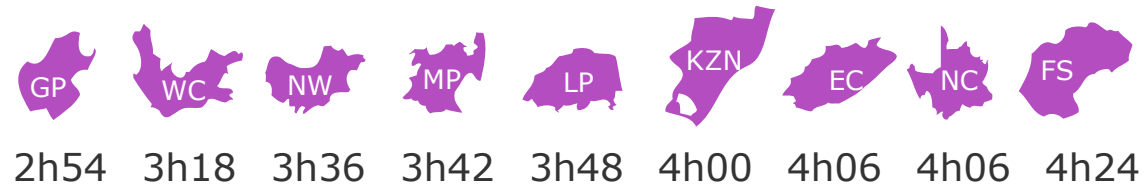
86% =
4.2m



LONG LISTENING...

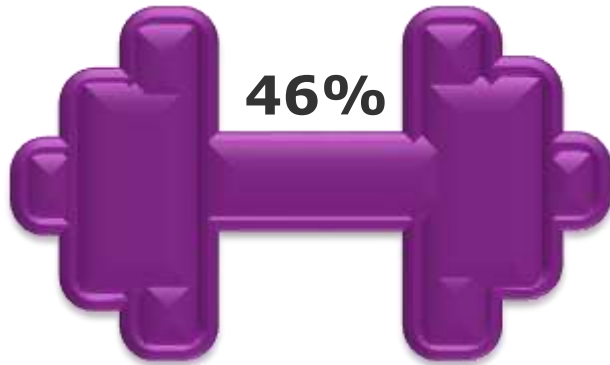


English	Afrikaans	Tsonga	Swati	Setswana	Sepedi	Sesotho	Zulu	Venda	Ndebele	Xhosa
2h36	3h24	3h24	3h24	3h30	3h36	3h36	3h48	3h54	3h54	4h00

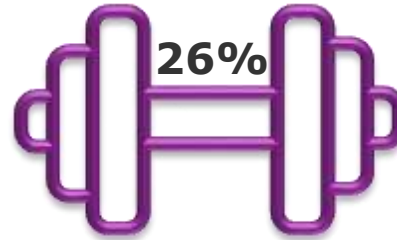


HEAVY LISTENING...

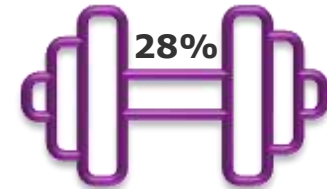
Heavy
(>20 hours pw)



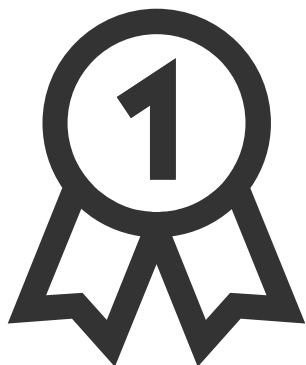
Medium
(10.25-20 hours pw)



Light
(0.25-10 hours pw)



LOYAL LISTENERS...

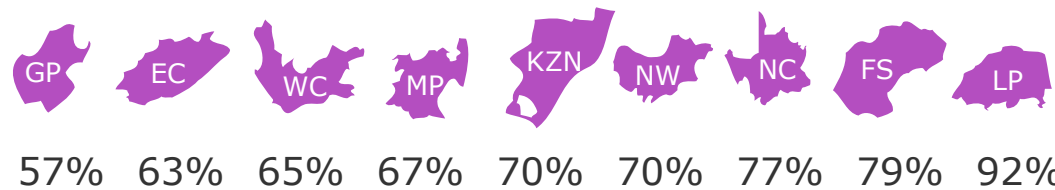


Total:

68%

listen to only one station

%



%



62%



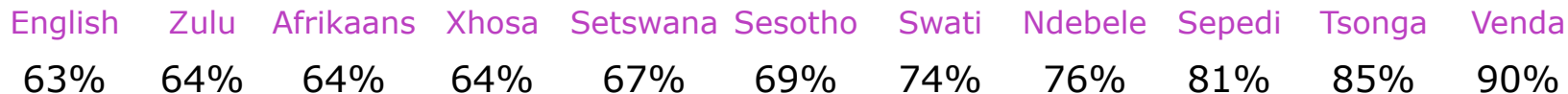
68%



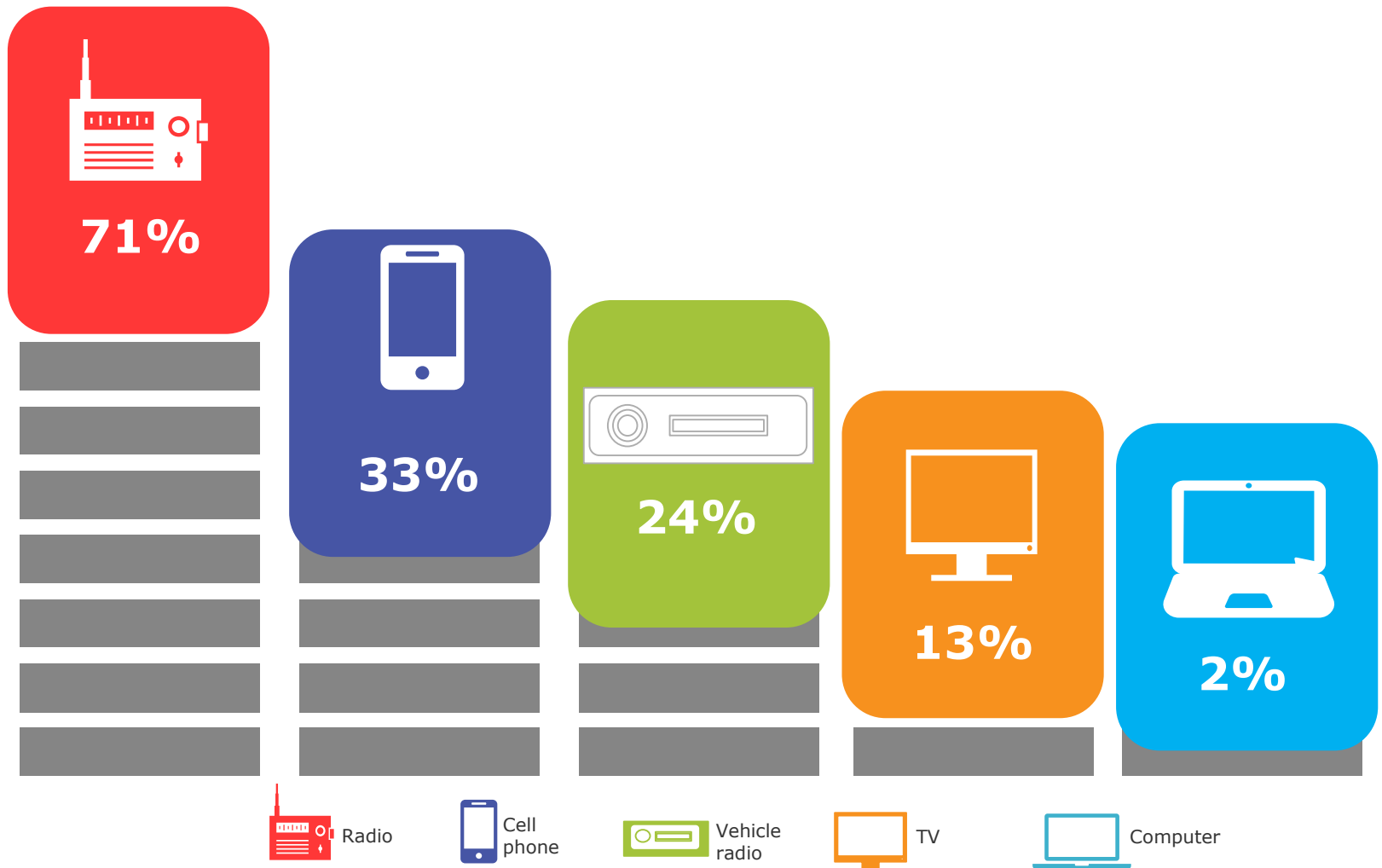
75%



%

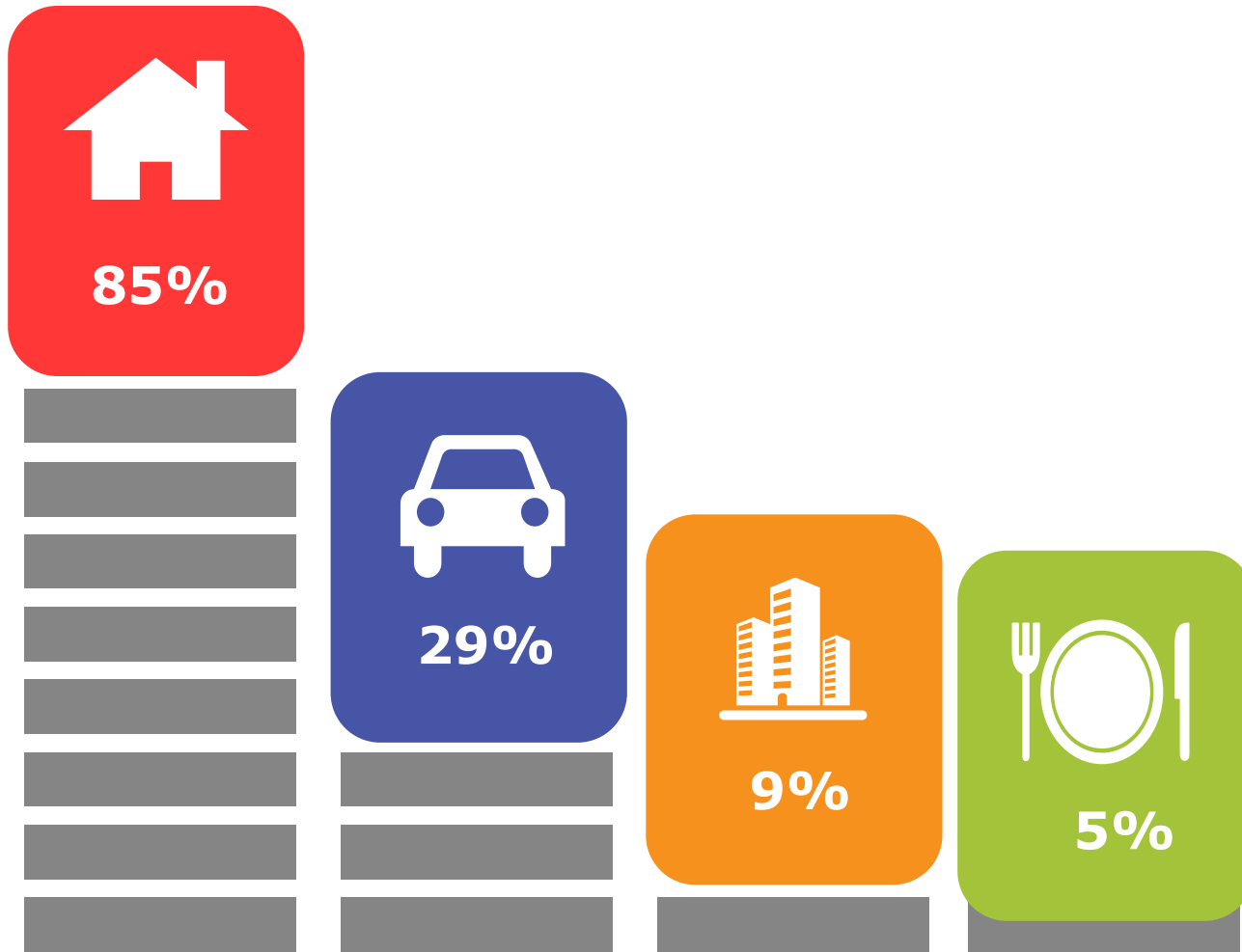


DEVICE captures HOW...



Source: BRC RAM™ Jul'18-Dec'18 (n=29,857)

LOCATION captures WHERE...



Home



Vehicle

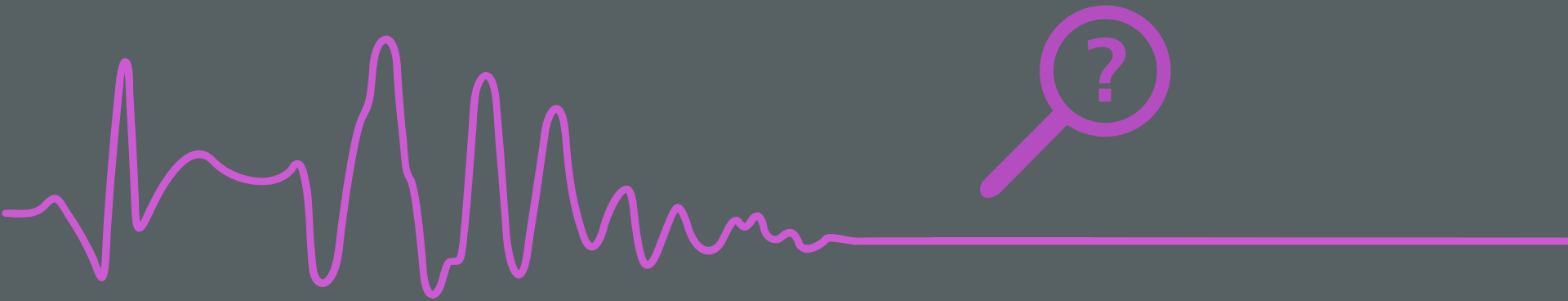


Work/University/
College



Restaurant/Shopping centre/
Airport

PROGRAMME INSIGHTS



NEW INSIGHTS...

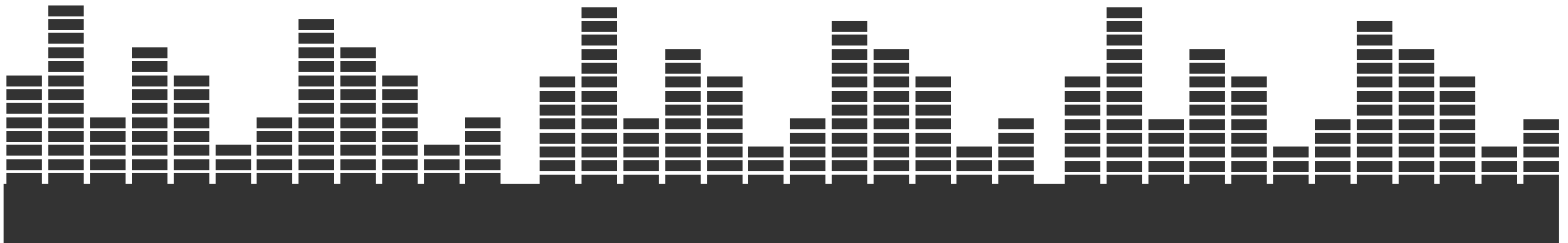
MAIN RESPONDENTS



THE INSTRUMENT (placement survey)



PROGRAMME INSIGHTS



PROGRAMME INSIGHTS...



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

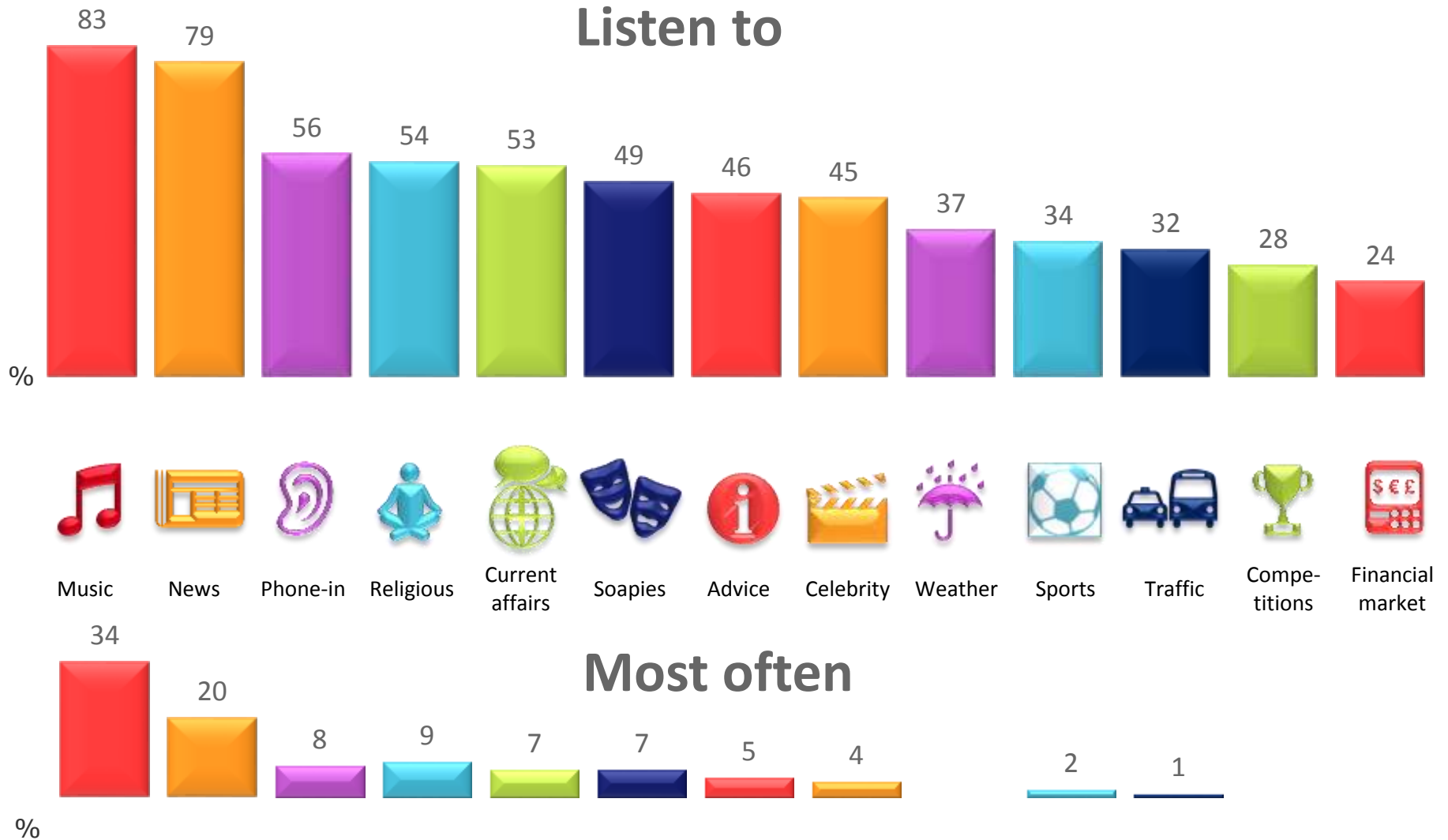
“And which do you listen to **most often**?”



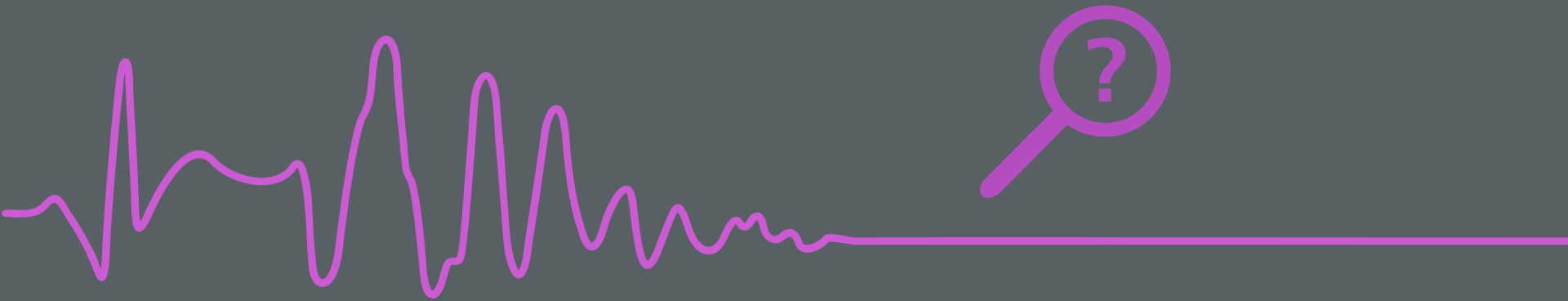
General radio preference,
not asked of a specific station

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

LISTEN TO/MOST OFTEN...



INTRODUCING THE SEM's INTO BRC RAM



SEM's in BRC RAM™...

ES

BRC RAM™

Different sample frames:



Metro

41%

60%



Urban

28%

20%



Rural

31%

20%

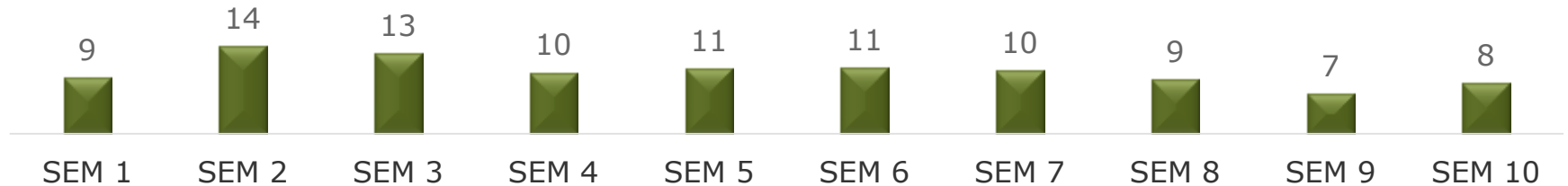
Different recruitment:

**Individuals (One
individual per household)**

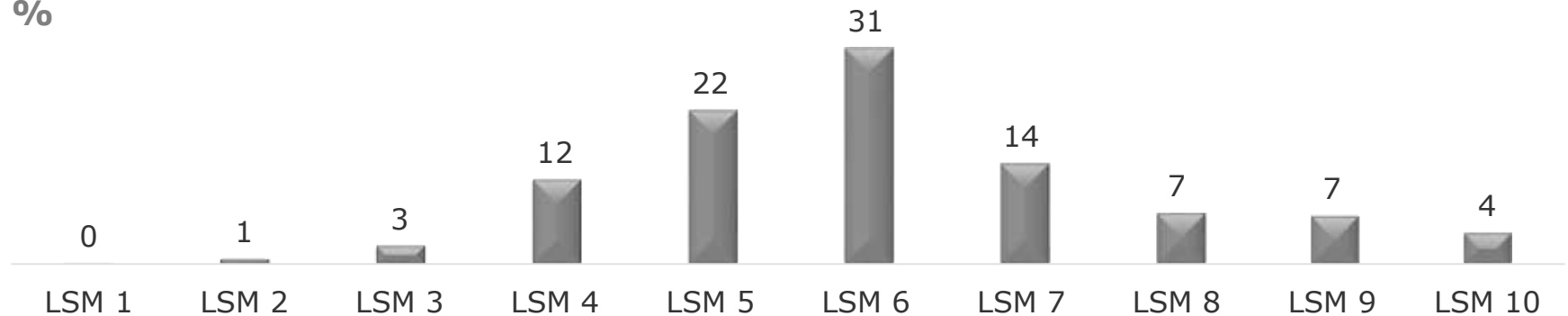
Households (Flooding)

SEM's vs. LSM's in BRC RAM™...

SEM: %

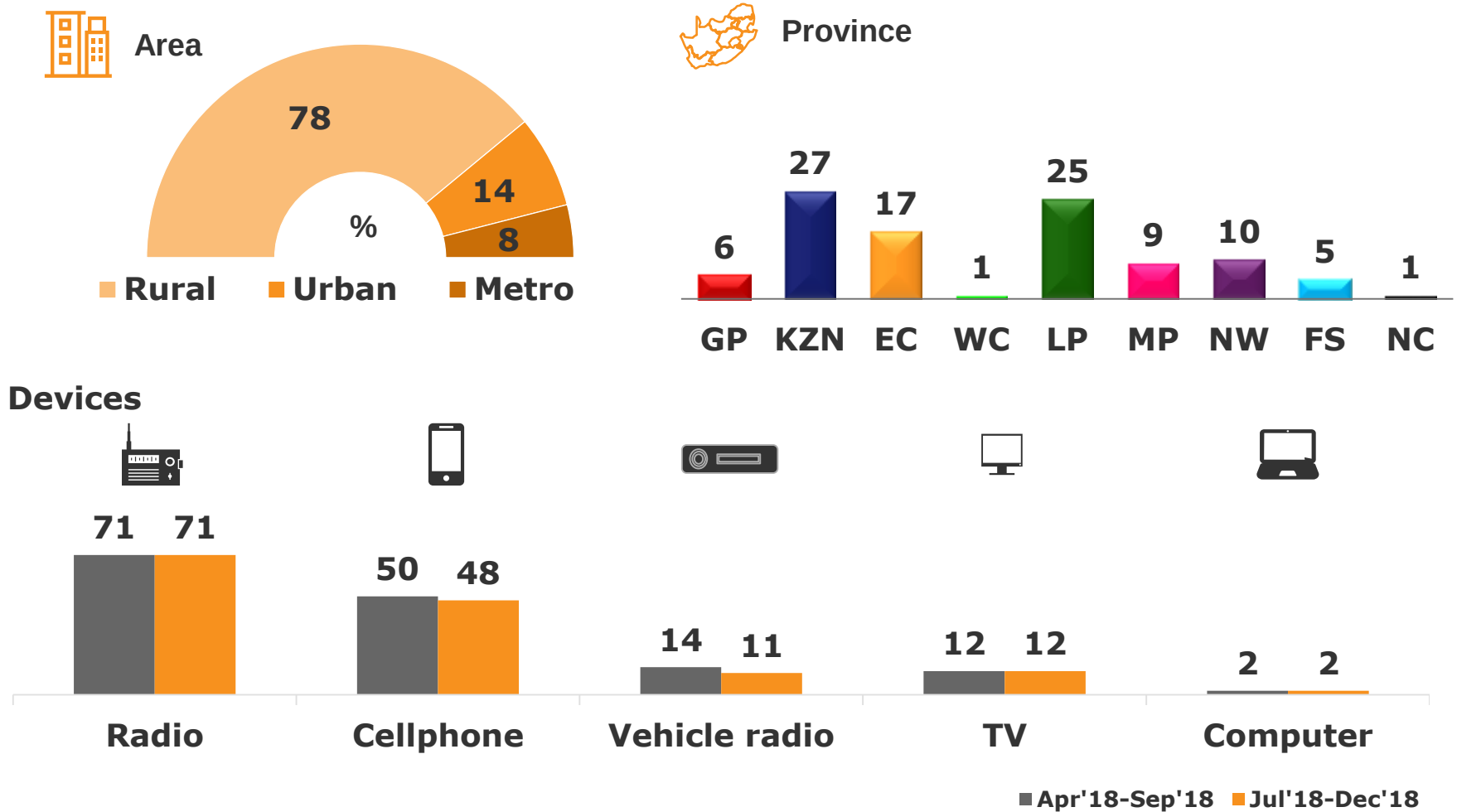


LSM: %



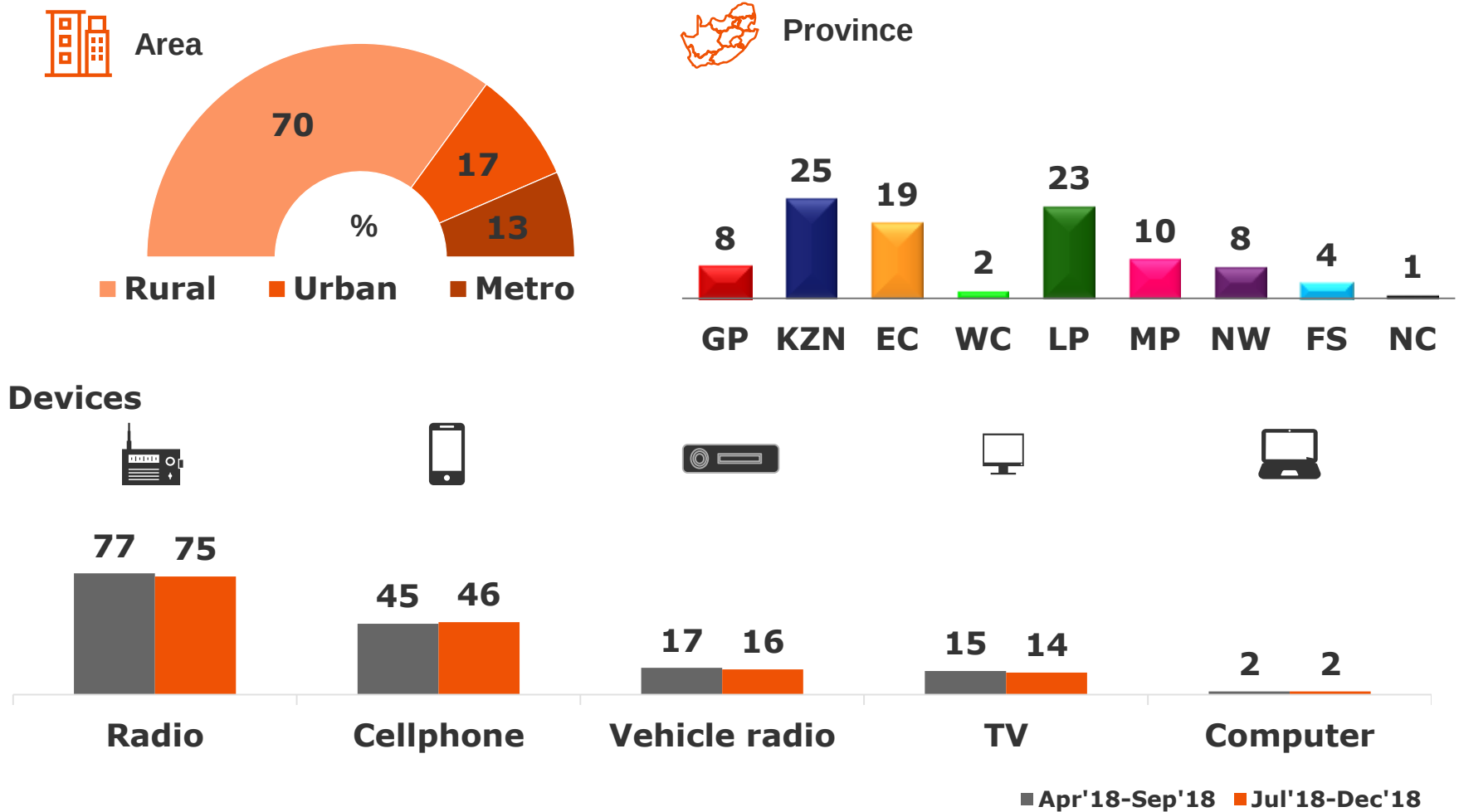
SEM 1 – RADIO LISTENERS

Population: 3.2 million (9.0%)



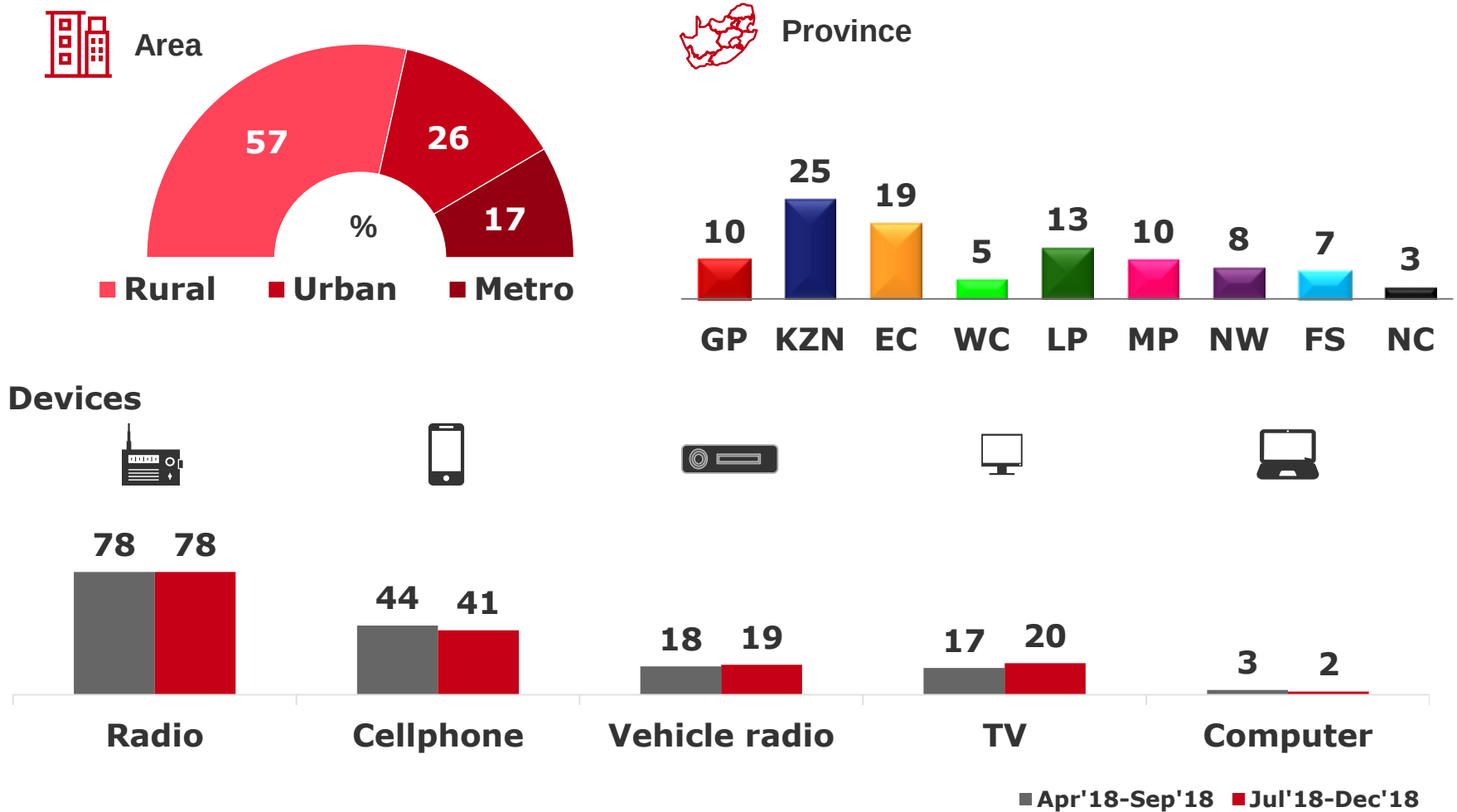
SEM 2 – RADIO LISTENERS

Population: 5.0 million (14.0%)



SEM 3 – RADIO LISTENERS

Population: 4.6 million (12.8%)

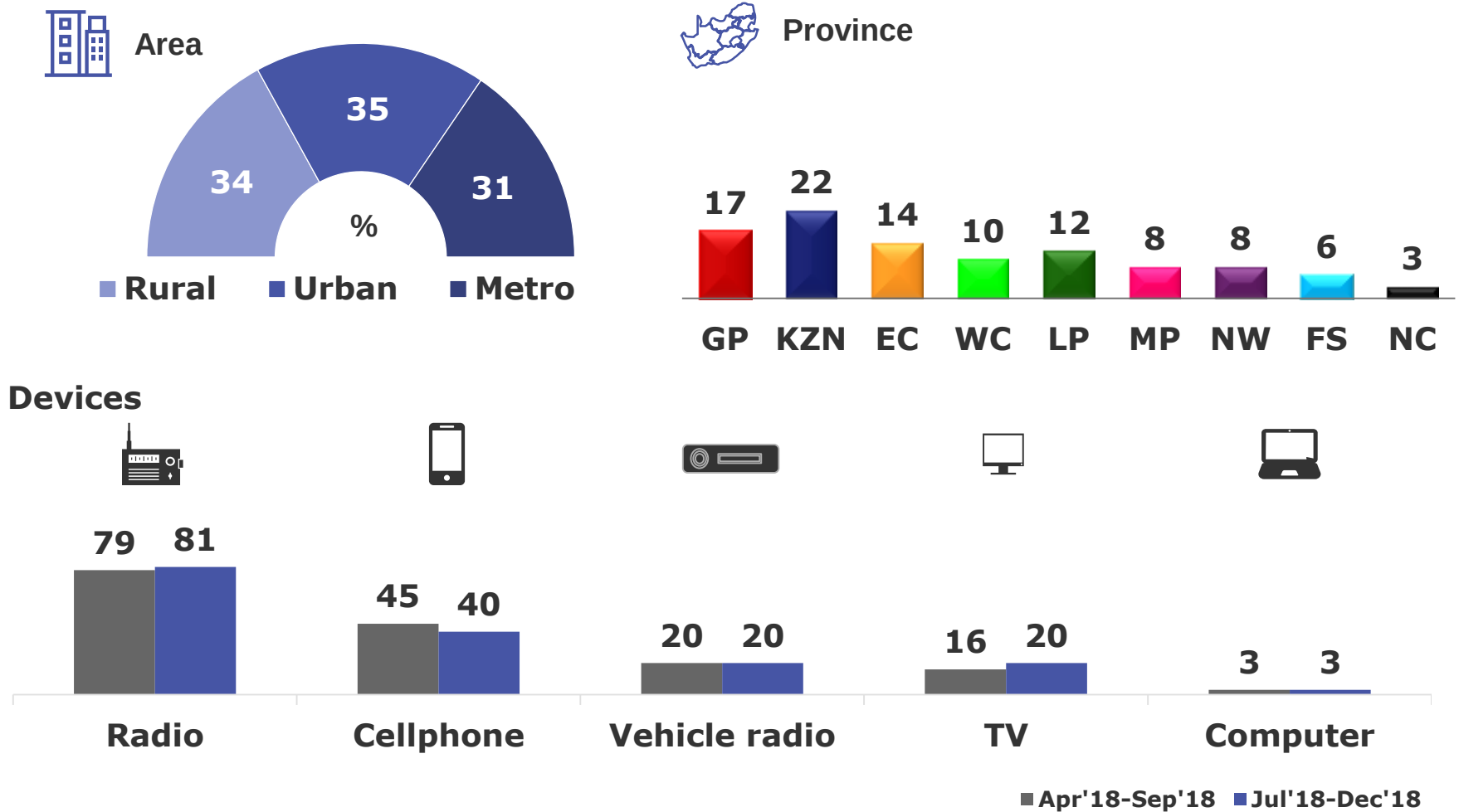


Source: BRC RAM™ Population/Area/Province: Jul'18-Dec'18 (National: n=29,857)

Source: BRC RAM™ Devices: Apr'18-Sep'18 (National: n=30,418), Jul'18-Dec'18 (National: n=29,857)

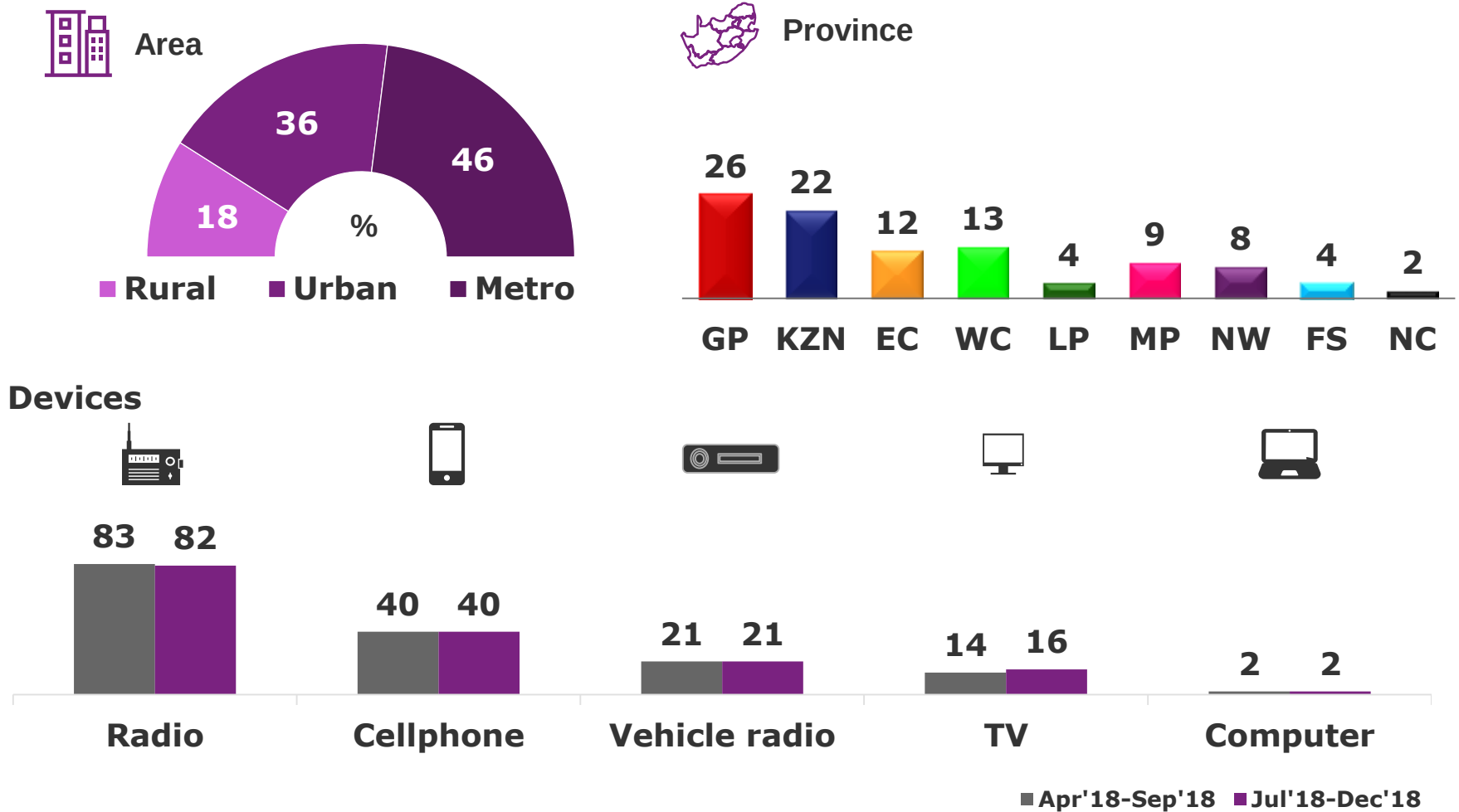
SEM 4 – RADIO LISTENERS

Population: 3.5 million (9.8%)



SEM 5 – RADIO LISTENERS

Population: 3.8 million (10.5%)

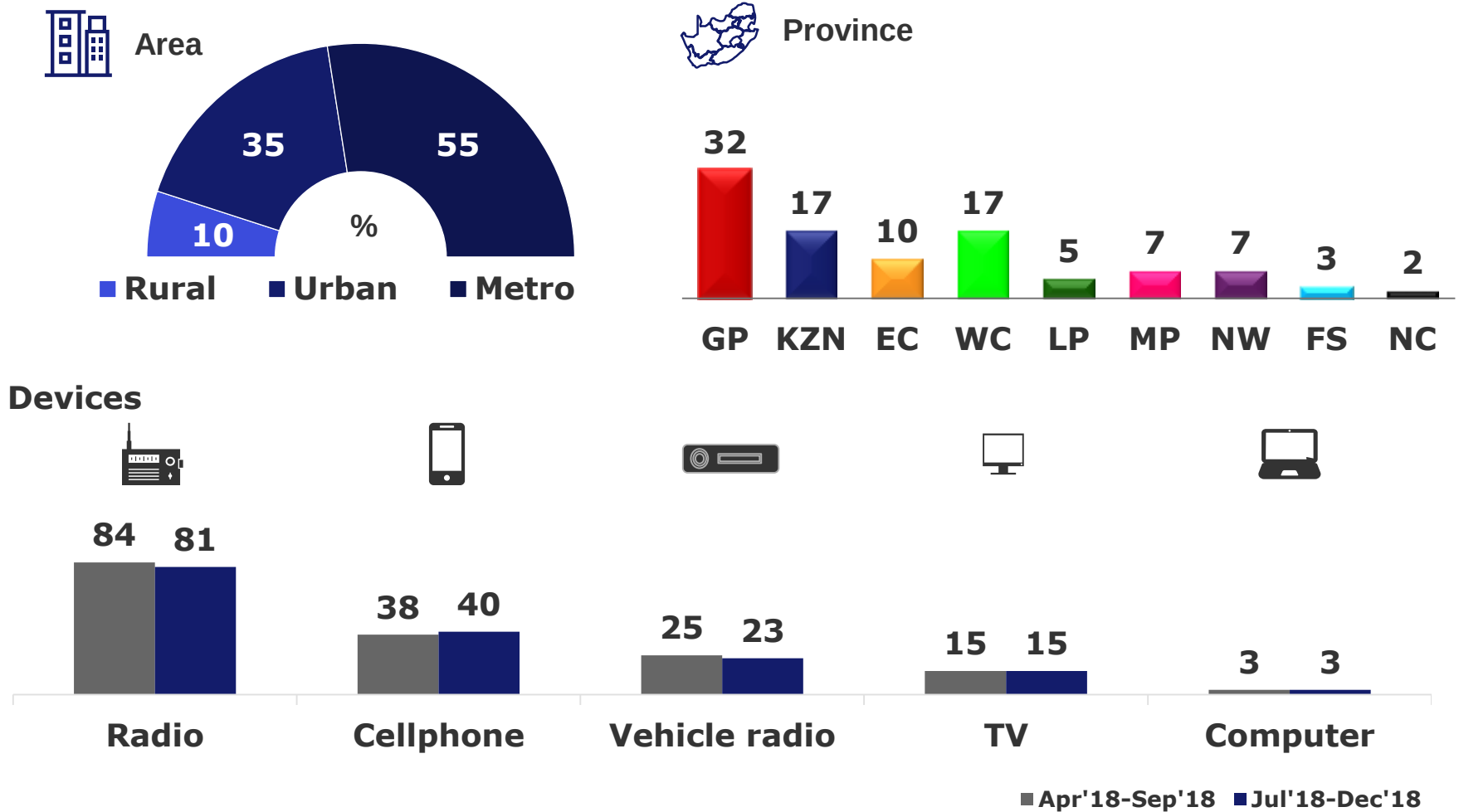


Source: BRC RAM™ Population/Area/Province: Jul'18-Dec'18 (National: n=29,857)

Source: BRC RAM™ Devices: Apr'18-Sep'18 (National: n=30,418), Jul'18-Dec'18 (National: n=29,857)

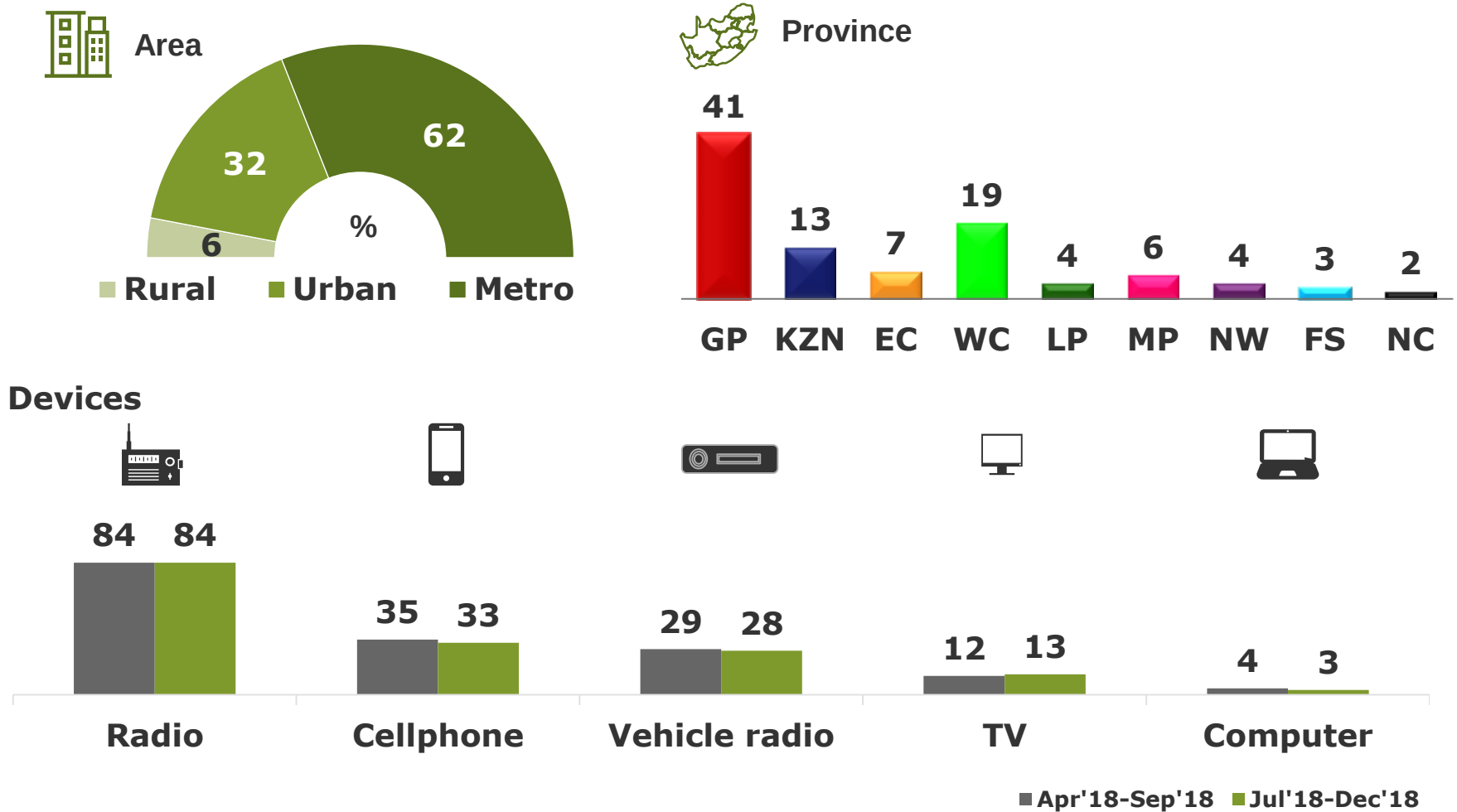
SEM 6 – RADIO LISTENERS

Population: 3.8 million (10.6%)



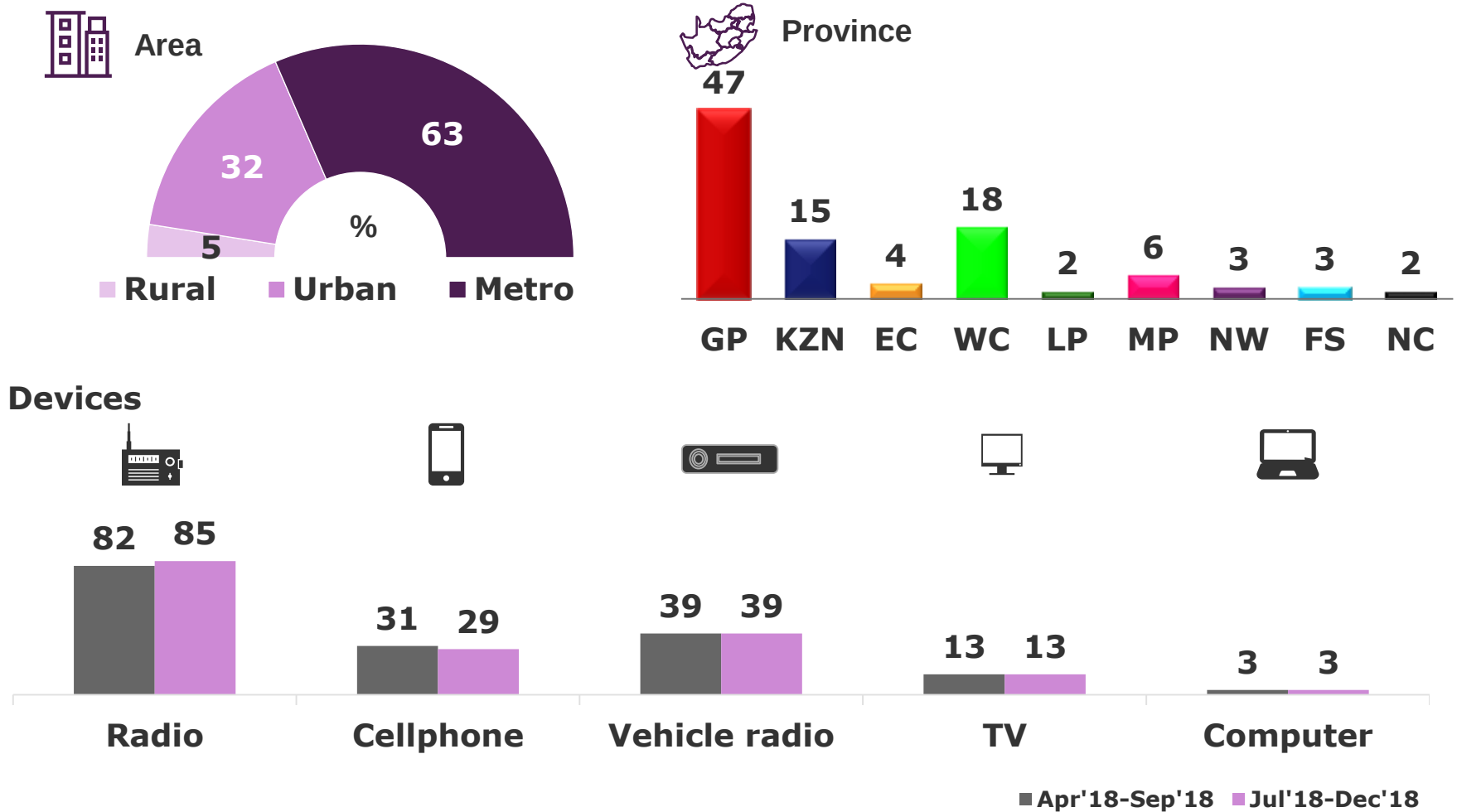
SEM 7 – RADIO LISTENERS

Population: 3.6 million (10.1%)



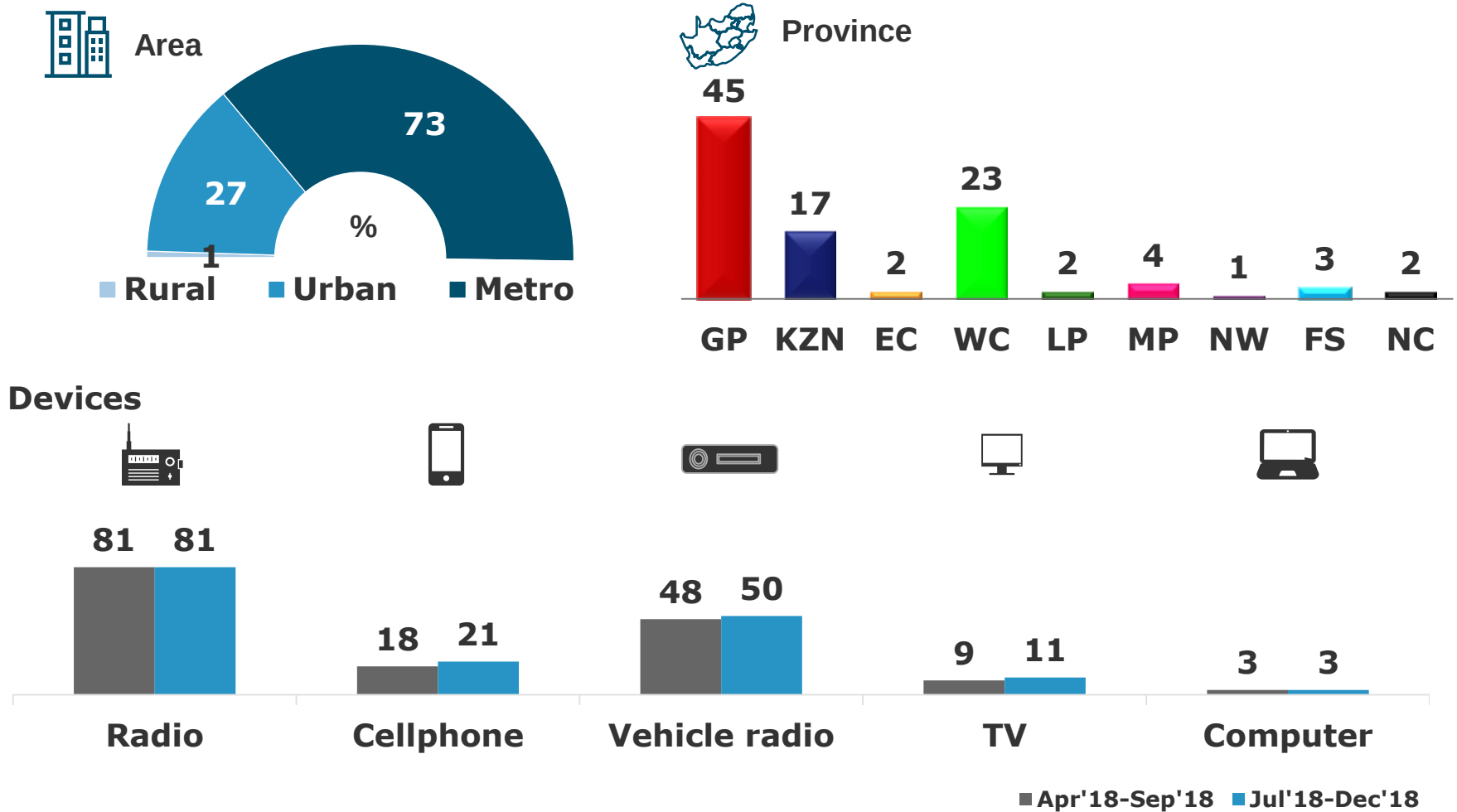
SEM 8 – RADIO LISTENERS

Population: 3.1 million (8.7%)



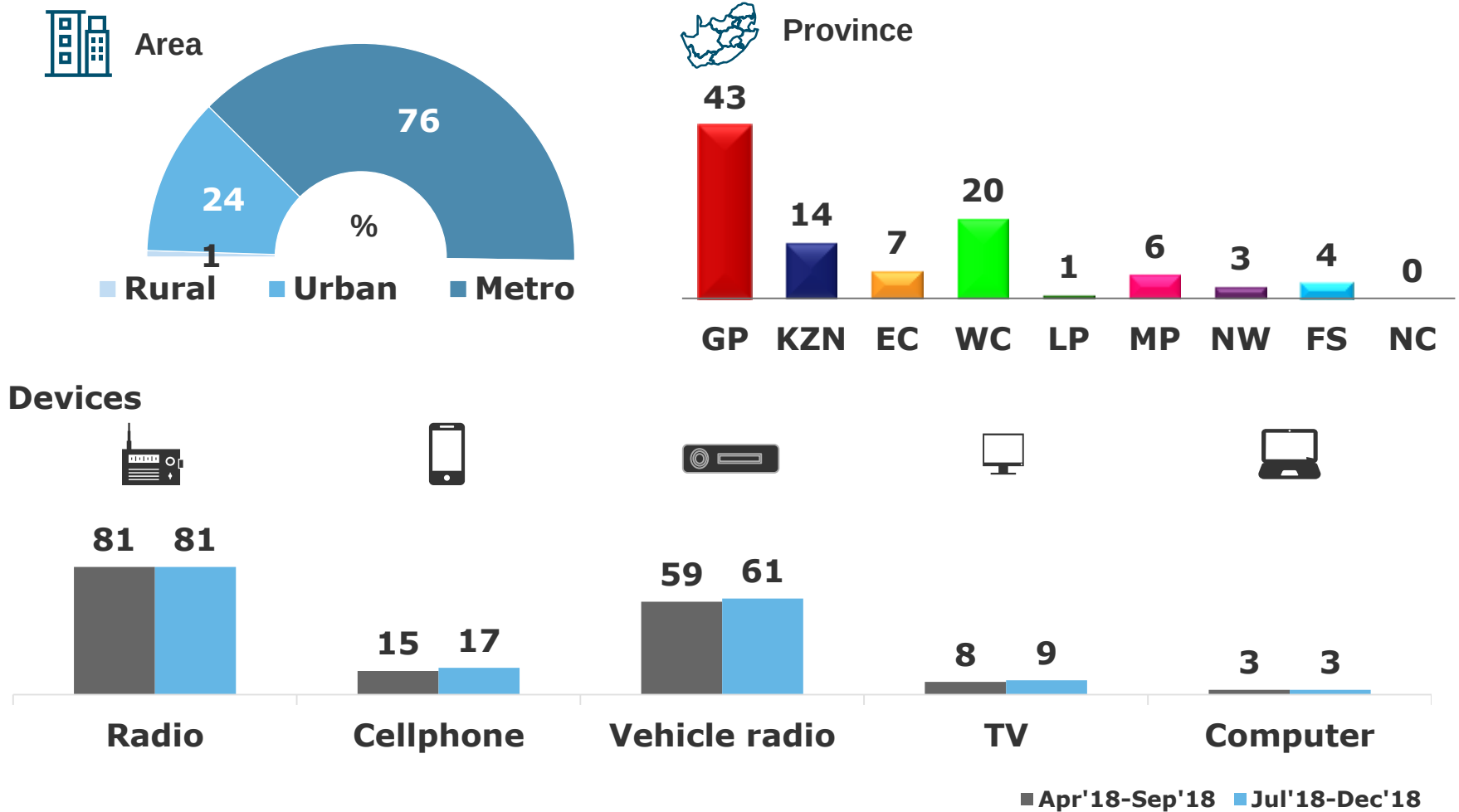
SEM 9 – RADIO LISTENERS

Population: 2.3 million (6.5%)



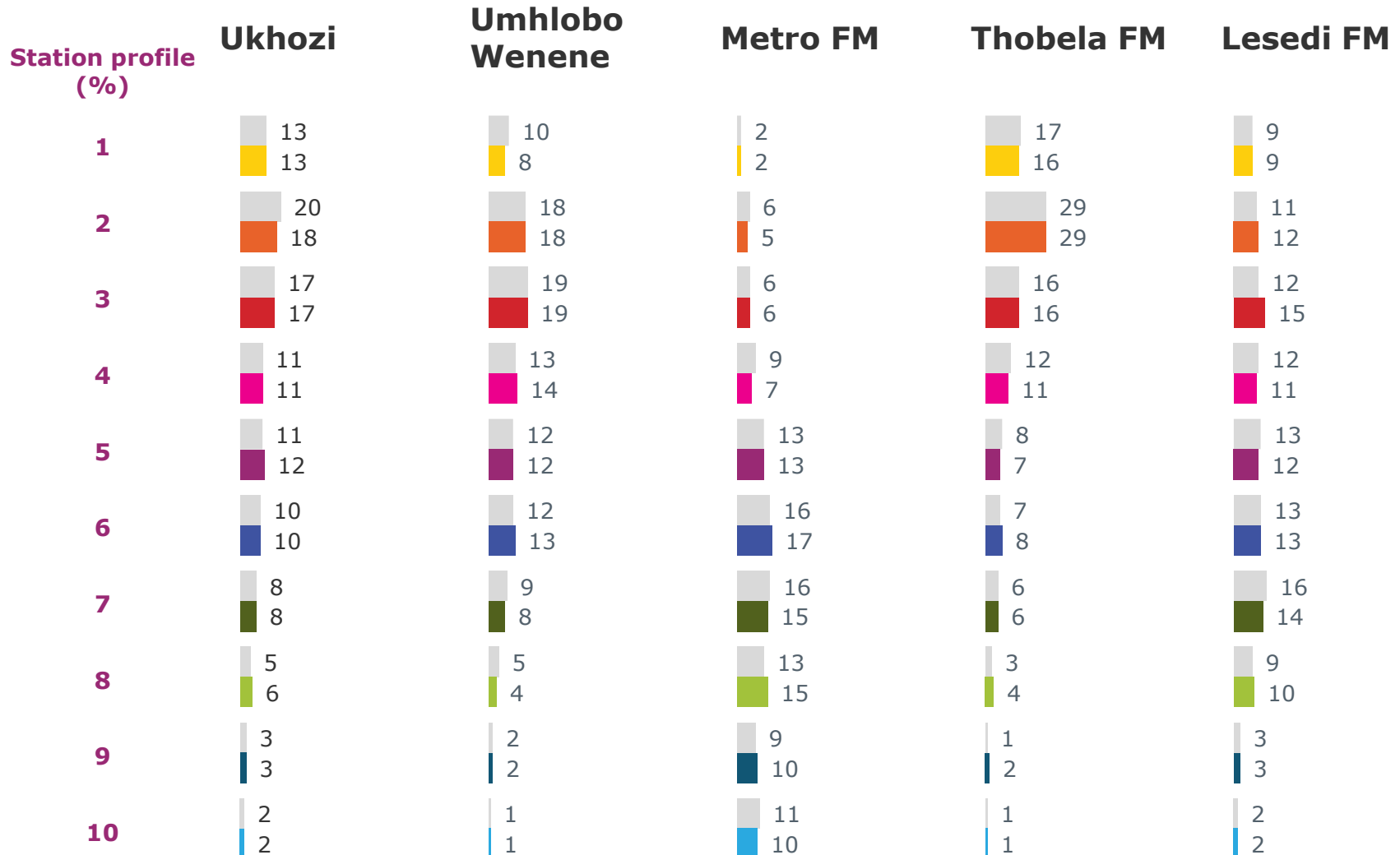
SEM 10 – RADIO LISTENERS

Population: 2.9 million (8.1%)



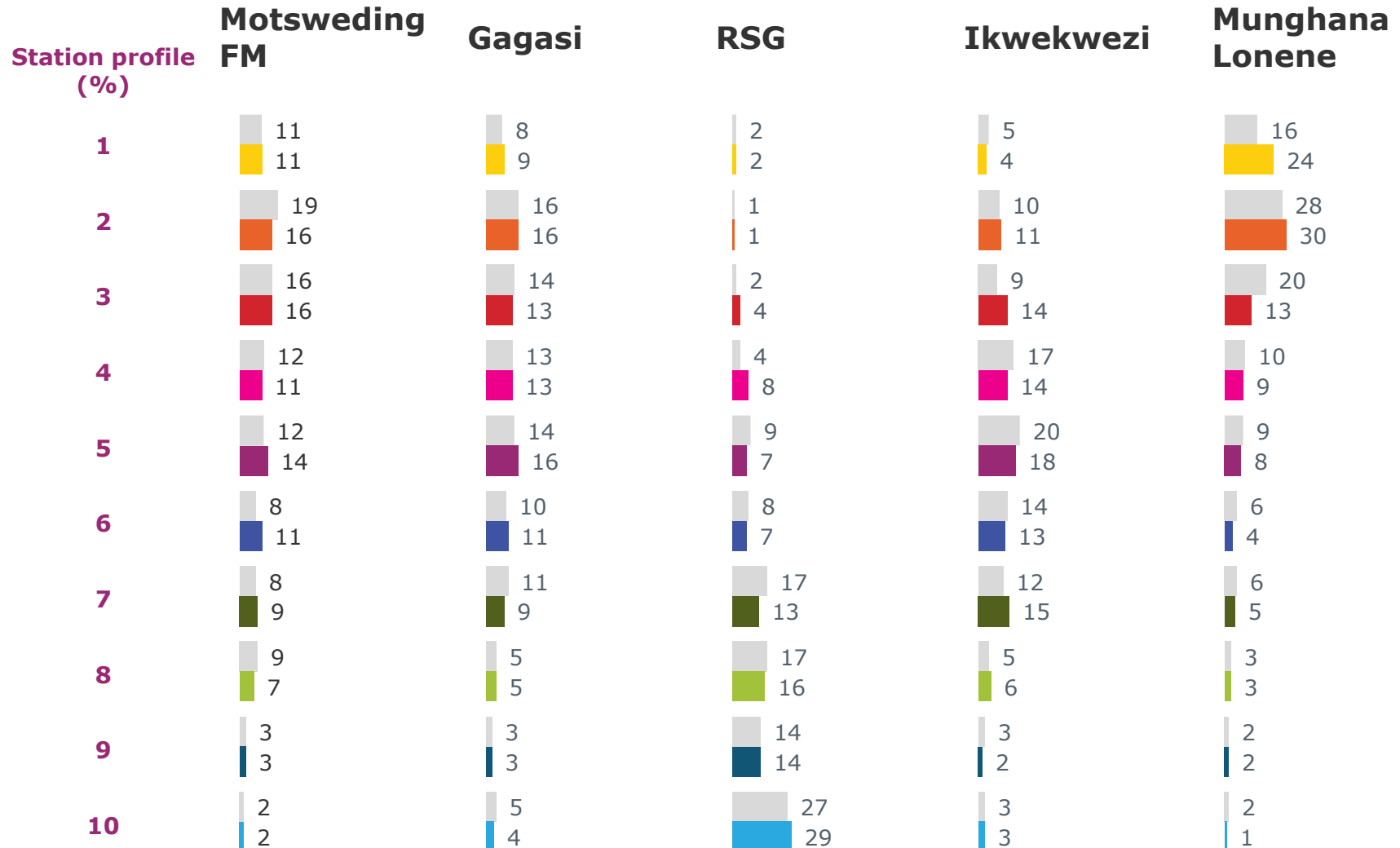
STATION PROFILE BY SEM

Commercial and PBS



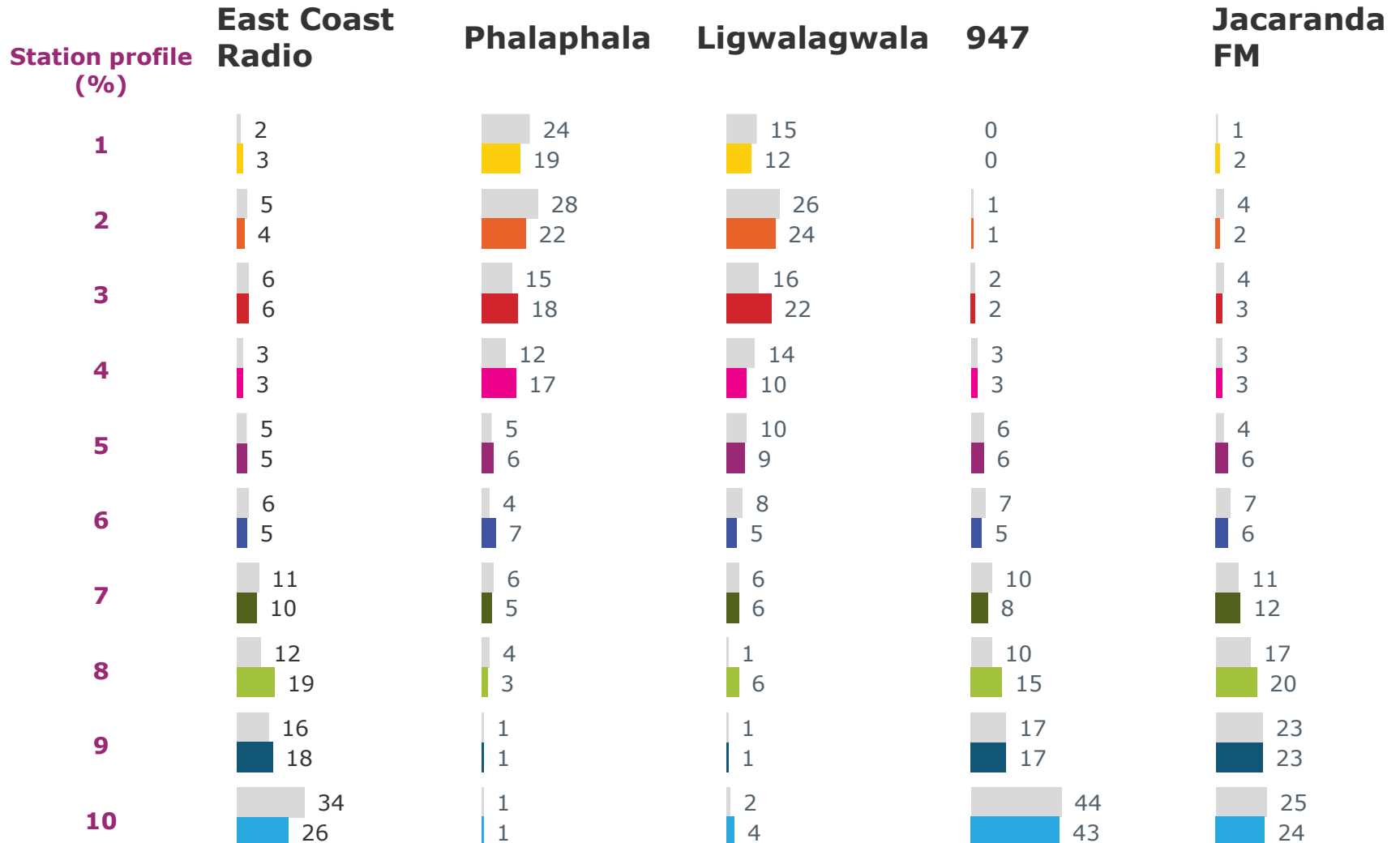
STATION PROFILE BY SEM

Commercial and PBS



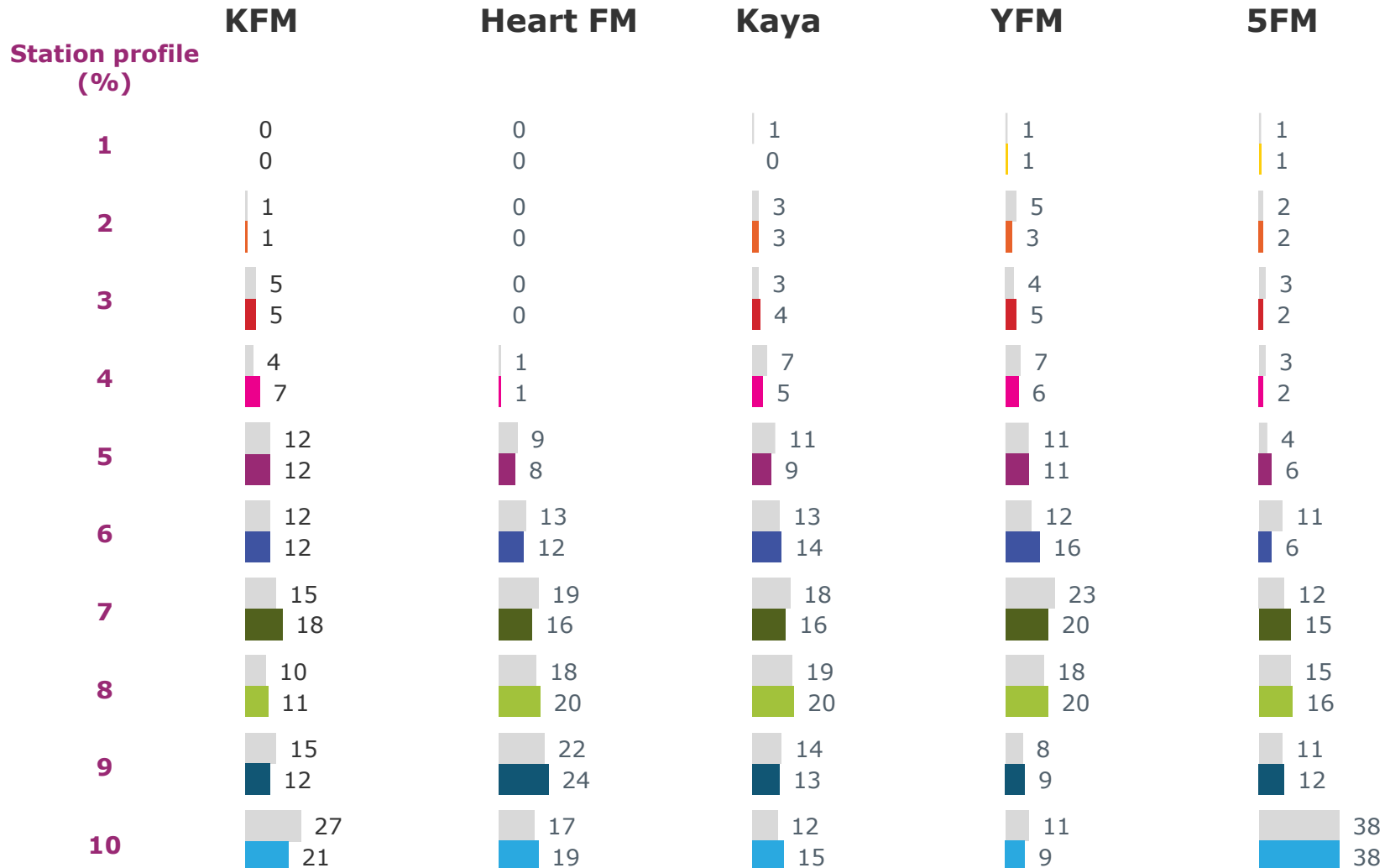
STATION PROFILE BY SEM

Commercial and PBS



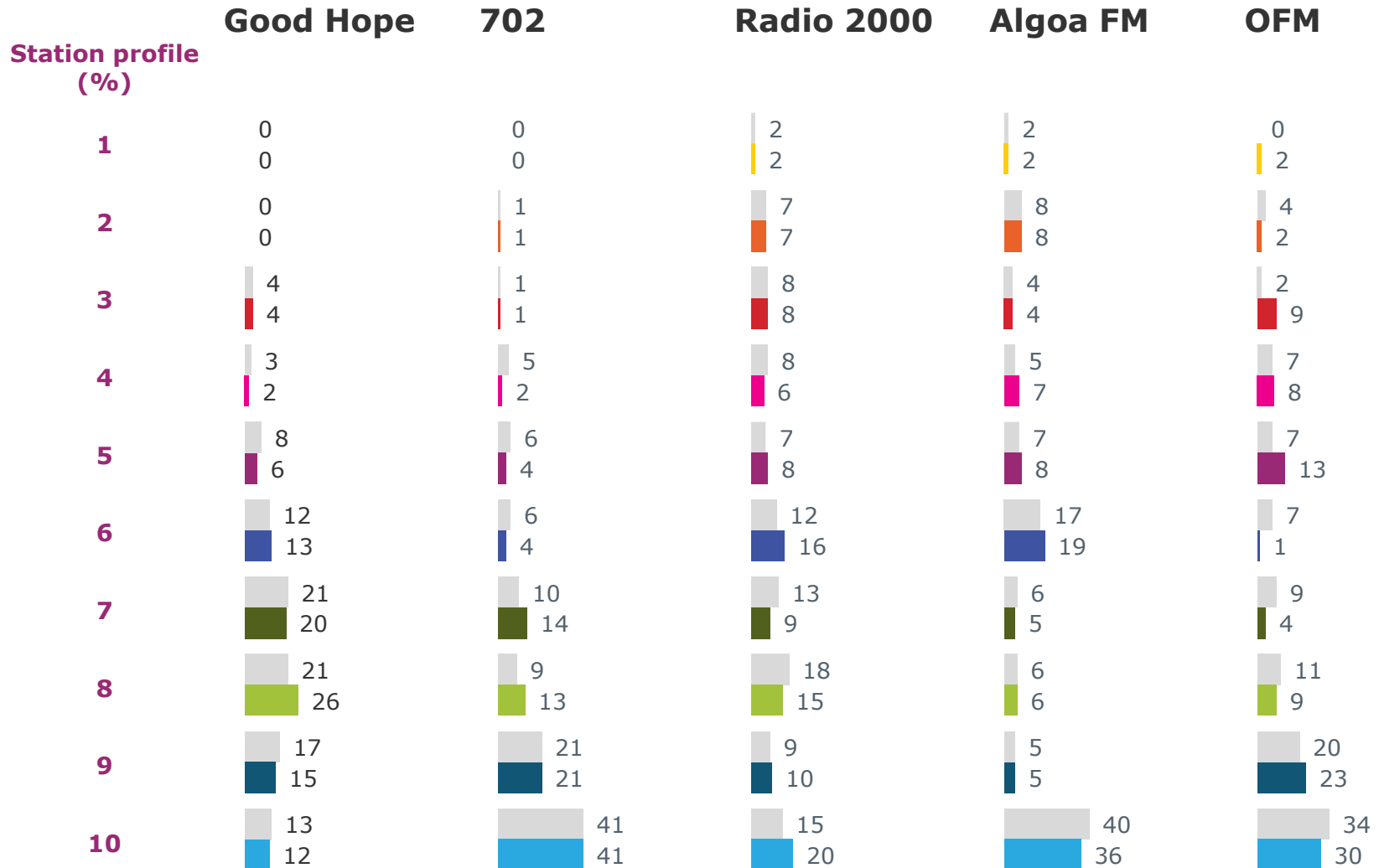
STATION PROFILE BY SEM

Commercial and PBS



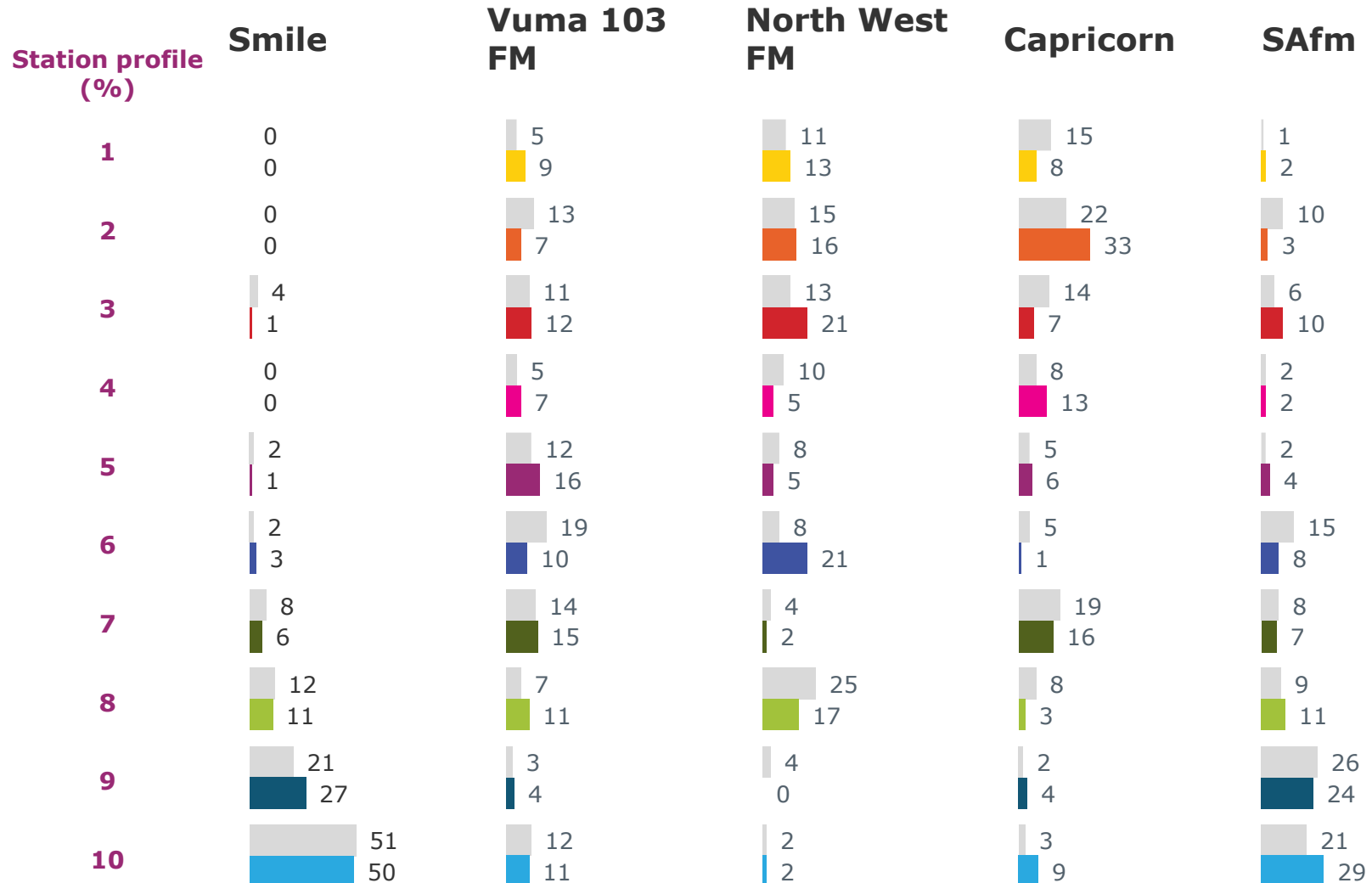
STATION PROFILE BY SEM

Commercial and PBS



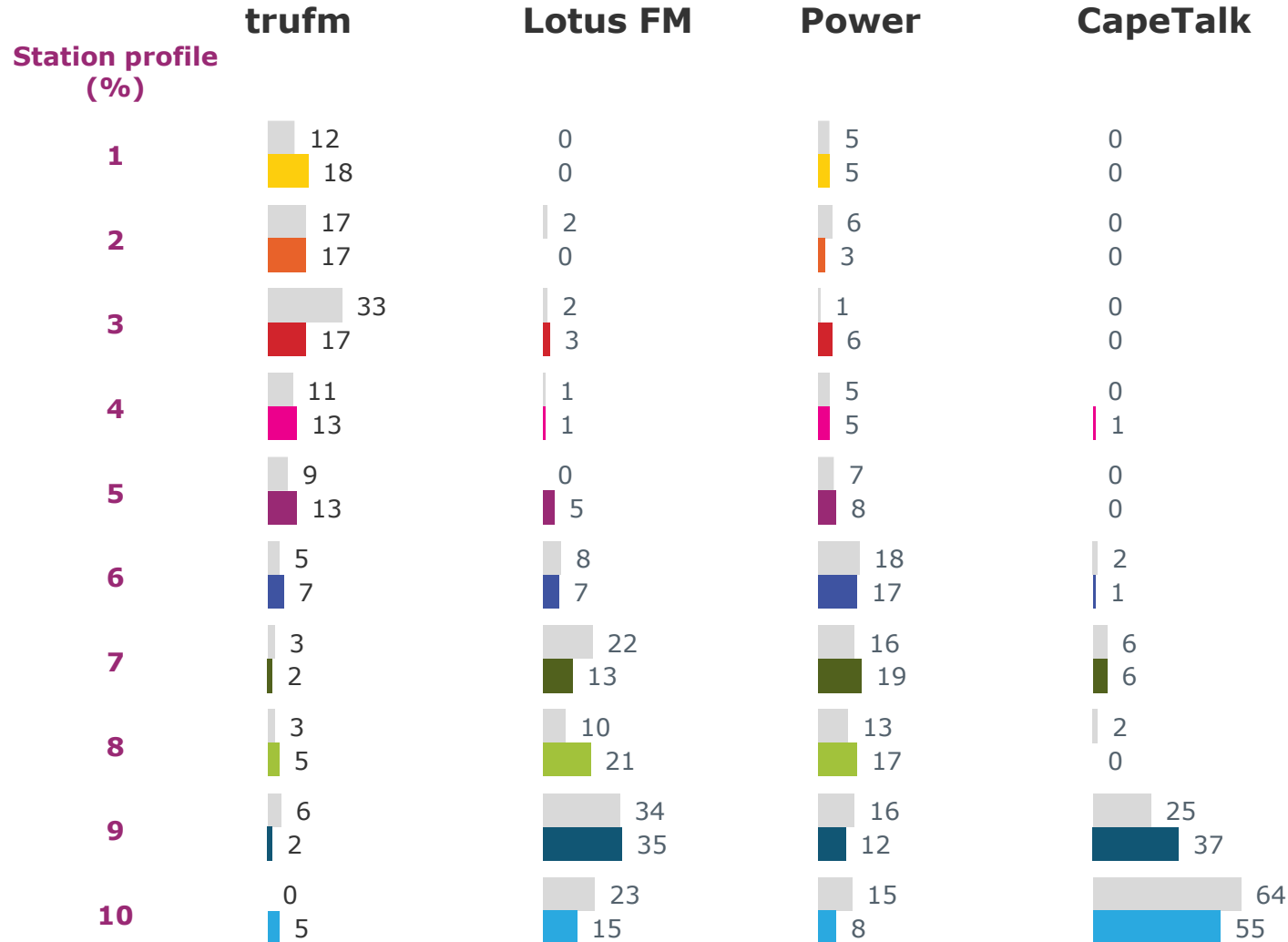
STATION PROFILE BY SEM

Commercial and PBS



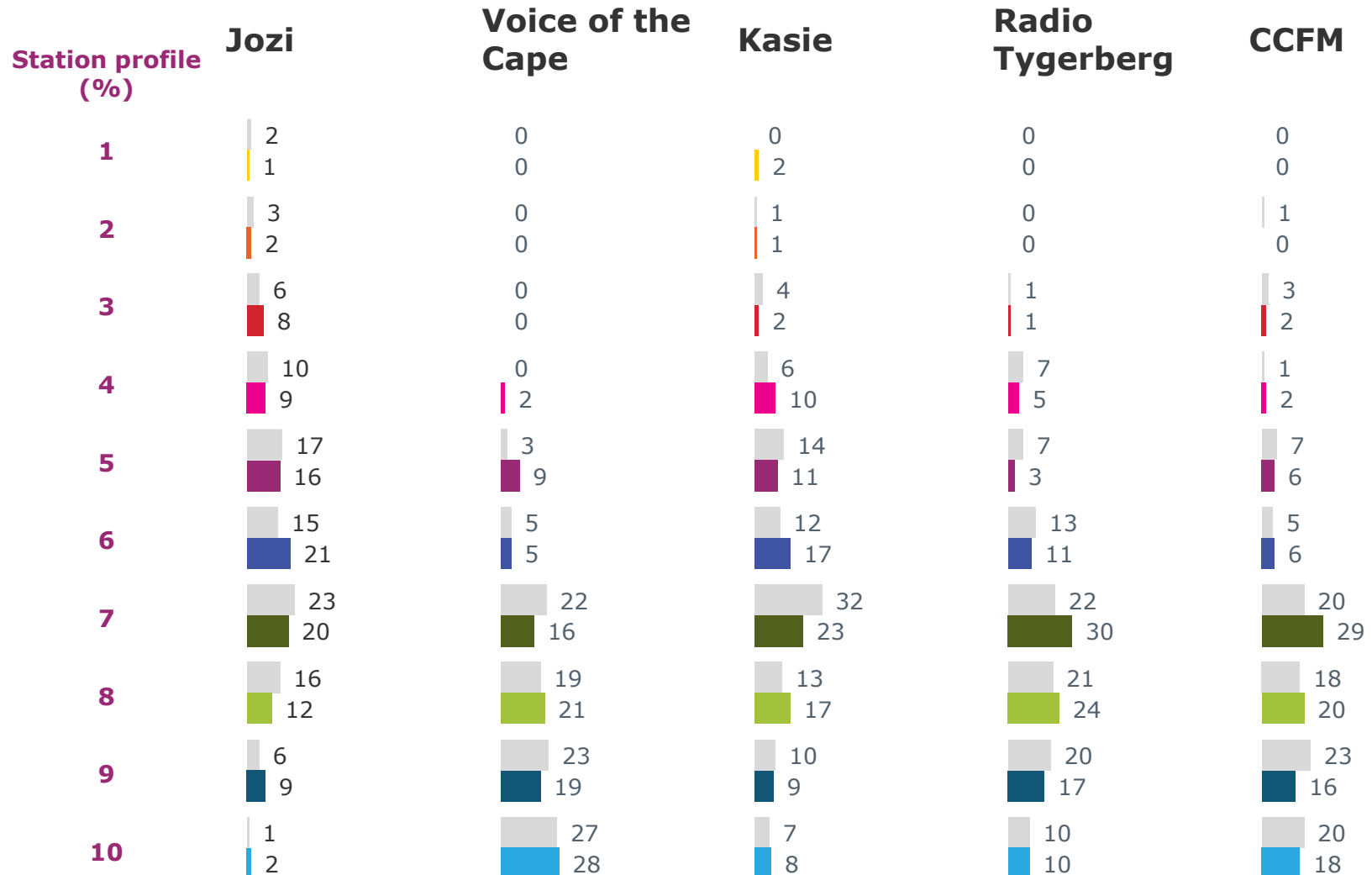
STATION PROFILE BY SEM

Commercial and PBS



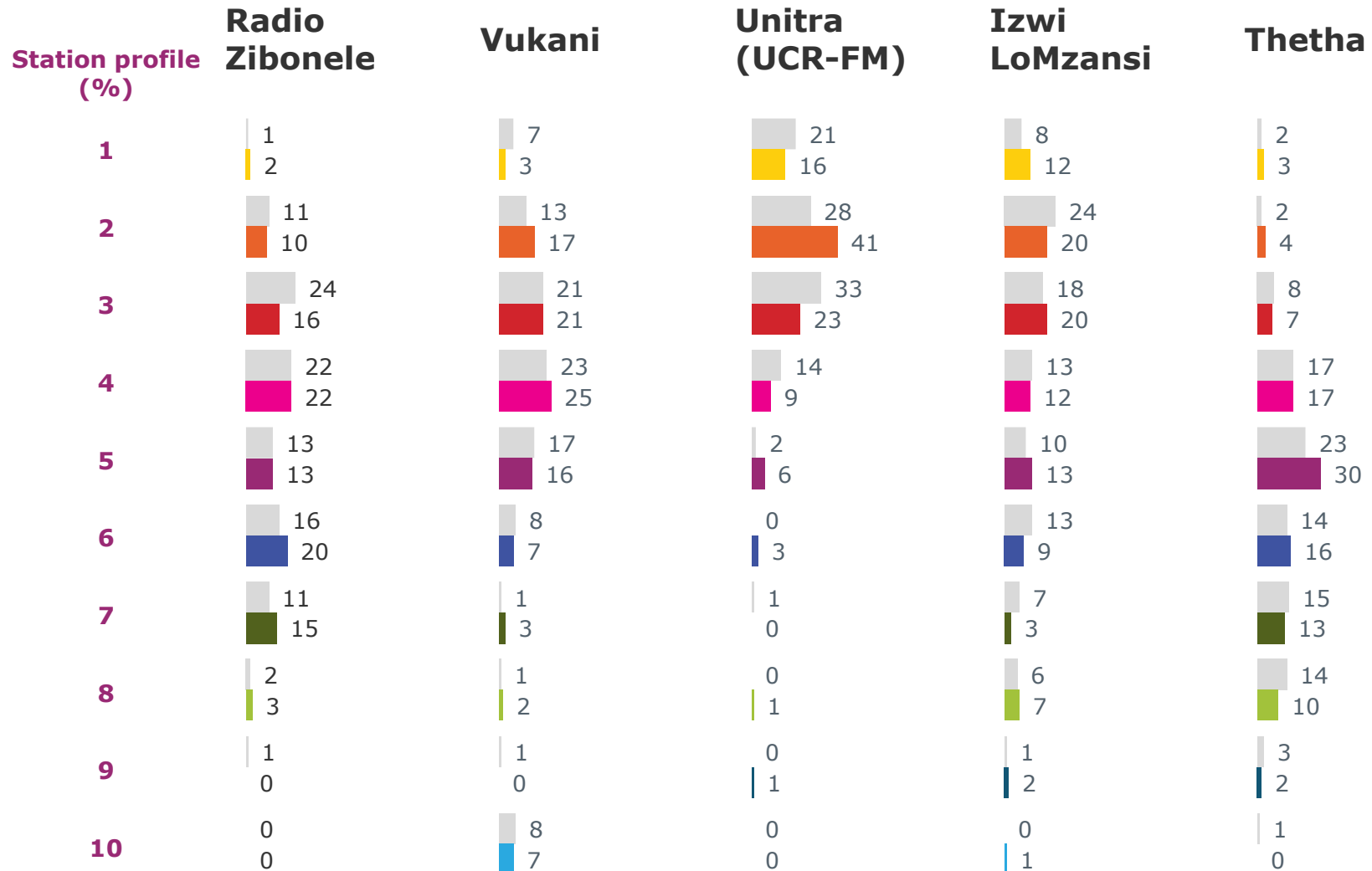
STATION PROFILE BY SEM

Community



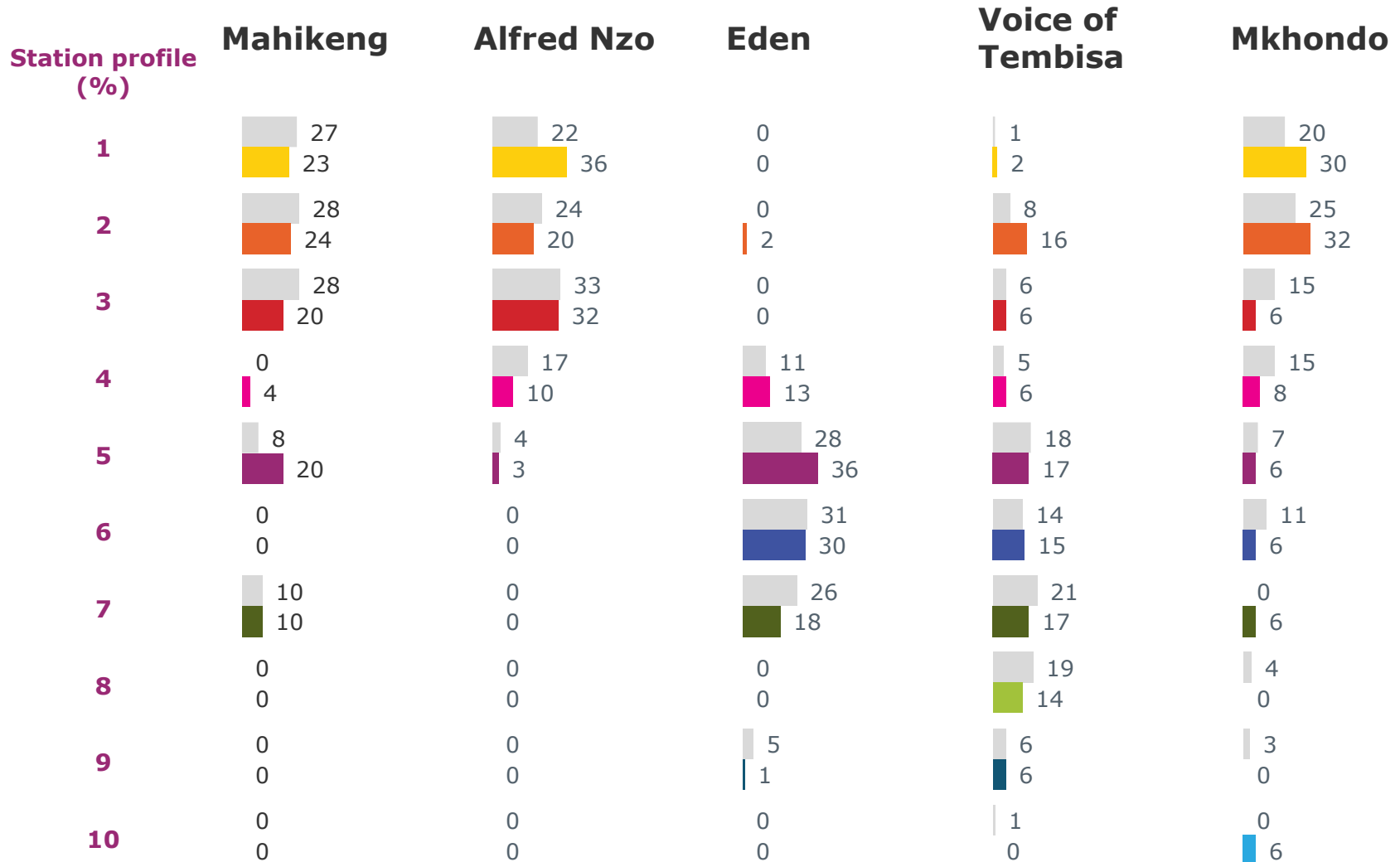
STATION PROFILE BY SEM

Community



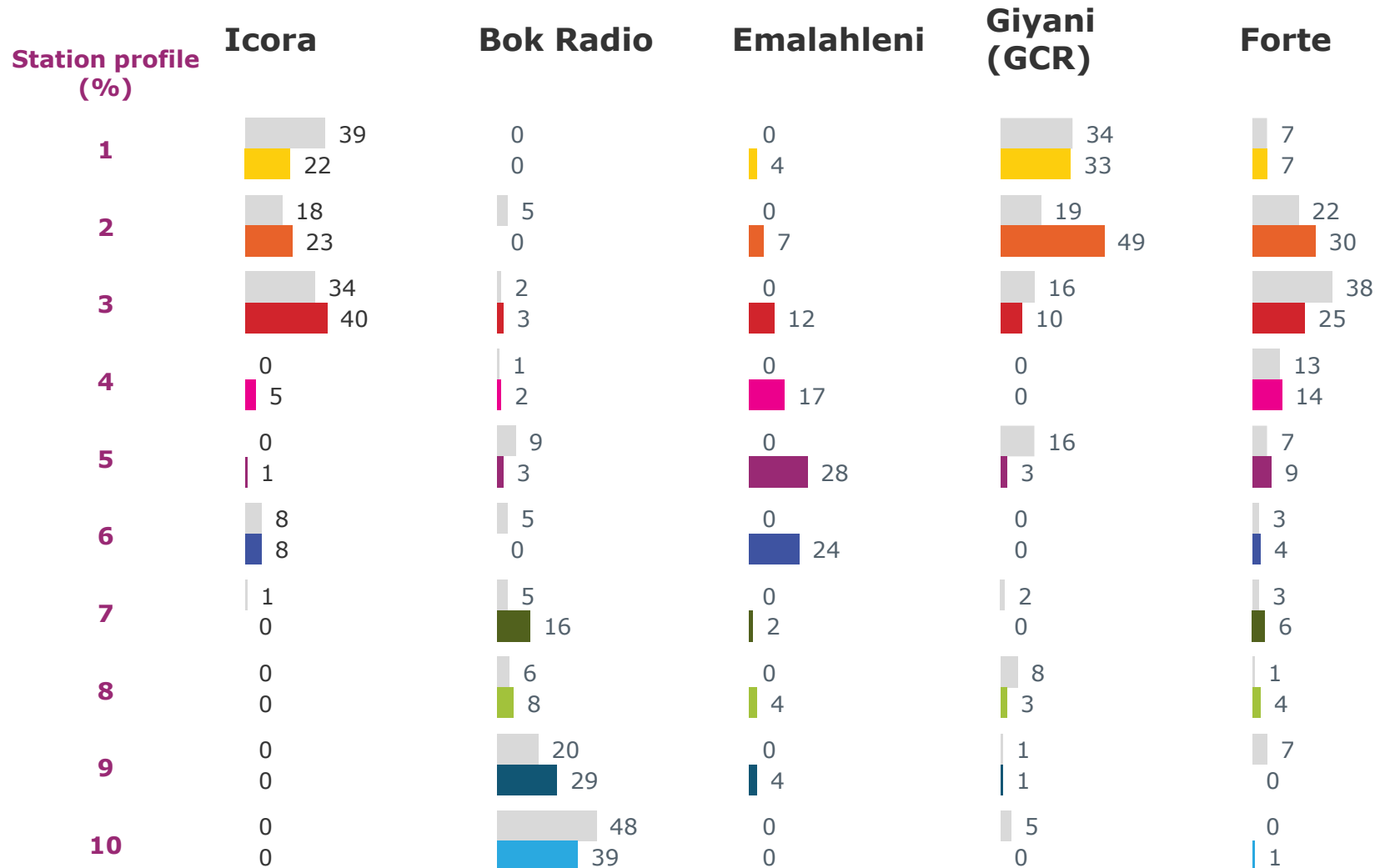
STATION PROFILE BY SEM

Community



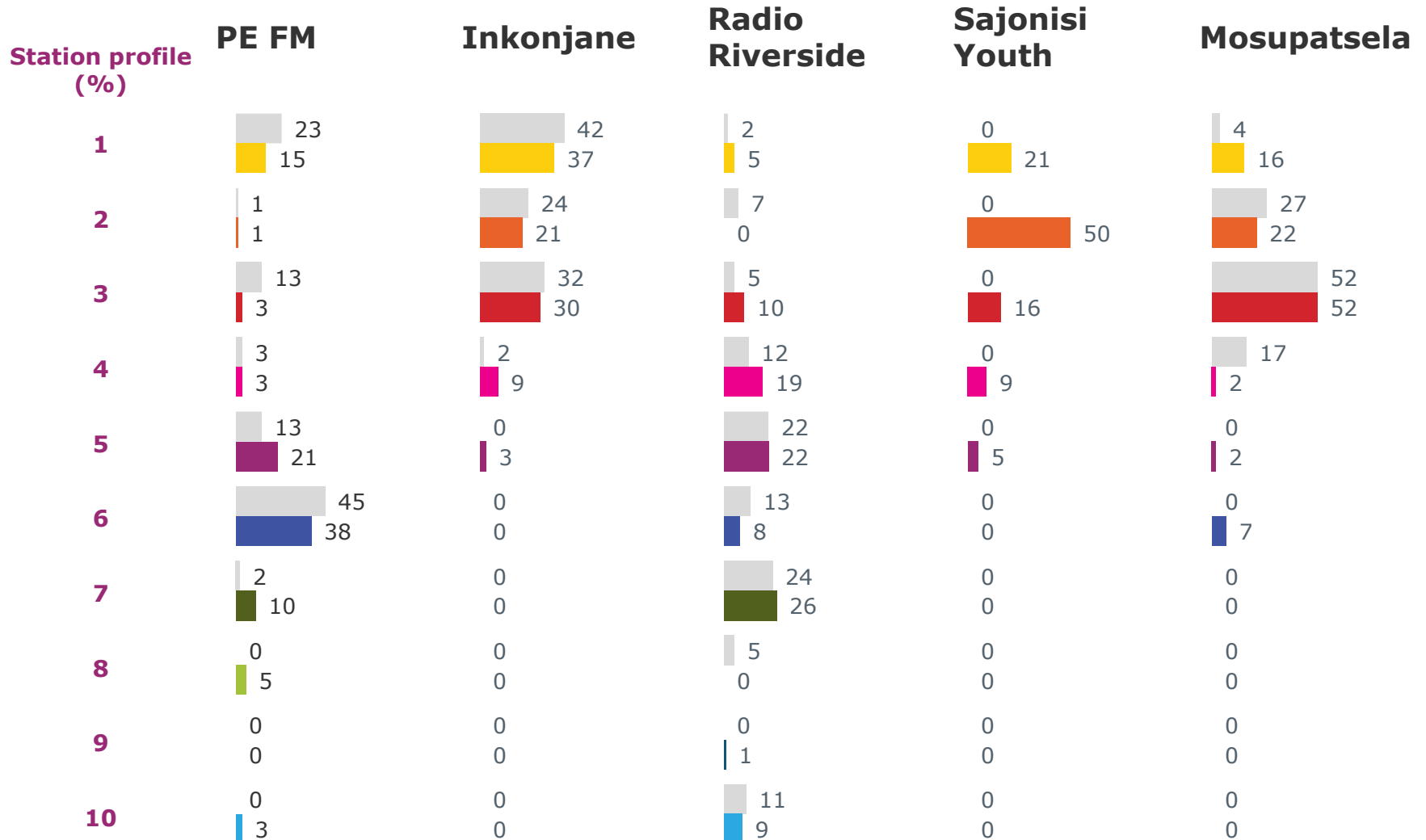
STATION PROFILE BY SEM

Community

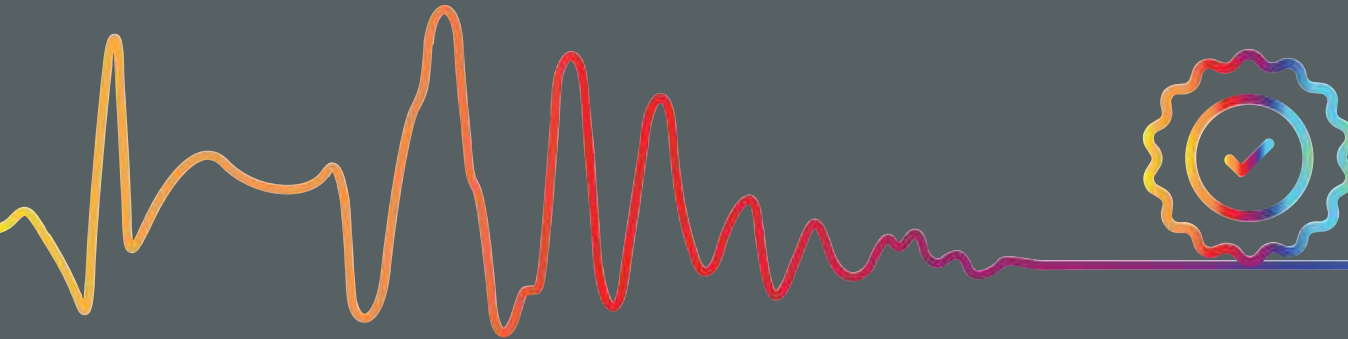


STATION PROFILE BY SEM

Community

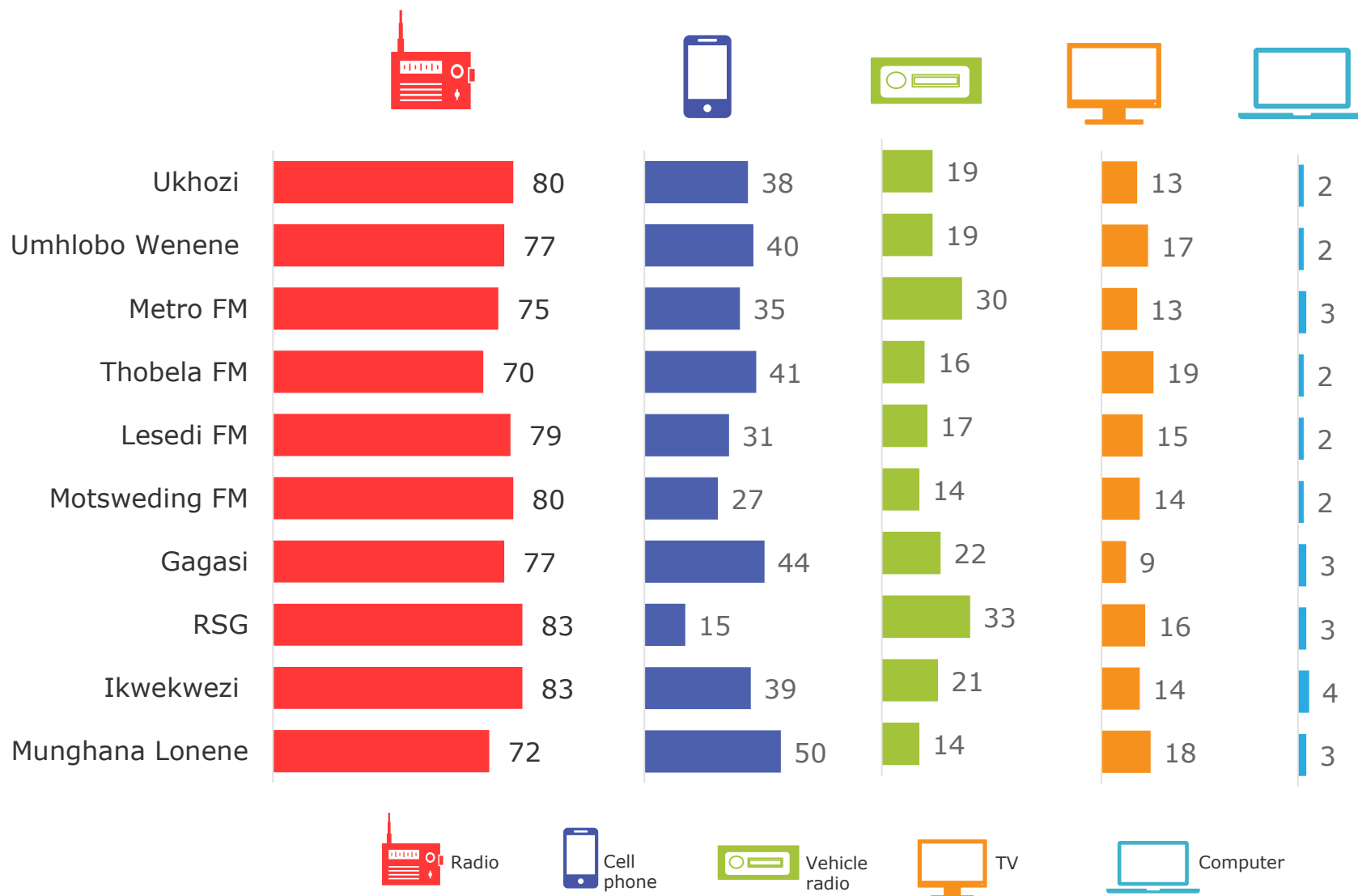


DEVICE & LOCATION



Station listening by **DEVICE**

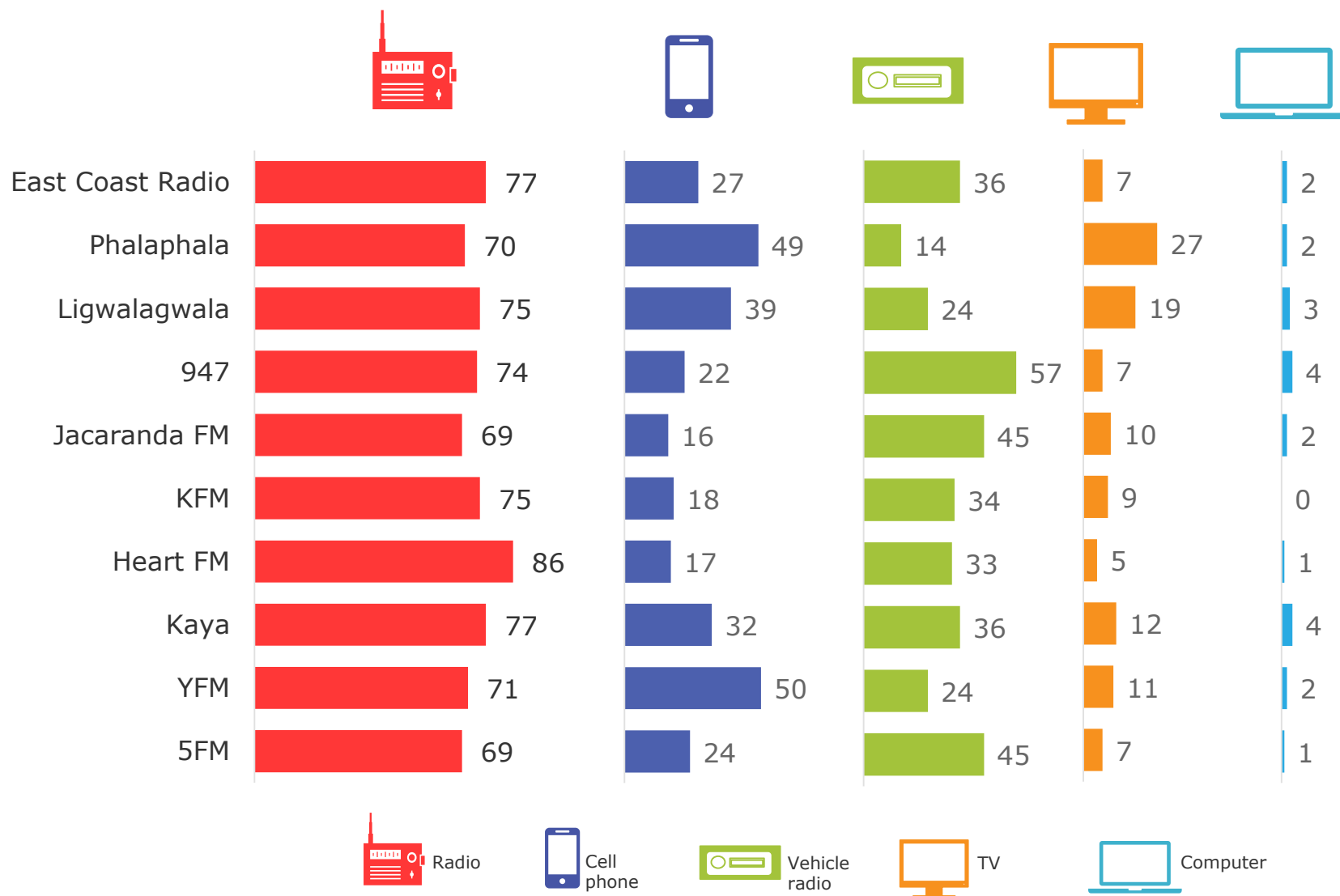
Commercial and PBS



Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

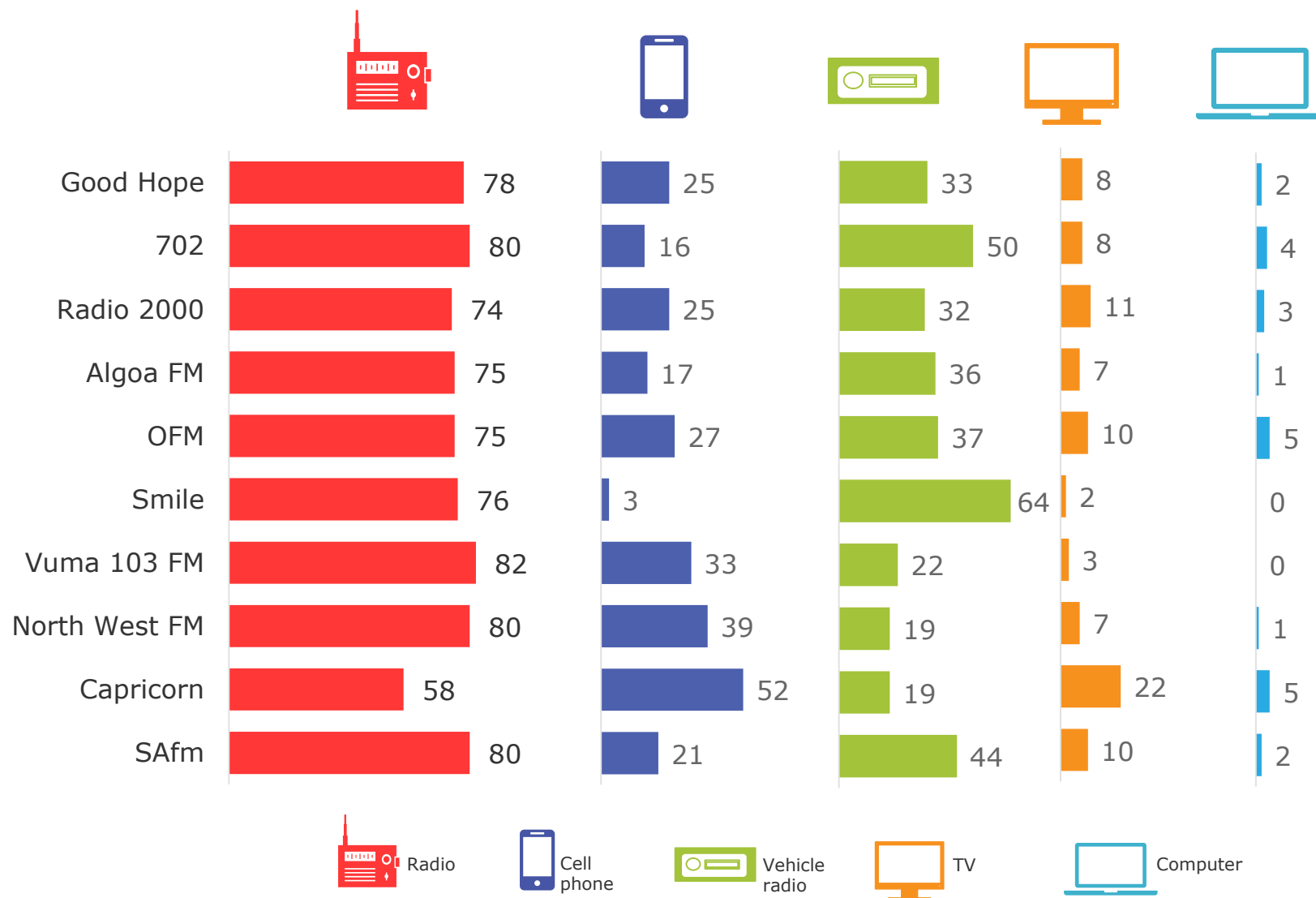
Commercial and PBS



Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

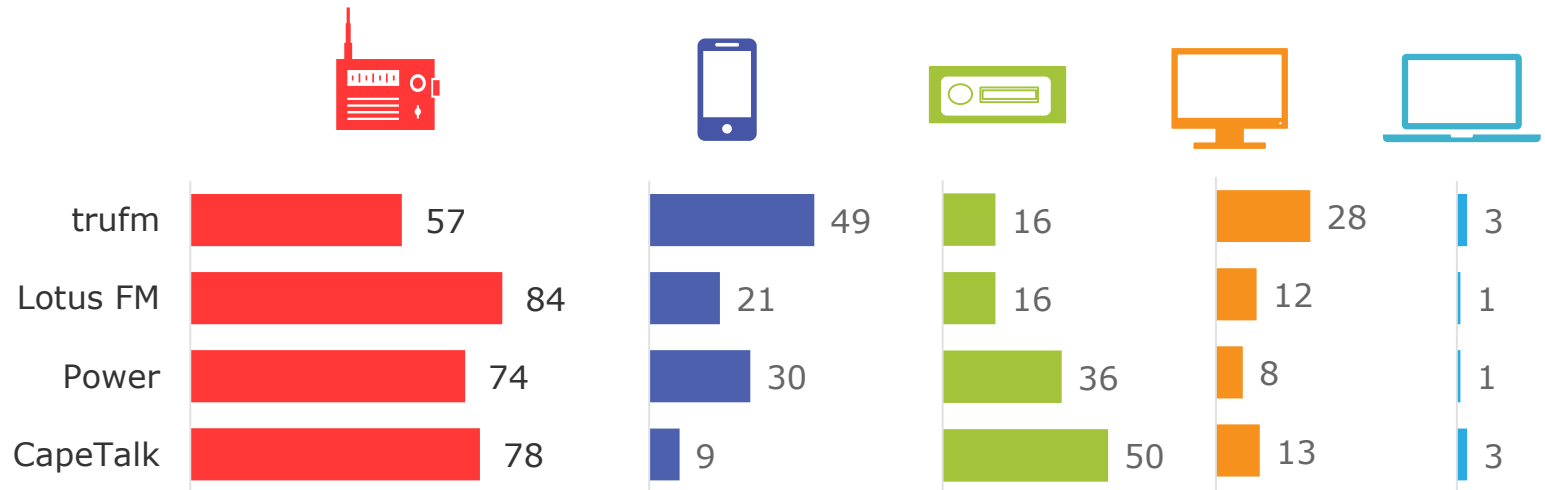
Commercial and PBS



Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Commercial and PBS



Radio



Cell
phone



Vehicle
radio



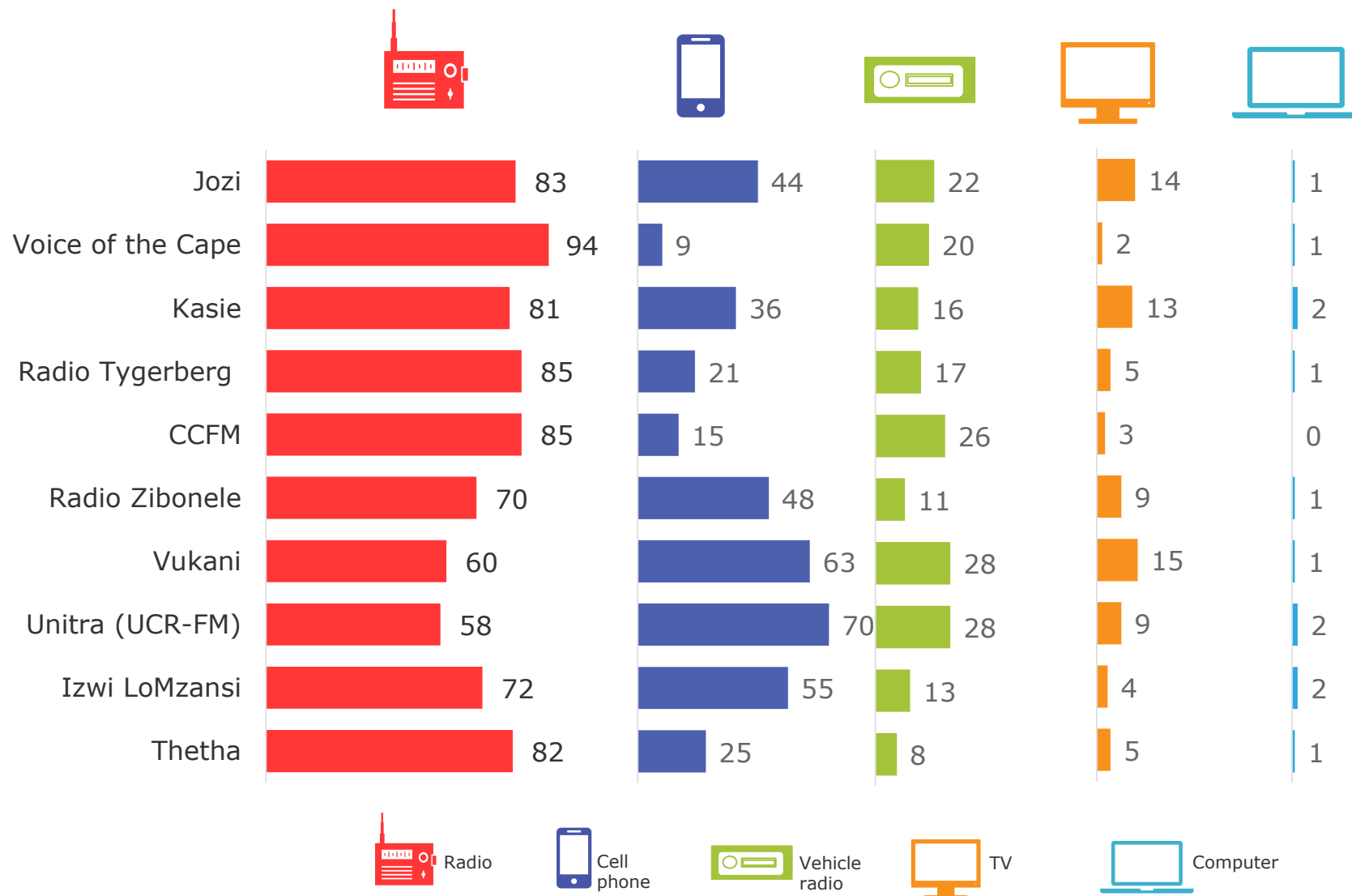
TV



Computer

Station listening by **DEVICE**

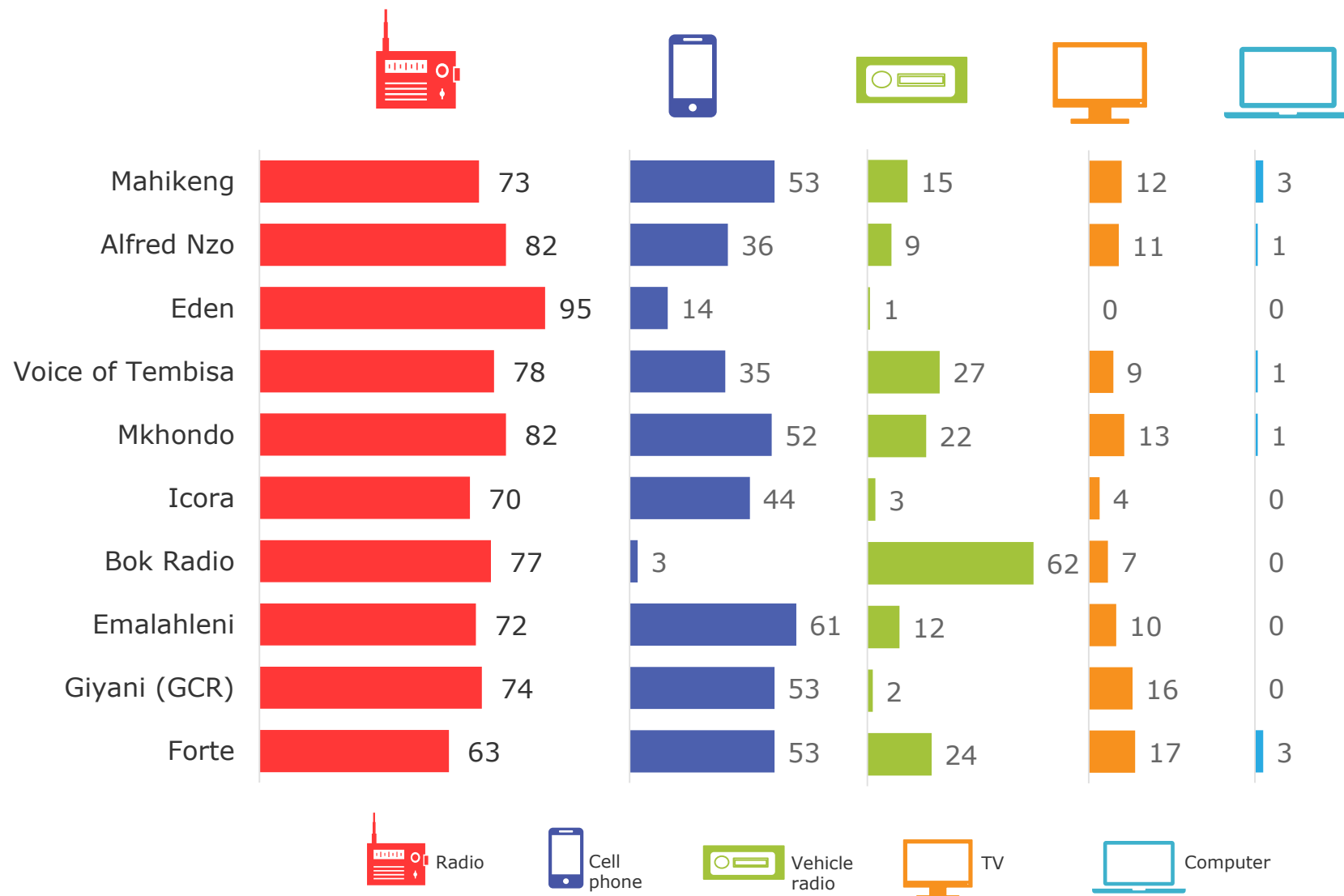
Community



Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

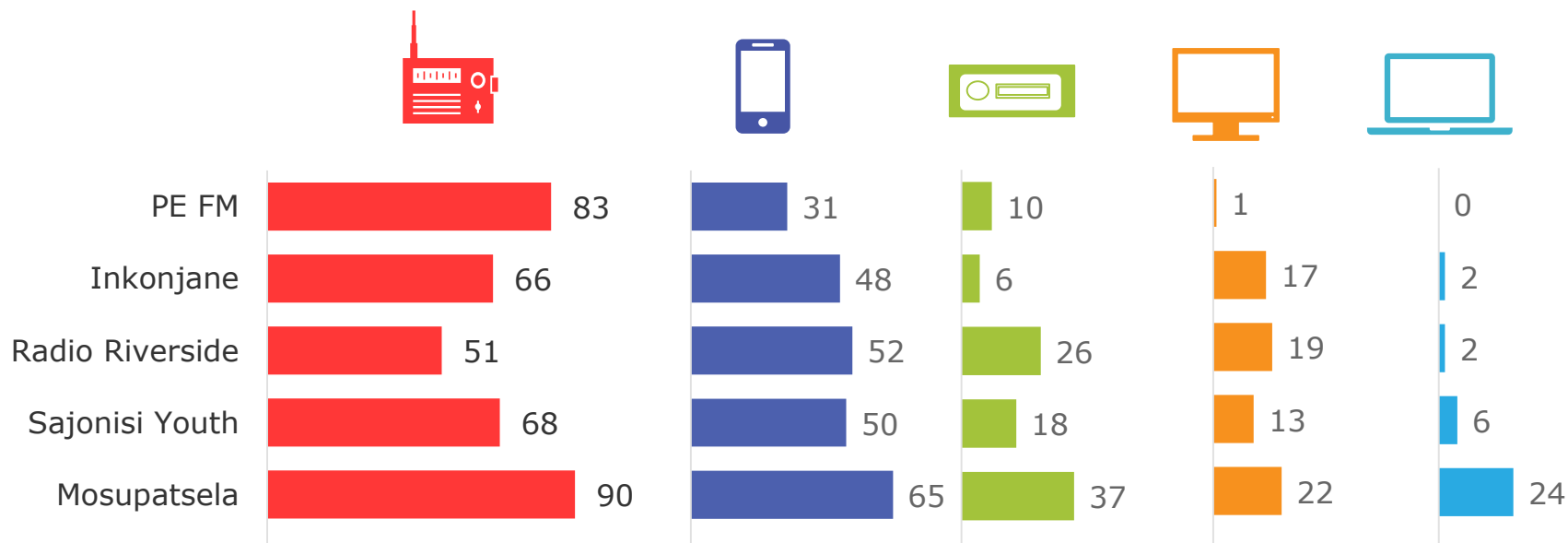
Community



Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Community



Radio



Cell phone



Vehicle radio



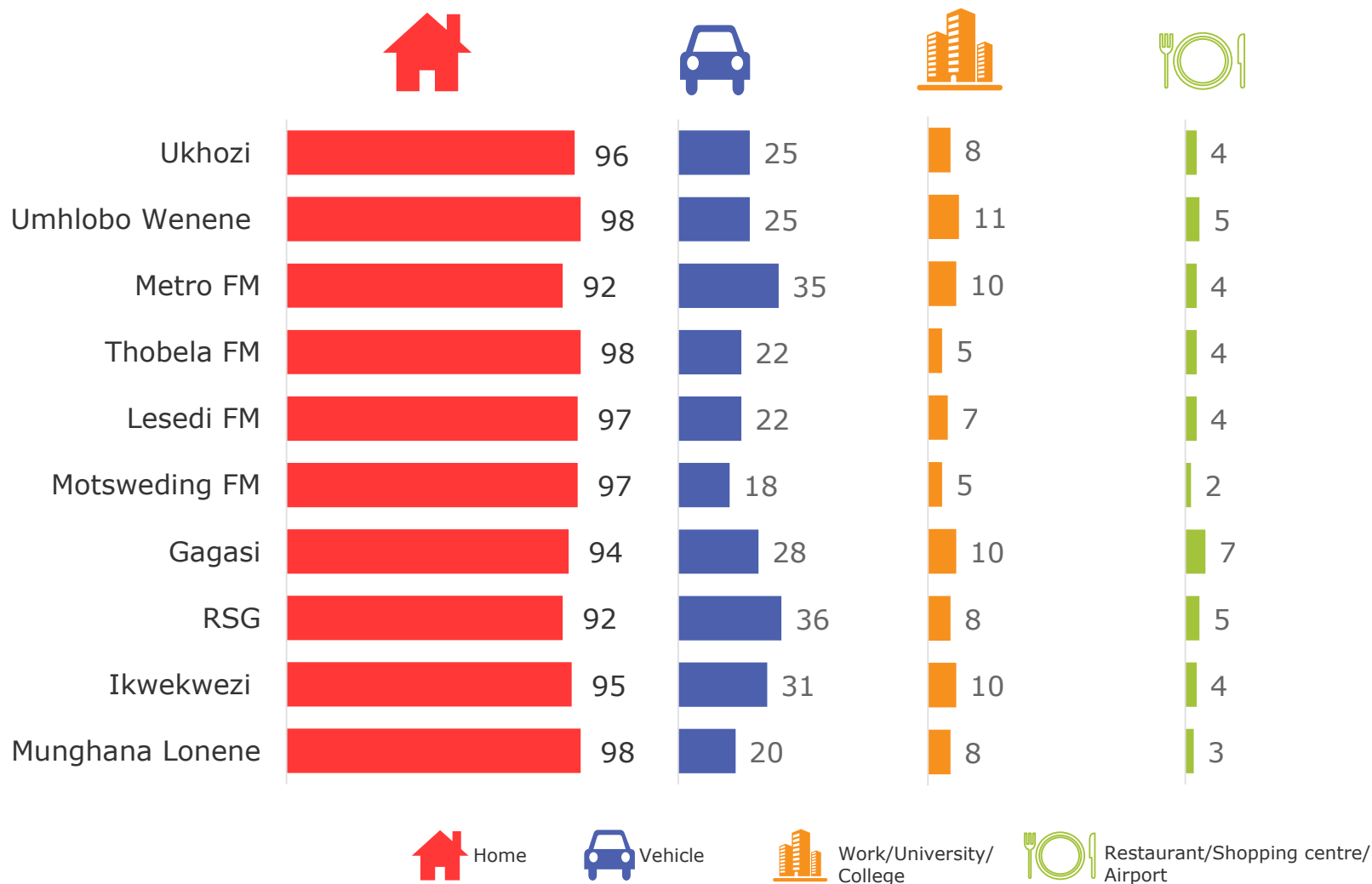
TV



Computer

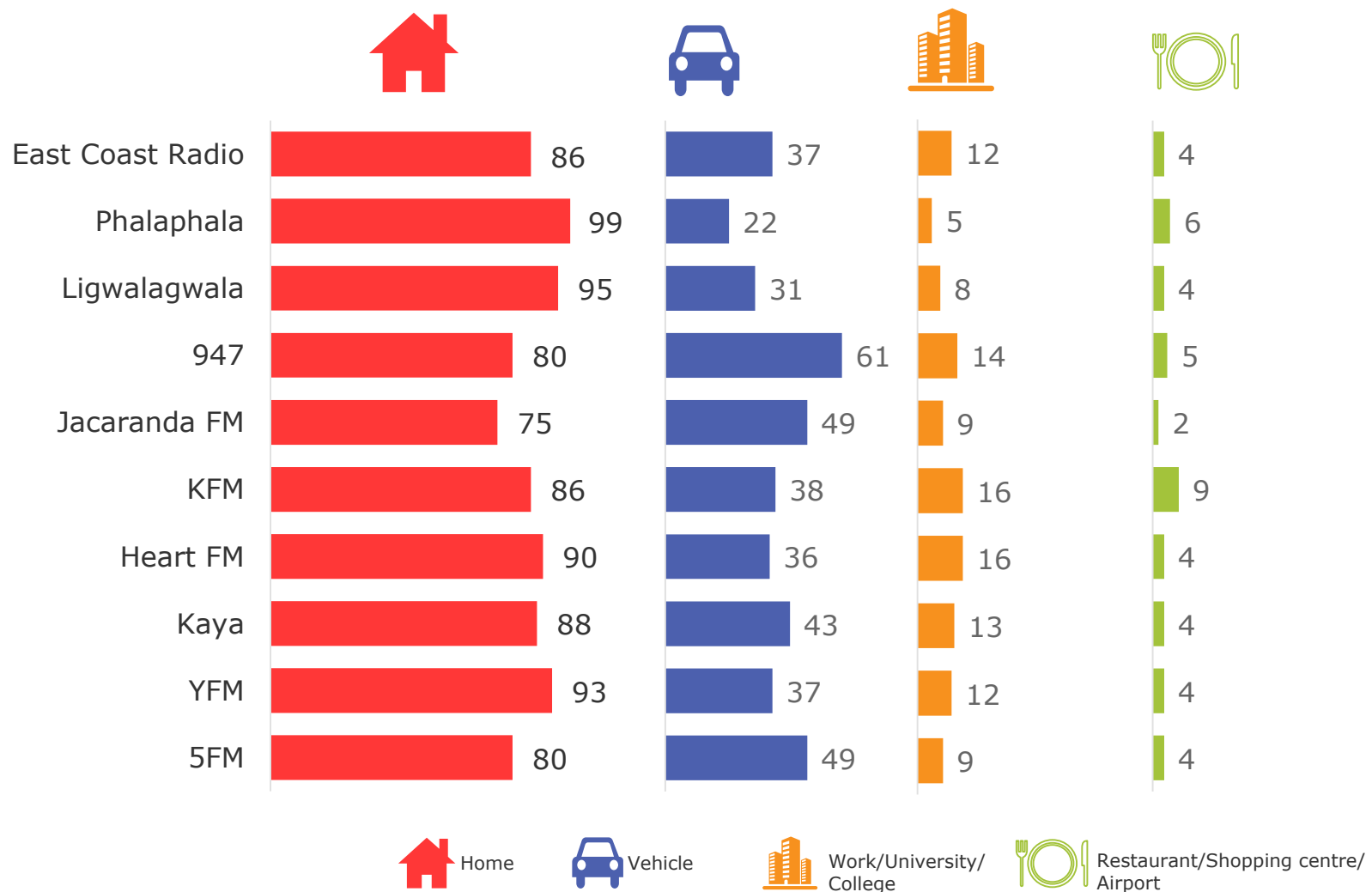
Station listening by LOCATION

Commercial and PBS



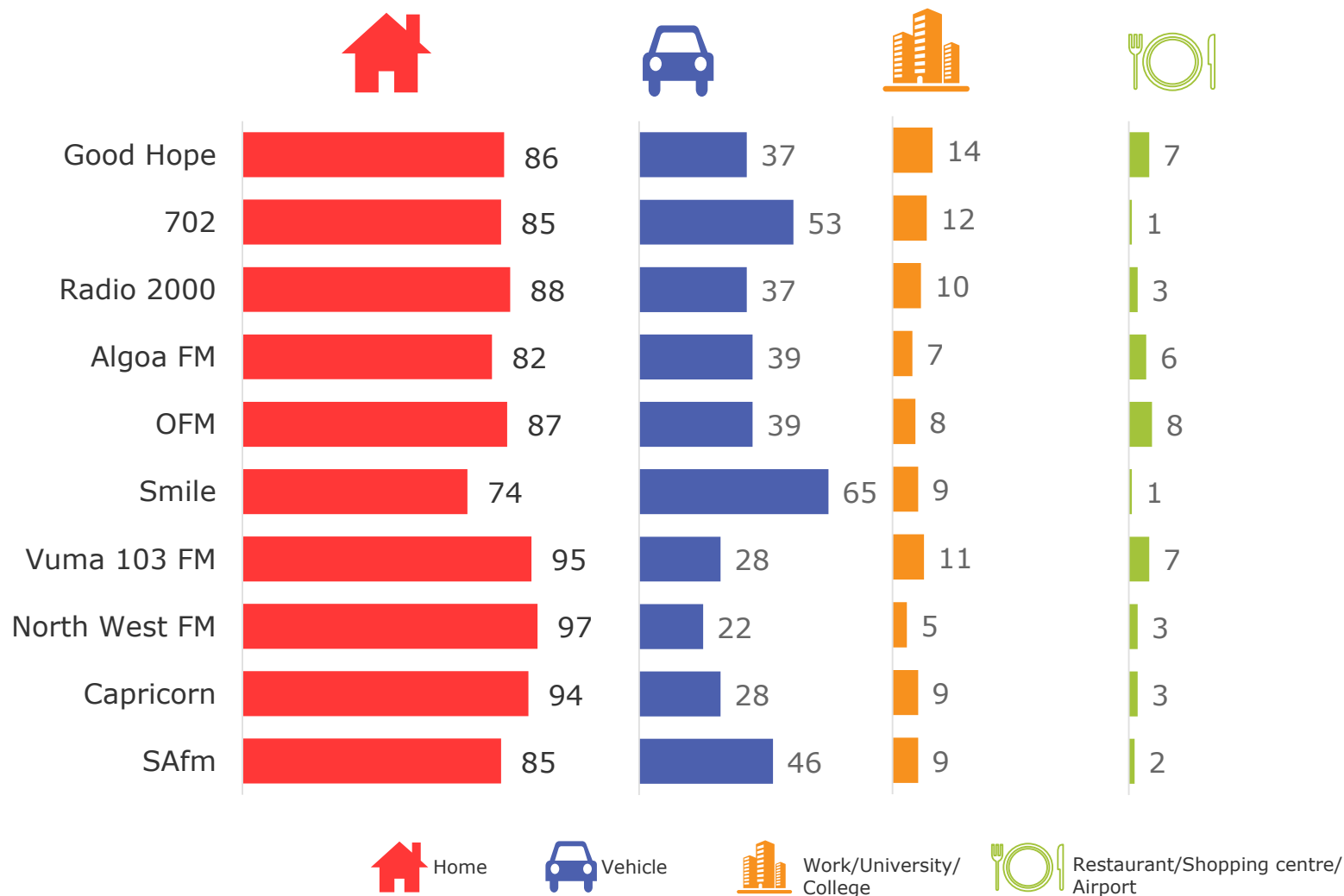
Station listening by LOCATION

Commercial and PBS



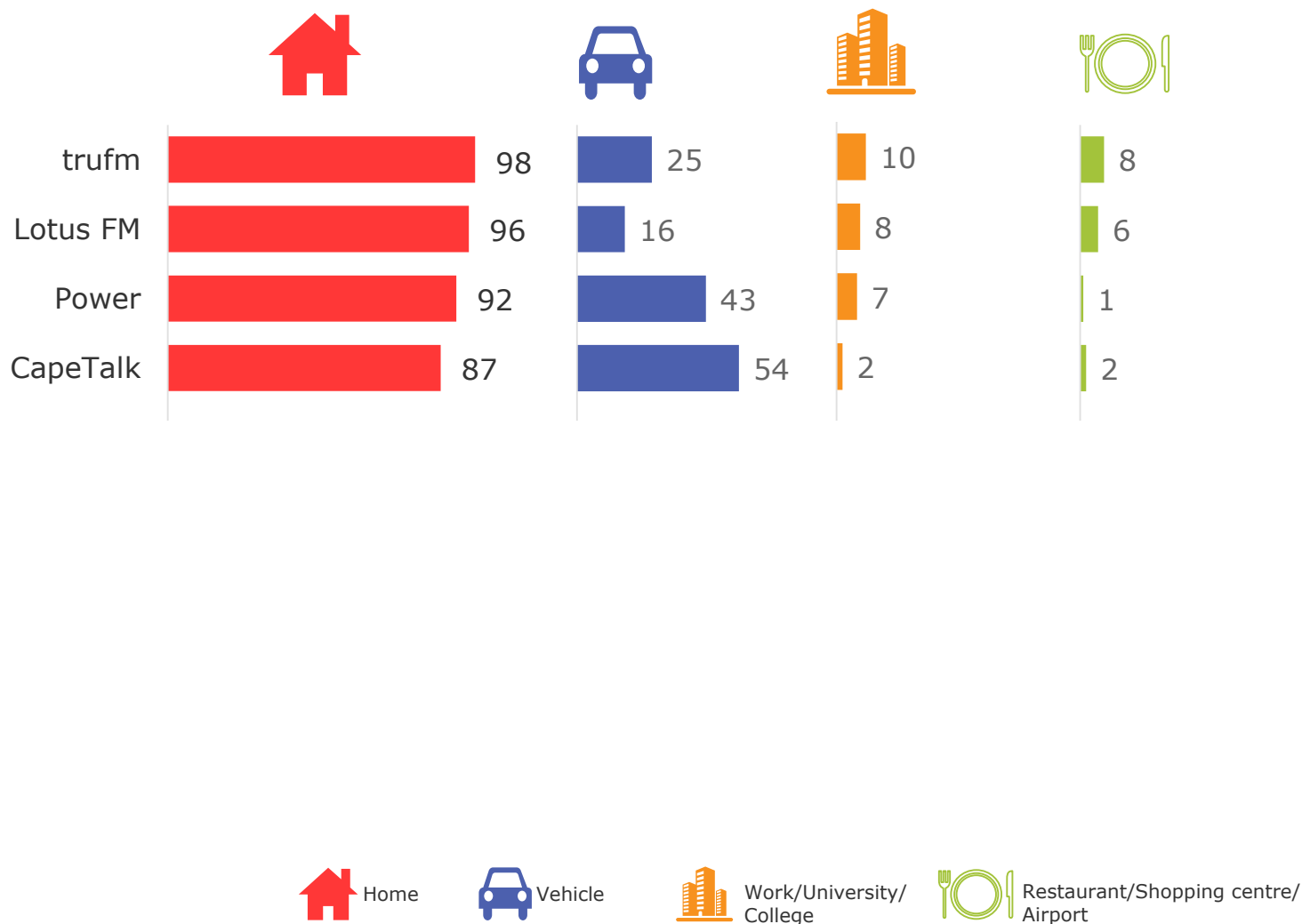
Station listening by LOCATION

Commercial and PBS



Station listening by LOCATION

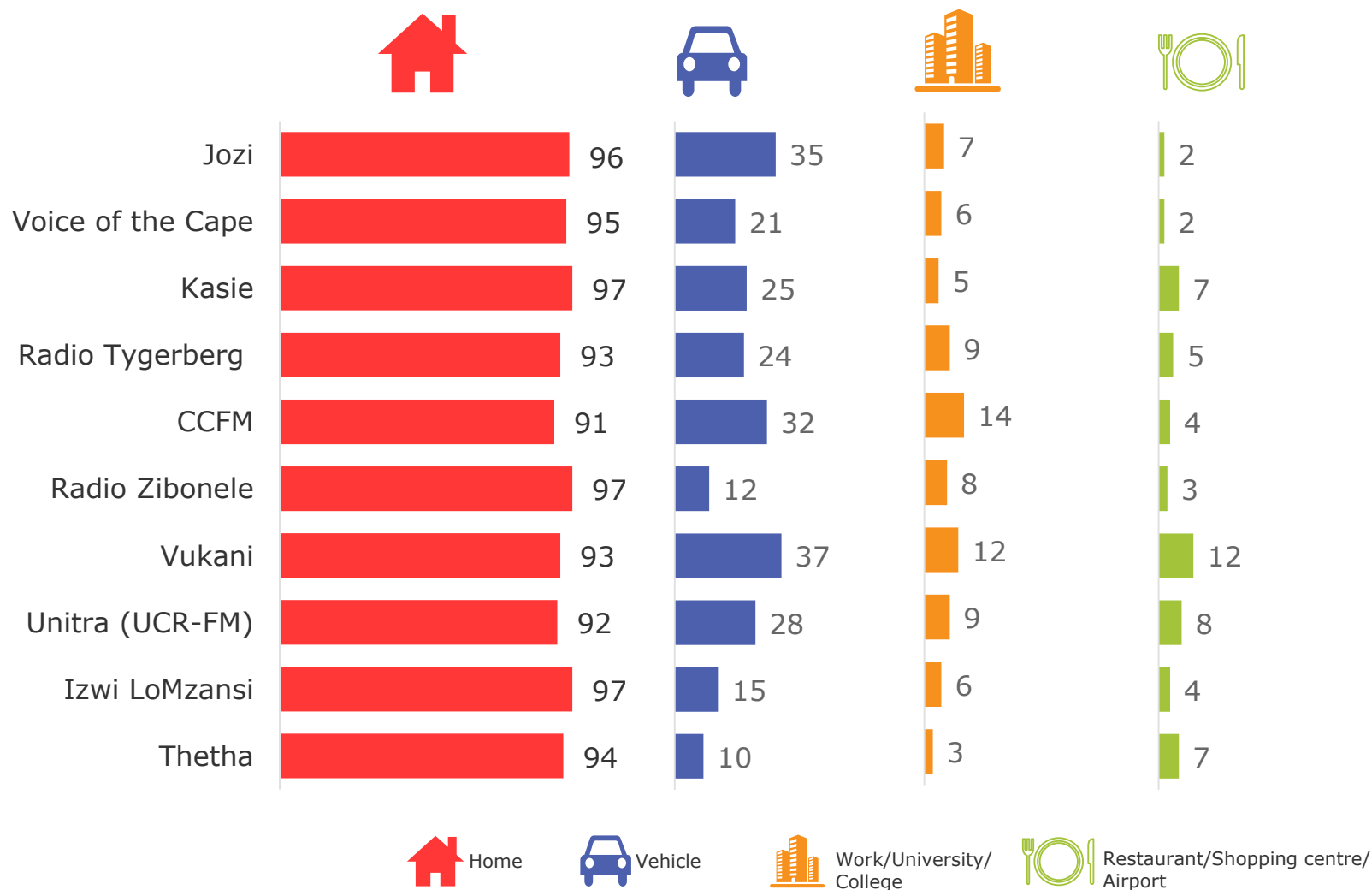
Commercial and PBS



Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857)
Stations ranked on avg. daily audience (Mon-Sun)

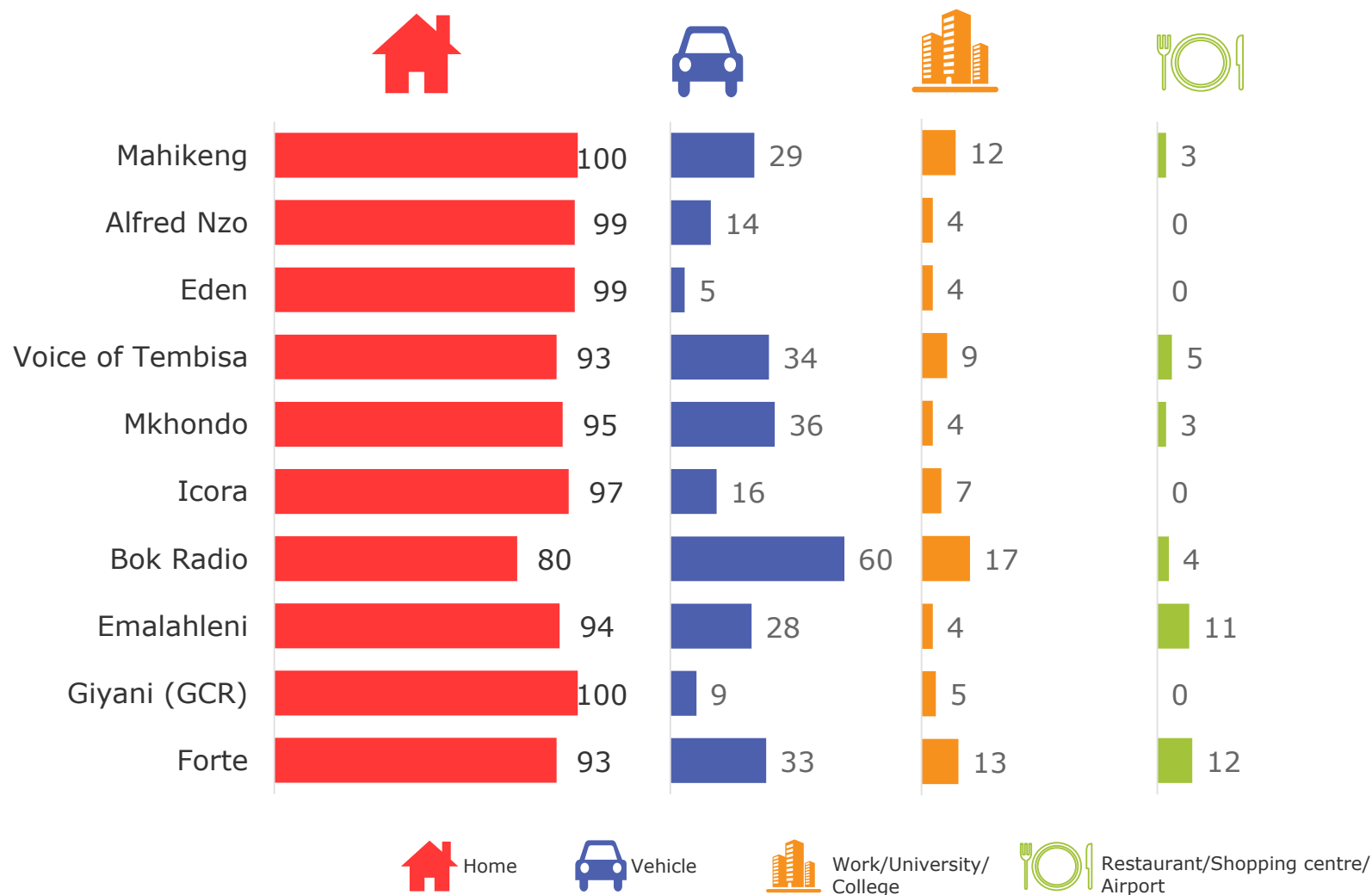
Station listening by LOCATION

Community



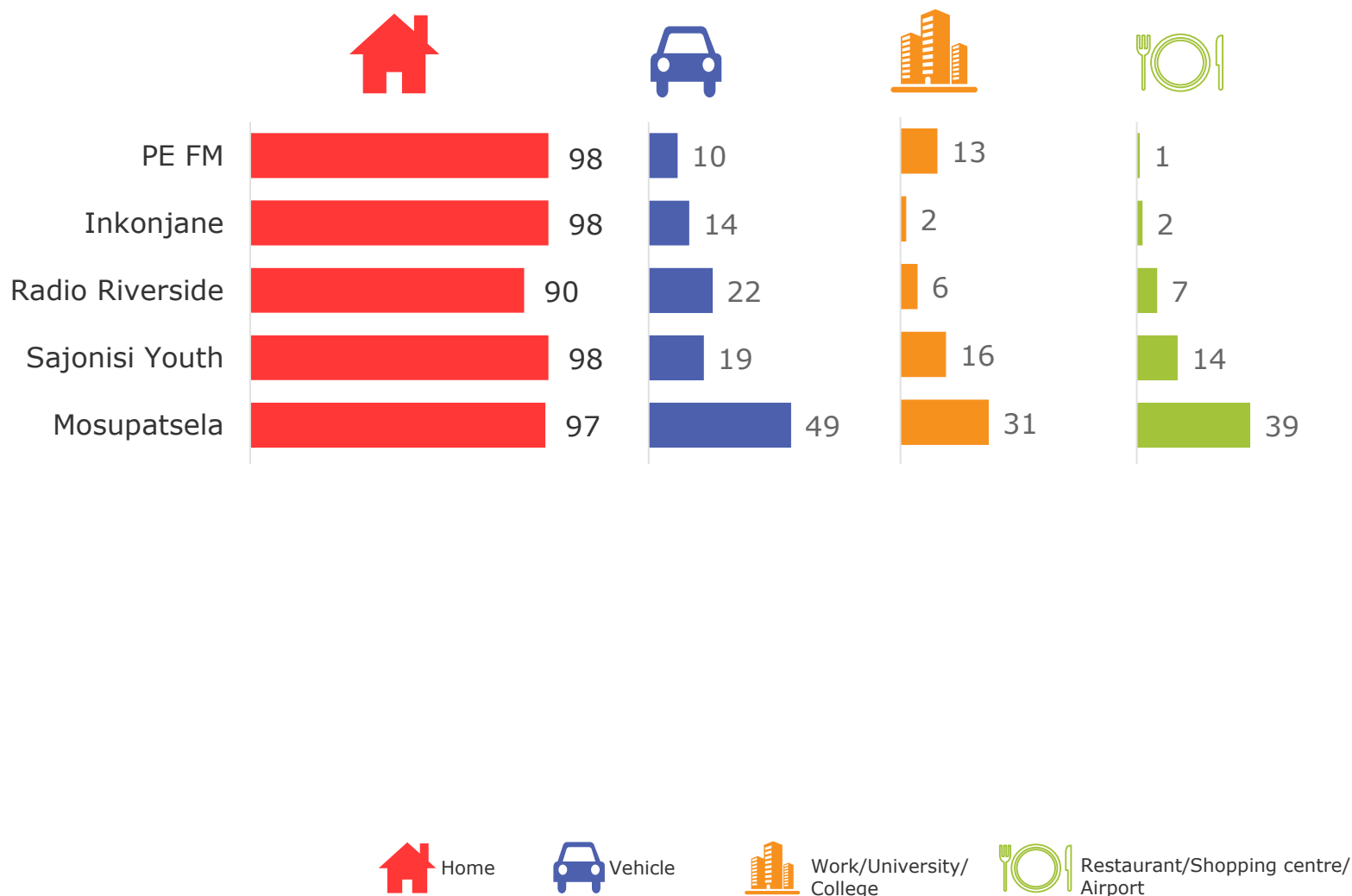
Station listening by LOCATION

Community

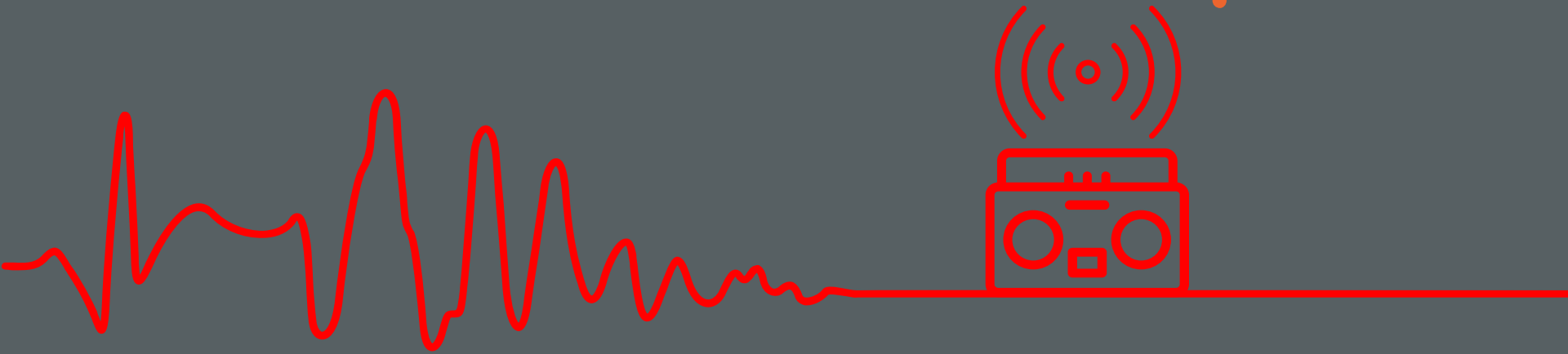


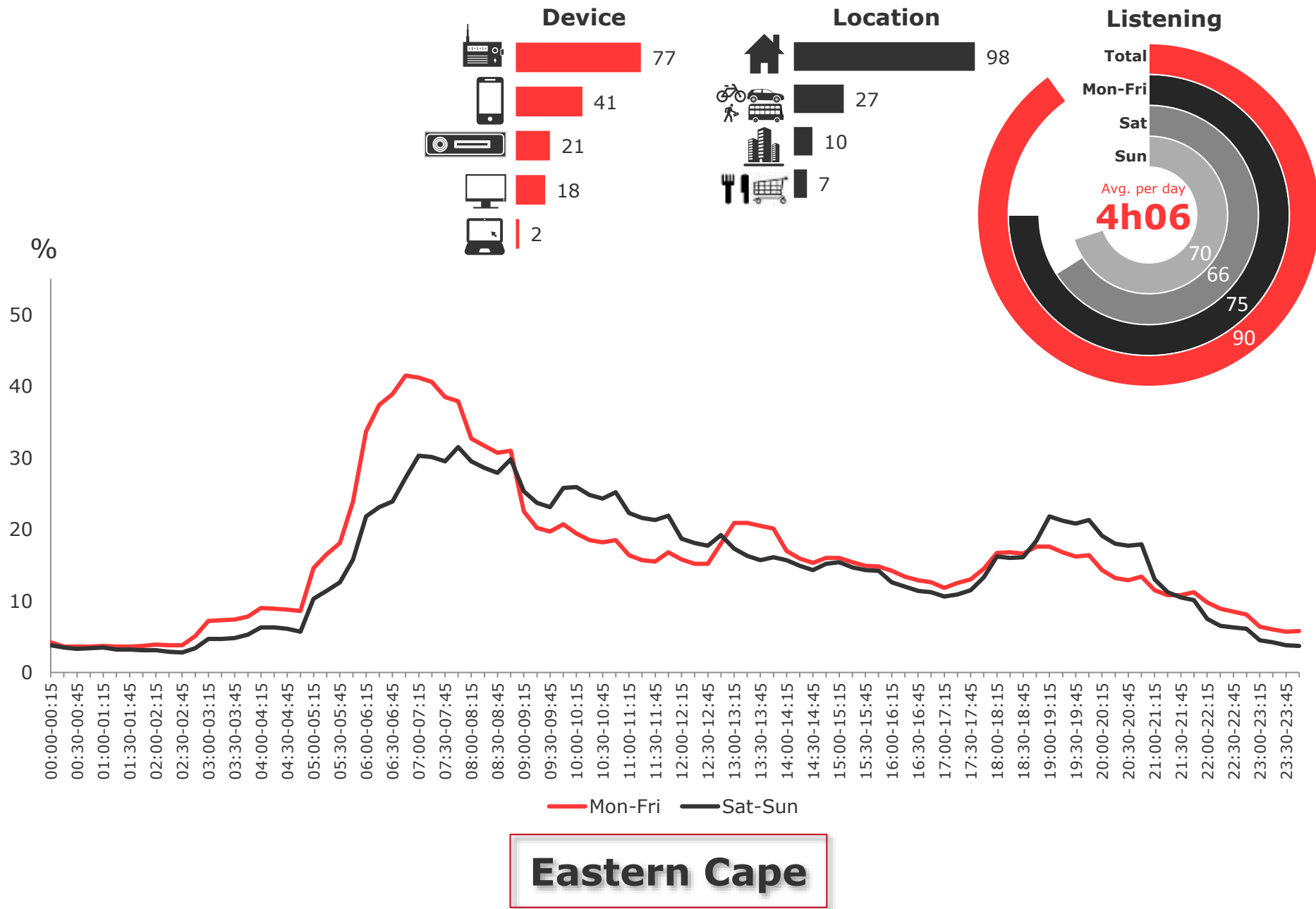
Station listening by LOCATION

Community



THE PROVINCES



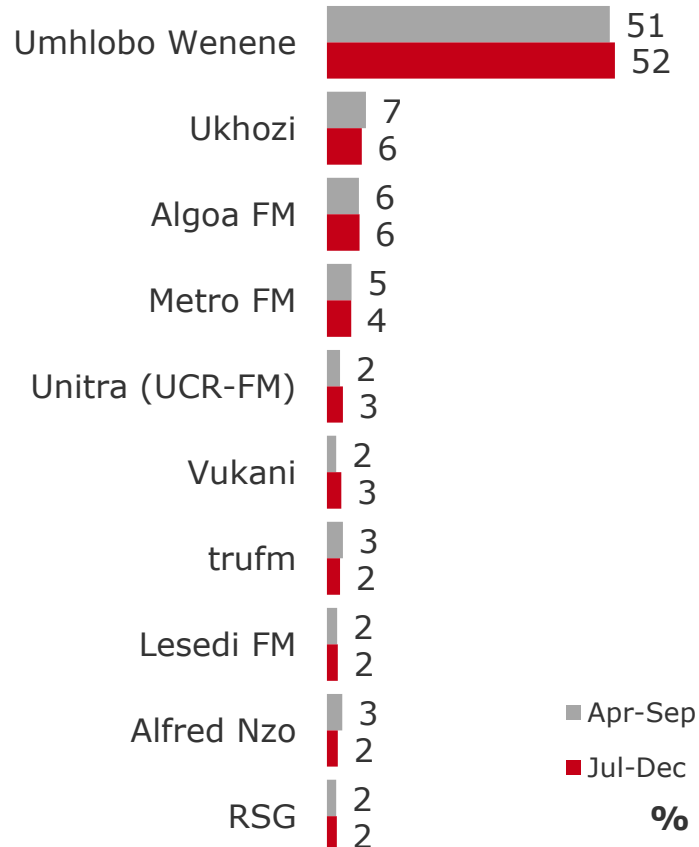


EASTERN CAPE - SHARE

Share of Audience



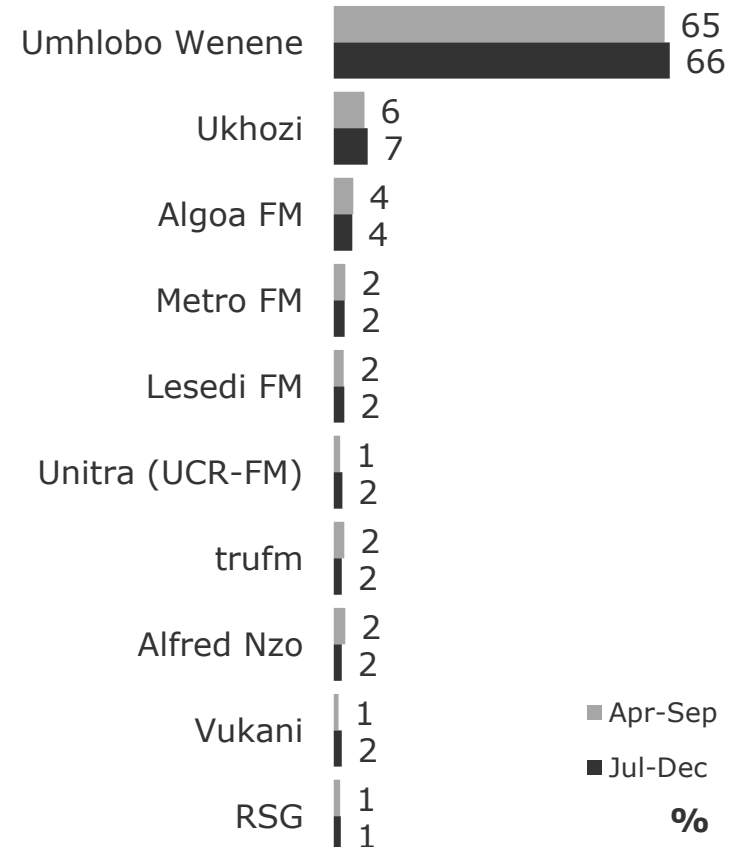
(% of 4.3m listeners who listen in a week)

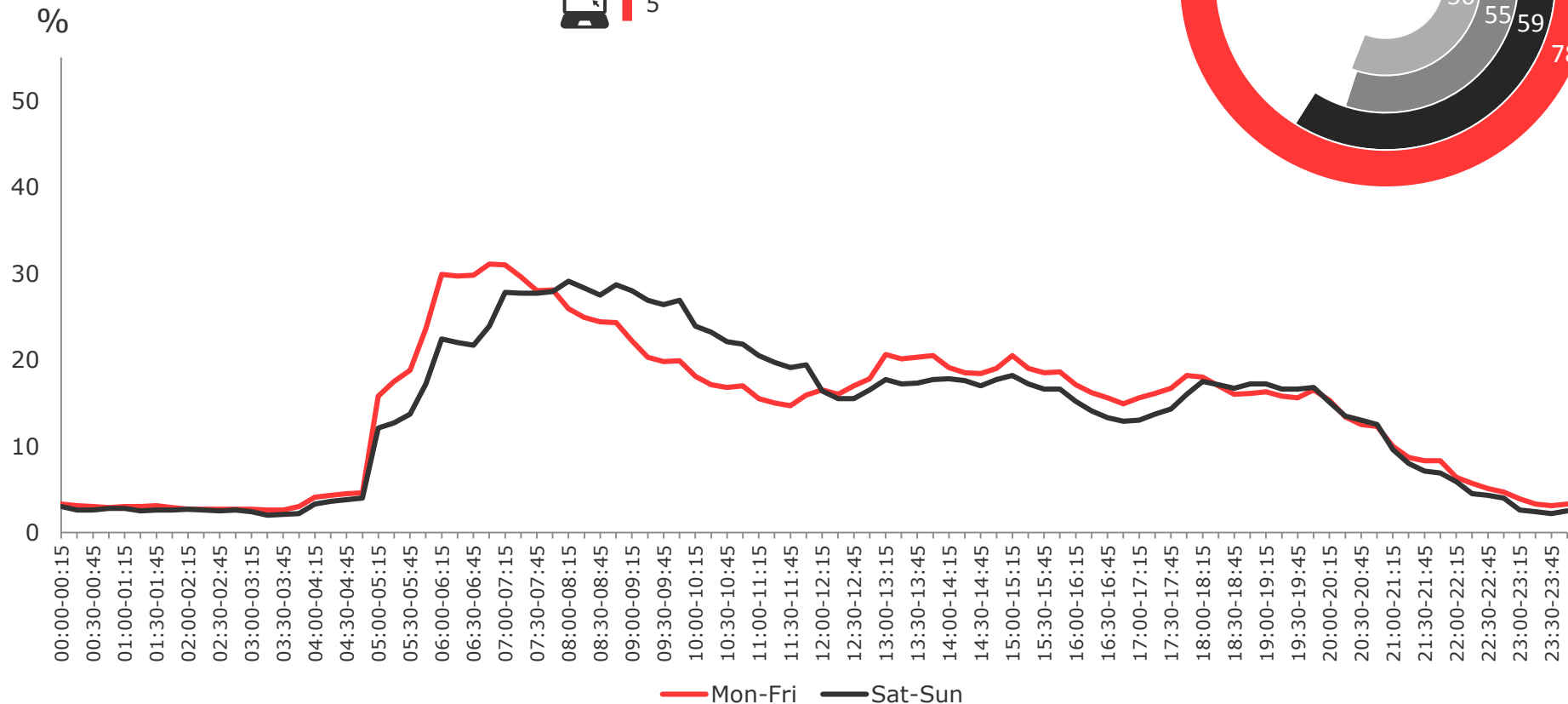
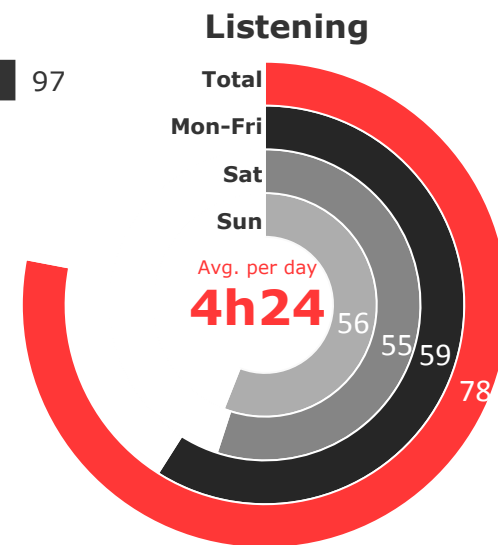
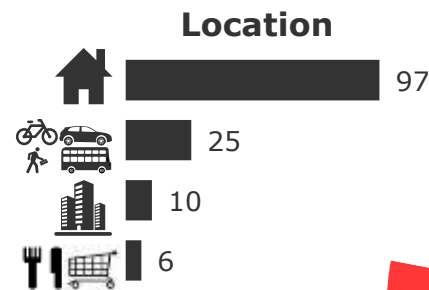
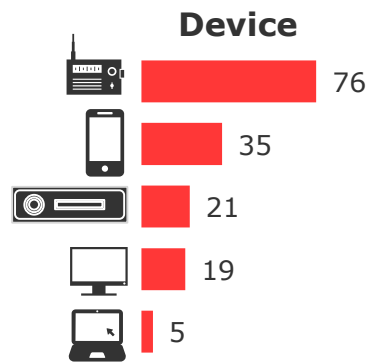


Share of Listening



(% of 7.5b listening minutes a week)





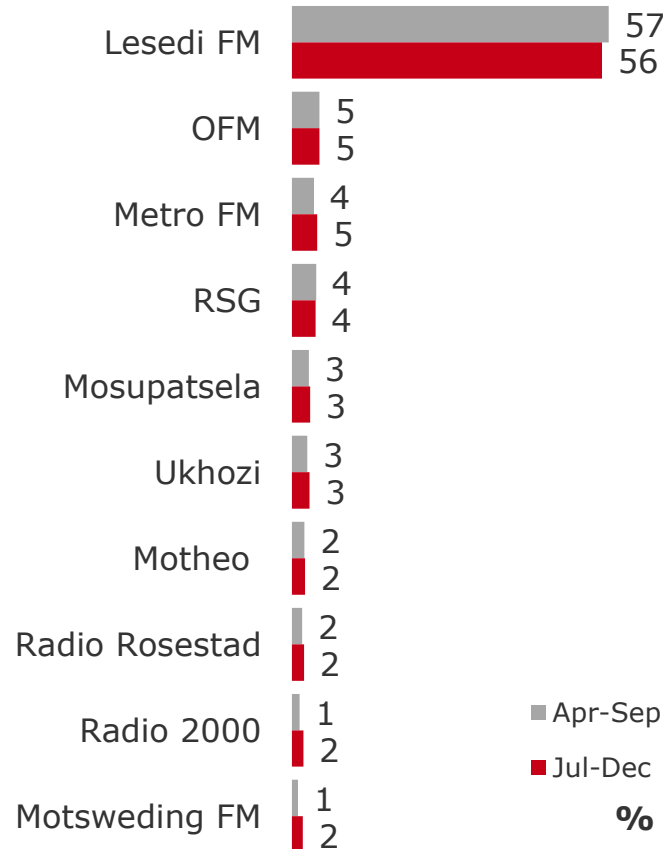
Free State

FREE STATE - SHARE

Share of Audience



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



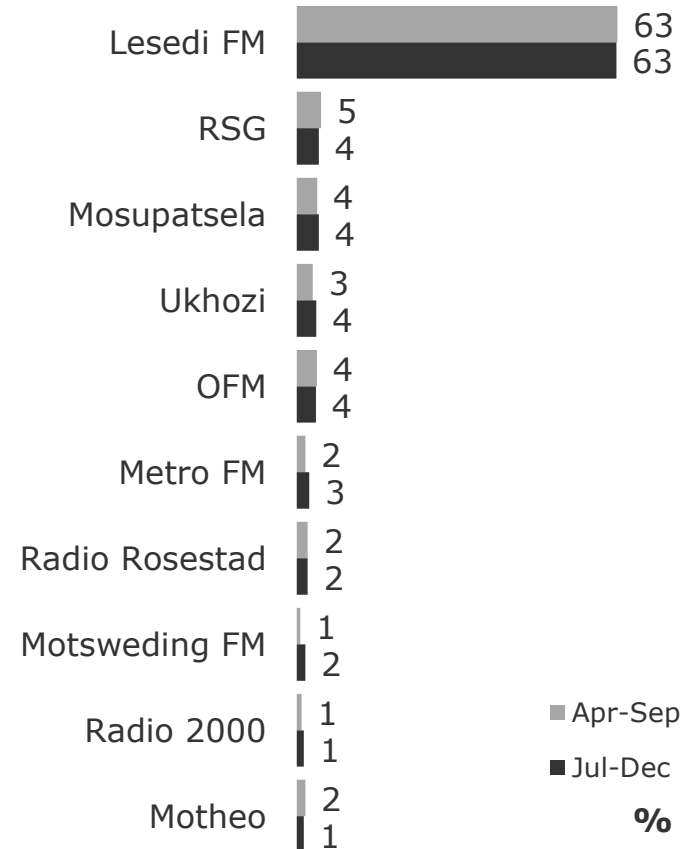
■ Apr-Sep
■ Jul-Dec

%

Share of Listening

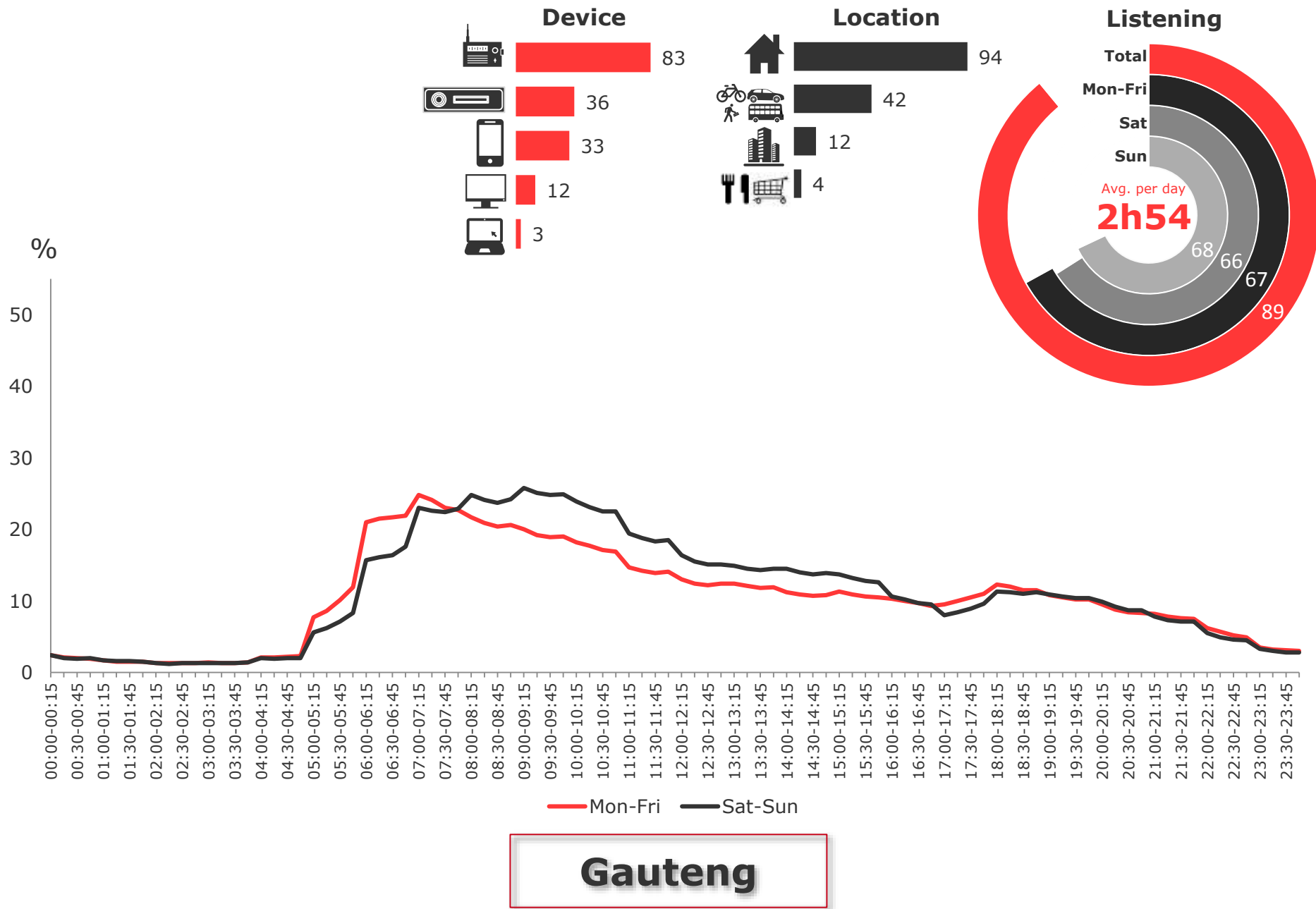


(% of 2.9b listening minutes a week)



■ Apr-Sep
■ Jul-Dec

%

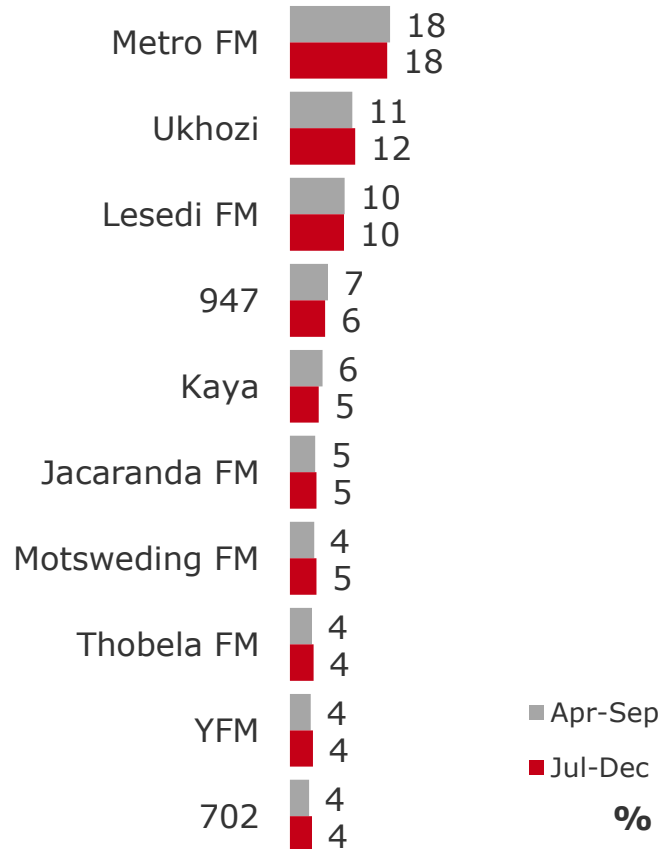


GAUTENG - SHARE

Share of Audience



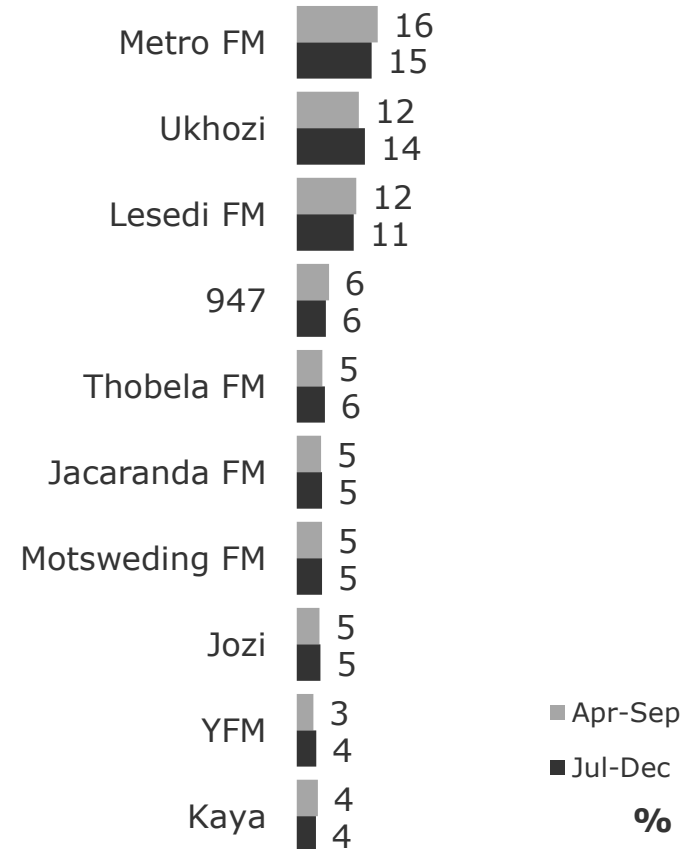
(% of 9.1m listeners who listen in a week)

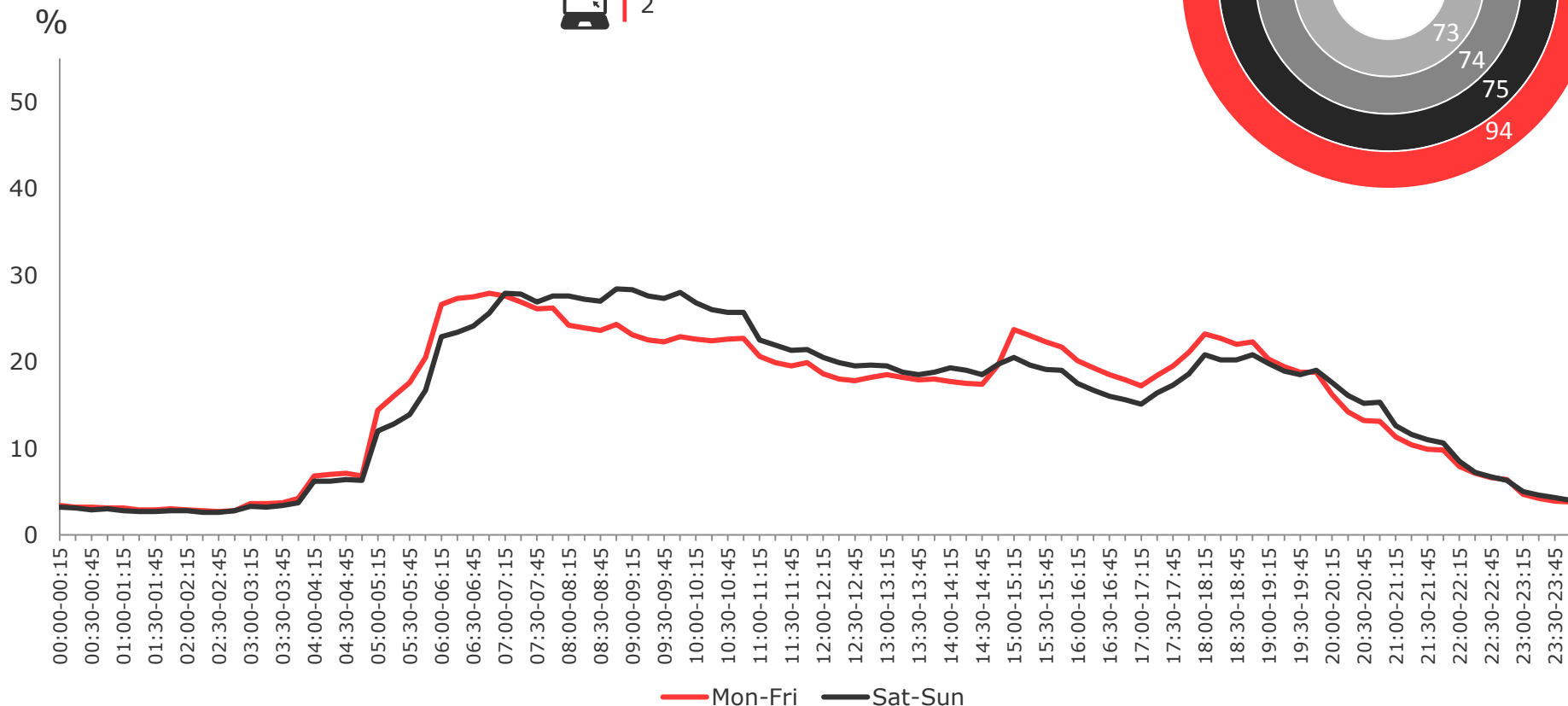
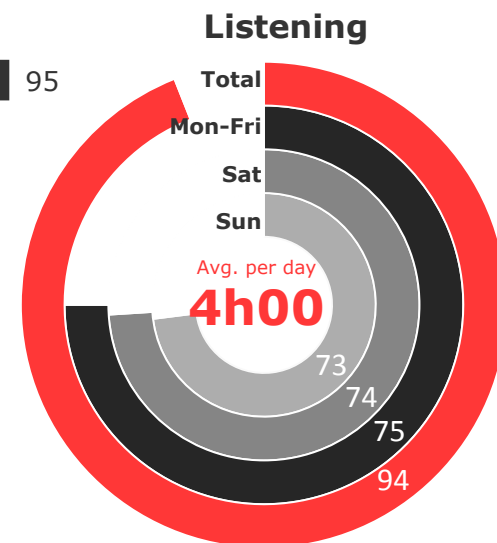
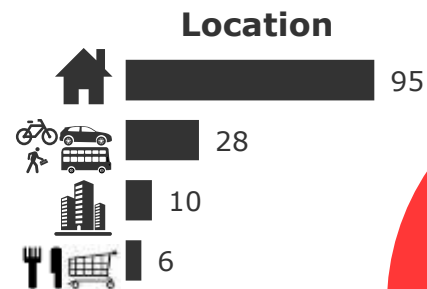
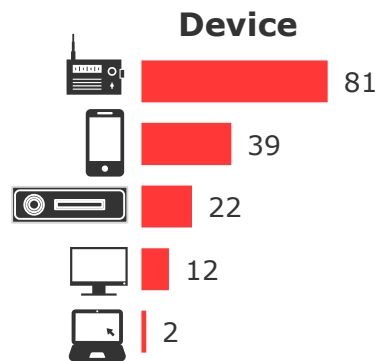


Share of Listening



(% of 10.9b listening minutes a week)





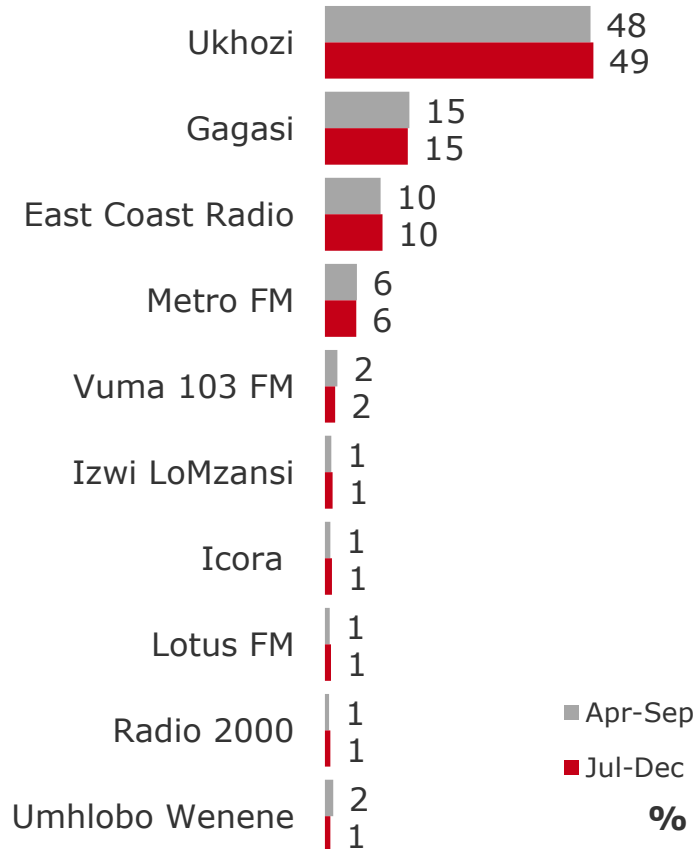
KwaZulu-Natal

KWAZULU-NATAL - SHARE

Share of Audience



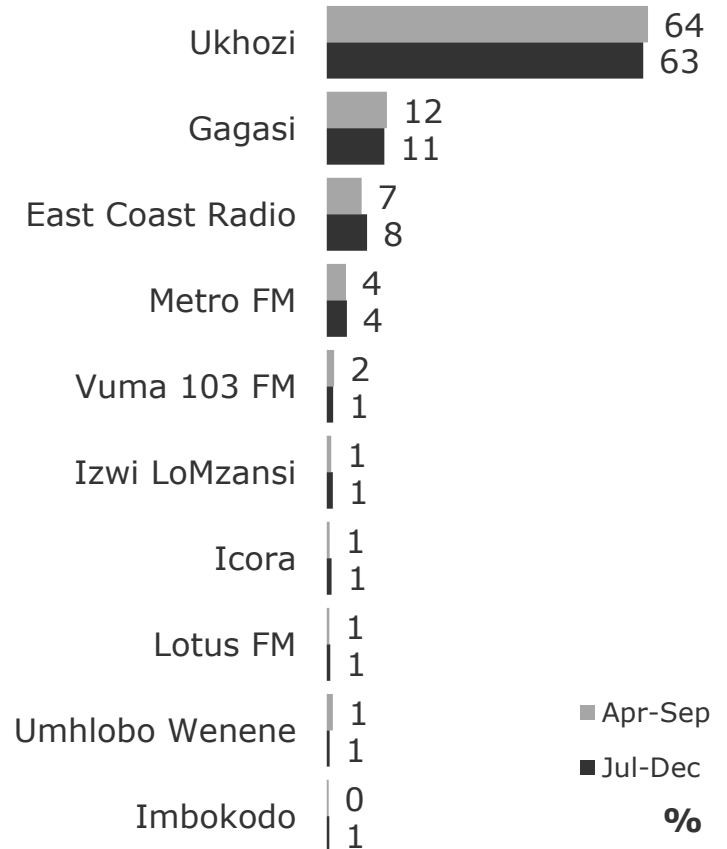
(% of 7.2m listeners who listen in a week)

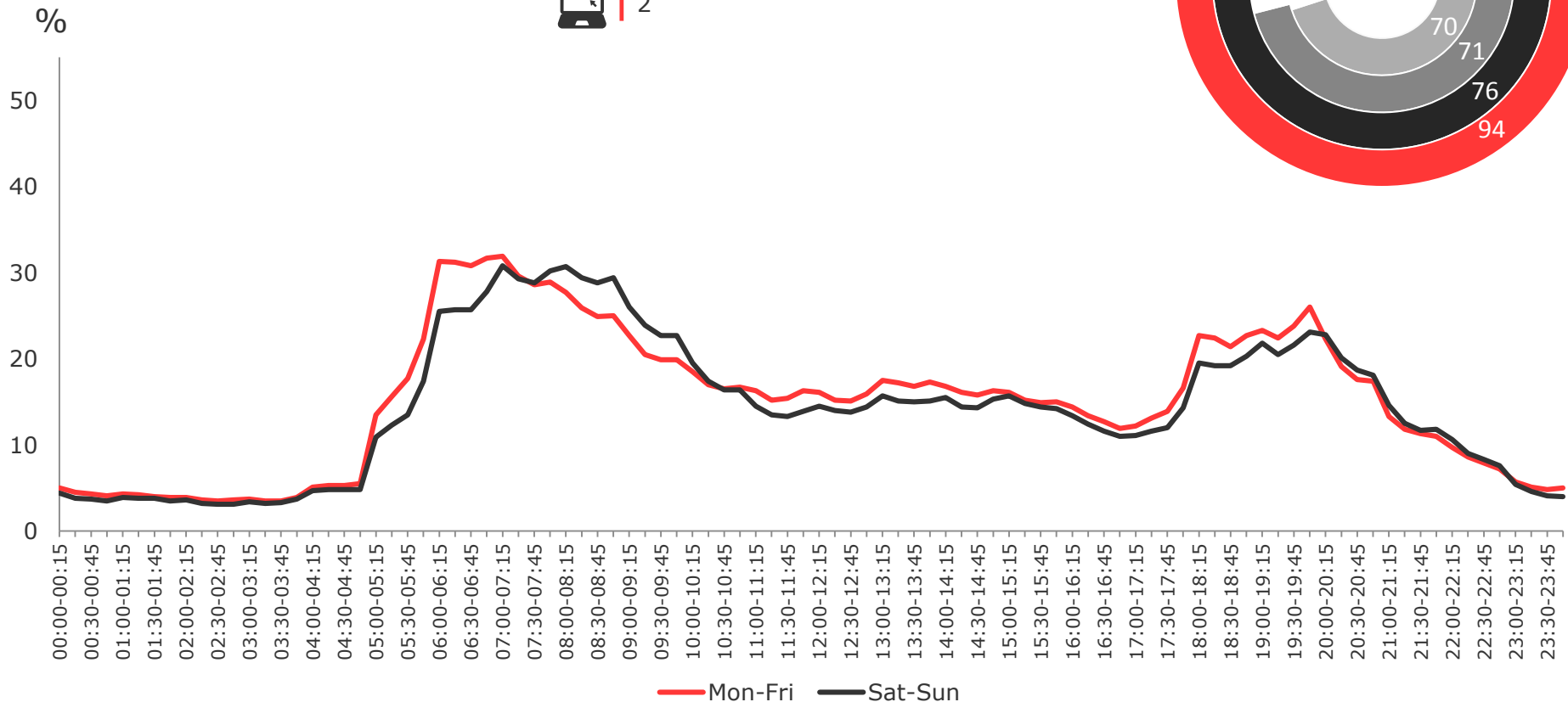
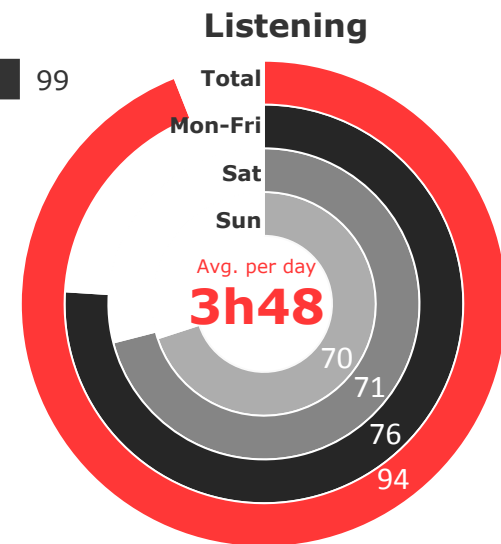
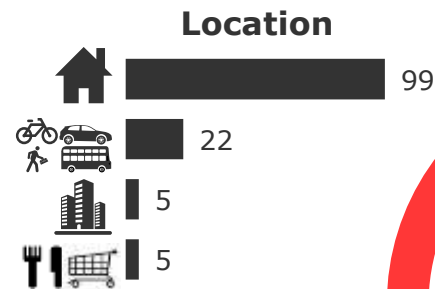
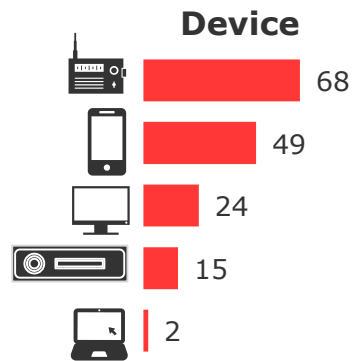


Share of Listening



(% of 12.0b listening minutes a week)





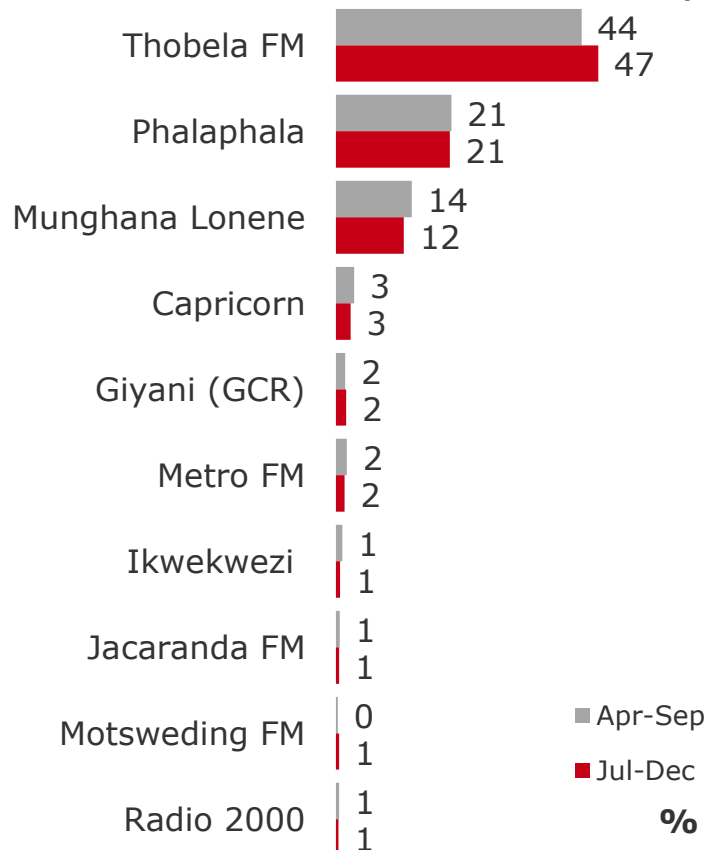
Limpopo

LIMPOPO - SHARE

Share of Audience



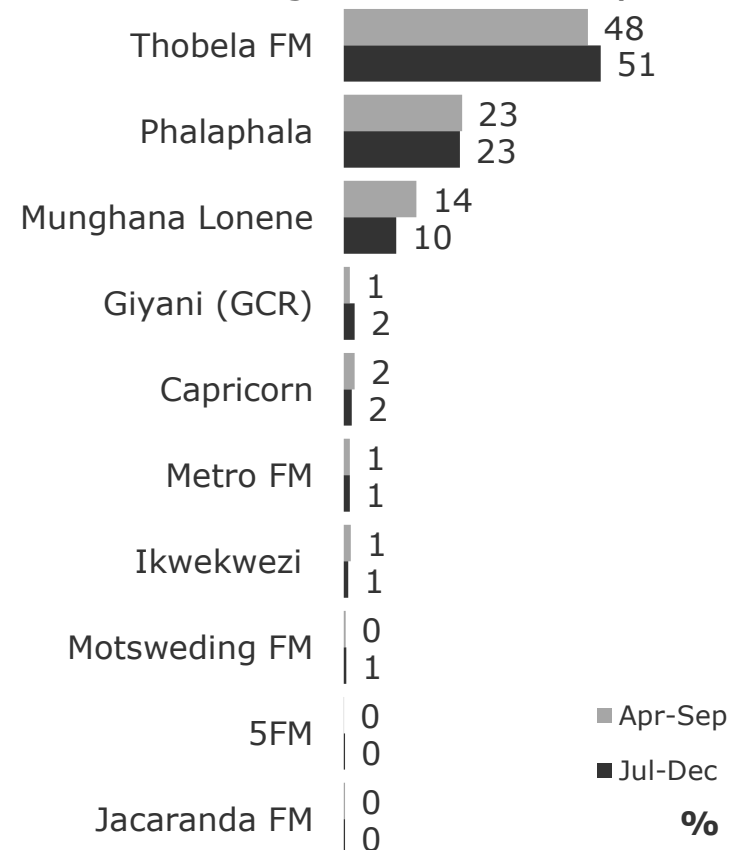
(% of 3.6m listeners who listen in a week)

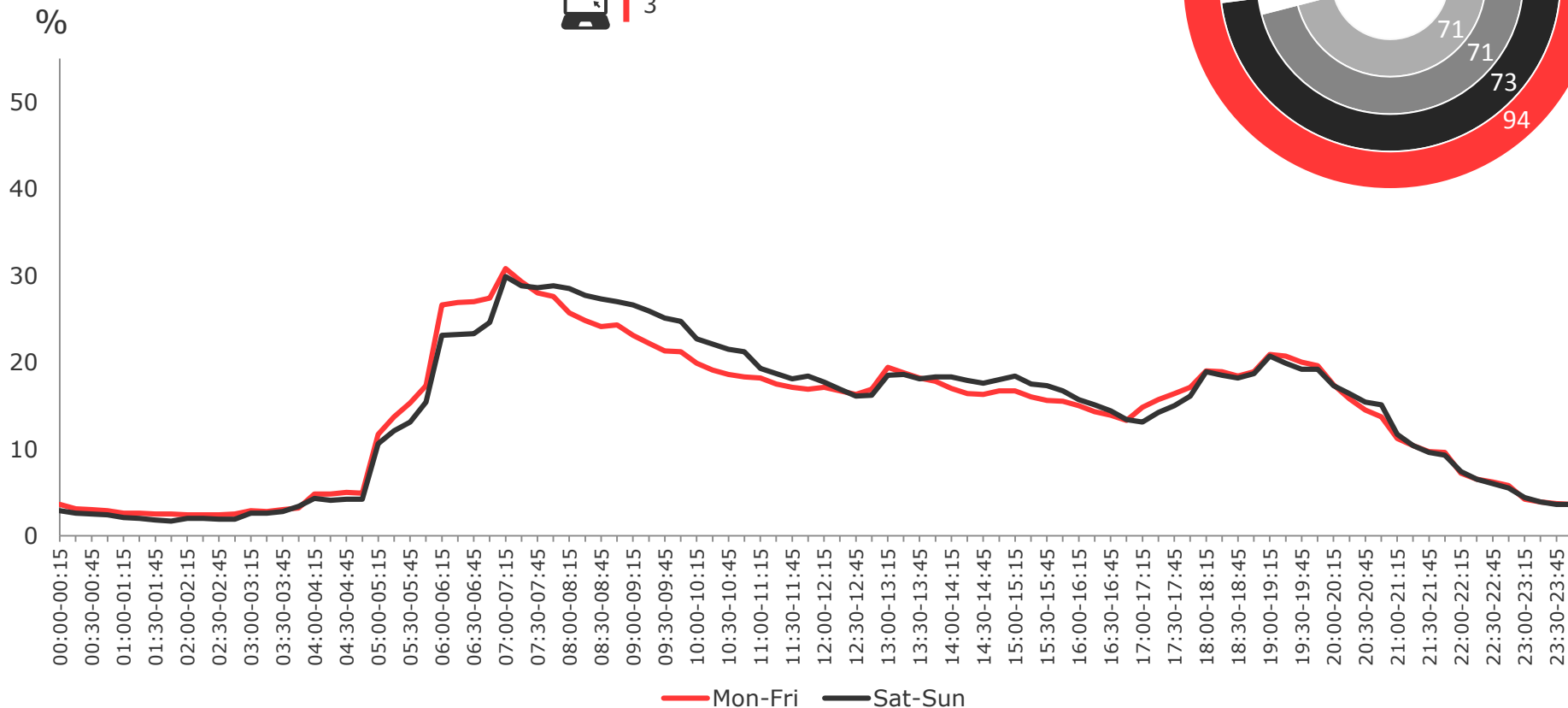
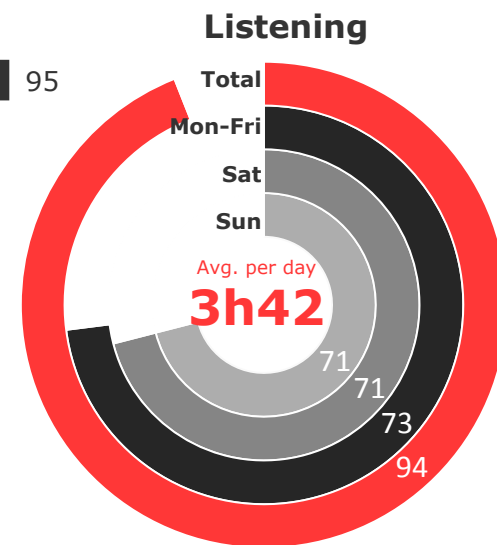
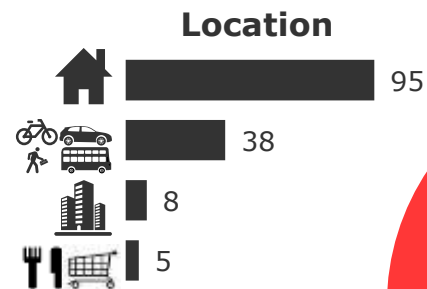
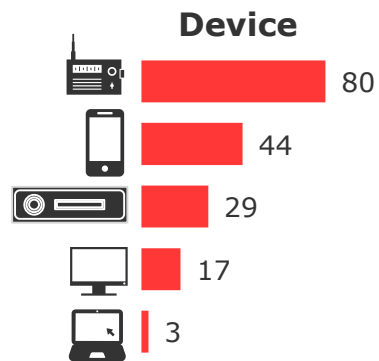


Share of Listening



(% of 5.8b listening minutes a week)





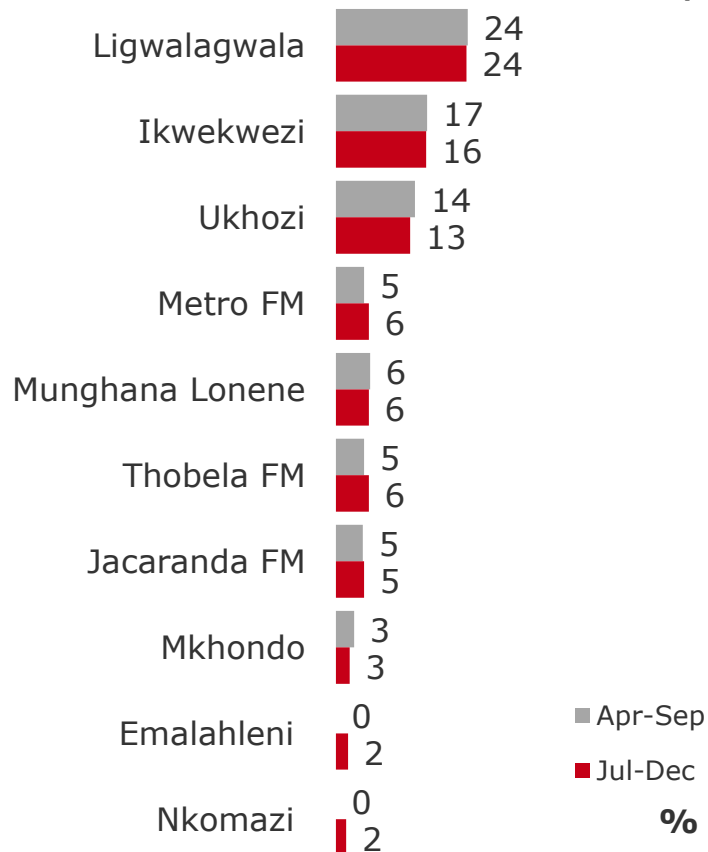
Mpumalanga

MPUMALANGA - SHARE

Share of Audience



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



■ Apr-Sep

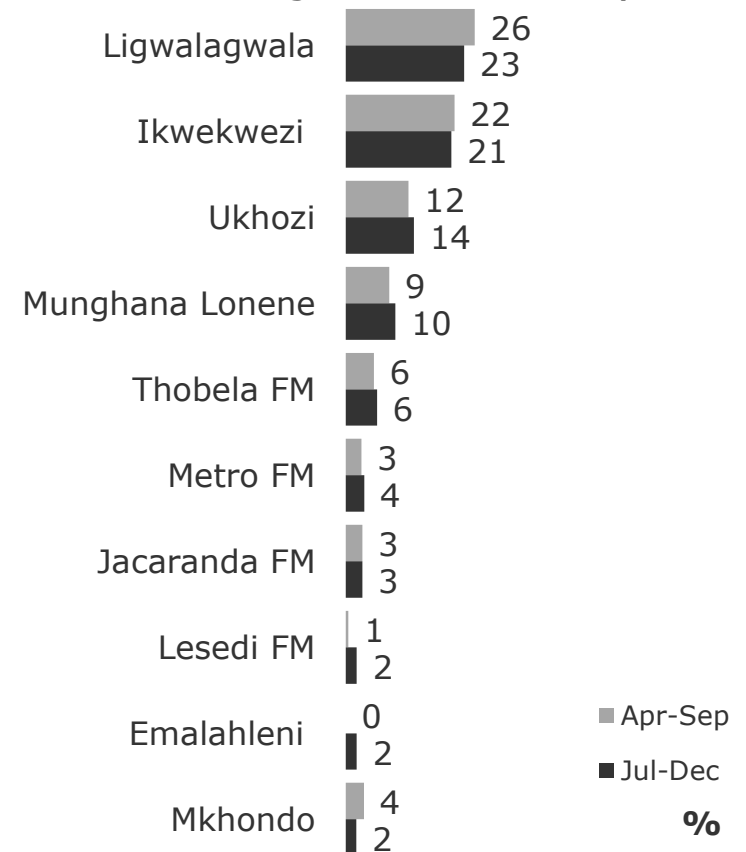
■ Jul-Dec

%

Share of Listening



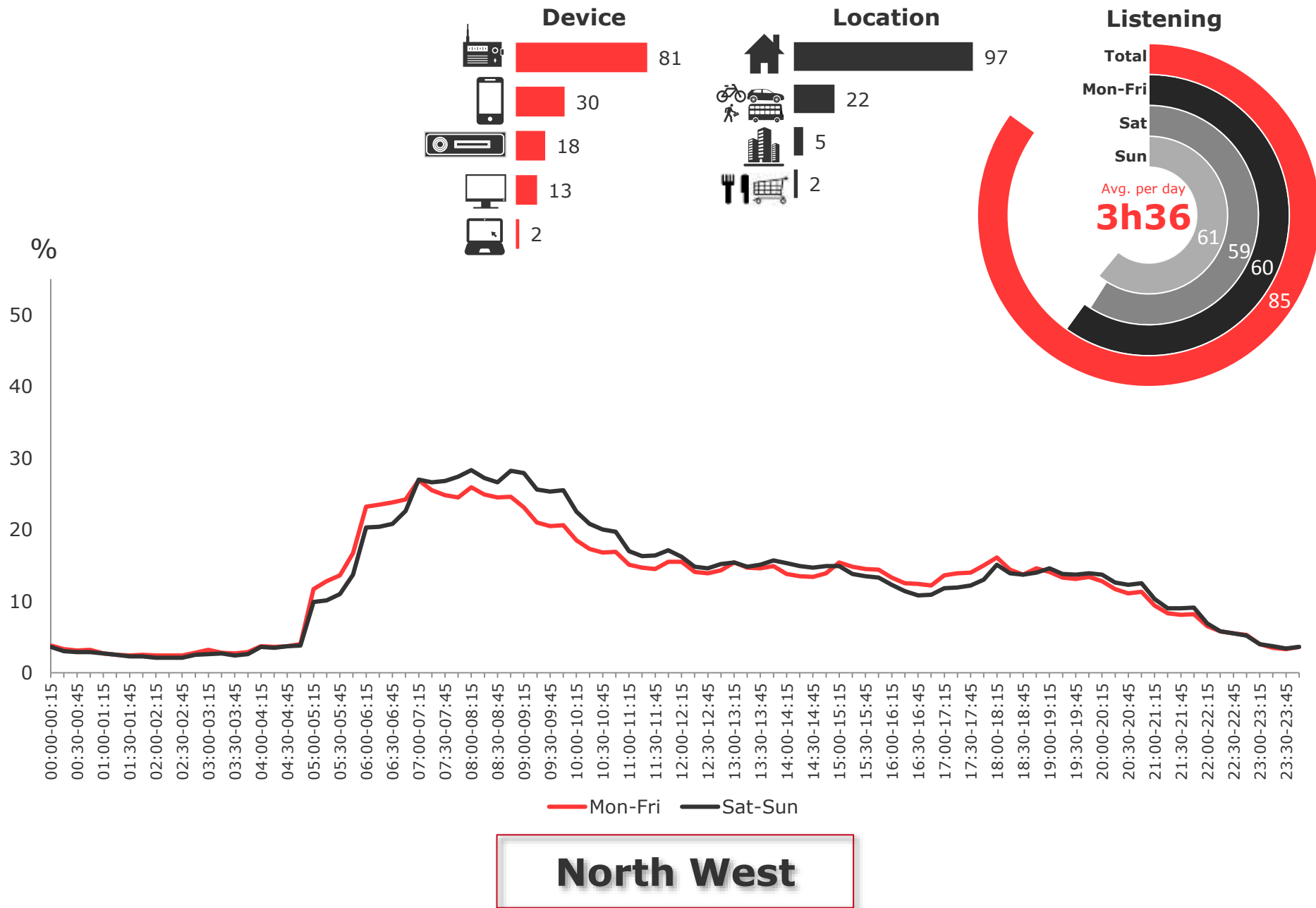
(% of 4.3b listening minutes a week)



■ Apr-Sep

■ Jul-Dec

%

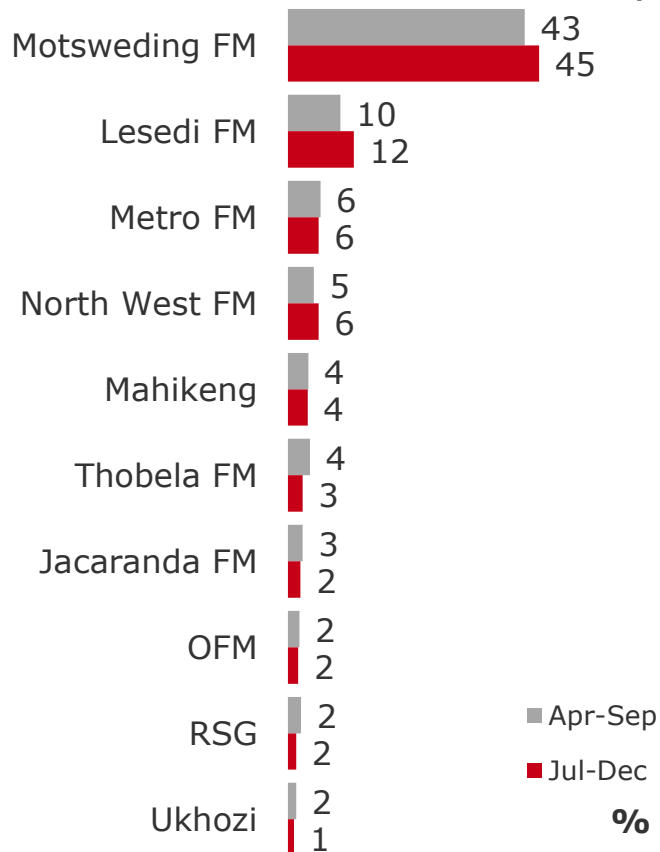


NORTH WEST - SHARE

Share of Audience



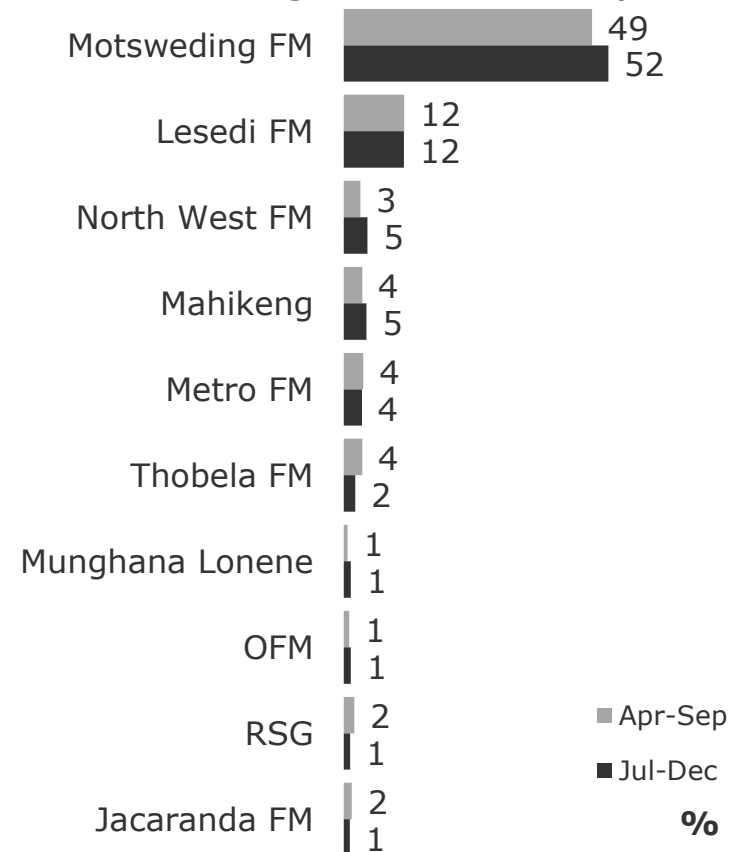
(% of 2.3m listeners who listen in a week)

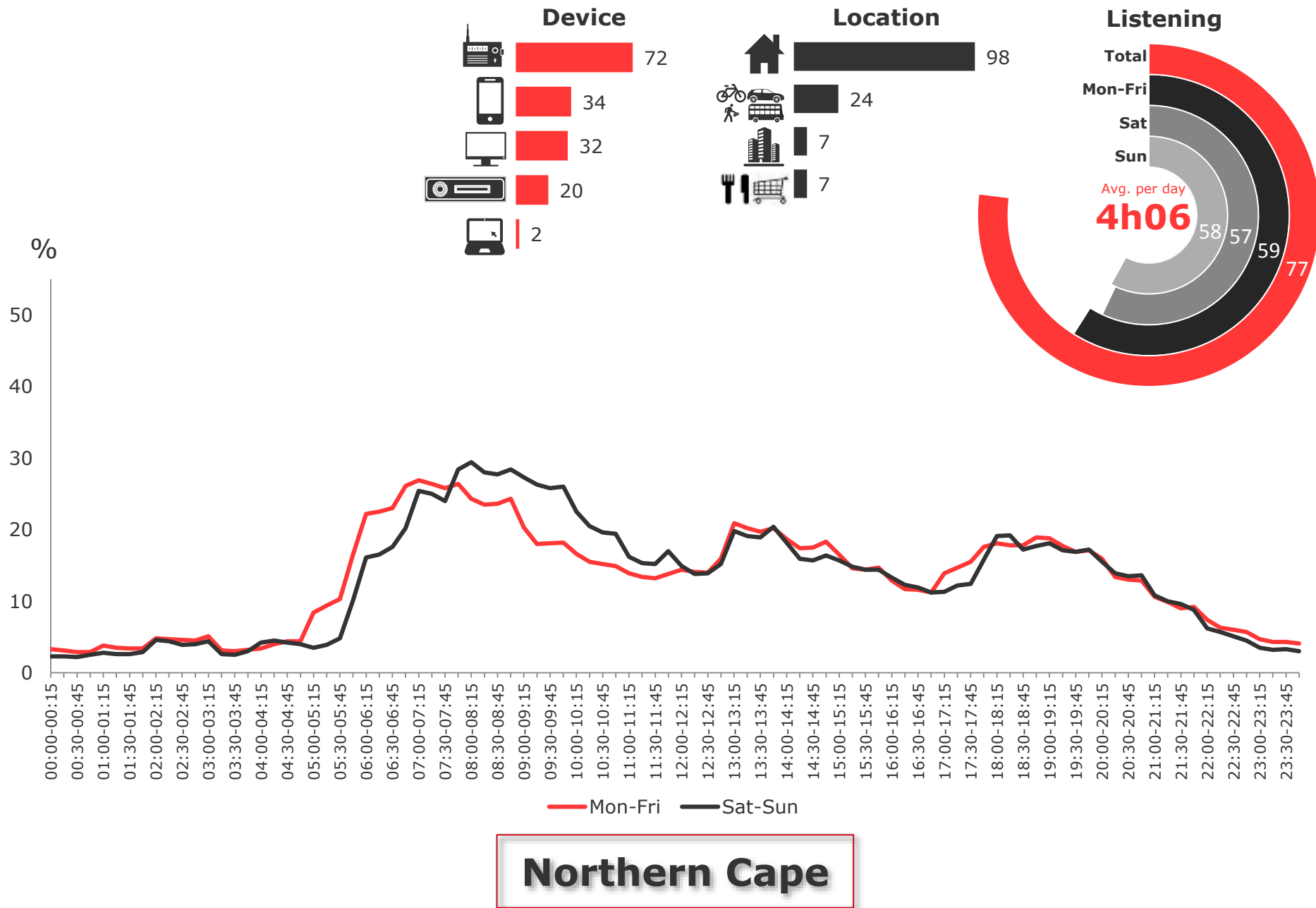


Share of Listening



(% of 3.4b listening minutes a week)



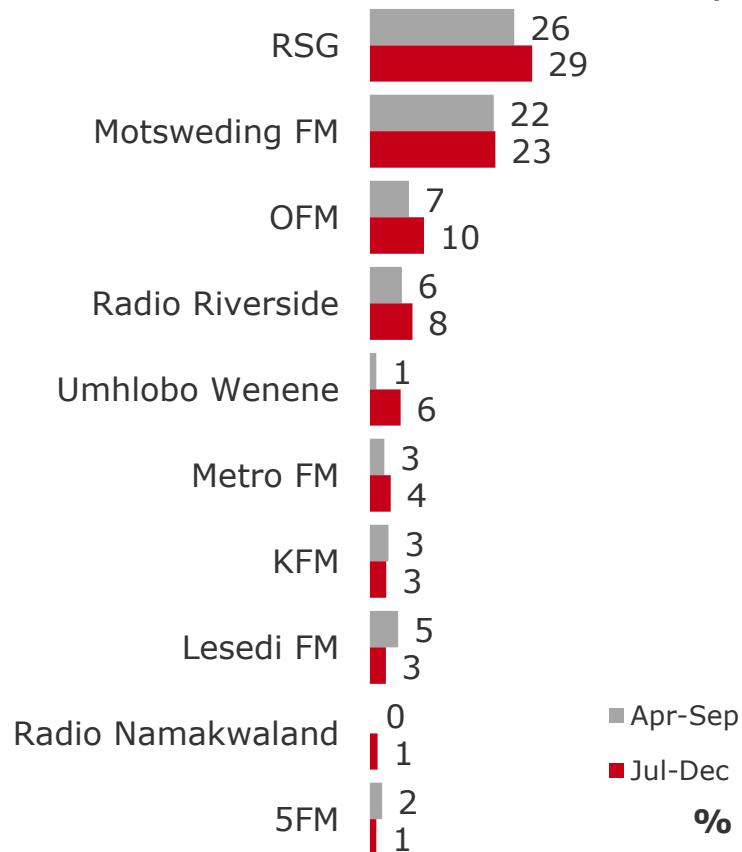


NORTHERN CAPE - SHARE

Share of Audience



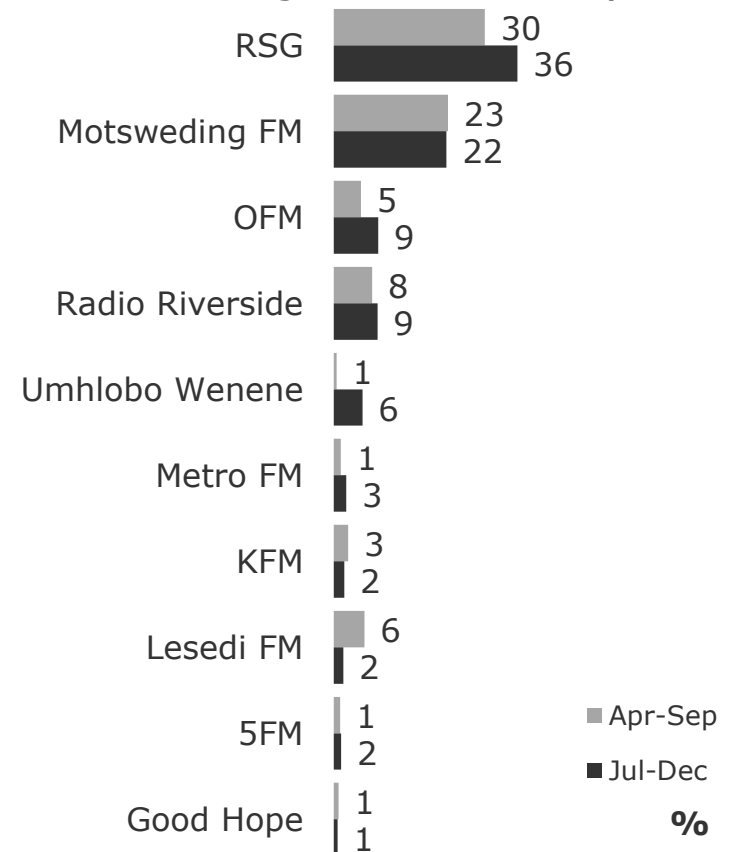
(% of 681k listeners who listen in a week)

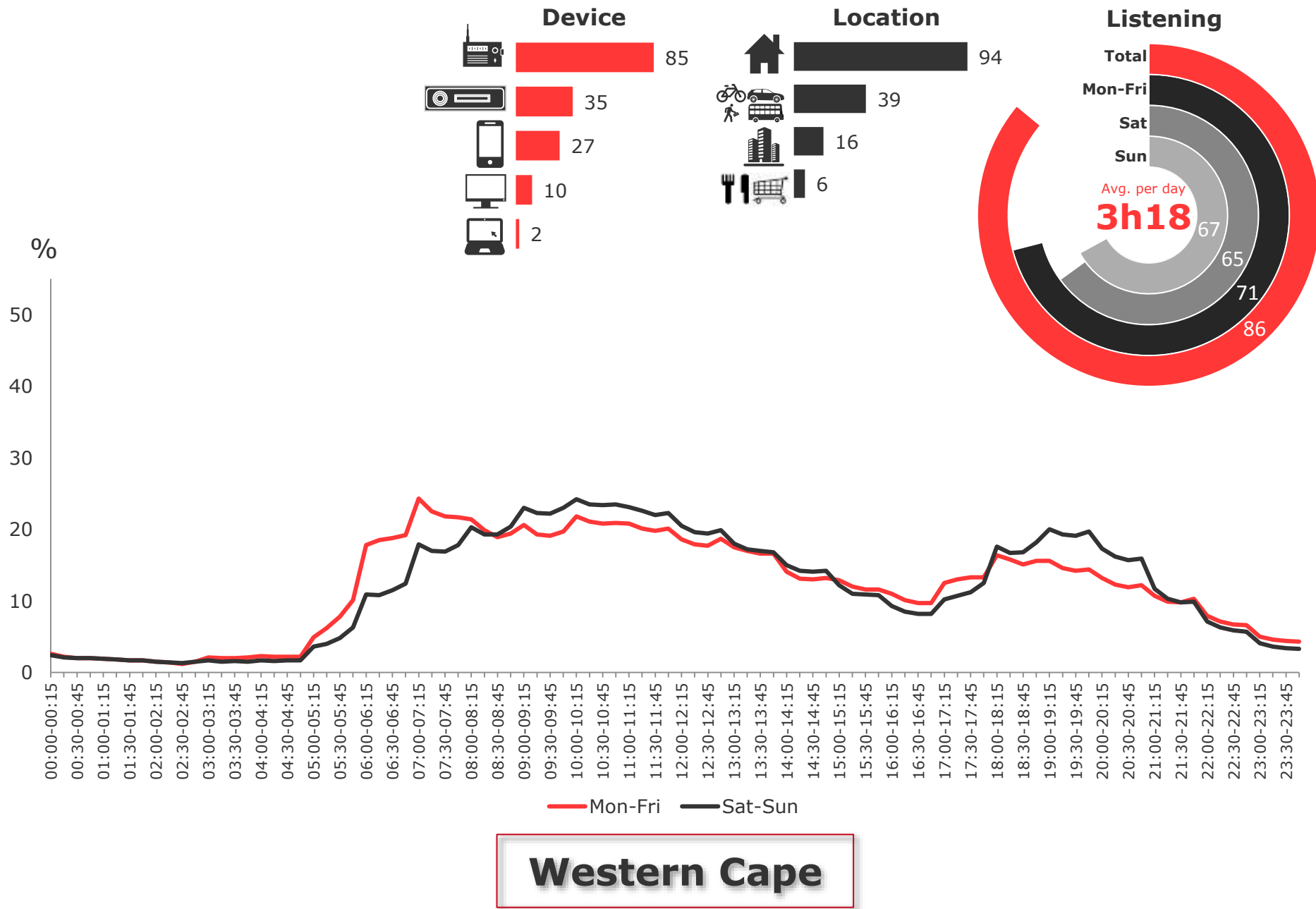


Share of Listening



(% of 1.2b listening minutes a week)



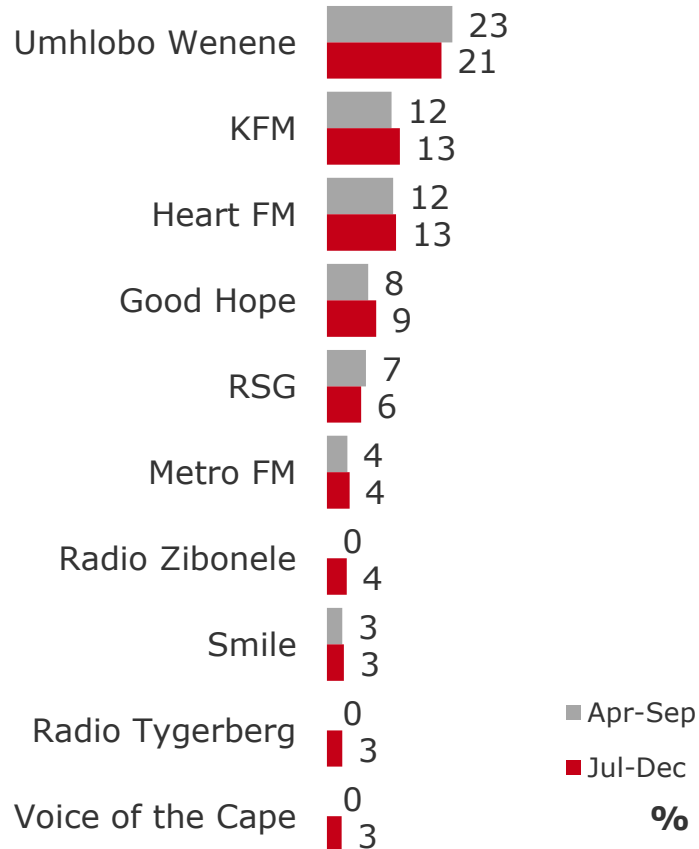


WESTERN CAPE - SHARE

Share of Audience



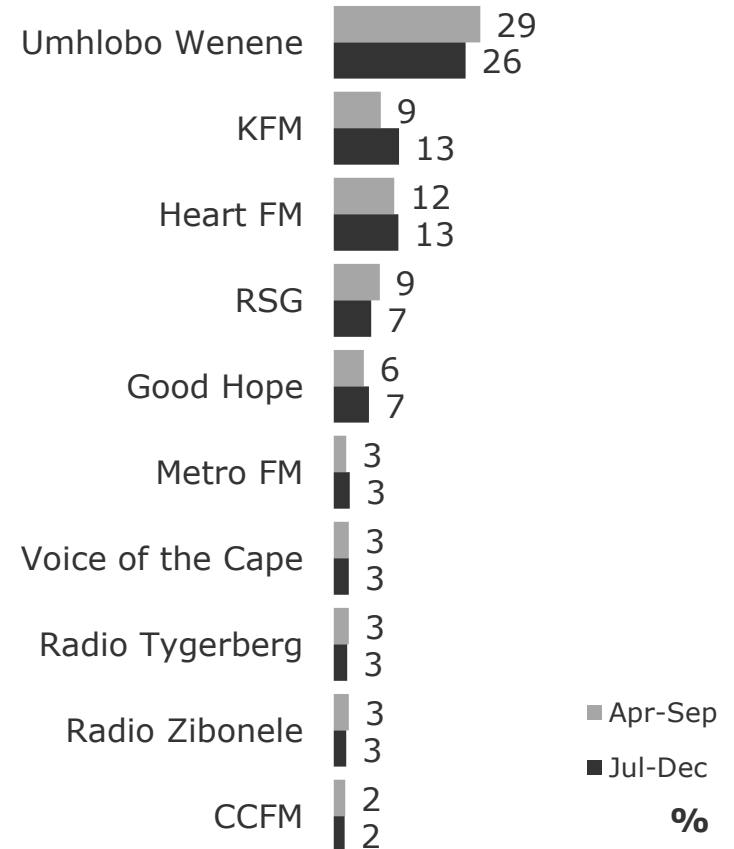
(% of 4.2m listeners who listen in a week)



Share of Listening



(% of 5.9b listening minutes a week)



KEY STATION MEASURES (THE CURRENCY)

Apr'18-Sep'18
Jul'18-Dec'18



KEY STATION MEASURES

Commercial and PBS



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



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

	Apr'18-Sep'18	Jul'18-Dec'18	Apr'18-Sep'18	Jul'18-Dec'18
Ukhozi	5,452	5,459	7,603	7,518
Umhlobo Wenene	3,847	3,883	5,307	5,216
Metro FM	2,379	2,363	4,211	4,176
Thobela FM	2,001	2,085	2,672	2,812
Lesedi FM	1,999	2,012	3,052	3,124
Motsweding FM	1,444	1,559	2,224	2,410
Gagasi	1,009	971	1,602	1,535
RSG	932	875	1,299	1,200
Ikwewezi	778	775	1,057	1,060
Munghana Lonene	833	772	1,115	1,032

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Apr'18-Sep'18

Jul'18-Dec'18

Apr'18-Sep'18

Jul'18-Dec'18

Ukhozi

55

57

3h12

3h12

Umhlobo Wenene

59

60

3h06

3h12

Metro FM

32

33

1h36

1h42

Thobela FM

77

78

3h24

3h18

Lesedi FM

57

56

3h00

2h54

Motsweding FM

55

55

2h42

2h42

Gagasi

32

38

2h12

2h12

RSG

49

48

2h54

3h00

Ikwekwezi

57

57

3h12

3h06

Munghana Lonene

81

80

3h18

3h12

Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418) and Jul'18-Dec'18 (National: n=29,857); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

	Apr'18-Sep'18	Jul'18-Dec'18	Apr'18-Sep'18	Jul'18-Dec'18
East Coast Radio	708	706	1,078	1,052
Phalaphala	753	704	992	932
Ligwalagwala	727	689	1,076	1,090
947	659	627	985	923
Jacaranda FM	587	605	967	1,004
KFM	501	583	764	869
Heart FM	511	547	748	799
Kaya	481	438	865	762
YFM	348	381	580	624
5FM	373	363	679	632

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Apr'18-Sep'18

Jul'18-Dec'18

Apr'18-Sep'18

Jul'18-Dec'18

East Coast Radio

55

62

2h00

2h12

Phalaphala

85

86

3h42

3h42

Ligwalagwala

55

52

2h42

2h30

947

36

36

1h42

1h42

Jacaranda FM

48

47

1h48

1h48

KFM

38

38

1h54

2h12

Heart FM

47

41

2h18

2h18

Kaya

22

23

1h18

1h24

YFM

32

30

1h36

1h42

5FM

26

28

1h18

1h30

Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418) and Jul'18-Dec'18 (National: n=29,857); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

	Apr'18-Sep'18	Jul'18-Dec'18	Apr'18-Sep'18	Jul'18-Dec'18
Good Hope	289	359	487	580
702	319	343	524	565
Radio 2000	256	311	465	577
Algoa FM	272	278	410	416
OFM	145	165	241	250
Smile	110	133	175	198
Vuma 103 FM	140	116	236	189
North West FM	78	114	146	179
Capricorn	125	99	174	154
SAfm	86	97	147	157

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Apr'18-Sep'18

Jul'18-Dec'18

Apr'18-Sep'18

Jul'18-Dec'18

Good Hope

36

36

1h48

1h48

702

20

16

1h30

1h24

Radio 2000

19

26

1h36

1h30

Algoa FM

48

50

1h42

1h42

OFM

44

57

2h18

2h30

Smile

47

49

1h18

1h30

Vuma 103 FM

7

15

1h48

2h00

North West FM

34

20

1h48

2h06

Capricorn

45

49

2h30

2h12

SAfm

12

13

1h24

1h24

Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418) and Jul'18-Dec'18 (National: n=29,857); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

	Apr'18-Sep'18	Jul'18-Dec'18	Apr'18-Sep'18	Jul'18-Dec'18
trufm	102	81	194	164
Lotus FM	73	73	127	140
Power	68	61	124	109
CapeTalk	44	48	57	66
*Classic FM			60	60
*LM Radio			59	24
*Rise			62	23
*Magic828 AM			6	8
*X-K FM			5	5

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

Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418) and Jul'18-Dec'18 (National: n=29,857)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Apr'18-Sep'18 Jul'18-Dec'18

trufm

4

5

Lotus FM

49

39

Power

26

21

CapeTalk

44

56



Avg. hrs p.d

Apr'18-Sep'18 Jul'18-Dec'18

2h00

1h54

1h30

1h42

1h36

1h36

2h12

2h00

KEY STATION MEASURES

Community



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



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

	Apr'18-Sep'18	Jul'18-Dec'18	Apr'18-Sep'18	Jul'18-Dec'18
Jozi	333	345	551	565
Voice of the Cape	142	120	190	173
Kasie	124	116	212	199
Radio Tygerberg	121	109	187	175
CCFM	109	105	159	155
Radio Zibonele	115	102	269	231
Vukani	59	100	113	171
Unitra (UCR-FM)	82	98	153	188
Izwi LoMzansi	77	93	120	142
Thetha	90	83	179	135

KEY STATION MEASURES

Community



Exclusive listeners (%)

Avg. hrs p.d

Apr'18-Sep'18

Jul'18-Dec'18

Apr'18-Sep'18

Jul'18-Dec'18

Jozi

35

37

2h06

2h12

Voice of the Cape

41

33

2h30

2h30

Kasie

12

15

1h18

1h24

Radio Tygerberg

33

35

2h18

2h12

CCFM

39

37

2h06

2h00

Radio Zibonele

17

18

1h36

1h30

Vukani

7

5

1h30

1h42

Unitra (UCR-FM)

1

6

1h24

1h36

Izwi LoMzansi

18

16

2h18

2h30

Thetha

47

53

1h42

2h06

Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418) and Jul'18-Dec'18 (National: n=29,857); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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



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

	Apr'18-Sep'18	Jul'18-Dec'18	Apr'18-Sep'18	Jul'18-Dec'18
Alfred Nzo	107	78	179	129
Mahikeng	70	78	114	115
Eden	63	74	99	108
Voice of Tembisa	84	73	152	131
Mkhondo	104	71	155	116
Icora	52	70	100	126
Bok Radio	44	70	74	93
Emalahleni	-	68	-	91
Giyani (GCR)	51	62	74	79
Forte	68	61	120	108

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Apr'18-Sep'18	Jul'18-Dec'18	Apr'18-Sep'18	Jul'18-Dec'18
Alfred Nzo	18	31	2h36	3h12
Mahikeng	17	17	2h12	2h12
Eden	63	61	2h06	2h12
Voice of Tembisa	20	28	1h36	1h42
Mkhondo	15	5	2h54	2h18
Icora	6	6	1h54	2h18
Bok Radio	53	67	1h36	2h06
Emalahleni	0	44	0	2h30
Giyani (GCR)	70	73	2h24	4h00
Forte	3	2	2h12	2h00

Source: BRC RAM™ Apr'18-Sep'18 (National: n=30,418) and Jul'18-Dec'18 (National: n=29,857); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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



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

Apr'18-Sep'18

Jul'18-Dec'18

Apr'18-Sep'18

Jul'18-Dec'18

PE FM	39	58	49	72
Inkonjane	82	57	124	93
Radio Riverside	46	55	56	68
Sajonisi Youth	-	52	-	93
Mosupatsela	46	51	60	66

KEY STATION MEASURES

Community



Exclusive listeners (%)

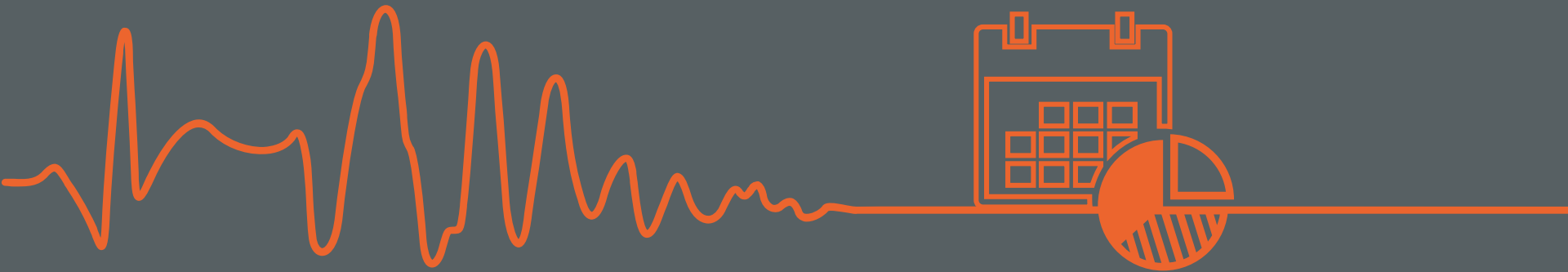


Avg. hrs p.d

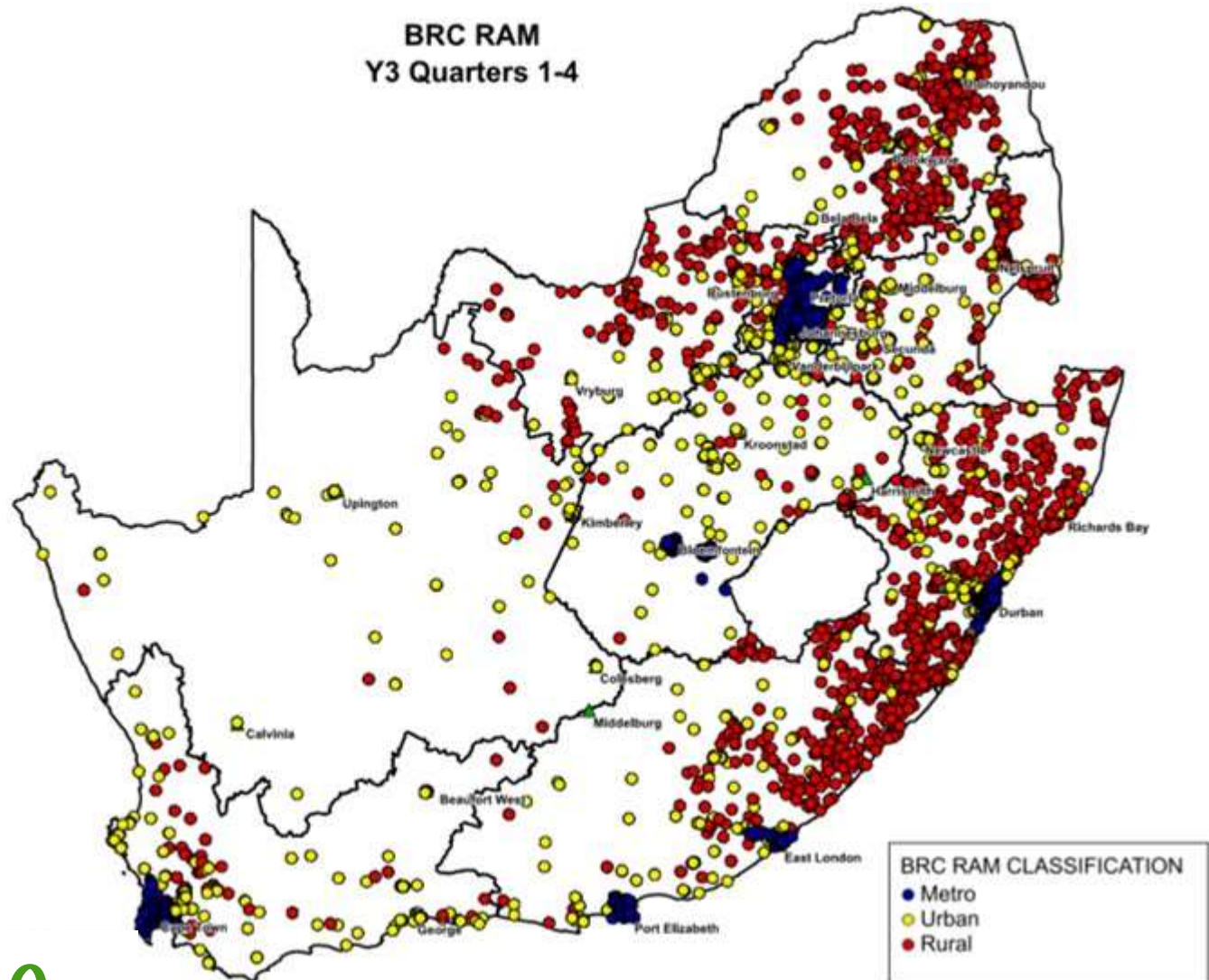
	Apr'18-Sep'18	Jul'18-Dec'18	Apr'18-Sep'18	Jul'18-Dec'18
PE FM	53	44	1h48	1h54
Inkonjane	30	25	2h18	2h12
Radio Riverside	66	68	3h48	3h42
Sajonisi Youth	0	13	0	2h06
Mosupatsela	67	59	5h06	4h42

12 MONTH DATA

PROVIDING KEY STATION MEASURES FOR MORE STATIONS



BRC RAM™ – VITAL SIGNS...



Population (Age 15+):
40,1 million

BRC RAM™ – VITAL SIGNS...

Consistent area split (sample frame)



60% Metro



20% Urban



20% Rural

Stations included

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

12 months sample:

An additional 12 community stations can be reported as they have a sample greater than 40, with 14 stations moving off.

BRC RAM™ – VITAL SIGNS...

**Random selection,
household flooding**

30,242

Households



60,297

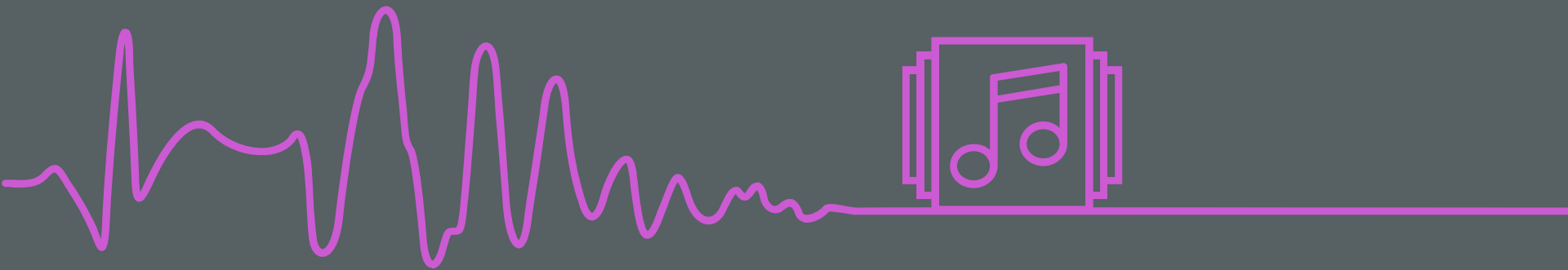
Individuals



Jan'18-Dec'18 sample



KEY SOUNDBITES



... EVERYWHERE!

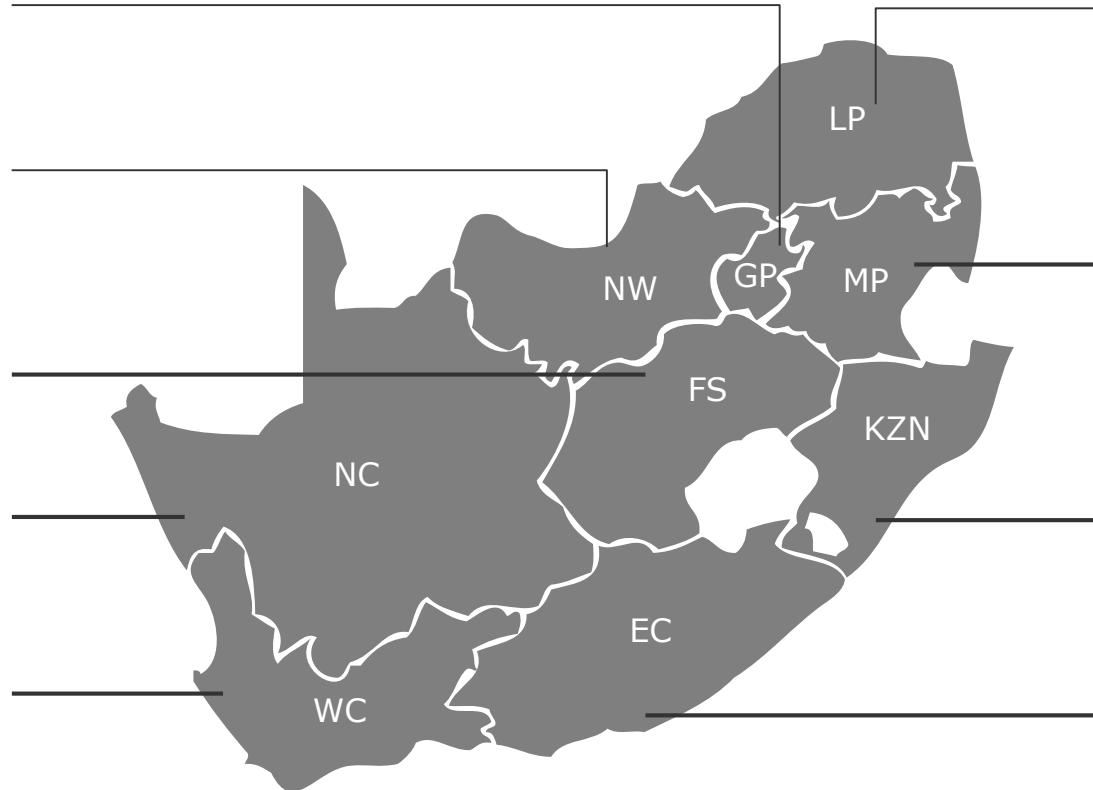
90% =
9.2m

85% =
2.3m

80% =
1.6m

80% =
704k

86% =
4.2m



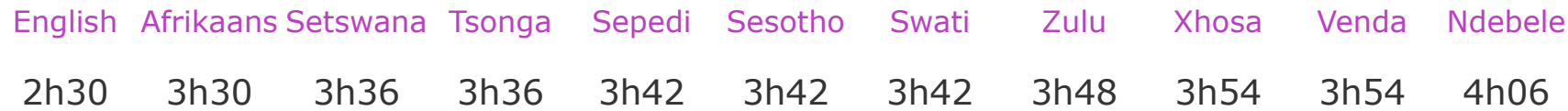
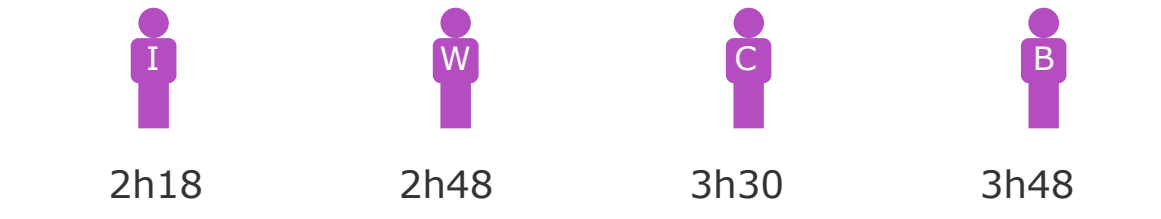
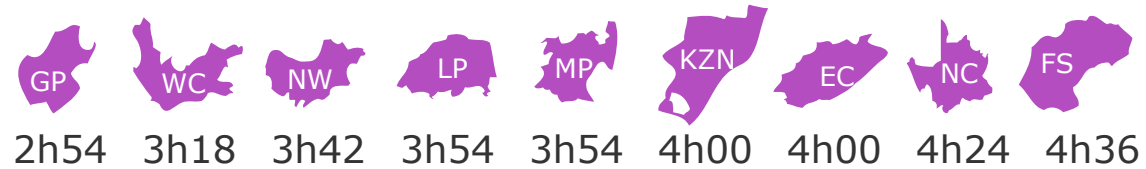
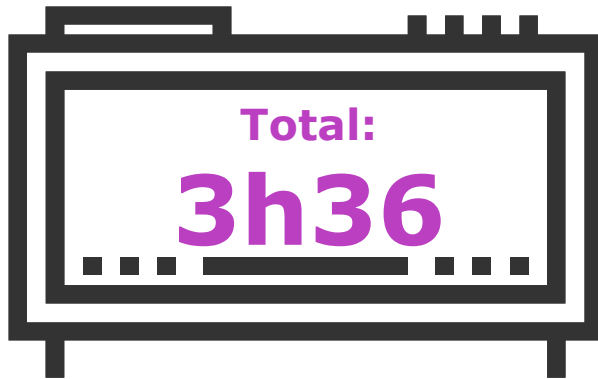
93% =
3.6m

93% =
2.8m

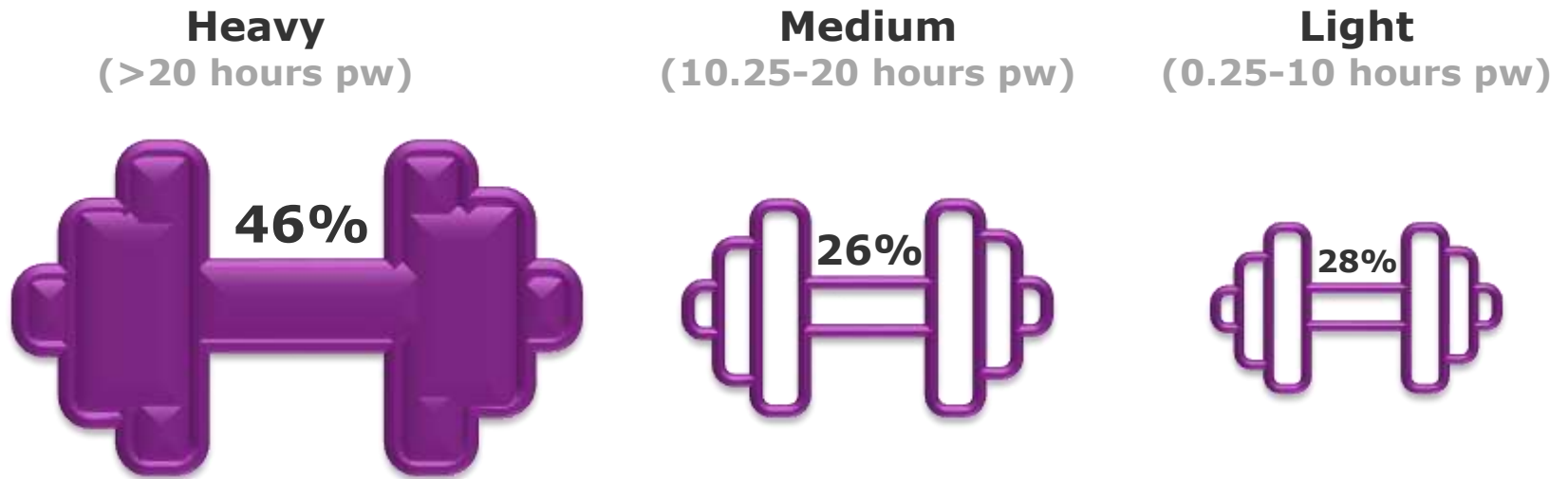
95% =
7.2m

91% =
4.4m

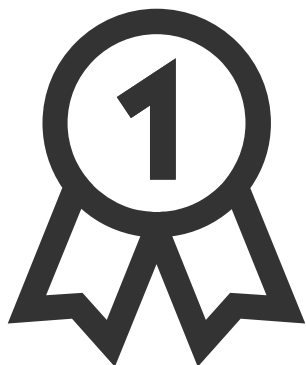
LONG LISTENING...



HEAVY LISTENING...



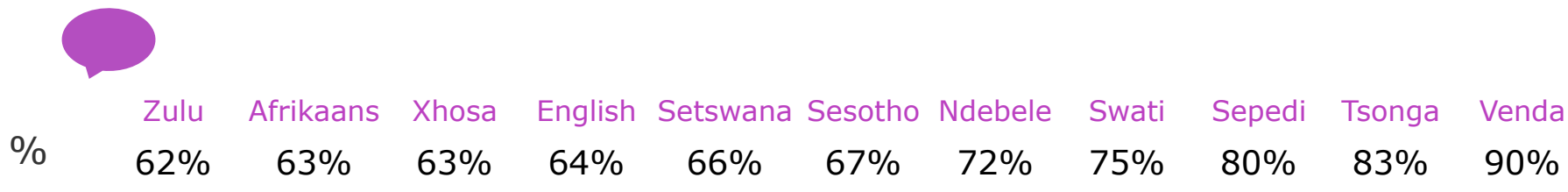
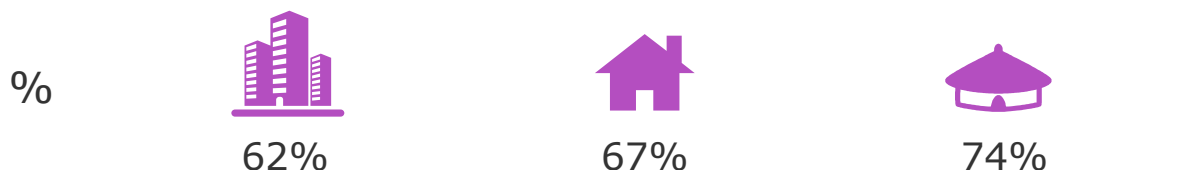
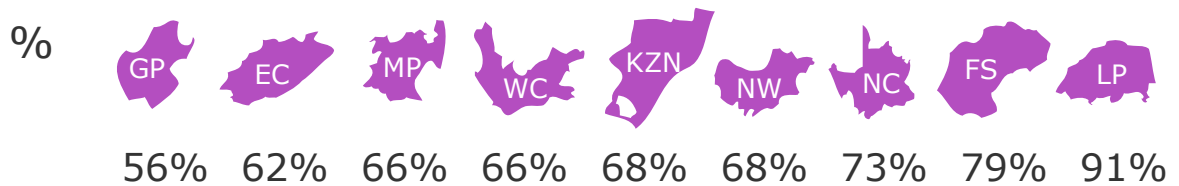
LOYAL LISTENERS...



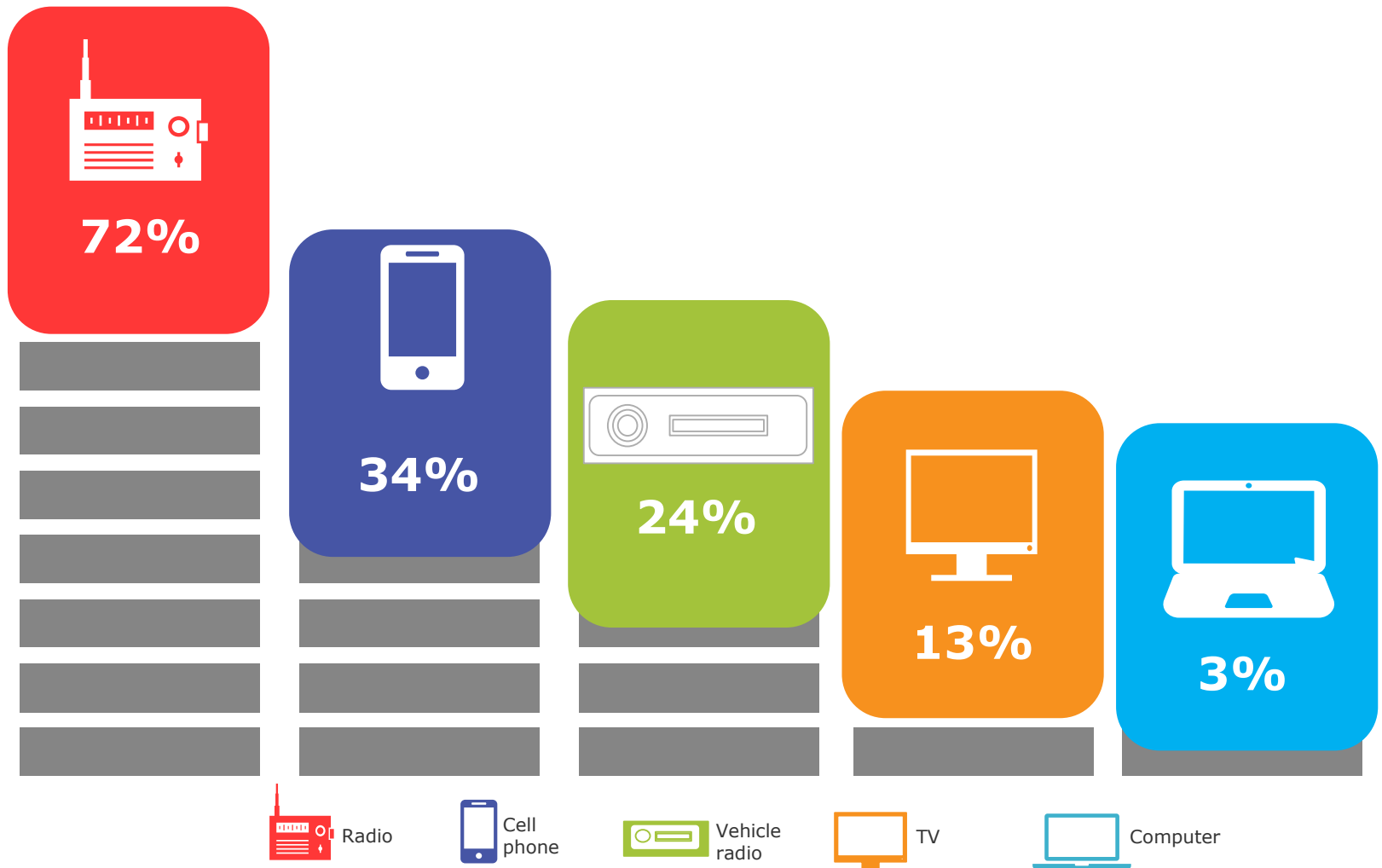
Total:

67%

listen to only one station

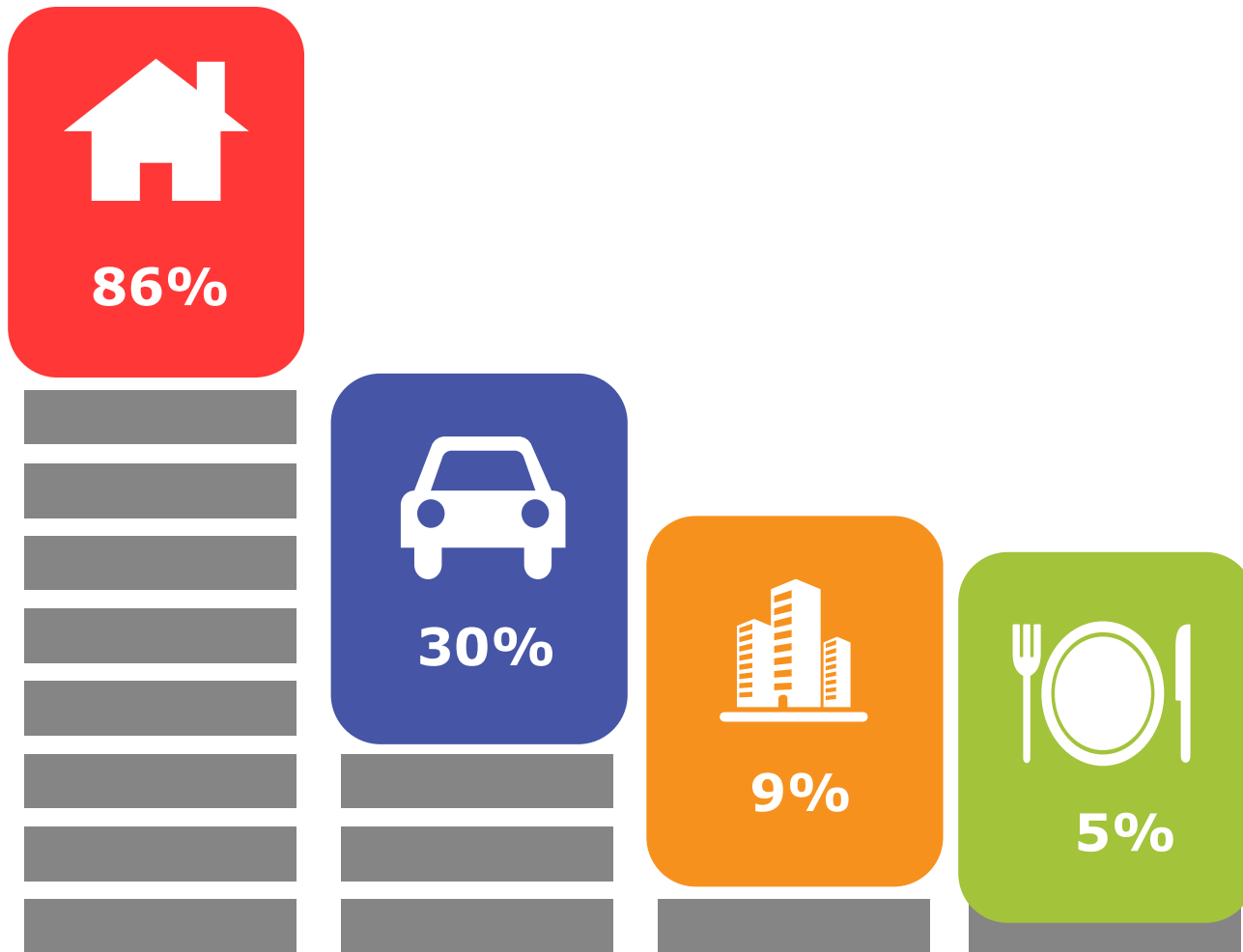


DEVICE captures HOW...



Source: BRC RAM™ Jan'18-Dec'18 (n=60,297)

LOCATION captures WHERE...



Home



Vehicle



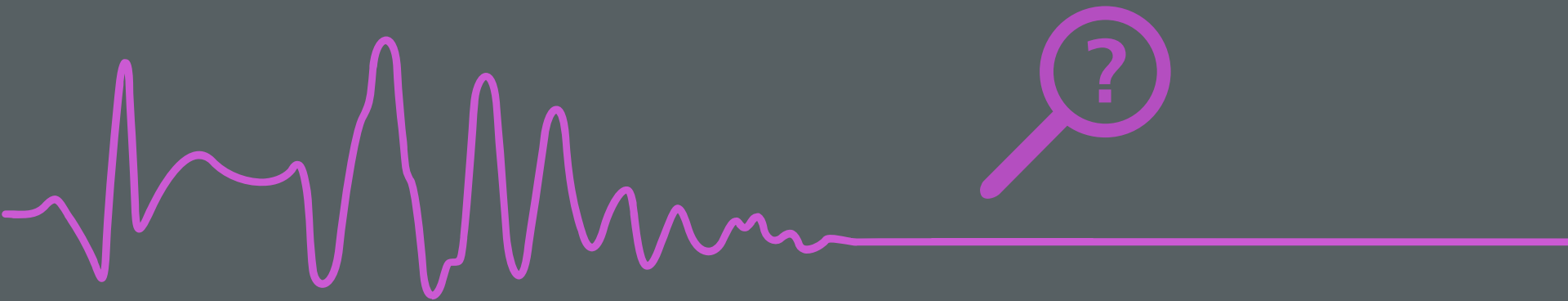
Work/University/
College



Restaurant/Shopping centre/
Airport

PROGRAMME INSIGHTS

(Jan'18-Dec'18)



NEW INSIGHTS...

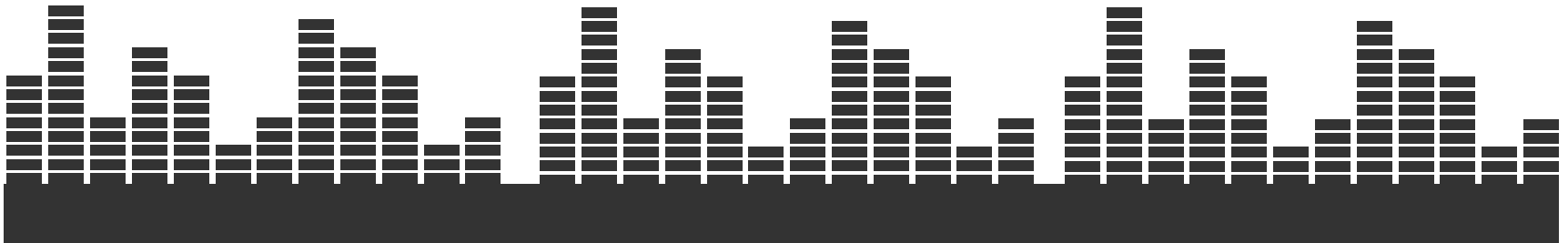
MAIN RESPONDENTS



THE INSTRUMENT (placement survey)



PROGRAMME INSIGHTS



PROGRAMME INSIGHTS...



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

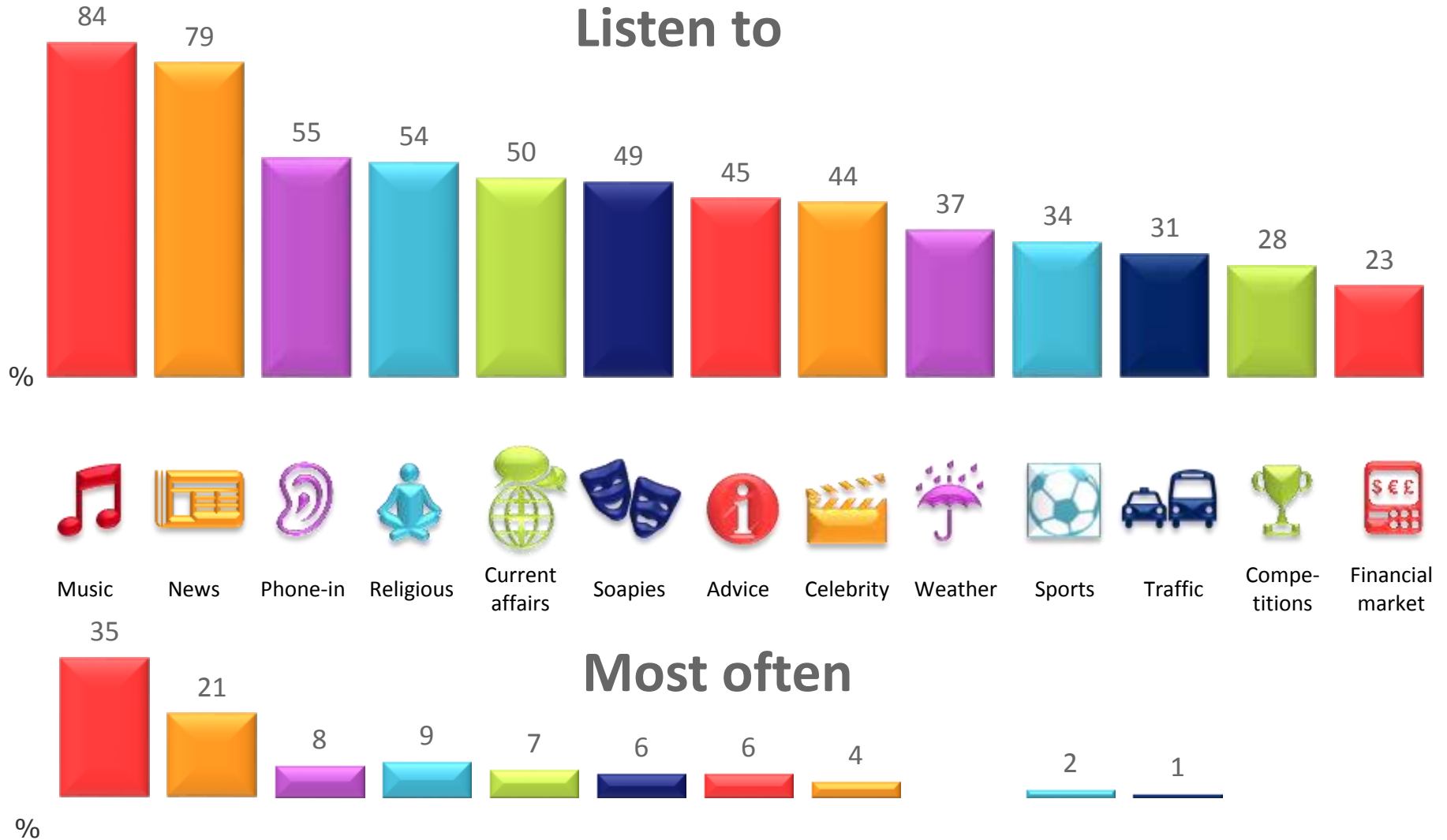
“And which do you listen to **most often**?”



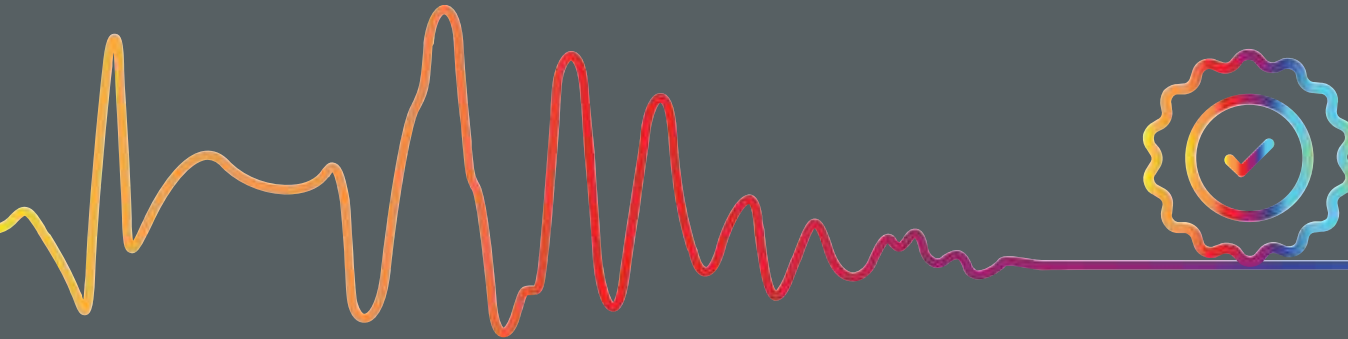
General radio preference,
not asked of a specific station

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

LISTEN TO/MOST OFTEN...

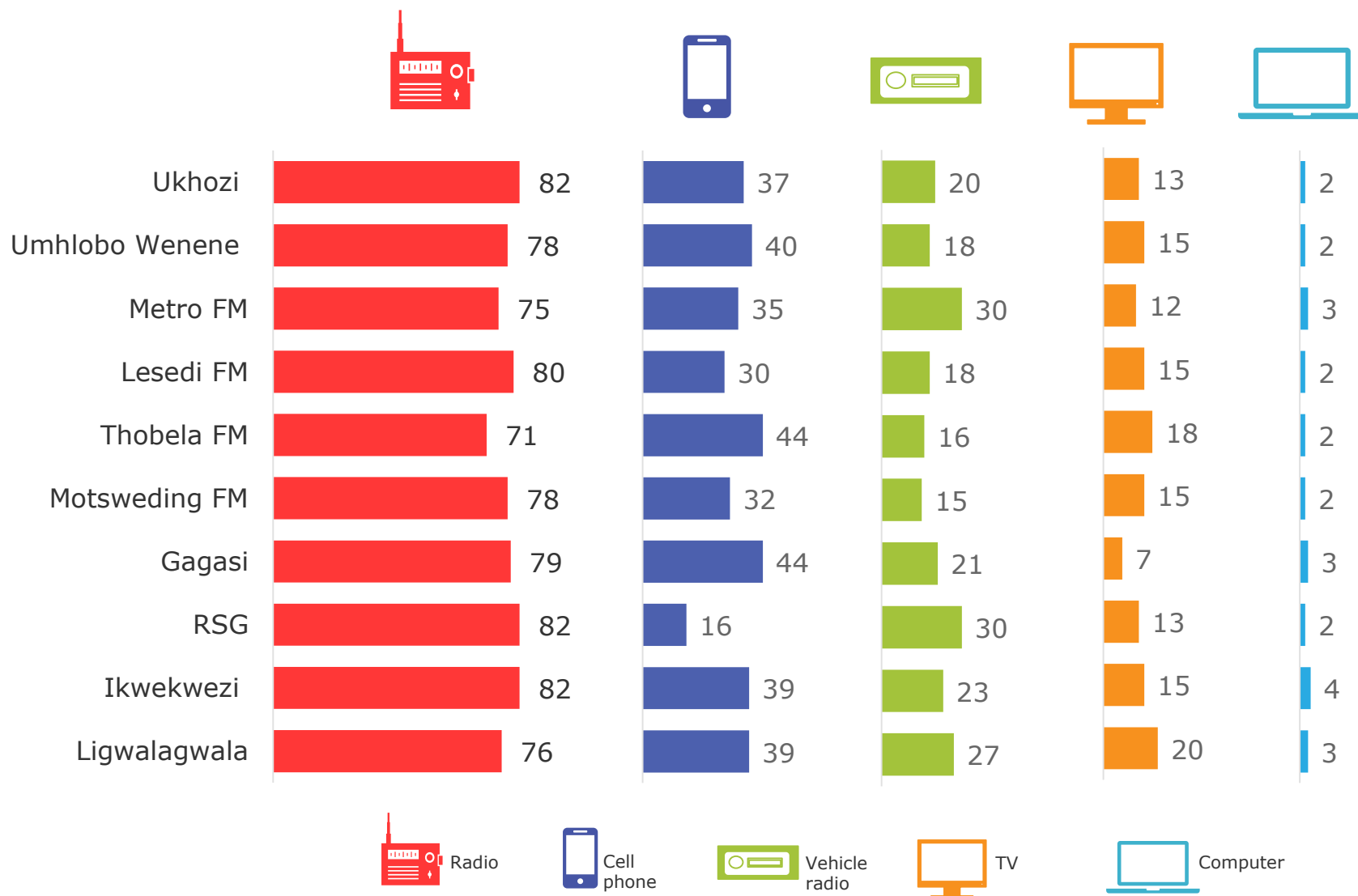


DEVICE & LOCATION



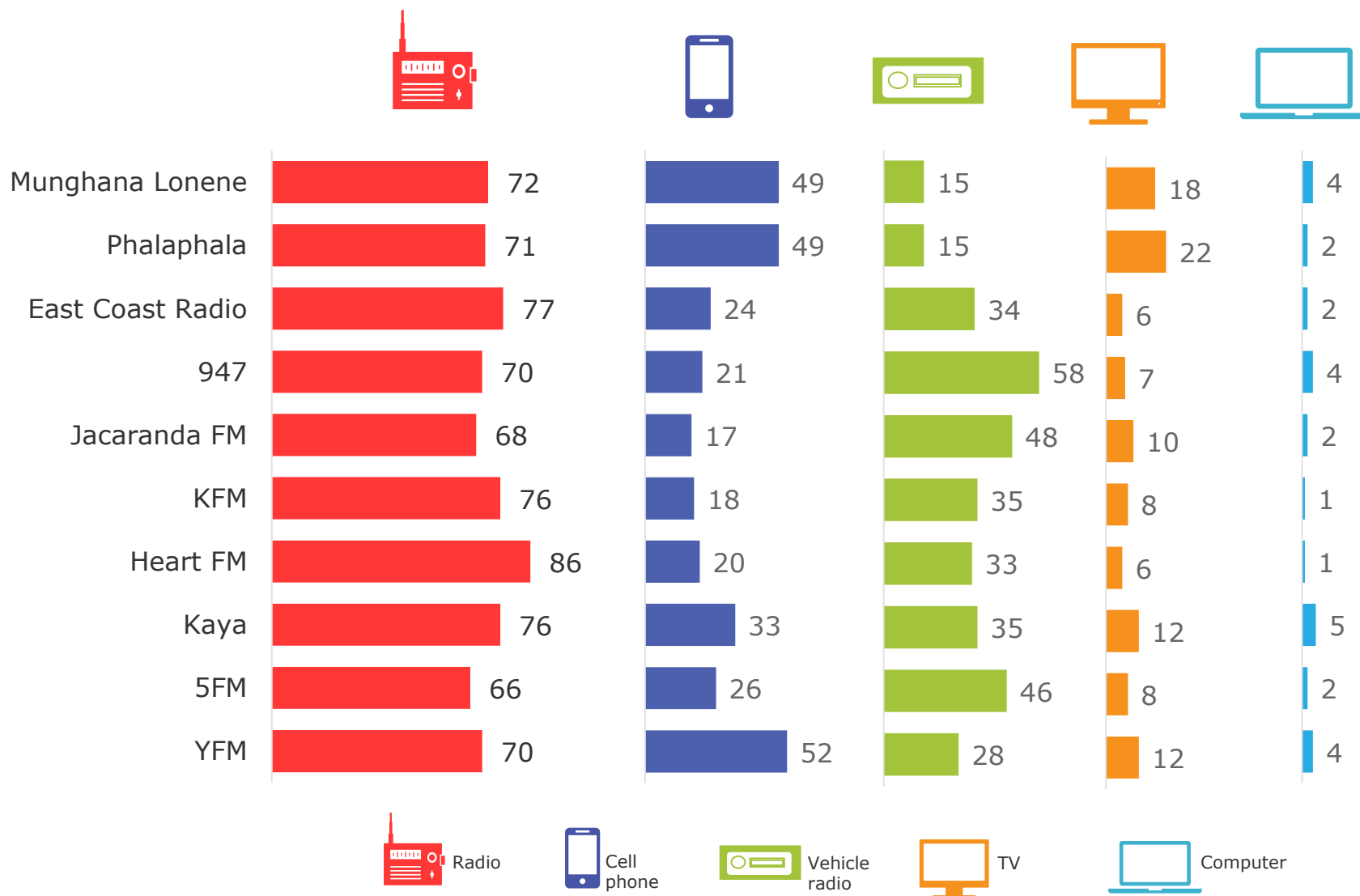
Station listening by **DEVICE**

Commercial and PBS



Station listening by **DEVICE**

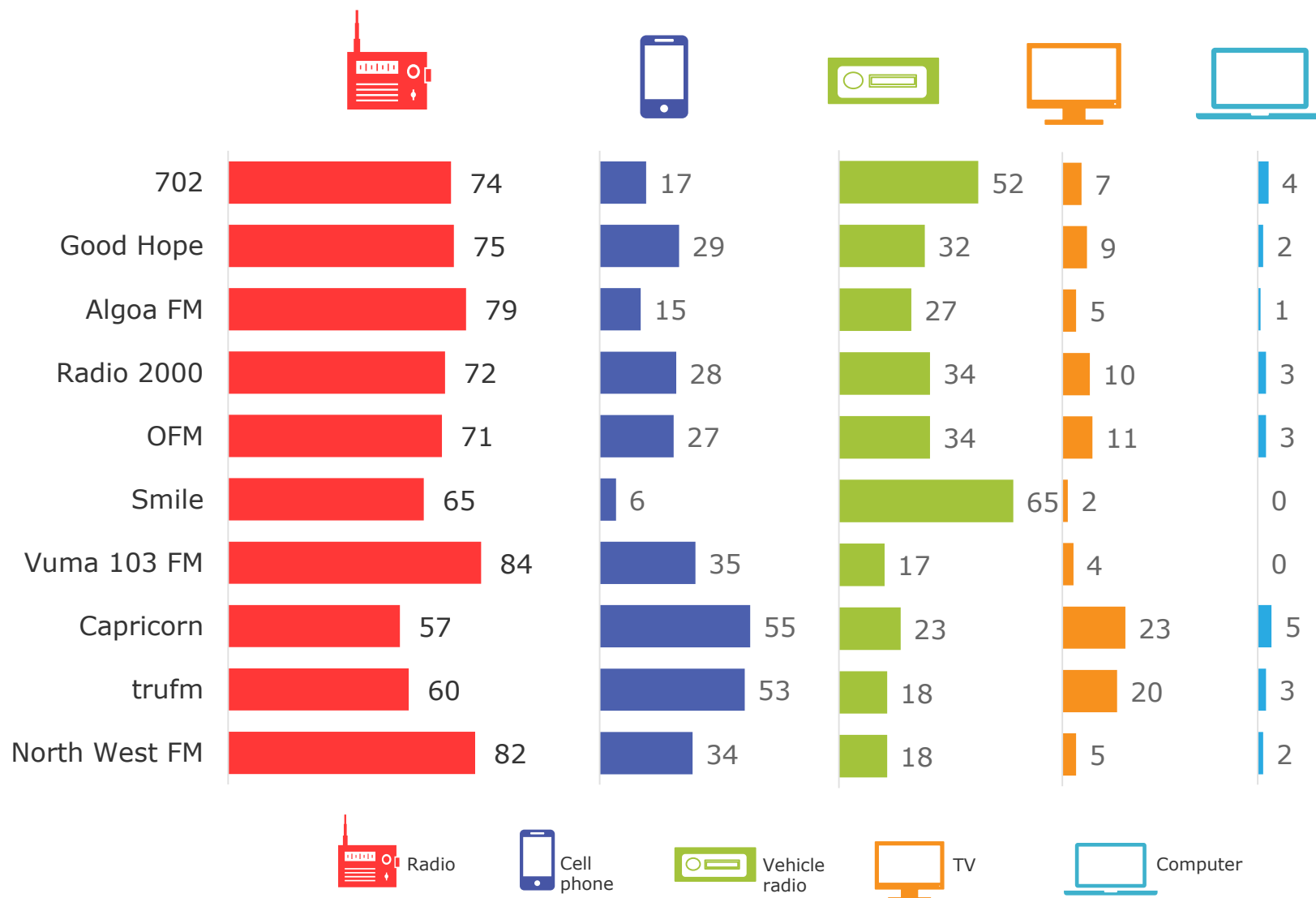
Commercial and PBS



Source: BRC RAM™ Jan'18-Dec'18 (National: n=60,297)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

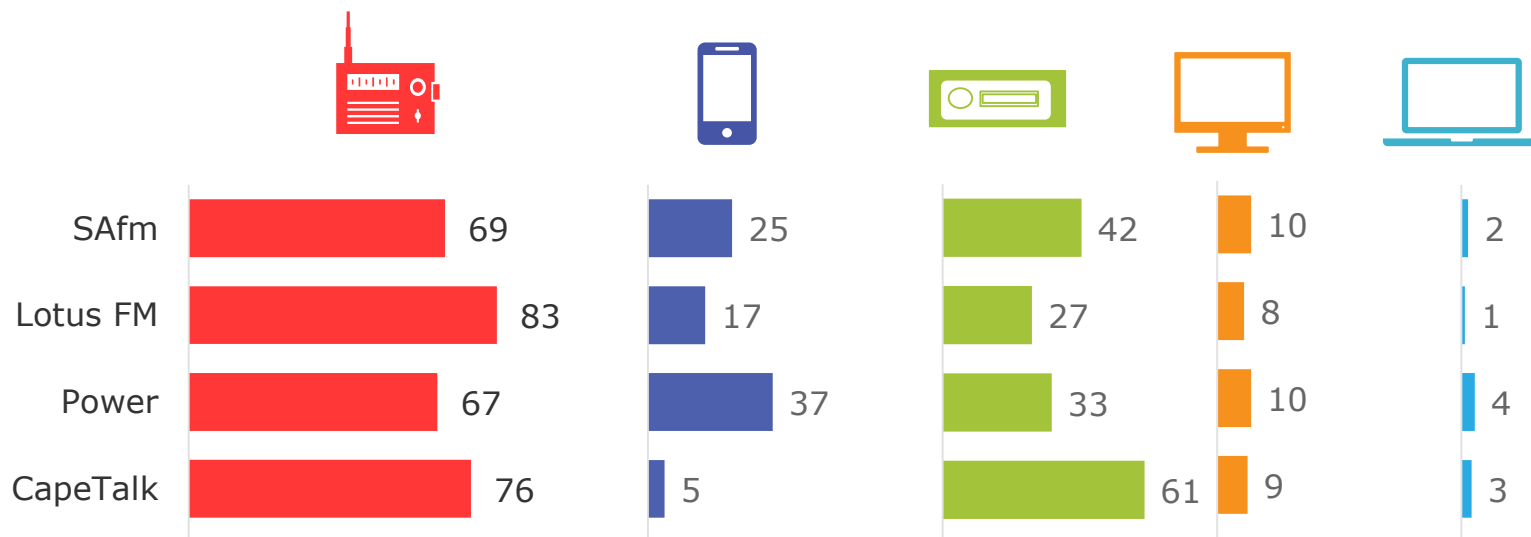
Commercial and PBS



Source: BRC RAM™ Jan'18-Dec'18 (National: n=60,297)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Commercial and PBS



Radio



Cell
phone



Vehicle
radio



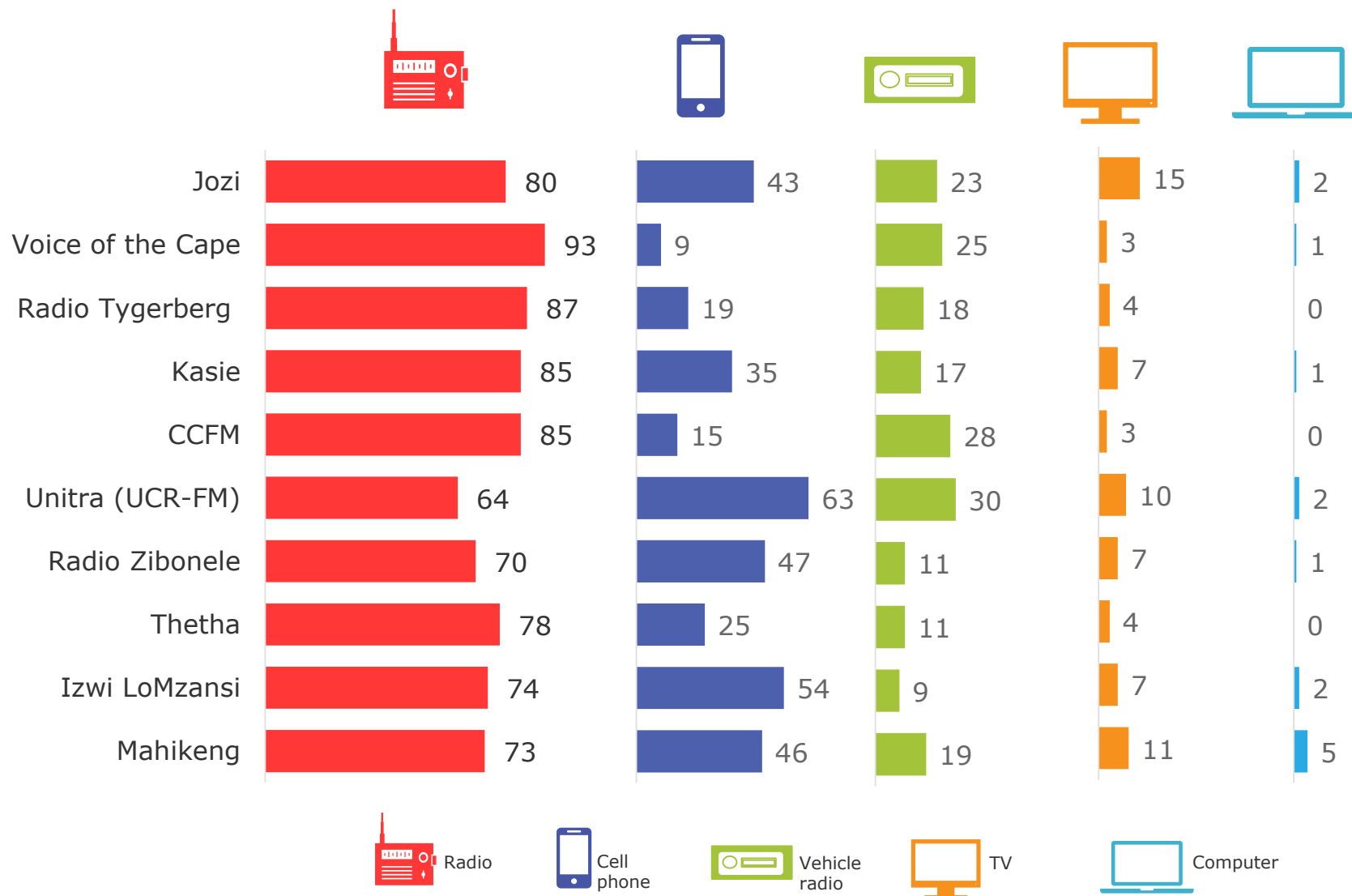
TV



Computer

Station listening by **DEVICE**

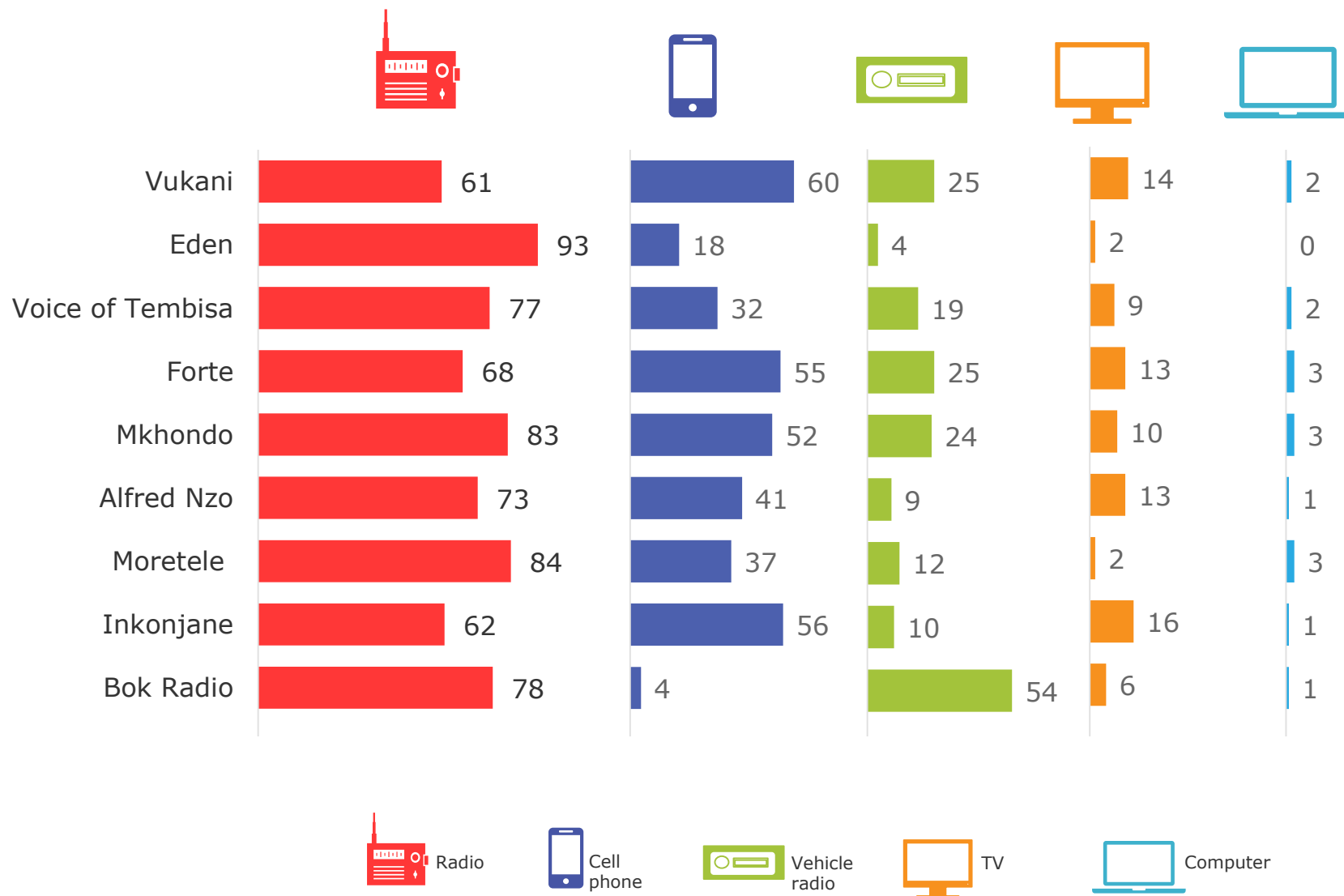
Community



Source: BRC RAM™ Jan'18-Dec'18 (National: n=60,297)
Stations ranked on avg. daily audience (Mon-Sun)

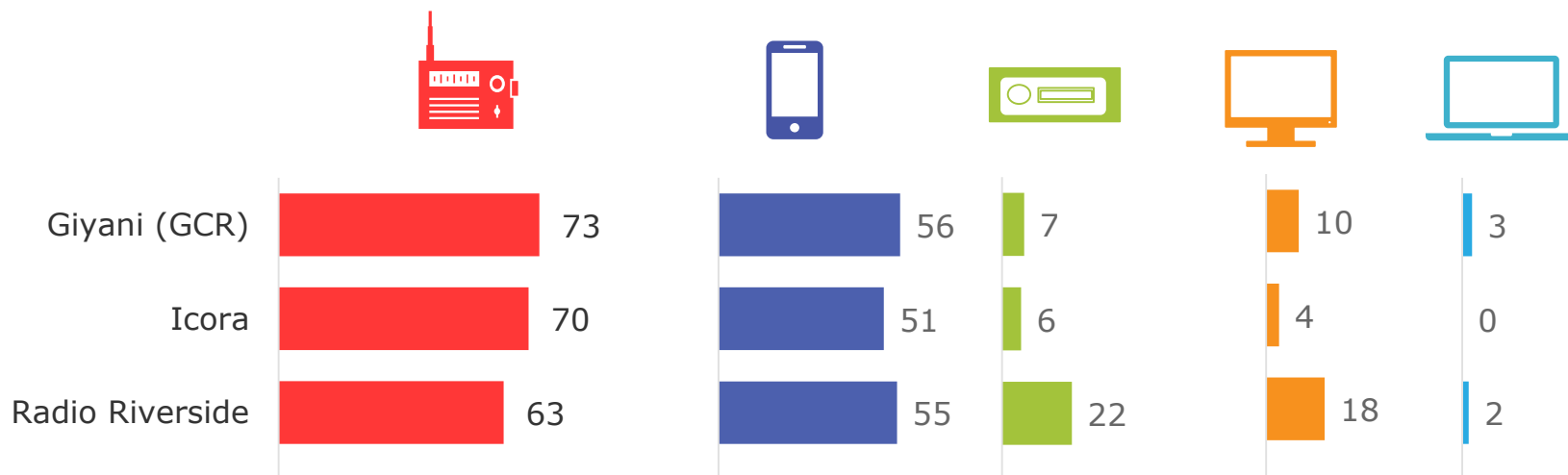
Station listening by **DEVICE**

Community



Station listening by **DEVICE**

Community



Radio



Cell
phone



Vehicle
radio



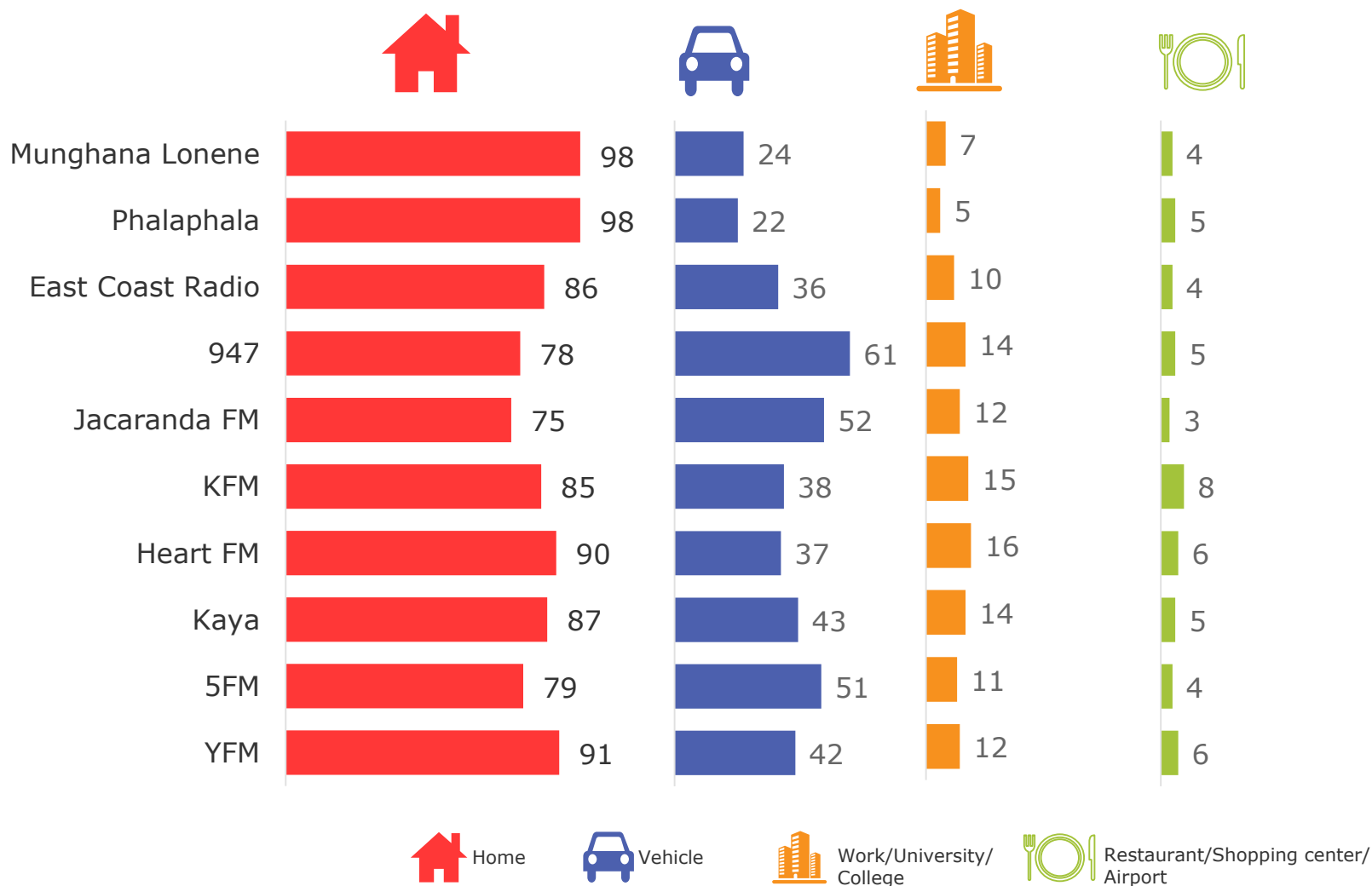
TV



Computer

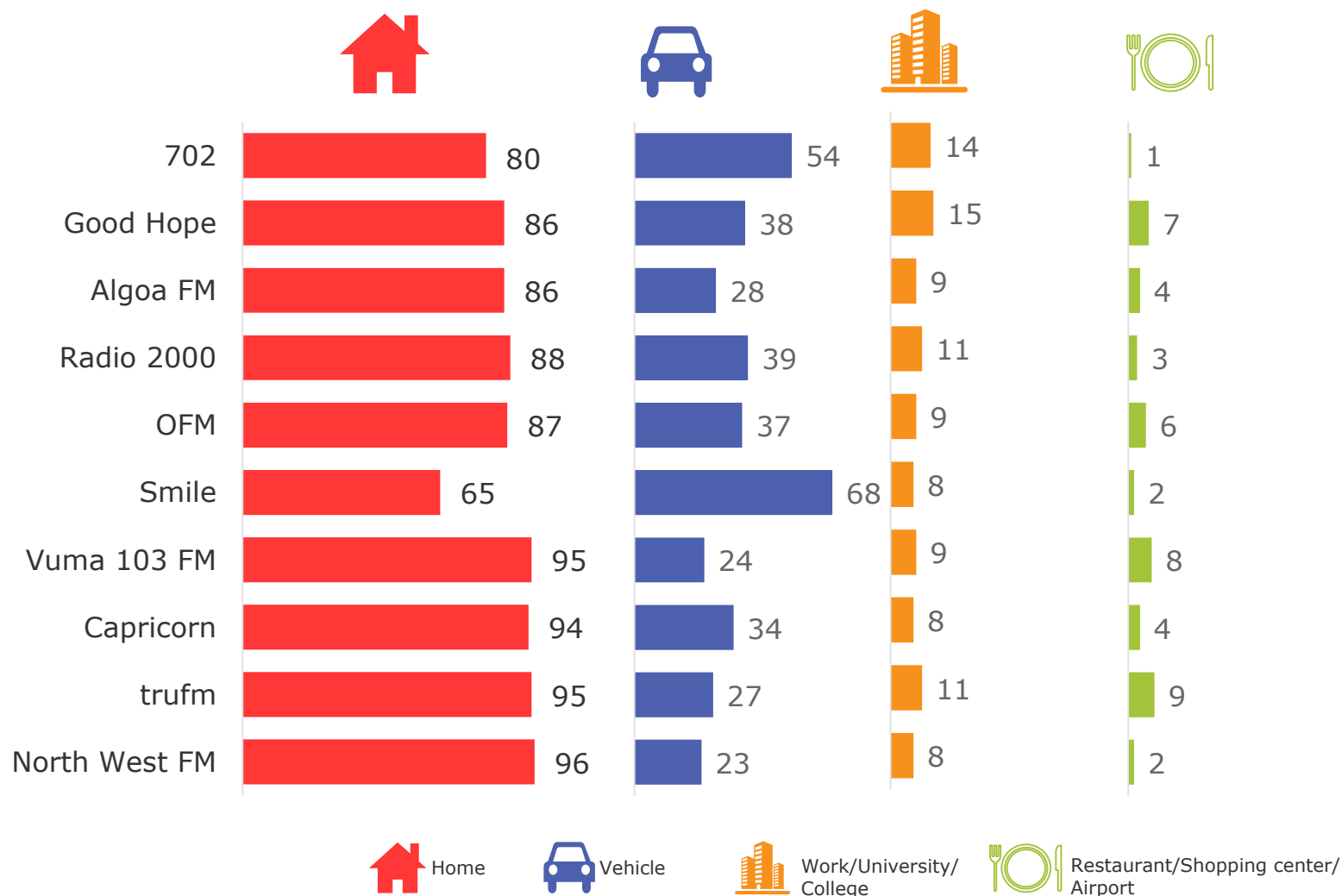
Station listening by LOCATION

Commercial and PBS



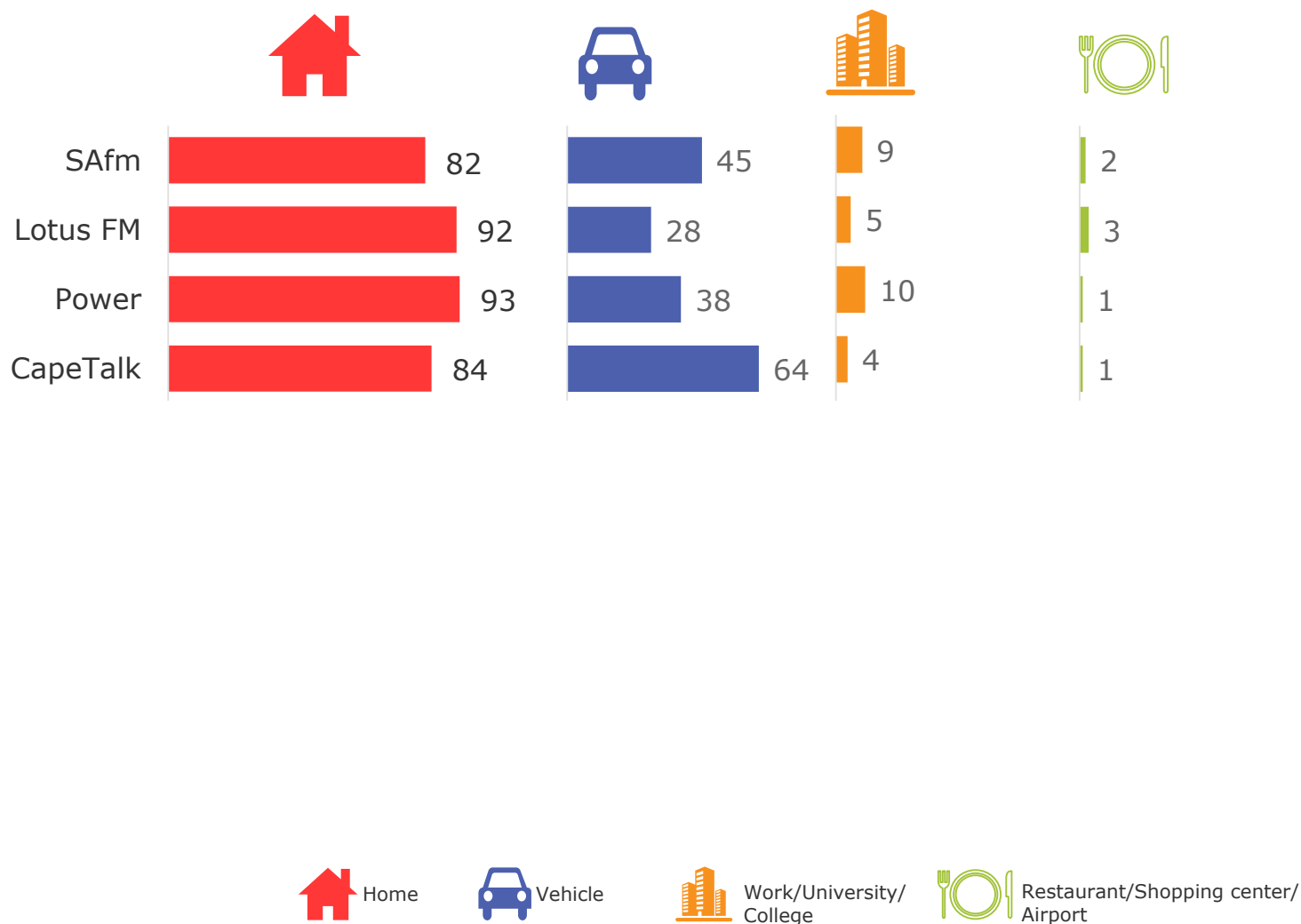
Station listening by LOCATION

Commercial and PBS



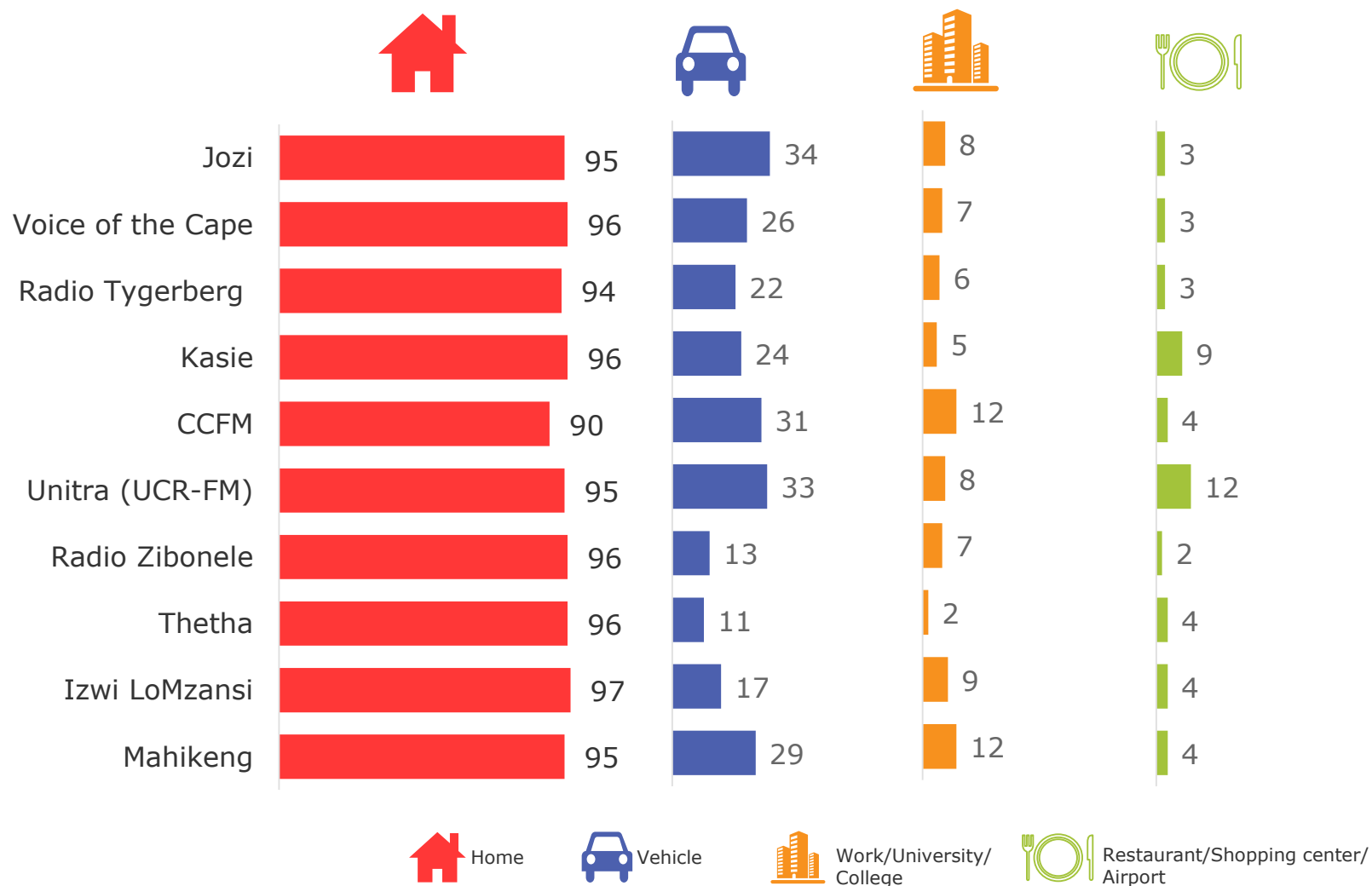
Station listening by LOCATION

Commercial and PBS



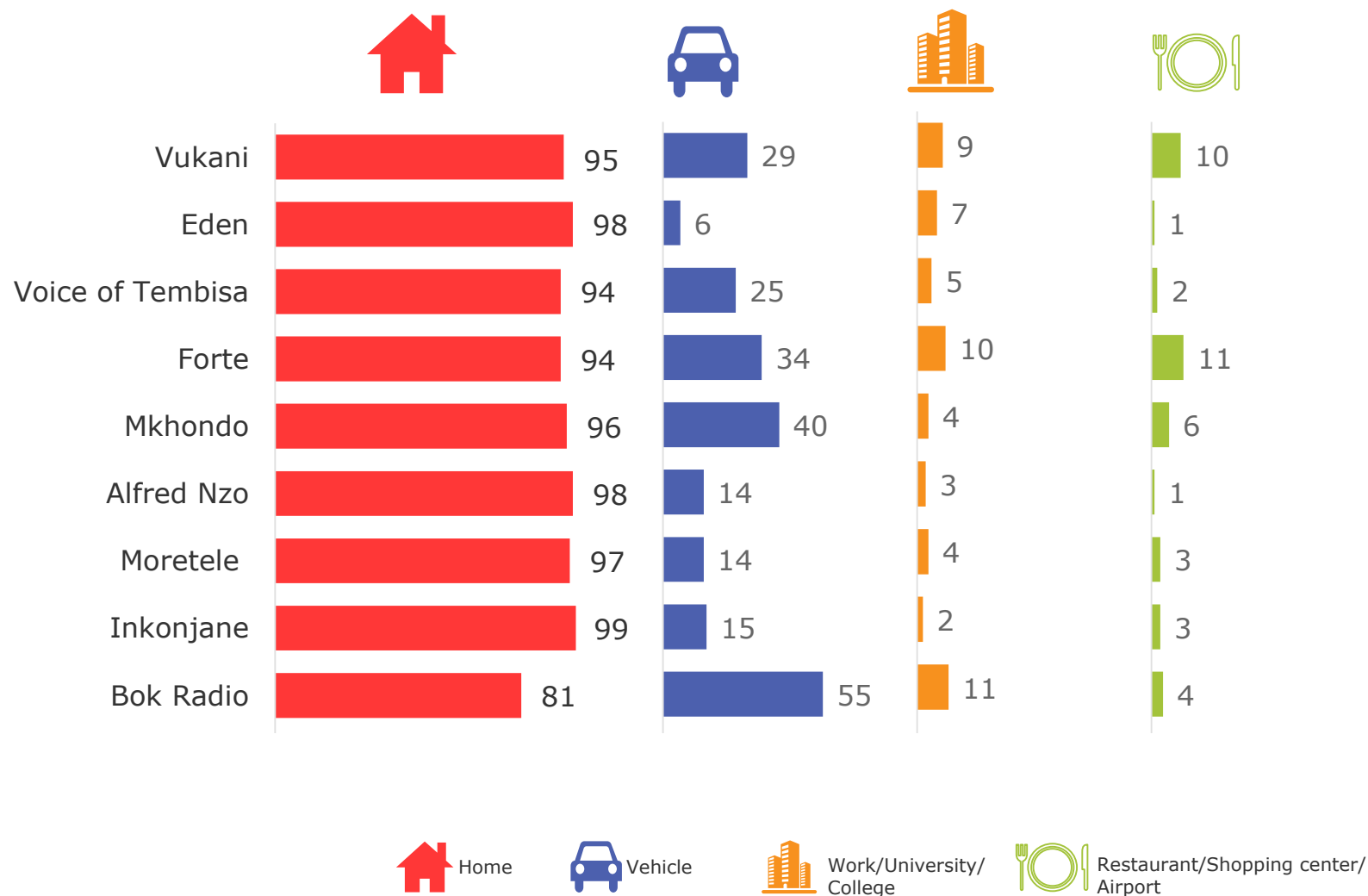
Station listening by LOCATION

Community



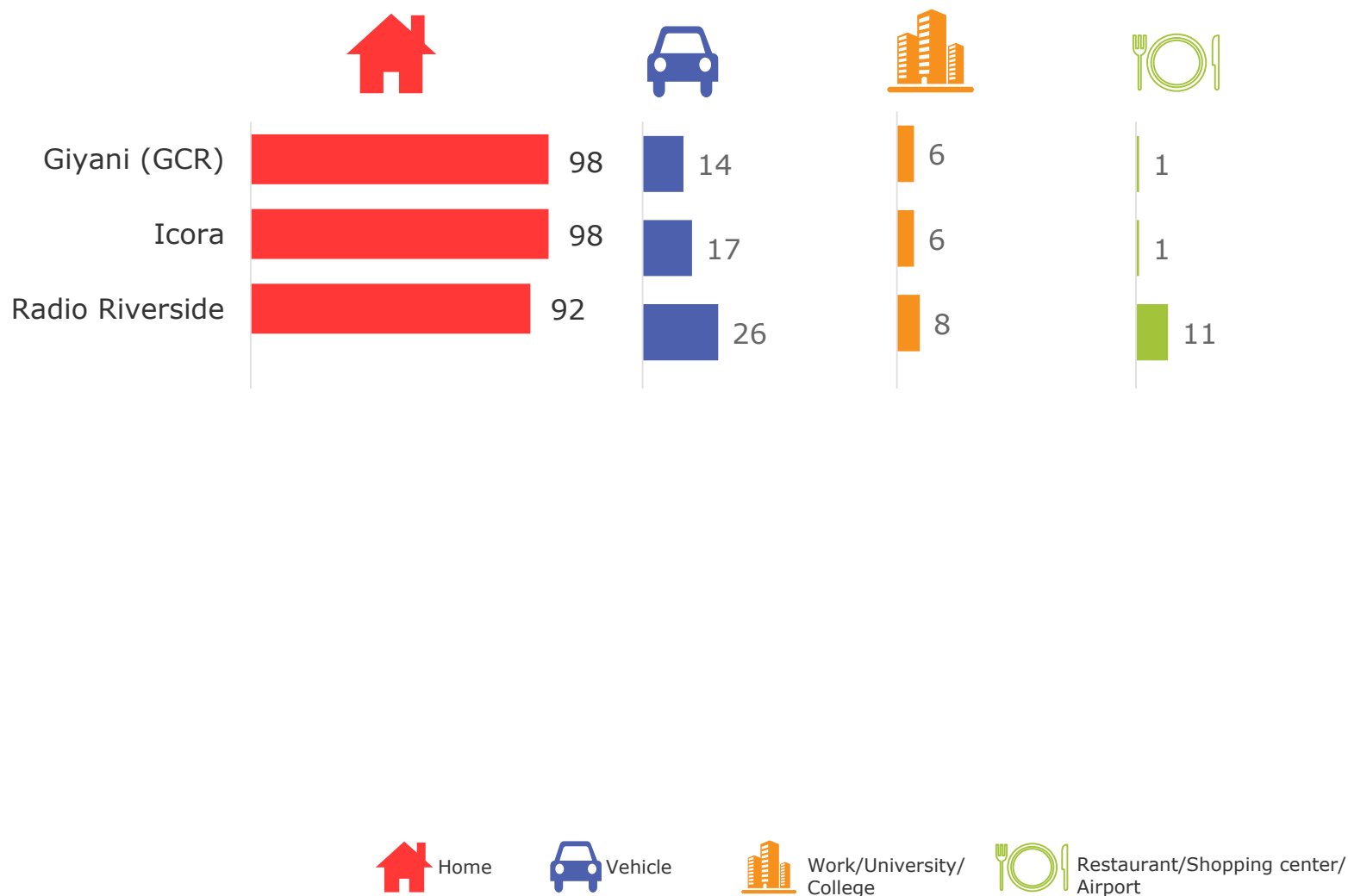
Station listening by LOCATION

Community

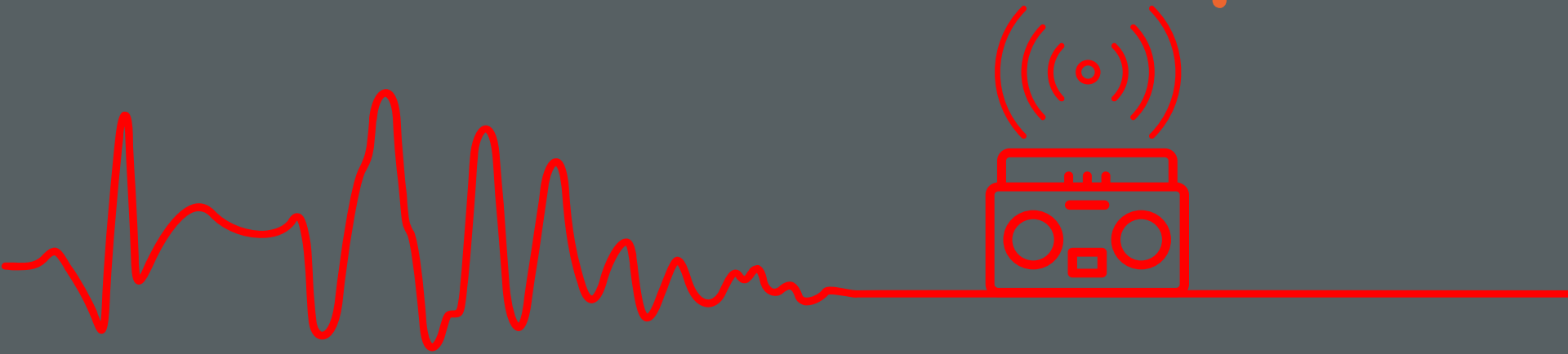


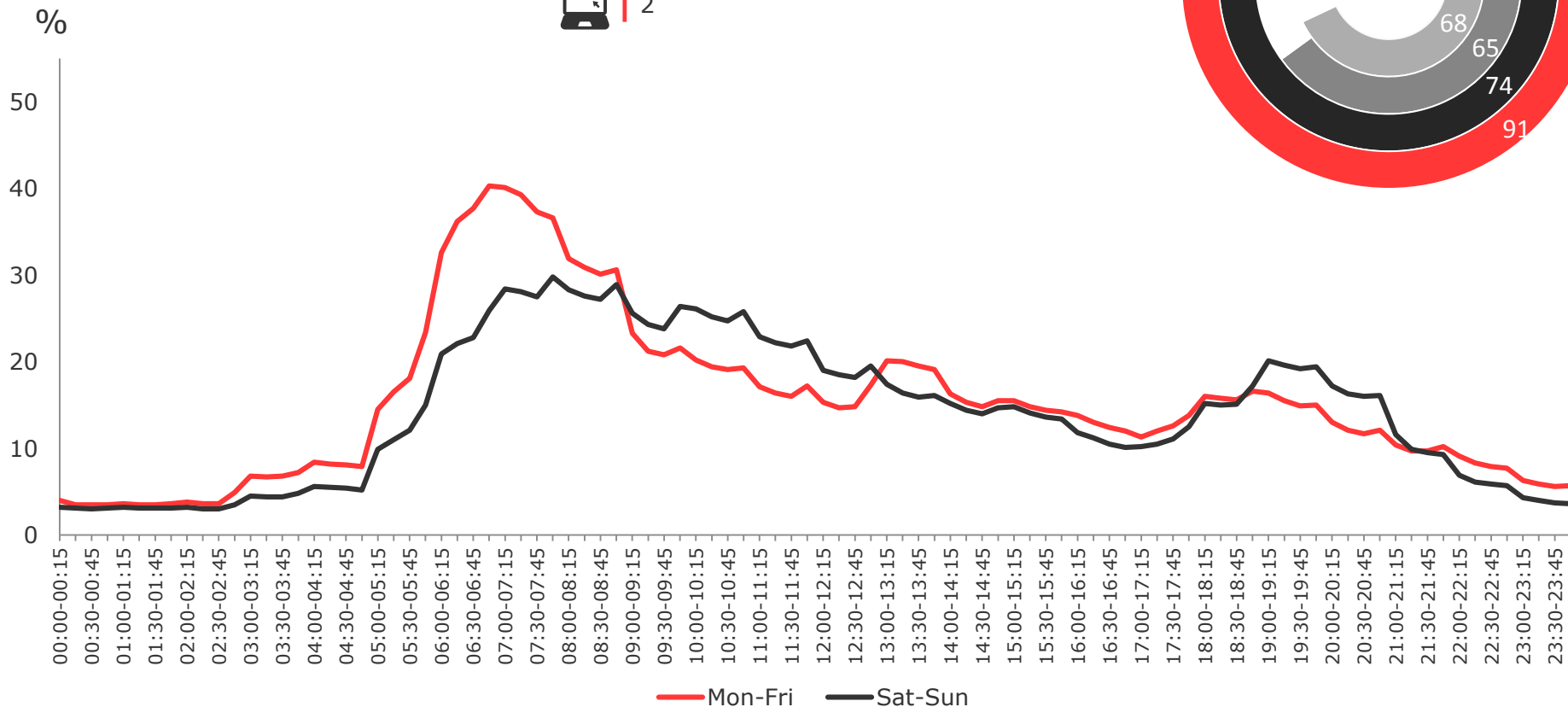
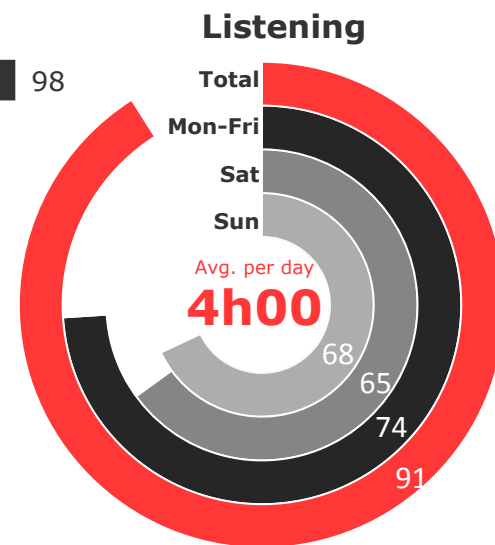
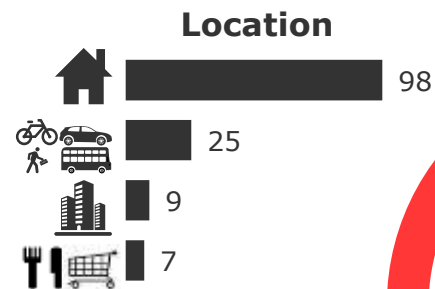
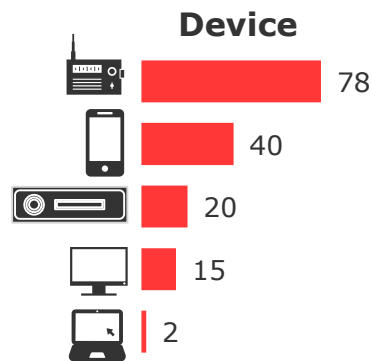
Station listening by LOCATION

Community



THE PROVINCES





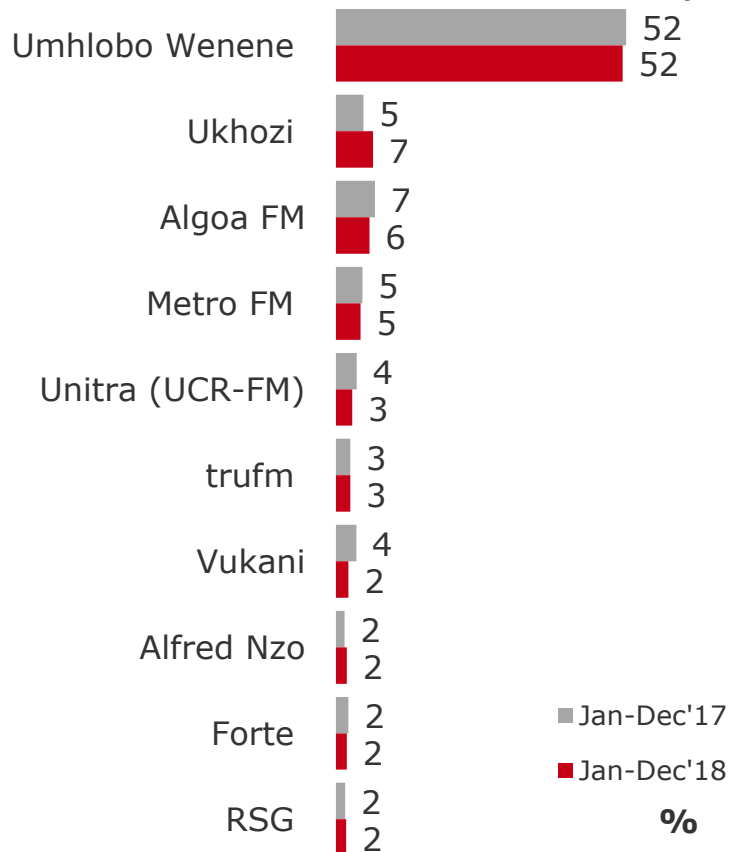
Eastern Cape

EASTERN CAPE - SHARE

Share of Audience



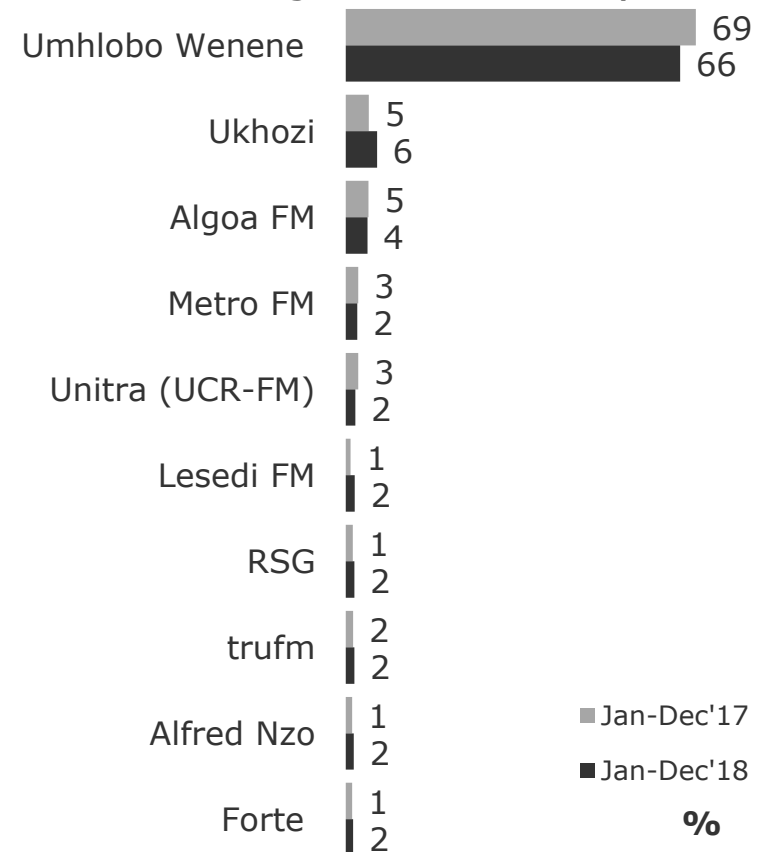
(% of 4.4m listeners who listen in a week)

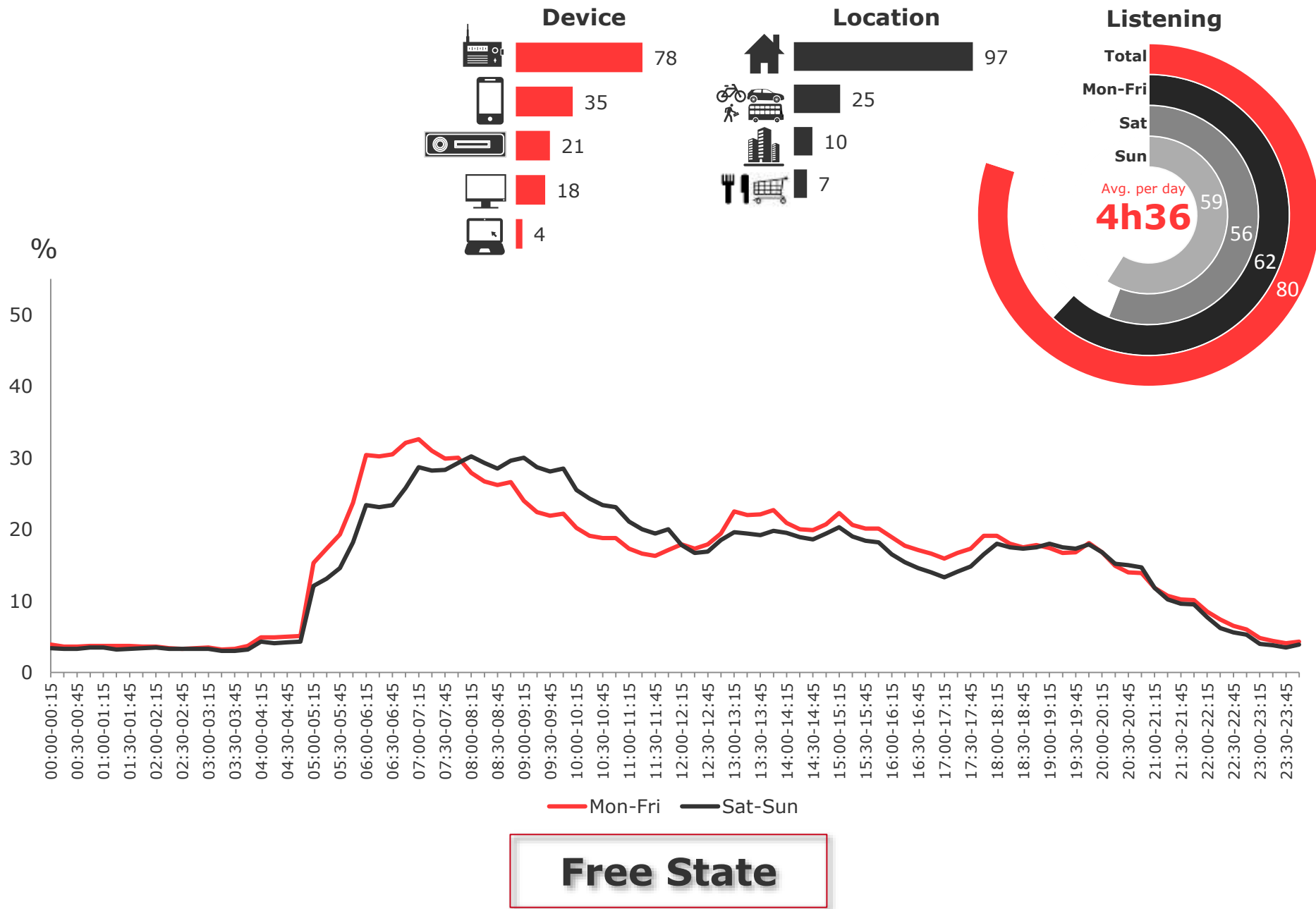


Share of Listening



(% of 7.3b listening minutes a week)



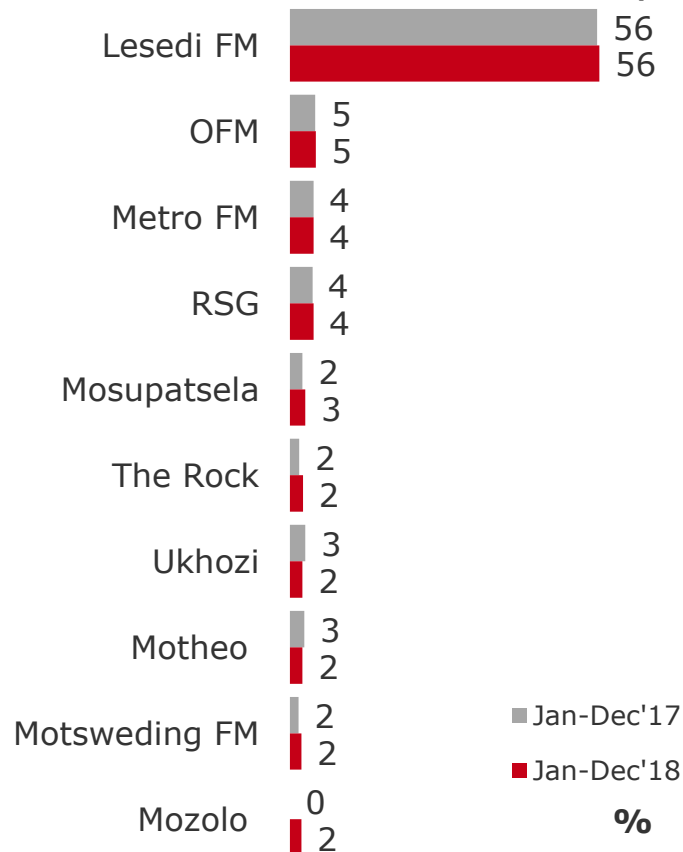


FREE STATE - SHARE

Share of Audience



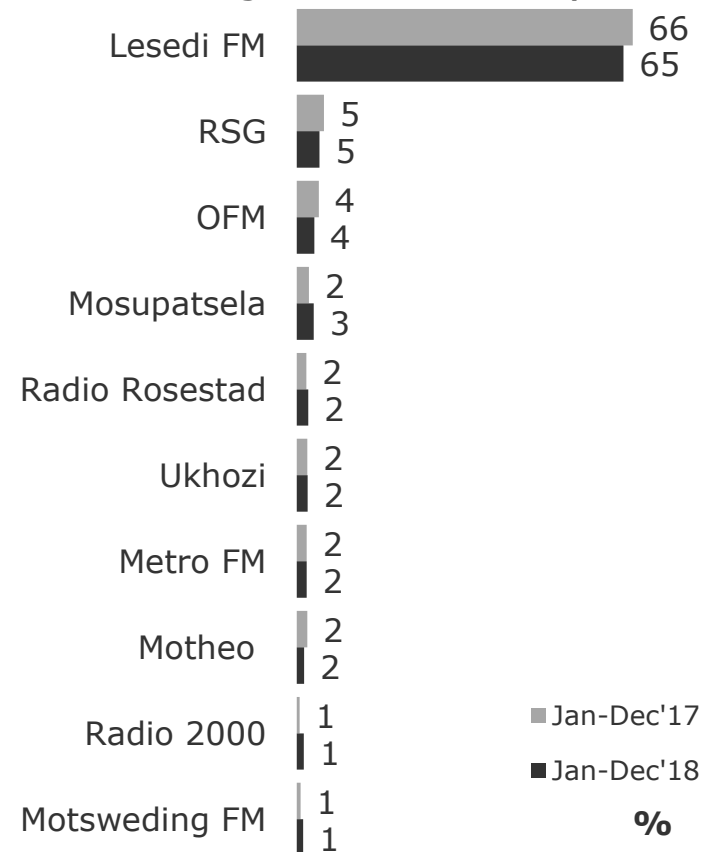
(% of 1.6m listeners who listen in a week)

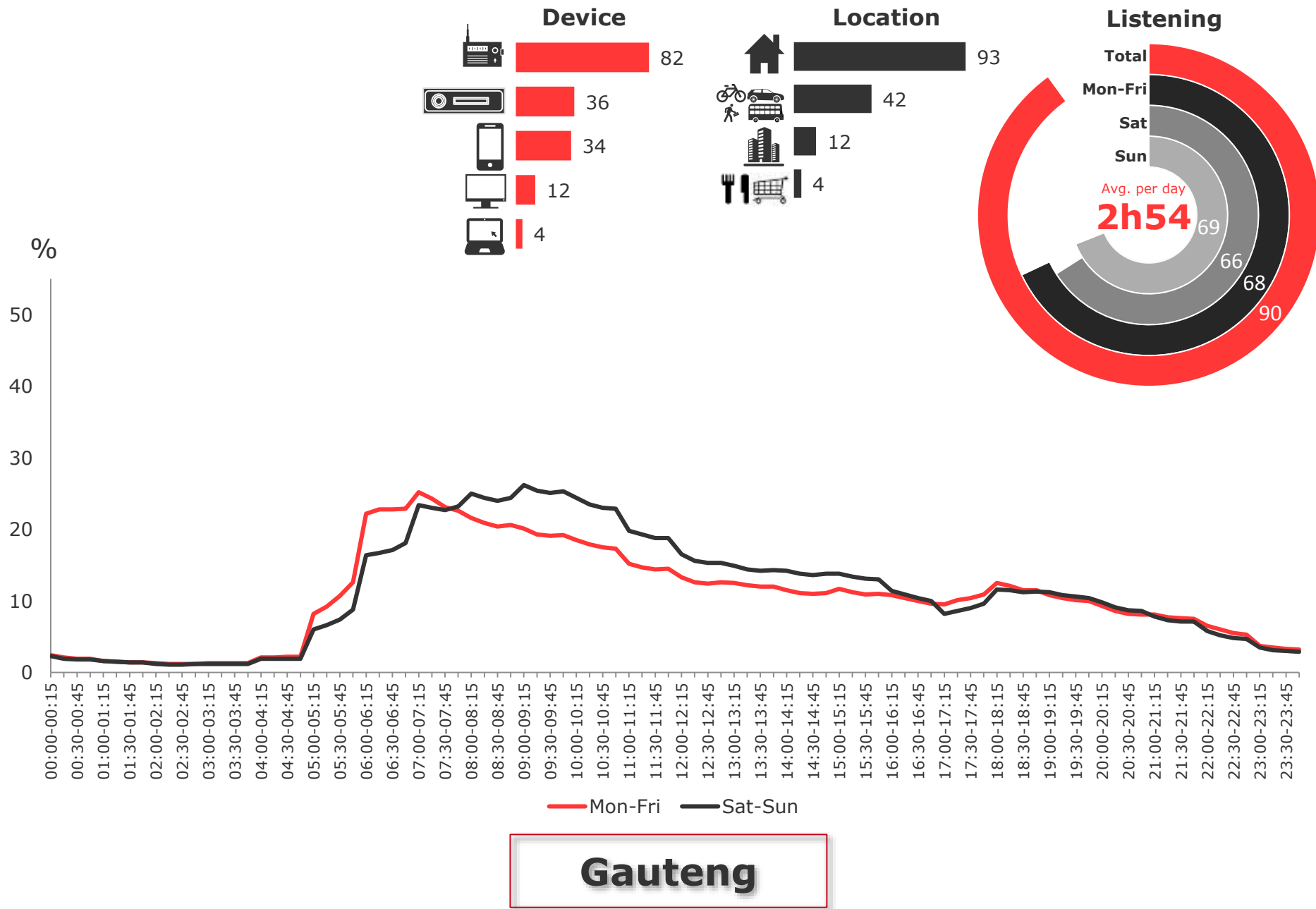


Share of Listening



(% of 3.2b listening minutes a week)



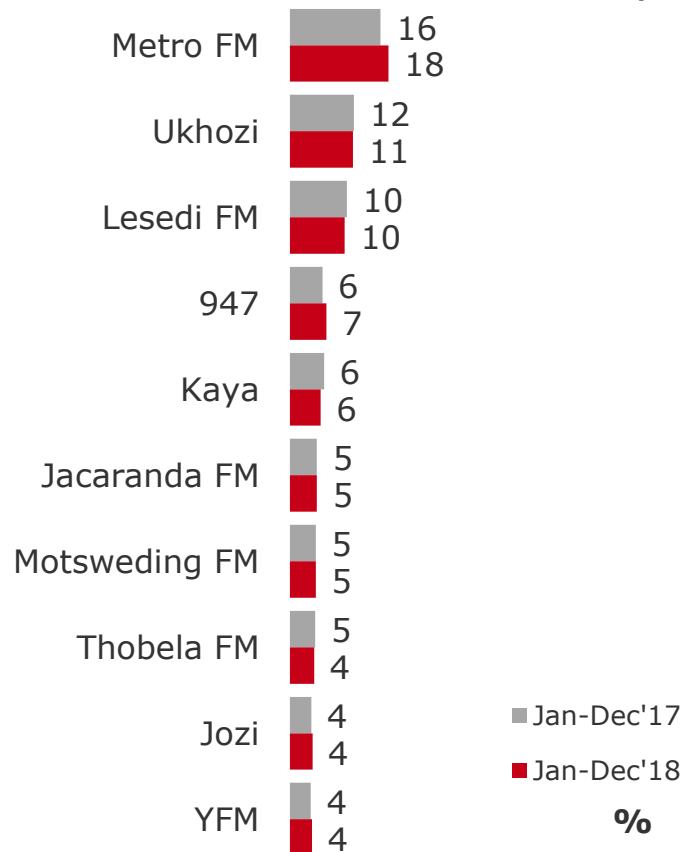


GAUTENG - SHARE

Share of Audience



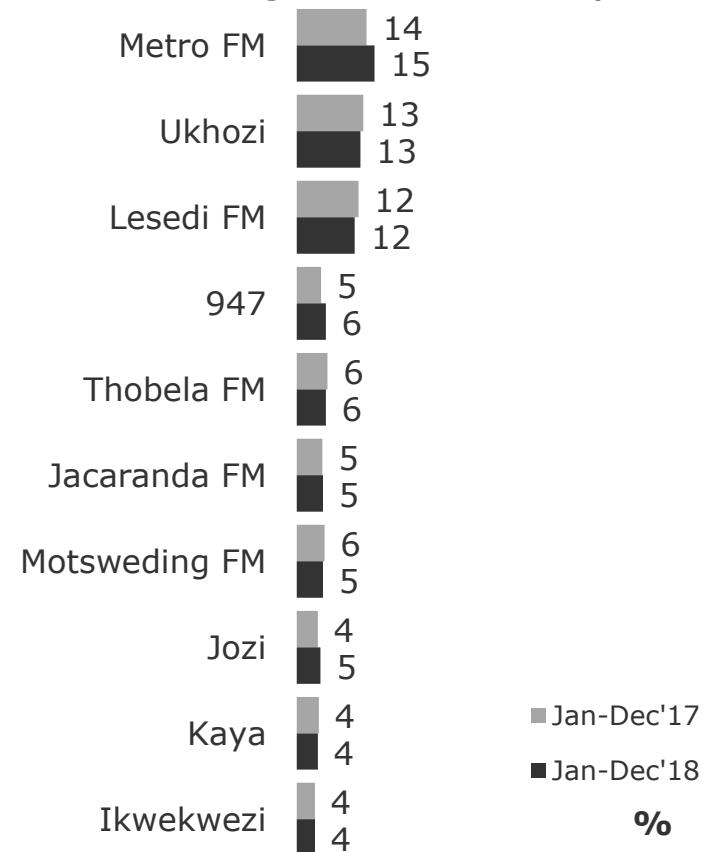
(% of 9.2m listeners who listen in a week)

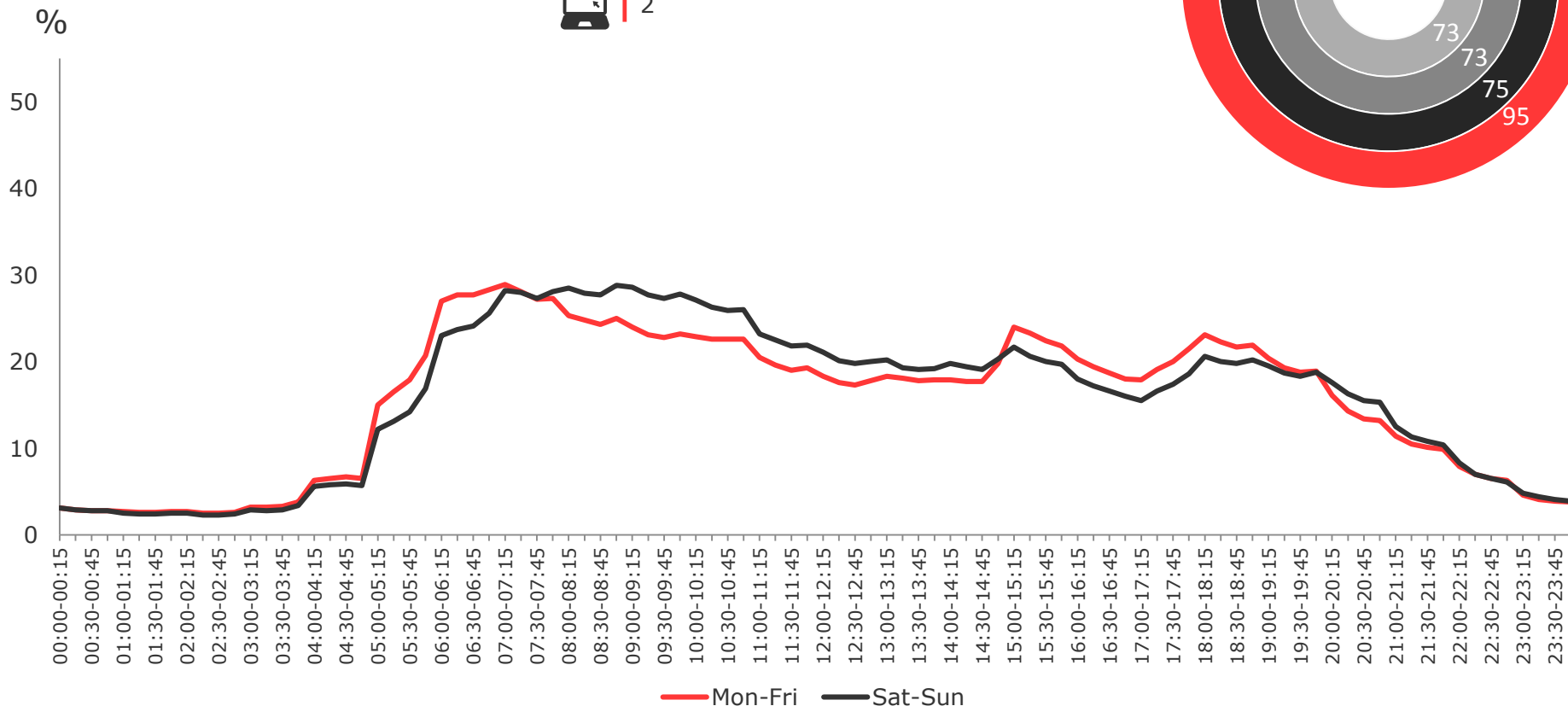
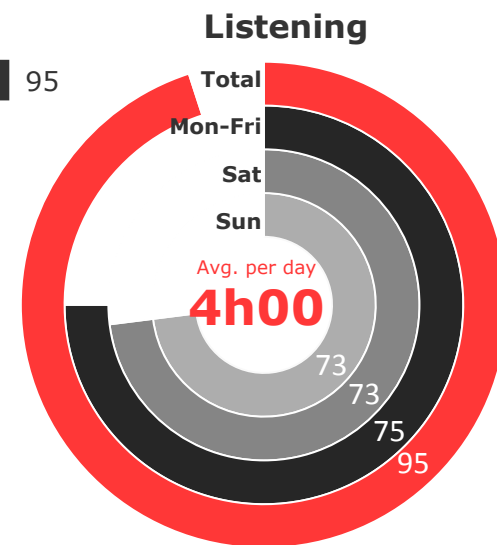
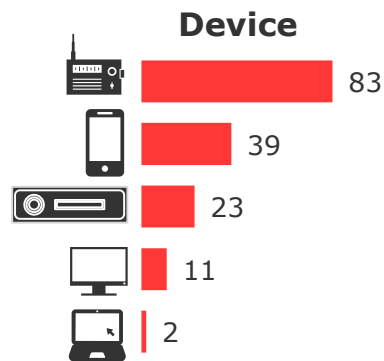


Share of Listening



(% of 11.1b listening minutes a week)





KwaZulu-Natal

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

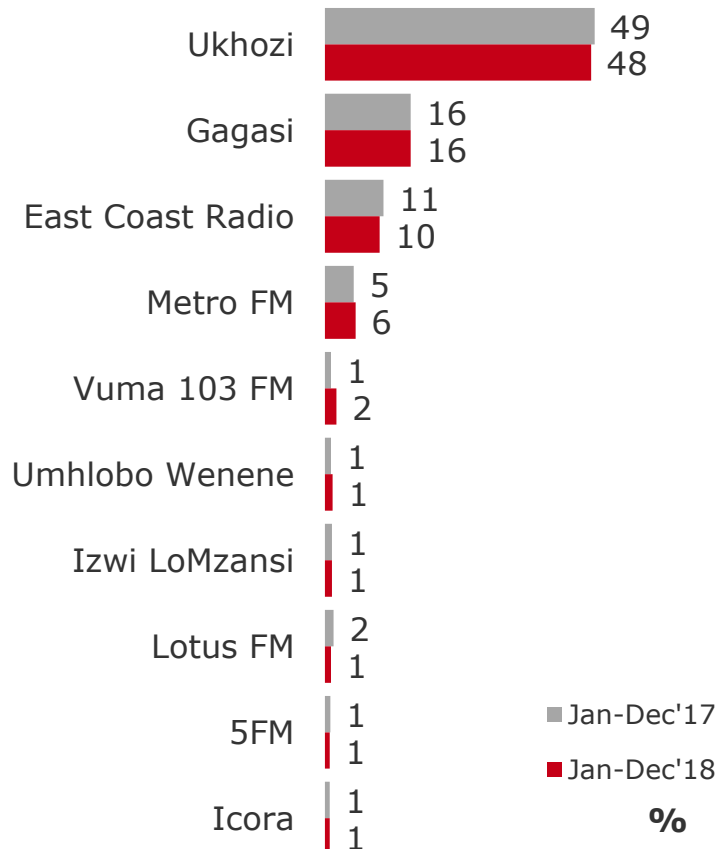
Source: BRC RAM™ Jan'18-Dec'18 (KwaZulu-Natal: n=9,088)

KWAZULU-NATAL - SHARE

Share of Audience



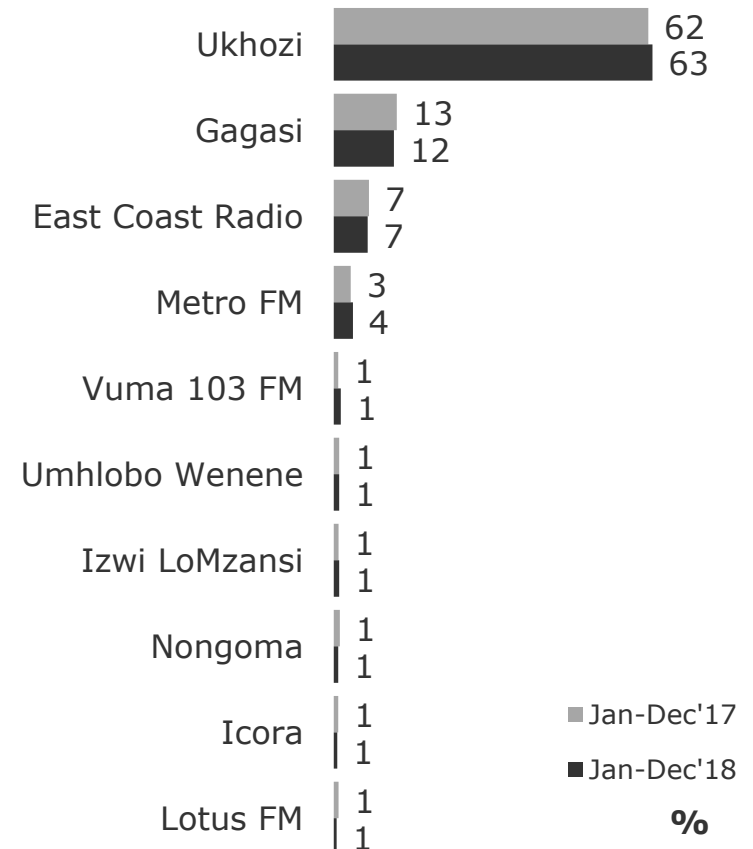
(% of 7.2m listeners who listen in a week)

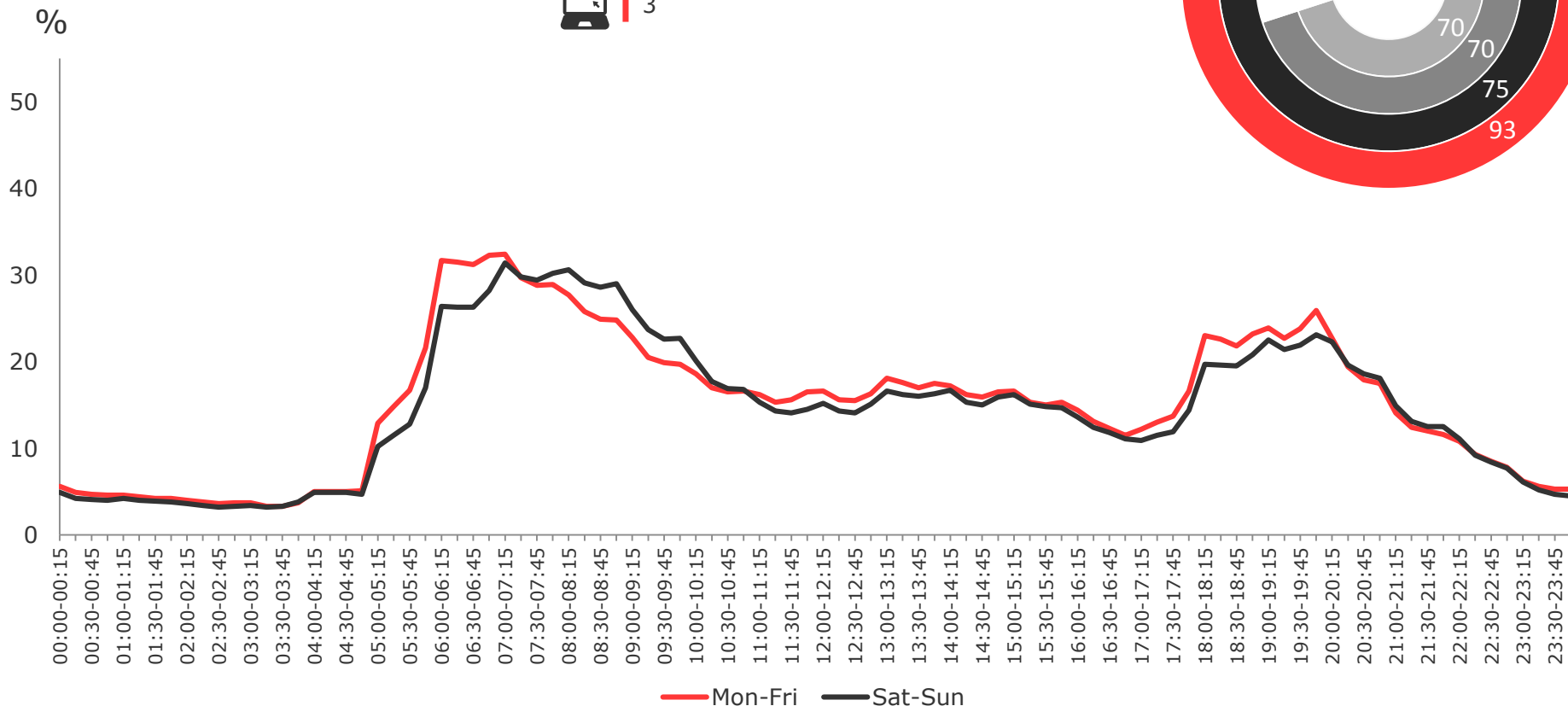
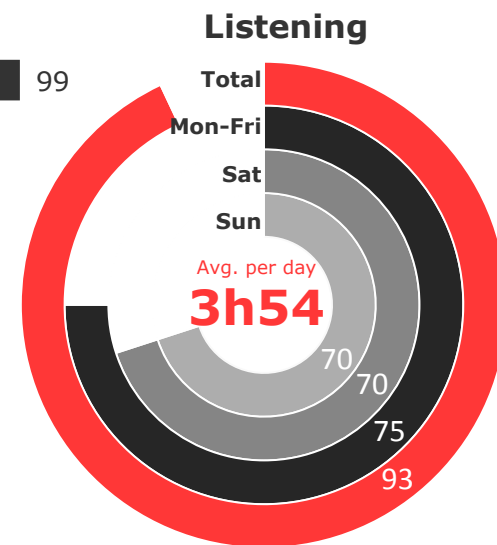
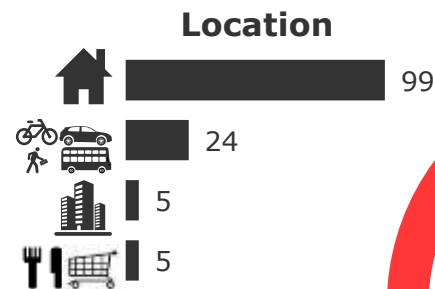
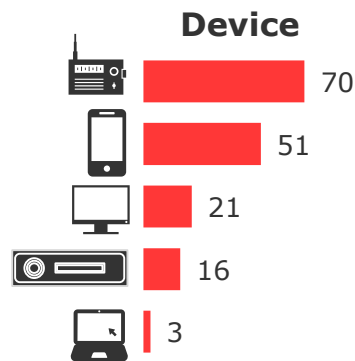


Share of Listening



(% of 12.1b listening minutes a week)





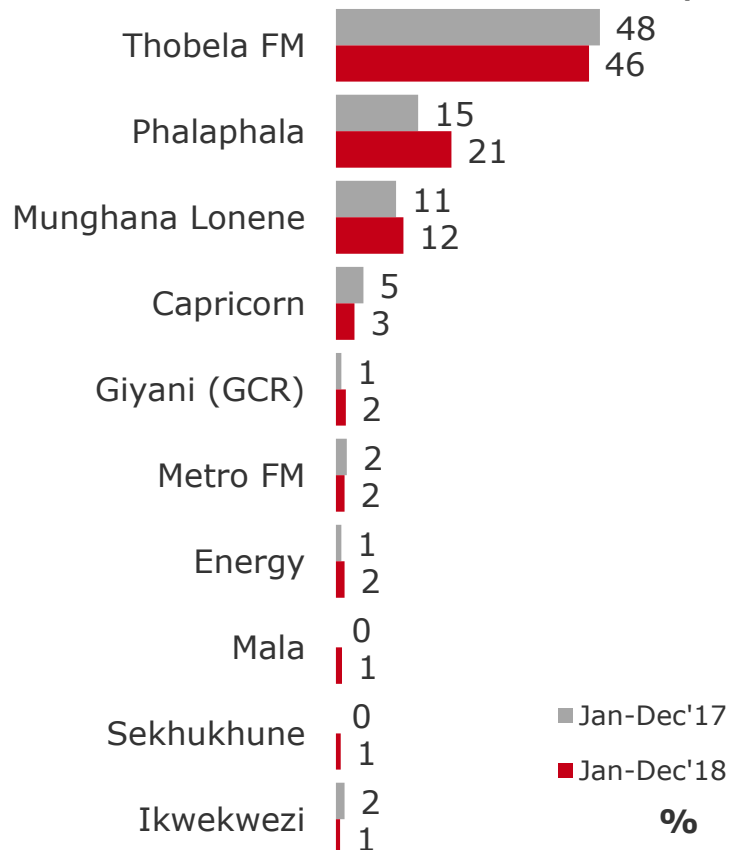
Limpopo

LIMPOPO - SHARE

Share of Audience



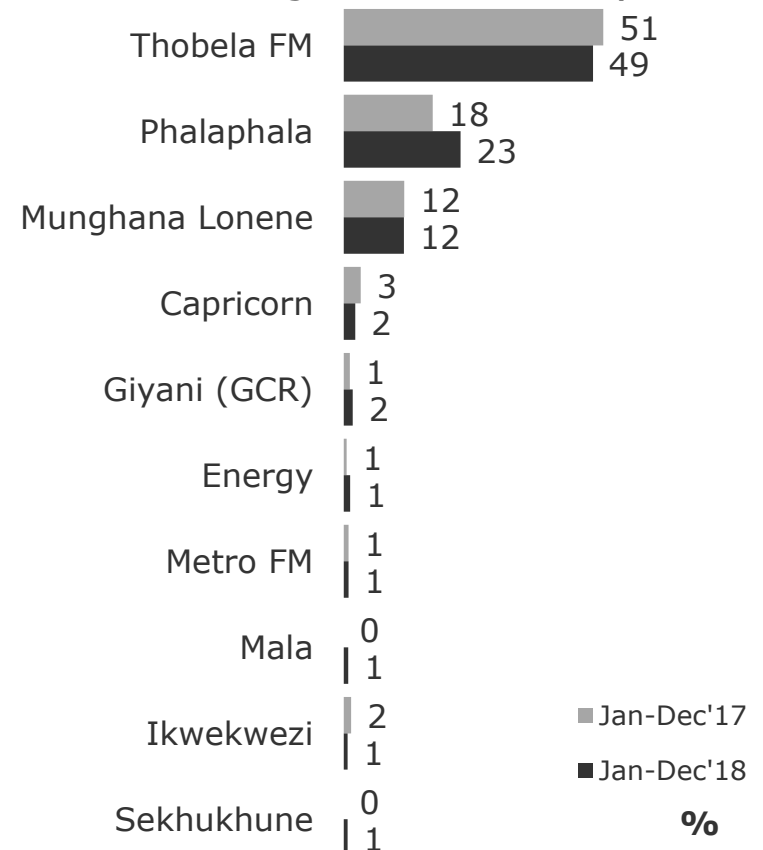
(% of 3.6m listeners who listen in a week)

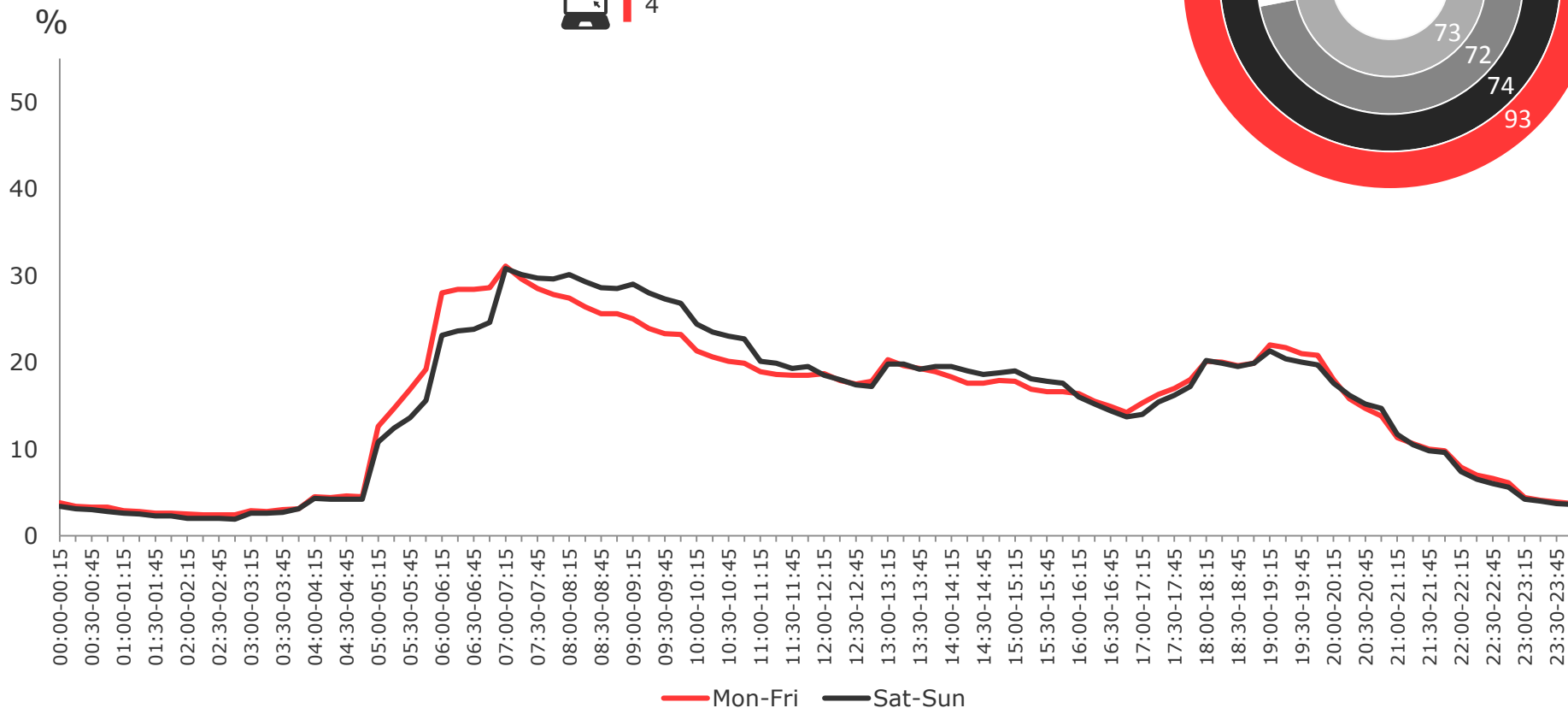
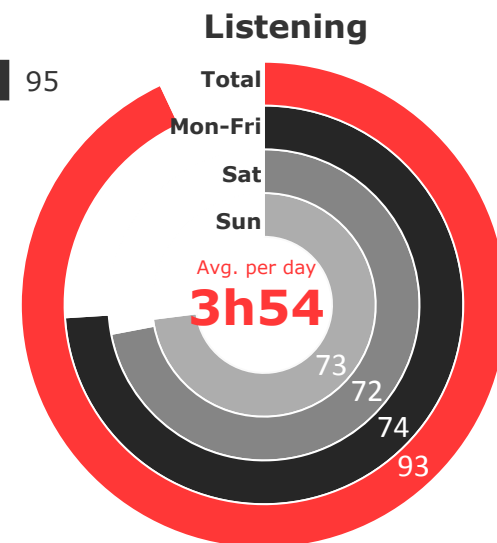
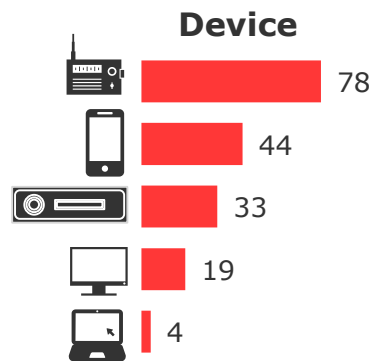


Share of Listening



(% of 5.9b listening minutes a week)





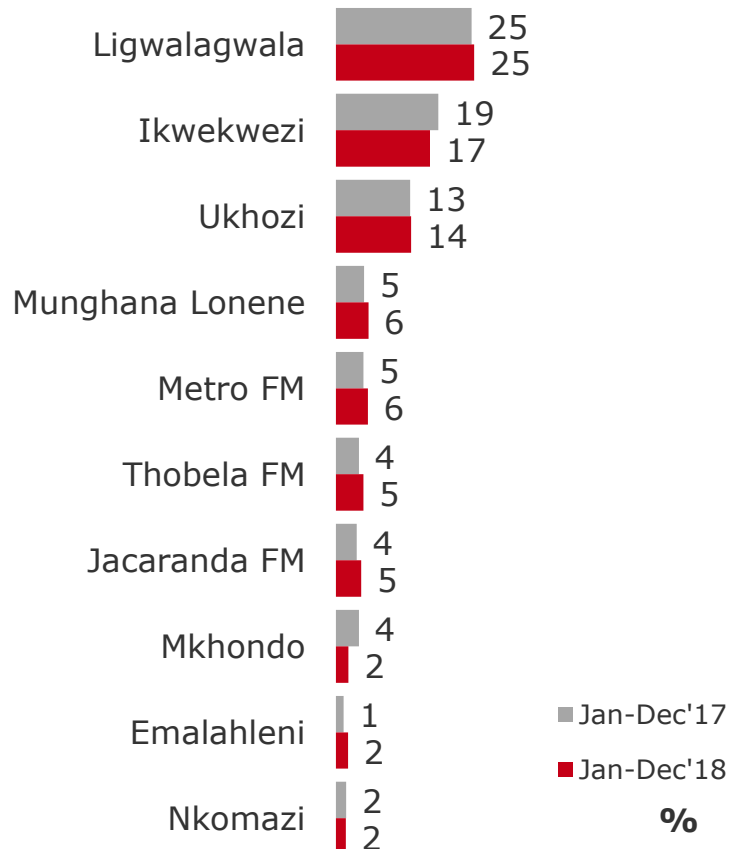
Mpumalanga

MPUMALANGA - SHARE

Share of Audience



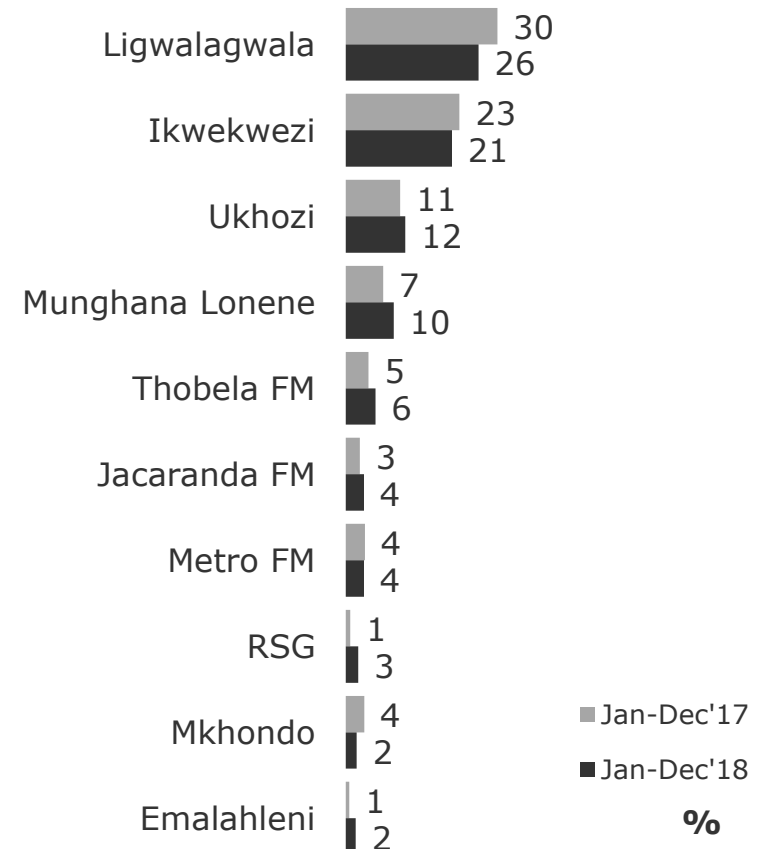
(% of 2.8m listeners who listen in a week)

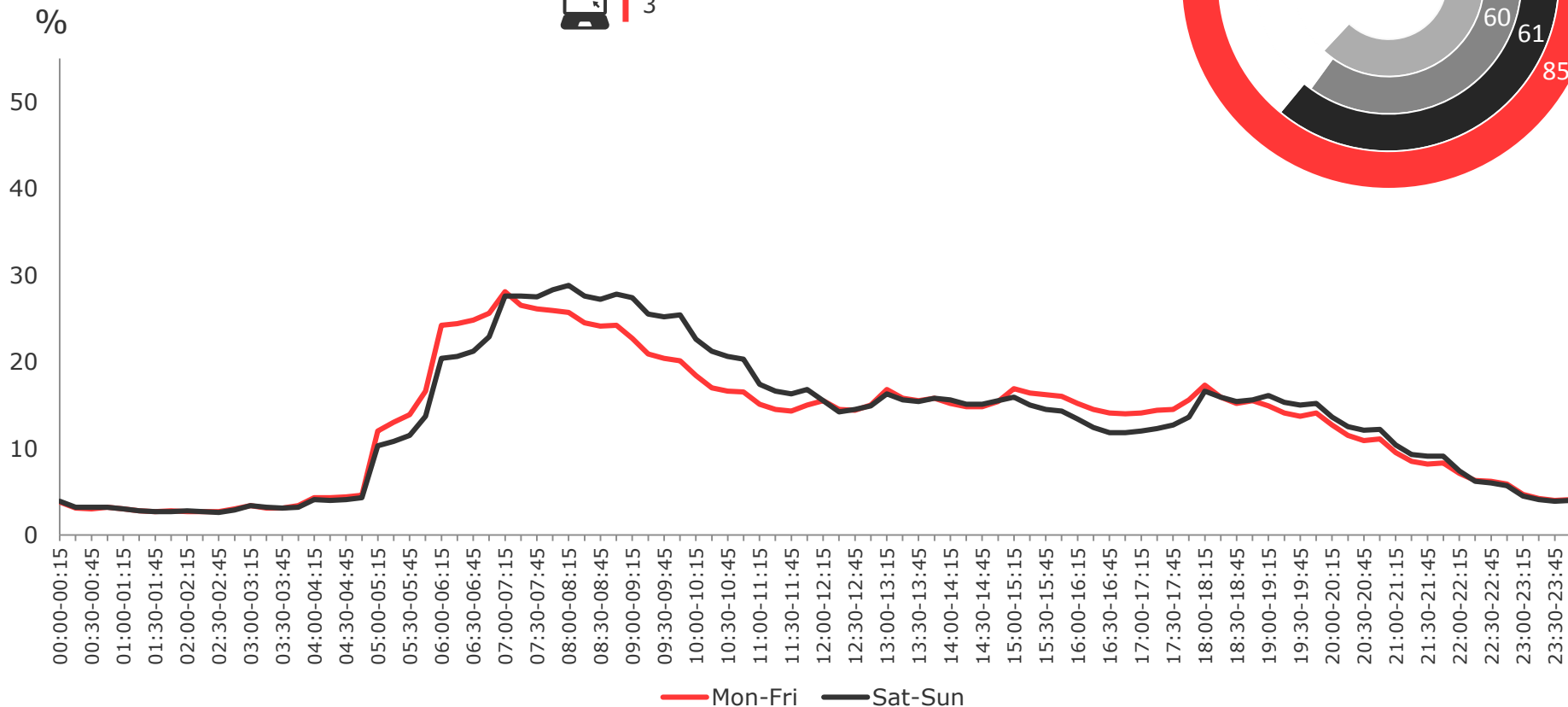
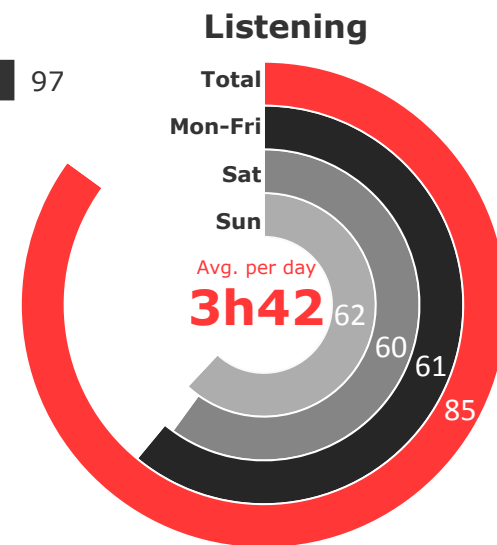
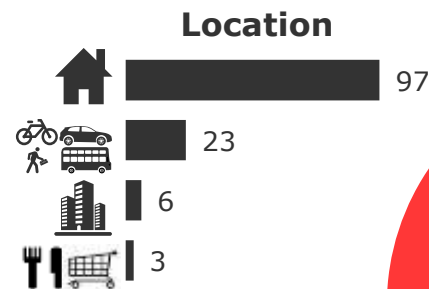
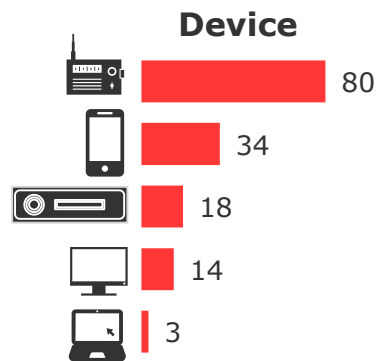


Share of Listening



(% of 4.5b listening minutes a week)





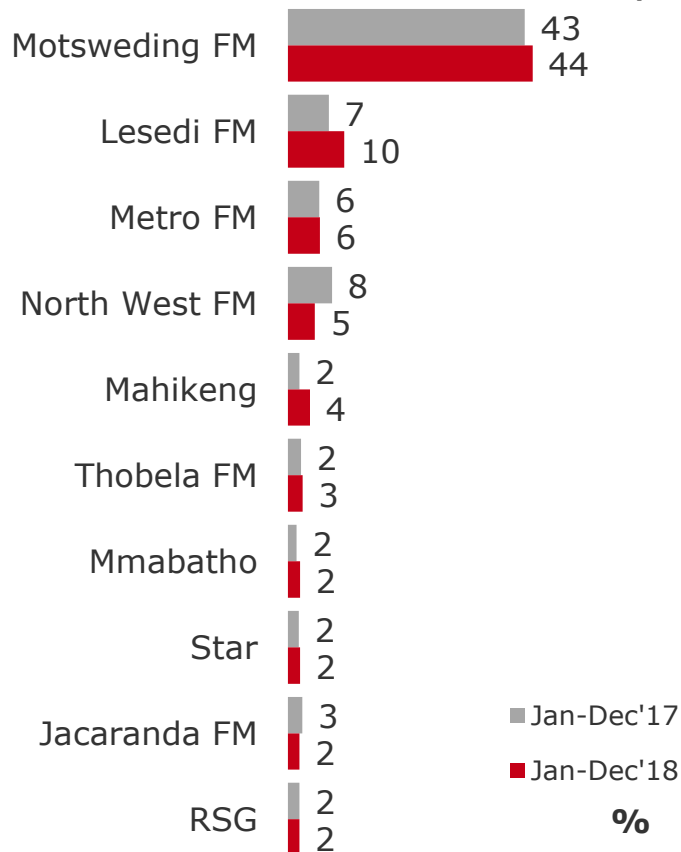
North West

NORTH WEST - SHARE

Share of Audience



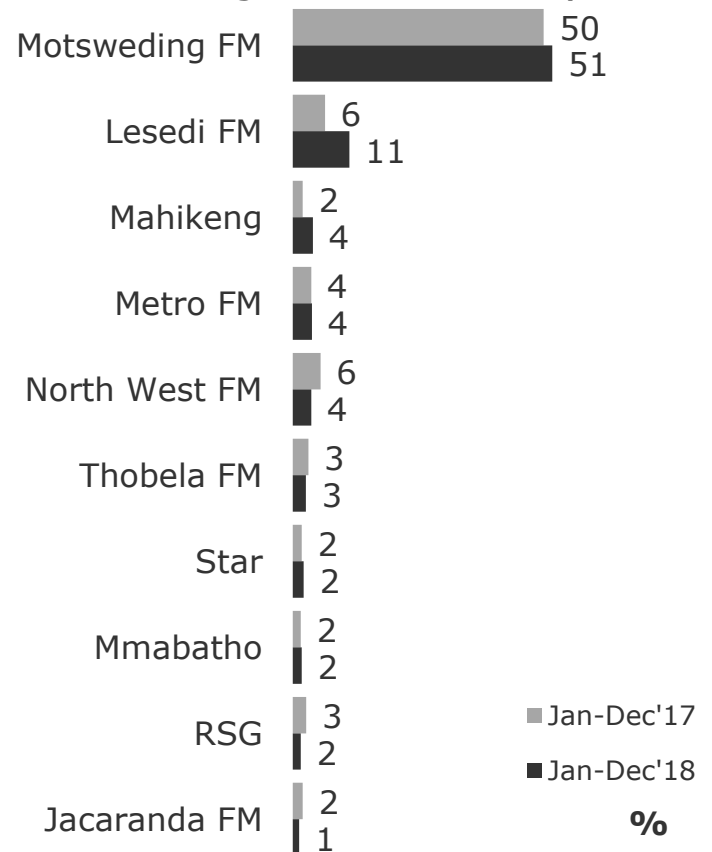
(% of 2.3m listeners who listen in a week)

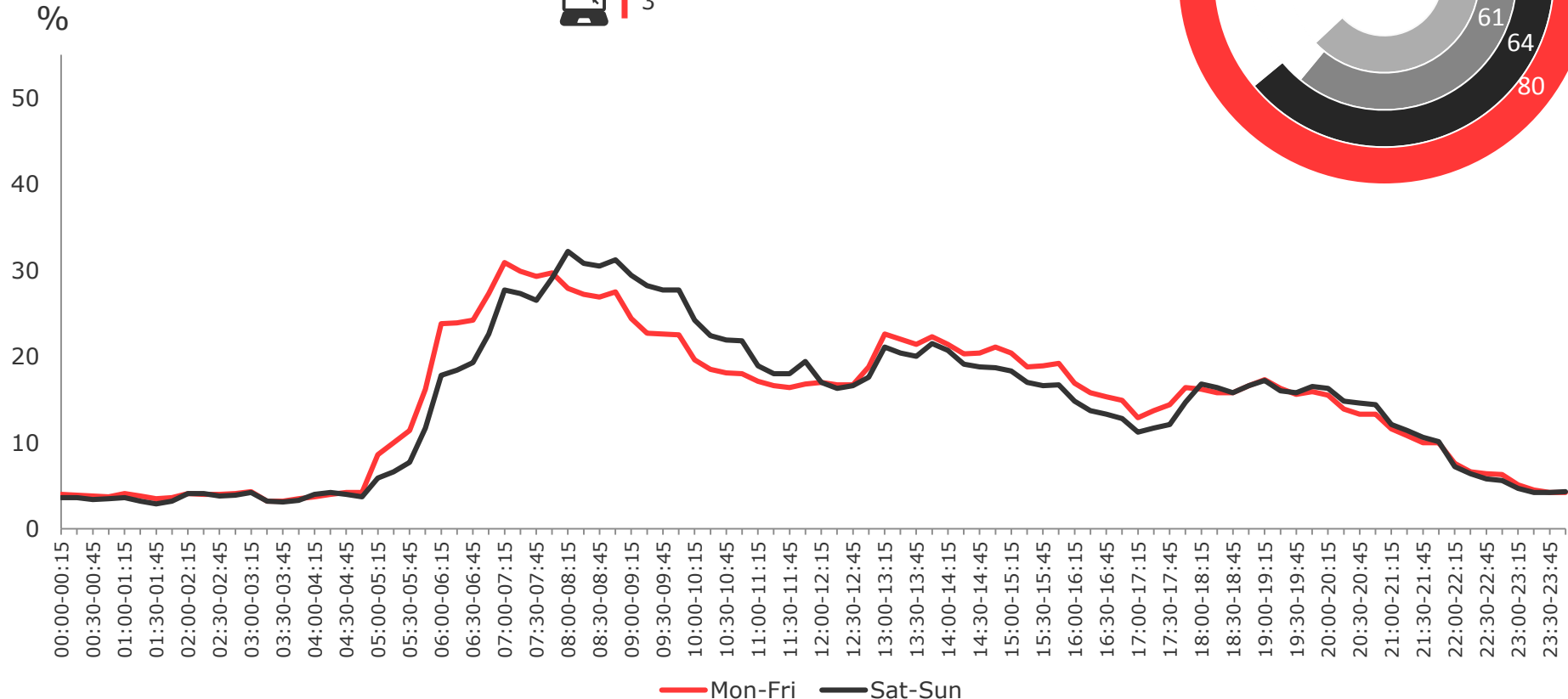
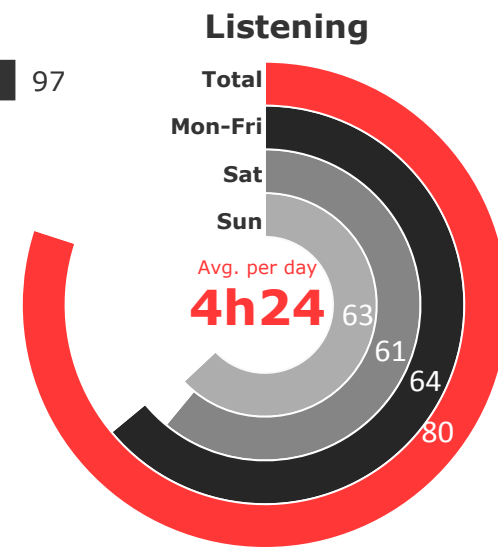
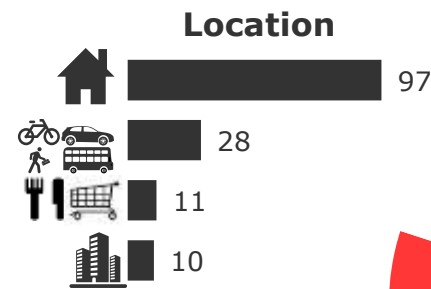
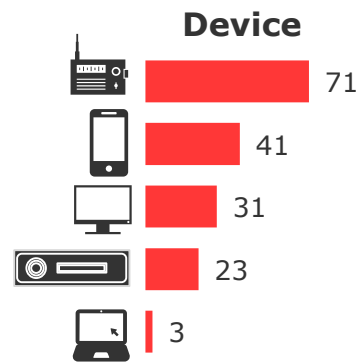


Share of Listening



(% of 3.5b listening minutes a week)





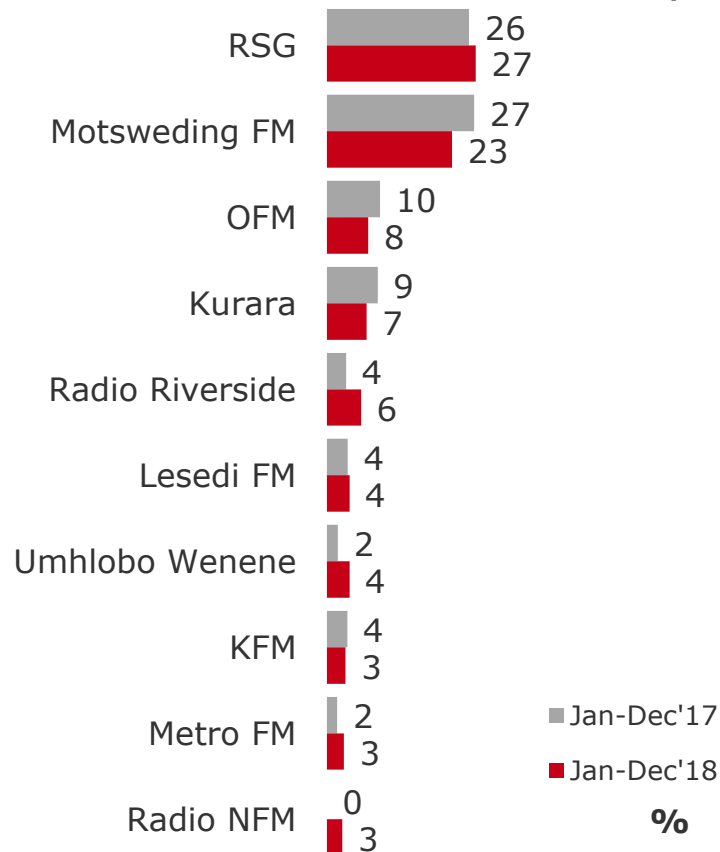
Northern Cape

NORTHERN CAPE - SHARE

Share of Audience



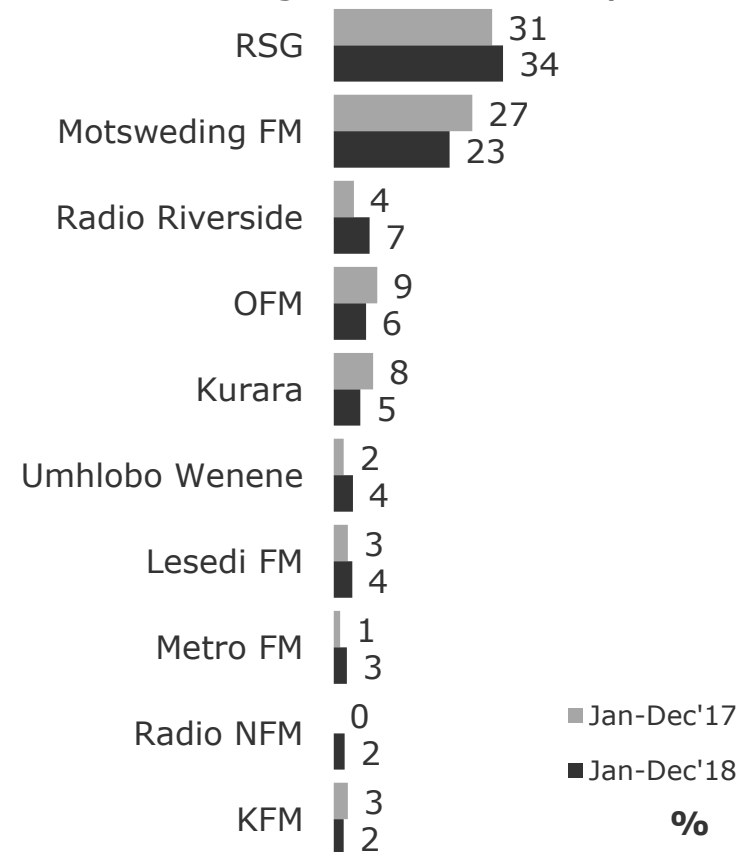
(% of 704k listeners who listen in a week)

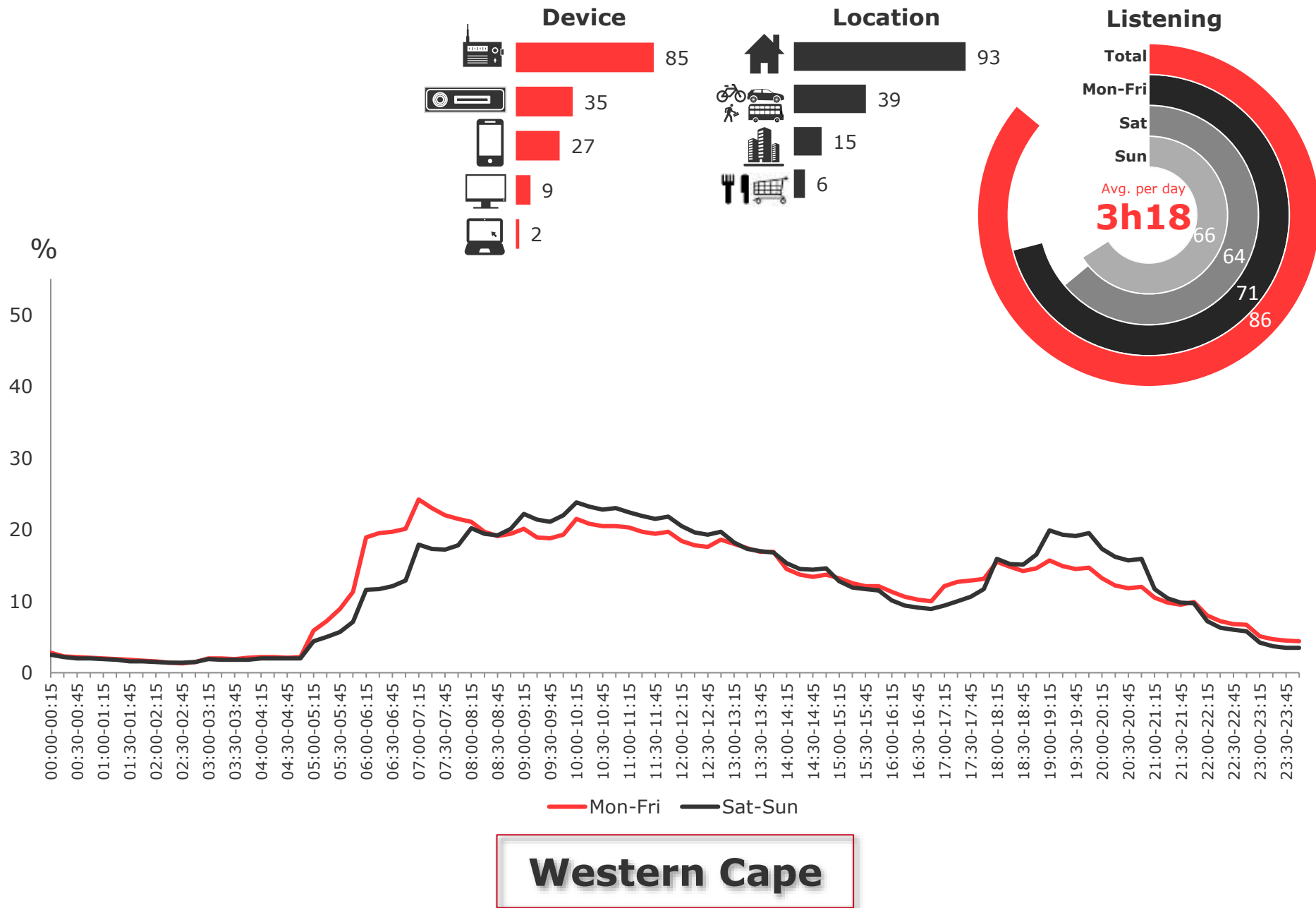


Share of Listening



(% of 1.3b listening minutes a week)



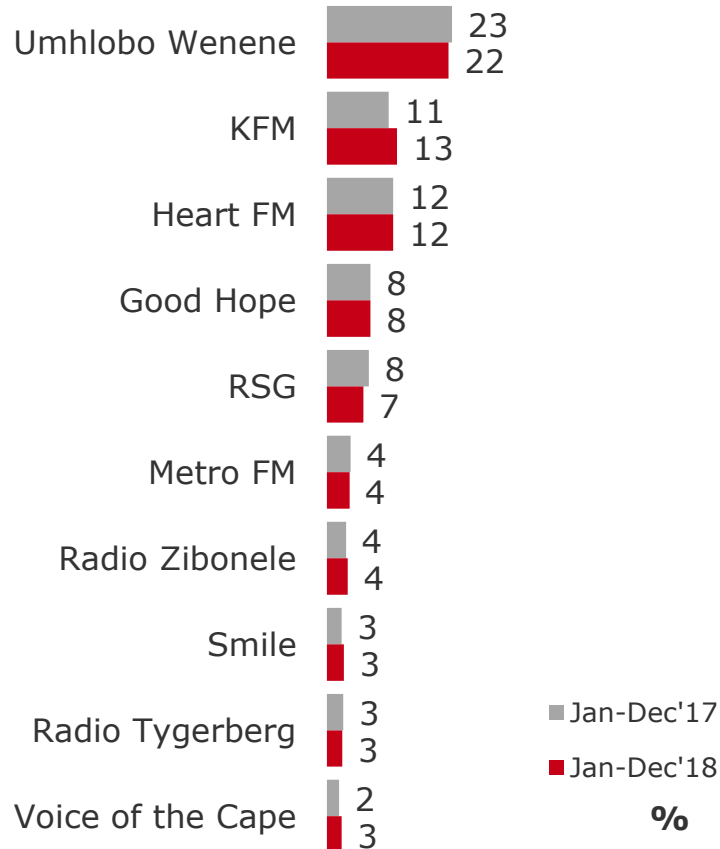


WESTERN CAPE - SHARE

Share of Audience



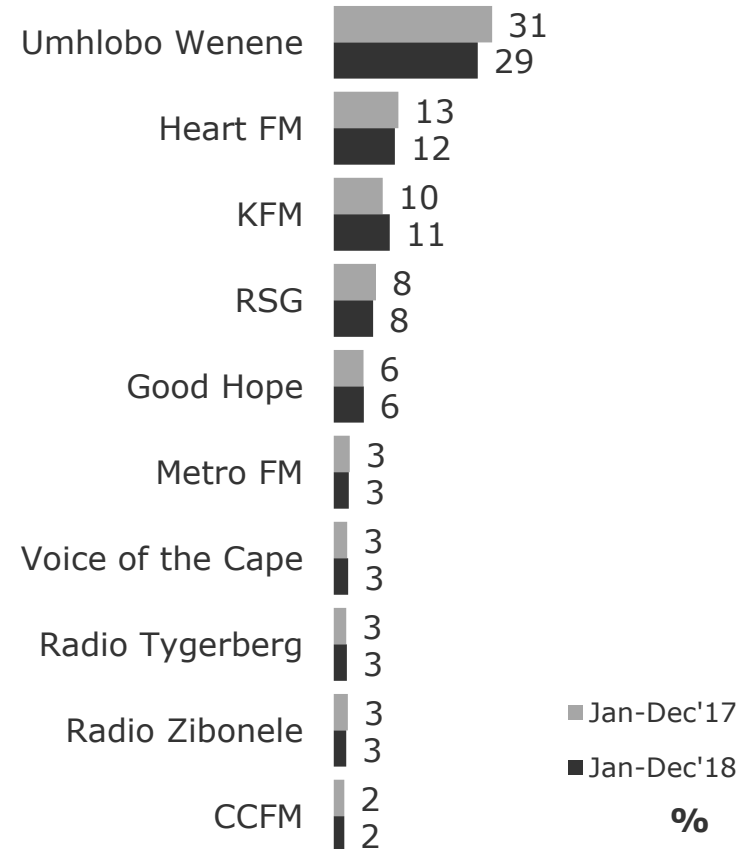
(% of 4.2m listeners who listen in a week)



Share of Listening



(% of 6.0b listening minutes a week)



KEY STATION MEASURES (THE CURRENCY)

Jan'17-Dec'17
Jan'18-Dec'18



KEY STATION MEASURES

Commercial and PBS



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



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

	Jan'17-Dec'17	Jan'18-Dec'18	Jan'17-Dec'17	Jan'18-Dec'18
Ukhozi	5,318	5,439	7,424	7,575
Umhlobo Wenene	4,075	3,908	5,464	5,357
Metro FM	2,369	2,421	4,082	4,260
Lesedi FM	2,202	2,057	3,166	3,134
Thobela FM	2,171	2,049	2,864	2,750
Motsweding FM	1,631	1,557	2,450	2,407
Gagasi	974	999	1,538	1,608
RSG	924	922	1,259	1,275
Ikwekwezi	890	807	1,223	1,103
Ligwalagwala	741	760	1,018	1,137

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Jan'17-Dec'17

Jan'18-Dec'18

Jan'17-Dec'17

Jan'18-Dec'18

Ukhozi

56

56

3h06

3h12

Umhlobo Wenene

59

59

3h24

3h06

Metro FM

28

32

1h42

1h42

Lesedi FM

55

55

3h12

3h00

Thobela FM

75

77

3h30

3h24

Motsweding FM

52

53

2h54

2h42

Gagasi

35

35

2h12

2h12

RSG

49

47

3h06

3h00

Ikwekwezi

52

52

3h06

3h06

Ligwalagwala

56

54

3h24

2h42

Source: BRC RAM™ Jan'17-Dec'17 (National: n=61,276) and Jan'18-Dec'18 (National: n=60,297); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

	Jan'17-Dec'17	Jan'18-Dec'18	Jan'17-Dec'17	Jan'18-Dec'18
Munghana Lonene	723	754	959	1,016
Phalaphala	584	717	749	965
East Coast Radio	697	676	1,093	1,044
947	633	638	935	962
Jacaranda FM	671	628	1,025	998
KFM	493	550	723	840
Heart FM	522	528	740	761
Kaya	558	483	942	841
5FM	430	372	717	649
YFM	364	371	623	617

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Jan'17-Dec'17

Jan'18-Dec'18

Jan'17-Dec'17

Jan'18-Dec'18

Munghana Lonene

74

80

3h30

3h24

Phalaphala

81

87

3h54

3h36

East Coast Radio

51

54

1h48

2h00

947

36

36

1h42

1h36

Jacaranda FM

42

46

2h06

2h00

KFM

42

39

2h12

2h00

Heart FM

46

45

2h36

2h18

Kaya

17

21

1h24

1h24

5FM

30

27

1h24

1h24

YFM

23

29

1h30

1h36

KEY STATION MEASURES

Commercial and PBS



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



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

	Jan'17-Dec'17	Jan'18-Dec'18	Jan'17-Dec'17	Jan'18-Dec'18
702	281	322	459	525
Good Hope	317	309	505	512
Algoa FM	333	287	512	436
Radio 2000	224	267	421	488
OFM	165	145	241	226
Smile	117	133	166	193
Vuma 103 FM	69	128	113	217
Capricorn	179	124	278	188
trufm	97	90	189	181
North West FM	139	89	259	159

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Jan'17-Dec'17	Jan'18-Dec'18	Jan'17-Dec'17	Jan'18-Dec'18
702	22	22	1h30	1h30
Good Hope	36	34	1h48	1h42
Algoa FM	51	51	1h48	1h54
Radio 2000	13	25	1h30	1h36
OFM	57	48	3h24	2h30
Smile	55	55	1h36	1h30
Vuma 103 FM	10	11	2h06	1h54
Capricorn	38	44	2h12	2h24
trufm	4	3	1h30	1h42
North West FM	19	28	1h48	2h00

Source: BRC RAM™ Jan'17-Dec'17 (National: n=61,276) and Jan'18-Dec'18 (National: n=60,297); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

	Jan'17-Dec'17	Jan'18-Dec'18	Jan'17-Dec'17	Jan'18-Dec'18
SAfm	102	89	187	161
Lotus FM	126	82	188	150
Power	68	68	118	119
CapeTalk	62	53	86	72
*Rise			43	56
*Classic FM			55	55
*LM Radio			-	43
*Magic828 AM			-	8
*X-K FM			-	3

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

Source: BRC RAM™ Jan'17-Dec'17 (National: n=61,276) and Jan'18-Dec'18 (National: n=60,297)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Jan'17-Dec'17	Jan'18-Dec'18	Jan'17-Dec'17	Jan'18-Dec'18
SAfm	30	13	1h18	1h18
Lotus FM	41	45	1h48	1h30
Power	16	18	1h54	1h36
CapeTalk	35	50	2h00	2h06

KEY STATION MEASURES

Community



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



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

	Jan'17-Dec'17	Jan'18-Dec'18	Jan'17-Dec'17	Jan'18-Dec'18
Jozi	349	365	578	599
Voice of the Cape	104	124	135	170
Radio Tygerberg	114	113	184	172
Kasie	174	109	267	194
CCFM	89	106	144	157
Unitra (UCR-FM)	145	104	255	199
Radio Zibonele	103	102	214	237
Thetha	103	86	168	158
Izwi LoMzansi	78	86	127	133
Mahikeng	43	81	68	129

KEY STATION MEASURES

Community



Exclusive listeners (%)

Avg. hrs p.d

Jan'17-Dec'17

Jan'18-Dec'18

Jan'17-Dec'17

Jan'18-Dec'18

Jozi

33

36

2h12

2h06

Voice of the Cape

48

41

2h54

2h24

Radio Tygerberg

38

39

2h00

2h06

Kasie

9

11

1h30

1h18

CCFM

34

38

2h12

1h54

Unitra (UCR-FM)

4

5

1h48

1h36

Radio Zibonele

21

16

2h00

1h30

Thetha

47

45

2h48

1h48

Izwi LoMzansi

21

17

2h06

2h30

Mahikeng

24

22

2h30

2h36

Source: BRC RAM™ Jan'17-Dec'17 (National: n=61,276) and Jan'18-Dec'18 (National: n=60,297); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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



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

	Jan'17-Dec'17	Jan'18-Dec'18	Jan'17-Dec'17	Jan'18-Dec'18
Vukani	125	81	249	154
Eden	91	81	146	118
Voice of Tembisa	68	77	113	136
Forte	77	77	157	134
Mkhondo	106	74	158	115
Alfred Nzo	55	74	105	131
Moretele	42	68	71	102
Inkonjane	73	66	116	115
Bok Radio	87	58	119	85
Hindvani	47	54	62	79

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Jan'17-Dec'17	Jan'18-Dec'18	Jan'17-Dec'17	Jan'18-Dec'18
Vukani	4	4	1h24	1h30
Eden	46	53	2h42	2h18
Voice of Tembisa	33	29	1h48	1h42
Forte	7	7	1h36	1h54
Mkhondo	22	16	2h30	2h24
Alfred Nzo	23	16	2h18	2h06
Moretele	51	71	2h36	2h30
Inkonjane	25	20	2h30	2h06
Bok Radio	66	55	1h48	1h48
Hindvani	48	65	2h18	2h00

KEY STATION MEASURES

Community



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



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

	Jan'17-Dec'17	Jan'18-Dec'18	Jan'17-Dec'17	Jan'18-Dec'18
Giyani (GCR)	31	54	41	75
Kurara	58	50	82	75
Icora	53	49	89	91
Radio Riverside	24	47	31	59
Star	43	45	68	71

KEY STATION MEASURES

Community



Exclusive listeners (%)

Avg. hrs p.d

Jan'17-Dec'17

Jan'18-Dec'18

Jan'17-Dec'17

Jan'18-Dec'18

Giyani (GCR)

68

72

4h06

3h24

Kurara

41

48

2h54

2h18

Icora

29

4

2h42

2h06

Radio Riverside

65

61

3h54

3h42

Star

41

42

2h24

2h30

STATION DASHBOARDS



BRC RAM Station Detail
Jul'18-Dec'18



Commercial and PBS Stations

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

Community Stations

									
Alfred Nzo	Bayfm	Bok Radio	CCFM	Eden	Forte	Icora	Izwi LoMzansi	Josi	Kasie
									
Lukhanji	Mahikeng	Mkhondo	Nkqubela (KQfm 97.0)	PE FM	Radio 786	Radio Riverside	Radio Tygerberg	Radio Zibonele	Soshanguve
									
Thetha	Unitra (UCR-FM)	Voice of Tembisa	Voice of the Cape	Vukani					

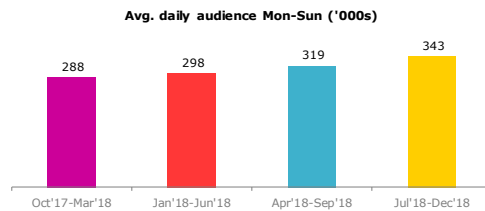
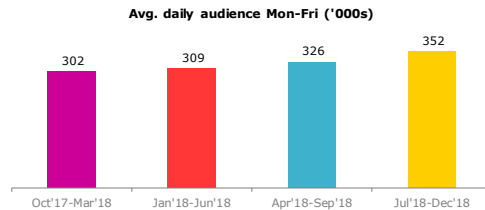
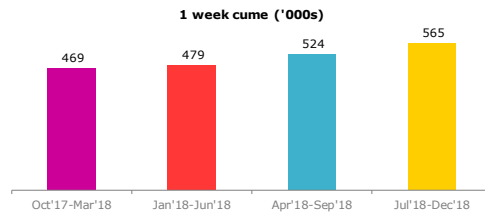
TRENDING: OCT'17-MAR'18/ JAN-JUN'18/APR-SEP '18/ JUL'18-DEC'18

STATION



Key Measures (Total audience)

sample= 29 857



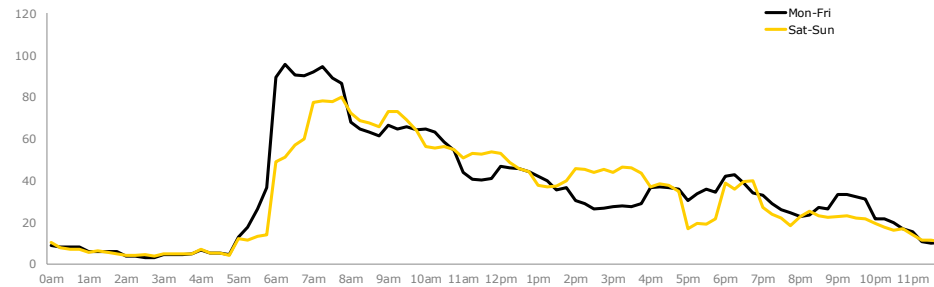
Source: BRC RAM Jul'18-Dec'18
 Axes may vary between stations and measures
 Note: All percentages do not add to 100% due to rounding off

Station listeners (one week cume)

sample= 447

Gender		%	Age		%	Race		%	Exclusive		%
	Male	60		15-24 years	8		Black	37		Listeners	16
	Female	40		25-34 years	17		White	44			
				35-49 years	38		Indian or Asian	11			
				50+ years	36		Coloured	7			
Area		%	Language (Top 2)		%	ES SEM		%	Province		%
	Metro	91		English	47		SEM 1	-		Eastern Cape	-
	Urban	9		Afrikaans	17		SEM 2	1		Free State	-
	Rural	-					SEM 3	1		Gauteng	99
	Radio	80		Home	85		SEM 4	2		KwaZulu-Natal	-
	Vehicle radio	50		Vehicle	53		SEM 5	4		Limpopo	-
	Cell phone	16		Work/Uni	12		SEM 6	4		Mpumalanga	-
	TV	8		Other	1		SEM 7	14		North West	-
Computer		4					SEM 8	13		Northern Cape	-
							SEM 9	21		Western Cape	-
							SEM 10	41			

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



**SEE YOU AGAIN IN
MAY 2019!**

