

# BRC RAMS Amplify™

April – August 2021 Release  
Presentation

5 Month Accumulated Sample



# 1 BRC RAMS Amplify – Scrutiny & Weighting



# CATI Core Approach

The CATI approach will be based on Random Digit Dialing (RDD) and a structured 15 min. questionnaire.

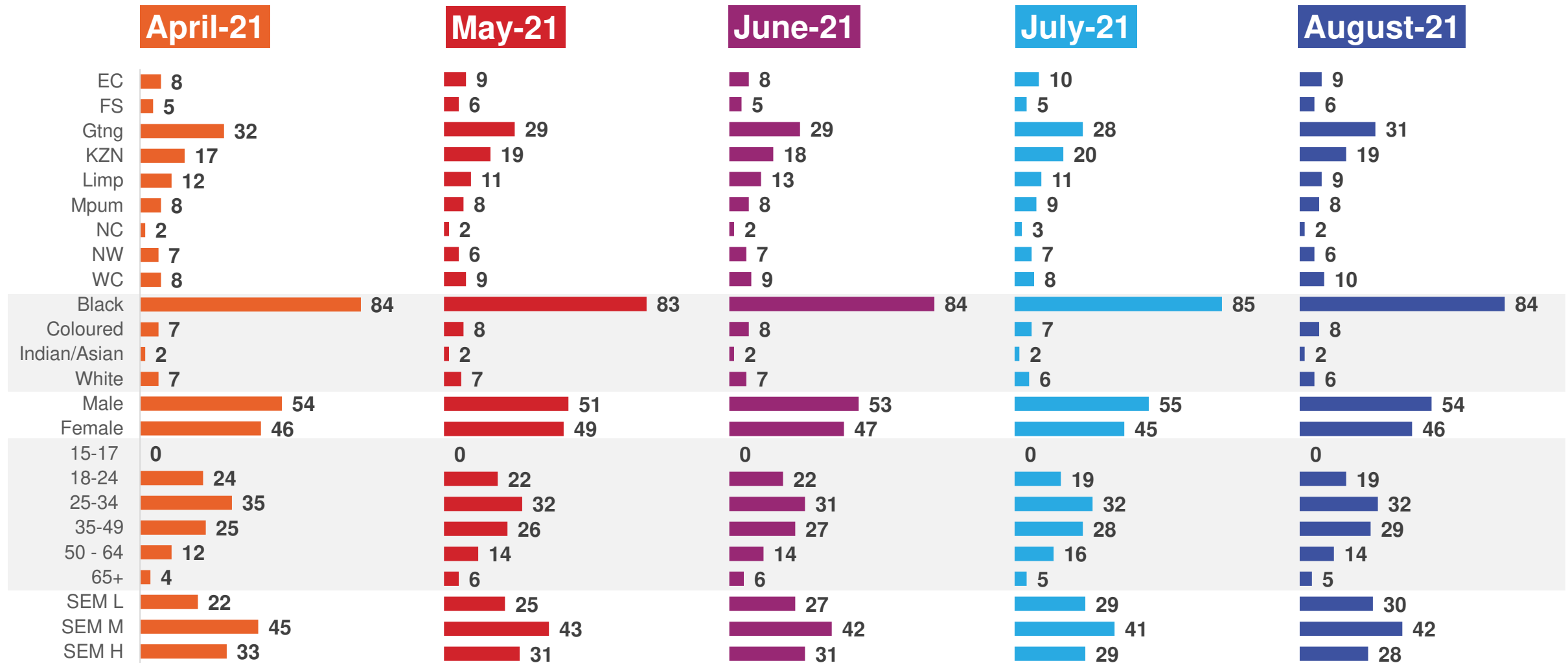
## RDD:

- Numbers are **randomly** generated using all available prefixes in South Africa
- Given that cell phone penetration is close to **95%** in South Africa, RDD provides an efficient way to collect nationally representative data
- The station **footprint** maps shared with us indicate that all of SA is covered. A random sampling process that covers the entire country is therefore optimal



CATI day after recall (DAR) audience measurement used in markets like Italy, Bosnia & Herzegovina (MEDIApuls), Tanzania (TAMPS) and Italy.

# Consistent Sample Distribution Month-on-Month



# Sample Profile – Total Unweighted

Unweighted Sample %	Apr'21- Aug'21	%	Apr'21- Aug'21	%	Apr'21- Aug'21	%	Apr'21- Aug'21	%
	Total Total <b>15 058</b>		Total M <b>6 538</b>		Total U <b>5 438</b>		Total R <b>3 820</b>	
Total								
Black	12 649	84%	5 139	79%	4 625	85%	2 885	94%
Coloured	1 154	8%	603	9%	436	8%	115	4%
Indian or Asian	265	2%	199	3%	52	1%	14	0%
White	989	7%	597	9%	324	6%	68	2%
Male	8 051	53%	3 461	53%	2 904	53%	1 686	55%
Female	7 007	47%	3 077	47%	2 534	47%	1 396	45%
15-24	3 266	22%	1 346	21%	1 278	24%	642	21%
25-34	4 840	32%	2 130	33%	1 752	32%	958	31%
35-49	4 089	27%	1 882	29%	1 339	25%	868	28%
50-64	2 103	14%	853	13%	799	15%	451	15%
65+	760	5%	327	5%	270	5%	163	5%
NLI L	12 626	84%	5 128	78%	4 661	86%	2 837	92%
NLI M	1 765	12%	974	15%	580	11%	211	7%
NLI H	667	4%	436	7%	197	4%	34	1%

# Notes on Weighting and Projection

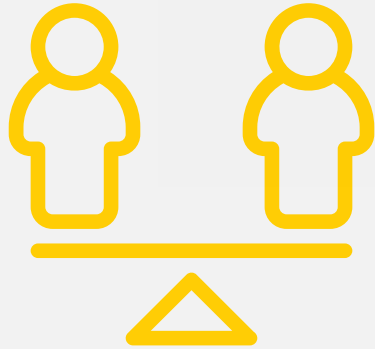
- Population statistics source:
  - Geoterra Image (GTI) provided up-to-date population figures based on the latest estimates from StatsSA. Estimates are updated between full censuses, using variables such as:
    - Age-specific fertility rates
    - Annual population growth rate, due to natural increase and net migration
    - Above factors applied to cohort-specific components for projections
    - Crude birth rate and crude death rate feeding into a rate of natural increase (NRI)
    - Life expectancy
- The universe for RAMS Amplify is defined as all adults 15 years old or older, including radio listeners and non-listeners
- RIM weighting
- Weighting by province with weighting factors combined, then combined for total:
  - Population group: various combinations of black, coloured, Indian, white
  - Gender
  - Geotype: metro, urban, rural; or urban, rural where no metro
  - 5 age groups or 4 age groups
  - **Day of week**
- No split weighting by geo-type
  - Split weighting tested in some provinces, e.g. Limpopo, Eastern Cape, Gauteng with little or no difference in efficiencies

Apr'21-Aug'21

# The four gates ...



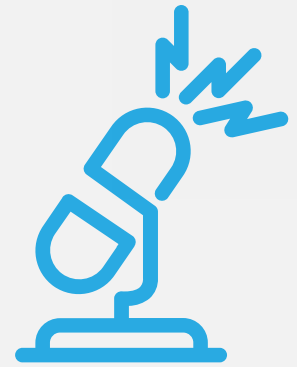
**Sample gate**



**Stability gate**



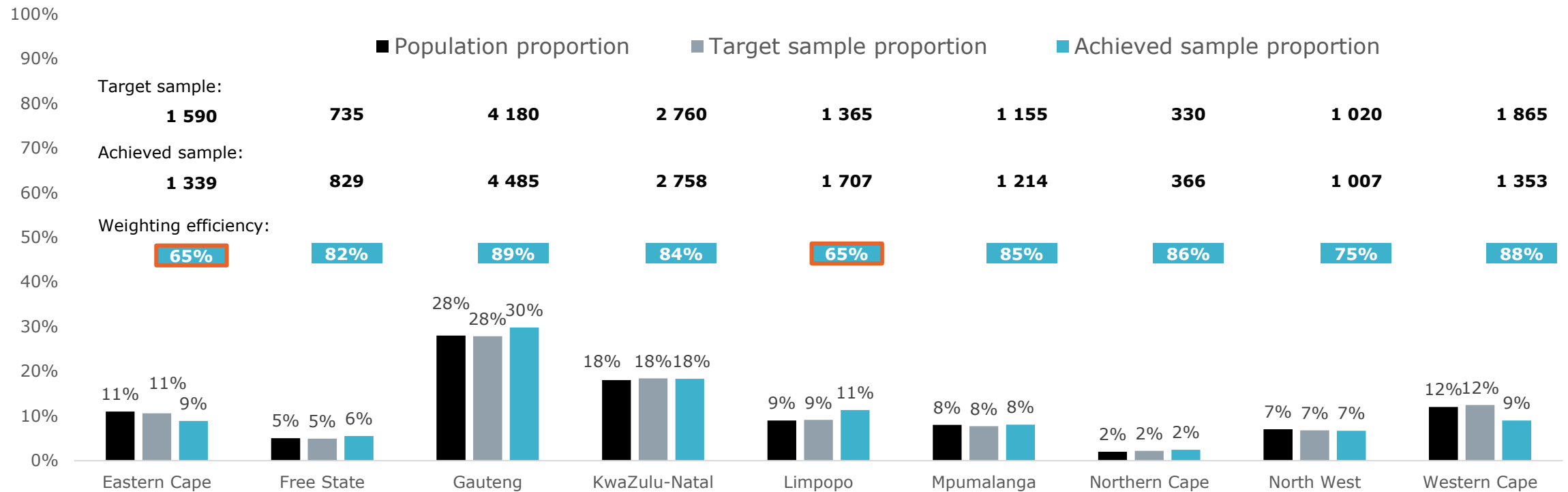
**Weighting gate**



**Station change gate**

# Population, Target Sample and Achieved Sample Proportions

Total weighting efficiency: **79%**



Apr'21-Aug'21



# Areas: Metro, Urban, Rural - 1/2

Province	Weighting Variables Apri-Aug 2021
Eastern Cape M	B / W / C F / M M / U / R 4 Age Groups Day of Week
Eastern Cape U	
Eastern Cape R	
Free State M	B / WCI F / M M / U / R 5 Age Groups Day of Week
Free State U	
Free State R	
Gauteng M	B / W / C / I F / M M / U / R 5 Age Groups Day of Week
Gauteng U	
Gauteng R	
KwaZulu Natal M	B / WC / I F / M M / U / R 5 Age Groups Day of Week
KwaZulu Natal U	
KwaZulu Natal R	
Limpopo U	B / WCI F / M U / R 4 Age Groups Day of Week
Limpopo R	

5 age groups = 15-24; 25-34; 35-49; 50-64; 65+  
 4 age groups = 15-24; 25-34; 35-49; 50+  
 2 age groups = 15-34; 35+

Province	Weighting Variables Apri-Aug 2021
Mpumalanga U	B / WCI F / M U / R 5 Age Groups Day of Week
Mpumalanga R	
Northern Cape U	B / W / C F / M U / R 5 Age Groups Day of Week
Northern Cape R	
North West U	B / WCI F / M U / R 4 Age Groups Day of Week
North West R	
Western Cape M	B / W / C F / M M / U / R 5 Age Groups Day of Week
Western Cape U	
Western Cape R	

# Population ('000s) – Total Weighted

Population ('000's)	Apr'21-Aug'21	%	Apr'21-Aug'21	%	Apr'21-Aug'21	%	Apr'21-Aug'21	%
	Total	Total	M		U		R	
<b>Total</b>	<b>42 571</b>		<b>19 014</b>		<b>11 969</b>		<b>11 588</b>	
Black	33 772	79%	13 573	71%	9 309	78%	10 889	94%
Coloured	4 012	9%	2 280	12%	1 370	11%	361	3%
Indian or Asian	1 172	3%	942	5%	164	1%	64	1%
White	3 614	8%	2 218	12%	1 123	9%	273	2%
Male	20 619	48%	9 195	48%	5 794	48%	5 629	49%
Female	21 952	52%	9 818	52%	6 174	52%	5 959	51%
15 - 24 yrs.	9 547	22%	4 048	21%	2 877	24%	2 621	23%
25 - 34 yrs.	11 161	26%	5 218	27%	3 073	26%	2 870	25%
35 - 49 yrs.	11 710	28%	5 460	29%	3 033	25%	3 216	28%
50 - 64 yrs.	7 072	17%	2 836	15%	2 160	18%	2 075	18%
65+ yrs.	3 079	7%	1 451	8%	823	7%	804	7%
NLI L	35 340	83%	14 636	77%	9 985	83%	10 718	92%
NLI M	5 229	12%	2 998	16%	1 475	12%	756	7%
NLI H	2 001	5%	1 379	7%	508	4%	113	1%

Apr'21-Aug'21  
(Q2'21-Q3'21)

# Weighting Efficiency

## Average Weighting efficiency

Average weighting efficiency														
Release	Fieldwork Period	Total	EC	FS	GP	KZN	LP	MP	NC	NW	WC	Min Weight	Max Weight	
Apr-June' 2021	WeightD	73%	61%	76%	83%	79%	64%	81%	81%	69%	78%	0.30	3.00	
Apr-July' 2021	WeightD	78%	65%	81%	88%	84%	64%	84%	87%	73%	86%	0.30	3.00	
Apr-Aug' 2021	WeightD	79%	65%	82%	89%	84%	65%	85%	86%	75%	88%	0.30	3.00	

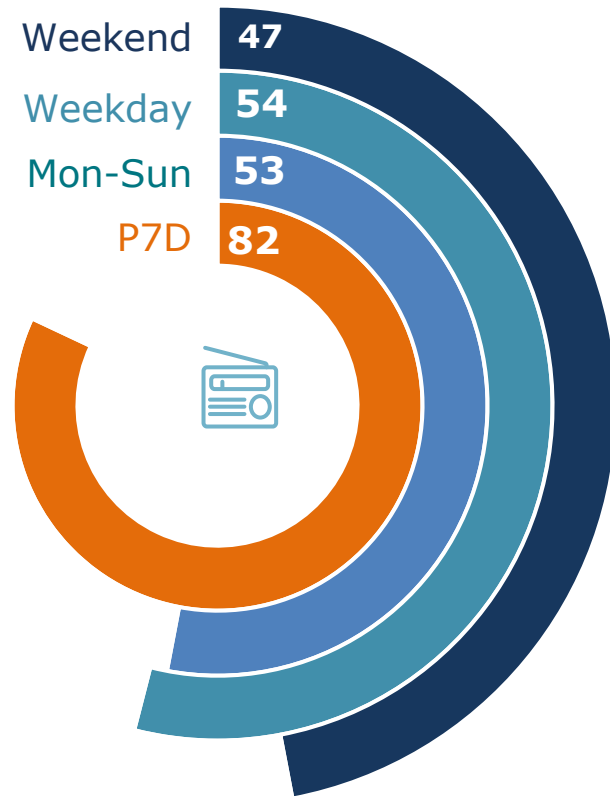
Weight range:  
 Minimum = 0.3  
 Maximum = 3.00

- Factors influencing efficiency:
  - Day weights – irregularity of samples across days in certain provinces
  - Rural under-sampling (or urban over-sampling) in Limpopo, Eastern Cape, North West – dependence on respondents' self-classification
  - Under-sampled older age groups

# 2 Key Findings



# Radio Reach



82% **weekly (P7D)** reach =

34.9 million listeners listening in the past 7 days

53% **average daily** reach (Mon - Sun) =

22.4 million listeners on an average day

54% **weekday** reach (Mon - Fri) =

22.9 million listeners on an average weekday

# P7D Reach by Province

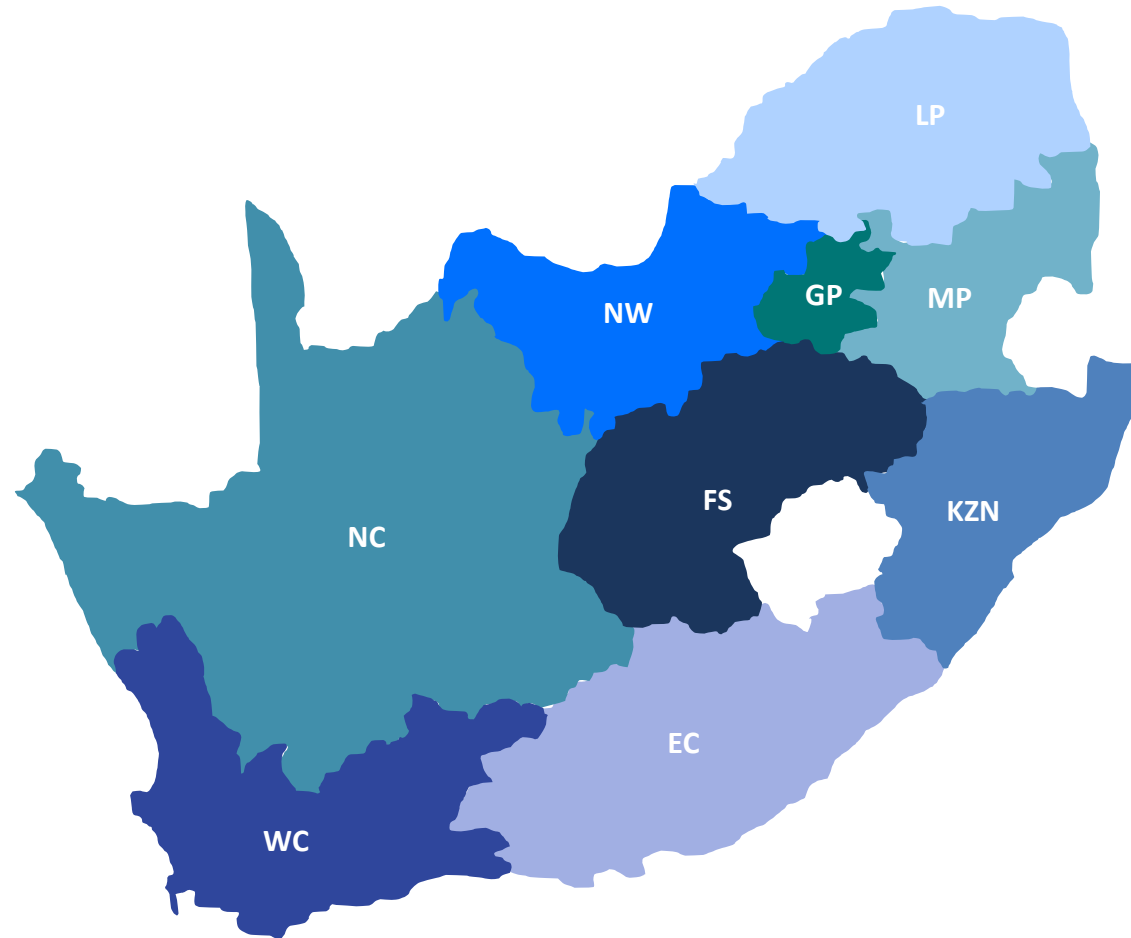
**GP 81% = 9.5m**

**NW 86% = 2.5m**

**FS 87% = 1.8m**

**NC 78% = 718k**

**WC 81% = 4.3m**



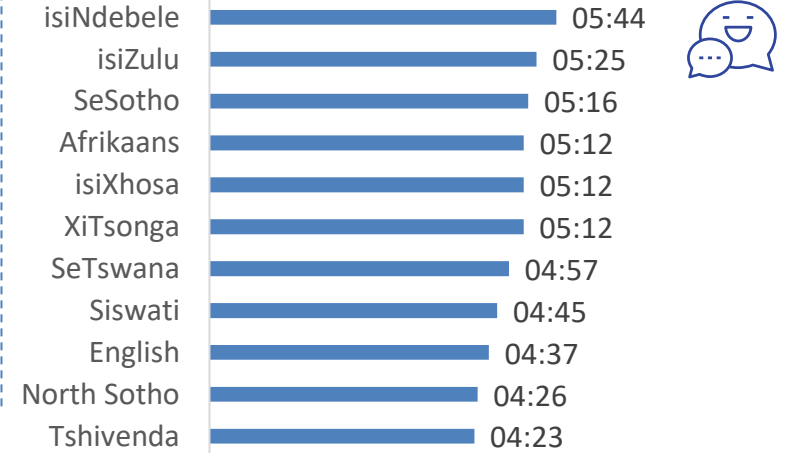
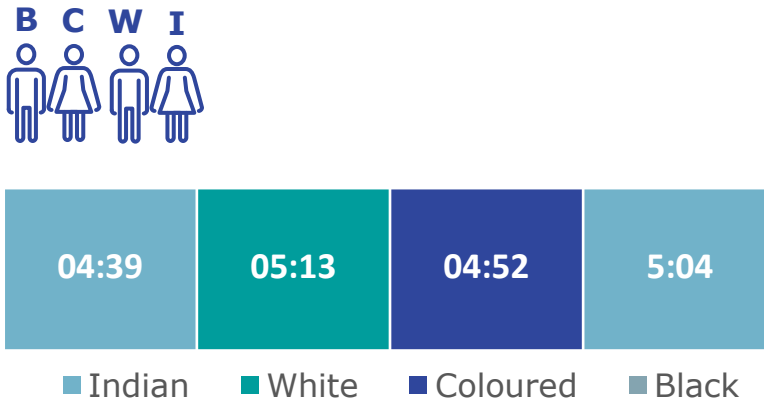
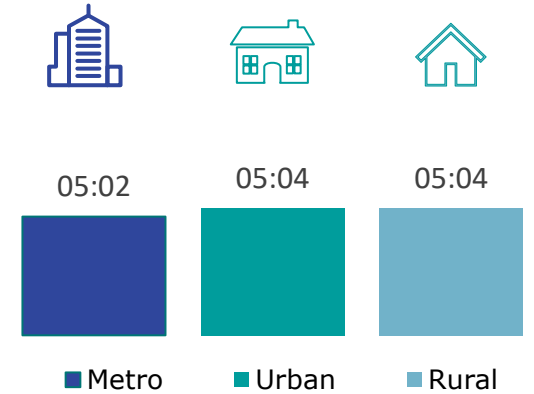
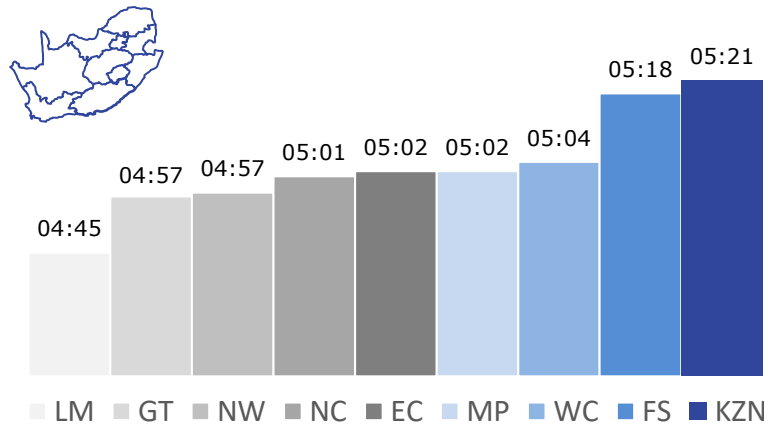
**LP 83% = 3.2m**

**MP 81% = 2.7m**

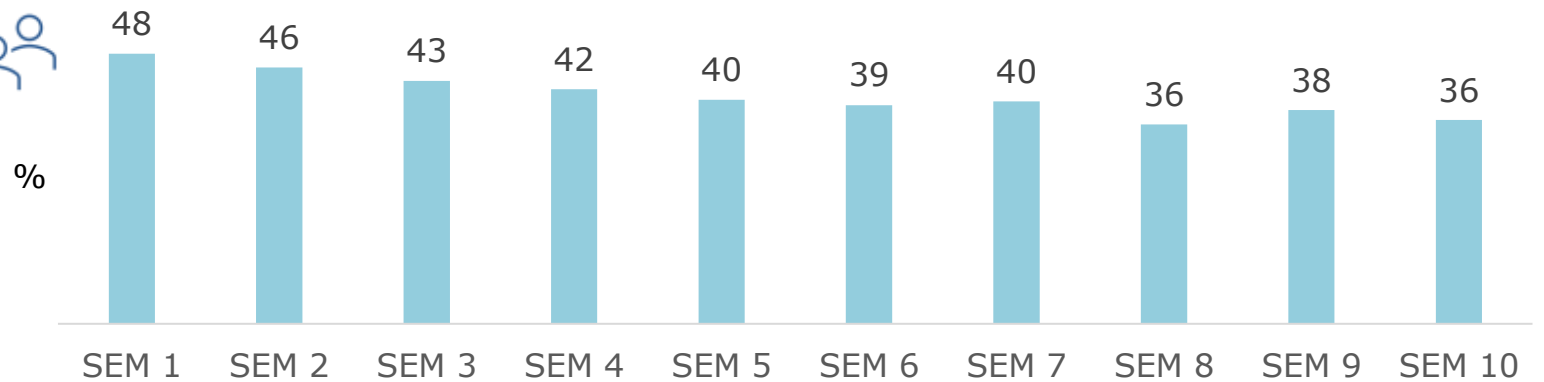
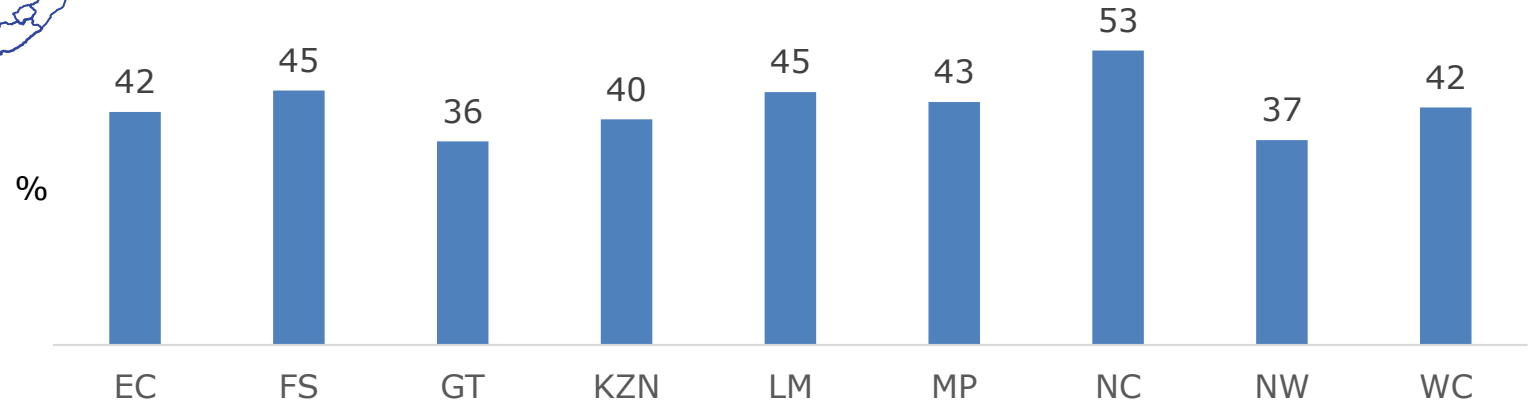
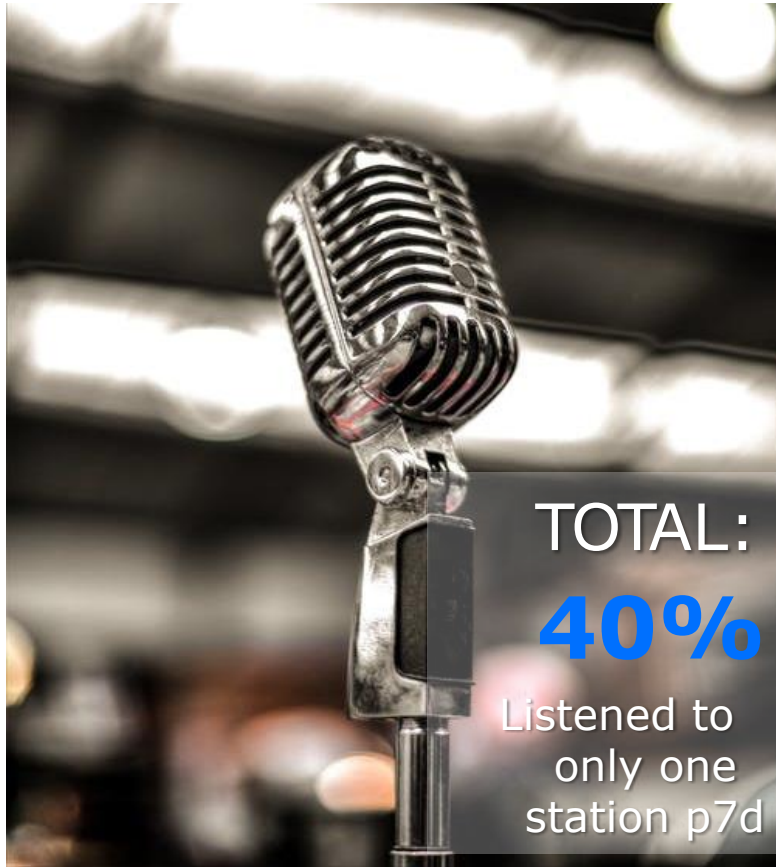
**KZN 83% = 6.5m**

**EC 81% = 3.7m**

# Long listening: TSL per Avg. Day

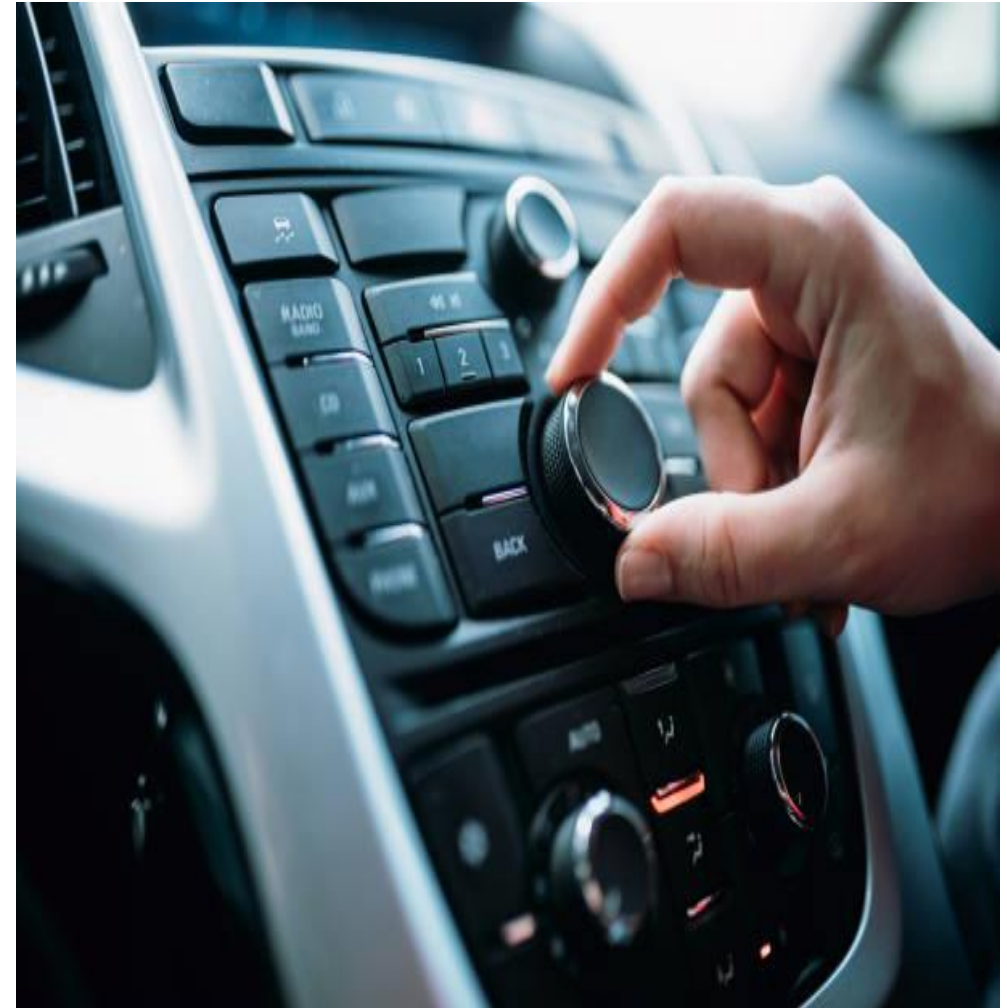
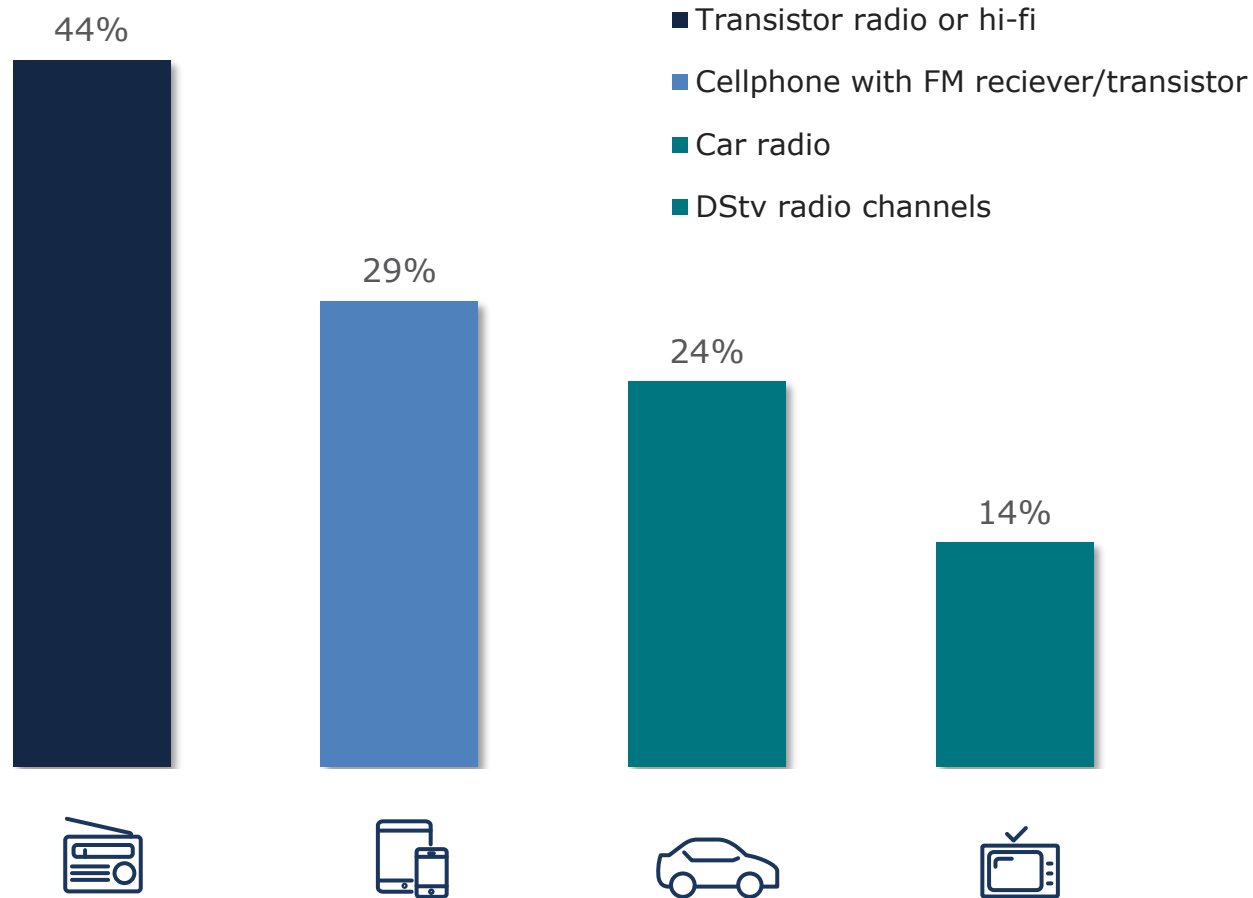


# Two in Five P7D Listeners Listened to Only 1 Station



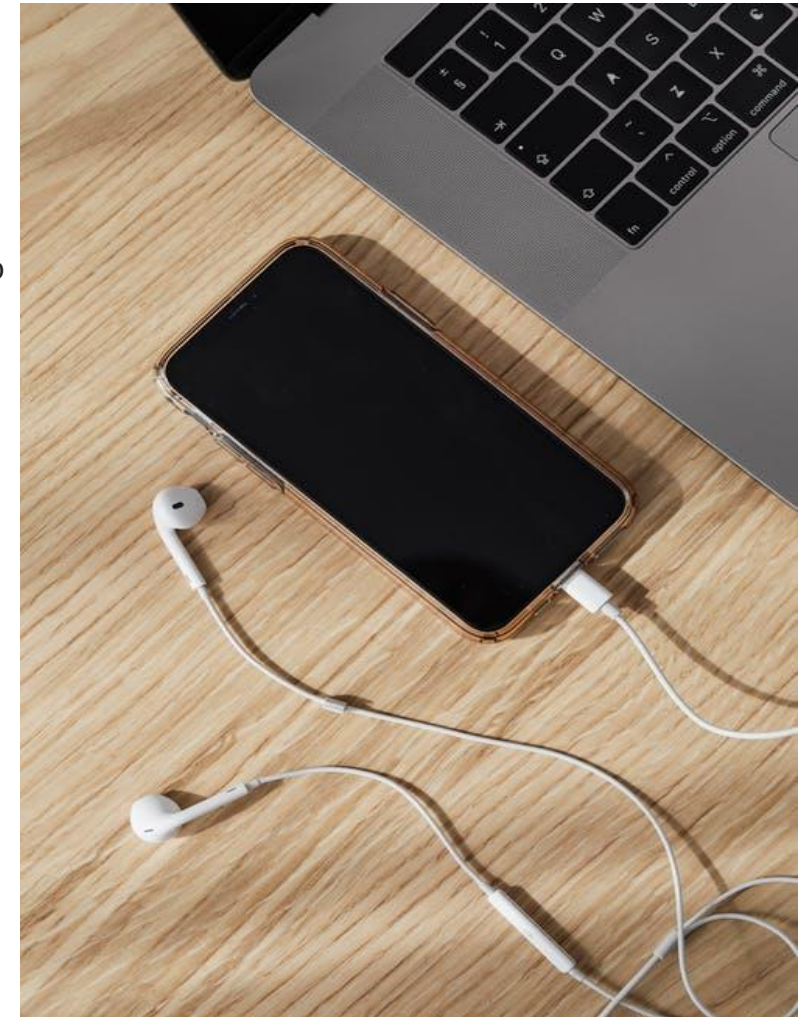
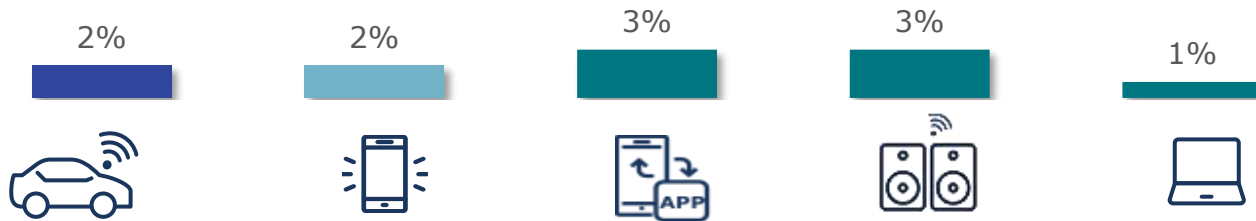


# Radio Listening by Terrestrial Device (Avg. Day)

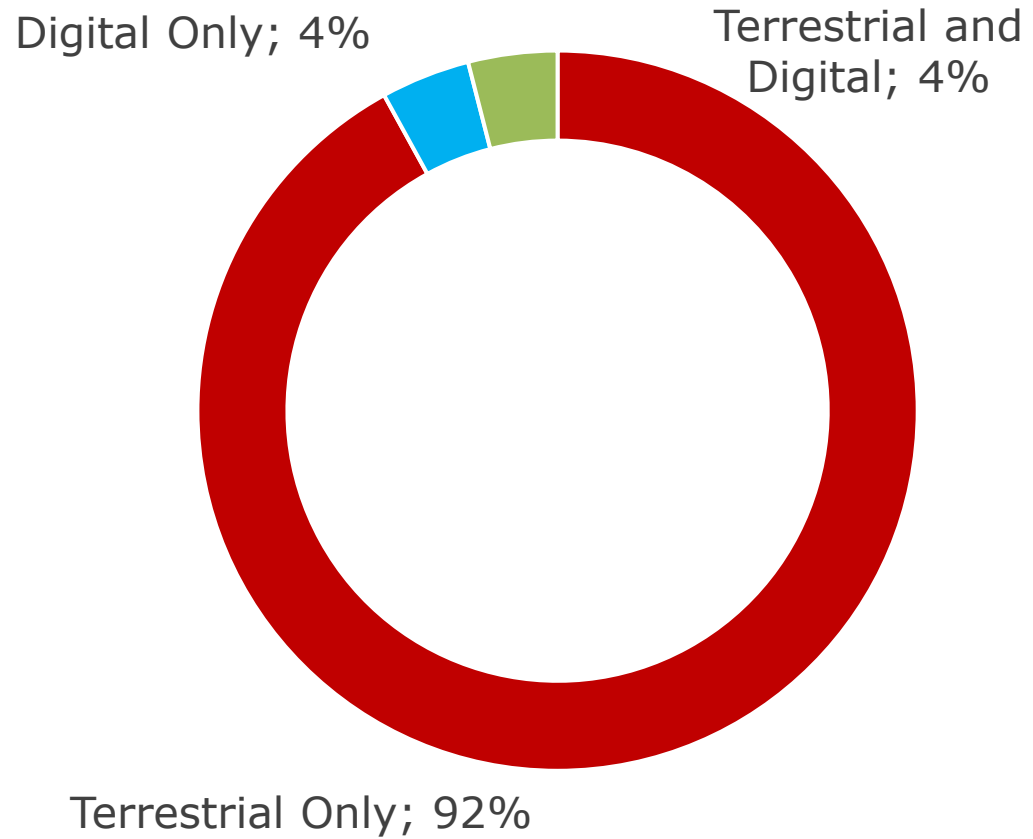


# Radio Listening by Digital Device (Avg. Day)

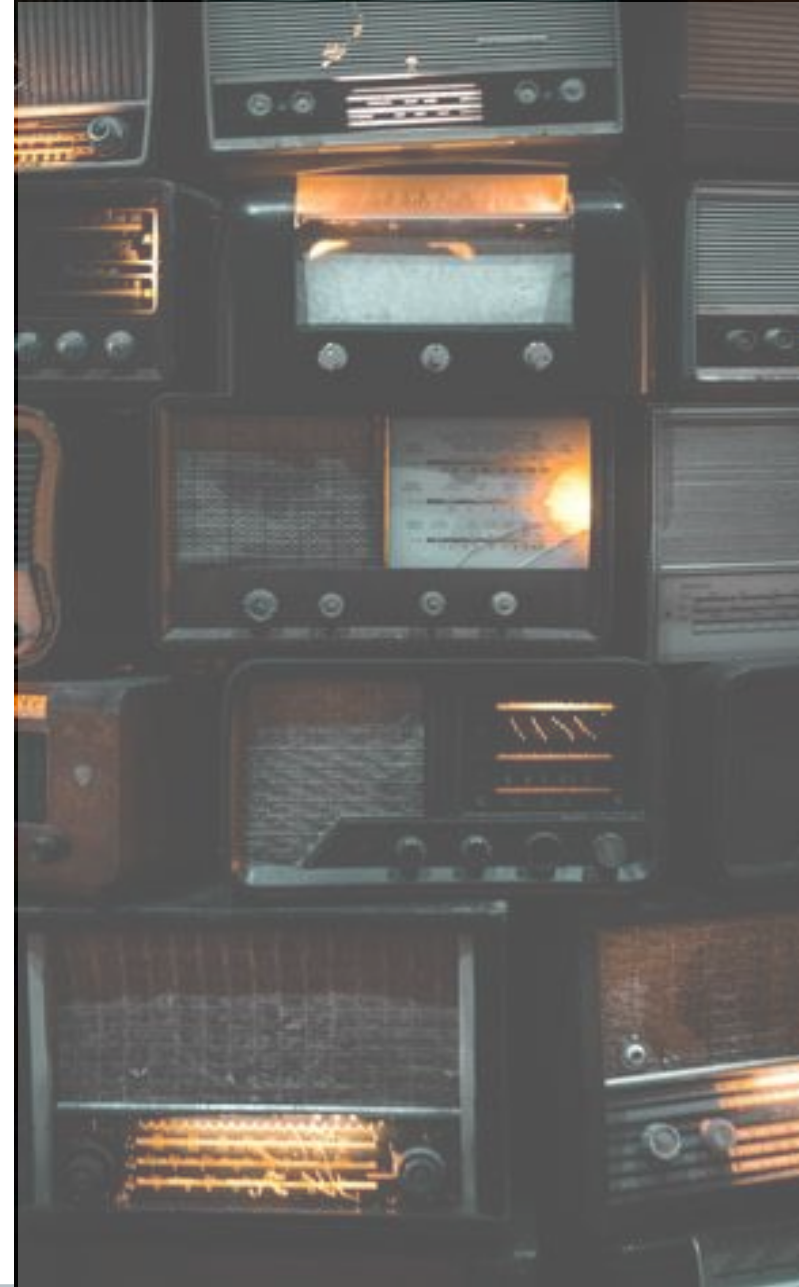
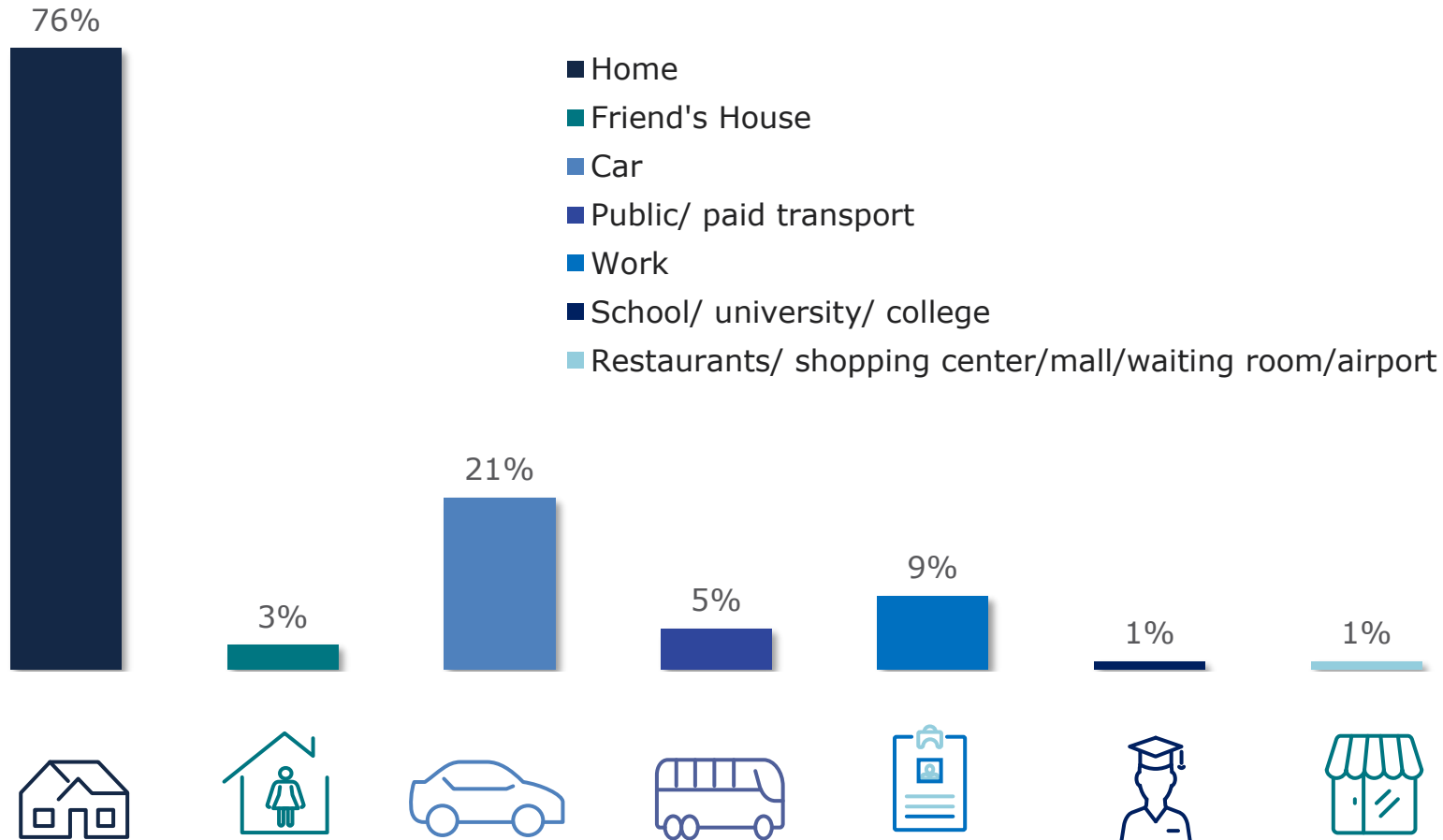
- Streaming on car radio
- Streaming on a cellphone from a website
- Digitally/streaming on a cellphone using an app
- Smart speaker
- PC/Laptop



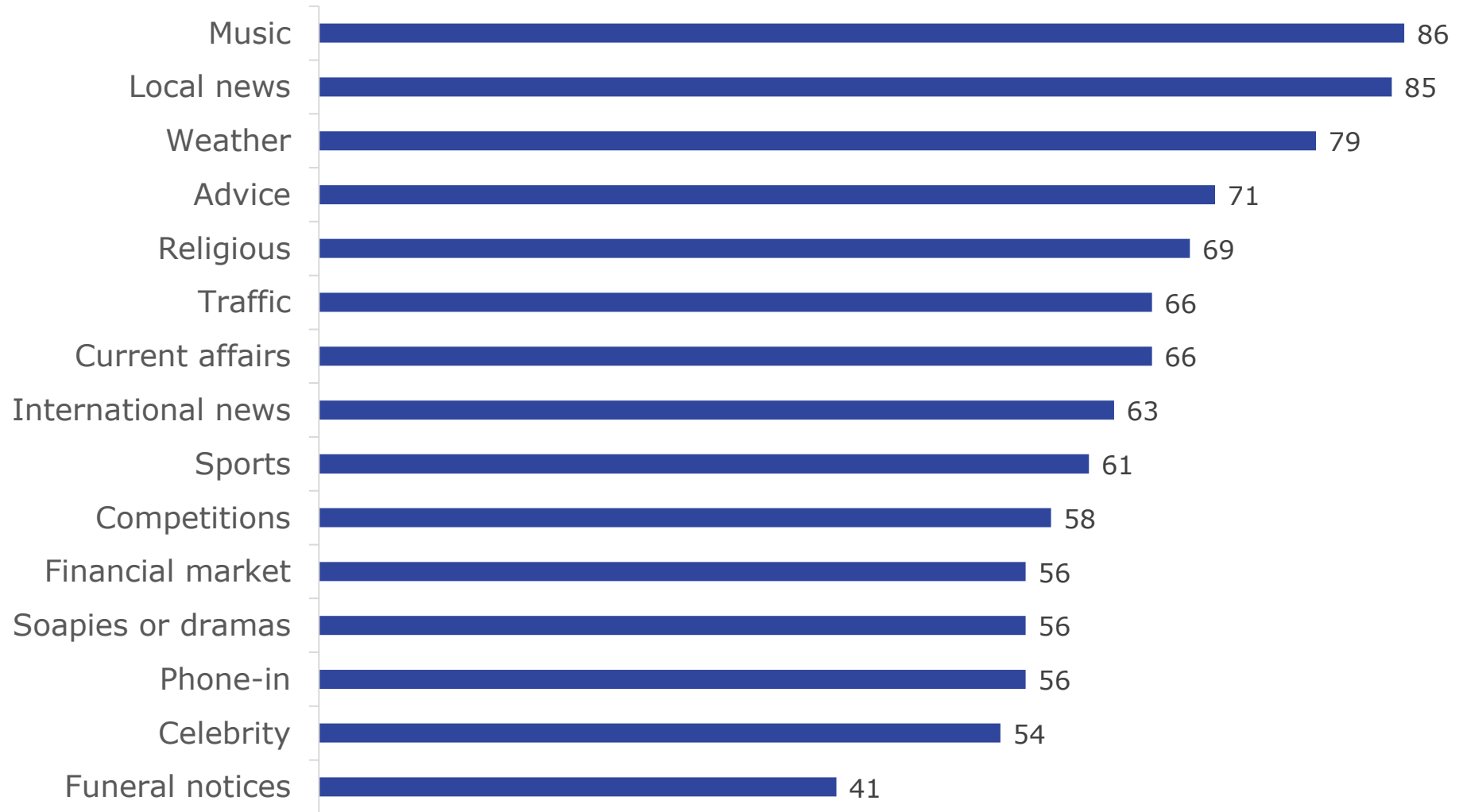
# Unduplicated Source of Listening



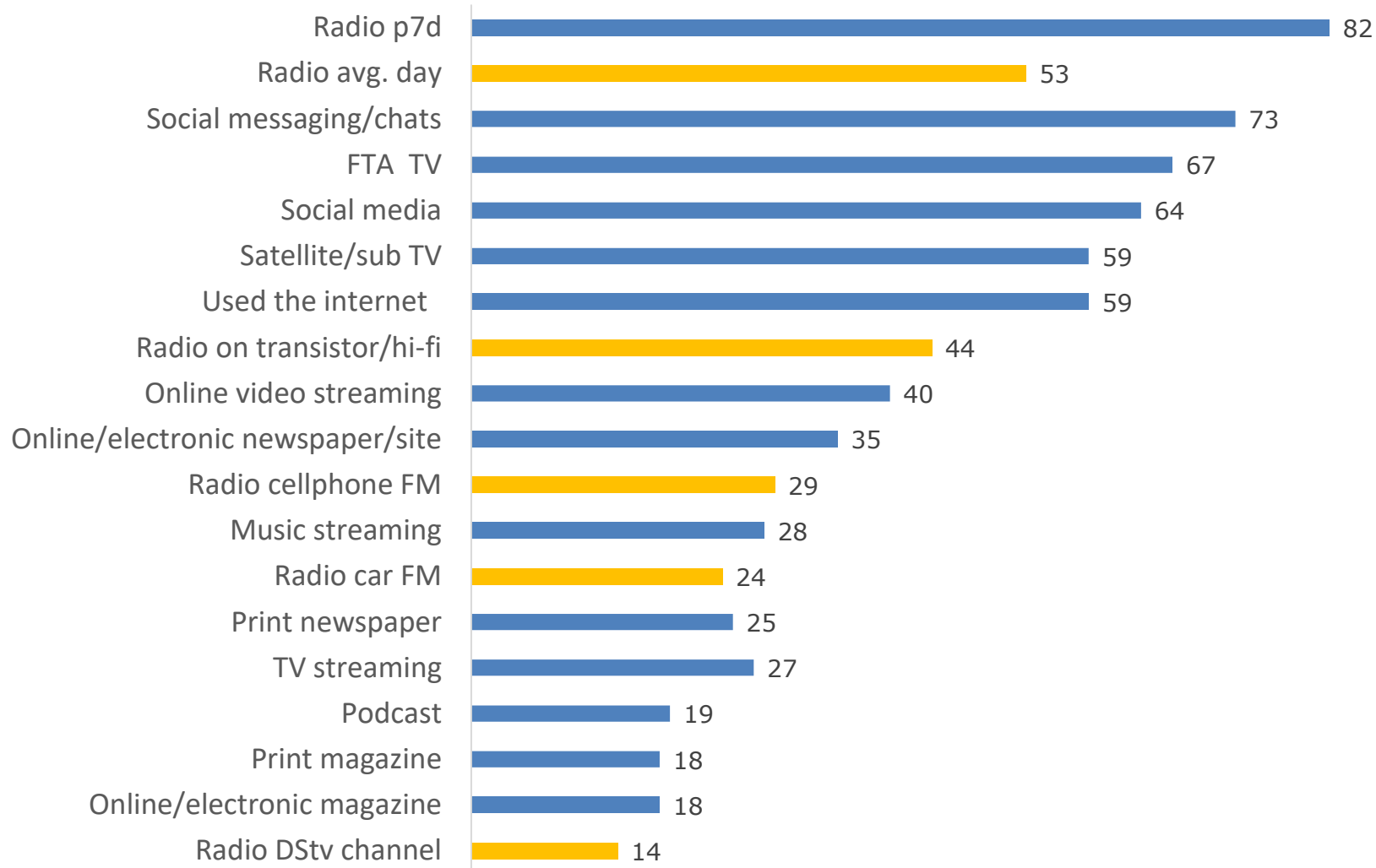
# Radio listening by location



# Programmes Listened to Most Often (%)



# The Media Landscape of Average Day Listeners

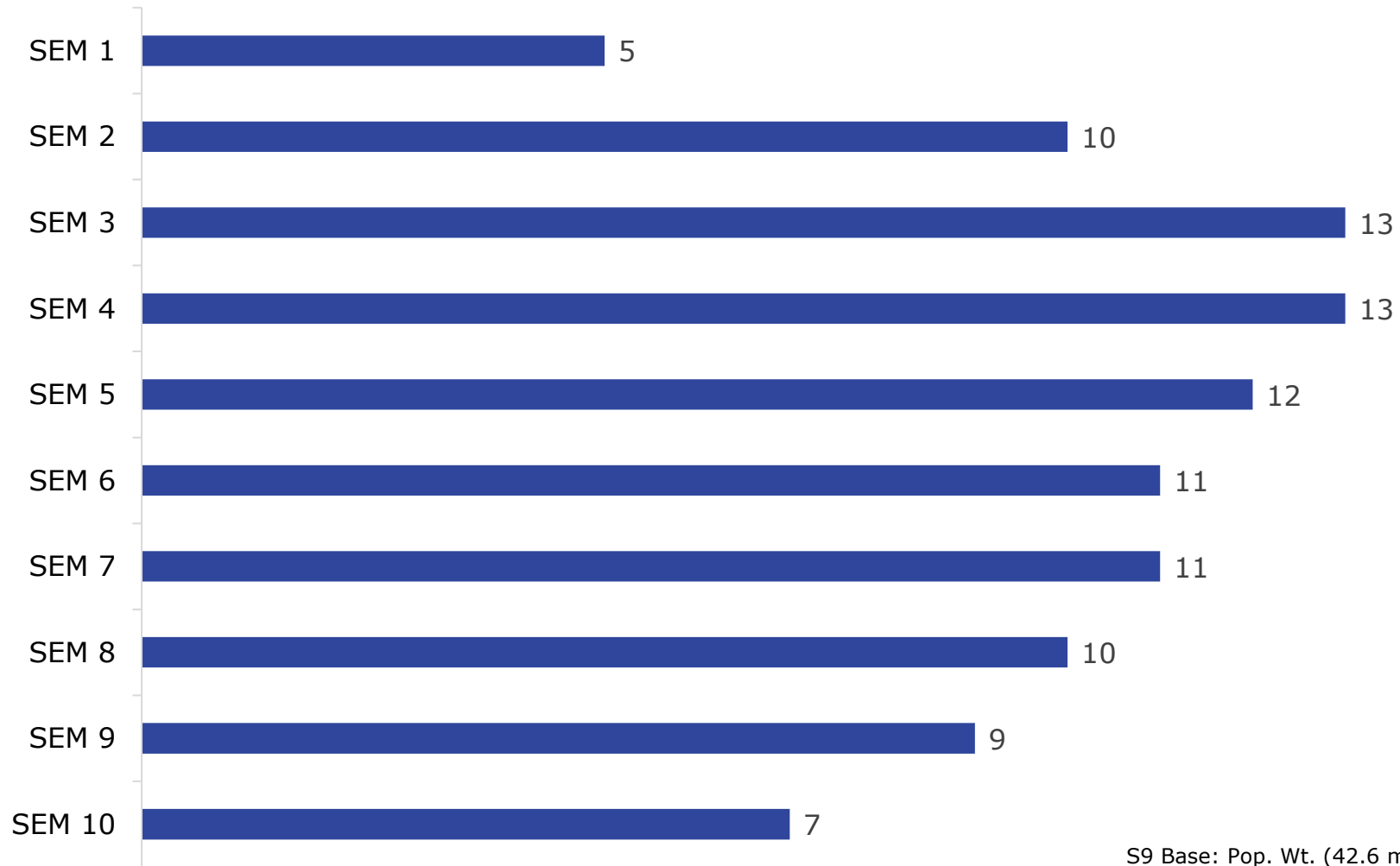


- < 3% resp.:
- radio digital streaming in car
  - cellphone from website
  - cellphone app
  - smart speaker
  - PC/laptop

**3**  
**SEMs**



# SEMs on BRC RAMS Amplify



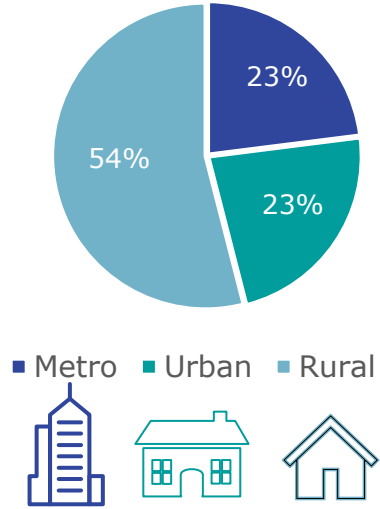
S9 Base: Pop. Wt. (42.6 million). Apr-Aug ,21.



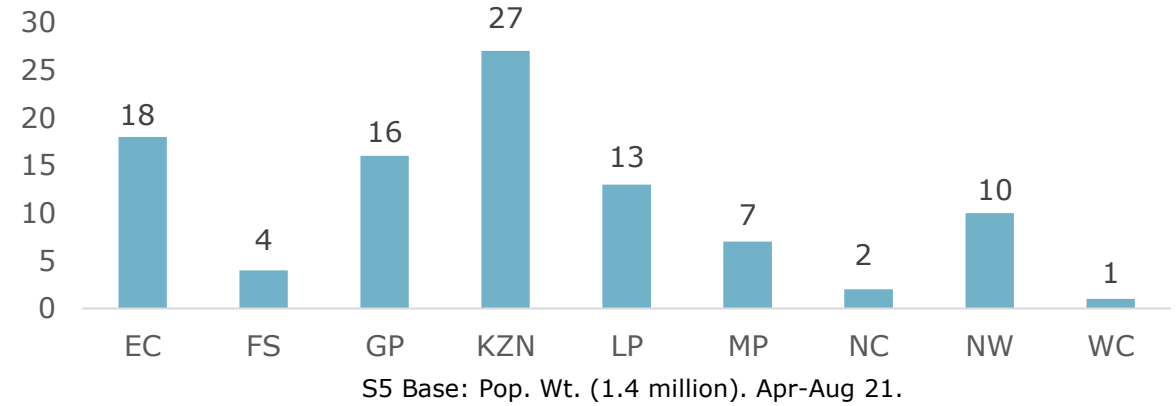
# SEM 1 – Radio Listeners

Population: 1.4 million (4.1%)

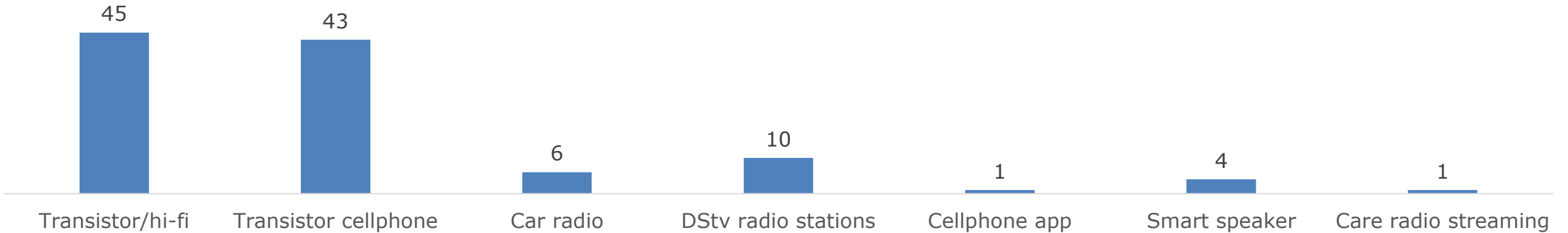
Area (% p7d )



Province (% p7d)



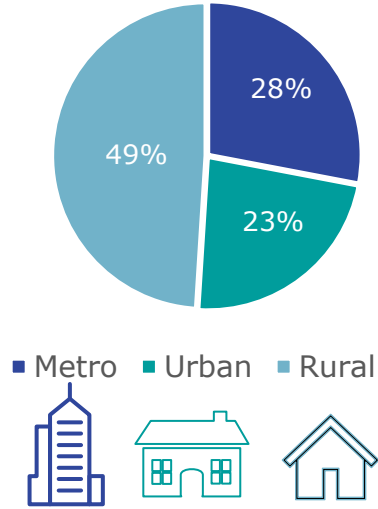
Devices (% based on avg. daily listeners)



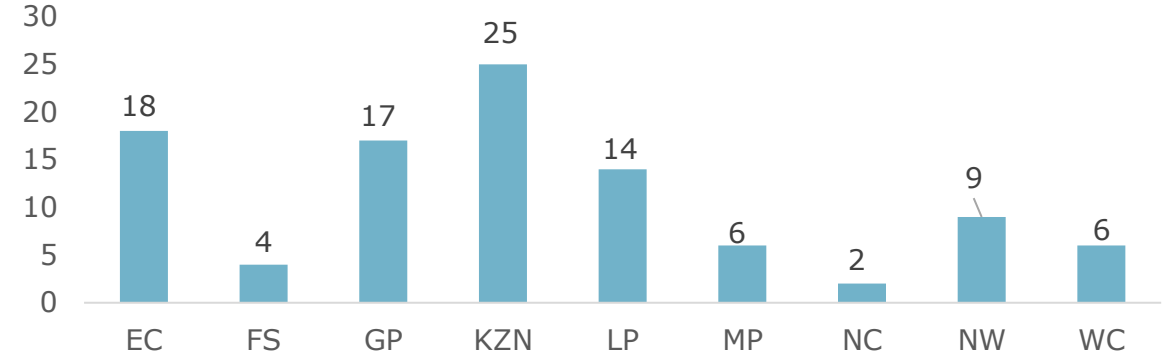
# SEM 2 – Radio Listeners

Population: 3.4 million (9.8%)

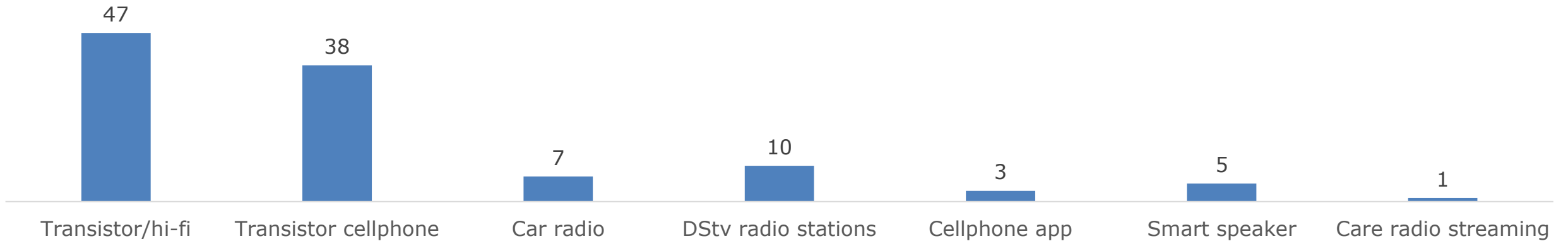
Area(%)



Province (%)



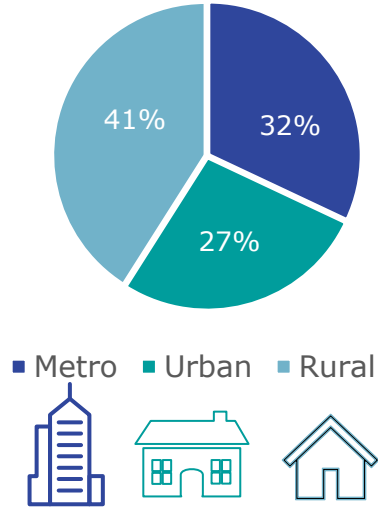
Devices (% based on avg. daily listeners)



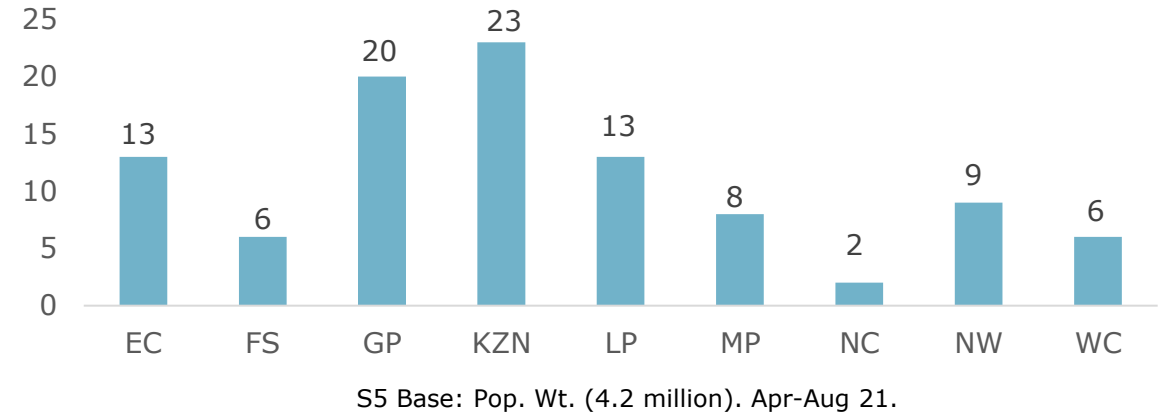
# SEM 3 – Radio Listeners

Population: 4.2 million (12.3%)

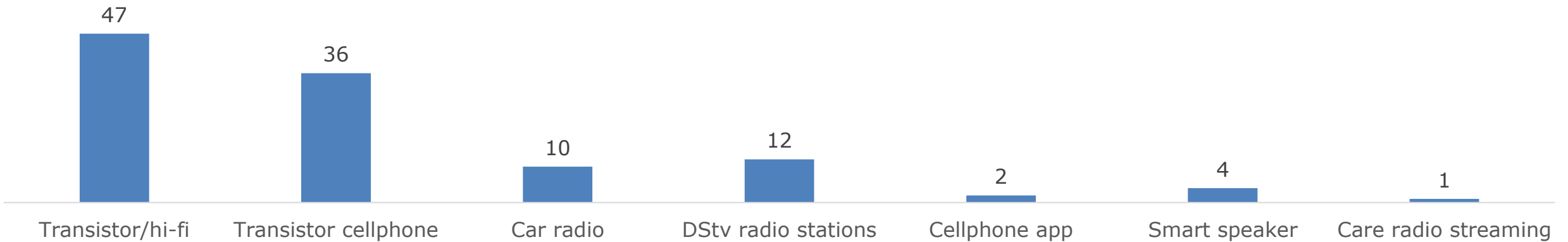
Area(%)



Province (%)



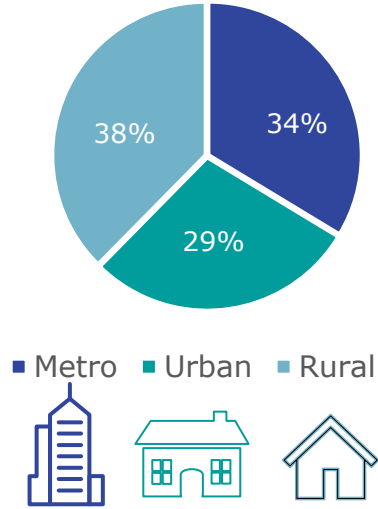
Devices (% based on avg. daily listeners)



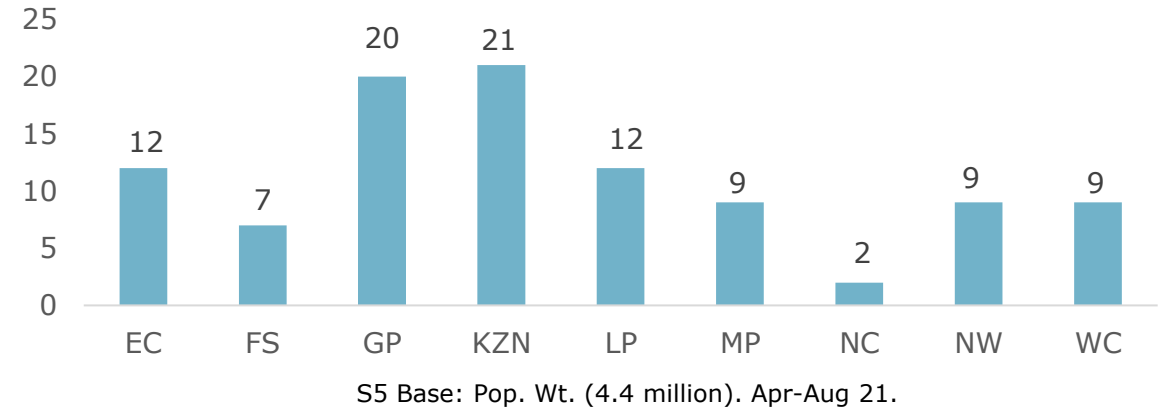
# SEM 4 – Radio Listeners

Population: 4.4 million (12.9%)

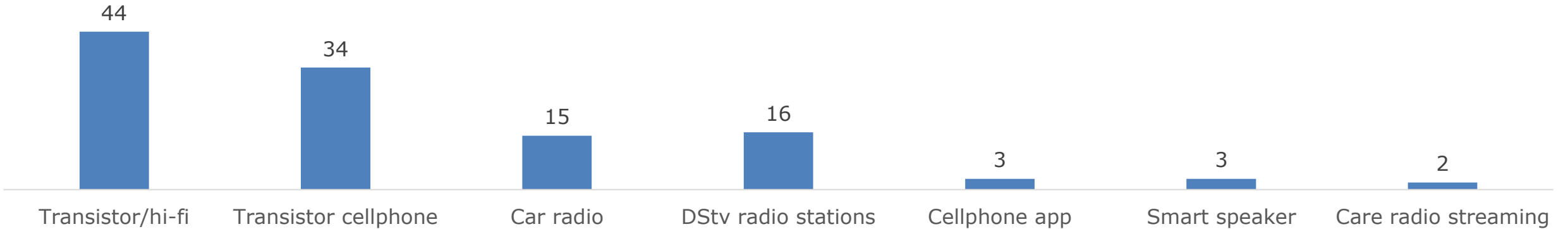
Area(%)



Province (%)



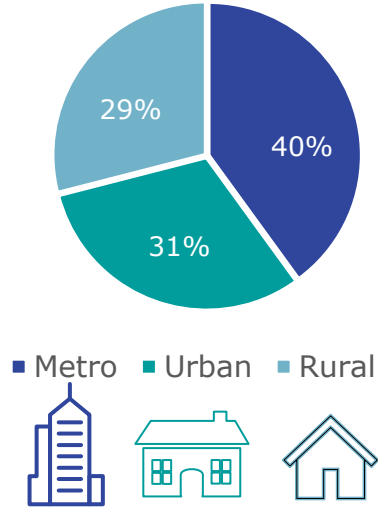
Devices (% based on avg. daily listeners)



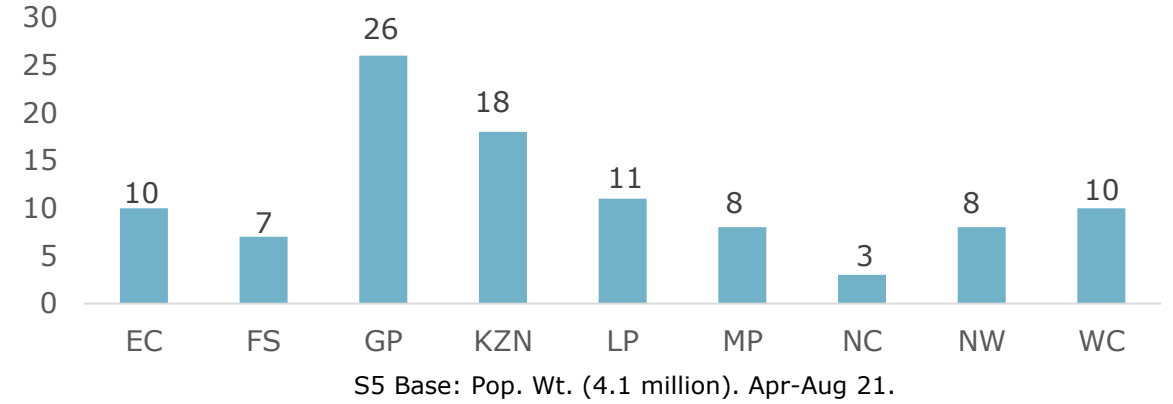
# SEM 5 – Radio Listeners

Population: 4.1 million (12.0%)

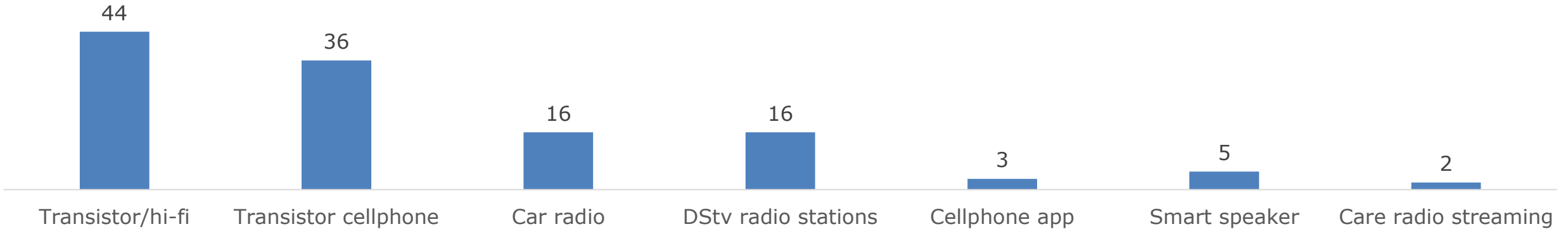
Area(%)



Province (%)



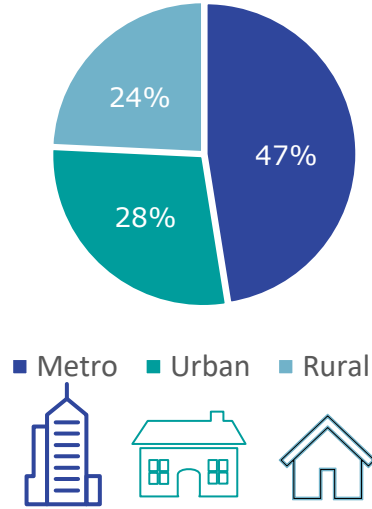
Devices (% based on avg. daily listeners)



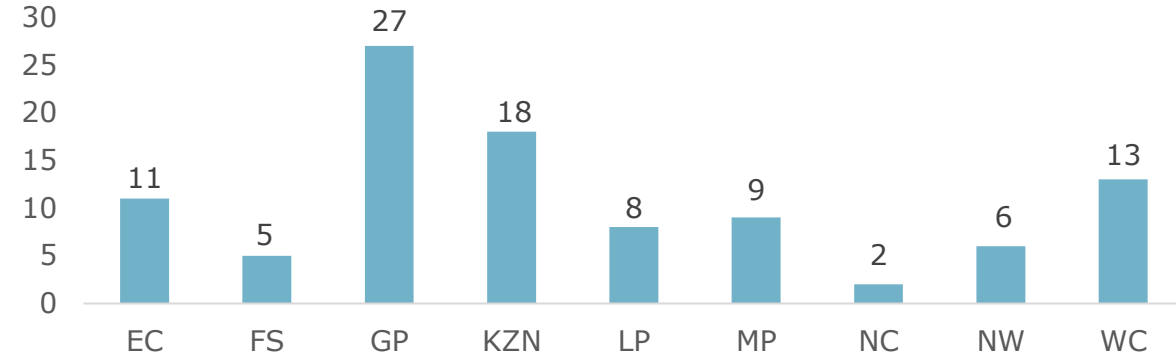
# SEM 6 – Radio Listeners

Population: 4.0 million (11.7%)

Area(%)

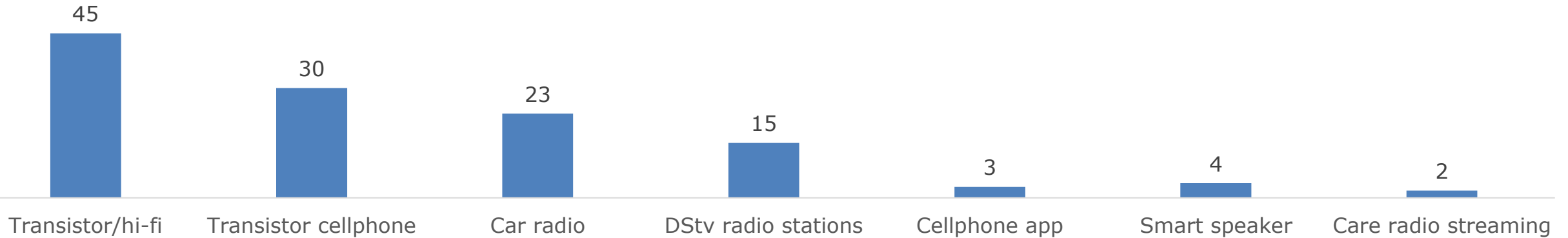


Province (%)



S5 Base: Pop. Wt. (4.0 million). Apr-Aug 21.

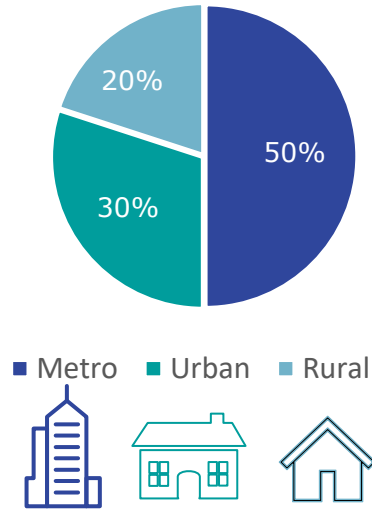
Devices (% based on avg. daily listeners)



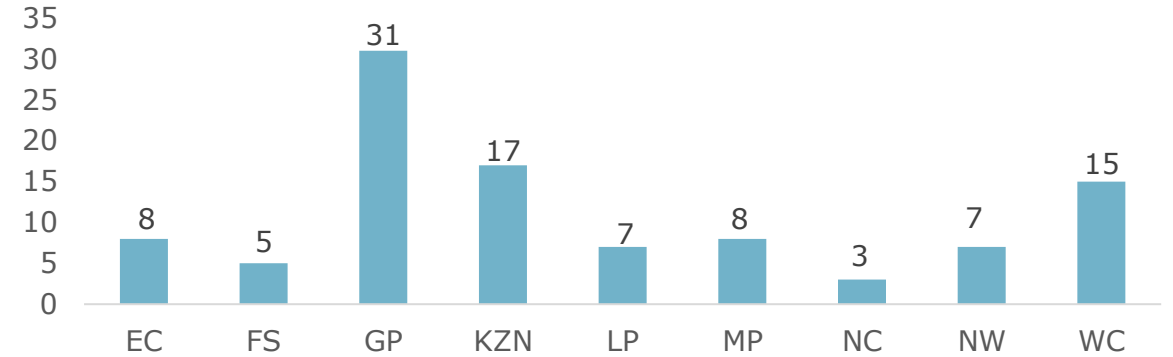
# SEM 7 – Radio Listeners

Population: 3.8 million (10.9%)

Area(%)

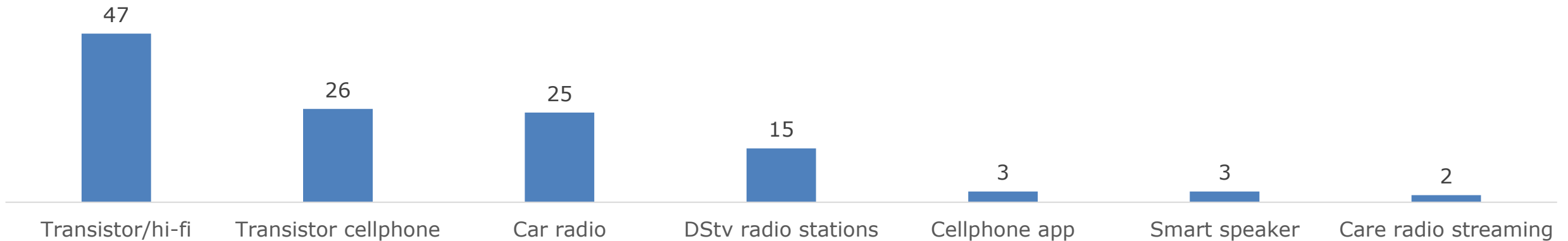


Province (%)



S5 Base: Pop. Wt. (3.8 million). Apr-Aug 21.

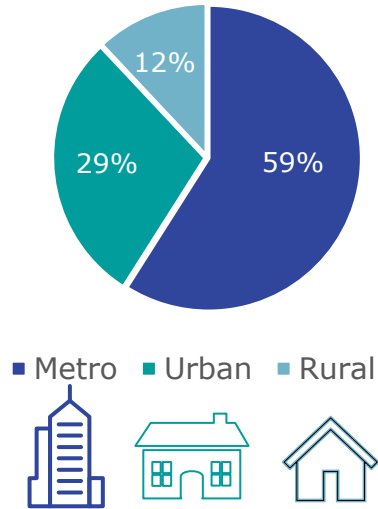
Devices (% based on avg. daily listeners)



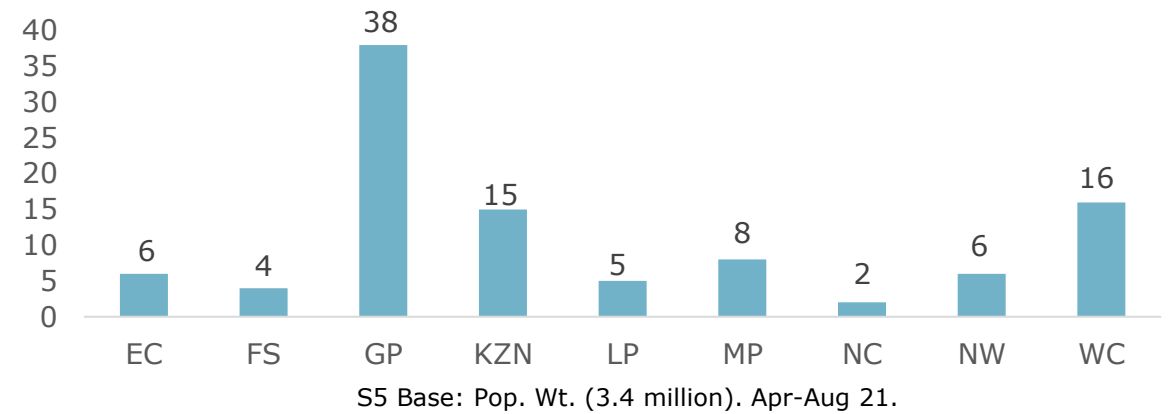
# SEM 8 – Radio Listeners

Population: 3.4 million (9.8%)

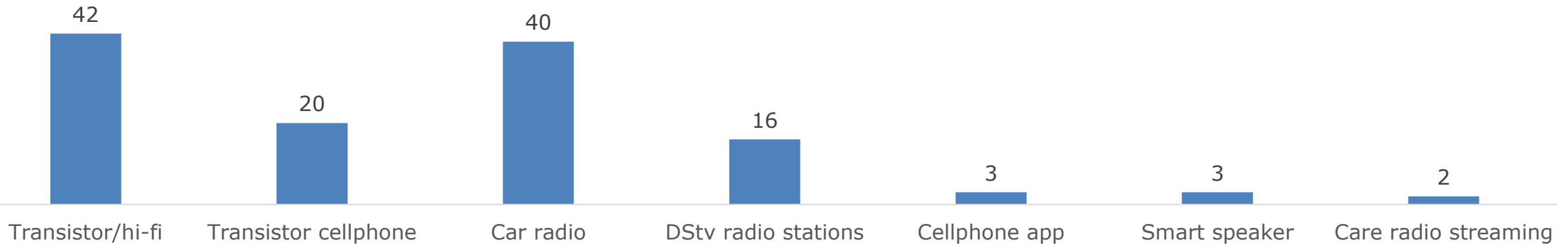
Area(%)



Province (%)



Devices (% based on avg. daily listeners)

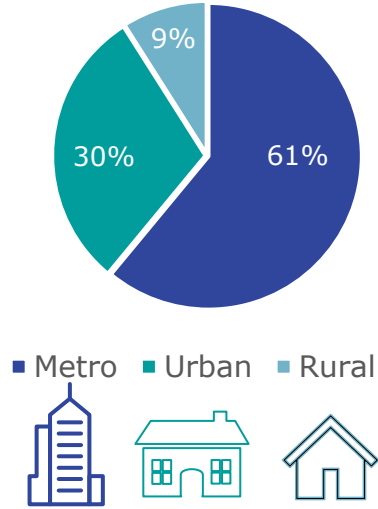




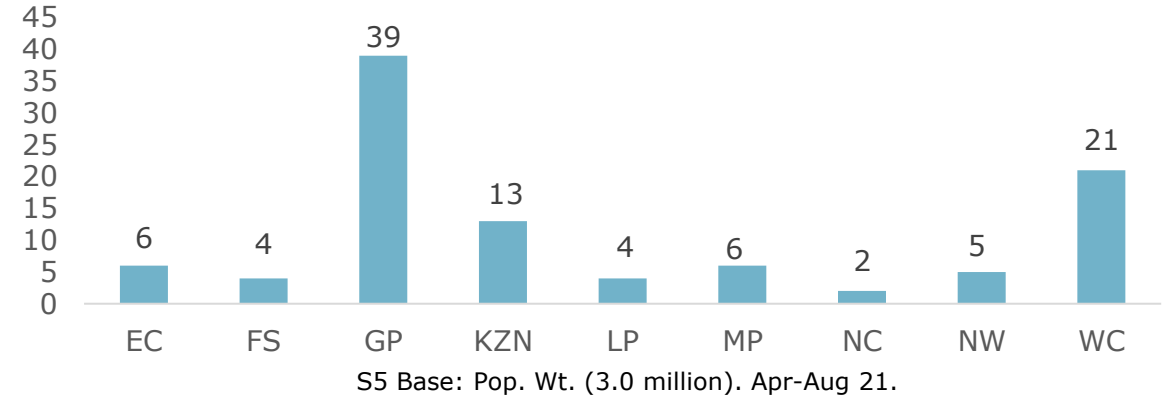
# SEM 9 – Radio Listeners

Population: 3.0 million (8.8%)

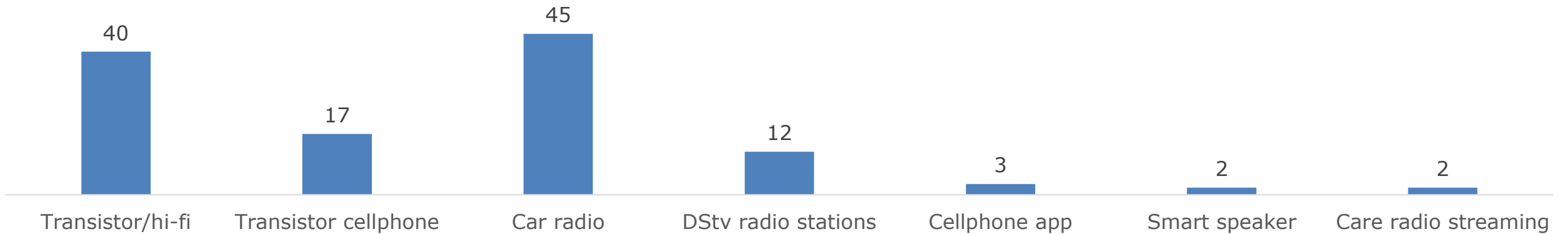
Area(%)



Province (%)



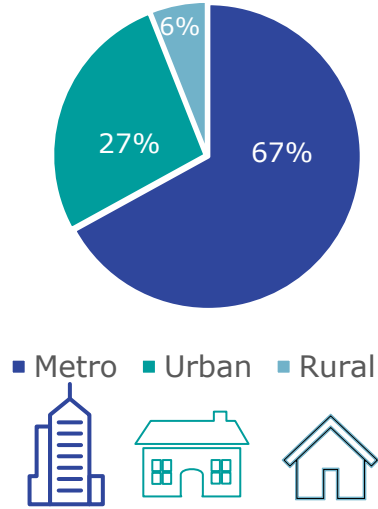
Devices (% based on avg. daily listeners)



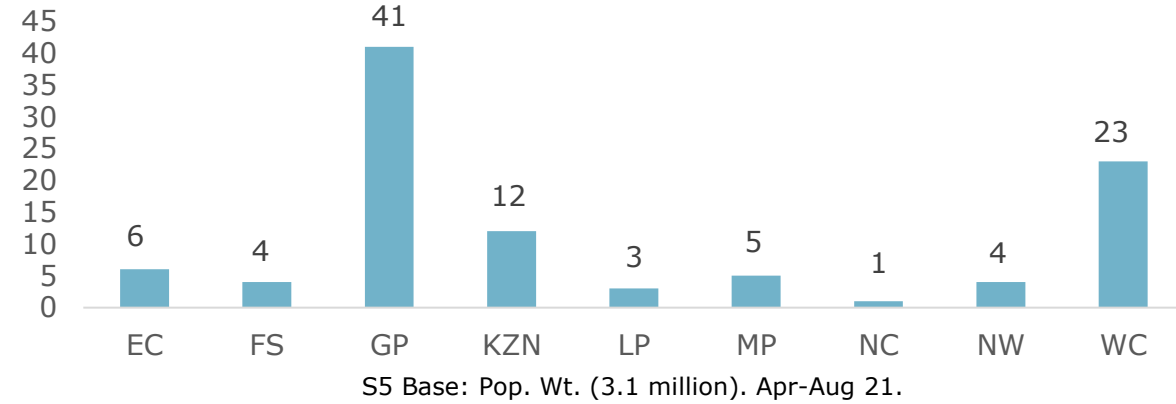
# SEM 10 – Radio Listeners

Population: 2.7 million (7.7%)

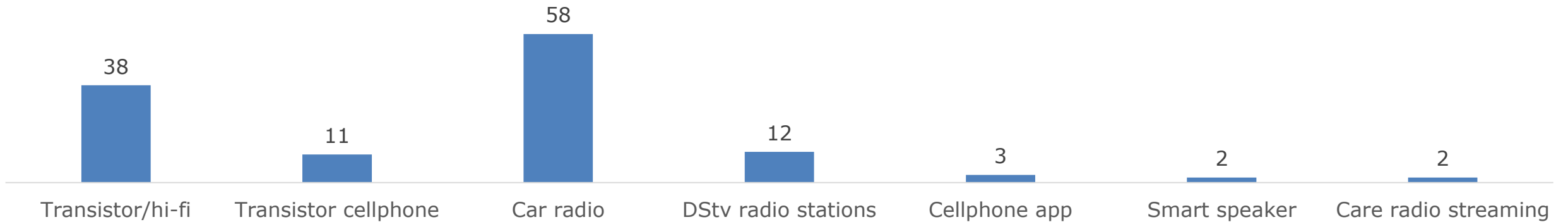
Area(%)



Province (%)



Devices (% based on avg. daily listeners)

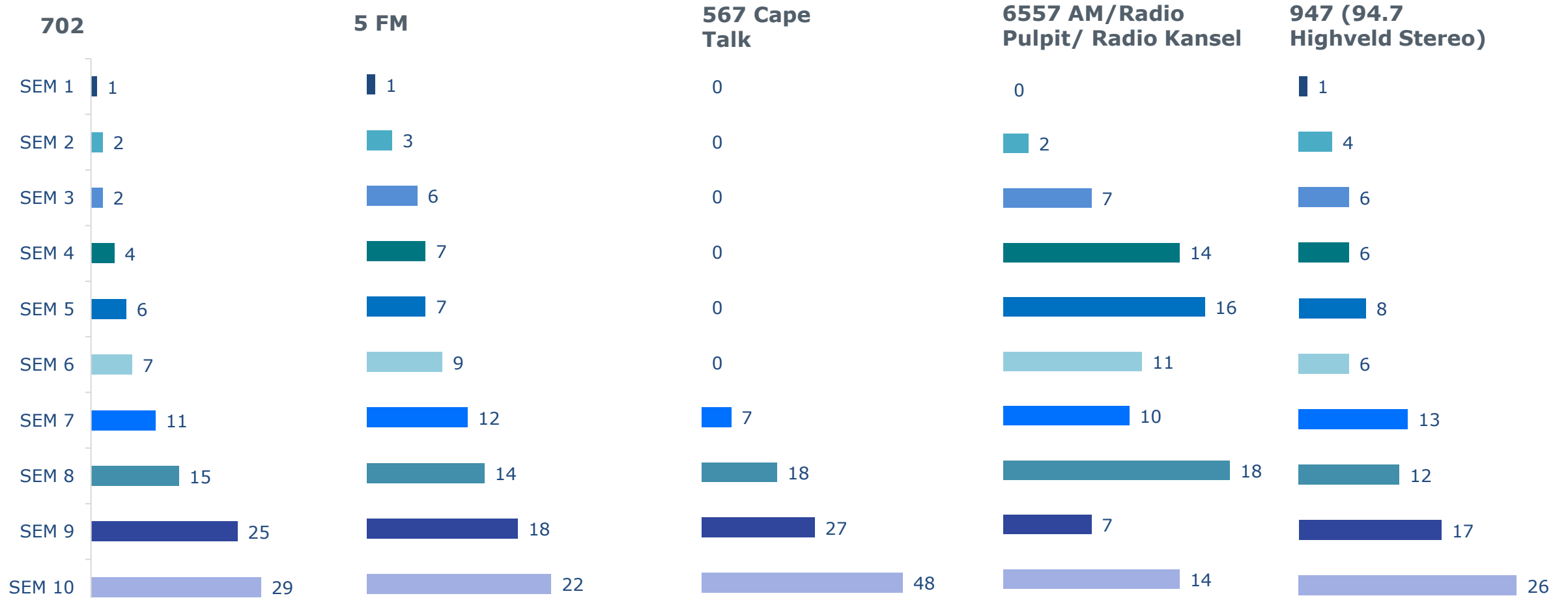




# Station Profile by SEM (1/9)

Commercial and PBS

## Station Profile – P7D (%)

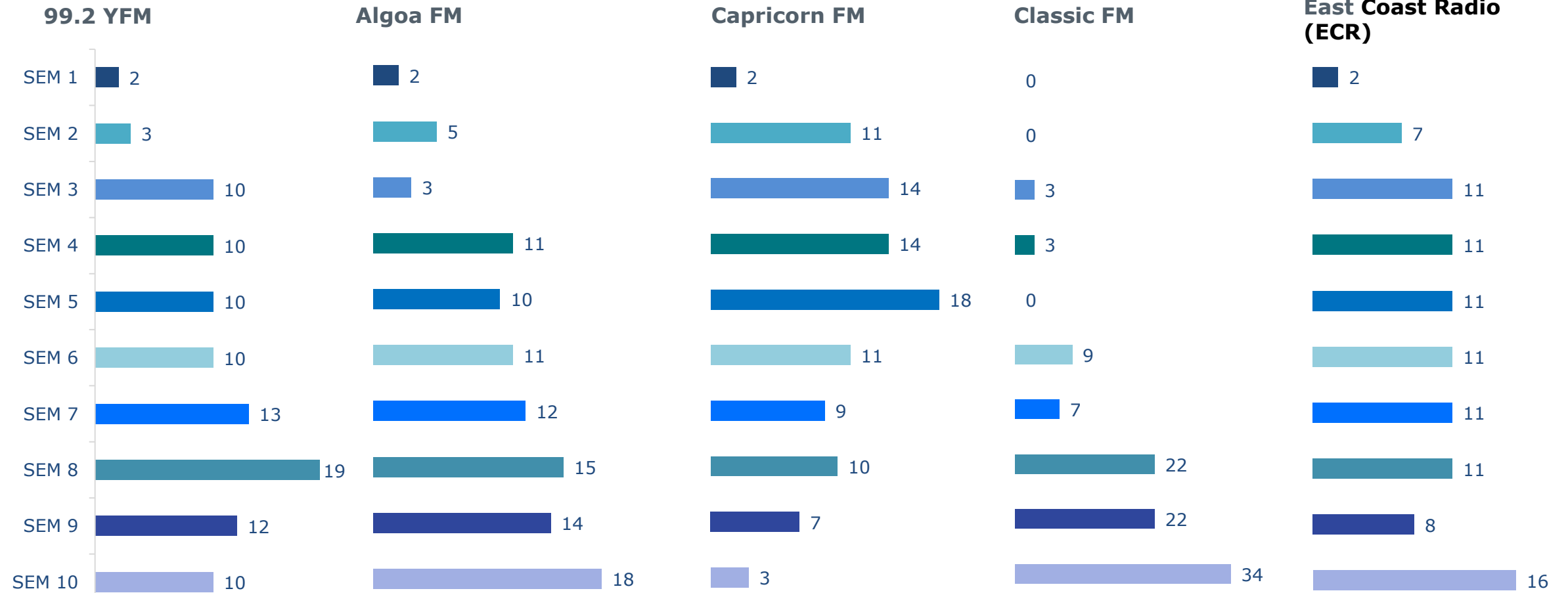


# Station Profile by SEM (2/9)

Commercial and PBS



## Station Profile – P7D (%)

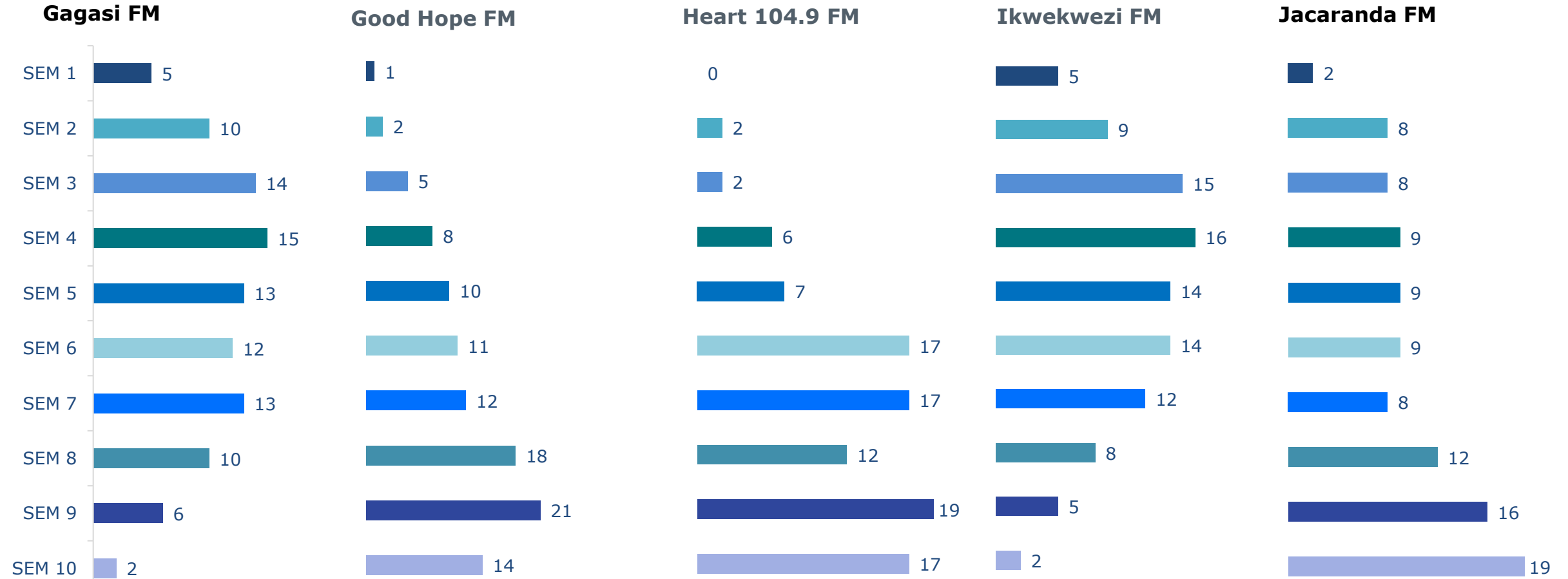




# Station Profile by SEM (3/9)

Commercial and PBS

Station Profile – P7D (%)

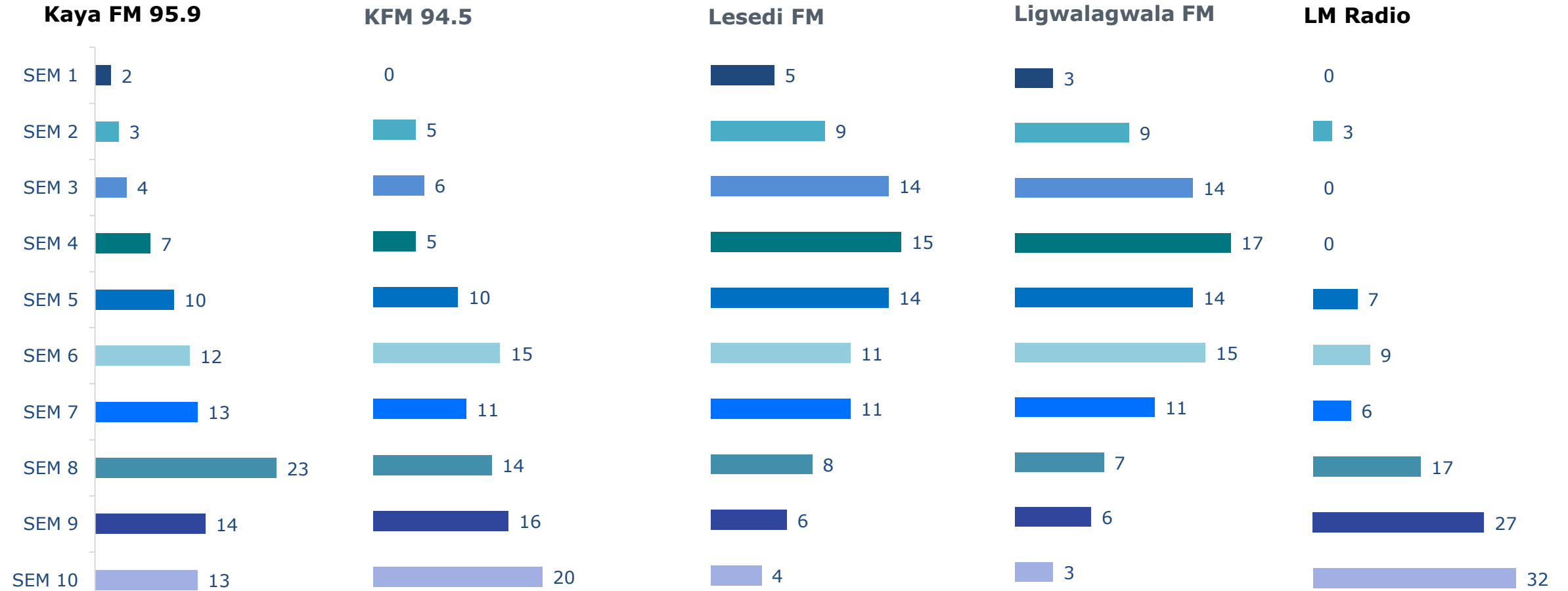


# Station Profile by SEM (4/9)

Commercial and PBS



## Station Profile – P7D (%)

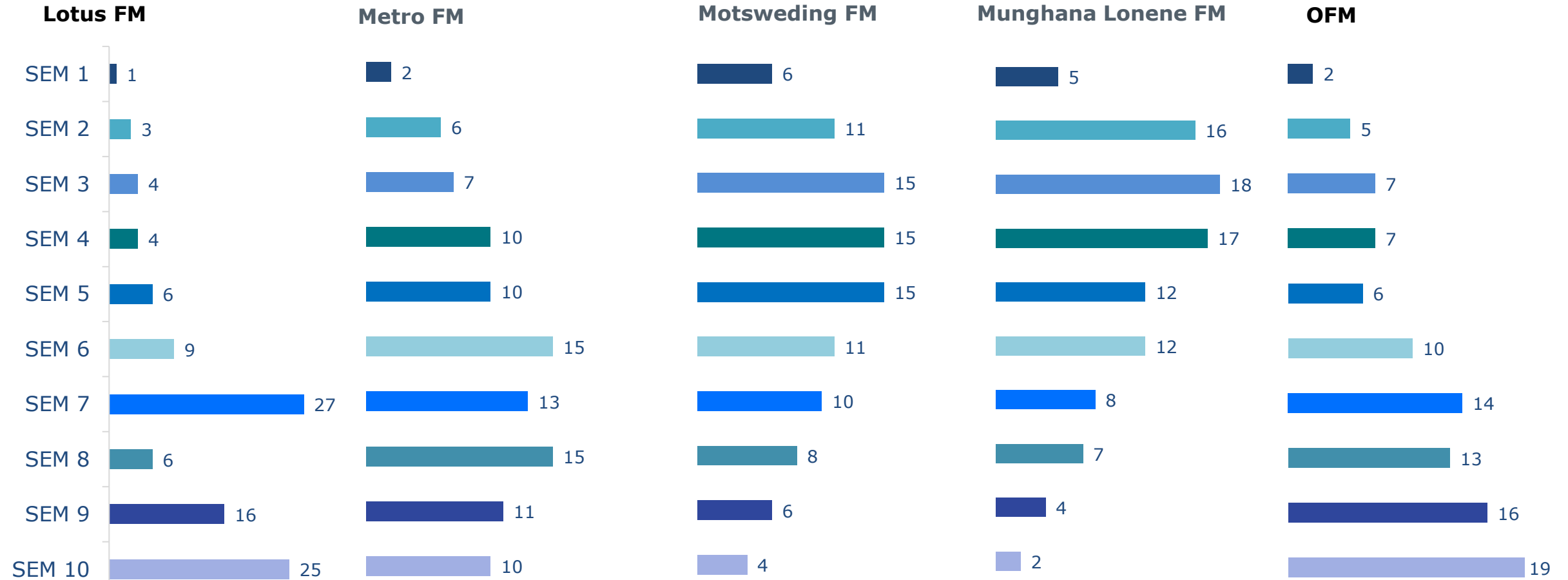




# Station Profile by SEM (5/9)

Commercial and PBS

Station Profile – P7D (%)

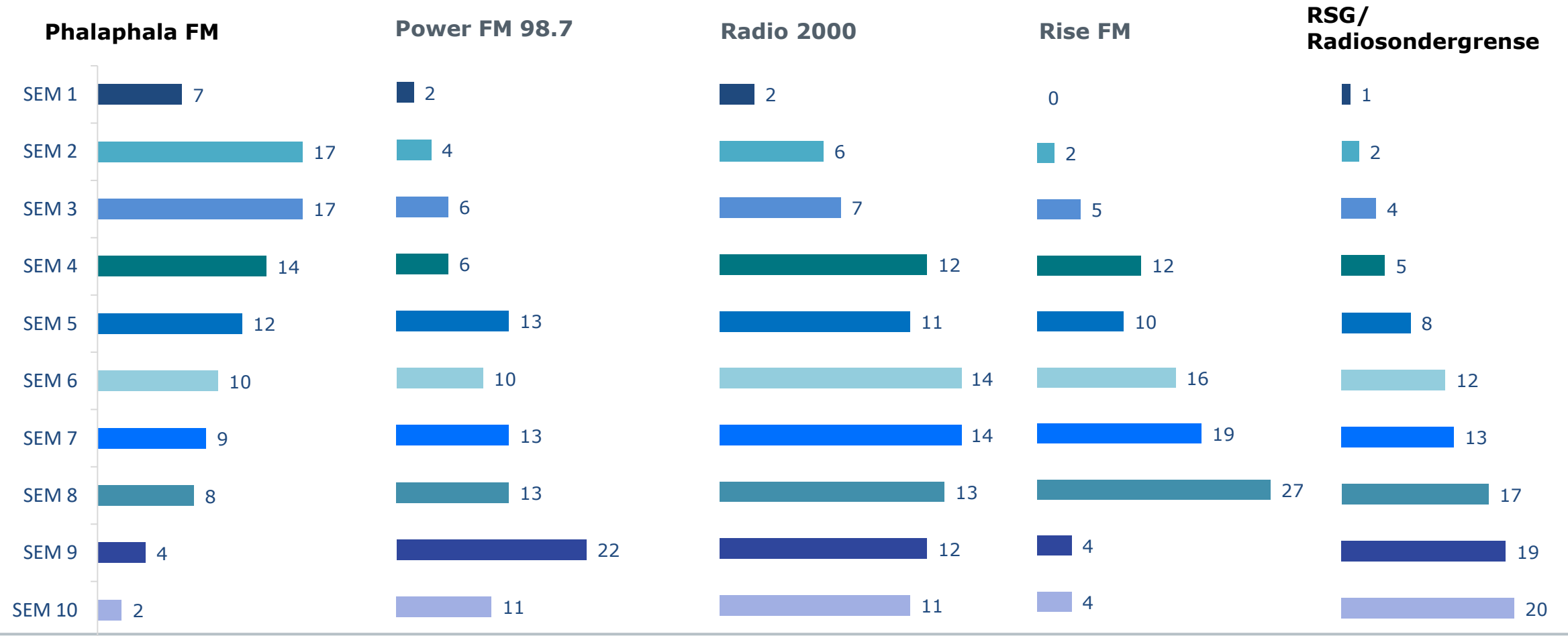




# Station Profile by SEM (6/9)

Commercial and PBS

Station Profile – P7D (%)



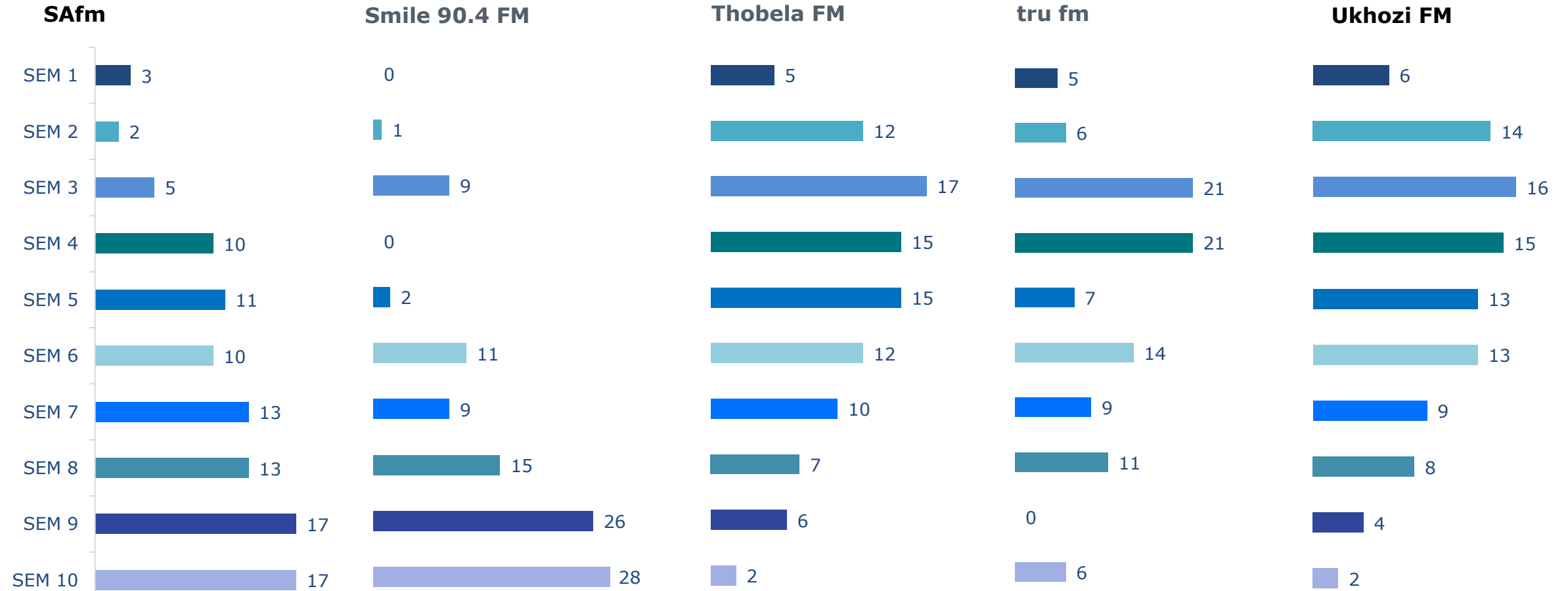


# Station Profile by SEM (7/9)

Commercial and PBS



## Station Profile – P7D (%)

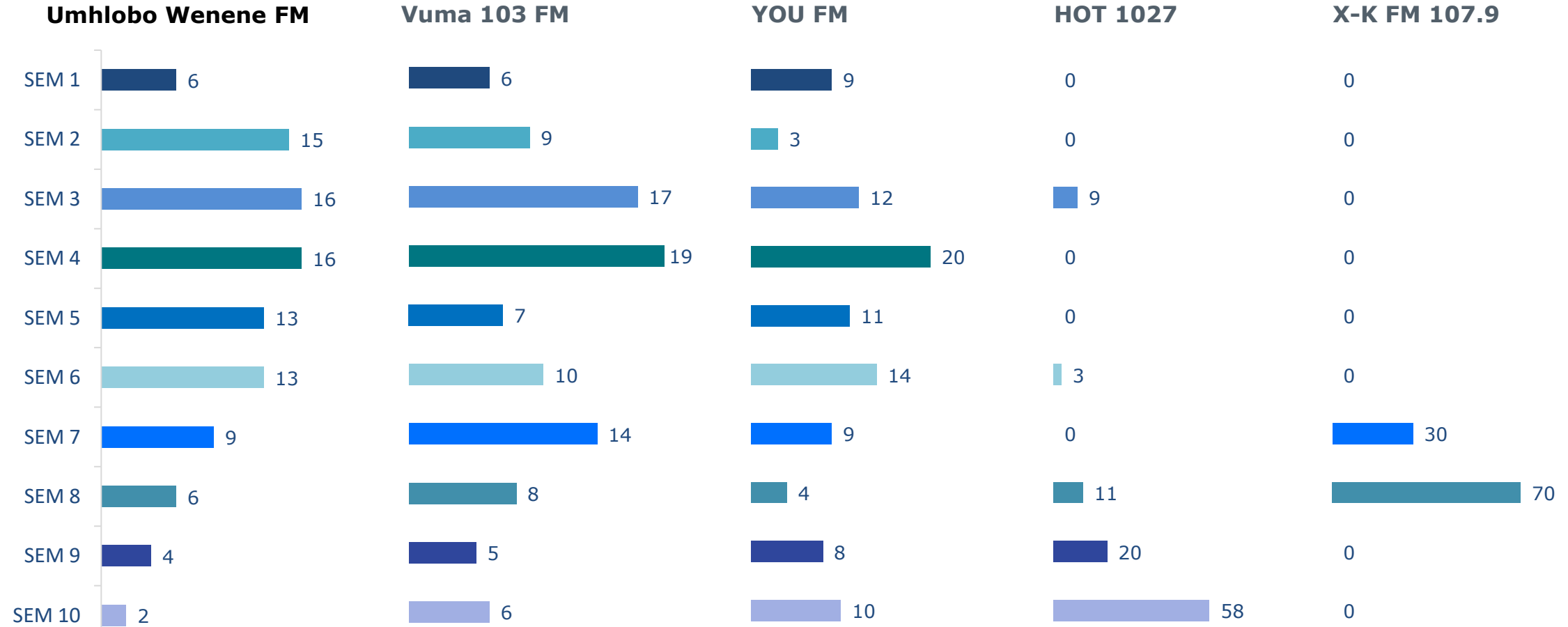




# Station Profile by SEM (8/9)

Commercial and PBS

Station Profile – P7D (%)



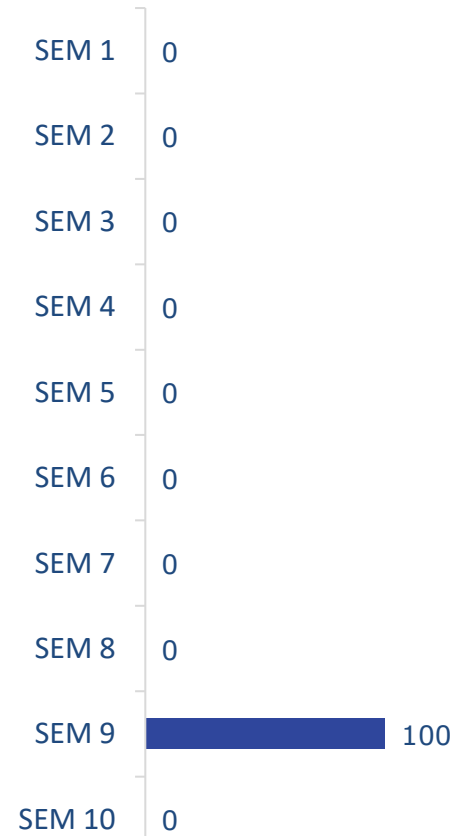


# Station Profile by SEM (9/9)

Commercial and PBS

## Station Profile – P7D (%)

### Magic 828

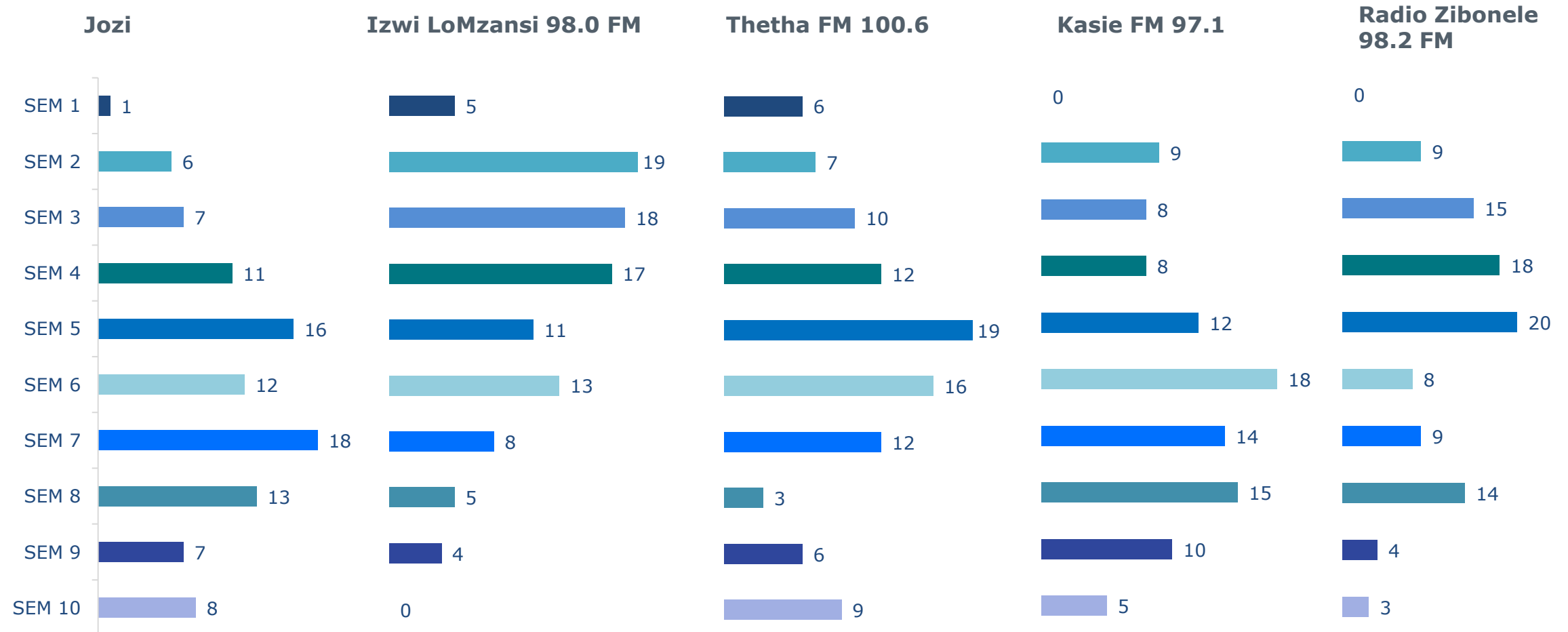


# Station Profile by SEM (1/3)

Community



## Station Profile – P7D (%)

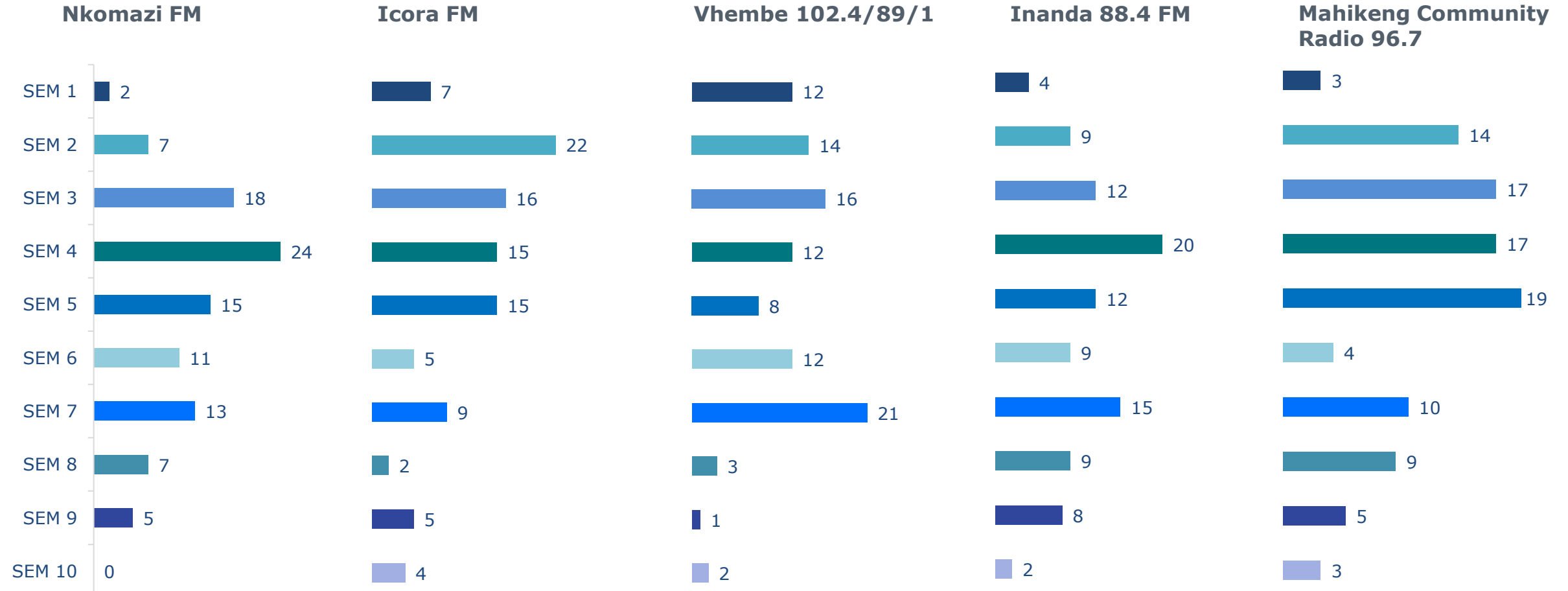


# Station Profile by SEM (2/3)

Community



## Station Profile – P7D (%)

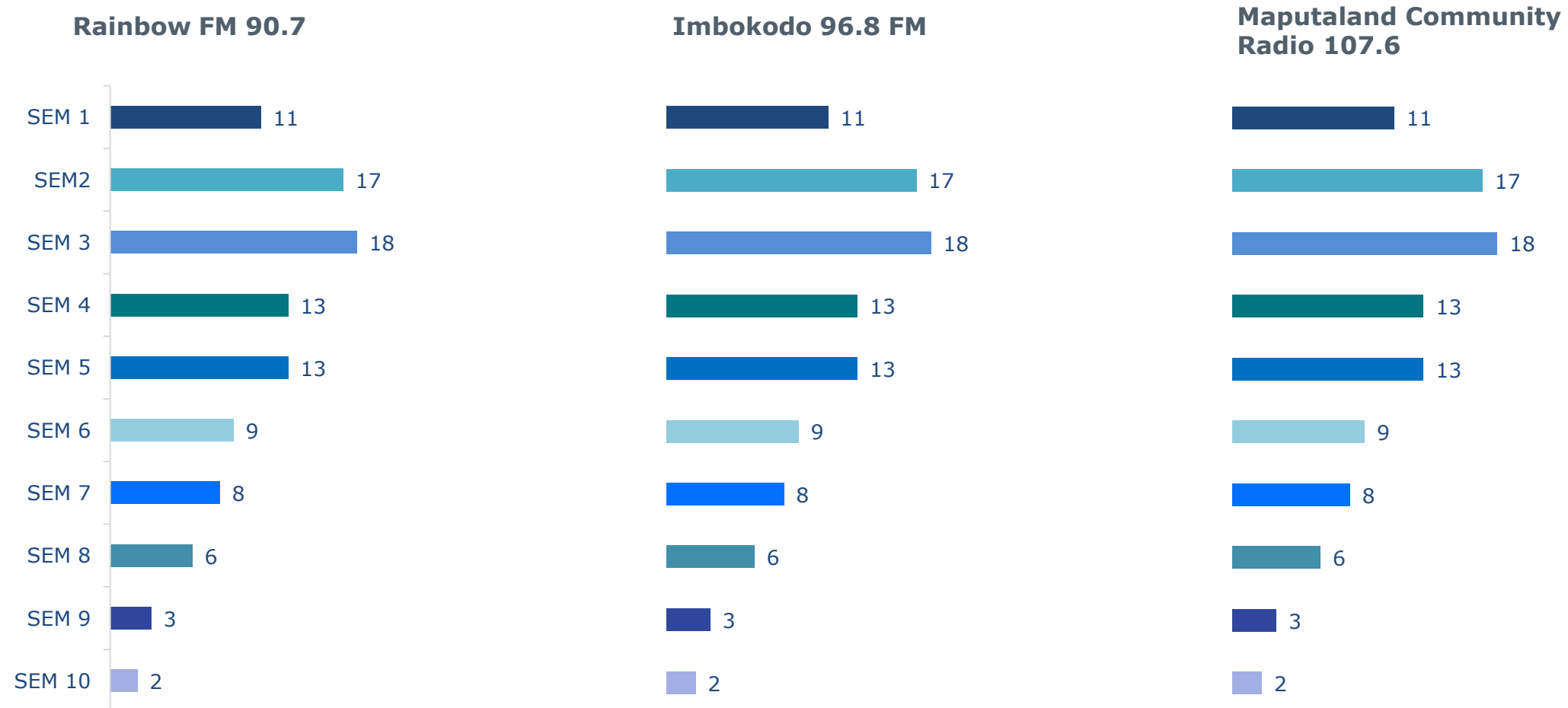




# Station Profile by SEM (3/3)

Community

## Station Profile – P7D (%)



# 4 Device & Location



# Station Listening by Terrestrial Device (1/11)

Commercial and PBS



**702**

Q7.1 Base: Pop. Wt. (416 412). Apr-Aug 21.

**5 FM**

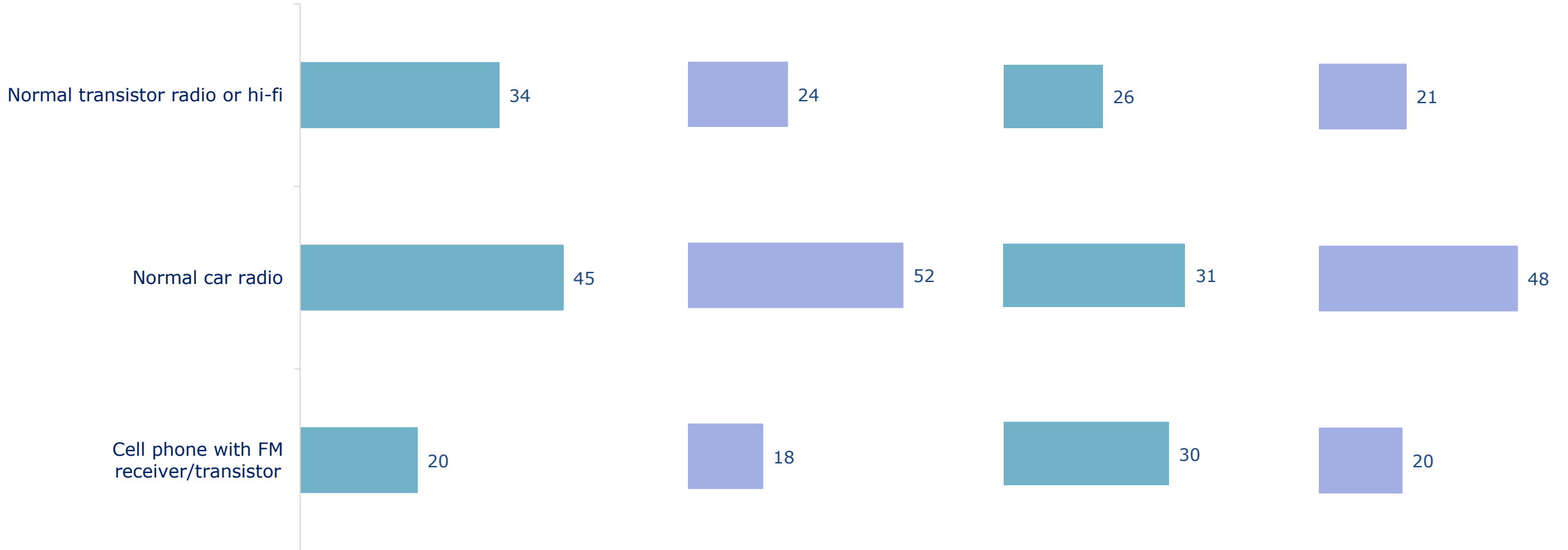
Q7.1 Base: Pop. Wt. (435 133). Apr-Aug 21.

**99.2 YFM**

Q7.1 Base: Pop. Wt. (401 000). Apr-Aug 21.

**947 (94.7 Highveld Stereo)**

Q7.1 Base: Pop. Wt. (542 841). Apr-Aug 21.





# Station Listening by Terrestrial Device (2/11)

Commercial and PBS

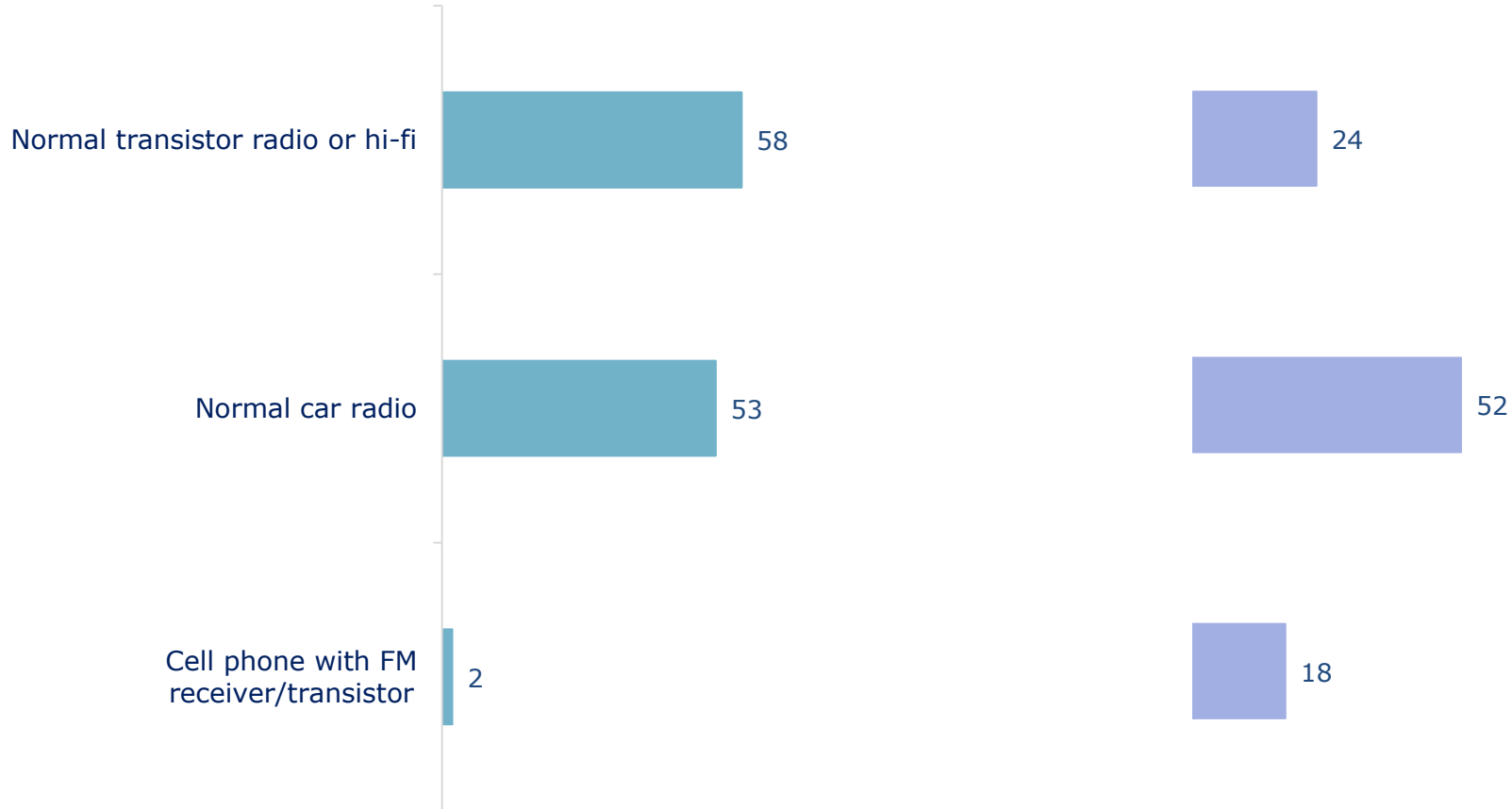


## 567 Cape Talk

Q7.1 Base: Pop. Wt. (124 307). Apr-Aug 21.

## 657 AM / Radio Pulpit / Radio Kansel

Q7.1 Base: Pop. Wt. (62 787). Apr-Aug 21.



# Station Listening by Terrestrial Device (3/11)

Commercial and PBS



## Algoa

Q7.1 Base: Pop. Wt. (187 479). Apr-Aug 21.

## Capricorn FM

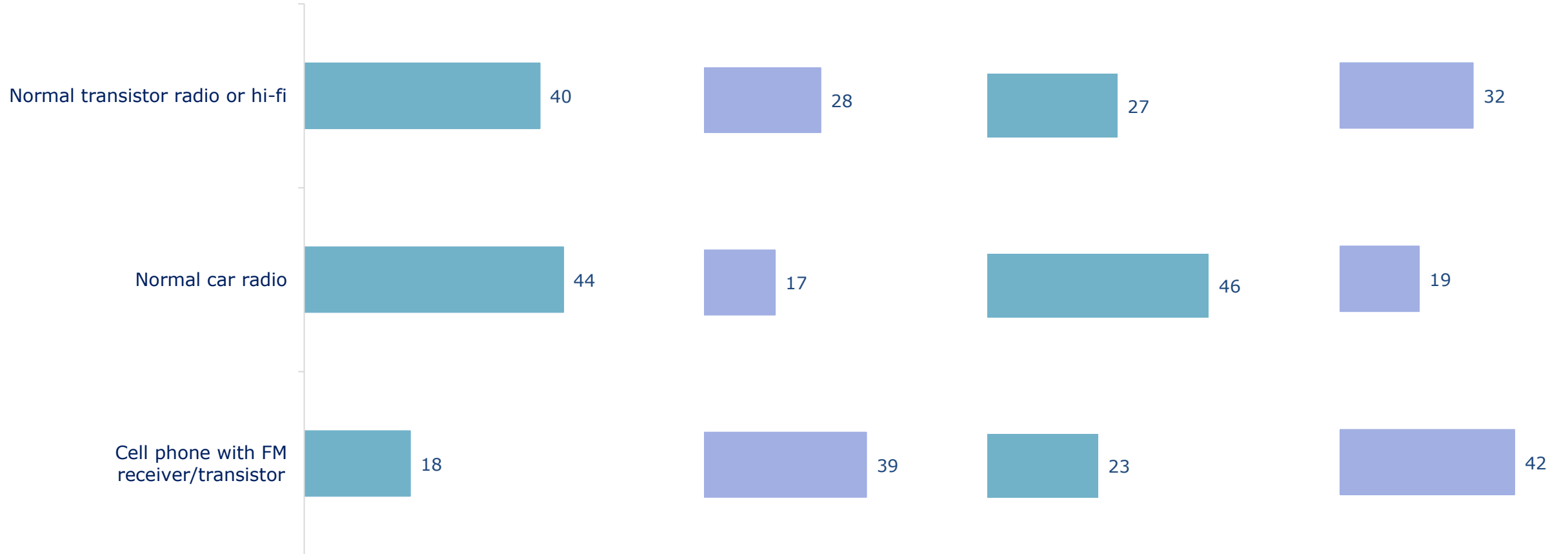
Q7.1 Base: Pop. Wt. (186 483). Apr-Aug 21.

## East Coast Radio (ECR)

Q7.1 Base: Pop. Wt. (526 233). Apr-Aug 21.

## Gagasi FM

Q7.1 Base: Pop. Wt. (576 000). Apr-Aug 21.



# Station Listening by Terrestrial Device (4/11)

Commercial and PBS



## Good Hope FM

Q7.1 Base: Pop. Wt. (303 718). Apr-Aug 21.

## Heart 104.9 FM

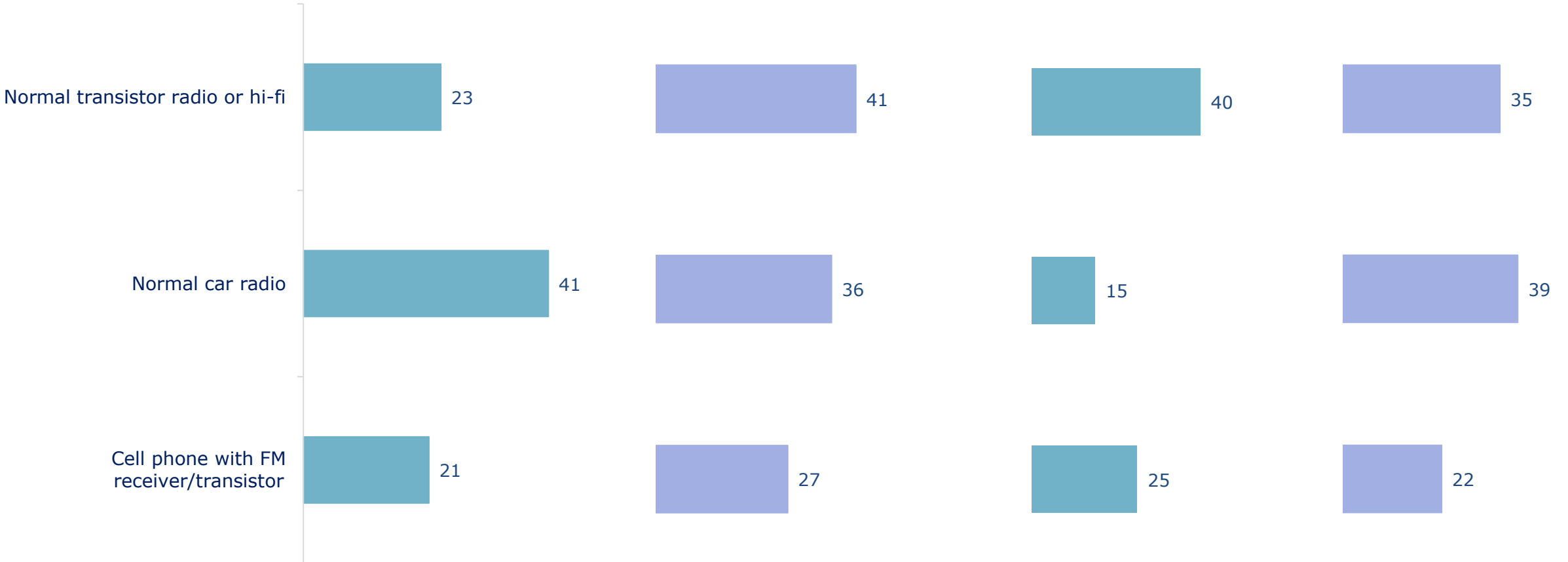
Q7.1 Base: Pop. Wt. (392 327). Apr-Aug 21.

## Ikwewezi FM

Q7.1 Base: Pop. Wt. (598 147). Apr-Aug 21.

## Jacaranda FM

Q7.1 Base: Pop. Wt. (676 865). Apr-Aug 21.



# Station Listening by Terrestrial Device (5/11)

Commercial and PBS



## Kaya FM

Q7.1 Base: Pop. Wt. (330 141). Apr-Aug 21.

## KFM 94.5

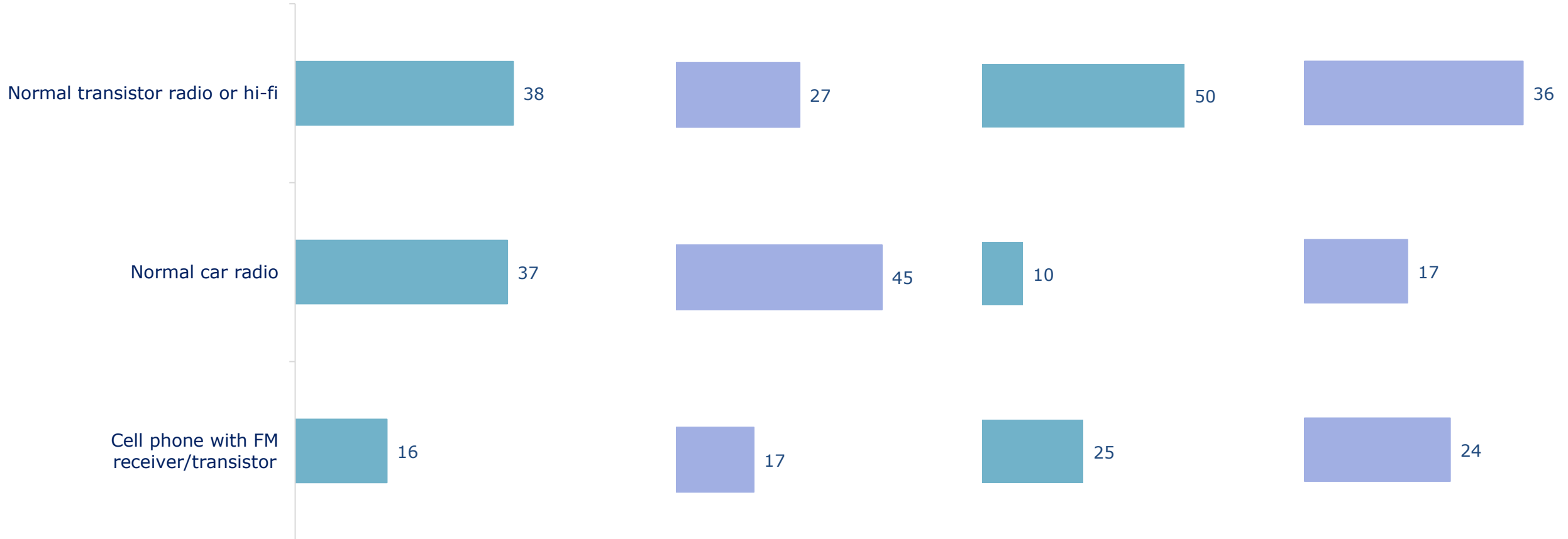
Q7.1 Base: Pop. Wt. (596 374). Apr-Aug 21.

## Lesedi FM

Q7.1 Base: Pop. Wt. (2 080 675). Apr-Aug 21.

## Ligwalagwala FM

Q7.1 Base: Pop. Wt. (598 840). Apr-Aug 21.



# Station Listening by Terrestrial Device (6/11)

Commercial and PBS



## Lotus FM

Q7.1 Base: Pop. Wt. (150 653). Apr-Aug 21.

## Metro FM

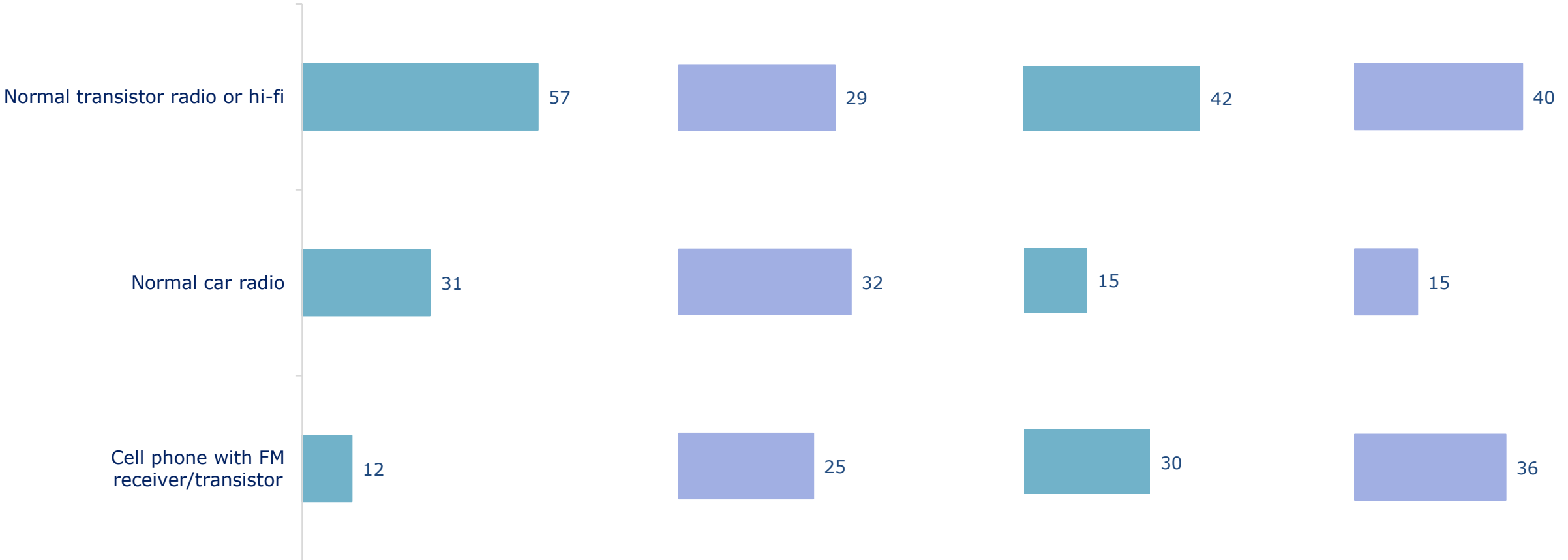
Q7.1 Base: Pop. Wt. (1 999 925). Apr-Aug 21.

## Motsweding FM

Q7.1 Base: Pop. Wt. (1 723 750). Apr-Aug 21.

## Munghana Lonene FM

Q7.1 Base: Pop. Wt. (779 454). Apr-Aug 21.



# Station Listening by Terrestrial Device (7/11)

Commercial and PBS



## OFM

Q7.1 Base: Pop. Wt. (132 430). Apr-Aug 21.

## Phalaphala FM

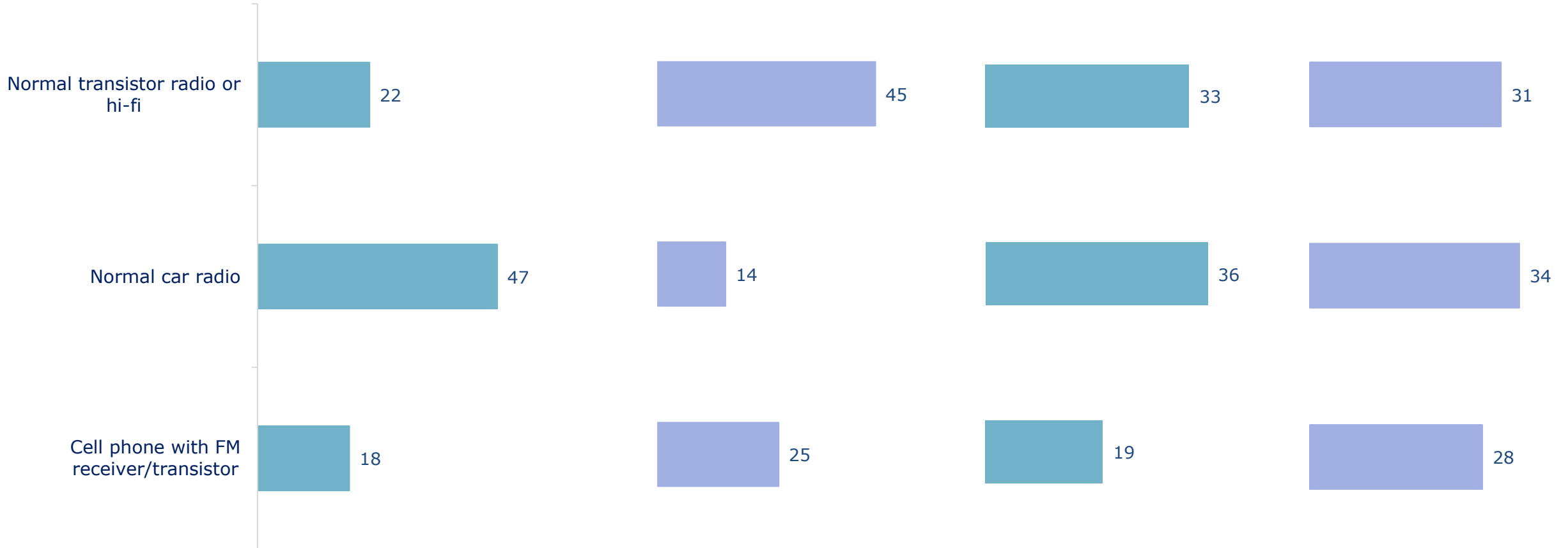
Q7.1 Base: Pop. Wt. (678 514). Apr-Aug 21.

## Power FM 98.7

Q7.1 Base: Pop. Wt. (176 141). Apr-Aug 21.

## Radio 2000

Q7.1 Base: Pop. Wt. (888 691). Apr-Aug 21.



# Station Listening by Terrestrial Device (8/11)

Commercial and PBS



## Rise FM

Q7.1 Base: Pop. Wt. (41 104). Apr-Aug 21.

## RSG/ Radiosondergense

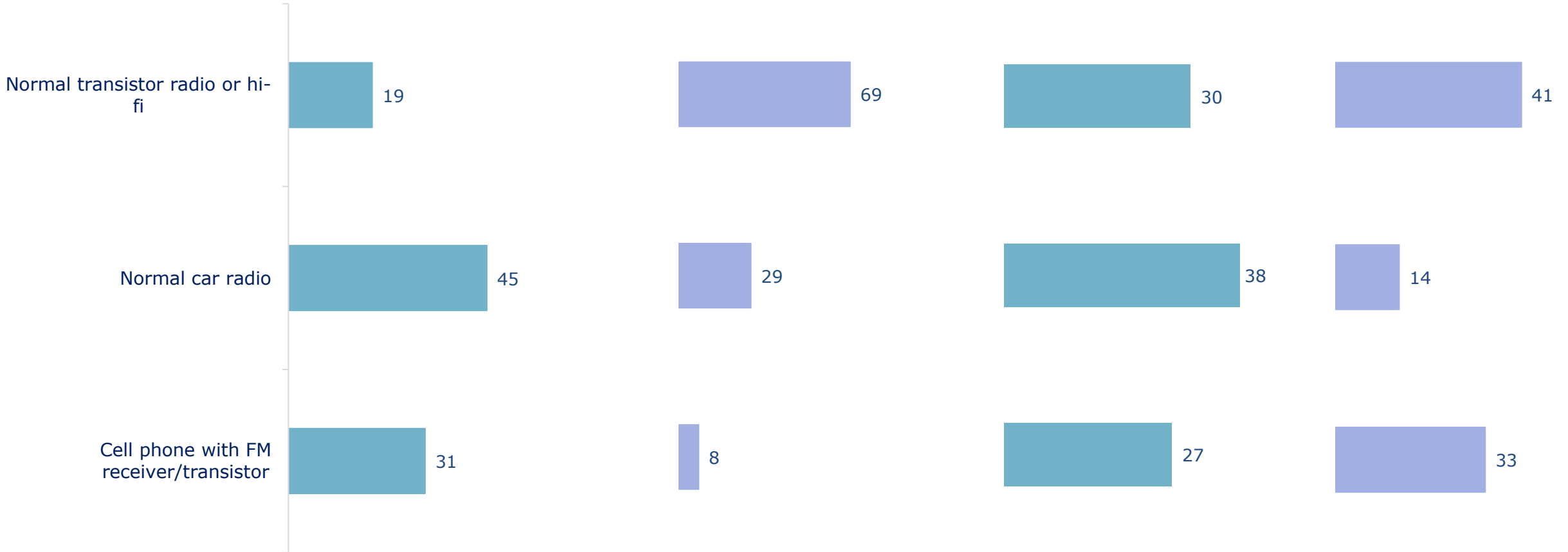
Q7.1 Base: Pop. Wt. (862 723). Apr-Aug 21.

## SAfm

Q7.1 Base: Pop. Wt. (424 800). Apr-Aug 21.

## Thobela FM

Q7.1 Base: Pop. Wt. (1 804 318). Apr-Aug 21.



# Station Listening by Terrestrial Device (9/11)

Commercial and PBS



## tru fm

Q7.1 Base: Pop. Wt. (76 416). Apr-Aug 21.

## Ukhozi FM

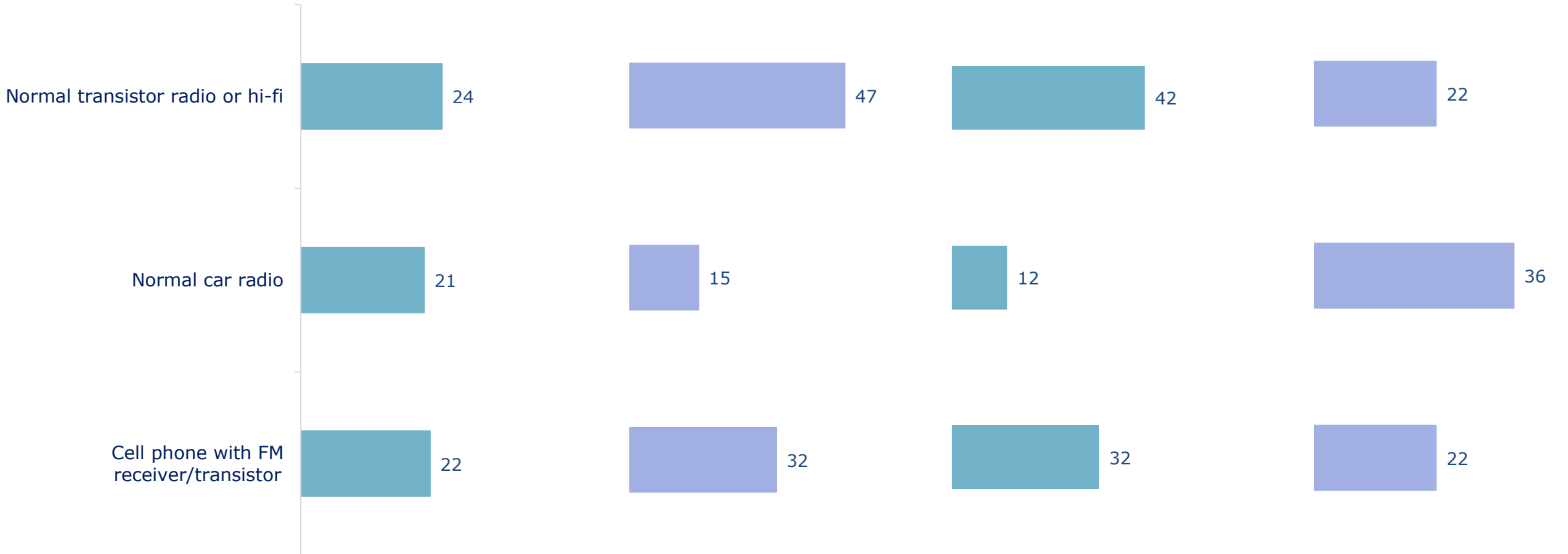
Q7.1 Base: Pop. Wt. (4 350 852). Apr-Aug 21.

## Umhlobo Wenene FM

Q7.1 Base: Pop. Wt. (2 776 200). Apr-Aug 21.

## YOU FM

Q7.1 Base: Pop. Wt. (51 039). Apr-Aug 21.





# Station Listening by Terrestrial Device (10/11)

Commercial and PBS



## Vuma 103 FM

Q7.1 Base: Pop. Wt. (99 921). Apr-Aug 21.

## Classic FM

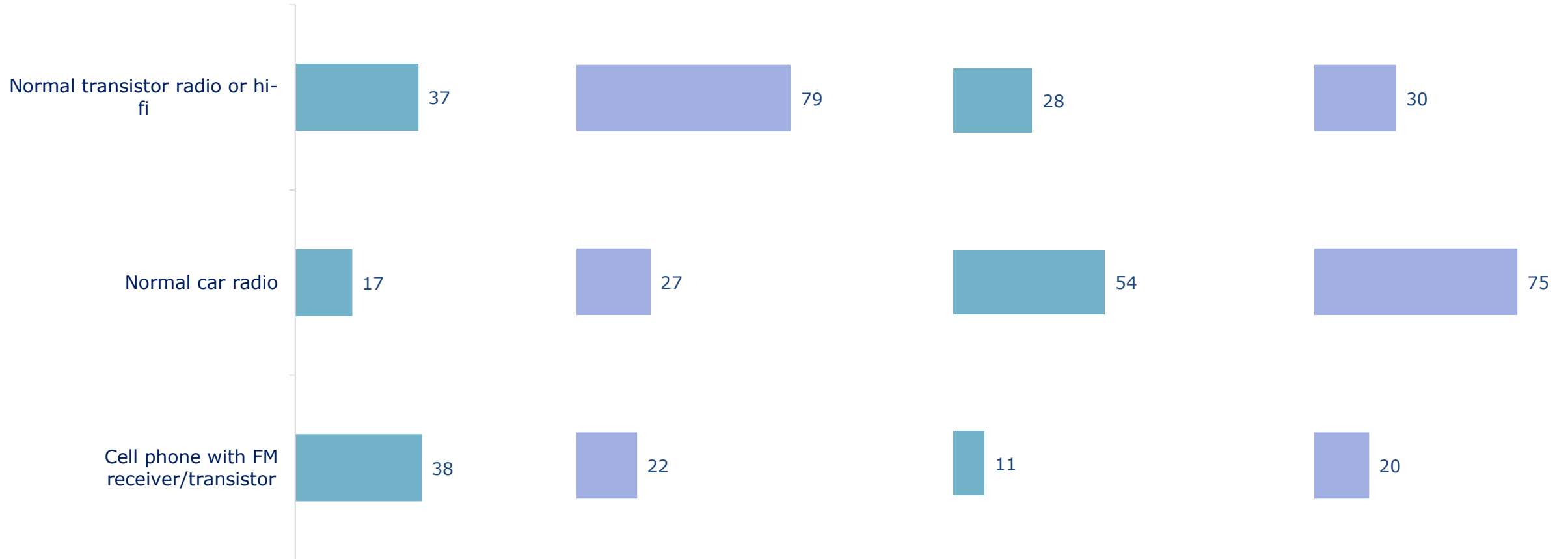
Q7.1 Base: Pop. Wt. (79 765). Apr-Aug 21.

## LM Radio

Q7.1 Base: Pop. Wt. (79 136). Apr-Aug 21.

## Smile 90.4 FM

Q7.1 Base: Pop. Wt. (117 083). Apr-Aug 21.





# Station Listening by Terrestrial Device (11/11)

Commercial and PBS

## HOT 1027

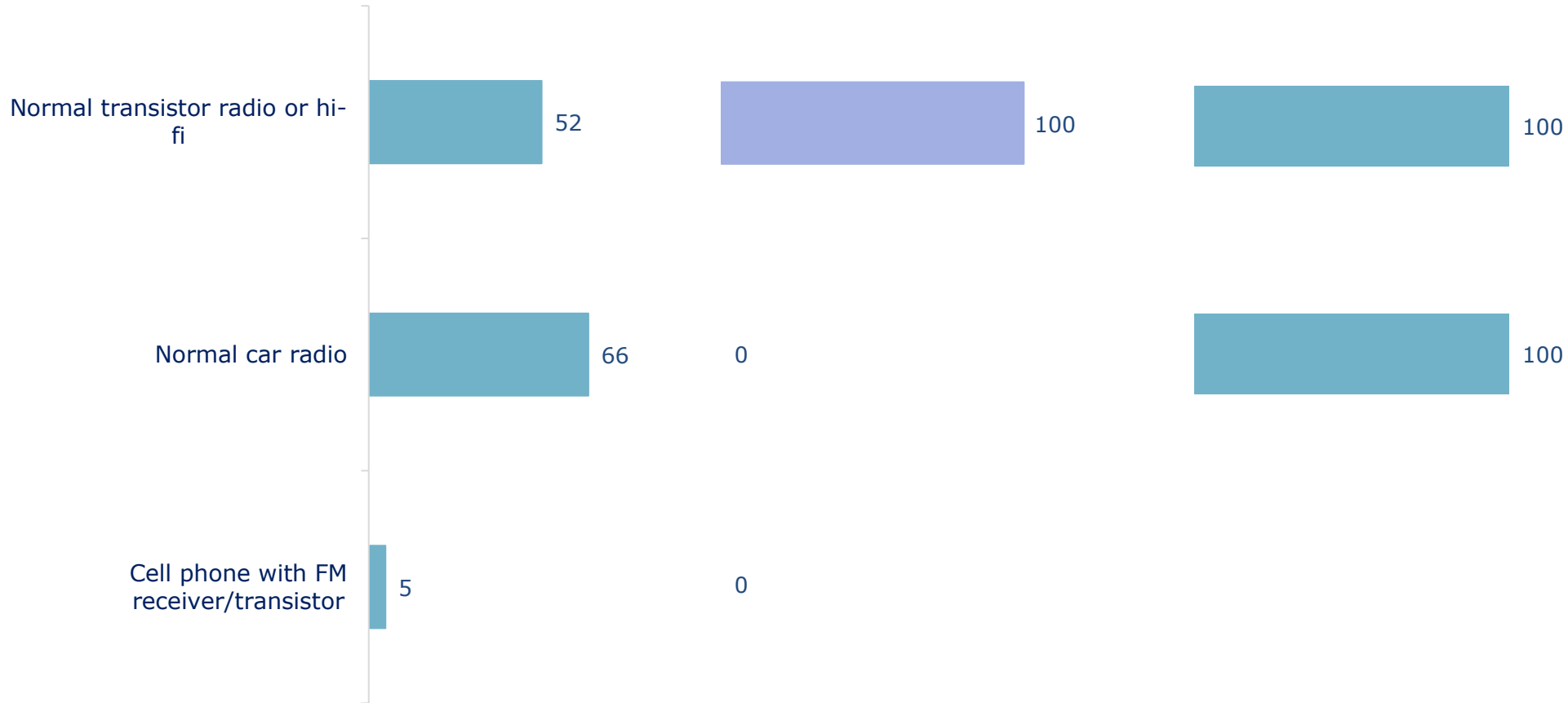
Q7.1 Base: Pop. Wt. (49 747). Apr-Aug 21.

## X-K FM

Q7.1 Base: Pop. Wt. (3 799). Apr-Aug 21.

## Magic 828

Q7.1 Base: Pop. Wt. (2 832). Apr-Aug 21.



# Station Listening by Terrestrial Device (1/4)



Community

## Jozi FM

Q7.1 Base: Pop. Wt. (235 324). Apr-Aug 21.

## Izwi LoMzansi

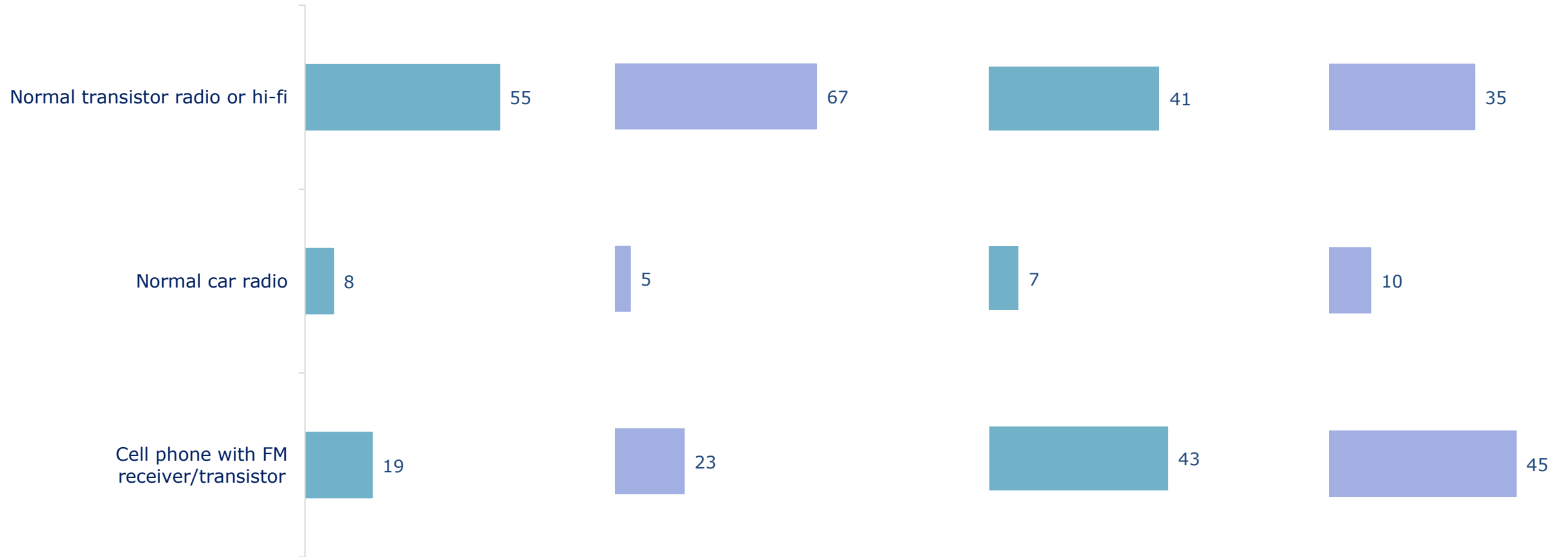
Q7.1 Base: Pop. Wt. (167 170). Apr-Aug 21.

## Thetha FM 100.6

Q7.1 Base: Pop. Wt. (139 192). Apr-Aug 21.

## Kasie FM 97.1

Q7.1 Base: Pop. Wt. (41 063). Apr-Aug 21.



# Station Listening by Terrestrial Device (2/4)



## Community

### Nkomazi FM

Q7.1 Base: Pop. Wt. (40 782). Apr-Aug 21.

### Kurara FM

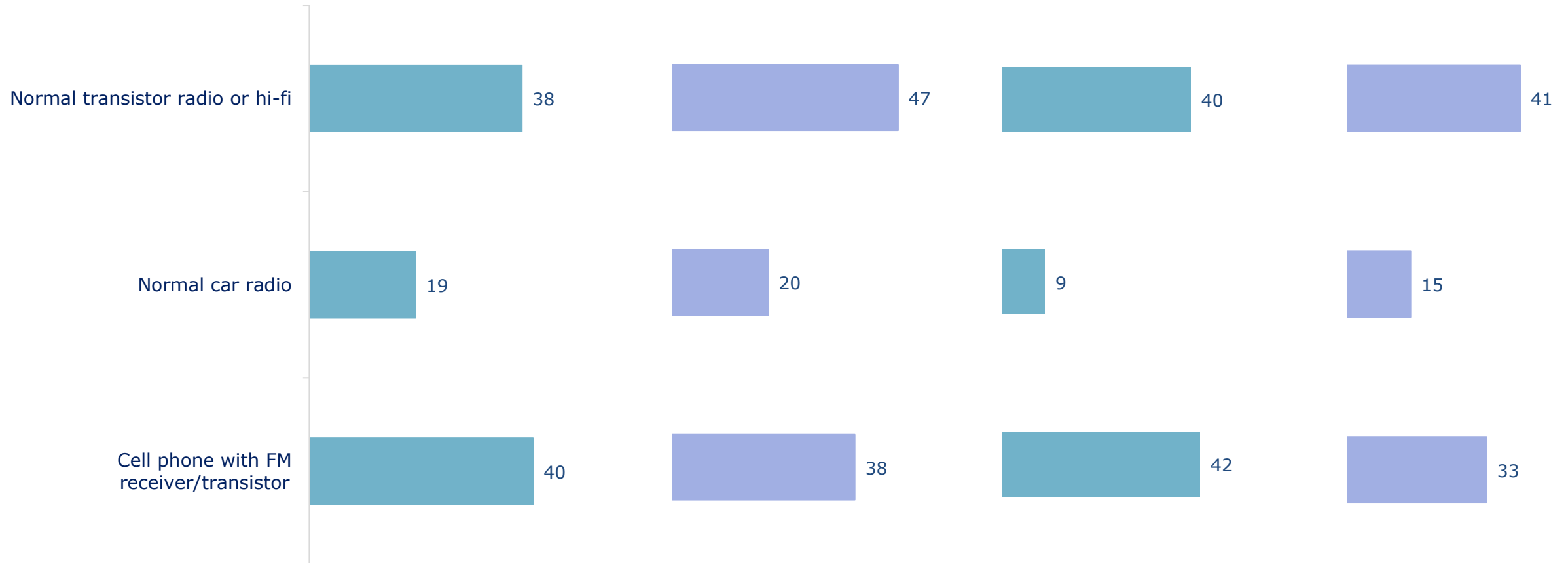
Q7.1 Base: Pop. Wt. (31 730). Apr-Aug 21.

### Mahikeng Community Radio 96.7

Q7.1 Base: Pop. Wt. (70 886). Apr-Aug 21.

### Icora FM

Q7.1 Base: Pop. Wt. (40 577). Apr-Aug 21.



# Station Listening by Terrestrial Device (3/4)



Community

## Maputaland Community Radio 107.6

Q7.1 Base: Pop. Wt. (34 435). Apr-Aug 21.

## Vhembe 102.4/89.1

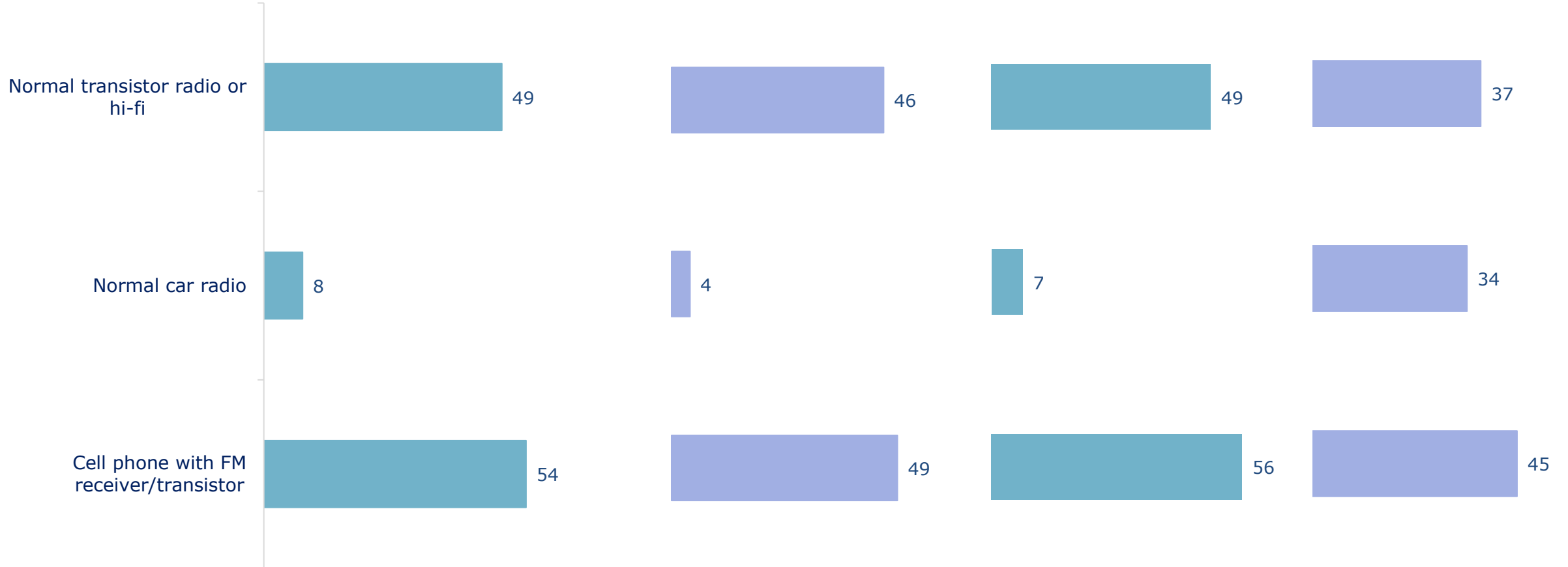
Q7.1 Base: Pop. Wt. (37 102). Apr-Aug 21.

## Inanda 88.4 FM

Q7.1 Base: Pop. Wt. (45 611). Apr-Aug 21.

## Rainbow FM 90.7

Q7.1 Base: Pop. Wt. (67 842). Apr-Aug 21.



# Station Listening by Terrestrial Device (4/4)

Community

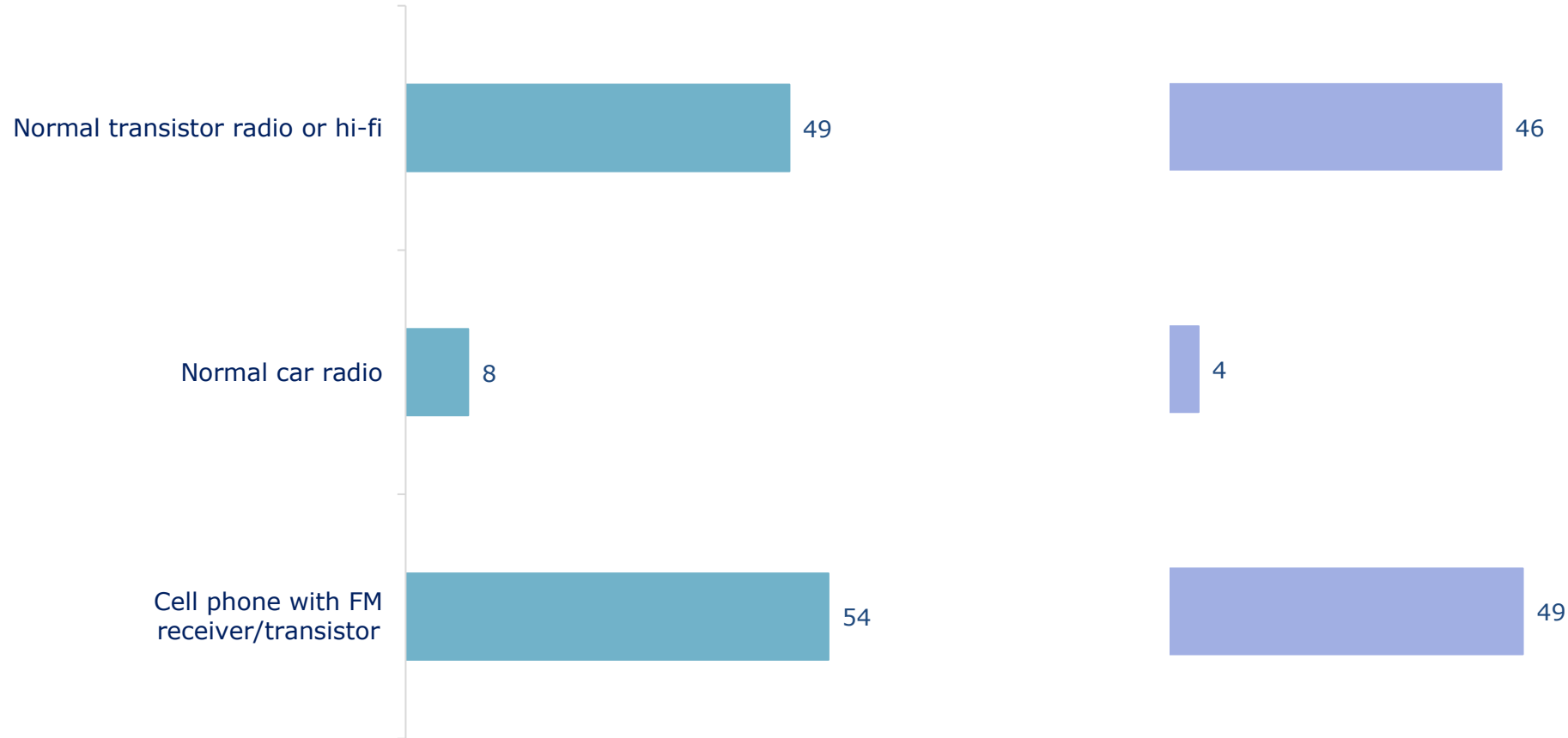


## Imbokodo 96.8 FM

Q7.1 Base: Pop. Wt. (71 705). Apr-Aug 21.

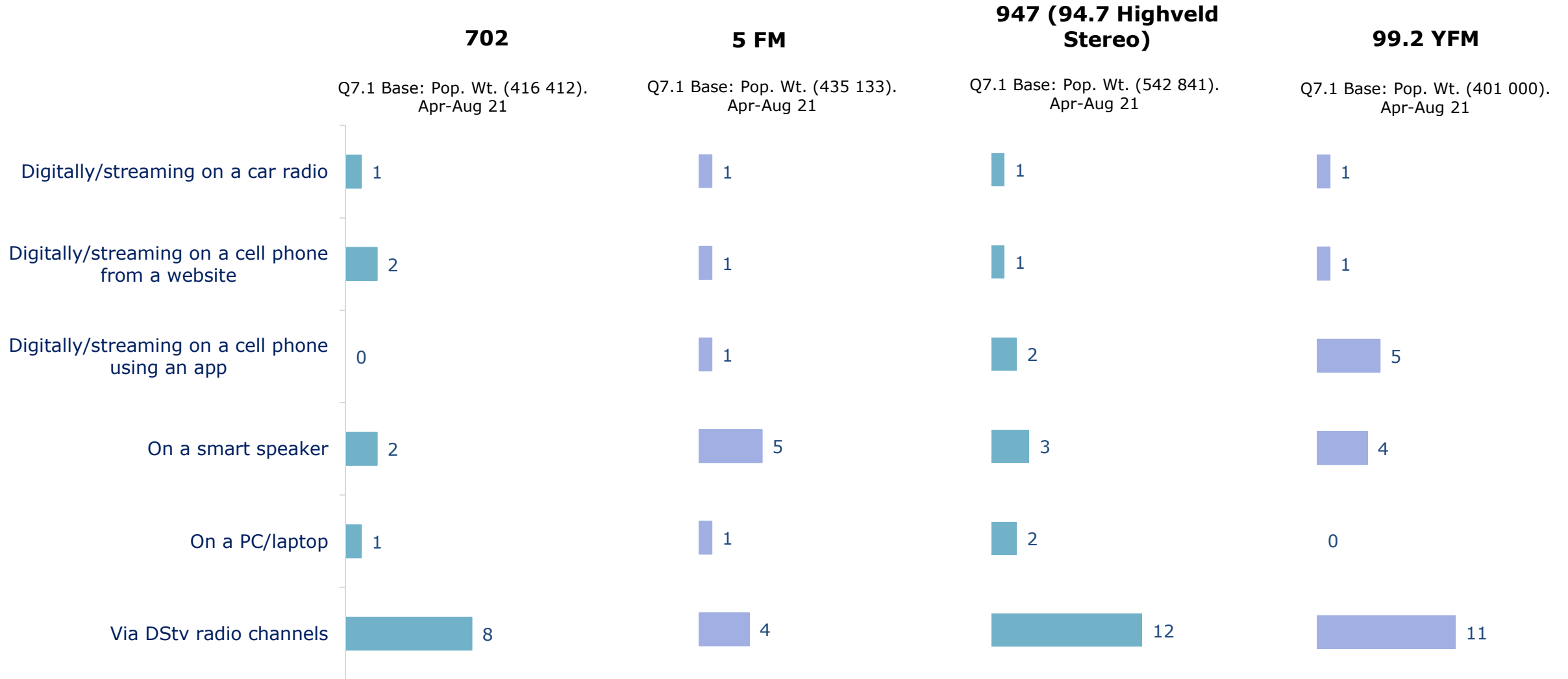
## Radio Zibonele

Q7.1 Base: Pop. Wt. (49 094). Apr-Aug 21.



# Station Listening by Digital Sources (1/11)

Commercial and PBS



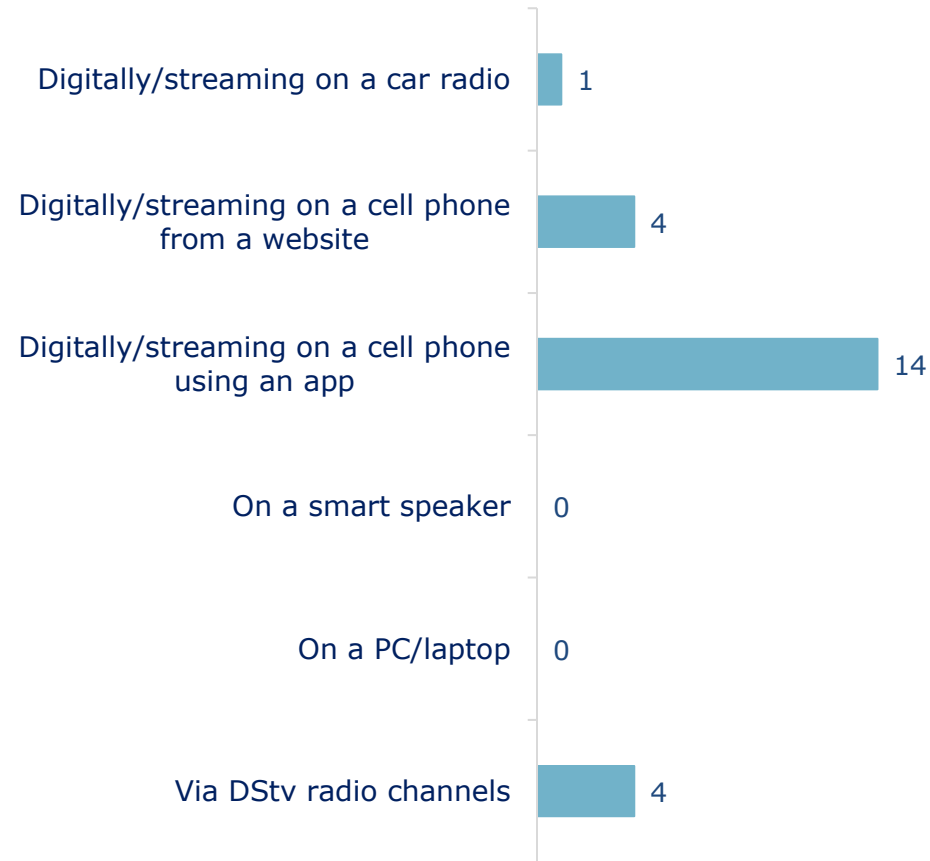
# Station Listening by Digital Sources (2/11)

Commercial and PBS



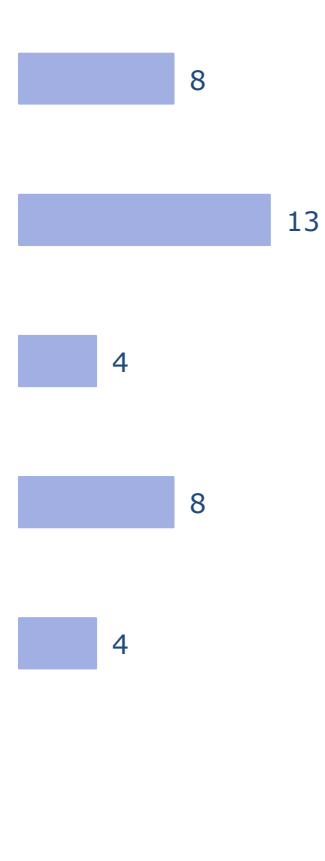
## 567 Cape Talk

Q7.1 Base: Pop. Wt. (124 307). Apr-Aug 21



## 657 AM / Radio Pulpit / Radio Kansel

Q7.1 Base: Pop. Wt. (62 787). Apr-Aug 21





# Station Listening by Digital Sources (3/11)

Commercial and PBS



## Algoa FM

Q7.1 Base: Pop. Wt. (187 479).  
Apr-Aug 21

## Capricorn FM

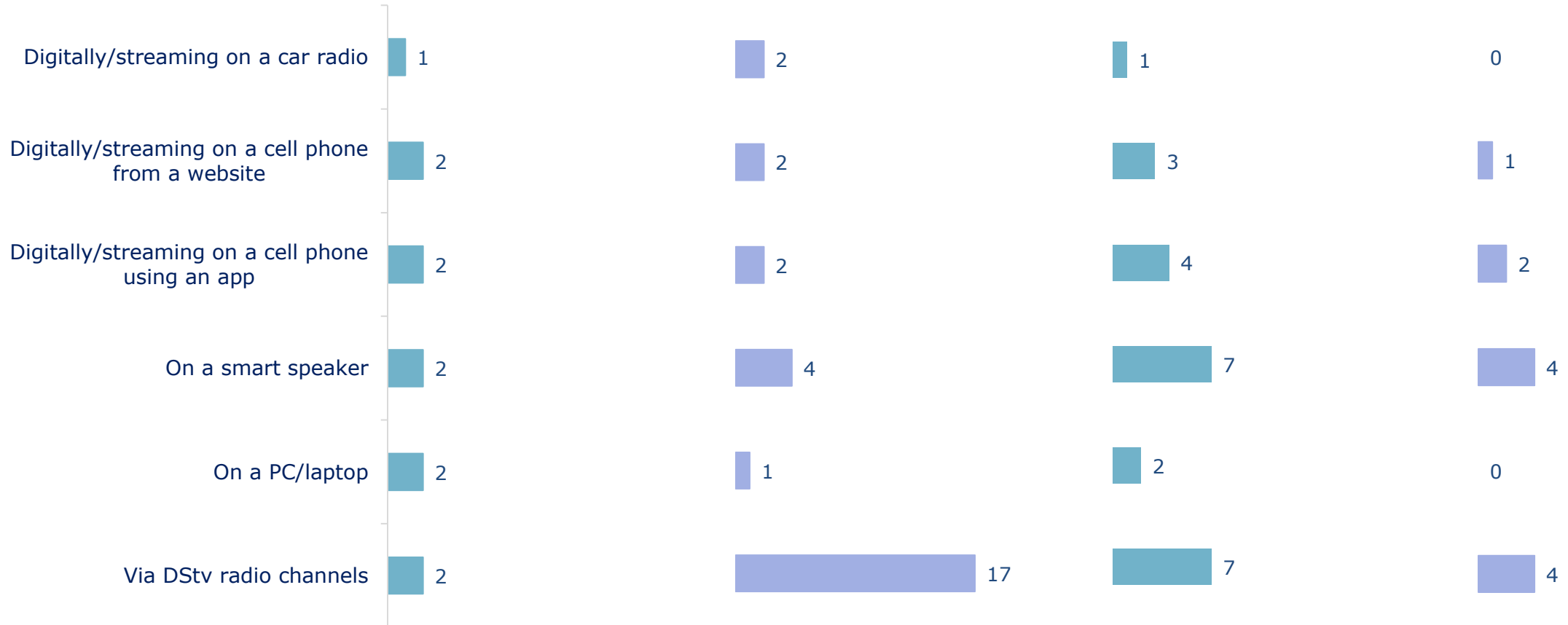
Q7.1 Base: Pop. Wt. (186 483).  
Apr-Aug 21

## East Coast Radio (ECR)

Q7.1 Base: Pop. Wt. (526 233).  
Apr-Aug 21

## Gagasi FM

Q7.1 Base: Pop. Wt. (575 680).  
Apr-Aug 21



# Station Listening by Digital Sources (4/11)

Commercial and PBS



## Good Hope FM

Q7.1 Base: Pop. Wt. (303 718).  
Apr-Aug 21

## Heart 104.9FM

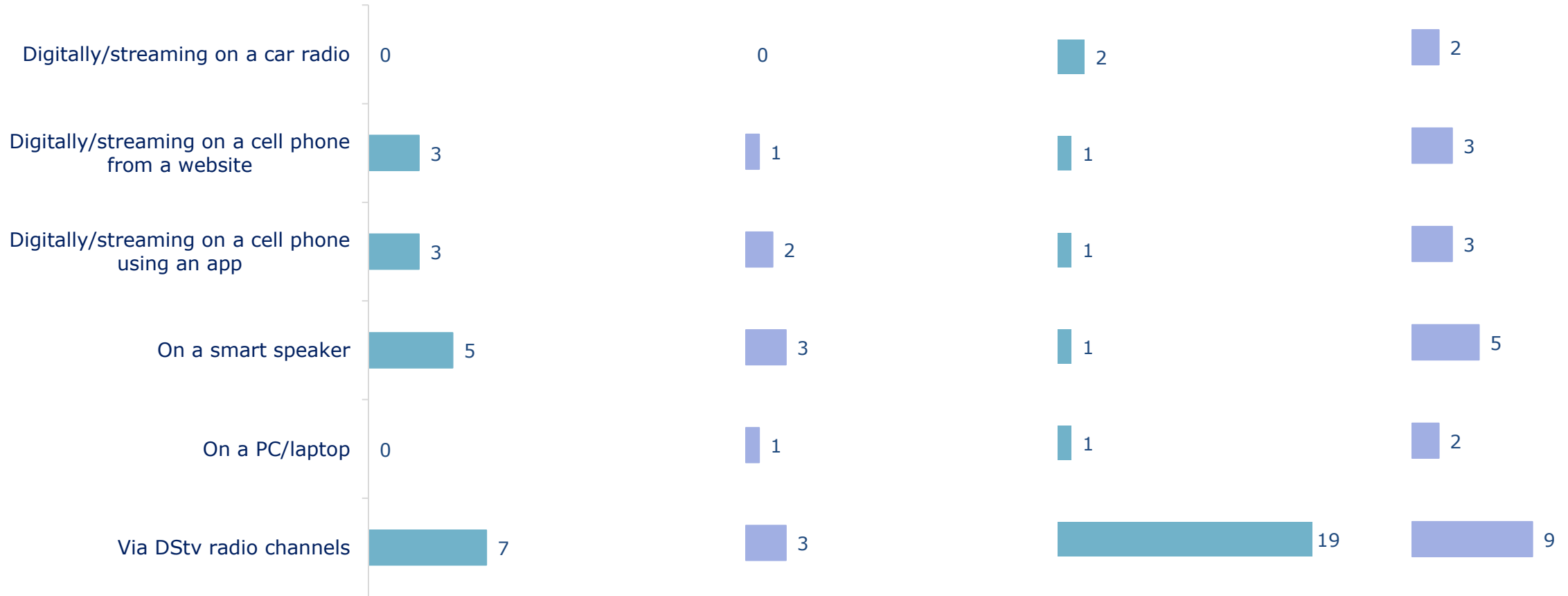
Q7.1 Base: Pop. Wt. (392 327).  
Apr-Aug 21

## Ikwewezi FM

Q7.1 Base: Pop. Wt. (598 147).  
Apr-Aug 21

## Jacaranda FM

Q7.1 Base: Pop. Wt. (676 865).  
Apr-Aug 21



# Station Listening by Digital Sources (5/11)

Commercial and PBS



## Kaya FM 95.9

Q7.1 Base: Pop. Wt. (330 141).  
Apr-Aug 21

## KFM 94.5

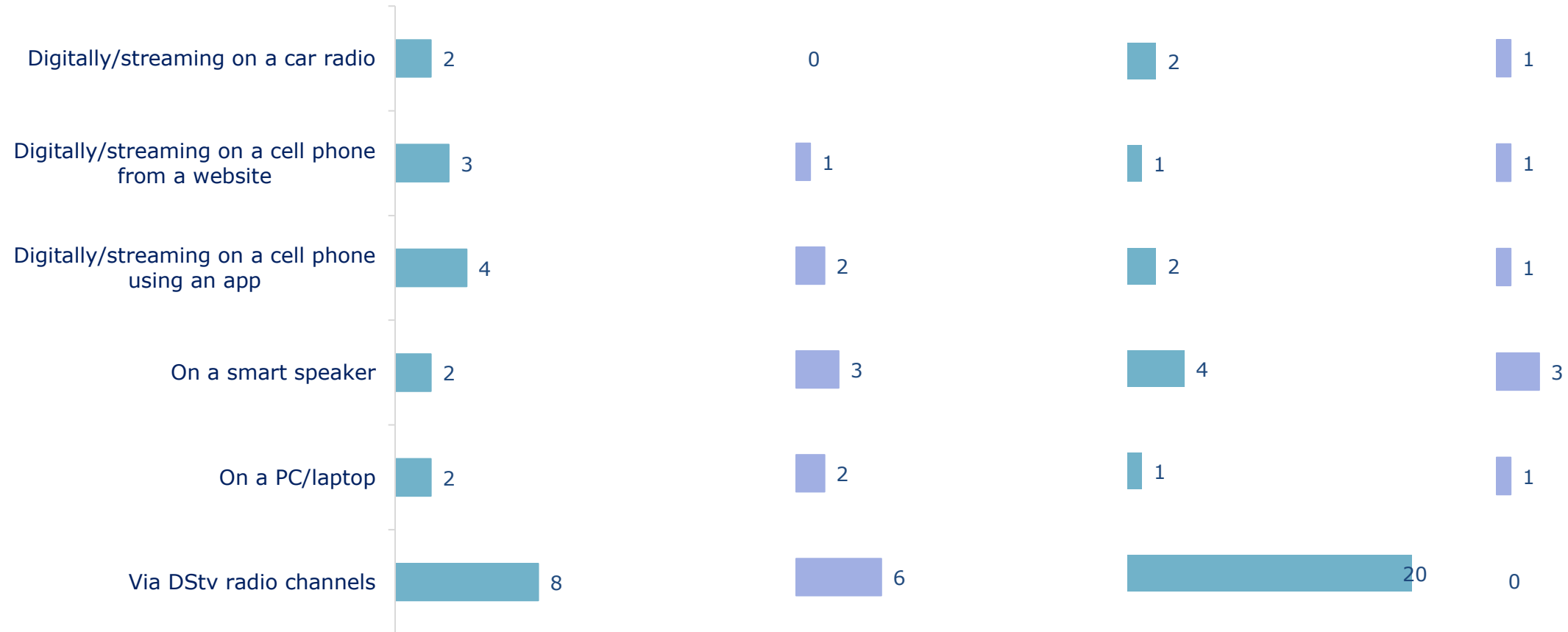
Q7.1 Base: Pop. Wt. (596 374).  
Apr-Aug 21

## Lesedi FM

Q7.1 Base: Pop. Wt. (2.0 million).  
Apr-Aug 21

## Ligwalagwala FM

Q7.1 Base: Pop. Wt. (598 840).  
Apr-Aug 21



# Station Listening by Digital Sources (6/11)

Commercial and PBS



## Lotus FM

Q7.1 Base: Pop. Wt. (150 653).  
Apr-Aug 21

## Metro FM

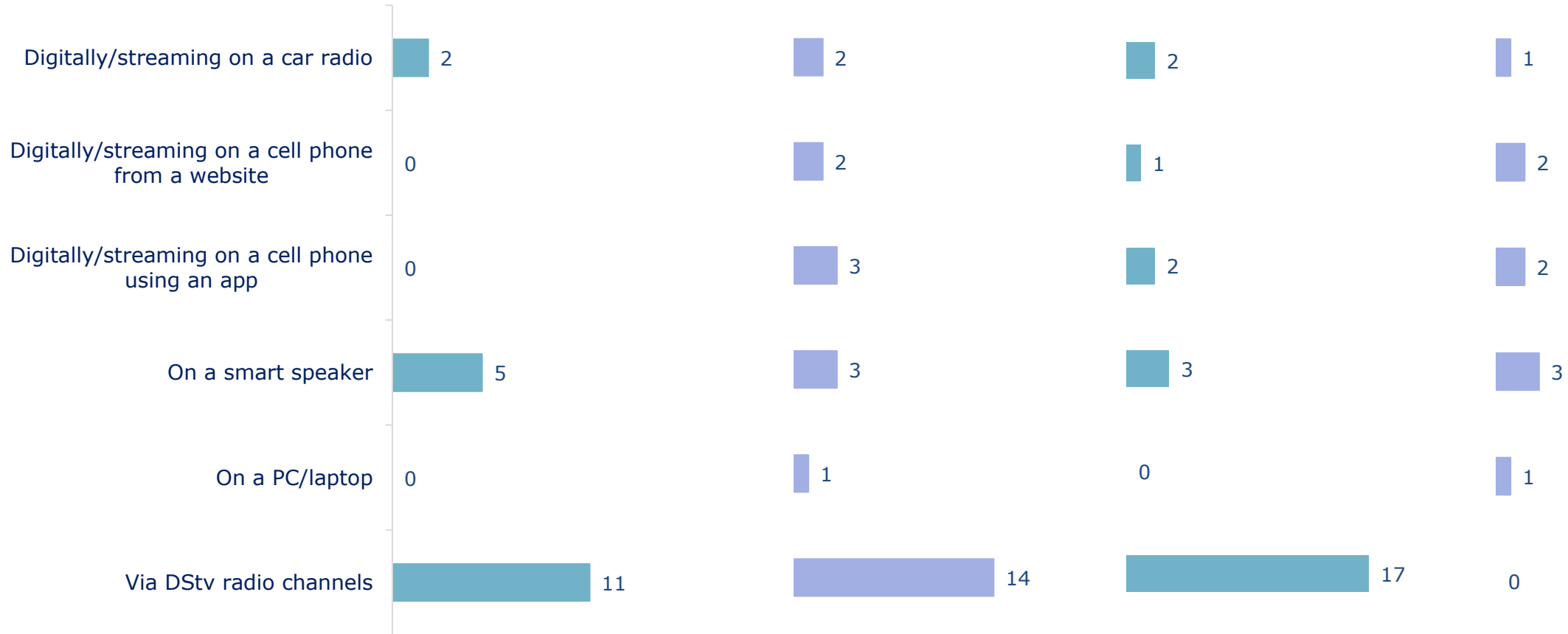
Q7.1 Base: Pop. Wt. (1.9 million).  
Apr-Aug 21

## Motsweding FM

Q7.1 Base: Pop. Wt. (1.7 million).  
Apr-Aug 21

## Munghana Lonene FM

Q7.1 Base: Pop. Wt. (779 454).  
Apr-Aug 21



# Station Listening by Digital Sources (7/11)

Commercial and PBS



## OFM

Q7.1 Base: Pop. Wt. (132 430).  
Apr-Aug 21

## Phalaphala FM

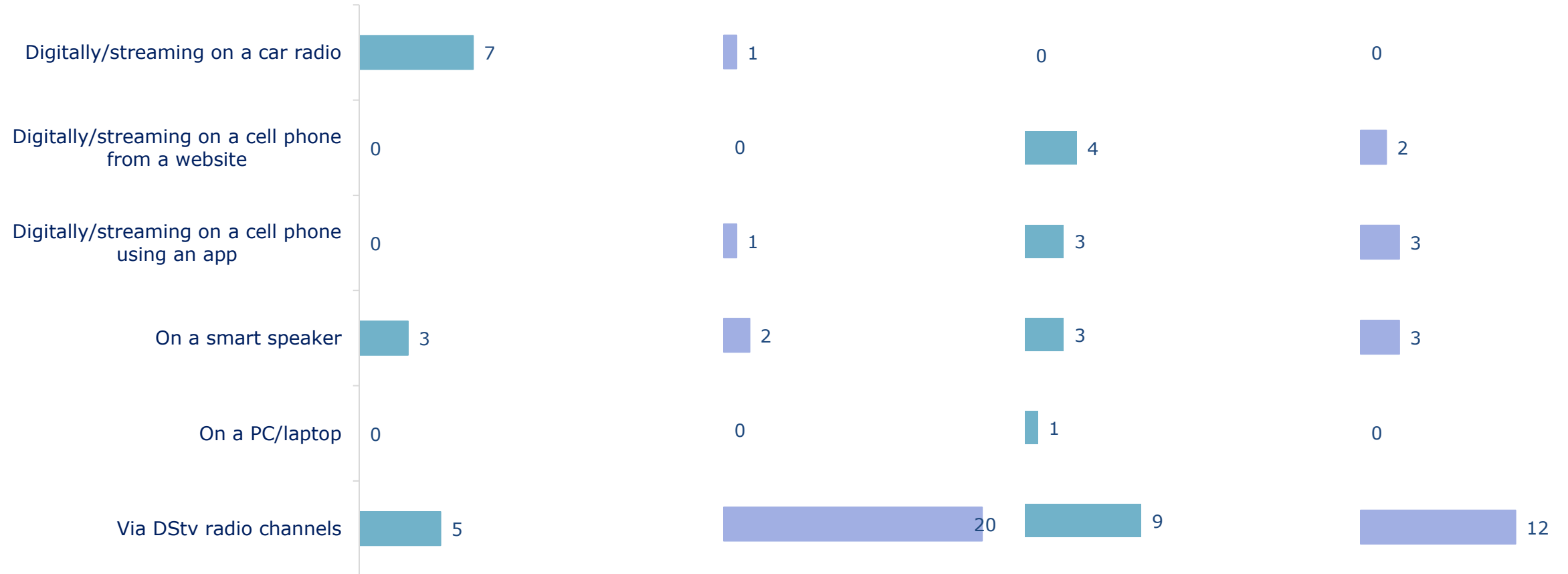
Q7.1 Base: Pop. Wt. (678 514).  
Apr-Aug 21

## Power FM 98.7

Q7.1 Base: Pop. Wt. (176 141).  
Apr-Aug 21

## Radio 2000

Q7.1 Base: Pop. Wt. (888 691).  
Apr-Aug 21

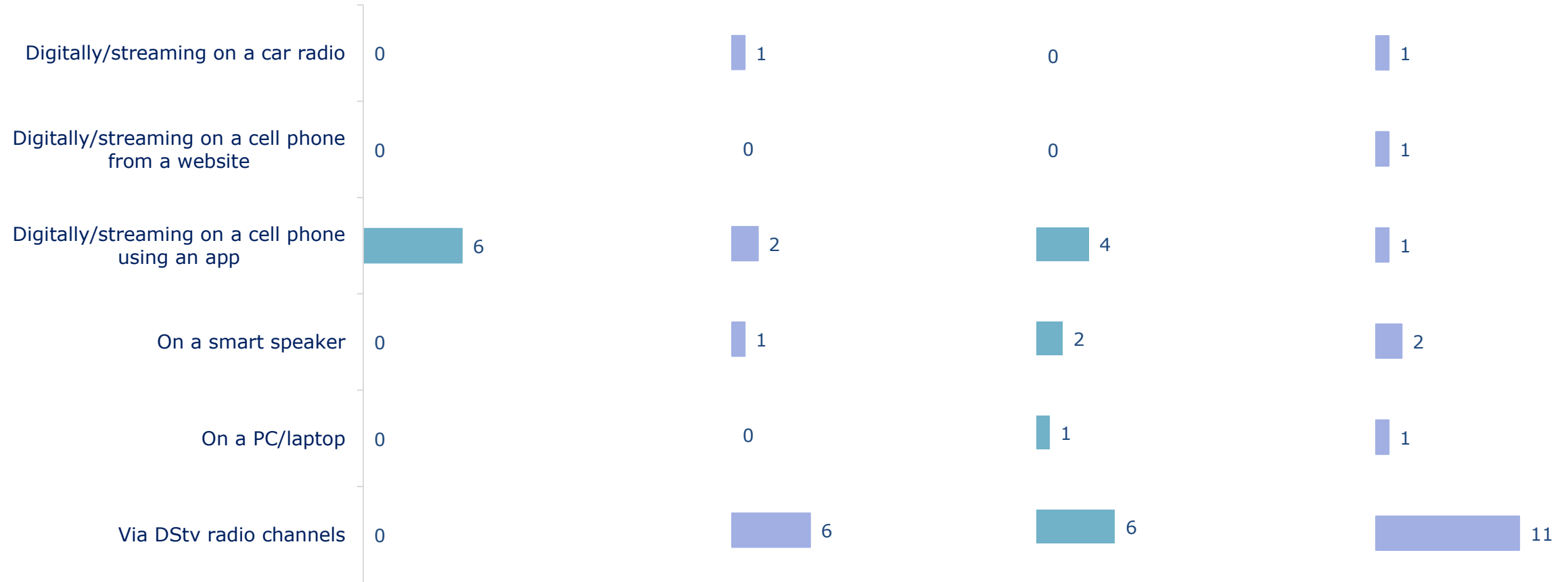


# Station Listening by Digital Sources (8/11)

Commercial and PBS



<b>Rise FM</b> Q7.1 Base: Pop. Wt. (41 104). Apr-Aug 21	<b>RSG / Radiosondergrens</b> Q7.1 Base: Pop. Wt. (862 723). Apr-Aug 21	<b>SAfm</b> Q7.1 Base: Pop. Wt. (424 800). Apr-Aug 21	<b>Thobela FM</b> Q7.1 Base: Pop. Wt. (1.8 million). Apr-Aug 21
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# Station Listening by Digital Sources (9/11)

Commercial and PBS



## tru fm

Q7.1 Base: Pop. Wt. (76 416). Apr-Aug 21

## Ukhozi FM

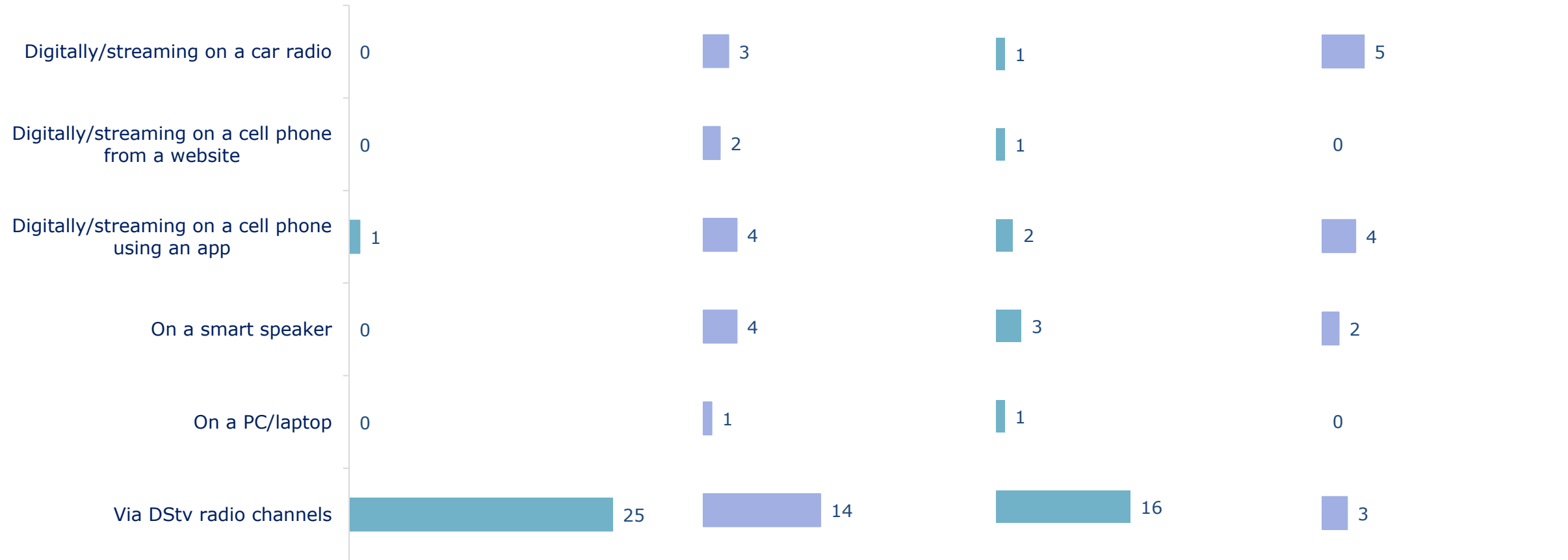
Q7.1 Base: Pop. Wt. (4.3 million). Apr-Aug 21

## Umhlobo Wenene FM

Q7.1 Base: Pop. Wt. (2.7 million). Apr-Aug 21

## Vuma 103 FM

Q7.1 Base: Pop. Wt. (99 921). Apr-Aug 21



# Station Listening by Digital Sources (10/11)

Commercial and PBS



## YOU FM

Q7.1 Base: Pop. Wt. (51 039). Apr-Aug 21

## Classic FM

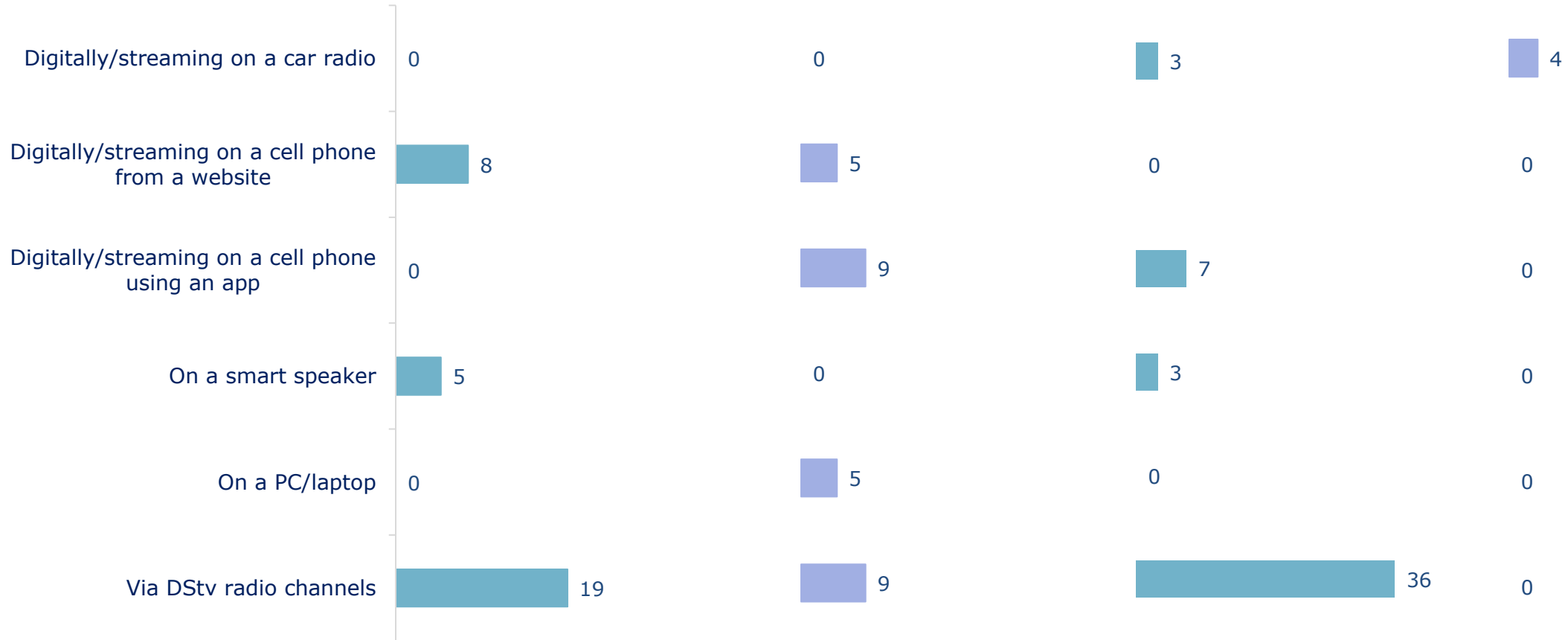
Q7.1 Base: Pop. Wt. (79 765). Apr-Aug 21

## LM Radio

Q7.1 Base: Pop. Wt. (79 136). Apr-Aug 21

## Smile 90.4FM

Q7.1 Base: Pop. Wt. (117 083). Apr-Aug 21





# Station Listening by Digital Sources (11/11)

Commercial and PBS



## HOT 1027

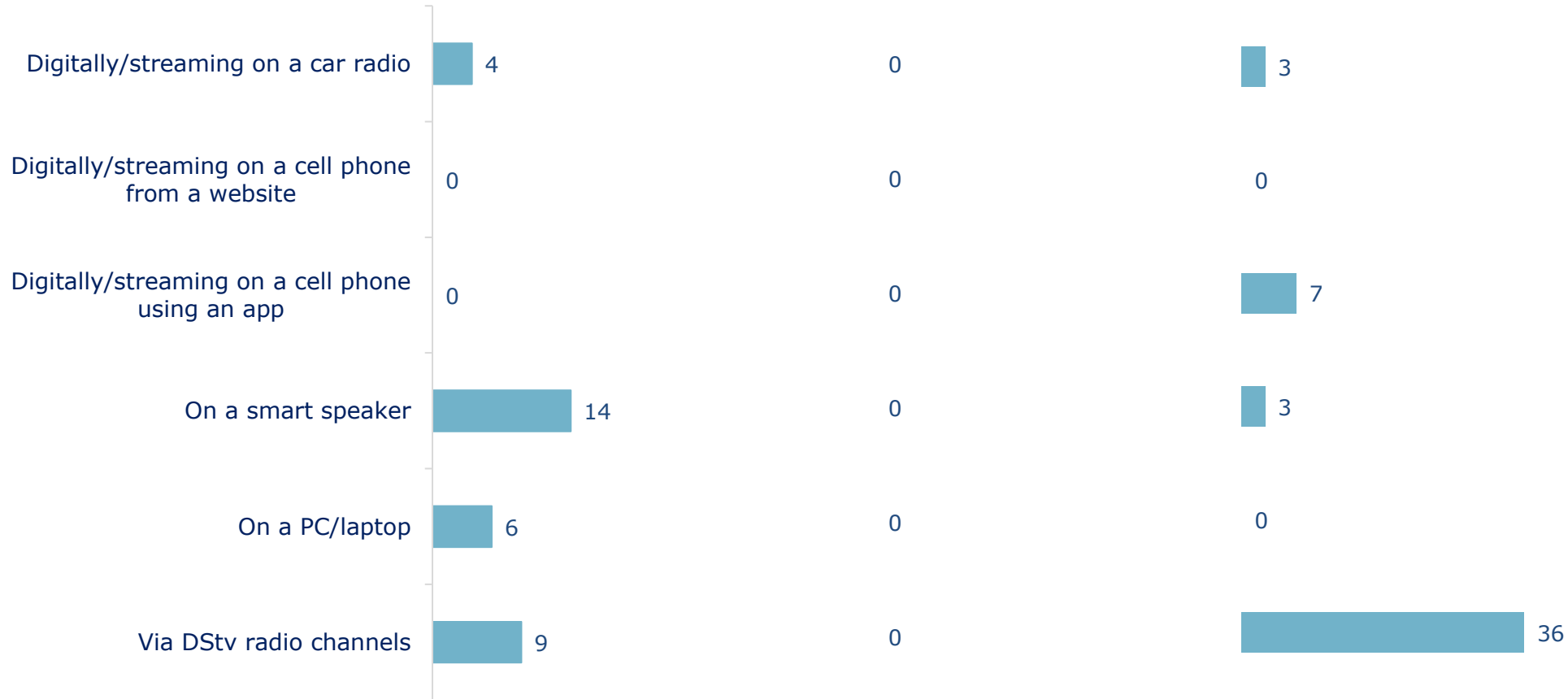
Q7.1 Base: Pop. Wt. (49 747). Apr-Aug 21

## X-K FM

Q7.1 Base: Pop. Wt. (3 799). Apr-Aug 21

## Magic 828

Q7.1 Base: Pop. Wt. (2 832). Apr-Aug 21



# Station Listening by Digital Sources (1/4)

Community



## Jozi FM

Q7.1 Base: Pop. Wt. (235 324). Apr-Aug 21

## Izwi LoMzansi 98.0 FM

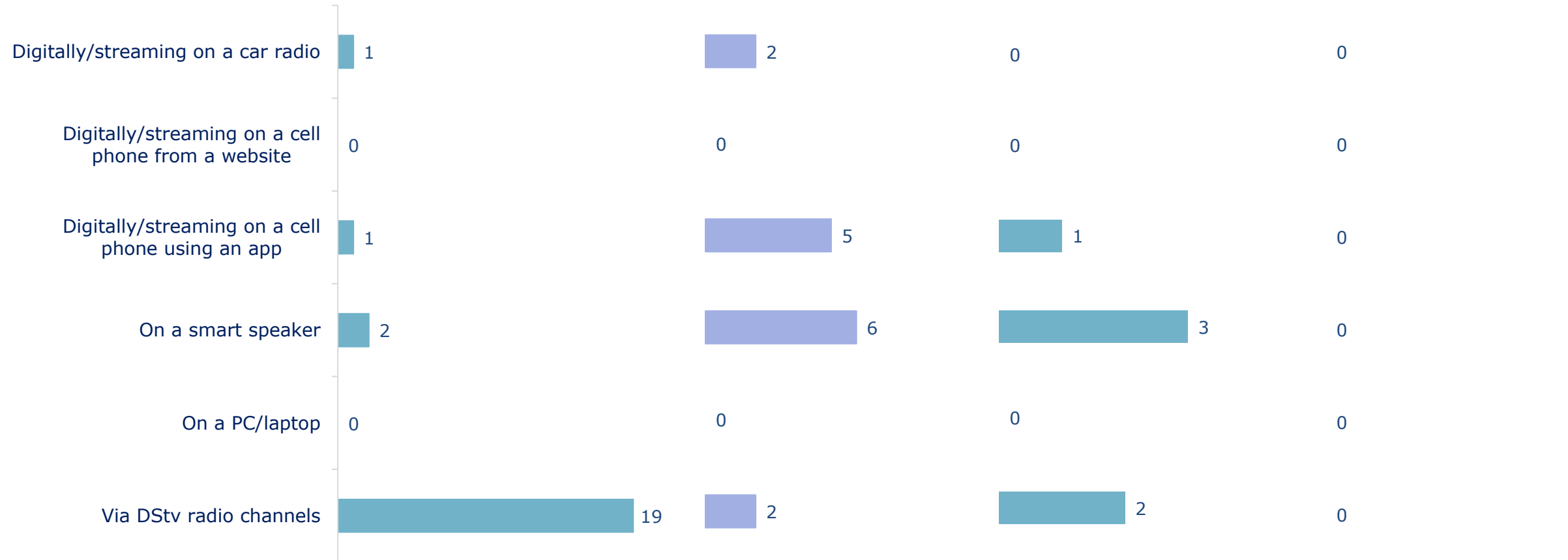
Q7.1 Base: Pop. Wt. (167 170). Apr-Aug 21

## Thetha FM 100.6

Q7.1 Base: Pop. Wt. (139 192). Apr-Aug 21

## Kasie FM 97.1

Q7.1 Base: Pop. Wt. (41 063). Apr-Aug 21



# Station Listening by Digital Sources (2/4)

## Community



### Nkomazi FM

Q7.1 Base: Pop. Wt. (40 782). Apr-Aug 21

### Kurara FM

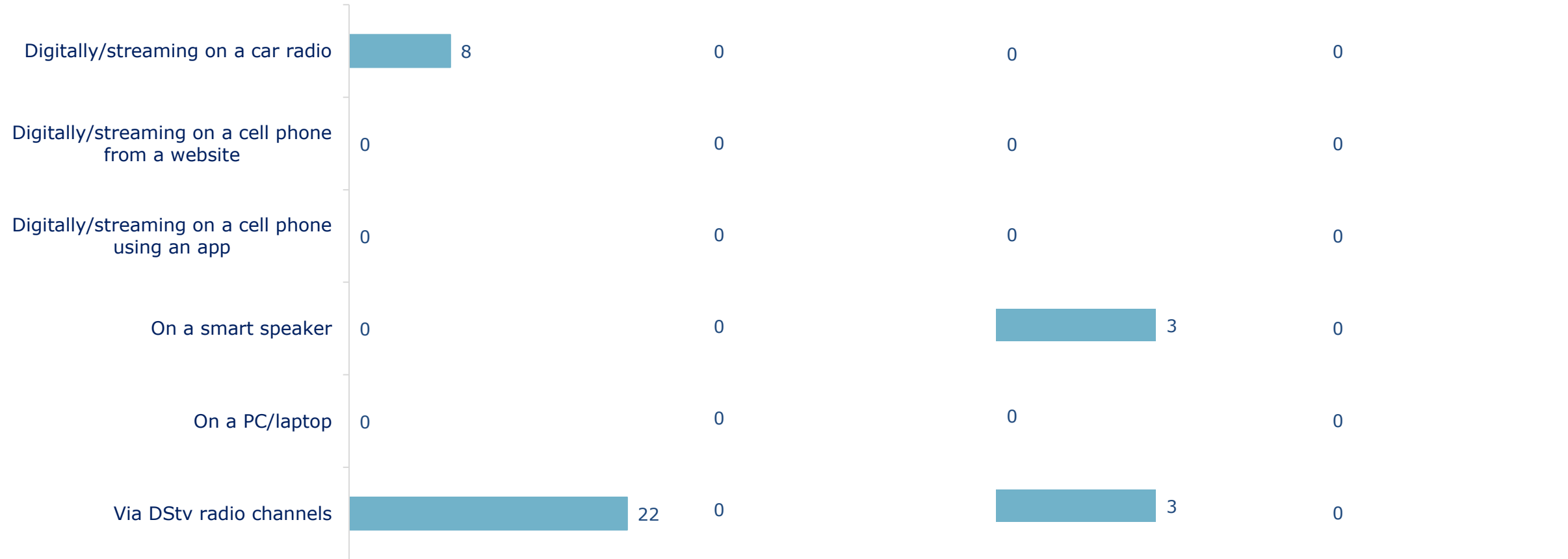
Q7.1 Base: Pop. Wt. (31 730). Apr-Aug 21

### Mahikeng Community Radio 96.7

Q7.1 Base: Pop. Wt. (70 886). Apr-Aug 21

### Icora FM

Q7.1 Base: Pop. Wt. (40 577). Apr-Aug 21



# Station Listening by Digital Sources (3/4)

## Community

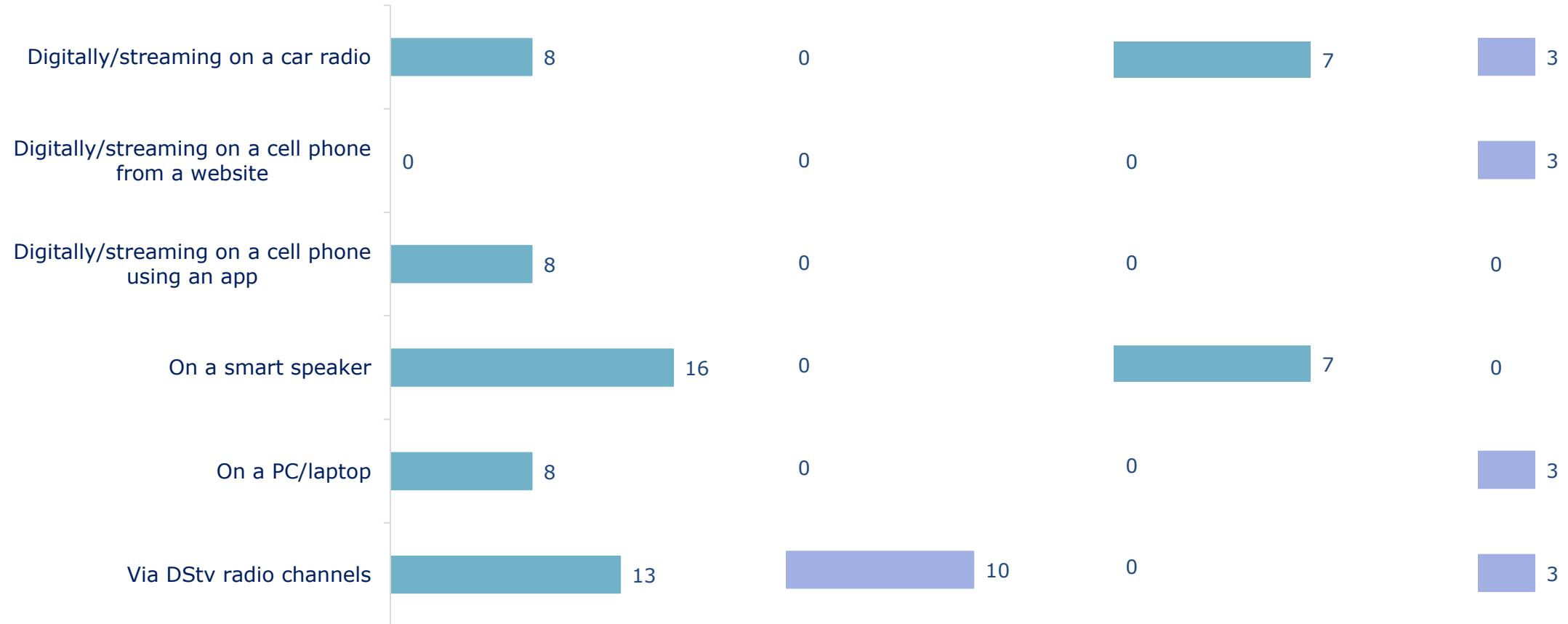


**Maputaland Community Radio 107.6**  
Q7.1 Base: Pop. Wt. (40 782). Apr-Aug 21

**Vhembe 102.4/89.1**  
Q7.1 Base: Pop. Wt. (31 730). Apr-Aug 21

**Inanda 88.4 FM**  
Q7.1 Base: Pop. Wt. (70 886). Apr-Aug 21

**Rainbow FM 90.7**  
Q7.1 Base: Pop. Wt. (40 577). Apr-Aug 21



# Station Listening by Digital Sources (4/4)

Community

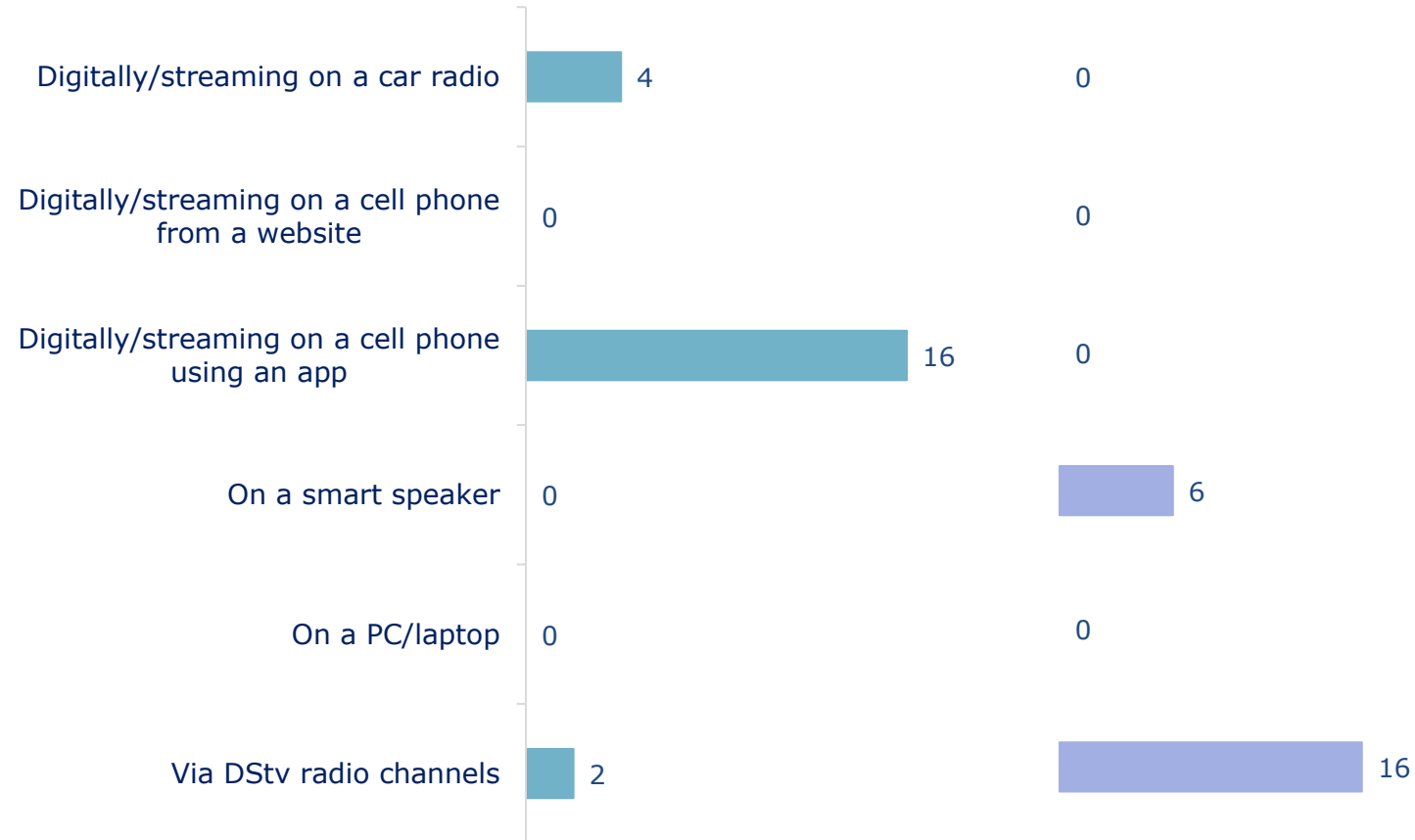


## Imbokodo 96.8FM

Q7.1 Base: Pop. Wt. (71 705). Apr-Aug 21

## Radio Zibonele 98.2 FM

Q7.1 Base: Pop. Wt. (49 094). Apr-Aug 21



# Stations Listening Location (1/11)

Commercial and PBS



## 702

Q7.1 Base: Pop. Wt. (416 412). Apr-Aug 21

## 5 FM

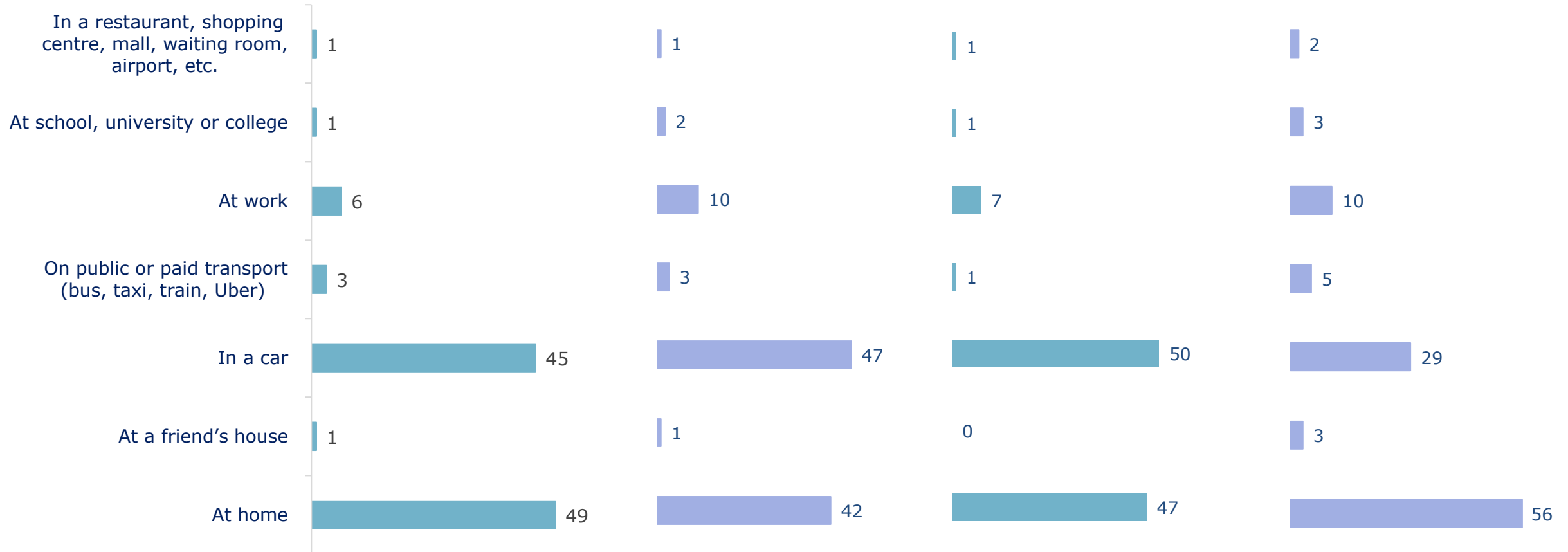
Q7.1 Base: Pop. Wt. (435 133). Apr-Aug 21

## 947 (94.7 Highveld Stereo)

Q7.1 Base: Pop. Wt. (542 841). Apr-Aug 21

## 99.2 YFM

Q7.1 Base: Pop. Wt. (401 000). Apr-Aug 21



# Stations Listening Location (2/11)

Commercial and PBS

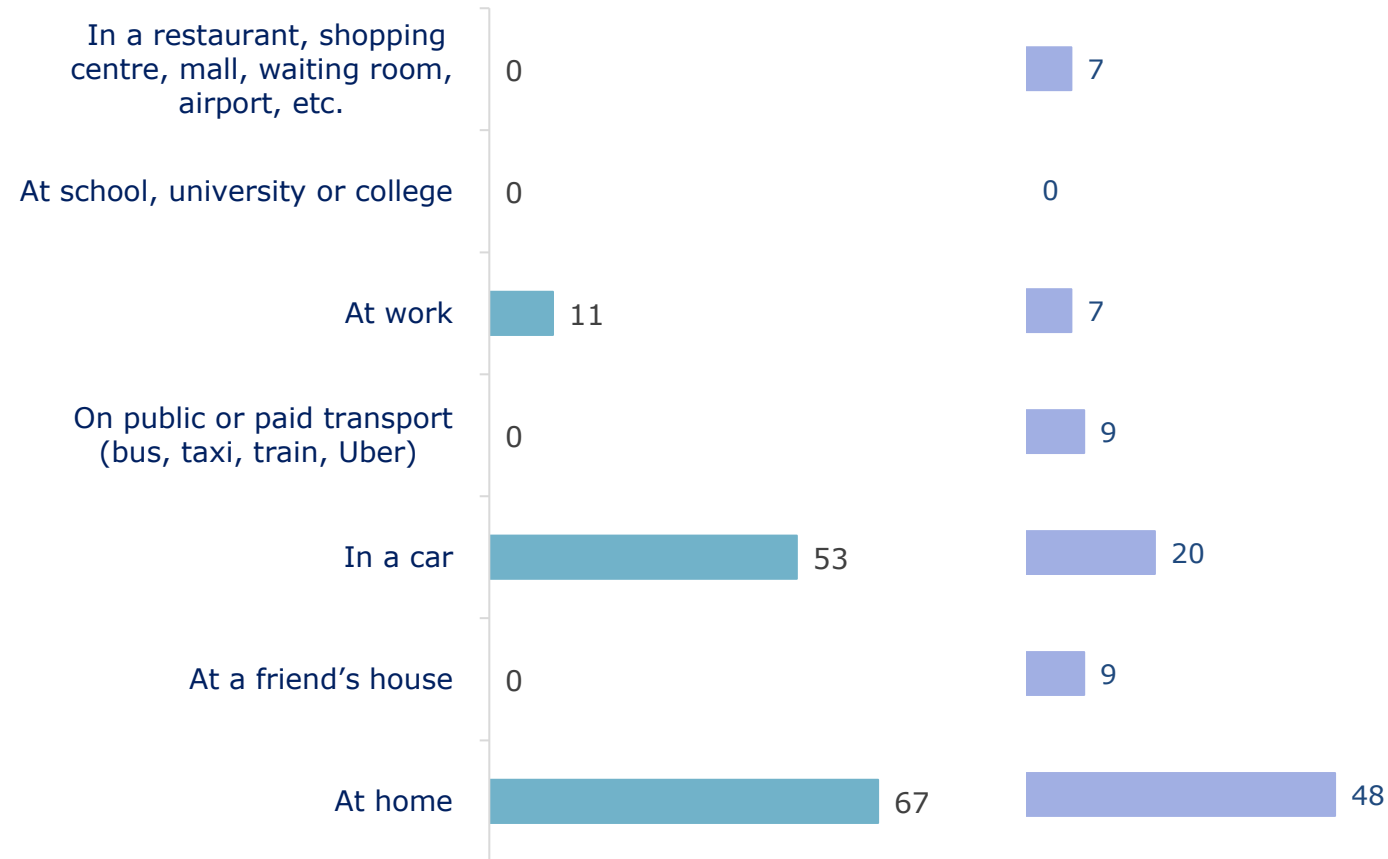


## 567 Cape Talk

Q7.1 Base: Pop. Wt. (114 613). Apr-Aug 21

## 657 AM / Radio Pulpit / Radio Kansel

Q7.1 Base: Pop. Wt. (33 394). Apr-Aug 21



# Stations Listening Location (3/11)

Commercial and PBS



## Algoa FM

Q7.1 Base: Pop. Wt. (187 479). Apr-Aug 21

## Capricorn FM

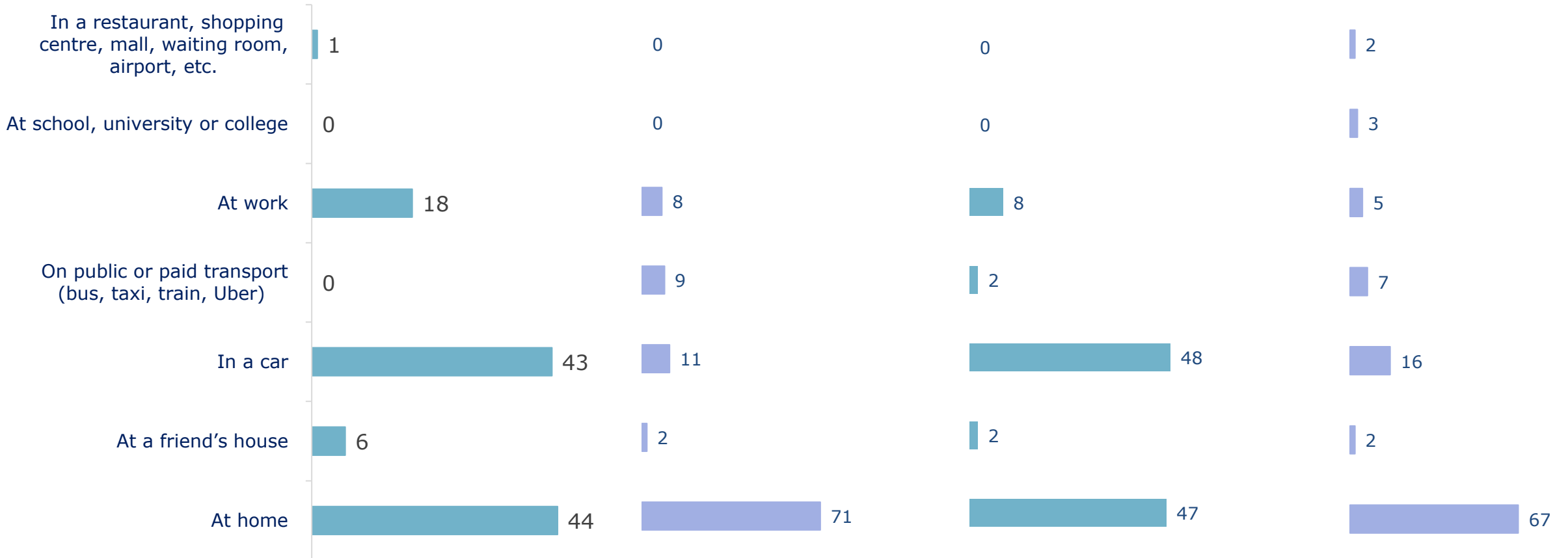
Q7.1 Base: Pop. Wt. (186 483). Apr-Aug 21

## East Coast Radio (ECR)

Q7.1 Base: Pop. Wt. (526 233). Apr-Aug 21

## Gagasi FM

Q7.1 Base: Pop. Wt. (575 680). Apr-Aug 21





# Stations Listening Location (4/11)

Commercial and PBS



## Good Hope FM

Q7.1 Base: Pop. Wt. (303 718). Apr-Aug 21

## Heart 104.9FM

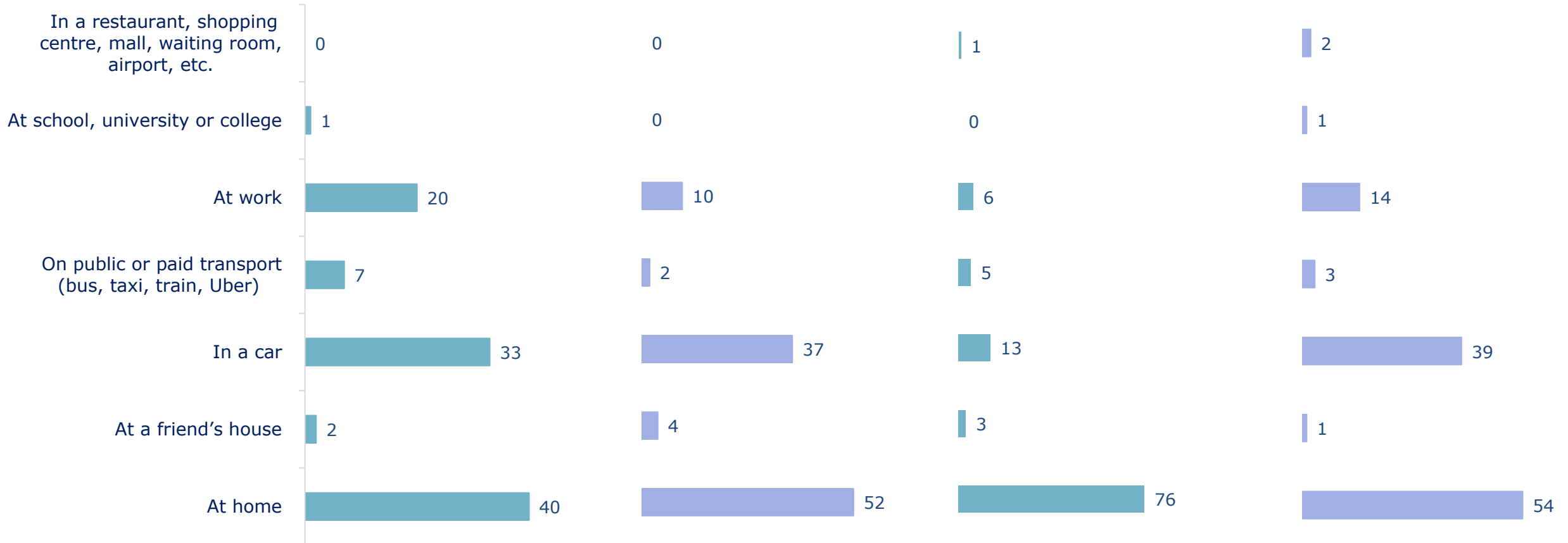
Q7.1 Base: Pop. Wt. (392 327). Apr-Aug 21

## Ikwewezi FM

Q7.1 Base: Pop. Wt. (598 147). Apr-Aug 21

## Jacaranda FM

Q7.1 Base: Pop. Wt. (676 865). Apr-Aug 21



# Stations Listening Location (5/11)

Commercial and PBS



## Kaya FM 95.9

Q7.1 Base: Pop. Wt. (330 141). Apr-Aug 21

## KFM 94.5

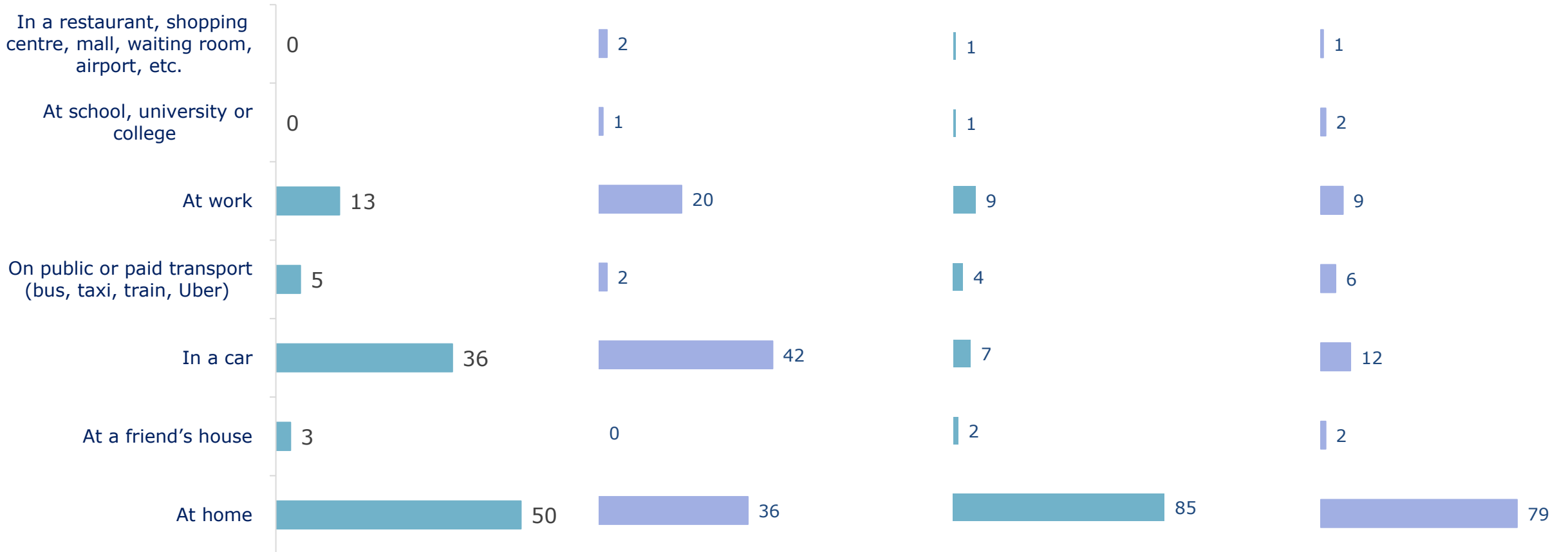
Q7.1 Base: Pop. Wt. (596 374). Apr-Aug 21

## Lesedi FM

Q7.1 Base: Pop. Wt. (2.0 million). Apr-Aug 21

## Ligwalagwala FM

Q7.1 Base: Pop. Wt. (598 840). Apr-Aug 21



# Stations Listening Location (6/11)

Commercial and PBS



## Lotus FM

Q7.1 Base: Pop. Wt. (150 653). Apr-Aug 21.

## Metro FM

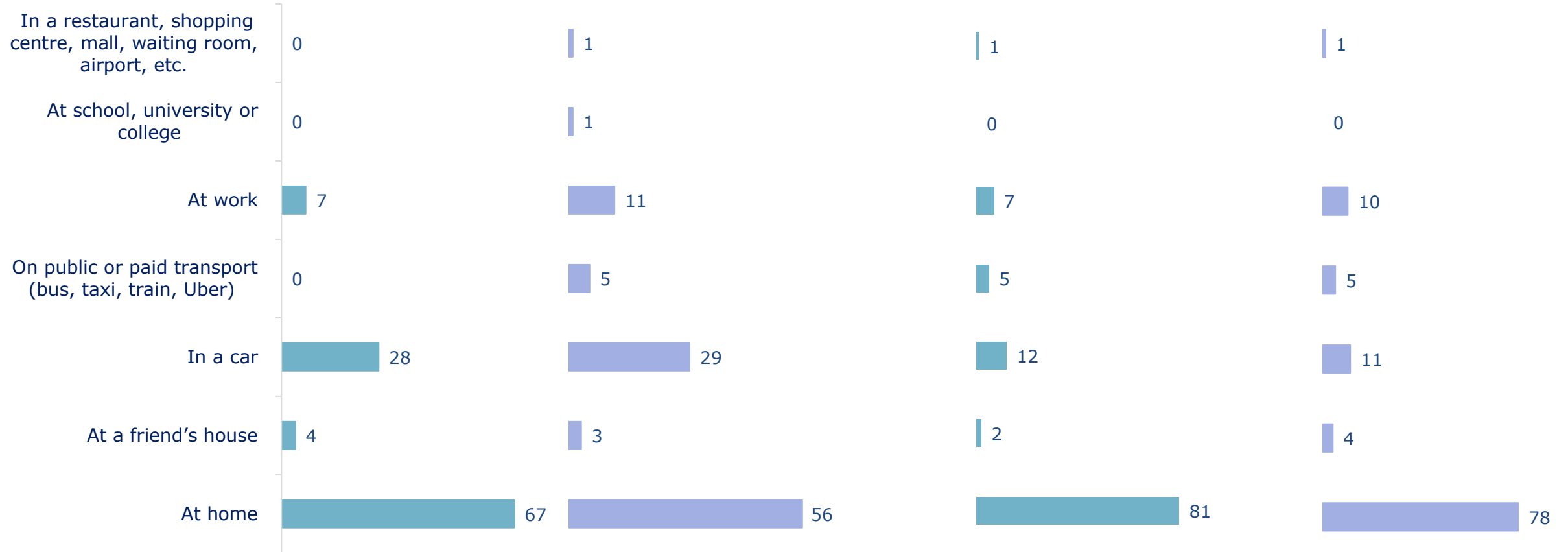
Q7.1 Base: Pop. Wt. (1 999 925). Apr-Aug 21.

## Motsweding FM

Q7.1 Base: Pop. Wt. (1 723 750). Apr-Aug 21.

## Munghana Lonene FM

Q7.1 Base: Pop. Wt. (779 454). Apr-Aug 21.



# Stations Listening Location (7/11)

Commercial and PBS



## OFM

Q7.1 Base: Pop. Wt. (132 430). Apr-Aug 21.

## Phalaphala FM

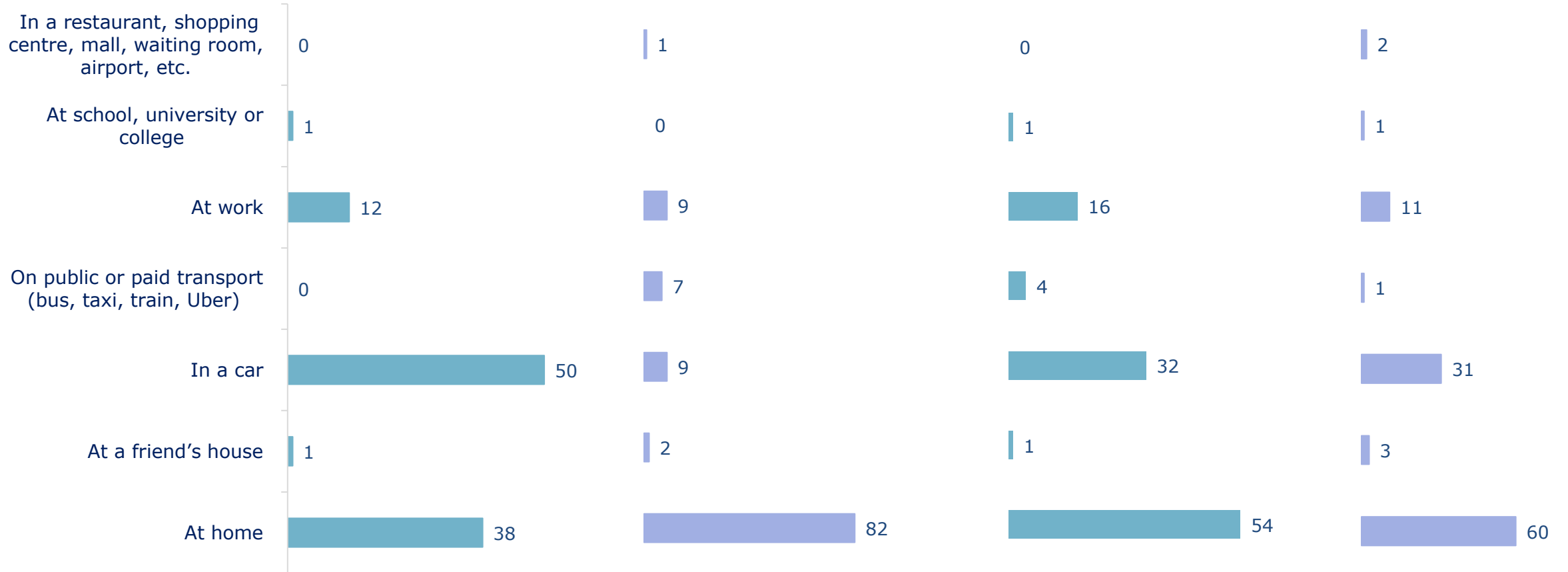
Q7.1 Base: Pop. Wt. (678 514). Apr-Aug 21.

## Power FM 98.7

Q7.1 Base: Pop. Wt. (176 141). Apr-Aug 21.

## Radio 2000

Q7.1 Base: Pop. Wt. (888 691). Apr-Aug 21.



# Stations Listening Location (8/11)

Commercial and PBS



## Rise FM

Q7.1 Base: Pop. Wt. (41 104). Apr-Aug 21.

## RSG/ Radiosondergrens

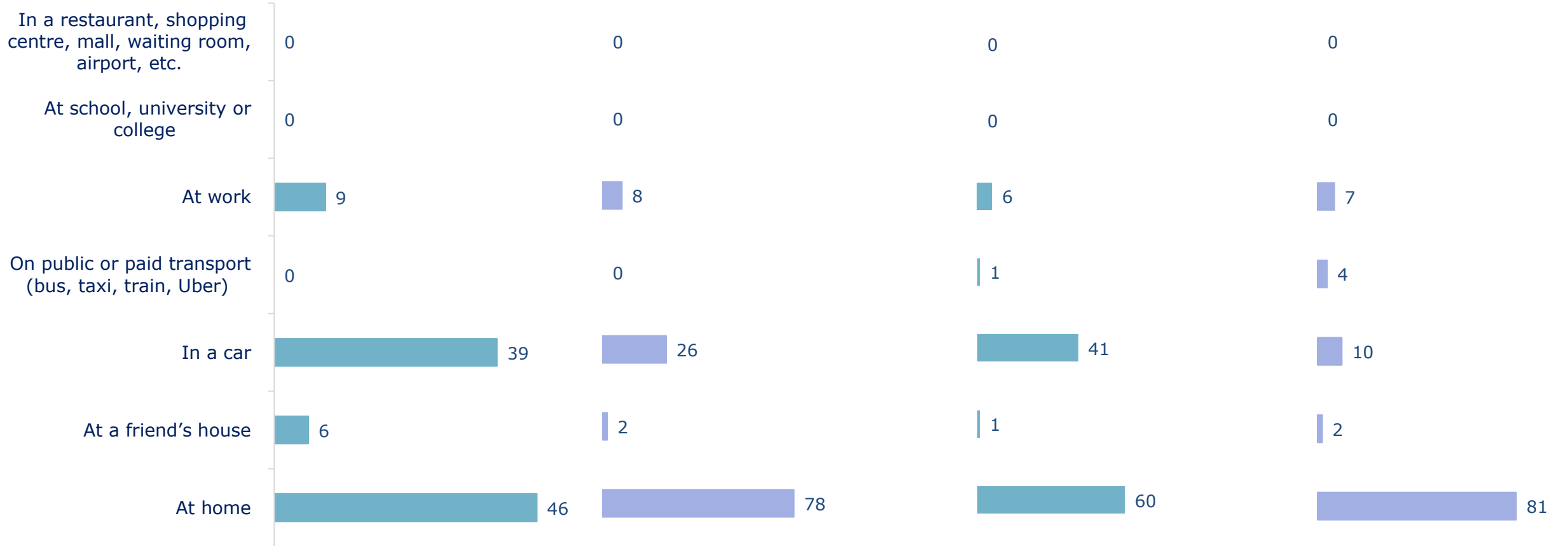
Q7.1 Base: Pop. Wt. (862 723). Apr-Aug 21.

## SAfm

Q7.1 Base: Pop. Wt. (424 800). Apr-Aug 21.

## Thobela FM

Q7.1 Base: Pop. Wt. (1 804 318). Apr-Aug 21.



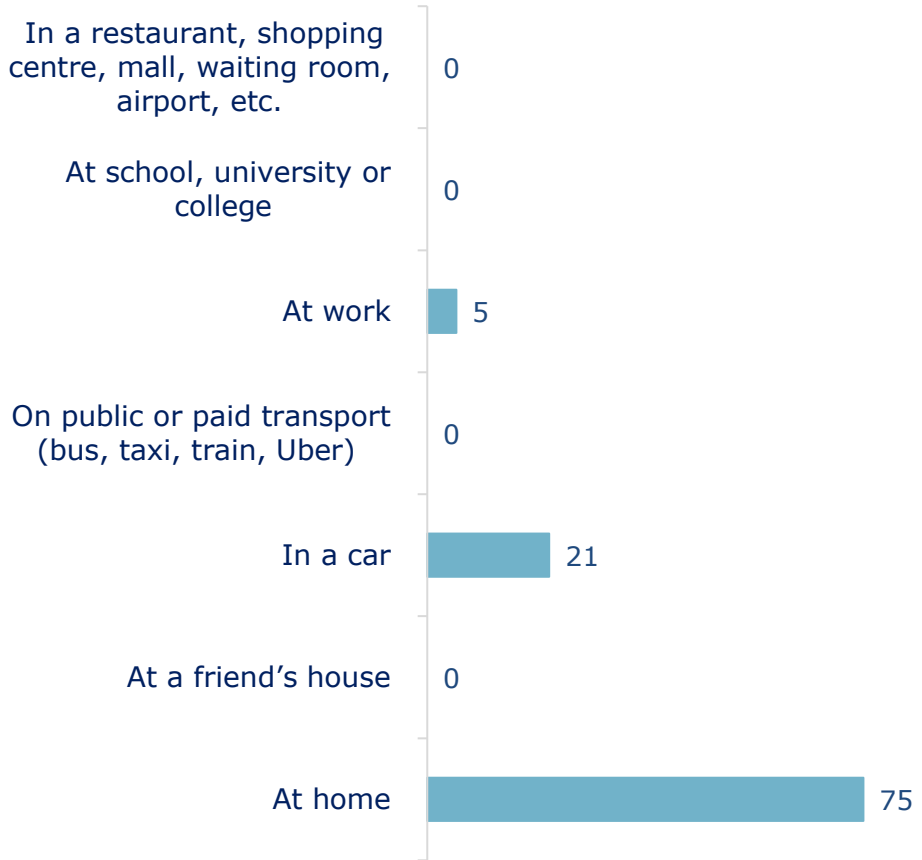
# Stations Listening Location (9/11)

Commercial and PBS



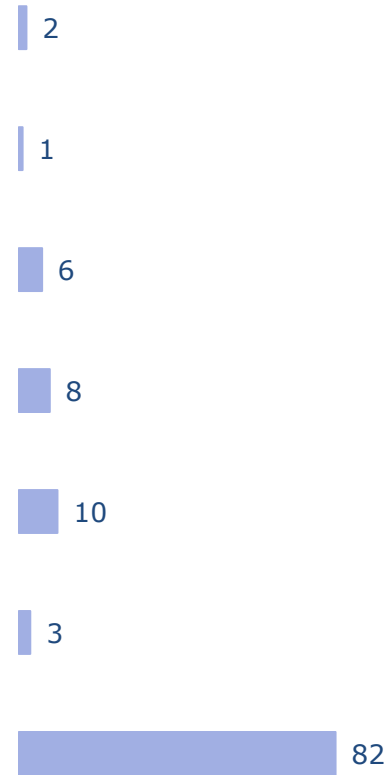
## tru fm

Q7.1 Base: Pop. Wt. (76 416). Apr-Aug 21.



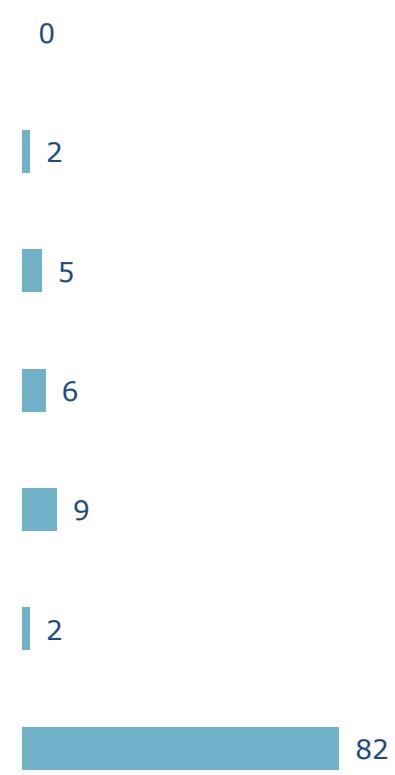
## Ukhozi FM

Q7.1 Base: Pop. Wt. (4 350 852). Apr-Aug 21.



## Umhlobo Wenene FM

Q7.1 Base: Pop. Wt. (2 776 200). Apr-Aug 21.



# Stations Listening Location (10/11)

Commercial and PBS



## Vuma 103 FM

Q7.1 Base: Pop. Wt. (99 921). Apr-Aug 21.

## YOU FM

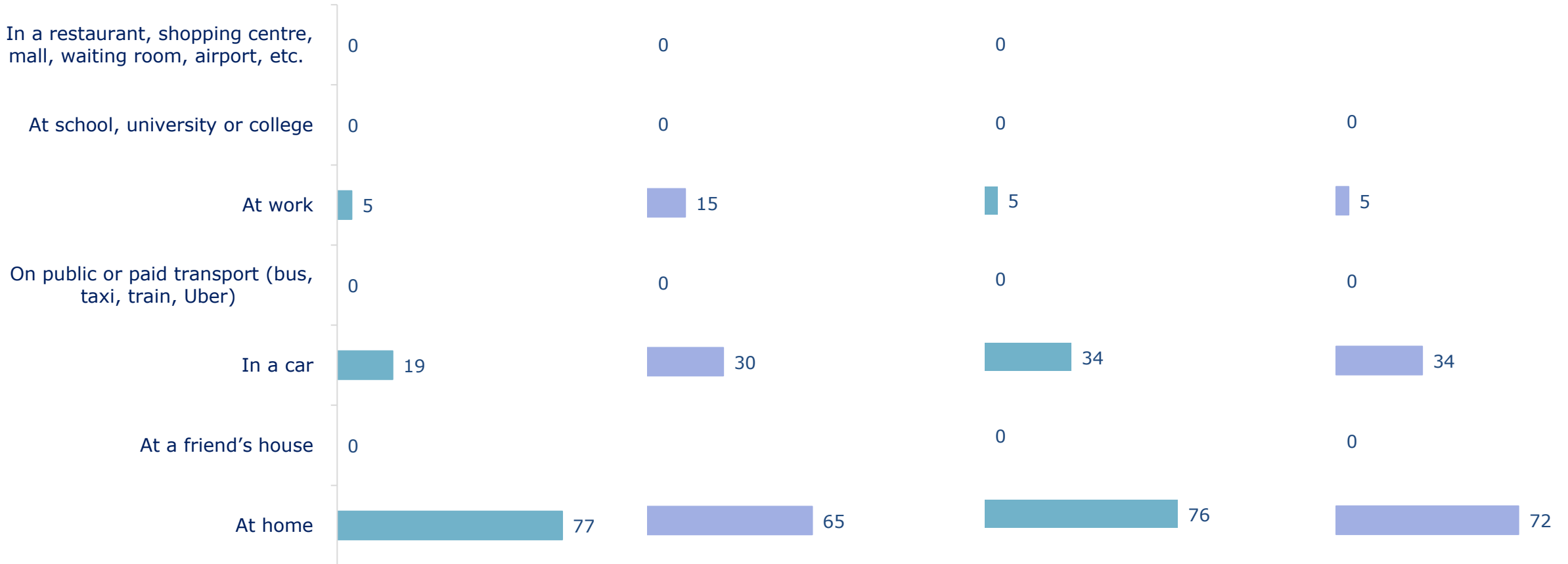
Q7.1 Base: Pop. Wt. (51 039). Apr-Aug 21.

## Classic FM

Q7.1 Base: Pop. Wt. (58 332 800). Apr-Aug 21.

## LM Radio

Q7.1 Base: Pop. Wt. (43 809). Apr-Aug 21.



# Stations Listening Location (11/11)

Commercial and PBS



## Smile FM

Q7.1 Base: Pop. Wt. (80 819). Apr-Aug 21.

## HOT 1027

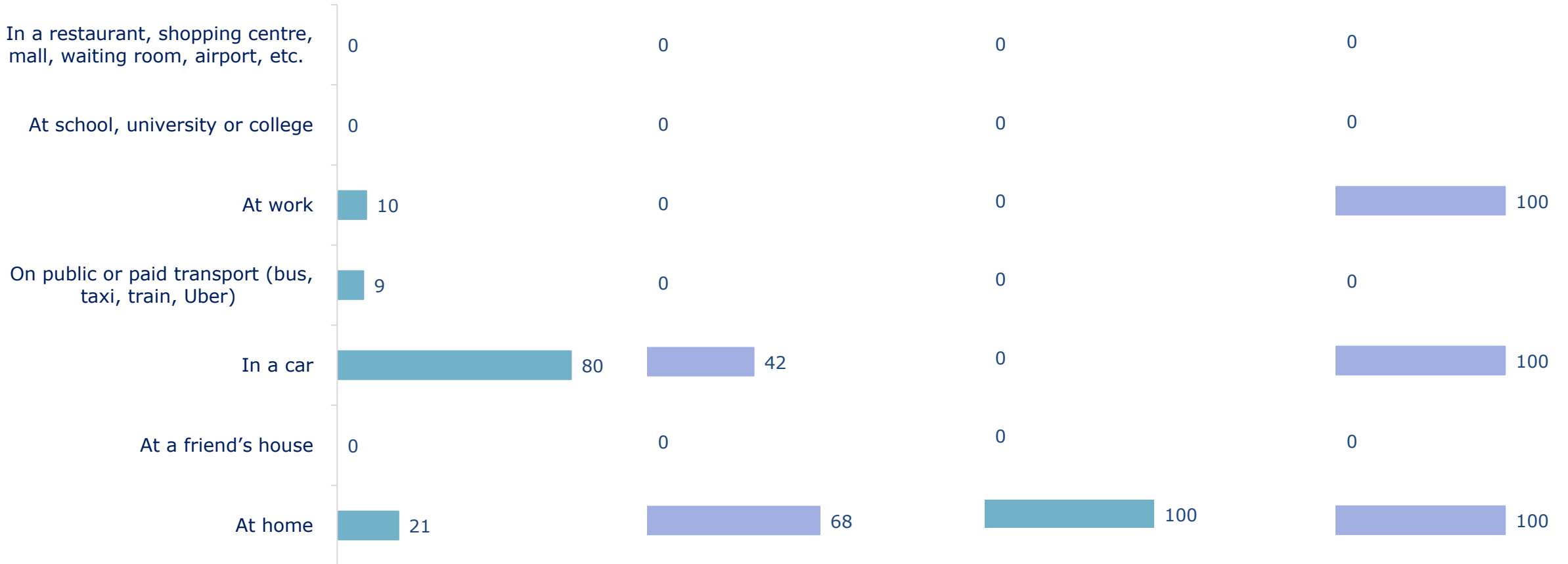
Q7.1 Base: Pop. Wt. (42 382). Apr-Aug 21.

## X-K FM

Q7.1 Base: Pop. Wt. (3 799). Apr-Aug 21.

## Magic 828

Q7.1 Base: Pop. Wt. (2 832). Apr-Aug 21.





# Stations Listening Location (1/4)



## Community

### Jozi FM

Q7.1 Base: Pop. Wt. (235 324). Apr-Aug 21.

### Izwi LoMzansi

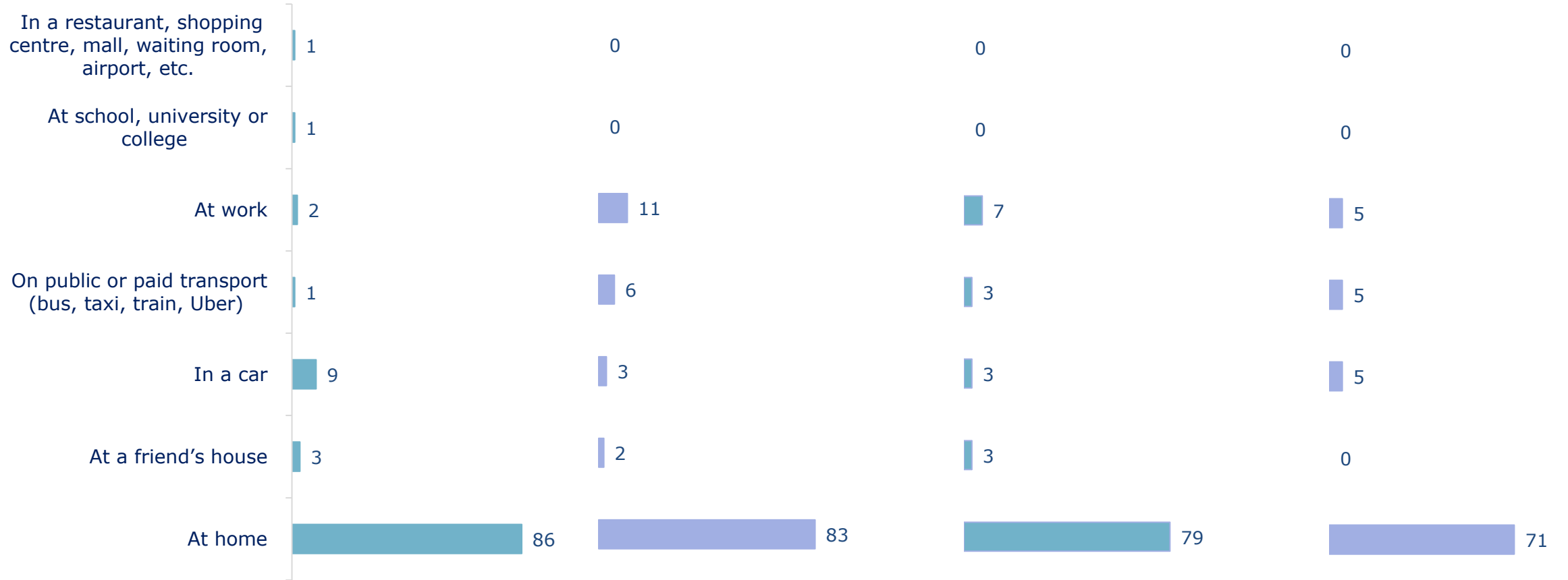
Q7.1 Base: Pop. Wt. (167 170). Apr-Aug 21.

### Thetha FM 100.6

Q7.1 Base: Pop. Wt. (139 192). Apr-Aug 21.

### Kasie FM 97.1

Q7.1 Base: Pop. Wt. (41 063). Apr-Aug 21.



# Stations Listening Location (2/4)



## Community

### Nkomazi FM

Q7.1 Base: Pop. Wt. (40 782). Apr-Aug 21.

### Kurara FM

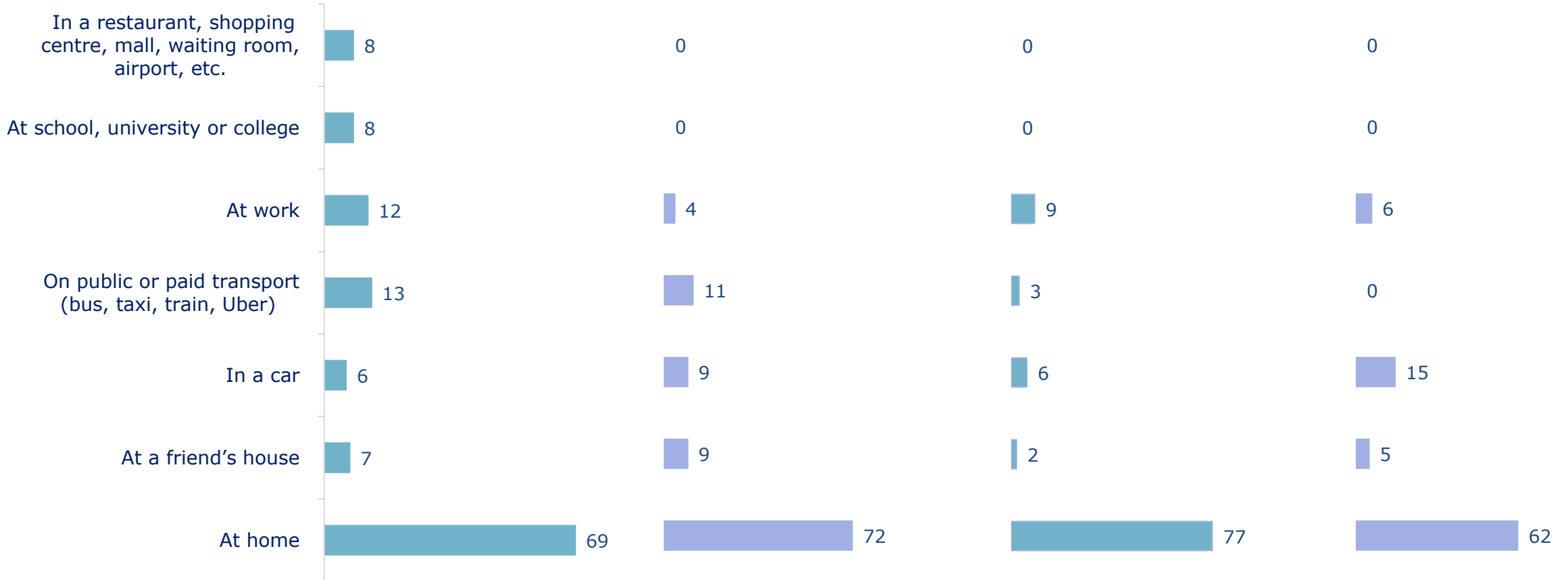
Q7.1 Base: Pop. Wt. (31 730). Apr-Aug 21.

### Mahikeng Community Radio 96.7

Q7.1 Base: Pop. Wt. (70 886). Apr-Aug 21.

### Icora FM

Q7.1 Base: Pop. Wt. (40 577). Apr-Aug 21.



# Stations Listening Location (3/4)



## Community

### Maputaland Community Radio 107.6

Q7.1 Base: Pop. Wt. (34 435). Apr-Aug 21.

### Vhembe 102.4/89.1

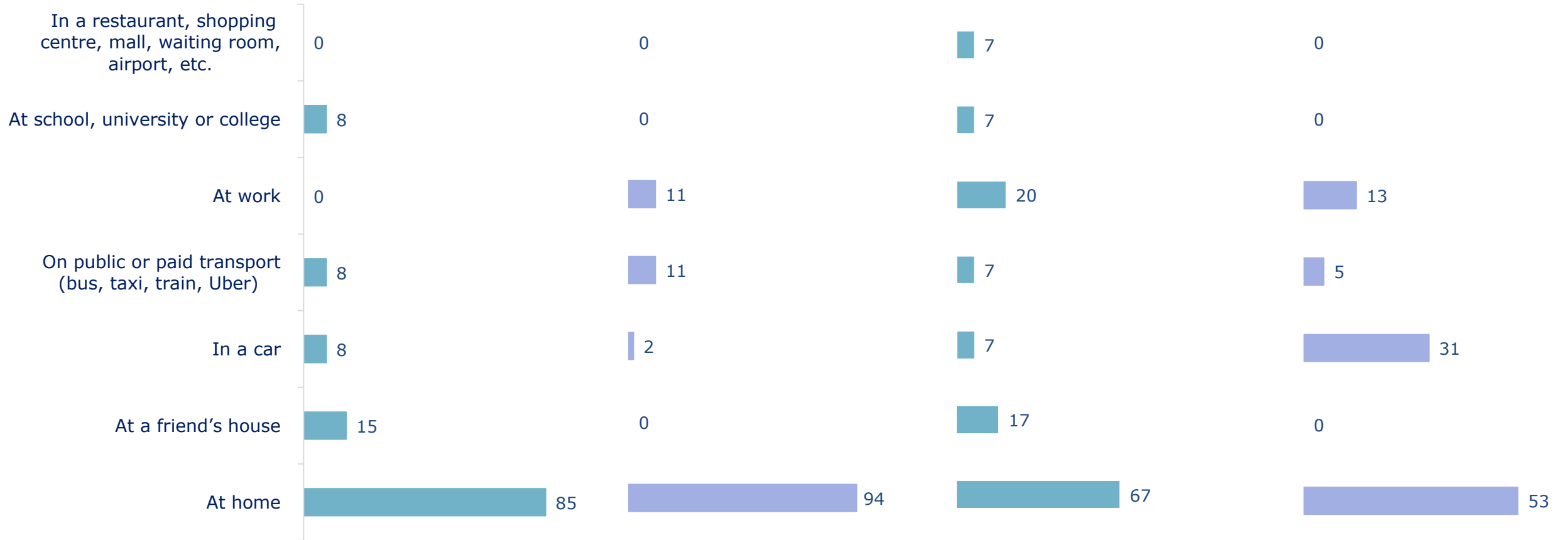
Q7.1 Base: Pop. Wt. (37 102). Apr-Aug 21.

### Inanda 88.4 FM

Q7.1 Base: Pop. Wt. (45 611). Apr-Aug 21.

### Rainbow FM 90.7

Q7.1 Base: Pop. Wt. (67 842). Apr-Aug 21.



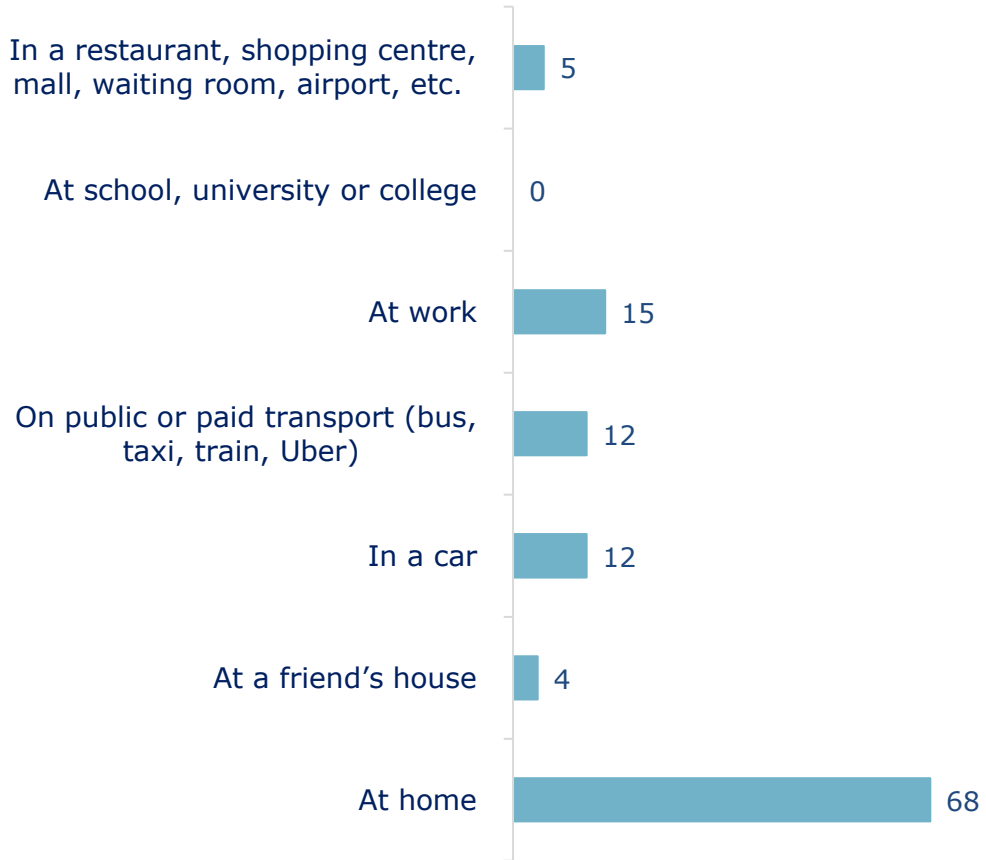
# Stations Listening Location (4/4)

## Community



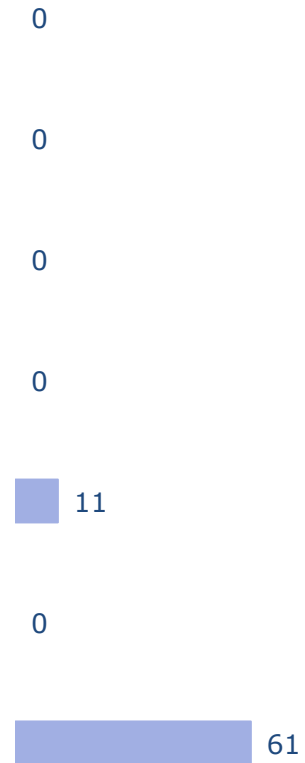
### Imbokodo 96.8 FM

Q7.1 Base: Pop. Wt. (71 705). Apr-Aug 21.



### Radio Zibonele

Q7.1 Base: Pop. Wt. (49 094). Apr-Aug 21.



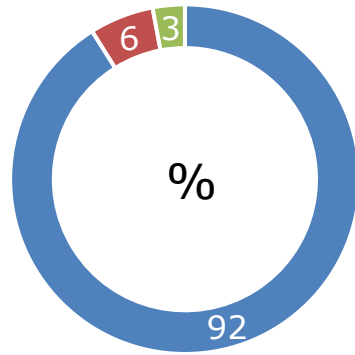
# 5 The Provinces



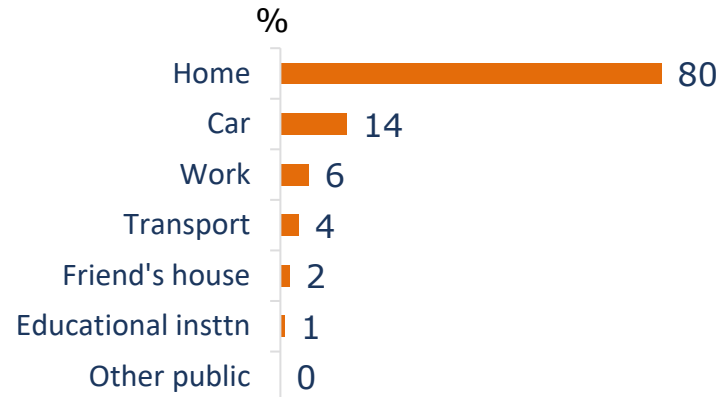
# Eastern Cape: 'Yesterday' Listeners

Device

- Terrestrial only
- Digital only
- Both

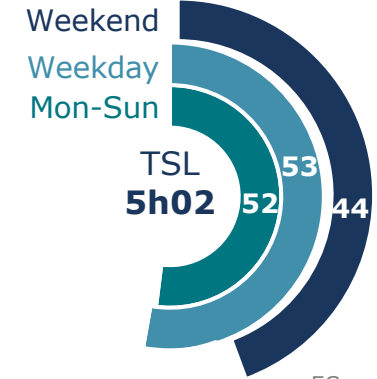


Location

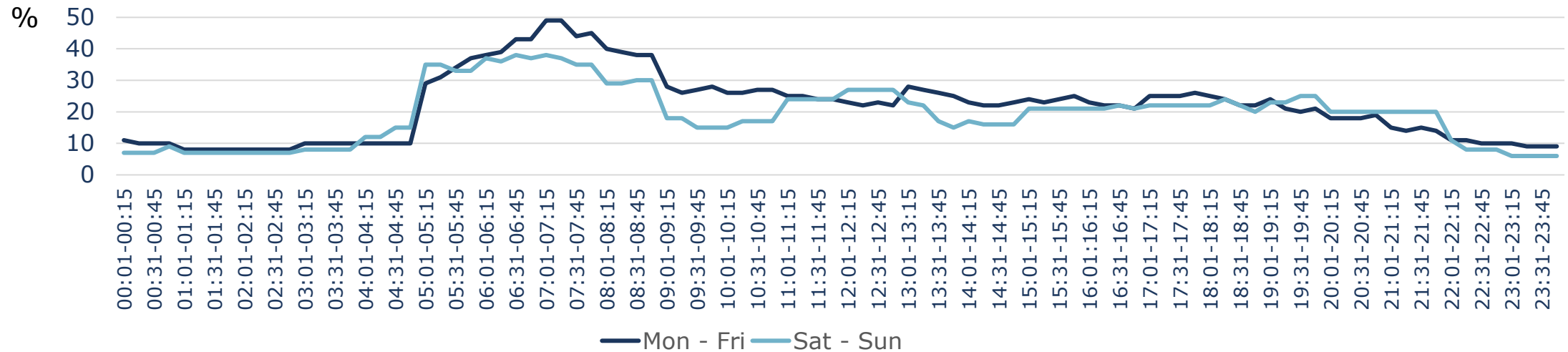


Radio Reach

('Yesterday'/Avg. Day)



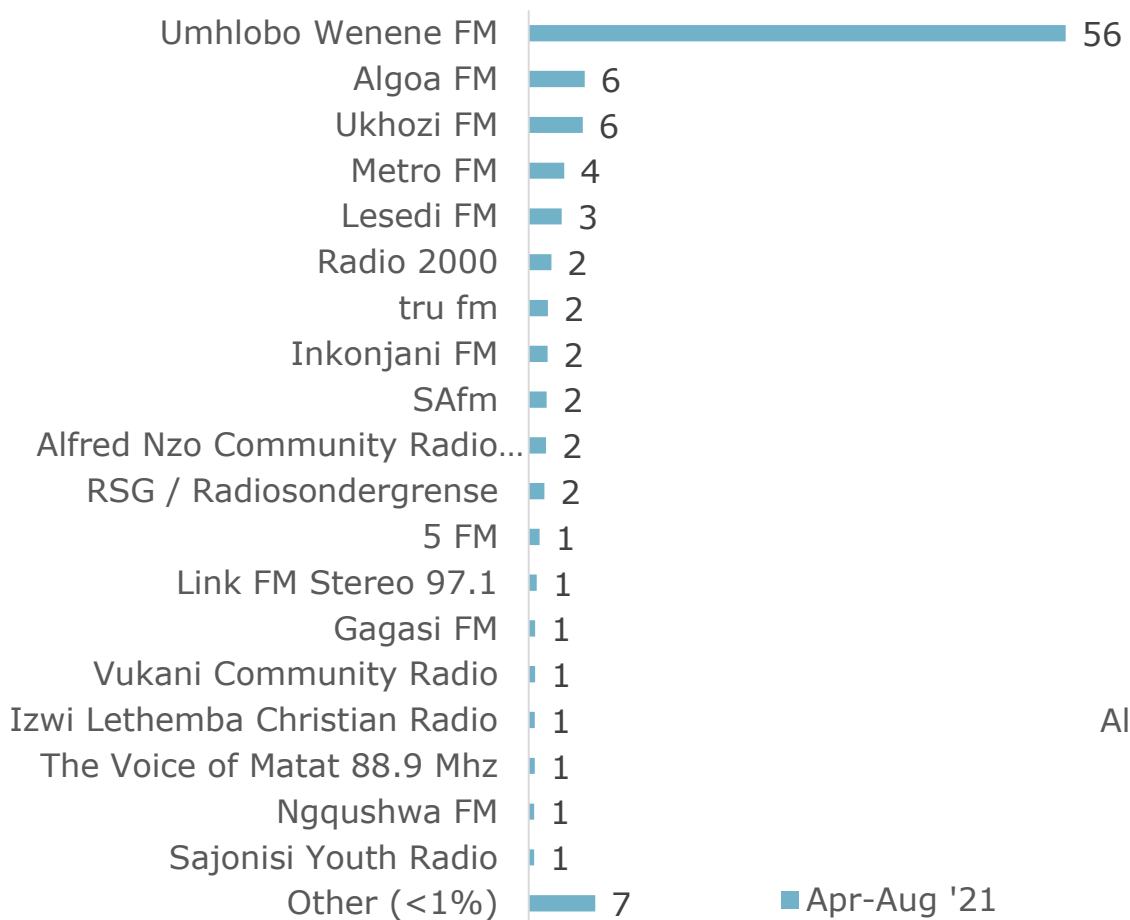
TSL: Mon-Sun.  
EC pop. wtd. '000s = 4,515



# Eastern Cape

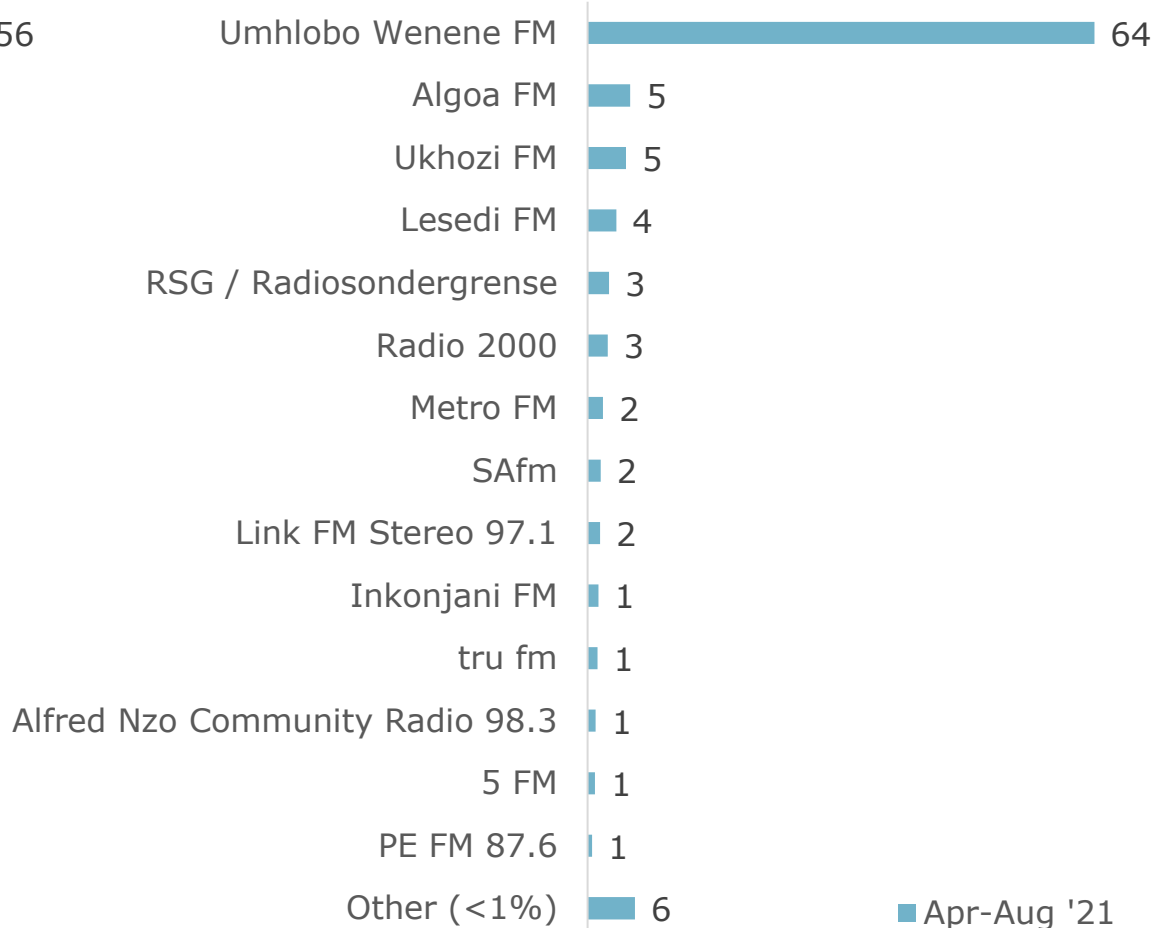
## Share of Audience

(% of 1 mill gross/dupl. avg. daily audience)



## Share of Listening

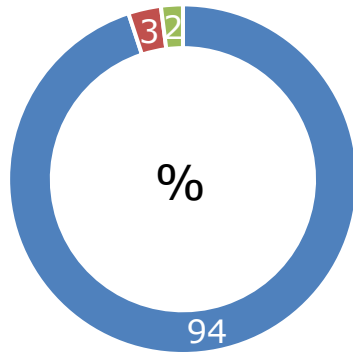
(% of 716 mill listening minutes/avg. day)



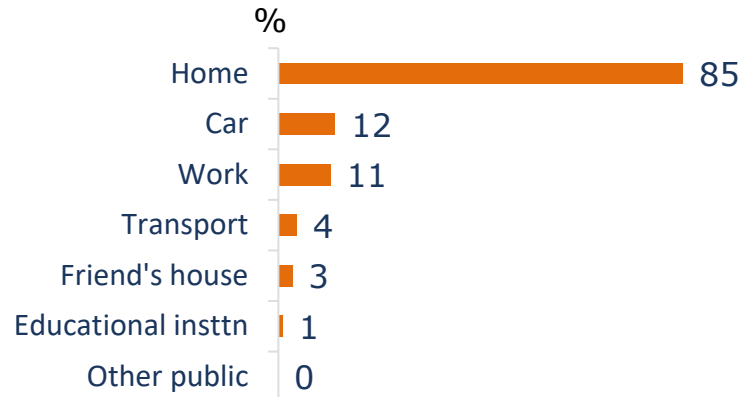
# Free State: 'Yesterday' Listeners

Device

- Terrestrial only
- Digital only
- Both

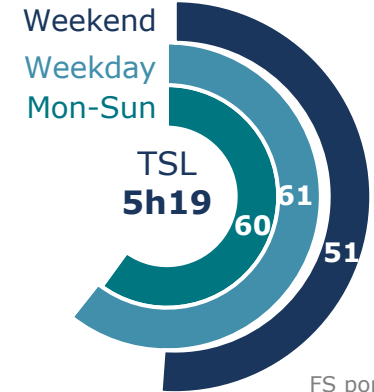


Location

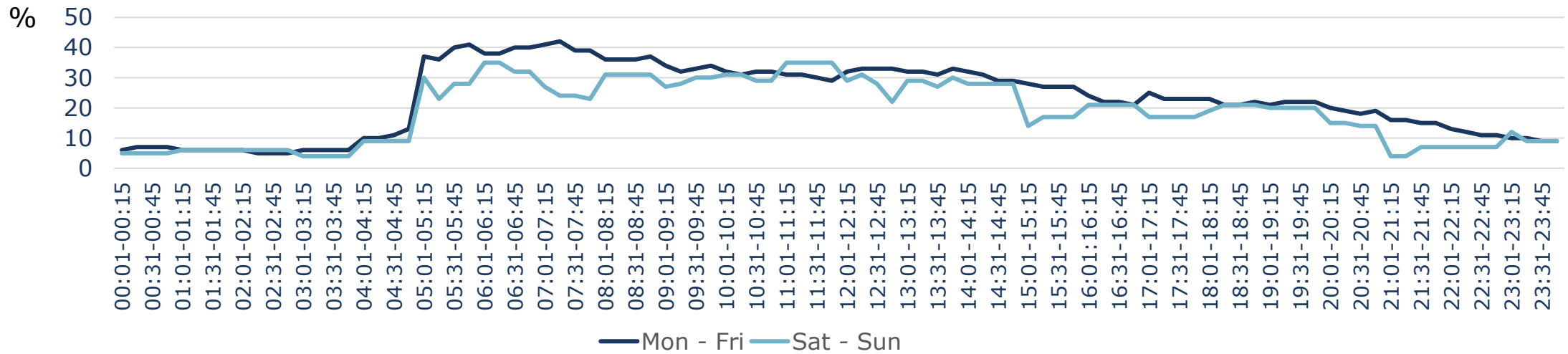


Radio Reach

('Yesterday'/Avg. Day)



TSL: Mon-Sun.  
FS pop. wtd. '000s = 2,095



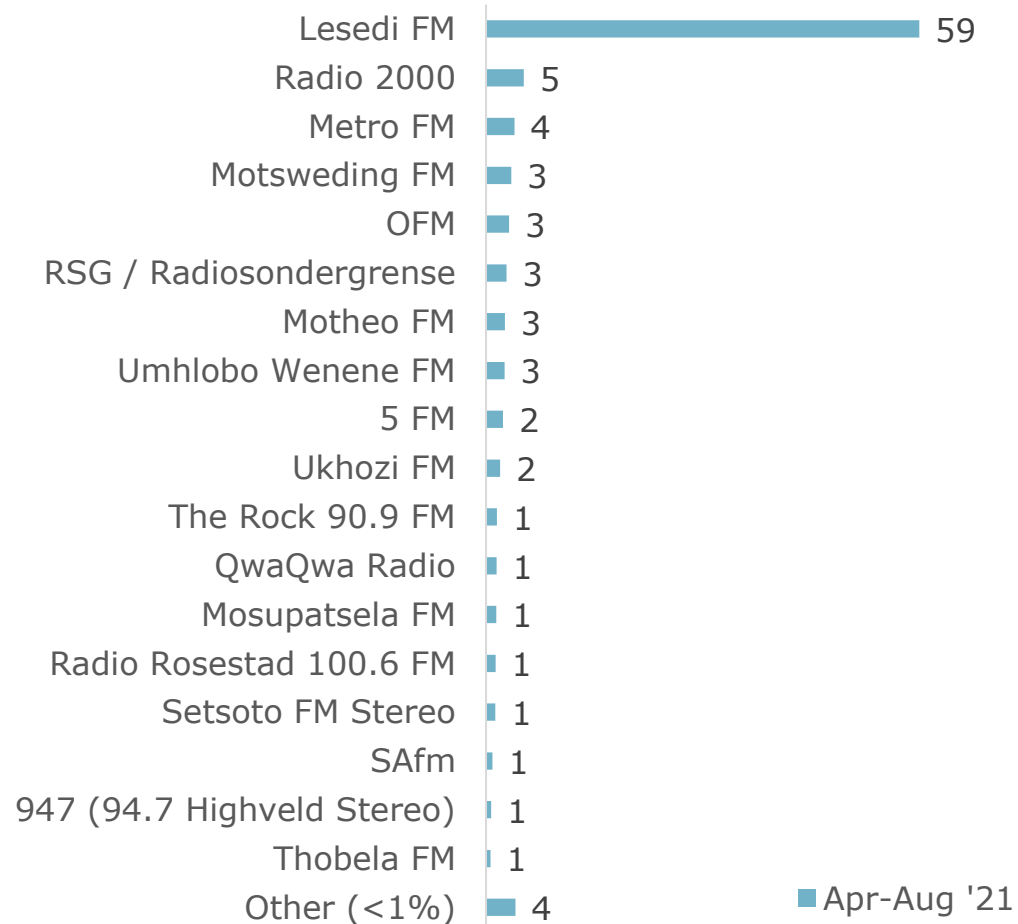
Radio listening by ¼ hour – FS; Ave ¼ hour (Mon – Fri; Sat – Sun)  
 Source: BRC RAM™ Apr'21-Aug'21; FS pop. wtd. '000s 'Yesterday':  
 • Avg. week = 1,238  
 • Avg. weekday = 1,271  
 • Avg. weekend = 1,072



# Free State

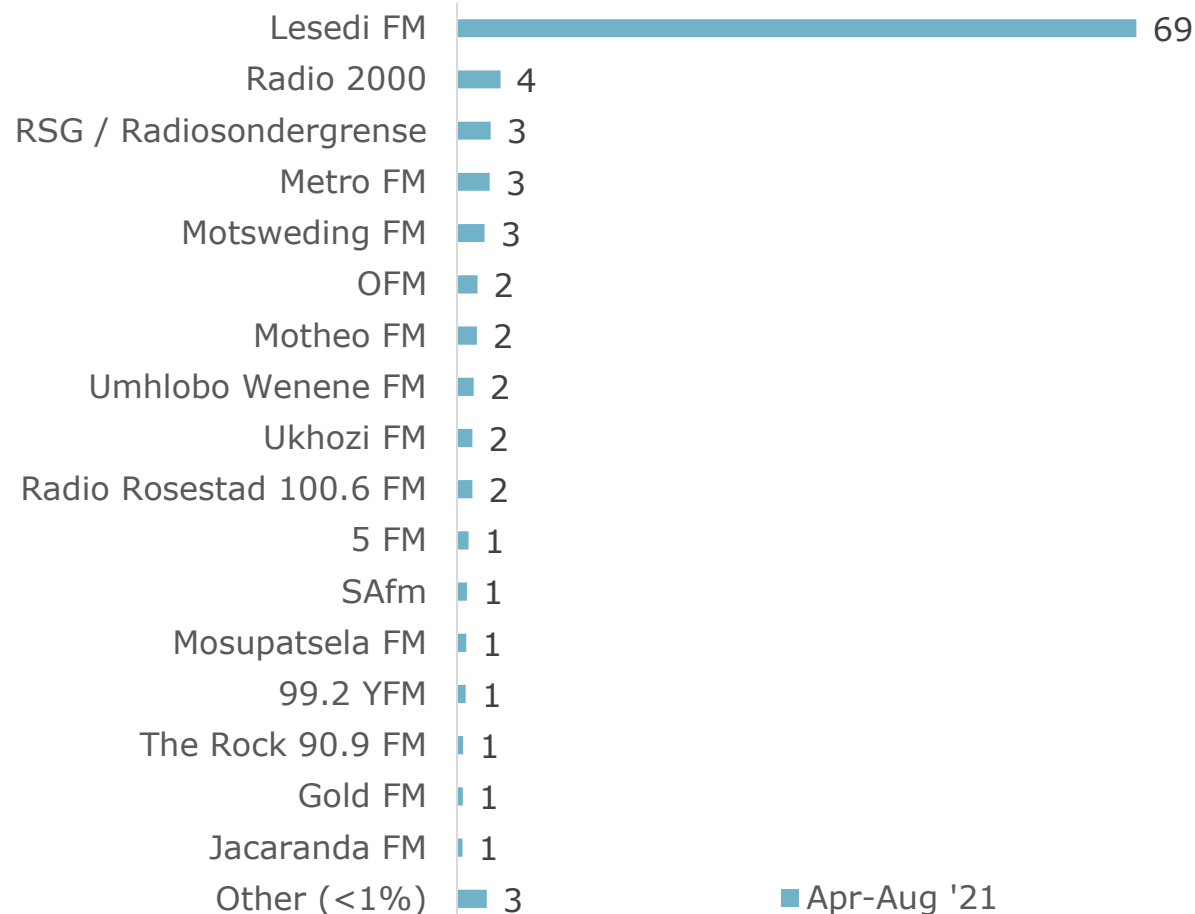
## Share of Audience

(% of 1.7 mill gross/dupl. avg. daily audience)



## Share of Listening

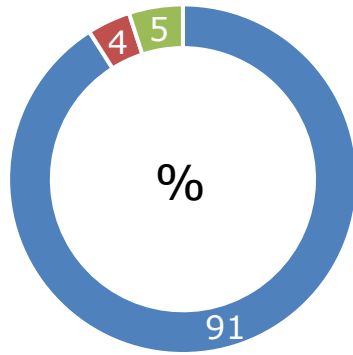
(% of 401 mill listening minutes/avg. day)



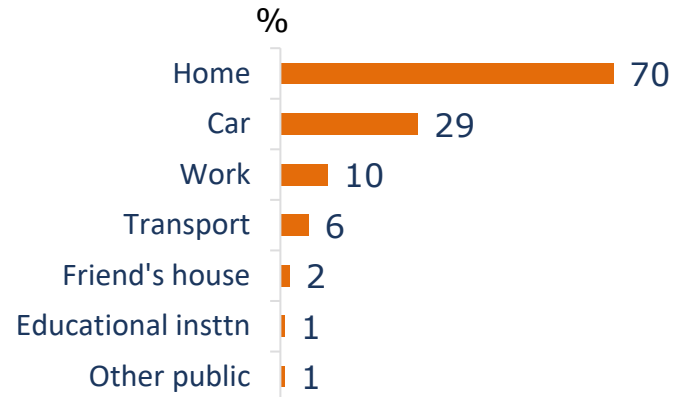
# Gauteng: 'Yesterday' Listeners

Device

- Terrestrial only
- Digital only
- Both

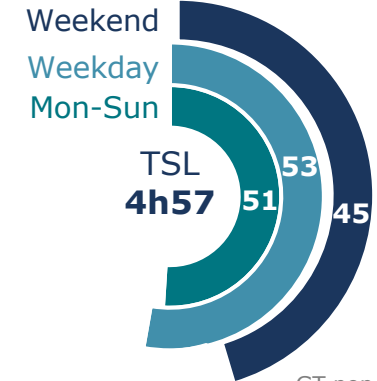


Location

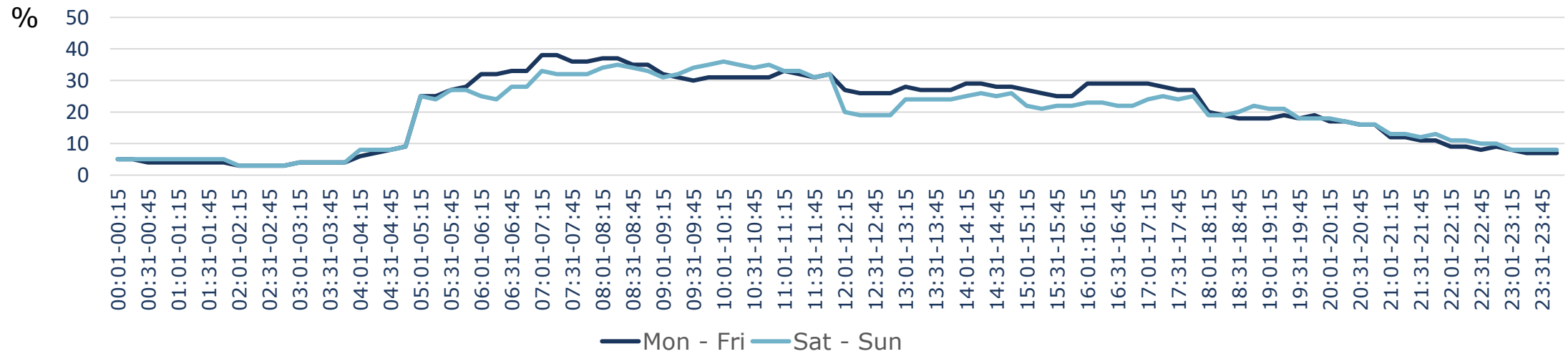


Radio Reach

('Yesterday'/'Avg. Day)



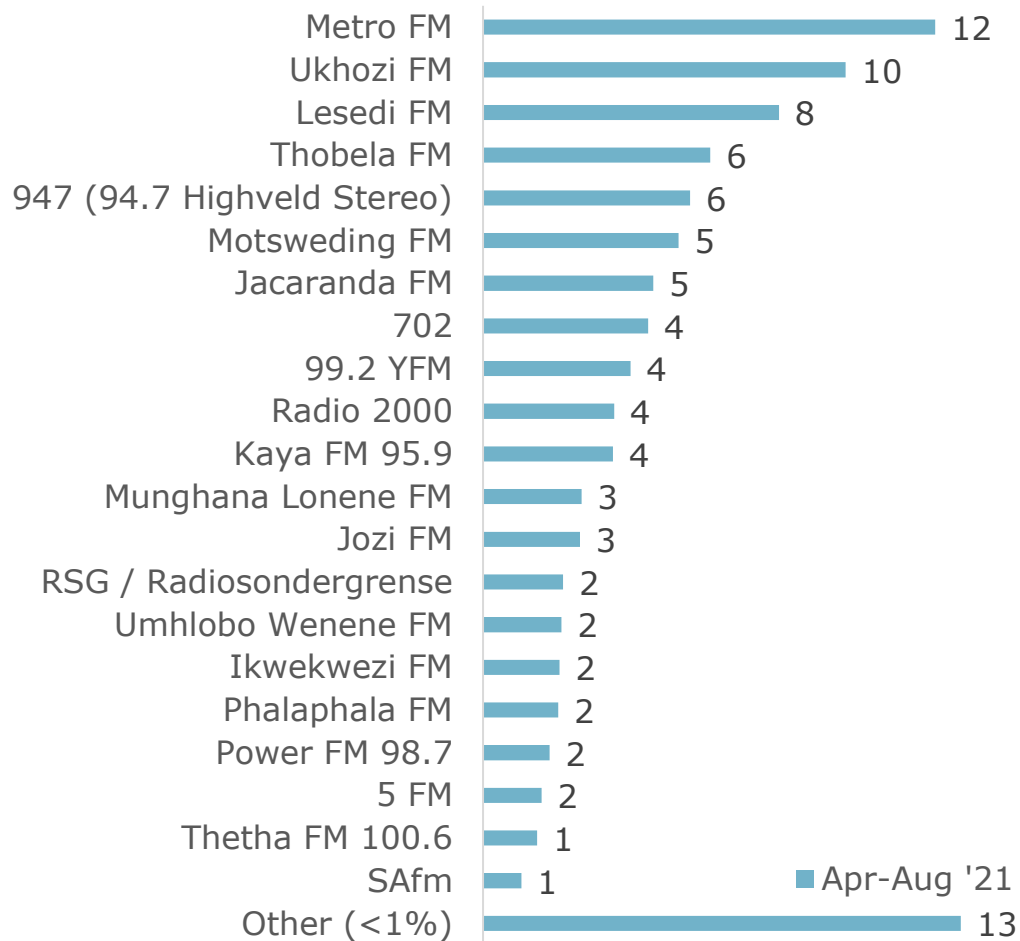
TSL: Mon-Sun.  
GT pop. wtd. '000s = 11,841



# Gauteng

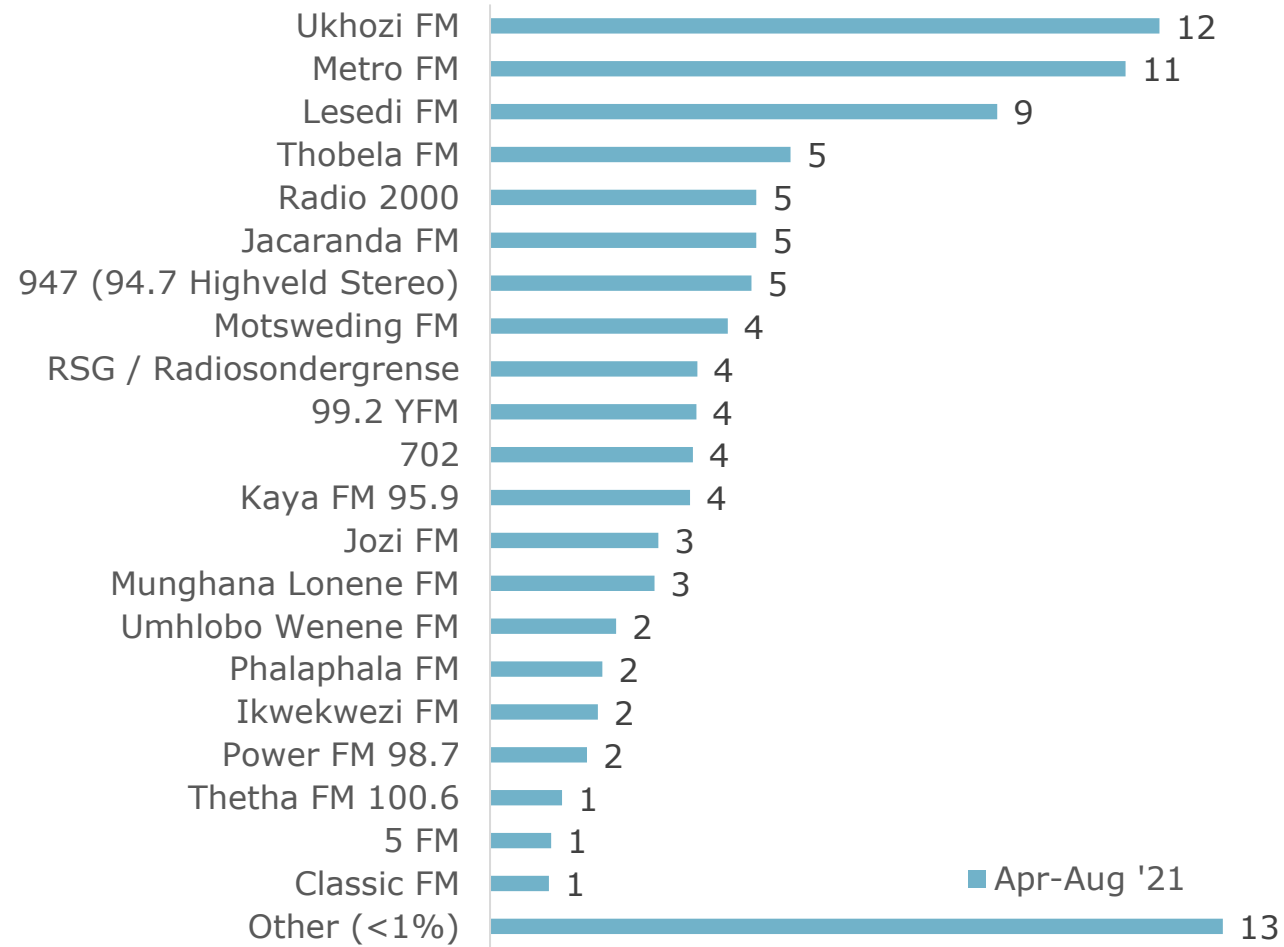
## Share of Audience

(% of 8.7 mill gross/dupl. avg. daily audience)



## Share of Listening

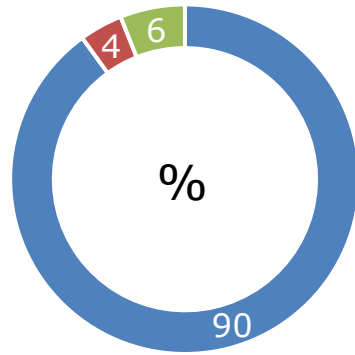
(% of 1.6 bill listening minutes/avg. day)



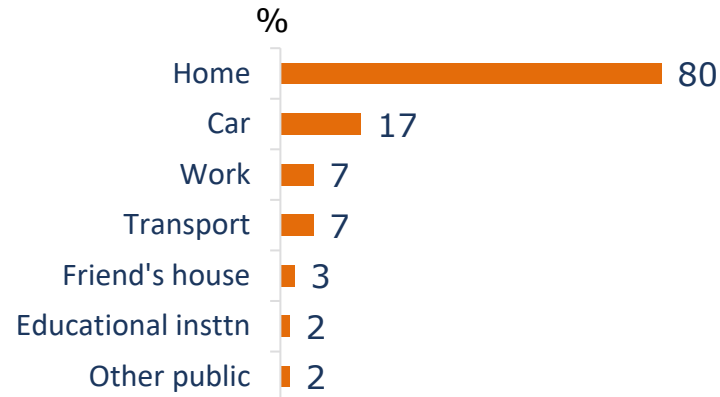
# KwaZulu-Natal: 'Yesterday' Listeners

### Device

- Terrestrial only
- Digital only
- Both

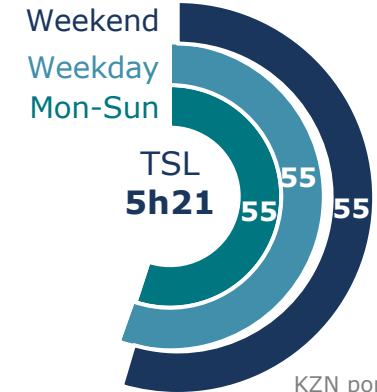


### Location

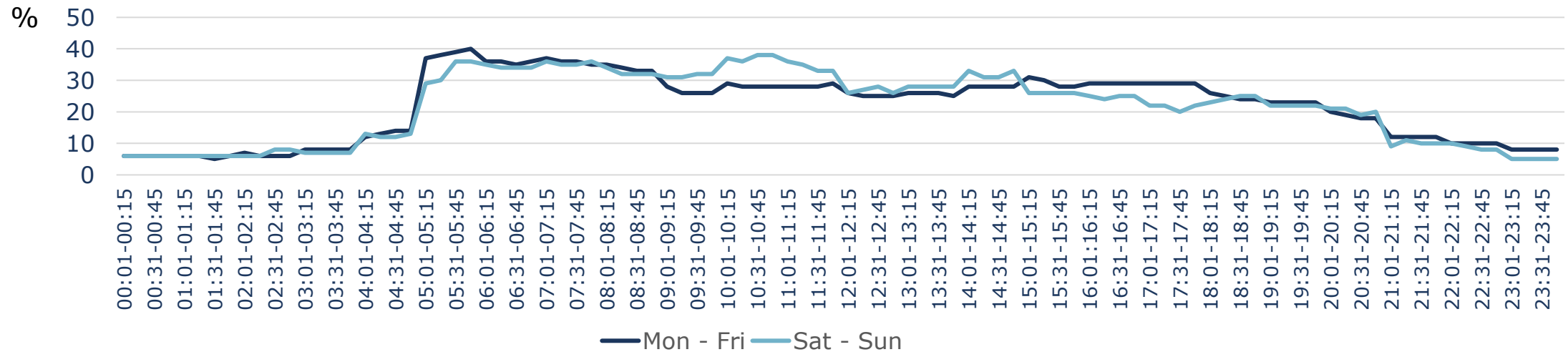


### Radio Reach

('Yesterday'/Avg. Day)



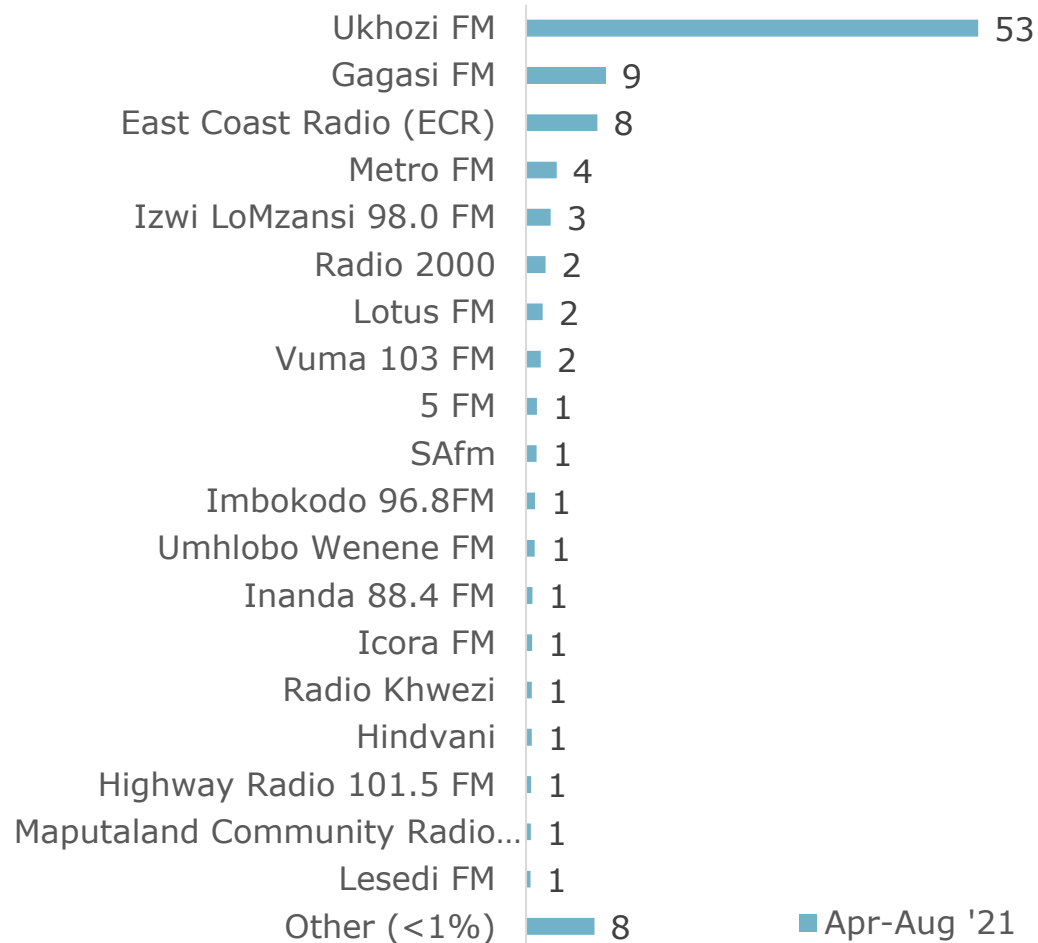
TSL: Mon-Sun.  
KZN pop. wtd. '000s = 7,823



# KwaZulu-Natal

## Share of Audience

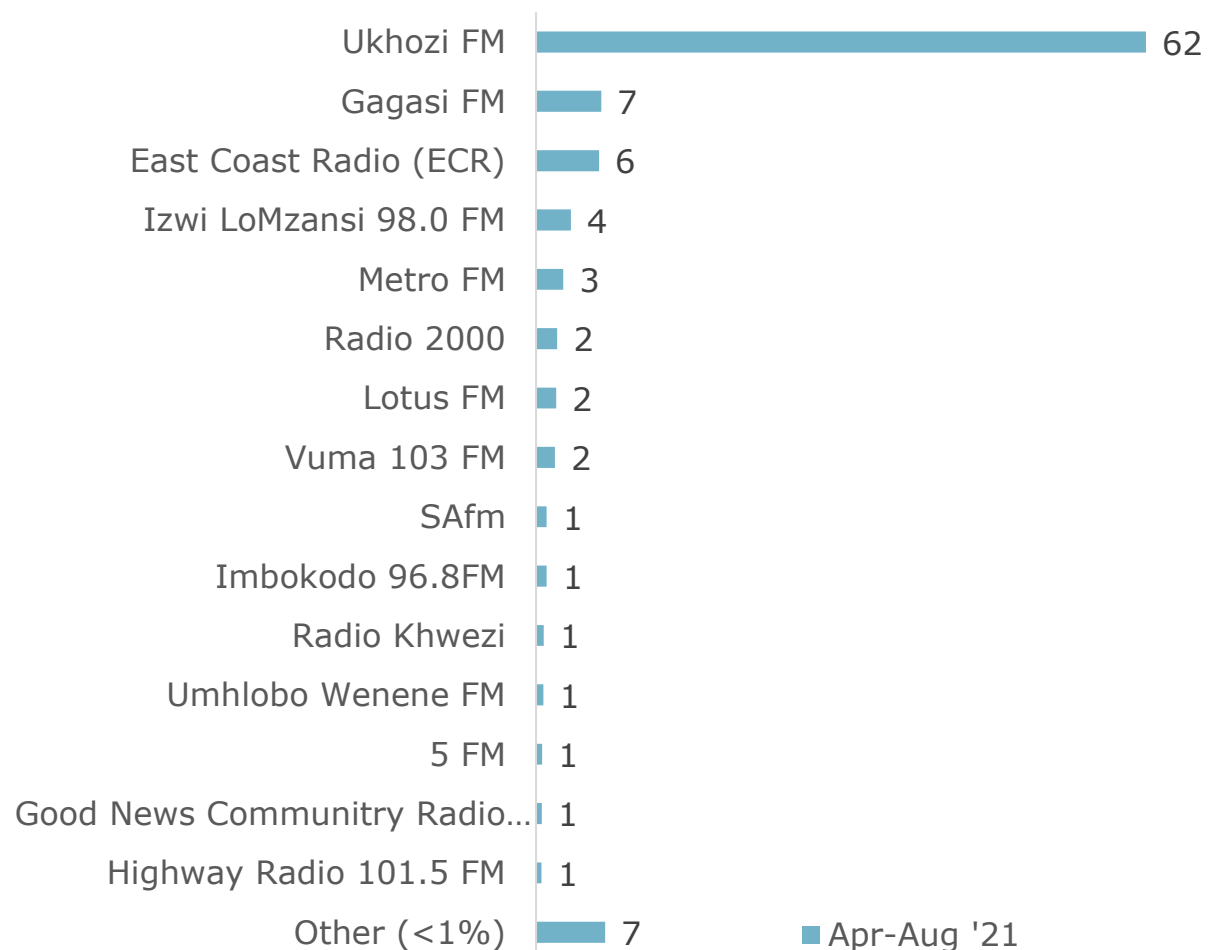
(% of 5.8 mill gross/dupl. avg. daily audience)



■ Apr-Aug '21

## Share of Listening

(% of 1.4 bill listening minutes/avg. day)

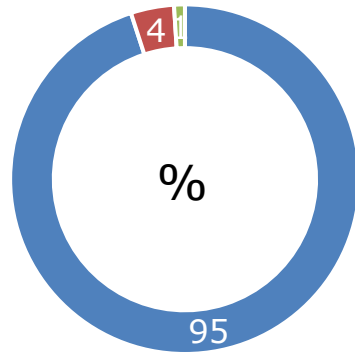


■ Apr-Aug '21

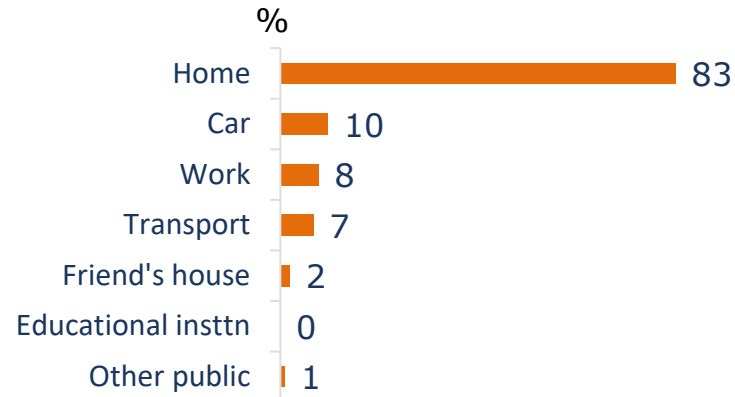
# Limpopo: 'Yesterday' Listeners

**Device**

- Terrestrial only
- Digital only
- Both

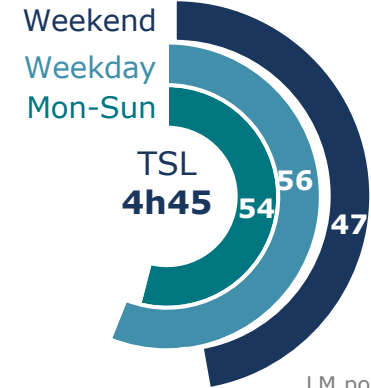


**Location**

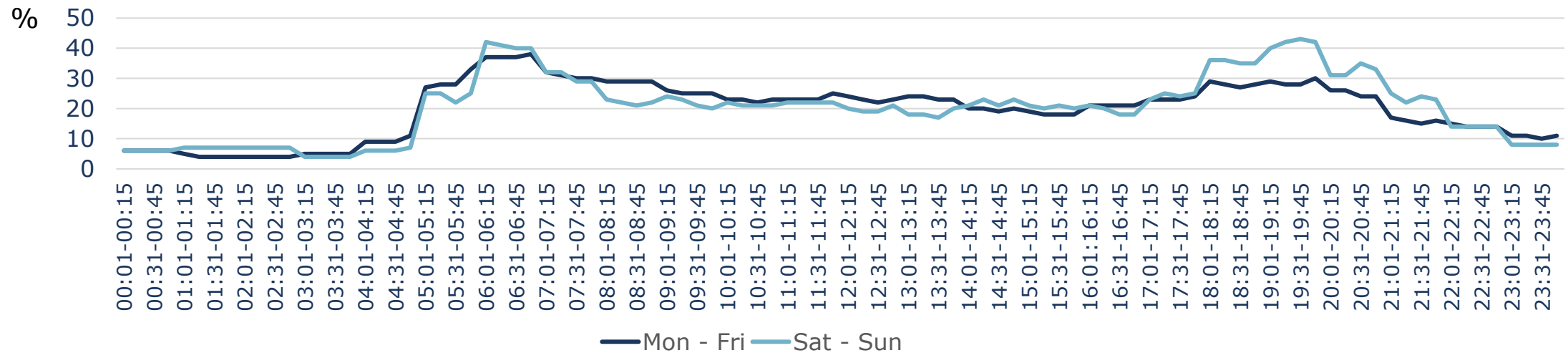


**Radio Reach**

('Yesterday'/Avg. Day)



TSL: Mon-Sun.  
LM pop. wtd. '000s = 3,881



# Limpopo

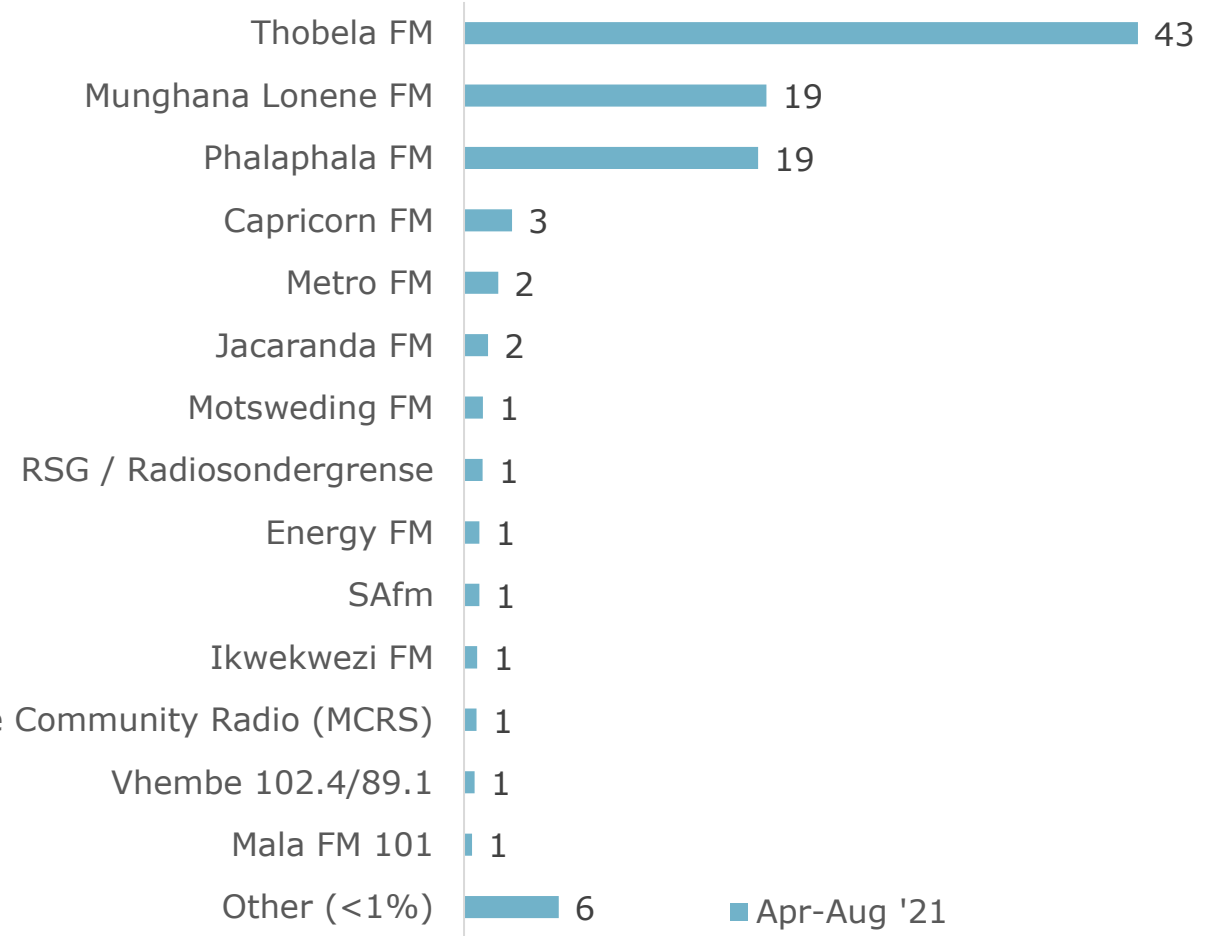
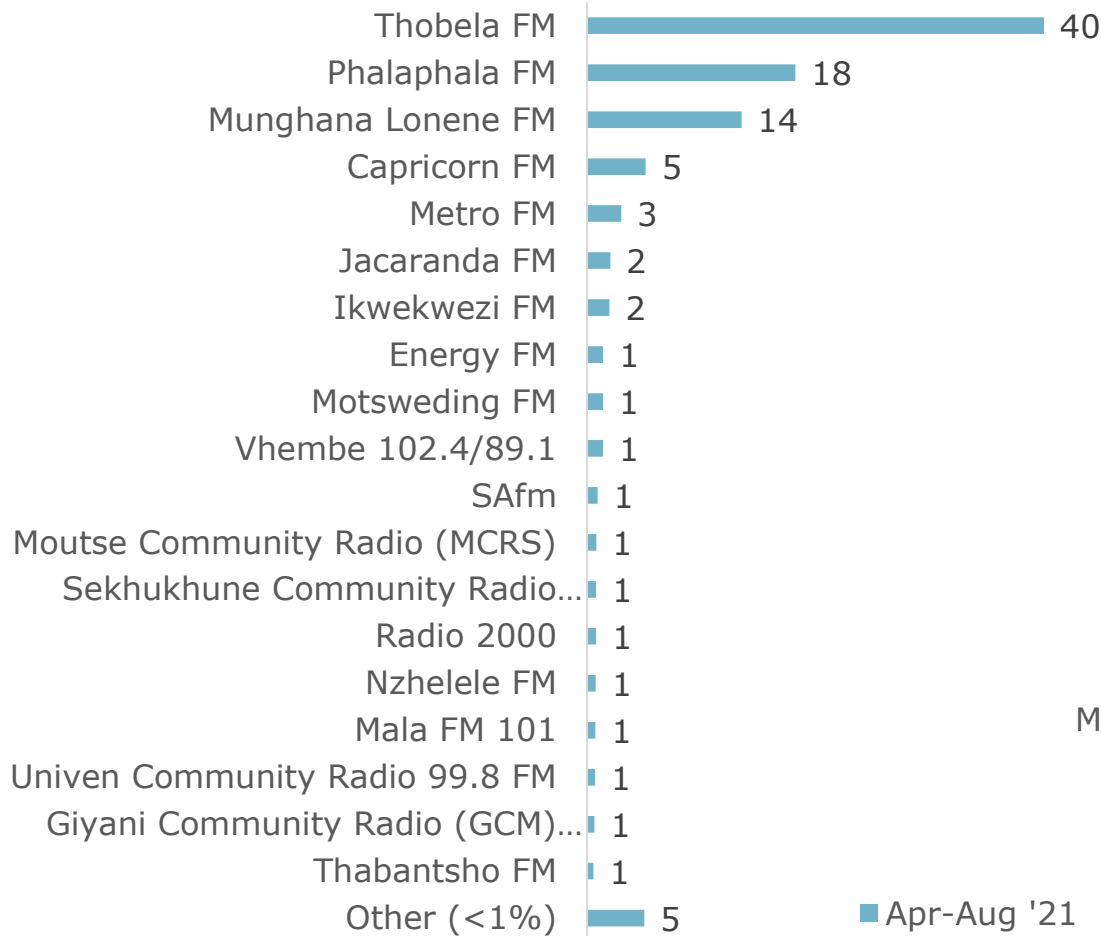
## Share of Audience

(% of 2.7 mill gross/dupl. avg. daily audience)



## Share of Listening

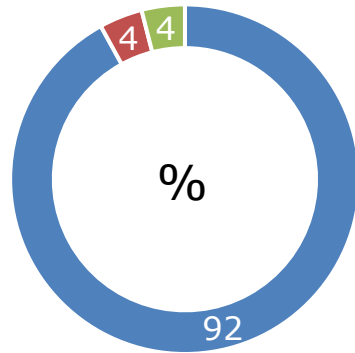
(% of 598 mill listening minutes/avg. day)



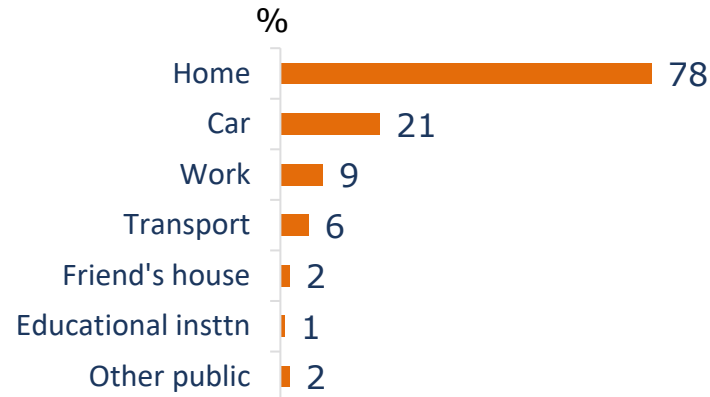
# Mpumalanga: 'Yesterday' Listeners

Device

- Terrestrial only
- Digital only
- Both

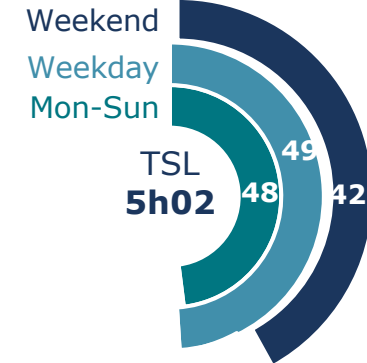


Location

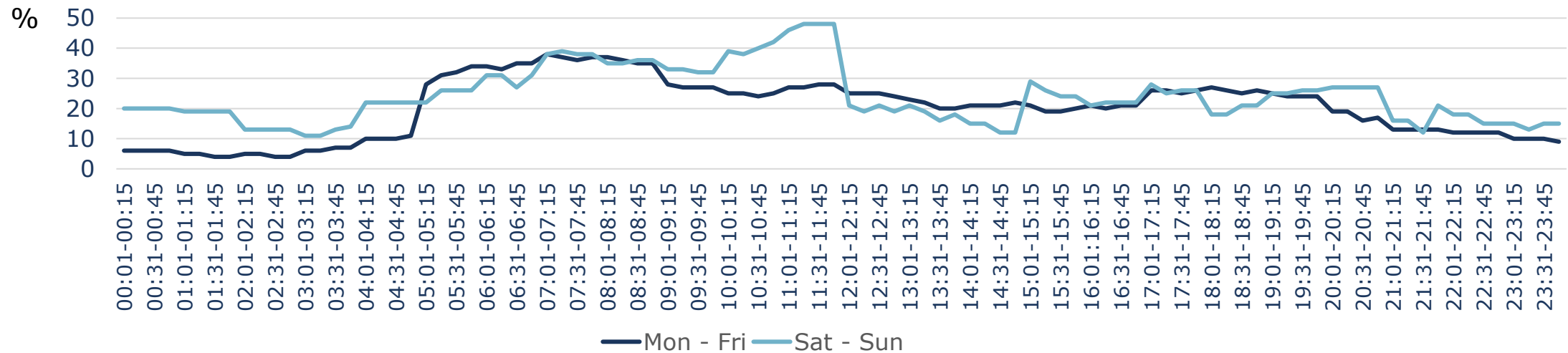


Radio Reach

('Yesterday'/Avg. Day)



TSL: Mon-Sun.  
MP pop. wtd. '000s = 3,298



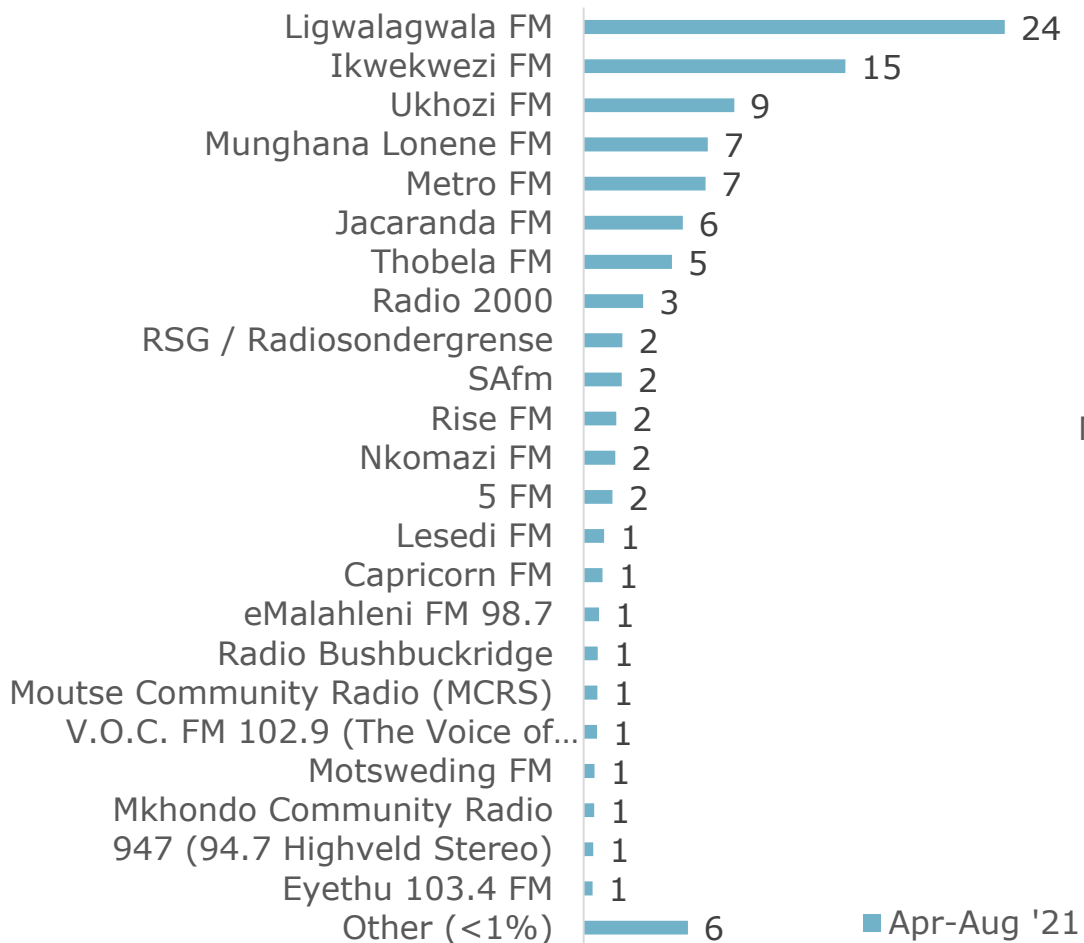
Radio listening by ¼ hour – MP; Ave ¼ hour (Mon – Fri; Sat – Sun)  
 Source: BRC RAM™ Apr'21-Aug'21; MP pop. wtd. '000s 'Yesterday':  
 • Avg. week = 1,544  
 • Avg. weekday = 1,616  
 • Avg. weekend = 1,384



# Mpumalanga

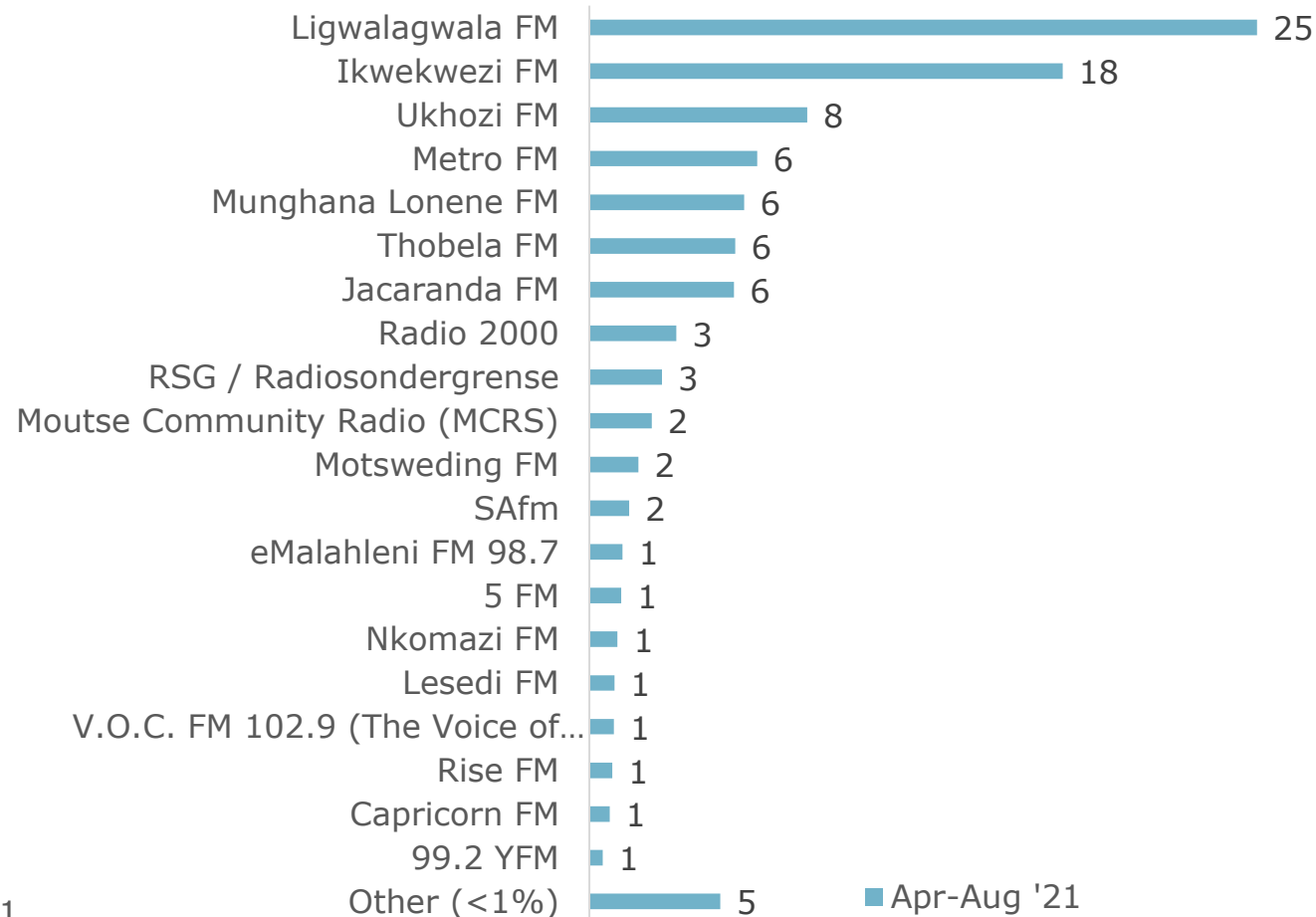
## Share of Audience

(% of 2.1 mill gross/dupl. avg. daily audience)



## Share of Listening

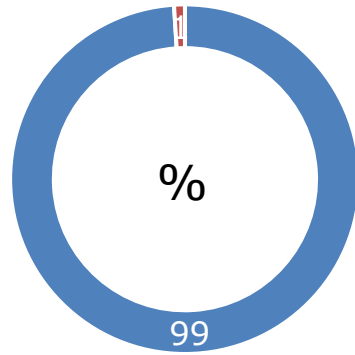
(% of 475 mill listening minutes/avg. day)



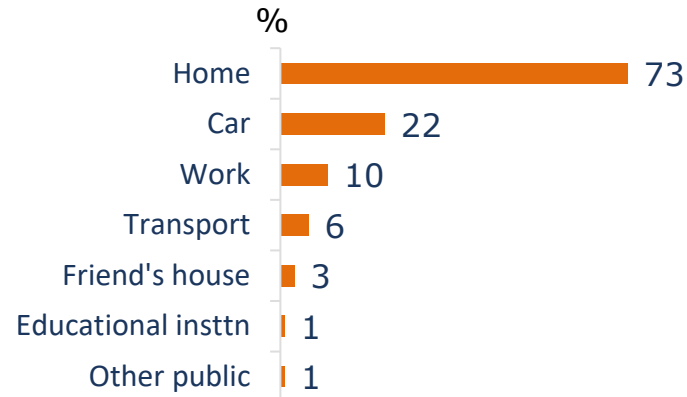
# Northern Cape: 'Yesterday' Listeners

### Device

- Terrestrial only
- Digital only
- Both

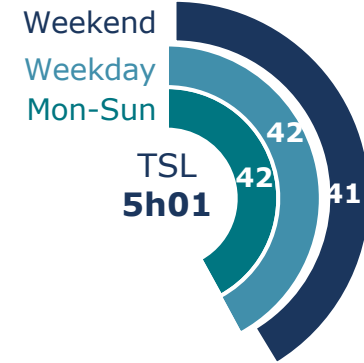


### Location

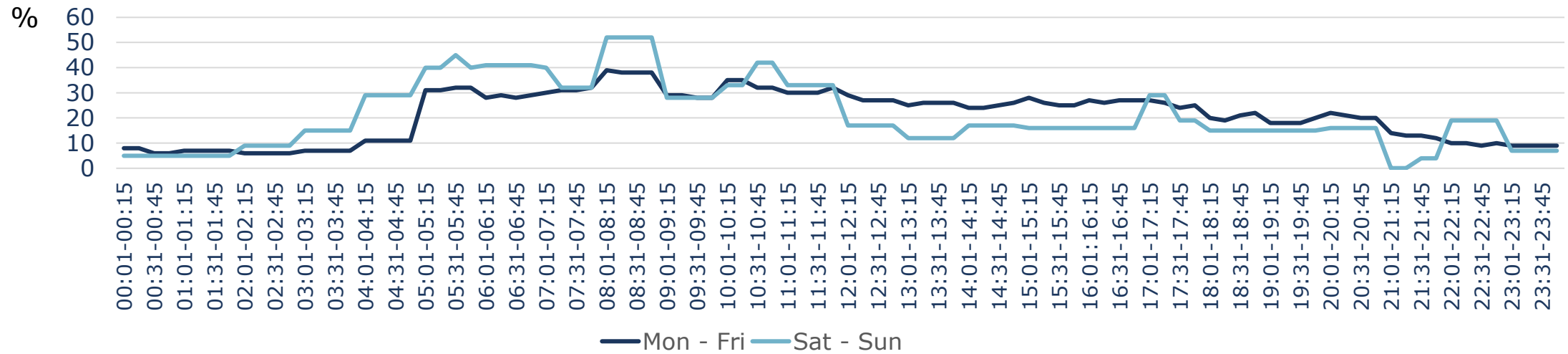


### Radio Reach

('Yesterday'/Avg. Day)



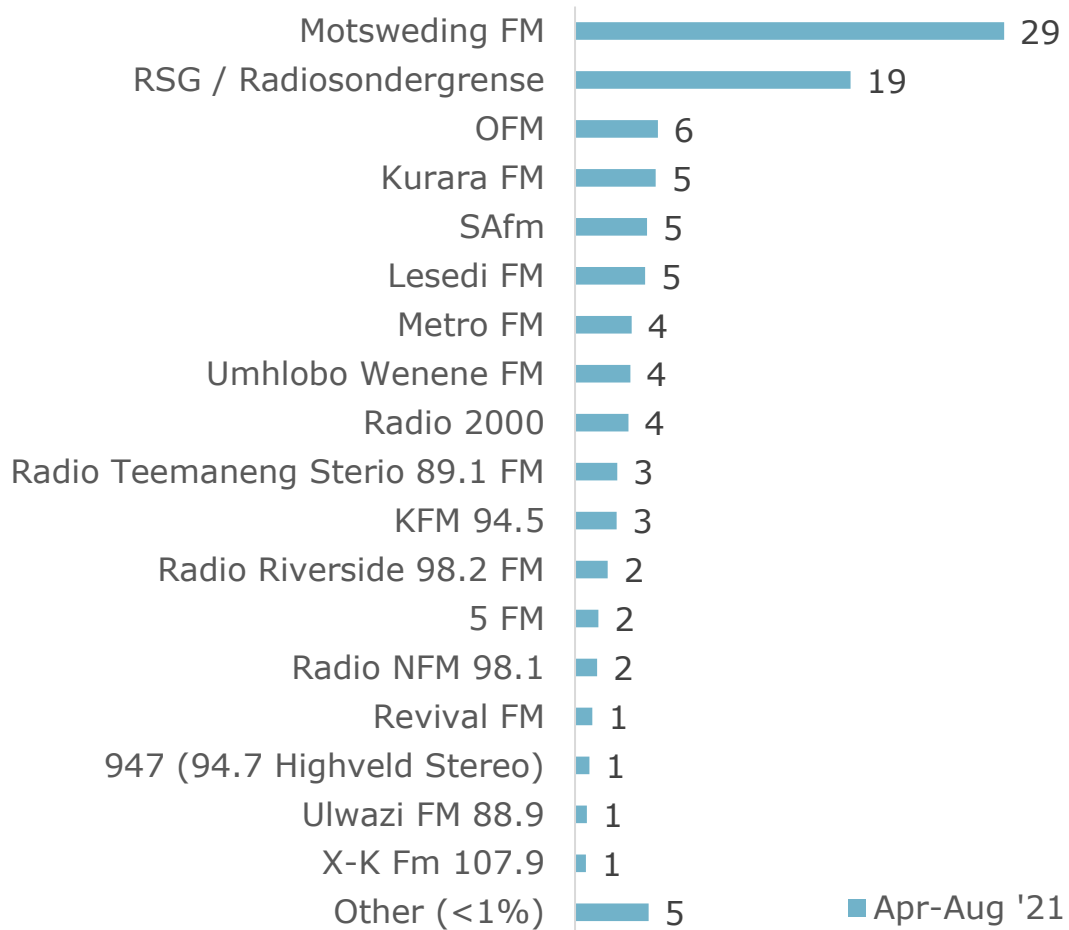
TSL: Mon-Sun.  
NC pop. wtd. '000s = 918



# Northern Cape

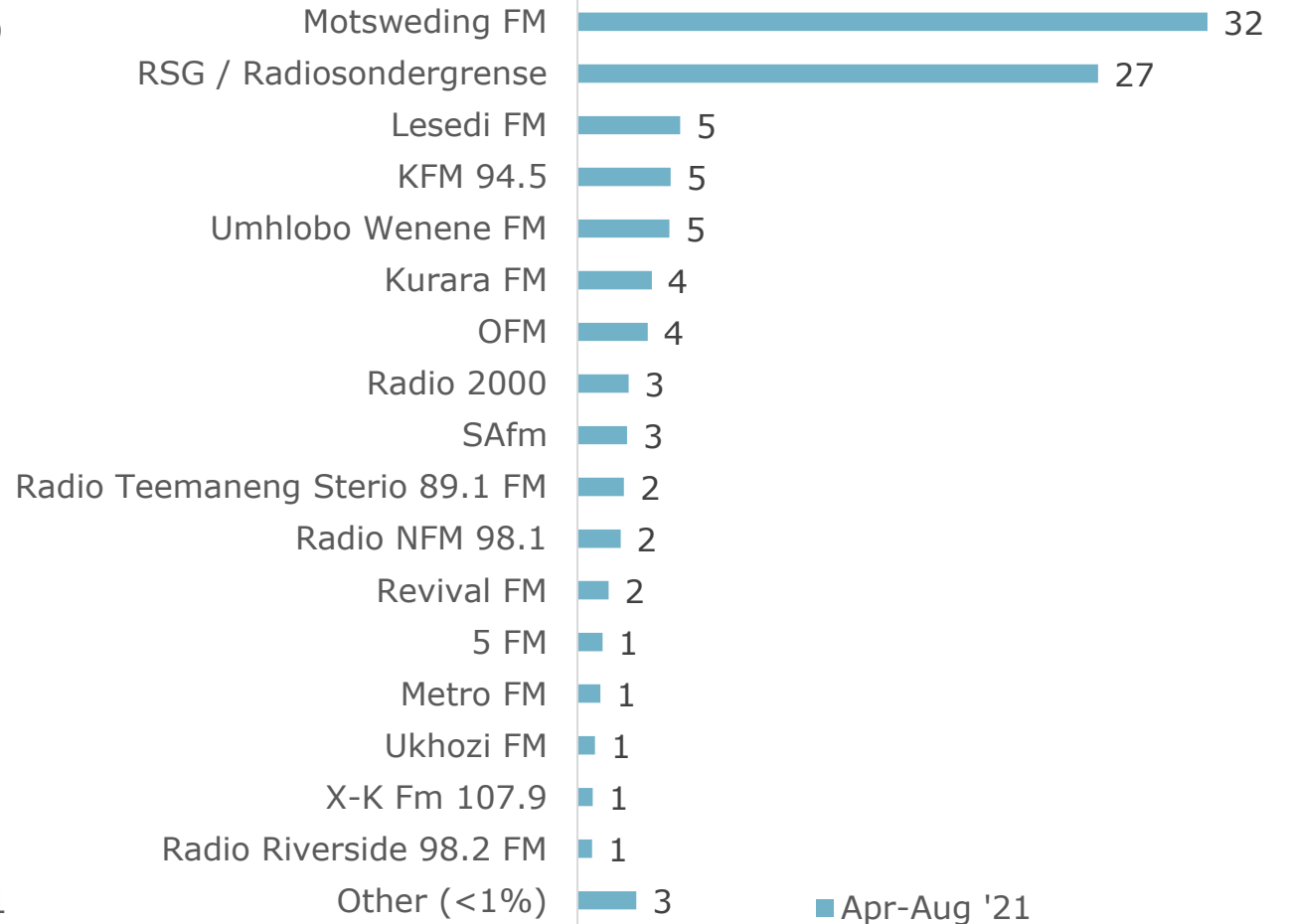
## Share of Audience

(% of 0.5 mill gross/dupl. avg. daily audience)



## Share of Listening

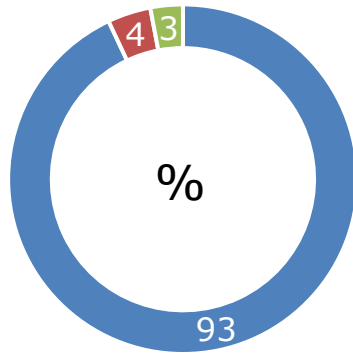
(% of 117 mill listening minutes/avg. day)



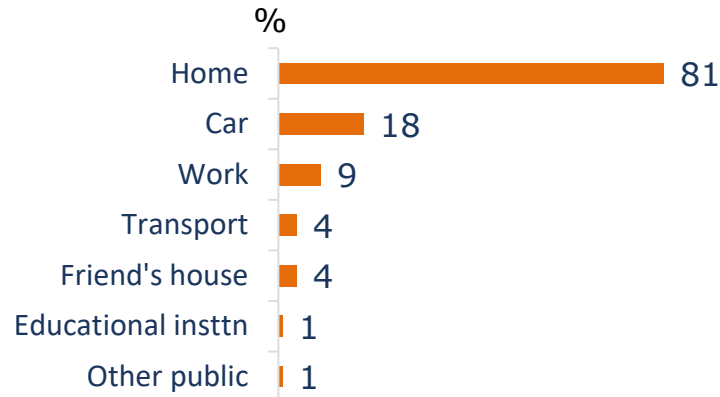
# North West: 'Yesterday' Listeners

### Device

- Terrestrial only
- Digital only
- Both

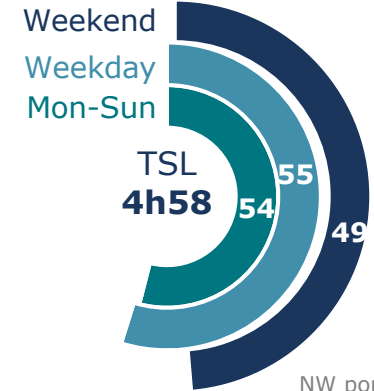


### Location

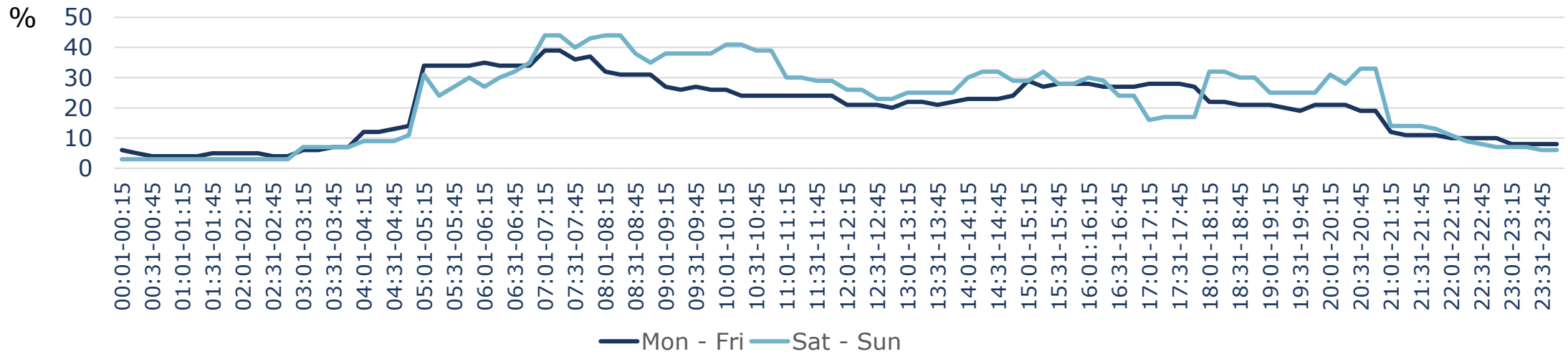


### Radio Reach

('Yesterday'/Avg. Day)



TSL: Mon-Sun.  
NW pop. wtd. '000s = 2,905

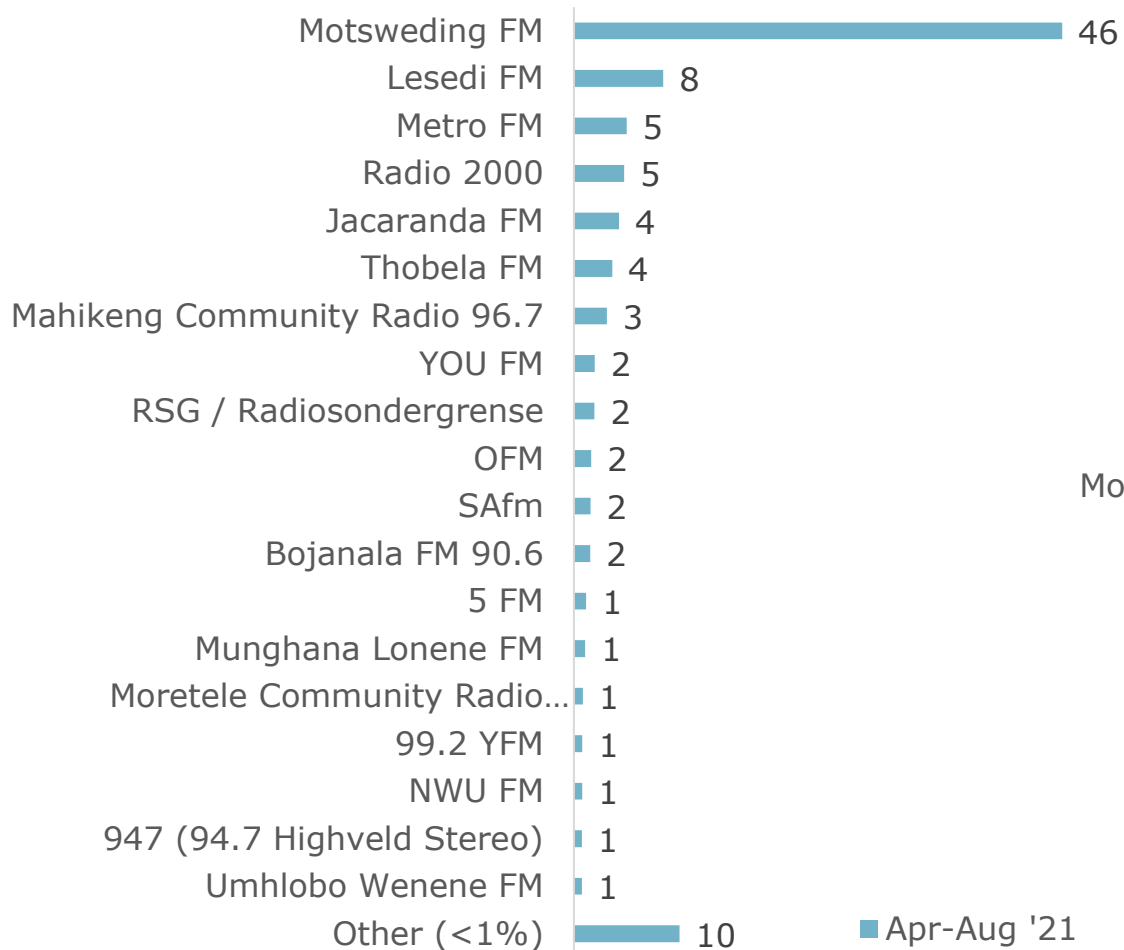


Radio listening by ¼ hour – NW; Ave ¼ hour (Mon – Fri; Sat – Sun)  
 Source: BRC RAM™ Apr'21-Aug'21; NW pop. wtd. '000s 'Yesterday':  
 • Avg. week = 1,554  
 • Avg. weekday = 1,593  
 • Avg. weekend = 1,414

# NorthWest

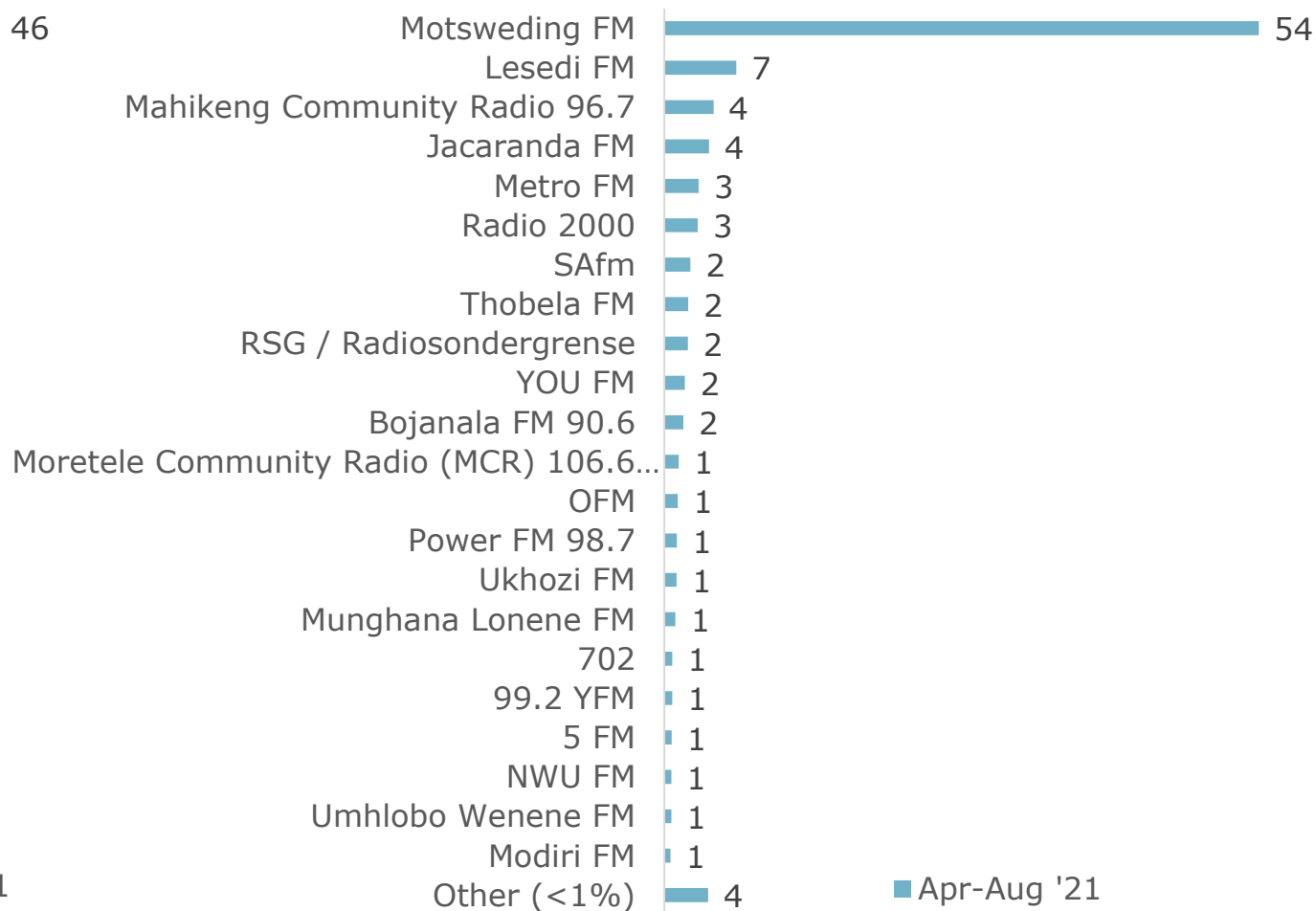
## Share of Audience

(% of 2.2 mill gross/dupl. avg. daily audience)



## Share of Listening

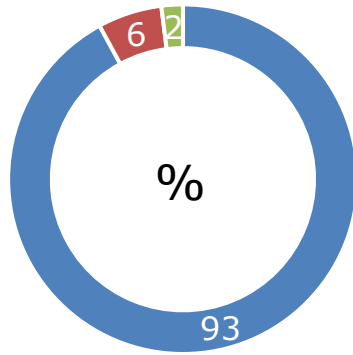
(% of 468 mill listening minutes/avg. day)



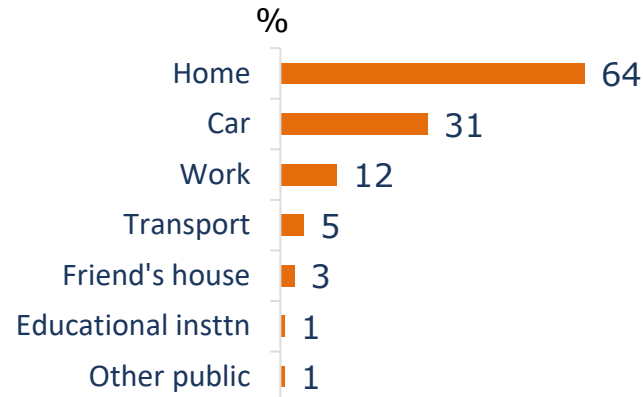
# Western Cape: 'Yesterday' Listeners

Device

- Terrestrial only
- Digital only
- Both

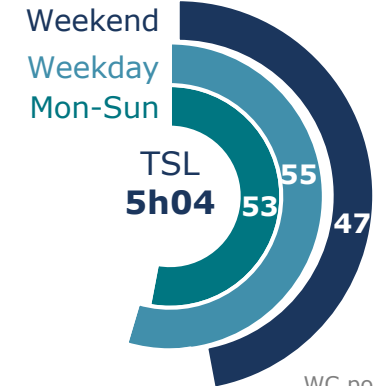


Location

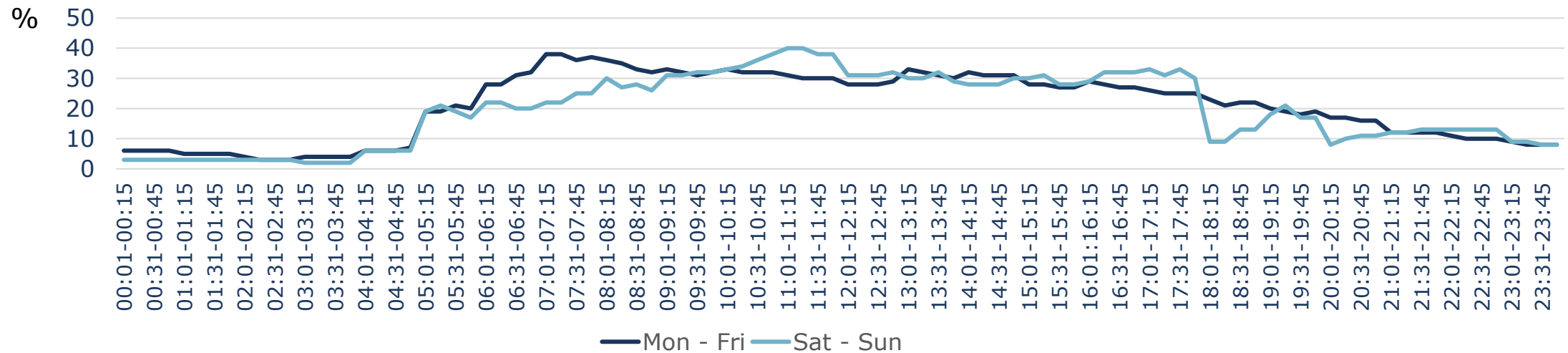


Radio Reach

('Yesterday'/Avg. Day)



TSL: Mon-Sun.  
WC pop. wtd. '000s = 5,295

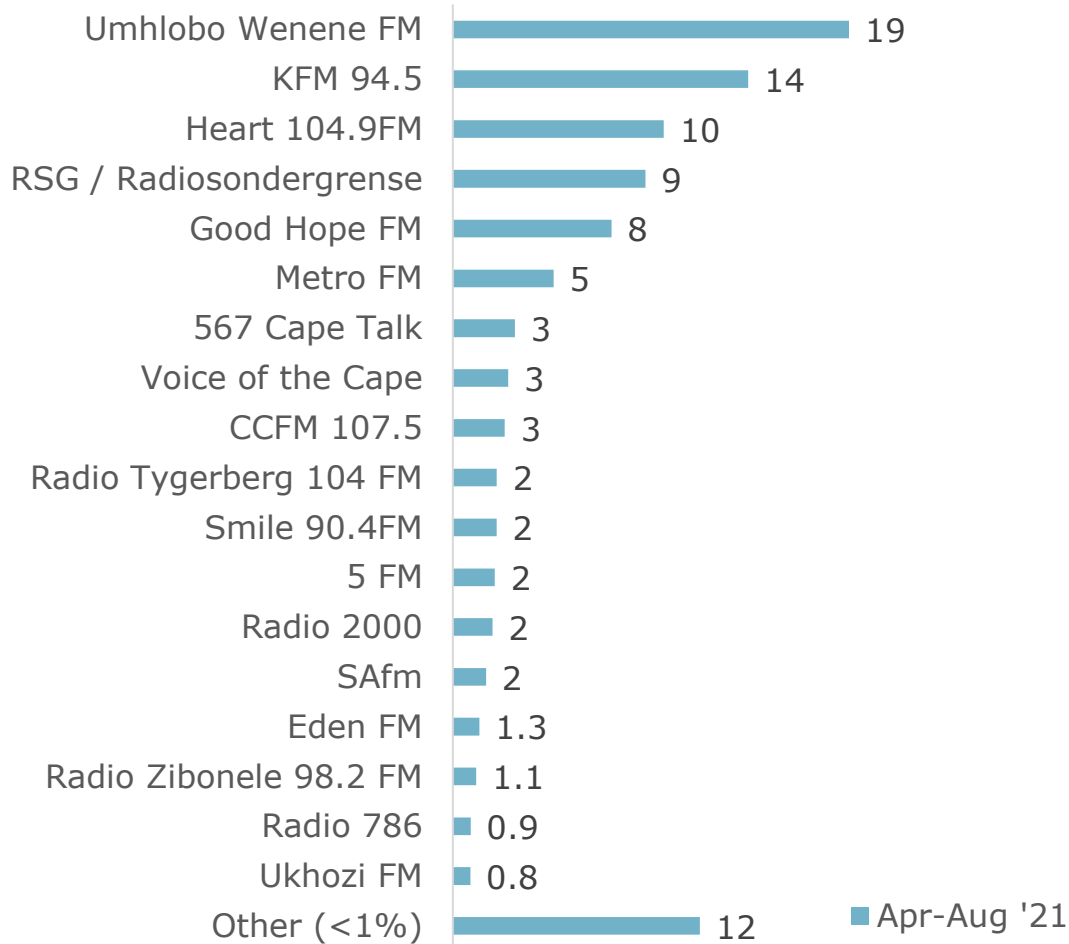


Radio listening by ¼ hour – WC; Ave ¼ hour (Mon – Fri; Sat – Sun)  
 Source: BRC RAM™ Apr'21-Aug'21; WC pop. wtd. '000s 'Yesterday':  
 • Avg. week = 2,725  
 • Avg. weekday = 2,891  
 • Avg. weekend = 2,492

# Western Cape

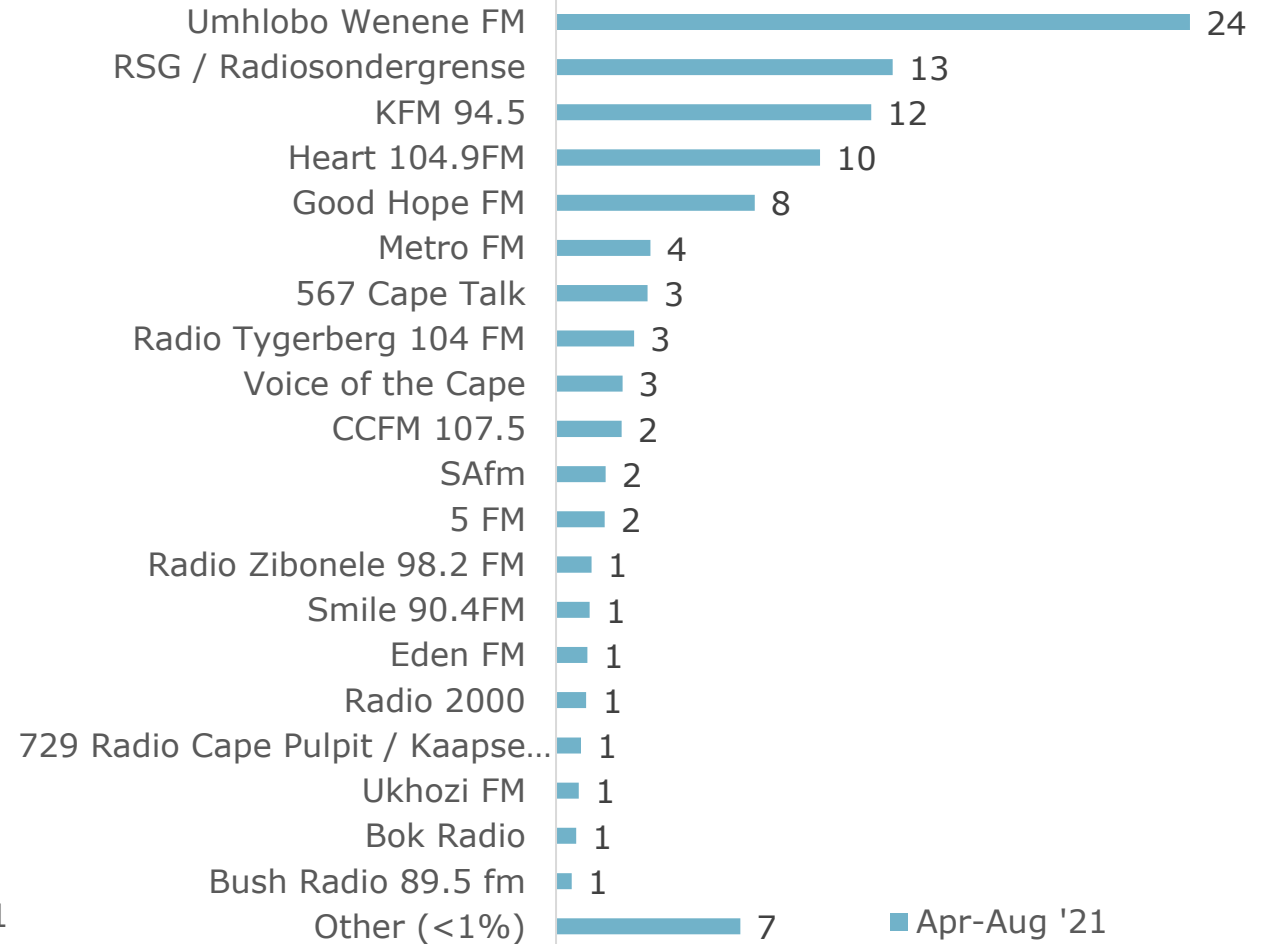
## Share of Audience

(% of 3.8 mill gross/dupl. avg. daily audience)



## Share of Listening

(% of 854 mill listening minutes/avg. day)



# 6

## Key Station Measures





# Disclaimer

For the period April – August '21, the following should be noted:

- From July onwards, Classic FM was replaced by Hot 1027
- Readings shown for Classic FM comprise the 3 months April – June
- Readings shown for Hot 1027 comprise the 2 months July - August

# Key Station Measures

Commercial and PBS



Apr-Aug '21. Pop. Wtd.  
'000s



	P7D	'YESTERDAY	ONLY STATION (% P7D AUDIENCE)	TSL
Ukhozi FM	7 979	4 351	32%	4:25
Metro FM	5 490	2 000	10%	2:59
Lesedi FM	4 081	2 081	29%	4:07
Umhlobo Wenene FM	4 720	2 776	31%	4:23
Thobela FM	3 045	1 804	31%	3:35
Motsweding FM	3 561	1 724	26%	3:49
Radio 2000	2 065	889	6%	3:40
Gagasi FM	1 624	576	10%	2:45
Ikwekwezi FM	1 416	598	21%	3:39
Ligwalagwala FM	1 352	599	33%	3:40

# Key Station Measures

Commercial and PBS



Apr-Aug '21. Pop. Wtd. '000s



	P7D	'YESTERDAY	ONLY STATION (% P7D AUDIENCE)	TSL
Munghana Lonene FM	1 324	779	38%	4:18
Jacaranda FM	1 438	677	23%	3:29
Phalaphala FM	1 137	679	38%	3:38
5 FM	1 098	435	12%	2:30
99.2 YFM	1 014	401	15%	3:14
East Coast Radio (ECR)	1 265	526	18%	2:57
947 (94.7 Highveld Stereo)	1 149	543	24%	2:44
RSG / Radiosondergrens	1 327	863	40%	5:20
Capricorn FM	619	186	7%	2:20
Kaya FM 95.9	722	330	10%	3:24

# Key Station Measures

Commercial and PBS



**Apr-Aug '21. Pop. Wtd.  
'000s**



	<b>P7D</b>	<b>'YESTERDAY</b>	<b>ONLY STATION (% P7D AUDIENCE)</b>	<b>TSL</b>
KFM 94.5	1 116	596	28%	3:10
702	775	416	18%	2:47
SAfm	835	425	13%	3:20
Good Hope FM	804	304	14%	3:40
Heart 104.9FM	797	392	27%	3:39
Algoa FM	378	187	34%	3:30
Power FM 98.7	313	176	11%	3:36
OFM	303	132	21%	2:32
Vuma 103 FM	215	100	16%	4:22
tru fm	282	76	5%	2:20

# Key Station Measures

Commercial and PBS



Apr-Aug '21. Pop. Wtd. '000s

	P7D	'YESTERDAY	ONLY STATION (% P7D AUDIENCE)	TSL
Lotus FM	265	151	31%	4:35
YOU FM	107	51	2%	3:00
567 Cape Talk	143	115	27%	4:19
657 AM / Radio Pulpit / Radio Kansel	85	33	8%	2:06
Rise FM	109	41	5%	1:42
Smile 90.4FM	178	81	18%	2:14
LM Radio	100	43	15%	5:38
Hot 1027	68	42	20%	4:36
X-K FM	9	4	30%	4:00
Magic 828	7	3	-	1:00

# Key Station Measures

Community



Apr-Aug '21. Pop. Wtd. '000s

	P7D	'YESTERDAY	ONLY STATION (% P7D AUDIENCE)	TSL
Inkonjani FM (EC)	124	61	29%	2:38
QwaQwa Radio (FS)	81	24	-	1:04
Motheo FM (FS)	92	43	2%	3:05
Mosupatsela FM (FS)	81	23	7%	2:40
Jozi FM (GT)	529	235	15%	4:00
Thetha FM 100.6 (GT)	252	139	15%	2:51
Kasie FM 97.1 (GT)	136	41	36%	1:51
Rainbow FM 90.7 (GT)	116	68	24%	2:51
Moretele Community Radio (MCR) 106.6 FM (GT)	121	63	30%	4:08
Pretoria FM 104.2 FM (Radio Pretoria) (GT)	117	71	33%	5:14
Mams FM (GT)	82	34	93%	2:01

# Key Station Measures

## Community



Apr-Aug '21. Pop. Wtd. '000s

	P7D	'YESTERDAY	ONLY STATION (% P7D AUDIENCE)	TSL
Izwi LoMzansi 98.0 FM (KZN)	341	167	17%	4:51
Maputaland Community Radio 107.6 (KZN)	124	34	36%	2:20
Icora FM (KZN)	126	41	-	1:24
Imbokodo 96.8FM (KZN)	127	72	18%	3:54
Inanda 88.4 FM (KZN)	129	46	19%	2:45
Nongoma FM 88.3 (KZN)	99	24	18%	1:59
Vhembe 102.4/89.1 (LM)	116	37	21%	1:47
Energy FM (LM)	73	41	14%	2:22
Univen Community Radio 99.8 FM (LM)	82	19	9%	1:30
Nkomazi FM	133	41	16%	2:07
Moutse Community Radio (MCRS)	79	39	57%	6:57

# Key Station Measures

Community



Apr-Aug '21. Pop. Wtd. '000s

	P7D	'YESTERDAY	ONLY STATION (% P7D AUDIENCE)	TSL
Kurara FM (NC)	100	32	58%	2:24
Mahikeng Community Radio 96.7	111	71	32%	5:00
Radio Zibonele 98.2 FM	194	49	39%	4:12
CCFM 107.5	162	96	33%	3:42
Radio Tygerberg 104 FM	165	81	22%	5:12
Eden FM	120	56	34%	3:14



# 7 Stations Stopped Listening to

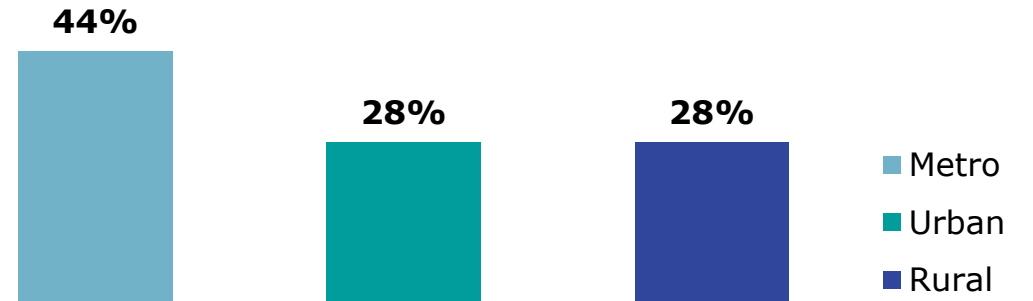


# Stopped Stations

Stopped listening to or are listening to less than before



Stopped listening to or are listening to less than before by area

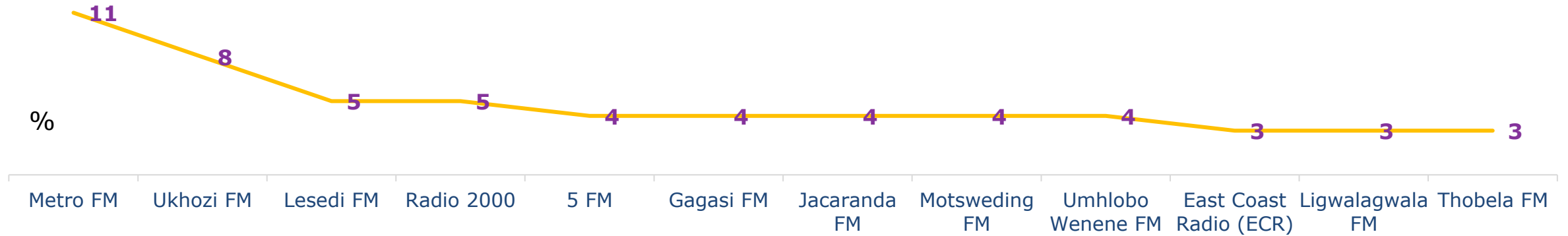


Stopped listening to or are listening to less than before by province

Province	GP	KZN	WC	EC	LP	MP	NW	FS	NC
<b>Base: Pop. Wt. Apr-Aug 21.</b>	9.5 million	6.5 million	4.2 million	3.6 million	3.2 million	2.6 million	2.4 million	1.8 million	717 940
<b>%</b>	27	19	12	11	9	8	7	5	2

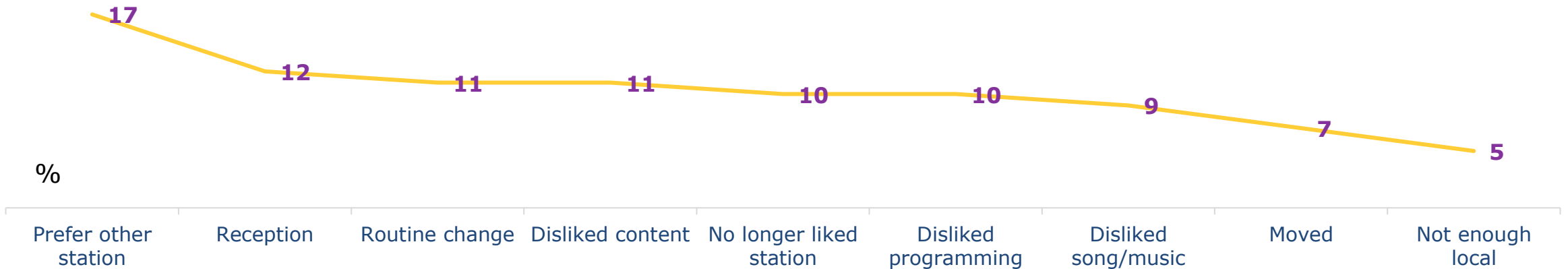
# Stopped Stations

Stopped listening to or are listening to less than before filtered by yes



Responses >2% shown

## Reason stopped listening or listening less to station

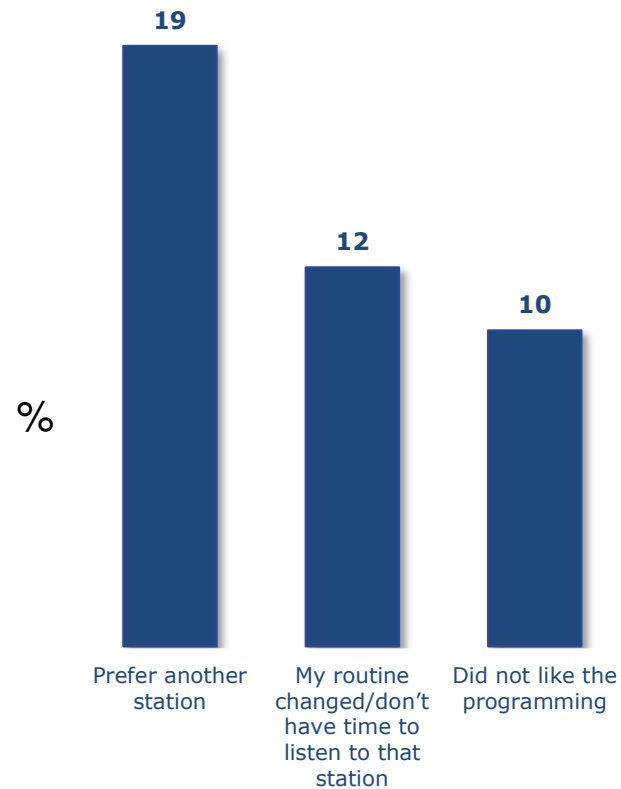


# Stopped Stations (1/7)

Station stopped listening to by reasons

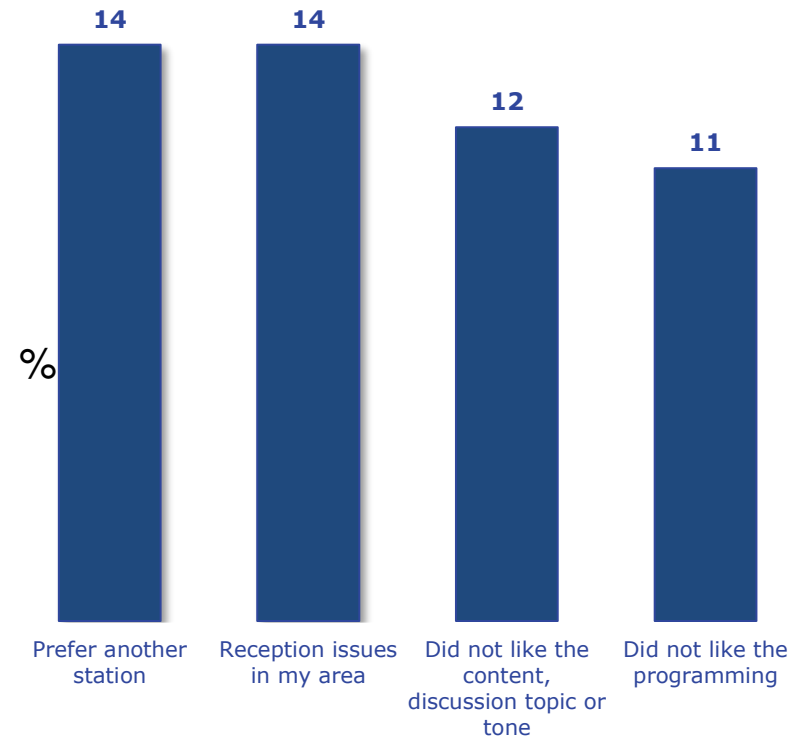
## Metro FM

Q13 Base: Pop. Wt. (856 037). Apr-Aug 21.



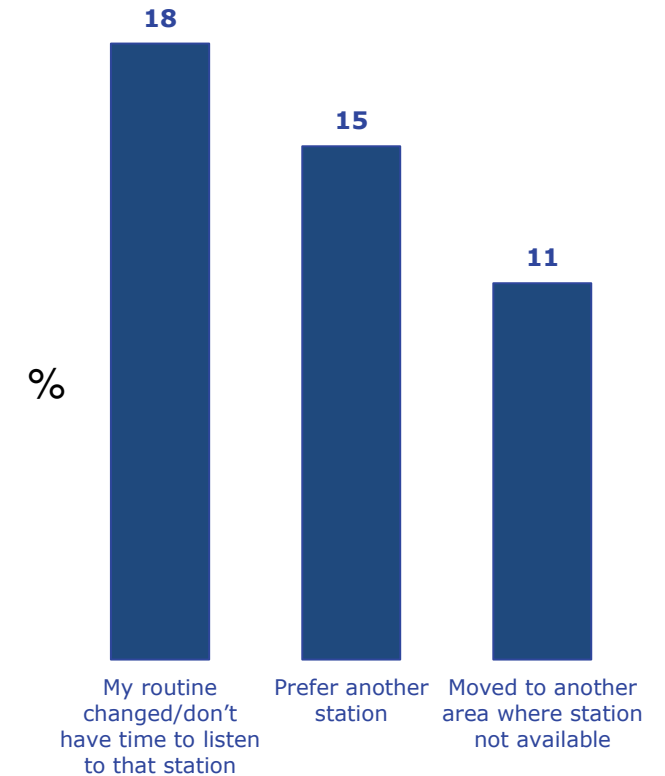
## Ukhozi FM

Q13 Base: Pop. Wt. (628 264). Apr-Aug 21.



## Lesedi FM

Q13 Base: Pop. Wt. (375 146). Apr-Aug 21.

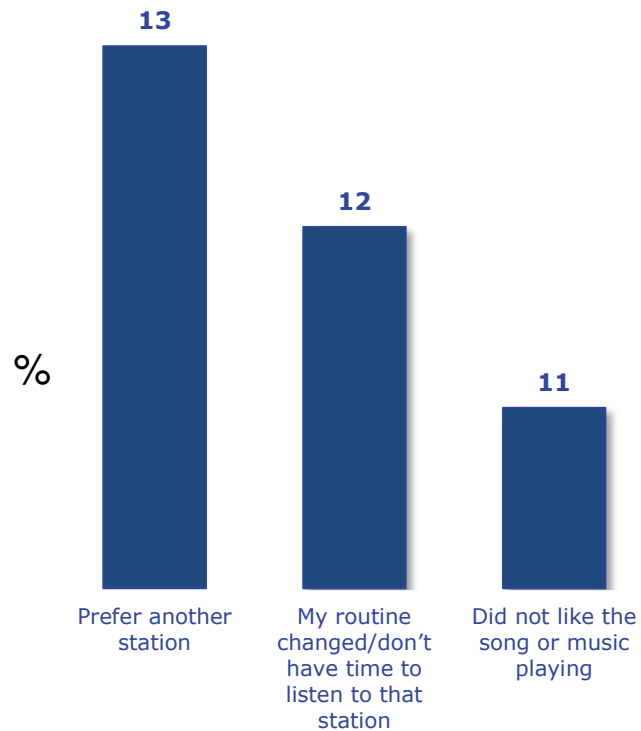


# Stopped Stations (2/7)

Station stopped listening to by reasons

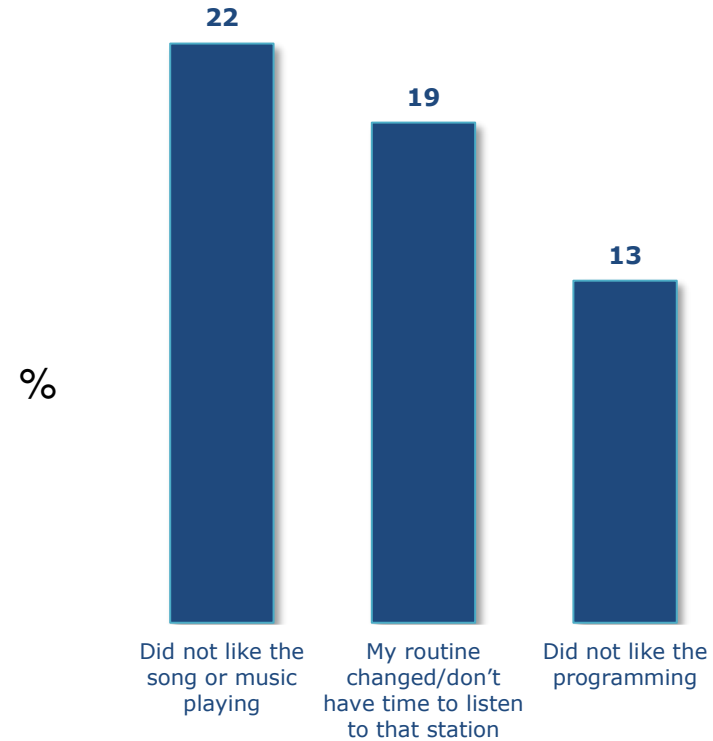
## Radio 2000

Q13 Base: Pop. Wt. (390 201). Apr-Aug 21



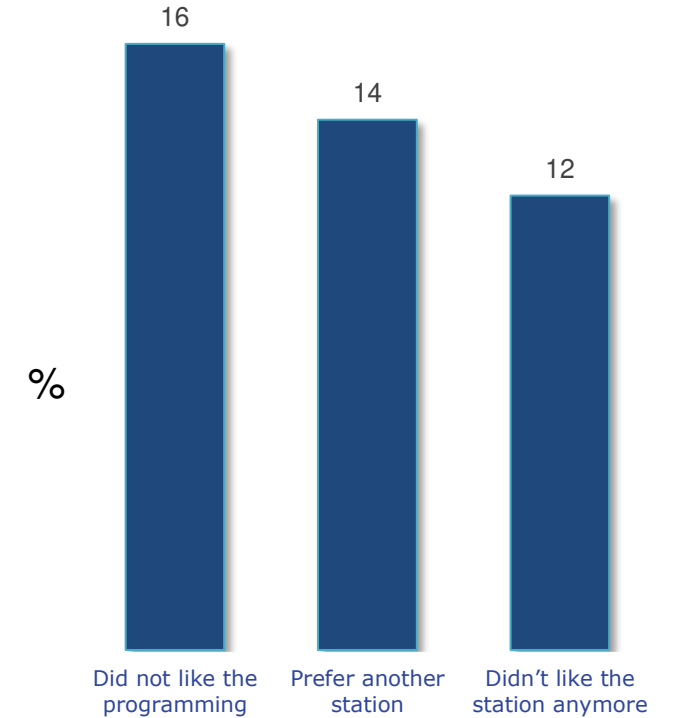
## 5 FM

Q13 Base: Pop. Wt. (269 566). Apr-Aug 21.



## Gagasi FM

Q13 Base: Pop. Wt. (279 810). Apr-Aug 21.

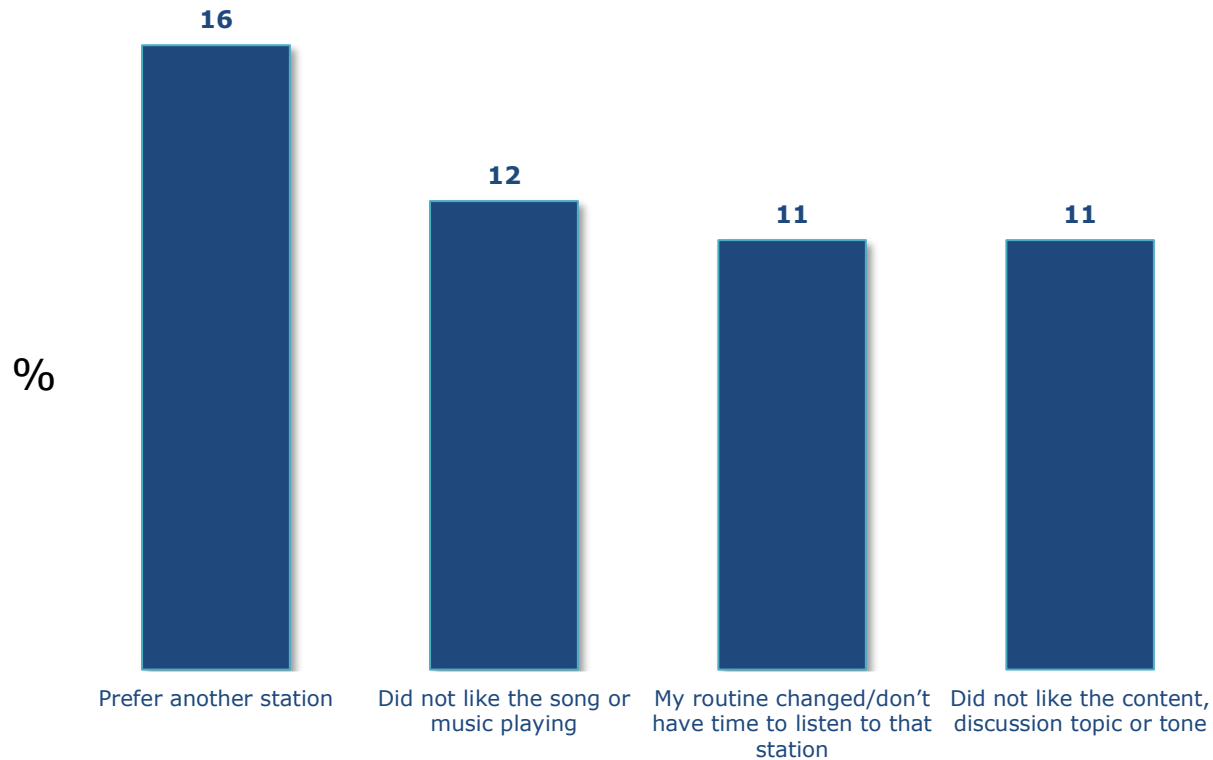


# Stopped Stations (3/7)

Station stopped listening to by reasons

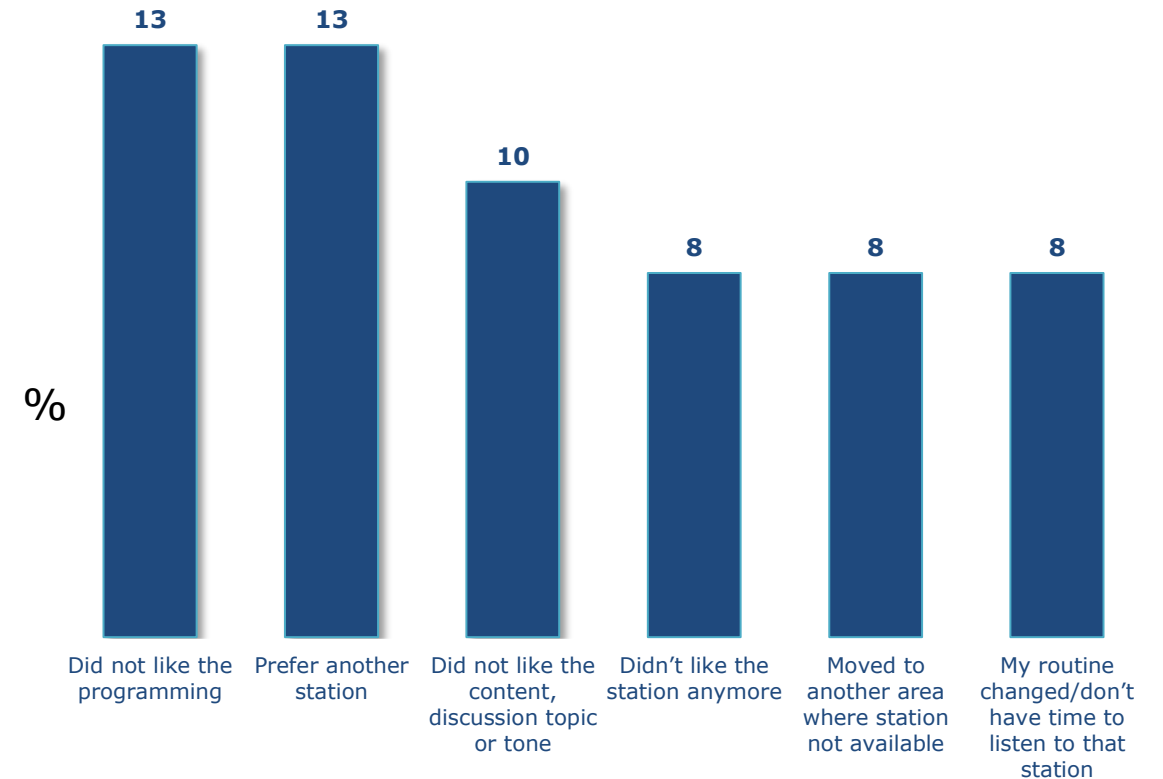
## Jacaranda FM

Q13 Base: Pop. Wt. (269 318). Apr-Aug 21.



## Motsweding FM

Q13 Base: Pop. Wt. (337 638). Apr-Aug 21

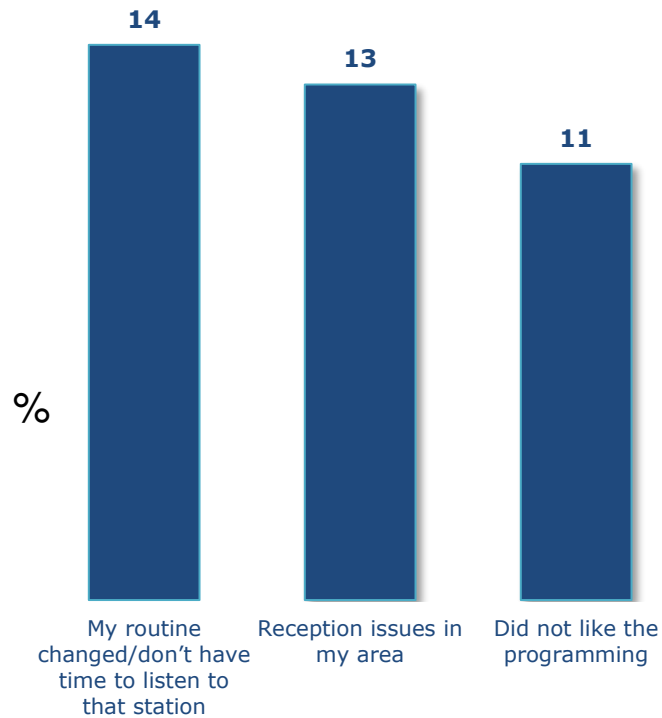


# Stopped Stations (4/7)

Station stopped listening to by reasons

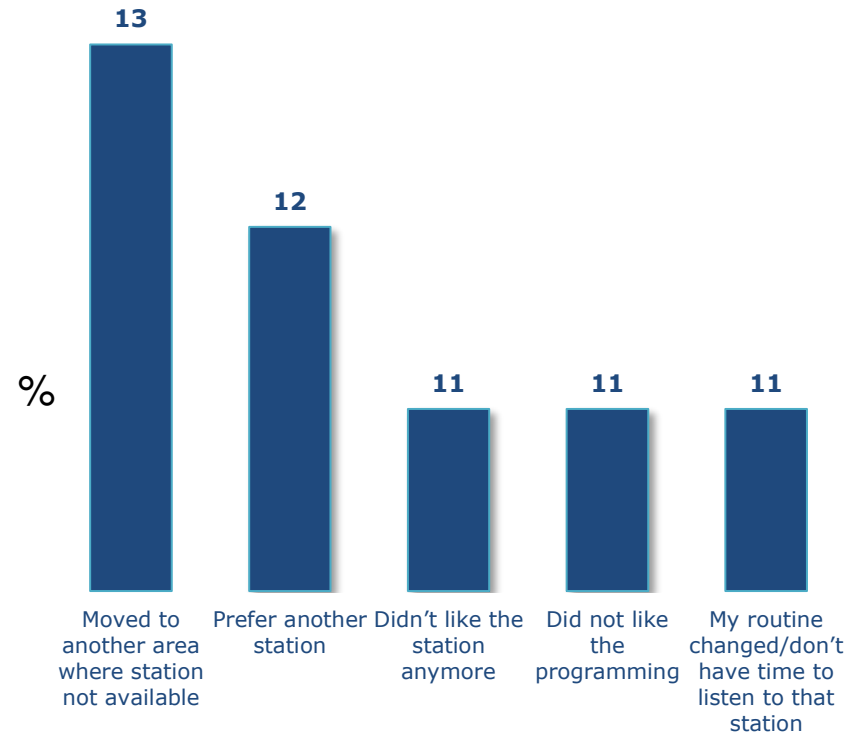
## Umhlobo Wenene FM

Q13 Base: Pop. Wt. (324 856). Apr-Aug 21.



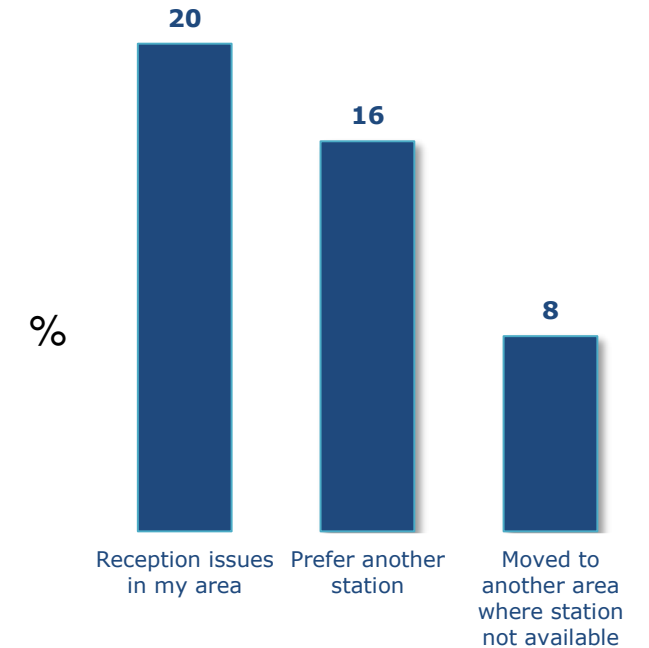
## East Coast Radio

Q13 Base: Pop. Wt. (241 458). Apr-Aug 21.



## Ligwalagwala FM

Q13 Base: Pop. Wt. (247 796). Apr-Aug 21.

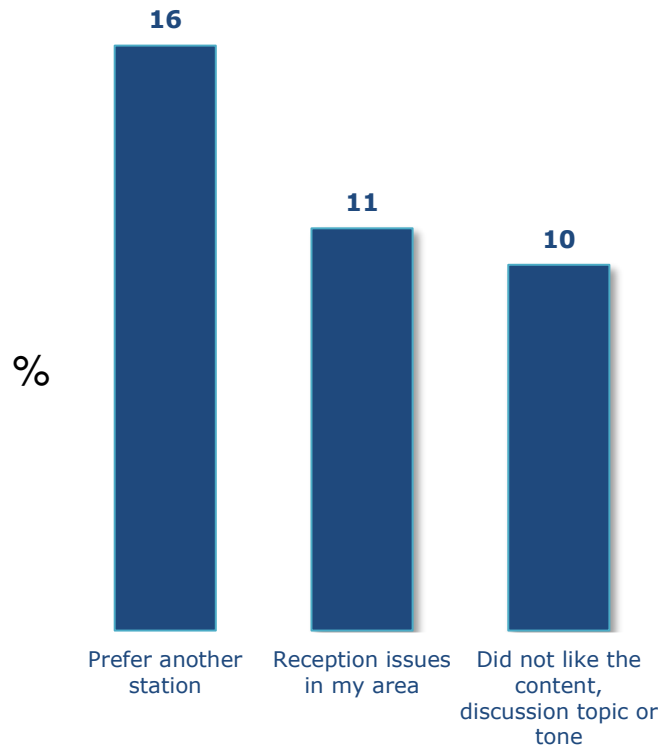


# Stopped Stations (5/7)

Station stopped listening to by reasons

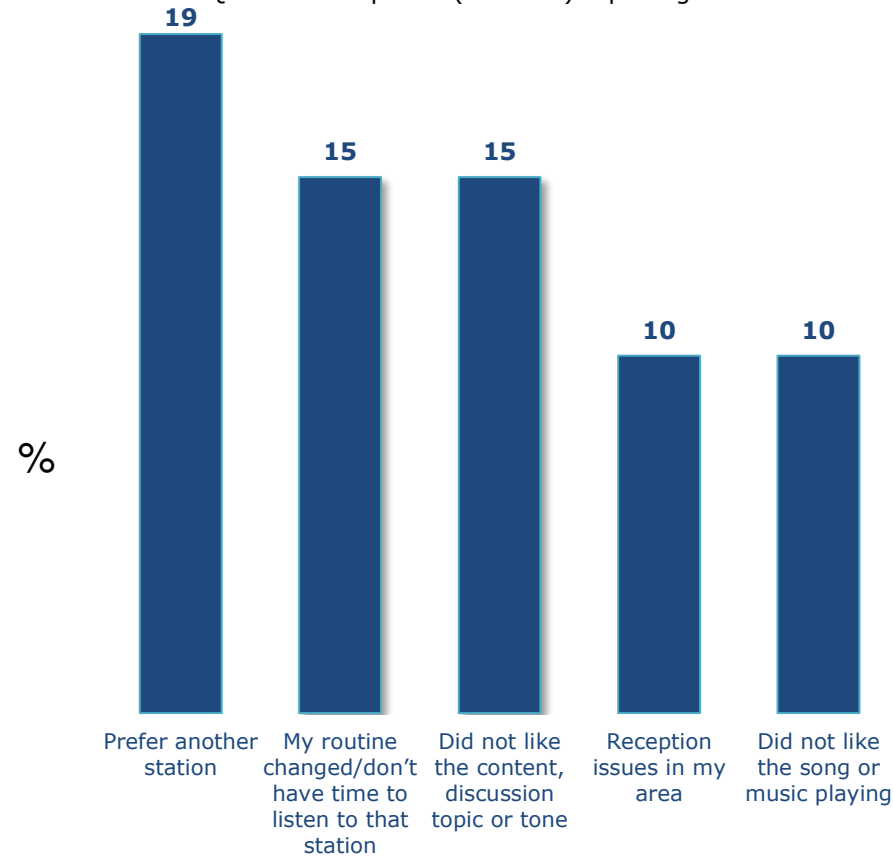
## Thobela FM

Q13 Base: Pop. Wt. (248 082). Apr-Aug 21.



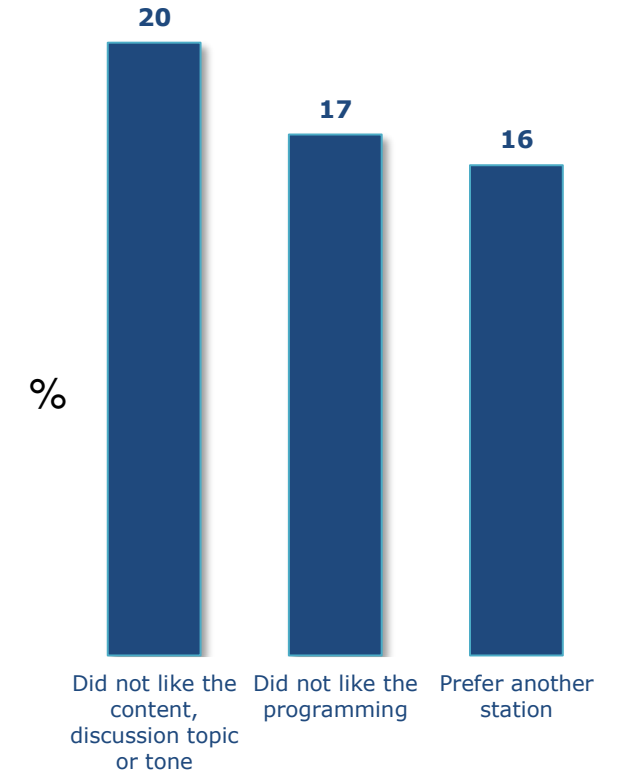
## 947 (94.7 Highveld Stereo)

Q13 Base: Pop. Wt. (180 816). Apr-Aug 21.



## 99.2 YFM

Q13 Base: Pop. Wt. (181 352). Apr-Aug 21.



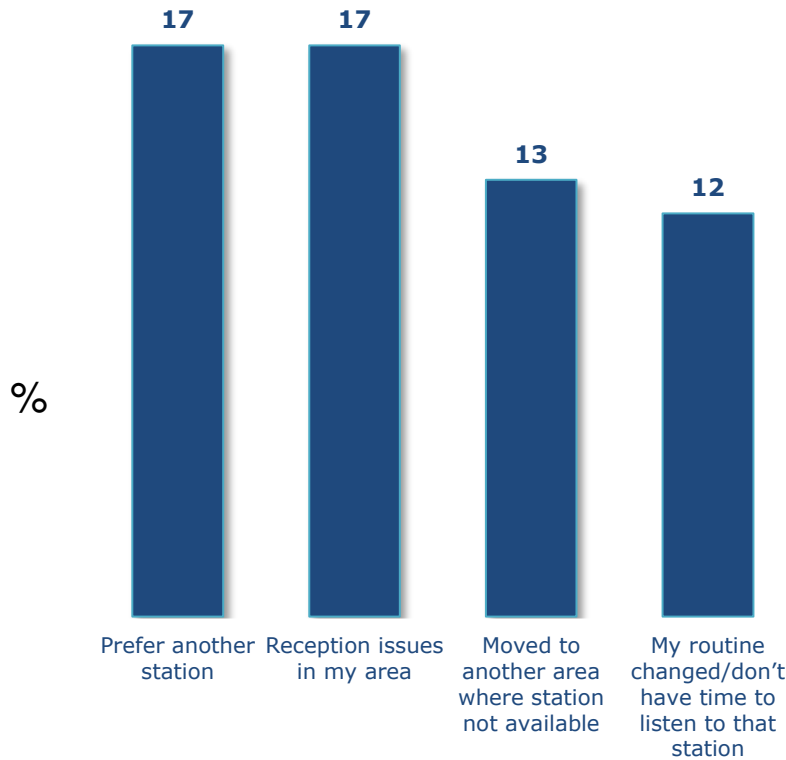


# Stopped Stations (6/7)

Station stopped listening to by reasons

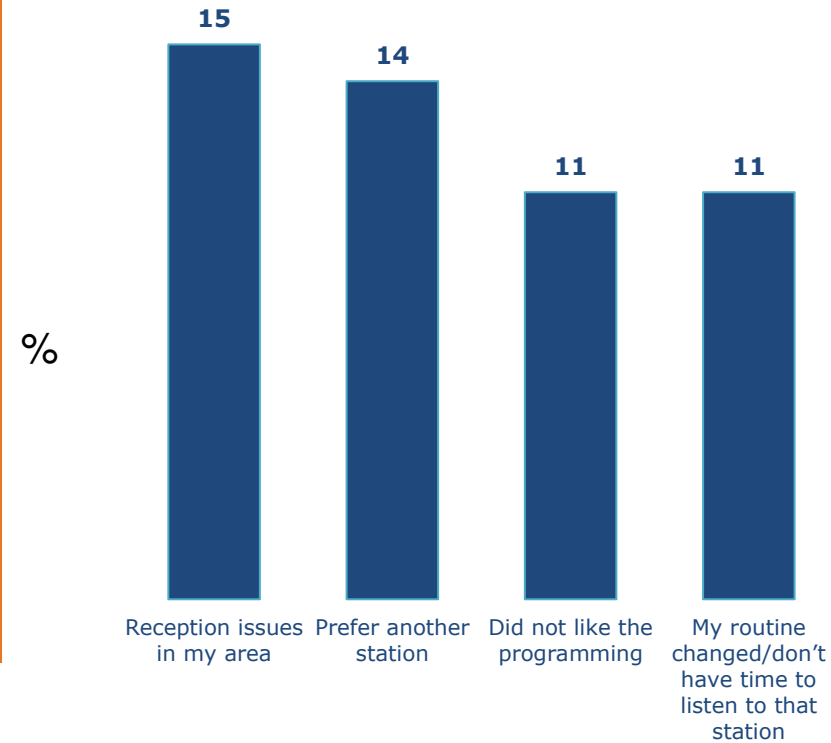
## Capricorn FM

Q13 Base: Pop. Wt. (124 489). Apr-Aug 21.



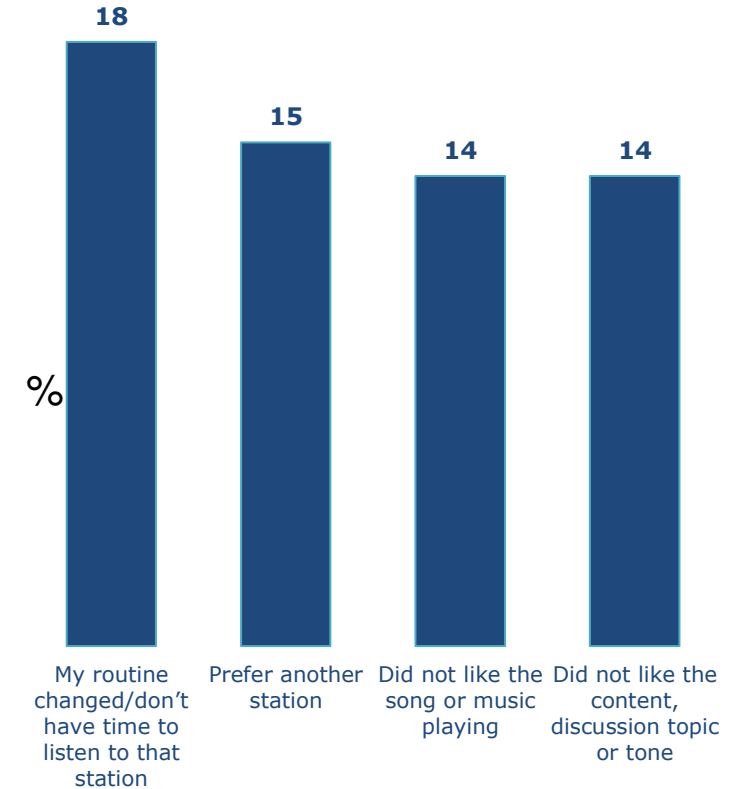
## Ikwewezi FM

Q13 Base: Pop. Wt. (178 136). Apr-Aug 21.



## Kaya FM 85.9

Q13 Base: Pop. Wt. (133 011). Apr-Aug 21.

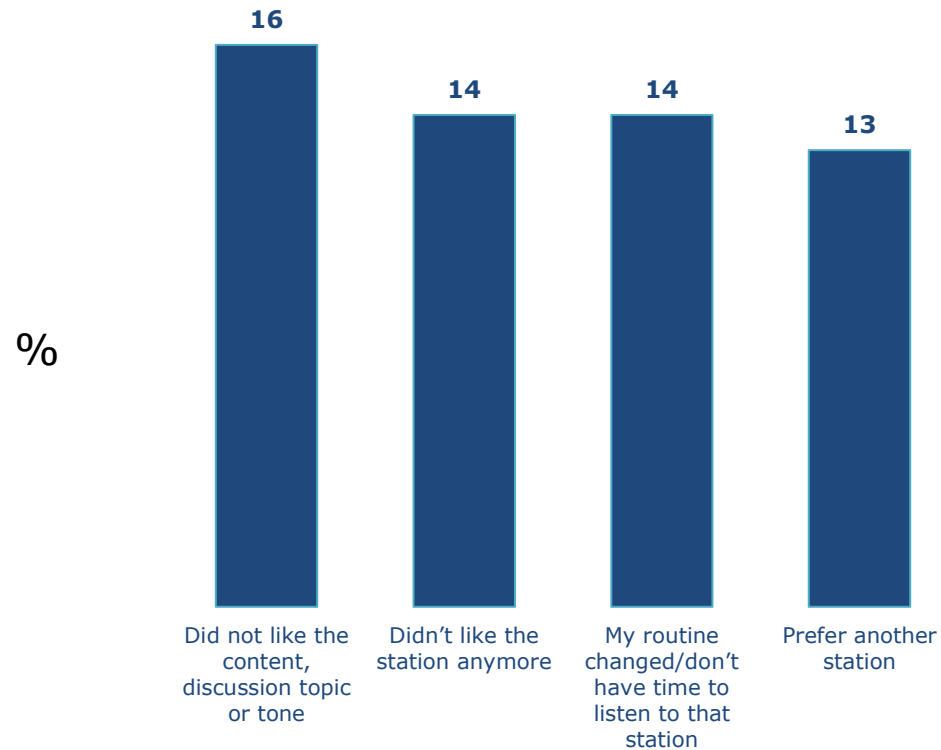


# Stopped Stations (7/7)

Station stopped listening to by reasons

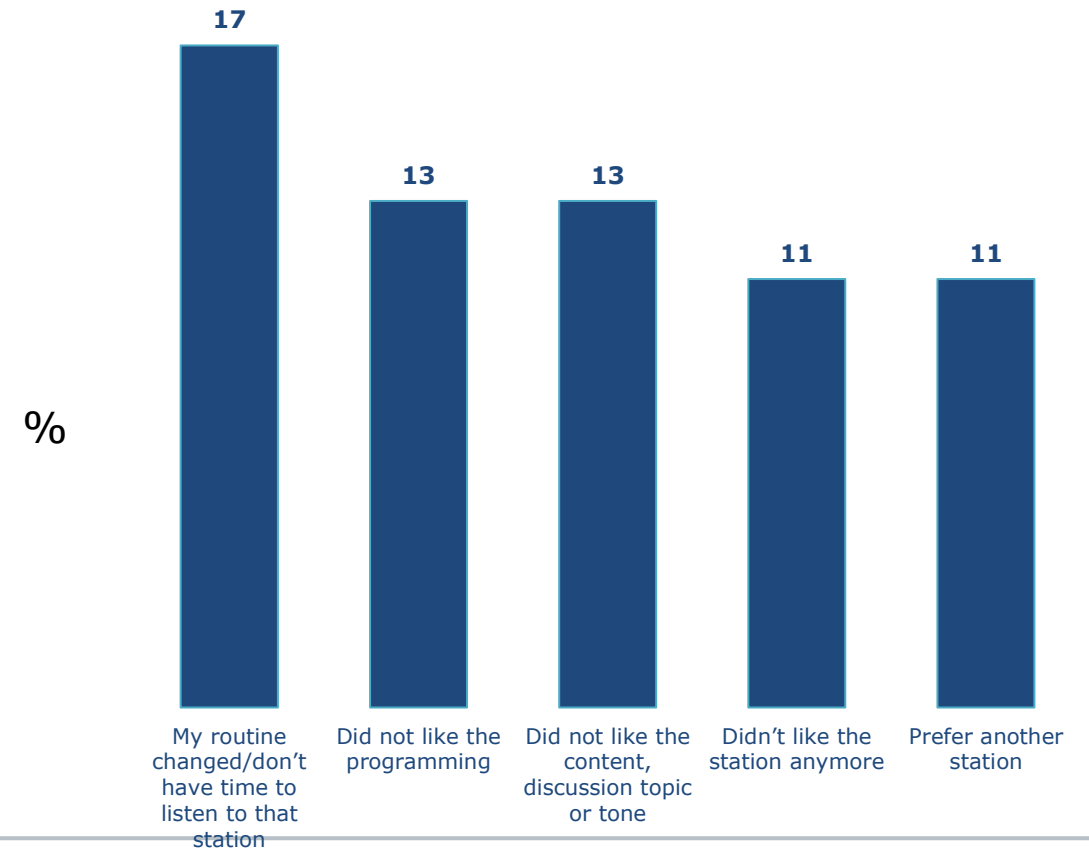
## Phalaphala FM

Q13 Base: Pop. Wt. (116 343). Apr-Aug 21.



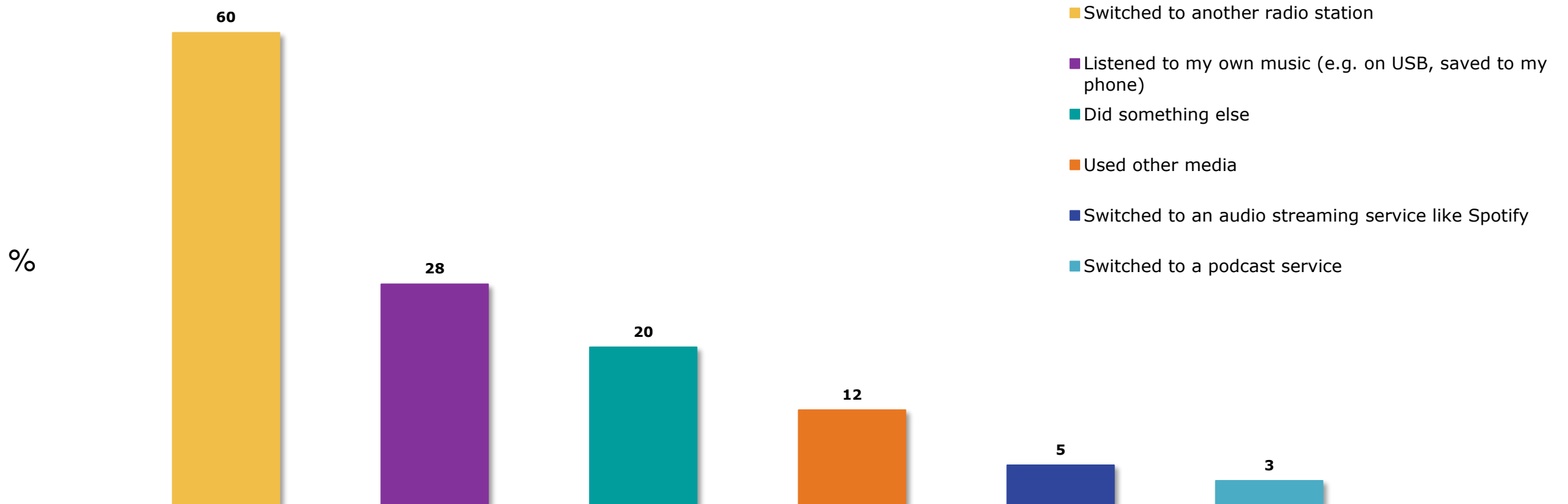
## Munghana Lonene FM

Q13 Base: Pop. Wt. (96 424). Apr-Aug 21.



# Post Switch

Activity when stopped listening to station

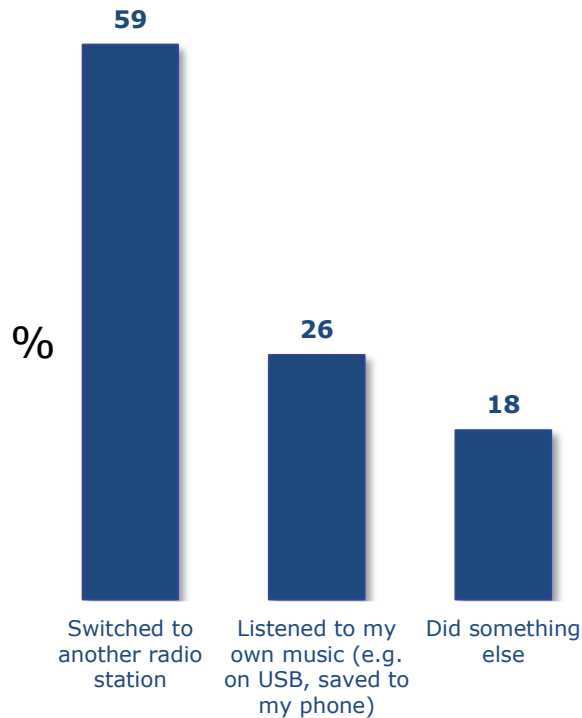


# Post Switch (1/5)

## Top activity by station

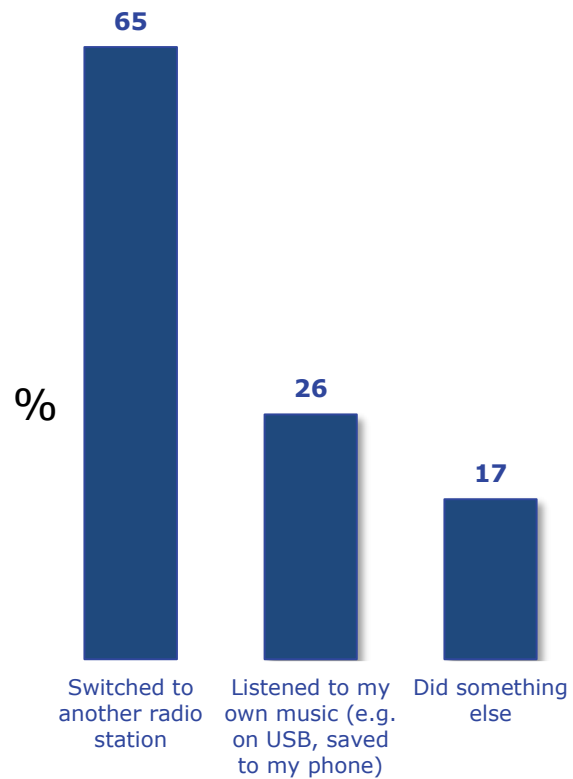
### Metro FM

Q14.1 Base: Pop. Wt. (856 037). Apr-Aug 21.



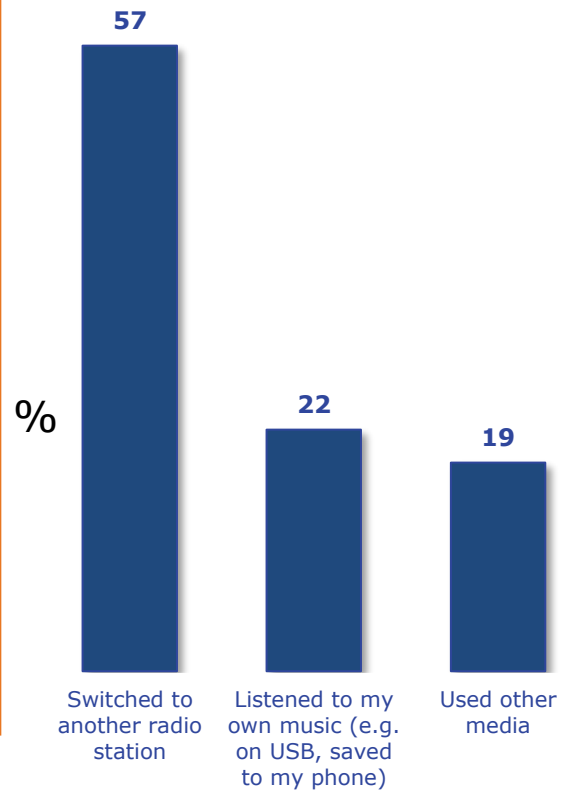
### Ukhozi FM

Q14.1 Base: Pop. Wt. (628 264). Apr-Aug 21.



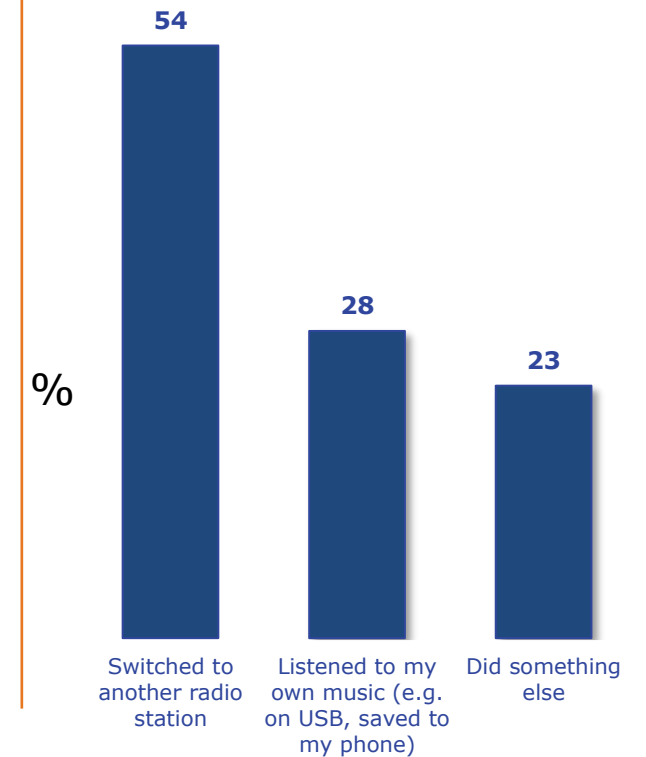
### Lesedi FM

Q14.1 Base: Pop. Wt. (375 146). Apr-Aug 21.



### Radio 2000

Q14.1 Base: Pop. Wt. (390 201). Apr-Aug 21.

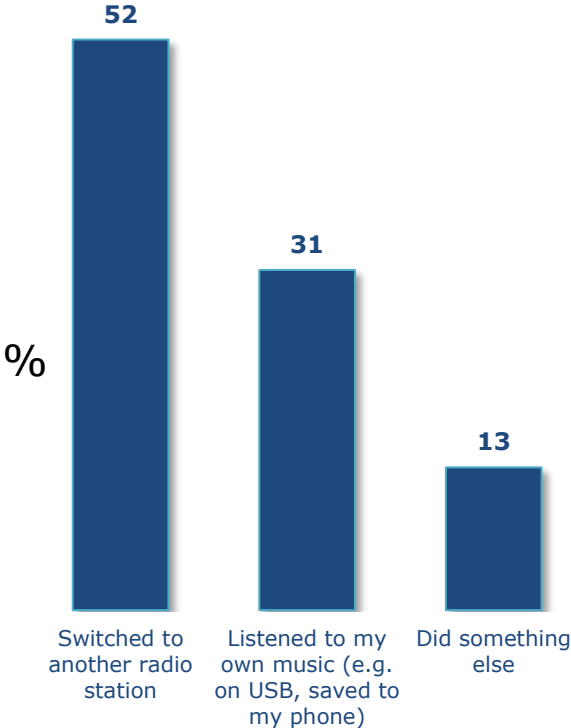


# Post Switch (2/5)

## Top activity by station

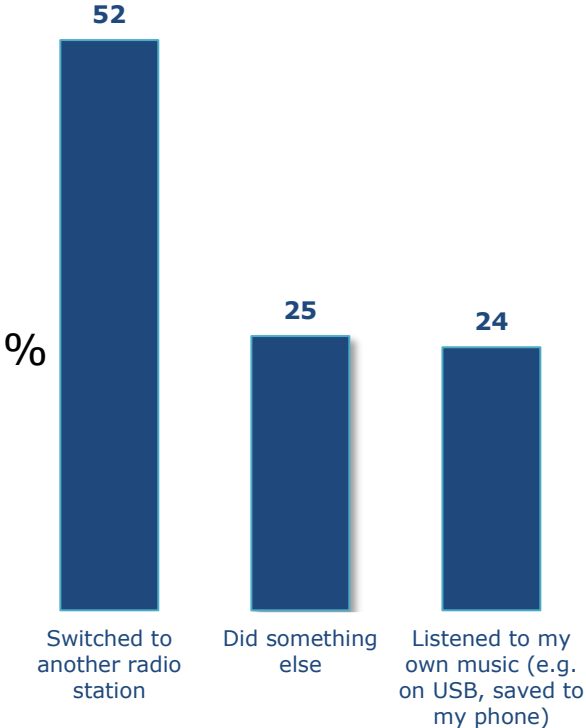
### 5 FM

Q14.1 Base: Pop. Wt. (269 566). Apr-Aug 21.



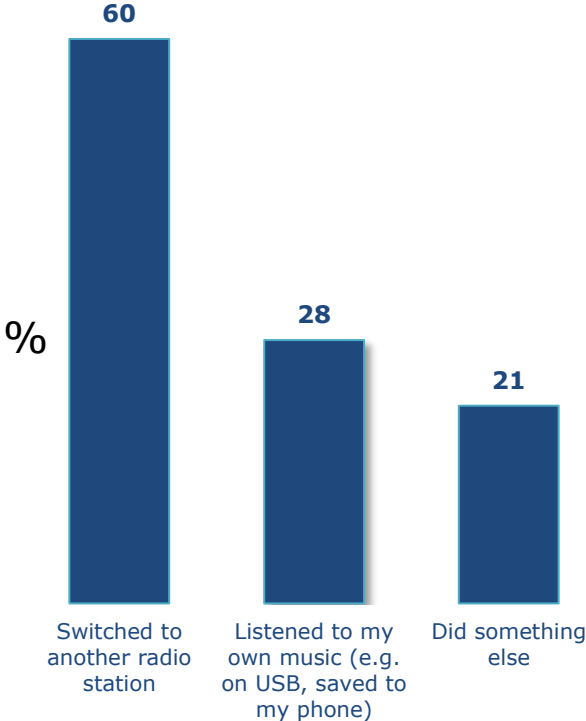
### Gagasi FM

Q14.1 Base: Pop. Wt. (279 810). Apr-Aug 21.



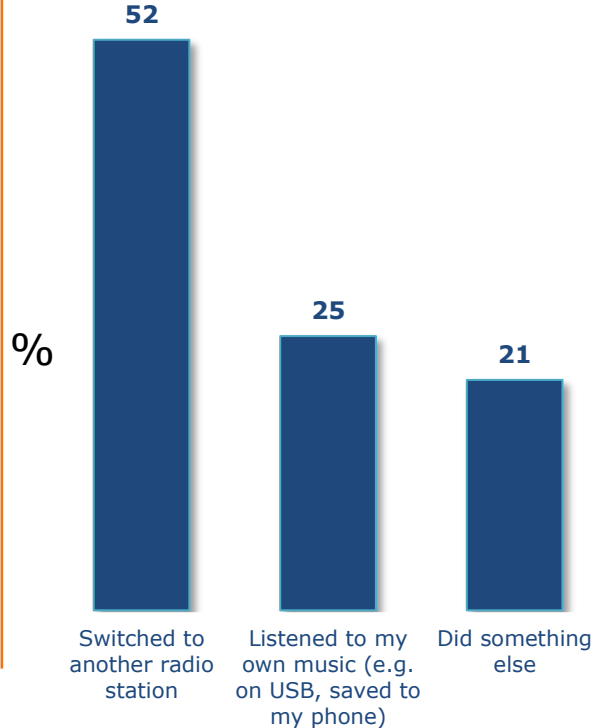
### Jacaranda FM

Q14.1 Base: Pop. Wt. (269 318). Apr-Aug 21.



### Motsweding FM

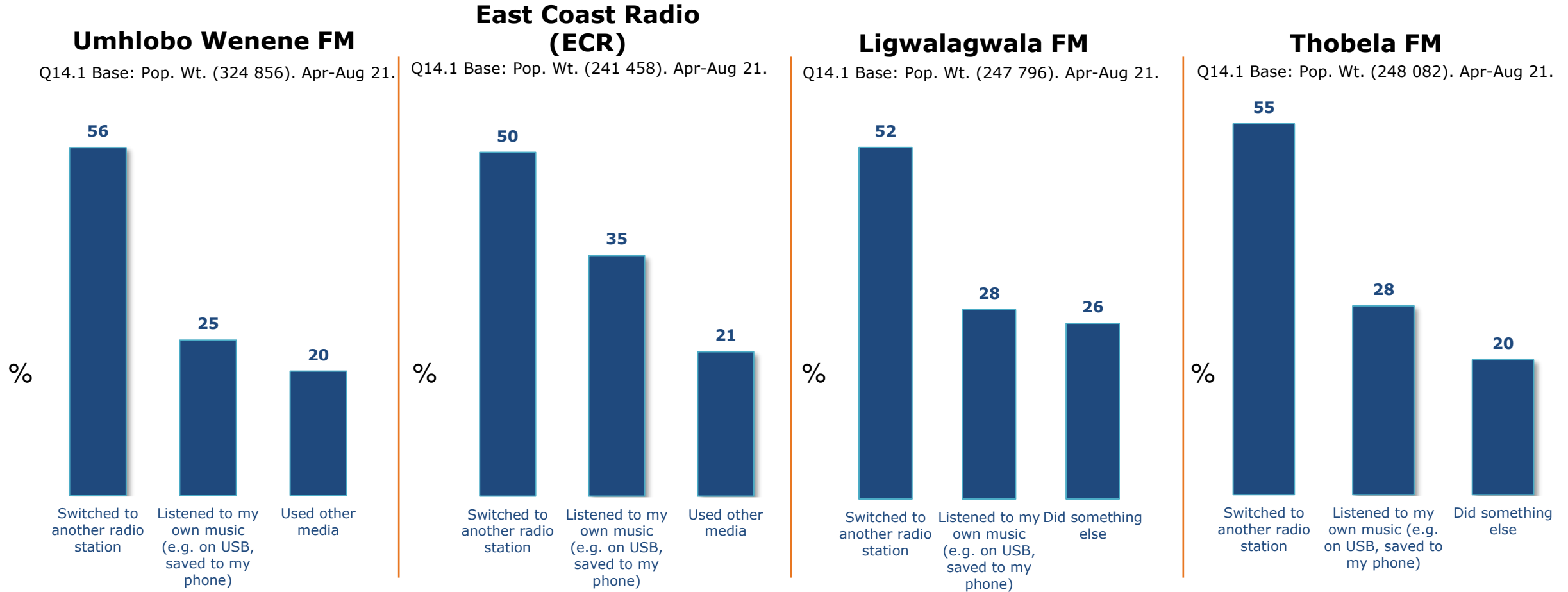
Q14.1 Base: Pop. Wt. (337 638). Apr-Aug 21.



Source: BRC RAMS™ AMPLIFY Base: Pop. Wt. (6.7 million). Apr-Aug 21. Stations n ≥ 40

# Post Switch (3/5)

## Top activity by station

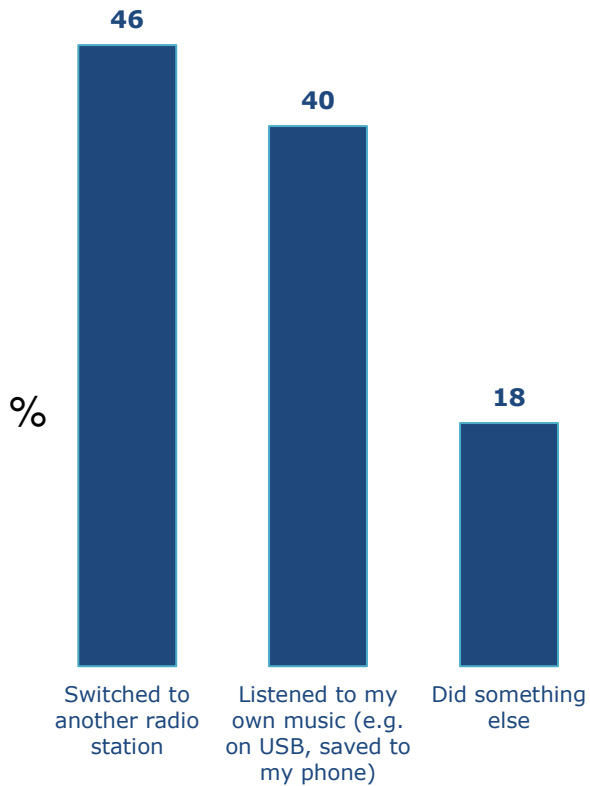


# Post Switch (4/5)

## Top activity by station

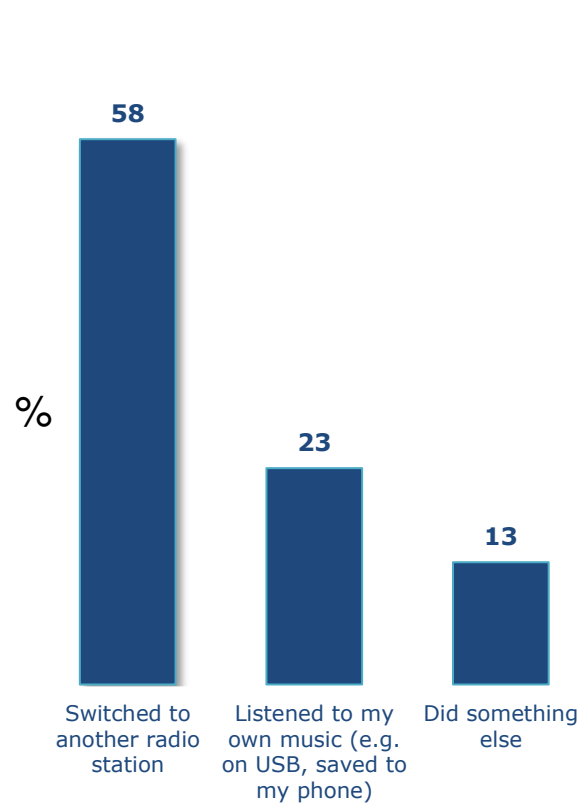
### 947 (94.7 Highveld Stereo)

Q14.1 Base: Pop. Wt. (180 816). Apr-Aug 21.



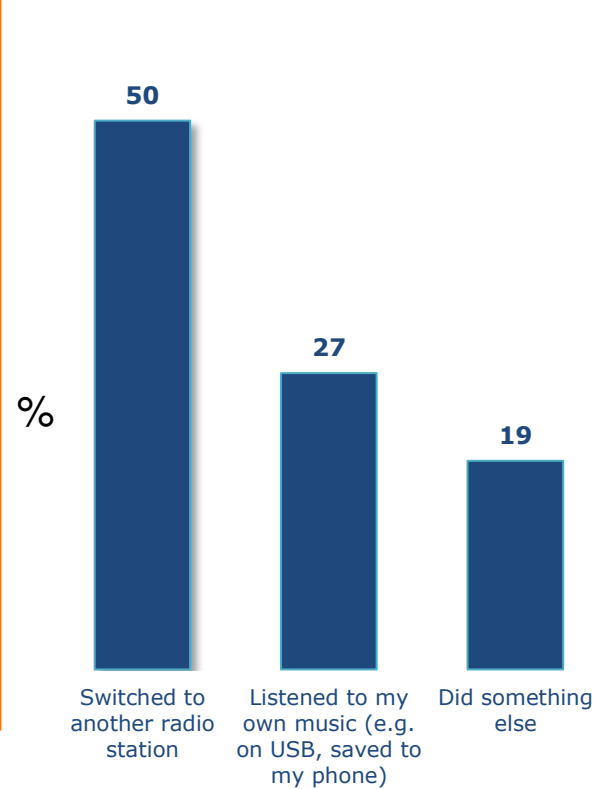
### 99.2 YFM

Q14.1 Base: Pop. Wt. (181 352). Apr-Aug 21.



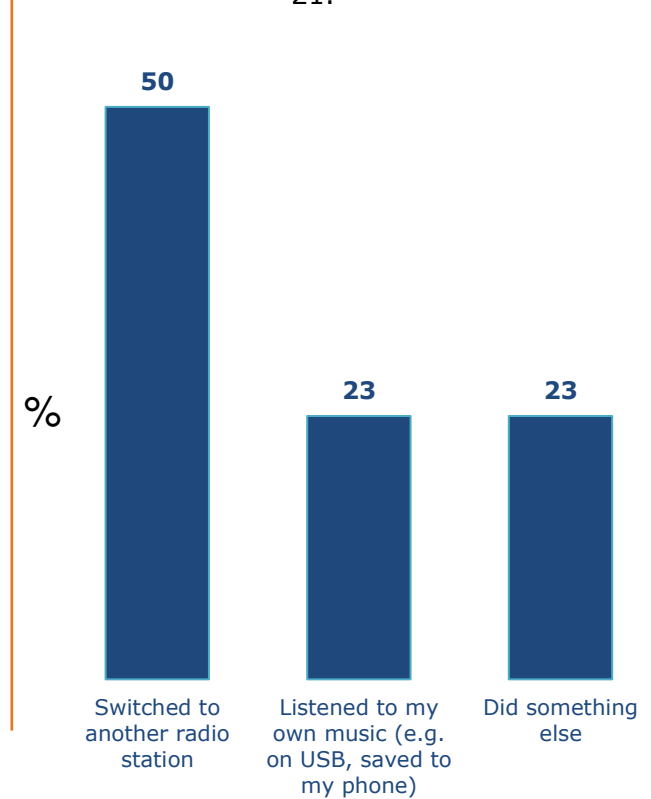
### Capricorn FM

Q14.1 Base: Pop. Wt. (124 489). Apr-Aug 21.



### Ikwewezi FM

Q14.1 Base: Pop. Wt. (178 136). Apr-Aug 21.

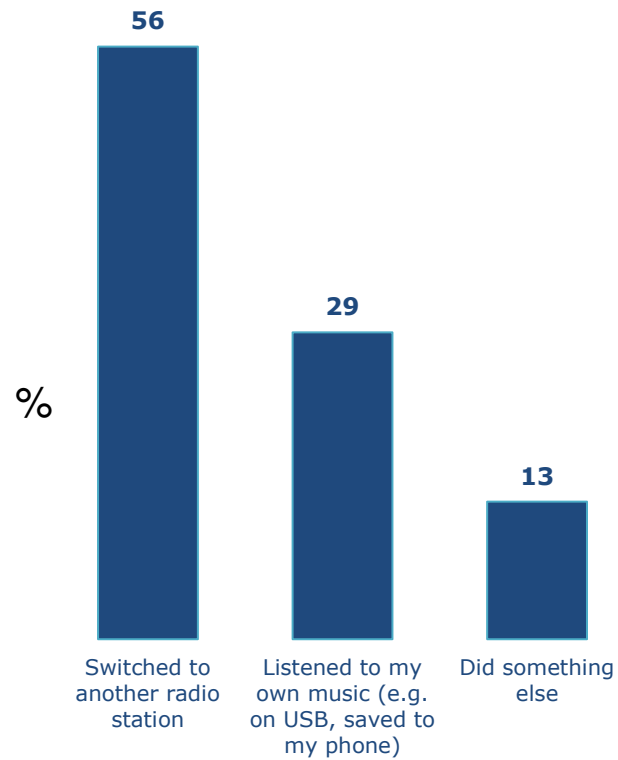


# Post Switch (5/5)

## Top activity by station

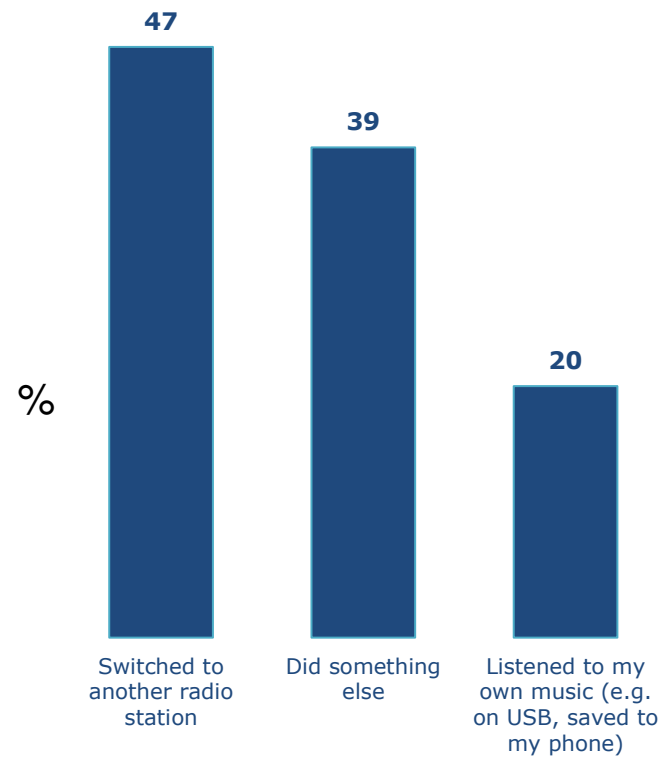
### Kaya FM 85.9

Q14.1 Base: Pop. Wt. (133 011). Apr-Aug 21.



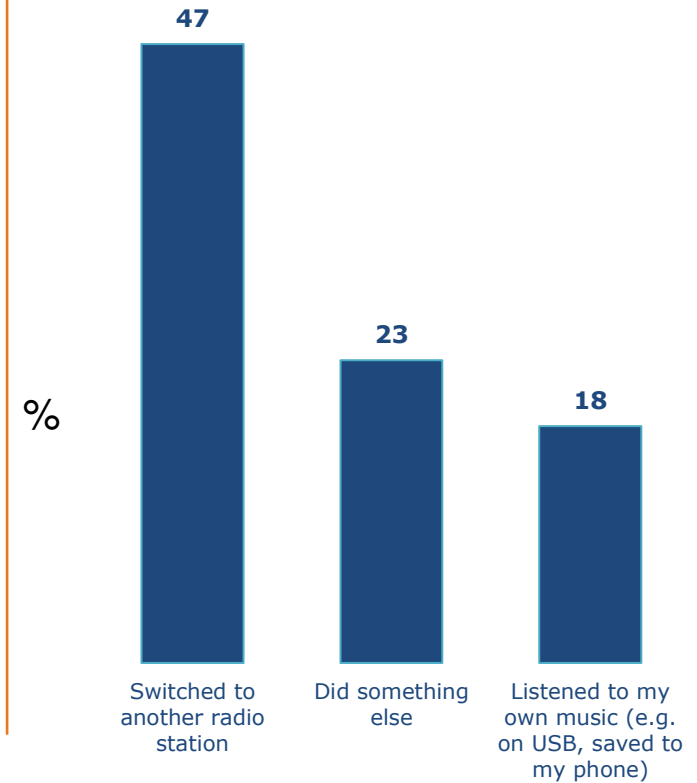
### Phalaphala FM

Q14.1 Base: Pop. Wt. (116 343). Apr-Aug 21.



### Munghana Lonene FM

Q14.1 Base: Pop. Wt. (96 424). Apr-Aug 21.





# 8 Stations Switched To

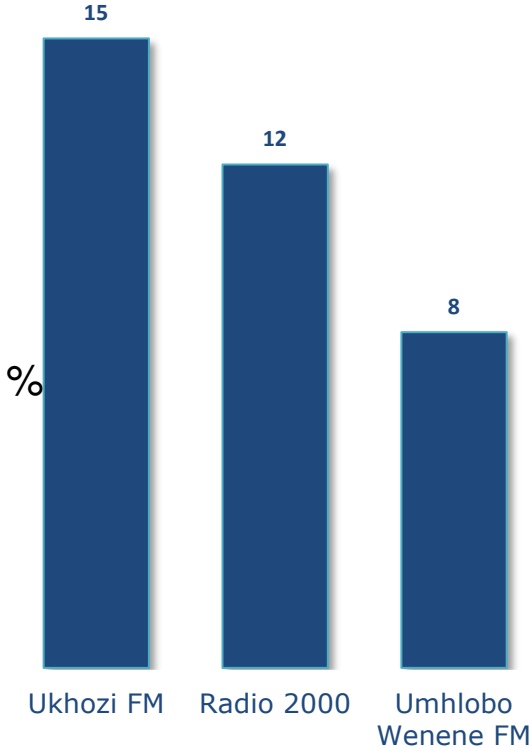


# Stations Switched From by Switched To (1/14)

Proportion of top 3 stations switched to

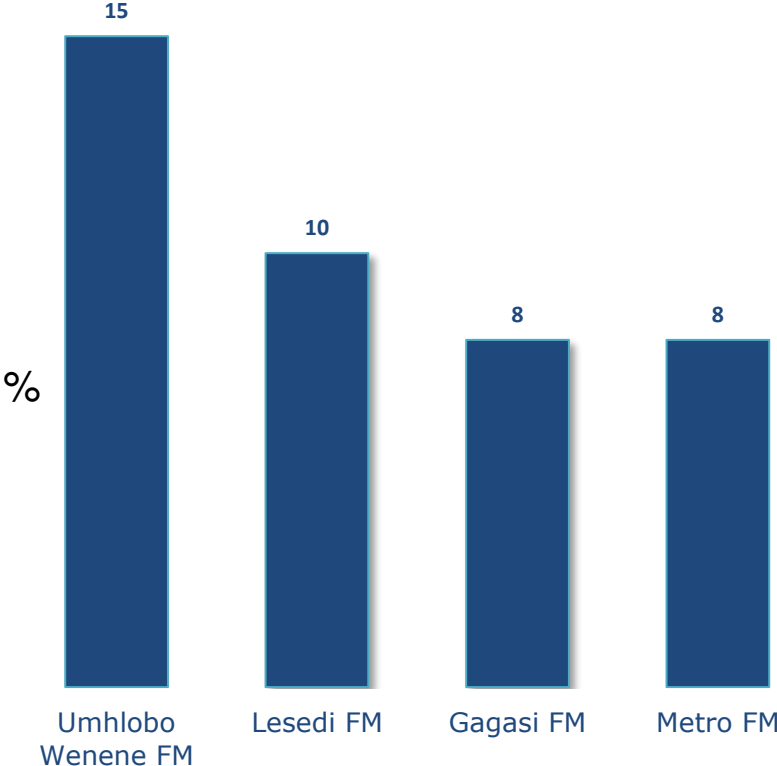
## Switched From Metro FM

Q14.2 Base: Pop. Wt. (501 780). Apr-Aug 21.



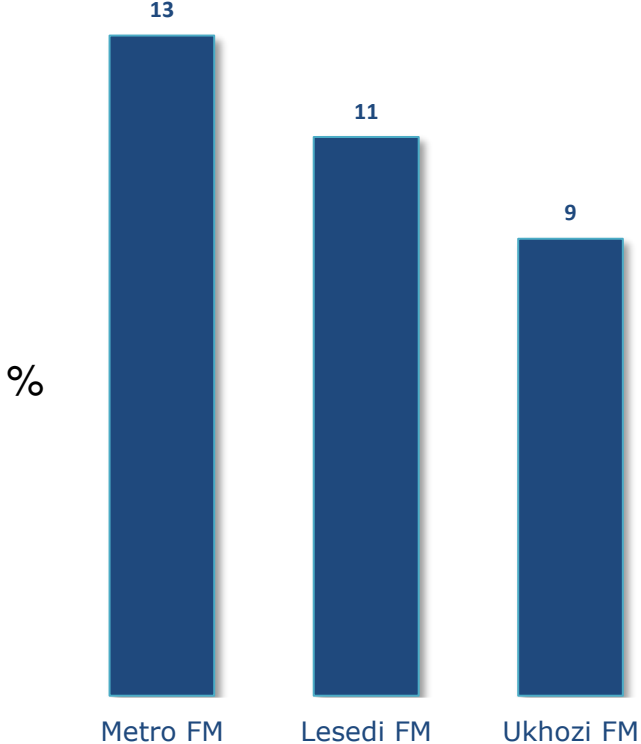
## Switched From Ukhozi FM

Q14.2 Base: Pop. Wt. (407 233). Apr-Aug 21.



## Switched From Radio 2000

Q14.2 Base: Pop. Wt. (210 672). Apr-Aug 21.

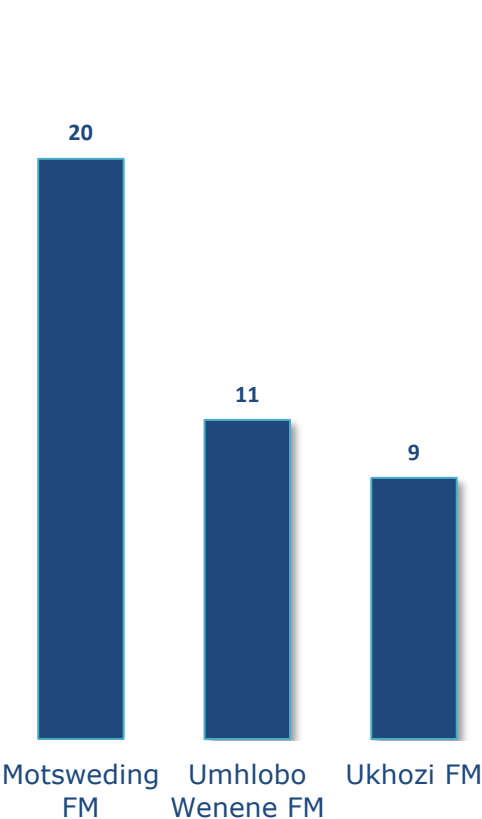


# Stations Switched From by Switched To (2/14)

Proportion of top 3 stations switched to

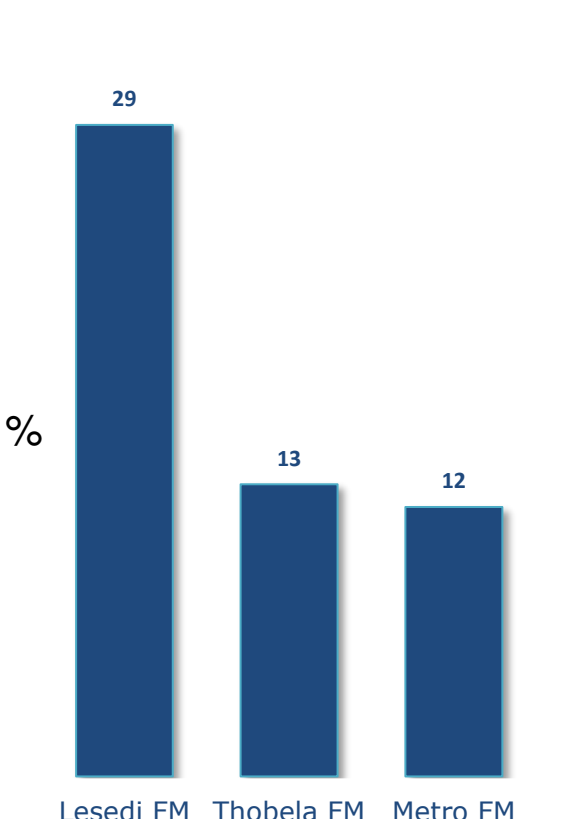
## Switched From Lesedi FM

Q14.2 Base: Pop. Wt. (215 079). Apr-Aug 21.



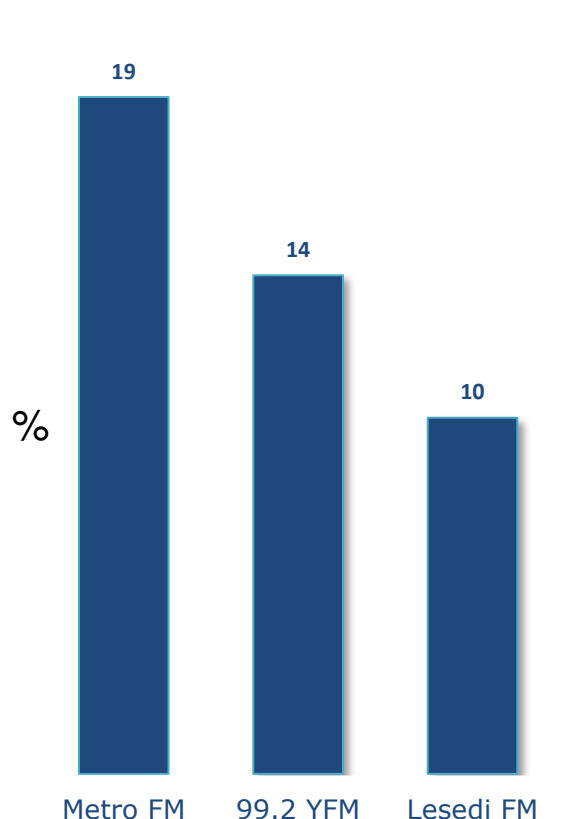
## Switched From Motsweding FM

Q14.2 Base: Pop. Wt. (177 229). Apr-Aug 21.



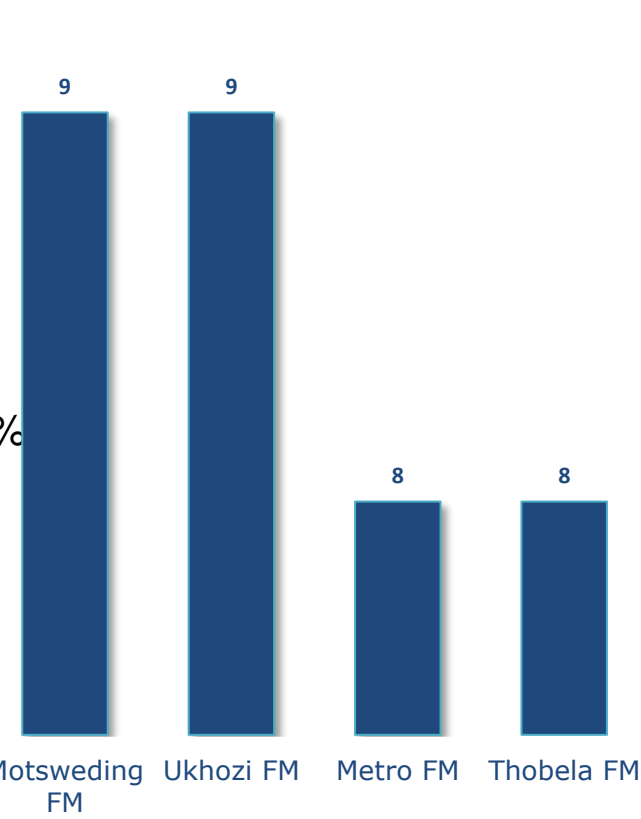
## Switched From 5 FM

Q14.2 Base: Pop. Wt. (141 051). Apr-Aug 21.



## Switched From Jacaranda FM

Q14.2 Base: Pop. Wt. (161 953). Apr-Aug 21.

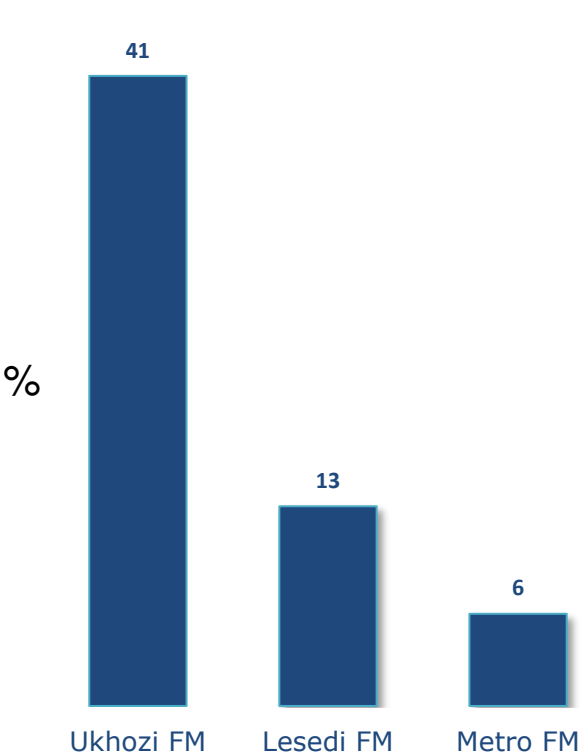


Source: BRC RAMS Amplify™ Apr-Aug'21  
Base Station – unweighted n=40>

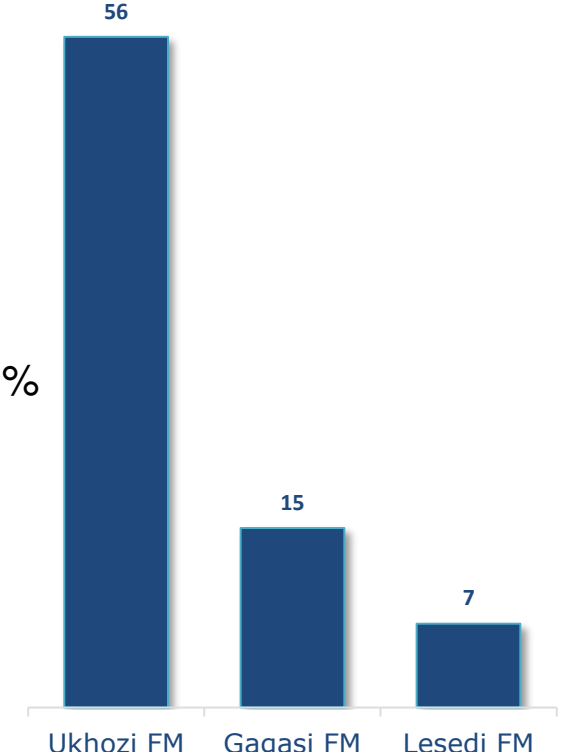
# Stations Switched From by Switched To (3/14)

Proportion of top 3 stations switched to

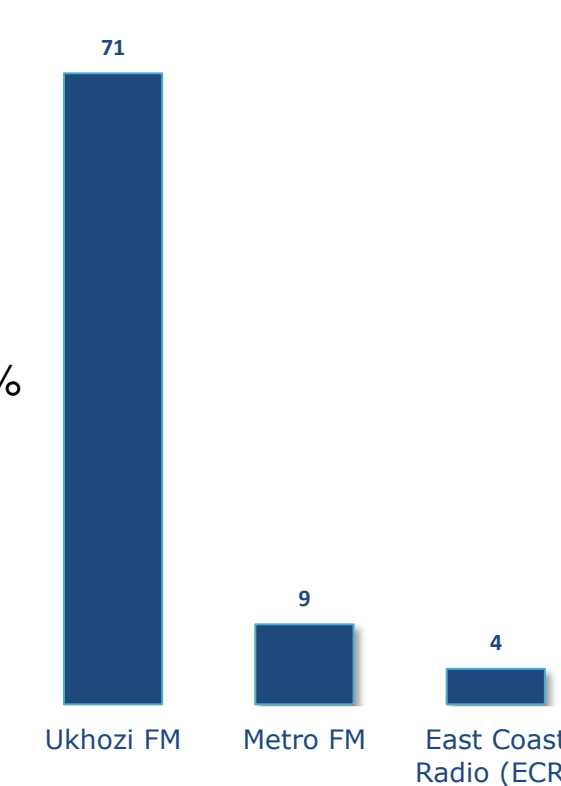
**Switched From Umhlobo Wenene FM**  
 Q14.2 Base: Pop. Wt. (181 249). Apr-Aug 21.



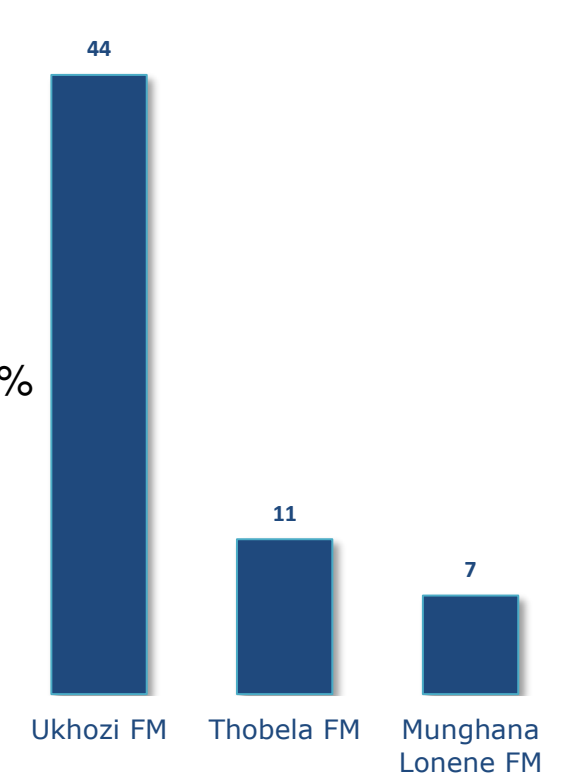
**Switched From East Coast Radio**  
 Q14.2 Base: Pop. Wt. (120 490). Apr-Aug 21.



**Switched From Gagasi FM**  
 Q14.2 Base: Pop. Wt. (146 263). Apr-Aug 21.



**Switched From Ligwalagwala FM**  
 Q14.2 Base: Pop. Wt. (127 883). Apr-Aug 21.

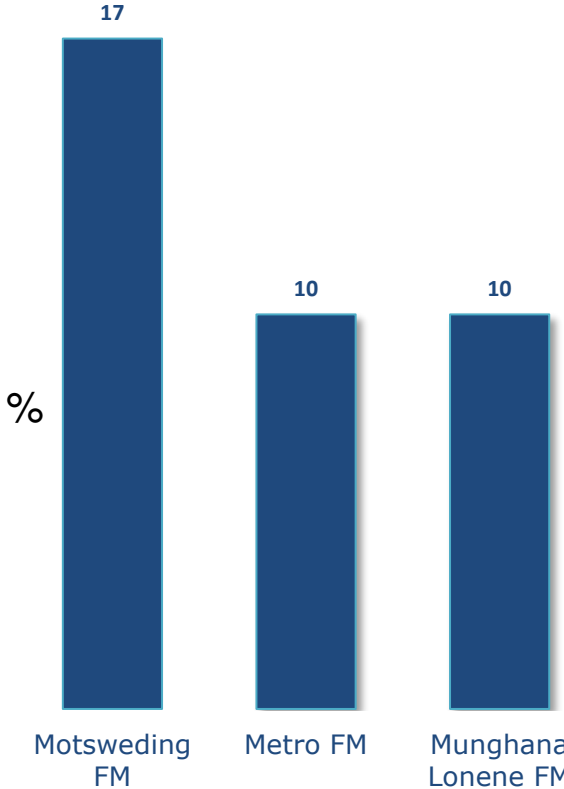


Source: BRC RAMS Amplify™ Apr-Aug'21  
 Base Station – unweighted n=40>

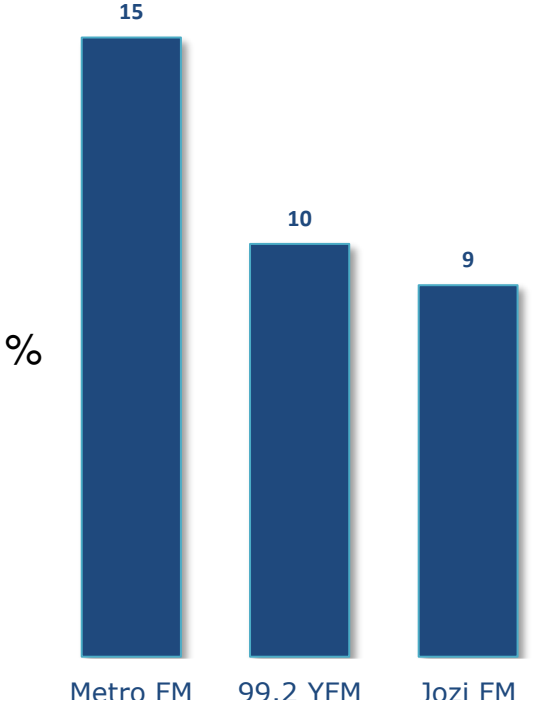
# Stations Switched From by Switched To (4/14)

Proportion of top 3 stations switched to

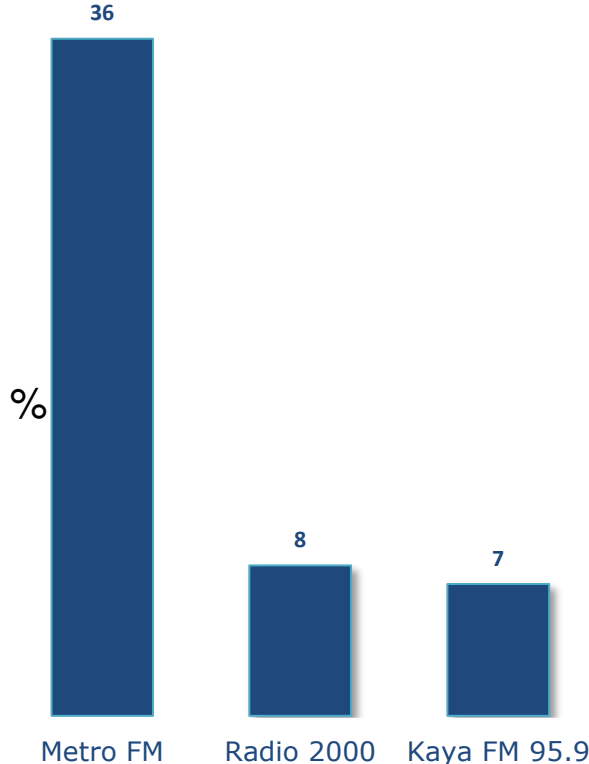
**Switched From Thobela FM**  
Q14.2 Base: Pop. Wt. (136 764). Apr-Aug 21.



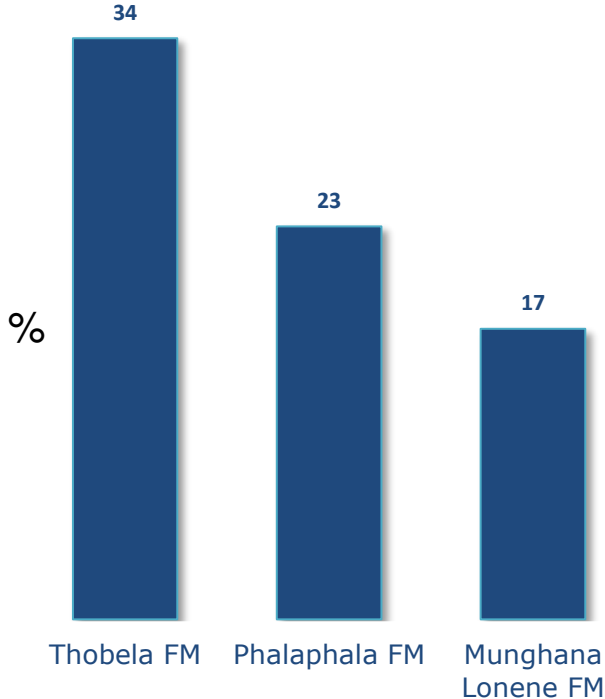
**Switched From 94.7 Highveld Stereo)**  
Q14.2 Base: Pop. Wt. (83 984). Apr-Aug 21.



**Switched From 99.2 YFM**  
Q14.2 Base: Pop. Wt. (105 400). Apr-Aug 21.



**Switched From Capricorn FM**  
Q14.2 Base: Pop. Wt. (62 667). Apr-Aug 21.

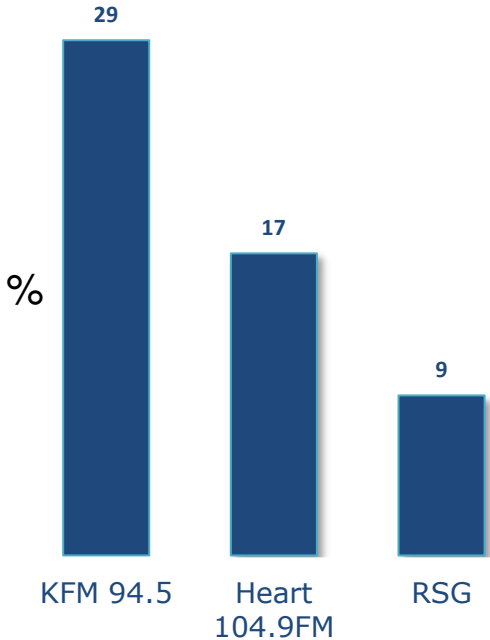


# Stations Switched From by Switched To (5/14)

Proportion of top 3 stations switched to

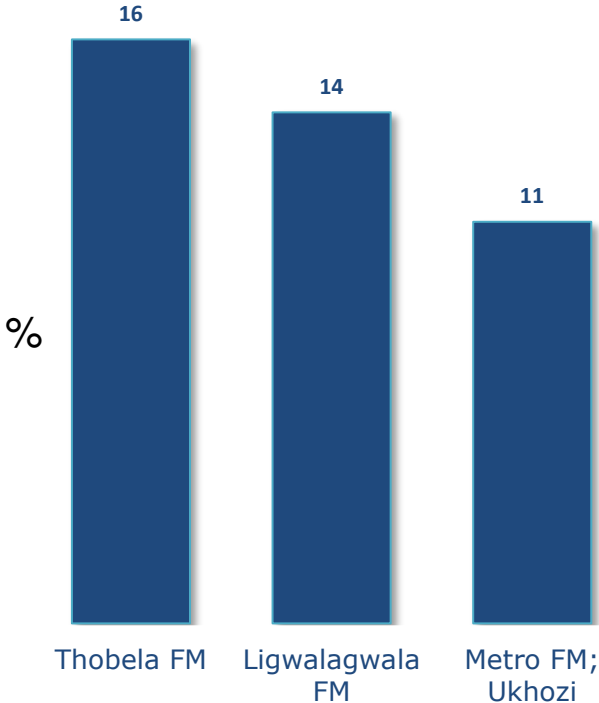
## Switched From Good Hope FM

Q14.2 Base: Pop. Wt. (88 412). Apr-Aug 21.



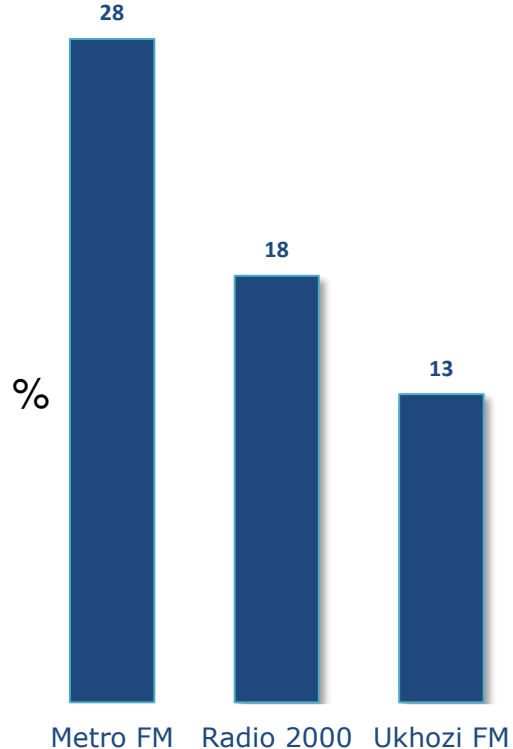
## Switched From Ikwewezi FM

Q14.2 Base: Pop. Wt. (89 745). Apr-Aug 21.



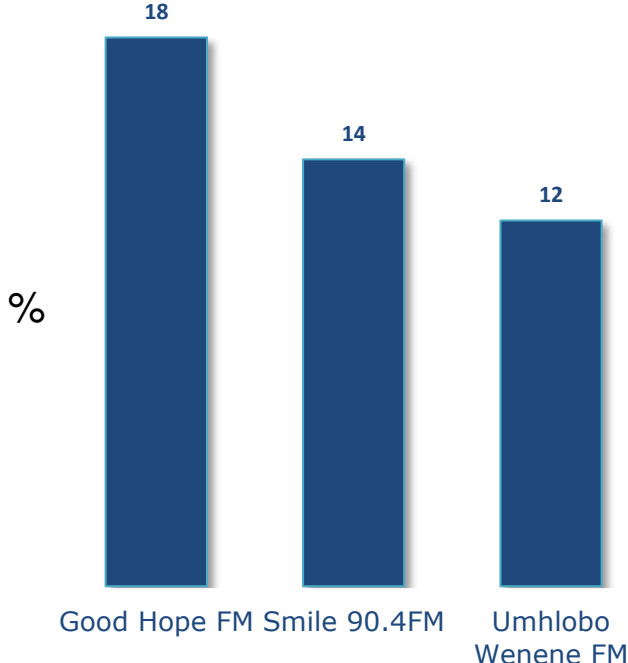
## Switched From Kaya FM 85.9

Q14.2 Base: Pop. Wt. (74 307). Apr-Aug 21.



## Switched From KFM 94.5

Q14.2 Base: Pop. Wt. (85 605). Apr-Aug 21.

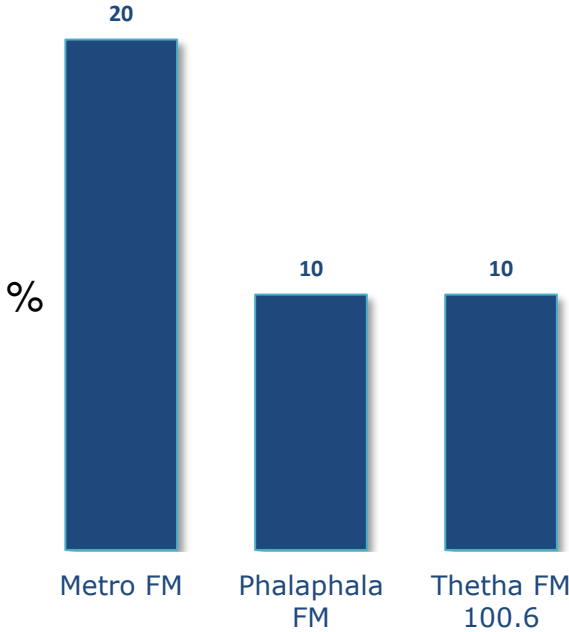


# Stations Switched From by Switched To (6/14)

Proportion of top 3 stations switched to

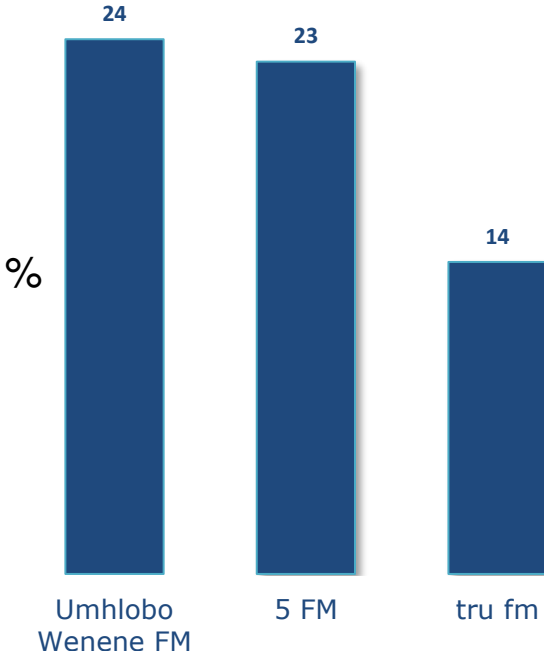
## Switched From 702

Q14.2 Base: Pop. Wt. (38 184). Apr-Aug 21.



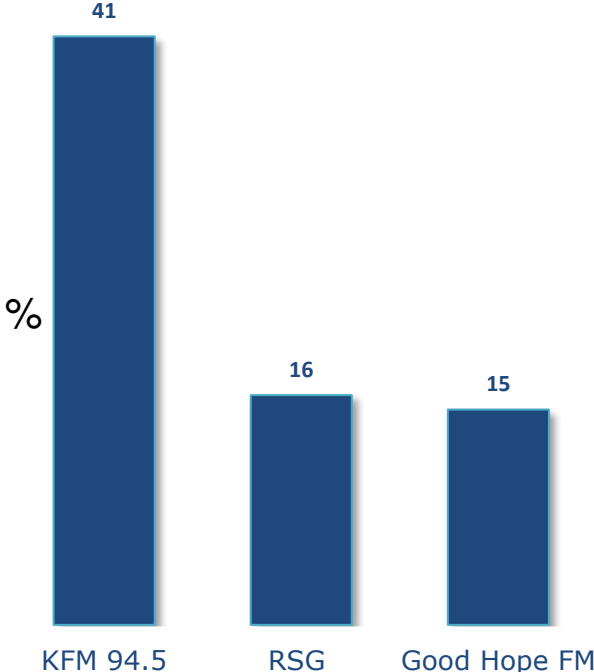
## Switched From Algoa FM

Q14.2 Base: Pop. Wt. (33 319). Apr-Aug 21.



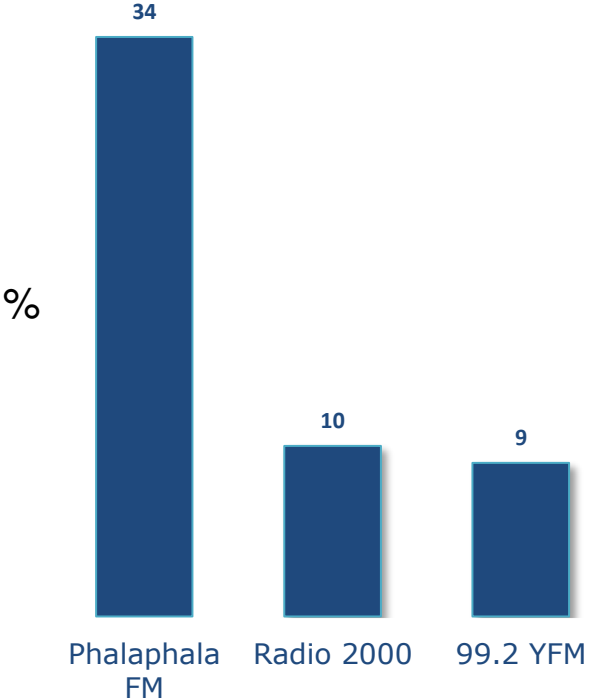
## Switched From Heart 104.9FM

Q14.2 Base: Pop. Wt. (38 778). Apr-Aug 21.



## Switched From Munghana Lonene FM

Q14.2 Base: Pop. Wt. (45 368). Apr-Aug 21.



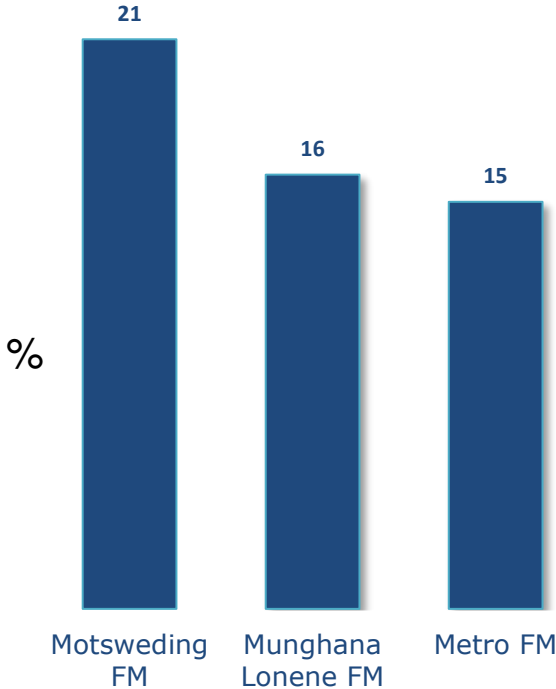
Source: BRC RAMS Amplify™ Apr-Aug'21  
Base Station – unweighted n=40>

# Stations Switched From by Switched To (7/14)

Proportion of top 3 stations switched to

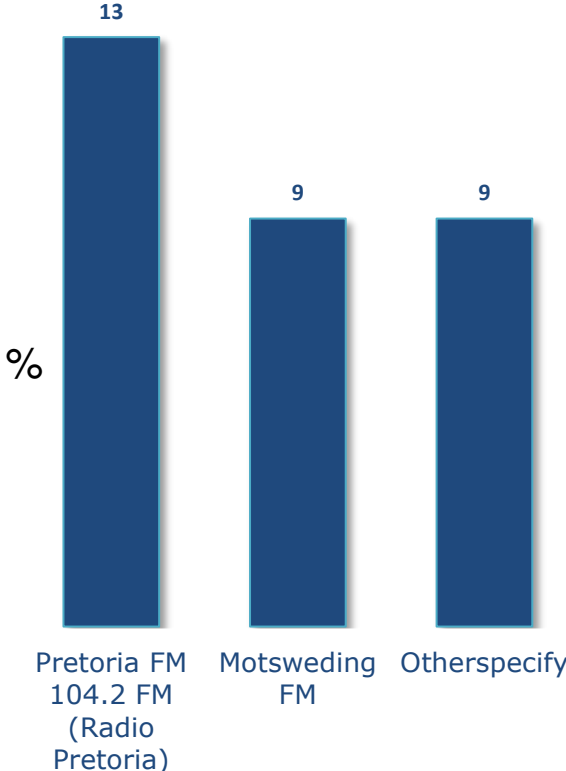
## Switched From Phalaphala FM

Base: Pop. Wt. (54 889). Apr-Aug 21.



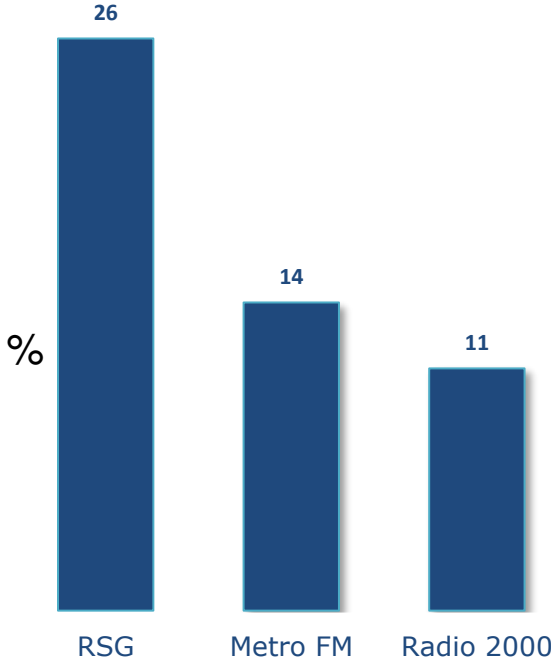
## Switched From RSG / Radiosondergense

Q14.2 Base: Pop. Wt. (59 954). Apr-Aug 21.



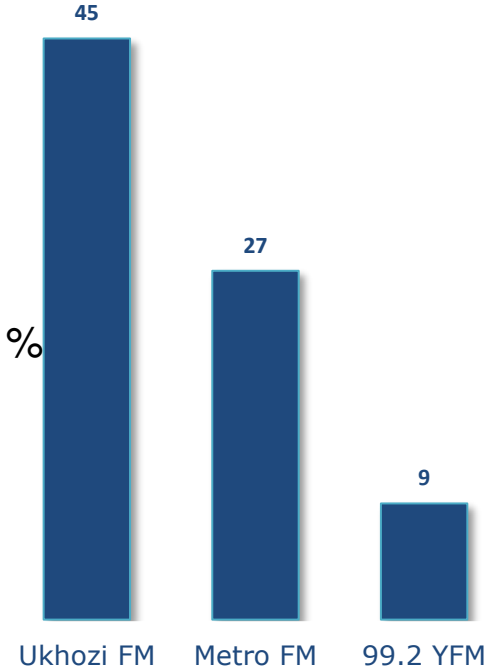
## Switched From SAfm

Q14.2 Base: Pop. Wt. (52 732). Apr-Aug 21.



## Switched From Jozi FM

Q14.2 Base: Pop. Wt. (31 106). Apr-Aug 21.



Source: BRC RAMS Amplify™ Apr-Aug'21  
Base Station – unweighted n=40>

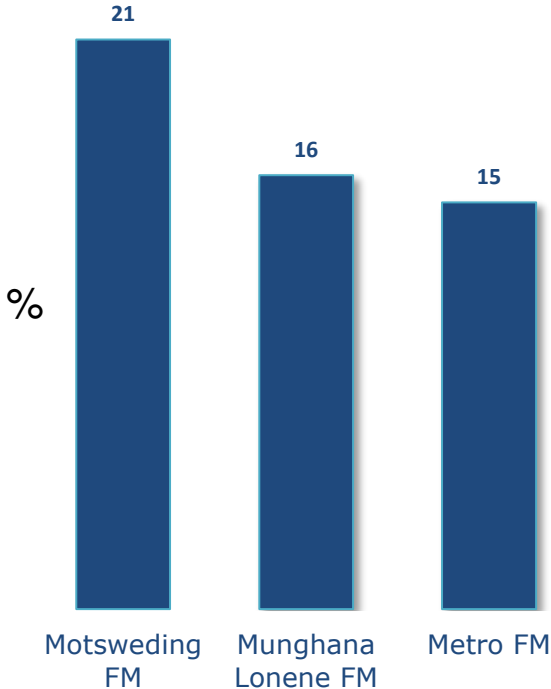


# Stations Switched From by Switched To (8/14)

Proportion of top 3 stations switched to

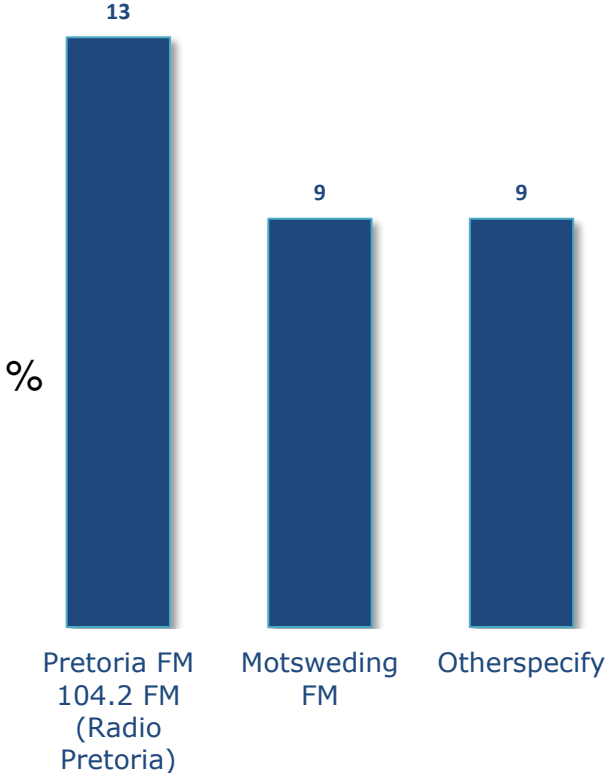
## Switched From Phalaphala FM

Base: Pop. Wt. (54 889). Apr-Aug 21.



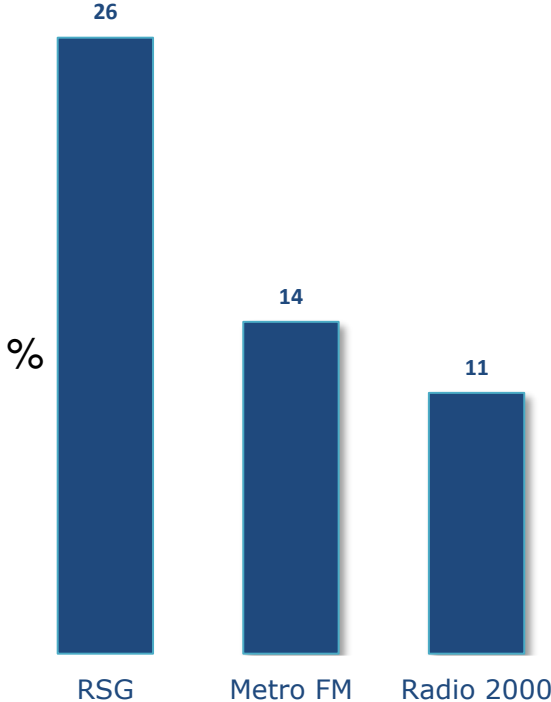
## Switched From RSG / Radiosondergrens

Q14.2 Base: Pop. Wt. (59 954). Apr-Aug 21.



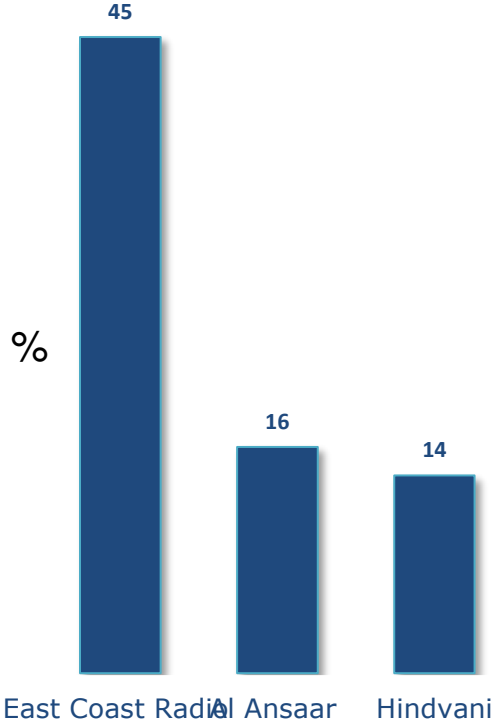
## Switched From SAfm

Q14.2 Base: Pop. Wt. (52 732). Apr-Aug 21.



## Switched From Lotus FM

Q14.2 Base: Pop. Wt. (25 365). Apr-Aug 21.

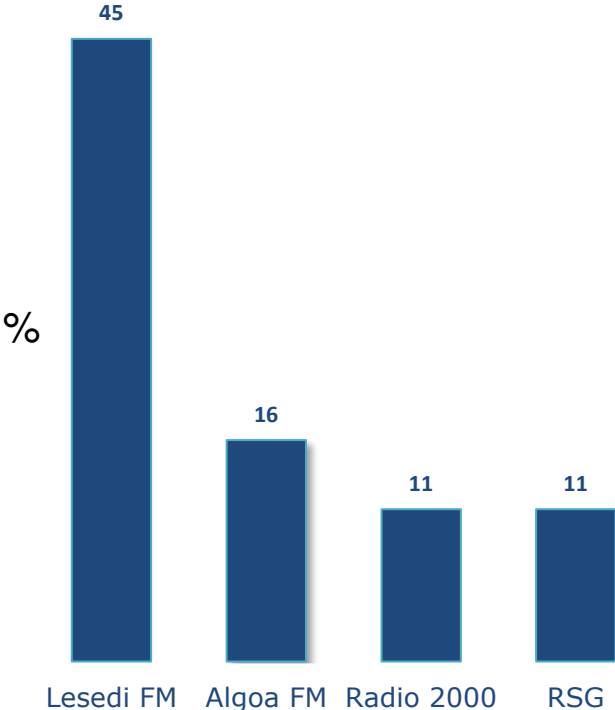


Source: BRC RAMS Amplify™ Apr-Aug'21  
Base Station – unweighted n=40>

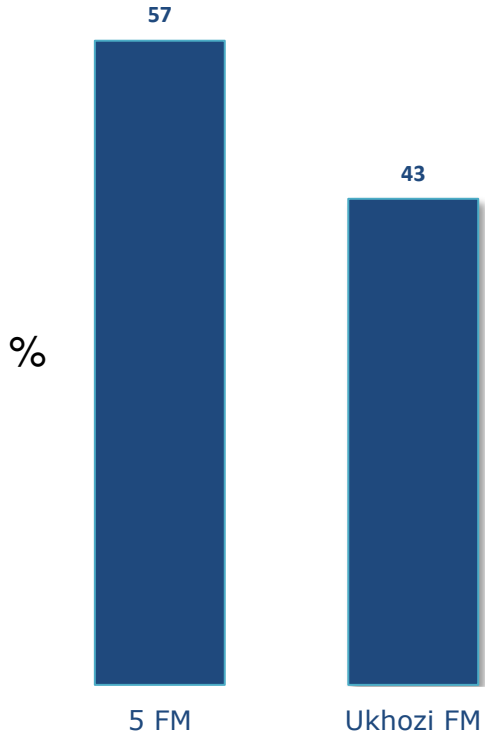
# Stations Switched From by Switched To (9/14)

Proportion of top 3 stations switched to

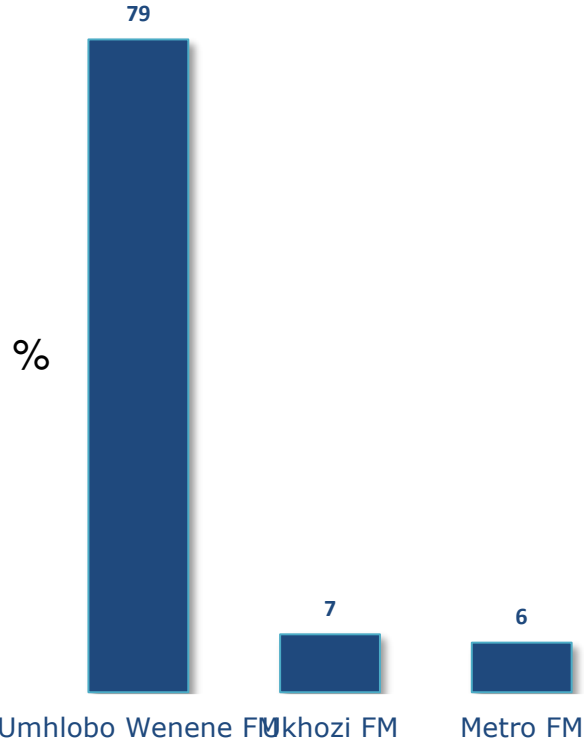
**Switched From OFM**  
Q14.2 Base: Pop. Wt. (17 432). Apr-Aug 21.



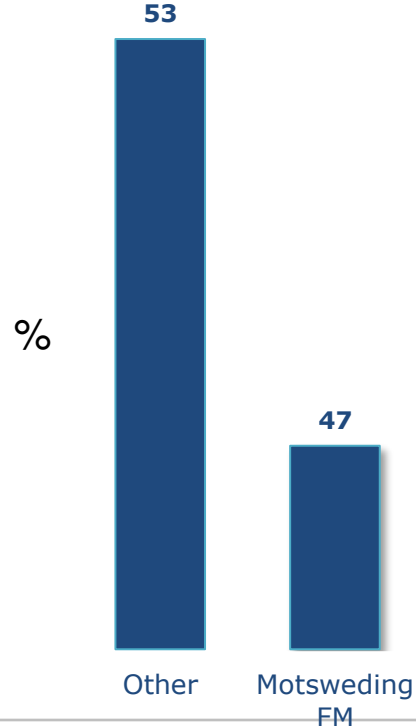
**Switched From Rise FM 98.7**  
Q14.2 Base: Pop. Wt. (9 401). Apr-Aug 21.



**Switched From tru fm**  
Q14.2 Base: Pop. Wt. (67 473). Apr-Aug 21.



**Switched From You FM**  
Q14.2 Base: Pop. Wt. (9 791). Apr-Aug 21.



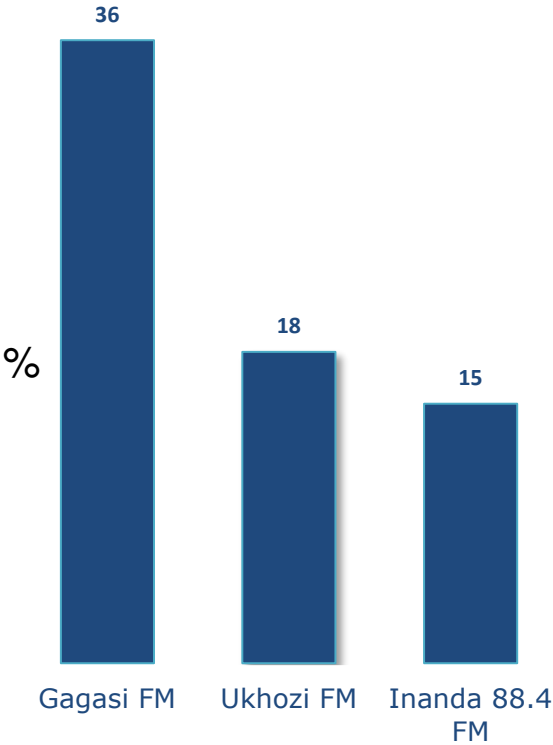
Source: BRC RAMS Amplify™ Apr-Aug'21  
Base Station – unweighted n=40>

# Stations Switched From by Switched To (10/14)

Proportion of top 3 stations switched to

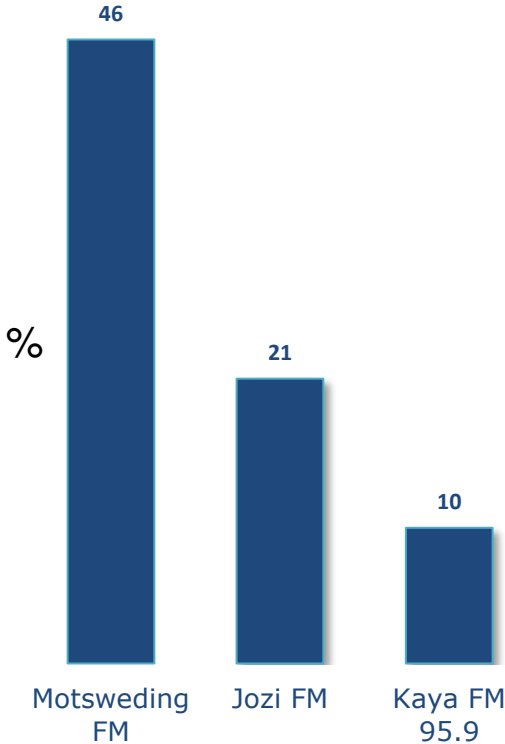
## Switched From Vuma 103 FM

Q14.2 Base: Pop. Wt. (29 539). Apr-Aug 21.



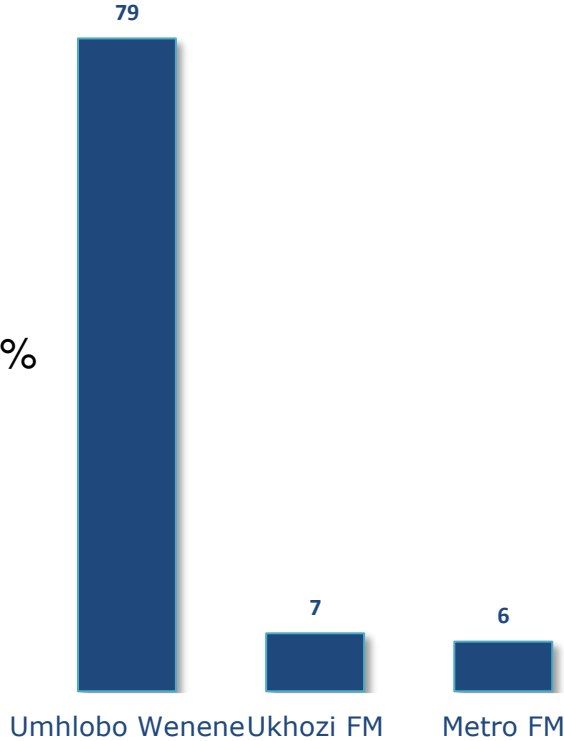
## Switched From Power FM 98.7

Q14.2 Base: Pop. Wt. (19 693). Apr-Aug 21.



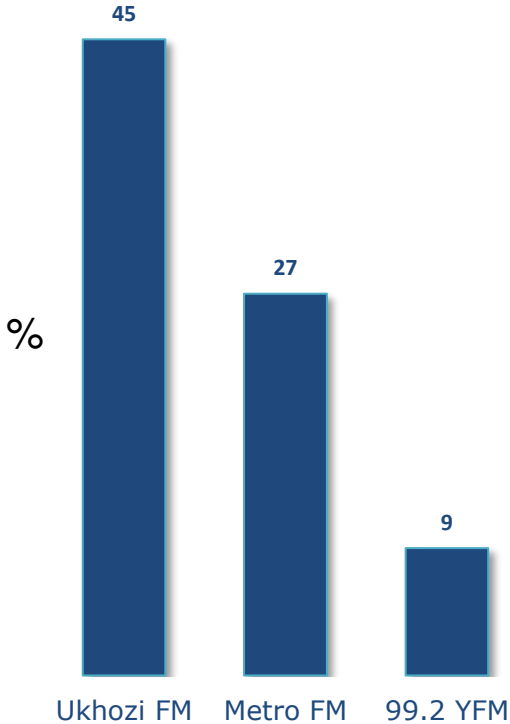
## Switched From tru fm

Q14.2 Base: Pop. Wt. (67 473). Apr-Aug 21.



## Switched From Jozi FM

Q14.2 Base: Pop. Wt. (31 106). Apr-Aug 21.



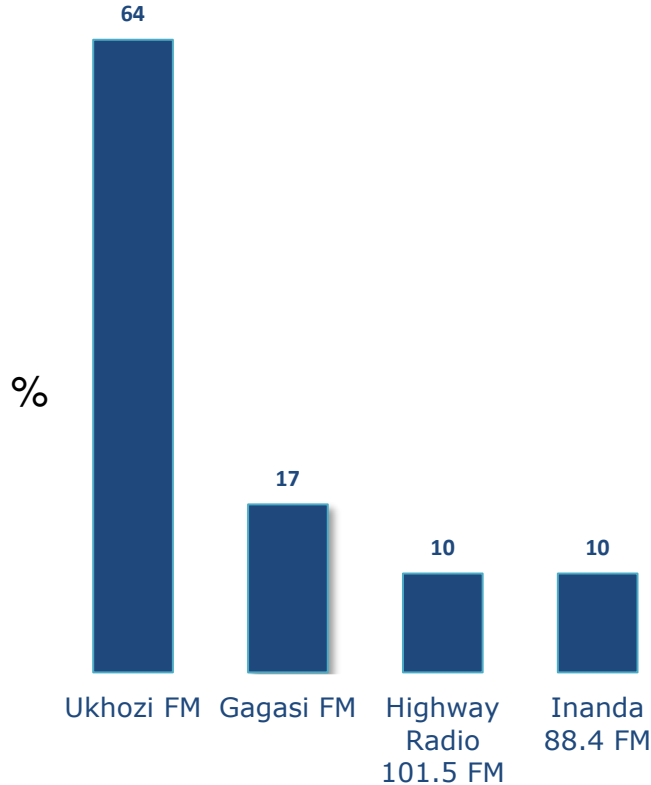
Source: BRC RAMS Amplify™ Apr-Aug'21  
Base Station – unweighted n=40>

# Stations Switched From by Switched To (11/14)

Proportion of top 3 stations switched to

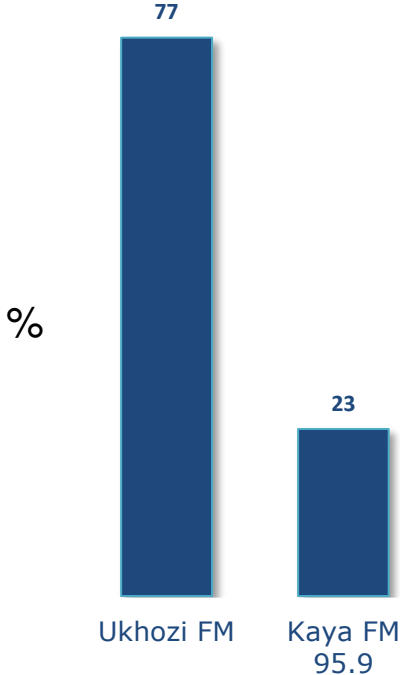
## Switched From Izwi LoMzansi 98.0 FM

Q14.2 Base: Pop. Wt. (25 265). Apr-Aug 21.



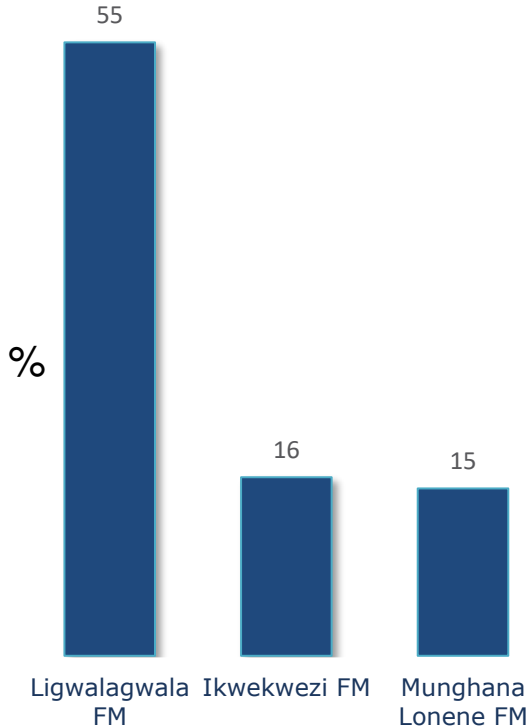
## Switched From Kasie FM 97.1

Q14.2 Base: Pop. Wt. (7 612). Apr-Aug 21.



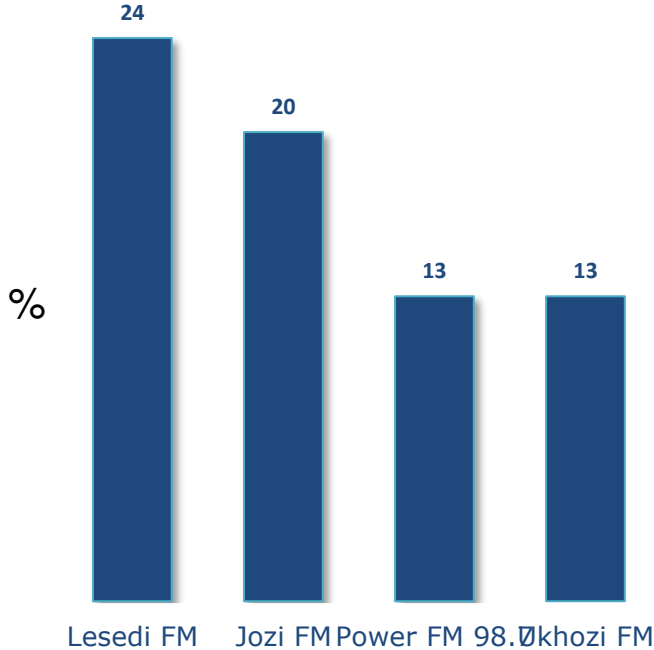
## Switched From Nkomazi FM

Q14.2 Base: Pop. Wt. (15 260). Apr-Aug 21.



## Switched From Theta FM 100.6

Q14.2 Base: Pop. Wt. (17 478). Apr-Aug 21.

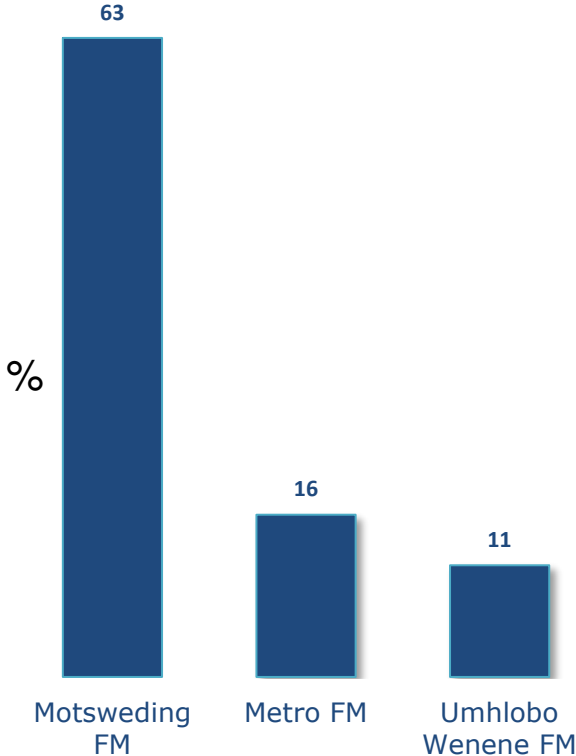


# Stations Switched From by Switched To (12/14)

Proportion of top 3 stations switched to

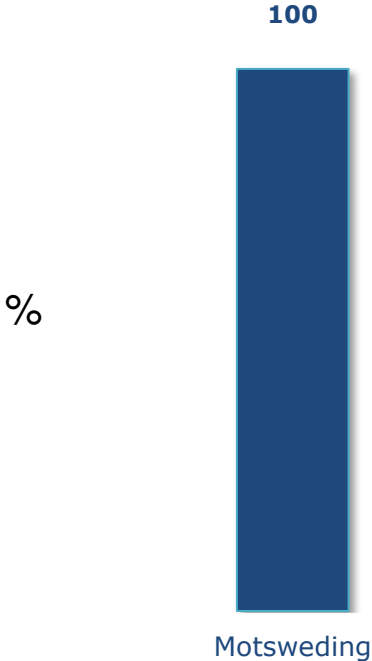
## Switched From Kurara FM

Q14.2 Base: Pop. Wt. (16 660). Apr-Aug 21.



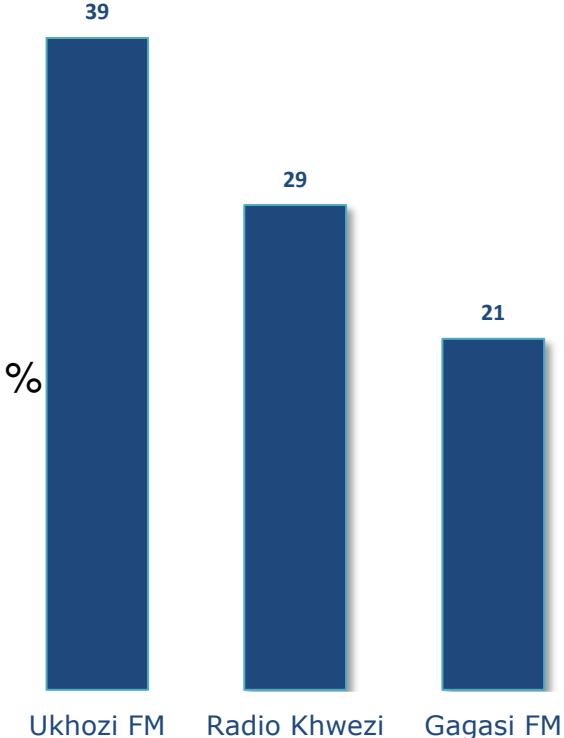
## Mahikeng Community Radio 96.7

Q14.2 Base: Pop. Wt. (10 302). Apr-Aug 21.



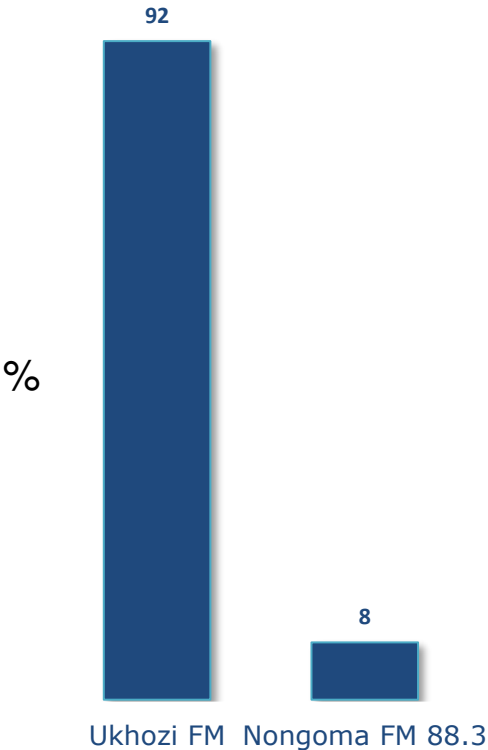
## Switched From Icora FM

Q14.2 Base: Pop. Wt. (26 573). Apr-Aug 21.



## Switched From Maputaland Community Radio 107.6

Q14.2 Base: Pop. Wt. (22 523). Apr-Aug 21.

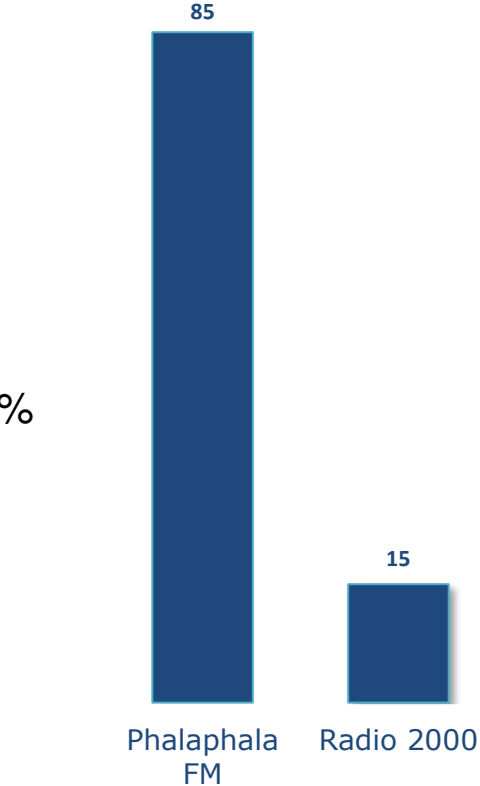


Source: BRC RAMS Amplify™ Apr-Aug'21  
Base Station – unweighted n=40>

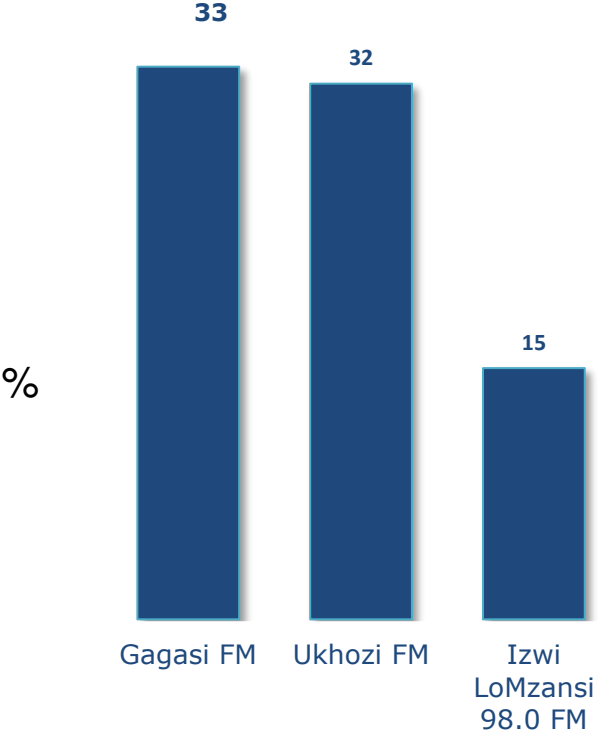
# Stations Switched From by Switched To (13/14)

Proportion of top 3 stations switched to

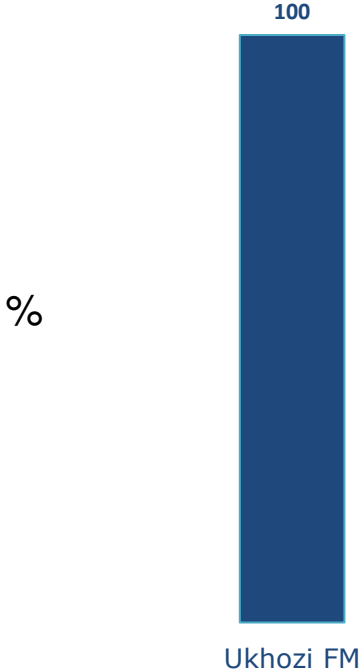
**Switched From Vhembe**  
**102.4/89.1**  
Q14.2 Base: Pop. Wt. (17 834). Apr-Aug 21.



**Switched From Inanda**  
**88.4 FM**  
Q14.2 Base: Pop. Wt. (21 735). Apr-Aug 21.



**Switched From Rainbow FM**  
Q14.2 Base: Pop. Wt. (2 533). Apr-Aug 21.

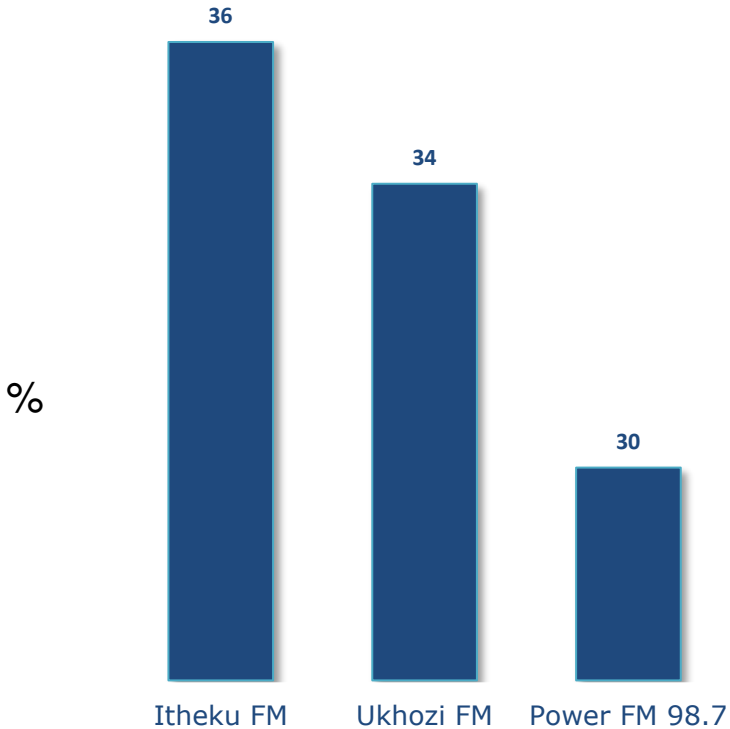


# Stations Switched From by Switched To (14/14)

Proportion of top 3 stations switched to

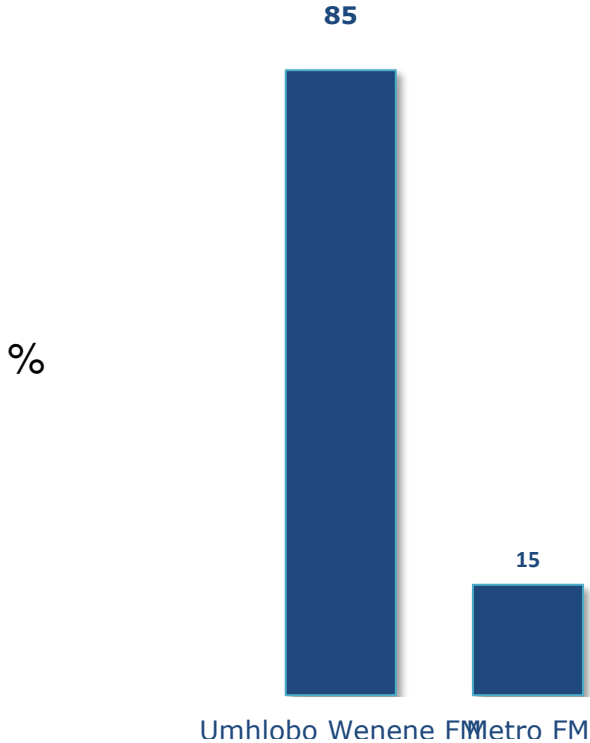
## Switched From Imbokodo 96.8 FM

Q14.2 Base: Pop. Wt. (9 469). Apr-Aug 21.



## Switched From Radio Zibonele 98.2 FM

Q14.2 Base: Pop. Wt. (19 651). Apr-Aug 21.





**See you again**