



radmark
 TWENTY TWENTY INSIGHT





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rams 2011 | 04

released: october 2011

rams audience analysis: (past 7 days)

rams audience analysis: average day (mon - fri)

rams 2010 4	rams 2011 3	rams 2011 4	% penetration		rams 2010 4	rams 2011 3	rams 2011 4	% penetration
Oct '10	Aug '11	Oct '11	total adults		Oct '10	Aug '11	Oct '11	total adults
				Radmark Regional Stations				
1 841	1 849	1 831	5,4%	East Coast Radio 	1 009	1054	1048	3,1%
1 811	1 872	1 875	5,5%	Gagasi 99.5 FM 	821	873	841	2,5%
538	543	542	1,6%	Heart 104.9FM 	286	301	299	0,9%
2 102	2 199	1 975	5,8%	Jacaranda 94.2 	995	1009	922	2,7%
				Other Regional Stations				
716	809	724	2,1%	Algoa	362	374	362	1,1%
108	136	119	0,3%	Cape Talk	50	71	60	0,2%
1 482	1 206	1 521	4,5%	Capricorn FM	707	504	675	2,0%
204	175	153	0,4%	Classic fm	87	70	68	0,2%
659	631	682	2,0%	Good Hope FM	314	308	346	1,0%
1 356	1 376	1 320	3,9%	Highveld Stereo	697	717	697	2,0%
1 425	1 430	1 421	4,2%	Kaya fm 95.9	537	600	604	1,8%
1 112	1 149	1 189	3,5%	Kfm	561	612	642	1,9%
367	348	384	1,1%	Lotus	209	190	208	0,6%
120	66	60	0,2%	MPower	45	21	16	0,0%
752	731	768	2,3%	North West FM	321	280	329	1,0%
535	546	580	1,7%	Ofm	333	323	320	0,9%
659	645	628	1,8%	Talk Radio 702	304	285	285	0,8%
1 448	1 584	1 429	4,2%	Yfm	588	640	570	1,7%
				National Stations				
2 237	2 339	2 329	6,8%	5FM	1 016	1010	1003	3,0%
5 472	5 961	6 088	17,9%	Metro FM	2 100	2 365	2 419	7,1%
701	909	928	2,7%	Radio 2000	250	311	334	1,0%
145	166	162	0,5%	Radio Pulpit	64	72	86	0,3%
1 830	1 856	1 836	5,4%	RSG	1 087	1 078	1 092	3,2%
525	476	550	1,6%	SAFM	218	199	241	0,7%
				ALS Stations				
326	346	310	0,9%	CKI/Tru FM	140	167	142	0,4%
1 550	1 412	1 379	4,1%	Ikwewezi	821	695	667	2,0%
3 377	3 275	3 303	9,7%	Lesedi	2 106	2 038	2 069	6,1%
1 434	1 581	1 234	3,6%	Ligwalagwala	850	816	720	2,1%
3 262	3 319	3 400	10,0%	Motsweding	1 917	1 893	1 956	5,7%
1 011	1 166	1 113	3,3%	Munghana Lonene	594	675	630	1,9%
1 030	1 020	926	2,7%	Phalaphala	640	633	481	1,4%
3 049	3 094	2 697	7,9%	Thobela	1 723	1 740	1 520	4,5%
6 154	6 438	6 664	19,6%	Ukhozi	3 800	3 899	4 095	12,0%
4 137	4 126	3 838	11,3%	Umhlobo Wenene	2 632	2 576	2 394	7,0%
7 854	8 229	8 480	24,9%	Total Community	3 999	4 136	4 356	12,8%
30 010	30 138	30 125	88,6%	Total Radio	23 688	23 473	23 481	69,0%