

SAARF RAMS May 2014 results

All figures quoted are for adults, aged 15+.

National listening levels

Once again, radio listenership has remained stable on the previous RAMS release, RAMS Feb 2014.

This latest release on radio listenership from the South African Audience Research Foundation (SAARF), RAMS May 2014, shows steady listening levels, with Monday-Friday, Saturday and Sunday quarter-hour levels that are almost identical to those of the previous release.

▪ RAMS May 2014 covers fieldwork done from mid-October to mid-December 2013, and the third week of January to mid-March 2014.
▪ The small-urban/rural sample is from AMPS Jan-Jun 2013.
▪ The total RAMS sample was 25 587.
▪ The next RAMS release will be on 26 June 2014.

Total listening levels are:

- Seven-day listening (p7d) - 89.2% (33,208-million listeners)
- Average Monday to Friday listening - 68.7% (25,550-million listeners), with a decline in reach in Cape Town.
- Saturday listening - 64.8% (24,124-million listeners), with declines in cities and large towns, and in white audiences.
- Sunday listening - 63.8% (23,742-million listeners)

Time spent listening

Time spent listening rose by one minute over the previous survey, RAMS Feb 2014. The average time spent listening per day is now three hours, 30 minutes, with a weekly average of 24 hours, 30 minutes.

Individual station data

Only two radio stations showed statistically significant shifts in their audience levels over the previous survey. Power 98.7 grew its weekly audience figures from 0.1% to 0.2% (large urban data only), taking its numbers up by a healthy 52,000 listeners to 91,000 in total.

In the Western Cape, The Voice of the Cape, which previously shared a frequency with Radio 786, lost audience across the week. It now has 182,000 listeners and reaches 4.2% of the Western Cape, down from 5.7% (large urban data only).

Demographic shifts

- 5FM lost audience in cities and large towns on an average Monday to Friday.
- The community radio sector lost audience in Pietermaritzburg across the week.

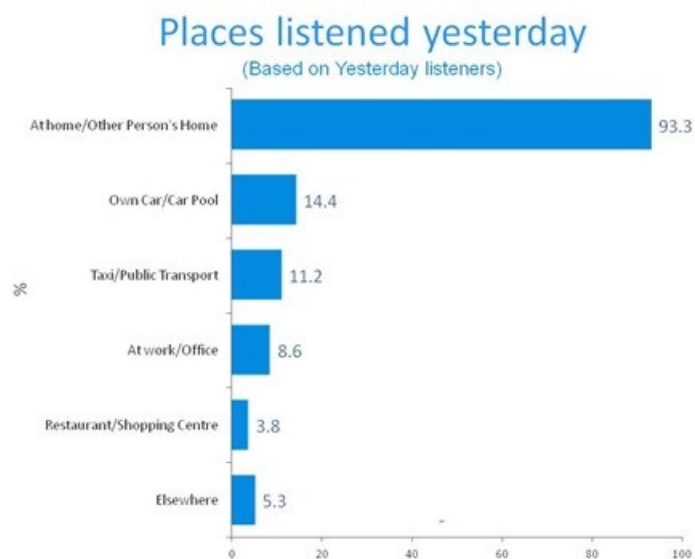
Top stations

The top stations in terms of gross quarter hours on an average Monday to Friday are:

	Total province	English-speaking homes	Afrikaans-speaking homes	Nguni-speaking homes	Sotho-speaking homes
Gauteng	Metro FM, listened to by 13.1% of GP.	94.7 Highveld Stereo is the top station in 22.1% of English homes.	Jacaranda FM, 29.7%	Ukhozi FM, 28.9%	Lesedi FM, 21.0%

KwaZulu-Natal	Ukhozi FM, listened to by 60.1% of KZN.	East Coast Radio, 50.7%	-	Ukhozi FM: 69.0% of Nguni homes listen to this station.	-
Western Cape	Umhlobo Wenene FM, listened to by 23.1% of the province.	Heart 104.9 FM, 18.9%	RSG is listened to by 25.5% of Afrikaans homes.	Umhlobo Wenene FM, 62.8%%	

Where people listen



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