

Latest RAMS figures under the microscope

The latest RAMS figures, which cover the period March-June 2012 compared to the same period 2011 has been put under the microscope by The MediaShop. Please note: The opinions expressed here are those of The MediaShop and might not necessarily be shared by the Radio Advertising Bureau South Africa, on which the opinions are based.



Radio listenership trends and changes:

- On average, people are listening to radio for two minutes longer than they were in the last diary. On an average day people are listening for three hours and 33 minutes.
- The increased listenership can be seen between 7:30-9:30am on Saturdays, 7:45-9:15am and again 7-8:15pm on Sundays. Monday to Friday listenership is relatively stable.
- In an average week, nationally people listen to 2.1 stations. Gauteng is the highest at 2.4 stations followed by North-West at 2.2 stations.
- The majority of listeners fall into LSM groups 4-7 (65% of all radio listeners).
- 78% are Black, 11.7% are White, 7.7% are Coloured and 2.6% are Indian
- Radio listenership via a cellphone is up by 24% diary on diary.

Putting the past seven day listenership under the microscope the following changes are visible:

Increases

- Highveld: up by 5%
- Talk Radio 702: up by 10.3%
- Tru FM: up by 15.3%

Decreases

- YFM: down by 7.1%
- Kaya FM: down by 8.2%
- Good Hope FM: down by 7.2%
- Cape Talk: down by 15%
- MPower: down by 17.1%

Overall, total community radio listenership is up by 0.3% and total commercial/PBS (public broadcast services) is up by 0.5% resulting in a total increase of 0.5% for the past seven day listenership. Please note that this is statistically not regarded as any change.

The average day (Monday-Friday) listenership figures are not all that different with the overall change for total radio at 0.3%.

The stations recording changes are:

Increases

- Highveld: up by 5.4%
- Talk Radio 702: up by 15%
- OFM: up by 6.5%
- Tru FM: up by 18.4%

Decreases

- Kaya FM: down by 5.5%
- KFM: down by 5.6%
- Good Hope FM: down by 8.2%
- MPower: down by 25%

In conclusion, the bulk of the audience figures are stable.

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