

**COMMUNITY STATION SUMMARY
STATION AUDIENCE - PAST 7 DAYS**

**ADULTS
100% = 32 498 000**

The table below gives the latest audience figures for community radio stations from SAARF RAMS.

Over and above the thousands of listeners and percentages of the total adult population for each radio station, the table also indicates the range (both in percentages and thousands) in which the true audience figure lies, with a statistical certainty of 95%.

Let us look at an example:

RADIO 786 / VOICE OF THE CAPE - 181,000 past 7 day listeners, 0.6% of total adults - RAMS February 2010.

The table indicates that there is a range of plus or minus 0.10%; and plus or minus 31,000 listeners. This means that we can be 95% certain that the true value of RADIO 786 / VOICE OF THE CAPE lies somewhere in the range (0.6 – 0.10% to 0.6 + 0.10%, that is, 0.50% to 0.70%) or (181,000 – 31,000 to 181,000 + 31,000, that is, 150,000 to 212,000 listeners).

It is important to bear these ranges in mind when comparing listenership from one RAMS release to another. The audience figures for RAMS November 2009 also have a range of possible values, and only when there is no overlap between the RAMS November 2009 and RAMS February 2010 ranges, is the audience figure in the one RAMS release significantly different from the other release with a 95% degree of statistical certainty.

In the case of RADIO 786 / VOICE OF THE CAPE, the RAMS November 2009 release was 220,000 past 7 day listeners, 0.7% of total adults. The RAMS November 2009 table indicates that there was a range of plus or minus 0.10%; and plus or minus 33,000 listeners. This means that we can be 95% certain that the true value of RADIO 786 / VOICE OF THE CAPE was somewhere in the range(0.7 – 0.10% to 0.7 + 0.10%, that is, 0.60% to 0.80%) or (220,000 – 33,000 to 220,000 + 33,000, that is, 187,000 to 253,000 listeners).

When you compare these figures with the RAMS February 2010 figures, you will see that the ranges overlap and therefore there is no statistical significant difference between them.

	RAMS 2008 FEB '09		RAMS 2009 APR '09		RAMS 2009 JUN '09		RAMS 2009 AUG '09		RAMS 2009 OCT '09		RAMS 2009 NOV '09		RAMS 2009 FEB '10	
	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000
W. CAPE														
RADIO 786 / VOICE OF THE CAPE (90.9 / 90.7 / 95.8 / 100.4 FM)	0.5	167	0.5	145	0.6	176	0.6	191	0.6	196	0.7	220	0.6	181
RADIO ATLANTIS 107.9 (RAFM)	0.1	21	0.1	25	0.1	26	0.1	23	0.1	25	0.1	18	0.0	16
BUSH RADIO 89.5 FM	0.3	84	0.4	110	0.4	123	0.3	101	0.3	84	0.3	92	0.2	77
RADIO CCFM 107.5	0.3	95	0.3	80	0.3	109	0.4	128	0.4	136	0.4	123	0.3	92
EDEN FM	0.3	102	0.3	98	0.3	106	0.4	127	0.4	112	0.4	128	0.4	116
FINE MUSIC RADIO (FMR) 101.3	0.2	50	0.2	51	0.1	36	0.1	40	0.1	42	0.1	43	0.1	32
FRANSCHHOEK FM 87.6	0.0	0*	0.0	2*	0.0	3*	0.0	2*	0.0	9	0.0	11	0.0	13
RADIO GAMKALAND	#	#	#	#	#	#	\$	\$	\$	\$	0.0	2*	0.0	1*
RADIO HELDERBERG 93.6 FM	0.1	32	0.1	31	0.1	29	0.1	29	0.1	29	0.1	46	0.1	42
RADIO KC 107.7 FM	0.2	74	0.2	61	0.2	63	0.2	67	0.1	47	0.1	44	0.1	45
MFM 92.6	0.1	31	0.1	33	0.1	31	0.1	20	0.1	21	0.1	29	0.1	23
RADIO NAMAKWALAND 93.4FM	0.1	33	0.1	33	0.1	33	0.1	33	0.1	30	0.1	31	0.1	30
REENBOOG FM	#	#	#	#	#	#	#	#	\$	\$	0.0	3*	0.0	2*
RADIO TYGERBERG 104 FM	0.9	271	0.9	272	0.9	277	0.8	258	0.9	282	0.9	307	0.9	279
UCT RADIO 104.5FM	0.1	18	0.1	20	0.1	23	0.1	28	0.1	28	0.1	27	0.1	18
VALLEI FM 88.8	0.2	61	0.2	64	0.2	63	0.2	50	0.1	24	0.1	30	0.1	23
RADIO WEST COAST 92.3FM	0.1	38	0.1	41	0.1	41	0.1	41	0.1	17	0.1	17	0.1	18
ZIBONELE COMMUNITY RADIO (98.2FM)	0.6	180	0.6	196	0.8	241	0.8	236	0.7	227	0.6	207	0.7	215
TOTAL COMMUNITY RADIO-W.CAPE	3.3	1037	3.4	1051	3.6	1127	3.6	1127	3.4	1086	3.6	1165	3.2	1047
N. CAPE														
RADIO KABOESNA 98 FM	0.0	7	0.0	7	0.0	8	0.0	10	0.0	9	0.0	8	0.0	4
RADIO ORANIA	0.0	2*	0.0	2*	0.0	2*	0.0	0*	0.1	22	0.1	22	0.1	19
RADIO RIVERSIDE 98.2FM	0.3	81	0.3	80	0.3	82	0.3	84	0.3	83	0.3	84	0.2	81
RADIO TEEMANENG STEREO 89.1 FM	0.3	100	0.3	96	0.3	91	0.3	99	0.3	110	0.3	111	0.3	112
ULWAZI FM	0.0	0*	0.0	0*	0.0	1*	0.0	2*	0.0	5	0.0	4	0.0	1
X-K FM 107.9	0.0	8	0.0	6	0.0	2	0.0	3	0.0	10	0.0	10	0.0	6
TOTAL COMMUNITY RADIO-N.CAPE	0.7	221	0.7	216	0.7	212	0.7	221	0.7	234	0.7	237	0.7	241
E. CAPE														
ALFRED NZO COMMUNITY RADIO 98.3/93.8 FM	0.1	33	0.1	35	0.1	33	0.1	32	0.9	287	1.0	317	1.0	317
BAYFM 107.9	0.2	72	0.2	56	0.1	45	0.2	72	0.3	82	0.2	75	0.3	92
EKHEPHINI COMMUNITY RADIO	#	#	#	#	\$	\$	\$	\$	0.0	0	0.0	0	0.0	0
EMMANUEL HAVEN FM	#	#	#	#	#	#	#	#	#	#	#	#	#	#
FORTE COMMUNITY RADIO	0.0	0	0.0	0	0.0	0	0.0	0	0.0	6	0.0	6	0.0	7
RADIO GRAAFF-REINET	0.0	5	0.0	5	0.0	5	0.0	5	0.1	16	0.0	16	0.0	16
RADIO GRAHAMSTOWN	#	#	\$	\$	0.1	18	0.1	25	0.1	20	0.1	19	0.1	36
INKONJANI FM	#	#	#	#	\$	\$	\$	\$	0.0	4	0.0	4	0.0	6
KHANYA COMMUNITY RADIO	0.3	94	0.3	86	0.3	86	0.3	80	0.3	99	0.3	92	0.3	96
KINGFISHER FM	0.2	64	0.2	54	0.2	53	0.2	55	0.2	61	0.2	66	0.2	71
KOWIE FM	#	#	#	#	\$	\$	\$	\$	\$	\$	\$	\$	0.0	2*
LINK FM 97.1	0.6	175	0.5	149	0.5	145	0.5	144	0.4	123	0.4	139	0.5	151
LUKHANJI COMMUNITY RADIO	#	#	#	#	#	#	#	#	#	#	#	#	#	#
MDANTSANE FM	#	#	#	#	#	#	#	#	#	#	#	#	#	#
NKQBELA COMMUNITY RADIO STATION	0.8	241	0.7	211	0.7	215	0.7	208	0.6	188	0.6	183	0.5	178
RHODES MUSIC RADIO (RMR 89.7FM)	0.1	18	0.0	15	0.0	15	0.0	11	0.0	7	0.0	7	0.0	6
TAKALANI COMMUNITY RADIO (TCR FM) 98.2 MHZ	0.2	50	0.2	48	0.2	48	0.2	49	0.3	84	0.3	84	0.3	82
UNIQUE FM 90.0 MHZ	0.0	13	0.0	13	0.0	13	0.0	15	0.0	13	0.0	10	0.0	10
UNITRA COMMUNITY RADIO (UCR-FM)	1.3	396	1.2	388	1.2	366	1.1	352	1.0	318	1.1	343	1.0	323
VUKANI COMMUNITY RADIO	0.4	123	0.5	141	0.5	145	0.5	141	0.2	77	0.3	83	0.3	91
TOTAL COMMUNITY RADIO-E.CAPE	3.8	1200	3.6	1136	3.6	1113	3.6	1133	4.1	1301	4.2	1375	4.3	1389

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	RAMS 2008 FEB '09		RAMS 2009 APR '09		RAMS 2009 JUN '09		RAMS 2009 AUG '09		RAMS 2009 OCT '09		RAMS 2009 NOV '09		RAMS 2009 FEB '10	
	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000
FREE STATE														
KARABO FM	#	#	#	#	\$	\$	\$	\$	0.1	23	0.1	26	0.1	27
KOVSIE FM 97.0	0.1	37	0.1	40	0.1	43	0.1	46	0.1	44	0.1	36	0.1	30
LENTSWE COMMUNITY RADIO	0.0	13	0.1	29	0.1	33	0.1	31	0.2	49	0.1	32	0.0	12
MOSUPATSELA FM STEREO	0.6	184	0.6	176	0.5	148	0.5	159	0.6	173	0.6	196	0.6	181
MOTHEO FM	#	#	#	#	\$	\$	\$	\$	0.4	115	0.4	130	0.4	123
NALEDI COMMUNITY RADIO STATION	0.1	24	0.1	24	0.1	24	0.1	27	0.1	44	0.2	51	0.2	53
OVERVAAL STEREO	0.1	34	0.1	31	0.0	13	0.1	23	0.1	32	0.1	25	0.1	27
RADIO PANORAMA 107.6 FM	0.1	25	0.1	33	0.1	24	0.1	17	0.1	20	0.1	19	0.1	21
QWAQWA RADIO	0.7	210	0.7	215	0.7	215	0.7	212	0.7	232	0.7	237	0.7	239
RADIO ROSESTAD 100.6 FM	0.1	27	0.1	38	0.1	40	0.1	45	0.1	45	0.1	32	0.1	47
SETSOTO FM STEREO	0.1	41	0.1	38	0.1	36	0.1	29	0.2	52	0.2	57	0.2	65
TOTAL COMMUNITY RADIO-F.STATE	1.8	554	1.8	573	1.7	542	1.9	588	2.2	698	2.1	694	2.1	681
KWAZULU - NATAL														
DYR 105.1 FM	0.2	58	0.3	83	0.3	86	0.2	77	0.2	77	0.2	68	0.2	75
GNCR 93.6FM	0.1	24	0.1	29	0.1	25	0.1	26	0.1	25	0.1	23	0.1	21
HIGHWAY RADIO 101.5FM	0.3	97	0.3	90	0.4	112	0.3	104	0.3	108	0.4	115	0.4	118
HINDVANI	0.2	72	0.2	59	0.2	67	0.2	73	0.2	55	0.2	50	0.2	64
ICORA FM	0.5	142	0.5	141	0.5	142	0.5	142	0.6	200	0.6	211	0.6	203
IMBOKODO 96.8 FM	0.4	125	0.4	120	0.3	106	0.3	101	0.2	48	0.2	49	0.1	39
INANDA 88.4 FM	#	#	#	#	\$	\$	\$	\$	0.3	83	0.3	83	0.2	61
IZWI LOMZANSI 98.0 FM	0.3	89	0.4	110	0.4	121	0.3	103	0.4	119	0.4	126	0.4	141
RADIO KHWEZI	0.4	130	0.4	132	0.4	136	0.4	131	0.8	246	0.8	274	0.8	265
MAPUTALAND COMMUNITY RADIO 107.6 FM	0.4	116	0.4	119	0.4	119	0.4	116	0.2	71	0.2	75	0.2	74
NEWCASTLE COMMUNITY RADIO	0.3	103	0.3	109	0.3	101	0.3	90	0.4	139	0.5	155	0.4	142
SHINE COMMUNITY RADIO	#	#	#	#	#	#	#	#	#	#	#	#	#	#
RADIO SUNNY SOUTH	0.1	39	0.1	39	0.1	39	0.1	39	0.1	28	0.1	28	0.1	27
UBUHLEBESHOWE COMMUNITY RADIO (ZULULAND FM)	#	#	#	#	\$	\$	\$	\$	0.1	19	0.1	19	0.0	16
UMGUNGUNDOLOVU COMM. RADIO (U107.6 FM)	#	#	#	#	#	#	#	#	#	#	#	#	#	#
VIBE FM	#	#	#	#	\$	\$	\$	\$	0.1	21	0.1	27	0.1	19
TOTAL COMMUNITY RADIO-KZN.	3.0	927	3.0	940	3.1	960	3.1	955	3.4	1059	3.4	1098	3.4	1100
MPUMALANGA														
ALPHA 97.8 FM	0.1	25	0.1	25	0.1	25	0.1	28	0.1	40	0.1	43	0.1	45
BARBERTON COMMUNITY RADIO (BCR 104.1FM)	0.4	128	0.4	128	0.4	127	0.4	127	0.3	98	0.3	103	0.3	107
RADIO BUSHBUCKRIDGE	0.4	113	0.4	113	0.4	115	0.4	118	0.4	129	0.4	133	0.4	132
RADIO ERMELO 104 FM STEREO	0.0	5	0.0	5	0.0	5	0.0	5	0.0	6	0.0	5	0.0	5
GREATER MIDDELBURG FM 89.7 FM	0.0	11	0.0	11	0.0	15	0.1	18	0.1	25	0.1	40	0.1	34
KANGALA COMMUNITY RADIO SERVICES (K.C.R.S. 92.8 FM)	0.1	39	0.1	41	0.1	33	0.1	35	0.1	20	0.1	22	0.1	30
KANYAMAZANE COMMUNITY RADIO	#	#	#	#	#	#	#	#	#	#	#	#	#	#
RADIO KRAGBRON 93.1FM STEREO	0.1	28	0.1	23	0.1	45	0.1	25	0.1	29	0.1	33	0.1	37
KRIEL INFO RADIO	0.0	5	0.0	5	0.0	5	0.0	5	0.0	0	0.0	0	0.0	0
RADIO LAEVELD 100.5FM STEREO	0.1	19	0.1	19	0.1	19	0.1	20	0.0	2	0.0	1	0.0	3
LIGWA COMMUNITY RADIO	#	#	#	#	#	#	#	#	#	#	#	#	#	#
MOUTSE COMMUNITY RADIO	0.3	103	0.3	103	0.3	108	0.3	109	0.3	97	0.3	103	0.3	106
RADIO PLATORAND 99.3FM	0.0	1	0.0	4	0.0	4	0.0	0	0.0	6	0.0	9	0.0	3
STANDERTON INFO RADIO	0.0	1	0.0	2	0.0	0	0.0	4	0.0	3	0.0	0	0.0	4
TOTAL COMMUNITY RADIO-MPUM.	1.3	420	1.3	414	1.4	424	1.3	421	1.3	418	1.4	451	1.4	454
LIMPOPO														
BOTLOKWA COMMUNITY RADIO STATION 89.3FM	0.4	123	0.4	123	0.4	123	0.4	123	0.1	37	0.1	40	0.1	41
GREATER LEBOWAKGOMO COMM. RADIO (GLFM 89.8 MHz)	0.2	47	0.2	47	0.2	47	0.2	48	0.1	19	0.1	20	0.1	21
MAKHADO FM 107.3	#	#	#	#	\$	\$	\$	\$	0.1	19	0.1	18	0.1	19
MOHODI COMMUNITY RADIO 98.8 FM	0.1	30	0.1	29	0.1	29	0.1	28	0.2	60	0.2	60	0.2	59
MOKOPANE COMMUNITY RADIO STATION 100.0 MHZ	0.1	46	0.1	46	0.1	45	0.2	47	0.2	52	0.2	51	0.2	49
MOLETSI COMMUNITY RADIO STATION	0.1	19	0.1	18	0.1	20	0.1	20	0.2	78	0.2	78	0.2	78
PHALABORWA COMMUNITY RADIO STATION	0.0	14	0.0	14	0.0	12	0.0	13	0.1	44	0.1	43	0.1	44
SEKGOSESE COMMUNITY RADIO	0.8	263	0.8	262	0.8	263	0.8	264	0.6	179	0.6	182	0.6	184
SEKHUKHUNE COMMUNITY RADIO (SK FM)	#	#	#	#	#	#	#	#	#	#	#	#	#	#
THABA STEREO104.9 FM	0.0	0*	0.0	0*	0.0	2*	0.0	4*	0.0	9	0.0	9	0.0	8
THABAZIMBI RADIO STATION	#	#	#	#	#	#	#	#	#	#	#	#	#	#
TUBATSE PROGRESSIVE COMMUNITY RADIO	#	#	#	#	#	#	\$	\$	\$	\$	0.0	0*	0.0	0*
RADIO TURF	0.1	40	0.1	41	0.1	41	0.1	41	0.1	33	0.1	37	0.1	38
UNIVEN COMMUNITY RADIO 99.8 FM	0.5	168	0.5	169	0.5	168	0.5	168	0.3	107	0.4	115	0.4	117
TOTAL COMMUNITY RADIO-LIMPOPO	2.6	809	2.6	811	2.6	814	2.6	812	2.0	628	2.0	645	2.0	643

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	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000
GAUTENG														
1485 RADIO TODAY	0.0	8	0.0	6	0.0	7	0.0	8	0.0	6	0.0	9	0.0	10
RADIO 1584	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.0	2	0.0	1
ALEX FM	0.1	33	0.1	38	0.1	36	0.1	38	0.1	34	0.1	27	0.1	39
CHAI FM	0.0	0*	0.0	0*	0.0	0*	0.0	1*	0.0	1	0.0	2	0.0	4
ARROW LINE CHINESE RADIO STATION	#	#	#	#	#	#	#	#	#	#	#	#	#	#
EAST RAND STEREO 93.9FM / EFM	0.1	44	0.1	39	0.2	48	0.2	54	0.1	34	0.1	20	0.1	24
EASTWAVE RADIO 92.2 FM	0.0	2	0.0	7	0.0	14	0.0	14	0.1	18	0.0	13	0.0	3
HEIDELBERG COMM. RADIO	#	#	#	#	#	#	#	#	#	#	#	#	#	#
HELLENIC RADIO (THE NEW PAN-HELLENIC VOICE)	0.0	2	0.0	7	0.0	6	0.0	9	0.0	9	0.0	1	0.0	0
IFM 102.2 (ISCORIAN FM)	0.1	37	0.1	30	0.1	37	0.2	48	0.1	42	0.2	51	0.1	43
IMPACT RADIO	0.1	33	0.1	45	0.1	33	0.1	35	0.2	48	0.1	35	0.1	28
RADIO ISLAM MW 1548	0.1	28	0.1	32	0.1	42	0.1	33	0.1	26	0.1	30	0.1	35
JOZI FM	1.7	539	1.7	545	1.7	529	1.7	540	1.7	549	1.7	566	1.7	539
KASIE FM 97.1	0.2	56	0.2	78	0.4	111	0.3	103	0.3	93	0.3	97	0.3	95
MID CITIES RADIO	#	#	#	#	#	#	#	#	#	#	#	#	#	#
RADIO MIDRAND 93.8 FM	0.0	1*	0.0	9*	0.0	9*	0.0	4*	0.0	1	0.0	1	0.0	2
RADIO PRETORIA	0.2	71	0.2	63	0.2	69	0.2	66	0.3	94	0.3	108	0.3	101
RAINBOW FM 90.7	0.2	54	0.2	55	0.2	50	0.2	48	0.1	41	0.2	50	0.2	50
RADIO RIPPEL 90.5 FM	0.0	12	0.1	18	0.1	21	0.0	14	0.0	5	0.0	5	0.1	18
SOSHANGUVE COMMUNITY RADIO	0.4	110	0.4	114	0.3	105	0.3	94	0.3	102	0.4	120	0.4	129
THETHA FM 100.6	0.6	192	0.5	141	0.6	182	0.7	206	0.7	213	0.6	211	0.5	171
TUKS FM 107.2	0.1	44	0.2	53	0.2	52	0.1	38	0.2	49	0.1	38	0.1	38
TUT FM 96.2 (TNG FM)	0.1	26	0.1	34	0.1	32	0.1	41	0.1	39	0.1	48	0.1	49
TUT TOP STEREO 93.6	0.1	25	0.1	27	0.1	24	0.1	29	0.1	41	0.1	44	0.1	44
UJFM 95.4	0.0	13	0.0	15	0.0	8	0.0	9	0.1	17	0.0	15	0.0	6
UFM (UNISA RADIO) 98.9FM	#	#	#	#	#	#	#	#	#	#	#	#	#	#
VCR / 90.6 FM STEREO	0.1	20	0.1	17	0.1	22	0.1	28	0.1	42	0.1	46	0.1	49
VOICE OF TEMBISA	0.1	41	0.2	67	0.2	74	0.3	80	0.2	54	0.2	63	0.3	90
VOICE OF WITS (VOW) 90.5	#	#	#	#	#	#	#	#	#	#	#	#	#	#
VUT FM 96.9	0.1	46	0.2	49	0.2	49	0.1	43	0.1	42	0.2	52	0.2	64
TOTAL COMMUNITY RADIO-GAUTENG	4.3	1349	4.4	1374	4.5	1408	4.6	1438	4.3	1365	4.2	1367	4.1	1341
NORTH WEST														
AGANANG FM	#	#	#	#	\$	\$	\$	\$	0.1	37	0.1	45	0.1	41
BOSVELD STEREO	#	#	#	#	\$	\$	\$	\$	0.0	12	0.0	12	0.0	14
LETLHABILE COMMUNITY RADIO	0.2	51	0.2	50	0.2	49	0.2	50	0.1	33	0.1	32	0.1	32
LICHVAAL STEREO-92.6FM (RADIO LICHTENBURG)	0.0	6	0.0	5	0.0	5	0.0	4	0.0	10	0.0	9	0.0	8
MAFIKENG COMMUNITY RADIO 96.7	#	#	#	#	\$	\$	\$	\$	0.1	39	0.1	39	0.1	35
RADIO MAFISA 93.4 FM	0.7	217	0.7	224	0.6	196	0.6	181	0.4	122	0.4	126	0.4	140
MORETELE COMMUNITY RADIO 106.6FM	0.3	88	0.3	87	0.2	56	0.2	57	0.2	78	0.2	75	0.2	78
PUKFM 93.6	0.0	0	0.0	1	0.0	3	0.0	3	0.0	3	0.0	4	0.0	4
STAR FM 102.9 MHZ	0.0	6*	0.0	11*	#	#	#	#	#	#	#	#	#	#
VAALTAR FM (VTR FM)	0.5	155	0.5	160	0.5	155	0.5	153	0.4	114	0.3	113	0.4	114
TOTAL COMMUNITY RADIO-N.WEST	1.5	476	1.6	490	1.4	437	1.4	443	1.3	424	1.4	445	1.4	445
VARSAITY RADIO NETWORK	1.2	362	1.2	370	1.1	359	1.2	384	1.3	396	1.2	399	1.2	403
TOTAL COMMUNITY RADIO	22.3	6993	22.4	7007	22.5	7037	22.8	7138	22.9	7214	23.0	7477	22.6	7340
TOTAL NON-COMMUNITY RADIO	91.3	28569	90.3	28269	88.8	27798	88.4	27675	84.7	26706	84.9	27597	84.7	27537
TOTAL RADIO	93.7	29340	92.6	28974	91.0	28475	90.8	28438	87.0	27440	87.3	28360	87.1	28290

Radio not on air during fieldwork period
\$ Not on air for full fieldwork period
* Large urban data only
NOTE: NO TREND DATA IS AVAILABLE IF LEFT BLANK