

The word 'RAMS' is rendered in a bold, blocky, sans-serif font. The letters are filled with a dark, textured pattern that appears to be a close-up of a crowd or a similar scene. A hand is visible on the right side, pointing upwards, partially overlapping the letter 'S'.

RAMS

A person is silhouetted against a bright, hazy background, with their arms raised in a celebratory gesture. The person's head is turned slightly to the right. In the foreground, the back of another person's head is visible, holding a smartphone up to take a picture or video. The overall scene suggests a concert or a large public event.

RAMS



947

The station that brings together the pace and diversity of Joburg, 947 plugs into the common attitudes of the people of the city and amplifies the energy of this remarkable place.

With over 1,2 million listeners and audiences of many more on multiple content platforms, the station connects through presenters with big personalities, music that rocks and promotions that are memorable, exciting and entertaining.

Warm, authentic, ambitious and optimistic, 947 reflects the all or nothing philosophy that runs through Joburg's streets and keeps the city and its citizens constantly in motion.



## QUICK FACTS



- Male 50%
- Female 50%



- **LSM 9 – 10** 52%
- LSM 7 – 8 33%
- LSM 5 – 6 13%



- 25 – 34 30%
- **35 – 49** 31%
- 50+ 17%



- Coloureds 6%
- **Whites** 45%
- Blacks 39%
- Indians 9%



## AUDIENCE

1.232m listeners over a 7 day period

RAMS Apr to Sep 2015



### RACE

|      | Coloureds | Whites | Blacks | Indians |
|------|-----------|--------|--------|---------|
| 000s | 79        | 560    | 480    | 113     |
| %    | 6         | 45     | 39     | 9       |

### GENDER

|      | Female | Male |
|------|--------|------|
| 000s | 622    | 610  |
| %    | 50     | 50   |

### AGE

|      | 15 - 24 | 25 - 34 | 35 - 49 | 50 - 64 | 65+ |
|------|---------|---------|---------|---------|-----|
| 000s | 264     | 375     | 386     | 159     | 48  |
| %    | 21      | 30      | 31      | 13      | 4   |

### WORK STATUS

|      | Work Full Time | Work Part Time | Housewife | Student | Retired | Unemployed |
|------|----------------|----------------|-----------|---------|---------|------------|
| 000s | 707            | 77             | 78        | 173     | 57      | 140        |
| %    | 57             | 6              | 6         | 14      | 5       | 11         |



# AUDIENCE

1.232m listeners over a 7 day period

RAMS Apr to Sep 2015

## Cume by Daypart



Mon-Fri Week Cume

| Daypart   | (000)'s | %   |
|-----------|---------|-----|
| 0000-2400 | 1150    | 100 |
| 0100-0400 | 43      | 4   |
| 0400-0600 | 153     | 13  |
| 0600-0900 | 734     | 64  |
| 0900-1200 | 440     | 38  |
| 1200-1500 | 498     | 43  |
| 1500-1900 | 679     | 59  |
| 1900-2200 | 186     | 16  |
| 2200-2500 | 80      | 7   |

Saturday Day Cume

| Daypart   | (000)'s | %   |
|-----------|---------|-----|
| 0000-2400 | 497     | 100 |
| 0100-0400 | 13      | 3   |
| 0400-0700 | 85      | 17  |
| 0700-1000 | 225     | 45  |
| 1000-1400 | 248     | 50  |
| 1400-1800 | 236     | 47  |
| 1800-2200 | 79      | 16  |
| 2200-2500 | 24      | 5   |

Mon-Fri Day Cume

| Daypart   | (000)'s | %   |
|-----------|---------|-----|
| 0000-2400 | 618     | 100 |
| 0100-0400 | 17      | 3   |
| 0400-0600 | 57      | 9   |
| 0600-0900 | 328     | 53  |
| 0900-1200 | 167     | 27  |
| 1200-1500 | 186     | 30  |
| 1500-1900 | 278     | 45  |
| 1900-2200 | 62      | 10  |
| 2200-2500 | 28      | 5   |

Sunday Day Cume

| Daypart   | (000)'s | %   |
|-----------|---------|-----|
| 0000-2400 | 380     | 100 |
| 0100-0400 | 23      | 6   |
| 0400-0700 | 68      | 18  |
| 0700-1000 | 161     | 42  |
| 1000-1400 | 152     | 40  |
| 1400-1800 | 189     | 50  |
| 1800-2100 | 83      | 22  |
| 2100-2400 | 29      | 8   |



## 947 – Monday-Friday Week Cume by Daypart

RAMS Apr to Sep 2015 December release

|                  | 0100-0400 |     | 0400-0600 |     | 0600-0900 |     | 0900-1200 |     | 1200-1500 |     | 1500-1900 |     | 1900-2200 |     | 2200-2500 |     |
|------------------|-----------|-----|-----------|-----|-----------|-----|-----------|-----|-----------|-----|-----------|-----|-----------|-----|-----------|-----|
|                  | (000)'s   | %   | (000)'s   | %   | (000)'s   | %   | (000)'s   | %   | (000)'s   | %   | (000)'s   | %   | (000)'s   | %   | (000)'s   | %   |
| Total            | 43        | 100 | 153       | 100 | 734       | 100 | 440       | 100 | 498       | 100 | 679       | 100 | 186       | 100 | 80        | 100 |
| 15-24            | 8         | 19  | 28        | 18  | 145       | 20  | 85        | 19  | 105       | 21  | 149       | 22  | 42        | 23  | 21        | 26  |
| 25-34            | 21        | 49  | 42        | 27  | 218       | 30  | 131       | 30  | 158       | 32  | 192       | 28  | 43        | 23  | 19        | 24  |
| 35-49            | 12        | 28  | 48        | 31  | 247       | 34  | 148       | 34  | 148       | 30  | 208       | 31  | 59        | 32  | 25        | 31  |
| 50-64            | 1         | 2   | 29        | 19  | 102       | 14  | 61        | 14  | 68        | 14  | 105       | 15  | 30        | 16  | 11        | 14  |
| 65+              | 1         | 2   | 6         | 4   | 22        | 3   | 16        | 4   | 18        | 4   | 26        | 4   | 12        | 6   | 3         | 4   |
| Men              | 22        | 51  | 72        | 47  | 355       | 48  | 215       | 49  | 213       | 43  | 320       | 47  | 82        | 44  | 49        | 61  |
| Women            | 21        | 49  | 81        | 53  | 378       | 51  | 225       | 51  | 285       | 57  | 359       | 53  | 103       | 55  | 31        | 39  |
| Blacks           | 32        | 74  | 56        | 37  | 259       | 35  | 165       | 38  | 179       | 36  | 234       | 34  | 93        | 50  | 51        | 64  |
| Coloureds        | 1         | 2   | 7         | 5   | 42        | 6   | 25        | 6   | 26        | 5   | 39        | 6   | 8         | 4   | 5         | 6   |
| Indians          | 0         | 0   | 8         | 5   | 72        | 10  | 33        | 8   | 41        | 8   | 64        | 9   | 16        | 9   | 6         | 8   |
| Whites           | 9         | 21  | 81        | 53  | 361       | 49  | 217       | 49  | 252       | 51  | 342       | 50  | 70        | 38  | 19        | 24  |
| LSM 1-4          | 5         | 12  | 1         | 1   | 12        | 2   | 8         | 2   | 6         | 1   | 5         | 1   | 0         | 0   | 2         | 3   |
| LSM 5-6          | 5         | 12  | 16        | 10  | 86        | 12  | 61        | 14  | 71        | 14  | 53        | 8   | 23        | 12  | 16        | 20  |
| LSM 7-8          | 23        | 53  | 44        | 29  | 242       | 33  | 168       | 38  | 168       | 34  | 249       | 37  | 91        | 49  | 46        | 58  |
| LSM 9-10         | 9         | 21  | 91        | 59  | 393       | 54  | 203       | 46  | 253       | 51  | 372       | 55  | 72        | 39  | 17        | 21  |
| Up to R7999 HH   | 8         | 19  | 6         | 4   | 67        | 9   | 48        | 11  | 59        | 12  | 58        | 9   | 21        | 11  | 16        | 20  |
| R8000-R10999 HH  | 15        | 35  | 26        | 17  | 61        | 8   | 40        | 9   | 52        | 10  | 56        | 8   | 22        | 12  | 13        | 16  |
| R11000-R19999 HH | 6         | 14  | 21        | 14  | 129       | 18  | 84        | 19  | 97        | 19  | 131       | 19  | 46        | 25  | 21        | 26  |
| R20000+ HH       | 13        | 30  | 99        | 65  | 477       | 65  | 269       | 61  | 290       | 58  | 435       | 64  | 97        | 52  | 31        | 39  |