





702

A platform for spirited conversations, 702 brings together the diverse and divided, giving them a chance to speak their mind - and open other's minds.

By encouraging audiences to explore a variety of opinions, 702 believes that we broaden our own views, and get a better understanding of the South African experience. Fascinated by what is happening in our world, and inspired by the challenge of making sense of it, 702 strives to empower audiences through knowledge.

Attracting an influential audience, committed to taking the country forward, 702 thrives on engagement with opinions from across the spectrum and believes that robust debate and shared experiences have the power to transform our society.



QUICK FACTS

702



- **Male** 55%
- **Female** 45%



- **LSM 9 – 10** 56%
- **LSM 7 – 8** 32%
- **LSM 5 – 6** 10%



- **25 – 34** 20%
- **35 – 49** 38%
- **50-64** 23%
- **65+** 9%



- **Coloureds** 8%
- **Whites** 32%
- **Blacks** 50%
- **Indians** 10%



AUDIENCE

931k listeners over a 7 day period

RAMS Apr to Sep 2015

702

RACE

	Coloureds	Whites	Blacks	Indians
000s	70	295	469	97
%	8	32	50	10

GENDER

	Female	Male
000s	417	514
%	45	55

AGE

	15 - 24	25 - 34	35 - 49	50 - 64	65+
000s	94	190	353	211	83
%	10	20	38	23	9

WORK STATUS

	Work Full Time	Work Part Time	Housewife	Student	Retired	Unemployed
000s	564	79	44	72	94	79
%	61	8	5	8	10	8



AUDIENCE

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RAMS Apr to Sep 2015

Cume by Daypart

702

Mon-Fri Week Cume

Daypart	(000)'s	%
0500-2900	864	100
0300-0600	136	16
0600-0900	561	65
0900-1200	297	34
1200-1300	159	18
1300-1500	270	31
1500-1800	455	53
1800-2000	236	27
2000-2300	101	12
2300-2700	59	7

Saturday Day Cume

Daypart	(000)'s	%
0000-2400	276	100
0300-0600	23	8
0600-1000	162	59
1000-1300	104	38
1300-1600	91	33
1600-1900	72	26
1900-2100	25	9
2100-2400	18	7

Mon-Fri Day Cume

Daypart	(000)'s	%
0500-2900	457	100
0300-0600	57	12
0600-0900	267	58
0900-1200	121	26
1200-1300	48	11
1300-1500	91	20
1500-1800	174	38
1800-2000	78	17
2000-2300	39	9
2300-2700	22	5

Sunday Day Cume

Daypart	(000)'s	%
0000-2400	244	100
0000-0400	6	2
0400-0600	24	10
0600-1000	119	49
1000-1300	75	31
1300-1600	86	35
1600-1900	78	32
1900-2100	25	10
2100-2400	20	8



702 – Monday-Friday Week Cume by Daypart

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RAMS Apr to Sep 2015 December release

	0300-0600		0600-0900		0900-1200		1200-1300		1300-1500		1500-1800		1800-2000		2000-2300		2300-2700	
	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%
Total	136	100	561	100	297	100	159	100	270	100	455	100	236	100	101	100	59	100
15-24	8	6	48	9	24	8	11	7	27	10	48	11	16	7	13	13	7	12
25-34	26	19	103	18	60	20	31	19	69	26	96	21	47	20	10	10	8	14
35-49	47	35	224	40	112	38	52	33	79	29	161	35	104	44	53	52	30	51
50-64	44	32	131	23	64	22	44	28	68	25	107	24	52	22	17	17	9	15
65+	10	7	54	10	38	13	22	14	27	10	42	9	18	8	8	8	4	7
Men	83	61	321	57	171	58	79	50	146	54	259	57	147	62	68	67	35	59
Women	52	38	240	43	126	42	81	51	124	46	196	43	89	38	33	33	24	41
Blacks	75	55	285	51	142	48	75	47	123	46	210	46	122	52	58	57	48	81
Coloureds	7	5	36	6	26	9	15	9	23	9	35	8	16	7	6	6	3	5
Indians	10	7	57	10	29	10	14	9	32	12	48	11	22	9	11	11	1	2
Whites	43	32	183	33	99	33	55	35	92	34	162	36	76	32	26	26	6	10
LSM 1-4	0	0	0	0	5	2	12	8	13	5	9	2	5	2	5	5	5	8
LSM 5-6	18	13	59	11	44	15	22	14	31	11	38	8	24	10	16	16	17	29
LSM 7-8	51	38	165	29	92	31	43	27	73	27	134	29	77	33	38	38	22	37
LSM 9-10	66	49	338	60	156	53	82	52	154	57	273	60	131	56	42	42	15	25
Up to R7999 HH	21	15	47	8	41	14	26	16	33	12	44	10	29	12	19	19	24	41
R8000-R10999 HH	6	4	33	6	17	6	10	6	17	6	29	6	17	7	13	13	9	15
R11000-R19999 HH	23	17	101	18	55	19	34	21	56	21	67	15	32	14	18	18	3	5
R20000+ HH	85	63	380	68	183	62	90	57	163	60	314	69	159	67	51	50	22	37