





There are people in every community who stand out. People who are passionate about the world they live in; who engage thoughtfully with people and issues and have influence in their communities. These are CapeTalk people.

The station manages to converse openly with the Western Cape's premium market, about things that matter. CapeTalk challenges, inspires, provokes and always gets a reaction.

Unashamedly local, always relevant and defined by a purposeful way of life, CapeTalk hits way above its weight and has earned a loyal audience of exceptional citizens.



QUICK FACTS



- **Male** 52%
- **Female** 48%



- **LSM 9 – 10** 58%
- LSM 7 – 8 25%
- LSM 5 – 6 16%



- 25 – 34 23%
- 35 – 49 20%
- **50+** 44%



- Coloureds 31%
- **Whites** 54%
- Blacks 15%
- Indians 0%



AUDIENCE

100k listeners over a 7 day period

RAMS Apr to Sep 2015

RACE

	Coloureds	Whites	Blacks	Indians
000s	31	54	15	0
%	31	54	15	0

GENDER

	Female	Male
000s	48	52
%	48	52

AGE

	15 - 24	25 - 34	35 - 49	50 - 64	65+
000s	13	23	20	21	23
%	13	23	20	21	23

WORK STATUS

	Work Full Time	Work Part Time	Housewife	Student	Retired	Unemployed
000s	49	6	7	10	22	7
%	49	6	7	10	22	7



AUDIENCE

100k listeners over a 7 day period

RAMS Apr to Sep 2015

Cume by Daypart



Mon-Fri Week Cume

Daypart	(000)'s	%
0500-2900	94	100
0300-0600	15	16
0600-0900	62	66
0900-1200	47	50
1200-1300	31	33
1300-1500	37	39
1500-1800	47	50
1800-2000	29	31
2000-2300	13	14
2300-2700	4	4

Saturday Day Cume

Daypart	(000)'s	%
0000-2400	32	100
0300-0600	4	13
0600-1000	24	75
1000-1300	22	69
1300-1600	13	41
1600-1900	11	34
1900-2100	4	13
2100-2400	3	9

Mon-Fri Day Cume

Daypart	(000)'s	%
0500-2900	59	100
0300-0600	5	8
0600-0900	38	64
0900-1200	24	41
1200-1300	13	22
1300-1500	17	29
1500-1800	29	49
1800-2000	17	29
2000-2300	6	10
2300-2700	2	3

Sunday Day Cume

Daypart	(000)'s	%
0000-2400	31	100
0000-0400	0	0
0400-0600	5	16
0600-1000	19	61
1000-1300	13	42
1300-1600	12	39
1600-1900	8	26
1900-2100	2	6
2100-2400	3	10



CapeTalk – Monday-Friday Week Cume by Daypart

RAMS Apr to Sep 2015 September Release

	0300-0600		0600-0900		0900-1200		1200-1300		1300-1500		1500-1800		1800-2000		2000-2300	
	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%
Total	15	100	62	100	47	100	31	100	37	100	47	100	29	100	13	100
15-24	1	7	6	10	6	13	2	6	2	5	7	15	3	10	2	15
25-34	2	13	12	19	5	11	7	23	8	22	11	23	3	10	2	15
35-49	3	20	14	23	9	19	5	16	5	14	11	23	7	24	1	8
50-64	5	33	17	27	14	30	9	29	11	30	8	17	7	24	4	31
65+	4	27	13	21	13	28	8	26	10	27	11	23	10	34	4	31
Men	8	53	34	55	24	51	12	39	15	41	25	53	15	52	5	38
Women	7	47	28	45	23	49	19	61	22	59	22	47	14	48	8	62
Blacks	3	20	8	13	4	9	2	6	4	11	5	11	5	17	2	15
Coloureds	4	27	18	29	16	34	7	23	6	16	12	26	9	31	3	23
Indians	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Whites	7	47	36	58	27	57	22	71	27	73	30	64	15	52	9	69
LSM 1-4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LSM 5-6	5	33	9	15	6	13	3	10	4	11	5	11	6	21	4	31
LSM 7-8	6	40	17	27	12	26	7	23	9	24	12	26	5	17	3	23
LSM 9-10	4	27	36	58	28	60	21	68	24	65	31	66	18	62	6	46
Up to R7999 HH	8	53	14	23	13	28	7	23	5	14	5	11	9	31	4	31
R8000-R10999 HH	2	13	11	18	9	19	4	13	7	19	9	19	4	14	2	15
R11000-R19999 HH	2	13	10	16	7	15	6	19	5	14	8	17	7	24	3	23
R20000+ HH	3	20	28	45	18	38	15	48	20	54	25	53	10	34	4	31