



RAMS Apr/Sep 2015

[www.kfm.co.za](http://www.kfm.co.za)





Alive with the unique sprit of Cape Town, KFM resonates with the city and its diverse communities. A station that is inspired by the sights, sounds, tastes and happenings in the Western Cape, KFM in turn inspires audiences to go out there and live the great life.

With over 780 000 listeners across the Western Cape, the station has audiences of many more on multiple content platforms. KFM connects through presenters with big personalities who are rooted in the community, great music as well as promotions that are memorable and entertaining.

KFM is a companion for fun times and a trusted source to turn to for the issues that really matter.



## QUICK FACTS



- Male 47%
- **Female 53%**



- **LSM 9 – 10 37%**
- LSM 7 – 8 33%
- LSM 5 – 6 28%



- 25 – 34 28%
- **35 – 49 29%**
- 50+ 17%



- Coloureds **48%**
- Whites **28%**
- Blacks **24%**
- Indians **1%**



## AUDIENCE

785K listeners over a 7 day period

RAMS Apr to Sep 2015



### RACE

	Coloureds	Whites	Blacks	Indians
(000s)	374	220	185	6
%	48	28	24	1

### GENDER

	Female	Male
(000s)	413	372
%	53	47

### AGE

	15 - 24	25 - 34	35 - 49	50 - 64	65+
(000s)	206	220	227	89	44
%	26	28	29	11	6

### WORK STATUS

	Work Full Time	Work Part Time	Housewife	Student	Retired	Unemployed
(000s)	368	59	63	127	47	121
%	47	8	8	16	6	15



# AUDIENCE

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## Cume by Daypart



Mon-Fri Week Cume

Daypart	(000)'s	%
0000-2400	701	100
0000-0400	67	10
0400-0600	70	10
0600-0900	317	45
0900-1200	298	43
1200-1500	281	40
1500-1900	355	51
1900-2200	155	22
2200-2400	58	8

Saturday Day Cume

Daypart	(000)'s	%
0000-2400	335	100
0000-0400	32	10
0400-0700	36	11
0700-1000	158	47
1000-1400	185	55
1400-1800	107	32
1800-2100	58	17
2100-2400	35	10

Mon-Fri Day Cume

Daypart	(000)'s	%
0000-2400	357	100
0000-0400	19	5
0400-0600	21	6
0600-0900	136	38
0900-1200	124	35
1200-1500	111	31
1500-1900	150	42
1900-2200	52	15
2200-2400	19	5

Sunday Day Cume

Daypart	(000)'s	%
0000-2400	233	100
0000-0400	20	9
0400-0700	34	15
0700-1000	71	30
1000-1400	111	48
1400-1800	85	36
1800-2100	61	26
2100-2400	29	12



## KFM – Monday-Friday Week Cume by Daypart



RAMS Apr to Sep 2015 December release

	0000-0400		0400-0600		0600-0900		0900-1200		1200-1500		1500-1900		1900-2200		2200-2400	
	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%
<b>Total</b>	67	100	70	100	317	100	298	100	281	100	355	100	155	100	58	100
15-24	20	30	13	19	56	18	62	21	63	22	101	28	55	35	23	40
25-34	24	36	29	41	92	29	71	24	74	26	106	30	48	31	21	36
35-49	16	24	14	20	109	34	103	35	90	32	92	26	31	20	7	12
50-64	6	9	11	16	43	14	34	11	37	13	43	12	16	10	4	7
65+	1	1	2	3	17	5	28	9	16	6	14	4	5	3	3	5
Men	33	50	37	53	154	49	132	44	125	44	180	51	76	49	29	50
Women	33	50	33	47	164	52	166	56	156	56	175	49	79	51	29	50
Blacks	37	55	31	44	64	20	42	14	57	20	71	20	36	23	13	22
Coloureds	27	40	32	46	126	40	137	46	139	49	174	49	91	59	40	69
Indians	0	0	0	0	3	1	3	1	3	1	3	1	1	1	0	0
Whites	3	4	6	9	125	39	117	39	83	30	107	30	27	17	5	9
LSM 1-4	1	1	2	3	4	1	2	1	3	1	6	2	3	2	1	2
LSM 5-6	36	54	29	41	74	23	64	21	84	30	87	25	45	29	22	38
LSM 7-8	26	39	29	41	99	31	91	31	85	30	132	37	62	40	22	38
LSM 9-10	4	6	10	14	139	44	142	48	109	39	131	37	45	29	15	26
Up to R7999 HH	36	54	45	64	105	33	99	33	110	39	132	37	72	46	28	48
R8000-R10999 HH	9	13	3	4	27	9	27	9	26	9	38	11	16	10	6	10
R11000-R19999 HH	19	28	12	17	63	20	64	21	60	21	78	22	33	21	13	22
R20000+ HH	3	4	9	13	123	39	108	36	84	30	108	30	35	23	11	19