

Audience

47 Profile
November 2017

947 is Joburg amplified.

The city goes from zero to 100 in a split second, and we move along with it.

947 reflects the lifestyle of an upwardly mobile, increasingly black audience. Boasting a listenership with the **highest average household income in Gauteng**, we deliver unparalleled purchasing power to advertisers.

947 connects to the city through a mix of popular contemporary hits, larger-than-life personalities and epic omni-channel experiences. Our audience is **bold and sassy, trendy and fun**. They are **brand-conscious, materialistic**, and highly receptive to both traditional and digital advertising.

The logo for radio station 947, featuring the numbers '947' in a stylized, bold, red font with a black outline.

The 947 listener has the highest incidence of in-car radio listening in the province, making them highly engaged and open to impulse purchases.

They are tech-savvy, social media super-users who vibe to the fast pace of Joburg and spend **4 hours** a day connecting on social media. More than **60%** love **technology** and keep up with technological developments.

They are **adventurous, spontaneous, carefree** and they live life to the full.

They take an active interest in their diet and lifestyle, with **over 60%** actively **exercising to stay fit.**



947

Being Just like this blended city they inhabit, our audience is unashamedly ambitious, yet downright authentic. They work as hard as they play, and laugh as passionately as they care.

947 is the platform that plugs them in to Joburg.

We go all out to bring them the city's energy. From the entertaining to the serious, the spectacular and mind-blowing, we are all in.

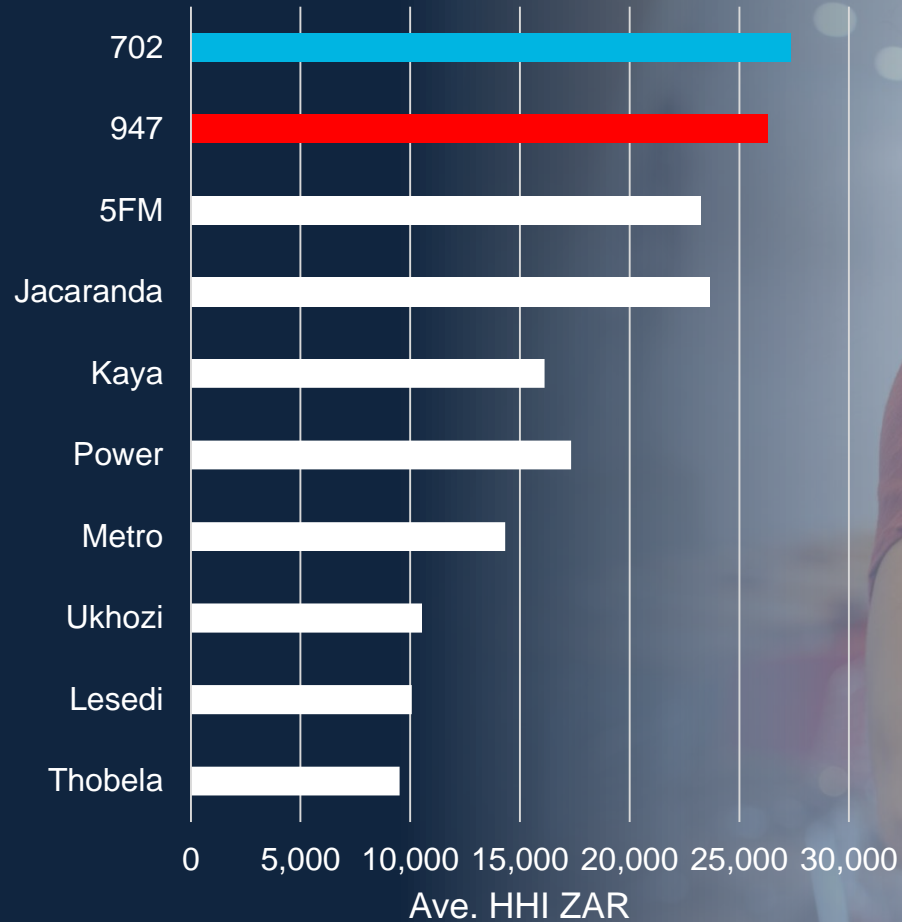
For 947, **it's all or nothing.**

Our stations deliver

Purchase Power

Highest average household income.

947

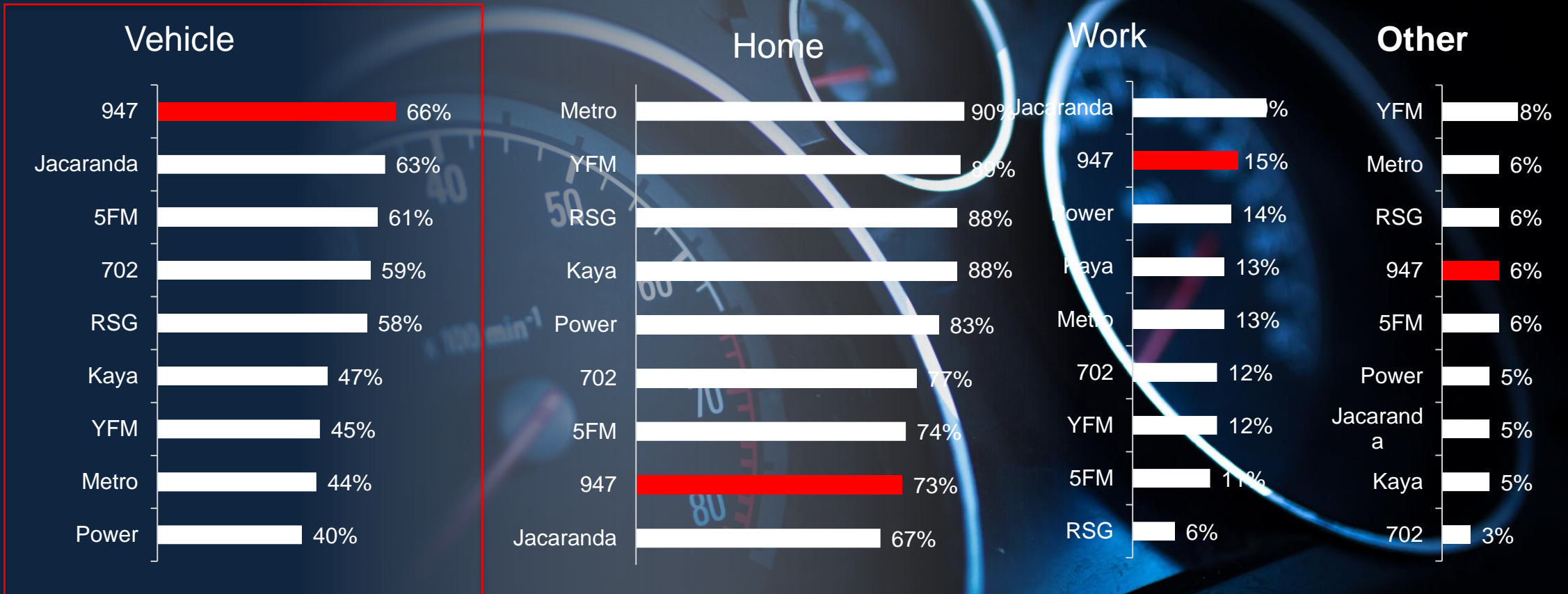


Source : BRC RAMS, January 2017– June 2017

Highest 'in car' listening

947 has the highest percentage of listeners that listen in car.

Tuned in, engaged, mobile and ready to respond to triggers and impulse purchases



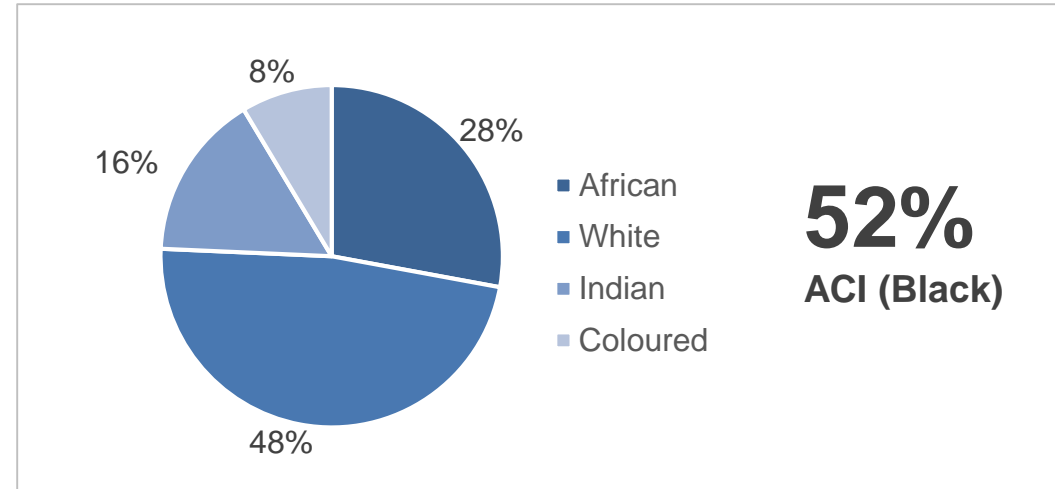
Audience Reach & Profile



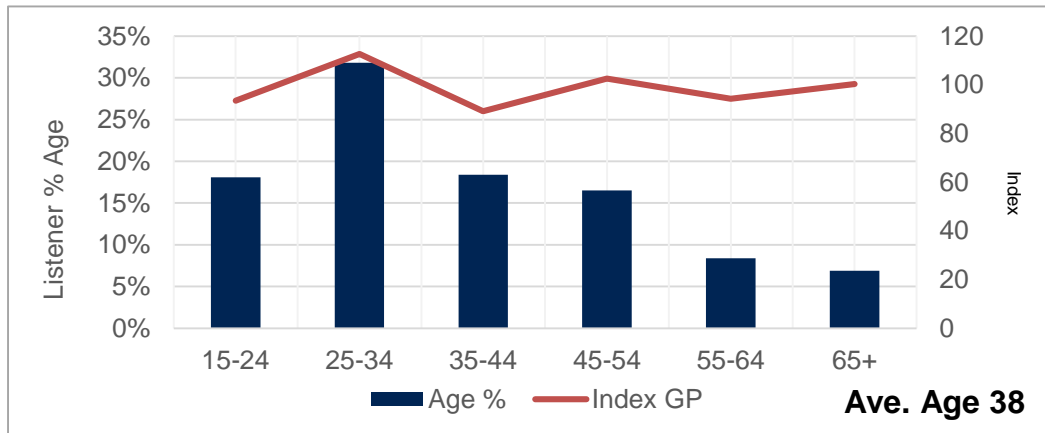
Audience

Day Cume. Mon-Sun (00:00-24:00)	604,000
7 Day Cume. Mon-Sun (00:00-24:00)	913,000
4 Week Cume. Mon-Sun (00:00-24:00)	1,045,000
Day Cume. Mon-Fri (00:00-24:00)	870,000
Day Cume. Saturday (00:00-24:00)	571,000
Day Cume. Sunday (00:00-24:00)	545,000

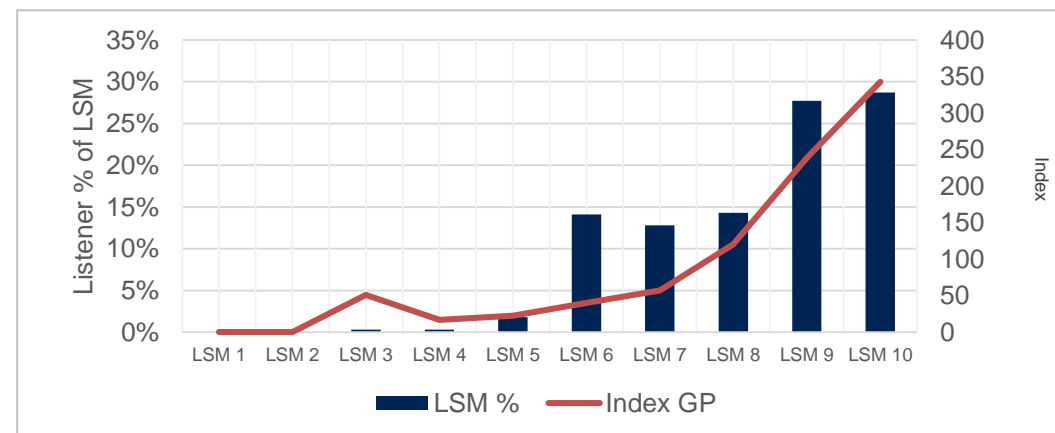
Ethnicity



Age



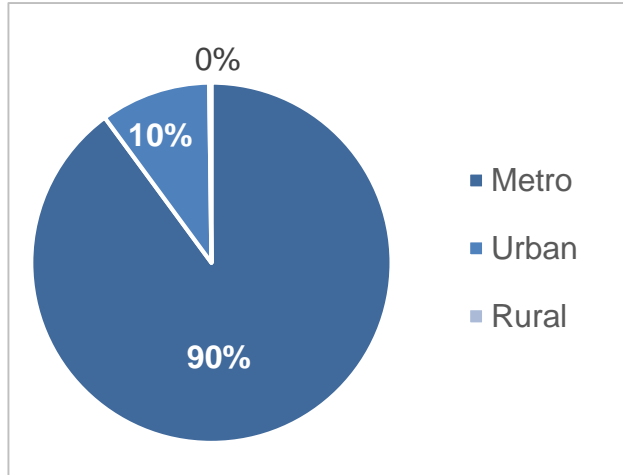
LSM



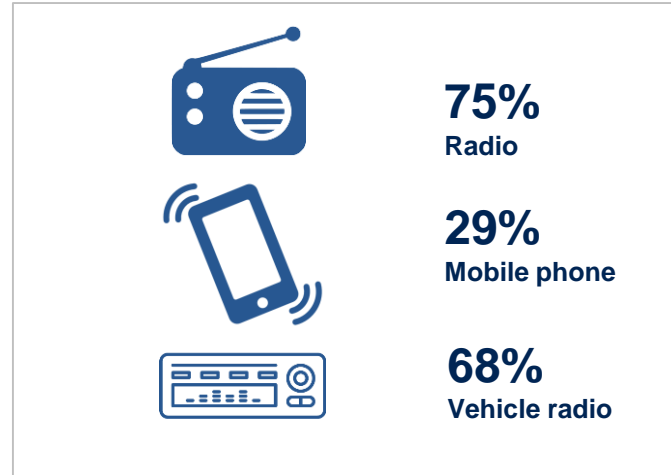
Audience Reach & Profile



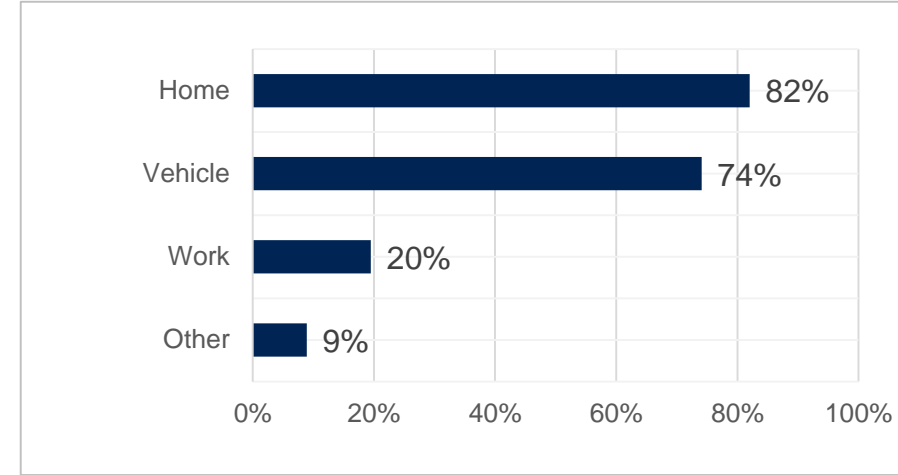
Community Size



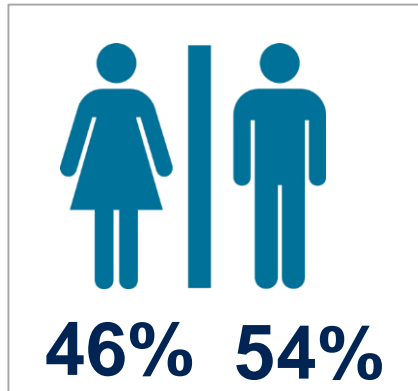
Device



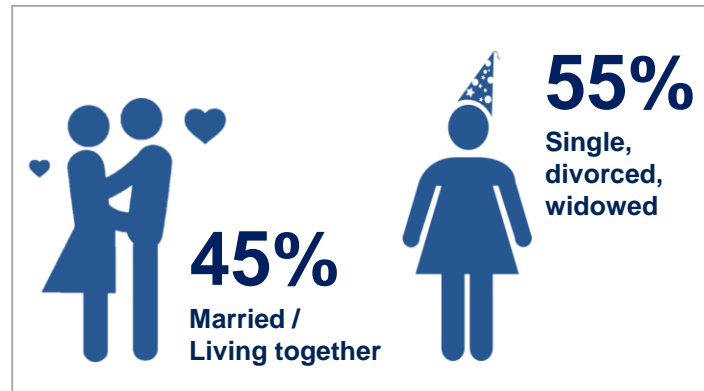
Location



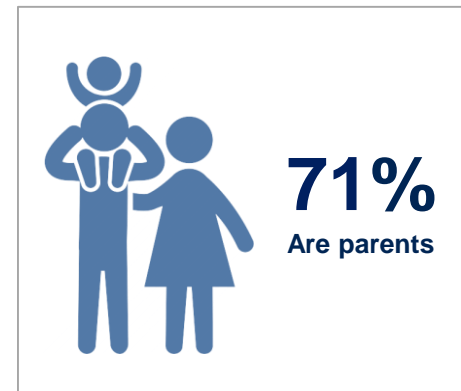
Gender



Marital Status



Parents

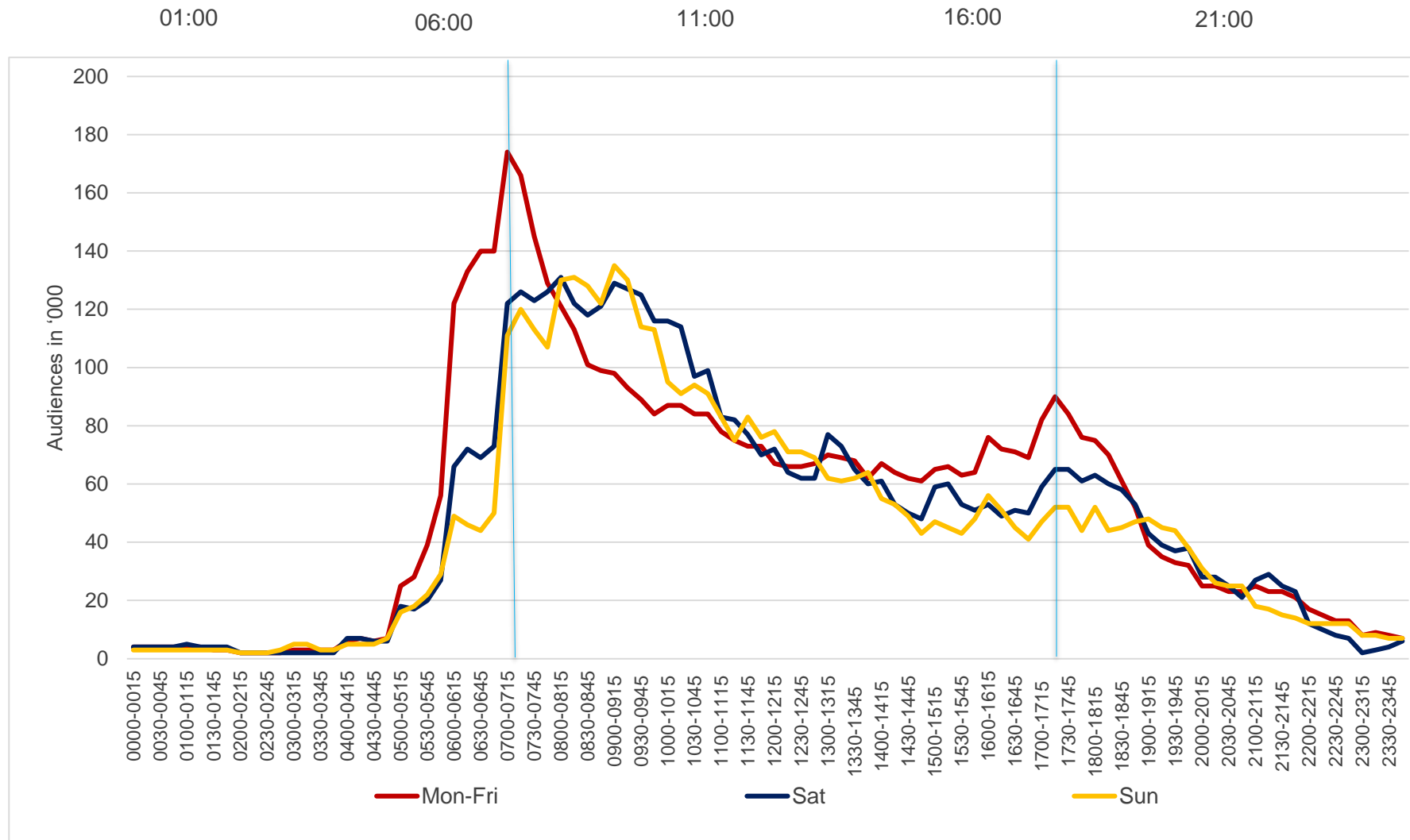


Purchase Decision



Source : BRC RAMS, January 2017 – June 2017
TGI SA 2016C

Listening Pattern



The 947 Breakfast Club with Anele reaches over 174,000 listeners at it's peak.

Mid morning's deliver over 98,000 listeners daily and the 947 Xpress Drive with Darren builds listenership, peaking at 90,000 between 17:15 – 17:30.

The Weekend Breakfast with Rob Vember draws up to 135,000 listeners in the morning.

The Numbers



Mon – Fri Ave. Day CUME

Daypart	Audience
05:00-06:00	149,000
06:00-09:00	599,000
09:00-12:00	405,000
12:00-15:00	346,000
15:00-19:00	522,000
19:00-22:00	187,000
22:00-00:00	67,000
00:00-04:00	27,000

Saturday Day CUME

Daypart	Audience
05:00-06:00	35,000
06:00-10:00	310,000
10:00-14:00	222,000
14:00-18:00	192,000
18:00-21:00	112,000
21:00-00:00	37,000
00:00-04:00	10,000

Sunday Day CUME

Daypart	Audience
05:00-06:00	31,000
06:00-10:00	287,000
10:00-14:00	218,000
14:00-18:00	156,000
18:00-21:00	104,000
21:00-00:00	25,000
00:00-04:00	9,000

Website (Oct 2017)



Unique Users	190,601
Page Impressions	560,241

Newsletters (Oct 2017)



947	91,043
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Social Media (Oct 2017)



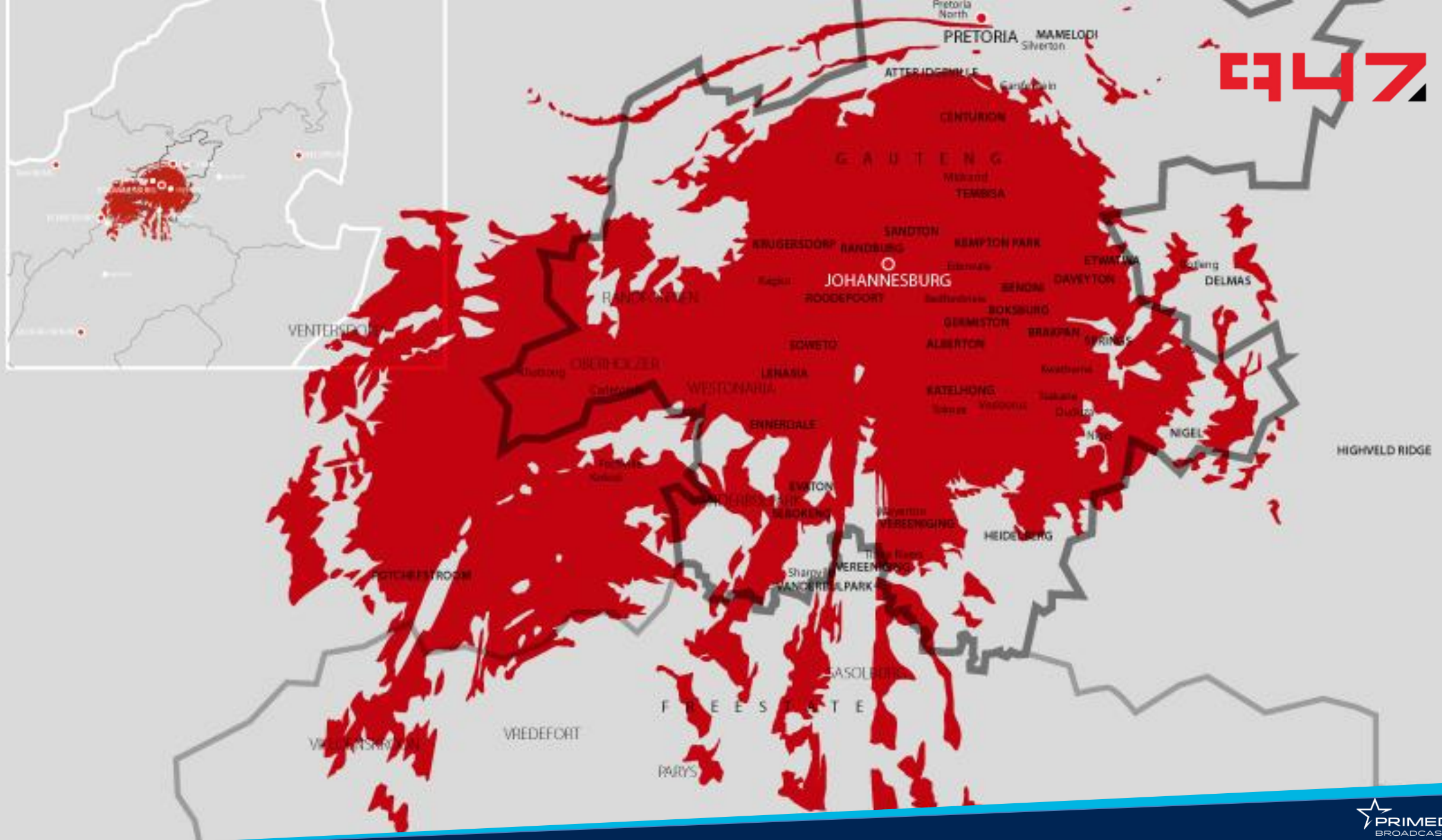
Twitter Followers	303,266
Facebook Fans	223,037

Streaming (Oct 2017)



Session Starts	556,117
Listener CUME	117,293
Ave. TSL	1:08

Source : BRC RAMS, January 2017 – June 2017
 Google Analytics, Triton Digital, Facebook, Twitter



Line Up



Weekdays	
01:00-05:00	Essential 947
05:00-06:00	Alex Caige
06:00-09:00	947 Breakfast Club with Anele, Frankie, Thembekile, Alex, Cindy
09:00-10:00	947 Beats @ Work
10:00-13:00	Ayanda MVP
13:00-16:00	Greg and Lucky
16:00-19:00	947 Xpress Drive with Darren, Philicity, Brad, Jacob, Gavin
19:00-22:00	Monday -Thursday : The Night Show with Zweli and Mantsoe
22:00-01:00	MAC G
19:00-22:00	* Friday : Bloc Party
19:00-01:00	* Friday - Saturday : Bloc Party with MAC G
Saturdays	
07:00-10:00	Weekend Breakfast with Rob Vember
10:00-14:00	Coca Cola Top 40 SA with Zweli and Mantsoe
14:00-18:00	Ayanda MVP
18:00-21:00	947 Bloc Party
21:00-01:00	947 Bloc Party with MAC G
Sundays	
07:00-10:00	Weekend Breakfast with Rob Vember
10:00-18:00	947 Sunday Music-Love Sundays
18:00-20:00	eUnite with Euphonik



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Go to our website, where you will find:

- Audience profiles
- Footprints
- Case studies
- and more...

