



Audience Profile

BRC RAMS : January 2018 – June 2018



Join the conversation

Always the talk of the town, CapeTalk is the Western Cape's leading talk radio station. We're unashamedly local and defined by a purposeful way of life.

From the fast-paced Eusebius McKaiser Show to The Money Show with Bruce Whitfield, CapeTalk brings you round-the-clock national news coverage and valuable insights into the world. Local presenters like Kieno Kammies and John Maytham dig deep into issues close to Capetonians' hearts and inspire positive change in our community.

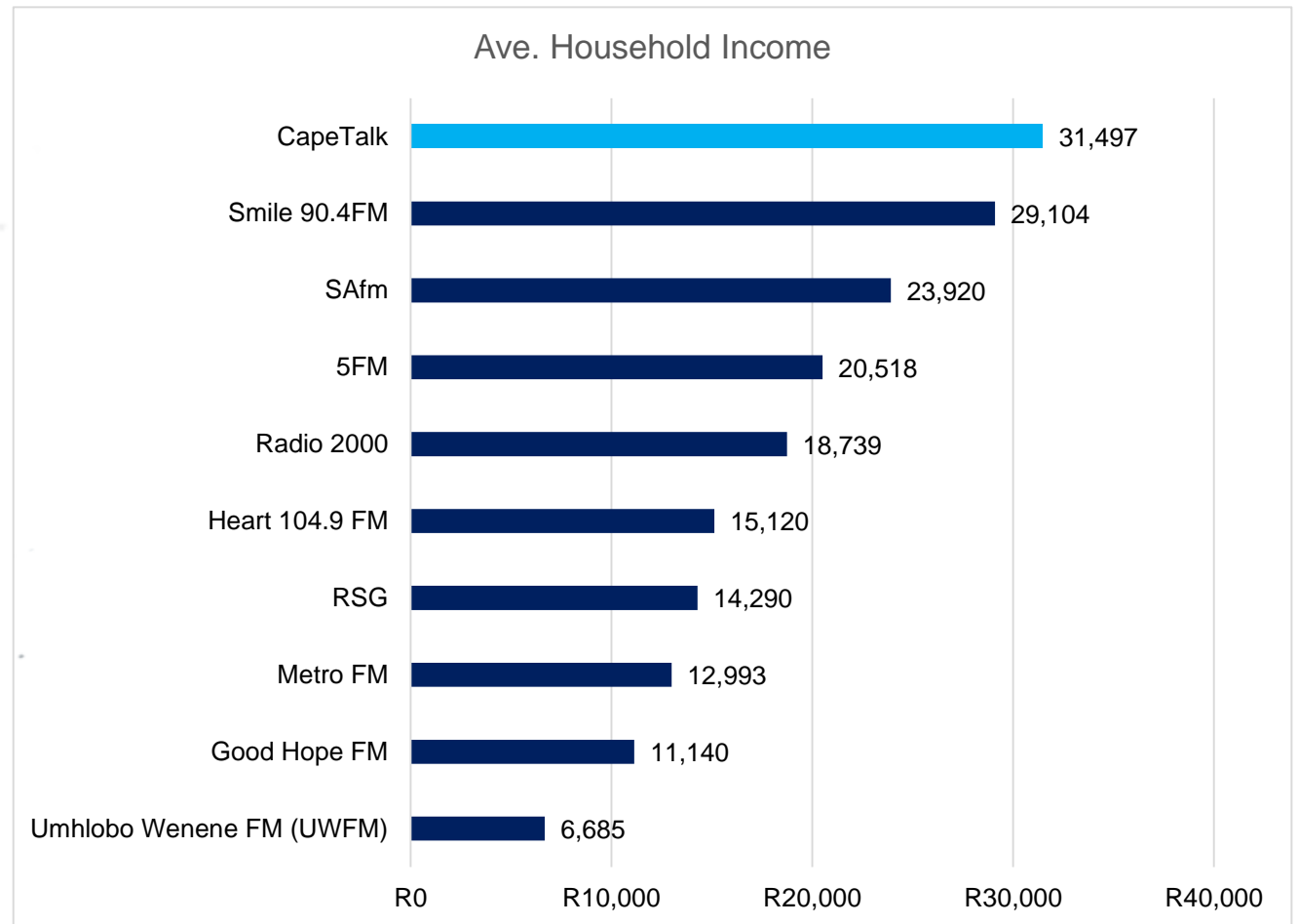
CapeTalk challenges, inspires and provokes, stimulating vigorous debate on a variety of topics.

Find us on 567 AM or join the conversation by calling in on 021 446 0567.

Power of CapeTalk

CapeTalk boasts the lowest rate of unemployment and the highest percentage of individuals that have completed a tertiary degree of all commercial radio stations in Western Cape.

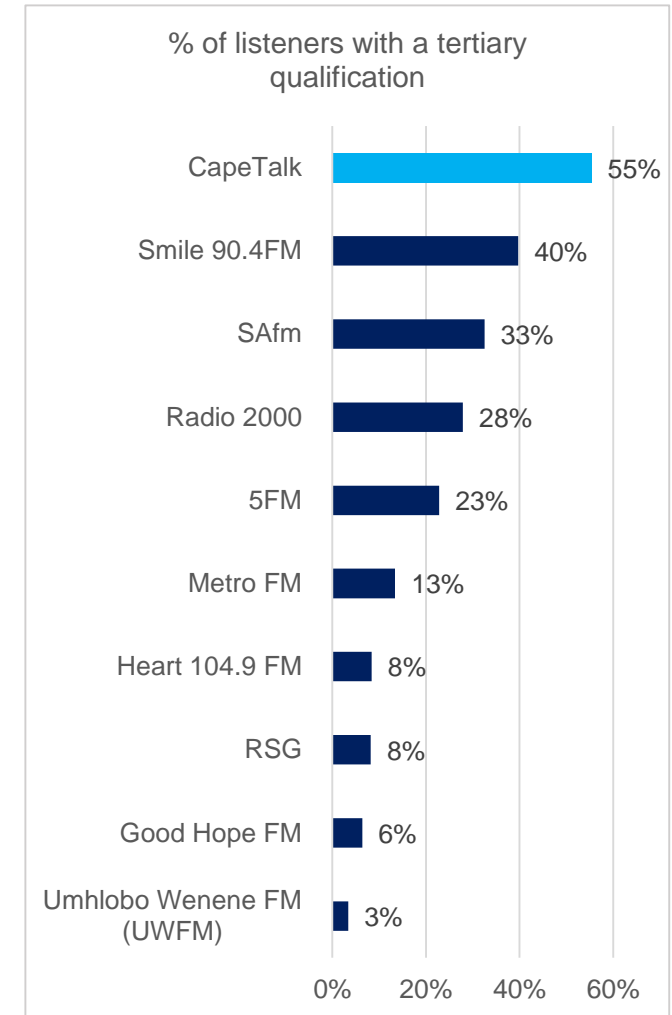
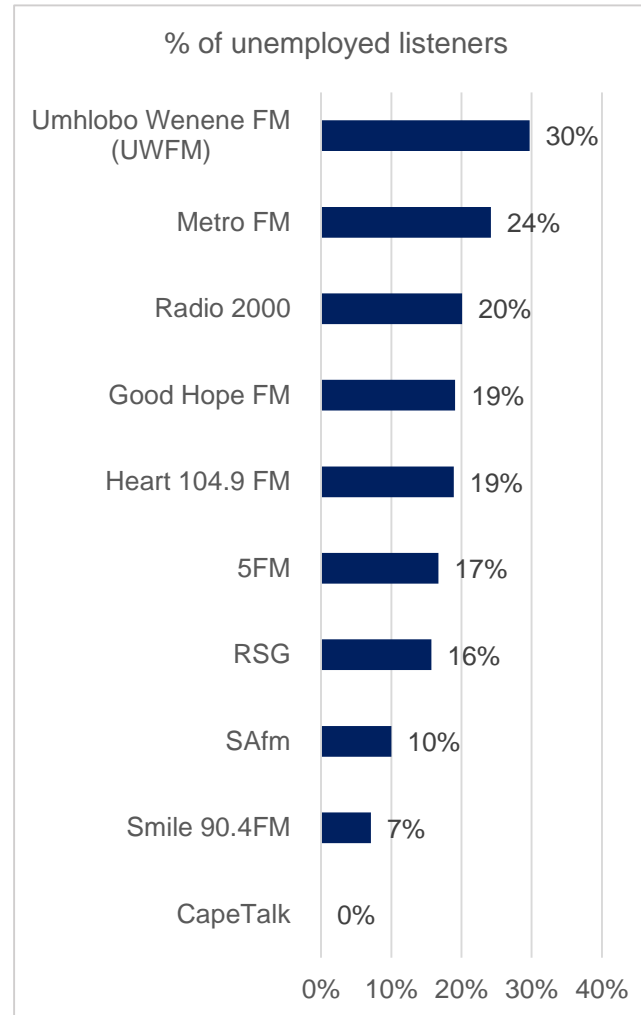
Most importantly, CapeTalk delivers real purchase power, attracting audience with the highest average household income of all commercial stations nationally.





Economically Active

CapeTalk listeners are well educated and economically active - boasting the lowest rate of unemployment and the highest rate of listeners with a tertiary qualification.

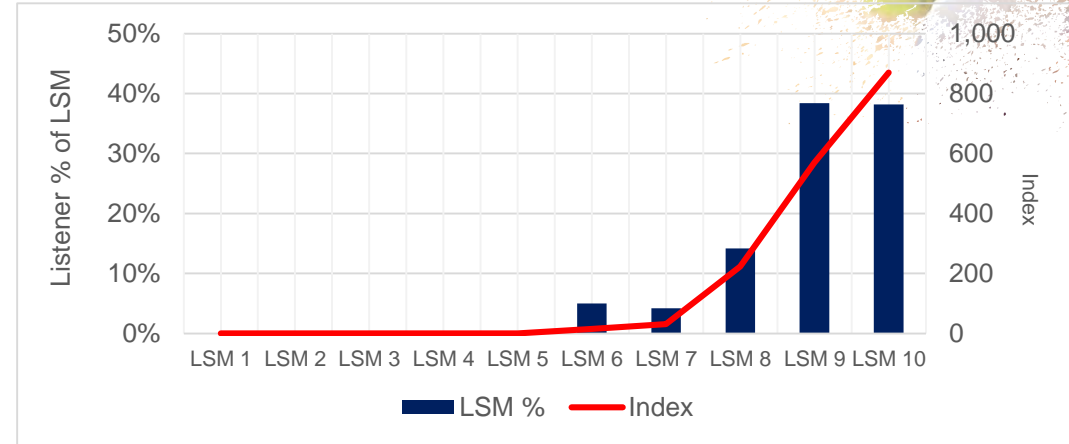


Audience Profile

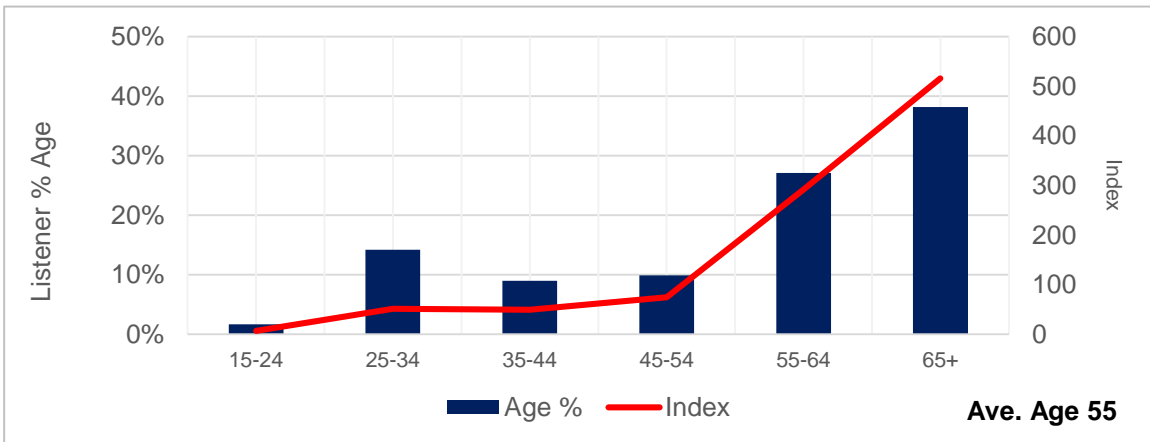
Audience

Day Cume. Mon-Sun (00:00-24:00)	57,000
7 Day Cume. Mon-Sun (00:00-24:00)	76,000
4 Week Cume. Mon-Sun (00:00-24:00)	86,000
Day Cume. Mon-Fri (00:00-24:00)	57,000
Day Cume. Saturday (00:00-24:00)	59,000
Day Cume. Sunday (00:00-24:00)	54,000

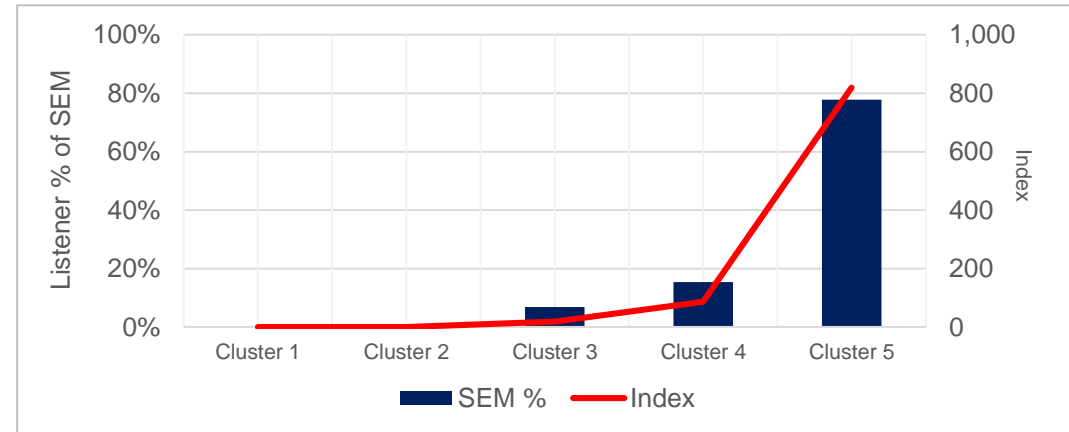
LSM



Age



SEM

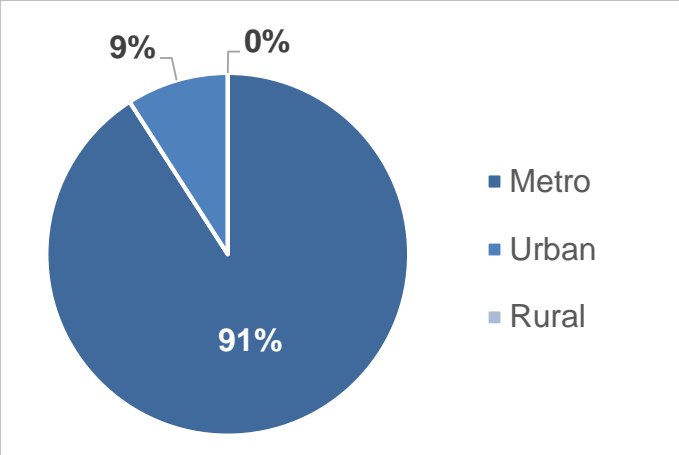


Source : BRC RAMS, Jan 2018-Jun 2018

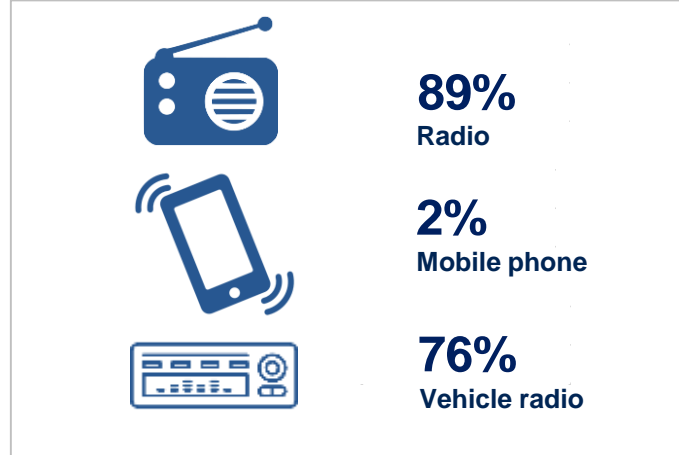
Audience Profile



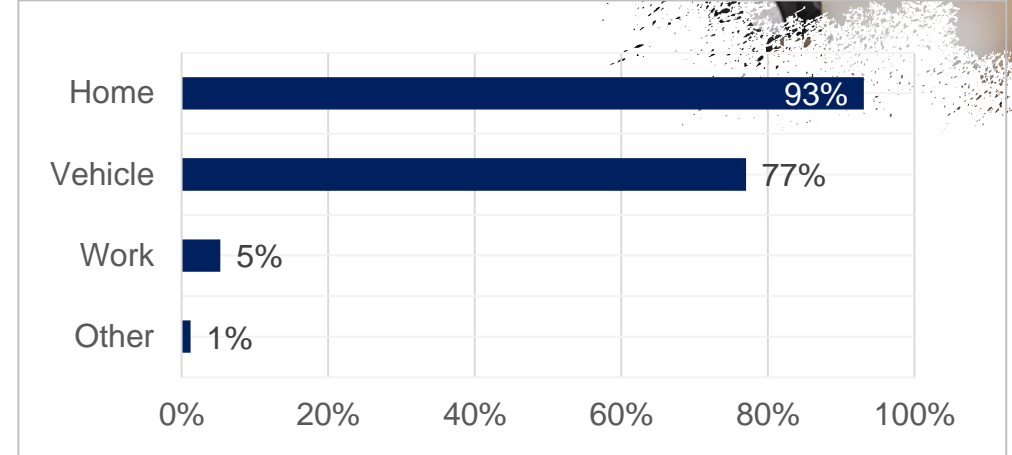
Community Size



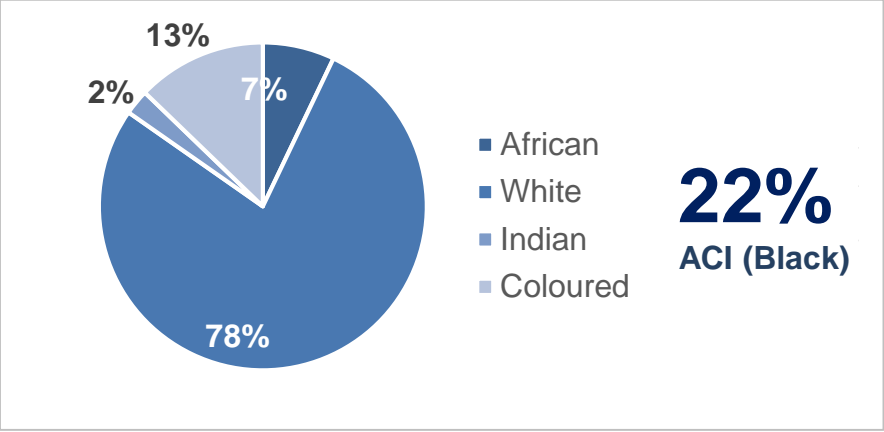
Device



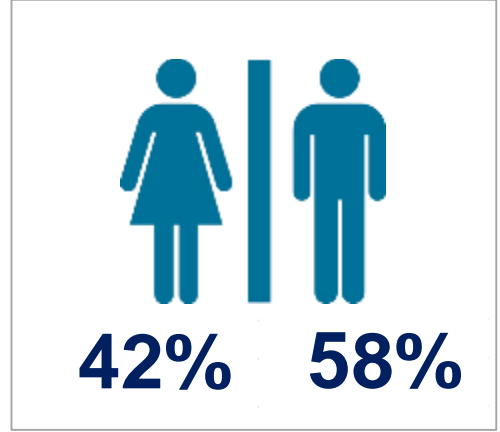
Location



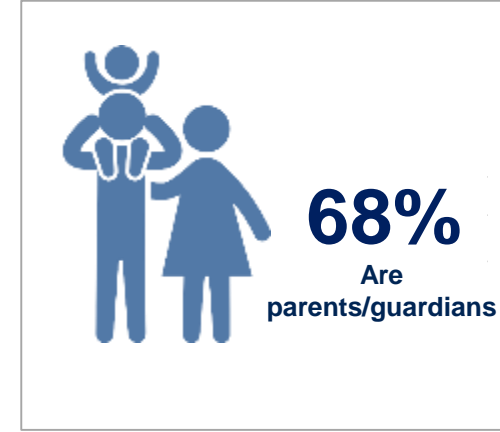
Ethnicity



Gender



Parents

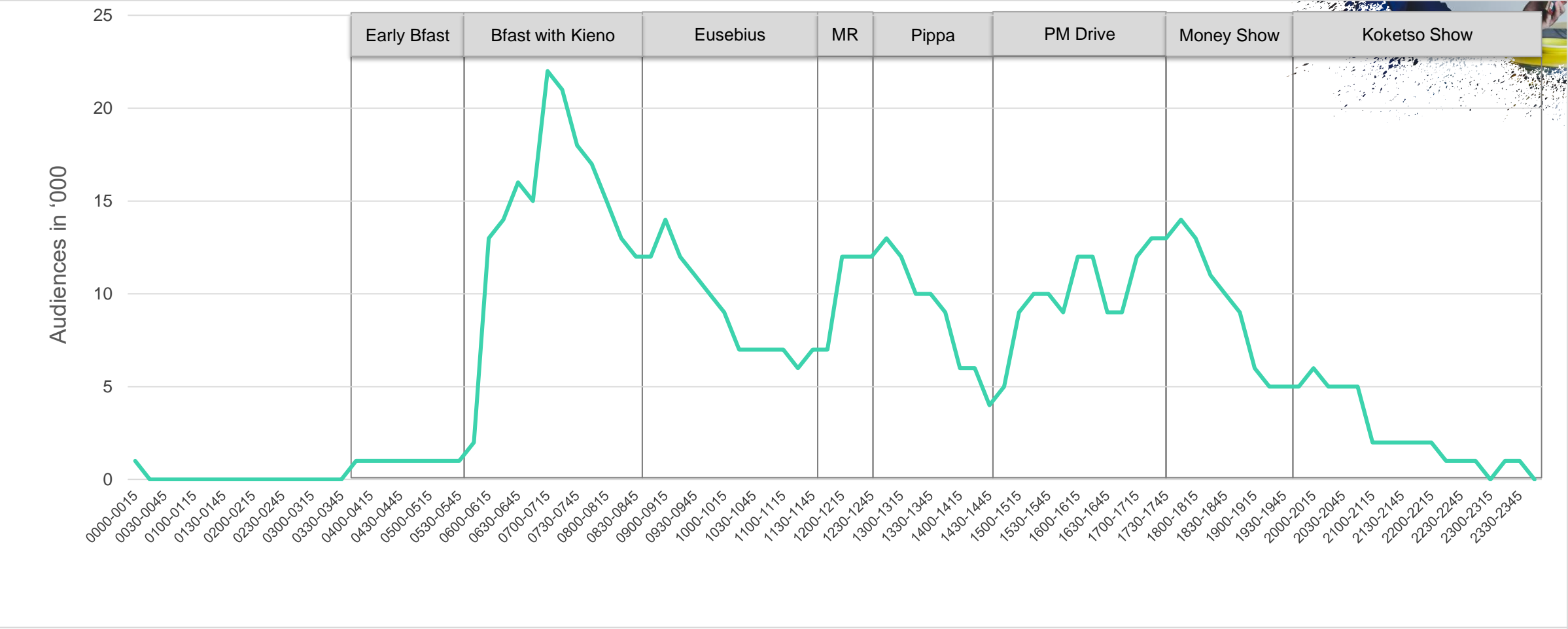


Purchase Decision



Source : BRC RAMS, Jan 2018-Jun 2018
TGISA 2017 C

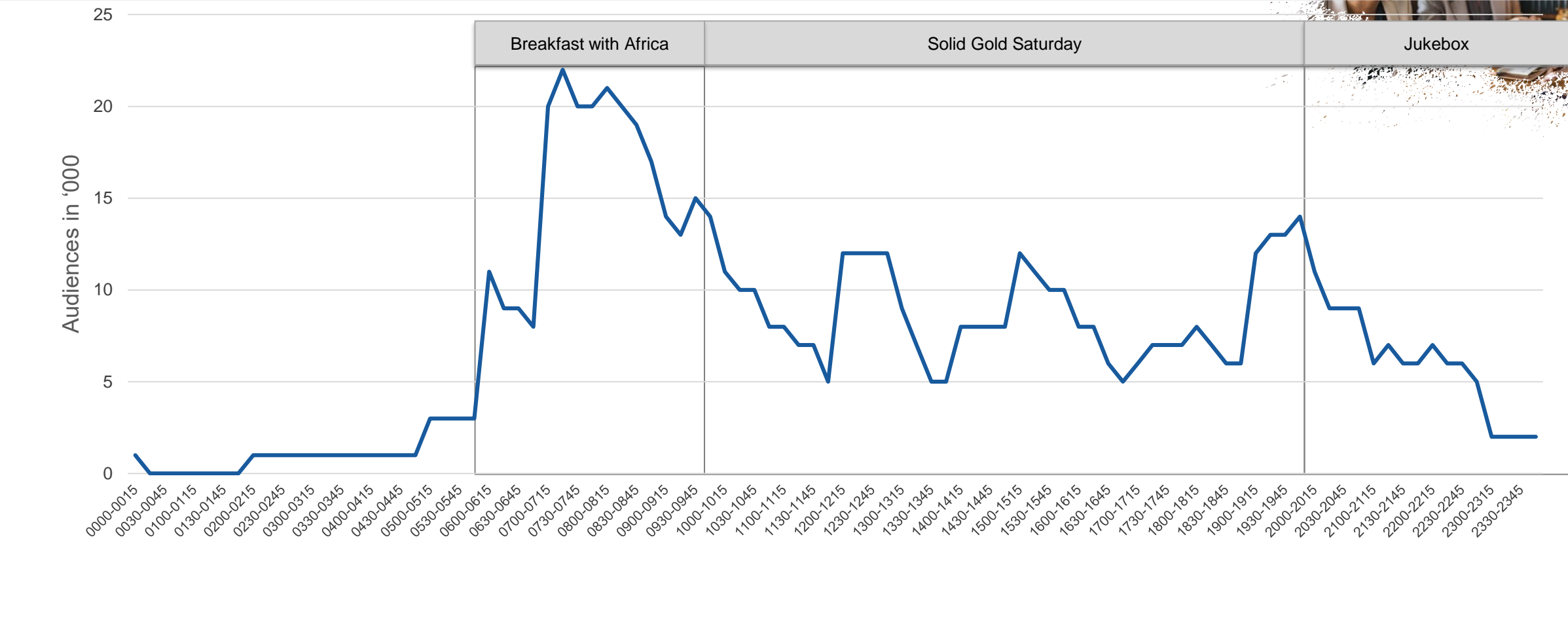
Listening Pattern: Mon - Fri



Cape Talk listeners start building from 06:00 and start the morning with Kieno Kammies and peak at 07:00 reaching 21,000 listeners on average. The next major peak is for The Money Show with Bruce Whitfield at 18:00 reaching 16,000 listeners on average.

Source : BRC RAMS, Jan 2018-Jun 2018

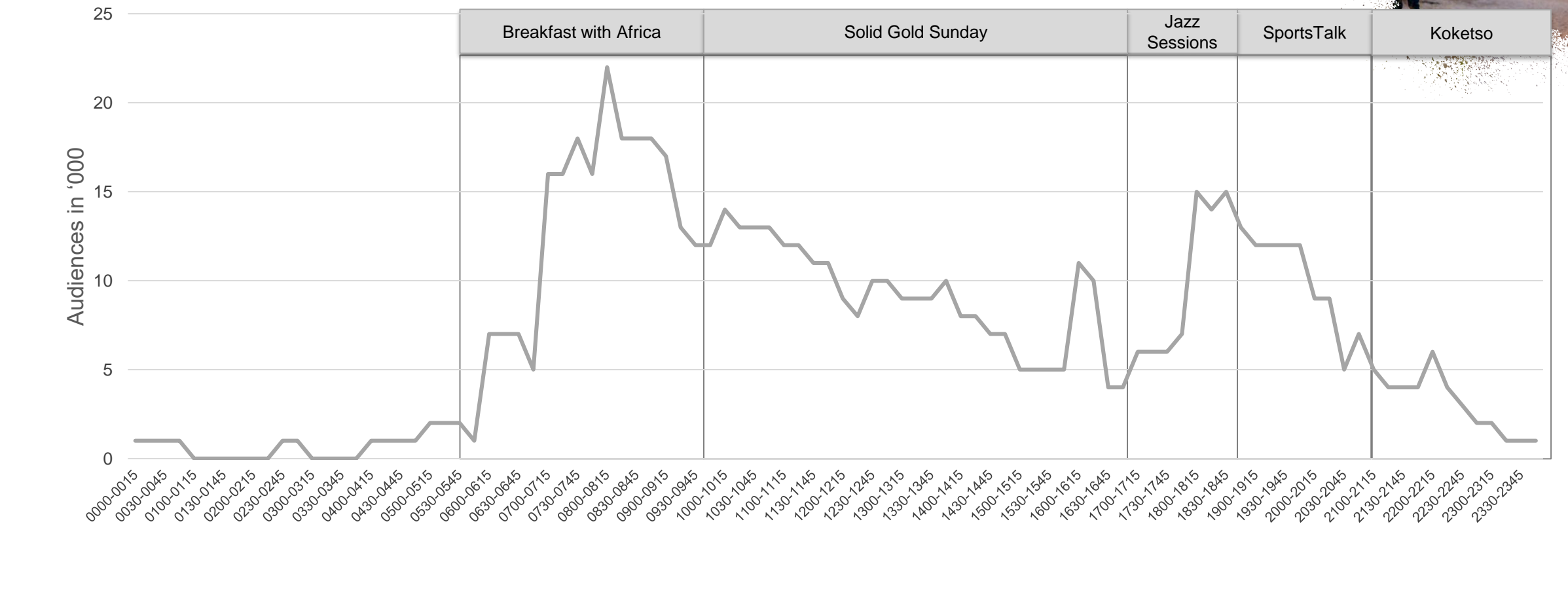
Listening Pattern: Saturday



Saturdays deliver the greatest audience at 08:00 during Breakfast with Africa reaching 19,000 listeners on average. Solid Gold Saturday delivers 14 000 listeners on average at its peak.

Source : BRC RAMS, Jan 2018-Jun 2018

Listening Pattern: Sunday



Breakfast with Africa delivers 22,000 listeners on average at 08:00 to 08:15 on Sundays. The second highest peak is at 11:45 during Solid Gold Sunday reaching 18 000 listeners.

Source : BRC RAMS, Jan 2018-Jun 2018

The Numbers



Mon – Fri Week CUME

Daypart	Audience
05:00-06:00	7,000
06:00-09:00	55,000
09:00-12:00	37,000
12:00-13:00	32,000
13:00-15:00	36,000
15:00-18:00	56,000
18:00-20:00	33,000
20:00-22:00	18,000

Saturday Day CUME

Daypart	Audience
05:00-06:00	4,000
06:00-10:00	38,000
10:00-14:00	28,000
14:00-18:00	25,000
18:00-21:00	22,000
21:00-24:00	11,000
00:00-04:00	2,000
04:00-05:00	1,000

Sunday Day CUME

Daypart	Audience
05:00-06:00	2,000
06:00-10:00	30,000
10:00-14:00	29,000
14:00-18:00	23,000
18:00-21:00	28,000
21:00-24:00	7,000
00:00-04:00	2,000
04:00-05:00	1,000

Website (August 2018)

	Unique Users	330,255
	Page Impressions	631,600

Social Media (August 2018)

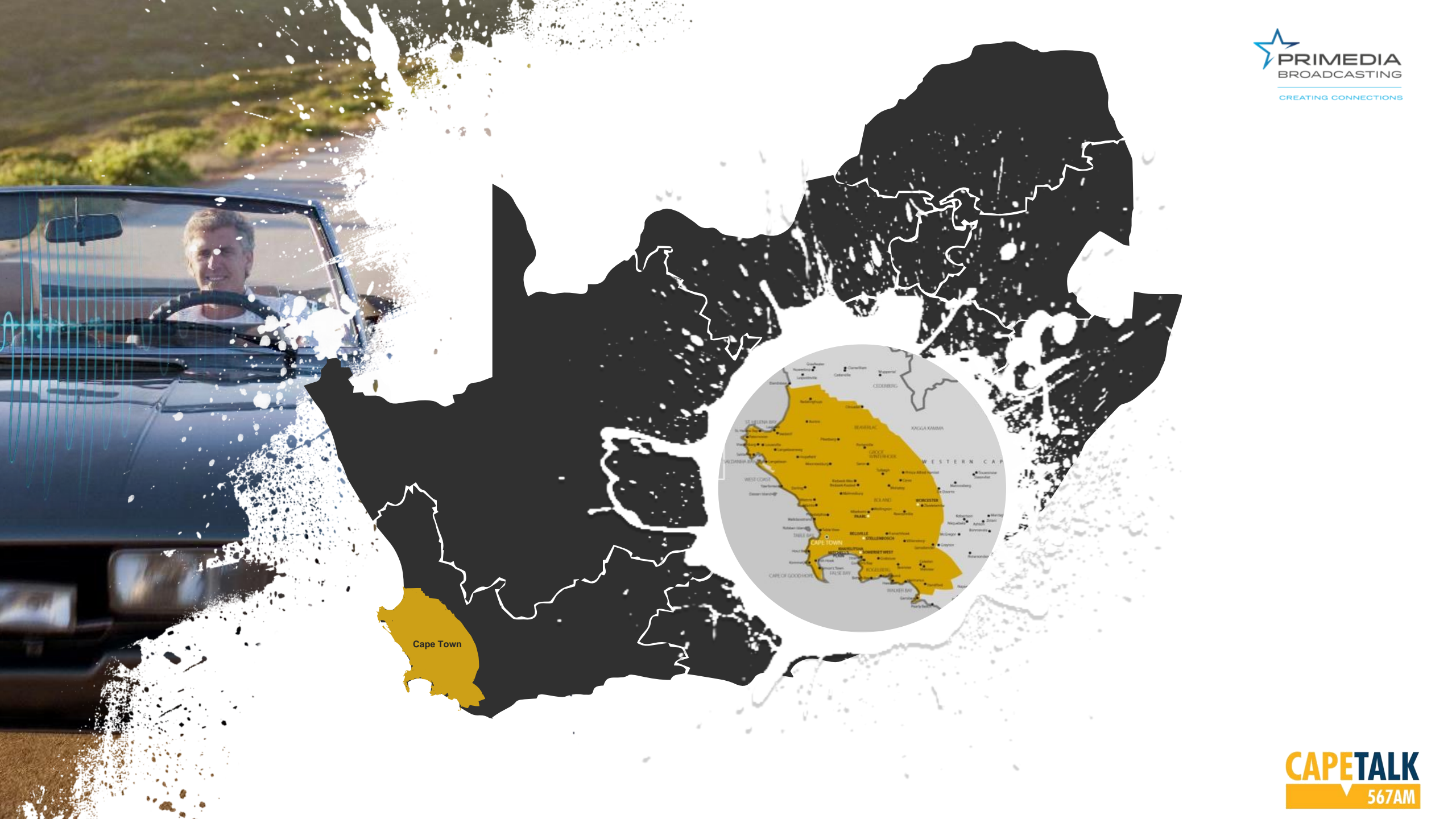
	Twitter Followers	221,678
	Facebook Fans	40,199

Newsletters (August 2018)

	CapeTalk	13,477
	Business Wrap	20,071
	EWN	122,379

Streaming (July 2018)

	Session Starts	286,972
	Listener CUME	62,227
	Ave. TSL	00:50:00



Cape Town





Line up

Weekdays	
04:00-06:00	Early Breakfast with Abongile Nzelenzele
06:00-09:00	Breakfast with Kieno Kammies
09:00-12:00	The Eusebius McKaiser Show
12:00-13:00	The Midday Report
13:00-15:00	The Pippa Hudson Show
15:00-18:00	PM Drive with John Maytham
18:00-20:00	The Money Show with Bruce Whitfield
20:00-23:00	The Koketso Sachane show
Saturdays	
06:00-10:00	Weekend Breakfast with Africa Melane
10:00-20:00	Solid Gold Saturday
20:00-00:00	Jukebox
Sundays	
06:00-10:00	Weekend Breakfast with Africa
10:00-17:00	Solid Gold Sunday
17:00-19:00	Jazz Sessions with Gary van Dyk
19:00-21:00	SportsTalk with Marc Lewis
21:00-00:00	The Koketso Sachane show

CAPETALK
567AM

www.primediabroadcasting.co.za

Visit our website to find Audience profiles,
Footprints, Case studies and more.

We look forward to telling your story...