

SAARF research reveals teen radio trends

SAARF's media audience research surveys has lowered the respondent age to 15 and the first release on what this group prefers, is the latest Radio Audience Measurement Survey (RAMS) for October 2009.



1. Top of the commercial list is Ukhozi FM, which has 212 000 15-year-old listeners.
2. Umhlobo Wenene FM has 154 000
3. Metro FM has 125 000.
4. Thobela FM, with 87 000
5. Youth station 5FM shares fifth place with Lesedi FM, both at 85 000
6. Gauteng's largest youth station, 99.2 YFM with 79 000
7. Motsweding FM at 75 000
8. 94.2 Jacaranda with 64 000
9. Capricorn FM with 62 000
10. East Coast Radio and Ikwewezi FM with 55 000 each

Community radio stations also draw a 15-year-old following: 233 000 listeners across all stations in this sector.

The stations 15-year-olds are least likely to tune to? With 10 000 listeners or less, there is Lotus fm and Radio 2000 (10 000 15-year-old listeners), tru fm with 3000 and last Classic fm with 2000.

	Radio station	Number of 15-year-old listeners	% total audience		Radio station	Number of 15-year-old listeners	% total audience
1	Ukhozi FM	212 000	3.6%	11	94.5 Kfm	39 000	3.2%
2	Umhlobo Wenene FM	154 000	3.5%	12	Phalaphala FM	36 000	6.2%
3	METRO FM	125 000	2.4%	13	Munghana Lonene	34 000	3.4%
4	Thobela FM	87 000	2.9%	14	Kaya FM95.9	26 000	1.8%
5	Lesedi FM	85 000	2.5%	15	RSG	22 000	1.3%
	5FM	85 000	4.3%	16	OFM	17 000	3.4%
6	99.2 YFM	79 000	5.0%		Algoa FM	17 000	2.2%
7	Motsweding FM	75 000	2.7%	17	North West FM	16 000	2.6%
8	94.2 Jacaranda	64 000	2.8%	18	Heart 104.9fm	15 000	2.7%
9	Capricorn FM	62 000	4.9%	19	Good Hope FM	13 000	2.4%
10	East Coast Radio	55 000	3.1%	20	Lotus fm	10 000	2.7%
	Ikwewezi FM	55 000	3.2%		Radio 2000	10 000	1.4%

Source: SAARF RAMS Oct 2009