

What the data says! How Primedia Broadcasting listeners feel about the lockdown

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According to an April survey conducted of Primedia Broadcasting radio listeners, the vast majority were satisfied that the Presidency and national government were effectively addressing the Covid-19 threat in South Africa.

However, while feeling that the stringency of the government response was necessary and appropriate, 75% of respondents were concerned about the impact of the lockdown on the economy, with fears surrounding job losses and retrenchments accounting for 73% of the respondents' concerns. The survey also highlighted concerns around mental health, with 47% of respondents raising concerns about their own mental wellbeing considering the ongoing social isolation and the escalating virus transmission numbers.

Listeners also indicated that they would like to hear more communication from the government during this time. Across the three provinces, 78% of respondents requested that radio clips be played during the day that provides information about the types of services available to them – whether health, social or business support – through their respective municipalities. And, over a quarter of respondents say they tune in specifically for the news bulletins across Primedia Broadcasting's radio stations.

Melissa McNally, research manager at Primedia Broadcasting, comments: "By interrogating our research on advertising and content consumption data, we have been able to develop key insights on citizen sentiment and behaviours. We hope that these insights will contribute, even in a small way, to informing the national initiative combatting coronavirus transmission in South Africa."

She continues: "As we begin to ease lockdown and resume life under a 'new normal', solidarity and trust between citizens and government will need to be at an all-time high. A central component of this will be open and transparent communication between all stakeholders. Radio has been highlighted as a critical channel through which our leaders can reach our people."

These findings were presented at a Primedia Broadcasting webinar last week. Visit www.primediabroadcasting.co.za for past and upcoming webinars

About Primedia Broadcasting

Primedia Broadcasting is the home of premium media platforms 947, 702, KFM and CapeTalk; award-winning national news brand EWN; and the active citizenry initiative Lead SA. With such a powerful portfolio of assets, Primedia Broadcasting can meaningfully connect with a diverse range of South Africans across more platforms, more often. We adapt our broadcast mandate to address the needs of a diverse audience base, focusing on delivering unparalleled access to informed content that educates and engages people and communities.

About Primedia Broadcasting Research and Insights

The Insights team offers Primedia's client's unique insights into the attitudes, behaviours and headspace of consumers by using a proprietary research panel called PrimeConnect. The panel is composed of 10,000 listeners, representing Primedia's responsive, quality audiences. This allows our clients the opportunity to make strategic and informed decisions regarding their campaigns by using insights to communicate effectively with their target audience for the best ROI. Realising how important insight-driven decision-making is, the Primedia Broadcasting Insights team offers its clients customised research as a value-added service to support their brand success.

If you would like a complimentary study done or for further information, please contact: research@primedia.co.za

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Primedia Broadcasting



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