

947 STATION PROFILE



THE STATION



If Joburg is South Africa's heart, then 947 is its racing pulse. We keep listeners connected to the city, engaged with the boldest personalities and moving to the biggest hits – all day and all night.

Wake up with a smile with Nick Explicit, then sit down for breakfast with Anele and the Club on 947. Your workday is a breeze with non-stop beats and the city's hottest happenings courtesy of Msizi James and Ayanda MVP. Then at the end of another glorious Joburg day, head home with 947 Drive with Thando and stay entertained into the night with Zweli and Chrizz Beatz.

More than 1.1 million listeners tune in to 947 every week. We give them a lift when they need it and a laugh when they least expect it. Our social sites are flaming hot with presenter-generated content, videos, competitions and more. Our passion is changing lives in Joburg by amplifying the generosity of its people.

If you love Joburg, 947 loves you!

Tune into 94.7 FM every day and never miss a beat. Or listen to 947 online at www.947.co.za

Twitter: #947Joburg

Facebook: @947Joburg

Download the 947 App (iOS & Android)



HEADSPACE

947

According to our AudioScope Wave 1 research, 947 listeners:

Varied levels of wealth

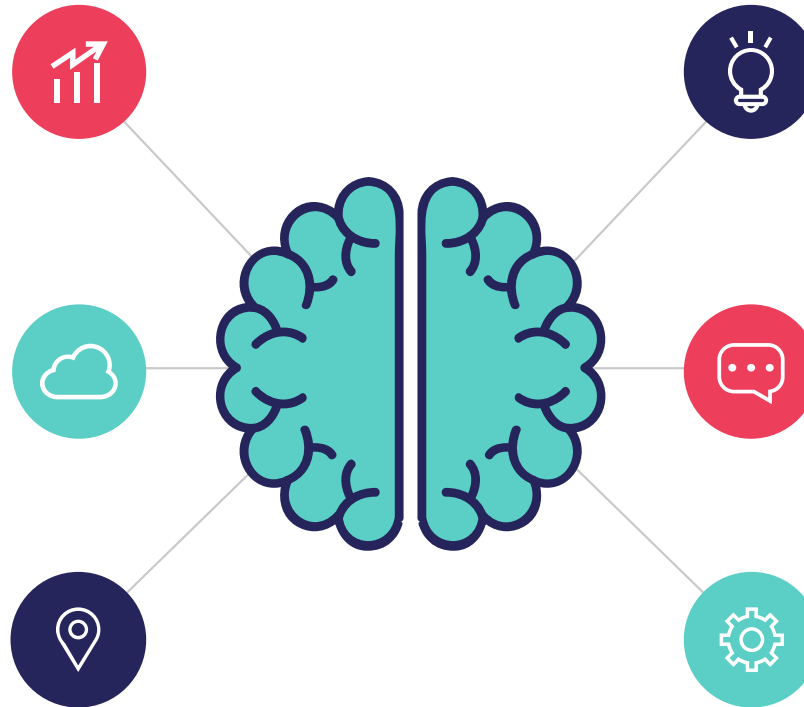
These listeners are spread across the wealth spectrum-with the majority of them considering themselves to be middle class-upper middle class

Responsible for purchases

80% are responsible for purchases in their HH-81% state that it's important to them to hear retail promos

They enjoy going to the mall

These listeners are more likely to spend their time at the mall on the weekend than other radio listeners across our competitor set



Creative trendsetters

The 947 listener is more likely to be described as being a creative intellectual who is more likely to set trends

Entertainment

These listeners are more likely to watch DStv and Netflix on the weekends and stream radio

They shop on the weekend

7 out of 10 of these listeners shop on a Saturday



PEN PORTRAIT



The 947 listener is more likely to be focused on personal, meaningful relationships – often referring to themselves as being open-minded. They are interested in learning about different cultures and diversity is important to them. They are inspired and driven by their family as well as ordinary people who do extraordinary things in their communities. Their faith is important to them, as is understanding their purpose.

These listeners are often motivated by having a positive impact on those around them. Feeding schemes and assisting vulnerable groups are important causes, and they feel that volunteering their time or donating items in partnership with their favourite radio station is the best approach to help others.

With the heaviness of 2021, 947 listeners state that their primary driver in radio station choice is humour and fun. However, there is still a need for information, with local news playing a significant role. These listeners also state that being connected to what's happening around Joburg is important.

Most of these listeners are not satisfied with their amount of leisure time. Relaxing in order to destress is key to these listeners and they spend time on social media to connect and engage with people and brands. They are also likely to listen to music while relaxing with their family and friends or when completing household chores. Self-care and mindfulness are imperative to their well-being, with many listeners opting for exercise within the comfort of their homes.

This listener is striving for a better life, but due to the prolonged impact of Covid-19 they are finding it difficult to cope with the increasing financial demands placed on them, with the vast majority not satisfied with their current income.



The logo for 947, featuring the number '947' in a stylized black font with a red triangle on the right side of the '7'.

**1.1 MILLION LISTENERS
AGREE.**

IF YOU LOVE JOBURG, 947 LOVES YOU
947.CO.ZA

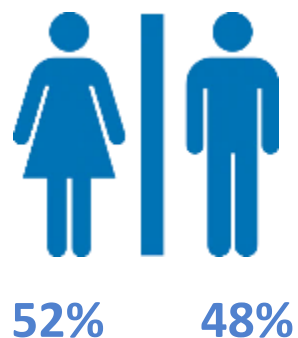
Source: BRC RAMS AMPLIFY™ April to August 2021, Past 7 Days

The BIGGEST regional commercial radio station in Gauteng

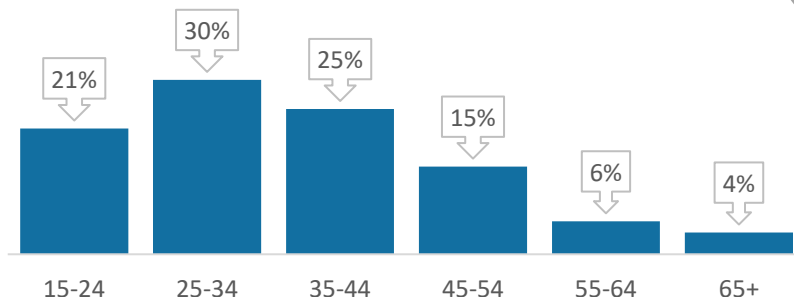
947

Audience

Yesterday	542 841
Past 7 days	1 149 159

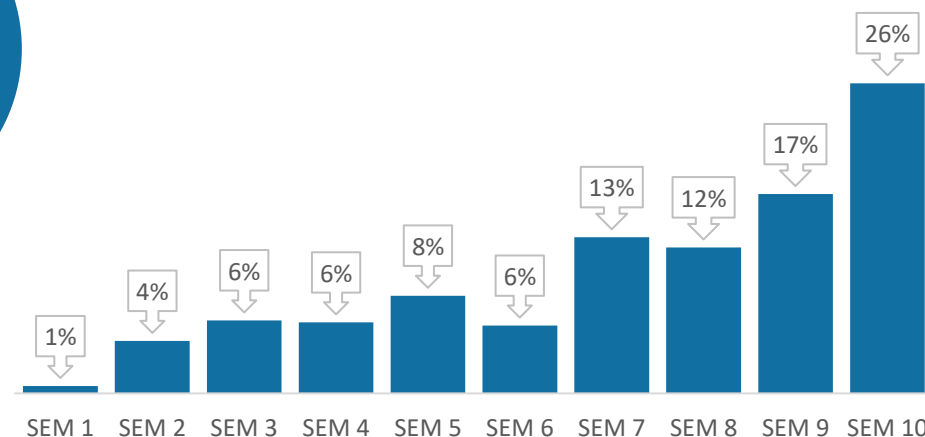
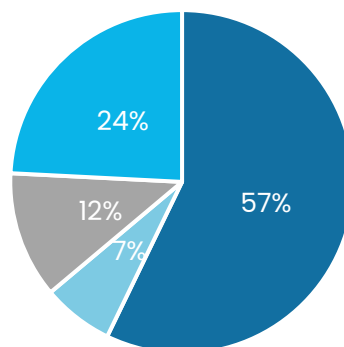


AVERAGE AGE: 37



ETHNICITY

Black Coloured Indian/Asian White



DIGITAL FOOTPRINT (October 2021)



400 955 FOLLOWERS



288 708 FANS



132 577 UNIQUE USERS

363 112 PAGE VIEWS



183 464 STREAMING



133 364 NEWSLETTERS



127 549 YOUTUBE VIDEO VIEWS



Source : BRC RAM 2021A

Google Analytics, Triton Digital, Facebook, Twitter, Instagram, YouTube, Narratiive

947 AUDIENCE PROFILE



Source : BRC RAM 2021A
Google Analytics, Triton Digital, Facebook, Twitter, Instagram, YouTube, Narrative

DID YOU KNOW

- Listeners love our music!
- 62% are parents or guardians
- 44% have children at school
- Humour and fun are primary drivers to station choice, as is local news and feeling connected to what is happening in Joburg.
- 947 listeners tend to consider themselves to be open-minded, with 90% of them being proudly South African.
- Supporting good causes is important to the 947 listener, with 94.5% of the listeners indicating that they would support a good cause alongside their favourite radio station (that's us!)

Source : Hey947: n=2752: Filtered on P1 data (Most often)
Interviewing period: Dec 2020 – Jan 2021



LINE UP

Weekdays	
01:00-05:00	Essential 947
05:00-06:00	Daybreak with Nick Explicit
06:00-09:00	Anele and the Club on 947
09:00-12:00	Msizi James on 947
12:00-15:00	Ayanda MVP
15:00-19:00	947 Drive with Thando
19:00-22:00	Mon - Thu: Nights with Zweli
22:00-00:00	Mon - Thu: 947 Date Night
19:00-22:00	Fri: 947 Bloc Party Part 1 with Chrizz Beatz
22:00-00:00	Fri: 947 Bloc Party Part 2
Saturdays	
01:00-04:00	Various
04:00-07:00	Best of Anele and The Club
07:00-10:00	947 Weekend Breakfast with Hulisani
10:00-14:00	947 Top 40 with Zweli, powered by CTM
14:00-18:00	Tholi B Weekends on 947
18:00-21:00	947 Bloc Party Part 1 with Chrizz Beatz
21:00-00:00	947 Bloc Party Part 2
Sundays	
00:00-04:00	Various
04:00-07:00	Best of 947 Drive with Thando
07:00-10:00	947 Weekend Breakfast with Hulisani
10:00-14:00	947 Sundays with Nick Explicit
14:00-18:00	Tholi B Weekends on 947
18:00-20:00	947 New and Exclusive with Ayanda MVP
20:00-00:00	947 Date Night



COVERAGE MAP



947



THANK YOU