

SAARF RAMS October 2014 results

The introduction of the first and only new small-urban/rural update for 2014 to SAARF's Radio Audience Measurement Survey (RAMS) for October has seen a number of changes coming through for radio listening, both at an overall level and for individual radio stations.



Although the medium as a whole has maintained its stability, there were declines in weekend listening, and four commercial stations and 10 community stations posted significant audience gains or losses.

New small-urban/rural sample

RAMS October 2014 combines two RAMS large-urban waves, covering mid-May to the third week of August 2014. These two waves have been merged with the new small-urban/rural update for 2014, which covers fieldwork from January to June 2014. This update will be used until June 2015.

Combined, the large urban and small-urban/rural diaries number 25,505 for this RAMS release.

The next RAMS release will be on 4 December 2014.

[Download the full RAMS October 2014 report. \(pdf\)](#)

[Download the full SAARF RAMS presentation. \(Powerpoint\) \(large file\)](#)

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