

Who is Mzansi's favourite radio station tuning into?

Issued by [Jacaranda FM](#)

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Jacaranda FM shares the Broadcast Research Council of South Africa's latest Radio Audience Measurement survey results

- Jacaranda FM has an audience of over 1.4 million listeners every week
- SA Radio Awards Commercial Station of the Year, best Breakfast, Drive, and Weekend shows
- Authentic media partner offering resonance with a 1,558,000-strong digital community



With a weekly audience of 1,4 million listeners, almost 700,000 daily and returning listeners, and a combined social footprint of over 1.5 million fans – Jacaranda FM has evolved from a locally loved radio station into Mzansi's preferred audio brand experience.

"It's really energising to see how much our audience has grown, especially during the pandemic where Jacaranda FM's family values and innovations are being sought out by consumers," comments Deirdre King, managing director at Jacaranda FM.

Jacaranda FM is mainly listened to and streamed in Gauteng (57%), but the North West Province (16%), Mpumalanga (14%), and Limpopo (10%) share 40% of the station's fanbase, respectively. The station's fanbase is truly diverse as neither black or white listeners form a majority. Men and women are also evenly split, further highlighting Jacaranda FM's ability for mass reach within all target groups in South Africa.

32% Of the Jacaranda FM audience are between 35 and 49 years old, whilst 28% of their listeners belong to the 25- to 34-year market. Not surprisingly, the station with heart appeals to young and old alike as 18% of listeners are younger than 24 years old and 23% are older than 50 years.

"Where Jacaranda FM outpaces others is that we have a fiercely loyal and exclusive audience that have enjoyed our consistency and world-class talent for the past 35 years," said Hennie Myburgh, programme manager at Jacaranda FM.



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Whilst focusing on consistency and innovation, Jacaranda FM retains the best pool of radio talent that highlight the diverse and meaningful South African voices in broadcast. The station has also invested heavily in innovative products such as South Africa's first digital pop-up station – [Only Local](#) – focused on local tunes during Heritage month, and launching [South Africa's first virtual reality game](#) to explore some of South Africa's provinces during lockdown.

“Jacaranda FM's consistency and authentic community engagement gives marketers and brands the opportunity to reach potential consumers that are difficult to reach elsewhere,” adds King.

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Jacaranda FM



Jacaranda FM broadcasts at 94.2FM from Midrand, Gauteng and is one of the most popular radio stations with a substantial footprint across Mzansi. The station has the only bilingual commercial license in the country; broadcasting regionally in English and Afrikaans across Gauteng, Limpopo, Mpumalanga, and the North West Province.

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