

# Algoa FM attracting listeners across the spectrum

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Greater numbers of Eastern Cape and Garden Route listeners are tuning in to their regional radio station, according to the latest Radio Audience Measurement Survey (RAMS) release.

"We've experienced significant growth over the past 10 months," says Algoa FM operations director Alfie Jay.

Algoa FM broadcasts from the Wild Coast to Mossel Bay, and inland throughout the Eastern Cape.

According to the RAMS research, Algoa FM's total past seven day audience has grown from 680 000 to 774 000 in just under a year.

"Our core age target of 25 to 49 has shown really strong growth, as has our young 15 to 24-year-old listeners. With pretty much equal numbers of female and male listeners, Algoa FM is one of a few radio stations, which appeals to all ages, genders and population groups," he says.

Black listenership has grown by 27 per cent over the past year, from 282 to 360 thousand, and coloured listeners by 19%, from 189 to 225 thousand.

On a more regional level, the Border Drive (a transmitter split broadcast to the Buffalo City Metro among other) has shown a 36 per cent growth from 109 000 to 149 000 past seven day listeners," says Jay.

"Our figures have been trending upwards for four diary periods in a row. This illustrates that the mix is right for the people of the Eastern and Southern Cape," he says.

Algoa started broadcasting along the coastal belt from Storms River to Mossel Bay in December 2011. The station will be celebrating its first birthday in the Garden Route during December.

"We are confident that our consistent growth in listenership can be attributed to our increased visibility in all areas of our footprint, Eastern and Southern Cape and our involvement and support of events and festivals that aim to boost the tourism and stature of these specific areas," says Algoa FM's managing director Dave Tiltmann.

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