

**Press
Release**
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Daily Sun, Sunday Times, Ukhozi FM,
SABC 1 leaders in their respective fields

Adults choose the *Daily Sun*, the *Sunday Times*, SABC 1, and *Ukhozi FM* as firm favourites among daily and weekly newspapers, television stations, and radio stations. This is according to the 2013 *South Africa Survey*, published by the South African Institute of Race Relations (IRR) in Johannesburg recently.

The *Survey* is the annual yearbook on all social, economic, and political aspects of South Africa that the IRR has been publishing since 1946.

In 2012 the *Daily Sun* had the highest number of daily newspaper readers, at 5.6 million, out of 22 daily newspapers. The *Sowetan* newspaper came a distant second with 1.6 million readers.

The information was sourced by the IRR from Eighty20 data.

The *Sunday Times* had the highest number of weekly newspaper readers, at 3.4 million, out of 26 weekly newspapers in the same year. The second most popular weekly publication was *Soccer: Laduma* with 2.8 million readers.

SABC 1 was the most popular television channel in the country with a viewership of 27.5 million viewers, or 79% of all adults. It was followed closely by the public broadcaster's sister channel, SABC 2, with 25 million viewers, or 71% of adults. The free-to-air independent channel, e-tv, came third with 24 million viewers, or 69% of all adults.

Some 7 million radio listeners, or 20% of all adults, chose *Ukhozi FM* as their preferred station in 2012. The station caters for speakers of the Zulu language. At 5.9 million listeners, or 17% of all adults, *Metro FM*, which broadcasts in English and targets the urban black population, was a close second.

'The media consumption patterns illustrated by the figures suggest that any socio-economic segment of society can be reached depending on the platform used,' said Kerwin Lebone of the IRR research department, adding that advertisers would be particularly pleased with what the figures show.

All percentages are out of 34.9 million adults, defined as persons over the age of 16.

Ends
