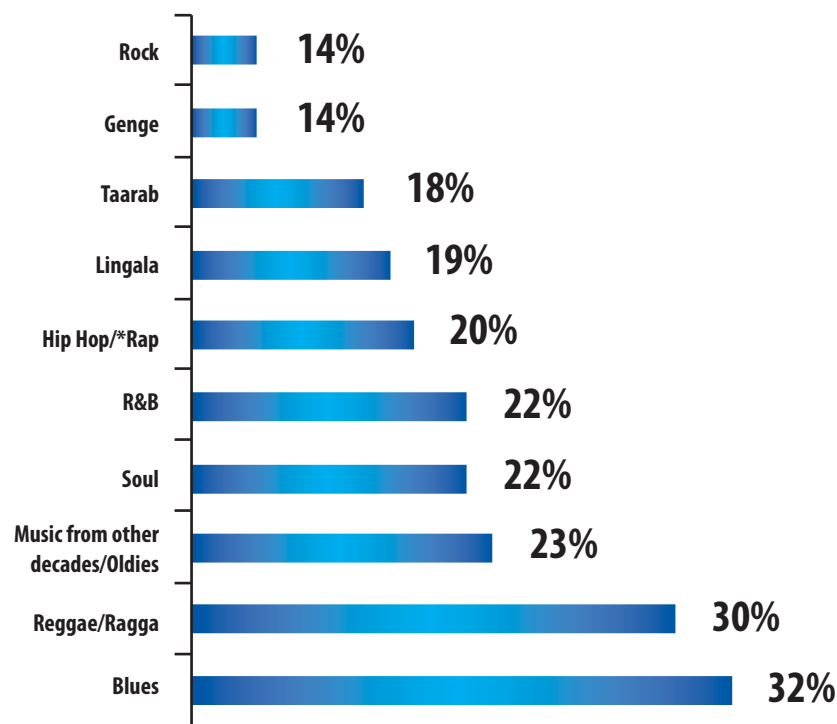




# What Women Listen to

**We have varied tastes in music. That's why the number of radio stations we can tune into keeps increasing.**

However, through TGI, we've been able to establish women's tastes in music aren't very varied.



Their greatest love is blues music. 32% of all women will stay tuned to a station playing blues for as long as time will allow. Reggae/ragga comes in at number two, making 30% of all women feel aire! Music from decades gone by is back and is the listening preference to 23% of women.

Soul and R&B tie, each with 22% of all women snapping their fingers and doing a jig to each.

Because radio has more than just music, we asked women what programmes they love listening to.

Thought news and current affairs are reserved for men? Newsflash! 49% of all women picked it as their first choice! Religious programmes came in second at 46%, and health at 41%. Music request shows tie with local entertainment programmes with 40% of women picking them as the main reason they purchased their radios.

Detailed TGI findings are available upon request.

**TGI (Target Group Index)** is an internationally reputable, comprehensive, accurate, single source market research database that gives you unlimited access to a wide range of consumer information on product & brand, media consumption and attitudes.



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