



Growth
from
Knowledge

2021
RADIO RATINGS
TOOL KIT

The 2021 Tool Kit provides all the information you require regarding the GfK radio ratings.

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 - Gold Coast/Tweed Heads

- Metropolitan population potentials
- Regional population potentials
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1800 097 713

Or send an email to radiatoratings@gfk.com



2021 SURVEY SCHEDULE

Week no	Survey Weeks Sunday - Saturday	Sydney	Melbourne	Brisbane	Adelaide	Perth	Newcastle	Canberra	Gold Coast
	27 2								
1	Jan 3 9								
2	10 16								
3	17 23								
4	24 30								
5	31 Feb 6								
6	Feb 7 13								
7	14 20								
8	21 27								
9	28 Mar 6								
10	Mar 7 13								
11	14 20								
12	21 27								
13	28 Apr 3							S1: Apr 14	
14	Apr 4 10								
15	11 17								
16	18 24								
17	25 May 1						S1: May 14		S1: May 13
18	May 2 8								
19	9 15								
20	16 22								
21	23 29								
22	30 Jun 5								
23	Jun 6 12								
24	13 19								
25	20 26							S2: Jul 7	
26	27 Jul 3								
27	Jul 4 10								
28	11 17								
29	18 24								
30	25 31								
31	Aug 1 Aug 7						S2: Aug 20		S2: Aug 12
32	8 14								
33	15 21								
34	22 28								
35	29 Sep 4								
36	Sep 5 11								
37	12 18							S3: Sept 29	
38	19 25								
39	26 Oct 2								
40	Oct 3 9								
41	10 16								
42	17 23								
43	24 30								
44	31 Nov 6								S3: Nov 18
45	Nov 7 13						S3: Nov 26		
46	14 20								
47	21 27								
48	28 Dec 4								
49	Dec 5 11								
50	12 18	Metropolitan Release							
51	19 25	Survey #1 Thu Mar 11	Survey #3 Tue Jun 1	Survey #5 Tue Aug 24	Survey #7 Tue Nov 9				
	Easter Weekend	Survey #2 Thu Apr 15	Survey #4 Tue Jul 6	Survey #6 Tue Sept 28	Survey #8 Tue Dec 14				
	School Holidays	DAB+ survey results will be included within the metropolitan survey release.							

Survey release dates for regional markets are noted against S1, S2 and S3 on the schedule

2021 RADIO REPORTING PERIODS



SYDNEY, MELBOURNE, BRISBANE, ADELAIDE & PERTH		
S1	Jan 17 to Feb 27	Thu Mar 11
S2	Feb 7 to Feb 27 & Feb 28 to Apr 3	Thu Apr 15
S3	Feb 28 to Apr 3 & Apr 18 to May 22	Tue Jun 1
S4	Apr 18 to Jun 26	Tue Jul 6
S5	May 23 to Jun 26 & Jul 11 to Aug 14	Tue Aug 24
S6	Jul 11 to Sept 18	Tue Sept 28
S7	Aug 15 to Sept 18 & Sept 26 to Oct 30	Tue Nov 9
S8	Sept 26 to Dec 4	Tue Dec 14

NEWCASTLE (Blind)		
S1	Jan 31 to Apr 24	Fri May 14
S2	Second half of S1 & May 9 to Jul 31	Fri Aug 20
S3	May 9 to Jul 31 & Aug 15 to Nov 6	Fri Nov 26

CANBERRA		
S1	Jan 31 to Mar 27	Wed Apr 14
S2	Feb 28 to Mar 27 & Apr 25 to Jun 19	Wed Jul 7
S3	Apr 25 to Jun 19 & Jul 18 to Sept 11	Wed Sept 29

GOLD COAST / TWEED HEADS		
S1	Feb 14 to Apr 24	Thu May 13
S2	Mar 21 to Apr 24 & May 16 to Jul 24	Thu Aug 12
S3	May 16 to Jul 24 & Aug 22 to Oct 30	Thu Nov 18

Please note: survey release dates are staggered to allow for the different dynamics and logistic requirements of each market.

UNDERSTANDING BLIND SURVEYS	
<p>A non blind survey (rolling or otherwise) has a fixed and known survey period where the sample is placed evenly across the survey weeks.</p>	
<p>For blind surveys, the 'in' survey period is fixed and known to the market (12 week periods for Newcastle). The actual eight weeks of placement, from the published 12, are selected at random and the dates withheld from the market, i.e. they are not aware the weeks the sample is being placed, hence the term 'blind'.</p>	

2021 ROLLING RADIO SCHEDULE METROPOLITAN MARKETS



Week no	Survey Weeks Sunday - Saturday	Waves	Survey 1 (Thu Mar 11)	Survey 2 (Thu Apr 15)	Survey 3 (Tue Jun 01)	Survey 4 (Tue Jul 06)	Survey 5 (Tue Aug 24)	Survey 6 (Tue Sept 28)	Survey 7 (Tue Nov 09)	Survey 8 (Tue Dec 14)
	27	2								
1	Jan 3	9								
2	10	16								
3	17	23								
4	24	30								
5	31 Feb	6	Wave 1 (a&b)							
6	Feb 7	13								
7	14	20		Wave 1b						
8	21	27								
9	28 Mar	6								
10	Mar 7	13		Wave 2						
11	14	20			Wave 2					
12	21	27								
13	28 Apr	3								
14	Apr 4	10								
15	11	17								
16	18	24								
17	25 May	1								
18	May 2	8	Wave 3		Wave 3	Wave 3				
19	9	15								
20	16	22								
21	23	29								
22	30 Jun	5								
23	Jun 6	12	Wave 4			Wave 4	Wave 4			
24	13	19								
25	20	26								
26	27 Jul	3								
27	Jul 4	10								
28	11	17								
29	18	24	Wave 5							
30	25	31								
31	Aug 1	Aug 7					Wave 5	Wave 5		
32	8	14								
33	15	21								
34	22	28	Wave 6					Wave 6	Wave 6	
35	29 Sep	4								
36	Sep 5	11								
37	12	18								
38	19	25								
39	26 Oct	2	Wave 7							
40	Oct 3	9								
41	10	16							Wave 7	Wave 7
42	17	23								
43	24	30								
44	31 Nov	6	Wave 8							
45	Nov 7	13								
46	14	20								
47	21	27								
48	28 Dec	4								
49	Dec 5	11								
50	12	18								
51	19	25								

Easter Weekend

More about Rolling Surveys

Rolling surveys is the term used to describe the method of merging waves of survey periods to generate a survey result. For the Metropolitan markets rolling surveys have been utilised for many years. Under this method these markets are in survey for 41 weeks of the year and provide eight survey releases. Rolling surveys also tend to minimise the larger fluctuations in results that can be found between individual survey periods.

- Rolling surveys operate in the following manner:
- the first survey wave of 2021 is conducted over six weeks; Wave 1 is divided into two 3 weeks blocks (Wave 1a and 1b), half the required sample in Wave 1a and the other half in Wave 1b. These waves are then averaged together to generate Survey 1.
 - the next wave (Wave 2) is then conducted over a new five week period, where half of the required survey sample is placed evenly across the five weeks. Wave 1b and Wave 2 are then averaged together to produce the Survey 2 results.
 - following Wave 2, another new five week period is surveyed, again half of the required sample, producing Wave 3. Wave 2 and Wave 3 are then combined to provide Survey 3.
 - this process continues through till the end of the year.

The term Rolling Surveys comes from the actual process of adding a new wave of sample and dropping off the oldest wave thus rolling the sample through the year.

2021 ROLLING RADIO SCHEDULE NEWCASTLE, CANBERRA AND GOLD COAST



Week no	Survey Weeks Sunday - Saturday	Newcastle	Survey 1 N: Fri May 14	Survey 2 N: Fri Aug 20	Survey 3 N: Fri Nov 26	Canberra	Survey 1 C: Wed Apr 14	Survey 2 C: Wed Jul 07	Survey 3 C: Wed Sept 29	Gold Coast / Tweed	Survey 1 GC: Thu May 13	Survey 2 GC: Thu Aug 12	Survey 3 GC: Thu Nov 18
1	27 Jan	2											
2	3 Jan	9											
3	10 Jan	16											
4	17 Jan	23											
5	24 Jan	30											
6	31 Feb	6											
7	7 Feb	13											
8	14 Feb	20											
9	21 Feb	27											
10	28 Mar	6											
11	7 Mar	13											
12	14 Mar	20											
13	21 Mar	27											
14	28 Apr	3											
15	4 Apr	10											
16	11 Apr	17											
17	18 Apr	24											
18	25 May	1											
19	2 May	8											
20	9 May	15											
21	16 May	22											
22	23 May	29											
23	30 Jun	5											
24	6 Jun	12											
25	13 Jun	19											
26	20 Jun	26											
27	27 Jul	3											
28	4 Jul	10											
29	11 Jul	17											
30	18 Jul	24											
31	25 Aug	31											
32	1 Aug	7											
33	8 Aug	14											
34	15 Aug	21											
35	22 Aug	28											
36	29 Sep	4											
37	5 Sep	11											
38	12 Sep	18											
39	19 Sep	25											
40	26 Oct	2											
41	3 Oct	9											
42	10 Oct	16											
43	17 Oct	23											
44	24 Oct	30											
45	31 Nov	6											
46	7 Nov	13											
47	14 Nov	20											
48	21 Nov	27											
49	28 Dec	4											
50	5 Dec	11											
51	12 Dec	18											
	19 Dec	25											

Easter Weekend

More about Rolling Surveys

Rolling surveys is the term used to describe the method of merging waves of survey periods to generate a survey result. In 2021, Newcastle will be in survey for 36 weeks of the year, Gold Coast for 30 weeks and Canberra for 24 weeks. All three markets will have three survey releases.

Newcastle Blind Rolling surveys operate in the following manner:

- the first survey wave of 2021 is conducted over a 12 week period; GfK then selects eight weeks within the wave without informing the market of the selected dates, this is why it is called a blind survey. A full sample is placed evenly over these eight weeks and they are then combined to generate Survey 1.
- the next wave (Wave 2) is then conducted over a new 12 week period, where half of the required survey is placed evenly across 8 blind weeks. The last four weeks of Wave 1 and Wave 2 are then combined to produce the Survey 2.
- following Wave 2, another new 12 week period is surveyed across 8 blind weeks, again half of the required survey, producing Wave 3. Wave 2 and Wave 3 are then combined to produce Survey 3.

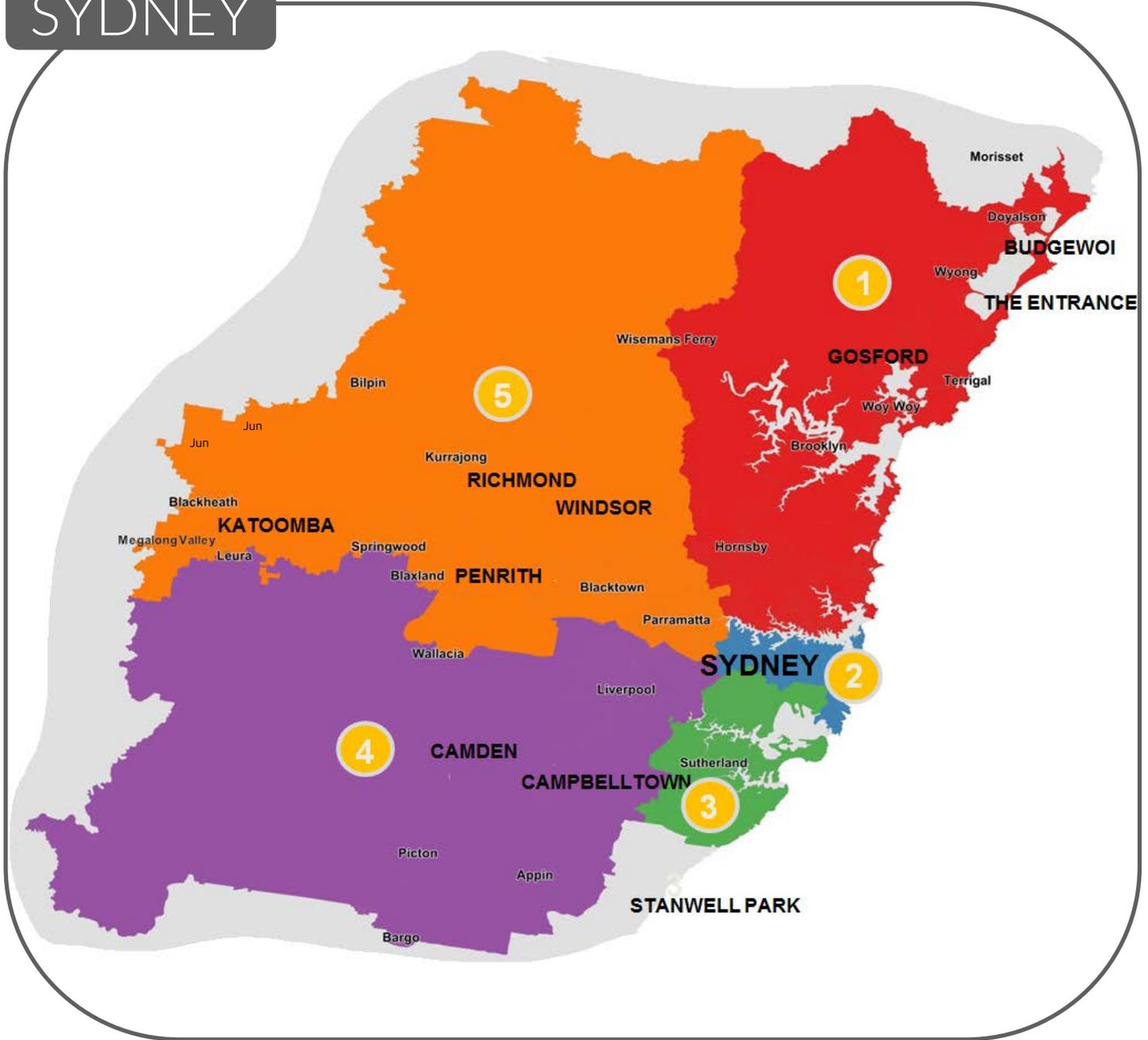
Gold Coast and Canberra Rolling Survey operates in the following manner:

- the first survey wave of 2021 is conducted over 10 weeks for Gold Coast, divided into two five week periods (Wave 1a and 1b), and 8 weeks for Canberra, divided into two four week periods. A full sample is placed evenly across Wave 1a and 1b in this wave. The weeks are then averaged to produce Survey 1.
- the next wave (Wave 2) is then conducted over a new 10 week period for Gold Coast and 8 week period for Canberra, where half of the required sample is placed. Then Wave 1b and Wave 2 are averaged to provide Survey 2.
- the final wave (Wave 3) is conducted over a new 10 week period for Gold Coast and 8 week period for Canberra, again half the required sample is placed. Wave 2 and Wave 3 are averaged to provide Survey 3.

The term Rolling Surveys comes from the actual process of adding a new wave of sample and dropping off the oldest wave thus rolling the sample through the year.

SURVEY AREA MAPS

SYDNEY



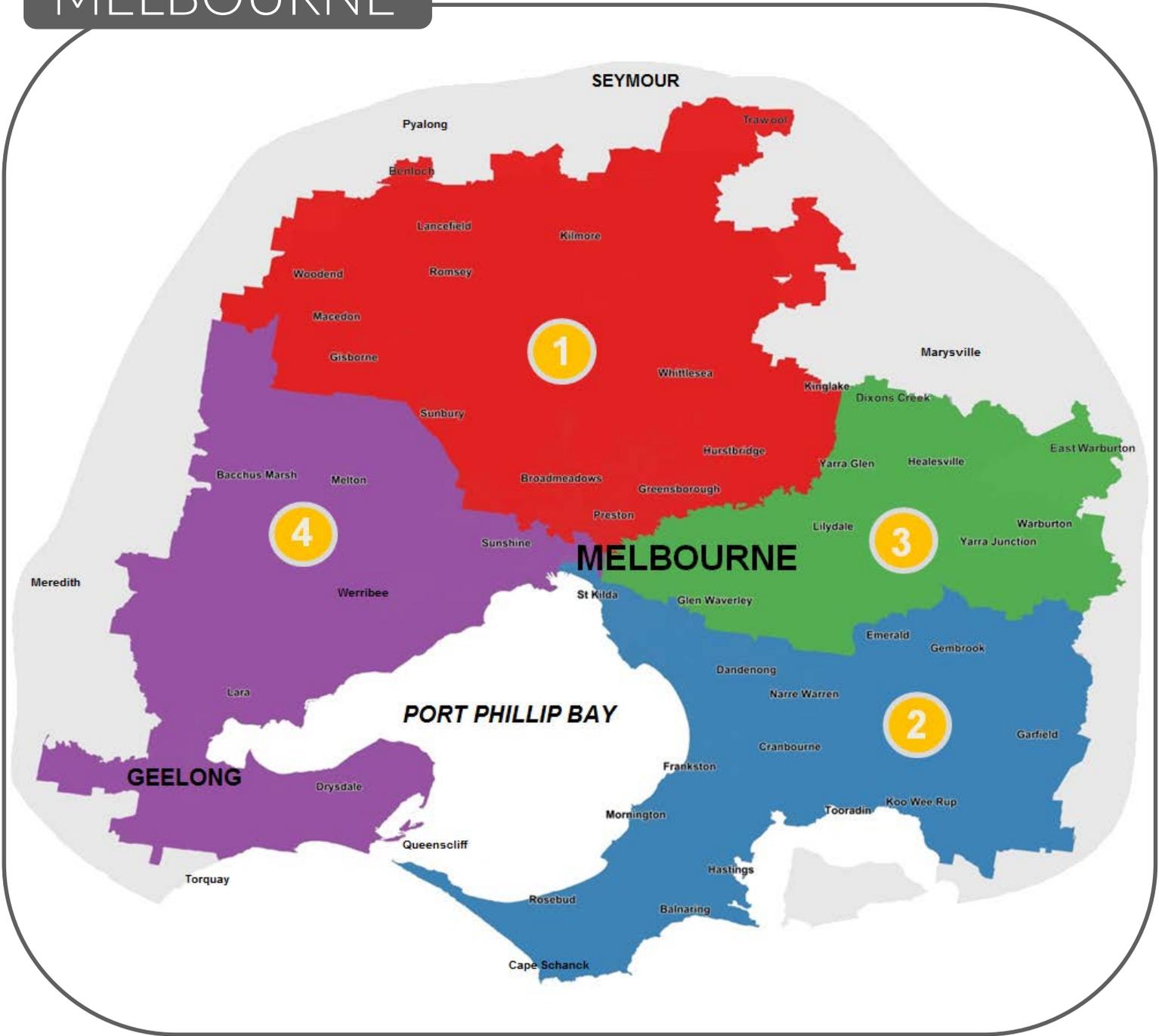
Sydney Regions	
1	North
2	Central & Inner West
3	South
4	South West
5	West

SURVEY AREA MAPS

Sydney Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas	Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. North				4. South West			
Baulkham Hills (partial)	25,499	0.5%	1	Auburn	712	0.0%	0
Carlingford	8,577	0.2%	0	Bankstown	185,204	3.5%	7
Chatswood - Lane Cove	123,703	2.3%	5	Blue Mountains - South	4	0.0%	0
Dural - Wisemans Ferry	12,977	0.2%	0	Bringelly - Green Valley	124,629	2.3%	5
Gosford	176,959	3.3%	7	Camden	71,720	1.4%	3
Hornsby	86,614	1.6%	3	Campbelltown (NSW)	172,433	3.2%	7
Ku-ring-gai	127,477	2.4%	5	Canterbury (partial)	8,755	0.2%	0
Manly	46,042	0.9%	2	Fairfield	195,781	3.7%	7
North Sydney - Mosman	103,564	1.9%	4	Illawarra Catchment Reserve	5	0.0%	0
Pennant Hills - Epping	43,345	0.8%	2	Liverpool	131,825	2.5%	5
Pittwater	64,567	1.2%	2	Merrylands - Guildford	37,259	0.7%	1
Ryde - Hunters Hill	146,868	2.8%	6	Penrith (partial)	6,594	0.1%	0
Warringah	162,890	3.1%	6	Wollondilly	45,129	0.8%	2
Wyong	167,057	3.1%	6	Wollongong	278	0.0%	0
1. North Total	1,296,139	24.4%	49	4. South West Total	980,328	18.5%	37
2. Central & Inner West				5. West			
Bankstown	1,663	0.0%	0	Auburn	104,019	2.0%	4
Botany (partial)	7	0.0%	0	Baulkham Hills	129,582	2.4%	5
Canada Bay	93,248	1.8%	4	Blacktown	145,065	2.7%	5
Canterbury (partial)	1,505	0.0%	0	Blacktown - North	113,109	2.1%	4
Eastern Suburbs - North	139,415	2.6%	5	Blue Mountains	79,002	1.5%	3
Eastern Suburbs - South	155,639	2.9%	6	Carlingford	66,006	1.2%	3
Leichhardt	61,510	1.2%	2	Dural - Wisemans Ferry (partial)	14,764	0.3%	1
Marrickville - Sydenham - Petersham	59,889	1.1%	2	Fairfield (partial)	1,898	0.0%	0
Strathfield - Burwood - Ashfield	153,065	2.9%	6	Hawkesbury	25,503	0.5%	1
Sydney Inner City	253,736	4.8%	10	Merrylands - Guildford	129,668	2.4%	5
2. Central & Inner West Total	919,677	17.3%	35	Mount Druitt	119,106	2.2%	4
3. South				Parramatta	157,064	2.9%	6
Botany	54,631	1.0%	2	Pennant Hills - Epping (partial)	10,390	0.2%	0
Canterbury	136,484	2.6%	5	Penrith	147,224	2.8%	6
Cronulla - Miranda - Caringbah	118,001	2.2%	4	Richmond - Windsor	37,768	0.7%	1
Hurstville	138,359	2.6%	5	Rouse Hill - McGraths Hill	43,152	0.8%	2
Kogarah - Rockdale	154,889	2.9%	6	Ryde - Hunters Hill (partial)	4,306	0.1%	0
Liverpool (partial)	623	0.0%	0	St Marys	56,907	1.1%	2
Strathfield - Burwood - Ashfield (partial)	16,598	0.3%	1	5. West Total	1,384,533	26.1%	52
Sutherland - Menai - Heathcote	112,181	2.1%	4	Sydney Total	5,312,443	100.0%	200
3. South Total	731,766	13.8%	27				

MELBOURNE



Melbourne Regions	
1	North
2	South
3	East
4	West

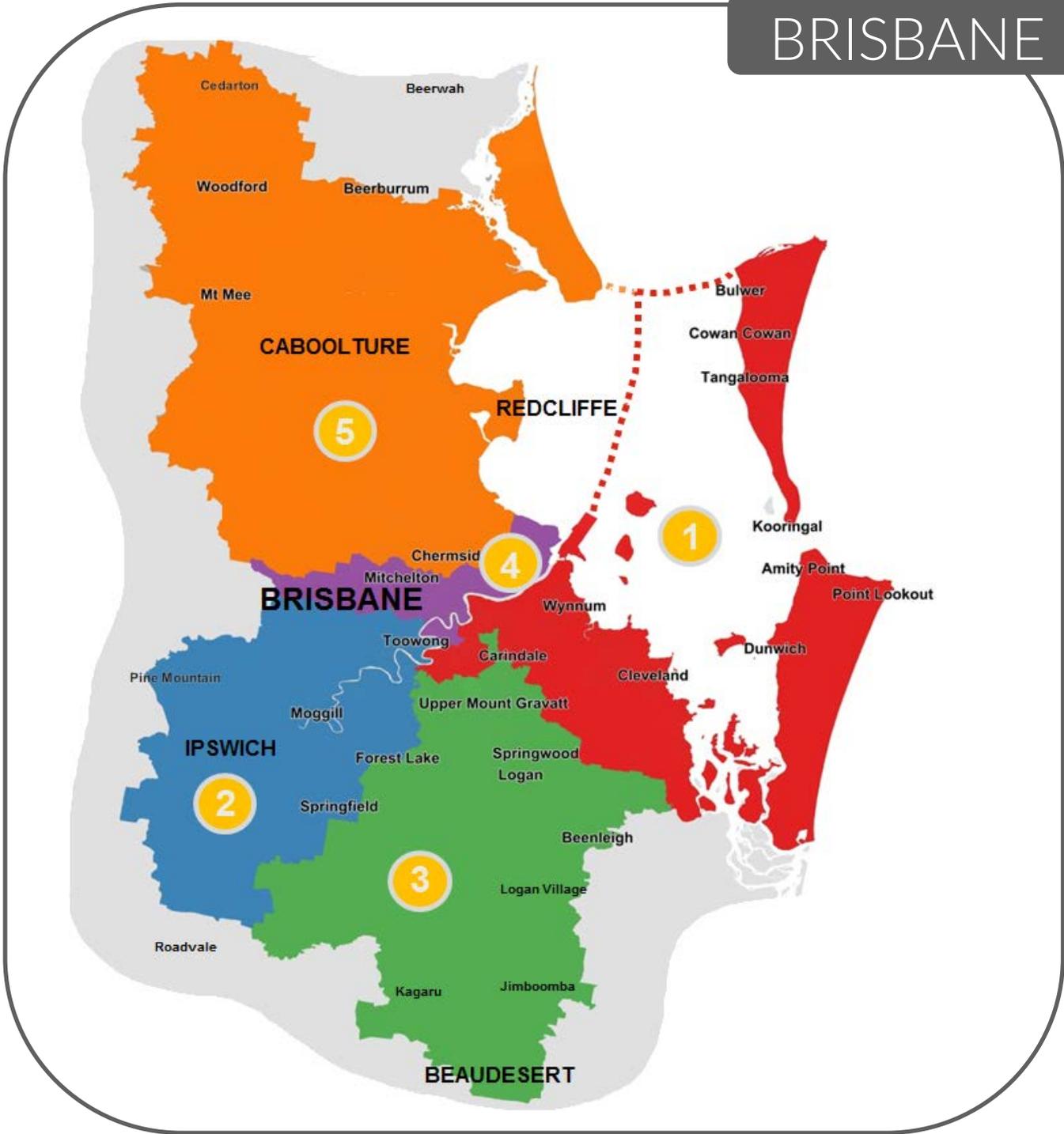
SURVEY AREA MAPS

Melbourne Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas	Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. North				3. East			
Banyule	131,700	2.5%	5	Boroondara	183,172	3.4%	7
Brimbank	84,132	1.6%	3	Cardinia (partial)	342	0.0%	0
Brunswick - Coburg	99,584	1.9%	4	Knox	164,510	3.1%	6
Darebin - North	105,882	2.0%	4	Manningham - East	27,552	0.5%	1
Darebin - South	58,302	1.1%	2	Manningham - West	100,093	1.9%	4
Essendon	74,831	1.4%	3	Maroondah	118,204	2.2%	5
Heathcote - Castlemaine - Kyneton	8,044	0.1%	0	Monash (partial)	142,894	2.7%	5
Keilor	64,567	1.2%	2	Stonnington - East	45,711	0.9%	2
Macedon Ranges	32,429	0.6%	1	Stonnington - West	72,057	1.3%	3
Melbourne City (partial)	7,286	0.1%	0	Whitehorse - East	65,626	1.2%	2
Moreland - North	85,383	1.6%	3	Whitehorse - West	1138,43	2.1%	4
Nillumbik - Kinglake	65,025	1.2%	3	Yarra (partial)	35,849	0.7%	1
Sunbury	40,749	0.8%	2	Yarra Ranges	157,926	2.9%	6
Tullamarine - Broadmeadows	192,776	3.6%	7	3. East Total	1,227,779	22.9%	46
Upper Goulburn Valley	16,571	0.3%	1	4. West			
Whittlesea - Wallan	24,9892	4.7%	9	Barwon - West	1,022	0.0%	0
Yarra (partial)	66,398	1.2%	3	Brimbank	116,214	2.2%	4
1. North Total	1,383,551	25.8%	52	Creswick - Daylesford - Ballan	1,538	0.0%	0
2. South				Geelong	206,080	3.9%	8
Bayside	106,862	2.0%	4	Hobsons Bay	92,256	1.7%	3
Cardinia	112,099	2.1%	4	Maribyrnong	93,448	1.7%	4
Casey - North	141,691	2.6%	5	Melbourne City	171,735	3.2%	7
Casey - South	212,181	4.0%	8	Melton - Bacchus Marsh	184,425	3.4%	7
Dandenong	205,582	3.8%	8	Port Phillip (partial)	181	0.0%	0
Frankston	142,643	2.7%	5	Sunbury (partial)	3,444	0.1%	0
Glen Eira	164,929	3.1%	6	Surf Coast - Bellarine Peninsula	56,595	1.1%	2
Kingston	128,401	2.4%	5	Wyndham	275,982	5.1%	10
Monash (partial)	51,535	1.0%	2	Yarra (partial)	3	0.0%	0
Mornington Peninsula	167,636	3.1%	6	4. West Total	1,202,923	22.4%	45
Port Phillip	11,5405	2.2%	4	Melbourne Total	5,363,510	100%	200
Yarra Ranges (partial)	293	0.0%	0				
2. South Total	1,549,257	28.9%	57				

SURVEY AREA MAPS

BRISBANE



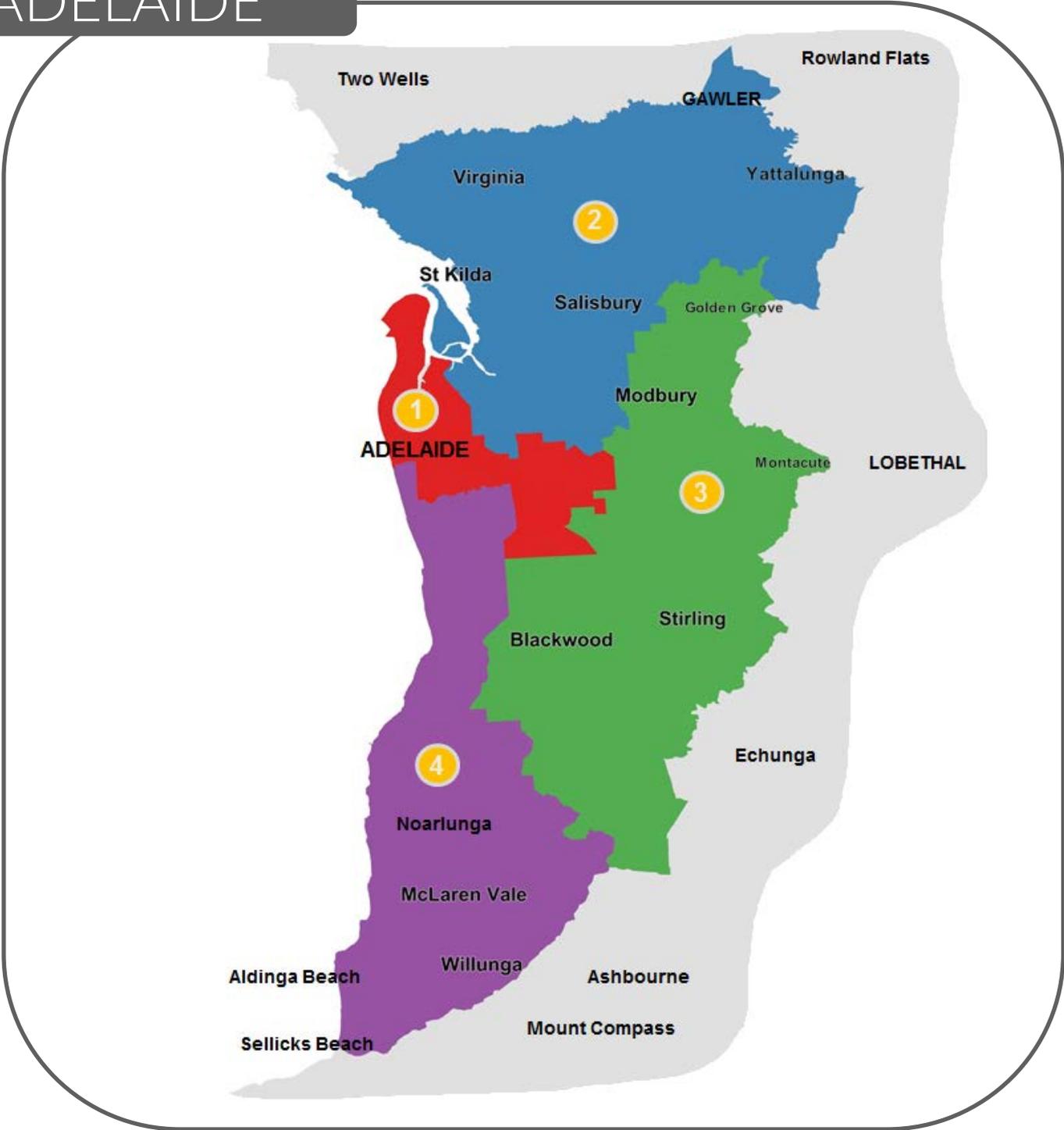
Brisbane Regions	
1	East
2	West
3	South
4	City & City North
5	North

SURVEY AREA MAPS

Brisbane Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas	Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. East				4. City & City North			
Brisbane Inner - East	45,445	1.9%	3	Brisbane Inner	83,681	3.4%	6
Capalaba	76,185	3.1%	5	Brisbane Inner - North	99,065	4.1%	7
Carindale	40,907	1.7%	3	Brisbane Inner - West	43,702	1.8%	3
Cleveland - Stradbroke	91,508	3.8%	6	Holland Park - Yeronga (partial)	8,516	0.4%	1
Holland Park - Yeronga	71,297	2.9%	5	Nundah	1,532	0.1%	0
Mt Gravatt (partial)	3,092	0.1%	0	The Gap - Enoggera	54,207	2.2%	3
Nathan	23,065	0.9%	2	4. City & City North Total	290,703	12.0%	20
Wynnum - Manly	73,900	3.0%	5	5. North			
1. East Total	425,399	17.5%	29	Bald Hills - Everton Park	44,986	1.9%	3
2. West				Bribie - Beachmere	36,114	1.5%	3
Brisbane Inner - West (partial)	18,472	0.8%	1	Caboolture	74,983	3.1%	5
Centenary	33,987	1.4%	2	Caboolture Hinterland	8738	0.4%	1
Forest Lake - Oxley	78,625	3.2%	6	Chermside	75,379	3.1%	5
Ipswich Hinterland	3,389	0.1%	0	Hills District	91,999	3.8%	6
Ipswich Inner	114,753	4.7%	8	Narangba - Burpengary	67,777	2.8%	5
Kenmore - Brookfield - Moggill	48,161	2.0%	3	North Lakes	88,070	3.6%	6
Sherwood - Indooroopilly	56,840	2.3%	4	Nundah	41,846	1.7%	3
Springfield - Redbank	101,433	4.2%	7	Redcliffe	62,602	2.6%	4
The Gap - Enoggera	0	0.0%	0	Sandgate	60,554	2.5%	4
2. West Total	455,660	18.8%	31	Strathpine	39,040	1.6%	3
3. South				5. North Total	692,088	28.5%	48
Beaudesert	3,536	0.1%	0	Brisbane Total	2,430,080	100.0%	167
Beenleigh	40,733	1.7%	3				
Browns Plains	87,756	3.6%	6				
Carindale	14,263	0.6%	1				
Gold Coast Hinterland	3,652	0.2%	0				
Ipswich Hinterland (partial)	331	0.0%	0				
Jimboomba	55,843	2.3%	4				
Loganlea - Carbrook	64,768	2.7%	4				
Mt Gravatt	75,738	3.1%	5				
Nathan (partial)	19,383	0.8%	1				
Rocklea - Acacia Ridge	66,232	2.7%	5				
Springwood - Kingston	80,284	3.3%	6				
Sunnybank	53,711	2.2%	4				
3. South Total	566,230	23.3%	39				

ADELAIDE



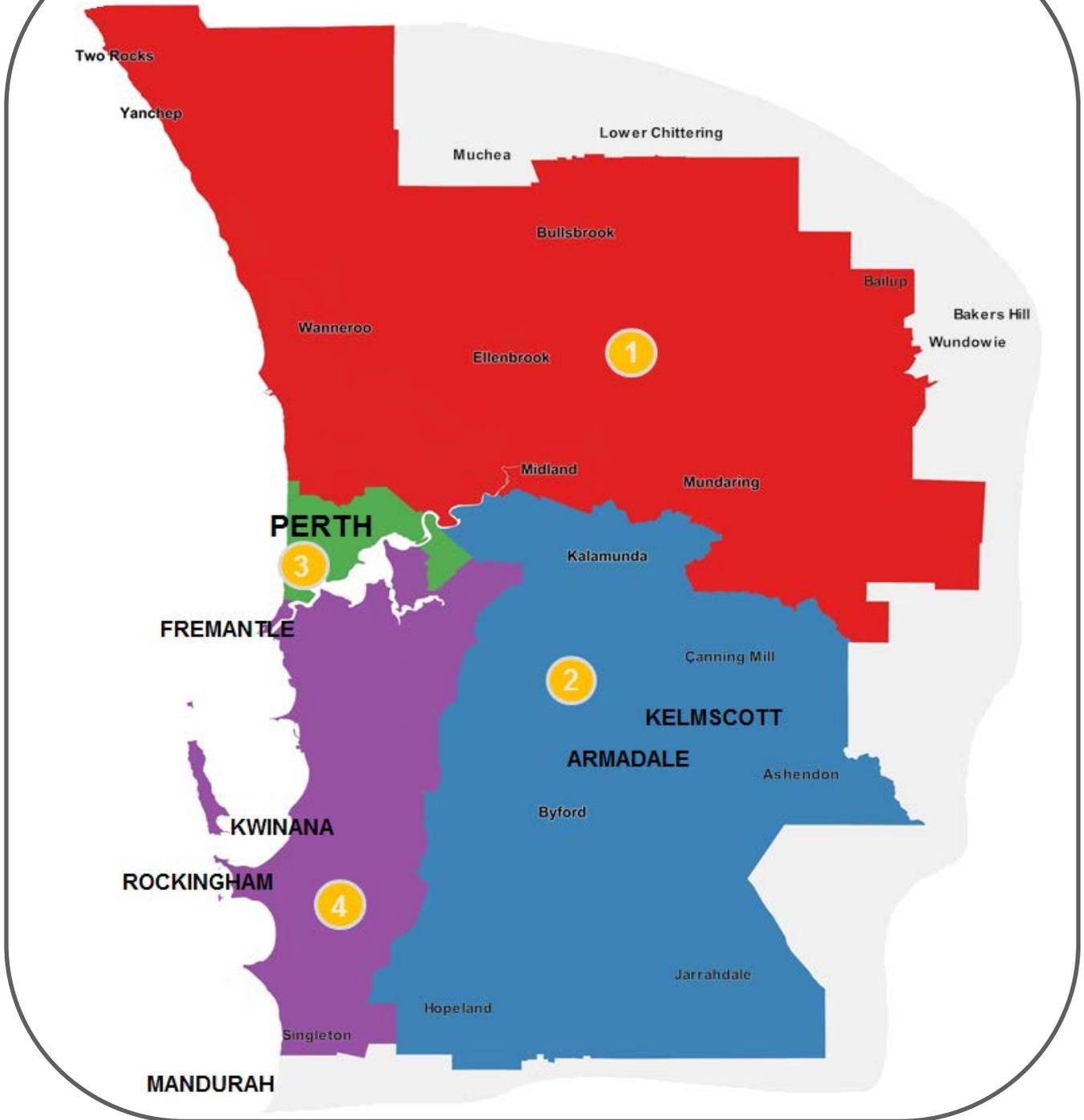
Adelaide Regions	
1	Central
2	North
3	East & South
4	West & South West

SURVEY AREA MAPS

Adelaide Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas	Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. Central				4. West & South West			
Adelaide City	25,456	2.0%	3	Charles Sturt	15,148	1.2%	2
Charles Sturt	100,616	7.8%	11	Holdfast Bay	35,641	2.8%	4
Norwood - Payneham - St Peters	37,056	2.9%	4	Marion	95,027	7.3%	11
Port Adelaide - West	40,856	3.2%	5	Onkaparinga	130,592	10.1%	15
Prospect - Walkerville	29,520	2.3%	3	Port Adelaide - West (partial)	3	0.0%	0
Unley	39,208	3.0%	5	West Torrens	64,075	4.9%	6
1. Central Total	272,712	21.0%	31	4. West & South West Total	340,486	26.3%	38
2. North				Adelaide Total			
Gawler - Two Wells	24,693	1.9%	3		1,295,645	100.0%	146
Playford	95,598	7.4%	11				
Port Adelaide - East	69,941	5.4%	8				
Port Adelaide - West	19,138	1.5%	2				
Salisbury	139,952	10.8%	16				
Tea Tree Gully (partial)	867	0.1%	0				
2. North Total	350,189	27.0%	40				
3. East & South							
Adelaide Hills	23,659	1.8%	3				
Burnside	45,816	3.5%	5				
Campbelltown (SA)	52,739	4.1%	6				
Mitcham	66,121	5.1%	7				
Onkaparinga	43,670	3.4%	5				
Port Adelaide - East (partial)	2,984	0.2%	0				
Salisbury (partial)	2,162	0.2%	0				
Tea Tree Gully	95,107	7.3%	11				
3. East & South Total	332,258	25.6%	37				

PERTH



Perth Regions	
1	North & North East
2	South & South East
3	West
4	South West

SURVEY AREA MAPS

Perth Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. North & North East			
Bayswater - Bassendean	83,474	4.2%	7
Joondalup	160,185	8.1%	12
Mundaring	42,999	2.2%	3
Perth City	19,913	1.0%	2
Stirling	202,838	10.3%	16
Swan	143,410	7.3%	11
Wanneroo	201,406	10.2%	16
1. North & North East Total	854,225	43.3%	67
2. South & South East			
Armadale	87,339	4.4%	7
Belmont - Victoria Park	42,054	2.1%	3
Gosnells	124,081	6.3%	10
Kalamunda	58,923	3.0%	5
Serpentine - Jarrahdale	32,753	1.7%	2
2. South & South East Total	345,150	17.5%	27
3. West			
Belmont - Victoria Park	32,937	1.7%	3
Canning (partial)	4,016	0.2%	0
Cottesloe - Claremont	72,264	3.7%	6
Perth City	90,649	4.6%	7
South Perth (partial)	467	0.0%	0
3. West Total	200,333	10.2%	16
4. South West			
Canning	92,448	4.7%	7
Cockburn	11,1729	5.7%	9
Fremantle	39,246	2.0%	3
Kwinana	45,092	2.3%	3
Melville	104,986	5.3%	8
Rockingham	135,933	6.9%	11
South Perth	43,352	2.2%	3
4. South West Total	572,786	29.0%	44
Perth Total	1,972,494	100.0%	154

SURVEY AREA MAPS

Newcastle Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. Central & North			
Lake Macquarie - East	485	0.1%	0
Newcastle	169,265	28.6%	23
Port Stephens	69,407	11.7%	9
1. Central & North Total	239,157	40.4%	32
2. West			
Lower Hunter	62,430	10.5%	9
Maitland	81,955	13.8%	11
Newcastle	3,018	0.5%	0
2. West Total	147,403	24.9%	20
3. South			
Lake Macquarie - East	123,441	20.8%	17
Lake Macquarie - West	79,693	13.5%	11
Newcastle	2,781	0.5%	0
3. South Total	205,915	34.8%	28
Newcastle Total	592,475	100.0%	80

CANBERRA

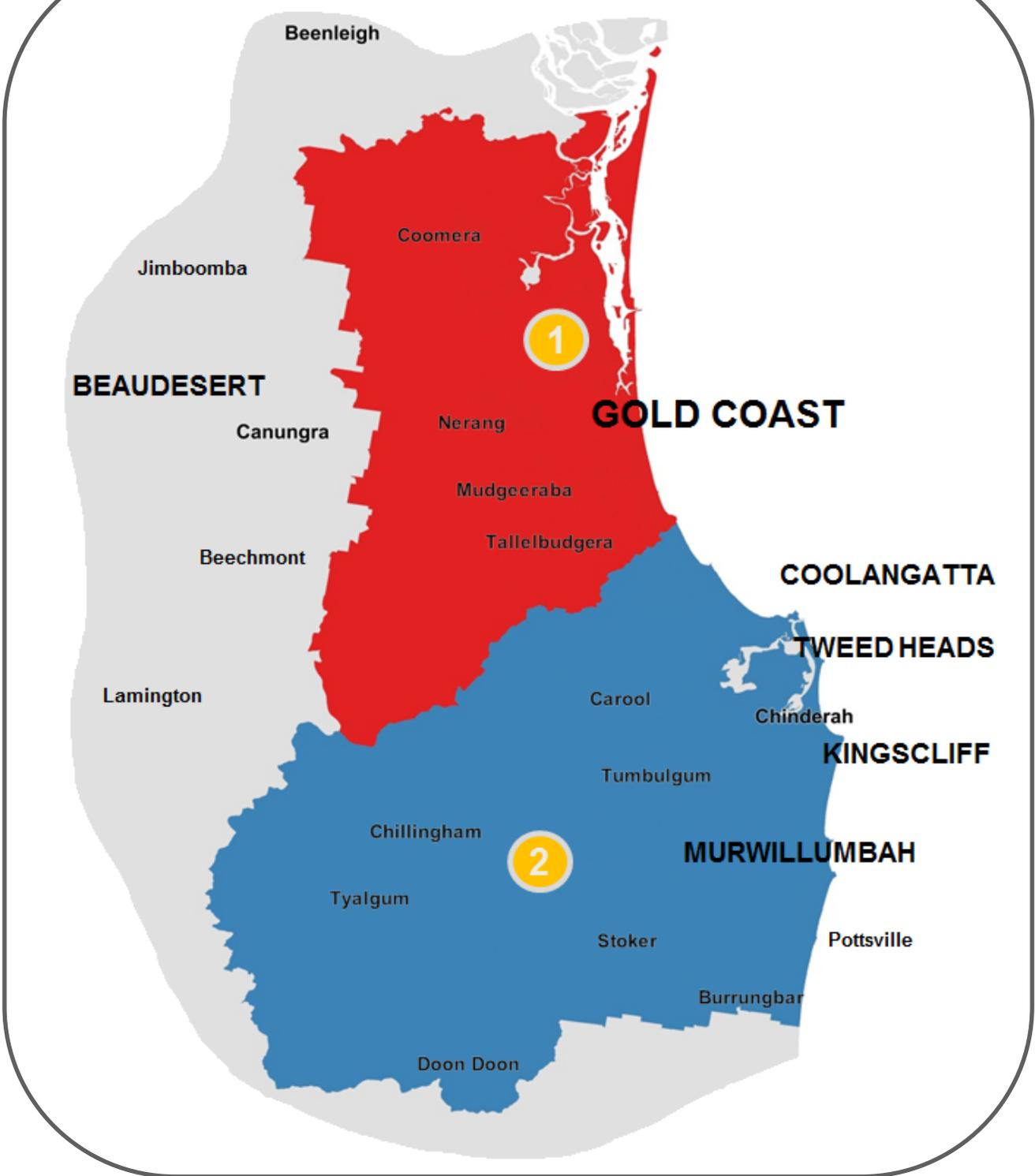


SURVEY AREA MAPS

Canberra Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
Canberra			
Belconnen	100,997	22.0%	14
Cotter - Namadgi	4,249	0.9%	1
Fyshwick - Pialligo - Hume	1,610	0.3%	0
Gungahlin	81,765	17.8%	12
North Canberra	58,350	12.7%	8
Queanbeyan	38,109	8.3%	5
South Canberra	30,016	6.5%	4
Tuggeranong	85,163	18.5%	12
Weston Creek	23,290	5.1%	3
Woden	36,482	7.9%	5
Canberra Total	460,031	100%	64

GOLD COAST/TWEED



Gold Coast/Tweed Regions	
1	North
2	South

SURVEY AREA MAPS

Gold Coast/Tweed Heads Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. North			
Broadbeach - Burleigh	66,027	9.6%	8
Gold Coast - North	71,234	10.3%	8
Gold Coast Hinterland	4,764	0.7%	1
Mudgeeraba - Tallebudgera	29,492	4.3%	4
Nerang	71,755	10.4%	8
Ormeau - Oxenford	122,304	17.7%	14
Robina	54,454	7.9%	6
Southport	63,270	9.2%	7
Surfers Paradise	45,669	6.6%	5
1. North Total	528,969	76.6%	61
2. South			
Coolangatta	57,715	8.4%	7
Mudgeeraba - Tallebudgera	6,690	1.0%	1
Tweed Valley	96,928	14.0%	11
2. South Total	161,333	23.4%	19
Gold Coast Total	690,302	100%	80

METROPOLITAN POPULATION POTENTIALS



		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		2,400	2,400	2,000	1,750	1,850
People	10+	4,793,000	4,817,000	2,156,000	1,161,000	1,778,000
	10-17	495,000	494,000	245,000	118,000	200,000
	18-24	548,000	572,000	253,000	128,000	190,000
	25-39	1,354,000	1,345,000	576,000	276,000	476,000
	40-54	1,027,000	1,040,000	477,000	247,000	397,000
	55-64	588,000	584,000	263,000	161,000	226,000
	65+	781,000	782,000	342,000	231,000	289,000
	13+	4,596,000	4,619,000	2,059,000	1,117,000	1,698,000
	18+	4,298,000	4,323,000	1,911,000	1,043,000	1,578,000
	16-24	664,000	690,000	311,000	159,000	238,000
	25-34	931,000	931,000	396,000	187,000	322,000
	35-44	780,000	770,000	340,000	169,000	288,000
	45-59	983,000	996,000	461,000	250,000	384,000
	60+	1,056,000	1,054,000	461,000	309,000	394,000
Men	10+	2,372,000	2,371,000	1,058,000	568,000	883,000
	10-17	256,000	256,000	126,000	61,000	105,000
	18-24	282,000	294,000	127,000	66,000	97,000
	25-39	676,000	671,000	284,000	137,000	237,000
	40-54	507,000	512,000	234,000	122,000	197,000
	55+	651,000	638,000	287,000	183,000	247,000
	13+	2,271,000	2,268,000	1,007,000	545,000	841,000
	18+	2,116,000	2,115,000	932,000	507,000	778,000
	16-24	342,000	355,000	157,000	82,000	122,000
	25-34	463,000	463,000	195,000	93,000	160,000
	35-44	391,000	389,000	168,000	84,000	145,000
	45-59	482,000	481,000	224,000	122,000	189,000
60+	498,000	488,000	218,000	142,000	187,000	
Women	10+	2,421,000	2,446,000	1,098,000	593,000	895,000
	10-17	239,000	238,000	119,000	57,000	95,000
	18-24	266,000	278,000	126,000	62,000	93,000
	25-39	678,000	674,000	292,000	139,000	239,000
	40-54	520,000	528,000	243,000	125,000	200,000
	55+	718,000	728,000	318,000	210,000	268,000
	13+	2,325,000	2,351,000	1,052,000	572,000	857,000
	18+	2,182,000	2,208,000	979,000	536,000	800,000
	16-24	322,000	335,000	154,000	77,000	116,000
	25-34	468,000	468,000	201,000	94,000	162,000
	35-44	389,000	381,000	172,000	85,000	143,000
	45-59	501,000	515,000	237,000	128,000	195,000
60+	558,000	566,000	243,000	167,000	207,000	

		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		2,400	2,400	2,000	1,750	1,850
Regions	Region 1	1,154,000	1,222,000	378,000	251,000	756,000
	Region 2	848,000	1,390,000	397,000	306,000	308,000
	Region 3	662,000	1,103,000	491,000	296,000	199,000
	Region 4	870,000	1,102,000	271,000	308,000	515,000
	Region 5	1,259,000		619,000		

Please note:

- The total 10+ population estimates are GfK's estimate, based on the latest census data available from the Australian Bureau of Statistics.
- The minimum sample size represents the minimum number of diaries that will be used to generate the radio ratings results for each survey release.
- The population potential figures are GfK's estimates of the number of people, by age cell, for each survey area.
- Each 10+ population and potential figure is estimated as at 16 December 2020.

Note about grocery buyer potentials

From 2014, grocery buyers will not be a demographic group that has a controlled weighting variable. This means the potential is not established at the beginning of each year, so when analysing the data the potential may vary from survey to survey, based on the number of respondents claiming to be grocery buyers in the reporting sample.

REGIONAL POPULATION POTENTIALS



		Newcastle	Canberra	Gold Coast
Min. Sample Size		1,500	1,100	1,500
People	10+	523,000	407,000	620,000
	10-17	57,000	42,000	66,000
	18-24	55,000	50,000	65,000
	25-39	117,000	112,000	141,000
	40-54	110,000	92,000	136,000
	55-64	74,000	49,000	84,000
	65+	110,000	62,000	128,000
	13+	500,000	391,000	595,000
	18+	466,000	365,000	554,000
	16-24	68,000	60,000	81,000
	25-34	80,000	76,000	96,000
	35-44	72,000	68,000	89,000
	45-59	113,000	86,000	136,000
	60+	146,000	85,000	168,000
Men	10+	256,000	200,000	299,000
	10-17	30,000	21,000	34,000
	18-24	28,000	25,000	32,000
	25-39	58,000	55,000	68,000
	40-54	54,000	46,000	65,000
	55+	86,000	53,000	100,000
	13+	244,000	192,000	286,000
	18+	226,000	179,000	265,000
	16-24	35,000	30,000	40,000
	25-34	40,000	37,000	46,000
	35-44	35,000	34,000	43,000
	45-59	55,000	43,000	65,000
60+	68,000	40,000	79,000	
Women	10+	267,000	207,000	321,000
	10-17	27,000	21,000	32,000
	18-24	27,000	25,000	33,000
	25-39	59,000	57,000	73,000
	40-54	56,000	46,000	71,000
	55+	98,000	58,000	112,000
	13+	256,000	199,000	309,000
	18+	240,000	186,000	289,000
	16-24	33,000	30,000	41,000
	25-34	40,000	39,000	50,000
	35-44	37,000	34,000	46,000
	45-59	58,000	43,000	71,000
60+	78,000	45,000	89,000	

		Newcastle	Canberra	Gold Coast
Min. Sample Size		1,500	1,100	1,500
Regions	Region 1	215,000	407,000	473,000
	Region 2	126,000		147,000
	Region 3	182,000		

Please note:

- The total 10+ population estimates are GfK's estimate, based on the latest census data available from the Australian Bureau of Statistics.
- The minimum sample size represents the minimum number of diaries that will be used to generate the radio ratings results for each survey release.
- The population potential figures are GfK's estimates of the number of people, by age cell, for each survey area.
- Each 10+ population and potential figure is estimated as at 16 December 2020.

Note about Grocery Buyer Potentials

From 2014, grocery buyers will not be a demographic group that has a controlled weighting variable. This means the potential is not established at the beginning of each year, so when analysing the data the potential may vary from survey to survey, based on the number of respondents claiming to be grocery buyers in the reporting sample.



2021 Radio Ratings Training Schedule

The GfK Radio Ratings Certificate Training Course is free to current radio ratings subscribers and covers all aspects of radio audience measurement in Australia.

SYDNEY, MELBOURNE, BRISBANE, ADELAIDE & PERTH:

Due to COVID-19 all training will be conducted remotely via Teams / Zoom until further notice. Training will be offered to each Network/Agency for all subscribers. An email seeking expression of interest will be sent each month to determine level of demand. If you have urgent training requirements, please contact GfK directly.

REMOTE TRAINING SCHEDULE:

	Date	
Feb	Tuesday, 9 th	10:30am & 1:00pm
Mar	Tuesday, 30 th	10:30am & 1:00pm
May	Tuesday, 25 th	10:30am & 1:00pm
July	Tuesday, 20 th	10:30am & 1:00pm
Sept	Tuesday, 21 st	10:30am & 1:00pm
Nov	Tuesday, 30 th	10:30am & 1:00pm

* Please note depending on demand more sessions can be offered.

GOLD COAST, NEWCASTLE & CANBERRA: Training is run on an ad-hoc basis

Contact: Ann-Maree Nolan 0413 585 332 ann-maree.nolan@gfk.com

GfK TRAINING CONDITIONS

You must advise GfK if you plan to attend a training session by accepting the training invitation via teams. Training invitations can be forwarded to other team members.

Minimum class size is 4, and GfK reserves the right to cancel a training session due to low demand.

GfK must be advised of any cancellations at least 48 hours before the course is due to commence – another staff member can attend in place of a cancellation. If the training session falls under 4 people, the session will be cancelled.

E-LEARNING – GfK Radio Ratings – Introduction to the data.

Our new e-learning course gives subscribers the flexibility to complete the GfK Radio Ratings training at a time that suits them. On completion of the course participants will be able to use the four basic radio statistics effectively and understand the relationship between the statistics; as well as be able to understand and interpret Reach & Frequency.

For more information on Remote or E-learning courses contact:

Contact: Ann-Maree Nolan	0413 585 332	ann-maree.nolan@gfk.com
Sian Gillen	0417 257 021	sian.gillen@gfk.com

The occupation classifications used by GfK to segment the categories are the Australian Standard Classification of Occupations (ASCO) as defined by the Australian Bureau of Statistics. The specific job titles listed are only examples of each occupation category.

A	Managers and administrators (General manager, managing supervisor, government appointed officials, farm managers, farmers)
B	Professionals (Engineers, building professionals, natural scientists, health diagnosis and treatment practitioners, school teachers, other teachers and instructors, social professionals, business professionals, artists and related professionals)
C1	Para-professionals, clerks, sales persons and personal service workers (Technicians, air and sea transport technical workers, registered nurses, police, air traffic controllers, receptionists, telephonists, clerical, data processors and business machine operators, stenographers and typists, couriers, tellers, cashiers, investment and real estate salespersons, sales representatives, sales assistants, telephone sales)
C2	Tradespersons (Electrical and electronic tradespersons, metal fitting and machining tradesperson, building tradespersons, food tradesperson, plumbing tradespersons, vehicle tradespersons, printing tradespersons)
D	Plant, machine operators, and drivers (Road and rail transport drivers, mobile and stationary plant operators, machine operators)
E	Labourers and related workers (Trades assistants and factory hands, agricultural labourers and related workers, cleaners, construction and mining labourers, miscellaneous labourers and related workers)
F	Unemployed/looking for work
G	Student or under school age
H1	Not in paid employment
H2	Retired or aged pensioner

2021 LIFESTYLE CATEGORIES



The single source lifestyle questionnaire forms part of the GfK radio survey. The data it provides gives users an excellent insight into listeners' lifestyles and purchasing habits or intentions.

The 2021 categories are:

Media	<ul style="list-style-type: none"> - Newspaper readership (market specific) – paper and online - TV Viewing - Commercial, ABC, and Pay TV - Subscription TV - Video on demand
Lifestyle and travel	<ul style="list-style-type: none"> - Air travel, interstate and overseas - Holiday travel intentions - Sporting event attendance - Casino/licensed club visit - TAB betting - Internet or mobile phone gambling - Tobacco smoker/intention to quit - Lotteries, lotto, or scratchies purchase - Gym/Fitness centre membership/intentions - Physical activity /intention to start - Start or continue low calorie/controlled diet - Cinema attendance
Household and home	<ul style="list-style-type: none"> - Pet ownership - Home renovations <ul style="list-style-type: none"> - Painting - Landscaping/gardening - Extensions/repair work - Kitchen/bathroom renovations - General household refurbishment - None - Likely to purchase or sell house/unit within next 12 months - Have an investment property - Intend to purchase an investment property in the next 12 months - Utility provider decision maker
Technology	<ul style="list-style-type: none"> - Digital radio purchase - Radio station social media usage & engagement - Social media usage - Mobile phone contract type - Mobile phone network carrier and intention to switch - Internet surfing - time spent - Computer tablet device purchase intention - Computer video games, software and hardware/accessories, purchase intention

<p>Purchase behaviour</p>	<ul style="list-style-type: none"> - Hardware store purchase - Garden nursery purchase - Furniture/appliance store purchase - Department store or discount retailer purchase - Newsagency, music/record store purchase - Shopping for clothing/accessories - Pharmacy/chemist purchase - Purchased goods over the internet - Whitegoods, air-conditioning/heaters, furniture purchase intention - Audio/visual equipment, digital radio purchase intention - Motor vehicle purchase intention - Household green items purchase next 12 months (eg solar, batteries, windows/glazing)
<p>Finance and insurance</p>	<ul style="list-style-type: none"> - Mortgage provider and intention to change - Comprehensive motor vehicle insurance - Home and/or contents insurance - Private health insurance - Credit card ownership - Finance and investment purchase intention - Personal loan and investments
<p>Food and beverage</p>	<ul style="list-style-type: none"> - Restaurant dining frequency - Hotel and licensed club visit - Take-away/fast-food purchases by food category and frequency - Purchase of beer/wine/spirits/pre-mixed spirits for home or social occasions

The most commonly referred to statistics are outlined in the tables below. Your software system may have additional statistics, please refer to your software provider for more information or contact GfK for further information.

<p>Share %</p>	<p>Share of audience: Indicates a station's relative strength within a market. It shows the percentage of total radio listening audience during a given time period tuning to a particular station. Share is a station's average audience expressed as a percentage of the total radio audience for the same period.</p> <p><i>For example, 8.4% of all radio listening is to Station G, Mon-Sun, 5:30am to midnight.</i></p>
<p>Average audience (000's)</p>	<p>Average audience or average quarter-hour audience: the average number of listeners tuned to a radio station per quarter hour in any given time period. Usually expressed in thousands (000's).</p> <p><i>For example, in any given quarter hour between Mon-Fri 5:30am to 9am, on average 55,000 listeners were listening to Station F.</i></p>
<p>Cumulative audience/ cumes/ reach (000's or %)</p>	<p>Cumulative audience (cumes): the total number of different people who listen to a station for at least eight minutes (one quarter-hour) during any time period. Cumes illustrate audience size, as they estimate the unduplicated number of people reached by a station at least once during a particular time period.</p> <p><i>For example, Station K has 575,000 unique listeners between 5.30am and midnight, Mon- Fri.</i></p> <p>Note that the cumes from two stations cannot be added together, nor can you add daypart cumes together, because listeners may be listening in both sessions and duplication will occur. Station cumes may be added across discrete demographics within a time period, e.g., cume Men 18-24 + cume Men 25-34 = cume Men 18-34</p> <p>Cumulative audience is expressed in thousands (000's) and can also be expressed as a percentage of the total population or total available audience.</p> <p><i>For example, Station K has 575,000 unique listeners between 5.30am and 12mn Monday- Friday. 54% of People 10+ tuned in at least once to Station K in this time period.</i></p>
<p>Time Spent Listening (TSL) hrs:mins</p>	<p>Time Spent Listening or TSL: an estimate of the amount of time a station's cumulative audience spends listening during a specified time period, expressed in hours and minutes. Note that TSL does not denote audience size.</p> <p><i>For example, between 5:30am and midnight, Mon-Fri, Station C listeners tune in for 8 hours and 15 minutes (8:15).</i></p>

Exclusive audience (000's/%)

Exclusive audience: is the number of people who listen exclusively to one station during any particular session. This can be expressed as a number or a proportion of the station's total audience.

For example, 90,000 people listened only to Station R 5.30-12mn Mon-Fri or 35% of Station R's audience only listen to Station R during this time period.

Below are statistics that are more commonly found when using reach and frequency analyses:

Average frequency (effective and exclusive)

Average frequency: this is the average number of times that a station's listeners hear an advertisement. Also known as opportunity to hear.

For example, Station A's audience heard an advertising campaign on average 3.1 times.

Frequency can either be:

- **Effective:** displays the number of times the audience has heard the advertising campaign at least once, at least twice etc. Displayed as 1+, 2+, 3+ etc.
- **Exclusive:** displays the number of times the audience has heard the advertising campaign exactly once, exactly twice, exactly three times. Displayed as 1, 2, 3 etc.

Reach / Cume

Net reach: expresses the total number of different people who are reached at least once by an advertising schedule, displayed as numbers of people and/or as a percentage of the population group being targeted. Reach is similar to cumulative audience but is usually quoted in the context of an advertising campaign.

For example, 15 x 30 second commercials placed in Breakfast by Brand A, Mon-Fri, for one week on Station X will reach 312,000 people 25-54, or 30% of 25-54 year olds.

Gross impacts

Gross impacts: Shows the total number of times the advertisement was heard, it measures the weight of a campaign. Each quarter-hour audience figure is added together to create gross impacts, it is a duplicated figure as the listener is likely to hear the spot more than once.

For example, Station X plays a spot at 6.05 a.m., 7.05 a.m., 10.05 a.m., 1.05 p.m. and 4.05 p.m. If each spot attracts an average audience of 10,000 then the Gross Impacts would be 50,000.

Cost per thousand or CPM

Cost per thousand: this is the cost of an advertising campaign or spot, based on the number of times an audience is reached (gross impacts) i.e. how much it costs to achieve 1000 impacts. It does not measure how much it costs to reach 1000 different individuals.

CPM is calculated by dividing the cost by the number of gross impacts.

For example, a five-spot advertising campaign run on Station X is estimated to achieve 853,000 gross impacts. Each spot cost \$500.

$CPM = \$2,500/853 = \2.93

ACCESSING AND SOURCING THE RADIO RATINGS



The radio ratings are collected and prepared by GfK and the copyright is owned by Commercial Radio Australia (CRA). The radio ratings are confidential information that can only be obtained by having a license to access these ratings. As such, the radio ratings cannot be passed to third parties without written consent from Commercial Radio Australia. This consent can only be obtained by application to GfK. In addition, using the radio ratings data for commercial purposes without permission of Commercial Radio Australia is also prohibited and such use and approval can only be given to an approved subscriber. To obtain a license to access the radio ratings or more information, please contact GfK on 02 9900 2888.

Any licence holder of the CRA radio ratings data must use an accredited software package, which at all times must comply with CRA's Gold Standard in relation to the use and reporting of the elemental data. For more detail on the Gold Standard Accredited Software Providers please visit CRA's website at www.commercialradio.com.au

Any publishing of the radio ratings will need to be sourced "GfK Radio Ratings" or GfK must be used in conjunction with the data release. GfK acknowledges that licensed users will be able to release the following level of data:

1. The use of the radio ratings in a narrative form to support insights or audience research claims made in reference to a story, sales brochure, or sales pitch.
2. The top line Share, Average, and Cumulative Audience figures in each capital city or regional market for the standard sessions and demographics for the AM/FM stations:

Sessions	Demographics
ROS: Mon-Sun 5:30am-12mn	People 10+
Weekdays: Mon-Fri 5:30am-12mn	People 10-17
Breakfast: Mon-Fri 5:30am-9am	People 18-24
Morning: Mon-Fri 9am-12md	People 25-39
Afternoon: Mon-Fri 12md-4pm	People 40-54
Drive: Mon-Fri 4pm-7pm	People 55-64
Evenings: Mon-Fri 7pm-12mn	People 65+
Weekends: Sat & Sun 5:30am-12mn	

3. The top line Cumulative Audience figures in each capital city for the standard sessions and demographics for the DAB+ stations as per the table above.
4. Radio ratings data referring to the Other AM, Other FM, and Other Digital station groups CANNOT be published.
5. Any supply of radio ratings beyond the above will breach the confidential information rights of CRA and GfK. GfK may discontinue supply to license holders and subscribers who provide the data to third parties without authorisation and may commence legal proceedings against those parties.

Please note that any release of ratings data, including press releases, is embargoed until 9:30am (AEST / AEDT) on survey day.

Guidelines for sourcing and reporting GfK radio ratings

- DO NOT reference software or a software platform in the sourcing e.g. GfK Radio Ratings (GfK Probe, eRAM, BCC).
- Any claim referencing a daypart not based on one of the standard BMADE or weekend dayparts (as listed on the previous page) must be clearly defined in the claim or source.
- It must be clear what statistic, demographic and daypart is being used when stating claims like #1 or #2 either in the document or the source.
- Headline claims should have a footnote reference that indicates the reader should seek clarification in the sourcing i.e. #1 Station¹ or #2 Station^{*}
- The source must contain the market, survey, demographic, daypart and statistic references.
- An overarching statement of 'Unless otherwise stated' can be used within a source to remove the need to list all different types of ratings data included.
- Any Combined station or Network results should identify the stations included either in the document or the source.
- External use of estimated audience figures derived from the radio ratings is not permitted.
- An example of a correct source statement:

Source: GfK Radio Ratings, Syd S1 2021, Share %, People 10+, Mon-Sun 5:30-12mn, unless otherwise stated.

Any publication of the radio ratings that does not follow the above guidelines may be breaching the copyright and IP rights of CRA and GfK and may result in false or misleading statements. GfK may cease supply to license holders and subscribers who continue to or deliberately breach the guidelines and may commence legal proceedings against those parties.

HOW THE RATINGS ARE COLLECTED

The radio ratings survey is conducted using a multi-mode methodology, with 70% door-knock recruitment for the paper diary and 30% online recruitment for the e-diary.

The sample design and size

Sample design:

Paper diary

The paper diary sample is selected using a stratified multistage probability sample, where respondents aged 10 years and over are randomly selected using household member's birthdays.

Each market is split into geographic regions which are then further divided into Statistical Areas (SA1). Census data from the Australian Bureau of Statistics (ABS) is used to calculate the quota of respondents required in each SA1 to ensure the final sample reflects the total population. Each SA1 is then split into interviewing areas (IAs), with a detailed map drawn of each IA. Each block within an IA is prescribed a block number. The blocks are numbered using a process called the serpentine curve, and to maintain randomness, each map is assigned a different start block, with each block then worked in order. In order to reach the required sample size, six people/diaries per IA are recruited.



Sampling is sequential over time, with up to four calls being made on each selected household, spaced across several survey periods. Interviewers rotate their calls over different times of the day to give full opportunity for all types of households to participate.

Metropolitan Markets: for survey wave 1, one sixth of the selected IAs are surveyed each week (six-week wave); for survey waves 2-8, one fifth of the selected IAs are surveyed each week (five-week waves), ensuring an even spread across the survey wave. Data from two consecutive waves are combined to produce the survey reports.

Regional Markets: for each survey wave 1, in Canberra and Newcastle one-quarter of the selected IAs (four-week wave) and in Gold Coast one fifth of the selected IAs are surveyed each week (five-week wave); for survey waves 2-3, in Canberra and Newcastle one eighth of the selected IAs (eight-week waves) and in Gold Coast one-tenth of the selected IAs (ten-week waves) are surveyed each week, ensuring an even spread across each survey wave. Data from two consecutive waves are combined to produce the survey reports.

Each respondent who returns a completed diary is entered into a prize draw for a chance to win \$1,000 cash. Separate draws are conducted for each market, with one draw per market in each survey period.

HOW THE RATINGS ARE COLLECTED

Sample design: e-diary

Recruitment of respondents to complete the e-diary is undertaken using online research panels. E-diary respondents make up 30% of the radio ratings sample. Using this method of recruitment allows the pre-screening and selection of respondents to reflect the spread of the population by age and gender and by geographic area within each market, in line with ABS figures.

Each respondent is incentivised to participate using the online panel provider's incentive scheme.

Sample size: paper and e-diary combined

Minimum effective target samples for each city per report period are:

- SYDNEY 2,400 individuals aged 10 years and over.
- MELBOURNE 2,400 individuals aged 10 years and over
- BRISBANE 2,000 individuals aged 10 years and over
- ADELAIDE 1,750 individuals aged 10 years and over.
- PERTH 1,850 individuals aged 10 years and over.
- NEWCASTLE 1,500 individuals aged 10 years and over.
- GOLD COAST 1,500 individuals aged 10 years and over.
- CANBERRA 1,100 individuals aged 10 years and over.

HOW THE RATINGS ARE COLLECTED

The paper diary, placement, and collection

Paper diary design: metropolitan and regional markets

A GfK sticker diary is used by 70% of respondents, across both metropolitan and major regional markets. Each diary contains space for the respondent to record their radio listening for a period of up to nine days, commencing on a Friday (depending on the day the diary is placed).

In the sticker diary, each column heading is blank and a separate sheet is supplied with stickers bearing the names of each radio station that can be received in the market (a separate sticker per station). The respondent selects stickers for the station(s) they listen to, and places them on the blank column headings. Those column(s) are then used to record all listening to the station(s). Blank stickers are provided for the respondent to record listening to any radio station that does not have a pre-printed sticker. Seven columns are provided for stickers in each diary, with additional pages provided to record listening if more than seven stations are listened to.

HOW TO COMPLETE YOUR RADIO LISTENING DIARY

Before starting, you must personalise your diary using the station sticker column. Refer to the inside cover of the diary for full instructions.

STEP 1: STATION
Place a cross (x) next to the time in the station column for EVERY 15 minutes (where you have listened for 5 minutes or more). If you did not listen to the radio at any time, cross off the line slots by drawing a diagonal line / under the station column and write 'No Listening' on the line.

REMEMBER EVERY 15 MINUTE TIME SLOT MUST HAVE A CROSS (X) FOR LISTENING OR A DIAGONAL LINE / FOR NO LISTENING

Remember to lift the flap to show your stations!

If you listen to more than 7 stations during the week, please go to page 26 of your diary and complete the grid.

STEP 2: WHEN AND WHERE
For each listening instance, place a corresponding cross (x) to indicate WHERE you listened to the radio (At Home, In Car, At Work, or Elsewhere).

STEP 3: ON WHAT
For each listening instance, place a cross (x) in the corresponding column to indicate WHAT device you listen to the Radio on (AM/FM radio, DAB+ digital radio, Mobile Phone, PC/Tablet, Smart Speaker, Other).

STEP 4: USING HEADPHONES
For each listening instance, place a cross (x) in the corresponding column to indicate you listened to the radio using headphones, otherwise, leave blank.

RADIO LISTENING DIARY 2021

This diary belongs to _____
For your listening from _____
Your interviewer is _____
This diary will be collected on _____
Diary collection time _____

CITY	WEEK	SAL	HEB	PH	MC
1	2	3	4	5	6

For each day (midnight to midnight), time is listed in quarter-hours down the page for a 24-hour period, with listening information recorded for each station listened to (eight minutes or more) by placing crosses in the appropriate squares. There are additional columns provided for the respondent to record their place of listening – at work, at home, in car, or elsewhere; and to record the device they used to listen to the radio – AM/FM radio, DAB+ radio, mobile phone, PC/tablet, smart speaker or other, and whether they were listening using headphones.

The diary also contains a two-page lifestyle questionnaire, as well as information about the purpose of the survey and the importance of accurately recording their listening or non-listening behaviour.

HOW THE RATINGS ARE COLLECTED

Paper diary placement: metropolitan

Paper diary placement is made face-to-face by specially selected and trained interviewers who are managed by Field Supervisors. One person is randomly selected in each household, using a birthday recruitment method.

GfK interviewers record all recruitment information electronically via a tablet PC (CAPI), allowing live management of quota requirements and instant feedback on completion rates.

To ensure 10-24 year olds are recruited in line with the population, interviewers can proxy place a diary with the parent, partner, or guardian of the selected respondent. Quota recruitment can also be used to recruit 10-24 year olds if there is a shortfall of 10-24 year olds using birthday recruitment.

During the diary placement the interviewer personally demonstrates how the paper-diary is to be completed (a demonstration page is included in each diary) and informs the respondent of the privacy considerations (detailed on the GfK website). They also explain the lifestyle questionnaire and inform respondents that they will be entered in a draw to win a prize for completing the survey.

All calls to establish contact are made on Thursday, Friday, and Saturday, with the time rotated between day, night, and Saturday, according to an established procedure. Each interviewer works through a list of areas in a different order to the previous wave, to ensure the timing of calls at any home alters from wave-to-wave, increasing the contact rate.

If the respondent identified through birthday recruitment is not at home at the time of placement, a leaflet is left explaining the purpose of the survey and the importance of accurately recording their listening or non-listening. This is left to reassure the potential respondent that the project is legitimate and worthwhile. If a respondent declines to participate (e.g., busy/going out) but does not refuse outright, they also receive the explanatory leaflet. These respondents are contacted again in subsequent waves to attempt to obtain their participation. The leaflets can also be left at unattended homes so that when the interviewer calls back in a future wave the household members are better prepared for recruitment.

HOW THE RATINGS ARE COLLECTED

Paper diary placement: regional face-to-face and CATI

Diary placement in major regional markets is made both via face-to-face (50% of sample) by specially selected and trained interviewers who are managed by Field Supervisors and via Computer Aided Telephone Interviewing (CATI) (20% of sample). The remaining 30% of the sample is recruited online for the e-diary.

Household flooding methodology is used in these markets; this requires diaries to be placed with all people living in the household aged 10 years and over. The interviewer recruits the household through a person living in the household aged 18 years or over, and all household recruitment information is recorded electronically via a tablet PC (CAPI) or during the CATI recruitment.

Each diary owner's name and an identifying person number is recorded on the front cover of their diary, as well as the dates for listening and date the diary will be collected. The interviewer conducts the demonstration with the person at the door and, where possible, the other members of the household. They also explain privacy considerations, the lifestyle questionnaire, and inform respondents that they will be entered in a draw to win a prize for completing the survey.

For CATI placement, phone sample is split by geographical postcodes and is used to recruit households to participate in the survey. All household recruitment information is recorded electronically.

Diaries are posted to the household and each diary has the owner's name and identifying person number recorded on the front cover of each diary as well as the dates for listening and date for posting the diaries back (a reply paid envelope is included with the diaries).

After the diaries have been posted, a call is made to the home to confirm the diaries have been received by the household and to ask them to start recording their listening. Households are called mid-week to follow up on progress and make sure that the diaries are being completed. At the end of the survey, another call is made to thank the household, advise that the survey week has ended, and to request that the diaries be posted back.

Mid-week calls to respondents

A telephone call is made to the respondent/household on Tuesday or Wednesday during the week of diary completion. The purpose of the mid-week call is to remind the respondent to participate in the survey, enquire whether they require clarification of what they are to do, and to confirm the diary collection day and time.

The mid-week call also offers the opportunity for quality control checks to be made, with respondents asked a series of validation questions about themselves, their household and the interviewer's recruitment process.

HOW THE RATINGS ARE COLLECTED

Sunday collection: metropolitan and regional

A telephone call is made on Saturday evening to confirm an approximate time for diary collection and to check that the diary has been completed fully, including the lifestyle questionnaire.

On Sunday at the end of each survey week, the interviewer conducts up to two personal collection visits to the respondent's home in an effort to collect and clarify the diary in person. If the respondent is not at home on the second visit, the interviewer will leave a pre-paid envelope and a thank you card asking for the diary to be returned by post.

Paper Diary Data Collation

Once completed diaries are returned to GfK, they are subject to result coding by experienced staff members, independent of field interviewers. A diary may be given one of three codes: usable, nil listening, or unusable.

In-office coding procedures aim to check the consistency of diary records and the coding department will follow up with respondents to clarify information where necessary.

The e-diary

E-diary design

The GfK e-diary is designed to replicate the content of the GfK paper diary, with the exception that all stations that are printed on the stickers for the paper diary are pre-listed in the station drop down list for the e-diary and an option to select "Other".

The e-diary collects quarter-hour listening data from the respondent for a seven-day period, commencing on a Sunday and finishing on a Saturday.

Respondents can access their e-diary from anywhere using their unique diary login and password. The e-diary can be completed from home using a personal computer or tablet, or on the move using GfK's mobile diary (m-diary) which can be accessed via any mobile internet browser (e.g., smartphone). Information entered via either the e-diary or m-diary is synchronised so that a respondent who enters listening via their m-diary will see that listening reflected in the e-diary entries.



The e-diary prompts the respondent to enter their listening at a quarter-hour level when they have listened to a station for eight minutes or more. Once the respondent selects a station and quarter-hours of listening, the e-diary then prompts the respondent to complete the place of listening, the device on which they listened, and whether they listened using headphones.

Once the respondent completes their e-diary, they are asked to complete the lifestyle questionnaire, before finally submitting their diary.

All e-diary data is verified by inbuilt logic checks to ensure that respondents enter all requested information, eliminating the need for further data entry and coding.

Producing the Radio Ratings

Data harmonisation

Data from the GfK paper diaries and e-diaries are combined or harmonised via GfK's internal processing systems. Data is processed as a combined file and splits via diary collection method are not released.

Weighting the sample to create the ratings

The data is weighted to adjust for differences between the achieved survey sample and the population profile of the market being surveyed.

Sample weights are calculated using a rim-weighting methodology, with age, sex and region population benchmarks (as determined by ABS figures), and used to produce estimates for the population aged ten or more in each market.

The weight associated with a respondent is effectively the number of people in the population that person represents. These weights adjust for differences in probabilities of selection and also calibrate the estimates to population benchmarks.

Error-free data

While every effort is made to ensure the data and reports are accurate and complete, each report is issued subject to any errors and omissions. GfK will take all immediate steps to rectify any inaccuracy or omission.

Commercial Radio Australia Ltd is the national industry body representing Australia's commercial radio broadcasters.

Commercial radio broadcasting began in 1925. Commercial Radio Australia Ltd was established in 1930 as the Federation of Australian Radio Broadcasters (FARB). FARB became an incorporated company in 1993 and changed its name to Commercial Radio Australia Limited in 2002. FARB was founded with 33 members. Today, Commercial Radio Australia Ltd has 261 members, representing 99% of commercial radio licensees on air.

The Board of Commercial Radio Australia is elected by the industry at the annual general meeting and includes a chairman and a vice chairman (regional) and up to nine other directors, representing metropolitan and regional commercial radio broadcasters.

Commercial Radio Australia pursues a range of issues on behalf of its member stations. The staff of Commercial Radio Australia specialise in areas such as industrial relations, human resources, marketing, industry events management, industry regulation, advertising advice, audience surveys and research and digital radio.

Handy links:

- For more information on CRA please visit www.commercialradio.com.au
- To read the CRA Codes of Practice (note: you need to be a member to access this page) <http://www.commercialradio.com.au/legal/regulation-codes>
- [Commercial Radio Calendar and Commercial Radio Stations Map](#)
- For more information on radio advertising and surveys please visit www.radioalive.com.au

