

Audience Survey Criteria & Obligations for Commercial Radio Australia Limited Endorsed Surveys

This document has been approved by the Commercial Radio
Australia Research Committee



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Contents

Executive Summary	4
Part A.....	7
Scope and Purpose.....	8
Dispute Resolution Process.....	10
Use of Survey information	11
Part B.....	13
Survey Criteria	14
The Research Company.....	14
Methodology Standards.....	14
Reporting Standards	14
Sample Sizes.....	15
Cell Sizes.....	15
Descriptions	16
Part C.....	18
Criteria.....	19
Criteria and Procedure.....	19
Considerations for New Entrants into Markets	20
Survey Fees	20
Paper Diary Printing	21
Market Notification.....	21
Station Reporting	21
Mediation of Disputes.....	21
Part D.....	23
Technical Appendix	24
Metropolitan Radio Methodology – Diary Surveys.....	24
Sample Design.....	24
Metropolitan Paper Diary Design	26
Metropolitan Paper Diary Placement	26
Mid-Week Check Call	27
End of Week Collect Call	27
Diary Collection.....	27
Metropolitan E-Diary Design.....	28
Metropolitan E-Diary Placement	28
Mid-Week Check Emails.....	28
Data Preparation.....	29
Computing.....	29
Definition of Radio Listening.....	29
Weighting.....	29
Weighting Factors	29
Specifications and Audit.....	29
Accuracy	30
Errors, Omissions	30
Grocery Buyers.....	30
Audiences By Quarter Hours.....	30
Gold Standard Analysis Software.....	30
Major Regional Radio Methodology – Diary Surveys	33

Sample Design.....	33
Major Regional Paper Diary Design	34
Major Regional Paper Diary Placement	34
Mid-Week Check Call	35
End of Week Collect Call	35
Diary Collection	35
Major Regional E-Diary Design.....	35
Major Regional E-Diary Placement	36
Data Preparation.....	36
Computing.....	36
Definition of Radio Listening.....	37
Weighting.....	37
Weighting Factors	37
Specifications and Audit.....	37
Accuracy.....	37
Errors, Omissions	37
Audiences By Quarter Hours.....	37
Gold Standard Analysis Software.....	38
Other Regional Radio Markets Methodology – CATI Surveys.....	40
Other Regional Market Placement	40
Other Regional Sample Quotas.....	40
Definition of Radio Listening.....	40
Weighting.....	40
Weighting Factors	41
Specifications and Audit.....	41
Reports.....	41
Gold Standard Analysis Software.....	42
Publishing Survey Results.....	43
Other Regional Reporting Guideline	45
Commercial Radio Australia Management of Other Regional Surveys	47
Market Nomination	47
Survey Providers	48
Survey Fees	48
Regional Research Reporting Protocols.....	48
Other Regional CATI Questionnaire	50
Survey Accuracy Estimates.....	53

Executive Summary

Commercial Radio Australia (CRA) aims to:

- Facilitate the maximisation of audience and advertising market share for commercial radio.
- Ensure that advertisers are provided with sufficient information to make informed advertising choices.
- Ensure that its members conduct themselves in a manner that complies with their legal obligations, including those established under national consumer laws.

To support these aims, this document sets out the process that members are to follow, when undertaking audience measurement surveys for publication. This process is designed to achieve the following outcomes:

- Survey results published by CRA members meet the very high standards for reporting social and market research.
- CRA members compete on a level playing field by using survey results that are based on statistically reliable data produced through independent survey companies using consistent and verifiable processes;
- CRA members minimise the risk of engaging in conduct which is likely to mislead or deceive or is otherwise in breach of relevant legal obligations; and
- The commercial radio sector is not brought into disrepute by the publication of unreliable survey data.

CRA coordinates and manages industry survey processes that are accessible to CRA members in Metropolitan, Major Regional and Other Regional Markets, in order to achieve these aims. These services comply with the methodology and processes described below. Whether or not the applicable service is used, is a matter of election by each CRA member. However, irrespective of the election made, all members are expected to comply with this document, in order to ensure that all survey results are independent, verifiable, use statistically valid methodologies and are undertaken with integrity.

CRA Surveys

Across Australia more than 60,000 people are surveyed each year with 8 surveys in Sydney, Melbourne, Brisbane, Adelaide and Perth, three in Newcastle, Gold Coast and Canberra and as commissioned in Other Regional Markets.

Metropolitan Markets are – Sydney, Melbourne, Brisbane, Adelaide and Perth

Major Regional are – Gold Coast, Newcastle and Canberra

Other Regional Markets are – All other markets not listed above

DAB+ Digital Radio Report – Sydney, Melbourne, Brisbane, Adelaide and Perth

Obligations and Criteria Relating to Use of Survey Information

All broadcasters have a legal obligation not to engage in misleading or deceptive conduct. Such conduct includes claims or statements published by businesses in the course of trade or commerce, for example, misleading or deceptive claims about survey information. This obligation comes from the consumer protection provisions of the Competition and Consumer Act 2010 and the Australian Consumer Law.

Strict adherence to specific standards set out below **reduces** the risk of members engaging in misleading or deceptive conduct:

- i. quotation of research information and conclusions drawn should be truthful and should not mislead either by implication or by omission.
- ii. in order to reduce the risk of being misleading, all published matter should include a clear and understandable description of the area surveyed, the survey period (date or number or season and year), the session(s) or time period(s) to which the figures relate and the appropriate description of the figures quoted (cumes, averages or shares of either total or commercial audience).

Surveys usually consist of publicly released results and more detailed statistical information. In the normal course only those stations that fund a survey have access to this more detailed information.

Validity of Surveys

Metropolitan Markets – data re surveys including statistics and other research information relating to a station's current audience must only be published if they are from the most current survey results and meet the related requirements at pages 12-13 below.

Major Regional Markets (Gold Coast, Newcastle and Canberra) – data re surveys including statistics and other research information relating to a station's current audience must only be published if they are from the most current survey results and meets the related requirements at pages 12-13 below.

Other Regional Markets – data re surveys including statistics and other research information relating to a station's audience must only be published if they are from the most current survey results and not more than three years old. (Based on the last published date of the survey release).

DAB+ Digital Radio Report – data available in Gold Standard Software and public reports, on the same day as the Metropolitan Market Survey release

Definition of Radio Listening

Metropolitan and Major Regional Markets:

Listening is recorded in 15-minute intervals. Listening of eight minutes or more in a quarter hour must be recorded as a full quarter hour.

Other Regional Markets:

1. Listening is recorded by the respondent as the one most listened to radio station during weekday Breakfast, Morning, Afternoon, Drive and Evening listening and weekend listening (5.30am to 12mn)
2. Cumulative reach listening is recorded by the respondent as the 'Other Station' listened to for at least 8-minutes in the past 7-days (5.30am to 12mn Monday to Sunday).
3. Listening must be counted if the respondent was within ear-shot of the radio while it was on, for all or most of the time. Single response only.

Metropolitan Diary Placement

70% face-to-face, 30% online. The paper diary placement is made face-to-face and e-diary respondents are recruited online using a methodology reflecting the spread of population within each surveyed market. All respondents are recruited by specially trained and selected interviewers employed by the research company. For complete methodology see page 25.

Major Regional Diary Placement

50% face-to-face; 20% CATI (Computer Assisted Telephone Interviewing) and 30% online. 50% of paper diary placement is made face-to-face, 20% is placed by via CATI and e-diary respondents are recruited online. Each sample reflecting the spread of population within the relevant market. All respondents are recruited by specially trained and selected interviewers. For complete methodology see page 34.

Other Regional Markets (Excluding Gold Coast, Newcastle and Canberra)

CATI (Computer Assisted Telephone Interviewing) is the Commercial Radio Australia approved methodology for Other Regional Markets. For complete methodology see page 41.

Part A

1. Scope and Purpose
2. Dispute Resolution Procedures
3. Criteria and Obligations relating to use of Survey Information

Part A

Scope and Purpose

This document sets out the Survey Criteria and Obligations with which CRA members must comply. They are designed to safeguard the integrity of the radio survey process. The Criteria and Obligations apply to all surveys for which results will be published, disseminated or otherwise relied upon by a CRA member in dealings with advertisers or the public in general.

The Survey Criteria and Obligations requirements apply to ALL members of Commercial Radio Australia in ALL areas of Australia regardless of whether members participate in a survey.

Commercial Radio Australia Limited members are required to adhere to the Survey Criteria and Obligations to facilitate the provision of timely and valid comparative information to advertisers and advertising agencies.

This in turn promotes effective competition within the radio industry and between radio and other forms of media. It also promotes commercial radio as a reliable advertising medium.

The benefits to members of adherence to the Criteria and Obligations are:

- recognition by advertisers and agencies that the commercial radio industry values the credibility of its information base: and
- acceptance of the veracity of the results by advertisers and agencies.

To avoid doubt, the Survey Criteria and Obligations in this document do not apply to privately commissioned internal research that a CRA member may undertake from time to time. For example, members occasionally undertake tracking or focus group research for internal programming and other management purposes and the results of these private surveys are not permitted to be used publicly or to be used in any way to undermine official survey results. However, this document applies to any audience survey undertaken for the purpose of publication or dissemination beyond a radio station or network and its agents and advisers.

OVERLAP BETWEEN THE SURVEY OBLIGATIONS AND CRITERIA AND COMPETITION AND CONSUMER ACT 2010

Members should note that the Survey Obligations and Criteria document contains largely a summary of the law relating to misleading and deceptive conduct and misleading statements as found in the Australian Consumer Law (**ACL**).

The ACL contains consumer protection provisions and is contained in a schedule to the Competition and Consumer Act 2010.

The ACL prohibits:

- **misleading and deceptive conduct generally** (section 18) – this is a broad prohibition and includes statements made by radio stations in trade or commerce – e.g. misleading claims about a station's audience reach that are targeted at potential advertisers and advertising agencies; and

- specific types of **false or misleading claims** made by businesses in connection with the goods or services they supply (section 29). Claims of the type described above could also breach this section of the ACL.

Subsequently, a breach of certain provisions of the Survey Obligations and Criteria may, in some circumstances, expose members to liability for breaching the ACL provisions described above. Note that the provisions of the ACL are broad in scope and members should not take a narrow or pedantic approach to compliance.

Dispute Resolution Procedures

Where members are in dispute, the member disputing the actions of another member in the same research market must, in the first instance, initiate a discussion with representatives of each party that have the authority to resolve the dispute and attempt to reach an agreement.

Where the parties cannot agree, within thirty (30) days of a failure to reach agreement, the party initiating the dispute should take the matter up formally, that is in writing, with the station/s concerned. This correspondence should be copied to the research company, the Chair of the Research Committee, and the CEO of Commercial Radio Australia within 30 days.

The station whose actions are the subject of the complaint or concern should respond in a timely manner in writing also copying the response to the research company, the Chair of the Research Committee and the CEO of Commercial Radio Australia. For the avoidance of doubt, "in a timely manner" means unless otherwise agreed ten (10) business days.

If the station complaining about a behaviour or action feels their concerns have not been adequately addressed, they should then write to the station about whose action they are complaining to inform them of their dissatisfaction, copying the Chair of the Research Committee and the CEO of Commercial Radio Australia requesting action and/or advice.

NOTE: In relation to matters involving an audience survey, Commercial Radio Australia may organise the services of experts to facilitate a resolution and informal mediation if requested and agreed by the members involved in a dispute. This may on some occasions avoid costly and often protracted litigation between members.

TECHNICAL ISSUE

If the station complaining about a technical issue feels that their concerns have not been adequately addressed, they should then write to the Chair of the Research Committee and the CEO of Commercial Radio Australia requesting the issue be escalated to the Research Committee for resolution.

POLICY ISSUE

If the station complaining about a Policy issue feels that their concerns have not been adequately addressed, they should then request the issue be escalated to the CRA Board for resolution.

COMMERCIAL ISSUE

If the station complaining about a behaviour or action feels that their concerns have not been adequately addressed, mediation may be undertaken, and the parties in dispute must:

- I. agree on a mediator, or, if agreement cannot be reached Commercial Radio Australia may appoint an appropriately qualified mediator;
- II. agree on questions to be mediated;
- III. engage in the mediation process and work in good faith towards a solution.

NOTE: In relation to matters involving an audience survey, Commercial Radio Australia may organise the services of experts to facilitate a resolution and informal mediation if requested and agreed by the members involved in a dispute. This may on some occasions avoid costly and often protracted litigation between members.

Criteria and Obligations Relating to Use of Survey Information

All broadcasters have a legal obligation not to engage in misleading or deceptive conduct. Such conduct includes claims or statements published by businesses in the course of trade or commerce, for example, misleading or deceptive claims about survey information. As described above, this obligation comes from the consumer protection provisions of the Competition and Consumer Act 2010.

This document is largely a summary of key Competition and Consumer Act provisions.

Care must be taken when using any survey or research materials to ensure that it is not used in a misleading or deceptive way. By way of example, conduct can be misleading or deceptive where survey material is:

- a. not accurately presented;
- b. is presented selectively or in part;
- c. is quoted out of context; or
- d. is out of date.

Strict adherence to the specific criteria set out below **reduces** the risk of members engaging in misleading or deceptive conduct:

- i. quotation of research information and conclusions drawn should be truthful and should not mislead expressly, by implication or by omission.
- ii. in order to reduce the risk of being misleading, all published matter should include a clear and understandable description of the area surveyed, the survey period (date or number or season and year), the session(s) or time period(s) to which the figures relate and the appropriate description of the figures quoted (cumes, averages or shares of either total or commercial audience).

Example: Population Spread by UA & SA2

UA's Area	Total Persons*	
	No.	%
Wollongong (C)	278 041	69.9%
Kiama (A)	19 986	7.4%
Shellharbour (A)	63 605	22.7%
TOTAL	361 632	100%

*2011 Estimated Resident Population

- iii. estimates, such as estimated reach and frequency, should be clearly identified as estimates only and not represented as established fact.
- iv. quotations from surveys including statistics and other research information relating to a station's audience must only be published if they are from an audience survey released within the time frames below (other than for trending and comparative purposes), and adhere to the research Code of Ethics of the Australian Market & Social Research Society (AMSRS).

Metropolitan Markets	DAB+ Digital Radio	Major Regional Markets (Newcastle, Gold Coast and Canberra)	Other Regional Markets (Excluding Newcastle, Gold Coast and Canberra)
Current Survey	Current Survey	Current Survey	Current Survey not more than 3yrs old

- v. if a new station goes to air in a market, existing surveys should not be used for longer than six months following the new station's introduction.
- vi. take care when comparing ratings data for Sydney, Melbourne, Adelaide, Brisbane and Perth collected prior to 2008 with ratings data collected from 2009 to 2013 because of the change in methodology. Direct comparisons are not recommended. Caution should also be taken when comparing surveys conducted prior to 2014 in Metropolitan Markets and Major Regional Markets with those from 2014 and after as some minor variations to methodology were implemented from 2014.
- vii. the name of the research company or organisation which undertook the research should be stated.
- viii. members should not make direct or oblique on-air reference to, or in any way directly attempt to encourage the audience to respond in a particular manner to a survey that is being conducted in the licence area in which the station operates, either immediately before or during the period of the survey. This applies to all member stations regardless of financial participation in the survey.
- ix. These criteria and obligations apply to all broadcast, published, printed or duplicated matter regardless of the format, including (without limitation) advertisements, brochures, pamphlets, submissions, proposals, public statements, media releases or circulated letters produced by or on behalf of the member.

Part B

1. Survey Standards

Part B

Survey Criteria

The following includes mandated criteria for the conduct of general audience surveys undertaken by Commercial Radio Australia members.

THE RESEARCH COMPANY

- i. The research company observes a Privacy Policy which has been developed in accordance with the National Privacy Principles contained in the Privacy Act 1988.
- ii. A senior executive of the research company is a full member of the Australian Research Society and the research company adheres to the AMSRS Code of Professional Behaviour, or the research company applies a quality control scheme that is at least of an equivalent standard to GfK's Safeguard practices in the following areas:
 - Interviewer Recruitment
 - Interviewer Training
 - Interviewer Observation
 - Interviewer Supervision
 - Validation of Field Work
 - Online Panel Management

METHODOLOGY

The research company adheres to standards of methodological practice that are equivalent to or exceeds those outlined in Part D – Technical Appendix.

The research company agrees to consult with the Commercial Radio Australia appointed Survey Auditor if any change is proposed for the survey methodology.

REPORTING

- i. The research company adheres to standards of reporting of results giving due regard to sample size and required demographic groups as well as reporting for acceptable time periods, Day by Day and Quarter Hour.
- ii. The research company will use sample sizes and reported demographics currently approved by Commercial Radio Australia.

- iii. Where rolling surveys take place the research company will provide, to CRA and metropolitan stations, all survey splits e.g. information on ratings based on half sample. This data may not be released or discussed publicly nor used as the basis for proposals or submissions. The data is made available on a confidential basis to the Station Manager and CEO of CRA. Internal distribution will be at the discretion of the Station Manager but should it be distributed externally or to unauthorised persons, the Station Manager is ultimately responsible for any breaches of these Ethics and Standards that may occur. Data will be released in graph format, 10+ figures and for the last calendar year and show trends from survey 1 to the current survey.

Information on wave splits will be accompanied by the following wording:

The figures supplied are generated from half the normal sample and therefore should be treated with caution. They are released on the strict understanding that they are for internal management's information only and must not be published or used for any other purpose whatsoever. It has been agreed with the Commercial Radio Australia Research Committee that if the figures become public or are released or discussed with any person or persons other than station General Managers and Program Directors (not consultants) then the supply of future half sample figures to all stations will be terminated.

SAMPLE SIZES

Metropolitan and Major Regional

Sample size requirements have been determined to reflect the spread of the population by age and gender and by geographic area within each market. The 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.

Other Regional

The research company will use sample sizes and reported demographics currently approved by Commercial Radio Australia. The current minimum approved sample size for surveys is 200 people, 10 years of age and over based on restricted demographic reporting. In markets where population size is a limiting factor to reaching a sample size, the following guide can be used:

- n=400 for markets with a 10+ population of more than 25,000 and up to 40,000
- n=300 for markets with a 10+ population of more than 20,000 and up to 25,000
- n=200 for markets with a 10+ population of more than 15,000 and up to 20,000

Any requests for a survey in a market where the sample size is less than 600, will require the CATI room to confirm if a smaller sample can be achieved, and approval from the Survey Auditor.

CELL SIZES

The research company will adhere to a minimum cell size requirement for reporting of results. The current minimum sample required in each cell is 80. Cell sizes under this minimum level must be flagged with an appropriate warning. The minimum sample size for computer generated information is 50 (typically the re-analysis software will advise the user of any sample size that falls below the

minimum threshold).

DESCRIPTIONS

The research company will provide descriptive data related to the survey that was conducted:

- i. the survey coverage area must be clearly defined in unambiguous geographic terms;
- ii. current population potentials for the surveyed coverage area must be included;
- iii. the geographic spread of the sample must be included in each report;
- iv. the achieved sample within each reporting age/sex group for each survey must be included in each report;
- v. the research company will provide a clear and unambiguous map of the survey area for each market surveyed.

REPORTING GUIDELINES OF SAMPLE SIZES				
Sample	n=600	n=800	n=1000	n=1200
People	10+	10+	10+	10+
	10-17	10-17	10-17	10-17
	25-39	18-24	18-24	18-24
	40-54	25-39	25-39	25-39
	55+	40-54	40-54	40-54
	18+	55+	55+	55+
	10-39	18+	18+	18+
	18-39	10-39	10-39	10-39
	25-54	18-39	18-39	18-39
	40+	25-54	25-54	25-54
	55-64	40+	40+	40+
	65+	55-64	55-64	55-64
		65+	65+	65+
				13+
			16-24	
			25-34	
			35-44	
			45-59	
			60+	
Males	10+M	10+M	10+M	10+M
	18+M	18+M	18+M	18+M
	18-39M	18-39M	18-39M	18-39M
	40+M	40+M	25-54M	25-39M
			40+M	25-54M
			40+M	
Females	10+F	10+F	10+F	10+F
	18+F	18+F	18+F	18+F
	18-39F	18-39F	18-39F	18-39F
	40+F	40+F	25-54F	25-39F
			40+F	25-54F
			40+F	

REPORTING GUIDELINES OF REDUCED SAMPLE SIZES			
Sample	n=200	n=300	n=400
People	10+	10+ Under 40 Over 40 18-54	10+ Under 40 Over 40 18-54 25-54
Males	n/a	10+M	10+M
Females	n/a	10+F	10+F

Part C

1. Survey Criteria
2. Considerations for New Entrants Into Markets – Metropolitan, Major Regional and Other Regional Markets.
3. Mediation of Disputes Between Commercial Radio Australia Members.

Part C

Criteria

A survey must comply with the criteria set out below to meet CRA's survey requirements. If this does not occur, any express or implied representation that the relevant survey has Commercial Radio Australia endorsement, could be misleading and contrary to Consumer Law.

CRITERIA AND PROCEDURE

1. The audience measurement survey **must** comply with the General Survey Criteria at Part B or such standards/criteria as varied and approved in writing by the Commercial Radio Australia Research Committee and the member(s) must adhere to the Survey Criteria and Obligations in publicising or promoting the survey.
2. The member(s) must:
 - i. at the same time as advising the service provider/research company of the proposed conduct of a radio ratings survey, the commissioning station must offer all other stations that broadcast in 100% of the licence area (commercial and ABC) in the market an opportunity to fully participate in such survey advising that the survey will be conducted at some time during the ensuing three-months period.
 - ii. advise the Commercial Radio Australia Research Committee of the intention to conduct an audience survey; not less than eight weeks prior to undertaking the survey;
 - iii. confirm that the survey will meet the General Survey Standards or such standards as varied and approved in writing by the Commercial Radio Australia Research Committee.
3. Commercial Radio Australia reserves the right to take such action as it deems appropriate to publicly disassociate Commercial Radio Australia from any survey which purports to have the endorsement or approval of Commercial Radio Australia but which in Commercial Radio Australia's opinion:
 - i. does not comply with the General Survey Standards or standards as varied and approved in writing by the Commercial Radio Australia Research Committee; or
 - ii. involves a breach of the Criteria and Obligations by a member.
4. If Commercial Radio Australia has reason to believe a member is in breach of the provisions at (i) and (ii) above, the following procedure will be adopted:
 - Commercial Radio Australia may refer the matter to the Commercial Radio Australia Research Committee (as set out below).

- Commercial Radio Australia may write to the member outlining the conduct it believes has given rise to a breach or breaches and request a written response from the member within 5 working days.
- If no response is received from the member within this time frame, a further request for a response within 2 working days may be made.
- If the response is believed to be inadequate, Commercial Radio Australia may write to the member requesting further information or clarification of the information provided by the member. The member will be given 5 working days to provide a further response. If a satisfactory response is not provided, then CRA will inform the Research Committee. The Research Committee may make a determination that the member's conduct has given rise to a breach.

If requested by CRA, the Research Committee will consider all correspondence between CRA and the member regarding the matter and make a determination as to whether a breach has occurred. If a breach is serious or occurs on multiple occasions, without adequate corrective action being taken by the member, the matter could be subject to further consideration by the CRA Board

If the Research Committee or the CRA Board finds that a station has committed a breach, it will inform CRA immediately of its finding. CRA will provide notice of breach to the member as soon as reasonably practicable.

Members are expected to comply with the time frames set out above due to the importance of ensuring that any misleading, incomplete or inaccurate information, or other failure to comply with the Survey Criteria and Obligations, is addressed as soon as possible. These time frames may be extended within the absolute discretion of CRA, but only if strong reasons are provided in support of any request for extension.

Considerations for New Entrants or Re-entrants into Metropolitan or Major Regional Surveys

The different options available to new entrants concerning survey fees and diary inclusion are as follows:

SURVEY FEES

There is an annual fee in metropolitan markets for the supply of survey results including single source data. This fee is split equally amongst the participating radio stations in the particular market.

If, for any reason, within a market the number of participating stations change, then the total market fee will be re-distributed evenly amongst all participating stations.

If a new radio station/s comes into a market and elects to be part of the CRA survey system, the amount that the original participating stations pay will decrease. The fee will be adjusted on a pro-rata basis according to the date the station is included in the surveys. The calculation will be based on the remaining proportion of annual sample still to be placed in the metropolitan market from the first week of the station's inclusion in the surveys.

If a commercial radio station/s decides not to participate in the surveys, or cannot meet their financial obligations to the surveys, the remaining costs will be evenly distributed i.e. there will be an increase in individual station fees.

PAPER DIARY PRINTING

Survey diaries are printed well in advance of field activity and are available for amendment at no cost to stations at certain dates throughout the year. Both Commercial Radio Australia and the research company can provide details about the specific dates in a given calendar year.

If a station plans to go to air at a time other than at the beginning of a survey period, then the research company requires 90-days advance notice to allow for changes in artwork and printing requirements. Alternatively, a station can give the research company a minimum of four-weeks advance notice and incur an additional printing cost to replace artwork and diary stickers that are already printed. The printing cost will vary according to the time in the survey cycle. This is because the research company needs to print diary stickers to replace those already in stock for the next two survey waves or part thereof.

MARKET NOTIFICATION

Existing (participating) stations within the market are advised by the research company of both the new stations listed in the diary, and the survey fee amendment, during the week before those new diaries are placed in field, i.e. the week before the new station is included in the surveys.

STATION REPORTING

When the survey process involves rolling surveys in which the data from part of one survey wave is carried forward into the following wave, the results for a new station may not be available in the survey report immediately following the station going to air. Two full survey waves of data are necessary before the data for a new station is comparable with that for existing stations in the same market. Until that is achieved, any listening reported for the new station will be “warehoused” in the “Other FM” or “Other AM” figures which are available only to subscribers of the research company’s data.

If a new station desires results sooner than the pattern of rolling surveys would permit, it is possible for the station to pay for a break in the rolling sample schedule. This would have to be agreed by the majority of participating stations in the market and would involve a change to the survey sampling patterns. In brief, the new station would pay to halt the rolling surveys and restart them with a larger than usual sample in order to provide (a) the sample size necessary for existing stations to receive results based on a sample consistent with the rolling survey, and (b) a sample necessary to provide comparable results for the new station.

The cost for stopping and restarting the survey would depend on the agreed minimum sample size in the particular market.

New stations that choose to go to air at the end of a calendar year may avoid both the delay in getting survey results or the cost of stopping and restarting the rolling survey. This comes about because the rolling survey process currently concludes at the end of each year and recommences with a double sample for the first wave at the beginning of the next year.

Mediation of Disputes Regarding Use of Survey Data

If a member believes that another member has breached the Criteria and Obligations relating to use

of survey information and if the members wish to refer the matter to the Commercial Radio Australia Research Committee for discussion then the following procedures should be adopted:

- i. copies of the publication(s) complained of, the reasons the member believes the advertisement or other material breaches the Criteria and Obligations and details of the contact with the publishing member and its response should be provided to Commercial Radio Australia Limited, email: mail@commercialradio.com.au or fax: (02) 9281 6599;
- ii. Commercial Radio Australia will write to the member making the complaint and the member which has published the material and invite both members to put forward, within 5 working days, any material that they wish the Research Committee to consider;
- iii. the Research Committee will, on the basis of the material submitted, within 10 working days, provide an opinion in respect of the complaint (including, if appropriate, a proposed remedy) to the member making the complaint and the member against whom the complaint is made;
- iv. in the event that the Research Committee is of the opinion that the breach has occurred, the members will be offered an opportunity to meet with the Committee so that the members may attempt to resolve the matter with the assistance of the Committee. The costs incurred by the member in preparing for and attending the Committee meeting will be met by the member;
- v. if at the conclusion of the meeting, the members are unable to resolve the matters in dispute, the members shall be free to take such action as they deem appropriate in relation to the publication;
- vi. The Research Committee shall retain a written record of the complaint and the outcome of the meeting which shall be provided to the Commercial Radio Australia Board as a matter of record.

Part D

Technical Appendix

This is the current survey methodology used by The Research Company for Radio Diary surveys in Metropolitan, Major Regional and Other Regional Licensed Areas.

Technical Appendix

Metropolitan Radio Methodology

Set out below is an outline of the current survey methodology used by the research company.

Note: In 2011, the Australian Bureau of Statistics (ABS) moved to a new geography standard based on a base unit called “mesh blocks”. Areas described in previous versions of this document by terms such as Statistical Local Area (SLA) have been replaced by terms such as Statistical Area level 3 (SA3), an aggregation of Statistical Area level 1 (SA1) which have replaced the Census Collection Districts (CCD). The new SA3 areas often have a close correspondence to the previous SLA areas but in some cases the correspondence is not high. To avoid confusion, survey planning should be carried out with reference to the new area designations. (Documents describing these new designations and the match between old and new areas can be found on the ABS website.)

Surveys in metropolitan areas are to be Single Person Placement 70% face to face and 30% online recruitment and completion.

SAMPLE DESIGN (FACE TO FACE)

The Commercial Radio Australia approved design is for a Probability Proportionate to Size (PPS) sampling model selected in the following manner:

- i. Each survey area is defined by a combination of Statistical Area 1 (SA1s) units which are an aggregation of whole Mesh Blocks and on average comprise a population of 400 persons. The population of each survey market is derived from the sum of the Estimated Resident Population (ERP) of each SA1 within the survey area boundary. The sampling points are then defined at a Statistical Area 2 (SA2s) by aggregating the SA1s within the survey area boundaries.
- ii. Within each region SA2s are divided into the relevant sub-regions, e.g. north and south. Based on the latest population one or more SA1s are subsequently selected from each SA2 level sub-region using a PPS sampling technique. If a selected SA1 has recently been used in another radio survey by the research company, a further selection is obtained in the same manner.
- iii. The selected SA1 maps are then blocked and numbered using serpentine ordering. Starting with the area in the north eastern corner and proceeding from east to west, and then west to east, gradually moving southwards, in a serpentine fashion. This method ensures an unbiased spread of the sample across the selected survey area.
- iv. The starting block is selected at random and marked on each map.
- v. To achieve the planned sample, a minimum of six diaries are placed in each interviewing area for each week for each survey.

(Note: The number of calls may be adjusted from time to time by the research company in collaboration with CRA to ensure that an adequately representative sample is being collected.)

METROPOLITAN PAPER DIARY DESIGN

A GfK Sticker Diary will be used by each respondent in both the Metropolitan and major Regional markets. The Sticker Diary is a blank diary i.e. the columns on the diary page are not pre-listed with station names. Each column heading is blank and a separate sheet is supplied in black and white containing stickers bearing the names of each individual radio station that can be received in the market (a separate sticker per station).

Each Diary contains adequate space for the respondent to record their radio listening both at home and away from home, by placing crosses in the appropriate squares for every quarter-hour of listening (eight minutes or more). The data is recorded, by station, quarter-hours, by day (midnight to midnight), place of listening, and device used for listening for a period of up to 9 days commencing on a Friday (dependent on the day the Diary is placed). The actual days processed are Sunday to Saturday.

The respondent peels stickers from the sheet for the station(s) he or she anticipates listening to or does 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. Time is listed in quarter hours down the page for a 24-hour period across a minimum of 7 days; there are additional columns provided for the respondent to record their place of listening – at work, at home, in car or other and the device they used to listen to the radio – AM/FM Radio, Digital Radio, Mobile Phone, PC/Tablet/Smart Speaker and Other and if the respondent is listening via headphones.

The front cover of the diary will have a field for the Interviewer's name, respondent name, listening period, and day/date for collection and will include the information that identifies the market, week and the area worked. 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 behavior.

METROPOLITAN PAPER DIARY PLACEMENT

Diary placement is made face to face by specially selected and trained interviewers who are managed by Field Supervisors. One person is selected in each household, using a well-established random selection process of identification called the Birthday Method. GfK interviewers record all recruitment information electronically via a tablet PC and updated quota requirements are immediately available. To ensure the 10-24 quotas are in line with the population, interviewers can proxy place a diary with the parent, partner or guardian of the selected respondent.

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, which are detailed on the GfK website. The interviewer also explains that contact will be made with the respondent mid-week to remind them to participate in the survey and to confirm the day and time when they will call to collect the diary. They also explain the lifestyle questionnaire.

During placement, respondents are informed that they will be entered in a draw to win a prize for taking part in the survey. In each wave, for each Metropolitan market, the name of every person who completes and returns a useable diary on time, is entered into a draw to win.

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. This way the timing of calls on any one home alters from

wave to wave to increase the contact rate.

If the identified respondent is not at home at the time of placement, a leaflet explaining the purpose of the survey and the importance of accurate recording of their listening or non-listening, is left to reassure the potential respondent that the project is legitimate and worthwhile.

If a respondent declines to participate (due to being busy/going out etc.) but does not refuse outright, they also receive the explanatory leaflet. These respondents are contacted again in subsequent waves to attempt to obtain participation. The leaflets are also left at unattended homes so that when the interviewer calls back in a future wave, the household members are better prepared for recruitment.

MID-WEEK CHECK CALL

A mandatory telephone call on Tuesday or Wednesday is made to the respondent/household 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. In addition to this the mid-week call also offers the opportunity for a series of quality control checks to be made. Respondents are asked a series of validation questions about themselves, their household, and the interviewer's recruitment process.

END OF WEEK - COLLECT CALL

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.

DIARY COLLECTION

Completed Diaries are collected on the Sunday following the end of each survey week.

Respondents and Households are contacted on Saturday to confirm timing of the call.

In both Metropolitan and Regional markets, interviewers call personally to collect the diaries. A key purpose of this collection call is to check the recording in the diaries with the relevant diary keeper to verify anything that may not be clear. Up to two calls are made in an effort to collect the diaries. Local field Supervisors or senior interviewers will also validate a proportion of the completed diaries by telephone and personal calls.

Interviewers use a "Sorry We Missed You" card or leaflet when they make collection calls when no one is at home, and leave prepaid return envelopes at such addresses if they are not going to make another personal collection call. A "thank you" card is left at addresses where diaries are collected from meter boxes, under mats, etc if no one is at home. Reply paid envelopes can be left, but not during the last week of the survey period, as the returned diaries usually arrive too late to be included in the survey results.

Whilst the survey method used is loosely called the "diary method", it should more correctly be called the "diary/personal interview method" since diaries are placed and collected personally in contrast to diary methods used in other parts of the world or markets where diaries are posted to respondents or placed via CATI.

METROPOLITAN 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 or work using a personal computer or tablet or even on the move using GfK's mobile diary (m-diary), which is not platform dependent as it can be accessed via any mobile internet browser. Importantly, information entered via either the e-diary or m-diary is synchronised so that a respondent who enters listening at work, at home or on the move via their m-diary will see that listening already 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. Each day is effectively split into two time periods from 6am to 6pm and from 6pm to 6am the next day. Once the respondent selects a station and quarter hours of listening, the e-diary then prompts the respondent to complete the place of listening and the device on which they listened and whether they listened on a mobile phone or tablet PC.

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

METROPOLITAN E-DIARY PLACEMENT

Recruitment of respondents to complete the e-diary is undertaken using an existing online panel who have been recruited to complete surveys via the internet. 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.

GfK will recruit a proportion (30%) of the total survey sample online to complete an e-diary, but this proportion may be increased over time as the success of this method of recruitment and completion is monitored and assessed.

As the age and gender details of online panelists are already known, GfK is able to set age and gender quotas to correctly reflect the profile of the markets population, thereby alleviating the need to use the Birthday Method form of recruitment.

Once the selected respondent has completed the recruitment questionnaire and agreed to complete the seven-day e-diary, the respondent is asked to select all the radio stations that they usually listen to. These stations are then placed at the top of the listing within the e-diary to facilitate easier location of their preferred stations. Once the respondent commences the e-diary, selecting another station that they hadn't previously listed, will move that station up the listing to fall immediately following their previously selected stations.

MID-WEEK CHECK EMAILS

Every day during the survey week, respondents receive a reminder email to complete their diary. A separate email at the end of the week is sent to remind respondents to submit their e-diary.

DATA PREPARATION

After diaries are completed they are subject to internal edit by a staff of experienced editors, quite independent of field interviewers or data preparation personnel. In-office editing procedures aim to check the consistency of diary records and to validate the consistency of station identification.

COMPUTING

After the in-office editing process all records are transferred directly into the server/database.

DEFINITION OF METROPOLITAN RADIO LISTENING

To ensure that results are consistent the following definitions of radio listening are used:

1. Listening is recorded in 15-minute intervals. Listening of eight minutes or more in a quarter hour must be recorded as a full quarter hour.

WEIGHTING

Survey respondents receive a weighting to ensure that they correctly represent the target population for their age and sex category.

WEIGHTING FACTORS

Population details for each market are entered into the computer at the start of each year and as each survey is processed, details of the sample composition are entered into the computer. By dividing each population figure by its corresponding sample size, the computer calculates raising factors for each age/sex group by region. This means that each person is given a separate “weight” in order to ensure his or her true importance in all projected results as shown in the report. Thus if one particular group is under-sampled, each person is given a higher weighting, or if a group is over-sampled, each person is given a lower weighting. All projected results in the survey report are shown to the nearest 1000 persons, (or nearest 100 persons in smaller markets).

The way the weights are calculated and applied to the sample is monitored to ensure that the sample is not subject to distortion by over-weighting.

SPECIFICATIONS AND AUDIT

The specifications of audience measurement surveys must meet the requirements of the Commercial Radio Australia Research Committee.

All markets are audited by an independent Auditor (appointed by Commercial Radio Australia) who has free and unrestricted access to all field documents and office procedures.

The Independent Auditor reviews the sample in advance of the survey release and makes a recommendation to Commercial Radio Australia and the research company about whether the sample is fit for purpose.

REPORTS

To avoid typographical errors, all figures are printed directly from computer output.

ACCURACY

Please see “Survey Accuracy Estimates” following on page 54.

ERRORS, OMISSIONS ETC.

As listeners provide the information about the stations to which they listen and the times they listen, and as the stations provide details of the programs and their days and times of broadcast, a program incorrectly listed has no bearing on the validity of the figures in the report.

GROCERY BUYERS

Grocery Buyers in the survey report are defined as follows: One person in each home sampled who has been classified as the person responsible for most of the grocery shopping. This person is the household member who has responsibility for deciding what is purchased. A person who is responsible for most of the grocery shopping who is working, for the purpose of the survey, is a person who has paid or unpaid employment on a full, part-time, or limited basis during the week prior to the interview.

AUDIENCES BY QUARTER HOURS – IMPORTANT NOTES

As the figures shown in survey reports are WEEKLY AVERAGES, care must be exercised when considering audience figures for any quarter hours during which a station has been both on and off the air over all weeks of the survey period. To calculate the actual average station audience for any quarter hour concerned, the figures in the report should be adjusted as follows:

- a. Suppose “Station A” has broadcast between 6.00-6.15am for only ONE week of a ten-week survey. Because the computer would divide the total ten-week results by ten to obtain a weekly average, the 6.00-6.15am audience figure shown for “Station A” will represent approximately one-tenth of the actual audience reached in the one week concerned. An appropriate adjustment should therefore be made.
- b. Suppose “Station B” had broadcast between 11.30-11.45pm for only five of the ten weeks of the survey. The 11.30-11.45pm audience figures shown for “Station B” will represent approximately 5/10ths (one half) of the actual average audience. An appropriate adjustment should therefore be made. The formula for adjusting any quarter-hour affected is:

Audience as per report multiplied by the number of weeks in survey divided by the number of weeks the station transmitted.

GOLD STANDARD ANALYSIS SOFTWARE

Survey subscribers have the facility to analyse the survey data by subscribing to Gold Standard accredited analysis software. This software can include the following elements:

Analysis types

- Station Ratings— statistics available: Average Audience, Cumulative Audience, Station Shares, Time Spent Listening, Exclusive Audience, Average Age, Profile, Index, Tarps,
- Reach & Frequency
- Ebb & Flow (1/4 hr & session)
- Program Ranking Analysis
- Station Loyalty

Functions

- Batch Analysis (multiple processing of jobs)
- Export results to Microsoft products (i.e. Word, Excel)
- Interactive Help
- User-specific login environment
- User-specific default selections

Features

- Custom definition of session times, demographics, R&F schedules
- Process multiple markets simultaneously (only for Syd/Mel/Bris/Ade/Per markets)
- Process average results across multiple surveys (up to 8 surveys within a year)
- Surveys Trends (up to 2 years or 16 surveys)
- Market Area combination results
- Create custom station-combinations
- Save user-specific favourite selections
- Reports printed in desktop published quality
- Automatic charting of results
- R&F allows random or specific selection of spots
- R&F estimates available up to 52 weeks via Service Provider multi-week model
- Installation to include agreed list of pre-defined demographics, single-source filters, sessions
- Total radio results calculated for: Cumes, Averages, TSL
- Ability to process multiple Place of Listening filters within a job file
- Select a number of top stations to print in Multi-Station Cume reports
- Flexible Charting facility

DEMOGRAPHICS

Sample characteristics stored by the computer for radio surveys must include:

- Age Groupings

10–12 years	18–19 years	35–39 years	55–59 years	75-79
13–14 years	20–24 years	40–44 years	60–64 years	80+
15 years	25–29 years	45–49 years	65–69 years	
16–17 years	30–34 years	50–54 years	70- 74 and	
- Gross Combined Household Income
- Sex and Marital Status
- Size of the Household
- Home/unit Ownership
- Country of Birth
- Level of Education
- Place of Listening (home, work, car, elsewhere)
- Occupation by nine broad occupation categories
 - A. Managers and Administrators
 - B. Professionals
 - C1. Para-Professionals, Clerks, Salespersons and Personal Services Workers
 - C2. Tradespersons
 - D. Plant and Machine Operators & Drivers
 - E. Labourers and Related Workers
 - F. Unemployed
 - G. Student or Under School Age
 - H. Not in Labour Force, Retired or Aged Pensioner
- Occupation Status
- Ownership of car or utility
- Language other than English most spoken at home
- Person responsible for most of the grocery shopping data (Grocery Buyer):
- All persons responsible for household shopping;
- By age group;
- Working/non-working;

- With/without children;
- With children by size of family;
- With children by age of children

Note: Demos that do not overlap may be combined, but still remain subject to adequate sample size.

Major Regional Radio Methodology

Set out below is an outline of the current survey methodology used by the research company. Major Regional Markets include Newcastle, Gold Coast and Canberra. 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.

SAMPLE DESIGN

The Commercial Radio Australia approved design is for a Probability Proportionate to Size (PPS) sampling model selected in the following manner:

- i. Each survey area is defined by a combination of Statistical Area 1 (SA1s) units which are an aggregation of whole Mesh Blocks and on average comprise a population of 400 persons. The population of each survey market is derived from the sum of the Estimated Resident Population (ERP) of each SA1 within the survey area boundary. The sampling points are then defined at a Statistical Area 2 (SA2s) by aggregating the SA1s within the survey area boundaries.
- ii. Within each region SA2s are divided into the relevant sub-regions, e.g. north and south. Based on the latest population one or more SA1s are subsequently selected from each SA2 level sub-region using a PPS sampling technique. If a selected SA1 has recently been used in another radio survey by the research company, a further selection is obtained in the same manner.
- iii. The selected SA1 maps are then blocked and numbered using serpentine ordering. Starting with the area in the north eastern corner and proceeding from east to west, and then west to east, gradually moving southwards, in a serpentine fashion. This method ensures an unbiased spread of the sample across the selected survey area.
- iv. The starting block is selected at random and marked on each map.
- v. To achieve the planned sample, a minimum of six diaries are placed in each interviewing area for each week for each survey.
- vi. Interviewing must follow the prescribed order of blocks within each SA1. Up to three calls are made on every household within the selected survey area. These calls are spaced over alternate weeks of the survey, across different days and times to increase the potential for each household to participate.

MAJOR REGIONAL DIARY PLACEMENT

Placement in the major regional areas, 50% face to face; 20% CATI and 30% online.

MAJOR REGIONAL PAPER DIARY DESIGN

A sticker diary will be used by each respondent in the Regional markets. Each Diary contains adequate space for the respondent to record their radio listening both at home and away from home, by placing crosses in the appropriate squares for every quarter-hour of listening (eight minutes or more). The data is recorded, by station, quarter-hours, by day (midnight to midnight), place of listening for a period of 9 days commencing on a Friday (dependent on the day the Diary is placed). The actual days processed are Sunday to Saturday. The Prelisted Diary has station names prelisted at the top of the columns on each page. Time will be listed in quarter hours down the page for a 24 hour period across a minimum of 7 days; there will additional columns used for the respondent to record his or her place of listening – at work, at home, in car or other.

MAJOR REGIONAL PAPER DIARY PLACEMENT

Placement in the major regional areas, 50% face to face and 20% CATI

Face to face placement in Major Regional Markets is conducted by specially trained and selected field interviewers managed by the research company's Field Supervisors. Household flooding methodology is used in these markets; this is where diaries are placed with all persons living in the household aged 10 years and over.

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. This way the timing of calls on any one home alters from wave to wave to increase the contact rate.

The interviewer recruits the household through a person living in the household aged 18 years and over (normally a parent in a 'family' type household) and all household recruitment information is recorded electronically via a tablet PC. 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 (a demonstration example is included in the diary) and where possible includes other members of the household in the demonstration process. Privacy and confidentiality is also explained.

Telephone placement in Regional markets is conducted by specially trained and selected interviewers managed by Field Supervisors. The same household flooding methodology is used whereby diaries are placed with all persons living in the household aged 10 years and over.

Phone sample split by geographical post codes are provided to the interviewer who recruits households to participate in the survey. All household recruitment information is recorded electronically via PC. 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. 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. A further call is conducted 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 please post back their diaries.

During both face to face and phone placement, respondents are informed that they will be entered in a draw to win a prize for taking part in the survey. In each wave, for each regional market, the name of every person who completes and returns a useable diary on time, is entered into a draw to win.

MID-WEEK CHECK CALL

A mandatory telephone call on Tuesday or Wednesday is made to the respondent/household 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. In addition to this the mid-week call also offers the opportunity for a series of quality control checks to be made. Respondents are asked a series of validation questions about themselves, their household and the interviewer's recruitment process.

END OF WEEK - COLLECT CALL

A telephone call should be made on Saturday to confirm the diary collection time and ensure that the diary has been completed fully including the Lifestyle Questionnaire.

DIARY COLLECTION (FACE TO FACE)

Completed Diaries are collected on the Sunday following the end of each survey week. Respondents and Households should have been contacted on Saturday to confirm timing of the call.

Interviewers call personally to collect the diaries. A key purpose of this collection call is to check the recording in the diaries with the relevant diary keeper to verify anything that may not be clear. Up to two calls are made in an effort to collect the diaries. Local field Supervisors or senior interviewers will also validate a proportion of the completed diaries by telephone and personal calls.

Interviewers use "calling cards" when they make collection calls when no one is at home, and leave prepaid return envelopes at such addresses if they are not going to make another personal collection call. A "thank you" card is left at addresses where diaries are collected from letter boxes, meter boxes, under mats, etc if no one is at home. Reply paid envelopes can be left, but not during the last week of the survey period, as the diaries usually arrive too late to be included in the survey results.

Whilst the survey method used is loosely called the "diary method", it should more correctly be called the "diary/personal interview method" since diaries are placed and collected personally in contrast to diary methods used in other parts of the world where diaries are posted to respondents.

MAJOR REGIONAL 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. Reminder emails are sent to each respondent on a daily basis to remind them to complete their listening each day. While GfK can track the actual day/s of completion of listening activity for each respondent, just like the paper diary, each respondent can pre-fill or back-fill their diary.

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 even on the move using GfK's mobile diary (m-diary) that is not platform dependent as it can be accessed via any mobile internet browser. Importantly information entered via either the e-diary or m-diary is synchronized so that a respondent who enters listening at work or on the move via their m-diary will see that listening already 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. Each day is effectively split into two time periods from 6am to 6pm and from 6pm to 6am the next day. Once the respondent selects a station and quarter hours of listening, the e-diary then prompts the respondent to complete the place of listening and the device on which they listened and whether they listened on a mobile phone or tablet PC.

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

MAJOR REGIONAL E-DIARY PLACEMENT

Recruitment of respondents to complete the e-diary is currently undertaken using existing online panelists. 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.

GfK currently recruit a proportion (30%) of the total survey sample to complete an online e-diary, but this proportion may be increased over time as the acceptance of completing surveys online increases within the population.

As the age and gender details of online panelists is already known, GfK are able to set age and gender quotas to correctly reflect the profile of the markets population, thereby alleviating the need to use the LBM form of recruitment.

Once the selected respondent has completed the recruitment questionnaire and agreed to participate in the seven-day e-diary study, the respondent is asked to select all the radio stations that they usually listen to. These stations are then placed at the top of the listing within their e-diary to facilitate easier location of their preferred stations. Once the respondent commences the completion of their e-diary, selecting another station that they hadn't previously listed will move that station up the listing to fall immediately following their previously selected stations.

Every day during the survey week, respondents receive a reminder email to complete their diary. A separate email at the end of the week is sent to remind respondents to submit their e-diary.

DATA PREPARATION

After diaries are completed they are subject to internal edit by separate staff of experienced editors, quite independent of field interviewers or data preparation personnel. In-office editing procedures aim to check the consistency of diary records and to validate the consistency of station identification.

COMPUTING

After the in-office editing process, all records are transferred directly into the server/database.

DEFINITION OF MAJOR REGIONAL RADIO LISTENING

To ensure that results are consistent the following definitions of radio listening are used:

1. Listening is recorded in 15-minute intervals. Listening of eight minutes or more in a quarter hour must be recorded as a full quarter hour.

WEIGHTING

Survey respondents receive a weighting to ensure that they correctly represent the target population for their age and sex category.

WEIGHTING FACTORS

Population details for each market must be used as the basis for weighing at the start of each year and as each survey is processed, details of the sample composition must also be entered into the computer. By dividing each population figure by its corresponding sample size, the software calculates raising factors for each age/sex group by region. This means that each person is given a separate “weight” in order to ensure his or her true importance in all projected results as shown in the report. Thus if one particular group is under-sampled, each person is given a higher weighting: or if a group is over-sampled, each person is given a lower weighting. All projected results in the survey report are shown to the nearest 1000 persons (or nearest 100 persons in smaller markets).

SPECIFICATIONS AND AUDIT

The specifications of audience measurement surveys must meet the requirements of the Commercial Radio Australia Research Committee.

Regional markets are audited by an independent Auditor (appointed by Commercial Radio Australia) who has free and unrestricted access to all field documents and office procedures.

REPORTS

To avoid typographical errors, all figures are printed directly from computer output.

ACCURACY

Please see “Survey Accuracy Estimates” following on page 54.

ERRORS, OMISSIONS ETC.

As listeners provide the information about the stations to which they listen and the times they listen, and as the stations provide details of the programs and their days and times of broadcast, a program incorrectly listed has no bearing on the validity of the figures in the report.

AUDIENCES BY QUARTER HOURS – IMPORTANT NOTES

As the figures shown in survey reports are WEEKLY AVERAGES, care must be exercised when considering audience figures for any quarter hours during which a station has been both on and off the air over all weeks of the survey period. To calculate the actual average station audience for any quarter

hour concerned, the figures in the report should be adjusted as follows:

- a. Suppose “Station A” has broadcast between 6.00-6.15am for only ONE week of a ten week survey. Because the computer would divide the total ten-week results by ten to obtain a weekly average, the 6.00-6.15am audience figure shown for “Station A” will represent approximately one-tenth of the actual audience reached in the one week concerned. An appropriate adjustment should therefore be made.
- b. Suppose “Station B” had broadcast between 11.30-11.45pm for only five of the ten weeks of the survey. The 11.30-11.45pm audience figures shown for “Station B” will represent approximately 5/10ths (one half) of the actual average audience. An appropriate adjustment should therefore be made.

The formula for adjusting any quarter-hour affected is:

Audience as per report multiplied by the number of weeks in survey divided by the number of weeks the station transmitted.

GOLD STANDARD ANALYSIS SOFTWARE

Survey subscribers have the facility to analyse the survey data by subscribing to Gold Standard accredited analysis software. This software can include the following elements:

Analysis types

- Station Ratings– statistics available: Average Audience, Cumulative Audience, Station Shares, Time Spent Listening, Exclusive Audience, Average Age, Profile, Index, Tarps
- Reach & Frequency
- Ebb & Flow (1/4 hr & session)
- Program Ranking Analysis
- Station Loyalty

Functions

- Batch Analysis (multiple processing of jobs)
- Export results to Microsoft products (i.e. Word, Excel)
- Interactive Help
- User-specific login environment
- User-specific, default selections

Features

- Custom definition of session times, demographics, R&F schedules
- Process multiple markets simultaneously
- Process average results across multiple surveys (surveys within a year)
- Surveys Trends (up to 2 years)
- Market Area combination results
- Create custom station-combinations
- Save user-specific, favourite selections
- Reports printed in, desktop published quality
- Automatic charting of results
- R&F allows random or specific selection of spots
- R&F estimates available up to 52 weeks via Service Provider multi-week model
- Installation to include agreed list of pre-defined demographics, single-source filters, sessions
- Total radio results calculated for: Cumes, Averages, TSL
- Ability to process multiple Place of Listening filters within a job file
- Select a number of top stations to print in Multi-Station Cume reports
- Flexible Charting facility

DEMOGRAPHICS

Sample characteristics stored by the computer for radio surveys must include:

- Age Groupings
 - 10–12 years 18–19 years 35–39 years 55–59 years 75-79
 - 13–14 years 20–24 years 40–44 years 60–64 years 80+
 - 15 years 25–29 years 45–49 years 65–69 years
 - 16–17 years 30–34 years 50–54 years 70-74
- Gross Combined Household Income
- Sex and Marital Status
- Size of the Household
- Home/unit Ownership
- Country of Birth
- Level of Education
- Place of Listening (home, work, car, elsewhere)
- Occupation by nine broad occupation categories
 - A. Managers and Administrators
 - B. Professionals
 - C1. Para-Professionals, Clerks, Salespersons and Personal Services Workers
 - C2. Tradespersons
 - D. Plant and Machine Operators & Drivers
 - E. Labourers and Related Workers
 - F. Unemployed
 - G. Student or Under School Age
 - H. Not in Labour Force, Retired or Aged Pensioner
- Occupation Status
- Ownership of car or utility
- Language other than English most spoken at home
- Person responsible for most of the grocery shopping data (Grocery Buyer):
 - All persons responsible for household shopping;
 - By age group;
 - Working/non-working;
 - With/without children;
 - With children by size of family;
 - With children by age of children

Note: Demos that do not overlap may be combined, but still remain subject to adequate sample size

Other Regional Markets Methodology

The CATI (Computer Assisted Telephone Interviewing) system is the approved methodology for Other Regional Markets excluding Newcastle, Gold Coast and Canberra. These markets are defined by their ACMA-determined commercial radio licence area. Surveys must only be for that licence area and the survey should be a statistical sample of that licence area, as further described below. A member is therefore not to choose one part of a licence area to survey and release figures for that area alone. Such an approach undermines a key aim of this document, which is to ensure that members in the Other Regional Market category use consistent survey methodologies.

The interviews must be conducted by trained interviewers working from the approved questionnaire (Page 51). The interview time should not exceed five minutes.

A minimum of 10% of the interviews should be validated by recalling a sample of respondent and re-asking a number of key questions to establish that the data collected in the first interview were correct. These validation interviews should be carried out by a senior interviewer or supervisor. The validation calls should be made as soon as practicable after the first call to reduce issues of faulty memory and to maximise the chance of reaching the respondent.

OTHER REGIONAL MARKET PLACEMENT

Single person placement is the approved methodology for Other Regional Markets. An exception of household flooding may be used for 10-17s in Other Regional Markets where the population is too small to conduct single person placement methodology. Commercial Radio Australia and The Research Committee must be notified of the use of household flooding prior to the commencement of the survey.

OTHER REGIONAL SAMPLE QUOTAS

The sample quota of all age and gender demographics tabled in Reporting Guidelines of Sample Sizes (page 16) must match current census population figures of the licence area. It is anticipated that quota sampling will be required to meet this objective.

DEFINITION OF OTHER REGIONAL RADIO LISTENING

To ensure that results are consistent the following definitions of radio listening are used:

1. Listening is recorded by the respondent as the one most listened to radio station during weekday Breakfast, Morning, Afternoon, Drive and Evening listening and weekend listening (5.30am to 12mn)
2. Cumulative reach listening is recorded by the respondent as the 'Other Station' listened to for at least 8-minutes in the past 7-days (5.30am to 12mn Monday to Sunday).
3. Listening must be counted if the respondent was within ear-shot of the radio while it was on, for all or most of the time. Single response only.

WEIGHTING

Survey respondents receive a weighting to ensure that they correctly represent the target population for their age and sex category.

WEIGHTING FACTORS

Population details for each market must be entered into the computer at the start of each year and as each survey is processed, details of the sample composition must also be entered into the computer. By dividing each population figure by its corresponding sample size, the computer calculates raising factors for each age/sex group. This means that each person is given a separate “weight” in order to ensure his or her true importance in all projected results as shown in the report. Thus if one particular group is under-sampled, each person is given a higher weighting; or if a group is over-sampled, each person is given a lower weighting. All projected results in the survey report are shown to the nearest 1000 persons (or nearest 100 persons in smaller markets).

SPECIFICATIONS AND AUDIT

The specifications of audience measurement surveys must meet the requirements of the Commercial Radio Australia Research Committee.

Surveyed markets must be audited by an independent and accredited survey Auditor (appointed by Commercial Radio Australia) who has free and unrestricted access to all field documents and office procedures. The Auditor checks the sample specifications before each survey and reviews the adequacy of the subsequently obtained sample before data is supplied to participating stations. There will be an audit fee attached to this service; costs will be evenly distributed between participating stations in the surveyed market.

REPORTS

The research company are required to provide a base reporting analysis of the survey results. The output of the results is to be delivered in a format that is readable and useable for all participants.

Delivered survey results should include;

- Licence area Map of survey
- Population
- Field work date and CATI Room hours of operation
- Weighting Method
- Sample Size
- Participation Levels – (Calls made, answered, qualified, agreed)
- Useable in-tab results
- Cume Reach
- Station Listened to Most
- Breakfast Listened to Most - Weekdays
- Morning Listened to Most - Weekdays
- Afternoon Listened to Most - Weekdays
- Drive Listened to Most - Weekdays
- Night Listened to Most - Weekdays
- Weekend Listened to Most – Saturday and Sunday
- Breakfast Cume Listening – Weekdays
- Morning Cume Listening – Weekdays
- Afternoon Cume Listening – Weekdays
- Drive Cume Listening – Weekdays
- Nights Cume Listening – Weekdays
- Weekend Cume Listening – Saturday and Sunday
- Workplace Listened to Most
- Unduplicated cume
- Exclusive Audience

- General Comments

For further analysis of survey results, operators have the option to licence radio analysis software or purchase reports from the Xtra Insights. The minimum output of data to be provided to radio stations must be in Excel as a CSV file. All survey results must be delivered to Commercial Radio Australia for review purposes. Spill-in stations that are not within a licence area are not included in the data provided by the research company. Additional station groupings added to the research will incur additional costs.

GOLD STANDARD ANALYSIS SOFTWARE

Survey subscribers have the facility to analyse the survey data by subscribing to Gold Standard accredited analysis software. This software can include the following elements:

Analysis types

- Station Listened To Most
- Cume Reach %
- Cume Reach (00s)
- Breakfast Most
- Breakfast Cume %
- Breakfast Cume Reach (00s)
- Morning Most
- Morning Cume %
- Morning Cume Reach (00s)
- Afternoon Most
- Afternoon Cume %
- Afternoon Cume Reach (00s)
- Drive Most
- Drive Cume %
- Drive Cume Reach (00s)
- Night Most
- Night Cume %
- Night Cume Reach (00s)
- Weekend Most
- Weekend Cume %
- Weekend Cume Reach (00s)
- Workplace Most
- Workplace Cume %
- Workplace Cume Reach (00s)
- Exclusive Overall %
- Exclusive Breakfast %
- Exclusive Morning %
- Exclusive Afternoon %
- Exclusive Drive %
- Exclusive Night %
- Exclusive Weekend %
- Exclusive Workplace %
- Exclusive Overall Reach (00s)
- Exclusive Breakfast Reach (00s)
- Exclusive Morning Reach (00s)
- Exclusive Afternoon Reach (00s)
- Exclusive Drive Reach (00s)
- Exclusive Night Reach (00s)
- Exclusive Weekend Reach (00s)
- Exclusive Workplace Reach (00s)
- BMAD Cume (00s)
- MA Cume (00s)

Functions

- Batch Analysis (multiple processing of jobs)
- Export results to Microsoft products (i.e. Word, Excel)
- Interactive Help
- User-specific login environment
- User-specific, default selections

Features

- Process multiple markets simultaneously
- Create custom demographics
- Save user favourite functions
- Select specific networks or stations for analysis
- Table format manipulation
- Web based. No installation required
- Help, Glossary and Tutorial video

DEMOGRAPHICS

Sample characteristics stored by the computer for radio surveys include:

- 10+ All People
- 10+ Females
- 10+ Males
- 10-17
- 10-39
- 10-39
- 10-39 Female
- 10-39 Male
- 18+
- 18+ Female
- 18+ Male
- 18-24
- 18-39
- 18-39 Female
- 18-39 Male
- 18-54
- 25+
- 25-39
- 25-39 Females
- 25-39 Males
- 25-49
- 25-49 Females
- 25-49 Males
- 25-54
- 25-54 Females
- 25-54 Males
- 25-64
- 35+
- 35-54
- 35-54 Female
- 35-54 Male
- 37-44 Female
- 37-44 Male
- 40+
- 40+ Female
- 40+ Male
- 40-54
- 40-54 Female
- 40-54 Male
- 40-59
- 40-59 Female
- 40-59 Male
- 40-64
- 45+
- 45+ Female
- 45+ Male
- 50-64
- 55+
- 55+ Females
- 55+ Males
- 55-64
- 55-64
- 55-64 Female
- 55-64 Male
- 65+
- 65+
- 65+ Female
- 65+ Male
- Grocery Buyer Female
- Grocery Buyer Male
- Grocery Buyers With/without children;
- With children by size of family;
- With children by age of children

Note: Demos that do not overlap may be combined, but still remain subject to adequate sample size

PUBLISHING SURVEY RESULTS

The public release date will be agreed between CRA and the participating stations. Public results of the research can be published at 11.00am. CRA and participating stations will release the survey data at the same time. The public results are limited to Station Listened to Most (%), Session Listened to Most (%) and Cumulative listening. The public survey results can only include stations that commissioned and paid for the surveys unless all participating (paying) stations agree to include non-participating

commercial stations and ABC results in the public survey release.

Stations commissioning must adhere to a minimum cell size requirement. The current minimum sample required in each cell is 50. Further, Cell sizes below 80 must be also be annotated and be treated with caution because of the small sample size.

Care must be taken when using any survey or research data to ensure that it is not used in a misleading or deceptive way. By way of example, conduct can be misleading or deceptive where survey findings are:

- e. not accurately presented;
- f. is presented selectively or in part;
- g. is quoted out of context; or
- h. is out of date.

Strict adherence to the specific standards set out below reduces the risk of members engaging in misleading or deceptive conduct:

- i. quotation of research information and conclusions drawn should be truthful and should not mislead either by implication or by omission.
- ii. in order to reduce the risk of being misleading, all published matter should include a clear and understandable description of the area surveyed, the survey period, the session(s) or time period(s) to which the figures relate and the appropriate description of the figures quoted (cumes, averages or shares of either total or station or network audience).
- iii. the name of the research company or organisation which undertook the research should be stated.
- iv. members should not make direct or oblique on-air reference to, or in any way directly attempt to encourage the audience to respond in a particular manner to a survey that is being conducted in the licence area in which the station operates, either immediately before or during the period of the survey. This applies to all member stations regardless of financial participation in the survey.
- v. these Criteria and Obligations applies to all broadcast, published, printed or duplicated or distributed in any way regardless of the format, including (without limitation) advertisements, brochures, pamphlets, submissions, proposals, public statements, media releases or circulated letters produced by or on behalf of the member.

Surveys usually consist of publicly released results and more detailed statistical information. In the normal course only those stations that fund a survey have access to this more detailed information.

Depending on the sample size agreed upon by participants of the survey, different demographic breakouts are included in the public report (see page 17). If the data has a cell size which exceeds n=50 for a demographic group which is not included in the public result yet appears within Gold Standard software or a commissioned report from the research provider, that data can be used publicly and/or for sales purposes. All data reported must adhere to the specific standard as outlined above.

NB: THE REPORTING GUIDELINE IS CURRENTLY UNDER REVIEW BY THE REGIONAL RESEARCH COMMITTEE.

Regional Radio Audience Measurement Surveys
REPORTING GUIDELINE

Background

There are two approved commercial Radio Audience Measurement Survey (RAMS) methodologies in Australia.

The *Metropolitan markets* (Sydney, Melbourne, Brisbane, Adelaide & Perth) and the *Major Regional markets* (Gold Coast, Canberra & Newcastle) all use a diary based methodology conducted by GfK. The report outputs of which consist of:

- Share
- Cumulative Audience
- Time Spent Listening (TSL)

While all *Other Regional markets* in Australia use the CATI (Computer Assisted Telephone Interviews) methodology conducted by Xtra Insights. The report outputs of which consist of:

- Station Listened to Most
- Cumulative Audience

The key difference between these two methodologies is the primary reporting currency they produce for radio operators

METROPOLITAN & MAJOR REGIONAL - SHARE %
OTHER REGIONAL - STATION LISTENED TO MOST %

- Results of Other Regional market surveys should be reported as Station Listened to Most and NOT as Share.

What is Station Listened to Most & how should you report it?

Station Listened To Most is a percentage of people who said they listened MOST to each station in the daypart.

In the below example, 21.2% of people 18-24 stated that Station A was the Station Listened to Most.

Station Listened to Most (%) Monday - Sunday

	10+			10-17			18-24		
	This	Last	+/-	This	Last	+/-	This	Last	+/-
Station A	22.1	18.9	3.2	13.3	17.4	-4.1	21.2	15.4	5.8
Station B	24.9	26.2	-1.3	54.7	53.3	1.4	36.8	33.4	3.4
Station C	6.8	5.9	0.9	1.7	0.8	0.9	3.5	4	-0.5
Station D	9.9	12	-2.1	18.9	14.1	4.8	9.7	8.2	1.5

- It **CAN** be claimed that overall, Station B is the station listened to most.
- It **CAN** be claimed 36.8% of 18-24 year olds listen to Station B most.
- It **CANNOT** be claimed that 21.2% of listening by 18-24 year olds was to Station A.
- It **CANNOT** be claimed that Station B holds 24.9% share of the market.

NOTES

- (i) When copying tables from the Xtra Insights survey report, do not edit the headers off the tables.
- (ii) The SLTM% table(s) must be reproduced intact with any commentary.
- (iii) Whenever SLTM is referenced, include an asterisk which contains an expanded explanation "Percentage of listeners who listen more to this station than others".
- (iv) No parties are to add the cume of individual stations to calculate the total audience potential.

For full details on "*Other Regional Markets*" Methodology please visit:

<http://www.radioalive.com.au/RA/media/General/Documents/RRAMS-Agency-User-Guide-2017.pdf?ext=.pdf>

Commercial Radio Australia Management of Other Regional Surveys

MARKET NOMINATION

If a CRA member station wishes to commission a survey in its licence area it must follow the process set out below. The process described here is for engagement of Xtra Insights to provide a survey. Xtra Insights has been contracted by CRA to make a standing offer to CRA members to provide these services in the Other Market category. However, a member station is not obliged to engage Xtra Insights as its research company. Nevertheless, a member must adhere to the methodology set out in this document.

Process Steps:

- Network/Station commissioning the survey notifies CRA of its intention including proposed dates and sample size no less than 8 weeks prior to the proposed date of the survey.
- CRA informs Xtra Insights and confirms proposed dates and sample size are possible.
- CRA invites other commercial stations who broadcast in 100% of the licence area to participate via their Regional Research Committee representative, or Owner in the event that the Station is not represented on the Regional Research Committee. The invited Stations must respond within 14 days.
- Invited commercial stations may propose an alternative survey date, provided that it is as close as reasonably possible to the original proposed date. Participating CRA member stations must agree on the final date if an alternative date is proposed. If the CRA member stations do not agree on an alternative date, the survey will be carried out on the original proposed date. Any date will be subject to Xtra Insights's availability.
- CRA invites the ABC to participate. The ABC has 14 days to respond.
- The participating CRA member stations advise CRA if any stations with an overlap less than 100% but greater than 30% of the licence area are to be invited to participate in the survey. All CRA member participating stations must agree to invite any overlap stations prior to the station being invited.
- CRA invites overlap stations (if applicable). The invited overlap station must respond within 14 days.
- Xtra Insights send participating stations the Station Agreement, which must be signed and returned within 14 days. If stations fail to return the Station Agreement within such timescale they will not be permitted to participate in the survey.
- Survey is conducted.

In the event a station in the licence area does not wish to participate, the survey results can only be used by the stations that commissioned and paid for the survey. The non-participating station/s will be unable to use or purchase the results from the research company. Community broadcasters and Narrowcasters are to be listed under "Other AM or FM" in the results and are **not** to be included in any published survey results.

For Other Regional Markets (excluding Newcastle, Gold Coast and Canberra); the results of the survey are current for a **maximum** of 3 years.

The number of surveys conducted in Other Regional Markets must not exceed ONE in a 12-month period without the approval of the Regional Research Committee. In the event more than one survey is conducted within the three-year term, the most recent results supersede any previous survey results and the previous results must no longer be used in the market.

SURVEY PROVIDERS

Commercial Radio Australia in consultation with the research committee announced that as of 2016, Xtra Insights is the provider of RRAMS.

SURVEY FEES

The survey fee is to be evenly distributed amongst all participating stations. If a commercial radio station decides not to participate in the surveys or cannot meet their financial obligations to the surveys, the remaining costs will be evenly distributed between participating stations in the surveyed market.

ADDING QUESTIONS TO THE CATI QUESTIONNAIRE

Survey participants have the option to propose additional questions to a specific market questionnaire. The results to the additional questions are for internal use only and cannot be published or released publicly. Once a network has agreed to participate in the survey, any additional questions must be sent to Xtra Insights for approval. The content, wording, length and number of questions to be added is at the discretion of Xtra Insights. Additional questions will incur a fee, determined by Xtra Insights.

REGIONAL RESEARCH REPORTING PROTOCOLS

1. 24-hours following the completion of field-work, Xtra Insights must provide the Survey Auditor with indicators and the data required for audit the Sample Daily Record and Sample Summary Report.

Sample Daily Record - The sample daily record includes information about the daily calls for each interviewer including the time period of which calls were made by the interviewer how many quota and non-quota calls the interviewer made and what proportion of what type of call resulted in a successfully completed interview.

Sample Summary Report – The sample report provides the total number of respondents for each age demographic by gender. It also contains the weighting applied to each cell.

2. Following approval of the sample summary report by the Survey Auditor, Xtra Insights, participating stations and CRA will be informed of the assessment of whether the sample size and demographic profile is a reasonable reflection of the relevant market. The assessment will be provided in the form of an email from the Survey Auditor.
3. The 7th day after completing field work Xtra Insights is to supply the Survey Auditor, participating stations and CRA with an output and tabulation of the results. The output for Cume % and Station most listened to are to be reported to one decimal place and the Audience Cume to be reported in hundreds (00's). The minimum output of data to be provided to radio stations must be in Excel as a CSV file.
4. The public release date will be agreed between CRA and the participating stations. Public results of the research can be published at 11.00am. CRA and participating stations will

release the survey data at the same time. The public results are limited to Station Listened to Most (%), Session Listened to Most (%) and Cumulative listening. The public survey results can only include stations that commissioned and paid for the surveys unless all participating (paying) stations agree to include non-participating commercial stations and ABC results in the public survey release.

Surveys usually consist of publicly released results and more detailed statistical information. In the normal course only those stations that fund a survey have access to this more detailed information.

Other Regional Market CATI Questionnaire

The following shows the logical design of the CATI questionnaire; the Survey Auditor requires sign off on the final coding used to implement the logic before the survey goes into field.

INTRODUCTION Q1. Hi my name is ____, calling on behalf of Xtra Research. We're doing a brief radio survey in your area. Do you listen to the radio at all?

2) Responses 1) Yes 2) No

STATION LISTENED TO MOST Q2. Which ONE station did you LISTEN TO THE MOST IN THE PAST WEEK, including your work, car and home listening?

X) Responses (Station List)

EXCLUSIVE LISTENER Q3. Can you name all the other stations you listened to for AT LEAST 8 MINUTES this past week?

X) Responses (Station List)

AGE Q4. Could you tell me what was your age at your last birthday?

X) Responses (Select Exact Age from Dropdown List)

GENDER Q5. Gender

2) Responses 1) Male 2) Female

OPERATOR INSTRUCTION:

If respondent is deemed Quota-Full, Operator is to SKIP to Q28. Upon survey termination, the Operator may ask the respondent if there is anyone else in the household under [insert target age] who listens to the radio and could spare a moment to talk to us.

- If YES, the operator will ask if the person is available now or if they should call back later.
- If NO, the operator will terminate the interview.

AREA Q6. Area

X) Responses (Market)

BREAKFAST LISTENED TO MOST Q7. Thinking about the time of day you were listening to the radio this past week... Which ONE radio station did you LISTEN TO THE MOST between 5:30am and 9am, Monday to Friday in the past 7 days?

X) Responses (Station List) Didn't Listen SKIP TO Q9

BREAKFAST CUME Q8. Can you name ALL the other stations you listened to for AT LEAST 8 MINUTES between 5:30am and 9am Monday to Friday in the past 7 days?

X) Responses (Station List) Don't listen to any others

MORNING LISTENED TO MOST Q9. Which ONE radio station did you LISTEN TO THE MOST between 9am and 12 noon, Monday to Friday in the past 7 days?

X) Responses (Station List) Didn't Listen SKIP TO Q11

MORNING CUME Q10. Can you name ALL the other stations you listened to for AT LEAST 8 MINUTES between 9am and 12 noon, Monday to Friday in the past 7 days?

X) Responses (Station List) Don't listen to any others

AFTERNOON LISTENED TO MOST Q11. Which ONE radio station did you LISTEN TO THE MOST between 12 noon and 4pm, Monday to Friday in the past 7 days?

X) Responses (Station List) Didn't Listen SKIP TO Q13

AFTERNOON CUME Q12. Can you name ALL the other stations you listened to for AT LEAST 8 MINUTES between 12 noon and 4pm, Monday to Friday in the past 7 days?

X) Responses (Station List) Don't listen to any others

DRIVE LISTENED TO MOST Q13. Which ONE radio station did you LISTEN TO THE MOST between 4pm and 7pm, Monday to Friday in the past 7 days?

X) Responses (Station List) Didn't Listen SKIP TO Q15

DRIVE CUME Q14. Can you name ALL the other stations you listened to for AT LEAST 8 MINUTES between 4pm and 7pm, Monday to Friday in the past 7 days?

X) Responses (Station List) Don't listen to any others

NIGHT LISTENED TO MOST Q15. Which ONE radio station did you LISTEN TO THE MOST between 7pm and 12 midnight, Monday to Friday in the past 7 days?

X) Responses (Station List) Didn't Listen SKIP TO Q17

NIGHT CUME Q16. Can you name ALL the other stations you listened to for AT LEAST 8 MINUTES between 7pm and 12 midnight, Monday to Friday in the past 7 days?

X) Responses (Station List) Don't listen to any others

TSL - WEEKDAY Q17. Thinking about ALL your radio listening for the PAST 7 DAYS, including all your listening at work, in the car and at home. How long do you listen to the radio on a typical weekday (Monday to Friday)?

6) Responses 1) Less than 1 hour 2) 1 – 2 hours 3) 2 – 3 hours 4) 3 – 4 hours 5) 4 – 5 hours 6) 5 hours plus

TSL - WEEKEND Q18. Thinking about ALL your radio listening for the PAST 7 DAYS, including all your listening at work, in the car and at home. How long do you listen to the radio on a typical weekend day (Saturday &/or Sunday)?

6) Responses 1) Less than 1 hour 2) 1 – 2 hours 3) 2 – 3 hours 4) 3 – 4 hours 5) 4 – 5 hours 6) 5 hours plus

WORKPLACE LISTENED TO MOST Q19. Which ONE station did you LISTEN TO THE MOST this past week at work?

X) Responses (Station List) Didn't Listen SKIP TO Q20 Don't work SKIP TO Q20

WORKPLACE CUME Q20. Can you name ALL the other stations you listened to for AT LEAST 8 MINUTES while at work in the past 7 days?

X) Responses (Station List) Don't listen to any others Don't work

WEEKEND LISTENED TO MOST Q21. Thinking about all your listening across the past weekend, from 5:30am to 12 midnight on either Saturday or Sunday, which ONE station did you LISTEN TO THE MOST?

X) Responses (Station List) Didn't Listen SKIP TO Q22

WEEKEND CUME Q22. Can you name ALL the other stations you listened to for AT LEAST 8 MINUTES across the past weekend, from 5:30am to 12 midnight on either Saturday or Sunday?

X) Responses (Station List) Don't listen to any others

OPERATOR INSTRUCTION:

Operator to ask the respondent *“For classification purposes, would you mind answering a couple of questions”?*

If asked to elaborate, Operator explains *“To ensure we are accurately representing the population of [Market]”*

GROCERY BUYER Q23. Are you the main grocery buyer for the household?

2) Responses 1) Yes 2) No

CHILDREN Q24. Are there any children in the household aged 0-17 years?

2) Responses 1) Yes 2) No

OCCUPATION STATUS Q25. Which of the following best describes your employment status?

6) Responses 1) Full Time 2) Part Time 3) Casual / Temporary 4) Home duties / Stay at Home Parent
5) Not Employed 6) Prefer not to answer

OCCUPATION GROUP Q26. Which of the following best describes your employment group?

11) Responses 1) Managers & Administrators 2) Professionals 3) Sales / Clerk & Para-professional 4) Tradespersons 5) Plant / Machine Operators & Drivers 6) Labourers & Related Workers 7) Unemployed / Looking for Work 8) Student / Under School Age 9) Not in Paid Employment 10) Retired or Aged Pension 11) Prefer not to answer

OCCUPATION INDUSTRY Q27. Which of the following best describes your employment industry?

15) Responses 1) Agriculture 2) Mining 3) Manufacturing 4) Electricity, Gas and Water 5) Construction 6) Wholesale 7) Retail 8) Transport and Storage 9) Communication 10) Finance and Insurance 11) Property and Business Services 12) Public Administration and Defence 13) Community Services 14) Recreation and Personal 15) Prefer not to answer

OPEN ENDED – GENERAL COMMENTS Q28. Do you have any other comments, suggestions or feedback, whether it's positive or negative that could help improve local [Market] radio for you? *Push for a comment...*

RESPONDENT PHONE NUMBER Q29. Enter respondent phone number.

SURVEY ACCURACY ESTIMATES

Note: The table that follows is indicative only and will change for other surveys and markets

Radio audience surveys measure the radio listening habits of a representative sample of people taken from the population. While the surveys give a very good indication of how the overall population behaves they are not an absolutely accurate reflection of the population. Inevitably there are some differences between each region, the behaviour of the sample and the behaviour of the population.

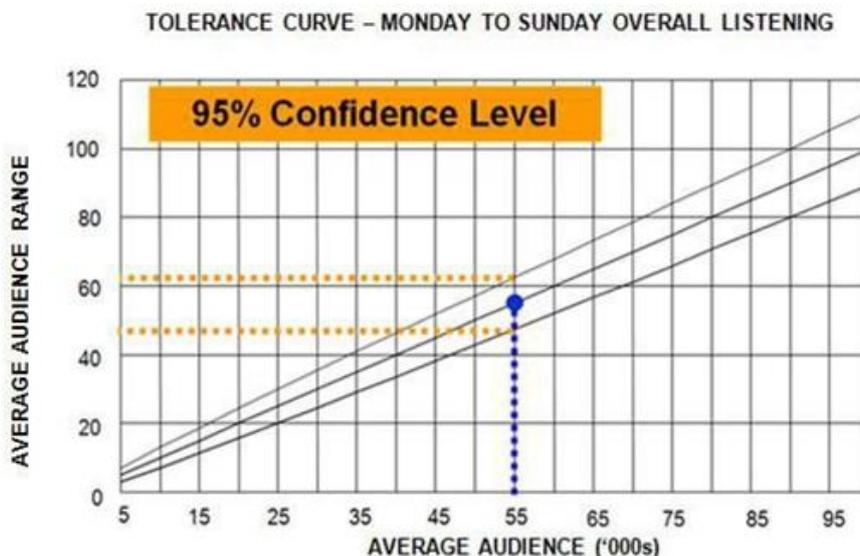
Sample tolerance charts can be constructed to show an upper and a lower range for each station's Average Audience. The charts developed for the research company's Radio Surveys predict with 95% certainty that each station's **true** Average Audience will lie within this range. (Each market has its own chart specific to that market, based on the size of the audience sample relative to the size of the market).

The chart on the following page is calculated to show the tolerance that should be applied to each station's OVERALL Average Audience. The tolerance will be different for particular dayparts such as Breakfast or Drive, or specific quarter hours. If you require tolerance levels for particular dayparts or quarter hours please contact the research company.

To look up the tolerance for a particular station's Average Audience, look up the station's Average Audience on the bottom horizontal axis. By running an imaginary vertical line up to the top line of the three displayed we can read the upper level of the audience range from the vertical axis. Similarly, the bottom point of the lower line of the three displayed marks the lower level of the audience range. There is a 95% probability that the station's **true** Average Audience lies within this range had the entire population been measured.

E.g. If the survey measures a station's Average Audience as 55,000, the curve shows that there is a reasonable probability of the station's **true** Average Audience being between 62,000 and 48,000, had the entire population been surveyed.

55,000, the curve shows that there is a reasonable probability of the station's **true** Average Audience being between 62,000 and 48,000, had the entire population been surveyed.





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