

20 July 2020

Commercial radio industry prepares for restart of radio ratings

The commercial radio industry is preparing for the restart of radio ratings next week, with contingency plans in place to manage the placement of diaries in areas affected by lockdowns.

The survey period for Survey 6 will start on July 26 and runs through to September 19, with results to be released on September 29.

The chief executive officer of industry body Commercial Radio Australia, Joan Warner, said there would be changes to the placement of diaries in Melbourne due to the lockdown requirements.

“We have been closely monitoring the situation in regards to COVID-19, and there will be modifications to the placement of diaries in the Melbourne licence area to ensure the survey goes ahead as scheduled,” she said.

Research provider GfK has trialled and planned for contactless placement of paper survey diaries in Melbourne. In addition, the proportion of respondents completing an e-diary in that city will be increased from 30% to 40%.

Ms Warner said all metropolitan commercial radio stations have been running an on-air consumer campaign to raise awareness of the ratings ahead of the start of field work.

“The ad informs listeners of the surveys process and reassures them that if they are contacted to participate, it will be done safely and within strict COVID-19 guidelines,” she said.

The official radio surveys were paused in April due to the pandemic, but a special GfK Radio Pulse e-diary survey was released in June to keep the market informed about listening trends.

The survey found that commercial radio audiences had increased strongly compared to Survey 2, with average weekly metro audiences up 7.1% to nearly 12 million people.

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About Commercial Radio Australia

Commercial Radio Australia is the peak industry body representing the interests of commercial radio broadcasters throughout Australia. CRA manages industry codes and standards, regulatory and legislative matters, metropolitan and regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadioMatrix, RadioApp, the Australian Podcast Ranker, consumer research, marketing and industry training and development programs. CRA also hosts the Australian Commercial Radio Awards and the Siren Creative Awards.

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