



Growth
from
Knowledge

2020
RADIO RATINGS
TOOL KIT

The 2020 Tool Kit provides all the information you require regarding the GfK radio ratings.

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For additional support, please call the GfK helpdesk on

1800 097 713

Or send an email to radiatoratings@gfk.com



2020 REVISED SURVEY SCHEDULE

Week no	Survey Weeks Sunday - Saturday	Sydney	Melbourne	Brisbane	Adelaide	Perth	Newcastle	Canberra	Gold Coast
1	29	4							
2	Jan 5	11							
3	12	18							
4	19	25							
5	26 Feb	1							
6	Feb 2	8							
7	9	15							
8	16	22							
9	23	29							
10	Mar 1 Mar	7							
11	8	14							
12	15	21							
13	22	28							
14	29 Apr	4							
15	Apr 5	11							
16	12	18							
17	19	25							
18	26 May	2							
19	May 3	9							
20	10	16							
21	17	23							
22	24	30							
23	31 Jun	6							
24	Jun 7	13							
25	14	20							
26	21	27							
27	28 Jul	4							
28	Jul 5	11							
29	12	18							
30	19	25							
31	26 Aug	1							
32	Aug 2	8							
33	9	15							
34	16	22							
35	23	29							
36	30 Sep	5							
37	Sep 6	12							
38	13	19							
39	20	26							
40	27 Oct	3							
41	Oct 4	10							
42	11	17							
43	18	24							
44	25	31							
45	Nov 1 Nov	7							
46	8	14							
47	15	21							
48	22	28							
49	29 Dec	5							
50	Dec 6	12							
51	13	19							
52	20	26							

Metropolitan Release
 Survey #1 Tue Mar 10 Survey #3 Cancelled Survey #5 Cancelled Survey #7 Thu Nov 5
 Survey #2 Thu Apr 16 Survey #4 Cancelled Survey #6 Tue 29 Sept Survey #8 Tue Dec 8

DAB+ survey results will be included within the metropolitan survey release.

*Due to COVID-19 Metro Surveys 3, 4 & 5 & Regionals Surveys 2 & 3 have been cancelled.
 Survey release dates for regional markets are noted against S1 on the schedule*

2020 RADIO REPORTING PERIODS



SYDNEY, MELBOURNE, BRISBANE, ADELAIDE & PERTH		
S1	Jan 19 to Feb 29	Tue Mar 10
S2	Feb 9 to Feb 29 & Mar 1 to Apr 4	Thu Apr 16
S3	Due to COVID-19 survey 3 has been cancelled	
S4	Due to COVID-19 survey 4 has been cancelled	
S5	Due to COVID-19 survey 5 has been cancelled	
S6	Jul 26 to Sept 19	Tue Sept 29
S7	Aug 23 to Sept 19 & Sept 20 to Oct 24	Tue Nov 5
S8	Sept 20 to Nov 28	Tue Dec 8

NEWCASTLE (Blind)		
S1	Feb 2 to Apr 25	Fri May 15
S2	Due to COVID-19 survey 2 has been cancelled	
S3	Due to COVID-19 survey 3 has been cancelled	

CANBERRA		
S1	Feb 2 to Mar 28	Wed Apr 15
S2	Due to COVID-19 survey 2 has been cancelled	
S3	Due to COVID-19 survey 3 has been cancelled	

GOLD COAST / TWEED HEADS		
S1	Feb 2 to Apr 11	Thu Apr 30
S2	Due to COVID-19 survey 2 has been cancelled	
S3	Due to COVID-19 survey 3 has been cancelled	

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

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

2020 ROLLING RADIO SCHEDULE METROPOLITAN MARKETS



Week no	Survey Weeks Sunday - Saturday	Waves	Survey 1 (Tue Mar 10)	Survey 2 (Thu Apr 16)	Survey 3 Cancelled	Survey 4 Cancelled	Survey 5 Cancelled	Survey 6 (Tue Sept 29)	Survey 7 (Thu Nov 5)	Survey 8 (Tue Dec 8)
01	29 4									
02	Jan 5 11									
03	12 18									
04	19 25									
05	26 Feb 1		Wave 1a							
06	Feb 2 8	Wave 1 (a&b)								
07	9 15		Wave 1b							
08	16 22			Wave 1b						
09	23 29									
10	Mar 1 Mar 7									
11	8 14									
12	15 21	Wave 2		Wave 2						
13	22 28									
14	29 Apr 4									
15	Apr 5 11									
16	12 18									
17	19 25									
18	26 May 2									
19	May 3 9									
20	10 16									
21	17 23									
22	24 30									
23	31 Jun 6									
24	Jun 7 13									
25	14 20									
26	21 27									
27	28 Jul 4									
28	Jul 5 11									
29	12 18									
30	19 25									
31	26 Aug 1									
32	Aug 2 8	Wave 6a					Wave 6a			
33	9 15									
34	16 22									
35	23 29									
36	30 Sep 5	Wave 6b					Wave 6b			
37	Sep 6 12								Wave 6b	
38	13 19									
39	20 26									
40	27 Oct 3									
41	Oct 4 10	Wave 7							Wave 7	
42	11 17									
43	18 24									
44	25 31									
45	Nov 1 Nov 7	Wave 8								Wave 8
46	8 14									
47	15 21									
48	22 28									
49	29 Dec 5									
50	Dec 6 12									
51	13 19									
52	20 26									

Easter Weekend

More about Rolling Surveys

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

Rolling surveys operate in the following manner:

- the first survey wave of 2020 is conducted over six weeks; Wave 1 is divided into two 3 weeks blocks (Wave 1a and 1b), half the required sample in Wave 1a and the other half in Wave 1b. These waves are then averaged together to generate Survey 1.
- the next wave (Wave 2) is then conducted over a new five week period, where half of the required survey sample is placed evenly across the five weeks. Wave 1b and Wave 2 are then averaged together to produce the Survey 2 results.
- following Wave 2, another new five week period is surveyed, again half of the required sample, producing Wave 3. Wave 2 and Wave 3 are then combined to provide Survey 3.
- this process continues through till the end of the year.

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

2020 ROLLING RADIO SCHEDULE NEWCASTLE, CANBERRA AND GOLD COAST



Week no	Survey Weeks Sunday - Saturday	Newcastle	Survey 1 N: Fri May 15	Survey 2 Cancelled	Survey 3 Cancelled	Canberra	Survey 1 C: Wed Apr 15	Survey 2 Cancelled	Survey 3 Cancelled	Gold Coast Tweed	Survey 1 GC: Thu Apr 30	Survey 2 Cancelled	Survey 3 Cancelled			
01	29	4														
02	Jan 5	11														
03	12	18														
04	19	25														
05	26	Feb 1														
06	Feb 2	8	Wave 1 (8 blind from 12 wks surveyed)			Wave 1 (a&b)	Wave 1a			Wave 1 (a&b)	Wave 1a					
07	9	15														
08	16	22														
09	23	29														
10	Mar 1	Mar 7														
11	8	14														
12	15	21							Wave 1b							
13	22	28														
14	29	Apr 4														
15	Apr 5	11														
16	12	18														
17	19	25														
18	26	May 2														
19	May 3	9														
20	10	16														
21	17	23														
22	24	30														
23	31	Jun 6														
24	Jun 7	13														
25	14	20														
26	21	27														
27	28	Jul 4														
28	Jul 5	11														
29	12	18														
30	19	25														
31	26	Aug 1														
32	Aug 2	8														
33	9	15														
34	16	22														
35	23	29														
36	30	Sep 5														
37	Sep 6	12														
38	13	19														
39	20	26														
40	27	Oct 3														
41	Oct 4	10														
42	11	17														
43	18	24														
44	25	31														
45	Nov 1	Nov 7														
46	8	14														
47	15	21														
48	22	28														
49	29	Dec 5														
50	Dec 6	12														
51	13	19														
52	20	26														

Easter Weekend

More about Rolling Surveys

Rolling surveys is the term used to describe the method of merging waves of survey periods to generate a survey result. In 2020, Newcastle will be in survey for 36 weeks of the year, Gold Coast for 30 weeks and Canberra for 24 weeks. All three markets will have three survey releases.

Newcastle Blind Rolling surveys operate in the following manner:

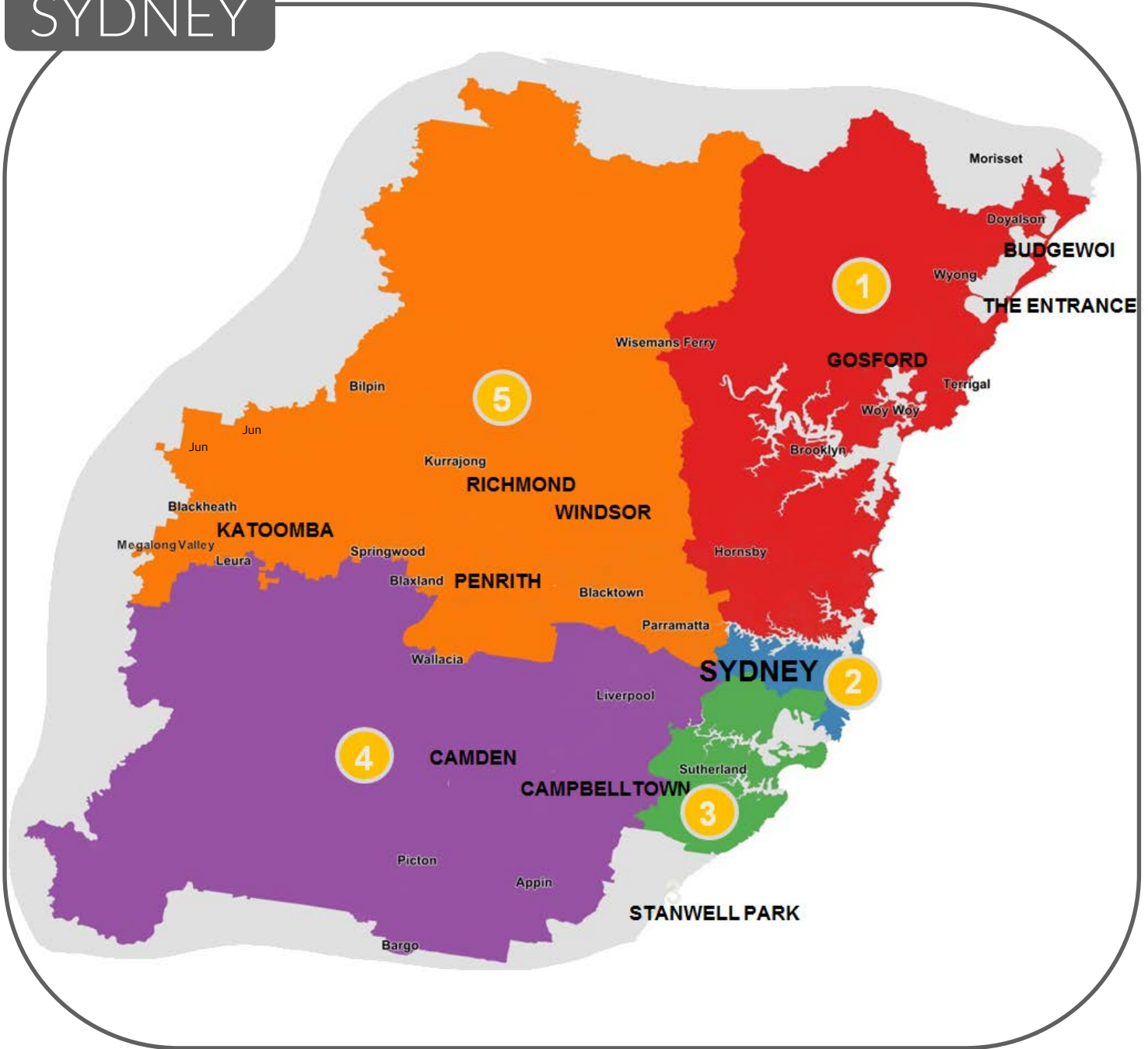
- the first survey wave of 2020 is conducted over a 12 week period; GfK then selects eight weeks within the wave without informing the market of the selected dates, this is why it is called a blind survey. A full sample is placed evenly over these eight weeks and they are then combined to generate Survey 1.
- the next wave (Wave 2) is then conducted over a new 12 week period, where half of the required survey is placed evenly across 8 blind weeks. The last four weeks of Wave 1 and Wave 2 are then combined to produce the Survey 2.
- following Wave 2, another new 12 week period is surveyed across 8 blind weeks, again half of the required survey, producing Wave 3. Wave 2 and Wave 3 are then combined to produce Survey 3.

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

- the first survey wave of 2020 is conducted over 10 weeks for Gold Coast, divided into two five week periods (Wave 1a and 1b), and 8 weeks for Canberra, divided into two four week periods. A full sample is placed evenly across Wave 1a and 1b in this wave. The weeks are then averaged to produce Survey 1.
- the next wave (Wave 2) is then conducted over a new 10 week period for Gold Coast and 8 week period for Canberra, where half of the required sample is placed. Then Wave 1b and Wave 2 are averaged to provide Survey 2.
- the final wave (Wave 3) is conducted over a new 10 week period for Gold Coast and 8 week period for Canberra, again half the required sample is placed. Wave 2 and Wave 3 are averaged to provide Survey 3.

SURVEY AREA MAPS

SYDNEY



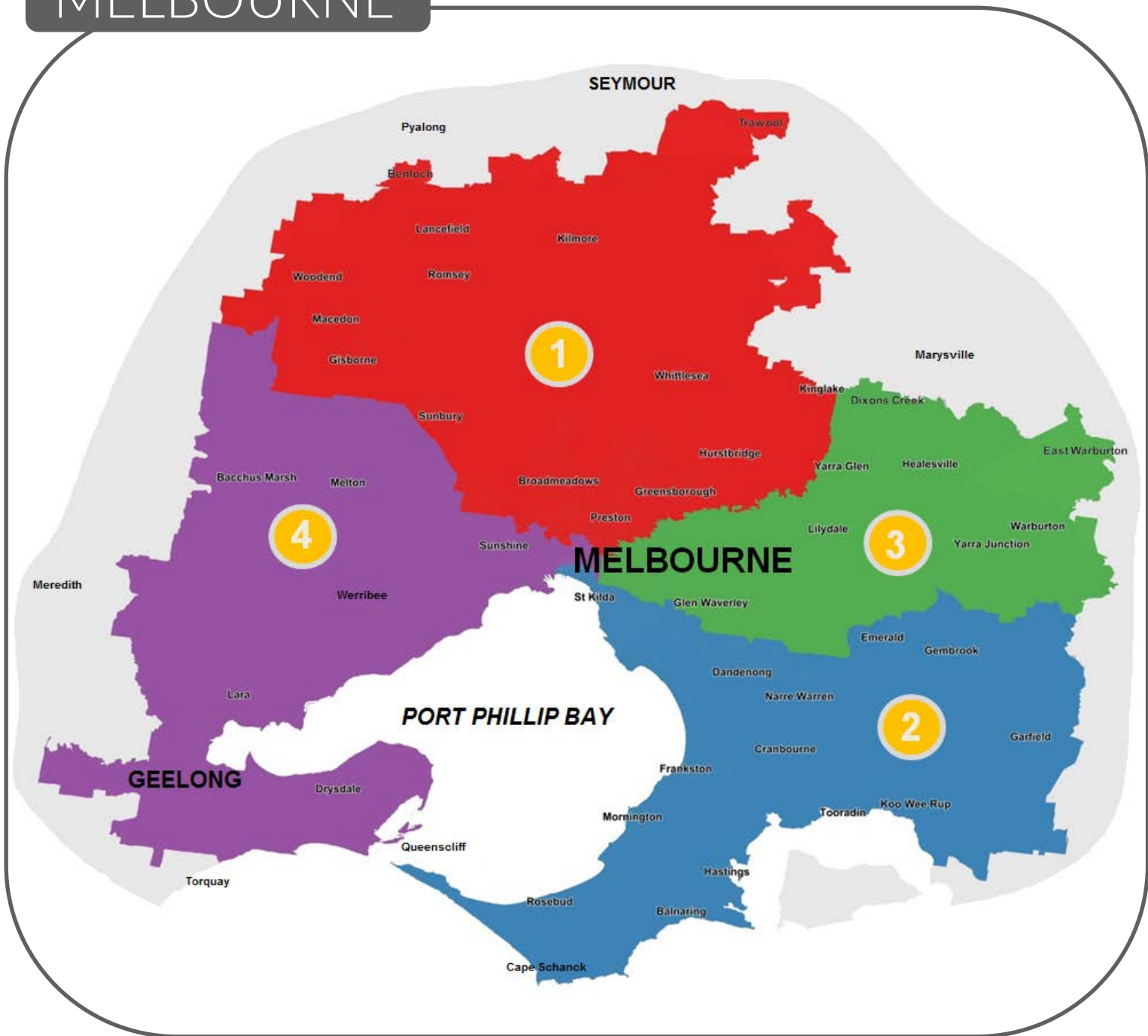
Sydney Regions	
1	North
2	Central & Inner West
3	South
4	South West
5	West

SURVEY AREA MAPS

Sydney Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas	Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. North				4. South West			
Baulkham Hills (partial)	25,809	0.5%	1	Auburn	725	0.0%	0
Carlingford	8705	0.2%	0	Bankstown	184,782	3.5%	7
Chatswood - Lane Cove	123,149	2.3%	5	Blue Mountains - South	4	0.0%	0
Dural - Wisemans Ferry (partial)	13,064	0.2%	0	Bringelly - Green Valley	118,717	2.3%	6
Gosford	178,198	3.4%	7	Camden	69,691	1.3%	3
Hornsby	86392	1.6%	3	Campbelltown (NSW)	170,285	3.2%	6
Ku-ring-gai	128,014	2.4%	5	Canterbury (partial)	8,725	0.2%	0
Manly	46,119	0.9%	2	Fairfield	196,234	3.7%	7
North Sydney - Mosman	103,486	2.0%	4	Illawarra Catchment Reserve	5	0.0%	0
Pennant Hills - Epping (partial)	42,341	0.8%	2	Liverpool	129,283	2.5%	5
Pittwater	64,838	1.2%	2	Merrylands - Guildford	37,077	0.7%	1
Ryde - Hunters Hill	144,388	2.7%	5	Penrith (partial)	6,449	0.1%	0
Warringah	162,895	3.1%	6	Wollondilly	44,644	0.8%	2
Wyong	167,722	3.2%	6	Wollongong	292	0.0%	0
1. North Total	1,295,120	24.6%	48	4. South West Total	966,913	18.4%	37
2. Central & Inner West				5. West			
Bankstown	1,675	0.0%	0	Auburn	101,227	1.9%	4
Botany (partial)	7	0.0%	0	Baulkham Hills	128,654	2.4%	5
Canada Bay	93,136	1.8%	4	Blacktown	144,421	2.7%	6
Canterbury (partial)	1,497	0.0%	0	Blacktown - North	107,474	2.0%	4
Eastern Suburbs - North	139,535	2.6%	5	Blue Mountains	79,701	1.5%	3
Eastern Suburbs - South	155,408	3.0%	6	Carlingford	64,998	1.2%	3
Leichhardt	61,061	1.2%	2	Dural - Wisemans Ferry (partial)	14,808	0.3%	1
Marrickville - Sydenham - Petersham	59,564	1.1%	2	Fairfield (partial)	1,895	0.0%	0
Strathfield - Burwood - Ashfield	150,956	2.9%	6	Hawkesbury	25,582	0.5%	1
Sydney Inner City	248,255	4.7%	10	Merrylands - Guildford	128,464	2.4%	5
2. Central & Inner West Total	911,094	17.3%	35	Mount Druitt	118,836	2.3%	5
3. South				Parramatta	155,281	2.9%	6
Botany	53,022	1.0%	2	Pennant Hills - Epping (partial)	10,474	0.2%	0
Canterbury	136,558	2.6%	5	Penrith	144,386	2.7%	5
Cronulla - Miranda - Caringbah	118,140	2.2%	5	Richmond - Windsor	38,060	0.7%	1
Hurstville	138,572	2.6%	5	Rouse Hill - McGraths Hill	39,235	0.7%	1
Kogarah - Rockdale	153,906	2.9%	6	Ryde - Hunters Hill (partial)	4,178	0.1%	0
Liverpool (partial)	631	0.0%	0	St Marys	56,758	1.1%	2
Strathfield - Burwood - Ashfield (partial)	16,515	0.3%	1	5. West Total	1,364,432	25.9%	52
Sutherland - Menai - Heathcote	112,848	2.1%	4	Sydney Total	5,267,751	100.0%	200
3. South Total	730,192	13.9%	28				

MELBOURNE



Melbourne Regions	
1	North
2	South
3	East
4	West

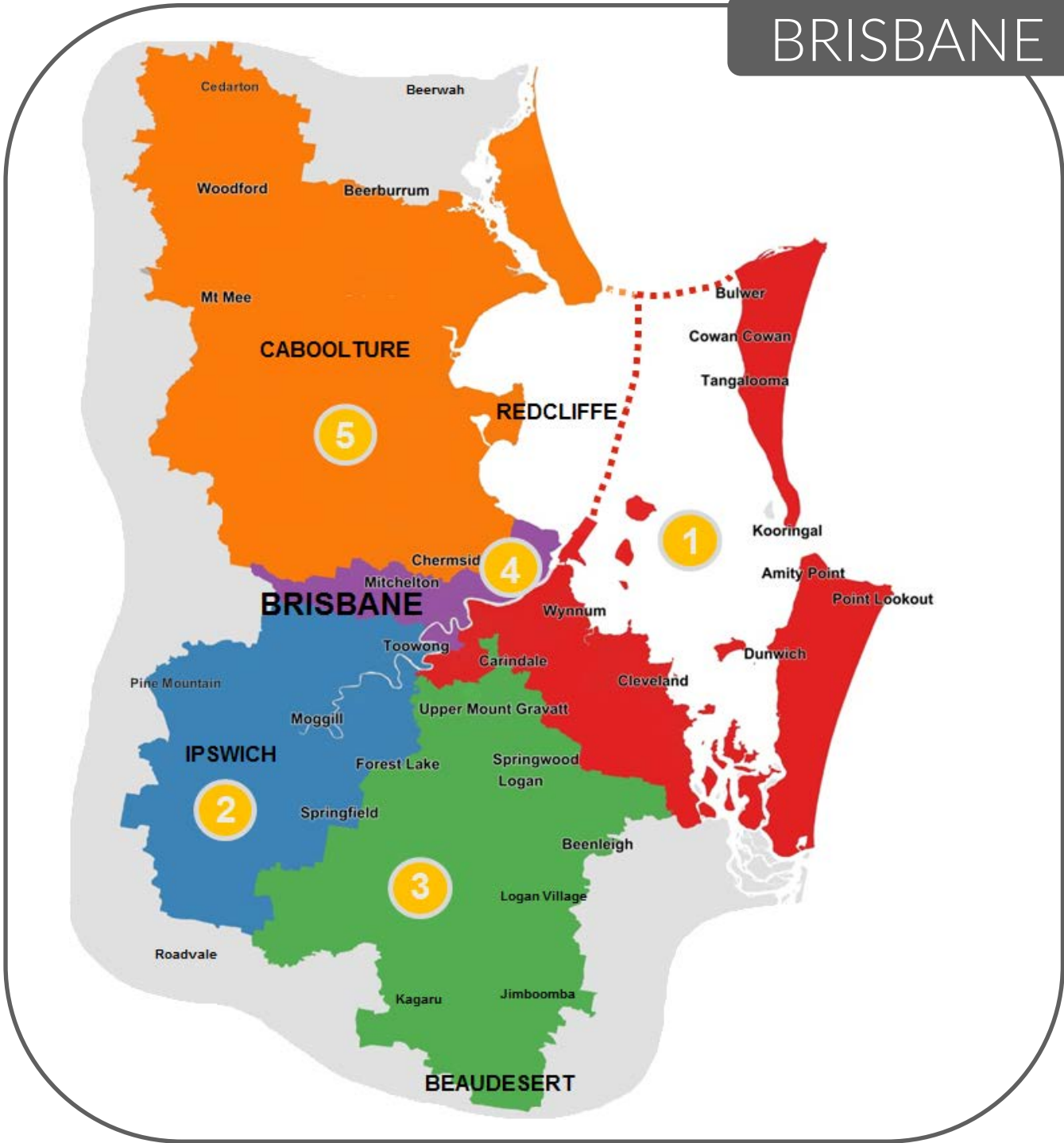
SURVEY AREA MAPS

Melbourne Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas	Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. North				3. East			
Banyule	131,530	2.5%	5	Boroondara	182,999	3.5%	7
Brimbank	84,594	1.6%	3	Cardinia (partial)	350	0.0%	0
Brunswick - Coburg	97,967	1.9%	4	Knox	164,347	3.1%	6
Darebin - North	105,268	2.0%	4	Manningham - East	27,779	0.5%	1
Darebin - South	57,855	1.1%	2	Manningham - West	99,379	1.9%	4
Essendon	74,087	1.4%	3	Maroondah	118,078	2.2%	4
Heathcote - Castlemaine - Kyneton	7,910	0.1%	0	Monash (partial)	143,176	2.7%	5
Keilor	64,257	1.2%	2	Stonnington - East	45,515	0.9%	2
Macedon Ranges	32,065	0.6%	1	Stonnington - West	71,682	1.4%	3
Melbourne City (partial)	7,073	0.1%	0	Whitehorse - East	65,837	1.2%	2
Moreland - North	84,747	1.6%	3	Whitehorse - West	113,129	2.1%	4
Nillumbik - Kinglake	65,151	1.2%	2	Yarra (partial)	34,808	0.7%	1
Sunbury	40,272	0.8%	2	Yarra Ranges	157,664	3.0%	6
Tullamarine - Broadmeadows	185,004	3.5%	7	3. East Total	1,224,743	23.2%	45
Upper Goulburn Valley	16,096	0.3%	1	4. West			
Whittlesea - Wallan	242,882	4.6%	9	Barwon - West	989	0.0%	0
Yarra (partial)	64,942	1.2%	2	Brimbank	116,015	2.2%	5
1. North Total	1,361,700	25.8%	50	Creswick - Daylesford - Ballan	1,521	0.0%	0
2. South				Geelong	203,798	3.9%	8
Bayside	107,040	2.0%	4	Hobsons Bay	91,739	1.7%	4
Cardinia	107,528	2.0%	4	Maribyrnong	91,908	1.7%	4
Casey - North	141,403	2.7%	5	Melbourne City	163,437	3.1%	7
Casey - South	200,440	3.8%	8	Melton - Bacchus Marsh	176,712	3.3%	7
Dandenong	204,530	3.9%	8	Port Phillip (partial)	104	0.0%	0
Frankston	142,936	2.7%	5	Sunbury (partial)	2,731	0.1%	0
Glen Eira	163,759	3.1%	6	Surf Coast - Bellarine Peninsula	54,674	1.0%	2
Kingston	127,826	2.4%	5	Wyndham	261,532	5.0%	11
Monash (partial)	50,770	1.0%	2	Yarra (partial)	3	0.0%	0
Mornington Peninsula	168,041	3.2%	6	4. West Total	1,165,163	22.1%	48
Port Phillip	113,692	2.2%	4	Melbourne Total	5,279,870	100.0%	200
Yarra Ranges (partial)	299	0.0%	0				
2. South Total	1,528,264	28.9%	57				

SURVEY AREA MAPS

BRISBANE



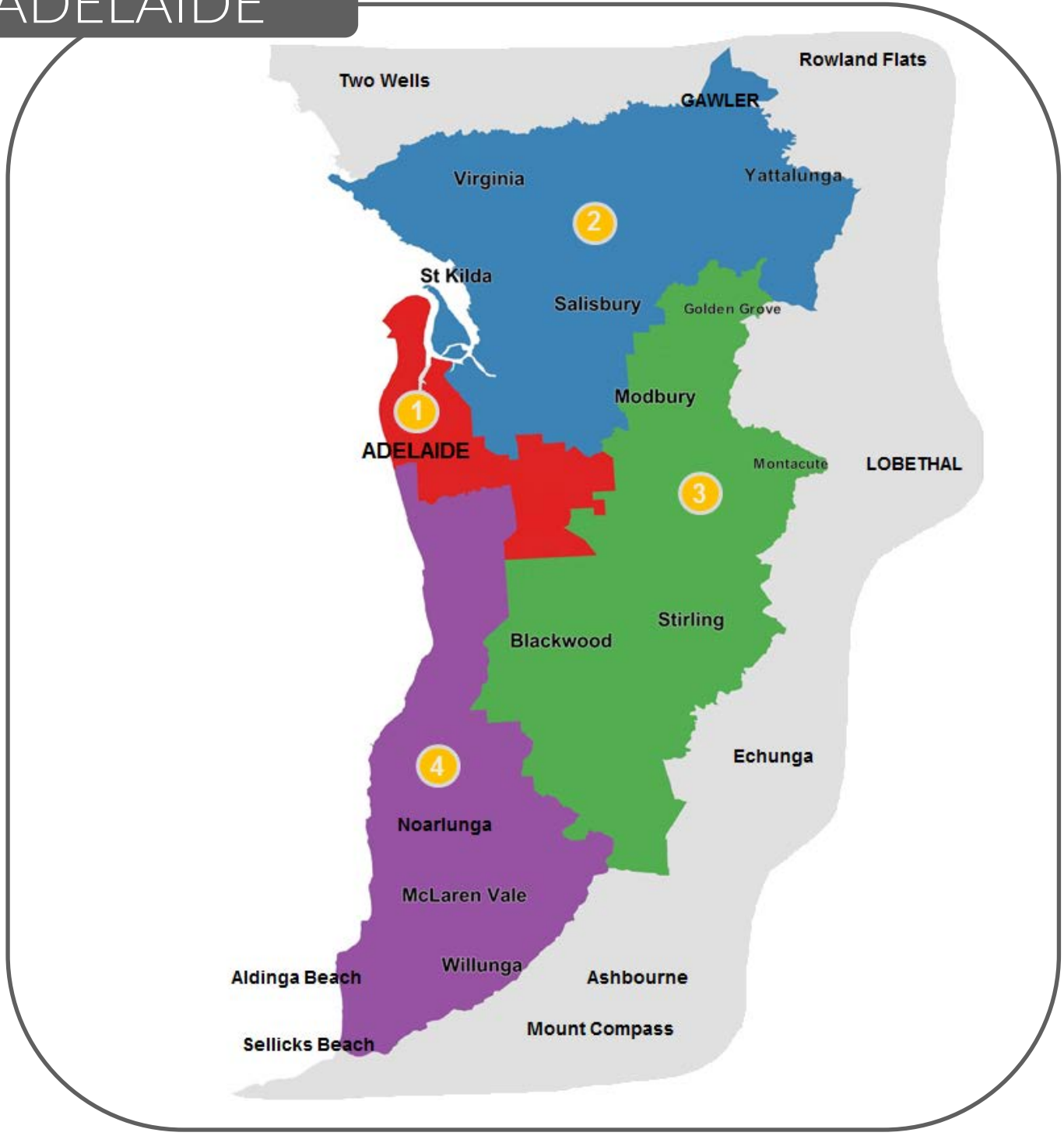
Brisbane Regions	
1	East
2	West
3	South
4	City & City North
5	North

SURVEY AREA MAPS

Brisbane Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas	Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. East				4. City & City North			
Brisbane Inner - East	44,513	1.9%	3	Brisbane Inner	80,194	3.3%	5
Capalaba	76,353	3.2%	5	Brisbane Inner - North	96,622	4.0%	7
Carindale	40,563	1.7%	3	Brisbane Inner - West	43,322	1.8%	3
Cleveland - Stradbroke	90,619	3.8%	6	Holland Park - Yeronga (partial)	8,294	0.3%	1
Holland Park - Yeronga	70,526	2.9%	5	Nundah	1,329	0.1%	0
Mt Gravatt (partial)	3,045	0.1%	0	The Gap - Enoggera	53,859	2.2%	4
Nathan	22,878	1.0%	2	4. City & City North Total	283,620	11.8%	20
Wynnum - Manly	73,450	3.1%	5	5. North			
1. East Total	421,947	17.6%	29	Bald Hills - Everton Park	44,363	1.9%	3
2. West				Bribie - Beachmere	35,932	1.5%	3
Brisbane Inner - West (partial)	18,144	0.8%	1	Caboolture	73,371	3.1%	5
Centenary	34,239	1.4%	2	Caboolture Hinterland	8,627	0.4%	1
Forest Lake - Oxley	77,977	3.3%	6	Chermside	75,292	3.1%	5
Ipswich Hinterland	3,278	0.1%	0	Hills District	91,717	3.8%	6
Ipswich Inner	112,538	4.7%	8	Narangba - Burpengary	66,949	2.8%	5
Kenmore - Brookfield - Moggill	48,215	2.0%	3	North Lakes	84,137	3.5%	6
Sherwood - Indooroopilly	56,261	2.4%	4	Nundah	41,154	1.7%	3
Springfield - Redbank	96,322	4.0%	7	Redcliffe	62,828	2.6%	4
The Gap - Enoggera	0	0.0%	0	Sandgate	60,431	2.5%	4
2. West Total	446,974	18.7%	31	Strathpine	38,784	1.6%	3
3. South				5. North Total	683,585	28.6%	48
Beaudesert	3,505	0.1%	0	Brisbane Total	2,393,933	100.0%	167
Beenleigh	39,988	1.7%	3				
Browns Plains	85,848	3.6%	6				
Carindale	14,208	0.6%	1				
Gold Coast Hinterland	3,570	0.1%	0				
Ipswich Hinterland (partial)	338	0.0%	0				
Jimboomba	52,278	2.2%	4				
Loganlea - Carbrook	64,292	2.7%	4				
Mt Gravatt	74,868	3.1%	5				
Nathan (partial)	19,224	0.8%	1				
Rocklea - Acacia Ridge	65,355	2.7%	5				
Springwood - Kingston	80,728	3.4%	6				
Sunnybank	53,605	2.2%	4				
3. South Total	557,807	23.3%	39				

ADELAIDE



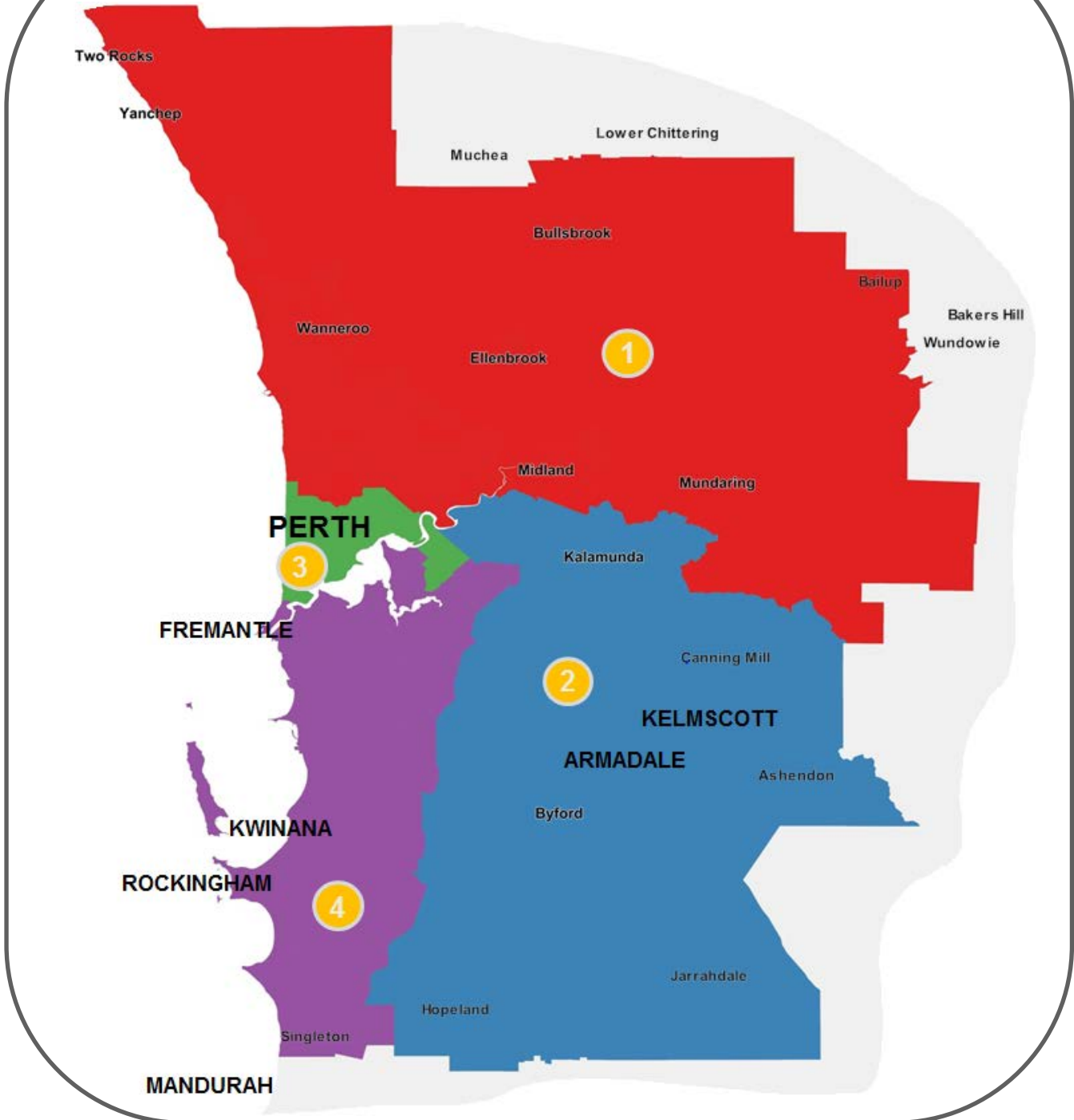
Adelaide Regions	
1	Central
2	North
3	East & South
4	West & South West

SURVEY AREA MAPS

Adelaide Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas	Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. Central				4. West & South West			
Adelaide City	24,937	1.9%	3	Charles Sturt	15,200	1.2%	2
Charles Sturt	100,325	7.7%	11	Holdfast Bay	35,862	2.8%	4
Norwood - Payneham - St Peters	37,229	2.9%	4	Marion	94,817	7.3%	11
Port Adelaide - West	40,967	3.2%	5	Onkaparinga	130,164	10.1%	15
Prospect - Walkerville	29,465	2.3%	3	Port Adelaide - West (partial)	3	0.0%	0
Unley	39,513	3.1%	5	West Torrens	64,209	5.0%	6
1. Central Total	272,436	21.0%	31	4. West & South West Total	340,255	26.3%	38
2. North				Adelaide Total			
Gawler - Two Wells	24,582	1.9%	3		1,295,041	100.0%	146
Playford	94,712	7.3%	10				
Port Adelaide - East	69,266	5.3%	8				
Port Adelaide - West	19,114	1.5%	2				
Salisbury	139,808	10.8%	16				
Tea Tree Gully (partial)	840	0.1%	0				
2. North Total	348,322	26.9%	39				
3. East & South							
Adelaide Hills	23,730	1.8%	3				
Burnside	46,305	3.6%	5				
Campbelltown (SA)	52,658	4.1%	6				
Mitcham	66,742	5.2%	8				
Onkaparinga	43,968	3.4%	5				
Port Adelaide - East (partial)	2,948	0.2%	0				
Salisbury (partial)	2,141	0.2%	0				
Tea Tree Gully	95,536	7.4%	11				
3. East & South Total	334,028	25.8%	38				

PERTH



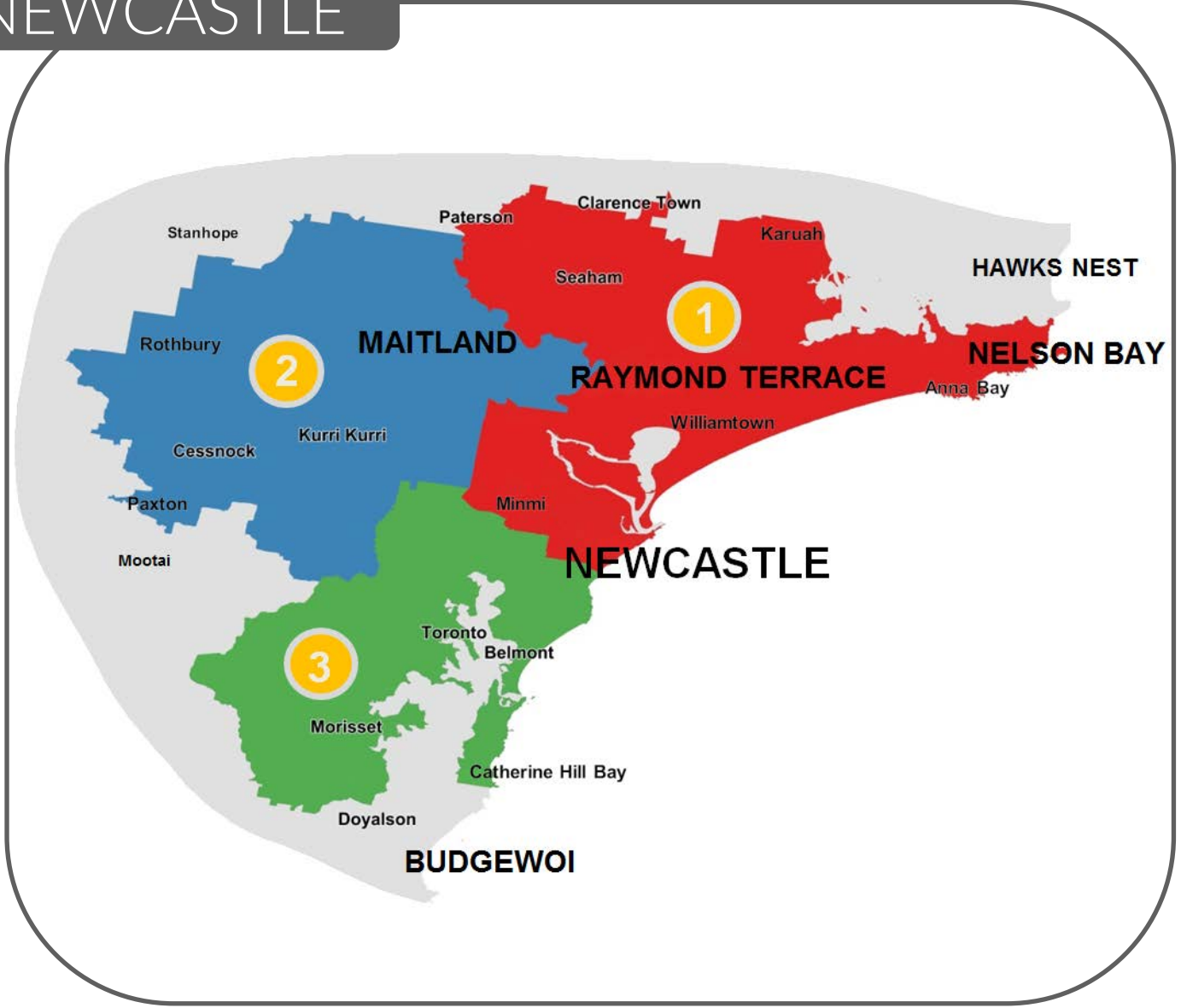
Perth Regions	
1	North & North East
2	South & South East
3	West
4	South West

SURVEY AREA MAPS

Perth Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. North & North East			
Bayswater - Bassendean	83,858	4.3%	7
Joondalup	161,305	8.2%	13
Mundaring	43,331	2.2%	3
Perth City	20,023	1.0%	1
Stirling	203,818	10.4%	16
Swan	140,003	7.1%	11
Wanneroo	198,399	10.1%	16
1. North & North East Total	850,737	43.4%	67
2. South & South East			
Armadale	84,882	4.3%	7
Belmont - Victoria Park	41,805	2.1%	3
Gosnells	123,945	6.3%	10
Kalamunda	59,358	3.0%	5
Serpentine - Jarrahdale	31,235	1.6%	2
2. South & South East Total	341,225	17.4%	27
3. West			
Belmont - Victoria Park	32,745	1.7%	3
Canning (partial)	4,138	0.2%	0
Cottesloe - Claremont	72,724	3.7%	6
Perth City	89,313	4.6%	7
South Perth (partial)	473	0.0%	0
3. West Total	199,393	10.2%	16
4. South West			
Canning	93,111	4.7%	7
Cockburn	110,098	5.6%	9
Fremantle	39,352	2.0%	3
Kwinana	43,670	2.2%	3
Melville	105,847	5.4%	8
Rockingham	134,118	6.8%	11
South Perth	43,464	2.2%	3
4. South West Total	569,660	29.0%	44
Perth Total	1,961,015	100.0%	154

NEWCASTLE



Newcastle Regions	
1	Central & North
2	West
3	South

SURVEY AREA MAPS

Newcastle Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. Central & North			
Lake Macquarie - East	499	0.1%	0
Newcastle	168,843	28.7%	23
Port Stephens	69,580	11.8%	10
1. Central & North Total	238,922	40.7%	33
2. West			
Lower Hunter	58,113	9.9%	8
Maitland	80,477	13.7%	11
Newcastle	3,026	0.5%	0
2. West Total	141,616	24.1%	19
3. South			
Lake Macquarie - East	124,545	21.2%	17
Lake Macquarie - West	79,741	13.6%	11
Newcastle	2,803	0.5%	0
3. South Total	207,089	35.2%	28
Newcastle Total	587,627	100.0%	80

CANBERRA

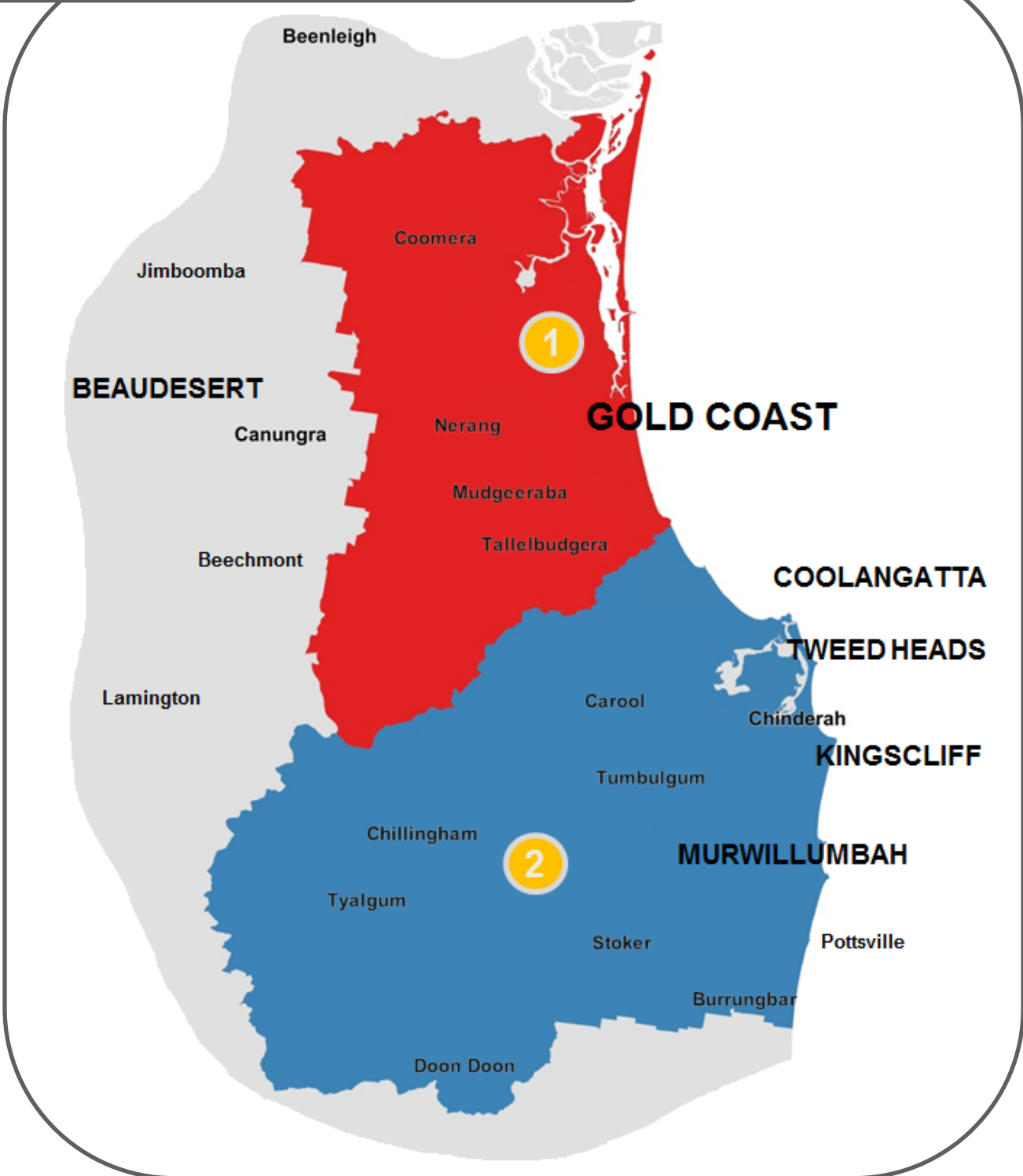


SURVEY AREA MAPS

Canberra Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
Canberra			
Belconnen	100,932	22.4%	15
Cotter - Namadgi	2,952	0.7%	0
Fyshwick - Pialligo - Hume	1,606	0.4%	0
Gungahlin	73,997	16.4%	11
North Canberra	57,637	12.8%	8
Queanbeyan	38,323	8.5%	6
South Canberra	29,819	6.6%	4
Tuggeranong	85,723	19.0%	12
Weston Creek	23,415	5.2%	3
Woden	36,782	8.2%	5
Canberra Total	451,186	100%	64

GOLD COAST/TWEED



Gold Coast/Tweed Regions	
1	North
2	South

SURVEY AREA MAPS

Gold Coast/Tweed Heads Statistical Areas

Statistical Areas	Population 0+	Percent 0+	Interviewing Areas
1. North			
Broadbeach - Burleigh	66,247	9.7%	8
Gold Coast - North	70,856	10.4%	8
Gold Coast Hinterland	4,748	0.7%	1
Mudgeeraba - Tallebudgera	29,180	4.3%	3
Nerang	71,721	10.5%	8
Ormeau - Oxenford	115,563	16.9%	14
Robina	54,150	7.9%	6
Southport	63,412	9.3%	8
Surfers Paradise	45,225	6.6%	5
1. North Total	521,102	76.3%	61
2. South			
Coolangatta	57,311	8.4%	7
Mudgeeraba - Tallebudgera	6,671	1.0%	1
Tweed Valley	97,503	14.3%	11
2. South Total	161,485	23.7%	19
Gold Coast Total	682,587	100%	80

METROPOLITAN POPULATION POTENTIALS



		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		2,400	2,400	2,000	1,750	1,850
People	10+	4,719,000	4,698,000	2,117,000	1,158,000	1,764,000
	10-17	490,000	475,000	240,000	118,000	189,000
	18-24	538,000	558,000	255,000	129,000	191,000
	25-39	1,319,000	1,268,000	558,000	271,000	481,000
	40-54	1,024,000	1,046,000	473,000	252,000	399,000
	55-64	581,000	591,000	258,000	164,000	224,000
	65+	767,000	760,000	333,000	224,000	280,000
	13+	4,496,000	4,491,000	2,021,000	1,117,000	1,682,000
	18+	4,229,000	4,223,000	1,877,000	1,040,000	1,575,000
	16-24	650,000	677,000	313,000	162,000	233,000
	25-34	914,000	891,000	387,000	186,000	333,000
	35-44	765,000	741,000	331,000	167,000	283,000
	45-59	977,000	991,000	454,000	254,000	384,000
	60+	1,035,000	1,042,000	450,000	304,000	384,000
Men	10+	2,333,000	2,313,000	1,040,000	567,000	875,000
	10-17	253,000	244,000	123,000	60,000	97,000
	18-24	276,000	286,000	128,000	66,000	98,000
	25-39	659,000	633,000	277,000	135,000	241,000
	40-54	505,000	515,000	232,000	125,000	198,000
	55+	640,000	635,000	280,000	181,000	241,000
	13+	2,218,000	2,207,000	989,000	546,000	833,000
	18+	2,080,000	2,069,000	917,000	507,000	778,000
	16-24	334,000	347,000	158,000	83,000	120,000
	25-34	454,000	446,000	191,000	93,000	166,000
	35-44	385,000	370,000	165,000	83,000	143,000
	45-59	478,000	481,000	222,000	125,000	190,000
60+	487,000	486,000	211,000	140,000	181,000	
Women	10+	2,386,000	2,385,000	1,077,000	591,000	889,000
	10-17	237,000	231,000	117,000	58,000	92,000
	18-24	262,000	272,000	127,000	63,000	93,000
	25-39	660,000	635,000	281,000	136,000	240,000
	40-54	519,000	531,000	241,000	127,000	201,000
	55+	708,000	716,000	311,000	207,000	263,000
	13+	2,278,000	2,284,000	1,032,000	571,000	849,000
	18+	2,149,000	2,154,000	960,000	533,000	797,000
	16-24	316,000	330,000	155,000	79,000	113,000
	25-34	460,000	445,000	196,000	93,000	167,000
	35-44	380,000	371,000	166,000	84,000	140,000
	45-59	499,000	510,000	232,000	129,000	194,000
60+	548,000	556,000	239,000	164,000	203,000	

METROPOLITAN POPULATION POTENTIALS



		Sydney	Melbourne	Brisbane	Adelaide	Perth
Min. Sample Size		2,400	2,400	2,000	1,750	1,850
Regions	Region 1	1,142,000	1,187,000	374,000	248,000	753,000
	Region 2	830,000	1,363,000	389,000	305,000	305,000
	Region 3	652,000	1,086,000	483,000	297,000	195,000
	Region 4	851,000	1,062,000	264,000	308,000	511,000
	Region 5	1,244,000		607,000		

Please note:

- The total 10+ population estimates are GfK's estimate, based on the latest census data available from the Australian Bureau of Statistics.
- The minimum sample size represents the minimum number of diaries that will be used to generate the radio ratings results for each survey release.
- The population potential figures are GfK's estimates of the number of people, by age cell, for each survey area.
- Each 10+ population and potential figure is estimated as at 20 December 2019.

Note about grocery buyer potentials

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

REGIONAL POPULATION POTENTIALS



		Newcastle	Canberra	Gold Coast
Min. Sample Size		1,500	1,100	1,500
People	10+	518,000	403,000	611,000
	10-17	56,000	40,000	65,000
	18-24	55,000	50,000	64,000
	25-39	115,000	112,000	138,000
	40-54	110,000	90,000	136,000
	55-64	74,000	51,000	82,000
	65+	108,000	60,000	126,000
	13+	494,000	387,000	589,000
	18+	462,000	363,000	546,000
	16-24	68,000	59,000	81,000
	25-34	79,000	78,000	95,000
	35-44	71,000	66,000	89,000
	45-59	113,000	84,000	133,000
	60+	144,000	85,000	165,000
Men	10+	254,000	199,000	294,000
	10-17	29,000	20,000	33,000
	18-24	28,000	25,000	32,000
	25-39	57,000	56,000	67,000
	40-54	54,000	45,000	65,000
	55+	86,000	53,000	97,000
	13+	241,000	191,000	282,000
	18+	225,000	179,000	261,000
	16-24	35,000	30,000	40,000
	25-34	39,000	39,000	46,000
	35-44	35,000	33,000	43,000
	45-59	56,000	41,000	63,000
60+	67,000	41,000	77,000	
Women	10+	264,000	204,000	317,000
	10-17	27,000	20,000	32,000
	18-24	27,000	25,000	32,000
	25-39	58,000	56,000	71,000
	40-54	56,000	45,000	71,000
	55+	96,000	58,000	111,000
	13+	253,000	196,000	307,000
	18+	237,000	184,000	285,000
	16-24	33,000	29,000	41,000
	25-34	40,000	39,000	49,000
	35-44	36,000	33,000	46,000
	45-59	57,000	43,000	70,000
60+	77,000	44,000	88,000	

REGIONAL POPULATION POTENTIALS



		Newcastle	Canberra	Gold Coast
Min. Sample Size		1,500	1,100	1,500
Regions	Region 1	213,000	403,000	465,000
	Region 2	124,000		146,000
	Region 3	181,000		

Please note:

- The total 10+ population estimates are GfK's estimate, based on the latest census data available from the Australian Bureau of Statistics.
- The minimum sample size represents the minimum number of diaries that will be used to generate the radio ratings results for each survey release.
- The population potential figures are GfK's estimates of the number of people, by age cell, for each survey area.
- Each 10+ population and potential figure is estimated as at 20 December 2019.

Note about Grocery Buyer Potentials

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



2020 Radio Ratings Training Schedule

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

For Sydney & Melbourne additional training sessions may be added depending on demand. If you have more than 5 people interested in a training session, GfK may be able to conduct the training session on-site.

SYDNEY: GfK Offices, Level 8, 107 Mount St, North Sydney

Contact: Ann-Maree Nolan (02) 9900 2851/0413 585 332 ann-maree.nolan@gfk.com

	Date	Time
Feb	Tuesday, 4 th	10:30am-12:30pm
Apr	Tuesday, 7 th	10:30am-12:30pm
Jun	Tuesday, 9 th	10:30am-12:30pm
Aug	Tuesday, 11 th	10:30am-12:30pm
Oct	Tuesday, 6 th	10:30am-12:30pm
Dec	Tuesday, 1 st	10:30am-12:30pm

MELBOURNE: GfK Offices, Level 6, 50 Queen St, Melbourne

Contact: Sian Gillen (03) 8415 9505 / 0417 257 021 sian.gillen@gfk.com

	Date	Time
Feb	Thursday, 6 th	10:00am-12:00pm
Apr	Thursday, 2 nd	10:00am-12:00pm
Jun	Thursday, 11 th	10:00am-12:00pm
Aug	Thursday, 6 th	10:00am-12:00pm
Oct	Thursday, 8 th	10:00am-12:00pm
Dec	Thursday, 3 rd	10:00am-12:00pm

BRISBANE, ADELAIDE & PERTH: Training to be conducted at Client site.

Contact: Ann-Maree Nolan (02) 9900 2851/0413 585 332 ann-maree.nolan@gfk.com

Sian Gillen (03) 8415 9505 / 0417 257 021 sian.gillen@gfk.com

Training will be offered each quarter for Brisbane, Adelaide and Perth subscribers. An email seeking expressions of interest will be sent to determine level of demand. If you have urgent training requirements please contact GfK directly.

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

Contact: Ann-Maree Nolan (02) 9900 2851/0413 585 332 ann-maree.nolan@gfk.com

GfK TRAINING CONDITIONS

You must advise GfK if you plan to attend a training session. GfK reserves the right to turn away those who have not booked into a session if there is high demand.

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

GfK must be advised of any cancellations at least 48 hours before the course is due to commence – another staff member can attend in place of a cancellation, and will not incur a fee. Please advise us if you are sending an attendee in place of a cancellation.

Any cancellations with less than 48 hours' notice will incur a \$100 cancellation fee

OCCUPATION CLASSIFICATIONS



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

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

2020 LIFESTYLE CATEGORIES



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

The 2020 categories are:

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

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

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

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

Exclusive audience (000's/%)

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

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

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

Average frequency (effective and exclusive)

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

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

Frequency can either be:

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

Reach / Cume

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

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

Gross impacts

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

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

Cost per thousand or CPM

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

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

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

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

ACCESSING AND SOURCING THE RADIO RATINGS



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

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

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

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

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

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

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

Guidelines for sourcing and reporting GfK radio ratings

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

Source: GfK Radio Ratings, Syd S8 2019, Share %, People 10+, Mon-Sun 5:30-12mn, unless otherwise stated.

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

HOW THE RATINGS ARE COLLECTED

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

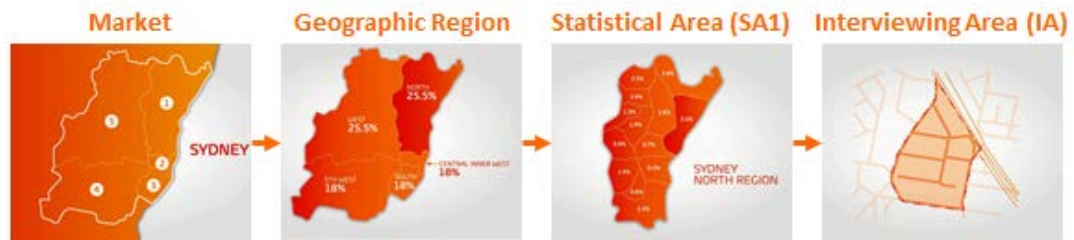
The sample design and size

Sample design:

Paper diary

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

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



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

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

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

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

HOW THE RATINGS ARE COLLECTED

Sample design: e-diary

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

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

Sample size: paper and e-diary combined

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

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

HOW THE RATINGS ARE COLLECTED

The paper diary, placement, and collection

Paper diary design: metropolitan and regional markets

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

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

HOW TO COMPLETE YOUR RADIO LISTENING DIARY

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

STEP 1: STATION
Place a cross (X) next to the time in the station column for EVERY 15 minutes (unless you have listened for 30 minutes or more). If you did not listen to the radio at any time, cross off the time slots by drawing a diagonal line under the station column and write "N/L" or "No Listening" on the line.

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

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

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

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

RADIO LISTENING DIARY 2019

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

CITY WEEK SPL FM DAB+ MOBILE PC/TABLET SMART SPEAKER OTHER GfK

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

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

HOW THE RATINGS ARE COLLECTED

Paper diary placement: metropolitan

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

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

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

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

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

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

HOW THE RATINGS ARE COLLECTED

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

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

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

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

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

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

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

Mid-week calls to respondents

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

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

HOW THE RATINGS ARE COLLECTED

Sunday collection: metropolitan and regional

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

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

Paper Diary Data Collation

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

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

The e-diary

E-diary design

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

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

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



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

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

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

Producing the Radio Ratings

Data harmonisation

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

Weighting the sample to create the ratings

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

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

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

Error-free data

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

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

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

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

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

Handy links:

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

