



Regional Radio Audience Measurement Surveys

Training Module #2

Research gives you the numbers
We give you the **inspiration**

In this Module:

- ❑ Understanding the CATI methodology.
 - How do we collect the data?
 - Determining who to call?
 - Sample size & weighting.
- ❑ The Questionnaire: What questions are asked during a survey interview.



Understanding the Methodology

Using CATI allows access to
hard to reach demographics
and gain insight on the views
of regional Australians.

How do we collect the data?

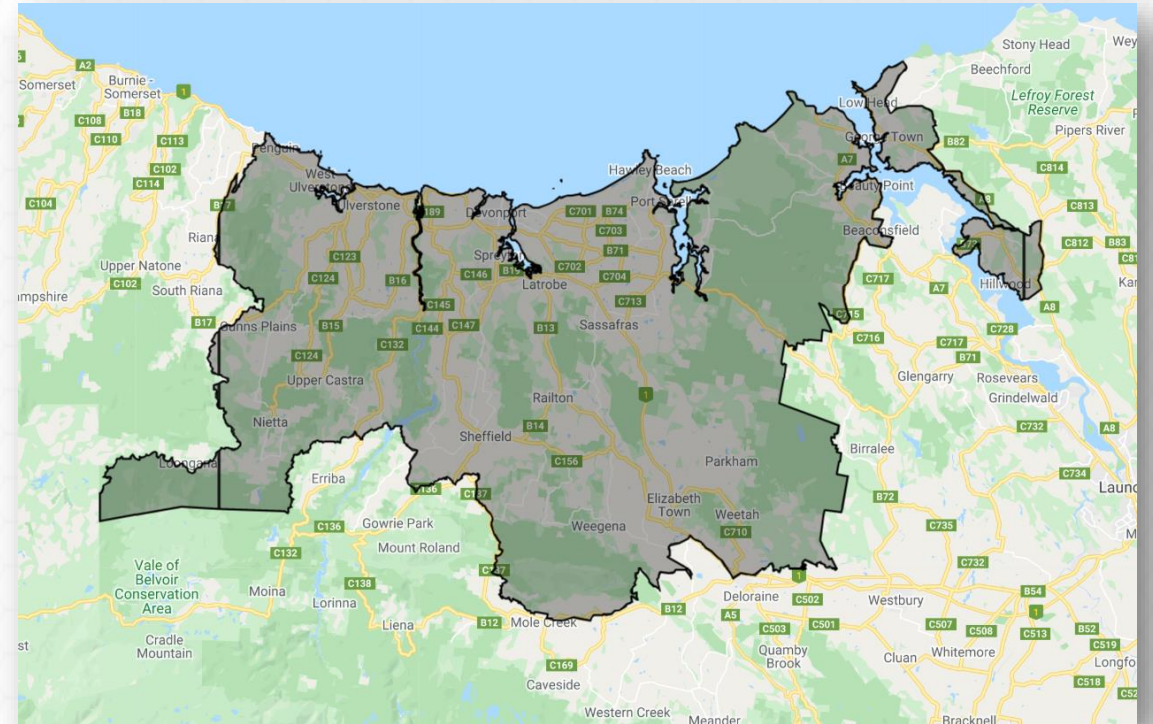


- ❑ RRAMS are administered through CATI (Computer Assisted Telephone Interviews) conducted by a Gold Coast based CATI Room
- ❑ Interviews are conducted at varying times during the day and week to ensure randomness and representativeness
- ❑ The CATI Room operating hours are*:
 - Monday to Thursday 9.00am – 7.30pm
 - Friday and Saturday 9.00am – 1.00pm
- ❑ To ensure all radio listeners are represented, up to 30% of interviews can be from mobile numbers

*CATI Room hours are adjusted when surveying markets in different time zones.

Determining Who to Call

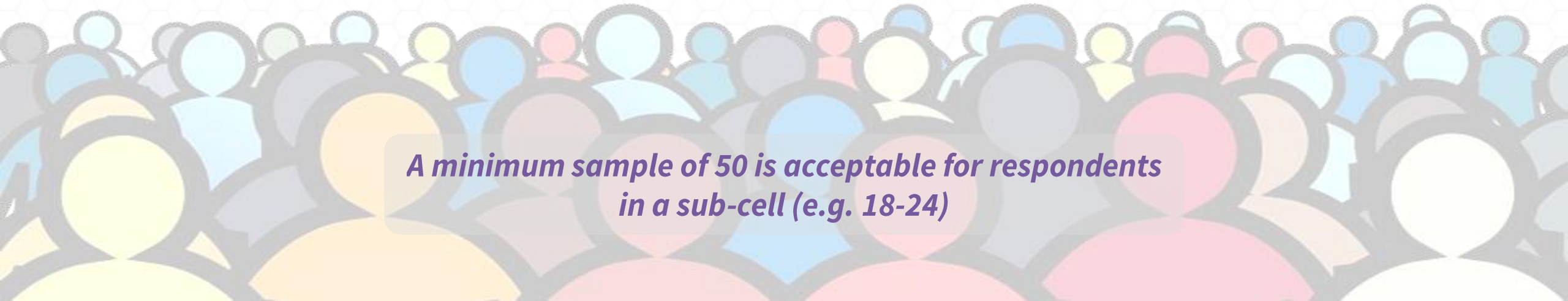
- ❑ The survey area is based on Commercial Radio Australia's license area profile.
- ❑ Phone numbers are searched according to suburbs/ towns and duplicate numbers are removed.
- ❑ The dial file is sorted alphabetically loaded into an automatic dialer from which telephone numbers are dialed out at random.
- ❑ Changes to any existing survey coverage area will be considered with unanimous agreement of participating broadcasters and CRA approval.



Devonport Survey Coverage Area , based on CRA Licence Area Profiles (map sourced from Google Maps ©2020)

Sample Size is determined by a number of factors:

- The **size of the population** to be surveyed
- The **number of radio stations** in the market
- The **geography** of the licence area
- The level of **demographic and daypart** information required



A minimum sample of 50 is acceptable for respondents in a sub-cell (e.g. 18-24)

How many people does a survey represent?



Metro & Major Regional Diaries

Vs.



Regional CATI Surveys

Market	Potential Population 10+*	Sample Size	# People each Diary represents
Sydney	4,719,000	2400	1966
Melbourne	4,698,000	2400	1958
Brisbane	2,117,000	2000	1059
Adelaide	1,158,000	1750	662
Perth	1,764,000	1850	954
Newcastle	518,000	1500	345
Canberra	403,000	1100	366
Gold Coast	611,000	1500	407

*2020 GfK Potentials

Market	Potential Population 10+*	Sample Size	# People each Survey represents
Geelong	522,251	1200	435
Gosford	299,700	1200	249
Mackay	131,925	1000	131
Warragul	253,060	800	316
Mandurah	118,808	800	149
Warrnambool	62,985	600	104
Port Hedland	32,914	300	110
Esperance	18,456	200	92

*Potentials for last survey in market

Why do we weight the sample?



- ❑ Dividing each population figure by its corresponding sample size, we can calculate the raising factors for each age and sex group.
- ❑ Each person is given a separate “weight” in order to ensure his or her true importance in all projected results is shown in the report.
- ❑ 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 100 persons.

We are often **able to achieve** our target demographics within the contracted sample size, giving us **very little**, if any, reason to weight the survey data.

The Questionnaire:

- ☐ Surveys are introduced as '***My name is from Xtra Research***' avoiding any association with a specific radio station and therefore any bias when answering questions.
- ☐ Station names are **un-prompted** during the interview collection.
- ☐ **Commercial & ABC stations** are listed on the screen for the interviewer to select from.
- ☐ Listening to stations that are not listed, is selected as 'Other' and the name recorded in a comments box.
- ☐ 'Listening' is deemed as ***at least 8 minutes or more in a quarter hour***
- ☐ Listening between 5.30am-12 midnight is recorded. Listening outside these hours ONLY is not recorded and the interview terminated.
- ☐ Session times are prompted as:
 - Breakfast 5.30am - 9am
 - Morning 9am - 12 noon
 - Afternoon 12pm - 4pm
 - Drive 4pm - 7pm
 - Evening 7pm - 12 midnight

Test Your Knowledge

Click on the link below to test your understanding of RRAMS Training Module #2:

<https://forms.gle/wuc4zb2rdVDu88kK9>

When you're ready, continue onto Training Module #3 at the link below:

<https://xtrainsights.com/regional-radio-audience-measurement/education-and-training/>

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Questions?

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