



Regional Radio Audience Measurement Surveys

Training Module #3

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

In this Module:

- ❑ What to expect on Survey Day.
- ❑ What reports will the survey participants receive.
- ❑ Guidelines for reporting:
 - What you CAN say in a press release
 - What you CANNOT say in a press release

Survey Day

What to expect on Survey Day:

9:00am
(AEST/AEDT)

- Results are released to participating stations via email.

11:00am
(AEST/AEDT)

- CRA and participating stations will release the public results.
- The public results are limited to **Station Listened to Most (%)**, **Session Listened to Most (%)** and **Cumulative listening**.

Next Day

- The Private & Confidential report containing results for Other AM/FM stations is released to participating stations.
- These results are **NOT** to be released publicly.

Public Survey Result PDF

On Survey Day, all participating stations will receive a report similar to this.

It is a topline report covering the results that can be released publicly.

Should you wish to supply media outlets with a summary of the results, this PDF will serve that purpose and can be sent out with any media release you wish to distribute.

TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2017

EMBARGOED UNTIL TUESDAY 28TH NOVEMBER 2017 AT 10AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 2231]

	Breakfast Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00am			Weekend Sat-Sun 5.30am-12.00am		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
POWER100	297	249	48	217	169	48	260	211	49	229	234	-5	41	31	10	258	231	27
STAR 106.3	42																	
HIT103.1 TOWNSVILLE	62																	
4TO FM	64																	
ABC NORTH QLD	21																	
ABC RN	8																	
ABC NEWS	1																	
TRIPLE J	17																	
ABC CLASSIC FM	3																	

TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2017

EMBARGOED UNTIL TUESDAY 28TH NOVEMBER 2017 AT 10AM AEDT

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
POWER100	364	323	41	26	40	-14	32	20	12	102	86	16	132	125	7	67	44	23	6	9	-3
STAR 106.3	493																				
HIT103.1 TOWNSVILLE	72																				
4TO FM	77																				
ABC NORTH QLD	28																				
ABC RN	10																				
ABC NEWS	17																				
TRIPLE J	21																				
ABC CLASSIC FM	3																				

TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2017

EMBARGOED UNTIL TUESDAY 28TH NOVEMBER 2017 AT 10AM AEDT

Session Listened to Most (%)

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
POWER100	10.3	8.0	2.3	13.8	10.2	3.6	12.9	9.1	3.8	10.4	10.1	0.3	9.6	4.7	4.9	11.4	7.8	3.6			
STAR 106.3	13.3																				
HIT103.1 TOWNSVILLE	22.2																				
4TO FM	23.3																				
ABC NORTH QLD	8.1																				
ABC RN	2.1																				
ABC NEWS	0.4																				
TRIPLE J	6.2																				
ABC CLASSIC FM	1.1																				

TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2017

EMBARGOED UNTIL TUESDAY 28TH NOVEMBER 2017 AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
POWER100	10.5	8.6	1.9	4.2	7.7	-3.5	7.3	3.1	4.2	12.0	7.7	4.3	16.7	17.1	-0.4	16.6	8.1	8.5	0.0	1.7	-1.7
STAR 106.3	12.5	8.7	3.8	23.6	16.0	7.6	15.5	17.1	-1.6	15.5	11.9	3.6	15.2	6.4	8.8	3.1	1.9	1.2	0.6	0.6	0.0
HIT103.1 TOWNSVILLE	21.8	21.1	0.7	36.8	41.0	-4.2	41.5	38.0	3.5	33.9	30.1	3.8	16.7	16.4	0.3	2.5	1.8	0.7	0.6	1.2	-0.6
4TO FM	22.9	21.7	1.2	18.7	12.5	6.2	12.2	10.9	1.3	15.6	18.6	-3.0	31.9	28.9	3.0	33.8	32.3	1.5	22.9	21.7	1.2
ABC NORTH QLD	8.4	8.9	-0.5	2.1	0.0	2.1	0.8	0.8	0.0	1.0	1.9	-0.9	5.4	6.1	-0.7	12.8	18.0	-5.2	32.4	30.9	1.5
ABC RN	2.7	3.2	-0.5	0.0	1.4	-1.4	0.0	0.8	-0.8	2.2	1.3	0.9	0.4	3.6	-3.2	6.7	5.6	1.1	7.8	6.9	0.9
ABC NEWS	0.5	0.8	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	-0.7	0.4	1.1	-0.7	0.6	1.3	-0.7	1.7	1.1	0.6
TRIPLE J	6.0	8.3	-2.3	6.2	9.0	-2.8	13.0	17.8	-4.8	11.8	14.8	-3.0	2.5	5.4	-2.9	1.8	1.3	0.5	0.0	0.0	0.0
ABC CLASSIC FM	1.1	1.5	-0.4	0.7	0.7	0.0	0.0	0.0	0.0	0.3	0.6	-0.3	0.4	0.7	-0.3	1.2	2.5	-1.3	4.4	5.1	-0.7

Please note: Last Townsville Survey conducted November 2016. HIT103.1 Townsville on air from 15 December 2016. Previously known as HOT FM. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

Session Listened to Most (%)
The percentage of the total radio listening audience who say they listened most to one particular station during a given time period. It is based on a listener's recall of their previous week's listening.
For example, 25.1% of the total radio audience said they listened most to Station A, Monday to Sunday.

Survey Period: 30th October 2017 – 18th November 2017

Results are reported by:

- ❑ **Station Listened To Most** - % of people who listened MOST to each station in the daypart
- ❑ **Cume Reach %** - % of the available audience that listened to each station in the daypart
- ❑ **Cume Reach 00's** - the reach number, in hundreds, of people who listened to each station in the daypart
 - *All Cume Reach statistics are based on a weekly (7 day) period
- ❑ **Exclusive Audience % and 00's** - listeners who ONLY listened to a single station in the daypart
- ❑ **Unduplicated Cume** - all listeners who have cumed the radio stations belonging to a particular network without duplication

❑ Available dayparts:

- **Overall:** Mon-Sun all times
- **Breakfast:** Mon-Fri 5.30am-9am
- **Morning:** Mon-Fri 9am-12nn
- **Afternoon:** Mon-Fri 12nn-4pm
- **Drive:** Mon-Fri 4pm-7pm
- **Evening:** Mon-Fri 7pm-12mn
- **Weekends:** Sat-Sun all times
- **Workplace:** When listener is at work (not necessarily 9am-5pm)
- **BMAD & MA Mon-Fri:** Cume statistics

Exclusive Audience

POTENTIAL AUDIENCE = 50,000

STATION A's CUMULATIVE AUDIENCE = 20,000

- **10,000** of those people may also listen to other stations
- However, the remaining 10,000 only listen to Station A

STATION A's EXCLUSIVE AUDIENCE = 10,000

Unduplicated Cume

Applies to Networks with multiple stations in a market

NETWORK = 2 Stations in Market

STATION A's CUMULATIVE AUDIENCE = 1,000

STATION B's CUMULATIVE AUDIENCE = 1,000

500 of those people have listened to BOTH stations and cannot be counted twice.

NETWORK's UNDUPLICATED CUME = 1,500

Demographic Data Collected:



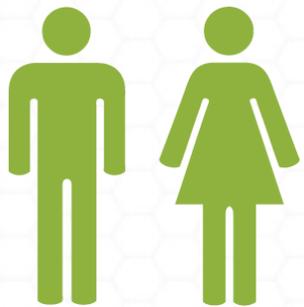
Age



Grocery Buyer



Occupation



Gender



Presence of Children

What else will I get on Survey Day?

FIELDWORK SUMMARY:

- ✓ Map of Survey Coverage Area
- ✓ Sample Summary
- ✓ Weighting Method
- ✓ CATI Room Call & Validation Records

DETAILED SURVEY REPORT:

- ✓ Station Listened to Most %
- ✓ Session Listened to Most % (including Weekend & Workplace)
- ✓ Overall Cume Reach % & 00's
- ✓ Session Cume Reach % & 00's
- ✓ Unduplicated Cume (Networks with 2 or more stations in market)
- ✓ Exclusive Audience
- ✓ Open Ended General Comments

Guidelines for Reporting

Start Spreading the News...

Once you have the survey results, find the best story for your station and get that press release out!

SEA FM REMAINS #1 STATION LISTENED TO MOST ON THE CENTRAL COAST

SEA FM #1 STATION LISTENED TO MOST: 17.9%*

SEA FM #1 STATION LISTENED TO MOST IN BREAKFAST: 18.8%*

107.7 2GO #1 FOR PEOPLE 40+: 13.9%**

SEA FM #1 STATION LISTENED TO MOST IN DRIVE: 20.0%*

SEA FM #1 STATION FOR UNDER 40s: 32.8%**

SEA FM AUDIENCE IN BREAKFAST GREW BY 3,300 FOR PEOPLE 10+**

107.7 2GO #1 STATION LISTENED TO MOST IN ALL DAY SESSIONS FOR PEOPLE 40+

118,000 PEOPLE TUNE IN TO SEA RADIO ON THE CENTRAL COAST EACH WEEK (39.2% OF THE RADIO AUDIENCE)*

"Another consistent result with Sea FM number one again and 2GO owning the over 40 demographic. I am so proud of our fantastic team with their hard work and dedication to the region, providing the very best in entertainment and community offerings."

- PAUL WRIGLEY SEA Central Coast General Manager

SOUTHERN CROSS AUSTRERO
Absolutely engaging

*SOURCE: XTRA RESEARCH SURVEY 1 2016. SEA FM STATION LISTENED TO MOST: MON-SUN 5.30AM - 11.00PM. ALL PEOPLE 10+.

**PERSON LISTENED TO MOST (DRIVE, MON-SUN 5.30AM - 11.00PM).

MEDIA RELEASE

6mm 6mm.com.au 1116 am

97.3 COASTLIVE.COM.AU

Survey confirms local radio a hit in Mandurah

More people are tuning into local Mandurah radio each week according to the latest radio survey. This is the first survey ever conducted in the Mandurah market, displaying some impressive numbers across the board.

Radio Station listened to most 34% 10+ years 973 Coast FM
Radio Station listened to most 50% 10 - 17 years 973 Coast FM
Radio Station listened to most 53% 18 - 24 years 973 Coast FM
Radio Station listened to most 45.7% 25-39 years 973 Coast FM
Radio Station listened to most 43.6% 40 - 54 years 973 Coast FM
Radio Station listened to most 27% 55 - 64 years 973 Coast FM
Radio Station listened to most at work 51.5% 973 Coast FM
46,400 people tune into local radio each week 1116 6MM and 973 Coast FM

West Coast Radio is delighted with the recent survey results.

Content Director of West Coast Radio, John De Bellis, is proud of the results and how both stations play important roles in Mandurah residents' daily lives. The stations are proud of creating unique and fresh formats, which are topical, relevant and most importantly local.

"You can hear on air that the team love what they do and love living in one of the world's greatest regions," Mr. De Bellis said.

THE ILLAWARRA'S NUMBER ONE RADIO STATION!

The release of this morning's Xtra Research results has confirmed that i98FM remains the Illawarra's number one radio station, growing in cumulative reach, audience, and winning all shifts in the commercial market!

27.4% of the Illawarra have chosen i98 as the Station Listened to Most, making them the clear number one ahead of the nearest commercial rival Wave FM with 15.6%.

All of i98FM's shows enjoy a number one ranking commercially, including Breakfast with Marty, Christie and Crammy who have 27.7% of listeners choosing them as their preferred Breakfast Show ahead of ABC Illawarra with 15.8% followed by Wave FM with 14.4%.

Additionally, i98 has more listeners in the Illawarra than any other radio station with a cumulative audience of close to 106,000 people compared to Wave FM's 74,300.

WIN Network CEO Andrew Lancaster said "Today's results reflect the hard work and dedication of everyone at i98FM in ensuring that we remain a relevant and engaging media outlet, which further cements our connection to the greater Illawarra community. We are proud of our long standing position as number one radio station in the market and will continue to connect, engage, entertain and inform our listeners. We thank the people of the Illawarra once again for tuning in and making i98FM an part of their lives every day."

ALL PEOPLE 10+ i98FM - 27.4 WAVE FM - 15.6 ABC 97.3 - 14.6	ALL PEOPLE 10-24 i98FM - 38.7 WAVE FM - 15.4 ABC 97.3 - 5.5	ALL PEOPLE 25-39 i98FM - 40.4 TRIPLE J - 16.7 WAVE FM - 14.1	ALL PEOPLE 40 - 54 i98FM - 30.8 WAVE FM - 17.5 ABC 97.3 - 11.9
BREAKFAST i98FM - 27.7 ABC 97.3 - 15.8 WAVE FM - 14.4	MORNINGS i98FM - 27.7 WAVE FM - 15.6 ABC 97.3 - 15	AFTERNOONS i98FM - 30.1 WAVE FM - 17.5 ABC 97.3 - 12	DRIVE i98FM - 25.1 WAVE FM - 17 ABC 97.3 - 11.1
EVENING i98FM - 19.2 WAVE FM - 4.8	WEEKENDS i98FM - 23.3 ABC 97.3 - 16.5 WAVE FM - 14.4	CUMULATIVE AUDIENCE i98FM - 105,900 WAVE FM - 74,300 ABC 97.3 - 54,000	WORKPLACE - LISTENED TO MOST MON-FRI i98FM - 40.6 WAVE FM - 17.7 TRIPLE J - 11.2

www.i98fm.com.au

SURVEY 1 2017 PROVIDED BY XTRA RESEARCH. SURVEY 1 2016 PROVIDED BY XTRA RESEARCH. SURVEY PERIOD: 5TH OCTOBER 2017 - 28TH OCTOBER 2017. STATION LISTENED TO MOST 5.30AM - 12 MIDNIGHT, MON - SUN

Media Release **STAR 106.3** **POWER 100**

28/11/17 AVAILABLE FOR IMMEDIATE RELEASE

Star 106.3 and Power 100 Record Fantastic Growth in Townsville Survey

STAR 106.3 **POWER 100**

BREAKFAST 10+: UP 8700* **BREAKFAST 10+: UP 4800***

MORNING 10+: UP 6300* **MORNING 10+: UP 4800***

AFTERNOON 10+: UP 7600* **AFTERNOON 10+: UP 4900***

DRIVE 10+: UP 3100* **WEEKENDS 10+: UP 2700***

77,300 locals listen to Townsville's Star 106.3 & Power 100

Station General Manager Simon Rub is thrilled with today's results.

"To see both stations record such amazing growth over the past 12 months is extremely satisfying. This year we've rebuilt both Breakfast teams, and it's a change that's reaped rewards, with Star 106.3's Heidi and Brady and Power 100's Vinnie and Stevie-Lee leading the way with consistent growth across all shifts," he said.

"We're confident in the direction the stations are headed and today's results confirm we're on the right track for steady and continued growth."

*Source Townsville Survey #1, 2017 - XTRA Insights Cumulative Audience

What you CAN say:

STATION LISTENED TO MOST

- *At ##%, STATION A is the station listened to most during breakfast.*
- *STATION A is the station listened to most during drive at ##%*
- *STATION A is the station listened to most in MARKET*
- *At ##%, STATION A is the number one station in MARKET*
- *For ##% of 18-39 years, STATION A is the station they listen to most*

CUME REACH

- *At 00,000, STATION A has more listeners than any other station*
- *Each week, STATION A reaches 00,000 people in MARKET*
- *STATION A is number one for listeners in MARKET with 00,000 tuning in*
- *STATION A has more listeners in Drive than any other stations*

What you CANNOT say:

STATION LISTENED TO MOST

- *STATION A is the most listened to station in MARKET*
- **Most Listened** is used for TSL reporting
- *STATION A has more listeners than any other station* - **More listeners** is used for Cume reporting
- Do not use the term 'share'- **Share** is a different unit of measurement and is not used in this methodology

CUME REACH

- *STATION A is the most listened to station in MARKET*
- **Most Listened** is used for TSL reporting
- DO NOT add the cume for sessions together as this leads to audience duplication
- DO NOT add the cume for different stations together as people can listen to two or more stations, also leading to audience duplication
- Regional Cume Reach is reported in hundreds (00's), not thousands (000's)

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55+	65+
103.1 POWER FM	27.4	55.6	59.2	38.9	24.5	13.0	0.6
3BA 102.3FM	22.0			33.9	30.1	26.8	25.6
ABC BALLARAT	5.1			2.3	5.1	8.1	10.7
ABC RADIO NATIONAL	2.0			0.0	1.7	4.1	4.8
ABC NEWS RADIO	0.0	0.0	0.0	0.0	0.0	0.0	0.0
triple j	7.5	11.1	9.9	18.0	5.1	2.4	0.0
ABC CLASSIC FM	1.6	0.0	0.0	1.2	0.6	1.6	4.8

Station Listened to Most
For 40-54 year-olds, 3BA is the station they listen to most

Station Listened to Most
Power FM is the station listened to most in Ballarat with 27.4%

Session Listened to Most (%)

	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
	Mon-Fri 5.30am-9.00am	Mon-Fri 9.00am-12.00pm	Mon-Fri 12.00pm-4.00pm	Mon-Fri 4.00pm-7.00pm	Mon-Fri 7.00pm-12.00mn	Sat-Sun 5.30am-12.00mn
103.1 POWER FM	27.8	24.5	28.5	30.8	16.5	23.0
3BA 102.3FM	20.5			19.5	15.2	20.6
ABC BALLARAT	5.7			4.9	10.1	5.7
ABC RADIO NATIONAL	1.9			2.3	5.7	3.5
ABC NEWS RADIO	0.0	0.0	0.2	0.2	0.6	0.0
triple j	8.6	6.2	8.2	9.2	7.0	8.5
ABC CLASSIC FM	1.3	2.2			2.5	2.3

Session Listened to Most
Power FM is the station listened to most in Breakfast with 27.8%

Session Listened to Most
15.2% of Ballarat listeners said 3BA is the station they listen to most in the Evening

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight

	10+	10-17	18-24	25-39	40-54	55-64	65+
103.1 POWER FM	455	94	78	139	106	32	6
3BA 102.3FM	414			74	125	74	80
ABC BALLARAT	118			14	28	29	44
ABC RADIO NATIONAL	58			3	14	15	26
ABC NEWS RADIO	5	0	0	0	0	2	3
triple j	141	20	20	65	24	11	2
ABC CLASSIC FM	46	3	0	6	8	5	24

Cume Reach (00's)
 Power FM is the number 1 station for listeners in Ballarat with 45,500 tuning in each week

Cumulative Audience (00's) by Session, P10+ [Potential: 1227]

	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
103.1 POWER FM	358	227	286	333	51	246
3BA 102.3FM	304	227	247	248	54	254
ABC BALLARAT	89	69	66	57	32	75
ABC RADIO NATIONAL	38			29	20	47
ABC NEWS RADIO	0			2	3	3
triple j	114	57	78	107	18	88
ABC CLASSIC FM	26	23	26	28	12	31

Cume Reach (00's)
 Power FM has more listeners in Drive than any other station

Test Your Knowledge

Click on the link below to test your understanding of RRAMS Training Module #3:

<https://forms.gle/x3fRtmC558DQW4r2A>

All three training modules can be accessed via the link below:

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

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Questions?

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