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## Encouraging results of online trial for radio surveys

Chief Executive Officer of Commercial Radio Australia, Joan Warner, said today a trial of online data collection had yielded promising results. International research company, Ipsos, conducted the trial of online data collection in March 2012.

The trial was conducted as part of the industry's exploration of supplementary data collection methods for the radio surveys in advance of the tender being called for the radio audience survey measurement contract later this year.

"The recent Ipsos trial reported completion rates of 66% which is a promising sign given our last trial of online diaries in 2007 had completion rates of only around 30%. However, it is still well short of the diary completion rates of over 80%," Ms Warner said.

"The improved online response rates in the latest trial are positive and highlight how people's increasing use of technology has meant listeners now appear more willing to record their listening habits online. The trial has provided the industry with valuable data to assess whether online could be used as a supplementary way of collecting data," Ms Warner said.

Ms Warner said the industry will now further explore with Ipsos to increase the completion rates for the online diary. In addition, CRA is working with Nielsen and Gfk on additional trials of other supplementary data collection methods.

Announcements on these tests will be made over the next few months as they move towards implementation. In particular, one of special interest is a world's first development of an m.site/application which will allow people to complete radio surveys on tablet devices and mobile phones.

"Australian radio has one of the most robust listenership measurement systems in the world but that doesn't stop us investigating ways to improve it further. It should also be remembered that one of radio's major strengths, its mobility and reach into all situations, conversely provides one of the major challenges for radio audience measurement."

The current contract for the radio surveys, held by Nielsen, expires at the end of next year. Tenders will be called later this year for the next contract to start in January 2014, with the results of the range of tests planned over the next few months informing the makeup of the tender.

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