Frequently Asked Questions

What are the GfK Radio Ratings?

GfK Radio Ratings are the official radio currency in the five metro and three regional markets, providing subscribers with an understanding of who listens, as well as when and where they listen.

GfK Radio Ratings provide an estimate of radio listening drawn from a sample of more than 60,000 people aged 10+ each year across the five metropolitan markets – Sydney, Melbourne, Brisbane, Adelaide and Perth – plus Newcastle, Canberra and Gold Coast.

Copyright of the radio ratings data is owned by Commercial Radio & Audio.

How are the GfK Radio Ratings conducted?

Sampling and Recruitment

GfK Radio Ratings survey areas are based on the Commercial Radio & Audio license areas for each market. Radio diary participants are geographically selected in proportion to the distribution of the population, in line with Australian Bureau of Statistics (ABS) figures.

The GfK Radio Ratings surveys individuals aged 10 and over (based on ABS figures), recruited evenly across each survey period, with each respondent participating for one week. GfK uses a combination of face-to-face and online recruitment for participants in Metro markets, with Computer Assisted Telephone Interviews (CATI) also used in Regional markets. Face-to-face and CATI recruitment use household flooding, placing paper diaries by geographic area, with quotas in place to ensure a representative sample of age and gender. Online recruitment is undertaken using online research panels, with pre-screening of respondents to reflect the spread of population by age, gender and geographic area within each market.

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

For more information regarding sample size and population potentials for each market, see Population Potentials.

Data Collection

Each person selected is required to record their radio listening for one week from Sunday through to Saturday. Respondents show each station they were listening to for eight minutes or more for each quarter hour of the day. Along with the station and time they were listening, respondents also record their place of listening – at work, at home, in car, or elsewhere; 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.

A lifestyle questionnaire is also included in the diary, containing relevant lifestyle and purchasing habits/intentions. For more information see Occupation and Lifestyle Categories.

Reporting

The completed diaries (both paper and e-diaries) are processed to produce data relating to an average week of the survey period. The data is weighted to make results reflective of the Australian population (as determined by ABS figures).

Eight metropolitan surveys and three surveys in each of the regional markets are released each year.

Survey Periods

The Metropolitan markets are in survey for 41 weeks of the year, Newcastle is in survey for 36 weeks, Gold Coast for 30 weeks and Canberra for 24 weeks. For more information see 2026 Survey Schedule.

What is Radio360?

The Radio360 system saw the industry transition from paper surveys to the majority use of e-diaries and integrate live streaming data to provide more information on the size and profile of audiences listening across the digital platform.

A panel of 2,000 consumers will also be asked to wear an electronic watch meter that will detect when the wearer is in listening range of a radio broadcast and will provide encrypted anonymised information, initially this will be used to validate and ensure the streaming data is accurate and deduplicated.

The integration of streaming audiences occurred from survey 3 2023, live Australian radio station streaming data is integrated with broadcast audience data and is available as part of the regular ratings data. Subscribers to the radio ratings data are able to access this data via their Gold Standard certified software.

How can I find out more about the GfK Radio Ratings?

For more information please see our contact details on the Resources page.

GfK also runs regular training sessions for Radio ratings subscribers. For further information about training sessions see Radio Ratings Training.