BRC RAMS Amplify

CATI DAR TECHNICAL REPORT

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Methodology

CATI DAR methodology

A full write-up of the methodology is available in the BRC RAM Technical Report on the BRC website.

How is BRC RAMS Amplify CATI DAR conducted?

The CATI DAR survey approach proposed by Ipsos and accepted by the BRC forms part of a wider bespoke and future-ready radio audience measurement programme including a passive listening panel using MediaCell technology which is still in set-up phase. The RAMS Amplify CATI DAR survey is designed to meet the immediate needs of radio broadcasters and advertisers and to provide a robust sample in the longer term.

The CATI DAR survey consists of daily telephonic interviews, adding to 3 000 interviews every month:

- With individuals aged 15 years or older to collect their demographic information, general media behaviour and radio listenership in the past 7 days and the day preceding the interview ('yesterday').
- With those individuals who have listened to the radio on the day preceding interviewing ('yesterday') to collect their radio station listening data for 'yesterday' by daypart, quarter hour, device and location, for all South African Commercial, Public Broadcasting Service (PBS) and Community radio stations.

The aim is to build a 12-month rolling sample of 36 000 by the end of March 2022, but with the option to provide earlier releases with available data. After a process of scrutiny and independent auditing, it was decided to release a 5-month (April to August 2021) cumulated sample of 15 058. The next release will be based on a 7-month cumulated dataset (April to October 2021).

How are respondents selected?

The monthly sample is achieved through random digit dialling (RDD). This method provides a random sample of South Africans aged 15 years or older who own cell phones. A random set of cell phone numbers to be used during fieldwork is generated using all prefixes available in South Africa. There is no pre-selection of respondents.

Is the CATI DAR method used elsewhere in the world?

According to the Egta Insight report (Edition 2, published January 2018), CATI DAR radio audience surveys are conducted, either as stand-alone surveys or as part of a wider audience measurement solution, in:

- Austria
- Croatia
- Cyprus
- Czech Republic
- France
- Germany
- Greece
- Hungary
- Italy
- Luxembourg
- Poland
- Portugal
- Rumania
- Russia
- Serbia
- Spain
- Ukraine

This is not the total list as there is no central register of radio methodologies world-wide.

Stations included in the survey

How does the BRC decide which radio stations to include in the survey?

All stations broadcasting on an AM or FM frequency, as published by The Independent Communications Authority of South Africa (ICASA). Radio stations broadcasting exclusively through streaming will be measured through the MediaCell passive panel, and will become visible once this panel is up and running.

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How can check whether a radio station was included in the survey?

The figures for all stations included in the survey are published on the BRC Website.

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How can I request that my radio station be included in the survey?

Please send an e-mail to the BRC with the station details. Please include all relevant details:

- Station name used in broadcasting
- Station name registered with ICASA
- Station coverage area (provinces)
- Contact person

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Will all radio stations be able to view a profile of their listeners?

Detailed results are released for all stations with a listenership sample. However, we strongly advise against profiling stations with a p7d or 'yesterday' sample lower than 40. Third-Party software providers clearly mark stations with insufficient sample bases.

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Sampling

A full write-up of the sampling methodology is available in the BRC RAMS Amplify Technical Report on the BRC website.

What is the BRC RAMS Amplify CATI DAR sample?

36 000 individual interviews over a 12-month period, conducted with individuals aged 15 years or older. The sample comprises 3 000 interviews per month. After 12 months, a monthly rolling 12-month sample will be implemented by adding the latest month to the total 12-month base, and removing the earliest month.

Sampling approach

The sample is achieved through Random Digit Dialling (RDD) and compared to the target sample on an on-going basis.

Random Digit Dialling, by nature, provides samples that fall out proportionately to the general South African population. As a way to monitor and ameliorate the possible under-representation of non-urban areas, a control measure has been introduced by monitoring ranges of deviation from a proportional ideal as follows:

- If proportion is 50% or more: 7.5% deviation
- 25% - 50%: 15% deviation
- 10% - 25%: 10% deviation
- 10% or less: 20% deviation

The BRC RAMS Amplify CATI DAR target sampling frame is constructed through a stratified multistage design process in consultation with GTI, using their up-to-date population estimates on key strata, namely Geotype, province, race, age and NLI.

These key sample variables are determined for each respondent during the CATI DAR interview. Achieved sample reports are provided daily to monitor the sample performance against the target.

My radio station broadcasts in a limited footprint. How do I know what the sample in this footprint was?

Data is released detailing province, are type (Metro, Urban and Rural), district municipality and metropolitan area type.

What is the sample by province and area type?
The achieved sample for the cumulated Apr-Oct '21 period was:

	Total	Metro	Urban	Rural
Total	21 080	9 078	7 618	4 384
Eastern Cape	1 938	663	810	465
Free State	1 144	365	650	129
Gauteng	6 168	5 498	586	84
KwaZulu-Natal	3 907	1 305	1 379	1 223
Limpopo	2 339		1 194	1 145
Mpumalanga	1 717		1 054	663
Northern Cape	510		371	139
North West	1 403		998	405
Western Cape	1 954	1 247	576	131

What quotas are placed on the sample?
No quotas are placed on the sample. The sample is a purely random sample. However, the achieved sampled is monitored on a monthly basis against ideal targets for Geotype, province, gender, age, race and NLI and where possible we try to ameliorate notable short-falls through targeting using purchased leads or by closing off over-filled target groups for the month.

Which areas fall under Metro, Urban and Rural?
Areas are classified into on of three area types based on a fixed set of criteria and using the municipal code and geography type as per Stats SA Census 2011 and subsequent updated population estimates provided by GeoTerra Image (GTI). The definitions are:

- Metro – Small Areas (SAs) falling within the boundaries of the eight 'Metropolitan Municipalities' as defined by the National Demarcation Board (that being Ekurhuleni, City of Johannesburg, City of Tshwane, Mangaung, Buffalo City, Nelson Mandela Bay, eThekwini and City of Cape Town) AND classified as 'Urban' according to the geo type variable in the Census 2011 data.
- Urban – Small Areas that are within the borders of one of the 'Metropolitan Municipalities' (municipal code) and defined as 'Farm' or 'Traditional' (geography type) or are within the borders of an 'Other Municipality' (municipal code) and defined as 'Urban' (geography type).
- Rural – Small Areas that are classified as 'Traditional' or 'Farm' in the Census 2011 data (base on the geo type variable) and are located within 'Other Municipality'.

It must be noted that in the CATI DAR method we rely on respondents to self-classify their geo type if they live outside a Metropolitan Municipality, as follows:

S7. COMMSIZE
Which of the following applies to where you live? SA. READ OUT.

1	Metropolitan area *AUTOFILL IF S6 CODED AS METROPOLITAN MUNICIPALITY. ONLY SHOW OPTIONS 2 AND 3.*
2	*City, town, large or small village*
3	*Rural settlement or deep rural*

To ameliorate possible miss-classifications we have been asking respondents since the start of November 2021 to name the suburb or town where they live (for the purposes of geo type classification, the 'sub-place') from a pre-coded list of available sub-places in South Africa, filtered by the province and district municipality recorded earlier in the interview. We are able to link these back to a Small Area code for more exact classification.

For a full list of the areas under each area type, please refer to the BRC website.

Data

How often is data released?

The ultimate goal is to release CATI DAR data monthly, based on a 12-month rolling sample. The first 12-month sample (April '21 – March '22) will be available in April/May 2022. Data will be released within 6 weeks after the last month, pending successful scrutiny.

What data is released?

Full datasets, based on 12 months of fieldwork (or a sample of 36 000) will be released via Third-Party Software providers on a monthly basis once the 12-month rolling sample kicks in. A listenership summary will also be provided with each release.

Station dashboards and a listenership report will be released with each data release. The dashboards are produced for each Commercial and Public Broadcast Service (PBS) station and for community stations with a p7d listenership base of 40 or more. The dashboards outline the listening figures, station-listener profiles (demographics, device and location) and quarter-hour curves. The dashboards are available from the BRC.

Detailed release presentations and station dashboards will be produced on a quarterly basis.

Below is a gantt chart showing estimated production timings for the Apr'21-Mar'22 release:

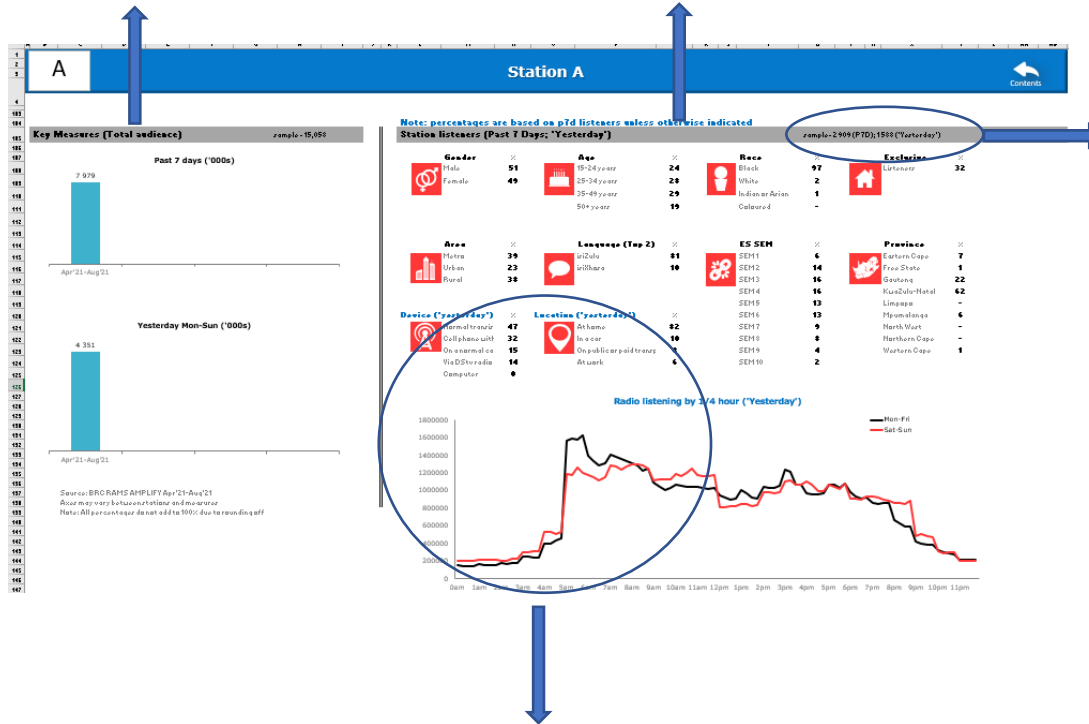| Apr'21-March'22	28-Mar	04-Apr	11-Apr	18-Apr	25-Apr	02-May	09-May	16-May
Fieldwork completed	▉							
Coding and data processing		▉	▉					
Weighting and projection				▉				
Scrutiny				▉	▉			
Data release						▉		
Listenership report						▉		
Release deck						▉	▉	
Dashboard								▉

How far back can I trend the data?

Since BRC RAMS Amplify is a new service, trending starts rom the service's first release, namely Apr'21-Aug'21 released in October 2021.

How do I read the Station Dashboard?

This section shows the total P7D and 'Yesterday' (avg. daily) audience.

This section is a profile of the station's listeners, i.e. only the people who said they listened to Station A during the interview. Profiles are based on P7D listeners, except for device, location and quarter hour trend which are based on 'yesterday' listeners.

The unweighted (raw) sample of P7D and 'yesterday' listeners.

Device, location and quarter hour trend are based on 'yesterday' (avg. daily) listeners.

The data shows listening for my radio station outside of the station footprint – how can that be?

A station can pick up listeners from provinces outside the station's footprint area if, for example, a listener is listening to the station online, the listener travelled during the time of the interview, or they're listening to the station through the DStv Audio Bouquet.