

CRA FCT FAQ

What is a FCT Report?

Commercial Radio Australia have partnered with Presslaff Interactive Revenue (PIR) to launch a new initiative across commercial member stations in Australia; Finding Consumer Trends (FCT). Each quarter a new survey will be offered to all CRA members that will produce reports to help stations and networks better understand their listeners by providing key data and insights into their buying behaviour, purchase intentions, consumer awareness and attitudes towards a selected category.

FCT Reports are turnkey online surveys that provide a snapshot of your audience's purchase interests in lucrative sales categories **and generates highly salable data to present to your advertisers**. The survey will aim to assist local and national sales teams to initiate meaningful conversations with existing and prospective advertisers to help drive increased radio advertising spend in each category that is surveyed.

Finding Consumer Trends (FCT) reports were first launched in 2013 by RAB (US) and PIR. RAB have had enormous support for the industry with a high participation rate from their members that have resulted in producing reports on a station, network and national level. CRA anticipates an even greater success rate and support across member stations here.

To date RAB and PIR have conducted four surveys to produce consumer insights into the below categories;

- Automotive
- Shopping (4th quarter to gauge holiday shopping)
- Home Improvement
- Healthcare

How is this different than survey data I can gather myself?

There are two distinctions:

- 1) **Turnkey Survey:** The survey, imaging, copy, links and results will be provided to your station. Other than posting **the survey on your site and emailing it to your database**, all other work will be done for you.
- 2) **Local/National Data:** Your local results and your actual dataset will be sent to you after the conclusion of the survey. Because FCT Reports are conducted nationally, you will also have access to broader insights on how your local market/station listeners' purchase interests compare to national averages.

Respondent Level Data: This data is specific to your actual listeners. It is not projections or estimates but a snapshot of interests and purchase intentions attributable to specific listeners, with their associated gender, age range and postal code. In addition, you have the individual respondent data of the participants, providing the possibility to contact opted-in qualified leads on behalf of your advertisers.

Timely Responses: This is highly actionable and fresh information. You will have the results very soon after the survey conclusion.

How were the survey questions chosen?

The survey was devised to provide you with the marketing and purchase information local and national dealerships would find most useful.

Will any other stations get access to my data?

We are aggregating the data to identify trends, but we will not give any other station access to your specific results.

Can we add our own/change questions in the survey?

No, the survey questions are the same for all participating stations.

What's expected of my station in order to participate?

It is expected that all participants will include the copy and survey link, preferably in a dedicated email and definitely in regular emails to their station database, as well as engagement through social media posts, FCT banners promoting the survey on their website during the survey period.

What do we receive for participating?

- Chart results of your station's locally collected data.
- Individual respondent data as a .csv file of your station's participants including:
- An executive summary report on national results

How am I going to get the data back?

The data will be emailed to the primary contact for your property.

How do I get participation for the survey?

To entice participation, promote the survey in as many of these methods as possible.

- Include it in your station emails multiple times during the survey period
- Send the link in a dedicated email to your database inviting them to participate
- Post the survey link to your web page in banner ad positions
- Post the survey link on your home page in promotional positions (rotators, etc.)
- Post the survey link on the contest page of your website
- Post the survey link on your Facebook page, Twitter, etc.

Do I have to use the graphics and copy provided?

No, they are provided as thought starters, but you can use any graphics or copy you create. But you must use the link exactly as provided.

Is there an incentive? Do we need to provide the prize?

The CRA will be providing a \$500 Visa Gift Card to one survey respondent from all participants nationwide.

For more information on FCT, please contact CRA on 02 9281 6577.