

Regional Radio Audience Measurement Surveys

What is RRAMS & how does it work?

- Regional Radio Audience Measurement Surveys (RRAMS) are conducted via telephone (CATI)
- The process is approved by Commercial Radio Australia and independently audited
- RRAMS applies to all regional markets excluding Gold Coast, Canberra & Newcastle (which are included in the GFK Metropolitan radio measurement)
- Survey interviews are conducted at varying times during the day and week to ensure randomness and representativeness
- To ensure all radio listeners are represented, up to 20% of calls can be made via mobile phone numbers

Survey areas & population potentials

- All survey areas are based on the ACMA RA1 license areas. These licenses are verified with CRA's own license area profiles
- Population potentials are determined based on license maps overlaid with population data from the Australian Bureau of Statistics

Available statistics & results



- Unlike the results from the eight metropolitan markets, the RRAMS are based on a Station Listened To Most and NOT Share %. This is because RRAMS data is not collected by quarter hour
- Station Listened To Most is a % of people who listened MOST to each station in the daypart
- Cume % is the percentage of the available audience that listened to each station in the daypart
- Cume 00s is 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 00s – listeners who ONLY listened to a single station in the daypart

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

Reporting Software



- Frequency is a CRA Gold Standard approved, web-based software that reports RRAMS data
- The software is flexible and allows users to view station statistics, network combos, and multi-market results
- Users can create custom demographics
- Results can be viewed in table or chart form, and exported to Excel

Contact Xtra Insights on P: +61 (0)7 3314 6796 | E: hello@[xtrainsights.com](mailto:hello@xtrainsights.com)