



XTRA XTRA!

EDITION #1 | MAY 2018

Read time: 4 minutes

HELLO!

Welcome to the first issue of **Xtra Xtra!**, our quarterly newsletter keeping you up to date on all things RRAMS related. Each issue we'll cover topics that aim to inform and educate the radio industry about the regional radio survey process.

If there's something specific you want to know more about and you think the wider industry will benefit from, please drop us an email with your suggestions at hello@xtrainsights.com, or reply to this email.

A quick note for anyone considering a survey in 2018... The RRAMS calendar for Q3 2018 is quickly filling up! If you're thinking about doing a RRAMS this year, please submit your proposed dates to CRA asap.



Bethaney Lawler
HEAD OF RADIO AUDIENCE MEASUREMENT

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Taking Share Out of the Equation: HOW THE CURRENCIES OF RADIO AUDIENCE MEASUREMENT IN AUSTRALIA DIFFER.

Did you know regional radio surveys (aka RRAMS) **DO NOT** produce a Share % figure?

No? Don't worry, you're not alone!

Regional Radio Audience Measurement Surveys have been providing commercial radio stations in Other Regional markets around Australia with a reliable, cost-effective survey methodology for a few years now, and with great success.

While regional broadcasters have jumped at the opportunity to survey their listeners and get real numbers out to clients and agencies, there is still some confusion around how the RRAMS methodology differs to the Metro and Major Regional survey methodology and how it can be reported. In particular, the primary reporting currency they produce for radio operators.

We don't want to bore you with the science, so we'll try and keep it brief.

The first thing to understand is how the surveys themselves differ. The Metro and Major Regional markets all use a diary-based methodology, which collects survey participants' quarter hour radio listening each day over a week-long period.

Using this methodology, you can calculate the percentage of the total radio listening audience during a given period tuning into a particular radio station. This figure is reported as **Share %**.

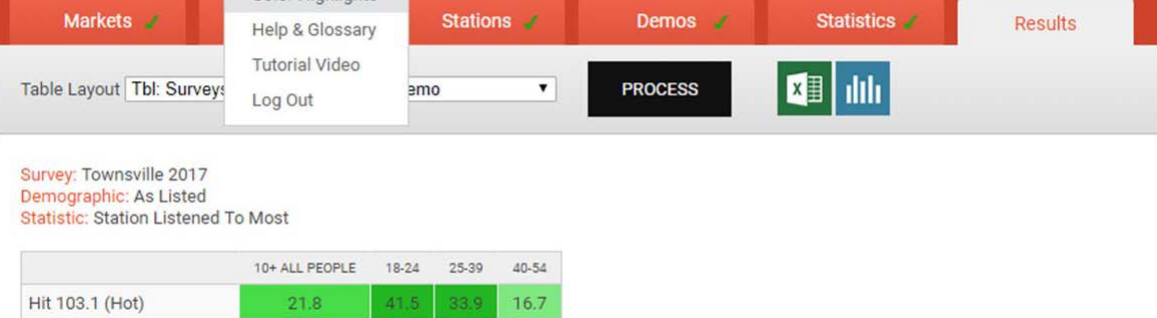
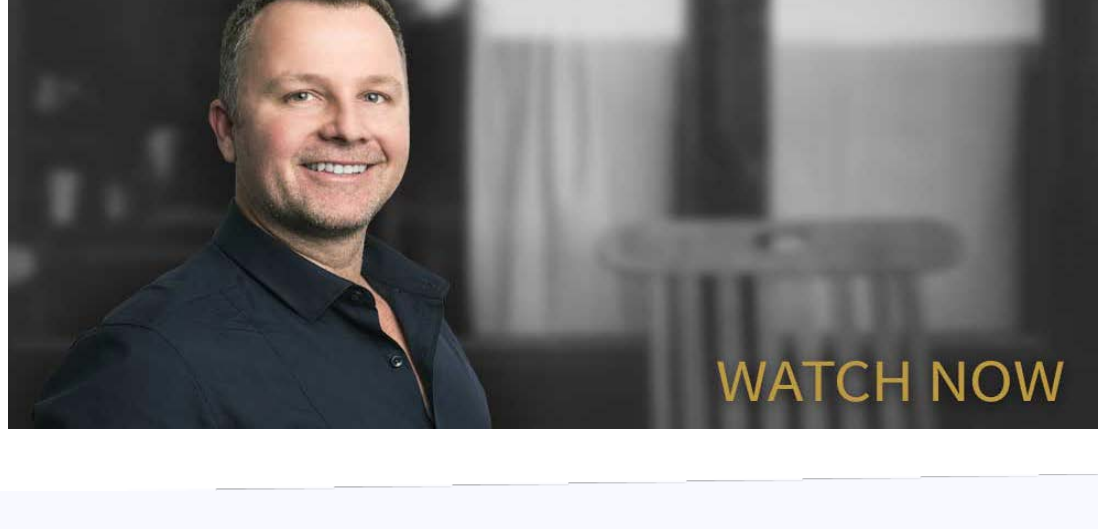
Other Regional markets do not collect quarter hour listening and instead are surveyed using a Computer Assisted Telephone Interviewing (CATI) methodology, which collects survey participants' radio listening habits based on the recall of their previous week's listening.

This methodology generates a **Station Listened To Most %** figure, which is the percentage of people who said they listened MOST to each station in the daypart.

What's the key take-away from all this? Results of Other Regional market surveys should be reported as **Station Listened to Most** and NOT as Share.

Visit radioalive.com.au for full details on "Other Regional Markets" Methodology.

RRAMS Round-up with... MICKEY MAHER



Frequency Top Tip #1

Quickly see stations in ranking order by using System > Colour Highlights. This will highlight the rows in each column largest to smallest.

Industry Wise Words



Marketing without data is like driving with your eyes closed.

— DAN ZARRELLA, SOCIAL MEDIA SCIENTIST.

Upcoming RRAMS

Q2 2018



Completed RRAMS

Q1 2018

GERALDTON, WA

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