



XTRA XTRA!

AUGUST 2018

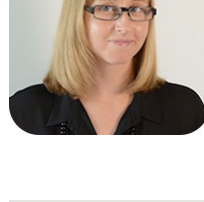
Read time: 3 minutes

HELLO!

Welcome to the latest issue of **Xtra Xtra!**, your update on all things RRAMS related.

In this issue, we're looking at some of the common myths and misconceptions surrounding the regional survey methodology. Find out more in this issue's feature below.

Are there any questions you have about the methodology that we haven't addressed? If there are, or you have any other feedback for us here at Xtra, please get in touch by emailing hello@xtrainsights.com, or reply to this email.



Bethaney Lawler
HEAD OF RADIO AUDIENCE MEASUREMENT

In this Edition

- Dispelling the Misconceptions of RRAMS
- Frequency Top Tip
- Upcoming RRAMS
- 2018 Completed RRAMS to-date



Dispelling the Misconceptions of RRAMS

In our travels throughout regional radio markets of Australia, we often encounter some common misconceptions surrounding the RRAMS methodology that can cause confusion among industry stakeholders.

To help dispel some of these misconceptions, we've addressed some 'Frequently Asked Questions' often heard during our training and education sessions that will hopefully prevent any confusion among broadcasters, advertisers and agencies moving forward.

1. When and how do you distribute the survey diaries for a RRAMS?

This is probably the most common misconception of the RRAMS methodology. The regional radio surveys are conducted using CATI, or Computer Assisted Telephone Interviews. Unlike the metro markets, regionals do not use quarter-hour diaries.

This means regional surveys do not produce a Share %. Instead the main currency of RRAMS is the Station Listened to Most %.

2. How can you represent radio listening of all people when nobody has a landline anymore?

It is a common misconception that nobody has a landline phone these days. However, ACMA research has shown that less than 30% of all Australians are mobile-only users. For this reason, the RRAMS sample can include up to 20% successful interviews on mobiles. This figure will continue to be reviewed by Xtra and the CRA Research Committee as new data comes to hand.

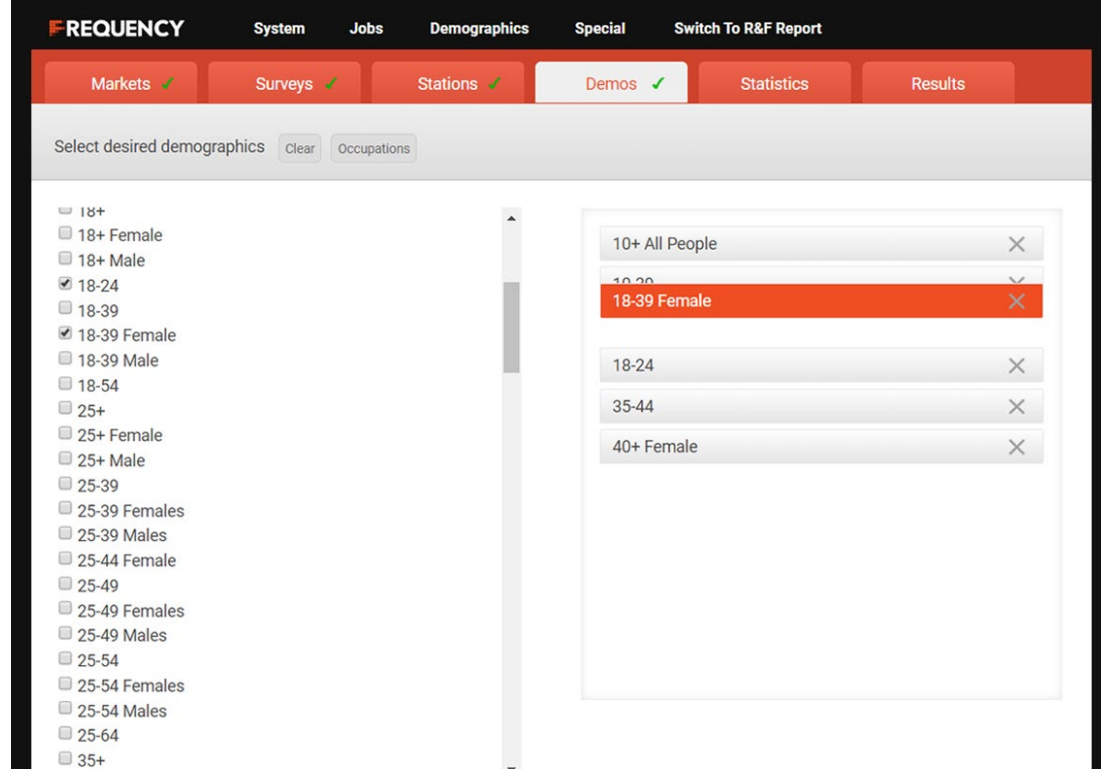
3. Do you call all the same people for a survey as you did last year?

The short answer to this question is no. However, we do not remove the phone numbers of people who have completed a survey in previous years from our database. While it is possible some people who were surveyed previously will be called again the next time we survey a market, our data comparisons have shown on average no more than 10% of successful calls came from numbers that had been called the previous year.

Fitting with international standards industry wide it is standard practise for there to be an exclusion period of 12 months before a respondent may be surveyed again. This is the case for the metro radio surveys also. As the regional surveys are generally conducted no less than 12 months apart, this is in line with the exclusion period set by the industry auditor and agreed upon by the CRA research committee.

If you've heard any other misconceptions surrounding the RRAMS methodology or have any questions you want answered, please contact a member of our team at hello@xtrainsights.com.

Frequency Top Tip



Easily swap the order of selected Stations, Demos and Statistics by dragging and dropping them in the display window to the right.

Industry Wise Words



Research is formalized curiosity,
it is poking and prying with a purpose.

— ZORA NEALE HURSTON.

Upcoming RRAMS

- TOOWOOMBA, QLD
- HORSHAM, VIC
- HAMILTON, VIC
- BUNDABERG, QLD

Completed RRAMS

Q2/Q3 2018

MACKAY, QLD

View Report

SHEPPARTON, VIC

View Report

SWAN HILL, VIC

View Report

COLAC, VIC

View Report

CAIRNS, QLD

View Report