



# XTRA XTRA!

NOVEMBER 2018

Read time: 3 minutes

## HELLO!

Welcome to the last issue of Xtra Xtra! for 2018.

What a year it has been for regional radio and the RRAMS methodology. In this issue, we take a look at the year that's been and some of the outstanding stats that have been achieved by the hardworking people behind the scenes at Xtra Insights.

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](mailto:hello@xtrainsights.com), or reply to this email.

A quick note for anyone considering a survey in 2019... The RRAMS calendar is quickly filling up and we'd hate for you to miss out. If you're thinking about doing a RRAMS next year, please submit your proposed dates to CRA.



**Bethaney Lawler**  
HEAD OF RADIO AUDIENCE MEASUREMENT

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## 2018 Wrap Up

The team here at Xtra Insights is very pleased to be continuing their strong association with regional radio into 2019.

But, before we start looking to the future, let's take a look at some of the impressive statistics the people behind the scenes have contributed to over the past 12 months.

Since the beginning of 2018, the Xtra CATI team have conducted more than **8,000 successful interviews**. That figure will hit **close to 15,000 by the end of the year!**

Those interviews make up 10 regional surveys, with a total of 16 scheduled for the year. That takes the total number of RRAMS since the methodology was introduced in 2014 to a staggering **81 surveys in regional Australia**.

The results of which have represented **44 commercial radio stations** and **over 2.2 million Australians aged 10+**.

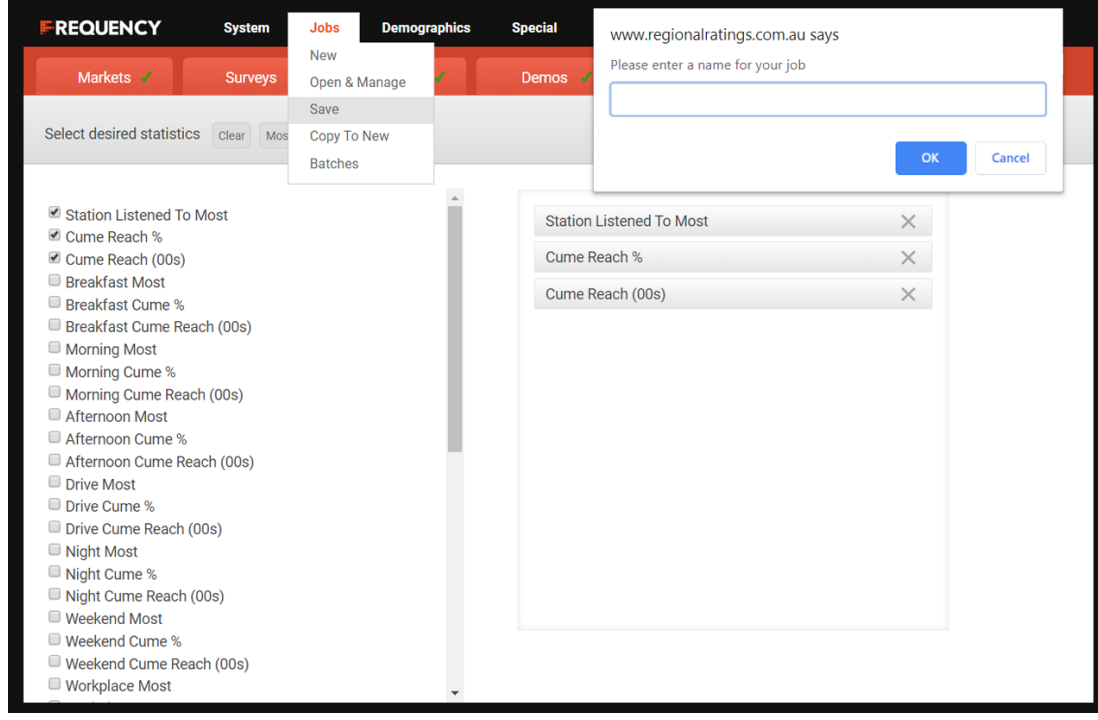
As these statistics show, 2018 has been another strong year for radio in regional Australia with results garnered from the RRAMS validating radio's importance within the community.

Stations who have participated in RRAMS noted increased revenue, improved awareness among advertisers, and adjustments to programming as some of the key benefits from participating in the surveys.

The industry's support for the RRAMS process is clear, with many markets indicating interest in participating in 2019.

Xtra Insights is strongly committed to the continuous development of the RRAMS process and will be prioritising industry awareness and education surrounding the regional methodology as they head into the new year.

## Frequency Top Tip



Quickly access previously selected stations, demographics and statistics by saving them using the 'Jobs' menu. Be sure to save it as something easy to remember for future reference.

## Wise Words



If we knew what we were doing  
it wouldn't be called research.

— ALBERT EINSTEIN

## Upcoming RRAMS

- WOLLONGONG, NSW
- TOWNSVILLE, QLD
- BENDIGO, VIC

## Completed RRAMS

Q3/Q4 2018

TOOWOOMBA, QLD

View Report

HAMILTON, VIC

View Report

HORSHAM, VIC

View Report

BUNDABERG, QLD

View Report

GOSFORD, NSW

View Report

HOBART, TAS

View Report

MILDURA, VIC

View Report