

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, 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

REQUENCY System	Jobs Demographics	Special	www.regionalratings.com.au says
Markets 🖌 Survey:	New Open & Manage	Demos 🖌	Please enter a name for your job
Select desired statistics Clear N	Save Copy To New Batches		OK Cancel
 Station Listened To Most Cume Reach % Cume Reach (00s) Preneficien Most 	*		n Listened To Most X Reach % X
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 Night Cume % Night Cume Reach (00s) Weekend Most Weekend Cume % Weekend Cume Reach (00s) Workplace Most 			

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

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

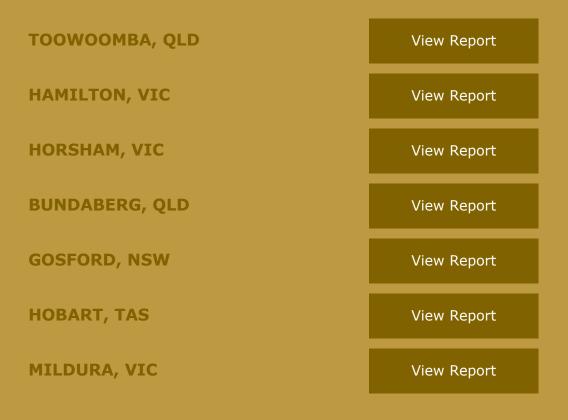
- ALBERT EINSTEIN

Upcoming RRAMS

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

Completed RRAMS

Q3/Q4 2018





Research gives you the numbers, we give you the inspiration.

PO BOX 40, Lutwyche QLD 4030, Australia.

Got a question? Send us a message.

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