

# XTRA XTRA!

NOVEMBER 2019



Read time: 4 minutes

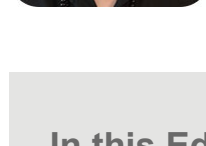
## HELLO!

Welcome to our last issue of Xtra Xtra! for 2019, and what a year it has been!

The industry celebrated a milestone 100<sup>th</sup> RRAMS upon the release of the Warragul, Victoria survey results. You can read more about this achievement in this issue's feature.

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 2020... The RRAMS calendar is quickly filling up! If you're thinking about doing a RRAMS in the new year, please submit your proposed dates to CRA asap.



**Bethaney Lawler**  
HEAD OF RADIO AUDIENCE MEASUREMENT

### In this Edition

- Celebrating 100 Regional Surveys
- What is CATI?
- Frequency Top Tip
- Upcoming RRAMS Releases
- 2019 Completed RRAMS to-date



## Regional radio celebrates 100 RRAMS!

With the results from the recent Warragul regional radio audience measurement survey (RRAMS) released in October, the regional radio industry proudly celebrated the 100<sup>th</sup> RRAMS to be released since the methodology was launched in 2014.

In that time **47 regional radio markets** have been surveyed under the new methodology, with **87,000+ interviews conducted** representing over **5.7 million** regional Australians aged 10+.

Bethaney Lawler, Head of Radio Audience Measurement at Xtra Insights, said, "It's encouraging to see how consistent audience measurement figures for regional radio has not only improved the standard of radio produced by regional broadcasters but also positively impacted station sales."

**107 individual commercial stations** from some of the biggest networks in the country have participated in the regional surveys since 2014 including Southern Cross Austereo, Grant Broadcasters and ACE Radio.

Prior to the introduction of the RRAMS methodology, which produces a Station Listened to Most figure, in contrast to the metropolitan market's Share figure, audience measurement was a costly exercise for regional broadcasters resulting in irregular reporting.

Now with the frequency of results, advertisers have access to accurate, regularly updated listening figures, while programmers and air talent gain important information on the performance of the product.

Markets as small as Roma in western Queensland and as large as Geelong in Victoria are benefiting from a dedicated regional methodology which has seen many smaller markets surveyed for the first time in decades.

## What is CATI?

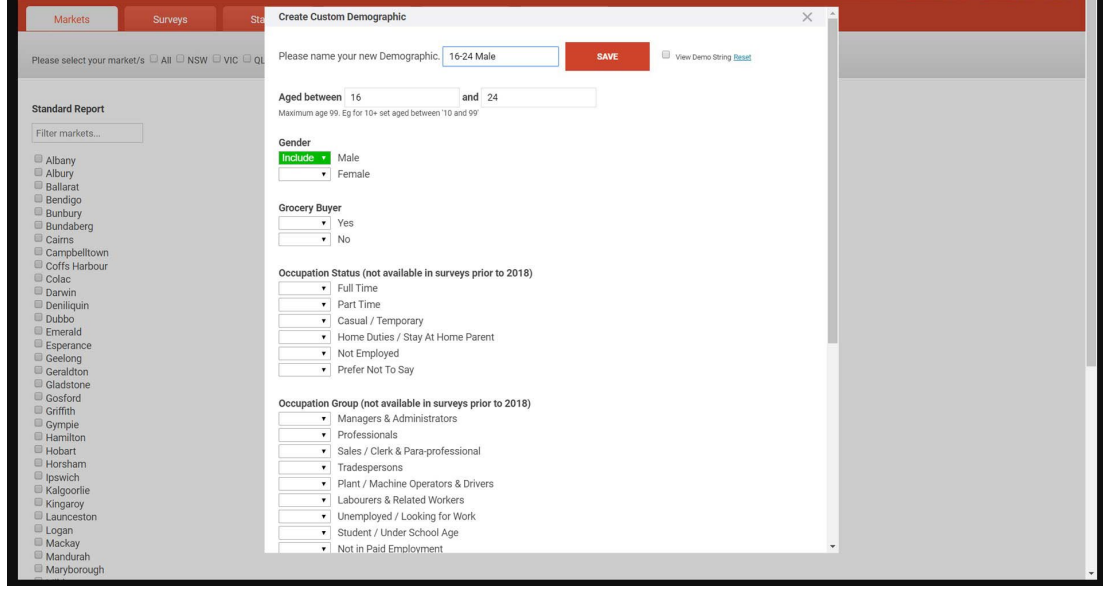
Unlike the Metropolitan and Major Regional markets of Australia, which use a quarter-hour diary-based methodology, the regional radio audience measurement surveys (RRAMS) are conducted using Computer Assisted Telephone Interviews, better known as CATI.

CATI means that the interviewer or operator conducting the survey over the phone are guided by a questionnaire displayed on the screen of a computer. The interviewer selects responses and types open-ended comments from a respondent into the data collection software in real time.

Prior to the introduction of RRAMS, the prohibitive cost of radio surveys in Other Regional markets resulted in fewer surveys conducted in these areas. The CATI methodology provides regional broadcasters with efficient, cost-effective and regular insights into the listening habits of regional Australians.

If you would like to know more about the RRAMS methodology, you can find helpful resources on the [Xtra Insights website](http://Xtra Insights website) or contact a member of the team at [hello@xtrainsights.com](mailto:hello@xtrainsights.com).

## Frequency Top Tip



Create custom demographics to suit your clients needs. Once saved under Global Demographics, the new custom demographic will appear under the Demos tab.

## Wise Words



Without data you're just another person with an opinion.

— W. EDWARDS DEMING

## Upcoming RRAMS

Q4 2019



## Completed RRAMS

Q3/Q4 2019

**MACKAY, QLD**

[View Report](#)

**BUNBURY, WA**

[View Report](#)

**SALE, VIC**

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**GOSFORD, NSW**

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**WOLLONGONG, NSW**

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**WARRAGUL, VIC**

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