

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 100th 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 <u>hello@xtrainsights.com</u>, 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

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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 100th 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 <u>Xtra Insights website</u> or contact a member of the team at <u>hello@xtrainsights.com</u>.

Frequency Top Tip

FREQUENCY System Jobs I	Demographics Special Switch To R&F Report	- 21 # 23 - 51 5 N
Markets Surveys St	Create Custom Demographic	× 📤
Please select your market/s All NSW VIC Q	Please name your new Demographic. 16-24 Male SAVE View Demo String Read	
	Aged between 16 and 24	
Standard Report	Maximum age 99. Eg for 10+ set aged between '10 and 99'	
Filter markets	Gender	
Albany	Include Male	
Albury	• Female	
Ballarat		
Bendigo	Grocery Buyer	
Bunbury Bundaberg	v Yes	
Cairns	▼ No	
Campbelltown		
Coffs Harbour		
Colac	Occupation Status (not available in surveys prior to 2018) Full Time	
Darwin		
Deniliquin Dubbo	Part Time	
Emerald	Casual / Temporary	
Esperance	Home Duties / Stay At Home Parent	
Geelong	 Not Employed 	
Geraldton	 Prefer Not To Say 	
Gladstone		
Gosford Griffith	Occupation Group (not available in surveys prior to 2018)	
Gympie	 Managers & Administrators 	
Hamilton	Professionals	
Hobart	 Sales / Clerk & Para-professional 	
Horsham	Tradespersons	
Ipswich	Plant / Machine Operators & Drivers	
 Kalgoorlie Kingaroy 	Labourers & Related Workers	
Launceston	Unemployed / Looking for Work	
Logan	Student / Under School Age	
Mackay	Not in Paid Employment	
Mandurah		
Maryborough		*

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





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

- W. EDWARDS DEMING



Completed RRAMS Q3/Q4 2019

> MACKAY, QLD **View Report BUNBURY, WA** View Report SALE, VIC View Report **GOSFORD, NSW** View Report WOLLONGONG, NSW View Report WARRAGUL, VIC View Report **GEELONG, VIC** View Report **HOBART, TAS** View Report



View Report

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

PO BOX 40, Lutwyche QLD 4030, Australia.

Got a question? <u>Send us a message</u>.

TOWNSVILLE, QLD

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