



XTRA XTRA!

MAY 2020

Read time: 3 minutes

HELLO!

Welcome to the first edition of Xtra Xtra for 2020!

It has been an interesting start to the year to say the very least, and we thank you for your continued support of Xtra Insights and the regional radio audience measurement surveys.

In light of the current COVID-19 crisis, the regional radio industry has decided to postpone all RRAMS until the end of September. With this in mind, if you intend on rescheduling your survey for 2021, please don't hesitate to contact CRA with your proposed dates for the new year and we will do our best to accommodate you.

Don't forget, you can always drop us an email with your questions or suggestions for future newsletters at hello@xtrainsights.com, or reply to this email.



Hannah Lovegrove
ACTING HEAD OF RADIO AUDIENCE MEASUREMENT

In this Edition

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- Xtra Insights explores perceptions during COVID-19
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Best wishes, Bethaney!

As many of you may know, Bethaney Lawler, the Head of Regional Radio Audience Measurement at Xtra Insights, has recently embarked on 12 months maternity leave. We'd like to take this opportunity to wish Bethaney all the very best with this new and exciting chapter of her life and look forward to welcoming her back in May 2021!

During Bethaney's absence, Xtra's Project Coordinator, Hannah Lovegrove, will be stepping in to manage the RRAMS with assistance from Paul Amos. Having spent the past three years assisting Bethaney with the regional surveys, Hannah is well equipped to manage the RRAMS during Bethaney's absence. Should you need to contact Hannah, she can be reached via email at hannah@xtrainsights.com

Perceptions during COVID-19

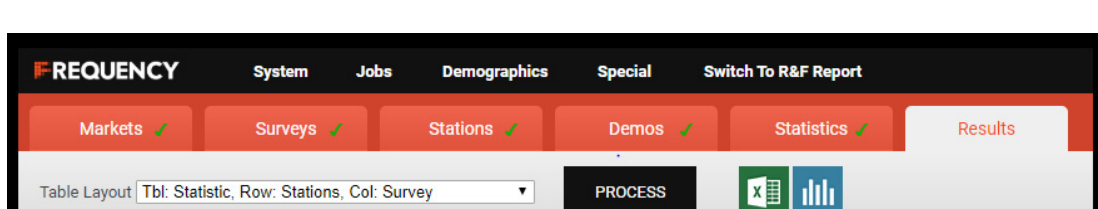
In April, Xtra Insights conducted a survey of Australians aged 18-65 in the hope of gaining a better understanding of Australians' attitudes towards different aspects of their lives in light of the COVID-19 pandemic. Unsurprisingly, it was found that Australians are feeling anxious and stressed about their future due to COVID-19, however, their compassion and empathy towards small and independent retailers is driving them to continue to support small businesses during this time.

The study also revealed that Australian's are consuming more media as a direct result of the pandemic, with television being the most popular choice for sourcing news updates.

Finally, participants indicated that they are more inclined to partake in surveys for brands and businesses that they use during this time. So, while regional surveys may not be going ahead at present, this isn't to say that you can't reach out to your listeners in the meantime.

The RRAMS methodology is driven by recall. As you are probably aware, the best impact on recall comes from cumulative marketing efforts. While OB's and street crosses are out of the question for the time being, there are other ways to reach out to your listeners during these times.

Frequency Top Tip



Export your results to an Excel spreadsheet by simply clicking the Excel icon on the Results tab once you have processed your data. Alternatively, display the results as a simple chart by selecting the chart icon.

Wise Words



Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.

— DAVID OGILVY

Upcoming RRAMS

• CURRENTLY ON HOLD •

Completed RRAMS

Q4 2019/Q1 2020

ALBURY, NSW

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MOUNT ISA, QLD

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