

# MEDIA RELEASE

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## RRAMS Are Back For 2021!

After the COVID-19 pandemic sent the world spiralling, Regional Radio Audience Measurement Surveys took a backseat in 2020 while regional operators navigated a new and uncertain environment. Mount Isa was the first and only survey released in April 2020 before the RRAMS were put on hold for the remainder of the year.

After a short hiatus, Xtra Insights is happy to announce that the [RRAMS have resumed in 2021](#) with survey results already released for some markets and preparations underway for others.

It's set to be a cracking year for RRAMS, with 25 surveys locked in so far.

[Geraldton](#) was the first cab off the rank with fieldwork commencing the second week of February and results released in early March. The releases for [Kingaroy](#) and [Port Macquarie](#) followed shortly after, with Roma scheduled for release in mid-April.

While all proposed markets have been surveyed under the current RRAMS methodology in the past, some markets have been waiting since 2017 to hit the field again after the pandemic put their 2020 plans on hold.

Even without the impact of a global pandemic, 2020 proved to be a devastating year for Australia. The beginning of the decade was marred by fire and flood, leading many people to turn to radio for timely and trusted information during times of crisis.

Figures released by Commercial Radio Australia in April 2020 showed that 3 in 4 Australian's aged 18+ were listening to the radio for the same amount of time or more during the pandemic. While many people's usual listening habits were impacted due to Government restrictions, the methods through which people consumed radio evolved in response suggesting that many Australians turn to radio for information and comfort during a crisis.

SOURCE: Commercial Radio Australia (2020, April 14). 72% of Australians are listening to as much or more radio during the COVID-19 pandemic. *Commercial Radio Australia*.

<http://www.commercialradio.com.au/content/mediareleases/2020/72-of-australians-are-listening-to-as-much-or-more>

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**Media Contact: Hannah Lovegrove 07 3314 6796**