



XTRA XTRA!

MAY 2021

Read time: 5 minutes

HELLO!

Welcome to the first edition of Xtra Xtra for 2021!

The last 12 months have been interesting to say the very least. From fires to floods and an ongoing global pandemic, it's certainly been a year to remember. Sadly, 2020 saw the RRAMS put on hold while the world dealt with the COVID-19 pandemic, but we're happy to announce that the RRAMS are back for 2021. With many of the markets initially scheduled for 2020 postponed to 2021, it has made for an incredibly busy year ahead.

With a full schedule for 2021, we've already had interest for 2022 with a handful of markets submitting their proposed dates for the new year. If you have any markets that you would like to put forward for survey in 2022, please contact CRA as early as possible to secure your preferred dates.

As always, feel free to drop us an email with your questions or suggestions for future newsletters at hello@xtrainsights.com or simply reply to this email.

In this Edition

- Bethaney returns from maternity leave
- Refresh yourself with RRAMS
- What's the story with Other?
- Frequency Top Tip
- Upcoming RRAMS Releases
- 2021 Completed RRAMS to-date

Beth's back!

After taking some time off in 2020 following the birth of her daughter, we're excited to announce that Beth will be returning full-time from Monday 31st May! Hannah will be stepping into the roll of Assistant Head of Radio Audience Measurement, so for all of your RRAMS needs please reach out to both Beth and Hannah.

Refresh yourself with RRAMS

With almost a year's break between RRAMS from 2020 to 2021, you'd be forgiven if you've become a little dusty with the intricacies of the RRAMS methodology. As part of our service to CRA and the participating broadcasters, Xtra offers training webinars that are designed to provide education for participating broadcasters. While these webinars are always offered in advance of the scheduled survey release in a market, please [reach out to Xtra](#) should you wish to sit down to a refresher at any point.



What's the story with Other?

Have you ever looked at a survey result and wondered where the figures for 'Other' in the Station Listened to Most and Station Cume tables come from? Don't worry, you're not alone.

There are a lot of myths and misconceptions floating around the radio industry that try to explain the 'Other' figure, but these tend to be misleading or only tell half the story.

Today we want to dispel some of these myths and give you the tools to help educate others so we can stop the spread of misinformation come survey day.

MYTH 1: The 'Other' figure represents one radio station.

While it is not impossible for this to be the case, it is very unlikely the 'Other' figure would represent the listening for one single station.

The purpose of the 'Other' response in any market research survey is to give participants the option to provide their own response if the question's list options do not meet the participants' needs.

While the RRAMS are conducted using a recall method, the interviewer is provided with a list of radio stations in the market. They will select the relevant station based on the participants' response to the question. If the radio station mentioned is NOT one of the options listed, then the interviewer will select 'Other' for that question.

As you can imagine, when surveying hundreds of people in a single market it is likely not all radio stations listened to will be included in the predetermined options list.

Just consider your own radio listening habits. Do you only listen to local radio? Do you ever tune into a radio station from another market? Do you like to listen to an obscure radio program from a small community broadcaster?

While we endeavour to provide interviewers with a list of all stations heard in a market, we can trust there will be at least one survey participant who throws us a curveball and will end up in the 'Other' category.

MYTH 2: The 'Other' figure is obviously the big community station in the market.

While community broadcasters do not participate in RRAMS, their listeners are not excluded from the survey sample. However, this has created a myth that the 'Other' figure reported in RRAMS results represents only the community station/s in a market.

There are certainly markets that have high profile community radio stations. But for the same reasons addressed in the first myth, it is highly unlikely that only community station listening is represented by the 'Other' figure.

As mentioned previously, the 'Other' figure is the sum of all parts.

MYTH 3: The 'Other' figure only represents streaming of radio stations.

Many radio stations (commercial, community, and the public broadcasters) use online streaming as an alternative listening option for those who choose to listen on an internet enabled device like a smartphone, PC or smart speaker.

This is still considered radio listening regardless of the device used. Therefore, if the station listened to is included in the predetermined options list, then any streamed listening will be attributed to that station.

If the streamed radio station is not included in the options list, that is when it will be attributed to 'Other'.

Hopefully we've cleared up a few of the more common myths surrounding the 'Other' figure in a RRAMS result. If you've heard of any other misconceptions you'd like to get our opinion on, please drop us an email at hello@xtrainsights.com.

Frequency Top Tip

Did you know you are able to estimate multi-week R&F schedules in a selected market across a maximum of four weeks? Just nominate the number of weeks in the text box provided.

Wise Words

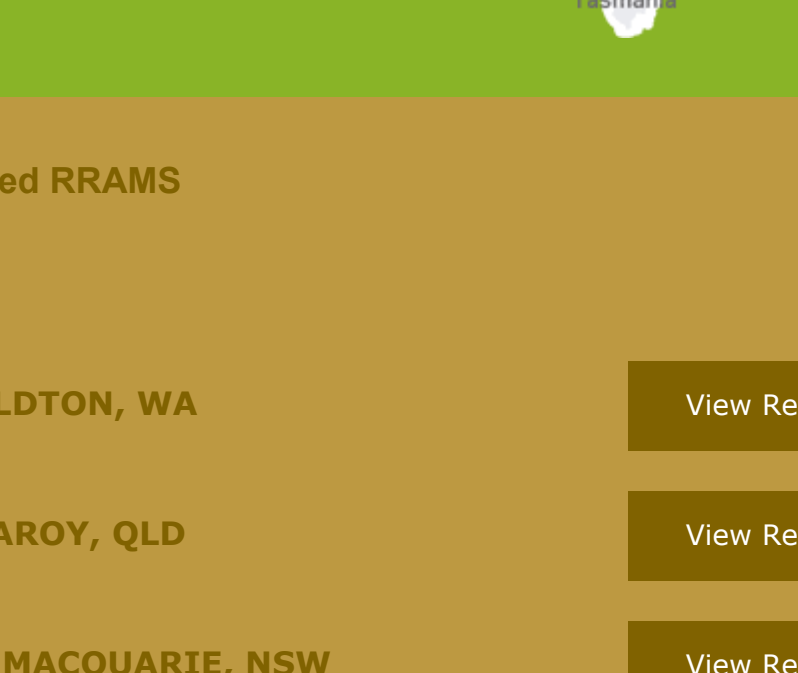


The goal is to transform data into information, and information into insight.

— CARLY FLORINA

Upcoming RRAMS

Q2 2021



Completed RRAMS

Q1 2021

GERALDTON, WA

[View Report](#)

KINGAROY, QLD

[View Report](#)

PORT MACQUARIE, NSW

[View Report](#)

Q2 2021

ROMA, QLD

[View Report](#)

ALBANY, WA

[View Report](#)

MARYBOROUGH, QLD

[View Report](#)

HOBART, TAS

[View Report](#)