



Read time: 7 minutes

HELLO!

Welcome to the latest issue of Xtra! Xtra, your update on all things RRAMS related.

This issue we're taking a closer look at Cumulative Audience, better known within the industry as 'Cume'. Specifically, why your overall cume may increase in a survey but your station suffers losses across the dayparts. Find out more in this issue's feature below.

The 2022 schedule is fast filling up. If you haven't submitted your proposed markets to CRA, get on it! We don't want anyone to miss the opportunity to secure their preferred dates for next year.

If you've got a burning question about the RRAMS methodology you're too afraid to ask in person, drop us an email and we'll cover it in a future newsletter. We guarantee you're not the only one who wants to ask.

Any other questions, suggestions or feedback you want to share? Send them through to hello@xtraights.com or simply reply to this email.

Until next time, stay safe & happy surveying!

In this Edition

- RRAMS Soldier On through Lockdown
- Cracking the Cume Code
- Frequency Top Tip
- Upcoming RRAMS Releases
- 2021 Completed RRAMS to-date

RRAMS Soldier On through Lockdown

In response to strict COVID lockdowns throughout the country, Xtra Insights has responded to the industry's preference for surveys to continue. A contingency plan is now in place that will see RRAMS fieldwork conducted remotely should health and safety restrictions prohibit the interview team working in an office environment.

After consultation with several regional broadcasters and CRA's research committee, it was clear the industry would prefer to see surveys go ahead with minor adjustments to how the CATI team operate, rather than be delayed indefinitely, as was the case in 2020.

Research companies around the world have had to adapt to remote data collection methods in response to outbreaks, physical distancing measures, state or national lockdowns, and travel restrictions to control the spread of the COVID-19 virus.

Cracking the Cume Code

Used across both regional and metro radio audience measurement surveys, Cumulative Audience is a familiar statistic to most people involved in radio. As listeners are enticed by new and varied audio options, it is also becoming more important for some industry stakeholders.

Within the regional surveys, Cumulative Audience, often simply referred to as 'Cume', equates to the total number of different people who listen to a station for at least 8 minutes in the past 7 days. This figure is reported in hundreds (00s) and as a percentage (%), and is available across a number of dayparts, including:

- Overall (Mon-Sun all times)
- Breakfast (Mon-Fri 5.30am-9.00am)
- Morning (Mon-Fri 9.00am-12.00pm)
- Afternoon (Mon-Fri 12.00pm-4.00pm)
- Drive (Mon-Fri 4.00pm-7.00pm)
- Evening (Mon-Fri 7.00pm-12.00am)
- Weekends (Sat & Sun all times)
- Workplace (whenever the listener is at work, not necessarily 9.00am-5.00pm)
- BMAD & MA Mon-Fri (cume stats)

A question we hear from time to time is **"how can my overall cume figure increase, but my station has suffered losses across most dayparts?"** A common misconception is, if a station's overall cume increases, they must also experience cumulative increases across their individual dayparts too. Although it sounds right in theory, in reality this isn't always the case.

For example, if a listener tunes into your station during breakfast, morning, afternoon, and drive, they have contributed to the station's result on **four** occasions (breakfast, morning, afternoon, and drive), as well as the station's **overall cume**.

Whether a listener listens to a single daypart or across a number of dayparts, they will only be attributed to a station's overall cume figure **once**. The table below illustrates how listening habits can change from one survey to another. Based on the table, the overall cume across the two surveys was as follows:

Last survey = 3 people
This survey = 4 people

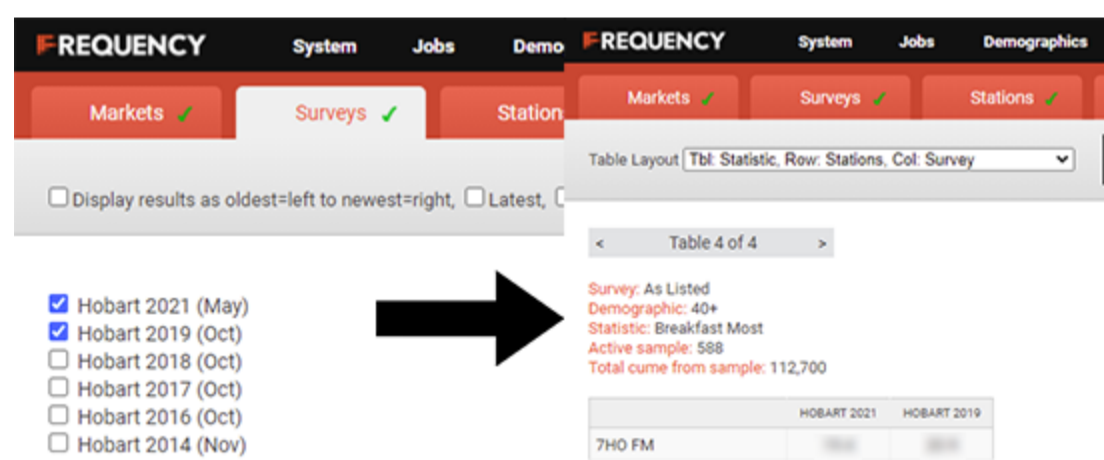
While the **overall cume** has **increased** since the last survey, we can see that **four out of six dayparts** have experienced a **drop** in cume.

	Breakfast		Morning		Afternoon		Drive		Night		Weekend	
	This	Last	This	Last	This	Last	This	Last	This	Last	This	Last
Listener A	X	X	-	X	-	X	X	X	-	-	-	-
Listener B	X	X	-	X	-	X	X	X	-	-	-	-
Listener C	-	X	-	-	-	-	-	-	-	-	-	X
Listener D	-	-	-	-	-	-	-	-	X	-	-	-
Total	2	3	0	2	0	2	1	1	1	0	0	1

While this is a simplified example, it goes some way to demonstrate how overall cume can increase while session cumes can decrease. Ultimately, overall cume and the individual session cumes are determined by separate questions in the survey, which allows for movement across the different breakouts. Now, as much as we'd like to give you a reason for those daypart losses, we don't own a crystal ball.

There are many and varied reasons why a listener stops listening in a daypart. They may have switched to a competitor, or perhaps the show liked isn't on air anymore. Sometimes they just stop listening at the time of day because of, well, life!

Frequency Top Tip



Ever wanted to do a quick comparison between your current survey and a previous survey? You can do that easily in Frequency by selecting the relevant surveys under the Surveys tab.

Once you've selected the Stations, Demos & Stats you want to compare, select a Table Layout under the Results tab that specifies 'Col Survey'. It's as simple as that!

Wise Words



It is a capital mistake to theorize before one has data.

ARTHUR CONAN DOYLE (WRITING AS SHERLOCK HOLMES)

Upcoming RRAMS Q3 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
Q3 2021	
MACKAY, QLD	View Report
GOSFORD, NSW	View Report
DARWIN, NT	View Report
ESPERANCE, WA	View Report
EMERALD, QLD	View Report



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

PO BOX 40, Lutwyche
QLD 4030, Australia

Got a question? [Send us a message](#)

Was this email forwarded to you? [Subscribe to Xtra Xtra!](#) to receive regular RRAMS updates.

You are receiving this email because you opted-in to receive newsletters about RRAMS. If you no longer wish to receive these emails [you can unsubscribe](#).