

XTRA XTRA!

DECEMBER 2021

Read time: 5 minutes

HELLO!

Welcome to our last issue of Xtra! Xtra! for 2021, and what a year it has been!

After all regional surveys were put on hold in 2020 it's been wonderful to see the industry recover.

Take a look at the **RRAMS 2021 In Numbers** below for a snapshot of just how big a year regional radio audience measurement has had.

A quick note for anyone considering a survey in 2022... 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.

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

Wishing you a safe & happy holiday season!

Xtra Insights Team

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2021 RRAMS In Numbers



by **xtra** insights

There were

25 RRAMS SURVEYS
IN 2021

All markets have participated previously.

And, with

23,000
INTERVIEWS

WE CONDUCTED AS MANY INTERVIEWS AS THE URBAN POPULATION OF DEVONPORT, TAS.

THAT'S SOME BIG DATA.

But that's not even the best part...

TOGETHER, WE REPRESENTED
THE VIEWS OF

3.3 MILLION

REGIONAL AUSTRALIANS

And

58 COMMERCIAL
RADIO STATIONS
REPRESENTED IN 2021

SINCE THE INTRODUCTION OF RRAMS IN 2014...

113,000
Interviews
Conducted

5.6M
Regional
Australians
Represented

47
Unique
Markets

HERE'S TO ANOTHER YEAR.

Top Trends in Audience Measurement

The team of dedicated researchers at Xtra Insights pride themselves on being innovators, always seeking new ways to deliver insightful analysis and explore new methodology on behalf of our clients and the industries we service.

As sampling across all types of market research has had to evolve in recent times to accommodate newfound difficulties in the recruitment of younger demographics, Xtra Insights has been exploring potential solutions to tackle this problem for regional radio in Australia. In 2021 we increased the portion of mobile interviews in a sample for those under the age of 40. In 2022 Xtra plans to trial online sample as a supplement to the current telephone interviews in markets where it is feasible to do so.

Historically, online sample in regional areas has proven to be the unicorn of Market Research. However, with more of our regional population connecting to the NBN and the COVID-19 pandemic shifting the way all Australians interact online, we feel this is the right time to test online panels for RRAMS. Particularly as we see the statistics of landline use in regional areas continue to decline.

As we make steps towards the evolution of radio audience measurement in regional Australia, let's have a look at the top trends in audience measurement innovation from around the world.

PPMs and Wearable Devices

Personal People Meters (PPMs) and other wearable devices have been in use around the world in a very small number of radio markets since the 1990s. The adoption of metered measurement has been slow due to the fact that the meters do not measure all radio listening such as headphone listening. However, there has been little discussion around innovation of this methodology since that period, until now.

Several countries, including Australia, South Africa and the Netherlands have revealed plans to use metered measurement devices in the wake of the COVID-19 pandemic. The way in which these markets are adopting metered measurement varies greatly with most opting for a hybrid system. Some markets are going 'all-in' and making a complete switch, while others are taking a more considered approach.

In Australia the radio industry has taken a hybrid approach with a suite of tools to cover all places and types of listening rather than opting for a 'one size fits all' approach. In Phase 1, the meters will be used to calibrate and validate live streaming data which will then be integrated into the core currency.

Hybrid Methodologies

With the increasing popularity of streaming, both in radio and TV, it's not surprising to see a lot of statistical work being done to combine diary and recall data with streaming data. This has resulted in new forms of hybrid audience measurement.

When there are two or more measures of the same thing, the question needs to be asked about where the needle is set when you combine them and who determines that? Whether you are combining recall with metered measurement for radio or streaming figures and metered panels for TV, the decision about where to set that needle is critical. It's important to get the balance right, ensuring outside pressures do not have greater influence than statistical analysis.

Online Panels

The use of panels in audience measurement isn't new. At a time when filling sample quotas is becoming harder and harder to achieve across all facets of market research, high quality panels are also becoming harder to find and more expensive to recruit.

But this hasn't stopped experts speculating the potential for online panels to become vital players in audience measurement. Particularly with marketers facing the loss of third-party cookies.

Industry observers believe an open mind is necessary when considering the use of panels. Their use should be evaluated to ensure the form in which they are used to measure audience is fit for purpose.

Wise Words



There is nothing so terrible as activity without insight.

-JOHANN WOLFGANG VON GOETHE

Completed RRAMS

Q1 2021

GERALDTON, WA

[View Report](#)

KINGAROOY, 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](#)

IPSWICH, QLD

[View Report](#)

WHEATBELT, WA

[View Report](#)

BUNDABERG, QLD

[View Report](#)

Q3 2021

MACKAY, QLD

[View Report](#)

GOSFORD, NSW

[View Report](#)

DARWIN, NT

[View Report](#)

ESPERANCE, WA

[View Report](#)

EMERALD, QLD

[View Report](#)

TOWNSVILLE, QLD

[View Report](#)

SUNSHINE COAST, QLD

[View Report](#)

TOOWOOMBA, QLD

[View Report](#)

Q4 2021

LAUNCESTON, TAS

[View Report](#)

SHEPPARTON, VIC

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KALGOORLIE, WA

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MILDURA, VIC

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CAIRNS, QLD

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BENDIGO, VIC

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xtra insights

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

PO BOX 40, Lutwyche
QLD 4030, Australia.

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