



# Regional Radio Audience Measurement Surveys

Training Module #1

Research gives you the numbers  
We give you the **inspiration**

# In this Module:

- ❑ What is a RRAMS and how do they benefit regional radio in Australia.
- ❑ The key differences between radio audience measurement methodologies in Australia.
- ❑ The currency these methodologies produce for radio operators in Australia.
- ❑ What RRAMS participants will gain from surveying their market.

# What is RRAMS?

Regional Radio Audience Measurement Surveys or **RRAMS** are the CRA approved survey methodology for commercial radio broadcasters in regional Australia.

Unlike the metropolitan markets, which use quarter hour diary methodology, RRAMS are administered through **CATI** (Computer Assisted Telephone Interviews).

# Why do RRAMS exist?

RRAMS provide a currency for the buying and selling of regional radio throughout Australia.

As a broadcast medium, radio can be accessed anywhere, at anytime by anybody. Without research, we would have absolutely no idea of the extent of the consumption of radio.

In a world that's very data driven, it's critical for regional radio to be able to be accountable to their advertisers.

It is the easiest way to keep in touch with the **NEEDS AND WANTS** of the people that make your business a success or failure.

# WHY SURVEY?

Any business wanting to keep up with who their **CUSTOMERS** are and what they're thinking should consider doing market research.

# WHAT YOU WILL GAIN:

- ✓ Measure the size and nature of your audience
  - ✓ Track your station's target audience
- ✓ Assess your station's perception within the marketplace
- ✓ Drive new programming strategy to suit your audience
- ✓ Provide relevant information to advertisers and agencies
- ✓ Encourage greater expenditure from existing clients



# Radio Audience Measurement in Australia

# Radio Audience Measurement in Australia

There are two accepted commercial radio audience measurement survey methodologies in Australia.

The **Metropolitan markets** (Sydney, Melbourne, Brisbane, Adelaide & Perth) and the **Major Regional markets** (Gold Coast, Canberra & Newcastle) all use a diary based methodology.

The report outputs of which consist of:

- **Share**
- **Cumulative Reach**
- **Time Spent Listening (TSL)**





# Regional Radio does things a little *differently*...

All ***Other Regional markets*** in Australia use the CATI (Computer Assisted Telephone Interviews) methodology.

The report outputs of which consist of:

- **Station Listened to Most**
- **Cumulative Reach**



# So how does the survey data differ?

## REGIONAL RADIO SURVEYS

### Station Listened to Most (%)

- Listening is reported by the respondent as the one **MOST LISTENED TO RADIO STATION** during the past 7 days.
- This statistic is used for market station ranking.

### Cume Reach (00's)

- The total number of different people who listen to a station for at least 8 minutes in the past 7 days.
- The statistic is reported in hundreds (00's) and can also be expressed as a percentage of the total available audience.

## METRO & MAJOR REGIONAL RADIO SURVEYS

### Share (%)

- The percentage of total radio listening audience during a given period tuning into a particular radio station - it is the station's average audience expressed as a percentage of the total radio audience for that given period.

### Cume Reach (000's)

- The total number of different people who listen to a station for at least eight minutes during any time period.
- The statistic is reported in thousands (000's) and can also be expressed as a percentage of the total available audience.

Key difference is the main **currency** they produce for radio operators.

Metro & Major Regional market currency  
= **SHARE**

All Other Regional market currency  
= **STATION LISTENED TO MOST**

# How else do the methodologies differ?

## REGIONAL RADIO SURVEYS

- Radio Stations/ Networks commission RRAMS on a survey by survey basis with Xtra Insights.
- Commercial Radio Australia will invite all competitors in the market to participate including the ABC.
- The survey is conducted by Xtra Insights via CATI.
- The survey is live in market for a period of 3 weeks until the required sample is achieved.
- Survey data is provided by Xtra Insights and is available through the Frequency software

## METRO & MAJOR REGIONAL RADIO SURVEYS

- Participating stations have an arrangement with CRA to manage repeated surveys on their behalf resulting in 8 waves in metropolitan markets & 3 waves in major regional markets each year.
- All commercial radio stations participate in each survey
- The survey is conducted by GfK via paper & online diaries
- There are 8 weeks of survey placement each survey period (12 weeks for Newcastle and Gold Coast). They are selected at random and the dates are not published.
- Survey data is provided by both GfK and Landsberry and James

All survey results, metro and regional, are independently audited by industry appointed auditor Dr Rob Hall before being released.

# HOW OFTEN CAN YOU SURVEY?

The number of official RRAMS conducted in a single Regional Market **must not exceed ONE in a 12 month period** without the approval of CRA's Regional Research Committee.

The results of the RRAMS are current for a **maximum of 3 years**.



e.g. Survey in January 2020 >> Results **expire January 2023**

# Test Your Knowledge

Click on the link below to test your understanding of RRAMS Training Module #1:

<https://forms.gle/M5VSSweagRWYpTvx7>

When you're ready, continue onto Training Module #2 at the link below:

<https://xtrainsights.com/regional-radio-audience-measurement/education-and-training/>

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A photograph of a desk with a computer monitor, headphones, a mug, and a coffee bag, overlaid with a green tint. The text "Questions?" is written in white on the right side of the image.

# Questions?

Contact the team at Xtra Insights if you have any further enquiries.





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Research gives you the numbers  
We give you the inspiration