



## **RAJAR KEY FACTS**

### **1. About RAJAR**

#### **1.1. The key points**

- RAJAR stands for Radio Joint Audience Research. It is the official body in charge of measuring radio audiences in the United Kingdom.
- RAJAR was set up by the BBC and the RadioCentre in 1992 to measure their audiences using the same system. It replaced the BBC's Daily Survey and Commercial Radio's JICRAR survey.
- RAJAR is a non profit making organisation.
- RAJAR data is the industry wide currency for planning, buying and selling advertising on Commercial Radio.
- RAJAR is owned and controlled by the industry it serves.
- RAJAR has a continuous programme of innovation and development to meet its market's needs.
- The current annual sample is approximately 110,000 respondents aged 15+. Participants are asked to keep a diary recording their radio listening for a week.

#### **1.2. RAJAR organisational structure**

All sides of the industry are fairly represented on the various RAJAR committees. RAJAR is a deadlock company: all Board decisions have to be agreed by both the BBC and RadioCentre.

RAJAR Board:  
RAJAR non executive Chairman  
RAJAR CEO  
3 BBC representatives  
3 RadioCentre representatives  
1 IPA representative  
1 ISBA observer

Other RAJAR committees comprise:  
DUG: Data User Group  
TMG: Technical Management Group

### **1.3. The RAJAR contract**

The current contract (starting in 2007) is split between two contractors: RSMB is in charge of sample design and weighting, while Ipsos handles fieldwork, scanning, processing and reporting.

### **1.4. Stations on RAJAR**

RAJAR currently surveys over 300 individual stations broadcasting in the UK, of which 55 belong to the BBC. These stations vary greatly in size, from national to local, with the smallest being surveyed on an area of 50,000 adults. Only Ofcom-licensed stations can request to be measured by RAJAR.

## **2. Why RAJAR is important to the industry**

### **2.1. Providing an industry currency**

- RAJAR estimates listenership of over 300 radio stations – who listens, where, when and how
- It is the trading currency for radio broadcasters.
- used by media agencies to plan and buy advertising in radio airtime
- used by radio owners to pitch for business, sell advertising airtime and monitor programmes performance.

### **2.2. The value of a common currency**

- both agencies and media owners use the same source of information in their transactions
- this provides an open and transparent basis for conducting business

## **3. How RAJAR is conducted**

### **3.1. The RAJAR sample**

- The universe comprises all individuals aged 10 and over, living in private households in the UK.
- Although children from the age of 10 are included in the survey, published figures are for Adults 15+, unless stated otherwise. Data on respondents under 15 can only be accessed by RAJAR subscribers.
- So that small stations can be surveyed, the overall adult sample is about 110,000 per year, with each respondent only participating for one week.
- The sampling is devised so that each station's sample is representative of the area it covers. The smallest sample for a station on RAJAR is 500 adults over 12 months, for stations with a TSA (Total Survey Area) under 300,000. The National stations report on a quarterly sample of approximately 26,000 adults.

### **3.2. The RAJAR sampling procedure**

- Stations have to define the area where they want to be surveyed by selecting a list of postcode districts.
- All station maps are overlaid, the resulting 550 non overlapping areas are called segments and constitute the sampling framework.
- Each segment is attributed a recruitment target for each quarter and sampling points are allocated accordingly.
- A sampling point is a list of addresses from which interviewers have to recruit. This list is drawn at random using the Postal Address File. Self selection of respondents (i.e. people who approach RAJAR and ask to participate in the survey) is not permitted.

### **3.3. The interviewing process**

- Participants in the survey are asked to complete a listening diary for one week. They are not asked to complete the task retrospectively (i.e. for the week before placement) – instead they are asked to start recording their listening as it happens for the week ahead.
- Diary placement is continuous throughout 50 weeks of the year, excluding the Christmas and New Year holiday period.
- Generally speaking, only 1 respondent is recruited per household.
- Quotas are set to ensure the best possible demographic representation of the area.

### **3.4. The listenership questions**

- Once an individual has agreed to take part, the interviewer asks a series of questions related to the respondent's demographic details, household tenure, number of radio sets, access to digital platforms (TV, internet, DAB) etc...

- The respondent is then asked to keep a listening diary for one week, detailing for each quarter hour, which station they listened to, where, and on which platform. Only live listening is measured.
- The interviewer conducts a procedure in which each respondent is asked to sort through a set of cards with the names of radio stations available in the area. This is then used to personalise the respondent's diary.
- The diary also comprises a self completion questionnaire which covers media consumption including television viewing, newspaper readership, listening to podcasts and via mobile phone etc...
- At the end of the diary week, the interviewer comes back to the respondent's home to pick up the diary.

### 3.5. The data processing and reporting

- All the diaries are scanned and the data is quality checked.
- The data is then weighted so that the representation of each demographic group is restored to its correct proportion in the area.
- Results for each station are published on their TSA every quarter, with a sample based on the latest 3, 6 or 12 months of data depending on the size of the station's TSA.

## 4. The RAJAR measures of listenership

RAJAR measures for each station on the survey how many people listen to the station in an average week and how long they spend listening.

The listening data is collected by quarter hour. Respondents are asked to write in their listening if they have spent at least 5 minutes listening to a station within this time segment.

- **“weekly reach”** is the number of individuals listening to a station for at least 5 consecutive minutes in an average week
- **“weekly hours”** are the number of hours spent listening to a station in an average week.

The share for a station is calculated as its number of hours divided by the total All Radio hours in the station's TSA.

When the data is then used on a planning system to buy airtime, it allows an advertiser to estimate:

- the number of unique listeners that will be exposed to the spot,
- the average frequency with which each listener will hear the spot
- the socio-demographic profile of the listeners it will reach.

Each station is reported on a 3, 6 or 12 month sample, depending on its size. This is denoted by the letters Q, H or Y on the press release.

Each station is reported on its TSA, which size can range between 50,000 for the smallest station currently on the survey, to 51m adults for a National service.

Both geography and reporting period have to be taken into account when drawing comparisons between stations. For full details of what can be published, please check the [RAJAR Publication Code](#).

## 5. Profiling listeners with RAJAR

The following variables are available to RAJAR subscribers when analysing the data:

- demographics
  - sex
  - age
  - social grade
  - ethnic origin
  - region
  - working status
  - marital status
  - household composition
  - household tenure
  - employment status
  
- other media
  - media access
  - television viewing habits
  - internet use
  - mobile devices use
  - newspapers reading habits
  - cinema attendance

## 6. Where to find RAJAR data

- topline data such as weekly hours and weekly reach per station is free of charge and published every quarter on the RAJAR website [www.rajar.co.uk](http://www.rajar.co.uk)
- any more detailed information such as results by show, by time-band, by demographics, is only accessible to RAJAR subscribers.
- There are various levels of subscription depending on the requested level of details. For complete flexibility of analysis, you will also need a bureau licence, i.e. access to a RAJAR-licensed data analysis software. Full details on subscriptions can be found on [www.rajar.co.uk](http://www.rajar.co.uk)

