



RAJAR Publication Code complaint Q3 2017

A formal complaint has been made to RAJAR by Bauer Media Northern Ireland concerning Q Radio's compliance with section 11 of the 2016 RAJAR publication code relating to the promotion of its RAJAR audience figures for Q3 2017.

The publication code requires stations to make it clear where it is adding together more than one individually measured area (TSA). The absence of any such indication in promotional material is judged to be in breach of the code.

In this instance, Q Radio has claimed to reach 306,000 adults without making it clear that this figure is derived through the addition of 2 separately measured and reported TSA's.

The Q3 2017 published results for each are as follows:

- Q Radio (Belfast TSA) 140,000
- Q Radio (Northern Ireland ex Belfast) 166,000
- Total Q Radio = 306,000

As Q Radio has two separately measured TSA's, one specific to the Belfast area and the second covering a wider Northern Irish geography excluding Belfast, the following provides an illustration of how the combined station data should be described:

- Total Q Radio reaches.....
- Q Radio across Northern Ireland reaches
- Q Radio's combined audience is
- Total Q Radio Brand or network is

Q Radio acknowledges any published materials used from this day forward quoting a combined area "Total" must be caveated to one of the above descriptions.

The RAJAR Management Team

