



## **Changes to the RAJAR Survey Q1 2014**

8<sup>th</sup> April 2014

RAJAR is making the following changes to the survey, applicable from the release of the Q1 2014 RAJAR results.

Changes to the Self Completion questionnaire.

The RAJAR Board requested a review of the self-completion questionnaire that features at the beginning of the RAJAR diary. As a result, some questions have been eliminated while others have been modified or re-introduced. After a consultation between BBC and Commercial Radio it was decided to include the previous 'Business Influence' question. Due to constant evolution of Social Media, we have asked the respondent to indicate their usage, alongside which Social Media they engage in. Additionally, 'Station Awareness' has been recalled and will appear as the first question in the section.

Below is the summary of the modifications to the questionnaire. Please note that these changes only affect questions that feature on the self-completion questionnaire and that the recruitment questionnaire, as administered by the interviewer to collect all demographic information as well as platform ownership and use, has not been altered.

The RAJAR Team

FROM Q1 2014

STATION AWARENESS

1. Please indicate for each of the stations below, whether you have heard of it (even if you don't listen to it)

INTRODUCED – Q1 2014.

\*station awareness is dependent on stations measured in the area of the respondent.

TELEVISION

2. TV DAYS PER WEEK - During an average week, on how many days do you watch television?
3. TV HOURS WEEKDAYS - For about how many hours do you watch television on a typical weekday, that is on a Monday-Friday?
4. TV HOURS WEEKENDS - And for about how many hours do you watch television on a typical weekend day, that is Saturday or Sunday?

SAME QUESTION

SAME QUESTION

SAME QUESTION

SPECIALISED LISTENING

YOUR PERSONAL LISTENING

5. MOBILE PHONE - How often do you generally listen to the radio via your Mobile Phone?
6. MOBILE PHONE - What type of Mobile Phone do you use?
7. APPS – Have you heard of Radioplayer?
8. APPS – Have you ever use Radioplayer?
9. APPS – Have you ever used a Radio App on your mobile phone/tablet?
10. APPS – Was the app from an individual station or aggregated i.e Radioplayer, Tune-In)?
11. HEADPHONES - How often do you listen to the Radio via Headphones?
12. PODCASTS - How often do you listen to Podcasts (i.e audio) or video files (such as radio programmes) that you can download in order to listen to them as and when you choose?
13. LISTEN AGAIN – How often do you use the 'listen again' function on a Station website, Radioplayer or iplayer radio?

**Changed to** – How often do you generally listen to the radio via Mobile Phone/Tablet?

INTRODUCED

INTRODUCED

INTRODUCED

INTRODUCED

INTRODUCED

SAME QUESTION

SAME QUESTION

INTRODUCED?

<b>NEWSPAPERS</b>	
14. <b>NEWSPAPERS</b> - Please indicate if you have read the following newspapers in the last 7 days	<b>SAME QUESTION</b>
<b>SOCIAL MEDIA</b>	
15. <b>SOCIAL MEDIA – HOW OFTEN</b> How often, if at all, do you use the following social media?  16. <b>SOCIAL MEDIA – UPDATES</b> On which, if any, of the following social media do you currently receive updates about Radio Stations/Presenters	<b>INTRODUCED</b> *includes Facebook, Twitter, Google+, Pinterest, LinkedIn, Myspace, Instagram, Flickr, Tumblr, Vine  <b>INTRODUCED</b>
<b>CINEMA</b>	
17. <b>CINEMA</b> - Which of the following best describes how often you go to the cinema these days?	<b>SAME QUESTION</b>
<b>BUSINESS INFLUENCE</b>	
18. <b>BUSINESS INFLUENCE</b> - In an average year, how much do you spend or authorise to be spent, on behalf of your business/organisation that employs you?  19. <b>BUSINESS INFLUENCE</b> - And on which of the following business goods or services have you spent more than £5000 in that category in the past year?	<b>RE-INTRODUCED</b>  <b>RE-INTRODUCED</b>

**AUDIENCE REPRESENTATION**

**20. DISABILITIES – do you have any long-term disability, health problem or illness which limits your daily activities?**

**SAME QUESTION**

**21. DIFFICULTIES - Which of the following difficulties apply to you?**

**SAME QUESTION**

Please fill in this short questionnaire BEFORE starting to fill in your booklet.  
Simply draw an 'X' in the box (like this ) to show your answer.

### STATION AWARENESS

1 Please indicate for each of the radio stations listed below, whether you know of it (even if you haven't listened to it). Please put a cross in each box that applies.

ENTER 'X' IN EACH BOX THAT APPLIES	Know of it	ENTER 'X' IN EACH BOX THAT APPLIES	Know of it
XFM	<input type="checkbox"/>	BBC Radio Leeds	<input type="checkbox"/>
The Pulse of West Yorkshire	<input type="checkbox"/>	BBC Asian Network	<input type="checkbox"/>
Pulse 2	<input type="checkbox"/>	BBC Radio 1	<input type="checkbox"/>
THE HITS	<input type="checkbox"/>	BBC Radio 1Xtra	<input type="checkbox"/>
talkSPORT 1089/1053 AM	<input type="checkbox"/>	BBC Radio 2	<input type="checkbox"/>
Smooth Radio	<input type="checkbox"/>	BBC Radio 3	<input type="checkbox"/>
Planet Rock	<input type="checkbox"/>	BBC Radio 4 FM, LW & Digital	<input type="checkbox"/>
MAGIC	<input type="checkbox"/>	BBC Radio 4 Extra	<input type="checkbox"/>
LBC	<input type="checkbox"/>	BBC Radio 5 LIVE AM / MW & Digital	<input type="checkbox"/>
Kisstory	<input type="checkbox"/>	BBC Radio 5 LIVE SPORTS EXTRA	<input type="checkbox"/>
Kiss Fresh (was Smash Hits)	<input type="checkbox"/>	BBC 6 Music	<input type="checkbox"/>
Kiss	<input type="checkbox"/>		<input type="checkbox"/>
Kerrang Radio!	<input type="checkbox"/>		<input type="checkbox"/>
Jazz FM	<input type="checkbox"/>		<input type="checkbox"/>

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HEAT	<input type="checkbox"/>		<input type="checkbox"/>
Heart Yorkshire (was Real Radio)	<input type="checkbox"/>		<input type="checkbox"/>
Gold	<input type="checkbox"/>		<input type="checkbox"/>
Classic FM	<input type="checkbox"/>		<input type="checkbox"/>
Capital XTRA (was Choice FM)	<input type="checkbox"/>		<input type="checkbox"/>
105 Capital FM Yorkshire	<input type="checkbox"/>		<input type="checkbox"/>
Absolute Radio 90s	<input type="checkbox"/>		<input type="checkbox"/>
Absolute Radio 70s	<input type="checkbox"/>		<input type="checkbox"/>
Absolute Radio 60s	<input type="checkbox"/>		<input type="checkbox"/>
Absolute Radio 00s	<input type="checkbox"/>		<input type="checkbox"/>
Absolute Radio	<input type="checkbox"/>		<input type="checkbox"/>
Absolute Classic Rock	<input type="checkbox"/>		<input type="checkbox"/>
Absolute 80s	<input type="checkbox"/>		<input type="checkbox"/>
BBC World Service	<input type="checkbox"/>		<input type="checkbox"/>
		ANY OTHERS (please write in below):	<input type="checkbox"/>

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## TELEVISION

**2** During an average week, on how many days do you watch television?

- 7 days  
  6 days  
  5 days  
  4 days  
  3 days  
  2 days  
  1 day  
  Never watch TV

**PLEASE ANSWER BOTH Q3 AND Q4**

**Q3 Weekday   Q4 Weekend**

**3** For about how many hours do you watch TV on a typical **weekday** (Monday-Friday)?

**4** For about how many hours do you watch TV on a typical **weekend day** (Saturday or Sunday)?

- |                   |                          |                          |
|-------------------|--------------------------|--------------------------|
| None              | <input type="checkbox"/> | <input type="checkbox"/> |
| Less than one     | <input type="checkbox"/> | <input type="checkbox"/> |
| About 1-2 hours   | <input type="checkbox"/> | <input type="checkbox"/> |
| About 3-4 hours   | <input type="checkbox"/> | <input type="checkbox"/> |
| About 5-6 hours   | <input type="checkbox"/> | <input type="checkbox"/> |
| About 7-8 hours   | <input type="checkbox"/> | <input type="checkbox"/> |
| About 9-10 hours  | <input type="checkbox"/> | <input type="checkbox"/> |
| About 11-12 hours | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 hours or more  | <input type="checkbox"/> | <input type="checkbox"/> |

## YOUR PERSONALISED LISTENING

**5** How often do you generally listen to the radio via your **mobile phone/tablet**?

- Everyday  
  Most days  
  About once per week  
  About once per month  
  Less often  
  Never

**6** What type of **mobile phone** do you use?

- Smartphone (Samsung S4, iPhone, HTC, Windows Phone)  
  Standard phone (i.e. without advanced PC-like capabilities)  
  Don't know

**7** There is a website/app which gives you access to live, on demand and podcast radio from BBC and Commercial Radio. Have you heard of **Radioplayer**?

- Yes (answer Q8) ▶  
 No (skip to Q9) ▼

**8** Have you ever used **Radioplayer**?

- Yes  
 No

**9** Have you ever used a **Radio app** on your **mobile phone/tablet**?

- Yes (answer Q10)  
  No (skip to Q11)

**10** Was the **Radio app** from an **individual station** (e.g. BBC, Absolute, Kiss, Heart) or an **aggregator app** that features multiple stations (e.g. Tuneln, Radioplayer)?

- Individual station (e.g. BBC, Absolute, Kiss, Heart)  
  Aggregated stations (e.g. Tuneln, Radioplayer)

**11** How often do you listen to the radio via **headphones**?

**12** How often do you listen to **podcasts** i.e. radio/audio programmes that you can download in order to listen to them when and where you choose?

**13** How often do you use the 'listen again' feature on a station website, Radioplayer or iPlayer Radio?

- |                    | Q.11 Radio via Headphones | Q.12 Podcasts            | Q.13 Radio via Listen Again |
|--------------------|---------------------------|--------------------------|-----------------------------|
| Everyday           | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/>    |
| Most days          | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/>    |
| About once a week  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/>    |
| About once a month | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/>    |
| Less often         | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/>    |
| Never              | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/>    |

## NEWSPAPERS

**14** Please indicate if you have read the following newspapers in the last 7 days

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> The Sun (Mon-Sat)<br><input type="checkbox"/> Daily Mirror<br><input type="checkbox"/> Daily Record<br><input type="checkbox"/> Daily Star<br><input type="checkbox"/> Sunday Sport<br><input type="checkbox"/> Sunday Express<br><input type="checkbox"/> The Observer | <input type="checkbox"/> Daily Express<br><input type="checkbox"/> Daily Mail<br><input type="checkbox"/> Metro<br><input type="checkbox"/> The Daily Telegraph<br><input type="checkbox"/> The Sunday Post<br><input type="checkbox"/> The Sunday Times<br><input type="checkbox"/> Scotland on Sunday | <input type="checkbox"/> The Independent<br><input type="checkbox"/> The Guardian<br><input type="checkbox"/> The Times<br><input type="checkbox"/> Financial Times<br><input type="checkbox"/> The Mail on Sunday<br><input type="checkbox"/> The Sunday Telegraph<br><input type="checkbox"/> The Independent on Sunday | <input type="checkbox"/> The Herald<br><input type="checkbox"/> The Sun (Sunday)<br><input type="checkbox"/> Sunday Mirror<br><input type="checkbox"/> The People<br><input type="checkbox"/> Sunday Mail (Scot)<br><input type="checkbox"/> The Sunday Herald<br><input type="checkbox"/> None of these |
|--|---|---|--|

**SOCIAL MEDIA**

**15** How often, if at all, do you use the following social media?

	Several times a day / daily	A few times a week	About once per week	A few times a month / once a month	Less than once a month	Never
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google +	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Myspace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tumblr	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flickr	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**16** On which, if any, of the following social media do you currently receive updates about Radio Stations or Presenters?

<input type="checkbox"/> Facebook	<input type="checkbox"/> LinkedIn	<input type="checkbox"/> Google +	<input type="checkbox"/> Instagram	<input type="checkbox"/> Flickr
<input type="checkbox"/> Twitter	<input type="checkbox"/> Pinterest	<input type="checkbox"/> Myspace	<input type="checkbox"/> Tumblr	<input type="checkbox"/> Vine

**CINEMA**

**17** Which of the following best describes how often you go to the cinema these days?

Every week     Every month     Several times a year     1-2 times a year     Not in past year

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**BUSINESS INFLUENCE**

**18** In an average year, how much do you spend, or authorise to be spent, on behalf of your business / the organisation that employs you?

Less than £10,000	Between £10,000 and £30,000	Between £30,000 and £100,000	More than £100,000	Not applicable
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**19** And on which of the following business goods and services have you spent or authorised more than £5,000 in that category in the past year?

<input type="checkbox"/> Travel / Entertainment	<input type="checkbox"/> Office equipment	<input type="checkbox"/> IT services
<input type="checkbox"/> Car buying / leasing	<input type="checkbox"/> Food & catering	<input type="checkbox"/> Advertising / research
<input type="checkbox"/> Recruitment / training	<input type="checkbox"/> Materials / components	<input type="checkbox"/> Legal services
<input type="checkbox"/> Computers	<input type="checkbox"/> Property acquisition	<input type="checkbox"/> Financial services
<input type="checkbox"/> Stationary & print	<input type="checkbox"/> Maintenance / leasing	<input type="checkbox"/> Other

**AUDIENCE REPRESENTATION**

There is no obligation to answer this section; however, in order to ensure that we represent the views of all people regardless of physical or mental capability, and to help broadcasters meet the needs of the audience, it would be extremely helpful if you could answer.

**20** Do you have any long-term disability, health problem or illness which limits your daily activities?

Yes (answer next question)     No (skip next question)     Prefer not to say (skip next question)

**21** Which of the following difficulties apply to you?

Difficulty in hearing     Difficulty in seeing     Other physical difficulties     Other health problems or disabilities

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