



PRESS RELEASE

RAJAR RADIO LISTENING FIGURES RETURN FOR Q3 2021 WITH NEW AND ENHANCED METHODOLOGY

RAJAR has confirmed new radio listening figures will be published on Thursday 28th October 2021.

The new figures will be the first to use an enhanced methodology designed to equip stations with an even more robust insight into their audience.

The industry survey has been suspended since March 2020 after Coronavirus restrictions forced all face-to-face market research to be suspended.

The suspension prompted RAJAR to immediately undertake an extensive review to both enhance the methodology using the latest methods available, and to ensure the safe return of face-to-face surveys.

The revised approach sees the existing survey design adapted to broaden its data gathering sources with the inclusion of panellists and MediaCell technology for the first time, alongside face-to-face recruited respondents; capturing listening from both diaries and mobile devices.

This flexible, enhanced methodology provides greater stability and security for future RAJAR surveys whilst optimising resource and creating a firm foundation for future development.

The RAJAR Board, its technical advisors, the IPA and ISBA have approved the implementation of these modifications with immediate effect.

Jerry Hill, Chief Executive of RAJAR said: "As with many sectors, we have faced an unprecedented set of challenges during the pandemic. The team at RAJAR with the enormous support of our research partners Ipsos and RSMB, have developed a flexible design that both strengthens the service both now and for its future evolution."

Nick North, Director of Audiences, BBC said: "Coming out of such a difficult period RAJAR has acted with speed and innovative flair without compromising the rigour and quality of its service, to produce a new, best in class industry currency incorporating the electronic measurement of listening. It's a huge leap forward, and credit to the RAJAR executive, to Ipsos and RSMB for making it happen."

Ian Moss , CEO Radiocentre said : “The return of new RAJAR audience data following the Covid-driven hiatus is welcome news. The evolution in methodology is a good thing for the future of the industry, whilst helping to insure against future interruptions to data collection.”

Belinda Beeftink , Research Director, IPA said: “The pandemic has required RAJAR to be quick and agile in delivering an adapted measurement approach whilst preserving the stability and robustness of the data. This is a way forward which will serve audio measurement well going forward.”

Steve Chester, Director of media, ISBA said: “RAJAR has risen to the significant challenge that the COVID pandemic has presented to industry currencies and used it as an opportunity to evolve and enhance the already highly trusted, accountable and robust measurement of audio listening that RAJAR delivered, to a future facing model. ISBA and its members look forward to this new chapter of audio measurement.”

Note To Editors

1. In restarting the service, the first set of published results will include an extended Q3 sampling period to provide the most robust and reflective data possible.
2. Given the absence of new audience figures for more than a year, the usual yearly and quarterly comparisons cannot be provided by RAJAR until the data set has been able to fully repopulate over the necessary time period.
3. MediaCell is proprietary passive technology owned by Ipsos MORI which runs as an Application on a smartphone. It identifies listening to radio stations by Audio Content Recognition (ACR) techniques.

About RAJAR

RAJAR is the independent Joint Industry Currency service responsible for providing the official measurement of radio audiences in the UK. RAJAR is jointly owned by the BBC and the Radiocentre, the trade body for the Commercial Radio sector. The interests of the advertisers (ISBA) and the advertising agencies (IPA) are represented directly within the general and technical management of the service. (www.rajar.co.uk)

For Further Information

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