

**Strictly Embargoed Monday 20<sup>th</sup> July 2020 12.00pm**

**COVID-19 RAJAR Survey Update – RAJAR Announces Changes Due To COVID-19**

RAJAR, the radio joint audience research body in charge of measuring radio audiences in the UK, today announces a change in the way RAJAR data is to be reported due to the COVID-19 pandemic.

RAJAR respondents are recruited, and research conducted, using face-to-face, door-to-door methodology. Over the years this has proven to be a tried and tested, robust and consistent system to track radio listening. However, due to lockdown and social distancing measures, all market research conducted using face to face interviewing was suspended.

Although certain types of face-to-face related research surveys may return at some stage, the complexity and exacting nature of the RAJAR survey, combined with new working practices required to comply with social distancing, means that it is possible that disruption will remain for several quarters to come and probably into next year.

The RAJAR Board is reviewing methods that in the longer term are less reliant on face-to-face contact. The development of an upgraded system is underway with RAJAR's research partners, and a number of options have presented themselves.

In the meantime, as it has not been possible to conduct a reliable RAJAR survey since lockdown began, the RAJAR Board has taken the decision that until a new measurement system commences, published RAJAR numbers will be based on historical data incorporating revised census population information.

This data set will be published into the various trading systems, in the normal way, until a new measurement system commences.

It is clear from the significant uplift in online listening, as observed in all the major broadcaster's IP connected streams, and widely reported on recently, that new patterns of radio listening behaviour have emerged during lockdown and RAJAR will also provide the industry with more general insights into listening behaviour.

In the meantime, the focus will be on conducting various futures related development work, pertaining to the design, testing and implementation of an enhanced RAJAR system to be operational as soon as is practical.

Further information on the new service will be released once results of the validation tests have been assessed.

ENDS