



Public use of RAJAR twelve month data from Q2.

In light of RAJAR data being frozen from the point of the survey being suspended due to COVID19, RAJAR has received a number of queries regarding the public use of data in the absence of new survey data. This note is intended to help clarify the position.

In order to preserve a viable trading currency over the disrupted period from Q2 , audience data based on the twelve month period of Q2 2019 to Q1 2020 has been loaded into the trading/bureaux systems incorporating the annually applied population updates. This data is classified as Q2 in the systems however it will remain until the new service resumes.

Q1 2020 is the most recent set of published reports however, during these unprecedented times with no new listening data available, if a station wishes to publicly use the 12 monthly figures, they can do so as long as the data is sourced correctly.

To uphold the aims of the publication code to provide transparency , the following is advised to be accompanied with this data :

**From Q2 , the RAJAR Survey has been suspended as a consequence of COVID19. These station audience figures are not based on new survey data but are calculated on past data reported over the 12 months to Q1 2020 , incorporating population updates.*

As now , this data if used, is not comparable with any other quarter or against competitors, nor can they be used to create a viable trend.

For any station that wishes to publicly use their 12-month station data and doesn't have access to this please contact RAJAR.

For further clarification of Publication, please contact Lyndsay@rajar.co.uk

RAJAR Management Team