



### **RAJAR Update**

The ongoing Covid-related disruption has meant that a return to Face-to-Face fieldwork on a significant scale remains unviable. Consequently, radio stations can continue to use the 12-month RAJAR data for the period ending Q1 2020, at least until the end of this year. This data is updated each Quarter for trading purposes to reflect cosmetic changes (e.g. modifications in station groupings and station name changes). The next trading update is released on Wednesday, October 21st - the date originally scheduled for the Q3 RAJAR data release.

Since the original lockdown in March 2020, RAJAR has embarked on a programme to examine all possible alternatives to a solus Face-to-Face methodology. We have completed many tests to determine what can and cannot work to provide a sustainable and resilient measurement service. Plans are advanced for a return of service early in the New Year and further details will be announced in due course.

In the meantime, RAJAR will release an update on our “Listening in Lockdown” report at the end of October. This will focus on UK listening behaviour between July and September 2020, using data from the RAJAR Tracking Panel, and will be publicly available.

Should you have any further questions, please do not hesitate to get in contact with any member of the RAJAR team.

RAJAR Management Team