



Radio Joint
Audience
Research
Limited

CHANGES TO THE RAJAR SURVEY FOR Q1 2010

1st March 2010

RAJAR is making the following changes to the survey, applicable from the release of the Q1 2010 RAJAR results.

a) 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. Also, at the request of the BBC, a question on audience representation has been added. This will help the BBC to verify that they are catering for audiences with special needs.

Attached 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.

b) Changes to regions

The ISBA regions have been discontinued and they are replaced with non-overlapping ITV regions. These are the same non-overlapping regions that have been introduced by BARB with their new 2010 contract. We hope this will help with planning cross media campaigns.

c) New Mosaic and ACORN codes

Mosaic have introduced a new segmentation with the addition of new groups, while ACORN have updated their classification. Along with BARB and the NRS, RAJAR is introducing Mosaic's new segmentation and ACORN's new classification from Q1 2010 and is providing back data for the full year. We hope this data will help users to prepare for this change.

The RAJAR Team

until Q4 2009

RADIO LISTENING

1. STATION AWARENESS

Please indicate for each of the radio stations listed below, whether you know of it, (even if you haven't listened to it).

2. CHOICE

How much of the time that you hear a radio are you listening to a station that you, yourself, have chosen?

TELEVISION

3. TV DAYS PER WEEK

During an average week, on how many days to you watch television?

4. TV DAYPART WEEKDAYS

Which times of day do you watch television on a typical **weekday**?

5. TV DAYPART WEEKEND

And which times of day do you watch television at the **weekend**, on Saturday or Sunday?

6. TV HOURS WEEKDAYS

For about how many hours do you watch television on a typical **weekday**, that is on a Monday-Friday?

7. TV HOURS WEEKEND

And for about how many hours do you watch television on a typical **weekend** day, that is Saturday or Sunday?

8. SPLIT BBC / COMMERCIAL TV

What proportion of your total television viewing is of BBC1 and BBC2?

INTERNET

9. EMAILS - WHERE

Where have you either sent or received e-mail in the last 3 months?

10. INTERNET - WHERE

Where have you accessed the Internet (other than to use e-mail) in the last 3 months?

11. STATION WEBSITE

Have you ever visited a radio station's website?

12. INTERNET ACTIVITIES

Have you ever used the Internet for the following?

from Q1 2010

DELETED

DELETED

SAME QUESTION
Removed the "less often" category

DELETED

DELETED

SAME QUESTION

SAME QUESTION

DELETED

DELETED

DELETED

DELETED

DELETED

HEADPHONES & MOBILE DEVICES

13. MOBILE PHONE OWNERSHIP

Do you have a mobile phone?

14. FREQ LISTENING VIA MOBILE PHONE

How often do you generally listen to the radio via your mobile phone?

15. LISTENING VIA HEADPHONES

Do you ever listen to the radio via headphones?

16. MP3 PLAYER OWNERSHIP

Do you own a portable MP3 player, such as an iPod or similar device?

17. FREQ LISTENING TO PODCASTS

Do you ever listen to podcasts, ie. audio or video files (such as radio programmes) that you can download in order to listen to them as and when you choose.

NEWSPAPERS

18. NATIONAL / LOCAL READERSHIP FREQ

Please indicate, for each of the newspapers listed below, how often you read it.

(almost always, quite often, only occasionally, not in the past year)

CINEMA

19. FREQ GO TO THE CINEMA

How often do you go to the cinema these days?

(once a week or more often / 2 or 3 times a month / once a month / once every 2 or 3 months / 2 or 3 times a year / less often / not in the past year)

BUSINESS EQUIPMENT AND SERVICES

20. BUSINESS INFLUENCE - AMOUNT

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

21. BUSINESS INFLUENCE - CATEGORY

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?

DELETED

SAME QUESTION

CHANGED TO FREQUENCY QUESTION

How often do you listen to the radio via headphones?

DELETED

SAME QUESTION

CHANGED TO NATIONAL NEWSPAPERS ONLY / LAST 7 DAYS

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

SIMILAR QUESTION

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)

DELETED

DELETED

NEW SECTION:

AUDIENCE REPRESENTATION

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

Which of the following difficulties apply to you?

NEW SELF COMPLETION QUESTIONNAIRE AS IT APPEARS ON THE DIARY:

TELEVISION

1 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 Q2 AND Q3 **Q2 Weekday** **Q3 Weekend**

2 For about how many hours do you watch TV on a typical weekday (Monday-Friday)?	None	<input type="checkbox"/>	<input type="checkbox"/>
	Less than one	<input type="checkbox"/>	<input type="checkbox"/>
3 For about how many hours do you watch TV on a typical weekend (Saturday or Sunday)?	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"/>

SPECIALISED LISTENING

4 How often do you generally listen to the radio via your mobile phone ?		Q.4 Radio via Mobile Phone	Q.5 Radio via Headphones	Q.6 Podcasts
5 How often do you listen to the radio via headphones ?	Everyday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 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?	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

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

The Sun	<input type="checkbox"/>	Daily Express	<input type="checkbox"/>	The Independent	<input type="checkbox"/>	The Herald	<input type="checkbox"/>
Daily Mirror	<input type="checkbox"/>	Daily Mail	<input type="checkbox"/>	The Guardian	<input type="checkbox"/>	News of the World	<input type="checkbox"/>
Daily Record	<input type="checkbox"/>	Metro	<input type="checkbox"/>	The Times	<input type="checkbox"/>	Sunday Mirror	<input type="checkbox"/>
Daily Star	<input type="checkbox"/>	The Daily Telegraph	<input type="checkbox"/>	Financial Times	<input type="checkbox"/>	The People	<input type="checkbox"/>
Sunday Sport	<input type="checkbox"/>	The Sunday Post	<input type="checkbox"/>	The Mail on Sunday	<input type="checkbox"/>	Sunday Mail (Scot)	<input type="checkbox"/>
Sunday Express	<input type="checkbox"/>	The Sunday Times	<input type="checkbox"/>	The Sunday Telegraph	<input type="checkbox"/>	The Sunday Herald	<input type="checkbox"/>
The Observer	<input type="checkbox"/>	Scotland on Sunday	<input type="checkbox"/>	The Independent on Sunday	<input type="checkbox"/>		

CINEMA

8 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

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.

9 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)

10 Which of the following difficulties apply to you?
Difficulty in hearing Difficulty in seeing Other physical difficulties Other health problems or disabilities