



Misrepresentation of RAJAR Radio audience listening figures - The Irish News

An article published in the Irish News dated August 2nd, 2018 by the Business Editor reported numerous inaccuracies in the official RAJAR data. The article quoted Q2 2018 RAJAR data for All Commercial radio and individual radio brands in Northern Ireland were incorrect and therefore misleading to the reader.

Please note the misleading information and corrections as follows;

- The headline: "It's a summer switch-off for commercial radio, says RAJAR figures" and the second sentence: "All of the north's advertising-led platforms lost listeners in the last three months compared with the same period a year ago, with close to 80,000 people reaching for the off button." The correct figures state that All Commercial radio reach went down 9,000 Quarter on Quarter and went up by 19,000 year on year.
- The headline: "The numbers also slipped back year-on-year at Q Radio down 24,000..." - the correct figures show a year on year decline for Q Radio of 29,000. Q Radio Network (or Total Q Radio declined by 24,000 year on year)
- The headline: "And the numbers also slipped back year-on-year at...Cool FM (down 9,000) - The correct figure is that in Q2 2018 Cool FM suffered a drop of 1,000 listeners Year on Year.

The Irish news have acknowledged the inaccuracies and the original article has since been corrected online and also in the printed version of the Business supplement dated Tuesday August 21st, please see below.

<http://www.irishnews.com/business/2018/08/02/news/it-s-a-summer-switch-off-for-commercial-radio-says-rajar-figures-1397010/>

The RAJAR Management Team