



Changes to the RAJAR Survey Q3 2014

October 22nd 2014

RAJAR is making changes to the Respondent Level Data that is received by RAJAR Subscribers. This data has been updated to include the latest version of Mosaics.

Mosaic is an industry standard segmentation produced by Experian; this is updated every few years. The latest version on Mosaic classifications provides the radio industry with up-to-date demographics, lifestyles, purchasing behaviour, technology adoption, communication channel preferences of all individuals and households in the UK.

The RAJAR Team