



Changes to the RAJAR Survey Q1 2015

May 5th 2015

RAJAR is making the following changes to the survey, applicable from the release of the Q1 2015 RAJAR results.

Ethnic Categories

RAJAR has updated the ethnic categories and are now reflective of the Census categories.

Quarterly Summary

The RAJAR Quarterly Summary has now been simplified and appears as a Station only document, inclusive of Total Ownership Groups and Quasi-National Brands. The Subscriber composed Groups have been removed.

The RAJAR Team