

Radio/Audio Audience Measurement – Selected Diary and other Methodology Countries

	UK	France	Italy	Switzerland	Netherlands	Germany	Australia
Survey Size	60,000 diaries per year + 750 diary boost panel + 5,000 MediaCell panel	100,000 CATI interviews	200,000 CATI interviews per year: 120,000 local radio + 80,000 national radio	2,000 MediaWatch panel	3,300 MediaCell and e-diary panel	67,000 telephone and online interviews per year	65,000 (5 Metro markets + 3 regional markets) + 2,000 MediaWatch panel
Research methodology description	F2F recruitment plus diary / meter panel hybrid dataset published quarterly	CATI Day After Recall; RateOnAir meter panel used for EAR Insights study	CATI published quarterly	CATI recruitment plus Mediawatch; daily reporting	Passive meter panel (audio matching & watermarking); DAR: e-Diary for 13-17s	CATI Day After Recall and 2-week online diary; diary and station log files integration	F2F/online recruitment; Hybrid measurement: Diary + census + meter panel
Date introduced	1992		2012	2001	2023		2014
Research contractor	Ipsos	Médiametrie	GfK & Ipsos	GfK	Ipsos	MMC	GfK
Previous contractor if changed					GfK		Nielsen
Name of commissioning Industry body	RAJAR	Médiametrie	Audiradio	Mediapulse	NMO	agma	CRA
Latest Developments	Diary boost panel expanded to 750 from 2026	Mixed mode (adding CAWI) from Sep 26	Working with Auditel on a census-based solution for streaming and catch-up consumption			Podcast reporting includes synthetic cases, based on 18,000 online sample	

Radio/Audio Audience Measurement – Selected Diary and other Methodology Countries (Continued)

	Denmark	Norway	Iceland	Finland	Sweden	Canada	USA
PPM Panel Size	1,860 Individuals	2,000 Individuals	500 Individuals	n/a	1,500 Individuals	4,470 Households	70,000 Individuals
Research methodology description	PPM for National radio (RateOnAir) and 16,000 CATI for Local radio (Gallup Local Radio Index)	PPM for National radio and 36,000 CATI for Local radio	PPM	17,250 diaries	RateOnAir meter for National radio and 30,000 CATI for Local radio	PPM, diary and DAR (CATI)	PPM for 48 markets and Diaries for other 225 markets
Date introduced	Jan 2008	2006	2008	1991	Aug 2012	Montreal 2008; All other markets from 2009	2007
Previous methodology if changed	Diaries	CATI	Diaries		CATI since 1994	Diaries	Diaries
Research contractor	Fifty5Blue	Nielsen	Gallup Iceland / Fifty5Blue	Finnpanel	Fifty5Blue	Numeris, radioCount	Nielsen
Previous contractor if changed		Kantar					Arbitron (acquired by Nielsen in 2013)
Latest Developments	Headphone listening is added to the numbers daily via attribution model; PPM wearables introduced	Introduction of Nielsen PPM wearables from 2023	Looking to introduce watches as a measurement tool in 2025		Headphone listening is added to the numbers daily via attribution model		

Updated: July 2026