

Radio Audience Measurement – Selected Diary and other Methodology Countries

	UK	France	Italy	Switzerland	Netherlands	Germany	Australia
Survey Size	60,000 diaries per year + 500 diary boost panel + 5,000 MediaCell panel	100,000 CATI interviews	120,000 CATI interviews per year	2,000 MediaWatch panel	3,100 MediaCell and e-diary panel	65,000 telephone 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 interviews; 10 month period from September - June	CATI published quarterly	CATI recruitment plus Mediawatch; daily reporting	Passive meter panel (audio matching & watermarking); DAR: e-Diary for 13-17 age group	CATI Day After Recall interviews	F2F/online recruitment; Hybrid measurement: Diary + census data + 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	TER	Mediapulse	NMO	agma	CRA (Commercial Radio Australia)
Latest Developments	Hybrid methodology fully operational from 2023	5,500 RateOnAir meter panel used for EAR Insights study				ma Audio integrates diary and station log files	Radio360 launched in 2023

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

	Denmark	Norway	Iceland	Finland	Sweden	Canada	USA
PPM Panel Size	1,700 Individuals	2,000 Individuals	500 Individuals	n/a	1,550 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 35,000 CATI for Local radio	PPM	18,000 diaries (52 weeks of the year)	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	Kantar	Nielsen	Gallup Iceland / Kantar	Finnpanel	Kantar	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; will introduce smartwatch meters	Introduction of Nielsen PPM wearables from 2023	Looking to introduce watches as a measurement tool in 2025	Development of a mobile diary	Headphone listening is added to the numbers daily via attribution model		Rollout of PPM wearable meters from May 2022