

Radio Audience Measurement - Diary and other Methodology Countries

	U.K	France *	Italy**	Switzerland	Netherlands	Germany	Australia***
Survey Size	100,000	126,000 CATI Interviews 10 month period from September - June	120,000 CATI interviews per year plus meter data from 12,000 panellists	52,000 measured respondent weeks per year	45,000 diaries per year + 300 Mediawatch sample per month	65,000 telephone interviews per year	65,000 (5 Metro markets + 3 regional markets)
Research methodology description	Continuous Diary Paper or online 50 weeks of the Year. Results Quarterly.	CATI Interviews. Via Landline Phone.	CATI / meter hybrid dataset published quarterly	CATI recruitment plus Mediawatch; daily reporting	CATI / Online recruitment plus hybrid diary / Mediawatch; monthly reporting	Telephone Interview. Yesterday recall.	F2F/online recruitment plus diary (paper / e / m) completion
Date introduced	1992		2012	2001	2010		Jan - 2014
Research contractor	Ipsos-Mori	Mediametrie	GfK	GfK	GfK	AG.MA	GfK
Previous contractor if changed							
Name of commissioning Industry body	Rajar	Mediametrie	GfK	IHA-GfM	Stichting NLO	JIC-CIM	CRA (Commercial Radio Australia)
Latest Developments	Tested Mediacell 2012/2013	Additional Electronic Measurement called RateonAir Meter (watermark technology)	First electronic source of hybrid radio media planning data in Italy	Combining the Mediawatch with an app	Testing use of smartphone apps to measure radio	No proposals to test Electronic Measurements	GfK won the Measurement contract from Nielsen in 2013

Radio Audience Measurement

Diary and other Methodology Countries Cont.....

	Denmark	Norway	Iceland	Finland	Sweden	Canada	USA
PPM Panel Size	750 Individuals	850 Individuals	500 Individuals	18000	1000 Individuals	4470 Households	70,000 Individuals
Research methodology description	PPM for National radio and CATI for local radio	PPM for National radio, CATI (day after recall) for local radio	PPM for Radio and TV (Single Panel)	Diaries (52 weeks of the year)	PPM for National radio and 35,000 CATI for local radio	PPM for National Balance and mix of PPM and Diaries for other markets	PPM for top 50 markets and Diaries for other markets
Date introduced	Jan 2008 onwards	2006 onwards	2008 Onwards	1991	Aug 2012	Montreal 2008 All other markets from 2009	Sept 2008 to Dec 2010
Previous methodology if changed	dairy survey since 1997	CATI	CAPI Diaries		CATI since 1994	Diaries	Diaries
Research contractor	TNS Gallup	TNS Gallup	Capacent Gallup	Finnpanel KRT	TNS Sifo	BBM Canada**	Arbitron
Previous contractor if changed	TNS Gallup	TNS Gallup	Capacent Gallup	Finnpanel KRT	TNS Sifo	BBM Canada	Arbitron
Latest Developments				Investigating Mediacell App			

Note

*Additionally Mediacell App being tested in South American countries, UAE, New Zealand and China has been deployed in Kenya.

** Italy – as of 2013 all 15 national radios and 7 of the largest local networks decided therefore to expand the Ipsos MediaCell study

***The target minimum samples for each survey for the Australian metropolitan markets is: Sydney – 2,400 people 10+, Melbourne – 2,400, Brisbane – 2,000, Adelaide – 1,750, Perth – 1,850