

Readership measurement in Europe



1994 Report on
newspaper and
magazine readership
measurement in Europe

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READERSHIP MEASUREMENT IN EUROPE

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Surveys Measuring Readership

A large number of media surveys collect data on readership. For this first ESOMAR summary, it was decided to restrict the field to national general surveys, but also to include the more specialized international surveys because of their multinational interest.

Altogether, five criteria have been used to select the national surveys:

- (a) They must be national.
- (b) They must be general.
- (c) They must have more than one media sponsor/subscriber.
- (d) Measurement of newspaper and/or consumer magazine readership must count as one of their primary aims.
- (e) They must be conducted and reported on regularly. Or, if they are new surveys, such as AEPM and RQRN in France, or Sverige Media in Sweden, they must plan to be conducted and reported on at regular intervals.

On this basis the ESOMAR working party has identified 33 eligible national surveys, and three international surveys for inclusion in this summary. Information about them all has been obtained directly either from the research companies carrying out the fieldwork, or from bodies commissioning the surveys, during September and October of 1994. Mostly, the details given to the ESOMAR working party refer to the current (i.e. ongoing survey), though they sometimes relate to the most recently completed survey period. Differences between successive surveys are generally quite small, but where they have occurred recently, they have mostly been registered in the table footnotes, whilst any future changes planned or under consideration for later this year and 1995 are mentioned in Table 18 of this summary.

The following text is mainly intended to provide further clarification of the table headings and contents. First, some general remarks to preface the notes.

(1) The current state of play of readership surveys is clear in Western Europe, and not so clear in Eastern Europe, which appears to have been served by a fair number of ad hoc studies. Accordingly, the selection of Eastern European studies in this review may not be comprehensive. Our enquiries quickly drew attention to three prominent national surveys: Media Project in the Czech Republic - so far the only Eastern European country to have formed a joint industry structure for running national readership research; Pentor in Poland; and Szonda IPSOS in Hungary. Besides these, we were also pointed to four additional national surveys being carried out regularly by GfK in Bulgaria, Hungary, Poland and Romania (the Romanian survey is conducted by a partner company). This may not be a complete list, and discussions with several contributors indicated that significant changes could occur quite rapidly.

(2) For the 36 surveys, which the working party has identified as meeting its five criteria, costs, affordability, geographic dispersion of the survey universe, climate, number of titles to be measured, and other factors besides, have all contributed to great diversity. In addition, three broad functional categories are manifest. Some surveys, such as the French AEPM or PQRN, exhibit a clear priority of measuring readership. Others, like the German Media Analyse or Greek Bari are intended as multimedia surveys, whilst a third group, comprising such surveys as the Austrian ÖVA or British TGI emphasize product and media consumption.

Although it is possible to find typical instances of each broad category, there are, of course, many shades of grey, or areas where surveys defy easy classification. The same goes for several of the column headings in the accompanying tables. For example, Table 4 distinguishes between primary and secondary media; primary media being those which the survey concentrates on covering, and secondary media, those which it also covers. Inevitably, such classifications are partly subjective, and doubtless different opinions will often be given depending on who is asked. To compensate for the sometimes crude classifications, the following tables contain numerous footnotes in order to convey more fully the flavour of each survey.

(3) Compared with television peplemeter measurement, readership surveys have a longer and seemingly much more voluminous history of methodological scrutiny. Part of the attraction must be attributed to the sizeable demands that readership questions make on human memory, and to the consequent numerous variables of data collection that could affect readership estimates. Over the years, several different methodologies and measures have been introduced, and over the last decade, the biennial Worldwide Readership Symposia have become an important forum for debating the numerous conceptual and empirical issues arising from readership research. By way of background material, Research Services Limited (RSL) has supplied the symposia with two yearly reports, which give a very detailed description of sampling and interview methods, including the sequence and wording of questions, for many of the principal readership surveys round the world. About 20 of the surveys covered in this report are described in detail in the 1993 summary.

Readers are referred to the RSL summaries and to the extensive documentation of the symposia proceedings for a more complete picture of the methodological aspects of the surveys. Important though the methodological details are for a critical understanding of the surveys, the present review has sought both to avoid duplication of effort with the RSL summaries, and to concentrate instead on providing a user reference guide to what the national and international surveys supplying readership data cover. As a result, the methodological classifications are broad and may very easily conceal important variations of detail, some of which are commented on briefly. In what follows, surveys are referred to by the abbreviations in the tables, with the full names being given in Table 1.

Survey Structure and Organization (Table 1)

As with television and radio, three basic forms of controlling structure are apparent.

(a) Nine of the surveys have been classified as JIC: that is to say, some form of joint industry committee (or body - the NRS (UK), for example, is constituted as a limited company) is responsible for specifying the survey design and contracting fieldwork. Members of the JIC, however constituted, are trade associations representing the three main user groups of media, advertisers, and advertising agencies/media buyers. SUMMO (Netherlands) also has a tripartite industry structure; however, its membership comprises individual companies rather than their representative trade associations. In general, the JIC label identifies instances where a single accepted industry source supplies readership data that are used for buying and selling space.

(b) A further eight surveys are sponsored by single interest groups; usually the media, but not necessarily so as the BMI (Denmark), for instance, is contracted by the Danish advertising association. At the same time, the DMMI (Denmark), though funded by media owners, employs a joint industry committee for survey specification, and a joint industry body (CESP) has a technical quality control function for the French newspaper and magazine surveys.

(c) About half the surveys count as "Own service"; that is to say, the initiative and control over the survey results rests with the research supplier, albeit the survey in question may only take place because it is guaranteed by one or more purchasers of the data. Most of the combined media and product consumption surveys come under this heading.

Fieldwork for the surveys is mostly undertaken by one, sometimes two, and occasionally three research companies. MA (Germany) differs sharply from all the others by employing a total of nine institutes to conduct the fieldwork. This raises an important methodological issue: namely, the influence of the interviewer on the survey findings. One reason why the MA uses so many fieldwork institutes is that past experience has shown that each has its own signature, or distinctive pattern of results. Accordingly, the selection and rotation of fieldwork institutes is carefully controlled in order to preserve the stability of survey findings.

Fieldwork Dates and Reporting Intervals (Tables 2 and 3)

Surveys have been categorized according to whether the fieldwork has been carried out continuously, or conducted in waves (i.e. batches of interviews). The label, continuous, does not necessarily mean that a survey has been conducted across all twelve months of the year, nor does the label, wave, imply the contrary. The actual number of interviewing months and days are given in the three right hand columns of Table 2. In brackets under "Interview Months" are the dates for the survey year, corresponding with the annual reporting cycles. A survey like the NRS (UK), which runs continuously across all months of the year, has no real beginning or end; however, it is put down as Jan-Dec since one of the twice yearly printed reports covers the calendar year, Jan-Dec (the other period being Jul-Jun).

Except for the BMI (Denmark), which reports very little in print apart from basic sample tabulations, all other surveys publish printed reports of varying depth (at one extreme, the British TGI runs into 34 volumes), and many provide supplementary intermediate reports. Often the main reports are issued on a rolling basis. This can be inferred by comparing their frequencies with the periods covered in Table 3. Where fieldwork was conducted across all months of the reporting interval (e.g. 12 months out of 12), Table 3 states the number of months; otherwise, the reporting interval is labelled with an adjective (e.g. annual, half yearly, and so on).

In general, the main cycles for the printed reports coincide with the cycles for updating the electronic databases. Information about the electronic forms in which survey data are conveyed was not collected systematically; however, comments by the contributors reveal a variety of distribution channels. The strong tendency in the smaller markets, where own service operations predominate, is for users to have PC-based systems with software installed by the research supplier. The data are usually supplied by diskette (along with software updates), or by telephone links. In larger markets, and/or in countries with JICs, several distribution methods might be available, and data are usually purchasable by third party software houses (computer bureaux). Invariably, the third party software houses are restricted by their licenses to sell their services to purchasers of the data. Yet, however the electronic data are released, whether at the level of individual respondent or aggregated, or both, it appears that with one or two exceptions only (e.g. Bari), they are supplied in converted form with pre-calculated weights and probabilities.

Coverage of Media (Tables 4-6)

As mentioned earlier, the distinction between primary and secondary media is partly subjective. But for Audipress (Italy) and PQRN (France), all surveys supply measures for

other media besides print publications. The multimedia surveys and general surveys of media and product consumption are more likely to classify additional media besides newspapers and magazines as primary. Quite often, surveys supplying readership data are also important sources of data for outdoor and cinema, though these may only be classified as secondary media.

As for the classification of print titles (Table 5), the magazine classifications by publication frequency are mostly straightforward and used by almost everyone; however, the newspaper classifications can be awkward owing to wide country by country variations in the structure of the press and differences of definition. Regional titles pose a problem both because the dividing line between regional and national distribution is often faint, and classification criteria vary depending on whether a regional (or local) title is defined by distribution or editorial content. In this instance, we have accepted the regional versus national distinctions as given by the contributors. Otherwise, the category, "weeklies" is defined here as excluding supplements, but including weekday or Sunday newspapers, and also special weekend or weekday editions of dailies if they are measured and reported separately. "Supplements" includes separately measured and reported magazines sold with the newspapers, and also newspaper sections, again where they are separately measured and reported.

Various criteria are employed in order to define which titles are included in a survey. Table 6 lists the main reasons. The heading, "survey sponsor/subscriber" covers both instances where surveys are sponsored by particular media, and (much more common) instances where the data are purchased by media. Much the most commonly mentioned criterion is, not surprisingly, "minimum circulation/readership". Other criteria such as whether or not a title subscribes to the survey, or its assumed interest to advertisers, probably act more to define the scope of the surveys, and the thresholds for circulation/readership, above which all titles within the chosen categories are included.

Survey Universe and Sampling (Tables 7-9)

Tables 7 and 8 specify the survey universes. All the national surveys are fully national or very nearly so. There is little difference in terms of housing, granted that telephone penetration is close to 100% in countries where surveys employ telephone methods of interview, nor in terms of age, for which the lower thresholds range between 12 and 15 years old. Only the specialist international surveys report using selective sociodemographic criteria. And, even where specific language and nationality criteria are not employed to restrict the survey universe, language probably operates as a natural restriction on either count (i.e. individuals are unlikely to be interviewed unless they can communicate in the language of the interview). In short, the between country differences over their specification of survey universe is relatively minor, although large numbers of residents may be missed in countries with sizeable foreign communities, especially where they are combined with language differences.

A further limitation on the ability of surveys to measure reading among foreign residents concerns the sources that are available to them as sampling frames. Table 9 provides basic information on which sampling frames are used, whether the samples are achieved by filling quotas or some "random" process, and the net sample sizes that current surveys work with.

The "random" heading embraces all those surveys using fully dispersed random methods (e.g. telephone administered surveys using random dialling), as well as those using clustering methods involving multi-stage probability samples of varying descriptions. The great majority of readership surveys in Europe are "random", the problem with quotas being the risk of systematic bias (although random samples also present risks of systematic bias, as when response rates vary by sub-group). Against this, the ability of random methods to achieve

adequately representative samples depends on such factors as the quality of sampling frame statistics about the survey population, the choice of and number of interviews per sampling point, and the response rates that are achieved. One of the apparent concerns of the research community today is the general pattern of declining response rates.

Readership Methodology (Tables 10-14)

As with Table 9 on sampling, Tables 10-14 provide broad descriptions of how surveys ask readership questions, which conceal many potentially significant variations of practice.

In a book ("Dear Reader"), in which he summarizes the contributions to and debates at the first four worldwide readership symposia, Michael Brown outlines three basic techniques of measurement.

The first to be pioneered is popularly known as "Through-the-book" (TTB). It involves showing the respondent the particular issue of a title, taking him through it page by page, and asking whether he has read key articles. TTB was introduced in the USA during the thirties and is still used by one of the two leading national surveys ("Study of Media Markets" - Simmons Market Research Bureau) in that country.

Then came "Recent Reading" (RR), which was introduced in the UK during the fifties. The basic technique of RR is to ask respondents whether they have read a given title - it does not matter which issue - within its latest publication interval (yesterday for dailies, last week for weeklies, and so on), and to estimate its readership by the proportion of the sample who claim to have done so. The claimed readership within the publication period is assumed to equal the average issue readership for a title.

More recently, in the early eighties, a third radically new approach appeared, which is now referred to as FRY - "First Read Yesterday". Whereas RR requires respondents to recall their reading events over quite long lapses of time for titles with publication intervals of one week or longer, the FRY method only requires that respondents recall what they read yesterday. This number times the publication interval provides a fresh way of calculating average issue readership.

FRY avoids some other weaknesses of RR (eg. inferential errors of estimation associated with parallel and replicated reading), but entails its own weaknesses to do with the question itself and the large samples that are needed to generate sufficient FRY claims for publications with long publication intervals (viz. monthlies) on which reliable readership estimates can be based.

This review is not the place to discuss the rival claims of one or other approach: merely to note that at present none of the European surveys of readership employs TTB, a few have switched to FRY, but the great majority currently employ RR. Some claim not to use RR, but RF - Reading Frequency. Reading frequency questions are part of practically every survey (see Table 12), and are not so much a distinct conceptual approach to counting as an alternative means of estimation when neither RR or FRY are used. The only surveys, which currently rely on RF without RR or FRY, are the two established surveys in Sweden (Orvesto and Selekt), and the MACH B. (Switzerland). Both Swedish surveys also differ from others over their use of self-completion methods to collect readership data - only the British TGI does the same. One of the difficulties with RR that self-completion methods may accentuate is how to define meaningful publication intervals for titles that are not published according to some standard time unit (e.g. week, fortnight or month), and/or are published at irregular intervals.

Much the most common method of data collection is personal face-to-face interviews. Apart from Orvesto, Selekt and TGI, self-completion questionnaires are only used by other surveys for collecting additional consumer data, although ÖVA (Austria) is also considering the use of self-completion methods for collecting media data. The surveys which currently employ FRY as their main measure of readership, (DMMI (Denmark), SUMMO (Netherlands), and FM (Norway)) all use telephone methods of data collection. Because of the FRY requirements for large samples, FRY is generally associated with telephone interviewing; however, the association is one of practicality, and surveys conducted by telephone do not necessarily employ FRY (eg. PQRN (France) and MACH B. (Switzerland)).

All the telephone administered surveys do, however, employ computer assisted methods for administering the interviews and data collection. Of the great majority of surveys, which rely on face-to-face interviews, only the two British surveys (NRS and TGI) currently employ computer assisted methods, although several others may do so in the near future (see Table 18).

The right hand column of Table 10 goes into slightly more specific detail than the other columns of Tables 10-14, by documenting the different kinds of visual stimuli that are used in the face-to-face interviews. It does not attempt to cover every aspect of the visual stimuli - for instance, 1C usually means black on white, however, the background colours of the stimulus often vary by publication type - but offers some indication of the sizeable variations that are to be found at most points of the readership interview.

Whilst the fine methodological details may vary greatly, surveys are nonetheless fairly uniform over the concept of reading that they employ. Invariably, the main concept is "read or looked at", but the degree of specification varies in terms of which issue is being asked about, where it was read, and how it was obtained. Table 11 may be incomplete in so far as each point was not checked exhaustively with all the contributors, and, even if the interview question does not spell the concept in full, interviewers may be instructed to elaborate it in answer to questions by the respondents. Also, the initial instructions may or may not tie the reading definition to a time dimension (right hand column in Table 11), but this is in any case part of the specific questions on recency, frequency and first read yesterday. Although different surveys may exhibit different nuances over their definitions of reading the broad concept of "read or looked at" is at least common to them all (except Orvesto and Selekt, which employ self-completion), and there is no polarization between the variants as there is with television, where some say in the room with set on, and others, in the room with set on and watching.

Apart from Bareme (Portugal), all interview-based surveys employ a filter at the beginning in order to reduce the list of titles to be covered before proceeding with the more detailed questions. Typically, they employ time based filters, such as "ever read" or "read in the last ... days/months". Only the Bulgarian and Romanian surveys, which work with respective samples of 1,000 and 2,000 interviewees only, do not employ frequency questions, and only some of the telephone surveys and the Swedish self-completion studies have dispensed with a recency question. The right hand column of Table 12 indicates the main basis of the average issue readership (AIR) estimates. Several surveys, which claim to follow the RR methodology, also claim to use frequency data rather than recency data as the basis for calculating AIR. Most, however, claim to use the recency question with or without modification by the data on frequency.

Recency and frequency questions of whatever hue are fundamental to estimating readership for publications (mainly recency) and modelling their cover and frequency distributions (frequency). They provide the core data in most surveys, and raise a number of important methodological issues to do with the wording of the questions (eg. whether direct or indirect, disclosed or undisclosed scales for classifying responses), the congruence of the information

furnished by the recency and frequency claims (both of which can be used on their own to calculate AIR), and the calculation and modelling of readership probabilities. Again, readers are referred to the RSL summaries for further details of current practice.

There is, of course much more to the measurement of reading than whether someone has read a title within a given interval or how often he/she has read it. About half the surveys report the inclusion of additional readership questions, with three (NMS (Greece), KMT (Finland), and AEPM (France)) specifically mentioning the collection of extra information in order to calculate mp_x scores ("magazine page exposure"), which are a fairly recent innovation.

Lastly, the average length of readership interviews is yet another dimension where sizeable variations exist. The interviews all last less than one hour in total unless like CIM MP (Belgium) or AWA (Germany) they are also used for collecting a large quantity of extra consumer data. The length of the readership questions is in the main a function of the number of titles being asked of each individual, which is given in the right hand column of Table 14.

Demographic and Other Variables for Reporting (Tables 15-17)

Tables 15-17 show the main demographic variables that are available for analysis and the additional data on consumption patterns that different surveys offer.

Concerning demographic variables, the geographic and age breaks detailed in Tables 15 and 16 refer to the basic intervals that are published, for which additional combinations may or may not be printed. Where the "any" age break is available in the electronic reports, it may be safely assumed that the data are held at the level of individual respondents, and are not aggregated. On the other hand, where electronic and printed reports report more or less the same age breaks as the printed reports, it does not automatically follow that readership data are only available in aggregated form. Both options may be available (as with EGM (Spain)).

Apart from two Eastern European surveys, all the others collect extra consumer data, though how much they collect will again vary enormously from survey to survey. Some indication of how much emphasis may be placed on it may be gained from judging interview length less the readership component in Table 14, albeit, the remainder will also include other media questions for most surveys as well as questions about demographics. Apart from CIM MP and AWA, other prominent media and product consumption surveys collect additional consumer data via self-completion. Several surveys also practise merging data from the readership survey with data from other surveys in addition to collecting single source data. In two cases (BMI (Denmark) and NMI (Norway)), the research companies supplying readership panels are also responsible for running national television peplemeter panels, and they also conduct national radio surveys. In both cases, the data from the readership, television, radio and other surveys feed a central multimedia database.

Future Changes (Table 18)

About half the contributors have reported changes that are either planned for the coming year, or are being discussed and could be implemented in 1995. In most cases, the cited changes seem to be in response to market conditions, and relatively few reflected methodological concerns (eg. SUMMO (Netherlands), and NRS (UK - re response rates). The extensive footnotes to Table 18 summarize the main details.

Trends and Issues

Which trends and which issues? This first ESOMAR review of the current state of play in national and international readership research throughout Europe testifies to the diversity of conditions, needs, resources and research cultures that now exist. The methodological issues of how to measure readership accurately, or (which is not quite the same thing) how to achieve stable measures over time, will always remain central; in which respect, the 1995 Worldwide Readership Symposium will once more provide a much needed opportunity to compare and debate different approaches. For the purposes of this review, however, the main interest is the day to day events in Europe, to which end four topics have been selected for closing comment.

(1) As mentioned at the beginning, the summary of national readership surveys in Eastern Europe may not be comprehensive. The main vehicle for readership surveys in these countries is the omnibus study, and it appears that a fair number of ad hoc surveys have been conducted in addition to the more regular national surveys summarized in this review.

Market conditions are changing rapidly, however, both in terms of needs and demands for media and consumer data, and in terms of the longer term opportunities they present to research suppliers. Several contributors mentioned plans to expand their operations in Eastern Europe by setting up local offices in those countries and/or finding local partners. Besides GfK, which is involved with readership research in five Eastern European countries, IMAS, which is responsible for ÖVA (Austria), is commencing fieldwork in seven Eastern European countries from this Autumn onwards (Bulgaria, Czech Republic, Hungary, Poland, Romania, Slovakia, and Slovenia). The surveys will be similar in content to the ÖVA, which collects media and product consumption data, albeit with smaller initial samples ranging from 500 to 2,000 interviewees. Meanwhile, the French IPSOS group, which owns RSL (UK) and ECO Consulting (Spain), is expected to expand its Eastern European presence (now a partner in Szonda IPSOS in Hungary) into Poland in the near future; and the Greek research company, Focus, has also stated its interest in participating in multimedia studies in Eastern Europe.

Another development in the next year or two could be the formation of JIC structures in Hungary and Poland for contracting and supervising readership measurement.

(2) Up to now, only the British surveys (NRS and TGI) have used CAPI methods for administering interviews and/or collecting data; however, four other contributors have reported investigating the opportunities offered by CAPI (CIM MP (Belgium), KMT (Finland), MA (Germany), NMI (Norway)), and may introduce CAPI methods in the next year. Among the claimed advantages, CAPI methods save on time during the interviews and enable more rapid reporting of the results. There are, though, several species of CAPI, and the electronic self-completion pen version being examined by MA, for example, is quite different from versions currently used in the UK. This could become an important area of change and development in the near future.

(3) The preceding commentary has paid relatively little attention to the small group of specialized international surveys, which appear about once every two years. Of this group, the EBRS and NBRIS are more specifically targeted at businessmen, whilst PES has collected readership from a broader group of high status individuals. Now, a new Pan European survey, the "European Media Study" (EMS), is due to conduct fieldwork in March 1995. EMS will be carried out by the Dutch research company, Inter/View, with the start-up support of Time Magazine, and will use random dialling telephone methods (along with self-completion questionnaires for collecting additional demographic and consumer data) for interviewing the main income earners in the top 20% of households in each country - altogether an estimated

universe of 31 million persons, or 11% of the total adult population across the survey countries. Besides press, EMS will include questions on television viewing (national and international), and the survey will also include a corporate image barometer.

(4) A review of European surveys collecting readership data would be incomplete without some mention of harmonization. This has become a growing interest corresponding with the evolution of a single European market.

To date, there has been little pressure for harmonization of readership measurement methodologies as there has been with television (see section on national television peoplemeter systems). Part of the explanation for this has to do with the medium. In the September 1994 issue of Admap, Pym Cornish has indicated a number of important differences between print and television, which make it so much harder to envisage harmonization in readership than for television audience measurement. How much the difficulties with print are really attributable to the nature of the medium as opposed to the memory-based techniques that are currently the best available for measuring readership, is open to question. But, in any case, other factors also militate against the harmonization of readership surveys. Not only do they include the divers objectives and functions that national surveys collecting readership data seek to fulfil, but also, there has simply not yet arisen the same pressure from multinational advertisers to move towards harmonization with readership as has occurred with television.

As a result, even though European market developments may have stimulated interested in harmonized measures, the reality, as described by Pym Cornish, is that "there are now more differences in methods within Europe than there were 30 years ago, and there is less agreement over what national readership surveys should be attempting to do".

Whatever the whys and wherefores, the only policy paper on print harmonization to have appeared till now is "One Europe - One Media Currency", which was published by the European Association of Advertising Agencies in May 1991. This declared five general principles of audience measurement, but argued a restricted case for the convergence of measures and classifications rather than call for standardization of the sampling and question methodologies. Among its specific recommendations, the EAAA policy paper supported the trial and incorporation into national surveys of the ESOMAR questions for collecting standardized sociodemographic data.

An alternative, practical option, which was being mooted at the time by Mediamark Research (MRI), was to launch a separate multinational general readership study in order to cater for specific multinational interests. The project did not obtain sufficient upfront commitment for the organizers to proceed with it; however, something like the MRI could be the "harmonized" route forward for those who need it, while national surveys continue to reflect the very real diversity of national market conditions, needs and demands.

TABLE 1: NATIONAL AND INTERNATIONAL READERSHIP SURVEYS IN EUROPE

Country	Survey	Research Supplier	Type of Contract*
Austria (1)	Media Analyse (MA)	Fessel + GfK; Ifes; Gallup	JIC (VMA)
Austria (2)	Österr. Verbraucher Analyse (ÖVA)	IMAS	Own service
Belgium	CIM Media Produits (CIM MP)	Sobemap Marketing; Marketing Unit	JIC (CIM)
Bulgaria	Media Use in Bulgaria (MUB)	GfK	Own service
Czech Rep.	Media Project (MP)	GfK; Aisa	JIC (SKMO)
Denmark (1)	Bureauernes Media Index (DRB index)	Gallup	Agency Ass.
Denmark (2)	Dansk Multi Media Index (DMMI)	AIM Nielsen	Media*
Finland	Kansallinen Mediatutkimus (KMT)	Suomen-Gallup-Media	JIC (Suomen Medialautakunta)
France (1)*	Audiences, Etudes sur la Presse Magazine (AEPM)	IPSOS; ISL; Sofres	Media
France (2)*	Presse Quotidienne Regionale et Nationale (PQRN)	IPSOS	Media
Germany (1)	Allensbacher Markt- und Werbeträger-analyse (AWA)	IFD Allensbach	Own service
Germany (2)	Media Analyse (MA)	GfM-Getas; Basis Research; IFAK Institut; Marplan; Media Markt Analysen; Sample Institut; GfK Medienforschung*; Infratest Kommunikationsforschung*; Ernid*	JIC (AG.MA)
Greece (1)	Bari	Focus	Own service
Greece (2)	Nielsen Media Survey (NMS)	Nielsen Hellas	Own service
Hungary (1)	Media Use in Hungary (MUH)	GfK-Hungaria	Own service
Hungary (2)	Szonda IPSOS Media (SIM)	Szonda IPSOS	Own service
Ireland	Joint Nat. Readership Research (JNRR)	Lansdowne Market Research	JIC (JNRR)
Italy	Audipress	Demoskopea; Doxa; Makrotest	JIC (Audipress)
Netherlands	SummoScanner (SUMMO)	Inter/View	Tripartite (SUMMO)
Norway (1)	Forbruker & Media (FM)	Norsk Gallup Institutt	Media
Norway (2)	Riksundersøkelsen/Norwegian Multimedia Index (NMI)	Markeds- og Mediainstituttet	Own service
Poland (1)	Media Use in Poland (MUP)	GfK-Polonia	Own service
Poland (2)	Pentor	Pentor	Own service
Portugal (1)	Bareme - Imprensa	Marktest	Own service
Portugal (2)	Euromedia	Euroteste	Own service
Romania	Media Use in Romania (MUR)	Research Team Romania	Own service
Spain	Estudio General de Medios (EGM)	ECO Consulting	JIC (AIMC)
Sweden (1)	Orvesto Consumer Readership Survey (OCRS)	IMU-Testologen	Own service
Sweden (2)	Selekt*	TEMO	Own service
Sweden (3)	Sverige Media (SM)*	Infratest Burke	Own service
Switzerland	MACH Basic (MACH B.)	WEMF/REMP	Media*
UK (1)	National Readership Survey (NRS)	RSL	JIC (NRS)
UK (2)	Target Group Index (TGI)	BMRB International	Own service
Europe (1)	European Business Readership Survey (EBRS) The Nordic Businessman	RSL	Dual comm.*
Europe (2)	Readership Survey (NBRS) Pan European Readership	IMU-Testologen	Own service
Europe (3)	Survey (PES)	RSL and 13 local subcontractors	Own service

TABLE 1: NATIONAL AND INTERNATIONAL READERSHIP SURVEY IN EUROPE (cont'd)

* JIC: Joint Industry Committee (or company), whose members are drawn from industry associations.

Denmark (2): Media owners control funding, however a tripartite user committee (Media Owners - 7; Advertisers - 4; Agencies - 4) controls the design and publication of results.

France (1) & (2): Until a couple of years ago, the Centre d'Etudes des Supports de Publicité (CESP) conducted an annual multimedia survey, which provided readership data for newspapers and magazines. This ended when the newspaper publishers opted for their own survey, with the magazine publishers following suit. The CESP now supplies technical quality control checks for either new survey.

Germany (2): Electronic section of Media Analyse only.

Norway (2): The national readership survey is one of half a dozen surveys (including the national TV peplemeter panel, the national radio survey, and a separate newspaper readership survey), which is conducted by MMI in order to provide a multimedia database with additional consumer data. The readership survey provides the central reference. It includes questions about other media. In addition, a subsample provides TGI data.

Sweden (2): Selekt is a consumer database, to which readership data are added through a specific readership survey ("Order till Konsumenten" – "The Word to the Consumer").

Sweden (3): Sverige Media is a new survey, for which fieldwork has commenced in October 1994. Aspects of the reporting have still to be decided.

Switzerland: Media are represented by the associations of publishers (SZV) and of advertising sales (VSW).

Europe (1): Financial Times is the main sponsor, with two committees, one comprising press sponsors, and the other comprising agency sponsors.

TABLE 2: SURVEY FREQUENCY AND FIELDWORK PERIODS

Country	Survey	Fieldwork Periods	Interview Months	Interview Days of Week	Approx. Number of Interview Days
Austria (1)	MA	Continuous	All (Jan-Dec)	All	340
Austria (2)	OVA	Two waves	Mar-Jun; Sep-Dec	All	240
Belgium	CIM MP	Continuous	All (May-Apr)	All	360
Bulgaria	MUB	One wave	Sept-Oct	All	35
Czech Rep.	MP	Continuous	Feb-Jun; Sep-Nov	All	200
Denmark (1)	DRB index	Continuous	All (Jan-Dec)	All	360
Denmark (2)	DMMI	Continuous	All (Jan-Dec)	All	362
Finland	KMT	Four waves	Jan-Mar; Apr-Jun; Aug-mid Oct; mid Oct-Dec*	All	300
France (1)	AEPM	Six waves	Jan/Feb; Mar/Apr; May/Jun etc.	All	365
France (2)	PQRN	Two waves	Mar-Jun; Sep-Dec	All	180
Germany (1)	AWA*	Three waves	mid Mar-May; Mid Oct-Jan; end Feb-mid May	All	170
Germany (2)	MA	Three waves*	Apr-Feb	All	260
Greece (1)	Bari	Three waves	mid Jan-Mar; Apr-mid Jun; mid Sep-Nov	All	252
Greece (2)	NMS	Two waves	Mar/Apr; Oct/Nov	All	70*
Hungary (1)	MUH	Four waves	Feb/Mar; Apr/May; Sep/Oct; Nov	All	200
Hungary (2)	SIM	Two waves	Feb-Jun; Aug-Jan	All	240
Ireland	JNRR	Six waves	Jul/Aug; Sept/Oct; Nov/Dec; etc.	Mon-Sat	310
Italy	Audipress	Two waves	end Jan-Apr; end Sep-mid Dec	All	168
Netherlands	SUMMO	Continuous	All (Jan-Dec)	Mon-Sat	310
Norway (1)	FM	Continuous	Aug-early Jul	All	300
Norway (2)	NMI	11 waves	Aug-Jun	All	77
Poland (1)	MUP	Two waves	Feb-Apr; Sep-Nov	All	100
Poland (2)	Pentor	Ten waves*	Jan-Jun; Sep-Dec	Fri-Mon*	40
Portugal (1)	Bareme	Four waves	Jan-Mar; Apr-Jun; Jul-Sep; Oct-Dec	All	360
Portugal (2)	Euromedia	12 waves	Jan-Dec	All	180
Romania	MUR	One wave	Oct-Nov	All	40
Spain	EGM	Three waves	Feb-Mar; May-Jun; Oct-Nov	All	168
Sweden (1)	OCRS	Ten waves	Jan-Jun; Jul-Nov*	All	300
Sweden (2)	Selekt	Six waves	Feb-mid Dec (overlapping waves)	All	250
Sweden (3)	SM	Continuous	Oct-Jun*	All	330
Switzerland	MACH B.	Continuous	All (May-Apr)	Mon-Sat	290
UK (1)	NRS	Continuous	All (Jan-Dec)	All	360
UK (2)	TGI	Continuous	All (Apr-Mar)	All	350
Europe (1)	EBRS	One wave	Jan-May (1993)	All	120
Europe (2)	NBRS	One wave	Feb-Apr (1992)*	All	n/a
Europe 3)	PES	One wave	Sep 1994-Feb 1995	All	180

TABLE 2: SURVEY FREQUENCY AND FIELDWORK PERIODS (cont'd)

Finland: Specific fieldwork dates are: Apr 1 - Jun 20; Aug 8 - Dec 20; Jan 10 - Mar 31.

Germany (1): (a) Two waves are conducted each year; however, the first (Spring wave) also counts in the previous year's report. The months quoted in the table are for AWA, which comprises the Spring and Autumn/Winter waves of 1993 with the Spring wave of 1994. AWA 1995 will similarly comprise the Spring and Autumn/Winter waves of 1994 with the Spring 1995 wave, and so on. (a) Total interview days for AWA 1994 is about 220, but 170 excluding the overlap with AWA 1993.

Germany (2): The MA is a multimedia survey in two halves. The readership version occupies three waves. The electronic version covers the last two (mid Aug-Feb).

Greece (2): From Autumn 1994 onwards, each wave is to comprise five weeks. The Spring 1994 wave and previous waves have occupied three weeks.

Hungary (2): Interviews are conducted for three weeks in each month.

Poland (2): Readership questions are part of an omnibus study, for which about 80% of interviews take place on Saturdays and Sundays.

Sweden (1): Roughly one (postal self-completion) wave per month. Fieldwork for the 1994 survey commenced in April. This has entailed some duplication within months in order to achieve the annual target of ten waves.

Sweden (3): The first survey year will be based on nine months (c270 days): however, the intention is to run the survey continuously during all months except July.

TABLE 3: PUBLICATION OF READERSHIP DATA

Country	Survey	Main Printed Report		Electronic Update Annual Frequency	Subscriber Access to Electronic Database†	Earliest Availability of Data (Weeks)
		Annual Frequency	Period			
Austria (1)	MA	Once	12 months	Once	A,B,C	12
Austria (2)	ÖVA*	Twice/Biennial	2 years/half-yearly	Twice	A,B,C,D	4
Belgium	CIM MP	Once	12 months	Once	A,B,C,D*	13
Bulgaria	MUB	Once	Annual (1 wave)	Once	A,B,C	6 to 7
Czech Rep.	MP	Four times	Quarterly*	4 times	A,B,C	4 to 5
Denmark (1)	DRB index	n/a*	n/a*	Twice	A,C	4
Denmark (2)	DMMI	Once	12 months	4 times*	A,B,C,D	13
Finland	KMT	Twice*	Annual (4 waves)	Twice	A,B,C	6 to 7
France (1)	AEPM	Twice	12 months	Twice	A,B,C,D	10
France (2)	PQRN	Once/Twice	Annual (2 waves)	Twice	A,B,C,D	26
Germany (1)	AWA	Once	3 waves (c15 mths)	Once	A,B,C,D	8
Germany (2)	MA	Once	Annual (3 waves)*	Once	A,B,C,D	18
Greece (1)	Bari	Three times	Each wave	3 times	A,C	3
Greece (2)	NMS	Twice	Each wave	Twice	A,C	2
Hungary (1)	MUH	Once	Annual (4 waves)	4 times	A,B,C	6 to 7
Hungary (2)	SIM	Twice	Each wave	Bi-monthly	A,B,C	10
Ireland	JNNR	Once	12 months	Once	A,B,C,D*	7 to 8
Italy	Audipress	Twice	Annual (2 waves)	Twice	A,B,C	13
Netherlands	SUMMO	Twice	12 months	Twice	A,B,C,D*	7
Norway (1)	FM	Twice	12 months	Twice	A,B,C	6 to 8
Norway (2)	NMI	Twice	Annual	Twice	A,B,C,D	
Poland (1)	MUP	Once	Annual (2 waves)	Twice	A,B,C	6 to 7
Poland (2)	Pentor	Twice	Half year (10 waves across whole year)	Twice	A,B,C*	2
Portugal (1)	Bareme	Four times	3 and 6 months	4 times	A,B,C	3 to 4
Portugal (2)	Euromedia	Once	Annual	4 times	A,B,C,D	2
Romania	MUR	Once	Annual (1 wave)	Once	A,B,C	6
Spain	EGM	Three times	Annual (3 waves)*	3 times	A,B,C,D	3
Sweden (1)	OCRS	Once	Annual (10 waves)	3 times	A,B,C	4
Sweden (2)	Selekt	Once	Annual (6 waves)	Twice	A,B,C	3
Sweden (3)	SM	tbd*	tbd*	4 times	A,B,C	4 to 5
Switzerland	MACH B.	Once	12 months	Once	A,B,C,D*	18
UK (1)	NRS	Twice	12 months	Monthly	A,B,C,D	3
UK (2)	TGI	Once	12 months	Twice	A,B,C,D	15
Europe (1)	EBRS	Once	Whole survey	Each survey	A,B,C	3*
Europe (2)	NBRIS	Once	Whole survey	Each survey	A,B,C,D	6-7*
Europe (3)	PES	Once	Whole survey	Each survey	A,B*,C*	10

† Codes: A—Media Owner; B—Advertiser; C—Agency/buyer; D—Computer Bureaux.

TABLE 3: PUBLICATION OF READERSHIP DATA (cont'd)

Austria: Media questions are asked each year and reported twice a year. Consumer data are collected every alternate year and reported biennially.

Belgium: Only to holders of concessionary licence. They are currently Sobemap Marketing and Marketing Unit, the research companies carrying out the fieldwork. From 1996, other software suppliers will be permitted to purchase the data.

Czech Republic: Media Project was launched in 1994, and the final reporting structure is still to be decided. Reports have so far appeared for each of the first three quarters. The second quarter report contained a (much fuller) half-year summary. It has to be decided whether the fourth quarter report will provide an in-depth summary of the second half-year, or of the full year.

Denmark (1): Only technical information is published regularly in printed reports. Purchasers may produce their own printed reports; otherwise the main form of access is electronic. The readership data are merged with other survey data to form a large multimedia and consumer database.

Denmark (2): Database and PC based tabulation system is delivered quarterly covering the previous half year.

Finland: Report 1 covers Apr 1 - Mar 31; Report 2 covers Oct 16 - Oct 15.

France (2) Three kinds of report are issued. (a) Readership data for the individual national titles and collective regional titles are published twice a year on an annual rolling basis. (b) Published reports are also available for each wave. (c) Readership data do individual regional titles are to be reported on a two-year rolling basis.

Germany (2): Readership data for regional newspapers pooled over 24 months period (ie two survey periods).

Ireland; Netherlands: Only to a few licensed users.

Poland (2): Main clients are advertising agencies/media buyers.

Spain: In addition, reports show magazine readership figures for the latest wave.

Sweden (3): SM will probably publish an annual printed summary.

Switzerland: Any party can purchase the data and analyze it by an authorized programme.

Europe (1): 3 weeks for media sponsors.

Europe (3): Included for first time in present survey (PES 6).

TABLE 5: COVERAGE OF PRINT TITLES

TABLE 5: COVERAGE OF PRINT TITLES													
		(1) Newspapers							(2) Magazines				
Country	Survey	Nat. Dly	Nat. Wkly	Reg. Dly	Reg. Wkly	Supp	Free Sheet	Other	Wkly	Ftly	Mthly	Other	TOTAL
Austria (1)	MA	6		11	11	3			9	4	34	8	86
Austria (2)	ÖVA	5		10					30	14	30		89
Belgium	CIM MP	c35*			4		c20		c45	4	c45		c150
Bulgaria	MUB	10*							5				15
Czech Rep.	MP	17	37*	45	10*	8				20	72		209
Denmark (1)	DRB index	10	10	38	4	2	c250		20	7	44	24	c410
Denmark (2)	DMMI	11	6	36	5		256		12	2	27	22	377
Finland	KMT	5	1	16		2			13	8	29	19*	93
France (1)	AEPM	12		na*					40	6	76	11	133*
France (2)	PQRN	12		66		4			14				96
Germany (1)	AWA	5	8	7		3			53	23	171	35*	305
Germany (2)	MA	8	3	c580		5			47	19	74	47*	c800
Greece (1)	Bari	26	19	7		5			19	4	40	4	124
Greece (2)	NMS	22	16			5			31	2	40	5	121
Hungary (1)	MUH	42*	35*			2				4	34		117
Hungary (2)	SIM*	12	3	20					12	3	6		56
Ireland	JNRR	8	6						2	2	3	1	22
Italy	Audipress	54*				3			38	1	73		169
Netherlands	SUMMO	6		24					32	4	45	2	113
Norway (1)	FM	c10	2	c100	1				c20	c5	c15		c150
Norway (2)	NMI*	5	6	10					10	4	28	2	65
Poland (1)	MUP	43*	35*			7				7	62		154
Poland (2)	Pentor	12		72					69		93*		246
Portugal (1)	Bareme	7	15	3	3	48		9*	26	3	75	c20	c210
Portugal (2)	Euromedia	8	13			11			15		39	7	93
Romania	MUR	9*	19*								11		39
Spain	EGM	6		50		13			31	3	68		171
Sweden (1)	OCRS	9	10	104	18	33*	19		14	14	74	30	325
Sweden (2)	Selekt	18*	10*			45*			c25	c15	c60	c50	c230
Sweden (3)	SM	10	10	100	10	10	10		20	8	50	25	253
Switzerland	MACH B.*												321
UK (1)	NRS	13	22	16	4	10			44	6	117	14	246
UK (2)	TGI	12	11	8	5	13			44	3	102	11	209
Europe (1)	EBRS Nat.* EBRS Int.*	7 7	1.4						4 7	0.6 1	3.3 5	0.5 1	16.8 21
Europe (2)	NBRS Nat.* NBRS Int.*	7.8 3	5.8 1						4.5 4	2.5 1	6 11	1.5 3	28 23
Europe (3)	PES Nat.* PES Int.*	7.1 5	2.6						4.9 8	0.9 1	7.5 5	0.3 13	23.3 32

TABLE 5: COVERAGE OF PRINT TITLES (cont'd)

Belgium; Bulgaria; Italy: Newspaper figures combine national and regional titles.

Czech Republic: The newspaper weekly figures combine weekly newspaper and magazines (the majority of weekly titles).

Hungary (1); Romania; Poland (1): Figures for newspapers combine national and regional titles, and include weekly magazines.

Hungary (2): About 120 titles are asked for, of which half are reported due to sample size limitations concerning claimed readership.

Finland: Includes seven free sheet magazines.

France (1): Consumer magazines only. Only rudimentary data are collected for newspapers.

Germany (1) and (2): Excluding 22 city magazines and 41 Konpress titles within the total. In both surveys, they are asked for by title, but are reported in combination.

Norway (2): The NMI provides global figures for other regional/local newspapers as part of the self-completion TGI part of the survey. Readership data for individual regional/local titles are collected by a separate survey of newspaper readership.

Poland (2): Includes fortnightlies and monthlies.

Portugal (1): Specialist sports newspapers with 1-4 issues per week.

Sweden (1): Includes newspaper sections.

Sweden (2): (a) National newspaper categories include the national and leading regional titles. (b) Readership data for other regional dailies (c120) and weeklies (c50) are gathered by an open question. Both sections and supplements are included under newspaper supplements.

Switzerland: The 321 total comprises 258 German language titles, 50 French language titles, and 13 Italian language titles.

Europe (1); (3): Weekly magazines include a few weekly newspapers.

Europe (1): Survey contains 282 publications, of which 21 are international and 261 national. Each respondent is only asked about national titles in his own country (average 16.8 titles).

Europe (2): NBR 1992 contained 23 international and inflight magazine titles, and 112 national titles. Each respondent is only asked about national titles in his own country (average 28 titles).

(Europe (3): (a) As per Europe (1). Survey contains 358 publications, with average of 23.3 national titles asked per respondent, and 32 international titles. (b) Other category for the international titles includes 12 inflight magazines.

TABLE 6: CRITERIA OF TITLE INCLUSION

Country	Survey	Survey Spons/Subs'r	Min. Circ./Read'p	Min. No. of Issues	Memb'p of Ind. Assoc.	Advertiser Interest	Other
Austria (1)	MA	YES	YES	YES	NO	YES	NO
Austria (2)	ÖVA	YES	YES	NO	NO	YES	NO
Belgium	CIM MP	NO	YES	YES	NO	YES	NO
Bulgaria	MUB	YES	YES	YES	NO	YES	NO
Czech Rep.	MP	YES	YES	YES	YES	YES	NO
Denmark (1)	DBR index	NO	YES	NO	NO	YES	NO
Denmark (2)	DMMI	NO	YES	YES	NO	NO	NO
Finland	KMT	NO	YES	YES	NO	NO	NO
France (1)	AEPM	YES	YES	YES	NO	YES	NO
France (2)	PQRN	YES	NO	NO	NO	NO	NO
Germany (1)	AWA	YES	YES	YES	YES	NO	NO
Germany (2)	MA	NO	YES	YES	YES	NO	NO
Greece (1)	Bari	YES	YES	NO	NO	YES	NO
Greece (2)	NMS	NO	YES	NO	NO	YES	NO
Hungary (1)	MUH	YES	YES	YES	NO	YES	NO
Hungary (2)	SIM	NO	YES	NO	NO	NO	NO
Ireland	JNRR	YES	YES	NO	NO	NO	NO
Italy	Audipress	NO	YES	YES	NO	NO	NO
Netherlands	SUMMO	NO	YES	YES	NO	NO	Content
Norway (1)	FM	YES	YES	NO	YES	YES	NO
Norway (2)	NMI	YES	YES	YES	YES	YES	NO
Poland (1)	MUP	YES	YES	YES	NO	YES	NO
Poland (2)	Pentor	NO	YES	NO	NO	NO	NO
Portugal (1)	Bareme	NO	YES	NO	NO	NO	NO
Portugal (2)	Euromedia	NO	YES	NO	NO	NO	NO
Romania	MUR	YES	YES	YES	NO	YES	NO
Spain	EGM	YES	YES	YES	NO	NO	NO
Sweden (1)	OCRS	YES	YES	YES	NO	YES	NO
Sweden (2)	Selekt	YES	YES	YES	NO	YES	NO
Sweden (3)	SM	NO	YES	YES	NO	YES	Competitive env.
Switzerland	MACH B.	YES	YES	YES	NO	NO	NO
UK (1)	NRS	YES	YES	YES	NO	YES	NO
UK (2)	TGI	YES	YES	YES	NO	NO	NO
Europe (1)	EBSR	YES	YES	YES	NO	NO	Editorial content
Europe (2)	NBSR	NO	YES	NO	NO	YES	Editorial content
Europe (3)	PES	NO	YES	NO	NO	NO	Editorial content

TABLE 7: SURVEY UNIVERSE – (1) GEOGRAPHIC SCOPE AND HOUSING

Country	Survey	Geographic Scope	Private Homes with Phone	Private Homes without Phone	Places of Work	Hotels	Guest Houses	Non-private HH/Institutions	Other
Austria (1)	MA	National	YES	YES	NO	NO	NO	NO	NO
Austria (2)	ÖVA	National	YES	YES	NO	NO	NO	NO	NO
Belgium	CIM MP	National	n/a	n/a	n/a	n/a	n/a	n/a*	Aleatoric sample of individuals
Bulgaria	MUB	National	YES	YES	NO	NO	NO	NO	NO
Czech Rep.	MP	National	YES	YES	NO	NO	NO	NO	NO
Denmark (1)	DRB index	National	YES	YES	NO	NO	NO	NO	NO
Denmark (2)	DMMI	National	YES	NO	NO	NO	NO	NO	NO
Finland	KMT	National	YES	YES	NO	NO	NO	NO	NO
France (1)	AEPM	National	YES	YES	NO	NO	NO	NO	NO
France (2)	PQRN	National	YES	NO	NO	NO	NO	NO	NO
Germany (1)	AWA	National	YES	YES	NO	NO	NO	NO	NO
Germany (2)	MA	National	YES	YES	NO	NO	NO	NO	NO
Greece (1)	Bari	Mainland & Crete	YES	YES	YES	NO	NO	NO	NO
Greece (2)	NMS	Mainland only	YES	YES	NO	NO	NO	NO	NO
Hungary (1)	MUH	National	YES	YES	NO	NO	NO	NO	NO
Hungary (2)	SIM	National	YES	YES	NO	NO	NO	NO	NO
Ireland	JNRR	National	YES	YES	NO	NO	YES	YES	NO
Italy	Audipress	National	YES	YES	NO	NO	NO	NO	NO
Netherlands	SUMMO	National	YES	NO	NO	NO	NO	NO	NO
Norway (1)	FM	National	YES	NO	NO	NO	NO	NO	NO
Norway (2)	NMI	National	YES	YES	NO	NO	NO	NO	NO
Poland (1)	MUP	National	YES	YES	NO	NO	NO	NO	NO
Poland (2)	Pentor	National	YES	YES	NO	NO	NO	NO	NO
Portugal (1)	Bareme	Mainland only	YES	YES	NO	NO	NO	NO	NO
Portugal (2)	Euromedia	Mainland only	YES	YES	NO	NO	NO	NO	NO
Romania	MUR	National	YES	YES	NO	NO	NO	NO	NO
Spain	EGM	National	YES	YES	NO	NO	NO	NO	NO
Sweden (1)	OCRS	National	n/a	n/a	n/a	n/a	n/a	n/a	Probability sample of individuals
Sweden (2)	Selekt	National	n/a	n/a	n/a	n/a	n/a	n/a	As Sweden (1)
Sweden (3)	SM	National	YES	NO	NO	NO	NO	NO	NO
Switzerland	MACH B.	National & Liechtenstein	YES	NO	NO	NO	NO	NO	NO
UK (1)	NRS*	GB only (exc. N. Ireland)	YES	YES	NO	Some	Some	Few	NO
UK (2)	TGI	National*	YES	YES	NO	NO	NO	NO	NO
Europe (1)	EBRS	17*	NO	NO	NO	NO	NO	NO	Companies
Europe (2)	NBRIS	4*	NO	NO	NO	NO	NO	NO	Companies
Europe (3)	PES	14*	YES	YES	NO	NO	NO	YES	NO

TABLE 7: SURVEY UNIVERSE – (1) GEOGRAPHIC SCOPE AND HOUSING (cont'd)

Belgium: There is no specification of housing other than the exclusion of individuals living in homes for the elderly.

UK (1): The sampling frame is the post code for small users. This effectively screens most hotels, guest houses and institutions. At issue is how to widen the coverage of institutions (eg so as to include college halls of residence, etc.).

UK (2): Northern Ireland is covered by a separate survey, and reported separately, though the two sets of data from Northern Ireland and Great Britain can be merged.

Europe (1): Austria, Belgium, Luxembourg, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom. In addition, interviews are conducted in the geographic areas with the most clustered 60% (approx.) of eligible respondents.

Europe (2): Denmark, Finland, Norway, Sweden.

Europe (3): Belgium, Denmark, Finland, France, Germany, Great Britain, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland.

TABLE 9: SAMPLING METHODOLOGY

Country	Survey	Sampling Frame	Sampling Method	Approx. Annualized Sample Size	Universe Size Millions
Austria (1)	MA	Electoral register	Random	14,000*	6.507
Austria (2)	ÖVA	Census data	Quota	10,000	6.5
Belgium	CIM MP	Census data	Quota	10,000	8.147
Bulgaria	MUB	Census data	Quota	1,000	6.8
Czech Rep.	MP	Census data	Random	15,000	8
Denmark (1)	DRB index	Census data; Random dialling	Random	13,000 face-to-face 50,000 telephone	4.2
Denmark (2)	DMMI	Random dialling	Random	25,000	4.427
Finland	KMT	Census data	Random	6,300	4.28
France (1)	AEPM	Census data; Maps	Quota	15,000	46
France (2)	PQRN	Census data; Telephone directories	Quota	21,000	45.93
Germany (1)	AWA	Census data	Quota	20,000	62.77
Germany (2)	MA	Census data	Random	25,600 - mags; 62,000 - newsp'rs*	62.73
Greece (1)	Bari	Census data; Maps	Random*	33,000*	6.5
Greece (2)	NMS	Census data; Maps	Random	14,400*	6.515
Hungary (1)	MUH	Census data	Random	8,000	8
Hungary (2)	SIM	Census data	Random	18-20,000	8.5
Ireland	JNRR	Census data; Electoral register	Random	5,045	2.646
Italy	Audipress	Electoral register	Random	36,000	48
Netherlands	SUMMO	Random dialling	Random	32,000	12.29
Norway (1)	FM	Telephone directories	Quota	29,050	3.58
Norway (2)	NMI	Telephone directories	Random	12,000	3.5
Poland (1)	MUP	Census data	Random	6,000	29
Poland (2)	Pentor	Government register	Random	10,000	28.8
Portugal (1)	Bareme	Census data; Maps	Random	15,000	7.839
Portugal (2)	Euromedia	Census data	Random*	12,000	7.525
Romania	MUR	Census data	Quota	2,000	17.7
Spain	EGM	Census data; Electoral districts	Random	40,000	32.332
Sweden (1)	OCRS	Official population register	Random	20,000	6.712
Sweden (2)	Selekt	Official population register	Random	13,000	6.4
Sweden (3)	SM	Census data; Telephone directories; Random dialling; Postal address lists	Random	20,000	6.37
Switzerland	MACH B.	Census data	Random	20,000	5.135
UK (1)	NRS	Postal address lists	Random	37,500	45.4
UK (2)	TGI	Enumeration districts (Census data)	Random*	25,000	43
Europe (1)	EBRS	Lists of business establishments	Random	9,558	0.312
Europe (2)	NBRS	Official national directories of business establishments*	Random	2,980	0.201
Europe (3)	PES	Varies by country	Random	7,145	5.6

TABLE 8: SURVEY UNIVERSE – (2) AGE AND SOCIODEMOGRAPHIC REQUIREMENTS							
Country	Survey	Lower Age Limit	Upper Age Limit	Social Class/Status	Language	Nationality	Ethnic Origin
Austria (1)	MA	14	NONE	NO	German	NO	NO
Austria (2)	ÖVA	14	NONE	NO	NO	Austrian	NO
Belgium	CIM MP	15	NONE	NO	Flemish or French	NO	NO
Bulgaria	MUB	15	NONE	NO	Bulgarian	NO	NO
Czech Rep.	MP	14	NONE	NO	Czech	NO	NO
Denmark (1)	DRB index	13	NONE	NO	Danish	NO	NO
Denmark (2)	DMMI	13	NONE	NO	NO	NO	NO
Finland	KMT	12	NONE	NO	NO	NO	NO
France (1)	AEPM	15	NONE	NO	French	NO	NO
France (2)	PQRN	15	NONE	NO	NO	NO	NO
Germany (1)	AWA	14	NONE	NO	NO	German	NO
Germany (2)	MA	14	NONE	NO	NO	German	NO
Greece (1)	Bari	13	70	NO	Greek	YES*	NO
Greece (2)	NMS	15	64	NO	Greek	NO	NO
Hungary (1)	MUH	14	NONE	NO	Hungarian	NO	NO
Hungary (2)	SIM	15	NONE	NO	NO	NO	NO
Ireland	JNRR	15	NONE	NO	NO	NO	NO
Italy	Audipress	14	NONE	NO	NO	Italian	NO
Netherlands	SUMMO	13	85	NO	Dutch	NO	NO
Norway (1)	FM	13	NONE	NO	Norwegian	NO	NO
Norway (2)	NMI	15	NONE	NO	Norwegian	NO	NO
Poland (1)	MUP	14	NONE	NO	Polish	NO	NO
Poland (2)	Pentor	15	NONE	NO	NO	NO	NO
Portugal (1)	Bareme	13	NONE	NO	Portuguese	Portuguese	NO
Portugal (2)	Euromedia	15	NONE	NO	NO	Portuguese	NO
Romania	MUR	15	NONE	NO	Romanian	NO	NO
Spain	EGM	14	NONE	NO	NO	NO	NO
Sweden (1)	OCRS	15	79	NO	NO	NO	NO
Sweden (2)	Selekt	15*	75*	NO	Swedish	NO	NO
Sweden (3)	SM	15	74	NO	NO	NO	NO
Switzerland	MACH B.	14	NONE	NO	YES*	NO	NO
UK (1)	NRS	15	NONE	NO	NO	NO	NO
UK (2)	TGI	15	NONE	NO	NO	NO	NO
Europe (1)	EBRS	n/a	n/a	YES*	NO	NO	NO
Europe (2)	NBRS	n/a	n/a	YES*	NO	NO	NO
Europe (3)	PES	25	NONE	YES*	NO	NO	NO

Greece (1): Certain foreign residents (eg foreign mission nationals), illegal entrants, etc.

Sweden (2): Age thresholds are defined by the year in which interviewees have their 15th or 75th birthdays.

Switzerland: Respondents must be able to communicate in the (or in the two) official language(s) of the place of residence.

Europe (1): Senior managers of medium and large industries and commercial establishments.

Europe (2): Heads of specified job functions, and other executives with management status from industrial and commercial establishments with 10 or more employees.

Europe (3): Professionals and executives who fit at least one of four criteria [(a) income; (b) directorship; (c) job status; (d) travel].

TABLE 9: SAMPLING METHODOLOGY

Country	Survey	Sampling Frame	Sampling Method	Approx. Annualized Sample Size	Universe Size Millions
Austria (1)	MA	Electoral register	Random	14,000*	6.507
Austria (2)	ÖVA	Census data	Quota	10,000	6.5
Belgium	CIM MP	Census data	Quota	10,000	8.147
Bulgaria	MUB	Census data	Quota	1,000	6.8
Czech Rep.	MP	Census data	Random	15,000	8
Denmark (1)	DRB index	Census data; Random dialling	Random	13,000 face-to-face 50,000 telephone	4.2
Denmark (2)	DMMI	Random dialling	Random	25,000	4.427
Finland	KMT	Census data	Random	6,300	4.28
France (1)	AEPN	Census data; Maps	Quota	15,000	46
France (2)	PQRN	Census data; Telephone directories	Quota	21,000	45.93
Germany (1)	AWA	Census data	Quota	20,000	62.77
Germany (2)	MA	Census data	Random	25,600 - mags; 62,000 - newsp'rs*	62.73
Greece (1)	Bari	Census data; Maps	Random*	33,000*	6.5
Greece (2)	NMS	Census data; Maps	Random	14,400*	6.515
Hungary (1)	MUH	Census data	Random	8,000	8
Hungary (2)	SIM	Census data	Random	18-20,000	8.5
Ireland	JNRR	Census data; Electoral register	Random	5,045	2.646
Italy	Audipress	Electoral register	Random	36,000	48
Netherlands	SUMMO	Random dialling	Random	32,000	12.29
Norway (1)	FM	Telephone directories	Quota	29,050	3.58
Norway (2)	NMI	Telephone directories	Random	12,000	3.5
Poland (1)	MUP	Census data	Random	6,000	29
Poland (2)	Pentor	Government register	Random	10,000	28.8
Portugal (1)	Bareme	Census data; Maps	Random	15,000	7.839
Portugal (2)	Euromedia	Census data	Random*	12,000	7.525
Romania	MUR	Census data	Quota	2,000	17.7
Spain	EGM	Census data; Electoral districts	Random	40,000	32.332
Sweden (1)	OCRS	Official population register	Random	20,000	6.712
Sweden (2)	Selekt	Official population register	Random	13,000	6.4
Sweden (3)	SM	Census data; Telephone directories; Random dialling; Postal address lists	Random	20,000	6.37
Switzerland	MACH B.	Census data	Random	20,000	5.135
UK (1)	NRS	Postal address lists	Random	37,500	45.4
UK (2)	TGI	Enumeration districts (Census data)	Random*	25,000	43
Europe (1)	EBRS	Lists of business establishments	Random	9,558	0.312
Europe (2)	NBRN	Official national directories of business establishments*	Random	2,980	0.201
Europe (3)	PES	Varies by country	Random	7,145	5.6

TABLE 9: SAMPLING METHODOLOGY (cont'd)

Austria (1): Will increase to 15,500 in 1995.

Germany (2): The reporting sample for newspapers is double this figure (62,000) due to the fact that (a) newspaper readership figures are combined across two annual survey periods, and (b) readership questions about them are asked in both the press and electronic versions of the MA.

Greece (1): (a) Addresses selected randomly, individuals by quota. (b) The 33,000 sample size is for readership only. The total annual sample for all media, including local radio, is 120,000.

Greece (2): Approximate figure based on the Autumn 1994 wave, which comprised 7,210 interviews. The Spring 1994 wave comprised 3,600 interviews.

Portugal (2): Addresses selected randomly, individual by quota.

UK (2): Streets in which interviews take place are selected randomly. The final stage of selecting interviewees employs quotas.

Europe (2): Sampling in two stages. Having drawn a sample of eligible establishments, each is contacted in order to identify persons with pre-defined responsibilities, from which a sample of individuals is drawn.

TABLE 10: READERSHIP QUESTIONS – (1) TECHNIQUE OF MEASUREMENT AND DATA COLLECTION

Country	Survey	Meas. Technique*	Type of Interview**	Comp. Assisted Data Coll.***	Press Visual Stimulus Materials
Austria (1)	MA	RR	FiF	NO	4C single mastheads/A6 cards
Austria (2)	ÖVA	RR; RF	FiF; SC*	NO	1C single mastheads/A6 cards
Belgium	CIM MP	RR	FiF	NO*	1C single mastheads/5x12cm cards
Bulgaria	MUB	RR	FiF	NO	1C grouped mastheads/cards
Czech Rep.	MP	RR	FiF	NO	1C single mastheads with printed titles and codes/7.5x10.5cm cards
Denmark (1)	DRB index	RR; RF	FiF; T; PSC	CATI	1C grouped x 6-8 mastheads/A4 cards
Denmark (2)	DMMI	FRY	T; PSC	CATI	n/a
Finland	KMT	RF	FiF	NO	1C single mastheads with name and frequency/10x15cm cards
France (1)	AEPM	RR	FiF; SC	NO	4C single mastheads/12.5x17.5 cards
France (2)	PQRN	RR	T	CATI	n/a
Germany (1)	AWA	RR	FiF	NO	1C single mastheads with printed frequency/10.5x7.5 cards
Germany (2)	MA	RR	FiF	NO	4C single mastheads/7.4x10.5cm cards - mags; 2.9x14.7 cards - newsp'rs
Greece (1)	Bari	RR; FRY; RF	FiF	NO	1C grouped mastheads by publication type/A4 booklets
Greece (2)	NMS	RR	FiF	NO	1C grouped x 6 mastheads with printed titles/A6 cards
Hungary (1)	MUH	RR	FiF	NO	1C single mastheads/7.5x10.5cm cards
Hungary (2)	SIM	RR	FiF	NO	4C single mastheads/10x7 cards - mags; 15x10 cards - newsp'rs
Ireland	JNRR	RR	FiF; SC	NO	1C single mastheads/A4 booklets
Italy	Audipress	RR	FiF	NO	1C single mastheads/21x7.5cm cards - mags; 29.5x10.5cm cards - newsp'rs
Netherlands	SUMMO	FRY	T; PSC*	CATI	n/a
Norway (1)	FM	FRY	T; PSC*	CATI	n/a
Norway (2)	NMI	RR	FiF; SC*	NO	4C single mastheads with printed codes and frequency/cA5 cards
Poland (1)	MUP	RR	FiF	NO	1C single mastheads/7.5x10.5cm cards
Poland (2)	Pentor	RR	FiF	NO	1C grouped mastheads by publication type/A4 sheets*
Portugal (1)	Bareme	RR	FiF	NO	1C grouped (x2-6) mastheads by public. type/A4 sheets
Portugal (2)	Euromedia	RR*	FiF	NO	1C grouped (x3-5) mastheads/A4 sheets
Romania	MUR	RR	FiF	NO	1C grouped mastheads/cards
Spain	EGM	RR	FiF	NO	Newspapers - grouped* mastheads/A4 sheets; Magazines - 4C grouped (x4) mastheads/A4 sheets
Sweden (1)	OCRS	RF	PSC	NO	1C grouped mastheads by publication type and sub-category/A4 booklets
Sweden (2)	Selekt	RF	PSC	NO	1C mastheads grouped by publication type*/A4 booklets
Sweden (3)	SM	RR	T; PSC	CATI	n/a
Switzerland	MACH B.	RF	T; PSC*	CATI	n/a
UK (1)	NRS	RR	FiF	CAPI	1C grouped (x6) titles/16.5x12cm cards: One side with printed titles, other with mastheads*
UK (2)	TGI	RR	FiF; PSC*	CAPI	Printed titles grouped by publication type and subject area/cA4 booklets
Europe (1)	EBRS	RR	PSC	NO	1C printed titles/A4 booklets
Europe (2)	NBRS	RR	PSC	NO	1C grouped mastheads by publication with printed frequency/A4 booklets
Europe (3)	PES	RR	FiF	NO	1C single mastheads/16.5x12.5cm cards

TABLE 10: READERSHIP QUESTIONS – (1) TECHNIQUE OF MEASUREMENT AND DATA COLLECTION (cont'd)

* Code: RR - Recent Reading; FRY - First Read Yesterday; TTB - Through-the-book; RF - Reading Frequency.

** Code: FtF - Face-to-face; T - Telephone; SC - Self-completion; PSC - Postal self-completion.

*** Code: CATI - Computer Assisted Telephone Interview; CAPI - Computer Assisted Personal (ie face-to-face) interview.

Austria (2); Netherlands; Norway (1); Switzerland: Consumer data are collected by self-completion from the same sample or a subsample of the respondents to the media questions.

Belgium: Will introduce CAPI in next survey.

Norway (2): Self-completion questionnaires are used to collect detailed TGI data from a subsample of 3,000 respondents after the readership interview. The interviewer returns a week later to collect the completed questionnaires (c96% success rate of those asked to participate).

Poland (2): Five regional newspaper variants.

Portugal (2): Most recent issue is asked for.

Spain: Approximately 12 newspapers titles by region are shown to each respondent. The titles are presented in two groups: one general, the other specialist (viz. business, sports).

Sweden (2): See Table 5. Readership data for most regional publications are collected by an open question.

UK (1): The printed titles are shown for the initial time-based filter question, and the mastheads for the following, detailed readership questions.

UK (2): The face-to-face interview is an initial contact interview for purposes of recruitment.

Europe (3): Titles are occasionally grouped where there is risk of confusion or the publication appears in more than one language.

TABLE 11: READERSHIP QUESTIONS – (2) DEFINITION OF READING

Country	Survey	Quality of Reading	Issue	Location	Source of Copy	Recency
Austria (1)	MA	Read or looked through				Latest publication interval
Austria (2)	ÖVA	Had in hand, read or looked through				Newspapers—last 7 days; Wkly mags—last 3 mths; Fortn'lies—last 6 months; Monthlies—last 12 months
Belgium	CIM MP	Read or looked through	Any			Latest publication interval
Bulgaria	MUB	Read or looked through				Latest publication interval
Czech Rep.	MP	Read or looked through				Latest publication interval
Denmark (1)	DRB index	Read or looked through		Anywhere	Any	Latest publication interval
Denmark (2)	DMMI	Read or looked through for at least two minutes		Anywhere		
Finland	KMT	Read or looked through		Anywhere	Any	Latest publication interval
France (1)	AEPM	Read, flicked through or consulted	Any	Anywhere		
France (2)	PQRN	Read or glanced through or consulted		Anywhere		
Germany (1)	AWA	Read or paged through	Any	Anywhere		Latest publication interval
Germany (2)	MA	Read or looked at				Latest publication interval
Greece (1)	Bari	Read or looked through	Any			Latest publication interval
Greece (2)	NMS	Read or leafed through for at least two minutes	Any			Latest publication interval
Hungary (1)	MUH	Read or looked through				Latest publication interval
Hungary (2)	SIM	Read or skim read	Any	Anywhere		
Ireland	JNRR	Read or looked at	Any	Anywhere	Any	Latest publication interval
Italy	Audipress	Read or leafed through	Any	Anywhere		Last 3 mths—dls/wkls; last 6 mths—ftnls; last 12 mths—mthls
Netherlands	SUMMO	Ever read or looked through no matter for how long		Anywhere		
Norway (1)	FM	Read or looked through				Last 12 months
Norway (2)	NMI	Read or glanced through at least once				Last 12 months
Poland (1)	MUP	Read or looked through				Latest publication interval
Poland (2)	Pentor	Read or looked through				Last 3 mths—dls/wkls; last 6 mths/mthls
Portugal (1)	Bareme	Read or looked through				Latest publication interval
Portugal (2)	Euromedia	Read or looked through	Last	Anywhere	Any	Latest publication interval
Romania	MUR	Read or looked through				Latest publication interval
Spain	EGM	Read or paged through				Latest publication interval
Sweden (1)	OCRS	Read				
Sweden (2)	Selekt	Usually read				
Sweden (3)	SM	Read or looked through*				Latest publication interval
Switzerland	MACH B.	Read or looked through		Anywhere	Any	
UK (1)	NRS	Read or looked through for at least two minutes			Any	Latest publication interval
UK (2)	TGI	Read or looked through		Anywhere	Any	Latest publication interval
Europe (1)	EBRS	Read or looked through			Any	
Europe (2)	NBRBS	Read or looked through				
Europe (3)	PES	Read or looked through for at least two minutes	Any	Anywhere	Any	Last 12 months

Sweden (3): For magazines, the question is asked of first time an issue has been read during the latest issue period.

**TABLE 12: READERSHIP QUESTIONS – (3) QUESTIONS AND CALCULATION
OF AVERAGE ISSUE READERSHIP (AIR)**

Country	Survey	Number of Filters	Frequency Questions	Recency Questions	Basis of AIR Calculation†
Austria (1)	MA	1	YES	YES	PF + RI
Austria (2)	ÖVA	1	YES	YES	RI
Belgium	CIM MP	1	YES	YES	PF*
Bulgaria	MUB	1	NO	YES	RI
Czech Rep.	MP	1	YES	YES	PF + RI
Denmark (1)	DRB index		YES	YES	PF + RF
Denmark (2)	DMMI	1	YES	NO	PF + FRY
Finland	KMT	2/3*	YES	YES	PF
France (1)	AEPM	1	YES	YES	RI
France (2)	PQRN	1	YES	YES	RI
Germany (1)	AWA	1	YES	YES	RI
Germany (2)	MA	3	YES	YES	RI
Greece (1)	Bari	1	YES	YES	RI
Greece (2)	NMS	1	YES	YES	RI
Hungary (1)	MUH	1	YES	YES	PF + RI
Hungary (2)	SIM	1	YES	YES	PF + RI
Ireland	JNRR	1	YES	YES	RI
Italy	Audipress	1	YES	YES	RI
Netherlands	SUMMO	1	YES	NO	FRY
Norway (1)	FM	1	YES	NO	PF
Norway (2)	NMI	1	YES	YES	RI
Poland (1)	MUP	1	YES	YES	PF + RI
Poland (2)	Pentor	1	YES	YES	PF
Portugal (1)	Bareme	0	YES	YES	PF
Portugal (2)	Euromedia	1	YES	YES	PF
Romania	MUR	1	NO	YES	RI
Spain	EGM	1	YES	YES	RI
Sweden (1)	OCRS	0	YES	NO	PF
Sweden (2)	Selekt	0	YES	NO	PF
Sweden (3)	SM	2	YES	YES	RI
Switzerland	MACH B.	1	YES	NO	PF
UK (1)	NRS	1	YES	YES	RI
UK (2)	TGI	0	YES	YES	RI
Europe (1)	EBRS	0	YES	YES	RI
Europe (2)	NBRS	0	YES	YES	RI
Europe (3)	PES	1	YES	YES	RI

† Code: PF - Probabilities based on frequency claims; RI - Recency claims within publication interval; FRY - First Read Yesterday claims.

Belgium: Frequency data are adjusted according to recency question (using probabilities).

Finland: First and second filters – (a) ever read, and (b) how long last read – precede all readership questions. A third filter – (c) read in publication interval – screens titles for questions about the most recently read copy.

TABLE 13: READERSHIP QUESTIONS – (4) COLLECTION OF OTHER READERSHIP DATA

Country	Survey	Reading Specific Pages	Reading Specific Editorial Section	Prop. of Public Read	Reading Duration	Source of Copy	Other
Austria (1)	MA	NO	NO	NO	NO	YES	NO
Austria (2)	ÖVA	NO	NO	NO	NO	NO	NO
Belgium	CIM MP	NO	NO	NO	NO	YES	NO
Bulgaria	MUB	NO	NO	NO	NO	NO	NO
Czech Rep.	MP	NO	NO	NO	NO	NO	NO
Denmark (1)	DRB index	YES	YES	NO	YES	YES	NO
Denmark (2)	DMMI	NO	NO	NO	YES	YES	NO
Finland	KMT	NO	NO	YES	YES	NO	Place of reading; mpx Qs - mags; quality of reading Qs - newsp'rs
France (1)	AEPM	NO	NO	YES	NO	YES	Reading habits; Yesterday reading*
France (2)	PQRN	NO	NO	NO	YES	YES	Place of reading; No. of reading moments; No. of times the issue has been picked up.
Germany (1)	AWA	NO	NO	YES	NO	NO	NO
Germany (2)	MA	YES	NO	NO	NO	NO	NO
Greece (1)	Bari	NO	NO	NO	NO	NO	NO
Greece (2)	NMS	NO	NO	YES	NO	NO	mpx questions*
Hungary (1)	MUH	NO	NO	NO	NO	NO	NO
Hungary (2)	SIM	NO	NO	NO	NO	NO	NO
Ireland	JNRR	NO	NO	NO	NO	NO	NO
Italy	Audipress	NO	NO	NO	NO	NO	NO
Netherlands	SUMMO	NO	NO	NO	YES	YES	NO
Norway (1)	FM	NO	NO	NO	YES	YES	NO
Norway (2)	NMI	YES	NO	YES	YES	YES	NO
Poland (1)	MUP	NO	NO	NO	NO	NO	NO
Poland (2)	Pentor	NO	NO	NO	NO	NO	NO
Portugal (1)	Bareme	NO	NO	NO	NO	NO	NO
Portugal (2)	Euromedia	NO	NO	NO	NO	NO	Location of reading
Romania	MUR	NO	NO	NO	NO	NO	NO
Spain	EGM	NO	NO	YES	YES	YES	NO
Sweden (1)	OCRS	NO	YES	NO	NO	NO	NO
Sweden (2)	Selekt	NO	NO	NO	NO	NO	NO
Sweden (3)	SM	YES	YES	YES	NO	YES	NO
Switzerland	MACH B.	NO	NO	NO	NO	NO	NO
UK (1)	NRS	NO	NO	NO	NO	YES	Reading frequency (reader loyalty); Disappointment if unable to obtain
UK (2)	TGI	NO	YES	NO	NO	NO	NO
Europe (1)	EBRS	NO	NO	NO	NO	NO	NO
Europe (2)	NBRBS	NO	NO	NO	NO	NO	NO
Europe (3)	PES	NO	NO	NO	YES	NO	Where read

TABLE 13: READERSHIP QUESTIONS – (4) COLLECTION OF OTHER READERSHIP DATA (cont'd)

Finland; Greece (2): mpx ("magazine page exposure") scores are based on three questions: (a) On how many days was title read in last publication interval? (b) How many issues were read on the most recent reading day? c) For the most recently read issue, how many pages were read?

France (1): For yesterday readers, mpx questions covering number of issues read yesterday, place of reading, repeat reading and quantity of reading.

TABLE 14: AVERAGE INTERVIEW LENGTH

Country	Survey	Duration of Interview Minutes	Duration of Readership Questions Minutes	Approximate Number of Titles per Respondent
Austria (1)	MA	50-60	25-30	86
Austria (2)	ÖVA	40*	Five-seven	89
Belgium	CIM MP	73*	26	135
Bulgaria	MUB	n/a*	5	15
Czech Rep.	MP	45-60	20	209
Denmark (1)	DRB index	Face-to-face-30; Telephone-10	Face-to-face-15; Telephone-5	Self-completion-130; Face-to-face-100; Telephone-30
Denmark (2)	DMMI	15	c11	120
Finland	KMT	42	30	93
France (1)	AEPM	45	25	133 (magazines)
France (2)	PQRN	15	12	30-40
Germany (1)	AWA	120	50*	305
Germany (2)	MA	55-60	40	200+*
Greece (1)	Bari	20-25	Ten-15	124
Greece (2)	NMS	25	12	121
Hungary (1)	MUH	n/a*	10	117
Hungary (2)	SIM	25-30	20	56
Ireland	JNRR	25-35	Ten-15	22
Italy	Audipress	35	20	169
Netherlands	SUMMO	25	10	100
Norway (1)	FM	18	16*	45-50
Norway (2)	NMI	40	15-20	65
Poland (1)	MUP	n/a*	10	154
Poland (2)	Pentor	n/a*	n/a*	176-186
Portugal (1)	Bareme	40	20	210
Portugal (2)	Euromedia	10	1.5	93
Romania	MUR	n/a*	10	39
Spain	EGM	50	15	110-120
Sweden (1)	OCRS	n/a*	n/a*	All (325) except some regional titles*
Sweden (2)	Selekt	n/a*	n/a*	230
Sweden (3)	SM	25	15	130
Switzerland	MACH B.	25	11.5*	German speaking Switz. - 90-130; French speaking Switz. - 30-40; Italian speaking Switz. - 13
UK (1)	NRS	35	16	246
UK (2)	TGI	n/a*	n/a*	209
Europe (1)	EBSR	Five to ten	Three to five	38
Europe (2)	NBSR	n/a*	n/a*	51
Europe (3)	PES	45	15	55

TABLE 14: AVERAGE INTERVIEW LENGTH (cont'd)

Austria (2): Excluding consumer data (est. 15-20 minutes extra)

Belgium: Information on products is collected every other year. The figure given in Table 14 is for the whole survey, including both product and media questions.

Bulgaria; Hungary (1); Poland (1) & (2); Sweden (1) & (2); UK (2); Not really applicable, as questions are part of an omnibus study (eg Bulgaria), or they are administered via self-completion [eg UK (2)].

Germany (1): Length of entire media section of interview.

Germany (2): All national newspapers and magazines, with regionals selected by sampling point (usually 7-17 titles).

Norway (1): All media.

Switzerland: For German speaking Switzerland. Interviews for the French and Italian speaking regions are about a couple of minutes shorter.

TABLE 15: DEMOGRAPHIC VARIABLES FOR REPORTING - (1) GEOGRAPHIC REGIONS

Country	Survey	Printed Reports	Electronic Reports
Austria (1)	MA	Federal regions - 9	Federal regions - 9
Austria (2)	ÖVA	Federal regions - 9	Federal regions - 9
Belgium	CIM MP	Full universe only	Main cities - 5; Nielsen areas - 5; Provinces - 11
Bulgaria	MUB	Regions - 8	Regions - 8
Czech Rep.	MP	Regions - 8	Regions - 8
Denmark (1)	DRB index	n/a	All official units down to communes
Denmark (2)	DMMI	Regions - 9	Range of geographic breakdowns*
Finland	KMT	Regions - 33	Regions - 33
France (1)	AEPM	Regions - 9	Regions - 9; Departments - 95
France (2)	PQRN	Regions: UDA - 9; INSEE - 21; Nielsen - 9	Regions: UDA - 9; INSEE - 21; Nielsen - 9
Germany (1)	AWA	Nielsen areas - 7	Nielsen regions - 7; Länder - 15
Germany (2)	MA	Nielsen regions - 7; Länder - 15	Nielsen regions - 7; Länder - 15
Greece (1)	Bari	Regions - 5; Athens; Thessaloniki	Regions - 5; Athens; Thessaloniki
Greece (2)	NMS	Regions - 3; Athens; Thessaloniki	Regions - 3; Athens; Thessaloniki
Hungary (1)	MUH	Regions - 8	Regions - 8
Hungary (2)	SIM	Budapest	Budapest; Regions - 19
Ireland	JNRR	Regions - 5	Regions - 5
Italy	Audipress	Regions - 20; Departments - 101	Regions - 20; Departments - 101
Netherlands	SUMMO	Nielsen regions - 5	Nielsen regions - 5; Provinces - 12; Cebu area - 50
Norway (1)	FM	Handelsdistrikt - 102; Handelsfeld - 4	Handelsdistrikt - 102; Handelsfeld - 4; Handels- område - 19; Fylke - 20
Norway (2)	NMI	Trade areas - 5	Trade areas - 5; Counties - 19
Poland (1)	MUP	Regions - 9	Regions - 9
Poland (2)	Pentor	Regions - 6*	Departments - 49
Portugal (1)	Bareme	Regions - 6	Regions - 6
Portugal (2)	Euromedia	Regions - 5	Regions - 5
Romania	MUR	Regions - 8	Regions - 8
Spain	EGM	Regions - 17	Regions - 17
Sweden (1)	OCRS	A regions - 5; Nielsen regions - 6	A regions - 70; Nielsen regions - 6; Postal areas codes - c8,000
Sweden (2)	Selekt	Total for main cities; Some regions	Total for main cities; Main cities separately - 3; A regions - 70; Postal numbers - 28
Sweden (3)	SM	tbd	A regions - 70
Switzerland	MACH B.	Language region - 3; Economic regions - 6; Economic areas - 25	Language region - 3; Economic regions - 6; Economic areas - 25; Political districts - 189
UK (1)	NRS	TV regions - 12; TV regions excl. overlap - 12; Survey Region - 7	TV regions - 12; TV region excl. overlap - 12; Survey Region - 7; Counties; Local authorities; Wards
UK (2)	TGI	ITV regions - 12; Standard regions - 9	ITV regions - 12; St'd regions - 11
Europe (1)	EBRS	Countries - 17	Countries - 17
Europe (2)	NBRS	Countries - 4	Countries - 4
Europe (3)	PES	Countries - 14	Countries - 14

Denmark (2): Data are split into 1, 2, 3, 4, 7, 8, 9, 16, 250, or 500 regions. Users can group the small regions (municipal, zip-code, telephone area) to make up his own geographic regions.

Norway (1): Handels areas are based on Nielsen grading. Fylke areas are administrative regions.

Poland (2): Regions are combinations of the 49 departments.

**TABLE 16: DEMOGRAPHIC VARIABLES FOR REPORTING
(2) AGE AND SOCIODEMOGRAPHIC CLASSIFICATIONS**

Country	Survey	Age		Sociodemographics†	
		Printed Reports	Electronic Reports	Printed Reports	Electronic Reports
Austria (1)	MA	14-19; 20-29; 30-39; 40-49; 50-59; 60-69; 70+	14-19; 20-24;...55-59; 60+	A-G	A-G
Austria (2)	ÖVA	14-29; 30-39; 40-49; 50-59; 60+	14-19; 20-24;...55-59; 60+	A-G	A-G
Belgium	CIM MP	15-17; 18-20; 21-24; 25-29; 30-34;...70-74; 75+	Same	A, B, E, G	A, B, D, E, G
Bulgaria	MUB	15-19; 20-29; 30-39; 40-49; 50-59; 60+	Same	A-D, G	A-D, G
Czech Rep.	MP	15-19; 20-29; 30-39;...60-69; 70+	Any	A-E, G	A-E, G
Denmark (1)	DRB index	n/a	Any	n/a	A, B, D, E
Denmark (2)	DMMI	13-19; 20-24; 25-29; 30-39; 40-49; 50-61; 62+	Any	A-G	A-G
Finland	KMT	12-14; 15-19; 20-24;...50-54; 55-64; 65+	Same	A-E, G	A-E, G
France (1)	AEPM	15-24; 25-34; 35-44; 50-64; 65+	Any	A, B, D, E	A, B, D, E
France (2)	PQRN	15-24; 25-34; 35-49; 50-64; 65+	Same	A-E, G	A-E, G
Germany (1)	AWA	14-19; 20-29; 30-39;...60-69; 70+; 14-17; 18-24; 25-39; 55-74	Any	A-G	A-G
Germany (2)	MA	14-19; 20-29; 30-39; 40-49; 50-59; 60-69; 70+	Same	A, B, D, G	A, B, D, G
Greece (1)	Bari	13-17; 18-24; 25-34; 35-44; 45-54; 55-70	Same	A-C, E, G	A-C, E, G
Greece (2)	NMS	15-19; 20-24; 25-34; 35-44; 45-54; 55-64	Same	A-D	A-D
Hungary (1)	MUH	15-19; 20-29; 30-39;...60-69; 70+	Same	A-E, G	A-E, G
Hungary (2)	SIM	15-17; 18-29; 30-39; 40-49; 50-59; 60+	Any	A-D, G	A-D, G
Ireland	JNRR	15-19; 20-24; 25-34; 35-44; 45-54; 55-64; 65+	Any	B, C	A-C
Italy	Audipress	14-17; 18-24; 25-34; 35-44; 45-54; 55-64; 64+	Any	A-E	A-E
Netherlands	SUMMO	13-34; 35-49; 50-64; 65+	Extra breaks/13-14; 15-19; 20-24; 25-34		
Norway (1)	FM	13-15; 15-19; 20-25;...	Any	A-D, G	A-G
Norway (2)	NMI	15-19; 20-24; 20-25;...65-69; 70+	Any	A-G	A-G
Poland (1)	MUP	15-19; 20-29; 30-39;...60-69; 70+	Same	A-E, G	A-E, G
Poland (2)	Pentor	15-19; 20-29; 30-39; 40-49; 50-59; 60+	Any	B-D, G	B-D, G
Portugal (1)	Bareme	13-17; 18-24; 25-34; 35-44; 45-54; 55+	Extra break/55-64; 65+	A, C, G	A, C, G
Portugal (2)	Euromedia	15-24; 25-34; 35-44; 45-54; 55-64; 65+	Extra break/15-19; 20-24	C, G	A-C, G
Romania	MUR	15-19; 20-29; 30-39; 40-49; 50-59; 60+	Same	A-D, G	A-D, G
Spain	EGM	14-24; 25-34; 35-44; 45-54; 55-64; 65+	Same*	A-C, E	A-C, E
Sweden (1)	OCRS	15-19; 20-24;...55-59; 60-69; 70-79	Extra breaks/15-17; 18-19; 60-64;...75-79	A-F	A-G
Sweden (2)	Selekt	15-19; 20-24; 25-29; 30-39; 40-49; 50-75*	Extra breaks/30-34; 35-39; 40-44;...71-75	G	A-G
Sweden (3)	SM	tbd (probably six or seven breaks)	Any	tbd	A,B,D,E
Switzerland	MACH B.	14-34; 35-54; 55+	Any	A, C, D, G	A-D, G

**TABLE 16: DEMOGRAPHIC VARIABLES FOR REPORTING
(2) AGE AND SOCIODEMOGRAPHIC CLASSIFICATIONS**

Country	Survey	Age		Sociodemographics†	
		Printed Reports	Electronic Reports	Printed Reports	Electronic Reports
UK (1)	NRS	15-17; 18-24; 25-34; 35-44; 45-54; 55-64; 65+	Any	A-E, G	A-E, G
UK (2)	TGI	15-24; 25-34; 35-44; 45-54; 55-64; 65+	Any	B-G	B-G
Europe (1)	EBRS	n/a	n/a	D	D
Europe (2)	NBRS	Less than 35; 35-44; 45-54; 55+	Same	A-E	A-E
Europe (3)	PES	25-34; 35-44; 45-54; 55+	Same	A-E, F*	A-E, F*

† Code: A - Occupation; B - Education; C - Socio-economic status; D - Income; E - Lifestyle/Lifestage; F - Psychographics; G - Geodemographics

Spain: The main results in the main printed and electronic reports are aggregated. The raw data are stored in a computer bureau and can be accessed by any subscriber for special analysis using any combination of codes. Any computer bureau can purchase the raw data and offer such direct access or alternative PC-based packages.

Sweden (2): Separate men/women categories contain extra (30-34; 35-39) break in printed reports.

Europe (3): May possibly be offered.

TABLE 18: FUTURE CHANGES IN SURVEY DESIGN - AREAS OF DEBATE OR FIRM PLANS

Country	Survey	Sampl. Method	Stim. Material	Reader-ship Method	Comp. Assist. Data Collect.	Reader-ship Q. Wording	AIR Calc.	Incl. Other Reader-ship Qs	Type of Contract	Other
Austria (1)	MA	NO	NO	NO	NO	NO	NO	NO	NO	NO
Austria (2)	ÖVA*	NO	NO	NO	NO	NO	NO	NO	NO	YES
Belgium	CIM MP*	YES	NO	NO	YES	YES	NO	YES	YES	YES
Bulgaria	MUB	NO	NO	NO	NO	NO	NO	NO	NO	NO
Czech Rep.	MP*	NO	NO	NO	NO	NO	NO	NO	NO	YES
Denmark (1)	DRB index	NO	NO	NO	NO	NO	NO	NO	NO	NO
Denmark (2)	DMMI	NO	NO	NO	NO	NO	NO	NO	NO	NO
Finland	KMT*	YES	YES	NO	YES	NO	NO	NO	NO	NO
France (1)	AEPM	NO	NO	NO	NO	NO	NO	NO	NO	NO
France (2)	PQRN	NO	NO	NO	NO	NO	NO	NO	NO	NO
Germany (1)	AWA*	NO	NO	NO	NO	NO	NO	NO	NO	YES
Germany (2)	MA*	NO	NO	NO	YES	NO	NO	NO	NO	YES
Greece (1)	Bari	NO	NO	NO	NO	NO	NO	NO	NO	NO
Greece (2)	NMS*	YES	NO	YES	NO	YES	NO	NO	NO	NO
Hungary (1)	MUH*	NO	NO	NO	NO	NO	NO	NO	YES	YES
Hungary (2)	SIM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Ireland	JNRR*	NO	NO	NO	NO	NO	NO	YES	NO	YES
Italy	Audipress	NO	NO	NO	NO	NO	NO	NO	NO	NO
Netherlands	SUMMO*	NO	NO	YES	NO	NO	YES	NO	NO	NO
Norway (1)	FM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Norway (2)	NMI*	NO	NO	NO	YES	NO	NO	YES	NO	NO
Poland (1)	MUP*	NO	NO	NO	NO	NO	NO	NO	YES	YES
Poland (2)	Pentor*	NO	YES	NO	NO	YES	NO	NO	NO	NO
Portugal (1)	Bareme*	YES	NO	NO	NO	NO	YES	NO	NO	NO
Portugal (2)	Euromedia	NO	NO	NO	NO	NO	NO	NO	NO	NO
Romania	MUR	NO	NO	NO	NO	NO	NO	NO	NO	NO
Spain	EGM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Sweden (1)	OCRS*	NO	NO	NO	NO	NO	NO	NO	NO	YES
Sweden (2)	Selekt*	NO	NO	NO	NO	NO	NO	NO	NO	YES
Sweden (3)	SM*	NO	NO	NO	NO	NO	NO	YES	NO	YES
Switzerland	MACH B.	NO	NO	NO	NO	NO	NO	NO	NO	NO
UK (1)	NRS*	YES	NO	NO	NO	NO	NO	NO	NO	YES
UK (2)	TGI	NO	NO	NO	NO	NO	NO	NO	NO	NO
Europe (1)	EBRS	NO	NO	NO	NO	NO	NO	NO	NO	NO
Europe (2)	NBRs*	YES	NO	YES	NO	NO	YES	NO	NO	NO
Europe (3)	PES	NO	NO	NO	NO	NO	NO	NO	NO	NO

Austria (2): Considering extending self-completion method of data collection to whole survey.

Belgium: From 1995, the survey will adopt CAPI methods of data collection and will collect additional data on attitudes and brands. This will cause re-structuration in other areas, the precise details of which are under discussion.

TABLE 18: FUTURE CHANGES IN SURVEY DESIGN - AREAS OF DEBATE OR FIRM PLANS (cont'd)

Czech Republic: 1995 list of magazines will be shortened to exclude titles with very low readership.

Finland: Investigating the possibility of switching to CATI methods of data collection. The third field test is taking place this Autumn. The switch to CATI could occur in 1995. Besides affecting the sampling methodology and stimulus material, it could affect the selection and wording of questions, and other features of the survey.

Germany (1): Planning to add more titles and extra questions.

Germany (2): (a) CAPI methods are being tested, involving electronic pens and self-completion booklets. (b) Page traffic was measured on a trial basis in a parallel wave in the MA 1992 survey. Its measurement is being re-examined using new methods, which involve recruiting separate samples of pre-selected readers for given titles and using real copies of those titles as stimulus material.

Greece (s): Several major changes have occurred between Spring and Autumn waves: including increase in sample size from 3,600 to 7,210 extension of fieldwork period from 3 weeks to 5 weeks, new organization of prompt cards, new wording of recency and frequency questions, and new questionnaire structure.

Hungary (1); Poland (1): Possible changes on near-term horizon could be the institution of national JICs and cooperation with another institute.

Ireland: Self-completion element has been introduced into latest survey in order to enable greater coverage of special interest topics. The next survey (1995/1996) may include extra readership questions for newspaper sections and supplements.

Netherlands: In recent years there has been pressure to increase the number of titles covered by Summoscanner; but in the meantime an inexplicable decline has occurred in the reading probabilities as measured by the frequency question. This is being investigated. The outcome may possibly entail modifications in the survey design.

Norway (1): (a) From November 1994, a bi-monthly brand tracking system will be introduced. (b) It is planned to expand media coverage by including business magazine titles.

Norway (2): (a) A list of titles is to be expanded in order to include more infrequent media and more special interest magazines about computers. (b) NMI is considering changing from paper questionnaires to CAPI methods of data collection, probably with barcode pens.

Poland (2): (a) Each title to be shown on separate card for the 1995 survey. (b) Wording of frequency question is to be modified.

Portugal (1): (a) Considering basing AIR scores on recency claims. (b) Considering change to quota sampling. Bareme already uses its own methods to obtain "random" samples in the absence of sampling frame data that make this genuinely possible. The switch to quotas could save on costs and ease the burden on interviewers.

Sweden (1): Successful experiments with an 8-day diary for television and radio will be fully implemented in 1995 so as to provide single source multimedia survey data.

Sweden (2): Perhaps a new structure of target groups questions.

Sweden (3): (a) Investigating the employment of mpx questions. (b) May possibly expand the questions on radio depending on the success of commercial (local) radio, which is only a year or two old.

UK: (a) Considering extending the assignment length and other smaller changes in order to improve the response rate, and (b) discussing possibility of separately measuring newspaper section traffic.

Europe (2): For the 1995 study—(a) The sample is to be enlarged to c3,600 respondents; (b) The sampling procedures for recruiting businessmen from smaller companies will be modified slightly. (c) It may drop the recency question and base AIR estimates on the reading frequency question only.

TABLE 19: CONTACT ADDRESSES

Country	Survey	Contact Address
Austria (1)	MA	Verein Media Analyse, Altmannsdorferstrasse 154-156, A-1230 Wien Tel: +43 1 661 22 220; Fax: +43 1 661 22 220
Austria (2)	ÖVA	Institut für Markt- und Sozialanalysen, Khevenhüllerstrasse 14, A-4020 Linz Tel: +43 732 663001; Fax: +43 732 663001
Belgium	CIM MP	Centre d'Information sur les Medias a.s.b.l., Av. Louise 89 - B.7, B-1050 Bruxelles Tel: +32 2 538 28 35; Fax: +32 2 538 22 61
Bulgaria	MUB	GfK-Bulgaria, 10 Tzar Osvoboditel Blvd., BG-1000 Sofia Tel: +35 92 870249; Fax: +35 92 870249
Czech Rep.	MP	SKMO, Luzická 38, 1200 Prague 2 Tel: +42 2 25 69 11; Fax: +42 2 25 69 11
Denmark (1)	DRB index	Danish Association of Advertising Agencies, 20 Badstovestræde, DK-1209 Copenhagen Tel: +45 33 13 44 44; Fax: +45 33 11 63 03
Denmark (2)	DMMI	AIM Nielsen, Strandboulevarden 89, DK-2100 Copenhagen Ø Tel: +45 35 43 35 43; Fax: +45 35 43 26 34
Finland	KMT	Suomen Gallup-Media Oy, Itäluulenkujä 10, 02100 Espoo Tel: +358 0 613 500; Fax: +358 0 613 50510
France (1)	AEPM	Audiences, Etudes sur la Presse Magazine, 11 rue Jean Mermoz, 75008 Paris Tel: +33 1 42 89 32 60; Fax: +33 1 45 63 39 75
France (2)	PQRN	Centre d'Etude des Supports de Publicité, 31 Av. Georges-Mandel, 75116 Paris Tel: +33 1 45 53 22 10; Fax: +33 1 45 53 51 57
Germany (1)	AWA	Institut für Demoskopie Allensbach, Radolfzeller Strasse 8, 78472 Allensbach Tel: +49 7533 8050; Fax: +49 7533 3048
Germany (2)	MA	Arbeitsgemeinschaft Media-Analyse e.V., Wolfgangstrasse 92, 60322 Frankfurt/M Tel: +49 69 15 68 05-0; Fax: +49 69 15 68 05-40
Greece (1)	Bari	Focus SA, 59 Vas Sofias Avenue, GR-115 21 Athens Tel: +30 1 723 8122-3, 723 3315, 723 1907; Fax: +30 1 723 8085
Greece (2)	NMS	Nielsen Hellas Ltd, 196 Sygrou, Avenue Kallithea 17671, Athens Tel: +30 1 95 72 450-5; Fax: +30 1 959 8294
Hungary (1)	MUH	GfK-Hungaria, Nagyvasartelep 1476, Budapest Tel: +36 1 215 12 66, 216 57 37; Fax: +36 1 215 90 93
Hungary (2)	SIM	Szonda IPSOS, Attila ut 93, 1012 Budapest Tel: +361 156 8885; Fax: +361 175 3846
Ireland	JNRR	Institute of Advertising Practitioners in Ireland, 35 Upper Fitzwilliam St., Dublin 2 Tel: +353 1 6765 991; Fax: +353 1 6614 589
Italy	Audipress	Audipress, Via Larga 15, 20122 Milano Tel: +39 2 5830 5798, 5830 5820; Fax: +39 2 5830 5809
Netherlands	SUMMO	S.U.M.M.O., Vliegtuigstraat 26, 1057 CL Amsterdam Tel: +31 20 617 27 05; Fax: +31 20 617 58 21
Norway (1)	FM	Norsk Gallup Institut, Postboks 9016 – Gronland, 0133 Oslo Tel: +47 22 721 600; Fax: +47 22 723 060
Norway (2)	NMI	Markeds- og Mediainstituttet A/S, Postboks 9143 – Gronland, 0133 Oslo Tel: +47 22 954 700; Fax: +47 22 171 281
Poland (1)	MUP	GfK-Polonia, Ul. Jana Pawla 1113, PL-00-828 Warsaw Tel: +48 22 20 59 89, 24 39 34; Fax: +48 22 20 66 43, 20 16 99
Poland (2)	Pentor	Pentor, Ul. Flory 9 m. 4, PL-00-586 Warsaw Tel: +48 39 12 11 89; Fax: +48 39 12 11 89
Portugal (1)	Bareme	Marktest Lda, Rua de S. Jose 183 - 2nd floor, 1100 Lisbon Tel: +351 1 347 0866; Fax: +351 1 346 0894
Portugal (2)	Euromedia	Euroteste Marketing e Opinião, S.A., Av. Eng. Arantes e Oliveira, No. 5 S/L, 1900 Lisbon Tel: +351 1 847 1080; Fax: +351 1 807 995

TABLE 19: CONTACT ADDRESSES

Country	Survey	Contact Address
Romania	MUR	Research Team Romania, 2 Iancu de Hunedoara, Bloc H6, Suite 31, Bucharest Tel: +40 1 659 88 95, 650 37 70; Fax: +40 1 311 06 72
Spain	EGM	Asociacion para la Investigacion de Medios de Comunicacion (AIMC), Capitan Haya 61, 28020 Madrid Tel: +34 1 570 11 74; Fax: +34 1 570 20 49
Sweden (1)	OCRS	IMU-Testologen AB, Sollentunavägen 84, S-191 93 Sollentuna Tel: +46 8 623 4700; Fax: +46 8 96 88 73
Sweden (2)	Selekt	TEMO AB, Gårdsfogdevägen 5-7, P.O. Box 1359, S-171 26 Solna Tel: +46 8 629 60 00; Fax: +46 8 28 64 28
Sweden (3)	SM	Infratest Burke AB, Box 14093, S-400 20 Gothenburg Tel: +46 31 353 900; Fax: +46 31 403 255
Switzerland	MACH B.	AG für Werbemedienforschung/Recherches et Etudes des Medias Publicitaires SA (WEMF/REMP), Bachmattstrasse 53, 8048 Zurich Tel: +41 1 431 68 08; Fax: +41 1 432 84 33
UK (1)	NRS	National Readership Surveys Limited, Garden Studios, 11-15 Betterton St., Covent Garden, London WC2H 9BP Tel: +44 71 379 0344; Fax: +44 71 240 4399
UK (2)	TGI	BMRB International, Hadley House, 79-81 Uxbridge Road, Ealing, London W5 5SU Tel: +44 81 566 5000; Fax: 579 9208
Europe (1)	EBRS	Research Services Limited, Research Services House, Elmgrove Road, Harrow, Middlesex HA1 2QG Tel: +44 81 861 6000; Fax 861 5515
Europe (2)	NBRS	IMU-Testologen AB, Sollentunavägen 84, S-191 93 Sollentuna Tel: +46 8 623 4700; Fax: +46 8 96 88 73
Europe (3)	PES	Research Services Limited, Research Services House, Elmgrove Road, Harrow, Middlesex HA1 2QG Tel: +44 81 861 6000; Fax 861 5515

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■ ■ **ESOMAR** ■ ■

Central Secretariat:

J.J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands.

Tel. +31-20-664.2141, Fax +31-20-664.2922

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