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Readership measurement in Europe

The background of the cover features a stack of newspapers. Visible titles include 'Herald', 'INTERNATIONAL TRIBUNE', 'The Daily Telegraph', 'okrant', and 'DELLA SE'. To the right of the stack, there is a black and white halftone illustration of a person standing and reading a newspaper.

1996 Report on
newspaper and
magazine readership
measurement in Europe

Founded in 1948, the European Society for Opinion and Marketing Research - ESOMAR is the international body representing established marketing and market research specialists. It stands for the highest possible standards - both professionally and technically.

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READERSHIP MEASUREMENT IN EUROPE

Toby Syfret

Surveys Measuring Readership

Every year, many studies are conducted which have the measurement of readership as one of their goals. They vary hugely in design and content. Yet, no matter how much they differ, they share the aim of measuring readership with accuracy and impartiality, for which they rely on the ability of people to recall past reading events. A further requirement of many regular surveys is the stability of successive readership estimates.

Satisfying the various requirements for accuracy, impartiality and stability of measurement in often complex interview conditions which test peoples' memories presents many challenges about what questions to ask and what presentation methods to employ. Experience over many years has shown that numerous, and sometimes seemingly inconspicuous, variables can significantly affect readership estimates. Understandably, this has created considerable general interest within national research communities about what goes on and what has been learned in other countries. Such an interest is exemplified by the biennial Worldwide Readership Research Symposia, which were inaugurated in 1981. They have become a celebrated forum for debating the many conceptual and empirical issues arising from readership research.

The purpose of the ESOMAR 1996 Report on Newspaper and Magazine Readership Measurement in Europe is to supply further information about the state of play in other countries. It is more or less a repeat of the ESOMAR 1994 Report on Newspaper and Magazine Readership Measurement in Europe, which was conducted for the first time two years ago. In either case the aim has been to offer a comprehensive overview of national and international readership survey practice throughout Europe.

The national surveys included in the ESOMAR 1994 and 1996 readership reports have been selected according to five criteria.

1. They must be national.
2. They must be general. By this is meant, broad in their coverage of newspaper and magazine titles, as opposed to focusing on specific areas, such as children's or business magazines.
3. They must have more than one media sponsor/subscriber.
4. Measurement of newspaper and/or consumer magazine readership must count as one of their primary aims.
5. They must be conducted and reported on regularly. Or, if they are new surveys, they must plan to be conducted and reported on at regular intervals.

In the case of the international surveys, only the third, fourth and fifth criteria have been applied. Although the four international surveys in the 1996 report are all specialist to varying degrees, they have been included for their specific multinational interest.

Like the first report two years ago, the 1996 report has attempted to be comprehensive in its coverage of readership surveys in Europe. The 1994 report included 33 national and three international surveys, but acknowledged that the identification of eligible surveys was much less clear in Eastern Europe than in Western Europe. Since then, the situation in Eastern Europe has become clearer, making it easier to distinguish between the more and the less ad hoc media studies. This has boosted the total coverage of surveys from 36 in 1994 to 43 in the present report.

Aside from the improved coverage of national surveys from Eastern Europe, many changes have occurred that justify the publication of the present report only two years on from the first ESOMAR report on readership. The changes relate to new surveys, surveys which have merged, been replaced by other surveys, or disappeared, as well as to existing surveys, which have been revised, sometimes extensively.

The objective, though, remains the same. The ESOMAR 1996 Report on Newspaper and Magazine Readership Measurement in Europe aims to supply broad descriptions of survey design, methodology and data output as well as to give a flavour of the different market conditions under which the national and international surveys of readership are conducted.

Where the ESOMAR 1996 Report on Newspaper and Magazine Readership Measurement in Europe stops short is the detailed description of survey methodology, including the wording and routing of readership questions. This is partly because the task of compiling detailed descriptions of survey methodology is already being performed by Research Services Ltd (RSL) with its summaries every two years of current readership research round the world. The RSL summaries are reference documentation for the biennial Worldwide Readership Research Symposia. The latest, 1995 summary for the seventh symposium held in Berlin, covers 43 surveys from 36 countries, of which about half are also included in the present ESOMAR report.

Readers are referred to the RSL summaries and to the extensive documentation of the symposia proceedings for a more complete picture of the methodological details and issues. Important though they are for a critical understanding of the surveys, the ESOMAR review has sought to avoid duplication of effort with the RSL summaries, and simply to concentrate on furnishing a comprehensive user reference guide to the national and international surveys of readership in Europe. That is to say, compared with the RSL summaries, the emphasis in the ESOMAR reports is more on comprehensive European coverage and on what studies include and report, and less on the precise methodology of readership questions. As a result, the methodological classifications in the tables are broad and may very easily conceal important variations of detail, which are otherwise commented on in the footnotes or in the main text, which now follows.

The main text also supplies further clarification of the table headings and contents. Apart from some updating and amendments, the 1994 text has been retained as the basis for the 1996 text. The final section, however, discusses current trends and changes which have occurred since 1994.

General Notes to Tables

(1) Collection and Presentation of Information: Like the 1994 report, the 1996 report has obtained survey details directly from research companies carrying out the fieldwork, or from bodies commissioning the surveys, during June and July this year. Contributors filled in a questionnaire and their answers have been presented in twenty tables with footnotes.

Table 2 indicates the specific reference periods on which the answers were based. Almost always, the details relate to the current survey or to the most recently completed survey period. Differences between successive surveys are usually 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 are mentioned in Table 19 of this summary.

(2) Coverage of surveys: Of the 36 surveys covered by the 1994 report, three no longer exist or have ceased to collect readership data (Pentor (Poland), Euromedia (Portugal) and Selekt (Sweden)); mergers to form new surveys have taken place in Denmark (Bureauernes Media Index with Dansk Multi Media Index) and Hungary (Media Use in Hungary with Szonda IPSOS Media); and two surveys have re-launched in significantly revised versions (CIM Media Produits (Belgium) and Media analysis (Bulgaria)). The other 27 are all included in the present study, along with the four merged and re-launched surveys, three entirely new surveys which have appeared since January 1995 (Press-Track (Poland), National Readership Survey (Russia) and the European Media and Marketing Survey - EMS (Netherlands)) and nine other surveys now reported for the first time. The "other nine" consists of seven surveys from Eastern Europe, one from Iceland and one from France. This last, La France des Cadres Actifs, is possibly a borderline case as it measures readership among a restricted target audience.

Overall, the present coverage is certainly more comprehensive than before, although it may still miss out on one or two national surveys which qualify for inclusion.

(3) Interpretation of table entries and footnotes: For the 43 surveys that are covered by the 1996 report, varying costs, affordability, geographic dispersion of the survey universe, climate, number of titles to be measured, and other factors have all contributed to great diversity. Meanwhile, the existence of three broad categories of survey objective has contributed towards even greater diversity of survey design. Some surveys, such as the French AEPM or APQ, measure little else apart from readership, that being their priority. A second group consists of multimedia surveys, such as the German Media Analyse or Greek Bari, whilst a third group, comprising such surveys as the Austrian OVA or British TGI, is oriented towards collecting single source data on product and media consumption.

Although it is possible to find typical instances of each broad category, there are many shades of grey, or areas where surveys defy easy classification. The same goes for several 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 individual character of different surveys.

Survey Structure and Organization (Table 1)

Three main forms of controlling structure are apparent.

(1) Ten surveys have been classified as JIC: that is to say, some form of joint industry committee (or other 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.

(2) A second category of surveys is where a single party is the main contractor specifying the survey design and fieldwork. Invariably, the single party is a group or association of media owners, although the former Bureauernes Media Index in Denmark was contracted by the Danish Advertising Association.

(3) Rather more than 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.

Although three main categories of control are discernible, surveys often contain elements of more than one category. For example, although print readership research in France is no longer contracted by the Centre d'Etudes des Supports de Publicite (CESP), a joint industry committee, the latter retains a technical quality control function for the AEPM and APQ.

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 2-4)

Table 2 summarizes information on when the surveys were introduced and how frequently they were conducted, as well as indicates the survey reference periods for the tables that follow.

The launch dates are for the surveys in their present form. Most are comparatively new, with no less than 29 out of 43 having launched inside the last ten years (i.e. since 1986). As the footnotes indicate, this total includes a few surveys (e.g. CIM MP (Belgium) or Audipress (Italy)) with a long past history prior to the current version. Mostly, though, they are new or represent a complete break with the past.

Fieldwork for all the national surveys and one international survey (EMS) is carried out every year.

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 interview months, days of week when interviews may take place and the approximate number of interview days per year are given in the three right hand columns of Table 3. 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).

All the surveys currently publish printed and electronic reports. The printed reports vary considerably in the level of detail which they contain, ranging from basic sample tabulations to more than thirty volumes of tables furnished by TGI (UK) in its main annual printed summary. The great majority also publish data in print or electronic form at least twice year, whether for discrete periods (e.g. the latest wave) or on a rolling basis.

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 has not been collected systematically; however, comments by the contributors have suggested a strong tendency in the smaller markets, where own service operations predominate, 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 possible exceptions only, they are supplied in converted form with pre-calculated weights and probabilities.

Coverage of Media (Tables 5-7)

As mentioned earlier, the distinction between primary and secondary media is partly subjective. Five surveys (APQ (France), Audipress (Italy), PT (Poland), Bareme (Portugal) and EBRs (Europe) only ask about the print media. The other 38 all 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 by the surveys themselves.

As for the classification of print titles (Table 6), the magazine classifications by publication frequency are mostly straightforward and used by almost everyone, although some surveys appear not to differentiate between newspapers and magazines. This really only affects the "weekly" category. In contrast to the generally straightforward magazine classifications, 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 7 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", which applies in 38 out of 43 cases and is probably the main deciding criterion. Where it is not employed "survey sponsor/subscriber" appears most likely as the main deciding criterion. In general, "survey sponsor/subscriber" and "advertiser interest", which are both commonly used, probably serve more to define the scope of the surveys and the actual thresholds for circulation/readership.

Survey Universe and Sampling (Tables 8-10)

Tables 8 and 9 specify the survey universes. Apart from the NRS (Russia), all the national surveys are fully national in their geographic scope 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 for all but three of the national surveys. Only the specialist international surveys and FCA (France) 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 in many, if not most, cases. In short, the between country differences over their specification of survey universe appears relatively minor, although large numbers of residents may be missed in countries with sizeable foreign communities, especially where they speak other languages.

A further limitation on the ability of surveys to measure reading among foreign residents concerns the sources that are available as sampling frames. Table 10 provides basic information on which sampling frames are used, whether the samples are achieved by

filling quotas or some "random" process, and it shows 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 which use clustering methods involving multi-stage probability samples of varying descriptions. The great majority of readership surveys in Europe are "random", the often mentioned problem with quotas being the risk of systematic bias. Against this, it has to be acknowledged that the risk of systematic bias is also present with random methods. The issue is the representivity of samples. 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 in recent years has been the general trend of declining response rates, including differential response rates by demographic sub-group.

Readership Methodology (Tables 11-15)

As with Table 10 on sampling, Tables 11-15 provide broad descriptions of how surveys ask readership questions, which conceal many potentially significant variations of practice.

Some table headings in this section have been revised for the ESOMAR 1996 report, and the questionnaire replies have been more systematically checked this time round for Tables 12 and 13 (Tables 11 and 12 in the ESOMAR 1994 report).

Table 11 summarizes information about data collection methods and stimulus materials.

The majority - 28 out of the 43 surveys - employ face-to-face interviews within the survey design, and all of these, except the TGI (UK (2), collect readership data during the face-to-face interviews. Ten surveys now collect readership data by telephone and a further six by means of self-completion. It is common for the face-to-face and telephone interviews (especially) to incorporate self-completion methods for collecting additional personal data (e.g. attitudes, product/service consumption etc.) from the whole sample or a sub-sample of respondents. All the single source studies that use interview methods for collecting media data collect additional personal data by these methods: an exception being CIM MP (Belgium) which fuses media data with product/service consumption data from a separate sample.

The footnotes to Table 11 indicate the return rates for the mixed interview and self-completion surveys. The information has not been collected systematically and, consequently, care needs to be exercised when comparing the quoted return rates. Thus, for example, only where the contributor has explicitly stated that the return rate figures are for validated questionnaires is this mentioned in the footnotes. If nothing is mentioned, the figure could refer either to the total return rate of all questionnaires or to the return rate for validated questionnaires, which will be slightly lower. The figures nonetheless give a broad sense for comparisons.

Computer assisted methods of data collection are employed by all the telephone interview surveys, but so far, only three of the face-to-face interview surveys (CIM MP (Belgium), NRS (UK) and TGI (UK)) have adopted computer assisted methods of data collection, although several contributors reported this as a future possibility in 1994 and a number are contemplating them now (see Table 19). In the case of the TGI (UK), CAPI methods feature in the initial interview only, which does not involve the collection of readership data.

One factor that may have inhibited the use of CAPI methods for face-to-face interviews is their employment of visual stimulus materials in questions about readership (see end discussion). The right hand column of Table 11 shows that most common presentation method is to show single or grouped mastheads, mostly on card, sometimes in a booklet. The two most striking departures from the norm are the MS (Iceland), which collects newspaper readership by means of a diary, and MM (Poland), which does not employ any visual prompts. The MS (Romania), TGI (UK) and EBRs (Europe) simply show printed titles.

Lastly, the right hand column of Table 10 does not cover every aspect of the visual stimuli - for instance, 1C can mean black on white, or the background colours of the stimulus can vary by publication type - but simply indicates the sizeable variations that exist for one of the key variables of the readership questions.

Another key variable, which may greatly affect readership estimates is the wording of readership questions. Strictly speaking, this includes not just the actual definition of reading, as specified by the survey instructions, but how the questions are asked, in what form the answers are meant to be given, whether open-ended or multiple choice, and how the answers are coded.

Table 12 simply takes one aspect of the readership interview, the specific wording of the general readership definition (or instruction) at the beginning of the readership questions. It is impossible to capture in English the full nuances of the exact wording in other languages; but, in most cases reading is specified by something like "read or looked at". A few surveys expand on this by mentioning "had in hand", and a few likewise qualify the reading definition by referring to a minimum period (viz. "at least two minutes"). The wider area for divergence is whether they specify which issue (invariably on the lines of "Any issue - it does not matter how old"), or where it was read (invariably on the lines of "Anywhere - at home or anywhere else"), or how it was obtained (invariably on the lines of "Any source - it does not matter whose copy it was/how you came by it"). Some will specify what qualifies as reading more precisely if interviewees ask; however, Table 12 is only concerned with the actual wording of the question.

Lastly, the right hand column of Table 12 indicates the initial reference to recency of reading for qualifying as a "reader" of a title. Typically, this is a much broader interval than the narrower intervals employed for estimating Average Issue Readership (viz. reading in latest publication interval). The resulting "broad" figures may be treated as survey statistics defining the total readership (as in France), or, more commonly, the initial broad reading questions are simply employed as time-based filters/hurdles for limiting the number of titles being asked about in detail. Most of the filters/hurdles indexed in Table 13 are time-based filters.

For purposes of estimating readership scores, the heart of the readership questions consists of questions about recency and/or frequency of reading. Table 13 supplies survey details for two kinds of recency questions - Recent Reading (RR) and FRY (First Read Yesterday) - although they are not the only ones that exist (see Table 13 footnotes and Table 14).

By way of background, Michael Brown outlines three basic techniques of measurement in a book ("Dear Reader"), in which he summarizes the contributions to and debates at the first four biennial Worldwide Readership Research Symposia.

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 has been used there until quite recently by the Simmons Market Research Bureau. It is not employed in Europe at present. Indeed, the RSL worldwide summary of readership surveys in 36 countries for the 1995 symposium held in Berlin records Canada as the only country where TTB is being used among the surveys listed.

After TTB came "Recent Reading" (RR), which was introduced in the United Kingdom 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 (AIR) 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 titles 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 current practice in Europe. It should also be added, TTB, RR and FRY have attracted attention as three conceptually distinct ways (almost three different philosophies) for measuring average issue readership directly. Michael Brown notes the existence of other methods in his book, "Dear Reader". One alternative approach to calculating average issue readership is simply to sum the probabilities of reading as determined by frequency claims (i.e. each frequency claim is converted into a probability. The sum of the probabilities divided by sample size then yields a percentage estimate of average issue readership).

FRY is now very little used. Practically all AIR scores are based on recency and/or frequency claims. In the 32 cases where RR questions are asked, almost all use it as the basis for calculating AIR. Apart from CIM MP (Belgium), where the exact procedures were not decided at the time the ESOMAR questionnaire was completed, there appear to be only three instances where readership within the latest publication interval (here denoted as RI = AIR score as determined by the RR recency question) is not the basis of AIR estimates, but is used to adjust probabilities based on frequency claims. They include ID/G (Denmark), PT (Poland) and NRS (Russia). Mostly, the RI claims are used on their own.

For the 11 surveys where RR recency questions are not asked, ten make use of the frequency claims, two make partial use of FRY (KMT (Finland) and FM (Norway) also make use of frequency claims), and one survey (MS (Romania (2))) does not publish AIR scores, but rather, readership scores within broader recency intervals.

Although RI claims are mostly used on their own for calculating AIR statistics, the demands of schedule construction require the use of reading probabilities for estimating cover and frequency. Then, frequency claims are an essential component of the calculations. However, ascertaining the variety of methods is beyond the scope of this report.

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. More than half the contributors report the inclusion of additional readership questions. These are listed in Table 14. The entries exhibit wide variation, tending to reflect specific local concerns for extra information which can be squeezed into the surveys after the priorities for collecting recency and/or frequency data have been specified and assuming there is still enough room left. Some surveys have pushed for more precise estimates of reading exposure to advertising, such as may be gleaned from the "proportion of publication read" or the battery of "MPX" questions.

Lastly, Table 15 reveals that the average length of readership interviews and the average number of titles asked per respondent are yet further dimensions of difference, where sizeable variations exist.

The interviews nearly all last less than one hour in total, the main exception being AWA (Germany), which collects much additional consumer data during the interview. AWA is also notable for having the longest duration of readership questions and asking the largest number of titles (332 in all) per respondent.

After AWA, several Eastern European surveys report total average interview lengths of around one hour or longer. In roughly half the cases where face-to-face or telephone interview methods are employed, 50% or more of the total interviews are taken up with the readership questions.

The average duration of the readership questions is, though, only weakly correlated with the number of titles being asked of each individual. Just about all the contributors have additionally reported that their surveys ask respondents about all the titles being measured except for regional titles. Mostly, and especially in the larger countries, respondents are only asked about regional titles serving their region. Hence, for example, MA (Germany) includes 900 titles within the total survey; however, each interviewee is only presented with slightly above 200 titles on average.

Demographic and Other Variables for Reporting (Tables 16-18)

Tables 16-18 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 16 and 17 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 collect extra consumer data, though how much they collect again varies greatly. Some slight indication of the volume may be gained from judging interview length less the readership component in Table 15, albeit, (a) the remainder will usually include other media questions as well as questions about demographics and (b) surveys quite often use self-completion for collecting consumer data. Several surveys also practise merging data from the readership survey with data from other surveys. In two cases (ID/G (Denmark) and NMI (Norway)), the research companies collecting readership data are also responsible for running national television peplemeter panels, as well as conduct other surveys. In either case, the data from the media and other surveys feed a central multimedia database. The CIM (Belgium), itself a joint industry body, operates a similar concept with the CIM MP. Likewise, the MA (Germany) incorporates fused data from the GfK television peplemeter panel.

Future Changes (Table 19)

Approaching two thirds of the contributors have reported changes that are either planned for the coming year, or are being discussed and could be implemented in 1997. As with the 1994 ESOMAR report, the cited changes appear mostly to be in response to market conditions, and relatively few reflect methodological concerns. Methodological issues appear, for instance, to be a continuing issue with SUMMO (Netherlands), which has recently abandoned FRY in favour of RI methods of estimating AIR, but may yet opt for a "First Read" variant (i.e. FRIP = First Read In Publication Interval).

Trends and Issues

A fair number of European countries have traditions of readership going back many years. Despite this, the substantial majority (29 out of 43) of the national and international surveys covered by this report have been launched inside the last ten years. This total includes both entirely new surveys and radical re-designs of existing surveys that qualify as new launches. At the same time, the current summary of readership survey practice in Europe reveals a marketplace of continuous change and adaptation.

Comparison of the European scene now with ten or fifteen years ago would doubtless reveal several prominent trends, such as the diminishing role of JICs (Joint Industry

Committees) in specifying and controlling aspects of readership survey design and the growing incidence of surveys employing telephone methods of interview, two recent examples since the 1994 report being the KMT survey in Finland and Marktest in Portugal.

The short term perspective, though, reveals little about general European trends. Looking at the many and sometimes major changes that have occurred since 1994 or are being considered now, it is hard to discern a pattern beyond an apparent tendency towards expansion (especially in Eastern Europe), whether achieved by enlarging samples, extending fieldwork periods or by including additional questions about readership, other media and/or consumer behaviour. Rather, the numerous recent or planned changes testify to the diversity of market conditions and pressures.

This is not to deny the existence of some common general issues, such as the need for continuity of measurement across successive surveys, or of issues that apply to a group of surveys, such as the growing penetration of mobile telephones (referred to by the Danish contributor), which could come to present significant sampling problems for telephone surveys.

At a methodological level, perhaps the central and enduring issue is the design and wording of readership questions. In this respect, there is broad conformity of approach across Europe despite the many differences which exist between survey methodologies. Practically all the surveys rely on reconstructive memory with the support of visual and verbal stimuli, and most base their readership estimates on reading within the latest publication interval. Almost all those that do not do this employ the frequency question as an alternative means of establishing average issue readership.

Within the broad framework of the recent reading (or frequency) approach, there nonetheless remains scope for abundant variation over small details, which could significantly affect readership estimates. Such considerations appear, though, to have caused few modifications in the design of readership questions since the publication of the ESOMAR 1994 report. With one or two exceptions only (e.g. the Austria Media Analyse, for which the balance of positive and negative response options to the recency question was altered in 1995), existing surveys have not changed the precise design or wording of readership questions unless part of a wholesale change in survey methodology (e.g. the switch to telephone methods in Finland and Portugal, or the re-design of the CIM MP in Belgium).

Yet, so long as readership measurement continues to rely on human memory, the issue of accurate measurement remains. Over the years, the AG.MA, which is responsible for the Media Analyse in Germany, has carried out a large volume of experimental work concerning the validation of readership measures. As part of its latest examination of methods of readership measurement, it has formed a review committee ("Bewertungskommission Pressemedien") and entrusted it with the task of making a comparative assessment in relation to the German MA of all the different methods employed by every other national and international survey of readership. The results of the evaluation are due for publication later this year.

In parallel with this initiative, the AG.MA has instigated a separate committee ("Visionen-Kommission Pressemedien"), whose task is to forget about current methods of measuring readership and explore new models, especially the possibilities of electronic measurement.

Meanwhile, AG.MA and others are also exploring the possibilities of electronic data capture. Today, computer assisted methods of data collection are a feature of all readership surveys using telephone interviews. By contrast only two surveys, the UK NRS and the CIM MP in Belgium, employ computer assisted personal interview (i.e. CAPI) methods for collecting readership data in face-to-face interviews. Now, their use is limited to administering the sequence of question and recording the replies of interviewees, but it is likely to expand as advances in computing technology have created new opportunities for presenting visual stimuli via the computer screen. Also being studied by AG.MA is the use of electronic methods for self-completion.

Arguably, CAPI methods represent the main area of potential improvement and change in readership measurement in the near term, costs permitting. Whether they will engender greater standardization of survey practice and convergence of aims or enable greater diversity and divergence of aims is an open question.

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)	Osterreichische Verbraucher - Analyse (OVA)	IMAS International	Own service
Belgium	CIM Media Produits (CIM MP)	Sobemap-Marketing*; Dimarso*	JIC (CIM)
Bulgaria	Media Analysis (MA)	GfK-Bulgaria	Own Service
Czech Rep.	Media Projekt (MP)	GfK-Praha; Median	JIC (SKMO)
Denmark	Index Danmark/Gallup (ID/G)	Gallup A/S	JIC/Own service*
Estonia	Eesti Meediauuring (EMU)	Baltic Media Facts	Own service
Finland	Kansallinen Mediatutkimus (KMT)	Suomen Gallup-Media	JIC (Suomen Mediatarkastus)
France (1)	Audiences Etudes sur la Presse Presse Magazine (AEPM)	IPSOS; ISL; Sofres	Media (magazines)*
France (2)	Audience de la Presse Quotidienne (APQ)	IPSOS	Media (newspapers)*
France (3)	La France des Cadres Actifs (FCA)	IPSOS	Own service
Germany (1)	Allensbacher Markt- und Werbeträgeranalyse (AWA)	IFD Allensbach	Own service
Germany (2)	Media-Analyse (MA)	Basis Research; Emnid*; GfK; GfM Getas*; IFAK Institut; Infratest; INRA; Marplan/USUMA; Media-Markt-Analysen	JIC (AG.MA)
Greece (1)	Bari	Focus - Athenian Marketing Research Centre	Own service
Greece (2)	Multimedia (ANRM)	Amer Nielsen Research	Own service
Hungary	Media Analysis (MA)	Szonda Ipsos; GfK-Hungaria	Own service
Iceland	The Media Survey (MS)	The Social Science Institute	Media; Agencies*
Ireland	Joint National Readership Research (JNRR)	Lansdowne Market Research	JIC (JNRR)
Italy	Audipress	Demoskopea; Doxa; Makrotest	JIC (Audipress)
Latvia	Latvijas Prese (LP)	Baltic Media Facts Latvia	Own service
Lithuania	Lithuanian Media Survey (LMS)	Baltijos Rinkotyra	Own service
Netherlands	SummoScanner (SUMMO)	Inter/View	Tripartite (S.U.M.M.O.)
Norway (1)	Forbruker & Media (FM)	Norsk Gallup Institutt	Media*
Norway (2)	Riksundersøkelsen/Norwegian Media Index (NMI)*	Markeds-og Medieinstituttet	Own service
Poland (1)	Media Monitor (MM)	Estymator	Own service
Poland (2)	Media Use in Poland (MUP)	GfK-Polonia	Own service
Poland (3)	Press-Track (PT)	SMG/KRC Poland	Media
Portugal	Bareme - Imprensa	Marktest	Own service
Romania (1)	Media Monitor (MM)	CSOP International	Own service
Romania (2)	Media Survey (MS)	GfK Romania	Own service
Russia	National Readership Survey (NRS)	ROMIR/Gallup Media	Own service
Slovakia	Media Project (MP)	GfK-Slovakia; Aisa Slovakia; Median Prague	Own service
Slovenia	Multimedia Research in Slovenia (MRS)	Media Research Institute - Mediana	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)	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

TABLE 1 (continued)

Country	Survey	Research Supplier	Type of Contract*
Europe (1)	European Business Readership Survey (EBRS)	RSL	Own service/ Media*
Europe (2)	European Media & Marketing Survey (EMS)	Inter/View International	Own service*
Europe (3)	The Nordic Businessman Readership Survey (NBRS)	IMU-Testologen (Sweden); Scan Fact (Norway); Gallup (Denmark); Suomen Gallup Media (Finland)	Own service*
Europe (4)	Pan European Readership Survey (PES)	RSL and 13 local subcontractors	Own service

General footnote: JIC - Joint Industry Committee (or company), whose members are drawn from industry associations. Abbreviations or titles of JICs are given in brackets.

Belgium: Sobemap-Marketing is responsible for media data; Dimarso, for product and attitude data.

Denmark: JIC comprises the national trade associations for (a) newspapers, (b) magazine publishers and (c) advertising agencies. Gallup conducts other media and consumer marketing surveys. The results, including the readership data, are offered to clients as part of a multimedia database.

France (1); (2): Prior to 1993, the Centre d'Etudes des Supports de Publicite (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): GFM Getas - Print Media Survey only; Emnid - Electronic Media Survey only.

Iceland: Advertising agencies are represented by the Society of Icelandic Advertising Agencies.

Norway (1): Contracts are with the national trade associations for newspapers, magazines and radio, and individually with TV stations.

Norway (2): The national readership survey is one of several surveys (including the national TV peoplemeter panel and a separate newspaper readership survey) that are 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.

Slovenia: (a) Although there is no formal industry contract, the Slovenian Print Association offers advice to its members on the choice of research companies for media research. (b) In 1995, the Media Research Institute - Mediana instigated a tripartite council of experts for commenting on MRS methodology.

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

Europe (1): The joint guarantors are RSL and the Financial Times. In addition, there are 22 media sponsors and eight advertising agency sponsors, who may contribute to the survey design.

Europe (2): EMS has begun as an "own service", but will adopt a tripartite controlling structure.

Europe (3): NBRS is designed and controlled by IMU-Testologen.

TABLE 2: SURVEY YEAR OF LAUNCH AND FREQUENCY

Country	Survey	Launch Year	Annual Frequency	Fieldwork Start and End Dates of Reported Survey Details*
Austria (1)	MA	1965	Every year	Jan 1996 - Dec 1996
Austria (2)	OVA	1974	Every year/two years*	Feb 1995 - Dec 1995
Belgium	CIM MP	1995*	Media - every year; Products/ attitudes - every two years	Media: May 1995 - Apr 1996; Products/attitudes: Jul 1995 - Jun 1996
Bulgaria	MA	1996*	Every year	May 1996 - Nov 1996
Czech Rep.	MP	1994	Every year	Jan 1996 - Dec 1996
Denmark	ID/G	1996*	Every year	Jan 1996 - Dec 1996
Estonia	EMU	1992	Every year	Mar 1996 - Apr 1996
Finland	KMT	1962	Every year	Jan 1996 - Dec 1996
France (1)	AEPM	1993	Every year	Jan 1996 - Dec 1996
France (2)	APQ	1993	Every year	Jan 1996 - Dec 1996
France (3)	FCA	1982	Every year	Oct 1995 - Apr 1996
Germany (1)	AWA	1959	Every year	Feb 1995 - Apr 1996
Germany (2)	MA	1954*	Every year	Print survey: May 1995 - Dec 1995 Electronic survey: Sep 1995 - Mar 1996*
Greece (1)	Bari	1988	Every year	Apr 1996 - Jun 1996
Greece (2)	ANRM	1994	Every year	May 1996 - Jul 1996
Hungary	MA	1995*	Every year	Jan 1996 - Jun 1996
Iceland	MS	1992	Every year	Mar 1996
Ireland	JNRR	1987/8	Every year	Jul 1995 - Jun 1996
Italy	Audipress	1992*	Every year	Feb 1996 - Dec 1996
Latvia	LP	1993	Every year	Mar 1996
Lithuania	LMS	1994	Every year	Apr 1996
Netherlands	SUMMO	1986*	Every year	Jan 1996 - Dec 1996
Norway (1)	FM	1988	Every year	Aug 1996 - Feb 1997
Norway (2)	NMI	1979	Every year	Aug 1995 - Jun 1996
Poland (1)	MM	1992	Every year	Feb 1996 - Apr 1996
Poland (2)	MUP	1992	Every year	Feb 1996 - Dec 1996
Poland (3)	PT	1995	Every year	Jan 1996 - Dec 1996
Portugal	Bareme	1983	Every year	Jan 1996 - Dec 1996
Romania (1)	MM	1994	Every year	Jan 1996 - Dec 1996
Romania (2)	MS	1993	Every year	Sep 1996 - Nov 1996
Russia	NRS	1995	Every year	Mar 1996 - Dec 1996
Slovakia	MP	1991	Every year	Apr 1996 - May 1996
Slovenia	MRS	1992	Every year	Apr 1996 - Dec 1996
Spain	EGM	1968	Every year	Jan 1996 - Nov 1996
Sweden (1)	OCRS	1969	Every year	Feb 1996 - Dec 1996
Sweden (2)	SM	1994	Every year	Jan 1996 - Dec 1996
Switzerland	MACH B.	1991	Every year	May 1995 - Apr 1996
UK (1)	NRS	1956	Every year	Jan 1996 - Dec 1996
UK (2)	TGI	1969	Every year	Apr 1995 - Mar 1996
Europe (1)	EBRS	1973	Every two/three years	Jan 1996 - Jul 1996
Europe (2)	EMS	1995	Every year	Feb 1996 - Jan 1997
Europe (3)	NBRS	1989	Every two/three years	May 1995 - Aug 1995
Europe (4)	PES	1978	Every three years	Sep 1994 - Aug 1995

General footnote: NB: Entries in the right hand column denote the specific reference period for information in the tables that follow. The reference periods chosen by contributors mostly, but not always, correspond with the start and end dates of the annual survey cycle. Exceptions are Estonia, Germany (2), Greece (1), Greece (2), Hungary, Iceland, Poland (1) and Slovakia. Full details of the complete annual cycles of fieldwork for all surveys are supplied in Table 3.

Austria (2): Media data are collected every year and consumer data are collected every alternate year.

Belgium: Originally, a press study (CEBSP) was launched in 1960. Over the next twelve or so years it turned into a multimedia study. Then product consumption questions were added, forming the basis of CIM MP which existed up to 1995, when a completely new concept was introduced of a central strategic study and several satellite tactical studies specific to the various media. The new survey continues to measure readership every year and collect consumer marketing data every alternate year, but no longer from the same sample.

Bulgaria: GfK-Bulgaria conducted a media survey on a smaller scale (1,000 interviews) in 1994. The 1996 survey is much larger in scope and is essentially a new survey, which will be repeated every year.

Denmark: Two surveys existed up to 1995: the Bureauernes Media Index (DRB index), sponsored by the Danish Association of Advertising Agencies, and the Dansk Multi Media Index (DMMI), funded by the media, but with an industry committee controlling the design and publication of results. Beginning this year, the two surveys have been replaced by a single national readership survey.

Germany (2): (a) MA began as a print survey and became a multimedia survey in 1972. The present MA is in effect two separate surveys, one "print" and one "electronic". The "Print Media Survey" and the "Electronic Media Survey" have their own questionnaires. Newspapers are a common denominator, being included in both questionnaires. Furthermore, newspaper survey data from MA 94, MA 95 and MA 96 have been integrated in the MA 96 reports so as to provide more reliable/stable estimates of their readership. (b) In addition to the questions on TV viewing in the MA, data from the separate GfK television peoplemeter panel are fused with the data from the Electronic Media Survey.

Hungary: The MA is a joint venture, commencing in 1995. Before then, GfK Hungaria and Szonda Ipsos carried out their own media surveys independently.

Italy: Prior to 1992, the ISPI survey existed for magazines (1967-1991) and ISEGI for newspapers (1973-1991).

Netherlands: S.U.M.M.O. was formed in 1986. It assumed control of the MediaScanner, which Inter/View had conducted independently before that date.

TABLE 3: FIELDWORK PERIODS

Country	Survey	Fieldwork Period(s)	Interview Months	Interview Days of Week	No. of Interview Days per Year*
Austria (1)	MA	Continuous	All (mid Jan-mid Dec)	All	320
Austria (2)	OVA	Two waves	Feb-Jun; Aug-Dec	All	300
Belgium	CIM MP	Continuous	All (May-Apr (media questions))	All	365
Bulgaria	MA	Two waves	May/Jun; Sep-Nov	All	120
Czech Rep.	MP	Continuous	All (Jan-Dec)	All	360
Denmark	ID/G	Continuous	All (Jan-Dec)	All	360
Estonia	EMU	Two waves*	Mar/Apr; Sep/Oct	All	22
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)	APQ	Continuous	All (Jan-Dec)	All	360*
France (3)	FCA	Continuous	Oct-Apr	Tues-Fri	93
Germany (1)	AWA	Three waves*	mid Feb-May; mid Sep-mid Jan; mid Feb-end Apr*	All	170*
Germany (2)	MA	Print: two waves Electronic: two waves	Print: May-Sep; Aug-Dec* Electronic: Sep-Dec; Jan-Mar*	All	260*
Greece (1)	Bari	Three waves	Jan-Mar; Apr-Jun; Sep-Nov*	All	252
Greece (2)	ANRM	Three waves	Jan-Mar; May-Jul; Sep-Nov*	All	252
Hungary	MA	Four waves	Jan-Mar; Apr-Jun; Jul-Sep; Oct-Nov	All	240
Iceland	MS	Two waves	Mar; Nov*	All	14
Ireland	JNRR	Continuous	All (Jan-Dec)	All	360
Italy	Audipress	Three waves	Feb-Apr; Apr-Jun; end Sep-early Dec	All	230
Latvia	LP	Two waves	Mar; Sep	All	11
Lithuania	LMS	Two waves	Apr; Autumn	All	
Netherlands	SUMMO	Continuous	All (Jan-Dec)	Mon-Sat	312
Norway (1)	FM	Continuous	Aug-early Jul	All	300
Norway (2)	NMI	11 waves	Aug-Jun (one week every month)	All	77
Poland (1)	MM	Two waves	Feb-Apr; Sep-Nov	All	180
Poland (2)	MUP	Continuous*	Feb-Dec	All	170
Poland (3)	PT	20 waves	1st & 3rd week every month, except Jul, Aug	All	140
Portugal	Bareme	Three waves	Jan-Mar; Apr-Jun; mid Sep-mid Dec	All	270
Romania (1)	MM	Four waves	Mid Jan; mid Apr; mid Aug; mid Nov	All	30
Romania (2)	MS	Two waves	Sep; Nov	All	28
Russia	NRS	Four waves	Mar/Apr; Jun/Jul; Aug/Sep; Nov/Dec	All	160
Slovakia	MP	Two waves	Apr/May; Oct/Nov	All	60
Slovenia	MRS	Continuous	Apr-Dec	All	270
Spain	EGM	Three waves	Jan-Mar; Apr-Jun; Sep-Nov*	All	168
Sweden (1)	OCRS	Six waves	Feb/Mar; Mar/Apr; May/Jun; Aug/Sep; Oct/Nov; Nov/Dec	All	300
Sweden (2)	SM	Continuous	Jan-Jun; Aug-Dec	All	320
Switzerland	MACH B.	Continuous	All (May-Apr)	Mon-Sat	300
UK (1)	NRS	Continuous	All (Jan-Dec)	All	360
UK (2)	TGI	Continuous	All (Apr-Mar)	All	300
Europe (1)	EBRS	Two-four waves*	Jan (1996)-Jul (1996)*	All	180
Europe (2)	EMS	Continuous	Feb-Jun; Sep-Jan	Mon-Sat	240
Europe (3)	NBRS	One wave	May-Aug (1995)	All	150
Europe (4)	PES	Two/three waves*	Sep (1994)-Aug (1995)*	All	360

General footnote: Contributors have been asked for the approximate number of fieldwork days per year. For surveys undertaken less frequently (Europe (1), (2) and (4)), figures refer to the whole survey period (i.e. number of interview days during the "interview months"). Estonia: Each wave represents essentially a separate survey.

France (2): 1996 is the first year when interviews have taken place during July and August.

Germany (1): (a) Two waves are conducted each year; however, the first (Spring wave) also counts in the previous year's report. (b) Actual fieldwork dates for AWA 96 are 16.4.95-2.5.95 (Wave 1, also included in AWA 95), 22.9.95-9.12.95 (Wave 2) and 13.2.96-27.4.96 (Wave 3). (c) Total interview days for AWA 96 is about 220, but 170 excluding the overlap with AWA 95.

Germany (2): (a) MA 96 fieldwork dates for the Print Media Survey are 7.5.95-15.7.95 + 20.8.95-9.9.95 (Wave 1); 6.8.95-9.12.95 (Wave 2). Fieldwork dates for the Electronic Media Survey are 10.9.95-16.12.95 (Wave 1); 31.12.95-16.3.96 (Wave 2). Fused data from the GfK peplemeter panel are for the period, 15.10.95-15.4.96. (b) 260 days is the total net of overlap for the Print and Electronic Media Surveys (NB: Newspaper readership is measured in both); i.e. days when either one or both surveys are in the field.

Greece (1); (2): Each wave comprises 12 weeks (hence, 252 days in total). The main excluded periods are Easter, Christmas and peak Summer months.

Iceland: Each one-week wave comprises a postal self-completion diary study for newspapers combined with non-diary recency and frequency questions for magazines.

Poland (2): Readership questions are part of an omnibus study conducted every month (c1,000 interviews per month).

Spain: EGM fieldwork dates for 1996 are: 23.1.96-18.3.96 (Wave 1); 10.4.96-4.6.96 (Wave 2); 25.9.96-19.11.96 (Wave 3).

Europe (1); (4): The number and timing of waves vary by country, but all take place inside the start and end dates, as given.

TABLE 4: PUBLICATION OF READERSHIP DATA

Country	Survey	Main Printed Reports Annual Frequency	Period*	Electronic Update Annual Frequency	Subscriber Access to Electronic Database*	Earliest Availability of Data (Weeks)
Austria (1)	MA	Once*	12 months	Twice	A, B, C	11
Austria (2)	OVA	Biennial/ twice*	Two years/half yearly*	Twice*	A, B, C, D	8
Belgium	CIM MP	Once	12 months	Once	A, B, C, D*	13
Bulgaria	MA	Once	Annual (two waves)	Once	A, B, C	8
Czech Rep.	MP	Four times	6 months*	Four times	A, C	6
Denmark	ID/G	Once*	12 months	Four times	A, B, C, D	4
Estonia	EMU	Twice	Each wave	Twice	A, B, C	4
Finland	KMT	Once*	Annual (four waves)	Twice	A, B, C	6
France (1)	AEPM	Twice	12 months*	Twice	A, B, C, D	11
France (2)	APQ	Twice	12 months	Twice	A, B, C, D	8
France (3)	FCA	Once	Annual (Oct-Apr)	Once	A, B, C, D	7
Germany (1)	AWA	Once	Three waves*	Once	A, B, C, D	8
Germany (2)	MA	Print-twice* Electronic- once*	Print-most recent two waves Electronic-annual (two waves)	Print-twice Electronic- once	A, B, C, D	Print-20; Electronic-11
Greece (1)	Bari	Three times	Each wave	Three times	A, B, C*	2-3
Greece (2)	ANRM	Three times	Each wave	Three times	A, B, C	4
Hungary	MA	Twice	Half year (two waves)	Twice	A, B, C	11
Iceland	MS	Twice*	Each wave	Twice	A, B, C, D	3-4
Ireland	JNRR	Three times	12 months*	Once	A, B, C	8
Italy	Audipress	Twice	Most recent two waves	Twice	A, B, C, D*	13
Latvia	LP	Twice	Each wave	Twice	A, B, C	3-4
Lithuania	LMS	Twice	Each wave	Twice	A, B, C	5
Netherlands	SUMMO	Twice	12 months	Twice	A, B, C, D*	7
Norway (1)	FM	Twice	12 months	Twice	A, B, C	6
Norway (2)	NMI	Once*	Annual (11 waves)	Twice	A, B, C, D	5
Poland (1)	MM	Twice	Each wave	Twice	A, B, C	1
Poland (2)	MUP	Three times*	Half year; Annual	Twice	A, B, C	6
Poland (3)	PT	Three times	Cumulative annual*	Monthly	A, B, C	3
Portugal	Bareme	Three times	Each wave; Most recent two waves; Annual*	Four times	A, B, C	3
Romania (1)	MM	Four times	Each wave	Four times	A, B, C	2
Romania (2)	MS	Once	Annual (two waves)	None	n/a	4-6
Russia	NRS	Twice*	Half year/Annual*	Four times	A, C	3
Slovakia	MP	Three times*	Each wave; Annual*	Twice	A, C	4
Slovenia	MRS	Once*	Annual (Apr-Dec)	Twice	A, B, C	3
Spain	EGM	Three times	Annual (three waves)*	Three times	A, B, C, D	3
Sweden (1)	OCRS	Four times*	Every two waves; Annual*	Four times*	A, B, C	4-5
Sweden (2)	SM	None	n/a	Four times	A, B, C	5
Switzerland	MACH B.	Once	12 months	Once	A, B, C, D*	20
UK (1)	NRS	Twice*	12 months	Four times	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, C, D	6-8*
Europe (2)	EMS	Twice	Annual	Twice	A, B, C, D	16*
Europe (3)	NBRIS	Once	Whole survey	Each survey	A, B, C, D	6-7
Europe (4)	PES	Once	Whole survey	Each survey	A, B, C, D*	8

General footnotes: (a) Under **Period**, "Annual" denotes cases where the full year is being reported, however, interviews have not taken place in all 12 months; likewise, "Half year" denotes cases where interviews have not taken place in all 6 months. (b) Under **Subscriber Access to Electronic Database**, the codes are: A - Media Owner; B - Advertiser; C - Agency/buyer; D - Computer Bureaux.

Austria (1): An intermediate trend report is published mid year (August).

Austria (2): Media questions are reported twice a year. Consumer data, which are collected every alternate year (last collected in 1995, next in 1997, etc.), are reported biennially. For planning purposes, the combined consumer/media database is adjusted with each fresh set of media data.

Belgium: Only those computer bureaux accepted by the board of CIM.

Czech Republic: Printed reports are published quarterly on a half-year rolling basis. The electronic quarterly reports cover the most recent three months.

Denmark: The details of the printed reports have not been finalized. The new JIC contract stipulates that the printed reports must publish the results in at least as much detail as the former DMMI survey.

Finland; Slovakia: Intermediate reports printed every half year.

France (1): The rolling 12 month periods are for January to December (published in March) and July to June (published in September). The results are available internally for every (two month) wave.

Germany (1): The waves span 15 months.

Germany (2): (a) The main press reports with fieldwork start/end dates in brackets are "MA 96 Print Media I" (May '95-Dec '95) and "MA 96 Print Media II" (Aug '95-Dec '95 + May '96-Sep'96). They are due for publication in April 1996 and October 1996 respectively. More summary "Trend Survey Print Media" reports are also published in the Spring and Autumn, based on one wave (the most recent wave) only. (b) Only one electronic media report is published each year. MA 96 Electronic Media is due in June/July 1996 and includes the fused data from the GfK peoplemeter panel for television. (c) NB: The newspaper readership figures in the print media reports include data from earlier waves and from the electronic questionnaires (see footnote to Table 10).

Greece (1): All users receive software with each printed report for making their own analyses. Additional, special runs are available on request.

Iceland: The printed reports contain only topline information giving the results of the latest wave and trend comparisons with the three or four preceding waves.

Ireland: Results are reported every four months on a 12 month rolling basis. Report periods are July - June, November - October and March - February.

Italy: (a) Results are released to advertisers with approved planning software. (b) "Computer bureaux" is restricted to the research companies conducting the survey.

Netherlands: Only to members of SUMMO.

Norway (2): The main reports are annual (Aug-Jun). Intermediate reports supplying readership data on an annual rolling basis are published in the middle of the survey year. In addition, summary reports of new media additions to NMI are available to subscribers after the first two/three months of inclusion.

Poland (2): Two half year reports are published (Feb-Jun; Jul-Dec), and one report for the whole year.

Poland (3): Vol. 1 - 1st quarter; Vol. 2 - 1st and 2nd quarters; Vol. 3 - Whole year.

Portugal: Each report covers (a) the most recent wave and (b) the most recent two waves (cumulated). An annual report is also produced.

Russia: National and Moscow and St Petersburg newspapers and magazines are reported twice a year. Other regional newspapers and magazines are reported once a year.

Slovakia: Reports are prepared for the Spring and Autumn waves, and a separate annual report is published with the Autumn report.

Slovenia: Intermediate printed reports are published every quarter.

Spain: In addition to moving annual totals for all publications, reports show magazine and Sunday supplement readership figures for the latest wave.

Sweden (1): Three "four month" reports cover the periods: Feb - Apr; May - Sep; Oct - Dec. In addition, annual printed and electronic reports are produced, summarizing the calendar year.

Switzerland: (a) Media data are collected every year and reported yearly. Consumer marketing data are collected every alternate year and injected into the following year's sample for the intermediate years when only media questions are asked. (b) Any party can purchase the data and analyze it by an authorized programme.

UK (1): Intermediate printed reports are published every month. They present rolling data for 12 months (all titles); six months (intermediate titles); and three months (only titles with largest readership - e.g. national dailies/ Sundays and a few magazines).

UK (2): The electronic database is updated every six months to supply 12 month rolling data.

Europe (1): The figures are for general release. Media sponsors receive the results four weeks in advance and the advertising sponsors, two weeks in advance, of general release.

Europe (2): Results are generally available about 16 weeks after completion of telephone fieldwork. For survey guarantors, results are available about 12 weeks after the completion of telephone fieldwork, or about 6 weeks after the entry of the postal self-completion data.

Europe (4): Categories B and C have been included for first time in the present survey (PES 6).

TABLE 5: COVERAGE OF MEDIA

Country	Survey	Primary Media	Secondary Media
Austria (1)	MA	Newspapers; Magazines	TV; Radio; Outdoor; Cinema
Austria (2)	OVA	Newspapers; Magazines; TV; Radio; Outdoor; Cinema; Direct mail	
Belgium	CIM MP	Newspapers; Magazines; TV; Cinema;	Radio; Outdoor
Bulgaria	MA	Newspapers; Magazines; TV; Radio	Cinema
Czech Rep.	MP	Newspapers; Magazines; TV; Radio	
Denmark	ID/G	Newspapers; Magazines; TV; Radio; Outdoor; Cinema; Trade journals; Yellow pages; Free sheets	
Estonia	EMU	Newspapers; Consumer and business magazines	TV; Radio; Outdoor; Cinema; Internet; Telephone directories
Finland	KMT	Newspapers; Magazines	TV; Radio; Cinema; Video; Books
France (1)	AEPM	Magazines	Newspapers; TV; Radio; Cinema
France (2)	APQ	Newspapers	Magazines; TV supplements of some newspapers
France (3)	FCA	Newspapers; Magazines	Radio
Germany (1)	AWA	Newspapers; Magazines; TV; Cinema; City magazines	Radio; Outdoor; Store newsletters/ magazines; Telephone directories; Event sponsorship
Germany (2)	MA	Newspapers; Magazines; TV; Radio; Cinema; City magazines; Konpress; Magazine-sharing club ("Lesezirkel")	
Greece (1)	Bari	Newspapers; Magazines; TV; Radio;	Cinema
Greece (2)	ANRM	Newspapers; Magazines; TV; Radio; Cinema	
Hungary	MA	Newspapers; Magazines; TV; Radio	Outdoor; Cinema
Iceland	MS	Newspapers; Magazines; TV; Radio	Cinema
Ireland	JNRR	Newspapers; Magazines; Cinema	TV
Italy	Audipress	Newspapers; Magazines	
Latvia	LP	Newspapers; Magazines	TV; Radio; Cinema
Lithuania	LMS	Newspapers; Magazines	TV; Radio
Netherlands	SUMMO	Newspapers; Magazines; Cinema; Yellow pages	TV; Radio
Norway (1)	FM	Newspapers; Magazines; TV; Radio; Yellow pages; Direct marketing	Cinema
Norway (2)	NMI	Newspapers; Magazines; Cinema; Internet	TV; Radio; Direct mail
Poland (1)	MM	Newspapers; Magazines; TV; Radio	
Poland (2)	MUP	Newspapers; Magazines; Radio	TV
Poland (3)	PT	Newspapers; Magazines	
Portugal	Bareme	Newspapers; Magazines	
Romania (1)	MM	Newspapers; Consumer and business magazines; TV; Radio	
Romania (2)	MS	Newspapers; Magazines; TV; Radio	Outdoor; Cinema
Russia	NRS	Newspapers; Magazines	TV; Radio
Slovakia	MP	Newspapers; Magazines; TV; Radio	
Slovenia	MRS	Newspapers; Magazines; TV; Radio; Cinema	Outdoor
Spain	EGM	Newspapers; Magazines; TV; Radio	Cinema
Sweden (1)	OCRS	Newspapers; Magazines; TV; Radio	Outdoor; Cinema; Direct mail
Sweden (2)	SM	Newspapers; Magazines; TV; Radio* Cinema	Outdoor
Switzerland	MACH B.	Newspapers; Magazines; Cinema	Radio; Yellow pages
UK (1)	NRS	Newspapers; Magazines	TV; Radio; Cinema; Teletext; Local directories

TABLE 5 (continued)

Country	Survey	Primary Media	Secondary Media
UK (2)	TGI	Newspapers; Magazines; TV; Radio;	Outdoor
Europe (1)		Cinema	
Europe (2)	EBRS	Newspapers; Business magazines	
Europe (3)	EMS	Newspapers; Magazines; TV	Teletext
	NBRS	Newspapers; Consumer and	
Europe (4)		business magazines	
	PES	Newspapers; Consumer and business magazines	

Sweden (2): Up to April 1996, radio was treated as a secondary medium, with questions only being asked about general listening habits. The survey now includes questions about yesterday listening, which will be reported from September 1996 onwards.

TABLE 6: COVERAGE OF PRINT TITLES

Country	Survey	(1) Newspapers							(2) Magazines				TOTAL
		Nat. Dly	Nat. Wkly	Reg. Dly	Reg. Wkly	Supp.	Free Sheet	Other	Wkly	Ftly	Mthly	Other	
Austria (1)	MA	6		10	18	6			17	4	34	3	98 (65)*
Austria (2)	OVA	5		10					30	6	30		81
Belgium	CIM MP	31*					35		42	6	62		176
Bulgaria	MA	12*							18		9		39
Czech Rep.	MP	11	27*	45	5*	8				7	40		143
Denmark	ID/G	11	6	30	15		c300		22	7	50	20	c460
Estonia	EMU	7	20	7	15	2	1	10*	4	1	32	12	111
Finland	KMT	6	1	24		3			13	7	39	19*	113
France (1)	AEPm	10*		66*					41	5	71	11*	128*
France (2)	APQ	11	1	66					20*				98
France (3)	FCA	9	1	66*					22	4	36		138
Germany (1)	AWA	13	9	1*		6			64	23	181	35	332
Germany (2)	MA	8	5	c680		5			53	16	64	67*	c900*
Greece (1)	Bari	23	3	7				3	28	4	50	6	124*
Greece (2)	ANRM	25	16			2		10*	25	2	57	9*	146
Hungary	MA	14	22	24	4	5	2	36	10	5	14	3	139
Iceland	MS	2	1						2	1	8		14
Ireland	JNRR	6	5						3	2	3		19
Italy	Audipress	50*				3			40	1	77		171
Latvia	LP	13	36	60*				5*	72*		28		214
Lithuania	LMS												
Netherlands	SUMMO	8		50					34	5	47		144
Norway (1)	FM	8	7	c100	2				10	4	25	4	c160
Norway (2)	NMI	8	6	8					11	4	34	4	75
Poland (1)	MM	16	21	47	57				51	14	116		322
Poland (2)	MUP	13		60		9			44*	6	69		201
Poland (3)	PT	15	48*	51	7	14				10	69		214
Portugal	Bareme	12	12	1	1	25	1	1	16	1	83		153
Romania (1)	MM	18*							25		8		51
Romania (2)	MS	10	20	2					2	6	10		50
Russia	NRS	16	16	250	360				9		26		677
Slovakia	MP	14	17	8	24	4			15	11	61		154
Slovenia	MRS	7			6				18*	13	57	4	105
Spain	EGM	6		110		12			26	1	81		236
Sweden (1)	OCRS	10	10	113	18	54*	22		25	14	93	39	389*
Sweden (2)	SM	10	10	114	10	13	8		19	8	58	16	266
Switzerland	MACH B.*												336
UK (1)	NRS	13	25*	84	4	10			48	5	143	19	351*
UK (2)	TGI	12	9	7	5	11			44	3	111	10	212
Europe (1)	EBRS Nat.*	8.3*							6.7*	0.7	4.3*		20
	EBRS Int.*	7	1						6	1	5*		20
Europe (2)	EMS Nat.*	7	3						4	2	10*		26
	EMS Int.*	5							8		5*	12*	30
Europe (3)	NBRS Nat.*	8.2	6.0						4.0*	2.0	8.0	0.3	28.5
	NBRS Int.*	3	1						4*	1	11	2	22
Europe (4)	PES Nat.*	7.2*							7.9*	0.9	8.1*		24.1
	PES Int.*	4	1						7	1	5*	12	30

Austria (1): 98 is the total number of titles for which data are collected individually. 65 is the number due to be reported.

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

Czech Republic: (a) MP used to include more than 200 titles, but now the list is restricted to survey subscribers. Newspaper weekly figures combine weekly newspapers and magazines (the majority of weekly titles).

Estonia: "Other" newspapers includes one international daily and nine monthly publications, classified as newspapers because of their format.

Finland: "Other" magazine total includes seven free sheet magazines.

France (1): (a) Only rudimentary data are collected for newspapers and are not available for separate analysis. (b) Newspaper supplements are classified as magazines. (c) "Other" magazine total consists of 11 bi-monthly magazines. (d) The end of row total is for magazines.

France (2): Magazine total includes 10 TV magazines. Two of them are supplements of dailies.

France (3): Regional titles are asked for individually and reported as a group total.

Germany (1): An open question is asked about regional/local newspapers. Further readership questions are asked about the named publications. Afterwards the title names are checked and reported as a single category. It is possible to examine the data for specific regional/local titles through special analysis.

Germany (2): (a) "Other" magazine total includes 44 Konpress (church press) titles, 22 city magazines and one magazine-sharing club. (b) Results are published for about 660 of the 680 regional newspaper titles. A further 42 combinations of titles are included in the reports. Also, the Konpress titles are published as one group although they are asked for separately by title.

Greece (1): The end of row total is for the Spring/Summer 1996 wave. (b) The figures exclude local titles classified as "other" in the survey reports.

Greece (2): "Other" categories cover newspapers published twice a week and magazines published every two months or less often.

Latvia: (a) The regional newspaper total of 60 titles includes dailies and weeklies. (b) "Other" newspapers titles are for advertisement papers. (c) "Weekly" magazines includes all titles apart from monthlies.

Norway (2): The NMI collects readership data for other regional/local newspapers in the self-completion part of the survey. They are collected and reported as a category total. Individual readership figures for other regional/local titles are collected by a separate survey of newspaper readership.

Poland (2): "Weekly" magazines includes weekly newspapers.

Poland (3): "Weekly" newspapers includes weekly magazines.

Romania (1): Regional and local newspapers/magazines are measured and reported in aggregate.

Slovenia: "Weekly" magazines includes weekly newspapers.

Sweden (1): (a) "Supplements" includes newspapers sections. (b) Regional titles are split on five editions of the questionnaire.

Switzerland: The 336 total comprises 270 German language titles, 53 French language titles, and 13 Italian language titles.

UK (1): (a) The totals for national dailies and weeklies double-count dailies and their separately reported Saturday editions. (b) The end of row total includes all titles on the questionnaire, including those which are not reported.

Europe (1); (4): (a) The total for national daily newspapers includes some regional titles and titles published twice-weekly. (b) The total for national weekly magazines includes a few weekly newspapers. (c) National and international "monthlies" include bi-monthlies.

Europe (1): EBRS 1996 covers 285 titles, of which 20 are international and were asked in all countries. Each respondent is only asked about "national" titles for his own country (average 20 titles).

Europe (2): EMS contains about 510 publications, of which 30 are international. Each respondent is only asked about national titles for his own country. On average about 26 national titles are asked per country. (b) The national monthly magazine total includes bi-monthly titles. (c) The international monthly magazine total includes fortnightlies. (d) The international "Other" category comprises 12 inflight magazines. On average, 10 of these titles is asked per country.

Europe (3): (a) NBRS 1995 covers 22 international and inflight newspaper/magazine titles, and 114 national titles. Each respondent is only asked about national titles in his own country (average 28.5 titles). (b) Weekly magazines include a few newspapers.

Europe (4): PES6 covers 328 titles, of which 30 are international and were asked in all countries, including 12 inflight titles (in "Other" category). Each respondent is only asked about "national" titles for his own country (average 24.1 titles).

TABLE 7: 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	NO	YES	YES	YES	YES	NO
Austria (2)	OVA	NO*	YES	YES	NO	YES	NO
Belgium	CIM MP	YES	NO	NO	NO	YES	NO
Bulgaria	MA	YES	YES	NO	NO	YES	NO
Czech Rep.	MP	YES	NO	NO	NO	NO	YES*
Denmark	ID/G	YES	YES	YES	YES	YES	NO
Estonia	EMU	NO	YES	YES	NO	NO	NO
Finland	KMT	NO	YES	YES	NO	NO	NO
France (1)	AEPM	YES	YES	YES	NO	NO	NO
France (2)	APQ	YES	NO	NO	NO	NO	NO
France (3)	FCA	YES	NO	NO	NO	YES	NO
Germany (1)	AWA	YES	YES	YES	YES	NO	NO
Germany (2)	MA	NO	YES	YES	YES	NO	NO
Greece (1)	Bari	NO*	YES	NO	NO	YES	New launches*
Greece (2)	ANRM	NO	YES	NO	NO	NO	NO
Hungary	MA	NO	YES	NO	NO	NO	NO
Iceland	MS	YES	NO	NO	NO	NO	NO
Ireland	JNRR	YES	YES	NO	NO	NO	NO
Italy	Audipress	NO	YES	YES	NO	NO	NO
Latvia	LP	NO	YES	YES	NO	NO	NO
Lithuania	LMS	NO	YES	YES	NO	NO	NO
Netherlands	SUMMO	NO	YES	YES	NO	YES	NO
Norway (1)	FM	YES	YES	YES	NO	YES	NO
Norway (2)	NMI	YES	YES	YES	NO	NO	Confirmed publication frequency
Poland (1)	MM	NO	YES	NO	NO	NO	NO
Poland (2)	MUP	NO	YES	NO	NO	NO	NO
Poland (3)	PT	NO	YES	NO	NO	YES	NO
Portugal	Bareme	NO	YES	NO	NO	NO	NO
Romania (1)	MM	YES	YES	NO	NO	YES	NO
Romania (2)	MS	NO	YES	YES	NO	YES	NO
Russia	NRS	YES	YES	NO	NO	YES	NO
Slovakia	MP	NO	YES	NO	NO	NO	YES*
Slovenia	MRS	YES	YES	NO	NO	YES	NO
Spain	EGM	YES*	YES*	YES	NO	NO	NO
Sweden (1)	OCRS	YES	YES	YES	NO	YES	NO
Sweden (2)	SM	NO	YES	YES	NO	YES	Competitive environment
Switzerland	MACH B.	YES	YES	YES	NO	NO	NO
UK (1)	NRS	YES	YES	YES	NO	YES	NO
UK (2)	TGI	YES	YES	NO	NO	NO	NO
Europe (1)	EBRS	YES	YES	YES	NO	NO	Editorial content*
Europe (2)	EMS	YES	YES	NO	NO	YES	Editorial content*
Europe (3)	NBRS	NO	YES	NO	NO	YES	Editorial content*
Europe (4)	PES	YES	YES	NO	NO	NO	Editorial content*

Austria (2): Titles with less than 2% nationwide readership are excluded unless specifically requested by the publishing house.

Czech Republic: Exclusion of some specific categories (e.g. free sheets).

Greece (1): (a) All large titles are included, whether or not they are subscribers. (b) Advertiser interest is also a closely related criterion. (c) When a new title is launched and advertised heavily, it is automatically added, irrespective of whether its publisher has requested its inclusion. (d) In addition, titles that do not fit criteria (a)-(c) are included upon the request of their publishers/subscribers.

Slovakia: Newspapers must be classified as national or regional to be included.

Spain: (a) Criterion of survey sponsor/subscriber applies to magazines only. (b) All newspapers are surveyed. The criterion of minimum circulation only applies to them for separate reporting purposes.

Europe (1); (2); (3); (4): An important criterion is the targeting of publications towards the selected survey universes.

TABLE 8: 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	Selected Institutions	Other
Austria (1)	MA	National	YES	YES	NO	NO	NO	NO	NO
Austria (2)	OVA	National	YES	YES	NO	NO	NO	NO	NO
Belgium	CIM MP	National	YES	YES	NO	NO	NO	NO	NO
Bulgaria	MA	National	YES	YES	NO	NO	NO	NO	NO
Czech Rep.	MP	National	YES	YES	NO	NO	NO	NO	NO
Denmark	ID/G	National	YES	NO	NO	NO	NO	NO	NO
Estonia	EMU	National	YES	YES	NO	NO	NO	YES	NO
Finland	KMT	National	YES	NO	NO	NO	NO	NO	NO
France (1)	AEPM	National	YES	YES	NO	NO	NO	NO	NO
France (2)	APQ	National	YES	NO	NO	NO	NO	NO	NO
France (3)	FCA	National	NO	NO	YES	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	Selected areas, Mainland, Crete*	YES	YES	NO	NO	NO	NO	NO
Greece (2)	ANRM	Mainland, Crete	YES	YES	NO	NO	NO	NO	NO
Hungary	MA	National	YES	YES	NO	NO	NO	NO	NO
Iceland	MS	National	YES	NO	NO	NO	NO	NO	NO
Ireland	JNRR	National	YES	YES	NO	NO	NO	YES	NO
Italy	Audipress	National	YES	YES	NO	NO	NO	NO	NO
Latvia	LP	National	YES	YES	NO	NO	NO	NO	NO
Lithuania	LMS	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)	MM	National	NO	NO	NO	NO	NO	NO	Prob. sample of individuals
Poland (2)	MUP	National	YES	YES	NO	NO	NO	NO	NO
Poland (3)	PT	National	YES	YES	NO	NO	NO	NO	NO
Portugal	Bareme	Mainland	YES	NO	NO	NO	NO	NO	NO
Romania (1)	MM	National	YES	YES	NO	NO	NO	NO	NO
Romania (2)	MS	National	YES	YES	NO	NO	NO	NO	NO
Russia	NRS	National urban*	YES	YES	NO	NO	NO	NO	NO
Slovakia	MP	National	YES	YES	NO	NO	NO	NO	NO
Slovenia	MRS	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	Prob. sample of individuals
Sweden (2)	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 mainland (exc. N. Ireland)	YES	YES	NO	Some	Some	Some	NO
UK (2)	TGI	National*	YES	YES	NO	NO	NO	NO	NO
Europe (1)	EBRS	17 countries*	n/a	n/a	n/a	n/a	n/a	n/a	Companies
Europe (2)	EMS	17 countries*	YES	NO	NO	NO	NO	NO	NO
Europe (3)	NBRS	4 countries*	n/a	n/a	n/a	n/a	n/a	n/a	Companies
Europe (4)	PES	14 countries*	YES	YES	NO*	NO	NO	NO	NO

Germany (1): Interviewees are contacted at home and 90% of interviews are conducted in private homes. However, they can elect to have the interview conducted in any place.

Greece (1): Selected areas comprise Athens, Salonica, larger urban (50,000+), other urban (10,000-50,000) and semi-urban/rural (in a distance of 25Km from urban areas) in mainland Greece and Crete.

Russia: The NRS covers 52 cities with a population of more than 100,000.

UK (1): "Some" refers to permanent residents only, including permanent residents in selected institutions.

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); (2): The 17 survey countries comprise the 15 EU Member States, Norway and Switzerland.

Europe (3): The four survey countries comprise Denmark, Finland, Norway and Sweden.

Europe (4): (a) The 14 survey countries include Belgium, Denmark, Finland, France, Germany, Great Britain, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland. (b) Interviews are confined to 60% of the country universe, the most densely clustered areas where eligible PES respondents live. (c) Respondents are recruited at home. Interviews take place at work only by special request.

TABLE 9: 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)	OVA	14	NONE	NO	German	NO	NO
Belgium	CIM MP	15	NONE	NO	NO	NO	NO
Bulgaria	MA	15	NONE	NO	Bulgarian	NO	NO
Czech Rep.	MP	14	79	NO	NO	NO	NO
Denmark	ID/G	13	NONE	NO	NO	NO	NO
Estonia	EMU	15	74	NO	NO	NO	NO
Finland	KMT	12	NONE	NO	NO	NO	NO
France (1)	AEPM	15	NONE	NO	French	NO	NO
France (2)	APQ	15	NONE	NO	French	NO	NO
France (3)	FCA	18	NONE	YES*	French	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	NO	NO
Greece (2)	ANRM	15	64	NO	Greek	NO	NO
Hungary	MA	15	NONE	NO	NO	NO	NO
Iceland	MS	12	85	NO	NO	NO	NO
Ireland	JNRR	15	NONE	NO	NO	NO	NO
Italy	Audipress	14	NONE	NO	NO	Italian	NO
Latvia	LP	15	74	NO	NO	NO	NO
Lithuania	LMS	15	74	NO	NO	NO	NO
Netherlands	SUMMO	13	85	NO	Dutch	NO	NO
Norway (1)	FM	13	NONE	NO	NO	NO	NO
Norway (2)	NMI	15	NONE	NO	Norwegian	NO*	NO
Poland (1)	MM	15	80	NO	NO	NO	NO
Poland (2)	MUP	15	NONE	NO	Polish	NO	NO
Poland (3)	PT	15	75	NO	Polish	Polish	NO
Portugal	Bareme	15	NONE	NO	Portuguese	Portuguese	NO
Romania (1)	MM	11	70	NO	NO	NO	NO
Romania (2)	MS	15	NONE	NO	NO	NO	NO
Russia	NRS	16	NONE	NO	NO	NO	NO
Slovakia	MP	14	79	NO	NO	NO	NO
Slovenia	MRS	10	75	NO	NO	NO	NO
Spain	EGM	14	NONE	NO	NO	NO	NO
Sweden (1)	OCRS	15	79	NO	NO	NO	NO
Sweden (2)	SM	15	74	NO	Swedish	NO	NO
Switzerland	MACH B.	14	99	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)	EMS	18	NONE	YES*	NO	YES*	NO
Europe (3)	NBRS	n/a	n/a	YES*	NO	NO	NO
Europe (4)	PES	25	NONE	YES*	NO	NO	NO

France (3): The survey universe comprises senior and middle executives and professionals.

Norway (2): The survey universe excludes tourists and guests.

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

Europe (1): Senior heads of function in medium and large industries and commercial establishments, and in head offices of banks and insurance companies.

Europe (2): (a) Persons are eligible if their household income is in the top 20% national income bracket. (b) They must be able to speak one of 12 European languages.

Europe (3): Heads of specified job functions, and other executives with management status from industrial and commercial establishments with 20 or more employees.

Europe (4): Professionals and executives living in designated PES areas who fit at least one of four criteria ((a) income; (b) directorship; (c) job status; (d) travel).

TABLE 10: SAMPLING METHODOLOGY

Country	Survey	Sampling Frame	Sampling Method	Approximate Annualized Sample Size	Universe Size Millions
Austria (1)	MA	Census data; Electoral register	Random	15,500	6.5
Austria (2)	OVA	Census data	Quota	10,000	6.5
Belgium	CIM MP	Census data	Random	10,000*	8.304
Bulgaria	MA	Census data	Random	6,000	6.8
Czech Rep.	MP	Postal address lists	Quota	15,000	8
Denmark	ID/G	Random dialing	Random	25,000	4.428
Estonia	EMU	Census data; Postal address lists; Maps	Random	3,200	1.118
Finland	KMT	Telephone directories	Random	9,000	4.324
France (1)	AEPM	Census data	Quota	15,000	46.54
France (2)	APQ	Census data; Telephone directories	Quota	21,207	46.23
France (3)	FCA	Census data; Telephone directories	Quota	5,350	5.688
Germany (1)	AWA	Census data	Quota	20,000	63.38
Germany (2)	MA	Census data	Random	25,914 - mags*; 152,863 - newsp'rs*	63.12
Greece (1)	Bari	Census data; Maps	Random*	33,000*	6.297
Greece (2)	ANRM	Census data; Maps	Quota	21,630	6.557
Hungary	MA	Census data	Random	16,000	8.3
Iceland	MS	National register	Random	3,000	0.21
Ireland	JNRR	Census data; Electoral register	Random	c5,000	2.7
Italy	Audipress	Census data; Electoral register	Random	c36,000	48.7
Latvia	LP	Census data; Maps		1,500	1.885
Lithuania	LMS				
Netherlands	SUMMO	Random dialing	Random	24,000	12.992
Norway (1)	FM	Telephone directories/random dialing	Random	30,000	3.595
Norway (2)	NM	Telephone directories	Random	12,000	3.5
Poland (1)	MM	Government register*	Random	12,000*	c30
Poland (2)	MUP	Census data	Random	12,000*	29.393
Poland (3)	PT	Census data; Electoral register	Random	20,000	28.1
Portugal	Bareme	Telephone directories	Quota	15,120	7.525
Romania (1)	MM	Census data	Random	5,200	18.3
Romania (2)	MS	Census data; Maps	Random	2,000	17.5
Russia	NRS	Census data	Quota	34,100*	67.661*
Slovakia	MP	Census data	Quota	5,300	4.022
Slovenia	MRS	Census data; Official register	Mixed*	6,000+	1.679
Spain	EGM	Census data; Electoral districts	Random	40,800	33.794
Sweden (1)	OCRS	Official population register	Random	23,500	6.757
Sweden (2)	SM	Random dialing	Random	18,000	6.757
Switzerland	MACH B.	Census data; Telephone directories*	Mixed*	20,000	5.169
UK (1)	NRS	Postal address lists	Random	37,500	46.1
UK (2)	TGI	Enumeration districts (Census data)	Random	25,000	45.6*
Europe (1)	EBRS	Lists of business establishments	Random	8,664	0.369
Europe (2)	EMS	Telephone directories; Random dialing	Random	18,000	40.215
Europe (3)	NBRS	Official national directories of business establishments*	Random	2,975	0.157
Europe (4)	PES	Census data and parent surveys*	Random	7,416	5.702

Belgium: Media sample. The product sample (every two years) also consists of 10,000 persons.

Germany (2): 25,914 is the reporting sample for MA 96 Print Media I. The reporting sample for Trend Survey Print Media Spring 1996 is 12,926. The reporting sample for MA 96 Electronic Media is 47,529. The reporting sample for newspapers in MA 96 Print Media I is six times the size of the magazine sample due (a) to the inclusion of newspapers in the electronic questionnaire and (b) to the practice of pooling interviews over the past two years. For MA 96 Print

Media 1, this covers six waves of the Print Media survey (MA 94 - Wave 3; MA 95 - Waves 1-3; MA 96 - Waves 1-2) and four waves of the Electronic Media survey (MA 94 - Wave 2; MA 95 - Waves 1-2; MA 96 - Wave 1).

Greece (1): (a) Addresses are selected randomly. Individual quotas are set for sex and specific age groups that are difficult to locate at home. (b) The 33,000 sample size covers audience measurement for press, TV, radio and "lifestyle"/consumption habits. A further 87,000 respondents are asked about TV and radio only, bringing the total annual sample of the Bari Survey to 120,000.

Poland (1): Respondents are selected from the official government register of persons. They are mailed self-completion questionnaires. The annual contact sample for the present survey is about 15,000 persons. The response rate of c80% yields a net sample of 12,000.

Poland (2): The final sample size for 1996 is likely to be higher than 12,000 since two omnibus studies were conducted in both May and June, giving 13 omnibus studies with c1,000 interviews each for the present survey year.

Russia: (a) The total sample is split into a national sample of about 8,000 persons and 32 regional (city-based) samples. The results for the national and regional samples are reported separately. The national sample is only asked readership questions for national titles. The regional samples are asked readership questions about both national titles and regional titles relevant to each region. (b) The universe figure is for the national survey universe of 52 cities.

Slovenia: The sampling points are selected randomly. The list of names and addresses (including replacements) is supplied by the Statistical Council of Slovenia. The names and addresses are chosen by quota. They yield an annual reporting sample of more than 6,000 persons.

Switzerland: (a) In addition to telephone directories (updated four times a year), yearly statistics on private households and habitants per zip-code are also used. (b) Quotas are employed for replacing refusals.

UK (2): The survey universe total is for Great Britain. The Northern Ireland universe is estimated at 1.25 million persons.

Europe (3): Sampling is 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.

Europe (4): Parent surveys are typically national readership surveys or high quality omnibus studies.

TABLE 11: READERSHIP QUESTIONS - (1) TECHNIQUE OF MEASUREMENT AND DATA COLLECTION

Country	Survey	Type of Interview*	Computer Assisted Data Collection*	Press Visual Stimulus Materials
Austria (1)	MA	FtF	NO	4C single mastheads/A6 cards
Austria (2)	OVA	FtF; SC*	NO	1C single mastheads/A6 cards
Belgium	CIM MP	FtF	CAPI	1C single mastheads/10.5x15cm cards
Bulgaria	MA	FtF	NO	1C grouped mastheads by publication frequency/A4 cards
Czech Rep.	MP	FtF	NO	1C single mastheads with printed titles/7.5x10.5cm cards
Denmark	ID/G	T	CATI	n/a
Estonia	EMU	FtF; SC*	NO	1C single mastheads with printed titles and frequency/6x10cm card in different colours for each publication type
Finland	KMT	T; PSC*	CATI	n/a
France (1)	AEPM	FtF; PSC*	NO	4C single mastheads/12.5x17.5cm cards
France (2)	APQ	T; PSC*	CATI	n/a
France (3)	FCA	T; PSC*	CATI	n/a
Germany (1)	AWA	FtF	NO	1C single mastheads with different colours for each publication interval/10.5x7.4cm cards
Germany (2)	MA	FtF	NO	4C single mastheads/7.4x10.5cm cards - magazines; 12.9x14.7cm cards - newspapers
Greece (1)	Bari	FtF	NO	1C grouped mastheads by publication frequency/A4 booklets with showcards*
Greece (2)	ANRM	FtF	NO	1C grouped x 6 mastheads with printed titles/10x13cm cards
Hungary	MA	FtF	NO	1C single mastheads/10.5x7.5cm cards
Iceland	MS	PSC	n/a	1C grouped mastheads*/A5 booklets
Ireland	JNRR	FtF; SC*	NO	1C single mastheads/A5 booklets
Italy	Audipress	FtF	NO	1C single mastheads/21x7.5cm cards - mags; 29.5x10.5cm cards - newsp'rs; 21x13cm - supplements
Latvia	LP	FtF; SC*	NO	1C grouped (10-20) printed titles/14x21cm cards
Lithuania	LMS	FtF; SC*	NO	
Netherlands	SUMMO	T; PSC*	CATI	n/a
Norway (1)	FM	T; PSC*	CATI	n/a
Norway (2)	NMI	FtF; SC*	NO	4C single mastheads with printed frequency/A5 cards
Poland (1)	MM	PSC	n/a	Open question/A4 sheet
Poland (2)	MUP	FtF	NO	4C single mastheads/7.5x10.5cm cards
Poland (3)	PT	FtF	NO	4C single mastheads/7x10cm cards
Portugal	Bareme	T	CATI	n/a
Romania (1)	MM	FtF	NO	1C grouped mastheads by publication frequency/A4 sheets
Romania (2)	MS	FtF	NO	Typed lists of titles grouped by publ. frequency/A4 sheets
Russia	NRS	FtF	NO	1C grouped mastheads by publication type/21x15cm cards
Slovakia	MP	FtF	NO	1C single mastheads with printed titles/10x5cm cards
Slovenia	MRS	FtF	NO	4C single mastheads/7x10cm cards; A4 cards for measuring frequency
Spain	EGM	FtF	NO	Newspapers - grouped* mastheads/A4 sheets; Magazines - 4C grouped (x3or4) mastheads/A4 sheets
Sweden (1)	OCRS	PSC	n/a	1C grouped mastheads by publication type and sub-category/A4 booklets
Sweden (2)	SM	T; PSC*	CATI	n/a
Switzerland	MACH B.	T; PSC*	CATI	n/a
UK (1)	NRS	FtF	CAPI	1C grouped (x6) titles/16.5x12cm cards: One side with printed titles, other with mastheads*
UK (2)	TGI	FtF*; PSC	CAPI*	Printed titles grouped by publication type and subject area/cA4 booklets
Europe (1)	EBRS	PSC	NO	1C printed titles grouped by frequency/A4 booklets
Europe (2)	EMS	T; PSC*	CATI	n/a

TABLE 11 (continued)

Country	Survey	Type of Interview*	Computer Assisted Data Collection*	Press Visual Stimulus Materials
Europe (3)	NBRS	PSC	NO	1C grouped mastheads by publication with printed frequency/A4 booklets
Europe (4)	PES	FtF	NO	1C single mastheads*/16.5x12.5cm cards

General footnotes: (a) Codes under **Type of Interview**: FtF - Face-to-face; T - Telephone; SC - Self-completion; PSC - Postal self-completion. (b) Codes under **Computer Assisted Data Collection**: CATI - Computer Assisted Telephone Interview; CAPI - Computer Assisted Personal (ie face-to-face) Interview.

Austria (2): The self-completion questions are answered in the presence of the interviewer at the end of the face-to-face section of the interview. They collect additional brand information.

Estonia; Latvia; Lithuania: Self-completion questionnaires for collecting consumer marketing data are left behind at the end of the face-to-face interviews and collected by the interviewer about a week later. The return rate for Estonia is 90+%.

Finland: All respondents are asked to answer postal self-completion questionnaires for collecting consumer marketing data. The return rate is about 60%.

France (1): A postal self-completion questionnaire is given to all interviewees. The return rate is about 74%.

France (2); (3): All respondents are asked to answer self-completion questionnaires for collecting consumer marketing data. In the case of APQ, the return rate of validated interviews is about 55-60%.

Greece (1): Up to six titles are listed alphabetically on each card. The titles are also typed in Greek next to the mastheads if they are in Latin.

Iceland: Newspaper reading is recorded in a diary format.

Ireland: Limited self-completion. The move to self-completion two years ago has enabled more consumer information topics to be covered.

Netherlands: Consumer data are collected by postal self-completion from a sub-sample of 13,500 interviewees.

Norway (1): All respondents are asked to answer postal self-completion questionnaires, which are used for collecting consumer marketing data. The return rate is 40-50%.

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).

Spain: Approximately 14 newspaper titles by region are shown to each respondent. The titles are presented in two groups (i.e. on two A4 pages); one general, the other specialist (viz. business, sports). Magazines are also grouped by editorial content and target groups.

Sweden (2): Postal self-completion is used for collecting data on interests, consumer behaviour, lifestyles and values. It is administered to the whole sample. The return rate is about 75%.

Switzerland: Postal self-completion is used to collect consumer marketing data every other year. It is administered to the whole sample. The return rate is about 55%, yielding a validated sample of about 10,500 persons.

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. The data for this placement interview are collected using CAPI methods.

Europe (2): All respondents are asked to answer postal self-completion questionnaires for collecting consumer marketing data and information for a "Corporate Image Monitor". The return rate of validated questionnaires is about 50-60%.

Europe (4): Titles are occasionally grouped where there is risk of confusion or the publication appears in more than one language.

TABLE 12: READERSHIP QUESTIONS - (2) DEFINITION OF READING

Country	Survey	Quality of Reading	Issue	Location	Source of Copy	Recency of Reading*
Austria (1)	MA	Read or looked through	Any			D - 7 days; W - 3 months; F - 6 months; M - 12 months
Austria (2)	OVA	Had in hand, read or looked through				D - 7 days; W - 3 months; F - 6 months; M - 12 months
Belgium	CIM MP	Read, looked through or glanced at	Any	Anywhere		Last 12 months
Bulgaria	MA	Read or looked through				D - 7 days; W - 3 months; F - 6 months; M - 12 months
Czech Rep.	MP	Read or looked through			Any	D - 7 days; W - 3 months; F - 6 months; M - 12 months
Denmark	ID/G	Read or looked through at least two minutes				D, W - 3 months; F - 6 months; M - 12 months*
Estonia	EMU	Read or looked through				D - 2 weeks; W - 6 weeks; F, M - 6 months
Finland	KMT	Read or looked through		Anywhere	Any	Last 12 months
France (1)	AEPM	Read, flicked through or consulted	Any*	Anywhere		Last 12 months
France (2)	APQ	Read, flicked through or consulted	Any	Anywhere		Last 12 months
France (3)	FCA	Read, flicked through or consulted	Any	Anywhere		Last 12 months
Germany (1)	AWA	Read or paged through	Any	Anywhere		Any reading*
Germany (2)	MA	Read or looked at				D - 14 days; W - 3 months; F - 6 months; M - 12 months*
Greece (1)	Bari	Read or leafed through	Any	Anywhere	Any	D - 2 months; M - 6 months
Greece (2)	ANRM	Read or leafed through for at least two minutes	Any	Anywhere	Any	Last 12 months
Hungary	MA	Read or looked through	Any		Any	Last 12 months
Iceland	MS	Read or looked through	Some*			Newspapers - Each day* Magazines - Latest publication interval
Ireland	JNRR	Read or looked at	Any	Anywhere	Any	Last 12 months
Italy	Audipress	Read or leafed through	Any*	Anywhere		D, W - 3 months; F - 6 months; M - 12 months
Latvia	LP	Read or looked through				D - 2 weeks; W - 6 weeks; F, M - 6 months
Lithuania	LMS	Read or looked through				D - 2 weeks; W - 6 weeks; F, M - 6 months
Netherlands	SUMMO	Read or looked through no matter for how long		Anywhere		Ever read*
Norway (1)	FM	Read or looked through	Any	Anywhere	Any	Last 12 months
Norway (2)	NMI	Read or looked through at least once		Anywhere		Last 12 months
Poland (1)	MM	Read				D - 7 days; W - 6 weeks; F - 3 months; M - 6 months
Poland (2)	MUP	Read or looked through			Any	D - 7 days; W - 3 months; F - 6 months; M - 12 months
Poland (3)	PT	Read or looked through				Last 12 months
Portugal	Bareme	Read or looked through				D - 1 month; W - 2 months; M - 6 months
Romania (1)		Read or looked through	Any		Any	Last 12 months
Romania (2)	MS	Read or gone through			Any	D - 7 days; W - 3 months; F - 6 months; M - 12 months
Russia	NRS	Read or looked through	Any	Anywhere	Any	D - 1 month; W - 3 months; M - 6 months

TABLE 12 (continued)

Country	Survey	Quality of Reading	Issue	Location	Source of Copy	Recency of Reading*
Slovakia	MP	Read or looked through			Any	D - 7 days; W - 3 months; F - 6 months; M - 12 months
Slovenia	MRS	Had in hand, read or looked through	Any			D - 7 days; W - 3 months; F - 6 months; M - 12 months
Spain	EGM	Read or paged through				D - 1 month; W, F, M - 6 months
Sweden (1)	OCRS	Read*				
Sweden (2)	SM	Read or looked through	Any	Anywhere	Any	D - 1 month; W, F - 3 months; M - 6 months
Switzerland	MACH B.	Read or looked through		Anywhere		D - Last few weeks; W, F - Last few months; M - Last 12 months
UK (1)	NRS	Read or looked through for at least two minutes	Any		Any	Last 12 months
UK (2)	TGI	Looked at*	Any	Anywhere	Any	Last 12 months
Europe (1)	EBRS	Read or looked through			Any	
Europe (2)	EMS	Read or looked through	Any	Anywhere	Any	Last 12 months
Europe (3)	NBRS	Read*				
Europe (4)	PES	Read or looked through for at least two minutes	Any	Anywhere	Any	Last 12 months

General footnote: Under **Recency of Reading** is given the broad time interval that determines the widest readership of a title. Often, the broad intervals serve as a time-filter for asking further readership questions, including recency claims over narrower intervals (viz. Latest Publication Interval). Codes used are: D - Dailies; W - Weeklies; F - Fortnightlies; M - Monthlies.

Denmark: "Ever" for titles with less than monthly publication frequency.

France (1): "Any issue" is not emphasized in the initial 12 month filter question, but is in the recency question that follows. Source of copy is not referred to specifically in the recency and frequency questions, but is asked about later.

Germany (1): Based on answers to a frequency scale. Recency questions are only asked of respondents who claim any reading.

Germany (2): The intervals belong to the third hurdle/filter, which asks for each title if interviewees have had it in hand during the specified interval. Recency questions are only asked for titles which pass this filter. Frequency questions, though, are asked for all titles which the interviewee has heard of.

Iceland: (a) Only the diary question for newspaper specifies the issue. The respondent has to state whether the newspaper is "this day's issue" and, if not, "from what day", with a multiple choice option of the three previous days. The same questions are asked of the two national dailies and the single national weekly title. (b) The diary asks for each day's reading for newspapers over the course of one week.

Italy: Reference to "Any issue" is not made in the time-filter question, but is in the recency question.

Netherlands: The initial reading question is a hurdle question asked in the past-present sense: i.e. "Do you ever read...?" (NOT, "Have you ever read?" (purely past sense)).

Sweden (1); Europe (3): A single (written) question is asked, employing a reading frequency scale. The respondent has to mark on the scale, "Of the issues published I read:..."

UK (2): The wording runs: "'Looked at' means looked at in ANY way; even if...or you only glanced through and didn't read it thoroughly."

TABLE 13: READERSHIP QUESTIONS - (3) QUESTIONS AND CALCULATION OF AVERAGE ISSUE READERSHIP (AIR)

Country	Survey	Number of Filter/Hurdle Questions	"RR"* Recency Questions	"FRY"* Recency Questions	Frequency Questions	Basis of AIR Calculation*
Austria (1)	MA	1	YES	NO	YES	RI
Austria (2)	OVA	1	YES	NO	YES	RI
Belgium	CIM MP	1	YES	NO	YES	tbd*
Bulgaria	MA	1	YES	NO	YES	RI
Czech Rep.	MP	1	YES	NO	YES	RI
Denmark	ID/G	1	YES	NO	YES	PF + RI*
Estonia	EMU	1	NO	NO	YES	PF
Finland	KMT	2	NO	YES*	YES	FRY - newspapers PF - magazines
France (1)	AEPM	1	YES	NO	YES	RI
France (2)	APQ	1	YES	YES	YES	RI*
France (3)	FCA	1	YES	NO	YES	RI
Germany (1)	AWA	0/1*	YES	NO	YES	RI + PF*
Germany (2)	MA	3	YES	NO	YES	RI
Greece (1)	Bari	1	YES	NO	YES	RI
Greece (2)	ANRM	1	YES	NO	YES	RI
Hungary	MA	2	YES	NO	YES	RI
Iceland	MS	0	YES	NO	YES	RI + PF
Ireland	JNRR	0/1*	YES	NO	YES	RI
Italy	Audipress	1	YES	NO	YES	RI
Latvia	LP	1	NO	NO	YES	PF
Lithuania	LMS	1	NO	NO	YES	PF
Netherlands	SUMMO	1	YES	NO	YES	RI*
Norway (1)	FM	2	NO	YES	YES	PF + FRY
Norway (2)	NMI	1*	YES	NO	YES	RI
Poland (1)	MM	0	NO	NO	YES	PF
Poland (2)	MUP	1	YES	NO	YES	RI
Poland (3)	PT	2	YES	NO	YES	PF + Recency*
Portugal	Bareme	1	YES*	NO	NO	RI
Romania (1)	MM	1	NO	NO	YES	PF
Romania (2)	MS	0	NO*	NO	NO	Broad recency*
Russia	NRS	1	YES	NO	YES*	PF*
Slovakia	MP	2	YES	NO	YES	RI
Slovenia	MRS	1	YES	NO	YES	RI
Spain	EGM	1	YES	NO	YES	RI
Sweden (1)	OCRS	0	NO	NO	YES	PF
Sweden (2)	SM	2	YES	NO	YES	RI
Switzerland	MACH B.	0	NO	NO	YES	PF
UK (1)	NRS	2	YES	NO	YES	RI
UK (2)	TGI	0/1*	YES	NO	YES	RI
Europe (1)	EBRS	0	YES	NO	YES	RI
Europe (2)	EMS	1	YES	NO	YES	RI
Europe (3)	NBRS	0	NO	NO	YES	PF
Europe (4)	PES	1	YES	NO	YES	RI

General footnotes: (a) Table 14 lists two kinds of recency question which are often used. RR refers to the **Recent Reading** methodology which asks for readership in the latest publication interval. The FRY methodology asks for the number of issues of a title read yesterday, then, for each claimed issue, whether it was **First Read Yesterday**. (b) Codes under **Basis of AIR Calculation**: PF - Probabilities based on frequency claims; RI - Recency claims within publication interval; FRY - First Read Yesterday claims.

Belgium: The basis of AIR calculation is under discussion and a decision has not yet been reached. Formerly, AIR calculations were based on frequency data adjusted according to the recency question. It is possible that more than one method will be employed, at least to begin with.

Denmark: Recency within publication interval claims are used to adjust the frequency probabilities on which AIR calculations are based.

Finland: First Read Yesterday is asked for newspapers only.

France (2): Other readership scores include (a) frequency and (b) recent reading among regular readers (i.e. recency of at least once the week before combined with frequency of at least three times a week).

Germany (1): (a) The frequency question acts as a filter for the recency question. (b) The basis of the AIR estimates is a combination of recency and frequency. Reading probabilities for each category of frequency are calculated according to the proportion of readers per issue (in last publication interval) in the categories.

Ireland: The frequency question acts as a filter for the recency question.

Netherlands: The standard RI method has been chosen for the time being. It may give way to FRIP (First Read In Publication Interval) later (See footnote to Table 19).

Norway (2): The initial time filter (last 12 months) is repeated. Titles which respondents claim not to have read in the last 12 months are set aside and asked about again for confirmation.

Poland (3): The AIR is estimated from frequency claims within a "season cycle" (e.g. The season cycle for dailies is mostly six days. The AIR score is then based on frequency claims from those claiming readership within the last six days).

Portugal: The recency questions for magazines make reference to a specific last edition of each title.

Romania (2): Two questions are asked for each title: (a) whether read in broad interval (dailies - 7 days; weeklies - 3 months; etc.) and (b) when last read. Readership scores are based on recent reading within the broad intervals (i.e. question (a)).

Russia: (a) Two frequency-related questions are asked: a standard question of the kind, "How often do you read...?", and a further question, "How many issues of ... have you read in the last ...?". (b) Frequency data are adjusted according to recency question (using probabilities).

UK (2): The frequency question, which includes the category "Not looked at in the past year", acts as a filter for the filter question.

TABLE 14: READERSHIP QUESTIONS - (4) COLLECTION OF OTHER READERSHIP DATA

Country	Survey	Reading Specific Pages	Reading Specific Editorial Sections	Prop. of Public. Read	Reading Duration	Source of Copy	Place of Reading	MPX*	Other
Austria (1)	MA	NO	NO	NO	NO	NO	NO	NO	NO
Austria (2)	OVA	NO	NO	NO	NO	NO	NO	NO	NO
Belgium	CIM MP	NO	NO	YES*	YES*	YES*	NO	NO	YES*
Bulgaria	MA	NO	NO	NO	NO	NO	NO	NO	NO
Czech Rep.	MP	NO	NO	NO	YES*	YES*	NO	NO	NO
Denmark	ID/G	YES*	YES*	YES*	YES*	YES*	YES*	NO	NO
Estonia	EMU	NO	NO	NO	NO	YES	NO	NO	NO
Finland	KMT	NO	NO	NO	NO	NO	YES	YES	Reading quality*
France (1)	AEPM	NO	NO	YES	NO	YES	YES	NO	Read yesterday*
France (2)	APQ	NO	NO	NO	YES	YES	YES	NO	Time of reading; No. of times read yesterday
France (3)	FCA	NO	NO	NO	NO	YES	NO	NO	NO
Germany (1)	AWA	NO	NO	YES*	NO	NO	NO	NO*	NO
Germany (2)	MA	NO	NO	NO	NO	NO	NO	NO	NO
Greece (1)	Bari	NO	NO	NO	NO	NO	NO	NO	Read yesterday
Greece (2)	ANRM	NO	NO	YES	NO	NO	NO	YES	NO
Hungary	MA	NO	NO	NO	NO	NO	NO	NO	NO
Iceland	MS	NO	YES	NO	NO	NO	YES	NO	Time of reading
Ireland	JNRR	NO	NO	NO	NO	NO	NO	NO	NO
Italy	Audipress	NO	NO	NO	NO	NO	NO	NO	NO
Latvia	LP	NO	NO	NO	NO	YES	NO	NO	NO
Lithuania	LMS	NO	NO	NO	NO	YES	NO	NO	NO
Netherlands	SUMMO	NO	NO	NO	YES	YES	NO	NO	NO
Norway (1)	FM	NO	NO	YES	YES	YES	YES	YES	Evaluation*
Norway (2)	NMI	NO	NO	YES	YES	YES	NO	YES*	NO
Poland (1)	MM	NO	NO	NO	NO	NO	NO	NO	NO
Poland (2)	MUP	NO	NO	NO	NO	NO	NO	NO	NO
Poland (3)	PT	NO	NO	NO	NO	NO	NO	NO	NO
Portugal	Bareme	NO	NO	NO	NO	NO	NO	NO	NO
Romania (1)	MM	NO	NO	NO	NO	NO	NO	NO	Read yesterday
Romania (2)	MS	NO	NO	NO	NO	NO	NO	NO	NO
Russia	NRS	NO	YES	NO	NO	YES	NO	NO	NO
Slovakia	MP	NO	NO	NO	NO	NO	NO	NO	NO
Slovenia	MRS	NO	NO	NO	YES	NO	NO	NO	Read yesterday
Spain	EGM	NO	NO	NO	NO	YES	NO	NO	No. of reading occasions
Sweden (1)	OCRS	NO	YES	NO	NO	NO	NO	NO	NO
Sweden (2)	SM	NO	YES	NO	NO	YES	NO	NO	NO
Switzerland	MACH B.	NO	NO	NO	NO	YES	NO	NO	NO
UK (1)	NRS	NO	NO	NO	NO	YES	NO	NO	Attachment*
UK (2)	TGI	NO	YES*	NO	NO	NO	NO	NO	NO
Europe (1)	EBRS	NO	NO	NO	NO	NO	NO	NO	NO
Europe (2)	EMS	NO	NO	NO	YES	YES	NO	NO	NO
Europe (3)	NBRS	NO	NO	NO	NO	NO	NO	NO	NO
Europe (4)	PES	NO	NO	NO	YES	NO	YES	NO	NO

General footnote: MPX = "Magazine Page Exposure". Typically, MPX scores are calculated from the following 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, what percentage of pages were read?

Belgium: (a) Proportion of publication read is asked generally for all titles. For daily newspapers only, interviewees are asked for the proportion read yesterday. (b) Duration of reading is only asked for daily newspapers. For titles

read the day before, interviewees are asked (i) reading moments (i.e. hour(s) of reading), (ii) number of times picked up and (iii) total reading time. (c) Source of copy is asked for newspapers and magazines, but not free sheets. (d) "Other" questions consist of the extra questions asked about newspapers and an "attachment" question (viz. disappointment if became unavailable), which is asked of all publications.

Czech Republic: Duration of reading and source of copy are asked for the last read issue of each title.

Denmark: The extra readership questions are asked for newspapers on a sub-sample of 5,000 interviews (about 20% of the total annual sample). It is also planned to ask extra quality of reading questions for magazines later this year, but with a separate ad hoc sample of 5,000 persons. The plan is to repeat the exercise next year, but not necessarily with the same questions.

Finland: Quality of reading is asked for newspapers only. Questions cover (a) how important, (b) how carefully read, (c) how pleasant/how interesting.

France (1): The yesterday readership question asks for the number of different issues of a magazine read yesterday. It is used in order to calculate the number of days on which an issue of a magazine is picked up at least once.

Germany (1): Instead of MPX scores, which take account of multiple exposures, net page exposure scores are calculated. They are based on the proportion read by readers of each title times its average issue readership. In the readership model, each reader is assigned probabilities for (a) reading a particular title and (b) exposure to any page of that title.

Norway (1): Evaluation questions take the form of nine reading statements per title, calling for assessments in terms of such variables as entertainment, information, etc..

Norway (2): MPX questions are asked now and then (one or two waves per annum over the last two years). The resulting MPX scores are published for groups of titles. The questions cover (a) proportion of publication read, (b) FRY and (c) the number of issues first read yesterday. FRY questions are not asked except in the extended interviews.

UK (1): The attachment measure is "disappointment if publication were not available". It is treated as an index of loyalty. Frequency data are also used as measure of loyalty (i.e. number of regular readers).

UK (2): Reading of specific editorial sections is asked for selected topics, not for specific titles.

TABLE 15: AVERAGE INTERVIEW LENGTH

Country	Survey	Duration of Total Interview - Minutes	Duration of Readership Questions - Minutes	Approximate No. of Titles per Respondent
Austria (1)	MA	60	25	98
Austria (2)	OVA	45*	7	81
Belgium	CIM MP	25*		176
Bulgaria	MA	60	10	39
Czech Rep.	MP	c60	30+	c100
Denmark	ID/G	25	14	80-120
Estonia	EMU	c30-35	c10-15	111
Finland	KMT	25	10	113
France (1)	AEPM	46	c30	128 (magazines)
France (2)	APQ	18	12	12-15*
France (3)	FCA	30	20	80-90
Germany (1)	AWA	121	55*	332
Germany (2)	MA	50	20	c200*
Greece (1)	Bari	30	15	124
Greece (2)	ANRM	25	15	146
Hungary	MA	75	c30	139
Iceland	MS	n/a*	n/a*	14
Ireland	JNRR	35	12-15	19
Italy	Audipress	35	20	171
Latvia	LP	33		
Lithuania	LMS			
Netherlands	SUMMO	25	16	100-110
Norway (1)	FM	19	9	c60
Norway (2)	NMI	50	25	75
Poland (1)	MM	n/a*	n/a*	n/a - question is open
Poland (2)	MUP	30-40	15	150
Poland (3)	PT	25	20	c180
Portugal	Bareme		10	c30*
Romania (1)	MM	60	15	51
Romania (2)	MS	30	10	50
Russia	NRS	40	20	c80
Slovakia	MP	45	15	154
Slovenia	MRS	50-60	20	105
Spain	EGM	50	15	130
Sweden (1)	OCRS	n/a*	n/a*	All (389) except some regional titles
Sweden (2)	SM	30	26	266
Switzerland	MACH B.	25	12*	German speaking Switz. - 95-130 French speaking Switz. - 30-40 Italian speaking Switz. - 13
UK (1)	NRS	36	20	305
UK (2)	TGI	n/a*	n/a*	212
Europe (1)	EBRS	5-10*	3-5*	38 (average across countries)
Europe (2)	EMS	25	10	c50-70 (range of titles by country)
Europe (3)	NBRS	n/a*	n/a*	c50
Europe (4)	PES	45	15	54

Austria (2): 45 minutes is for the full interview including consumer data. The duration of the face-to-face section is about 35 minutes, and about 10 minutes for the self-completion questions at the end. Every second year when consumer marketing data are not collected, the media questions are attached to an omnibus survey, lasting about 30 minutes in total.

Belgium: Product information is obtained from a separate sample. 25 minutes is the average duration of the press readership interviews, including additional demographic/other questions required for fusing with the product data.

France (2): Figures are for the number of dailies asked for, which varies according to local area of residence.

Germany (1): 55 minutes is the length of the entire media section of the interview.

Germany (2): All national newspapers and magazines are asked for, plus regional newspapers and magazines selected by sampling point (usually 7-17 titles).

Iceland; Poland (1); Sweden (1); UK (2); Europe (3): Not applicable as questions are administered by self-completion.

Portugal: The titles are organized in groups. If the interviewee claims not to read titles within a group, then that group is not asked for.

Switzerland: For German speaking Switzerland. The average duration of readership questions for French speaking Switzerland is about a couple of minutes shorter, and for Italian speaking Switzerland, about half the length.

Europe (1): Average interview duration figures have been estimated from trial questionnaire completion.

TABLE 16: DEMOGRAPHIC VARIABLES FOR REPORTING - (1) GEOGRAPHIC REGIONS

Country	Survey	Printed Reports	Electronic Reports
Austria (1)	MA	Federal regions - 9	Federal regions - 9
Austria (2)	OVA	Federal regions - 9	Federal regions - 9
Belgium	CIM MP	Nielsen areas - 5; Provinces - 11;	Nielsen areas - 5; Provinces - 11;
Bulgaria	MA	Regions - 9	Regions - 9
Czech Rep.	MP	Regions - 6	Regions - 6
Denmark	ID/G	tbd	Communes - 276; Postal codes - c400
Estonia	EMU	Regions - 6	Regions - 16
Finland	KMT	Marketing areas - 33	Marketing areas - 33
France (1)	AEPM	UDA Regions - 9;	Regions - 9; INSEE regions - 21; Departments - 95
France (2)	APQ	Regions: UDA - 9; INSEE - 21; Nielsen - 9	Regions: UDA - 9; INSEE - 21; Nielsen - 9
France (3)	FCA	Regions: UDA - 9; INSEE - 21	Regions: UDA - 9; INSEE - 21
Germany (1)	AWA	Nielsen regions - 7	Nielsen regions - 7; Lander - 15
Germany (2)	MA	Nielsen regions - 7; Lander - 15	Nielsen regions - 7; Lander - 15
Greece (1)	Bari	Regions - 5; Athens; Thessaloniki	Regions - 8; Athens; Thessaloniki
Greece (2)	ANRM	Regions - 3; Athens; Thessaloniki	Regions - 5; Athens; Thessaloniki
Hungary	MA	Budapest and 7 regions	Budapest and 7 regions
Iceland	MS	Rekjavik region	Reykjavik region
Ireland	JNRR	Regions - 5	Regions - 5
Italy	Audipress	Areas - 5; Regions (or grouped) - 18; Departments - 103	Areas - 5; Regions (or grouped) - 18; Departments - 103
Latvia	LP	Regions - 5	Regions - 26
Lithuania	LMS		
Netherlands	SUMMO	Nielsen regions - 5	Nielsen regions - 7; Provinces - 12; Cebuco area - 50
Norway (1)	FM*	Handelsdistrict - 102; Handelsfeld - 4	Handelsdistrict - 102; Handelsfeld - 4; Handelsomrade - 19; Fylke - 20; Oslo areas - c20; Communes - c430
Norway (2)	NMI	Trade areas - 6	Trade areas - 6; Counties - 19
Poland (1)	MM	Regions - 5; Departments - 49	Regions - 5; Departments - 49
Poland (2)	MUP	Regions - 9	Regions - 9
Poland (3)	PT	Regions - 8	Regions - 8; Departments - 49
Portugal	Bareme	Regions - 6	Regions - 6
Romania (1)	MM	Regions - 8	Regions - 8
Romania (2)	MS	National	National
Russia	NRS	Nat. sample - 52 cities grouped by 14 regions: Reg. sample - 32 cities	Nat. sample - 52 cities grouped by 14 regions: Reg. sample - 32 cities
Slovakia	MP	Regions - 4	Regions - 4
Slovenia	MRS	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; Counties - 24; Postal area codes - c8,000
Sweden (2)	SM	n/a	A regions - 70; Nielsen regions - 6; Own regions - 10; Counties - 24; Communes - 286
Switzerland	MACH B.	Language region -3; Economic areas - 25	Language region -3; Economic areas - 25; Cantons/districts - 27/189
UK (1)	NRS	TV regions - 12; Survey regions - 7	TV regions - 12; Survey regions - 7; Standard regions - 12; Counties - 60 Local area authorities, Wards - 2,700
UK (2)	TGI	Registrar regions - 9	Registrar regions - 11; Local area authorities - 430
Europe (1)	EBRS	Countries - 17	Countries - 17
Europe (2)	EMS	Countries - 17	Countries - 17; Nielsen areas by country
Europe (3)	NBRS	Countries - 4	Countries - 4; Denmark regions - 5
Europe (4)	PES	Countries - 14	Countries - 14

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

**TABLE 17: DEMOGRAPHIC VARIABLES FOR REPORTING -
(2) AGE AND SOCIODEMOGRAPHIC CLASSIFICATIONS**

Country	Survey	(1) Age		(2) Sociodemographics	
		Printed Reports	Electronic Reports	Printed Reports	Electronic Reports
Austria (1)	MA	14-19; 20-29;... 60-69; 70+	14-19; 20-24;	A-F	A-F
Austria (2)	OVA	14-29; 30-39; 40-49; 50-59; 60+	14-19; 20-24; ... 55-59; 60+	A-E	A-F
Belgium	CIM MP	15-17; 18-20; 21-24; 25-29; ... 70-74; 75+	Any	A-C, E	A-C, E, F
Bulgaria	MA	tbd*	tbd*	A, B, D	A, B, D
Czech Rep.	MP	14-19; 20-29; 30-39;... 70-79	Any	A-D	A-D
Denmark	ID/G	tbd	Any	A-F	A-F
Estonia	EMU	15-19; 20-29; 30-39; 40-49; 50-59; 60-74	Any	A, B, D	A, B, D, E
Finland	KMT	12-14; 15-19; 20-24; ... 50-54; 55-64; 65+	Same	A-E	A-E
France (1)	AEPM	15-24; 25-34; 35-49; 50-64; 65+; 15-17; 18-20; 21-24	Any	A-E	A-E
France (2)	APQ	15-24; 25-34; 35-49; 50-64; 65+	Same	A-E	A-E
France (3)	FCA	18-34; 35-49; 50+	Any	A-D	A-D
Germany (1)	AWA	14-19; 20-29; 30-39;... 60-69; 70+; 14-17; 18-24; 25-39	Any	A-F	A-F
Germany (2)	MA	14-19; 20-29; 30-39; 40-49; 50-59; 60-69; 70+	Same	A, B, D	A, B, D
Greece (1)	Bari	13-17; 18-24; 25-34; 35-44; 45-54; 55-70	Same	A-C, E, F	A-C, E, F
Greece (2)	ANRM	15-19; 20-24; 25-34; 35-44; 45-54; 55-64	Any	A-D	A-D
Hungary	MA	15-18; 19-29; 30-39; 40-49; 50-59; 60+	Same + five year intervals	A, B, D	A, B, D
Iceland	MS	12-19; 20-24; 25-34; 35-49; 50-67; 68-85	Any	A, C, D	A-F
Ireland	JNRR	15-19; 20-24; 25-34; 35-44; 45-54; 55-64; 65+	Any	A-C, E	A-C, E
Italy	Audipress	14-17; 18-24; 25-34; 35-44; 45-54; 55-64; 65+	Same	A-E	A-E
Latvia	LP	15-19; 20-29; 30-39; 40-49; 50-59; 60-74	Same	A, B, D	A, B, D
Lithuania	LMS				
Netherlands	SUMMO	13-34; 35-49; 50-64; 65+	Any	C	A-D
Norway (1)	FM	13-19; 20-34; 35-44; 45-59; 60+	Any	B, D	A, B, D, F
Norway (2)	NMI	15-19; 20-24; 20-25;... 65-69; 70+	Any	A-D	A-F
Poland (1)	MM	15-19; 20-24; 25-29; 30-39; 40-49; 50-59; 60-69; 70-80	Same	B, D	B, D
Poland (2)	MUP	15-19; 20-29; 30-39; 40-49; 50-59; 60+	Any	A-D	A-D
Poland (3)	PT	15-24; 25-34; 35-44; 45-54; 55+	Any	A-D	A-E
Portugal	Bareme	15-17; 18-24; 25-34; 35-44; 45-54; 55-64; 65+	Same	A, C	A, C
Romania (1)	MM	11-14; 15-19; 20-29; 30-39; 40-49; 50-59; 60+	Any	A, B, D	A, B, D
Romania (2)	MS	15-19; 20-29;... 50-59; 60+	n/a	A, D	n/a
Russia	NRS	16-19; 20-24; 25-34; 35-44; 45-54; 55-64; 65+	Any	A, B, D	A, B, D-F
Slovakia	MP	14-19; 20-29; 30-39; 40-49; 50-59; 60-69; 70-79	Same	A-E	A-E
Slovenia	MRS	10-14; 15-19; 20-24; 25-29; 30-39; 40-49; 50-59; 60-75	Same	B, C, E	B, C, E
Spain	EGM	14-19; 20-24; 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-F

TABLE 17 (continued)

Country	Survey	(1) Age		(2) Sociodemographics	
		Printed Reports	Electronic Reports	Printed Reports	Electronic Reports
Sweden (2)	SM	n/a	Any	n/a	A-F
Switzerland	MACH B.	14-34; 35-54; 55-99	Any	A, D	A-E
UK (1)	NRS	15-17; 18-24; 25-34; 35-44; 45-54; 55-64; 65+	Any	A-E	A-E
UK (2)	TGI	15-24; 25-34; 35-44; 45-54; 55-64; 65+	Any	B-D, F	B-F
Europe (1)	EBRS	n/a	n/a	D	D
Europe (2)	EMS	18-34; 35-44; 45-54; 55+	Any	A-D	A-D
Europe (3)	NBRS	Less than 35; 35-44; 45-54; 55+	Same	A-E	A-E
Europe (4)	PES	25-34; 35-44; 45-54; 55+	Same	A, B, D	A, B, D

General footnote: The codes under **Sociodemographics** are: A - Occupation; B - Education; C - Socio-economic status; D - Income; E - Lifestyle/Lifestage; F - Psychographics.

Bulgaria: Not yet finalized age breaks. They will probably be 15-19; 20-29; etc. in ten year intervals for both the printed and electronic reports.

Spain: The figures 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.

TABLE 18: COLLECTION OF CONSUMER DATA

Country	Survey	Product/ Service Purchasing Behaviour		Product/ Service Consum.		Brand Purchasing Behaviour		Brand Consum.		Pastimes/ Leisure		Holidays/ Travel	
		Print	Elec.	Print	Elec.	Print	Elec.	Print	Elec.	Print	Elec.	Print	Elec.
Austria (1)	MA	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
Austria (2)	OVA	YES	YES	YES	YES	YES	YES	YES	YES	NO	NO	YES	YES
Belgium	CIM MP*	YES	YES	YES	YES	NO	NO	NO	YES	YES	YES	YES	YES
Bulgaria	MA	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	NO	NO
Czech Rep.	MP	NO	NO	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO
Denmark	ID/G	tbd	YES	tbd	YES	tbd	YES	tbd	YES	tbd	YES	tbd	YES
Estonia	EMU	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES
Finland	KMT	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES
France (1)	AEPM	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
France (2)	APQ	YES	YES	YES	YES	NO	NO	NO	NO	YES	YES	YES	YES
France (3)	FCA	YES	YES	YES	YES	NO	NO	NO	NO	NO	NO	YES	YES
Germany (1)	AWA	YES	YES	YES	YES	NO	NO	NO	NO	YES	YES	YES	YES
Germany (2)	MA	YES	YES	YES	YES	NO	NO	NO	NO	YES	YES	YES	YES
Greece (1)	Bari	YES	YES	YES	YES	NO	NO	YES	YES	YES	YES	YES	YES
Greece (2)	ANRM	YES	YES	YES	YES	NO	NO	NO	NO	NO	NO	NO	NO
Hungary	MA	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
Iceland	MS	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES
Ireland	JNRR	YES	YES	YES	YES	NO	NO	NO	NO	YES	YES	YES	YES
Italy	Audipress	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Latvia	LP	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES
Lithuania	LMS	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES
Netherlands	SUMMO	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Norway (1)	FM	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES
Norway (2)	NMI	NO	YES	YES	YES	NO	YES	NO	YES	NO	YES	NO	YES
Poland (1)	MM	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Poland (2)	MUP	NO	NO	YES	YES	NO	NO	NO	NO	YES	YES	NO	NO
Poland (3)	PT	NO	YES	NO	YES	NO	NO	NO	NO	NO	YES	NO	YES
Portugal	Bareme	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Romania (1)	MM	YES	YES	NO	NO	NO	NO	NO	NO	YES	YES	NO	NO
Romania (2)	MS	YES	NO	NO	NO	NO	NO	NO	NO	YES	NO	YES	NO
Russia	NRS	NO	YES	NO	YES	NO	NO	NO	YES	NO	YES	NO	YES
Slovakia	MP	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	NO	NO
Slovenia	MRS	YES*	YES	YES*	YES	NO	NO	NO	NO	YES	YES	NO	NO
Spain	EGM	YES	YES	YES	YES	NO	NO	NO	NO	YES	YES	YES	YES
Sweden (1)	OCRS	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES
Sweden (2)	SM	NO	YES	NO	YES	NO	YES	NO	NO	NO	NO	NO	NO
Switzerland	MACH B.	YES	YES	YES	YES	NO	NO	NO	YES	YES	YES	YES	YES
UK (1)	NRS	YES	YES	YES	YES	YES*	YES*	YES*	YES*	YES	YES	YES	YES
UK (2)	TGI	YES	YES	YES	YES	NO	NO	YES	YES	YES	YES	YES	YES
Europe (1)	EBRS	YES	YES	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES
Europe (2)	EMS	YES	YES	YES	YES	YES*	YES	YES*	YES	YES	YES	YES	YES
Europe (3)	NBRS	YES	YES	YES	YES	NO	NO	NO	NO	YES	YES	YES	YES
Europe (4)	PES	YES	YES	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES

Belgium: Data from the consumer marketing study (every alternate year) are fusioned with readership and other media data of the same year, and the fusioned again with media data for the year following.

Slovenia: Questions on purchasing behaviour are published in summary form in the printed reports. The consumer data are available for special analysis by the Media Research Institute - Mediana.

UK (1): Limited data are collected on brand consumption and purchasing behaviour.

Europe (2): Limited brand purchasing and consumption information appears in the printed reports.

TABLE 19: 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.	Other Reader-ship Qs	Type of Contract	Other
Austria (1)	MA	NO	NO	NO	NO	NO	NO	NO	NO	NO
Austria (2)	OVA	NO	NO	NO	NO	NO	NO	NO	NO	NO
Belgium	CIM MP*	NO	NO	NO	NO	NO	NO	NO	NO	NO
Bulgaria	MA	NO	NO	NO	NO	NO	NO	NO	NO	YES*
Czech Rep.	MP	NO	NO	NO	NO	NO	NO	YES*	YES*	YES*
Denmark	ID/G	NO	NO	NO	NO	NO	NO	NO	NO	YES*
Estonia	EMU	NO	NO	NO	YES*	NO	NO	YES*	NO	YES*
Finland	KMT	NO	NO	NO	NO	NO	NO	NO	NO	NO
France (1)	AEPM	YES*	YES*	NO	YES*	NO	NO	NO	NO	NO
France (2)	APQ	NO	NO	NO	NO	NO	NO	NO	NO	NO
France (3)	FCA	NO	NO	NO	NO	NO	NO	NO	NO	NO
Germany (1)	AWA	NO	NO	NO	NO	NO	NO	NO	NO	NO
Germany (2)	MA	NO	NO	NO	YES*	NO	NO	NO	NO	YES*
Greece (1)	Bari	NO	NO	NO	NO	NO	NO	NO	NO	YES*
Greece (2)	ANRM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Hungary	MA	NO	YES*	NO	NO	NO	NO	NO	NO	NO
Iceland	MS	YES*	NO	NO	NO	NO	NO	YES*	YES*	NO
Ireland	JNRR*	NO	NO	NO	NO	NO	NO	NO	NO	NO
Italy	Audipress	NO	NO	NO	NO	NO	NO	NO	NO	NO
Latvia	LP	NO	NO	NO	YES*	NO	NO	YES*	NO	YES*
Lithuania	LMS	NO	NO	NO	YES*	NO	NO	YES*	NO	YES*
Netherlands	SUMMO	YES	NO	YES*	NO	YES*	YES*	NO	NO	NO
Norway (1)	FM*	YES	YES	YES	NO	YES	YES	YES	YES	NO
Norway (2)	NMI*	YES	YES	YES	NO	NO	NO	NO	NO	YES
Poland (1)	MM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Poland (2)	MUP	YES*	NO	NO	NO	NO	NO	NO	NO	NO
Poland (3)	PT	NO	YES*	NO	YES*	NO	NO	NO	YES*	NO
Portugal	Bareme	YES*	NO	NO	NO	NO	NO	NO	NO	NO
Romania (1)	MM	YES*	NO	NO	NO	NO	NO	YES*	NO	YES*
Romania (2)	MS	NO	NO	NO	NO	NO	NO	YES*	YES*	YES*
Russia	NRS	NO	YES*	NO	NO	NO	NO	NO	NO	NO
Slovakia	MP	NO	NO	NO	NO	NO	NO	YES*	NO	YES*
Slovenia	MRS	NO	NO	NO	NO	NO	NO	YES*	NO	YES*
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)	SM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Switzerland	MACH B.	NO	NO	NO	NO	NO	NO	NO	NO	NO
UK (1)	NRS	NO	YES*	NO	YES*	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)	EMS	YES*	NO	NO	NO	NO	NO	NO	YES*	NO
Europe (3)	NBRs	NO	NO	NO	NO	NO	NO	NO	NO	NO
Europe (4)	PES*	YES	NO	NO	YES	NO	NO	NO	YES	YES*

Belgium: As the 1995/6 survey represents a new design, it will receive comments of all kinds.

Bulgaria: Next (1997) survey will collect more consumer marketing data.

Czech Republic: A new three-year JIC contract commences in 1997. The research suppliers for the new contract will be GfK Praha and Sten/Mark. The survey design is likely to contain a number of small modifications, taking into account other developments such as the launch of a peoplemeter panel for measuring television viewing. Topics under discussion include sample size, interview duration and additional readership questions. It is possible that the number of readership questions per title will be reduced; however, the basic structure and wording of the recency and frequency questions is unlikely to change, but will retain continuity with the present survey.

Denmark: The issue of mobile telephones is being discussed. The problem concerns their growing penetration, especially among younger persons. It threatens the representivity of sampling methods.

Estonia; Latvia; Lithuania: There have been many changes from wave to wave since the first surveys. Now under discussion are (a) the inclusion of extra readership questions and (b) a possible switch to CAPI (or CATI) methods of data collection. There are not yet firm plans. In addition, (c) work is proceeding on the development of socio-economic and psychographic scales.

France (1): (a) The representativity of current quota methods is under review. (b) Tests on CAPI methods are to be conducted in 1997. A dual version will be employed, with one screen for presenting titles and another for answering the readership questions. The use of CAPI methods may enable a change in stimulus presentation from mastheads to mastheads with cover samples. This is being considered as a way of reducing title confusion.

Germany (2): (a) CAPI methods involving electronic pens and self-completion have been tested. Results have been positive so far and further tests on a sample of 1,000 persons are being planned. (b) The measurement of media exposure opportunity is being re-examined. One of the items to be addressed is the validity of the "Readers per Issue" measure, beginning with a review of the approaches adopted by every national and international readership survey. Experimental work is also being conducted.

Greece (1): Development of multimedia software for analysis. Current multimedia software combines newspapers and magazines. From September, they will be separate, allowing combinations across four media.

Hungary: It is planned to employ grouped masthead cards in 1997 instead of single mastheads as at present.

Iceland: No changes are expected for the Autumn wave. A new industry contract will commence from January 1997. Under discussion are the inclusion of extra questions about reading (viz. proportion of publication read, duration of reading and reading of specific pages) and an increase in the number of waves from two to three or four per annum.

Ireland: No changes are planned prior to June 1997. A new industry contract commences in July 1997. It is too early to say what changes will emerge.

Netherlands: In recent years, there has been pressure to increase the number of titles covered by SummoScanner. In the meantime, problems have arisen to do with an inexplicable decline in the reading probabilities, as measured by the frequency question, and practical limitations of sample size using FRY methods. In consequence, it has been decided to switch to some form of "recent reading", starting in July this year. It has not yet been decided whether to go with the standard "recent reading" approach or the FRIPI (First Read In Publication Interval), which aims to correct for over-claims due to replicated reading. Both the standard recency and FRIPI variant questions are being asked. If FRIPI is opted for, it will probably be from the beginning of 1997 at the earliest.

Norway (1): The main topics under discussion are the FRY methodology and contractual arrangements with the TV companies. If a departure is made from the FRY methodology, it will affect all aspects of the survey methodology. However, any change is subject to existing contractual arrangements and is not expected before 1998 at the earliest.

Norway (2): Stability of readership estimates over time is a persistent issue, taking into account the increasing number of titles being measured and trends in response rates. All aspects of the survey are being reviewed and changes could occur during 1997 in any of the cells specified in the table. The "YES" entries denote where definite plans for change exist.

Poland (2): The 1996 monthly omnibus approach is a departure from the 1995 approach of two four week waves (one Spring, one Autumn), each with a sample of about 9,000 persons. It is an open question whether MUP will continue with the 1996 methodology in 1997 or revert to the survey approach of 1995.

Poland (3): (a) CAPI methods are being considered and could be introduced in 1997. This would affect the stimulus material. (b) A JIC structure for controlling readership research is a future possibility.

Portugal: May switch to random dialing.

Romania (1): Planned changes for 1997 include: (a) Use of electoral lists in addition to census data for sampling; (b) Extra readership questions on source of copy, who else reads the copies purchased by the interviewee, and where read (These questions will help to supply an independent yardstick of circulation); (c) Addition of questions on product/service consumption and brand consumption.

Romania (2): (a) The aim is to run the survey every month, or at least every alternate month, in 1997 and create a tripartite structure for determining the contractual arrangements. (b) It is planned to include readership questions on editorial and advertising section traffic in the 1997 survey.

Russia: Will consider switching to 4C mastheads for 1997 instead of 1C mastheads used at present.

Slovakia: For 1997, it is planned to include extra questions about reading as well as TV viewing of or radio listening to specific programmes.

Slovenia: (a) Fieldwork will be conducted continuously in all months from January 1997 (c340 fieldwork days per annum in total). (b) The inclusion of additional readership questions, such as source of copy, is being considered for 1997.

Sweden (1): From 1996, OCSR has incorporated an 8-day diary for collecting television and radio audience data. Work continues on making improvements to the diary.

UK (1): (a) Under investigation is the development of the "next generation" CAPI, which would involve the presentation of mastheads on screen instead of on cards, as at present. This will be for some time beyond 1997. (b) Section readership is being tested and, if the results are positive, may be included in the 1997 survey.

Europe (2): (a) The inclusion of a broader target or, alternatively, the tightening of the target group definition are under discussion. (b) A tripartite association of media owners, advertisers and agencies (EMSA) will come into being this Autumn. It will regulate future developments.

Europe (4): All aspects of the PES are under review. The immediate issues under discussion have been (a) sampling methodology, (b) use of CAPI methods and (c) contractual arrangements.

TABLE 20: CONTACT ADDRESS

Country	Survey	Contact Address
Austria (1)	MA	Verein Media Analysen Singerstrasse 7/6 A-1010 Wien Tel: +43 1 513 25 70; Fax: +43 1 513 25 702
Austria (2)	OVA	IMAS International Khevenhuellerstrasse 14 A-4020 Linz Tel: +43 732 663011; Fax: +43 732 6630116; E-Mail: lmas@ping.at
Belgium	CIM MP	Centre d'Information sur les Medias a.s.b.l. Avenue Louise 89, bus 7 1050 Brussel Tel: +32 2 538 28 37; Fax: +32 2 538 22 61
Bulgaria	MA	GfK-Bulgaria 10 Tzar Osvoboditel Blvd. BG-1000 Sofia Tel: +35 92 87 02 49, 88 33 84; Fax: +35 92 98 01 239
Czech Rep.	MP	GfK Praha Ujezd 40 / 450 (COS) CZ-11 801 Praha 1 Tel: +42 2 53 26 11; Fax: +42 2 245 10 283
Denmark		Gallup A/S Marina Park Sundkrogsgade 10 DK 2100 Copenhagen Tel: +45 39 27 27 27; Fax: +45 31 18 24 66; E-Mail: Gallup@Gallup.DK
Estonia Up to Feb 1997	EMU	Baltic Media Facts Ltd Mustam E4e tee 60 EE0029 Tallinn Tel: +372 656 3460; Fax: +372 656 2881; E-Mail: Info@bmf.ee
From Feb 1997		Ahtri 12 EE0001 Tallinn Tel: +372 626 1321; Fax: +372 626 1322; E-Mail: Info@bmf.ee
Finland	KMT	Suomen Gallup-Media Oy Itatuulenkuja 10a 02210 Espoo Tel: +358 9 613 500; Fax: +358 9 613 50610; E-Mail: tuula.kuivalainen@galmedia.inet.fi
France (1)	AEPM	Audiences Etudes sur la Presse Magazine 71 avenue Franklin Roosevelt 75008 Paris Tel: +33 1 42 89 32 60; Fax: +33 1 45 63 39 75
France (2)	APQ	IPSOS Medias 99, rue de l'Abbe Groult 75739 Paris Cedex 15 Tel: +33 1 53 68 28 28; Fax: +33 1 53 68 01 89
France (3)	FCA	IPSOS Medias 99, rue de l'Abbe Groult 75739 Paris Cedex 15 Tel: +33 1 53 68 28 28; Fax: +33 1 53 68 01 89
Germany (1)	AWA	Institut fur Demoskopie Allensbach Radolfzellerstr. 8 D-78476 Allensbach Tel: +49 7533 8050; Fax: +49 7533 3048

TABLE 20 (continued)

Country	Survey	Contact Address
Germany (2)	MA	Arbeitsgemeinschaft Media-Analyse e.V. Wolfgangstrasse 92 D-60322 Frankfurt am Main Tel: +49 69 15 68 05-0; Fax: +49 69 15 68 05-40
Greece (1)	Bari	Focus S.A. - Athenian Marketing Research Centre 59 Vas. Sofias Avenue GR - 115 21 Athens Tel: +30 1 723 8122-3; Fax: +30 1 723 8 085; E-Mail: Focus@techlink.gr
Greece (2)	ANRM	Amer Nielsen Research 196 Sygrou Avenue Kallithea 176 71 Athens Tel: +30 1 95 72 450, 88 771; Fax: +30 1 95 98 294; E-Mail: Anrgr007@compulink.gr
Hungary	MA	Szonda Ipsos Attila ut 93 H-1012 Budapest Tel: +36 1 156 8885; Fax: +36 1 175 3846
Iceland	MS	Icelandic Market Research Ltd (Gallup Iceland) Smiojuvegur 72 IS-200 Kopavogur Tel: +354 564 4144; Fax: +354 564 4166
Ireland	JNRR	Joint National Readership Survey 8 Upper Fitzwilliam Street Dublin 2 Tel: +353 1 676 5991; Fax: +353 1 661 4589
Italy	Audi-press	Audipress Via Larga 15 20122 Milano Tel: +39 2 5830 5798, 5830 5820; Fax: +39 2 5830 5809
Latvia	LP	Baltic Media Facts Latvia Ltd Akas Iela 5/7 LV1050 Riga Tel: +371 731 2480; Fax: +371 731 2483; E-Mail: bmf@mbox.riga.lv
Lithuania	LMS	Blatijos Rinkotyra c/o Baltic Surveys Didlaukio 47 2057 Vilnius Tel: +370 2 762 790; Fax: +370 2 652 102; E-Mail: baltic.surveys@post.omnitel.net
Netherlands	SUMMO	S.U.M.M.O., Vlietuijstraat 26, 1059-CL Amsterdam, Tel: +31 20 617 27 05; Fax: +31 20 617 58 21; E-Mail: Summo@Euronet.nl
Norway (1)	FM	Norsk Gallup Institutt A/S, Postboks 9016 - Gronland 0133 Oslo Tel: +47 22989 500; Fax: +47 22 113 322; E-Mail: Http://www.sol.no/gallup/
Norway (2)	NM	Markeds-og Mediainstituttet A/S, Postboks 9143 - Gronland 0133 Oslo Tel: +47 22 954 700; Fax: +47 22 954 779
Poland (1)	MM	Estymator - Institute for Media and Market Research ul. Szpitalna 4 m. 11 P-43 00-950 Warszawa Tel: +48 22 27 31 46; Fax: +48 22 27 31 46; E-Mail: jch@sirius.astro.uw.edu.pl

TABLE 20 (continued)

Country	Survey	Contact Address
Poland (2)	MUP	Instytut GfK-Polonia ul. Swietokrzyska 14 00-050 Warszawa Tel: +48 22 26 10 73; Fax: +48 22 26 69 33; E-Mail: Gfk-pl@ikp.atm.com.pl
Poland (3)	PT	SMG/KRC Poland-Media Sp. z o.o. ul. Okopowa 47 01-059 Warszawa Tel: +48 22 38 58 37, 38 82 18, 38 87 06; Fax: +48 22 38 41 96
Portugal	Bareme	Marktest - Marketing, Organizacao, Formacao, Lda Media Research Department Alameda St. Antonio dos Capuchos, 4 - 4th Floor 1150 Lisboa Tel: +351 1 353 5371; Fax: +351 1 353 5338; E-Mail: hbarbas@marktest.pt
Romania (1)	MM	CSOP Gallup International Calea Grivitei 355-357, Et. 10, Sector 1 Bucharest Tel: +40 1 223 41 23, 222 69 07, 665 50 00; Fax: +40 1 223 41 23
Romania (2)	MS	GfK Romania 3, Rosetti Square, 1st floor, suite no. 3, sector 2 Bucharest Tel: +40 1 312 5363, 0866, 1733; Fax: +40 1 312 6459; E-Mail: Cal Alexandru@pcnet.pcnet.ro
Russia	NRS	ROMIR / Gallup Media Vtoraya Brestskaya St., 29A, Room 211 123056 Moscow Tel: +7 095 251 98 01, 251 73 32; Fax: +7 095 882 70 98; E-Mail: galmed@online.ru
Slovakia	MP	GfK-Slovakia Stefanikova 47 813 41 Bratislava Tel: +42 7 399 583; Fax: +42 7 399 613; E-Mail: Gfksk@netlab.sk
Slovenia	MRS	Media Research Institute Vilharjeva 27/II 1000 Ljubljana Tel: +386 61 137 7100; Fax: +386 61 137 6222; E-Mail: Mediana@eunet.sl
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; E-Mail: aimcm@ibm.net
Sweden (1)	OCRS	IMU-Testologen AB Sollentunavagen 84 191 93 Sollentuna Tel: +46 8 623 47 00; Fax: +46 8 96 88 73
Sweden (2)	SM	Infratest Burke AB Box 14093 S-40020 Gothenburg Tel: +46 31 353 900; Fax: +46 31 403 255 E-Mail: Holm@bursw.infrabr.com
Switzerland	MACH B.	AG fur Werbemedienforschung (WEMF/REMP) Bachmattstrasse 53 CH 8048 Zurich Tel: +41 1 431 68 08; Fax: +41 1 432 84 33; E-Mail: Wemf@wemf.ch
UK (1)	NRS	National Readership Surveys Limited Garden Studios 11-15 Betterton Street Covent Garden London WC2H 9BP Tel: +44 71 379 0344; Fax: +44 71 240 4399

TABLE 20 (continued)

Country	Survey	Contact Address
UK (2)	TGI	BMRB International Hadley House 79-81 Uxbridge Road London W5 5SU Tel: +44 81 566 5000; Fax: +44 81 579 9809; E-Mail: Jenny.davis@bmr.co.uk
Europe (1)	EBRS	Research Services Limited Research Services House Elmgrove Road Harrow Middlesex HA1 2QG Tel: +44 81 861 8000; Fax: +44 81 861 5515
Europe (2)	EMS	Inter/View International Overtoom 519-521 1054 LH Amsterdam Tel: +31 20 60 70 707; Fax: +31 20 68 51 621; E-Mail: mcappel@iv.nl
Europe (3)	NBRS	IMU-Testologen AB Sollentunavagen 84 191 93 Sollentuna Tel: +46 8 623 47 00; Fax: +46 8 96 88 73
Europe (4)	PES	Research Services Limited Research Services House Elmgrove Road Harrow Middlesex HA1 2QG Tel: +44 81 861 8000; Fax: +44 81 861 5515

komt duidelijk tot
1965 de onderkop
chrappen. Aan dit
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n een begeleidend
otere openheid en
niet om het over-
en noemt de krant
kunnen zeggen dat



Central Secretariat:

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