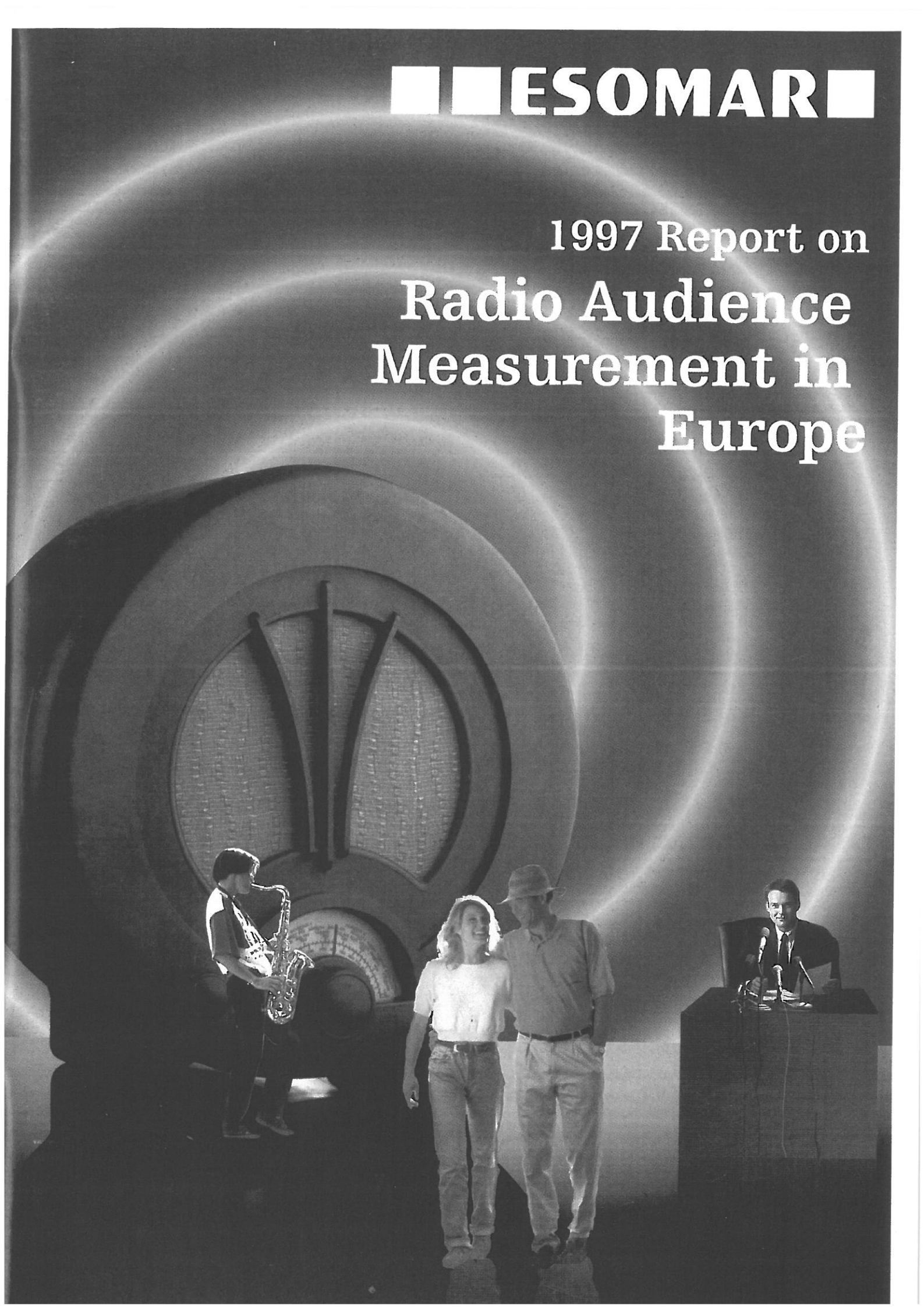


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1997 Report on  
Radio Audience  
Measurement in  
Europe



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## CONTENTS

Surveys Measuring Radio Listenership . . . . .	1
General Notes to Tables. . . . .	3
Survey Structure and Organization (Table 1). . . . .	4
Fieldwork Dates and Reporting Intervals (Tables 2-4) . . . . .	5
Coverage of Media (Tables 5-7) . . . . .	6
Survey Universe and Sampling (Tables 8-10) . . . . .	8
Data Collection Methodology (Tables 11-17). . . . .	9
<i>Recall and Diary: Shared Elements (Tables 12, 14, 15 and 17)</i> . . . . .	10
<i>Recall: Specific Elements (Tables 11A, 13A and 16)</i> . . . . .	11
<i>Diary: Specific Elements (Tables 11B and 13B)</i> . . . . .	11
Output of Listenership Measures and Variables for Reporting (Tables 18-21) .	12
Recent and Future Changes (Tables 22-23) . . . . .	13
Trends and Issues . . . . .	13
Tables. . . . .	16

# RADIO AUDIENCE MEASUREMENT IN EUROPE

Toby Syfret

## Surveys Measuring Radio Listenership

Radio and television services in Europe have experienced similar national trends of re-regulation and commercial liberalization since the early 1980s. In the case of radio, the trends have sparked an explosive growth of stations and networks. Fifteen years ago, there were approaching 3,000 radio stations and networks in Western Europe, of which some 2,500 could be located in Italy or Spain. Today, the total for the whole of Europe probably approaches 15,000, although the exact figure is anyone's guess. It depends on what you count as a radio station and when a station is a station and not absorbed by a network.

The recent massive increase in the number of radio services has affected surveys measuring listenership in two ways. First, most of the increase has depended on advertising support. In some countries, this has engendered a demand for quantitative measures of listening, where little or no demand existed before. Second, the mushroom-like growth of local commercial radio, followed by the gradual emergence of larger commercial networks, has transformed the research challenge in various countries that already had a tradition of measuring radio listenership.

The outcome is that most of the radio surveys appearing in this report are quite new. Indeed, more than three quarters of them have launched during the 1990s.

As with press, surveys measuring radio listenership vary hugely in design and content. The differences reflect a number of factors; for example, the goals of the surveys, the investment that is available to them, the market conditions under which they have to operate, and perhaps also the lack of clear consensus within the international research community on the optimal methods of data collection.

Concerning this last point, surveys have a basic choice between recall and diary methods of collecting listenership data. However, making the choice is not a simple issue of which is the superior method, but involves too considerations of finance, of practical ease of execution, of necessary sample size and of the measures required by clients of the survey. Nor is making the choice between recall and diary methods of data collection the only or necessarily the main cause of variation in results. Within either the recall or the diary approach, there is immense scope for variation in the finer details.

Whichever methods they decide are best for them, all surveys nevertheless share the fundamental aims of accuracy, impartiality and stability of estimates over time. It is therefore a matter of interest how different surveys approach the common challenge of supplying their users with useable data. Accordingly, the purpose of this ESOMAR 1997 *Report on Radio Audience Measurement in Europe* is to supply a comprehensive overview of national practice across Europe.

The structure, content and level of detail contained in the ESOMAR 1997 *Report on Radio Audience Measurement in Europe* have been closely modelled on the companion



1994 and 1996 ESOMAR reports on national and international surveys of press readership in Europe. In this instance, there are no international surveys of radio listenership, or they would be included. As it is, the national surveys have mostly been selected according to five criteria.

1. They must be national.
2. They must be general (i.e. not restricted to measuring listenership to specific kinds of radio service - e.g. news, light music, classical music, etc.).
3. They must have more than one media sponsor/subscriber.
4. Measurement of radio listenership must count as one of their primary aims.
5. They must be conducted and their results published regularly. Or, if they are new surveys, they must plan to be conducted and reported on at regular intervals.

Not all the surveys included in this report meet all five criteria. One or two have only one media client, but have been included if they are the publicly acknowledged main source for a particular station(s) (e.g. The *Lytterundersogelse* has up to now been the main/only source of reported listenership data for public radio in Denmark). One or two others have been included from countries where there are no fully national surveys, being judged to be important domestic surveys which best fulfil the other selection criteria. In the case of Russia, Gallup MEDIA comes closest to achieving national coverage with two surveys; one measuring radio listenership for *Russia & 30 Cities*, the other measuring radio listenership for *Moscow*. The *Moscow* survey supplies much more detailed listenership data and has been included in this report because it dovetails with the broader-based survey of *Russia & 30 Cities*. Another geographically restricted survey is the *Papay Media Group - General Radio Survey* in Turkey, which only covers Ankara and Istanbul; however, it appears the most continuous source of data on radio listenership in Turkey and is used by the national advertising industry.

Many other surveys of radio listenership exist besides the ones covered in this report, albeit they are generally more ad hoc and more restricted in scope. One important group requiring mention, though, are the numerous surveys conducted by Mediametrie International in Central and Eastern Europe. Their topline details are summarized separately in Table 24 of this report.

In total, the ESOMAR *1997 Report on Radio Audience Measurement in Europe* includes 42 surveys from 30 countries. The details are summarized in 24 tables (25 tables with the addition of the Mediametrie International surveys covering Central and Eastern Europe). Like the companion reports on press readership, this report stops short of detailed descriptions of survey methodology, but aims instead at providing a concise user reference guide that covers the main features of each survey, indicating what the surveys set out to achieve, what areas they cover, what they report and how in broad terms they do this.

Of course, it is often in the finer levels of detail that variations in practice may have a significant effect on the results. Accordingly, the tables are accompanied with extensive footnotes giving extra details where contributors have supplied them. It is hoped that

the footnotes and the introductory text that now follows will help both to bring out the flavour of individual surveys and to convey the often considerable variation that exists between them. The introductory text mostly confines itself to providing extra clarification of the table headings and contents, leaving the discussion of current trends and issues until the final section.

## **General Notes to Tables**

(1) *Collection and Presentation of Information:* Survey details have been gathered directly from the research companies carrying out the fieldwork or from the bodies commissioning the research. Contributors were mailed questionnaires in March 1997, which they duly completed and returned. The information was then tabulated and any points of uncertainty were checked with the contributors before finalizing the entries.

Contributors were asked to supply information about the current survey, if possible, or the most recent completed survey if they felt unable to do so. Table 2 gives the precise fieldwork dates of the survey periods to which the table contents relate. In almost every instance, contributors have supplied information about the survey taking place during 1997.

About one third of the surveys in this report also feature in the *1996 Report on Newspaper and Magazine Readership Measurement in Europe*. Where this has occurred, the entries were compared for tables which are the same in either report, and any discrepancies were referred back to the contributors before finalizing the tabulations. A fair number of small discrepancies were found, but these invariably related either to small modifications that were made for the 1997 survey or to slight differences in the treatment of radio and press data for reporting.

(2) *Coverage of Surveys:* This report contains details of 42 surveys. Nearly all of them conform with the five selection criteria outlined in the preceding section, although a few exceptions were included in order to give a broader picture of national survey practice. Efforts were made to include all surveys in Europe which qualified for inclusion on all five criteria. As far as is known, the coverage of surveys in this report is fully comprehensive, although it may miss out on one or two national surveys which qualify for inclusion.

(3) *Interpretation of Table Entries and Footnotes:* As far as possible, questions were worded so as to enable contributors to answer by ticking boxes or by supplying one-word answers, often a simple yes or no. In practice, there are often degrees of yes and no, and sometimes the table headings impose an ambiguous classification on the answers. For example, Table 5 distinguishes between primary and secondary media; primary media being those which a survey concentrates on covering, and secondary media those which it also happens to cover, but not in as much depth as it would if they counted among the main goals of the research. Inevitably, the ensuing classifications are partly subjective and different opinions may sometimes be given depending on who is asked.

The footnotes are intended to compensate for the sometimes crude classifications in two ways. First, they mark instances where contributors have wanted to qualify their

answers. Second, they may also draw attention to the possibility of other parallel instances which do not happen to have been remarked upon. For example, most of the right hand column entries in Table 11A indicate that the surveys measure yesterday recall; however, the entry for *JNLR* in Ireland is "Yesterday/Last two days\*", and the accompanying footnote states that "last two days" relates to recall of listening over the weekend. This arises because *JNLR* does not conduct fieldwork on Sundays. As a result, Saturday recall is always two days ago. Mostly, however, the *JNLR* measures yesterday recall and the contributor might not necessarily have mentioned the incongruity (As it happens, the possibility that other surveys adopt a similar procedure of testing Saturday recall on Monday can be gleaned with reference to the entries in Table 3 concerning fieldwork periods).

### Survey Structure and Organization (Table 1)

Three main forms of controlling structure are apparent, although individual surveys often contain elements of more than one type.

(1) Five surveys have been classified as *JIC*: that is to say, some form of joint industry committee or controlling body of media, advertisers and agencies is responsible for specifying the survey design and contracting fieldwork. Members of the JIC typically comprise media owners, advertising sales houses and/or their representative trade associations, as well as trade associations representing advertisers and advertising agencies/media buyers. Two other surveys, *Radio 75000* (France) and *EGM* (Spain) have very similar controlling structures as JICs, but have been classified as tripartite because their membership consists of individual companies in each sector rather than their representative trade associations. Meanwhile, *The Media Survey* (Iceland) might perhaps qualify as a JIC, except it lacks advertiser representation.

(2) Twelve surveys have been classified in whole or part as *Media Owner*. In these cases, media owners and/or advertising sales houses are chiefly responsible for specifying the survey design and contract the fieldwork. In four out of the nine cases, the controlling party is a single media owner or advertising sales house: namely, *Radiotest* (Austria), *Radiometrie* (Belgium), *Lytterundersogelse* (Denmark) and *SBC Media Study* (Switzerland).

(3) The majority, 24 out of 42 surveys, are *Own Service*, whereby the initiative and control of the survey design and implementation rests with the research supplier, who has individual contracts with its clients. This does not imply that the research company acts entirely on its own. *Multimedia Research in Slovenia* (Slovenia) is a good example where other parties have a strong influence on the survey design through their inclusion in the technical committee supervising the survey and through their independently vetting the survey's acceptability (see Table 1 footnote).

The fieldwork for all but one survey is carried out by just one or (occasionally) two research suppliers. The single exception is the *Media-Analyse* (Germany), which employs nine fieldwork institutes; one of the main reasons being past experience of different research companies imparting their own distinctive signatures on the pattern of results. Accordingly, the selection and rotation of fieldwork is carefully controlled in order to preserve the stability of survey findings.

Wherever surveys are classified as *Own Survey*, the research supplier(s) owns the copyright to the data. Usually, if the survey is commissioned by a JIC, or some other tripartite body, or by one or more media owners, that controlling body also owns the data copyright. There are, though, exceptions, such as the *Continu Luisteronderzoek* (Netherlands) or *Gallup Radio* (Norway), where ownership of the copyright is passed back to the research supplier, possibly subject to certain conditions.

### **Fieldwork Dates and Reporting Intervals (Tables 2-4)**

Most surveys measuring radio listenership are quite new. 35 out of the 42 surveys (83%) in Table 2 were launched in their present form inside the last ten years, and as many as 32 date from the 1990s.

Surveys have been categorized as continuous or conducted in waves, depending on whether each survey year is treated as a continuum or is split into two or more segments (i.e. waves), each with its own discrete sample. The label, *continuous*, does not necessarily mean that fieldwork has continued without break across all 12 months, nor does the label, *wave*, imply the existence of gaps between the termination of one wave and the commencement of the next. About two thirds of the surveys claim to divide the year into waves.

All surveys measure radio listenership across all seven days of the week, although this does not imply that fieldwork has actually taken place on all seven days of each week during fieldwork periods. In addition, the number of fieldwork days per annum varies considerably, with eight surveys conducting fieldwork across 360 or more days of the year, while nine conduct fieldwork for less than 120 days of the year.

Apart from *Orvesto* (Sweden) and *Sverige Media* (Sweden), all surveys issue printed reports of their results. In the case of *Kansallinen Radiotutkimus* (Finland) all printed reports are tailored to specific client requests, whilst the rest produce at least one general printed report per annum (or every two years for *OVA* (Austria)), and usually two or more printed reports per annum.

The publication of printed reports coincides with the updating of electronic databases. ACNielsen AIM, which conducts the *Lytterundersøgelse* (Denmark), supplies Danmarks Radio with respondent level data (including various pre-calculated measures), but leaves Danmarks Radio to analyze the data with its own software. Most other research suppliers appear to supply clients with electronic data for PC-based applications using proprietary software, which they (i.e. the research suppliers) have installed. Thus, only six contributors report making their survey results available to third party computer bureaux.

Lastly, the right hand column of Table 4 indicates the earliest availability of data to survey subscribers, whether in print or in electronic form, after the last day of fieldwork for the period being reported. The gap between end of fieldwork and earliest availability of results ranges from one week to 16 weeks, and is mostly less than eight weeks.



## Coverage of Media (Tables 5-7)

The aims of surveys measuring radio listenership vary widely. 12 surveys (including *Radiotest* (Austria), which contributes radio data to a fused multimedia database) focus almost exclusively on radio. They may collect data for other media, but the depth is limited and the other media are classified as secondary by the contributors. Five other surveys (including four diary studies) concentrate primarily on measuring audiences for radio and television. Another survey, *75000 Radio* (France), collects primary audience data for radio and cinema, while the rest (24 surveys in total) are multimedia studies that embrace radio, newspapers, magazines, TV and often other media as well. TV is sometimes classified as secondary in view of the fact that the main source of TV measurement in most European countries is a separate peoplemeter panel. At least three of the present multimedia surveys - *Index Danmark/Gallup* (Denmark), *Media-Analyse* (Germany) and *Gallup Radio* (Norway) - include fused TV peoplemeter data within their multimedia databases.

The group of multimedia surveys also includes about half a dozen surveys, which may be classified as general surveys of media and product consumption, or they contribute to a wider media and product consumption database. The list appears to include *OVA* (Austria), *Index Danmark/Gallup* (Denmark), *The Media Survey* (Iceland), *Gallup Radio* (Norway), *Media & TGI* (Slovakia), *Orvesto* (Sweden) and *Sverige Media* (Sweden).

Most of the surveys attempt to measure and report most listening to radio, the principle exceptions being *Index Danmark/Gallup* (Denmark), which has up to now confined itself to measuring private local and commercial radio, leaving *Lytterundersogelse* to supply audience data for public non-commercial radio, and *Sverige Media*, which offers data for the larger commercial networks in Sweden.

The figures under *Amount of Total Listening* in Table 6 include precise estimates as well as educated guesses, where the surveys do not measure total listening time across all stations. The majority of contributors report coding all stations that respondents claim to have listened to even if they are reported under group headings in the survey reports or are simply ignored. Mostly, the figures under *Amount of Total Listening* include just those stations or networks that are reported individually, but some include the group totals as well (see Table 6 footnotes for further details).

A major challenge in comparing and contrasting different national radio markets, which applies much less to television or press, is the classification of networks and stations. The three left hand columns of Table 6 depict the number of national, regional and local stations in each country. It will be seen that numerical estimates and even the national versus regional versus local classifications vary, sometimes considerably, in every country with more than one source of radio data. Further comparison of the totals in Table 6 with other sources, such as Carats' *European Campaign Planner*, reveals differences, occasionally quite substantial differences, for the great majority of countries.

The issue is not one of which estimates are correct, but of how to identify and classify stations. There appear to be four main reasons for the variation in estimates.

1. The distinction between national, regional and local radio services is neither always clear-cut, nor is it easily standardized. The distinction between regional and local

services can be especially difficult to make, and sometimes the two are lumped together in a single category.

2. Many radio stations belong to networks, perhaps more so in countries where the laws permit or where local commercial radio has existed for longer. Networks are defined by the presence of centrally networked programming, or centrally networked advertising, or both. A whole variety of different network structures exists. This can make it very difficult to decide whether to count individual network stations individually, or as part of networks, or whether to double-count them under networks and individual stations. The questionnaire for this report gave contributors the option to do as they saw fit. The actual categories it gave them were (a) *national stations/networks*, (b) *regional stations/networks* and (c) *local stations*. It should be noted that the word, *network*, has only been dropped from the table headings and footnotes as a matter of convenience. Except where just local stations are being referred to, the term, *station*, refers to networks of whatever sort as well as to stations.
3. A major issue for local radio in some countries, and especially in Southern Europe, is deciding what to count as local stations. Is it, for example, right to include only licensed stations, or only stations known to be received by at least a certain number of people within their transmission zones, or which are known to sell advertising, or which are recognized in some other way(s)?
4. Lastly, the structure of commercial radio is very fluid in some countries. It is not just a question of the coming and going of local stations, but also a question of the mobile boundaries of commercial networks.

A common framework for classifying radio services would certainly assist international comparisons of national markets. The other question facing surveys is which stations/networks they ought to measure and also to report. Most surveys in Table 6 cover more or less all national and regional services. If they do not include them, the most common reasons are that the services are very minor or that they are non-commercial and of no consequent interest to the survey clients. Beyond this, the depth of local coverage is highly variable.

It will also be noted that the depth of coverage in survey reports can vary significantly between the printed and the electronic reports, especially for local stations. As a rule, the electronic reports/databases have the potential of breaking out listening figures for many more stations, but in three instances (*Bari* (Greece), *Gallup Radio* (Norway) and *Multimedia Research in Slovenia* (Slovenia)) they contain fewer stations than the electronic reports. This reflects the contrastive functions of printed reports and electronic reports for presenting and manipulating survey data, whereby stations that are not included in the electronic databases owing to limitations of sample size for analyzing the data, may yet appear with topline figures in the printed reports.

The actual criteria for including surveys in the printed and/or electronic reports are mixed, with about half the contributors mentioning more than one criterion and only two stating that they simply include all stations that listeners claim to listen to. In order of frequency, the most commonly cited criteria of inclusion in Table 7 are *Minimum Sample of Listeners* (20 cases), *Survey Sponsor/Subscriber* (17 cases), *Advertiser*



*Interest* (13 cases), *Minimum Sample in Reception Area* (12 cases) and *Membership of Industry Association* (four cases). Five surveys mention one or more additional criteria for inclusion.

### **Survey Universe and Sampling (Tables 8-10)**

Tables 8 and 9 specify the survey universes. Apart from the *Gallup Media Index* (Russia, both the *National* and *Moscow* surveys), the *Papay Media Group - General Radio Survey* (Turkey) and *ALKO's Radio Research* (Greece), the geographic universes are wholly or largely national and most restrict their samples to private households or to private households with telephones (usually in countries with near 100% household penetration of telephones). The main exceptions to the general rule of selecting the addresses of private households are those surveys in Poland and Sweden which use official population registers in order to sample individuals rather than addresses.

The main and sometimes sizeable differences between survey universes appear to lie in the determination of lower and upper age thresholds and in the requirements of language and nationality, with none of the surveys setting requirements of social class or ethnic origin. In the case of age, *RAJAR* (UK) is notable for collecting data from children as young as four years, while the other surveys set variable lower age limits of between nine and 16 years. Approaching half the surveys (18 cases) also set an upper age limit and a similar proportion impose restrictions of nationality and language. Even where specific language and nationality criteria are not employed, language probably acts as a natural restriction in many, if not in most, cases.

A further limitation on the ability of surveys to supply representative samples concerns the choice and quality of sampling frames. Table 10 provides information on which sampling frames are used, whether the samples are achieved by filling quotas or by some random process, and it shows the net annualized sample sizes that current surveys work with. For diary-based surveys of radio listenership, the annualized samples include duplication of individuals in cases where the same person contributes to the reporting sample of more than one reporting period (see Table 10 footnotes for details).

The term, *random*, in Table 10 embraces all those surveys using fully dispersed random methods (e.g. telephone surveys using random dialling) as well as those using clustering methods that involve multi-stage probability samples of varying descriptions. About three quarters of the surveys employ random sampling, six of them employing a combination of random and quota sampling (usually random sampling of households and quotas for selecting individuals within households). The surveys which use quotas on their own all seem to employ demographic variables of age and sex. One or two mention using age and sex quotas only. Other mentioned demographic variables include occupation, working status, marital status and socio-economic status/social class. In addition, quotas of region and settlement size are sometimes used.

Practically all surveys select only one respondent per household, usually on the basis of "first birthday". The limitation of this approach is that it introduces differential probability of sampling individuals in households of different size. Besides the use of corrective weights, one contributor mentioned compensating for this effect by reducing

the selection frequency of one-person households, and three surveys employ procedures for recruiting variable numbers of persons per household. Four other surveys recruit all eligible persons per household.

Annualized sample sizes vary greatly. *RAJAR* (UK) is expected to have an annualized sample of more than 170,000 persons whilst *Bari* (Greece) currently employs a sample of about 103,000 persons per annum. The annualized samples of the other surveys range between about 3,000 and 75,000 persons. They tend to be lower for the diary-based surveys, although *RAJAR* (UK) happens to be a diary survey and *Bari* (Greece) includes a diary sub-sample. Both attempt to collect extensive data about listening to local stations, which is perhaps the main cause for utilizing larger samples. Three multimedia surveys (*Index Danmark/Gallup* (Denmark), *Bari* (Greece) and *Gallup Radio* (Norway)) boost the core sample, which answers questions about all the surveyed media, with extra persons who answer a shortened questionnaire for radio.

### **Data Collection Methodology (Tables 11-17)**

Tables 11-17 supply a broad overview of the different methods of collecting radio listenership data without entering into detail about the many intricate aspects of survey design that could significantly influence some of the measures (e.g. precise details of visual or auditory materials; use of filter and hurdle questions in order to determine which stations are measured (applicable to a few surveys only); question wording; rotation of questions; data collection formats; and so on).

Surveys divide into two distinct groups. Some use *recall* of previous listening events in order to measure listening, while others ask respondents to complete and return *diary* records of their listening. The two methods nevertheless possess some common features. Whichever is preferred for the task in hand, the survey instructions must define what counts as listening (Table 12). Likewise, much of the information being collected, such as listening by time of day, or by location, will be the same, albeit recall methods typically collect the information for “yesterday” while diaries collect it over a week or longer period. Accordingly, Tables 14, 15 and 17 contain headings which are equally applicable to both recall and diary surveys.

Then there are aspects of task administration, where the issues affecting recall and diary methods are different and require separate treatment (Tables 11 and 13). In addition, the inclusion of additional questions about reach is more an issue for recall surveys, which collect listening time data over shorter intervals than diaries.

In total, 29 of the 42 surveys in this report employ recall and 16 employ diaries. Three surveys employ both. They are *RadioScan* (Belgium), *Bari* (Greece) and *ILRes Etude Media Audiovisuels* (Luxembourg). The last of these now includes diaries on an experimental basis. In addition, the two *Gallup Media Index* surveys in Russia could be seen as jointly forming one overall national survey, which has a diary part for Moscow, but uses recall methods for measuring radio in other cities and for obtaining “national” estimates of radio listenership.

The following sub-sections comment on the shared elements of recall and diary surveys, followed by the specific elements of either method.

### ***Recall and Diary: Shared Elements (Tables 12, 14, 15 and 17)***

Surveys lay varying degrees of stress on what counts as listening. The simplest instruction is to ask respondents to report what they have listened to and/or heard. Most surveys qualify this by emphasizing various aspects of listening: for example, all listening, no matter where it occurred (*Location*), or what members of the survey sample were doing at the time (*Parallel Activity*), or how they came to be listening (*Cause of Listening*), or what degree of attention they were paying (*Attention*), or which radio was on (*Source*). These examples all emphasize the lack of restriction (*any*). Practically all the explicit qualifications similarly emphasize the unrestricted aspect of listening, although a few surveys impose restrictions (e.g. listening must be for at least five minutes, or the respondent should only report listening if he/she was paying active attention).

Almost all surveys record when listening takes place, and almost all do so with the help of a time-grid (see Table 14). The common practice is to divide the reporting day (usually 24 hours, but quite often less) into 15 minute intervals (sometimes longer in the fringe dayparts) and to establish in which intervals listening occurred as well as which station(s) were being listened to. There are significant differences in the operational criteria for recording listening events. A few surveys set a zero threshold for registering listening occasions. Most set a threshold of between at least five to at least ten minutes per 15 minute interval (24 out of the 42 surveys in Table 14) and only the *Media-Analyse* (Germany) requires listening throughout each time interval for that interval to count. On the other hand, *Media-Analyse* counter-balances this stringency by allowing respondents to enter more than one station per interval and assigning the full 15 minute interval to each station that is recorded during it. Most other surveys either allow only one entry per interval or divide that interval equally between the stations that are recorded (e.g. If three stations are recorded in a 15 minute interval, each is awarded five minutes).

There exists, though, ample scope for variation in the methodology. One or two surveys, such as *Multimedia* (Greece), do not use a grid, but fix start and end times for the beginning and end of each listening session. Then there is the question of who fills in the grid when recall methods are being used, the interviewer or the interviewee, and also the routine that is followed for re-constructing listening events from memory.

Although nearly all surveys record when listening took place, a few do not use the information in order to supply listening time data, such as quarter hour ratings or amount of listening per day. *Index Danmark/Gallup* (Denmark), *Gallup Media Index-National* (Russia) and *Orvesto* (Sweden) simply use the information for estimating station reach by time of day/daypart, whilst *Media Monitor* (Poland) asks a general frequency question by two hour interval. Similarly, the *Papay Media Group - General Radio Survey* (Turkey) only asks a general frequency question concerning listening by daypart on weekdays and at weekends.

About half the surveys register where listening occurs, albeit several do so indirectly by asking questions about activities, which imply a specific location (see Table 16). About three quarters of the surveys include supplementary questions about listening to specific stations or programmes (see Table 17). Recall surveys are more likely to include location and other supplementary questions than diary surveys. This partly

compensates for the shorter timespan over which they register listening occasions. Thus, seven day diaries will yield weekly reach measures which recall studies can only supply with the addition of questions about recency (e.g. "When did you last listen to...?"), or frequency (e.g. "How often have you listened to...in the last week?"), or reach (e.g. "Have you listened to...in the last week/fortnight/month/...?").

### ***Recall: Specific Elements (Tables 11A, 13A and 16)***

17 out of the 29 recall surveys collect listenership data through face-to-face interviews, ten use telephone interviews and two use postal self-completion questionnaires. All the telephone interviews and none of the face-to-face interviews are computer assisted. Three surveys which collect extensive consumer marketing data (*OVA* (Austria), *Index Danmark/Gallup* (Denmark) and *Gallup Radio* (Norway)) follow the interviews with self-completion questionnaires. Depending on how many stations are being asked about and how many different listening questions are being asked, the estimated average duration of listenership questions ranges from three to about 20 minutes.

Virtually, all the surveys that collect data on listening time measure yesterday listening and any deviations appear minor (e.g. listening during the *last 24 hours* instead of *yesterday*). Two thirds ask where listening took place in addition to when and what listening took place and 12 surveys ask about activities either before (nine cases) or during (three cases) the recall of yesterday listening. Invariably, their purpose is to assist recall, although it is evident from the footnotes to Table 13A that the precise questioning techniques vary substantially from survey to survey. Likewise, the footnotes make it clear that surveys vary considerably over the degree and manner of prompting. Prompting may occur indirectly during questions which precede yesterday recall (e.g. questions about station awareness, frequency of listening, etc., which often occur at the beginning of interviews) or during the yesterday recall itself. Table 13A indicates whether all, some or none of the stations which are coded individually are prompted before or during the questions about yesterday recall, while the footnotes supply extra details.

Lastly, Table 16 indicates the time intervals for coding station reach. Most surveys appear to include a specific question about reach, although it is possible that some reach intervals reported in Table 16 are obtained from recency and frequency rather than specific reach questions. Conversely, if a survey does not report asking a reach question, it may obtain reach estimates from other recency and frequency questions.

### ***Diary: Specific Elements (Tables 11B and 13B)***

14 of the 15 diary surveys use face-to-face and/or telephone interviews for recruiting respondents. The exception, *Orvesto* (Sweden), recruits respondents by mailing self-completion questionnaires to persons who have answered an earlier self-completion questionnaire that collects other marketing and media consumption data.

The placement and collection of diaries is fairly even split between personal and postal methods. In every instance, whichever method is used for placing diaries is also used for collecting them. And, the same method is used for all placements and collections when more than one diary is placed per respondent.



Most diaries collect listening data across seven days and sometimes over longer periods. Nine out of the 15 diary surveys issue each respondent with only one diary to fill in, such that each wave/reporting period is represented by an independent sample. Five surveys issue more than one diary per respondent, whilst one, the *Kansallinen Radiotutkimus* (Finland), combines both approaches by giving a single diary to respondents living outside Helsinki, and multiple diaries to respondents living in the Helsinki area. In this instance, the Helsinki sample amounts to a long term panel with gradual rotation of panel membership. The *TV & Radio Diary Surveys* for Estonia and Latvia also employ long term panels on which respondents serve for about six months and are rotated gradually. Other multiple diary samples approximate long term panels to a lesser extent, whether in terms of duration of panel membership, or rotation of panel members, or both. At the opposite extreme to the Helsinki panel, the *Media Monitor* (Romania) recruits a fresh sample each quarter and issues each respondent with three diaries.

It is less common for diary surveys to collect data about the location of listening and activities at the time of listening. Thus, all 15 diary surveys record the times of listening; only six record where the listening takes place, while two others ask respondents to record their activities across the diary period. Mostly, the diaries pre-code or attempt to pre-code all the stations being measured.

### **Output of Listenership Measures and Variables for Reporting (Tables 18-21)**

The output of audience measures appears less standardized for radio than for television or press. Contributors were asked about four basic measures based on listening time and two cumulative measures of station reach. They were asked to indicate for each measure whether their survey reported it for *Total Radio* and for *Individual Radio Stations*.

The listening time measures included (a) *amount of listening time per listener* (i.e. average based only on listeners to total radio or to a station), (b) *amount of listening time per head* (i.e. average based on all persons, listeners and non-listeners to total radio or to a station), (c) *share of listening time* ((a) and/or (b) expressed as a percentage of total listening) and (d) *ratings* (i.e. average audience per unit time interval, usually 15 minutes or half hour). It should be noted that (c) *share of listening time* does not apply to *Total Radio* as total radio listening time, however defined, is 100% of listening time. The two reach measures were (e) *daily reach* and (f) *weekly reach*. As noted in the preceding section, yesterday recall and diary surveys all yield direct measures of daily reach. In addition, diaries covering seven days or longer will yield direct measures of weekly reach. With yesterday recall, weekly reach can only be estimated from additional questions about recency, frequency or reach.

The entries in Table 18 exhibit great variety, with some surveys reporting listenership in significantly greater detail than others. Various contributors also mentioned the reporting of other measures besides the six "standard" measures that were specifically asked about in the questionnaire. In general, surveys report the same array of basic measures in print or electronic form. About a third reveal differences.

Tables 19 and 20 indicate the range of geographic and demographic variables for reporting listenership data. Concerning geographic variables, many surveys report

listenership by type of settlement; however, Table 19 is only concerned with specific geographic areas or regions. That includes areas defined by the stations themselves, of which the most common are *station transmission areas* (usually, areas designated by the radio licence) and *station marketing areas*. In this instance, the term, *station marketing area*, covers both *marketing areas* for commercial purposes and *editorial areas*.

About two thirds of the surveys collect additional marketing data, though how much they collect varies greatly. Some indication of the volume collected by recall surveys may be gained from Table 11A, which shows total interview length as well as the length of the radio questions. A few surveys collect extra consumer data by means of separate self-completion questionnaires.

### **Recent and Future Changes (Tables 22 and 23)**

Tables 22, 23 and their accompanying footnotes document respectively the main changes that have occurred in the past year or two or could occur in the next year or two, whether they exist now as firm plans or are simply being considered without any firm decision having been taken so far.

Four radio surveys have launched since Autumn 1996. Approximately half the contributors for the other 38 surveys report recent change and roughly the same proportion report firm plans or possible plans for future change. The most commonly cited reason for either recent or future change is sample size, with 12 contributors reporting recent increases and nine anticipating future increases. Other areas where recent or future changes appear most likely are *Sampling Methodology*, *Duration of Fieldwork*, *Data Collection Methodology* (e.g. whether recall or diary, etc.), and *Other Listening Questions*. As with press readership, most changes appear to be in response to market conditions. They seldom appear to reflect methodological concerns to do with the accuracy or reliability of current measures.

### **Trends and Issues**

Differences in marketing environment, budgetary resources, competition between surveys, survey aims, client demands and other factors besides, have contributed to a great diversity of survey design for measuring radio listenership. At the same time, the vigorous expansion of commercial radio has ensured a climate of constant change and adaptation.

Although radio surveys serve non-commercial as well as commercial stations, it is evident that developments over the last ten to fifteen years have been influenced most by the demands of the commercial sector.

Whether because commercial radio has had a comparatively short history in many European countries, or because it is generally more fragmented and localized than television and press, or because the "advertising" resources are more limited (today, radio accounts for about 5% of annual display advertising expenditure in Europe, compared with 30% for television and 60% for newspapers and magazines), the



research methodology for measuring radio listenership has attracted significantly less attention than the methodologies for measuring television viewership or press readership. Radio has, for example, no equivalent of the biennial *Worldwide Readership Research Symposia* for debating methodological issues. Indeed, the *ESOMAR Radio Symposium* in July 1995 marks the first occasion in Europe when a whole conference was devoted to topics surrounding radio research.

There is certainly no shortage of radio research topics for debate, and several contributors have referred to ongoing experimental work. Perhaps the topic of widest interest value is the general comparative assessment of different data collection methods. In this respect, current experimental work in Germany includes comparisons of face-to-face interview with telephone interview and diary methods. The *ILRes Etudes Media Audiovisuels* (Luxembourg) also includes an experimental diary sample in addition to its main recall sample.

Meanwhile, two other surveys, *RadioScan* (Belgium) and *Bari* (Greece), now mix recall with diary methods on a non-experimental basis. The two complementary surveys conducted by Gallup MEDIA in Russia do the same, but with geographically distinct samples: that is to say, diaries for *Moscow* and recall for the *National & 30 Cities* sample. Within just the diary methodology, the *Kansallinen Radiotutkimus* (Finland) also employs sharply contrastive approaches for two geographically separate samples. Thus, the Helsinki diary sample is a long term panel, while the rest of the country is catered for by fresh "one-week" diary samples for each wave.

The experiences gained from the various experiments and current surveys that now combine mixed methodologies promise to shed light on the comparability of different approaches, albeit there remains abundant scope for variation within each which could be just as important to the overall comparability of different survey findings.

Recognizing the issue of variability and non-comparability, the EBU (European Broadcasting Union) has published in March 1997 guidelines on listenership measurement under the title of *Towards Harmonization of Radio Audience Measurement Systems*.

The guidelines have been developed by a joint industry group consisting of the EBU in collaboration with four international associations (European Association of Advertising Agencies (EAAA); European Organizations for Media Research (EMRO); Group of European Audience Researchers (GEAR); Worldwide Federation of Advertisers (WFA)). The objective of the guidelines is "to encourage the industry to move towards harmonized practices in the methods used to measure radio audiences, and to make technical recommendations to these ends".

Although the guidelines aim to encourage harmonized measurement practice, they also emphasize from the outset that their priority "has been to specify the ways and means towards good professional practice in data collection". The main text that follows raises many methodological issues which might benefit from further discussion within the international research community. The issues range round such topics as sample design, non-response and bias, definition of listening, station identification, contextual aids to recall, weighting, editing rules, quality controls, and so on.

As with press, a substantial proportion of methodological issues in radio listenership measurement stems from the fact that current recall and diary methods alike rely on the ability of individuals to remember past listening occasions. Such issues would vanish at once were recall and diary methods to be replaced by meters, whose core attractions would include the independent and impartial registration of stations being listened to.

Several research companies in Europe and the USA have been active in exploring meter measurement for radio (viz. Arbitron (USA), Infratest Burke (Germany) and Telecontrol (Switzerland)). Up to now, radiometers have appeared a long-term prospect since they seem to replace one set of problems and challenges with another set of problems and challenges. Two new challenges which stand out are the ability of radiometers to identify radio sound sources accurately under real-life conditions, and their acceptability: for, in contrast to television peplemeters, which are attached to TV sets in the home, the nature of radio listening requires portable meters attached to members of the sample. In addition, radiometers raise practical issues of cost and they introduce the question of whether viewers are even aware of, let alone listening to, some of the ambient sounds that the meters detect.

In short, the obstacles to radio measurement appear sizeable; however, the Swiss contributor (Swiss Broadcasting Corporation Research Department) reports that experimental tests with the Radiocontrol wristwatch meter being developed by Telecontrol have proved most encouraging. A major field study is planned for 1998, and, according to the footnote to Table 23, "Metered measurement of radio listening could become reality over the next few years".

**TABLE 1: NATIONAL RADIO LISTENERSHIP RESEARCH IN EUROPE**

Country	Survey	Research Supplier	Type of Contract*	Owner of Copyright*
Austria (1)	Osterreichische Verbraucher - Analyse (OVA)	IMAS International	OS	RS
Austria (2)	Radiotest	FESSEL-GfK	MO (ORF)*	MO
Belgium (1)	Radiometrie	INRA Belgium	MO*	MO
Belgium (2)	RadioScan	Sobemap Marketing; Dimarso	MO (RMB/VAR)*	MO
Bulgaria	Media Analysis (MA)	GfK-Bulgaria	OS	RS
Czech Rep.	Media Projekt (MP)	GfK Praha; STEM/MARK Praha	JIC (SKMO)	JIC
Denmark (1)	Index Danmark/Gallup (ID/G)	Gallup A/S	MO/OS*	RS
Denmark (2)	Lytterundersogelse (LU)	ACNielsen AIM	MO/OS*	RS*
Estonia	TV & Radio Diary Survey (TRDS)	Balti Meediateabe (Baltic Media Facts)	OS	RS
Finland	Kansallinen Radiotutkimus (KRT)	Finnpanel Oy	MO (KRT)*	RS
France	75000 Radio	Mediametrie	TriC*	RS
Germany	Media-Analyse 1997 (MA)	Basis Research; Emnid; GfM-Getas; IFAK Institut; INRA; Infratest; Marplan; USUMA; Media-Markt-Analysen	JIC (AG.MA)	JIC
Greece (1)	ALKO's Radio Research (ALKO RR)	ALKO	OS	RS
Greece (2)	Bari	Focus - Athenian Marketing Research Centre	OS	RS
Greece (3)	Multimedia (ANRM)	Amer Nielsen Research	OS	RS
Hungary	Media Analysis (MA)*	Szonda Ipsos; GfK-Hungaria	OS	RS
Iceland	The Media Survey (MS)	The Social Science Institute	MO/Agencies*	MO/Ag.
Ireland	Joint National Listenership Research (JNLR)	MRBI Ltd	JIC (JNLR)*	RS
Italy	Audiradio	SWG; UNICAB	JIC (Audiradio)*	JIC
Latvia	TV & Radio Diary Survey (TRDS)	Baltic Media Facts Latvia	OS	RS
Lithuania	TV & Radio Diary Survey (TRDS)	Baltic Surveys; Baltic Market Facts	OS	RS
Luxembourg	ILRes Etude Media Audiovisuels (ILRes EMA)	ILRes	MO (CLT/IPLux.)	MOC
Netherlands	Continu Luisteronderzoek (CLO)	Intomart	MO*	RS
Norway	Gallup Radio (GR)*	Norsk Gallup Institutt	MO*	RS
Poland (1)	Media Monitor (MM)	Estymator	OS	RS
Poland (2)	Media Study (MS)	GfK-Polonia	OS	RS
Poland (3)	Radio Monitor (RM)	OBOP*	OS	RS
Poland (4)	Radio Track (RT)	SMG/KRC Poland	OS	RS
Portugal	Bareme-Radio	Marktest	OS	RS
Romania	Media Monitor (MM)	CSOP International	OS	RS
Russia (1)	Gallup Media Index-Moscow (GMIM)*	Gallup MEDIA	OS	RS
Russia (2)	Gallup Media Index-National (GMIN)*	Gallup MEDIA	OS	RS
Slovakia (1)	Media Projekt (MP)	GfK-Slovakia*	OS	RS
Slovakia (2)	Media & TGI (M&TGI)	AISA Slovensko; MEDIAN*	OS	RS
Slovenia	Multimedia Research in Slovenia (MRS)	Media Research Institute - Mediana	OS*	RS
Spain	Estudio General de Medios (EGM)	ECO Consulting	TriC (AIMC)	TriC
Sweden (1)	Orvesto Konsument (Diary part)	IMU-Testologen	OS	RS
Sweden (2)	RUAB Radio Research (RUAB RR)	RUAB	MO*	RS
Sweden (3)	Sverige Media (SM)	Infratest Burke	OS	RS
Switzerland	SBC (Swiss Broadcasting Corporation) Media Study (SBC MS)	IHA/GfM	MO (SBC RS)*	MO
Turkey	Papay Media Group - General Radio Survey (GRS)	Papay Media Group	OS	RS
UK	RAJAR	Research Services Limited	JIC (RAJAR)	JIC

*General footnote:* Codes under **Type of Contract** and **Owner of Copyright:** JIC - Joint Industry Committee; Tric - Tripartite Committee; MO - Media Owner; OS - Own Service; RS - Research Supplier(s). The identities of the JICs, TriCs and MOs are given in brackets or in the table footnotes. In the case of OS, the identities are given by the Research Suppliers (RS) in the third column. See main text for details of definitions.

*Austria (2):* ORF is a member of the JIC, Verein Media-Analysen. The latter is responsible for the Media-Analyse survey, with which the Radiotest data are fused once a year (see footnote to Table 4).

*Belgium (1):* Radiometrie is supported by the private radio stations which are clients of the advertising sales house, IP Belgium. They own the data copyright.

*Belgium (2):* The survey is jointly commissioned by RMB (Regie Media Belgie) and VAR (Vlaamse Audiovisuele Regie), the two advertising sales houses that represent the public service stations in South and North Belgium respectively (RMB also represents the private station NRJ).

*Denmark (1) and (2):* Radio listenership research is currently split between two companies, Gallup and ACNielsen. They respectively measure listenership for private regional/local radio stations (Denmark (1)) and public service national and regional stations operated by Danmarks Radio (Denmark (2)). This duality will be superseded on 1 July 1997 by a single survey contract for all radio stations, public and private (see footnote to Table 23).

*Denmark (1):* Gallup has individual contracts with the private commercial regional and local stations, although they are represented by the organization for commercial radio stations in Denmark, as well as with the two main sales houses, Nordic Radio Advertising and Radio Booking, which handle nearly all radio advertising sales.

*Denmark (2):* The media owner is the public service broadcaster, DR (Danmarks Radio). ACNielsen owns the copyright to the data, which it could sell to other parties subject to approval by Danmarks Radio. In practice, DR is the sole user of the data, the nationally/regionally derived samples being too small for the purposes of most private local stations.

*Finland:* KRT (Kansallinen Radiotutkimus) is an industry committee consisting of the public broadcaster YLE and the association of private radio stations. The advertising agencies/media buyers have a representative in the KRT committee.

*France:* Mediametrie is a private research company owned by a tripartite group of companies in television and radio; advertisers; agencies/buyers. The radio research is also supervised by a tripartite committee of shareholders or other parties elected by them. Hungary: Media Analysis reports listening data for national radio. Media legislation introduced at the beginning of 1996 has allowed the emergence of numerous private regional/local radio stations. Szonda Ipsos ran a separate study of local radio in November/December 1996 with a sample of 30,000 interviewees. A repeat study is planned for around August/September this year.

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

*Ireland:* The JLNR (Joint National Listenership Research) committee consists of the public service broadcaster RTE, private local stations represented by the Independent Radio and Television Commission (IRTC) and the respective associations of advertising agencies (IAPI) and advertisers (AAI).

*Italy:* Media owners are represented in Audiradio by RAI, Radio e Reti, Sper (RAI advertising sales concessionary) and RNA. Advertisers are represented by their national association, UPA. Agencies and media buyers are represented by three national associations: Assap, Otep and Assomedia.

*Netherlands:* The two main media contractors are the public service broadcaster NOS and its advertising sales house Ster. Nine private commercial radio stations and the public regional stations also participate in the contract.

*Norway:* The Gallup Radio survey overlaps with the Forbruker & Media survey, which holds contracts with the national trade associations for newspapers, magazines and radio, and individually with TV stations. Half the Gallup Radio sample participates in the Forbruker & Media survey, the other half participates in Gallup Radio only.

*Poland (3):* OBOP (Public Opinion Research Centre) has been part of the public television and radio broadcaster for many years. It was established as a company in Autumn 1995 and now operates under commercial law. It is still fully owned by the public broadcaster, but Taylor Nelson AGB from the UK is in the process of acquiring a 60% share.

*Russia:* (a) Gallup MEDIA conducts two surveys. One covers "Russia & 30 cities" (National survey), the other covers Moscow (Moscow survey). The National survey supplies quite rudimentary listening data, reflecting the market situation in which radio advertising does not require precise data on listening to radio. Much more detailed audience data are wanted for Moscow. The Moscow survey has been included in this report for sake of contrasting the broad national with the more specific single city approach taken by Gallup MEDIA. (b) The National survey, here labelled as Gallup Media Index-National (GMIN), is the same as the National Readership Survey (NRS) featured in the ESOMAR 1996 report, Readership Measurement in Europe. Only, Moscow is not included in the 30 cities that are covered individually by GMIN, although it does contribute to the "national" sample.

*Slovakia (1) and (2):* Prior to 1997, GfK-Slovakia, AISA Slovensko and MEDIAN collaborated on a single survey, which was launched in 1991 for press and included radio from 1994.

*Slovenia:* (a) A body consisting of the Slovenian Print Association and media owners in print, television and radio represents the general conditions of individual contracts for their members, although there is no formal joint industry contract. It has chosen the Media Research Institute to be the official supplier of multimedia research up to 2000. (b) Representatives of the national Advertising Association, which includes media owners, advertisers and agencies, and of the Media Research Institute, form a joint industry supervisory body (expert council), which is presided over by three specialists in research methodology.

*Sweden (2):* RUAB (RadioUndersokningar AB) is a research company jointly owned by the public broadcaster Sveriges Radio and a group of private commercial stations.

*Switzerland:* SBC Research Services is the research department of the Swiss Broadcasting Corporation. It is the sole contractor of the survey.



**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)	OVA	1979	Every year/two years*	Feb 1995 - Dec 1995*
Austria (2)	Radiotest	1993	Every year	Jan 1997 - Dec 1997
Belgium (1)	Radiometrie	1991	Every year	Mar 1996 - Oct 1996
Belgium (2)	RadioScan	1996*	Every year	Apr 1997 - Jun 1997
Bulgaria	MA	1996	Every year	Feb 1997 - Jan 1998
Czech Rep.	MP	1994	Every year	Jan 1997 - Dec 1997
Denmark (1)	ID/G	1989*	Every year	Jan 1997 - Dec 1997
Denmark (2)	LU	1991	Every year	Jan 1997 - Dec 1997
Estonia	TRDS	1993	Every year	Sep 1996 - Aug 1997
Finland	KRT	1996	Every year	Sep 1996 - Aug 1997
France	75000 Radio	1986	Every year	Sep 1996 - Jun 1997
Germany	MA	1954*	Every year	Sep 1996 - Mar 1997*
Greece (1)	ALKO RR	1992	Every year	Sep 1996 - May 1997
Greece (2)	Bari	1988	Every year	Jan 1997 - Mar 1997
Greece (3)	ANRM	1994	Every year	Sep 1996 - Nov 1996
Hungary	MA	1995*	Every year	Feb 1997 - Nov 1997
Iceland	MS	1992	Every year	Mar 1997
Ireland	JNLR	1990	Every year	Jan 1997 - Dec 1997
Italy	Audiradio	1988	Every year	Feb 1997 - Dec 1997
Latvia	TRDS	1994	Every year	Jan 1997 - Dec 1997
Lithuania	TRDS	1995	Every year	Jan 1997 - Dec 1997
Luxembourg	ILRes EMA	1982*	Every year	Oct 1996 - May 1997
Netherlands	CLO	1965	Every year	Nov 1996 - Oct 1997
Norway	GR	1992*	Every year	Jan 1997 - Dec 1997
Poland (1)	MM	1993*	Every year	Mar 1997 - May 1997
Poland (2)	MS	1991	Every year	Jan 1997 - Dec 1997
Poland (3)	RM	1996	Every year	Jan 1997 - Dec 1997
Poland (4)	RT	1996	Every year	Jan 1997 - Dec 1997
Portugal	Bareme	1994	Every year	Jan 1997 - Dec 1997
Romania	MM	1994	Every year	Jan 1997 - Dec 1997
Russia (1)	GMIM	1997	Every year	Apr 1997 - Oct 1997
Russia (2)	GMIN	1995	Every year	Mar 1997 - Nov 1997
Slovakia (1)	MP	1997*	Every year	Mar 1997 - Nov 1997
Slovakia (2)	M&TGI	1997*	Every year	Apr 1997 - May 1997
Slovenia	MRS	1992*	Every year	Jan 1997 - Dec 1997
Spain	EGM	1968	Every year	Jan 1997 - Nov 1997
Sweden (1)	Orvesto	1997	Every year	Jan 1997 - Dec 1997
Sweden (2)	RUAB RR	1993	Every year	Jan 1997 - Dec 1997
Sweden (3)	SM	1994*	Every year	Jan 1997 - Dec 1997
Switzerland	SBC MS	1975	Every year	Jan 1997 - Dec 1997
Turkey	GRS	1996	Every year	Jan 1997 - Dec 1997
UK	RAJAR	1992	Every year	Mar 1997 - Jun 1997

*General footnote:* 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 *Belgium (2)*, *Greece (2)*, *Greece (3)*, *Iceland*, *Poland (1)*, *Slovakia (2)* and the *United Kingdom*. Full details of the complete annual cycles of fieldwork for all surveys are supplied in Table 3.

*Austria (1):* Readership data are collected every year; radio, other media and consumer data are collected every alternate year. Fieldwork dates are for last completed radio survey. The fieldwork for the 1997 radio survey is due to start in September and will extend into 1998.



*Belgium (2):* RadioScan launched in Autumn 1996. It replaces earlier surveys separately commissioned by RTBF (Etude Permanente Radio - launch year, 1992) and BRTN (Radio Diary Research - launch year, 1970). Both predecessors employed telephone and postal diary methods of collecting listenership data. The new survey is completely different in most aspects of methodology.

*Denmark (1):* A major change in methodology occurred in 1993, when the survey assumed its present form. Up to then, fieldwork had been conducted in two eight week waves each year, with each local station being measured for one week in either wave. Measurement has been continuous throughout the year since 1993.

*Germany:* (a) MA began as a print survey and became a multimedia survey in 1972, when television and radio audiences were measured for the first time. 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. (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. (c) The fieldwork dates in the right hand column refer to 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.

*Luxembourg:* The first radio survey in its current form was undertaken in 1990.

*Norway:* The survey was originally conducted by MMI. Gallup won the contract in 1995, since when it has been integrated with the Forbruker & Media survey.

*Poland (1):* Press readership questions were first asked in 1992 and radio listenership questions were introduced in the following year.

*Slovakia (1) and (2):* See footnote to Table 1. Between 1994 and 1996, the research suppliers were partners in a single multimedia survey measuring radio listenership.

*Slovenia:* MRS was launched in 1991 for press, and became a multimedia survey in 1992.

*Sweden (3):* SM was launched in 1994, but questions about radio were introduced in 1996.

**TABLE 3: FIELDWORK PERIODS**

Country	Survey	Fieldwork Period(s)	Fieldwork Months	Days of Week Covered by Fieldwork	No. of Fieldwork Days per Year
Austria (1)	OVA	Continuous	Feb-Dec	All	300
Austria (2)	Radiotest	Continuous	All (Jan-Dec)	All	352
Belgium (1)	Radiometrie	Two waves	Mar-Jun; Jul-Oct	All	210
Belgium (2)	RadioScan	Two waves	Apr-Jun; Oct-Dec	All	90
Bulgaria	MA	Six waves	Feb/Mar; Apr/May; Jun/Jul; Aug/Sep; Oct/Nov; Dec/Jan*	All	120
Czech Rep.	MP	Continuous	All (Jan-Dec)	All	365
Denmark (1)	ID/G	Continuous	All (Jan-Dec)	All	360
Denmark (2)	LU	Continuous	All (Jan-Dec)	All	360
Estonia	TRDS	Four waves*	Sep-Nov; Dec-Feb; Mar-May; Jun-Aug	All	360
Finland	KRT	10/12 waves*	Helsinki - All (Sep-Aug); Rest of Finland - ten months*	All	70/84*
France	75000 Radio	Four waves	Sep/Oct; Nov/Dec; Jan-Mar; Apr-Jun	All	301
Germany	MA	Two waves	mid Sep-mid Dec; early Jan-mid Mar*	All	175
Greece (1)	ALKO RR	Four/five waves*	mid Sep-Oct; Nov; Feb; mid Mar-mid Apr; May*	All	84/140*
Greece (2)	Bari	Three waves	Jan-Mar; Apr-Jun; Sep-Nov*	All	252
Greece (3)	ANRM	Three waves	mid Jan-mid Apr; mid May-end Jul; early Sep-end Nov	All	252
Hungary	MA	Two waves	Feb-May; Aug-Nov	All	240
Iceland	MS	Two waves	Mar; Nov	All	28
Ireland	JNLR	Continuous	All (Jan-Dec)	All	300
Italy	Audiradio	Four waves	Feb/Mar; Apr/May; Sep/Oct; Nov/Dec	All	168
Latvia	TRDS	Continuous	All (Jan-Dec)	All	365
Lithuania	TRDS	Continuous	All (Jan-Dec)*	All	336
Luxembourg	ILRes EMA	Three waves	mid Oct-beg Dec; mid Dec-mid Mar; mid Mar-mid May	All	140
Netherlands	CLO	Continuous	All (Nov-Oct)	All	336
Norway	GR	Continuous	All (Jan-Dec)	All	310
Poland (1)	MM	Two waves	Mar-May; Sep-Nov	All	150
Poland (2)	MS	20 waves	1.5-2 waves per month	All	140
Poland (3)	RM	Continuous*	All (Jan-Dec)	All	168
Poland (4)	RT	Continuous	All (Jan-Dec)	All	340
Portugal	Bareme	Four waves	Jan-Mar; Apr-Jun; Jul-Oct; Oct-Dec*	All	320
Romania	MM	12 waves	All (Jan-Dec)*	All	84
Russia (1)	GMIM	Two waves	Apr; Oct	All	70
Russia (2)	GMIN	Four waves	Mar; May; Sep; Nov*	All	150
Slovakia (1)	MP	Two waves	end Mar-mid Apr; Nov*	All	60
Slovakia (2)	M&TGI	Two waves	Apr-mid May; Oct/Nov*	All	84*
Slovenia	MRS	Continuous	All (Jan-Dec)	All	365
Spain	EGM	Three waves	mid Jan-mid Mar; mid Apr-early Jun; mid Sep-mid Nov*	All	168
Sweden (1)	Orvesto	Three waves	Jan-Apr; May-Aug; Sep-Dec*	All	48
Sweden (2)	RUAB RR	Continuous	All with some breaks*	All	280
Sweden (3)	SM	Continuous	All (Jan-Dec)	All	360
Switzerland	SBC MS	Four waves	Jan-Mar; Apr-Jun; Jul-Sep; Oct-Dec	All	300
Turkey	GRS	12 waves	All (Jan-Dec)*	All	252
UK	RAJAR	Four waves*	All (Jan-Dec)	All	360

*Bulgaria:* Each wave begins in the middle of one month and ends after the first few days of the next month.

*Estonia:* Each wave represents essentially a separate survey.

*Finland:* Fieldwork is conducted in one week every month, but it is not a particular week and clients do not know in advance which week has been chosen for that month's fieldwork. Fieldwork is conducted in all 12 months in Helsinki (hence 12 waves and 84 days of fieldwork per annum) and in 10 months everywhere else (hence 10 waves and 70 days fieldwork). Local stations are measured outside Helsinki in nine of the ten months (Sep-May). One month (July) is used for measuring audiences to the four YLE national services. Then, all listening to private local stations is grouped under "Other" listening.

*Germany:* (a) MA 97 fieldwork dates for the Electronic Media Survey are 8.9.95-14.12.95 (Wave 1); 5.1.97- 22.3.97 (Wave 2). Fused data from the GfK panel are for the period, 15.10.96-15.4.97.

*Greece (1):* (a) Four three-week waves for Athens area and five four-week waves for Salonica. (b) Beginning and end dates of the waves for Athens are 10.9.96-1.10.96 (Wave 1); 5.11.96-26.11.96 (Wave 2); 4.2.97-25.2.97 (Wave 3); 6.5.97-27.5.97 (Wave 4). The extra wave for Salonica is in March/April. (c) In total, 12 weeks (84 days) for Athens and 20 weeks (140 days) for Salonica.

*Greece (2) and (3):* Each wave comprises 12 weeks (hence, 252 days in total). The main excluded periods are Easter, Christmas and the peak Summer months, July and August.

*Lithuania:* The year is divided into 12 four-week periods, which start in the middle of each month.

*Poland (3):* Fieldwork is carried out for two weeks in every month. There is no particular stipulation about which weeks are chosen other than they exclude public holidays.

*Portugal:* The third wave is interrupted during August, and the fourth wave ends in mid December.

*Romania (1):* Survey covers one week each month.

*Russia (2):* (a) Each wave lasts 5-6 weeks. Thus, the March wave began in late February and ended in early March. (b) The waves are not identical in what they cover. Each of the 30 cities is covered by one of the four waves, except St Petersburg, which is covered twice (May and November waves). In addition, the May and November waves also include a separate national sample of cities with 100,000+ inhabitants (52 cities inclusive of the 30 individually sampled cities and Moscow).

*Slovakia (1):* Fieldwork dates for the first wave in 1997 are 24.3.97-21.4.97.

*Slovakia (2):* (a) The first wave divides into three sub-waves, whose exact dates are 1.4.97 - 14.4.97; 15.4.97 - 28.4.97; 30.4.97 - 13.5.97. (b) The fieldwork duration for the second wave has not been decided. It will be at least 42 days. The annualized total of 84 days is a minimum figure.

*Spain:* (a) EGM fieldwork dates for 1997 are: 21.1.96-17.3.96 (Wave 1); 8.4.96-2.6.96 (Wave 2); 23.9.96-17.11.96 (Wave 3). (b) The waves are identical for radio, but the complementary information may change slightly from one wave to the next.

*Sweden (1):* Each four month wave/reporting period contains two samples, which are given an eight day TV and radio diary at different times.

*Sweden (2):* All except mid Jun-end Jul (six weeks), and six weeks round Christmas, New Year and Easter holiday periods.

*Turkey:* Each wave covers the first three weeks (21 days) of each month.

*United Kingdom:* The waves are not identical. The first and third quarter waves only measure listening for "national" stations with Total Survey Areas (TSAs) of 4,000,000 or more homes (except by special arrangement). The second quarter wave measures listening for all national, regional and local stations without applying any TSA threshold. The fourth quarter wave also measures listening for national, regional and local radio stations, but with a TSA threshold of 300,000 homes (i.e. it excludes local stations with TSAs below 300,000 homes).

**TABLE 4: PUBLICATION OF LISTENERSHIP 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)	OVA	Two years*	11 months	Every two years	A, B, C, D	4
Austria (2)	Radiotest	Twice*	12 months	Twice*	A, B, D	3
Belgium (1)	Radiometrie	Twice*	Each wave	Twice	A, C	6
Belgium (2)	RadioScan	Twice	Annual, each wave*	Twice*	A, B, C	16
Bulgaria	MA	Once*	Annual	Six times*	A, B, C	6*
Czech Rep.	MP	Once/twice*	12 months, six months*	Four times	A, B, C	5
Denmark (1)	ID/G	Four times*	12 months, six months*	Four times	A, B, C	3
Denmark (2)	LU	Four times	Three months	na*	na*	7
Estonia	TRDS	Four times	Three months	Three times	A, B, C	4
Finland	KRT	na*	na*	Four times	A, C	2-3
France	75000 Radio	Four times	Each wave	Four times	A, B, C	4
Germany	MA	Once*	Annual (two waves)	Once	A, B, C, D	12
Greece (1)	ALKO RR	Five times	Each wave	Five times	A, B, C	1
Greece (2)	Bari	Three times	Each wave	Three times	A, B, C*	c2
Greece (3)	ANRM	Three times	Each wave	Three times	A, B, C	3
Hungary	MA	Twice*	Half year	Twice*	A, B, C	12*
Iceland	MS	Twice*	Each wave	Twice	A, C, D	4
Ireland	JNLR	Twice*	12 months*	Twice	A, B, C	6-7
Italy	Audiradio	Once/twice*	Annual, half year	Four times	A, B, C	3
Latvia	TRDS	Four times*	Three months	Four times	A, B, C	2
Lithuania	TRDS	12 times	Each four-week period	Monthly	A, B, C	1
Luxembourg	ILRes EMA	Once*	Annual	Three times	A	4
Netherlands	CLO	12 times*	Two months*	Monthly	A, C, D	3
Norway	GR	Once/Four times/Weekly*	12 months, three months, last week*	Monthly/Four times*	A, B, C	3
Poland (1)	MM	Twice	Each wave	Twice	A, B, C	1
Poland (2)	MS	Twice	Annual, half year*	Four times	A, B, C	5
Poland (3)	RM	Four times/12 times*	Three months, one month*	12 times	A, C	2
Poland (4)	RT	Once/twice	12 months, six months	12 times	A, B, C	4
Portugal	Bareme	Once/Four times*	Annual, half year*	Four times	A, B, C	2
Romania	MM	12 times*	Each wave*	12 times	A, B, C	1-2
Russia (1)	GMIM	Twice	Each wave	Twice	A, C	4
Russia (2)	GMIN	Once/Twice*	Each wave*	Four times	A, B, C	3
Slovakia (1)	MP	Three times*	Annual, each wave*	Twice	A, B, C	4
Slovakia (2)	M&TGI	Twice	Annual, each wave*	Twice	A, B, C, D	2-3
Slovenia	MRS	Once*	12 months	Twice	A, B, C	3
Spain	EGM	Once/Three times	Annual, each wave*	Three times	A, B, C, D*	3
Sweden (1)	Orvesto	None	na	Three times*	A, B, C	6-8
Sweden (2)	RUAB RR	Twice/Four times*	Half year*	Four times	A, B, C	3
Sweden (3)	SM	None*	na	Four times	A, B, C, D	5
Switzerland	SBC MS	Twice*	Annual*	Twice	A, B, C	6*
Turkey	GRS	12 times	Each wave	c Monthly	A, C	2
UK	RAJAR	Four times	Each wave	Four times	A, B, C, D	6

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 or they have taken place in only part of each month (e.g. one, two or three weeks per month); likewise, "Half year" denotes cases where interviews have not taken place in all 6 months. (b) Codes under **Subscriber Access to Electronic Database**: A - Media Owner; B - Advertiser; C - Agency/buyer; D - Computer Bureaux.

*Austria (1):* Radio, other media and consumer data, which are collected every alternate year (last collected in 1995, next in 1997/8), are reported biennially. Readership data are reported twice a year. For planning purposes, the combined consumer/media database is adjusted with each fresh set of media data.

*Austria (2):* Printed and electronic reports are published twice a year on a 12 month rolling basis (Jan-Dec and Jul-Jun). The Jan-Dec reports are for internal management, which also receives quarterly (sample size 6,000) and half yearly (sample size 12,000) intermediate printed and electronic reports. The Jul-Jun reports are designed for use in advertising, for which purpose the data are fused with data from the Media-Analyse (annual sample of 15,500 face-to-face interviews with individuals 14+). The listening measures in the Jun-Jul reports for advertising consist simply of ratings and daily reach and are updated (without fusion) at the end of the year. The internal reports for ORF management contain a wider range of listening measures.

*Belgium (1):* Intermediate reports are published with each new ratecard.

*Belgium (2):* (a) Except for the results of the first wave in Autumn 1996, each half yearly printed report will publish the results of the most recent wave and the cumulative results of the most recent two waves (i.e. moving annual totals). (b) The electronic database is also to be updated on a two-wave rolling basis.

*Bulgaria:* Intermediate reports are published after every two waves and are available about two weeks after the completion of fieldwork. The electronic database is updated after each wave.

*Czech Republic:* Printed reports about radio listening are no longer regular, but their production depends on the specific requests of SKMO members. For 1997, the association of regional and local radio stations has requested half yearly printed summaries. In addition, there is likely to be a general annual summary for the advertising industry. The electronic quarterly reports cover the most recent three months.

*Denmark (1):* Printed reports are published quarterly on a six month rolling basis. In addition, there is a full-year report. The larger stations have the option of monthly reports, albeit the weights are not finalized as for the quarterly reports.

*Denmark (2):* Electronic reports are not produced. Instead, the raw (i.e. respondent level) data are delivered to Danmarks Radio, the survey contractor, which uses its own software for analysis. The raw data are processed to the extent that basic measures of listening time and reach are pre-calculated.

*Finland:* Printed reports are tailored to individual client requirements and may be annual, half yearly, quarterly, or even monthly.

*Germany:* Two reports are published. The first (June 1997) supplies data on the radio audience (media exposure). The second (August 1997) supplies data on radio and TV audiences (media and advertising exposure).

*Greece (2):* Subscribers receive software with each printed report for making their own analyses. Additional, special runs are available on request.

*Hungary:* Printed reports appear in March and September. Electronic updates are in June and December. The 12 week delay in availability refers to the printed reports.

*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 six months on a 12 month rolling basis in the main reports. They cover January to December and July to June. Intermediate six-month reports are also published in Spring and Autumn.

*Italy:* The two half-year reports respectively cover the first two waves and the second two waves.

*Latvia:* Intermediate printed reports are issued each month.

*Luxembourg:* Intermediate reports are published after the first and second waves.

*Netherlands:* Monthly reports are issued on a two month rolling basis.

*Norway:* Weekly printed reports are produced for the national stations and for radio listening in total.

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

*Poland (3):* National figures are reported monthly and regional/local figures are reported quarterly.

*Poland (4):* In contrast to the yearly and half-yearly reports in print, electronic reports are issued monthly in the form of diskettes containing fresh data for the latest month.

*Portugal:* Each quarterly report supplies data for the most recent wave and cumulated figures for the most recent two waves. Once a year an annual report is produced with more detailed regional break-outs (smaller regions are analyzed).

*Romania:* MM is divided between a national sample and a Bucharest sample. Separate monthly reports are published for either sample.

*Russia (2):* Each city is reported once (except St Petersburg - twice) corresponding with the wave in which it was sampled. National reports appear twice a year.

*Slovakia (1):* Reports are prepared for the Spring and Autumn waves, and a separate annual report combining the two is published in addition to the Autumn report.

*Slovakia (2):* Printed reports for each wave are published in Summer and Winter. The Winter report also covers the whole year.

*Slovenia:* Intermediate reports are published every half year and every quarter (media reach information).

*Spain:* (a) Each report covers the most recent wave and the moving annual total across the most recent three waves. (b) Computer bureaux purchasing the data may only supply their services to EGM subscribers.

*Sweden (1):* Results are made available for each four month wave and for the whole year.

*Sweden (2):* Reports are published every quarter for the national population, Stockholm, Gothenburg and Malmö; and every six months for the other areas. In all cases, published results cover the past 20 weeks (i.e. are on a six-month rolling basis for the quarterly reports).

*Sweden (3):* Printed reports are not published now, but will be in the future.

*Switzerland:* (a) Annual reports are issued twice. (i) Data for the three main linguistic regions (i.e. German, French and Italian speaking) cover the period, January to December. (ii) Data for regional/local stations cover the period July to June. (b) Half yearly and quarterly intermediate reports are also published. The intervals between end of fieldwork and earliest availability of data for these reports are respectively five weeks and three weeks.



**TABLE 5: COVERAGE OF MEDIA**

Country	Survey	Primary Media	Secondary Media
Austria (1)	OVA	Radio; TV; Newspapers; Magazines; Outdoor; Cinema; Direct mail	
Austria (2)	Radiotest	Radio; Newspapers*; Magazines*	TV*; Outdoor*; Cinema*; PC Internet
Belgium (1)	Radiometrie	Radio	
Belgium (2)	RadioScan	Radio	TV
Bulgaria	MA	Radio; TV; Newspapers; Magazines; Cinema	
Czech Rep.	MP	Radio; Newspapers; Magazines	TV*
Denmark (1)	ID/G	Radio; TV; Newspapers; Magazines; Outdoor; Cinema; Trade journals; Free sheets	Yellow pages
Denmark (2)	LU	Radio; TV; Newspapers; Magazines; Cinema	
Estonia	TRDS	Radio; TV	
Finland	KRT	Radio	
France	75000 Radio	Radio; Cinema	TV
Germany	MA	Radio; TV; Newspapers; Magazines; Cinema; City magazines; Konpress; Magazine sharing club ("Lesezirkel")*	
Greece (1)	ALKO RR	Radio	
Greece (2)	Bari	Radio; TV; Newspapers; Magazines; Cinema	
Greece (3)	ANRM	Radio; TV; Newspapers; Magazines	Cinema
Hungary	MA	Radio; TV; Newspapers; Magazines	Outdoor; Cinema
Iceland	MS	Radio; TV; Newspapers; Magazines	Outdoor; Cinema
Ireland	JNLR	Radio	
Italy	Audiradio	Radio	
Latvia	TRDS	Radio; TV	
Lithuania	TRDS	Radio; TV	
Luxembourg	ILRes EMA	Radio; TV	
Netherlands	CLO	Radio	
Norway	GR	Radio; Newspapers; Magazines	TV; Cinema; Yellow pages; Direct marketing
Poland (1)	MM	Radio; TV; Newspapers; Magazines; Video; Internet	
Poland (2)	MS	Radio; Newspapers; Magazines	TV; Outdoor
Poland (3)	RM	Radio	TV; Newspapers; Cinema
Poland (4)	RT	Radio	Newspapers; Magazines
Portugal	Bareme	Radio	
Romania	MM	Radio; TV	Newspapers
Russia (1)	GMIM	Radio; Newspapers; Magazines	TV
Russia (2)	GMIN	Radio; Newspapers; Magazines	TV
Slovakia (1)	MP	Radio; TV; Newspapers; Magazines	
Slovakia (2)	M&TGI	Radio; TV; Newspapers; Magazines; Video	
Slovenia	MRS	Radio; TV; Newspapers; Magazines; Cinema; Internet	Outdoor
Spain	EGM	Radio; TV; Newspapers; Magazines	Cinema; Internet
Sweden (1)	Orvesto	Radio; TV; Newspapers; Magazines	Outdoor; Cinema; Internet
Sweden (2)	RUAB RR	Newspapers; TV; Radio	
Sweden (3)	SM	Radio; TV; Newspapers; Magazines; Cinema	Outdoor; Direct marketing
Switzerland	SBC MS	Radio; Newspapers; Magazines	TV; Cinema
Turkey	GRS	Radio	
UK	RAJAR	Radio	

*Austria (2):* Data for newspapers, magazines, TV, outdoor and cinema are fused data from Media-Analyse.

*Czech Republic:* Owing to the launch of TV peplemeter measurement in Summer 1997, MP no longer treats TV as a primary medium.

*Germany:* The media listed are included in the Print Media-Analyse and/or in the Electronic Media-Analyse.

**TABLE 6: COVERAGE AND INCLUSION OF RADIO STATIONS**

Country	Survey	Total of Domestic Radio Stations*			Amount of Total Listening Reported* %	Inclusion of Stations in Survey Reports								Indiv Coding of All Named Stations*
		Nat.	Reg.	Local		National		Regional		Local		Combis		
						Print	Elect.	Print	Elect.	Print	Elect.	Print	Elect.	
Austria (1)	OVA	3*	11		99	3*	3*							NO
Austria (2)	Radiotest	3	11*		98	3	3	10	25*			2	2	YES
Belgium (1)	Radiometrie	1	26	c600	90	1	5*	16	26	c150	c400	15	22	YES
Belgium (2)	RadioScan	c20		c400	100*	c20	c20			1*	1*	c15	c15	YES
Bulgaria	MA	8	9	38	85	8	8	9	9					NO
Czech Rep.	MP	6	17	58	99	6	6	17	17	58	58			YES
Denmark (1)	ID/G	4	c14	c200	30			c5	c5	c45	c45	4	4	NO
Denmark (2)	LU	4	9	c200	98*	4	4	9	9	1*	1*			YES
Estonia	TRDS	4	9	16	93	4	4	9	9	1	2			NO
Finland	KRT	4		50	100*	4	4			30	30			YES
France	75000 Radio	20		c850*	85/99*	17*	17*			c850*	c850*			YES
Germany	MA	c9	c88	c123	90	6	6	59	59	2	2	48*	48*	YES
Greece (1)	ALKO RR	4	c1,500	c1,000	80			c36	c36					YES
Greece (2)	Bari	4		c600*	59	4	4			355	65	65		YES*
Greece (3)	ANRM		c350*		na			40*	50*					YES
Hungary	MA	5	8	127	na	4	4							YES
Iceland	MS	3	6		90-95	3	3	3	3					YES
Ireland	JNLR	6*		c30*	95	3*	3*			21	21			YES
Italy	Audiradio	15		c2,109*	na	15	15			c260	c260	4	4	YES
Latvia	TRDS	4	9	c20	90	4	4	9	9	1*	1*		na*	NO
Lithuania	TRDS	7	5	5	99*	7	7	5	5	1*	1*			NO
Luxembourg	ILRes EMA	7		c10	80	7	7							NO*
Netherlands	CLO	c20	c13	c250	90	14	14	13	13					NO
Norway	GR	5	1	c200	95	5	5	1	1	55	30			NO
Poland (1)	MM	7	17	c150	99	7	7	17	17	95	95			YES
Poland (2)	MS	7	17	140	100	7	7	17	17		140			YES
Poland (3)	RM	7	17	160	95	7	7	17	17	40	90			YES
Poland (4)	RT	7	17	c130	100	7	7	17	17	c40	c130		3	YES
Portugal	Bareme	7	c18*	c243	75*	7*	6*	c5*	c2*	c5*	c0*	c5*	c4*	YES
Romania	MM	3		c150	90/95*	3	3			10	10			YES
Russia (1)	GMIM	5	4	c20	95	5	5	4	4	14	14			YES
Russia (2)	GMIN	5	4	na	na	5	5	4	4	130	130			YES
Slovakia (1)	MP	5	16		100	5	5	16	16					YES
Slovakia (2)	M&TGI	7	15		99	7	7	26*	26*					YES
Slovenia	MRS	6	13	33	90	6	5	12	11	9	2			YES
Spain	EGM	15	30	c2,000	94	15	15	9	21	c80	c1,120			NO
Sweden (1)	Orvesto	4		65	100		4				c65			YES
Sweden (2)	RUAB RR	3/4*		111*	98	3	3			108	111*			YES
Sweden (3)	SM	4	c15	c20	33				4*					YES
Switzerland	SBC MS	3	7	43	98	3*		7*		43*	43*			YES*
Turkey	GRS	c20	c50*	c150*	99*	17	17	c5	c10	c30	c55			YES
UK	RAJAR	9	9	c170	98	9	9	9	9	c160	c160	c45	c45	YES

General footnotes: (a) Under all headings, the term, *station*, is short for *station/network* (i.e. stations or networks - see main text). (b) **Total of Domestic Radio Stations** includes all stations, whether or not they are reported. (c) **Amount of Total Listening Reported** is the proportion of all listening that is recorded for individual stations and reported for them individually or as part of a group total. (d) **Individual Coding of All Named Stations** specifies whether or not the survey records individually all stations which respondents mention by name.

*Austria (1)*: Listenership data are reported for the two commercial and one non-commercial public service stations. In addition, foreign overspill stations are reported collectively under a fourth heading.

*Austria (2):* There are 11 domestic regional stations and some 40 additional foreign overspill stations. The 11 domestic regional stations include nine public service stations and two private stations.

*Belgium (1):* Includes foreign LW stations.

*Belgium (2):* (a) The local stations are given as a single total in both the printed and the electronic reports. (b) The combined listening share of the reported national stations and the local stations is very close to 100%. On their own the national stations (i.e. main stations covering the entire Flemish or French language zones) account for about 90% share of listening in North Belgium and about 80% share in South Belgium.

*Denmark (2):* Local stations are treated as a single entity. Combined with the national and regional DR services, they account for about 98% of listening.

*Finland:* All stations are measured, but data are publicly available only for subscriber members of KRT. The 100% estimate includes both the published stations and the non-published, yet measured stations.

*France:* (a) 850 total includes regional and local stations. (b) Of the 20 national stations, 17 are commercial and included in the published reports. The other three, which are non-commercial public service stations, are measured, but only available to the public service broadcaster. (c) Regional/local stations are reported in summary fashion (24 daily reach). The criterion for reporting regional/local stations ("medialocales") in a given area is 0.1% cumulated 24 hour listenership in that area. Some 1,300 stations are reported, or about 850 net of duplication. (d) The 20 national stations account for about 85% of total listening, which figure rises to about 99% with the addition of the medialocales.

*Germany:* Most local stations belong to a combination.

*Greece (2):* (a) All stations are recorded except those with very low penetration, which are classified as "Other". (b) There are no official lists of radio stations. The figure c600 is taken from the number of different local stations that were named by respondents in the Autumn 1996 wave.

*Greece (3):* (a) Regional and local stations are grouped under regional. The survey mainly includes regional and local radio stations in the Athens and Thessaloniki areas. (b) c350 is taken from a published list of "recognized" stations. There are many more than this, but the total is not known.

*Ireland:* (a) The national figures include a new station that launched on 17.3.97 and will be reported in the 1997 main reports. The national stations also include two domestic non-commercial services and one foreign overspill station which are not reported. (b) There are 21 licensed private local radio stations and perhaps eight to ten additional unlicensed pirate local radio stations, which are not measured, but come under "other" listening.

*Italy:* (a) Regional and local figures are combined under local. (b) The most up to date figures for May 1997 list 2,109 licensed radio stations. It represents nearly the total of all radio stations.

*Latvia:* (a) All local stations are coded in a single category ("Any local station"). (b) The reporting of combinations depends on the client.

*Lithuania:* (a) Local stations are recorded in a single category, as are foreign overspill stations. (b) Figure of 99% covers the group totals for local and foreign overspill stations. In addition, there are about eight very small stations serving municipalities with no more than 10,000 persons able to receive. These are not recorded at all.

*Luxembourg:* The seven nationally distributed stations are all coded. Three further columns are used for recording other Luxembourgish, other French and other German language stations.

*Portugal:* (a) Figures are for the quarterly reports. The coverage for the cumulative two wave reports are: National - 7 Print/7 Electronic; Regional - c8 Print/c5 Electronic; Local - c9 Print/c5 Electronic; Combinations - c6 Print/c4 Electronic. The coverage for the annual report is: National - 7 Print/7 Electronic; Regional - c10 Print/c8 Electronic; Local - c30 Print/c8 Electronic; Combinations - 0 Print/c6 Electronic. (b) Legally, there exist only two regional stations, but in practice a number of groups work as regional stations.

*Romania:* MM reports listenership data for three national stations and nine out of the ten local stations in Bucharest. Within Bucharest, the reported stations account for about 95% of all listening. Outside Bucharest, the reported stations account for about 90% of listening.

*Slovakia (2):* Figures include 11 foreign overspill stations, which are also covered by the survey.

*Sweden (2):* (a) The public broadcaster, Sveriges Radio, operates three national stations and a network of regional stations which broadcasts locally during weekday daytime and nationally at other times. (b) The 111 regional/local stations include the 25 public stations and 86 private local stations. (c) All public and private local stations are measured. The printed reports publish results for all but three non-subscribers to the survey. Subscribers can, though, see the results of all stations in the electronic reports.

*Sweden (3):* The four regional stations are all networks of local stations, each covering between a third and two thirds of the country. The networks of local stations have different structures with regard to the balance of central versus local programming and central versus local advertising.

*Switzerland:* (a) The number of channel figures refer to Swiss stations. The national and regional stations are all non-commercial public service (SBC) stations and are only covered in the printed reports. The 43 local stations are all private commercial stations. They are included in both the printed reports and in the electronic database, which is designed for advertising purposes. (b) About 40 foreign stations (roughly equal numbers of French, German and Italian speaking stations) are also measured and reported individually in varying depth. The remaining foreign stations belong to a residual category, which accounts for about 2% of listening. (c) All domestic and all major foreign stations are measured individually.

*Turkey:* (a) The figures under total domestic radio stations are for Ankara and Istanbul. Across the whole country, there are more than 700 regional and local radio stations. (b) The survey does not measure listening time; however, it reports figures for all the most listened to stations. They are reckoned to account for about 99% of daily average listening time.

**TABLE 7: CRITERIA OF STATION INCLUSION**

Country	Survey	Survey Sponsor/Subscriber	Minimum Sample of Listeners	Minimum Sample in Recep. Area	Membership of Industry Association	Advertiser Interest	Other
Austria (1)	OVA	YES	NO	NO	NO	NO	NO
Austria (2)	Radiotest	NO	NO	NO	NO	YES	YES*
Belgium (1)	Radiometrie	NO	YES	NO	NO	YES	NO
Belgium (2)	RadioScan	NO	NO	NO	NO	NO	YES*
Bulgaria	MA	NO	YES	YES	NO	YES	NO
Czech Rep.	MP	NO	NO	NO	YES	NO	NO
Denmark (1)	ID/G	YES	NO	NO	NO	NO	NO
Denmark (2)	LU	YES	NO	NO	NO	NO	NO
Estonia	TRDS	NO	NO	YES	NO	YES	NO
Finland	KRT	NO	NO	YES	YES	NO	NO
France	75000 Radio	YES	YES	YES	NO	YES	NO
Germany	MA	NO	YES	NO	YES	NO	NO
Greece (1)	ALKO RR	YES	YES	NO	NO	NO	NO
Greece (2)	Bari	NO	YES	YES	NO	NO	NO
Greece (3)	ANRM	NO	YES	NO	NO	NO	NO
Hungary	MA	NO	YES	NO	NO	NO	NO
Iceland	MS	YES	NO	NO	NO	NO	NO
Ireland	JNLR	YES	NO	NO	YES	YES	NO
Italy	Audiradio	NO	YES*	NO	NO	NO	NO
Latvia	TRDS	NO	NO	YES	NO	NO	NO
Lithuania	TRDS	NO	YES	YES	NO	YES	NO
Luxembourg	ILRes EMA	NO	NO	NO	NO	NO	YES*
Netherlands	CLO	YES	NO	NO	NO	NO	YES*
Norway	GR	YES	YES	YES	NO	NO	NO
Poland (1)	MM	NO	YES	NO	NO	NO	NO
Poland (2)	MS	NO	NO	NO	NO	NO	NO*
Poland (3)	RM	YES	NO	YES	NO	NO	NO
Poland (4)	RT	YES	YES	YES	NO	YES	NO
Portugal	Bareme	NO	YES	NO	NO	NO	NO
Romania	MM	YES	NO	NO	NO	YES	NO
Russia (1)	GMIM	YES	NO	NO	NO	YES	NO
Russia (2)	GMIN	YES	YES	YES	NO	YES	NO
Slovakia (1)	MP	NO	NO	NO	NO	NO	NO*
Slovakia (2)	M&TGI	NO	YES	NO	NO	NO	NO
Slovenia	MRS	YES	YES	NO	NO	YES	NO
Spain	EGM	NO	YES	NO	NO	NO	NO
Sweden (1)	Orvesto	NO	NO	NO	NO	NO	NO*
Sweden (2)	RUAB RR	YES*	NO	NO	NO	NO	YES*
Sweden (3)	SM	NO	YES	NO	NO	NO	NO
Switzerland	SBC MS	NO	YES*	NO	NO	YES*	NO*
Turkey	GRS	NO	NO	YES	NO	NO	NO
UK	RAJAR	YES	NO	NO	NO	NO	NO

*Austria (2):* All stations are included that are considered to have a chance of having a reasonable number of listeners.

*Belgium (2):* Size is the main criterion. RadioScan reports listening to all the stations with larger/national signal coverage. There is a significant gap in coverage between them and the other local stations, which are reported as combinations.

*Italy:* All stations are recorded, but figures are only published for stations with at least 24 listeners on average per day.

*Luxembourg:* All domestic stations are included with quasi-national technical reach.

*Netherlands:* Only licensed radio stations are included.



*Poland (2), Slovakia (1) and Sweden (1):* All stations are included.

*Sweden (2):* All stations are measured, but only the results of the subscribing stations are publicly accessible via the printed reports. All stations appear in the electronic reports, but access is denied to non-subscribers.

*Switzerland:* All Swiss stations are automatically included. The criteria of minimum sample of claimed listeners and advertiser interest apply only to foreign stations.

**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)	OVA	National	YES	YES	NO	NO	NO	NO	NO
Austria (2)	Radiotest	National	YES	NO	NO	NO	NO	NO	NO
Belgium (1)	Radiometrie	National	YES	YES	NO	NO	NO	NO	NO
Belgium (2)	RadioScan	National	YES	NO	NO	NO	NO	NO	NO
Bulgaria	MA	National	YES	YES	NO	NO	NO	YES	NO
Czech Rep.	MP	National	YES	YES	NO	NO	NO	NO	NO
Denmark (1)	ID/G	National	YES	NO	NO	NO	NO	NO	NO
Denmark (2)	LU	National	YES	NO	NO	NO	NO	NO	NO
Estonia	TRDS	National	YES	YES	NO	NO	NO	NO	NO
Finland	KRT	National mainland	YES	NO	NO	NO	NO	NO	NO
France	75000 Radio	National	YES	NO	NO	NO	YES	NO	NO
Germany	MA	National	YES	YES	NO	NO	NO	NO	NO
Greece (1)	ALKO RR	Athens area/ Salonica	YES	YES	NO	NO	NO	NO	NO
Greece (2)	Bari	Selected areas, Mainland and Crete*	YES	YES	YES	NO	NO	NO	NO
Greece (3)	ANRM	Mainland and 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	JNLR	National	YES	YES	NO	NO	NO	NO	NO
Italy	Audiradio	National	YES	NO	NO	NO	NO	NO	NO
Latvia	TRDS	National	YES	YES	NO	NO	NO	NO	NO
Lithuania	TRDS	National	YES	YES	NO	NO	NO	NO	NO
Luxembourg	ILRes EMA	National	YES	NO	YES	NO	NO	NO	NO
Netherlands	CLO	National	YES	YES	NO	NO	NO	NO	NO
Norway	GR	National	YES	NO	NO	NO	NO	NO	NO
Poland (1)	MM	National	na*	na*	na*	na*	na*	na*	na*
Poland (2)	MS	National	YES	YES	NO	NO	NO	NO	NO
Poland (3)	RM	National	YES*	YES*	NO	NO	NO	NO	NO
Poland (4)	RT	National	na*	na*	na*	na*	na*	na*	na*
Portugal	Bareme	National mainland	YES	NO	NO	NO	NO	NO	NO
Romania	MM	National	YES	YES	NO	NO	NO	NO	NO
Russia (1)	GMIM	Moscow	YES	YES	NO	NO	NO	NO	NO
Russia (2)	GMIN	National urban*	YES	YES	NO	NO	NO	NO	NO
Slovakia (1)	MP	National	YES	YES	NO	NO	NO	NO	NO
Slovakia (2)	M&TGI	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)	Orvesto	National	na*	na*	na*	na*	na*	na*	na*
Sweden (2)	RUAB RR	National	na*	na*	na*	na*	na*	na*	na*
Sweden (3)	SM	National	YES	NO	NO	NO	NO	NO	NO
Switzerland	SBC MS	National	YES	YES	YES	NO	NO	NO	NO
Turkey	GRS	Ankara, Istanbul	NO	NO	YES	NO	NO	NO	YES*
UK	RAJAR	National	YES	YES	NO	NO	NO	NO	NO

*Greece (2):* 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. The Aegean and Ionian islands, which are not included at all, account for about 6% of the total population.

*Poland (1), (4), Sweden (1) and (2):* The sample is a probability sample of individuals drawn from the national register (see Table 10), which gives details of their home addresses. Although these will nearly all count as private households, the specification is not exact and the type of housing is not relevant.

*Poland (3):* The government population register is used as a source of addresses rather than individuals.

*Russia (2):* The GMIN covers 52 cities with a population of more than 100,000.

*Turkey:* "Other" includes shopping malls, fast food restaurants, markets, and so on. The places have been chosen with a view to reaching the maximum number of people in the time available.

**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)	OVA	14	NONE	NO	German	NO	NO
Austria (2)	Radiotest	10	NONE	NO	German	NO	NO
Belgium (1)	Radiometrie	12	NONE	NO	NO	NO	NO
Belgium (2)	RadioScan	12	NONE	NO	French or Flemish	NO	NO
Bulgaria	MA	15	NONE	NO	Bulgarian	NO	NO
Czech Rep.	MP	14	79	NO	Czech or Slovak	Czech	NO
Denmark (1)	ID/G	13	NONE	NO	Danish	NO	NO
Denmark (2)	LU	13	NONE	NO	NO	NO	NO
Estonia	TRDS	12	NONE	NO	NO	NO	NO
Finland	KRT	9	NONE	NO	Finnish	NO	NO
France	75000 Radio	15	NONE	NO	French	NO	NO
Germany	MA	14	NONE	NO	NO	German	NO
Greece (1)	ALKO RR	12	70	NO	NO	NO	NO
Greece (2)	Bari	13	70	NO	Greek	NO*	NO
Greece (3)	ANRM	13	64	NO	Greek	NO	NO
Hungary	MA	15	NONE	NO	NO	Hungarian	NO
Iceland	MS	12	85	NO	NO	NO	NO
Ireland	JNLR	15	NONE	NO	NO	NO	NO
Italy	Audiradio	11	NONE	NO	NO	NO	NO
Latvia	TRDS	12	74	NO	NO	NO	NO
Lithuania	TRDS	12	74	NO	NO	NO	NO
Luxembourg	ILRes EMA	12	NONE	NO	YES*	NO	NO
Netherlands	CLO	13	NONE	NO	NO	NO	NO
Norway	GR	9	NONE	NO	Norwegian	NO	NO
Poland (1)	MM	15	80	NO	NO	NO	NO
Poland (2)	MS	15	NONE	NO	Polish	NO	NO
Poland (3)	RM	10	75	NO	Polish	NO	NO
Poland (4)	RT	15	75	NO	NO	Polish	NO
Portugal	Bareme	15	NONE	NO	Portuguese	Portuguese	NO
Romania	MM	11	70	NO	NO	NO	NO
Russia (1)	GMIM	16	NONE	NO	NO	NO	NO
Russia (2)	GMIN	16	NONE	NO	NO	NO	NO
Slovakia (1)	MP	14	79	NO	NO	NO	NO
Slovakia (2)	M&TGI	14	79	NO	NO	NO	NO
Slovenia	MRS	10	75	NO	NO	NO	NO
Spain	EGM	14	NONE	NO	NO	NO	NO
Sweden (1)	Orvesto	15	79	NO	NO	NO	NO
Sweden (2)	RUAB RR	9	79	NO	NO	NO	NO
Sweden (3)	SM	15	79	NO	Swedish	NO	NO
Switzerland	SBC MS	15	NONE	NO	Region language*	NO	NO
Turkey	GRS	12	60	NO	NO	NO	NO
UK	RAJAR	4	NONE	NO	NO	NO	NO

*Greece (2):* Interviewees must be permanent residents of the area being surveyed. Visitors and travellers are excluded.

*Luxembourg:* Interviews are conducted in Luxembourgish, French, German and Portuguese (c95% of the population).

*Switzerland:* A person is interviewed when he/she is able to follow the language of the linguistic region in which the interview is being attempted.

**TABLE 10: SAMPLING METHODOLOGY**

Country	Survey	Sampling Frame	Sampling Method	Individuals Recruited per Home	Approximate Annualized Sample Size	Universe Size Millions
Austria (1)	OVA	Census	Quota	Only one	10,000	6.5
Austria (2)	Radiotest	Census; Telephone directories	Random	Only one	24,000	6.984
Belgium (1)	Radiometrie	Census	Quota*	Only one	30,000	8.663
Belgium (2)	RadioScan	Telephone directories	Random	Only one	20,000	c9.0
Bulgaria	MA	Census; Electoral register	Random	Only one	9,000	6.903
Czech Rep.	MP	Postal (household) address lists	Random	Only one	20,000	8.565
Denmark (1)	ID/G	Census; Random dialling	Random	Only one	50,000*	4.428
Denmark (2)	LU	Random dialling	Random	Only one	10,000	4.441
Estonia	TRDS	Census; Maps; Lists of inhabitants in rural areas	Random	All	c24,000	1.243
Finland	KRT	Maps; Random dialling; Official population statistics	Quota	Only one	11,000*	4.273
France	75000 Radio	Census; Telephone directories; Random dialling	Random*	Only one	75,250	46.461
Germany	MA	Census	Random	Variable*	c45,500	63.251
Greece (1)	ALKO RR	Census; Maps	Quota	Only one	28,400*	3.124
Greece (2)	Bari	Census; Maps	Random*	Only one	103,000*	5.6
Greece (3)	ANRM	Census; Maps	Random	Only one	21,630	6.557
Hungary	MA	Census; Official population register	Random	Only one	16,000	8.366
Iceland	MS	Electoral register	Random	Only one	3,000	0.2
Ireland	JNLR	Census; Electoral register	Quota	Only one	6,600	2.6
Italy	Audiradio	Telephone directories	Quota	Only one	52,000	50.456
Latvia	TRDS	Census	Random	All	17,000	2.0
Lithuania	TRDS	Census; Maps	Random*	Variable*	c16,800*	2.9
Luxembourg	ILRes EMA	Census; Random dialling	Random*	Only one	3,500*	0.4
Netherlands	CLO	Census; Telephone directories; Postal address lists	Random*	Variable*	c12,000	c12.762
Norway	GR	Telephone directories; Random dialling	Random	Only one	60,000*	3.8
Poland (1)	MM	Government population register	Random	Only one	10,000*	c30
Poland (2)	MS	Census	Random	Only one	20,000	29.39
Poland (3)	RM	Census; Government population register	Random	All	70,000	c31
Poland (4)	RT	Census; Government population register	Random	Only one	55,000	29.498
Portugal	Bareme	Telephone directories	Random*	Only one	26,040	7.525
Romania	MM	Census	Random	Only one	14,640*	18.7
Russia (1)	GMIM	Electoral register	Quota	Only one	3,000	7.003
Russia (2)	GMIN	Electoral register	Quota	Only one	35,400*	52.5*
Slovakia (1)	MP	Census	Quota	Only one	7,000	4.02
Slovakia (2)	M&TGI	Census; Electoral register	Quota	Only one	5,500*	4.129
Slovenia	MRS	Census; Official population register	Mixed*	Only one	c8,000+	1.65
Spain	EGM	Census	Random	Only one	40,000	33.984
Sweden (1)	Orvesto	Official population register	Random	na*	24,000*	6.757
Sweden (2)	RUAB RR	Official population register	Random	Only one	75,000	7.402
Sweden (3)	SM	Random dialling	Random	Only one		6.757
Switzerland	SBC MS	Census	Quota	Only one	18,200	5.9
Turkey	GRS	Random	Random	na	24,000*	12*
UK	RAJAR	Census; Postal address lists; Maps	Random	All	c170,000*	47*



*Belgium (1):* Geographic areas are stratified by social grade and selected randomly. Within areas, quotas of age and sex are used for selecting individuals.

*Denmark (1):* The radio sample is split into two halves. One sample of 25,000 is asked questions about all the media, while the other sample of 25,000 is presented with questions about local radio, local TV, free sheets and additional tailored questions for specific clients.

*Finland:* The Helsinki area is covered by a long term panel of 450 persons, designed to yield monthly reporting samples of at least 300. Approximately 1,000 interviews a month are conducted in the rest of the country.

*France:* Households are selected at random, individuals by quota.

*Germany:* Two interviews are conducted in households with four or more persons.

*Greece (1):* (a) The sample split is: Athens area - 14,400; Salonica - 14,000. (b) The population split is: Athens area - 2.388 million; Salonica - 0.736 million.

*Greece (2):* (a) Addresses are selected randomly. Individual quotas are set for sex and specific age groups that are difficult to locate at home. (b) The total sample of 103,000 persons divides into two sub-samples of 33,000 and 70,000 persons. The 33,000 sample receives an *extended* questionnaire which covers all media, lifestyle, consumption habits and demographics. The 70,000 sample receives a *short* questionnaire covering just TV, radio and demographics. (c) 75% of the total sample in the Athens area answers recall questions about listening, while the other 25% completes diaries, which are placed at the end of the interview. Diaries are only placed with persons answering the *extended* questionnaire.

*Lithuania:* (a) Individuals are recruited from an omnibus survey. The omnibus survey sample is randomly drawn; however, quotas of age, sex and size of settlement are used in the recruitment of the TV and radio sample. (b) No more than two persons may be selected from a household. A second person is signed up when he/she satisfies the quota requirements. Where more than two persons are eligible, two are selected according to rules based on family structure. (c) The annualized sample of c16,800 corresponds with average samples of 1,400 respondents per four-week wave.

*Luxembourg:* (a) Random dialling of households followed by quota selection of individuals in households. (b) Interviewees in the main sample of 3,500 are asked whether they would be willing to join a diary sample. Quota methods are used to select 700 addresses, so as to yield a reporting sample of at least 500 successfully completed and returned diaries. The diary sample is purely experimental for the time being.

*Netherlands:* The selection of addresses is random. The survey recruits half the eligible persons in each accepting household up to a maximum of three persons. Where the numbers are odd it alternately selects more and less (e.g. average 1.5 persons in households with three eligible persons). The provisos are that (a) either head of household or housewife, but not both, must be selected, and (b) the split must be 50/50 between them.

*Norway:* The 60,000 sample includes the 30,000 interviewees participating in the Forbruker & Media survey of all media and an additional 30,000 interviewees who answer media questions about radio only.

*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 12,500 persons. The response rate of c80% yields a net sample of 10,000.

*Portugal:* Addresses are selected randomly, individuals by quota.

*Romania:* The total annualized sample consists of 14,640 diaries filled in by 4,880 individuals, and is made up of two over-lapping samples for Romania as a whole and Bucharest. The monthly reporting sample is 800 persons for Romania as a whole and 500 for Bucharest, or 420 for Bucharest net of overlap, with 80 persons belonging to both the national and the Bucharest samples.

*Russia (2):* (a) The total sample is split into 10,000 "national" interviews and 25,400 "city" interviews. The results for the national and city samples are reported separately. (b) The universe figure is for the national 52 cities including Moscow.

*Slovakia (2):* 5,500 is a minimum figure. The eventual total (5,500-6,000) depends on the response rate.

*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.

*Sweden (1):* The sample is drawn randomly from the official population register of individuals, with households/residences not being used at all in the sampling procedure. (b) The sample of 24,000 is the net reporting sample of correctly filled in and returned diaries.

*Turkey:* 500 interviews are conducted per wave in Ankara (6,000 per year) and 1,500 in Istanbul (18,000 per year). The respective adult 12-60 populations of these cities are approximately three million and nine million.

*United Kingdom:* (a) The sample size is determined by the stations being surveyed. It has expanded over time as more stations have launched. The total sample (i.e. adults and children 4-14) was about 168,000 in 1996 (17,238 in Wave 1; 74,361 in Wave 2; 16,518 in Wave 3; 60,125 in Wave 4). It is expected to exceed 170,000 in 1997. (b) Universe population estimate is for adults 15+.

**TABLE 11A: DATA COLLECTION - (1) TECHNIQUE OF MEASUREMENT AND TASK LENGTH**

Country	Survey	Recall					
		(1) Listenership Data		(2) Other	(3) Average Interview Duration		(4) Recall Period
		Type of Interview*	Computer Assisted*	Method(s)*	Radio Questions Minutes	Total Minutes	Day(s) recalled
Austria (1)	OVA	FtF	NO	FtF; SC*	5	35*	Yesterday
Austria (2)	Radiotest	T	CATI	T	12	20	Yesterday
Belgium (1)	Radiometrie	FtF	NO	FtF	20	25	Yesterday
Belgium (2)	RadioScan*	T	CATI	T	15	15-20	Yesterday
Bulgaria	MA	FtF	NO	FtF	10	40	Yesterday
Czech Rep.	MP	FtF	NO	FtF	10	45	Yesterday
Denmark (1)	ID/G	T	CATI	T; PosSC*	5	20-25*	Yesterday
France	75000 Radio	T	CATI	T	9	25	Yesterday
Germany	MA	FtF	NO	FtF	15	50	Yesterday
Greece (1)	ALKO RR	FtF	NO	FtF	4	7	Yesterday
Greece (2)	Bari	FtF	NO	FtF	6	12/25*	Last 24 hours*
Greece (3)	ANRM	FtF	NO	FtF	5	25	Yesterday
Hungary	MA	FtF	NO	FtF	15	75	Yesterday
Ireland	JNLR	FtF	NO	FtF	15	25	Yesterday/ Last two days*
Italy	Audiradio	T	CATI	T	12	14	Yesterday
Luxembourg	ILRes EMA	T	CATI	T	10	20	Yesterday
Norway	GR	T	CATI	T/PosSC*	3	5/20*	Yesterday
Poland (1)	MM	PosSC*	NO	PosSC*	na*	na*	na*
Poland (2)	MS	FtF	NO	FtF	10	30	Yesterday
Poland (4)	RT	FtF	NO	FtF	15	45*	Yesterday
Portugal	Bareme	T	CATI	T	10	13	Yesterday
Russia (2)	GMIN	FtF	NO	FtF	15	40	Yesterday
Slovakia (2)	M&TGI	FtF	NO	FtF	15	45	Yesterday
Slovenia	MRS	FtF	NO	FtF	10	50	Yesterday
Spain	EGM	FtF	NO	FtF	10	50	Yesterday
Sweden (2)	RUAB RR	T	CATI	T	8	13	Yesterday
Sweden (3)	SM	T	CATI	T	4	25	Yesterday
Switzerland	SBC MS	FtF	NO	FtF	15	35	Yesterday
Turkey	GRS	SC*	NO	SC*	7	10	na*

*General footnotes:* (a) Codes under **Type of Interview** and **Method(s)**: FtF - Face-to-face; T - Telephone; SC - Self-completion; PosSC - 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 (1):* 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. The full media interview (i.e. print, radio, TV, etc.) lasts about 35 minutes on average, while the self-completion section takes about ten minutes to complete.

*Belgium (2):* RadioScan employs mixed recall and diary methodologies. Recall is used to supply measures of listening time, ratings, share of listening and daily reach. Diaries supply extra data for modelling reach curves over time.

*Denmark (1):* (a) The postal self-completion questionnaires are asked of the 25,000 sample receiving questions about all the media (see footnote to Table 10). The acceptance and return rate is approximately 76%. (b) 20-25 minutes is the estimated interview length for the "full" media interview.

*Greece (2):* (a) 12 minutes is the average duration of interviews using the "short" questionnaire for TV, radio and demographics; 25 minutes is the average duration for the "long" questionnaire, which additionally covers press and lifestyle/consumption habits. (b) Interviewees are asked to recall listening from 17.00 on the previous day to 17.00 on the day of the interview.

*Ireland:* Last two days is asked for weekend listening.

*Norway:* (a) About five minutes for the radio only interviews and 20 minutes for the full media interview (Forbruker & Media sample). All respondents are asked to answer postal self-completion questionnaires, which are used for collecting consumer data. The return rate is about 40%.

*Poland (1):* (a) The self-completion questionnaires are sent out and returned by post. It is reckoned that the questionnaires take about 15 minutes to complete on average, with the radio questions taking about five minutes. (b) Recall of listening time to stations is not asked for. Only a (seven day) reach question is asked for individual stations.

*Poland (4):* The interviews collect data for RT and other surveys. Radio questions occupy most of the RT portion.

*Turkey:* (a) Respondents complete self-completion questionnaires in the presence of the interviewer. (b) The questionnaire does not ask respondents to recall listening time to specific stations at all.

**TABLE 11B: DATA COLLECTION - (1) TECHNIQUE OF MEASUREMENT AND TASK LENGTH**

Country	Survey	Diary					
		(1) Recruitment		(2) Placement		(3) Task Length	
		Type of Interview*	Sample Structure*	First Diary*	Subsequent Diaries*	Diaries per Respondent	Diary Length
Belgium (2)	RadioScan*	T	IS*	PosP/PosC	na	One	28 days
Denmark (2)	LU	T	IS	PosP/PosC	na	One	Seven days
Estonia	TRDS	FtF	LTP*	PosP/PosC	PosP/PosC	Six	Seven days
Finland	KRT	T	IS/LTP*	PosP/PosC	PosP/PosC*	One/Many*	Seven days
Greece (2)	Bari	FtF	IS	PerP/PerC	na	One	Seven days
Iceland	MS	T	IS	PosP/PosC	na	One	Seven days
Latvia	TRDS	FtF	LTP*	PosP/PosC	PosP/PosC	Six	Seven days
Lithuania	TRDS	FtF	IS/LTP*	PerP/PerC	PerP/PerC	Up to six*	Seven days
Luxembourg	ILRes EMA*	T*	IS	PosP/PosC	na	One	14 days
Netherlands	CLO	FtF/T	IS/LTP*	PosP/PosC	PosP/PosC	Six	Seven days
Poland (3)	RM	FtF	IS	PerP/PerC	na	One	14 days
Romania	MM	FtF	IS*	PerP/PerC	PerP/PerC	Three	Seven days
Russia (1)	GMIM	FtF*	IS	PerP/PerC	na	One	Seven days
Slovakia (1)	MP	FtF	IS	PerP/PerC	na	One	Seven days
Sweden (1)	Orvesto	PosSC*	IS	PosP/PosC	na	One	Eight days
UK	RAJAR	FtF	IS	PerP/PerC	na	One	Seven days

*General footnotes:* (a) Codes under **Type of Interview**: FtF - Face-to-face; T - Telephone; PosSC - Postal self-completion. (b) Codes under **Sample Structure**: IS - Independent samples; LTP - Long term panel. (c) Codes under **First Diary** and **Subsequent Diaries**: PerP - Personal placement; PosP - Postal Placement; PerC - Personal collection; PosC - Postal collection.

*Belgium (2):* (a) RadioScan employs mixed recall and diary methodologies (see footnote to Table 11A). The diary samples are recruited from the recall sample, with approximately 31% success rate for acceptance and valid returns. (b) BRTN has its own continuous long term diary panel, whose members are recruited from the RadioScan diary samples. Data from this panel are exclusive to BRTN.

*Estonia:* Panel members fill in a TV and radio diary at five week intervals (e.g. weeks 2, 7, 12, etc.). As a result, each member stays on the panel for half a year. There is gradual rotation of the reporting sample for each week.

*Finland:* Homes in the Helsinki area are recruited on to a long term panel, which was established in September 1996. Panel members receive one seven day diary a month. At the start, it was anticipated that replacement would occur after 12 months, but the 12 month limit may be extended. Outside Helsinki, a fresh sample is recruited for each wave.

*Latvia:* Panel members fill in a television and radio diary at four week intervals (e.g. weeks, 2, 6, 10 etc.). There is gradual rotation of the reporting sample for each week.

*Lithuania:* (a) Each respondent fills in one diary only per four-week interval and up to six diaries in total. This limits "panel" membership to a maximum of six months. On average, respondents fill in three to four diaries altogether. (b) Some panel rotation occurs every month; however, a largely fresh sample is drawn every six months.

*Luxembourg:* As noted under Table 10, the diary sample is a sub-set of the recall sample and is experimental in the present survey. The initial telephone recruitment follows on from the recall survey. It is random, although the gross sample of 700 respondents is drawn by quota.

*Netherlands:* In effect, the sample is a discontinuous long term panel. Each year commences with a fresh panel. Respondents are divided into eight groups with the task of filling in one diary every two months (i.e. eight week intervals). Each group has a fixed position in each interval (i.e. first group fills in for week one every time, group two fills in for week two every time, and so on).



*Romania:* A fresh sample is recruited every quarter. Respondents fill in one seven day diary per month.

*Russia (1):* Self-completion questionnaires are used for collecting additional data.

*Sweden (1):* Respondents are recruited in two stages. They are first mailed a self-completion questionnaire which collects marketing and multimedia data (including some data on TV and radio). Those who return their questionnaires are then sent the eight-day TV and radio diary.

**TABLE 12: DATA COLLECTION - (2) DEFINITION OF LISTENING**

Country	Survey	Task Type	Emphasis on Aspects of Listening in Task Instructions*						
			Some/All Listening	Location	Parallel Activity	Cause of Listening	Attention	Source	Other Aspects
Austria (1)	OVA	Recall	All	Any					
Austria (2)	Radiotest	Recall	All	Any	Any	Any	Any	Any	
Belgium (1)	Radiometrie	Recall	All	Any				Any	
Belgium (2)	RadioScan	Recall	10+ minutes	Any					YES*
		Diary	All	Any	Any	Any	Any	Any	
Bulgaria	MA	Recall	All	Any	Any				
Czech Rep.	MP	Recall	All						
Denmark (1)	ID/G	Recall	All	Any	Any	Any	Any	Any	
Denmark (2)	LU	Diary	All	Any	Any			Any	
Estonia	TRDS	Diary	All	Any	Any	Any	Any	Any	
Finland	KRT	Diary	All	Any	Any				YES*
France	75000 Radio	Recall	All	Any					YES*
Germany	MA	Recall	All	Any	Any	Any	Any	Any	
Greece (1)	ALKORR	Recall	All	Any	Any	Any	Any	Any	
Greece (2)	Bari	Recall	All	Any		Any			
		Diary	All	Any		Any			
Greece (3)	ANRM	Recall							
Hungary	MA	Recall	All	Any	Any	Any	Any	Any	
Iceland	MS	Diary	All	Any	Any	Any	Any	Any	
Ireland	JNLR	Recall	All	Any	Any		Any		
Italy	Audiradio	Recall	All	Any	Any	Any	Any	Any	
Latvia	TRDS	Diary	All	Any	Any	Any	Any	Any	
Lithuania	TRDS	Diary	All	Any	Any	Any	Any	Any	
Luxembourg	ILRes EMA	Recall	All	Any	Any	Any	Any	Any	
		Diary	All	Any	Any	Any	Any	Any	
Netherlands	CLO	Diary	All	Any	Any	Any	Any	Any	
Norway	GR	Recall	All	Any	Any	Any	Active	Any	
Poland (1)	MM	Recall	All	Any	Any	Any	Any	Any	
Poland (2)	MS	Recall	All	Any	Any	Any	Any	Any	
Poland (3)	RM	Diary	All	Any	Any	Any	Any	Any	
Poland (4)	RT	Recall	All	Any	Any	Any	Any		
Portugal	Bareme	Recall	All	Any	Any	Any	Any	Any	
Romania	MM	Diary	All	Any	Any	Any	Active		
Russia (1)	GMIM	Diary	All	Any	Any	Any	Any	Any	
Russia (2)	GMIN	Recall	All	Any	Any	Any	Any	Any	
Slovakia (1)	MP	Diary	All	Any	Any	Any	Any	Any	
Slovakia (2)	M&TGI	Recall	All	Any	Any				
Slovenia	MRS	Recall	7.5+ minutes	Any	Any	Any	Any	Any	
Spain	EGM	Recall		Any					YES*
Sweden (1)	Orvesto	Diary	All						
Sweden (2)	RUAB RR	Recall							
Sweden (3)	SM	Recall	All	Any	Any	Any	Any	Any	
Switzerland	SBC MS	Recall	All	Any	Any	Any	Any	Any	
Turkey	GRS	Recall	All						
UK	RAJAR	Diary	All	Any	Any	Any	Any	Any	

*Belgium (2) and France:* The instructions emphasize "You personally".

*Finland:* Respondents can only enter stations which they can recall having listened to by name.

*Spain:* Amount of listening unrestricted (i.e. no matter how much/how little listened to).

**TABLE 13A: DATA COLLECTION - (3) INFORMATION ABOUT LISTENING AND TASK STRUCTURE**

Country	Survey	Recall					
		Times of Listening Occasions	Location of Listening Occasions	Activities in Recall Period	Times of Listening/ Activities Sequence*	Prompting of Individually Coded Stations	Station Reach
Austria (1)	OVA	YES	NO	NO	na	Prompted	NO
Austria (2)	Radiotest	YES	YES	YES	Activ. first	Mixed*	YES
Belgium (1)	Radiometrie	YES	YES	NO	na	Prompted*	YES
Belgium (2)	RadioScan	YES	YES	YES	Activ. first	Mixed*	YES
Bulgaria	MA	YES	NO	YES	Same*	Mixed*	YES
Czech Rep.	MP	YES	NO	NO	na	Unprompted	YES
Denmark (1)	ID/G	YES	YES	NO	na	Prompted*	YES
France	75000 Radio	YES	NO*	NO	na	Prompted*	NO
Germany	MA	YES	NO	YES	Activ. first*	Mixed*	YES
Greece (1)	ALKO RR	YES	YES	YES	Activ. first	Unprompted	YES
Greece (2)	Bari	YES	YES	NO	na	Mixed*	YES
Greece (3)	ANRM	YES	YES	NO	na	Prompted	YES
Hungary	MA	YES	YES	YES	Activ. first	Mixed	NO
Ireland	JNLR	YES	YES	NO	na	Prompted	YES
Italy	Audiradio	YES	YES	YES*	Activ. first	Prompted*	YES
Luxembourg	ILRes EMA	YES	NO	NO	na	Prompted	YES
Norway	GR	YES	NO	YES	Activ. first	Unprompted*	YES
Poland (1)	MM	NO*	NO	NO	na	Unprompted	YES
Poland (2)	MS	YES	NO	NO	na	Prompted	YES
Poland (4)	RT	YES	NO	YES	Activ. first	Prompted	YES
Portugal	Bareme	YES	YES	NO	na	Unprompted	NO
Russia (2)	GMIN	YES	NO	NO	na	Prompted	YES
Slovakia (2)	M&TGI	YES	YES*	YES*	Same time*	Prompted*	YES
Slovenia	MRS	YES	NO	NO*	na	Prompted	YES
Spain	EGM	YES	YES	NO	na	Unprompted	YES
Sweden (2)	RUAB RR	YES	YES	YES*	Same time*	Mixed*	YES
Sweden (3)	SM	YES	NO	NO	na	Mixed	YES
Switzerland	SBC MS	YES	YES	YES	Activ. first*	Unprompted	YES*
Turkey	GRS	NO*	YES*	NO	na	Unprompted	NO*

*General footnote:* Under **Times of Listening/Activities Sequence**, the issue is whether interviewees are asked to recall their yesterday activities before, at the same time, or after they recall yesterday listening.

*Austria (2):* Recall of yesterday listening is unaided; however, it is preceded by other questions, including an awareness question, for which a list of 10-12 stations is read out.

*Belgium (1):* Interviewees are shown at the beginning of the interview sets of cards for the national stations followed by regional/local stations in selected provinces (i.e. provinces which the interviewees claim to frequent and where they may listen to radio). Yesterday recall is later asked of all the stations, which interviewees have listened to during the last three months.

*Belgium (2):* Yesterday recall is completely unaided; however, recognition of station jingles and frequency of listening to named stations are asked for at the beginning of the interview.

*Bulgaria:* (a) Interviewees are asked about yesterday activities at the same time as they are being asked to recall their yesterday listening. The activity information is not recorded. The question is merely asked to aid recall. (b) Show cards are used at the beginning of the interview to establish which stations can be received; however, no prompts are given during the recall of yesterday listening.

*Denmark (1):* Station jingles/IDs are used to assist station recognition at the beginning of the interview in a question asking whether "ever listened to" a list of local stations in the interviewee's area.

*France:* (a) Location question has occasionally been asked (last time: Sep-Oct 1985). (b) Prompting is only used at the beginning of the interview for a question about awareness, but recall of listening is unaided.

*Germany:* (a) Interviewees are administered a time budget grid on which the interviewers first mark their activities during the previous day, quarter hour by quarter hour, from 05.00-24.00. In total, 12 classifications are open to them. Interviewers next fill in the grid with listening to specific radio stations. They remind interviewees that the entries in the activity columns can be a useful mnemonic aid. They end by filling in four more columns on the grid with details of music playing, TV viewing, video viewing and computer use. (b) Names of radio stations are shown on masthead cards. Most of the questions use these cards as aids to recall. The time budget grid of activities and radio listening also marks in the main stations for the region concerned, but five extra columns are available for interviewees to enter additional stations.

*Greece (2):* As with the diaries, respondents are given cards which show the main stations in their area (c40) and their frequencies. The card includes a notice which states that the respondent is *free to mention/record* stations/frequencies that are not on the card.

*Italy:* (a) Activity question is limited to asking when asleep. (b) The interviewer reads out a list of stations during recall.

*Norway:* Interviewees are asked without any recall aids which stations they have listened to in the last 30 days. This acts as a filter for yesterday recall. For each station listened to in the last 30 days, interviewees are asked whether they listened to it yesterday and, if so, when.

*Poland (1):* Only a general question is asked about times of listening.

*Slovakia (2):* (a) All stations are prompted at the beginning of the interview, when interviewees are shown cards with the station names. They are asked for their awareness of each station and whether they can receive it. Then they are asked about yesterday activities and listening together. (b) Specific location questions are not asked, but some of the activities imply locations.

*Slovenia:* There are no specific questions about activities, however, interviewees may be asked about them as an aid to recall of yesterday listening when they have difficulties in remembering what they listened to.

*Sweden (2):* (a) Specific activity questions are not asked. However, yesterday recall is accompanied and interspersed with activity questions that help establish the reconstructive context (e.g. "When did you wake up?...Was the radio on when you woke up?...What station were you listening to?" And so on). (b) Each interviewee is asked reach and frequency questions at the beginning of the interview about all the stations that can be received in his community. These partly function as a reminder for the subsequent yesterday recall task which is unprompted, but aided in so far as the interviewer will probe programming details in order to identify the station when respondents cannot easily recall it.

*Switzerland:* (a) Similar procedure to Germany. Interviewers fill out a time budget grid of the yesterday activities of interviewees (ten classifications) before asking them to recall their listening. The activities are used to probe recall (e.g. "When you were doing housework, were you listening to radio?" ...). Specific location questions are not asked; however, the activities often imply a specific location (viz. at home, in a vehicle, at work, while shopping, while making a stroll, during free time out of home). (b) Specific reach questions are not asked, but yesterday and weekly reach are established from the yesterday listening and frequency (number of days of listening in the last week) questions.

*Turkey:* GRS does not ask quantitative questions about amount of listening to specific stations. Instead, the survey concentrates on measuring listener profiles. One set of questions asks for general listening habits ("mostly" listen to) by daypart (time of day by weekday/weekend), location (home, car, work, etc.) and type of programme (music, sports, news, etc.), plus general questions about average amount of listening per day (five-point scale) and daily frequency during the week. A second set of questions covers specific stations. Respondents must indicate (i) which station they have listened to most in the last month, (ii) which has been their most popular station recently and (iii) whether there is any station which they used to listen to most but no longer do so now. Each question has three subdivisions: Stations playing mostly Turkish music; Stations playing mostly foreign music; Turkish/foreign combined.

**TABLE 13B: DATA COLLECTION - (3) INFORMATION ABOUT LISTENING AND TASK STRUCTURE**

Country	Survey	Diary					
		Times of Listening Occasions	Location of Listening Occasions	Entry of Station Names			
				Activities in Diary Period	Diary Pre-codes All	Respondent Enters All Stations	Mixed Diary/ Respondent Entries
Belgium (2)	RadioScan	YES	YES	NO	NO	YES	NO
Denmark (2)	LU	YES	NO	YES	YES	NO	NO
Estonia	TRDS	YES	NO	NO	YES	NO	NO
Finland	KRT	YES	YES	NO	YES	NO	NO
Greece (2)	Bari	YES	YES	NO	NO	YES*	NO
Iceland	MS	YES	NO	NO	YES	NO	NO
Latvia	TRDS	YES	NO	NO	YES	NO	NO
Lithuania	TRDS	YES	NO	NO	YES	NO	NO
Luxembourg	ILRes EMA	YES	NO	NO	YES	NO	NO
Netherlands	CLO	YES	YES	NO	YES	NO	NO
Poland (3)	RM	YES	YES	NO	YES	NO	NO
Romania	MM	YES	NO	NO	NO	NO	YES
Russia (1)	GMIM	YES	NO	NO	NO	NO	YES
Slovakia (1)	MP	YES	NO	YES	YES	NO	NO
Sweden (1)	Orvesto	YES	NO	NO	NO	NO	YES
UK	RAJAR	YES	YES	NO	YES*	NO	NO

*Greece (2):* The respondent enters the station names in his diary; however, he/she is given a card showing the main stations in his area (c40) and their frequencies. The card includes a notice which states that the respondent is *free* to mention/record stations/frequencies that are not on the card.

*United Kingdom:* The aim is to pre-code all stations that respondents can receive. Space is provided for respondents to enter extra stations in the unlikely event that they want to do so.



**TABLE 14: DATA COLLECTION - (4) REGISTRATION OF LISTENING OCCASIONS**

Country	Survey	Task Type	Unit Time Interval of Registration Minutes	Threshold of Registration Minutes	Option of Multiple Entry per Unit Time Interval	Treatment of Multiple Entries*
Austria (1)	OVA	Recall	30*	0	YES	Equal division
Austria (2)	Radiotest	Recall	15	0	YES (max. 3)	Full assignment
Belgium (1)	Radiometrie	Recall	15	10	NO	na
Belgium (2)	RadioScan	Recall	15	10	YES	Equal division
		Diary	15	10	YES	Equal division
Bulgaria	MA	Recall	15	0	NO	na
Czech Rep.	MP	Recall	15	5	NO	na
Denmark (1)	ID/G	Recall	15	0	YES	Full assignment*
Denmark (2)	LU	Diary	15	5	NO	na
Estonia	TRDS	Diary	15	8	NO*	na
Finland	KRT	Diary	15	8	NO	na
France	75000 Radio	Recall	15	0	YES	Equal division*
Germany	MA	Recall	15	15	YES	Full assignment
Greece (1)	ALKO RR	Recall	30	15	YES	Full assignment
Greece (2)	Bari	Recall	30	10	YES	Full assignment
		Diary	None used	10	na	na
Greece (3)	ANRM	Recall	None used*	5	YES	Equal division
Hungary	MA	Recall	15	15	NO	na
Iceland	MS	Recall	15	5	YES	Equal division
Ireland	JNLR	Recall	15	8	NO	na
Italy	Audiradio	Recall	15	8	NO	na
Latvia	TRDS	Diary	15	8	NO	na
Lithuania	TRDS	Diary	15	8	NO	na
Luxembourg	ILRes EMA	Recall	15	10	NO	na
		Diary	15	10	NO	na
Netherlands	CLO	Diary	15	8	NO	na
Norway	GR	Recall	5	2-3	YES	Full assignment
Poland (1)	MM	Recall	120*	0	YES	Equal division
Poland (2)	MS	Recall	15	0	YES	Equal division
Poland (3)	RM	Diary	15	5	YES	Equal division
Poland (4)	RT	Recall	15	5	YES	Equal division
Portugal	Bareme	Recall	5	0	YES	Equal division
Romania	MM	Diary	15	8	NO	na
Russia (1)	GMIM	Diary	15	8	NO	na
Russia (2)	GMIN	Recall	180	15	YES	na*
Slovakia (1)	MP	Diary	5	5	YES	Equal division
Slovakia (2)	M&TGI	Recall	15	0	YES	Equal division
Slovenia	MRS	Recall	15	7.5	YES	Full assignment
Spain	EGM	Recall	30	0	NO	na
Sweden (1)	Orvesto	Diary	15	5	YES	na*
Sweden (2)	RUAB RR	Recall	5	5	NO	na
Sweden (3)	SM	Recall	30	5/0*	YES	Full assignment
Switzerland	SBC MS	Recall	15	8	NO	na
Turkey	GRS	Recall	na*	na*	na*	na*
UK	RAJAR	Diary	15	5	YES	Equal division

*General footnote:* Codes under Treatment of Multiple Entries: Equal division - The interval is shared equally among the listed stations (e.g. three stations in a 15 minute interval each count for five minutes); Full assignment - The whole interval is assigned to each reported station (e.g. three stations in a 15 minute interval each count for 15 minutes).

*Austria (1):* The main period of measurement is 06.00-17.00, during which listening is recorded in 30 minute intervals. Either side of this timeband is treated as one interval.

*Denmark (1):* The time of recall question is not used to estimate daily average listening time; but to estimate distribution of listening (or station reach) by time of day/daypart. Another question asks for total listening time yesterday, with respondents giving their answers on a scale with 15-minute divisions (i.e. 0-15 minutes, 15-30 minutes, etc.).

*Estonia:* Respondents can only enter one station column per 15 minute interval; however, an extra column is labelled for multiple stations in order to cover cases where channel switching occurs and no particular station is being listened to.

*France:* Includes viewing of TV channels (e.g. if two radio and three TV stations are marked in an interval, each is awarded one fifth share of the 15 minute interval).

*Greece (3):* Listening is recalled through "real time". First, the interviewee is asked for stations listened to yesterday, then the frequency of listening occasions for each station, and lastly, the start and end times of each listening session.

*Poland (1):* A general question is asked about listening times during the previous week (weekdays only). Respondents are asked to indicate by two hour time intervals (00.00-02.00, 02.00-04.00, etc.) when listening has taken place during those five days collectively.

*Russia (2):* Not applicable, as the main results used by the advertising industry are daily reach figures. The function of the 180-minute time slots is to provide broad daypart information on when most listening occurs.

*Sweden (1):* Not applicable at present as the data are being used to estimate daypart, daily and weekly reach rather than listening time or ratings (see footnote to Table 18).

*Sweden (3):* SM records all listening, but only reports listening to a station in an interval if it exceeds five minutes.

*Turkey:* Not applicable: see footnote to Table 13A.

**TABLE 15: DATA COLLECTION - (5) REGISTRATION OF LOCATION OF LISTENING**

Country	Survey	Task Type	Own Home	Vehicle	Work-place	Other Person's Home	Other Specific Place	Elsewhere (Unspecified)
Austria (1)	OVA	Recall	NO	NO	NO	NO	NO	NO
Austria (2)	Radiotest	Recall	YES	YES	YES	NO	NO	YES
Belgium (1)	Radiometrie	Recall	YES	YES	YES	NO	NO	YES
Belgium (2)	RadioScan	Recall	YES	YES	YES	NO	NO	YES
		Diary	YES	YES	YES	NO	NO	YES
Bulgaria	MA	Recall	NO	NO	NO	NO	NO	NO
Czech Rep.	MP	Recall	NO	NO	NO	NO	NO	NO
Denmark (1)	ID/G	Recall	YES	YES	YES	YES	NO	YES
Denmark (2)	LU	Diary	NO	NO	NO	NO	NO	NO
Estonia	TRDS	Diary	NO	NO	NO	NO	NO	NO
Finland	KRT	Diary	YES	YES	YES	NO	NO	YES
France	75000 Radio	Recall	NO	NO	NO	NO	NO	NO
Germany	MA	Recall	YES*	YES*	NO*	YES*	YES*	YES*
Greece (1)	ALKO RR	Recall	YES	YES	YES	NO	NO	YES
Greece (2)	Bari	Recall	YES	YES	YES	NO	School/University	NO
		Diary	YES	YES	YES	NO	School/University	NO
Greece (3)	ANRM	Recall	YES	YES	YES	NO	Working outside	YES
Hungary	MA	Recall	YES	NO	NO	NO	NO	YES
Iceland	MS	Diary	NO	NO	NO	NO	NO	NO
Ireland	JNLR	Recall	YES	YES	YES	NO	YES	NO
Italy	Audiradio	Recall	YES	NO	NO	NO	NO	YES
Latvia	TRDS	Diary	NO	NO	NO	NO	NO	NO
Lithuania	TRDS	Diary	NO	NO	NO	NO	NO	NO
Luxembourg	ILRes EMA	Recall	NO	NO	NO	NO	NO	NO
		Diary	NO	NO	NO	NO	NO	NO
Netherlands	CLO	Diary	YES	YES*	YES	NO	NO	YES
Norway	GR	Recall	NO	NO	NO	NO	NO	NO
Poland (1)	MM	Recall	NO	NO	NO	NO	NO	NO
Poland (2)	MS	Recall	NO	NO	NO	NO	NO	NO
Poland (3)	RM	Diary	YES	YES	YES	NO	NO	YES
Poland (4)	RT	Recall	NO	NO	NO	NO	NO	NO
Portugal	Bareme	Recall	YES	YES	YES	NO	NO	YES
Romania	MM	Diary	NO	NO	NO	NO	NO	NO
Russia (1)	GMIM	Diary	NO	NO	NO	NO	NO	NO
Russia (2)	GMIN	Recall	NO	NO	NO	NO	NO	NO
Slovakia (1)	MP	Diary	NO	NO	NO	NO	NO	NO
Slovakia (2)	M&TGI	Recall	YES*	YES*	YES*	NO	NO	YES*
Slovenia	MRS	Recall	NO	NO	NO	NO	NO	NO
Spain	EGM	Recall	YES	YES	YES	NO	NO	YES
Sweden (1)	Orvesto	Diary	NO	NO	NO	NO	NO	NO
Sweden (2)	RUAB RR	Recall	YES	YES*	YES	NO	NO	YES
Sweden (3)	SM	Recall	NO	NO	NO	NO	NO	NO
Switzerland	SBC MS	Recall	YES*	YES*	YES*	NO	NO	YES*
Turkey	GRS	Recall	YES*	YES*	YES*	NO*	NO*	YES*
UK	RAJAR	Diary	YES	YES	YES	NO	NO	YES

*Germany:* Direct questions about location of listening are not asked. However, interviewees are questioned about their activities. In some cases this implies a specific location (e.g. "en route somewhere by car").

*Netherlands and Sweden (2):* Vehicle specifically refers to "car".

*Slovakia (2) and Switzerland:* (a) Locations may be inferred from the activity questions. See footnotes to Table 13A. (b) For *Slovakia (2):* Workplace includes school/college and housework/care of household includes work in the home and shopping.

*Turkey:* Only as a general question about listening habits. See footnote to Table 13A.

**TABLE 16: DATA COLLECTION - (6) CODING OF STATION REACH**

Country	Survey	Recall Only									
		(1) Reach Intervals									(2) Sequence
		Yester- day	Past Week	Past Two Weeks	Past Month	Past Six Months	Longer Ago	Never Listened	Never Heard of	Other	Reach and Listening time
Austria (1)	OVA	NO	NO	NO	NO	NO	NO	NO	NO	NO	na
Austria (2)	Radiotest	YES	YES	NO	NO	NO	NO	NO	NO	NO	Reach after
Belgium (1)	Radiometrie	NO	NO	NO	NO	NO	NO	NO	NO	YES*	Reach before
Belgium (2)	RadioScan	NO	NO	NO	NO	NO	NO	NO	NO	YES*	Reach before
Bulgaria	MA	YES	YES	NO	NO	NO	NO	NO	NO	NO	Reach after
Czech Rep.	MP	NO	YES	YES	NO	NO	NO	NO	NO	NO	Reach after
Denmark (1)	ID/G	YES	YES	NO	NO	NO	NO	NO	NO	NO	Reach before
France	75000 Radio	NO	NO	NO	NO	NO	NO	NO	NO	NO	na
Germany	MA	YES	NO	YES	YES	NO	YES	YES	NO	NO	Reach before
Greece (1)	ALKO RR	NO	YES	NO	NO	NO	NO	NO	NO	NO	Reach after
Greece (2)	Bari	NO	YES	NO	YES	YES	NO	NO	NO	NO	Reach after
Greece (3)	ANRM	NO	NO	NO	YES	NO	NO	NO	NO	NO	Reach before
Hungary	MA	NO	NO	NO	NO	NO	NO	NO	NO	NO	na
Ireland	JNLR	YES	YES	NO	YES	YES	YES	NO	NO	YES*	Reach after
Italy	Audiradio	NO	YES	NO	NO	NO	NO	NO	NO	NO	Reach before
Luxembourg	ILRes EMA	NO	NO	NO	NO	NO	NO	NO	NO	YES*	Reach before
Norway	GR	YES	YES	NO	YES	NO	NO	NO	NO	NO	Reach before
Poland (1)	MM	NO	YES	NO	NO	NO	NO	NO	NO	NO	Reach after
Poland (2)	MS	NO	YES	NO	NO	NO	NO	NO	NO	NO	Reach after
Poland (4)	RT	YES	YES	NO	NO	NO	NO	NO	NO	NO	Reach after
Portugal	Bareme	NO	NO	NO	NO	NO	NO	NO	NO	NO	na
Russia (2)	GMIM	YES	YES	NO	YES	NO	NO	NO	NO	NO	Reach before
Slovakia (2)	M&TGI	YES	YES	NO	NO	NO	NO	NO	NO	NO	Reach after
Slovenia	MRS	YES	YES	NO	NO	NO	NO	NO	NO	NO	Reach before
Spain	EGM	NO	NO	NO	YES	NO	NO	NO	NO	NO	Reach after
Sweden (2)	RUAB RR	NO	YES	NO	YES	YES	NO	NO	NO	NO	Reach before
Sweden (3)	SM	NO	NO	NO	YES	NO	NO	NO	NO	NO	Reach before
Switzerland	SBC MS	NO	NO	NO	NO	NO	NO	NO	NO	NO	na
Turkey	GRS	NO	NO	NO	YES*	NO	YES*	NO	NO	NO	na

*Belgium (1):* Past three weeks.

*Belgium (2):* Past months.

*Ireland:* Interviewees are asked if they have listened in the past year.

*Luxembourg:* Interviewees are asked if they listen to, even if only sometimes.

*Turkey:* Only asked of most listened to station. See footnote to Table 13A.

**TABLE 17: DATA COLLECTION - (7) OTHER LISTENERSHIP QUESTIONS**

Country	Survey	Task Type	Information About Specific Stations/Programmes							
			Station Recency	Station Frequency	Listening to Programmes	Programme Appreciation	Stat. Pref.	Prog. Pref.	Most Listened to Stat.	Other
Austria (1)	OVA	Recall	YES	YES	NO	NO	NO	NO	NO	NO
Austria (2)	Radiotest	Recall	NO	YES	NO	NO	NO	NO	YES	NO
Belgium (1)	Radiometrie	Recall	NO	YES	NO	NO	YES	NO	NO	NO
Belgium (2)	RadioScan	Recall	NO	YES	NO	NO	NO	NO	NO	YES*
		Diary	NO	NO	NO	NO	NO	NO	NO	NO
Bulgaria	MA	Recall	NO	YES	NO	NO	NO	NO	NO	NO
Czech Rep.	MP	Recall	NO	YES	NO	NO	NO	NO	YES	NO
Denmark (1)	ID/G	Recall	YES	YES	NO	NO	NO	NO	NO	NO
Denmark (2)	LU	Diary	NO	NO	NO	NO	NO	NO	NO	YES*
Estonia	TRDS	Diary	NO	NO	NO	NO	NO	NO	NO	NO
Finland	KRT	Diary	NO	NO	NO	NO	YES	YES	NO	NO
France	75000 Radio	Recall	NO	YES	NO	NO	NO	NO	NO	YES*
Germany	MA	Recall	YES	YES	YES	NO	NO	NO	NO	NO
Greece (1)	ALKO RR	Recall	NO	NO	NO	NO	NO	NO	NO	NO
Greece (2)	Bari	Recall	YES	NO	NO	NO	NO	NO	NO	NO
		Diary	NO	NO	NO	NO	NO	NO	NO	NO
Greece (3)	ANRM	Recall	NO	YES	NO	NO	NO	NO	NO	NO
Hungary	MA	Recall	NO	YES	NO	NO	NO	NO	NO	NO
Iceland	MS	Diary	NO	NO	NO	NO	NO	NO	NO	NO
Ireland	JNLR	Recall	YES	YES	NO	NO	NO	NO	NO	NO
Italy	Audiradio	Recall	YES	YES	NO	NO	NO	NO	NO	NO
Latvia	TRDS	Diary	NO	NO	NO	NO	NO	NO	NO	NO
Lithuania	TRDS	Diary	NO	NO	NO	NO	NO	NO	NO	YES*
Luxembourg	ILRes EMA	Recall	NO	NO	NO	NO	NO	NO	NO	NO
		Diary	NO	NO	NO	NO	NO	NO	NO	NO
Netherlands	CLO	Diary	NO	YES	NO	NO	YES	YES	NO	NO
Norway	GR	Recall	NO	YES	NO	NO	NO	NO	NO	NO
Poland (1)	MM	Recall	NO	NO	NO	NO	NO	NO	NO	NO
Poland (2)	MS	Recall	YES	YES	NO	NO	NO	NO	NO	NO
Poland (3)	RM	Diary	YES	YES*	NO	NO	YES*	NO	NO	YES*
Poland (4)	RT	Recall	NO	YES	NO	NO	NO	NO	NO	NO
Portugal	Bareme	Recall	NO	NO	NO	NO	NO	NO	YES*	YES*
Romania	MM	Diary	NO	YES	YES	NO	YES	YES	NO	NO
Russia (1)	GMIM	Diary	NO	YES	NO	NO	NO	NO	NO	NO
Russia (2)	GMIN	Recall	NO	YES	NO	NO	NO	NO	NO	NO
Slovakia (1)	MP	Diary	YES	YES	NO	NO	YES	NO	YES	NO
Slovakia (2)	M&TGI	Recall	YES	YES	NO	NO	NO	NO	NO	YES*
Slovenia	MRS	Recall	NO	YES	YES	NO	NO	NO	NO	NO
Spain	EGM	Recall	NO	YES	NO	NO	NO	NO	NO	NO
Sweden (1)	Orvesto	Diary	NO	YES	NO	NO	NO	NO	NO	NO
Sweden (2)	RUAB RR	Recall	NO	YES	NO	NO	NO	NO	NO	NO
Sweden (3)	SM	Recall	YES	YES	NO	NO	NO	YES	NO	NO
Switzerland	SBC MS	Recall	NO	YES	YES	YES	NO	NO	NO	NO
Turkey	GRS	Recall	NO	NO	YES*	NO	YES	YES	YES	NO
UK	RAJAR	Diary	NO	NO	NO	NO	NO	NO	NO	NO

*Belgium (2):* Interviewees are tested for their recognition of station jingles.

*Denmark (2):* Other variable questions are asked. They may include questions about stations (e.g. image statements, attitudes, etc.).



*France:* Awareness questions are also asked.

*Lithuania:* Diaries also cover ability to receive station signal and ask whether the last week was normal in terms of listening habits.

*Poland (3):* (a) Frequency and station preference questions are asked about four times a year. (b) A question is also asked about who is mainly responsible for choosing which radio station to listen to. This can be significant as many homes own one radio set .

*Portugal:* (a) The question asks for the most listened to station during the last seven days. (b) Questions are also asked about listening habits to individual stations by daypart, weekdays, Saturday and Sunday.

*Slovakia (2):* Interviewees are asked their awareness of stations and their ability to receive station signals.

*Turkey:* Questions about programming include awareness of sponsored programmes.

**TABLE 18: DATA REPORTING - MEASURES OF LISTENING**

Country	Survey	Task Type	(1) Total Radio*		(2) Individual Radio Stations*	
			Printed Reports	Electronic Reports	Printed Reports	Electronic Reports
Austria (1)	OVA	Recall	A, E, F	A, E, F	A, E, F	A, E, F
Austria (2)	Radiotest	Recall	A, B, D-F*	A, B, D-F*	A-F*	A-F*
Belgium (1)	Radiometrie	Recall	A, D, E	A, D, E	A, C-E	A, C-E
Belgium (2)	RadioScan	Rec/Dia	A, D, E	A, D, E	A, C-E	A, C-E
Bulgaria	MA	Recall	A, B, D-F	D, E	A-F	D, E
Czech Rep.	MP	Recall	A, B, E, F	A-C, E, F	A, B, E, F	A-C, E, F
Denmark (1)	ID/G	Recall	na	A, D-F	na	A, B, D-F
Denmark (2)	LU	Diary	A, B, D-F	A, B, D-F	A-F*	A-F*
Estonia	TRDS	Diary	B, D-F	B, D-F	B-F	B-F
Finland	KRT	Diary	A, B, D-F	A, B, D-F	A-F	A-F
France	75000 Radio	Diary	A, B, D, E	A, B, D, E	A-E	A-E
Germany	MA	Recall	D, E	D, E	D, E	D, E
Greece (1)	ALKO RR	Recall	A, B, D-F	A, B, D-F	A-F	A-F
Greece (2)	Barl	Rec/Dia	A, D-F	D-F	A, D-F	D-F
Greece (3)	ANRM	Recall	A, D, E	A, D, E	A, C-E	A, D, E
Hungary	MA	Recall	na	na	D, E	D, E
Iceland	MS	Diary	E, F	E, F	D-F	C-F
Ireland	JNLR	Recall	A	A	C-F	C-F
Italy	Audiradio	Recall	A, D-F	A, D-F	A, D-F	A, D-F
Latvia	TRDS	Diary	A, D-F	A, D-F	A, C-F	A, C-F
Lithuania	TRDS	Diary	A, B, D-F	D-F	A-F	D-F
Luxembourg	ILRes EMA	Recall*	A, D, E	A, D, E	A, D, E	A, D, E
Netherlands	CLO	Diary	A, B, D-F	A, B, D-F	A-F	A-F
Norway	GR	Recall	A, B, D-F	D-F	A-F	D-F
Poland (1)	MM	Recall	A, F	A, F	A, C, F	A, C, F
Poland (2)	MS	Recall	A, B, D-F	D-F	C-F	D-F
Poland (3)	RM	Diary	A, B, D-F	D-F	A-F	D-F
Poland (4)	RT	Recall	D-F	A, B, D-F	B-F	A-F
Portugal	Bareme	Recall	A, E	D-F	A, C, E	C-F
Romania	MM	Diary	D, E	D, E	D, E	D, E
Russia (1)	GMIM	Diary	A, B, D-F	A, B, D-F	A-F	A-F
Russia (2)	GMIN	Recall	E, F	E, F	E, F	E, F
Slovakia (1)	MP	Diary	A, B, D-F	A, B, D-F	A-F	A-F
Slovakia (2)	M&TGI	Recall	A, B, D-F	A, B, D-F	A-F	A-F
Slovenia	MRS	Recall	B	na	DE	DE
Spain	EGM	Recall	A, B, D, E	A, B, D, E	A-E	A-E
Sweden (1)	Orvesto	Diary	na	na	na	E, F*
Sweden (2)	RUAB RR	Recall	A, B, D-F	na	A-F	D, F
Sweden (3)	SM	Recall	na	na	na	E*
Switzerland	SBC MS	Recall	A, B, E	A, B, E	A-C, E	A-C, E
Turkey	GRS	Recall	na*	na*	na*	na*
UK	RAJAR	Diary	A, B	A, B	A-F	A-F

*General footnote:* Codes under (1) **Total Radio** and (2) **Individual Radio Stations**: A - Amount of listening time per listener; B - Amount of listening time per head; C - Share of listening time; D - Ratings (e.g. quarter or half hour ratings; E - Daily reach; F - Weekly reach.

*Austria (2):* Ratings (D) and daily reach (E) figures are published. The listening time measures (A-C), though not weekly reach (F), can be obtained from ORF by special enquiry.

*Denmark (2):* See footnote to Table 4. Electronic reports are not produced, but basic pre-calculated measures are contained with the raw data that are delivered.

*Luxembourg:* Diary figures not released, being experimental at present.

*Sweden (1):* The TV and radio diary section of Orvesto is new and the first results have yet to be published. The immediate concern is to supply daypart, daily and weekly reach estimates, but other listening time measures could be added later.

*Sweden (3):* Will shortly be producing amount of listening time measures (A or B) to individual stations in the electronic reports.

*Turkey:* GRS does not supply quantitative estimates of listening time or of reach, but focuses on station profile data in terms of listener demographics and their general listening habits, preferences and attitudes.

**TABLE 19: DEMOGRAPHIC VARIABLES FOR REPORTING LISTENERSHIP DATA -  
(1) GEOGRAPHIC AREAS**

Country	Survey	Printed Reports	Electronic Reports
Austria (1)	OVA	Federal regions - 9	Federal regions - 9
Austria (2)	Radiotest	Federal regions - 9	Federal regions - 9; Localities - 121*
Belgium (1)	Radiometrie	North (Fl.)/South (Fr.) ; Provinces - 11	North (Fl.)/South (Fr.); Provinces - 11; Arrondissements - 43; Nielsen areas - 5
Belgium (2)	RadioScan	North (Fl.)/South (Fr.)	North (Fl.)/South (Fr.); Provinces - 9; Nielsen regions - 5
Bulgaria	MA	Regions - 9	Regions - 9
Czech Rep.	MP	Regions - 8	Regions - 8
Denmark (1)	ID/G	Counties - 15; Station marketing areas*	Counties - 15; Station marketing areas*; Postal codes - c400; Municipalities - 275
Denmark (2)	LU	Regions - 8; Station transmission and marketing areas	Station transmission and marketing areas
Estonia	TRDS	Macro-regions - 6	Macro-regions - 6; Admin. regions - 20
Finland	KRT	YLE regions - 19: Private station marketing areas - 30	YLE regions - 19: Private station marketing areas - 30
France	75000 Radio	UDA regions - 8; INSEE regions - 20; Nielsen regions - 9; Paris - 1*	UDA regions - 8; INSEE regions - 20; Nielsen regions - 9; Paris - 1*
Germany	MA	Regions - 49; Station transmission areas	Regions - 49; Station transmission and marketing areas
Greece (1)	ALKO RR	Regions - 2 (Athens area/Salonica)	Regions - 2 (Athens area/Salonica)
Greece (2)	Bari	Counties - 38; Athens sub-areas - 5; Salonica sub-areas - 5	Athens sub-areas - 5; Salonica sub-areas - 5
Greece (3)	ANRM	Athens/Thessaloniki - 2; Other areas - 3	Athens/Thessaloniki - 6; Other areas - 9
Hungary	MA	Budapest and 7 regions	Budapest and 7 regions
Iceland	MS	Reykjavik region	Reykjavik region
Ireland	JNLR	Regions - 4; Station marketing areas - 18	Regions - 4; Station marketing areas - 18
Italy	Audiradio	Macro-regions - 4; Regions - 19; Provinces - 103	Macro-regions - 4; Regions - 19; Provinces - 103
Latvia	TRDS	Regions - 5	Regions - 5
Lithuania	TRDS	Regions - 5	Regions - 5
Luxembourg	ILRes EMA	Regions - 5	Regions - 5
Netherlands	CLO	Regions - 13	Regions - 13
Norway	GR	Handelsfeld - 4; Handelsdistrict - 102*	Handelsfeld - 4; Handelsdistrict - 102; Handelsomrade - 19; Fylke - 20; Oslo areas - c20; Communes - c430*
Poland (1)	MM	Regions - 5; Departments - 49	Regions - 5; Departments - 49
Poland (2)	MS	Regions - 9	Regions - 9; Departments - 49
Poland (3)	RM	Regions - 12	Regions - 12
Poland (4)	RT	Regions - 17; Cities 11	Regions - 17; Cities 11; Departments - 49
Portugal	Bareme	Markttest regions - 6; Administration areas - 18*; Municipalities*	Markttest regions - 6
Romania	MM	Regions (including Bucharest) - 8	Regions (including Bucharest) - 8
Russia (1)	GMIM	Moscow only	Moscow only
Russia (2)	GMIN	National urban; Cities - 30	National urban; Cities - 30
Slovakia (1)	MP	Regions - 4	Regions - 4
Slovakia (2)	M&TGI	Regions - 8	Regions - 8; Station reception areas*
Slovenia	MRS	Regions - 8	Regions - 8
Spain	EGM	Regions - 17	Regions - 17; Provinces - 50
Sweden (1)	Orvesto	na	Counties 24; A regions - 70; Nielsen regions - 6; Station marketing areas
Sweden (2)	RUAB RR	Public station areas - 25; Private station marketing areas - 36	Public station areas - 25; Private station marketing areas - 36
Sweden (3)	SM	na	na (national only)

**TABLE 19 (continued)**

Country	Survey	Printed Reports	Electronic Reports
Switzerland	SBC MS	Linguistic regions - 3; Station marketing areas	Linguistic regions - 3; Station marketing areas
Turkey	GRS	Ankara areas - 6; Istanbul areas - 10; Station transmission/marketing areas	Ankara areas - 6; Istanbul areas - 10; Station transmission/marketing areas
UK	RAJAR	Commercial radio regions - 11; Station "total survey areas"	Commercial radio regions - 11; ISBA/ITV regions - 13; Station "total survey areas"

*Austria (2):* Localities are reported subject to the restriction of a minimum sample size of 400 persons.

*Denmark (1):* Each station has its own defined primary and secondary areas.

*France:* Listening data can be made available (on demand only) for station transmission or marketing areas.

*Norway:* For both printed and electronic reports, results are available by designated station transmission and marketing areas.

*Portugal:* Break-outs by administration area and municipality (Greater Lisboa and Greater Oporto) are only supplied in the annual reports.

*Slovakia (2):* Station reception areas as approximated by the question about ability to receive their signals.



**TABLE 20: DEMOGRAPHIC VARIABLES FOR REPORTING LISTENERSHIP DATA -  
(2) AGE AND SOCIODEMOGRAPHIC CLASSIFICATIONS**

Country	Survey	(1) Age		(2) Socio-demographics	
		Printed Reports	Electronic Reports	Printed Reports	Elec. Reports
Austria (1)	OVA	14-19; 20-29; 30-39; 40-49; 50-59; 60+	14-19; 20-24; 25-29; ...55-59; 60+	A-F	A-F
Austria (2)	Radiotest	14-19; 20-29; 30-39; ...60-69; 70+	Any age selection	A-F	A-F
Belgium (1)	Radiometrie	12-24; 25-34; 35-44; 45-54; 55+; 12-34	Any combination of five-year breaks after 12-14; 15-19....	A, C	A-C, E
Belgium (2)	RadioScan	12-24; 25-44; 45-64; 65+	12-14; 15-17; 18-20; 21-24; 25-34; ...65+	A-C	A-C, E
Bulgaria	MA	15-19; 20-29; 30-39; 40-49; 50-59; 60+	Any age selection	A-D, F	A-D, F
Czech Rep.	MP	12-19; 20-29; 30-39; ...70-79	Any age selection	A-D	A-D
Denmark (1)	ID/G	13-19; 20-29; 30-39; ...60-69; 70+	Any age selection	A-F	A-F
Denmark (2)	LU	13-19; 20-29; 30-39; ...60-69; 70+	Any age selection	E	A, B, D, E
Estonia	TRDS	12-14; 15-19; 20-29; ...50-59; 60+	Any age selection	A, D	A, B, D
Finland	KRT	9-14; 15-24; 25-34; ...55-64; 65+	Same	A-E	A-E
France	75000 Radio	15-19; 20-24; 25-34; 35-49; 50-59; 60+	Same...60-64; 65+	A-C	A-C
Germany	MA	14-19; 20-29; 30-39; ...60-69; 70+	Same*	A, B, D	A, B, D
Greece (1)	ALKO RR	12-17; 18-24; 25-34; 35-44; 45-54; 55-70; 12-34; 18-34; 25-44; 35-54	Same	B, E*	B, E*
Greece (2)	Bari	13-17; 18-24; 25-34; 35-44; 45-54; 55-70	Any combination of basic print breaks	A-C, E	A-C
Greece (3)	ANRM	15-19; 20-24; 25-34; 35-44; 45-54; 55-64	Any age selection	A-C, E	A-E
Hungary	MA	15-17; 18-29; 30-39; 40-49; 50-59; 60+	Same	A, B, D, E	A, B, D, E
Iceland	MS	12-19; 20-24; 25-34; 35-49; 50-67; 68-85	Any age selection	A, B, D, E	A-F
Ireland	JNLR	15-19; 20-24; 25-34; ...55-64; 65+	Same	B, C	B, C
Italy	Audiradio	14-14; 15-17; 18-24; 25-34; ...55-64; 65+	Any age selection	A, B	A, B
Latvia	TRDS	12-17; 18-24; 25-34; 35-54; 55-74	Any age selection	A-D	A-D
Lithuania	TRDS	12-14; 15-19; 20-29; 30-39; 40-49; 50-74	Any age selection	A, B, D	A-D
Luxembourg	ILRes EMA	12-14; 15-24; 25-34; 35-49; 50-64; 65+	Any age selection	A, B, D	A, B, D
Netherlands	CLO	13-19; 20-24; 25-34; 35-49; 50-64; 65+	Any age selection	A-C	A-C
Norway	GR	9-19; 20-39; 40-59; 60+	Any age selection	B	A-F
Poland (1)	MM	15-19; 20-24; 25-29; 30-39; ...60-69; 70-80	Same	B, D	B, D
Poland (2)	MS	15-19; 20-29; 30-39; 40-49; 50-59; 60+	Any age selection	A-E	A-E
Poland (3)	RM	10-14; 15-19; 20-24; 30-39; ...50-59; 60-75	Any age selection	A-E	A-D
Poland (4)	RT	15-24; 25-34; 35-44; 45-59; 60-75	Same	A-E	A-E
Portugal	Bareme	15-17; 18-24; 25-34; ...55-64; 65+	Same	A, C	A, C
Romania	MM	11-14; 15-19; 20-29; 30-39; ...50-59; 60-70	Any age selection	A, B	A, B*
Russia (1)	GMIM	16-19; 20-24; 25-34; ...55-64; 65+	Any age selection	A-D	A-F
Russia (2)	GMIN	16-19; 20-24; 25-34; ...55-64; 65+	Any age selection	A-D	A-D
Slovakia (1)	MP	14-29; 30-59; 60-79	Same	A, B, D, E	A, B, D, E
Slovakia (2)	M&TGI	14-19; 20-29; 30-39; ...70-79	Any age selection	A-E	A-F
Slovenia	MRS	10-14; 15-19; 20-24; 25-29; 30-39; 40-49; 50-59; 60-75	Same	B, C, E, F*	B, C, E*
Spain	EGM	14-24; 25-34; 35-44; 45-54; 55-64; 65+	Any age selection	A-C, E	A-C, E
Sweden (1)	Orvesto	na	Any combination of five-year breaks: 15-19; 20-24; etc.*	na	B-F
Sweden (2)	RUAB RR	9-19; 20-34; 35-49; 50-64; 65-79; + other combinations	Any age selection	A, B, D	A, B, D
Sweden (3)	SM	na	Single ages up to 24; five year breaks above: 25-29;....	na	A-F

**TABLE 20 (continued)**

Country	Survey	(1) Age		(2) Socio-demographics	
		Printed Reports	Electronic Reports	Printed Reports	Elec. Reports
Switzerland	SBC MS	15-19; 20-24; 25-29; 30-44; 45-64; 65+; 15-29; 30-49; 50+	Any age selection	A, B	A, B, D
Turkey	GRS	12-17; 18-25; 26-30; 31-40; 41+	Same	A-D	A-D
UK	RAJAR	4-14; 15-24; 25-34; 35-44; 45-54; 55+	Same*	C	C

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

*Germany:* The standard electronic reports contain the same age breaks as the printed reports; however, subscribers can obtain any selection through extra analysis of the respondent level data held by AG.MA.

*Greece (1):* Lifestyle/lifestage data are collected once a year (November wave).

*Romania:* Income questions are asked, but not reported for radio. However, income break-outs can be obtained through special analysis.

*Slovenia:* Occupation (A) and income (D) data can be obtained from the Media Research Institute - Mediana through special analysis.

*Sweden (1):* PC software warns when the sample size is low (threshold of 200). The sample size is boosted in the seven main geographical areas, providing samples of 700+ per four-month wave/reporting period. The boosted areas contain some 25 regional/local stations.

*United Kingdom:* The electronic reports are simply the printed reports in electronic form. More detailed analysis is possible via computer bureaux which purchase the respondent level data.

**TABLE 21: 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)	OVA	YES	YES	YES	YES	YES	YES	YES	YES	NO	NO	YES	YES
Austria (2)	Radiotest*	YES*	YES*	YES*	YES*	NO	NO	NO	NO	YES	YES	YES	YES
Belgium (1)	Radiometrie	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Belgium (2)	RadioScan	NO	YES	NO	YES	NO	NO	NO	NO	NO	YES	NO	YES
Bulgaria	MA	NO	NO	YES	YES	NO	NO	NO	NO	NO	NO	NO	NO
Czech Rep.	MP	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Denmark (1)	ID/G	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Denmark (2)	LU	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Estonia	TRDS	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Finland	KRT	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
France	75000 Radio	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Germany	MA	YES	YES	YES	YES	NO	NO	NO	NO	YES	YES	YES	YES
Greece (1)	ALKO RR	NO	NO	YES*	YES*	NO	NO	NO	NO	NO	NO	YES*	YES*
Greece (2)	Bari	YES	NO	YES	NO	NO	NO	NO	NO	YES	NO	YES	NO
Greece (3)	ANRM	YES	YES	YES	YES	NO	NO	NO	NO	NO	NO	NO	NO
Hungary	MA	YES*	YES*	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
Iceland	MS	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Ireland	JNLR	YES	YES	YES	YES	NO	NO	NO	NO	YES	YES	YES	YES
Italy	Audiradio	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Latvia	TRDS	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Lithuania	TRDS	YES	NO	YES	NO	YES	NO	YES	NO	NO	NO	NO	NO
Luxembourg	ILRes EMA	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Netherlands	CLO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Norway	GR	NO	YES	NO	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)	MS	NO	NO	NO	YES	NO	NO	NO	NO	NO	NO	NO	NO
Poland (3)	RM	YES	NO	YES	NO	NO	NO	NO	NO	NO	NO	NO	NO
Poland (4)	RT	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Portugal	Bareme	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Romania	MM	YES	NO	YES	NO	NO	NO	NO	NO	YES	NO	YES	NO
Russia (1)	GMIM	NO	YES	NO	YES	NO	NO	NO	YES	NO	YES	NO	YES
Russia (2)	GMIN	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Slovakia (1)	MP	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	NO	NO
Slovakia (2)	M&TGI	YES	YES	YES	YES	YES	YES	YES	YES	NO	NO	YES	YES
Slovenia	MRS	YES*	YES	YES*	YES	NO	NO	NO	NO	YES	YES	NO	NO
Spain	EGM	NO	NO	YES	YES	NO	NO	NO	NO	YES	YES	YES	YES
Sweden (1)	Orvesto	NO	YES	NO	YES	NO	NO	NO	YES	NO	YES	NO	YES
Sweden (2)	RUAB RR	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Sweden (3)	SM	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES
Switzerland	SBC MS	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Turkey	GRS	YES	YES	YES	YES	YES	YES	YES	YES	NO	NO	NO	NO
UK	RAJAR	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO

*Austria (2):* Consumer data are added through fusion with the Media-Analyse. The product/service purchasing and consumption data are limited.

*Greece (1):* Consumer data are collected once a year (November wave).

*Hungary:* Product/service purchasing questions are not always asked.

*Slovenia:* Questions on product/service purchasing and consumption are published in summary form in the printed reports. The consumer data are available for special analysis by the Media Research Institute - Mediana.

**TABLE 22: RECENT CHANGES IN SURVEY DESIGN**

Country	Survey	Sampling Method.	Sample Size	Duration of Fieldwork	Listening Data Collection Methods	Comp. Assist. Data Collect.	Operational Definitions of Listening Measures	Other Listening Qs	Type of Contract	Other
Austria (1)	OVA	NO	NO	NO	NO	NO	NO	NO	NO	NO
Austria (2)	Radiotest	NO	NO	NO	NO	YES*	NO	NO	NO	NO
Belgium (1)	Radiometrie	NO	NO	NO	NO	NO	NO	NO	NO	NO
Belgium (2)	RadioScan	na	na	na	na	na	na	na	na	na
Bulgaria	MA	NO	YES*	NO	NO	NO	NO	NO	NO	YES*
Czech Rep.	MP	NO	YES*	NO	NO	NO	NO	NO	NO	YES*
Denmark (1)	ID/G	NO	NO	NO	NO	NO	NO	NO	NO	NO
Denmark (2)	LU	NO	NO	NO	NO	NO	NO	NO	NO	NO
Estonia	TRDS	YES*	YES*	YES*	NO	NO	NO	NO	NO	YES*
Finland	KRT	NO	NO	NO	NO	NO	NO	NO	NO	YES*
France	75000 Radio	NO	NO	NO	NO	NO	NO	NO	NO	NO
Germany	MA	NO	NO	NO	NO	NO	YES*	NO	NO	NO
Greece (1)	ALKO RR	NO	NO	NO	NO	NO	NO	NO	NO	NO
Greece (2)	Bari	NO	NO	NO	YES*	NO	NO	NO	NO	NO
Greece (3)	ANRM	NO	NO	YES*	NO	NO	NO	NO	NO	YES*
Hungary	MA	NO	NO	NO	NO	NO	NO	NO	NO	NO
Iceland	MS	NO	NO	NO	NO	NO	NO	NO	NO	NO
Ireland	JNLR	NO	NO	NO	NO	NO	NO	YES*	NO	YES*
Italy	Audiradio	YES*	NO	NO	NO	NO	NO	NO	NO	NO
Latvia	TRDS	NO	NO	NO	NO	NO	NO	NO	NO	NO
Lithuania	TRDS	YES*	YES*	YES*	YES*	NO	NO	YES*	NO	NO
Luxembourg	ILRes EMA	NO	NO	NO	NO	NO	NO	NO	NO	NO
Netherlands	CLO	NO	YES*	NO	NO	NO	NO	NO	NO	NO
Norway	GR	NO	YES*	NO	NO	NO	NO	NO	NO	NO
Poland (1)	MM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Poland (2)	MS	NO	YES*	NO	NO	NO	NO	NO	NO	NO
Poland (3)	RM	YES*	YES*	NO	NO	NO	NO	NO	NO	NO
Poland (4)	RT	YES*	NO	NO	NO	NO	NO	YES*	NO	NO
Portugal	Bareme	NO	NO	NO	NO	NO	NO	NO	NO	NO
Romania	MM	YES*	YES*	NO	NO	NO	NO	YES*	NO	NO
Russia (1)	GMIM*	na	na	na	na	na	na	na	na	na
Russia (2)	GMIN	YES*	YES*	NO	YES*	NO	NO	NO	NO	NO
Slovakia (1)	MP	na*	na*	na*	na*	na*	na*	na*	na*	na*
Slovakia (2)	M&TGI	na	na	na	na	na	na	na	na	na
Slovenia	MRS	YES*	YES*	YES*	NO	NO	NO	NO	NO	NO
Spain	EGM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Sweden (1)	Orvesto	na	na	na	na	na	na	na	na	na
Sweden (2)	RUAB RR	NO	NO	NO	NO	NO	NO	NO	NO	YES*
Sweden (3)	SM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Switzerland	SBC MS	NO	NO	NO	NO	NO	NO	NO	NO	YES*
Turkey	GRS	NO	YES*	YES*	NO	NO	NO	YES*	NO	NO
UK	RAJAR	NO	NO	NO	YES*	NO	NO	NO	NO	NO

*General footnote:* na (not applicable) has been used for surveys which have launched since mid 1996.

*Austria (2):* The switch to CATI has been made with the 1997 survey.

*Bulgaria:* (a) The sample has been increased from 1,000 interviews a month to 1,600 interviews a month from the second wave (Apr/May 1997) onwards, yielding a 1997 annualized total of 9,000 interviews. (b) Some changes have also been made in the consumer questions.



*Czech Republic:* (a) The sample size has been enlarged from 15,000 in 1996 to 20,000 in 1997. (b) TV viewing is no longer measured by 15 minute intervals and some other questions have been dropped. As a result, the average length of interviews has reduced from about one hour to about 45 minutes.

*Estonia:* The diary survey switched from discrete waves to the present long term panel structure in 1995. With this, the reporting structure changed and the reporting samples increased.

*Finland:* The main change under the new industry contract, which commenced in September 1996, is the creation of a long term panel in the Helsinki area. Before then, the same methodology was employed in Helsinki as in the rest of the country.

*Germany:* Since MA 95, the definition of advertising exposure has been changed. It is now taken as the ratio of commercial airtime covered by claimed listening to the total commercial airtime carried by the station.

*Greece (2):* Following a 23-week test period, the survey has changed from recall only to mixed recall (75% of sample) and diary (25%) methodologies of data collection in September 1996. This has been done in order to learn the relation between daily and weekly listenership from the diaries, and then to apply it to the total sample in the software.

*Greece (3):* (a) From 1996, three 12-week waves have replaced the original two 35-day waves, while the sample size has stayed the same. (b) A monthly reach question has been added to the survey in 1997.

*Ireland:* (a) Question about the location of listening has been included in the 1997 survey for the first time. (b) Software has been introduced which allows more extensive cross-tab analyses and supplies a new reach and frequency model.

*Italy:* Prior to 1995, Audioradio employed two different samples for estimating listenership of national stations and regional/local stations. From 1995 onwards, one sample has been employed for both.

*Lithuania:* Data collection methodology has changed completely since the switch to diaries in 1996. Before then, recall methods were employed, with a random monthly sample of 1,000 persons. The radio questions were part of an omnibus survey, for which fieldwork duration was 14 days per month (168 days per annum).

*Netherlands:* As from November 1996, over-sampling of some regions has been kept for the whole year instead of in just two months. This has been to enable full regional reporting in the monthly reports. As a consequence, the annualized sample size has increased from about 10,000 to 12,000 persons.

*Norway:* The annual sample was increased from about 48,000 to 60,000 interviews in 1995.

*Poland (2):* Sample size has increased from about 12,000 persons in 1996 to 20,000 in 1997.

*Poland (3):* The sample has been regionalized and doubled in size.

*Poland (4):* (a) In 1996 an overall sample target was set for the whole year, but was allowed to fluctuate by month. For 1997, monthly sample sizes have been held constant. (b) Last week reach question has been added in the 1997 survey.

*Romania:* Since 1996: (a) Sampling methods have changed from quota to random; (b) The Bucharest monthly sample has increased from 300 to 500 persons; (c) Questions have been added concerning quality of sound reception, trust in radio stations and programme preferences.

*Russia (2):* (a) Sampling frame and basis of population estimates have changed in several details. (b) The annualized "national" 52-city sample has been increased from about 8,000 to 10,000 persons. (c) Moscow is no longer measured as one of the individual cities, but is covered by its own diary survey.

*Slovakia (1):* The new survey is fundamentally similar to the former survey in which GfK-Slovakia was partner with AISA Slovensko and MEDIAN. The main difference in survey design is the annual sample size. It has been increased from about 5,000 diaries in 1996 to about 7,000 in 1997.

*Slovenia:* (a) Sampling methodology has changed from a random sample (with Kish procedure for selecting individuals) to the current multistage random sample with addresses obtained from the Statistical Council of Slovenia. (b) The sample has expanded from 4,000 to 8,000 persons in the last two years. (c) Fieldwork has extended from Spring and Autumn waves to full year coverage.



*Sweden (2):* The time-span covered by the quarterly printed reports for the whole country and the three main cities has changed from 10 weeks to 20 weeks.

*Switzerland:* Press readership questions were tried for the first time experimentally in the last quarter of 1995. They have been included for the first time on a non-experimental basis in the 1997 survey, and for the full year. The future inclusion of press readership questions for 1998 and beyond has not been decided.

*Turkey:* The monthly sample size and duration of fieldwork have increased since the commencement of the survey in January 1996. The questions have also been adjusted over time.

*United Kingdom:* There was a temporary move to free format listing, whereby respondents could choose order of columns with the use of sticky labels from a "repertoire" list. This took place in the last quarter of 1995 and in the first quarter of 1996. The main purpose was to reduce diary congestion; however, the methods used led to under-reporting of station reach (the shortfall being among found among infrequent listeners to a station). Pre-printed lists were reverted to in the second quarter of 1996.

**TABLE 23: FUTURE CHANGES IN SURVEY DESIGN - AREAS OF DEBATE OR FIRM PLANS**

Country	Survey	Sampling Method.	Sample Size	Duration of Fieldwork	Listening Data Collection Method.	Comp. Assist. Data Collect.	Operational Definitions of Listening Measures	Other Listening Qs	Type of Contract	Other
Austria (1)	OVA	NO	NO	NO	NO	NO	NO	NO	NO	NO
Austria (2)	Radiotest	NO	YES*	NO	NO	NO	NO	NO	NO	NO
Belgium (1)	Radiometrie	NO	NO	NO	NO	NO	NO	NO	NO	NO
Belgium (2)	RadioScan	NO	NO	NO	NO	NO	NO	NO	NO	NO
Bulgaria	MA	NO	YES*	NO	NO	NO	NO	NO	NO	YES*
Czech Rep.	MP	NO	NO	NO	NO	NO	NO	NO	NO	NO
Denmark (1)	ID/G	YES*	YES*	YES*	YES*	NO	YES*	YES*	YES*	YES*
Denmark (2)	LU	na*	na*	na*	na*	na*	na*	na*	na*	na*
Estonia	TRDS	NO	NO	NO	NO	YES*	NO	YES*	YES*	YES*
Finland	KRT	NO	NO	NO	NO	NO	NO	NO	NO	YES*
France	75000 Radio	YES*	NO	YES*	NO	NO	NO	NO	NO	NO
Germany	MA	NO	NO	NO	YES*	YES*	NO	NO	NO	NO
Greece (1)	ALKO RR	NO	YES*	YES*	YES*	YES*	NO	NO	NO	NO
Greece (2)	Bari	NO	NO	NO	NO	YES*	NO	NO	NO	NO
Greece (3)	ANRM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Hungary	MA	NO	NO	NO	NO	NO	NO	NO	NO	NO
Iceland	MS	NO	NO	NO	NO	NO	NO	NO	NO	NO
Ireland	JNLR	NO	NO	NO	NO	NO	NO	NO	NO	NO
Italy	Audiradio	NO	NO	NO	NO	NO	NO	NO	NO	NO
Latvia	TRDS	NO	NO	NO	NO	NO	NO	YES*	NO	YES*
Lithuania	TRDS	NO	NO	NO	NO	NO	NO	NO	NO	NO
Luxembourg	ILRes EMA	NO	YES*	NO	NO	NO	NO	NO	NO	NO
Netherlands	CLO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Norway	GR	NO	NO	NO	NO	NO	NO	YES*	NO	NO
Poland (1)	MM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Poland (2)	MS	NO	NO	NO	NO	NO	NO	NO	NO	NO
Poland (3)	RM	NO	NO	YES*	NO	NO	NO	YES*	NO	NO
Poland (4)	RT	NO	NO	NO	NO	YES	NO	NO	NO	NO
Portugal	Bareme	YES*	NO	NO	NO	NO	NO	NO	NO	NO
Romania	MM	YES*	YES*	YES*	YES*	NO	NO	NO	NO	YES*
Russia (1)	GMIM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Russia (2)	GMIN	NO	NO	NO	NO	NO	NO	NO	NO	NO
Slovakia (1)	MP	NO	NO	NO	NO	NO	NO	NO	NO	NO
Slovakia (2)	M&TGI	YES*	YES*	YES*	NO	NO	NO	NO	NO	NO
Slovenia	MRS	NO	NO	NO	NO	NO	NO	NO	NO	NO
Spain	EGM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Sweden (1)	Orvesto	NO	YES*	NO	NO	NO	NO	NO	NO	NO
Sweden (2)	RUAB RR	NO	NO	NO	NO	NO	NO	NO	NO	YES*
Sweden (3)	SM	NO	NO	NO	NO	NO	NO	NO	NO	NO
Switzerland	SBC MS	NO	NO	NO	NO	NO	NO	NO	NO	YES*
Turkey	GRS	NO	YES*	YES*	NO	NO	NO	YES*	NO	NO
UK	RAJAR	NO	NO	NO	NO	NO	NO	NO	NO	NO*

*Austria (2):* The launch of 45 private local stations is expected in the near future. The sample size has to increase as a result.

*Bulgaria:* (a) The sample size may increase further to around 12,000 interviews a year, although this is not definite. (b) Questions about lifestyle and leisure activities may be added. Lifestyle questions were tried for the first time in the Easter (Apr/Mar) wave, but so far have not been used since.

*Denmark (1):* Gallup has been awarded a joint industry contract for a completely new survey which will combine measurement of the national and regional services offered by the public service broadcaster, Danmarks Radio, with private commercial regional and local services. The contract commences on 1 July 1997. The new national survey will employ one week diaries, with recruitment by telephone (estimated 28,000 recruitment interviews to yield a sample of at least 23,200 diary respondents per annum). The diary study will contain some other media and consumer questions for purposes of multimedia planning. Likewise, the current telephone interview survey will continue to employ some radio questions.

*Denmark (2):* Last year of the present survey, which will be superseded by the new contract for the whole radio sector in July. A decision has not been taken about future radio listenership research.

*Estonia:* TV peplemeters could be introduced in the next year or two. When this happens, it will entail a review of the survey design for radio, which is now linked with television. It could also affect the contractual arrangements, possibly leading to a joint industry structure for overseeing radio research. Among the possibilities being considered for the future are recall and CATI methods of collecting listenership data. In the more immediate future, there is some discussion of producing monthly as well as quarterly reports of radio listening (most likely for the electronic updates).

*Finland:* The procedures for assigning individual weights in station overlap areas are to due to change from September 1997.

*France:* The sampling methodology is being reviewed. 75000 Radio employs interlocking demographic quotas for (1) Sex and Age and (2) Sex and working Status. It may use more quotas in the future. Likewise, the daily hours of fieldwork may be extended to later into the evening. Decisions have not yet been taken in either case.

*Germany:* CATI Methods of collecting recall data are under discussion.

*Greece (1):* It is proposed to extend the duration of waves to eight weeks and to more than double the sample sizes from September. The survey may also switch to CATI methods of data collection.

*Greece (2):* The introduction of computer assisted personal interviews is being considered.

*Latvia:* (a) The introduction of a question about location of listening is under consideration. (b) The introduction of television peplemeters is expected in 1998. When this happens, the survey design for radio audience measurement could change.

*Luxembourg:* The sample for the main CATI survey will remain at 3,500, while the (experimental) diary sample will be expanded to 1,000 or more individuals.

*Norway:* The introduction of a question about the location of listening is being discussed.

*Poland (3):* Want to (a) cover all weeks and (b) include some additional control questions about radio listening.

*Portugal:* Sampling methodology may change from random selection of numbers from telephone directories to random dialling.

*Romania (1):* Planned changes for 1998 include (a) use of postal address lists as sampling frame for respondent selection, (b) enlargement of national panel from 800 to 1,000 respondents per month, (c) 14 day diaries, (d) allowance of more than one station entry per 15 minute interval and (e) inclusion of lifestyle questions. Also, (f) with TV people-meter measurement likely to be introduced in 1998, the switch from quarterly independent samples to a longer term panel structure with rotating samples is now being looked at; and (g) new measures (e.g. listening time per listener, share of listening time, etc.) may be introduced as and when the software becomes available.

*Slovakia (2):* Issues currently under discussion include (a) enlargement of sample size, (b) sampling methodology (whether to change from quotas to random sampling methods) and (c) extension of fieldwork duration.

*Sweden (1):* Looking to increase sample sizes in 1998 in order to provide more in-depth coverage of local radio stations.

*Sweden (2):* The periods chosen for the reports are often discussed. They have changed recently (see footnote to Table 22) and are liable to change again.

*Switzerland:* Experiments have been conducted with metering techniques for collecting listenership data. Metered measurement of radio listening could become reality over the next few years.

*Turkey:* Further changes are anticipated in those parts of the survey where changes have occurred already.

*United Kingdom:* No real change is anticipated in the near-term; however, development work for the next contract, due to commence in 1999, includes further experiments on diary formats (comparisons of vertical listings with horizontal listings with "stick-in" label listings preceded by a preliminary card sort for the station repertoire). At this stage, the results are purely experimental.

**TABLE 24: SURVEYS CONDUCTED BY MEDIAMETRIE IN CENTRAL AND EASTERN EUROPE**

Country	Survey Areas	Surveyed Media	Universe	Interview Method *	Fieldwork Duration - Weeks	Sample Size	Number of Waves	Latest Wave
Belarus	All Belarus	Radio; TV; Print	Indiv. 15+	FtF	3	3,150	1	Summer 1995
	Minsk	Radio; TV; Print	Indiv. 15+	FtF	3	1,050	1	Summer 1995
Bulgaria	Sofia	Radio; TV; Print	Indiv. 15+	FtF	3	1,050	3	Summer 1997*
Czech Rep.	Prague	Radio; TV; Print	Indiv. 15+	FtF	3	1,050	8	Spring 1996
Hungary	Budapest	Radio; TV; Print	Indiv. 15+	FtF	3	1,050	2	Spring 1995
Poland	All Poland	Radio; TV; Print	Indiv. 15+	FtF	6	8,900	1	Autumn 1995
	Warsaw	Radio; TV; Print	Indiv. 15+	FtF	3	1,050	6	Autumn 1995
Romania	Bucharest	Radio; TV; Print	Indiv. 15+	FtF	3	1,050	4	Spring 1996
	Six cities*	Radio; TV; Print	Indiv. 15+	FtF	3	3,15 *	1	Spring 1996
Russia	Moscow	Radio; TV; Print	Indiv. 15+	FtF	3	1,050	9	Spring 1997*
	St Petersburg	Radio; TV; Print	Indiv. 15+	FtF	3	1,050	9	Spring 1997*
Ukraine	All Ukraine	Radio; TV; Print	Indiv. 15+	FtF	3	3,150	1	Autumn 1995
	Kiev	Radio; TV; Print	Indiv. 15+	FtF	3	1,050	1	Autumn 1995

*General footnote:* Code under **Interview Methodology**: FtF- Face-to-face.

*Bulgaria, Russia (Moscow and St Petersburg):* One survey (i.e. one wave) has been conducted in (Spring) 1997.

*Romania:* (a) Six cities are Baia Mare, Calarasi, Hateg, Iasi, Suceava and Valcea. (b) The sample size per city is 525.



**TABLE 25: CONTACT ADDRESS**

Country	Survey	Contact Address
Austria (1)	OVA	IMAS International Khevenhuellerstrasse 14 A-4020 Linz Tel: +43 732 663011; Fax: +43 732 6630116; E-Mail: lmas@ping.at
Austria (2)	Radiotest	ORF (Osterreichischer Rundfunk) A-1040 Wien Argentinierstr. 30A Tel: +43 1 50101 8075/8076 (Radio research dept); Fax: +43 1 50101 8078; E-Mail: Sigrid.svitek@orf.at
Belgium (1)	Radiometrie	INRA Belgium 430 Avenue Louise Bte 10 1050 Bruxelles Tel: +32 2 648 80 10; Fax: +32 2 648 34 08
Belgium (2)	RadioScan	RMB (Regie Media Belge) Rue Colonel Bourg 133 1140 Bruxelles Tel: +32 2 730 4519; Fax: +32 2 730 6340; E-Mail: m.losange@rmb.be
Bulgaria	MA	GfK-Bulgaria 10 Tzar Osvoboditel Blvd. 1000 Sofia Tel: +35 92 87 02 49, 88 33 84; Fax: +35 92 98 01 239; E-Mail: Gfkbul@mbox.digsys.bg
Czech Rep.	MP	GfK Praha Ujezd 40/450 11801 Praha 1 Tel: +420 2 5700 7621; Fax: +420 2 5700 7655; E-Mail: valent@gfk-praha.anet.cz
Denmark (1)	ID/G	Gallup A/S Marina Park Sundkrogsgade 10 2100 Copenhagen Tel: +45 39 27 27 27; Fax: +45 31 18 24 66; E-Mail: Gallup@gallup.dk
Denmark (2)	LU	ACNielsen AIM A/S Strandboulevarden 89 2100 Copenhagen Tel: +45 35 43 35 43; Fax: +45 35 43 26 34; E-Mail: li@acnielsen.aim.dk
Estonia	TRDS	Balti Meediateabe AS Ahtri 12 EE0001 Tallinn Tel: +372 626 8400; Fax: +372 626 8401; E-Mail: Info@bmf.ee
Finland	KRT	Finnpanel Oy Bulevardi 3 B 00120 Helsinki Tel: +358 9 615 4611; Fax: +358 9 615 46300; E-Mail: Jouni.talonen@finnpanel.fi
France	75000 Radio	Mediametrie 55/63, rue Anatole France 92532 Levallois-Perret Cedex Tel: +33 1 47 58 97 05; Fax: +33 1 47 58 09 60; E-Mail: Aroman@mediametrie.fr
Germany	MA	Arbeitsgemeinschaft Media-Analyse e.V. Wolfgangstrasse 92 60322 Frankfurt am Main Tel: +49 69 15 68 05-0; Fax: +49 69 15 68 05-40
Greece (1)	ALKO RR	ALKO Marketing Research 131 Patision Avenue 112 51 Athens Tel: +30 1 881 2508/5947; Fax: +30 1 881 6835

**TABLE 25 (continued)**

Country	Survey	Contact Address
Greece (2)	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 8085; E-Mail: Focus@techlink.gr
Greece (3)	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 H 1012 Budapest Attila ut 93 Tel: +36 1 156 8885; Fax: +36 1 175 3846; E-Mail: Szonda@hungary.com
Iceland	MS	The Social Science Institute University of Iceland Reykjavik Tel: +354 525 4545; Fax: +354 552 6806
Ireland	JNRR	MRBI Ltd Temple House Temple Road Blackneck, Co. Dublin Tel: +353 1 278 1011; Fax: +353 1 278 1022
Italy	Audiradio	Audiradio S.r.L. Via Larga 19 20122 Milano Tel: +39 2 5832 7166; Fax: +39 2 5832 7167
Latvia	TRDS	Baltic Media Facts Latvia Akas Iela 7 LV1011 Riga Tel: +371 731 2480; Fax: +371 731 2483; E-Mail: bmf@mbox.riga.lv
Lithuania	TRDS	Baltic Surveys Ltd Didlaukio 47 2057 Vilnius Tel: +370 2 76 27 90/76 24 62; Fax: +370 2 652 102/762 681; E-Mail: Baltic.surveys@post.omnitel.net
Luxembourg	ILRes EMA	ILRes 15, Rue du Marche aux Herbes L-1278 Luxembourg Tel: +352 47 50 211; Fax: +352 46 26 20; E-Mail: Ilres@pt.lu
Netherlands	CLO	Intomart bv P.O. Box 10 004 1201 DA Hilversum Tel: +31 35 62 58 411; Fax: +31 35 62 80 680; E-Mail: heloise.van.den.berg@Intomart.nl
Norway	GR	Norsk Gallup Institutt A/S, Postboks 9016 - Gronland 0133 Oslo Tel: +47 22 989 500; Fax: +47 22 113 322; E-Mail: Http://www.sol.no/gallup/
Poland (1)	MM	Estymator - Institute for Media and Market Research ul. Gorskiego 1 m. 2 P-43 00-950 Warszawa Tel: +48 22 827 4762; Fax: +48 22 827 4762; E-Mail: jch@astrouw.edu.pl

**TABLE 25 (continued)**

Country	Survey	Contact Address
Poland (2)	MS	Instytut GfK-Polonia ul. Swietokrzyska 14 00-050 Warszawa Tel: +48 22 826 10 73; Fax: +48 22 826 69 33; E-Mail: Gfk-med@ikp.atm.com.pl
Poland (3)	RM	OBOP ul. Dereniowa 11 02-776 Warszawa Tel: +48 22 644 11 05; Fax: +48 22 644 99 47; E-Mail: W.Pawlak@obop.com.pl
Poland (4)	RT	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; E-Mail: jac-rza@smgkrc.pl
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