

# DRU - Nordland, Shutdown report



*Seniorkonsulent Salve N Jortveit*

**KANTAR TNS**

*Radio.no*

# Comments on the survey



As part of the shutdown of the national FM-network in Nordland, 11th of January 2017, Kantar TNS conducted a survey during the period 13 January to 17 January. The results from the survey are compared with similar survey in Nordland in November and December 2016.

- The field period before shutdown is in November and December 2016
- The field period after shutdown is week 9 (February 27th to March 5th)
- Number of interviews before shutdown: 799
- Number of interviews after shutdown : 762
- The universe for the survey is the population in Nordland 15 years +.
- Telephone interview(CATI)
- The “daily listener share” is based on listening “yesterday”.

---

DRU - Nordland, shutdown report

# Weight



Data from the two surveys are reported in part on person level and partially at household level.

Data at person level is weighted for gender and age as well as daily coverage of radio in Nordland before the shutdown, obtained from DRU 2016, which is harmonized with the levels of PPM. 1% corresponds to 2013 persons 15 years + in Nordland.

Questions linked to households (eg the number of appliances in the household) is weighted toward household size and centrality. 1% of households equals 1,094 households in Nordland.

---

DRU - Nordland, shutdown report

1

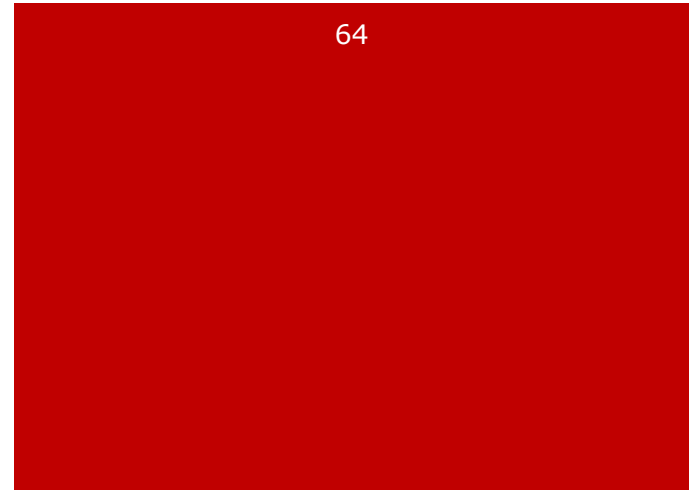
Listener reach



# Reach: before vs. after shutdown



Total daily, before shutdown



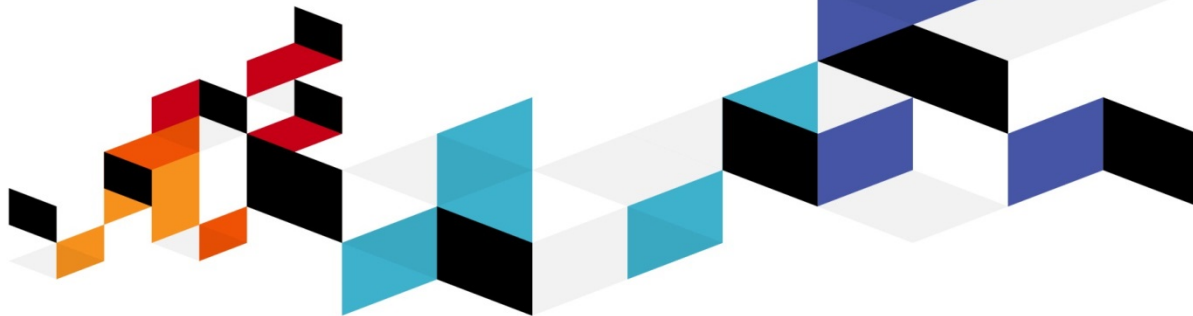
Total daily, after shutdown

Base 799 / 762

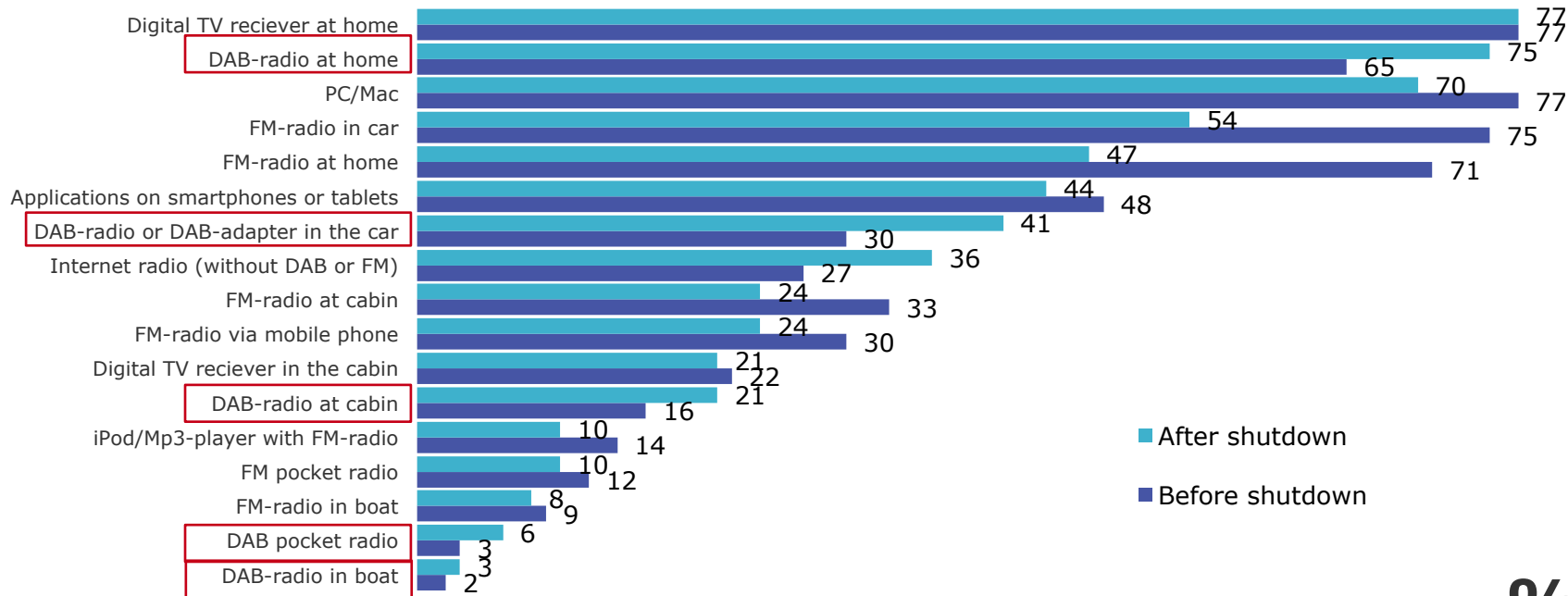
DRU - Nordland, shutdown report

2

## Available radio equipment



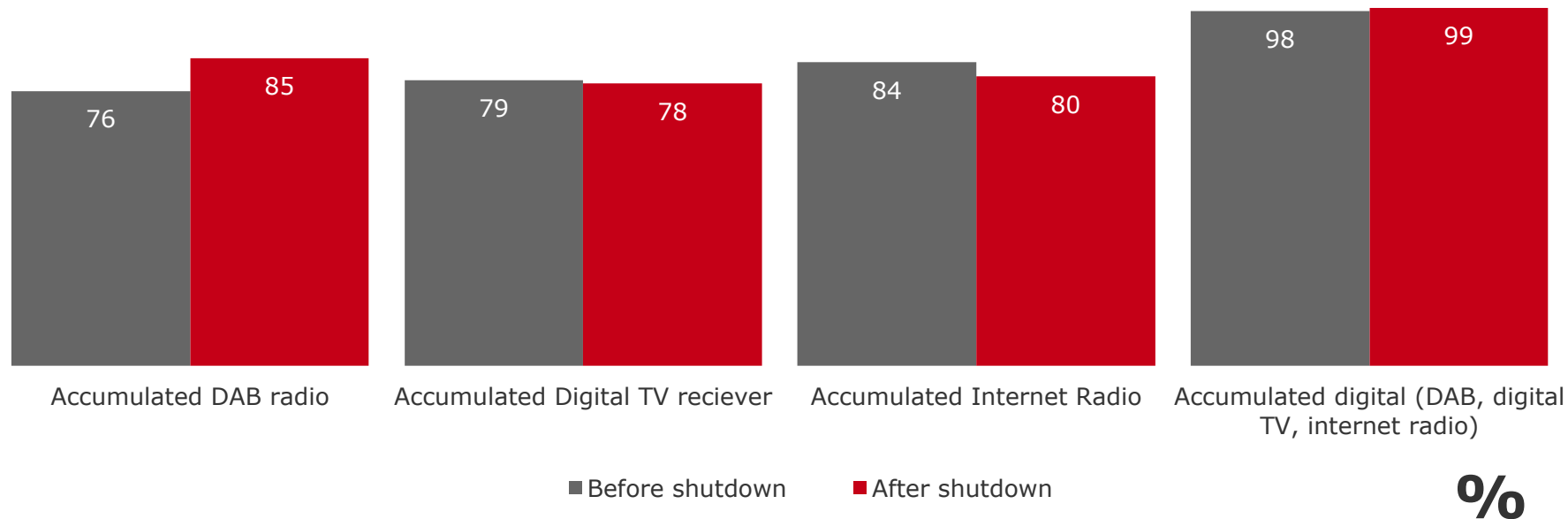
# Available radio equipment



Base 799 / 762

DRU - Nordland, shutdown report

# Available radio equipment



Base 799 / 762

DRU - Nordland, shutdown report



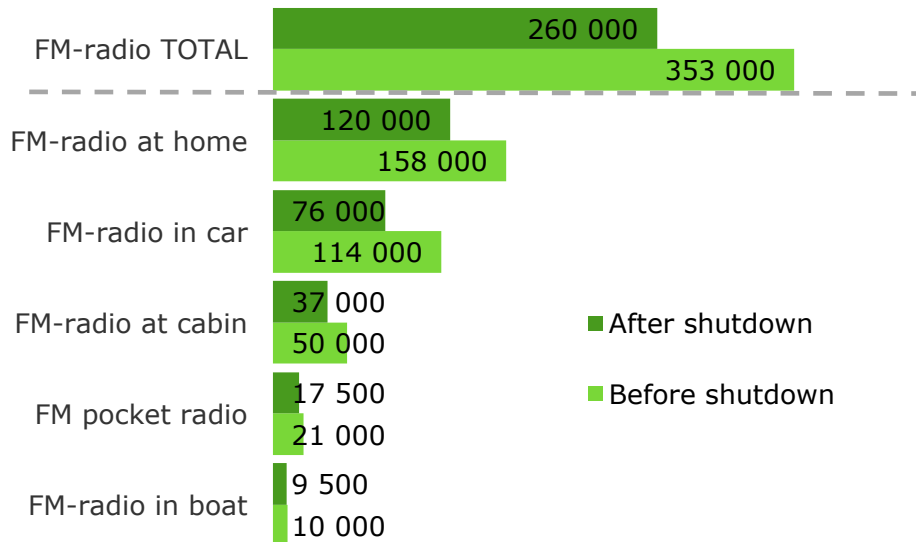
3

Number of devices

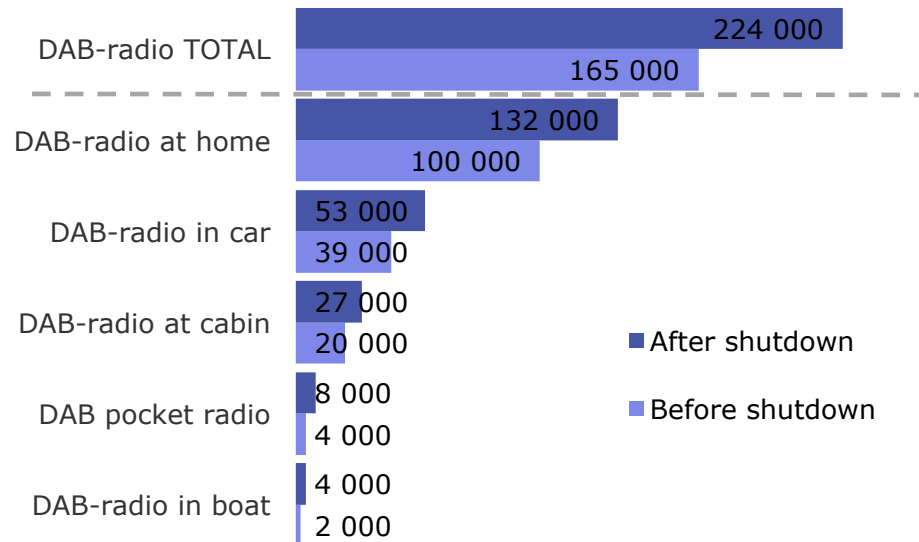


# Estimated number of devices

## Estimated number of FM devices in households in Nordland



## Estimated number of DAB devices in households in Nordland



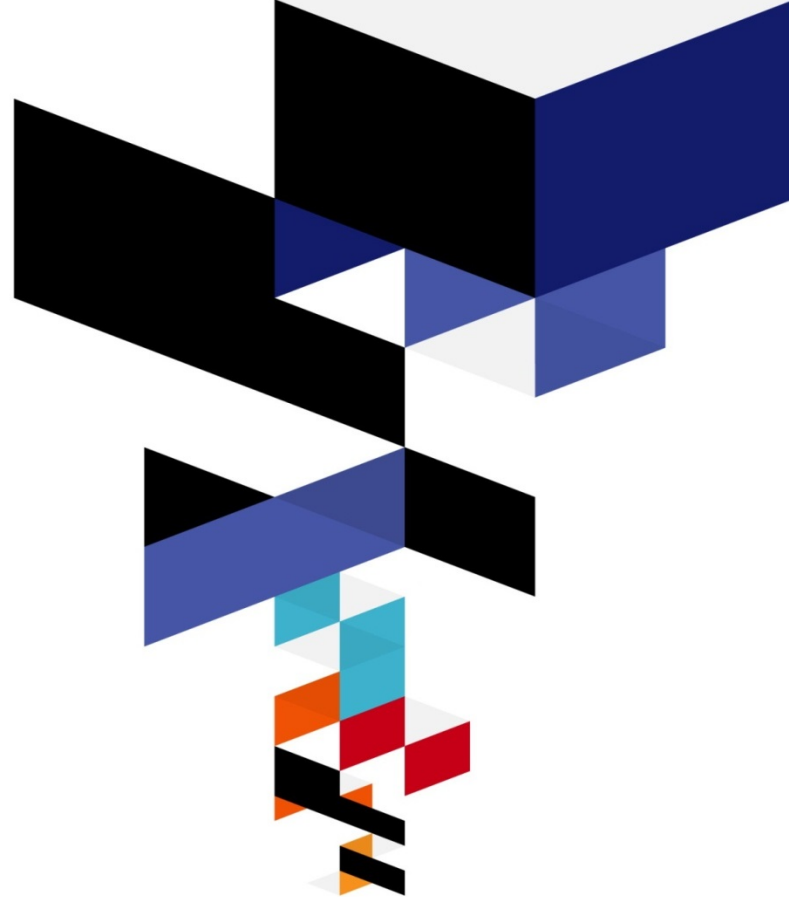
Base 799 / 762

Based on SSB's statistics on the number of households: 109,444 in Nordland

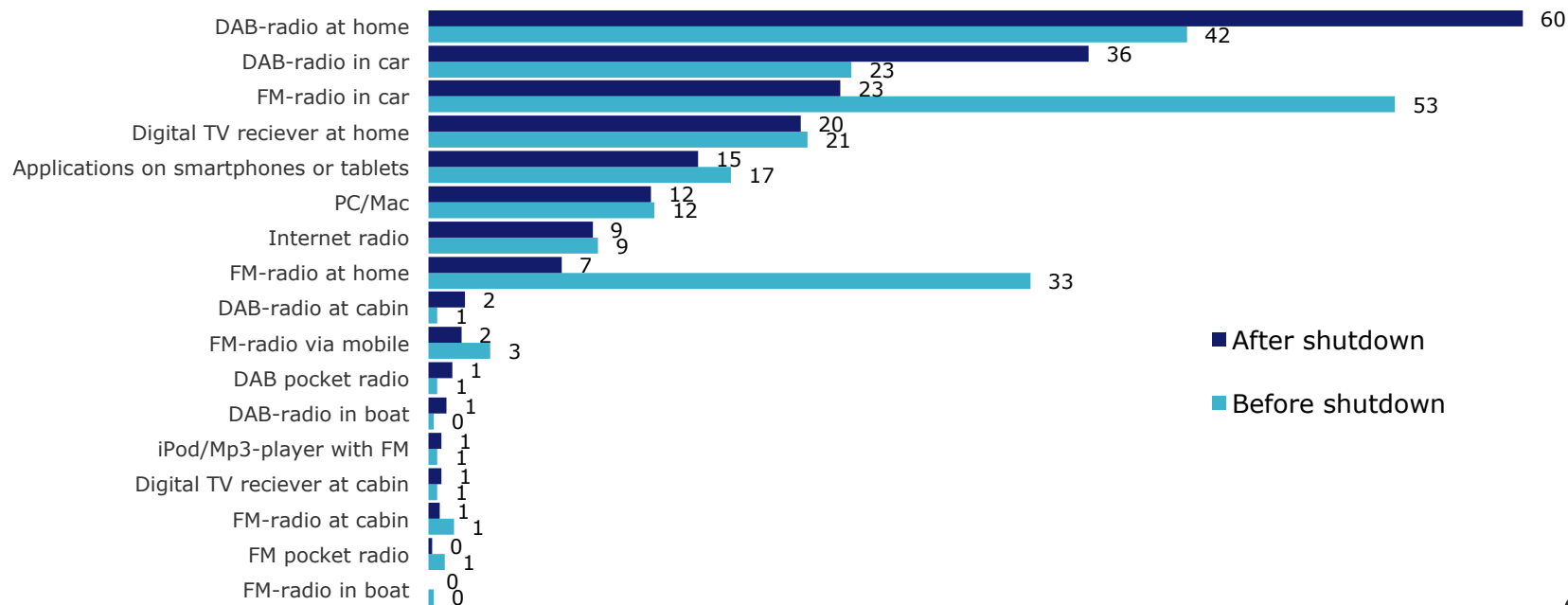
DRU - Nordland, shutdown report

# 4

## Devices used for radio listening



# Devices used for daily radio listening



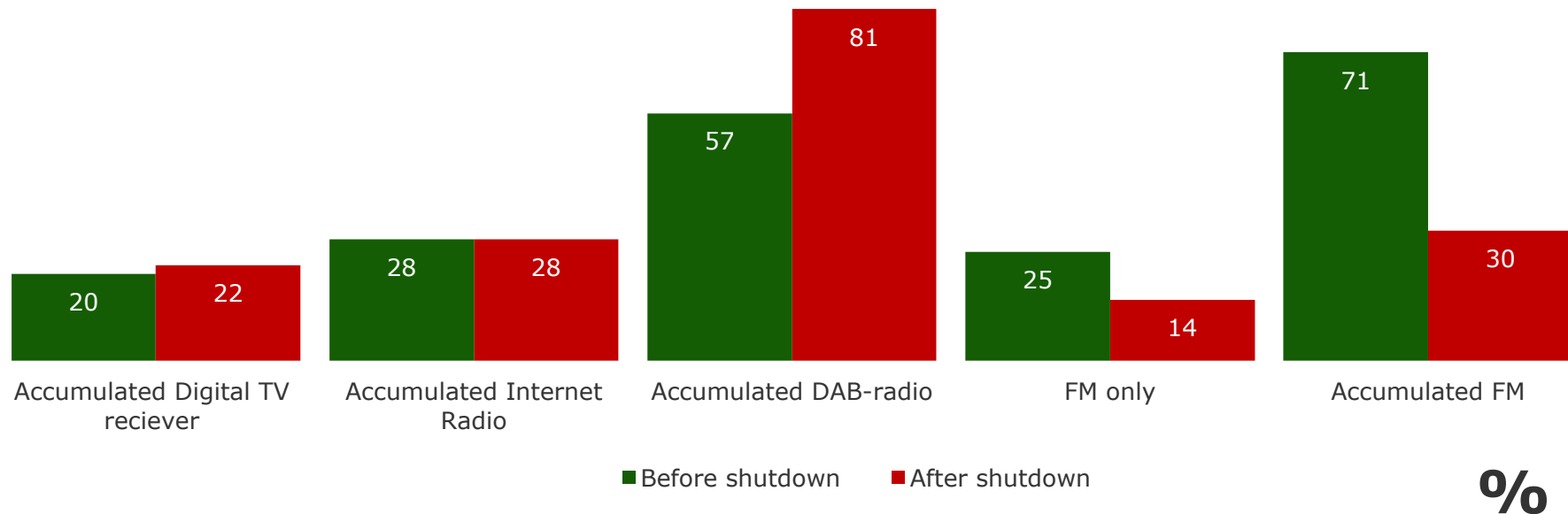
Base = 590/486

n= Daily listeners

%

DRU - Nordland, shutdown report

# Devices used for daily radio listening



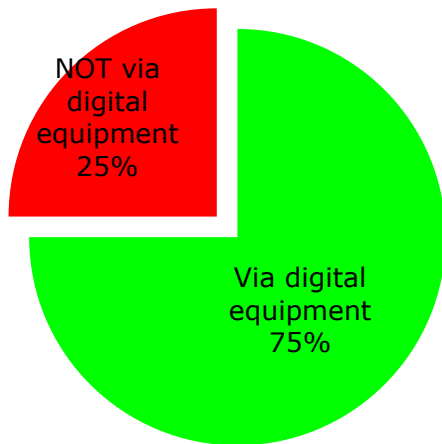
Base = 590/486

n= Daily listeners

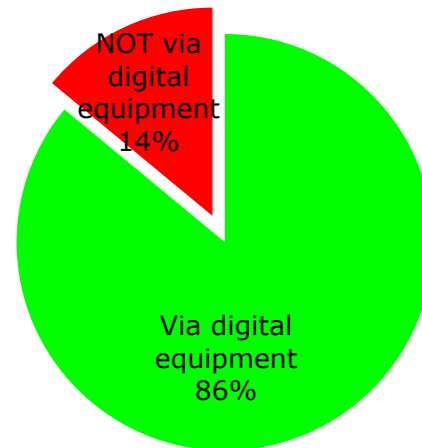
DRU - Nordland, shutdown report

# Daily digital use in Nordland

Before shutdown



After shutdown



Base = 590/486

n= Daily listeners

DRU - Nordland, shutdown report