

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”.

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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.

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1

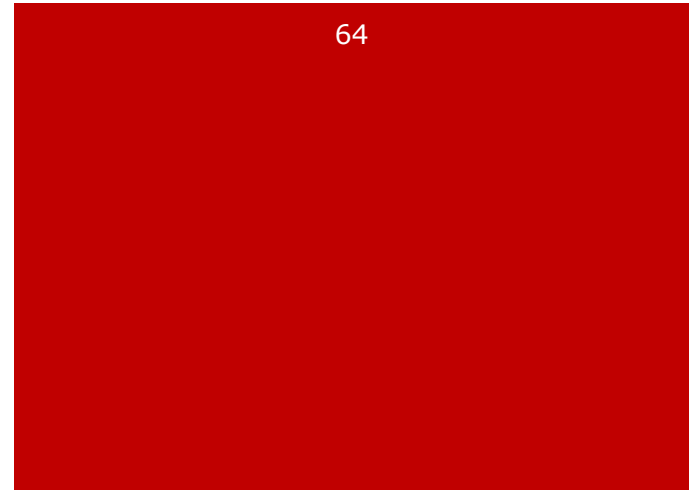
Listener reach



Reach: before vs. after shutdown



Total daily, before shutdown



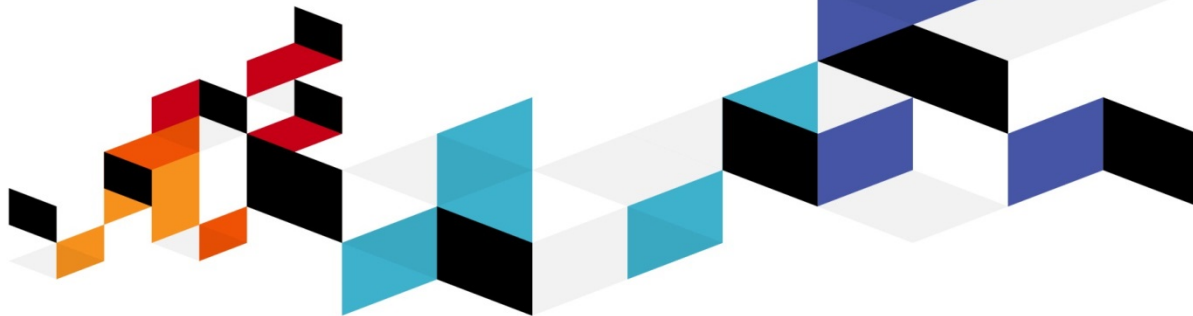
Total daily, after shutdown

Base 799 / 762

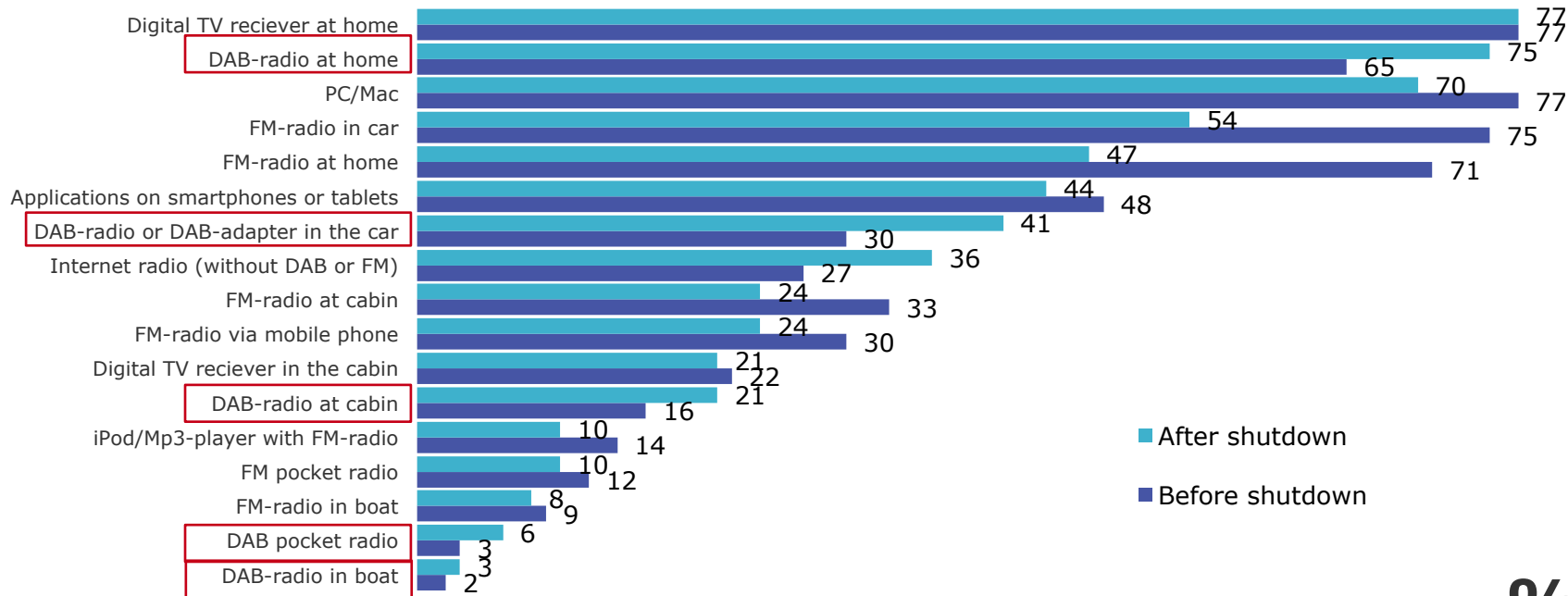
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2

Available radio equipment



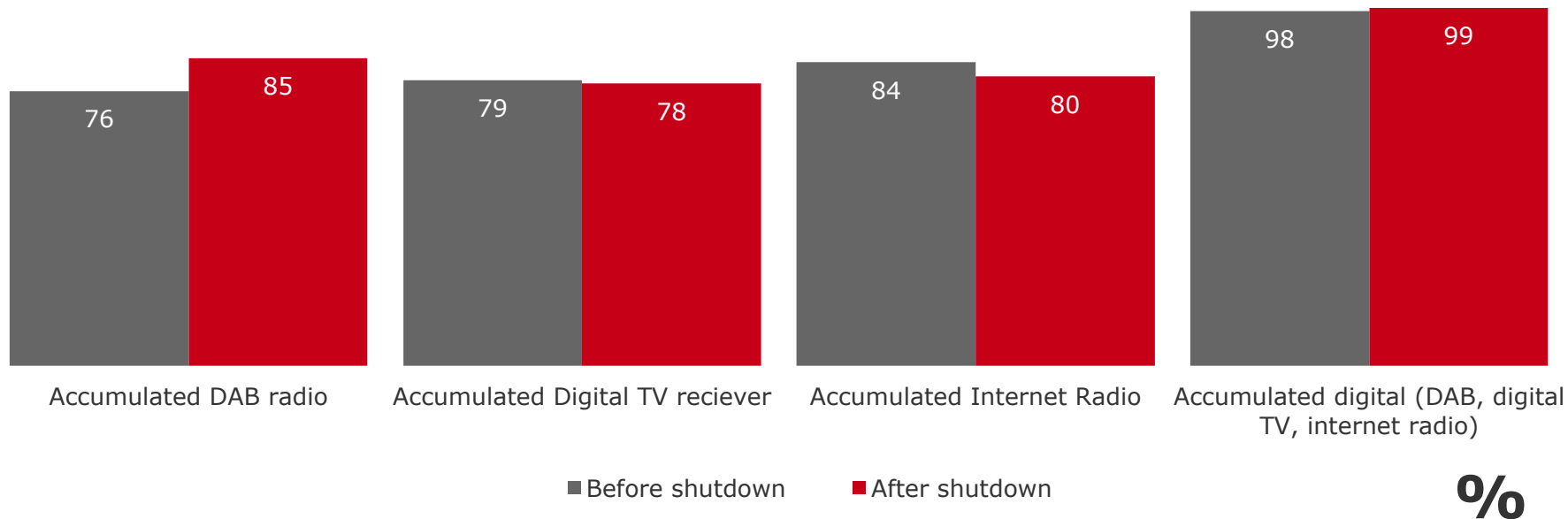
Available radio equipment



Base 799 / 762

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Available radio equipment



Base 799 / 762

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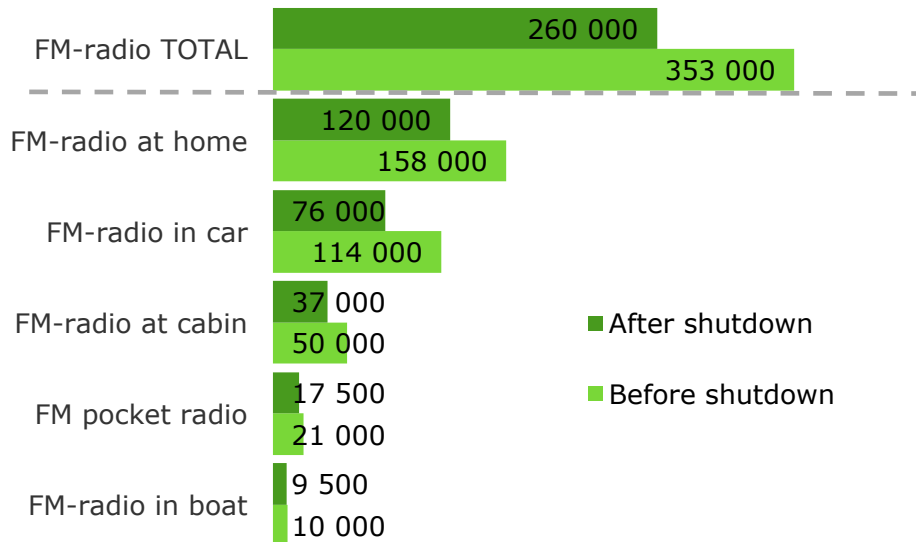
3

Number of devices

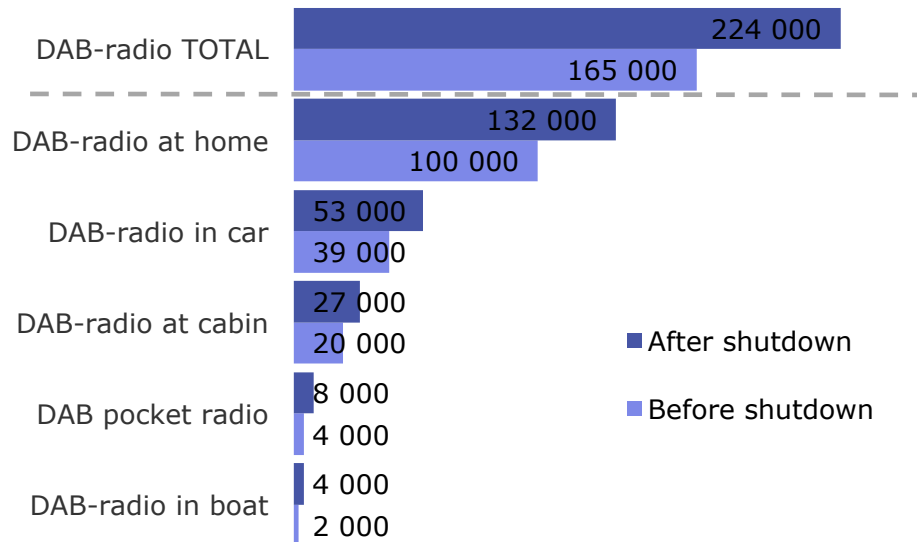


Estimated number of devices

Estimated number of FM devices in households in Nordland



Estimated number of DAB devices in households in Nordland



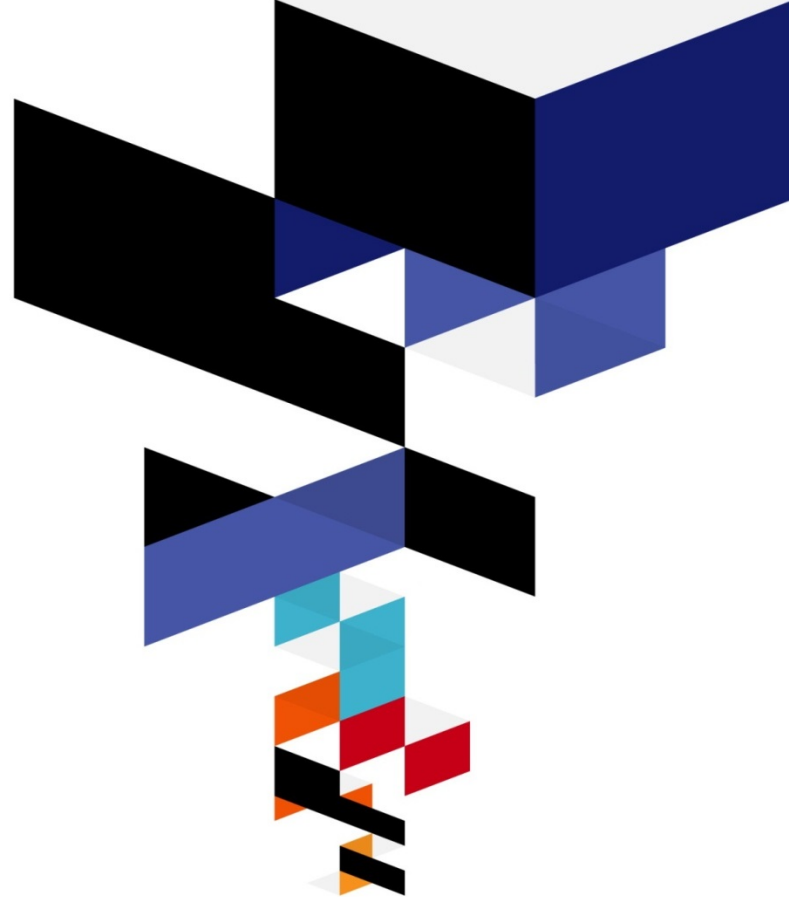
Base 799 / 762

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

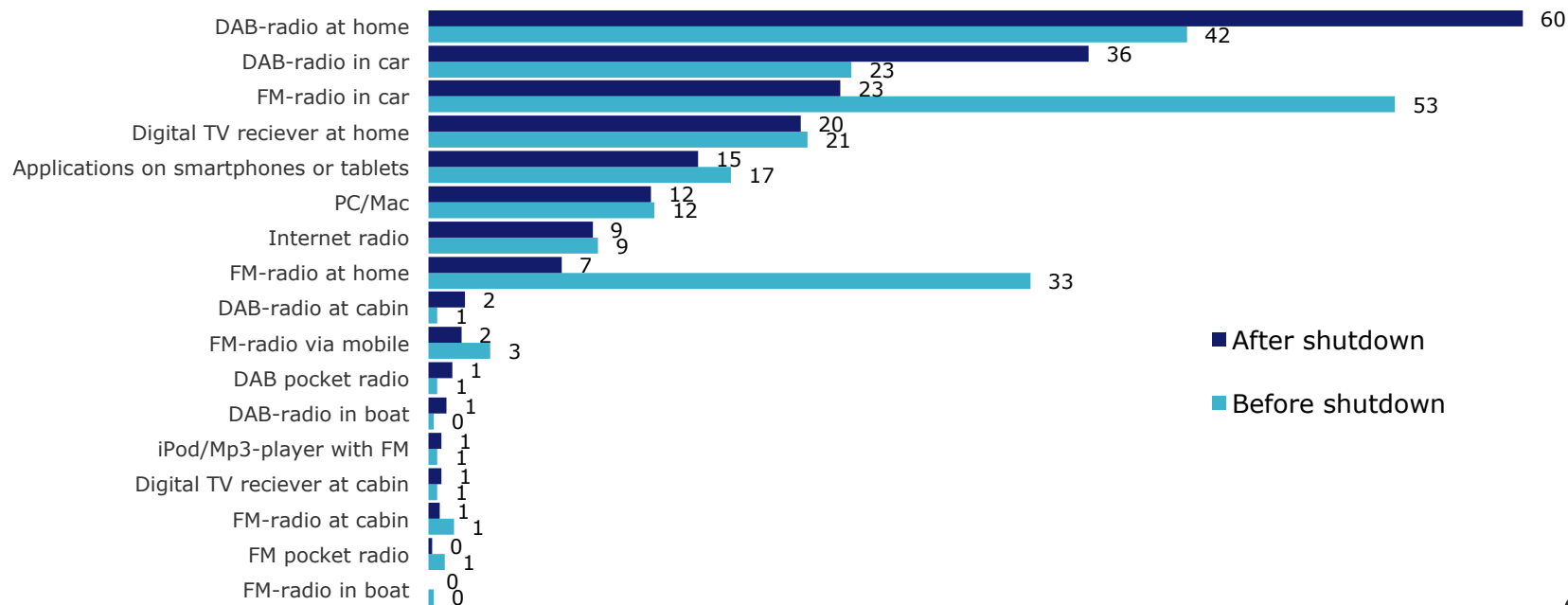
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4

Devices used for radio listening



Devices used for daily radio listening



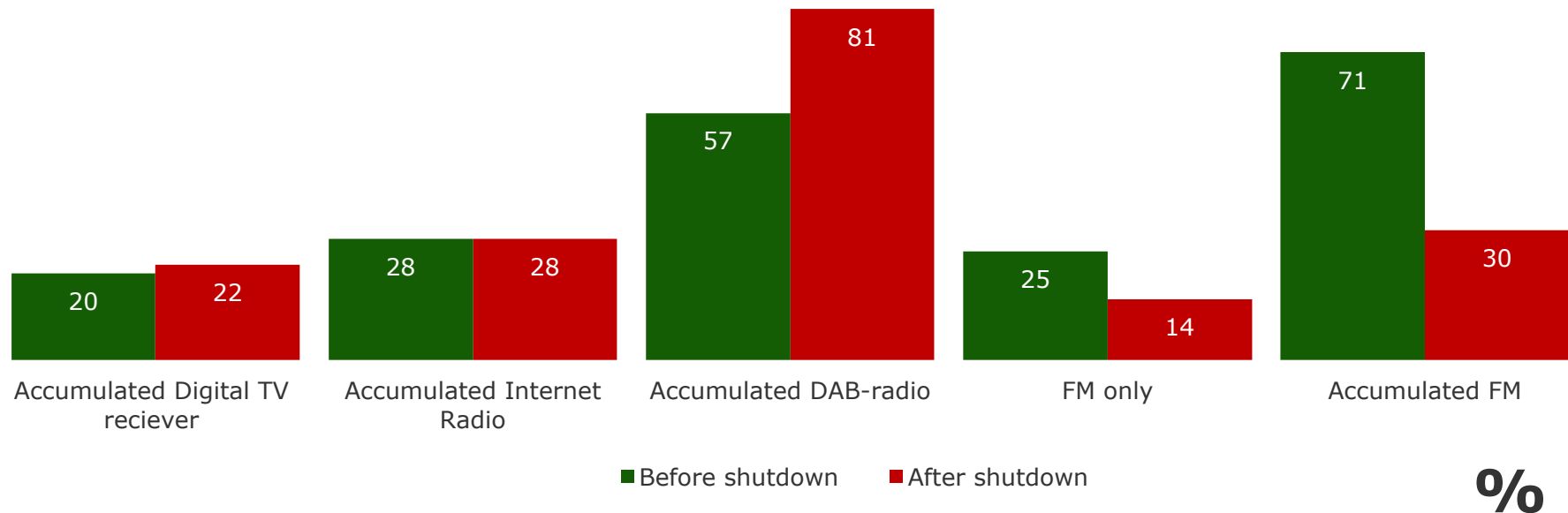
Base = 590/486

n= Daily listeners

%

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Devices used for daily radio listening



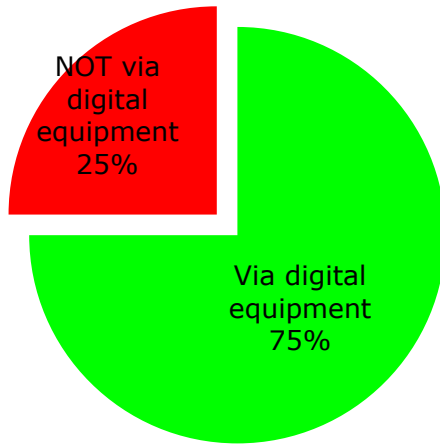
Base = 590/486

n= Daily listeners

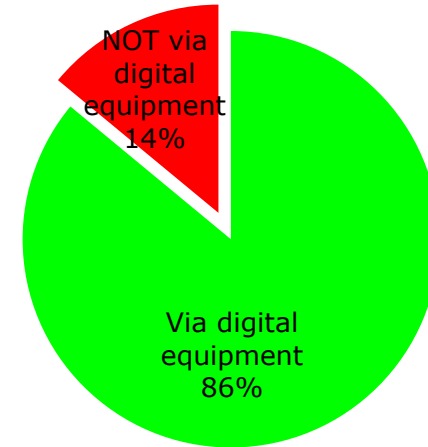
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Daily digital use in Nordland

Before shutdown



After shutdown



Base = 590/486

n= Daily listeners

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