

Digital radio survey

Week 47-48 – 2017

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Comments



Since the beginning in 2012, the Digital Radio Survey has followed an established methodology with essentially unchanged questionnaire. Our measurement in 2017, the year in which the national FM network is turned off, have increased the number of interviews, shortened the interview time by asking fewer questions and changed the order of some of the established questions. This survey measures listening, time spent on radio and radio equipment. The results from the weeks 47-48 are compared with the survey conducted in week 35-37, 2017.

- The field period: week 47 og 48, 2017 (November 20th – December 3rd)
- Number of interviews: 1000
- The universe for the survey is the population in Norway 15 years +
- Phone interviews (CATI)
- The daily listener share is based on listening "yesterday"
- The results are compared with the corresponding results in week 35-37, 2017 (August 28th – September 17th)

Weighting



Kantar TNS is committed to report as accurately as possible from the markets we study. In this regard, we have taken into account the radio measurement, PPM, that reports data on the radio population.

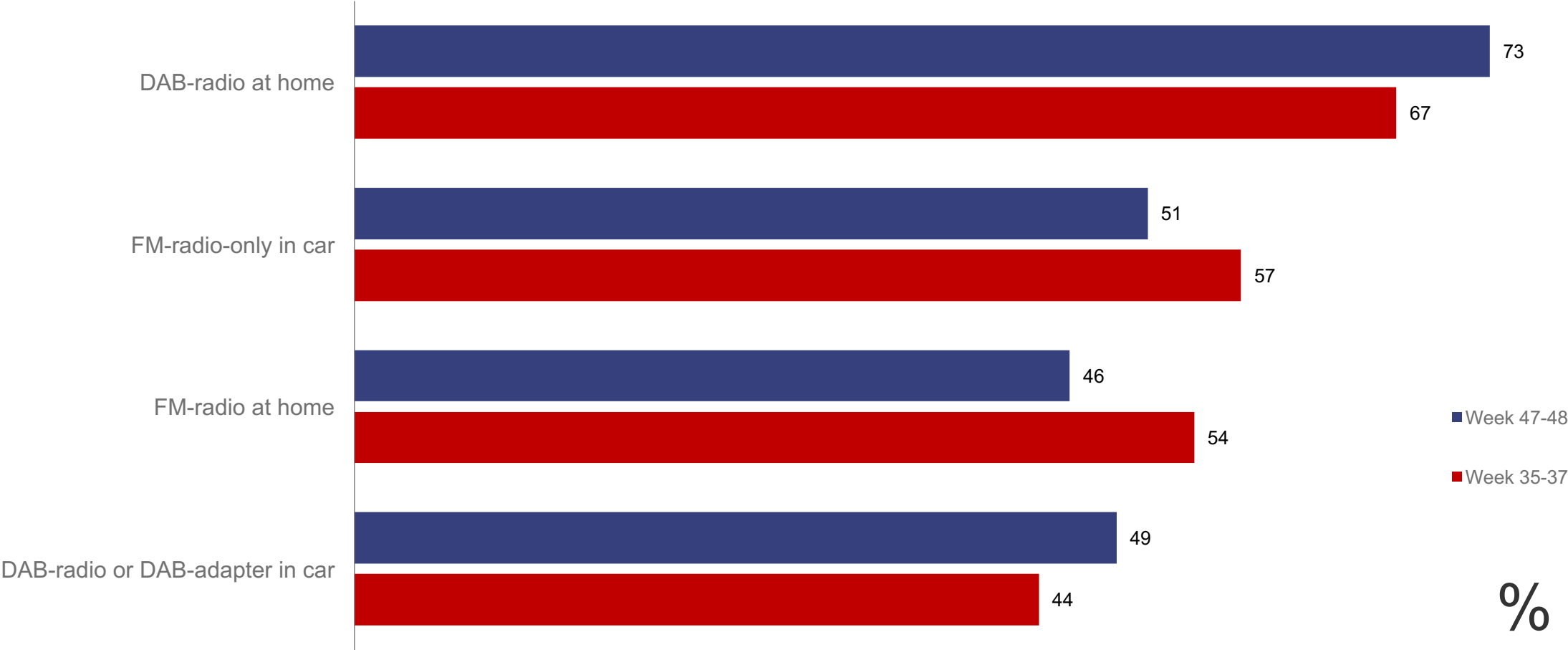
Data on a personal level is weighted according to age and gender, as well as official PPMs from the same period as the survey was conducted.

1% of the population corresponds to 43 206 persons 15 years +

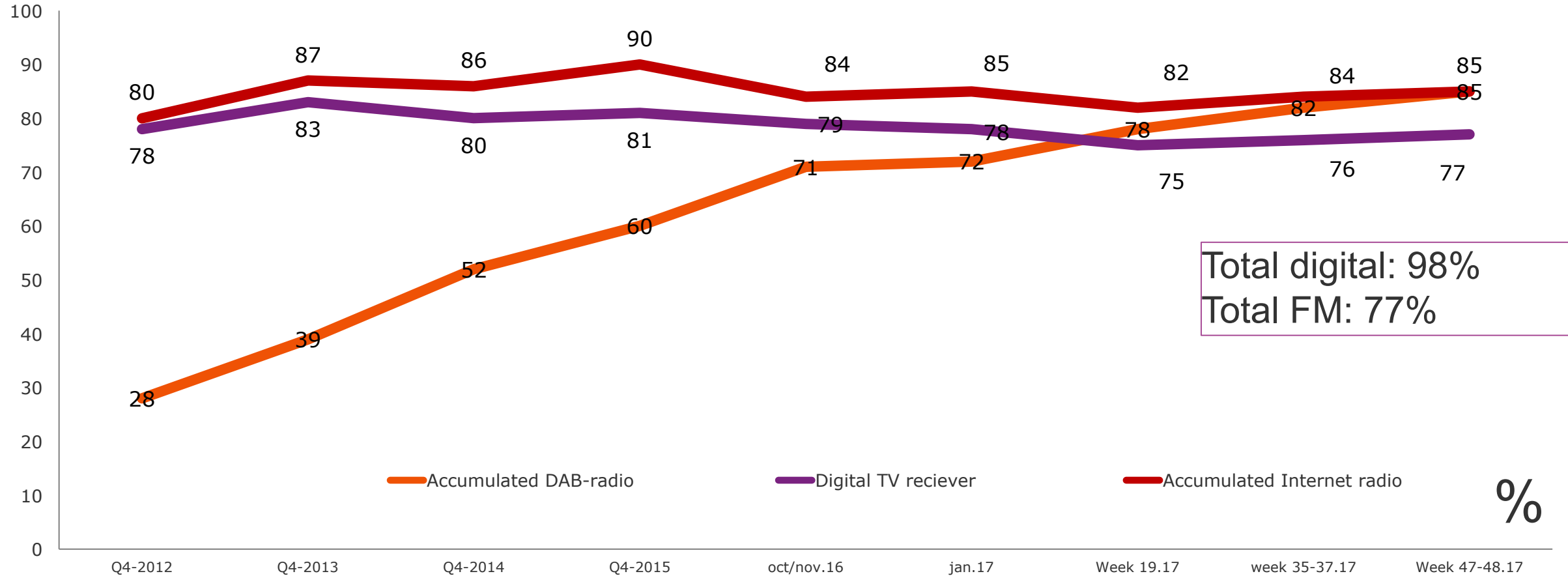
Questions related to households (eg household appliances) are weighted against household size and geography.

1% of households correspond to 23,487 households in Norway.

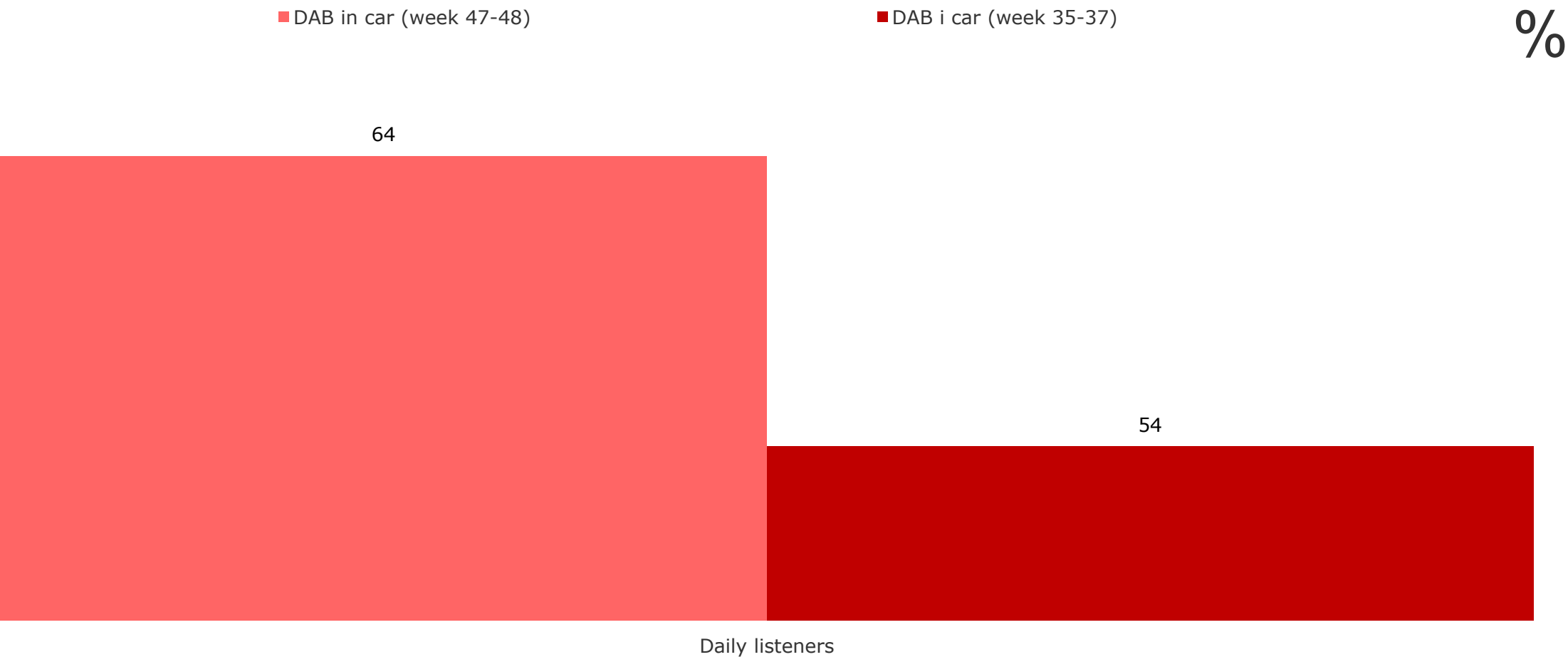
Available radio equipment



Available radio equipment



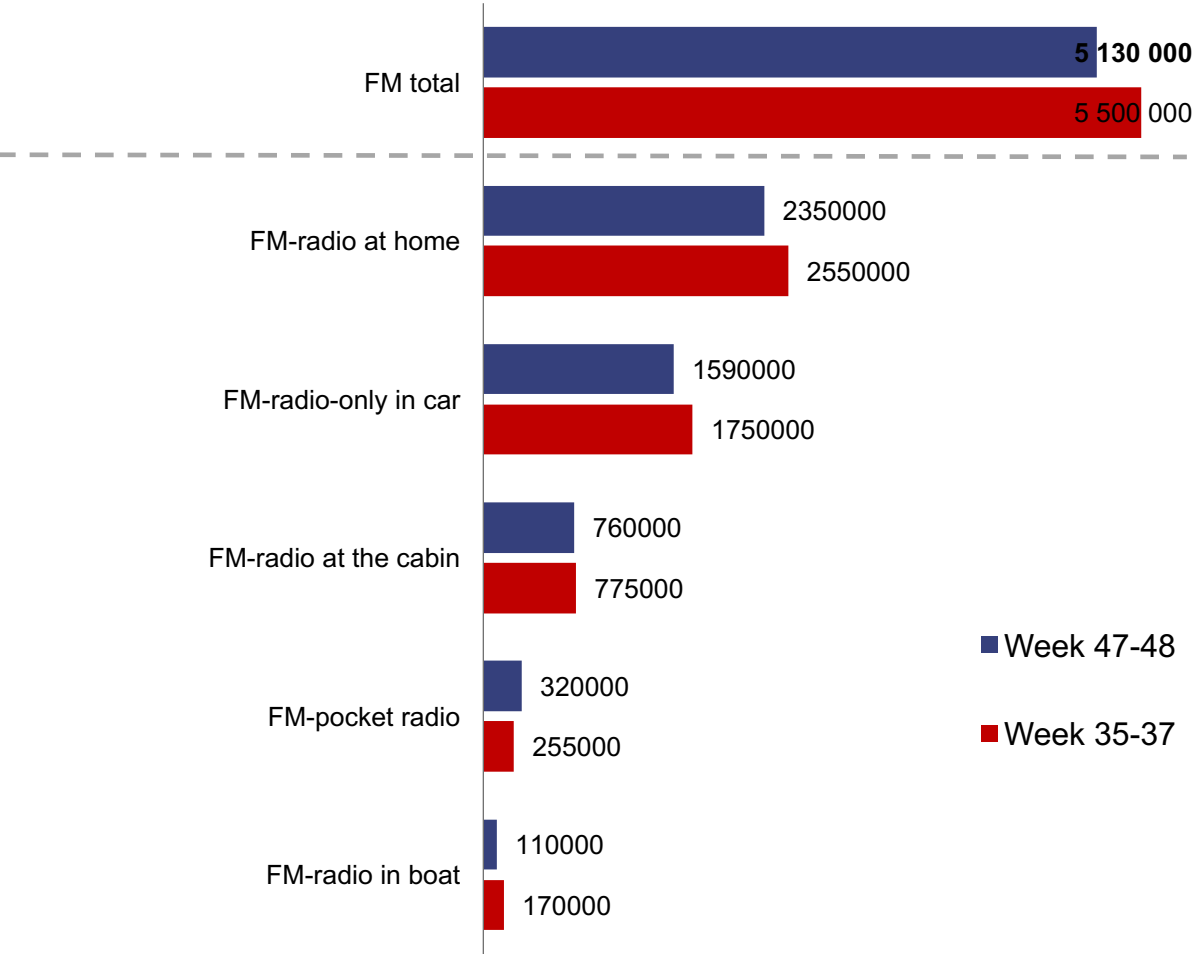
Ownership of DAB/FM among listeners who own a car



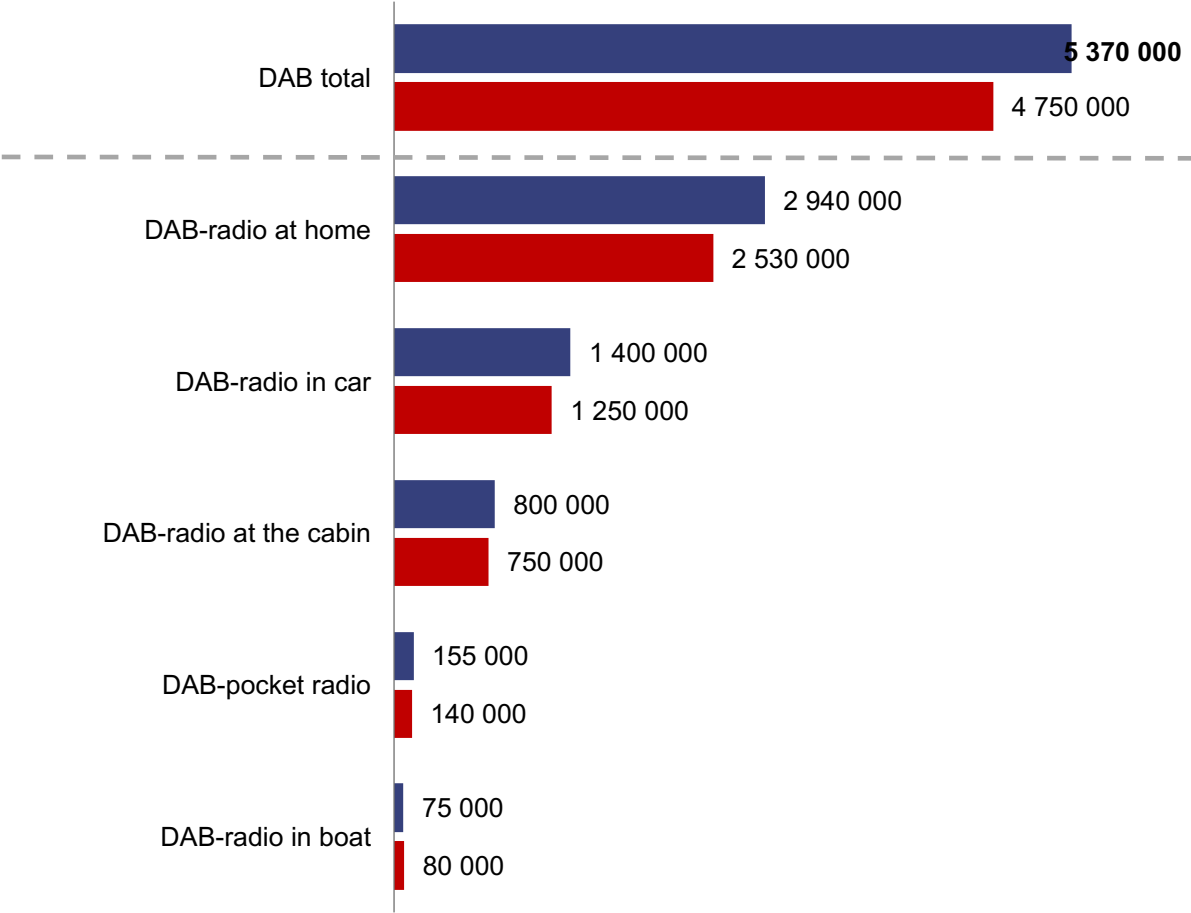
Explanation: The figures refer to the share of those who own a car and listen daily

Estimated number of devices

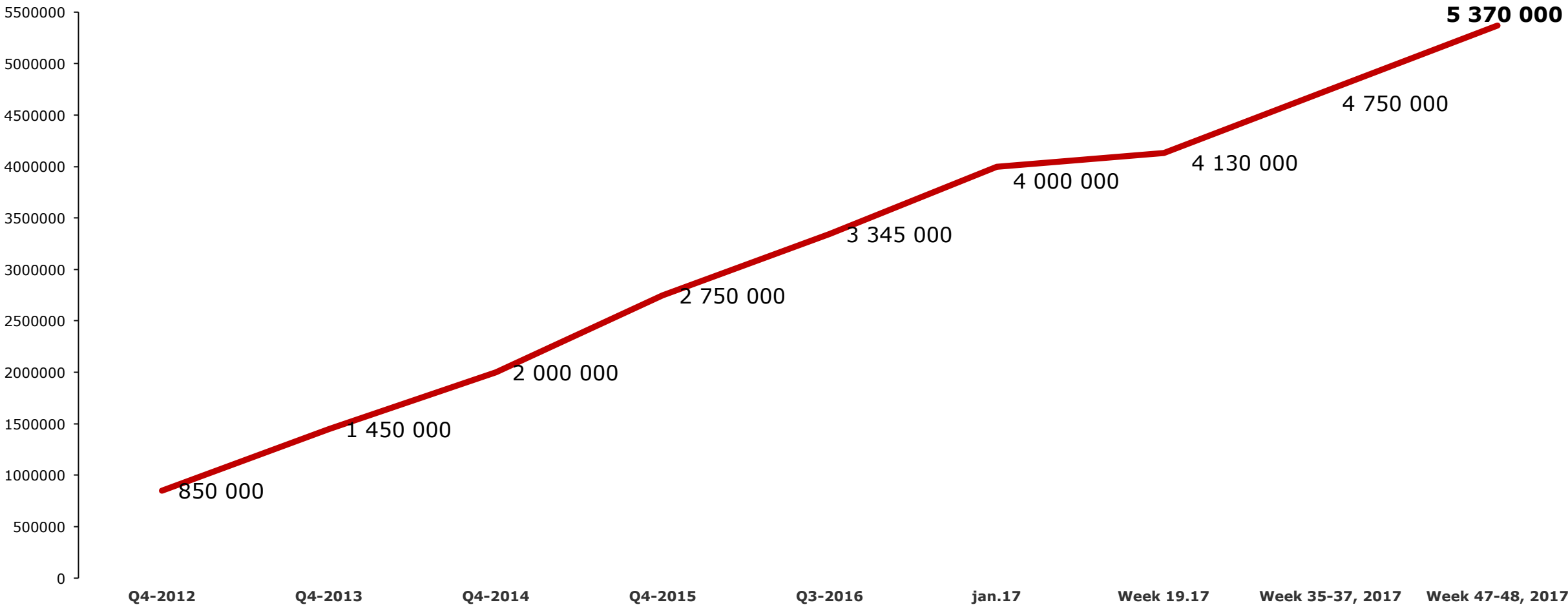
Estimated number of FM devices in Norwegian households



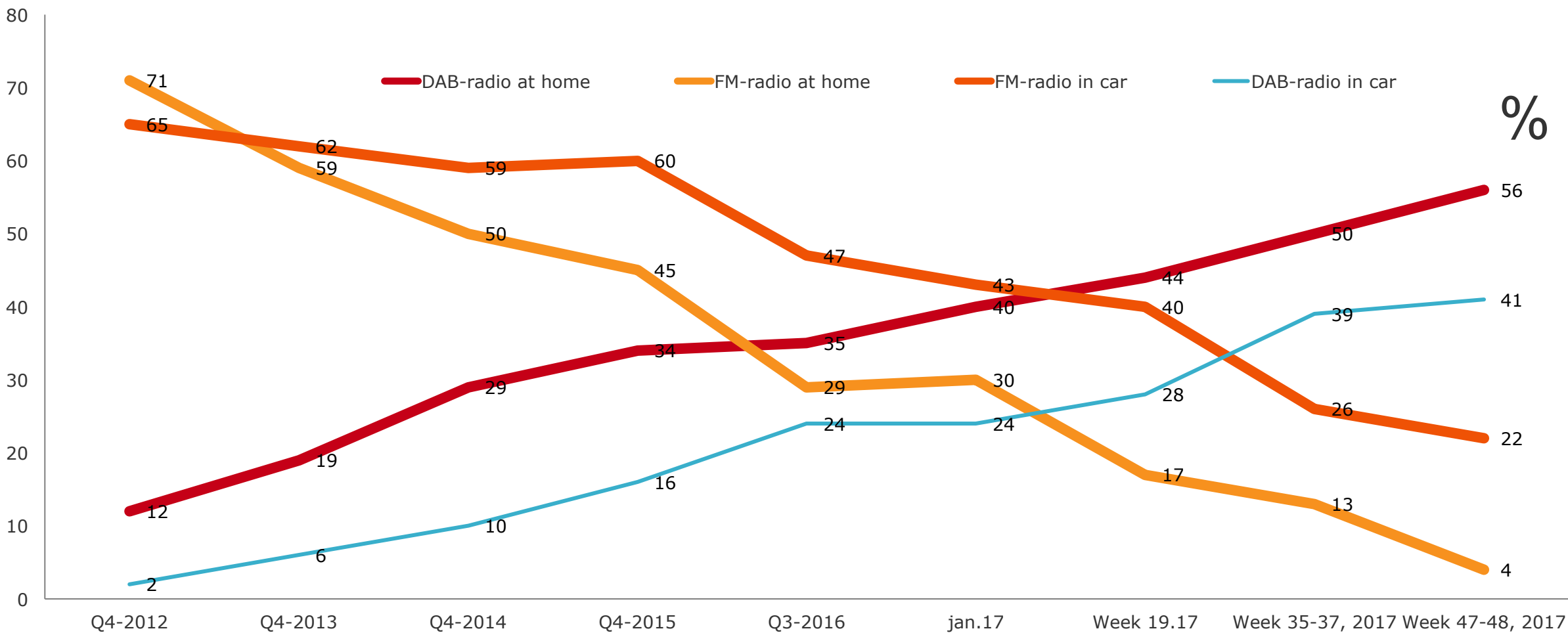
Estimated number of DAB devices in Norwegian households



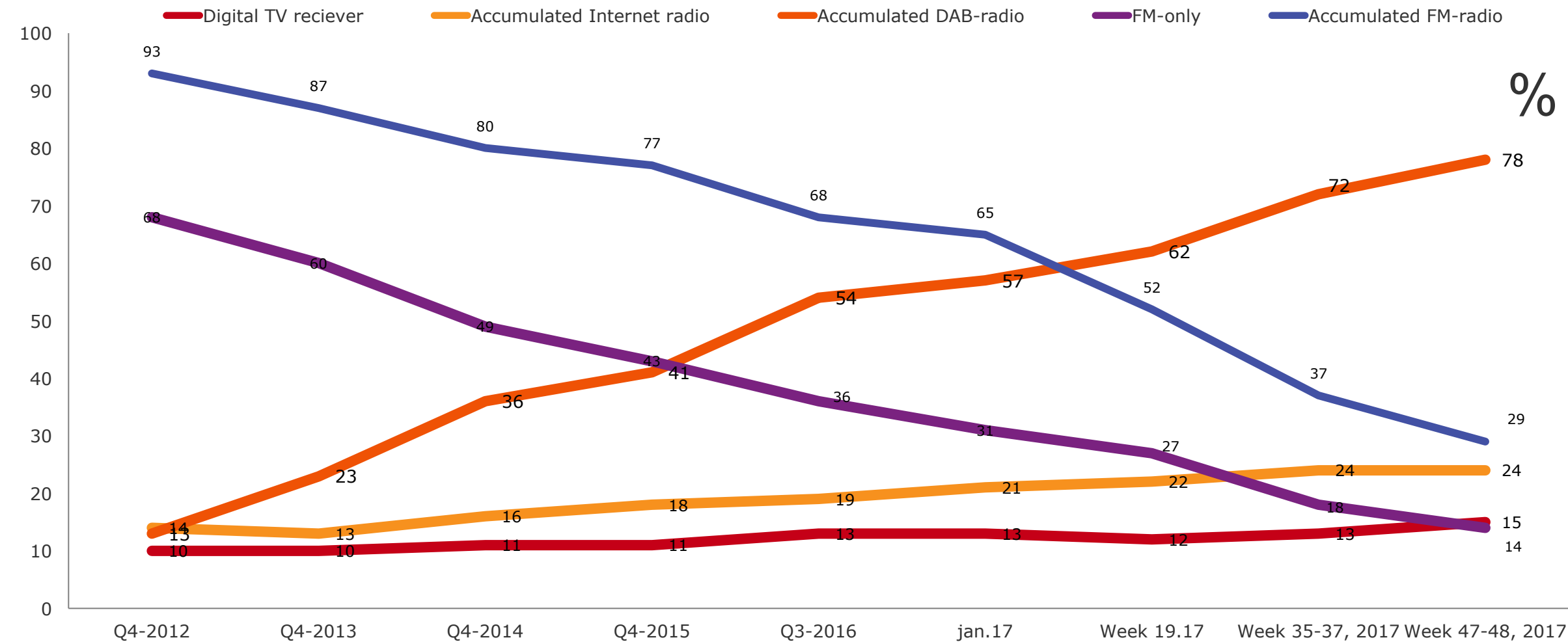
Estimated number of DAB devices



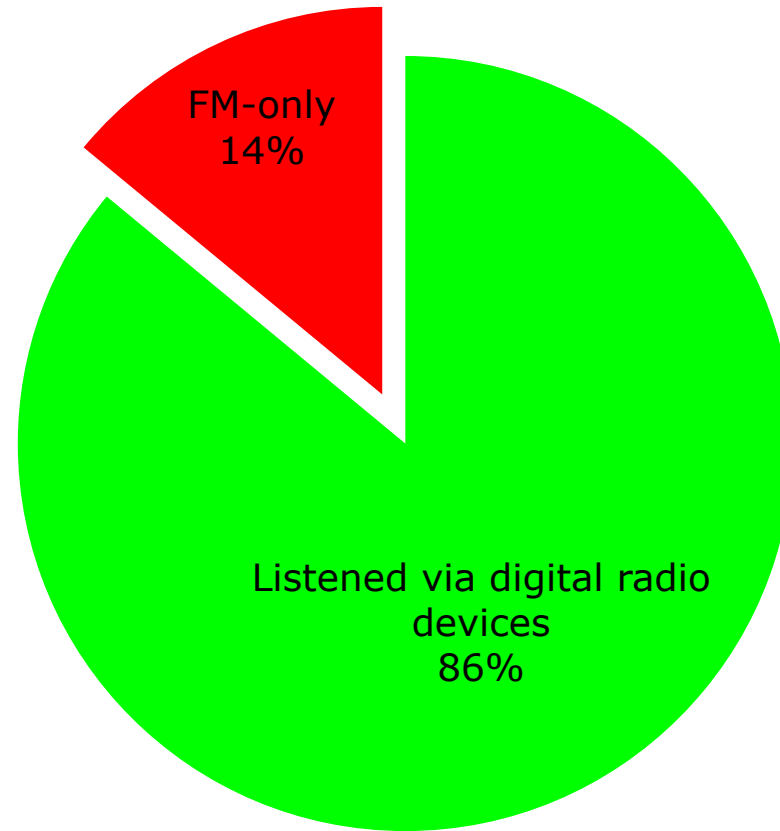
Devices used for daily radio listening



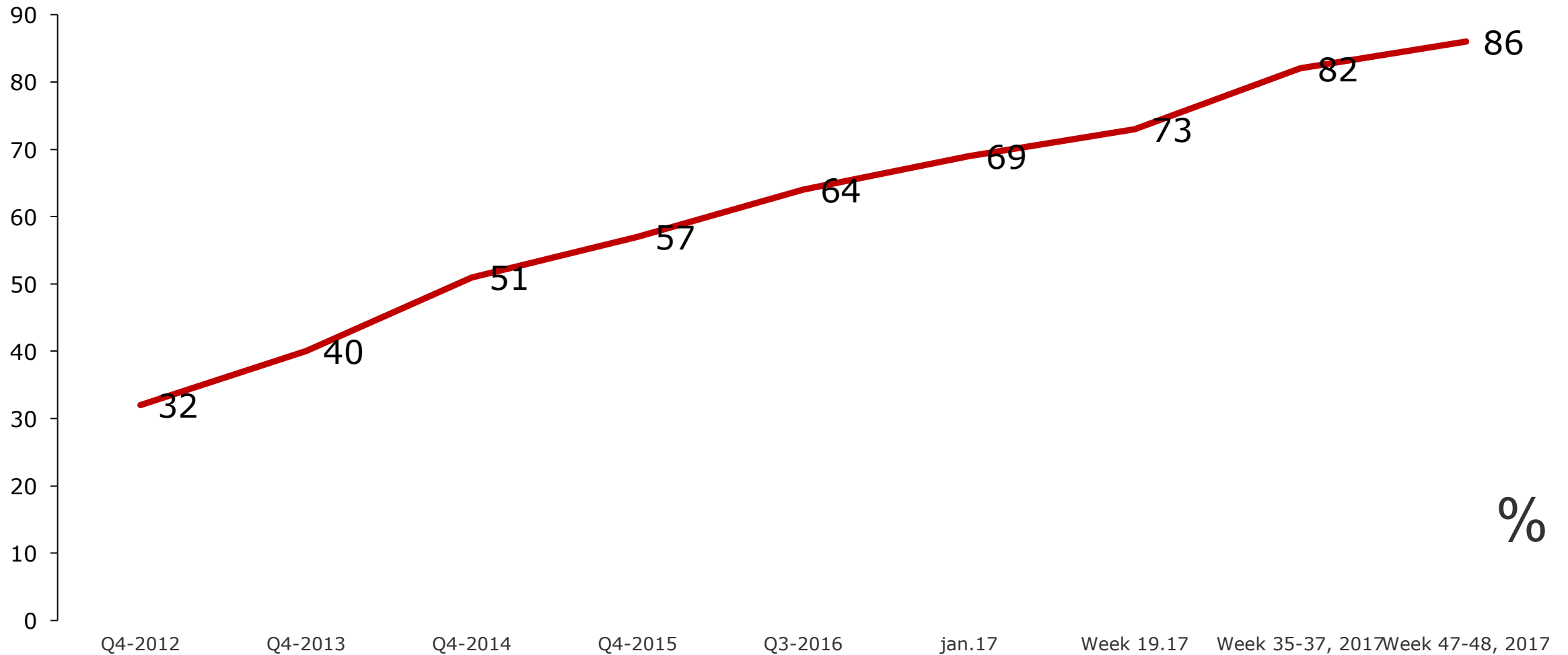
Devices used for daily radio listening



Digital share









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