

Audience Measurement: Switzerland

Which audience measurement institute is used in your country?	IHA-GfM
For general audience measurement radio surveys, what is the reference population you take into consideration?	15+
How many people does that represent?	6 439 000
In percentage of the total country population:	82%
As of what age are children in a household considered as adults? (for radio audience measurement purposes)	18+
Are people who never listen to the radio part of the universe of your study?	Yes
What is the official measurement unit used in your country?	1 min.
Comment: The minimum time period to publish is 1 hour - that's a gentlemen's agreement among the radio stations (for internal use we can use 1 minute figures).	
Minimum persistence time* before results are registered:	1 min.
<i>*Minimum amount of time that a person must have been listening to radio to be included in the measurement figures (e.g.: 15' – In this case, the first 15' are also included in the total listening time)</i>	
Comment: Each 20seconds is taken a 4-second-sample.	
What methods of measurement do you use for the main survey?	
Main method:	Watches (radio control)
Secondary method:	CATI
For the main method, how often do you do such measurements per year?	52
For the main method, how many weeks at a time do you conduct each of these measurements?	1
For the main method, how large is your sample size per measurement?	1 026
Comment: For total Switzerland, more than 1000 radio watches are measuring 365 days a year every minute of a day while the panelist is changing weekly (for the whole of Switzerland the sample size is 1 002 persons)	
For the main method, which sampling method do you use?	Cluster
For portable people meter, what system do you use?	Radiocontrol (Watch)
Do you include foreigners in your sample?	Yes
Comment: They are included, but it is not possible to separate them in the system.	

If yes, indicate the type of criteria the notion of “foreigner” is based on in your country:

Knowledge of the national language:

Yes

Nationality:

Yes

For the publication of results, what is the reference measurement unit used for the whole market?

1 hour

Comment:

The most used unit is daily “net reach”, but 1-hour data is the most accepted unit on the market.

Do you use a special rating calculation if the advertising break is broadcast at the end of a 15-minute period?

No

(For example, you might calculate the average of two 15-minute periods when the advertising break is broadcast at the end of the first one.)

If so, please specify?