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ASOCIACIÓN PARA LA INVESTIGACIÓN DE MEDIOS DE COMUNICACIÓN

## AIMC Q Panel

# A new source for media research



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EMRO Maastricht May, 27th 2014



AIMC Q Panel

## Previous experience with online surveys

**Since 1996 different experiments have been conducted with interviews via Internet to try and use them in our regular audience surveys.**

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**However, the  
results have  
never been  
satisfactory**



## **Previous experience with online surveys**

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- **Low response rate**
- **Unbalanced socio-demographic profiles**
- **High levels of Media audience**

## **EGM**

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**DISCRETE vs CONTINUOUS**

## AIMC Online

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AIMC decided to start a new Online experiment:

## AIMC Q Panel

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## AIMC Q Panel

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**The objective is very modest at the beginning:**

**Panel size:**

<b>2013</b>	<b>1.000</b>
<b>2014</b>	<b>2.000</b>
<b>2015</b>	<b>3.000</b>

## AIMC Q Panel

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**We want the selection to be as careful as possible and obtain an accurate representation of demographics of Internet users in Spain.**



## AIMC Q Panel

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In 2014 we will conduct 10 surveys on our panel:

MONTH	SURVEY	MOTH	SURVEY
FEBRUARY	NEWSPAPERS	JULY	DEMOGRAPHIC UPDATE
MARCH	RADIO	SEPTEMBER	MEDIA USE IN HOLIDAYS
APRIL	MAGAZINES	OCTOBER	RADIO
MAY	TELEVISION	NOVEMBER	MAGAZINES
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In this way we will have two waves for every media per year.

## **AIMC Q Panel**

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- **High response rate**
- **Balanced socio-demographic profiles**
- **High levels of Media audience**

## **AIMC Q Panel**

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**Face to Face**

## AIMC Q Panel

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**Face to Face**

+



**Phone**



## AIMC Q Panel

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**Face to Face**

+



**Phone**

+



**Internet**

## AIMC Q Panel

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**Thanks you for  
your attention!**