

A COINCIDENTAL SURVEY TO MEASURE IN-CAR RADIO LISTENING

EMRO Conference 2002

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Introduction

- In October 2001, a Madrid local station, "Europa FM", and a national network, "Onda Cero", approached AIMC to check the feasibility of a coincidental survey to measure in-car radio listening.
- The reason behind this request was to confirm their hypothesis that the declaration of listening behaviour used in our EGM could be biased in favour of the most notorious stations.
- The daily reach of radio in-car listening is 11,9% and its share of listening is 11,0% for the whole of Spain.

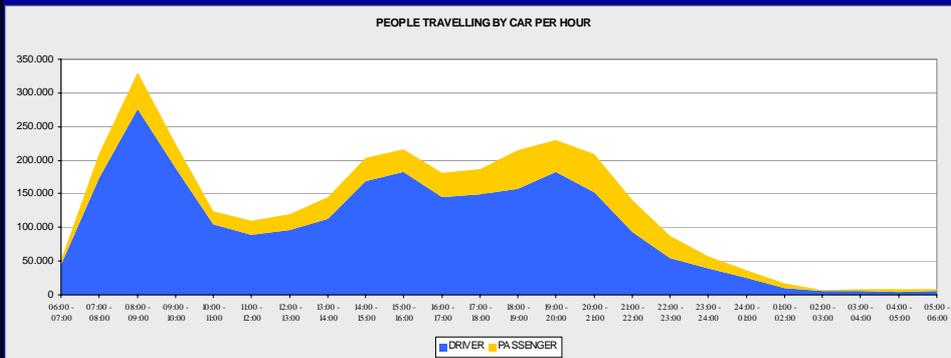
Basic problems

- Universe determination. How many people are travelling by car at any moment along the day?. Needed for expanding the sample data and aggregate the different time periods.
- Sampling frame. How to select a random sample of cars in every time period?
- How to make interviews to people inside the cars? Not possible while they are moving.

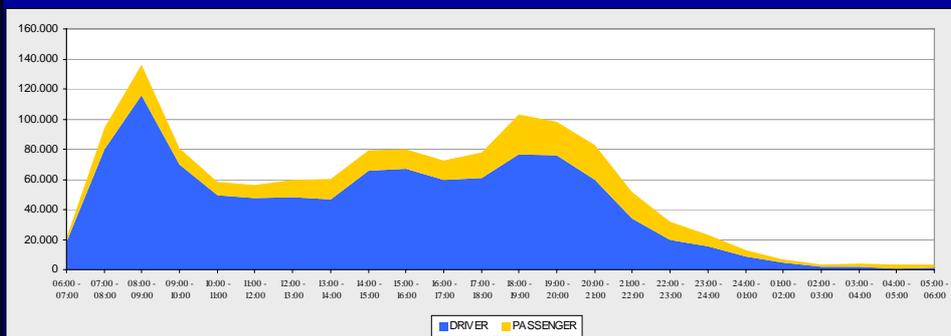
Universe determination

- CATI telephone survey to 4.000 people in Madrid city to estimate the people travelling by car on an average working day (Monday to Thursday) for the different time periods along the day. Only adult population (14+).
- Questionnaire
 - Demographics
 - Car ownership
 - Car trips on previous day
 - Start (time and place)
 - End (time and place)
 - Driver or passenger?
- No. of people travelling by car on an average working day (any duration and any number of trips) between 7 am and 9 pm: 937.803 (36% of Madrid adults).

People travelling by car each hour (at least one minute)



People travelling by car each hour (one hour equivalent)



These were the figures used to expand the sample information each hour

Sampling frame

- IMD traffic control data base (research made by city authorities using automatic traffic counters)
 - IMD stands for “Intensidad media diaria” (“Daily average intensity”).
 - 1.301 streets / 3.016 street segments are measured.
- For each street segment, the length and number of vehicles per day is given.



LISTADO DE CALLES AFORADAS A

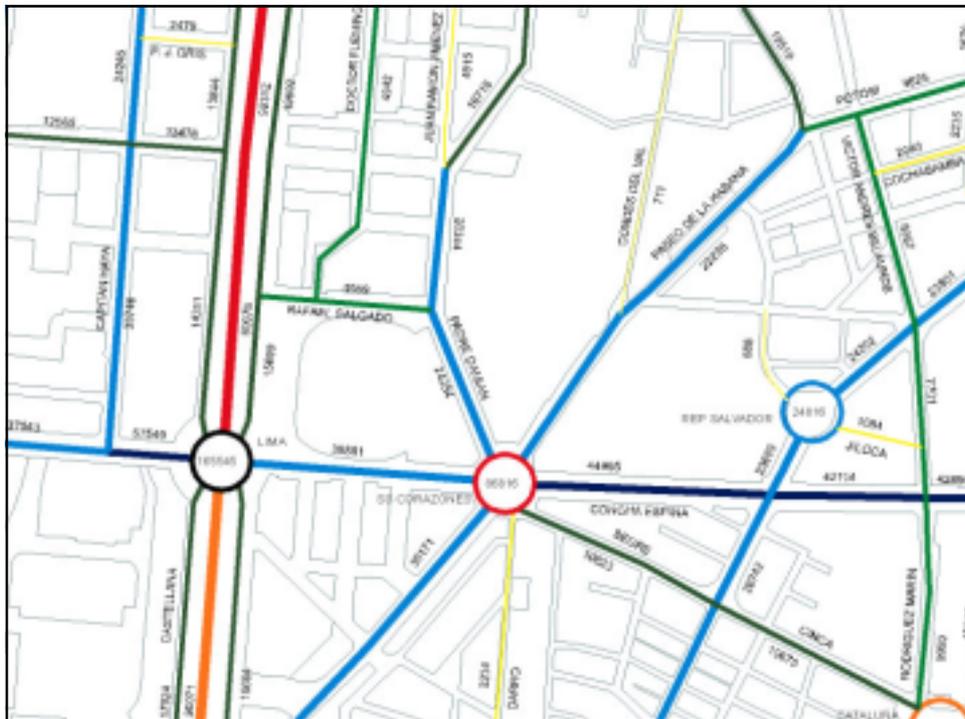
VIA	DENOMINACIÓN	TIPO	UBICACIÓN		DATOS		LOCALIZACIÓN		
			CEPUSOM	DISTRITO	BIB.09	LONG. (Kms.)	VEH. Wks.	Plano	Cuadrícula
Avenida de	ABRANTES	Esquí - Piedad	0004	800011	7.950	8.250	1.907	23	4
Avenida de	ABRANTES	Florencia - El Palmar	0004	800011	21.800	8.100	2.280	25	4
Avenida de	ABRANTES	El Palmar - Fico	0004	800011	14.227	8.270	1.905	23	4
Avenida de	ABRANTES	Fico - Camino Viejo de LAUREL	0004	800011	18.321	8.800	12.287	23/25	4/0
Avenida de	ABRANTES	Estadio Nipo de Lagunas - Benito	0004	800011	19.724	8.100	1.972	23	2
Avenida de	ABRANTES	Benito - Los Pájaros	0004	800011	18.300	8.280	4.588	23	2
Paseo de	ACACIAS	Estación - Ortega y	0003	800002	27.612	8.700	20.738	24	1
Paseo de	ACACIAS	Ortega y Muzila - Práctico	0003	800002	28.533	8.400	10.501	24	1

Para seleccionar un plano primero refrese las casillas 'plano' y 'cuadrícula' y después pulse el botón Ver Plano:

Plano Cuadrícula Ver plano



**Botón CONTROL para
Ejecutar lista para PRENSA**





Sampling frame

- IMD traffic control data base
 - IMD stands for "Intensidad media diaria" ("Daily average intensity").
 - 1.301 streets / 3.016 street segments are measured.
- For each street the length and number of vehicles per day is given.
- To each street segment a selection probability is given, proportional to the product *length x no. of vehicles per day*.
- Using that probability, street segments were allocated to 856 fieldwork units. A fieldwork unit is defined as the work to be done by an interviewer during one hour. One street segment could be allocated to more than one fieldwork unit.

Sampling frame

- The 856 fieldwork units were distributed along 8 days (two weeks from Monday to Thursday) and between two 7 hours shifts
 - Morning shift :7 am – 2 pm
 - Evening shift: 2 pm – 9 pm

Interviewing when the cars stop by a traffic-light

- Is it permitted? Not regulated
- The dilemma: go ahead or ask permission to the local administration? After a small pilot test and thinking that we could likely get a negative answer, we decided not to ask.

Instructions to interviewers

- Go to one of the traffic-lights located within the assigned street segment.
- If there is two-ways traffic within the street segment, you should devote half the time to every way.
- During each traffic-light cycle
 - You should make not more than one interview.
 - You should contact not more than 2 cars.
- Taxis, buses and trucks are not eligible.
- You should select the third car stopping at the traffic-light. If less than 3 cars, select the last one. In case of refusal, try the next car or the car behind.

Questionnaire

- Time of interview.
- Madrid resident? Yes/No
- Are you listening to
 - Radio?
 - Tape?
 - CD?
- No. of people in the car?
- Sex and age of every person.

Survey Details

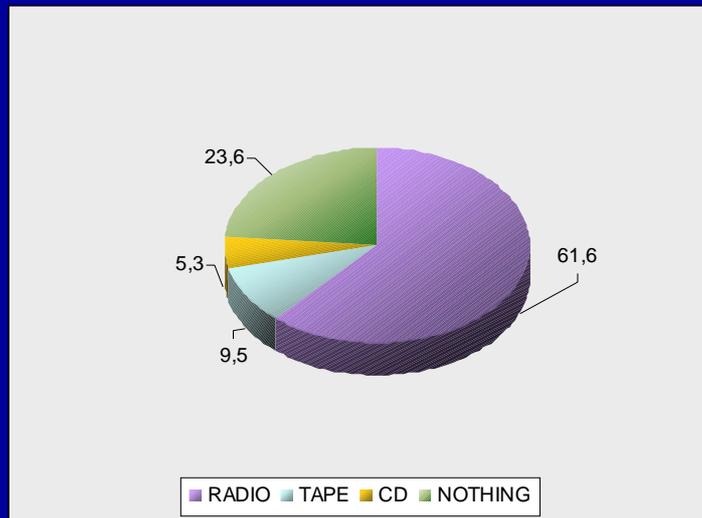
- Fieldwork dates: 15.11.2002 – 28.11.2002, 8 days (only Monday to Thursday).
- No. of cars interviewed: 14.331
- Car occupation rate: 1,2 people.
- Response rate: 67,4 %

- The cars remain stopped by the traffic-light for a period of between 20 and 50 seconds. The interview usually had to take not more than 15 seconds.

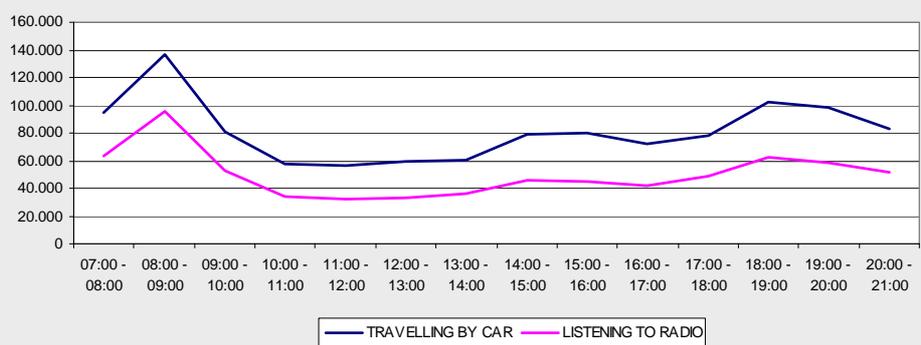
Field incidences

- In 3 cases, the police requested the interviewer to identify himself and also called the research institute to confirm the type of work he was doing.
- In only one single case, the police requested the interviewer to stop the work and leave the place.
- In other 2 or 3 occasions, the interviewer was forced to stop to avoid conflicts with other people that were using the same place to ask money or sell products to the car drivers.
- In some locations, the risk of the interviewer getting run over by a car was considerable.

Listening



Number of people



Main Conclusions

- The feasibility of the approach was proved.
- The results were in line with those obtained in the regular survey thus rejecting the hypothesis of a bias against the small stations.
- The exercise was interesting from the research point of view but we don't foresee to use it again. Too costly.
- We are specially satisfied with:
 - The short time taken by the coincidental interview.
 - The relatively high response rate.