

ASOCIACIÓN PARA LA INVESTIGACIÓN DE MEDIOS DE COMUNICACIÓN

AIMC Q Panel A new source for media research

付付付付付

EMRO Maastricht May, 27th 2014





AIMC Q Panel

Previous experience with online surveys

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





Previous experience with online surveys

The experiments have always begun with great optimism and enthusiasm







AIMC Q Panel

Previous experience with online surveys

The experiments have always begun with great optimism and enthusiasm



However, the results have never been satisfactory







Previous experience with online surveys

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





AIMC Q Panel

EGM

DISCRETE vs CONTINUOUS





AIMC Online

AIMC decided to start a new Online experiment:





AIMC Q Panel

AIMC Q Panel







The objective is very modest at the beginning:

Panel size:

2013	1.000
2014	2.000
2015	3.000





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.







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.





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





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Our medium-term objective would be to add interviews via Internet to the EGM on a regular basis, therefore adding a third form of interviews with the EGM

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Face to Face





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AIMC Q Panel

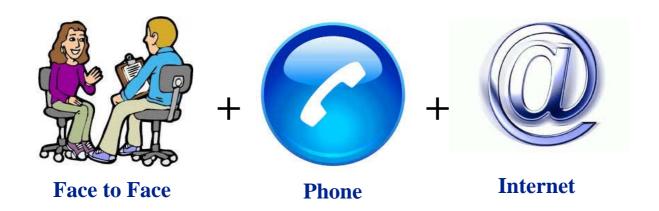
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Thanks you for your attention!