

Audience Measurement: Ireland

Which audience measurement institute is used in your country?	JNLR - Ipsos MRBI
For general audience measurement radio surveys, what is the reference population you take into consideration?	15+
How many people does that represent?	3 516 000
<p>Comment: JNLR MRBI Jan - Dec '10. The universe estimate is based on data provided by CSO-QNHS, 3,522 (000). The sample is representative of the population of each radio franchise area – geographically and demographically.</p>	
In percentage of the total country population:	83%
<p>Comment: Total 2006 Census - 4,239,848</p>	
As of what age are children in a household considered as adults? (for radio audience measurement purposes)	15+
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?	15 min
<p>Comment: This is the measurement time-block used when calculating reach.</p>	
Minimum persistence time* before results are registered:	8 min
<p>*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)</p>	
<p>Comment: When calculating share, the minimum resistance time is 8 minutes. However for calculating reach, there is no resistance time required - it can be for however long.</p>	
What methods of measurement do you use for the main survey?	
Main method:	Face-to-face- interviews (not CAPI)
Secondary method:	
For the main method, how often do you do such measurements per year?	12
For the main method, how many weeks at a time do you conduct each of these measurements?	4
<p>Comment: Face-to-face one day aided recall methodology allows for a separate analysis of data</p>	

for weekday and Saturday/Sunday audiences, 50 weeks of the year.

For the main method, how large is your sample size per measurement? 15,600

For the main method, which sampling method do you use?

The sample is designed in two parts:

The sample is designed for each individual franchise area. The number of sampling points required is distributed across the franchise area according to population. These results in a natural spread of interviews nationally. The geographic makeup of each franchise area is stratified across community type. This stratification forms the basis of the control of each local area sample.

The population distribution by age/sex is examined for each major region of the country. Population estimates are based on data provided by the CSO Census of Population and QNHS. Quota controls are then set for these attributes (age/sex) within each franchise area. Social class controls are based on the distribution agreed between the research companies involved in Joint Industry Media Research – based on the Census, QNHS, JNRS and TV establishment surveys. Controls are also set for working status – base CSO QNHS. Weighting factors are applied at analysis stage to re-align the national sample to known population estimates – hence the data becomes representative of the national population.

Do you include foreigners in your sample? Yes

Comment:

Some non-nationals living in Ireland may be included in the survey however we do not capture any overspill to other countries.

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

Knowledge of the national language: No

Nationality: Yes

For the publication of results, what is the reference measurement unit used for the whole market? 15 min.

Do you use a special rating calculation if the advertising break is broadcast at the end of a 15-minute period? Not app.

(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?