The project

Continuous Survey on Radio Ratings in Attica
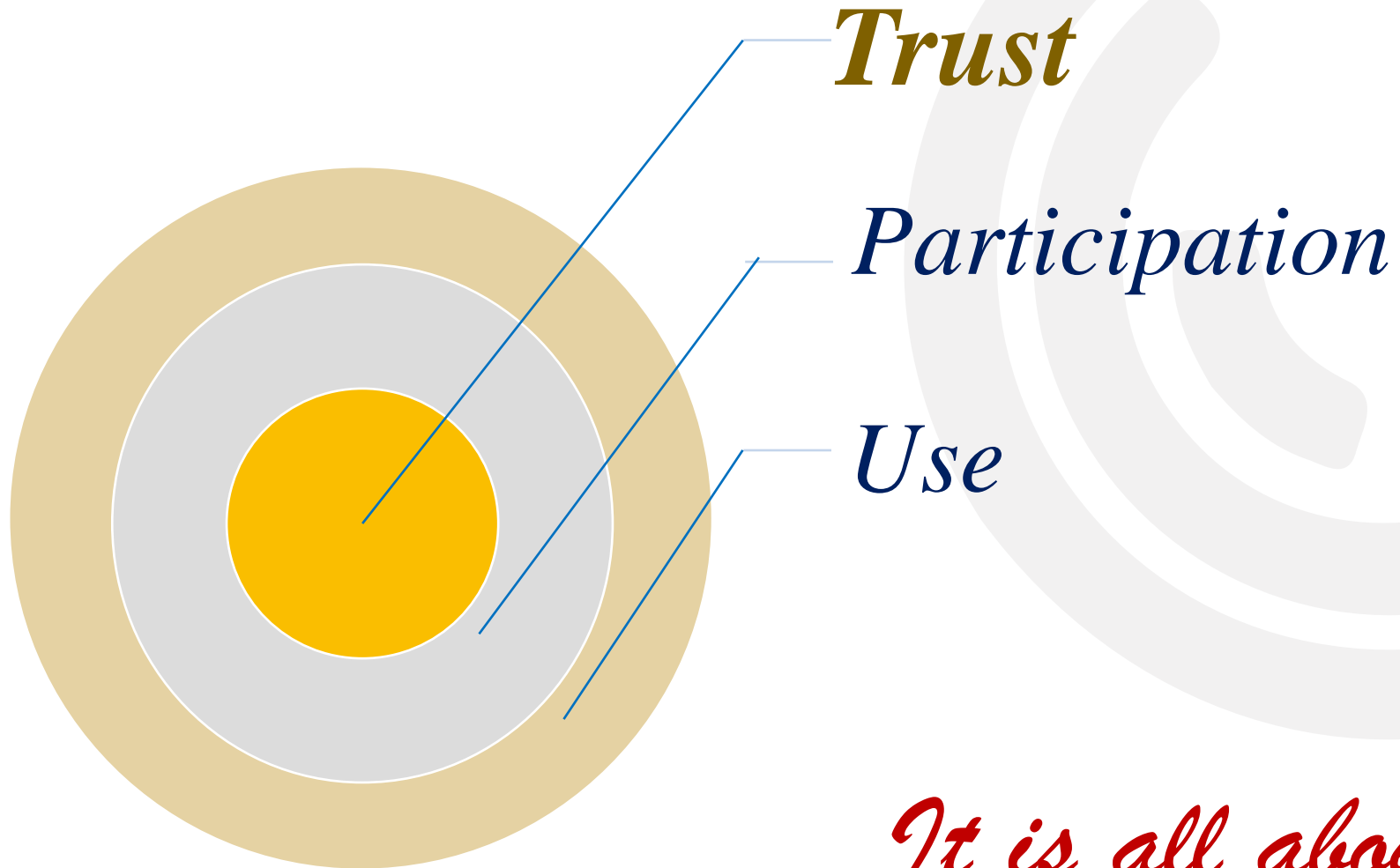
Concept & Design

February 2023

by **George Petrakos, Professor at Panteion University**

The Goals

Trust

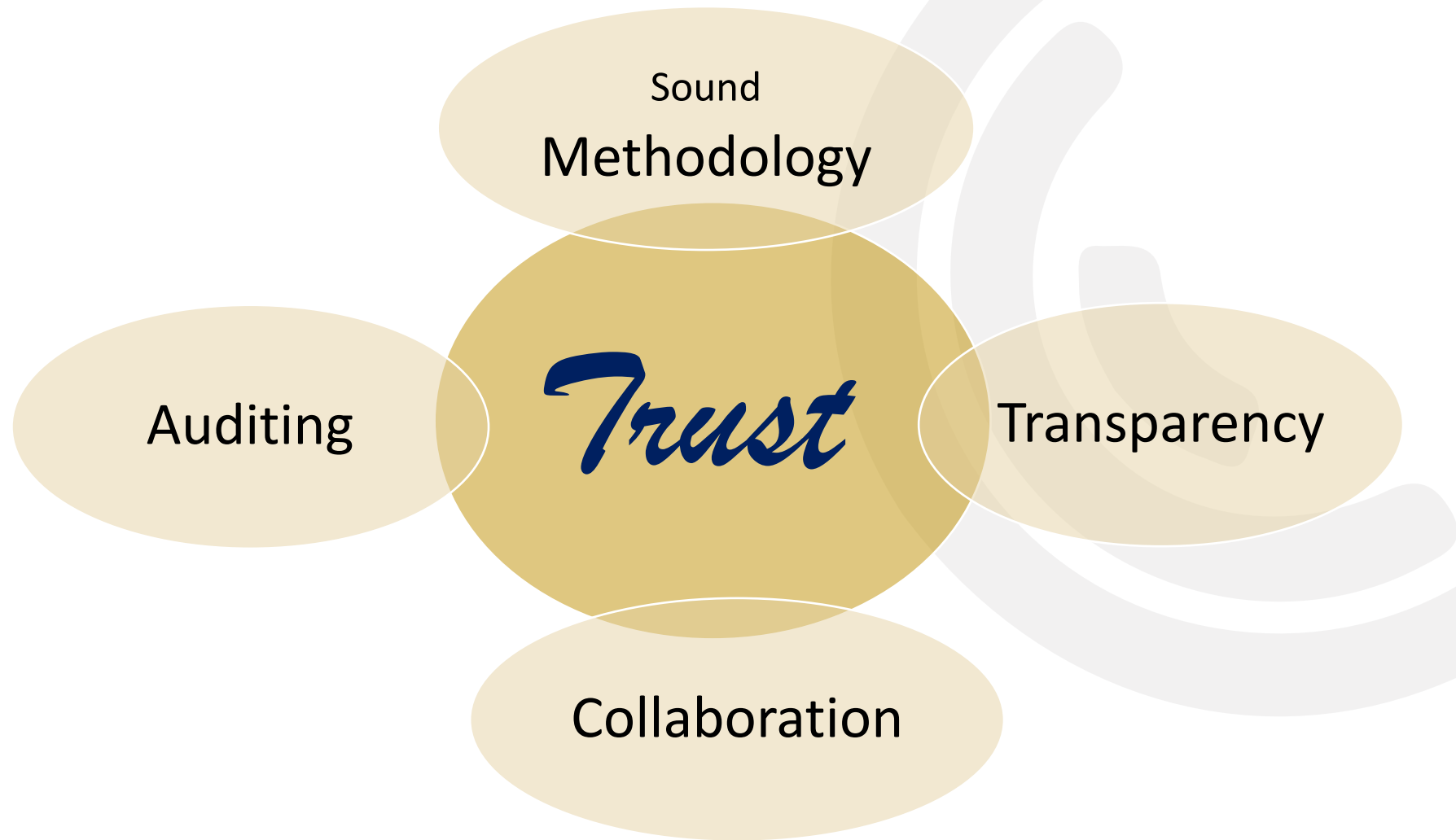Participation

Use

It is all about trust…

The Principal

not Just " the users trust the Survey "

but "the survey inspires confidence"

The Dimensions

Sound
Methodology

Auditing

Trust

Transparency

Collaboration

The Collaboration

AEMAR

EIIPA

Panteion University

ΕΠΠ

Global Link

MRB Hellas

The Methodology

Weighting

Balanced Design
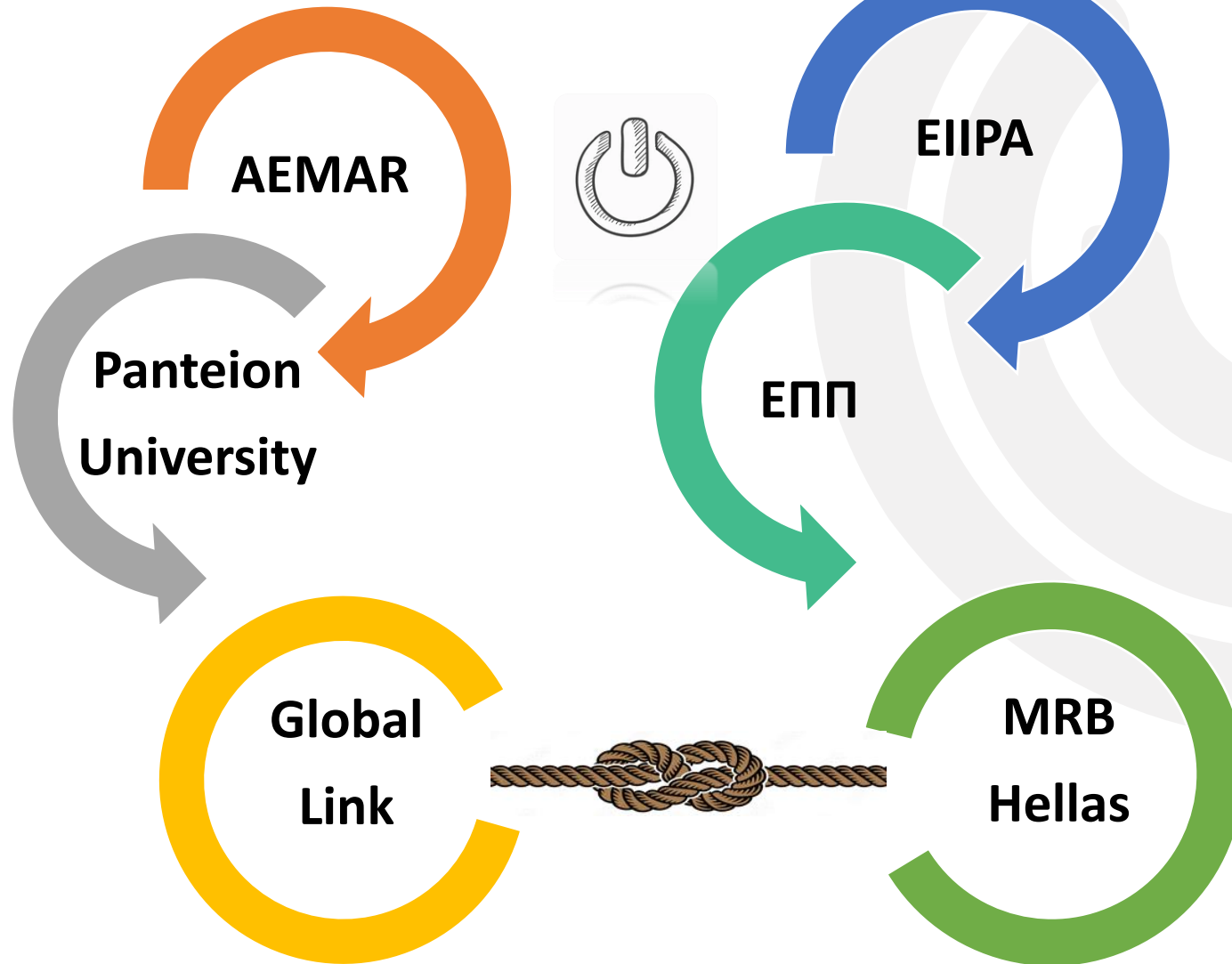
Randomness

Its all about Randomness

LET'S
FLIP
A COIN

Trials/ Sample	# Heads	Ratio	Percentage TARGET=50%
10	7	0.7	70%
100	43	0.43	43%
1,000	558	.558	55.80%
10,000	5,103	0.5103	51.03%
30,000	14,903	0.4968	49.68%

```
> n=30000
> coin <- c("Head","Tail")
> flip <- sample(coin,n,replace=TRUE)
> n1=length(which(flip=="Head"));n1
[1] 14903
> n1/n
[1] 0.4967667
```

The design is balanced

|	Mobile	Landline
MRB	25%	25%
Global	25%	25%

and the weighting is dynamic

- ❖ Dynamic adjustment of weights
- ❖ Gender/Age group/Location

The Transparency

- ❖ **Random Number Generator**

  operated by a TTP (Panteion Univ. research team)

- ❖ **Open Survey Design and Methodology**

  documented and published (also taught in classroom)

- ❖ **Tracking the Process and the Data**

  users and auditors

- ❖ **GDPR compliance**

Auditing

Internal Auditing

Metadata Paradata

Auditing

Ad hoc Audits

External Auditing
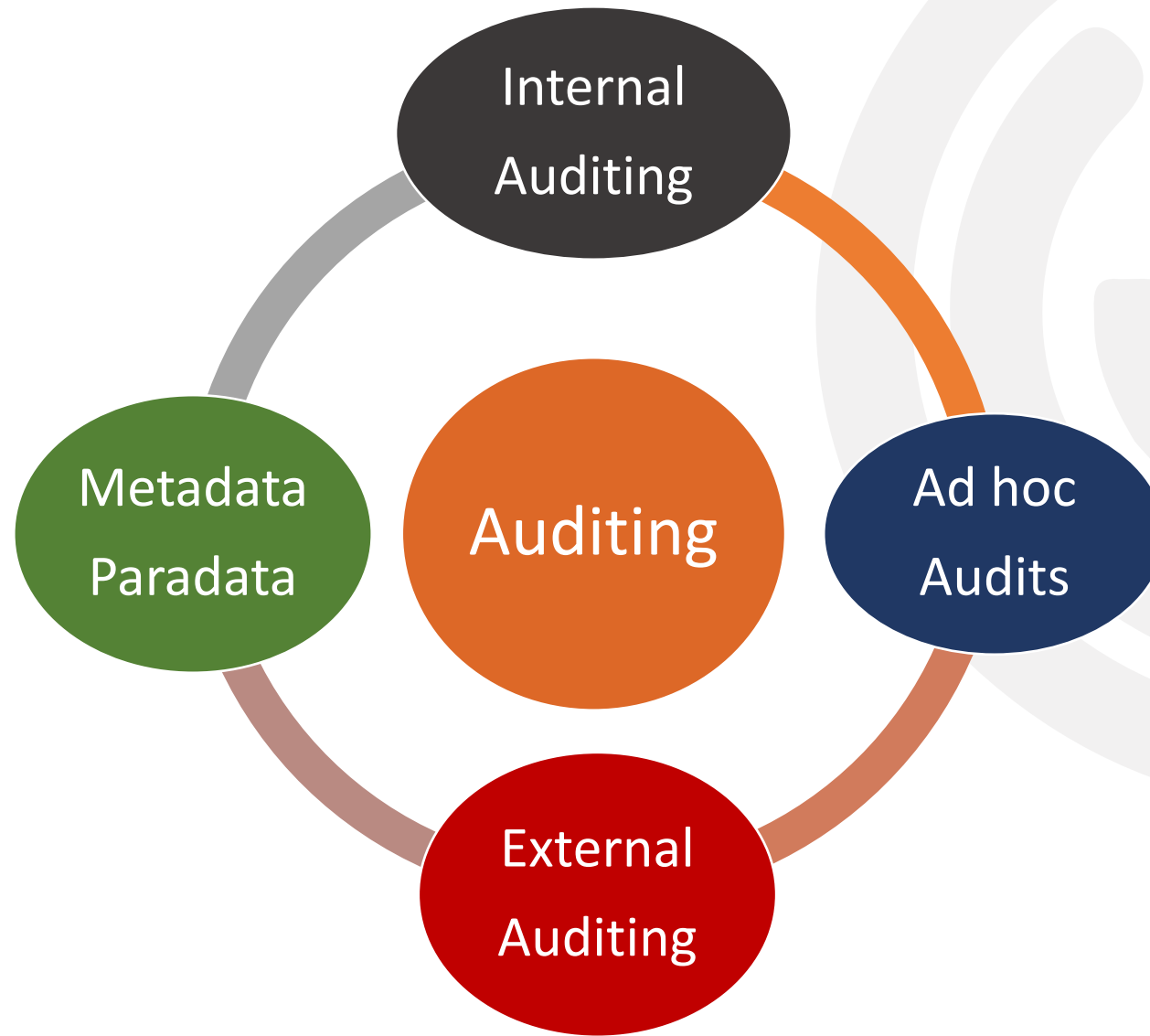
Auditing

Metadata (data about data) Reporting

response rates analysis, compliance with the sample design, …

check daily, weekly and monthly targets

Paradata (data about process) surveying

Non sampling errors introduced by the interviewer/process

daily survey with questionnaires
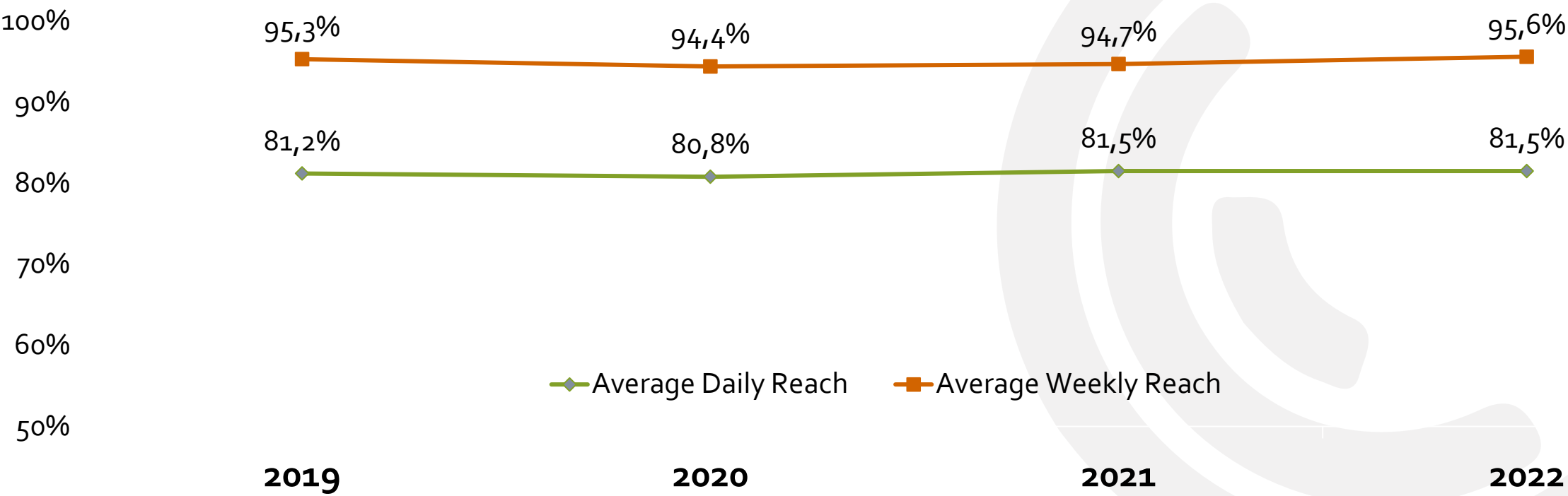
Ad hoc Audits

The project

Continuous Survey on Radio Ratings in Attica

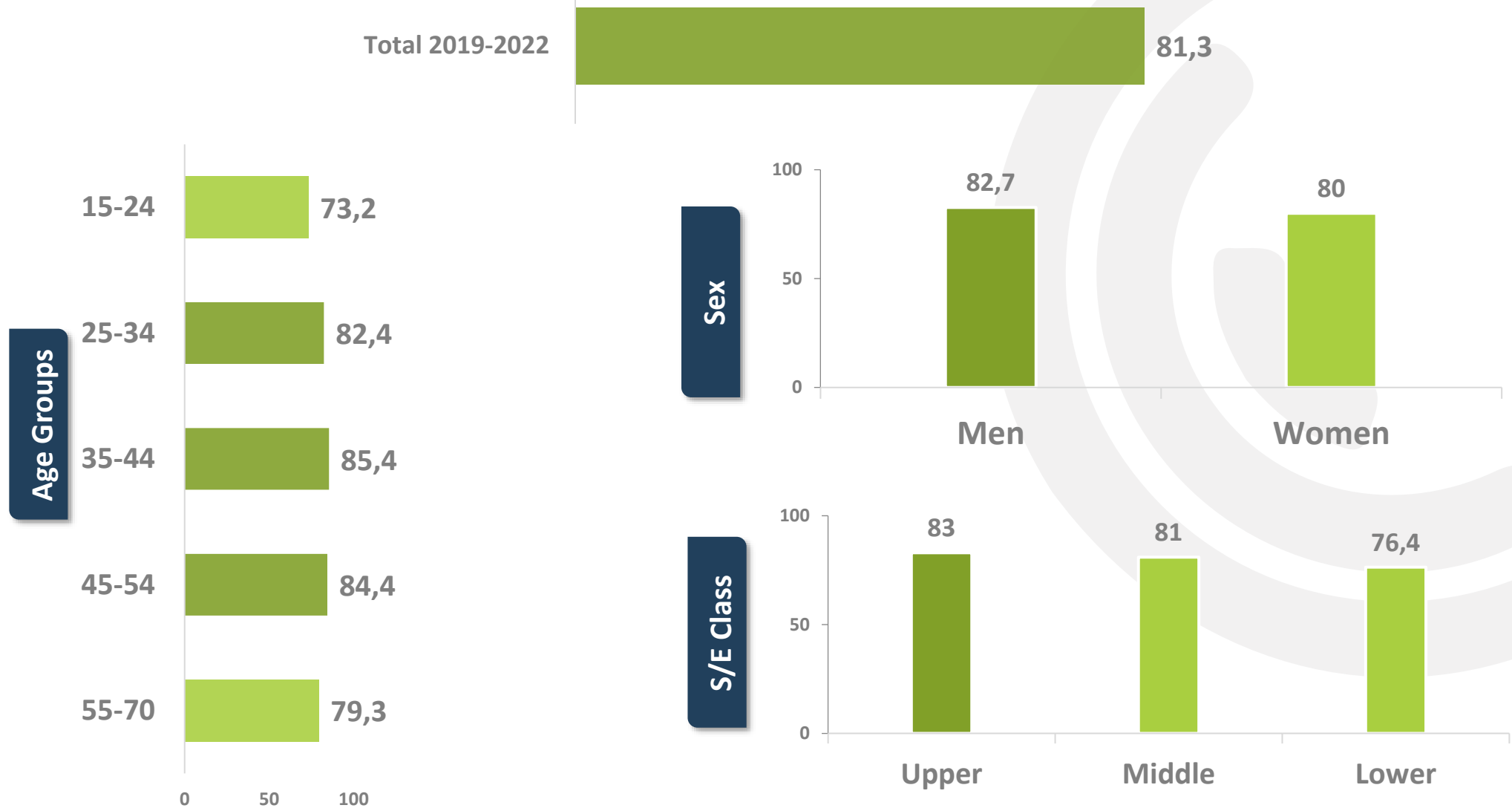# The dynamics of the Radio

February 2023

by **D.A.Mavros / General Manager – MRB HELLAS SA**

Audio Measurements Indices – Average Reach (Trend Analysis)

Across time, **8** out of **10** listen to the radio every day

Average Daily Reach - Demographics

Total 2019-2022 81,3

Age Groups

Age Group	Value
15-24	73,2
25-34	82,4
35-44	85,4
45-54	84,4
55-70	79,3

Sex

	Value
Men	82,7
Women	80

S/E Class

	Value
Upper	83
Middle	81
Lower	76,4

14

Average Daily Reach Per Hour – Weekdays vs. Weekends

High levels of reach all day long (from early in the morning up to late afternoon)
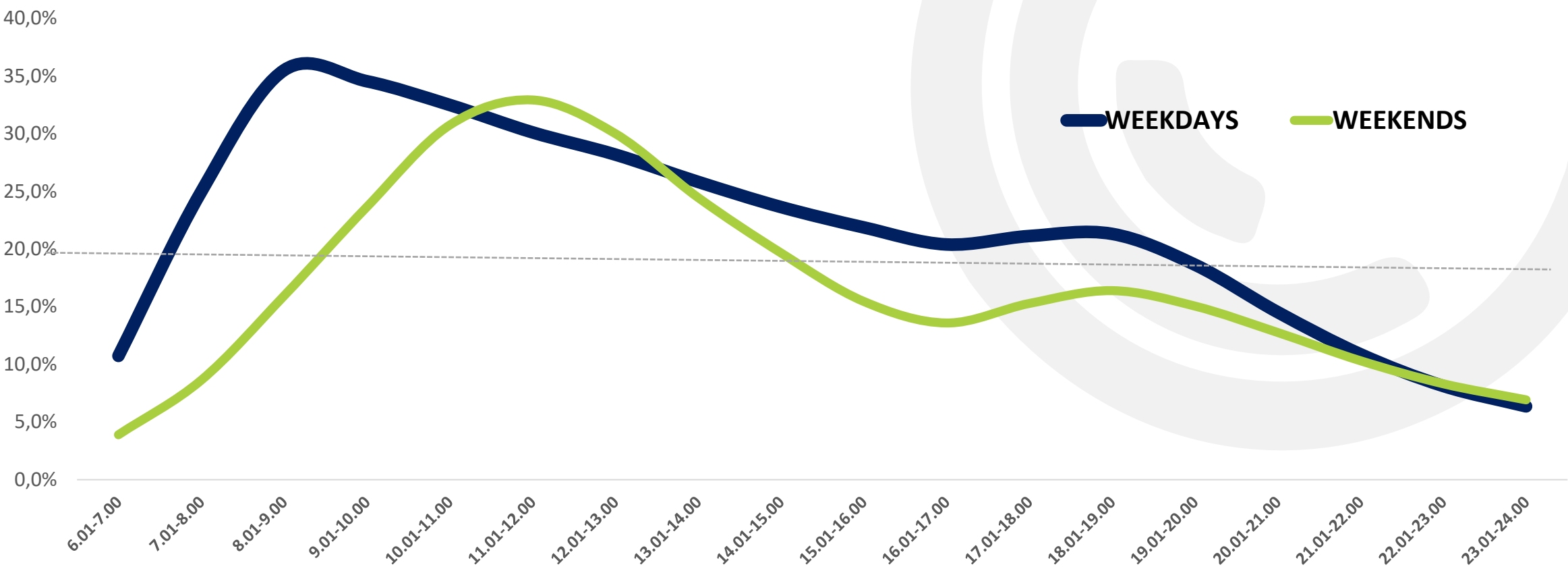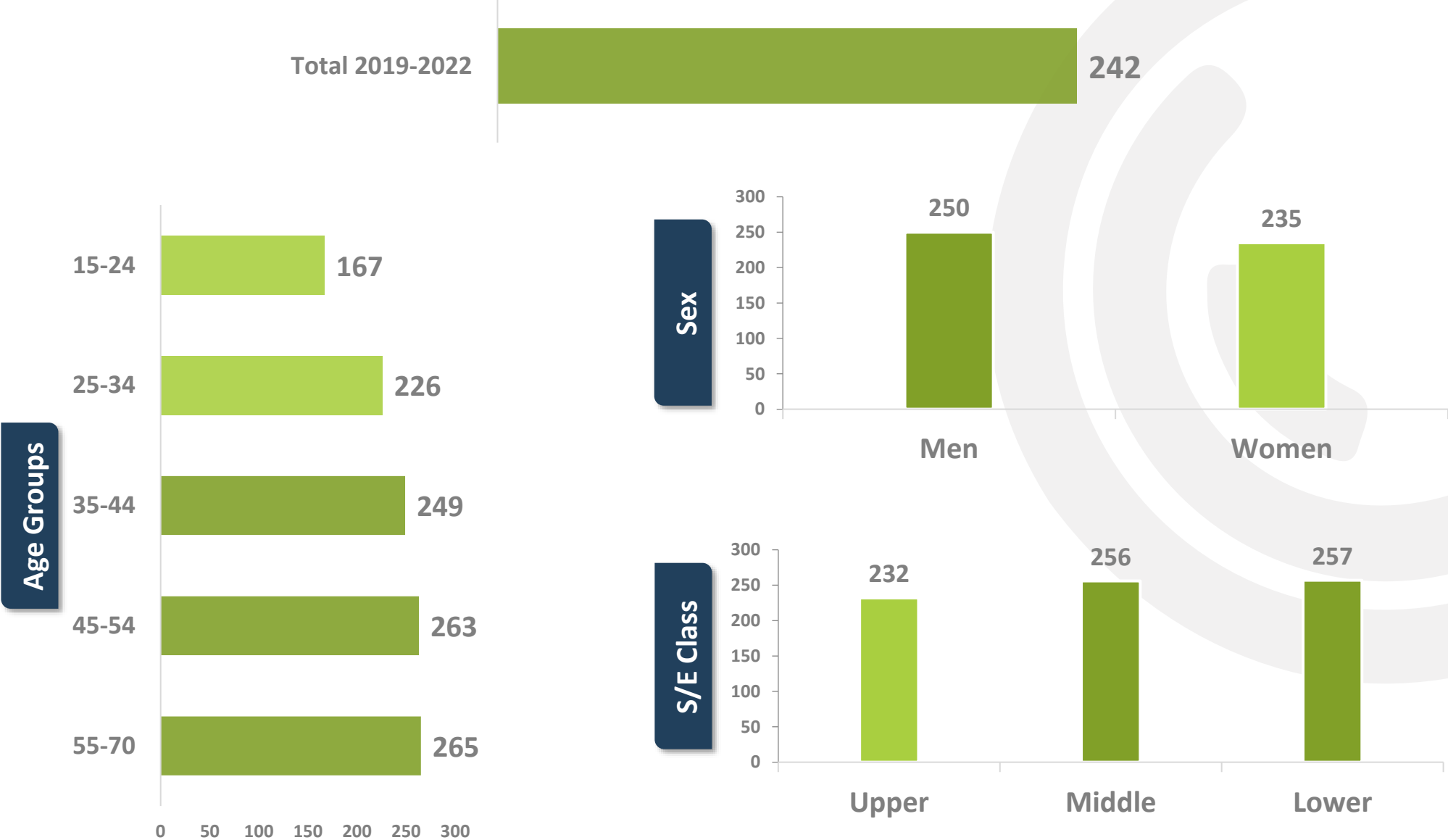

Legend: WEEKDAYS — WEEKENDS

Y-axis: 0,0%, 5,0%, 10,0%, 15,0%, 20,0%, 25,0%, 30,0%, 35,0%, 40,0%

X-axis: 6.01-7.00, 7.01-8.00, 8.01-9.00, 9.01-10.00, 10.01-11.00, 11.01-12.00, 12.01-13.00, 13.01-14.00, 14.01-15.00, 15.01-16.00, 16.01-17.00, 17.01-18.00, 18.01-19.00, 19.01-20.00, 20.01-21.00, 21.01-22.00, 22.01-23.00, 23.01-24.00

Radio Listening Sources – «USUALLY»

2019

Radio   85,6%

Internet   33,8%

+22%

2022

Radio   85,1%

25-44: 47%

Internet   41,1%

RADIO LISTENING SOURCES – USUALLY
And one last question about radio: in which ways do you **USUALLY** listen radio?

17
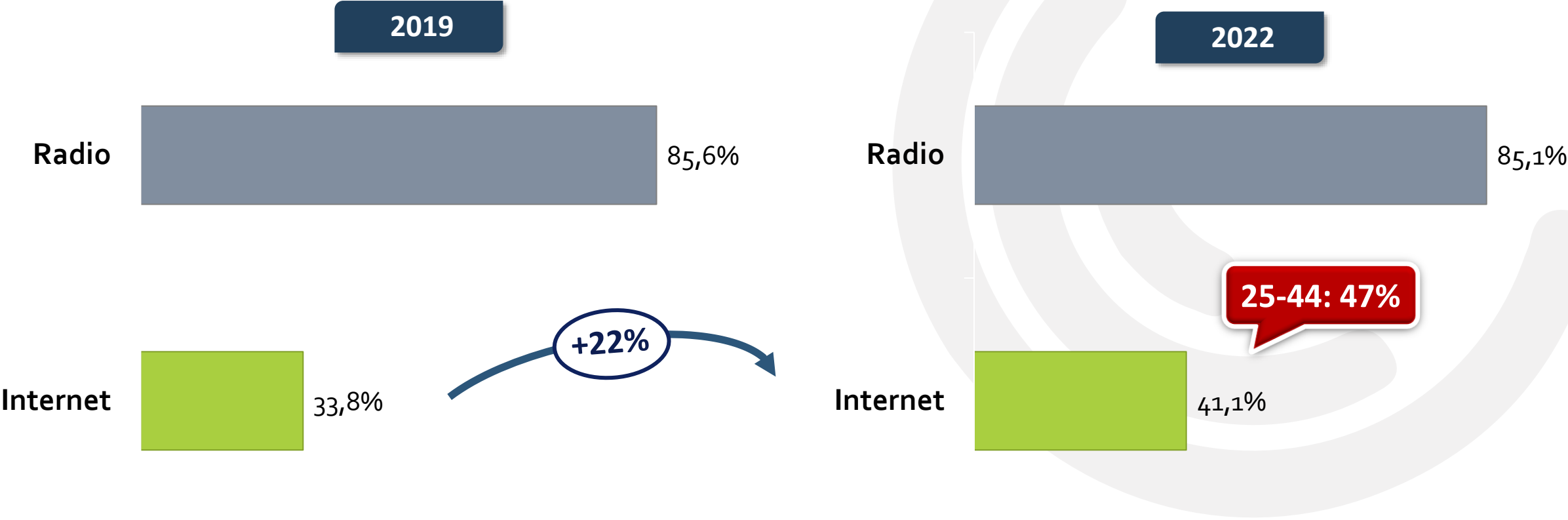
Listening Sources / «YESTERDAY»– Demographics

Age Groups

	Radio	Internet
■ Total	91,3	24,7
■ 15-24	89,3	23
■ 25-34	88,9	29,4
■ 35-44	91,3	27,9
■ 45-54	92	25,7
■ 55-70	93	19,4

S/E Class

	Radio	Internet
■ Total	91,3	24,7
■ Upper	91,5	26,4
■ Middle	91	24,2
■ Lower	91,3	19,6
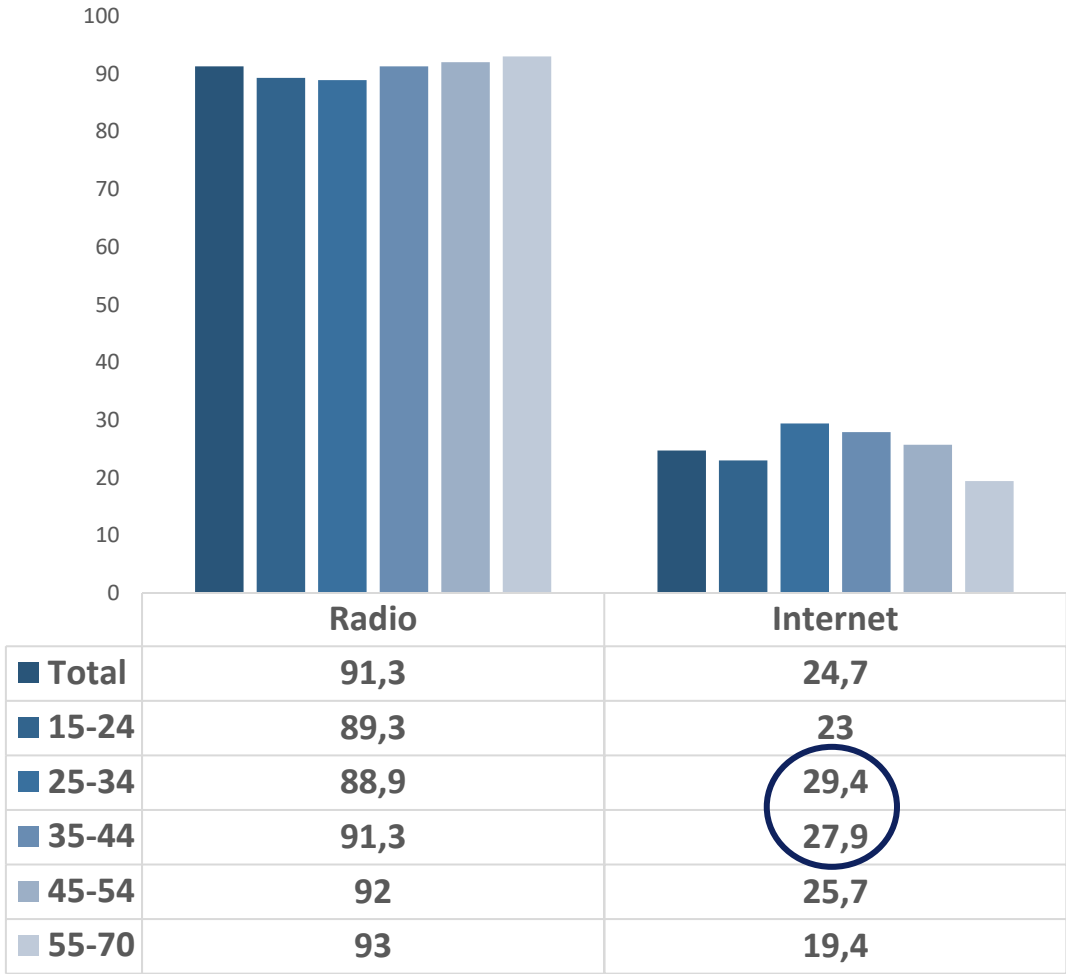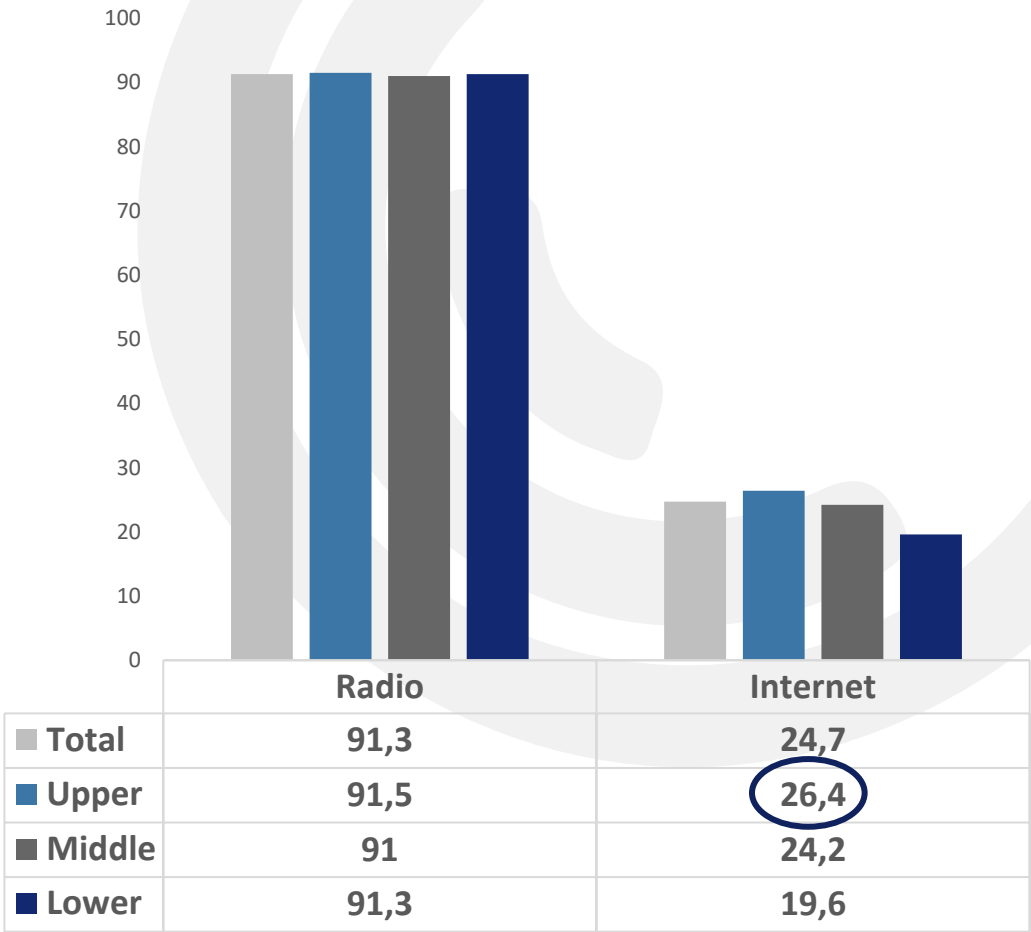
SOURCES OF RADIO STATIONS LISTENED TO YESTERDAY
The **radio station** ... (STATION YOU LISTENED TO YESTERDAY - THE STATIONS APPEARING IN RANDOM ORDER) that you told me you heard yesterday, how did you hear it. From a radio device, via the Internet, or both.

The project

Continuous Survey on Radio Ratings in Attica

All Things Radio
The power of RADIO

February 2023

by **K.SIGALOS. CEO - Global Link**

THE POWER OF RADIO

Emotional Multiplier International data

Media consumption has a significant **positive effect** on people's MOOD

Radio has the **biggest influence** on people's HAPPINESS and ENERGY

Listeners develop a **strong emotional connection**
- Reflects positively on RADIO ADVERTISING

Most trusted medium for news, entertainment and ads
- 73% of citizens **TRUST RADIO** (EU research)

QUALITATIVE RESEARCH HIGHLIGHTS

STRONG
EMOTIONAL CONNECTION :

GENUINE, PURE, WARM, ROMANTIC

Είναι λίγο διαφορετικό το συναίσθημα που βγάζει το ραδιόφωνο, είναι πιο ρομαντικό, πιο συντροφικό.
18-24 ετών

Με το ραδιόφωνο έχουμε γελάσει μαζί, έχουμε κλάψει μαζί, με έχει συντροφέψει από την εφηβεία μου μέχρι και τώρα σε διάφορες φάσεις της ζωής μου.
45-54 ετών

DECODING RADIO'S POTENTIAL :

QUALITATIVE RESEARCH HIGHLIGHTS

HIGHLY APPRECIATED

INFORMATION SOURCE

CULTURE
SOCIETY
MUSIC
SPORTS

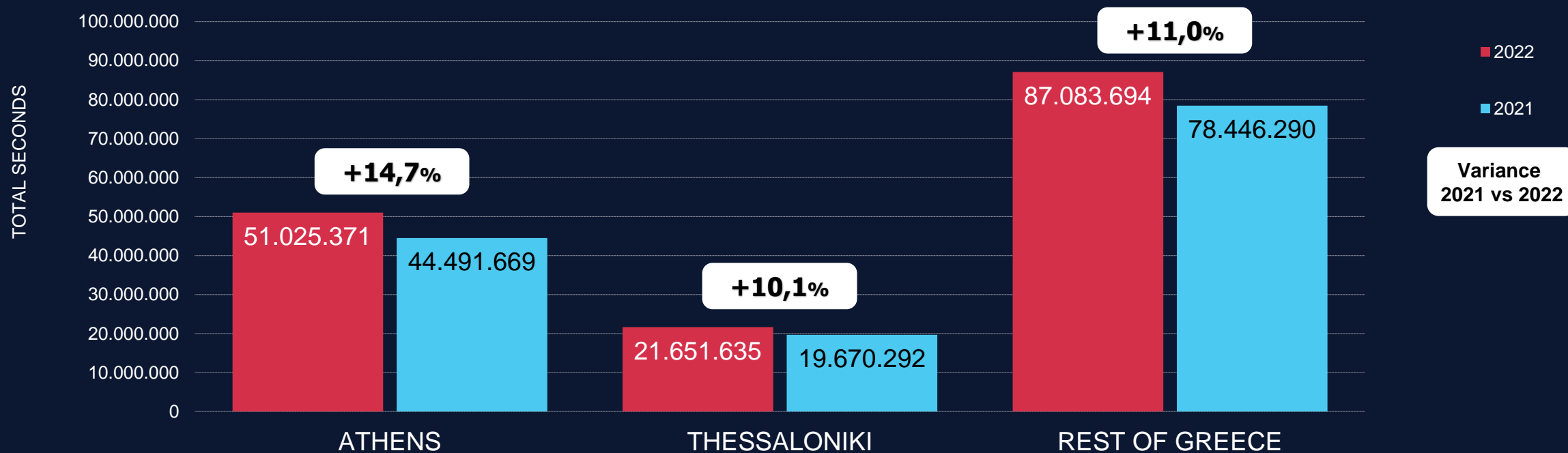Θέλω να είμαι μέσα στα πράγματα, να ξέρω τι νέο παίζει.
18-24 ετών

NEWS
POLITICS
ECONOMY

Σε εποχή που συμβαίνουν πολλά γεγονότα θέλω να είμαι συνεχώς ενήμερος.
45-54 ετών

23

RADIO ADVERTISING TREND

(January – December 2022 vs 2021)

TOTAL SECONDS

100.000.000		
90.000.000		
80.000.000		
70.000.000		
60.000.000		
50.000.000		
40.000.000		
30.000.000		
20.000.000		
10.000.000		
0		

ATHENS +14,7%
51.025.371 / 44.491.669

THESSALONIKI +10,1%
21.651.635 / 19.670.292

REST OF GREECE +11,0%
87.083.694 / 78.446.290

■ 2022
■ 2021

Variance 2021 vs 2022

António Guterres
United Nations Secretary-General