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1.7 Current practice in Finland

THE NATIONAL READERSHIP SURVEY

The annual sample size is normally 5000 net interviews (in this year exceptionally 6000 net interviews, because the local newspapers have joined the survey). The survey is reported twice a year, each report covering 5000 interviews in the last 12 months. The data is collected by personal interviews and a postal questionnaire (TGI) left behind by the interviewer. The fieldwork is carried out continuously in 12 waves from 1 August to 20 June.

The main points in the questionnaire are: Filter question; Frequency question; Average readership question; Where it was read last; How it was received/bought; and Demographics.

Three types of rotation alternatives are used for magazines (monthlies, fortnightlies and weeklies). The newspapers are always the last media group.

The survey is carried out by Suomen Gallup Oy and financed by the local Media Board.

TARGET GROUP INDEX

The sample is the same as in the National Readership Survey. The data is collected by a self-completion questionnaire. The response rate is approximately 85% from personally interviewed people.

The main product groups in the questionnaire are: Food; Cosmetics; Shopping; Clothes; Leisure; Holidays and Travel; Motoring; Financial services; Household appliances; and Life-style data. The questionnaire covers over 200 product groups and over 1000 brands.

The survey is reported twice a year (same as NRS). Standard reports by product groups with media data are carried out for the publishers and ad agencies. Standard reports without media data are produced for advertisers. Both publishers, ad agencies and advertisers can use the TGI data by terminal, too.

The TGI survey is carried out and financed (without media data) by Suomen Gallup Oy.