

# 1.8 Current practices in Denmark

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## **SAMPLING FRAME**

Denmark is one of the smallest countries in Europe with an area of about 44,000 square kilometres. As the population is nearly 5.2 million (with 4.2 million adults) the country is densely populated. Furthermore it is a level country, so there are no boundaries between the single local newspapers.

Right from the start of the Dansk Media Komite it has been a declared aim to be able to give authentic readership figures even for the smallest – the very smallest have a daily circulation of only about 1,800 copies.

About a third of the population in Denmark lives in the capital area, and the sampling frame in this area follows common practices without considering media conditions.

On the other hand the rest of Denmark is divided in accordance with the coverage of the local newspapers, so that each of these has its own geographical area and inside this is further stratified in accordance with urbanisation.

A political decision was that about 100 interviews per year are enough for the five smallest newspapers. For the 28 typical Danish provincial newspapers we want 250 interviews per year and finally we want 1,450 for each of the four biggest provincial newspapers. One newspaper we had to give up measuring was the one published for the German minority: it has a very small circulation scattered over a wide area.

There is a considerable overlap between local newspapers and this condition creates special problems, as we stratify in accordance with newspaper coverage. Within the coverage area we have to distinguish between areas where the newspaper concerned is 'alone' and areas where one or more other newspapers are important, too. Therefore we get about 100 strata in all.

From the Central Bureau of Statistics we buy a census which is constructed in such a way that the whole Danish population is classified in blocks of 100 persons. For each block we receive only a start and a final address: we are informed that, at the latest census, between these points there were registered 100, 101 or 102 persons (households are not divided up).

In one, two or three person households, always one and only one person is interviewed: in bigger households there are always attempts to interview two persons. The

households which the interview-inspector has registered are divided in five or six groups, one group for each of the four half-years with which the sampling plan is concerned and one or two in reserve.

## **QUESTIONING**

### **Personal questioning**

The personal questioning about media contact is a part of the omnibus survey of the contracting institute.

The questions about recency, frequency and some qualitative media questions are asked at the start of the interview. Then the omnibus questions from the institute follow, and the questions about the demographic criteria are asked at the end. The verbal questioning itself takes about half an hour.

### **Postal questioning**

To some of those interviewed a self-completion questionnaire is issued. This is used for the Danish TGI. We ask about both the use of daily goods and the stock of durables; a statement-technique is used to illustrate the attitudes and the behaviour of the interviewees.

## **REPORTING**

### **The printed report**

On the red pages in the printed report are published the media profiles, on the green pages their coverage and on the yellow pages duplication for weeklies/magazines/Sunday papers and big daily papers.

The blue pages show information about frequency, reading time and purchase.

Finally, some of the results from the self-completion questionnaire are provided on white pages, with information both on buying intentions and attitudes.

### **Access by terminal**

In the last few years use of terminals has grown fast in importance – about a tenfold increase in three years. Originally it was the media owners who used them for advertisement sales, but advertising agencies are now joining in, and some big advertisers are showing interest.