

Methodology FAQs

Our Radio Local+ hybrid methodology combines surveys, panels, and statistical modelling to deliver more stable audience estimates, and sets the stage for expanded market coverage, and more granular demographic insights. Developed by research experts, aligned with ESOMAR best practices, and independently audited through CESP (Centre d'étude des supports de publicité), the data is reliable, robust, and representative of the population, providing insights the industry can trust.

How is the market measured?

Radio Local+ uses a passive measurement methodology, unlike diary measurement, which is declarative and relies on respondent recall. The service combines observed streaming data from participating stations with survey and panel data that provide demographic and listening behaviour information. These inputs are used to estimate total listening for Numeris participating stations within each market, including both over-the-air and streaming audiences.

Audience estimates are reported for Numeris participating stations only, with listening assigned to markets based on geolocation within established Numeris market boundaries.

Can Radio Local+ results be compared directly with Online Radio Diary results?

No. Radio Local+ represents a break in trend from Online Radio Diary because the measurement methodology has changed. Any shifts in results should be understood as the result of the methodology change, not as a direct indication of changes in listening behaviour. Radio Local+ should be treated as a new baseline for local radio audience measurement.

How will reach and frequency compare with Online Radio Diary results?

Radio Local+ represents a break in trend from Online Radio Diary because the methodology has changed. Reach, frequency, and other audience estimates should be interpreted as part of a new measurement baseline rather than compared directly to diary results.

Surveys and Panels

What is the difference between surveys and panels?

There are two sources of inputs which are used in Radio Local+ to develop the statistical model which extrapolates total radio listening from the streaming data – surveys and panels. Surveys consist of telephone interviews conducted to a randomly selected sample of the population which using a Day After Recall like questionnaire capture demographic information, as well as stations that have been listened to at various time of the day and the mode in which they were listened (i.e., streaming, over-the-air). Panels are third-party access panels in which panelists are randomly selected and administered a similar questionnaire, but over the web.

How are participants recruited?

Telephone survey participants are recruited using Random Digit Dialing (RDD). These are short interviews conducted using a Day After Recall methodology.

Panel participants are recruited through high-quality online research panels that adhere to ESOMAR guidelines.

How does the phone call surveying work?

Telephone surveys are conducted using Random Digit Dialing and a Day After Recall approach. These shorter interviews help collect demographic and listening behaviour information that supports the Radio Local+ model.

Will sample sizes be published?

Radio Local+ uses a different methodology than Online Radio Diary. While Online Radio Diary relied on statistical estimation from a sample of diary respondents, Radio Local+ estimates radio audiences through a statistical model applied on streaming data. As such, there is not a sample per se – streaming data is a census data set of all radio sessions occurring through streaming.

While samples are used in the surveys and panels, these are not used to calculate audiences, but rather, to attribute demographics and tune the statistical model. These sample sizes are larger than the existing Online Radio Diary samples and were reviewed and approved by Numeris' Research Advisory Committee and Audio Executive Committee.

If panel research is online, are existing third-party panels (e.g., Sago) used, or are panelists recruited by StatsRadio?

Existing third-party panels are used. These are high-quality research panels that adhere to ESOMAR guidelines.

Is out-of-market tuning reported?

Only tuning within the measured markets are reported for member stations. Spill can be measured and reported when it exists in a measured market.

What questions are asked?

The surveys are designed to understand audience demographics by station and time of day, as well as the proportion of total listening that occurs via streaming.

Streaming

Where does the streaming data come from?

Streaming data comes from participating stations and supported streaming platforms, where listening activity can be observed and incorporated into the Radio Local+ measurement process.

Will streaming data be reported by province or by market?

Radio Local+ reporting is based on existing local markets reported under ORD.

Is streaming across every platform tracked (e.g., iHeartRadio, Radioplayer Canada, TuneIn, etc.)?

Yes. Streaming activity across supported platforms is included in the measurement process.

Do lower-wattage stations with less coverage have an advantage over stronger signals due to the streaming element?

No. The model accounts for differences in the ratio of streaming and over-the-air listening across stations.

Would younger-skewing stations have an advantage because their audiences are more likely to stream?

No. The modelling process accounts for age and sex demographic differences when estimating total audience listening.

Modelling

Why isn't streaming data enough on its own?

Streaming data provides an observed view of listening activity, but on its own it does not identify who is listening. It is device-level data and does not provide all the demographic, location, or co-listening information needed to estimate total radio listening. Radio Local+ uses surveys, panels, and analytics to help convert streaming data into people-based audience estimates.

How does advanced modelling work?

The model applies demographic information to observed listening behaviour and extrapolates streaming activity to estimate total radio listening.

How is the data modeled and weighted?

The statistical model is updated twice a year. The inputs into the model, being the survey and panels are weighted to Numeris' Universe Estimates. Audience Estimates in Radio Local+ will be released four times a year and will be based on 13-week averages.

How does Radio Local+ estimate over-the-air listening from streaming data?

Radio Local+ uses surveys, panels, analytics, and observed streaming data to estimate what proportion of listening occurs online for a given station, time period, and demographic group. Once the streaming share is understood, the model can estimate total listening, including over-the-air listening.

How do streaming, surveys, and panel information come together?

Survey and panel data inform the model by providing demographic and listening behaviour information. The model is then applied to streaming data through a statistical model to estimate total radio listening across the market.

Will methodology descriptions be made available?

Yes. Additional methodology documentation will be made available to support understanding of the Radio Local+ measurement process.

How frequently are the survey interviews and online panels conducted?

The statistical model is updated twice a year, meaning the surveys and panels are conducted twice a year.

Does the definition of Share change?

Share is based upon the participating stations in Radio Local+. There will be no changes to the calculation of Reach.