

# Regional radio listening in Norway

Q3 2018



# Background

- This overview describes the development of radio broadcasting at regional levels with updates figures from Q3 2018. The Norwegian Media Authority has composed this overview based on data from Kantar Media.
- Kantar Media measures radio listening at regional and local levels with 45.000 yearly phone interviews (CATI\*) in *Forbruker & Media (F&M)*. The CATI-survey represents the official listening figures for norwegian local radio and national radio at a local level. (Source: Kantar Media)

# Definitions

- Daily coverage: The population share who have listened to a given radio service during an average day.

# Overview of channels in the survey

NRK

P4 Group

Bauer Media

The Big Five	Other national/niche channels	
NRK P1	NRK Alltid Nyheter	P5 Hits
NRK P2	NRK mP3	P7 Klem
NRK P3	NRK P1 Distrikt	NRJ
P4	NRK Klassisk	Kiss
Radio Norge	NRK P13	Radio Rock
	NRK P1+	Norsk Pop
	P6 Rock	Radio Topp 40
	P8 Pop	Radio Vinyl
	P9 Retro	P24-7 MIX
	P10 Country	Radio 1

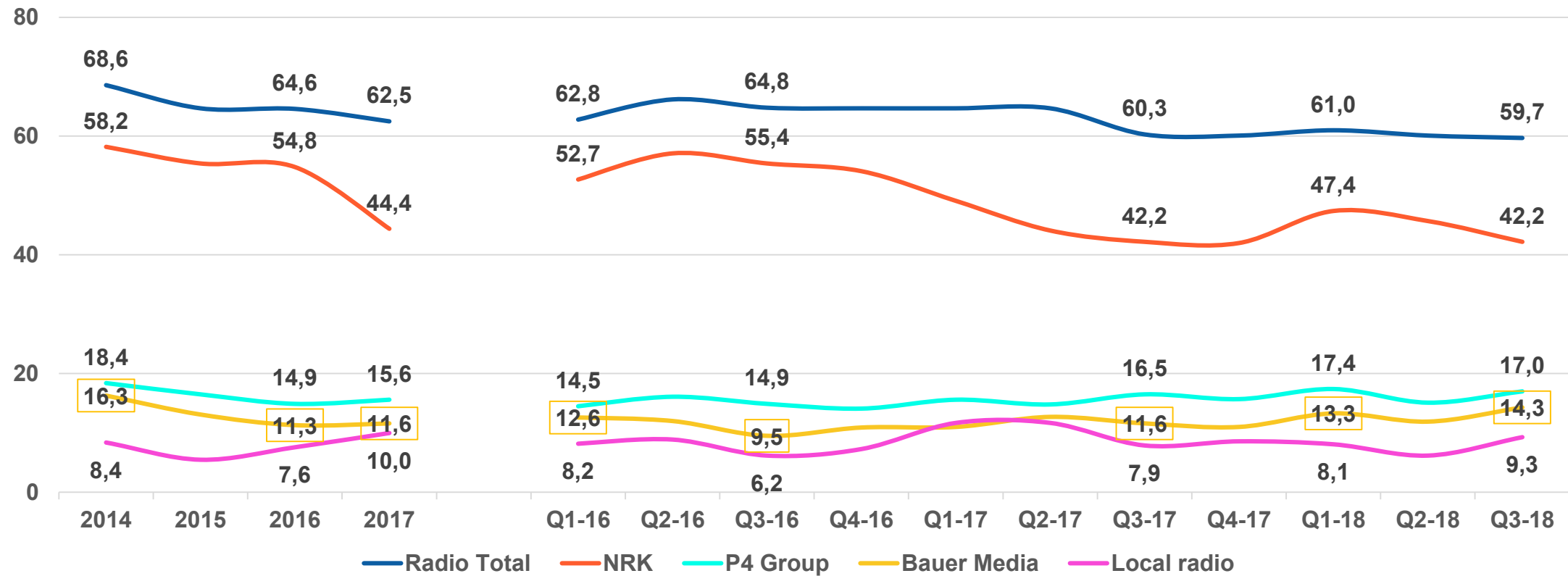
# Overview of channels in the survey

Region 1	Region 2	Region 3	Region 4	Region 5	Region 6
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Radio 3 Bodø	Radio Metro Oppland	Radio Lyngdal	Radio Metro Oslo/Akershus
1 FM Molde	Radio Metro Buskerud	Radio Kvinesdal	Ordentlig Radio
Nea Radio	Radio Randsfjord	Radio Loland	Radio Sandefjord
Radio Trøndelag	SolørRadioen	Radio Nordsjø	Radio Tønsberg
Radio Ålesund	TrysilRadioen	Radio Sandnes	The Beat (Oslo)
ElverumsRadioen	ØsterdalsRadioen	Metro Sør	Radio Rox
HamarRadioen	Radio Sørvest	Jærradioen	Radio Alta
Radio Grenland	Radio 3.16	Radio 102	Radio Bardufoss
Radio Kongsvinger	Radio Atlantic Ryfylkeradioen	Radio 3.16	Radio Tromsø
The Beat (Oslo)			

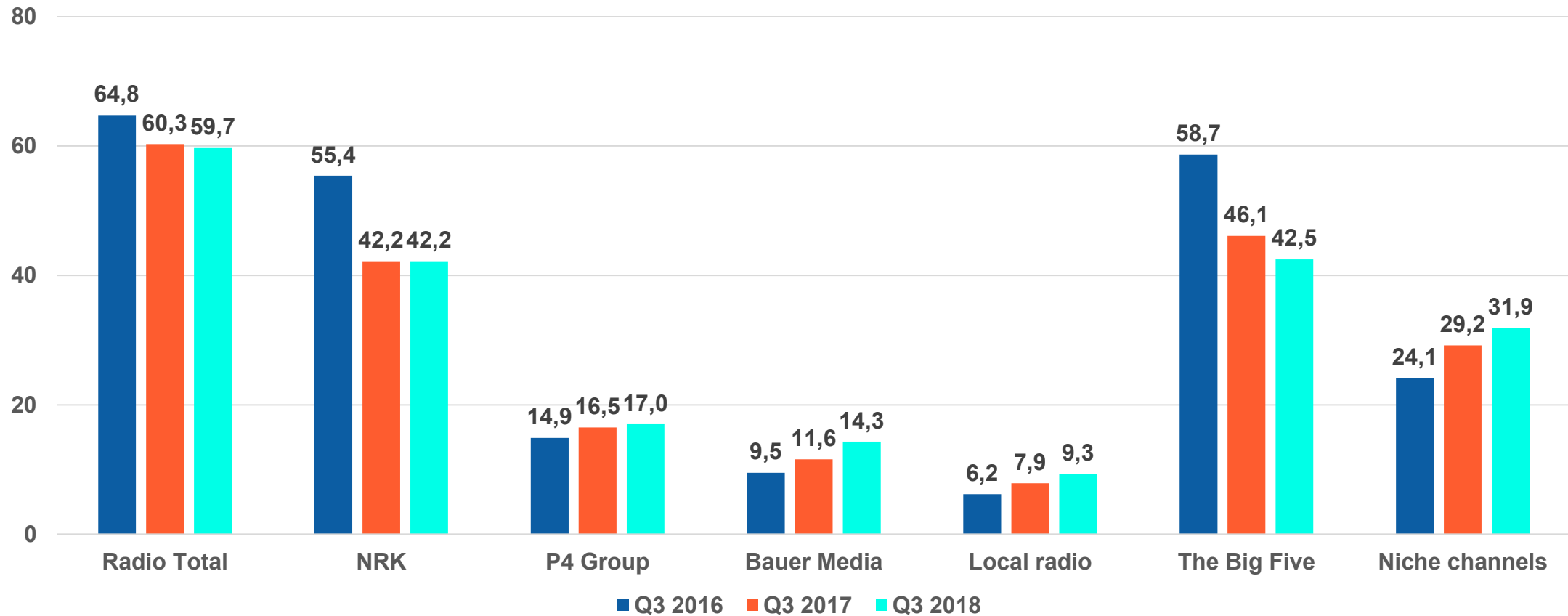
# Region 1 Nordland

## Radio groups in percentage daily coverage Yearly 2014-2017 – Quarterly 2016-2018



# Region 1 Nordland

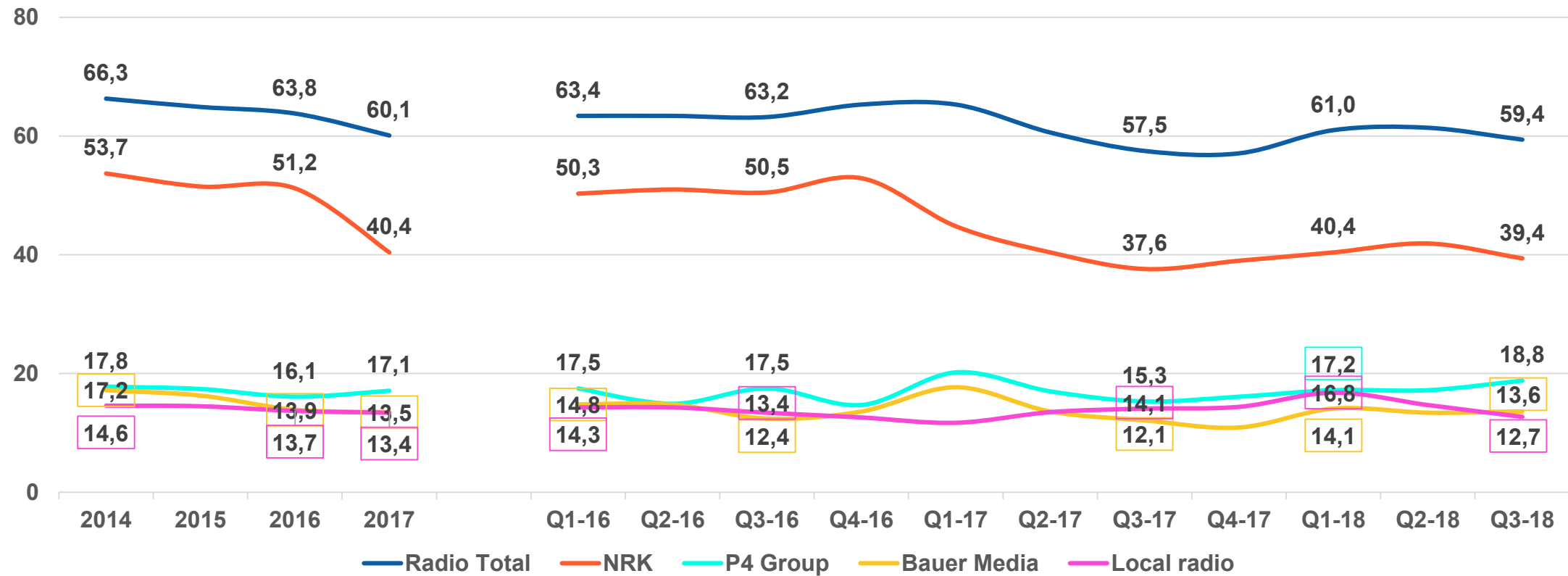
Radio groups in percentage daily coverage – selected quarters 2016-2018



# Region 2

## Trøndelag, Møre og Romsdal

Radio groups in percentage daily coverage  
Yearly 2014-2017 - Quarterly 2016-2018

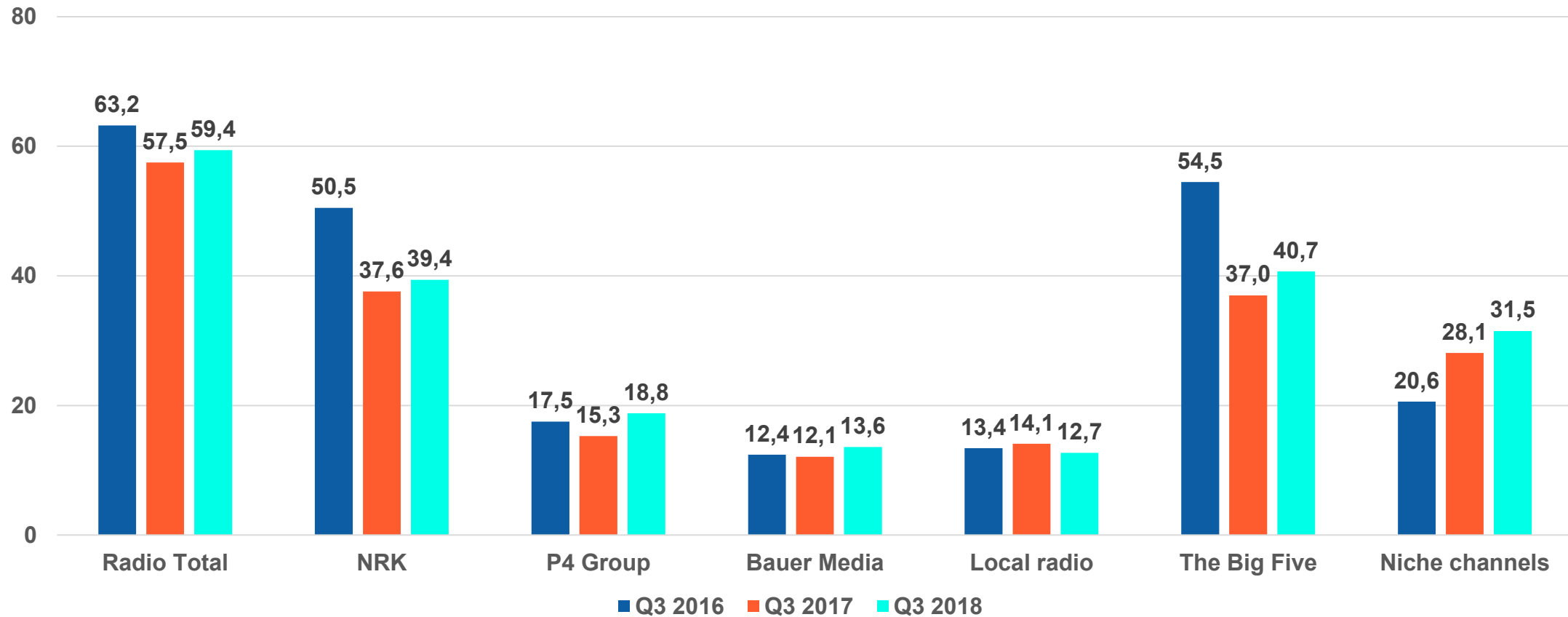




# Region 2

## Trøndelag, Møre og Romsdal

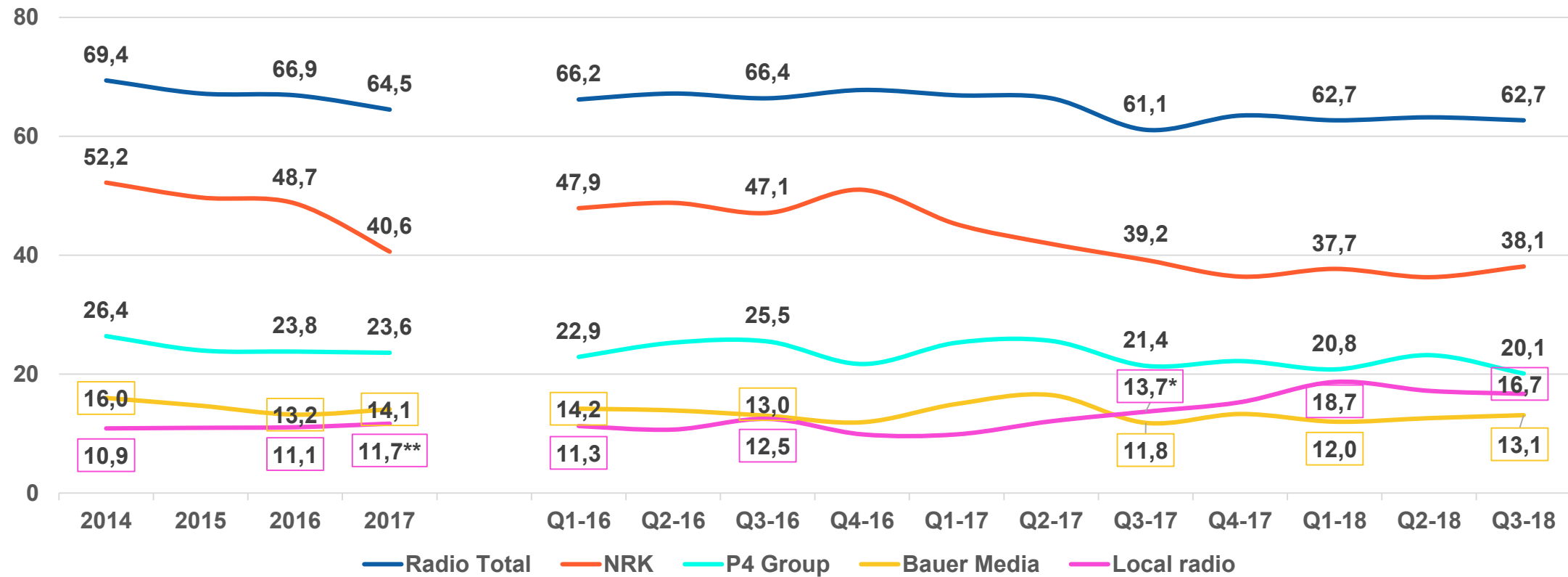
Radio groups in percentage daily coverage - selected quarters 2016-2018



# Region 3

## Telemark, Buskerud, Hedmark, Oppland

Radio groups in percentage daily coverage  
Yearly 2014-2017 - Quarterly 2016-2018

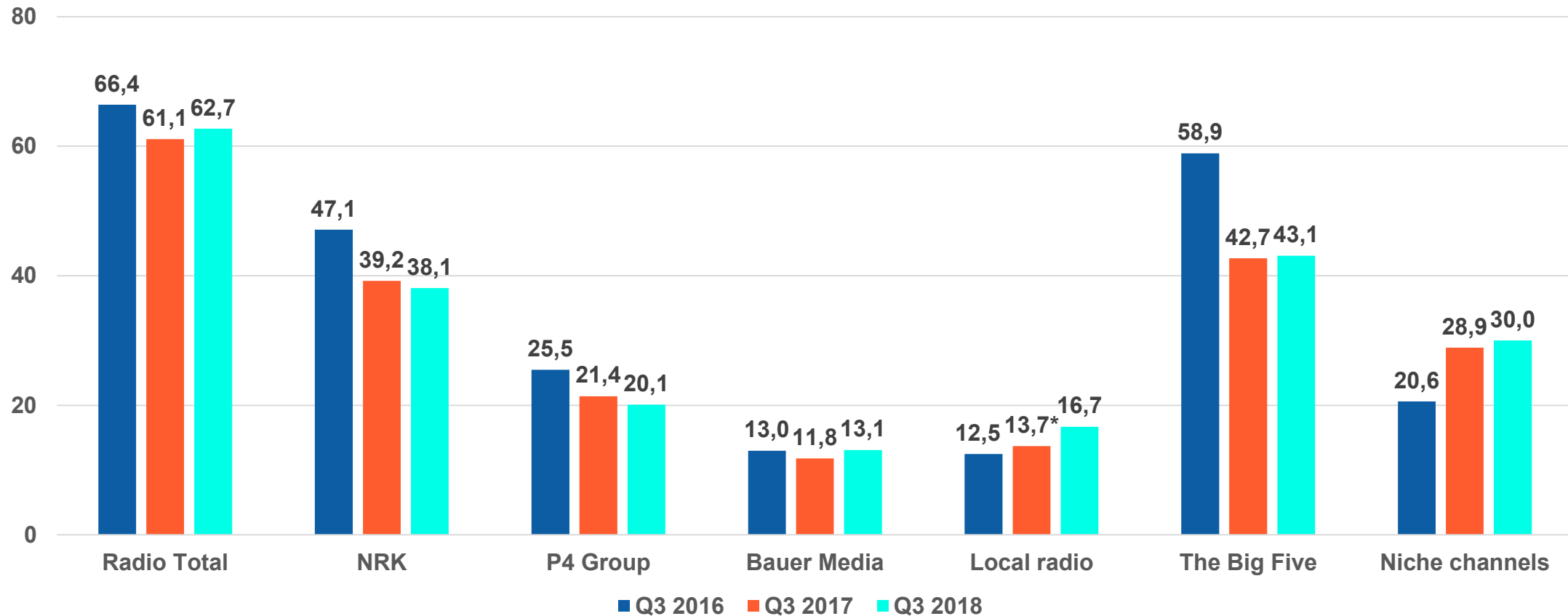


\* Channels P5, P7 og NRJ are only measured as local radio in two of three months in Q3-17 and not measured as local radio after Q3-17.  
\*\* Channels P5, P7 og NRJ was only measured some months during 2017. The figure shows the yearly average for the remaining local radios.

# Region 3

## Telemark, Buskerud, Hedmark, Oppland

### Radio groups in percentage daily coverage - selected quarters 2016-2018

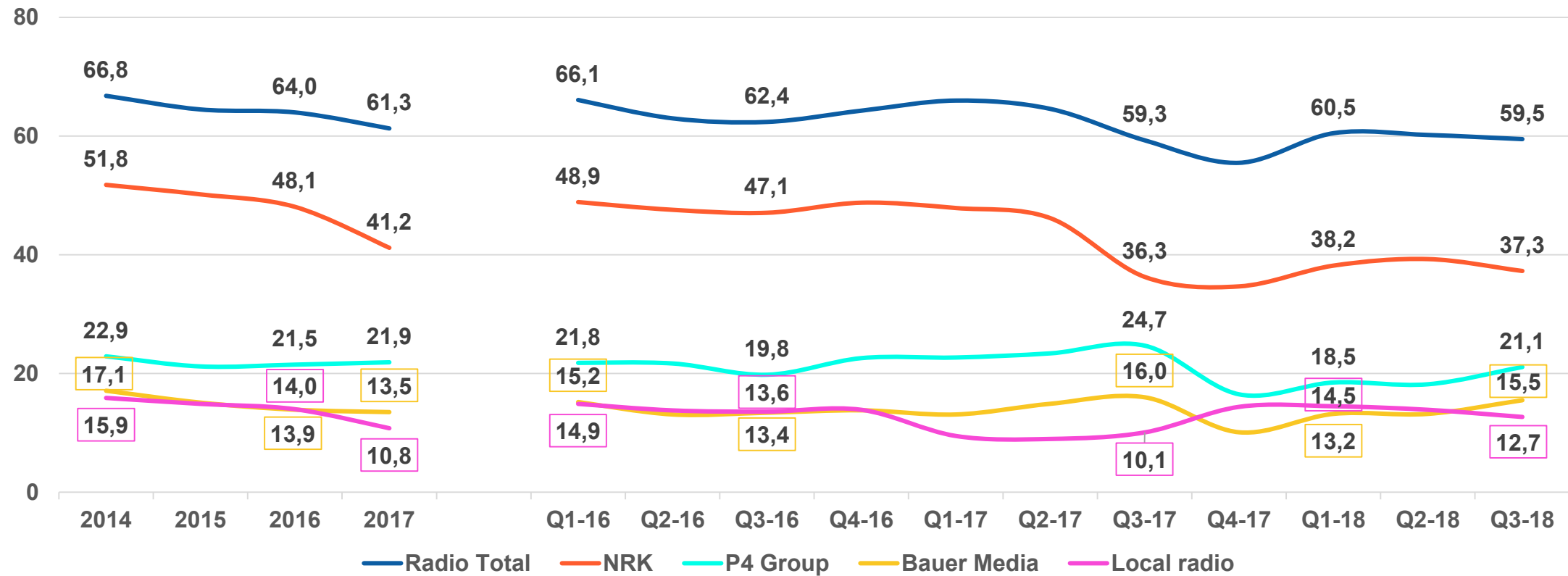


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# Region 4

## Sogn og Fjordane, Hordaland, Rogaland, Agder-counties

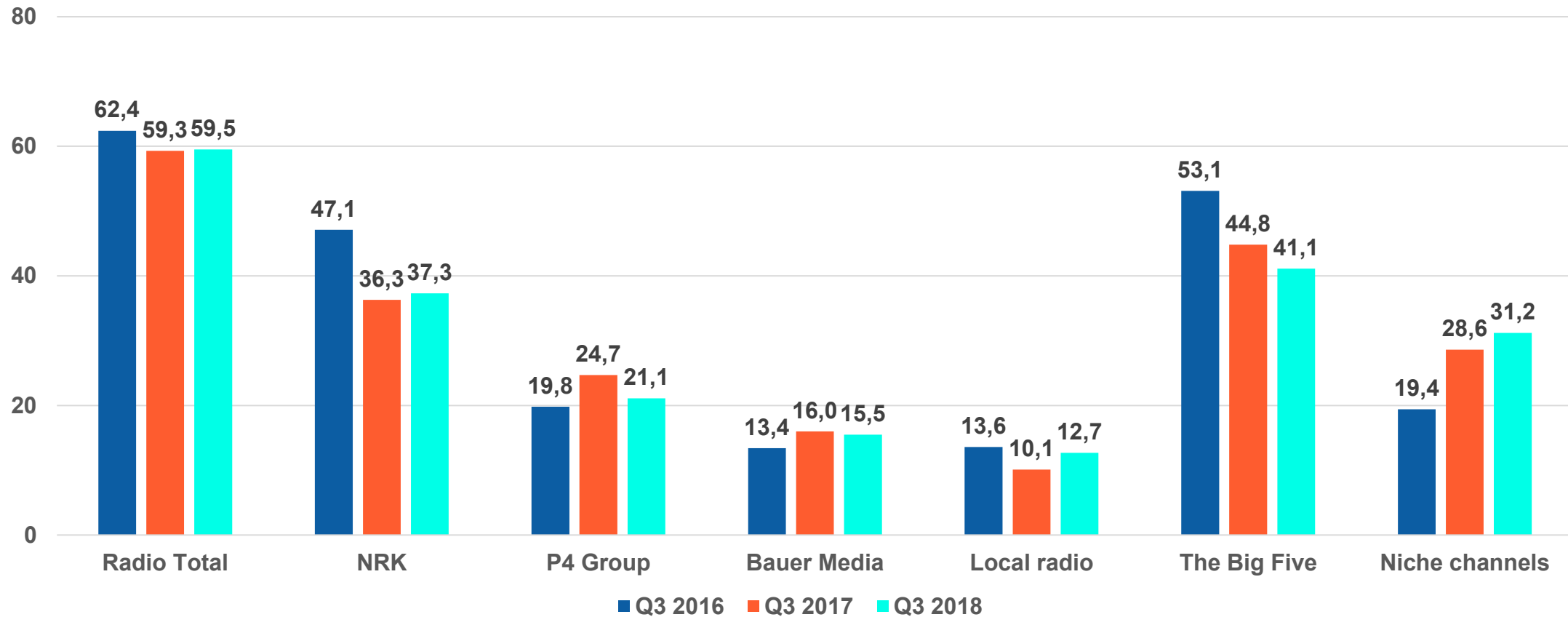
Radio groups in percentage daily coverage  
Yearly 2014-2017 - Quarterly 2016-2018



# Region 4

## Sogn og Fjordane, Hordaland, Rogaland, Agder-counties

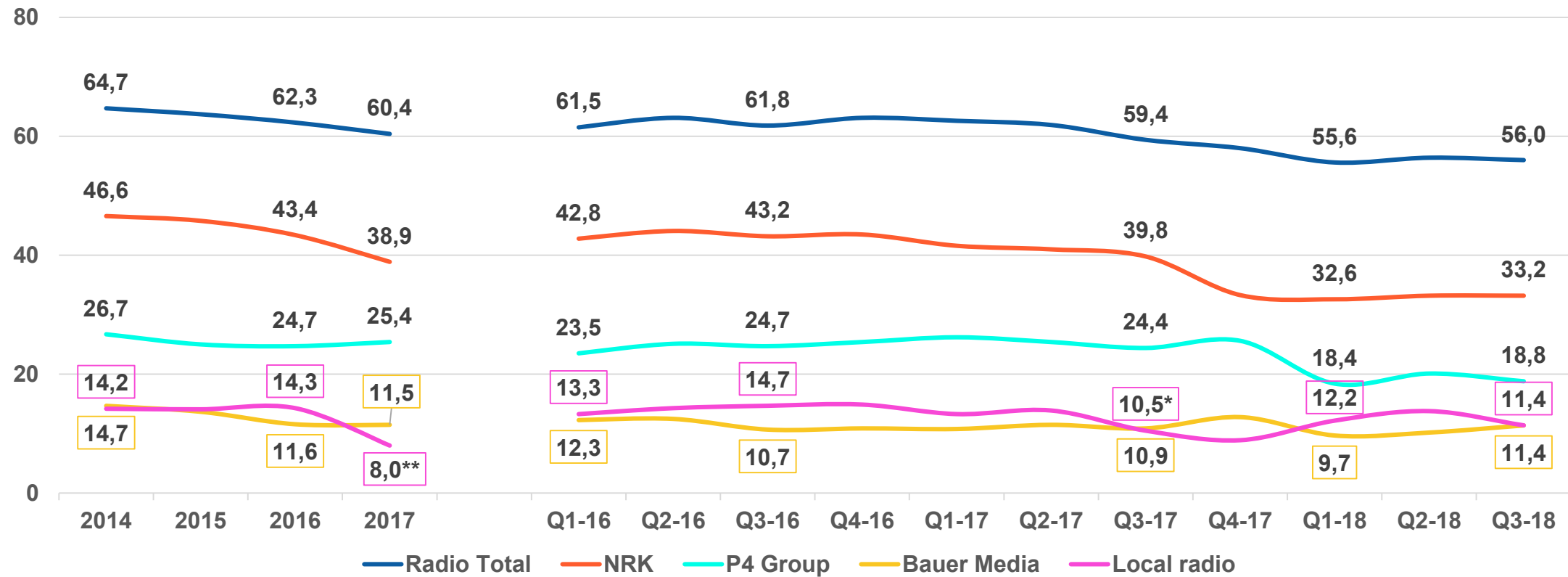
Radio groups in percentage daily coverage - selected quarters 2016-2018



# Region 5

## Østfold, Vestfold, Oslo, Akershus

Radio groups in percentage daily coverage  
Yearly 2014-2017 - Quarterly 2016-2018

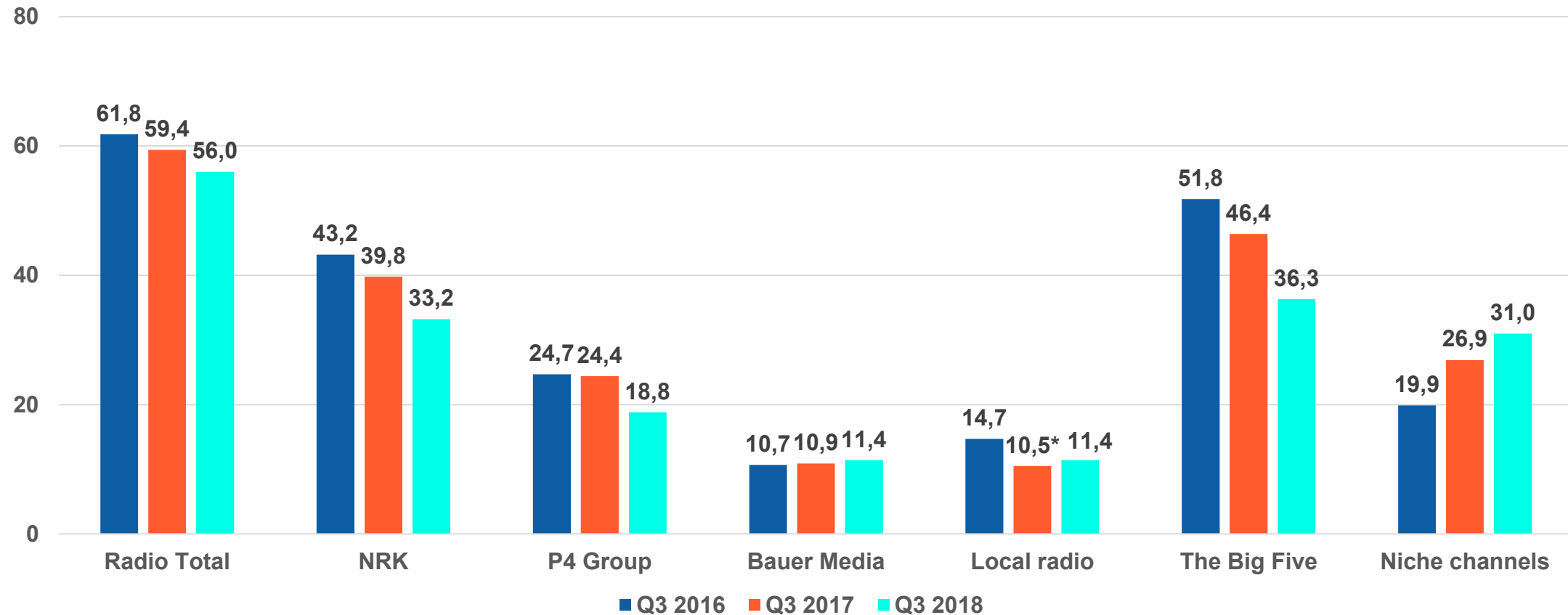


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# Region 5

## Østfold, Vestfold, Oslo, Akershus

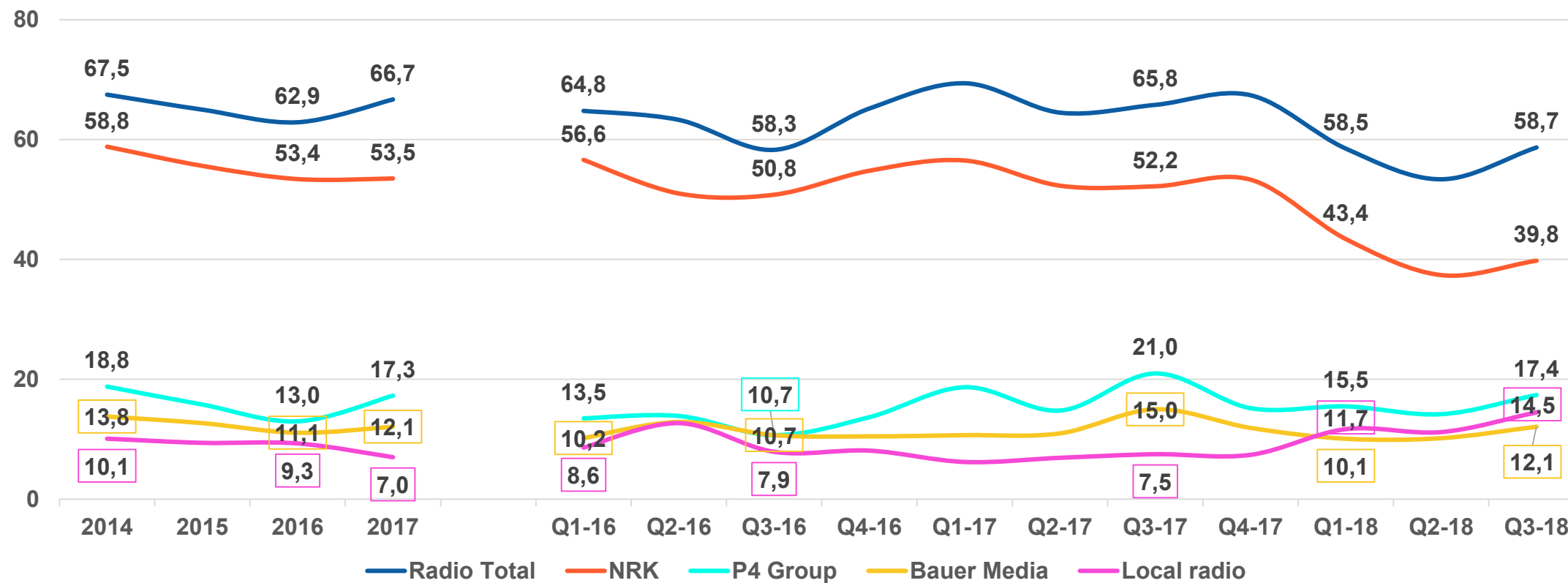
### Radio groups in percentage daily coverage - selected quarters 2016-2018



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# Region 6 Troms, Finnmark

## Radio groups in percentage daily coverage Yearly 2014-2017 - Quarterly 2016-2018

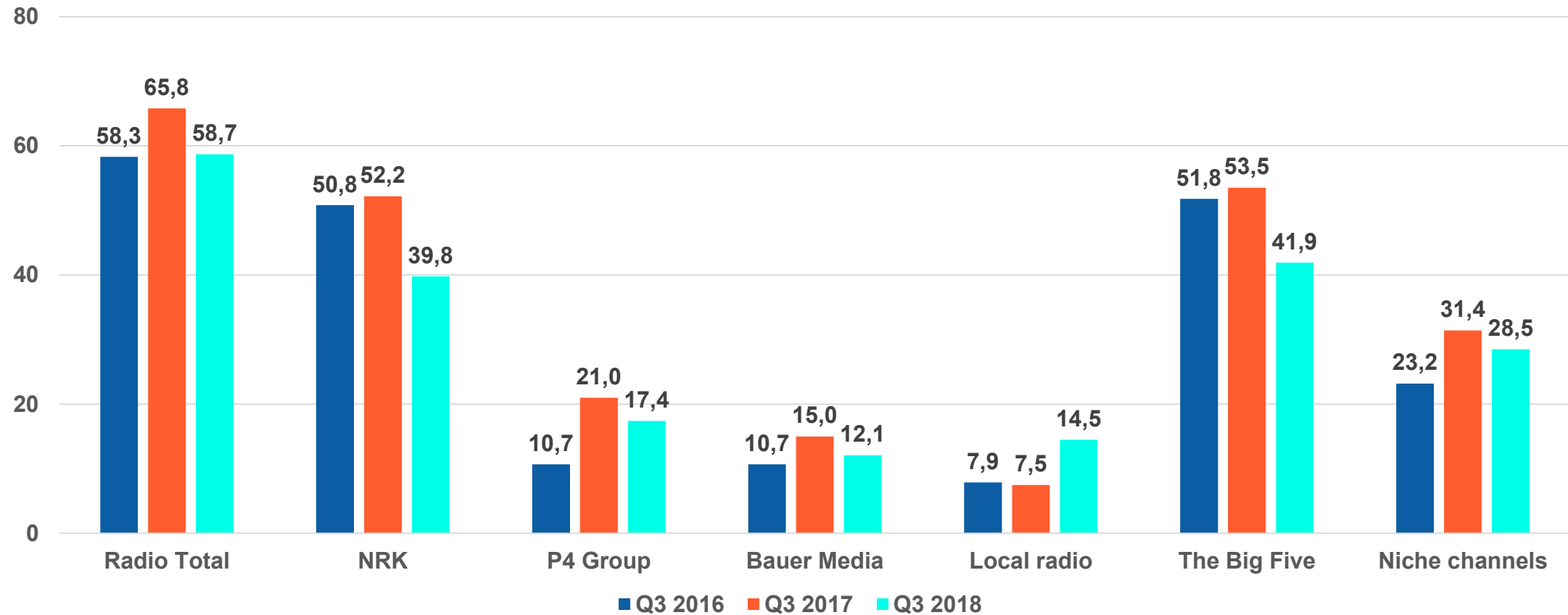




# Region 6

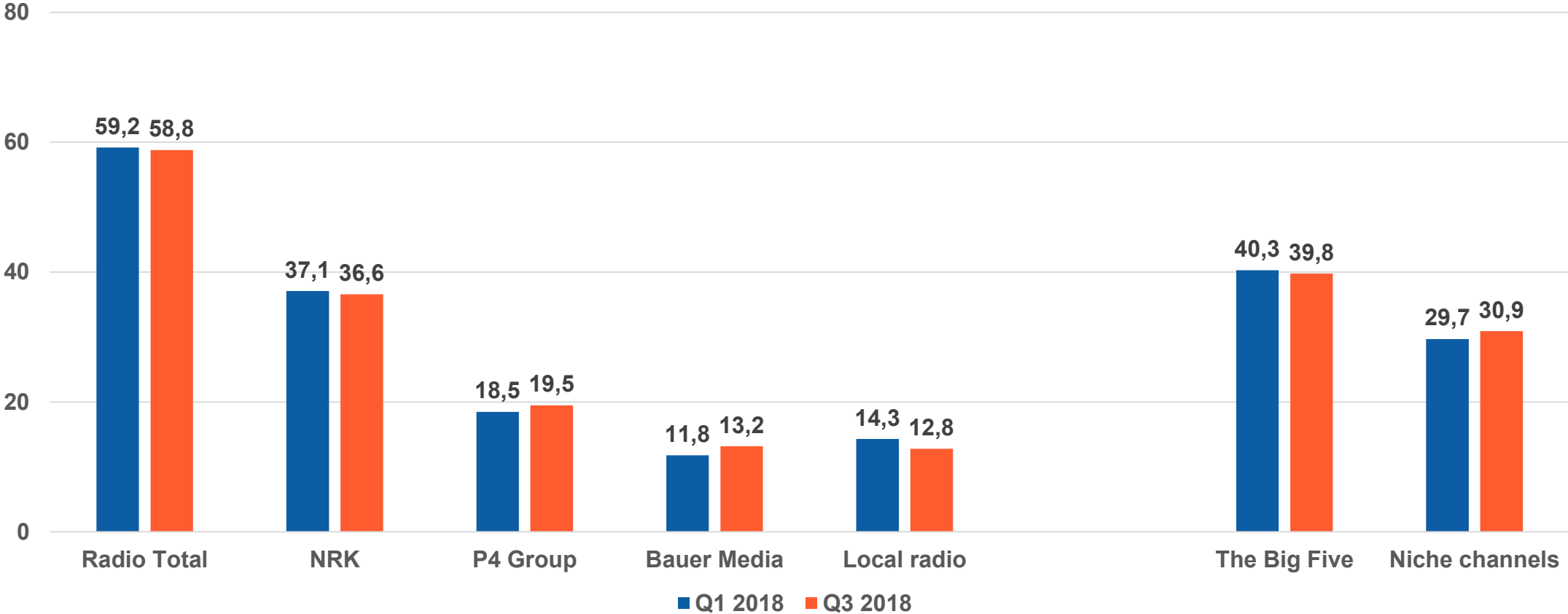
## Troms, Finnmark

Radio groups in percentage daily coverage - selected quarters 2016-2018



# Listening figures all regions in total

## Radio groups in percentage daily coverage - Q1 and Q3 2018



# Margins of error (Source: Kantar Media)

## Vedlegg: Om utvalgsundersøkelser

Det vil alltid knytte seg en viss usikkerhet til resultatene når vi spør et utvalg av befolkningen. Denne usikkerheten, eller feilmarginen, kan beregnes statistisk. Et sentralt mål i denne sammenhengen er standardavviket. Standardavviket beregnes ut fra hvor mye hver enkelt enhet avviker fra gjennomsnittet for alle enhetene i undersøkelsen når det gjelder den egenskapen vi ønsker å måle. Med utgangspunkt i standardavviket kan vi beregne feilmarginen for det aktuelle resultatet. Fastsettelsen av feilmarginen vil også avhenge av hvor stor usikkerhet vi er villige til å akseptere. Det vanlige er å angi feilmarginer basert på 95 prosent sannsynlighet. Dette betyr at hvis vi hadde 100 forskjellige uavhengige utvalg, ville resultatet ligge innenfor de feilmarginene vi oppgir i minst 95 av de 100 undersøkelsene. Det vil igjen si at det bare er 5 prosent sannsynlighet for at den faktiske fordelingen i befolkningen *ikke* ligger innenfor de oppgitte feilmarginene.

Feilmarginene i prosenttabeller uttrykkes i prosentpoeng. Hvis vi for eksempel har funnet at 40 prosent i et utvalg på 1000 personer er for at Norge skal søke om medlemskap i EU, gir dette en feilmargin på +/- 3 prosentpoeng. I befolkningen er det da mellom 37 og 43 prosent som er for medlemskap, men det mest sannsynlige resultatet er 40 prosent. Gallup har ikke foretatt nøyaktige beregninger av størrelsen på feilmarginene for denne undersøkelsen. Tabellen nedenfor kan brukes som et hjelpemiddel ved tolkningen av tabellene.

S T Ø R R E L S E N P Å F E I L M A R G I N E N I P R O S E N T P O E N G						
A n t a l l e n h e t e r	5 (95)%	10-(90)%	20(80)%	30(70)%	40(60)%	50(50)%
50	+/- 6	+/- 8,3	+/- 11,0	+/- 12,7	+/- 13,6	+/- 13,9
100	+/- 4,3	+/- 5,9	+/- 7,9	+/- 9,0	+/- 9,6	+/- 9,8
200	+/- 3	+/- 4,2	+/- 5,5	+/- 6,4	+/- 6,8	+/- 6,9
400	+/- 2,2	+/- 3,0	+/- 3,9	+/- 4,5	+/- 4,8	+/- 4,9
500	+/- 1,9	+/- 2,6	+/- 3,5	+/- 4,0	+/- 4,3	+/- 4,4
600	+/- 1,7	+/- 2,4	+/- 3,2	+/- 3,7	+/- 3,9	+/- 4,0
1000	+/- 1,4	+/- 1,9	+/- 2,5	+/- 2,8	+/- 3,0	+/- 3,1
1500	+/- 1,1	+/- 1,5	+/- 2,0	+/- 2,3	+/- 2,4	+/- 2,5
2500	+/- 0,9	+/- 1,2	+/- 1,6	+/- 1,8	+/- 1,9	+/- 2,0