

When in Rome do as the Romans do – also in Radio usage

As stated at the end of the newsletter comparing TV usage in different countries, radio usage is compared in this newsletter for Switzerland, Greece and Cyprus. When analysing radio consumption in this respect, considerable differences become visible, which is shown in further detail in this article. Again, the data presented is taken from various projects GfK Telecontrol is active in worldwide.

The following figure shows the net reach in % of radio consumption in Greece, Cyprus and Switzerland. These countries were chosen, because in all of these a GfK Telecontrol Mediawatch study was run during the selected period. Thanks to this, the data is easily comparable¹.

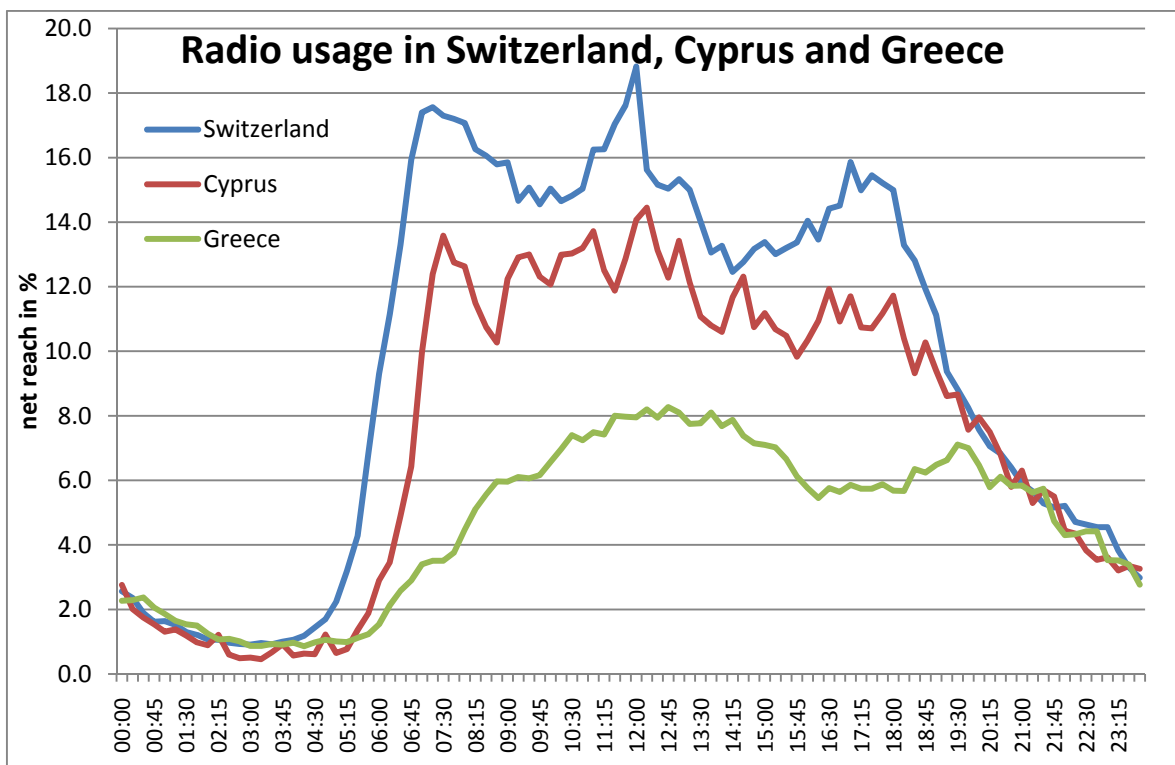


Figure 1: Net reach in % of radio usage in Greece, Cyprus and Switzerland, average day, June 22 to July 05, 2010, (Greece) June 2009 (Switzerland and Cyprus), age 15-44. Source: Mediapulse AG Switzerland / Watchmedia Cyprus / GfK Telecontrol AG.

¹ Admittedly, the projects still vary in issues like sample recruitment, sample size and editing rules and are therefore not 100% comparable.

Switzerland

As can be seen, Switzerland is a typical 'radio-country', which is rather uncommon these days. The Swiss feature the highest radio usage of all three countries compared and radio consumption is well structured along the daily activities. The first thing Swiss people seem to do in the morning is switch on the radio. They also seem to get up early in the morning, as their radio consumption starts around 05:30 and has its first peak at around 07:00. The radio usage stays high as long as people commute but then decreases while people are at work – radio use at work seems uncommon in many companies. At around 12:00 the highest peak of the daily usage is reached, when people have lunch whilst listening to the news. The radio use then again decreases until 17:00 when it rises to a final peak, when people leave work and turn on the radio whilst driving home. Radio usage then decreases as people switch from radio to TV in the evening. This typical radio behaviour has its roots in the strong position of the Swiss Broadcasting Corporation, which up to 1983 was the only radio broadcaster in Switzerland and thus dominated the structure of the programme.

Cyprus

In Cyprus, the radio usage is similar to the one in Switzerland, although on a lower level and less structured – more supporting programme but still alongside the daily activities. People get up as early in the morning as in Switzerland, but tend to turn on the radio not before driving to work – that's why radio consumption starts later in the morning than in Switzerland. Consumption then stays high during the day with a slight peak at around 12:00 – people seem to listen to the radio whilst at work. In the afternoon, usage decreases as in summer it is very hot and shops close during siesta. Radio consumption then increases again towards 17:00, only to decrease sharply afterwards as people switch over to TV.

Greece

Greece in comparison is not a radio-country at all. This is not surprising as in our last cross-country comparison, Greece turned out to be a typical TV-country. Radio usage starts only slowly in the morning to reach an all-day high around 12:00. As in Cyprus, usage decreases in the afternoon, to rise slightly towards 17:00 as it is too hot to work in the afternoon. In the evening, radio consumption falls to the usual low level as TV consumption rises even more. Thus, in Greece radio is on in the background during the day, but without special concentration on the content.

Radio usage compared

This short analysis shows that besides TV also radio consumption varies significantly and very much depends on the culture and climatic circumstances of the country. A marketing strategy which is valid in one country can thus not at all be transferred to another without in-depth analysis of the cultural habits prevailing. However, with the appropriate

measuring equipment it is easy to analyse these differences in detail and develop adequate advertising strategies to reach people when they actually listen to the radio.

The GfK Telecontrol AG

The GfK Telecontrol AG is a wholly-owned subsidiary of GfK SE in Nuremberg, Germany – the fourth-largest market research company in the world. Located in Switzerland, the GfK Telecontrol AG is a good example of “Swiss Quality”: its products GfK Telecontrol and GfK Mediawatch – both of which are in-house GfK Telecontrol AG developments – have been in use in a total of 28 countries worldwide for 22 years. The Swiss Broadcasting Company, in particular, has been using Telecontrol since 1985 to survey TV viewing habits and Radiocontrol or the Mediawatch since 2001 to survey radio listening habits. However, Telecontrol or the Mediawatch are also used worldwide to survey TV and/or radio consumption in Germany, Austria, Cyprus, Greece, many Eastern European as well as Asian countries like India, Romania, Bulgaria, Armenia, Ukraine, Georgia and other countries.

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