

# Survey process

RECRUITMENT

Face-to-Face

Random Sampling



Interviewer F2F visit  
Respondent selection app

Postal

Random sampling



Postal recruitment  
Questionnaire link sent by mail

RDD

Quota recruitment



Recruitment by phone  
Questionnaire link sent by email

Online

Quota recruitment

MediaWatch

Quota recruitment



SURVEY

CASI Survey\*

\*Computer Assisted Self Interviewing

CAWI Survey\*\*

\*\*Computer Assisted Web Interview – self completion by respondent



RESULTS

Press audience and profile by title for :  
Paper + Digital  
Website + App + Video + Podcasts (New)  
Total Brand (New scope)