

## PARTICIPANT INFORMATION SHEET

Radio Listening Study commissioned by the JNLR Industry Committee

You have been randomly selected to take part in a study commissioned by the JNLR (Joint National Listenership Research) Industry Committee. This is a committee comprising representatives of Ireland's radio broadcasters including RTE and the IBI (Independent Broadcasters of Ireland). Before you decide whether to participate it is important for you to understand why this research is being done and what will be involved. Here is the information sheet which details what your participation means – you can take your time to decide whether or not you would like to take part.

### What is this research about?

The JNLR Industry Committee has commissioned Ipsos to complete a national survey about radio listening behaviours in Ireland.

The topics covered include:

- Patterns of listening, or not listening, to radio;
- Radio stations listened to and times of listening;
- Other audio listening behaviours – example listening to Spotify or podcasts;
- Demographics – age, gender, working status, education attainment, household size.

This survey is conducted on an on-going basis during every month of the year across all urban and rural areas in Ireland. The survey is designed to provide reliable estimates of audiences to national and local radio. Survey data is used to help broadcasters better understand their audiences in terms of programme development and, to facilitate an evaluation of radio stations for the purposes of advertising.

This is a long-standing survey, conducted by Ipsos. This survey was first launched in 1990. Your participation is extremely valuable and much appreciated.

### How was my address selected?

A range of addresses are randomly selected from the Geo Directory database of Irish addresses. Each one of these addresses represents the start point for a small cluster of interviews (10). From this first address interviewers follow a random route to select the remainder of addresses, in order to complete the survey with individuals who represent a cross-section of society.

### What will be involved if I take part?

A researcher from Ipsos will ask you a series of questions about radio listening, if you listen or not, and what stations and times you listen to the radio. We ask that you answer these questions as accurately as possible. The survey will take approximately 10 to 15 minutes to complete and your answers to the survey will be held in confidence at all stages.

### What if I decide not to take part?

There is no obligation for you to take part. If you decide to take part but then change your mind you are free to withdraw at any time without having to give a reason and any information that you have given will not be used. You are also entitled to refuse to answer any questions you don't want to answer.

### What will happen to the information I give?

Any information that you give the interviewer will be strictly confidential. The confidential information will not be disclosed to anyone outside of the research team within Ipsos. Only Ipsos will have access to all of the data. The JNLR Group will only have access to the anonymised data, i.e. the data without information that could lead to an individual being identified. The research data will remain confidential at all times and answers of all survey participants will be grouped together so that no individual's responses will be identified. It will not be possible to identify you or any other member of your household from the published information, research data or the retained anonymised dataset.

The link between your questionnaire and any personal demographic information will be deleted once Ipsos has reviewed and verified the data. A supervisor from Ipsos may contact you to check that the interviewer called and to verify your answers to a small number of questions. The physical questionnaire will be stored securely for a period, to allow any further auditing of the data. It will then be destroyed after one year. The anonymised data will be retained for additional analysis, including comparisons for future surveys. The JNLR Group will be the Data Controller and the body responsible for the secure holding/retention of the data.

### Your rights under GDPR (General Data Protection Regulation)

This research is being conducted in full compliance with GDPR and is overseen by the Data Protection Officers at Ipsos. In accordance with GDPR you have the right to request deletion of your data before it is anonymised. Identifiable information will be held for one year. You can view the Privacy Notice for this study on the Ipsos website at [www.ipsos.com/en-ie/jnlr-radio-survey](http://www.ipsos.com/en-ie/jnlr-radio-survey)

### If I have any questions or problems, who can I contact?

If you have any questions or problems regarding this research, you can contact Ipsos on 01 4389000 or by email at [claire.moran@ipsos.com](mailto:claire.moran@ipsos.com)

Please see our website to view relevant documents online: [www.ipsos.com/en-ie/jnlr-radio-survey](http://www.ipsos.com/en-ie/jnlr-radio-survey)