

# AUDIPRESSE PREMIUM: USING THE INTERNET TO HELP MEASURE PRESS READERSHIP

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## 1. Context

In an era when the press is experiencing difficulties in the advertising market, AudiPresse, the company responsible for measuring press readership in France, wanted to provide editors and advertisers with a new survey based on readers from the higher ends of the social spectrum: executives and people from high-income households.

The objectives of this new survey are technical as well as operational.

First and foremost, the survey needed to successfully measure the number of readers from the target audiences in accordance with the highest international standards (recruitment method, how the questionnaire was administered and how the audience was calculated). We also needed to create a tool to help editors enhance their publications and get the most out of the people who are the core business of a powerful and selective press industry.

The ultimate challenge of this survey was to bring together the two target audiences (executives and high-income individuals) which are currently separated on a merely superficial level. In fact, current communication channels, the acceleration of decision-making processes, the merging of private and public spheres, personal and professional lives, cast doubt on the separation of the “press reading” phenomenon into two sub-phenomena, a personal one and a professional one. This is why we chose to put together a single population group to whom we would distribute one questionnaire.

Once this had been decided, these strategic choices would present a number of problems including, among others:

- Identifying the target populations
- Defining a recruitment method which would combine businesses and households
- Avoiding wasting time with overlapping the gathering of information for recruitment and the questionnaire itself
- Sharing a field with a complex design

## 2. Methodological innovation

In terms of measuring readership, the introduction of significant modifications to the procedure of gathering information is always a delicate issue. The credibility of these studies, which are based on standard conventions, is established by their methodological stability which gives them the status of an unquestionable barometer and a value comparable to a currency.

In this case, the aim was to break from tradition completely: there was a desire for rationalisation (one survey instead of two), more specific targeting of the surveyed population, as well as a wish to modernise by using new information-gathering techniques.

So the “Audipresse Premium” survey is the first study measuring press readership in France to be based on self-completed information-gathering, using the Internet to fill in the questionnaires, with interviewees being chosen during a pre-recruitment stage by telephone and the structure of the different stages of the survey being handled by a specially adapted technical tool: the switch mode.

This key development, which was implemented in a short space of time, has been made possible for two essential reasons:

- 1) *on the one hand, thanks to the suitability of the surveyed population for the use of the Internet as a means to collect information*
- 2) *on the other, thanks to the corroboration of the tool and the results obtained from a preliminary wide-scale test phase.*

It is worth going into these two points in more detail:

### 1) Population surveyed:

The “Audipresse Premium” survey is complementary to the “general public” benchmark surveys, AEPM and EPIQ. “Audipresse Premium” looks at a very specific audience, whose composition was defined by the inter-professional organisation led by Audipresse.

The sample includes working senior executives as well as people with high incomes. This is why it was divided into two distinct parts, one called “BtoB”, covering working senior executives, the other called “BtoC” for those no longer involved in this kind of profession but with a high income.

- “BtoB” sample:

Eligibility for this part of the sample was defined in accordance with the INSEE<sup>1</sup> definitions for professions, by selecting a specific list of occupations considered to be influential:

Professionals (medical, intellectual)
Consultants for businesses and private individuals
Civil Service managers
Owners of small businesses (with 3 to 9 employees), shopkeepers, craftsmen
Managers of small businesses
Owners of small and medium-sized businesses (10 to 499 employees)
Sales executives of small and medium-sized businesses
Technical executives of small and medium-sized businesses
Administrative and financial executives of small and medium-sized businesses
Owners of businesses with more than 500 employees
Sales executives of businesses with more than 500 employees
Technical executives of businesses with more than 500 employees
Administrative and financial executives of businesses with more than 500 employees

This selection is similar, although not identical, to the INSEE category “CSP++” or the international “A” category.

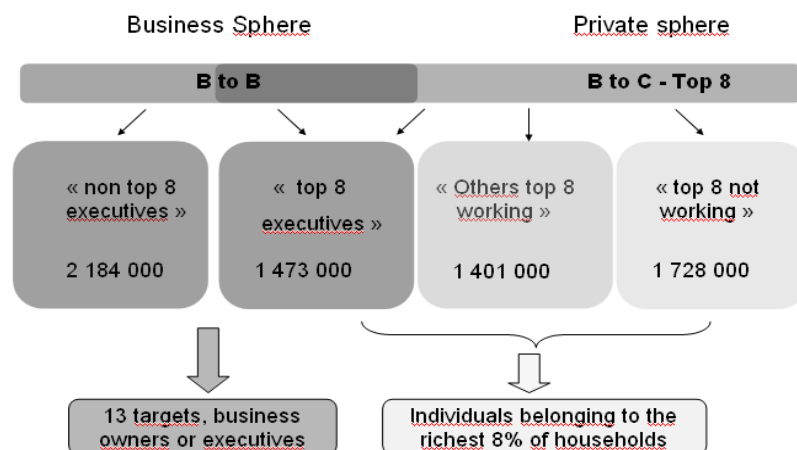
- “BtoC” sample:

Any individuals not working in the professions included in the “BtoB” category are eligible for this part of the sample (no overlap between the two samples) who are living in a household belonging to 8% of the of French households with the highest income. According to official sources, in France this threshold of 8% represents those with an annual net income of €60k. This refers to the household income, irrespective of the source (salary, pension, rent, private income etc.), so income from students over 18 living in their parental home is included in the sample for the survey if the household income reaches the required income level.

- socio-demographic reference system

To create the profile of the sample and put together the information for the survey framework, TNS developed a socio-demographic reference system using existing official information: the survey uses information from the INSEE and the DGI<sup>2</sup>. This reference system helped quantify the surveyed population in detail and associate with it all the criteria needed to qualify it.

**Reference population : 6 786 000 « influential » individuals**



The Premium population defined in this way is therefore estimated to be 6,786,000 people aged 18 or above, equivalent to around 13% of the population aged 18 or above.

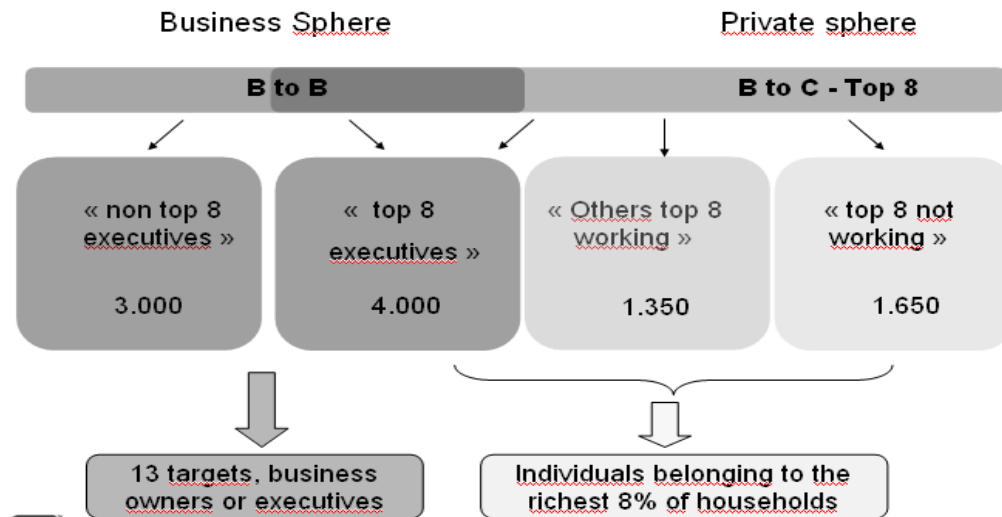
- overall structure of the sample

<sup>1</sup> Institut National de la Statistique et des Études Économiques – the French national institute for statistics and economic studies

<sup>2</sup> Direction Générale des Impôts – the French tax authority

As well as the conditions for eligibility, those involved in the survey also wanted the group positioned at the intersection of the sample, in other words CSP++ working people belonging to a “TOP8” household, to be over-represented, as the “target core”, so that the results could be exploited more analytically:

### Sample size : 10.000 interviews



Here we see that the “Top8 executives” represent 57% of the “BtoB” sample (4,000/7,000) even though they are only 40% according to the reference base.

- suitability of the surveyed population for information-gathering via the Internet

This suitability can be confirmed on three levels:

- . a very high level of Internet use: both in the “BtoB” sample and in the “BtoC” sample, the vast majority of the surveyed population has access to the Internet and email, either at home or at work.
- . a habit of regular Internet use: regular use of the Internet means that it is easy enough to be able to fill in the CAWI questionnaire independently and correctly.
- . lastly, a higher level of education than the average means that the questions and different kinds of answers needed will be well understood and the fact that there is no interviewer will not have a negative effect on the quality of the information collected.

These different elements mean that the target audience surveyed is suitable for the method chosen to collect the information, and significantly reduce the range of usual criticisms about the fact that surveys carried out on the Internet are not representative.

#### The methodological tool:

The overall structure of the technical tool is therefore based on the principle of the switch mode: initial contact by telephone, then an email is sent with a link that the interviewee can follow to access the CAWI questionnaire. This technical solution also means that part of the questionnaires can be carried out face to face, via meetings organised during the recruitment stage. This possibility was included in the test protocol, but as we will say later on, it was not used in the actual survey.

#### *Telephone recruitment:*

Two fundamental issues were the reasons behind the choice to carry out the recruitment stage: ensuring eligibility for the survey and guaranteeing the high quality of the sample:

- . Eligibility of the required targets:

Only a telephone interview guarantees that all the information about the profession or the household’s income level can be collected in enough detail. The list of eligible professions was very detailed, so it was important to get a very specific description of the interviewee’s job. Using the categories in 4 positions used by the INSEE, the interviewers could determine whether or not the person they were talking to would be suitable for the survey. Similarly, for the income levels, the interviewer’s input was essential for the reliability of the information collected: the different possible sources of income were automatically reiterated to avoid any confusion between gross and net income and if necessary, the equivalent in Francs or in monthly income.

- . Sample quality:

Telephone recruitment brings undeniable advantages when it comes to guaranteeing the good quality of the sample:

. the use of survey databases appropriate for the survey: for the “BtoB” sample, the use of SIRENE files, databases of French businesses, managed by the INSEE, incorporating specific information about each business (geographical location, sector), means that the recruitment corresponds well to all the criteria for representation. For all working people involved in a “Premium” job, recruitment took place in the workplace, during the day, between Monday and Friday, during normal business hours. This is the most effective way of reaching these categories of working people, who devote a large proportion of their time to their work and so who are less likely to be at home. Recruitment in the workplace also has the advantage of including in the sample individuals whatever the telephone set-up they have at home (operator, ex-directory, mobile only, total unbundling, etc.). For the “BtoC” sample, the survey base was put together by taking people from France Telecom’s directory using the “Personicx” segmentation drawn up by Acxiom. By taking only certain examples from this segmentation, only numbers corresponding to households with a high probability of belonging to the “Top8” were used. The “BtoC” survey base was complemented by TNS files which also helped optimise contacts with “Top8” households. For this part of the sample, recruitment took place at home, with calls made in the evening between Monday and Friday, as well as Saturday mornings.

. use of the quota method: for this kind of survey, looking at a target audience, which is very specific but also very diversified in terms of the range of professional situations, the quota method is necessary to make sure there is a balance between the different categories being looked at. The objectives were defined using the reference base put together by TNS.

As well as the information-gathering methods which could identify the eligible population correctly, the telephone recruitment process helped to bring together the socio-demographic characteristics of the household of the selected person and to make sure that he/she has access to the Internet and a valid email address. Great care was taken to take down the correct email address so that the message with the link to the questionnaire could be sent.

#### *Online self-completed questionnaire :*

At the end of the telephone recruitment stage, the person selected was asked to fill in the questionnaire on the Internet by clicking on the link sent by email. The switch mode technique meant that the invitation email could be sent within a few moments of the end of the telephone interview so the interviewee could fill in the questionnaire immediately after recruitment. This feature played a significant part in the satisfactorily high level of take-ups and so in the quality of the sample, since it minimised discrepancies between the sample group which was recruited and the sample group which responded.

The switch mode has another significant feature: all of the information collected, either during the telephone interview or during the online questionnaire, is stored in the same database. The information taken from the recruitment questionnaire can also be used for guidance during online completion of the questionnaire. For example, some questions from the Internet part were only asked of those still working, which was established during the telephone conversation. This also facilitates all of the checks for coherence between the information collected during the different stages.

#### *The questionnaire:*

The CAWI questionnaire was drawn up in two distinct parts: the first one looking at readership, the second focusing on a “media-market” section to help illustrate the results with a number of qualitative criteria.

The “readership” section looks at all areas of the press: national dailies, regional dailies, free dailies, regional weekly press and magazines. In all, nearly a hundred titles were looked at and 81 magazines. The CAWI questionnaire meant that the logo could be displayed for each title, which helped to remind interviewees before giving their response.

The questions included the traditional sequence of questionnaires looking at press readership in France (AEPM, EPIQ): filter question (reading in the last 12 months), reading habit question, question about the date the last publication was read, number of issues read for dailies, and provenance. Then websites for the titles were looked at, in the same sequence: filter question, usage habits and date of most recent use.

The titles are organised into frequency and families, and a random rotation system was applied to change the order in which the titles appeared in the questionnaire to guarantee that they were treated fairly.

The “media-market” section followed on from the “readership” section, separated only by an interim screen reminding interviewees that the second part could be completed then and there or later on if preferred. These two questionnaires took about 1 hour to complete correctly one after the other: 20 minutes for the “readership” section and another 40 minutes for the “media-market” part.

#### *Reminders:*

To achieve satisfactory response levels, a reminder tool was used for those who did not reply: first by email 2 or 3 days after recruitment, then by telephone from 4 days after recruitment. These calls were used to correct email addresses which had been entered incorrectly or take a new address, as appropriate (in some cases the email had not been delivered because the recipient’s inbox was full).

#### *Incentives:*

Still with a view to achieving a satisfactory response rate, an incentive was offered to participants: a prize draw with a number of different prizes.

Whatever the technique (CATI-CAWI structure, switch mode, Internet platform), methodology (definition and framework of the surveyed population, sampling, suitability of self-administered questionnaire completion) and coherence of the results, such a survey tool could not be put into use without a preliminary test.

### 3. The preliminary test phase

The test phase was carried out in September 2008. The aim was to assess the overall tool and to make sure that the results obtained by using this new collection method were consistent with those obtained from the reference surveys.

*Assessment of the technical platform:*

The test phase introduced the switch mode process and was used to make sure that this method worked. As well as the switch mode, the whole technical platform needed to be assessed: programming of the CATI and CAWI questionnaires, incorporating all the complexity of the principles of rotating titles and displaying logos, the IT storage servers and permanent back-up of the information collected.

*Evaluation of response rates:*

One of the challenges of the test phase was to make sure that the idea of self-administered completion was not incompatible with a long questionnaire, including a readership module based on repetitive questions. The response rate is actually one of the key indicators to assess the quality of the sample. As well as the response rate, it was also important to look at the response times. In fact, self-administered questionnaires offer freedom in terms of the response day and time, which is useful for the interviewee but can be a disadvantage for a survey aiming to measure readership which contains questionnaires relating to the day the questionnaire is completed and so requiring a balanced sample for the given day.

During the test, completion via the Internet was suggested first, but an alternative solution was offered: a face-to-face meeting for a self-administered questionnaire but on a laptop computer taken by an interviewer. So the aim of the test was also to see to what extent the alternative was chosen and if the response rate achieved was satisfactory.

At the end of the recruitment stage, only 4% of those selected chose the face-to-face meeting. Taking into account the fact that the face-to-face option is also the more expensive one, this option was not used in the end.

It is also for this reason that the statistics given below only look at the sample which replied online.

Given the structure of the questionnaire, the assessment of the response rate looked at the two sections: “readership” and “media-market”:

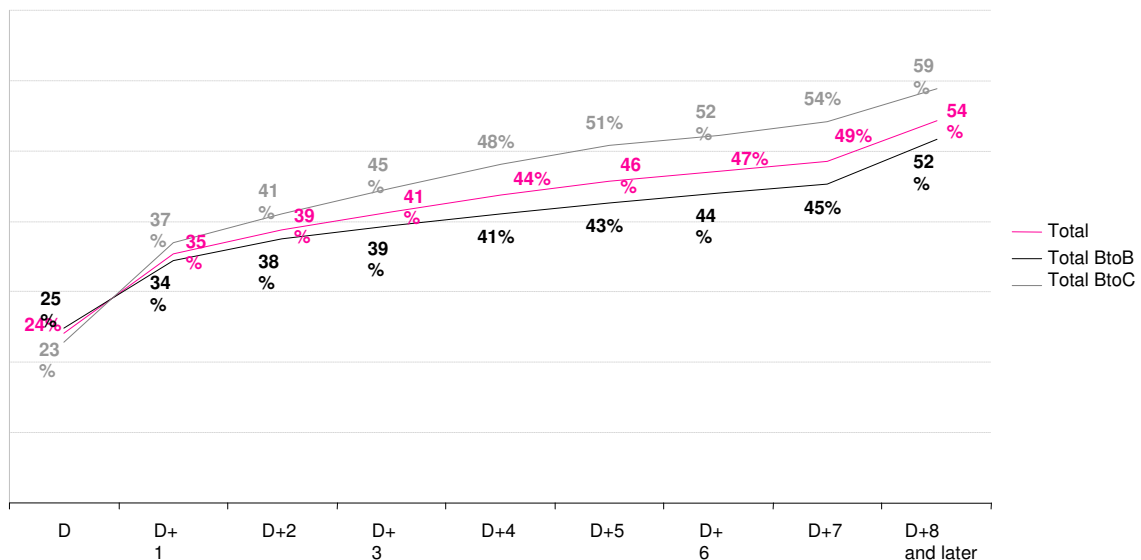
	BtoB	BtoC	Combined
<b>Recruited</b>	3,099	1,857	4,956
<b>Readership completed</b>	1,602 (52%)	1,092 (59%)	2,694 (54%)
<b>Media-Market completed (on the Readership base)</b>	880 (55%)	665 (61%)	1,545 (57%)

Base: 4,956 interviewees who chose to complete the questionnaire online

*Completion quality:*

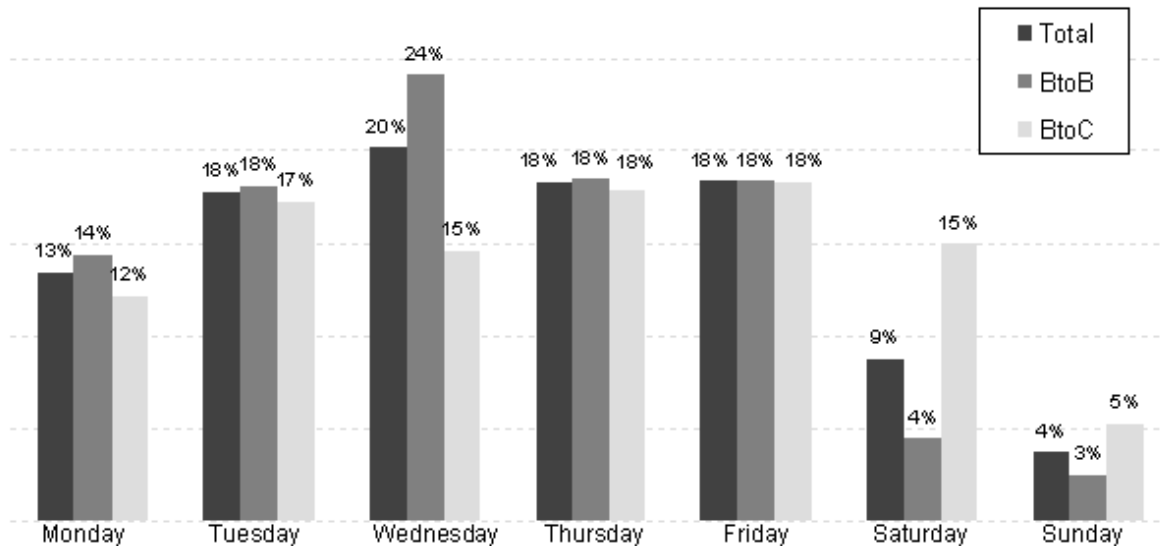
Various monitoring indicators contributed to the assessment of the quality of completion:

Response times:



As we can see here, 35% of the online questionnaires were filled in on the day or the day after the interviewees were recruited. After that, progress was a lot slower, and it took a week to achieve 50%. These observations resulted in the sending out of more reminders during the actual survey.

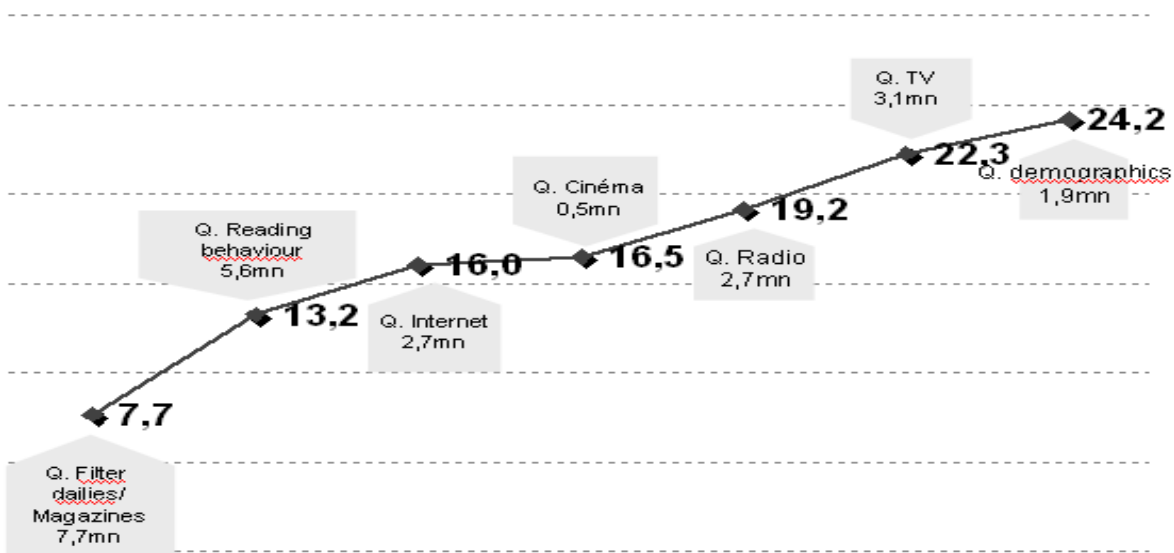
Completion by named day:



Based on well-balanced recruitment from Monday to Friday for the “BtoB” section and from Monday to Saturday for the “BtoC” section, we can see that the responses are connected both to the recruitment days (weekend shortfall) and the availability of the interviewees, in particular a peak for the “BtoB” group on Wednesdays. This information is useful to guide the recruitment stage, the balance between the days making it easier to conduct a survey over a longer period.

Duration

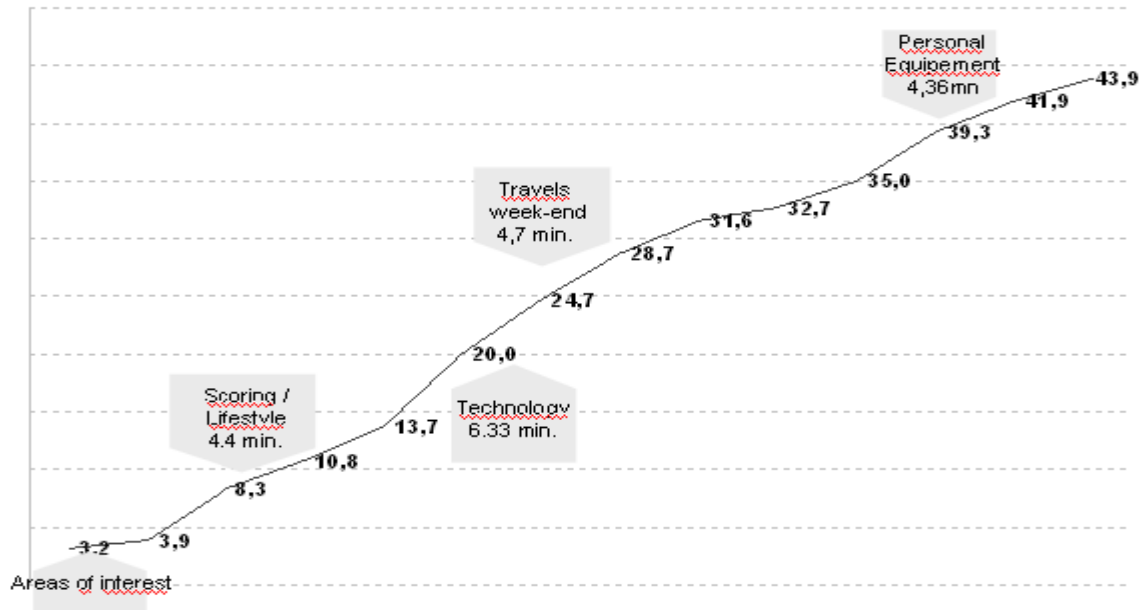
→ Average completion time : 24,2 minutes



We can see here that the average online completion times are fairly similar, in relation to the number of titles studied, to the time taken when an interviewer conducts the questionnaire. As we have said, around 80 magazines were surveyed and fifteen or so national or regional dailies. In EPIQ, the filter question is faster, but looks at fewer titles, whereas in the AEPM questionnaire, it reached 10 minutes, but for more than 170 magazines surveyed.

Completion duration for the “media-market” part

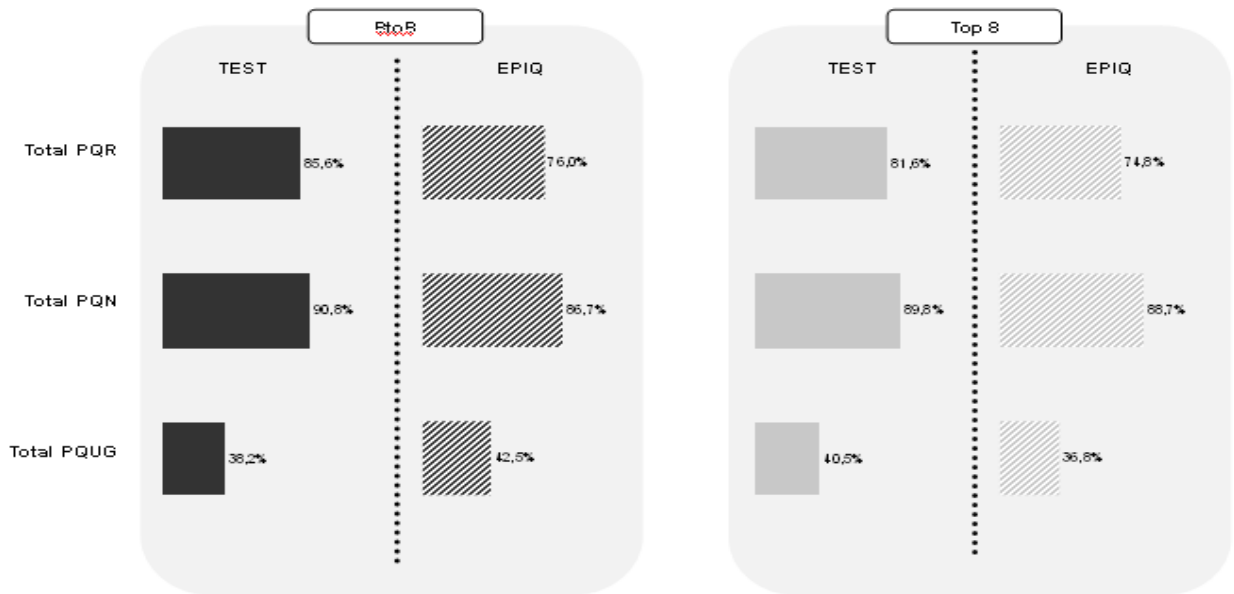
→ Average completion time : 43,9 minutes



This part took around ¾ hour to fill in. Looking at the times for each part shows that here too, the time is consistent with that taken using other methods of administration.

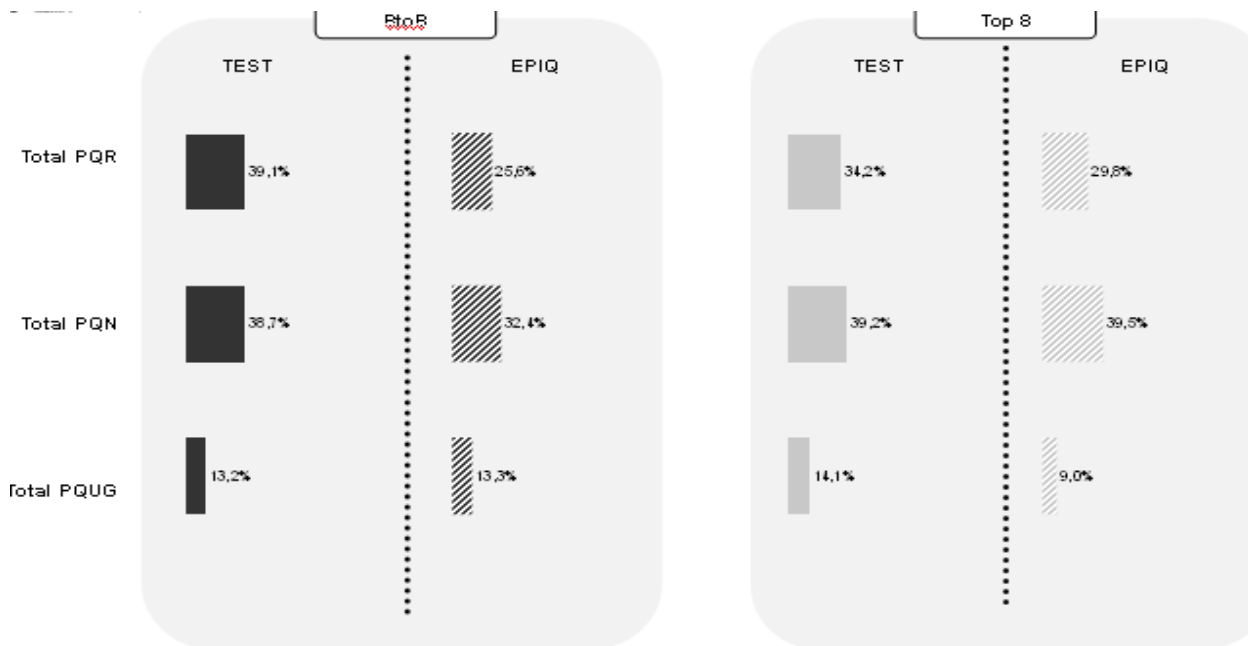
These elements lead us to think that interviewees were getting tired and so abandoned the survey, even though when they decided to take part in the survey, they responded right through to the end and took all the time that was needed.

The quality of participation can be assessed by looking at the results achieved in comparison with other existing sources. For this analysis, sub-populations were identified within the EPIQ and AEPM surveys, which were equivalent to that studied in “Audipresse Premium”, then comparisons were made for each indicator:



PQR = Regional Daily Press (Presse Quotidienne Régionale)  
 PQN = National Daily Press (Presse Quotidienne Nationale)  
 PQUG = Free Urban Daily Press (Presse Quotidienne Urbaine Gratuite)

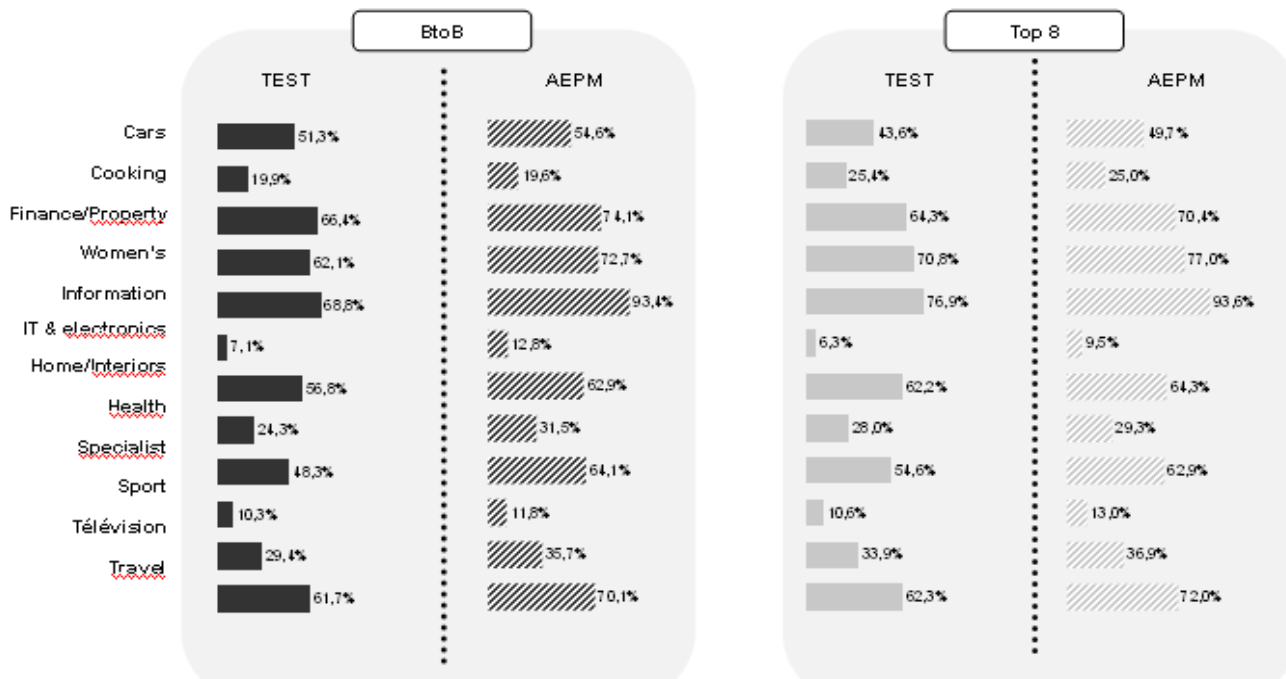
For the filter question asking about “reading in the last 12 months”, for both the “BtoB” group and the “Top8” group, the levels were generally comparable, with the test giving slightly higher results except for the total PQUG for the “BtoB” group. This is a particularly valuable conclusion to reach as the other readership indicators are dependent on the filter question.



PQR = Regional Daily Press (Presse Quotidienne Régionale)  
 PQN = National Daily Press (Presse Quotidienne Nationale)  
 PQUG = Free Urban Daily Press (Presse Quotidienne Urbaine Gratuite)

The same goes for the LNM – the results are very close.

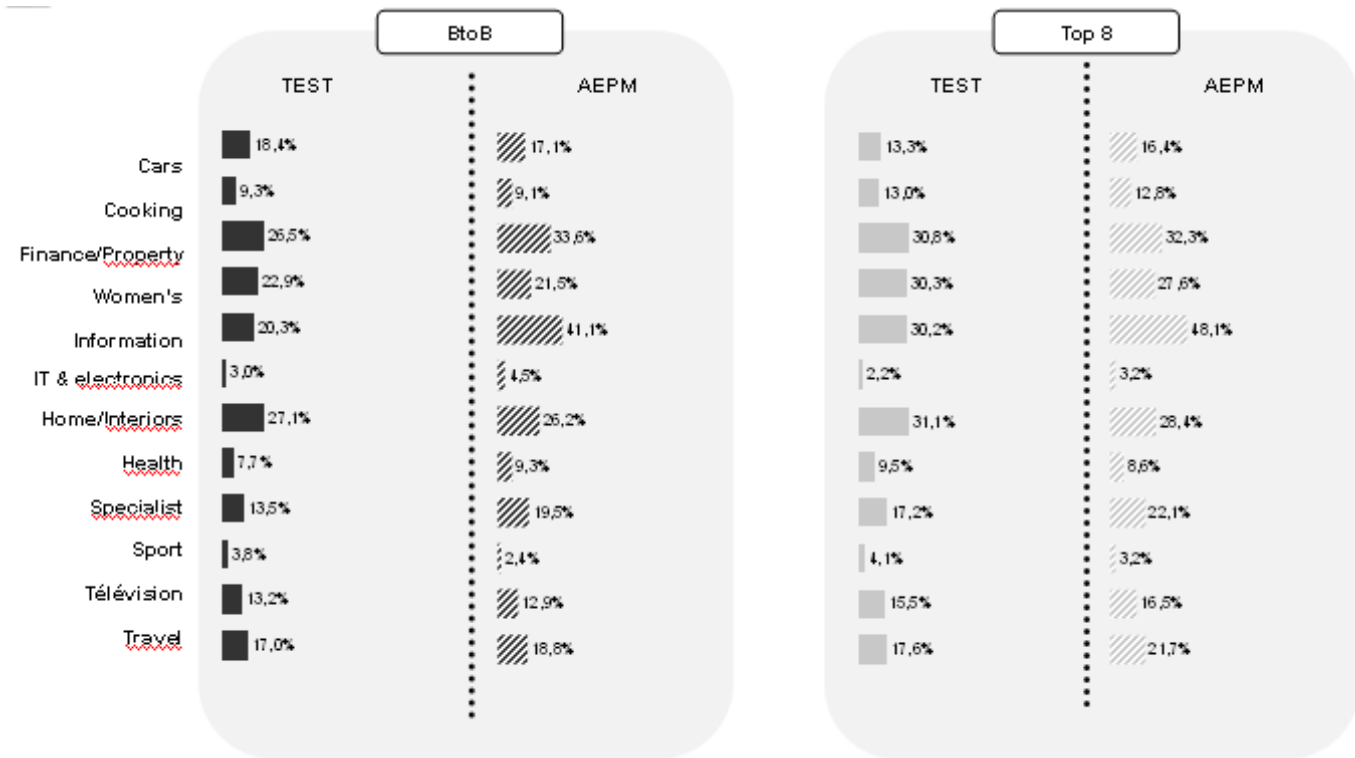
As far as the magazine press is concerned, it is the AEPM survey which serves as a comparison base. When we look at the scores obtained by press group, here too we see fairly clear consistency between the results from a self-administered questionnaire and one conducted face-to-face by an interviewer.



L12 indicator



Looking at the section on Last Period Readership, the comparison again yields some interesting information:



LDP (Last Period Readership) indicator

*Key information learned from the test:*

This test phase therefore produced the following important pieces of information:

On the one hand, it meant that the self-administration method was confirmed as a solution for gathering information about press readership, at least for the population involved in this survey. Some discrepancies in the results were identified, but we should not forget, first of all that these results are combined with a confidence interval, and secondly that each collection method has advantages and disadvantages, with its own sampling and collection biases.

This test also helped to identify ways in which the survey itself could be improved:

Firstly, it was clear that for this type of population group it was not useful to offer the option of a meeting for CASI completion: too few people requested this.

Secondly, the response rate obtained was somewhere in the order of 55%, but there was clearly room for improvement: following the test, major work began to improve the ergonomics of the questionnaire, as well as to reduce the media-market section. The incentive element was also reviewed: the prizes to be won (in particular to attract all age categories), better promotion of these prizes, both during the recruitment stage by the interviewer, and also when accessing the questionnaire.

As we are going to see now, these measures significantly improved the conditions for the Audipresse Premium survey.

#### 4. The key results of stage 1

##### *Composition of the survey:*

The field-work for the first stage of the AudiPresse Premium survey took place between 12 February and 4 July 2009. This looked at 82 magazine titles, 11 national or free daily newspapers and all regional daily or weekly newspapers.

##### *Recruitment:*

The field-work was divided between TNS Sofres and Ipsos, each of whom dealt with half of the sample to be recruited. The plans for the survey were totally identical between the two institutions, and the random selection of telephone numbers was done once and then shared between the two institutions to avoid the risk of more than one call to the same number.

The refusal rate for the survey was consistent with that for the EPIQ survey, which was also carried out in France over the telephone:

BtoC: 48%      BtoB: 54% (including switchboard refusal in businesses)      ref EPIQ: 48%

It is also useful to look at the percentage of people contacted who were not eligible. This is significant for the BtoC category as only high-income candidates were required and executives were automatically excluded from this sample. On the other hand, work done on business listings helped to reduce the ineligibility levels for the BtoB sample considerably.

Ineligible: BtoC: 42%      BtoB: 20%

In total, nearly 14,000 Internet links were sent to recruited individuals. Of these, only 13,700 reached their recipients because of mistakes in entering email addresses and IT problems. So we recruited 13,700 people. Of these, 11,500 people began the readership questionnaire which was given to them (a rate of 84%) and 10,255 completed it (75% of those recruited).

Total Premium	10,255
Executives	7,148
High income	6,978
High income executives	3,871

This sample was of course strictly stratified, as decided during the survey preparation phase, to produce statistical bases which are suitable for working on exceptional target audiences within the overall sample.

	Interviews
TOTAL	10,255
Target1 Professionals (medical, intellectual)	711
Target3 Consultants for businesses and private individuals	720
Target2 Civil Service managers	293
Target4 Owners of small businesses (< 10 employees), shopkeepers, craftsmen	648
Target13 Managers of small businesses (<10 employees)	388
Target5 Owners of SMEs (10-500 employees)	519
Target 6 Sales executives of SMEs (10-500 employees)	662
Target7 Technical executives of SMEs (10-500 employees)	714
Target8 Administrative and financial executives of SMEs (10-500 employees)	570
Target9 Owners of large businesses (>500 employees)	259
Target 10 Sales executives of large businesses (>500 employees)	607
Target11 Technical executives of large businesses (>500 employees)	608
Target12 Administrative and financial executives of large businesses (>500 employees)	449

As the table above shows, each target had at least 250 interviews, and in most cases more than 500, which means that it can be used for media planning.

The recruitment balance between the two institutions was also respected for the different targets required of them.

	Target / Institution	TNS	IPSOS
Professionals (medical, intellectual)	350	103%	99%
Professionals (Legal / Consultancy)	150	101%	101%
Civil Service managers	350	103%	98%
Owners small businesses	300	107%	99%
Managers small businesses	200	91%	91%
Owners SMEs	250	105%	104%
Sales executives SMEs	325	97%	100%
Technical executives SMEs	350	94%	99%
Administrative executives SMEs	275	103%	104%
Owners large businesses	150	90%	103%
Sales executives large businesses	275	107%	103%
Technical executives large businesses	300	95%	99%
Administrative executives large businesses	225	105%	101%

In contrast, this high rate of responses, combined with the fact that most of the readership questionnaires were completed on the same day as recruitment, did not distribute the surveys completely evenly over the different days of the week. So as the BtoB group was recruited at work (so between Monday and Friday), there were far fewer responses during the weekend from individuals in this category. This is not so much the case for the BtoC candidates, who were recruited between Monday and Saturday.

	BtoB	BtoC	Premium
Week	1,282	455	1,737
Saturday	322	465	787
Sunday	262	281	543

#### *Running order of the questionnaires*

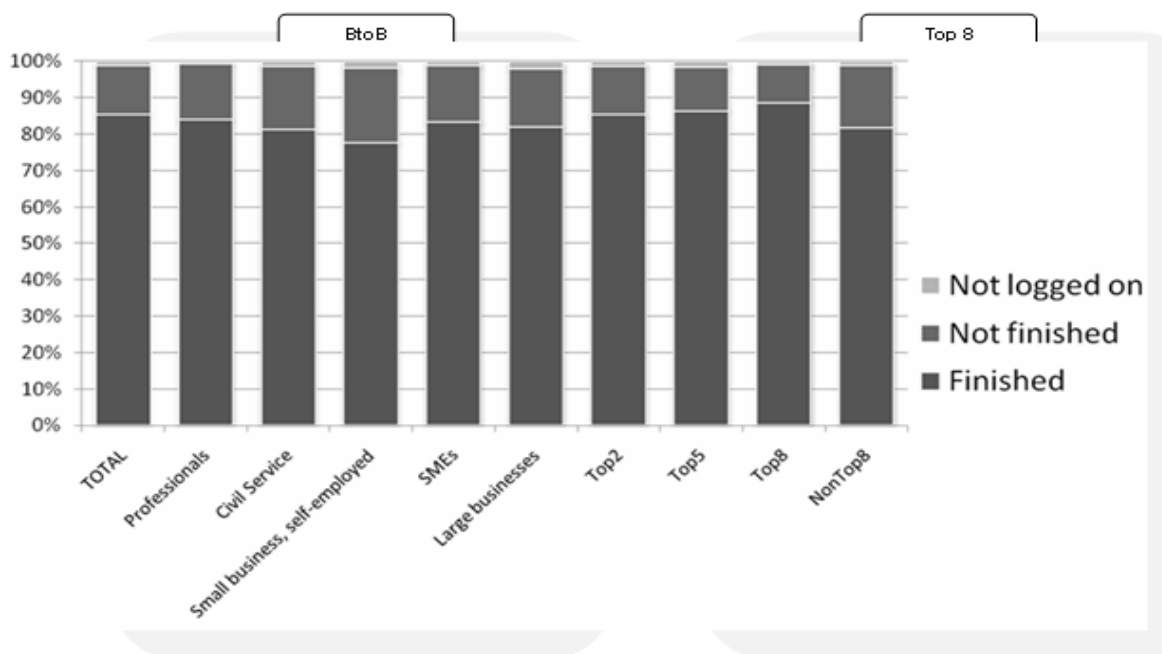
As we have seen, the completion rate for the readership questionnaire was very good for the targets which were as demanding as intended (75%). The progression from the readership questionnaire to the media-market questionnaire which was problematic during the tests was much better. All of the corrective measures taken were effective:

- Introduction of more tempting incentives which were adapted to the different target audiences
- Reduction in the duration of the questionnaire
- Review of the graphical aspect of the questionnaires
- Moral contract between the institution and the interviewees with automatic messages about the realistic times needed for completion.

So almost all of the interviewees who finished the readership questionnaire started the media-market questionnaire: 10,150 out of 10,255 (99%).

During the course of the questionnaire, the drop-out rate remained low. At the end of the part of the questionnaire which was introduced first (radio, television habits), we still had 9,657 people (94%). The other parts which looked at consumer behaviour in the different sectors (cars, fashion, beauty, technology, finance, etc.) were presented in a random order which optimised the completion rate. Each one was completed by at least 9,000 people (88%), while 8,658 people interviewed finished the entire questionnaire (84%).

These good figures were even higher for some targets of the sample:



*Readership results*

The readership results gleaned from this first stage of the AudiPresse Premium survey confirmed what we anticipated about selectivity in terms of press readership for this target. Most of those interviewed (99.9%) read at least one of the titles suggested in the Last Period. For the magazine section, nearly 85% of those interviewed had read at least one of the titles. This rate is still significant, whatever targets were taken into consideration, and is closely linked to the household income levels:

Readers:

	Premium	BtoB	Top 8
Daily	47%	45%	48%
Weekly	67%	62%	73%
Monthly	77%	75%	80%
Bimonthly	33%	29%	37%
Total titles	99%	99%	99%
EPIQ	47%	46%	52%
AEPM	84%	83%	90%

Magazine readers	
TOTAL	85.4
Prof.	85.2
Civil Service	83.9
Small business, self-employed	81.7
SMEs	82.9
Large businesses	82.8
TOP 2	93.2
TOP 5	88.2
TOP 8	86.5
Other	78.3
BtoB	83.2
BtoC	87.8

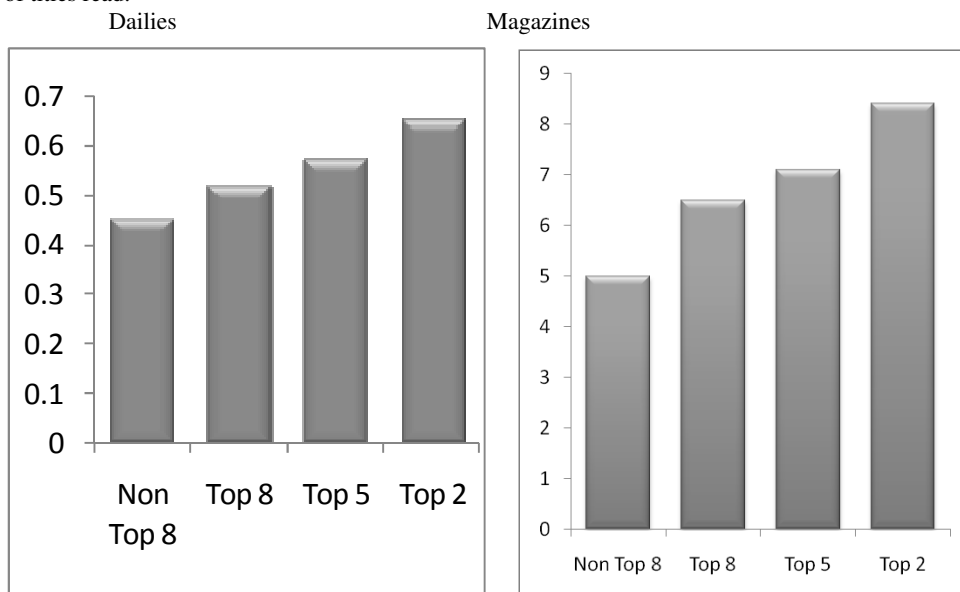
This figure of 85% is comparable to the numbers for magazines in France, which was 95% for magazine readers, but on the basis of 170 titles suggested (including TV press which alone covers 75% of French people). So the mere 82 titles given here represent a real achievement.

These promising results are confirmed when we look at the average number of titles read by the different strata of the population. With nearly 6 different titles read, executives and high income individuals are keen readers. Here too we can compare this figure for 7 titles read by French people on the basis of a list of 170 titles.

No. titles read	
TOTAL	5.9
Prof.	6.0
Civil Service	5.3
Small business, self-employed	5.6
SMEs	6.0
Large businesses	5.5
Non Top 8	5.0
TOP 8	6.5
TOP 5	7.1
TOP 2	8.4
Executives Top 8	7.2
Executives Top 2	8.6

The reading selectivity for the highest-end targets is confirmed: the richer the individuals are, the wider the range of titles read; looking at similar incomes, executives read more magazines than non-executives.

Number of titles read:



*Reliability of data collection method*

One of the risks that we needed to avoid was that of not being in control of where the questionnaire was completed. Indeed, as the questionnaire was accessible online, there was nothing to stop somebody who had been recruited at work from filling in the questionnaire at home.

This was the case for around one third of the BtoB group. The vast majority of the BtoC group filled in the questionnaire at home (94%)

It was also useful to see what effect the place where the questionnaire was completed had on the audience figures collected.

We first of all analysed the structure of the responses to see whether there was a link between where the questionnaire was completed and the targets.

Audience completed at home	
TOTAL	52%
Prof.	36%
Civil Service	40%
Small business, self-employed	33%
SMEs	26%
Large businesses	42%
TOP 2	56%
TOP 5	59%
TOP 8	62%
Other	36%
BtoB	34%
BtoC	94%

It seems clear that there is little or no connection between income and where the questionnaire is completed. In contrast, within the BtoB group, the rate of completion at home / at work is different depending on the targets. It is therefore useful to analyse the audience results separating the targets so as not to make any mistakes in case of any different interpretation highlighting the effects of the targets rather than the effects associated with where the questionnaire was completed.

In terms of the structure of the population, we can see some reassuring results:

	TOTAL	quest btob filled in at home	quest btob filled in at work
TOTAL	100	100	100
Male	70.9	70	71.3
Female	29.1	30	28.7
15-34 years old	17.2	17.5	16.7
35-49 years old	48.9	49.7	48.3
50 and over	34	32.9	35
TOP2	9.4	7.3	10.4
TOP5	18.8	19	18.7
TOP8	26	25.2	26.2
Other	45.8	48.5	44.8
Prof.	14	14.8	14.1
Civil Service	10.1	11.9	9
Small business, self-employed	14.5	14	15.3
SMEs	34.5	25.9	38.5
Large businesses	26.9	33.4	23.1
admin. sales exec.	37.1	38	36.3
engineers	22.2	21.3	22.2
CEO MD	7.7	4.5	9.3

The table of structures does not show the difference between the individuals who filled in the questionnaire at home and those who filled it in at their workplace according to gender, age, income or even job. However, the size of the company in which individuals work was a contributing factor: among the individuals who filled in their questionnaires at work we can see significantly more individuals working in companies with between 10 and 500 employees. On the other hand, we find fewer individuals working in companies with more than 500 employees.

Knowing this, it was possible to point out that for the different roles or professions, the place the questionnaire was completed did not have any effect on the overall audience figures measured:

Audience index for questionnaires completed at the workplace:

Civil Service >> ind. 98

Administrative and sales executives >> ind. 101

Engineers >> ind. 102

Professionals >> ind. 103

Self-employed >> ind. 97

Similarly, we made sure that readership levels for titles which were the most likely to be read by people working in companies with between 10 and 500 employees, or more than 500 employees, were not affected by where the questionnaire was completed:

Audience index for questionnaires completed at the workplace:

Professional titles >> index 103

Financial titles >> index 99

News titles >> index 103

**Conclusions:**

This survey helped us bring to light a number of points:

- The Internet is a totally relevant way of administering a questionnaire when the questioning method is suitable
- The Internet is also relevant for a target where the penetration rate is high (here higher than 95%)
- Separating the collection of information between the telephone and the Internet works well and avoids the need to re-read questions as well as facilitating the use of filters, etc.
- Audience levels generated by a self-administered questionnaire on the Internet seem consistent with those more traditionally administered by an interviewer face-to-face.
- Where the questionnaire is completed has little or no influence on the audience levels collected.