

RECRUITMENT

Face-to-Face

Postal **NEW**RDD **NEW**

Online

MediaWatch **NEW**

Random Sampling

Random sampling

Quota recruitment

Quota recruitment

Quota recruitment

Interviewer F2F visit  
Respondent selection appPostal recruitment  
Questionnaire link sent by  
mailRecruitment by phone  
Questionnaire link sent by  
email

SURVEY

CASI Survey\*

CAWI Survey\*\*

\*Computer Assisted Self Interviewing

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

RESULTS

Press audience and profile by title for :

**Paper + Digital****Web****Total Brand**