

myradiotest

Strategic Surveys & Perceptual Studies

myradiotest has expertise in conducting strategic surveys in global markets, in various languages and formats for any size of client. Often referred to as non-music surveys or 'Format Finders', these market-based surveys are designed to connect opportunities with the relevant brands and stations.

The surveys are designed for each client and market. myradiotest uses a market representative sample – not a self-recruited panel. Results provide accurate listener tracking and a market representative sample, ensuring that results reflect market listening and balanced strategic information. This ensures the results reflect market listening and balanced strategic information.

The myradiotest difference

Strategic surveys and perceptual studies can be linked to BPR consultancy, meaning the results are provided to BPR consultants directly. Our team are experts in conducting and interpreting the survey results in multiple languages suited for markets and formats worldwide. No matter your station's location or target audience – myradiotest can assist you in developing alternative or complementary formats to achieve success.

