

## Audience Measurement: Finland

Which audience measurement institute is used in your country?	Finnpanel Ltd
For general audience measurement radio surveys, what is the reference population you take into consideration?	9+
How many people does that represent?	4 798 000
In percentage of the total country population:	89%
As of what age are children in a household considered as adults? (for radio audience measurement purposes)	9+
Are people who never listen to the radio part of the universe of your study?	Yes
What is the official measurement unit used in your country?	listening minutes by diary method
Minimum persistence time* before results are registered: <i>*Minimum amount of time that a person must have been listening to radio to be included in the measurement figures (e.g.: 15' – In this case, the first 15' are also included in the total listening time)</i>	listening period of at least 8 mins in a 15 minute period
What methods of measurement do you use for the main survey?	
Main method:	Diary
Secondary method:	/
For the main method, how often do you do such measurements per year?	12
For the main method, how many weeks at a time do you conduct each of these measurements?	One randomly selected week per month
For the main method, how large is your sample size per measurement?	approx. 18000 diaries / year
For the main method, which sampling method do you use?	Telephone and postal recruitment
For portable meter, what system do you use?	N/A
Do you include foreigners in your sample?	No
If yes, indicate the type of criteria the notion of “foreigner” is based on in your country:	
Knowledge of the national language:	/
Nationality:	/
For the publication of results, what is the reference measurement unit used for the whole market?	Weekly reach