

Audience Measurement: Netherlands

Which audience measurement institute is used in your country?	Intomart/GfK
For general audience measurement radio surveys, what is the reference population you take into consideration?	10+
How many people does that represent?	14 338 267
In percentage of the total country population:	86.5%
As of what age are children in a household considered as adults? (for radio audience measurement purposes)	18+
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?	15 min
Minimum persistence time* before results are registered:	8 min
*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)	
What methods of measurement do you use for the main survey?	
Main method:	Diaries/radiolog
Secondary method:	Diaries/radiolog
comment: online and paper based diaries	
For the main method, how often do you do such measurements per year?	6
comment: it is a continuous survey, but a respondent can participate at a maximum of 6 times a year and one week per participation	
For the main method, how many weeks at a time do you conduct each of these measurements?	8
Comment: We receive the results for the period Jan-Feb by end of March, and the results for the period Feb-Mar by end of April.	
For the main method, how large is your sample size per measurement?	10 000
Comment: This figure corresponds to a 2-month sample with 5% margin.	
For the main method, which sampling method do you use?	Quota sampling
For portable meter, what system do you use?	/
Do you include foreigners in your sample?	Yes
If yes, indicate the type of criteria the notion of "foreigner" is based on in your country:	No

Knowledge of the national language: Yes

Nationality:

For the publication of results, what is the reference measurement unit used for the whole market? 15 min.

Do you use a special rating calculation if the advertising break is broadcast at the end of a 15-minute period? No