



STICHTING KIJKONDERZOEK

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**APPENDIX 2: BUSINESS-TO-BUSINESS CLASSIFICATION 31.12.2018**

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### **1. STANDARD QUESTIONNAIRE: THE GOLDEN STANDARD (GOUDEN STANDAARD)**

In order to establish common social-economic and demographic variables, such as social status, audience research in the Netherlands (KijkOnderzoek) adheres (if possible) to the Golden Standard questionnaire tool. The Golden Standard was developed by the association of executing market agencies (MarktOnderzoekAssociatie - MOA) in collaboration with the National Statistics Agency (Centraal Bureau voor de Statistiek -CBS).

By constructing social-economic and demographic variables according to standard definitions in the Golden Standard and weighting the sample accordingly, we are able to obtain a representative sample of the Dutch population. All the agencies participating in the MarktOnderzoekAssociatie use these standard definitions, allowing a more accurate comparison of results for several Dutch surveys (audience research included).

The building of Business to business (B-TO-B) was changed per 2016 because of the new definition of the social class applicable to the Dutch TV Audience measurement since Monday of week 1 2016.

### **2. BUILDING OF B-TO-B**

The B-to-B target group in the Dutch audience research (KijkOnderzoek) is built up by combining the following variables:

- Age 25 to 66 years
- 25 or more weekly working hours
- Occupation: executives or research/engineers/professors and specialists combined with 'leading a team of 1 or more persons'; business owners regardless of the size of their workforce

These individual characteristics are obtained through the following questions ('Basis survey in the TV-Panel, Individual questionnaire', Variables age, P35, P40NW, P59, P87:

**Table 2.1 Building “beroep respondent”/ occupation of respondent**

1 = B2B ja IF 1 DEM302 = 25 t/m 66 AND DEM584 = 25 t/m 96 AND DEM369 = 1 OR 5 OR 7
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**QUESTIONNAIRE B-TO-B**

DEMO 302 = Age of respondent	Age in years
DEMO 584 WORKING (HOURS PER WEEK RESPONDENT)	Number of hours per week
DEMO 369 BEROEP RESPONDENT* *See Building in Appendix 1 Social Status Classification 2016	1 = Zelfstandig ondernemer 2 = Militaire beroepen Niet-Leidinggevend 3 = Militaire beroepen; Leidinggevend 4 = Managers; Niet-Leidinggevend 5 = Managers; Leidinggevend 6 = Onderzoekers, Ingenieurs, Docenten en specialisten; Niet-Leidinggevend 7 = Onderzoekers, Ingenieurs, Docenten en specialisten; Leidinggevend 8 = Vakspecialisten; Niet-Leidinggevend 9 = Vakspecialisten; Leidinggevend 10 = Administratief Personeel; Niet-Leidinggevend 11 = Administratief Personeel; Leidinggevend 12 = Dienstverlenend Personeel en Verkopers; Niet- Leidinggevend 13 = Dienstverlenend Personeel en Verkopers; Leidinggevend 14 = Landbouwers, Bosbouwers en vissers; Niet- Leidinggevend 15 = Landbouwers, Bosbouwers en vissers; Leidinggevend 16 = Ambachtslieden; Niet-Leidinggevend 17 = Ambachtslieden; Leidinggevend 18 = Bedieners Machines en Installaties, assemblagemedewerkers; Niet-Leidinggevend 19 = Bedieners Machines en Installaties, assemblagemedewerkers; Leidinggevend 20 = Elementaire Beroepen; Niet-Leidinggevend 21 = Elementaire Beroepen; Leidinggevend