

Audience Measurement: Belgium North

Which audience measurement institute is used in your country?	GfK
For general audience measurement radio surveys, what is the reference population you take into consideration?	12+
How many people does that represent?	5 309 510
In percentage of the total country population:	82.3%
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:	10 min
<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>	
What methods of measurement do you use for the main survey?	
Main method:	CAPI
Secondary method:	Diaries
For the main method, how often do you do such measurements per year?	3
For the main method, how many weeks at a time do you conduct each of these measurements?	In 2010, twice 12 weeks and once 16 weeks
For the main method, how large is your sample size per measurement?	8000 for Belgium 4000 for Belgium North only
For the main method, which sampling method do you use?	Random sampling / Systematic
For portable people meter, what system do you use?	Arbitron
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:	
Knowledge of the national language:	No
Nationality:	Yes
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?	Yes

(For example, you might calculate the average of two 15-minute periods when the advertising break is broadcast at the end of the first one.)

If so, please specify?

Average of 2
quarter hours