

Audience Measurement: Austria

Which audience measurement institute is used in your country?	GfK Austria
For general audience measurement radio surveys, what is the reference population you take into consideration?	10+
How many people does that represent? (RADIOTEST 2010, GfK, base Austria)	7.461.000
In percentage of the total country population (base from the TV-Database):	89.1%
As of what age are children in a household considered as adults? (for radio audience measurement purposes)	No rule
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:	/
<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:	CATI
Secondary method:	/
For the main method, how often do you do such measurements per year?	1
For the main method, how many weeks at a time do you conduct each of these measurements?	52
For the main method, how large is your sample size per measurement?	24 000
For the main method, which sampling method do you use?	70% Multistage-Stratified-Simple-Address-Random 30% Random Digit Dialing
For portable people meter, which system do you use?	/
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	/
Other:	/
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

(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?