Business and Consumer Survey				
	Metadata Overview			
Contact data				
Country	AT			
Survey	Consumer			
Organisation	GfK Austria			
Official address	Ungargasse 37			
	1030 Wien			
	Austria			
Website	www.gfk.at			
Legal representative	Legal representative			
Name	Andreas Lederer			
Contact person				
Name	DI Paul Unterhuber			
Address				
Phone number	+43 1 717 10 219			
Fax number	+43 1 717 10 191			
Email address	paul.unterhuber@gfk.com			

Total population, 15 years and older. Austria has a population of 8.629.519 people, the number of people who are 15 years or older is 7.396.847 RLD (Random Last Digit). Basis for RLD is the Austrian official telephone directory, mobile & fixed line for CATI (telephone) interviews. For CAWI (online) interviews we use the GfK online pool Size of frame list Weighted frame coverage Characteristics For CATI (telephone): 22.800 for CAWI (online) none (because it's only a consumer survey) For CATI (telephone) interviews the caracteristics are only partly covered and consist of region and size of community. For CAWI (online) we know about age, gender and region in the frame list CATI: 3 monthly update of ATB-CD (Basis for RLD); CAWI: continous recruiting for GfK online pool Sectors and/or categories are covered Multistage Stratified Simple Random Sampling. Quota sampling control Sampling method Sampling method Weighted sample Contacts) Weighted sample Coverage Sampling error Weighted sample Coverage Sampling error Weighting scheme Weighting scheme Weighting scheme Fieldwork period Fieldwork period Fieldwork period Remarks methodology Fieldwork period Between the 25th of premonth and the 20th of the month Remarks methodology		Methodology			
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Last update	30/06/2016