

## Business and Consumer Survey

*Metadata Overview*

### Contact data

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

### Methodology

Population & frame list	<b>Population (universe)</b>	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
	<b>Survey sampling frame</b>	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
	<b>Size of frame list</b>	∞ for CATI (telephone); 22.800 for CAWI (online)
	<b>Weighted frame coverage</b>	none (because it's only a consumer survey)
	<b>Characteristics</b>	For CATI (telephone) interviews the characteristics 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
	<b>Frame list update</b>	CATI: 3 monthly update of ATB-CD (Basis for RLD); CAWI: continuous recruiting for GfK online pool
	<b>Sectors and/or categories currently covered</b>	All categories are covered
Sampling & accuracy	<b>Sampling method</b>	Multistage Stratified Simple Random Sampling. Quota sampling control
	<b>Sample size (number of contacts)</b>	1.500 interviews per month, 1000 CATI (telephone) and 500 CAWI (online) interviews. The typical number for CAWI to reach the target is 1388 contacts (36% response rate), for CATI is it 28.000 contacts (2,8% response rate)
	<b>Weighted sample coverage</b>	entire country
	<b>Sampling error</b>	If the result is 90 to 10% the sampling error is 1,5%, if the result is 15 to 85% the error is 1,8%
	<b>Response rate</b>	1
	<b>Treatment of non-response</b>	CATI (telephone): Min. 5 call backs, up to 15 call backs are done automatically, beyond that, higher limits can be set manually on demand. CAWI: One email and one reminder
	<b>Weighting scheme</b>	size of community x gender; region x size of community; age x gender; gender x professional group; region x professional group; gender x education; based on microcensus of Statistik Austria.
Data collection	<b>Periodicity</b>	monthly (12 questions), quarterly (3 questions)
	<b>Survey method</b>	CATI (Computer Assisted Telephone Interviewing) and CAWI (Computer Assisted Web Interviewing)
	<b>Fieldwork period</b>	Between the 25th of premonth and the 20th of the month
	<b>Remarks methodology</b>	

<b>Last update</b>	30/06/2016
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