Business and Consumer Survey

Metadata Overview

Contact data

Country	**AT**
Survey	**Retail Trade**
Organisation	WIFO Österreichisches Institut für Wirtschaftsforschung (Austrian Institute of Economic Research)
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Methodology

Population & frame list	**Population (universe)**	Approx. 71,500 outlets, thereof 66,000 in the total retail trade sector (NACE Rev. 2 division 47); 4,000 in the retail sale of cars and light motor vehicles (ÖNACE 2008 Sub-class 45.11-2) and 1,500 in the retail trade of motor vehicle parts and accessories (NACE Rev. 2 class 45.32)
	Survey sampling frame	Compilation of address material from the Chamber of Commerce and other sources (e.g. Herold)
	Size of frame list	Not available
	Weighted frame coverage	
	Characteristics	Identification, address, NACE code, number of employees, turnover, capital, legal form, year of foundation, telephone and fax number, e-mail address, homepage address
	Frame list update	Twice a year
	Sectors and/or categories currently covered	NACE 45+47
Sampling & accuracy	**Sampling method**	Stratified random sample
	Sample size (number of contacts)	3,300 units.
	Weighted sample coverage	25% of the total employment in the retail trade sector
	Sampling error	---
	Response rate	15% (SME) and several large enterprises.
	Treatment of non-response	
	Weighting scheme	Turnover by sector, region and size
Data collection	**Periodicity**	Monthly
	Survey method	Written questionnaire, postal and per e-mail
	Fieldwork period	Between the 5th and the 20th of the month (quarter).
	Remarks methodology	The results of the retail trade survey are not published by WIFO, but by KMU-Forschung Austria, which is actually doing the fieldwork

Last update	30/06/2016