Business and Consumer Survey

Metadata Overview

Contact data

Country	**DE**
Survey	**Consumer**

Organisation	GfK SE
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Legal representative

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Contact person

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Methodology

Population & frame list	**Population (universe)**	70,525,000 people aged 14+
	Survey sampling frame	Media Analyse
	Size of frame list	total population
	Weighted frame coverage	
	Characteristics	gender, age, size of household, occupation of head of household, region, size of community
	Frame list update	yearly
	Sectors and/or categories currently covered	population aged 14+
Sampling & accuracy	**Sampling method**	The method used by GfK SE for selecting the persons forming the target group ensures representative results. According to the data of the German Federal Bureau of Statistics, each member of the GfK SE's field force is bound to select the interviewee: directly (with regard to the target persons) by the following socio-demographics: - gender - age - occupation of the head of the household - size of household indirectly (the interview has to take place at the interviewer's own place of residence): - Bundesland (Federal region) - size of community
	Sample size (number of contacts)	2000 (2000)
	Weighted sample coverage	German population (Germans and EU-Nationals) aged 14+
	Sampling error	E.g. at confidence level of 95% and a share of 10%: +-1.3
	Response rate	Because of Quota Sampling 100%.
	Treatment of non-response	Due to the sampling method there are no non-responses
	Weighting scheme	Data are weighted by sex, age, occupation of head of household, size of household, region and size of town on the basis of the German Media Analyses.
Data collection	**Periodicity**	Monthly (12 questions) and quarterly (3 questions)
	Survey method	Face-to- face; in home; computer assisted
	Fieldwork period	Between the 1st and the 15th of the month
	Remarks methodology	

Last update	07/06/2016