

Business and Consumer Surveys

Metadata Overview

Contact data		
Country	Germany	
Survey	Consumer	
Organisation	GfK SE	
Address	GfK SE Sophie-Germain-Strasse 3-5 90443 Nürnberg Germany	
Website	www.gfk.com	
Contact person (operational aspects)		
Name	Rolf Bürkl	
Phone number	0049 911 395 3129	
Email address	rolf.buerkl@gfk.com	
Methodology		
Population & frame list	Population unit	German speaking persons aged 18-74 years
	Population size	58 553 000
	Survey sampling frame	Other
	<i>If other, specify</i>	databases from private companies: CINT, Netquest, Norstat
	Size of sampling frame	CINT: 3.742.591; Netquest: 12.122; Norstat: 129.192
	Frequency of update of the sampling frame	At least every year
Sampling & accuracy	Sampling method	Quota sampling
	<i>If applicable: variables used for strata/quota definition</i>	Age, Gender, Region, Size of community, Size of household, Education of main income earner
	<i>Comments, if any</i>	
	<i>Do you use sample weights to correct for sample bias?</i>	Yes
	<i>If yes, weighting variables used</i>	Age, Gender, Region, Size of community, Size of household, Education of main income earner
	Panel sampling	Yes
	<i>if yes, describe the process for panel refreshment</i>	3 month fresh sample; continuous recruitment through various sources (e.g. social media, affiliates, telephone)
	Number of units contacted (per month)	13000
	Number of units replying to the survey (per month)	2000
	Response rate (per month)	16%
Data collection	Survey method	Online interview - Computer-Assisted Web Interviewing (CAWI)
	<i>If mixed mode, specify the distribution between modes</i>	
	Fieldwork period - usual start date	1st of the month
	Fieldwork period - usual end date	15th of the month
	Does the fieldwork period include weekends / public holidays?	Yes
Additional remarks on the methodology		
	Last update	June 2023