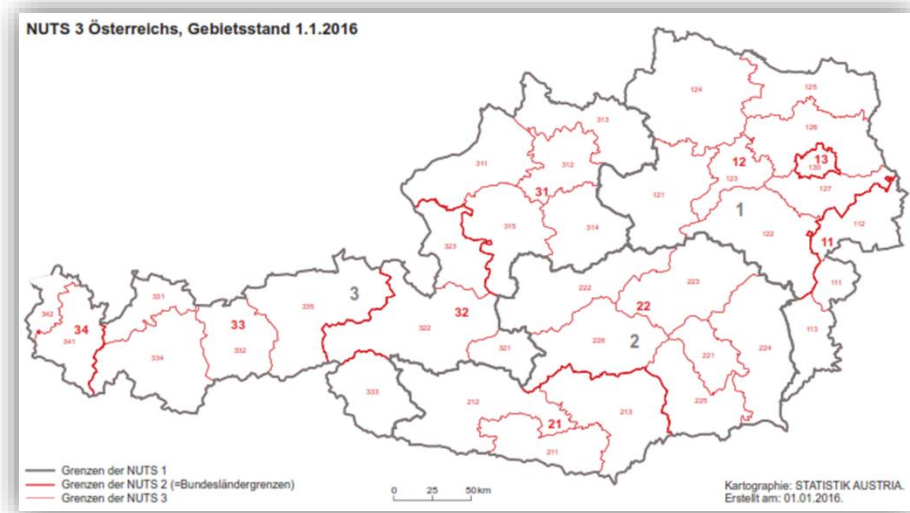


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# RSSE Austria 2016

Random Sampling System EUROPE



- GENERAL INFORMATION
- BASIC POPULATION LANDLINE
- SAMPLING FRAME LANDLINE
- BASIC POPULATION CELLULAR MOBILE TELEPHONY
- SAMPLING FRAME CELLULAR MOBILE TELEPHONY
- ALLOCATION/ STRATIFICATION

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## ■ GENERAL INFORMATION

COUNTRY	Austria (AT)
COUNTRY CODE	0043
MODE	Landline, Cellular mobile telephony, Dual Frame
LANGUAGES	German
COVER/ REPRESENTATIVENESS	All residents who can be reached over a landline or cellular phone.
EXCLUSION	People who do not have a telephone line. According to RTR, "Demand-side Survey 2015", 4.5% of households in Austria are neither equipped with a landline nor with a cellular phone.
SELECTION METHOD	Stratified random selection (usually)
DATA SOURCES	
▪ STATISTICS	Statistik Austria ( <a href="http://www.statisti.at">www.statisti.at</a> )
▪ TELECOMMUNICATIONS	RTR GmbH ( <a href="http://www.rtr.at">www.rtr.at</a> )
▪ ENTRIES	HEROLD Telephone Directory CD/DVD

## ■ BASIC POPULATION LANDLINE

FACTUAL DATA INVENTORY	01.01.2015
RESIDENT POPULATION	8,584,926 (Statistik Austria)
PRIVATE HOUSEHOLDS	3,728,046 (Statistik Austria, Reconciled employment statistics)
LANDLINE PENETRATION	50% household coverage (RTR, 3.Qu. 2015) According to RTR, "Demand-side survey 2015", only 35.7% of households can be reached on the basis of landline subscriber numbers.
USED LOCAL LANDLINE SUBSCRIBER NUMBERS	2.83 million (RTR, 3.Qu. 2015)
PORTED LOCAL LANDLINE SUBSCRIBER NUMBERS	309,391 (Cumulated, RTR, 3.Qu. 2015)

## ■ SAMPLING FRAME LANDLINE

DATA SOURCES	
▪ STATISTICS	Statistik Austria ( <a href="http://www.statisti.at">www.statisti.at</a> )
▪ TELECOMMUNICATIONS	RTR GmbH ( <a href="http://www.rtr.at">www.rtr.at</a> )
▪ ENTRIES	HEROLD Telephone Directory CD/DVD
USED LOCAL LANDLINE SUBSCRIBER NUMBERS (SNs)	2.83 million (RTR, 3.Qu. 2015)
SUBSCRIBER NUMBER BLOCKS	The allocated subscriber number blocks, according to RTR have different lengths depending on the area code (100 to 10,000 subscriber number blocks)
NUMBER UNIVERSE	15.29 million subscriber numbers, thereof <ul style="list-style-type: none"> <li>▪ 1.94 million telephone book entries (10/2011)</li> <li>▪ 13.35 million generated subscriber numbers</li> </ul>
EACH LANDLINE SUBSCRIBER NUMBER IN THE BIK-RSSE RECEIVES AN ALLOCATION TO THE OFFICIAL MUNICIPALITY WITH MUNICIPALITY CODE (In the case of generated subscriber numbers, this pertains to a probability).	
TERRITORY STATUS	01.01.2015 > 2,201 Municipalities

## ■ BASIC POPULATION CELLULAR MOBILE TELEPHONY

FACTUAL DATA INVENTORY	01.01.2015
RESIDENT POPULATION	8,584,926 (Statistik Austria)
NUMBER OF USED SIM CARDS	13.28 million (RTR, Telekom Monitor, 3 Qu. 2015)
CELLULAR MOBILE TELEPHONY PENETRATION	153.3% (RTR, Telekom Monitor, 3 Qu. 2015) According to RTR, "Demand-side survey 2015", 92.7% of Austrian households are reached via the cellular phone.
"ONLY CELLULAR PHONE"/ "ONLY CELLULAR SUBSCRIBER NUMBER"	59.8% of the households (RTR, "Demand-side survey 2015")
END CUSTOMERS / CONTRACT TYPES	13.3 million cellular mobile telephony customers 67% post-paid customers, 33% prepaid customers (RTR, Telekom Monitor, 3 Qu. 2015)

## ■ SAMPLING FRAME CELLULAR MOBILE TELEPHONY

DATA SOURCES	
▪ STATISTICS	Statistik Austria ( <a href="http://www.statisti.at">www.statisti.at</a> )
▪ TELECOMMUNICATIONS	RTR GmbH ( <a href="http://www.rtr.at">www.rtr.at</a> )
▪ ENTRIES	HEROLD Telephone Directory CD/DVD
NUMBER OF USED SIM CARDS	13.28 million (RTR, Telekom Monitor, 3 Qu. 2015)
CELLULAR SUBSCRIBER NUMBER	(0)6 CELLULAR SUBSCRIBER NUMBER For selected brands and mobile virtual network operators (MVNO) - cellular mobile service providers, there are 8-digit cellular subscriber numbers, otherwise 7 digits
ALLOCATED SUBSCRIBER NUMBERS	166.5 million subscriber numbers (RTR, 02/2016)
NUMBER UNIVERSE	71.70 million cellular subscriber numbers, thereof <ul style="list-style-type: none"> <li>▪ 1.71 million telephone book entries (10/2011)</li> <li>▪ 69.99 million generated subscriber numbers</li> </ul>
HLR - LOOKUP (HOME-LOCATION-REGISTER)	✓ is possible in the case of drawn samples (Check the status of GSM cell phone number)

## ■ ALLOCATION/ Stratification

LANDLINE	Feature based on the household / private household Stratification based on <ul style="list-style-type: none"> <li>▪ various administrative territorial units (NUTS, federal states, political districts, regional constituencies, etc.)</li> <li>▪ political municipality size classes (Statistik Austria)</li> <li>▪ Urban-Rural typology (Statistik Austria)</li> <li>▪ DEGURBA (Degree of Urbanisation, European Commission)</li> </ul>
CELLULAR MOBILE TELEPHONY	Feature based on the individual / resident population Stratification by market share of MNO - mobile network operators (RTR GmbH)

## ■ NOTES/ REMARKS

On request, various target structures for quotation or weighting can be supplied.