

Business and Consumer Survey	
Metadata Overview	
Contact data	
Country	CZ
Survey	Consumer
Organisation	GfK Czech, s.r.o.
Official address	KAVČÍ HORY OFFICE PARK Na Hřebenech II 1718/10 140 00 Praha 4 Czech Republic
Website	www.gfk.cz
Legal representative	
Name	Tomáš Drtina Managing Director GfK Czech and GfK Slovakia
Contact person	
Name	Barbora Trpkošová, Chief Financial Officer
Address	the same as official address
Phone number	4.20297E+11
Fax number	+420 2 58 815 744
Email address	barbora.trpkosova@gfk.com

Methodology		
Population & frame list	Population (universe)	Population aged 15-79.
	Survey sampling frame	Database of households phone numbers/randomly generated mobile numbers
	Size of frame list	The frame of Cz active numbers is about 15 mio
	Weighted frame coverage	
	Characteristics	Telephone book of households (White Pages) Mediatel
	Frame list update	Monthly /23 000 numbers to be dialed in order to reach 1000 interviews. Representative of the Czech Republic
	Sectors and/or categories currently covered	Variables for weighting procedure: sex age education occupation size of household size of municipality region (Prague – Czech – Moravia) region (acc. to former categorization) region (acc. to actual official categorization) region (Euro categorization)-
Sampling & accuracy	Sampling method	Stratified systematic random sampling with additional quota check
	Sample size (number of contacts)	1000 complete interviews
	Weighted sample coverage	1000 complete interviews
	Sampling error	
	Response rate	16.29%
	Treatment of non-response	3 trials per number, if not answering, then the number replaced by another. The respondents who reject the interview not included in the sample.
	Weighting scheme	yes
Data collection	Periodicity	Monthly (15 questions)
	Survey method	CATI
	Fieldwork period	First two weeks of each month
	Remarks methodology	Based on the results of the project "Consumer barometer" following the methodology of the European Community GfK-Praha constructs an "Index of consumer confidence (CCI)". This index is globally informing about the development of consumer behaviour in ČR, about the extent of confidence in the Czech economy. CCI covers five partial factors: Current Czech economic situation as compared with that 12 months before; Expected development of the Czech economic situation in the next 12 months; Financial situations of households as compared to that 12 months before; Expected development of the financial situation of households in the next 12 months; Judging the present time in terms of its convenience for purchasing consumer durables (e.g., car, home appliances, furniture, washing machine, TV set). The project serves as a marketing vehicle to plan corporate strategies, to a detailed analysis of the macro- and micro-economic situation of ČR. The results are especially destined for production and business companies, advertising agencies, decisive sphere and economists.

Last update	12/07/2016
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