

Business and Consumer Survey

Metadata Overview

Contact data

Country

EE

Survey

Retail Trade

Organisation

Eesti Konjunktuuriinstituut (EKI)
ESTONIAN INSTITUTE OF ECONOMIC RESEARCH

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Methodology

Population & frame list

Population (universe)

5700

Survey sampling frame

Registers: Estonian Business Register, Estonian Statistics

Size of frame list

650 firms (> 10 employees)

Weighted frame coverage

Characteristics

Identification, address, number of employees, turnover

Frame list update

1 year

Sectors and/or categories currently covered

45.1 Sale of motor vehicles
45.2-45.4 Maintenance of motor vehicles and sale of accessoires
47.1; 47.2; 47.8 Retail sale of food, beverages and tobacco
47.3 Retail sale of automotive fuel
47.5-47.7: 47.9 Retail sale of other goods
Total

Sampling & accuracy

Sampling method

Panel
Quotas + random sampling

Sample size (number of contacts)

150

Weighted sample coverage

40% from employment, 50% from turnover

Sampling error

Sample covers by turnover
from enterprises more than 100 employees - 80%
enterprises 50- 99 employees - 40%
enterprises 10- 49 employees - 15%

Response rate

75%

Treatment of non-response

Reminder by e-mail, personal contact by telephone

Weighting scheme

None

Data collection

Periodicity

Monthly

Survey method

100% online

Fieldwork period

1-14 day of the month

Remarks methodology

EKI started with retail trade survey quarterly in 1993 and monthly in 2002

Last update

12/07/2016