

Business and Consumer Survey

Metadata Overview

Contact data

Country	FI
Survey	Retail Trade
Organisation	Confederation of Finnish Industries EK
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Methodology

Population & frame list	Population (universe)	All retail trade companies in Finland (20 000)
	Survey sampling frame	Register covering 75 % of the total turnover in retail trade in Finland
	Size of frame list	More than 2300 retail firms
	Weighted frame coverage	
	Characteristics	Identification; name, address, sector
	Frame list update	1-2 years
	Sectors and/or categories currently covered	Wholesale and retail trade and repair of motor vehicles and motorcycles Sale of motor vehicles (45.1) Maintenance of motor vehicles and sale of accessories (45.2 - 45.4) Retail trade, except of motor vehicles and motorcycles Retail sale of Food, Beverages, Tobacco (47.1, 47.2, 47.8) Retail sale of automotive fuel (47.3) Retail sale of other goods (47.4 - 47.7, 47.9) TOTAL: 45 + 47
Sampling & accuracy	Sampling method	Sampling: random sampling from SME's (sectoral and regional representativeness), virtually all large companies
	Sample size (number of contacts)	230
	Weighted sample coverage	50
	Sampling error	
	Response rate	60
	Treatment of non-response	A second survey round for non-responding companies in the middle of the month. In some cases personal contact by telephone.
	Weighting scheme	Answers are weighted by turnover or personnel at the micro level. As a secondary weighting, different company size classes are weighted at the sector level (SME's get a weight which corresponds to their importance in the economy). Sectors are aggregated by using value added as weights.
Data collection	Periodicity	Monthly
	Survey method	Survey is conducted mainly sending by mail and receiving with an on-line application.
	Fieldwork period	Survey forms / online messages are sent to the companies on the first working day each month. Most of the answers are collected before the 10th of each month. After that a second survey round for non-responding companies will be carried out. Final results are available approximately on the 25th of each month.
	Remarks methodology	Quarterly question is asked during January, April, July and October surveys.

Last update	17/06/2016
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