

## Business and Consumer Survey

*Metadata Overview*

### Contact data

<b>Country</b>	<b>HR</b>
<b>Survey</b>	<b>Retail Trade</b>
<b>Organisation</b>	IPSOS d.o.o.
<b>Official address</b>	Budmanijeva 1 HR - 10 000 Zagreb
<b>Website</b>	www.ipsos.com
<i>Legal representative</i>	
<b>Name</b>	Mr Srđan DUMIČIĆ Managing Director
<i>Contact person</i>	
<b>Name</b>	Mirta Popovic
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### Methodology

Population & frame list	<b>Population (universe)</b>	7640 companies
	<b>Survey sampling frame</b>	Business register of all active companies bought from State Financial Agency
	<b>Size of frame list</b>	7640 companies belong to the Retail Sector (NACE Rev2 : 45,47), out of close to 80.000 units in Business Register in total
	<b>Weighted frame coverage</b>	
	<b>Characteristics</b>	ID, name, address, tel number, e-mail, NACE code, region, number of employees, turnover
	<b>Frame list update</b>	Yearly in general. Companies that have gone out of business and those that consistently refuse to participate in survey are removed monthly.
	<b>Sectors and/or categories currently covered</b>	NACE Rev2 : 45,47
Sampling & accuracy	<b>Sampling method</b>	Initial panel was recruited using two way stratified sampling: by number of employees and by total turnover. During the year units that gone out of business or refused to participate any more are replaced by the new units of the same type (similar number of employees and similar value of turnover).
	<b>Sample size (number of contacts)</b>	400
	<b>Weighted sample coverage</b>	0.5
	<b>Sampling error</b>	0.048
	<b>Response rate</b>	0.6
	<b>Treatment of non-response</b>	Firstly, non-response are prompted by telephone calls. At the end unit non-response are corrected by weighting procedures.
	<b>Weighting scheme</b>	Two stages: firm level by number of employees; sector level by total turnover
Data collection	<b>Periodicity</b>	monthly
	<b>Survey method</b>	web, CATI, fax
	<b>Fieldwork period</b>	from 1st to 15th of the month
	<b>Remarks methodology</b>	

<b>Last update</b>	08/07/2016
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