

Business and Consumer Survey

Metadata Overview

Contact data

Country	HU
Survey	Retail Trade
Organisation	GKI – ECONOMIC RESEARCH COMPANY
Official address	Ráday str. 42-44. H -1092 BUDAPEST
Website	www.gki.hu
Legal representative	
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Contact person	
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Methodology

Population & frame list	Population (universe)	Enterprise with legal status, employed more than 20 employees.
	Survey sampling frame	List of companies obtained from Opten Ltd.
	Size of frame list	Cca. 9,000 enterprises
	Weighted frame coverage	
	Characteristics	VAT number, address, postal address, NACE code, number of employees, turnover category.
	Frame list update	Last update was in February 2015.
	Sectors and/or categories currently covered	
Sampling & accuracy	Sampling method	Random sampling. The population is stratified by the number of employees, then the survey's target sample is chosen from the list of companies obtained from the Central Statistical Office of Hungary. Once a year, usually in September, the "old" sample is updated: 25% of the sample companies is thrown out, and the same number of companies is placed instead so that the proportions by employee number – i.e. the original stratification – remain unchanged.
	Sample size (number of contacts)	670
	Weighted sample coverage	7-8% (in terms of employment)
	Sampling error	
	Response rate	46-48%
	Treatment of non-response	
	Weighting scheme	No weighting.
Data collection	Periodicity	Monthly (6 questions)
	Survey method	Phone interviews.
	Fieldwork period	1st to 15th of every month
	Remarks methodology	-

Last update	24/06/2016
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