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The habits of respondents, their opinions on business surveys and the reasons for non-responding

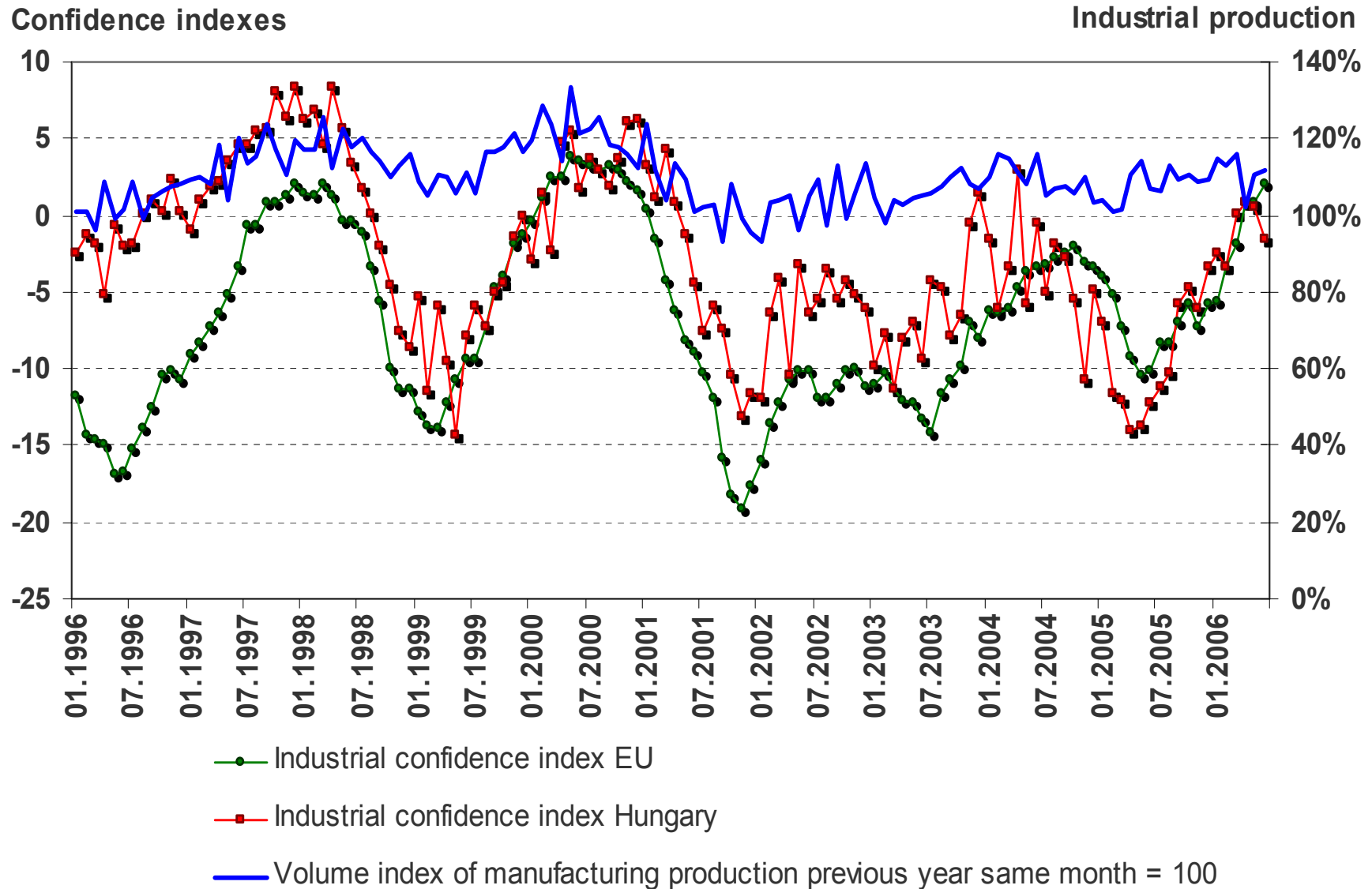
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DEVELOPMENTS IN
BUSINESS AND CONSUMER
SURVEYS
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Introduction

- GKI Co. has been conducting monthly business tendency surveys since January 1996.
- We have always considered the monitoring and ex-post evaluation of the business tendency survey results important.
- Some of the survey results help forecast future developments in the economy. For example Fig. 1 shows coincidence between survey and statistical data in industrial production.

Industrial confidence index in the EU and Hungary, and volume index of the manufacturing production in Hungary



In this presentation we discuss the habits of non-respondents based on the results of ad-hoc telephone survey.

Aims of the analysis

We wanted to have an overview about

- position of the person who gives the answer
- answering frequency
- causes of non-responding
- the opinion on the GKI surveys.

Method of the analysis

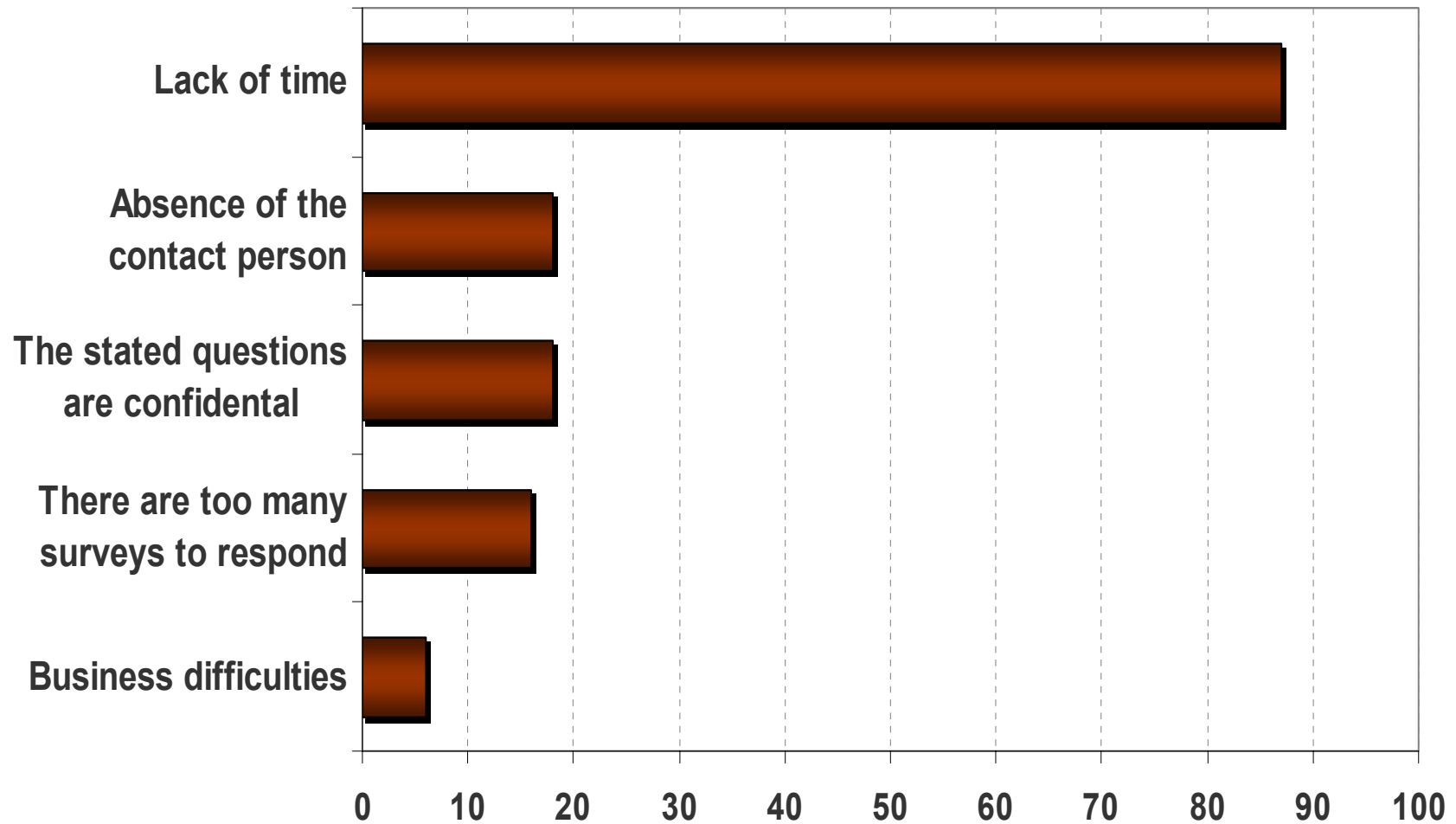
Out of 1000 non-responders of the industry and service surveys conducted in May 2006, we called 100-100 companies. Representative stratification and random selection of the interviewees were ensured.

- In most of the cases the answer is provided by a person who has a general overview of the activity of the firm
- Small firms: 83% of the answers are given by a competent executive
- Big firms: 35% of the answers are given by a middle manager

- In this ad-hoc survey
 - 56% of the firms say that they provide answers regularly
- Experience of GKI
 - 81% of the answers come from regular respondent firms

Share of respondents by the causes of occasional non-response (%)

Fig. 2.



Share of respondents by the causes of occasional non-responses (%*)

Table 3.

Cause of non-responses	Number of employees				Industrial	Service	Total
	- 20	21-50	51-250	251-	companies		
Absence of the contact person	15	8	14	12	25	11	18
Lack of time	92	92	95	81	90	84	87
There are too many surveys to respond	12	17	14	25	16	16	16
Business difficulties	4	8	9	0	7	6	6
The stated questions are confidential	4	17	14	0	15	22	18

Causes of non-responses

- The most common cause of non-responses is lack of time.
- It is 6% of the firms that refuse to answer due to business difficulties – which modifies the results only to a small extent.
- Confidentiality problems are characteristic for medium sized companies.

Conclusions

- In most of the cases the answer is provided by a person who has a general overview of the activity of the firm.
- The non-responding usually does not distort significantly the results of the surveys.
- The ad-hoc survey showed that the majority of Hungarian companies was not averse to business tendency surveys. Moreover the companies felt that the GKI surveys are quite useful for the business community.
- Most of the respondents said that the collected information was useful for them as well.



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Thank you for your attention!