

## Business and Consumer Surveys

*Metadata Overview*

Contact data		
<b>Country</b>	Croatia	
<b>Survey</b>	Consumer	
<b>Organisation</b> Ipsos d.o.o.		
<b>Address</b>	Sime Ljubica 37, Split, Croatia	
<b>Website</b>	ipsos.com	
Contact person (operational aspects)		
<b>Name</b>	Mirta Popovic	
<b>Phone number</b>	+38516008900	
<b>Email address</b>	mirta.popovic@ipsos.com	
Methodology		
<b>Population &amp; frame list</b>	<b>Population unit</b>	Persons older than 16
	<b>Population size</b>	3,3 million
	<b>Survey sampling frame</b>	Official census register
	<i>If other, specify</i>	
	<b>Size of sampling frame</b>	3,3 million
	<b>Frequency of update of the sampling frame</b>	At least every 2 years
<b>Sampling &amp; accuracy</b>	<b>Sampling method</b>	Stratified sampling (e.g. age, gender, socio-economic group etc.)
	<i>If applicable: variables used for strata/quota definition</i>	region, settlement size, age and gender
	<i>Comments, if any</i>	
	<i>Do you use sample weights to correct for sample bias?</i>	Yes
	<i>If yes, weighting variables used</i>	region, gender, age, education
	<b>Panel sampling</b>	No
	<i>if yes, describe the process for panel refreshment</i>	
	<b>Number of units contacted (per month)</b>	3500
<b>Number of units replying to the survey (per month)</b>	1000	
	<b>Response rate (per month)</b>	28%
<b>Data collection</b>	<b>Survey method</b>	Face to face - Computer-Assisted Personal Interviewing (CAPI)
	<i>If mixed mode, specify the distribution between modes</i>	
	<b>Fieldwork period - usual start date</b>	1st of the month
	<b>Fieldwork period - usual end date</b>	20th of the month
	Does the fieldwork period include weekends / public holidays?	Yes
Additional remarks on the methodology		
<b>Last update</b>	June 2023	