

Business and Consumer Surveys

Metadata Overview

Contact data		
Country	Hungary	
Survey	Consumer	
Organisation	GKI Zrt.	
Address	Budapest 1056 Váci u. 84.	
Website	www.gki.hu	
Contact person (operational aspects)		
Name	Annamária Földes	
Phone number	+36702760011	
Email address	Annamaria.Foldes@ipsos.com	
Methodology		
Population & frame list	Population unit	individuals
	Population size	9,588,513
	Survey sampling frame	Official census register
	<i>If other, specify</i>	
	Size of sampling frame	1000
	Frequency of update of the sampling frame	At least every year
Sampling & accuracy	Sampling method	Quota sampling
	<i>If applicable: variables used for strata/quota definition</i>	gender, age groups, settlement type, region
	<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>	gender, age groups, settlement type, region, level of education
	Panel sampling	Yes
	<i>if yes, describe the process for panel refreshment</i>	Between waves a three-month exclusion is maintained. Respondents from the first wave can be approached with an invite again only after three months. Besides this, panle recruitment is an ongoing process.
	Number of units contacted (per month)	1700
Number of units replying to the survey (per month)	1050	
Response rate (per month)	60%	
Data collection	Survey method	Online interview - Computer-Assisted Web Interviewing (CAWI)
	<i>If mixed mode, specify the distribution between modes</i>	
	Fieldwork period - usual start date	1st working day of the month
	Fieldwork period - usual end date	10th day of the month
	Does the fieldwork period include weekends / public holidays?	Yes

Additional remarks on the methodology

Last update June 2023