

Obtain information quickly and favourably...

The time we live in requires fast and accurate information daily. GfK offers you one more way to obtain such information...

What is GfK CATIbus?

GfK CATIbus is a method of telephone interviewing by which you can quickly and easily get desired information. If you have the questions prepared, you just send them and we will find out the answers very quickly. In case you only have an idea about what information you need, contact us and, in agreement with you, we will create the questions by which we will gather the information.

In GfK CATIbus, several different Clients participate with their questions. Fieldwork costs are divided, which provides standard high research quality at a favourable cost. At the end of the research – each Client participating in GfK CATIbus receives data only for ordered set of questions and does not have access to other Client's questions.

Why choose GfK CATIbus?

Quality guaranteed by GfK name, high level of control, quota sample (guaranteeing representativeness), speed and low price – are the best invitation for you to join our CATIbus.

Sample

We use a quota sample in GfK CATIbus.

Quotas are created in such way to ensure representativeness of the sample (representative for population of the Republic of Croatia aged 15 and older) with respect to four categories:

- age
- gender
- region
- settlement size

The number of respondents in one wave is 800.

A large number of respondents and quota sample ensure that collected data represent the real image of Croatian population.





Timing:

GfK CATIbus starts every other Monday in a month (even weeks) and lasts for four days. GfK CATIbus May schedule is stated below.

Duration of the fieldwork:

10.05. – 13.05.
24.05. – 27.05.

Questions need to be submitted by:

Morning of May 6th (for fieldwork starting May 10th)
Morning of May 20th (for fieldwork starting May 24th)

Results:

for GfK CATIbus starting May 10th
May 14th – tabular report
May 18th – tabular report with open ended answers
up to May 21st – analytical report

for GfK CATIbus starting May 24th
May 28th – tabular report
June 1st – tabular report with open ended answers
up to June 7th – analytical report

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Price list:

DESCRIPTION OF SERVICE	HRK
Closed question	
possible answers are offered in advance	
Closed question (up to 12 offered answers) without the option "something else"	1.380
Closed question (up to 12 offered answers) with the option "something else"	1.750
Open ended questions	
possible answers are not offered in advance	
Simple open ended questions (e.g. enumeration of brands, persons...) – up to 3 possible answers	1.820
Complex open ended question (e.g. associations, reasons for liking...) – up to 3 possible answers	2.400
Scale	
Scale evaluations – price per evaluation	330
Preparation of an analytical report	
PPT format with graphical display and interpretations**	
Up to 10 questions in the questionnaire	1.830
Between 11 and 20 questions in the questionnaire	2.770
**Tabular report gratis	
(depiction according to age, gender, region, incomes, settlement size or some of your question)	
Discounts	
On amounts above 19.000 HRK	5%
On amounts above 33.000 HRK	7%
On tracking (repeating the same questions in 2 and more waves)	5%

SEE YOU ON THE NEXT GfK CATIbus JOURNEY

Greetings from GfK CATIbus team!