

STANDARD, NON-EXCLUSIVE GfK Czech PANEL RESEARCHERS provide you continuously with up-to-date information:

FMDS Basic	NEEDS	on basic needs of the population that are directly related to the financial market
	BANKS	about banks and bank advertisement awareness, about the position of banks in comparison with their competitors, about client's shares in individual banks, their fluctuations, and bank's image assessment
	CLIENT INTERFACE	on preferences of clients in communication with banks and the importance of individual forms
	PRODUCTS	on knowledge and use of individual bank products, on preference of their use to the future, on satisfaction of clients with the products
FMDS Extended	CARDS	on the way the payment cards are used and clients' satisfaction with them, on shares of card transactions, on attractiveness of innovations in credit transfers
	INSURANCE	on use of products of financial institutions in the field of assurance, non-life insurance and pension insurance scheme, on attractiveness of insurance products offered by banks
	CREDITS AND INVESTMENTS	on credit and investment behavior of clients and perception of the benefits and risks of individual products
	MORTGAGES	on knowledge of mortgage banks, their product offerings and advertising campaigns, on the use of mortgages and residential mortgage credits according to defined segmentation of clients
	BUILDING SAVINGS	about awareness concerning building societies, their products and advertisement campaigns. about the utilisation of building societies and building savings, loans and future preferences
	REAL ESTATE	about the quality of housing, planned housing investments and financing methods
Medial	INTERNET MONITOR	on penetration and the number of internet users in the Czech Republic
	LAE-ČR	on medial behavior of decision-makers
	MEDIA PROJECT	about readership of prints, audience of radio stations, television audience and basic consumption behaviour
	DATA SUPPORT	on consumer behavior (FMCG, durables, services) and medial behavior (press readership, radio audience, TV audience, internet)
Consumer	CONSUMERSCAN	on the shopping behaviour of Czech households and food, beverages, home and personal care markets
	KEY TRENDS IN FAST MOVING CONSUMER GOODS IN THE CZECH REPUBLIC	on recent FMCG market developments, on positions of individual distribution channels, on private brands market, and on average prices in individual categories
	CONSUMERSCOPE	on the shopping behaviour in the fashion and footwear markets
Other/Miscellaneous	DO-IT-YOURSELF PANEL	a permanent analysis of electric hand tools retail market, motor oils and paints markets in the Czech Republic and Slovakia. A permanent analysis of wholesale market of sockets in the Czech Republic and Slovakia
	CONSUMER ELECTRONICS AND ELECTRIC APPLIANCES	on retail market of selected consumer electronics, large and small household appliances in the Czech Republic and Slovakia
	PHOTO	on camera retail market in the Czech Republic and Slovakia (digital cameras, memory cards)
	IT	on office and computer equipment retail and B2B market in the Czech Republic (monitors, PC, printers, scanners, multi-functional devices, cartridges)
	KITCHENWARE	on selected kitchen equipment retail market in the Czech Republic and Slovakia (pans, pots)
	TELECOM	on phone retail market in the Czech Republic (mobile phones, terminal phone sets, faxes)
	THERMAL EQUIPMENT	on wholesale heating products and thermo technology market in the Czech Republic
	CEE MOBILE TELCO STUDY 2008	mobile phone penetration, the frequency with which basic mobile services (phoning, SMS, MMS) are used, year-on-year comparison (including future outlook)
	CEE INTERNET STUDY 2008	penetration, internet access, the frequency and methods of using internet in the Central and East European Countries, including a year-on-year comparison and future outlook
	DHL – EXPORT RESEARCH	on export from the Czech Republic – conditions and expectations of the most significant export firms
CONSUMER CONFIDENCE INDEX	on economic and financial situation from the point of view of households and companies in the Czech Republic, analysis of inflationary expectations	

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