

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 in 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 insurance, non-life insurance and pension insurance schemes, on the attractiveness of insurance products offered by banks
	CREDITS AND INVESTMENTS	on credit and investment behaviour 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
IMDS	INSURANCE COMPANIES	about insurance companies and their advertisement awareness, about the position of insurance companies in comparison with their competitors, about client's shares in individual insurance companies, their fluctuations, and insurance companies' image assessment
	PRODUCTS	on knowledge and use of individual insurance products, on preference of their use to the future
Medial	INTERNET MONITOR	about penetration and the number of internet users in the Czech Republic, reasons of utilization, searching and purchasing of product groups on the internet
	LAE-ČR	about media behaviour of decision-makers
	MEDIA PROJECT	about readership of publications, audience of radio stations, television audience and basic consumption behaviour
	DATA SUPPORT	on consumer behaviour (FMCG, durables, services) and media behaviour (press readership, radio audience, TV audience, internet)
Other/Miscellaneous	DO-IT-YOURSELF PANEL	a permanent analysis of the electric hand tool retail market, motor oils and paints markets in the Czech Republic and Slovakia. 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)
	ENTERTAINMENT	on selected entertainment retail market in the Czech Republic and Slovakia (game software, video game hardware)
	SPORT	on selected sport retail market in the Czech Republic and Slovakia (shoes, HW, clothing)
	THERMAL EQUIPMENT	on wholesale heating products and thermo technology market in the Czech Republic
	DHL – EXPORT RESEARCH	on export from the Czech Republic – conditions and expectations of the most significant export firms
	SATISFACTION WITH LIFE	population's satisfaction with life and individual areas of life from interpersonal relationships through housing and social security to functioning of state administration
	SATISFACTION WITH STATE ADMINISTRATION	population's satisfaction with functioning of state administration and individual institutions from the president through the police and courts to the EU. The study also describes satisfaction with factors of service of state administration from the time of settling matters, level of corruption, professional level, administrative intensity and others.
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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