



GKI Economic Research Co.

We analyse and forecast. You decide.

A survey on GKI Economic Research Co.'s website and the quality of its analyses, January 2016

In January 2016, GKI conducted a survey on the reception of its renewed website and the quality of its analyses among the subscribers of its free electronic newsletter and the visitors to its website.

Respondents gave an overall score of 4.2 to the Hungarian newsletter and website (on a scale between 1 and 5). The English version was rated even higher, receiving an average score of 4.5. Various aspects of the look and menu system of the website were rated between 4.2 and 4.4, whereas the connection between paid and free materials was given only a score of 3.9.

Questions related to the content of the analyses published on the website all received scores 4 or above. The most valued attributes included reliability and clarity (4.5), followed by timeliness and objectivity (4.3-4.4). Interesting content, constructiveness and usefulness for the job received an average score of 4-4.1. Forecast was the most important high-standard topic (4.5), whereas the least interesting topic was media appearances. Readers of the English newsletter were somewhat more critical than those of the Hungarian one.

One-third of the respondents were subscribers to the GKI newsletter for 1-3 years, one third for 3-5 years, about a quarter for more than 5 years, and nearly 10 per cent for less than a year.

Winners of the draw among those taking part in the survey have been notified by e-mail. Thank you again for your help.

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