Business and Consumer Survey		
Metadata Overview		
Contact data		
Country	ES Contact data	
Survey	Consumer	
Organisation	SIMPLE LÓGICA INVESTIGACIÓN S.A.	
Official address	Plza. Sta. María Soledad Torres Acosta, 2 4º C	
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Legal representative		
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Contact person		
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	Methodology		
	Population (universe)	39.164.013 individuals, aged 16+, living in Spain.	
	Survey sampling frame	Infobel	
e list	Size of frame list	Over 11,4 million households in Spain	
Population & frame list	Weighted frame coverage		
tion	Characteristics	Households segmented by NUTS3, 2 & 1, settlements (cities-villages) and Zip codes	
pula	Frame list update	Yearly	
Po	Sectors and/or categories	All categories are covered	
	currently covered		
curacy	Sampling method	 Random, stratified, multistage sampling: Sample stratified in terms of 19 NUTS2 and 10 town-size strata, directly proportional to the distribution of Spanish Population Random selection of sampling points (settlements) Random selection of households within the settlement / Random selection of mobile phones, generated via Random Digit Dialling (RDD) procedure. Final respondent selected according to gender and age-group quotas, mirroring the distribution of Spanish Population. 	
Sampling & accuracy	Sample size (number of contacts)	2.000 individuals	
Sampli	Weighted sample coverage	100%. Every targeted interview in terms of NUTS1, town-size, age and gender is completed.	
	Sampling error	± 2,3% for total data, p=q=0,5, and 95,5% confidence level.	
	Response rate	0.4	
	Treatment of non- response	In order to minimize the non-response, up to 3 recalls at different days and times in the day will be scheduled, either by interviewer (when it has been possible to contact with someone in the household) or by the CATI system.	
	Weighting scheme	Data are weighted according to the distribution of Spanish population in terms of: NUTS2, town-size, age and gender. Source: INE Municipal Register	
	Periodicity	Monthly (12 questions) and quarterly (3 questions)	
Data collection	Survey method	CATI (Computer telephone interviews), 50% land-line at respondent's household - 50% mobile phones.	
00 6	Fieldwork period	During first two weeks of the month	
Data	Remarks methodology	Simple Lógica Investigación, S.A. member of AEDEMO and adherent to the ICC/ESOMAR International Code of Marketing and Social Research Practice.	

Last update	01/06/2016