

## Business and Consumer Survey

*Metadata Overview*

Contact data		
Country	<b>ES</b>	
Survey	<b>Retail Trade</b>	
Organisation	SIMPLE LÓGICA INVESTIGACIÓN S.A.	
Official address	Plza. Sta. María Soledad Torres Acosta, 2 4º C E- 28004 Madrid	
Website	www.simplelogica.com	
Legal representative		
Name	Mr. Graciano Viejo Fernández	
Contact person		
Name	Mrs. Raquel García Yagüe	
Address		
Phone number		
Fax number	+34 91 206 1000	
Email address	+ 34 91 206 1001	
Methodology		
Population & frame list	Population (universe)	541.134 companies in the eligible NACE sectors. Source: INE. DIRCE 2.015. (Spanish Statistical Office, Central Business Register of Companies 2.015)
	Survey sampling frame	Informa (former D&B Spain)
	Size of frame list	79.272 Retail business in Spain in the eligible NACE sectors, with telephone number and number of employees.
	Weighted frame coverage	
	Characteristics	Companies segmented by NUTS3,2 & 1, number of employees and NACE-2 codes.
	Frame list update	Yearly
	Sectors and/or categories currently covered	<ul style="list-style-type: none"> <li>· All categories are covered:</li> <li>Wholesale and retail trade and repair of motor vehicles and motorcycles (NACE2: 45)</li> <li>Sale of motor vehicles (NACE2: 45.1)</li> <li>Maintenance of motor vehicles and sale of accessories (NACE2: 45.2 -45.4)</li> <li>Retail trade, except of motor vehicles and motorcycles (NACE2: 47)</li> <li>Retail sale of Food, Beverages, Tobacco (NACE2: 47.1, 47.2, 47.8)</li> <li>Retail sale of automotive fuel (NACE2: 47.3)</li> <li>Retail sale of other goods (NACE2: 47.4 - 47.7, 47.9)</li> </ul>
Sampling & accuracy	Sampling method	Random, stratified, multistage sampling: 1. Sample stratified in terms of the NACE-2 5 eligible codes. Optimal distribution of 84n per NACE-2 sector + the remaining 40% of interviews to be distributed directly proportional to the number of employees working on each sector. 2. Sample of each sector is also stratified by NUTS-1 mirroring the distribution on Spanish General Population. Random selection of business within each cell of NUTS1 by NACE-2 Sector.
	Sample size (number of contacts)	700
	Weighted sample coverage	100%. Every targeted number of interviews in terms of NUTS1, company size and NACE-2 is completed.
	Sampling error	± 3,78% for total data, p=q=0,5, and 95,5% confidence level.
	Response rate	0.8
	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 business) or by the CATI system. Being a survey for the EU is also highly valuable.
Weighting scheme	Data are weighted according to our estimation of total number of employees working in each of the eligible sectors, based on data by INE (DIRCE 2015) National Institute for Statistics.	
Data collection	Periodicity	Monthly
	Survey method	CATI (Computer telephone interviews) at respondent's workplace.
	Fieldwork period	During first two weeks of the month
	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	