Business and Consumer Survey
Metadata Overview

Contact data

Country	**ES**
Survey	**Services**
Organisation	SIMPLE LÓGICA INVESTIGACIÓN S.A.
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Methodology

Population & frame list	**Population (universe)**	1.577.714 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	192.676 services 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	· All categories are covered: Transportation and storage (49-53) Accomodation and food service activities (55,56) Information and communication (58-63) Financial and insurance services (64-66) Real estate activities (68) Professional, scientific and technical activities (69-75) Administrative and support service activities (77-82) Arts, entertainment and recreation (90-93) Other service activities (94-96)
Sampling & accuracy	**Sampling method**	Random, stratified, multistage sampling: 1. Sample stratified in terms of the NACE-2 9 categories of eligible codes by company size (number of employees). Optimal distribution of 14n per cell of NACE-2 sector by company size. The remaining 37% of interviews to be distributed directly proportional to the number of companies of each sector by size. Distribution of the global sector among its subsectors, 50% by fixed attribution + remaining 50% directly proportional to the number of companies within it. 2. Sample of each sector is also directly proportional to the number of its companies by NUTS1 3. Random selection of business within each cell of NUTS1 by NACE-2 Sector.
	Sample size (number of contacts)	800
	Weighted sample coverage	100%. Every targeted number of interviews in terms of NUTS1, company size and NACE-2 is completed.
	Sampling error	± 3,54% for total data, p=q=0,5, and 95,5% confidence level.
	Response rate	0.44
	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