

Business and Consumer Surveys

Metadata Overview

Contact data		
Country	Bulgaria	
Survey	Consumer	
Organisation	LOGO Market Research and Consulting Ltd.	
Address	3 Yanko Sakazov Blvd. Floor 1 1527 Sofia, Bulgaria	
Website	https://www.logo-mrc.com/	
Contact person (operational aspects)		
Name	Vladislav Kolev	
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Methodology		
Population & frame list	Population unit	Persons over 15, only one person per household should be interviewed
	Population size	5534291 (as of 2022)
	Survey sampling frame	Official census register
	<i>If other, specify</i>	
	Size of sampling frame	12443 electoral sections
Frequency of update of the sampling frame	At least every 2 years	
Sampling & accuracy	Sampling method	Stratified sampling (e.g. age, gender, socio-economic group etc.)
	<i>If applicable: variables used for strata/quota definition</i>	Gender, Age, City size, Region
	<i>Comments, if any</i>	
	<i>Do you use sample weights to correct for sample bias?</i>	Yes
	<i>If yes, weighting variables used</i>	Gender, Age, Region, City size
	Panel sampling	No
	<i>if yes, describe the process for panel refreshment</i>	
Number of units contacted (per month)	12000	
Number of units replying to the survey (per month)	1007	
Response rate (per month)	8%	
Data collection	Survey method	Face to face - Computer-Assisted Personal Interviewing (CAPI)
	<i>If mixed mode, specify the distribution between modes</i>	
	Fieldwork period - usual start date	First day of every month
	Fieldwork period - usual end date	16th-20th
Does the fieldwork period include weekends / public holidays?	Yes	
Additional remarks on the methodology		
Last update	June 2023	