

Business and Consumer Survey		
Metadata Overview		
Contact data		
	Country	Spain
	Survey	Retail Trade
	Organisation	SIMPLE LÓGICA INVESTIGACIÓN S.A.
	Address	C/ Campomanes, 6 5º izq E- 28013 Madrid
	Website	www.simplelogica.com
Contact person (operational aspects)		
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Methodology		
Population & frame list	Population unit	Firm/enterprise
	Do you apply a cut-off?	no
	<i>If yes, specify</i>	
	Population size (before cut-off)	503.394 companies in the eligible NACE sectors. Source: INE. DIRCE 2.022 (Spanish Statistical Office, Central Business Register of Companies 2.022)
	Survey sampling frame	Other
	<i>If other, specify</i>	List of companies, based on business registers and other official sources, provided by Informa (former D&B Spain).
	Size of sampling frame	45.757 Retail Trade business in Spain in the eligible NACE sectors, with telephone and number of employees available
	Weighted frame coverage	59.0%
	Frequency of update of the sampling frame	At least every year
Sampling & accuracy	Sampling method	Stratified sampling (e.g. branch, firm size etc.)
	<i>If applicable: variables used for strata/quota definition</i>	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.
	<i>Comments, if any</i>	
	Weighting scheme	yes
	<i>If yes, weights applied at firm level</i>	Employment
	<i>If yes, weights applied at branch level</i>	
	<i>If other, specify</i>	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 2022) National Institute for Statistics.
	Panel sampling	no
	<i>if yes, describe the process for panel refreshment</i>	
	Number of units contacted (per month)	1 300
	Number of units replying to the survey (per month)	700
	Response rate	54%
	Weighted sample coverage	70%
	Treatment of unit non-response	None
	<i>Remarks</i>	
Treatment of item non-response	None	
<i>Remarks</i>		
Data collection	Survey method	Mixed mode
	<i>If mixed mode, specify the distribution between modes</i>	Aprox 10% on-line - 90% CATI (Computer Assisted Telephone Interviews)
	Fieldwork period - usual start date	1st
	Fieldwork period - usual end date	15th
Additional remarks on the methodology		Sample representativeness: ± 3,78% for total data, p=q=0,5, and 95,5% confidence level.
Last update		June 2023