

Flash-EB 196 Nov-Dec 2006 ZA4728

ZA4728

**Flash Eurobarometer 196
(SME Observatory)**

Basic Questionnaire

The GALLUP Organization

on behalf of the

European Commission

Draft questionnaire of the 2006 Observatory survey. Questions will be checked in a pilot test. Total number of questions should be around 40

Section 1: General Characteristics

- Q1. How would you characterise your enterprise? Is it...
ONE ANSWER ONLY
- an independent enterprise..... 1
 - a subsidiary of another enterprise2
 - a non profit enterprise: foundations, associations, semi-government3
 - [DK/NA]9
- Q2. Main activity of your enterprise
CODE FROM DATABASE
- Q3. How many persons, including part time workers, were employed in your enterprise on average in 2005::
PART TIME WORKERS HAVE TO BE INCLUDED - RESPONDENT HAS TO BE INCLUDED
- WRITE IN number of people employed: (1-99998):
- [DK/NA] 99999
- Q4. How many persons, including part time workers, were employed in your enterprise on average in 2006:
PART TIME WORKERS HAVE TO BE INCLUDED
- WRITE IN number of people employed:
- [DK/NA] 99999
- Q5. What are your expectations regarding the number of employees in your enterprise in 2007? Will it increase, remain unchanged, or will decrease?
- Will increase3
 - Will remain about the same2
 - Will decrease1
 - [DK/NA]9

Draft questionnaire of the 2006 Observatory survey. Questions will be checked in a pilot test. Total number of questions should be around 40

Section 1: Caractéristiques générales

- Q1. Comment qualifieriez-vous votre entreprise ? S'agit-il...
UNE SEULE REPONSE POSSIBLE
- d'une entreprise indépendante1
 - d'une filiale d'une autre entreprise.....2
 - d'une entreprise sans but lucratif : fondation, association, organisme semi-public.3
 - [NSP/SR]9
- Q2. Activité principale de votre entreprise
CODE FROM DATABASE
- Q3. Combien de personnes, en incluant les travailleurs à temps partiel, étaient employées dans votre entreprise en moyenne en 2005 ::
LES TRAVAILLEURS A TEMPS PARTIEL DOIVENT ETRE INCLUS - LA PERSONNE INTERROGEE DOIT ETRE INCLUSE
- MERCI DE PRECISER le nombre de personnes employées (1-99998):
.....
- [NSP/SR]99999
- Q4. Combien de personnes, en incluant les travailleurs à temps partiel, étaient employées dans votre entreprise en moyenne en 2006 :
LES TRAVAILLEURS A TEMPS PARTIEL DOIVENT ETRE INCLUS
- MERCI DE PRECISER le nombre de personnes employées:
- [NSP/SR]99999
- Q5. A quoi vous attendez-vous concernant le nombre d'employés de votre entreprise en 2007 ? Va-t-il augmenter, rester identique, ou baisser ?
- Il va augmenter3
 - Il va rester à peu près identique2
 - Il va baisser.....1
 - [NSP/SR]9

Q7. What was the turnover, that is the annual sales, of your enterprise in 2005?

WRITE IN answer in [NATIONAL CURRENCY]:

- [DK/NA] 99999
- billion
- million
- thousand.....

Q6. What is the expected turnover (annual sales) of your enterprise in 2006?

WRITE IN answer in [NATIONAL CURRENCY]:

- [DK/NA] 99999
- billion
- million
- thousand.....

Q8. What do you expect regarding the yearly turnover in 2007 compared to 2006? The turnover of your enterprise in 2007 will

- Increase 1
- Remain about the same 2
- Decrease 3
- [DK/NA] 9

Q10. IN BE, DE, FR, IT, LU, AT, PL, SI ASK:
Does your enterprise belong to the crafts sector?
ELSEWHERE ASK

Do you think that your enterprise belongs to the crafts sector of your country?

READ OUT -- ONE ANSWER POSSIBLE

- Yes 1
- No..... 2
- [DK/NA] 9

Q7. Quel a été le chiffre d'affaires, c'est à dire le montant des ventes annuelles, de votre entreprise en 2005 ?

MERCI DE PRECISER votre réponse en [DEVISE NATIONALE]:

-
- [NSP/SR] 99999
- milliard
- million.....
- millier

Q6. Quel est le chiffre d'affaires (ventes annuelles) attendu de votre entreprise en 2006 ?

MERCI DE PRECISER votre réponse en [DEVISE NATIONALE]:.....

- [NSP/SR] 99999
- milliard
- million.....
- millier

Q8. A quoi vous attendez-vous concernant le chiffre d'affaires annuel de 2007 comparé à celui de 2006 ? Le chiffre d'affaires de votre entreprise va

- Augmenter 1
- Rester à peu près identique..... 2
- Baisser 3
- [NSP/SR] 9

Q10. EN BE, DE, FR, IT, LU, AT, PL, SI DEMANDER:
Votre entreprise fait-elle partie du secteur artisanal de votre pays ?

AILLEURS DEMANDER

Pensez-vous que votre entreprise appartient au secteur artisanal de votre pays ?

LIRE-- UNE SEULE REPONSE POSSIBLE

- Oui 1
- Non 2
- [NSP/SR] 9

Section 2: Constraints on business performance

Q21. Did your enterprise encounter any of these constraints or difficulties in the last two years?

READ OUT - ONE ANSWER PER LINE

- Yes 1
- No 2
- [No such constraint] 3
- [DK/NA] 9

- a) Limited access to finance 1 2 3 9
- b) Labour force too expensive 1 2 3 9
- c) Lack of skilled labour 1 2 3 9
- d) Implementing new technology 1 2 3 9
- e) Implementing new forms of organisation 1 2 3 9
- f) Lack of quality management 1 2 3 9
- g) Problems with administrative regulations 1 2 3 9
- h) Problems with infrastructure e.g. road, gas, electricity, communication, etc. 1 2 3 9
- i) Problems with the purchasing power of customers 1 2 3 9

AKS FOR ITEMS MENTIONED (CODE 1) IN Q21_A-I

Q22. How did these business constraints change during the last 2 years? Did business constraints increase, stay unchanged or decreased?

- Increased 3
- Remained about the same 2
- Decreased 1
- [DK/NA] 9

- a) Limited access to finance 1 2 3 9
- b) Labour force too expensive 1 2 3 9
- c) Lack of skilled labour 1 2 3 9
- d) Implementing new technology 1 2 3 9
- e) Implementing new forms of organisation 1 2 3 9
- f) Lack of quality management 1 2 3 9
- g) Problems with administrative regulations 1 2 3 9
- h) Problems with infrastructure e.g. road, gas, electricity, communication, etc. 1 2 3 9
- i) Problems with the purchasing power of customers 1 2 3 9

Section 2: Contraintes à la performance commerciale

Q21. Votre entreprise a-t-elle rencontré certaines de ces contraintes ou difficultés au cours des deux dernières années ?

LIRE- UNE REPONSE PAR LIGNE

- Oui 1
- Non 2
- [Aucune contrainte de ce type] 3
- [NSP/SR] 9

- a) Accès limité au financement 1 2 3 9
- b) Main-d'œuvre trop onéreuse 1 2 3 9
- c) Manque de main-d'œuvre qualifiée 1 2 3 9
- d) Implémentation de nouvelles technologies 1 2 3 9
- e) Mise en œuvre de nouvelles formes d'organisation 1 2 3 9
- f) Absence de gestion de la qualité 1 2 3 9
- g) Problèmes liés aux réglementations administratives 1 2 3 9
- h) Problèmes d'infrastructure (routes, gaz, électricité, communications, etc.) 1 2 3 9
- i) Problèmes liés au pouvoir d'achat des clients 1 2 3 9

DEMANDER POUR LES ITEMS MENTIONNES (CODE 1) EN Q21_A-I

Q22. Comment ces contraintes commerciales ont-elles évolué ces 2 dernières années ? Les contraintes commerciales ont-elles augmenté, sont-elles restées identiques, ou ont-elles diminuée ?

- A augmenté 3
- Est resté à peu près identique 2
- A diminué 1
- [NSP/SR] 9

- a) Accès limité au financement 1 2 3 9
- b) Main-d'œuvre trop onéreuse 1 2 3 9
- c) Manque de main-d'œuvre qualifiée 1 2 3 9
- d) Implémentation de nouvelles technologies 1 2 3 9
- e) Mise en œuvre de nouvelles formes d'organisation 1 2 3 9
- f) Absence de gestion de la qualité 1 2 3 9
- g) Problèmes liés aux réglementations administratives 1 2 3 9
- h) Problèmes d'infrastructure (routes, gaz, électricité, communications, etc.) 1 2 3 9
- i) Problèmes liés au pouvoir d'achat des clients 1 2 3 9

IF ANSWER IS "1" IN Q22_G

Q23. You have answered that the constraints due to regulations have decreased, please indicate what you consider to be the cause. Was it due to
 READ OUT -- ONE ANSWER POSSIBLE

- Fewer regulatory obligations, or, 1
- The regulations and their implementation by the government have been simplified or 2
- Cheaper or easier communication through Information and Communication Technology (e-government) 3
- [DK/NA] 9

Corporate responsibility

Q24. Governments impose various regulations for businesses in order to achieve some goals, Do you think that the regulations that apply to your company are appropriate to achieve their goals, for instance the protection of the environment or the financing of the provision of general public services?

READ OUT -- ONE ANSWER POSSIBLE

- Yes, 1
- No the regulations go clearly too far, 2
- No the regulations go slightly too far, 3
- No the regulations could be more ambitious in order to achieve their goals... 4
- [DK/NA] 9

Q25. How many working days, that is man days, have been spent this year in total in your enterprise with administrative tasks directly related to the compliance with information requirements contained in legislation, such as the time and effort in filling out forms?

WRITE IN working days:: in terms of man days

- [DK/NA] 999

Q26. The following question is related to the possibilities that the internal market of the European Union offers. Please tell me how important each of the following possibilities is for your enterprise's ability to do business in the European Union:

READ OUT - ROTATE- ONE ANSWER PER LINE

- very important 4
- rather important 3
- rather not important 2
- not important at all 1
- [does not do business elsewhere in the EU / not relevant] 8

SI "1" EN Q22_G

Q23. Vous avez répondu que les contraintes dues aux réglementations ont diminué ; quelle en est la cause d'après vous ? Est-ce dû à
 LIRE-- UNE SEULE REPONSE POSSIBLE

- Moins d' obligations réglementaires, ou, 1
- Les réglementations et leur mise en œuvre par le gouvernement ont été simplifiées ou 2
- Des communications meilleur marché ou plus faciles au moyen des Technologies de l'Information et de la Communication (e-gouvernement) 3
- [NSP/SR] 9

Responsabilité d'entreprise

Q24. Les gouvernements imposent des réglementations variées pour les entreprises afin de réaliser certains objectifs. Pensez-vous que les réglementations qui s'appliquent à votre entreprise sont appropriées à la réalisation de leurs objectifs, par exemple la protection de l'environnement ou le financement des services publics généraux ?

LIRE-- UNE SEULE REPONSE POSSIBLE

- Oui, 1
- Non, les réglementations vont nettement trop loin, 2
- Non, les réglementations vont un peu trop loin, 3
- Non, les réglementations pourraient être plus ambitieuses pour permettre la réalisation de leurs objectifs 4
- [NSP/SR] 9

Q25. Combien de jours de travail, c'est à dire de jours ouvrés, ont-ils été consacrés en tout, dans votre entreprise, aux tâches administratives directement liées au respect de la conformité avec les informations requises dans les réglementations telles que le temps passé et les efforts nécessaires pour remplir des formulaires ?

MERCI DE PRECISER le nombre de jours de travail: en termes de jours ouvrés

- [NSP/SR] 999

Q26. La question suivante concerne les possibilités qu'offre le marché intérieur de l'Union Européenne. Veuillez me dire l'importance que revêt chacune des possibilités suivantes pour la capacité de votre entreprise à faire des affaires dans l'Union européenne :

LIRE- ALTERNER- UNE REPONSE PAR LIGNE

- très importante 4
- assez importante 3
- plutôt pas importante 2
- pas importante du tout 1

- [DK/NA] 9
- A) No border controls any more?..... 1 2 3 4 8 9
- B) Same currency in most of the Member States? 1 2 3 4 8 9
- C) Hire workers from other EU countries? 1 2 3 4 8 9
- D) Single Market legislation including harmonised technical standards? .. 1 2 3 4 8 9

Q27. Nowadays, technical standards and certain regulations are often decided at the EU level to avoid trade barriers. Do you see any benefit for your enterprise that EU standards replace national regulations, or not?

READ OUT – ONE ANSWER POSSIBLE

- Yes 1
- not 2
- [It depends] 3
- [DK/NA] 9

Section 3: Globalisation

Q31. How much turnover was generated by exports in your enterprise in 2005?

Answer in [NATIONAL CURRENCY]:

- [no exports in 2005] 0
- [DK/NA] 9
- billion
- million
- thousand.....
-

- [ne fait pas d'affaires ailleurs dans l'UE/pas pertinent] 8
- [NSP/SR] 9

- A) Plus aucun contrôle aux frontières ? 1 2 3 4 8 9
- B) Une même devise dans la plupart des Etats membres ? 1 2 3 4 8 9
- C) Embauche de travailleurs d'autres pays de l'UE ? 1 2 3 4 8 9
- D) Législation liée au Marché unique, y les compris normes techniques harmonisées ? 1 2 3 4 8 9

Q27. De nos jours, les normes techniques et à certaines réglementations sont souvent décidées au niveau de l'UE afin d'éviter les obstacles au commerce. Pensez-vous qu'il y ait quelque avantage pour votre entreprise que des normes communautaires remplacent les réglementations nationales, ou non ?

LIRE– UNE SEULE REPONSE POSSIBLE

- Oui 1
- Non 2
- [Cela dépend] 3
- [NSP/SR] 9

Section 3: Mondialisation

Q31. Quel montant du chiffre d'affaires a été généré par les exportations dans votre entreprise en 2005 ?

Répondre en DEVISE NATIONALE :

- [pas d'exportations en 2005] 0
- [NSP/SR] 9
- milliard
- million.....
- millier
-

Q32. How much is the expected turnover from exports in 2006?
ALL EXPORT MATTERS, ALSO THAT WITHIN THE EU - ASK RESPONDENT TO ESTIMATE

Answer in [NATIONAL CURRENCY]: :

- [no exports in 2006] 0
- [DK/NA] 9
- billion
-
- million
-
- thousand.....
-

Q33. What is your expectation for 2007 regarding your enterprise's turnover generated by exports?

- Will increase 3
- Will remain about the same 2
- Will decrease 1
- [no exports are foreseen for 2007] 0
- [DK/NA] 9

ASK IF THE ANSWER IN Q33 " 3", OR "1",

Q33a. IF Q33 = 3: Could you, please estimate the expected increase of exports compared to 2006, in percent.
IF Q33 = 1: Could you, please estimate the expected decrease of exports compared to 2006, in percent.

WRITE IN %: :

- [DK/NA] 999

ASK ONLY IF Q31 IS NOT "0" OR "9"

Q34. What is the main country of destination for your exports?

OPEN ENDED- RECORD ANSWER- ONE ANSWER POSSIBLE

To select a country use the drop-down menu. If the country is not included in the list, you should enter it manually. Please make sure to type it in correctly.

WRITE IN:

- [DK/NA] 999

Q32. Quel chiffre d'affaires lié aux exportations est attendu en 2006 ?
TOUTE QUESTION RELATIVE AUX EXPORTATIONS, EGALEMENT AU SEIN DE L'UE - DEMANDER A LA PERSONNE INTERROGEE DE DONNER UNE ESTIMATION

Répondre en DEVISE NATIONALE ::

- [pas d'exportations en 2006] 0
- [NSP/SR] 9
- milliard
-
- million.....
-
- millier
-

Q33. Quel chiffre d'affaires généré par les exportations est attendu pour votre entreprise en 2007 ?

- Il va augmenter 3
- Il va rester à peu près identique 2
- Il va baisser..... 1
- [pas d'exportations prévues pour 2007] 0
- [NSP/SR] 9

ASK IF THE ANSWER IN Q33 " 3", OR "1",

Q33a. SI Q33 = 3: Veuillez évaluer la hausse des exportations attendue par rapport à 2006, en pourcentage.
SI Q33 = 1: Veuillez estimer la baisse des exportations attendue par rapport à 2006, en pourcentage.

NOTER LE % ::

- [NSP/SR] 999

A POSER SEULEMENT SI Q31 N'EST PAS "0" OU "9"

Q34. Quel est le principal pays de destination de vos exportations ?

REPONSE LIBRE- NOTER LA REPONSE- UNE SEULE REPONSE POSSIBLE

Pour sélectionner un pays, utilisez le menu arborescent. Si le pays n'est pas dans la liste, vous devez l'entrer manuellement. Assurez vous alors s'il vous plait de l'écrire correctement.

ECRIRE :

- [NSP/SR] 999

ASK ONLY IF Q31 IS NOT "0" OR "9"

Q35. Looking at the last two years, what was the main constraint to exporting? Was it ...

READ OUT – ROTATE- ONE ANSWER POSSIBLE

- import tariffs/customs duties in the country of destination.....01
- lack of knowledge of foreign markets02
- lack of management resources03
- language problems04
- different regulations in other EU countries05
- regulations in non-EU countries06
- lack of capital07
- no constraints at all08
- enterprise's product/service is not suited to export09
- [DK/NA]99

Q36. What percentage of your inputs, - including capital, energy and raw materials, but NOT including labour - is purchased abroad?

WRITE IN %:

- [DK/NA]999

Q37. How much of your total turnover, that is your annual sales in percentages is created in foreign subsidiaries, joint ventures abroad?
IF THERE ARE NO SUBSIDIARIES OR JOINT VENTURES CODE 998

READ OUT – ONE ANSWER PER LINE

- a - foreign subsidiaries%
- b - joint ventures abroad%
- [no subsidiary / joint venture].....998
- [DK/NA]999

IF NO SUBSIDIARY OR JOINT VENTURE, SKIP TO Q41

ASK IF Q37a or Q37b IS NOT "0" OR "999" OR "998"

Q38. In what countries do you have existing subsidiaries/joint ventures?

OPEN ENDED- RECORD ANSWER- MAXIMUM THREE ANSWERS POSSIBLE

To select a country use the drop-down menu. If the country is not included in the list, you should enter it manually. Please make sure to type it in correctly.

A POSER SEULEMENT SI Q31 N'EST PAS "0" OU "9"

Q35. Ces deux dernières années, quelle a été la principale contrainte à l'exportation ? Etait-ce ...

LIRE– ALTERNER- UNE SEULE REPONSE POSSIBLE

- les tarifs à l'importation/droits de douane dans le pays de destination01
- le manque de connaissances relatives aux marchés étrangers02
- le manque de ressources en matière de gestion.....03
- des problèmes de langue04
- les différentes réglementations dans les autres pays de l'UE05
- les réglementations dans les pays ne faisant pas partie de l'UE06
- un manque de capitaux07
- Aucune contrainte.....08
- le produit/service de l'entreprise n'est pas adapté à l'exportation09
- [NSP/SR]99

Q36. Quel pourcentage de vos ressources - y compris capitaux, énergie et matières premières, mais HORS frais de main-d'œuvre - est acheté à l'étranger ?
NOTER LE % :

- [NSP/SR]999

Q37. Quelle part de votre chiffre d'affaires total, c'est-à-dire le pourcentage de vos ventes annuelles, provient des filiales étrangères, des joint-ventures à l'étranger ?
S'IL N'Y PAS DE FILIALES OU DE JOINT-VENTURES, CODER 998

LIRE– UNE REPONSE PAR LIGNE

- a - filiales étrangères%
- b - joint-ventures à l'étranger%
- [pas de filiales/de joint-ventures]998
- [NSP/SR]999

SI PAS DE FILIALE OU JOINT VENTURE, PASSER A Q41

A POSER SI Q37a ou Q37b SI DIFFERENT DE "0" OU "999" OU "998"

Q38. Dans quels pays avez-vous des filiales/joint-ventures ?

REPONSE LIBRE- NOTER LA REPONSE- TROIS REPONSES POSSIBLES AU MAXIMUM

Pour sélectionner un pays, utilisez le menu arborescent. Si le pays n'est pas dans la liste, vous devez l'entrer manuellement. Assurez vous alors s'il vous plait de l'écrire correctement.

- a) WRITE IN:
- b) WRITE IN:
- c) WRITE IN:
- [DK/NA] 999

ASK IF Q37a or Q37b IS NOT "0" OR " 999" OR "998"

Q39. What is the main reason why you have foreign subsidiaries/joint ventures abroad?

READ OUT – ROTATE- ONE ANSWER POSSIBLE

- Proximity to final customers, 1
- Access to finance,, 2
- Proximity as a supplier to one or several global large-scaled enterprise 3
- Export regulations,, 4
- Less administrative and regulatory burdens 5
- Lower total labour costs,, 6
- Lower taxes,, 7
- [DK/NA] 9

ASK IF Q37a or Q37b IS NOT "0" OR " 999" OR "998"

Q40. Did your foreign subsidiaries or joint ventures affect the employment of your enterprise in [COUNTRY]?

READ OUT – ONE ANSWER POSSIBLE

- They increased it 3
- They did not affect it 2
- They decreased it 1
- [DK/NA] 9

- a) ECRIRE :
- b) ECRIRE :
- c) ECRIRE :
- [NSP/SR] 999

A POSER SI Q37a ou Q37b > 0 & < 998

Q39. Quelle est la principale raison pour laquelle vous avez des filiales/joint-ventures à l'étranger ?

LIRE– ALTERNER- UNE SEULE REPONSE POSSIBLE

- Proximité des clients finals, 1
- Accès au financement,, 2
- En tant que fournisseur, proximité d'une ou de plusieurs entreprises de grande taille mondialisées,..... 3
- Réglementations applicables aux exportations, 4
- Moins de charges administratives et réglementaires, 5
- Coûts totaux de la main-d'œuvre inférieurs, 6
- Moins d'impôts,, 7
- [NSP/SR] 9

A POSER SI Q37a ou Q37b > 0 & < 998

Q40. Vos filiales ou joint-ventures étrangères ont-elles eu un impact sur l'emploi dans votre entreprise en PAYS?

LIRE– UNE SEULE REPONSE POSSIBLE

- Elles les ont fait augmenter 3
- Elles ne les ont pas affectés 2
- Elles les ont fait baisser 1
- [NSP/SR] 9

Section 4: Questions on Competition

Q41. Has competition within the markets of your enterprise altogether decreased or increased during the last two years?

READ OUT – ONE ANSWER POSSIBLE

- Increased 3
- Remained about the same 2
- Decreased 1
- [DK/NA] 9

Q42. If competition becomes tighter and profit margins decrease in your main market, how do you react, what actions do you take?

READ OUT – ONE ANSWER PER LINE

- Yes 1
- No 2
- [DK/NA] 9
- a) reduce costs, 1 2 9
- b) forming strategic partnerships, 1 2 9
- c) reduce prices, 1 2 9
- d) increase quality, 1 2 9
- e) increase product differentiation/ look for market niches, 1 2 9
- f) look for (other) foreign markets, 1 2 9
- g) increase working hours, 1 2 9
- h) reduce production 1 2 9
- i) increase marketing activity 1 2 9

Q43. Could you please indicate your approximate annual amount of marketing costs?

WRITE IN answer in [NATIONAL CURRENCY]:.....

- [DK/NA] 999999
- billion
- million
- thousand

Section 4: Questions sur la concurrence

Q41. La concurrence a-t-elle baissé ou augmenté ces deux dernières années sur vos marchés ?

LIRE– UNE SEULE REPONSE POSSIBLE

- Elle a augmenté 3
- Elle est restée à peu près identique 2
- Elle a baissé 1
- [NSP/SR] 9

Q42. Si la concurrence se resserre et que les marges bénéficiaires baissent sur votre marché principal, comment réagissez-vous, quelles mesures prenez-vous ?

LIRE– UNE REPONSE PAR LIGNE

- Oui 1
- Non 2
- [NSP/SR] 9
- a) réduction des coûts, 1 2 9
- b) formation de partenariats stratégiques, 1 2 9
- c) baisse des prix, 1 2 9
- d) hausse de la qualité, 1 2 9
- e) accroissement de la différenciation des produits/recherche de marché de niche ... 1 2 9
- f) recherche de (d'autres) marchés étrangers, 1 2 9
- g) hausse des horaires de travail, 1 2 9
- h) baisse de la production 1 2 9
- i) hausse de l'activité marketing 1 2 9

Q43. Pourriez-vous indiquer le montant annuel approximatif consacré au marketing ?

MERCI DE PRECISER votre réponse en [DEVISE NATIONALE] :.....

- [NSP/SR] 999999
- milliard
- million
- millier

Section 5: Questions on Innovation

Q51. Could you please estimate the percent of turnover (annual sales) coming from new or significantly improved products or services in the last two years?

WRITE IN %:

- [no new or improved products] 998
- [DK/NA] 999

Q52. What was the main constraint for your innovation activities in the last two years? Please consider constraints of innovation regarding products and services as well as production technology.

READ OUT – ROTATE- ONE ANSWER POSSIBLE

- Lack of ability to use new technologies, 1
- Too expensive human resources, 2
- Lack of skilled human resources, 3
- High interest rates 4
- Problems with access to finance, other than interest rates 5
- Hard to protect intellectual property 6
- Lack of market demand for innovation 7
- [Did not plan to innovate] 8
- [DK/NA] 9

Q54. Does the enterprise use an environmental management system or any other measures to save energy and resources?

READ OUT – ONE ANSWER POSSIBLE

- Yes, simple rules or devices to save energy 1
- Yes, complex energy saving systems 2
- No 3
- [DK/NA] 9

Section 5: Questions sur l'innovation

Q51. Pourriez-vous évaluer le pourcentage du chiffre d'affaires (ventes annuelles) dégagé venant de produits ou services nouveaux ou significativement améliorés au cours des deux dernières années ?

NOTER LE % :

- [pas de produits nouveaux ou améliorés] 998
- [NSP/SR] 999

Q52. Quel a été le principal obstacle à vos activités d'innovation ces deux dernières années ? Merci de réfléchir aux contraintes liées à l'innovation ayant trait aux produits et services ainsi qu'aux technologies de production.

LIRE – ALTERNER- UNE SEULE REPONSE POSSIBLE

- Manque de capacité à utiliser les nouvelles technologies 1
- Ressources humaines trop onéreuses 2
- Manque de ressources humaines qualifiées 3
- Taux d'intérêt élevés 4
- Problèmes d'accès au financement, autres que les taux d'intérêt 5
- Difficulté à protéger la propriété intellectuelle 6
- Manque de demande d'innovation sur le marché 7
- [N'a pas envisagé d'innover] 8
- [NSP/SR] 9

Q54. L'entreprise utilise-t-elle un système de gestion de l'environnement ou prend-elle toute autre mesure pour faire des économies d'énergie et de ressources ?

LIRE – UNE SEULE REPONSE POSSIBLE

- Oui, des règles ou dispositifs simples pour faire des économies d'énergie 1
- Oui, des dispositifs complexes pour faire des économies d'énergie 2
- Non 3
- [NSP/SR] 9

Section 6: Questions on Labour Market

IF SELF EMPLOYED (IF Q4=1), TERMINATE INTERVIEW

- Q61. What is the geographic origin of existing labour force at your firm/location?
That is, what percentage of staff at your location comes from your region within [COUNTRY], from [COUNTRY] but not from your region, other EU countries, non-EU countries?

READ OUT – ONE ANSWER PER LINE - PERCENTAGES SHOULD ADD UP TO 100%

- a) your region..... %
 b) [COUNTRY], but not from your region..... %
 c) other EU countries %
 d) non-EU countries..... %
 - [DK/NA] 999

- Q62. Thinking of the employees who are difficult to recruit for your company, what is your main approach to find them?

READ OUT – ONE ANSWER POSSIBLE

- through public labour market institutions,, 1
 - through private labour market institutions,, 2
 - through newspaper,, 3
 - through private contacts,, 4
 - through spontaneous applications 5
 - [no problem with recruiting] 8
 - [DK/NA] 9

- Q63. What is your main recruiting problem?

READ OUT – ROTATE- ONE ANSWER POSSIBLE

- Scarcity of skilled labour force,, 1
 - Scarcity of non-skilled labour force,, 2
 - Low image of profession/sector/type of enterprise,, 3
 - Wage levels too expensive 4
 - Unpleasant work or working conditions 5
 - [no problem with recruiting] 8
 - [DK/NA] 9

- Q65. How many job vacancies did you have in your enterprise on average in 2006 that you could not fill in?

WRITE IN number of vacancies:

- [DK/NA] 999

Section 6: Questions sur le marché du travail

SI PROFESSION LIBERALE (Q4=1), TERMINER L'ENTRETIEN

- Q61. Quelle est l'origine géographique de la main-d'œuvre actuelle de votre entreprise/site ?
Autrement dit, quel pourcentage du personnel vient de votre région en PAYS, de PAYS mais pas de votre région, d'autres pays de l'UE, de pays ne faisant pas partie de l'UE ?

LIRE– UNE REPONSE PAR LIGNE - LES POURCENTAGES DEVRAIENT TOTALISER 100 %

- a) votre région %
 b) [PAYS], mais pas de votre région %
 c) autres pays de l'UE %
 d) pays ne faisant pas partie de l'UE %
 - [NSP/SR] 999

- Q62. En ce qui concerne les employés qui sont difficiles à recruter pour votre entreprise, quelle est votre principale approche pour les trouver ?

LIRE– UNE SEULE REPONSE POSSIBLE

- par des institutions publiques spécialistes du marché du travail,, 1
 - par des institutions privées spécialistes du marché du travail,, 2
 - par les journaux,, 3
 - par des contacts privés,, 4
 - par des candidatures spontanées, 5
 - [aucun problème de recrutement,] 8
 - [NSP/SR] 9

- Q63. Quel est votre principal problème en matière de recrutement ?

LIRE– ALTERNER- UNE SEULE REPONSE POSSIBLE

- Pénurie de main-d'œuvre qualifiée,, 1
 - Pénurie de main-d'œuvre non qualifiée,, 2
 - Mauvaise image de la profession/du secteur/du type d'entreprise,, 3
 - Niveaux salariaux trop élevés, 4
 - Travail ou conditions de travail désagréables. 5
 - [aucun problème de recrutement] 8
 - [NSP/SR] 9

- Q65. Combien de postes vacants avez-vous eus en moyenne dans votre entreprise en 2006 que vous n'avez pas réussi à pourvoir ?

PRECISER le nombre de postes vacants :

- [NSP/SR] 999

Q64. What is the educational attainment level of your employees? What percentage of your staff does have any of the following as their highest level of education?

- a - a postgraduate exam such as a doctorate%
- b - a diploma from a university or another higher education institution%
- c - a final secondary school exam%
- [DK/NA] 999

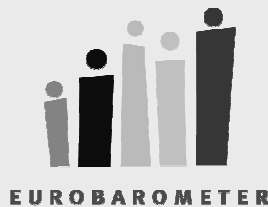
Q64. Quel est le niveau d'éducation de vos employés ? Quel pourcentage de votre personnel a l'une des qualifications suivantes comme niveau maximal d'éducation ?

- a - diplôme de troisième cycle tel un doctorat.....%
- b - diplôme universitaire ou d'un autre établissement d'enseignement supérieur%
- c - examen de fins d'études secondaires.....%
- [NSP/SR] 999

Flash EB Series #196

Observatory of European SMEs

Conducted by
The Gallup Organization Hungary
upon the request of Directorate-General for
Enterprise and Industry



Survey organised and managed by the
Eurobarometer Team of the European
Commission

This document does not represent the point of
view of the European Commission.
The interpretations and opinions contained in it
are solely those of the authors.

THE GALLUP ORGANIZATION

Survey details

This Flash Eurobarometer 196: “Observatory of European small and medium sized enterprises” telephone survey was conducted on behalf of the DG Enterprise and Industry, Directorate B- Industrial policy and economic reforms, Unit B.2 “Competitiveness and economic reforms.

The objective of the Observatory survey is to increase and disseminate information about the characteristics and specificities of SMEs across Europe. The survey constitutes a source of information for the design of horizontal policies in the European Commission in areas such as the Lisbon strategy, better regulation and entrepreneurship. The 2006 survey contributed to this objective by collecting information about enterprises, broken down by size class, on the following topics: general information about the status and performance of the enterprise, constraints on business performance, globalisation, competition, innovation and labour market.

The current special target group Flash Eurobarometer survey was organised and managed by the Eurobarometer Team of the European Commission (Directorate-General Communication, Unit A-4).

The interviews were conducted between the 17th of November 2006 and the 3rd of January 2007 by partner institutes of The Gallup Organization Hungary:

Belgium	BE	Gallup Europe	(Interviews : 11/24/2006 – 12/13/2006)
Czech Republic	CZ	Focus Agency	(Interviews : 11/22/2006 – 12/13/2006)
Denmark	DK	Hermelin	(Interviews : 11/21/2006 – 12/04/2006)
Germany	DE	IFAK	(Interviews : 11/22/2006 – 01/02/2007)
Estonia	EE	Saar Poll	(Interviews : 11/28/2006 – 12/08/2006)
Greece	EL	Metron Analysis	(Interviews : 11/22/2006 – 12/20/2006)
Spain	ES	Gallup Spain	(Interviews : 11/23/2006 – 12/21/2006)
France	FR	Efficiencie3	(Interviews : 11/28/2006 – 12/12/2006)
Ireland	IE	Gallup UK	(Interviews : 11/22/2006 – 12/07/2006)
Italy	IT	Demoskopoea	(Interviews : 11/21/2006 – 12/07/2006)
Cyprus	CY	CYMAR	(Interviews : 11/21/2006 – 11/30/2006)
Latvia	LV	Latvian Facts	(Interviews : 11/21/2006 – 12/05/2006)
Lithuania	LT	Baltic Survey	(Interviews : 11/22/2006 – 12/12/2006)
Luxembourg	LU	Gallup Europe	(Interviews : 11/27/2006 – 01/03/2007)
Hungary	HU	Gallup Hungary	(Interviews : 11/21/2006 – 12/11/2006)
Malta	MT	MISCO	(Interviews : 11/22/2006 – 12/04/2006)
Netherlands	NL	Telder	(Interviews : 11/29/2006 – 12/27/2006)
Austria	AT	Spectra	(Interviews : 11/21/2006 – 12/04/2006)
Poland	PL	Gallup Poland	(Interviews : 11/22/2006 – 12/07/2006)
Portugal	PT	Consulmark	(Interviews : 11/22/2006 – 12/11/2006)
Slovenia	SI	Cati d.o.o.	(Interviews : 11/21/2006 – 12/12/2006)
Slovakia	SK	Focus Agency	(Interviews : 11/21/2006 – 12/14/2006)
Finland	FI	Hermelin	(Interviews : 11/21/2006 – 12/13/2006)
Sweden	SE	Hermelin	(Interviews : 11/21/2006 – 12/04/2006)
United Kingdom	UK	Gallup UK	(Interviews : 11/22/2006 – 12/08/2006)
Bulgaria	BG	Vitoshka	(Interviews : 11/22/2006 – 12/08/2006)
Romania	RO	Gallup Romania	(Interviews : 11/21/2006 – 12/12/2006)
Turkey	TR	Konsensus	(Interviews : 11/24/2006 – 12/08/2006)
Norway	NO	Fieldwork Scandinavia	(Interviews : 11/17/2006 – 11/30/2006)
Iceland	IS	IGM	(Interviews : 11/29/2006 – 12/15/2006)

Representativeness of the results

The geographical coverage of the survey is as follows: Member States of the EU-25, Bulgaria, Romania, Turkey, Norway and Iceland.

The sample used for the survey is – after proper weighting – representative of the population of enterprises in each of the above mentioned countries and for the following size-classes: micro firms (1-9 persons employed), small firms (10-49 persons employed), medium-sized firms (50-249 persons employed) and large-scale firms (250 and more persons employed).

The sampling criteria:

SME sector in most Member States

- A. In each country/size class combination: at least 100 observations.
- B. In each industry/size class combination: at least 100 observations.
- C. In each country/industry combination: at least 35 observations.
- D. In each individual industry/size class/country combination: at least 2 observations.
- E. In each individual industry/size class/country combination: an upper limit of 10 % of the stock of enterprises.

Regarding the SME sector in Cyprus, Estonia, Lithuania, Latvia, Malta, Luxembourg, Slovenia and Iceland:

- A. In each country/size class combination: at least 20 observations.
- B. In each industry/size class combination: at least 20 observations.
- D. In each individual industry/size class/country combination: at least 2 observations.
- E. In each individual industry/size class/country combination: an upper limit of 10 % of the stock of enterprises.

Large enterprises (250+ persons employed), in “regular” Member States

- A. In each country: at least 30 observations.
- B. In each industry: at least 30 observations.
- C. In each country/industry combination: at least 2 observations.
- E. In each individual industry/size class/country combination: an upper limit of 10 % of the stock of enterprises.

Large enterprises (250+ persons employed) in Cyprus, Estonia, Lithuania, Latvia, Malta, Luxembourg, Slovenia and Iceland

- A. In each country: at least 10 observations.
- B. In each industry: at least 10 observations.
- C. In each country/industry combination: at least 1 observations.
- E. In each individual industry/size class/country combination: an upper limit of 10 % of the stock of enterprises.

The statistical stratification took into account economic activities at the 0-digit level of the European NACE-Nomenclature v1.1. The interviews were made in D, F, G, H, I, J, K, N and O sector.

A few countries could not achieve the defined target sample sizes in each cell of the sampling matrix: Cyprus (5), Malta (1), Slovenia (6) could not reach 10 companies among the largest (250+ persons employed) companies, and Cyprus made 16 interviews among the medium-sized firms instead of 20 interviews.

Luxembourg (14) and Iceland (15) could not interview the defined 20 companies in the Health and social work sector.

- D. Manufacturing
- F. Construction
- G. Wholesale and retail
- H. Hotels and restaurants
- I. Transport, storage and communication
- J. Financial intermediation
- K. Real estate, renting and business activities
- N. Health and social work
- O. Other community, social and personal service

Margins of error

Maximum margin of error, at 95% confidence level

COUNTRY	Sample size (unweighted)	Margin of error (±)
EU27	15533	0,8
EU25	14099	0,8
EU15	9839	1,0
NMS12	5694	1,3
E30	17283	0,7
Belgium	516	4,3
Czech Republic	510	4,3
Denmark	501	4,4
Germany	935	3,2
Estonia	302	5,6
Greece	523	4,3
Spain	954	3,2
France	911	3,2
Ireland	600	4,0
Italy	909	3,3
Cyprus	300	5,7
Latvia	308	5,6
Lithuania	305	5,6
Luxembourg	327	5,4
Hungary	517	4,3
Malta	307	5,6
Netherlands	604	4,0
Austria	611	4,0
Poland	905	3,3
Portugal	529	4,3
Slovenia	306	5,6
Slovakia	500	4,4
Finland	505	4,4
Sweden	507	4,4
United Kingdom	907	3,3

	Sample size (unweighted)	Margin of error (±)
Bulgaria	514	4,3
Romania	920	3,2
Iceland	302	5,6
Norway	501	4,4
Turkey	947	3,2
PERSONS EMPLOYED		
1-9	7550	1,13
10-49	3908	1,57
50-249	2461	1,97
250+	815	3,43
NACE SECTOR		
D. Manufacturing	2813	1,85
F. Construction	1864	2,27
G. Wholesale and retail	3380	1,69
H. Hotels and restaurants	1239	2,78
I. Transport, storage and communication	1025	3,06
J. Financial intermediation	943	3,19
K. Real estate, renting and business activities	2391	2,0
N. Health and social work	946	3,19
O. Other community, social and personal service	932	3,21

Exchange rates

In several questions in the survey we asked among figures (e.g. turnover, exports, marketing budget). The amount figures were collected in national currency, and where it was different, the amounts were re-calculated to euro. The exchange rates are provided below:

Exchange rates used for calculating the euro figures in q6, q7, q31, q32, and q43¹

	euro / 1 unit of national currency rate, as of 2006.12.17		euro / 1 unit of national currency rate, as of 2006.12.17
Czech Republic	0,0361263000	Slovenia	0,0041731700
Denmark	0,1339690000	Slovakia	0,0286693000
Estonia	0,0639115000	Sweden	0,1105450000
Cyprus	1,7310600000	UK	1,4917000000
Latvia	1,4228700000	Bulgaria	0,5111560000
Lithuania	0,2896200000	Romania	0,0000293262
Hungary	0,0039493400	Turkey	0,5355720000
Malta	2,3278000000	Norway	0,1224070000
Poland	0,2638530000	Iceland	0,0110678000

¹ In Romania and Turkey the amounts were given in old and new currency (in both countries there was a recent redenomination of the currency), and cases were assessed one-by-one to determine the currency they used in giving the response to these questions

Sizes of the samples

The targeted number of main interviews varied somewhat by the size of the country. In the largest EU countries (Germany, Spain, France, Italy, Poland, Romania and UK) the target sample size was 900. In Estonia, Luxembourg, Cyprus, Latvia, Lithuania, Slovenia and Malta, the target number of the main interviews was 300; in other countries it was 500. The below table shows the achieved sample size by country.

Post-stratification weights were used to restore the artificially distorted proportions according to company size and industry sector. When we are discussing EU-wide or other supra-national summary estimations, results are weighted to correct for the disproportional selection of countries, and the various segments within the countries. The weighting was based on the number of enterprises.

	Total Interviews			
	Conducted	% of Total	EU27 Weighted	EU27 % on Total (weighted)
Total	17283	100	15533	100
Belgium	516	3.0	372	2,4
Czech Republic	510	3.0	138	0,9
Denmark	501	2.9	78	0,5
Germany	935	5.4	1937	12,5
Estonia	302	1.7	20	0,1
Greece	523	3.0	232	1,5
Spain	954	5.5	1939	12,5
France	911	5.3	1634	10,5
Ireland	600	3.5	20	0,1
Italy	909	5.3	2515	16,2
Cyprus	300	1.7	27	0,2
Latvia	308	1.8	58	0,4
Lithuania	305	1.8	22	0,1
Luxembourg	327	1.9	15	0,1
Hungary	517	3.0	192	1,2
Malta	307	1.8	2	0,0
Netherlands	604	3.5	676	4,4
Austria	611	3.5	185	1,2
Poland	905	5.2	1811	11,7
Portugal	529	3.1	182	1,2
Slovenia	306	1.8	18	0,1
Slovakia	500	2.9	77	0,5
Finland	505	2.9	138	0,9
Sweden	507	2.9	161	1,0
United Kingdom	907	5.2	2721	17,5
Bulgaria	514	3.0	143	0,9
Romania	920	5.3	219	1,4
Turkey	947	5.5		
Norway	501	2.9		
Island	302	1.7		

The conducted interviews per size and activity criteria are showed in the following tables :

	NACE MAIN A-P									
	D. Manufacturing	F. Construction	G. Wholesale and retail	H. Hotels and restaurants	I. Transport, storage and communication	J. Financial intermediation	K. Real estate, renting and business activities	N. Health and social work	O. Other community, social and personal service	Total
BE	101	79	105	37	35	35	53	35	36	516
CZ	109	58	82	44	50	35	48	48	36	510
DK	105	49	106	50	36	36	45	39	35	501
DE	140	112	198	82	48	43	229	40	43	935
EE	66	29	63	20	21	20	39	24	20	302
EL	114	54	101	56	36	45	45	36	36	523
ES	161	135	294	47	43	35	161	36	42	954
FR	217	183	134	61	56	59	80	57	64	911
IE	70	73	115	90	41	35	106	35	35	600
IT	187	121	222	57	42	40	170	35	35	909
CY	35	22	64	36	28	24	38	26	27	300
LV	57	23	72	21	25	23	47	20	20	308
LT	64	27	88	20	21	21	24	20	20	305
LU	28	39	53	37	25	30	80	14	21	327
HU	115	48	92	35	35	37	80	35	40	517
MT	43	27	96	20	20	21	38	21	21	307
NL	68	71	104	41	42	65	111	53	49	604
AT	95	59	109	84	35	36	106	52	35	611
PL	164	99	298	36	78	35	125	35	35	905
PT	108	67	117	50	35	36	40	35	41	529
SI	89	30	50	21	23	20	31	22	20	306
SK	112	55	84	37	37	35	62	41	37	500
FI	124	55	85	36	38	36	61	35	35	505
SE	100	54	118	35	35	35	58	36	36	507
UK	117	109	199	73	49	36	254	35	35	907
BG	94	60	95	39	36	35	74	43	38	514
RO	130	126	236	74	55	35	186	38	40	920
TR	146	129	236	77	58	36	185	36	44	947
NO	104	65	84	38	35	35	70	35	35	501
IS	57	34	62	20	21	20	47	15	26	302
Total	3 120	2 092	3 762	1 374	1 139	1 034	2 693	1 032	1 037	17 283

	Number of persons employed				Total
	1 - 9	10-49	50-249	250+	
BE	256	129	100	31	516
CZ	267	103	110	30	510
DK	268	103	100	30	501
DE	680	118	104	33	935
EE	133	94	65	10	302
EL	230	127	113	53	523
ES	646	155	107	46	954
FR	599	182	100	30	911
IE	370	100	100	30	600
IT	653	104	122	30	909
CY	173	106	16	5	300
LV	117	110	71	10	308
LT	115	106	74	10	305
LU	171	101	45	10	327
HU	269	100	118	30	517
MT	209	72	25	1	307
NL	356	100	108	40	604
AT	357	118	105	31	611
PL	666	108	100	31	905
PT	252	123	112	42	529
SI	128	72	100	6	306
SK	271	102	102	25	500
FI	271	100	103	31	505
SE	272	103	102	30	507
UK	672	105	100	30	907
BG	264	107	110	33	514
RO	672	106	112	30	920
TR	681	106	124	36	947
NO	266	102	100	33	501
IS	114	117	61	10	302
Total	10 398	3 279	2 809	797	17 283

Evaluation of the samples

The attached tables (after the Technical Report tables) provide a detailed insight to the within country weighting of the study.

Raking works in the following way:

- 1) sets initial weight factor values in each cross-classification term to 1;
- 2) adjusts the weight factors of the first cross-classification term so the weighted sample is representative for the variables involved;
- 3) adjusts the weight factors for the next cross-classification term so the weighted sample becomes representative with respect to the variables involved (this might disrupt the representativeness with respect to the variables involved);
- 4) repeats this adjustment for all cross-classification terms;
- 5) repeats all steps until the factors do not change.

A common approach to weighting is to determine the sample weights adjusting for unequal probabilities of selection, revise these weights to compensate for different sub-class response rates, and finally modify the weights again to conform the weighted sample distribution for certain variables (e.g., size, sector, etc.) to the known population distributions of the same variables.

The following variables will be used in all national raking procedures (with categories levels used):

Activity:

1 'D. Manufacturing'
2 'F. Construction'
3 'G. Wholesale and retail'
4 'H. Hotels and restaurants'
5 'I. Transport, storage and communication'
6 'J. Financial intermediation'
7 'K. Real estate, renting and business activities'
8 'N. Health and social work'
9 'O. Other community, social and personal service'
10 'P. Private households with employed persons'
Size
1-9 persons employed
10-49 persons employed
50-249 persons employed
250 + persons employed

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