

Flash-EB 61 ..... May 1998 ..... ZA3141

Flash Eurobarometer 61 (Managers 12)  
May 1998

Your company in 20 years' time

Basic bilingual questionnaire

EOS GALLUP EUROPE

**Basic Questionnaire**  
**(English)**

**YOUR COMPANY**

0. COUNTRY :
1. QUESTIONNAIRE NUMBER : .....
2. REGION ("*EUROPEAN ADMINISTRATIVE REGIONAL UNIT*") : .....
3. Respondent's full telephone No.: (**WRITE IN WITHOUT COUNTRY CODE**)  
 .....
4. To which business sector does your company belong ?
- Services..... 1
  - Banking, Finances, Insurances..... 2
  - Wholesale & retail business..... 3
  - Production (= Industry)..... 4
  - Construction (= Building)..... 5
  - Other : [SPECIFY]..... 6
5. How many people does your company employ in [OUR COUNTRY] ?
- less than 10 ..... 1 [STOP INT.]
  - 10 to 30..... 2
  - 31 to 50..... 3
  - more than 50 ..... 4 [STOP INT.]
6. What is the total turnover of your company in [OUR COUNTRY] ?
- less than 1 million EURO (\*)..... 1
  - between 1 and 5 million EURO (\*)..... 2
  - between 5 and 10 million EURO (\*)..... 3
  - between 10 and 20 million EURO (\*)..... 4
  - between 20 and 50 million EURO (\*)..... 5
  - between 50 and 100 million EURO (\*)..... 6
  - 100 million EURO (\*) and more ..... 7
  - [D.K./ REFUSAL]..... 8
7. What is exactly your position in the company ?
- Owner ..... 1
  - Chairman, Chief Executive..... 2
  - Managing Director, General Manager..... 3
  - Other Senior member of Managing staff..... 4
  - Other : [SPECIFY]..... 5

(\*) Q.6 : the amounts in EURO have to be converted into your NATIONAL CURRENCY !

8. Is your company today:

**[ONLY ONE POSSIBLE ANSWER]**

- totally independent ..... 1
- independent despite some preferential links ..... 2
- a very autonomous subsidiary of another company, or ..... 3
- a subsidiary with little autonomy? ..... 4
- (other) (SPECIFY) ..... 5
- (DK/NA) ..... 6

9. Your company's NUMBER ONE priority today is:

**[ONLY ONE POSSIBLE ANSWER]**

- growth ..... 1
- survival ..... 2
- the search for new markets ..... 3
- cost cutting, or ..... 4
- new technologies? ..... 5
- (other) (SPECIFY) ..... 6
- (DK/NA) ..... 7

10. In the next twenty years, what will change your company MOST:

**[ONLY ONE POSSIBLE ANSWER]**

- the globalisation of markets ..... 1
- the single currency ..... 2
- the organisation and working time, or ..... 3
- telecommunications and the Internet? ..... 4
- (other) (SPECIFY) ..... 5
- (DK/NA) ..... 6

11. In twenty years, do you think your company:

**[ONLY ONE POSSIBLE ANSWER]**

- will have absorbed others in order to grow ..... 1
- will have been absorbed ..... 2
- will have formed alliances with other companies ..... 3
- will have changed little, or ..... 4
- will have disappeared? ..... 5
- (other) (SPECIFY) ..... 6
- (DK/NA) ..... 7

12. If your company still exists in twenty years' time, this will **PRIMARILY** be due to:  
**[ONLY ONE POSSIBLE ANSWER]**

- the quality of its products ..... 1
- its marketing ..... 2
- its capacity for innovation ..... 3
- its opening up to new markets ..... 4
- its staff ..... 5
- its mastery of the new technologies, or ..... 6
- only due to luck? ..... 7
- (other) (**SPECIFY**) ..... 8
- (DK/NA) ..... 9

13. If your company no longer exists in twenty years' time, this will be due **PRIMARILY** to:  
**[ONLY ONE POSSIBLE ANSWER]**

- globalisation of markets ..... 1
- European competition ..... 2
- social and work legislation ..... 3
- taxation ..... 4
- difficulties in financing ..... 5
- new technologies, or ..... 6
- only due to bad luck? ..... 7
- (other) (**SPECIFY**) ..... 8
- (DK/NA) ..... 9

14. In twenty years, the new information technologies will **MAINLY** have:  
**[ONLY ONE POSSIBLE ANSWER]**

- reduced your costs ..... 1
- improved the quality of life for your personnel ..... 2
- improved your organisation ..... 3
- created new markets, or ..... 4
- caused useless problems? ..... 5
- (other) (**SPECIFY**) ..... 6
- (DK/NA) ..... 7

15. In twenty years, the MOST EFFICIENT support for SMEs (small and medium-sized enterprises) such as yours would be:

**[ONLY ONE POSSIBLE ANSWER]**

- national institutions ..... 1
- European institutions ..... 2
- local communities, or ..... 3
- nothing at all ? ..... 4
- (other) (SPECIFY) ..... 5
- (DK/NA)..... 6

16. In twenty years' time, SMEs (small and medium-sized enterprises) such as yours:

**[ONLY ONE POSSIBLE ANSWER]**

**[NEVER OFFER INTERMEDIARY ANSWERS, AND ONLY ACCEPT THEM AFTER HAVING INSISTED TO OBTAIN A CHOICE IN THE SUGGESTED ALTERNATIVE : EITHER CODE 1 OR CODE 2]**

	+	-	(+/-)	(DK/NA)
a. will be more (+) OR less numerous than today (-) ?	1	2	3	4
b. will be better regarded (+) OR less well regarded (-) ?	1	2	3	4
c. will exert more (+) OR less influence (-) ?	1	2	3	4
d. will find life more (+) OR less easy (-) ?	1	2	3	4
e. will contribute more (+) OR less to employment (-) ?	1	2	3	4
f. will be more (+) or less easy to manage (-) ?	1	2	3	4
g. will be at the leading edge of the new technologies (+) OR will merely follow (-) ?	1	2	3	4

Basic Questionnaire  
(French)

**VOTRE ENTREPRISE**

0. PAYS [ ] [ ]
1. N° DU QUESTIONNAIRE: .....
2. REGION («EUROPEAN ADMINISTRATIVE REGIONAL UNIT»): .....
3. N° de téléphone complet du répondant : (NE PAS REPENDRE LE PREFIXE DU PAYS).  
 .....
4. Quel est le secteur d'activités de votre entreprise ?
- Services ..... 1
  - Banques, Finances, Assurance ..... 2
  - Commerce (de gros et de détail) ..... 3
  - Industrie (= Production) ..... 4
  - Construction ..... 5
  - Autre (PRECISER) ..... 6
5. Combien votre entreprise emploie-t-elle de personnes en [NOTRE PAYS] ?
- moins de 10 ..... 1 [FIN INT. ]
  - de 10 à 30 ..... 2
  - de 31 à 50 ..... 3
  - plus de 50 ..... 4 [FIN INT. ]
6. Quel est le chiffre d'affaires total de votre entreprise dans [NOTRE PAYS] ?
- moins d'1 million d'EURO (\*) ..... 1
  - de 1 à 5 millions d'EURO (\*) ..... 2
  - de 5 à 10 millions d'EURO (\*) ..... 3
  - de 10 à 20 millions d'EURO (\*) ..... 4
  - de 20 à 50 millions d'EURO (\*) ..... 5
  - de 50 à 100 millions d'EURO (\*) ..... 6
  - 100 millions d'EURO (\*) et plus ..... 7
  - [N.S.P./ REFUS] ..... 8
7. Quelle est votre position exacte dans l'entreprise ?
- Propriétaire, ..... 1
  - Président ..... 2
  - Directeur Général, ..... 3
  - Un des autres responsables de la Direction générale ..... 4
  - Autre [PRECISER] ..... 5

(\*) Q.6 : les montants en EURO doivent être convertis en votre MONNAIE NATIONALE !



8. Aujourd'hui, votre entreprise est-elle :

[UNE SEULE REPONSE POSSIBLE]

- . totalement indépendante..... 1
- . indépendante malgré certains liens privilégiés ..... 2
- . la filiale très autonome d'une autre entreprise, ou..... 3
- . une filiale avec peu d'autonomie ? ..... 4
- . (autre cas : PRECISER ..... ) ..... 5
- . (nsp/s.r.)..... 6

9. Aujourd'hui, la priorité NUMERO UN de votre entreprise c'est : .....

[UNE SEULE REPONSE POSSIBLE]

- . la croissance ..... 1
- . la survie ..... 2
- . la recherche de nouveaux marchés..... 3
- . la réduction des coûts, ou ..... 4
- . les nouvelles technologies ?..... 5
- . (autre cas : PRECISER ..... ) ..... 6
- . (nsp/s.r.)..... 7

10. Dans les vingt ans qui viennent, ce qui changera LE PLUS votre entreprise c'est : .....

[UNE SEULE REPONSE POSSIBLE]

- . la mondialisation des marchés ..... 1
- . la monnaie unique ..... 2
- . l'organisation et le temps de travail, ou..... 3
- . les télécommunications et l'Internet ? ..... 4
- . (autre cas : PRECISER ..... ) ..... 5
- . (nsp/s.r.)..... 6

11. Et dans vingt ans, pensez-vous que votre entreprise :

[UNE SEULE REPONSE POSSIBLE]

- . en aura absorbé d'autres pour grandir..... 1
- . aura été absorbée ..... 2
- . se sera alliée avec d'autres entreprises ..... 3
- . aura peu changé, ou ..... 4
- . aura disparu ? ..... 5
- . (autre cas : PRECISER ..... ) ..... 6
- . (nsp/s.r.)..... 7

12. Si votre entreprise est toujours là dans vingt ans, elle le devra D'ABORD à :  
**[UNE SEULE REPONSE POSSIBLE]**

- . la qualité de ses produits ..... 1
- . son marketing ..... 2
- . sa capacité d'innovation..... 3
- . son ouverture aux nouveaux marchés ..... 4
- . son personnel..... 5
- . sa maîtrise des nouvelles technologies, ou..... 6
- . seulement la chance ? ..... 7
- . (autre cas : PRECISER ..... ) ..... 8
- . (nsp/s.r.)..... 9

13. Si votre entreprise n'est plus là dans vingt ans, ce sera D'ABORD à cause de :  
**[UNE SEULE REPONSE POSSIBLE]**

- . la mondialisation des marchés ..... 1
- . la concurrence européenne ..... 2
- . la législation sociale et du travail ..... 3
- . la fiscalité ..... 4
- . les difficultés de financement..... 5
- . les nouvelles technologies, ou ..... 6
- . seulement la malchance ? ..... 7
- . (autre cas : PRECISER ..... ) ..... 8
- . (nsp/s.r.)..... 9

14. Dans vingt ans, les nouvelles technologies de l'information auront SURTOUT :  
**[UNE SEULE REPONSE POSSIBLE]**

- . réduit vos coûts..... 1
- . amélioré la qualité de vie de vos travailleurs..... 2
- . amélioré votre organisation..... 3
- . créé de nouveaux marchés, ou..... 4
- . causé des problèmes inutiles ? ..... 5
- . (autre cas : PRECISER ..... ) ..... 6
- . (nsp/s.r.)..... 7

15. Dans vingt ans, le soutien LE PLUS EFFICACE des PME comme la vôtre ce sera :  
[UNE SEULE REPONSE POSSIBLE]

- . nos Institutions nationales ..... 1
- . les Institutions européennes ..... 2
- . les collectivités locales, ou ..... 3
- . rien du tout ? ..... 4
- . (autre cas : PRECISER ..... ) ..... 5
- . (nsp/s.r.) ..... 6

16. Dans vingt ans, les PME comme la vôtre : ...  
[UNE SEULE REPONSE POSSIBLE]

**ATTENTION : NE JAMAIS PROPOSER DE REPONSES INTERMEDIAIRES , ET NE LES ACCEPTER QU'APRES AVOIR INSISTE POUR OBTENIR UN CHOIX DANS L'ALTERNATIVE SUGGEREE. (SOIT 1, SOIT 2)**

	+	-	(+/-)	(NSP/SR)
a. seront plus (+) OU moins nombreuses qu'aujourd'hui (-) ?	1	2	3	4
b. seront mieux (+) OU moins bien considérées (-) ?	1	2	3	4
c. seront plus (+) OU moins influentes (-) ?	1	2	3	4
d. auront la vie plus (+) OU moins facile (-) ?	1	2	3	4
e. contribueront plus (+) OU moins à l'emploi (-) ?	1	2	3	4
f. seront plus (+) OU moins faciles à gérer (-) ?	1	2	3	4
g. seront à la pointe des nouvelles technologies (+) OU se contenteront de suivre (-) ?	1	2	3	4

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o EUROPEAN COMMISSION - D. G. X (S. & R.) o
o ----- o
o FLASH EUROBAROMETRE 61 o
o (SPECIAL TARGETS) o
o 1998, May o
o o
o Survey conducted by o
o EOS GALLUP EUROPE o
o ----- o
o in the 15 E. U. Member States o
o o
o on behalf of : o
o The E. C. - D. G. XXIII o
o ----- o
o Type of Target : o
o S. M. E. (10-50 employees) o
o Number of cases = 1518 o
É«««««««««««««««««««««««««««««««««««««««««««¼

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o
o DESCRIPTION OF THE SURVEY o
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É«««««««««««««««««««««««««««««««««««««««««««¼
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This is a European Union D.G.X Flash Eurobarometer ® Special Targets - conducted by EOS GALLUP EUROPE on behalf of the European Union D.G. XXIII.

The interviews are realised by telephone, among "Targets" which are defined according to the specific objectives of the Survey. The samples are drawn from nominative lists provided by Dun & Bradstreet.

In the present case, the targets have been defined by the D.G. XXIII as : all the European Union companies employing 10 to 50 persons, and belonging to one of these industrial sectors : construction, manufacturing industries, business services, and trade.

The total sample size has been distributed evenly among the 15 countries of the European Union, so as that 100 interviews had to be realised in each country.

Dun & Bradstreet prepared the fifteen national samples of companies which were qualified to be interviewed, from their data-bases. Each national sampling has been made according to two criteria : size of the company, and industrial sector. Within each cell defined by these criteria, the sampling has been made at random.

The person interviewed in each company is the one who has the main managing responsibility. It is the interviewer which insures the identity of this person, at the same time that he/she controls the accuracy of the enterprise characteristics, as delivered by Dun & Bradstreet, namely : the number of employed persons and the industrial sector.

Interviews have been realized during the month of May 1998, in the fifteen Countries of the European Union, by specialized interviewers of our national Institutes, working in their Country exclusively. This total interview decentralization is allowed by the system of EOS GALLUP EUROPE Institutes, namely :

- Belgium : DIMARSO - BRUXELLES (18/05/98 - 03/06/98)
- Denmark : GALLUP - KOBENHAVN (18/05/98 - 03/06/98)
- Germany : EMNID - BIELEFELD (18/05/98 - 26/05/98)
- Greece : ICAP - ATHENS (18/05/98 - 20/05/98)
- Spain : DEMOSCOPIA - MADRID (18/05/98 - 25/05/98)

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Finland	:	SUOMEN GALLUP - ESPOO	(20/05/98 - 27/05/98)
France	:	B. V. A. - VIROFLAY	(18/05/98 - 25/05/98)
Ireland	:	IRISH MKTG SURVEYS - DUBLIN	(20/05/98 - 25/05/98)
Italy	:	DOXA - MILANO	(18/05/98 - 29/05/98)
Luxembourg	:	ILReS - LUXEMBOURG	(20/05/98 - 27/05/98)
Netherlands	:	NIPO - AMSTERDAM	(18/05/98 - 22/05/98)
Austria	:	ÖSTERREICHISCHES GALLUP - VIENNA	(18/05/98 - 05/06/98)
Portugal	:	METRIS - LISBOA	(19/05/98 - 22/05/98)
Sweden	:	SIFO - STOCKHOLM	(18/05/98 - 06/06/98)
United Kingdom	:	NOP - LONDON	(18/05/98 - 27/05/98)

The interviews have been realized by telephone, with utilization of a specific software for the contacts and questionnaire management (CATI system).

As the original sample is evenly distributed among the 15 countries of the E.U., it is not representative of the unevenly distributed universe of Small and Medium Enterprises within the European Union. Thus, a weighting factor has to be computed before processing the European Union data. The weighting factor which is included in the data files reflects the national repartition of the private businesses (primary sector excluded) in 1996, as published by Eurostat and communicated by the EIC-Network/D. G. XXIII.

Hereafter is presented the exact size of each national sample before and after weighting :

	Inter- viewed	E. U. weighted
Total Basis :.....	1518	1518
Belgium.....	100	65
Denmark.....	100	19
Germany.....	100	281
Greece.....	100	47
Spain.....	100	191
Finland.....	100	17
France.....	102	170
Ireland.....	100	7
Italy.....	102	273
Luxembourg.....	111	1
Netherlands.....	102	43
Austria.....	100	18
Portugal.....	100	56
Sweden.....	100	23
United Kingdom.....	101	307

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