

ZA3683

**Flash Eurobarometer 128
(Special Target: Cross-Border Commerce)**

Basic Questionnaire

INFORMATIONS A PREPARER AVANT L'INTERVIEW

- (a) REGION NUTS : (CODER SELON LOCALITE D&B)
- (b) CODE SIC ou NACE : (SELON D&B)
- (c) NOMBRE DE TRAVAILLEURS : (SELON D&B)

Cette enquête concerne les entreprises qui travaillent tant au niveau (national) qu'au niveau européen. Elle vise à évaluer les pratiques commerciales et publicitaires des entreprises dans l'Union européenne.

FILTRAGE DU REpondANT

(a) - Votre entreprise s'adresse-t-elle aux consommateurs finaux, c'est-à-dire le grand public, que ce soit par la vente, par la publicité ou les deux ?

- Oui 1
- Non --> STOP INTERVIEW
- [NSP/SR]..... --> STOP INTERVIEW

(b) – [ENQ. : S'ASSURER QUE LA P.I. EST :]

- Patron, Directeur Général 1
- Dirigeant, principal responsable du Marketing, des ventes, de la publicité... 2
- **AUTRES CAS : STOP INTERVIEW**..... 3

D1. Combien de personnes votre entreprise emploie-t-elle régulièrement en (NOTRE PAYS) ?

[] [] [] [] [] [] [] [] personnes

[SI MOINS DE 10 OU NSP/SR -> STOP INTERVIEW]

D2. Dans combien d'autres pays de l'union Européenne disposez-vous de points de vente ou filiales?: ...

Dans [] [] Pays

[NOTER EN CLAIR – SI NSP/SR CODER 99]

INFORMATION TO BE PREPARED BEFORE INTERVIEW

- (a) NUTS REGION: (CODE ACCORDING TO D&B LOCALITY)
- (b) SIC or NACE CODE:..... (ACCORDING TO D&B)
- (c) COMPANY SIZE : (ACCORDING D&B)

This survey concerns companies working both at the (national) and European level. It is aimed at evaluating business practices and advertising practices in companies in the European Union.

FILTER

(a) – Does your company target final consumers, meaning the general public, in its sales or advertising or both?

- Yes..... 1
- No --> STOP INTERVIEW
- [DK/NA]..... -->STOP INTERVIEW

(b) – PLEASE MAKE SURE THE RESPONDENT IS:

- General Manager, Managing Director 1
- Director, main person responsible for Marketing, Sales, Advertising..... 2
- **OTHER: STOP INTERVIEW** 3

D1. How many persons does your company regularly employ in (OUR COUNTRY)?

[] [] [] [] [] [] [] [] persons

[IF LESS THAN 10 OR DO NOT KNOW ----> STOP INTERVIEW]

D2. In how many other countries of the European Union, do you have subsidiaries or retail outlets?: ...

In [] [] countries

[NOTE CLEARLY – IF DK/NA CODE 99]

D3. Votre entreprise est : ...

- a. une entreprise indépendante.....1
- b. la maison mère d'un groupe multinational2
- c. membre d'un groupe multinational autorisé par la maison mère à vendre et à faire de la publicité à des consommateurs vivant dans d' autres pays de l'Union européenne3
- d. membre d'un groupe multinational à qui il n'est pas autorisé par la maison mère de vendre et de faire de la publicité à des consommateurs vivant dans d'autres pays de l'Union européenne4

[SI D3 = 4 -->STOP INTERVIEW]

D3. Your company is: ...

- a. an independent company 1
- b. the mother company of a multinational group..... 2
- c. a member of a multinational group permitted by the mother company to sell and advertise to consumers living in other EU countries.....3
- d. a member of a multinational group not permitted by the mother company to sell and advertise to consumers living in other EU countries..... 4

[IF D3 = 4 --> STOP INTERVIEW]

[SI L'ENTREPRISE N'A PAS DE FILIALES DANS D'AUTRES PAYS DE L'UNION : D2=0]

Dans cette étude, nous aimerions étudier **vos ventes et/ou publicités transfrontalières**. Ce sont des ventes et publicités destinées aux particuliers résidant dans d'autres pays de l'Union Européenne.

[SI L'ENTREPRISE A DES FILIALES DANS D'AUTRES PAYS DE L'UNION : D2 > 0]

Dans cette étude, nous aimerions étudier les ventes et publicités transfrontalières de l'ensemble des membres de votre groupe. Une vente transfrontalière est une vente à un consommateur qui vit dans un autre pays de l'UE que celui du membre de votre groupe qui fait la vente. Une publicité transfrontalière est une publicité qui vise à encourager ce type de vente.

[A TOUS]

Dans mes premières questions, je vais vous demander votre opinion sur les difficultés que vous pouvez rencontrer dans vos ventes ou publicités au sein de l'Union européenne et sur les perspectives d'avenir.

1. Pour commencer, peut-on dire que votre entreprise s'intéresse davantage à encourager les ventes transfrontalières: ...
 - oui ou 1
 - non 2
 - (nsp/sr) 3

- (a) ... depuis que l'internet et le commerce électronique se sont développés dans l'UE ? 1 2 3

- (b) ... depuis l'introduction des billets et pièces en euro dans 12 pays de l'UE ? 1 2 3

[IF THE COMPANY DOES NOT HAVE SUBSIDIARIES IN OTHER COUNTRIES OF THE UNION: D2=0]

In this study, we would like to look at your **cross-border sales and/or advertising**. These are sales and advertising aimed at individuals who reside in other European Union countries.

[IF THE COMPANY HAS SUBSIDIARIES IN OTHER COUNTRIES OF THE UNION: D2 > 0]

In this study, we would like to look at cross-border sales and advertising of all the members of your group. A cross-border sale is where the consumer lives in a different EU country from the member of your group that made the sale. Cross-border advertising is advertising designed to encourage this type of sale.

[TO ALL]

In my initial questions, I am going to ask for your opinion on the difficulties that you may encounter in your sales or advertising within the European Union and your future prospects.

1. To begin with, would you say that your company is more interested in encouraging cross-border sales:....
 - yes or 1
 - no 2
 - (dk/na)..... 3

- (a) ... since the development of the Internet and e-commerce within the EU? 1 2 3

- (b) ... since the introduction of the euro notes and coins in 12 EU-countries?..... 1 2 3

2. Certains facteurs peuvent encore rendre le développement de vos ventes et publicités encore plus difficiles partout dans l'Union européenne.

Par exemple (... ENQ.: CITER EN ROTATION LES ITEMS CI-DESSOUS UN A UN ...) : diriez-vous qu'il s'agit d'une difficulté : ...

- très importante.....1
- plutôt importante.....2
- plutôt pas importante, ou.....3
- pas importante du tout pour développer vos ventes et publicités transfrontalières ?.....4
- (nsp/sr).....5

(a) les **différences de langues** 1 2 3 4 5

[VERSION ZONE EURO :]

(b) les **différentes monnaies** qui subsistent au Danemark en Suède et au Royaume Uni à côté de la zone Euro 1 2 3 4 5

[VERSION pour Danemark, Suède et Royaume-Uni:]

(b') les **différences de monnaies** entre (NOTRE PAYS) et le reste de la zone Euro..... 1 2 3 4 5

(c) les **différentes réglementations nationales** sur les pratiques commerciales, la publicité et les autres règles sur la protection des consommateurs auxquelles il faut se conformer 1 2 3 4 5

(d) les différentes **réglementations nationales fiscales**, de TVA et autres auxquelles il faut se conformer 1 2 3 4 5

(e) des **risques plus élevés de fraudes** et d'impayés dans vos ventes transfrontalières 1 2 3 4 5

(f) de plus grandes difficultés pour **résoudre les plaintes et les conflits** transfrontaliers..... 1 2 3 4 5

(g) de plus grandes difficultés pour **assurer un service après-vente** efficace transfrontalier. 1 2 3 4 5

2. Certain factors may still cause you particular difficulty in the development of your sales and advertising throughout the European Union.

For example (... INT. : MENTION THE ITEMS BELOW RANDOMLY...) : would you say that this difficulty is

- very important..... 1
- fairly important.....2
- fairly unimportant, or.....3
- not important at all for developing your cross-border sales and advertising ?.....4
- (dk/na).....5

(a) **language differences** 1 2 3 4 5

(EURO ZONE VERSION :]

(b) the **different currencies** in circulation outside the Eurozone in Denmark, Sweden and the United Kingdom 1 2 3 4 5

[VERSION for Denmark, Sweden and the United Kingdom:]

(b') **differences in currencies** between (OUR COUNTRY) and the rest of the Euro zone..... 1 2 3 4 5

(c) need for compliance with **different national regulations** on commercial practices, advertising and other consumer protection regulations 1 2 3 4 5

(d) need for compliance with different **national fiscal regulations**, VAT and others, 1 2 3 4 5

(e) **higher risk of fraud** and outstanding payments in your cross-border sales..... 1 2 3 4 5

(f) greater difficulty in resolving cross-border **complaints and conflicts** 1 2 3 4 5

(g) greater difficulty in ensuring an efficient cross-border **after-sales service**..... 1 2 3 4 5

3. Certaines mesures pourraient faciliter le développement de vos ventes et/ou publicités partout dans l'Union Européenne.

Par exemple (... ENQ.: CITER EN ROTATION LES ITEMS CI-DESSOUS UN A UN ...), diriez-vous que ce serait une mesure ...

- très efficace 1
- plutôt efficace..... 2
- plutôt pas efficace, ou 3
- pas efficace du tout 4
- (nsp/sr)..... 5

...pour faciliter vos ventes et/ou publicités transfrontalières au sein de l'Union Européenne ?

- (a) Une meilleure information des entreprises sur toutes les réglementations de protection des consommateurs dans les autres pays de l'UE 1 2 3 4 5
- (b) (VERSION ZONE EURO :)
Le passage à l'euro des dernières monnaies nationales qui subsistent : au Danemark, en Suède et au Royaume-Uni 1 2 3 4 5

(VERSION PRE-IN :)
l'adoption de l'euro par (NOTRE PAYS) 1 2 3 4 5
- (c) La mise en place de services d'arbitrage et de conciliation indépendants, compétents pour les plaintes et les conflits transfrontaliers 1 2 3 4 5
- (d) L'adhésion à un code de bonne conduite européen qui permette de se conformer aux différentes réglementations nationales sur la protection des consommateurs 1 2 3 4 5
- (e) L'harmonisation des réglementations nationales sur la publicité, les pratiques commerciales et les autres réglementations sur la protection des consommateurs 1 2 3 4 5

3. Certain measures could make the development of your sales and/or advertising throughout the European Union easier.

For example (... INT. : MENTION THE ITEMS BELOW RANDOMLY...) : would you say that this measure will be : ...

- very efficient 1
- fairly efficient 2
- fairly inefficient, or 3
- not efficient at all 4
- (dk/na) 5

...in facilitating your cross-border sales and/or advertising within the European Union ?

- (a) Better information for companies on all the regulations related to consumer protection in the other European Union countries.. 1 2 3 4 5
- (b) (EURO ZONE VERSION:)
Replacement of the remaining national currencies with the Euro: in Denmark, Sweden and the United Kingdom..... 1 2 3 4 5

(PRE-IN VERSION:)
adoption of the Euro by (OUR COUNTRY)..... 1 2 3 4 5
- (c) Setting up independent arbitration and conciliation services, able to deal with cross-border complaints and disputes..... 1 2 3 4 5
- (d) Abiding by a European code of good conduct and thereby complying with different national regulations on consumer protection 1 2 3 4 5
- (e) Harmonising national regulations in relation to advertising, commercial practices and other regulations on consumer protection 1 2 3 4 5

[SI L'ENTREPRISE N'A PAS DE FILIALES DANS D'AUTRES PAYS DE L'UNION : D2=0]

Voyons maintenant ce qu'il en a été de vos ventes transfrontalières à des particuliers résidant dans d'autres pays de l'Union Européenne ces douze derniers mois

[SI L'ENTREPRISE A DES FILIALES DANS D'AUTRES PAYS DE L'UNION : D2 > 0]

Voyons maintenant ce qu'il en a été de vos ventes transfrontalières ces douze derniers mois. Une vente transfrontalière est une vente à un consommateur qui vit dans un autre pays de l'UE que celui du membre de votre groupe qui fait la vente.

4. Dans vos VENTES FAITES PAR INTERNET à des consommateurs de l'Union Européenne, pouvez-vous estimer le pourcentage de vos ventes transfrontalières ?

[ENQ.: SUGGERER DE MANIERE A AMENER LA P.I. A EVALUER LE POURCENTAGE, MEME TRES APPROXIMATIVEMENT ET LE CODER CI DESSOUS]

- [] [] [] [] % des ventes faites par internet à des consommateurs UE ces 12 derniers mois

[ENQ.: SI NSP/SR, VOUS POUVEZ SUGGERER L'ECHELLE CI-DESSOUS : Pour avoir un ordre de grandeur, était-ce : ... rien du tout ? / ... autour de 1% ? / ... de 2% ? ... de 3% ? / ... de 5% ? / ... de 10% ? / ... de 15% ? ... de 20% ? / ... de 25%? ... etc ...]

[SI NE VEND RIEN PAR INTERNET : ---> CODER 888]
[SI NSP/SR : ---> CODER 999]

[IF THE COMPANY DOES NOT HAVE SUBSIDIARIES IN OTHER COUNTRIES OF THE UNION: D2=0]

Let's look now at your cross-border sales over the past twelve months, to **individuals** resident in other European Union countries.

[IF THE COMPANY HAS SUBSIDIARIES IN OTHER COUNTRIES OF THE UNION: D2 > 0]

Let's look now at your cross-border sales over the past twelve months, where the consumer lives in a different European country from the member of your group that made the sale.

4. Of your INTERNET SALES to European Union consumers, can you estimate the percentage of cross-border sales?

[INT.: READ OUT TO GET THE RESPONDANT TO ESTIMATE THE PERCENTAGE, EVEN VERY APPROXIMATELY AND CODE IT BELOW]

- [] [] [] [] % of sales by Internet to EU-consumers during the last twelve months

[INT.: IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[IF NO SALES BY INTERNET : ---> CODE 888]
[IF DK/NA : ---> CODE 999]

5. Dans vos ventes faites PAR CORRESPONDANCE OU PAR TELEPHONE à des consommateurs de l'UE, pouvez-vous estimer le pourcentage de vos ventes transfrontalières ?

[ENQ.: SUGGERER DE MANIERE A AMENER LA P.I. A EVALUER LE POURCENTAGE, MEME TRES APPROXIMATIVEMENT ET LE CODER CI DESSOUS]

[] [] [] [] % des ventes faites par correspondance ou par téléphone ces 12 derniers mois

[ENQ.: SI NSP/SR, VOUS POUVEZ SUGGERER L'ECHELLE CI-DESSOUS : Pour avoir un ordre de grandeur, était-ce : ... rien du tout ? / ... autour de 1% ? / ... de 2% ? ... de 3% ? / ... de 5% ? / ... de 10% ? / ... de 15% ? ... de 20% ? / ... de 25%? ... etc ...]

[SI NE VEND RIEN PAR CORRESPONDANCE/TELEPHONE : ---> CODER 888]
 [SI NSP/SR : ---> CODER 999]

6. Et dans vos ventes réalisées PAR VOS REPRESENTANTS qui visitent les consommateurs, pouvez-vous estimer le pourcentage de vos ventes transfrontalières ?

[ENQ.: SUGGERER DE MANIERE A AMENER LA P.I. A EVALUER LE POURCENTAGE, MEME TRES APPROXIMATIVEMENT ET LE CODER CI DESSOUS]

[] [] [] [] % des ventes faites par visites ces 12 derniers mois

[ENQ.: SI NSP/SR, VOUS POUVEZ SUGGERER L'ECHELLE CI-DESSOUS : Pour avoir un ordre de grandeur, était-ce : ... rien du tout ? / ... autour de 1% ? / ... de 2% ? ... de 3% ? / ... de 5% ? / ... de 10% ? / ... de 15% ? ... de 20% ? / ... de 25%? ... etc ...]

[SI NE VEND RIEN PAR REPRESENTANTS AUX CONSOMM. : ---> CODER 888]
 [SI NSP/SR : ---> CODER 999]

5. Of your MAIL-ORDER SALES or TELESales to EU consumers, can you estimate the percentage of cross-border sales?

[INT.: READ OUT TO GET THE RESPONDANT TO ESTIMATE THE PERCENTAGE, EVEN VERY APPROXIMATELY AND CODE IT BELOW]

[] [] [] [] % of mail-order sales or telesales during the past 12 months

[INT.: IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[IF NO MAIL-ORDER SALES OR TELESales : ---> CODE 888]
 [[IF DK/NA : ---> CODE 999]

6. And of the sales made BY YOUR REPRESENTATIVES visiting consumers, can you estimate the percentage of your cross-border sales ?

[INT.: READ OUT TO GET THE RESPONDANT TO ESTIMATE THE PERCENTAGE, EVEN VERY APPROXIMATELY AND CODE IT BELOW]

[] [] [] [] % of sales as a result of visits over the past 12 months

[INT.: IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[IF NO SALES BY CUSTOMER REPRESENTATIVES: ---> CODE 888]
 [IF DK/NA : ---> CODE 999]

7. Dans vos VENTES AU DETAIL EN MAGASINS, pouvez-vous estimer le pourcentage de vos ventes transfrontalières ?

[ENQ.: SUGGERER DE MANIERE A AMENER LA P.I. A EVALUER LE POURCENTAGE, MEME TRES APPROXIMATIVEMENT ET LE CODER CI-DESSOUS]

[] [] [] % des ventes faites au détail en magasins ces 12 derniers mois

[ENQ.: SI NSP/SR, VOUS POUVEZ SUGGERER L'ECHELLE CI-DESSOUS : Pour avoir un ordre de grandeur, était-ce : ... rien du tout ? / ... autour de 1% ? / ... de 2% ? ... de 3% ? / ... de 5% ? / ... de 10% ? / ... de 15% ? ... de 20% ? / ... de 25%? ... etc ...]

[SI NE VEND RIEN EN MAGASINS: ---> CODER 888]
[SI NSP/SR : ---> CODER 999]

8. Maintenant, en additionnant toutes ces ventes aux consommateurs, pouvez-vous estimer le pourcentage de vos ventes transfrontalières aux consommateurs finaux ?

[ENQ.: SUGGERER DE MANIERE A AMENER LA P.I. A EVALUER LE POURCENTAGE, MEME TRES APPROXIMATIVEMENT ET LE CODER CI-DESSOUS]

[] [] [] % des ventes totales faites à des consommateurs ces 12 derniers mois

[ENQ.: SI NSP/SR, VOUS POUVEZ SUGGERER L'ECHELLE CI-DESSOUS : Pour avoir un ordre de grandeur, était-ce : ... rien du tout ? / ... autour de 1% ? / ... de 2% ? ... de 3% ? / ... de 5% ? / ... de 10% ? / ... de 15% ? ... de 20% ? / ... de 25%? ... etc ...]

[SI NSP/SR : ---> CODER 999]

7. Of your RETAIL SALES IN SHOPS, can you estimate the percentage of your cross-border sales ?

[INT.: READ OUT TO GET THE RESPONDANT TO ESTIMATE THE PERCENTAGE, EVEN VERY APPROXIMATELY AND CODE IT BELOW]

[] [] [] % of retail sales in shops during the last 12 months

[INT.: IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[IF NO SALES IN SHOPS : ---> CODE 888]
[IF DK/NA: ---> CODE 999]

8. Now, in adding up all these consumer sales, can you estimate the percentage of your sales to final consumers that are cross-border?

[INT.: READ OUT TO GET THE RESPONDANT TO ESTIMATE THE PERCENTAGE, EVEN VERY APPROXIMATELY AND CODE IT BELOW]

[] [] [] % of the total sales to consumers during the past 12 months

[INT.: IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[IF DK/NA : ---> CODE 999]

Voyons maintenant ce qu'il en a été de vos ACTIVITIES MARKETING ET PUBLICITAIRES de ces 12 derniers mois.

9. Quel pourcentage de votre budget marketing et publicitaire est destiné à encourager les ventes transfrontalières ?

[ENQ.: SUGGERER DE MANIERE A AMENER LA P.I. A EVALUER LE POURCENTAGE, MEME TRES APPROXIMATIVEMENT ET LE CODER CI DESSOUS]

[] [] [] % du budget de marketing et de publicité "consommateurs"

[ENQ.: SI NSP/SR, VOUS POUVEZ SUGGERER L'ECHELLE CI-DESSOUS : Pour avoir un ordre de grandeur, était-ce : ... rien du tout ? / ... autour de 1% ? / ... de 2% ? / ... de 3% ? / ... de 5% ? / ... de 10% ? / ... de 15% ? / ... de 20% ? / ... de 25%? ... etc ...]

[si pas de budget pour les ventes transfrontalières: ---> CODER 0]

[SI NSP/SR : ---> CODER 999]

10. Imaginons maintenant que toutes les réglementations sur la publicité, les pratiques commerciales et les autres réglementations sur la protection des consommateurs soient complètement harmonisées dans les 15 pays de l'UE. Si c'était le cas, d'après vous, **la part de votre budget marketing et publicité** destiné à encourager les ventes transfrontalières ...

(ENQ.: SUGGERER)

- a. Augmenterait beaucoup..... 1
- b. Augmenterait un peu 2
- c. Ne changerait pas 3
- d. Diminuerait un peu..... 4
- e. Diminuerait beaucoup 5
- f. NSP/ SR 6

Let's now talk about your MARKETING AND ADVERTISING ACTIVITIES over the past 12 months.

9. What percentage of your total marketing and advertising budget is given to encouraging cross-border sales?

[INT.: READ OUT TO GET THE RESPONDANT TO ESTIMATE THE PERCENTAGE, EVEN VERY APPROXIMATELY AND CODE IT BELOW]

[] [] [] % of the "consumer" marketing and advertising budget

[INT.: IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? / ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[If no budget for cross-border sales: ---> CODE 0]

[IF DK/NA : ---> CODE 999]

10. Imagine now that all regulations on advertising, commercial practices and other regulations on consumer protection are completely harmonised in the 15 countries of the European Union. If this were the case, in you opinion, the **proportion of your marketing and advertising budget** given to encouraging cross-border sales...

(INT.: READ OUT)

- a. Would increase a lot..... 1
- b. Would increase a little 2
- c. Would not change at all 3
- d. Would decrease a little 4
- e. Would decrease a lot..... 5
- f. DK/ NA 6

11. Et toujours si les réglementations sur la protection des consommateurs étaient complètement harmonisées dans les 15 pays de l'UE, **la part de vos ventes** transfrontalières...

(ENQ.: SUGGERER)

- | | |
|-------------------------------|---|
| a. Augmenterait beaucoup..... | 1 |
| b. Augmenterait un peu | 2 |
| c. Ne changerait pas | 3 |
| d. Diminuerait un peu..... | 4 |
| e. Diminuerait beaucoup..... | 5 |
| f. NSP/ SR | 6 |

11. And if the regulations on consumer protection were completely harmonised in the 15 countries of the EU, the proportion of your cross-border sales...

(INT.: READ OUT)

- | | |
|----------------------------------|---|
| a. Would increase a lot..... | 1 |
| b. Would increase a little | 2 |
| c. Would not change at all | 3 |
| d. Would decrease a little | 4 |
| e. Would decrease a lot..... | 5 |
| f. DK/ NA | 6 |

FLASH EUROBAROMETER 128 (SPECIAL TARGETS)
« THE CROSSBORDERS-COMMERCE »

2002, August-September

Survey managed and organised by :
the European Commission - DG Press & Communication
(Unit B/1)

Conducted by EOS GALLUP EUROPE

| Realization of this survey. |

This telephone Survey FLASH EUROBAROMETRE 128: THE CROSSBORDERS-COMMERCE has been conducted on behalf of the DG ENTR. of the European Commission.

It is a SPECIFIC TARGETS FLASH EUROBAROMETER SURVEY, organized and managed by the PRESS General Directorate, Unit B/1.

The interviews have been conducted between the 26 August and the 23 September 2002 by these EOS GALLUP EUROPE Institutes :

Belgium	: DIMARSO - BRUXELLES	(26/08/02 - 13/09/02)
Denmark	: GALLUP - KOBENHAVN	(27/08/02 - 07/09/02)
Germany	: EMNID - BIELEFELD	(26/08/02 - 05/09/02)
Greece	: ICAP - ATHENS	(28/08/02 - 11/09/02)
Spain	: DEMOSCOPIA - MADRID	(26/08/02 - 17/09/02)
Finland	: SUOMEN GALLUP - ESPOO	(26/08/02 - 05/09/02)
France	: SOFRES - MONTROUGE	(29/08/02 - 20/09/02)
Ireland	: IRISH MKTG SURVEYS - DUBLIN	(26/08/02 - 12/09/02)
Italy	: DOXA - MILANO	(30/08/02 - 13/09/02)
Luxemburg	: ILReS - LUXEMBOURG	(26/08/02 - 06/09/02)
Netherlands	: NIPO - AMSTERDAM	(26/08/02 - 17/09/02)
Austria	: ÖSTERREICHISCHES GALLUP - VIENNA	(28/08/02 - 11/09/02)
Portugal	: EUROTESTE - LISBOA	(27/08/02 - 13/09/02)
Sweden	: SVENSKA GALLUP - STOCKHOLM	(26/08/02 - 13/09/02)
United Kingdom	: ICM - LONDON	(27/08/02 - 23/09/02)

The targets for this Flash Eurobarometer have been defined by the European Commission as : all the companies - farmers excluded - employing 10 persons or more, installed in the European Union.

Dun & Bradstreet prepared the lists of companies which were qualified to be interviewed, by drawing a sample from their european data-bases. This sampling has been made according to three criteria : the Country (15 levels), the size of the company (3 levels : 10-49, 50-249 and 250 employees or more), and the activity sector (4 levels : Construction, Industry, Services and Trade). Within each of the 180 cells defined by these criteria, the sampling has been made at random.

The total sample has been distributed between these sampling "cells" in a way which does not follow the actual distribution of businesses within the European Internal Market : the small countries as well as the larger businesses have been intentionally « over- sampled » in order to get significant results for each important level of analysis, i.e. :

- the 15 member states
- the 3 employment sizes of the businesses
- the 4 activity sectors.

Of course, during the data processing, each cell in the cross distribution of the sample has been re-weighted down or up to its real weight within the European Internal Market. Thus the total results presented are not affected by over- and under-samplings anymore, and they are representative for the total universe of the «10 jobs and up Enterprises of the European Internal Market».

The person interviewed in each company is its boss (in charge of the General Management), or one of its highest managers for its marketing or commercial operations. 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.

The sample sizes amount to 50 up to 300 businesses, depending of the countries.

Hereafter are presented the exact number of interviews conducted in each country, and the consequences of re-weighting this sample during the data-processing, in order to get representative results at each level of analysis :

1. In the first column one get the absolute and relative frequencies of the interviews as they have been conducted.

2. In the second column one gets the structure of the sample when the over-sampling of the large businesses is removed in each individual country. One will notice that the interviews frequencies in each country remain unchanged at that level : only the "sizes" structure is redressed ; and if the sectors are marginally affected, it is because the sizes of the businesses are not identically distributed in each sector. This "redressed" sample is used to edit all the results at the National level (i.e.: the countries breakdown presented in the "Volume A", as described later).

3. In the third column one gets the structure of the sample when the over-sampling of the small countries has been removed too. Now one will notice that the interviews frequencies in each country changed considerably, but that the "Sizes" as well as the "Sectors" structures are only marginally affected (because the sizes and sectors of the businesses are not identically distributed in each country). This "weighted" sample is used to edit all the results at the European Union level (i.e.: the Total column of the "Volume A", and all the results presented in the "Volume B", as described later).

+-----+
 | Sample before/after weighting. |
 +-----+

	Interviews CONDUCTED		Sample REDRESSED		Sample WEIGHTED	
TOTAL EU 15.....	2899	100%	2899	100%	2899	100%
BELGIQUE.....	200	7%	200	7%	60	2%
DANMARK.....	204	7%	204	7%	38	1%
DEUTSCHLAND.....	300	10%	300	10%	906	31%
ELLAS.....	103	4%	103	4%	41	1%
ESPANA.....	272	9%	272	9%	284	10%
FINLAND.....	126	4%	126	4%	28	1%
FRANCE.....	271	9%	271	9%	358	12%
IRELAND.....	100	3%	100	3%	25	1%
ITALIA.....	302	10%	302	10%	395	14%
LUXEMBOURG.....	48	2%	48	2%	6	0%
NEDERLAND.....	145	5%	145	5%	121	4%
ÖSTERREICH.....	200	7%	200	7%	69	2%
PORTUGAL.....	125	4%	125	4%	96	3%
SWEDEN.....	200	7%	200	7%	55	2%
UNITED KINGDOM.....	303	10%	303	10%	417	14%
ACTIVITY SECTOR						
Construction.....	331	11%	402	14%	411	14%
Industry.....	905	31%	880	30%	860	30%
Distribution.....	802	28%	845	29%	767	26%
Services.....	861	30%	771	27%	861	30%
SIZE (EMPLOYMENT)						
SME 10-49.....	1815	63%	2458	85%	2473	85%
SME 50-249.....	637	22%	358	12%	344	12%
MAJORS 250+.....	447	15%	83	3%	82	3%
EU COUNTRIES WITH SALES						
None.....	2044	71%	2217	76%	2176	75%
1-5 EU countries.....	526	18%	435	15%	479	17%
6+ EU countries.....	329	11%	247	9%	244	8%
COMPANY STATUS						
Independant Cy.....	2398	83%	2539	88%	2578	89%
Mother Cy.....	133	5%	88	3%	76	3%
Member of a group.....	368	13%	273	9%	245	8%
INTERVIEWED MANAGER						
General Manager.....	1417	49%	1587	55%	1672	58%
Mktg-Sales Manager.....	1482	51%	1312	45%	1227	42%

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