

Flash-EB 70 Apr 1999 ZA 3193

DESCRIPTION OF THE SURVEY

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.XV.

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 European Commission (D.G. XV) as : all the European Union companies employing 10 persons or more, and belonging to one of these industrial sectors : construction, manufacturing industries, business services, and trade (hotels, restaurants and cafes excluded).

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 : Country, size of the company, and industrial sector.

The total sample size had been fixed at 200 interviews in each Country. These national sub-samples have then been distributed by the D.G. XV of the European Commission and EOS GALLUP EUROPE, according to the two other keys of the sampling definition : size of the Company, and sector of activity. Within each cell defined by these criteria, the sampling from the Dun & Bradstreet lists has been made at random.

The person interviewed in each company is the one who has, or who would have, the responsibility of its EU business. 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 between the 19 and the 27 of April 1999, 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 network of EOS GALLUP EUROPE Institutes, namely :

(see next page ...)

Belgium	:	DIMARSO - BRUXELLES	(20/04/99 - 23/04/99)
Denmark	:	GALLUP - KOBENHAVN	(19/04/99 - 26/04/99)
Germany	:	EMNID - BIELEFELD	(20/04/99 - 27/04/99)
Greece	:	ICAP - ATHENS	(19/04/99 - 22/04/99)
Spain	:	DEMOSCOPIA - MADRID	(20/04/99 - 23/04/99)
Finland	:	SUOMEN GALLUP - ESPOO	(20/04/99 - 26/04/99)
France	:	B.V.A. - VIROFLAY	(20/04/99 - 21/04/99)
Ireland	:	IRISH MKTG SURVEYS - DUBLIN	(20/04/99 - 23/04/99)
Italy	:	DOXA - MILANO	(19/04/99 - 22/04/99)
Luxembourg	:	ILReS - LUXEMBOURG	(19/04/99 - 23/04/99)
Netherland	:	NIPO - AMSTERDAM	(19/04/99 - 27/04/99)
Austria	:	ÖSTERREICHISCHES GALLUP - VIENNA	(20/04/99 - 27/04/99)
Portugal	:	METRIS - LISBOA	(19/04/99 - 26/04/99)
Sweden	:	SIFO - STOCKHOLM	(21/04/99 - 27/04/99)
United Kingdom	:	NOP - LONDON	(21/04/99 - 23/04/99)

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

The wished structure of the sample has been respected. As the small countries are "over-represented" in this sample, it was necessary to proceed to the "weighting" of the data before processing them.

The weighting factor which is included in the data file reflects the national repartition of the private businesses (primary sector excluded) in 1996, as published by Eurostat and communicated by the D.G.XV.

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

(see next page ...)

Basic Questionnaire
(French / English)

1. Dans votre entreprise, quelle est votre fonction exacte : ... ?
 - la présidence ou la direction générale de l'entreprise à son plus haut niveau [1]
 - la direction générale des opérations avec les pays de l'Union européenne..... [2]
 - la direction import/export dans l'Union européenne..... [3]
 - membre de la direction, responsable pour les pays de l'Union européenne [4]
 - d'autres fonctions de direction : **(PRÉCISER :)** [5]
 - **(VERIFIER : des fonctions non-directorales → STOP)**

2. Quel est le principal secteur d'activités de votre entreprise : ... ?
 - la construction..... [1]
 - un secteur industriel (secteur secondaire)..... [2]
 - la distribution (de gros ou de détail)..... [3]
 - les transports..... [4]
 - les services aux entreprises..... [5]
 - (autres : **PRÉCISER**). [6]

3. Combien votre entreprise emploie-t-elle de personnes en équivalents temps plein en **(PAYS)** : ... ?
 - **(VERIFIER : moins de 10 → STOP)**
 - de 10 à 49 [1]
 - de 50 à 249 [2]
 - de 250 à 499 [3]
 - de 500 à 999 [4]
 - de 1000 à 2999 [5]
 - 3000 ou plus..... [6]

4. Quel est le chiffre d'affaires annuel de votre entreprise en **(PAYS)** : ?
 - **(VERIFIER : moins de 1 million d'euros (*) → STOP)**
 - 1 à 2 millions d'euros (*)..... [1]
 - +2 à 7 millions d'euros (*)..... [2]
 - +7 à 20 millions d'euros (*)..... [3]
 - +20 à 40 millions d'euros (*)..... [4]
 - +40 à 80 millions d'euros (*)..... [5]
 - + 80 à 150 millions d'euros (*)..... [6]
 - plus de 150 millions d'euros (*) [7]
 - (NSP)..... [8]

(*) Les montants en euros à la Q.4 peuvent être convertis en votre MONNAIE NATIONALE.

1. What exactly is your position in the company : ...?
 - Chairman, Chief executive [1]
 - Managing Director, General Manager for business in the EU [2]
 - Import /Export Director for EU countries..... [3]
 - Senior member of managing staff responsible for EU affairs..... [4]
 - Other (senior level) : **(SPECIFY:)** [5]
 - **(CHECK: non-managerial function →STOP)**

2. To which industrial sector does your company principally belong : ...?
 - Construction..... [1]
 - Manufacturing..... [2]
 - Distribution (wholesale/retail)..... [3]
 - Transport..... [4]
 - Business services [5]
 - (Other : **SPECIFY**)..... [6]

3. How many people does your company employ equivalent full time in **(OUR COUNTRY)** : ... ?
 - **(CHECK: less than 10 →STOP)**
 - 10 to 49 [1]
 - 50 to 249 [2]
 - 250 to 499 [3]
 - 500 to 999 [4]
 - 1000 to 2999 [5]
 - 3000 and more [6]

4. What is the annual turnover of your company in **(OUR COUNTRY)**?
 - **(CHECK: less than 1 million euro (*) →STOP)**
 - Between 1 and 2 million euro (*) ? [1]
 - between +2 and 7 million euro (*) ? [2]
 - between +7 and 20 million euro (*) ? [3]
 - between +20 and 40 million euro (*) ? [4]
 - between +40 and 80 million euro (*) ? [5]
 - between +80 and 150 million euro (*) ? [6]
 - above 150 million euro (*) ? [7]
 - (DK)..... [8]

(*) The amounts in euro at Q.4 may be converted into your NATIONAL CURRENCY.

5. Diriez-vous qu'il vous serait facile de trouver les informations et les conseils nécessaires pour vous aider à développer vos activités dans le Marché Unique européen ?

- oui 1
- non 2
- (NSP/SR) 3

- NOUVEAU -

6. Dans le cadre d'une initiative appelée «Dialogue avec les Entreprises», la Commission européenne a récemment lancé un site Internet : "Un guichet Internet unique destiné aux entreprises". C'est un site qui répond aux problèmes pratiques et administratifs qui se posent aux entreprises opérant dans le Marché Unique.

Avez-vous entendu parler de ce site Internet ?

- Oui 1
- Non 2
- (NSP/SR) 3

- NOUVEAU -

5. Would you say that you could easily find sufficient information and advice to help you do more business in the Single European Market ?

- Yes 1
- No 2
- (DK/NA) 3

- NEW -

6. Within an initiative called «Dialogue with Business», the European Commission recently launched an Internet site : the «One Stop Shop for Business». This site answers practical and administrative problems related to doing business in the Single Market.

Have you heard of this Internet site ?

- Yes 1
- No 2
- (DK/NA) 3

- NEW -

7. Des points de contact pour les entreprises ont été récemment installés en (PAYS) et dans tous les autres pays de l'Union européenne. Leur but est de vous aider à surmonter les difficultés que vous pourriez rencontrer dans n'importe quel pays membre de l'Union européenne, avec les administrations publiques.
Quel(s) point(s) de contact connaissez-vous en (PAYS) ?

(RIEN NE DOIT ÊTRE SUGGERE PAR L'INTERVIEWER: REPONSE SPONTANEE UNIQUEMENT)

(Une liste nationale avec les « Réponses correctes » est fournie.
Si une des réponses listées, même incomplète, est donnée par le répondant, la réponse est codée « correcte ».
Si aucune des réponses listées n'est donnée, la réponse est codée « aucune réponse correcte ».
Si pas de réponse ou si le répondant ne sait pas, la réponse est codée « NSP/SR »)

- Réponse(s) correcte(s) 1
- Aucune réponse correcte 2
- (NSP/SR) 3

- NOUVEAU -

8. Avez-vous le sentiment d'être suffisamment informé sur la manière de participer aux nouveaux appels d'offres pour les contrats publics dans les autres pays de l'Union européenne ?

- Oui 1
- Non 2
- Pas intéressé 3
- (NSP/SR) 4

- NOUVEAU -

7. Contact points for business have recently been established in (OUR COUNTRY) and in all other European Union countries. They aim to help you overcome the difficulties you may encounter with public administrations in any of the European Union Member States.

Which contact point(s) do you know in (OUR COUNTRY) ?

(NOTHING SUGGESTED BY INTERVIEWER : SPONTANEOUS ANSWERING ONLY)

(A national check-list of "Right answers" is provided.
If any of the listed answers, even incomplete, is given by interviewee, the answer is coded "Right".
If not any of the listed answers is given, the answer is coded "Wrong"

If no answer or if respondent does not know, the answer is coded "DK/NA".)

- Right answer(s) 1
- Not any right answer 2
- (DK/NA) 3

- NEW -

8. Do you feel you have enough information about how to participate in new calls for tender for public contracts in the other European Union countries ?

- Yes 1
- No 2
- Not interested 3
- (DK/NA) 4

- NEW -

9. Aimeriez-vous pouvoir donner directement votre avis à la Commission européenne, par des consultations sur l'Internet, sur la manière d'améliorer le fonctionnement du Marché Unique pour les entreprises ?

- Oui 1
- (SPONTANEMENT : Oui, mais actuellement pas de connexion à Internet).... 2
- Non 3
- (NSP/SR) 4

- NOUVEAU -

9. Would you like to have the possibility to give your views - through Internet consultations - directly to the European Commission about how to make the Single Market work better for businesses ?

- Yes 1
- (SPONTANEOUSLY : Yes but no connection to the Internet currently)..... 2
- No 3
- (DK/NA) 4

- NEW -

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