

DESCRIPTION OF THE SURVEY

The Flash Eurobarometres « Special Targets » are surveys realized by telephone. The "Targets" are defined according to the specific objectives of the Survey, and 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. Within each cell defined by these criteria, the sampling has been made at random.

The total sample size has been distributed by the European Commission (D.G. XV) and EOS GALLUP EUROPE, according to the three keys of the sampling definition : Country, size of the Company, and sector of activity.

The person interviewed in each company is the one who has the responsibility of its intra - EU trade : its imports - exports and/or its activities outside its national frontiers. 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 September 1997, 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
Denmark	:	GALLUP - KOBENHAVN
Germany	:	EMNID - BIELEFELD
Greece	:	ICAP - ATHENS
Spain	:	DEMOSCOPIA - MADRID
Finland	:	SUOMEN GALLUP - ESPOO
France	:	B.V.A. - VIROFLAY
Ireland	:	IRISH MKTG SURVEYS - DUBLIN
Italy	:	DOXA - MILANO
Luxembourg	:	ILReS - LUXEMBOURG
Netherland	:	NIPO - AMSTERDAM
Austria	:	ÖSTERREICHISCHES GALLUP - VIENNA
Portugal	:	METRIS - LISBOA
Sweden	:	SIFO - STOCKHOLM
United Kingdom	:	NOP - LONDON



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. Therefore it is not necessary to proceed to the "weighting" of the data before processing them.

Hereafter is presented the exact size of each national sample :

- "MAJORS" refer to Companies employing 250 persons or more
- "SME" refer to Companies employing 10 to 249 persons

	MAJORS	SME	TOTAL
Total Basis :.....	553	3028	3581
Belgium.....	20	107	127
Denmark.....	11	62	73
Germany.....	144	867	1011
Ellas.....	7	41	48
Espana.....	59	206	265
Finland.....	15	59	74
France.....	91	548	639
Ireland.....	3	24	27
Italy.....	64	387	451
Luxembourg.....	3	7	10
Netherland.....	24	141	165
Österreich.....	14	84	98
Portugal.....	6	37	43
Sweden.....	22	73	95
United Kingdom.....	70	385	455