

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.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)
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)
Netherland	: 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
Ellas.....	100	47
Espana.....	100	191
Finland.....	100	17
France.....	102	170
Ireland.....	100	7
Italy.....	102	273
Luxembourg.....	111	1
Netherland.....	102	43
Österreich.....	100	18
Portugal.....	100	56
Sweden.....	100	23
United Kingdom.....	101	307

The questionnaires are annexed to this documentation.