

Flash-EB 40 Apr 1995 ZA 2614

DESCRIPTION OF THE SURVEY

This EOS MANAGERS Survey has been conducted, between the 3d and the 19th of April 1995, by twelve EOS GALLUP EUROPE Institutes, namely :

Belgique	DIMARSO - BRUXELLES	(Interviews : 3/04/95 - 5/04/95)
Danemark	GALLUP - KOBENHAVN	(Interviews : 3/04/95 - 10/04/95)
Allemagne	EMNID - BIELEFELD	(Interviews : 3/04/95 - 11/04/95)
Grèce	ICAP - ATHENS	(Interviews : 3/04/95 - 11/04/95)
Espagne	DEMOSCOPIA - MADRID	(Interviews : 1/04/95 - 19/04/95)
France	B.V.A. - VIROFLAY	(Interviews : 4/04/95 - 12/04/95)
Irlande	IRISH MKTG SURVEYS - DUBLIN	(Interviews : 3/04/95 - 11/04/95)
Italie	DOXA - MILANO	(Interviews : 3/04/95 - 11/04/95)
Luxembourg	ILReS - LUXEMBOURG	(Interviews : 3/04/95 - 18/04/95)
Pays-Bas	NIPO - AMSTERDAM	(Interviews : 3/04/95 - 7/04/95)
Portugal	NORMA - LISBOA	(Interviews : 3/04/95 - 11/04/95)
Royaume Uni	TAYLOR NELSON - LONDON	(Interviews : 3/04/95 - 13/04/95)

The telephone interviews have been conducted by the specially trained staff of our national Institutes, with samples drawn from the Managers' nominative lists provided by Dunn & Bradstreet.

This highly standardised procedure has been regularly applied for years by EOS GALLUP EUROPE in its "Flash Managers" surveys. It complies to the requirements of the "Before/After" studies and of the barometric studies, that is to say : to deliver results really comparable along the time, for a well defined population.

The sample sizes follow the sizes of the Flash Managers Telephone Surveys regularly conducted by EOS GALLUP EUROPE for the European Commission. Hereafter is presented the exact size of each national sample in the case of this specific Survey :

	Interviewed
- Total :	2492
- Belgium :	200
- Denmark :	250
- Germany :	206
- Greece :	200
- Spain :	225
- France :	199
- Ireland :	201
- Italy :	209
- Luxemburg :	202
- Netherlands :	200
- Portugal :	210
- United Kingdom :	190

Basic Questionnaire
(French / English)

CONFIDENTIEL

FLASH EUROBAROMETRE N° 40 (Managers 9) - mars/avril 1995
Version française

Page 1
15 mars 1995

1. Parmi les différents services de l'Union européenne destinés à aider les Petites et Moyennes Entreprises (PME), quels sont ceux que vous connaissez, même seulement de nom ?

..... (réponses ouvertes).....

- TREND FLASH EB 21. Q1 -

2. Avez-vous entendu parler des services suivants : ...

(ENUMERER CHAQUE SERVICE NON ENCORE MENTIONNE A LA Q. 1)
(PLUSIEURS REPONSES POSSIBLES)

- EIC, Euro Info Centre ?..... 1
- Euroguichet Entreprises ? (*)..... 2
- BC-NET, Business Cooperation Network ?..... 3
- BRE, Bureau de Rapprochement des Entreprises ?..... 4
- EUROPARTENARIAT ? 5
- (Aucun de ceux-là / N.S.P.) (ALLER A LA Q. 5)..... 6

- TREND FLASH EB 21. Q2 -

(POSER Q. 3 SEULEMENT SI CODE 1, 2, 3, 4 OU 5 A LA Q. 2)

3. Comment en avez-vous entendu parler, était-ce par : ...
(ENUMERER - ROTATION - PLUSIEURS REPONSES POSSIBLES)

- des publicités dans les journaux ?..... 1
- des publicités dans des magazines ?..... 2
- des publicités dans des revues professionnelles ?..... 3
- un direct mail ?..... 4
- des articles dans la presse ?..... 5
- des réunions d'associations professionnelles ?..... 6
- des partenaires ?..... 7
- des collègues ou collaborateurs ? 8
- des amis ou connaissances ?..... 9

(CODER SI NECESSAIRE MAIS NE PAS SUGGERER :)

- (autres sources)..... 10
- (ne se souvient pas / N.S.P.)..... 11
- Non, ne connaît pas..... 12

- TREND FLASH EB 21. Q3 -

CONFIDENTIAL

FLASH EUROBAROMETER N° 40 (Managers 9) - March/April 1995
English version

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15 March 1995

1. Amongst the various services made available by the European Union as aids to small and medium-sized enterprises, which are those known to you, even if only by name ?

..... (open answers).....

- TREND FLASH EB 21. Q1 -

2. Have you heard about the following services :

(READ OUT EACH SERVICE NOT ALREADY MENTIONED UNDER Q. 1)
(SEVERAL POSSIBLE ANSWERS)

- EIC, Euro Info Centre ?..... 1
- Euroguichet Entreprises ? (*)..... 2
- BC-NET, Business Cooperation Network ?..... 3
- BRE, Business Cooperation Centers ?..... 4
- EUROPARTENARIAT ? 5
- (None of those / D.K.) (GO TO Q.5)..... 6

- TREND FLASH EB 21. Q2 -

(ASK Q. 3 ONLY IF CODE 1, 2, 3, 4 OR 5 AT Q. 2)

3. Through which channels have you heard about them, was it : ...
(READ OUT - ROTATION - SEVERAL POSSIBLE ANSWERS)

- advertisements in newspapers ?..... 1
- advertisements in magazines ?..... 2
- advertisements in trade publications ?..... 3
- direct mail ?..... 4
- press articles ?..... 5
- professional associations' meetings ?..... 6
- partners ?..... 7
- colleagues or associates ?..... 8
- friends or relations ?..... 9

(CODE IF NEEDED BUT DO NOT READ OUT:)

- (other channels)..... 10
- (does not remember / D.K.)..... 11
- No, D.K..... 12

- TREND FLASH EB 21. Q3 -

(POSER Q. 4 SEULEMENT SI CODE 1, 2, 3, 4 OU 5 A LA Q. 2)

(ASK Q. 4 ONLY IF CODE 1, 2, 3, 4 OR 5 AT Q. 2)

4. Avez-vous utilisé l'un ou plusieurs de ces services, vous personnellement ou quelqu'un de votre entreprise ?

4. Have you made use of one or several of these services, you personally or someone in your company ?

(SI OUI:) Etait-ce ? (PLUSIEURS REPONSES POSSIBLES)

(IF YES:) Was it ... ? (SEVERAL POSSIBLE ANSWERS)

- EIC, Euro Info Centre ?..... 1
- Euroguichet Entreprises ? (*)..... 2
- BC-NET, Business Cooperation Network ?..... 3
- BRE, Bureau de Rapprochement des Entreprises ?..... 4
- EUROPARTENARIAT ?..... 5
- Non / N.S.P. 6

- EIC, Euro Info Centre ?..... 1
- Euroguichet Entreprises ? (*)..... 2
- BC-NET, Business Cooperation Network ?..... 3
- BRE, Business Cooperation Centers ?..... 4
- EUROPARTENARIAT ?..... 5
- No / D.K. 6

- TREND FLASH EB 21. Q4 -

- TREND FLASH EB 21. Q4 -

(A TOUS:)

(ASK ALL)

5. Quels sont les organismes qui peuvent aider concrètement votre entreprise dans les relations commerciales et la recherche de partenaires dans d'autres pays ? Est-ce le cas de : ...

5. Which organizations can practically help your company in the field of commercial relations and the search for partners in other countries ? Is it the case for :

(ENUMERER - ROTATION - PLUSIEURS REPONSES POSSIBLES)

(READ OUT - ROTATION - SEVERAL POSSIBLE ANSWERS)

- les Chambres de Commerce ?..... 1
- les services organisés par l'Union européenne comme les EIC (*), BC-NET, BRE ?..... 2
- les associations professionnelles ?..... 3
- les foires commerciales ?..... 4
- des consultants ?..... 5

- the Chambers of Commerce ?..... 1
- services made available by the European Union such as EIC (*), BC-NET, BRE ?..... 2
- Trade organizations ?..... 3
- Trade fairs ?..... 4
- Consultants ?..... 5

(CODER SI NECESSAIRE MAIS NE PAS SUGGERER :)

(CODE IF NEEDED BUT DO NOT READ OUT:)

- Autres (SPECIFIER :)..... 6
- (N.S.P.)..... 7

- Others (SPECIFY :)..... 6
- (D.K.)..... 7

- TREND FLASH EB 21. Q6 -

- TREND FLASH EB 21. Q6 -

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

- moins de 10..... 1
- de 10 à 30..... 2
- de 31 à 50..... 3
- de 51 à 100..... 4
- de 101 à 150..... 5
- de 151 à 200..... 6
- 201 et plus..... 7
- ?..... 8

- TREND FLASH EB 21. Q7 -

7. Quel est le chiffre d'affaires total de votre entreprise dans (NOTRE PAYS) ?

- moins de 1 million d'ECUS (*)..... 1
- de 1 à 2 millions d'ECUS (*)..... 2
- de 2 à 5 millions d'ECUS (*)..... 3
- de 5 à 10 millions d'ECUS (*)..... 4
- de 10 à 50 millions d'ECUS (*)..... 5
- 50 millions d'ECUS et plus (*)..... 6
- ?..... 7

- TREND FLASH EB 21. Q8 -

8. Quel est le secteur d'activité de votre entreprise ?
(NOTER LA REPONSE, CODAGE EFFECTUE A L'INSTITUT)

- Production..... 1
- Banque, Finances, Assurances..... 2
- Services aux Entreprises..... 3
- Commerce de gros..... 4
- ?..... 5

- TREND FLASH EB 21. Q9 -

6. How many people does your company employ in (OUR COUNTRY) ?

- less than 10..... 1
- 10 to 30..... 2
- 31 to 50..... 3
- 51 to 100..... 4
- 101 to 150..... 5
- 151 to 200..... 6
- 201 and more..... 7
- ?..... 8

- TREND FLASH EB 21. Q7 -

7. What is the total turnover of your company in (OUR COUNTRY) ?

- less than 1 million ECUS (*)..... 1
- between 1 and 2 million ECUS (*)..... 2
- between 2 and 5 million ECUS (*)..... 3
- between 5 and 10 million ECUS (*)..... 4
- between 10 and 50 million ECUS (*)..... 5
- 50 million ECUS and more (*)..... 6
- ?..... 7

- TREND FLASH EB 21. Q8 -

8. To which business sector does your company belong ?
(WRITE OUT THE ANSWER, CODING WILL BE DONE AT THE INSTITUTE)

- Production..... 1
- Banking, Finances, Insurances..... 2
- Business services..... 3
- Wholesale trade..... 4
- ?..... 5

- TREND FLASH EB 21. Q9 -

* Les montants en ECUS de la Q. 7 doivent être convertis en votre MONNAIE NATIONALE.

* The amounts in ECU at Q. 7 have to be converted into your NATIONAL CURRENCY.

9. Quelle est votre position exacte dans l'entreprise ?

- Président..... 1
- Directeur Général..... 2
- Un des responsables de la Direction générale 3
- Autre (PRECISER :)..... 4
-
- ?..... 5

- TREND FLASH EB 21. Q10 -

9. What is exactly your position in the company ?

- Chairman, Chief executive..... 1
- Managing Director, General Manager..... 2
- Senior member of Managing staff..... 3
- Other (WRITE IN :) 4
-
- ? 5

- TREND FLASH EB 21. Q10 -

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