

GREAT BRITAIN

FLASH EUROBAROMETER NO 40 (MANAGERS 9) -

MARCH/APRIL 1995

ENGLISH VERSION

Respondent No.						Job No.						Checked	Clear	LBI
103	104	105	106	107	108	114	115	116	117	118	119			
						7	5	0	2	6	8			

750268.QST

Name: _____ Job Title: _____

Co Name: _____

Address: _____

Tel No: _____ Date: _____

Industry: _____

Interviewer Name: _____ Duration: _____

Authorised by: Philip Owen Date: 31/3/95

Good morning/afternoon my name is I am calling from Taylor Nelson AGB and would like to ask you a small number of questions about the services made available by the European Union as aids to small and medium sized enterprises. May I continue.

- Q1. Amongst the various services made available by the European Union as aids to small and medium sized enterprises which are known to you, even if you only know them by name?

(Open answers)

- Q2. Have you heard of the following services:
(READ OUT EACH SERVICE NOT ALREADY MENTIONED UNDER Q1)

(MULTICODE)

()

EIC, Euro Info Centre

1

Euroguichet Enterprises

2

BC-Net, Business Cooperation Network

3

BRE, Business Cooperation Centres

4

Europartenariat

5

CONTINUE

None of these/Don't know

6

GO TO Q5

ASK Q3 ONLY IF CODE 1, 2, 3, 4 OR 5 AT Q2

Q3. Through which channels did you hear about them, was it.....?

**READ OUT
ROTATE FACTORS
MULTICODE**

()

Advertisements in newspapers	1
Advertisements in magazines	2
Advertisements in trade publications	3
Direct Mail	4
Press articles	5
Professional associations' meeting	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/Don't know	11
No, Don't know	12

ASK Q4 ONLY IF CODE 1, 2, 3, 4 OR 5 AT Q2

Q4. Have you personally or someone in your company made use of any (one or several) of these services (i.e. those mentioned at Q2)?

IF YES

Was it.....?

**READ OUT
MULTICODE**

()

EIC, Euro Info Centre

1

Euroguichet Enterprises

2

BC-Net, Business Cooperation Network

3

BRE, Business Cooperation Centres

4

Europartenariat

5

No Don't know

6

ASK ALL

Q5. Which of the following organisations could practically help your company in the field of commercial relations and the search for partners in other countries?

**READ OUT, ROTATE FACTORS
MULTICODE**

()

The Chambers of Commerce

1

Services made available by the European Union
such as EIC (*), BC-Net, BRE

2

Trade organisations

3

Trade fairs

4

Consultants

5

CODE IF NEEDED BUT DO NOT READ OUT

()

Others (specify) _____

1

Don't know

2

Q6. How many people does your company employ in the United Kingdom?

	CODE	ROUTE
	()	
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	
Don't know	8	

Q7. What is the total turnover of your company in United Kingdom

	()	
Less than 830,000 Pounds Sterling	1	
Between 830,000 + 1.67 Pounds Sterling	2	
Between 1.67 and 4.2 million Pounds Sterling	3	
Between 4.2 and 8.3 million Pounds Sterling	4	
Between 8.3 and 42 million Pounds Sterling	5	
Over 42 million Pounds Sterling	6	
Don't know	8	

Q8. To which business sector does your company belong?

WRITE OUT THE ANSWER, CODING WILL BE DONE AT THE INSTITUTE

	()	
Production	1	
Banking, Finance, Insurance	2	
Business Services	3	
Wholesale trade	4	
Don't know	5	

- Q9. What exactly is your position in the company?
- | | | |
|------------------------------------|-----|--|
| Chairman, Chief executive | () | |
| Managing Director, General Manager | 1 | |
| Senior member of Managing staff | 2 | |
| Other (WRITE IN) _____ | 3 | |
| _____ | 4 | |
| Don't know | 5 | |

I certify that this interview has been carried out in accordance with the Market Research society's Code of Conduct. It was conducted with the person whose name and address appears on the questionnaire, and in accordance with the specification for this survey.

Signed : _____ Int. No. _____

Int. Name : _____ Date : _____