

Flash-EB 10 ..... Apr 1992 ..... ZA 2146

**GREAT BRITAIN**

# GALLUP

## EUROPEAN MANAGERS - WAVE VI

S.1245 - APRIL 1992

PRIVATE AND  
CONFIDENTIAL

| Survey No. | Country | Int. No. | Date (day only) | Length (minutes) | Blank | Region |
|------------|---------|----------|-----------------|------------------|-------|--------|
| 1-3        | 4-5     | 6-8      | 9-10            | 11-12            | 13-15 | 16/17  |

Good morning/afternoon, please may I speak to..... Good morning/afternoon. I am from Gallup Poll and we are currently conducting a survey amongst leading businessmen about the new Single European Market. Please could you spare a few minutes to give us your views?

COLUMNS 18 - 20 BLANK

1. Of the various services made available by the European Community as aids to small and medium sized enterprises, which are you aware of? Please name all of the services that you are aware of, even if you have only heard the name?

(CODE ALL MENTIONS - DO NOT PROMPT)

(121-30)

- |       |                                       |
|-------|---------------------------------------|
| 1     | EIC - Euro Info Centre                |
| 2     | Euroguichet Enterprises               |
| 3     | BC-NET - Business Cooperation Network |
| 4     | BRE - Business Cooperation Centre     |
| 5     | Other (WRITE IN)                      |
| <hr/> |                                       |

- |   |                           |
|---|---------------------------|
| 6 | None/don't know/no answer |
|---|---------------------------|

2. Which of the following services made available to small and medium sized enterprises by the European Community have you heard of? (READ OUT ALL NOT MENTIONED AT Q.1 AND CODE ALL ANSWERS. START AT DIFFERENT POINT FOR EACH CONTACT)

(131-35)

- |   |  |
|---|--|
| 1 | EIC - Euro Info Centre                                   |
| 2 | Euroguichet Enterprises                                  |
| 3 | BC-NET - Business Cooperation Network                    |
| 4 | BRE - Business Cooperation Centre                        |
| 5 | None of these/don't know - DO NOT READ OUT - SKIP TO Q.5 |

**IF CODES 1 - 4 MENTIONED AT Q.1  
OR Q.2**

3. Through which of the following channels have you heard about the services for small and medium sized enterprises? (READ OUT, STARTING AT A RANDOM POINT. CODE ALL MENTIONS)

(136-146)

- |   |   |
|---|---|
| 1 | Newspaper advertisements                              |
| 2 | Magazine advertisements                               |
| 3 | Trade publication advertisements                      |
| 4 | Direct mail   |
| 5 | Articles in the press                                 |
| 6 | Professional association meetings                     |
| 7 | Partners in your company                              |
| 8 | Colleagues or associates in other companies           |
| 9 | Friends and relations                                 |
| 0 | Other channels - DO NOT READ OUT                      |
| X | Don't know/cannot remember/no answer -DO NOT READ OUT |

4. Have you personally, or has someone else in your company made use of any of the following services? (READ OUT AND CODE ALL MENTIONS)

(147-51)

- |   |   |
|---|---|
| 1 | EIC - Euro Info Centre                    |
| 2 | Euroguichet Enterprises                   |
| 3 | BC-NET - Business Cooperation Network     |
| 4 | BRE - Business Cooperation Centre         |
| 5 | None of them/don't know - DO NOT READ OUT |

**ASK ALL**

5. Have you heard of the "European week for business"? IF YES: By which of the following channels have you heard of the "European Week for Business?" (READ OUT EACH OPTION STARTING FROM A DIFFERENT POINT FOR EACH CONTACT - CODE ALL MENTIONS)

(152-64)

- 1 Newspaper advertisements
- 2 Magazine advertisements
- 3 Trade publication advertisements
- 4 Direct mail
- 5 Articles in the press
- 6 Direct contact with EIC or a BC-NET
- 7 Professional association meetings
- 8 Partners in your company
- 9 Colleagues or associates in other companies
- 0 Friends and relations
- X Other channels - DO NOT READ OUT
- V Don't know/cannot remember/no answer -DO NOT READ OUT

6. Which of the following organisations do you feel can give practical help to your company in the areas of commercial relations and your search for partners in other countries? (READ OUT EACH OPTION STARTING AT A DIFFERENT POINT FOR EACH CONTACT - CODE ALL MENTIONS)

(165-71)

- 1 The Chambers of Commerce
- 2 European Community services such as EIC, BC-Net, Euroguichet and BRE
- 3 Trade organisations
- 4 Trade fairs
- 5 Consultants
- 6 Other - DO NOT READ OUT
- 7 Don't know - DO NOT READ OUT

7. How many people does you company employ (in the UK), taking into account all its establishments?

(172)

- 1 Less than 10
- 2 10 - 30
- 3 31 - 50
- 4 51 - 100
- 5 101 - 150
- 6 151 - 200
- 7 Over 200
- 8 No answer/don't know - DO NOT READ OUT

8. What is the total turnover of your company (in the UK) taking into account all its establishments?

(173)

- 1 Less than £714,000
- 2 £714,000 - £1.4 million
- 3 Over £1.4 million - £3.6 million
- 4 Over £3.6 million - £7.1 million
- 5 Over £7.1 million - £36 million
- 6 Over £36 million
- 7 No answer/don't know - DO NOT READ OUT

9. To which sector of business activity does your company belong? (WRITE IN AND CODE ONE ONLY)

(174)

- 1 Production
- 2 Banking, Finance, Insurance
- 3 Business services
- 4 Wholesale trade
- 5 No answer/don't know

10. What is your exact position in the company?

(175)

- 1 Chairman/chief executive
  - 2 Managing director, general manager
  - 3 Senior member of general administrative staff
  - 4 Other (WRITE IN)
- 
- 5 No answer/don't know - DO NOT READ OUT

11. REGIONS (To be coded in columns 16 and 17 at beginning of interview)

- 11 Cleveland, Durham
- 12 Cumbria
- 13 Northumberland, Tyne and Wear
  
- 21 Humberside
- 22 North Yorkshire
- 23 South Yorkshire
- 24 West Yorkshire
  
- 31 Derbyshire, Nottinghamshire
- 32 Leicestershire
- 33 Lincolnshire
  
- 40 East Anglia
- 51 Bedfordshire, Hertfordshire
- 52 Berkshire, Buckinghamshire, Oxfordshire
- 53 Surrey, East/West Sussex
- 54 Essex
- 55 Greater London
- 56 Hampshire, Isle of Wight
- 57 Kent
- 61 Avon, Gloucestershire, Wiltshire
- 62 Cornwall
- 63 Dorset, Somerset
- 71 Hereford and Worcester, Warwickshire
- 72 Shropshire
- 73 West Midlands (County)
- 81 Cheshire
- 82 Greater Manchester
- 83 Lancashire
- 84 Merseyside
- 91 Clwyd, Dyfed, Gwynedd, Powys
- 92 Gwent, Mid-S-W Glamorgan
- 01 Borders, Central, Fife Lothian, Tayside
- 02 Dumfries-Galloway, Strathclyde
- 03 Highlands, Islands
- 04 Grampian

**THANK YOU FOR TAKING PART IN THIS SURVEY**

May I have the name and address of your company?

Name: \_\_\_\_\_

Address: \_\_\_\_\_

I hereby attest that this is a true record of an interview conducted with a person who is a stranger to me and within the Code of Conduct, and that this form was completed entirely at the time of interview.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

(c) Social Surveys (Gallup Poll) Limited  
307 Finchley Road, London NW3 6EH

© European Communities  
The Eurobarometer questionnaires are reproduced  
by permission of its publishers,  
the Office for Official Publications of the European Communities,  
2 rue Mercier, L-2985 Luxembourg