

NOP Consumer Market Research
 Judgate House
 245 Blackfriars Road
 London SE1 9UL

Job No.	Card		Ser. No.
(1)-(6)	(7)	(8)	(9)-(12)
431790	0	1	

Issue: 1.
 Date: 24/10/2000
 Job No.: J431790

FLASH 84

COMPANY NAME: _____

D & B REFERENCE NO: _____
 (c DUNS-NO ON SAMPLE RECORD)

NUTS REGION: _____
 (TAKE FROM D&B SAMPLE RECORD)

TEL. NO. _____

SIC CODE: _____
 (TAKE FROM D&B SAMPLE RECORD)

NO. OF EMPLOYEES: _____
 (TAKE FROM D&B SAMPLE RECORD)

RESULT OF CONTACT

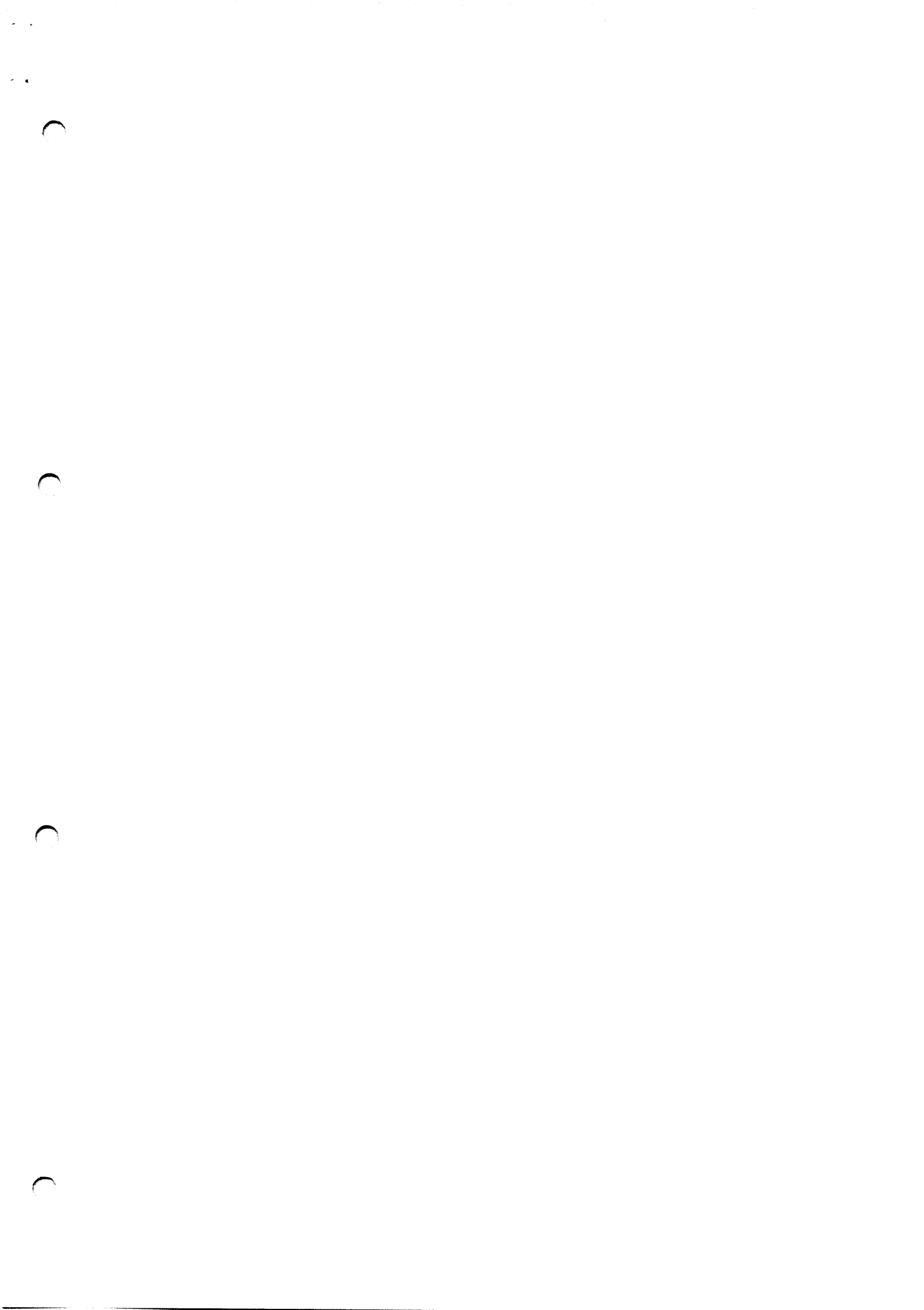
Call No	Inter-viewers ID	Date	Time	Length	Dispos-ition	Comments	Unit s
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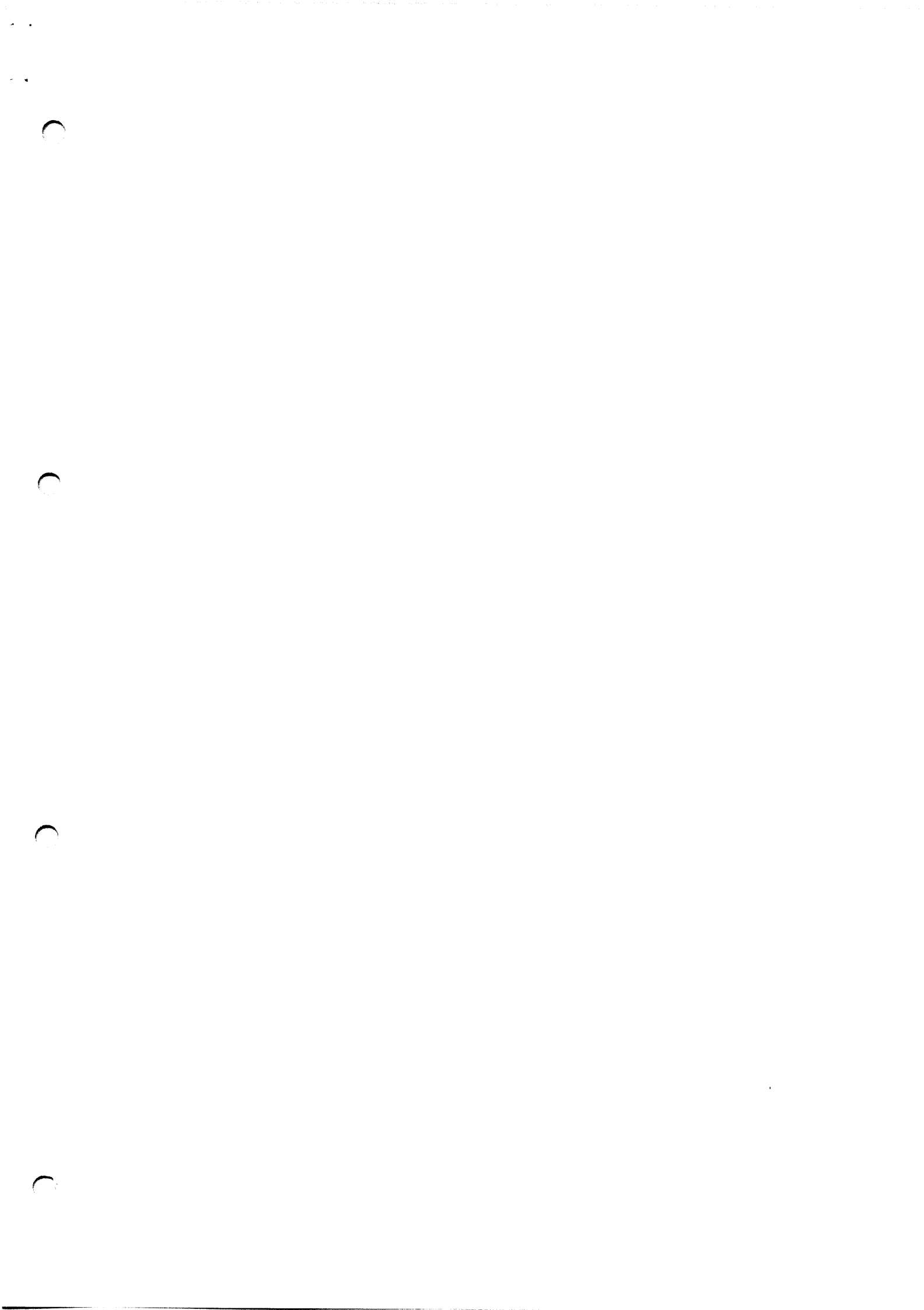
STANDARD DIAL DISPOSITION CODES

NR	- No reply	HHR	- Household/Company refusal
ENG	- Circuit Engaged	RR	- Respondent Refusal
NU	- No. unobtainable (Not a working no.)	ANS	- Answerphone
NNAS	- No. Not applicable to study(home telephone if business no. if consumer study)	REJ	- Reject (Respondent who might be otherwise eligible but is deaf, intoxicated, abusive or unwilling or unable to provide usable information)
LB	- Language barrier	COMP	- Completed interviews (segreated by type)
SRNA	- Selected respondent not available	PART	- Partial (interview terminated by respondent before completion)
CUTS	- Contact unable to speak for H.Hold		
INEL	- H.Hold/Business ineligible for specific reason		

		Code	Route
	<p>INTERVIEWER:</p> <ul style="list-style-type: none"> • IF NAMED CONTACT GIVEN, ASK TO SPEAK TO THAT PERSON • IF NO CONTACT GIVEN, ASK TO SPEAK TO A SENIOR MANAGER <p>Hello, I am ... from NOP Research, an independent market research company. We are carrying out a survey amongst senior managers about their dealings with other countries in the European Union. It will take about 10 minutes - is it convenient to talk to you now?</p>		
	Yes	1	Cont
	No	2	Arrange recall
	Refused	3	Thank & Close
QA1	<p>First of all I would like to check a few details with you. What exactly is your position in the company?</p> <p>RECORD _____</p> <p>_____</p> <p>AND THEN CODE INTO RELEVANT JOB FUNCTION</p> <p>General management/Chairman/Chief Executive Officer/Managing Director/Board Director</p> <p>Manager - most senior person with responsibility for operations in the European Union</p> <p>Other senior member of managing staff responsible for European Union affairs</p> <p>Import/Export Manager</p> <p>Other Senior Manager (not classifiable)</p> <p>Other</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p>	<p>Q.A2</p> <p>Close - Not eligible</p>
QA2	<p>Does your company operate ... READ OUT PRECODES</p> <p>ONE ANSWER ONLY</p> <p>Independently of any link with other companies or holding company</p> <p>As an independent member of a group of companies</p> <p>As an autonomous subsidiary of a parent company</p> <p>As a department of another company</p> <p>(Other (GIVE DETAILS))</p> <p>DK/NA</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p>	<p>QA3</p> <p>Thank & Close</p>

Q.No.		Code	Route
A3	What is the main business activity of the company. Is it ... READ OUT EACH PRECODE MARKED WITH AN ASTERISK. ONE ANSWER ONLY ALLOWED	Agriculture, Mining, Extraction Hotel, restaurant, café Consumer services such as laundry, hairdressing, shoe repairs	NA NA NA Thank & Close
		*Construction or Civil Engineering *Production or manufacturing of goods *Trade and Distribution (wholesale/retail) *Transport of goods, merchandise or people *Financial services(e.g banking, insurance, broking) *Communications	1 2 3 4 5 6 Q.A4
		*Other Business Services (SPECIFY) _____ None of these (SPECIFY BUSINESS) _____	7 Check whether qualifies before continuing
		DK	NA Thank & Close
QA4	How many people does your company regularly employ in Britain? _____ (RECORD NUMBER)		*See Insts
	INTERVIEWER • IF FIGURE GIVEN IS LESS THAN 20 OR DK, THANK AND CLOSE • REST CONTINUE		
Q.A5	Do the activities of your company extend outside Britain and in particular to ... READ OUT PRECODES. MULTI ANSWERS POSSIBLE	The European Union To Europe but outside the European Union To other continents None of these	1 2 3 4 See Insts
		DK/NA	6 Thank & Close
	INTERVIEWER: • IF "EUROPEAN UNION" (CODE "1") NOT USED, THANK & CLOSE - NOT ELIGIBLE • REST CONTINUE TO Q.A6		





		Code	Route																																																			
A 6	In the last two years, what has happened to the total turnover of your company? Has it ... READ OUT PRECODES ONE ANSWER ONLY ALLOWED	Increased substantially 1 Increased 2 Remained unchanged 3 Decreased 4 Decreased substantially 5 DK/NA 6	QA7																																																			
QA7	And what has happened to this company's..... READ OUT EACH ITEM																																																					
a)	market share in Britain? ONE ANSWER ONLY																																																					
b)	export sales within the European Union? ONE ANSWER ONLY																																																					
c)	employment volume? ONE ANSWER ONLY																																																					
d)	capital investment? ONE ANSWER ONLY																																																					
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QA8a	To which European Union countries does your company export goods or services , even if only occasionally? PROBE: Any others? (READ OUT LIST OF COUNTRIES IF REQUESTED) MULTICODING ALLOWED																																																					
QA8b	And in which countries of the European Union is your company established to handle its business locally without any intermediaries? PROBE : Any others? (READ OUT LIST OF COUNTRIES IF REQUESTED) MULTICODING ALLOWED																																																					
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	<ul style="list-style-type: none"> • IF ANSWER IS "NO ESTABLISHMENT IN EUROPEAN UNION COUNTRIES, GO TO Q.B1 • IF ONLY ONE COUNTRY IS CODED, GO TO Q.8C AND SKIP Q. 8D • IF MORE THAN ONE COUNTRY IS CODED, GO TO Q.8D 																																																					

Q.No.		Code	Route																																																																				
QB2	<p>Which of the following situations could your company still face, at least in certain cases or in certain EU countries</p> <p>READ OUT EACH ITEM EXCEPT OTHER. ROTATE ORDER OF ASKING ITEMS a) - o)</p> <table border="1"> <thead> <tr> <th></th> <th>Yes</th> <th>No</th> <th>DK</th> </tr> </thead> <tbody> <tr> <td>a) a ban on selling a product or service that you are already selling in other countries of the European Union?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>b) high additional costs to render your products or services compatible with different national specifications?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>c) unusual testing, certification or approval procedures?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>d) difficulties related to the VAT systems and procedures?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>e) costly financing arrangements for cross-border operations?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>f) restrictions on market access due to the existence of exclusive distribution networks</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>g) market access requires rights or licenses which are already in the hands of your local competitors</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>h) State aids favouring your competitors?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>i) tax systems discriminating against your activities?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>j) discriminatory practices of awarding authorities when you try to enter public procurement markets?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>k) lack of legal security for cross-border operations?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>l) inappropriate legal appeal mechanisms to deal with breaches of contracts outside Britain</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>m) lack of protection against piracy and counterfeiting?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>n) the requirement to establish a branch in a Member State before services can be provided there?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>o) difficulties related to the temporary posting of staff members abroad?</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>p) (other legislative or regulatory obstacles) (SPECIFY: ..)</td> <td>1</td> <td>2</td> <td>3</td> </tr> </tbody> </table>		Yes	No	DK	a) a ban on selling a product or service that you are already selling in other countries of the European Union?	1	2	3	b) high additional costs to render your products or services compatible with different national specifications?	1	2	3	c) unusual testing, certification or approval procedures?	1	2	3	d) difficulties related to the VAT systems and procedures?	1	2	3	e) costly financing arrangements for cross-border operations?	1	2	3	f) restrictions on market access due to the existence of exclusive distribution networks	1	2	3	g) market access requires rights or licenses which are already in the hands of your local competitors	1	2	3	h) State aids favouring your competitors?	1	2	3	i) tax systems discriminating against your activities?	1	2	3	j) discriminatory practices of awarding authorities when you try to enter public procurement markets?	1	2	3	k) lack of legal security for cross-border operations?	1	2	3	l) inappropriate legal appeal mechanisms to deal with breaches of contracts outside Britain	1	2	3	m) lack of protection against piracy and counterfeiting?	1	2	3	n) the requirement to establish a branch in a Member State before services can be provided there?	1	2	3	o) difficulties related to the temporary posting of staff members abroad?	1	2	3	p) (other legislative or regulatory obstacles) (SPECIFY: ..)	1	2	3		QB3
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QB3	<p>I would now like to ask a broader question regarding the Internal Market of the European Union taking into account all its aspects, both positive and negative, its framework of rules and practices and the operating conditions it offers to companies like yours.</p>																																																																						
QB3a	<p>From your company's point of view, how would you rate the current functioning of the Internal European Market, on a scale of 1 to 10 where "1" the minimum rating means "off putting and under-performing" and 10, the maximum rating means "open and well-functioning". Scores in between these extremes allow you to moderate your opinion.</p> <table border="1"> <thead> <tr> <th>Score</th> <th></th> </tr> </thead> <tbody> <tr> <td>10</td> <td>10</td> </tr> <tr> <td>9</td> <td>09</td> </tr> <tr> <td>8</td> <td>08</td> </tr> <tr> <td>7</td> <td>07</td> </tr> <tr> <td>6</td> <td>06</td> </tr> <tr> <td>5</td> <td>05</td> </tr> <tr> <td>4</td> <td>04</td> </tr> <tr> <td>3</td> <td>03</td> </tr> <tr> <td>2</td> <td>02</td> </tr> <tr> <td>1</td> <td>01</td> </tr> <tr> <td>(DK/NA)</td> <td>99</td> </tr> </tbody> </table>	Score		10	10	9	09	8	08	7	07	6	06	5	05	4	04	3	03	2	02	1	01	(DK/NA)	99		QB3b																																												
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Q.No.		Code	Route
B3b	<p>In the knowledge that <u>today</u> you would give a rating of ... (ANSWER AT Q.B3a) out of 10 for how the internal European Market functions, what would have been your rating <u>two years' ago</u>, using the same scale (READ OUT RATING DESCRIPTIONS IF REQUESTED)</p> <p style="text-align: right;">Score</p> <p style="text-align: right;">10</p> <p style="text-align: right;">9</p> <p style="text-align: right;">8</p> <p style="text-align: right;">7</p> <p style="text-align: right;">6</p> <p style="text-align: right;">5</p> <p style="text-align: right;">4</p> <p style="text-align: right;">3</p> <p style="text-align: right;">2</p> <p style="text-align: right;">1</p> <p style="text-align: right;">(DK/NA)</p>	<p>10</p> <p>09</p> <p>08</p> <p>07</p> <p>06</p> <p>05</p> <p>04</p> <p>03</p> <p>02</p> <p>01</p> <p>99</p>	<p>QB4</p>
QB4	<p>I am now going to ask you to consider separately four characteristics close to the 'ideal' definition of a market for products and services. Let us imagine a market ...</p> <p>READ OUT</p> <ul style="list-style-type: none"> • where you can sell and buy products and services without hindrance • where competition is free and fair • where the legal framework favours commercial activities of companies • and where the rules are applied in an efficient and impartial way <p>For each of these four ideals, I am going to ask you where the Internal European Market is currently positioned from your company's point of view, using the same scale from 1 to 10.</p>		
QB4a	<p>First of all how would you rate the Internal European Market where 10, the maximum rating, means "a market where you can sell and buy products and services without hindrance" and 1, the minimum rating, means the opposite?</p> <p style="text-align: right;">Score</p> <p style="text-align: right;">10</p> <p style="text-align: right;">9</p> <p style="text-align: right;">8</p> <p style="text-align: right;">7</p> <p style="text-align: right;">6</p> <p style="text-align: right;">5</p> <p style="text-align: right;">4</p> <p style="text-align: right;">3</p> <p style="text-align: right;">2</p> <p style="text-align: right;">1</p> <p style="text-align: right;">(DK/NA)</p>	<p>10</p> <p>09</p> <p>08</p> <p>07</p> <p>06</p> <p>05</p> <p>04</p> <p>03</p> <p>02</p> <p>01</p> <p>99</p>	<p>QB4b</p>

		Code	Route
QB4b	And how would you rate the Internal European market where 10 means "a market where competition is free and fair" and 1 means the opposite?		
	Score		
	10	10	
	9	09	
	8	08	
	7	07	
	6	06	
	5	05	
	4	04	
	3	03	
	2	02	QB4c
	1	01	
	(DK/NA)	99	
QB4c	And how would you rate the Internal European Market where 10 means "a market where the legal framework favours the commercial activities of companies" and 1 means the opposite?		
	Score		
	10	10	
	9	09	
	8	08	
	7	07	
	6	06	
	5	05	
	4	04	
	3	03	
	2	02	QB4d
	1	01	
	(DK/NA)	99	
QB4d	And finally, how would you rate the Internal European Market where 10 means "a market where the rules are applied in an efficient and impartial way" and 1 means the opposite?		
	Score		
	10	10	
	9	09	
	8	08	
	7	07	
	6	06	
	5	05	
	4	04	
	3	03	
	2	02	QB5
	1	01	
	(DK/NA)	99	

Q.No.		Code	Route
B5	<p>I am now going to put to you some objectives that the European Commission and the governments of member states could pursue in their actions and I would like you to identify the ones that would be important from the point of view of your company. In your opinion, in order to improve the Internal European Market, is it important to ... READ OUT EACH ITEM ROTATING ORDER OF ASKING ITEMS a) - q). CODE ALL THAT APPLY</p>		
a)	develop the efficiency of European financial markets	1	
b)	stimulate the mobility of workers	1	
c)	stimulate and monitor competition between all companies	1	
d)	modernise distribution networks and marketing methods	1	
e)	develop creativity and industrial and commercial innovation	1	
f)	reinforce intellectual property rights	1	
g)	improve transport and cross-border logistics	1	
h)	improve electronic communication networks	1	
	standardise regulations in all Member States	1	
j)	reinforce market surveillance	1	
k)	ensure openness and transparency of public procurement markets	1	
l)	simplify administrative procedures imposed on companies	1	
m)	develop European Standards for products and services	1	
n)	remove technical barriers to the free circulation of products	1	
o)	remove national obstacles to the free provision of services	1	
p)	remove fiscal barriers to trade	1	
q)	develop co-operation and trade with the rest of the world	1	
r)	Other (SPECIFY) _____	1	QB6a
QB6a	From your company's point of view, has the establishment of the Internal Market been until now ... READ OUT		
	Very favourable	1	
	Favourable	2	
	Neither favourable/unfavourable	3	
	Unfavourable.....	4	
	Very unfavourable	5	
	(DK/NA)	6	QB6b
QB6b	In future, do you think that the consolidation of the internal market of the 15 EU Member States will, from your company's point of view, be ... READ OUT		
	Very favourable	1	
	Favourable	2	
	Neither favourable/unfavourable	3	
	Unfavourable.....	4	
	Very unfavourable	5	
	(DK/NA)	6	QB7

		Code	Route
QB7	Turning now to another topic, do you think that the increased use of electronic commerce will influence your trading activities in the other Member States in a READ OUT	Very positive way Positive way Negative way Very negative way..... OR will have no influence at all (DK/NA)	1 2 3 4 5 6 QC1
Q.C	To conclude, I would like to ask you about the enlargement of the Internal European Market to countries that are candidates for joining the European Union. IF NECESSARY READ OUT LIST OF CANDIDATES COUNTRIES		
QC1	Amongst the candidate countries, with which of them does your company a) currently have commercial relations, even on an occasional basis, and b) have already attracted your attention for starting businesses in or expanding your activities to in the future? PROBE: Which others?		
		Currently has commercial relations with	Already attracted attention for the future
a)	Bulgaria	() 1	2
b)	Cyprus	() 1	2
c)	Czech Republic	() 1	2
d)	Estonia	() 1	2
e)	Hungary	() 1	2
f)	Latvia	() 1	2
g)	Lithuania	() 1	2
h)	Malta	() 1	2
i)	Poland	() 1	2
j)	Romania	() 1	2
k)	Slovakia	() 1	2
l)	Slovenia	(0) 1	2
m)	Turkey	() 1	2
n)	(NONE OF THEM)		0
o)	(DK/NA)		9
	INTERVIEWER: • IF NONE OF COUNTRIES IS CODED 1 OR 2, GO TO Q.C3 • REST ASK Q.C2 OF EACH COUNTRY CODED 1 OR 2		*See Insts

					Code	Route
QC2	<p>One of the conditions for these countries to join the European Union is the compatibility of rules and of the functioning of their markets with our internal European Market. In view of enlargement, would you say that compared to two years ago, the rules and functioning of the market ... (READ OUT FIRST COUNTRY CODED 1 OR 2 AT Q.C1) have improved, have changed slightly or have deteriorated.</p> <p>• NOW REPEAT FOR ALL OTHER COUNTRIES CODED AT Q.C1.</p>					
			Have improved	Have changed slightly	Have deteriorated	(DK/NA)
a)	Bulgaria	()	1	2	3	4
b)	Cyprus	()	1	2	3	4
c)	Czech Republic	()	1	2	3	4
d)	Estonia	()	1	2	3	4
e)	Hungary	()	1	2	3	4
f)	Latvia	()	1	2	3	4
g)	Lithuania	()	1	2	3	4
h)	Malta	()	1	2	3	4
i)	Poland	()	1	2	3	4
j)	Romania	()	1	2	3	4
k)	Slovakia	()	1	2	3	4
l)	Slovenia	()	1	2	3	4
m)	Turkey	()	1	2	3	4
						QC3
Q.C3	<p>Before these countries can join the European Union, in your opinion which out of the following would be the main obstacles to overcome? READ OUT EACH ITEM, ROTATING ORDER OF ASKING ITEMS a) - n). MULTICODING ALLOWED.</p>					
a)	interventionism in their markets, for example price controls and obstacles to the start up of economic activities				1	
b)	the attitude of the authorities towards foreign companies and their discriminatory practices				1	
c)	administrative and judicial capacities which are inadequate to meet the needs of companies				1	
d)	the bureaucracy they impose on cross-border activities				1	
e)	their incomplete legislative framework compared to that of the Internal European Market				1	
f)	the absence of the application of legislation				1	
g)	insufficient restructuring and privatisation of State companies				1	
h)	restrictions on foreign investments				1	
i)	the infrastructure for communications, energy and transport				1	
j)	differences in standards and certification procedures compared to those applied within the European Union				1	
k)	tariff barriers to trade				1	
l)	the lack of available information on their markets				1	
m)	the development, functioning and reliability of financial markets				1	
n)	restrictions on the movement of capital				1	
o)	Others (SPECIFY)				1	QC4

Q.No.		Code	Route
QC4	If the European Union was enlarged to include those candidate countries that are in a position to join, do you think that the enlarged Internal Market would, from your company's point of view, be ... READ OUT PRECODES Very favourable..... Favourable..... Neither favourable/unfavourable Unfavourable..... Very unfavourable..... (DK/NA)	1 2 3 4 5 6	*See Insts
	INTERVIEWER RECORD • RESPONDENT NAME • REGION BASED IN		