

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

Job No.	Card		Ser. No.
(1)-(6)	(7)	(8)	(9)-(12)
43	0	1	

Issue: 1.
 Date: 10/10/01
 Job No.: J43

FLASH 106
(INTERNAL MARKET)

SAMPLE DETAILS:

Company Name: _____

Tel. No. _____

CLASSIFICATION DETAILS (to be taken from Sample Record)

D&B Ref. No.: _____

NUTS Region: _____

SIC Code: _____

No. of Employees: _____

RESULT OF CONTACT

Call No	Inter-viewers ID	Date	Time	Length	Dispos-ition	Comments	Unit s
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							

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 (segregated 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			

Q.No.		Code	Route
	<p>INTERVIEWER</p> <p>• ASK TO SPEAK TO A SENIOR MANAGER / DIRECTOR (EXAMPLES: MANAGING DIRECTOR / SALES DIRECTOR / COMMERCIAL DIRECTOR / EXPORT DIRECTOR / GENERAL MANAGER)</p> <p>INTRODUCTION Hello, my name is ... from NOP Research, an independent market research company. We are carrying out a survey on behalf of the European Commission about trading activities in the European Market. Is it convenient to talk to you now - it will take about 10-15 minutes?</p> <p style="text-align: right;">Yes</p> <hr/> <p style="text-align: right;">Not OK</p> <hr/> <p style="text-align: right;">Refused</p>	<p style="text-align: right;">1</p> <hr/> <p style="text-align: right;">2</p> <hr/> <p style="text-align: right;">3</p>	<p style="text-align: right;">Cont</p> <hr/> <p style="text-align: right;">Arrange recall</p> <hr/> <p style="text-align: right;">Thank & Close</p>
Q.A	<p>Can I check first of all whether you are responsible for / involved in your company's operations in Europe, particularly in relation to exporting goods and services?</p> <p style="text-align: right;">Yes</p> <hr/> <p style="text-align: right;">No</p> <hr/> <p style="text-align: right;">Do not have any operations / dealings with Europe</p>	<p style="text-align: right;">1</p> <hr/> <p style="text-align: right;">2</p> <hr/> <p style="text-align: right;">3</p>	<p style="text-align: right;">Cont</p> <hr/> <p style="text-align: right;">*See Insts</p> <hr/> <p style="text-align: right;">Thank & Close - Not eligible</p>
	<p>INTERVIEWER</p> <p>• ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR EUROPEAN OPERATIONS</p>		
Q.A1	<p>What is your job title and responsibilities in the company?</p> <p>RECORD RESPONSIBILITIES</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>NOW CODE MAIN RESPONSIBILITIES INTO ONE OF THE CATEGORIES BELOW</p> <p style="text-align: right;">General Management</p> <p style="text-align: right;">Sales / marketing management, responsible for operations in Europe</p> <p style="text-align: right;">Import / Export management</p> <p style="text-align: right;">Logistics management</p> <p style="text-align: right;">Other</p>	<p style="text-align: right;">1</p> <hr/> <p style="text-align: right;">2</p> <hr/> <p style="text-align: right;">3</p> <hr/> <p style="text-align: right;">4</p> <hr/> <p style="text-align: right;">5</p>	<p style="text-align: right;">QA2</p> <hr/> <p style="text-align: right;">Thank & Close</p>
QA2	<p>How many people are in regular employment with your company in this Country?</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">(RECORD ACTUAL NUMBER)</p>		<p style="text-align: right;">*See Insts</p>
	<p>INTERVIEWER</p> <p>◆ IF LESS THAN 10 EMPLOYEES OR DK, THANK & CLOSE - NOT ELIGIBLE</p> <p>◆ REST CONTINUE</p>		

Q.No.							Code	Route	
QA3	Apart from the United Kingdom, in how many countries of the European Union does your company regularly sell its products or services?	_____	(RECORD NO.)				None	V	Q.A4 Thank & Close Not eligible
Q.A4	On average, what percentage of your annual turnover is generated from trade with these European Union countries?	_____-%					DK/NA	V	QA5 Thank & Close Not eligible
QA5	In which of the following activities is your company mainly involved? READ OUT PRECODES								
		Construction or civil engineering					1		
		Production / manufacturing of goods					2		
		Trade and distribution (wholesale / retail)					3		
		Transport of goods / services					4		
		Financial services (banking / insurance / broking)					5		
		Business services					6		QB1
		None of these					7		Thank & Close Not eligible
QB	I would like to start by asking you about the laws and regulations in the United Kingdom which impose constraints and obligations on your company. Some of the obligations are not very restrictive or expensive, others involve significant expenditure and effort.								
QB1	I am going to read out a number of regulatory areas and, for each one, I would like to know whether the requirements they impose on your company involve expenditure and obligations that are - READ OUT SCALE - in order to comply with its obligations. So, thinking about the laws and regulations on ... READ OUT FIRST ITEM - ROTATING ORDER - do they involve expenditure and obligations which are ... READ OUT SCALE . ONE ANSWER ONLY ◆ NOW REPEAT FOR ALL OTHER ITEMS, RECORDING ONE ANSWER FOR EACH								
			Very Important	Important	Normal	Not Important	Not important at all	(DK/NA)	(Not applicable/ Not involved in this area)
a)	employment and working conditions	1	2	3	4	5	6	7	
b)	environment	1	2	3	4	5	6	7	
c)	product conformity, certification and approval	1	2	3	4	5	6	7	
d)	consumer protection	1	2	3	4	5	6	7	
e)	the payment and refunding of VAT	1	2	3	4	5	6	7	
f)	procedures regarding all other taxes	1	2	3	4	5	6	7	
g)	access to public procurement contracts	1	2	3	4	5	6	7	
h)	intellectual property rights	1	2	3	4	5	6	7	
i)	competition	1	2	3	4	5	6	7	QB2

Q.No.		Code	Route	
QB2	<p>Some of the constraints and obligations imposed by all this legislation may seem to you to be badly designed and involve unnecessary expenditure. What proportion of your total compliance costs do you feel is made up of this unnecessary expenditure? _____%</p> <p>(RECORD ACTUAL FIGURE)</p> <p>INTERVIEWER : IF RESPONDENT DOES NOT HAVE PRECISE FIGURE, PROBE FOR AN ESTIMATE, HOWEVER APPROXIMATE</p>	None DK	000 999	QB3
Q.B3	<p>Which regulatory area's constraints and obligations are the most costly for your company?</p> <p>INTERVIEWER: IF NECESSARY READ OUT AREAS CODED 1 OR 2 AT Q.B1. IF RESPONDENT GIVES AN 'OTHER' ANSWER, RECORD VERBATIM ANSWER</p>	<p>Employment and working conditions 1</p> <p>Environment 2</p> <p>Product conformity, certification & approval 3</p> <p>Consumer protection 4</p> <p>The payment and refunding of VAT 5</p> <p>Procedures regarding all other taxes 6</p> <p>Access to public procurement contracts 7</p> <p>Intellectual property rights 8</p> <p>Competition 9</p> <p>Other (SPECIFY) 10</p> <hr/> <p>(DK/NA/None) 11</p>		QB4 QC1
QB4	<p>What proportion of your total compliance costs is represented by the cost of complying with laws and regulations to do with ... (ANSWER AT Q.B3)? _____%</p> <p>INTERVIEWER: IF RESPONDENT DOES NOT KNOW EXACT FIGURE, PROBE FOR AN ESTIMATE</p>	DK	999	QB5

Q.No.		Code	Route																																																																		
QB5	<p>I am going to read out some opinions regarding the laws and regulations concerning ... (ANSWER TO Q.B3) and I would like to know the extent to which you agree with each one, using the following scale... READ OUT. First of all, to what extent do you agree that the laws and regulations concerning ... (ANSWER AT Q.B3) are ... READ OUT FIRST ITEM - ROTATE ORDER . ONE ANSWER ONLY</p> <p>◆ NOW REPEAT FOR ALL OTHER ITEMS</p> <table border="1" data-bbox="215 369 1332 996"> <thead> <tr> <th></th> <th>Strongly agree</th> <th>Agree</th> <th>Disagree</th> <th>Disagree strongly</th> <th>(DK/NA)</th> </tr> </thead> <tbody> <tr> <td>a) too complicated and difficult to understand</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>b) too detailed</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>c) almost impossible to comply with</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>d) contradictory with other legislation</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>e) applied too strictly</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>f) not well known and difficult to find information on</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>g) changed too often</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>h) not adapted to the developments in your sector</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>i) applied in a discriminatory way</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>j) do not meet the set objectives</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table>		Strongly agree	Agree	Disagree	Disagree strongly	(DK/NA)	a) too complicated and difficult to understand	1	2	3	4	5	b) too detailed	1	2	3	4	5	c) almost impossible to comply with	1	2	3	4	5	d) contradictory with other legislation	1	2	3	4	5	e) applied too strictly	1	2	3	4	5	f) not well known and difficult to find information on	1	2	3	4	5	g) changed too often	1	2	3	4	5	h) not adapted to the developments in your sector	1	2	3	4	5	i) applied in a discriminatory way	1	2	3	4	5	j) do not meet the set objectives	1	2	3	4	5		QB6
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QB6	<p>As far as your company is concerned, to what extent, using the following scale ... READ OUT SCALE can it be said that the laws and regulations regarding ... (ANSWER AT Q.B3) have had negative consequences for your company activities in terms of ... READ OUT FIRST ITEM - ROTATE ORDER. Have they had a ... (READ OUT SCALE). ONE ANSWER ONLY.</p> <p>◆ NOW REPEAT FOR ALL OTHER ITEMS, RECORDING ONE ANSWER FOR EACH SCALE</p> <table border="1" data-bbox="215 1243 1332 1601"> <thead> <tr> <th></th> <th>Significant Impact</th> <th>Marginal Impact</th> <th>No impact / consequences</th> <th>(DK/NA)</th> </tr> </thead> <tbody> <tr> <td>a) reducing your turnover</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>b) increasing costs unnecessarily</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>c) distorting competition</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>d) restricting your growth potential</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>e) discouraging your innovative efforts</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>f) requiring non-productive investments</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </tbody> </table>		Significant Impact	Marginal Impact	No impact / consequences	(DK/NA)	a) reducing your turnover	1	2	3	4	b) increasing costs unnecessarily	1	2	3	4	c) distorting competition	1	2	3	4	d) restricting your growth potential	1	2	3	4	e) discouraging your innovative efforts	1	2	3	4	f) requiring non-productive investments	1	2	3	4		QC1																															
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QC1	<p>I would now like to return to the body of laws and regulations which affect your company and to the government authorities that apply them. In your opinion, are the laws and regulations that apply to your industry sector ... READ OUT EACH PRECODE. ONE ANSWER ONLY.</p>	<p>Well adapted to market realities and technical advances</p> <p>Relatively well adapted but with some less satisfactory aspects</p> <p>Not well adapted and somewhat out of date</p> <p>Completely out of date</p> <p>(DK/NA)</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	QC2																																																																	

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Q.C2	<p>If all these laws and regulations were better designed, more appropriate and better applied, this could allow you to develop your business and reduce your expenses. Overall, how much could improvements in legislation allow your company to save, each year, as a percentage of your current turnover?</p> <p style="text-align: center;">_____ % (RECORD ACTUAL FIGURE)</p> <p>INTERVIEWER: IF RESPONDENT CANNOT GIVE AN EXACT ANSWER, PROBE FOR AN ESTIMATE</p>	<p>None 000 DK 999</p>	QC3																																				
QC2	<p>I am going to read out a number of statements and I would like you to tell me, for each one, the extent to which you agree with it, using the following scale - READ OUT SCALE. To what extent do you agree that ... READ OUT FIRST STATEMENT - ROTATE ORDER. ONE ANSWER ONLY</p> <p>◆ NOW REPEAT FOR ALL OTHER STATEMENTS.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">Agree Strongly</th> <th style="text-align: center;">Agree</th> <th style="text-align: center;">Disagree</th> <th style="text-align: center;">Disagree strongly</th> <th style="text-align: center;">(DK/NA)</th> </tr> </thead> <tbody> <tr> <td>a) it is easy for you to find the right department or person to help with your questions regarding the application of legislation</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> <td style="text-align: center;">5</td> </tr> <tr> <td>b) your requests for advice and information on the application of legislation are met with in a reasonable time</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> <td style="text-align: center;">5</td> </tr> <tr> <td>c) national government authorities generally show good judgement and a sense of proportion when applying legislation</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> <td style="text-align: center;">5</td> </tr> <tr> <td>d) if you have a problem with exports in the EU, it is easy to get your problem investigated and solved</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> <td style="text-align: center;">5</td> </tr> <tr> <td>e) the laws and regulations affecting your company are being simplified</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> <td style="text-align: center;">5</td> </tr> </tbody> </table>		Agree Strongly	Agree	Disagree	Disagree strongly	(DK/NA)	a) it is easy for you to find the right department or person to help with your questions regarding the application of legislation	1	2	3	4	5	b) your requests for advice and information on the application of legislation are met with in a reasonable time	1	2	3	4	5	c) national government authorities generally show good judgement and a sense of proportion when applying legislation	1	2	3	4	5	d) if you have a problem with exports in the EU, it is easy to get your problem investigated and solved	1	2	3	4	5	e) the laws and regulations affecting your company are being simplified	1	2	3	4	5		QD1
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Q.D1	<p>Now I would like to talk about your trading activities in the European Union. Apart from the United Kingdom, please tell me which are the three most important markets in the European Union for your company, starting with the most important?</p> <p>◆ IF COMPANY HAS LESS THAN THREE MARKETS, RECORD FOR THE NUMBER IT HAS.</p>																																																																																		
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Q.D2	<p>In which of the countries you have just mentioned, that is ... (READ OUT MOST, SECOND MOST AND THIRD MOST IMPORTANT COUNTRIES AT Q. D1), does your company have a permanent establishment (local / subsidiary offices)?</p> <p>MULTI ANSWERS ALLOWED</p>	<p>Belgium 1</p> <p>Denmark 2</p> <p>Germany 3</p> <p>Greece 4</p> <p>Spain 5</p> <p>Finland 6</p> <p>France 7</p> <p>Ireland 8</p> <p>Italy 9</p> <p>Luxembourg 10</p> <p>Netherlands 11</p> <p>Austria 12</p> <p>Portugal 13</p> <p>Sweden 14</p> <p>United Kingdom 15</p> <p>None 16</p>		QD3																																																																															

Q.No.			Code	Route
QD3a	You said that ... (COUNTRY CODED "1" AT Q.D1) is your most important market. Thinking about the requirements and obligations imposed on your exports to this country in particular, would you say that they are ... READ OUT PRECODES. ONE ANSWER ONLY	Very easy for your company to comply with	1	QD3b
		Fairly easy for your company to comply with	2	
		Difficult for your company to comply with	3	
		Very difficult for your company to comply with	4	
		(DK/NA)	5	
QD3b	Thinking now about your second most important market ... (READ OUT COUNTRY CODED "2" AT Q.D1) would you say that the requirements and obligations imposed on your exports to this country in particular are ... READ OUT PRECODES. ONE ANSWER ONLY.	Very easy for your company to comply with	1	QD3c
		Fairly easy for your company to comply with	2	
		Difficult for your company to comply with	3	
		Very difficult for your company to comply with	4	
		(DK/NA)	5	
QD3c	Finally, thinking about your third most important market ... (READ OUT COUNTRY CODED "3" AT Q.D1) , would you say that the requirements and obligations imposed on your exports to this country in particular are ... READ OUT PRECODES. ONE ANSWER ONLY.	Very easy for your company to comply with	1	QD4
		Fairly easy for your company to comply with	2	
		Difficult for your company to comply with	3	
		Very difficult for your company to comply with	4	
		(DK/NA)	5	
QD4	Apart from the European Union, which is your most important export market? (RECORD AND THEN CODE)	United States	1	QD5
		Canada	2	
		South America	3	
		Switzerland	4	
		Norway	5	
		Russia	6	
		Central / Eastern Europe	7	
		Africa	8	
		Japan	9	
		China	10	
		Asia (excl Japan / China)	11	
		(Other (GIVE DETAILS))	12	
		(None/Do not export outside European Union)	13	
		(DK/NA)	14	
			QD6	

Q.No.		Code	Route																																																						
QD5	<p>Generally speaking, when you compare the regulatory problems encountered in ... (ANSWER AT Q.D4) with those you have encountered within the internal European Market, would you say that the internal European Market is ...</p> <p>READ OUT PRECODES - ONE ANSWER ONLY</p>	<p>Much easier for your company than ... (ANSWER AT Q.D4)</p> <p>Easier for your company than ... (ANSWER AT Q.D4)</p> <p>The same for your company as ... (ANSWER AT Q.D4)</p> <p>More difficult for your company than ... (ANSWER AT Q.D4)</p> <p>Much more difficult for your company than... (ANSWER AT Q.D4)</p> <p>(DK/NA)</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p>	QD6																																																					
Q.D6	<p>ASK ALL</p> <p>In recent years, are there countries in the European Union where you have significantly reduced or stopped your sales because the laws and regulations there were too discouraging or unacceptable?</p> <p>DO NOT PROMPT. IF A COUNTRY IS MENTIONED PROBE TO FIND OUT WHETHER HAS, REDUCED SALES OR STOPPED SALES AND CODE APPROPRIATELY. IF NO COUNTRIES MENTIONED, CODE "NONE"</p> <table border="1" data-bbox="212 1010 1102 1912"> <thead> <tr> <th></th> <th data-bbox="794 1010 922 1077"><u>Reduced Sales</u></th> <th data-bbox="986 1010 1102 1077"><u>Stopped Sales</u></th> </tr> </thead> <tbody> <tr><td>a) Belgium</td><td>1</td><td>2</td></tr> <tr><td>b) Denmark</td><td>1</td><td>2</td></tr> <tr><td>c) Germany</td><td>1</td><td>2</td></tr> <tr><td>d) Greece</td><td>1</td><td>2</td></tr> <tr><td>e) Spain</td><td>1</td><td>2</td></tr> <tr><td>f) Finland</td><td>1</td><td>2</td></tr> <tr><td>g) France</td><td>1</td><td>2</td></tr> <tr><td>h) Ireland</td><td>1</td><td>2</td></tr> <tr><td>i) Italy</td><td>1</td><td>2</td></tr> <tr><td>j) Luxembourg</td><td>1</td><td>2</td></tr> <tr><td>k) Netherlands</td><td>1</td><td>2</td></tr> <tr><td>l) Austria</td><td>1</td><td>2</td></tr> <tr><td>m) Portugal</td><td>1</td><td>2</td></tr> <tr><td>n) Sweden</td><td>1</td><td>2</td></tr> <tr><td>o) United Kingdom</td><td>1</td><td>2</td></tr> <tr><td>None</td><td>1</td><td></td></tr> <tr><td>(DK/NA)</td><td>1</td><td></td></tr> </tbody> </table>		<u>Reduced Sales</u>	<u>Stopped Sales</u>	a) Belgium	1	2	b) Denmark	1	2	c) Germany	1	2	d) Greece	1	2	e) Spain	1	2	f) Finland	1	2	g) France	1	2	h) Ireland	1	2	i) Italy	1	2	j) Luxembourg	1	2	k) Netherlands	1	2	l) Austria	1	2	m) Portugal	1	2	n) Sweden	1	2	o) United Kingdom	1	2	None	1		(DK/NA)	1			*See Insts
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INTERVIEWER

- ◆ IF NONE OR DK CODED, GO TO Q.D9
- ◆ REST GO TO Q.D7

Q. D7 Which legal or regulatory area discouraged you the most in ... (READ OUT FIRST COUNTRY MENTIONED AT Q.D6)? IF NECESSARY READ OUT LIST OF LEGAL / REGULATORY AREAS BELOW). IF ANOTHER ANSWER GIVEN, RECORD VERBATIM AS OTHER ANSWER.
 • NOW REPEAT FOR ALL OTHER COUNTRIES MENTIONED AT Q.D6)

	Bel- gium	Den- mark	Ger- many	Greece	Spain	Finland	France	Ireland	Italy	Luxem- bourg	Nether- lands	Austria	Port- ugal	Swede n	UK
Employment & working conditions	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Environment	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Product conformity / certification or approval	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Consumer protection	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Payment and refunding of VAT	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Procedures regarding all other taxes	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Access to public procurement contracts	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Intellectual property rights	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Competition	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
(Other - SPECIFY)	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
(DK/NA)	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11

Q.D8 In which of the following ways did you carry out your trading activities in ... (FIRST COUNTRY CODED AT Q.D6)? Was it by ... READ OUT PRECODES. ONE ANSWER ONLY.

• NOW REPEAT FOR ALL OTHER COUNTRIES MENTIONED AT Q.D6)

	Bel- gium	Den- mark	Ger- many	Greece	Spain	Finland	France	Ireland	Italy	Luxem- bourg	Nether- lands	Austria	Port- ugal	Swede n	UK
Direct export of your goods / services to this country	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Selling your goods / services through a permanent establishment in this country	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Direct export of your goods/services as well as selling through a permanent establishment in this country	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
(DK/NA)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

Q.No.		Code	Route
Q.E1	I would like to close by asking you about your opinions regarding the preparation of laws and regulations that can affect your company. Do you pay attention to legislative and regulatory developments which may have an impact on your company or the industry sector you are in?	Yes No (DK/NA)	1 2 3 QE2 Q.E4
QE2	When legislation is being prepared do you feel that you are able to express your opinion... READ OUT PRECODES • ONE ANSWER ONLY	Often Sometimes Rarely Never (DK/NA)	1 2 3 4 5 QE3
QE3	During this preparatory work, how would you wish to be consulted or express your opinion? Would it be ... READ OUT PRECODES • ONE ANSWER ONLY	Directly, for example by replying to a questionnaire defining the impact on your company Indirectly via your professional organisations OR Would you not be interested in participating (DK/NA)	1 2 3 4 QE4
QE4	ASK ALL To ensure that a market operates properly, some prefer the adoption of voluntary codes of conduct whilst others prefer that legislation is imposed on everyone. In regards the industry you are in, which of the following opinions do you agree with most ... READ OUT PRECODES (EXCEPT CODES 5/6) • ONE ANSWER ONLY	A voluntary code of conduct is always more effective A voluntary code of conduct is often more effective Legislation is often more effective Legislation is always more effective (Both are equally effective / depends) (DK/NA)	1 2 3 4 5 6 QE5

Q.No.		Code	Route
QE5	Thank you very much for your help today. Before I close could I just check in which of the following regions your company is based...	1	Scotland
		2	North / Tyne Tees
		3	Lancashire / North West
		4	Yorkshire / Humberside
		5	East Midlands
		6	West Midlands
		7	Eastern (East Anglia, Essex)
		8	London / South East
		9	South West
		10	Wales