

FLASH EUROBAROMETER NO: 122 (MANAGERS 32 – “SMEs and the Euro” WAVE 7)
© Irish Marketing Surveys: January 2002

080s2

Qaire Number

Ireland	08 (1-2)
---------	-------------

--	--	--	--

(3-7)

*Good morning/afternoon. I am from Irish Marketing Surveys Limited.
 We are carrying out a survey on behalf of the European Commission and I would be grateful for your help
 in answering some questions. Do you have about 5 minutes to answer some questions?*

- A. What exactly is your position in the company?

[SPECIFY:.....]

[IF CORRESPONDS TO ONE OF THE THREE CASES BELOW: CODE AND CONTINUE]

[IN ALL OTHER CASES → STOP INTERVIEW]

- General management: Chairman, Managing Director, Owner, Boss 1 (20)
- Administration Director, company's highest responsible person for administration 2
- Financial Director 3

- B. How many people does your company employ equivalent full time in Ireland?

- [---] people (21-23)
- **250 and more** → [STOP INTERVIEW]
- (DK/NA) → [STOP INTERVIEW]

- C. To which industrial sector does your company principally belong?

- Extractive activity or Primary Production (including Energy Production) (BUT except Agriculture) 1 (24)
- Construction (or Public Works) 2
- Manufacturing (secondary sector) 3
- Distribution (wholesale, retail) 4
- Banking, Finances, Insurances 5
- Transport 6
- Business Services 7
- [Other] (SPECIFY:) 8
- **AGRICULTURE** [STOP INT]
- [DK/NA] [STOP INT]

- D. What is the annual turnover of your company in Ireland?

- less than €100,000 1 (25-26)
- €100,000 to €250,000 2
- €250,000 to €500,000 3
- €500,000 to €1,000,000 4
- €1,000,000 to €1,500,000 5
- €1,500,000 to €2,000,000 6
- €2,000,000 to €2,500,000 7
- €2,500,000 to €5,000,000 8
- more than €5,000,000 9
- (DK/NA) 10

FLASH EUROBAROMETER NO: 122 (MANAGERS 32 – “SMEs and the Euro” WAVE 7)
© Irish Marketing Surveys: January 2002

1A. On 1st January, did your company change over to the euro when it comes to...?

- Yes 1
- No 2
- (Partially, in the process of) 3
- (DK/NA) 4

[READ OUT - ONE ANSWER ONLY FOR EACH ITEM]

- a) its accounting 1 2 3 4 (27)
- b) its prices 1 2 3 4 (28)
- c) its invoices 1 2 3 4 (29)
- d) its computer systems 1 2 3 4 (30)

[IF CODE 2 OR 3 TO AT LEAST 1 OF THE ITEMS – GO TO QUESTION 1B]

[IF CODE 2 OR 4 TO ITEM b – SKIP QUESTION 2]

[ASK Q1B ONLY IF 2 OR 3 FOR Q1Aa, Q1Ab, Q1Ac, Q1Ad]

1B. At what time did or will your company change over totally to the euro when it comes to...?

- In the course of January 1
- In the course of February 2
- Later 3
- (DK/NA) 4

[READ OUT - ONE ANSWER ONLY FOR EACH ITEM]

- a) its accounting 1 2 3 4 (31)
- b) its prices 1 2 3 4 (32)
- c) its invoices 1 2 3 4 (33)
- d) its computer systems 1 2 3 4 (34)

[TO ALL EXCEPT IF CODES 2 OR 4 IN Q1Ab]

2. How did you proceed for the conversion of your prices?

[READ OUT- ONE ANSWER ONLY]

- converted directly 1 (35)
- a couple of cents upwards 2
- one euro or more upwards 3
- a couple of cents downwards 4
- one euro or more downwards 5
- some prices upwards, some prices downwards 6
- (DK/NA) 7

[TO ALL]

3A. Did you receive, after 1st January 2002, some documents (price lists, invoices...) that did not mention values in euro?

- yes 1 (36)
- no 2
- (DK/NA) 3

FLASH EUROBAROMETER NO: 122 (MANAGERS 32 – “SMEs and the Euro” WAVE 7)
© Irish Marketing Surveys: January 2002

3B. If yes, would it be?

[READ OUT – SEVERAL POSSIBLE ANSWERS]

- | | |
|------------------------------|--------|
| a) invoices | 1 (37) |
| b) commercial offers | 1 (38) |
| c) payments | 1 (39) |
| d) fiscal documents | 1 (40) |
| e) social documents..... | 1 (41) |
| f) others (SPECIFY:..) | 1 (42) |

3C. Did they come from?

[READ OUT – SEVERAL POSSIBLE ANSWERS]

- | | |
|--|--------|
| a) suppliers | 1 (43) |
| b) clients | 1 (44) |
| c) national administration | 1 (45) |
| d) local administration | 1 (46) |
| e) social security organisations | 1 (47) |
| f) others sources (SPECIFY:..) | 1 (48) |
| g) (DK/NA) | 1 (49) |

4A. Did you encounter practical difficulties when changing over to the euro?

- | | |
|-----------------|--------|
| - yes | 1 (50) |
| - no..... | 2 |
| - (DK/NA) | 3 |

4B. If yes, were they?

[READ OUT – SEVERAL POSSIBLE ANSWERS]

- | | |
|--|--------|
| a) IT-problems (e.g.: badly adapted softwares...) | 1 (51) |
| b) problems of price-fixing and price display (e.g. conversion mistakes) | 1 (52) |
| c) bank problems (e.g.: rejected transactions in national currency) | 1 (53) |
| d) invoicing problems (e.g.: problems invoicing in euro) | 1 (54) |
| e) negative reactions from your clients or partners | 1 (55) |
| f) others (SPECIFY :....) | 1 (56) |

5. On the whole, do you consider that the changeover to the euro in your company has been?
[READ OUT- ONE ANSWER ONLY]

- | | |
|--|--------|
| - much easier than planned..... | 1 (57) |
| - easier than planned..... | 2 |
| - as planned..... | 3 |
| - more difficult than planned..... | 4 |
| - much more difficult than planned | 5 |
| - (DK/NA) | 6 |

FLASH EUROBAROMETER NO: 122 (MANAGERS 32 – “SMEs and the Euro” WAVE 7)
© Irish Marketing Surveys: January 2002

6. Who helped you most preparing the changeover to the euro?

[READ-OUT – SEVERAL POSSIBLE ANSWERS]

- | | |
|--|--------|
| a. Banks | 1 (58) |
| b. Accountants or management centers | 1 (59) |
| c. Chambers of Commerce, craft chamber | 1 (60) |
| d. The local authorities | 1 (61) |
| e. The State | 1 (62) |
| f. The European Institutions: Euro Info Centers and other organisations or institutions of European nature | 1 (63) |
| g. Others (SPECIFY:....) | 1 (64) |
| h. (DK/NA)..... | 1 (65) |

7. Do you think that the changeover to the euro will have, on your company's development?

[READ OUT – ONE ANSWER ONLY]

- | | |
|----------------------------------|--------|
| - a very positive impact | 1 (66) |
| - a rather positive impact..... | 2 |
| - no impact..... | 3 |
| - a rather negative impact | 4 |
| - a very negative impact | 5 |
| - (DK/NA) | 6 |