

ZA3685

Flash Eurobarometer 130

(EOS Managers 35: The Internal Market)

Questionnaire

Ireland

Flash Eurobarometer No 130 (MANAGERS 35 “Internal Market”)

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Good morning/afternoon. I am from Millward Brown IMS Limited. We are conducting a survey on behalf of the European Commission. Our objective is to assess senior managers' opinion on the European Union Single Market.

The Single Market formally started 10 years ago and various economic reforms have been introduced to make it easier to do business in the European Union.

We would like to have your opinion on the differences in the general business environment over the last 10 years.

A1. What exactly is your title and your responsibility in the company?

[SPECIFY]

.....

[THEN CODE THE MAIN RESPONSIBILITIES BELOW – ONE CODE ONLY]

- General management 1
- Sales, Marketing Management, responsible for operations in Europe 2
- Import/Export Management..... 3
- Logistics Management 4
- [Other][STOP INTERVIEW – INTERVIEW NOT VALID]

A2. How many people are in regular employment within your company in the Republic of Ireland?

N= [] [] [] [] [] []

[IF 0 PEOPLE EMPLOYED → STOP INTERVIEW – INTERVIEW NOT VALID]

[IF DK/NA → STOP INTERVIEW- INTERVIEW NOT VALID]

A3. Apart from Ireland, in how many countries of the European Union do you regularly sell products or services?

N = [] []

[IF NONE: → CODE 98 AND GO TO A5]

[IF DK/NA: → STOP INTERVIEW – INTERVIEW NOT VALID]

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A4. On average, about what percentage of your turnover do you generate from sales with these European Union countries?

[] [] [] [] %

[IF DK/NA: ---> INSIST ON GETTING AN ANSWER AND CODE 999 ONLY AFTER INSISTING]

A5. Is your company mainly involved in....?

[READ OUT - ONLY ONE ANSWER]

- construction or civil engineering 1
- production and manufacturing of goods 2
- trade and distribution (wholesale or retail) 3
- transport (of goods or people) 4
- financial services (banking, insurance, brokerage)..... 5
- business services 6
- (none of those cases) [SPECIFY... CHECK EXCLUSIONS!!]..... 7

[-Agriculture, mining, extractive industry → STOP INTERVIEW INTERVIEW NOT VALID]

[- Hotels/restaurants/cafes → STOP INTERVIEW - INTERVIEW NOT VALID]

[- Personal services → STOP INTERVIEW - INTERVIEW NOT VALID]

[- DK/NA → STOP INTERVIEW - INTERVIEW NOT VALID]

A6. When was your company established...?

[READ OUT - ONLY ONE ANSWER]

- a) more than 10 years ago 1
- b) between 6 and 10 years ago 2
- c) between 2 and 5 years ago 3
- d) Less than 2 years ago 4
- e) [DK/NA]..... 5

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Q. 1 I would like to know whether the following Single Market measures developed over the last 10 years, have had an impact on your firm's activities:

- Positive impact 1
- No impact 2
- Negative impact 3
- [not concerned]..... 4
- [DK/NA] 5

[READ OUT – ROTATION]

- a) European product standards 1 2 3 4 5
- b) European labelling and packaging rules 1 2 3 4 5
- c) European public procurement rules 1 2 3 4 5
- d) The elimination of customs documentation..... 1 2 3 4 5
- e) Abolition of border controls..... 1 2 3 4 5
- f) VAT procedures for sales within the EU 1 2 3 4 5
- g) The liberalisation of capital movements 1 2 3 4 5
- h) Rules for establishing a business in other EU countries..... 1 2 3 4 5

Q. 2 Has your company in Ireland recruited staff that have moved to Ireland from another Member State?

[READ OUT - ONLY ONE ANSWER]

- Yes 1
- No 2
- [DK/NA]..... 3

[IF YES: → SKIP Q3 AND GO TO Q4]

[IF NO: → GO TO Q3]

[IF DK/NA: → GO TO Q4]

Q. 3 What are the two main reasons for which your company has not recruited any staff from another Member State?

[ROTATION]

[READ OUT- TWO ANSWERS EXPECTED]

- Administrative difficulties related to social security rights 1
- Difficulties with pension provision including portability 1
- Candidates poor language skills 1
- Difficulties in assessing professional experience or qualifications 1
- Candidates reluctance to move because of family considerations..... 1
- Lack of information about how to find and recruit staff in other Member States . 1
- Wage differentials and financial incentives..... 1
- (sufficient local or national employment market)..... 1
- (Other – specify) 1
- [DK/NA] 1

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Q. 4 For each of the following aspects of your firm’s operations, has the European Union Single Market contributed to an increase or a decrease for each of them (either directly or indirectly)?

- Increase 1
- No change 2
- Decrease 3
- [DK/NA] 4

[ROTATION]

[READ OUT - ONE ANSWER PER ITEM]

- a) Sales in your country 1 2 3 4
- b) Sales to other EU countries..... 1 2 3 4
- c) Sales to non-EU countries 1 2 3 4
- d) Productivity..... 1 2 3 4
- e) Profitability 1 2 3 4
- f) Employment 1 2 3 4

Q. 5 For each of the following areas, how important has the influence of the EU Single Market been for your company’s strategy?

- Very important..... 1
- Rather important..... 2
- Rather unimportant..... 3
- Not important at all..... 4
- [not relevant-not concerned]..... 5
- [DK/NA]..... 6

[ROTATION]

[READ OUT - ONE ANSWER PER ITEM]

- a) Pricing of your products and services 1 2 3 4 5 6
- b) Purchasing from other European Union countries..... 1 2 3 4 5 6
- c) Selling directly to other EU countries 1 2 3 4 5 6
- d) Distribution in other EU countries 1 2 3 4 5 6
- e) Setting up businesses in other EU countries 1 2 3 4 5 6
- f) Investing in companies in other EU countries 1 2 3 4 5 6
- g) Companies from other EU countries investing in your company 1 2 3 4 5 6
- h) Co-operation agreements with companies from other EU countries 1 2 3 4 5 6
- i) Marketing strategy 1 2 3 4 5 6

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We have just asked you about the overall impact of some Single Market measures. Now I would like to get your views on their practical effect on your company.

Q.6 Has the Single Market contributed to a decrease or an increase of your costs in the following areas?

- An important decrease 1
- A small decrease 2
- Unchanged 3
- A small increase 4
- An important increase 5
- [DK/NA] 6

[ROTATION]

[READ OUT - ONE ANSWER PER ITEM]

- a) Production process 1 2 3 4 5 6
- b) Distribution (including transport) 1 2 3 4 5 6
- c) Marketing 1 2 3 4 5 6
- d) Cost of raw materials or components..... 1 2 3 4 5 6
- e) Fees for banking services 1 2 3 4 5 6
- f) Premiums for Insurance services 1 2 3 4 5 6
- g) Telecommunication services..... 1 2 3 4 5 6
- h) Energy supplies 1 2 3 4 5 6
- i) Postal and courier services..... 1 2 3 4 5 6
- j) Labour costs..... 1 2 3 4 5 6

Q.7 To what extent has the implementation of the Single Market affected the TOTAL unit costs of your company's products? Has the Single Market...?

[READ OUT - ONLY ONE ANSWER]

- reduced the cost per unit by more than 10% 1
- reduced the cost per unit between 6 and 10% 2
- reduced the cost per unit between 1 and 5% 3
- Had no effect on the cost per unit4
- Increased the cost per unit between 1 and 5% 5
- Increased the cost per unit between 6 and 10% 6
- Increased the cost per unit by more than 10% 7
- [DK/NA]..... 8

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I would now like to ask you some questions about the competition faced by your company within the Single Market.

Q 8.1 As a result of the Single Market, have you noticed an increase or a decrease in the level of COMPETITION in Ireland coming from...?

- Increase 1
- No change 2
- Decrease 3
- [DK/NA] 4

[READ OUT - ONE ANSWER PER ITEM]

- Domestic firms..... 1 2 3 4
- Other EU firms 1 2 3 4
- Non-EU firms 1 2 3 4

Q 8.2 As a result of the Single Market, have you noticed an increase or a decrease in competition on the basis of PRICE in Ireland coming from...?

- Increase 1
- No change 2
- Decrease 3
- [DK/NA] 4

[READ OUT - ONE ANSWER PER ITEM]

- Domestic firms..... 1 2 3 4
- Other EU firms 1 2 3 4
- Non-EU firms 1 2 3 4

Q 8.3 As a result of the Single Market, have you noticed an increase or a decrease in competition on the basis of PRODUCT QUALITY AND CHOICE in Ireland coming from...?

- Increase 1
- No change 2
- Decrease 3
- [DK/NA] 4

[READ OUT - ONE ANSWER PER ITEM]

- Domestic firms..... 1 2 3 4
- Other EU firms 1 2 3 4
- Non-EU firms 1 2 3 4

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Now I should like to turn to the future of the Single Market.

Q.9 Do you agree or disagree with the statement that the functioning of the Single Market should be a key priority for the European Union? Do you...?

[READ OUT - ONLY ONE ANSWER]

- Strongly agree..... 1
- Agree 2
- Disagree 3
- Strongly disagree? 4
- [DK/NA]..... 5

Q.10 I would like to mention a number of activities, which could be part of future Single Market policy. Could you tell me whether you consider that for your company it is very important, rather important, rather unimportant or not important at all that future Single Market Policy tackles the question of:

- Very important..... 1
- Rather important 2
- Rather unimportant 3
- Not important at all..... 4
- [DK/NA]..... 5

[ROTATION]

[READ OUT - ONE ANSWER PER ITEM]

- a) Removing remaining technical barriers to trade in goods and services..... 1 2 3 4 5
- b) Aligning national taxation systems..... 1 2 3 4 5
- c) Creating a patent valid in all European Union countries 1 2 3 4 5
- d) Strengthening intellectual property rights protection 1 2 3 4 5
- e) Further opening up of public procurement markets..... 1 2 3 4 5
- f) Achieving an integrated European financial market 1 2 3 4 5
- g) Ensuring fair competition within the Single Market 1 2 3 4 5
- h) A further opening-up to competition of public utility services such as telecommunication services, transport and postal services, energy supply 1 2 3 4 5
- i) Ensuring that companies can do business throughout the Single Market on the basis of one set of rules instead of 15 or more sets of national rules..... 1 2 3 4 5
- j) Facilitating labour mobility 1 2 3 4 5

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As you may know, it is expected that several countries will soon join the European Union. These include countries from Central and Eastern Europe. (Candidate Countries)

Q.11 Do you expect that the enlargement of the Single Market to these countries will have a positive or negative impact on...?

- positive impact 1
- No impact 2
- Negative impact 3
- [DK/NA] 4

[ROTATION]

[READ OUT - ONE ANSWER PER ITEM]

- a) Cost of raw materials 1 2 3 4
- b) Cost of labour 1 2 3 4
- c) Market opportunities 1 2 3 4
- d) Sales prices 1 2 3 4
- e) Productivity 1 2 3 4
- f) Profitability 1 2 3 4
- g) Employment growth 1 2 3 4

Q.12 Are you currently trading with any of the Candidate Countries?

[READ OUT - ONLY ONE ANSWER]

- Yes 1
- No, but you are planning to do so in the next three years 2
- No and you are not planning to do so in the next three year 3
- [DK/NA] 4

[ONLY TO THOSE WHO ANSWERED 98 AT A3]

Q.13 What are the main reasons why your company is not exporting to other countries within the Single Market?

[READ OUT – SEVERAL ANSWERS POSSIBLE]

- You have not yet considered the possibility 1
- Your products are not suitable for export 1
- You would like to export but you would need more information 1
- You would like to export but you are worried about encountering barriers 1
- You have already tried to export, but encountered problems 1
- Your local demand is sufficient 1
- You lack the financial means to export 1
- [OTHER] [SPECIFY] 1
- [DK/NA] 1

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Q.14 In general, in respect of your company’s rights in the Single Market, do you feel...?

[READ OUT - ONLY ONE ANSWER]

- Very well informed..... 1
- Well informed..... 2
- Rather uninformed..... 3
- Not informed at all..... 4
- [DK/NA]..... 5

Q.15 How would you judge the overall impact of the Single Market on your company?

[READ OUT - ONLY ONE ANSWER]

- Very positive..... 1
- Rather positive..... 2
- No impact 3
- Rather negative..... 4
- Very negative..... 5
- [DK/NA]..... 6

Q.16 As a business would you say that you think more European because of the Single Market than before?

[READ OUT - ONLY ONE ANSWER]

- Yes..... 1
- No..... 2
- [DK/NA]..... 3