

**ZA4728**

**Flash Eurobarometer 196  
(Observatory)**

**Country Specific Questionnaire  
Ireland**

## Section 1: General Characteristics

- Q1. How would you characterise your enterprise? Is it...  
ONE ANSWER ONLY
- an independent enterprise .....1
  - a subsidiary of another enterprise.....2
  - a non profit enterprise: foundations, associations, semi-government .....3
  - [DK/NA] .....9
- Q2. Main activity of your enterprise  
CODE FROM DATABASE
- Q3. How many persons, including part time workers, were employed in your enterprise on average in 2005::  
PART TIME WORKERS HAVE TO BE INCLUDED - RESPONDENT HAS TO BE INCLUDED
- WRITE IN number of people employed: (1-99998): .....
- [DK/NA] .....99999
- Q4. How many persons, including part time workers, were employed in your enterprise on average in 2006:  
PART TIME WORKERS HAVE TO BE INCLUDED
- WRITE IN number of people employed:: .....
- [DK/NA] .....99999
- Q5. What are your expectations regarding the number of employees in your enterprise in 2007? Will it increase, remain unchanged, or will decrease?
- Will increase .....3
  - Will remain about the same .....2
  - Will decrease .....1
  - [DK/NA] .....9
- Q7. What was the turnover, that is the annual sales, of your enterprise in 2005?
- WRITE IN answer in [NATIONAL CURRENCY]:: .....
- [DK/NA] .....99999
  - billion.....
  - .....
  - million.....
  - .....
  - thousand .....
  - .....
- Q6. What is the expected turnover (annual sales) of your enterprise in 2006?
- WRITE IN answer in [NATIONAL CURRENCY]:: .....
- [DK/NA] .....99999
  - billion.....
  - .....
  - million.....
  - .....
  - thousand .....
  - .....

Q8. What do you expect regarding the yearly turnover in 2007 compared to 2006? The turnover of your enterprise in 2007 will

- Increase .....1
- Remain about the same .....2
- Decrease .....3
- [DK/NA] .....9

Q10. IN BE, DE, FR, IT, LU, AT, PL, SI ASK:  
Does your enterprise belong to the crafts sector?  
ELSEWHERE ASK  
Do you think that your enterprise belongs to the crafts sector of your country?

READ OUT — ONE ANSWER POSSIBLE

- Yes .....1
- No .....2
- [DK/NA] .....9

## Section 2: Constraints on business performance

Q21. Did your enterprise encounter any of these constraints or difficulties in the last two years?

READ OUT - ONE ANSWER PER LINE

- Yes .....1
  - No .....2
  - [No such constraint] .....3
  - [DK/NA] .....9
- a) Limited access to finance .....1 2 3 9
  - b) Labour force too expensive .....1 2 3 9
  - c) Lack of skilled labour .....1 2 3 9
  - d) Implementing new technology .....1 2 3 9
  - e) Implementing new forms of organisation .....1 2 3 9
  - f) Lack of quality management .....1 2 3 9
  - g) Problems with administrative regulations .....1 2 3 9
  - h) Problems with infrastructure e.g. road, gas, electricity, communication, etc. ....1 2 3 9
  - i) Problems with the purchasing power of customers .....1 2 3 9

AKS FOR ITEMS MENTIONED (CODE 1) IN Q21\_A-I

Q22. How did these business constraints change during the last 2 years? Did business constraints increase, stay unchanged or decreased?

- Increased .....3
  - Remained about the same .....2
  - Decreased .....1
  - [DK/NA] .....9
- a) Limited access to finance .....1 2 3 9
  - b) Labour force too expensive .....1 2 3 9
  - c) Lack of skilled labour .....1 2 3 9
  - d) Implementing new technology .....1 2 3 9
  - e) Implementing new forms of organisation .....1 2 3 9
  - f) Lack of quality management .....1 2 3 9
  - g) Problems with administrative regulations .....1 2 3 9
  - h) Problems with infrastructure e.g. road, gas, electricity, communication, etc. ....1 2 3 9
  - i) Problems with the purchasing power of customers .....1 2 3 9

IF ANSWER IS "1" IN Q22\_G

Q23. You have answered that the constraints due to regulations have decreased, please indicate what you consider to be the cause. Was it due to

READ OUT — ONE ANSWER POSSIBLE

- Fewer regulatory obligations, or..... 1
- The regulations and their implementation by the government have been simplified or 2
- Cheaper or easier communication through Information and Communication Technology (e-government) 3
- [DK/NA] .....9

Corporate responsibility

Q24. Governments impose various regulations for businesses in order to achieve some goals, Do you think that the regulations that apply to your company are appropriate to achieve their goals, for instance the protection of the environment or the financing of the provision of general public services?

READ OUT — ONE ANSWER POSSIBLE

- Yes, ..... 1
- No the regulations go clearly too far, .....2
- No the regulations go slightly too far, .....3
- No the regulations could be more ambitious in order to achieve their goals. ....4
- [DK/NA] .....9

Q25. How many working days, that is man days, have been spent this year in total in your enterprise with administrative tasks directly related to the compliance with information requirements contained in legislation, such as the time and effort in filling out forms?

WRITE IN working days:: ..... in terms of man days

- [DK/NA] .....999

Q26. The following question is related to the possibilities that the internal market of the European Union offers. Please tell me how important each of the following possibilities is for your enterprise's ability to do business in the European Union:

READ OUT – ROTATE- ONE ANSWER PER LINE

- very important .....4
- rather important .....3
- rather not important .....2
- not important at all .....1
- [does not do business elsewhere in the EU / not relevant] .....8
- [DK/NA] .....9

- A) No border controls any more? ..... 1 2 3 4 8 9
- B) Same currency in most of the Member States? ..... 1 2 3 4 8 9
- C) Hire workers from other EU countries? ..... 1 2 3 4 8 9
- D) Single Market legislation including harmonised technical standards? ..... 1 2 3 4 8 9

Q27. Nowadays, technical standards and certain regulations are often decided at the EU level to avoid trade barriers. Do you see any benefit for your enterprise that EU standards replace national regulations, or not?

READ OUT – ONE ANSWER POSSIBLE

- Yes .....1
- not .....2
- [It depends] .....3
- [DK/NA] .....9

### Section 3: Globalisation

Q31. How much turnover was generated by exports in your enterprise in 2005?

Answer in [NATIONAL CURRENCY]: .....

- [no exports in 2005] .....0
- [DK/NA] .....9
- billion .....
- .....
- million.....
- .....
- thousand .....
- .....

Q32. How much is the expected turnover from exports in 2006?  
ALL EXPORT MATTERS, ALSO THAT WITHIN THE EU - ASK RESPONDENT TO ESTIMATE

Answer in [NATIONAL CURRENCY]: : .....

- [no exports in 2006] .....0
- [DK/NA] .....9
- billion .....
- .....
- million.....
- .....
- thousand .....
- .....

Q33. What is your expectation for 2007 regarding your enterprise's turnover generated by exports?

- Will increase.....3
- Will remain about the same .....2
- Will decrease .....1
- [no exports are foreseen for 2007].....0
- [DK/NA] .....9

ASK IF THE ANSWER IN Q33 " 3", OR "1",

Q33a. IF Q33 = 3: Could you, please estimate the expected increase of exports compared to 2006, in percent.  
IF Q33 = 1: Could you, please estimate the expected decrease of exports compared to 2006, in percent.

WRITE IN %: : .....

- [DK/NA] .....999

ASK ONLY IF Q31 IS NOT "0" OR "9"

Q34. What is the main country of destination for your exports?

OPEN ENDED- RECORD ANSWER- ONE ANSWER POSSIBLE

To select a country use the drop-down menu. If the country is not included in the list, you should enter it manually.  
Please make sure to type it in correctly.

WRITE IN: .....

- [DK/NA] .....999

ASK ONLY IF Q31 IS NOT "0" OR "9"

Q35. Looking at the last two years, what was the main constraint to exporting? Was it ...

READ OUT – ROTATE- ONE ANSWER POSSIBLE

- import tariffs/customs duties in the country of destination .....01
- lack of knowledge of foreign markets.....02
- lack of management resources.....03
- language problems .....04
- different regulations in other EU countries.....05
- regulations in non-EU countries.....06
- lack of capital .....07
- no constraints at all.....08
- enterprise's product/service is not suited to export.....09
- [DK/NA] .....99

Q36. What percentage of your inputs, - including capital, energy and raw materials, but NOT including labour - is purchased abroad?

WRITE IN %: .....

- [DK/NA] .....999

Q37. How much of your total turnover, that is your annual sales in percentages is created in foreign subsidiaries, joint ventures abroad?

IF THERE ARE NO SUBSIDIARIES OR JOINT VENTURES CODE 998

READ OUT – ONE ANSWER PER LINE

- a - foreign subsidiaries ..... %
- b - joint ventures abroad ..... %

- [no subsidiary / joint venture] .....998
- [DK/NA] .....999

IF NO SUBSIDIARY OR JOINT VENTURE, SKIP TO Q41

ASK IF Q37a or Q37b IS NOT "0" OR "999" OR "998"

Q38. In what countries do you have existing subsidiaries/joint ventures?

OPEN ENDED- RECORD ANSWER- MAXIMUM THREE ANSWERS POSSIBLE

To select a country use the drop-down menu. If the country is not included in the list, you should enter it manually. Please make sure to type it in correctly.

- a) WRITE IN: .....
- b) WRITE IN: .....
- c) WRITE IN: .....
- [DK/NA] .....999

ASK IF Q37a or Q37b IS NOT "0" OR "999" OR "998"

Q39. What is the main reason why you have foreign subsidiaries/joint ventures abroad?

READ OUT – ROTATE- ONE ANSWER POSSIBLE

- Proximity to final customers, .....1
- Access to finance,, .....2
- Proximity as a supplier to one or several global large-scaled enterprise.....3
- Export regulations,, .....4
- Less administrative and regulatory burdens,, .....5
- Lower total labour costs,, .....6
- Lower taxes,, .....7
- [DK/NA] .....9

ASK IF Q37a or Q37b IS NOT "0" OR "999" OR "998"

Q40. Did your foreign subsidiaries or joint ventures affect the employment of your enterprise in [COUNTRY]?

READ OUT – ONE ANSWER POSSIBLE

- They increased it.....3
- They did not affect it.....2
- They decreased it .....1
- [DK/NA] .....9

#### Section 4: Questions on Competition

Q41. Has competition within the markets of your enterprise altogether decreased or increased during the last two years?

READ OUT – ONE ANSWER POSSIBLE

- Increased .....3
- Remained about the same.....2
- Decreased .....1
- [DK/NA] .....9

Q42. If competition becomes tighter and profit margins decrease in your main market, how do you react, what actions do you take?

READ OUT – ONE ANSWER PER LINE

- Yes .....1
- No .....2
- [DK/NA] .....9
  
- a) reduce costs, .....1 2 9
- b) forming strategic partnerships, .....1 2 9
- c) reduce prices, .....1 2 9
- d) increase quality, .....1 2 9
- e) increase product differentiation/ look for market niches, .....1 2 9
- f) look for (other) foreign markets, .....1 2 9
- g) increase working hours, .....1 2 9
- h) reduce production .....1 2 9
- i) increase marketing activity .....1 2 9

Q43. Could you please indicate your approximate annual amount of marketing costs?

WRITE IN answer in [NATIONAL CURRENCY]:.....

- [DK/NA] .....999999
- billion .....  
.....
- million .....  
.....
- thousand .....  
.....

## Section 5: Questions on Innovation

Q51. Could you please estimate the percent of turnover (annual sales) coming from new or significantly improved products or services in the last two years?

WRITE IN %: .....

- [no new or improved products].....998
- [DK/NA] .....999

Q52. What was the main constraint for your innovation activities in the last two years? Please consider constraints of innovation regarding products and services as well as production technology.

READ OUT – ROTATE- ONE ANSWER POSSIBLE

- Lack of ability to use new technologies, ..... 1
- Too expensive human resources, ..... 2
- Lack of skilled human resources, ..... 3
- High interest rates ..... 4
- Problems with access to finance, other than interest rates ..... 5
- Hard to protect intellectual property ..... 6
- Lack of market demand for innovation ..... 7
- [Did not plan to innovate] ..... 8
- [DK/NA] ..... 9

Q54. Does the enterprise use an environmental management system or any other measures to save energy and resources?

READ OUT –ONE ANSWER POSSIBLE

- Yes, simple rules or devices to save energy.....1
- Yes, complex energy saving systems .....2
- No .....3
- [DK/NA] .....9

## Section 6: Questions on Labour Market

IF SELF EMPLOYED (IF Q4=1), TERMINATE INTERVIEW

Q61. What is the geographic origin of existing labour force at your firm/location?  
 That is, what percentage of staff at your location comes from your region within [COUNTRY], from [COUNTRY] but not from your region, other EU countries, non-EU countries?

READ OUT – ONE ANSWER PER LINE - PERCENTAGES SHOULD ADD UP TO 100%

- a) your region .....%
- b) [COUNTRY], but not from your region .....%
- c) other EU countries .....%
- d) non-EU countries .....%
- [DK/NA] .....999

Q62. Thinking of the employees who are difficult to recruit for your company, what is your main approach to find them?

READ OUT – ONE ANSWER POSSIBLE

- through public labour market institutions, ..... 1
- through private labour market institutions,, ..... 2
- through newspaper,, ..... 3
- through private contacts,, ..... 4
- through spontaneous applications ..... 5
- [no problem with recruiting] ..... 8
- [DK/NA] ..... 9



Q63. What is your main recruiting problem?

READ OUT – ROTATE- ONE ANSWER POSSIBLE

- Scarcity of skilled labour force, .....1
- Scarcity of non-skilled labour force,, .....2
- Low image of profession/sector/type of enterprise,, .....3
- Wage levels too expensive .....4
- Unpleasant work or working conditions. ....5
- [no problem with recruiting] .....8
- [DK/NA] .....9

Q65. How many job vacancies did you have in your enterprise on average in 2006 that you could not fill in?

WRITE IN number of vacancies: .....

- [DK/NA] .....999

Q64. What is the educational attainment level of your employees? What percentage of your staff does have any of the following as their highest level of education?

- a - a postgraduate exam such as a doctorate .....%
- b - a diploma from a university or another higher education institution .....%
- c - a final secondary school exam .....%

- [DK/NA] .....999