

ZA6585

**Flash Eurobarometer 421
(Internationalisation of Small and Medium-Sized Enterprises)**

**Country Questionnaire
Ireland (English)**

A	Flash number
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FL415 A

B	Country
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FL415 B

C	Interview number
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FL415 C

NACE	NACE code (Sample information)
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				NACE code - 4 digits
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FL415 NACE

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SIZE	Size of company (Sample information)
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					Size of company
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FL415 SIZE

(INTRO1) Hello, I'm (NAME), calling from Millward Brown. May I speak with your CEO, a general manager, a financial director or any legal officer who has decision-making responsibilities in your company ?

(INTRO2) IF THE GATEKEEPER ASKS FOR ADDITIONAL INFORMATION: We are contacting (decision makers in) companies across Europe regarding their views on current business topics. The feedback will be used to support decision-making and design future European policies. I would greatly appreciate being able to speak with him or her to include his\her opinion in the study.
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IF THE ELIGIBLE REpondent IS NOT AVAILABLE, PLEASE MAKE AN APPOINTMENT
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(INTRO3) (WHEN SPEAKING TO THE TARGETED RESPONDENTS) Hello, I'm (NAME), calling from Millward Brown, a market research company.

(INTRO4) We are contacting (decision makers in) companies across Europe regarding their views on current business topics and we would greatly appreciate your input. The feedback will be used to support decision-making and design future European policies. Would you have some time to answer to a few questions? It should not take more than 15 minutes...

ASK LAN1 ONLY IN BE, EE, FI, IE, LV, LU, MT, ES, MD, MK, TR

LAN1 Would you like to do the survey in English or Irish?

(READ OUT - ONE ANSWER ONLY)

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Ireland - English	17
Ireland - Irish	18
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FL415 LAN1

(RESPONDENT REASSURANCE) I would like to reassure you that your co-operation is completely voluntary and all of your answers are confidential. For quality control and training purposes this interview may be monitored or recorded. First I will ask a few questions purely for classification purposes...

ASK ALL

Let me start with a few basic questions regarding your company. For all questions, please limit your responses to the activities of your company in Ireland only.

D1a How many employees (full-time equivalent) does your company currently have?

(WRITE DOWN ANSWER - ONE ANSWER ONLY - IF DOES NOT KNOW EXACTLY, INSIST ON AN ESTIMATE AND RECODE IN THE BRACKETS IN D1b) [CODE 999 IF DK/REFUSAL]

			employees
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NEW

ASK D1b IF CODE 999 IN D1a - RECODE ALL VALID ANSWERS IN D1a

D1b How many employees (full-time equivalent) does your company currently have?

(READ OUT - ONE ANSWER ONLY)

None or 1 employee	1
2 to 3 employees	2
4 to 5 employees	3
6 to 9 employees	4
10 to 29 employees	5

D3b Since January 2008, please indicate the percentage by which your company's turnover has increased or decreased.

(READ OUT - ONE ANSWER ONLY)

Risen by more than 25%	1
Risen by between 5 and 25%	2
Remained approximately the same	3
Fallen by between 5 and 25%	4
Fallen by more than 25%	5
DK/NA (DO NOT READ OUT)	6

NEW

ASK D4a IF CODES 2, 3, 4 IN D2b

PROG: POSITIVE PERCENTAGES IN D4a CAN ONLY BE CODE 1, 2 OR 3 IN D4b - NEGATIVE PERCENTAGES IN D4a CAN ONLY BE CODE 3, 4 OR 5 IN D4b

D4a Since the end of your company's first year of operation, please indicate the percentage by which your company's turnover has increased or decreased.

(WRITE DOWN "+/-" AND PERCENTAGE - ONE ANSWER ONLY - IF DOES NOT KNOW EXACTLY, INSIST ON AN ESTIMATE AND RECODE IN THE BRACKETS IN D4b) [CODE 999 IF DK/REFUSAL]

				%
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NEW

ASK D4b IF CODE 999 IN D4a - RECODE ALL VALID ANSWERS IN D4a

D4b Since the end of your company's first year of operation, please indicate the percentage by which your company's turnover has increased or decreased.

(READ OUT - ONE ANSWER ONLY)

Risen by more than 25%	1
Risen by between 5 and 25%	2
Remained approximately the same	3
Fallen by between 5 and 25%	4
Fallen by more than 25%	5
DK/NA (DO NOT READ OUT)	6

NEW

ASK D5a IF CODE 1 IN D2b

D5a How many employees (full-time equivalent) did your company have in January 2008?

(WRITE DOWN ANSWER - ONE ANSWER ONLY - IF DOES NOT KNOW EXACTLY, INSIST ON AN ESTIMATE AND RECODE IN THE BRACKETS IN D5b) [CODE 999 IF DK/REFUSAL]

employees

NEW

ASK D5b IF CODE 999 IN D5a - RECODE ALL VALID ANSWERS IN D5a

D5b How many employees (full-time equivalent) did your company have in January 2008?

(READ OUT - ONE ANSWER ONLY)

None or 1 employee	1
2 to 3 employees	2
4 to 5 employees	3
6 to 9 employees	4
10 to 29 employees	5
30 to 49 employees	6
50 to 249 employees	7
250 employees or more	8
DK/NA (DO NOT READ OUT)	9

NEW

ASK D6a IF CODES 2, 3, 4 IN D2b

D6a How many employees (full-time equivalent) did your company have by the end of its first year of operation?

(WRITE DOWN ANSWER - ONE ANSWER ONLY - IF DOES NOT KNOW EXACTLY, INSIST ON AN ESTIMATE AND RECODE IN THE BRACKETS IN D6b) [CODE 999 IF DK/REFUSAL]

employees

NEW

ASK D6b IF CODE 999 IN D6a - RECODE ALL VALID ANSWERS IN D6a

D6b How many employees (full-time equivalent) did your company have by the end of its first year of operation?

(READ OUT - ONE ANSWER ONLY)

25 000 euros or less	1
More than 25 000 to 50 000 euros	2
More than 50 000 to 100 000 euros	3
More than 100 000 euros to 250 000 euros	4
More than 250 000 to 500 000 euros	5
More than 500 000 to 2 million euros	6
More than 2 to 10 million euros	7
More than 10 million euros	8
DK/NA (DO NOT READ OUT)	9

NEW

ASK ALL

Q1 Have you heard or read anything about the Enterprise Europe Network?

(READ OUT – ONE ANSWER ONLY)

Yes	1
No	2
DK/NA (DO NOT READ OUT)	3

NEW

PROG: CODE 7 AND 8 ARE SINGLE CODES

PROG: ROTATE ITEMS 1 TO 6

Q2 In the last three years, has your company done any of the following inside the EU?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Exported to another country	1,
Imported from another country	2,
Worked with a partner based abroad for research and development (R&D) purposes	3,
Worked as a subcontractor for a company based abroad	4,
Used a subcontractor based abroad	5,
Invested in a company based abroad	6,
None (DO NOT READ OUT)	7,
DK/NA (DO NOT READ OUT)	8,

NEW

PROG: CODE 7 AND 8 ARE SINGLE CODES

PROG: ROTATE ITEMS 1 TO 6

Q3	In the last three years, has your company done any of the following outside the EU?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

- | | |
|--|----|
| Exported to another country | 1, |
| Imported from another country | 2, |
| Worked with a partner based abroad for research and development (R&D) purposes | 3, |
| Worked as a subcontractor for a company based abroad | 4, |
| Used a subcontractor based abroad | 5, |
| Invested in a company based abroad | 6, |
| None (DO NOT READ OUT) | 7, |
| DK/NA (DO NOT READ OUT) | 8, |

NEW

ASK Q4 IF NOT "CODE 1 IN Q2" AND NOT "CODE 1 IN Q3"

Q4	Have you ever exported, tried to export or considered exporting your products and/or services?
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(READ OUT – ONE ANSWER ONLY)

- | | |
|---|---|
| You used to export but you stopped doing it | 1 |
| You tried, but you have given up | 2 |
| You are trying to do it now | 3 |
| You are considering it for the future | 4 |
| You will probably never export | 5 |
| DK/NA (DO NOT READ OUT) | 6 |

NEW

ASK Q5a IF "CODE 1 IN Q2" OR "CODE 1 IN Q3" OR "CODE 1 OR 2 IN Q4"

PROG: ROTATE STATEMENTS 1 TO 12

Q5a	For each of the following difficulties that may present itself when exporting, tell me if it has been a major problem, a minor problem or not a problem at all?
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(READ OUT - ONE ANSWER PER LINE)

		A major problem	A minor problem	Not a problem at all	Not applicable (DO NOT READ OUT)	DK/NA (DO NOT READ OUT)

1	Delivery costs are too high	1	2	3	4	5
2	Your company does not know the rules which have to be followed (e.g. labelling)	1	2	3	4	5
3	Payments from other countries are not secure enough	1	2	3	4	5
4	Dealing with foreign taxation is too complicated or too costly	1	2	3	4	5
5	Your company lacks the language skills to deal with foreign countries	1	2	3	4	5
6	Your company's products and/or services are specific to your country's market	1	2	3	4	5
7	Resolving cross-border complaints and disputes is too expensive	1	2	3	4	5
8	Your company does not have specialised staff to deal with exports	1	2	3	4	5
9	Identifying business partners abroad is too difficult	1	2	3	4	5
10	The administrative procedures are too complicated	1	2	3	4	5
11	The financial investment is too large	1	2	3	4	5
12	Your company does not know where to find information about the potential market	1	2	3	4	5

NEW

ASK Q5B IF CODE 3 OR 4 OR 5 IN Q4

PROG: ROTATE STATEMENTS 1 TO 12

Q5b If your company were to export, tell me if each of the following difficulties would be a major problem, a minor problem or not a problem at all.

(READ OUT - ONE ANSWER PER LINE)

		A major problem	A minor problem	Not a problem at all	Not applicable (DO NOT READ OUT)	DK/NA (DO NOT READ OUT)
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1	Delivery costs are too high	1	2	3	4	5
2	Your company does not know the rules which have to be followed (e.g. labelling)	1	2	3	4	5
3	Payments from other countries are not secure enough	1	2	3	4	5
4	Dealing with foreign taxation is too complicated or too costly	1	2	3	4	5
5	Your company lacks the language skills to deal with foreign countries	1	2	3	4	5
6	Your company's products and/or services are specific to your country's market	1	2	3	4	5
7	Resolving cross-border complaints and disputes is too expensive	1	2	3	4	5
8	Your company does not have specialised staff to deal with exports	1	2	3	4	5
9	Identifying business partners abroad is too difficult	1	2	3	4	5
10	The administrative procedures are too complicated	1	2	3	4	5
11	The financial investment is too large	1	2	3	4	5
12	Your company does not know where to find information about the potential market	1	2	3	4	5

NEW

ASK Q6 IF "CODE 1 IN Q2" OR "CODE 1 IN Q3"

PROG: CODE 10 AND 11 ARE SINGLE CODES

Q6 To which countries did you export in 2014?

(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)

European Union	1
USA	2
China	3
Russia	4
Middle East and North Africa	5
Eastern Europe, Caucasus and Balkans	6
India and South East Asia	7
Latin America	8
Other (DO NOT READ OUT)	9
None (DO NOT READ OUT)	10
DK/NA (DO NOT READ OUT)	11

NEW

ASK Q7a/b/c IF "CODE 1 IN Q2" OR "CODE 1 IN Q3"

THE PERCENTAGES IN Q7a, Q7b.1/2, AND Q7c HAVE TO SUM UP TO ONE HUNDRED (Q7a+Q7b.1/2+Q7c = 100%) IF ONE ANSWER 999 IN Q7a, Q7b.1/2 OR Q7c THEN THE SUM OF THE VALID ANSWERS (ANSWERS BETWEEN 0 AND 100%) CAN BE LOWER THAN 100%

Q7a In 2014, approximately what percentage of your sales came from each of the following markets?

(READ OUT - WRITE ANSWER AS PERCENTAGE) (CODE 999 IF DK/NA)

from Ireland

NEW

ASK Q7b.1 IF EU COUNTRY

Q7b.1 In 2014, approximately what percentage of your sales came from each of the following markets?

(READ OUT - WRITE ANSWER AS PERCENTAGE) (CODE 999 IF DK/NA)

from other EU countries

NEW

ASK Q7b.2 IF NOT EU COUNTRY

Q7b.2 In 2014, approximately what percentage of your sales came from each of the following markets?

(READ OUT - WRITE ANSWER AS PERCENTAGE) (CODE 999 IF DK/NA)

from EU countries

NEW

ASK Q7c IF "CODE 1 IN Q2" OR "CODE 1 IN Q3"

Q7c In 2014, approximately what percentage of your sales came from each of the following markets?

(READ OUT - WRITE ANSWER AS PERCENTAGE) (CODE 999 IF DK/NA)

from countries outside the EU

ASK ALL

ASK Q8 IF NOT "CODE 2 IN Q2" AND NOT "CODE 2 IN Q3"

Q8 Have you ever imported, tried to import or considered importing goods and/or services?

(READ OUT – ONE ANSWER ONLY)

You used to import but you stopped doing it	1
You tried, but you have given up	2
You are trying to do it now	3
You are considering it for the future	4
You will probably never import	5
DK/NA (DO NOT READ OUT)	6

NEW

ASK Q9a IF "CODE 2 IN Q2" OR "CODE 2 IN Q3" OR "CODE 1 OR 2 IN Q8"

PROG: ROTATE STATEMENTS 1 TO 8

Q9a For each of the following difficulties that may present itself when importing, tell me if it has been a major problem, a minor problem or not a problem at all?

(READ OUT - ONE ANSWER PER LINE)

		A major problem	A minor problem	Not a problem at all	Not applicable (DO NOT READ OUT)	DK/NA (DO NOT READ OUT)
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1	Delivery costs are too high	1	2	3	4	5
2	Your company does not know the rules which have to be followed (e.g. customs or standards)	1	2	3	4	5
3	Your company lacks the language skills to deal with foreign countries	1	2	3	4	5
4	Your company does not have specialised staff to deal with imports	1	2	3	4	5
5	Identifying business partners abroad is too difficult	1	2	3	4	5
6	The administrative procedures are too complicated	1	2	3	4	5
7	Your company does not know where to find information about potential suppliers	1	2	3	4	5
8	Controlling the quality of your orders is too difficult	1	2	3	4	5

NEW

ASK Q9b IF CODE 3, 4 OR 5 IN Q8

PROG: ROTATE STATEMENTS 1 TO 8

Q9b If your company were to import, tell me if each of the following difficulties would be a major problem, a minor problem or not a problem at all?

(READ OUT - ONE ANSWER PER LINE)

		A major problem	A minor problem	Not a problem at all	Not applicable (DO NOT READ OUT)	DK/NA (DO NOT READ OUT)
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1	Delivery costs are too high	1	2	3	4	5
2	Your company does not know the rules which have to be followed (e.g. customs or standards)	1	2	3	4	5
3	Your company lacks the language skills to deal with foreign countries	1	2	3	4	5
4	Your company does not have specialised staff to deal with imports	1	2	3	4	5
5	Identifying business partners abroad is too difficult	1	2	3	4	5
6	The administrative procedures are too complicated	1	2	3	4	5
7	Your company does not know where to find information about potential suppliers	1	2	3	4	5
8	Controlling the quality of your orders is too difficult	1	2	3	4	5

NEW

ASK Q10 IF "CODE 2 IN Q2" OR "CODE 2 IN Q3"

PROG: CODE 10 AND 11 ARE SINGLE CODES

Q10 Which countries did you import from in 2014?

(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)

European Union	1,
USA	2,
China	3,
Russia	4,
Middle East and North Africa	5,
Eastern Europe, Caucasus and Balkans	6,

India and South East Asia	7,
Latin America	8,
Other (DO NOT READ OUT)	9,
None (DO NOT READ OUT)	10,
DK/NA (DO NOT READ OUT)	11,

NEW

ASK ALL

PROG: CODE 4 IS A SINGLE CODE

Q11 Is it possible to...?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Look at a website presenting your products and/or services	1,
Order your products and/or services online	2,
Pay for your products and/or services online	3,
DK/NA (DO NOT READ OUT)	4,

NEW

PROG: ROTATE ITEMS 1 TO 7

PROG: CODE 9 AND 10 ARE SINGLE CODES

Q12 Which of the following measures would help your company the most to engage in business abroad?

(READ OUT – MAXIMUM 3 ANSWERS)

Information on rules and regulations	1,
Opportunities to take part in international trade fairs	2,
Support for finding business partners and networking	3,
Advice or training	4,
Grants, subsidies or low interest loans	5,
Tax incentives	6,
Information on market opportunities	7,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

NEW