

**GREAT BRITAIN**

NOP Consumer  
Ludgate House  
245 Blackfriars Road  
London SE1 9UL

Job No.	Card		Ser. No.
(1)-(5)	(6)	(7)	(8)-(10)
48086	0	1	

Issue: 1  
Date: 26/08/98  
Job No.: 48086

**FLASH EB64 (Managers 14)**

Questionnaire No. \_\_\_\_\_

COUNTRY: UK

1	5
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Region:

5	8
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Dunn's No. :  
(as on database)

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Q.1 SIC CODE  
(as on database)

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Q.2 Respondent's Telephone Number : \_\_\_\_\_  
(excl. countrycode, i.e. 01)

Q.No	Question	Answer	Code	Skip to
<b>SECTION A - COMPANY PROFILE - GENERAL QUESTIONS</b>				
<b>INTERVIEWER:</b> <ul style="list-style-type: none"> <li>• <b>ASK TO SPEAK TO NAMED CONTACT</b></li> <li>• <b>IF THERE IS NO NAMED CONTACT, ASK TO SPEAK TO A SENIOR PERSON WHO IS RESPONSIBLE FOR IMPORTING/EXPORTING GOODS OR, IF NO IMPORTING/EXPORTING THE MD/OWNER OR ANOTHER SENIOR DIRECTOR.</b></li> </ul>				
A1	What, exactly is your position in the company?	Chairman, Chief Executive	1	
		Managing Director, General Manager for EU business	2	
		Import/Export Director for EU countries	3	
		Senior member of managing staff responsible for EU affairs	4	
		Other Senior Executive/Manager (GIVE DETAILS)	5	A.2
		Other Non Manager/Executive	6	Thank & Close - Not eligible
A2.	To which industrial sector does your company principally belong ?	Construction/building	1	
		Manufacturing	2	
		Distribution (wholesale/retail)	3	
		Transport	4	
		Business Services	5	Q.4
		Other (Specify) _____	6	
		Other - Mining/quarrying	7	Thank
		- Personal Services	8	& Close
A3	How many people does your company employ full-time (full-time equivalent) in the this country?	Less than 10	1	Close
		10 - 49	2	
		50 - 249	3	
		250 - 499	4	
		500 - 999	5	
		1000 - 2999	6	A4
		3000 or more	7	

Q.No	Question	Answer	Code	Skip to
A4	What is the annual turnover of your company in this country?	Less than £700,000	1	Thank & Close - not eligible
		Between £700,001 - £1,400,000	2	
		Between £1,400,001 - £5,000,000	3	A5
		Between £5,000,001 - £14,000,000	4	
		Between £14,000,001 - £29,000,000	5	
		Between £29,000,001 - £57,000,000	6	
		Between £57,000,001 - £107,000,000	7	
		Over £107,000,000	8	
A5	For how long has your company been operating?	Less than 2 years	1	A6
		2 - 5 years	2	
		6 - 10 years	3	
		More than 10 years	4	
		DK	5	
A6	Does your company belong to a group (parent/subsidiary/joint venture) which has other companies established outside the UK? <b>PROBE TO PRECODES</b>	Company has no such links with any company abroad	1	A7
		Company has links with one or more companies in the EU	2	
		Company has links with one or more companies but none in the EU	3	
		DK	4	
A7	At the moment, to which or in which European Union countries, other than the United Kingdom, does your company ...			
a.	export goods or services?			
b)	directly source goods or services?			
c)	manufacture goods or services locally?			
	<b>ONLY READ OUT COUNTRIES IF RESPONDENT NEEDS HELP</b>			
		a)                      b)                      c)		
	- Belgium	1	1	1
	- Denmark	2	2	2
	- Germany	3	3	3
	- Greece	4	4	4
	- Spain	5	5	5
	- Finland	6	6	6
	- France	7	7	7
	- Ireland	8	8	8
	- Italy	9	9	9
	- Luxembourg	0	0	0
	- Netherlands	X	X	X
	- Austria	V	V	V
	- Portugal	1	1	1
	- Sweden	2	2	2
	- (none)	3	3	3
				A8

Q.No	Question	Answer	Code	Skip to																																										
A8	In the last two years, have the profits of your company ... <b>READ OUT PRECODES ONE ANSWER ONLY ALLOWED</b>	Increased substantially Increased Remained unchanged Decreased Decreased substantially? (DK)	1 2 3 4 5 6	A9																																										
A9a)	In the last two years, has your market share in the United Kingdom ... <b>READ OUT PRECODES</b>																																													
9b)	And have your export sales within the European Union ... <b>READ OUT PRECODES</b>																																													
9c)	Has the number of staff employed by the company .... <b>READ OUT PRECODES</b>																																													
9d)	And, has the amount of capital invested ... <b>READ OUT PRECODES</b>																																													
9e)	And, has the number of new product launches/services ... <b>READ OUT PRECODES</b>																																													
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	a)	b)	c)	d)	e)																																									
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A10	In the last two years, has the establishment of the European Union's Single Market influenced the overall performance of your company ... <b>READ OUT EACH PRECODE. ONE ANSWER ONLY</b>	Very positively Positively Negatively Very negatively The positive and negative effects have balanced each other out Had no impact on company Performance? (DK)	1 2 3 4 5 6 7	A11																																										

Q.No	Question	Answer	Code	Skip to
	<b>B. OPENING OF NATIONAL BORDERS TO EUROPEAN UNION TRADE and FREE MOVEMENT OF GOODS, SERVICES AND CAPITAL</b>			
B1	I would now like to ask you about the opening of national borders to community trade and the obstacles that may still inhibit trade or your company's business in other countries of the European Union. In the last two years, how have conditions developed in the other European Union countries? In your case, would you say that obstacles ... <b>READ OUT EACH PRECODE ONE ANSWER ONLY</b>	- have disappeared altogether	1	C1
		- have been significantly reduced	2	
		- have tended to decrease	3	
		- have remained unchanged	4	
		or - on the contrary, have tended to increase	5	
		(DK)	6	B2
B2	So, in your experience, the obstacles to trade or business of your company in the EU have not disappeared altogether, at least in some cases or in relation to some countries. In your opinion, can this situation be attributed primarily, secondarily or not at all to .. <b>READ OUT FIRST FACTOR AND THEN REPEAT FOR OTHERS</b>			
		<b>Prim-arily    Secon-darily    Not at all    DK</b>		
a)	how legislation and rules are applied by other EU countries    ()	1            2            3            4		
b)	your lack of information on single market rules    ()	1            2            3            4		
c)	your lack of information on the operation of market in certain other EU countries    ()	1            2            3            4		
d)	Other (SPECIFY)			
	1. _____ ()	1            1		*See Insts
	2. _____ ()	1            1		
	3. _____ ()	1            1		
	4. _____ ()	1            1		

**ITNERVIEWER: CHECK Q.B2**

- IF CODE "3" USED FOR ITEM a), GO TO Q.C1
- REST GO TO Q.B3



Q.No	Question	Answer	Code	Skip to
B5	In your opinion, which are the countries of the European Union where, for your company, these regulatory obstacles			
	a) are very important, even insurmountable? <b>CODE ALL COUNTRIES THAT APPLY</b>			
	b) handicap your business but may be overcome? <b>CODE ALL COUNTRIES THAT APPLY</b>			
	c) exist but have only a minimal impact? <b>CODE ALL COUNTRIES THAT APPLY</b>			
	<b>ONLY READ OUT PRECODES IF HELP REQUESTED</b>	(a)	(b)	©
	- Belgium	1	1	1
	- Denmark	2	2	2
	- Germany	3	3	3
	- Greece	4	4	4
	- Spain	5	5	5
	- Finland	6	6	6
	- France	7	7	7
	- Ireland	8	8	8
	- Italy	9	9	9
	- Luxembourg	0	0	0
	- Netherlands	X	X	X
	- Austria	V	V	V
	- Portugal	1	1	1
	- Sweden	2	2	2
	- (United Kingdom)	NA	NA	NA
	- All of them	3	3	3
	- (none particularly)	4	4	4
	- (DK)	5	5	B6
B6	In the last few years, has your company taken action to overcome barriers of this sort in the EU countries, and, if so, when does the last case date back to?	Yes - last case dates back to less than a year ago	1	
		Yes - last case dates back to over 1 or 2 years ago	2	
		Yes - last case dates back to more than 2 years ago	3	
		Yes - but does not know when the last case dates back to	4	B7
		No - no action undertaken on a specific case in the last few years	5	C1
		DK	6	

Q.No	Question	Answer	Code	Skip to
B7	Which of the following external bodies, were consulted by your company in this respect ..... a) in the UK? b) in the EU country/countries in question? • <b>READ OUT PRECODES IF HELP REQUESTED</b> • <b>MULTI ANSWERS POSSIBLE</b>	<u>a)</u>	<u>b)</u>	
1)	a Euro Info Centre	1	1	
2)	an office of the European Commission (Commission in Brussels)	2	2	
3)	a governmental, administrative or consular body	3	3	
4)	Chamber of Commerce or professional association	4	4	
5)	firm of consultants or external experts	5	5	
3)	network of your partners or acquaintances	6	6	
7)	Other (GIVE DETAILS)			
	1. _____	7	7	
	2. _____	8	8	
	3. _____	9	9	
8)	external body consulted but does not know who	0	0	
9)	does not know if external body consulted	X	X	*See
10)	None consulted/problem resolved without recourse to external advisor	V	V	Insts
	<b>INTERVIEWER:</b> • <b>CHECK ANSWERS TO Qs B7a/b IF CODES 1,2 OR 3 USED AT B7a OR b, ASK B8</b> • <b>REST GO TO B10</b>			
B8	How did your company become aware of ... (READ OUT RELEVANT ANSWER(s) AT B7). PROBE FULLY: How else? <b>MULTI ANSWERS ALLOWED</b>	Advertisement in the press	1	
		Articles in specialised press	2	
		Direct mail	3	
		At a stand at a fair/exhibition	4	
		Call/visit from one of their representatives	5	
		Company employee/colleague	6	
		External partner/consultant	7	
		Other (GIVE DETAILS)	8	
		_____		
		(DK/Always known)	9	B9
		(DK)	0	
B9	How useful was the information obtained in overcoming the difficulties mentioned earlier? Was it ... <b>READ OUT PRECODES</b>	Extremely useful	1	
		Very useful	2	
		Quite useful	3	
		Not at all useful?	4	
		(DK)	5	B10

Q.No	Question	Answer	Code	Skip to
B10	With the benefit of hindsight, if you were to run into similar difficulties in an EU country, which of the following bodies would you address first - <b>READ OUT EACH PRECODE. ONE ANSWER ONLY</b>	A Euro Info Centre	1	
		An office of the European Commission (Commission in Brussels)	2	
		A governmental, administration or professional association	3	
		Chamber of Commerce or professional association	4	
		Services of Consultant or external experts	5	
		Network of partners/acquaintances	6	
		Other (GIVE DETAILS)	7	
		_____		
		_____	8	
None	9	<b>B11</b>		
DK				
B11	How would you prefer to obtain information on how to overcome difficulties of this type? Would it be ... <b>READ OUT PRECODE IF HELP REQUESTED. MULTI ANSWERS ALLOWED</b>	Directly by telephone, fax or mail	1	
		During a meeting, face to face interview	2	
		On an Internet Site	3	
		At a fair/exhibition	4	
		In the press or specialised publications	5	
		By means of consultants or experts	6	
		Other (GIVE DETAILS)	7	
		_____		
		No preference	8	C1
DK	9			

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<b>C. INFORMATION IN RELATION TO TRADE WITHIN OTHER EUROPEAN UNION COUNTRIES.</b>																																																																																																				
C1	<p>Regarding the information that your company needs concerning administrative procedures in the Single Market, in which of the following areas that I am going to read out, does the <u>quality and the precision</u> of the information seem to you to be either - crucial, important or of no great interest - for the business you undertake in other countries of the EU. First of all, thinking about ... <b>READ OUT FIRST ITEM - AND THEN REPEAT FOR ALL OTHER ITEMS.</b></p> <table border="1" data-bbox="181 533 1295 1272"> <thead> <tr> <th></th> <th></th> <th>Crucial</th> <th>Important</th> <th>No great interest</th> <th>(DK)</th> </tr> </thead> <tbody> <tr> <td>a)</td> <td>Setting up a company in another EU state</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>b)</td> <td>Participation in public procurement 'calls for tender'</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>c)</td> <td>Standards applied to your products/services</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>d)</td> <td>Protection of intellectual and industrial property rights</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>e)</td> <td>The fiscal, tax and VAT regimes</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>f)</td> <td>Access to grants and state aids</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>g)</td> <td>Environmental regulations</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>h)</td> <td>Consumer protection</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>i)</td> <td>Labour and social security rules</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>j)</td> <td>Administrative procedures in general</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>k)</td> <td>The means to enforce your rights vis a vis administrations</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>l)</td> <td>Other (SPECIFY)</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td>1. _____</td> <td>1</td> <td>1</td> <td></td> <td></td> </tr> <tr> <td></td> <td>2. _____</td> <td>1</td> <td>1</td> <td></td> <td></td> </tr> <tr> <td></td> <td>3. _____</td> <td>1</td> <td>1</td> <td></td> <td></td> </tr> </tbody> </table>			Crucial	Important	No great interest	(DK)	a)	Setting up a company in another EU state	1	2	3	4	b)	Participation in public procurement 'calls for tender'	1	2	3	4	c)	Standards applied to your products/services	1	2	3	4	d)	Protection of intellectual and industrial property rights	1	2	3	4	e)	The fiscal, tax and VAT regimes	1	2	3	4	f)	Access to grants and state aids	1	2	3	4	g)	Environmental regulations	1	2	3	4	h)	Consumer protection	1	2	3	4	i)	Labour and social security rules	1	2	3	4	j)	Administrative procedures in general	1	2	3	4	k)	The means to enforce your rights vis a vis administrations	1	2	3	4	l)	Other (SPECIFY)						1. _____	1	1				2. _____	1	1				3. _____	1	1					C2
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C2	<p>Regarding this information, which is important for your business in other countries of the EU, do you agree, tend to agree, tend not to agree or disagree with the following statements.... <b>READ OUT EACH STATEMENT - ROTATE ORDER. ONE ANSWER ONLY PER STATEMENT</b></p> <table border="1" data-bbox="181 1429 1295 1921"> <thead> <tr> <th></th> <th></th> <th>Agree</th> <th>Tend to agree</th> <th>Tend not to agree</th> <th>Dis-agree</th> <th>DK</th> </tr> </thead> <tbody> <tr> <td>a)</td> <td>My firm has all the useful information it needs</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>b)</td> <td>Truly useful information is not published</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>c)</td> <td>Too little information is available in my language</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>d)</td> <td>Accessing it takes too much effort, time or money</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>e)</td> <td>You need specialised personnel for it</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>f)</td> <td>The published information is imprecise</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>g)</td> <td>The information is published too late</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table>			Agree	Tend to agree	Tend not to agree	Dis-agree	DK	a)	My firm has all the useful information it needs	1	2	3	4	5	b)	Truly useful information is not published	1	2	3	4	5	c)	Too little information is available in my language	1	2	3	4	5	d)	Accessing it takes too much effort, time or money	1	2	3	4	5	e)	You need specialised personnel for it	1	2	3	4	5	f)	The published information is imprecise	1	2	3	4	5	g)	The information is published too late	1	2	3	4	5			C3																																								
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Q.No	Question	Answer	Code	Skip to	
C3	Would easier access to such information enable your company to expand its activities within the EU....	Yes, certainly Probably Probably not or, Certainly not? DK	1 2 3 4 5	*See Insts	
	<ul style="list-style-type: none"> <li><b>CHECK B8 - IF ASKED, GO TO D1 - REST GO TO C4</b></li> </ul>				
C4	To get the information you lack on doing business in other EU countries, which of the external bodies I am going to read out to you, would your company a) consult first b) turned to already in the UK c) turned to already outside of the UK. First of all... <b>READ OUT EACH ITEM</b>				
		Would Consult	Already turned to in UK	Already turned to outside UK	
1.	A Euro Info Centre	1	2	3	()
2.	An office of the European Commission (Commission in Brussels)	1	2	3	()
3.	A governmental, administrative or consular body	1	2	3	()
4.	Chamber of Commerce or professional association	1	2	3	()
5.	Services of consultants or external experts	1	2	3	()
6.	Network of partners or acquaintances	1	2	3	()
7.	Other (GIVE DETAILS)	1	2	3	()
	1. _____	1	2	3	()
	2. _____	1	2	3	()
	3. _____	1	2	3	()
8.	Some external body consulted but doesn't know who exactly	1	2	3	()
9.	None consulted/turned to	1	2	3	()
10.	DK	1	2	3	()
	<b>INTERVIEWER: CHECK C4(2)/(3)</b> <ul style="list-style-type: none"> <li><b>IF CODES 1, 2 OR 3 USED FOR BOTH/EITHER, GO TO C5</b></li> <li><b>REST GO TO C7</b></li> </ul>				

Q.No	Question	Answer	Code	Skip to
C5	<p>How did your company become aware of these bodies (that you have already consulted)? Was it ... <b>READ OUT PRECODES. MULTI ANSWERS POSSIBLE.</b></p> <p><b>N.B. IF ARTICLES IN NATIONAL, REGIONAL OR LOCAL PRESS ARE MENTIONED, RECORD AS OTHER</b></p>	<p>Advertisement in the press</p> <p>Articles in specialised press</p> <p>Direct mail</p> <p>At a stand at a fair/exhibition</p> <p>Call/visit from one of their representatives</p> <p>Company employee/colleague</p> <p>External partner/consultant</p> <p>Other (GIVE DETAILS)</p> <p>_____</p> <p>(DK/Always known)</p> <p>(DK)</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>0</p>	C6
C6	<p>How would you judge the information that you have already received from these external bodies? Was it ... <b>READ OUT PRECODES</b></p>	<p>Extremely useful</p> <p>Very useful</p> <p>Not that useful</p> <p>Not at all useful</p> <p>(DK)</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	C7
C7	<p>How would you prefer to obtain information about doing business in other EU countries?</p> <p><b>PROBE TO PRECODES, IF REQUIRED</b></p> <p><b>MULTI ANSWERS POSSIBLE</b></p>	<p>Directly by telephone, fax or mail</p> <p>During a meeting, face to face interview</p> <p>On an Internet Site</p> <p>At a fair/exhibition</p> <p>In the press or specialised publications</p> <p>By means of consultants or experts</p> <p>Other (GIVE DETAILS)</p> <p>_____</p> <p>No preference</p> <p>DK</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p>	QD1

Q.No	Question	Answer	Code	Skip to
<b>D. THE QUALITY OF THE LEGISLATIVE ENVIRONMENT AFFECTING YOUR BUSINESS</b>				
D1	The clarity of legislation and the simplicity of administrative procedures are important conditions for ensuring the good functioning of markets in the European Union. In the last 2 years, how have administrative procedures developed that are imposed on your business? Would you say that you have noticed that the administrative burdens ... <b>READ OUT</b>	Have been significantly reduced Have tended to decrease Have remained practically the same or, on the contrary, have tended to increase DK	1 2 3 4 5	D2
D2	Do you think that the government in this country ...	- has already taken measures to improve legislation and simplify the administrative procedures applying to your sector  - envisages taking measures in this direction	1 2 3 1 2 3	D3
D3	In your opinion should the government in this country tackle the following four objectives and in what order of priority should they be tackled. <b>READ OUT EACH ITEM BEFORE GETTING THEM RANKED</b>			
		1 <sup>st</sup> 2 <sup>nd</sup> 3 <sup>rd</sup> 4 <sup>th</sup> Should not be tackled    DK		
a)	Simplify the applicable legislation	1    2    3    4    5    6		
b)	Provide clearer & simpler instructions on how to comply with legislation	1    2    3    4    5    6		
c)	Streamline overlapping formalities	1    2    3    4    5    6		
d)	Provide a predictable legal framework	1    2    3    4    5    6		D4
D4	In your opinion, is simplification of administrative procedures necessary in the following legislative areas and in what order of priority should they be tackled. <b>READ OUT EACH ITEM BEFORE GETTING THEM RANKED.</b>			
		1 <sup>st</sup> 2 <sup>nd</sup> 3 <sup>rd</sup> 4 <sup>th</sup> Should not be tackled    DK		
a)	Fiscal and tax rules	1    2    3    4    5    6		
b)	Environmental legislation	1    2    3    4    5    6		
c)	Labour & social relations	1    2    3    4    5    6		
d)	Product & service regulations	1    2    3    4    5    6		D4I
D4I	Are there any other areas which should be tackled? <b>IF YES, ASK:</b> Which ones? _____ _____			

**BEFORE THANKING & CLOSING, RECORD RESPONDENT NAME AND TEL. NO. IF DIFFERENT FROM CONTACT NAME/TEL. NO. PROVIDED.**

**Respondent Name:** \_\_\_\_\_

**Tel. No.:** \_\_\_\_\_