

IRELAND

8S363

Flash - EB 64 (Managers 14)
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Country:	Ireland 08	(1-2)
Questionnaire Number:		(3-10)
Region:	Dublin 01 Rest of Leinster..... 02 Munster 03 Connaught/Ulster..... 04	(11-12)
DUNS No. [][][][][][][][][]	(SEE CODE IN DATABASE)	(13-21)
SIC CODE: [][][][]	(SEE CODE IN DATABASE)	(22-25)
Respondent's full telephone number (WRITE IN WITHOUT COUNTRY CODE):	_____	(26-35)

A. COMPANY PROFILE : GENERAL QUESTIONS

A1. What exactly is your position in the company : ...?

- Chairman, Chief executive [1] (36)
- Managing Director, General Manager for business in the EU [2]
- Import /Export Director for EU countries [3]
- Senior member of managing staff responsible for EU affairs [4]
- Other (senior level) : (SPECIFY:). [5]
- (CHECK: non-managerial function →STOP)

A2. To which industrial sector does your company principally belong : ...?

- Construction [1] (37)
- Manufacturing [2]
- Distribution (wholesale/retail)..... [3]
- Transport [4]
- Business services [5]
- (Other : SPECIFY)..... [6]
- (CHECK: mining, extractive industry, personal services →STOP)

A3. How many people does your company employ equivalent full time in Ireland ?

- (CHECK: less than 10 →STOP)
- 10 to 49 [1] (38)
- 50 to 249 [2]
- 250 to 499 [3]
- 500 to 999 [4]
- 1000 to 2999 [5]
- 3000 and more [6]

A4. What is the annual turnover of your company in Ireland?

(CHECK: less than 1 million Punts? →STOP)

- Between 1 and 2.5 million punts [1] (39)
- between 2.5 and 9 million punts [2]
- between 9 and 26 million punts [3]
- between 26 and 50 million punts [4]
- between 50 and 100 million punts [5]
- between 100 and 195 million punts [6]
- above 195 million punts [7]
- (DK) [8]

A5. How long has your company been operating?

- less than 2 years [1] (40)
- 2 to 5 years [2]
- +5 to 10 years [3]
- more than 10 years [4]
- (DK) [5]

A6. Does your company form part of a group (parent/subsidiary, joint venture) with other companies established outside Ireland?

- Your company has no such links with any company abroad [1] (41)
- Your company has links with one or more companies in the EU [2]
- Your company has links with one or more companies but none in the EU [3]
- (DK) [4]

A7. At the moment, which are the European Union countries, other than Ireland ...

- a) to which your company exports goods or services?
- b) from which your company directly sources goods or services?
- c) where your company manufactures goods or provides services?

READ OUT ONLY IF REQUESTED

	(a) Exports	(b) Sources	(c) Manufact.
Belgium	1 (42)	1 (58)	1 (74)
Denmark	1 (43)	1 (59)	1 (75)
Germany	1 (44)	1 (60)	1 (76)
<hr/>			
Greece.....	1 (45)	1 (61)	1 (77)
Spain.....	1 (46)	1 (62)	1 (78)
Finland.....	1 (47)	1 (63)	1 (79)
<hr/>			
France.....	1 (48)	1 (64)	1 (80)
Italy	1 (50)	1 (66)	1 (82)
Luxembourg.....	1 (51)	1 (67)	1 (83)
<hr/>			
Netherlands.....	1 (52)	1 (68)	1 (84)
Austria	1 (53)	1 (69)	1 (85)
Portugal	1 (54)	1 (70)	1 (86)
<hr/>			
Sweden	1 (55)	1 (71)	1 (87)
United Kingdom.....	1 (56)	1 (72)	1 (88)
(none)	1 (57)	1 (73)	1 (89)

A8. In the last two years, what has happened to the profits of your company, have they : . . .
READ OUT - SINGLE CODE

- Increased substantially [1] (90)
- Increased [2]
- Remained unchanged [3]
- Decreased, or [4]
- Decreased substantially ? [5]
- (DK) [6]

A9. And how about: ...

Read Out ↓	Incr. subst.	Incr.	Un-changed	Decr.	Decr. subst.	(DK)	
(a) your market share in Ireland	[1]	[2]	[3]	[4]	[5]	[6]	(91)
(b) your export sales within the European Union ?	[1]	[2]	[3]	[4]	[5]	[6]	(92)
(c) your employment volume ?	[1]	[2]	[3]	[4]	[5]	[6]	(93)
(d) your capital investment ?	[1]	[2]	[3]	[4]	[5]	[6]	(94)
(e) your new Product/ Service launches ?	[1]	[2]	[3]	[4]	[5]	[6]	(95)

A10. In the last two years, has the establishment of the European Union's Single Market influenced the overall performance of your company : . . .
READ OUT - SINGLE CODE

- Very positively [1] (96)
- Positively [2]
- Negatively [3]
- Very negatively [4]
- The positive and negative effects have balanced each other out [5]
- It had no impact on your performance ? [6]
- (DK) [7]

B. THE OPENING OF NATIONAL BORDERS TO EUROPEAN UNION TRADE AND THE FREE MOVEMENT OF GOODS, SERVICES AND CAPITAL

B1. I would 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: ...

READ OUT - SINGLE CODE

- | | | |
|--|-----|-------------------------------|
| Have disappeared altogether | [1] | (97) Skip to Section C |
| ----- | | |
| Have been significantly reduced..... | [2] | } CONTINUE |
| Tend to decrease | [3] | |
| Have remained unchanged, or | [4] | |
| On the contrary : tend to increase ? | [5] | |
| (DK)..... | [6] | |

B2. So 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 view, can this situation be attributed:

- (1) primarily
- (2) secondarily, or
- (3) not at all: ...

SINGLE CODE PER STATEMENT

READ OUT ↓	(1) Primary	(2) Second-ary	(3) Not At All	(4)	
(a) to how legislation and rules are applied by other EU countries	1.....	2.....	3*.....	4	(98)
(b) to your lack of information on Single Market rules	1.....	2.....	3.....	4	(99)
(c) to your lack of information on the operation of markets in certain other EU countries ?	1.....	2.....	3.....	4	(100)
d) (other: SPECIFY)	1.....	1			
	(101)	(102)			

(IF CODE 3* AT ITEM (a) : → SKIP TO SECTION C)

B3. In your experience, does your company face the following obstacles, (yes or no), at least in certain cases or in relation to certain EU countries ?

ROTATE (ITEMS a → n)

ITEM O : TO BE READ OUT AT THE END

	Yes	No	(?)	
(a) The <u>outright</u> refusal (by public authorities) of permission to sell products or services legally marketed in other European Union countries?	[1]	[2]	[3]	(103)
(b) Additional costs to render your products or services compatible with different national specifications ?	[1]	[2]	[3]	(104)
(c) unusual testing, certification or approval procedures?	[1]	[2]	[3]	(105)
(d) difficulties related to the VAT system and VAT procedures?	[1]	[2]	[3]	(106)
(e) costly financing arrangements for cross-border transactions?	[1]	[2]	[3]	(107)
(f) restrictions placed on market access, due to the existence of exclusive distribution networks?	[1]	[2]	[3]	(108)
(g) market access requires rights or licences which are already in the hands of your local competitors?	[1]	[2]	[3]	(109)
(h) state aids favouring your competitors?	[1]	[2]	[3]	(110)
(i) off-putting or discriminatory behaviour of certain national administrations ?	[1]	[2]	[3]	(111)
(j) discriminatory practices of awarding authorities when you try to access public procurement markets?	[1]	[2]	[3]	(112)
(k) lack of legal security of cross-border contracts/transactions?	[1]	[2]	[3]	(113)
(l) insufficient protection of copyrights?	[1]	[2]	[3]	(114)
(m) insufficient protection of technological inventions (patents) ?	[1]	[2]	[3]	(115)
(n) insufficient protection of trade marks ?	[1]	[2]	[3]	(116)
(o) other legislative or regulatory obstacles ?	[1]	[2]	[3]	(117)
→ Please specify which obstacle(s) ?				

B4. With respect to the persistence of these obstacles to trade and business activities of your company, in your view, can this be explained :

(a) primarily or : ...?

(b) additionally by: ...?

READ OUT IF REQUESTED

	(a) Primary	(b) Addit.	
1. The lack of uniform European rules.	1	2	(118)
2. The applicable legislation which is too complex.	1	2	(119)
3. Public authorities which are not familiar with the applicable rules, .	1	2	(120)
4. Public authorities which are too zealous in applying national rules.	1	2	(121)
5. The lack of information about applicable EU rules	1	2	(122)
- (other: SPECIFY)	1 (123)	1	(124)
- (DK)	1 (125)	1	(126)

B5. In your opinion, which are the countries of the European Union where these regulatory obstacles for your company ...

(a) are very important, even insurmountable ?

(b) handicap your business but may be overcome ?

(c) exist but have only a minimal impact ?

READ OUT ONLY IF REQUESTED

	(a) Very Import.	(b) May Be Overcome	(c) Minimal Impact
Belgium	1 (127)	1 (145)	1 (163)
Denmark	1 (128)	1 (146)	1 (164)
Germany	1 (129)	1 (147)	1 (165)
Greece	1 (130)	1 (148)	1 (166)
Spain	1 (131)	1 (149)	1 (167)
Finland	1 (132)	1 (150)	1 (168)
France	1 (133)	1 (151)	1 (169)
Italy	1 (135)	1 (153)	1 (171)
Luxembourg	1 (136)	1 (154)	1 (172)
Netherlands	1 (137)	1 (155)	1 (173)
Austria	1 (138)	1 (156)	1 (174)
Portugal	1 (139)	1 (157)	1 (175)
Sweden	1 (140)	1 (158)	1 (176)
United Kingdom	1 (141)	1 (159)	1 (177)
(All)	1 (142)	1 (160)	1 (178)
(none)	1 (143)	1 (161)	1 (179)
(DK)	1 (144)	1 (162)	1 (180)

- B6. In the last few years, has your company undertaken actions to overcome barriers of this sort in the EU countries, and when does the last case date back to ?
- Yes, and the last case dates back to less than a year ago [1] (181)
- Yes, and the last case dates back to one or two years [2]
- Yes, and the last case dates back to more than 2 years [3]
- Yes, but does not know when the last case dates back to [4]
- No, no action undertaken on a specific case in the last few years [5] *
- (DK) [6] *

(IF NO SPECIFIC CASE OR DK (CODE 5* OR 6*): →SKIP TO SECTION C)

- B7. Amongst the following external bodies, which ones were consulted by your company in this respect :

- a. in Ireland?
b. and in the EU country (countries) in question:...?

**READ OUT IF REQUESTED
MULTI CODING ALLOWED**

	(a) In Irl.	(b) All Countries
1. A Euro Info Centre.....	1* (182)	1* (192)
2. An office of the European Commission (Commission in Brussels)	1* (183)	1* (193)
3. A governmental, administrative or consular body.....	1* (184)	1* (194)
4. Chamber of commerce or professional association.....	1 (185)	1 (195)
5. Firm of consultants or external experts.....	1 (186)	1 (196)
6. The network of your partners or acquaintances.....	1 (187)	1 (197)
(Other: SPECIFY...)	1 (188)	1 (198)
(Some external body consulted but does not know who exactly)	1 (189)	1 (199)
(Does not know if any external body was consulted).....	1 (190)	1 (200)
(None, the problem was resolved without recourse to external advice).....	1 (191)	

(IF RESPONSE 1*, 2* OR 3* AT Q.B7(a) or (b) CONTINUE OTHERS GO TO Q.B10)

- B8. How did your company become aware of these bodies (that you consulted)? Was it:...?
READ OUT IF REQUESTED - MULTI-CODING POSSIBLE

Through an advert in the press.....	[1]	(201)
Through articles in the specialised press	[2]	(202)
Through direct mail.....	[3]	(203)
At a stand at a fair or exhibition.....	[4]	(204)
Through a call or a visit by one of their representatives.....	[5]	(205)
Through one of your employees	[6]	(206)
By means of an external partner /consultant etc.....	[7]	(207)
(Other: SPECIFY...)	[8]	(208)
(DK: known for a long time, always known).....	[9]	(209)
(DK).....	[0]	(210)

- B9. How useful was the information obtained in overcoming the difficulties mentioned earlier?
Was it ...

Extremely useful	[1]	(211)
Very useful.....	[2]	
Quite useful, or	[3]	
Not at all useful ?	[4]	
(DK).....	[5]	

ASK ALL

10. 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?
READ OUT – SINGLE CODE

A Euro Info Centre.....	[1]	(212)
An office of the European Commission (Commission in Brussels)	[2]	(213)
A governmental, administrative or consular body.....	[3]	(214)
Chamber of commerce or professional association.....	[4]	(215)
Services of consultants or external experts.....	[5]	(216)
The network of your partners or acquaintances	[6]	(217)
(Other : SPECIFY)	[7]	(218)
(None)	[8]	(219)
(DK).....	[9]	(220)

- B11. How would you prefer to obtain information on how to overcome difficulties of this type?
Is it...?

READ OUT IF REQUESTED – MULTI CODING POSSIBLE

Directly by telephone, fax or e-mail.....	[1]	(221)
During a meeting, a face to face interview	[2]	(222)
On an Internet site.....	[3]	(223)
At a fair or exhibition.....	[4]	(224)
In the press or specialised publications	[5]	(225)
By means of your consultants or experts.....	[6]	(226)
(Other : SPECIFY).....	[7]	(227)
(No preference)	[8]	(228)
(DK).....	[9]	(229)

C. INFORMATION IN RELATION TO TRADE WITH OTHER EUROPEAN UNION COUNTRIES

- C1. Regarding the information that your company needs concerning administrative procedures in the Single Market, in which of the following areas that I'm going to read out, does the quality and the precision of the information seem to you to be :

- 1) crucial,
- 2) important, or
- 3) of no great interest to the business you undertake in other countries of the EU?

SINGLE CODE PER ITEM

	(1)	(2)	(3)	(DK)	
	NO				
READ OUT & ROTATE	CRUCIAL IMPORT. INTEREST.				
A. Setting-up a company in another EU State ?	[1]	[2]	[3]	[4]	(230)
B. Participation in public procurement "calls for tender" ?	[1]	[2]	[3]	[4]	(231)
C. Standards applied to your products/services ?	[1]	[2]	[3]	[4]	(232)
D. Protection of intellectual and industrial property rights ?	[1]	[2]	[3]	[4]	(233)
E. The fiscal, tax and VAT regimes ?	[1]	[2]	[3]	[4]	(234)
F. Access to grants and state aids ?	[1]	[2]	[3]	[4]	(235)
G. Environmental regulations ?	[1]	[2]	[3]	[4]	(236)
H. Consumer protection ?	[1]	[2]	[3]	[4]	(237)
I. Labour and social security rules ?	[1]	[2]	[3]	[4]	(238)
J. Administrative procedures in general ?	[1]	[2]	[3]	[4]	(239)
K. The means to enforce you rights vis-à-vis administrations ?	[1]	[2]	[3]	[4]	(240)
- (Other . SPECIFY)	[1] (241)	[1] (242)			

- C2. 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: ...

READ OUT AND ROTATE - SINGLE CODE

	Yes	Agree:		No	(DK)	
		+/- yes	+/- no			
A. My firm has all the useful information it needs ?.....	[1]	[2]	[3]	[4]	[5]	(243)
B. Truly useful information is not published ?.....	[1]	[2]	[3]	[4]	[5]	(244)
C. Too little information is available in my language ?	[1]	[2]	[3]	[4]	[5]	(245)
D. Accessing it takes too much effort, time or money ?	[1]	[2]	[3]	[4]	[5]	(246)
E. You need specialised personnel for it ?.....	[1]	[2]	[3]	[4]	[5]	(247)
F. The published information is imprecise ?.....	[1]	[2]	[3]	[4]	[5]	(248)
G. The information is published too late ?	[1]	[2]	[3]	[4]	[5]	(249)

- C3. Would easier access to such information enable your company to expand its activities within the EU: ...

Yes, certainly	[1]	(250)
Probably	[2]	
Probably not, or.....	[3]	
Certainly not ?.....	[4]	
(DK).....	[5]	

IF Q.B8 ANSWERED IN PREVIOUS SECTION → GO TO SECTION D, OTHERS CONTINUE

C4. To get the information you lack on doing business in other EU countries, which of the following external bodies, . . .

- a. would your company consult first: ...?
- b. has your company already turned to in Ireland...?
- c. has your company already turned to outside of Ireland . . . ?

	(a) Consult First	(b) In Ireland	(c) Outside Ireland
1. A Euro Info Centre.....	[1] (251)	[1] (261)*	[1] (271)*
2. An office of the European Commission (Commission in Brussels)	[1] (252)	[1] (262)*	[1] (272)*
3. A governmental, administrative or consular body.....	[1] (253)	[1] (263)*	[1] (273)*
4. Chamber of commerce or professional association.....	[1] (254)	[1] (264)	[1] (274)
5. Services of consultants or external experts.....	[1] (255)	[1] (265)	[1] (275)
6. The network of your partners or acquaintances	[1] (256)	[1] (266)	[1] (276)
(Other: SPECIFY ...)	[1] (257)	[1] (267)	[1] (277)
(some external body consulted but doesn't know who exactly).....	[1] (258)	[1] (268)	[1] (278)
(None, nowhere).....	[1] (259)	[1] (269)	[1] (279)
(DK).....	[1] (260)	[1] (270)	[1] (280)

IF RESPONSE 1, 2, OR 3 FOR Q.C4b) OR c) GIVEN CONTINUE: OTHERS GO TO QC7

C5. How did your company become aware of these bodies (that you have already consulted)?
Was it: ...? **READ OUT IF REQUESTED – MULTI CODE ALLOWED**

Through an advert in the press.....	[1]	(281)
Through articles in the specialised press	[2]	(282)
Through direct mail.....	[3]	(283)
At a stand at a fair or exhibition.....	[4]	(284)
Through a call or a visit by one of their representatives	[5]	(285)
Through one of your employees	[6]	(286)
By means of an external partner / consultant etc.....	[7]	(287)
(Other: SPECIFY)	[8]	(288)
(DK : have known for a long time, always known).....	[9]	(289)
(DK).....	[0]	(290)

C6. How would you judge the information that you have already received from these external bodies?
Was it: ...

Extremely useful	[1]	(291)
Very useful.....	[2]	
Not that useful, or.....	[3]	
Not at all useful ?	[4]	
(DK).....	[5]	

ASK ALL

C7.

How would you prefer to obtain information about doing business in other EU countries?

READ OUT IF REQUESTED – MULTI CODING ALLOWED

Directly by telephone, fax or e-mail.....	[1]	(292)
During a meeting, a face to face interview	[2]	(293)
On an Internet site	[3]	(294)
At a fair or exhibition.....	[4]	(295)
In the press or specialised publications	[5]	(296)
By means of your consultants or experts.....	[6]	(297)
(Other: SPECIFY ...)	[7]	(298)
(No preference)	[8]	(299)
(DK).....	[9]	(300)

D. THE QUALITY OF THE LEGISLATIVE ENVIRONMENT AFFECTING YOUR BUSINESS

- 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 to your business? Would you say you have noticed that the administrative burdens : ...

READ OUT

Have been significantly reduced,	[1]	
Tend to decrease,	[2]	(301)
Have remained practically the same, or	[3]	
On the contrary, tend to increase?	[4]	
(DK)	[5]	

- D2. Do you think that Ireland's government: ...

	Yes	No	(DK)	
(a) has already taken measures to improve legislation and simplify administrative procedures applying to your sector?	[1]	[2]	[3]	(302)
(b) envisages taking measures in this direction?	[1]	[2]	[3]	(303)

- D3. In your opinion, should Ireland's government tackle the following 4 objectives and what ought to be their order of priority? **READ OUT - SINGLE CODE PER STATEMENT**

	Yes				No (?)		
	1 st	2 nd	3 rd	4 th	[5]	[6]	
(a) Simplify the applicable legislation	[1]	[2]	[3]	[4]	[5]	[6]	(304)
(b) Provide clearer and simpler instructions on how to comply with legislation	[1]	[2]	[3]	[4]	[5]	[6]	(305)
(c) Streamline overlapping formalities	[1]	[2]	[3]	[4]	[5]	[6]	(306)
(d) Provide a predictable legal framework	[1]	[2]	[3]	[4]	[5]	[6]	(307)

- D4. In your opinion, is simplification of administrative procedures necessary in the following legislative areas and what should be their order of priority : ?

READ OUT - SINGLE CODE PER ITEM

	Yes				No (?)		
	1 st	2 nd	3 rd	4 th	[5]	[6]	
(a) Fiscal and tax rules	[1]	[2]	[3]	[4]	[5]	[6]	(308)
(b) Environmental legislation	[1]	[2]	[3]	[4]	[5]	[6]	(309)
(c) Labour and social regulations	[1]	[2]	[3]	[4]	[5]	[6]	(310)
(d) Product and service regulations	[1]	[2]	[3]	[4]	[5]	[6]	(311)
(Other: SPECIFY ...)	[1]	[2]	[3]	[4]	[5]	[6]	(312)

[THANK RESPONDENT]