

457s0

Ireland	08 (1-2)
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**Qaire Number**

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(3-7)

*Good morning/afternoon. I am ..... from Irish Marketing Surveys Limited.  
We are carrying out a survey on behalf of the European Commission and I would be grateful for your help  
in answering some questions. Do you have about 5 minutes to answer some questions?*

**A.** What exactly is your position in the company?

[SPECIFY:.....]

[IF CORRESPONDS TO ONE OF THE THREE CASES BELOW: CODE AND CONTINUE]  
[IN ALL OTHER CASES → STOP INTERVIEW]

- General management: Chairman, Managing Director, Owner, Boss ..... 1 (20)
- Administration Director, company's highest responsible person  
for administration ..... 2
- Financial Director ..... 3

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

- [-----] people
- **250 and more** → [STOP INTERVIEW] (21-23)
- **(DK/NA)** → [STOP INTERVIEW]

**C.** To which industrial sector does your company principally belong?

- Extractive activity or Primary Production  
(including Energy Production **but** excluding Agriculture) ..... 1 (24)
- Construction (or Public Works) ..... 2
- Manufacturing (secondary sector) ..... 3
- Distribution (wholesale, retail) ..... 4
- Banking, Finances, Insurance ..... 5
- Transport ..... 6
- Business Services ..... 7
- (Other) [SPECIFY] ..... 8
- Agriculture → [STOP INTERVIEW]
- **(DK/NA)** → [STOP INTERVIEW]

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

- less than £80,000 ..... 1 (25-26)
- £80,000 to £200,000 ..... 2
- £200,000 to £400,000 ..... 3
- £400,000 to £800,000 ..... 4
- £800,000 to £1,200,000 ..... 5
- £1,200,000 to £1,600,000 ..... 6
- £1,600,000 to £2,000,000 ..... 7
- £2,000,000 to £4,000,000 ..... 8
- more than £4,000,000 ..... 9
- **(DK/NA)** ..... 10

1. Do you think it is already necessary to prepare your company to the moment where the Irish Pound will no longer be used and will be replaced by the euro?
- yes ..... 1 (27)
  - no ..... 2
  - the company is already prepared ..... 3
  - (DK/NA) ..... 4
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2. Have you already decided on a detailed action plan, just the outlines of an action plan or neither one nor the other?
- a detailed action plan ..... 1 (28)
  - the outlines of an action plan ..... 2
  - neither one nor the other ..... 3
  - (DK/NA) ..... 4

**[IF Q.2, CODE 1 "A DETAILED ACTION PLAN" OR CODE 2 "THE OUTLINES OF AN ACTION PLAN"]**

3. Have you already concretely implemented all measures that were adopted, most of the measures adopted, some of the measures adopted or none of the measures adopted?
- all measures adopted ..... 1 (29)
  - most of the measures adopted ..... 2
  - some of the measures adopted ..... 3
  - none of the measures adopted ..... 4
  - (DK/NA) ..... 5

**[ASK ALL]**

4. Have you already.....**[READ OUT – ONE ANSWER PER ITEM]**?
- |  | Yes | No | DK/NA |      |
|--|-----|----|-------|------|
| a) identified the impact of the euro, according to the company function fulfilled (e.g. sales, marketing, accounting etc.) | 1   | 2  | 3     | (30) |
| b) defined all adaptations that have to be made to your computer systems   | 1   | 2  | 3     | (31) |
| c) chosen the person responsible for actions that must be undertaken   | 1   | 2  | 3     | (32) |
| d) evaluated how much budget will be necessary   | 1   | 2  | 3     | (33) |
| e) informed your personnel about the switch to the euro  | 1   | 2  | 3     | (34) |
| f) evaluated your specific needs with respect to personnel training  | 1   | 2  | 3     | (35) |
| g) opened or converted a bank account into a euro bank account   | 1   | 2  | 3     | (36) |
| h) started fixing your prices in euro  | 1   | 2  | 3     | (37) |
| i) informed your partners of your intentions (clients, suppliers, ...)   | 1   | 2  | 3     | (38) |

5. As of when will you systematically invoice in euro?

**[DO NOT PROMPT]**

- (it is already the case) .....01 (39-40)
- (before June 30, 2000) .....02
- (between July 1 and December 31, 2000).....03
- (between January 1 and June 30, 2001) .....04
- (between July 1 and December 31, 2001).....05
- (on January 1, 2002) .....06
- (after January 1, 2002) .....07
- (when it will be compulsory) .....08
- (Other: **SPECIFY**.....).....09
- (DK/NA) .....10

6. As of when do you think your company will be able to carry out all operations in euro, i.e. will have become "eurocompatible"?

**[DO NOT PROMPT]**

- (it is already the case) .....01 (41-42)
- (before June 30, 2000) .....02
- (between July 1 and December 31, 2000).....03
- (between January 1 and June 30, 2001) .....04
- (between July 1 and December 31, 2001).....05
- (on January 1, 2002) .....06
- (after January 1, 2002) .....07
- (when it will be compulsory) .....08
- (Other: **SPECIFY** ..... ).....09
- (DK/NA) .....10

7. Do you think that the introduction of the euro will have very positive consequences, somewhat positive consequences, somewhat negative consequences, very negative consequences or no consequence at all on your company's competitiveness?

- very positive consequences .....1 (43)
- somewhat positive consequences.....2
- somewhat negative consequences.....3
- very negative consequences.....4
- no consequence at all .....5
- (DK/NA) .....6

8. Do you have full confidence, some confidence, not much confidence or no confidence at all in your company's ability to succeed when switching to the euro?

- full confidence .....1 (44)
- some confidence.....2
- not much confidence .....3
- no confidence at all .....4
- (DK/NA) .....5