

Job No 450s1

Qaire Number

Ireland	08 (1-2)
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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, in relation to trading activities in the Internal European Market. May I speak to the person, in your company, who has responsibility for operations in Europe, notably exports?

WHEN FOUND THE RIGHT RESPONDENT:

Good morning/afternoon. I am from Irish Marketing Surveys Limited. We are carrying out a survey on behalf of the European Commission, in relation to trading activities in the Internal European Market. I would be grateful for your help in answering some questions. It will take approximately 15 minutes. Thank you.

A. DESCRIPTIVE ELEMENTS

1. What is your title and responsibility in the company?

[SPECIFY]

.....

[THEN CODE THE MAIN RESPONSIBILITIES BELOW - ONE CODE ONLY:]

- General Management..... 1 (31)
- Sales, Marketing Management, responsible for operations in Europe 2
- Import/Export Management 3
- Logistics Management..... 4
- [Other] [STOP INTERVIEW]

2. How many persons are in regular employment within your company in Ireland?

N= [] [] [] [] [] [] (32-36)

[IF LESS THAN 10 PEOPLE EMPLOYED: → STOP INTERVIEW]

[IF DK/NA → STOP INTERVIEW]

3. Apart from Ireland, in how many countries of the European Union do you regularly sell products or services?

N = [] [] (37-38)

[IF NONE: → STOP INTERVIEW]

4. On average, about what percentage of your turnover do you generate from trade with these European Union Countries?

- [] [] [] % (39-41)

[IF DK/NA: ---> STOP INTERVIEW]

5. Is your company mainly involved in...?

[READ OUT - ONLY ONE ANSWER]

- construction or civil engineering 1 (42)
- production and manufacturing of goods 2
- trade and distribution (wholesale or retail) 3
- transport (of goods or people) 4
- financial services (banking, insurance, broking) 5
- business services 6
- (none of those cases) **[SPECIFY... CHECK EXCLUSIONS!!]** 7

- [- **Agriculture, mining, extractive industry** → **STOP INTERVIEW]**
- [- **Hotels/restaurants/cafes** → **STOP INTERVIEW]**
- [- **Personal services** → **STOP INTERVIEW]**
- [- **DK/NA** → **STOP INTERVIEW]**

B. LAWS AND REGULATIONS AFFECTING YOUR COMPANY

We will start by talking about the laws and regulations in Ireland which impose constraints and obligations on your company. Some obligations are not very restrictive or expensive; others involve significant expenditure and effort.

1. I am going to mention a number of regulatory areas. I would like to know for each one whether the requirements which they impose on your company involve expenditure and obligations that are:

- very important, 1
- important, 2
- normal, 3
- not important, or 4
- not important at all in order to comply with its obligations in this area? 5
- [DK/NA] 6
- [not involved in this area] 7

[READ OUT EACH ITEM WITH ROTATION - ONE ANSWER PER ITEM]

Laws and regulations on...

involve expenditure
and obligations which are:

- a. Employment and working conditions 1 2 3 4 5 6 7 (43)
- b. Environment 1 2 3 4 5 6 7 (44)
- c. Product conformity, certification or approval 1 2 3 4 5 6 7 (45)
- d. Consumer protection 1 2 3 4 5 6 7 (46)
- e. The payment and refunding of VAT 1 2 3 4 5 6 7 (47)
- f. Procedures regarding all your other taxes 1 2 3 4 5 6 7 (48)
- g. Access to public procurement contracts 1 2 3 4 5 6 7 (49)
- h. Intellectual property rights 1 2 3 4 5 6 7 (50)
- i. Competition 1 2 3 4 5 6 7 (51)

2. Some of the constraints and obligations imposed by all this legislation may seem to you to be badly designed and involve unnecessary expenditure. What proportion of your total compliance cost do you feel is made up of this unnecessary expenditure?

[INSIST ON OBTAINING AN ESTIMATE, HOWEVER IMPRECISE, IN ORDER TO GET A ROUGH IDEA ON UNNECESSARY EXPENDITURE]

[CODE THE FRACTIONS AS PERCENTAGES : 1/10th = 10%, 1/4 = 25%, etc...]

[NONE = 000%]

[DK/NA: CODE 999 ONLY AFTER INSISTING)

Approximately: [] [] [% of the total compliance cost. (52-54)

3. Which is in particular the regulatory area whose various constraints and obligations are the most costly for your company?

[ONLY ONE ANSWER]

[IF NECESSARY READ AGAIN THE AREAS WITH THE HIGHEST CODES IN Q.1]

[IF "OTHER": ASK FOR SPECIFICATION]

- Employment and working conditions 1 (55-56)
- Environment 2
- Product conformity, certification or approval..... 3
- Consumer protection 4
- The payment and refunding of VAT 5
- Procedures regarding all your other taxes 6
- Access to public procurement contracts 7
- Intellectual property rights..... 8
- Competition 9
- [other]: [SPECIFY] : 10
- [DK/NA]..... 11

4. What proportion of your total compliance cost is represented by the cost of complying with laws and regulations to do with[AREA CHOSEN IN Q3]?

[INSIST ON OBTAINING AN ESTIMATE, HOWEVER IMPRECISE, IN ORDER TO GET A ROUGH IDEA]

[CODE THE FRACTIONS AS PERCENTAGES : 1/10th = 10%, 1/4 = 25%, etc...]

[DK/NA: CODE 999 ONLY AFTER INSISTING)

Approximately: [] [] [% of the total compliance cost (57-59)

5. [FOR LEGISLATION CHOSEN IN Q.3:]

I am going to mention some opinions which can be held on the laws and regulations relating to: ... [AREA CHOSEN IN Q.3]. For each opinion, I would like to know if you agree: ...

- completely 1
- to some extent 2
- not much, or 3
- not at all 4
- [DK/NA] 5

[READ OUT EACH ITEM WITH ROTATION - ONE ANSWER PER ITEM]

These laws and regulations are : ...

- a. Too complicated and difficult to understand..... 1 2 3 4 5 (60)
- b. Too detailed..... 1 2 3 4 5 (61)
- c. Almost impossible to comply with 1 2 3 4 5 (62)
- d. Contradictory with other legislation..... 1 2 3 4 5 (63)
- e. Applied too strictly 1 2 3 4 5 (64)
- f. Not well known and difficult to find information on 1 2 3 4 5 (65)
- g. Changed too often 1 2 3 4 5 (66)
- h. Not adapted to the developments in your sector..... 1 2 3 4 5 (67)
- i. Applied in a discriminatory way 1 2 3 4 5 (68)
- j. Do not meet the set objectives..... 1 2 3 4 5 (69)

6. In your case, can it be said that the laws and regulations relating to: ... [AREA CHOSEN IN Q.3] have the following negative consequences for your activities, and if so, is this impact significant or marginal?

- yes, significant impact 1
- yes, marginal impact..... 2
- no, no consequences 3
- [DK/NA] 4

[READ OUT EACH ITEM WITH ROTATION - ONE ANSWER PER ITEM]

- a. .. they reduce your turnover..... 1 2 3 4 (70)
- b. .. they increase costs unnecessarily 1 2 3 4 (71)
- c. .. they distort competition..... 1 2 3 4 (72)
- d. .. they restrict your growth potential 1 2 3 4 (73)
- e. .. they discourage your innovation efforts 1 2 3 4 (74)
- f. .. they require non-productive investments..... 1 2 3 4 (75)

C. THE OVERALL BODY OF LAWS AND REGULATIONS IN OUR COUNTRY

Let us go back to the body of laws and regulations which affect your company, as well as to the government authorities that apply them.

7. In your opinion, are the laws and regulations that apply to your sector: ...

[READ OUT - ONLY ONE ANSWER]

- well adapted to market realities and technical advances 1 (76)
- relatively well adapted but with some less satisfactory aspects 2
- not well adapted and somewhat out of date, or 3
- completely out of date? 4
- [DK/NA] 5

8. If all these laws and regulations were better designed, more appropriate and better applied, this could allow you to develop your business and reduce your expenses. Overall, how much could improvements in legislation allow your company to save, every year, as a percentage of your current turnover?

[INSIST ON OBTAINING AN ESTIMATE, HOWEVER IMPRECISE, IN ORDER TO GET A ROUGH IDEA OF REALISABLE BENEFITS]

Approximately: [] [] [] % of turnover (77-79)

[none or almost none : CODE 000]

[DK/NA: CODE 999, ONLY AFTER INSISTING]

9. As far as your relations with national government authorities are concerned, do you agree:

- completely 1
- to some extent 2
- not much, or 3
- not at all... that: 4
- [DK/NA] 5

[READ OUT EACH ITEM WITH ROTATION - ONE ANSWER PER ITEM]

- a. .. It is easy for you to find the right department or person to help you with questions concerning the application of legislation..... 1 2 3 4 5 (80)
- b. .. Your requests for advice and information on the application of legislation are met within a reasonable time..... 1 2 3 4 5 (81)
- c. .. National government authorities generally show good judgement and a sense of proportion when applying the legislation..... 1 2 3 4 5 (82)
- d. .. If you face a problem to do with exports in the EU, you can easily have your problem investigated and solved..... 1 2 3 4 5 (83)
- e. .. The laws and regulations affecting your company are being simplified..... 1 2 3 4 5 (84)

D. BUSINESS ACTIVITIES IN THE EUROPEAN UNION

Let us now turn to your trading activities in the European Union.

10. Apart from Ireland, what are in order your three most important markets in the European Union, starting with the most important one for your company?

[CODE 1 FOR THE MOST IMPORTANT MARKET]

[CODE 2 FOR THE SECOND MOST IMPORTANT MARKET]

[CODE 3 FOR THE THIRD MOST IMPORTANT MARKET]

[IF COMPANY HAS LESS THAN THREE MARKETS, NOTE THE COMPLETE ORDER OF IMPORTANCE] Order of importance 1 2 3

a. Belgium	1 2 3	(85)
b. Denmark	1 2 3	(86)
c. Germany	1 2 3	(87)
d. Greece.....	1 2 3	(88)
e. Spain.....	1 2 3	(89)
f. Finland.....	1 2 3	(90)
g. France	1 2 3	(91)
h. Ireland.....	1 2 3	(92)
i. Italy.....	1 2 3	(93)
j. Luxembourg	1 2 3	(94)
k. Netherland	1 2 3	(95)
l. Austria	1 2 3	(96)
m. Portugal	1 2 3	(97)
n. Sweden	1 2 3	(98)
o. United Kingdom.....	1 2 3	(99)

11. In which of the countries that you just mentioned, do you have a permanent establishment (subsidiary, offices, ...)?

[READ OUT - SEVERAL ANSWERS POSSIBLE]

▪ in [COUNTRY CODED 1 IN Q.10]	1	(100)
▪ in [COUNTRY CODED 2 IN Q.10].....	1	(101)
▪ in [COUNTRY CODED 3 IN Q.10].....	1	(102)
▪ [in none of these countries].....	1	(103)

- 12a. So your most important market is...[COUNTRY CODED 1 IN Q.10]. When you consider the requirements and obligations imposed on your exports to or sales within this country in particular, would you say that they are:

[READ OUT - ONLY ONE ANSWER]

[NOTE BELOW WITH REGARD TO COUNTRY OF IMPORTANCE 1]

▪ very easy for your company to comply with	1	(104)
▪ fairly easy for your company to comply with.....	2	
▪ difficult for your company to comply with, or	3	
▪ very difficult for your company to comply with?.....	4	
▪ [DK/NA].....	5	

12b. So your second most important market is...[COUNTRY CODED 2 IN Q.10]. When you consider the requirements and obligations imposed on your exports to or sales within this country in particular, would you say that they are:

[READ OUT - ONLY ONE ANSWER]

[NOTE BELOW WITH REGARD TO COUNTRY OF IMPORTANCE 2]

- very easy for your company to comply with 1 (105)
- fairly easy for your company to comply with..... 2
- difficult for your company to comply with, or 3
- very difficult for your company to comply with?..... 4
- [DK/NA] 5

12c. So your third most important market is...[COUNTRY CODED 3 IN Q.10]. When you consider the requirements and obligations imposed on your exports to or sales within this country in particular, would you say that they are:

[READ OUT - ONLY ONE ANSWER]

[NOTE BELOW WITH REGARD TO COUNTRY OF IMPORTANCE 3]

- very easy for your company to comply with 1 (106)
- fairly easy for your company to comply with..... 2
- difficult for your company to comply with, or 3
- very difficult for your company to comply with?..... 4
- [DK/NA] 5

13. Besides the European Union, what is your most important export market?

[SPECIFY - ONE ANSWER POSSIBLE]

.....

[THEN CODE THE STATED COUNTRY BELOW]

- United-States 1(107-108)
- Canada..... 2
- South America..... 3
- Switzerland..... 4
- Norway 5
- Russia 6
- Central and Eastern Europe..... 7
- Africa 8
- Japan 9
- China 10
- Asia (not including Japan and China) 11
- [other: Specify]..... 12
- [Does not export outside the European Union]..... 13
- [DK/NA] 14

[IF Does not export outside the European Union] → GO TO Q. 15

[IF [DK/NSP] → GO TO Q. 15

14. Generally speaking, when you compare the regulatory problems encountered in this country with those you have encountered within the Internal European Market, would you say that the Internal European Market is:

[READ OUT – ONLY ONE ANSWER]

- much easier for your company than this external market..... 1 (109)
- easier for your company than this external market..... 2
- the same for your company as this external market 3
- more difficult for your company than this external market, or..... 4
- much more difficult for your company than this external market? 5
- [DK/NA]..... 6

[TO ALL]

15. In recent years, are there countries in the EU where you have significantly reduced or stopped your sales because for your company, the laws and regulations there were too discouraging or unacceptable?

[DON'T READ OUT –SEVERAL ANSWERS POSSIBLE - CODE THE COUNTRIES MENTIONED BY THE RESPONDENT]

[CODE 1 WHEN THE RESPONDENT HAS REDUCED HIS SALES]

[CODE 2 WHEN THE RESPONDENT HAS STOPPED HIS SALES]

[CODE 0 OR [BLANK] FOR THE COUNTRIES NOT MENTIONED BY THE RESPONDENT]

- Reduced 1
- Stopped 2

- Yes, in Belgium 1 2 (110)
- Yes, in Denmark..... 1 2 (111)
- Yes, in Germany..... 1 2 (112)
- Yes, in Greece 1 2 (113)
- Yes, in Spain..... 1 2 (114)
- Yes, in Finland..... 1 2 (115)
- Yes, in France 1 2 (116)
- Yes, in Ireland (117=Blank)
- Yes, in Italy 1 2 (118)
- Yes, in Luxembourg 1 2 (119)
- Yes, in the Netherlands..... 1 2 (120)
- Yes, in Austria 1 2 (121)
- Yes, in Portugal 1 2 (122)
- Yes, in Sweden 1 2 (123)
- Yes, in the United-Kingdom..... 1 2 (124)
- NO (in no country of the EU)..... 1 (125)
- [DK/NA]..... 1 (126)

[IF « NO (in no country of the EU) » → GO TO Q 18]

[IF « DK/NA» → GO TO Q 18]

[REPEAT THIS QUESTION FOR EACH OF THE COUNTRIES MENTIONED IN Q.15]

16 Which is the legal or regulatory area which discouraged you the most in [COUNTRY MENTIONED]?

[ONE AND ONLY ONE ANSWER FOR EACH COUNTRY]

[READ OUT ONLY WHEN REQUESTED]

[IN THE CASE OF "OTHER" AREA: ASK FOR SPECIFICATION]

- Employment and working conditions..... 1
- Environment 2
- Product conformity, certification or approval 3
- Consumer protection 4
- The payment and refunding of VAT 5
- Procedures regarding all your other taxes 6
- Access to public procurement contracts 7
- Intellectual property rights 8
- Competition 9
- [other]: [SPECIFY] : 10
- [DK/NA]..... 11

[CODE THE ANSWER BELOW WITH REGARD TO THE COUNTRY MENTIONED]

- in Belgium [] [] (127-128)
- in Denmark [] [] (129-130)
- in Germany [] [] (131-132)
- in Greece [] [] (133-134)
- in Spain [] [] (135-136)
- in Finland [] [] (137-138)
- in France [] [] (139-140)
- in Ireland [] [] (141-142=Blank)
- in Italy [] [] (143-144)
- in Luxembourg [] [] (145-146)
- in the Netherlands [] [] (147-148)
- in Austria [] [] (149-150)
- in Portugal [] [] (151-152)
- in Sweden [] [] (153-154)
- in the United-Kingdom [] [] (155-156)

[REPEAT THIS QUESTION FOR EACH OF THE COUNTRIES MENTIONED IN Q.15]

17 How were your trading activities done in [COUNTRY MENTIONED]? Was it by

[READ OUT – ONE AND ONLY ONE ANSWER FOR EACH COUNTRY]

- Direct export of your goods or services to this country..... 1
- Selling your goods or services through a permanent establishment in this country2
- Direct export and selling through a permanent establishment in this country.....3
- [DK/NA].....4

[CODE THE ANSWER BELOW WITH REGARD TO THE COUNTRY MENTIONED]

- in Belgium 1 2 3 4 (157)
- in Denmark 1 2 3 4 (158)
- in Germany 1 2 3 4 (159)
- in Greece..... 1 2 3 4 (160)
- in Spain..... 1 2 3 4 (161)
- in Finland..... 1 2 3 4 (162)
- in France 1 2 3 4 (163)
- in Ireland..... 1 2 3 4 (164=Blank)
- in Italy..... 1 2 3 4 (165)
- in Luxembourg 1 2 3 4 (166)
- in the Netherlands..... 1 2 3 4 (167)
- in Austria 1 2 3 4 (168)
- in Portugal 1 2 3 4 (169)
- in Sweden 1 2 3 4 (170)
- in the United-Kingdom..... 1 2 3 4 (171)

E. YOUR OPINIONS ON THE PREPARATION OF LAWS AND REGULATIONS

[TO ALL]

We will finish with your opinions on the preparation of the laws and regulations that can affect your company.

18. Do you pay attention to legislative and regulatory developments which can have an impact on your company or your business sector?

[READ OUT – ONLY ONE ANSWER]

- Yes 1 (172)
- No 2
- [DK/NA]..... 3

[IF NO → GO TO Q 21]

[IF DK/NA → GO TO Q 21]

19. When legislation is being prepared, do you feel that you are able to express your opinion: ...

[READ OUT – ONLY ONE ANSWER]

- often 1 (173)
- sometimes 2
- rarely, or..... 3
- never?..... 4
- [DK/NA]..... 5

20. During this preparatory work, how would you wish to be consulted or to express your opinion? Would it be: ...

[READ OUT – ONLY ONE ANSWER]

- directly, for example by replying to a questionnaire defining the impact on your company, ... 1 (174)
- indirectly via your professional organisations, or 2
- would participation not interest you? 3
- [DK/NA]..... 4

[TO ALL]

21. To ensure a market operates properly, one may prefer codes of conduct, adopted on a voluntary basis, or legislation which is imposed on everyone. For your sector, which of the following opinions do you agree with most...?

[READ OUT – ONLY ONE ANSWER]

- a voluntary code of conduct is always more effective..... 1 (175)
- a voluntary code of conduct is often more effective..... 2
- legislation is often more effective..... 3
- legislation is always more effective..... 4
- [both solutions are of comparable effectiveness, it depends, ...] 5
- [DK/NA]..... 6

THANK RESPONDENT

END INTERVIEW