

GREAT BRITAIN

NOP Consumer Market Research
 Ludgate House
 Blackfriars Road
 London SE1 9UL

| Job No. | Card | Serial No. | Country |
|-----------|-----------|------------|---------|
| (1) - (5) | (6) - (7) | (8) - (11) | (12-13) |
| 430690 | 0 1 | | 1 5 |

Job No : J 430690
 Issue : 1
 Date : 22 June, 1999

FLASH EB 68 – EOS MANAGERS 15

RESPONDENTS NAME:

TELEPHONE NUMBER:

RESULT OF CONTACT

| Call No | Inter-viewers ID | Date | Time | Length | Dispos-ition | Comments | Units |
|---------|------------------|------|------|--------|--------------|----------|-------|
| 1. | | | | | | | |
| 2. | | | | | | | |
| 3. | | | | | | | |
| 4. | | | | | | | |
| 5. | | | | | | | |
| 6. | | | | | | | |
| 7. | | | | | | | |
| 8. | | | | | | | |

STANDARD DIAL DISPOSITION CODES

| | | | | | |
|------|---|---|------|---|--|
| NR | - | No reply | HHR | - | Household/Company refusal |
| ENG | - | Circuit Engaged | RR | - | Respondent Refusal |
| NU | - | No. unobtainable (Not a working no.) | ANS | - | Answerphone |
| NNAS | - | No. Not applicable to study(home telephone if business no. if consumer study) | REJ | - | Reject (Respondent who might be otherwise eligible but is deaf, intoxicated, abusive or unwilling or unable to provide usable information) |
| LB | - | Language barrier | COMP | - | Completed interviews (segregated by type) |
| SRNA | - | Selected respondent not available | PART | - | Partial (interview terminated by respondent before completion) |
| CUTS | - | Contact unable to speak for H.Hold | | | |
| INEL | - | H.Hold/Business ineligible for specific reason | | | |

| | | | | Card 01 | |
|------|---|---|--|---------|-------------------------------|
| Q.No | Question | Answer | Code | Skip to | |
| | INTERVIEWER: <ul style="list-style-type: none"> ASK TO SPEAK TO ONE OF THE FOLLOWING <ul style="list-style-type: none"> OWNER/PARTNER CHAIRMAN MANAGING DIRECTOR GENERAL MANAGER IF NOT POSSIBLE TO SPEAK TO ONE OF THESE, ASK TO SPEAK TO A SENIOR DIRECTOR/MANAGER RESPONSIBLE FOR EXTERNAL RELATIONS. | | | | |
| | INTRODUCTION: Hello, I am... from NOP Research. We are carrying out a survey amongst senior managers in small and medium sized businesses. The survey is being conducted in a number of European markets, and its purpose is to get managers' views about the European Union. The interview is short and should not take more than 5 minutes or so of your time. Is it convenient to talk to you now or shall I ring back at a better time? | | | | |
| | | OK | 1 | | Q.A |
| | | Not OK | 2 | | Arrange recall |
| Q.C3 | To which business sector does your company belong or what is its main activity? READ OUT | Mineral extraction or primary production (including energy production) Construction or public works Secondary production/manufacturing Trade (wholesale or retail) Banking/finance/insurance Transport Other business services Other (SPECIFY) _____ | 1 2 3 4 5 6 7 8 | | Q.2 |
| | | Agriculture | NA | | Thanks & close - not eligible |
| | | DK | NA | | |
| Q.C4 | How many people in total does your company employ in Britain? RECORD ACTUAL NUMBER | Less than 10 | 1 | | Thank & Close |
| | | 10 - 50 | 2 | | Q.3 |
| | AND CODE IN RANGE | 51 or more | 3 | | Thank & Close |
| Q.C5 | What was the approximate total turnover of your company in Britain in 1998, or during its last full fiscal year? RECORD ACTUAL AMOUNT £ _____ DK/Refused | | () | | Q.C6 |
| | | | 0 | | |

| Q.No | Question | Answer | Code | Skip to |
|------|---|---|--|---------|
| Q.C6 | Is your company active, or does it have any trade activity, make purchases or sales, outside of Britain and, in particular ... READ OUT PRECODES MULTI ANSWERS ALLOWED | Yes - in direct neighbouring countries (i.e. those with a common border with Britain) - In other European Union countries - In Western Europe but outside the European Union (i.e. Norway, Switzerland) - In other European countries (i.e. Eastern Europe, Russia) - In other countries No, has no activity/trade activity is limited to Britain DK/NA | () 1 1 1 1 1 1 1 | Q.1 |
| Q.1 | In your opinion which of the following countries do you think will join the European Union in the near future? READ OUT EACH COUNTRY - ROTATE ORDER MULTI-ANSWERS ALLOWED | a) Bulgaria b) Cyprus c) Estonia d) Hungary e) Malta f) Poland g) Rumania h) Slovakia i) Slovenia j) Czech Republic DO NOT READ OUT k) Other (SPECIFY) _____ l) DK | () 1 1 1 1 1 1 1 1 1 1 1 1 | Q.2 |
| Q.2 | For companies such as yours do you perceive the membership of new countries to the European Union rather as ... | A threat An opportunity Both a threat and an opportunity or Neither a threat nor an opportunity, that is without any impact NA | () 1 2 3 4 5 | Q.3 |

| Q.No | Question | Answer | Code | Skip to |
|--------------------|--|--------|--|---------|
| Q.3 | <p>Membership of new countries in the European Union could have consequences on the activities and prospects of companies like yours. In your opinion, what are the advantages of membership of new countries in the European Union to companies like yours?</p> <p>READ OUT PRECODES - ROTATE ORDER MULTI ANSWERS ALLOWED</p> <p>a) The development of your exports towards candidate countries</p> <p>b) Diversification and security of your supplies</p> <p>c) Ease of setting-up in candidate countries</p> <p>d) Development of partnerships with local companies</p> <p>e) Competitive edge (advantage) given to European Union companies in the candidate countries</p> <p>f) Reduction of investment risks</p> <p>g) Companies in candidate countries will be subject to the same community rules</p> <p>h) None of above but are other advantages</p> <p>i) No advantages</p> <p>j) DK</p> | | <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> | Q.4 |
| DO NOT READ OUT | | | | |
| Q.4 | <p>And, still in your personal opinion, could the membership of new countries to the European Union entail the following difficulties for companies such as yours?</p> <p>READ OUT PRECODES - ROTATE ORDER MULTI ANSWERS ALLOWED</p> <p>a) Increased competition in Britain</p> <p>b) Increased competition in other European markets</p> <p>c) Reduced regional and sectional aid from which Britain benefits at present</p> <p>d) Reduced quality standards compared with those respected in Britain</p> <p>e) Destabilised labour market in Britain</p> <p>f) Further increase in the complexity of the rules in the single European market</p> <p>g) None of above but are other difficulties</p> <p>h) No difficulties</p> <p>i) DK</p> | | <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> | Q.5 |
| DO NOT READ OUT | | | | |

| Q.No | Question | Answer | Code | Skip to |
|------|---|---------------------------|---------|---------|
| Q.5 | In those countries which could become members of the European Union, do you think that companies in the same industry sector and of a similar size to yours would be - globally stronger, of the same strength or weaker than yours in terms of ... | | | |
| a) | their level of technological development? | Stronger | () 1 | |
| | | Comparable in strength | 2 | |
| | | Weaker | 3 | |
| | | DK | 4 | |
| b) | the severity of the social rules imposed on them? | Stronger | () 1 | |
| | | Comparable in strength | 2 | |
| | | Weaker | 3 | |
| | | DK | 4 | |
| c) | the stability of their financial situation? | Stronger | () 1 | |
| | | Comparable in strength | 2 | |
| | | Weaker | 3 | |
| | | DK | 4 | |
| d) | the quality of their workforce and their human resources? | Stronger | () 1 | |
| | | Comparable in strength | 2 | |
| | | Weaker | 3 | |
| | | DK | 4 | Q.6 |
| Q.6 | In the case of membership of the European Union, which of the following countries do you think could offer the most opportunities to companies such as yours? ONLY READ OUT COUNTRIES MENTIONED AT Q.1 MULTI ANSWERS POSSIBLE | a) Bulgaria | () 1 | |
| | | b) Cyprus | 1 | |
| | | c) Estonia | 1 | |
| | | d) Hungary | 1 | |
| | | e) Malta | 1 | |
| | | f) Poland | 1 | |
| | | g) Rumania | 1 | |
| | | h) Slovakia | 1 | |
| | | i) Slovenia | 1 | |
| | | j) Czech Republic | 1 | |
| | DO NOT READ OUT | k) Other countries at Q.1 | 1 | Q.7 |
| | | l) Other | 1 | |
| | | m) DK | 1 | |

| Q.No | Question | Answer | Code | Skip to |
|------|--|--|---|------------|
| Q.7 | And which of these countries would pose the biggest threats to companies such as yours ... ONLY READ OUT COUNTRIES MENTIONED AT Q.1 | a) Bulgaria b) Cyprus c) Estonia d) Hungary e) Malta f) Poland g) Rumania h) Slovakia i) Slovenia j) Czech Republic DO NOT READ OUT k) Other country/countries cited at Q.1 l) Other m) DK | () 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | Q.8 |
| Q.8 | As far as your company specifically is concerned, which of the following are you either doing or planning to do in terms of development or organisational plans, to take into account membership of new countries to the European Union? READ OUT EACH PRECODE - ROTATE ORDER MULTI CODING ALLOWED | | | |
| a) | Establish ourselves immediately in that country | | 1 | |
| b) | Search for partnerships on the spot with local companies | | 1 | |
| c) | Use local intermediaries to sell your products or services | | 1 | |
| d) | Look for companies in Britain to co-operate with to penetrate markets | | 1 | |
| e) | Look for companies in other European Union countries to co-operate with to penetrate markets | | 1 | |
| f) | Sell products or services from these countries | | 1 | |
| | DO NOT READ OUT: | | | |
| g) | Nothing decided but thinking has started | | 1 | |
| h) | Nothing is planned | | 1 | |
| i) | DK | | 1 | Q.9 |

| Q.No | Question | Answer | Code | Skip to |
|------|---|---|------|---------|
| Q9 | If your company chose to extend its activities to candidate countries, what sort of external support do you think you might need? | | () | |
| | | Legal | 1 | |
| | | Financial | 1 | |
| | | Sales & Marketing | 1 | |
| | | Strategic | 1 | |
| | | Technical | 1 | |
| | | Logistics | 1 | |
| | | Cultural/linguistic | 1 | |
| | | Training | 1 | |
| | | Other support required not but any of the above | 1 | |
| | | No support required | 1 | |
| | | DK | 1 | |

THANK & CLOSE