

**IRELAND**

# FLASH EUROBAROMETER N°68 ( MANAGERS 15 )

“SMEs & The Enlargement of the European Union”

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D&B Number \_\_\_\_\_ 01-12

Qaire Number

Ireland	08 (13-14)
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(15-22)

*Good morning/afternoon. My name is \_\_\_\_\_. I'm calling from Irish Marketing Surveys. Would you have 5 minutes to participate in a short survey about your company being conducted in all member states of the EU.*

*All your answers will be treated with the utmost confidentiality and will not be identified in any way with you personally or your company*

C3. Firstly, may I ask you to which business sector does your company belong or what is its type of activity ?  
Is it mainly ..... :

**[READ OUT - ONLY ONE ANSWER] (23)**

- **AGRICULTURE[STOP INTERVIEW] .....0**
- Extractive activity or other Primary Production .....1  
(including Energy Production sector)
- Construction or Public Works sector.....2
- Manufacturing.....3
- Trade (wholesale or retail).....4
- Banking, Finances or Insurances.....5
- Transport.....6
- Other Business Services .....7
- Others (specify) .....8
- **DON'T KNOW (DO NOT READ OUT) [STOP INTERVIEW].....9**

C4. How many people does your company regularly and effectively employ in **Ireland** whatever their status, i.e. including employees (either full time or part time), managers, owners as well as partners who are regularly working there ?

<b>Write In Number ↓</b>  _____ people (24-25)
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**[IF LESS THAN 10] >> [STOP INTERVIEW]**  
**[IF OVER 50] .... >> [STOP INTERVIEW]**  
**[D.K.] >> [STOP INTERVIEW]**

C5. What was the approximate total turnover of your company in **Ireland** in 1998, or during its last full fiscal year ?

- ..... [AMOUNT in IR£] (26-37)
- **DON'T KNOW./ REFUSAL CODE** ..... 000,000,000,000

C6. Does your company operate, or does it make purchases or sales, outside of **Ireland** and in particular : ..... **[READ OUT - SEVERAL POSSIBLE ANSWERS]**

- in direct neighbouring countries (i.e. countries having a common border with Ireland).....1 (121)
- in other European Union countries.....1 (122)
- in Western Europe but outside of the European Union (i.e. Norway, Switzerland).....1 (123)
- in other European countries (i.e. Eastern Europe, Russia) .....1 (124)
- in other continents.....1 (125)
- no, our activity / our trade is limited to **Ireland** .....1 (126)
- **DON'T KNOW/N.A (DO NOT READ OUT)**.....1 (127)

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1. In your opinion from amongst the countries I read out, which ones may join the European Union in the near future?  
(INT. READ OUT & ROTATE - SEVERAL POSSIBLE ANSWERS)

a) Bulgaria.....	1	(39)
b) Cyprus.....	1	(40)
c) Estonia .....	1	(41)
d) Hungary .....	1	(42)
e) Malta.....	1	(43)
f) Poland.....	1	(44)
g) Romania.....	1	(45)
h) Slovakia .....	1	(46)
i) Slovenia .....	1	(47)
j) Czech Republic.....	1	(48)
k) Others (DO NOT READ OUT).SPECIFY.....	1	(49)
l) DON'T KNOW/NONE OF THE ABOVE (DO NOT READ OUT).....	1	(50)

2. For companies such as yours, do you perceive the membership of new countries to the European Union as ... :  
(51)

a) more of a threat,.....	1
b) more of an opportunity, .....	2
c) both a threat and an opportunity, or.....	3
d) neither a threat nor an opportunity.....	4
e) (DK/NA).....	5

3. The prospect of new countries joining the European Union could have consequences for the activities and prospects of companies such as yours.

In your opinion, what are the advantages of the prospect of new members for companies such as yours?

(INT. READ OUT AND ROTATE) - ( SEVERAL POSSIBLE ANSWERS)

a) the development of your exports towards candidate countries .....	1	(52)
b) diversification and security of your sources of supply .....	1	(53)
c) the ease of establishment in candidate countries .....	1	(54)
d) the development of partnerships with local companies .....	1	(55)
e) the competitive edge (advantage) given to European Union companies in the candidate countries .....	1	(56)
f) the reduction of investment risks in the candidate countries .....	1	(57)
g) seeing that the companies in candidate countries are submitted to the same community rules.....	1	(58)
h) other (DO NOT READ OUT).....	1	(59)
i) no advantage (DO NOT READ OUT).....	1	(60)
j) DON'T KNOW (DO NOT READ OUT).....	1	(61)

4. And still in your opinion, will new countries joining the European Union present any of the following difficulties for companies such as yours?

(INT. READ OUT & ROTATE) - ( SEVERAL POSSIBLE ANSWERS)

a) increase competition in <b>Ireland</b> .....	1	(62)
b) increase competition in your other European markets.....	1	(63)
c) reduce regional and sectoral aid from which <b>Ireland</b> benefits at present.....	1	(64)
d) slacken the quality standards respected in <b>Ireland</b> .....	1	(65)
e) destabilise the labour market in <b>Ireland</b> .....	1	(66)
f) further increase in complexity the rules of our Single Market .....	1	(67)
g) others(DO NOT READ OUT).....	1	(68)
h) no difficulties foreseen (DO NOT READ OUT).....	1	(69)
i) DON'T KNOW (DO NOT READ OUT).....	1	(70)

5. Amongst the countries which may become European Union members, would the companies in your sector and of your company's size be stronger overall, of the same strength, or weaker than your company as far as the following are concerned:

- |   |          |
|---|----------|
| (a) their level of technological development?                   | (71)     |
| - stronger .....  | 1        |
| - same strength .....   | 2        |
| - weaker .....  | 3        |
| - DON'T KNOW (DO NOT READ OUT) .....                            | 4        |
| <br>(b) the severity of the social regulations imposed on them? | <br>(72) |
| - stronger .....  | 1        |
| - same strength .....   | 2        |
| - weaker .....  | 3        |
| - DON'T KNOW (DO NOT READ OUT) .....                            | 4        |
| <br>(c) the stability of their financial situation?             | <br>(73) |
| - stronger .....  | 1        |
| - same strength .....   | 2        |
| - weaker .....  | 3        |
| - DON'T KNOW (DO NOT READ OUT) .....                            | 4        |
| <br>(d) the quality of their workforce?                         | <br>(74) |
| - stronger .....  | 1        |
| - same strength .....   | 2        |
| - weaker .....  | 3        |
| - DON'T KNOW (DO NOT READ OUT) .....                            | 4        |

6. In the case of membership of the European Union, which of the following countries might offer the most opportunities to companies such as yours?

**(INT. READ OUT AND ROTATE ONLY THE COUNTRIES MENTIONED AT QUESTION 1)  
(SEVERAL POSSIBLE ANSWERS)**

- |  |        |
|--|--------|
| a) Bulgaria .....  | 1 (75) |
| b) Cyprus .....  | 1 (76) |
| c) Estonia .....   | 1 (77) |
| d) Hungary .....   | 1 (78) |
| e) Malta .....   | 1 (79) |
| f) Poland .....  | 1 (80) |
| g) Romania .....   | 1 (81) |
| h) Slovakia .....  | 1 (82) |
| i) Slovenia .....  | 1 (83) |
| j) Czech Republic .....  | 1 (84) |
| k) Other country / countries (cited in Q.1)(DO NOT READ OUT) ..... | 1 (85) |
| l) Others (DO NOT READ OUT) .....                                  | 1 (86) |
| m) DON'T KNOW /NONE OF THE ABOVE (DO NOT READ OUT) .....           | 1 (87) |

7. And again in the case of membership of the European Union, which of the following countries might pose the biggest threats to companies such as yours?

**(INT. READ OUT AND ROTATE ONLY THE COUNTRIES MENTIONED AT QUESTION 1)  
(SEVERAL POSSIBLE ANSWERS)**

a) Bulgaria.....	1	(88)
b) Cyprus .....	1	(89)
c) Estonia.....	1	(90)
d) Hungary.....	1	(91)
e) Malta .....	1	(92)
f) Poland.....	1	(93)
g) Romania .....	1	(94)
h) Slovakia.....	1	(95)
i) Slovenia.....	1	(96)
j) Czech Republic .....	1	(97)
k) Other country / countries (cited in Q.1) (DO NOT READ OUT).....	1	(98)
l) Others (DO NOT READ OUT) .....	1	(99)
m) DON'T KNOW /NONE OF THE ABOVE (DO NOT READ OUT).....	1	(100)

8. As far as your company specifically is concerned, what are you doing or what are you planning to do, as regards development and organisation, to take into account the membership of new countries to the European Union ?  
(INT. READ OUT AND ROTATE) - ( SEVERAL POSSIBLE ANSWERS)

a) establish ourselves immediately in that country .....	1	(101)
b) search for partnerships on the spot, with local companies.....	1	(102)
c) use local intermediaries to sell your products or services.....	1	(103)
d) search for co-operation with companies <b>in Ireland</b> to penetrate markets .....	1	(104)
e) search for co-operation with companies in other European Union countries to penetrate markets... 1		(105)
f) sell products or services from these countries .....	1	(106)
g) nothing has been decided, but thinking has started (DO NOT READ OUT) .....	1	(107)
h) nothing is planned (DO NOT READ OUT) .....	1	(108)
i) DON'T KNOW (DO NOT READ OUT).....	1	(109)

9. If your company chose to extend its activities to candidate countries, what sort of external support do you think you might need? (INT. READ OUT AND ROTATE) - ( SEVERAL POSSIBLE ANSWERS)

a) legal.....	1	(110)
b) financial .....	1	(111)
c) sales, marketing .....	1	(112)
d) strategic.....	1	(113)
e) technical.....	1	(114)
f) logistics .....	1	(115)
g) cultural, linguistic .....	1	(116)
h) training.....	1	(117)
i) other (DO NOT READ OUT).....	1	(118)
j) no external support (DO NOT READ OUT).....	1	(119)
k) DON'T KNOW (DO NOT READ OUT).....	1	(120)