

**IRELAND**

**Flash EB 61 - "Managers 12"**  
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*Good morning/afternoon. I am ..... from Irish Marketing Surveys Limited.  
 We are carrying out a survey and I would be grateful for your help in answering some questions.*

Country:	Ireland.....08	(1-2)
Q.1 Questionnaire Number:		(3-10)
Q.2 Region:	Dublin.....01 Rest of Leinster .....02 Munster.....03 Connaught/Ulster .....04	(11-12)
Q.3 Respondent's Full Telephone Number: (Excluding Country Code)		(13-22)

Q.4 To which business sector does your company belong?	Services.....1 Banking, finances, insurances.....2 Wholesale and retail business .....3 Production (industry).....4 Construction (building) .....5 Other (specify) .....6	(23)
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Q.5 How many people does you company employ in Ireland?	Less than 10.....1 <b>Thank &amp; Close</b> ----- 10 to 30.....2 <b>Continue</b> 31 to 50.....3 <b>Continue</b> ----- More than 50.....4 <b>Thank &amp; Close</b>	(24)
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Q.6 What is the total turnover of your company in Ireland?	Less than IR£800,000 .....1 Between IR£800,000 and IR£4 million.....2 Between IR£4 million and IR£8 million .....3 Between IR£8 million and IR£15 million .....4 Between IR£15 million and IR£38 million .....5 Between IR£38 million and IR£77 million .....6 IR£77 million plus .....7 Don't know/refused.....8	(25)
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Q.7 What is exactly your position in the company?	Owner .....1 Chairman, Chief Executive.....2 Managing Director, General Manager.....3 Other Senior Member of Managing Staff .....4 Other (specify) .....5	(26)
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Q.8 Is your company today ....  
**ONLY ONE ANSWER POSSIBLE**

<b>READ OUT ↓</b>		
Totally independent.....	1	(27)
Independent despite some preferential links....	2	
A very autonomous subsidiary of another company .....	3	
A subsidiary with little autonomy .....	4	
-----		
Other (specify)  .....	5	
Don't know/no opinion.....	6	

Q.9 Your company's **number one** priority today  
is .....

**ONLY ONE ANSWER POSSIBLE**

<b>READ OUT ↓</b>		
Growth.....	1	(28)
Survival .....	2	
The search for new markets .....	3	
Cost cutting.....	4	
New technologies .....	5	
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Other (specify)  .....	6	
Don't know/no opinion.....	7	

Q.10 In the next twenty years what will change  
your company **most** ....

**ONLY ONE ANSWER POSSIBLE**

<b>READ OUT ↓</b>		
The globalisation of markets.....	1	(29)
The single currency .....	2	
The organisation and working time.....	3	
Telecommunications and the Internet .....	4	
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Other (specify)  .....	5	
Don't know/no opinion.....	6	

Q.11 In twenty years, do you think your company  
.....

**ONLY ONE ANSWER POSSIBLE**

<b>READ OUT ↓</b>		
Will have absorbed others in order to grow.....	1	(30)
Will have been absorbed.....	2	
Will have formed alliances with other companies .....	3	
Will have changed little.....	4	
Will have disappeared .....	5	
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Other (specify)  .....	6	
Don't know/no opinion.....	7	

- Q.12 If your company still exists in twenty years time, will this **primarily** be due to .....
- ONLY ONE ANSWER POSSIBLE**

<b>READ OUT ↓</b>		
The quality of its products .....	1	(31)
Its marketing .....	2	
Its capacity for innovation .....	3	
Its opening up to new markets .....	4	
Its staff .....	5	
Its mastery of new technologies .....	6	
Only due to luck .....	7	
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Other (specify)		
.....	8	
Don't know/no opinion.....	9	

- Q.13 If your company no longer exists in twenty years time, will this be due **primarily** to .....
- ONLY ONE ANSWER POSSIBLE**

<b>READ OUT ↓</b>		
Globalisation of markets.....	1	(32)
European competition.....	2	
Social and working legislation.....	3	
Taxation.....	4	
Difficulties in financing.....	5	
New technologies.....	6	
Only due to bad luck .....	7	
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Other (specify)		
.....	8	
Don't know/no opinion.....	9	

- Q.14 In twenty years, the new information technologies will **mainly** have .....
- ONLY ONE ANSWER POSSIBLE**

<b>READ OUT ↓</b>		
Reduced your costs .....	1	(33)
Improved the quality of life for your personnel.....	2	
Improved your organisation.....	3	
Created new markets .....	4	
Caused useless problems .....	5	
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Other (specify)		
.....	6	
Don't know/no opinion.....	7	

- Q.15 In twenty years do you feel the **most efficient** support for SME (small and medium-sized enterprises) such as yours would be .....
- ONLY ONE ANSWER POSSIBLE**

<b>READ OUT ↓</b>		
National institutions (Irish Government etc.).....	1	(34)
European institutions (European Council etc.)....	2	
Local communities (Chamber of Commerce etc.)	3	
Nothing at all .....	4	
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Other (specify)		
.....	5	
Don't know/no opinion.....	6	

**INTERVIEWER READ OUT  
EXAMPLES IF UNSURE**

Q.16 In twenty years time, SMEs (small and medium-sized enterprises) such as yours .....

**ONLY ONE ANSWER POSSIBLE**

**Never Offer Intermediary Answers, And Only Accept Them After Requesting The Choice Suggested For Each Statement (i.e. Code 1 or Code 2)**

<b>READ OUT ↓</b>					
	<b>Positive (+)</b>	<b>Negative (-)</b>	<b>Both/ Neither (+/-)</b>	<b>Don't Know/ No Opinion</b>	
a) Will be more (+) or less numerous than today (-)?.....	1	2	3	4	(35)
b) Will be better regarded (+) or less well regarded (-)?.....	1	2	3	4	(36)
c) Will exert more (+) or less influence (-)?.....	1	2	3	4	(37)
d) Will find life more (+) or less easy (-)?.....	1	2	3	4	(38)
e) Will contribute more (+) or less to employment (-)?.....	1	2	3	4	(39)
f) Will be more (+) or less easy to manage (-)? .....	1	2	3	4	(40)
f) Will be at the leading edge of the new technologies (+) or will merely follow (-)? .....	1	2	3	4	(41)