

IRELAND

J.3S303

EOS MANAGERS NO 7 SME/SMI
 © Irish Marketing Surveys Limited : October 1993

Survey No.			Country Code		I'view Number			Day/date of I'view		Length I'view	
3	0	3	0	7							Mins
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)

Puncher Note:
 Cols 13-15 not used
 Cols 17-20 not used

<ul style="list-style-type: none"> • Donegal 1 • North West (Sligo/Leitrim) 2 • North East (Cavan/Monaghan/Louth)..... 3 • West (Mayo/Cavan) 4 • Midlands (Westmeath/Roscommon/Longford/Laois/Offaly) 5 • East (Dublin, Meath, Kildare, Wicklow) 6 • Mid-West (Limerick, Clare, Tipperary North Riding) 7 • South East (Waterford, Wexford, Carlow, Kilkenny, Tipperary South Riding) 8 • South West (Kerry, Cork) 9 	(16)
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Good morning/afternoon. I am from Irish Marketing Surveys. We are carrying out a survey and I would be grateful for your help in answering some questions.

Q.1 Among the various services made available by the European Community as aids to the SME, which are those known to you, even if only by name?

<table border="1"> <tr> <td>(21)</td> <td>(22)</td> <td>(23)</td> <td>(24)</td> <td>(25)</td> <td>(26)</td> <td>(27)</td> <td>(28)</td> <td>(29)</td> </tr> </table>	(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)	(29)	
(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)	(29)		

Q.2 Have you heard about the following services ...?
INTERVIEWER - READ OUT EACH SERVICE NOT ALREADY MENTIONED AT Q.1.
MULTI CODING POSSIBLE

<ul style="list-style-type: none"> • EIC, Euro Info Centre 1 }-Continue (30) • Euroguichet Enterprises 2 }-Continue (31) • BC-NET, Business Co-operation Network..... 3 }-Continue (32) • BRE, Business Co-operation Centre 4 }-Continue (33) • Europartenariat 5 } Skip to Q.5 (34) • NONE OF THESE/DON'T KNOW 6 } Skip to Q.5 (34) 	
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Q.3 By which channels have you heard about them, was it

INTERVIEWER READ OUT EACH IN RANDOM ORDER - MULTI CODING POSSIBLE

ROTATE ORDER ↓		
• Advertisements in newspapers.....	01	(35)(36)
• Advertisements in magazines	02	(37)(38)
• Advertisements in trade publications	03	(39)(40)
• Direct mail	04	(41)(42)
• Press articles	05	(43)(44)
• Professional associations meetings	06	(45)(46)
• Partners	07	(47)(48)
• Colleagues or associations.....	08	(49)(50)
• Friends or relations.....	09	(51)(52)

• Other channels	10	(53)(54)
• DON'T REMEMBER/DON'T KNOW	11	(53)(54)

Q.4 Have you personally, or has someone in your company made use of one or several of these services?
IF YES: Was it? MULTI CODING POSSIBLE

READ OUT ↓		
• EIC, Euro Info Centre.....	1	(55)
• Euroguichet Enterprises	2	(56)
• BC-NET, Business Co-operation Network.....	3	(57)
• BRE, Business Co-operation Centre	4	(58)
• Europartenariat	5	(59)

• NONE OF THESE/DON'T KNOW	6	(59)

ASK ALL

Q.5 Have you heard about the "European Week for Business"? **IF YES: From which sources**

INTERVIEWER READ OUT EACH IN RANDOM ORDER - MULTI CODING POSSIBLE

ROTATE ORDER ↓		
• Advertisements in newspapers.....	01	(60)(61)
• Advertisements in magazines	02	(62)(63)
• Advertisements in trade publications	03	(64)(65)
• Direct mail	04	(66)(67)
• Press articles	05	(68)(69)
• A direct contact with EIC or BC-NET.....	06	(70)(71)
• Professional associations meetings	07	(72)(73)
• Partners	08	(74)(75)
• Colleagues or associations.....	09	(76)(77)
• Friends or relations.....	10	(78)(79)

• Other channels	11	(80)(81)
• DON'T REMEMBER/DON'T KNOW	12	(80)(81)
• No, have not heard	13	(80)(81)

Q.6 Which organisations can practically help your company in the field of commercial relations and the search for partners in other countries. Such as

INTERVIEWER READ OUT EACH IN RANDOM ORDER - MULTI CODING POSSIBLE

• The Chambers of Commerce.....	1	(82)
• Services made available by the European Community such as EIC, BC-NET, Euroguichet, BRE...	2	(83)
• Trade organisations	3	(84)
• Trade fairs.....	4	(85)
• Consultants	5	(86)
• Others specify & code		
.....	6	(87)
• DON'T KNOW	7	(87)

Q.7 How many people does your company employ in Ireland?

Less than 10	1	(88)
10 to 30	2	
31 to 50	3	
51 to 100	4	
101 to 150	5	
151 to 200	6	
201 or over	7	
Don't know/no reply	8	

Q.8 What is the total turnover of your company in Ireland?

Less than £800,000.....	1	(89)
Between £800,000 and £1,600,000	2	
Between £1,600,000 and £4,000,000	3	
Between £4,000,000 and £8,000,000	4	
Between £8,000,000 and £40,000,000	5	
£40,000,000+	6	
Don't know	7	

Q.9 Could you define for me the business sector in which your company operates?

<p>INTERVIEWER: WRITE IN - CODING = O.U.O. ↓</p> <div style="border: 1px solid black; width: 200px; height: 50px; margin: 10px 0;"></div>	<p>Production/manufacturing..... 1</p> <p>Banking, finances, insurance..... 2</p> <p>Business services..... 3</p> <p>Wholesale trade</p> <p>Don't know/no reply</p>	<p>(90)</p>
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Q.10 What is your exact position in the company?

Chairman, Chief Executive.....	1	(91)
Managing Director, General Manager	2	
Senior member of general administrative staff ...	3	
Other (write in & code)	4	
.....	5	

CLASSIFICATION DETAILS

NAME OF RESPONDENT <input type="text"/>	ASSIGNMENT NUMBER <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> (92) (93) (94) (95) (96)	(92-96)
NAME OF COMPANY <input type="text"/>	COMPANY ADDRESS:	
TEL NO. <input type="text"/>	I CERTIFY THAT THIS INTERVIEW WAS CARRIED OUT STRICTLY IN ACCORDANCE WITH YOUR INSTRUCTIONS.	
	SIGNED:	
	DATE:	