

NOP Consumer Market Research
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Job No.	Card	Serial No.	Country
(1) - (5)	(6) - (7)	(8) - (11)	(12-13)
433122	0 1		1 5

Job No : J 433122
 Issue : 1
 Date : 25 October, 2001

FLASH 110

RESPONDENTS NAME:

1. COUNTRY

15

TELEPHONE NUMBER:

2. QUESTIONNAIRE NO.:

3. REGION

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		

Q.No	Question	Answer	Card 01	
			Code	Skip to
	INTERVIEWER ASK TO SPEAK TO:			
	<ul style="list-style-type: none"> • A SENIOR MANAGER (i.e. MD, DIRECTOR) OR <ul style="list-style-type: none"> • A MANAGER RESPONSIBLE FOR IMPORTING/EXPORTING TO EUROPEAN UNION COUNTRIES 			
	INTRODUCTION:			
	Hello, I am... from NOP Research. We are carrying out a survey amongst senior managers in small and medium sized businesses. The interview is short and should take less than 10 minutes 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.A	What exactly is your position in the company?	Chairman, Chief Executive, Managing Director	1	
		General Manager for business in the EU	2	
		Import/Export Director for EU Countries	3	Q.B
		Senior member of management staff responsible for EU affairs	4	
		Other Senior Manager (GIVE DETAILS)	5	*See Insts
	INTERVIEWER: CHECK THAT RESPONDENT IS A SENIOR MANAGER AND ELIGIBLE FOR INTERVIEW BEFORE CONTINUING			
Q.B	To which industrial sector does your company principally belong?	Construction	1	
	PROBE TO PRECODES	Manufacturing	2	
		Distribution (wholesale/retail)	3	
		Transport	4	
		Business services	5	
		(Other (GIVE DETAILS))	6	Q.C
Q.C	How many full-time/full-time equivalent staff does your company employ in this country?	Less than 10	1	
		10 - 49	2	
		50 - 249	3	
		250 - 499	4	
		500 - 999	5	
		1000 - 2999	6	Q.D
		3000 or more	7	
		(DK/NA)	8	Close Not eligible

Q.No.		Code	Route
○	<p>Within an initiative called "Dialogue with Business", the European Commission manages a web site: the "One Stop Shop for Business". This site answers practical and administrative problems related to doing business in the Internal Market.</p> <p>Have you heard of this Site? INT: IF REQUESTED, GIVE RESPONDENT NAME OF WEBSITE - http://europe.eu.int/business</p>	<p>Yes, 1 No 2 (DK/NA) 3</p>	<p>Q.5b Q.6</p>
Q.5b	<p>Have you already consulted this web site?</p>	<p>Yes 1 No 2 (DK/NA) 3</p>	<p>Q.6</p>
	<p>Now I would like to ask you a few questions relating to the Internal market legislation.</p>		
Q.6 ○	<p>Do you know what the EC marking is for? Is it to ... READ OUT ONE ANSWER ONLY</p>	<p>Specify that a product was subjected to a satisfaction survey amongst a sample of European consumers 1</p> <p>Notify consumers of the European origin of the raw materials contained in the marked product 2</p> <p>Limit the sale of products having the EC marking to the 15 EU Member States 3</p> <p>Prove that products which have the EC marking comply with security criteria established by European legislation 4</p>	<p>Q.7</p>
Q.7 ○	<p>Do you know with which administration/organisation the recording of a European Union brand should be registered. Is it ... READ OUT. ONE ANSWER ONLY</p>	<p>The Trade Ministry in this country 1</p> <p>The European Affairs ministry in this country 2</p> <p>A directorate general of the European Commission 3</p> <p>The Office for Harmonisation in the Internal Market 4</p> <p>The European Brand Office 5</p> <p>The World Intellectual Property Organisation (W.I.P.O) 6</p> <p>(DK.NA) 7</p>	<p>Q.8</p>
Q.8 ○	<p>The current VAT system allows companies which are liable to VAT to exempt intra-community deliveries of goods. If you sell goods to a client liable to VAT in another Member State and the client comes and gets the goods himself and gives you his VAT number, do you have to invoice him for VAT in your own Member State?</p> <p>DO NOT PROMPT</p>	<p>Yes 1 No 2 No, under certain conditions 3 (DK/NA) 4</p>	<p>Q.9</p>

Q.No.		Code	Route
○	<p>In the European Union's decision making process, the European Commission takes into account the needs of the Internal Market players. These needs are identified through various information channels. In your opinion, does the European Commission listen to companies.....READ OUT ONE ANSWER ONLY</p>	<p>Very well 1 Well 2 Fairly well 3 Not well enough 4 Not at all well 5 (DK/NA) 6</p>	Q.F
Q.F	<p>Thank you very much for your help today. Before I finish could I just check in which of the following regions your company is based ... READ OUT EACH REGION</p>	<p>() 1 2 3 4 5 6 7 8 9 10</p>	
○	<p>Scotland North/Tyne Tees Lancashire/North West Yorkshire/Humberside East Midlands West Midlands Eastern (East Anglia, Essex) London/South East South West Wales</p>		

INTERVIEWER PLEASE RECORD:

Respondent name: _____

Length of Interview: _____

