

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

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

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

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	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 Not OK	1 2	Q.A Arrange recall
Q.A	What exactly is your position in the company?	Chairman, Chief Executive, Managing Director General Manager for business in the EU Import/Export Director for EU Countries Senior member of management staff responsible for EU affairs Other Senior Manager (GIVE DETAILS)	1 2 3 4 5	Q.B *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? PROBE TO PRECODES	Construction Manufacturing Distribution (wholesale/retail) Transport Business services (Other (GIVE DETAILS))	1 2 3 4 5 6	Q.C
Q.C	How many full-time/full-time equivalent staff does your company employ in this country?	Less than 10 10 - 49 50 - 249 250 - 499 500 - 999 1000 - 2999 3000 or more (DK/NA)	1 2 3 4 5 6 7 8	Q.D Close Not eligible

Q.No	Question	Answer	CARD 01 Code	Skip to
<input type="radio"/>	What is the annual turnover of your company in the U.K.?	Less than £60,000 (less than 100,000 EURO) £60,001 - £150,000 (100,000-250,000 EURO) £150,001 - £300,000 (250,001-500,000 EURO) £300,001 - £600,000 (500,001 - 1million EURO) £600,001 - £1,200,000 (1-2 million EURO) £1,200,001 - £4,200,000 (2-7 million EURO) £4,200,001 - £12,000,000 (7-20 million EURO) £12,000,001 - £24,000,000 (20-40 million EURO) £24,000,001 - £48,000,000 (40-80 million EURO) £48,000,001 - £90,000,000 (80-150 million EURO) Over £90,000,000 (Over 150 MILLION euro) (DK/NA)	() 1 2 3 4 5 6 7 8 9 10 11 12	Q.1
Q.1 <input type="radio"/>	Would you say that you can easily find sufficient information and advice to help you do more business in the Internal European Market?	Yes, No (DK/NA)	1 2 3	Q2
Q.2	E-commerce is a way in which to do business in the Internal European Market which is rapidly increasing. Do you have easy access to the rules and regulations affecting this area?	Yes No (DK/NA)	1 2 3	Q.3
Q.3	Do you feel you have access to information about how to participate in calls for tender for public procurement markets in the European Union countries?	Yes No Not interested (DK/NA)	1 2 3 4	Q.4a
Q.4	All businesses have rights and opportunities in the European Union and its Internal Market. Difficulties may sometimes arise when businesses try to exercise these rights and take advantage of these opportunities in the Member States. If that happened to your business, what is the first step you would take in order to enforce your rights? Who would you contact first. DO NOT PROMPT - ONE ANSWER ONLY	Local or National Authority A lawyer National Ombudsman European Commission Network of the "Internal Market" Contact Points European Parliament (Other SPECIFY) _____ (DK/NA)	1 2 3 4 5 6 7 8	Q.4b
Q.4b	I am now going to read out the names of some authorities that may inform you in case of difficulties in exercising your rights. Which of these would you do first... (READ OUT EACH PRECODE)? ONE ANSWER ONLY	Contact your local or National Authority and make a complaint Contact a lawyer Contact the National Ombudsman Write to the European Commission Try to solve the problem through the network of "Internal Market" Contact Points Contact the European Parliament (Other - SPECIFY) _____ (DK/NA)	1 2 3 4 5 6 7 8	Q.5

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>	Yes,	1	Q.5b
		No	2	
		(DK/NA)	3	Q.6
Q.5b	Have you already consulted this web site?	Yes	1	Q.6
		No	2	
		(DK/NA)	3	
	Now I would like to ask you a few questions relating to the Internal market legislation.			
Q.6	Do you know what the EC marking is for? Is it to ... READ OUT ONE ANSWER ONLY	Specify that a product was subjected to a satisfaction survey amongst a sample of European consumers	1	Q.7
		Notify consumers of the European origin of the raw materials contained in the marked product	2	
		Limit the sale of products having the EC marking to the 15 EU Member States	3	
		Prove that products which have the EC marking comply with security criteria established by European legislation	4	
Q.7	Do you know with which administration/organisation the recording of a European Union brand should be registered. Is it ... READ OUT. ONE ANSWER ONLY	The Trade Ministry in this country	1	Q.8
		The European Affairs ministry in this country	2	
		A directorate general of the European Commission	3	
		The Office for Harmonisation in the Internal Market	4	
		The European Brand Office	5	
		The World Intellectual Property Organisation (W.I.P.O)	6	
		(DK.NA)	7	
Q.8	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? DO NOT PROMPT	Yes	1	Q.9
		No	2	
		No, under certain conditions	3	
		(DK/NA)	4	

Q.No.		Code	Route
Q.F	<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>	Very well	1
		Well	2
		Fairly well	3
		Not well enough	4
		Not at all well	5
		(DK/NA)	6
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>	()	
		Scotland	1
		North/Tyne Tees	2
		Lancashire/North West	3
		Yorkshire/Humberside	4
		East Midlands	5
		West Midlands	6
		Eastern (East Anglia, Essex)	7
		London/South East	8
		South West	9
		Wales	10

INTERVIEWER PLEASE RECORD:

Respondent name: _____

Length of Interview: _____