

ZA3685

Flash Eurobarometer 130

(EOS Managers 35: The Internal Market)

Questionnaire

Great Britain

INTRO Good %POD%, my name is,I'm calling from ICM Research the independent market research company. We are conducting a survey on behalf of the European Commission. Our objective is to assess senior managers' opinion on the European Union Single Market. The Single Market formally started 10 years ago and various economic reforms have been introduced to make it easier to do business in the European Union. We would like to have your opinion on the differences in the general business environment over the last 10 years. Would now be convenient?

(39) SP

OK - CONTINUE.....1

CALL BACK/REFUSED.....2 GO TO GOSMS1

QA1

What exactly is your title and your responsibility in the company :
...?

Card: 10 (6-7)

(8-57)

QA1B

INTVR:NOW CODE THE MAIN RESPONSABILITIES BELOW - [ONE CODE ONLY]

(58) SP

General management.....1

Sales, Marketing Management, responsible for operations in Europe.....2

Import/Export Management.....3

Logistics Management.....4

Other - [STOP INTERVIEW - INTERVIEW NOT VALID]...5 GO TO

SORRY1

QA2

How many people are in REGULAR employment within your company in the UK?

[IF THE RESPONDENT ASKS WHETHER PART TIME JOBS ARE TO BE CONSIDERED, PLEASE ASK THEM TO GIVE THE EQUIVALENT IN FULL TIME JOBS IF KNOWN]

0 TO 1000000 _____ (59-65)
Don't know.....Y GO TO SORRY1

QA3

Apart from the UK, in how many countries of the European Union do you regularly sell products or services?

0 TO 25 _____ (67-68)
Don't know.....Y GO TO SORRY2

QA4

On average, about what percentage of your turnover do you generate from sales with these European Union countries
[IF DK/NULL: INSIST TO GET AN ANSWER AND CODE DK ONLY AFTER INSISTING]

0 TO 100 _____ (69-71)
Don't know.....Y

QA5

Is your company mainly involved in..
[READ OUT - ONLY ONE ANSWER]

Construction or civil engineering.....1
 Production and manufacturing of goods.....2
 Trade and distribution (wholesale or retail).....3
 Transport (of goods or people).....4
 Financial services (banking, insurance,
 brokerage).....5
 Business services.....6
 None of those cases [SPECIFY... CHECK
 EXCLUSIONS!!]^o.....7
 DO NOT READ - EXCLUSION - Agriculture, mining,
 extractive industry.....8 GO TO SORRY2
 DO NOT READ _ EXCLUSION -
 Hotels/restaurants/cafes.....9 GO TO SORRY2
 (73) SP
 DO NOT READ - EXCLUSION - Personal services.....0 GO TO SORRY2
 (72) SP
 Other (specify) 0
 Card: 11 (6-7)

 (8-57)
 Specified Other
 Card: 10 (6-7)
 (72) SP
 Don't know.....Y GO TO SORRY2

QA6

When was your company established? [READ OUT - ONLY ONE ANSWER]

Card: 11 (6-7)
 (58) SP
 More than 10 years ago.....1
 Between 6 and 10 years ago.....2
 Between 2 and 5 years ago.....3
 Less than 2 years ago.....4
 Don't know.....Y

I would like to know whether the following Single Market measures developed over the last 10 years, have had an impact on your firm's activities?

Please use the scale: "Positive impact", "No impact", "Negative impact" or "Not concerned"

Q1

Has had an impact on your firm's activities?

- 1- European product standards
- 2- European labelling and packaging rules
- 3- European public procurement rules
- 4- The elimination of customs documentation
- 5- Abolition of border controls
- 6- VAT procedures for sales within the EU
- 7- The liberalisation of capital movements

	-1-	-2-	-3-	-4-	-5-	-6-	-7-	
	(59)	(60)	(61)	(62)	(63)	(64)	(65)	SP
Positive impact...	1	1	1	1	1	1	1	
No impact.....	2	2	2	2	2	2	2	
Negative impact...	3	3	3	3	3	3	3	
DO NOT READ - Not concerned.....	4	4	4	4	4	4	4	
Don't know.....	Y	Y	Y	Y	Y	Y	Y	

- 8- Rules for establishing a business in other EU countries

-8-

	(66)	SP
Positive impact...	1	
No impact.....	2	

Negative impact... 3
DO NOT READ - Not
concerned..... 4
Don't know..... Y

Q2

Has your company in the UK recruited staff who have moved to the UK
from another Member State?
[READ OUT - ONLY ONE ANSWER]

(67) SP
Yes.....1 GO TO DQ4
No.....2
Don't know.....Y GO TO DQ4

Q3

What are the two main reasons for which your company has not
recruited any staff from another Member State?
[READ OUT- TWO ANSWERS EXPECTED]

(68) MP
Administrative difficulties related to social
security rights.....1
Difficulties with pension provision including
portability.....2
Candidates poor language skills.....3
Difficulties in assessing professional
experience or qualifications.....4
Candidates reluctance to move because of family
considerations.....5
Lack of information about how to find and
recruit staff in other Member States.....6
Wage differentials and financial incentives.....7
DO NOT READ - Sufficient local or national
employment market.....8
Other (specify) 0
Card: 12 (6-7)

For each of the following areas, how important has the influence of the EU Single Market been for your company's strategy?

Q5

In the area of, how important has the influence of the EU Single Market been for your company's strategy?
 [READ OUT]

- 1- Pricing of your products and services
- 2- Purchasing from other European Union countries
- 3- Selling directly to other EU countries
- 4- Distribution in other EU countries
- 5- Setting up businesses in other EU countries
- 6- Investing in companies in other EU countries
- 7- Companies from other EU countries investing in your company

	-1-	-2-	-3-	-4-	-5-	-6-	-7-	
	(64)	(65)	(66)	(67)	(68)	(69)	(70)	SP
Very important....	1	1	1	1	1	1	1	
Rather important..	2	2	2	2	2	2	2	
Rather unimportant	3	3	3	3	3	3	3	
Not important at all.....	4	4	4	4	4	4	4	
DO NOT READ - Not relevant-not concerned.....	5	5	5	5	5	5	5	
Don't know.....	Y	Y	Y	Y	Y	Y	Y	

- 8- Co-operation agreements with companies from other EU countries

-9- Marketing strategy

-8- -9-

	(71)	(72)	SP
Very important....	1	1	
Rather important..	2	2	
Rather unimportant	3	3	
Not important at all.....	4	4	
DO NOT READ - Not relevant-not concerned.....	5	5	
Don't know.....	Y	Y	

We have just asked you about the overall impact of some Single Market measures.
Now I would like to get your views on their practical effect on your company.

Q6

Has the Single Market contributed to a decrease or an increase of your costs in the following area..? Would you say...
[READ OUT]

- 1- Production process
- 2- Distribution (including transport)
- 3- Marketing
- 4- Cost of raw materials or components
- 5- Fees for banking services
- 6- Premiums for Insurance services
- 7- Telecommunication services

	-1-	-2-	-3-	-4-	-5-	-6-	-7-	
	(73)	(74)	(75)	(76)	(77)	(78)	(79)	SP
An important decrease.....	1	1	1	1	1	1	1	
A small decrease..	2	2	2	2	2	2	2	
Unchanged.....	3	3	3	3	3	3	3	
A small increase..	4	4	4	4	4	4	4	
An important increase.....	5	5	5	5	5	5	5	
Don't know.....	Y	Y	Y	Y	Y	Y	Y	

-8- Energy supplies

-9- Postal and courier services

-10- Labour costs

	-8-	-9-	-10-	
	(80)	13/8	(9)	SP
An important decrease.....	1	1	1	
A small decrease..	2	2	2	
Unchanged.....	3	3	3	
A small increase..	4	4	4	
An important increase.....	5	5	5	
Don't know.....	Y	Y	Y	

Q7

To what extent has the implementation of the Single Market affected the TOTAL unit costs of your company's products? Has the Single Market...

READ LIST

(10) SP

reduced the cost per unit by more than 10%.....1

reduced the cost per unit between 6 and 10%.....2

reduced the cost per unit between 1 and 5%.....3

- Had no effect on the cost per unit.....4
 - Increased the cost per unit between 1 and 5%.....5
 - Increased the cost per unit between 6 and 10%....6
 - Increased the cost per unit by more than 10%.....7
 - Don't know.....Y
-
-

I would now like to ask you some questions about the competition faced by your company within the Single Market.

Q81

As a result of the Single Market, have you noticed an increase or a decrease in the level of COMPETITION in the UK coming from?
 [PROMP IF NECESSARY]

	Domestic firms	Other EU firms	Non-EU firms	
	(11)	(12)	(13)	SP
Increase.....	1	1	1	
No change.....	2	2	2	
Decrease.....	3	3	3	
Don't know.....	Y	Y	Y	

Q82

As a result of the Single Market, have you noticed an increase or a decrease in competition on the basis of PRICE in the UK coming from?
?
 [PROMP IF NECESSARY]

	Domestic firms	Other EU firms	Non-EU firms	
	(14)	(15)	(16)	SP
Increase.....	1	1	1	
No change.....	2	2	2	
Decrease... ..	3	3	3	

Don't know..... Y Y Y

Q83

As a result of the Single Market, have you noticed an increase or a decrease in competition on the basis of PRODUCT QUALITY AND CHOICE in the UK coming from?
[PROMPT IF NECESSARY]

	Domestic firms	Other EU firms	Non-EU firms	
	(17)	(18)	(19)	SP
Increase.....	1	1	1	
No change.....	2	2	2	
Decrease.....	3	3	3	
Don't know.....	Y	Y	Y	

Now I should like to turn to the future of the Single Market

Q9

Do you agree or disagree with the statement that the functioning of the Single Market should be a key priority for the European Union.
Do you..
[READ OUT - ONLY ONE ANSWER]

	(20) SP
Strongly agree.....	1
Agree.....	2
Disagree.....	3
Strongly disagree?.....	4
Don't know.....	Y

Q10

I would like to mention a number of activities which could be part of future Single Market Policy. Could you tell me whether you consider that for your company it is very important, rather important, rather unimportant or not important at all that future Single Market Policy tackles the question of?

- 1- Removing remaining technical barriers to trade in goods and services
- 2- Aligning national taxation systems
- 3- Creating a patent valid in all European Union countries
- 4- Strengthening intellectual property rights protection
- 5- Further opening up of public procurement markets
- 6- Achieving an integrated European financial market
- 7- Ensuring fair competition within the Single Market

	-1-	-2-	-3-	-4-	-5-	-6-	-7-	
	(21)	(22)	(23)	(24)	(25)	(26)	(27)	SP
Very important....	1	1	1	1	1	1	1	
Rather important..	2	2	2	2	2	2	2	
Rather unimportant	3	3	3	3	3	3	3	
Not important at all.....	4	4	4	4	4	4	4	
Don't know.....	Y	Y	Y	Y	Y	Y	Y	

- 8- A further opening-up to competition of public utility services such as telecommunication services, transport and postal services, energy supply
- 9- Ensuring that companies can do business throughout the Single Market on the basis of one set of rules instead of 15 or more sets of national rules
- 10- Facilitating labour mobility

-8- -9- -10-

Q12

Are you currently trading with any of the Candidate Countries?
[READ OUT - ONLY ONE ANSWER]

(38) SP

Yes.....1
No, but you are planning to do so in the next
three years.....2
No and you are not planning to do so in the next
three year.....3
Don't know.....Y

Q13

What are the main reasons why your company is not exporting to other
countries within the Single Market?
[READ OUT - SEVERAL ANSWERS POSSIBLE]

(39) MP

You have not yet considered the possibility.....1
Your products are not suitable for export.....2
You would like to export but you would need more
information.....3
You would like to export but you are worried
about encountering barriers.....4
You have already tried to export, but
encountered problems.....5
Your local demand is sufficient.....6
You lack the financial means to export.....7
Other (specify) 0
Card: 14 (6-7)

(8-57)

Specified Other

Card: 13 (6-7)

(39) MP

Don't know.....Y

Q14

In general, in respects of your company's rights in the Single Market, do you feel...?

[READ OUT - ONLY ONE ANSWER]

Card: 14 (6-7)

(58) SP

Very well informed.....1
Well informed.....2
Rather uninformed.....3
Not informed at all.....4
Don't know.....Y

Q15

How would you judge the overall impact of the Single Market on your company?

[READ OUT - ONLY ONE ANSWER]

(59) SP

Very positive.....1
Rather positive.....2
No impact.....3
Rather negative.....4
Very negative.....5
Don't know.....Y

Q16

As a business would you say that you think more European because of the Single Market than before?

[READ OUT - ONLY ONE ANSWER]

(60) SP

Yes.....1
No.....2
Don't know.....Y
