

IRELAND

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(3-10)

EOS Gallup Europe
Euro Barometer Flash 58 - "Managers 11"
 © Irish Marketing Surveys Limited : September 1997

Cols (11-35)
Not Used

Company Details

Q.3 To which business sector does your company belong?

Services (other than distribution).....	1	(36)
Distribution (wholesale and retail).....	2	
Industry	3	
Construction	4	

How many people does your company employ in Ireland?

	(37-38)	
Less than 10.....	01	Close
10 - 30	02	Continue
31 - 50	03	
51 - 100	04	
101 - 150	05	
151 - 200	06	
201 - 249	07	
250 - 500	08	
501 - 1,000.....	09	
1,001 - 3,000.....	10	
3001 and more	11	
Refused.....	99	(37-38)

Q.5 What is the total turnover of your company in Ireland?

Less than IR£730,000	1	(39)
Between IR£730,000 - IR£3,500,000	2	
Between IR£3,500,000 - IR£7,300,000	3	
Between IR£7,300,000 - IR£14,700,000	4	
Between IR£14,700,000 - IR£36,700,000	5	
Between IR£36,700,000 - IR£73,500,000	6	
IR£73,500,000 and more	7	
Refused.....	9	

Q.6 What exactly is your position in the company?

Chairman, Chief Executive	1	(40)
Managing Director, General Manager.....	2	
Senior Member of Managing staff.....	3	
Import/export Director	4	
Director.....	5	
Other (write in)		
.....	6	

Section A

Interviewer Read Out: I would like to ask some general questions regarding the description of your Company

- Q.1 At the moment, to which or in which European Union countries, other than Ireland, does your company
- Q.1a) export goods or services?
 - Q.1b) directly source goods or services?
 - Q.1c) have a manufacturing production or provide services locally?

Do Not Prompt	Q.1a) Export Goods/ Service	Q.1b) Directly Source	Q.1c) Manufacturing Production
Belgium	1. (41).....	1..(57).....	1. (73)
Denmark	1. (42).....	1..(58).....	1. (74)
Germany	1. (43).....	1..(59).....	1. (75)
Greece	1. (44).....	1..(60).....	1. (76)
Spain	1. (45).....	1..(61).....	1. (77)
Finland.....	1. (46).....	1..(62).....	1. (78)
France.....	1. (47).....	1..(63).....	1. (79)
Italy	1. (49).....	1..(65).....	1. (81)
Luxembourg.....	1. (50).....	1..(66).....	1. (82)
Netherlands.....	1. (51).....	1..(67).....	1. (83)
Austria.....	1. (52).....	1..(68).....	1. (84)
Portugal.....	1. (53).....	1..(69).....	1. (85)
Sweden	1. (54).....	1..(70).....	1. (86)
United Kingdom.....	1. (55).....	1..(71).....	1. (87)
None	1. (56).....	1..(72).....	1. (88)

If "None" At Q.1a) And Q.1b) And Q.1c) Ask Q.1d)

- Q.1d) You said that you are neither trading with other European Union countries nor producing anything in those countries. Is this due to insurmountable barriers that impede your trade?

Yes	1	Go To Q.2a Section B & Close After That Question	(89)
No	2	Close Interview	

Q.2 Amongst the European Union countries where your company is active, in which, since January 1993, have your activities

- a) notably increased?
- b) not developed much or remained as before?
- c) declined?

Do Not Prompt	Q.2a) Notably Increased	Q.2b) Remained The Same	Q.2c) Declined
Belgium	1 .. (90)	1 .. (106)	1 .. (122)
Denmark	1 .. (91)	1 .. (107)	1 .. (123)
Germany	1 .. (92)	1 .. (108)	1 .. (124)
Greece	1 .. (93)	1 .. (109)	1 .. (125)
Spain	1 .. (94)	1 .. (110)	1 .. (126)
Finland	1 .. (95)	1 .. (111)	1 .. (127)
France	1 .. (96)	1 .. (112)	1 .. (128)
Italy	1 .. (98)	1 .. (114)	1 .. (130)
Luxembourg	1 .. (99)	1 .. (115)	1 .. (131)
Netherlands	1 .. (100)	1 .. (116)	1 .. (132)
Austria	1 .. (101)	1 .. (117)	1 .. (133)
Portugal	1 .. (102)	1 .. (118)	1 .. (134)
Sweden	1 .. (103)	1 .. (119)	1 .. (135)
United Kingdom	1 .. (104)	1 .. (120)	1 .. (136)
None	1 .. (105)	1 .. (121)	1 .. (137)

Q.3 Whether for export, import, production or services, compared to 1993, is the share of your company's turnover generated outside of Ireland but within the European Union nowadays.....?

Read Out ↓		
Much larger	1	(138)
Larger	2	
At the same level	3	
Smaller	4	
Much smaller	5	
(Don't know/no reply).....	6	

Q.4a) Nowadays, compared to 1993, is the share of your production generated outside of Ireland but in European Union countries

Read Out ↓		
Much larger.....	1	Go to Q.4b)
Larger	2	

At the same level	3	Go to Section B
Smaller.....	4	
Much smaller	5	
(No production generated outside Ireland).....	6	
(Don't know/no reply)	7	

If Code 1 Or 2 At Q.4a) - Others to Section B

Q.4b) In which European Union country/countries
has your company created or bought up a
local based activity since 1993?

Interviewer: Do Not Prompt

Belgium.....1	(140)
Denmark.....1	(141)
Germany.....1	(142)
Greece.....1	(143)
Spain.....1	(144)
Finland.....1	(145)
France.....1	(146)
Italy.....1	(148)
Luxembourg.....1	(149)
Netherlands.....1	(150)
Austria.....1	(151)
Portugal.....1	(152)
Sweden.....1	(153)
United Kingdom.....1	(154)
None.....1	(155)

Section B Read Out: I would like to ask you about the opening of national borders to intra-community trade free circulation of products & services

Q.1a) Regarding your import and export of products within the European Union, and the legal, administrative and regulatory obstacles which may have hindered those imports/exports, have they now, compared to 1993
SINGLE CODE IN GRID BELOW

Q.1b) And regarding your import and export of services within the European Union, compared to 1993, have those obstacles now **SINGLE CODE IN GRID BELOW**

Read Out ↓	Q.1a) (156)	Q.1b) (157)
Totally disappeared	1	1
Been significantly reduced	2*	2*
Remained practically the same	3*	3*
Have tended to increase	4*	4*
(there have never been any for our company).....	5	5
(do not have products/services).....	6	6
(Don't know/no reply).....	7*	7*

If "Totally Disappeared" (Code 1) Or "Never Been Any" (Code 5) Or No Products/Services (Code 6) **Both At Question Q.1a) And Q.1b) Go Directly To Section C. In All Other Cases, Continue With Question Q.2a)**

Q.2a) I am going to list some legal or regulatory obstacles which may hamper the trade of products and services within the European Union, in certain cases and with certain countries.

Please indicate which of these obstacles, according to your experience from concrete cases, hamper trade for your company and specify whether this is the case for your products, for your services or for both.

Read Out & Rotate ↓	Products	Services	Products & Services	No	(Don't Know)
a) The refusal by public authorities to market products or services which are accepted in other European Union countries.....	1	2	3	4	5 (158)
b) The obligation to modify your products or services because of national specifications concerning their characteristics, their presentation, or their contents	1	2	3	4	5 (159)
c) Stricter regulations with respect to Health and safety.....	1	2	3	4	5 (160)
Stricter regulations with respect to protection of consumers and of public interest.....	1	2	3	4	5 (161)
e) Stricter regulations with respect to environmental protection.....	1	2	3	4	5 (162)
f) Unusual testing, certification or approval procedures.....	1	2	3	4	5 (163)
g) Restrictions concerning the advertising, promotion or fixing of sales prices	1	2	3	4	5 (164)
h) Poor protection of patents and industrial property rights.....	1	2	3	4	5 (165)
) Poor protection of intellectual property rights and copyrights	1	2	3	4	5 (166)
j) Too heavy procedures and complexity of VAT rules	1	2	3	4	5 (167)
k) Differences in labour legislation or social legislation.....	1	2	3	4	5 (168)
l) Restrictions placed on market access, due to the existence of exclusive or special rights or mandatory licences.....	1	2	3	4	5 (169)
m) Off-putting or discriminatory tax obligations	1	2	3	4	5 (170)

Q.2b) Are there other obstacles which hamper the trade of your products and services with certain European Union countries?

	Products	Services	Products & Services	No	(Don't Know)
n) (others) please tell me which obstacle(s)					
.....					
.....	1.....	2.....	3.....	4.....	5.....
					(171)

If No single Code 1 Or 2 Or 3 at Q.2a) or Q.2b) Go Directly To Section C In All Other Cases: Continue And Ask Q.3 For Each Obstacle Indicated.

Q.3 You said your trade is hampered by (read out one by one the obstacles for which the respondent has answered "yes" to Q.2a) and Q.2b). With which countries is this the case?

Not Prompt	Obstacles Indicated at Q.2a)													Q.2b)
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)
	(172)	(174)	(176)	(178)	(180)	(182)	(184)	(186)	(188)	(190)	(192)	(194)	(196)	(198)
Belgium.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....
Denmark.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....
Germany.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....
Greece.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....
Spain.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....
Finland.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....
France.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....
Italy.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....
	(173)	(175)	(177)	(179)	(181)	(183)	(185)	(187)	(189)	(191)	(193)	(195)	(197)	(199)
Luxembourg.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....	1.....
Netherlands.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....	2.....
Austria.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....	3.....
Portugal.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....	4.....
Sweden.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....	5.....
United Kingdom.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....	6.....
None.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....	7.....
Don't know.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....	8.....

Cols (200-409) Not Used

Interviewer: If Code 1 at Q.1d) Section A, Close Interview.

Section C

Read Out: This section deals with issues in relation to competitive conditions in all European Union countries.

Interviewer: Read Out ↓

The impact of the Single Market upon competition can be felt on both national and other markets within the European Union. It can be experienced upstream of production, i.e. between the different suppliers of a company, as well as downstream, i.e. when a company wants to sell its production. This means that companies which only import can feel the effects upon competition in their sourcing from within the European Union and their national markets, from national or from foreign companies.

Q.1a) How is the competition faced by your company nowadays, as compared to 1993? Is there less competition, is the competition stable or is there more competition regarding

Read Out ↓	Less	Stable	More	(Don't Know)	
a) Competition from national firms	1	2	3	4	(410)
b) Competition from European Union firms	1	2	3	4	(411)
c) Competition from firms outside the European Union.....	1	2	3	4	(412)

Q.1b) And since 1993, have you observed in your markets

Read Out ↓	Less	Stable	High	(Don't Know)	
a) That prices are lower, stable or higher	1	2	3	4	(413)
b) A smaller, stable or greater choice.....	1	2	3	4	(414)
c) A lower, stable or higher quality	1	2	3	4	(415)

Q.1c) Would you say that the development of competition for your company since 1993 has overall been?

Read Out ↓		
Very positive	1	(416)
Positive.....	2	
Neutral.....	3	
Negative	4	
Very negative.....	5	
Don't know/no reply	6	

Q.2 As far as activities within the European Union are concerned, certain issues may distort the normal play of competition. In your sector, would you say that, since January 1993 distortions of competition within the European Union.

Read Out ↓			
Have totally disappeared.....	1	Go to Section D	(417)
Have been significantly reduced.....	2	Continue	
Have remained practically the same	3		
Have tended to increase	4		
(There have never been any for our company).....	5	Go to Section D	
(Don't know/no opinion)	6	Continue	

If Codes 2, 3, 4 Or 6 At Q.2 - Others Go to Section D

Q.3a) More specifically, is there any European Union country where distortions of competition for your sector originate from

	Yes	No	(DK)	
Read Out & Rotate ↓				
a) A lack of control of the markets by the responsible authorities	1	2	3	(418)
b) Aid or subsidies favouring local competitors	1	2	3	(419)
c) Anti-competitive practices and behaviour from local companies.....	1	2	3	(420)
d) Conditions of their social legislation.....	1	2	3	(421)
e) Conditions of their tax legislation.....	1	2	3	(422)

Q.3b) Are there, for you sector, other sources of competition distortion within European Union countries?

	Yes	No	(DK)	
f) Other (please specify which other source(s))				
.....				
.....	1	2	3	(423)

**If No Single Code 1 at Q.3a) and Q.3b) Go To Section D.
In All Other Cases Continue And Ask Q.4 For Each Distortion Indicated.**

Q.4 You say that competition can be distorted within the European Union by
(read out one by one the items for which the respondent has answered "yes" to questions C.3a) and C.3b). For which countries is this the case? Do Not Prompt

	Distortions Indicated at Q.3a) or Q.3b)					
	a)	b)	c)	d)	e)	f)
Belgium	1 (424)	1 (441)	1 (458)	1 (475)	1 (492)	1 (509)
Denmark	1 (425)	1 (442)	1 (459)	1 (476)	1 (493)	1 (510)
Germany	1 (426)	1 (443)	1 (460)	1 (477)	1 (494)	1 (511)
Greece	1 (427)	1 (444)	1 (461)	1 (478)	1 (495)	1 (512)
Spain	1 (428)	1 (445)	1 (462)	1 (479)	1 (496)	1 (513)
Finland.....	1 (429)	1 (446)	1 (463)	1 (480)	1 (497)	1 (514)
France.....	1 (430)	1 (447)	1 (464)	1 (481)	1 (498)	1 (515)
Ireland	1 (431)	1 (448)	1 (465)	1 (482)	1 (499)	1 (516)
Italy	1 (432)	1 (449)	1 (466)	1 (483)	1 (500)	1 (517)
Luxembourg.....	1 (433)	1 (450)	1 (467)	1 (484)	1 (501)	1 (518)
Netherlands.....	1 (434)	1 (451)	1 (468)	1 (485)	1 (502)	1 (519)
Austria.....	1 (435)	1 (452)	1 (469)	1 (486)	1 (503)	1 (520)
Portugal	1 (436)	1 (453)	1 (470)	1 (487)	1 (504)	1 (521)
Sweden	1 (437)	1 (454)	1 (471)	1 (488)	1 (505)	1 (522)
United Kingdom	1 (438)	1 (455)	1 (472)	1 (489)	1 (506)	1 (523)
None particularly	1 (439)	1 (456)	1 (473)	1 (490)	1 (507)	1 (524)
Don't know	1 (440)	1 (457)	1 (474)	1 (491)	1 (508)	1 (525)

Section D

Read Out: This section deals with the opening of national public procurement markets to all European Union companies.

- Q.1 Since January 1993, has your company, or its subsidiaries taken part, or would have liked to take part, in public procurement "calls for tender" in at least one of the European Union countries?

Yes	1	Continue	(526)

No.....	2	Go To Section E	

If Code 1 at Q.1

- Q.2 As far as conditions of access to public procurement markets outside of Ireland are concerned, how have they evolved since January 1993? Would you say that regulatory restrictions and difficulties which could close these public procurement markets to non-national companies ...

Read Out ↓

Have totally disappeared.....	1	Go to Section E	(527)

Have been significantly reduced.....	2	Continue	
Have remained practically the same	3		
Have tended to increase	4		

(There have never been any for our country)	5	Go to Section E	

(Don't know).....	6	Continue	

If Codes 2, 3, 4 Or 6 At Q.2

- Q.3a) More specifically, is there any European Union country, outside of Ireland, where restricted access to public procurement markets for your sector arises from

Read Out & Rotate ↓

	Yes	No	(DK)	
a) A lack of publication of "calls for tender"	1	2	3	(528)
b) The awarding procedures followed	1	2	3	(529)
c) Contracts being awarded on criteria other than price or quality	1	2	3	(530)

- Q.3b) Are there for your sector other important restrictions of access to public procurement markets outside Ireland which are not related to awarding procedures but are connected with

Read Out & Rotate (d-h) ↓

	Yes	No	(DK)	
d) Linguistic or cultural barriers.....	1	2	3	(531)
e) Local preferences for certain types of products and services.....	1	2	3	(532)
f) The resistance of awarding authorities to changing suppliers.....	1	2	3	(533)
g) A lack of means of appeal	1	2	3	(534)
h) The need to ensure a local presence	1	2	3	(535)

i) Other factors (please specify which one(s))				
.....				
.....	1	2	3	(536)

**If No Single Code 1 at Q.3a) and Q.3b) go To Section E
In All Other Cases Continue And Ask Q4 For Each Restriction Indicated.**

- Q.4 You say that access to public procurement markets within the European Union can be restricted by
 (Read Out One By One The Items For Which The Respondent Has Answered "Yes" at Q.3a) And Q.3b)
 In which countries is this the case?

Do Not Prompt	Access Restrictions Indicated at Q.3a)/Q.3b)								
	(a) (537)	(b) (539)	(c) (541)	(d) (543)	(e) (545)	(f) (547)	(g) (549)	(h) (551)	(i) (553)
Belgium.....	1	1	1	1	1	1	1	1	1
Denmark.....	2	2	2	2	2	2	2	2	2
Germany.....	3	3	3	3	3	3	3	3	3
Greece.....	4	4	4	4	4	4	4	4	4
Spain.....	5	5	5	5	5	5	5	5	5
Finland.....	6	6	6	6	6	6	6	6	6
France.....	7	7	7	7	7	7	7	7	7
Italy.....	8	8	8	8	8	8	8	8	8
Luxembourg.....	9	9	9	9	9	9	9	9	9
	(538)	(540)	(542)	(544)	(546)	(548)	(550)	(552)	(554)
Netherlands.....	1	1	1	1	1	1	1	1	1
Austria.....	2	2	2	2	2	2	2	2	2
Portugal.....	3	3	3	3	3	3	3	3	3
Sweden.....	4	4	4	4	4	4	4	4	4
United Kingdom.....	5	5	5	5	5	5	5	5	5
None particularly.....	6	6	6	6	6	6	6	6	6
Don't know.....	7	7	7	7	7	7	7	7	7

Col. (555-689) Not Used

Section E

Read Out: The following questions concern the recourses available in the case of poor functioning of the Single European Market.

We have just gone through the different types of potential obstacles to the normal course of events and to the development of company activities in other European Union countries.

Q.1a) Has your company, since January 1993, found itself one or more times in a situation which would allow a legitimate complaint about obstacles to the good functioning of the Single European Market?

Yes, several times	1	(690)
Yes, once	2	

No, never	3	Close Interview

Don't know	4	

Q.1b) Have you had to introduce a complaint to

Read Out ↓		Yes	No	
a) Your national authorities	1	2		(691)
b) The local authorities of the country where the obstacle arose.....	1	2		(692)
c) The European Commission.....	1	2		(693)
d) The European Parliament.....	1	2		(694)
e) (Other bodies please specify)				
.....	1	2		(695)

If Only Code 2 @ Q.1b) ask Q.1c: Others go to Q.2

Q.1c) If your company has never introduced a complaint in this respect, was it

Read Out ↓		Yes	No	
a) Because it would have meant too many efforts for too few advantages	1	2		(696)
b) Because the complaint looked too costly and too complex.....	1	2		(697)
c) Because you did not know the procedure to follow.....	1	2		(698)
d) (Other reasons please specify).....	1	2		(699)

If Any Code 1 at Q.1b) Ask:-

Q.2 Have any of your complaints led to the introduction of legal proceedings?

Yes	1	Continue	(700)
No	2	Go To Q.4	

If Code 1 At Q.2

Q.3a) With which public authorities were these legal proceedings lodged? Was it

Read Out ↓		Yes	No	
a) With an administrative tribunal.....	1	2		(701)
b) With a civil court.....	1	2		(702)
c) With the European Commission	1	2		(703)
d) (Other bodies please specify)				
.....	1	2		(704)

Q.3b) Whatever the outcome of this action for your company, do you feel that the procedure followed for the preliminary investigation and the treatment of your case was efficient on the whole?

Yes, efficient	1	Close Interview Ask Q.3c)	(705)
No, not efficient.....	2		

If Code 2 at Q.3b Ask:-
Q.3c) For what reason do you deem this procedure to be inefficient? Is it because

Read Out ↓	Yes	No	
a) Of excessive cost.....	1	2	(706)
b) Of the length of the procedure.....	1	2	(707)
c) Of the complexity of the procedure...1	2		(708)
d) Of non-enforcement of the decision ..1	2		(709)
e) (Other reasons please specify)			
.....	1	2	(710)

Thank Respondent & Go to Classification Details

If Code 2 at Q.2

Q.4 If your complaint did not lead to the introduction of legal proceedings, was it because

Read Out ↓	Yes	No	
a) The complaint itself was enough to solve the problem.....	1	2	(711)
b) You do not know the existing legal procedures.....	1	2	(712)
c) You do not trust the existing procedures.....	1	2	(713)
d) A legal procedure seemed, too complex	1	2	(714)
e) A legal procedure seemed, too costly	1	2	(715)
f) A legal procedure seemed, too lengthy	1	2	(716)
g) (Other reasons please specify)	1	2	(717)

Classification Details

Dun & Bradstreet Series No. <input type="text"/>	(718-726)	Finally, would you please give us your name so that we may contact you again in case we have some additional questions. We guarantee absolute confidentiality and at no time will your answers be linked to you or your company. Respondent's Name _____ Business Telephone Number: <input type="text"/>
Region: Dublin 1 Rest of Leinster..... 2 Munster 3 Connaught/Ulster 4	(727)	
Sic Code: <input type="text"/>	(728-731)	

(732-741)

Thank You For Your Co-Operation