

10) **II - Let's concentrate now on SPAIN.** In relation to other comparable countries, do you think that Spain, on the social and economic level, has in the last few years ...

progressed considerably	1
progressed moderately	2
maintained the same position	3
regressed moderately	4
regressed considerably	5

11) And how would you evaluate, on a scale of 1 to 4, the performances of the Spanish economy over the last few years in each of the following areas? (4 = very good performance, 3 = rather good performance, 2 = rather poor performance, 1 = very poor performance).

Industrial reconversion	/4/3/2/1/
Technological development	/4/3/2/1/
Modernisation and improvement of infrastructures	/4/3/2/1/
Development and evolution of the agricultural sector	/4/3/2/1/
Flexibility of the labour market	/4/3/2/1/
Development of the service industries	/4/3/2/1/
Improvement of the infrastructures and quality of service of the tourist industry	/4/3/2/1/
Modernisation of public services	/4/3/2/1/
Adequate size of companies	/4/3/2/1/
Deregulation of markets	/4/3/2/1/
Foreign trade	/4/3/2/1/
Adaptation to the Common Market	/4/3/2/1/
Economic growth	/4/3/2/1/
Capacity to attract foreign investment	/4/3/2/1/

12) Below is a list of factors which can constitute either an incentive or an obstacle to foreign investment in a country (other than securities and real property). Do you think that in Spain each of these factors is more an incentive or an obstacle for foreign investment?

	An incentive	An obstacle	Neither one or the other
Administrative standards	1	2	3
Taxation system	1	2	3
Availability of land, office space	1	2	3
Production costs	1	2	3
Qualification of labour	1	2	3
Infrastructures	1	2	3
Services for companies	1	2	3
Trade union activity	1	2	3
Subcontracting industry	1	2	3
Labour legislation	1	2	3
Access to information	1	2	3
Political situation	1	2	3
Labour productivity	1	2	3
Growth potential of the home market	1	2	3

13) And how would you evaluate the policies of the Spanish government regarding each of the following?

	Very good	Rather good	Rather poor	Very poor
Economic policies in general	1	2	3	4
Fiscal policy	1	2	3	4
Monetary policy	1	2	3	4
Budgetary policy	1	2	3	4
Flexibility and freeing of markets	1	2	3	4

14) Overall, do you believe that there are a lot of differences, some differences, few differences or very few differences between the Spanish economy and those of the more developed European countries.

A lot of differences	1
Some differences	2
Few differences	3
Very few differences	4

15) And what are, in your opinion, the principal differences that exist?

16) Spain has defined a number of objectives for itself in view of the Single Market and of Economic and Monetary Union in 1997. In the realisation of each of these objectives, do you feel Spain will have more or less difficulties than the average of European countries?

	More difficulties	Less difficulties
Controlling inflation	1	2
Reducing the budget deficit	1	2
Lowering interest rates	1	2
Limiting national debt in circulation	1	2
Improving the competitiveness of companies	1	2

17) Do you think that it is very probable, rather probable, not very probable or not at all probable that Spain meets the conditions necessary for its integration into Economic and Monetary Union in 1997, as these were defined at the Maastricht summit?

Very probable	1
Rather probable	2
Not very probable	3
Not at all probable	4

18) In your opinion, among these countries or groups of countries, which three are in the best position to attract foreign investment over the next 5 years? (Select three answers)

Eastern European countries	1
The Maghreb	2
Latin America	3
Italy	4
Spain	5
Great Britain	6
Ireland	7
Countries of the EFTA (European Free Trade Association)	8

19) In 1992, Spain will host a series of events including the Barcelona Olympic Games, the Seville World Fair (Expo'92) and Madrid European Cultural Capitol. Do you think that these events, judged globally and then individually, will contribute a lot, somewhat, little or not at all in improving Spain's image abroad?

	Globally	Olympics	Expo'92	Madrid
A lot	1	1	1	1
Somewhat	2	2	2	2
Little	3	3	3	3
Not at all	4	4	4	4

20) And do you think that each of these events will be a success in each of the following areas?

	Olympics		Expo'92		Madrid	
	Yes	No	Yes	No	Yes	No
Organisation	1	2	1	2	1	2
Attendance	1	2	1	2	1	2
Effects on the Spanish economy	1	2	1	2	1	2

21) And do you plan on visiting one or more of these events?

	Olympics	Expo'92	Madrid
Yes, surely	1	1	1
Yes, probably	2	2	2
No, probably not	3	3	3
No, surely not	4	4	4

22) Specifically regarding the Seville World Fair, what are the principal reasons people from your country have for visiting it? (Several answers possible)

To learn something about other countries	1
To visit the art exhibits	2
To see the pavillons and their contents	3
To attend music concerts, theatre performances, etc	4
To better profit from their vacation in Spain	5
Because it is a unique, unrepeatable event	6
Other reason(s) (Please specify)	7

23) And what are, in your opinion, the principal reasons for not attending Expo'92? (Several answers possible)

Lack of interest for the event	1
Fear of urban insecurity	2
Prices	3
Quality of lodging	4
Transportation	5
Fear of terrorism	6
The climate (heat...)	7
Fear of crowds	8
Other reason(s) (Please specify)	9

## V - THE IMAGE OF EUROPEAN COUNTRIES

- 16) Here is a series of characteristics which can be used to describe a country and its people. Please indicate to what extent these features apply to each of these European countries by using a scale of 1 to 4 (where 4 = applies very well, 3 = applies rather well, 2 = applies poorly and 1 = doesn't apply at all).

	Germany	Benelux	Spain	France	Great Britain	Italy
Dynamic .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
Efficient .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
Rigorous work habits .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
With a potential for growth .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
Politically stable .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
Creative .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
Economically solid .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
Well-managed .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
Competitive .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
With a pleasant living environment ....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
Present on the international scene .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
Environmentally-conscious .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
Socially just .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
With rigorous economic policies .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>

- 17) And for the following features which can describe a country's economic fabric, indicate to what extent they apply to each of these same countries. For this, please use the same scale as above of 1 to 4 (4 = applies very well and 1 = doesn't apply at all).

	Germany	Benelux	Spain	France	Great Britain	Italy
- Competence of company executives ....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Quality of human resources .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Capacity of anticipation and adaptation	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Competitive costs .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Variety of products .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Productivity .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Adequate size of companies .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Commercial aggressiveness .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Capacity for product innovation .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Capacity for process innovation .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Quality of infrastructures .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Quality of products and services .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>
- Flexibility of the labour market .....	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>	<u>/4/3/2/1/</u>

**THANK YOU FOR YOUR CONTRIBUTION**