

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

Job No.	Card	Serial No.	Country
(1) - (5)	(6) - (7)	(8) - (11)	(12-13)
431331	0 1		1 5

Job No : J 431131
Issue : 1
Date : 27 March, 2000

FLASH EB 78

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 t
	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 on behalf of the European Commission amongst senior managers in small and medium sized businesses. The interview is short and should not take more 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.4 Arrang recall
Q.1	What, exactly, is your position in the company?	General management: Chairman, Managing Director, Owner, Partner Director - company's most senior person responsible for administration Director in charge of the development of the Company	1 2 3	*SEE INST
	INTERVIEWER: CHECK THAT RESPONDENT DOES HAVE AN ELIGIBLE JOB BEFORE CONTINUING			
Q.2	How many full-time/full-time equivalent staff does your company employ in this country?	_____ (WRITE IN NO.)	DK 9	*See Insts
	INTERVIEWER: <ul style="list-style-type: none"> • IF HAS MORE THAN 250 STAFF OR DOES NOT KNOW NUMBER, THANK & CLOSE 			
Q.3	In which of the following activities does your company principally belong? PROBE TO PRECODES	Services Sector Transport Sector Distribution sector (i.e. wholesale/retail) Industrial production sector (i.e. manufacturing) Other (GIVE DETAILS) _____ DK/NA	1 2 3 4 5 6	Q.4 Thank and close

Q.No	Question	Answer	Code	Skip t
Q.5	When was the last time this company had a proper study carried out on ways to expand its business? Was it ... READ OUT PRECODES	During the last five years More than five years ago Have not carried out this kind of study before (Have carried out a study but don't know when) (DK/NA)	1 2 3 4 5	Q.5
Q.5	How well informed are you about the potential offered by the Internet to companies in your sector of activity using a scale from 10 to 0, where a score of 0 means "No information/ don't know anything about it" and a score of 10 means "Perfectly well informed".	10 9 8 7 6 5 4 3 2 1 0	0 9 8 7 6 5 4 3 2 1 X	Q6
Q.6	Thinking about the Internet, which of the following situations best describes that of your company at the moment? READ OUT EACH PRECODE. ONE ANSWER ONLY	Your company has a full web site with your own domain name Your company has a web site which is dependent on a larger domain (i.e. that of your access provider or parent company, for example) Your company has a web site containing only a few pages Your company has Internet access but no web pages or site. Your company does not have Internet access at the moment (Other cases of Internet access (SPECIFY)) (Other cases but company does not have Internet access (SPECIFY)) DK/NA	1 2 3 4 5 6 7 8	Q.7 Q.11 Q.7 Q.11

Q.No.					Code	Route
Q.7	Could you please tell me for which of the following purposes your company uses the Internet? ROTATE ORDER OF READING OUT PRECODES					
			Yes	No	DK	
a)	advertising/promoting your products/services	()	1	2	3	
b)	selling directly to other companies	()	1	2	3	
c)	selling directly to consumers	()	1	2	3	
d)	collaborating at a distance with other companies based far away or in other countries on specific projects	()	1	2	3	
e)	providing after sales services to clients	()	1	2	3	
f)	managing orders and invoicing between you and your suppliers	()	1	2	3	
g)	answering public calls for tender	()	1	2	3	
h)	communicating with local administrations and national authorities	()	1	2	3	
i)	managing your company's financial accounts	()	1	2	3	
j)	publishing vacancies and recruiting staff	()	1	2	3	
k)	allowing staff to work from a distance without having to go to the company's offices	()	1	2	3	
l)	researching information on your markets and competition	()	1	2	3	Q.8
Q.8	Since your company started using the Internet have you found it efficient or not for ... READ OUT EACH PRECODE - ROTATE ORDER OF READING OUT					
			Yes	No	DK	
a)	expanding into new markets	()	1	2	3	
b)	reacting better and faster to consumer requests	()	1	2	3	
c)	being better informed about your competitors' activities	()	1	2	3	
d)	innovating your products and services	()	1	2	3	
e)	simplifying administrative procedures and relations with authorities	()	1	2	3	
f)	modernising your distribution system	()	1	2	3	
g)	easing partnership operations with other companies	()	1	2	3	
h)	lowering your communications expenses	()	1	2	3	
i)	getting to know your customers' tastes and demands better	()	1	2	3	
j)	lowering your costs and making your prices more competitive	()	1	2	3	Q.8

Q.No.				Code	Route
Q.	In your experience, since the installation of the Internet in your company, would you say that it ... READ OUT PRECODES. ROTATE ORDER				
			Yes No	DK	
a)	has caused internal reorganisation problems	()	1 2	3	
b)	has required a long learning period	()	1 2	3	
c)	has forced you to intervene personally	()	1 2	3	
d)	has required the purchase of expensive hardware	()	1 2	3	
e)	results in significant costs for training and installation	()	1 2	3	
f)	has resulted in very high communication costs	()	1 2	3	
g)	requires hard to find specialist staff	()	1 2	3	
h)	is still not well accepted by existing staff	()	1 2	3	
i)	is not profitable enough because it still only applies to a small number of enterprises and consumers	()	1 2	3	*See
j)	lacks legal guarantees for transactions	()	1 2	3	Insts
	INTERVIEWER: CHECK Q.6 • IF CODES 1, 2 OR 3 USED, ASK Q.10 • REST GO TO Q.11				
Q.10	Was your web site developed by ... READ OUT PRECODES MULTIPLE ANSWERS ALLOWED	Your existing staff Additional staff hired for that purpose Specialist external company or consultants Yourself (Other (SPECIFY)) _____ DK/NA	1 2 3 4 5 6		Q14
Q11	For which of the following reasons does your company ... (SAY: "not have a web site" IF CODE 4 USED AT Q.6 OR "does not use the Internet at all" IF CODES 5,6,7 OR 8 USED AT Q.6)? READ OUT PRECODES. ONE ANSWER ONLY	Your company is too small Your market is purely local It does not fit your type of business activities OR Just does not interest you at all Other DK/NA	1 2 3 4 5 6		Q.12

Q.No.					Code	Route
Q.	Would you say that what your company lacked to start using the Internet is? ROTATE ORDER OF READING OUT PRECODES					
			Yes	No	DK	
a)	information	()	1	2	3	
b)	training	()	1	2	3	
c)	legal expertise	()	1	2	3	
d)	financing	()	1	2	3	
e)	capable staff	()	1	2	3	
f)	time to invest in it	()	1	2	3	
g)	motivation	()	1	2	3	
h)	"on-line" solutions adapted to your business	()	1	2	3	
i)	legal guarantees for operations done via the Internet	()	1	2	3	
j)	(Other (SPECIFY) _____)	()	1	2	3	
k)	(Nothing)	()	1	2	3	
l)	(DK/NA)	()	1	2	3	Q.13
Q.13	If your company were to start using the Internet which of the following bodies; in your opinion, would be effective in helping you set it up..... READ OUT PRECODES – ROTATE ORDER OF READING OUT		a) the press and media b) Chambers of Commerce c) Government bodies d) Banks e) Professional associations f) Educational establishments g) Private consultants h) (None of these but are others who can help) (SPECIFY) _____ l) (No organisation can help) j) (Not applicable/will never use it) k) (DK/NA)		1 2 3 4 5 6 7 8 9 0 X	Q.14
Q.14	Thank you very much for your help. Before I close could I just check a few details. In which of the following age ranges are you? READ OUT		Less than 30 years 30 - 39 years 40 - 49 years 50 - 59 years 60 or over Refused		1 2 3 4 5 6	Q.15
Q.15	RECORD GENDER		Male Female		1 2	Q.16

6.

Q.No.			Code	Route
Q.3	And in which of the following regions is your company based?	Scotland	1	
		North /Tyne Tees	2	
		Lancashire/North West	3	
		Yorkshire/Humberside	4	
		East Midlands	5	
		West Midlands	6	
		East Anglia	7	
		London/South East	8	
		South West	9	
		Wales	10	

INTERVIEWER PLEASE RECORD:

Tel. No. of Company: _____

Respondent name: _____

Length of Interview: _____