

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

Job No.	Card	Serial No.	Country
(1) - (6)	(7) - (8)	(9)-(12)	(13)-(14)
431332	0 1		1 5

Job No : J 431332
 Issue : 1
 Date : 15 May, 2000

FLASH EB 79 – MAYORS

RESPONDENTS NAME:

TELEPHONE NUMBER:

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.		Code	Route
	INTERVIEWER: <ul style="list-style-type: none"> • ASK TO SPEAK TO THE PERSON IN CHARGE OF IT (INFORMATION TECHNOLOGY/INTERNET PROJECT MANAGEMENT) FOR THE LOCAL AUTHORITY/COUNCIL CONTACTED • IF THERE IS NO ONE IN THIS POSITION, ASK TO SPEAK TO THE PERSON IN CHARGE OF PUBLIC RELATIONS/COMMUNICATIONS WITH THE PUBLIC 		
Q.1	What is the job title of the person responsible for internet projects for ... (LOCAL AUTHORITY/ COUNTY COUNCIL SAMPLED) ? <ul style="list-style-type: none"> Mayor Deputy Mayor Deputy responsible for communication Deputy responsible for public relations Deputy responsible for new technologies Head of administration Other function responsible for Internet projects (SPECIFY) _____ (No responsible person for Internet projects/ no project) (DK/NA) 	() 1 2 3 4 5 6 7 8 9	*See Insts
	INTERVIEWER: <ul style="list-style-type: none"> • IF CODE 1 - 7 AT Q.1 GO TO Q.3 ASK TO BE PUT THROUGH TO THE PERSON IDENTIFIED AT Q. 1 • IF CODE 8 - 9 AT Q.1 GO TO Q.2 		
Q.2	In that case, what is the job title of the person responsible for communications or relations with residents of this ... (BOROUGH/ COUNTY) ? <ul style="list-style-type: none"> Mayor Deputy Mayor Deputy responsible for communication Deputy responsible for public relations Deputy responsible for new technologies Head of administration Other function responsible for Internet projects (SPECIFY) _____ (DK/NA) → (INSIST AND ASK FOR MAYOR) 	() 1 2 3 4 5 6 7 8	*See Insts
	INTERVIEWER: <ul style="list-style-type: none"> • ASK TO SPEAK TO THE PERSON IDENTIFIED AT Q.2 		
Q.3	We are conducting a survey on behalf of the European Commission in the 15 countries of the European Union. This survey concerns the use of new information technologies by European municipalities / localities. How many people live in the area covered by ... (NAME OF LOCAL AUTHORITY/ COUNTY COUNCIL SAMPLED)? <div style="text-align: center; margin-top: 10px;"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </div> <p style="text-align: center; margin-top: 10px;">(DK/NA → CODE 9999999)</p>	()	*See Insts
	<ul style="list-style-type: none"> • IF LESS THAN 3,000 OR DK/NA → STOP INTERVIEW • REST GO TO Q.4 		

Q.No.		Code	Route	
Q.4	What are the main information and communication services provided by ... (NAME OF LOCAL AUTHORITY/ COUNTY COUNCIL) to citizens? READ OUT EACH PRECODE - CODE ALL THAT APPLY			
a.	A printed (municipal) newsletter	1		
b.	Direct mailings	1		
c.	Poster advertising campaigns in the locality	1		
d.	A helpdesk which explains the various administrative procedures to citizens	1		
e.	Several helpdesks, one for each of the main administrative services	1		
f.	An office for receiving complaints from the public	1		
g.	0800 numbers for calling the public administration for free	1		
h.	Organisation of citizens' forums and public debates on issues of common interest	1		
i.	Occasional organisation of television or radio programmes to present the council's initiatives	1		
j.	A web site	1		
k.	Others (SPECIFY) _____	1	*SEE	
L	(DK/NA) → STOP INTERVIEW	1	INSTS	
	INTERVIEWER: • IF ITEM J "A WEB SITE" IS CODED, GO TO Q.5 • IF NOT, SKIP TO Q.8			
Q.5	Which of the following types of information does the web site deliver? READ OUT EACH PRECODE - ONE ANSWER ONLY FOR EACH ITEM			
		Yes	No	DK
a	Information on the opening hours of services	() 1	2	3
b.	Information on the structure and responsibilities of the local authority	() 1	2	3
c.	Names and phone numbers of those responsible for each activity	() 1	2	3
d.	e-mail addresses of those responsible for each activity	() 1	2	3
e.	Instructions on how to obtain official documents	() 1	2	3
f.	Electronic versions of official forms	() 1	2	3
g.	Lists of frequently asked questions	() 1	2	3
h.	A newsletter on local activities	() 1	2	3
i.	Tourist information	() 1	2	3
j.	Links to the local press	() 1	2	3
k.	Information on local education institutes	() 1	2	3
l.	Links to local cultural resources (libraries, museums, theatres)	() 1	2	3
m.	Information about, or a link to, the site of the local Chamber of Commerce	() 1	2	3
n.	Instructions about how to benefit from social services (such as medical care, employment, housing etc)	() 1	2	3
o.	Information on your borough/district/county as an attractive business location	() 1	2	3
p.	Others (SPECIFY) _____	() 1	2	3
				Q.6

Q.No.					Code	Route
Q.6	Which of the following on-line interactive services (that is, services which allow users to send and receive information) does your web site provide? READ OUT EACH PRECODE. ONE ANSWER ALLOWED FOR EACH					
			Yes	No	DK	
a	Enabling the emailing of official forms through a system of electronic signatures	()	1	2	3	
b.	Enabling requests for official documents (such as birth certificates, certificate of marital status etc)	()	1	2	3	
c.	Enabling citizens to lodge a complaint against other citizens on-line	()	1	2	3	
d.	Renewing licences on-line	()	1	2	3	
e.	Paying fines or taxes on-line	()	1	2	3	
f.	Accessing legal deeds and local decisions on-line	()	1	2	3	
g.	Enabling citizens to make on-line comments on minutes of the local council meetings	()	1	2	3	
h.	Citizens' forums or public debates on issues of common interest on-line	()	1	2	3	
i.	Organising public opinion polling, i.e. referenda or other voting activities on public issues.	()	1	2	3	
j.	Contacting elected officials or members of the local council	()	1	2	3	Q.7
k.	Others (SPECIFY) _____	()	1	2	3	
Q.7	In your experience, since your web site has been installed, would you tend to agree or tend to disagree that ... READ OUT FIRST STATEMENT. ROTATE ORDER OF READING					
			Tend to agree	Tend to disagree	DK / NA	
a	it has caused internal reorganisation problems	()	1	2	3	
b.	it has required quite a long learning period	()	1	2	3	
c.	it has forced you to install a specialist team to deal with that activity	()	1	2	3	
d.	it has allowed you to create new jobs within the administration	()	1	2	3	
e.	it has required the acquisition of expensive hardware	()	1	2	3	
f.	it has resulted in high communications costs	()	1	2	3	
g.	it is still not very well accepted by existing staff	()	1	2	3	
h.	it still applies to a small number of citizens only	()	1	2	3	
i.	it has tested the council's ability to react quickly to requests from citizens	()	1	2	3	
j.	the participation of citizens in the political activities of the borough/district/council has not perceptibly changed as a result	()	1	2	3	
k.	it cannot be used for official procedures because there is no specific legislation in this area	()	1	2	3	
i)	it has not had a significant impact on the borough/ district/ council's economy					Q.10

Q.No.		Code	Route																				
Q.8	<p>Could you tell me, which of the following reasons could explain why you have not created a web site. Is it because of a/because ...?</p> <p>READ OUT EACH PRECODE - CODE ALL THAT APPLY</p> <p>lack of time</p> <p>lack of skilled human resources</p> <p>lack of financial resources</p> <p>your citizens are not sufficiently on-line to justify the investment</p> <p>the size of your locality does not justify the creation of a web site</p> <p>you are not aware of the opportunities offered by the internet</p> <p>you are not aware of any borough/district in your region or elsewhere in the country that has successfully used these technologies to provide public services</p> <p>you are not sure of the effectiveness of such a tool</p> <p>DO NOT READ OUT</p> <p>Others (SPECIFY) _____</p> <p>DK/NA</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>Q.9</p>																				
Q.9	<p>Are you interested in setting up a web site in the course of the next 12 months?</p>	<p>Yes 1</p> <p>No 2</p> <p>(DK/NA) 3</p>	<p></p> <p></p> <p>Q.10</p>																				
Q.10	<p>ASK ALL</p> <p>More generally speaking, can you tell me which of the following Internet-based services ... (NAME OF LOCAL AUTHORITY/COUNCIL SAMPLED) has implemented for its citizens?</p> <table border="1" data-bbox="183 1344 1316 1675"> <thead> <tr> <th></th> <th>Yes</th> <th>No</th> <th>DK</th> </tr> </thead> <tbody> <tr> <td>a. Public premises where citizens can consult the Internet for a small fee</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>b. Public premises where citizens can consult the Internet FOR FREE</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>c. The municipality provides an email address to its citizens for free</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>d. A network of kiosks placed in public places (such as libraries, railway stations, tourist information desks...)</td> <td>1</td> <td>2</td> <td>3</td> </tr> </tbody> </table>		Yes	No	DK	a. Public premises where citizens can consult the Internet for a small fee	1	2	3	b. Public premises where citizens can consult the Internet FOR FREE	1	2	3	c. The municipality provides an email address to its citizens for free	1	2	3	d. A network of kiosks placed in public places (such as libraries, railway stations, tourist information desks...)	1	2	3		<p></p> <p></p> <p></p> <p>Q.11</p>
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Q.11	<p>In political matters people often talk of being to "the left" or to "the right". How would you position the majority party of ... (NAME OF LOCAL AUTHORITY/COUNCIL SAMPLED) on a scale from "1" to "10", where:</p> <p>- "1" is the position most to the left and</p> <p>- "10" is the position most to the right?</p> <p>(DO NOT READ OUT - ONLY ONE ANSWER)</p> <table border="1" data-bbox="183 1904 1316 2016"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	1	2	3	4	5	6	7	8	9	10											<p>(NA/Refusal) 98</p> <p>(DK) 99</p>	<p></p> <p></p> <p>Q12</p>
1	2	3	4	5	6	7	8	9	10														

Q.No.		Code	Route
	RECORD FROM DATA BASE - DO NOT ASK.		
Q.12	Size of Locality Less than 5,000 inhabitants From 5,000 to 20,000 inhabitants From 20,000 to 50,000 inhabitants From 50,000 to 100,000 inhabitants From 100,000 to 500,000 inhabitants Other 500,000 inhabitants	1 2 3 4 5 6	

THANK AND CLOSE