

UNITED KINGDOM

QUESTIONNAIRE

Serial: (1-5)
Card: 01 (6-7)

SET POD=PARTOFDAY
SET INAME=INTNAME
GOTO INTRO

HA Dummy to record completed interviews

1..... (8) SP
1

NTRO PROTECT'@@Good '+POD+', my name is '+INAME+' and I am from Gallup. We are currently conducting a study on Quality Control and Management. Could you spare us a few minutes to answer some questions?@@'

PAUSE

UNPROTECT INTRO

SET NCOLS=1
CALLFUNC('setcols',NCOLS)

OF What is your exact title in the company?

Chairman, Owner..... (9)
Managing Director.....1
Quality Manager.....2
Production Manager.....3
Other (specify).....4
0

Specified Other (10-12)

1P PROTECT 'This survey deals with Quality and Quality Systems. Quality is seen in its global conception as part of the strategic management of companies. Quality Systems are procedures and organisation structures which are set up systematically to manage quality inside the company. They may be developed at various levels and receive different names, such as : Quality control, Quality Insurance System, Total Quality Management.@@'

PAUSE

UNPROTECT Q1P

Q1 Q.1 Concerning Quality Management, which of the following applies to your company

(13) SP

Our company has introduced a Quality System for the whole company.....	1
Our company has introduced a Quality System for a department or a service in the company.....	2
Our company has introduced a Quality System for final inspection.....	3
Our company plans to introduce a Quality System for the whole company.....	4
Our company plans to introduce a Quality System for a department or a service in the company.....	5
Our company plans to introduce a Quality System for final inspection.....	6
Our company has not introduced a Quality System and does not plan to.....	7
Our company has not introduced a Quality System and does not know if it is planned.....	8

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SET VAR1=BIT(Q1/1)
SET VAR2=BIT(Q1/2)
SET VAR3=BIT(Q1/3)
SET VAR4=BIT(Q1/4)
SET VAR5=BIT(Q1/5)
SET VAR6=BIT(Q1/6)
SET VAR7=BIT(Q1/7)
SET VAR8=BIT(Q1/8)
ROUTE(.NOT.VAR1.OR.VAR2.OR.VAR3)GO FBQ10

```

Q2 Q.2 In what year did your company start to set up its Quality System?

(14) SP

1994.....	1
1991-1993.....	2
1988-1990.....	3
1985-1987.....	4
1980-1984.....	5
1975-1979.....	6
1974 and before.....	7
Don't know.....	Y

Q3 Q.3 How long did it take for your current Quality System to be consolidated and operational?

	(15)	SP
Less than 6 months.....	1	
6 months - 1 year.....	2	
About 1 year.....	3	
About 2 years.....	4	
About 3 years.....	5	
4 years and more.....	6	
The system is currently being introduced.....	7	
Don't know.....	Y	

Q4 Q.4 Which Quality standard is used by your company for your current Quality System? Is it ...?

	(16)
One of the EN29000 or ISD9000 standards.....	1
AQAP (NATO) standard.....	2
Q101 (FORD) standard.....	3
The system does not follow any standard.....	4
Other (specify).....	0

Specified Other	(17-19)
Don't know.....	(16)
	Y

Q5 Q.5 Which of the following benefits has your company gained from the introduction of the Quality System?

	(20)
Employees motivation.....	1
Good relationships with customers.....	2
Increasing the number of customers.....	3
Better work organisation in your company.....	4
Profit Increase.....	5
Customers loyalty.....	6
The system brings no benefit.....	7
Other (specify).....	0

Specified Other	(21-23)
Don't know.....	(20)
	Y

Q6P PROTECT 'The impact of a Quality System on costs and benefits are very different from one company to another. Costs include: costs to obtain the desired quality inside the company, costs to guarantee and demonstrate the quality outside the company. Benefits include: savings carried out due to the quality in production, in the after-sales department or in the legal department, new sales carried out due to the quality@@'

PAUSE

UNPROTECT Q6P

Q6A Q.6a Are the costs and benefits of your Quality System evaluated, systematically or from time to time, or was such an evaluation only made once?

	(24)	SP
Yes: evaluation is systematic.....	1	
Yes: evaluation is occasional.....	2	
Yes: evaluation was made once.....	3	
No: no evaluation has ever been made.....	4	GO TO Q6C
Don't know.....	Y	GO TO Q6C

Q6B Q.6b What was the result of the last evaluation in percentage of the turnover? Interviewer please code whether net profit or net loss of turnover

	(25)	SP
Net profit.....	1	
Net loss.....	2	
Don't know.....	Y	

Q6BB Percentage? INTERVIEWER : If respondent doesn't know the actual amount code 99

1 TO 99	(26-27)
Don't know.....	Y

Q6C

Q.6c In your opinion, if you compare the costs with the benefits gained from the Quality System by your company, what net profit or net loss does this system lead to? I do not need a precise figure, but an idea, in percentage terms of your turnover, of the financial impact of your Quality System.

Net profit.....(28) SP
 Net loss.....1
 Don't know.....2
 Don't know.....Y

Q6CC

Percentage? INTERVIEWER : If respondent doesn't know the actual amount code 99

1 TO 99
 Don't know.....(29-30)
 Don't know.....Y

Q7

Q.7 As you may be aware, it is possible to make the Quality Systems certified, according to precise standards. With regards to your company, is your Quality System

Already certified.....(31) SP
 Certification is underway.....1
 Certification will (probably) be asked.....2
 Certification will (probably) not be asked.....3
 Certification will certainly not be asked.....4
 Don't know if it will be asked for.....5
 Don't know.....6
 Don't know.....Y

Q8A

Q.8a Which of the following advantages would you say certification has?

It is a guarantee to keep your current markets...(32)
 It opens new national markets.....1
 It opens new markets within the EC.....2
 It opens new markets outside the EC.....3
 It is an insurance against customers complaints.....4
 It is a motivation for your staff.....5
 Certification does not have any advantages.....6
 Other (specify).....7
 Other (specify).....0

Specified Other

(33-35)

Q8B Q.8b Which of the following disadvantages would you say certification has?

It is unnecessary.....	(36)
It is too constraining.....	1
It is too expensive.....	2
It is too complicated.....	3
It would be too risky.....	4
Certification does not have any disadvantages....	5
Other (specify).....	6
	0

Specified Other

(37-39)

9 Q.9 What was/will be/would be the total cost of your certification?
INTERVIEWER IF RESPONDENT GIVES RANGE CODE MID-POINT

1 TO 999999	
Don't know.....	(40-45)
	Y

BQ10 CONTINUE
SET VAR4=BIT(Q1/4)
SET VAR5=BIT(Q1/5)
SET VAR6=BIT(Q1/6)
ROUTE(.NOT.VAR4.OR.VAR5.OR.VAR6)GO FBQ18

Q10 Q.10 When could your company start the introduction of its Quality System?

	(46)	SP
1994.....	1	
1995.....	2	
1996.....	3	
1997 or later.....	4	
Don't know.....	Y	

Q11 Q.11 How long would it take, in your opinion, to set up and make fully operational a Quality System in your company

Less than 6 months.....	(47)	SP
6 months - 1 year.....	1	
About 1 year.....	2	
About 2 years.....	3	
About 3 years.....	4	
4 years and more.....	5	
Don't know.....	6	Y

Q12 Q.12 What would be the standard chosen by your company to set up a Quality System? Would it be ...?

One of the EN29000 or ISD9000 standards.....	(48)
AQAP (NATO) standard.....	1
Q101 (FORD) standard.....	2
The system does not follow any standard.....	3
Other (specify).....	4
	0

Specified Other (49-51)

Don't know..... (48)
Y

13 Q.13 What are the advantages that your company wants to gain from introducing a Quality System. Would it be related to ...?

Employees motivation.....	(52)
Good relationships with customers.....	1
Increasing the number of customers.....	2
Better work organisation in your company.....	3
Profit Increase.....	4
Customers loyalty.....	5
The system brings no benefit.....	6
Other (specify).....	7
	0

Specified Other (53-55)

Don't know..... (52)
Y

Q14P PROTECT 'The Quality Systems impact on costs and benefits are very different from one company to another. Costs include: costs to obtain the desired quality inside the company, costs to guarantee and demonstrate the quality outside the company. Benefits include: savings carried out due to the quality in the production, in the after-sales department or in the legal department, new sales carried out due to the quality. Comparing the costs with the profits gained from a Quality System, what net profit or net loss would you expect from a Quality System?@@'

PAUSE

UNPROTECT Q14P

Q14 Q.14 I do not want a precise figure, but an idea, in percentage terms of your turnover, of the expected financial impact of a Quality System once set up and totally operational in your company
INTERVIEWER Please code whether figure is a profit or loss

Net profit.....	(56)	SP
Net loss.....	1	
Don't know.....	2	
	Y	

Q14B Percentage? INTERVIEWER : If respondent doesn't know the actual amount code 99

1 TO 99	(57-58)
Don't know.....	Y

Q15 Q.15 It is possible to make Quality Systems certified according to precise standards. If your company introduces a Quality System, how likely is it that you would make it certified?

Certainly.....	(59)	SP
Probably.....	1	
Maybe, we shall see that when necessary.....	2	
Probably not.....	3	
Certainly not.....	4	
Question has not been raised.....	5	
Don't know what it is about.....	6	
Don't know.....	7	
	Y	

Q16A Q.16a Which of the following advantages would you say certification has?

(60)
It is a guarantee to keep ones current markets...1
It opens new national markets.....2
It opens new markets within the EC.....3
It opens new markets outside the EC.....4
It is an insurance against customers complaints..5
It is a motivation for your staff.....6
Certification does not have any advantages.....7
Other (specify) 0

Specified Other

(61-63)

Q16B Q.16b Which of the following disadvantages would you say certification has?

(64)
It is unnecessary.....1
It is too constraining.....2
It is too expensive.....3
It is too complicated.....4
It would be too risky.....5
Certification does not have any disadvantages....6
Other (specify) 0

Specified Other

(65-67)

Q17 Q.17 What would be the total cost of your certification? INTERVIEWER
IF RESPONDENT GIVES RANGE CODE MID-POINT

1 TO 999999 _____ (68-73)
Don't know.....Y

Q18 CONTINUE
SET VAR7=BIT(Q1/7)
SET VAR8=BIT(Q1/8)
ROUTE(.NOT.VAR7.OR.VAR8)GO FBQ20

Q18 Q.18 Have you ever heard or read anything about Certification or Standards which define Quality Systems, such as?

One of the EN29000 or ISD9000 standards.....1 (74)
AQAP (NATO) standard.....2
Q101 (FORD) standard.....3
Heard or read something about certification or
standards but does not remember any name DO NOT
READ OUT.....4
Did not hear or read anything DO NOT READ OUT....5 GO TO Q20
Other (specify) 0

Specified Other (75-77)

Q19P PROTECT 'The introduction of a Quality System according to precise standards may provide advantages as well as disadvantages for companies. According to what you know about it: @@'

PAUSE

UNPROTECT Q19P

Q19A Q.19a Would you say that the certification has the following advantages?

It is a guarantee to keep ones current markets...1 (78)
It opens new national markets.....2
It opens new markets within the EC.....3
It opens new markets outside the EC.....4
It is an insurance against customers complaints..5
It is a motivation for your staff.....6
Certification does not have any advantages.....7
Other (specify) 0

Card: 02 (6-7)

Specified Other (8-10)

Q19B Q.19b Would you say that certification has the following disadvantages?

	(11)
It is unnecessary.....	1
It is too constraining.....	2
It is too expensive.....	3
It is too complicated.....	4
It would be too risky.....	5
Certification does not have any disadvantages....	6
Other (specify).....	0

Specified Other (12-14)

BQ20 CONTINUE

Q20P PROTECT 'There are many factors which can improve the financial results of a company, eg natural growth in demand, technological innovations, cost reduction, sale prices adaption, etc. Some say that a better organisation of Quality Management is one of these factors which can improve the economical results of a company.@@'

PAUSE

UNPROTECT Q20P

Q20 Q.20 With respect to improving the results of your company, how important is it that your organisation of Quality Management is improved?

	(15)	SP
Absolutely essential.....	1	
Very important.....	2	
Important.....	3	
Of little importance.....	4	
Of very little importance.....	5	
Not important at all.....	6	
Don't know.....	Y	

IND What is the business activity of your company?

Energy, water.....	(16)
Extraction industries.....	1
Chemicals, minerals.....	2
Metallurgical industry, metals.....	3
Manufacturing.....	4
Food industry.....	5
Other manufacturing industries (shoes, clothing, wood, paper, printing).....	6
Construction, civil engineering and other building industries.....	7
Consumer goods and vehicles reparations.....	8
Transport and communications.....	9
Other (specify).....	(17)
	0
	(16)
	0

Specified Other (18-20)

TOVER What is the total annual turnover of your company? (IN POUNDS MILLION)

Less than 773,000 pounds.....	(21)	SP
773,001-1,546,000 pounds.....	1	
1,546,001-3,865,000.....	2	
3,865,001-7,730,000.....	3	
7,730,001-15,460,000.....	4	
15,460,001-23,190,000.....	5	
23,190,001-30,920,000.....	6	
30,920,000-38,650,000.....	7	
38,650,001-57,975,000.....	8	
57,975,001 and more.....	9	
	(22)	SP
Refused.....	(21)	SP
Don't know.....	Y	

NUMBER

Could you tell me how many people are employed by your company in the UK?

1 TO 999999.....	(23-28)
Don't know.....	Y
Refused.....	{

ASIAN Does your company have any plans to establish business relations like investments, import/export contracts, joint ventures, licencing agreements etc in one or more countries of Far-East Asia, or do you have such business relations already?

Yes : plan to establish such business relations..1 (29) SP
Yes : have such business relations already.....2
No.....3
Don't know.....Y

AME Could I just check your name

FNAME

.....

(30-64)

CNAME Company name

CNAME

.....

Card: 03 (6-7)

(8-42)

CADD And your address

CADD

Card: 04 (6-7)

.....
_____ (8-77)

EL And finally your telephone number

FTEL

Card: 05 (6-7)

.....
_____ (8-27)

On behalf of Gallup I would like to thank you very much for your time and help.

SET CHA='1'

EXIT CONTINUE
