

6. Regarding the Internet, which situation best describes that of your company at the moment?

[READ OUT ↓ ONLY ONE ANSWER]

- Your company has a complete web site, with your own domain name..... 1 (28)
- Your company has a web site depending on a larger domain (that of your access provider or parent company for example)..... 2
- Your company has a web site containing only a few web pages 3
- Your company has Internet access but no web pages or site 4
- Your company does not have Internet access at the moment 5
- (other cases of company with Internet access...) [SPECIFY] 6
- (other cases of company WITHOUT internet access) [SPECIFY] 7
- (DK/NA) 8

[IF CODE 5, 7 OR 8: GO TO QU 11]

7. Could you tell me if, yes or no, your company uses the Internet for...?

- yes 1
- no 2
- (DK/NA) 3

[READ OUT ↓ & ROTATE]

- a. advertising / promoting your products / services..... 1 2 3 (29)
- b. selling directly to other companies 1 2 3 (30)
- c. selling directly to the consumers 1 2 3 (31)
- d. collaborating, from a distance, on a specific project with other companies, far away or abroad 1 2 3 (32)
- e. providing after-sales services to your clients 1 2 3 (33)
- f. managing the orders and invoicing between you and your providers 1 2 3 (34)
- g. answering public calls for tender 1 2 3 (35)
- h. communicating with local administrations and national authorities 1 2 3 (36)
- i. managing your company's financial accounts..... 1 2 3 (37)
- j. publishing vacancies and recruiting collaborators..... 1 2 3 (38)
- k. allowing staff to work from a distance, without having to go to the company site..... 1 2 3 (39)
- l. researching information on your markets and competition 1 2 3 (40)

8. Since your company uses the Internet, has it turned out to be efficient or not for...?

- yes 1
- no 2
- (DK/NA) 3

[READ OUT ↓ & ROTATE]

- a. expanding into new markets 1 2 3 (41)
- b. reacting better and faster to the consumers' requests 1 2 3 (42)
- c. being better informed about your competitors' activities 1 2 3 (43)
- d. innovating your products and services 1 2 3 (44)
- e. simplifying the administrative procedures and relations with the authorities 1 2 3 (45)
- f. modernising your distribution system 1 2 3 (46)
- g. easing your partnership operations with other companies..... 1 2 3 (47)
- h. lowering your communication expenses..... 1 2 3 (48)
- i. getting to know your consumers' tastes and demands better..... 1 2 3 (49)
- j. lowering your costs and making your prices more competitive 1 2 3 (50)

9. In your experience since its installation in your company, would you say, yes or no, that the Internet...?

- yes 1
- no 2
- (DK/NA) 3

[READ OUT ↓ & ROTATE]

- a. has caused internal reorganisation problems..... 1 2 3 (51)
- b. has required a rather long learning period 1 2 3 (52)
- c. has forced you to intervene personally 1 2 3 (53)
- d. has required the acquisition of expensive hardware 1 2 3 (54)
- e. results in high costs for training and installation 1 2 3 (55)
- f. has resulted in very high communication costs 1 2 3 (56)
- g. requires specialised staff which are very hard to find..... 1 2 3 (57)
- h. is still not very well accepted by the existing staff 1 2 3 (58)
- i. is not profitable enough because it still concerns only a
small number of enterprises and consumers 1 2 3 (59)
- j. Lacks legal guarantees for the transactions..... 1 2 3 (60)

[IF CODE 1, 2 OR 3 AT QU 6]

10. Was your web site developed by...?

[READ OUT ↓ MULTIPLE ANSWERS POSSIBLE]

- a. your existing staff 1 (61)
- b. extra staff hired for that purpose 1 (62)
- c. specialised external company or consultants 1 (63)
- d. yourself 1 (64)
- e. (Other cases:...) [SPECIFY]..... 1 (65)
- f. (DK/NA) 1 (66)

[GO TO QU 14]

[IF CODE 4, 5, 6, 7 OR 8 AT QU 6]

11. If your company does not have a web site or does not use Internet at all, is this mainly because...?

[READ OUT ↓ ONLY ONE ANSWER]

- your company is too small 1 (67)
 - your market is purely local 2
 - it does not fit your type of activities 3
 - or it does not interest you..... 4
 - for other reasons..... 5
 - (DK/NA) 6
-

12. Would you say, yes or no, that you lack the following to start the Internet...?

- yes 1
- no 2
- (DK/NA) 3

[READ OUT ↓ & ROTATE]

- a. information 1 2 3 (68)
- b. training 1 2 3 (69)
- c. legal expertise 1 2 3 (70)
- d. financing 1 2 3 (71)
- e. capable staff 1 2 3 (72)
- f. time to invest in it 1 2 3 (73)
- g. motivation 1 2 3 (74)
- h. “on-line” solutions adapted to your activity 1 2 3 (75)
- i. legal guarantees for the operations done via Internet 1 2 3 (76)
- j. (others) [SPECIFY] 1 2 3 (77)
- k. (I don't lack anything) 1 2 3 (78)
- l. (DK/NA) 1 2 3 (79)

13. If your company started using the Internet, which of the following bodies would, in your opinion, be able to efficiently help you in setting it up...?

[READ OUT ↓ & ROTATE - MULTIPLE ANSWERS POSSIBLE]

- a. the press and the media 1 (80)
- b. the Chambers of Commerce 1 (81)
- c. the governmental bodies 1 (82)
- d. the banks 1 (83)
- e. the professional associations 1 (84)
- f. the educational institutions 1 (85)
- g. the private consultants 1 (86)
- h. (none of those bodies, but yes) [SPECIFY] 1 (87)
- i. (no organisation can efficiently help) 1 (88)
- j. (won't say: will never use it) 1 (89)
- k. (DK/NA) 1 (90)

14. Can I ask you your age?

- less than 30 years old 1 (91)
- between 30 and 39 years old 2
- between 40 and 49 years old 3
- between 50 and 59 years old 4
- 60 years old and above 5
- (refusal) 6

15. **[NOTE SEX OF INTERVIEWEE, ASK IF NEEDED]**

- Male 1 (92)
- Female 2