

**IRELAND**

**Flash EB 63 - Information Requirements**  
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1. COUNTRY : 

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 ..... (1-2)  
(1) (2)
2. QUESTIONNAIRE NUMBER : ..... (3-10)
5. Firstly, can I just ask how many people does your company employ in Ireland ? (14)
- less than 10..... 1 [STOP INT.]
  - 10 to 30 ..... 2
  - 31 to 50 ..... 3
  - more than 50 ..... 4 [STOP INT.]

8. In your company, do you make use of the Internet (on-line services ...) to:

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- Exchange messages (e-mail) ..... 1 (17)
- \* - Search for information ..... 1 \* (18)
- Help in daily management such as inventory management, order processing,  
invoicing, payments, etc. .... 1 (19)
- Place information on your own website ..... 1 (20)
- (none, the company has no Internet access) ..... 1 (21)
- Don't know/no reply ..... 1 (22)

(IF ITEM 2\* CODED ASK " A " QUESTIONS)

(IF ITEM 2\* IS NOT CODED ASK " B " QUESTIONS)

9A. Who in your company is responsible for the search for information over the Internet?  
Is it : ...?

9B. In your opinion, who in your company would be most interested in searching for information over the Internet? Would it be: ... ?

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- Yourself, the boss ..... 1 (23)
- One of your employees (who would be) designated for that ..... 1 (24)
- Members of a specific department within the company ..... 1 (25)
- Several departments, several people within the company ..... 1 (26)
- (do not know/nobody) ..... 1 (27)

10A. What type of information does your company search for over the Internet ?

10B. What type of information do you think your company would search for over the internet ?

**READ OUT ↓ - MULTI CODING POSSIBLE**

- Science and Technology ..... 1 (28)
- Laws and regulations ..... 1 (29)
- Financial news ..... 1 (30)
- Sales and Marketing news ..... 1 (31)
- Foreign markets ..... 1 (32)
- Your customers' and partners' activities ..... 1 (33)
- Your competitors' activities ..... 1 (34)
- (other) (SPECIFY) ..... 1 (35)
- Don't know/no reply ..... 1 (36)

11A. Do you prefer the information you get on the Internet to be: ... ?

11B. Would you prefer the information you would get on the Internet to be : ... ?

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- Very detailed and extensive ..... 1 (37)
- Short and summarised ..... 2
- With explanatory notes/comments ..... 3
- Don't know/reply ..... 4

12A. In your particular case, does the information obtained by way of the Internet primarily represent : ... ?

12B. In your opinion, does the information obtained by way of the Internet primarily represent: ... ?

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- Time-savings ..... 1 (38)
- Savings (financial) ..... 2
- A widening of your knowledge ..... 3
- A deepening of your knowledge ..... 4
- The means of keeping abreast ..... 5
- (other) (SPECIFY) ..... 6
- Don't know/no reply ..... 7

- 13A. In your particular case, what is the role of the Internet in the search for information? Is it mainly to: ... ?  
 13B. In your opinion, what is the role of the Internet in the search for information? Is it mainly to: ... ?

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- ... Facilitate access to known sources which can also be used in other ways..... 1 (39)
- ... To explore and discover new or little-known sources of information ..... 2
- ... To obtain information which is not accessible otherwise ..... 3
- Don't know/no reply..... 4

- 14A. Would you say that the information obtained on the Internet is: ... ?

- 14B. Would you expect the information obtained on the Internet to: ... ?

**READ OUT ↓ - SINGLE CODE**

- Conform(s) to your needs ..... 1 (40)
- Too general/vague ..... 2
- Too particular/specific ..... 3
- Too extensive ..... 4
- Too summarised ..... 5
- Don't know/no reply ..... 6

- 15A. As regards the information sites you consult over the Internet, are you: ... ?

- 15B. As regards the information sites consulted over the Internet, do you think people are: ... ?

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- Very loyal to them ..... 1 (41)
- Somewhat loyal to them..... 2
- Not very loyal to them, or ..... 3
- Not loyal to them at all ..... 4
- Don't know/no reply..... 5

- 16A. Are you prepared to pay on the Internet to obtain: ...

- 16B. Would you be prepared to pay on the Internet to obtain: ...

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- Exclusive information..... 1 (42)
- Faster information ..... 1 (43)
- Expert advice..... 1 (44)
- The participation to a Forum of companies sharing your interests  
and your preoccupations ..... 1 (45)
- Other advantages such as invitations to meetings, documentation,  
preferential rates on products, etc. .... 1 (46)
- (none of the above, the Internet must remain free)..... 1 (47)
- (nothing, does not know) ..... 1 (48)
- Don't know/no reply..... 1 (49)

- 17A. Since you obtained information from the Internet, do you now give less attention or effort than before to your other sources, for example: ... ?

- 17B. If you obtained information from the Internet, do you think you would give less attention or effort to your current sources, such as: ... ?

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- Main-stream press, radio or television..... 1 (50)
- Specialised and professional press ..... 1 (51)
- Information seminars or conferences..... 1 (52)
- Professional fairs ..... 1 (53)
- External consultants..... 1 (54)
- Documentation which reaches you, brochures, folders, CD-Roms, etc. .... 1 (55)
- Your personal contacts ..... 1 (56)
- (other) (SPECIFY) ..... 1 (57)
- Don't know/no reply..... 1 (58)

3. REGION:
- Dublin ..... 01 (11-12)
  - Rest of Leinster ..... 02
  - Munster ..... 03
  - Connaught/Ulster ..... 04
4. To which business sector does your company belong ?
- Services ..... 1 (13)
  - Banking, Finances, Insurances ..... 2
  - Wholesale & retail business ..... 3
  - Production (= Industry) ..... 4
  - Construction (= Building) ..... 5
  - Other : [SPECIFY] ..... 6
6. What is the total turnover of your company in Ireland ?
- less than 1,300,000 punts ..... 1 (15)
  - between 1,300,000 and 6,500,000 punts ..... 2
  - between 6,500,000 and 13,000,000 punts ..... 3
  - between 13 million and 26 million punts ..... 4
  - between 26 million and 52 million punts ..... 5
  - between 52 million and 104 million punts ..... 6
  - more than 104 million punts ..... 7
  - [D.K./ REFUSAL] ..... 8
7. What is exactly your position in the company ?
- Owner/ boss ..... 1 (16)
  - Chairman, Chief Executive ..... 2
  - Managing Director, General Manager ..... 3
  - Other Senior member of Managing staff ..... 4
  - Other : [SPECIFY] ..... 5