

NOP Consumer Market Research
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Job No.	Card		Ser. No.
(1) - (5)	(6)	(7)	(8)-(10)
433287	0	1	

Issue No. : 1
 Date : 3 January, 2002
 Job No. : J. 433287

FLASH 116

SAMPLE DETAILS:

Company Name: _____

Tel. No. : _____

CLASSIFICATION DETAILS

(To be taken from Sample Record)

D&B Ref. _____

NUTS Region: _____

SIC Code: _____

No. of Employees: _____

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	Route
	<p>INTERVIEWER ASK TO SPEAK TO:</p> <ul style="list-style-type: none"> A SENIOR DIRECTOR/MANAGER (e.g. MD/CEO/Director, General Manager) 			
	<p>INTRODUCTION: Hello, I am from NOP Research. We are carrying out a survey on behalf of the European Commission amongst senior managers concerning trading activities in the European Union that are carried out through the internet (E-commerce). Is it convenient to talk to you now or shall I ring back at a better time - it shall only take 5 minutes or so?</p>	<p>OK</p> <hr/> <p>Not OK</p>	<p>()</p> <p>1</p> <hr/> <p>2</p>	<p>Q.A</p> <hr/> <p>Arrange Call</p>
Q.A.	<p>What exactly is your position in the company?</p> <p>General Management, e.g.Chairman/ Chief Executive/ Managing Director/Owner/General Manager</p> <p>Financial Director or equivalent - most senior person with responsibility for Finance</p> <p>IT Director or equivalent - person in charge of IT</p> <hr/> <p>Other</p>		<p>()</p> <p>1</p> <p>2</p> <p>3</p> <p>.....</p> <p>4</p>	<p>Q.B</p> <hr/> <p>Thank & Close</p>
	<p>INTERVIEWER:</p> <ul style="list-style-type: none"> CHECK THAT RESPONDENT IS A SENIOR MANAGER AND ELIGIBLE FOR INTERVIEW BEFORE CONTINUING 			
Q.B.	<p>How many full-time/full-time equivalent staff does your company employ in this country?</p> <p>_____</p> <p>(WRITE IN NO.)</p> <p>_____</p> <p>DK/NS</p>		<p>()</p> <p>.....</p>	<p>* See Instrs.</p> <hr/> <p>Thank & Close</p>

INTERVIEWER:

- **IF HAS 9 OR LESS EMPLOYEES, THANK & CLOSE**
- **REST GO TO Q.C**

Q.No	Question	Answer	Code	Route
Q.C	<p>In which of the following activities is your company mainly concerned ... READ OUR PRECODES</p> <ul style="list-style-type: none"> • IF COMPANY HAS MORE THAN ONE ACTIVITY, ASK FOR THE ONE THAT ACCOUNTS FOR THE MAJORITY OF COMPANY'S TURNOVER 	<p>()</p> <p style="text-align: right;">Construction</p> <p style="text-align: right;">Manufacturing</p> <p style="text-align: right;">- parts/components</p> <p style="text-align: right;">- finished products</p> <p style="text-align: right;">Trade</p> <p style="text-align: right;">- wholesale</p> <p style="text-align: right;">- retail</p> <p style="text-align: right;">Transport</p> <p style="text-align: right;">Hotel/restaurant/catering</p> <p style="text-align: right;">Services</p> <p style="text-align: right;">- business</p> <p style="text-align: right;">-financial</p> <p style="text-align: right;">-personal/consumer</p> <hr/> <p style="text-align: right;">None of these</p>	<p>()</p> <p>20</p> <p>21</p> <p>22</p> <p>31</p> <p>32</p> <p>41</p> <p>42</p> <p>43</p> <p>44</p> <p>45</p> <p>.....</p> <p>99</p>	<p></p> <p>Q.D</p> <hr/> <p>Thank & Close</p>
Q.D	<p>What is the annual turnover of your compan in the U.K?</p>		<p>()</p>	

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Less than £60,000 (less than 100,000 Euro)	1
£60,001 - £150,000 (100,000-250,000 Euro)	2
£150,001 - £300,000 (£250,001-500,000 Euro)	3
£300,001 - £600,000 (500,001-1 million Euro)	4
£600,001 - £1,200,000 (1-2 million Euro)	5
£1,200,001 - £4,200,000 (2-7 million Euro)	6
£4,200,001 - £12,000,000 (7-20 million Euro)	7
£12,000,001 - £24,000,000 (20-40 million Euro)	8
£24,000,001 - £48,000,000 (40-80 million Euro)	9
£48,000,001 - £90,000,000 (80-150 million Euro)	10
Over £90,000,000 (over 150 MILLION Euro)	11
(DK/NA)	12

Q.1

Q.No	Question	Answer	Code	Route
Q.1	<p>I which like to start by asking you about the internet. Does your company have an internet connection?</p>	<p>() Yes 1 No 2 (DK/NA) 3</p>	<p>() 1 2 3</p>	<p>Q.2 Q.F</p>
Q.2	<p>Does your company have its own web site?</p>	<p>() Yes 1 No 2 (DK/NA) 3</p>	<p>() 1 2 3</p>	<p>Q.3 Q.4</p>
Q.3	<p>Can your company's web site be used to place orders for its goods/services?</p>	<p>() Yes 1 No 2 (DK/NA) 3</p>	<p>() 1 2 3</p>	<p>Q.3 Q.4</p>
Q.4	<p>Are your company's goods/services sold through electronic market places, i.e. over the internet?</p> <p>INTERVIEWER: IF RESPONDENT IS NOT SURE WHAT AN ELECTRONIC PLACE IS EXPLAIN AS FOLLOWS:</p> <p><i>"Electronic market places are internet sites using software that allows multiple buyers and sellers to carry out commercial transactions simultaneously over the internet. These sites take a number of forms such as categories, auctions or exchanges. Some are set up by sellers, others by buyers and still others by third parties."</i></p>	<p>() Yes 1 No 2 (DK/NA) 3</p>	<p>() 1 2 3</p>	<p>Q.5</p>

Q.No	Question	Answer	Code	Route
Q.5	<p>What percentage of your total sales is currently made via the internet?</p> <p>INTERVIEWER: IF RESPONDENT DOES NOT KNOW EXACT FIGURES ASK FOR ESTIMATE</p>	<p>()</p> <hr/> <p>(WIRTE IN %) or 000 = None 999 = DK/NS</p>		Q.6
Q.6	<p>Does your company purchase any of its supplies (goods or services) on-line via the internet?</p>	<p>Yes No (DK/NA)</p>	<p>() 1 2 3</p>	Q.7
Q.7	<p>And does your company purchase any of its supplies (goods or services) via electronic market places?</p>	<p>Yes No (DK/NA)</p>	<p>() 1 2 3</p>	Q.8
Q.8	<p>What percentage of your total supplies (goods or services) is currently purchased via the internet?</p> <p>INTERVIEWER: IF RESPONDENT DOES NOT KNOW EXACT FIGURES ASK FOR ESTIMATE</p>	<p>()</p> <hr/> <p>(WIRTE IN %) or 000 = None 999 = DK/NS</p>		Q.9

Q.No	Question	Answer	Code	Route
Q.9	<p>Turning now to security issues in relation to electronic sales & purchasing. In the last six months have you experienced any of the following security problems ...</p> <p>READ OUT PRECODES MULTI-ANSWERS ALLOWED</p>	<p>Viruses Illegal access Denial of service Defacement of web server ID misrepresentation/theft Occupation of domain name (Other (SPECIFY) _____ (None) (DK/NA)</p>	<p>() 1 1 1 1 1 1 1 1 1 1</p>	Q.10
Q.10	<p>Which of the following measures have you taken to protect against security problems?</p> <p>READ OUT PRECODES MULTI-ANSWERS ALLOWED</p>	<p>Firewall Virus scanner Intrusion detection SSL Server Site (Other (SPECIFY) _____ (DK/NA)</p>	<p>() 1 1 1 1 1 1</p>	Q.F

Q.No	Question	Answer	Code	Route
Q.F	<p>Thank you very much for your help today. Before I finish could I just check in which of the following regions your company is based ...</p> <p>READ OUT EACH REGION</p>			
		Scotland	1	
		North/Tyne Tees	2	
		Lancashire/North West	3	
		Yorkshire/Humberside	4	
		East Midlands	5	
		West Midlands	6	
		Eastern (East Anglia, Essex)	7	
		London/South East	8	
		South West	9	
		Wales	10	

INTERVIEWER PLEASE RECORD:

Respondent name: _____

Length of interview: _____