

Job No 500s1

Ireland	08 (1-2)
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Qaire Number

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(3-7)

Good morning-afternoon. I am from Irish Marketing Surveys Limited. We are carrying out a survey on behalf of the European Commission relating to trading activities in the European Union held through the Internet (E-commerce). I would be grateful for your help in answering some questions. Do you have about 10 minutes to answer some questions regarding the Internet?

A. DESCRIPTIVE ELEMENTS

A. What is your position and responsibility in the company?

[SPECIFY]

.....

[THEN CODE THE MAIN RESPONSIBILITIES BELOW - ONE CODE ONLY:]

- General management : Chairman, Managing Director, Owner, Boss 1 (20)
- Director, company's highest responsible person for finance 2
- Director in charge of IT in the company 3
- [Other] **[STOP INTERVIEW]**

B. How many persons are in regular employment within your company in Ireland?

N= [] [] [] [] [] (21-25)

[IF LESS THAN 10 PEOPLE EMPLOYED: → STOP INTERVIEW]

[IF DK/NA → STOP INTERVIEW]

C. Is your company mainly concerned with: ...

**[READ OUT] [WHEN NEEDED, ASK TO SPECIFY AS INDICATED BELOW: i.e.: ...]
[ONE ANSWER ONLY; IF NEEDED ASK THE RESPONDENT TO SELECT THE MOST
CHARACTERISTIC OF THE CY'S ACTIVITIES]**

- Construction..... 20 (26-27)
- **Manufacturing**
 - > i.e.: intermediate goods or 21
 - finished goods..... 22
- **Trade**
 - > i.e.: wholesale or 31
 - retail 32
- **Transport** 41
- **Horeca**..... 42
- **Services**
 - > i.e.: financial or 43
 - business or..... 44
 - personal services 45

[IF NONE OF THESE: STOP INTERVIEW]

D. What is the annual turnover of your company in Ireland: ...?

[SPECIFY]

.....

[THEN CODE THE TURNOVER]

- less than £80,000..... 1 (28-29)
- between £80,000 and £200,000 2
- between £200,000 and £400,000 3
- between £400,000 and £800,000 4
- between £800,000 and £1.5 million pounds 5
- between £1.5 million and £5.5 million pounds 6
- between £5.5 million and £16 million pounds 7
- between £16 million and £32 million pounds 8
- between £32 million and £64 million pounds 9
- between £64 million and £120 million pounds 10
- above £120 million pounds 11
- (DK/NA) 12

B. YOUR COMPANY AND THE INTERNET

Let's start with the Internet in your company

1. Does your company have an Internet connection?

- Yes 1 (30)
- No 2 [STOP INTERVIEW]
- (DK/NA) 3 [STOP INTERVIEW]

2. Does your company have a web site?

- Yes 1 (31)
- No 2 [GO TO Q.4]
- (DK/NA) 3 [GO TO Q.4]

C. SALES ON INTERNET

3. Can your company's web site be used to make orders?

- Yes 1 (32)
- No 2
- (DK/NA) 3

4. Does your company sell its products/services through electronic market places *?

- Yes 1 (33)
- No 2
- (DK/NA) 3

* **electronic market places** are Internet sites using software that allows multiple buyers and sellers to carry out simultaneously commerce transactions over the Internet. These sites take a number of forms, such as catalogues, auctions or exchanges. Some are set up by sellers, others by buyers and still others by third parties. A well-known example is <http://www.covisint.com/> for the automotive industry.

5. What percentage of your total sales is currently made on the internet?

[INSIST ON OBTAINING AN ESTIMATE]

[] [] [] % (34-36)

[CODE 999 – IF DK/NA ONLY AFTER INSISTING]

[CODE 000 – IF “NO SALES MADE ON THE INTERNET”]

D. PURCHASES ON INTERNET

6. Does your company purchase some or all of its supplies (goods or services) online via the Internet?

- Yes 1 (37)
- No 2
- [DK/NA] 3

7. Does your company purchase some or all of its supplies (products/services) through electronic market places*?

- Yes 1 (38)
- No 2
- [DK/NA] 3

***electronic market places** are Internet sites using software that allows multiple buyers and sellers to carry out simultaneously commerce transactions over the Internet. These sites take a number of forms, such as catalogues, auctions or exchanges. Some are set up by sellers, others by buyers and still others by third parties. A well-known example is <http://www.covisint.com/> for the automotive industry..

8. What percentage of your total supplies is currently purchased on the Internet?

[INSIST ON OBTAINING AN ESTIMATE]

[] [] [] % (39-41)

[CODE 999 – IF DK/NA ONLY AFTER INSISTING]

[CODE 000 – IF “NO PURCHASES MADE ON THE INTERNET”]

E. THE SECURITY ISSUES

Turning now to security issues in relation to electronic sales and purchases

9. In the last six months, have you experienced any of the following security problems?

[READ OUT- MULTIPLE ANSWERS POSSIBLE]

- Viruses..... 1 (42-50)
- Illegal access..... 1
- Denial of service..... 1
- Defacement of web server..... 1
- ID misrepresentation/theft..... 1
- Occupation of domain name..... 1
- [Other] [SPECIFY]..... 1
- [None]..... 1
- [DK/NA]..... 1

10. Which of the following measures have you taken to protect against security problems?

[READ OUT- MULTIPLE ANSWERS POSSIBLE]

- a. Firewall..... 1 (51-56)
- b. Virus scanner..... 1
- c. Intrusion detection**..... 1
- d. SSL Server Site***..... 1
- e. [Other] [SPECIFY]..... 1
- f. [Don't know details of security measure]..... 1

****Intrusion detection:** Network intrusion detection systems (NIDS) analyze network traffic for attacks. They examine data to identify threats from non-authorized users, back-door attacks and hackers who have circumvented the control systems to access data.

*****SSL:** an authentication protocol (built into the web browser) between the terminal and the server. In the browsers, SSL-connections are symbolized by a closed lock at the bottom of the screen.

[THANK RESPONDENT]

END INTERVIEW