

ZA3855

**Flash Eurobarometer 136
(The E-Commerce)**

**Questionnaire
Great Britain**

COMMENT ---> Job Name Flash 136
INCLUDE '/u/catidp/begin1'

COMMENT -----
SET version = 1

COMMENT -----
INCLUDE '/u/catidp/begin2'
INCLUDE '/u/catidp/gosms'
INCLUDE '/u/catidp/datel'

CALLFUNC('setdata',1)

COMMENT Standard British regions
region DUMMYASK

'Region'
RESP SP
'Scotland'/
'North'/
'North West'/
'Yorks & Humberside'/
'East Midlands'/
'West Midlands'/
'Wales'/
'East Anglia'/
'Greater London'/
'South East'/
'South West'

INCLUDE 'smsfix'

COMMENT ----- MAIN SCRIPT BEGINS UNDER HERE -----

intro ASK '@@
INTERVIEWER: ASK TO SPEAK TO GENERAL MANAGER/MANAGING DIRECTOR OR FINANCIAL
MANAGEMENT OR DIRECTOR IN CHARGE OF IT@
Good '+pod+', my name is, I'm calling from ICM Research. We are carrying
out a survey for the European Commission, relating to trading activities in the
European Union held through the Internet (E-commerce).@
Would it be convenient to speak to you now?@@'
RESP SP 'OK - CONTINUE'/
'CALL BACK/REFUSED' GO gosms1

COMMENT_----->INTRODUCTION (TO BE ADAPTED BY EACH INSTITUTE)

COMMENT----->A. DESCRIPTIVE ELEMENTS

s1 ASK '@@
S1. What is your position and responsibility in the company? @
INTERVIEWER: TYPE IN DIRECTLY. PROBE TO CLARIFY@@'
RESP CODED (99)

s2 ASK '@@
S2. NOW CODE THE RESPONDENTS ANSWER INTO ONE OF THESE CATEGORIES.... @@'
RESP SP
'General management : chairman, Managing director, owner, boss'/
'Financial Director'/
'Director in charge of IT in the company'/
'OTHER' GO sorry/1

s3 ASK '@@
S3. How many persons are in regular employment within your company in the UK?@@'
RESP NUM 0+
DK

COMMENT----->[IF LESS THAN 10 PEOPLE EMPLOYED: à STOP INTERVIEW] [IF DK/NA à
STOP INTERVIEW]

IF (s3<10.or.s3=DK) {GOTO sorry1}

s4 ASK '@@
S4. Is your company mainly concerned with: ...@
IF NEEDED ASK THE RESPONDENT TO SELECT THE MOST CHARACTERISTIC OF THE COMPANIES
ACTIVITIES.@
READ OUT@@'

RESP SP
'Construction'/
'Manufacturing i.e: intermediate goods'/
'Manufacturing i.e: finished goods'/
'Trade i.e: wholesale'/
'Trade i.e: retail'/
'Transport'/
'Hotels, Restaurants and Catering'/
'Services i.e: financial'/
'Services i.e: business'/
'Services i.e: personal services'
NULL GO sorry1

s5 ASK '@@
S5. What was the annual turnover of your company in the UK, last year....@
INTERVIEWER ENTER THE AMMOUNT IN THOUSANDS: I.E. Thirty thousand = 30@
Five hundred thousand = 500@
One million = 1000@@'
RESP NUM 1 TO 99999
DK GO sorry1
REF GO sorry1

COMMENT----->[THEN CODE THE TURNOVER]

SET euro = 1.6*s5

s5b ASK '@@
S5B. INTERVIEWER YOU MUST NOW CODE THE RESPONDENTS ANSWER IN TO THE FOLLOWING
PRE-CODES.@

@
THE RESPONDENTS ANSWER IS ROUGHLY '+euro+' EUROS. INTERVIEWER REMEMBER THAT A
FIGURE THAT LOOKS LIKE "1000.000" REPRESENTS 2 MILLION@@'

RESP SP
'Less than 100.000 euro'/
'Between +100.000 and 250.000 euro'/
'Between +250.000 and 500.000 euro'/
'Between +500.000 and 1.000.000 euro'/

'Between +1 and 2 million euro'/
'Between +2 and 7 million euro'/
'Between +7 and 20 million euro'/
'Between +20 and 40 million euro'/
'Between +40 and 80 million euro'/
'Between +80 and 150 million euro'/
'Above 150 million euro'
DK REF

COMMENT----->B. YOUR COMPANY AND THE INTERNET

dsp1 DISPLAY'@@@
Let''s start with the Internet in your company.....@@@'
PAUSE

q1 ASK '@@
Q1.. Does your company have an Internet connection?@@'
RESP SP
'Yes'/
'No' GO disp2
DK GO sorry1

q2 ASK '@@
Q2. What kind of Internet connection does your company have.....@
READ OUT@@'
RESP MP
'Narrowband, for example dial-up, ISDN'/
'Broadband (ADSL, TV cable, leased line)'/
'Mobile'
DK

COMMENT----->- NEW -

q3 ASK '@@
Q3. Does your company have a web site?@@'
RESP SP
'Yes'/
'No' GO q5
DK GO q5

COMMENT----->C. SALES ON INTERNET

q4 ASK '@@
Q4. Can your company''s web site be used to make orders?@@'
RESP SP
'Yes'/
'No'
DK

q5 ASK '@@
Q5. Does your company sell its products/services through electronic market
places?@

IF ASKED: 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.@@'

RESP SP
'Yes'/
'No'
DK

q6 ASK '@@

Q6. What percentage of your total sales is currently made on the internet?
IF RESPONDENT IS UNSURE. TRY TO GET AN ESTIMATE BEFORE CODING DK@'

RESP NUM 0 TO 100
DK

COMMENT--[CODE 999 - IF DK/NA ONLY AFTER INSISTING]
COMMENT--[CODE 000 - IF "NO SALES MADE ON THE INTERNET"]

COMMENT--D. PURCHASES ON INTERNET

q7 ASK '@@

Q7. Does your company purchase some or all of its supplies (goods or services) online via the Internet?@@'

RESP SP
'Yes'/
'No'
DK

q8 ASK '@@

Q8. Does your company purchase some or all of its supplies (products/services) through electronic market places?@

IF ASKED: 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.@@'

RESP SP
'Yes'/
'No'
DK

q9 ASK '@@

Q9. What percentage of your total supplies is currently purchased on the Internet?@

IF RESPONDENT IS UNSURE. TRY TO GET AN ESTIMATE BEFORE CODING DK@'

RESP NUM 0 TO 100
DK

COMMENT--[CODE 999 - IF DK/NA ONLY AFTER INSISTING]
COMMENT--[CODE 000 - IF "NO PURCHASES MADE ON THE INTERNET"]

COMMENT----->E. THE SECURITY ISSUES

dsp2 DISPLAY'@@@
Turning now to security issues in relation to electronic sales and
purchases.....@@@'
PAUSE

q10 ASK '@@
Q10. In the last six months, have you experienced any of the following security
problems.....@
READ OUT@@'
RESP MP
'Viruses'/
'Illegal access'/
'Denial of service'/
'Defacement of web server'/
'ID misrepresentation/theft'/
'Occupation of domain name'
OTHER DK NULL

q11 ASK '@@
Q11. Which of the following measures have you taken to protect against security
problems....@
READ OUT@
INTERVIEWER IF RESPONDENT ASKS ABOUT "Intrusion detection" THIS IS = 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@
INTERVIEWER IF RESPONDENT ASKS ABOUT "SSL" THIS IS = 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.@'
RESP MP
'Firewall'/
'Virus scanner'/
'Intrusion detection'/
'SSL server site'/
'(DO NOT READ OUT): Don''t know details of security measures^s'
OTHER NULL

q12 ASK '@@
Q12. Do you protect your customers by way of.....@
READ OUT@@'
RESP MP
'A data protection guarantee'/
'A trust mark programme'/
'Access to a mechanism for conflict resolution'/
'Technologies to ensure confidentiality of customer data'/
'(DO NOT READ OUT): Not applicable'
OTHER DK NULL

COMMENT ----- STANDARD CLASSIFICATION SECTION -----

disp2 CONTINUE

Rname ASK ' @
Rname. And finally, your name is
@INTERVIEWER TYPE IN NOW, DO NOT TAKE SERIAL NUMBER@'
RESP CODED

fxxname FIX (20) Rname

pser PROTECT 'SERIAL NO. IS: '+sernum+' - '+keydisp+keyno

thank DISPLAY '@@@ -THANK AND CLOSE -@@@
On behalf of ICM, I would like to thank you for the time and help you've
given me today.@@
I am ... and if you have any questions about this research, I can give you a
phone number to contact us on. Would you like it?@@
(IF ASKED) Please call Russell North on 020 7556 9284@@'
COMMENT ----> (IF ASKED) Please call Neal Smart after 2pm on 01438 744141@@'
PAUSE

qsex ASK ' @
Q.sex. INTERVIEWER CODE SEX OF RESPONDENT@'
RESP SP
'Male'/
'Female'

INCLUDE '/u/catidp/date2'

COMMENT ----- ** THIS LINE SHOULD BE AT THE END OF THE SCRIPT
UNPROTECT pser

SET compfl = 1

DISPLAY '@INTERVIEWER :@
START TIME WAS = '+dtimel+'@
TIME END IS = '+dtime2+'@@'

conf ASK '
I hereby confirm that this interview has been conducted within the MRS code of
conduct.@'
RESP SP
'Yes'/
'No'

GOTO fin

sorry1 DISPLAY ' @@
In that case I'm sorry to have disturbed you.@@'
PAUSE
SIGNAL 2

sorry2 DISPLAY ' @@
In that case I'm sorry to have disturbed you.@@'
PAUSE

SIGNAL 6

```
sorry3      DISPLAY '  @@  
            In that case I''m sorry to have disturbed you.@@'  
            PAUSE  
            SIGNAL 1  
  
fin      END
```