

GREAT BRITAIN

NOP Consumer Market Research
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Job No.	Card	Serial No.	Country
(1) - (5)	(6) - (7)	(8) - (11)	(12-13)
48157	0 1		1 5

Job No : J 48157
 Issue : 1
 Date : 11 September, 1998

FLASH EB 63 – EOS MANAGERS 13

RESPONDENTS NAME:

1. COUNTRY

15

TELEPHONE NUMBER:

2. QUESTIONNAIRE NO.:

3. REGION

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	Card 01	
			Code	Skip to
	INTERVIEWER:			
	<ul style="list-style-type: none"> • ASK TO SPEAK TO THE NAMED CONTACT IF PROVIDED ON THE SAMPLE RECORD. IF THE NAMED CONTACT HAS LEFT/CHANGED JOB, YOU MAY SPEAK TO THEIR REPLACEMENT. • IF NO NAMED CONTACT GIVEN, ASK TO SPEAK TO A SENIOR PERSON (MANAGEMENT LEVEL). 			
	INTRODUCTION:			
	Hello, I am... from NOP Research. We are carrying out a survey amongst senior managers in small and medium sized businesses. The survey is being conducted in a number of European markets, and its purpose is to get managers' views about how their company will develop over the next 20 years. The interview is short and should not take more than 5 minutes or so of your time. Is it convenient to talk to you now or shall I ring back at a better time?			
		OK	1	Q.4
		Not OK	2	Arrange recall
Q.4	To which business sector does your company belong?	Services	1	
	PROBE TO PRECODES	Banking/Finance/Insurance	2	
		Wholesale/retail	3	
		Production/manufacturing	4	
		Construction/building	5	
		Other (GIVE DETAILS)	6	Q.5
Q.5	How many people does your company employ in this country?	Less than 10	1	Thank & Close
		10 – 30	2	
		31 – 50	3	Q.6
		51 or more	4	Thank & Close
Q.6	What is the total turnover of your company in this country?	Less than £700,000 (less than 1 million EURO)	1	
		£700,001 - £3,500,000 (1-5 million EURO)	2	
		£3,501,000 - £7,000,000 (5-10 million EURO)	3	
		£7,000,001 - £14,000,000 (10-20 million EURO)	4	
		£14,000,001 - £35,000,000 (20-50 million EURO)	5	
		£35,000,001 - £70,000,000 (50-100 million EURO)	6	
		Over £70,000,000 (100 million or more EURO)	8	
		DK/Refused		Q.7

Q.No	Question	Answer	Code	Skip to
Q.7	What, exactly, is your position in the company?	Owner Chairman, Chief Executive Managing Director, General Manager Other senior member of management staff Other (GIVE DETAILS) _____	1 2 3 4 5	Q.8
Q.8	In your company, do you make use of the Internet (on-line services) to ... READ OUT EACH PRECODE	Exchange messages (email) Search for information Help in daily management, such as inventory management, order processing, invoicing, payments etc. Place information on your web site None of these, company has no Internet access	1 2 3 4 5	*See Insts
	INTERVIEWER: • IF CODE 2 USED, ASK VERSION (A) OF QS 9-17 • IF CODE 2 NOT USED, ASK VERSION (B) OF QS 9-17			
Q.9a	Who is responsible for searching for information over the Internet in your company?			
Q.9b	In your opinion, who would be most interested in searching for information over the Internet for your company? Would it be ... PROBE TO PRECODES MULTI ANSWERS/POSSIBLE		Q9a/b	
	Yourself A single employee designated for this task Members of a specific department within the company Several departments, several people within the company DK/nobody		1 2 3 4 5	Q10a/b
Q.10a	Does the information searched for mainly concern ... READ OUT EACH PRECODE			
Q.10b	Would the information searched for mainly concern ... READ OUT EACH PRECODE	Science & technology Laws & regulations Financial news Sales & marketing news Foreign markets Customers' and partners' activities Competitor activities Other (GIVE DETAILS) _____ DK	Q10a/ 10b 1 2 3 4 5 6 7 8 9	Q11a/b

Q.No	Question	Answer	Code	Skip to
Q.11a Q.11b	Is the information you prefer on the Internet ... READ OUT PRECODES Would the information you prefer on the Internet be ... READ OUT PRECODES	Very detailed & extensive Short & summarised With a commentary (DK)	Q11a/ 11b 1 2 3 4	 Q.12a/b
Q.12a Q.12b	In your particular case, does the information obtained via the Internet primarily represent ... READ OUT PRECODES In your opinion, would the information obtained via the Internet, primarily represent ... READ OUT PRECODES. CODE ALL THAT APPLY	Time - savings Cost savings A widening of your knowledge A deepening of your knowledge A means of keeping abreast Other (GIVE DETAILS) _____	Q12a/ 12b 1 2 3 4 5 6	 Q.13a/b
Q.13a Q.13b	In your particular case, what is the main role of the Internet in the search for information. Is it primarily to ... READ OUT PRECODES In your opinion, what is the main role of the Internet in the search for information. Is it primarily to ... READ OUT PRECODES ONE ANSWER ONLY	Facilitate access to known sources which can also be used in other ways Explore and discover new or little known sources of information Obtain information which is not accessible otherwise (DK)	Q13a/ 13b 1 2 3 4	 Q14a/b
Q.14a Q.14b	Would you say that the information obtained on the Internet ... READ OUT PRECODES Would you expect the information obtained on the Internet to ... READ OUT PRECODES	Conforms to your needs (conform to your needs) Is too general/vague (be too general/ vague) Is too particular/specific (be too particular/specific) Is too extensive(be too extensive) Is too summarised (be too summarised) (DK)	Q14a/ 14b 1 2 3 4 5 6	 Q15a/b
Q.15a Q.15b	As regards the information sites you consult over the Internet, are you ... READ OUT PRECODES As regards, the information sites consulted over the Internet, do you think that people are ... READ OUT PRECODES9	Very loyal to them Somewhat loyal to them Not very loyal to them Not loyal to them at all (DK)	Q15a/ 15b 1 2 3 4 5	 Q16a/b

Q.No	Question	Answer	Code	Skip to
Q.16a	Are you prepared to pay to obtain from the Internet... READ OUT EACH PRECODE			
Q.16b	Would you be prepared to pay to obtain from the Internet ... READ OUT EACH PRECODE MULTI ANSWERS ALLOWED		Q16a/ 16b	
	Exclusive information		1	
	Faster information		2	
	Expert advice		3	
	Participation in a forum of companies sharing your interests and preoccupations		4	
	Other advantages such as invitations to meetings, documentation, preferential rates on products etc		5	Q17a/b
	(None of the above/Internet must be free)		6	
	Nothing/DK)		7	
Q.17a	Since you started obtaining information from the Internet, do you spend less attention or effort than before using other sources such as ... READ OUT PRECODES			
Q.17b	If you obtained information from the Internet, would you spend less attention or effort to current sources such as ... READ OUT PRECODES MULTI ANSWERS POSSIBLE - CODE ALL THAT APPLY		Q17a/ 17b	
	Specialised and professional press		1	
	Information seminars or conferences		2	
	Professional fairs		3	
	External consultants		4	
	Documentation sent to you/brochures/folders/CD Rom etc		5	Q18
	Personal contacts		6	
	(DK)		7	
Q.18	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 ... READ OUT EACH REGION		()	
	Scotland		1	
	North/Tyne Tees		2	
	Lancashire/North West		3	
	Yorkshire/Humberside		4	
	East Midlands		5	
	West Midlands		6	
	East Anglia		7	
	London/South East		8	
	South West		9	
	Wales		10	

INTERVIEWER PLEASE RECORD:

Tel. No. of Company: _____

Respondent name: _____

Length of Interview: _____