

IRELAND
QUESTIONNAIRE

4S183
(1 - 5)

FLASH BAROMETER NO. 28
JUNE 1994

Q'aire No.

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(6 - 9)
Card 1 / Col 10

Col 11 Not Used

Good morning/afternoon/evening. My name is _____ from Irish Marketing Surveys Limited. We are carrying out a survey and I would be grateful for your help in answering some questions.

NOTE FOR INTERVIEWER: SELECTION OF THE PERSON TO BE INTERVIEWED:
For valuable results, the interview should be undertaken with the person responsible for the Quality Management in the company.
If this function does not exist as such, please ask for the Production Manager or the Managing Director

A. We currently conduct a study on Quality Control and Management. Are you responsible inside your company for the Quality Management?

Yes 1 GO TO QUE C	(11)
No 2 GO TO QUE B	

B. Could you switch me over to the person responsible for the Quality Management in your company?

When contact is made 1 GO TO QUE C	(12)
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(INTERVIEWER: THIS PERSON IS THE ONE TO BE INTERVIEWED AND NOBODY ELSE)

C. What is your exact title in the company?

Chairman, owner..... 1	(13)
Managing Director..... 2	
Quality Manager..... 3	
Production Manager..... 4	
Other Management function (specify & code)	
..... 5	

**INTRODUCTION: PRESENTATION OF THE INTERVIEW
(INT: READ THIS INSTRUCTION BEFORE STARTING THE INTERVIEW)**

Our study deals with **QUALITY** and **QUALITY SYSTEMS**:

QUALITY is seen in its global conception, as part of the strategic management of companies.

The **QUALITY SYSTEMS** are procedures and organisation structures which are set up systematically to manage quality inside the company. They may be developed at various levels and receive different names, as for instance:

- Quality Control
- Quality-insurance system
- Total Quality Management

ASK ALL

Q1 Concerning Quality Management, can we say that your company
(INTERVIEWER READ OUT, SINGLE CODE ONLY)

READ OUT ↓

- has introduced a Quality System for the whole company..... 1
- has introduced a Quality System for a department or a service in the company 2
- has introduced a Quality System for the final inspection 3

- plan to introduce a Quality System for the whole company..... 4
- plan to introduce a Quality System for a department or a service in the company 5
- plan to introduce a Quality System for the final inspection..... 6

- did not introduce a Quality System and does not plan it..... 7
- did not introduce a Quality System and does not know if it is planned..... 8

(14)

IF A QUALITY SYSTEM IS INTRODUCED: "ADOPTERS" QUESTIONNAIRE : Q.2 TO 9 AND 20

IF A QUALITY SYSTEM IS PLANNED: "CONSIDERING" QUESTIONNAIRE : Q.10 TO 17 AND 20

OTHERS: "NONE" QUESTIONNAIRE : Q.18, 19 AND 20)

"ADOPTERS QUESTIONNAIRE"

Q.2 When did your company start to set up its current Quality System?

1994	1	(15)
1991 - 1993.....	2	
1988 - 1990.....	3	
1985 - 1987.....	4	
1980 - 1984.....	5	
1975 - 1979.....	6	
1974 and before	7	
Don't know/no answer	8	

Q.3 How long did it take for your current Quality System to be consolidated and operational?

Less than 6 months	1	(16)
From 6 months to 1 year	2	
About 1 year	3	
About 2 years.....	4	
About 3 years.....	5	
4 years and more.....	6	
The system is currently being introduced	7	
Don't know/not answer	8	

Q.4 Which Quality standard is used by your company for your current Quality System?
Is it **READ OUT** ⇒

One of the EN 29000 or ISO 9000 standards....	1	(17)
AQAP (NATO) standard.....	2	
Q101 (FORD) standard.....	3	
Other standard for a Quality System (specify & code)		
.....	4	
The system does not follow any standard	5	
Don't know/no answer	6	

Q.5 Which benefits did your company gain from the Quality System introduction? are they related to **READ OUT** ⇒
ROTATE ORDER, MULTI CODE POSSIBLE

Employers motivation.....	1	(18)
Good relationship with customers	2	
Increase of the number of customers	3	
Better work organisation.....	4	
Profit increase.....	5	
Customer loyalty.....	6	
Other benefits (specify & code)		
.....	7	
The system brings no benefit.....	8	
Don't know/no answer	9	

INTERVIEWER READ OUT THIS INSTRUCTION BEFORE GOING ON!

The Quality System impact on costs and benefits are very different from one company to another.

Costs include:

- costs to obtain the desired quality inside the company
- costs to guarantee and demonstrate the quality outside the company

Benefits include:

- savings carried out due to the quality in the production, in the after-sales department or in the legal department.
- new sales carried out due to the quality.

Q.6a) Are the costs and benefits of your Quality System evaluated systematically or from time to time, or was such an evaluation made at least once?

Yes, evaluation is systematic.....	1] GO TO Q.6b)	(19)
Yes, evaluation is occasional.....	2		
Yes, evaluation was made once.....	3		
No, no costs/benefits evaluation of the Quality System.....	4] GO TO Q.6c)	
Does not know if an evaluation was made.....	5		

**IF THE EVALUATION IS/WAS MADE - GO TO Q.6b)
IF NOT OR DOES NOT KNOW - GO TO Q.6c)**

IF THE EVALUATION IS/WAS MADE, CODES 1, 2 OR 3 AT Q.6 ASK:

Q.6b) What was the result of the last evaluation in percentage of the turnover?

<p>INTERVIEWER: INDICATE THE FIGURE AT THE APPROPRIATE PLACE: EITHER AS A PROFIT OR A LOSS IF THE RESPONDENT DOESN'T KNOW THE AMOUNT, BUT IT IS A PROFIT : WRITE DOWN "99" UNDER PROFIT IF THE RESPONDENT DOESN'T KNOW THE AMOUNT, BUT IT IS A LOSS : WRITE DOWN "99" UNDER LOSS IF THE RESPONDENT DOESN'T KNOW ALL FROM THE RESULT : WRITE DOWN "99" TWICE : UNDER PROFIT <u>AND</u> LOSS)</p>			
• The Quality System brings a NET PROFIT of :	<input style="width: 100px; height: 20px;" type="text"/>	% of turnover	(20-21)
• The Quality System brings a NET LOSS of:	<input style="width: 100px; height: 20px;" type="text"/>	% of turnover	(22-23)

IF THE EVALUATION IS NOT MADE, OR DOESN'T KNOW : codes 4 or 5 at Q.6a)

Q.6c) In your opinion, if you compare the costs with the profits gained from the Quality System by your company, which net profit or net less does this system lead to? I do not ask for a precise figure, but an idea, in percentage of your turnover, of the financial impact of your Quality system.

<p>INTERVIEWER: INDICATE THE FIGURE AT THE APPROPRIATE PLACE: EITHER AS A PROFIT OR A LOSS IF THE RESPONDENT DOESN'T KNOW THE AMOUNT, BUT IT IS A PROFIT : WRITE DOWN "99" UNDER PROFIT IF THE RESPONDENT DOESN'T KNOW THE AMOUNT, BUT IT IS A LOSS : WRITE DOWN "99" UNDER LOSS IF THE RESPONDENT DOESN'T KNOW ALL FROM THE RESULT : WRITE DOWN "99" TWICE : UNDER PROFIT <u>AND</u> LOSS)</p>			
• The Quality System brings a NET PROFIT of :	<input style="width: 100px; height: 20px;" type="text"/>	% of turnover	(24-25)
• The Quality System brings a NET LOSS of:	<input style="width: 100px; height: 20px;" type="text"/>	% of turnover	(26-27)

Q.7 It is possible to make the Quality Systems "certified" according to precise standard. Concerning your company, its Quality System READ OUT ⇒ SINGLE CODE ONLY

... is already certified.....	1	(28)
... certification is underway	2	
... certification will (probably) be asked	3	
... certification will (probably) not be asked	4	
... certification will certainly not be asked	5	
... you do not know if it will be asked	6	
... (does not know what it is about).....	7	

Q.8a) Would you say that certification has the following advantages ...?
INTERVIEWER ROTATE, MULTI CODING POSSIBLE

It is a guarantee to keep your current markets	1	(29)
It opens new national markets	2	
It opens new intra-EC markets.....	3	
It opens new extra-EC markets	4	
It is an insurance against customers complaints	5	
It is a motivation for your staff.....	6	
It has other advantages (specify & code)		
.....	7	
Certification does not have any advantages.....	8	
Don't know what advantages the certification has.....	9	

Q.8b) Would you say that certification has the following disadvantages ...?
INTERVIEWER ROTATE, MULTI CODING POSSIBLE

It is useless.....	1	(30)
It is too constraining.....	2	
It is too expensive	3	
It is too complicated.....	4	
It would be too risky	5	
It has other disadvantages (specify & code)		
.....	6	
Certification does not have any disadvantages	7	
Don't know what disadvantages the certification has	8	

INTERVIEWER ADAPT THIS QUESTION PHRASING ACCORDING TO ANSWER OF Q.7

Q.9 IF CERTIFIED SYSTEM: What was the total cost of your certification?
IF CERTIFICATION UNDERWAY: What will be the total cost of your certification?
OTHERS: What would be the total cost of your certification?

IF RESPONDENT DON'T KNOW, CONTINUE WITH THE FOLLOWING SUB-QUESTION AND WRITE DOWN THE AVERAGE OF THE TWO FIGURES:-
What were/will/would be the lowest and upper limits of your certification costs?

IF RESPONDENT STILL DOESN'T KNOW, WRITE DOWN "99"

COST = (31) (32) (NATIONAL CURRENCY)

NOW SKIP TO Q.20

"CONSIDERING QUESTIONNAIRE"

Q.10 When could your company start the introduction of its Quality System?

1994	1	(33)
1995	2	
1996	3	
1997 or later.....	4	
Don't know/no answer	5	

Q.11 How long would it take , in your opinion, to set up and make totally operational a Quality System in your company?

Less than 6 months	1	(34)
From 6 months to 1 year	2	
About 1 year	3	
About 2 years.....	4	
About 3 years.....	5	
4 years and more.....	6	
Don't know/no answer	7	

Q.12 What would be the standard chosen to set up a Quality system?
Would it be..... **READ OUT ⇒**

One of the EN 29000 or ISO 9000 standards....	1	(35)
AQAP (NATO) standard.....	2	
Q101 (FORD) standard.....	3	
Other standard for a Quality System (specify & code)		
.....	4	
or a system following no specific standards.....	5	
Don't know/no answer	6	

Q.13 Which are the advantages that you company wishes to gain in introducing a Quality System? Would it be related to **READ OUT ⇒**
ROTATE ORDER, MULTI CODE POSSIBLE

Employees motivation	1	(36)
Good relationship with customers	2	
Increase of the number of customers	3	
Better work organisation.....	4	
Profit increase.....	5	
Customer loyalty.....	6	
Other advantages (specify & code)		
.....	7	
The system does not have any advantages	8	
Don't know/no answer	9	

INTERVIEWER READ OUT THIS INSTRUCTION BEFORE GOING ON!

The Quality System impact on costs and benefits are very different from one company to another.

Costs include:

- costs to obtain the desired quality inside the company
- costs to guarantee and demonstrate the quality outside the company

Benefits include:

- savings carried out due to the quality in the production, in the after-sales department or in the legal department.
- new sales carried out due to the quality.

Q.14) Comparing the costs with the profits gained from a Quality System, which net profit or less would you expect from a Quality System?

I do not need a precise figure, but an idea, in percentage of your turnover, of the expected financial impact of a Quality System once set up and totally operational in your company.

**INTERVIEWER: INDICATE THE FIGURE AT THE APPROPRIATE PLACE: EITHER AS A PROFIT OR A LOSS
IF THE RESPONDENT DOESN'T KNOW THE AMOUNT, BUT IT IS A PROFIT : WRITE DOWN "99" UNDER PROFIT
IF THE RESPONDENT DOESN'T KNOW THE AMOUNT, BUT IT IS A LOSS : WRITE DOWN "99" UNDER LOSS
IF THE RESPONDENT DOESN'T KNOW ALL FROM THE RESULT : WRITE DOWN "99" TWICE : UNDER PROFIT AND LOSS)**

- The Quality System would lead to a NET PROFIT of: % of turnover
- The Quality System would lead to a NET PROFIT of: % of turnover

% of turnover
% of turnover

(37-38)
(39-40)

Q.15 It is possible to make the Quality Systems "certified" according to precise standards. If your company introduced a Quality System, would you make it certified?
READ OUT ⇒

- ... certainly..... 1
- ... probably..... 2
- ... maybe, we shall see that when necessary..... 3
- ... probably not..... 4
- ... certainly not..... 5
- ... Don't know the question was not yet raised . 6
- ... (does not know what it is about)..... 7

(41)

Q.16a) Would you say that certifications has the following advantages ...?

INTERVIEWER ROTATE, MULTI CODING POSSIBLE

- It is a guarantee to keep your current markets 1
- It opens new national markets 2
- It opens new intra-EC markets..... 3
- It opens new extra-EC markets 4
- It is an insurance against customers complaints 5
- It is a motivation for your staff 6
- It has other advantages (specify & code) 7
- Certification does not have any disadvantages 8
- Don't know what advantages the certification has..... 9

(42)

Q.16b) Would you say that certification has the following disadvantages ...?

INTERVIEWER ROTATE, MULTI CODING POSSIBLE

It is useless.....	1	(43)
It is too constraining.....	2	
It is too expensive.....	3	
It is too complicated.....	4	
It would be too risky.....	5	
It has other disadvantages (specify & code)	6	
Certification does not have any advantages.....	7	
Don't know what disadvantages the certification has.....	8	

Q.17 What would be the approximate cost for your certification?

IF THE RESPONDENT DOESN'T KNOW, GO ON WITH THE FOLLOWING SUB-QUESTION AND WRITE DOWN THE AVERAGE OF THE TWO FIGURES.

What could be the lowest and upper limits of your certification cost?

IF RESPONDENT STILL DOESN'T KNOW, WRITE DOWN "99"

COST = (NATIONAL CURRENCY)
(44) (45)

NOW SKIP TO Q.20

"NONE QUESTIONNAIRE"

Q.18 Did you already hear or read something about "Certification" or "Standards" which define Quality Systems in a very precise way such as **READ OUT ⇒ MULTI CODING POSSIBLE**

• One of the EN 29000 or ISO 9000 standards	1	(46)
• AQAP (NATO) standard.....	2	
• Q101 (FORD) standard.....	3	
• Other standard for a Quality System (specify & code)	4	
• Heard or read something about "certification" or "standards" but does not remember any name	5	
• Did not hear or read anything.....	6	

TO ALL WHO HEARD OR READ SOMETHING ON THIS MATTER

Q.19a) The introduction of a Quality System according to precise standards may provide advantages as well as disadvantages for companies. According to what you know about it would you say that the certification has the following advantages

INTERVIEWER ROTATE, MULTI CODING POSSIBLE

It is a guarantee to keep your current markets	1	(47)
It opens new national markets	2	
It opens new intra-EC markets.....	3	
It opens new extra-EC markets	4	
It is an insurance against customers complaints	5	
It is a motivation for your staff	6	
It has other advantages (specify & code)	7	
Certification does not have any advantages.....	8	
Don't know what advantages does the certification has.....	9	

Q.19b) Would you say that certification has the following disadvantages ...?

INTERVIEWER ROTATE, MULTI CODING POSSIBLE

It is useless.....	1	(48)
It is too constraining.....	2	
It is too expensive	3	
It is too complicated.....	4	
It would be too risky	5	
It has other disadvantages (specify & code)	6	
Certification does not have any disadvantages	7	
Don't know what disadvantages does the certification has.....	9	

ASK ALL

There are many factors which can improve the economical results of a company as for instance:-

- natural growth of demand
- technological innovations
- cost reduction
- sale prices adaptation, etc. ...

Some say that "a better organisation of quality management" is one of these factors which can improve the economical results of a company.

Q.20 For your company, would you say that a better organisation of quality management is or would be a factor of results improvements
READ OUT ⇒

Absolutely essential	1	(49)
Very important.....	2	
Important	3	
Of little importance.....	4	
Of very little importance	5	
Not important at all.....	6	
Don't know/no answer	7	

CLASSIFICATION

A. What is the business activity of your company?

<ul style="list-style-type: none"> • Energy, water..... 1 • Extraction industries 2 • Chemicals, minerals transformation 3 • Metallurgical industry, metal transformation..... 4 • Mechanical transformation..... 5 • Food industry 6 • Other manufacturing industries (shoes, clothing, wood, paper, printing..... 7 • Construction, civil engineering and other building industries 8 • Consumer goods and vehicles reparations 9 • Transport and communication..... V • Other sectors (specify & code) X 	(50)
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B. What is the total annual turnover of your company in Ireland?

<ul style="list-style-type: none"> • From IR£800,000 to less than IR£1.6million..... 1 • From IR£1.6m illion to less than IR£4 million 2 • From IR£4 million to less than IR£8 million 3 • From IR£8 million to less than IR£16 million 4 • From IR£16 million to less than IR£25 million 5 • From IR£25 million to less than IR£40 million 6 • From IR£40 million to less than IR£30 million 7 • From IR£30 million to less than IR£40 million 8 • From IR£40 million to less than IR£60 million 9 • IR£60 million or more 0 	(51)
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C. How many people does your company employ in Ireland, including employees as well as workers?

<ul style="list-style-type: none"> • From 50 to less than 100 2 • From 100 to less than 200 3 • From 200 to less than 300 4 • From 300 to less than 400 5 • From 400 to less than 500 6 • From 500 to less than 750 7 • From 750 to less than 1000 8 • From 1000 to less than 1500 9 • From 1500 to less than 2000 V • More than 2000 X 	(52)
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D. Does your company have any plan to establish business relations like investments, import/export contracts, joint ventures, licensing agreements, etc. in one or more countries of Far-East Asia, or do you have such business relations already?

<ul style="list-style-type: none"> Yes : plan to establish such business relations 1 Yes: has such business relations already 2 No..... 3 Don't know/not applicable 4 	(53)
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