

X SMB Awareness – 2008

Introduction

We are carrying out a short study considering your awareness and opinions about organisations providing internet/email services. Can you spare some time to take part; it will only take about 5 minutes.

IF NECESSARY

Please be assured that this is a genuine research exercise carried out under the Code of Conduct of the Market Research Society, you will not receive any further contact as a result of this interview.

Demographics

Q1 Approximately how many employees work in your company in this country.

1 - 9

10 - 99

100 - 249

250 - 499

500 - 999

1,000+

THANK AND CLOSE

Don't know

THANK AND CLOSE

Q2 For the purposes of classification can you specify which of the following most closely matches your company activity?

SELECT ONE ONLY

Manufacturing

Services sectors

Retail and distribution

Public sector

Q3 Where is your main office located?

[SELECT ONE ONLY](#)

Scotland, Northern Ireland and Wales
North England
Midlands
South England
London and M25

X Awareness Questions

Q4 What does the term 'domain name' mean to you?

[SELECT ALL THAT APPLY](#)

Email address	GO TO Q5	
Web site address	GO TO Q5	
Your online identity	GO TO Q5	
Name that identifies a computer(s) on the Internet	GO TO Q5	GO TO Q5
Something to do with the internet	GO TO Q5	
Other	GO TO Q5	
Nothing / Don't know	GO TO Q4a	

Q4a [READ STATEMENT AND GO TO Q5](#)

Domain names are used in web addresses to identify particular web pages. For example in the web address www.bbc.co.uk the domain name is bbc.co.uk.

Q5 If you think of organisations that are involved in the domain name industry – who comes to mind?

X
Other 1
Other 2
Other 3
Other 4

[CAPTURE ALL OPEN END BRANDS](#)

IF X NOT MENTIONED AT Q5 ASK Q6, OTHERWISE GO TO Q7

Q6 Have you heard of X?

Yes GO TO Q7
No GO TO Q11
Unsure/Don't know GO TO Q11

Q7 How / where did you hear about X?

SELECT ALL THAT APPLY

Word of mouth
Press / Online Advertising
Via a web site
Via a search engine
Registered a domain name
Transferring a domain name
Received a certificate

X Perception Questions

Q8 Please specify how much you agree with the following statements describing what you believe X does? Use a scale of 1 to 5 where 1 means you do not agree at all and 5 means you strongly agree.

ASK FOR EACH

Provide web hosting for .uk domain names
A regulatory body
Hold the .uk registration details
Sell .uk domain names globally
Sell .uk domain names to uk individuals and businesses
Manage the .uk domain name space
Sell .com domain names
Work for the government
Run the UK ENUM registry (Telephone Number Mapping)
Issue Certificates for renewals

Q9 Please specify how much you agree with the following words used to describe X? Use the same 1 to 5 scale where 1 means you do not agree at all and 5 means you strongly agree.

SELECT ALL THAT APPLY

Trusted
Registry
Innovative
Government
Spammer

Q10 Would you recommend X to a friend or colleague?

Yes

No

Unsure/Don't know

Domain Question

Q11 How many Domain names does your business have?

ENTER NUMBER

[]

Unsure/Don't know

IF ANSWER 1 OR MORE TO Q11

Q12 How many of these are .uk

ENTER NUMBER

[]

Unsure/Don't know

IF ANSWER 1 OR MORE TO Q12

Q13 Would you say that .uk is your primary domain name?

Yes

No

Unsure/don't know

CLOSE....