

X Study Questionnaire - November 2008

Introduction

Good am/pm. My name is ____ from 2Europe, an independent research agency. We are carrying out a short study on behalf of Thomson Local in connection with a New Connections or Business Search Pro database you have purchased. This will only take a few minutes of your time. (IF ASKED - The study will be used to help understand the value gained from the databases provided). Can you spare 2 minutes to take part?

IF NECESSARY

Please be assured 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.

S1 Customer type

Business Search Pro (BSP)
New Connections (NC)

Q1 For classification purposes can you advise; are you the person who uses the databases you purchase?

Yes CONTINUE
No GO TO END

DEMOGRAPHICS

Q2 How many people/employees work in your company?
SELECT 1 ONLY

1-2 employees	CODE AS HOME
3-9 employees	CODE AS MICRO
10-99 employees	CODE AS SMALL
100-500 employees	CODE AS MEDIUM
500+ employees	CODE AS LARGE

Q2a What is the approximate turnover of the company?
ENTER, IF UNSURE ASK THEM TO ESTIMATE

£[]
Refused
Don't know

Q3 For the purposes of classification can you specify which of the following most closely matches your company activity?
SELECT ONE ONLY

Manufacturing
Service
Retail and distribution
Public sector

Q4 Where is your main office located?
SELECT ONE ONLY

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

ASK ALL – FOR EACH QUESTION ASK FOR AN ESTIMATE IF UNSURE

Q5 Thinking about the most recent database you purchased from X, how did you go on to use the records in the database you received?
PLEASE READ AND SELECT ALL THAT APPLY

Posted/direct mail
Telephoned
Email
Not used

Q6 How many records did you purchase?

[]

Q7 What percentage of those you contacted would you say you converted to leads?

[]% GO TO Q8
None Yet GO TO Q7a

Q7a What percentage of those you contacted would you expect to convert to leads?

[]% GO TO Q8
None Yet GO TO Q9

ASK ALL

Q8 What percentage of those leads would you say you converted to sales?

[]% GO TO Q9
None Yet GO TO Q8a

Q8a What percentage of those leads would you expect to convert to sales?

[]%
Don't know

Q9 Considering the jobs or sales that result from using the contacts in the database,
what do you consider is the average value of a job or sale?
(ASK FOR AN ESTIMATE IF UNSURE)

£ []
OR Max £[] / Min £[]

Q10 And finally thinking about all the leads you receive from all sources, on average what
percentage of leads do you convert to sales?

[]%

THANK AND CLOSE