

Market research and Public opinion polling services

Reference year 2001

Please fill in the following questions as accurately as possible. If some of your products overlap with several of the proposed product categories, we invite you to provide a qualified estimate of the percentage breakdown belonging to each of the relevant categories. Your answers are more usable for us, if you estimate the breakdown, even if the results are not perfect than if you allocate complex products to the main category.

1. Main activity of the enterprise
according to the Business Register:
_____ (to be specified)

2. Accounting period:
 - a) Calendar year
 - b) Other period
_____ (to be specified)

3. Total **Net Turnover** _____ (national currency)

3a) Total **Net turnover** by client

- (a) Enterprises _____ %
including: public owned enterprises, sole proprietorships and companies with limited liability
- (b) Public sector _____ %
including: public administration, health and education
excluding: public owned enterprises
- (c) Households and non-profit institutions _____ %
- (d) Total _____ 100 %

3b) Total **Net turnover** by client

- (a) Resident clients _____ %
- (b) Non-resident clients (i.e. export) _____ %
- (c) Total _____ 100 %

3c) Share of total **net turnover** from your 3 biggest clients

- (please tick the relevant box):
- 0 - 24 %
- 25 - 49 %
- 50 - 74 %
- 75 - 100 %

4) Breakdown of total **Net turnover** by products

i) Market research services	_____	(national currency)
(a) Qualitative surveys	_____	%
(b) Quantitative ad-hoc surveys	_____	%
(c) Quantitative continuous/regular surveys	_____	%
(d) Total "Market research"	_____	<u>100</u> %
ii) Public opinion polling services	_____	(national currency)
iii) Advertising services	_____	(national currency)
iv) Business and management consultancy services	_____	(national currency)
v) Computer services	_____	(national currency)
(a) Hardware consultancy services	_____	%
(b) Software and other computer consultancy services	_____	%
(c) Other computer related services	_____	%
(d) Total computer services	_____	<u>100</u> %
vi) Training services	_____	(national currency)
(a) Of which IT-related training services	_____	%

Economic and employment variables

5. Number of persons employed _____ (number)
6. Number of employees _____ (number)
7. Total purchases of goods and services
(needed for value added) _____ (national currency)
8. Personnel costs
(needed for gross operating surplus) _____ (national currency)

NOTE: Do not include the variables 5, 6, 7 and 8 in the questionnaire if they are available from SBS or other sources.

Product descriptions

Market research services

- Market research and similar services (market analysis, analysis of competition and behaviour of consumers, use of research monographs, statistics, econometric models, surveys, etc.)

Qualitative surveys

(In depth) interviews with one or several persons with open answers not to be quantified in intervals – often based on case studies.

Quantitative ad-hoc surveys

Surveys that are carried through only once and the answers can be grouped by intervals.

Quantitative continuous/regular surveys

Surveys that are carried through on a regular basis and the answers can be grouped by intervals.

Public opinion polling services

- Investigation services designed to secure information on public opinions regarding social, economic, political and other issues.

Advertising services

- Services of media buying agencies (Service consisting essentially of buying advertising space or time, in large amounts, in order to obtain from the Media more advantageous conditions, and to resell it to the users (advertisers or agencies))
- Media representation services (Service of representation of Media, in selling or leasing advertising space or time. It includes the services of the advertisement salesman on commissions and publicity recruiters, and also the sales of space sale by concessionaires)
- Sale or leasing of own advertising space or time
- Full service advertising agencies: (Service that integrates the several phases of an advertising campaign, from planning and creation, until the placement of the advertisement in the media, taking care of all the customers' advertising matters)
- Direct marketing: (Service of direct advertising in which there is an immediate and personalised contact, at distance, with certain public by mail, telephone, or any other way, with the intention of accomplishing a sale, or to transmit an advertising message) and
- Advertising design: (this includes the services of graphic, interiors and industrial design with an advertising objective. It also includes, when rendered in an integrated way and altogether with design, the execution of advertising material in posters, awnings, vinyl, in vehicles and other supports).

Business and management consultancy services

- General management consulting services (advisory, guidance and operational assistance services concerning business policy and strategy and the overall planning, structuring and control of an organisation)

- Financial management consulting services except corporate tax (advisory, guidance and operational assistance services concerning decision areas that are financial in nature)
- Human resources management consulting services (advisory, guidance and operational assistance services concerning the human resources management of an organisation)
- Other business and management consultancy services (marketing management consulting services, production management consulting services, public relations services, project management services other than for construction, arbitration and conciliation services etc.)

Computer services

Hardware consultancy services

- Provision of advice and assistance on matters related to the management of - businesses' and institutions' computer resources)

Software and other computer consultancy services

- Development and sale of packaged software, development and sale of customised software, other software and computer consultancy services

Other computer related services

- Computer facilities management services and data processing services, database services, systems maintenance services, computer hardware servicing, repair and maintenance of computing machinery and equipment

Training services