APPENDIX: SURVEY QUESTIONS

The survey was Internet based and contained 18 questions numbered 1 to 18. An invitation letter with instructions was send to 300 companies considered to be part of the Dutch geo-information sector. In this letter the web address and instructions were provided. Further instructions were provided on the website. The ESOMAR code was used to guarantee participants anonymity. This appendix is an English translation of the question and indicated options of the original Dutch Internet based survey.

Part 1: Introduction

1. What is your position in your organisation?

2. Which sector/area (other than the geo-information sector) your organization is part of?

Note: The core of the geo-information sector is diffused into many other sectors and areas. Therefore it is important to know in which area or sector your organization is active

Options given: Agriculture and fishery; Industry; Chemistry; Water and energy; Building; Trade (wholesale, retail); Project development and real estate trade; Tourism; Architects and engineering companies; Catering industry; Culture and recreation; Mobility (transport and logistics); Telecom; Creative industry and media; Financial and business services; IT; Safety; Government and public services; Education; Health care; other...

Part 2: Activities

3. Which of the following geo-information products and/or – services your organisation supplies on a commercial basis. This should be activities for which geo-information products and services are being developed and sold. Excluded are activities and application for internal use.

Could you indicate which of the following listed activities your organization supplies (Yes/No)?

List of Geo-information products and/or – service:

Measuring, collecting and storing of data about geo-objects:
- Land surveying and photogrammetric software: production and distribution
- Data Collection: (terrestrial)
- Data Collection: photogrammetric and/or Remote Sensing
- Equipment for data collection: production and/or software
- Sensor network – components development
- Sensor network – services
- Hydrographical application software
- Hydrographical activities
- Mutation detection
- GPS reference services

**Processing, editing, modelling, analyzing and managing of that data:**

- 3D data editing
- GIS analysis
- GIS analysis software: production and/or distribution
- GIS application software: production and/or distribution
- 3D model calculations
- Geo-data management
- Data modelling
- Navigation application and routing
- Tracking and tracing

**Presenting, producing and distributing of the data:**

- Distribution of satellite data
Part 3: Economic Value

4. a. Are you able to estimate the total yearly turnover of your organization in the Netherlands, in 2006, 2007, 2008?

b. Are you able to estimate the % of the turnover of your organization in the Netherlands which can be addressed to income generated from geo-information products and/or – services supplied (see question 3)?
5. Are you able to address the % of the turnover from geo-information production and services (see question 4b) broken down according to the following activities:

   .... % measuring, collecting and storing of data about geo-objects;
   .... % processing, editing, modelling, analyzing and managing of that data;
   .... % presenting, producing and distributing of the data;
   .... % advising, educating, researching and communicating about processes and the use of geo-information products and services.
   .... % Other.....

6. a. Are you able to give an estimation of the total investments made by your organisation in the Netherlands for Research and Development? You can give an absolute number or as percentage if the total turnover in 2006, 2007 and 2008?

   b. Are you able to address from this absolute number or percentage of R&D investments, the percentage which is dedicated to research and development of geo-information products and services in the Netherlands in 2006, 2007, and 2008?

7. a. How many employees are employed by your organization in the Netherlands in 2006, 2007 and 2008? A Dutch employee is defined as an employee who is on the payroll in the Netherlands, also if this person is working or seconded abroad.

   b. How many geo-information employees are employed by your organization in the Netherlands in 2006, 2007 and 2008? A geo-information employee is defined as an employee having as main task (> 50%) working on geo-information products and services?

8. a. Are you able to indicate how many unfulfilled vacancies your organization had over the last 12 months for geo-information employees?

   b. Are you able to indicate how many weeks (on average) those unfulfilled vacancies for geo-information employees were available?

Part 4: Geo-information products and services market
9. The geo-information sector market can be broken down into three main categories: business, government and consumer market. Indicate for each of this categories the percentage of the turnover that can be addressed to it (total of 3 categories = 100%).

.... % of turnover from business market

.... % of turnover from governmental market

.... % of turnover from the consumer market

*Business to business market*

10. a. To which sectors/branches your company is supplying geo-information products and services?

Note: answer this question at the most specific level possible with yes or no.

b. Are you able to give, on the basis of answer on question 10a, a breakdown of the turnover per sector/branch in % (total =100%)?

c. Are you able to provide us with examples (company names) to which you supply geo-information products and services per sector/branch?

Indicated options:

- Building
  - Project development
  - Infrastructure, road building and maintenance

- Chemistry and industry

- Culture and recreation

- Creative industry and media
  - Serious gaming

- Financial and business service
  - Assurances
  - Estate agency

- Trade (wholesale, retail)
Governmental market

11. a. What is the main focus of your company, concerning geo-information products and services, in the governmental sectors?

b. Are you able, based on the answers of 11b, to provide a break down of turnover addressed to the different governmental sectors in % (total = 100%)?
Options given: Ministries; provinces; municipalities; water boards; agencies; research and education; others.

**Consumer market**

12. Which type(s) of consumer geo-information products and services supplies your company?

Options given: Internet applications (e.g. routing, portals); (road) maps; navigation systems; location based services (mobiles, PDA’s); recreational (e.g. gloating); geo-information services for real estate transactions; others.

**Part 5: Developments**

13. In which sector(s)/branch(es) you expect highest growth rates in the coming years (business to business) (yes/no)?

Options offered: see question 10

14. In which categories of geo-information products and services you expect the highest growth rates in the coming years (yes/no)?

Options offered: see question 3

15. What are the geo-information products and/or services your company should focus its commercial activities on in the future?

**Part 6: Final questions**

16. Do you have recommendations/suggestion to improve this questionnaire?

17. Are you able to give us names and emails from your network of other persons working for companies working (partly) on geo-information products and services?

18. Did you answer all questions and did you finish (yes/no)?