

ZA3683

Flash Eurobarometer 128

(Special Target: Cross-Border Commerce)

Questionnaire

Great Britain

Serial: _____ (1-5)
Card: 01 (6-7)

CALLFUNC('stopdata',1)
CALLFUNC('setcols',1)

SET POD=PARTOFDAY
SET INTID=INTNAME

SET INATEST=TESTINGR

COMPFL

_____ (8)

IF(INTID='review'){
SET INTTMP=DINTNAM
}ELSE{
SET INTTMP=INTID
}

INTNAM

%INTTMP% _____ (9-18)

SET DINTNAM=INTNAM
SET SERNUM=RESPONDENT
SET VNAME='key'
SET KEYNO=' '
CALLFUNC('getsmvar',VNAME,KEYNO)
IF(KEYNO<>NULL){
SET KEYDISP='SMS KEY IS: '
}
IF(KEYNO=NULL){
SET KEYDISP='THERE IS NO SMS '
SET KEYNO='KEY'
}

SET VERSION=1

SET QVERSTMP=QVERS
IF(INTID='review'){
IF(QVERSTMP<>NULL){
SET QVERS=QVERSTMP
}
}ELSE{
SET QVERS=VERSION
}

ONRESP 'gotosms'GO GOSMS
GOTO QX

GOSMS

```

=====
=====
++  INTERVIEWER:
++      ++
++
++      ++
++  ARE YOU SURE THAT YOU WANT TO GOTO SMS?
++      ++
++
++      ++
++  REMEMBER THAT GOTOSMS WILL NOT SAVE A STOPPED INTERVIEW -
++      ++
++
++      ++
++  IF YOU WANT TO STOP THE INTERVIEW, ENTER "STOP"
++      ++
++
++      ++
=====
=====

```

```

(21) SP
STOP - Return to question and enter "stop".....1 GO TO GOSMS2
GOTOSMS.....2

```

GOSMS2

USE ">>" TO RETURN TO THE LAST QUESTION ASKED

PAUSE

QX CONTINUE

```

SET DATE1=DDATE1
IF (DATE1=NULL){
SET DDATE1=DATE
}
SET DDATE1=DATE1

```

```
SET TIME1=DTIME1
IF (TIME1=NULL){
SET DTIME1=TIMEOFDAY
}
SET DTIME1=TIME1
```

```
CALLFUNC('setdata',1)
```

```
SET VNAME='key'
SET RETVAL=' '
CALLFUNC('getsmvar',VNAME,RETVAL)
```

FXKEY

```
%RETVAL% _____ (34-48)
```

```
SET VNAME='telnumb'
SET RETVAL=' '
CALLFUNC('getsmvar',VNAME,RETVAL)
```

FXTELNU

```
%RETVAL% _____ (49-68)
```

```
SET VNAME='cell'
SET RETVAL=' '
CALLFUNC('getsmvar',VNAME,RETVAL)
```

FXCELL

```
%RETVAL% _____ (69-70)
```

INTRO

INTERVIEWER: ASK TO SPEAK TO GENERAL MANAGER/MANAGING DIRECTOR/DIRECTOR RESPONSIBLE FOR MARKETING/SALES/ADVERTISING Good %POD%, my name is, I'm calling from ICM Research on behalf of the European Commission. We are currently conducting a short survey to find out more about the importance of operations within the European Union in your sales, as well as in your commercial and advertising activities. This survey is conducted in the 15 countries of the European Union.

We would greatly appreciate your help to answer some simple questions.

IF RESPONDENT SOUNDS LIKE THEY WANT TO REFUSE SAY: the interview will take no longer than 10 minutes.

		Card: 02 (6-7)
	(8)	SP
Continue.....	1	
Callback/Refusal.....	2	GO TO GOSMS1

QA

QA. Does your company target final consumers in its sales or advertising or both?

	(9)	SP
Yes.....	1	
No.....	2	GO TO SORRY1
Don't know.....	Y	GO TO SORRY1

QB

QB. And can I confirm your job role?

	(10)	SP
General Manager/Managing Director	1	
Director/main person responsible for		
Marketing/Sales/Advertising.....	2	
Other.....	3	

SET NOPART=BIT(QB/3)
IF(NOPART){

QS1A

QS.1a. Is there anyone else in your organisation that I could speak to?

INTERVIEWER - FIND OUT THE NAME OF THAT PERSON AND THEIR AVAILABILITY

	(11)	SP
Yes - correct respondent AVAILABLE now.....	1	
Yes - correct respondent UNAVAILABLE now.....	2	
No other person deals with this.....	3	

```

IF(QS1A='No other person deals with this'){
GOTO SORRY2
}
IF(QS1A='Yes - correct respondent UNAVAILABLE now'){

```

GET AN APPOINTMENT TIME TO CALL BACK AND ENTER IT ON SMS

```

PAUSE
UNSET QS1A
UNSET QB
UNSET INTRO
GOTO GOSMS
}
IF(QS1A='Yes - correct respondent AVAILABLE now'){
UNSET QS1A
UNSET QB
UNSET INTRO
GOTO INTRO
}
}

```

D1

D1. How many people does your company regularly employ in the UK?

1+ _____ (12-20)
 Don't know.....Y GO TO SORRY3

```

IF(D1<10){
GOTO SORRY3
}

```

D2

D2. In how many countries of the European Union, including ours, do you have retail outlets or offices?

1+ _____ (21-29)
 Don't know.....Y

D4

D4. Would you say that your company defines its commercial and advertising activities...

READ OUT

(30) SP
 In a totally or practically independent manner...1
 Or are those activities imposed by a mother
 company.....2 GO TO SORRY3
 Don't know.....Y GO TO SORRY3

My first questions are related to the importance of operations within the European Union in your sales, as well as in your commercial and advertising activities. Intra-European Union sales are sales to consumers who buy in a country other than their own, e.g. an English person buying in France or a French person buying in Belgium.

Intra-EU commercial or advertising activities are companies' activities targeted towards consumers living in another EU-country, for example, an English company directly targeting French consumers or a French company targeting Italian consumers.

Let's first talk about your sales for the last twelve months.

PAUSE

Q1A

Q1A. In your RETAIL SALES IN SHOPS, what has the percentage of intra-EU sales been in the last 12 months (i.e. sales made in shops to consumers coming from another EU- country)? In order to make the best possible estimate, can you tell me if it was approximately nothing at all, around 1%, 2%, 3%, around 5%, 10%, 15%, 20%, around 25%...?

CODE NULL IF DOES NOT SELL IN SHOPS

0 TO 100 _____ (31-33)
 Don't know.....Y
 No answer.....X

Q1B

Q1B. In your INTERNET SALES to EU-consumers, what was the percentage of intra-European Union sales in the last 12 months (i.e. sales to consumers via Internet residing in another EU country than that of your business)? In order to make the best possible estimate, can you tell me if it was approximately nothing at all, around 1%, 2%, 3%, around 5%, 10%, 15%, 20%, around 25%...?

CODE NULL IF DOES NOT SELL ANYTHING THROUGH INTERNET

0 TO 100 _____ (34-36)

Don't know.....Y
 No answer.....X

Q1C

Q1C. In your TELESALLES or SALES BY POST to EU consumers, what was the percentage of intra- European Union sales in the past 12 months (i.e. sales via post or phone to consumers residing in another EU country than that of your business)? In order to make the best possible estimate, can you tell me if it was approximately nothing at all, around 1%, 2%, 3%, around 5%, 10%, 15%, 20%, around 25%...?

CODE NULL IF DOES NOT SELL ANYTHING BY PHONE OR CORRESPONDENCE

0 TO 100 _____ (37-39)
 Don't know.....Y
 No answer.....X

Q1D

Q1D. And in the sales made BY YOUR REPRESENTATIVES visiting consumers at home or at work, what was the percentage of intra-EU sales in the past 12 months (i.e. sales made by your representatives to consumers living in another EU-country than that of your business)? In order to make the best possible estimate, can you tell me if it was approximately nothing at all, around 1%, 2%, 3%, around 5%, 10%, 15%, 20%, around 25%...?

CODE NULL IF DOES NOT SELL ANYTHING BY REPRESENTATIVES TO CONSUMERS

0 TO 100 _____ (40-42)
 Don't know.....Y
 No answer.....X

Q2

Q2. In terms of your entire sales network to consumers, what was the percentage of these intra-EU sales (i.e. sales to consumers residing in an EU-country other than that of your business) over your total sales for the past 12 months? In order to make the best possible estimate, can you tell me if it was approximately nothing at all, around 1%, 2%, 3%, around 5%, 10%, 15%, 20%, around 25%...?

0 TO 100 _____ (43-45)
 Don't know.....Y

Let's now talk about your COMMERCIAL AND ADVERTISING ACTIVITIES the past 12 months...

PAUSE

Q3

Q3. What percentage of your total Marketing and Advertising budget for the EU have you dedicated to intra-European Union operations (i.e. advertising activities or special offers aimed at consumers to encourage them to buy in an EU-country other than their own)? In order to make the best possible estimate, can you tell me if it was approximately nothing at all, around 1%, 2%, 3%, around 5%, 10%, 15%, 20%, around 25%...?

0 TO 100 _____ (46-48)
 Don't know.....Y

My last questions are more general: I am going to ask for your own opinion in relation to the difficulties of activities within the EU and especially your intra-EU activities with consumers, and with future prospects.

PAUSE

Q4

Q4. To begin with, would you say that your company is more interested in intra-EU activities targeted at consumers...

-....-

- 1- since the development of the Internet and e-commerce within the EU
- 2- since the introduction of the Euro in 12 EU-countries

	-1-	-2-	
	(49)	(50)	SP
Yes.....	1	1	
No.....	2	2	
Don't know.....	Y	Y	

Q6

Q6. Certain measures could reduce particular difficulties linked to commercial and advertising activities within the European Union, especially intra-European Union activities, and consequently make them similar to national activities.

For example, -....-:

would you say that this measure would be very efficient, rather efficient, rather inefficient or not efficient at all for the development of intra- European union activities?

- 1- BETTER INFORMATION FOR COMPANIES ON ALL THE REGULATIONS RELATED TO CONSUMER PROTECTION IN THE OTHER EUROPEAN UNION COUNTRIES
- 2- ADOPTION OF THE EURO BY THE UK
- 3- SETTING UP INDEPENDENT ARBITRATION AND CONCILIATION SERVICES, ABLE TO DEAL WITH COMPLAINTS AND CONFLICT WITH CONSUMERS IN ALL EUROPEAN UNION COUNTRIES
- 4- POSSIBILITY OF COMPLYING WITH DIFFERENT NATIONAL REGULATIONS RELATED TO CONSUMER PROTECTION BY ABIDING BY A EUROPEAN CODE OF GOOD CONDUCT
- 5- HARMONISING NATIONAL REGULATIONS IN RELATION TO ADVERTISING, COMMERCIAL PRACTICES AND OTHER REGULATIONS ON CONSUMER PROTECTION

	-1-	-2-	-3-	-4-	-5-	SP
	(58)	(59)	(60)	(61)	(62)	
Very efficient....	1	1	1	1	1	
Rather efficient..	2	2	2	2	2	
Rather inefficient	3	3	3	3	3	
Not efficient at all.....	4	4	4	4	4	
Don't know.....	Y	Y	Y	Y	Y	

Q7

Q7. At the beginning of the interview I asked you the proportion that your intra-European Union operations currently represent in your sales as well as advertising and marketing activities. Imagine now that all regulations on advertising, commercial practices and other regulations on consumer protection are completely harmonised in the 15 countries of the European Union. If this was the case, what percentage of your marketing and advertising budget could you dedicate to intra-European Union activities? Would you stay within your current level of <% >, or could you dedicate around 1%, 2%, 3%, 5%, 10%, 15%, 20%, 25%... etc?

0 TO 100 _____ (63-65)
 Don't know.....Y

Q7B

Q7B. And according to the same conditions, which percentage could intra-European Union sales therefore represent of your total sales to EU consumers? Would these remain around their current level of <% >, or could these reach around 1%, 2%, 3%, 5%, 10%, 15%, 20%, 25%... etc?

0 TO 100 _____ (66-68)
Don't know.....Y

RNAME

Rname. And finally, your name is
INTERVIEWER TYPE IN NOW, DO NOT TAKE SERIAL NUMBER

(69-71)

FXXNAME

Card: 03 (6-7)

..... _____ (8-27)

PSER PROTECT 'SERIAL NO. IS: '+SERNUM+' - '+KEYDISP+KEYNO

-THANK AND CLOSE -

On behalf of ICM, I would like to thank you for the time and help you've given me today.

I am ... and if you have any questions about this research, I can give you a phone number to contact us on. Would you like it?

(IF ASKED) Please call Russell North on 020 7556 9284

PAUSE

```

SET DATE2=DDATE2
IF (DATE2=NULL) {
SET DDATE2=DATE
}
SET DDATE2=DATE2

```

```

SET TIME2=DTIME2
IF (TIME2=NULL) {
SET DTIME2=TIMEOFDAY
}
SET DTIME2=TIME2

```

```

UNPROTECT PSER

```

```

SET COMPFL=1

```

```

INTERVIEWER :
      START TIME WAS = .....
      TIME END IS   = .....

```

```

CONF      I hereby confirm that this interview has been conducted within the
MRS code of conduct.

```

```

                                          (40) SP
Yes.....1
No.....2

```

```

GOTO FIN

```

```

SORRY1

```

```

      In that case I'm sorry to have disturbed you.

```

```

PAUSE
SIGNAL 2

```

```

      In that case I'm sorry to have disturbed you.

```

PAUSE
SIGNAL 6

SORRY3

In that case I'm sorry to have disturbed you.

PAUSE
SIGNAL 1

FIN CONTINUE
