

**ZA5559**

**Flash Eurobarometer 321  
(European Contract Law in Consumer Transactions)**

**Country Questionnaire  
Ireland**

**F1321**  
**FLASH EUROBAROMETER**  
**Business attitudes towards cross-border business-to-consumer transactions and the usefulness of a European contract law**

SCREENER

**D01. Does your company sell directly to final consumers?**

- Yes ..... 1
- No ..... 2 [THANK AND TERMINATE]
- [DK/NA] ..... 9 [THANK AND TERMINATE]

**D02. In which type of business-to-consumer transactions are you mainly involved?**

- Sales of goods (...including products from manufacturing, leisure goods and hotel/restaurants etc)..... 1
- Sales of digital products (for instance CDs, DVDs, software, downloadable music and films) 2
- Sales of financial services ..... 3
- Sales of other services ..... 4 [THANK AND TERMINATE]
- [DK/NA] ..... 9 [THANK AND TERMINATE]

**D03. Which of the following statements correspond to your situation?**

- We currently sell cross-border to consumers in other EU countries ..... 1
- We would be interested in selling cross-border to consumers in other EU countries in the future ..... 2
- We are NOT interested at all in selling to consumers in other EU countries ..... 3 [THANK AND TERMINATE]
- [DK/NA] ..... 9 [THANK AND TERMINATE]

DEMOGRAPHICS

**D1. How many employees do you have in your company?**

- ..... Employees
- DK/NA ..... 99999999

**D2. What was your company's turnover in 2009?**

- .....€
- DK/NA ..... 99999999

**D3. Which of the following product categories is the largest in your sales?**

*[ONLY ONE ANSWER IS POSSIBLE]*

- Cars, motor vehicles and parts ..... 1
- Clothing, footwear and accessories (including jewellery and cosmetics) ..... 2
- Financial and insurance services ..... 3
- Food and drinks ..... 4

|   |    |
|---|----|
| - Furniture, furnishings and decoration (including do-it-yourself goods and maintenance products) ..... | 5  |
| - Household appliances, electronic goods and information technology goods.....                          | 6  |
| - Leisure goods (ex. books, audiovisual material, toys...) .....  | 7  |
| - Products from the engineering sector, e.g. machinery .....  | 8  |
| - Digital products .....  | 9  |
| - Other goods .....   | 10 |
| - [DK/NA] .....   | 99 |

**D4. Which of the following sales channels do you use?**

*[MULTIPLE ANSWER IS POSSIBLE]*

|  |   |
|--|---|
| - In-premises sales .....                                    | 1 |
| - Internet.....  | 2 |
| - Phone, post and other means of distance communication..... | 3 |
| - Doorstep selling and other out of premises channels.....   | 4 |
| - [DK/NA] .....  | 9 |

**D5. Besides Ireland, in how many other EU countries do you currently make cross-border transactions?**

*[ONE ANSWER ONLY]*

|                            |    |
|----------------------------|----|
| - [ ][_]Countries (0 – 26) |    |
| - [DK/NA] .....            | 99 |

**MAIN QUESTIONNAIRE**

[ASK ALL]

**Q1. How well-informed are you about the consumer protection provisions in the contract laws of the EU countries where you sell or wish to sell to final consumers?**

[ONLY ONE ANSWER IS POSSIBLE]

- Fully informed ..... 4
- Well informed ..... 3
- Not well informed ..... 2
- Not informed at all ..... 1
- [DK/NA] ..... 9

[ASK ALL]

**Q2. What impact do the following potential obstacles have on your decision to sell across border to consumers from other EU countries?**

[READ OUT – ROTATE - ONE ANSWER PER LINE]

- Large impact ..... 4
- Some impact ..... 3
- Minimal impact ..... 2
- No impact ..... 1
- [DK/NA] ..... 9

- A - Language (communication problems, translating documents, etc.) ..... 1 2 3 4 9
- B - The need to adapt and comply with different consumer protection rules in the foreign contract laws ..... 1 2 3 4 9
- C - Difficulty in finding out about the provisions of a foreign contract law ..... 1 2 3 4 9
- D - Cultural differences ..... 1 2 3 4 9
- E - Tax regulations ..... 1 2 3 4 9
- F - Formal requirements e.g. licensing, registration procedures ..... 1 2 3 4 9
- G - Problems in resolving cross-border conflicts, including costs of litigation abroad ..... 1 2 3 4 9
- H - Obtaining legal advice on foreign contract law ..... 1 2 3 4 9
- I - Problems with cross-border delivery ..... 1 2 3 4 9
- J - After-sales maintenance abroad ..... 1 2 3 4 9
- K - Other ..... 1 2 3 4 9

[ASK Q3 ONLY IF answers include large, some or minimal impacts for at least one of the following:

**Q2 B - the need to adapt and comply with different consumer protection rules in the foreign contract laws = 4 OR 3 OR 2**

**Q2 C difficulty in finding out about the provisions of a foreign contract law=4 OR 3 OR 2  
OR**

**Q2 G - problems in resolving conflicts cross-border, including costs of litigation abroad=4 OR 3 OR 2  
OR**

**Q2 H- obtaining legal advice on foreign contract law= 4 OR 3 OR 2]**

**Q3. You said that some issues relating to contract law have an impact on your cross-border business-to-consumer transactions. How often did these obstacles deter you from conducting cross-border transactions?**

[ONLY ONE ANSWER IS POSSIBLE]

- Always ..... 4
- Often ..... 3
- Not very often ..... 2

- Never ..... 1
- [DK/NA] ..... 9

[ASK ALL]

**Q4. How often have you refused to sell to foreign consumers because of differences in consumer protection rules in the contract laws of other EU countries?**

- Always ..... 4
- Often..... 3
- Not very often ..... 2
- Never ..... 1
- [DK/NA] ..... 9

[ASK ALL]

**Q5. If you were able to choose, for ALL your cross-border sales to consumers from other EU countries one single European contract law, how likely would it be that you would use it?**

[ONLY ONE ANSWER IS POSSIBLE]

- Very likely ..... 4
- Likely..... 3
- Unlikely..... 2
- Very unlikely ..... 1
- [DK/NA] ..... 9

[ASK ALL]

**Q6. If you were able to choose one single European contract law in ALL your transactions with consumers from other EU countries, would your cross-border operations...**

[ONLY ONE ANSWER IS POSSIBLE]

- Increase a lot ..... 4
- Increase a little ..... 3
- Not change or ..... 2
- Decrease? ..... 1
- [DK/NA] ..... 9

[ASK IF Q6="increase a lot" or "increase a little"]

**Q7. If you were able to choose one single European contract law, in how many additional EU countries do you estimate you would sell to final consumers?**

[ONLY ONE ANSWER IS POSSIBLE]

- in 6 or more EU countries..... 4
- in 3-5 EU countries ..... 3
- in 1-2 EU countries ..... 2
- [no increase in number of countries] ..... 1
- [DK/NA] ..... 9

[ASK ALL]

**Q8. If a European contract law was developed, what would you prefer for your business-to-consumer transactions?**

[ONLY ONE ANSWER IS POSSIBLE]

- A common EU contract law replacing 27 national contract laws ..... 1

- A European contract law that you could choose as an alternative to the national laws for your cross-border transactions only ..... 2
- A European contract law that you could choose as an alternative to the national laws for both your cross-border and domestic transactions ..... 3
- [DK/NA]..... 9