

**ZA6284**

**Flash Eurobarometer 413  
(Companies Engaged in Online Activities)**

**Country Questionnaire  
United Kingdom**

**FL413 - Companies engaged in online activities UK**

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A1	Does your company sell online and/or use EDI-type transactions (Electronic Data Interchange, e.g.: XML)? Selling by email is not considered online selling.
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Yes	1
No	2
DK/NA	3

NEW
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A2	Does your company purchase online and/or use EDI-type transactions (Electronic Data Interchange, e.g.: XML)? Purchasing by email is not considered online purchasing.
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Yes	1
No	2
DK/NA	3

NEW
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IF A1=(2 OR 3) AND A2=(2 OR 3) STOP INTERVIEW
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D1	How many employees (full-time equivalent) does your company currently have?
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(READ OUT – ONE ANSWER ONLY)
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1 to 9 employees	1
10 to 49 employees	2
50 to 249 employees	3
250 to 499 employees	4
500 or more employees	5
DK/NA	6

NEW
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IF D1=6 THEN STOP INTERVIEW
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D2	When was your company established?
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(READ OUT – ONE ANSWER ONLY)

Before 1 January 2009	1
Between 1 January 2009 and 1 January 2014	2
After 1 January 2014	3
DK/NA	4

NEW

D3 Is your company ...?

(READ OUT – ONE ANSWER ONLY)

Independent	1
Part of a national group	2
Part of an international group	3
DK/NA	4

NEW

D4: Code 7 is single

D4 Does your company sell...?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Goods to individual consumers	1,
Goods to companies and other organisations	2,
Digital services entirely delivered online to individual consumers	3,
Digital services entirely delivered online to companies and other organisations	4,
Services delivered offline or not entirely delivered online to individual consumers	5,
Services delivered offline or not entirely delivered online to companies and other organisations	6,
DK/NA	7,

NEW

D5a What was your company's total turnover in 2014?

(WRITE DOWN – ONE ANSWER ONLY IF REFUSAL/DK CODE '999'; )

euro

NEW

ASK D5b IF CODE 999 in D5a

D5b What was your company's total turnover in 2014?

(READ OUT - ONE ANSWER ONLY)

Less than £77,000	1
From £77,000 to £385,000	2
More than £385,000 to £1,540,000	3
More than £1,540,000 to £6,160,000	4
More than £6,160,000 to £30,800,000	5
More than £30,800,000	6
DK/NA	7

NEW

ASK D6 IF D2=1 OR 2 (COMPANY ESTABLISHED BEFORE 1 JANUARY 2014), OTHERS GO TO D7

D6 Since January 2012 has your company's turnover ...?

(READ OUT - ONE ANSWER ONLY)

Risen by more than 25%	1
Risen by between 5% and 25%	2
Remained approximately the same	3
Fallen by between 5% and 25%	4
Fallen by more than 25%	5
DK/NA	6

NEW

ASK D7 IF A1=1 (COMPANY SELLS ONLINE), OTHERS GO TO D8

READ OUT: I will ask you some questions about online sales. This includes EDI-type transactions (Electronic Data Interchange, e.g.: XML) of sales so please take them into account in your answers if your company uses them.

D7 Approximately what percentage of the value of your sales in 2014 came from online sales?

(WRITE THE ANSWER IN PERCENTAGES. IF REFUSAL/DK CODE '999')

%

NEW

ASK D8 IF A2=1 (COMPANY PURCHASES ONLINE), OTHERS GO TO Q1

READ OUT: I will ask you some questions about online purchases. This includes EDI-type transactions (Electronic Data Interchange, e.g.: XML) of purchases so please take them into account in your answers if your company uses them.

D8 What is approximately the percentage of the value of the goods and/or services purchased online by your company in 2014?

(WRITE THE ANSWERS IN PERCENTAGES. IF REFUSAL/DK CODE '999')

%

NEW

ASK Q1 AND Q2a, b AND c AND Q3 IF A1=1 (COMPANY SELLS ONLINE), OTHERS GO TO Q4a

Q1: Rotate items 1 to 4

Q1: Code 5 is single

Q1 In order to sell your products and/or services online, which of the following do you use?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Your own website or apps	1,
A small commercial platform (e.g.: a specialised website or one with only a few products or brands)	2,
A large commercial platform (e.g.: a generalist website selling a lot of different products or brands)	3,
EDI-type transactions (Electronic Data Interchange, e.g.: XML)	4,
DK/NA	5,

NEW

Q2: Q2a+Q2b+Q2c cannot exceed 100%

Q2a Approximately what percentage of your online sales in 2014 came from the country where your company is located?

(WRITE PERCENTAGE – ONE ANSWER ONLY IF REFUSAL/DK CODE '999'; )

%

NEW

Q2b Approximately what percentage of your online sales in 2014 came from other EU countries?

(WRITE PERCENTAGE – ONE ANSWER ONLY IF REFUSAL/DK CODE '999'; )

%

NEW

Q2c Approximately what percentage of your online sales in 2014 came from countries outside the EU?

(WRITE PERCENTAGE – ONE ANSWER ONLY IF REFUSAL/DK CODE '999'; )

%

NEW

ASK Q3 IF Q2b OR Q2c IS NOT 0% (COMPANY SELLS ONLINE ABROAD), OTHERS GO TO Q4

Q3: EXCLUDE OWN COUNTRY FROM THE LIST

Q3: Code 35 is single

Q3 In which countries did you sell your products and/or services online in 2014?

(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)

Outside your country in the European Union:	
Austria	1,
Belgium	2,
Bulgaria	3,
Croatia	4,
Cyprus	5,
Czech Republic	6,
Denmark	7,
Estonia	8,
Finland	9,
France	10,
Germany	11,
Greece	12,
Hungary	13,
Ireland	14,
Italy	15,
Latvia	16,
Lithuania	17,
Luxembourg	18,
Malta	19,
Netherlands	20,



			%
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ASK Q5 IF Q2b=0% (COMPANY SELLS ONLINE BUT NOT IN OTHER EU COUNTRIES), OTHERS GO TO Q6a
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Q5	Have you ever sold, tried to sell or considered selling your products and/or services online in other EU countries?
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(READ OUT – ONE ANSWER ONLY)
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You used to sell online in other EU countries but you stopped doing it	1
You tried, but you have given up	2
You are trying to do it now	3
You are considering it now	4
You will probably never sell your products and/or services online in other EU countries	5
DK/NA	6

NEW
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ASK Q6a IF Q2b=not 0% (COMPANY SELLS ONLINE TO OTHER EU COUNTRIES) OR IF Q5=1 OR 2 (COMPANY USED TO DO SO OR TRIED TO DO SO), OTHERS GO TO Q6b
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Q6a: Rotate statements 1 to 17
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Q6a	For each of the following difficulties that may present itself when selling or trying to sell online to other EU countries, can you tell me if it has been a major problem, a minor problem or not a problem at all?
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(READ OUT - ONE ANSWER ONLY)
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		A major problem	A minor problem	Not a problem at all	Not applicable (DO NOT READ OUT)	DK/NA
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1	Delivery costs are too high	1	2	3	4	5
2	Guarantees and returns are too expensive	1	2	3	4	5
3	You don't know the rules which have to be followed	1	2	3	4	5

4	Payments from other countries are not secured enough	1	2	3	4	5
5	Copyright prevents you from selling abroad or is too expensive to sell abroad	1	2	3	4	5
6	Dealing with foreign taxation is too complicated or too costly	1	2	3	4	5
7	Your product labelling has to be adapted	1	2	3	4	5
8	You lack the language skills to deal with foreign countries	1	2	3	4	5
9	Your suppliers restrict or forbid you to sell abroad	1	2	3	4	5
10	Your suppliers do not allow you to use third platform to sell your products and/or services	1	2	3	4	5
11	Your suppliers request you to sell abroad at a different price	1	2	3	4	5
12	You are concerned your data is not well protected when selling abroad	1	2	3	4	5
13	For reasons of interoperability, you cannot provide your products and/or services abroad	1	2	3	4	5
14	Your products and/or services are specific to your local market	1	2	3	4	5
15	Your company's Internet connection is not fast enough	1	2	3	4	5
16	Clients abroad do not have a fast enough Internet connection	1	2	3	4	5
17	Resolving complaints and disputes cross-border is too expensive	1	2	3	4	5

NEW
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ASK Q6b IF Q2b=0% (COMPANY DOES NOT SELL ONLINE TO OTHER EU COUNTRIES) AND IF Q5=3 OR 4 (COMPANY IS TRYING TO DO IT NOW OR CONSIDERING IT NOW), OTHERS GO TO Q6c

Q6b: Rotate statements 1 to 17

Q6b If you were to sell your products and/or services online to other EU countries, tell me if each of the following difficulties would be a major problem, a minor problem or not a problem at all for your company?

(READ OUT - ONE ANSWER ONLY)

		A major problem	A minor problem	Not a problem at all	Not applicable (DO NOT READ OUT)	DK/NA
1	Delivery costs are too high	1	2	3	4	5
2	Guarantees and returns are too expensive	1	2	3	4	5
3	You don't know the rules which have to be followed	1	2	3	4	5
4	Payments from other countries are not secured enough	1	2	3	4	5
5	Copyright prevents you from selling abroad or is too expensive to sell abroad	1	2	3	4	5
6	Dealing with foreign taxation is too complicated or too costly	1	2	3	4	5
7	Your product labelling has to be adapted	1	2	3	4	5
8	You lack the language skills to deal with foreign countries	1	2	3	4	5
9	Your suppliers restrict or forbid you to sell abroad	1	2	3	4	5
10	Your suppliers do not allow you to use third platform to sell your products and/or services	1	2	3	4	5
11	Your suppliers request you to sell abroad at a different price	1	2	3	4	5

12	You are concerned your data is not well protected when selling abroad	1	2	3	4	5
13	For reasons of interoperability, you cannot provide your products and/or services abroad	1	2	3	4	5
14	Your products and/or services are specific to your local market	1	2	3	4	5
15	Your company's Internet connection is not fast enough	1	2	3	4	5
16	Clients abroad do not have a fast enough Internet connection	1	2	3	4	5
17	Resolving complaints and disputes cross-border is too expensive	1	2	3	4	5

NEW

ASK Q6c IF A1=2 (COMPANY DOES NOT SELL ONLINE), OTHERS GO TO Q7

Q6c: Rotate statements 1 to 10

Q6c If you were to sell your products and/or services online, tell me if each of the following difficulties would be a major problem, a minor problem or not a problem at all for your company?

(READ OUT - ONE ANSWER ONLY)

		A major problem	A minor problem	Not a problem at all	Not applicable (DO NOT READ OUT)	DK/NA
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1	You do not have the necessary digital skills	1	2	3	4	5
2	You don't know the rules which have to be followed	1	2	3	4	5
3	Delivery costs are too high	1	2	3	4	5
4	Guarantees and returns are too expensive	1	2	3	4	5

5	Your suppliers restrict or forbid you from selling online	1	2	3	4	5
6	Your suppliers charge you a higher price for products which are sold online	1	2	3	4	5
7	Your suppliers do not allow you to use third party platforms to sell your products and/or services	1	2	3	4	5
8	There is a risk that online sales would bring prices of your products down	1	2	3	4	5
9	There is a risk that online sales would damage the overall image of your company and trademarks	1	2	3	4	5
10	Your Internet connection is not fast enough	1	2	3	4	5

NEW

ASK Q7 AND Q8a, b AND c IF A2=1 (COMPANY PURCHASES ONLINE), OTHERS GO TO Q9

Q7: Rotate items 1 to 4

Q7: Code 5 is single

Q7 In order to purchase products and/or services online, which of the following do you use?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

The website(s) or app(s) of your provider(s)	1,
A small commercial platform (e.g.: a specialised website or one with only a few products or brands)	2,
A large commercial platform (e.g.: a generalist website selling a lot of different products or brands)	3,
EDI-type transactions (Electronic Data Interchange, e.g.: XML)	4,
DK/NA	5,

NEW

Q8: Q8a+Q8b+Q8c cannot exceed 100%

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Q8a	In 2014 what was approximately the percentage of goods and/or services that your company has purchased online from the country where your company is located?
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(WRITE PERCENTAGE – ONE ANSWER ONLY IF REFUSAL/DK CODE '999'; )
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<input type="text"/>	<input type="text"/>	<input type="text"/>	%
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NEW
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Q8b	In 2014 what was approximately the percentage of goods and/or services that your company has purchased online from other EU countries?
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(WRITE PERCENTAGE – ONE ANSWER ONLY IF REFUSAL/DK CODE '999'; )
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<input type="text"/>	<input type="text"/>	<input type="text"/>	%
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NEW
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Q8c	In 2014 what was approximately the percentage of goods and/or services that your company has purchased online from countries outside the EU?
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(WRITE PERCENTAGE – ONE ANSWER ONLY IF REFUSAL/DK CODE '999'; )
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<input type="text"/>	<input type="text"/>	<input type="text"/>	%
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NEW
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ASK Q9 IF Q8b=0% (COMPANY HAS PURCHASED ONLINE BUT NOT IN ANOTHER EU COUNTRY), OTHERS GO TO Q10a
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Q9	Have you ever bought, tried to buy or considered buying your products and/or services online from other EU countries?
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(READ OUT – ONE ANSWER ONLY)
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- |  |
|--|
| You used to buy online from other EU countries but you stopped doing it                  |
| You tried, but you have given up   |
| You are trying to do it now  |
| You are considering it now   |
| You will probably never buy your products and/or services online from other EU countries |
| DK/NA  |

- 1
- 2
- 3
- 4
- 5
- 6

NEW

ASK Q10a IF Q8b=not 0% (COMPANY HAS PURCHASED ONLINE FROM OTHER EU COUNTRIES)  
OR IF Q9=1 OR 2 (COMPANY USED TO DO SO OR TRIED TO DO SO), OTHERS GO TO Q10b

Q10a: Rotate statements 1 to 9

Q10a For each of the following difficulties that may present itself when purchasing or trying to purchase online from other EU countries, can you tell me if it has been a major problem, a minor problem or not a problem at all?

(READ OUT - ONE ANSWER ONLY)

		A major problem	A minor problem	Not a problem at all	Not applicable (DO NOT READ OUT)	DK/NA
1	Delivery costs are too high	1	2	3	4	5
2	Payments to other countries are not secure enough	1	2	3	4	5
3	The product labelling has to be adapted	1	2	3	4	5
4	You lack the language skills for dealing with foreign countries	1	2	3	4	5
5	Copyright prevents foreign suppliers from delivering to your country, or makes it too expensive to deliver to your country	1	2	3	4	5
6	Foreign suppliers refuse to deliver to your country	1	2	3	4	5
7	Resolving complaints and disputes cross-border is too expensive	1	2	3	4	5
8	You are concerned your data are not well protected when purchasing abroad	1	2	3	4	5

9	For reasons of interoperability, you cannot use foreign products and/or services	1	2	3	4	5
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NEW

ASK Q10b IF Q8b=0% (COMPANY DOES NOT PURCHASE ONLINE FROM OTHER EU COUNTRIES) AND IF Q9=3 OR 4 (COMPANY IS TRYING TO DO IT NOW OR IS CONSIDERING IT NOW), OTHERS GO TO Q11

Q10b: Rotate statements 1 to 9

Q10b If you were to purchase your products and/or services online from other EU countries, tell me if each of the following difficulties would be a major problem, a minor problem or not a problem at all for your company?

(READ OUT - ONE ANSWER ONLY)

		A major problem	A minor problem	Not a problem at all	Not applicable (DO NOT READ OUT)	DK/NA
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1	Delivery costs are too high	1	2	3	4	5
2	Payments to other countries are not secure enough	1	2	3	4	5
3	The product labelling has to be adapted	1	2	3	4	5
4	You lack the language skills to deal with foreign countries	1	2	3	4	5
5	Copyright prevents foreign suppliers from delivering to your country, or makes it too expensive to deliver to your country	1	2	3	4	5
6	Foreign suppliers refuse to deliver to your country	1	2	3	4	5
7	Resolving complaints and disputes cross-border is too expensive	1	2	3	4	5

8	You are concerned your data are not well protected when purchasing abroad	1	2	3	4	5
9	For reasons of interoperability, you cannot use foreign products and/or services	1	2	3	4	5

NEW

ASK Q11 IF Q2b=not 0% (COMPANY SELLS ONLINE TO OTHER EU COUNTRIES) OR IF Q5=(1, 2, 3 OR 4) (COMPANY USED TO DO SO, TRIED TO DO SO, IS TRYING TO DO SO OR IS CONSIDERING IT NOW), OTHERS GO TO THE END OF THE QUESTIONNAIRE

Q11	If the same rules for e-commerce between your company and customers were applied in all EU Member States, do you think that your firm would start or increase its sales online in other EU countries?
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(READ OUT – ONE ANSWER ONLY)

Yes, definitely	1
Yes, to some extent	2
No, not really	3
No, definitely not	4
DK/NA	5

NEW