## **ZA6284**

# Flash Eurobarometer 413 (Companies Engaged in Online Activities)

Country Questionnaire Ireland (English)

## FL413 - Companies engaged in online activities IEX

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.				
	Yes	1 2			
	No DK/NA	3			
	NEW				
A2	Does your company purchase online and/or use EDI-type transactions (Interchange, e.g.: XML)? Purchasing by email is not considered online p				
	Yes	1			
	No	2			
	DK/NA	3			
	NEW				
	IF A1=(2 OR 3) AND A2=(2 OR 3) STOP INTERVIEW				
D1	How many employees (full-time equivalent) does your company curren	tly have?			
	(READ OUT – ONE ANSWER ONLY)				
	1 to 9 employees	1			
	10 to 49 employees	2			
	50 to 249 employees	3			
	250 to 499 employees	4			
	500 or more employees DK/NA	5 6			
	NEW				
	IF D1=6 THEN STOP INTERVIEW				
D2	When was your company established?				

	(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	
D2	1	
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. Code 7 is single	
_		
D4	Does your company sell?	
	(DEAD OUT AND TIPLE ANGLESON DOCCUPIE)	
	(READ OUT – MULTIPLE ANSWERS POSSIBLE)	
	Goods to individual consumers	1
	Goods to individual consumers  Goods to companies and other organisations	1, 2,
	Digital services entirely delivered online to individual consumers	3,
	Digital services entirely delivered online to companies and other	3,
	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?	
DSa	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 20142				
מכט	What was your company's total turnover in 2014?				
	(READ OUT - ONE ANSWER ONLY)				
	(NEXIS GOT ONE / MOTERICALLY)				
	Less than 100 000 euros	l 1			
	From 100 000 to 500 000 euros	2			
	More than 500 000 to 2 million euros	3			
	More than 2 to 10 million euros	4			
	More than 10 to 50 million euros	5			
	More than 50 million euros	6			
	DK/NA	7			
	<u>'</u>	ı			
	NEW				
	ASK D6 IF D2=1 OR 2 (COMPANY ESTABLISHED BEFORE 1 JANUARY 2014), OT	HERS GO TO D7			
De	Since language 2012 has your company's turnover.				
D6	Since January 2012 has your company's turnover?				
	(READ OUT – ONE ANSWER ONLY)				
	(NEXE GOT GIVE FINANCIA GIVET)				
	Risen by more than 25%	1 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			
	DIVINA	] ~			
	NEW				
	LAF AA				
	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 fron	n online sales?			
	(MIDITE THE ANGMED IN DEDOCATA OFC. IF DEFINED A 100 COOC!)				
	(WRITE THE ANSWER IN PERCENTAGES. IF REFUSAL/DK CODE '999')				
	%				
	NEW				
	INF AA				

	ASK D8 IF A2=1 (COMPANY PURCHASES ONLINE), OTHERS GO TO Q1	
	READ OUT: I will ask you some questions about online purchases. This include transactions (Electronic Data Interchange, e.g.: XML) of purchases so please t account in your answers if your company uses them.	, ·
D8	What is approximately the percentage of the value of the goods and/or service online by your company in 2014?	ces purchased
	(WRITE THE ANSWERS IN PERCENTAGES. IF REFUSAL/DK CODE '999')	1
	(WRITE THE ANSWERS IN TERCENTAGES. II KEI OSALJOK CODE 355 )	
	%	
	NEW	
	ASK Q1 AND Q2a, b AND c $$ AND Q3 IF A1=1 (COMPANY SELLS ONLINE), OTHE	RS GO TO Q4a
	Q1: Rotate items 1 to 4	
	Q1: Code 5 is single	1
	Q1. Code 5 to single	
Q1	In order to sell your products and/or services online, which of the following d	o 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) DK/NA	4, 5,
	DIVINA	
	NEW	
	Q2: Q2a+Q2b+Q2c must be 100%	
		1
Q2a	Approximately what percentage of your online sales in 2014 came from the cyour company is located?	ountry where
	(WRITE PERCENTAGE - IF REFUSAL/DK CODE '999'; )	
	%	
	NEVA/	
	NEW	

Q2b	Approximately what percentage of your online sales in 2014 came from	om other EU countries?
	(WRITE PERCENTAGE - IF REFUSAL/DK CODE '999'; )	
	NEW	
Q2c	Approximately what percentage of your online sales in 2014 came from EU?	om countries outside the
	(WRITE PERCENTAGE - IF REFUSAL/DK CODE '999'; )	
	%	
	NEW	
	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	
	QS. EXCLUDE OWN COONTRY FROM THE EIST	
	Q3: Code 35 is single	
00		
IQ3	In which countries did you sell your products and/or services online i	n 2014?
Q3	In which countries did you sell your products and/or services online i	n 2014?
цз	In which countries did you sell your products and/or services online i  (DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)	n 2014?
<u>Q</u> 3	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)	n 2014?
<u>U3</u>	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union:	
<u>  (13</u>	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria	1,
<u>  [</u>	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium	1, 2,
<u>  (13</u>	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria	1, 2, 3,
<u>u</u> 3	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia	1, 2, 3, 4,
<u>  (13</u>	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus	1, 2, 3, 4, 5,
<u>u</u> 3	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic	1, 2, 3, 4, 5, 6,
<u>u</u> 3	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic Denmark	1, 2, 3, 4, 5, 6, 7,
<u>u</u> 3	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic	1, 2, 3, 4, 5, 6, 7,
<u>u</u> 3	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic Denmark Estonia Finland	1, 2, 3, 4, 5, 6, 7, 8, 9,
<u>u</u> 3	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic Denmark Estonia Finland France	1, 2, 3, 4, 5, 6, 7, 8, 9, 10,
<u>u</u> 3	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic Denmark Estonia Finland France Germany	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,
<u>u</u> 3	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic Denmark Estonia Finland France Germany Greece	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12,
<u>u</u> 3	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic Denmark Estonia Finland France Germany	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13,
<u>Q3</u>	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic Denmark Estonia Finland France Germany Greece Hungary	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14,
Q3	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic Denmark Estonia Finland France Germany Greece Hungary	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15,
<u>Q3</u>	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic Denmark Estonia Finland France Germany Greece Hungary  Italy Latvia	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16,
<u>Q3</u>	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic Denmark Estonia Finland France Germany Greece Hungary  Italy Latvia Lithuania	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17,
<u>Q3</u>	(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)  Outside your country in the European Union: Austria Belgium Bulgaria Croatia Cyprus Czech Republic Denmark Estonia Finland France Germany Greece Hungary  Italy Latvia	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16,

	Poland	21,
	Portugal	22,
	Romania	23,
	Slovakia	24,
	Slovenia	25,
	Spain	26,
	Sweden	27,
	United Kingdom	28,
	Outside the European Union, in:	
	USA	29,
	China	30,
	Japan	31,
	Russia	32,
	Switzerland, Norway, Iceland	33,
	Other	34,
		1
	DK/NA	35,
	NEW	
	ASK Q4a, b AND c IF D7=not 100% (COMPANY SELLS OFFLINE), OTHERS GO	TO Q5
	Q4: Q4a+Q4b+Q4c must be 100%	
Q4a	In 2014, approximately what percentage of your traditional sales, meaning new from sales in the country where your company is located?	ot online, came
	(WRITE PERCENTAGE - IF REFUSAL/DK CODE '999'; )	
	%	
Q4b	In 2014, approximately what percentage of your traditional sales, meaning new from sales in other EU countries?	ot online, came
	(WRITE PERCENTAGE - IF REFUSAL/DK CODE '999'; )	
Q4c	In 2014, approximately what percentage of your traditional sales, meaning nearly from sales in countries outside the EU?	ot online, came
	(WRITE PERCENTAGE - IF REFUSAL/DK CODE '999'; )	

	ASK (	Q5 IF Q2b=0% (COMPANY SELI 6a	LS ONLINE B	UT NOT IN (	OTHER EU CC	OUNTRIES), C	THERS GO
		you ever sold, tried to sell or rEU countries?	considered s	selling your	products and	d/or services	online in
	(REAI	D OUT – ONE ANSWER ONLY)					
ſ	You ι	used to sell online in other EU	countries bu	ıt you stopp	ed doing it	1	
,	You t	ried, but you have given up					
-		are trying to do it now				3	
Ī	You a	are considering it now				4	
\[\bar{\capacita}{\capacita}\]	You v	will probably never sell your pr	roducts and/	or services	online in oth	er	
<b>⊢</b>		ountries				5	
<u>[</u>	DK/N	A				6	
	NEW						
[	NEW						
[/	ASK (	Q6a IF Q2b=not 0% (COMPANY IPANY USED TO DO SO OR TRI Rotate statements 1 to 17				TRIES) OR IF	Q5=1 OR
[]	ASK ( (COM Q6a: For e	Q6a IF Q2b=not 0% (COMPAN\ IPANY USED TO DO SO OR TRI	s that may p	O), OTHERS	GO TO Q6b	g or trying to	o sell
[0]	ASK ( (COM Q6a: For e onlin- or no	Q6a IF Q2b=not 0% (COMPANY MPANY USED TO DO SO OR TRI Rotate statements 1 to 17 ach of the following difficultie e to other EU countries, can ye	s that may p	O), OTHERS	GO TO Q6b	g or trying to	o sell
[0]	ASK ( (COM Q6a: For e onlin- or no	Q6a IF Q2b=not 0% (COMPANY USED TO DO SO OR TRI Rotate statements 1 to 17 ach of the following difficultie e to other EU countries, can you	s that may poutell me if	oresent itselit has been	GO TO Q6b f when sellin a major prol	g or trying to	o sell or problem
[0]	ASK ( (COM Q6a: For e onlin- or no	Q6a IF Q2b=not 0% (COMPANY USED TO DO SO OR TRI Rotate statements 1 to 17 ach of the following difficultie e to other EU countries, can you	s that may p	O), OTHERS	GO TO Q6b	g or trying to plem, a mino	o sell
[0]	ASK ( (COM Q6a: For e onlin- or no	Q6a IF Q2b=not 0% (COMPANY USED TO DO SO OR TRI Rotate statements 1 to 17 ach of the following difficultie e to other EU countries, can you	s that may pou tell me if	oresent itselit has been	f when sellin a major prol	g or trying to plem, a mino	o sell or problem
[0]	ASK ( (COM Q6a: For e onlin- or no	Q6a IF Q2b=not 0% (COMPANY USED TO DO SO OR TRI Rotate statements 1 to 17 ach of the following difficultie e to other EU countries, can you	s that may pou tell me if	oresent itselit has been	f when sellin a major prol	g or trying to plem, a mino Not applicable	o sell or problen
[0]	ASK ( (COM Q6a: For e onlin- or no	Q6a IF Q2b=not 0% (COMPANY USED TO DO SO OR TRI Rotate statements 1 to 17 ach of the following difficultie e to other EU countries, can you	s that may pou tell me if	oresent itselit has been	f when sellin a major prol	g or trying to plem, a mino Not applicable (DO NOT	o sell or problem
[0]	ASK ( (COM Q6a: For e onlin- or no	Q6a IF Q2b=not 0% (COMPANY USED TO DO SO OR TRI Rotate statements 1 to 17 ach of the following difficultie e to other EU countries, can you	s that may pou tell me if	oresent itselit has been	f when sellin a major prol	g or trying to olem, a mino Not applicable (DO NOT READ	o sell or problem
[0]	ASK ( (COM Q6a: For e onlin- or no (REAI	Q6a IF Q2b=not 0% (COMPANY MPANY USED TO DO SO OR TRI Rotate statements 1 to 17  ach of the following difficultie e to other EU countries, can ye ot a problem at all?  D OUT - ONE ANSWER ONLY)	s that may pou tell me if  A major problem	oresent itselit has been  A minor problem	f when sellin a major prol Not a problem at all	g or trying to olem, a mino Not applicable (DO NOT READ OUT)	o sell or problem DK/NA
[0]	ASK ( (COM Q6a: For e onlin- or no (REAI	Q6a IF Q2b=not 0% (COMPANY MPANY USED TO DO SO OR TRI Rotate statements 1 to 17  ach of the following difficultie e to other EU countries, can ye ot a problem at all?  D OUT - ONE ANSWER ONLY)  Delivery costs are too high	s that may pou tell me if  A major problem	oresent itselit has been  A minor problem	f when sellin a major prol Not a problem at all	g or trying to plem, a mino Not applicable (DO NOT READ OUT)	o sell or problem DK/NA

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

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 ORCONSIDERING 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?

A major problem problem all Not applicable all DK/NA all DK/NA problem at applicable (DO NOT READ OUT)  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 5 Copyright prevents you from selling abroad or is too expensive to sell abroad 6 Dealing with foreign taxation is too complicated or too costly 7 Your product labelling has to be adapted 8 You lack the language skills to deal with foreign countries 9 Your suppliers denot allow you to use third platform to sell your products and/or services 11 Your suppliers request you to sell abroad at a different price 11 2 3 4 5 5 5 5 6 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		1	A maior	1 minor	Not a	Not	DK/MA
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READ OUT)   READ OUT)			problem	problem	l'		
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expensive to sell abroad  6 Dealing with foreign		selling abroad or is too					
6 Dealing with foreign taxation is too complicated or too costly  7 Your product labelling has to be adapted  8 You lack the language skills to deal with foreign countries  9 Your suppliers restrict or forbid you to sell abroad  10 Your suppliers do not allow you to use third platform to sell your products and/or services  11 Your suppliers request you to sell abroad at a different  1 2 3 4 5  2 3 4 5  3 4 5		_					
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to deal with foreign countries  9 Your suppliers restrict or forbid you to sell abroad  10 Your suppliers do not allow you to use third platform to sell your products and/or services  11 Your suppliers request you to sell abroad at a different  12 3 4 5  13 4 5		be adapted					
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9 Your suppliers restrict or forbid you to sell abroad  10 Your suppliers do not allow you to use third platform to sell your products and/or services  11 Your suppliers request you to sell abroad at a different  1		to deal with foreign					
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10 Your suppliers do not allow you to use third platform to sell your products and/or services  11 Your suppliers request you to sell abroad at a different	9	Your suppliers restrict or	1	2	3	4	5
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11 Your suppliers request you 1 2 3 4 5 to sell abroad at a different		sell your products and/or					
to sell abroad at a different		services					
1 1 1 1 1	11	Your suppliers request you	1	2	3	4	5
price		to sell abroad at a different					
		price					

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	B	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?

		A major problem	A minor problem	Not a problem at all	Not applicable (DO NOT READ OUT)	DK/NA
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

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Q7

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

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 must be 100%

Q8a In 2014 what was approximately the percentage of goods and/or services that you has purchased online from the country where your company is located?					
	(WRITE PERCENTAGE - IF REFUSAL/DK CODE '999'; )				
	%				
	NEW				
Q8b	In 2014 what was approximately the percentage of goods and/or services thas purchased online from other EU countries?	hat your company			
	(WRITE PERCENTAGE - IF REFUSAL/DK CODE '999'; )				
	NEW				
	INE VV				
Q8c	In 2014 what was approximately the percentage of goods and/or services that your company has purchased online from countries outside the EU?				
	(WRITE PERCENTAGE - IF REFUSAL/DK CODE '999'; )				
	NEW				
	ASK Q9 IF Q8b=0% (COMPANY HAS PURCHASED ONLINE BUT NOT IN ANOT OTHERS GO TO Q10a	HER EU COUNTRY),			
Q9	Have you ever bought, tried to buy or considered buying your products and from other EU countries?	d/or services online			
	(READ OUT – ONE ANSWER ONLY)				
	(NEXT ONE THIS WENT ONE)				
	You used to buy online from 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 buy your products and/or services online from				
	other EU countries	5			
	DK/NA	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?

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

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

#### 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?

		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 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	w	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

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

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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?

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