

ZA3855

**Flash Eurobarometer 136
(The E-Commerce)**

**Questionnaire
Luxembourg (Luxembourgish)**



CONFIDENTIEL

EOS GALLUP EUROPE
FLASH EUROBAROMETRE N° 136 „E-commerce (2)“ – Novembre 2002
Version luxembourgeoise 29.10.02

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INFORMATIONS A PREPARER AVANT L' INTERVIEW :

(b) REGION (N.U.T.S): (code selon la ville, dans FICHER D&B)
(c) CODE SIC ou NACE : (dans FICHER D&B)
(d) NOMBRE D'EMPLOYES : (dans FICHER D&B)

INTRODUCTION (PRESENTATION A ADAPTER SELON CHAQUE INSTITUT)

- Mir maachen eng Ëmfro fir d'Europäesch Kommissioun iwwert geschäftlëch Aktivitéiten um Internet (E-commerce) an der EU.
- Déi Persoun mat Där mir den Interview maachen wëllen, soll als Cader supérieur am Betrieb schaffen.

A. DESCRIPTIF ELEMENTER

A. Waat ass ären Titel an är Responabilitéit am Betrieb ?

[PRECISEZ]

[ENSUITE EN CODEZ LES RESPONSABILITES PRINCIPALES CI- DESSOUS- UN SEUL CODE:]

- General Direktioun : President, General Direkter, Propriétaire, Patron 1
- Finanz Direkter 2
- Direkter en charge vum Informatikdepartement (am Betrieb) 3
- [aner] [STOP INTERVIEW]

B. Wéivill Leit si regelméisseg an ärem Betrieb hei zu Lëtzebuerg beschäftigt?

N= [] [] [] [] [] []

[SI MOINS DE 10 PERSONNES EMPLOYEES : → STOP INTERVIEW]
[SI NSP/SR→STOP INTERVIEW]

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FLASH EUROBAROMETRE N° 136 „E-commerce (2)“ – November 2002
English version 24.10.02

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INFORMATION TO PREPARE BEFORE THE INTERVIEW :

(b) NUTS REGION: (Code according to the town, FOUND IN D&B FILE)
(c) SIC ou NACE CODE: (FOUND IN D&B FILE)
(d) NUMBER OF EMPLOYEES: (FOUND IN D&B FILE)

INTRODUCTION (TO BE ADAPTED BY EACH INSTITUTE)

- Survey carried out for the European Commission, relating to trading activities in the European Union held through the Internet (E-commerce).
- The person interviewed should be a senior manager of the company.

A. DESCRIPTIVE ELEMENTS

A. What is your position and responsibility in the company?

[SPECIFY]

[THEN CODE THE MAIN RESPONSIBILITIES BELOW - ONE CODE ONLY :]

- General management : chairman, Managing director, owner, boss 1
- Financial Director 2
- Director in charge of IT in the company 3
- [Other] [STOP INTERVIEW]

B. How many persons are in regular employment within your company in [OUR COUNTRY]?

N= [] [] [] [] [] []

[IF LESS THAN 10 PEOPLE EMPLOYED: → STOP INTERVIEW]
[IF DK/NA → STOP INTERVIEW]



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C. Ass äre Betrieb haaptsächlech e Betrieb am Bereich : ...?

[LIRE - SI NECESSAIRE , DEMANDEZ DE PRECISER COMME INDIQUE CI –
DESSOUS : ex :.....]
[UNE SEULE RÉPONSE POSSIBLE ; SI NECESSAIRE , DEMANDEZ AU
REpondant DE PRECISER LES ACTIVITES QUI CARACTERISENT LE MIEUX
SON ENTREPRISE]

| | |
|---|----|
| - vun der Konstruktioon oder den Travaux Publics..... | 20 |
| - vun der Produktioon an der Fabrikatioun vu Wueren | |
| zB : Zëschenproduit'en oder | 21 |
| Färdeproduit'en | 22 |
| - vum Kommerz an der Distributioun | |
| ex :En Gros oder | 31 |
| au Detail | 32 |
| - vum Transport..... | 41 |
| - vun der Horesca | 42 |
| - vun den Déngschtleeschungen | |
| zB : Finanzen | 43 |
| Servicer fir Betrieber..... | 44 |
| Servicer fir Persounen | 45 |

[SI AUCUN DES CES SECTEURS , STOP INTERVIEW]

D. Wéi héich war d'lescht Joër äre jährléche Chiffre d'Affaires hei zu Lëtzebuerg ?

[PRECISEZ]

.....

[ENSUITE CODEZ LE CHIFFRE D'AFFAIRES]

| | |
|---|----|
| - manner wéi 100.000 Euro | 1 |
| - teschend 100.000 an 250.000 Euro | 2 |
| - teschend +250.000 an 500.000 Euro..... | 3 |
| - teschend +500.000 an 1.000.000 Euro | 4 |
| - teschend +1 an 2 Milliounen Euro | 5 |
| - teschend +2 an 7 Milliounen Euro | 6 |
| - teschend +7 an 20 Milliounen Euro | 7 |
| - teschend +20 an 40 Milliounen Euro | 8 |
| - teschend +40 an 80 Milliounen Euro | 9 |
| - teschend +80 an 150 Milliounen Euro | 10 |
| - méi wéi 150 Milliounen Euro | 11 |
| - (NSP/SR..... | 12 |

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EOS GALLUP EUROPE
FLASH EUROBAROMETER N° 136 „E-commerce (2)“ – November 2002
English version 24.10.02

page 2/6

C. Is your company mainly concerned with: ...

[READ OUT] [WHEN NEEDED, ASK TO SPECIFY AS INDICATED BELOW :
i.e.: ...]
[ONE ANSWER ONLY ; IF NEEDED ASK THE RESPONDENT TO SELECT THE
MOST CHARACTERISTIC OF THE CY'S ACTIVITIES]

| | |
|---|----|
| - Construction..... | 20 |
| - Manufacturing | |
| -> i.e: intermediate goods or | 21 |
| finished goods..... | 22 |
| - Trade | |
| -> i.e: wholesale or | 31 |
| retail..... | 32 |
| - Transport | 41 |
| - Hotels, Restaurants and Catering..... | 42 |
| - Services | |
| -> i.e.: financial or | 43 |
| business or | 44 |
| personal services..... | 45 |

[IF NONE OF THESE : STOP INTERVIEW]

D. What was the annual turnover of your company in [OUR COUNTRY] , last year: ...?

[SPECIFY]

.....

[THEN CODE THE TURNOVER]

| | |
|---|----|
| - less than 100.000 euro (*) | 1 |
| - between +100.000 and 250.000 euro (*) | 2 |
| - between +250.000 and 500.000 euro (*) | 3 |
| - between +500.000 and 1.000.000 euro (*) | 4 |
| - between +1 and 2 million euro (*) | 5 |
| - between +2 and 7 million euro (*) | 6 |
| - between +7 and 20 million euro (*) | 7 |
| - between +20 and 40 million euro (*) | 8 |
| - between +40 and 80 million euro (*) | 9 |
| - between +80 and 150 million euro (*) | 10 |
| - above 150 million euro (*) | 11 |
| - (DK/NA)..... | 12 |



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B. ÄRE BETRIEB AN DEN INTERNET

Fänke mir un mam Internet an ärem Betrieb.

1. Ass äre Betrieb un den Internet ugeschloss ?
 - Jo..... 1
 - Nee..... 2 [ALLER FIN – INTERVIEW VALIDE]
 - (NSP/SR)..... 3 [STOP INTERVIEW - INTERVIEW NON VALIDE]

2. Waat fir een Typ vun Internetkonnektioun huet äre Betrieb?

[LIRE – PLUSIEURS REPONSES POSSIBLES]

 - Kleng Bandbreet, z.B eng ISDN Telefonsline 1
 - Grouss Bandbreet (ADSL, TV-Kabel, gelounete Line)..... 1
 - Mobil..... 1
 - (NSP/SR)..... 1

- NOUVELLE -

3. Huet äre Betrieb e Website um Internet ?
 - Jo..... 1
 - Nee..... 2 [GO TO Q.5]
 - (NSP/SR)..... 3 [GO TO Q.5]

C. VENTEN UM INTERNET

4. Kann äre Website benotzt gin fir Kommanden/Bestellungen ze maachen ?
 - Jo 1
 - Nee 2
 - (NSP/SR)..... 3

5. Verkeeft äre Betrieb Produit'en oder Servicer iwwert elektronesch Maartplazen * ?
 - Jo 1
 - Nee 2
 - (NSP/SR)..... 3

* **Déi elektronesch Maartplazen** am Internet erméiglechen et ville Keefer a Verkeefer, gläichzäiteg kommerziell Transaktiounen virzehuelen. Dës Siten ginn et an verschidden Formen, zum Beispill als Katalogen, öffentlech Verkeef oder Tauschplazen. Verschiddener sinn vun Verkeefer kreéiert, anerer vun Keefer, oder nach anerer vun Drëttpersonen. E bekannt Beispill ass de Site fir d'Automobilindustrie: <http://www.covisint.com/>.

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B. YOUR COMPANY AND THE INTERNET

Let's start with the Internet in your company

1. Does your company have an Internet connection?
 - Yes 1
 - No..... 2[GO TO END – VALID INTERVIEW]
 - (DK/NA)..... 3 [STOP INTERVIEW – NOT VALID INTERVIEW]

2. What kind of Internet connection does your company have?

[READ OUT - MULTIPLE ANSWERS POSSIBLE]

 - Narrowband, for example dial-up, ISDN 1
 - Broadband (ADSL, TV cable, leased line) 1
 - Mobile..... 1
 - (DK/NA)..... 1

- NEW -

3. Does your company have a web site?
 - Yes 1
 - No..... 2 [GO TO Q.5]
 - (DK/NA)..... 3[GO TO Q.5]

C. SALES ON INTERNET

4. Can your company's web site be used to make orders?
 - Yes 1
 - No..... 2
 - (DK/NA)..... 3

5. Does your company sell its products/services through electronic market places *?
 - Yes 1
 - No..... 2
 - (DK/NA)..... 3

* **electronic market places** are Internet sites using software that allows multiple buyers and sellers to carry out simultaneously commerce transactions over the Internet. These sites take a number of forms, such as catalogues, auctions or exchanges. Some are set up by sellers, others by buyers and still others by third parties. A well-known example is <http://www.covisint.com/> for the automotive industry.



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6. Wéivill Prozent vun äre Venten, gin am Moment iwert den Internet realiséiert ?

[INSISTEZ POUR OBTENIR UNE ESTIMATION]

[] [] [] [] %

[CODE 999- SI NSP/SR SEULEMENT APRES AVOIR INSISTE]
[CODE 000- SI PAS DE VENTES REALISEES SUR INTERNET]

D. AKEEF UM INTERNET

7. Keeft äre Betrieb en Deel oder all d'Liwwerungen (Wueren oder Servicer) um Internet ?

- Jo 1
- Nee 2
- [NSP/SR] 3

8. Keeft äre Betrieb en Deel oder all d'Liwwerungen iwwert elektronesch Maartplazen * ?

- Jo 1
- Nee 2
- [NSP/SR] 3

* Déi elektronesch Maartplazen am Internet erméiglechen et ville Keefer a Verkeefer, gläichzäiteg kommerziell Transaktiounen virzehuelen. Dës Siten ginn et an verschidden Formen, zum Beispill als Katalogen, öffentlech Verkeef oder Tauschplazen. Verschiddener sinn vun Verkeefer kreéiert, anerer vun Keefer, oder nach anerer vun Drëttpersounen. E bekannt Beispill ass de Site fir d'Automobilindustrie: <http://www.covisint.com/>.

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6. What percentage of your total sales is currently made on the internet?

[INSIST TO OBTAIN AN ESTIMATE]

[] [] [] [] %

[CODE 999 – IF DK/NA ONLY AFTER INSISTING]
[CODE 000 – IF “NO SALES MADE ON THE INTERNET”]

D. PURCHASES ON INTERNET

7. Does your company purchase some or all of its supplies (goods or services) online via the Internet?

- Yes 1
- No 2
- [DK/NA] 3

8. Does your company purchase some or all of its supplies (products/services) through electronic market places * ?

- Yes 1
- No 2
- [DK/NA] 3

* **electronic market places** are Internet sites using software that allows multiple buyers and sellers to carry out simultaneously commerce transactions over the Internet. These sites take a number of forms, such as catalogues, auctions or exchanges. Some are set up by sellers, others by buyers and still others by third parties. A well-known example is <http://www.covisint.com/> for the automotive industry..



9. Wéivill Prozent vun äre gesamten Akeef ginn am Moment iwert den Internet realiséiert ?

[INSISTEZ POUR OBTENIR UNE ESTIMATION]

[] [] [] %

[CODE 999- SI NSP/SR SEULEMENT APRES AVOIR INSISTE]
[CODE 000- SI PAS D'ACHATS REALISEES SUR INTERNET]

E. D'SËCHERHEETSFROEN

Komme mir elo zu de Froen iwver d'Sëcherheet vun den elektronëschen Verkeef an Akeef.

10. Sidd Dir an deene leschten 6 Méint mat de folgenden Sëcherheetsproblemer konfrontéiert gin : ?

[LIRE –PLUSIEURS REPONSES POSSIBLES]

- Virus 1
- Illegalen Zougang 1
- Weigerung vun der Dengschtleeschung..... 1
- Degradatioun vum Internetserveur 1
- Klauen/onrechtméisseg Benotzung vun der elektronescher Identitéit 1
- Bestezung vum Domaine-Numm 1
- [Aner/PRECISEZ]..... 1
- [Keen] 1
- [NSP/SR] 1

9. What percentage of your total supplies is currently purchased on the Internet?

[INSIST TO OBTAIN AN ESTIMATE]

[] [] [] %

[CODE 999 – IF DK/NA ONLY AFTER INSISTING]
[CODE 000 – IF “NO PURCHASES MADE ON THE INTERNET”]

E. THE SECURITY ISSUES

Turning now to security issues in relation to electronic sales and purchases

10. In the last six months, have you experienced any of the following security problems:?

[READ OUT- MULTIPLE ANSWERS POSSIBLE]

- Viruses 1
- Illegal access 1
- Denial of service 1
- Defacement of web server 1
- ID misrepresentation/theft 1
- Occupation of domain name 1
- [Other] [SPECIFY] 1
- [None] 1
- [DK/NA] 1



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11. Wat fir eng vun den folgenden Moosnamen hutt dir geholl fir lech géint Sêcherheetsproblemer ze schützen ?

[LIRE –PLUSIEURS REPONSES POSSIBLES]

- a Firewall 1
- b Virusscanner..... 1
- c Detection vun Abrëch**..... 1
- d SSL Server*** 1
- e (ANER/PRECISEZ) 1
- f [Kennen nët den Detail vun de Sêcherheetsmoosnamen] 1

12. Protégéiert Dir är Klienten mat Hëllef...

[LIRE –PLUSIEURS REPONSES POSSIBLES]

- a vun engem Engagement iwert Protektioun vun den Daten 1
- b vun engem Konfiancelabel Programm 1
- c vun engem Accès un ee Mechanismus fir Konflikter ze léisen..... 1
- d vun Teknologien fir d'Konfidentialitéit vun den Daten vun de Klienten ze assuréieren..... 1
- e [ANER/PRECISEZ] 1
- f [NÄICHT] 1
- g [NSP/SR] 1

- NOUVELLE -

[REMERCIER LE REpondant]

[FIN DE L'INTERVIEW]

** **Détection vun Abrëch** : Fir d'Attaken ze erkennen, gët den Traffic um Réseau duerch ee System fir Detektioun vun Abrëch analyséiert. En ënnersicht Daten fir de Risiken vun nëtautoriséierte Benotzer, Attaken oder Hacker, déi de System kontuméiert hun fir un Daten ze kommen, ze identifizéieren.

*** **SSL** : Authentifikationsprotokol (intégréiert am Web-Browser) tëschend dem Terminal an dem Server. Am Browser sinn d'SSL-konnektiounen duerch een zout Schlass ënnen um Ecran symboliséiert.

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11. Which of the following measures have you taken to protect against security problems ?

[READ OUT- MULTIPLE ANSWERS POSSIBLE]

- a. Firewall 1
- b. Virus scanner..... 1
- c. Intrusion detection ** 1
- d. SSL server site *** 1
- e. [Other][SPECIFY] 1
- f. [Don't know details of security measures] 1

12. Do you protect your customers by way of...

[READ OUT- MULTIPLE ANSWERS POSSIBLE]

- a. A data protection guarantee 1
- b. A trust mark programme 1
- c. Access to a mechanism for conflict resolution 1
- d. Technologies to ensure confidentiality of customer data..... 1
- e. [Other][SPECIFY] 1
- f. [NOTHING] 1
- g. [DK/NA] 1

- NEW -

[THANK RESPONDENT]

[END INTERVIEW]

** **Intrusion detection**: Network intrusion detection systems (NIDS) analyze network traffic for attacks. They examine data to identify threats from non-authorized users, back-door attacks and hackers who have circumvented the control systems to access data.

*** **SSL**: an authentication protocol (built into the web browser) between the terminal and the server. In the browsers, SSL-connections are symbolized by a closed lock at the bottom of the screen.