

ZA5559

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

**Country Questionnaire
Great Britain**

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 the United Kingdom, 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