

**ZA5794**

**Flash Eurobarometer 359  
(Retailers' Attitudes Towards Cross-border Trade  
and Consumer Protection, wave 3)**

**Country Questionnaire  
Ireland (English)**

A Flash number

Four empty boxes for digits

FL331 A

B Country

Two empty boxes for country code

FL331 B

C Interview number

Six empty boxes for interview number

FL331 C

NACE NACE code (Sample information)

Empty box for NACE code

Four empty boxes for NACE code - 4 digits

FL331 NACE

Empty box for NACE code

SIZE Size of company (Sample information)

Empty box for size of company

Five empty boxes for size of company

FL331 SIZE

(INTRO1) Hello, I'm (NAME), calling from Millward Brown Lansdowne. May I speak with (NAME OF THE RESPONDENT OR TITLE\ROLE DESCRIPTION IF NO NAME GIVEN)?

(INTRO2) IF THE GATEKEEPER ASKS FOR ADDITIONAL INFORMATION: We are contacting key decision makers in companies across Europe regarding their views on current business topics. The feedback will be used to support decision-making and design future European policies. I would greatly appreciate being able to speak with him or her to include his\her opinion in the study.

IF THE ELIGIBLE REPENDENT IS NOT AVAILABLE, PLEASE MAKE AN APPOINTMENT

(INTRO3) (WHEN SPEAKING TO THE TARGETED RESPONDENTS) Hello, I'm (NAME), calling from Millward Brown Lansdowne, a market research company.



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FL331 LAN1

(RESPONDENT REASSURANCE) I would like to reassure you that your co-operation is completely voluntary and all of your answers are confidential. For quality control and training purposes this interview may be monitored or recorded. First I will ask a few questions purely for classification purposes...

ASK ALL

P1 Does your company sell directly to final consumers?

- |     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |

FL331 P1

IF "NO", CODE 2 IN P1, THEN STOP INTERVIEW

P2a How many employees do you have in your company?

(INT.: IF "DK\NA", CODE '999') - (ONE ANSWER ONLY)

					employees
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FL331 P2a

IF LESS THAN 10 EMPLOYEES, P2a<10, STOP INTERVIEW - IF P2a=999, GO TO P2b - OTHERS GO TO P3

P2b Does your company have...

(READ OUT - ONE ANSWER ONLY)

- |                        |   |
|------------------------|---|
| Less than 10 employees | 1 |
| 10 to 49 employees     | 2 |

50 to 249 employees	3
250 employees or more	4
DKNA (DO NOT READ OUT)	5

FL331 P2b

P3 What exactly is your position in the company?

(DO NOT READ OUT - ONE ANSWER ONLY)

General manager	1
Commercial/Sales manager	2
Marketing manager	3
Other (SPECIFY)	4

FL331 P3

ASK P3o AND P4 IF "OTHER", CODE 4 IN P3 - OTHERS GO TO D5

P3o Which other?

(WRITE DOWN)

2 2 (2052,2053-2056)

FL331 P3o

P4 Do you have a decision making responsibility within your company?

(ONE ANSWER ONLY)

Yes	1
No	2

FL331 P4

ASK P5a, P5b, P5c, P5d AND P5e IF "NO", CODE 2 IN P4 - IF "YES", CODE 1 IN P4 GO TO D5

P5a I am very sorry but for this study we may only interview respondents that have decision making responsibilities. Can you please let me know what is the name of the person who leads the commercial activities of the company (commercial manager, sales manager, marketing manager)?

(INT.: PLEASE WRITE DOWN THE NAME OF THE REFERRAL - IF "NO ANSWER\REFUSAL", CODE '999')

10 2 (2058,2059-2078)

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FL331 P5a

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P5b What is his\her title?

(INT.: PLEASE WRITE DOWN THE TITLE OF THE REFERRAL - IF "NO ANSWER\REFUSAL", CODE '999')

10 2 (2079,2080-2099)

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FL331 P5b

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P5c Can you give me his\her extension or direct line number, please?

(INT.: PLEASE WRITE DOWN THE EXTENSION\DIRECT LINE NUMBER OF THE REFERRAL - IF "NO ANSWER\REFUSAL", CODE '999')

10 2 (2100,2101-2120)

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FL331 P5c

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P5d Can I please verify that I am speaking with (NAME GIVEN)?

(INT.: PLEASE WRITE DOWN THE NAME OF THE PERSON YOU ARE SPEAKING WITH - IF "NO ANSWER\REFUSAL", CODE '999')

10 2 (2121,2122-2141)

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FL331 P5d

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P5e REDIRECTION OF THE CALL

(ONE ANSWER ONLY)

The respondent is putting you through the referral	1
You will call the referral later on	2

FL331 P5e

IF CODE 1 IN P5e THEN GO TO INTRO3 - IF CODE 2 STOP CONTACT

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D3 Which of the following do you sell to final consumers? "By food we mean: food that consumers can eat at home, take away or can eat on the spot."

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Food products	1,
Non-food products	2,
Services	3,
Other (DO NOT READ OUT)	4,
DK\NA	5,

NEW BASED ON FL331 D3

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D5 To how many EU countries do you currently make cross-border sales to final consumers? "A cross-border sale is a sale to a final consumer resident in a different EU Member State from that of the seller, through ecommerce/internet, mail order (by post), telesales/call center, representatives visiting consumers at their homes. Sales in physical points of sale do not qualify as cross-border sales to final consumers."

(INT. : IF "YOU SELL ONLY TO CONSUMERS IN YOUR OWN COUNTRY" , CODE '00' - IF "DK\NA", CODE '99')

country(ies)

FL331 D5 MODIFIED TREND

Q1 How important are the following obstacles to the development of your cross-border sales to other EU countries?

(READ OUT - ONE ANSWER ONLY)

		Very important	Fairly important	Not very important	Not at all important	DK\NA
1	Additional costs of compliance with different national tax regulations (e.g.VAT rules)	1	2	3	4	5
2	Additional costs of compliance with different consumer protection rules and contract law (including legal advice)	1	2	3	4	5
3	Higher costs of cross-border delivery compared to domestic delivery	1	2	3	4	5
4	Potentially higher costs involved in resolving complaints and disputes cross-border	1	2	3	4	5



5	Potentially higher costs of the risk of fraud and non-payments in cross border sales	1	2	3	4	5
6	Extra costs arising from language differences	1	2	3	4	5
7	Extra costs from after-sales service in cross-border transactions	1	2	3	4	5
8	Restrictions on cross-border sales imposed by manufacturers or suppliers	1	2	3	4	5
9	Extra costs arising from different consumption habits	1	2	3	4	5
10	Higher costs due to geographic distance (N)	1	2	3	4	5

FL331 Q2 TREND MODIFIED

Q2 Are you planning to sell cross-border to consumers in an EU country other than Ireland within the next 12 months?

- |      |   |
|------|---|
| Yes  | 1 |
| No   | 2 |
| DKNA | 3 |

NEW

“Consumer legislation” should be understood as legislation dealing with the economic interests of consumers and does not include product safety. When questions relate to product safety, it will be explicitly stated.

Q3 Now, thinking about consumer legislation, please tell me to what extent you agree or disagree with the following statements. Let me confirm once more that all responses are strictly anonymous.

(READ OUT - ONE ANSWER ONLY)

		Strongly agree	Agree	Disagree	Strongly disagree	DK/NA
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1	You comply with consumer legislation	1	2	3	4	5
2	Your competitors comply with consumer legislation	1	2	3	4	5

FL331 Q10 TREND MODIFIED

Q4	Thinking generally about the possible ways to find or get relevant information and advice about consumer legislation regarding either Ireland or another EU country please tell me to what extent you agree or disagree with the following statements.
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(READ OUT - ONE ANSWER ONLY)

		Strongly agree	Agree	Disagree	Strongly disagree	DK/NA
--	--	----------------	-------	----------	-------------------	-------

1	You know where to get information and advice about consumer legislation in Ireland	1	2	3	4	5
2	You know where to get information and advice about consumer legislation in other EU countries	1	2	3	4	5

NEW BASED ON FL331 Q3

Q5	“Consumer authorities” are national, regional and local public authorities carrying out market surveillance activities and other activities designed to ensure compliance with consumer and product safety legislation. In the last 12 months, have you been informed by the consumer authorities (or by consumer organisations) that they consider you are in breach of consumer legislation? For example, in a meeting or telephone call with an official, by sending you a letter or email alleging non-compliance with legislation, by taking you to court, or through an injunction or within an administrative procedure that may lead to the imposition of fines and other measures.
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[Empty box]

- |       |   |
|-------|---|
| Yes   | 1 |
| No    | 2 |
| DK\NA | 3 |

FL331 Q12 TREND SLIGHTLY MODIFIED

DO NOT ASK Q6a IN IE AND UK - IE AND UK GO TO Q6b

[Empty box]

Q6a [Empty box]

[Empty box]

- |             |   |
|-------------|---|
| [Empty box] | 1 |
| [Empty box] | 2 |
| [Empty box] | 3 |
| [Empty box] | 4 |
| [Empty box] | 5 |

FL331 Q5a TREND SLIGHTLY MODIFIED

ASK Q6b ONLY IN IE AND UK - OTHERS GO TO Q7 - DO NOT ASK Q6b IN SCOTLAND - SCOTLAND GO TO Q6c

[Empty box]

Q6b Please complete the following statement correctly. The consumer has the right to ask for a defective product to be repaired?

(READ OUT - ONE ANSWER ONLY)

- |   |   |
|---|---|
| Within 1 year from the date of the original purchase  | 1 |
| Within a minimum of 2 years from the date of the original purchase and longer for some products | 2 |
| Within 6 years from the date of the original purchase   | 3 |
| None of the above (DO NOT READ OUT)   | 4 |
| DK\NA   | 5 |

FL331 Q5b TREND SLIGHTLY MODIFIED

ASK Q6c ONLY IN SCOTLAND - OTHERS GO TO Q7

[Empty box]

Q6c [Empty box]

[Empty box]

- |             |   |
|-------------|---|
| [Empty box] | 1 |
|-------------|---|


2  
3  
4  
5

FL331 Q5c TREND SLIGHTLY MODIFIED

ASK ALL

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Q7 I will read 4 statements concerning legislation in Ireland concerning commercial practices. Some of them are prohibited and some are not. For each statement, could you please indicate if it is prohibited or not?

(READ OUT - ONE ANSWER ONLY)

		Prohibited	Not prohibited	DK\NA
1	To include an invoice or a similar document seeking payment in marketing material	1	2	3
2	To advertise products at a very low price compared to other offers without having a reasonable quantity of products for sale	1	2	3
3	To make exaggerated statements in an advertisement	1	2	3
4	To describe a product as 'free' although it is only available free of charge to customers calling a premium rate phone number	1	2	3

FL331 Q6 TREND SLIGHTLY MODIFIED

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Q8 In the past twelve months, have you come across misleading or deceptive advertisements, statements or offers made by your competitors? Misleading or deceptive advertisements are those which contain false information or present factually correct information in a misleading manner about the goods or services on sale.

(READ OUT - ONE ANSWER ONLY)

Yes, on several occasions
Yes, once or twice
No
DK\NA

1  
2  
3  
4

FL331 Q8 TREND MODIFIED

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Q9	In the past twelve months, have you come across fraudulent statements or offers made by your competitors? Fraudulent advertisements actually attempt to obtain money without selling anything, for example a lottery scam.
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(READ OUT - ONE ANSWER ONLY)

- |                           |   |
|---------------------------|---|
| Yes, on several occasions | 1 |
| Yes, once or twice        | 2 |
| No                        | 3 |
| DKNA                      | 4 |

FL331 Q7 TREND MODIFIED

Q10	In general, do you trust statements and offers made by your competitors about the environmental impact of their products?
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(READ OUT - ONE ANSWER ONLY)

- |                    |   |
|--------------------|---|
| Yes, always        | 1 |
| Yes, in most cases | 2 |
| Yes, in some cases | 3 |
| No, never          | 4 |
| DKNA               | 5 |

NEW BASED ON FL331 Q9

ASK Q11 IF "Retailers sell non-food products", CODE 2 in D3

Q11	"Product safety" relates to consumer products only and does not include industrial products. Unsafe products are those which fail to comply with safety standards, not rifles or knives. Thinking about all non-food products currently available in your market in Ireland, do you think that...?
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(READ OUT - ONE ANSWER ONLY)

- |  |   |
|--|---|
| Essentially all non-food products are safe           | 1 |
| A small number of non-food products are unsafe       | 2 |
| A significant number of non-food products are unsafe | 3 |
| DKNA   | 4 |

FL331 Q15 TREND STRONGLY MODIFIED

ASK Q12 IF "Retailers sell food products", CODE 1 in D3

Q12 Thinking about all food products currently available in your market in Ireland, do you think that...?

(READ OUT - ONE ANSWER ONLY)

Essentially all food products are safe	1
A small number of food products are unsafe	2
A significant number of food products are unsafe	3
DKNA	4

FL331 Q16 TREND STRONGLY MODIFIED

ASK Q13 IF "Retailers sell non-food products", CODE 2 in D3

Q13 In relation to product safety, did any of the following take place in your company in the past two years?

(READ OUT - ONE ANSWER ONLY)

		Yes	No	DK\NA
1	You received consumer complaints about the safety of any of the products you sold	1	2	3
2	The authorities checked the safety of any of the products you were selling	1	2	3
3	The authorities asked you to withdraw or recall any of the products you were selling	1	2	3
4	The authorities asked you to issue a public warning about the safety of any of the products you were selling	1	2	3
5	You, as a retailer, carried out some tests to make sure that any of the products you were selling were safe	1	2	3
6	Any other enforcement action related to product safety	1	2	3

FL331 Q11 TREND STRONGLY MODIFIED

ASK Q14.2 IF "Retailers sell non-food products", CODE 2 in D3

ASK Q14.3 IF "Retailers sell food products", CODE 1 in D3

ASK Q14.1, Q14.4, Q14.5 Q14.6, Q14.7 TO ALL

Q14 The following statements relate to monitoring compliance with consumer and product safety legislation. Please say whether you strongly agree, agree, disagree or strongly disagree with the following statements:

(READ OUT - ONE ANSWER ONLY)

		Strongly agree	Agree	Disagree	Strongly disagree	DK\NA
1	The public authorities actively monitor and ensure compliance with consumer legislation in your sector in Ireland	1	2	3	4	5
2	(ASK ONLY IF D3=2)The public authorities actively monitor and ensure compliance with product safety legislation in your sector in Ireland	1	2	3	4	5
3	(ASK ONLY IF D3=1)The public authorities actively monitor and ensure compliance with food safety legislation in your sector in Ireland	1	2	3	4	5
4	Consumer NGOs actively monitor compliance with consumer legislation in your sector in Ireland	1	2	3	4	5
5	The self-regulatory bodies actively monitor respect of codes of conduct or codes of practice in your sector in Ireland	1	2	3	4	5
6	The media regularly report on businesses which do not respect consumer legislation in your sector	1	2	3	4	5

7	You have changed your commercial practices as a result of a media story	1	2	3	4	5
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FL331 Q13 TREND SLIGHTLY MODIFIED

ASK ALL EXCEPT FINLAND and SWEDEN

Q15a	Do you know any Alternative Dispute Resolution (ADR) bodies (i.e. arbitrators, mediators, ombudsmen, conciliation bodies, consumer complaints boards, other out-of-court dispute resolution bodies) for settling disputes with consumers in Ireland?
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READ OUT – ONE ANSWER ONLY)

Yes but you are not a member of an ADR body	1
Yes and you are a member of an ADR body	2
No	3
DKNA	4

NEW BASED ON FL331 Q14a

ASK Q15b IN FINLAND ONLY

Q15b	
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	1
	2
	3
	4

NEW BASED ON FL331 Q14b

ASK Q15c in SWEDEN ONLY

Q15c	
------	--

	1
	2
	3
	4

NEW BASED ON FL331 Q14a TREND MODIFIED



ASK Q16a if "know any Alternative Dispute Resolution (ADR) bodies", code 1 or 2 in Q15a

Q16a In the past two years, have you used any Alternative Dispute Resolution (ADR) bodies (i.e. arbitrators, mediators, ombudsmen, conciliation bodies, consumer complaints boards, other out-of-court dispute resolution bodies) for settling disputes with consumers?

(READ OUT - ONE ANSWER ONLY)

Yes, several times	1
Yes, once or twice	2
No	3
DKNA	4

NEW

ASK Q16b in Finland only and if "know any Alternative Dispute Resolution (ADR) bodies", code 1 or 2 in Q15b

ASK Q16b in Sweden only if "know any Alternative Dispute Resolution (ADR) bodies", code 1 or 2 in Q15c

Q16b

	1
	2
	3
	4

NEW

DEMOGRAPHICS

PROG: The amount has to be entered directly in local currency, this amount will be automatically converted into Euros (the conversion table has been sent)

D1 What was your company turnover last year?

(INT. : IF "DKNA", CODE '999')

FL331 D1

D2 Do you use the following sales channels for retail?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

E-commerce\Internet	1,
Mail order (by post)	2,
Telesales\ call center (excluding e-commerce, e.g. phone sales, TV shopping)	3,
Sales through representatives visiting consumers at their homes	4,
Direct retail sale (i.e. shops)	5,
Other (DO NOT READ OUT)	6,
DKNA	7,

FL331 D2

D4 In which language do you sell to final consumers?

(DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE)

Bulgarian	1,
Czech	2,
Croatian	3,
Danish	4,
Dutch	5,
English	6,
Estonian	7,
Finnish	8,
French	9,
German	10,
Greek	11,
Hungarian	12,
Irish	13,
Italian	14,
Latvian	15,
Lithuanian	16,
Maltese	17,
Polish	18,
Portuguese	19,
Romanian	20,
Slovak	21,
Slovenian	22,
Spanish	23,
Swedish	24,
Icelandic	25,
Norwegian	26,
Luxembourgish	27,
Russian	28,
Other	29,

DKNA

30,

FL331 D4 MODIFIED TREND

That's the end of the interview so thank you very much for your time. Once again my name is (NAME) from Millward Brown Lansdowne. Should you have any questions about the validity of the survey or my company you can call us on our free phone number 1800 206606 to speak to someone who can reassure you about the bona fide nature of this call. Or you can call the The Market Research Society in the UK on Tel +44 (0) 20 7490 4911. If you have a pen handy would you like to take the telephone numbers down? Millward Brown Lansdowne 1800 206606 or Market Research Society in the UK on Tel +44 (0) 20 7490 4911







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