

**ZA6777**

**Flash Eurobarometer 439**  
**(The Use of Online Marketplaces and Search Engines by SMEs)**

**Country Questionnaire**  
**United Kingdom**



DK / Refusal

6

NEW

THE PERCENTAGES IN D4.1, D4.2 AND D4.3 HAVE TO SUM UP TO ONE HUNDRED (D4.1+D4.2+D4.3 = 100%) IF ONE ANSWER 999 IN D4.1, D4.2 OR D4.3 THEN THE SUM OF THE VALID ANSWERS (ANSWERS BETWEEN 0 AND 100%) CAN BE LOWER THAN 100%

D4.1 Approximately what percentage of your company's turnover in 2015 came from sales in each of the following markets?

(READ OUT - WRITE DOWN THE ANSWER IN PERCENTAGE) (IF "DK/NA" CODE '999')

In your own country

NEW

D4.2 Approximately what percentage of your company's turnover in 2015 came from sales in each of the following markets?

(READ OUT - WRITE DOWN THE ANSWER IN PERCENTAGE) (IF "DK/NA" CODE '999')

In other EU countries

NEW

D4.3 Approximately what percentage of your company's turnover in 2015 came from sales in each of the following markets?

(READ OUT - WRITE DOWN THE ANSWER IN PERCENTAGE) (IF "DK/NA" CODE '999')

Outside of the EU

NEW

ERR1

D4.1 + D4.2 + D4.3 should be 100%, please check

1

NEW

D5 Is your company selling its products or services ... ?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Directly to consumers

1,

To other companies	2,
To public administration	3,
DK/NA	4,

FL426 SCR15

D6 How often do you sell your products and/or services on the Internet?

(READ OUT – ONE ANSWER ONLY)

Always	1
Most of the time	2
Sometimes	3
Rarely	4
Never	5
DK/NA (DO NOT READ OUT)	6

NEW

IF 'NEVER' (CODE 5) OR 'DK/NA' (CODE 6) IN D6 FINISH THE INTERVIEW IF COMPANY SELLS ITS PRODUCTS ON THE INTERNET (CODES 1, 2, 3, OR 4 IN D6), ASK D7

PROG: ROTATE ITEMS FROM 1 TO 3

D7 Does your company use any of the following to sell your products and / or services on the internet?

(READ OUT - ONE ANSWER PER LINE)

		Alwa ys	Mos t of the time	Som etim es	Rare ly	Nev er	DK/ NA (DO NOT REA D OUT )
1	Your company's commercial website	1	2	3	4	5	6
2	Online marketplaces, where several companies and brands sell their products and/ or services	1	2	3	4	5	6
3	You rely on search engines	1	2	3	4	5	6

NEW

ASK Q1 AND Q2 TO COMPANIES USING ONLINE MARKETPLACES - DIFFERENT FROM "NEVER" (CODE 5) AND "DK/NA" (CODE 6) IN D7.2

PROG: ROTATE ITEMS FROM 1 TO 4

Q1 Please tell me to what extent you agree or disagree with the following statements on online marketplaces:

(READ OUT - ONE ANSWER PER LINE)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK/NA (DO NOT READ OUT)
1	The information you receive through the online marketplace about the behaviour and preferences of your customers is useful for the development or improvement of your products or services	1	2	3	4	5
2	You usually get the data you need about your customers from online marketplaces	1	2	3	4	5
3	You know what data are collected by the online marketplace about the activity of your company and how it is used	1	2	3	4	5
4	You can easily transfer your key commercial data from one online marketplace to another (for example customer ratings)	1	2	3	4	5

NEW

PROG: ROTATE ITEMS FROM 1 TO 4

Q2 Most online marketplaces have terms and conditions which explain how your company may use the website or the sales app as well as the various legal requirements that websites or sales apps must comply with. These include: privacy policy, cookie policy, and Intellectual property rights such as copyright terms. Thinking about the terms and conditions on online marketplaces, to what extent do you agree or disagree with the following statements?

(READ OUT – ONE ANSWER PER LINE)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK/NA (DO NOT READ OUT)
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1	In general, the terms and conditions are clear	1	2	3	4	5
2	You can influence or amend the terms and conditions	1	2	3	4	5
3	If the existing terms and conditions are changed to the detriment of your company, you can easily switch to a different online marketplace	1	2	3	4	5
4	If you have a dispute with an online marketplace, there is a reliable dispute resolution system that you can use (courts, competition authorities, arbitration)	1	2	3	4	5

NEW

PROG: ROTATE ITEMS FROM 1 TO 4

Q3 Please tell me to what extent you agree or disagree with each of the following statements about search engines. This includes general and specialist search engines or search engines which are integrated in marketplaces:

(READ OUT – ONE ANSWER PER LINE)

		Total ly agre e	Tend to agre e	Tend to disag ree	Total ly disag ree	Not appli cabl e (DO NOT REA D OUT )	DK/ NA (DO NOT REA D OUT )
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1	Your position in the search results has a significant impact on your sales	1	2	3	4	5	6
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2	Your company uses search engine optimization techniques to appear higher in the search results	1	2	3	4	5	6
3	Search engines should be allowed to change the order in which they display results to suit their own commercial interests	1	2	3	4	5	6
4	If you have a dispute with the search engine operator, there is a reliable dispute resolution system that you can use (courts, competition authorities, arbitration)	1	2	3	4	5	6

NEW

PROG: ROTATE ITEMS FROM 1 TO 3

Q4 Some online platforms have review or rating systems that rank the different products, services, or even sellers (for examples hotels, restaurants, household appliances, shops, etc.). Please tell me to what extent you agree or disagree with each of the following statements on user reviews on online platforms:

(READ OUT – ONE ANSWER PER LINE)

		Total ly agre e	Tend to agre e	Tend to disag ree	Total ly disag ree	Not appli cabl e (DO NOT REA D OUT )	DK/ NA (DO NOT REA D OUT )

1	Your company's reviews on these online platforms have a significant impact on your sales	1	2	3	4	5	6
2	In general, these user reviews are genuine	1	2	3	4	5	6
3	You can report false reviews about your company and have them removed	1	2	3	4	5	6

NEW