

**ZA3855**

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

**Questionnaire  
Ireland**

Job No 866s2

Ireland 08

*Good morning-afternoon. I am ..... from Millward Brown IMS Limited. We are carrying out a survey on behalf of the European Commission relating to trading activities in the European Union held through the Internet (E-commerce). I would be grateful for your help in answering some questions. Do you have about 10 minutes to answer some questions regarding the Internet?*

### 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 people are in regular employment within your company in Ireland?

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

**[IF LESS THAN 10 PEOPLE EMPLOYED: → STOP INTERVIEW]**

**[IF DK/NA → STOP INTERVIEW]**

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
- <b>Manufacturing</b>	
-> i.e.: intermediate goods or.....	21
finished goods.....	22
- <b>Trade</b>	
-> i.e.: wholesale or .....	31
retail .....	32
- <b>Transport</b> .....	41
- <b>Hotels, Restaurants and Catering</b> .....	42
- <b>Services</b>	
-> 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 the Republic of Ireland, 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

**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

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.

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

[INSIST ON OBTAINING 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

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

[INSIST ON OBTAINING AN ESTIMATE]

[ ] [ ] [ ] [ ] %

[CODE 999 – IF DK/NA ONLY AFTER INSISTING]

[CODE 000 – IF “NO PURCHASES MADE ON THE INTERNET”]

\***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.

**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

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 measure]..... 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

\*\* **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.

**[THANK RESPONDENT]  
END INTERVIEW**