

ZA3683

Flash Eurobarometer 128

(Special Target: Cross-Border Commerce)

Questionnaire

Ireland

*Good morning/afternoon. I am from Millward Brown IMS Limited.
We are carrying out a survey concerning companies working both at the Irish and European level. It is aimed at
evaluating sales and advertising in companies in the EU. I would be grateful for your help in answering some
questions. Do you have about 10 minutes to answer some questions?*

Screening Questions

- (a) Does your company target final consumers, meaning the general public, in its sales or advertising or both?
- Yes 1
 - No ---> **STOP INTERVIEW**
 - [DK/NA] ---> **STOP INTERVIEW**

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- (b) What exactly is your position in the company?
[SPECIFY:]
[IF CORRESPONDS TO ONE OF THE TWO CASES BELOW: CODE AND CONTINUE]
[IN ALL OTHER CASES → STOP INTERVIEW]
- General Manager, Managing Director
 - Director, main person responsible for Marketing, Sales, Advertising

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- D1. How many people does your company regularly employ in the Republic of Ireland?
- [][][][][][] persons
[IF LESS THAN 10 OR DO NOT KNOW ---> **STOP INTERVIEW**]

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- D2. In how many other countries of the European Union do you have subsidiaries or retail outlets?
- In [][] countries
[NOTE CLEARLY – IF DK/NA CODE 99]

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- D3. Would you say your company is: ...
- a. an independent company 1
 - b. the parent company of a multinational group 2
 - c. a member of a multinational group permitted by the parent company to sell and advertise to consumers living in other EU countries 3
 - d. a member of a multinational group not permitted by the parent company to sell and advertise to consumers living in other EU countries 4

[IF D3=4 ---> **STOP INTERVIEW**]

**[IF THE COMPANY DOES NOT HAVE SUBSIDIARIES IN OTHER COUNTRIES OF THE UNION:
2=0]**

In this study, we would like to look at your **cross-border sales and/or advertising**. These are sales and advertising aimed at individuals who reside in other European Union countries.

[IF THE COMPANY HAS SUBSIDIARIES IN OTHER COUNTRIES OF THE UNION: D2 > 0]

In this study, we would like to look at cross-border sales and advertising of all the members of your group. A cross-border sale is where the consumer lives in a different EU country from the member of your group that made the sale. Cross-border advertising is advertising designed to encourage this type of sale.

[TO ALL]

In my initial questions, I am going to ask for your opinion on the difficulties that you may encounter in your sales or advertising within the European Union and your future prospects.

1. To begin with, would you say that your company is more interested in encouraging cross-border sales:...
 - yes or 1
 - no 2
 - (dk/na)..... 3

(a) ... since the development of the Internet and e-commerce within the EU? 1 2 3

(b) ... since the introduction of the euro notes and coins in 12 EU-countries? 1 2 3

2. Certain factors may still cause you particular difficulty in the development of your sales and advertising throughout the European Union.

For example (... INT. : MENTION THE ITEMS BELOW RANDOMLY...) : would you say that this difficulty is

 - very important..... 1
 - fairly important 2
 - fairly unimportant, or 3
 - not important at all for developing your cross-border sales and advertising? 4
 - (dk/na)..... 5

(a) **language differences** 1 2 3 4 5

(b) the **different currencies** in circulation outside the Eurozone in Denmark, Sweden and the United Kingdom 1 2 3 4 5

(c) need for compliance with **different national regulations** on commercial practices, advertising and other consumer protection regulations 1 2 3 4 5

(d) need for compliance with **different national fiscal regulations**, VAT and others, 1 2 3 4 5

(e) **higher risk of fraud** and outstanding payments in your cross-border sales..... 1 2 3 4 5

- (f) **greater difficulty in resolving cross-border complaints and conflicts**..... 1 2 3 4 5
- (g) **greater difficulty in ensuring an efficient cross-border after-sales service**..... 1 2 3 4 5
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3. Certain measures could make the development of your sales and/or advertising throughout the European Union easier.

For example (... INT. : MENTION THE ITEMS BELOW RANDOMLY...) : would you say that this measure will be : ...

- very efficient 1
- fairly efficient..... 2
- fairly inefficient, or 3
- not efficient at all 4
- (dk/na)..... 5

...in facilitating your cross-border sales and/or advertising within the European Union?

- (a) Better information for companies on all the regulations related to consumer protection in the other European Union countries. 1 2 3 4 5
- (b) Replacement of the remaining national currencies with the Euro: in Denmark, Sweden and the United Kingdom 1 2 3 4 5
- (c) Setting up independent arbitration and conciliation services, able to deal with cross-border complaints and disputes 1 2 3 4 5
- (d) Abiding by a European code of good conduct and thereby complying with different national regulations on consumer protection 1 2 3 4 5
- (e) Harmonising national regulations in relation to advertising, commercial practices and other regulations on consumer protection 1 2 3 4 5
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**[IF THE COMPANY DOES NOT HAVE SUBSIDIARIES IN OTHER COUNTRIES OF THE UNION:
D2=0]**

Let's look now at your cross-border sales over the past twelve months, to individuals resident in other European Union countries.

[IF THE COMPANY HAS SUBSIDIARIES IN OTHER COUNTRIES OF THE UNION: D2 > 0]

Let's look now at your cross-border sales over the past twelve months, where the consumer lives in a different European country from the member of your group that made the sale.

4. Of your INTERNET SALES to European Union consumers, can you estimate the percentage of cross-border sales?

[] [] [] % of sales by Internet to EU-consumers during the last twelve months

[INT. : IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[IF NO SALES BY INTERNET : ---> CODE 888]

[IF DK/NA : ---> CODE 999]

5. Of your MAIL-ORDER SALES or TELESALES to EU consumers, can you estimate the percentage of cross-border sales?

[] [] [] % of mail-order sales or telesales during the past 12 months

[INT. : IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[IF NO MAIL-ORDER SALES OR TELESALES : ---> CODE 888]

[IF DK/NA : ---> CODE 999]

6. And of the sales made BY YOUR REPRESENTATIVES visiting consumers, can you estimate the percentage of your cross-border sales?

[] [] [] % of sales as a result of visits over the past 12 months

[INT. : IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[IF NO SALES BY CUSTOMER REPRESENTATIVES: ---> CODE 888]

[IF DK/NA : ---> CODE 999]

7. Of your RETAIL SALES IN SHOPS, can you estimate the percentage of your cross-border sales?

[] [] [] % of retail sales in shops during the last 12 months

[INT. : IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[IF NO SALES IN SHOPS : ---> CODE 888]

[IF DK/NA: ---> CODE 999]

8. Now, in adding up all these consumer sales, can you estimate the percentage of your sales to final consumers that are cross-border?

[] [] [] % of the total sales to consumers during the past 12 months

[INT. : IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[IF DK/NA : ---> CODE 999]

Let's now talk about your **MARKETING AND ADVERTISING ACTIVITIES** over the past 12 months.

9. What percentage of your total marketing and advertising budget is given to encouraging cross-border sales?

[] [] [] % of the "consumer" marketing and advertising budget

[INT. : IF DK/NA, YOU MAY SUGGEST THE SCALE BELOW : In order to have an idea of the size, was it : ... nothing at all ? / ... around 1% ? / ... 2% ? ... 3% ? / ... 5% ? / ... 10% ? / ...15% ? ...20% ? / ...25%? ... etc ...]

[If no budget for cross-border sales: ---> CODE 0]

[IF DK/NA : ---> CODE 999]

10. Imagine now that all regulations on advertising, commercial practices and other regulations on consumer protection are completely harmonised in the 15 countries of the European Union. If this were the case, in your opinion, the **proportion of your marketing and advertising budget** given to encouraging cross-border sales...

(INT.: READ OUT)

- Would increase a lot
- Would increase a little
- Would not change at all
- Would decrease a little
- Would decrease a lot
- DK/NA

11. **And if the regulations on consumer protection were completely harmonised in the 15 countries of the EU, the proportion of your cross-border sales...**

(INT.: READ OUT)

- Would increase a lot
 - Would increase a little
 - Would not change at all
 - Would decrease a little
 - Would decrease a lot
 - DK/NA
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