Flash Eurobarometer 413

COMPANIES ENGAGED IN ONLINE ACTIVITIES

SUMMARY

Fieldwork: January-February 2015
Publication: May 2015

This survey has been requested by the European Commission, Directorate-General for Communication Networks, Content and Technology and co-ordinated by the Directorate-General for Communication.

This document does not represent the point of view of the European Commission. The interpretations and opinions contained in it are solely those of the authors.
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Companies engaged in online activities

Conducted by TNS Political & Social at the request of the European Commission, Directorate-General for Communication Networks, Content and Technology

Survey co-ordinated by the European Commission, Directorate-General for Communication (DG COMM “Strategy, Corporate Communication Actions and Eurobarometer” Unit)
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INTRODUCTION

Digital is already an important economic sector for Europe, growing at seven times the rate of the rest of the economy. In spite of this, there is still no Digital Single Market in the European Union. Cross-border e-commerce is growing much more slowly than national e-commerce: consumers are often blocked from buying goods, services or content online from other Member States. In addition, many companies either do not sell across borders, or only sell certain items cross-border.

To gather this information, as well as broader background on the current digital commerce experience of retailers, the following survey was commissioned. It explores a range of areas, including:

- The proportion of retailers that sell or purchase online;
- The means used to sell and purchase online;
- The proportion of sales or purchases made nationally, or cross-border;
- Experiences with cross-border selling and purchasing, and particularly problems encountered such as issues with copyright, cross-border laws and copyright;
- Reasons for not selling cross-border online.

This survey was carried out by TNS Political & Social network in 26 Member States of the European Union: Belgium, Bulgaria, Czech Republic, Denmark, Germany, Estonia, Ireland, Greece, Spain, France, Croatia, Italy, Latvia, Lithuania, Luxembourg, Hungary, the Netherlands, Austria, Poland, Portugal, Romania, Slovenia, Slovakia, Finland, Sweden and the United Kingdom between the 19th of January and the 6th of February 2015. Some 8,705 respondents from different social and demographic groups were interviewed via telephone (landline and mobile phone) in their mother tongue on behalf of the European Commission, Directorate-General for Communication Networks, Content and Technology. The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication (“Strategy, Corporate Communication Actions and Eurobarometer” Unit). A technical note on the manner in which interviews were conducted by the Institutes within the TNS Political & Social network is appended as an annex to this report. Also included are the interview methods and confidence intervals.

* * * * *

We wish to thank the people throughout Europe who have given their time to take part in this survey. Without their active participation, this study would not have been possible.

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3 The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility of giving several answers to the question.
I. SELLING ONLINE

Value of online sales in 2014

In 2014, just over one quarter of sales value in 2014 came from online sales (25.7% of the total value of sales) on average. For the majority of companies, online sales represented 1%-25% of sales (57%). However it is worth noting that for 11% of companies, online accounted for at least 76% of their sales value in 2014.

Means of selling online

The large majority of the companies that sell online do this using their own website or apps (80%), while 33% use a large commercial platform. Almost one quarter (22%) use EDI type transactions.
The majority of companies in each surveyed Member State sell online using their own website or apps. This is also the most mentioned method in each country. Companies in Germany are the most likely to sell online using their own website or apps (90%), while on the other side, 55% of companies selling online in Sweden use their own website or apps, as do 61% in Slovakia. Companies in Spain are the most likely to sell using a small commercial platform, buy a considerable margin: 61% use this method, compared to 44% in Belgium and 40% in the Czech Republic. Companies in Poland (49%), Spain (41%) and the United Kingdom (40%) are the most likely to say they use a large commercial platform.

**Regions in which companies sold online in 2014**

For companies that sell online, on average 85.4% of their online sales in 2014 were from their own country. A further 10.3% were from other EU countries, and 4.3% were from outside the EU.
In 18 countries at least 80% of online sales were in the company’s own country with Poland (93%), Finland (92.8%), Hungary and the United Kingdom (both 90.7%) having the highest proportion of online sales in their own company. Luxembourg (39.9%), Austria (29.3%) and Ireland (23.5%) had the highest proportion of online sales to other countries. On average, companies in Ireland report 10.8% of their online sales were in countries outside the EU, while for companies in Greece the average is 8.9% and in Luxembourg 7.5%.

**Countries in which companies sold online**

The large majority of the companies that sold online outside their own country in 2014 (90%) sold to other countries within the EU. One in five (20%) sold to the USA, with 18% selling to Switzerland, Norway or Iceland. Around one in twenty sold to Russia (7%), China (6%) or Japan (5%).
Attitudes and experience of companies that don’t sell online in other EU countries

The majority of companies that did not sell online to other EU countries in 2014 say they will probably never sell their products or services online in other EU countries (58%). However, just over one in five companies (21%) are considering selling online in other EU countries, while 8% are trying to sell online to other EU countries now. Almost one in twenty (4%) say they tried but have given up, while 3% used to sell online to other EU countries but have stopped doing it.
In 13 countries at least half of this group of companies say that they will probably never sell their products or services online to other EU countries. This is particularly the case for companies in Belgium (78%), France (71%), Sweden and the Netherlands (both 67%). Half of all companies in Slovenia that did not sell online to other EU countries in 2014 say they are currently considering doing this (50%), as do 38% in Poland, 37% in Finland and 34% in Romania while companies in Croatia (29%) and Sweden (17%) are the most likely to say they are trying to sell online to other countries in the EU now.

**Difficulties when selling online to other EU countries**

**Companies that sell online to other EU countries or used to do so in the past**

At least half of the group of companies that sell, used to sell, or tried to sell online to other EU countries say that delivery costs are too high when selling to other EU countries (51%), with 27% saying this is a major problem. At least one in five say that the expense in resolving cross-border complaints is a major problem, while 20% say it is a minor problem. Almost the same proportion, 19%, say the fact that guarantees and returns are too expensive is a major problem, while 23% say this as a minor problem.

For almost one third of companies (32%), slow Internet speeds are a problem when selling to other EU countries, and for 16% this is a major issue. For 17% of companies, the fact that their client’s Internet connection is not fast enough is a problem, and for 9% of companies this is a major problem.

For 15% the complications or costs of dealing with foreign taxation is a major problem, as is not knowing the rules that need to be followed, and a lack of language skills.

Relatively few companies say that a lack of security for cross-border payments (29%), or data protection concerns (31%) are problems when selling online to other EU countries. In both cases just 12% say this is a major problem. Just one in ten companies say reasons of interoperability are a major problem (10%).

For the other possible difficulties, fewer than one in ten say these are major problems, with products and services specific to the local market, and product labelling needing to be adapted the most likely to be considered a problem to some degree (both 21%).

However, most companies (66%) say that copyright preventing them from selling abroad, or making it too expensive to sell abroad is not a problem at all.

Taking a broader view, issues relating to costs are the most likely to be considered problems overall, and they are also the most likely to be considered major problems. A lack of Internet speed also rates highly, as do problems relating to skills and information (language skills, complex foreign taxation).
## Companies engaged in online activities

### Q5a. For each of the following difficulties that may present itself when selling or trying to sell online to other EU countries, can you tell me if it has been a major problem, a minor problem or not a problem at all?

<table>
<thead>
<tr>
<th>Difficulty</th>
<th>A major problem</th>
<th>A minor problem</th>
<th>Not a problem at all</th>
<th>Not applicable (DO NOT READ OUT)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery costs are too high</td>
<td>27%</td>
<td>24%</td>
<td>30%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>Resolving complaints and disputes cross-border is too expensive</td>
<td>21%</td>
<td>20%</td>
<td>47%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Guarantees and returns are too expensive</td>
<td>19%</td>
<td>23%</td>
<td>47%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Dealing with foreign taxation is too complicated or too costly</td>
<td>15%</td>
<td>23%</td>
<td>50%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>You don’t know the rules which have to be followed</td>
<td>15%</td>
<td>22%</td>
<td>56%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Your company’s Internet connection is not fast enough</td>
<td>15%</td>
<td>16%</td>
<td>64%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>You lack the language skills to deal with foreign countries</td>
<td>15%</td>
<td>24%</td>
<td>50%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>You are concerned your data is not well protected when selling abroad</td>
<td>12%</td>
<td>19%</td>
<td>63%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Payments from other countries are not secured enough</td>
<td>12%</td>
<td>17%</td>
<td>65%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>For reasons of Interoperability, you cannot provide your products and/or services abroad</td>
<td>10%</td>
<td>13%</td>
<td>66%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Clients abroad do not have a fast enough Internet connection</td>
<td>9%</td>
<td>11%</td>
<td>68%</td>
<td>4%</td>
<td>11%</td>
</tr>
<tr>
<td>Your products and/or services are specific to your local market</td>
<td>6%</td>
<td>13%</td>
<td>70%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Your suppliers request you to sell abroad at a different price</td>
<td>8%</td>
<td>12%</td>
<td>67%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Your suppliers do not allow you to use third platform to sell your products and/or services</td>
<td>8%</td>
<td>9%</td>
<td>69%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Your product labelling has to be adapted</td>
<td>7%</td>
<td>14%</td>
<td>64%</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Copyright prevents you from selling abroad or is too expensive to sell abroad</td>
<td>7%</td>
<td>11%</td>
<td>66%</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>Your suppliers restrict or forbid you to sell abroad</td>
<td>6%</td>
<td>10%</td>
<td>72%</td>
<td>10%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: Companies that sold their products and/or services online in another EU country in 2014 and those that used to do so or tried to do so (N=1903)

### Companies that don’t sell online to other EU countries but are trying to now

In companies that don’t sell online but are currently trying to do so, more than six out of ten say the fact that delivery costs are too high is a problem (62%) – and for 41% this is a major problem. More than six out of ten also say the cost of resolving cross-border complaints is also a problem (62%), and for 37% this is a major problem.

More than half (58%) say the cost of guarantees and returns is a problem, and for 32% it is a major one. For 31% of companies, not knowing which rules to follow is a major problem when trying to sell online to another country, and a further 32% say this is a minor problem. More than half (54%) say the costs or complications from dealing with foreign taxation is a problem (30% say this is a major problem). One in five say lacking language skills is a major problem, with a further 28% citing this as a minor problem.
More than four in ten also think that data protection when selling abroad is a problem, with 18% saying this is a major problem. Almost one in five (18%) say the fact that interoperability means they cannot provide their products/services abroad is a major problem, with a further 22% saying this would be a minor problem.

For almost all of the other issues, at least one in ten companies say they would be major problems if they were to sell online to other EU countries. Companies are least likely to say that the fact that their products or services are specific to the local market, or that suppliers request they sell abroad at different prices would be major problems for them.

As was the case for companies that currently or used to sell online, issues relating to cost are perceived as the most likely to cause problems, and particularly major problems. Companies are more likely to have problems with product-related issues than with the supplier issues discussed above. It is, however, interesting to note that companies that are considering or trying to sell online are more likely to see these issues - such as high delivery costs, the costs of returns and the cost of resolving cross-border complaints - as major problems, when compared to companies that currently or used to sell online.
Companies that don’t sell online

As was the case for companies currently selling online, or those that have tried or are considering selling online, issues relating to cost are the most likely to be considered problems for companies that don’t currently sell online as well. Overall more than half of this group of companies say that the fact that delivery costs are too high, or that guarantees and returns are too expensive would be a problem (57% and 55% respectively). In both cases around one third of companies say these would be major problems (33% and 32% respectively).

At least half of these companies also say that not knowing the rules to be followed would be a problem (54%), with 29% of the opinion this would be a major problem.
Along with the cost issues mentioned above, these are the only issues that at least half of the companies considered would be a problem to some degree.

More than one quarter of these companies say a slow Internet connection (29%) or the risk that online sales would bring prices of their products down (27%) would be major problems if they were to sell online, while 24% say this about the fact suppliers charge higher prices for products sold online and 23% say the fact they don’t have the necessary digital skills would be a major problem.

Only a minority of companies say the risk that online sales would damage the overall image of the company and trademarks, that suppliers restrict or forbid them from selling online, or the fact that suppliers do not allow the use of third party platforms to sell would be a problem to any degree, and fewer than one in five say these issues would be major problems.

Q6c. If you were to sell your products and/or services online, tell me if each of the following difficulties would be a major problem, a minor problem or not a problem at all for your company?

- Delivery costs are too high
- Guarantees and returns are too expensive
- You don’t know the rules which have to be followed
- Your Internet connection is not fast enough
- There is a risk that online sales would bring prices of your products down
- Your suppliers charge you a higher price for products which are sold online
- You do not have the necessary digital skills
- There is a risk that online sales would damage the overall image of your company and trademarks
- Your suppliers restrict or forbid you from selling online
- Your suppliers do not allow you to use third party platforms to sell your products and/or services

Base: Companies that don’t sell online (N=5122)
**Share of traditional sales that came from different regions in 2014**

As was the case for online sales, the majority of traditional sales for companies that made sales through traditional channels in 2014 were in the country where the company was located (89.3%), while just over 10% came from outside a company’s own country (7.3% came from other EU countries, and 3.4% from countries outside the EU).

Base: Companies that sell their products/services offline (N=8525)

**Possible impact of the common e-commerce rules on online selling**

Almost one quarter of companies that either sold online to other EU companies in 2014, who used to do this, or who are currently considering or trying this, say they would definitely start or increase online sales to other Member States if there were common rules for e-commerce across the EU (23%). A further 34% said they would do this to some extent. Almost one in five (16%) said they definitely would not do this, while 21% said they would not really start or increase sales to other EU Member States if there were common rules.
Q11. If the same rules for e-commerce between your company and customers were applied in all EU Member States, do you think that your firm would start or increase its sales online in other EU countries?

- Yes, definitely: 34%
- Yes, to some extent: 21%
- No, not really: 16%
- No, definitely not: 6%
- Don't know: 23%

Base: Companies that sold their products and/or services online in another EU country in 2014 and those that used to do it, tried to do it, are trying to do it or are considering it (N=2423)
II. PURCHASING ONLINE

Value of online purchases in 2014

On average, the approximate value of the goods or services bought online accounted for 23.3% of the total value of purchases for companies that purchased online and/or used EDI-type transactions. Almost two thirds (63%) said the value was between 1% and 25%, while 10% said the value was between 26% and 50%. For one in ten companies (10%) online accounted for between 76% and 100% of goods and services purchased by the company in 2014.

![Bar chart showing the percentage of the value of goods and services purchased online in 2014.]

Base: Companies that purchase online and/or use EDI-type transactions (N=7463)

Means of purchasing online

As companies are most likely to sell their own goods and services via their own websites and apps, companies are most likely to use the apps or websites of their suppliers (73%). At least four in ten use small (46%) or large (45%) commercial platforms, while one in five (20%) use EDI-type transactions.
In all but two of the countries studied, companies are most likely to use the websites or apps of their providers to purchase products or services online. This is particularly the case for companies in Denmark (89%), Austria (87%) and Luxembourg (86%), but is also the case for at least half of the companies in 24 of the 26 countries studied. The exceptions are Latvia (38%) and Hungary (43%).

**Share of online purchases that came from different regions in 2014**

The large majority of online purchases made by companies that purchased online, or used EDI-type transactions were within their own country (83.3%). Their proportion of purchases that came from countries outside the EU was small (4.5%), with an average of 12.2% coming from other EU countries.
In 21 of the 26 Member States studied, companies are most likely to say they will probably never buy products or services online from other EU countries. This is particularly the case for companies in the United Kingdom (76%), Sweden (74%) and Austria (73%). Companies in Estonia (48%), Croatia (43%), Bulgaria (37%), Romania and Slovenia (both 35%) are most likely to say they are currently considering buying products or services online from other EU countries while Companies in Finland (14%), Germany (13%) and Croatia (12%) are the most likely to say they used to buy online from other EU countries but stopped doing this.

**Attitudes and experience of companies that don’t purchase online from other EU countries**

Most companies that did not purchase any goods and/or services online from another EU country in 2014 said they will probably never buy products or services online from other EU countries (59%). Almost one in five (18%) say they are currently considering doing this, while 7% have done so in the past but have now stopped. One in twenty (5%) tried but have given up, while 3% are currently trying to buy goods or services online from another EU country.

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4 Due to very low sample size, Luxembourg is not included in the discussion of country results.
Difficulties when purchasing online from other EU countries

Companies that purchase online or used to do so in the past

As was the case when selling online, issues relating to costs are the most likely to have been problems when purchasing online for companies that purchased some goods and/or services online from another EU country in 2014, as well as those that either used to do so or tried to do so.

There are only two issues that have been a problem for the majority of companies: high delivery costs (57%) and the expense of resolving cross-border complaints and disputes (53%). Companies are, however, most likely to say that the expense of resolving cross-border complaints was a major problem (32%), while 28% say this about delivery costs being too high, and 22% say concerns about data protection when purchasing abroad were a major problem.

Almost one in five said a lack of language skills was a major problem (19%), while payments to other countries not being secure enough was a major problem for 18%, and 16% said foreign suppliers refused to deliver to their country.

The majority of these companies said copyright restrictions, product labelling having to be adapted, and interoperability were not a problem at all when trying to purchase online form another EU country.
Q10a. For each of the following difficulties that may present itself when purchasing or trying to purchase online from other EU countries, can you tell me if it has been a major problem, a minor problem or not a problem at all?

- Resolving complaints and disputes cross-border is too expensive: 32% A major problem, 21% A minor problem, 33% Not a problem at all, 9% Not applicable (DO NOT READ OUT), 4% DKNA.
- Delivery costs are too high: 28% A major problem, 29% A minor problem, 36% Not a problem at all, 4% Not applicable (DO NOT READ OUT), 1% DKNA.
- You are concerned your data are not well protected when purchasing abroad: 22% A major problem, 22% A minor problem, 51% Not a problem at all, 3% Not applicable (DO NOT READ OUT), 2% DKNA.
- You lack the language skills for dealing with foreign countries: 10% A major problem, 22% A minor problem, 55% Not a problem at all, 3% Not applicable (DO NOT READ OUT), 1% DKNA.
- Payments to other countries are not secure enough: 19% A major problem, 17% A minor problem, 60% Not a problem at all, 3% Not applicable (DO NOT READ OUT), 2% DKNA.
- Foreign suppliers refuse to deliver to your country: 15% A major problem, 13% A minor problem, 65% Not a problem at all, 4% Not applicable (DO NOT READ OUT), 2% DKNA.
- Copyright prevents foreign suppliers from delivering to your country, or makes it too expensive to deliver to your country: 15% A major problem, 17% A minor problem, 57% Not a problem at all, 7% Not applicable (DO NOT READ OUT), 4% DKNA.
- The product labelling has to be adapted: 4% A major problem, 21% A minor problem, 57% Not a problem at all, 6% Not applicable (DO NOT READ OUT), 2% DKNA.
- For reasons of interoperability, you cannot use foreign products and/or services: 13% A major problem, 18% A minor problem, 61% Not a problem at all, 4% Not applicable (DO NOT READ OUT), 4% DKNA.

Base: Companies that purchased some goods and/or services online from EU country in 2014 and those that used to do so or tried to do so (N=3859)

**Companies that don’t purchase online but are trying to now**

Cost-related issues are the most likely to be considered a problem for companies that do not purchase online from other EU countries but are currently trying to do so. Almost three quarters (73%) say the expense of resolving cross-border complaints would be a problem, and 46% say it would be a major problem, while 71% say delivery costs being too high would be a problem (42% say it would be a major problem).

A majority of companies also say that a lack of language skills (60%), as well as concerns about data protection (59%) would be problems to some degree. In fact in both cases 29% say these issues would be major problems. A majority also say the fact that product labelling has to be adapted (55%), and payments to other countries
**not being secure enough** (55%) would be problems. In both cases around one quarter consider these to be major problems (25% and 24% respectively), but they are more likely to be considered minor rather than major problems.

Companies are least likely to say that **reasons of interoperability** would be a major problem (18%).

These companies are more likely than those that have purchased online or have tried to do so to consider each of these issues to be problems in general, and they are also more likely to say they would be major problems.

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**Q10b. If you were to purchase your products and/or services online from other EU countries, tell me if each of the following difficulties would be a major problem, a minor problem or not a problem at all for your company?**

- **Resolving complaints and disputes cross-border is too expensive**: 40% major, 27% minor, 19% not a problem, 2% not applicable
- **Delivery costs are too high**: 42% major, 20% minor, 23% not a problem, 2% not applicable
- **You lack the language skills to deal with foreign countries**: 29% major, 31% minor, 40% not a problem, 1% not applicable
- **You are concerned your data are not well protected when purchasing abroad**: 29% major, 30% minor, 30% not a problem, 1% not applicable
- **Foreign suppliers refuse to deliver to your country**: 26% major, 17% minor, 43% not a problem, 2% not applicable
- **The product labelling has to be adapted**: 25% major, 30% minor, 41% not a problem, 2% not applicable
- **Copyright prevents foreign suppliers from delivering to your country, or makes it too expensive to deliver to your country**: 25% major, 19% minor, 44% not a problem, 5% not applicable
- **Payments to other countries are not secure enough**: 24% major, 31% minor, 41% not a problem, 1% not applicable
- **For reasons of interoperability, you cannot use foreign products and/or services**: 18% major, 23% minor, 40% not a problem, 2% not applicable

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**Base:** Companies that did not purchased any goods and/or services online from EU country in 2014 but are trying to do it or considering it (N=842)
Between the 19th of January and the 6th of February 2015, TNS Political & Social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the survey FLASH EUROBAROMETER 413 about "Companies engaged in online activities".

This survey has been requested by the EUROPEAN COMMISSION, Directorate-General for Communication Networks, Content and Technology and co-ordinated by the Directorate-General for Communication (DG COMM “Strategy, Corporate Communication Actions and Eurobarometer” Unit).

FL413 covers businesses employing one or more persons in companies selling and/or buying on the Internet or using EDI-type transactions (Electronic Data Interchange, e.g.: XML) in the sectors of manufacturing, wholesale and retail trade, repair of motor vehicles and motorcycles, accommodation and food service activities, and information and communication (NACE codes C, G, I, J). Whenever a company was eligible the selected respondent had to have decision making responsibilities in the company (managing director, CEO) including those who lead the commercial activities of the company (Commercial managers, sales managers, marketing managers).

All interviews were carried using the TNS e-Call center (our centralized CATI system). The sample was selected from an international business database Bureau van Dijk database (Orbis) for all countries except for the UK (Dun & Bradstreet) and for Ireland (Bill Moss), with some additional sample from local sources in countries where necessary.

The sample frames used to target the universe (companies with 1 employee or more, with NACE codes C, G, I or J, who conduct e-commerce ) were business databases that from previous experience have shown good coverage and have up to date information. Within these sample frames flags to identify e-commerce are not available. The approach was therefore to select sample from the population of companies with NACE codes C, G, I or J, who have at least 1 employee and then identify e-commerce companies through a screener question. Sample was selected from the frame, within country, using a stratified sampling approach, selecting companies proportional to the population of company size band and then randomly selecting records within company size band (company size bands : 1-9, 10-49-50-249 and 250+). Due to the lack of universe data no quotas could be set for this survey. To account for potential response bias due to differing participation rates amongst companies, weighting was applied to the final data. Universe data for weighting was generated by applying the observed incidence of e-commerce companies within company size bands and sector bands to Eurostat universe data. (Size bands as above, sector bands: Manufacturing = C, Services = G,I,J)\(^*\).

\(^*\) In Romania only the fieldwork took place between the 19th of January and the 11th of February.
Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples sizes up to 500 interviews, the real percentages vary within the following confidence limits:

<table>
<thead>
<tr>
<th>Sample Size (n)</th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
<th>20%</th>
<th>25%</th>
<th>30%</th>
<th>35%</th>
<th>40%</th>
<th>45%</th>
<th>50%</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>13.5%</td>
<td>18.6%</td>
<td>22.1%</td>
<td>24.8%</td>
<td>26.8%</td>
<td>29.5%</td>
<td>30.4%</td>
<td>30.8%</td>
<td>31.0%</td>
<td>10</td>
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Assumptions
2 Tailled confidence interval
CI \( = 95\% \) confidence interval \( \approx (a = 0.05) \)
The sample was selected randomly and independently from a population whose scores are normally distributed.

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TOTAL 8.705 19/01/2015 6/02/2015 2.425.114