



Flash Eurobarometer 439

Report

The use of online marketplaces and search engines by SMEs

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Survey requested by the European Commission,
Directorate-General for Communications Networks, Content & 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.

Flash Eurobarometer 439 – TNS Political & Social

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(DG COMM "Strategy, Corporate Communication Actions and Eurobarometer" Unit)

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INTRODUCTION

The Internet continues to have a profound impact on businesses across Europe, not only in the way they market and sell their products and services, but also in the very nature of those products and services. Digital is already an important economic sector for Europe, growing at seven times the rate of the rest of the economy. The importance of digital has been further highlighted by the inclusion of the Digital Single Market as one of the 10 priorities for the Jean-Claude Juncker's European Commission, as announced to the European Parliament on 15 July 2014¹. The Digital Single Market envisaged for Europe is one where individuals and businesses can seamlessly access and undertake online activities with fair competition and a high level of data protection. The Digital Single Market also has the potential to create a much broader consumer base for Europe's businesses, and to make cross-border selling easier and less costly².

This report presents the results from a new Eurobarometer survey that considers one aspect of e-commerce and the digital market: selling goods and services online. In particular, it focusses on retail and services SMEs in 10 Member States, and their use of search engines and online marketplaces to sell their goods and services.

It covers a range of topics, including:

- The prevalence of online selling amongst companies, and the means they use to sell online;
- The data collected by and provided by online marketplaces: companies' awareness about what is collected, its usefulness and transferability;
- Attitudes towards search engines: the impact the order of search results has on sales and the use of search optimisation techniques;
- The reliability of online review systems, and their impact on sales;
- Attitudes towards the terms and conditions for online marketplaces;
- The availability of dispute resolution processes for online platforms, and the ease of transferring to an alternate service.

This survey was carried out by TNS Political & Social network in 10 Member States of the European Union between the 13th and the 22nd April 2016. Some 4,904 companies were interviewed via telephone (landline and mobile phone) in their mother tongue on behalf of the European Commission, Directorate-General for Communications Networks, Content & Technology. The sample comprises companies employing 1 to 250 employees in the retail (NACE category G) and services (NACE categories H, I, J, M, N, R). The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Strategy, Corporate Communication Actions and Eurobarometer" Unit)³.

¹ *A New Start for Europe: My Agenda for Jobs, Growth, Fairness and Democratic Change. Political Guidelines for the next European Commission*. Text available at: http://ec.europa.eu/priorities/docs/pg_en.pdf

² <https://ec.europa.eu/digital-single-market/en/digital-single-market>

³ http://ec.europa.eu/public_opinion/index_en.htm

Note: In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

Denmark	DK
Germany	DE
The Netherlands	NL
Estonia	EE
Poland	PL
Spain	ES
France	FR
Ireland	IE
Sweden	SE
United Kingdom	UK

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

KEY FINDINGS

SELLING PRODUCTS AND SERVICES ON THE INTERNET

- Almost four in ten companies sell their products and/or services on the Internet (37%); however, a majority of companies never do so (62%).
- Almost nine in ten companies selling on the Internet use their commercial website to sell products and/or services on the Internet (88%), while 82% rely on search engines to do this. Less than half of all companies use online marketplaces to sell their products and services (42%).

THE USE OF COMMERCIAL DATA COLLECTED VIA ONLINE MARKETPLACES

- At least six in ten companies using online marketplaces agree that the information about the behaviour and preferences of their customers they receive through online marketplaces is useful for the development or improvement of their products or services (64%).
- At least half of these companies usually get the data they need about their customers from online marketplaces (53%).
- At least half of these companies know what data are collected by the online marketplace about their company's activity, and how the data is used (55%).
- Just over four in ten companies using online marketplaces say they can easily transfer key commercial data from one online marketplace to another (41%).

ATTITUDES TOWARDS SEARCH ENGINES

- Two thirds of the companies that sell online agree that their position in search results has a significant impact on their sales (66%). In fact, nearly six in ten companies use search engine optimization techniques to appear higher in search results (56%).
- Nearly half of these companies agree that search engines should be allowed to change the order in which they display results to suit their own commercial interests (48%).
- Less than four in ten companies using the Internet to sell their products and/or services agree that there is a reliable dispute resolution system if they have a dispute with a search engine operator (37%).

ATTITUDES TOWARDS REVIEW RANKINGS ON ONLINE PLATFORMS

- More than half of all companies selling online agree that they can report false reviews about their company and have them removed (53%). However, more than half agree that, in general, user reviews are genuine (53%).
- More than half say their company's reviews on online platforms have a significant impact on their sales (52%).

TERMS AND CONDITIONS ON ONLINE MARKETPLACES

- Just over six in ten companies that sell their products and/or services on online marketplaces agree that the terms and conditions on these websites are generally clear (63%). Just over a third of companies agree that they can influence or amend the terms and conditions (36%).
- The majority of these companies agree that they can easily switch to a different online marketplace if the existing terms and conditions are changed to the detriment of their company (54%). Half of the companies that use an online marketplace agree that there is a reliable dispute resolution system if they have a dispute with the online marketplace they use (50%).

SELLING PRODUCTS AND SERVICES ON THE INTERNET

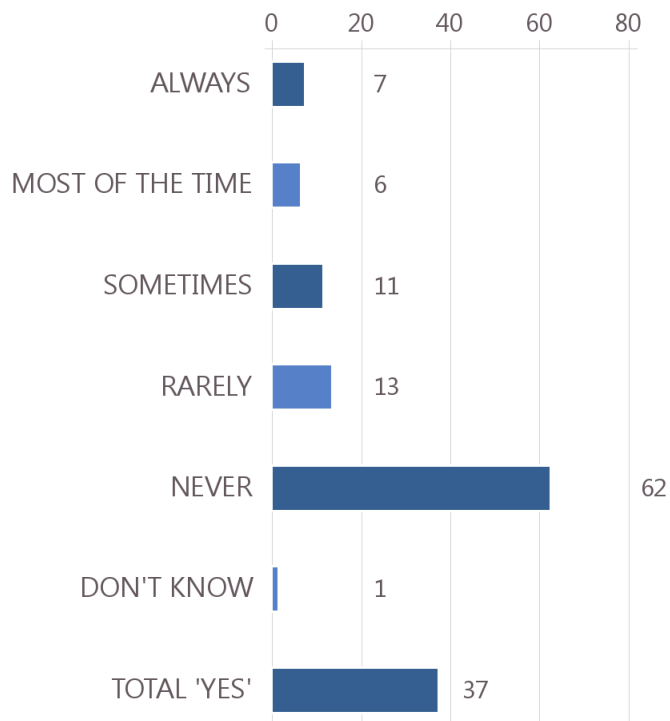
This part of the report investigates companies' use of the Internet to sell products and services. Companies were asked how often they use the Internet to sell products. Those that do sell online were asked the means they used, e.g. a commercial website, online marketplaces, or search engines.

- More than one third of companies sell their products and/or services on the Internet -

More than one third of companies sell their products and/or services on the Internet (37%). There is a fairly even balance between companies that rarely (13%), sometimes (11%), mostly (6%) or always sell online (7%)⁴.

The majority of companies, however, never sell their products and/or services on the Internet (62%).

D6 How often do you sell your products and/or services on the Internet?
(% - TOTAL)













Total base (N=4,904)

⁴ D6 How often do you sell your products and/or services on the Internet? Always; Most of the time; Sometimes; Rarely; Never; Don't know.

Companies in Germany (46%) and in the Netherlands (45%) are the most likely to sell their products and/or services on the Internet, particularly compared to those in Estonia (21%) and Sweden (25%).

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

	Always	Most of the time	Sometimes	Rarely	Never	Don't know	Total 'Yes'
TOTAL	7	6	11	13	62	1	37
DE 	9	8	8	21	53	1	46
NL 	8	9	14	14	54	1	45
UK 	12	8	15	8	56	1	43
PL 	5	8	12	16	58	1	41
IE 	10	7	12	11	60	0	40
DK 	4	7	12	9	68	0	32
ES 	4	3	11	14	67	1	32
FR 	4	5	12	8	71	0	29
SE 	4	3	8	10	74	1	25
EE 	5	3	6	7	79	0	21

Total base (N=4,904)

The analysis of company characteristics shows the following:

- The more employees a company has, the more likely they are to sell their products and/or services on the Internet: 36% of those with 1-9 employees do so, compared to 53% of those with 50-250 employees⁵.
- There is no clear pattern based on turnover in 2015, although those with a turnover between 500,000 and 2 million euros are the most likely to sell online (45%).

D6 How often do you sell your products and/or services on the Internet?
(% - TOTAL)

	Total 'Yes'
TOTAL	37
Company size	
1-9	36
10-49	42
50-250	53
Company's turnover in 2015	
Up to 100 000 euros	38
More than 100 000 to 500 000 euros	33
More than 500 000 to 2 mil. euros	45
More than 2 mil. euros	38
More than 10 million euros	40

⁵ Care should be taken when interpreting the result for 50-250 employees, due to low base size (50).

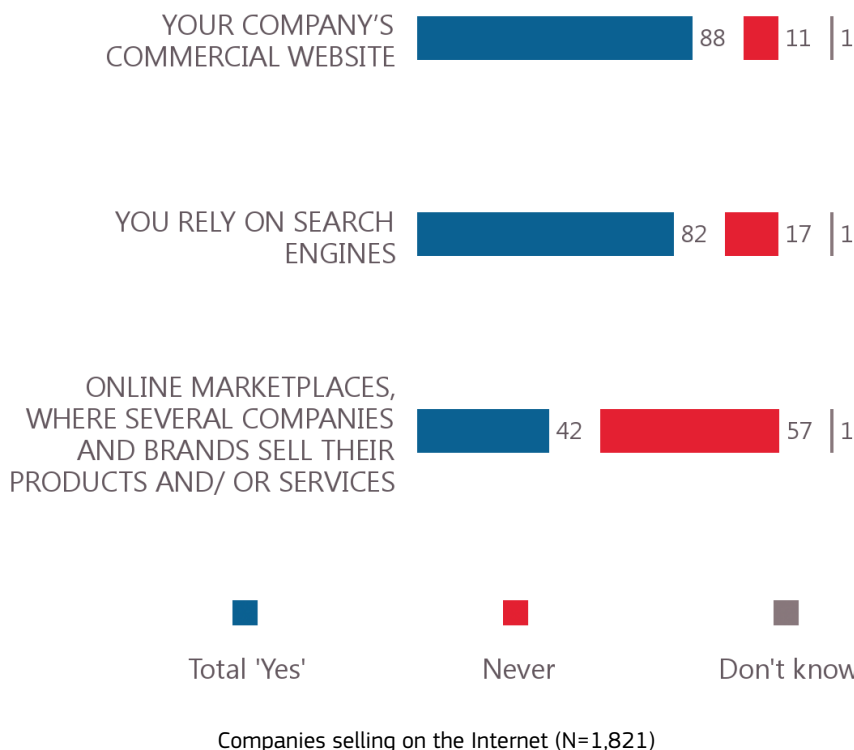
- Almost nine in ten companies use their commercial website to sell their products and/or services on the internet -

Amongst companies that sell on the Internet, nearly nine in ten use **their commercial website** to do so (88%). More than one third (35%) **always** use their own website to sell online⁶. Just over one in ten **never** use their commercial website to sell products and/or services online (11%).

Of companies that sell online, more than eight in ten rely on **search engines** to sell their products or services online (82%), with almost one in five **always** relying on them (19%)⁷. Almost one in five **never** rely on search engines to sell their products or services on the Internet (17%).

More than four in ten companies use **online marketplaces** to sell their products and services (42%)⁸. Only 6% say they **always** use online marketplaces. The majority of these companies, however, **never** use online marketplaces to sell their products and services on the Internet (57%).

D7 Does your company use any of the following to sell your products and / or services on the Internet?
(% - TOTAL)



⁶ D7.1 Does your company use any of the following to sell your products and / or services on the internet? Your company's commercial website. Always; Most of the time; Sometimes; Rarely; Never; Don't know.











⁷ D7.3 Does your company use any of the following to sell your products and / or services on the internet? You rely on search engines. Always; Most of the time; Sometimes; Rarely; Never; Don't know.

⁸ D7.2 Does your company use any of the following to sell your products and / or services on the internet? Online marketplaces, where several companies and brands sell their products and/ or services. Always; Most of the time; Sometimes; Rarely; Never; Don't know.

At a country level, at least nine in ten companies in Ireland, Spain (both 92%) and France (90%) use their **commercial website** to sell their products and/or services on the Internet. Companies in Poland (74%), Estonia (76%) and Denmark (85%) are the least likely to do this, although these results still represent a large majority⁹.

D7.1 Does your company use any of the following to sell your products and / or services on the Internet?

Your company's commercial website (%)











		Always	Most of the time	Sometimes	Rarely	Never	Don't know	Total 'Yes'
TOTAL		35	18	20	15	11	1	88
ES		38	15	17	22	8	0	92
IE		34	19	26	13	7	1	92
FR		33	23	26	8	9	1	90
NL		42	18	18	11	11	0	89
UK		42	15	25	7	10	1	89
DE		36	19	13	21	9	2	89
SE		48	8	18	13	10	3	87
DK		25	23	26	11	15	0	85
EE		60	8	4	4	22	2	76
PL		18	16	23	17	23	3	74

Companies selling on the Internet (N=1,821)

In all countries, at least seven in ten companies that sell online **rely on search engines**. Those in Poland, Ireland (both 87%), the United Kingdom (86%) and France (83%) are the most likely to do so, compared to 71% in Estonia, 72% in Denmark and 73% in Sweden.

D7.3 Does your company use any of the following to sell your products and / or services on the Internet?

You rely on search engines (%)











		Always	Most of the time	Sometimes	Rarely	Never	Don't know	Total 'Yes'
TOTAL		19	23	27	13	17	1	82
PL		21	25	27	14	13	0	87
IE		19	24	34	10	10	3	87
UK		17	22	41	6	13	1	86
FR		28	22	18	15	17	0	83
DE		15	29	19	16	17	4	79
NL		21	24	24	9	21	1	78
ES		14	17	31	15	23	0	77
SE		23	11	22	17	24	3	73
DK		12	21	25	14	28	0	72
EE		30	9	17	15	27	2	71

Companies selling on the Internet (N=1,821)

⁹For the country analysis of D7.1, D7.2 and D7.3, care should be taken when interpreting the results for Denmark, Estonia, France and Sweden due to low base sizes (127, 105, 144 and 124 respectively).

At least half of the companies in Ireland (58%), the United Kingdom (54%), Germany and Poland (both 50%) that sell online use **online marketplaces**. In contrast, less than one in five of this group of companies in Spain use online marketplaces (18%).

- D7.2** Does your company use any of the following to sell your products and / or services on the Internet?
Online marketplaces, where several companies and brands sell their products and/ or services (%)

	Always	Most of the time	Sometimes	Rarely	Never	Don't know	Total 'Yes'
TOTAL	6	9	15	12	57	1	42
IE 	9	10	22	17	40	2	58
UK 	12	9	23	10	46	0	54
DE 	8	12	13	17	50	0	50
PL 	5	10	16	19	49	1	50
FR 	5	11	16	14	53	1	46
NL 	3	8	21	10	57	1	42
EE 	13	2	10	8	67	0	33
DK 	3	5	13	7	71	1	28
SE 	6	9	8	4	72	1	27
ES 	2	1	9	6	82	0	18

Companies selling on the Internet (N=1,821)

A review of **company characteristics** does not show noticeable differences in the size, turnover and age of the companies using their **commercial website** to sell their products and/or services on the Internet.

Companies with a turnover of more than 500,000 to two million euros are the least likely to rely on **search engines** to sell online (75% vs. 81%-87%).

Micro companies (1-9 employees) are less likely than small companies (10-49 employees) to sell online using **online marketplaces** (42% vs. 49%)¹⁰. Companies with a turnover of more than two million euros are the most likely to use online marketplaces (50% vs. 38-46%)¹¹.

Many companies use more than one of these ways of selling online:

- At least nine in ten companies that sell using their own website also sell via online marketplaces (92%) and rely on search engines (90%).
- 91% of companies that rely on search engines also use online marketplaces, and 83% also use their own company website.
- Just 47% of companies that use online marketplaces also rely on search engines and just 44% also use their own website.

D7 Does your company use any of the following to sell your products and/or services on the internet?
(% - Total 'Yes')

	Your company's commercial website	Search engines	Online marketplaces
TOTAL	88	82	42
Company size			
1-9	88	81	42
10-49	88	81	49
50-250	91	86	51
Company's turnover in 2015			
Up to 100 000 euros	87	87	43
More than 100 000 to 500 000 euros	89	81	38
More than 500 000 to 2 mil. euros	88	75	46
More than 2 mil. euros	87	84	50
Means used to sell on the Internet - Total 'Yes'			
Company's website	100	83	44
Online marketplaces	92	91	100
Search engines	90	100	47

¹⁰ Medium size companies are not included in this discussion, due to low base size (26).

¹¹ Due to low base sizes, companies with a turnover of more than 2 million up to 10 million euros and those with a turnover of more than 10 million euros have been regrouped for this analysis in order to ensure comparability.

I. THE USE OF COMMERCIAL DATA COLLECTED ON ONLINE MARKETPLACES

This section of the report focuses on data collected by online marketplaces – both about customers, and about the companies themselves. It discusses the use companies make of customer data collected online, and whether companies are able to get the data they need from these websites. Companies' awareness of the use online marketplaces make of their data is considered, as well as their ability to transfer their data from one online marketplace to another.

1 The usefulness and availability of customers' data

- Almost two thirds agree information about customers received through online marketplaces is useful to develop or improve their products or services -

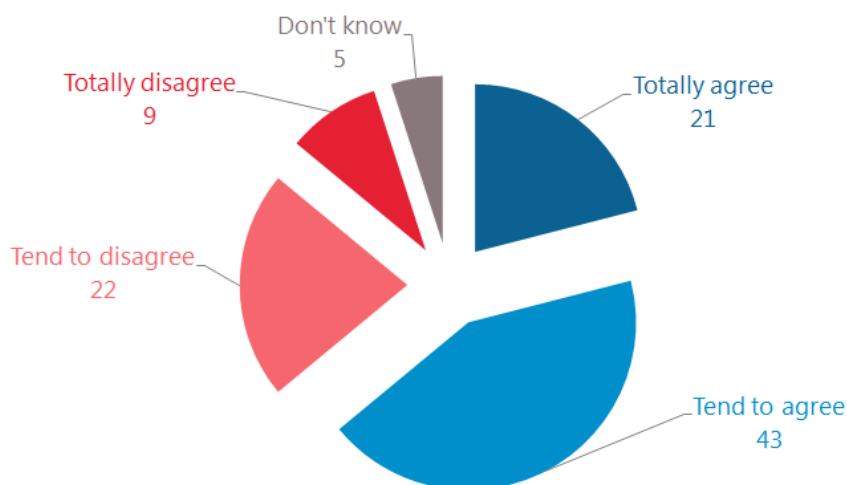
More than six in ten companies using online marketplaces **agree** that **the information they receive through the online marketplace about the behaviour and preferences of their customers is useful for the development or improvement of their products or services** (64%)¹². Just over one in five **totally agree** (21%), while 43% **tend to agree**.

Just over three in ten companies **disagree** with this statement (31%) and fewer than one in ten **totally disagree** (9%).

Q1.1 Please tell me to what extent you agree or disagree with the following statements on online marketplaces:

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

(% - TOTAL)



Base: Companies using online marketplaces (N=774)

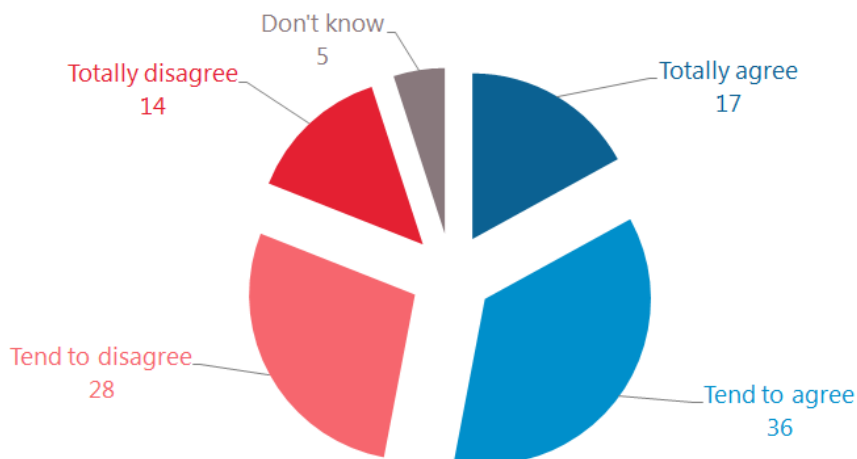
A **country-level analysis** of this question is not possible due to low size of the bases of respondents.

¹² Q1.1 Please tell me to what extent you agree or disagree with the following statements on online marketplaces: 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. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Don't know.

At least half of all companies **agree** that **they usually get the data they need about their customers from online marketplaces** (53%). Almost one in five **totally agree** (17%), while over a third **tend to agree** (36%)¹³.

More than four in ten companies **disagree** that they usually get the data they need about their customers from online marketplaces (42%), although only 14% **totally disagree**.

Q1.2 Please tell me to what extent you agree or disagree with the following statements on online marketplaces:
You usually get the data you need about your customers from online marketplaces
 (% - TOTAL)



Base: Companies using online marketplaces (N=774)

A **country-level analysis** of this question is not possible due to low size of the bases of respondents.

¹³ Q1.2 Please tell me to what extent you agree or disagree with the following statements on online marketplaces: You usually get the data you need about your customers from online marketplaces. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Don't know.

The analysis of **company characteristics** illustrates the following:

- The higher a company's turnover in 2015, the more likely they are to say the **information they receive about customers from online marketplaces is useful**: 58% with a turnover of less than 100,000 euros say this, compared to 74% of those with a turnover of more than 500,000 to two million¹⁴.
- Services companies are more likely to agree **they usually get the data the need about customers from online marketplaces**, compared to retail sector companies (54% vs. 49%).

Q1.1-2 Please tell me to what extent you agree or disagree with the following statements on online marketplaces:
(% - Total 'Agree')

	The information you receive through the online marketplace about the behaviour and preferences of your customers is useful	You usually get the data you need about your customers from online marketplaces
TOTAL	64	53
Sectors grouped (NACE)		
Retail (G)	62	49
Services (H/I/J/M/N/R)	64	54
Company's turnover in 2015		
Up to 100 000 euros	58	54
More than 100 000 to 500 000 euros	63	47
More than 500 000 to 2 mil. euros	74	53

¹⁴ Companies with a turnover of more than two million to ten million (50) and more than 10 million (34) are not included in this discussion, due to low base size.

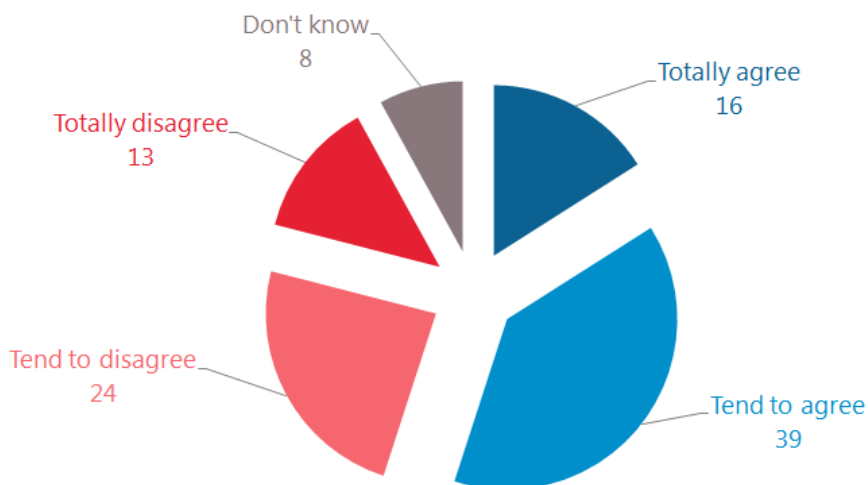
2 Awareness of data collected about companies

- The majority know what data are collected by the online marketplace they use about the activity of their company, and how the data is used -

The majority of companies using online marketplaces **agree** that **they know what data are collected by the online marketplace about the activity of their company and how it is used** (55%)¹⁵. More than one in ten **totally agree** (16%), while almost four in ten companies **tend to agree** (39%).

Less than four in ten companies **disagree** with this statement (37%) and only 13% **totally disagree**.

Q1.3 Please tell me to what extent you agree or disagree with the following statements on online marketplaces:
You know what data are collected by the online marketplace about the activity of your company and how it is used
 (% - TOTAL)



Base: Companies using online marketplaces (N=774)

A **country-level analysis** of this question is not possible due to low size of the bases of respondents.

¹⁵ Q1.3 Please tell me to what extent you agree or disagree with the following statements on online marketplaces: You know what data are collected by the online marketplace about the activity of your company and how it is used. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Don't know.

According to the analysis of **company characteristics**, service sector companies are much more likely than retail companies to **know what data the online marketplace collects about their company, and how it is used** (59% vs. 49%).

Q1.3 Please tell me to what extent you agree or disagree with the following statements on online marketplaces:

You know what data are collected by the online marketplace about the activity of your company and how it is used (% - TOTAL)

	Total 'Agree'
TOTAL	55
Sectors grouped (NACE)	
Retail (G)	49
Services (H/I/J/M/N/R)	59

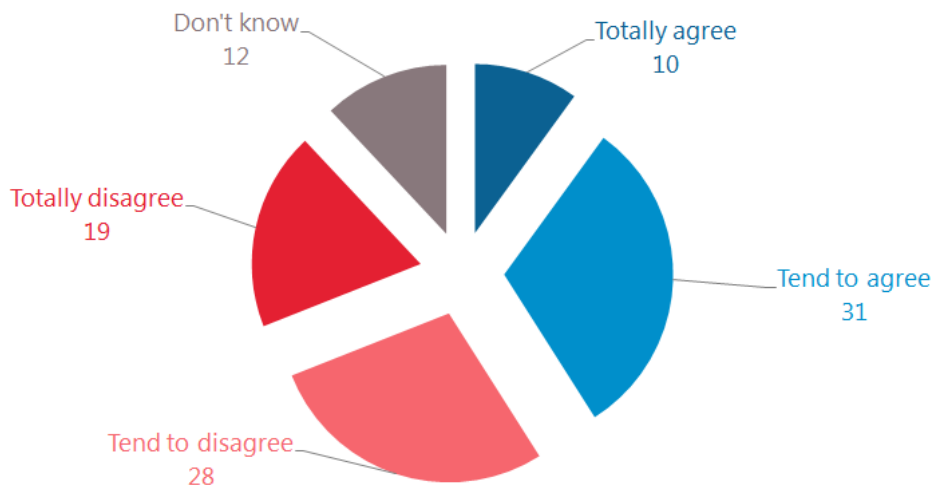
3 Ease of transferring commercial data between online marketplaces

- More than four in ten companies can easily transfer key commercial data from one online marketplace to another -

More than four in ten companies using online marketplaces **agree** that **they can easily transfer their key commercial data from one online marketplace to another** (41%)¹⁶. One in ten SMEs **totally agree** this transfer is easy (10%) and just over three in ten companies **tend to agree** (31%).

However, companies are most likely to **disagree** that this transfer can be easily made (47%). Just over one quarter **tend to disagree** (28%), while 19% **totally disagree**.

Q1.4 Please tell me to what extent you agree or disagree with the following statements on online marketplaces:
You can easily transfer your key commercial data from one online marketplace to another (for example customer ratings)
 (% - TOTAL)



Base: Companies using online marketplaces (N=774)

A **country-level analysis** of this question is not possible due to low size of the bases of respondents.

The analysis of **company characteristics** does not show any notable differences.

¹⁶ Q1.4 Please tell me to what extent you agree or disagree with the following statements on online marketplaces: You can easily transfer your key commercial data from one online marketplace to another (for example customer ratings). Totally agree; Tend to agree; Tend to disagree; Totally disagree; Don't know.

II. ATTITUDES TOWARDS SEARCH ENGINES

This section of the report discusses the attitudes companies that sell online have towards search engines. It explores the impact positioning in search results has on company sales, and the extent to which companies use optimisation techniques to improve their ranking in these results. Their views on whether search engines should be able to modify result order to suit their own commercial interests are considered, as well as opinions about available dispute resolution systems.

- Around two thirds of the companies that sell online agree their position in search results has a significant impact on sales -

Almost one third of the companies that sell online (32%) **totally agree** that **their position in search results has a significant impact on their sales**, while 34% **tend to agree**¹⁷. Overall, 66% have some level of agreement with this statement. Less than three in ten companies **disagree** (29%), with 18% that **tend to disagree** and 11% that **totally disagree**.

The absolute majority of companies selling on the Internet **uses search engine optimization techniques to appear higher in search results** (56%), and there is an even split between those who **tend to or totally agree** (both 28%)¹⁸. Just over a third **disagree** (36%).

Almost half of companies that sell online **agree** that **search engines should be allowed to change the order in which they display results to suit their own commercial interests** (48%)¹⁹. One in five companies **totally agree** with this idea (20%), while 28% **tend to agree**. On the other hand, 44% of companies **disagree** with this statement, and a quarter **totally disagree** (25%).

Only a minority of companies selling online **agree** that **there is a reliable dispute resolution system that they can use if they have a dispute with the search engine operator** (37%)²⁰. Just over one in ten **totally agree** (13%) while 24% **tend to agree**. Just over three in ten companies **disagree** that there is a reliable system (32%): less than one in five **tend to disagree** (19%) and 13% **totally disagree**.

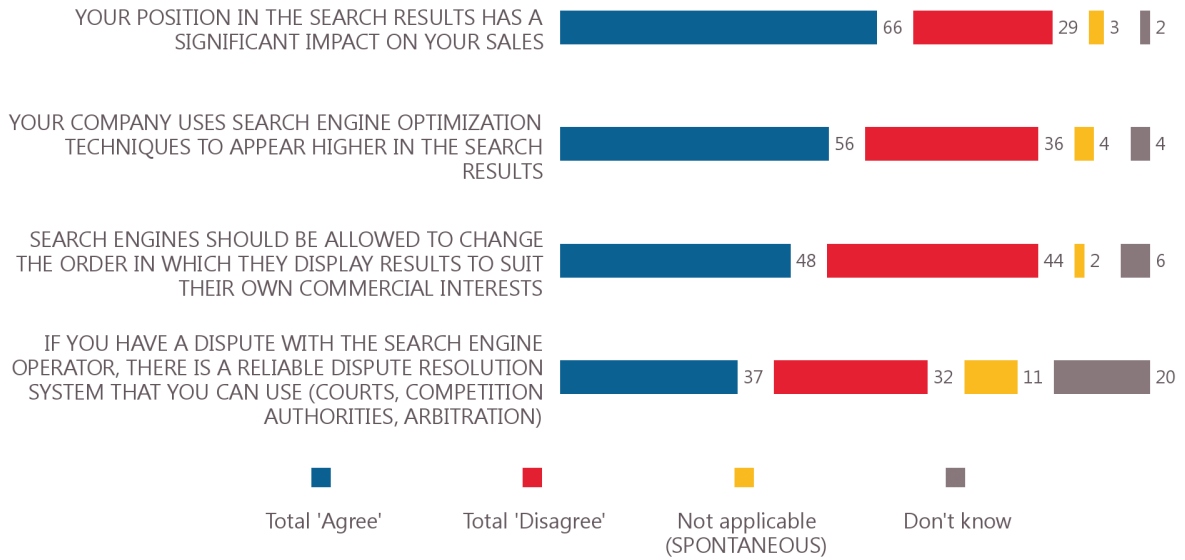
¹⁷ Q3.1 Please tell me to what extent you agree or disagree with each of the following statements about search engines. This includes general and specialist search engines or search engines which are integrated in marketplaces: Your position in the search results has a significant impact on your sales. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Not applicable; Don't know.

¹⁸ Q3.2 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: Your company uses search engine optimization techniques to appear higher in the search results. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Not applicable; Don't know.

¹⁹ Q3.3 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: Search engines should be allowed to change the order in which they display results to suit their own commercial interests. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Not applicable; Don't know.

²⁰ Q3.4 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: 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). Totally agree; Tend to agree; Tend to disagree; Totally disagree; Not applicable; Don't know.

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:
 (% - **TOTAL**)

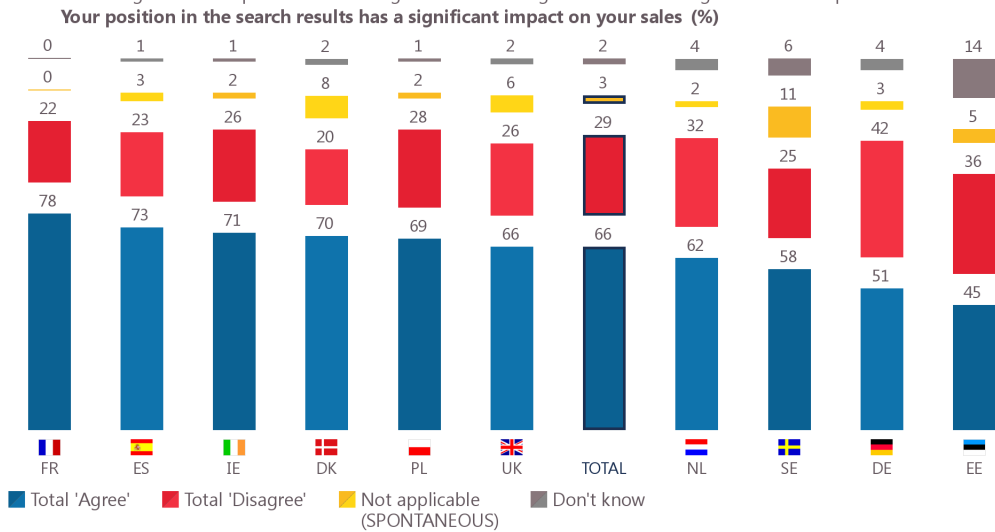


Base: Companies that sell their products on the Internet (N=1,821)

1 The impact of their position in search results on companies' sales, and the use of optimisation techniques

Although companies in each country are most likely to agree that **their position in the search results has a significant impact on their sales**, the proportions vary widely - from 78% in France to 45% in Estonia. Estonia is the only country where fewer than half agree²¹.

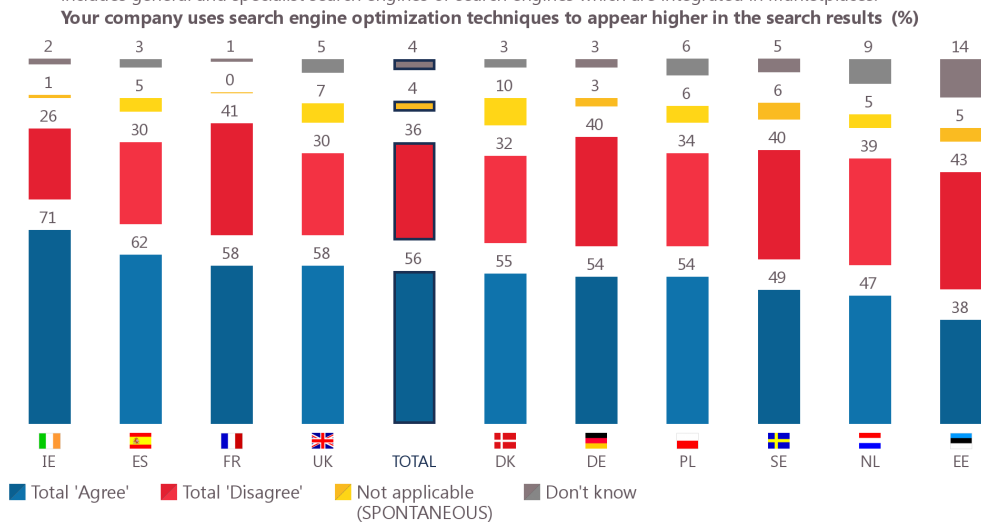
Q3.1 Please tell me to what extent you agree or disagree with each of the following statements about search engines. This includes general and specialist search engines or search engines which are integrated in marketplaces:



Base: Companies that sell their products on the Internet (N=1,821)

Companies in Ireland (71%) are the most likely to agree **their company uses search engine optimization techniques to appear higher in the search results**, and at least the relative majority of companies in all the other countries agree, except for Estonia, where just 38% agree with this statement.

Q3.2 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:



Base: Companies that sell their products on the Internet (N=1,821)

²¹ For the country analysis of Q3.1 and Q3.2, care should be taken when interpreting the results for Denmark, Estonia, France and Sweden due to low base sizes (127, 105, 144 and 124 respectively).

A review of **company characteristics** shows:

- Companies with a turnover of more than 100,000 to 500,000 euros are the most likely to say their position in search results has a significant impact on sales (72% vs. 64%-66%)²².
- Companies that sell using online marketplaces are the most likely to agree with this statement (73%), followed by those that rely on search engines (71%) and those that sell via a company website (68%).

There are no notable differences in company characteristics among companies that use search engine optimisation techniques.

Q3.1 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:

Your position in the search results has a significant impact on your sales (% - TOTAL)

	Total 'Agree'
TOTAL	66
Company's turnover in 2015	
Up to 100 000 euros	66
More than 100 000 to 500 000 euros	72
More than 500 000 to 2 mil. euros	66
More than 2 mil. euros	65
Means used to sell on the Internet - Total 'Yes'	
Company's website	68
Online marketplaces	73
Search engines	71

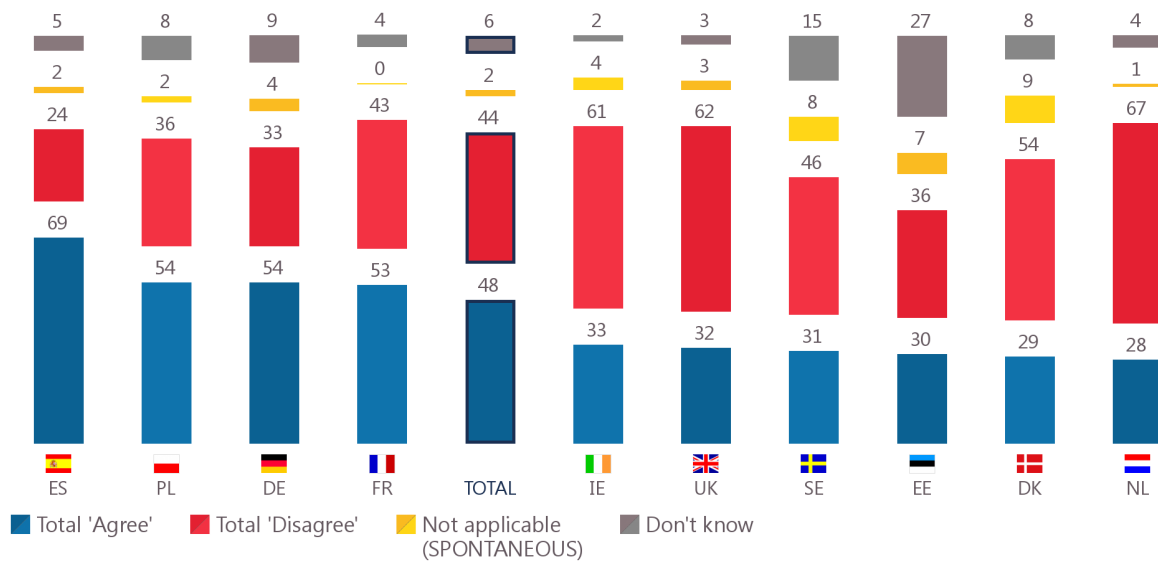
²² Due to low base sizes, companies with a turnover of more than 2 million up to 10 million euros and those with a turnover of more than 10 million euros have been regrouped for this analysis in order to ensure comparability.

2 The order of search results and search engines' commercial interests

Spain is the only country where almost seven in ten companies agree that **search engines should be allowed to change the order in which they display results to suit their own commercial interests** (69%), although a small majority in Poland, Germany (both 54%) and France (53%) also agree. At the other end of the scale, only 28% of companies in the Netherlands think the same way²³.

Q3.3 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:

Search engines should be allowed to change the order in which they display results to suit their own commercial interests (%)



Base: Companies that sell their products on the Internet (N=1,821)

A review of **company characteristics** does not reveal any notable differences.

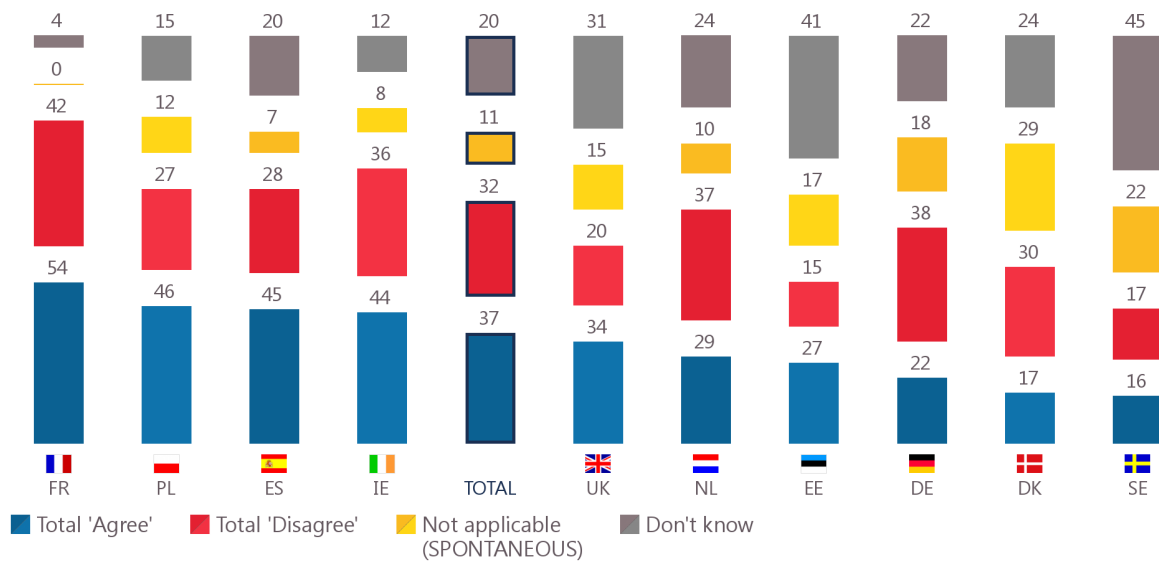
²³ For the country analysis of Q3.3, care should be taken when interpreting the results for Denmark, Estonia, France and Sweden due to low base sizes (127, 105, 144 and 124 respectively).

3 The possibility of using dispute resolution systems

The proportion of companies that agree that **there is a reliable dispute resolution system they can use if they have a dispute with the search engine operator** varies widely - from 54% in France to 16% in Sweden. It is also worth noting that more than four in ten companies in Estonia (41%) and Sweden (45%) are unable to say²⁴.

Q3.4 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:

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) (%)



Base: Companies that sell their products on the Internet (N=1,821)

A review of **company characteristics** does not reveal any notable differences.

²⁴ For the country analysis of Q3.4, care should be taken when interpreting the results for Denmark, Estonia, France and Sweden due to low base sizes (127, 105, 144 and 124 respectively).

III. ATTITUDES TOWARDS REVIEW RANKINGS ON ONLINE PLATFORMS

This chapter examines companies' views about review rankings on online platforms. The discussion focuses on what impact these rankings have on sales, companies' views on whether reviews are genuine, as well as the ability to report false review rankings.

- At least half of companies agree that they can report false reviews and have them removed, that user reviews are generally genuine, and that reviews can have a significant impact on sales -

Just over half of the companies selling on the Internet **agree** that **they can report false reviews about their company and have them removed** (53%)²⁵. Almost a quarter **totally agree** (23%), while 30% **tend to agree**. Just over one quarter **disagree** (28%).

Just over half of these companies also **agree** that **in general, user reviews are genuine** (53%), with more than one in ten (12%) that **totally agree** and 41% that **tend to agree**²⁶. Nearly four in ten companies **disagree** (38%).

At least half of the companies selling online **agree** that **their company's reviews on these online platforms have a significant impact on their sales** (52%)²⁷. Just over one in five **totally agree** (21%), and 31% **tend to agree**. Almost four in ten companies **disagree** (39%), with 16% saying they **totally disagree**.

²⁵ Q4.3 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: You can report false reviews about your company and have them removed. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Not applicable; Don't know.

²⁶ Q4.2 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: In general, these user reviews are genuine. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Not applicable; Don't know.

²⁷ Q4.1 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: Your company's reviews on these online platforms have a significant impact on your sales. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Not applicable; Don't know.

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:
 (% - TOTAL)













Base: Companies that sell their products on the Internet (N=1,821)

1 The possibility of reporting false reviews

At least six out of ten companies in Ireland (61%), Spain, France and the UK (all 60%) agree that **they can report false reviews about their company and have them removed**. Only 26% of companies in Sweden say the same²⁸.

Q4.3 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:

You can report false reviews about your company and have them removed (%)

	Total 'Agree'	Total 'Disagree'	Not applicable (SPONTANEOUS)	Don't know
TOTAL	53	28	8	11
IE 	61	30	4	5
ES 	60	31	2	7
FR 	60	36	1	3
UK 	60	13	11	16
PL 	55	32	3	10
EE 	54	7	8	31
NL 	47	26	8	19
DE 	42	33	13	12
DK 	39	20	18	23
SE 	26	17	25	32

Base: Companies that sell their products on the Internet (N=1,821)

The analysis of **company characteristics** shows no notable differences.











²⁸ For the country analysis of Q4.3, care should be taken when interpreting the results for Denmark, Estonia, France and Sweden due to low base sizes (127, 105, 144 and 124 respectively).

2 The authenticity of user reviews

More than two thirds of companies in Ireland (68%) agree that **in general, user reviews are genuine**. Germany (41%), Estonia (43%) and Denmark (46%) are the only countries where a minority of companies agree²⁹.

Q4.2 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:

In general, these user reviews are genuine (%)

	Total 'Agree'	Total 'Disagree'	Not applicable (SPONTANEOUS)	Don't know
TOTAL	53	38	4	5
IE 	68	30	1	1
UK 	65	23	6	6
PL 	62	33	1	4
ES 	52	43	2	3
NL 	52	38	3	7
FR 	51	47	1	1
SE 	50	16	18	16
DK 	46	30	15	9
EE 	43	26	5	26
DE 	41	49	5	5

Base: Companies that sell their products on the Internet (N=1,821)

²⁹ For the country analysis of Q4.2, care should be taken when interpreting the results for Denmark, Estonia, France and Sweden due to low base sizes (127, 105, 144 and 124 respectively).

The analysis of **company characteristics** reveals that companies with a turnover of more than two million euros are the least likely to agree user reviews are usually genuine (41% vs. 54%-56%)³⁰.

Q4.2 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:

In general, these user reviews are genuine (% - TOTAL)

	Total 'Agree'
TOTAL	53
Company's turnover in 2015	
Up to 100 000 euros	56
More than 100 000 to 500 000 euros	54
More than 500 000 to 2 mil. euros	55
More than 2 mil. euros	41











³⁰ Due to low base sizes, companies with a turnover of more than 2 million up to 10 million euros and those with a turnover of more than 10 million euros have been regrouped for this analysis in order to ensure comparability.

3 The impact of user reviews on companies' sales

While 67% of companies in Ireland agree that **their company's reviews on these online platforms have a significant impact on their sales**, only 35% of companies in Denmark say the same. It is worth noting that Denmark, Estonia and Germany are the only countries in which the relative majority of companies disagree with this statement.

Q4.1 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:

Your company's reviews on these online platforms have a significant impact on your sales (%)

	Total 'Agree'	Total 'Disagree'	Not applicable (SPONTANEOUS)	Don't know
TOTAL	52	39	6	3
IE 	67	30	2	1
UK 	62	22	10	6
FR 	58	41	1	0
PL 	55	37	5	3
ES 	50	46	3	1
NL 	50	38	5	7
SE 	45	26	21	8
DE 	39	51	7	3
EE 	36	43	6	15
DK 	35	44	18	3

Base: Companies that sell their products on the Internet (N=1,821)

The analysis of **company characteristics** highlights that:

- Services sector companies are more likely to agree **reviews have a significant impact on sales**, compared to retail sector companies (55% vs. 45%).
- Companies with the lowest turnover (up to 100,000 euros) in 2015 are the most likely to agree reviews have a significant impact: 60% say this compared to 55% of those with more than 100,000 to 500,000 euros, and 44-47% of those with a higher turnover³¹.
- Compared to those who use search engines or a company website (both 54%), companies that sell their products and/or services via online marketplaces (63%) are more likely to say reviews have a significant impact on sales.

Q4.1 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:
Your company's reviews on these online platforms have a significant impact on your sales (% - TOTAL)

	Total 'Agree'
TOTAL	52
Sectors grouped (NACE)	
Retail (G)	45
Services (H/I/J/M/N/R)	55
Company's turnover in 2015	
Up to 100 000 euros	60
More than 100 000 to 500 000 euros	55
More than 500 000 to 2 mil. euros	44
More than 2 mil. euros	47
Means used to sell on the Internet - Total 'Yes'	
Company's website	54
Online marketplaces	63
Search engines	54

³¹ Due to low base sizes, companies with a turnover of more than 2 million up to 10 million euros and those with a turnover of more than 10 million euros have been regrouped for this analysis in order to ensure comparability.

IV. TERMS AND CONDITIONS ON ONLINE MARKETPLACES

This final chapter of the report considers what companies think about the terms and conditions on online marketplaces and, in particular, whether they are clear, and whether they are amendable. Companies' views about the availability of dispute resolution systems, and the ease of switching to another online marketplace are also discussed.

- More than six in ten companies agree the terms and conditions for online marketplaces are generally clear -

Just over one in five companies using online marketplaces **totally agree** that **the terms and conditions for online marketplaces are clear in general** (21%), while 42% **tend to agree**. Overall, a majority agree to some extent that these terms and conditions are clear (63%), while 32% **disagree**³².

More than half of these companies also **agree** that **they can easily switch to a different online marketplace if the existing terms and conditions are changed to the detriment of their company** (54%)³³. Just over one in five companies **totally agree** (22%), while 32% **tend to agree**. Overall, just over a third of companies **disagree** with this statement (35%).

Half of the companies selling on online marketplaces **agree** that **there is a reliable dispute resolution system that they can use if they have a dispute with an online marketplace** (50%)³⁴. Almost one in five **totally agree** (19%), while 31% **tend to agree**. Almost three in ten companies **disagree** there is a reliable dispute resolution system (29%).

Just over a third **agree** that **they can influence or amend the terms and conditions** (36%)³⁵. Less than one in ten companies **totally agree** (9%), while just over a quarter **tend to agree** (27%). However, the majority (58%) **disagree** they can influence or amend these terms and conditions, with 34% that **totally disagree**.

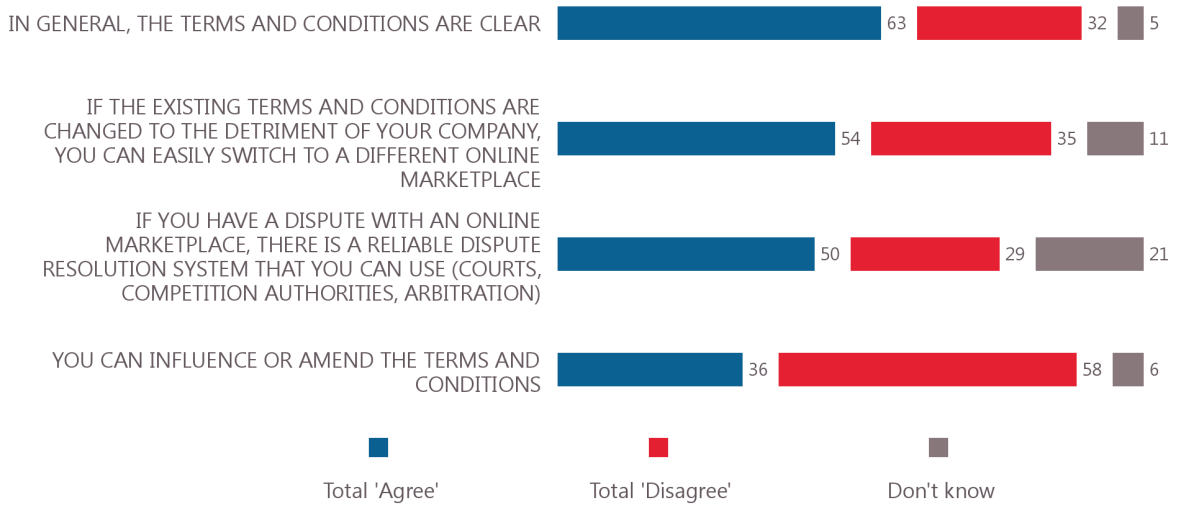
³² Q2.1 Most online marketplaces have terms and conditions which explain how your company may use the website or the sales app as well as the various legal requirements that websites or sales apps must comply with. These include: privacy policy, cookie policy, and Intellectual property rights such as copyright terms. Thinking about the terms and conditions on online marketplaces, to what extent do you agree or disagree with the following statements? In general, the terms and conditions are clear. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Don't know.

³³ Q2.3 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? If the existing terms and conditions are changed to the detriment of your company, you can easily switch to a different online marketplace. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Don't know.

³⁴ Q2.4 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? If you have a dispute with an online marketplace, there is a reliable dispute resolution system that you can use (courts, competition authorities, arbitration). Totally agree; Tend to agree; Tend to disagree; Totally disagree; Don't know.

³⁵ Q2.2 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? You can influence or amend the terms and conditions. Totally agree; Tend to agree; Tend to disagree; Totally disagree; Don't know.

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?
 (% - TOTAL)



Base: Companies using online market places (N=774)

A **country-level analysis** of this question is not possible due to low size of the bases of respondents.

1 The clarity of the terms and conditions, and the possibility to change them

A review of the analysis of **company characteristics** shows:

- Services sector companies are more likely than retail sector companies to agree the **terms and conditions are generally clear** (65% vs. 60%) or that they can **influence or amend the terms and conditions** (38% vs. 32%).
- Companies with a turnover of 500,000 or less are the most likely to agree **terms and conditions are generally clear** (64-66% vs. 56%), while those with the lowest turnover are the most likely to agree they can **influence or amend the terms and conditions** (42% vs. 33%)³⁶.

Q2.1-2 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?
(% - Total 'Agree')

	In general, the terms and conditions are clear	You can influence or amend the terms and conditions
TOTAL	63	36
Sectors grouped (NACE)		
Retail (G)	60	32
Services (H/I/J/M/N/R)	65	38
Company's turnover in 2015		
Up to 100 000 euros	64	42
More than 100 000 to 500 000 euros	66	33
More than 500 000 to 2 mil. euros	56	33

³⁶ Companies with a turnover of more than two million to ten million (50) and more than 10 million (34) are not included in this discussion, due to low base size.

2 Dispute resolution systems and ease of switching to other online marketplaces

The analysis of **company characteristics** highlights that:

- Services sector companies are more likely to agree they can **easily switch to a different online marketplace if terms and conditions become unfavourable**, compared to retail sector companies (57% vs. 49%).
- Companies with a turnover 500,000 or less are the most likely to agree **easily switch to a different online marketplace** (60-64% vs. 49%). On the other hand, companies with the lowest turnover (up to 100,000 euros) are the least likely to agree that there is a **reliable dispute resolution system** (43% vs. 53-54%)³⁷.

Q2.3-4 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?

(% - Total 'Agree')

	If the existing terms and conditions are changed to the detriment of your company, you can easily switch to a different online marketplace	If you have a dispute with an online marketplace, there is a reliable dispute resolution system that you can use
TOTAL	54	50
Sectors grouped (NACE)		
Retail (G)	49	52
Services (H/I/J/M/N/R)	57	48
Company's turnover in 2015		
Up to 100 000 euros	64	43
More than 100 000 to 500 000 euros	60	54
More than 500 000 to 2 mil. euros	49	53

³⁷ Companies with a turnover of more than two million to ten million (50) and more than 10 million (34) are not included in this discussion, due to low base size.

April 2016

TECHNICAL SPECIFICATIONS

Between the 13th and 22nd April 2016, TNS Political & Social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the FLASH EUROBAROMETER 439 survey on request of the EUROPEAN COMMISSION, Directorate-General for Communications Networks, Content & Technology. It is a business survey co-ordinated by the Directorate-General for Communication, “Strategy, Corporate Communication Actions and Eurobarometer” Unit.

The FLASH EUROBAROMETER 439 survey covers businesses employing 1 to 250 persons in Denmark, Estonia, France, Germany, Ireland, the Netherlands, Poland, Spain, Sweden and the UK, and within the retail (NACE category G) and the services (NACE categories H, I, J, M, N and R) sectors.

All interviews were carried using the TNS e-Call centre (our centralised CATI system). The sample was selected from an international business database, with some additional sample from local sources in countries where necessary.

Quotas were applied on both company size and sectors. These quotas were adjusted according to the country’s universe but were also reasoned in order to ensure that the sample was large enough in every cell.

	COUNTRIES	INSTITUTES	N° INTERVIEWS	DATES FIELDWORK		NO. BUSINESSES	PROPORTION OF TOTAL
DK	Denmark	TNS Gallup DK	400	13/04/2016	21/04/2016	211.402	1,65%
DE	Germany	TNS Infratest	500	13/04/2016	21/04/2016	2.193.133	17,11%
EE	Estonia	TNS Emor	501	13/04/2016	18/04/2016	62.611	0,49%
IE	Ireland	IMS Millward Brown	500	13/04/2016	22/04/2016	145.876	1,14%
ES	Spain	TNS Demoscopia	500	13/04/2016	21/04/2016	2.354.951	18,37%
FR	France	TNS Sofres	502	13/04/2016	20/04/2016	3.016.645	23,54%
NL	Netherlands	TNS NIPO	500	13/04/2016	21/04/2016	862.698	6,73%
PL	Poland	TNS OBOP	500	13/04/2016	22/04/2016	1.493.431	11,65%
SE	Sweden	TNS Sifo	501	13/04/2016	21/04/2016	694.757	5,42%
UK	United Kingdom	TNS UK	500	13/04/2016	21/04/2016	1.781.895	13,90%
	TOTAL		4.904	13/04/16	22/04/16	12.817.399	100%*

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 of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process

(at the 95% level of confidence)

various sample sizes are in rows

various observed results are in columns

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	N=50
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	N=500
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1	N=1000
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	N=1500
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	N=2000
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	N=3000
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	N=4000
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	N=5000
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	N=6000
N=7000	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	N=7000
N=7500	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	N=7500
N=8000	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	N=8000
N=9000	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	N=9000
N=10000	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	N=10000
N=11000	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	N=11000
N=12000	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	N=12000
N=13000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	N=13000
N=14000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	N=14000
N=15000	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

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

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)

		Always	Most of the time	Sometimes	Rarely	Never	DK/NA (DO NOT READ 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

April 2016

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

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

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)
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

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)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	Not applicable (DO NOT READ OUT)	DK/NA (DO NOT READ OUT)
1	Your position in the search results has a significant impact on your sales	1	2	3	4	5	6
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

April 2016

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)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	Not applicable (DO NOT READ OUT)	DK/NA (DO NOT READ 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











D7.1 Does your company use any of the following to sell your products and / or services on the internet?

Your company's commercial website (%)

		Always	Most of the time	Sometimes	Rarely	Never	Don't know	Total 'Yes'
TOTAL		35	18	20	15	11	1	88
DK		25	23	26	11	15	0	85
DE		36	19	13	21	9	2	89
EE		60	8	4	4	22	2	76
IE		34	19	26	13	7	1	92
ES		38	15	17	22	8	0	92
FR		33	23	26	8	9	1	90
NL		42	18	18	11	11	0	89
PL		18	16	23	17	23	3	74
SE		48	8	18	13	10	3	87
UK		42	15	25	7	10	1	89











D7.2 Does your company use any of the following to sell your products and / or services on the internet?

Online marketplaces, where several companies and brands sell their products and/ or services (%)

		Always	Most of the time	Sometimes	Rarely	Never	Don't know	Total 'Yes'
TOTAL		6	9	15	12	57	1	42
DK		3	5	13	7	71	1	28
DE		8	12	13	17	50	0	50
EE		13	2	10	8	67	0	33
IE		9	10	22	17	40	2	58
ES		2	1	9	6	82	0	18
FR		5	11	16	14	53	1	46
NL		3	8	21	10	57	1	42
PL		5	10	16	19	49	1	50
SE		6	9	8	4	72	1	27
UK		12	9	23	10	46	0	54











D7.3 Does your company use any of the following to sell your products and / or services on the internet?

You rely on search engines (%)

		Always	Most of the time	Sometimes	Rarely	Never	Don't know	Total 'Yes'
TOTAL		19	23	27	13	17	1	82
DK		12	21	25	14	28	0	72
DE		15	29	19	16	17	4	79
EE		30	9	17	15	27	2	71
IE		19	24	34	10	10	3	87
ES		14	17	31	15	23	0	77
FR		28	22	18	15	17	0	83
NL		21	24	24	9	21	1	78
PL		21	25	27	14	13	0	87
SE		23	11	22	17	24	3	73
UK		17	22	41	6	13	1	86











Q1.1 Please tell me to what extent you agree or disagree with the following statements on online marketplaces:

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 (%)

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL	21	43	22	9	5	64	31
DK 	31	40	17	12	0	71	29
DE 	17	29	35	15	4	46	50
EE 	40	43	9	6	2	83	15
IE 	20	68	4	6	2	88	10
ES 	26	32	29	7	6	58	36
FR 	30	49	13	8	0	79	21
NL 	22	53	14	7	4	75	21
PL 	10	53	24	3	10	63	27
SE 	30	24	26	10	10	54	36
UK 	21	43	18	8	10	64	26











Q1.2 Please tell me to what extent you agree or disagree with the following statements on online marketplaces:

You usually get the data you need about your customers from online marketplaces (%)

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL	17	36	28	14	5	53	42
DK 	26	37	26	11	0	63	37
DE 	19	32	31	14	4	51	45
EE 	25	32	32	6	5	57	38
IE 	14	40	29	13	4	54	42
ES 	20	32	41	7	0	52	48
FR 	23	34	19	21	3	57	40
NL 	10	33	38	15	4	43	53
PL 	15	42	30	10	3	57	40
SE 	13	33	35	14	5	46	49
UK 	13	39	22	16	10	52	38











Q1.3 Please tell me to what extent you agree or disagree with the following statements on online marketplaces:

You know what data are collected by the online marketplace about the activity of your company and how it is used (%)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL		16	39	24	13	8	55	37
DK		29	44	22	0	5	73	22
DE		23	32	32	6	7	55	38
EE		38	33	8	11	10	71	19
IE		14	50	20	10	6	64	30
ES		16	44	18	17	5	60	35
FR		6	41	22	31	0	47	53
NL		22	40	21	10	7	62	31
PL		9	49	22	6	14	58	28
SE		18	41	16	11	14	59	27
UK		17	38	21	11	13	55	32











Q1.4 Please tell me to what extent you agree or disagree with the following statements on online marketplaces:

You can easily transfer your key commercial data from one online marketplace to another (for example customer ratings) (%)

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL	10	31	28	19	12	41	47
DK 	23	24	29	19	5	47	48
DE 	6	25	34	23	12	31	57
EE 	27	11	2	29	31	38	31
IE 	19	46	20	12	3	65	32
ES 	9	40	34	11	6	49	45
FR 	13	33	19	32	3	46	51
NL 	8	31	26	21	14	39	47
PL 	9	44	25	8	14	53	33
SE 	31	16	25	14	14	47	39
UK 	11	26	32	13	18	37	45











Q2.1 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?

In general, the terms and conditions are clear (%)

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL	21	42	21	11	5	63	32
DK 	29	34	23	7	7	63	30
DE 	21	36	28	10	5	57	38
EE 	55	24	15	4	2	79	19
IE 	17	48	18	14	3	65	32
ES 	28	50	17	5	0	78	22
FR 	19	43	23	13	2	62	36
NL 	10	41	29	8	12	51	37
PL 	24	53	12	6	5	77	18
SE 	11	36	17	19	17	47	36
UK 	24	41	17	14	4	65	31











Q2.2 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?

You can influence or amend the terms and conditions (%)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL		9	27	24	34	6	36	58
DK		15	19	21	30	15	34	51
DE		1	17	29	47	6	18	76
EE		11	22	36	29	2	33	65
IE		5	35	37	17	6	40	54
ES		24	22	36	6	12	46	42
FR		8	38	20	34	0	46	54
NL		9	19	22	42	8	28	64
PL		11	32	32	21	4	43	53
SE		4	18	1	48	29	22	49
UK		13	34	14	35	4	47	49











Q2.3 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?

If the existing terms and conditions are changed to the detriment of your company, you can easily switch to a different online marketplace (%)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL		22	32	21	14	11	54	35
DK		22	29	16	27	6	51	43
DE		23	19	28	18	12	42	46
EE		32	31	6	12	19	63	18
IE		12	54	20	11	3	66	31
ES		38	38	12	0	12	76	12
FR		18	30	25	21	6	48	46
NL		24	25	23	12	16	49	35
PL		17	47	19	8	9	64	27
SE		25	24	13	23	15	49	36
UK		23	40	16	10	11	63	26











Q2.4 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?

If you have a dispute with an online marketplace, there is a reliable dispute resolution system that you can use (courts, competition authorities, arbitration) (%)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL		19	31	20	9	21	50	29
DK		14	23	16	8	39	37	24
DE		12	26	21	13	28	38	34
EE		36	23	5	9	27	59	14
IE		13	40	24	11	12	53	35
ES		26	14	37	6	17	40	43
FR		29	38	21	7	5	67	28
NL		17	26	22	8	27	43	30
PL		16	45	18	9	12	61	27
SE		6	27	9	10	48	33	19
UK		20	30	13	10	27	50	23











Q3.1 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:

Your position in the search results has a significant impact on your sales (%)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	Not applicable (SPONTANEOUS)	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL		32	34	18	11	3	2	66	29
DK		48	22	8	12	8	2	70	20
DE		29	22	24	18	3	4	51	42
EE		26	19	10	26	5	14	45	36
IE		31	40	15	11	2	1	71	26
ES		32	41	16	7	3	1	73	23
FR		37	41	14	8	0	0	78	22
NL		35	27	16	16	2	4	62	32
PL		27	42	21	7	2	1	69	28
SE		30	28	15	10	11	6	58	25
UK		31	35	17	9	6	2	66	26











Q3.2 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:

Your company uses search engine optimization techniques to appear higher in the search results (%)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	Not applicable (SPONTANEOUS)	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL		28	28	14	22	4	4	56	36
DK		41	14	7	25	10	3	55	32
DE		32	22	12	28	3	3	54	40
EE		23	15	8	35	5	14	38	43
IE		24	47	15	11	1	2	71	26
ES		30	32	14	16	5	3	62	30
FR		27	31	16	25	0	1	58	41
NL		29	18	15	24	5	9	47	39
PL		23	31	18	16	6	6	54	34
SE		22	27	8	32	6	5	49	40
UK		26	32	14	16	7	5	58	30











Q3.3 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:

Search engines should be allowed to change the order in which they display results to suit their own commercial interests (%)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	Not applicable (SPONTANEOUS)	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL		20	28	19	25	2	6	48	44
DK		5	24	17	37	9	8	29	54
DE		21	33	18	15	4	9	54	33
EE		11	19	13	23	7	27	30	36
IE		8	25	32	29	4	2	33	61
ES		40	29	15	9	2	5	69	24
FR		26	27	19	24	0	4	53	43
NL		8	20	22	45	1	4	28	67
PL		17	37	18	18	2	8	54	36
SE		11	20	14	32	8	15	31	46
UK		9	23	22	40	3	3	32	62











Q3.4 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:

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) (%)

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Not applicable (SPONTANEOUS)	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL	13	24	19	13	11	20	37	32
DK 	3	14	12	18	29	24	17	30
DE 	7	15	24	14	18	22	22	38
EE 	8	19	9	6	17	41	27	15
IE 	14	30	23	13	8	12	44	36
ES 	19	26	19	9	7	20	45	28
FR 	18	36	25	17	0	4	54	42
NL 	10	19	21	16	10	24	29	37
PL 	15	31	18	9	12	15	46	27
SE 	8	8	1	16	22	45	16	17
UK 	10	24	9	11	15	31	34	20











Q4.1 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:

Your company's reviews on these online platforms have a significant impact on your sales (%)

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Not applicable (SPONTANEOUS)	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL	21	31	23	16	6	3	52	39
DK 	10	25	19	25	18	3	35	44
DE 	15	24	27	24	7	3	39	51
EE 	14	22	17	26	6	15	36	43
IE 	28	39	20	10	2	1	67	30
ES 	21	29	28	18	3	1	50	46
FR 	26	32	24	17	1	0	58	41
NL 	18	32	22	16	5	7	50	38
PL 	18	37	26	11	5	3	55	37
SE 	18	27	12	14	21	8	45	26
UK 	26	36	15	7	10	6	62	22











Q4.2 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:

In general, these user reviews are genuine (%)

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Not applicable (SPONTANEOUS)	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL	12	41	29	9	4	5	53	38
DK 	7	39	17	13	15	9	46	30
DE 	8	33	38	11	5	5	41	49
EE 	9	34	21	5	5	26	43	26
IE 	7	61	24	6	1	1	68	30
ES 	10	42	34	9	2	3	52	43
FR 	15	36	33	14	1	1	51	47
NL 	16	36	29	9	3	7	52	38
PL 	7	55	26	7	1	4	62	33
SE 	17	33	10	6	18	16	50	16
UK 	15	50	19	4	6	6	65	23

Q4.3 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:

You can report false reviews about your company and have them removed (%)

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Not applicable (SPONTANEOUS)	Don't know	Total 'Agree'	Total 'Disagree'
TOTAL	23	30	18	10	8	11	53	28
DK 	21	18	10	10	18	23	39	20
DE 	19	23	25	8	13	12	42	33
EE 	19	35	3	4	8	31	54	7
IE 	23	38	22	8	4	5	61	30
ES 	31	29	20	11	2	7	60	31
FR 	33	27	21	15	1	3	60	36
NL 	21	26	16	10	8	19	47	26
PL 	13	42	19	13	3	10	55	32
SE 	14	12	7	10	25	32	26	17
UK 	23	37	6	7	11	16	60	13