

**Job No 027s2**

<b>Ireland</b>	<b>08</b>
	<b>(1-2)</b>

**Qaire Number**

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(3-7)

*Good morning-afternoon-evening. I am ..... from Irish Marketing Surveys Limited. We are carrying out a survey and I would be grateful for your help in answering some questions. Do you have about 5 minutes to answer some questions about European Affairs?*

**A.** I will begin with consumer information, which is sometimes subject to a debate in Ireland and within the European Union.

1. Personally, as a consumer, do you feel in general: very well informed, well informed, badly informed or very badly informed on products and services which are proposed to you?

**[READ OUT- ONLY ONE ANSWER]**

- very well informed ..... 1 (40)
- well informed..... 2
- badly informed..... 3
- very badly informed ..... 4
- (It depends, between the two, neither well nor badly )..... 5
- (D.K./N.A.)..... 6

2. Personally, as a consumer, which information source(s) do you normally consult prior to making a purchase? Do you often, sometimes or never consult...?

**[READ OUT- ROTATE - ONE ANSWER PER ITEM]**

- often..... 1
- sometimes ..... 2
- never ..... 3
- (D.K./N.A.)..... 4

- (a) the Internet (41)
- (b) daily newspapers (42)
- (c) television (43)
- (d) friends and relatives (44)
- (e) consumer publications (45)
- (f) magazines (46)
- (g) brochures from manufacturers (47)
- (h) advertising leaflets (48)
- (i) other sources [SPECIFY: .....] (49)

3. To whom would you turn to obtain information on consumer issues? Among the following sources of information, please rank your 3 favorite sources, starting from the one you use most:...

- The most used ..... 1
- Second most used ..... 2
- Third most used ..... 3

**(READ OUT -ROTATE - ONE ANSWER PER ITEM)**

- (a) companies, manufacturers ..... 1.2.3 (50)
- (b) our public institutions here in Ireland..... 1.2.3 (51)
- (c) local consumer advice centers ..... 1.2.3 (52)
- (d) the European institutions ..... 1.2.3 (53)
- (e) consumer organizations ..... 1.2.3 (54)
- (f) colleagues and relatives. .... 1.2.3 (55)

**B.** It happens that some purchases do not give satisfaction and a dispute arises between a consumer and a seller or manufacturer.

4. If you had a dispute with a seller or a manufacturer here in Ireland, do you think that your consumer rights would be....?

**[READ OUT – ONLY ONE ANSWER]**

- very well protected ..... 1 (56)
- well protected ..... 2
- badly protected ..... 3
- very badly protected ..... 4
- (It depends, between the two, neither well nor badly) ..... 5
- (D.K./N.A.) ..... 6

5. If you had a dispute with a seller or a manufacturer in another country of the EU, do you think that your consumer rights would be.....?

**[READ OUT – ONLY ONE ANSWER]**

- very well protected ..... 1 (57)
- well protected ..... 2
- badly protected ..... 3
- very badly protected ..... 4
- (It depends, between the two, neither well nor badly) ..... 5
- (D.K./N.A.) ..... 6

**C. REPRESENTATION AND DEFENCE**

Now I would like to ask you some questions on the representation and the defence of consumer interests in political decisions.

6. Some political decisions made at different levels of public authorities concern consumer interests. Do you think that consumer interests are...?

- very well represented ..... 1
- well represented ..... 2
- badly represented ..... 3
- very badly represented ..... 4
- (It depends, between the two, neither well nor badly) ..... 5
- (D.K./N.A.) ..... 6

**[READ OUT- ROTATE - ONE ANSWER PER ITEM]**

- (a) at the level of your local authorities (58)
- (b) at the level of your national (or regional) authorities (59)
- (c) at European Union level (60)

7. To defend your consumer interests as a whole, do you think it is effective, not very effective or not effective at all,....?

- effective..... 1
- not very effective ..... 2
- not effective at all..... 3
- (It depends, between the two, neither well nor badly) ..... 4
- (D.K./N.A.) ..... 5

**[READ OUT- ROTATE - ONE ANSWER PER ITEM]**

- (a) to contact a consumer association (61)
- (b) to make your opinion known via the media (62)
- (c) to contact authorities here in Ireland (63)
- (d) to contact the European institutions (64)
- (e) to contact your member of Parliament in Ireland (65)
- (f) to contact your member of the European Parliament (66)
- (g) to make your opinion known via the internet (67)

**(IF RESPONDENT IS 18 YEARS OR OVER)**

8.a. When voting, do the measures regarding consumer interests proposed by candidates influence your vote at the .... ?

- yes ..... 1
- no ..... 2
- (REFUSAL/D.K./N.A.) ..... 3

**[READ OUT- ROTATE - ONE ANSWER PER ITEM]**

- (a) local elections (68)
- (b) regional elections (69)
- (c) national elections (70)
- (d) European elections (71)

**(IF RESPONDENT IS UNDER 18 YEARS)**

8.b. If you could vote, would the measures regarding consumer interests proposed by candidates influence your vote at the ....?

- yes ..... 1
- no ..... 2
- (REFUSAL/D.K./N.A.) ..... 3

**[READ OUT- ROTATE - ONE ANSWER PER ITEM]**

- (a) local elections (72)
- (b) regional elections (73)
- (c) national elections (74)
- (d) European elections (75)

**[END OF INTERVIEW - THANK RESPONDENT]**

Classification Details

<p><b>SEX:</b>                  Male ..... 1                  Female ..... 2</p>	<p>(30)</p>	<p><b>WHAT IS YOUR OCCUPATION?</b>                  As far as your current occupation is concerned, would you say you are self-employed, employee, manual worker or would you say that you are without a professional activity?</p>	<p>(35-36)</p>
<p><b>AGE: (Record Exact Age)</b>  <input type="text"/> <input type="text"/>                  Use code '00' if respondent refuses to answer</p>		<p>(31-32)</p>	
<p><b>EDUCATION:</b>                  How old were you when you finished your full-time education? (Record Exact Age)  <input type="text"/> <input type="text"/>                  Use code '99' if respondent still at full-time school                  Use code '00' if respondent refuses to answer                  Use code '01' if never went to full-time school</p>	<p>(33-34)</p>	<p><b>- Self-employed</b>                  → i.e. : - farmer, forester, fisherman ..... 11                  - owner of a shop, craftsman ..... 12                  - professional (lawyer, medical practitioner, accountant, architect...) ..... 13                  - manager of a company ..... 14                  - other (SPECIFY) ..... 15</p>	
<p><b>REGION:</b>                  Dublin ..... 1                  Rest of Leinster ..... 2                  Munster ..... 3                  Conn/Ulster ..... 4</p>	<p>(37-38)</p>	<p><b>- Employee</b>                  → i.e. : - professional (employed doctor, lawyer, accountant, architect) ..... 21                  - general management, director or top management ..... 22                  - middle management ..... 23                  - office clerk ..... 24                  - other employee (salesman, nurse, etc) .. 25                  - other (SPECIFY) ..... 26</p>	
<p><b>TYPE OF LOCALITY:</b>                  Metropolitan zone ..... 1                  Other town/urban centre ..... 2                  Rural zone ..... 3</p>	<p>(39)</p>	<p><b>- Manual worker</b>                  → i.e. : - supervisor/foreman (team manager, etc ...) ..... 31                  - manual worker ..... 32                  - unskilled manual worker ..... 33                  - other (SPECIFY) ..... 34</p> <p><b>- Without a professional activity</b>                  → i.e. : - looking after the home ..... 41                  - student (full time) ..... 42                  - retired ..... 43                  - seeking a job ..... 44                  - other (SPECIFY) ..... 45</p>	
		<p><b>- (Refusal) ..... 99</b></p>	
		<p>Length of Interview ..... <input type="text"/> <input type="text"/> Mins</p>	<p>(9-10)</p>