

**ZA5466**

**Flash Eurobarometer 299 (Consumer Attitudes Towards  
Cross-border Trade and Consumer Protection)**

**Country Specific Questionnaire  
Great Britain**

# FLASH 299

## MAIN QUESTIONNAIRE

TREND 2009

ASK ALL

**Q1. Please tell me if you have purchased any goods or services in the past 12 months, by distance in the UK or elsewhere in any of the following ways.....?**

*[MULTIPLE ANSWERS POSSIBLE]*

- Yes, from a seller/provider located in the UK ..... 1
  - Yes, from a seller/provider located in another EU country ..... 2
  - Yes, from a seller/provider located outside the EU ..... 3
  - No ..... 4
  - [DK/NA] ..... 9
- A. Via the Internet (website, email, etc.) ..... 1 2 3 4 9
- B. By phone ..... 1 2 3 4 9
- C. By post (catalogues, mail order, etc.) ..... 1 2 3 4 9

TREND 2009

[ASK IF THE ANSWER IS "2" IN Q1A OR Q1B OR Q1C]

**Q1A. You said you bought something by distance (by phone, post or internet) from another EU country. Please tell me how much you spent in total on the items you bought by distance from another EU-country in the last 12 months, even if it's an approximate amount.**

- [ \_\_\_\_\_ ]€ (or local currency)
- [DK/NA] ..... 999999999

TREND 2009

ASK ALL

**Q2. In the past 12 months have you purchased any goods while on holiday, shopping or business trip in another EU country?**

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9

TREND 2008

**Q3. During the past 12 months have any of the following situations happened to you when purchasing something at a distance in the UK or elsewhere?**

- Happened ..... 1
- Did not happen ..... 2
- [DK/NA] ..... 9

[ASK IF THE ANSWER IS 1 IN Q1.A OR Q1.B OR Q1.C ]

- A. A delay in the delivery of something purchased from a seller provider located in the UK ..... 1 2 9
- B. You purchased something from a seller provider located in the UK and it was not delivered at all..... 1 2 9

[ASK IF THE ANSWER IS 2 IN Q1.A OR Q1.B OR Q1.C]

- C. A delay in the delivery of something purchased from a seller provider located in another EU country ..... 1 2 9
- D. You purchased something from a seller provider located in another EU country and it was not delivered at all ..... 1 2 9

[ASK IF THE ANSWER IS 3 IN Q1.A OR Q1.B OR Q1.C]

- E. A delay in the delivery of something purchased from a seller provider located outside the EU..... 1 2 9
- F. You purchased something from a seller provider located outside the EU and it was not delivered at all..... 1 2 9

[ASK IF THE ANSWER IS 2 IN Q1.A OR Q1.B OR Q1.C]

- G. You wanted to purchase something from a seller/provider in another EU country but the seller refused to deliver or to sell to you..... 1 2 9

TREND 2008

ASK ALL

**Q4. Have you purchased or signed up to any financial services (e.g. current account, credit cards, savings account, insurance policy, mortgage, etc.) over the Internet, phone or post in the last 12 months?**

*[MULTIPLE ANSWERS POSSIBLE]*

- Yes, from a seller/provider located in the UK ..... 1
- Yes, from a seller/provider located in another EU country ..... 2
- Yes, from a seller/provider located outside the EU ..... 3
- [No] ..... 4
- [DK/NA] ..... 9

TREND 2008

ASK ALL

**Q5. Thinking generally about purchasing goods or services from sellers providers located elsewhere in the European Union, which we refer to as “cross-border shopping”, please tell me to what extent you agree or disagree with each of the following statements.**

- Totally agree ..... 1
- Tend to agree ..... 2
- Tend to disagree ..... 3
- Totally disagree ..... 4
- [DK/NA] ..... 9

- A. You are prepared to purchase goods and services using another European Union language 1 2 3 4 9
- B. You know where to get information and advice about cross border shopping in the European Union ..... 1 2 3 4 9
- C. In the next 12 months, you intend to make cross-border purchases worth more than those you made in the past 12 months..... 1 2 3 4 9
- D. You are not interested in cross-border shopping because you are uncertain about your rights 1 2 3 4 9
- E. You are not interested in cross border shopping because you do not have access to the Internet..... 1 2 3 4 9
- F. You are not interested in making a cross border transaction in the European Union in the next 12 months..... 1 2 3 4 9
- G. You are not interested in making a cross-border transaction because you are worried that difficulties could arise if there was a need to resolve problems such as complaints, returns of faulty products, etc. .... 1 2 4 3 9
- H. You are not interested in making a cross-border transaction because you are worried that you could fall victim to scams or frauds when purchasing goods or services ..... 1 2 3 4 9
- I. You are not interested in making a cross-border transaction because you are worried about the delivery ..... 1 2 3 4 9

TREND 2008

ASK ALL

**Q6. For each of the following, would you be more confident making purchases from sellers/providers located in another European Union country, in (OUR COUNTRY) or equally confident in both?**

- More confident in sellers from another EU country ..... 1
- More confident in sellers from (OUR COUNTRY) than in another EU country ..... 2
- Equally confident ..... 3
- [DK/NA] ..... 9

- A. Purchasing goods or services via the Internet..... 1 2 3 9
- B. Purchasing goods or services by phone or post..... 1 2 3 9
- C. Purchasing goods or services from sales representatives at your home or work ..... 1 2 3 9
- D. Purchasing goods or services from a seller provider whilst on holiday, on a shopping trip or a business trip ..... 1 2 3 9

**Q7. Currently, when you purchase a good or a service from a seller/ provider abroad, your transaction is likely to be governed by the law of the seller/provider. If in such transactions uniform European rules would be applied irrespective of where the seller/provider is established, would you be more willing, equally willing or less willing to make such cross-border purchases:**

|  |         |
|--|---------|
| - More willing .....                   | 1       |
| - Equally willing .....                | 2       |
| - Less willing .....                   | 3       |
| - [DK/NA] .....                        | 9       |
| A. ... in e-commerce situations .....  | 1 2 3 9 |
| B. ... in on-premises situations ..... | 1 2 3 9 |

TREND 2009  
ASK ALL

**Q8. Have any of the following happened to you in the past 12 months?**  
*[MULTIPLE ANSWERS POSSIBLE]*

|  |       |
|--|-------|
| - Yes .....  | 1     |
| - No .....   | 2     |
| - [DK/NA] .....  | 9     |
| A. You came across unsolicited commercial advertisements, statements or offers (cold calls, spam emails, commercial SMS, etc.) ..... | 1 2 9 |
| B. You came across misleading or deceptive advertisements, statements or offers .....  | 1 2 9 |
| [ASK C IF YES TO ITEM B]   |       |
| C. You responded to an advertisement or offer that turned out to be misleading or deceptive ....                                     | 1 2 9 |
| D. You came across fraudulent advertisements, statements or offers .....   | 1 2 9 |
| [ASK E IF YES TO ITEM D]   |       |
| E. You responded to an advertisement or offer that turned out to be fraudulent .....   | 1 2 9 |

TREND 2009  
ASK ALL

**Q9. In the past 12 months, have you encountered any problem when you bought something the UK?**

|   |   |
|---|---|
| - Yes – and I complained about it to the seller/provider/manufacturer .....       | 1 |
| - Yes – but I did not complain about it to the seller/provider/manufacturer ..... | 2 |
| - No .....  | 3 |
| - [DK/NA] .....   | 9 |

TREND 2009  
[ASK IF Q9=1]

**Q10A. In general, were you satisfied or not with the way your complaint(s) was (were) dealt with by the seller provider/manufacturer?**

|                            |   |
|----------------------------|---|
| - Very satisfied .....     | 4 |
| - Fairly satisfied .....   | 3 |
| - Not very satisfied ..... | 2 |

- Not at all satisfied ..... 1
- [DK/NA] ..... 9

TREND 2009  
[ASK IF Q9=2]

**Q10B. What was the main reason why you did not file a complaint?**

- It was unlikely you would get a satisfactory remedy to the problem you encountered..... 1
- The sums involved were too small..... 2
- You did not know how or where to complain..... 3
- You did not complain to the seller/provider but went straight to a third party (consumer association, solicitor, arbitration, mediation, conciliation body, to court) ..... 4
- [Other]..... 8
- [DK/NA] ..... 9

TREND 2009  
[ASK IF Q10A = 1 OR 2]

**Q11. How did you proceed further?**

*[MULTIPLE ANSWERS POSSIBLE]*

- You took no further action ..... 1
- You asked for the advice of a consumer association/consumer help desk..... 2
- You asked for the advice of a lawyer ..... 3
- You brought the matter to an arbitration, mediation or conciliation body ..... 4
- You brought the matter to court ..... 5
- You complained to a public authority (consumer authority, regulator or local/regional authority)..... 6
- [Other]..... 8
- [DK/NA] ..... 9

TREND 2009  
ASK ALL

**Q12. For each of the following statements, please tell me if you agree or disagree with it. In the UK...**

- Strongly agree ..... 1
- Agree ..... 2
- Disagree ..... 3
- Strongly disagree..... 4
- [DK/NA] ..... 9

- A. ... It is easy to resolve disputes with sellers/providers through an arbitration, mediation or conciliation body (malfunctioning goods, late/ non-delivery, etc.) ..... 1 2 3 4 9
- B. ... It is easy to resolve disputes with sellers/ providers through the courts ..... 1 2 3 4 9
- C. ... You trust independent consumer organisations to protect your rights as a consumer ... 1 2 3 4 9
- D. ... You trust public authorities to protect your rights as a consumer ..... 1 2 3 4 9
- E. ... You feel that you are adequately protected by existing measures to protect consumers 1 2 3 4 9
- F. ... In general, sellers/ providers in the UK respect your rights as a consumer ..... 1 2 3 4 9
- G. ... You would be more willing to defend your rights if you could join with other consumers who were complaining about the same thing..... 1 2 3 4 9
- H. ... You have changed your consumer behaviour as a result of a media story (e.g. changed shop or product)..... 1 2 3 4 9

NOW I WOULD LIKE TO ASK YOU ABOUT A DIFFERENT TOPIC.

TREND 2009

ASK ALL

**Q13. Thinking about all non-food products currently on the market in the UK, do you think that ...?**

- Essentially all products are safe ..... 1
- A small number of products are unsafe ..... 2
- A significant number of products are unsafe ..... 3
- [Depends on the product] ..... 4
- [DK/NA] ..... 9

NEW

ASK ALL

**Q14. And thinking about all food products currently on the market in the UK, do you think that ...?**

- Essentially all food products are safe..... 1
- A small number of food products are unsafe ..... 2
- A significant number of food products are unsafe ..... 3
- [Depends on the product] ..... 4
- [DK/NA] ..... 9

MODIFIED 2009

ASK ALL

**Q15. Have you ever been personally affected by recall of a product from the market?**

- Yes – a non-food product..... 1
- Yes – a food product..... 2
- YES, FOR BOTH ..... 3
- No..... 4
- [DK/NA] ..... 9

TREND 2009

[ASK IF Q15 IS "1" OR "2" OR "3"]

**Q16A. What did you do in that situation?**

*[MULTIPLE ANSWERS POSSIBLE]*

- You did not take any action ..... 1
- You contacted the retailer/distributor..... 2
- You contacted the producer ..... 3
- You contacted the national public authorities..... 4
- You contacted a consumer organisation ..... 5
- You took some other action ..... 6
- [Other]..... 7
- [DK/NA] ..... 9

TREND 2009

[ASK IF Q15 IS "4" OR "9"]

**Q16B. What would you do if you had been affected by a recall of a non-food product?**

*[MULTIPLE ANSWERS POSSIBLE]*

- You would not take any action ..... 1
- You would contact the retailer/distributor..... 2
- You would contact the producer ..... 3
- You would contact the national public authorities..... 4
- You would contact a consumer organisation..... 5
- You would do something other than the mentioned options ..... 6
- [Other]..... 7
- [DK/NA] ..... 9

TREND 2010

ASK ALL

**Q17. Considering everything you bought last week; did the environmental impact of any product (or service) influence your choice?**

- Yes ..... 1
- No..... 2
- [DK/NA] ..... 9

TREND 2010

ASK ALL

**Q18. If you consider environmental impact when purchasing product / service, where would you like the environmental impacts of products (or for services) to be displayed?**



- No - I would not consider environmental impacts of products  
(or for services) ..... 1
- On the product (if not a service) ..... 2
- Displayed in the store / when it is sold to me ..... 3
- On the internet/homepage/website..... 4
- [DK/NA] ..... 9

**D1. Gender**

**[DO NOT ASK - MARK APPROPRIATE]**

- [1] Male
- [2] Female

**D2. How old are you?**

- [ ][ ] years old
- [00] [REFUSAL/NO ANSWER]

**D3. How old were you when you stopped full-time education?**

**[Write in THE AGE WHEN EDUCATION WAS TERMINATED]**

- [ ][ ] .....years old
- [ 00 ] ..... [STILL IN FULL TIME EDUCATION]
- [ 01 ] ..... [NEVER BEEN IN FULL TIME EDUCATION]
- [ 99 ] ..... [REFUSAL/NO ANSWER]

**D4. As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity? Does it mean that you are a(n)...**

**[IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES - ONE ANSWER ONLY]**

**- Self-employed**

- 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 ..... 15

**- Employee**

- i.e. : - professional (employed doctor, lawyer, accountant, architect) ..... 21
- general management, director or top management..... 22
- middle management..... 23
- Civil servant ..... 24
- office clerk ..... 25
- other employee (salesman, nurse, etc...)..... 26
- other ..... 27

**- Manual worker**

- i.e. : - supervisor / foreman (team manager, etc...)..... 31
- Manual worker..... 32
- unskilled manual worker ..... 33
- other ..... 34

|  |    |
|--|----|
| <b>- Without a professional activity</b> |    |
| → i.e. :                                 |    |
| - looking after the home .....           | 41 |
| - student (full time) .....              | 42 |
| - retired .....                          | 43 |
| - seeking a job.....                     | 44 |
| - other .....                            | 45 |
| - [Refusal] .....                        | 99 |

TREND 2009

|            |   |   |
|------------|---|---|
| <b>B6.</b> | <b>Would you say you live in a ...?</b> |   |
| -          | Rural village.....                      | 1 |
| -          | Small Town.....                         | 2 |
| -          | Midsized town                           |   |
|            | ☐.....                                  | 3 |
| -          | Large town                              |   |
|            | ☐.....                                  | 4 |
| -          | City/capital .....                      | 5 |
| -          | [?????????]                             | 9 |

TREND 2009

|            |   |   |
|------------|---|---|
| <b>B7.</b> | <b>Do you have internet connection available at home...</b> |   |
| -          | ?????????   | 1 |
| -          | ?????????   | 2 |
| -          | [DK/NA] .....   | 9 |