

ZA5615

**Flash Eurobarometer 332
(Consumer Attitudes Towards Cross-border Trade
and Consumer Protection, wave 2)**

**Country Questionnaire
Great Britain**

FL332 - UK

Consumers' attitudes towards cross-border trade and consumer protection

D1 How old are you?

(WRITE DOWN - IF "REFUSAL" CODE '99')

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D2 Gender.

Male	1
Female	2

A SELLER IS THE RETAILER OF THE GOOD-EITHER SHOP OR WEBSITE \ A PROVIDER IS THE SELLER OF A SERVICE

ASK ALL

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Q1 In the past 12 months, have you purchased any goods or services, by Internet, phone or post in the UK or elsewhere in any of the following ways...?

(MULTIPLE ANSWERS POSSIBLE)

	(READ OUT)	Yes, from a seller\provider located in the UK	Yes, from a seller\provider located in another EU country	Yes, from a seller\provider located outside the EU	No	DK\NA (DO NOT READ OUT)
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1	Via the Internet (website, email, etc.)	1,	2,	3,	4,	5,
2	By phone	1,	2,	3,	4,	5,
3	By post (catalogues, mail order, etc.)	1,	2,	3,	4,	5,

FL 299 Q1 TREND MODIFIED

ASK Q2.1 IF "Yes, from a seller\ provider located in (OUR COUNTRY)", CODE 1 IN Q1.1 OR\AND Q1.2 OR\AND Q1.3 – OTHERS GO TO Q2.2

PROG: The amount has to be entered directly in local currency, this amount will be automatically converted into Euros (the conversion table has been sent)

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Q2.1 You said you bought something over the Internet, by phone or post from a seller\ provider located in the UK. Please tell me how much you spent in total on goods and services you bought by Internet, phone or post in the UK in the last 12 months, even if it's an approximate amount.

(INT.: IF "DK" CODE "999999")

£

NEW

ASK Q2.2 IF "Yes, from a seller\ provider located in another EU country", CODE 2 IN Q1.1 OR\AND Q1.2 OR\AND Q1.3 – OTHERS GO TO Q2.3

PROG: The amount has to be entered directly in local currency, this amount will be automatically converted into Euros (the conversion table has been sent)

Q2.2 You said you bought something over the Internet, by phone or post from a seller\provider located in ANOTHER EU COUNTRY. Please tell me how much you spent in total on goods and services you bought by Internet, phone or post from another EU-country in the last 12 months, even if it's an approximate amount.

(INT.: IF "DK" CODE "999999")

£

FL 299 Q1A TREND MODIFIED

ASK Q2.3 IF "Yes, from a seller\ provider located outside the EU", CODE 3 IN Q1.1 OR\AND Q1.2 OR\AND Q1.3 – OTHERS GO TO Q3

PROG: The amount has to be entered directly in local currency, this amount will be automatically converted into Euros (the conversion table has been sent)

Q2.3 You said you bought something over the Internet, by phone or post from a seller\ provider located outside the EU. Please tell me how much you spent in total on goods and services you bought by Internet, phone or post outside the EU in the last 12 months, even if it's an approximate amount.

(INT.: IF "DK" CODE "999999")

£

NEW

ASK Q3 IF CODE 1 OR 2 IN Q1.1 OR\AND Q1.2 OR\AND Q1.3 – OTHERS GO TO Q4

Q3 During the past 12 months have any of the following situations happened to you when purchasing something by internet, phone or post in the UK or elsewhere?

(SINGLE CODE)

	(READ OUT)	Happened	Did not happen	DK\NA (DO NOT READ OUT)
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1	A delay in the delivery of something purchased from a seller\provider located in the UK	1	2	3
2	You purchased something from a seller\provider located in (OUR COUNTRY) and it was not delivered at all	1	2	3
3	A delay in the delivery of something purchased from a seller\provider located in another EU country	1	2	3
4	You purchased something from a seller\provider located in another EU country and it was not delivered at all	1	2	3
5	You wanted to purchase something from a seller\provider in another EU country but the seller did not deliver or sell to the UK.	1	2	3

FL 299 Q3 TREND MODIFIED

ASK ALL

Q4 In the past 12 months have you purchased any goods while on a holiday, shopping or business trip in another EU country?

(SHOW SCREEN - SINGLE CODE)

Yes	1
No	2
DK\NA (DO NOT READ OUT)	3

FL 299 Q2

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

(SINGLE CODE)

	(READ OUT)	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK\NA (DO NOT READ OUT)
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1	You are prepared to purchase goods and services using another EU language	1	2	3	4	5
2	You know where to get information and advice about cross-border shopping in the EU	1	2	3	4	5
3	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	5
4	You are not interested in making a cross border transaction in the EU in the next 12 months	1	2	3	4	5

FL 299 Q5

Q6 For each of the following, are you more confident making purchases from sellers\providers located in another EU country, in the UK or equally confident in both?

(SINGLE CODE)

	(READ OUT)	More confident in sellers from another EU country	More confident in sellers from the UK than in another EU country	Equally confident	DK\NA (DO NOT READ OUT)
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1	Purchasing goods or services via the Internet	1	2	3	4
2	Purchasing goods or services by phone or post	1	2	3	4

FL 299 Q6 TREND MODIFIED

Q7 Have any of the following happened to you in the past 12 months?

(SINGLE CODE)

	(READ OUT)	Yes	No	DK\NA (DO NOT READ OUT)
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1	You came across unsolicited commercial advertisements, statements or offers (cold calls, spam emails, commercial SMS, etc.)	1	2	3
2	You came across misleading or deceptive advertisements, statements or offers	1	2	3
3	You responded to an advertisement or offer that turned out to be misleading or deceptive	1	2	3
4	You came across fraudulent advertisements, statements or offers	1	2	3
5	You responded to an advertisement or offer that turned out to be fraudulent	1	2	3
6	You came across exaggerated or misleading statements about the beneficial effects of products for the environment	1	2	3

FL 299 Q8 TREND MODIFIED

Q8 Suppose you ordered goods by post, phone or the Internet, do you think you have the right to return the goods you ordered 4 days after its delivery and get your money back, without giving any reason?

(SHOW SCREEN - SINGLE CODE)

Yes	1
No	2
DK\NA (DO NOT READ OUT)	3

EB73.3 QA6

Q9 Imagine that a new fridge you bought 18 months ago breaks down without any fault from your side. You didn't buy any extended commercial guarantee. Do you have the right to have it repaired or replaced for free?

(SHOW SCREEN - SINGLE CODE)

Yes	1
No	2
DK\NA (DO NOT READ OUT)	3

EB73.3 QA7 TREND MODIFIED

Q10 Imagine you receive two educational DVDs by post that you have not ordered, together with a 17 pound invoice for the products. Are you obliged to pay the invoice?

(READ OUT – ONE ANSWER ONLY)

No, and you are not obliged to send the DVDs back	1
No, provided that you send the DVDs back	2
Yes, you are obliged to pay	3
DK\NA (DO NOT READ OUT)	4

EB73.3 QA11 TREND MODIFIED

Q11 In the past 12 months, have you encountered any problem when you bought something in the UK?

(READ OUT – ONE ANSWER ONLY)

Yes – and you complained about it to the seller\provider\manufacturer	1
Yes – but you did not complain about it to the seller\provider\manufacturer	2
No	3
DK\NA (DO NOT READ OUT)	4

FL 299 Q9 TREND MODIFIED

ASK Q12.1 IF “Yes – and you complained about it to the seller\provider\manufacturer”,
CODE 1 IN Q11 – OTHERS GO TO Q12.2

Q12.1 In general, were you satisfied or not with the way your complaint(s) was (were) dealt with by the seller\ provider\manufacturer?

(READ OUT – ONE ANSWER ONLY)

Very satisfied	1
Fairly satisfied	2
Not very satisfied	3
Not at all satisfied	4
DK\NA (DO NOT READ OUT)	5

FL 299 Q10A

ASK Q12.2 IF "Yes – but I did not complain about it to the seller\provider\manufacturer",
CODE 2 IN Q11 – OTHERS GO TO Q13

Q12.2 What were the main reason(s) why you did not make a complaint?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

It was unlikely you would get a satisfactory solution to the problem you encountered	1,
The sums involved were too small	2,
You did not know how or where to complain	3,
You were not sure of your rights as a consumer	4,
You thought it would take too long	5,
You tried to complain for other problems in the past but were not successful	6,
You did not complain to the seller/provider but went straight to a third party (consumer association, solicitor, arbitration, mediation, conciliation body, to court)	7,
Other (SPONTANEOUS)	8,
DK\NA (DO NOT READ OUT)	9,

NEW (BASED ON FL 299 Q10B)

ASK Q13 IF "Not very satisfied" (CODE 3) OR "Not at all satisfied" (CODE 4) IN Q12.1 –
OTHERS GO TO Q14

Q13 How did you proceed further?

(READ OUT – 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 solicitor	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 (SPONTANEOUS)	7,

DK\NA (DO NOT READ OUT)

8,

FL 299 Q11

ASK ALL

Q14 For each of the following statements, please tell me if you agree or disagree with it. In the United Kingdom

(SINGLE CODE)

	(READ OUT)	Totally agree	Agree	Disagree	Totally disagree	DK\NA (DO NOT READ OUT)
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1	...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	5
2	...it is easy to resolve disputes with sellers\ providers through the courts	1	2	3	4	5
3	...you trust independent consumer organisations to protect your rights as a consumer	1	2	3	4	5
4	...you trust public authorities to protect your rights as a consumer	1	2	3	4	5
5	...you feel that you are adequately protected by existing measures to protect consumers	1	2	3	4	5
6	...in general, sellers\ providers in the UK respect your rights as a consumer	1	2	3	4	5

7	...you have changed your consumer behaviour as a result of a media story (e.g. changed shop or product)	1	2	3	4	5
8	...you regularly watch/listen to TV or Radio programmes related to consumer issues	1	2	3	4	5

FL 299 Q12 TREND MODIFIED (ITEM 8 NEW)

READ OUT: "Product safety" relates to consumer products only and does not include industrial products. Unsafe products are failing to comply with safety standards, not rifles or knives.

Q15 Thinking about all non-food products currently on the market in the UK, do you think that ...?

(READ OUT – ONE ANSWER ONLY)

Essentially all products are safe	1
A small number of products are unsafe	2
A significant number of products are unsafe	3
It depends on the product (DO NOT READ OUT)	4
DK\NA (DO NOT READ OUT)	5

FL 299 Q13

Q16 And thinking about all food products currently on the market in the UK, do you think that ...?

(READ OUT – ONE ANSWER ONLY)

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
It depends on the product (DO NOT READ OUT)	4
DK\NA (DO NOT READ OUT)	5

FL 299 Q14

Q17 Have you ever been personally affected by a recall of a product from the market?

(READ OUT – ONE ANSWER ONLY)

Yes – a non-food product	1
Yes – a food product	2
Yes, for both	3
No	4
DK\NA (DO NOT READ OUT)	5

FL 299 Q15

Q18 Considering everything you bought last week, did the environmental impact of any product or service influence your choice?

(SHOW SCREEN - SINGLE CODE)

Yes	1
No	2
DK\NA (DO NOT READ OUT)	3

FL 299 Q17

ASK ALL

DEMOGRAPHICS

D4 How old were you when you stopped full-time education?

(INT.: IF "STILL STUDYING", IF "NEVER HAD FULL-TIME EDUCATION", IF "DON'T KNOW\ DON'T REMEMBER, USE BUTTONS TO CODE)

FL 999 D4

D5 As far as your current occupation is concerned, would you say you are self employed, an employee doing a non-manual job, an employee doing a manual job or not currently working? Does it mean that you are a(n)...

IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES

SELF-EMPLOYED	
Farmer, forester, fisherman	1
Owner of a shop, craftsman	2
Professional (lawyer, medical practitioner, accountant, architect...)	3
Manager of a company	4
Other	5
EMPLOYEE	
Professional (employed doctor, lawyer, accountant, architect...)	6
General management, director or top management	7

Middle management, other management (department head, junior manager, teacher, technician)	8
Civil servant	9
Office clerk	10
Other employee (salesman, nurse, etc...)	11
Other	12
MANUAL WORKER	
Supervisor \ foreman (team manager, etc ...)	13
Manual worker	14
Unskilled manual worker	15
Other	16
WITHOUT A PROFESSIONAL ACTIVITY	
Looking after the home	17
Student (full time)	18
Retired	19
Seeking a job	20
Other	21
Refusal (SPONTANEOUS)	22

FL 999 D5

D6 Do you have an Internet connection at home?

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Yes	1
No	2

FL 999 D6

D12 What county do you live in?

(READ OUT IF NECESSARY - ONE ANSWER ONLY)

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D13 Would you say you live in a...?

(READ OUT - SINGLE CODE)

Rural area or village	1
Small or medium-sized town	2
Large town/city	3
DK (DO NOT READ OUT)	4

D18 Have you got a mobile phone?

(DO NOT READ OUT)

Yes	1
No	2

D20 Have you got a landline phone?

(DO NOT READ OUT)

Yes	1
No	2

D22 Could you tell me how many people aged 15 years or more live in your household, yourself included?

(WRITE DOWN - IF "DK" CODE '98' - IF "REFUSAL" CODE '99')

Number of people aged 15 or more in the household