

Flash Eurobarometer 268  
March / May / November 2009

Consumer protection and consumer rights  
in Estonia, Latvia and Lithuania (wave 2 and 3)

Special Target Survey (population aged 21-45)

Conducted for the European Commission,  
Directorate-General SANCO,  
Health and Consumer Protection

Basic questionnaire (EN)

The GALLUP Organization

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## Survey questionnaire

### D1. Gender

(DO NOT ASK - MARK APPROPRIATE)

Male ..... 1  
Female..... 2

### D2. How old are you?

[ ][ ] years old  
[99] [REFUSAL/NO ANSWER]

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

(Write in THE AGE WHEN EDUCATION WAS TERMINATED)

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

### 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

#### - Without a professional activity

→ i.e. : - looking after the home .....41  
- student (full time) .....42  
- retired .....43  
- seeking a job .....44  
- other .....45

- (Refusal) .....99

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**D5. NUTS region** (not to be asked)

**D6. Would you say you live in a ... ?**

- metropolitan zone ..... 1
- other town/urban centre ..... 2
- rural zone ..... 9

# FLASH 268 – CONSUMER PROTECTION - ESTONIA

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## Target: general public aged 21 – 45 years

### I. Campaign awareness

- Q1a. Have you over the past weeks seen/heard messages about consumer rights?**
- Yes ..... 1
  - No ..... 2 *GO TO Q1B*
  - [DK/NA] ..... 9 *GO TO Q1B*

#### **IF THE ANSWER IS “YES”**

- Q1a\_a. Can you please tell me what this/these message/s was/were?**  
*[DO NOT READ - OPEN ENDED - CODE]*  
*[MULTIPLE ANSWER POSSIBLE]*
- The exact slogan is mentioned “Know your consumer rights!”  
message with Kalevipoeg ..... 01 *SKIP TO Q2*
  - Message about the consumer rights –in general ..... 02
  - Messages about the consumer rights regarding internet  
shopping ..... 03
  - Message about the consumer rights holiday packages ..... 04
  - Message about the consumer rights regarding returning faulty  
goods ..... 05
  - Messages about internet shopping –without mentioning the  
consumer rights ..... 06
  - Message about holiday packages–without mentioning the  
consumer right ..... 07
  - Message about returning faulty goods internet shopping –  
without mentioning the consumer right ..... 08
  - Messages about people not knowing their right as consumer  
in Estonia ..... 09
  - Messages about consumer rights in EU ..... 10
  - Other answers ..... 12
  - [DK/NA] ..... 99

- Q1b. Have you over the past weeks see/heard advertisements/news articles saying that ‘Know your consumer rights’**
- Yes ..... 1 *SKIP TO Q2*
  - No ..... 2
  - [DK/NA] ..... 9

- Q1c. Have you over the past weeks seen/heard advertisement, messages, information about consumer rights regarding returning faulty goods, holiday packages or internet shopping?**
- Yes ..... 1

- No..... 2 SKIP TO Q5
- [DK/NA] ..... 9 SKIP TO Q5

**Q1d. Have you over the past weeks see/heard advertisements/news articles with Kalevipoeg about consumer rights'**

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

**Q2-Q3A-Q3 WILL BE ASKED FROM THOSE, WHO ANSWERED "YES " IN Q1A, OR Q1B OR Q1C**

**Q2. Where did you see/hear this/these messages about consumer rights?**

*[MULTIPLE ANSWER POSSIBLE]*

- on TV ..... 1
- on radio ..... 2
- in a newspaper/magazine ..... 3
- in brochure/leaflet ..... 4
- on the internet ..... 5
- from family, friends, colleagues ..... 6
- other ..... 7
- [DK/NA] ..... 9

**Q3A. Did you find the information you have received through these messages/this information campaign**

- very useful..... 4
- useful..... 3
- not useful or ..... 2
- not useful at all? ..... 1
- [DK/NA] ..... 9

**Q3. Did you find the information about your rights as a consumer of returning faulty goods, holiday packages, and internet shopping, provided through the campaign on consumer rights ....**

- Agree ..... 1
- Disagree ..... 2
- [DK/NA] ..... 9

a) easy to understand ..... 1 2 9

b) easy to remember?..... 1 2 9

c) convincing ? ..... 1 2 9

**Q5. For the following situations, please tell me if you know your rights as consumer and/if you would be interested to learn more about your rights**

- you know your rights well enough and would not like to know more..... 1
- you know some of your rights, but would like to know more ..... 2
- you don't know your rights and would like to know more ..... 3
- you don't know your rights, but don't' want to know more ..... 4
- [DK/NA] ..... 9

a) when an electronic or household device you just bought does not work properly ..... 1 2 9

- b the payments on the credit you took include unexpected additional fees and charges ..... 1 2 9
- c) when your package holiday is different from what the brochure promised ..... 1 2 9
- d) when your flight is delayed or cancelled ..... 1 2 9
- e) when you don't like what you ordered via the Internet or via teleshopping ..... 1 2 9
- f) ) when you have a problem with your phone bill..... 1 2 9
- g) when you came across a misleading advertising ..... 1 2 9

**Q6a. How would you look for information and advice about your consumer rights?**

*[MORE THAN ONE ANSWER POSSIBLE ]*

- search the internet ..... 1
- making phone calls ..... 2
- visit an information and advice office ..... 3
- ask friends and relatives..... 4
- [DK/NA] ..... 9

**Q6. Where would you go for information or advice about your consumer rights if you have a problem with a product, a service or a seller?**

*[DO NOT READ OUT – ONE ANSWER POSSIBLE]*

- Government, Ministry, Public Authority ..... 01
- dial phone number 6207 707 ..... 02
- www.consumer.ee ..... 03
- non-governmental consumer association ..... 04
- shopkeepers, sellers or service providers ..... 05
- friends and relatives..... 06
- lawyers ..... 07
- the EU contact points ..... 08
- the European Consumer Centre ..... 09
- search the Internet ..... 10
- other ..... 11
- [DK/NA] ..... 99

**Q7. What institutions and organizations/associations dealing with protection of consumers' rights do you know?**

*[DO NOT READ OUT – MULTIPLE ANSWER POSSIBLE]*

- Consumer Protection Board (Eesti Tarbijakaitseamet) ..... 1
- website www.consumer.ee ..... 2
- Estonian Consumers Union (Eesti Tarbijakaitse Liit – ETL) ..... 3
- Association of Consumers' Protection Ugandi (Tarbijate Kaitse Ühendus UGANDI) ..... 4
- Consumer Protection Advisory Centre of Tallinn (Tallinna Tarbijakaitse Nõuandla) ..... 5
- The European Consumer Centre in Estonia (Euroopa Liidu Tarbija Noustamiskeskus) ..... 6
- Pärnumaa Consumer Protection Association ..... 7

- Saaremaa Consumer Protection Association ..... 8
- Tartu consumer Protection and Advisory Centre ..... 9

**ASK ONLY ORGANIZATIONS/ASSOCIATIONS WHICH WERE NOT MENTIONED IN Q7.**

**Q8. Have you ever heard of :**

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9
- a) Consumer Protection Board (Eesti Tarbijakaitseamet)..... 1 2 9
- b) website www.consumer.ee ..... 1 2 9
- c) Estonian Consumers Union (Eest Tarbijakaitse Liit – ETL) ..... 1 2 9
- d) Association of Consumers’ Protection Ugandi (Tarbijate Kaitse Ühendus UGANDI) ..... 1 2 9
- e) Consumer Protection Advisory Centre of Tallinn (Tallinna Tarbijakaitse Nõuandla) ..... 1 2 9
- f) The European Consumer Centre in Estonia (Euroopa Liidu Tarbija Noustamiskeskus) ..... 1 2 9
- g) Pärnumaa Consumer Protection Association ..... 1 2 9
- h) Saaremaa Consumer Protection Association..... 1 2 9
- i) Tartu consumer Protection and Advisory Centre ..... 1 2 9

**IF YES TO ANY OF THE ITEM IN Q7 OR Q8 FROM A-H**

**Q9A. Did you ever ask this or any of these organisations for information or help ?**

*[READ OUT - ONE ANSWER POSSIBLE]*

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

**IF THE ANSWER IS “YES”**

**Q9B. Which one?**

*[OPEN ENDED - DO NOT READ. JUST CODE]*

*[IF RESPONDENT GIVE MORE THAN ONE ANSWER, ASK ABOUT THE LAST OCCASION !!]*

- Consumer Protection Board (Eesti Tarbijakaitseamet)..... 1
- website www.consumer.ee ..... 2
- Estonian Consumers Union (Eest Tarbijakaitse Liit – ETL)..... 3
- Association of Consumers’ Protection Ugandi (Tarbijate Kaitse Ühendus UGANDI) ..... 4
- Consumer Protection Advisory Centre of Tallinn (Tallinna Tarbijakaitse Nõuandla) ..... 5
- The European Consumer Centre in Estonia (Euroopa Liidu Tarbija Noustamiskeskus) ..... 6
- Pärnumaa Consumer Protection Association ..... 7
- Saaremaa Consumer Protection Association ..... 8
- Tartu consumer Protection and Advisory Centre ..... 9
- other..... 10

**IF THE ANSWER IS “YES”**

**Q9C. How satisfied were you with the outcome?**

- Very satisfied..... 1
- Rather satisfied ..... 2
- Rather dissatisfied..... 3
- Dissatisfied ..... 4

**ASK ALL**

**Q10a. Who would you trust most to give you correct information and advice on your consumer rights, firstly?**

*[READ OUT – ROTATE – ONE ANSWER ONLY]*

- website www.consumer.ee ..... 01
- The Government ..... 02
- A non-governmental consumer association ..... 03
- phone number 6207 707 ..... 04
- shopkeepers, sellers or service providers ..... 05
- friends and relatives..... 06
- lawyers ..... 07
- the EU contact points..... 08
- other..... 09
- [DK/NA] ..... 99

**Q10b. And than secondly?**

*[READ OUT – ROTATE – ONE ANSWER ONLY]*

- website www.consumer.ee ..... 01
- The Government ..... 02
- A non-governmental consumer association ..... 03
- phone number 6207 707 ..... 04
- shopkeepers, sellers or service providers ..... 05
- friends and relatives..... 06
- lawyers ..... 07
- the EU contact points..... 08
- other..... 09
- [DK/NA] ..... 99

**ASK ALL**

**Q11. Would you be willing to support an independent consumer organisation by...?**

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

- a) Paying an annual membership fee of 200 EEK ..... 1 2 9
- b) Giving this association a donation which you can deduct from your income taxes..... 1 2 9
- c) Giving this association a percentage of your taxes instead of paying them to the Government . 1 2 9

**Q12. Compared to other EU countries, do you think consumers in Estonia have the same, less or more consumer rights and protection?**

- Same..... 1

- Less..... 2
  - More..... 3
  - [DK/NA] ..... 9
- Q13. Compared to other EU countries, do you think sellers and service providers in Estonia respect consumer rights and protection rules equally, better or worse?**
- Equally ..... 1
  - Better ..... 2
  - Worse..... 3
  - [DK/NA] ..... 9
- Q14. In general, would you say that the Estonian justice system is efficient in punishing businesses that mislead or cheat consumers?**
- Yes ..... 1
  - No..... 2
  - [DK/NA] ..... 9
- Q15. Have you over the past months had any problems with**  
*[READ OUT - ONE ANSWER PER LINE]*
- Yes ..... 1
  - No..... 2
  - [Don't Know/Not Applicable]..... 9
- a) Telephone and/or mobile phone companies ..... 1 2 9
  - b) Shops selling household or electronic devices (washing machine, computers, etc)..... 1 2 9
  - c) Banks or other credit providers ..... 1 2 9
  - d) Tour operators/ Travel agencies..... 1 2 9
  - e) Airlines or charter flight companies ..... 1 2 9
  - f) Buying on the internet or via teleshopping ..... 1 2 9

**IF Q15 = YES**

- Q16. If yes, what did you do when this happened to you?**  
*[DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE]*
- I complain to the seller or service provider ..... 1
  - I seek information about my rights..... 2
  - I ask help from a non-governmental consumer association ..... 3
  - I ask help from a government consumer authority ..... 4
  - I ask advice from friends and/or family ..... 5
  - I consult a lawyer ..... 6
  - I file an official complaint (court, authorities)..... 7
  - other ..... 8
  - Nothing ..... 9
  - [DK/NA] ..... 99
- Q17. Have you over the past months been victim of a misleading advertising or a commercial practice that you considered to be unfair?**  
*[READ OUT]*
- Yes ..... 1

- No.....	2
- [Don't Know/Not Applicable].....	9

# FLASH 268 – CONSUMER PROTECTION - ESTONIA

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## Target: general public aged 21 – 45 years

### I. Campaign awareness

- Q1a. Have you over the past weeks seen/heard messages about consumer rights?**
- Yes ..... 1
  - No ..... 2 *GO TO Q1B*
  - [DK/NA] ..... 9 *GO TO Q1B*

#### **IF THE ANSWER IS “YES”**

- Q1a\_a. Can you please tell me what this/these message/s was/were?**  
*[DO NOT READ - OPEN ENDED - CODE]*  
*[MULTIPLE ANSWER POSSIBLE]*
- The exact slogan is mentioned “Know your consumer rights!”  
message with Kalevipoeg ..... 01 *SKIP TO Q2*
  - Message about the consumer rights –in general ..... 02
  - Messages about the consumer rights regarding internet  
shopping ..... 03
  - Message about the consumer rights holiday packages ..... 04
  - Message about the consumer rights regarding returning faulty  
goods ..... 05
  - Messages about internet shopping –without mentioning the  
consumer rights ..... 06
  - Message about holiday packages–without mentioning the  
consumer right ..... 07
  - Message about returning faulty goods internet shopping –  
without mentioning the consumer right ..... 08
  - Messages about people not knowing their right as consumer  
in Estonia ..... 09
  - Messages about consumer rights in EU ..... 10
  - Other answers ..... 12
  - [DK/NA] ..... 99

- Q1b. Have you over the past weeks see/heard advertisements/news articles saying that ‘Know your consumer rights’**
- Yes ..... 1 *SKIP TO Q2*
  - No ..... 2
  - [DK/NA] ..... 9

- Q1c. Have you over the past weeks seen/heard advertisement, messages, information about consumer rights regarding returning faulty goods, holiday packages or internet shopping?**
- Yes ..... 1

- No..... 2 SKIP TO Q5
- [DK/NA] ..... 9 SKIP TO Q5

**Q1d. Have you over the past weeks see/heard advertisements/news articles with Kalevipoeg about consumer rights'**

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

**Q2-Q3A-Q3 WILL BE ASKED FROM THOSE, WHO ANSWERED "YES " IN Q1A, OR Q1B OR Q1C**

**Q2. Where did you see/hear this/these messages about consumer rights?**

*[MULTIPLE ANSWER POSSIBLE]*

- on TV ..... 1
- on radio ..... 2
- in a newspaper/magazine ..... 3
- in brochure/leaflet ..... 4
- on the internet ..... 5
- from family, friends, colleagues ..... 6
- other ..... 7
- [DK/NA] ..... 9

**Q3A. Did you find the information you have received through these messages/this information campaign**

- very useful..... 4
- useful..... 3
- not useful or ..... 2
- not useful at all? ..... 1
- [DK/NA] ..... 9

**Q3. Did you find the information about your rights as a consumer of returning faulty goods, holiday packages, and internet shopping, provided through the campaign on consumer rights ....**

- Agree ..... 1
- Disagree ..... 2
- [DK/NA] ..... 9

a) easy to understand ..... 1 2 9

b) easy to remember?..... 1 2 9

c) convincing ? ..... 1 2 9

**Q5. For the following situations, please tell me if you know your rights as consumer and/if you would be interested to learn more about your rights**

- you know your rights well enough and would not like to know more..... 1
- you know some of your rights, but would like to know more ..... 2
- you don't know your rights and would like to know more ..... 3
- you don't know your rights, but don't' want to know more ..... 4
- [DK/NA] ..... 9

a) when an electronic or household device you just bought does not work properly ..... 1 2 9

- b the payments on the credit you took include unexpected additional fees and charges ..... 1 2 9
- c) when your package holiday is different from what the brochure promised ..... 1 2 9
- d) when your flight is delayed or cancelled ..... 1 2 9
- e) when you don't like what you ordered via the Internet or via teleshopping ..... 1 2 9
- f) ) when you have a problem with your phone bill..... 1 2 9
- g) when you came across a misleading advertising ..... 1 2 9

**Q6a. How would you look for information and advice about your consumer rights?**

*[MORE THAN ONE ANSWER POSSIBLE ]*

- search the internet ..... 1
- making phone calls ..... 2
- visit an information and advice office ..... 3
- ask friends and relatives..... 4
- [DK/NA] ..... 9

**Q6. Where would you go for information or advice about your consumer rights if you have a problem with a product, a service or a seller?**

*[DO NOT READ OUT – ONE ANSWER POSSIBLE]*

- Government, Ministry, Public Authority ..... 01
- dial phone number 6207 707 ..... 02
- www.consumer.ee ..... 03
- non-governmental consumer association ..... 04
- shopkeepers, sellers or service providers ..... 05
- friends and relatives..... 06
- lawyers ..... 07
- the EU contact points ..... 08
- the European Consumer Centre ..... 09
- search the Internet ..... 10
- other ..... 11
- [DK/NA] ..... 99

**Q7. What institutions and organizations/associations dealing with protection of consumers' rights do you know?**

*[DO NOT READ OUT – MULTIPLE ANSWER POSSIBLE]*

- Consumer Protection Board (Eesti Tarbijakaitseamet) ..... 1
- website www.consumer.ee ..... 2
- Estonian Consumers Union (Eesti Tarbijakaitse Liit – ETL) ..... 3
- Association of Consumers' Protection Ugandi (Tarbijate Kaitse Ühendus UGANDI) ..... 4
- Consumer Protection Advisory Centre of Tallinn (Tallinna Tarbijakaitse Nõuandla) ..... 5
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- Pärnumaa Consumer Protection Association ..... 7

- Saaremaa Consumer Protection Association ..... 8
- Tartu consumer Protection and Advisory Centre ..... 9

**ASK ONLY ORGANIZATIONS/ASSOCIATIONS WHICH WERE NOT MENTIONED IN Q7.**

**Q8. Have you ever heard of :**

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9
- a) Consumer Protection Board (Eesti Tarbijakaitseamet)..... 1 2 9
- b) website www.consumer.ee ..... 1 2 9
- c) Estonian Consumers Union (Eest Tarbijakaitse Liit – ETL) ..... 1 2 9
- d) Association of Consumers’ Protection Ugandi (Tarbijate Kaitse Ühendus UGANDI) ..... 1 2 9
- e) Consumer Protection Advisory Centre of Tallinn (Tallinna Tarbijakaitse Nõuandla) ..... 1 2 9
- f) The European Consumer Centre in Estonia (Euroopa Liidu Tarbija Noustamiskeskus) ..... 1 2 9
- g) Pärnumaa Consumer Protection Association ..... 1 2 9
- h) Saaremaa Consumer Protection Association..... 1 2 9
- i) Tartu consumer Protection and Advisory Centre ..... 1 2 9

**IF YES TO ANY OF THE ITEM IN Q7 OR Q8 FROM A-H**

**Q9A. Did you ever ask this or any of these organisations for information or help ?**

*[READ OUT - ONE ANSWER POSSIBLE]*

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

**IF THE ANSWER IS “YES”**

**Q9B. Which one?**

*[OPEN ENDED - DO NOT READ. JUST CODE]*

*[IF RESPONDENT GIVE MORE THAN ONE ANSWER, ASK ABOUT THE LAST OCCASION !!]*

- Consumer Protection Board (Eesti Tarbijakaitseamet)..... 1
- website www.consumer.ee ..... 2
- Estonian Consumers Union (Eest Tarbijakaitse Liit – ETL)..... 3
- Association of Consumers’ Protection Ugandi (Tarbijate Kaitse Ühendus UGANDI) ..... 4
- Consumer Protection Advisory Centre of Tallinn (Tallinna Tarbijakaitse Nõuandla) ..... 5
- The European Consumer Centre in Estonia (Euroopa Liidu Tarbija Noustamiskeskus) ..... 6
- Pärnumaa Consumer Protection Association ..... 7
- Saaremaa Consumer Protection Association ..... 8
- Tartu consumer Protection and Advisory Centre ..... 9
- other..... 10

**IF THE ANSWER IS “YES”**

**Q9C. How satisfied were you with the outcome?**

- Very satisfied..... 1
- Rather satisfied ..... 2
- Rather dissatisfied..... 3
- Dissatisfied ..... 4

**ASK ALL**

**Q10a. Who would you trust most to give you correct information and advice on your consumer rights, firstly?**

*[READ OUT – ROTATE – ONE ANSWER ONLY]*

- website www.consumer.ee ..... 01
- The Government ..... 02
- A non-governmental consumer association ..... 03
- phone number 6207 707 ..... 04
- shopkeepers, sellers or service providers ..... 05
- friends and relatives..... 06
- lawyers ..... 07
- the EU contact points..... 08
- other..... 09
- [DK/NA] ..... 99

**Q10b. And than secondly?**

*[READ OUT – ROTATE – ONE ANSWER ONLY]*

- website www.consumer.ee ..... 01
- The Government ..... 02
- A non-governmental consumer association ..... 03
- phone number 6207 707 ..... 04
- shopkeepers, sellers or service providers ..... 05
- friends and relatives..... 06
- lawyers ..... 07
- the EU contact points..... 08
- other..... 09
- [DK/NA] ..... 99

**ASK ALL**

**Q11. Would you be willing to support an independent consumer organisation by...?**

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

- a) Paying an annual membership fee of 200 EEK ..... 1 2 9
- b) Giving this association a donation which you can deduct from your income taxes..... 1 2 9
- c) Giving this association a percentage of your taxes instead of paying them to the Government . 1 2 9

**Q12. Compared to other EU countries, do you think consumers in Estonia have the same, less or more consumer rights and protection?**

- Same..... 1

- Less..... 2
  - More..... 3
  - [DK/NA] ..... 9
- Q13. Compared to other EU countries, do you think sellers and service providers in Estonia respect consumer rights and protection rules equally, better or worse?**
- Equally ..... 1
  - Better ..... 2
  - Worse..... 3
  - [DK/NA] ..... 9
- Q14. In general, would you say that the Estonian justice system is efficient in punishing businesses that mislead or cheat consumers?**
- Yes ..... 1
  - No..... 2
  - [DK/NA] ..... 9
- Q15. Have you over the past months had any problems with**  
*[READ OUT - ONE ANSWER PER LINE]*
- Yes ..... 1
  - No..... 2
  - [Don't Know/Not Applicable]..... 9
- a) Telephone and/or mobile phone companies ..... 1 2 9
  - b) Shops selling household or electronic devices (washing machine, computers, etc)..... 1 2 9
  - c) Banks or other credit providers ..... 1 2 9
  - d) Tour operators/ Travel agencies..... 1 2 9
  - e) Airlines or charter flight companies ..... 1 2 9
  - f) Buying on the internet or via teleshopping ..... 1 2 9

**IF Q15 = YES**

- Q16. If yes, what did you do when this happened to you?**  
*[DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE]*
- I complain to the seller or service provider ..... 1
  - I seek information about my rights..... 2
  - I ask help from a non-governmental consumer association ..... 3
  - I ask help from a government consumer authority ..... 4
  - I ask advice from friends and/or family ..... 5
  - I consult a lawyer ..... 6
  - I file an official complaint (court, authorities)..... 7
  - other ..... 8
  - Nothing ..... 9
  - [DK/NA] ..... 99
- Q17. Have you over the past months been victim of a misleading advertising or a commercial practice that you considered to be unfair?**  
*[READ OUT]*
- Yes ..... 1

- No.....	2
- [Don't Know/Not Applicable].....	9

**EB FLASH QUESTIONNAIRE DG SANCO  
VAGUE 2  
Latvia**

**Context:** to interim measurement of impact of information campaign on EU consumer rights

**Remark:** All that appears between brackets is spontaneous.

**Geographical area:** government controlled area Latvia

**Target:** general public aged 21 – 45 years

## I. Campaign awareness

**Q1a. Have you over the past weeks seen/heard messages about consumer rights?**

- Yes.....1
- No .....2 GO TO Q1b
- [DK/NA].....9 GO TO Q1b

[IF THE ANSWER IS “YES”]

**Q1a\_a. Can you please tell me what this/these message/s was/were?**

**[DO NOT READ - OPEN ENDED - CODE]**

- The slogan is mentioned “Runā droši! (Tās ir tavas pateretaja tiesības.)” (Speak Up – (These are your consumer rights)) .....01 SKIP TO Q2
- Message about the consumer rights – in general .....02
- Message about the consumer rights regarding internet shopping.....03
- Message about the consumer rights regarding holiday packages.....04
- Message about the consumer rights regarding consumer credit.....05
- Message about internet shopping – without mentioning the consumer rights.....06
- Message about holiday packages – without mentioning the consumer right .....07
- Message about consumer credit – without mentioning the consumer right .....08
- Messages about people not knowing their right as consumer in Latvia.....09
- Messages about consumer rights in EU .....10
- Other answers .....12
- [DK/NA].....99

**Q1b. Have you over the past weeks see/heard advertisements/news articles saying that “Runā droši! (Tās ir tavas pateretaja tiesības.)” (Speak Up – (These are your consumer rights))?**

- Yes.....1 SKIP TO Q2
- No .....2
- [DK/NA].....9

**Q1c. Have you over the past weeks seen/heard advertisement, messages, information about consumer rights regarding consumer credit, holiday packages or internet shopping?**

- Yes.....1

- No .....2 SKIP TO Q5
- [DK/NA] .....9 SKIP TO Q5

**Q1d. Have you over the past weeks see/heard advertisements/news articles with a woman/Linda who learns about consumer rights?**

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

**Q2-Q3-Q4 WILL BE ASKED FROM THOSE, WHO ANSWERED “YES “IN Q1a, OR Q1b OR Q1c OR Q1d.**

**Q2. Where did you see/hear this/these messages about consumer rights?**

- On TV.....1
- On radio .....2
- In a newspaper/magazine .....3
- In brochure/leaflet .....4
- On the internet .....5
- From family, friends, colleagues .....6
- Other .....7
- [DK/NA] .....9

**Q3. Did you find the information you have received through these messages/this information campaign**

- Very useful.....4
- Useful.....3
- Not useful or .....2
- Not useful at all? .....1
- [DK/NA] .....9

**Q4. Did you find the information about your rights as a consumer of consumer credit, holiday packages, and internet shopping, provided through the campaign on consumer rights ....**

- Agree .....1
  - Disagree .....2
  - [DK/NA].....9
- a) Easy to understand ? ..... 1 2 9
  - b) Easy to remember?..... 1 2 9
  - c) Convincing ? ..... 1 2 9

**II. Interest in consumer rights**

[ASK ALL]

**Q5. For the following situations, please tell me if you know your rights as consumer and/if you would be interested to learn more about your rights**

- You know your rights well enough and would not like to know more . 1

- You know some of your rights, but would like to know more .....	2
- You don't know your rights and would like to know more .....	3
- You don't know your rights, but don't want to know more .....	4
- [DK/NA].....	9
a) When an electronic or household device you just bought does not work properly .....	1 2 9
b) The payments on the credit you took include unexpected additional fees and charges .....	1 2 9
c) When your package holiday is different from what the brochure promised .....	1 2 9
d) When your flight is delayed or cancelled .....	1 2 9
e) When you don't like what you ordered via the Internet or via teleshopping .....	1 2 9
f) When you have a problem with your phone bill .....	1 2 9
g) When you came across a misleading advertising .....	1 2 9

### III Sources of information on consumer rights

#### Q6a. How would you look for information and advice about your consumer rights? More than one answer possible

- Search the internet .....	1
- Making phone calls .....	2
- Visit an information and advice office .....	3
- Ask friends and relatives.....	4
- [DK/NA].....	9

#### Q6. Where would you go for information or advice about your consumer rights if you have a problem with a product, a service or a seller? [DO NOT READ OUT – ONE ANSWER POSSIBLE]

- Government, Ministry, Public Authority .....	01
- A non-governmental consumer association .....	03
- Shopkeepers, sellers or service providers.....	04
- Friends and relatives .....	05
- Lawyers.....	06
- The EU contact point .....	07
- The European Consumer Centre .....	08
- Search the Internet .....	09
- Other .....	10
- [DK/NA].....	99

#### Q7. What institutions and organizations/associations dealing with protection of consumers' rights do you know? [DO NOT READ OUT – MULTIPLE ANSWER POSSIBLE]

Consumer Rights Protection Center (Pateretaju tiesibu aizsardzibas centrs).....	1
Club for Protection of consumer interests (Patērētāju interešu aizstāvības klubs).....	2
Latvian National Association for Consumer Protection (Patērētāju interešu aizstāvības asociācija) .....	3
Consumer support centre .....	4
The European Consumer Centre in Latvia (Eiropas Patērētāju informēšanas centrs).....	5
Other .....	6

**ASK ONLY ORGANIZATIONS/ASSOCIATIONS WHICH WERE NOT MENTIONED IN Q7.**

**Q8. Have you ever heard of :**

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9
  
- a) Consumer Rights Protection Center ..... 1 2 9
- b) Club for Protection of consumer interests..... 1 2 9
- c) Latvian National Association for Consumer Protection..... 1 2 9
- d) Consumer support center ..... 1 2 9
- e) The European Consumer Centre in Latvia ..... 1 2 9

**IF YES TO ANY OF THE ITEM IN Q7 OR Q8 FROM A-E**

**Q9. Did you ever ask this or any of these organization/magazine for information or help?**  
[READ OUT - ONE ANSWER POSSIBLE]

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

[IF THE ANSWER IS "YES" IN Q9]

**Q9A. Which one?**

**ONLY ONE ANSWER IS POSSIBLE**

- Consumer Rights Protection Center ..... 1
- Club for Protection of consumer interests..... 2
- Latvian National Association for Consumer Protection ..... 3
- Consumer support center ..... 4
- The European Consumer Centre in Latvia ..... 5
- [DK/NA] ..... 9

[IF THE ANSWER IS "YES" IN Q9]

**Q9B. How satisfied were you with the outcome?**

- Very satisfied ..... 1
- Rather satisfied ..... 2
- Rather dissatisfied ..... 3
- Dissatisfied..... 4
- [DK/NA] ..... 9

[ASK ALL]

**Q10. Who would you trust most to give you correct information and advice on your consumer rights firstly?And than secondly?**

[READ OUT – ROTATE – ONE ANSWER ONLY]

- The Government ..... 01
- A non-governmental consumer association..... 02

- Shopkeepers, sellers or service providers .....04
- Friends and relatives .....05
- Lawyers .....06
- The EU contact points .....07
- The European Consumer Centre .....08
- Other .....09
- [DK/NA] .....99

Firstly: ..... 1 2 3 4 5 6 7 8 9 99

Secondly: ..... 1 2 3 4 5 6 7 8 9 99

[ASK ALL]

**Q11. Would you be willing to support an independent non-governmental consumer organisation by...?**

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

- a) Paying an annual membership fee of 8 Lats ..... 1 2 9
- b) Giving this association a donation which you can deduct from your income taxes ..... 1 2 9
- c) Giving this association a percentage of your taxes instead of paying them to the Government ..... 1 2 9

**Q12. Compared to other EU countries, do you think consumers in Latvia have the same, less or more consumer rights and protection?**

- Same ..... 1
- Less ..... 2
- More ..... 3
- [DK/NA] ..... 9

**Q13. Compared to other EU countries, do you think sellers and service providers in Latvia respect consumer rights and protection rules equally, better or worse?**

- Equally ..... 1
- Better ..... 2
- Worse ..... 3
- [DK/NA] ..... 9

**Q14. In general, would you say that the Latvian justice system is efficient in punishing businesses that mislead or cheat consumers?**

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

**EB FLASH QUESTIONNAIRE DG SANCO  
VAGUE 3  
Latvia**

**Context:** to interim measurement of impact of information campaign on EU consumer rights

**Remark:** All that appears between brackets is spontaneous.

**Geographical area:** government controlled area Latvia

**Target:** general public aged 21 – 45 years

## I. Campaign awareness

**Q1a. Have you over the past weeks seen/heard messages about consumer rights?**

- Yes.....1
- No .....2 GO TO Q1b
- [DK/NA].....9 GO TO Q1b

[IF THE ANSWER IS “YES”]

**Q1a\_a. Can you please tell me what this/these message/s was/were?**

**[DO NOT READ - OPEN ENDED - CODE]**

- The slogan is mentioned “Runā droši! (Tās ir tavas pateretaja tiesības.)” (Speak Up – (These are your consumer rights)) .....01 SKIP TO Q2
- Message about the consumer rights – in general .....02
- Message about the consumer rights regarding internet shopping.....03
- Message about the consumer rights regarding holiday packages.....04
- Message about the consumer rights regarding consumer credit.....05
- Message about internet shopping – without mentioning the consumer rights.....06
- Message about holiday packages – without mentioning the consumer right .....07
- Message about consumer credit – without mentioning the consumer right .....08
- Messages about people not knowing their right as consumer in Latvia.....09
- Messages about consumer rights in EU .....10
- Other answers .....12
- [DK/NA].....99

**Q1b. Have you over the past weeks see/heard advertisements/news articles saying that “Runā droši! (Tās ir tavas pateretaja tiesības.)” (Speak Up – (These are your consumer rights))?**

- Yes.....1 SKIP TO Q2
- No .....2
- [DK/NA].....9

**Q1c. Have you over the past weeks seen/heard advertisement, messages, information about consumer rights regarding consumer credit, holiday packages or internet shopping?**

- Yes.....1

- No .....2 SKIP TO Q5
- [DK/NA] .....9 SKIP TO Q5

**Q1d. Have you over the past weeks see/heard advertisements/news articles with a woman/Linda who learns about consumer rights?**

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

**Q2-Q3-Q4 WILL BE ASKED FROM THOSE, WHO ANSWERED “YES “IN Q1a, OR Q1b OR Q1c OR Q1d.**

**Q2. Where did you see/hear this/these messages about consumer rights?**

- On TV.....1
- On radio .....2
- In a newspaper/magazine .....3
- In brochure/leaflet .....4
- On the internet .....5
- From family, friends, colleagues .....6
- Other .....7
- [DK/NA] .....9

**Q3. Did you find the information you have received through these messages/this information campaign**

- Very useful.....4
- Useful.....3
- Not useful or .....2
- Not useful at all? .....1
- [DK/NA] .....9

**Q4. Did you find the information about your rights as a consumer of consumer credit, holiday packages, and internet shopping, provided through the campaign on consumer rights ....**

- Agree .....1
  - Disagree .....2
  - [DK/NA].....9
- a) Easy to understand ? .....1 2 9
  - b) Easy to remember?.....1 2 9
  - c) Convincing ? .....1 2 9

**II. Interest in consumer rights**

[ASK ALL]

**Q5. For the following situations, please tell me if you know your rights as consumer and/if you would be interested to learn more about your rights**

- You know your rights well enough and would not like to know more . 1

- You know some of your rights, but would like to know more .....	2
- You don't know your rights and would like to know more .....	3
- You don't know your rights, but don't want to know more .....	4
- [DK/NA].....	9
a) When an electronic or household device you just bought does not work properly .....	1 2 9
b) The payments on the credit you took include unexpected additional fees and charges .....	1 2 9
c) When your package holiday is different from what the brochure promised .....	1 2 9
d) When your flight is delayed or cancelled .....	1 2 9
e) When you don't like what you ordered via the Internet or via teleshopping .....	1 2 9
f) When you have a problem with your phone bill .....	1 2 9
g) When you came across a misleading advertising .....	1 2 9

### III Sources of information on consumer rights

#### Q6a. How would you look for information and advice about your consumer rights? More than one answer possible

- Search the internet .....	1
- Making phone calls .....	2
- Visit an information and advice office .....	3
- Ask friends and relatives.....	4
- [DK/NA].....	9

#### Q6. Where would you go for information or advice about your consumer rights if you have a problem with a product, a service or a seller? [DO NOT READ OUT – ONE ANSWER POSSIBLE]

- Government, Ministry, Public Authority .....	01
- A non-governmental consumer association .....	03
- Shopkeepers, sellers or service providers.....	04
- Friends and relatives .....	05
- Lawyers.....	06
- The EU contact point .....	07
- The European Consumer Centre .....	08
- Search the Internet .....	09
- Other .....	10
- [DK/NA].....	99

#### Q7. What institutions and organizations/associations dealing with protection of consumers' rights do you know? [DO NOT READ OUT – MULTIPLE ANSWER POSSIBLE]

Consumer Rights Protection Center (Pateretaju tiesību aizsardzības centrs).....	1
Club for Protection of consumer interests (Patērētāju interešu aizstāvības klubs).....	2
Latvian National Association for Consumer Protection (Patērētāju interešu aizstāvības asociācija) .....	3
Consumer support centre .....	4
The European Consumer Centre in Latvia (Eiropas Patērētāju informēšanas centrs).....	5
Other .....	6

**ASK ONLY ORGANIZATIONS/ASSOCIATIONS WHICH WERE NOT MENTIONED IN Q7.**

**Q8. Have you ever heard of :**

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9
  
- a) Consumer Rights Protection Center ..... 1 2 9
- b) Club for Protection of consumer interests..... 1 2 9
- c) Latvian National Association for Consumer Protection..... 1 2 9
- d) Consumer support center ..... 1 2 9
- e) The European Consumer Centre in Latvia ..... 1 2 9

**IF YES TO ANY OF THE ITEM IN Q7 OR Q8 FROM A-E**

**Q9. Did you ever ask this or any of these organization/magazine for information or help?**  
[READ OUT - ONE ANSWER POSSIBLE]

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

[IF THE ANSWER IS "YES" IN Q9]

**Q9A. Which one?**

**ONLY ONE ANSWER IS POSSIBLE**

- Consumer Rights Protection Center ..... 1
- Club for Protection of consumer interests..... 2
- Latvian National Association for Consumer Protection ..... 3
- Consumer support center ..... 4
- The European Consumer Centre in Latvia ..... 5
- [DK/NA] ..... 9

[IF THE ANSWER IS "YES" IN Q9]

**Q9B. How satisfied were you with the outcome?**

- Very satisfied ..... 1
- Rather satisfied ..... 2
- Rather dissatisfied ..... 3
- Dissatisfied..... 4
- [DK/NA] ..... 9

[ASK ALL]

**Q10. Who would you trust most to give you correct information and advice on your consumer rights firstly?And than secondly?**

[READ OUT – ROTATE – ONE ANSWER ONLY]

- The Government ..... 01
- A non-governmental consumer association..... 02

- Shopkeepers, sellers or service providers .....04
- Friends and relatives .....05
- Lawyers .....06
- The EU contact points .....07
- The European Consumer Centre .....08
- Other .....09
- [DK/NA] .....99

Firstly: ..... 1 2 3 4 5 6 7 8 9 99

Secondly: ..... 1 2 3 4 5 6 7 8 9 99

[ASK ALL]

**Q11. Would you be willing to support an independent non-governmental consumer organisation by...?**

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

- a) Paying an annual membership fee of 8 Lats ..... 1 2 9
- b) Giving this association a donation which you can deduct from your income taxes ..... 1 2 9
- c) Giving this association a percentage of your taxes instead of paying them to the Government ..... 1 2 9

**Q12. Compared to other EU countries, do you think consumers in Latvia have the same, less or more consumer rights and protection?**

- Same ..... 1
- Less ..... 2
- More ..... 3
- [DK/NA] ..... 9

**Q13. Compared to other EU countries, do you think sellers and service providers in Latvia respect consumer rights and protection rules equally, better or worse?**

- Equally ..... 1
- Better ..... 2
- Worse ..... 3
- [DK/NA] ..... 9

**Q14. In general, would you say that the Latvian justice system is efficient in punishing businesses that mislead or cheat consumers?**

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

**EB FLASH QUESTIONNAIRE DG SANCO  
VAGUE 2  
Lithuania**

**Context:** to interim measurement of impact of information campaign on EU consumer rights

**Remark:** All that appears between brackets is spontaneous.

**Geographical area:** government controlled area Lithuania

**Target:** general public aged 21 – 45 years

**I. Campaign awareness**

**Q1a. Have you over the past weeks seen/heard messages about consumer rights?**

- Yes.....1
- No .....2 GO TO Q1b
- [DK/NA].....9 GO TO Q1b

[IF THE ANSWER IS “YES”]

**Q1a\_a. Can you please tell me what this/these message/s was/were?**

**[DO NOT READ - OPEN ENDED - CODE]**

- The slogan is mentioned “Žinok savo teises ir laimék - Know your rights and win”.....01 SKIP TO Q2
- Message about the consumer rights – in general .....02
- Message about the consumer rights regarding internet shopping.....03
- Message about the consumer rights regarding holiday packages.....04
- Message about the consumer rights regarding consumer credit.....05
- Message about internet shopping – without mentioning the consumer rights.....06
- Message about holiday packages – without mentioning the consumer right .....07
- Message about consumer credit – without mentioning the consumer right .....08
- Messages about people not knowing their right as consumer in Lithuania.....09
- Messages about consumer rights in EU .....10
- Other answers .....12
- [DK/NA].....99

**Q1b. Have you over the past weeks see/heard advertisements/news articles saying that “Žinok savo teises ir laimék - Know your rights and win”?**

- Yes.....1 SKIP TO Q2
- No .....2
- [DK/NA].....9

**Q1c. Have you over the past weeks seen/heard advertisement, messages, information about consumer rights regarding consumer credit, holiday packages or internet shopping?**

- Yes.....1

- No .....2 SKIP TO Q5
- [DK/NA] .....9 SKIP TO Q5

**Q1d. Have you over the past weeks seen/heard advertisements/news articles with a consumer fighting for his rights in a boxing ring ?**

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

**Q2-Q3-Q4 WILL BE ASKED FROM THOSE, WHO ANSWERED “YES “IN Q1a, OR Q1b OR Q1c OR Q1d.**

**Q2. Where did you see/hear this/these messages about consumer rights?**

- On TV .....1
- On radio .....2
- In a newspaper/magazine .....3
- In brochure/leaflet .....4
- On the internet .....5
- From family, friends, colleagues .....6
- Other .....7
- [DK/NA] .....9

**Q3. Did you find the information you have received through these messages/this information campaign**

- Very useful .....4
- Useful .....3
- Not useful or .....2
- Not useful at all? .....1
- [DK/NA] .....9

**Q4. Did you find the information about your rights as a consumer of consumer credit, holiday packages, and internet shopping, provided through the campaign on consumer rights ....**

- Agree .....1
  - Disagree .....2
  - [DK/NA] .....9
- a) Easy to understand? ..... 1 2 9
  - b) Easy to remember? ..... 1 2 9
  - c) Convincing ? ..... 1 2 9

**II. Interest in consumer rights**

[ASK ALL]

**Q5. For the following situations, please tell me if you know your rights as consumer and/if you would be interested to learn more about your rights**

- You know your rights well enough and would not like to know more	1
- You know some of your rights, but would like to know more	2
- You don't know your rights and would like to know more	3
- You don't know your rights, but don't want to know more	4
- [DK/NA]	9
a) When an electronic or household device you just bought does not work properly	1 2 9
b) The payments on the credit you took include unexpected additional fees and charges	1 2 9
c) When your package holiday is different from what the brochure promised	1 2 9
d) When your flight is delayed or cancelled	1 2 9
e) When you don't like what you ordered via the Internet or via teleshopping	1 2 9
f) When you have a problem with your phone bill	1 2 9
g) When you came across a misleading advertising	1 2 9

### III Sources of information on consumer rights

#### Q6a. How would you look for information and advice about your consumer rights?

##### More than one answer possible

- Search the internet	1
- Making phone calls	2
- Visit an information and advice office	3
- Ask friends and relatives	4
- [DK/NA]	9

#### Q6. Where would you go for information or advice about your consumer rights if you have a problem with a product, a service or a seller?

[DO NOT READ OUT – ONE ANSWER POSSIBLE]

- Government, Ministry, Public Authority	01
- Dial phone number 8 800 00008	02
- A non-governmental consumer association	03
- Shopkeepers, sellers or service providers	04
- Friends and relatives	05
- Lawyers	06
- The EU contact point	07
- The European Consumer Centre	08
- Search the Internet	09
- Other	10
- [DK/NA]	99

#### Q7. What institutions and organizations/associations dealing with protection of consumers' rights do you know?

[DO NOT READ OUT – MULTIPLE ANSWER POSSIBLE]

a) State Consumer Rights Protection Authority (Valstybinė vartotojų teisių apsaugos tarnyba)	1
b) Lithuanian National Consumer Confederation (Lietuvos nacionaliė vartotojų federacija)	2
c) Lithuanian Consumer Association (Lietuvos vartotojų asociacija)	3
d) Lithuanian Consumer Institute (Lietuvos vartotojų institutas)	4
e) The European Consumer Centre in Lithuania (Europos Vartotojų Centras Lietuvoje)	5
f) Western Lithuanian Federation (Vakarų Lietuvos vartotojų federacija)	6

g) Consumer magazine Kurčs .....	7
h) Other .....	8

**ASK ONLY ORGANIZATIONS/ASSOCIATIONS WHICH WERE NOT MENTIONED IN Q7.**

**Q8. Have you ever heard of:**

- Yes .....	1
- No .....	2
- [DK/NA] .....	9
a) State Consumer Rights Protection Authority .....	1 2 9
b) Lithuanian National Consumer Confederation .....	1 2 9
c) Lithuanian Consumer Association .....	1 2 9
d) Lithuanian Consumer Institute .....	1 2 9
e) The European Consumer Centre in Lithuania .....	1 2 9
f) Western Lithuanian Federation .....	1 2 9
g) Consumer magazine Kurčs .....	1 2 9

**IF YES TO ANY OF THE ITEM IN Q7 OR Q8 FROM A-F**

**Q9. Did you ever ask this or any of these organization/magazine for information or help?**

[READ OUT - ONE ANSWER POSSIBLE]

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

[IF THE ANSWER IS "YES" IN Q9]

**Q9A. Which one?**

**ONLY ONE ANSWER IS POSSIBLE**

a) State Consumer Rights Protection Authority .....	1
b) Lithuanian National Consumer Confederation .....	2
c) Lithuanian Consumer Association .....	3
d) Lithuanian Consumer Institute .....	4
e) The European Consumer Centre in Lithuania .....	5
f) Western Lithuanian Federation .....	6
g) Consumer magazine Kurčs .....	7
h) [DK/NA] .....	8

[IF THE ANSWER IS "YES" IN Q9]

**Q9B. How satisfied were you with the outcome?**

- Very satisfied .....	1
- Rather satisfied .....	2
- Rather dissatisfied .....	3
- Dissatisfied .....	4
- [DK/NA] .....	9

[ASK ALL]

**Q10. Who would you trust most to give you correct information and advice on your consumer rights firstly? And than secondly?**

[READ OUT – ROTATE – ONE ANSWER ONLY]

- The Government .....01
- A non-governmental consumer association.....02
- Phone number 8 800 00008.....03
- Shopkeepers, sellers or service providers .....04
- Friends and relatives.....05
- Lawyers .....06
- The EU contact points.....07
- The European Consumer Centre .....08
- Other .....09
- [DK/NA] .....99

Firstly: ..... 1 2 3 4 5 6 7 8 9 99

Secondly: ..... 1 2 3 4 5 6 7 8 9 99

[ASK ALL]

**Q11. Would you be willing to support an independent non-governmental consumer organisation by...?**

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

a) Paying an annual membership fee of 50 Litas ..... 1 2 9

b) Giving this association a donation which you can deduct from your income taxes ..... 1 2 9

c) Giving this association a percentage of your taxes instead of paying them to the Government ..... 1 2 9

**Q13: Would you be interested to subscribe to a (non-profit) consumer magazine that gives you results of independent comparative tests/quality and price of products and services and information about your rights/advice?**

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

**Q14 Compared to other EU countries, do you think consumers in Lithuania have the same, less or more consumer rights and protection?**

- Same..... 1
- Less ..... 2
- More..... 3
- [DK/NA] ..... 9

**Q15 Compared to other EU countries, do you think sellers and service providers in Lithuania respect consumer rights and protection rules equally, better or worse?**

- Equally ..... 1
- Better ..... 2
- Worse..... 3
- [DK/NA] ..... 9

**Q16. In general, would you say that the Lithuanian justice system is efficient in punishing businesses that mislead or cheat consumers?**

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

**EB FLASH QUESTIONNAIRE DG SANCO  
VAGUE 3**

**I. Campaign awareness**

**Q1a. Have you over the past months seen/heard messages about consumer rights?**

- Yes..... 1
- No ..... 2 GO TO Q1b
- [DK/NA]..... 9 GO TO Q1b

[IF THE ANSWER IS "YES"]

**Q1a\_a. Can you please tell me what this/these message/s was/were?**

**[DO NOT READ - OPEN ENDED - CODE]**

- The slogan is mentioned "Žinok savo teises ir laimėk - Know your rights and win" ..... 01 SKIP TO Q2
- Message about the consumer rights – in general ..... 02
- Message about the consumer rights regarding internet shopping ..... 03
- Message about the consumer rights regarding holiday packages ..... 04
- Message about the consumer rights regarding consumer credit ..... 05
- Message about internet shopping – without mentioning the consumer rights ..... 06
- Message about holiday packages – without mentioning the consumer right ..... 07
- Message about consumer credit – without mentioning the consumer right ..... 08
- Messages about people not knowing their right as consumer in Lithuania ..... 09
- Messages about consumer rights in EU ..... 10
- Smart consumer election ..... 11
- Other answers ..... 12
- [DK/NA] ..... 99

**Q1b. [ASK ALL] Have you over the past months seen/heard advertisements/news articles saying "Žinok savo teises ir laimėk - Know your rights and win"?**

- Yes..... 1 SKIP TO Q2
- No ..... 2
- [DK/NA]..... 9

**Q1c. Have you over the past months seen/heard advertisement, messages, information about consumer rights regarding consumer credit, holiday packages or internet shopping?**

- Yes..... 1
- No ..... 2 SKIP TO Q5
- [DK/NA]..... 9 SKIP TO Q5

**Q1d. Have you over the past months seen/heard advertisements/news articles with a consumer fighting for his rights in a boxing ring ?**

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

**Q2-Q3-Q4 WILL BE ASKED FROM THOSE, WHO ANSWERED “YES “IN Q1a, OR Q1b OR Q1c OR Q1d.**

**Q2. Where did you see/hear this/these messages about consumer rights?**

- On TV.....1
- On radio .....2
- In a newspaper/magazine .....3
- In brochure/leaflet .....4
- On the internet .....5
- From family, friends, colleagues .....6
- Other .....7
- [DK/NA] .....9

**Q3. Did you find the information you have received through these messages/this information campaign**

- Very useful.....4
- Useful.....3
- Not useful or .....2
- Not useful at all? .....1
- [DK/NA] .....9

**Q4. Did you find the information about your rights as a consumer of consumer credit, holiday packages, and internet shopping, provided through the campaign on consumer rights ....**

- Agree .....1
  - Disagree .....2
  - [DK/NA].....9
- a) Easy to understand? ..... 1 2 9
  - b) Easy to remember?..... 1 2 9
  - c) Convincing ? ..... 1 2 9

**II. Interest in consumer rights**

[ASK ALL]

**Q5. For the following situations, please tell me if you know your rights as consumer and/if you would be interested to learn more about your rights**

- You know your rights well enough and would not like to know more . 1
- You know some of your rights, but would like to know more .....2
- You don't know your rights and would like to know more .....3
- You don't know your rights, but don't want to know more .....4
- [DK/NA].....9

a) When an electronic or household device you just bought does not work properly .....	1 2 9
b) The payments on the credit you took include unexpected additional fees and charges .....	1 2 9
c) When your package holiday is different from what the brochure promised .....	1 2 9
d) When your flight is delayed or cancelled .....	1 2 9
e) When you don't like what you ordered via the Internet or via teleshopping .....	1 2 9
f) When you have a problem with your phone bill .....	1 2 9
g) When you came across a misleading advertising .....	1 2 9

### III Sources of information on consumer rights

#### Q6a. How would you look for information and advice about your consumer rights?

##### More than one answer possible

- Search the internet .....	1
- Making phone calls .....	2
- Visit an information and advice office .....	3
- Ask friends and relatives.....	4
- [DK/NA].....	9

#### Q6. Where would you go for information or advice about your consumer rights if you have a problem with a product, a service or a seller?

[DO NOT READ OUT – ONE ANSWER POSSIBLE]

- Government, Ministry, Public Authority .....	01
- Dial phone number 8 800 00008.....	02
- A non-governmental consumer association .....	03
- Shopkeepers, sellers or service providers .....	04
- Friends and relatives .....	05
- Lawyers .....	06
- The EU contact point .....	07
- The European Consumer Centre .....	08
- Search the Internet.....	09
- Other .....	10
- [DK/NA] .....	99

#### Q7. What institutions and organizations/associations dealing with protection of consumers' rights do you know?

[DO NOT READ OUT – MULTIPLE ANSWER POSSIBLE]

a) State Consumer Rights Protection Authority (Valstybinė vartotojų teisių apsaugos tarnyba) .....	1
b) Lithuanian National Consumer Confederation (Lietuvos nacionaliė vartotojų federacija) .....	2
c) Lithuanian Consumer Association (Lietuvos vartotojų asociacija) .....	3
d) Lithuanian Consumer Institute (Lietuvos vartotojų institutas) .....	4
e) The European Consumer Centre in Lithuania (Europos Vartotojų Centras Lietuvoje).....	5
f) Western Lithuanian Federation (Vakarų Lietuvos vartotojų federacija).....	6
g) Consumer magazine Kurįs .....	7
h) Other .....	8

**ASK ONLY ORGANIZATIONS/ASSOCIATIONS WHICH WERE NOT MENTIONED IN Q7.**

**Q8. Have you ever heard of:**

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9
  
- a) State Consumer Rights Protection Authority ..... 1 2 9
- b) Lithuanian National Consumer Confederation ..... 1 2 9
- c) Lithuanian Consumer Association ..... 1 2 9
- d) Lithuanian Consumer Institute ..... 1 2 9
- e) The European Consumer Centre in Lithuania ..... 1 2 9
- f) Western Lithuanian Federation ..... 1 2 9
- g) Consumer magazine Kuržis ..... 1 2 9

**IF YES TO ANY OF THE ITEM IN Q7 OR Q8 FROM A-F**

**Q9. Did you ever ask this or any of these organization/magazine for information or help?**

[READ OUT - ONE ANSWER POSSIBLE]

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

[IF THE ANSWER IS "YES" IN Q9]

**Q9A. Which one?**

**ONLY ONE ANSWER IS POSSIBLE**

- a) State Consumer Rights Protection Authority ..... 1
- b) Lithuanian National Consumer Confederation ..... 2
- c) Lithuanian Consumer Association ..... 3
- d) Lithuanian Consumer Institute ..... 4
- e) The European Consumer Centre in Lithuania ..... 5
- f) Western Lithuanian Federation ..... 6
- g) Consumer magazine Kuržis ..... 7
- h) [DK/NA] ..... 8

[IF THE ANSWER IS "YES" IN Q9]

**Q9B. How satisfied were you with the outcome?**

- Very satisfied ..... 1
- Rather satisfied ..... 2
- Rather dissatisfied ..... 3
- Dissatisfied ..... 4
- [DK/NA] ..... 9

**Q10: Are you aware of a consumer free phone line 8 800 00008 and would you consider calling there if you had a problem with a good or service?**

- I know the number, I have already used it and would use it again ..... 1
- I know the number, I have already used it but would not use it again ..... 2
- I know the number and would use it ..... 3
- I know the number but would not use it ..... 4
- I haven't known the number but would consider using it in the future ..... 5

- I haven't known the number and I'm not interested in using it ..... 6
- [DK/NA] ..... 9

[ASK ALL]

**Q11. Who would you trust most to give you correct information and advice on your consumer rights firstly? And than secondly?**

[READ OUT – ROTATE – ONE ANSWER ONLY]

- The Government ..... 01
- A non-governmental consumer association ..... 02
- Phone number 8 800 00008 ..... 03
- Shopkeepers, sellers or service providers ..... 04
- Friends and relatives ..... 05
- Lawyers ..... 06
- The EU contact points ..... 07
- The European Consumer Centre ..... 08
- Other ..... 09
- [DK/NA] ..... 99

Firstly: ..... 1 2 3 4 5 6 7 8 9 99  
 Secondly: ..... 1 2 3 4 5 6 7 8 9 99

[ASK ALL]

**Q12. Would you be willing to support an independent non-governmental consumer organisation by...?**

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

- a) Paying an annual membership fee of 50 Litas ..... 1 2 9
- b) Giving this association a donation which you can deduct from your income taxes ..... 1 2 9
- c) Giving this association a percentage of your taxes instead of paying them to the Government ..... 1 2 9

**Q13. Compared to other EU countries, do you think consumers in Lithuania have the same, less or more consumer rights and protection?**

- Same ..... 1
- Less ..... 2
- More ..... 3
- [DK/NA] ..... 9

**Q14. Compared to other EU countries, do you think sellers and service providers in Lithuania respect consumer rights and protection rules equally, better or worse?**

- Equally ..... 1
- Better ..... 2
- Worse ..... 3
- [DK/NA] ..... 9

**Q15. In general, would you say that the Lithuanian justice system is efficient in punishing businesses that mislead or cheat consumers?**

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

Flash EB Series #268

## Consumer protection and consumer rights in Estonia

Survey conducted by The Gallup Organization,  
Hungary upon the request of the  
European Commission,  
Directorate-General “Health and Consumer  
Protection”



Coordinated by Directorate-General  
Communication

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**THE GALLUP ORGANIZATION**

## Survey details

This “Flash 268 – Consumer protection and consumer rights Special Target Survey, Estonia - wave 2” was conducted for the European Commission, Directorate-General SANCO, Health and Consumer Protection.

Telephone interviews were conducted in Estonia between the 07/03/2009 and the 11/03/2009 by Saar Poll Estonian partner institute.

### **Representativeness of the results**

The national sample was representative of the population aged between 21 – 45 years.

### **Sizes of the sample**

The sample size was planned 1000 respondents in Estonia, 1004 interviews were conducted in all.

A weighting factor was applied to the national results in order to compute a marginal total for the country in proportion to its population.

### **Questionnaires**

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English (see hereafter).
2. The institute translated the questionnaire in their national language.

## Sampling error

Surveys are designed and conducted to provide an estimate of a true value of characteristics of a population at a given time. An estimate of a survey is unlikely to exactly equal the true population quantity of interest for a variety of reasons. One of these reasons is that data in a survey are collected from only some – a sample of – members of the population, this to make data collection cheaper and faster. The “margin of error” is a common summary of *sampling error*, which quantifies uncertainty about (or confidence in) a survey result.

Usually, one calculates a 95 percent confidence interval of the format: *survey estimate +/- margin of error*. This interval of values will contain the true population value at least 95% of time.

For example, if it was estimated that 45% of EU citizens are in favour of a single European currency and this estimate is based on a sample of 100 EU citizens, the associated margin of error is about 10 percentage points. The 95 percent confidence interval for support for a European single currency would be *(45%-10%) to (45%+10%)*, suggesting that in the EU the support for a European single currency could range from 35% to 55%. Because of the small sample size of 100 EU citizens, there is considerable uncertainty about whether or not the citizens of the EU support a single currency.

As a general rule, the more interviews conducted (sample size), the smaller the margin of error. Larger samples are more likely to give results closer to the true population quantity and thus have smaller margins of error. For example, a sample of 500 will produce a margin of error of no more than about 4.5 percentage points, and a sample of 1,000 will produce a margin of error of no more than about 3 percentage points.

### Margin of error (95% confidence interval)

Survey estimate	Sample size (n)									
	10	50	100	150	200	400	800	1000	2000	4000
5%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%
10%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
25%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
50%	31.0%	13.9%	9.8%	8.0%	6.9%	4.9%	3.5%	3.1%	2.2%	1.5%
75%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
90%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
95%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%

(The values in the table are the margin of error – at 95% confidence level – for a given survey estimate and sample size)

The examples show that the size of a sample is a crucial factor affecting the margin of error. Nevertheless, once past a certain point – a sample size of 800 or 1,000 – the improvement is small. For example, to reduce the margin of error to 1.5% would require a sample size of 4,000.

## Survey details

This “Flash 268 – Consumer protection and consumer rights Special Target Survey, Estonia - wave 3” was conducted for the European Commission, Directorate-General SANCO, Health and Consumer Protection.

Telephone interviews were conducted in Estonia between the 27/05/2009 and the 31/05/2009 by Saar Poll Estonian partner institute.

### Representativeness of the results

The national sample was representative of the population aged between 21 – 45 years.

### Sizes of the sample

The sample size was planned 1000 respondents in Estonia, 1000 interviews were conducted in all.

A weighting factor was applied to the national results in order to compute a marginal total for the country in proportion to its population.

### Questionnaires

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English (see hereafter).
2. The institute translated the questionnaire in their national language.

## Sampling error

Surveys are designed and conducted to provide an estimate of a true value of characteristics of a population at a given time. An estimate of a survey is unlikely to exactly equal the true population quantity of interest for a variety of reasons. One of these reasons is that data in a survey are collected from only some – a sample of – members of the population, this to make data collection cheaper and faster. The “margin of error” is a common summary of *sampling error*, which quantifies uncertainty about (or confidence in) a survey result.

Usually, one calculates a 95 percent confidence interval of the format: *survey estimate +/- margin of error*. This interval of values will contain the true population value at least 95% of time.

For example, if it was estimated that 45% of EU citizens are in favour of a single European currency and this estimate is based on a sample of 100 EU citizens, the associated margin of error is about 10 percentage points. The 95 percent confidence interval for support for a European single currency would be *(45%-10%) to (45%+10%)*, suggesting that in the EU the support for a European single currency could range from 35% to 55%. Because of the small sample size of 100 EU citizens, there is considerable uncertainty about whether or not the citizens of the EU support a single currency.

As a general rule, the more interviews conducted (sample size), the smaller the margin of error. Larger samples are more likely to give results closer to the true population quantity and thus have smaller margins of error. For example, a sample of 500 will produce a margin of error of no more than about 4.5 percentage points, and a sample of 1,000 will produce a margin of error of no more than about 3 percentage points.

### Margin of error (95% confidence interval)

Survey estimate	Sample size (n)									
	10	50	100	150	200	400	800	1000	2000	4000
5%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%
10%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
25%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
50%	31.0%	13.9%	9.8%	8.0%	6.9%	4.9%	3.5%	3.1%	2.2%	1.5%
75%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
90%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
95%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%

(The values in the table are the margin of error – at 95% confidence level – for a given survey estimate and sample size)

The examples show that the size of a sample is a crucial factor affecting the margin of error. Nevertheless, once past a certain point – a sample size of 800 or 1,000 – the improvement is small. For example, to reduce the margin of error to 1.5% would require a sample size of 4,000.

Flash EB Series #268

## Consumer protection and consumer rights in Latvia

Survey conducted by The Gallup Organization,  
Hungary upon the request of the  
European Commission,  
Directorate-General “Health and Consumer  
Protection”



Coordinated by Directorate-General  
Communication

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**THE GALLUP ORGANIZATION**

## Survey details

This “Flash 268 – Consumer protection and consumer rights Special Target Survey, wave 2 - Latvia ” was conducted for the European Commission, Directorate-General SANCO, Health and Consumer Protection.

Telephone interviews were conducted in Latvia between the 14-18 May, 2009 by Latvian Facts partner institute.

### **Representativeness of the results**

The national sample was representative of the population aged between 21 – 45 years.

### **Sizes of the sample**

The sample size was planned 1000 respondents in Latvia, 1004 interviews were conducted in all.

A weighting factor was applied to the national results in order to compute a marginal total for the country in proportion to its population.

### **Questionnaires**

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English (see hereafter).
2. The institute translated the questionnaire in their national language(s).

## Sampling error

The results in a survey are valid only between the limits of a statistical margin caused by the sampling process. This margin varies with three factors:

1. The sample size (or the size of the analyzed part in the sample): the greater the number of respondents is, the smaller the statistical margin will be;
2. The result in itself: the closer the result approaches 50%, the wider the statistical margin will be;
3. The desired degree of confidence: the more "strict" we are, the wider the statistical margin will be.

As an example, examine this illustrative case:

1. One question has been answered by 500 people;
2. The analyzed result is around 50%;
3. We choose a significance level of 95 % (it is the level most often used by the statisticians, and it is the one chosen for the Table hereafter);

In this illustrative case the statistical margin is: (+/- 4.4%) around the observed 50%. And as a conclusion: the result for the whole population lies between 45.6% and 54.4 %.

Hereafter, the statistical margins computed for various observed results are shown, on various sample sizes, at the 95% significance level.

### 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%
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3

## Survey details

This “Flash 268 – Consumer protection and consumer rights Special Target Survey, wave 3 - Latvia ” was conducted for the European Commission, Directorate-General SANCO, Health and Consumer Protection.

Telephone interviews were conducted in Latvia between the 2-6 November, 2009 by Latvian Facts partner institute.

### **Representativeness of the results**

The national sample was representative of the population aged between 21 – 45 years.

### **Sizes of the sample**

The sample size was planned 1000 respondents in Latvia, 1001 interviews were conducted in all.

A weighting factor was applied to the national results in order to compute a marginal total for the country in proportion to its population.

### **Questionnaires**

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### 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%
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3

Flash EB Series #268

## Consumer protection and consumer rights in Lithuania

Survey conducted by The Gallup Organization,  
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Coordinated by Directorate-General  
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**THE GALLUP ORGANIZATION**

## Survey details

This “Flash 268 – Consumer protection and consumers’ rights Special Target Survey, wave 2 - Lithuania ” was conducted for the European Commission, Directorate-General SANCO, Health and Consumer Protection.

Telephone interviews were conducted in Lithuania between the 14-18 May, 2009 by Baltic Survey partner institute.

### **Representativeness of the results**

The national sample was representative of the population aged between 21 – 45 years.

### **Sizes of the sample**

The sample size was planned 1000 respondents in Lithuania, 1002 interviews were conducted in all.

A weighting factor was applied to the national results in order to compute a marginal total for the country in proportion to its population.

### **Questionnaires**

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2. The institute translated the questionnaire in their national language(s).

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### STATISTICAL MARGINS DUE TO THE SAMPLING PROCESS (AT THE 95 % LEVEL OF CONFIDENCE)

Various sample sizes are in rows;

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	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3

## Survey details

This “Flash 268 – Consumer protection and consumers’ rights Special Target Survey, wave 3 - Lithuania ” was conducted for the European Commission, Directorate-General SANCO, Health and Consumer Protection.

Telephone interviews were conducted in Lithuania between the 2-6 November, 2009 by Baltic Survey partner institute.

### **Representativeness of the results**

The national sample was representative of the population aged between 21 – 45 years.

### **Sizes of the sample**

The sample size was planned 1000 respondents in Lithuania, 1000 interviews were conducted in all.

A weighting factor was applied to the national results in order to compute a marginal total for the country in proportion to its population.

### **Questionnaires**

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English (see hereafter).
2. The institute translated the questionnaire in their national language(s).

## Sampling error

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As an example, examine this illustrative case:

1. One question has been answered by 500 people;
2. The analyzed result is around 50%;
3. We choose a significance level of 95 % (it is the level most often used by the statisticians, and it is the one chosen for the Table hereafter);

In this illustrative case the statistical margin is: (+/- 4.4%) around the observed 50%. And as a conclusion: the result for the whole population lies between 45.6% and 54.4 %.

Hereafter, the statistical margins computed for various observed results are shown, on various sample sizes, at the 95% significance level.

### 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%
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3

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