

GESIS Study ID ZA5437

Flash Eurobarometer 275
March 2010

Consumer Protection and Consumer Rights in Bulgaria (wave2)

Basic questionnaire

The GALLUP Organization

FLASH 275 – CONSUMER PROTECTION IN BULGARIA – WAVE 2

D1. Gender

[DO NOT ASK- MARK APPROPRIATE]

- Male 1
- Female..... 2

D2. How old are you?

- _____ years old
- [REFUSAL/NO ANSWER]..... 99

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

[WRITE IN THE AGE WHEN EDUCATION WAS TERMINATED]

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

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

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

- metropolitan zone..... 1

	- other town/urban centre	2	
	- rural zone	3	
	- (Refusal)	9	
Q1a.	Have you over the past weeks seen/heard messages about consumer rights?		
	- Yes	1	
	- No	2	<i>GO TO Q1B</i>
	- [DK/NA]	9	<i>GO TO Q1B</i>
IF THE ANSWER IS "YES"			
Q1a_a.	Can you please tell me what this/these message/s was/were?		
	<i>[DO NOT READ - OPEN ENDED - CODE]</i>		
	<i>[MULTIPLE ANSWER POSSIBLE]</i>		
	- The slogan is mentioned "“В ЕС вие имате потребителски права! Отстоявайте ги!”	01	<i>SKIP TO Q2</i>
	- Message about the consumer rights –in general	02	
	- Messages about the consumer rights and mobile phones repair	03	
	- Message about the consumer rights and holiday packages, hotel	04	
	- Message about the consumer rights and credit, banks	05	
	- Messages about mobile phone repair / making a monkey out of people	06	
	- Message about holiday packages, hotel – sending people for green caviar – without mentioning the consumer right.....	07	
	- Message about consumer credit gliding people from the slide –without mentioning the consumer right	08	
	- Messages about people not knowing their rights as consumer in Bulgaria.....	09	
	- Messages about cheating consumer	10	
	- Other answers	12	
	- [DK/NA]	99	
Q1b.	Have you over the past weeks see/heard advertisements/news articles saying that you should stand up for your consumer rights, not let them glide you from the slide, make you into monkey, send you for green caviar?		
	- Yes	1	<i>SKIP TO Q2</i>
	- No	2	
	- [DK/NA]	9	
Q1c.	Have you over the past weeks seen/heard advertisement, messages, information about consumer rights regarding returning mobile phones , holiday packages and hotels or consumer credit ?		
	- Yes	1	
	- No	2	<i>SKIP TO FILTER BEFORE Q2</i>
	- [DK/NA]	9	<i>SKIP TO FILTER BEFORE Q2</i>
Q1d.	Have you over the past weeks see/heard advertisements/news articles about consumers knowing their rights, not being cheated'		
	- 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?	
	<i>[MULTIPLE ANSWER POSSIBLE]</i>	
	- 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 repair of faulty goods, holiday packages, and consumer credit , 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
Q4.	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?	
	<i>[DO NOT READ OUT – ONE ANSWER POSSIBLE]</i>	
	- Government, Ministry, Public Authority	01
	- Dial phone number 0 700 111 22.....	02
	- Aktivni potrebiteli/Bulgarian National Consumer Association	03
	- Independent 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	12

	- [DK/NA]	99
Q5.	How would you try to find information and advice about consumer rights?	
	<i>[READ OUT — ONE ANSWER ONLY]</i>	
	- By phone	1
	- Send letter	3
	- Write e-mail	4
	- Go to www.aktivnipotrebiteli.bg	5
	- Search on web.....	2
	- Other	6
	- [DK/NA]	9
Q6.	What institutions and organizations/associations dealing with protection of consumers' rights do you know?	
	<i>[DO NOT READ OUT - RECODE IN THE PRE-CODED LIST - MULTIPLE ANSWERS POSSIBLE]</i>	
	- The Government, Ministry.....	01
	- the Commission on Consumer Protection (KPZ)	02
	- A local or regional consumer association	03
	- A national consumer association	04
	- Aktivni Potrebiteli or Bulgarian national consumer association	05
	- Shopkeepers, sellers or banks.....	06
	- Friends and relatives	07
	- Lawyers	08
	- Europe Direct	09
	- a consumer magazine/Aktivne Potrebitel magazine	10
	- European Consumer Centre in Sofia	11
	- [DK/NA]	99
	<i>[ASK ONLY THOSE ITEMS THAT WERE NOT MENTIONED IN Q6.]</i>	
Q7.	Have you ever heard of:	
	- Yes	1
	- No.....	2
	- [DK/NA]	9
	A., The Government, Ministry	1 2 9
	B., the Commission on Consumer Protection (KPZ)	1 2 9
	C., A local or regional consumer association	1 2 9
	D., The Federation of Consumers in Bulgaria	1 2 9
	E., The independent Union of consumers in Bulgaria.....	1 2 9
	F., Aktivni Potrebiteli or Bulgarian national consumer association	1 2 9
	G., Europe Direct	1 2 9
	H., a consumer magazine/Aktivne Potrebitel magazine.....	1 2 9
	I., European Consumer Centre in Sofia.....	1 2 9

[IF THE ANSWER IS "YES" TO ANY OF THE ITEM IN Q6 OR Q7]

Q8. Have you ever asked any of these (organization/magazine) for information or help?

[READ OUT - ONE ANSWER PER LINE]

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

- A., the Commission on Consumer Protection (KPZ) 1 2 9
- B., Aktivni Potrebiteli or Bulgarian national consumer association 1 2 9
- C., The Federation of Consumers in Bulgaria 1 2 9
- D., The independent Union of consumers in Bulgaria 1 2 9
- E., The European Consumer Centre in Sofia 1 2 9
- H., a consumer magazine/Aktivne Potrebitel magazine 1 2 9

Q9. Who would you trust to give you correct information and advice on your consumer rights?

[READ OUT – ROTATE – ONE ANSWER ONLY]

- The Government, Ministry 01
- the Commission on Consumer Protection (KPZ) 02
- A local or regional consumer association 03
- A national consumer association 04
- Aktivni Potrebiteli or Bulgarian national consumer association 05
- Shopkeepers, sellers or banks 06
- Friends and relatives 08
- Lawyers 09
- Europe Direct 10
- a consumer magazine/Aktivne Potrebitel magazine 11
- European Consumer Centre in Sofia 12
- [DK/NA] 99

IF RESPONDENT ASKED AKTIVNI POTREBITELI OR BULGARIAN NATIONAL CONSUMER ASSOCIATION FOR HELP (Q8 B = 1)

Q10. Please tell me whether you agree or disagree with the following statements regarding the service received from Aktivni Potrebiteli /Bulgarian national consumer association

[READ OUT – ONE ANSWER PER LINE]

- Totally agree 4
- Somewhat agree 3
- Somewhat disagree 2
- Totally disagree 1
- [DK/NA] 9

- A., The people working at Aktivni Potrebiteli/ Bulgarian national consumer association were helpful 1 2 3 4 9
- B., The advice received from Aktivni Potrebiteli/ Bulgarian national consumer association was useful 1 2 3 4 9
- C., The handling of my request at Aktivni Potrebiteli/ Bulgarian national consumer association was effective 1 2 3 4 9

Q11. Would you encourage your friends or relatives to ask Aktivni Potrebiteli/ Bulgarian national consumer association for information and / or advice?

[READ OUT – ONE ANSWER ONLY]

- Yes, definitely 4
- Yes, probably 3
- No, probably not 2
- No, definitely not 1
- [DK/NA] 9

IF RESPONDENT ASKED EUROPEAN CONSUMER CENTRE IN SOFIA (Q8 E = 1)

Q12. Please tell me whether you agree or disagree with the following statements regarding the service received from the European Consumer Centre in Sofia

[READ OUT – ONE ANSWER PER LINE]

- Totally agree 4
- Somewhat agree 3
- Somewhat disagree 2
- Totally disagree 1
- [DK/NA] 9

A., The people working at ECC were helpful 1 2 3 4 9

B., The advice received from ECC was useful 1 2 3 4 9

C., The handling of my request at ECC was effective 1 2 3 4 9

Q13. Would you encourage your friends or relatives to ask the European Consumer Centre in Sofia for information and / or advice?

[READ OUT – ONE ANSWER ONLY]

- Yes, definitely 4
- Yes, probably 3
- No, probably not 2
- No, definitely not 1
- [DK/NA] 9

Q14. Would you be interested in an independent consumer magazine or website that gives you results of independent comparative tests of the quality of products and services such as washing machines, mobile phones, and food products

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

A., Magazine 1 2 9

B., Website 1 2 9

Q15. Would you be prepared to pay

[ONLY ONE ANSWER IS POSSIBLE]

- 20 lev for a subscription (10 magazines per year) 1
- 3 levs for a single magazine at a kiosk 2
- 2 levs by credit/debit card for the results of a test via the website bnap.org 3

- 12 leva for a one year period of acces to results of comparative tests on the website bnap./org..... 4
 - [DK/NA] 9
- Q16. Would you be willing to support an independent Bulgarian consumer association by paying an annual membership fee ...?**
- Yes 1
 - No 2
 - [DK/NA] 9
- A., Of 12 leva, if this included on-line access to 10 issues of an independent consumer magazine with results of comparative tests of products and services' 1 2 9
- B., Of 20 leva, if this included 10 issues of an independent consumer magazine with results of comparative tests of products and services' plus the printed version as well..... 1 2 9
- C., Of 40 leva, if this included on-line access to 10 issues (print and) of an independent consumer magazine with results of comparative tests of products and services' plus the printed version as well, plus legal advice if needed 1 2 9
- D., Giving this association a percentage of your taxes instead of paying them to the Government 1 2 9
- E., Giving this association a donation which you can deduct from your income taxes 1 2 9
- Q17. Compared to other EU countries, do you think consumers in Bulgaria have the same, less or more consumer rights and protection?**
- Same..... 1
 - Less..... 2
 - More..... 3
 - [DK/NA] 9
- Q18. Do you think sellers in Bulgaria respect consumer rights and protection rules the same, less or more?**
- Same..... 1
 - Less..... 2
 - More..... 3
 - [DK/NA] 9
- Q19. In general, would you say that the Bulgarian justice system is efficient in punishing businesses that mislead or cheat consumers?**
- Yes 1
 - No 2
 - [DK/NA] 9

Flash EB Series #275

Consumer protection and consumer rights in Bulgaria

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

This document does not represent the point of
view of the European Commission.
The interpretations and opinions contained in it
are solely those of the authors.

THE GALLUP ORGANIZATION

Survey details

This “Flash 275 – Consumer protection and consumer rights Special Target Survey, Bulgaria - wave 2” was conducted for the European Commission, Directorate-General SANCO, Health and Consumer Protection.

Telephone interviews were conducted in Bulgaria between the 24/03/2010 and the 28/03/2010 by our Bulgarian partner institute Vitosha Research.

Representativeness of the results

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

Sample Size

The planned sample size was n=1000 respondents in Bulgaria. In total, n=1001 interviews were conducted.

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

Questionnaire

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, 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.

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