

ZA5793

**Flash Eurobarometer 358
(Consumer Attitudes Towards Cross-border Trade
and Consumer Protection, wave 3)**

**Country Questionnaire
Great Britain**

EB FLASH 358 - Consumers - UK

D1 How old are you?

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

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D2 Gender.

Male	1
Female	2

Consumers' attitudes towards cross-border trade and consumer protection

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

ASK ALL

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Q1 How strongly do you agree or disagree with each of the following statements. In the UK...

(READ OUT - ONE ANSWER ONLY)

		Strongly agree	Agree	Disagree	Strongly disagree	DK\NA
1	...you trust independent consumer organisations to protect your rights as a consumer	1	2	3	4	5
2	...you trust public authorities to protect your rights as a consumer	1	2	3	4	5
3	...you feel that you are adequately protected by existing measures to protect consumers	1	2	3	4	5
4	...in general, retailers \ providers respect your rights as a consumer	1	2	3	4	5

5	...it is easy to settle disputes with retailers\providers through an out of court body (i.e. arbitration, mediation or conciliation body)	1	2	3	4	5
6	...it is easy to settle disputes with retailers\ providers through the courts	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

FL332 Q14 TREND MODIFIED

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

Q2 Thinking about all non-food products currently on the market in the UK, do you think that...?

(READ OUT - ONE ANSWER ONLY)

Essentially all non-food products are safe	1
A small number of non-food products are unsafe	2
A significant number of non-food products are unsafe	3
It depends on the product (DO NOT READ OUT)	4
DKNA	5

FL332 Q15 TREND MODIFIED

Q3 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
DKNA	5

FL332 Q16

Q4 Considering everything you bought during the last two weeks, did the environmental impact of any goods or services influence your choice?

- Yes 1
- No 2
- DKNA 3

FL332 Q18 TREND MODIFIED

ASK Q5.1 IF "The environmental impact of any goods or services influenced your choice", CODE 1 IN Q4 - OTHERS GO TO Q5.2

ROTATE STATEMENTS 1 AND 2

Q5.1 Where did you get the information on the environmental impact of the goods or services you bought?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

- Through advertisements or offers 1,
- Through an environmental label 2,
- Other (DO NOT READ OUT) 3,
- DKNA 4,

NEW

ASK Q5.2 IF "The environmental impact of any goods or services did not influence your choice", CODE 2 IN Q4 - OTHERS GO TO Q6

ROTATE STATEMENTS 1 TO 4 \ CODE 6 IS A SINGLE CODE

Q5.2 Could you say why the environmental impact of the goods or services you bought did not influence your choice?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

- You are not interested in the environmental impact of goods or services 1,
- You did not come across any information about the environmental impact of goods or services 2,
- You find environmentally-friendly goods or services are too expensive 3,
- You do not trust environmental claims 4,
- Other (DO NOT READ OUT) 5,
- None (DO NOT READ OUT) 6,
- DKNA 7,

NEW

ASK ALL

Q6 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 their delivery and get your money back, without giving any reason?

- | | |
|------|---|
| Yes | 1 |
| No | 2 |
| DKNA | 3 |

FL332 Q8 TREND MODIFIED

Q7 Imagine that a new fridge you bought 18 months ago breaks down without any fault on your part. You didn't buy or benefit from any extended commercial guarantee. Do you have the right to have it repaired or replaced for free?

- | | |
|------|---|
| Yes | 1 |
| No | 2 |
| DKNA | 3 |

FL332 Q9 TREND MODIFIED

Q8 Imagine you receive two educational DVDs by post that you have not ordered, together with a £15 invoice for the goods. Are you obliged to pay the invoice?

(READ OUT - ONE ANSWER ONLY)

- | | |
|--|---|
| No, and you are not obliged to return the DVDs | 1 |
| No, provided that you return the DVDs | 2 |
| Yes, you are obliged to pay | 3 |
| DKNA | 4 |

FL332 Q10 TREND MODIFIED

Q9 Imagine that, after having purchased a bike, you realise that it is faulty. You also realise that the sales contract contains a clause rejecting any responsibility of the seller or producer to deal with the faults. Do you think that ...?

(READ OUT - ONE ANSWER ONLY)

You should keep the bike and accept the clause. The seller is not responsible for faults existing at the time of purchase\delivery of the bike.	1
You should keep the bike but you do not have to accept that clause. The seller is responsible for faults existing at the time of purchase\delivery of the bike, so you have the right to ask him to repair or replace it.	2
DK\NA	3

NEW

Q10	In the past 12 months, have you had legitimate cause for complaint when buying or using any goods or services in the UK?
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(READ OUT - ONE ANSWER ONLY)

Yes, and you took action to solve the problem(s)	1
Yes, but you did not do anything	2
No	3
DK\NA	4

FL332 Q11 TREND MODIFIED

ASK Q11 IF "Yes, and you took action to solve the problem(s)", CODE 1 IN Q10 - OTHERS GO TO Q13

Q11	And what did you do?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

You complained about it to the retailer\provider	1,
You complained about it to the manufacturer	2,
You complained about it to a public authority	3,
You brought the matter to an out-of-court dispute resolution body (ADR) such as an ombudsman, arbitration, mediation or conciliation body	4,
You took the business concerned to Court	5,
Other (DO NOT READ OUT)	6,
DK\NA	7,

NEW

ASK Q12 IF CODE 1 OR 2 OR 3 OR 4 OR 5 IN Q11 - OTHERS GO TO Q14

ASK Q12.1 ONLY IF CODE 1 IN Q11 \ASK Q12.2 ONLY IF CODE 2 IN Q11\ASK Q12.3 ONLY IF CODE 3 IN Q11\ASK Q12.4 ONLY IF CODE 4 IN Q11\ASK Q12.5 ONLY IF CODE 5 IN Q11

Q12 In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the:

(READ OUT - ONE ANSWER ONLY)

		Very satisfied	Fairly satisfied	Not very satisfied	Not at all satisfied	DK\NA
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1	Retailer/provider	1	2	3	4	5
2	Manufacturer	1	2	3	4	5
3	Public authority	1	2	3	4	5
4	An out-of-court dispute resolution body (ADR)	1	2	3	4	5
5	Court	1	2	3	4	5

NEW BASED ON FL332 Q12.1

ASK Q13 IF "Yes, but you did not do anything", CODE 2 IN Q10 - OTHERS GO TO Q14

ROTATE STATEMENTS 1 TO 6

Q13 What were the main reasons why you did not take action?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

You were unlikely to 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 about other problems in the past but were not successful	6,
Other (DO NOT READ OUT)	7,
DK\NA	8,

FL332 Q12.2 TREND MODIFIED

ASK ALL

CODE 4 IS A SINGLE CODE

Q14 In the past 12 months, have you purchased any goods or services via the internet (website, email etc...) in the UK or elsewhere in any of the following ways...?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Yes, from a retailer\ provider located in the UK	1,
Yes, from a retailer\ provider located in another EU country	2,
Yes, from a retailer\ provider located outside the EU	3,
No	4,
DK\NA	5,

FL332 Q1.1 TREND MODIFIED

ASK Q15.1-4 IF CODE 1 OR 2 IN Q14 – OTHERS GO TO Q15.5

ROTATE STATEMENTS 1 TO 5

ASK Q15.1 ONLY IF CODE 1 IN Q14 - ASK Q15.2 ONLY IF CODE 1 IN Q14 - ASK Q15.3 ONLY IF CODE 2 IN Q14 - ASK Q15.4 ONLY IF CODE 2 IN Q14 - ASK Q15.5 TO ALL

Q15	During the past 12 months have any of the following situations happened to you when purchasing something via the Internet in the UK or in another EU country?
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(READ OUT - ONE ANSWER ONLY)

		Happened	Did not happen	DK\NA
1	A delay in the delivery of something purchased from a retailer\provider located in the UK	1	2	3
2	You purchased something from a retailer\provider located in the UK and it was not delivered at all	1	2	3
3	A delay in the delivery of something purchased from a retailer\provider located in another EU country	1	2	3
4	You purchased something from a retailer\provider located in another EU country and it was not delivered at all	1	2	3
5	You wanted to purchase something from a retailer\provider in another EU country but the retailer did not deliver or sell to the UK	1	2	3

FL332 Q3 TREND MODIFIED

ASK ALL

ROTATE STATEMENTS 1 AND 2

Q16 How strongly do you agree or disagree with each of the following statements?

(READ OUT - ONE ANSWER ONLY)

		Strongly Agree	Agree	Disagree	Strongly disagree	DK\NA
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1	You feel confident purchasing goods or services via the Internet from retailers/providers in the UK	1	2	3	4	5
2	You feel confident purchasing goods or services via the Internet from retailers/providers in another EU country	1	2	3	4	5

NEW BASED ON FL332 Q6

Q17 Thinking generally about purchasing goods or services from retailers\ providers located elsewhere in the European Union, either online, through other distance channels (post, telephone) or when travelling abroad, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements.

(READ OUT - ONE ANSWER ONLY)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK\NA
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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	You are interested in making a cross-border purchase in the EU in the next 12 months	1	2	3	4	5

FL332 Q5 TREND MODIFIED

Q18 Have you heard of the European Consumer Centres?

- Yes 1
- No 2
- DKNA 3

NEW BASED ON EB65.1 QD18

ASK Q19.2 ONLY IF CODE 1 "YES" IN Q19.1 \ ASK Q19.4 ONLY IF CODE 1 "YES" IN Q19.3

Q19 Have any of the following happened to you in the past 12 months?

		Yes	No	DKNA
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1	You came across misleading or deceptive advertisements, statements or offers. Misleading or deceptive advertisements are those which contain false information or present factually correct information in a misleading manner about the goods or services on sale	1	2	3
2	You bought something based on an advertisement or offer that turned out to be misleading or deceptive	1	2	3
3	You came across fraudulent advertisements, statements or offers. Fraudulent advertisements actually attempt to obtain money without selling anything, for example a lottery scam	1	2	3
4	You bought something based on an advertisement or offer that turned out to be fraudulent	1	2	3

FL332 Q7 TREND MODIFIED

ASK ALL

Q20 In which sales channels are you most likely to come across misleading, deceptive or fraudulent advertisements or offers?

(DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE)

- Internet 1,
- Shop 2,
- Post 3,

Phone	4,
Doorstep selling	5,
Others	6,
DKNA	7,

NEW

ASK ALL

DEMOGRAPHICS

D6 Do you have an Internet connection at home?

Yes	1
No	2

FL 332 D6

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

(INT.: IF "STILL STUDYING", CODE '00' - IF "NO EDUCATION" CODE '01' - IF "REFUSAL" CODE '98' - IF "DK" CODE '99')

D5a 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?

(ONE ANSWER ONLY)

Self-employed	1
Employee	2
Manual worker	3
Without a professional activity	4
Refusal (DO NOT READ OUT)	5

ASK D5b IF SELF-EMPLOYED, CODE 1 IN D5a

D5b Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Farmer, forester, fisherman	1
Owner of shop, craftsman	2
Professional (lawyer, medical practitioner, accountant, architect,...)	3
Manager of a company	4
Other\ Refusal (DO NOT READ OUT)	5

ASK D5c IF EMPLOYEE, CODE 2 IN D5a

D5c Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Professional (employed doctor, lawyer, accountant, architect, ...)	1
General management, director or top management	2
Middle management	3
Civil servant	4
Office clerk	5
Other employee (salesman, nurse, ...)	6
Other\ Refusal (DO NOT READ OUT)	7

ASK D5d IF MANUAL WORKER, CODE 3 IN D5a

D5d | Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Supervisor\ foreman (team manager, ...)	1
Manual worker	2
Unskilled manual worker	3
Other\ Refusal (DO NOT READ OUT)	4

ASK D5e IF WITHOUT A PROFESSIONAL ACTIVITY, CODE 4 IN D5a

D5e | Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Looking after the home	1
Student (full time)	2
Retired	3
Seeking a job	4
Other\ Refusal (DO NOT READ OUT)	5

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

	Number of people aged 15 or more in the household
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