

**ZA5943**

**Flash Eurobarometer 397  
(Consumer Attitudes Towards Cross-border Trade  
and Consumer Protection, wave 4)**

**Country Questionnaire  
United Kingdom**

**FL 397 - Consumers - UK**

D1 How old are you?

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

--	--

D2 Gender.

Male	1
Female	2

Consumers' attitudes towards cross-border trade and consumer protection

ASK ALL

--

D6 How often do you use the Internet for private purposes?

(READ OUT - ONE ANSWER ONLY)

Every day or almost every day	1
At least once a week (but not every day)	2
At least once a month (but not every week)	3
Less than once a month	4
Hardly ever	5
Never	6
DK\NA	7

NEW

ASK Q1 IF "USE THE INTERNET FOR PRIVATE REASONS", code 1 to 5 in D6

Q1: CODE 4 IS A SINGLE CODE

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

--

Q1 In the past 12 months, have you purchased any goods or services via the Internet?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Yes, from a retailer or service provider located in the UK	1,
Yes, from a retailer or service provider located in another EU country	2,
Yes, from a retailer or service provider located outside the EU	3,
No	4,
Yes, you purchased online but do not know where the retailer or service provider is located (DO NOT READ OUT)	5,
DK\NA	6,

Q14 FL358 MODIFIED TREND

ASK ALL

--

Q2	In the past 12 months, have you purchased any goods or services through channels other than the Internet from a retailer or service provider located in another EU country?
----	---

(ONE ANSWER ONLY)
-------------------

Yes	1
No	2
DK\NA	3

NEW
-----

Q3: ROTATE STATEMENTS 1 TO 6
------------------------------

--

Q3	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 public authorities to protect your rights as a consumer	1	2	3	4	5
2	In general, retailers and service providers respect your rights as a consumer	1	2	3	4	5
3	You trust non-governmental consumer organisations to protect your rights as a consumer	1	2	3	4	5
4	It is easy to settle disputes with retailers and service providers through an out-of-court body (i.e. arbitration, mediation or conciliation body)	1	2	3	4	5
5	It is easy to settle disputes with retailers and service providers through the courts	1	2	3	4	5
6	Most environmental claims about goods or services are reliable	1	2	3	4	5

Q1.1, Q1.2, Q1.4, Q1.5, Q1.6 FL358 MODIFIED TREND
---

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. Here we are not talking for example about rifles or knives.

Q4 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
DK\NA	5

Q2 FL358

Q5 Considering everything you bought during the last two weeks, did the environmental impact of any goods or services influence your choice?

(READ OUT - ONE ANSWER ONLY)

Yes, for all or most goods or services you bought	1
Yes, but only for some	2
Yes, but only for one or two	3
No	4
DK\NA	5

Q4 FL358 MODIFIED TREND

Q6 Suppose you ordered a new electronic product by post, phone or the Internet, do you think you have the right to return the product 4 days after its delivery and get your money back, without giving any reason?

(READ OUT - ONE ANSWER ONLY)

Yes	1
No	2
It depends on the product	3
DK\NA	4

Q6 FL358 MODIFIED TREND

Q7 Imagine that an electronic product you bought new 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?

(READ OUT - ONE ANSWER ONLY)

Yes	1
-----	---

No	2
It depends on the product	3
DK\NA	4

Q7 FL358 MODIFIED TREND

--

Q8 Imagine you receive two educational DVDs by post that you have not ordered, together with a £20 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
DK\NA	4

Q8 FL358

--

Q9 In the past 12 months, have you experienced any problem when buying or using any goods or services in the UK where you thought you had a legitimate cause for complaint?

(READ OUT - ONE ANSWER ONLY)

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

Q10 FL358

ASK IF "Yes and you took action to solve the problem", code 1 in Q9

--

Q10 And what did you do?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

You complained about it to the retailer or service 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 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,

Q11 FL358

ASK Q11.1 IF "You complained about it to the retailer or service provider", CODE 1 in Q10  
 ASK Q11.2 IF "You complained about it to the manufacturer", CODE 2 in Q10 ASK Q11.3 IF  
 "You complained about it to a public authority", CODE 3 in Q10 ASK Q11.4 IF "You brought  
 the matter to an out-of-court dispute resolution body such as an ombudsman, arbitration,  
 mediation or conciliation body", CODE 4 in Q10 ASK Q11.5 IF "You took the business  
 concerned to court", CODE 5 in Q10

Q11 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
1	Retailer or service provider	1	2	3	4	5
2	Manufacturer	1	2	3	4	5
3	Public authority	1	2	3	4	5
4	Out-of-court dispute resolution body	1	2	3	4	5
5	Court	1	2	3	4	5

Q12 FL358

ASK Q12 IF "Yes – but you did not do anything", CODE 2 IN Q9

Q12: ROTATE ITEMS 1 TO 7

Q12 What were the main reasons why you did not take any 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,
You thought complaining would have led to a confrontation, and you do not feel at ease in such situations	7,
Other (DO NOT READ OUT)	8,
DK\NA	9,

Q13 FL358 MODIFIED TREND

ASK ALL

Q13: ANSWERS 4 AND 5 ARE SINGLE

Q13: ROTATE STATEMENTS 1 TO 4

--

Q13	I will read you some statements about unfair commercial practices. After each one, please tell me whether you have experienced it during the last 12 months...?
-----	---

(READ OUT - MULTIPLE ANSWERS POSSIBLE)
--

		Yes, with retailers or service providers located in the UK	Yes, with retailers or service providers located in another EU country	Yes, but you don't know in which country the retailers or service providers were located (DO NOT READ OUT)	No	DK/NA
--	--	--	--	--	----	-------

1	You have been informed you won a lottery you did not know about, but you were asked to pay some money in order to collect the prize	1,	2,	3,	4,	5,
2	You have felt pressured by persistent sales calls or messages urging you to buy something or sign a contract	1,	2,	3,	4,	5,
3	You have been offered a product advertised as free of charge which actually entailed charges	1,	2,	3,	4,	5,
4	You have come across advertisements stating that the product was only available for a very limited period of time but you later realised that it was not the case	1,	2,	3,	4,	5,
5	You have come across other unfair commercial practices	1,	2,	3,	4,	5,

NEW
-----

ASK Q14a IF "SHOP ONLINE IN THE UK AND IN ANOTHER EU COUNTRY", CODE 1 AND 2 in Q1
---

Q14a: ROTATE STATEMENTS 1 TO 3
--------------------------------

Q14a: ANSWERS 4 AND 5 SINGLE

Q14a I will read you some statements about problems consumers may have when shopping online. Please tell me whether you have experienced any of them during the last 12 months...?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

		Yes, with retailers or service providers located in the UK	Yes, with retailers or service providers located in another EU country	Yes, but you don't know in which country the retailers or service providers were located (DO NOT READ OUT)	No	DK\NA
--	--	--	--	--	----	-------

1	You have received a damaged product or a different product from the one you ordered	1,	2,	3,	4,	5,
2	Products were delivered later than promised	1,	2,	3,	4,	5,
3	Products were not delivered at all	1,	2,	3,	4,	5,

NEW BASED ON Q15 FL358

ASK Q14b IF "SHOP ONLINE IN THE UK BUT NOT IN ANOTHER EU COUNTRY", CODE 1 IN Q1 AND NO CODE 2 IN Q1

Q14b: ROTATE STATEMENTS 1 TO 3

Q14b I will read you some statements about problems consumers may have when shopping online. Please tell me whether you experienced any of them when buying in the UK during the last 12 months...?

(READ OUT - ONE ANSWER ONLY)

		Yes	No	DK\NA
1	You have received a damaged product or a different product from the one you ordered	1	2	3
2	Products were delivered later than promised	1	2	3



3	Products were not delivered at all	1	2	3
---	------------------------------------	---	---	---

NEW BASED ON Q15 FL358

ASK Q14c IF "SHOP ONLINE IN ANOTHER EU COUNTRY BUT NOT IN THE UK", CODE 2 IN Q1 AND NO CODE 1 IN Q1

Q14c: ROTATE STATEMENTS 1 TO 3

Q14c I will read you some statements about problems consumers may have when shopping online. Please tell me whether you experienced any of them when buying in another EU country during the last 12 months...?

(READ OUT - ONE ANSWER ONLY)

		Yes	No	DK\NA
--	--	-----	----	-------

1	You have received a damaged product or a different product from the one you ordered	1	2	3
2	Products were delivered later than promised	1	2	3
3	Products were not delivered at all	1	2	3

NEW BASED ON Q15 FL358

ASK Q15 IF "SHOP ONLINE IN ANOTHER EU COUNTRY", CODE 2 in Q1

Q15: ROTATE ITEMS 1 TO 3

Q15: ITEMS 4 AND 5 SINGLE

Q15 During the past 12 months, have you come across any of the following problems when buying goods and services online from another EU country?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

The retailer or service provider refused to deliver to the UK	1,
The retailer or service provider did not accept payment from the UK	2,
You were redirected to a website in the UK where the prices were different	3,
None of them	4,
DK\NA	5,

NEW

ASK Q16a IF "Did buy product or service in another EU country" – CODE 2 in Q1 or CODE 1 in Q2

Q16a: ROTATE STATEMENTS 1 TO 2

Q16a: ANSWERS 4 AND 5 SINGLE

Q16a Now, I will read you some statements about problems consumers may have more generally when shopping. Please tell me whether you have experienced any of them during the last 12 months...?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

		Yes, with retailers or service providers located in the UK	Yes, with retailers or service providers located in another EU country	Yes, but you don't know in which country the retailers or service providers were located (DO NOT READ OUT)	No	DK\NA
--	--	--	--	--	----	-------

1	You have encountered unfair terms and conditions in a contract (for instance, enabling the provider to change the contract terms unilaterally or imposing excessive penalties for breach of the contract)	1,	2,	3,	4,	5,
2	You have had to pay unanticipated extra charges	1,	2,	3,	4,	5,

NEW

ASK Q16b IF "Did NOT buy product or service in another EU country" – NO CODE 2 in Q1 and NO CODE 1 in Q2

Q16b: ROTATE STATEMENTS 1 TO 2

Q16b Now, I will read you some statements about problems consumers may have more generally when shopping. Please tell me whether you have experienced any of them when buying in the UK during the last 12 months...?

(READ OUT - ONE ANSWER ONLY)

		Yes	No	DK\NA
--	--	-----	----	-------

1	You have encountered unfair terms and conditions in a contract (for instance, enabling the provider to change the contract terms unilaterally or imposing excessive penalties for breach of the contract)	1	2	3
2	You have had to pay unanticipated extra charges	1	2	3

NEW

ASK ALL

Q17: ROTATE STATEMENTS 1 TO 2

Q17 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
--	--	----------------	-------	----------	-------------------	-------

1	You feel confident purchasing goods or services via the Internet from retailers or service providers in the UK	1	2	3	4	5
2	You feel confident purchasing goods or services via the Internet from retailers or service providers in another EU country	1	2	3	4	5

Q16 FL358 MODIFIED TREND

Q18 Which languages can you use comfortably for personal interests such as shopping, searching the web or other uses ?

(DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE)

Bulgarian	1,
Czech	2,
Croatian	3,
Danish	4,
Dutch	5,
English	6,
Estonian	7,
Finnish	8,
French	9,
German	10,
Greek	11,
Hungarian	12,

Irish	13,
Italian	14,
Latvian	15,
Lithuanian	16,
Maltese	17,
Polish	18,
Portuguese	19,
Romanian	20,
Slovak	21,
Slovenian	22,
Spanish	23,
Swedish	24,
Icelandic	25,
Norwegian	26,
Luxembourgish	27,
Russian	28,
Other	29,
DK\NA	30,

NEW

Q19 Thinking about your household's financial situation, would you say that making ends meet every month is ...?

(READ OUT – ONE ANSWER ONLY)

Very difficult	1
Fairly difficult	2
Fairly easy	3
Very easy	4
DK\NA	5

NEW

Q20: ROTATE STATEMENTS 1 TO 2

Q20 Suppose that the exact same product is on sale in shop A and shop B. I will read you two statements about offers from shop A and shop B. In each case, please tell me which shop is cheaper.

(READ OUT – ONE ANSWER ONLY)

		Shop A	Shop B	DK\NA
1	Shop A offers a TV set for £350 Shop B offers the exact same type of TV set at £400 , but with a discount of 10%.	1	2	3
2	Shop A offers a TV set for £690 . Shop B offers the exact same type of TV set at£740 , but with a reduction of £60.	1	2	3

NEW

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)

--	--	--

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

(READ OUT - SINGLE CODE)

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

D18 Have you got a mobile phone?

(DO NOT READ OUT

Yes	1
No	2

D20 Have you got a landline phone?

(DO NOT READ OUT

Yes	1
No	2

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

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

		Number of people aged 15 or more in the household
--	--	---