

Flash Eurobarometer 275
November 2009

Consumer Protection and Consumer Rights in Bulgaria (wave1)

Basic questionnaire

The GALLUP Organization

FLASH 275 – CONSUMER PROTECTION

D1. Gender

[DO NOT ASK - MARK APPROPRIATE]

- Male.....1
- Female2

D2. How old are you?

- [][] years old
- [00] [REFUSAL/NO ANSWER]

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

[Write in THE AGE WHEN EDUCATION WAS TERMINATED]

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

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]

- 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
Q1.	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 you want to return a household appliance or electronic device that that doesn't work properly to a shop	1 2 3 4 9
	b) when take out a credit to make a major purchase such as a computer, car, washing machine, care1	2 3 4 9
	c) when you take a package holiday trip	1 2 3 4 9
	d) when your flight is delayed or cancelled.....	1 2 3 4 9
	e) when you buy something via the Internet or via teleshopping.....	1 2 3 4 9
	f) when you have a problem with your phone bill	1 2 3 4 9
	g) when you feel a seller has given you misleading or incomplete information about a product or service you bought.....	1 2 3 4 9
Q2a.	How would you try to find information and advice about consumer rights FIRSTLY?	
	<i>[READ OUT – RECODE IN THE PRE-CODED LIST – ONE ANSWER ONLY PER QUESTION]</i>	
	- By phone.....	1
	- Search on web	2
	- Send letter	3
	- Write e-mail	4
	- Go to www.bnap.org	5
	- OTHER.....	6
	- [DK/NA].....	9
Q2b.	THAN SECONDLY?	
	<i>[READ OUT – RECODE IN THE PRE-CODED LIST – ONE ANSWER ONLY PER QUESTION]</i>	
	- By phone.....	1

- Search on web2
- Send letter3
- Write e-mail4
- OTHER.....5
- Go to www.bnap.org6
- [DK/NA].....9

Q3. What institutions and organizations/associations dealing with protection of consumers' rights do you know?

[DO NOT READ OUT - RECODE IN THE PRE-CODED LIST - MULTIPLE ANSWERS POSSIBLE.]

- the Government, Ministry01
- the Commission on Consumer Protection.....02
- a local or regional consumer association03
- a national consumer association04
- the Bulgarian National Consumer Association05
- shopkeepers, sellers or banks.....06
- friends and relatives07
- lawyers.....08
- Europe Direct09
- a consumer magazine/Potrebitel10
- European Consumer Centre in Sofia11
- OTHER.....12
- DK/NA99

[ASK ONLY THOSE ITEMS THAT WERE NOT MENTIONED IN Q3.]

Q4. Have you ever heard of :

- Yes1
- No2
- [DK/NA].....9
- a) the Government, Ministry1 2 9
- b) the Commission on Consumer Protection1 2 9
- c) a local or regional consumer association1 2 9
- d) the Federation of Consumers in Bulgaria.....1 2 9
- e) the independent Union of consumers in Bulgaria1 2 9
- f) the Bulgarian National Consumer Association.....1 2 9
- g) Europe Direct1 2 9
- h) a consumer magazine/Potrebitel.....1 2 9
- i) European Consumer Centre in Sofia1 2 9

IF THE ANSWER IS "YES" TO ANY OF THE ITEM IN Q3 OR Q4

Q5. Have you ever asked any of these (organization/magazine) for information or help?
[READ OUT - ONE ANSWER PER LINE]

- Yes1
- No2
- [DK/NA].....9
- a) the Commission on Consumer Protection1 2 9
- b) the Bulgarian National Consumer Association.....1 2 9
- c) the Federation of Consumers in Bulgaria1 2 9
- d) the independent Union of consumers in Bulgaria1 2 9
- e) European Consumer Centre in Sofia1 2 9
- f) a consumer magazine/Potrebitel.....1 2 9
- g) OTHER.....1 2 9

Q6. Who would you trust to give you correct information and advice on your consumer rights?
[READ OUT – ROTATE – ONE ANSWER ONLY]

- the Government, Ministry01
- the Commission on Consumer Protection.....02
- a local or regional consumer association03
- a national consumer association04
- the Bulgarian National Consumer Association05
- shopkeepers, sellers or banks.....06
- friends and relatives07
- lawyers.....08
- Europe Direct09
- a consumer magazine/Potrebitel10
- European Consumer Centre in Sofia11
- [DK/NA]99

IF RESPONDENT ASKED THE BULGARIAN NATIONAL CONSUMER ASSOCIATION FOR HELP (Q5B = 1)

Q7. Please tell me whether you agree or disagree with the following statements regarding the service received from BNAP

[READ OUT – ONE ANSWER PER LINE]

- Totally agree4
- Somewhat agree.....3
- Somewhat disagree2
- Totally disagree.....1
- [DK/NA].....9
- a) The people working at BNAP were helpful 4 3 2 1 9
- b) The advice received from bnap was useful..... 4 3 2 1 9
- c) The handling of my request at BNAP was effective..... 4 3 2 1 9

Q8. Would you encourage your friends or relatives to ask bnap for information and / or advice?
[READ OUT – ONE ANSWER ONLY]

- Yes, definitely4
- Yes, probably3
- No, probably not.....2
- No, definitely not.....1
- [DK/NA].....9

IF RESPONDENT ASKED EUROPEAN CONSUMER CENTRE IN SOFIA (Q5E = 1)

Q9. 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 agree4
- Somewhat agree.....3
- Somewhat disagree2
- Totally disagree.....1
- [DK/NA].....9

- a) The people working at ECC were helpful 4 3 2 1 9
- b) The advice received from ECC was useful 4 3 2 1 9
- c) The handling of my request at ECC was effective..... 4 3 2 1 9

Q10. 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, definitely4
- Yes, probably3
- No, probably not.....2
- No, definitely not.....1
- [DK/NA].....9

Q11. 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?

- Yes1
- No2
- DK/NA9

- a) Magazine 1 2 9
- b) Website 1 2 9

Q12. Would you be prepared to pay

[ONE ANSWER ONLY]

- 20 lev for a subscription (10 magazines per year)1
- 3 levs for a single magazine at a kiosk2

- 2 levs by credit/debit card for the results of a test via the website
bnap.org3
- 12 levs for a one year period of access to results of comparative
tests on the website bnap./org4
- [DK/NA].....9

Q13. Would you be willing to support an independent Bulgarian consumer association by paying an annual membership fee...?

- Yes1
- No2
- [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 well1 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 needed1 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 taxes1 2 9

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

- Same1
- Less2
- More3
- [DK/NA].....9

Q15. Do you think sellers in Bulgaria respect consumer rights and protection rules the same, less or more ?

- Same1
- Less2
- More3
- [DK/NA].....9

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

- Yes1
- No2
- [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 3” was conducted for the European Commission, Directorate-General SANCO, Health and Consumer Protection.

Telephone interviews were conducted in Estonia between the 02/09/2009 and the 06/09/2009 by Vitosha Reaseach Bulgarian partner institute.

Representativeness of the results

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

Sizes of the sample

The sample size was planned 1000 respondents in Bulgaria, 1003 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, 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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