

Flash Eurobarometer 332
September 19-21 2011

Consumers' attitudes towards cross-border trade
and consumer protection

Basic bilingual questionnaire

TNS Political & Social

Consumers' attitudes towards cross-border trade and consumer protection

ASK ALL

D1 How old are you?

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

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EB D11

D2 Gender.

Male	
Female	

1
2

EB D10

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

ASK ALL

--

Q1 In the past 12 months, have you purchased any goods or services, by Internet, phone or post in (OUR COUNTRY) or elsewhere in any of the following ways...? (M)

(MULTIPLE ANSWERS POSSIBLE)

	(READ OUT)	Yes, from a seller/provider located in (OUR COUNTRY)	Yes, from a seller/provider located in another EU country	Yes, from a seller/provider located outside the EU	No	DK/NA (DO NOT READ OUT)
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1	Via the Internet (website, email, etc.)	1,	2,	3,	4,	5,
2	By phone	1,	2,	3,	4,	5,
3	By post (catalogues, mail order, etc.)	1,	2,	3,	4,	5,

FL 299 Q1 TREND MODIFIED

ASK Q3 IF CODE 1 OR 2 IN Q1.1 OR\AND Q1.2 OR\AND Q1.3 – OTHERS GO TO Q4

Q3 During the past 12 months have any of the following situations happened to you when purchasing something by internet, phone or post in (OUR COUNTRY) or elsewhere? (M)

(ONE ANSWER PER LINE)

(READ OUT)	Happened	Did not happen	DK\NA (DO NOT READ OUT)
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1	(ONLY IF CODE 1 IN Q1.1 OR\AND Q1.2 OR\AND Q1.3) A delay in the delivery of something purchased from a seller\provider located in (OUR COUNTRY)	1	2	3
2	(ONLY IF CODE 1 IN Q1.1 OR\AND Q1.2 OR\AND Q1.3) You purchased something from a seller\provider located in (OUR COUNTRY) and it was not delivered at all	1	2	3
3	(ONLY IF CODE 2 IN Q1.1 OR\AND Q1.2 OR\AND Q1.3) A delay in the delivery of something purchased from a seller\provider located in another EU country	1	2	3
4	(ONLY IF CODE 2 IN Q1.1 OR\AND Q1.2 OR\AND Q1.3) You purchased something from a seller\provider located in another EU country and it was not delivered at all	1	2	3
5	(ONLY IF CODE 2 IN Q1 OR\AND Q1.2 OR\AND Q1.3) You wanted to purchase something from a seller\provider in another EU country but the seller did not deliver or sell to (OUR COUNTRY) (M)	1	2	3

FL 299 Q3 TREND MODIFIED

ASK ALL

Q4 In the past 12 months have you purchased any goods while on holiday, shopping or business trip in another EU country?

(ONE ANSWER ONLY)

Yes	1
No	2
DK\NA (DO NOT READ OUT)	3

FL 299 Q2

Q5 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the EU, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements.

(ONE ANSWER PER LINE)

	(READ OUT)	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DKINA (DO NOT READ OUT)
--	------------	---------------	---------------	------------------	------------------	-------------------------

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	In the next 12 months, you intend to make cross-border purchases worth more than those you made in the past 12 months	1	2	3	4	5
4	You are not interested in making a cross border transaction in the EU in the next 12 months	1	2	3	4	5

FL 299 Q5

Q6 For each of the following, are you more confident making purchases from sellers\providers located in another EU country, in (OUR COUNTRY) or equally confident in both? (M)

(ONE ANSWER PER LINE)

	(READ OUT)	More confident in sellers from another EU country	More confident in sellers from (OUR COUNTRY) than in another EU country	Equally confident	DKINA (DO NOT READ OUT)
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1	Purchasing goods or services via the Internet	1	2	3	4
2	Purchasing goods or services by phone or post	1	2	3	4

FL 299 Q6 TREND MODIFIED

Q7 Have any of the following happened to you in the past 12 months?

(ONE ANSWER PER LINE)

	(READ OUT)	Yes	No	DK\NA (DO NOT READ OUT)
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1	You came across unsolicited commercial advertisements, statements or offers (cold calls, spam emails, commercial SMS, etc.)	1	2	3
2	You came across misleading or deceptive advertisements, statements or offers	1	2	3
3	(ONLY IF 'YES' (CODE 1) IN Q7.2) You responded to an advertisement or offer that turned out to be misleading or deceptive	1	2	3
4	You came across fraudulent advertisements, statements or offers	1	2	3
5	(ONLY IF 'YES' (CODE 1) IN Q7.4) You responded to an advertisement or offer that turned out to be fraudulent	1	2	3
6	You came across exaggerated or misleading statements about the beneficial effects of products for the environment (N)	1	2	3

FL 299 Q8 TREND MODIFIED

Q8 Suppose you ordered a good by post, phone or the Internet, do you think you have the right to return the good you ordered 4 days after its delivery and get your money back, without giving any reason?

(ONE ANSWER ONLY)

Yes	1
No	2
DK\NA (DO NOT READ OUT)	3

EB73.3 QA6

Q9 Imagine that a new fridge you bought 18 months ago breaks down without any fault from your side. You didn't buy any extended commercial guarantee. Do you have the right to have it repaired or replaced for free? (M)

(ONE ANSWER ONLY)

Yes	1
No	2
DK\NA (DO NOT READ OUT)	3

EB73.3 QA7 TREND MODIFIED

Q10 Imagine you receive two educational DVDs by post that you have not ordered, together with a 20 euros invoice for the products. Are you obliged to pay the invoice? (M)

(READ OUT - ONE ANSWER ONLY)

No, and you are not obliged to send the DVDs back	1
No, provided that you send the DVDs back	2
Yes, you are obliged to pay	3
DK\NA (DO NOT READ OUT)	4

EB73.3 QA11 TREND MODIFIED

Q11 In the past 12 months, have you encountered any problem when you bought something in (OUR COUNTRY)? (M)

(READ OUT - ONE ANSWER ONLY)

Yes – and you complained about it to the seller\provider\manufacturer (M)	1
Yes – but you did not complain about it to the seller\provider\manufacturer (M)	2
No	3
DK\NA (DO NOT READ OUT)	4

FL 299 Q9 TREND MODIFIED

ASK Q12.1 IF "Yes – and you complained about it to the seller\provider\manufacturer", CODE 1 IN Q11 – OTHERS GO TO Q12.2

Q12.1 In general, were you satisfied or not with the way your complaint(s) was (were) dealt with by the seller\provider\manufacturer?

(READ OUT - ONE ANSWER ONLY)

Very satisfied	1
Fairly satisfied	2
Not very satisfied	3
Not at all satisfied	4
DK\NA (DO NOT READ OUT)	5

FL 299 Q10A

ASK Q12.2 IF "Yes – but I did not complain about it to the seller\provider\manufacturer", CODE 2 IN Q11 – OTHERS GO TO Q13

Q12.2 What were the main reason(s) why you did not make a complaint? (M)

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

- | | |
|---|----|
| It was unlikely you would get a satisfactory solution to the problem you encountered (M) | 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 (N) | 4, |
| You thought it would take too long (N) | 5, |
| You tried to complain for other problems in the past but were not successful (N) | 6, |
| You did not complain to the seller/provider but went straight to a third party (consumer association, solicitor, arbitration, mediation, conciliation body, to court) | 7, |
| Other (SPONTANEOUS) | 8, |
| DK\NA (DO NOT READ OUT) | 9, |

NEW (BASED ON FL 299 Q10B)

ASK Q13 IF "Not very satisfied" (CODE 3) OR "Not at all satisfied" (CODE 4) IN Q12.1 – OTHERS GO TO Q14

Q13 How did you proceed further?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

- | | |
|--|----|
| You took no further action | 1, |
| You asked for the advice of a consumer association\consumer help desk | 2, |
| You asked for the advice of a lawyer | 3, |
| You brought the matter to an arbitration, mediation or conciliation body | 4, |
| You brought the matter to court | 5, |
| You complained to a public authority (consumer authority, regulator or local\regional authority) | 6, |
| Other (SPONTANEOUS) | 7, |
| DK\NA (DO NOT READ OUT) | 8, |

FL 299 Q11

ASK ALL

Q14 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

(ONE ANSWER PER LINE)

	(READ OUT)	Strongly agree	Agree	Disagree	Strongly disagree	DK/NA (DO NOT READ OUT)
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1	...it is easy to resolve disputes with sellers\providers through an arbitration, mediation or conciliation body (malfunctioning goods, late\ non-delivery, etc.)	1	2	3	4	5
2	...it is easy to resolve disputes with sellers\ providers through the courts	1	2	3	4	5
3	...you trust independent consumer organisations to protect your rights as a consumer	1	2	3	4	5
4	...you trust public authorities to protect your rights as a consumer	1	2	3	4	5
5	...you feel that you are adequately protected by existing measures to protect consumers	1	2	3	4	5
6	...in general, sellers\ providers in (OUR COUNTRY) respect your rights as a consumer	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
8	...you regularly watch/listen to TV or Radio programmes related to consumer issues (N)	1	2	3	4	5

FL 299 Q12 TREND MODIFIED (ITEM 8 NEW)

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

Q15 Thinking about all non-food products currently on the market in (OUR COUNTRY), do you think that...?

(READ OUT - ONE ANSWER ONLY)

Essentially all products are safe	1
A small number of products are unsafe	2
A significant number of products are unsafe	3
It depends on the product (SPONTANEOUS)	4
DK\NA (DO NOT READ OUT)	5

FL 299 Q13

Q16 And thinking about all food products currently on the market in (OUR COUNTRY), 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 (SPONTANEOUS)	4
DK\NA (DO NOT READ OUT)	5

FL 299 Q14

Q17 Have you ever been personally affected by a recall of a product from the market?

(READ OUT - ONE ANSWER ONLY)

Yes – a non-food product	1
Yes – a food product	2
Yes, for both	3
No	4
DK\NA (DO NOT READ OUT)	5

FL 299 Q15

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Q18	Considering everything you bought last week, did the environmental impact of any product or service influence your choice?
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(ONE ANSWER ONLY)

Yes	1
No	2
DK\NA (DO NOT READ OUT)	3

FL 299 Q17

ASK ALL

DEMOGRAPHICS

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D4	How old were you when you stopped full-time education?
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(INT.: IF "STILL STUDYING", CODE '00' - IF "NO EDUCATION" CODE '01' - IF "REFUSAL" CODE '98' - IF "DK" CODE '99')

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FL 999 D4

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D5	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)...
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IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES

SELF-EMPLOYED	
Farmer, forester, fisherman	1
Owner of shop, craftsman	2
Professional (lawyer, medical practitioner, accountant, architect...)	3
Manager of a company	4
Other (SPECIFY)	5
EMPLOYEE	
Professional (employed doctor, lawyer, accountant, architect...)	6
General management, director or top management	7
Middle management	8
Civil servant	9
Office clerk	10
Other employee (salesman, nurse, etc...)	11
Other (SPECIFY)	12
MANUAL WORKER	
Supervisor \ foreman (team manager, etc ...)	13
Manual worker	14
Unskilled manual worker	15
Other (SPECIFY)	16
WITHOUT A PROFESSIONAL ACTIVITY	
Looking after the home	17
Student (full time)	18
Retired	19
Seeking a job	20
Other (SPECIFY)	21
Refusal (SPONTANEOUS)	22

FL 999 D5

D6	Do you have an Internet connection at home?	
	Yes	1
	No	2
	FL 999 D6	
D12	In which region do you currently live?	
	(READ OUT IF NECESSARY - ONE ANSWER ONLY)	
	NEW	
D13	Would you say you live in a...?	
	(READ OUT - ONE ANSWER ONLY)	
	Rural area or village	1
	Small or middle sized town	2
	Large town	3
	DK (DO NOT READ OUT)	4
	EB D25	
D18	Have you got a mobile phone?	
	(DO NOT READ OUT)	
	Yes	1
	No	2
	EB D43b MODIFIED	
D20	Have you got a landline phone?	
	(DO NOT READ OUT)	
	Yes	1
	No	2
	NEW	



FLASH EUROBAROMETER 332

“Consumers’ attitudes towards cross-border trade and consumer protection” TECHNICAL SPECIFICATIONS

Between the 19th of September and the 21st of September 2011, TNS Political & Social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the survey FLASH EUROBAROMETER 332 about "Consumer Attitudes towards Cross-border Trade and Consumer Protection ".

This survey has been requested by the EUROPEAN COMMISSION, Directorate-General for Health and Consumer. It is a general public survey co-ordinated by the Directorate-General for Communication ("Research and Speechwriting" Unit). The FLASH EUROBAROMETER 332 covers the population of the respective nationalities of the European Union Member States, resident in each of the 27 Member States and aged 15 years and over. It was also conducted in Norway and Iceland. The survey covers the national population of citizens (in these countries) as well as the population of citizens of all the European Union Member States that are residents in these countries and have a sufficient command of the national languages to answer the questionnaire. All interviews were carried using the TNS e-Call center (our centralized CATI system). In every country respondents were called both on fixed lines and mobile phones. The basic sample design applied in all states is multi-stage random (probability). In each household, the respondent was drawn at random following the "last birthday rule".

TNS has developed its own RDD sample generation capabilities based on using contact telephone numbers from responders to random probability or random location face to face surveys, such as Eurobarometer, as seed numbers. The approach works because the seed number identifies a working block of telephone numbers and reduces the volume of numbers generated that will be ineffective. The seed numbers are stratified by NUTS2 region and urbanisation to approximate a geographically representative sample. From each seed number the required sample of numbers are generated by randomly replacing the last two digits. The sample is then screened against business databases in order to exclude as many of these numbers as possible before going into field. This approach is consistent across all countries.

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics offices. For all countries surveyed, a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. In all countries, gender, age, region and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), TNS Political & Social applies the official population figures as provided by EUROSTAT or national statistic offices. The total population figures for input in this post-weighting procedure are listed above.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process (at the 95% level of confidence)											
<i>various sample sizes are in rows</i>						<i>various observed results are in columns</i>					
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	N=50
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	N=500
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1	N=1000
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	N=1500
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	N=2000
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	N=3000
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	N=4000
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	N=5000
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	N=6000
N=7000	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	N=7000
N=7500	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	N=7500
N=8000	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	N=8000
N=9000	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	N=9000
N=10000	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	N=10000
N=11000	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	N=11000
N=12000	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	N=12000
N=13000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	N=13000
N=14000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	N=14000
N=15000	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

ABBR.	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+
BE	Belgium	TNS Dimarso	1.000	19/09/2011	21/09/2011	8.939.546
BG	Bulgaria	TNS BBSS	1.009	19/09/2011	21/09/2011	6.537.510
CZ	Czech Rep.	TNS Aisa s.r.o	1.004	19/09/2011	21/09/2011	9.012.443
DK	Denmark	TNS Gallup A/S	1.008	19/09/2011	21/09/2011	4.561.264
DE	Germany	TNS Infratest	1.000	19/09/2011	21/09/2011	64.409.146
EE	Estonia	TNS Emor	1.008	19/09/2011	21/09/2011	945.733
EL	Greece	TNS ICAP	1.005	19/09/2011	21/09/2011	8.693.566
ES	Spain	TNS Demoscopia S.A	1.002	19/09/2011	21/09/2011	39.035.867
FR	France	TNS Sofres	1.000	19/09/2011	21/09/2011	47.756.439
IE	Ireland	IMS Millward Brown	1.000	19/09/2011	21/09/2011	3.522.000
IT	Italy	TNS Infratest	1.011	19/09/2011	21/09/2011	51.862.391
CY	Rep. of Cyprus	CYMAR	503	19/09/2011	21/09/2011	660.400
LV	Latvia	TNS Latvia	1.010	19/09/2011	21/09/2011	1.447.866
LT	Lithuania	TNS LT	1.000	19/09/2011	21/09/2011	2.829.740
LU	Luxembourg	TNS Dimarso	502	19/09/2011	21/09/2011	404.907
HU	Hungary	TNS Hoffmann Kft	1.001	19/09/2011	21/09/2011	8.320.614
MT	Malta	MISCO International Ltd	515	19/09/2011	21/09/2011	335.476
NL	Netherlands	TNS NIPO	1.032	19/09/2011	21/09/2011	13.371.980
AT	Austria	TNS Austria	1.012	19/09/2011	21/09/2011	7.009.827
PL	Poland	TNS OBOP	1.001	19/09/2011	21/09/2011	32.413.735
PT	Portugal	TNS EUROTESTE	1.012	19/09/2011	21/09/2011	8.080.915
RO	Romania	TNS CSOP	1.014	19/09/2011	21/09/2011	18.246.731
SI	Slovenia	RM PLUS	1.001	19/09/2011	21/09/2011	1.759.701
SK	Slovakia	TNS AISA Slovakia	1.001	19/09/2011	21/09/2011	4.549.955
FI	Finland	TNS Gallup Oy	1.012	19/09/2011	21/09/2011	4.440.004
SE	Sweden	TNS SIFO	1.000	19/09/2011	21/09/2011	7.791.240
UK	United Kingdom	TNS UK	1.002	19/09/2011	21/09/2011	51.848.010
TOTAL EU27			25.665	19/09/2011	21/09/2011	408.787.006
IS	Iceland	Capacent ehf	500	19/09/2011	21/09/2011	252.277
NW	Norway	TNS Gallup AS	1000	19/09/2011	21/09/2011	3.886.395
TOTAL			27.168	19/09/2011	21/09/2011	412.925.678

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