

**ZA 5614**

**Flash Eurobarometer 331  
(Retailers' Attitudes Towards Cross-border Trade  
and Consumer Protection, wave 2)**

**Country Questionnaire  
Great Britain**

**FL331 - UK**

ASK ALL

P1 Does your company sell directly to final consumers?

Yes	1
No	2

IF "NO", CODE 2 IN P1, THEN STOP INTERVIEW

P2a How many employees do you have in your company?

(INT.: IF "DK\NA", CODE '999') - (ONE ANSWER ONLY)

					employees
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IF LESS THAN 10 EMPLOYEES, P2a<10, STOP INTERVIEW - IF P2a=999, GO TO P2b

P2b Does your company have...

(READ OUT – ONE ANSWER ONLY)

Less than 10 employees	1
10 to 49 employees	2
50 to 249 employees	3
250 employees or more	4
DK\NA (DO NOT READ OUT)	5

IF P2b=1 OR P2b=5, STOP INTERVIEW - OTHERS GO TO P3

D5 To how many EU countries do you currently make cross-border sales to final consumers? By our definition, a cross-border sale is a sale by phone, post or e-commerce or by a home visit to a final consumer (i.e. the general public) resident in a different EU Member State from that of the seller. The origin of the products sold is not relevant. Of prime importance is that the final customer is resident in a different EU country from the seller, when the transaction takes place. Sales in shops to people from another EU country, who are on holidays or on a shopping trip, do not qualify as cross-border transactions.

(INT.: IF "YOU SELL ONLY TO CONSUMERS IN YOUR OWN COUNTRY" , CODE '00' - IF "DK\NA", CODE '99')

country(ies)

FL300 Q1

Q1.1 Can you please estimate the percentage of your total turnover for last year from: E-commerce\internet sales

(INT.: IF "NOT APPLICABLE" , CODE '998' - IF "DK\NA", CODE '999') - (ONE ANSWER ONLY)

%

NEW BASED ON FL300 Q2

Q1.2 Can you please estimate the percentage of your total turnover for last year from: E-commerce\internet sales in the UK

(INT.: IF "NOT APPLICABLE" , CODE '998' - IF "DK\NA", CODE '999') - (ONE ANSWER ONLY)

%

NEW BASED ON FL300 Q2

Q1.3 Can you please estimate the percentage of your total turnover for last year from: Sales by phone or by post

(INT.: IF "NOT APPLICABLE" , CODE '998' - IF "DK\NA", CODE '999') - (ONE ANSWER ONLY)

%

NEW BASED ON FL300 Q2

Q1.4 Can you please estimate the percentage of your total turnover for last year from: Sales by internet, phone or post to consumers in other EU countries

(INT.: IF "NOT APPLICABLE" , CODE '998' - IF "DK\NA", CODE '999') - (ONE ANSWER ONLY)

%

NEW BASED ON FL300 Q2

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Q2	How important are the following obstacles to the development of your cross-border sales to other EU countries?
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(SINGLE CODE)
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	(READ OUT)	Very important	Fairly important	Not very important	Not at all important	DK/NA (DO NOT READ OUT)
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1	Additional costs of compliance with different national tax regulations (e.g.VAT rules)	1	2	3	4	5
2	Additional costs of compliance with different consumer protection rules and contract law (including legal advice)	1	2	3	4	5
3	Higher costs of cross-border delivery compared to domestic delivery	1	2	3	4	5
4	Potentially higher costs involved in resolving complaints and disputes cross-border	1	2	3	4	5
5	Potential risk of higher costs due to fraud and non-payments in cross border sales	1	2	3	4	5
6	Extra costs arising from language differences	1	2	3	4	5
7	Extra costs from after-sales service in cross-border transactions	1	2	3	4	5

8	Restrictions on cross-border sales imposed by manufacturers or suppliers	1	2	3	4	5
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NEW

Q3 "Consumer legislation" should be understood as legislation dealing with the economic interests of consumers which does not include product safety. When questions relate to product safety, it will be explicitly stated. Do you know where you can find or get relevant information and advice about consumer legislation either regarding the UK or another EU country?

(READ OUT - MULTIPLE ANSWERS POSSIBLE) – (INT.: IF THE RESPONDENT ANSWERS "YES, MENTIONING THE EUROPEAN CONSUMER CENTRE SPECIFICALLY" PLEASE CODE "5")

- |   |    |
|---|----|
| Yes, with regard to legislation in the UK                                   | 1, |
| Yes, with regard to legislation in other EU countries                       | 2, |
| No, neither for (OUR COUNTRY) nor for other EU countries                    | 3, |
| Yes, mentioning the European Consumer Centre specifically (DO NOT READ OUT) | 4, |
| DK\NA (DO NOT READ OUT)   | 5, |

NEW

ASK Q4a IN FR, PL, CY, CZ, DK, EE, FI, LV, PT, SE, MT, SI, BE, DE, IS, NO - OTHERS GO TO Q4b

Q4a

FL300 Q11\_a TREND MODIFIED

ASK Q4b IN AT, BG, ES, IE, LT, LU, NL, SK, UK, HU, EL, IT, RO - OTHERS GO TO Q5a

Q4b The cooling off period is the legal right of a consumer to return a product purchased on the internet, phone or post within a certain period without paying a penalty. What is the length of the cooling-off period in the UK? Please state your reply in WORKING days.

(INT. : IF "DK\NA", CODE '999') - (ONE ANSWER ONLY)

working days

FL300 Q11\_b TREND MODIFIED

DO NOT ASK Q5a IN IE AND UK - IE AND UK GO TO Q5b

Q5a

- |  |   |
|--|---|
|  | 1 |
|  | 2 |
|  | 3 |
|  | 4 |
|  | 5 |

FL300 Q12\_a

ASK Q5b ONLY IN IE AND UK - OTHERS GO TO Q6 - DO NOT ASK Q5b IN SCOTLAND - SCOTLAND GO TO Q5c

Q5b Please complete the following statement correctly. The consumer has the right to ask for a defective product to be repaired?

(READ OUT – ONE ANSWER ONLY)

- |   |   |
|---|---|
| Within 1 year from the date of the original purchase  | 1 |
| Within minimum 2 years from the date of the original purchase and longer for some specific products | 2 |
| Within 6 years from the date of the original purchase   | 3 |
| None of the above (DO NOT READ OUT)   | 4 |
| DK\NA (DO NOT READ OUT)   | 5 |

FL300 Q12\_b1

ASK Q5c ONLY IN SCOTLAND - OTHERS GO TO Q6

Q5c Please complete the following statement correctly. The consumer has the right to ask for a defective product to be repaired?

(READ OUT – ONE ANSWER ONLY)

- |   |   |
|---|---|
| Within 1 year from the date of the original purchase  | 1 |
| Within minimum 2 years from the date of the original purchase and longer for some specific products | 2 |
| Within 5 years from the date of the original purchase   | 3 |

None of the above (DO NOT READ OUT)	4
DK\NA (DO NOT READ OUT)	5

FL300 Q12\_b2

ASK ALL

Q6 I will read 4 statements about legislation in the UK concerning commercial practices. These include prohibited and non-prohibited practices. For each statement, could you please indicate if it is prohibited or not?

(SINGLE CODE)

	(READ OUT)	Prohibited	Not prohibited	DK\NA (DO NOT READ OUT)
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1	To include an invoice or a similar document seeking payment in marketing material	1	2	3
2	To advertise products at a very low price compared to other offers without having a reasonable quantity of products for sale	1	2	3
3	To make exaggerated statements in an advertisement	1	2	3
4	To describe a product as 'free' although it is only freely available to customers calling a premium rate phone number	1	2	3

FL 300 Q13 TREND MODIFIED

Q7 In the past twelve months, have you come across fraudulent advertisements, statements or offers made by your competitors?

(READ OUT – ONE ANSWER ONLY)

Yes, on several occasions	1
Yes, once or twice	2
No	3
DK\NA (DO NOT READ OUT)	4

FL300 Q15

Q8 In the past twelve months, have you come across misleading or deceptive advertisements, statements or offers made by your competitors? Misleading or deceptive advertisements are those which contain false information or present factually correct information in a misleading manner about the goods or services to be sold.

(READ OUT – ONE ANSWER ONLY)

Yes, on several occasions	1
Yes, once or twice	2
No	3
DK\NA (DO NOT READ OUT)	4

FL300 Q16

Q9 In the past twelve months, have you come across exaggerated or misleading statements made by your competitors about the beneficial effects of their products for the environment (misleading environmental claims)?

(READ OUT – ONE ANSWER ONLY)

Yes, on several occasions	1
Yes, once or twice	2
No	3
DK\NA (DO NOT READ OUT)	4

NEW

Q10 Now, thinking about all legislation dealing with the economic interests of consumers, please say whether you strongly agree, agree, disagree or strongly disagree with the following statements. Let me confirm once more that all responses are strictly anonymous.

(SINGLE CODE)

	(READ OUT)	Totally agree	Agree	Disagree	Totally disagree	DK\NA (DO NOT READ OUT)
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1	You comply with consumer legislation	1	2	3	4	5
2	Your competitors comply with consumer legislation	1	2	3	4	5

FL300 Q18

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Q11	In relation to product safety, has any of the following taken place in your firm within the past two years?
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(SINGLE CODE)
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	(READ OUT)	Yes	No	Not relevant, you don't sell products (DO NOT READ OUT)	DK\NA (DO NOT READ OUT)
--	------------	-----	----	---	-------------------------

1	You received consumer complaints about the safety of any of the products you sold	1	2	3	4
2	The authorities checked the safety of any of the products you were selling	1	2	3	4
3	The authorities asked you to withdraw or recall any of the products you were selling	1	2	3	4
4	The authorities asked you to issue a public warning about the safety of any of the products you were selling	1	2	3	4
5	You, as a retailer, carried out tests to make sure that any of the products you were selling were safe	1	2	3	4
6	Any other enforcement action related to product safety	1	2	3	4

FL300 Q20 TREND MODIFIED
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Q12	“Consumer authorities” are national, regional and local public authorities carrying out market surveillance activities and other activities designed to ensure compliance with consumer and product safety legislation. In the last 12 months, have you been informed by the consumer authorities (or by consumer organisations) that they consider you are breaching consumer legislation? For example, in a meeting or telephone call with an official, by sending you a letter or email notifying non-compliance with legislation, by taking you to court, or through an injunction.
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(SHOW SCREEN - SINGLE CODE)
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Yes	1
No	2
DK\NA (DO NOT READ OUT)	3

FL300 Q19 TREND MODIFIED

Q13 The following statements relate to monitoring compliance with consumer and product safety legislation. Please say whether you strongly agree, agree, disagree or strongly disagree with the following statements:

(SINGLE CODE)

	(READ OUT)	Strongly agree	Agree	Disagree	Strongly disagree	Not relevant, you don't sell products (DO NOT READ OUT)	DK\ NA (DO NOT READ OUT)

1	The public authorities actively monitor and ensure compliance with consumer legislation in your sector in the UK	1	2	3	4	5	6
2	The public authorities actively monitor and ensure compliance with product safety legislation in your sector in the UK	1	2	3	4	5	6
3	The public authorities actively monitor and ensure compliance with food safety legislation in your sector in the UK.	1	2	3	4	5	6
4	Consumer NGOs actively monitor compliance with consumer legislation in your sector in the UK	1	2	3	4	5	6
5	The self-regulatory bodies actively monitor the respect of codes of conducts or codes of practice in your sector in the UK	1	2	3	4	5	6
6	The media regularly report on businesses which do not respect consumer legislation	1	2	3	4	5	6
7	You changed your commercial practices as a result of a media story	1	2	3	4	5	6

FL300 Q21 TREND SLIGHTLY MODIFIED

DO NOT ASK Q14a IN FINLAND - FINLAND GO TO Q14b

Q14a	In the past two years, have you used Alternative Dispute Resolution (ADR) mechanisms (i.e. arbitrators, mediators, ombudsmen, conciliation bodies, consumer complaints boards, other out-of-court dispute resolution bodies) to settle disputes with customers?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

- |   |    |
|---|----|
| No, and you do not know any of those mechanisms | 1, |
| No, but you know some ADR mechanisms            | 2, |
| No, but you are member of an ADR body           | 3, |
| Yes, you have used ADR mechanisms               | 4, |
| Yes, you regularly use those mechanisms         | 5, |
| Yes, through the ADR body you are a member of   | 6, |
| DKNA (DO NOT READ OUT)                          | 7, |

FL300 Q22a TREND MODIFIED

ASK Q14b ONLY IN FINLAND - OTHERS GO TO Q15

Q14b	
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- |  |    |
|--|----|
|  | 1, |
|  | 2, |
|  | 3, |
|  | 4, |
|  | 5, |
|  | 6, |
|  | 7, |

FL300 Q22b TREND MODIFIED

ASK ALL

Q15	“Product safety” relates to consumer products only and does not include industrial products. Unsafe products are those that fail to comply with safety standards. This does not include weapons such as firearms or knives. Thinking about all non-food products currently on the market in the UK, do you think that...?
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(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
Not relevant because you do not sell non-food products	4
DK\NA (DO NOT READ OUT)	5

FL300 Q25 TREND MODIFIED

Q16 Thinking about all food products currently on the market in the UK, 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
Not relevant because you do not sell food products	4
DK\NA (DO NOT READ OUT)	5

FL300 Q26 TREND MODIFIED

DEMOGRAPHICS

PROG: The amount has to be entered directly in local currency, this amount will be automatically converted into Euros (the conversion table has been sent)

D1 What was your company turnover last year?

(INT. : IF "DK\NA", CODE '999')

£

FL300 D2 TREND MODIFIED

D2 Do you use the following sales channels for retail?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

E-commerce\Internet	1,
Mail order (by post)	2,
Telesales\ call centre (excluding e-commerce, e.g. phone sales, TV shopping)	3,
Sales through representatives visiting consumers at their homes	4,
Direct retail sale (i.e. shops)	5,
Other (DO NOT READ OUT)	6,
DK\NA (DO NOT READ OUT)	7,

NEW BASED ON FL300 D3

D3 Do you sell food or other goods to final consumers? "By food we mean: food that consumers can eat at home, take away or can eat on the spot."

(READ OUT – ONE ANSWER ONLY)

Yes, you sell food	1
Yes, you sell other goods	2
Yes, you sell both food and other goods	3
No	4

NEW BASED ON FL300 D4

D4 In which languages are you prepared to sell to final consumers?

(DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE)

Bulgarian	1,
Czech	2,
Danish	3,
Dutch	4,
English	5,
Estonian	6,
Finnish	7,
French	8,
German	9,
Greek	10,
Hungarian	11,
Irish	12,
Italian	13,
Latvian	14,
Lithuanian	15,
Maltese	16,
Polish	17,
Portuguese	18,
Romanian	19,
Slovak	20,
Slovenian	21,
Spanish	22,
Swedish	23,
Icelandic	24,
Norwegian	25,
Luxembourgish	26,
Russian	27,
Other	28,
DK\NA	29,

NEW BASED ON FL300 D6