LBRO Wales
Omnibus Research

Research Report
September 2010

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LBRO
Better Local Regulation

Beaufort Research **Local Better Regulation Office**

Contents

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B01010-1/ CT / June 2010

Executive Summary

- When asked to spontaneously mention organisations or other sources of advice on consumer rights, the Citizen's Advice Bureau followed by the internet and trading standards were most top of mind.

- Those from higher social grades (ABC1) were more likely to be able to name an organisation or source of advice.

- Opinion of organisations providing advice on consumer rights varied. The vast majority of consumers (84%) would be confident in the advice provided by the Citizen's Advice Bureau and similar levels of confidence were reported for local council trading standards and environmental health (both 79%). For advice provided by central government confidence levels were lower (59%).

- No one single method of receiving consumer rights advice and information dominated consumer preferences, with written (47%), face to face (42%), website (33%) and telephone (23%) all being regarded as suitable approaches by a number of respondents.

- As might be expected, younger respondents and ABC1s were more receptive to websites as a means of communication of consumer rights information.

- The preferred language of communication for this advice was English only (75%) with most of the remainder requesting it in English and Welsh. Clearly, preference is driven by languages spoken.

- Buying goods in shops and stores appears the most trusted source of purchase – almost all (97%) would have confidence that goods/services purchased here will be as promised and of appropriate quality.

- 4 out of 5 of those using mail order and internet services also reported confidence in these methods of purchasing.

- Doorstep purchases inspired the least confidence with around two thirds (of those ever using this method) saying they would not be confident in goods and services purchased this way.

- In terms of different aspects of buying goods and services, nearly all (92%) were confident that goods they *bought will in general be safe*. However, the safety of second hand products was much more likely to be questioned with only 52% having confidence in their safety (43% not confident)

- Other areas where, relatively, consumer confidence was lower were:

  - *That most shops won't sell alcohol/cigarettes to under age children (45% were **not** confident in this)*
  - *Being provided with sufficient information when entering into finance agreements (35% **not** confident)*
  - *Getting a fair deal when you employ a tradesman (30% **not** confident)*
  - *Being provided with sufficient information when signing a contract for goods and services (30% **not** confident)*
  - *Getting a fair deal when your car is serviced (29% **not** confident)*

- Areas, in addition to general safety of bought goods, where relatively, consumer confidence was higher were:

  - *Environmental information such as energy labelling helps you make informed choices* (82% were confident in this)
  - *Restaurants / food outlets visited will be hygienic and food safe to eat* (80% confident)
  - *Nutrition information on food labels helps you make informed choices* (79% confident)
  - *Prices displayed are the one you end up paying* (77% confident)

- 7% of the population had personally had dealings with their local council in relation to rules and regulations which protect consumers when they purchase goods and services. Of this small number of respondents, two-thirds had been satisfied with the service they had received.

- When asked about preferred outcomes if problems were experienced with goods or services they had purchased, consumers regarded being personally compensated as the most important factor.

1. Introduction

1.1 Background and Objectives

The Local Better Regulation Office is a non-departmental public body based in Birmingham with a remit covering England and Wales concerned with local authority regulatory services of trading standards, licensing and environmental health. Its aim is to support the delivery of regulatory services by local authorities and reduce unnecessary burdens on business.

As part of its ongoing work with the Welsh Assembly Government, LBRO would like to build a stronger understanding of the issues faced by **consumers in Wales** regarding local regulation. Specifically, the following information was required:

- Awareness of organisations providing consumer rights information and advice
- Confidence in the information provided by selected organisations
- Confidence when purchasing via different outlets – *e.g. shop, internet, mail order*
- Confidence in a range of different purchasing scenarios – *e.g. employing tradesmen, buying second hand goods, being provided with sufficient information when entering into finance agreement*
- Preferred format and language in which to receive consumer rights information and advice
- Experience of dealing with local authorities in relation to rules and regulations which protect consumers

1.2 Research Method

Questions covering the above requirement were placed on the Beaufort all Wales Omnibus Survey in March 2010.

The Omnibus survey is designed to be representative of the adult population resident in Wales aged 16 and over. The unit of sampling is electoral ward and 69 interviewing points throughout the nation are selected with probability proportional to resident population, after stratification within unitary authority.

Within each sampling point, interlocking quota controls of age and social class within gender are employed for the selection of respondents. Quotas are set to reflect the demographic profile of Welsh residents and no more than one person per household is interviewed. A fresh sample is selected for each survey.

Interviews are conducted face to face in the homes of respondents utilising CAPI (Computer Aided Personal Interviewing) technology. Beaufort's experienced fieldworkers are used with postal and telephone back-checking in accordance with ISO 20252.

Fieldwork for the March 2010 survey was conducted over the period 5th to 22nd March. A total of 1,005 interviews were completed and analysed

This document provides a **report** of the main findings of the research. Full data tabulations detailing the results to each question at a total level and among different subgroups are available separately.

The questionnaire used for this research is appended to this document.

2. Sources of Advice

2.1 Spontaneous Awareness of Sources of Advice

Around 1 in 5 respondents (19%) mentioned *Citizen's Advice* or *the Citizen's Advice Bureau* when asked to spontaneously name sources of information for consumers on their rights when buying goods and services. Beyond this, generic mentions of the *internet* as a source of advice together with *trading standards* form the other major sources, both mentioned by 13% of the population.

The main responses (those mentioned by 2% or more) are shown in Figure 1. In addition to the above, local council (6%), retailer / manufacturer (5%) and consumer advice organisations – generic mentions (4%) feature most prominently as top-of-mind sources of advice.

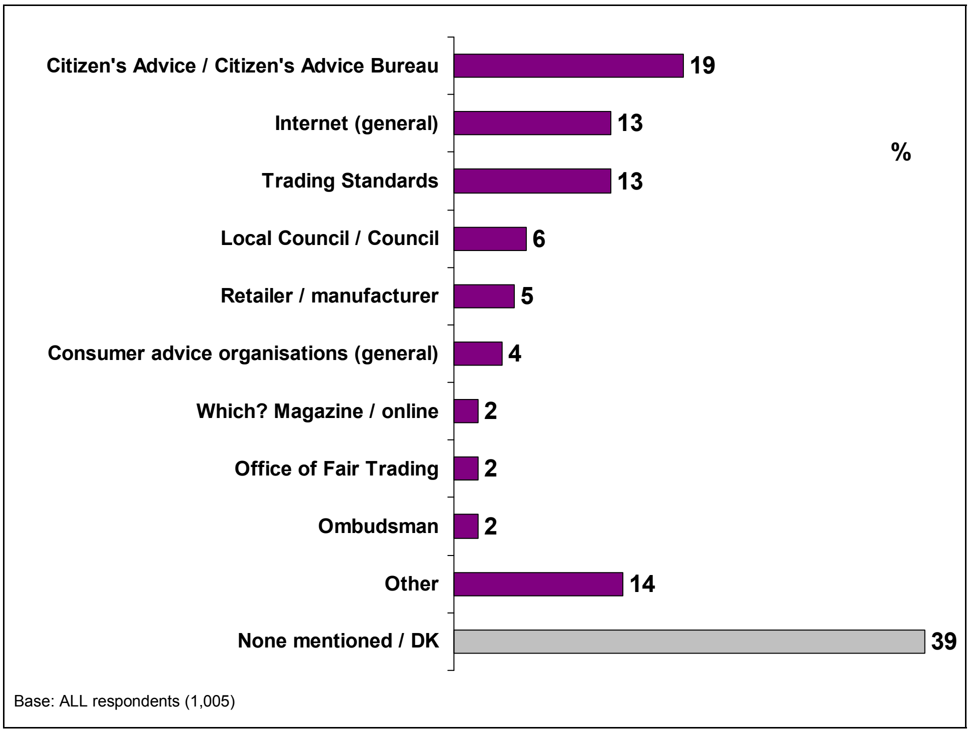


Figure 1: Sources of advice and information on consumer rights when buying goods and services (spontaneous mentions)

In addition to the individual organisations shown in figure 1, a number of other sources were identified by 1% or less of respondents (grouped together in 'other') and included organisations/sources as diverse as weights and measures, TV programmes, Consumer Direct and environmental health – a full list can be found in the data tabulations that accompany this report.

Whilst overall, there was a broad spectrum of sources identified, two-fifths of the population (39%) were unable to spontaneously mention any sources of consumer rights advice and information.

As shown in figure 2, the proportion unable to identify any sources of advice was higher among those in the lower socio-economic grades, C2DE (48% compared with 29% for ABC1s). In particular, C2DEs were much less likely to spontaneously mention the *internet* and *trading standards* in comparison to ABC1s (10% vs. 17% and 9% vs. 17% respectively) whereas the two groups were more matched in terms of spontaneous awareness of the Citizen's Advice Bureau (18% vs. 20%).

Whilst to a lesser extent than social grade, there were also some differences by age on this measure. Overall, those aged 16-34 were least able to mention sources of advice – 43% compared with 35% for 35-54s and 39% for 55+. However, whilst the younger age groups were less likely to mention more 'traditional' sources such as *Citizen's Advice Bureau* and *trading standards*, they were more likely than other age groups to refer to the *internet* and indeed this was their most frequently mentioned source of advice for consumer rights (21%).

Differences between men and women were less apparent.

	Gender		Age			Social Grade	
	Male	**Female**	**16-34**	**35-54**	**55+**	**ABC1**	**C2DE**
	%	%	%	%	%	%	%
Citizen's Advice / Citizen's Advice Bureau	**20**	**18**	**12**	**25**	**20**	**20**	**18**
Internet (general)	**14**	**12**	**21**	**15**	**5**	**17**	**10**
Trading Standards	**13**	**13**	**9**	**13**	**16**	**17**	**9**
Local Council / Council	**6**	**6**	**4**	**6**	**8**	**7**	**5**
Retailers / manufacturers	**4**	**5**	**6**	**4**	**5**	**6**	**4**
Consumer advice organisations (general)	**5**	**3**	**3**	**5**	**3**	**5**	**3**
Which? Magazine / Online	**2**	**2**	**1**	**2**	**2**	**3**	**1**
Office of Fair Trading	**1**	**2**	**1**	**3**	**2**	**3**	**1**
Ombudsman	**2**	**2**	**1**	**2**	**1**	**3**	**1**
Other							
None mentioned / DK	**38**	**40**	**43**	**35**	**39**	**29**	**48**

Figure 2: Sources of advice and information on consumer rights when buying goods and services (spontaneous mentions): By demographics

2.2 Opinion of advice provided by different organisations

Respondents were prompted with a number of organisations that provide advice on consumers' rights. They were asked how confident they would be in the advice provided by each organisation in terms of its quality and accuracy. The results are shown in Figure 3.

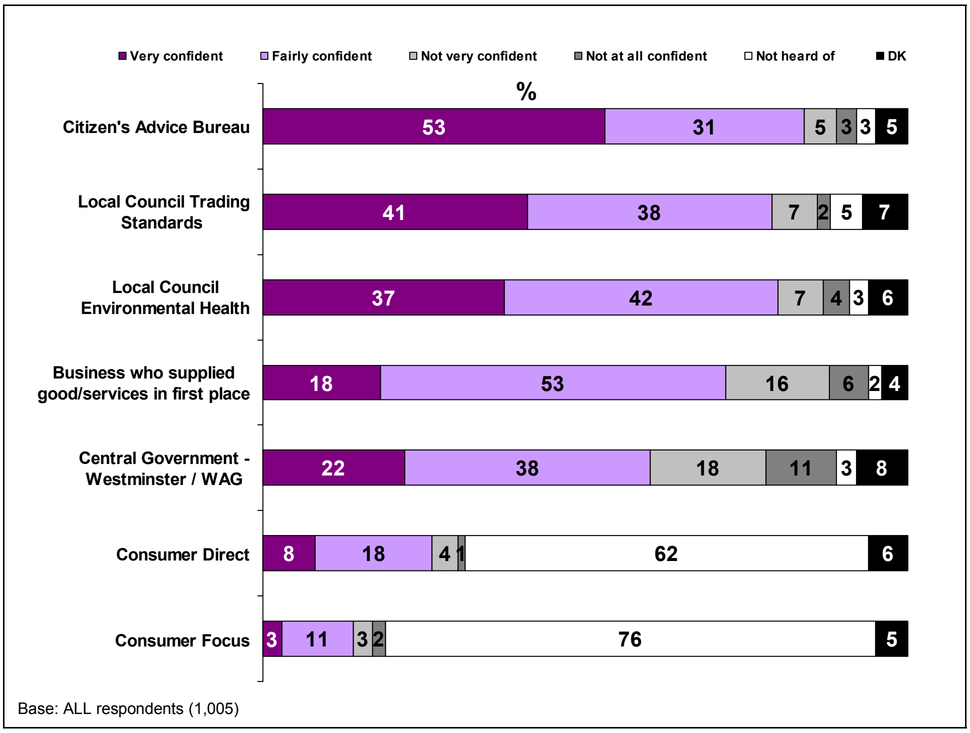


Figure 3: Level of confidence in advice / information on consumer rights provided by each organisation. (Differences between the graph and the text are due to rounding.)

Confidence appears greatest in the advice provided by Citizen's Advice Bureau. 84% of population would be confident in the advice provided by this organisation with the majority 53% being *very confident*. Only 7% would not be confident with the remainder either not having heard of them or being unable to answer.

Similar levels of confidence can be found in the advice provided by trading standards or environmental health – in both cases around 8 in 10 (79%) would be confident in the advice provided by these local authority services. Confidence in advice from central government (Westminster or Welsh Assembly), however, was less apparent. Whilst a majority (59%) reported that they would be confident, 3 in 10 (30%) stated that they would be either *not very* or *not at all confident* – three times the level seen for local government services.

A majority of respondents had not heard of Consumer Direct and Consumer Focus (62% and 76% respectively). Those who had, were more likely to report that they would feel confident in the advice provided these organisations than not. However, even accounting for those who have not heard of them, results are not as positive as seen for local authorities and Citizen's Advice Bureau.

When examining results by demographic subgroups, again we find differences by socio-economic grade. Those in the higher social grades (ABC1s) appear to have more trust in the organisations providing advice. For all organisations, ABC1s have higher confidence levels than C2DEs, although to a certain extent this is driven by higher awareness of the organisation or willingness to provide an answer (i.e. not say don't know). Levels of confidence among the two groups were closest for Citizen's Advice Bureau where 86% and 82% respectively would feel confident about advice being given by this organisation.

In terms of age, results were more varied. The younger age group (16-34) were less confident in advice from local authority environmental health and trading standards, although this was relative and even among these age groups around three-quarters would be confident. For other organisations differences between the 16-34s and other age groups were less apparent.

	Age			Social Grade	
	16-34	35-54	55+	ABC1	C2DE
	%	%	%	%	%
Citizen's Advice / Citizen's Advice Bureau:					
Confident	80	86	85	86	82
Not confident	7	8	6	7	8
Not heard of / DK	13	5	8	7	11
Local Council Trading Standards:					
Confident	73	82	80	86	72
Not confident	11	9	10	8	11
Not heard of / DK	17	9	11	6	17
Local Council Environmental Health:					
Confident	73	84	78	85	74
Not confident	13	9	12	10	13
Not heard of / DK	14	6	9	6	13
Business who supplied good / services:					
Confident	72	70	73	74	69
Not confident	21	24	23	23	23
Not heard of / DK	7	5	5	2	8
Central Government:					
Confident	59	63	56	63	56
Not confident	28	27	33	30	30
Not heard of / DK	12	10	10	8	13
Consumer Direct:					
Confident	25	32	23	30	24
Not confident	5	5	7	7	5
Not heard of / DK	70	63	70	63	71
Consumer Focus:					
Confident	13	17	14	16	14
Not confident	5	5	4	5	4
Not heard of / DK	83	78	81	80	82

Figure 4: Level of confidence in advice / information on consumer rights provided by each organisation: By demographics

3. Preferred Format of Advice

3.1 Preferred medium

A number of different options were presented to consumers as ways in which they could receive advice on consumer rights (more than one method could be chosen by respondents). Results indicate that no one preferred method of communication was dominant. Whilst around half (47%) report that they would like to receive written information such as a leaflet, a similar proportion (42%) would regard a face to face approach as a suitable means of receiving advice. Website and telephone were also reasonably popular with 33% and 23% respectively naming these as suitable options.

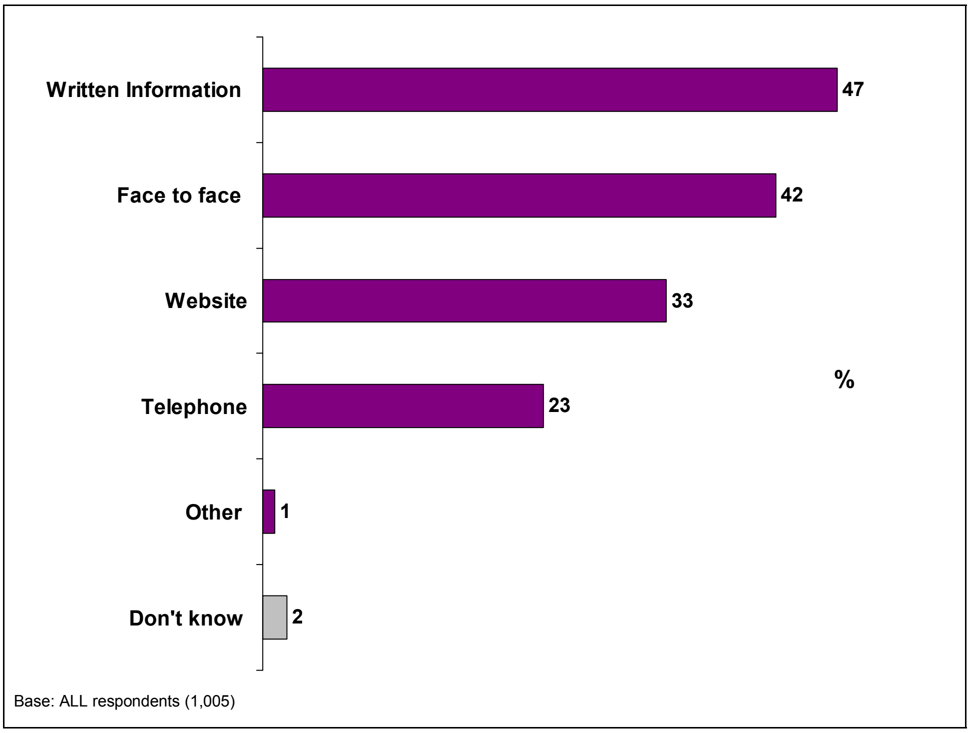


Figure 5: Suitable ways to receive advice on consumer rights

As one might expect, there was considerable variation on this by age. Receiving advice by websites was much more popular for 16-34s (47%) and to a lesser extent for 35-54s (38%) compared with over 55s (19%). For the older age group, written information proved the most popular with 53% regarding this as a suitable medium for advice. 35-54s were slightly more receptive to face to face communication than other groups.

In terms of social grade, receiving information by *website* proved the biggest differentiator with 48% of ABC1s regarding it as a suitable method of communication of advice compared with only 21% of C2DEs – in part, this reflects access and use of this medium among these two groups[1]. C2DEs were more likely to favour face to face communication of advice (48% vs. 36% ABC1s).

[1] Beaufort Omnibus Survey June 2010 – 78% of ABC1s connected to internet at home vs. 56% for C2DEs

	Gender		Age			Social Grade	
	Male	Female	16-34	35-54	55+	ABC1	C2DE
	%	%	%	%	%	%	%
Written information	**45**	**49**	**40**	**46**	**53**	**47**	**47**
Face to face	**45**	**40**	**34**	**48**	**44**	**36**	**48**
Website	**35**	**32**	**47**	**38**	**19**	**48**	**21**
Telephone	**20**	**26**	**19**	**28**	**23**	**26**	**21**
Other	**1**	**1**	**1**	**1**	**0**	**0**	**1**

Figure 6: Suitable ways to receive advice on consumer rights: By demographics

3.2 Preferred language

Three-quarters of the Welsh population would like to receive information in English only, with nearly all of the remainder preferring bilingual (English and Welsh) means of communication.

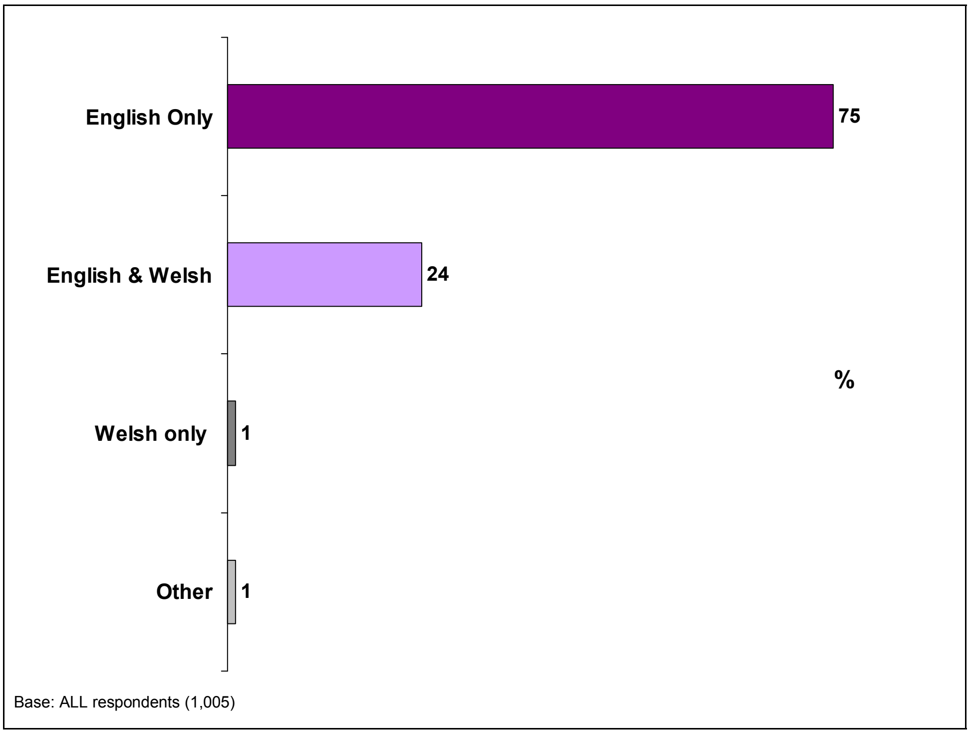


Figure 7: Preferred language of consumer rights information

As would be expected, preference here was largely driven by languages spoken:

- 88% of non-Welsh speakers would prefer English only (11% would prefer bilingual)
- 53% of Welsh speakers[2] would prefer communication in English and Welsh (43% prefer English only)

[2] Includes fluent and non-fluent Welsh speakers

4. Consumer Confidence when Buying Goods or Services

4.1 Confidence in purchasing by different retail outlets

Purchases made in shops or stores appeared to generate the highest levels of confidence that the goods or services bought will as promised and be of appropriate quality. Almost all (97%) who buy goods and services in this way were confident in them with the majority being *very confident*.

The majority of those buying goods and services by mail order or by the internet were also confident in their purchases, around 4 in 5 expressing this for both methods. However, this does mean that a significant minority (almost a fifth) expressed some doubts reporting that they would be *not very confident* or *not at all confident*.

Goods and services bought on the doorstep inspired much less confidence than any other method. Among those who bought goods and services in this way, around two thirds said they would not be confident that items would be as promised and be of appropriate quality.

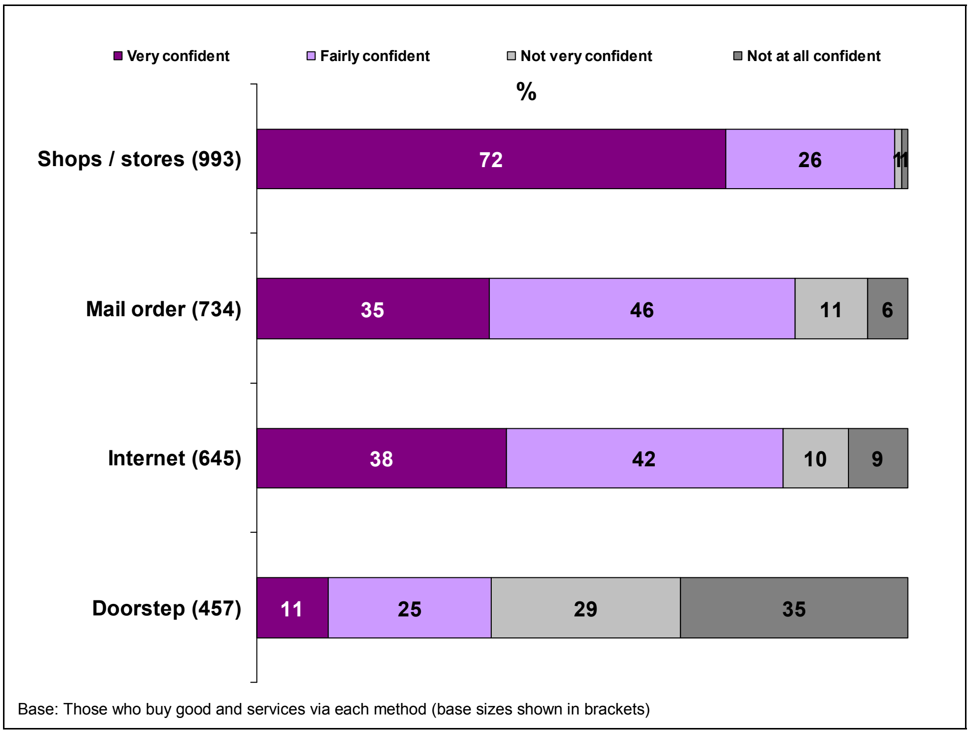


Figure 8: Confidence that purchasing via each method will deliver goods / services as promised and of appropriate quality. (Differences between the graph and the text are due to rounding.)

Generally, older respondents (those aged 55+) had less confidence in goods and services that they were purchasing unless this was via a shop or store where their confidence levels matched those of other age groups and were high (97%). For the internet and for doorstep purchases confidence levels were lower than those aged 16-54 – see figure 9 overleaf.

To a lesser extent C2DEs reported lower confidence levels than ABC1s for the internet and mail order purchases (75% vs. 85% and 79% vs. 85% respectively). However, for shop /store and doorstep purchases the two groups were more evenly matched in terms of confidence.

Again, men and women were very evenly matched in terms of their purchasing confidence levels.

	Age			Social Grade	
	16-34	35-54	55+	ABC1	C2DE
	%	%	%	%	%
Shops / stores:					
Confident	97	98	97	99	96
Not confident	2	2	3	1	3
Mail order:					
Confident	83	83	78	85	79
Not confident	16	17	20	15	20
Internet:					
Confident	85	84	67	85	75
Not confident	14	16	31	14	25
Doorstep:					
Confident	41	40	24	34	37
Not confident	58	60	76	66	62

Figure 9: Confidence that purchasing via each method will deliver goods / services as promised and of appropriate quality: By demographics

4.2 Confidence in different aspects of buying goods and services

In addition to assessing their confidence in retail outlets, respondents were also questioned on their confidence in different aspects of buying goods and services. It was recognised that some aspects would not be relevant to certain consumers (e.g. questions about confidence in getting a fair deal when getting your car serviced could not be answered by non-drivers). As such, an option was provided for respondents to say that the statement was not applicable to them. The results shown below in Figures 10 and 11 exclude those saying 'not applicable to me' for each statement, such that confidence levels are based on those who were in a position to express opinion.

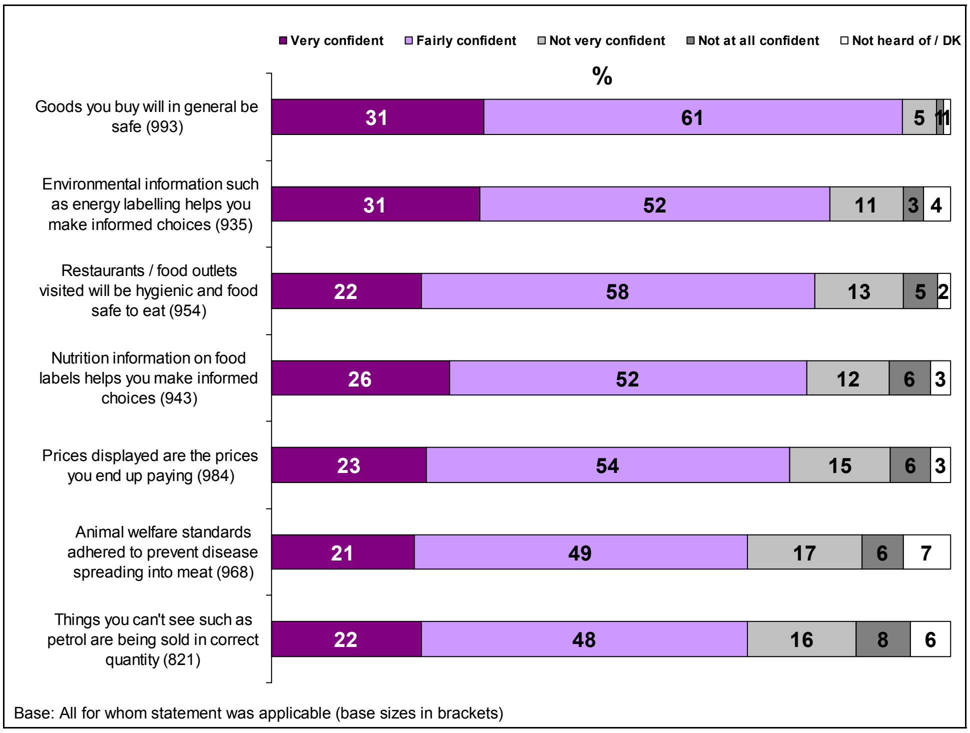


Figure 10: Confidence in different aspects of buying goods and services – Top 7. **(Differences between the graph and the text are due to rounding.)**

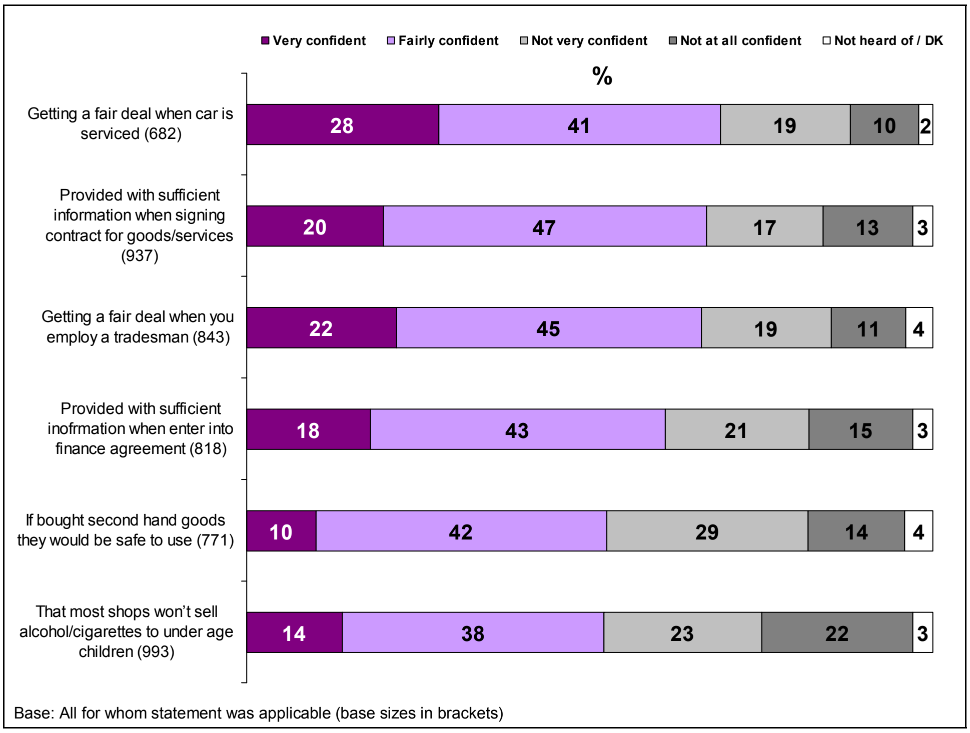


Figure 11: Confidence in different aspects of buying goods and services – Bottom 6. (Differences between the graph and the text are due to rounding.)

For all aspects of buying goods and services presented to respondents, a majority in each case held positive rather than negative opinions. However, this majority ranged from overwhelming in the case of people's confidence levels *goods you buy will be in general safe to use* (92% confident, 7% not confident) to slim when considering whether *second hand goods would be safe to use* (52% confident, 43% not confident) and that *most shops won't sell alcohol / cigarettes to under age children* (52% confident, 45% not confident).

In addition the *safety of second hand goods* and *shops selling cigarettes and alcohol to under age children*, other areas where there was, relatively, greater concern tended to centre on those where consumers were entering into contracts or when using trades as detailed below:

- *Being provided with sufficient information when entering into finance agreements* (35% were **not** confident in this)
- *Getting a fair deal when you employ a tradesman* (30% **not** confident)
- *Being provided with sufficient information when signing a contract for goods and services* (30% **not** confident)
- *Getting a fair deal when your car is serviced* (29% **not** confident)

Areas which appear to have the greatest degree of consumer confidence, in addition to the *general safety of goods* were:

- *Environmental information such as energy labelling helps you make informed choices* (82% were confident in this)
- *Restaurants / food outlets visited will be hygienic and food safe to eat* (80% confident)
- *Nutrition information on food labels helps you make informed choices* (79% confident)
- *Prices displayed are the one you end up paying* (77% confident)

When examining result by demographics, again very few differences were found among men and women, the largest being an 8% points gap in terms of confidence of the safety of second hand goods (men = 56% confident, women = 48% confident). As with previous measures, there were more differences by age but not necessarily always in the same direction, with different aspects of purchasing provoking varied reaction across age groups.

For example, those aged over 55 appear to have a particular distrust of the safety of second hand goods (39% confident compared with 59% and 58% for 16-34s & 35-54s) but were more confident that they will get a fair deal when their car is serviced (79% confident compared with 65% and 62% for 16-34s and 35-54s).

Furthermore, 16-34s were more confident than other age groups that nutrition information on food labels helps them make informed choices (83% vs. 77% and 76%) but less confident that they were getting a fair deal when employing a tradesman (61% vs. 68% and 68%) and that they were being provided with sufficient information when entering into finance agreement (56% vs. 64% and 62%).

For social grade, results were more consistent with ABC1s tending to have greater confidence in different aspects of buying goods and services than C2DEs. However, in many cases, variations were marginal, with larger differences being reserved for:

- *Things you can't see such as petrol are being sold in the correct quantity* (77% confident ABC1s vs. 63% C2DEs)
- *Restaurants / food outlets visited will be hygienic and food safe to eat (86% ABC1s vs. 76% C2DEs)*
- *Getting a fair deal when employing a tradesman (71% ABC1s vs. 62% C2DEs)*
- *Being provided with sufficient information when entering into a finance agreement (65% ABC1s vs. 57% C2DEs)*.

Full results by age and social grade are shown in Figure 12 overleaf.

	Age			Social Grade	
	16-34	35-54	55+	ABC1	C2DE
	%	%	%	%	%
Goods you buy will in general be safe:					
Confident	**94**	**91**	**93**	**94**	**91**
Not confident	**5**	**8**	**6**	**5**	**8**
Environmental information such as energy labelling helps you make informed choices:					
Confident	**82**	**83**	**82**	**83**	**82**
Not confident	**13**	**14**	**15**	**13**	**14**
Restaurants / food outlets visited will be hygienic and food safe to eat:					
Confident	**81**	**81**	**79**	**86**	**76**
Not confident	**15**	**17**	**20**	**13**	**21**
Nutrition information on food labels helps you make informed choices:					
Confident	**83**	**77**	**76**	**80**	**78**
Not confident	**14**	**19**	**20**	**17**	**19**
Animal welfare standards adhered to prevent disease spreading into meat :					
Confident	**70**	**70**	**69**	**72**	**68**
Not confident	**19**	**24**	**25**	**23**	**23**
Prices displayed are the prices you end up paying:					
Confident	**79**	**75**	**76**	**78**	**75**
Not confident	**18**	**24**	**21**	**21**	**21**
Things you can't see such as petrol are being sold in correct quantity:					
Confident	**66**	**70**	**74**	**77**	**63**
Not confident	**25**	**26**	**20**	**19**	**29**
Getting a fair deal when car is serviced:					
Confident	**65**	**62**	**79**	**71**	**67**
Not confident	**29**	**37**	**21**	**29**	**30**
Provided with sufficient information when signing contract for good/services:					
Confident	**66**	**68**	**67**	**67**	**67**
Not confident	**31**	**31**	**29**	**31**	**31**
Getting a fair deal when employing a tradesman:					
Confident	**61**	**68**	**68**	**71**	**62**
Not confident	**31**	**29**	**30**	**27**	**33**
Provided with sufficient information when entering into finance agreements:					
Confident	**56**	**64**	**62**	**65**	**57**
Not confident	**39**	**33**	**34**	**33**	**38**
If bought second hand goods they would be safe to use:					
Confident	**59**	**58**	**39**	**54**	**51**
Not confident	**36**	**37**	**57**	**42**	**45**
That most shops won't sell alcohol / cigarettes to under age children:					
Confident	**57**	**53**	**47**	**51**	**53**
Not confident	**39**	**46**	**49**	**46**	**44**

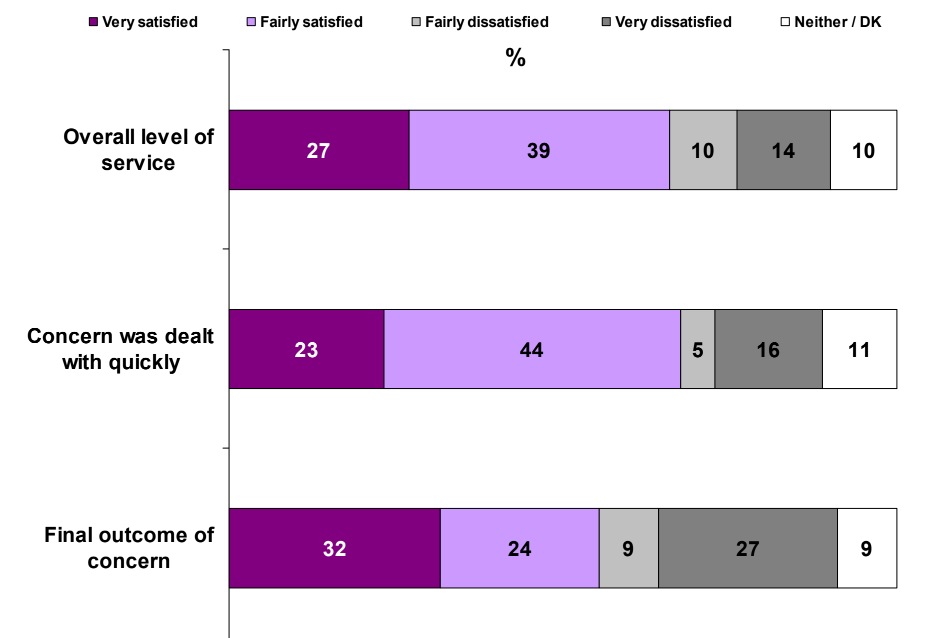
Figure 12: Confidence in different aspects of buying goods and services: By demographics

5. Consumer Experience with Local Authorities

A total of 7% of the population (74 respondents) had personal experience of dealing with their local council in relation to rules and regulations which protect consumers when they purchase goods and services.

Of this small number of respondents, around two-thirds (65%) were satisfied with the overall level of service they had received when in contact with the council. However, a sizeable minority (24%) were dissatisfied with the service they had received. Satisfaction with the final outcome was at lower levels with just over half being satisfied (56%) and more than a third dissatisfied (36%).

Whilst satisfaction with final outcome will undoubtedly impact on satisfaction with the overall service from the local council, the two measures are not completely inter-dependent for all respondents – for example, of the 27 respondents who were *dissatisfied* with their outcome, 8 were *satisfied* with the level of service they had received from the council.



Caution: Small base size (under 100)

Base: Those who have dealt with their local council in relation to rules and regulations about consumer rights (73)

Figure 13: Satisfaction with aspects of service when dealing with local council. (Differences between the graph and the text are due to rounding.)

6. Preferred Outcomes

All respondents were asked how important different outcomes would be to them personally, if they experienced a problem with goods or services they had purchased. The proposed outcomes were:

- That the business is fined for breaking the rules and regulations
- That I would be personally compensated – i.e. got my money back, received appropriate replacement goods or services
- That steps were taken to ensure that the business changed its behaviour so that this couldn't happen again

Of the above measures, *being personally compensated* appeared to carry most weight with nearly two-thirds (63%) selecting this as the most important outcome.

After this, *steps to ensure that the business changed its behaviour so this couldn't happen again* appeared the next most popular with 22% saying it was the most important factor and 51% saying it was the second most important factor, compared with 14% and 25% respectively a *business being fined* – see figure 14 below.

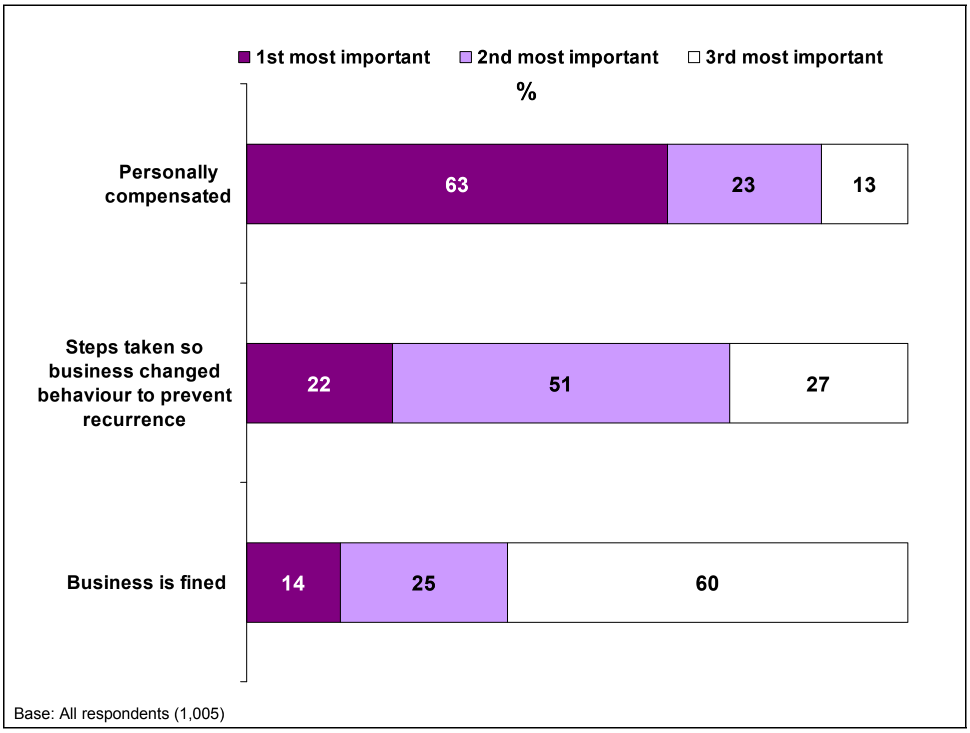


Figure 14: Ranking of importance of different outcomes if experienced problems with goods or services purchased

Among subgroups, this overall ranking of the three options remains consistent, although strength of feeling for *being personally compensated* was lower among those aged 55+ – 58% of this group chose it as their most important option compared with 68% of 16-34s and 65% of 35-54s.

Appendix 1 – Survey Questionnaire

Local Better Regulation Office
Beaufort All Wales Omnibus March 2010 – Final Questionnaire (25.02.10)

And now changing the subject

RANDOMISE ORDER OF ASKING a), b), c), d)

Q1 Firstly, I'd like you to think about different ways that you may purchase goods and services and how confident you feel buying goods and services in this way. By confident, we mean the extent to which you feel that each method will deliver goods and services as promised and that they will be of appropriate quality.

So, in general, how confident would you feel when buying goods and/ or services….

a) on the internet
b) by mail order
c) at your own doorstep
d) in a shop / store

SHOW CARD

Very confident
Fairly confident
Not very confident
Not at all confident
Do not purchase goods or services in this way

RANDOMISE ORDER OF ASKING STATEMENTS

Q2. I am now going to read out some statements about different aspects of buying goods and services. I'd like you to tell me to how confident you feel about each of these statements. There are no right or wrong answers, its just your personal opinion we are interested in.

So how confident are you that...

- goods which you can't see such as petrol are being sold to you in the correct quantity
- you are provided with sufficient information when you enter into a finance agreement such as a store card or credit card
- you are provided with sufficient information when signing a contract for goods or services, such as mobile phone, broadband, gas and electric
- environmental information such as energy labelling on electrical goods such as fridges, dishwashers helps you make informed choices
- the health and nutrition information on food labels helps you make informed choices about the food you buy for you and your family
- you are getting a fair deal when you take your car into be serviced
- you are getting a fair deal when you employ a tradesman to make home repairs or improvements (e.g. plumbers , carpenters, decorators)
- the goods that you buy in general will be safe

- restaurants and other food outlets that you visit will be hygienic and the food safe to eat
- most shops won't sell alcohol, cigarettes and other dangerous products to under age children
- if you bought second hand goods that they would be safe to use
- that the prices that are displayed by most businesses for their goods or services are the prices you end up paying
- that the set standards of animal welfare are adhered to, to prevent animal disease spreading into the meat products that you buy

SHOW CARD

Very confident
Fairly confident
Not very confident
Not at all confident
Not applicable to me

Information for consumers on their rights when buying goods and services is available from a number of different sources?

Q3. Can you think of where or from whom this type of information is available?

Open ended

____
____
____
____

RANDOMISE ORDER OF ORGANISATIONS AND PLACES

I am now going to read out a few organisations and places where advice on consumer rights is available. I'd like you to tell me how confident you would be in the information provided by each one in terms of its quality and accuracy?

Q4. So firstly, how confident would you feel with information on consumer rights provided by…..

a) Local council environmental health
b) Local council trading standards
c) Citizen's Advice Bureau
d) Consumer Direct
e) A business who had supplied you with goods / services in the first place
f) Consumer Focus
g) Central government – that is the Welsh Assembly or Westminster

SHOW CARD

Very confident
Fairly confident
Not very confident
Not at all confident
Not heard of

ROTATE ORDER OF METHODS

Q5. Which of the following would be suitable ways for you to receive advice on consumer rights?

SHOW CARD

Written information – e.g. leaflet
By telephone
Website
Face to face
Other (Please specify)___________

Q6. And would you prefer to receive this information in….?

English only
Welsh only
English and Welsh
Other (Please specify)___________

ROTATE ORDER OF STATEMENTS

Q7. I'd like you to look at this card. If you experienced a problem with goods or services you had purchased, how important would each of these aspects be to you personally. I'd like you to rank them from 1 to 3 with 1 being the most important?

SHOW CARD

That the business is fined for breaking the rules and regulations

That I would be personally compensated – i.e. got my money back, received appropriate replacement goods or services

That steps were taken to ensure that the business changed its behaviour so that this couldn't happen again

The rules and regulations which protect consumers when they purchase goods and services, for example to ensure that weights and measures are correct or food hygiene standards are met, are mostly enforced by local councils

We are interested to learn about your experiences in dealing with local councils or in their roles in relation to rules and regulations.

Q8. Have you had any contact in a personal capacity with your local council in relation to these rules and regulations? This does not include contact over planning regulations or social services for example.

Yes
No
Don't know

ASK IF 'YES' AT Q8.
ROTATE ORDER OF A,B,C

Q9. Thinking about that most recent contact, please tell me how satisfied or dissatisfied you were....

A. With the overall level of service
B. That your concern was dealt with quickly
C. With the final outcome

SHOW CARD

Very satisfied
Fairly satisfied
Neither satisfied nor dissatisfied
Fairly dissatisfied
Very dissatisfied