



**Cross-Border Consumer Redress Research**

**Stage One: Phase Two**

**INTERIM REPORT**

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**Prepared by YouGov  
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**Phase One Fieldwork: 15/09/05 to 29/09/05**

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## Phase Two: Background and Methodology

This interim report covers the second phase of Stage One of the DTI cross-border redress research project; with fieldwork carried out by YouGov between 15<sup>th</sup> and 29<sup>th</sup> September 2005.

The methodology used for this phase followed YouGov's ORACLE survey format which involved running some detailed questions on international consumer redress to the full YouGov panel (100,000+ were invited to participate). In addition, a minimum of n=300 Northern Ireland respondents were also contacted in order to attempt to reach a maximum of n=100 respondents who had been in a position to seek international redress in the last 12 months.

The primary objective of phase two was to generate sufficient respondents to allow for the full investigation of the different types of international redress. The main aims of this phase were:

- To identify sufficient respondents who have either sought cross-border redress or decided not to pursue legitimate cross-border redress claims in the last 12 months to provide granularity for analysis purposes;
- To identify the countries in which consumers are making most cross-border redress claims;
- To identify the types of product or service that consumers say they have had most need to seek cross border redress for;
- To identify the monetary values of purchases where consumers have had reason to seek cross border redress;
- To identify the means by which consumers are pursuing cross-border redress;
- To identify the most common outcomes that result following the cross-border redress process;
- To identify the specific details of unmet cross-border redress claims;
- To identify the reasons why and the stages at which the consumers decided not to pursue their cross-border research claims further;
- To identify consumer experience of cross-border redress:
  - What they wanted to achieve by pursuing a claim
  - Their satisfaction with the process of dispute resolution
  - The role which perceptions about complaints handling played
- To identify any detrimental effects (in terms of time and money) which consumers have suffered as a result of making a cross-border redress claim;
- To identify the effect which consumers' cross-border redress experiences have on their willingness to purchase goods and services from international suppliers in the future;
- To identify what role the consumers think private agencies and public authorities/ other stakeholders should play in the cross-border redress procedure.

In total, **39,199** GB respondents completed the YouGov ORACLE survey and **315** Northern Ireland respondents completed the identical 'Pigsback' survey. [Please note: For Phase Two, the

data was not merged or weighted and the total respondents were not representative of the UK population].

## Phase Two: Survey Summary

The following summary provides an overview of the detail extracted from the phase two questionnaire. This chapter is designed to provide an overview of the main findings of the survey and to link the Phase One and Phase Two surveys together.

### Respondent Profile

47 per cent of the 39,199 GB respondents confirmed that they had made a purchase from an international supplier in the last 12 months. Of these a further 13 per cent had been in a position to seek cross-border redress following their purchase. This meant that **2,383 GB respondents** were eligible to complete the remainder of the questionnaire.

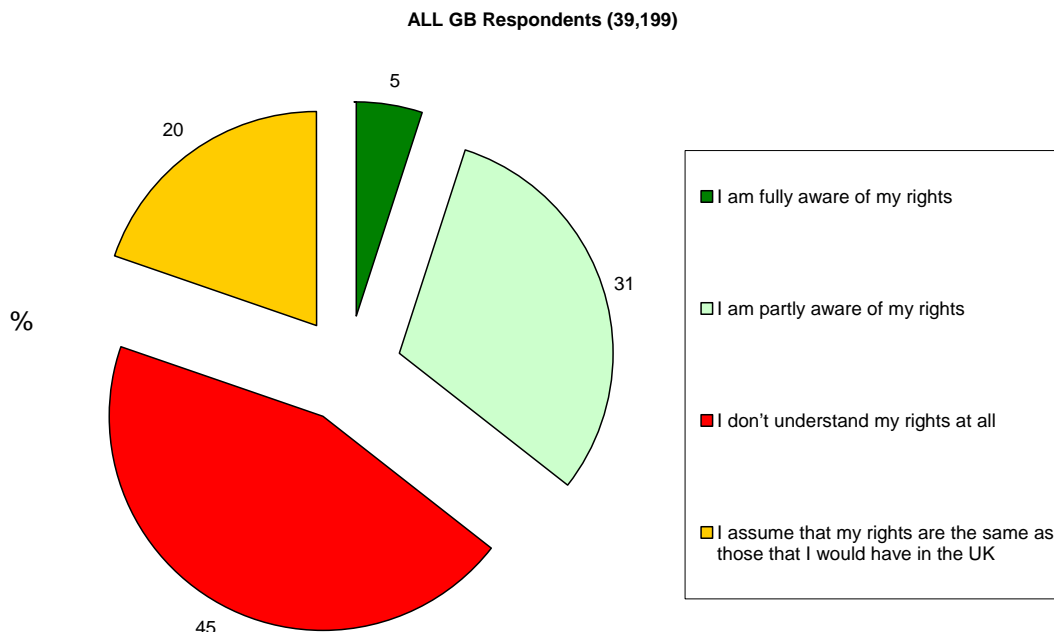
In addition, 60 per cent of the 315 NI respondents confirmed that they had made a purchase from an international supplier in the last 12 months. Of these a further 52 per cent (\*pre-screening was conducted) had been in a position to seek cross-border redress following their purchase. This meant that **98 NI respondents** were eligible to complete the remainder of the questionnaire.

When asked about the most recent case 85 per cent of respondents in GB (versus 81% in Northern Ireland) had chosen to seek redress on this occasion. Therefore, there were **2,019 GB respondents (79 in NI)** who qualified for the 'actual' redress experience aspects the questionnaire and **364 GB respondents (19 in NI)** who qualified for the 'unmet claims' section of the questionnaire.

Finally, of those respondents who had been in a position to seek international redress, the majority (60% in GB and 64% in NI) had experienced the most recent case within the last three to nine months (which is approximately since the start of January 2005).

### Respondent Understanding of Rights

At the start of the questionnaire, all participating respondents were asked to confirm their understanding of their rights as a consumer when purchasing a product or service from a non-UK trader or supplier. The results were interesting:



Only 5% of GB respondents (10% in Northern Ireland) said that they were fully aware of their consumer rights. In addition, almost half (45%) in GB and a third (32%) in NI said that they did not understand their rights at all. In other words, it would seem that a large number of UK consumers are confused about their rights within the international market place.

### Phase One Topline Comparison

The topline results from Phase One provided a clear overview of international consumer redress levels in the UK. In Phase Two, the topline results were very comparable.

For example, a similar number of cross-border redress opportunities have arisen across respondents and a similar number of respondents have then gone on to pursue international redress opportunities. In addition, the most mentioned countries; types of product/ service; method of purchase; value of products; redress actions and final outcomes were consistent between the two surveys.

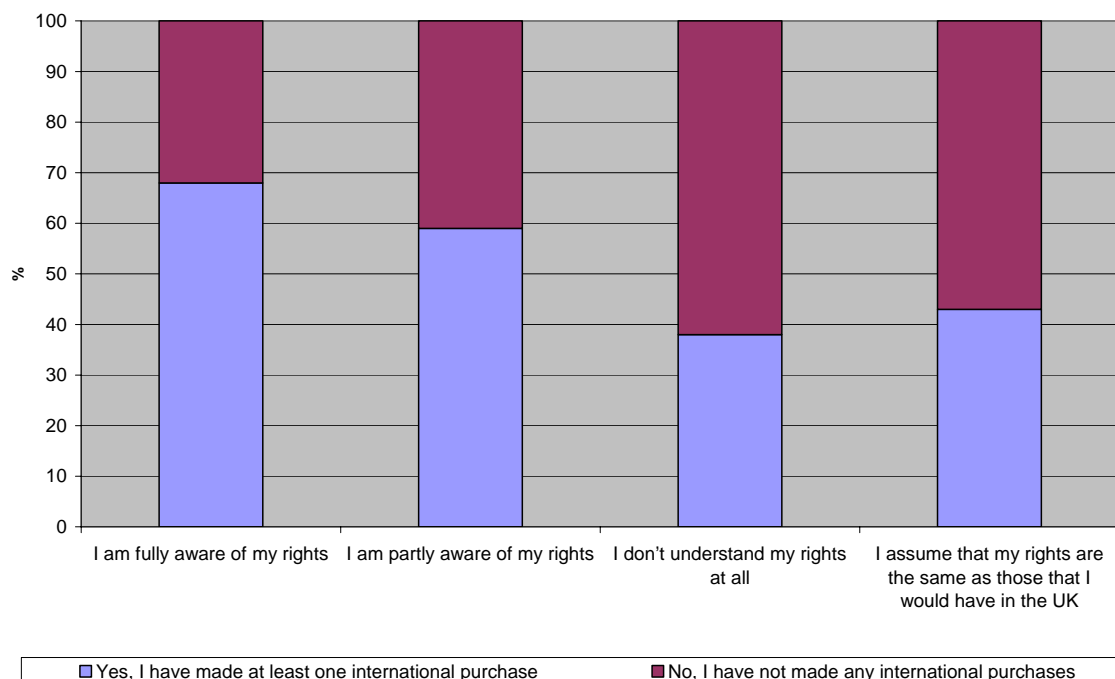
Therefore, the analysis undertaken in Phase Two will focus much less on the overall totals but instead concentrate on the question cross-analysis and reporting on the sections of the questionnaire which were not covered in Phase One.

## Phase Two: Detailed Survey Findings

This chapter provides the specific details of the Phase Two survey. In order to identify trends; cross-analysis was undertaken on the most-mentioned countries, types of trader/ supplier, purchase value and method of purchase. We have used the GB data for the majority of this report as the sample sizes are much larger. Where applicable the Northern Ireland results are provided and if necessary any differences between the GB and NI data are highlighted.

### Rights of the Consumer

There is some correlation between those respondents who have made at least one international purchase and their understanding of their rights as a consumer in the international marketplace:



This would suggest that cross-border consumers are more likely to be aware of their rights once they had made a purchase; either through seeking to understand their rights before making an international purchase or by being made aware of their rights when going through the process. More notably however, these results highlight that there are still a large number of ‘actual’ cross-border consumers who are not aware of their rights and a number of ‘potential’ cross-border consumers who simply do not know where they stand.

### Most Recent Redress Experiences

As with Phase One, the trends illustrated within the realm of international redress experience seem to provide as much of an overview of international purchasing behaviour than they do of international redress. Most notably, the rise of the internet has meant that the method of purchase for international products is evolving and this is reflected in UK international redress experience.

When asked about their most recent international redress experience, the six most-mentioned countries from GB respondents were - within Europe - **France** (137), **Germany** (101) and **Spain** (84) and - from the Rest of World - **Canada** (75), **China/ Hong Kong** (248) and the **USA** (1,072). These were also the most-mentioned countries by Northern Ireland respondents with the exception of France; the **Republic of Ireland** replaced France in the top six most-mentioned countries for NI (which makes relevant sense as these countries have the closest borders).

The most-mentioned types of non-UK trader or supplier from GB respondents were **entertainment products** providers (641); **personal clothing** providers (307) and **small electrical goods** providers (326) followed by accommodation providers (94), large electrical goods providers (75) and food retailers/ restaurants (65).

The approximate monetary value of the product or service from which the consumer sought redress was very low. In Great Britain, 71% of respondents (1,689) said that their purchase cost between **£1 and £100** (also 71% in NI). A further 25% of respondents (585) said that their purchase cost between £101 and £1,000 (24% in NI).

Finally, on the most recent occasion, the majority of purchases were made over the **internet** (1,817), followed by **face-to-face purchases** (363) and **telephone** purchases (112). [However, as in Phase One, please note that this was an internet poll which means that all respondents are regular on-line users and therefore the incidence of on-line purchases is likely to be higher across these types of respondents].

### Actual Redress Seekers

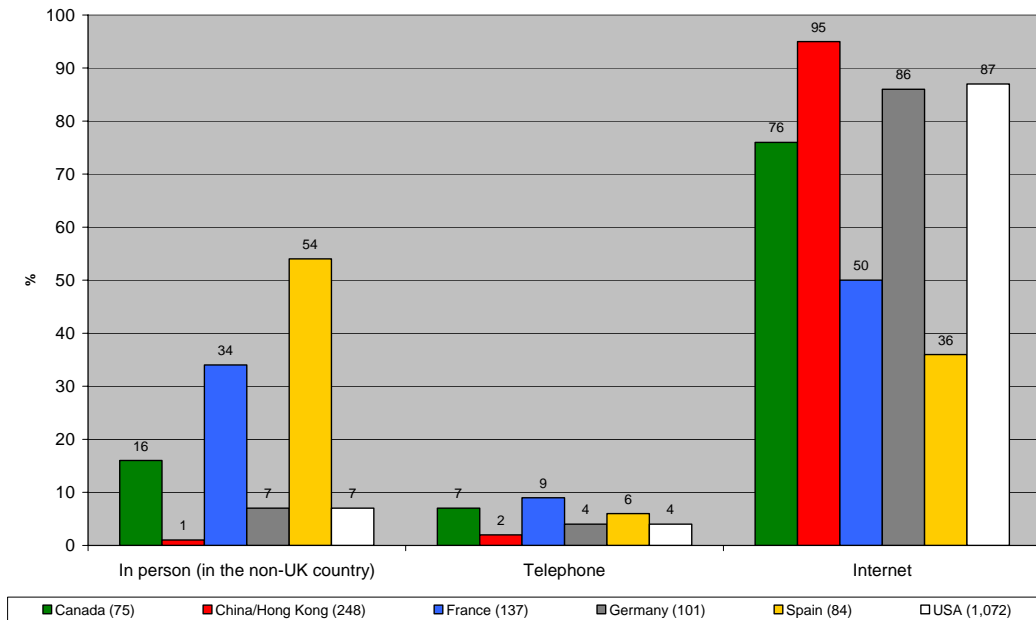
Looking at those respondents who did seek redress in the most recent case, there are no obvious trends in terms of the main method of purchase used; as 85% (internet), 86% (telephone) and 87% (in-person) of respondents went on to seek redress.

However, in terms of country of purchase, a smaller percentage of respondents chose to seek redress in Spain (79%) and Germany (80%) compared with the other four main countries (Canada; 84%, China; 85%, USA: 86% and France; 87%). Equally, a fewer percentage of people sought redress from personal clothing suppliers (81%) than for entertainment products (86%) and small electrical goods (87%).

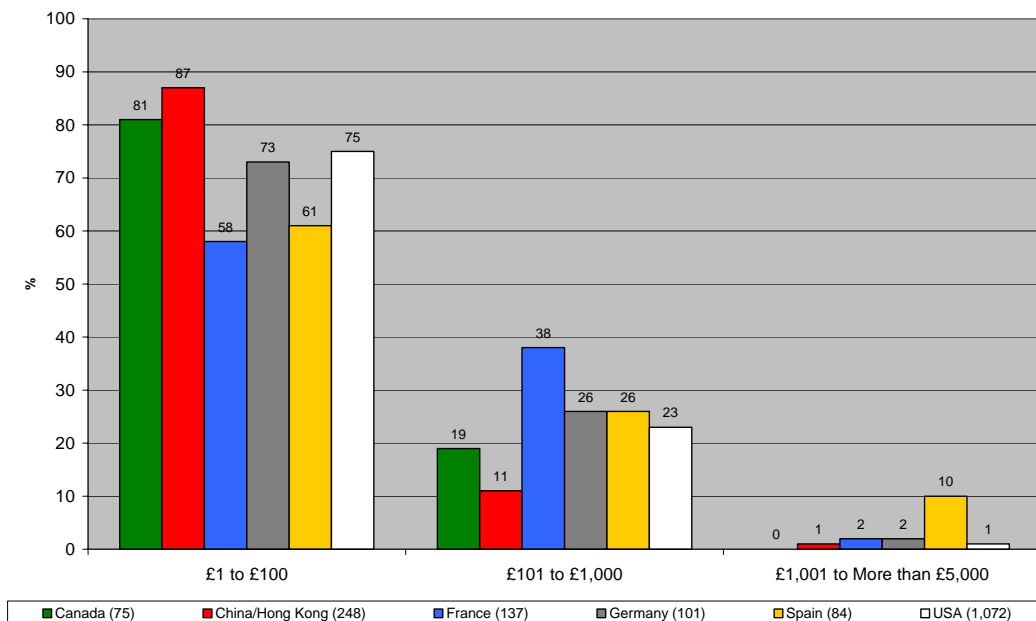
In addition, it seems that respondents were less likely to seek redress on purchases which had no monetary value (61%) and more likely to seek redress on products that were worth from £1 to £750 (87%). However, for products over £750 the incidence of redress decreased to 81%.

### Detailed Cross-Analysis

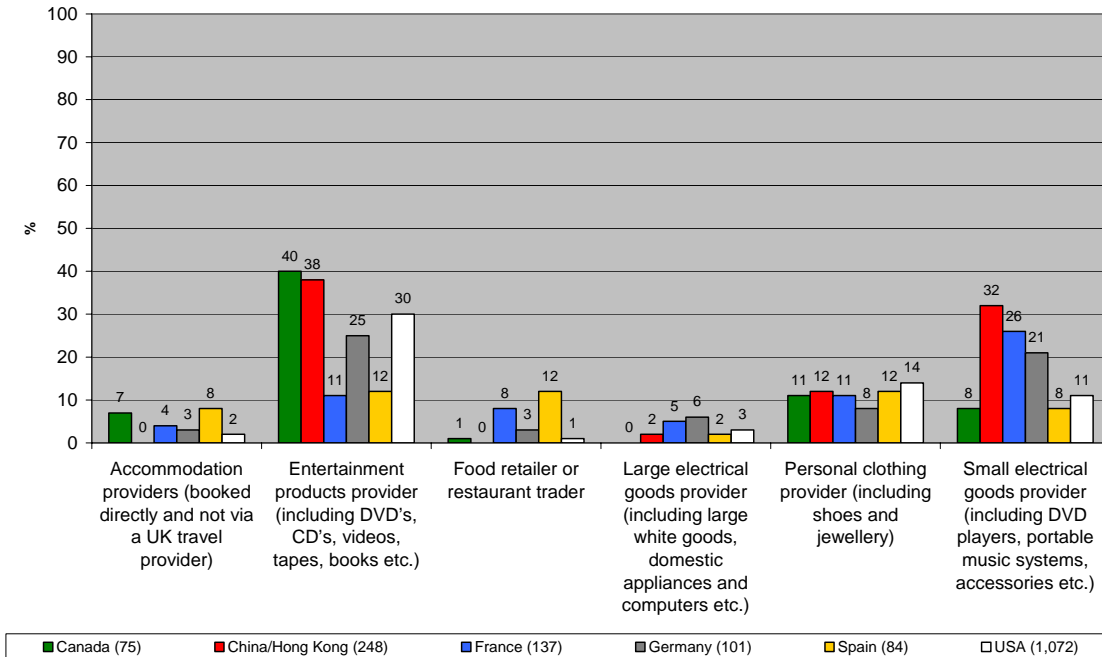
When asked about the most recent international redress experience, the internet was the most-mentioned method of purchase in the Canada, China, Germany, France and the US. However, in Spain, the majority of purchases that resulted in a cross-border redress opportunity were made 'in-person'. There were also high a number of 'in-person' purchases made in France:



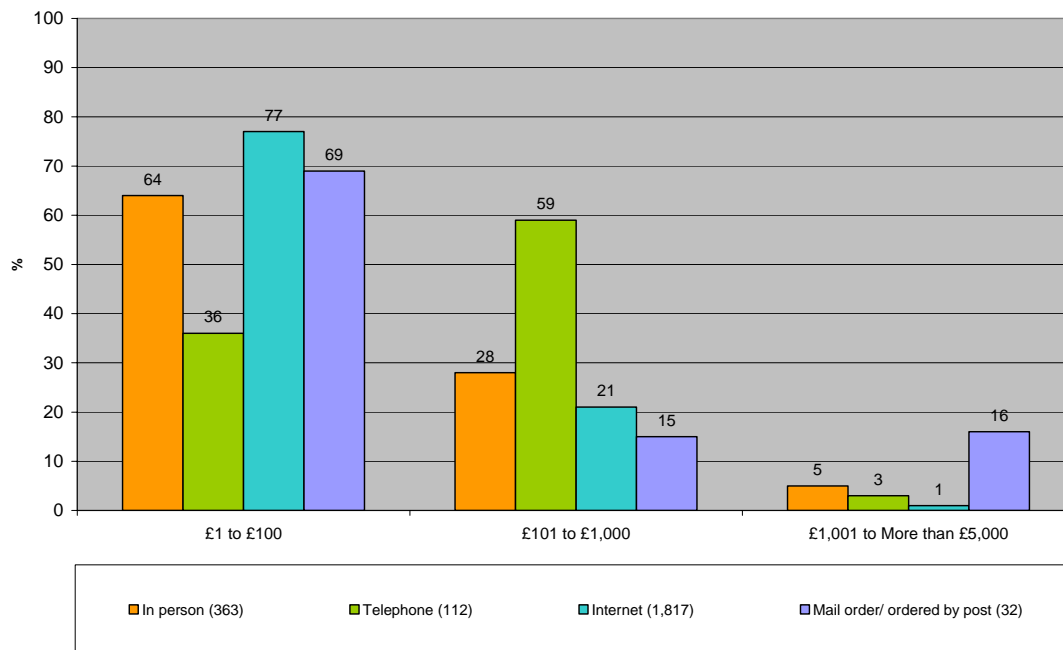
The pattern of the value of the products purchased by each of the six most-mentioned countries was similar. However, there were a higher number of products purchased in France in the £101 to £1,000 category and there were a higher number of products purchased in Spain in the £1,001 and over category:



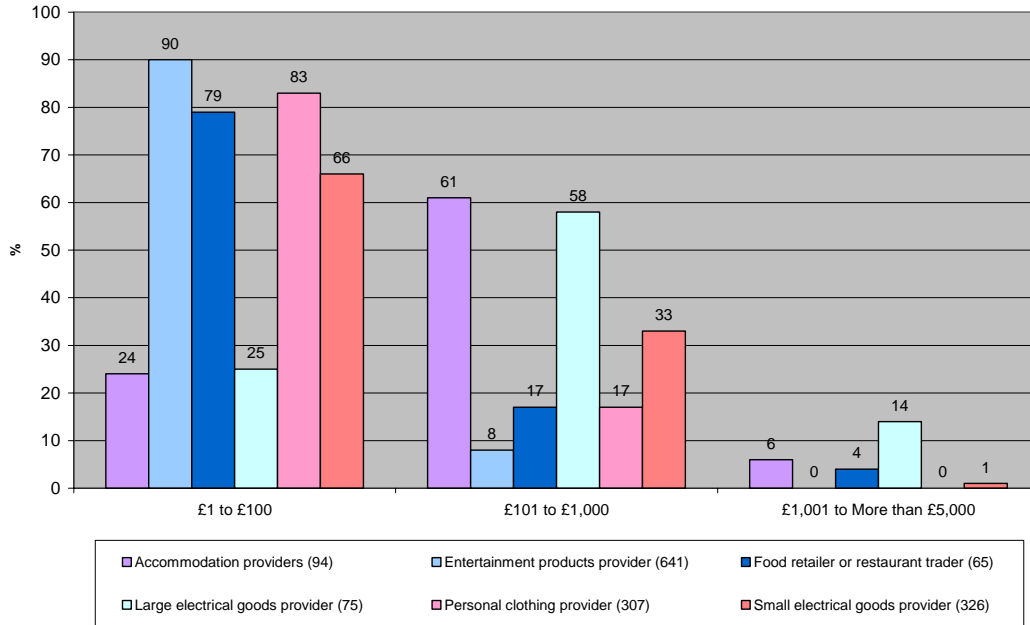
In terms of type of product purchased in the most recent experience of cross-border redress, entertainment products were the most-mentioned in Canada, China, USA and Germany. Small electrical goods providers were the most-mentioned purchases made in France and a range of different products were purchased in Spain. The levels of personal clothing purchases were fairly similar across all six most-mentioned countries:



Low value products (between £1 and £100) were purchased in-person, over the internet and by mail order/ post. However, purchases made over the telephone tended to cost slightly more (£101 to £1,000):

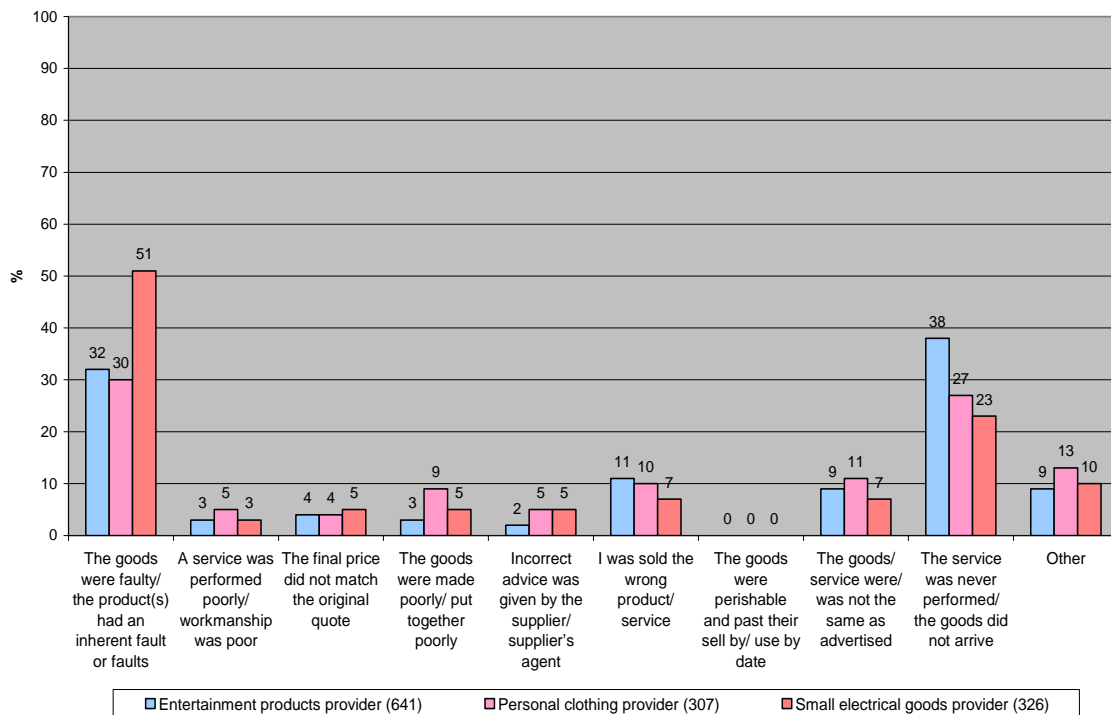


The value of entertainment products, food/ restaurant products, personal clothing products and small electrical goods were most likely to be within £1 and £100. However, accommodation and large electrical goods were more likely to range from £101 to £1,000 in value with 14% of large electrical goods costing over £1,001:

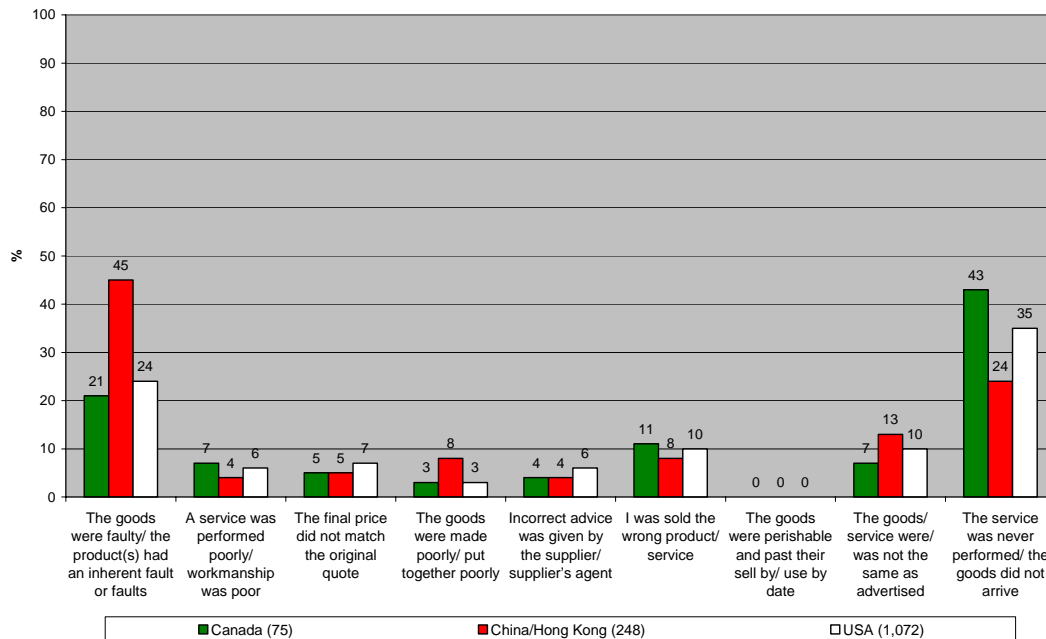


### Complaints

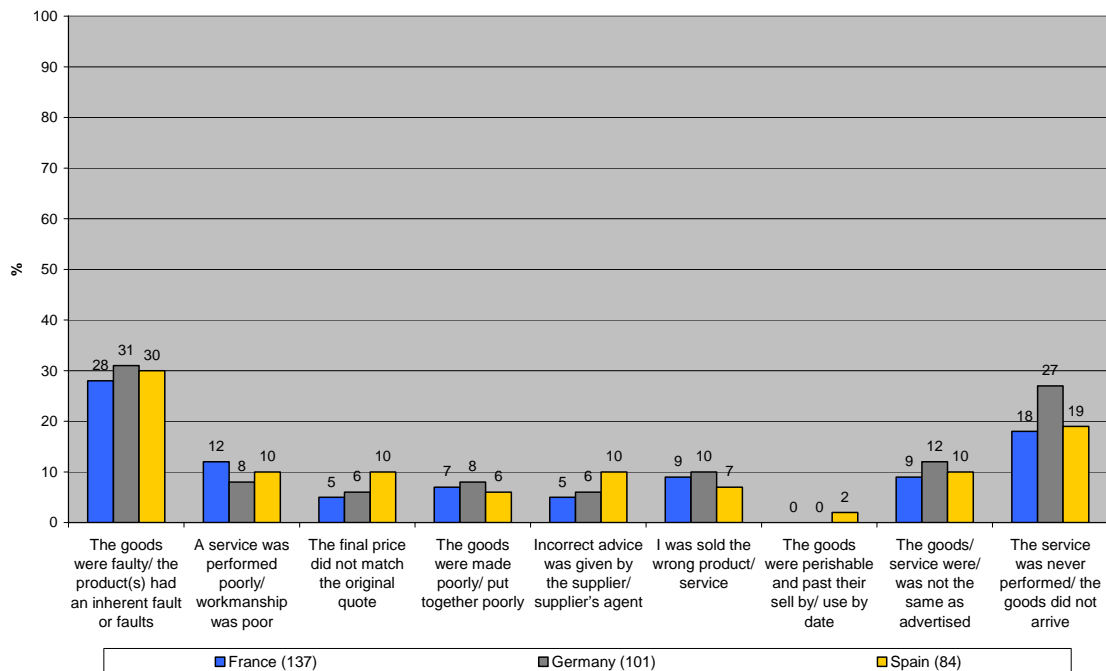
The two main complaints of consumers were that 'the goods were faulty/ the products had inherent faults' (29%) or that the 'service was never performed/ the goods did not arrive' (28%). Most specifically, small electrical goods were most likely to have faults and entertainment products were most likely to not arrive:



For products which were purchased in 'Rest of World' countries, China was more likely to supply goods which were faulty and products from Canada and the USA were more likely to not arrive:



Across the three main European countries, there were no real significant country distinctions apart from in Germany; where the service was never performed or the goods did not arrive more often than in France and Spain:



## Expectations

There were 2,019 respondents who did seek international redress in the most recent case. Of these, 53% (54% in NI) were looking to receive a full cash refund following their complaint. A further 32% (29% in NI) were looking for a satisfactory replacement and 14% (10% in NI) were looking to receive an apology from the supplier. Finally, 10% (6% in NI) of respondents would have been satisfied with a partial refund.

Fewer respondents who made a purchase from France (44% versus 51% GB average) expected to receive a full cash refund. More respondents who made a purchase from China/Hong Kong (45% versus 32% GB average) expected to receive a satisfactory replacement. Similarly, more respondents who made a purchase from Germany (17% versus 14% GB average) were looking for an apology from the supplier.

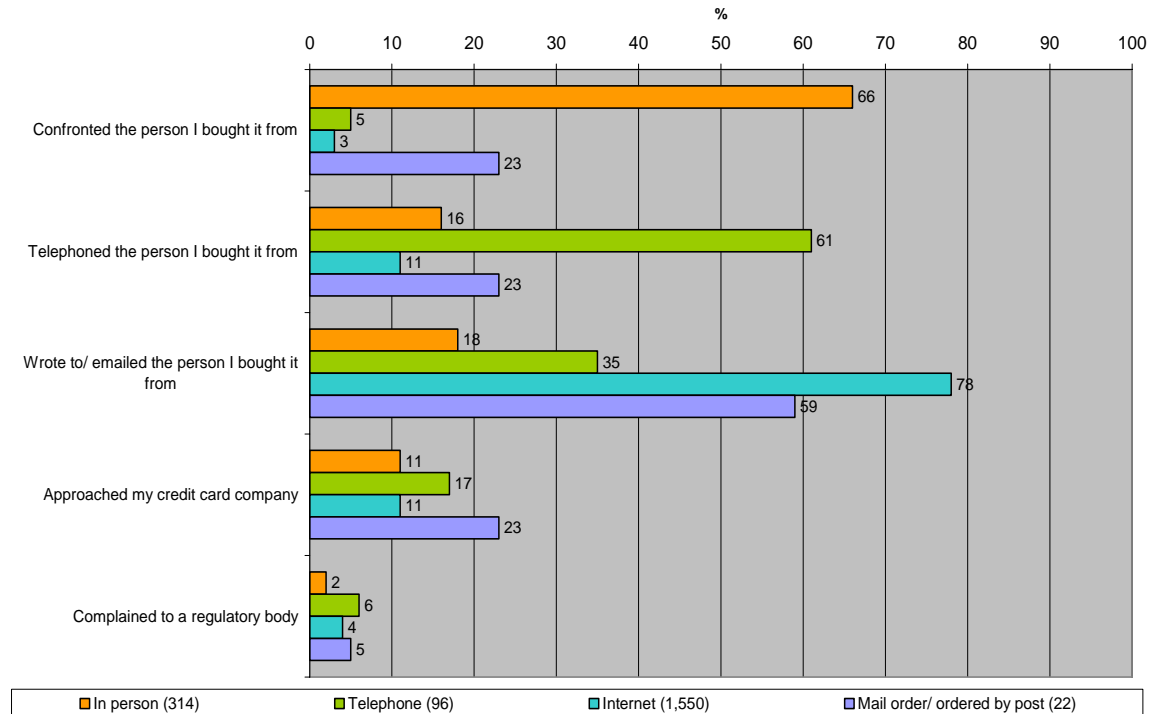
Before they began the international redress process, 62% (68% in NI) of respondents believed that it was going to be easy to achieve the final outcome that they wanted. However, 27% (23% in NI) thought that it was going to be fairly difficult and 10% (9% in NI) thought that it was going to be extremely difficult.

Entertainment products (71% versus 62% GB average) were seen as the easiest products from which the respondent could achieve the outcome they wanted. However, large and small electrical goods were perceived as the most difficult (extremely difficult; 13% versus 10% GB average in both cases).

## Actions

The most prevalent means of undertaking cross-border redress cases was to directly negotiate with the supplier and there were very few cases which involved more formal methods of reparation.

The most popular individual action overall when seeking redress was to write/ email the person from whom the purchase was made (66% in GB and 63% in NI) followed by telephoning them (15% in GB versus 19% in NI). In fact, the data shows that the actions taken tended to match the method of purchase; internet and mail order purchasers were most likely to write or email, telephone purchasers were most likely to seek redress over the telephone and in-person purchasers were most likely to seek redress face-to-face:



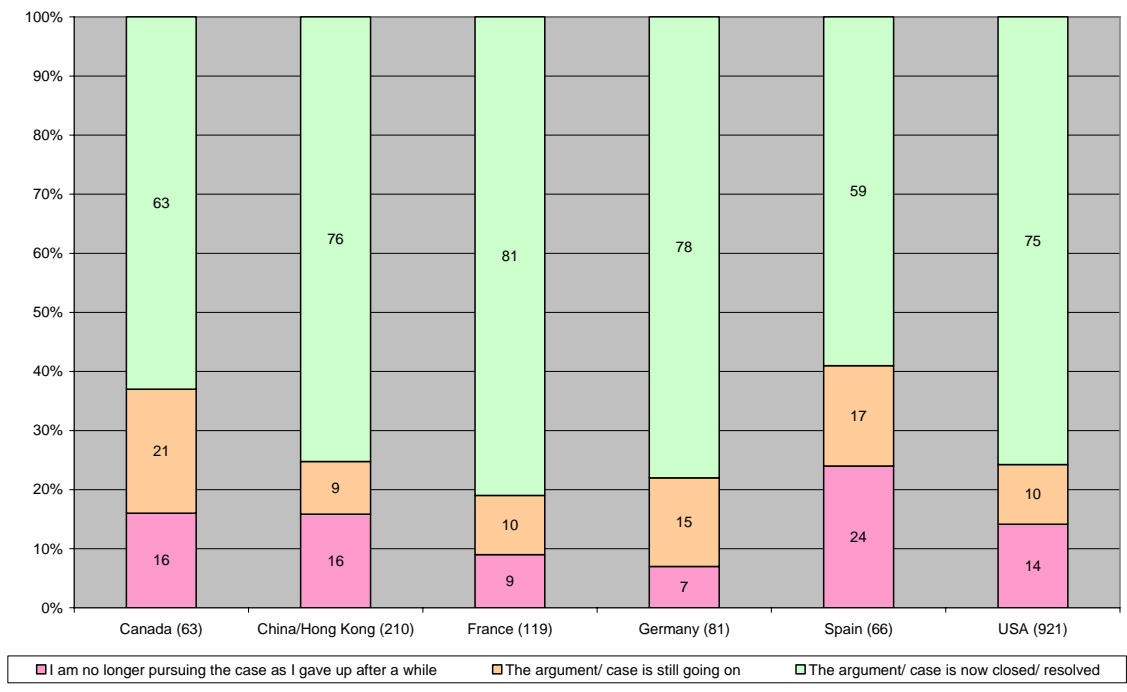
Those respondents who sought redress from a food retailer or restaurant supplier were least likely to write or email the person (11% versus 66% GB average) and more likely to confront the person face-to-face (56% versus 14% GB average). Those respondents who bought accommodation or large electrical goods were more likely to telephone the person (28% and 27% respectively versus 15% GB average). Finally, those who sought redress from accommodation and food/ restaurant traders were more likely to make a complaint to their credit card companies (19% each versus 12% GB average).

The highest percentage of cases that went on to formal arbitration was found in China/Hong Kong.

### Status of the Case

74% of the cases (82% in NI) where the respondent did attempt to seek redress have now been closed or resolved and a further 11% (4% in NI) were still open at the time of asking. 15% (14% in NI) of respondents confirmed that they were no longer pursuing the cross-border redress claim because they had given up.

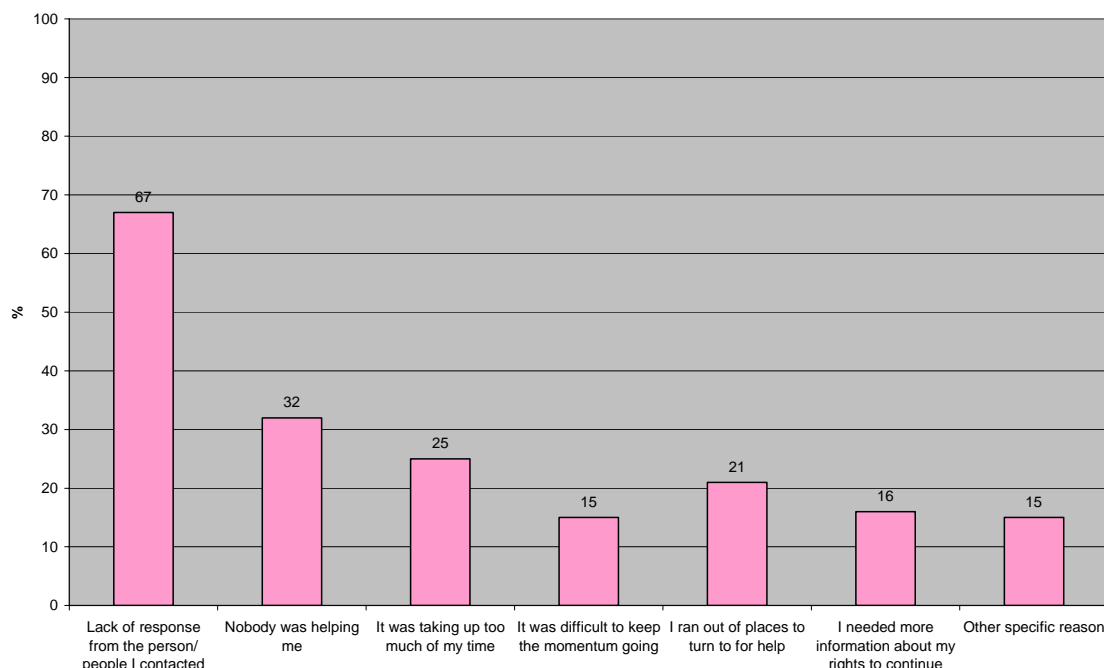
Respondents who had made purchases from Canada or Spain had the least success in getting the case closed, followed by China and the USA. Respondents who made purchases from Germany and France had the most success in getting their case closed. In terms of giving up their redress case, respondents who had made purchases from Spain were most likely to do this, followed by those respondents who had made purchases from the three 'Rest of World' countries:



Those who made a purchase from an accommodation provider had the highest percentage of respondents who gave up (23% versus 15% GB average) and respondents who made their purchase in-person had the highest percentage of respondents who gave up (20% versus 15% GB average).

### Reasons for Giving Up

295 GB respondents in total gave up on their redress claim. The prevailing reason for giving up on the international redress process was the 'lack of response from the person the respondent contacted'. In addition, the feeling that 'no-one was helping' them, that it was 'taking up too much time' and that they 'had run out of places to turn to for help' were also key factors:



The majority of respondents (52% in GB and 73% in NI) decided to give up between about one and three months after they started. Only 12% (9% in NI) gave up after less than a week and 17% (0% in NI) gave up after less than a fortnight.

### The Cost of Seeking Redress

Overall, the cost of seeking redress is very low; 61% (46% in NI) of respondents did not spend any money on making a claim, 28% (37% in NI) had spent between £1 and £25 and 5% (6% in NI) had spent between £26 and £50 in total to date. Similarly, in terms of time spent; 49% (42% in NI) of respondents had spent less than one hour on the international redress claim, 23% (28% in NI) had spent between one and two hours, 13% (15% in NI) had spent three to four hours and just 5% (3% in NI) had spent between five and six hours in total to date.

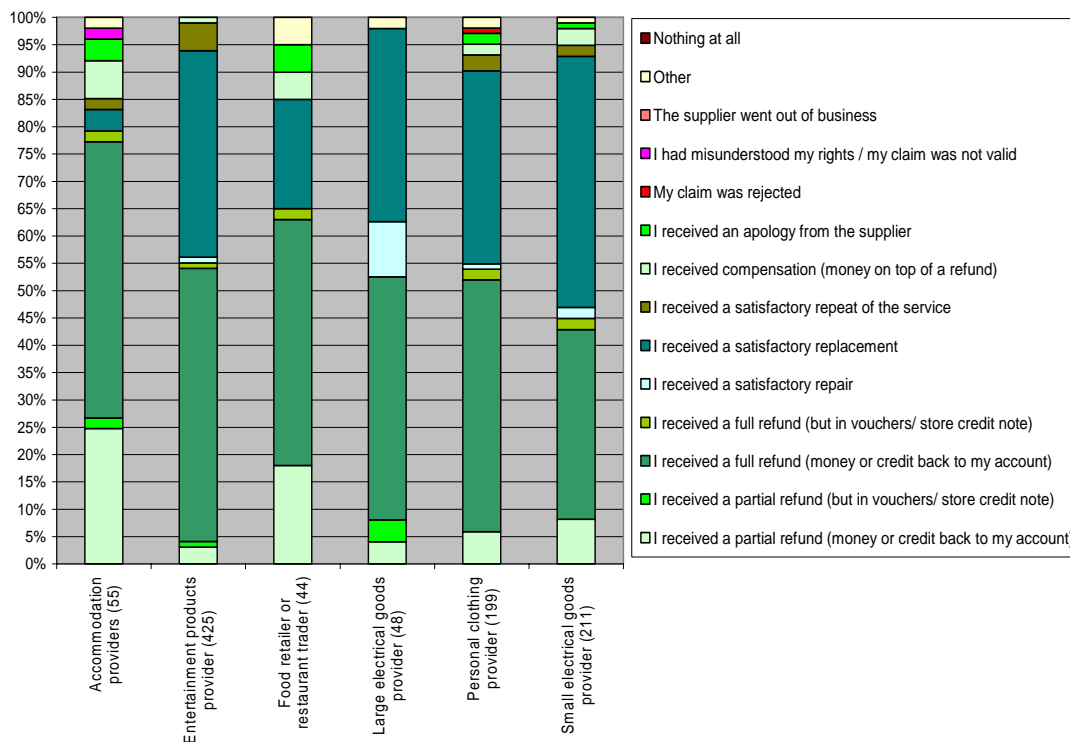
### Outcomes

Of those 1,497 GB respondents who did seek international redress in the most recent case and achieved an outcome, 47% (49% in NI) received a full cash refund following their complaint. A further 31% (32% in NI) received a satisfactory replacement and 8% (3% in NI) of respondents received a partial refund. These actual outcomes were very much in line with expectations. However, only 2% (in GB and NI) actually received an apology from the supplier, which was much lower than the respondents would have liked.

Fewer respondents who made a purchase from France (36% versus 47% GB average) received a full cash refund and more respondents who made a purchase from China/Hong Kong (46% versus 31% GB average) received a satisfactory replacement; which was also as expected by respondents before the start of the cross-border redress case:

In nearly all cases there was a positive result to the international redress case. Receiving a full refund was the most frequent outcome for all the main types of trader/ supplier except those involving small electrical goods providers; supplying a satisfactory replacement was a more frequent outcome here.

[NB: Please read results from top of list in a downwards direction]

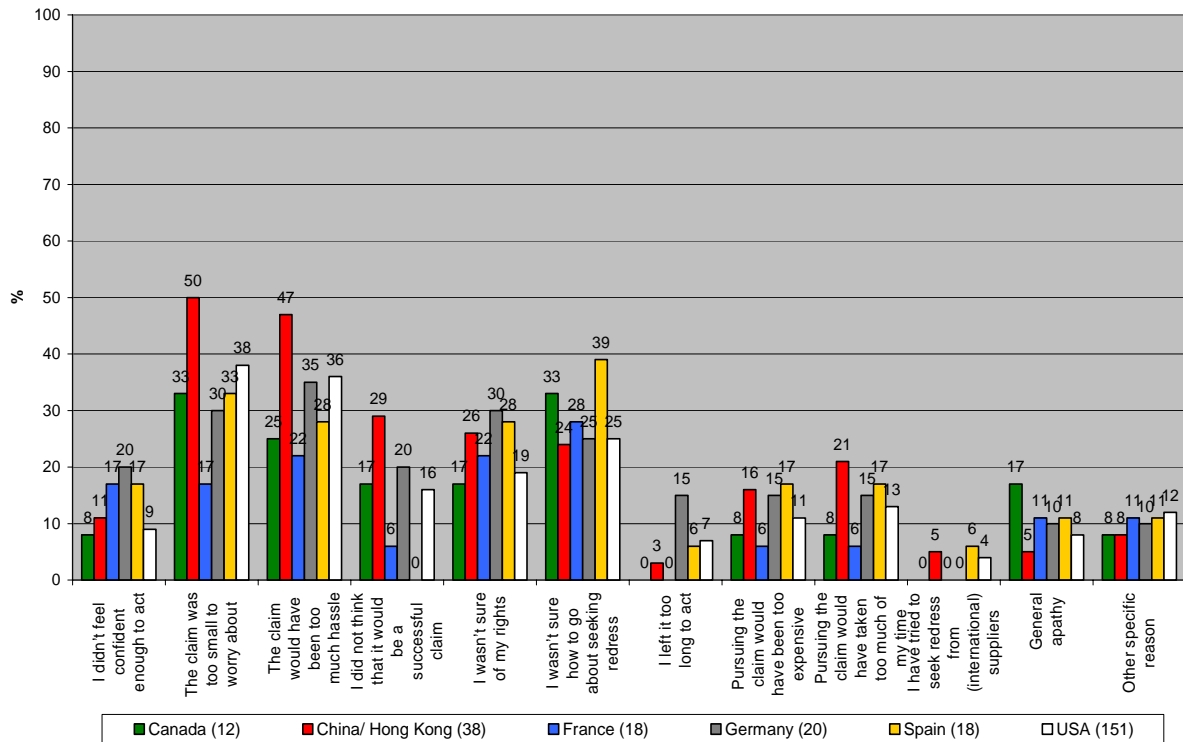


Overall, 94% of respondents (64% extremely so) were satisfied with the outcome they received.

### Unmet Claims

There were 364 GB respondents who did not seek cross-border redress on the most recent occasion. The methods of purchase, values of purchase, type of traders/ suppliers and countries of purchase in which the international redress opportunities were not taken were the same as those where redress was sought. The two most popular reasons for not seeking international redress were that making the claim would have been too much hassle' (34% in GB and 21% in NI) and that 'the claim was too small to worry about' (30% in GB and 37% in NI).

For those respondents who made their purchases in France, Canada and Spain, the most popular reason was that they were not sure how to go about seeking cross-border redress.



The majority of respondents who chose not to seek cross-border redress believed that it would be difficult to get a satisfactory outcome (61% in GB and 79% in NI).

### Consumer Experience

Following a successful international redress claim, 85% (83% in NI) of respondents felt that achieving the outcome they had wanted had been easy. Only 12% (14% in NI) recorded that it had been fairly difficult and 4% (3% in NI) described it as extremely difficult. This shows that even though the expectation of getting a result was fairly high, in most cases, the expectation was exceeded and surpassed.

The ease of the process differed somewhat between countries; respondents who purchased products from France and China found it the most difficult to reach their final outcome (23% and 20% respectively described it as 'difficult'), followed by respondents who purchased products/supplies from Canada (15%) and the US (14%). Respondents who bought products from Spain (8%) and Germany (7%) found it easiest to reach the final outcome on this most recent occasion.

Entertainment products (90%) were the easiest products from which the respondent achieved the outcome they wanted followed by personal clothing providers (86%) and small electrical goods (83%). Large electrical goods were correctly perceived as the most difficult type of product to seek cross-border redress upon as only 77% of respondents recorded that the process had been easy.

### Future Purchasing and Cross-Border Redress Intentions

11% of all respondents who have had the opportunity to seek cross-border redress would 'definitely' be less likely to make another purchase from a non-UK trader/ supplier in the future and a total of 19% would be deterred at least slightly. However, 69% recorded their experience would make not effect future purchases at all.

88% of respondents who did seek international redress in the most recent case would do so again in the future. However, 55% of respondents who did not seek cross-border redress in the most recent case would not do so again in the future. Interestingly, a further 30% of those who chose not to seek international redress this time would follow a different course (and perhaps seek cross-border redress?) at the next opportunity.

It would seem that those respondents who do not seek international redress have a lower expectation and willingness to purchase again in the future compared with those who have sought international redress in the past. This perhaps suggests that consumer confidence in the process is increased following a positive experience of the cross-border redress process.

### Suggestions for Improvements

The most mentioned suggestion for improving the cross-border redress experience was to introduce a 'simple explanation of consumer rights that is widely available (e.g. provided on a well publicised website or on leaflets/booklets available at the airport etc.):'

***"A simple explanation of consumer rights when buying goods and services from other countries should be widely available on the websites of Local Authorities and that of the DTI".***

***"Every home should be issued with a guide pack on what rights they enjoy for international internet transactions and what courses of action to pursue in the event of a conflict".***

***"I would like to see information published by the DTI and CAB in such places as the Internet; Citizen's Advice Bureaux and magazines, telling people of their rights or lack of rights in various countries, and giving information on how to seek redress".***

***"Provide a website which gives you a one-stop shop for advice on your specific case. So, you could select your country from a list and it would give you a flow chart to follow of people/agencies to contact to seek redress".***

***"A booklet explaining the difference in laws in these areas for different countries could be freely available (at the post office for example) so that people know what their rights are - especially when abroad".***

***"Maybe an EU produced 'your rights' book, giving advice and contacts in each EU country; making advice available in all languages".***

***"Better information on rights and how to pursue redress would help. Across the EU standardisation would also clarify the situation".***

***“Raise awareness about UK residents’ rights as consumers abroad, (perhaps providing materials on different rights in different countries, etc) so that should they choose to seek redress, they are aware of their powers”.***

In addition, the following themes were also identified by respondents as areas for improvements from the verbatim comments collected;

- make people more aware of risks
- cross-border compensation policies/ International agreements
- claims court/ clearing centre-advice
- more info about rights
- EU/ other directive giving protective rights for consumers
- use 3rd party payment/ credit card companies to resolve issues
- international organisation with members who adhere to its standards
- people should make own judgements/ buyer beware
- public/ website blacklist/ fating list/ feedback centre
- vendor to make consumer aware of refund policy/ rights

Finally, it is worth repeating that this was an on-line poll and, therefore, a number of the verbatim comments made reference to specific websites and the internet in general. However, respondents also made reference to other information sources (airports, library’s, post office, DTI, etc.) which indicates that whilst the internet is clearly a useful and handy reference point for regular users, it should not be the only source of further information on international cross-border redress advice.

## **Conclusion**

The majority of cases where the respondent chose to seek cross-border redress resulted in a positive result. It seems that where consumers have had a valid claim, it has taken a small amount of effort and cost to achieve the outcome they desire. There is a high success rate in gaining cross border redress, which is achieved with relative ease, and there is a high level of satisfaction upon completion. Therefore, the response rate of seeking and achieving international redress should be well publicised and consumers should be encouraged to seek cross border redress when they have legitimate reason to do so.

## Appendix A: Interpretation of Survey Findings

### Samples

Phase Two of the research is based on a *non*-nationally representative sample of 39,199 GB respondents and 315 NI respondents.

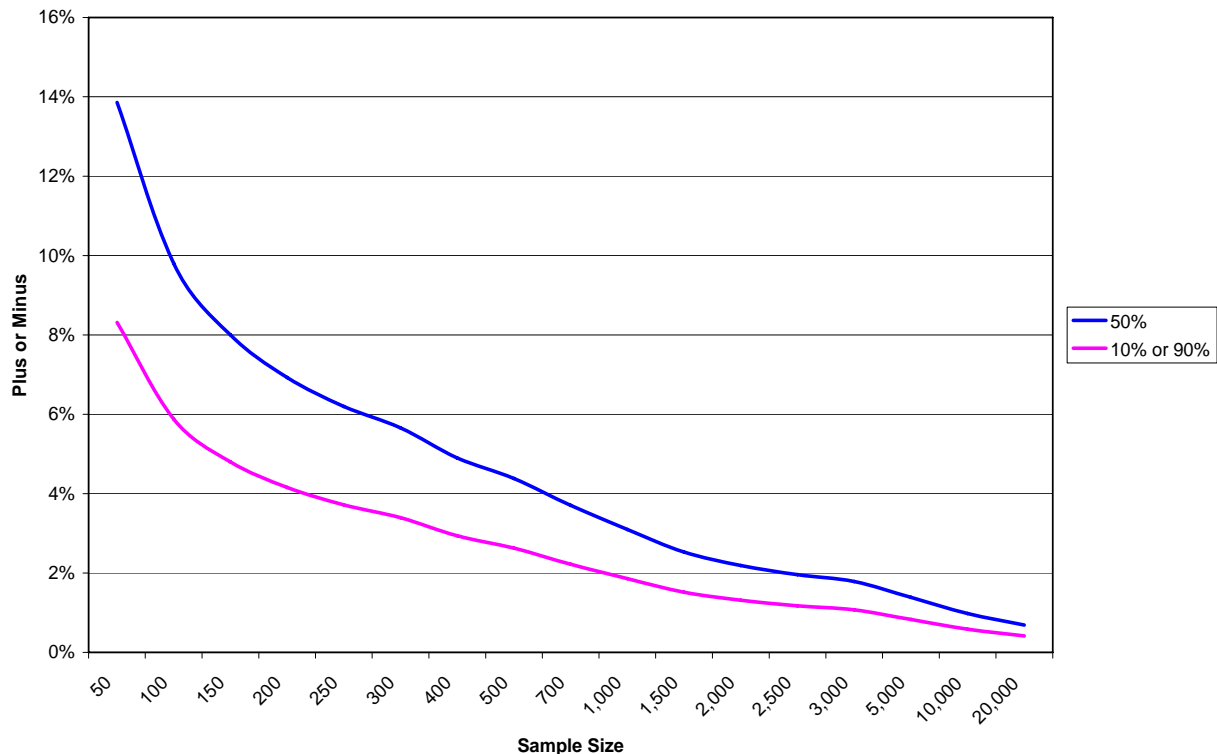
### Sub-Samples

The research used routing so that questions were asked only of appropriate groups. Routing can take place based on a single or multiple variables. Close attention must be paid to the base for each question – these are clearly marked on the tables of results.

### Error Margins

Findings are subject to the normal error margins for sample surveys - these are small for relatively large sample sizes. YouGov provides extensive tabular analysis; this can result in relatively small numbers of respondents in some sub-samples. Some findings may be drawn from small sub-samples for which the margins of error may be high (see statistical reliability below). Therefore, care should be taken when interpreting findings based on answers from a small number of respondents.

Margins of Error (95% Confidence)



## Appendix B: Phase Two Questionnaire

### Page 1

Base: ALL

You can now purchase products or services from INTERNATIONAL (non-UK) companies in a number of simple ways. These include personal visits (e.g. buying gifts from a shop whilst on holiday or business), over the telephone (e.g. ordering clothes from an international supplier), via the internet (e.g. ordering CD's or DVD's from an international supplier) and/or by mail order (e.g. using an international catalogue).

In the last 12 months have you directly purchased a product or service from a NON-UK trader/ supplier? (Please note that this EXCLUDES anything bought from a UK branch of an international company e.g. amazon.co.uk)

Yes, I have made at least one international purchase

No, I have not made any international purchases [[routepage=0](#)]

How well do you understand the rights you have as a consumer when purchasing a product or service from a NON-UK trader/ supplier?

I am fully aware of my rights

I am partly aware of my rights

I don't understand my rights at all

I assume that my rights are the same as those that I would have in the UK

### Page 2

Base: All who have made an international purchase only

The following questions are about your experiences of getting your money back and/ or seeking compensation or redress when something you've bought has proven to be unsatisfactory.

Specifically, we are looking for examples of INTERNATIONAL compensation claims after you have either made a direct purchase from a NON-UK trader/ supplier or paid for a service from a NON-UK trader/ supplier which has then led to disappointment. [UK includes England, Northern Ireland, Scotland, Wales only].

You can seek redress in a number of different ways, ranging from simply asking for your money back right up to taking the trader/ supplier to court. In addition, you could seek redress immediately upon getting something home or you could complain about something that has developed a fault over time.

It could be that you seek redress over the purchase of a small, low cost item (e.g. a damaged CD) or something much bigger and more expensive (e.g. a damaged piece of furniture). Alternatively, you may attempt to seek redress for an incident that happened (e.g. a waiter spilling hot food on your new suit) or a bad service you received (e.g. timeshare purchase misrepresentation).

Therefore, before moving on to the first question, please spend a moment thinking of any experiences where you have been in a position to seek redress from a NON-UK trader/ supplier in the last 12 months...

In the last 12 months, have you ever been in a position to seek redress from any NON-UK trader/ supplier of goods and services?

Yes, I have been in a position to seek redress from one or more suppliers/ traders in the last 12 months

No, I have not been in a position to seek redress in the last 12 months [[routepage=0](#)]

[Please note that you should only count experiences with NON-UK traders/

suppliers – where you made the purchase/ paid for the service directly. For example, if you booked a holiday through a UK travel agent, this does NOT qualify as you would have taken up your complaint with the UK trader/ supplier].

**Page 3**

**Base: All who have sought redress or been in a position to seek redress only**

Thinking about your experiences over the last 12 months only...

How many times have you had the occasion/ opportunity to seek INTERNATIONAL redress?

- Once
- Twice
- 3 times
- 4 times
- 5 or more times
- Can't remember

And, of these, how many times did you actually take action to seek INTERNATIONAL redress?

- None
- Once
- Twice
- 3 times
- 4 times
- 5 or more times
- Can't remember

**Page 4**

**Base: All who have sought redress or been in a position to seek redress only**

For the remainder of this survey, we only want to know about the MOST RECENT occasion when you were in a position to seek international redress only...

Which of these time scales best describes when you were MOST RECENTLY in a position to seek international redress?

- In the last week
- In the last fortnight
- In the last month
- In the last 3 months
- In the last 6 months
- In the last 9 months
- In the last 12 months
- Can't remember

**Page 5**

**Base: All who have sought redress or been in a position to seek redress only**

On this MOST RECENT occasion, did you actually seek international redress? [Please tick 'Yes' for any attempt where you began to seek redress but then gave up]

- Yes, I sought redress on this occasion
- No, I did not seek redress on this occasion

**Page 6**

**Base: All who have sought redress or been in a position to seek redress only**

From which of the following NON-UK countries did the trader/ supplier originate on this occasion?

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Bulgaria
- Canada
- China (including Hong Kong)
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Iceland
- India
- Italy

Japan  
 Korea  
 Latvia  
 Lithuania  
 Luxembourg  
 Malta  
 Mexico  
 New Zealand  
 Norway  
 Poland  
 Portugal  
 Republic of Ireland  
 Romania  
 Russia  
 Singapore  
 Slovak Republic  
 Slovenia  
 South Africa  
 Spain  
 Sweden  
 Switzerland  
 The Netherlands  
 Turkey  
 UAE  
 USA  
 Other  
 Don't know  
 Can't remember

**Page 7**

**Base: All who have sought redress or been in a position to seek redress only**

**Which of the following type of NON-UK trader/ supplier was involved on this occasion?**

Accommodation providers (booked directly and not via a UK travel provider)  
 Car hire provider  
 Car sales trader (new and used)  
 Car servicing or repair provider  
 Entertainment products provider (including DVD's, CD's, videos, tapes, books etc.)  
 Financial services provider (including insurers, banks, credit and loan organisations etc.)  
 Food retailer or restaurant trader  
 Home repair or improvement provider (of a home you own outside the UK)

Household furnishings provider (including floor coverings)  
 Large electrical goods provider (including large white goods, domestic appliances and computers etc.)  
 Personal clothing provider (including shoes and jewellery)  
 Road, rail, air or sea travel providers  
 Small electrical goods provider (including DVD players, portable music systems, accessories etc.)  
 Telephone or mobile phone services provider (including internet service providers)  
 Timeshare and holiday clubs  
 Travel agents  
 Other (excluding health services)  
 Can't remember

**Page 8**

**Base: All who have sought redress or been in a position to seek redress only**

**What was the APPROXIMATE monetary value (in UK£) of the product or service on this occasion?**

No monetary value  
 £1 to £25  
 £26 to £50  
 £51 to £75  
 £76 to £100  
 £101 to £150  
 £151 to £200  
 £201 to £250  
 £251 to £500  
 £501 to £750  
 £751 to £1,000  
 £1,001 to £2,500  
 £2,501 to £5,000  
 More than £5,000  
 I'd rather not say  
 Don't know  
 Can't remember

**Page 9**

**Base: All who have sought redress or been in a position to seek redress only**

**Which of the following methods of purchase did you use on this occasion?**

In person (in the non-UK country)  
 Telephone  
 Internet  
 Mail order/ ordered by post  
 Other  
 Can't remember

**Page 10**

**Base: All who have sought redress or been in a position to seek redress only**

**Which of the following complaints did you have about the product/ service involved on this occasion? [Please tick all that apply] [Multicode] [CLEARLAST]**

The goods were faulty/ the product(s) had an inherent fault or faults  
 A service was performed poorly/ workmanship was poor  
 The final price did not match the original quote  
 The goods were made poorly/ put together poorly  
 Incorrect advice was given by the supplier/ supplier's agent  
 I was sold the wrong product/ service  
 The goods were perishable and past their sell by/ use by date  
 The goods/ service were/ was not the same as advertised  
 The service was never performed/ the goods did not arrive  
 Other  
 Can't remember

**Page 11**

**Base: All who HAVE sought redress only If not [P5Q1=1] then routepage=18**

**Firstly, thinking about how you felt before you started the redress process ...**

**When you decided to seek redress, what of the following final outcomes did you want to achieve? [Please tick all that apply] [Multicode] [CLEARLAST]**

A partial refund (money or credit back to my account)  
 A partial refund (but in vouchers/ store credit note)  
 A full refund (money or credit back to my account)  
 A full refund (but in vouchers/ store credit note)  
 A satisfactory repair  
 A satisfactory replacement  
 A satisfactory repeat of the service  
 Compensation (money on top of a refund)  
 An apology from the supplier  
 Other  
 Can't remember

**And how easy did you think it would be to achieve the final outcome you wanted?**

Extremely easy  
 Fairly easy  
 Fairly difficult  
 Extremely difficult  
 Can't remember

**Page 12**

**Base: All who HAVE sought redress only**

**Now, thinking about the redress procedure itself ...**

**Which of the following actions did you take when seeking redress? [Please tick all that apply] [Multicode] [CLEARLAST]**

Confronted the person I bought it from  
 Telephoned the person I bought it from  
 Wrote to/ emailed the person I bought it from  
 Telephoned the manufacturer  
 Wrote to/ emailed the manufacturer  
 Telephoned the suppliers Head Office  
 Wrote to/ emailed the suppliers Head Office  
 Approached my credit card company  
 Complained to a regulatory body  
 Complained to supplier's trade or professional body  
 Complained to TV/ radio programme or newspaper  
 Contacted an advice agency (e.g. Citizen's Advice Bureau) in the UK

Contacted an advice agency in the country the product/service came from  
 Contacted an enforcement body in the UK (e.g. Trading Standards Department)  
 Contacted an enforcement body in the country the product/service came from  
 Involved a formal arbitration/ mediation/ conciliation process  
 Sought legal advice  
 Took out small claims court/ sheriff's court proceedings  
 Took other specific action  
 Other  
 Can't remember

**Page 13**

**Base: All who HAVE sought redress only**

**In total, how much money have you spent so far (excluding any costs for your time) on seeking redress (including any postal charges, delivery costs, associated fees, legal advice, etc.)?**

Nothing  
 £1 to £25  
 £26 to £50  
 £51 to £75  
 £76 to £100  
 £101 to £150  
 £151 to £200  
 £201 to £250  
 £251 to £500  
 £501 to £750  
 £751 to £1,000  
 £1,001 to £2,500  
 £2,501 to £5,000  
 More than £5,000  
 I have lost count of the money I have spent  
 I'd rather not say  
 Don't know  
 Can't remember

**And, how much of your own time have you spent so far on seeking redress?**

Nothing  
 Less than 1 hour  
 1 to 2 hours  
 3 to 4 hours  
 5 to 6 hours

7 to 8 hours  
 9 to 12 hours  
 13 to 24 hours  
 1 to 2 days  
 3 to 4 days  
 5 days or more  
 I have lost tally of the number of days spent  
 Don't know  
 Can't remember

**Page 14**

**Base: All who HAVE sought redress only**

**Which of the following statements best describes the current situation regarding your redress experience?**

I am no longer pursuing the case as gave up after a while  
 The argument/ case is still going on [routepage=19]  
 The argument/ case is now closed/ resolved [routepage=16]

**Page 15**

**Base: All who HAVE sought redress but gave up after a while only**

**Which of the following reasons BEST describes why you gave up? [Please tick all that apply] [Multicode] [CLEARLAST]**

Lack of response from the person/ people I contacted [routepage=19]  
 Nobody was helping me [routepage=19]  
 It was taking up too much of my time [routepage=19]  
 It was difficult to keep the momentum going [routepage=19]  
 I ran out of places to turn to for help [routepage=19]  
 I needed more information about my rights to continue [routepage=19]  
 Other specific reason [routepage=19]  
 Can't remember [routepage=19]

**And which of the following timeframes BEST describes how long after making initial contact about**

**your most recent claim; did you decide to give up?**

- Less than a week
- About a fortnight
- About 1 month
- About 3 months
- About 6 months
- About 9 months
- About 12 months
- Over 12 months
- Can't remember

- Fairly satisfied
- Not very satisfied
- Not at all satisfied

**And, with hindsight, how easy was it to reach the final outcome on this occasion?**

- Extremely easy [route=19]
- Fairly easy [route=19]
- Fairly difficult [route=19]
- Extremely difficult [route=19]

**Page 16**

**Base: All who HAVE sought redress and the case is resolved only**

**Which of following BEST describes the final outcome of the redress process?**

- I received a partial refund (money or credit back to my account)
- I received a partial refund (but in vouchers/store credit note)
- I received a full refund (money or credit back to my account)
- I received a full refund (but in vouchers/store credit note)
- I received a satisfactory repair
- I received a satisfactory replacement
- I received a satisfactory repeat of the service
- I received compensation (money on top of a refund)
- I received an apology from the supplier
- My claim was rejected
- I had misunderstood my rights / my claim was not valid
- The supplier went out of business
- Other
- Nothing at all
- Can't remember

**Page 18**

**Base: All who HAVE NOT sought redress only**

**What were your reasons for not taking any action/s at this time? [Please tick all that apply] [Multicode] [CLEARLAST]**

- I didn't feel confident enough to act
- The claim was too small to worry about
- The claim would have been too much hassle
- I did not think that it would be a successful claim
- I wasn't sure of my rights
- I wasn't sure how to go about seeking redress
- I left it too long to act
- Pursuing the claim would have been too expensive
- Pursuing the claim would have taken too much of my time
- I have tried to seek redress from (international) suppliers before but have never got anywhere
- General apathy
- Other specific reason
- Don't know
- Can't remember

**Page 17**

**Base: All who HAVE sought redress and the case is resolved only**

**Overall, how satisfied were you with the final outcome on this occasion?**

- Extremely satisfied

**How easy did you think it would have been to get a satisfactory outcome if you had decided to seek redress on this occasion?**

- Extremely easy
- Fairly easy
- Fairly difficult
- Extremely difficult
- Don't know

**Page 19**

**Base: All who have sought redress or been in a position to seek redress only**

**If the same situation were to arise again in the future, how likely would you be to take the SAME course of action as you did on this occasion?**

- Extremely likely
- Fairly likely
- Not very likely
- Not at all likely
- Not sure

**Page 20**

**Base: All who have sought redress or been in a position to seek redress only**

**Would you use the same trader/ supplier from this occasion again in the future?**

- Yes, I already have
- Yes, have not since but I would
- No, I would not
- Maybe
- Not sure

**And would you recommend this trader/ supplier to a friend/ family/ colleague etc. in the future?**

- Yes, I already have
- Yes, have not since but I would
- No, I would not
- Maybe
- Not sure

**Page 21**

**Base: All who have sought redress or been in a position to seek redress only**

**Has your experience made you LESS likely to make another purchase from a non-UK trader or supplier in the future?**

- Yes, definitely
- Yes, maybe
- No, not at all
- Don't know

**Page 22**

**Base: All who have sought redress or been in a position to seek redress only**

**Finally, what more do you think could be done (by private agencies, public authorities, other stakeholders) to help people seek redress from a non-UK supplier? [Please write in]**

[TEXT AREA](#)

**END**

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