

National Consumer Agency

Consumer Empowerment and Complaints Market Research Findings



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January 2010
Research Conducted by


amárach
research

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- **Profile of Sample**

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- **SECTION 2: Making Complaints**

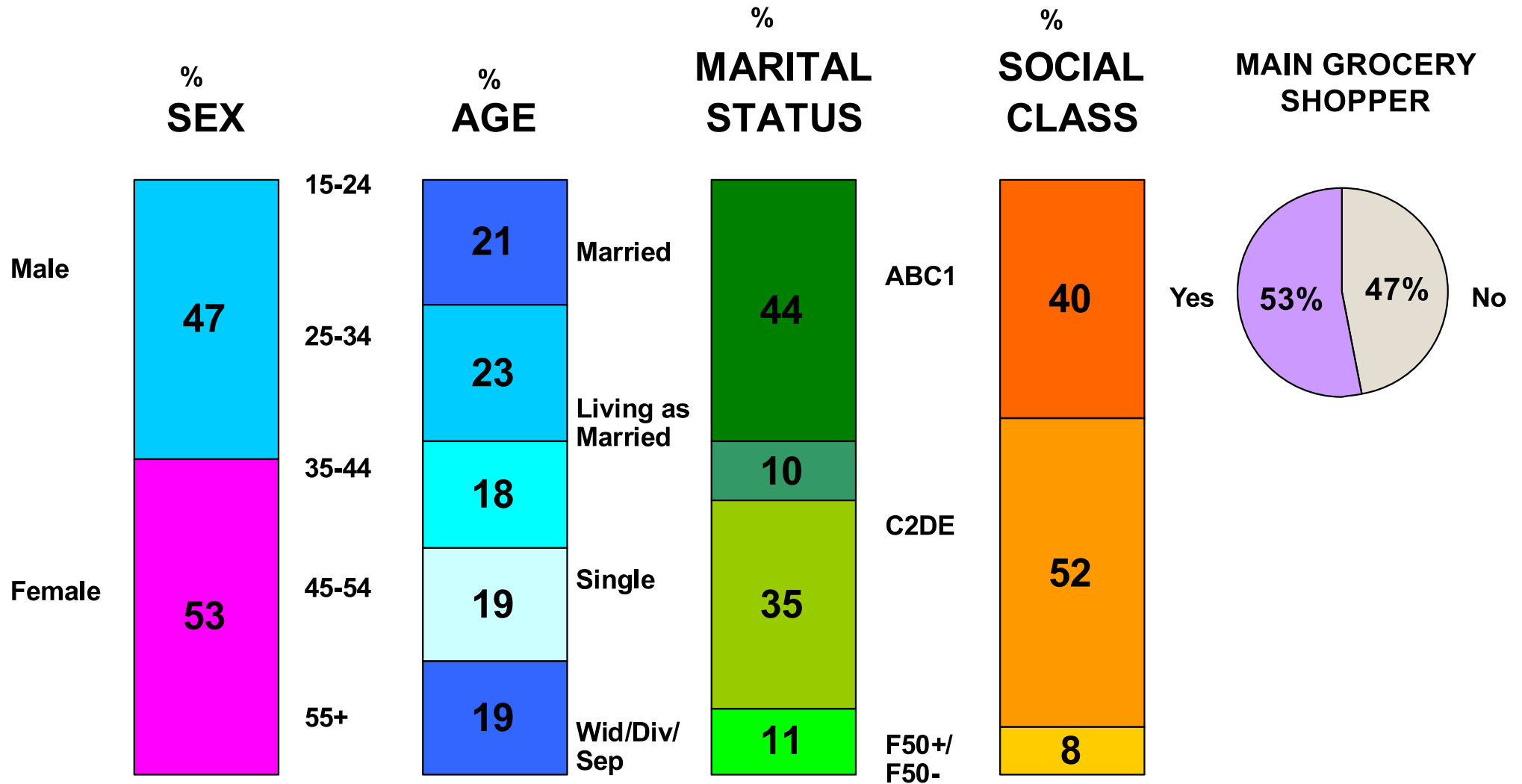
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Profile of Sample – I

(Base: All aged 15-74 – 1,000)



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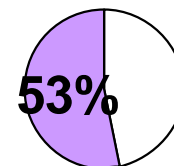
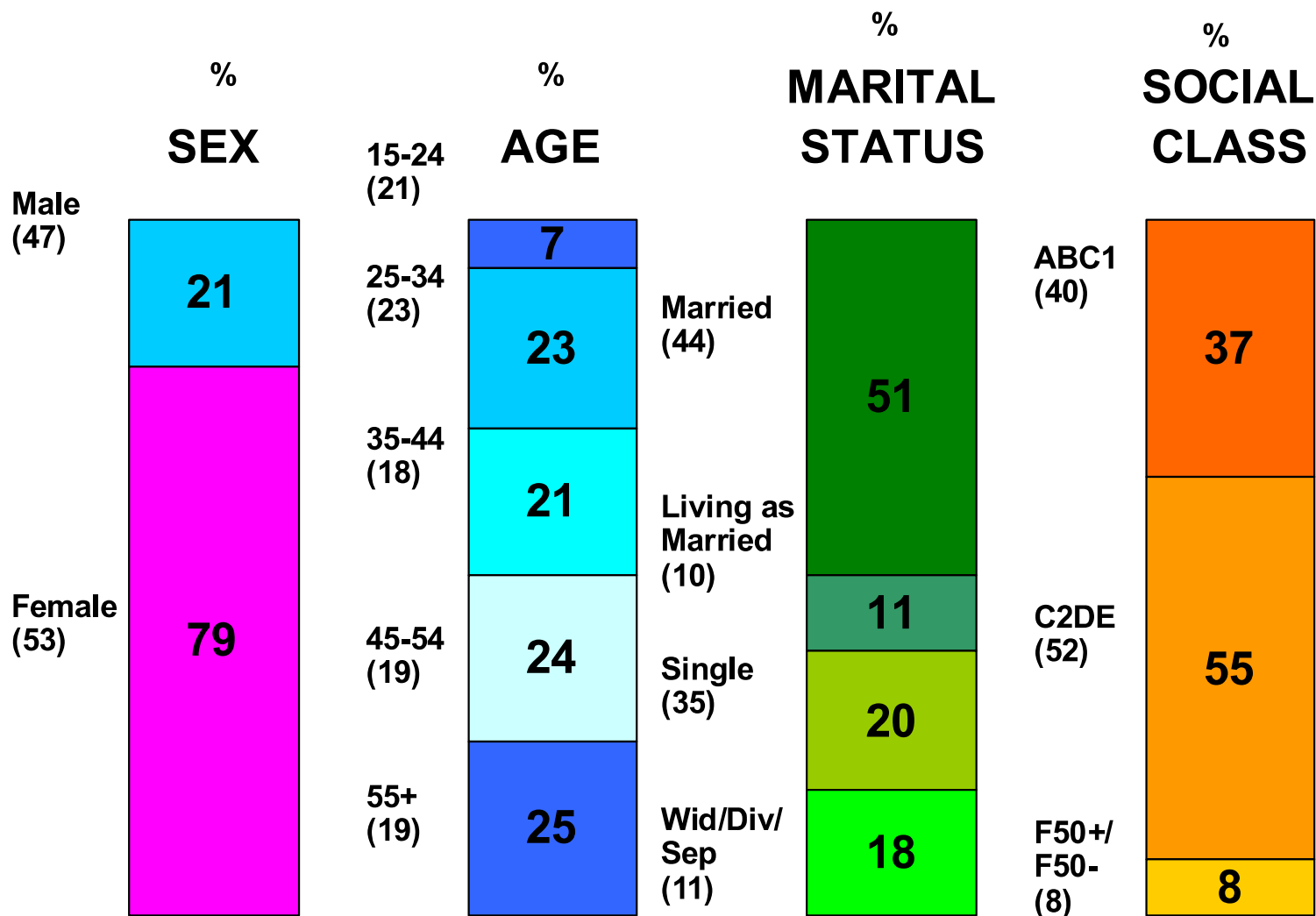


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Profile of Sample – II – Main Grocery Shoppers



(Base: All Mainly Responsible for Grocery Shopping in Home – 525) national consumer agency
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() = Total Sample

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Profile of Sample – III – Internet Use

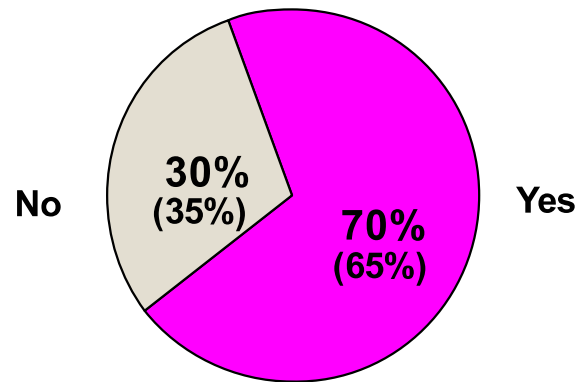


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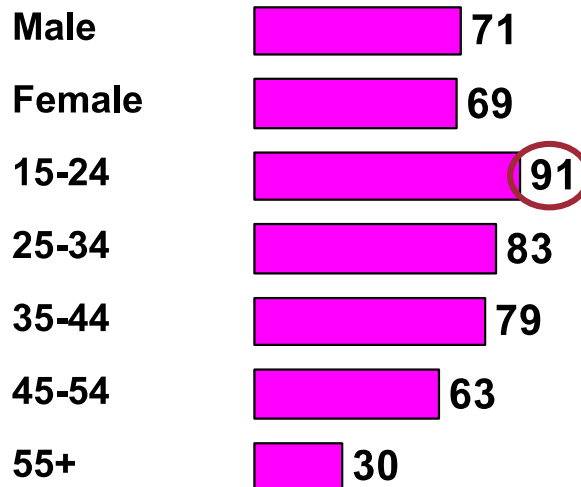
() = figures from Wave 3
2009 (May/June 2009)

(Base: All Respondents – 1,000)

USE INTERNET

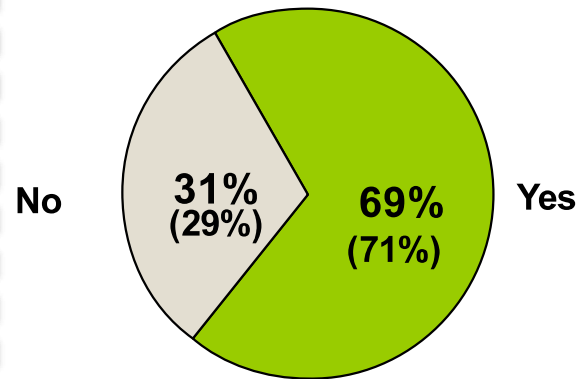


% Yes

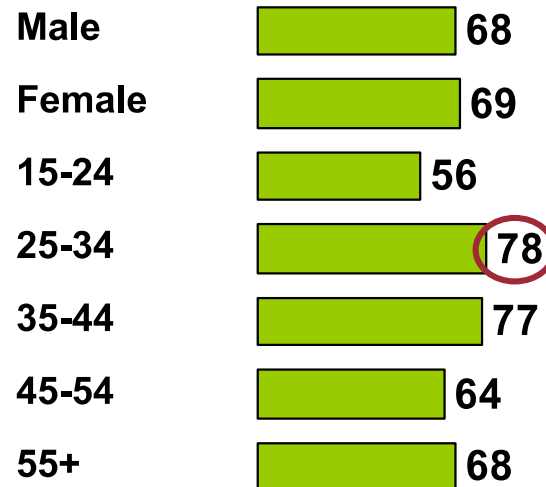


EVER PURCHASED ONLINE

(Base: All Internet Users - 702)

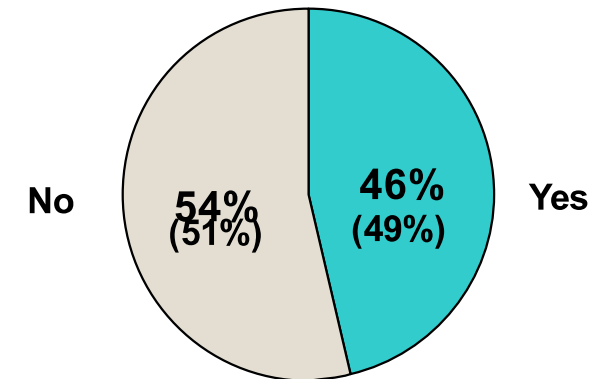


% Yes

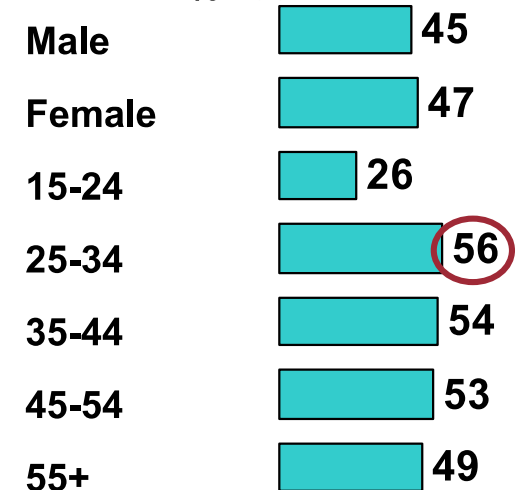


BANKING ONLINE

(Base: All Internet Users - 702)



% Yes



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Section 1: Consumer Empowerment

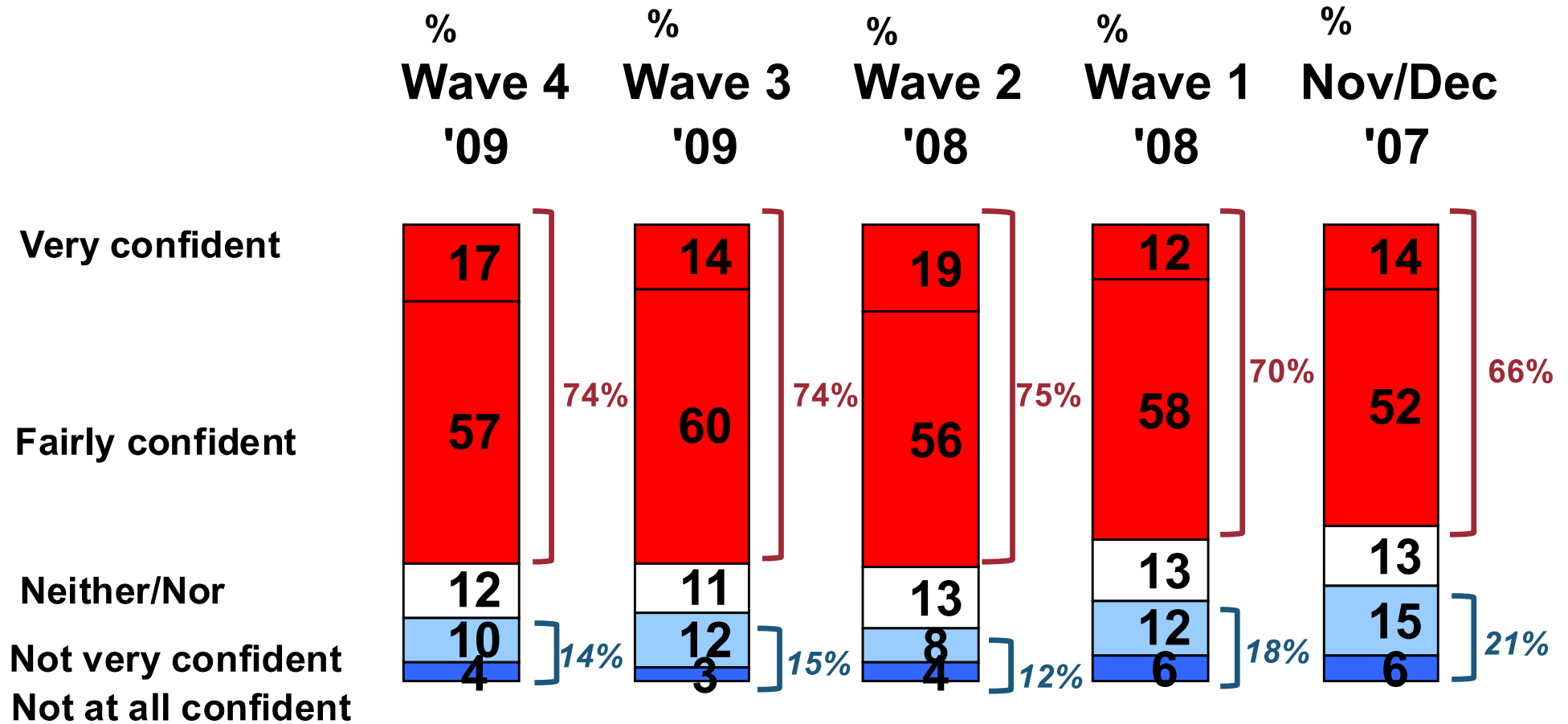
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Confidence About Rights as a Consumer



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(Base: All aged 15-74 – 1,000)



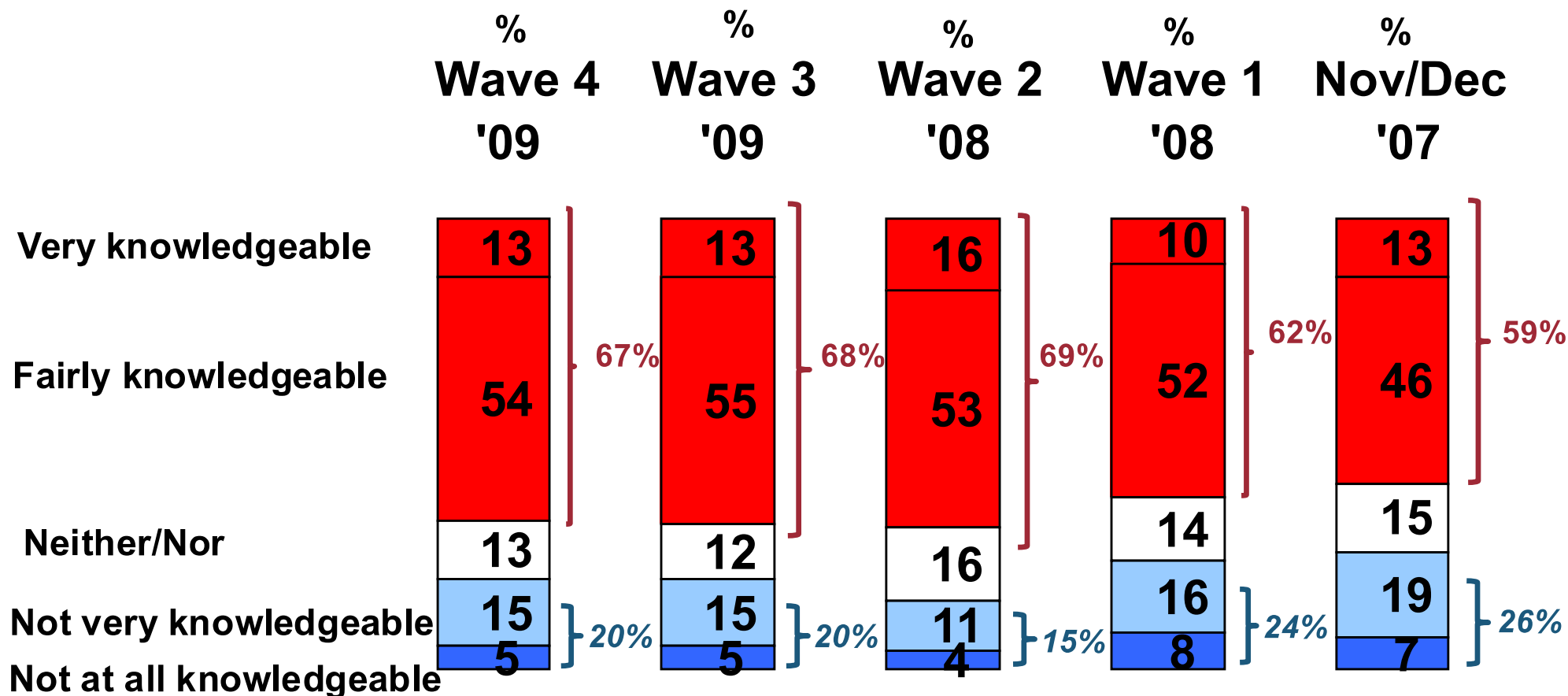
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Knowledge About Consumer Rights



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(Base: All aged 15-74 – 1,000)



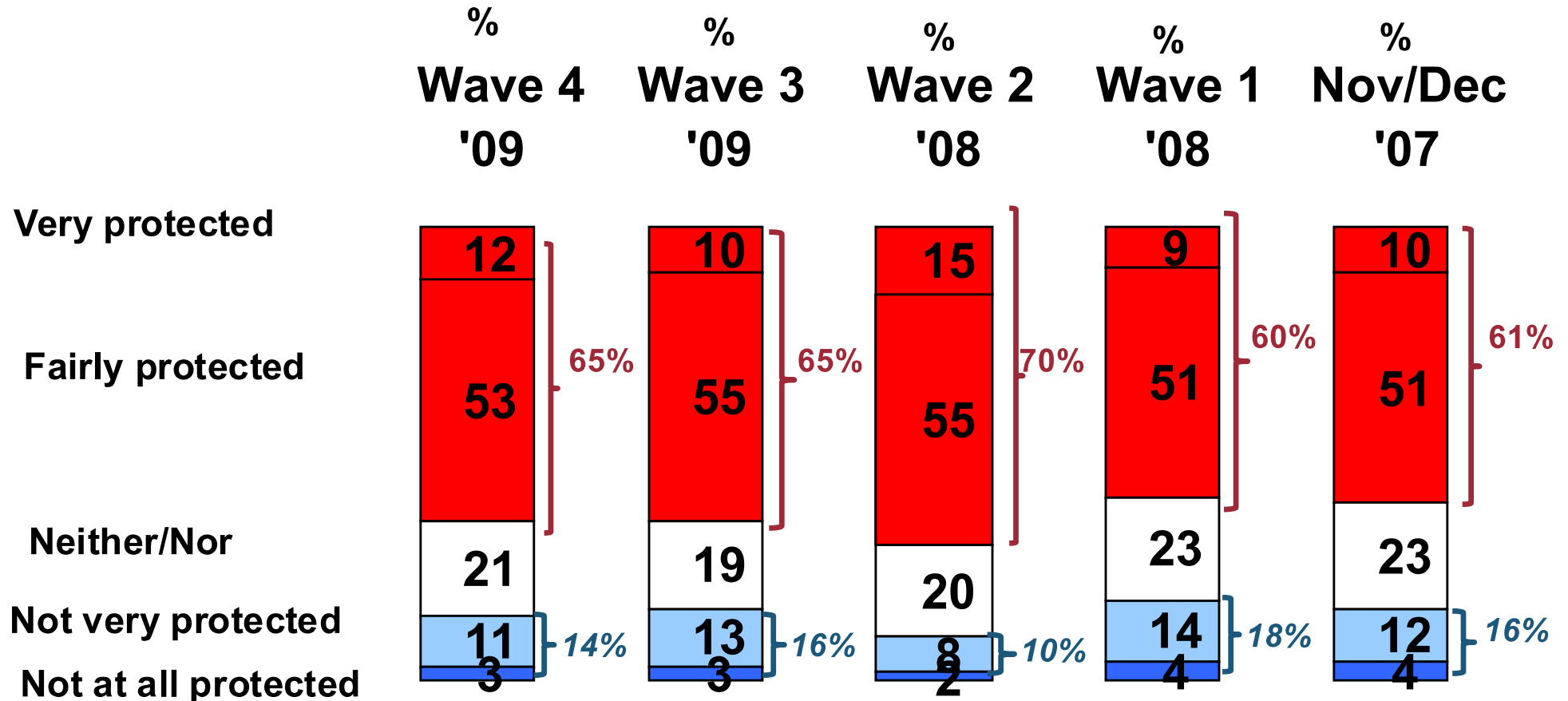
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Protected Regarding Consumer Rights



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(Base: All aged 15-74 – 1,000)



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Summary: Empowerment Levels



= Significantly lower than total sample



= Significantly higher than total sample

(Base: All aged 15-74 – 1,000)

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	Confident 74%	Not Confident 14%	Knowledgeable 67%	Not Knowledgeable 20%	Protected 65%	Not Protected 14%
Male	69%	16%	65%	20%	63%	14%
Female	77%	14%	69%	20%	68%	14%
15-24	62%	19%	57%	26%	60%	14%
25-34	74%	14%	69%	20%	64%	16%
35-44	79%	11%	75%	11%	74%	8%
45-54	79%	14%	73%	18%	67%	15%
55+	73%	15%	63%	23%	63%	16%
ABC1	83%	9%	75%	13%	73%	10%
C2DE	67%	19%	61%	25%	59%	17%
Responsible for main shop	79%	13%	71%	19%	67%	14%
Not responsible for main shop	67%	17%	63%	21%	64%	13%

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Section 2: Making Complaints

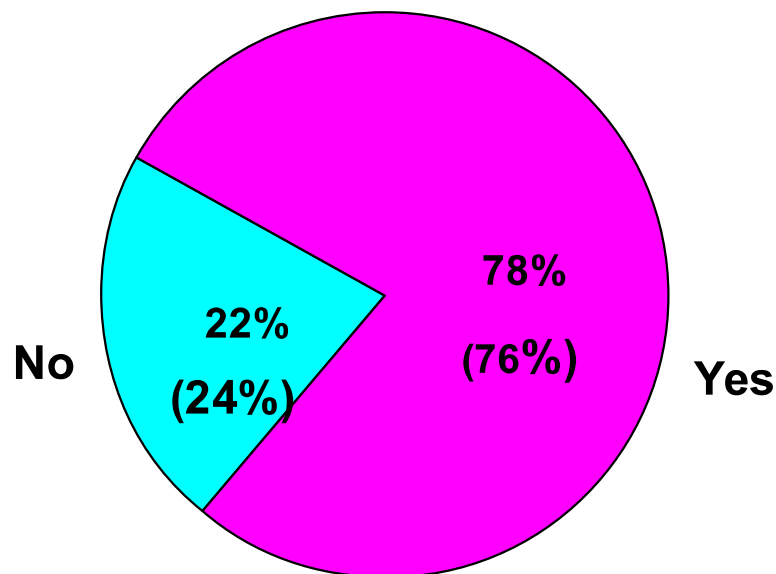
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Propensity To Complain



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As a consumer would you be prepared to complain if a problem had occurred or you are dissatisfied with a good or service you have purchased?



() = Wave 3 2009

(Base: All aged 15-74 – 1,000)

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Goods & Services Bought with Reason to Complain or Return an Item – Primary & Secondary



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(Base: All aged 15-74 – 1,000)

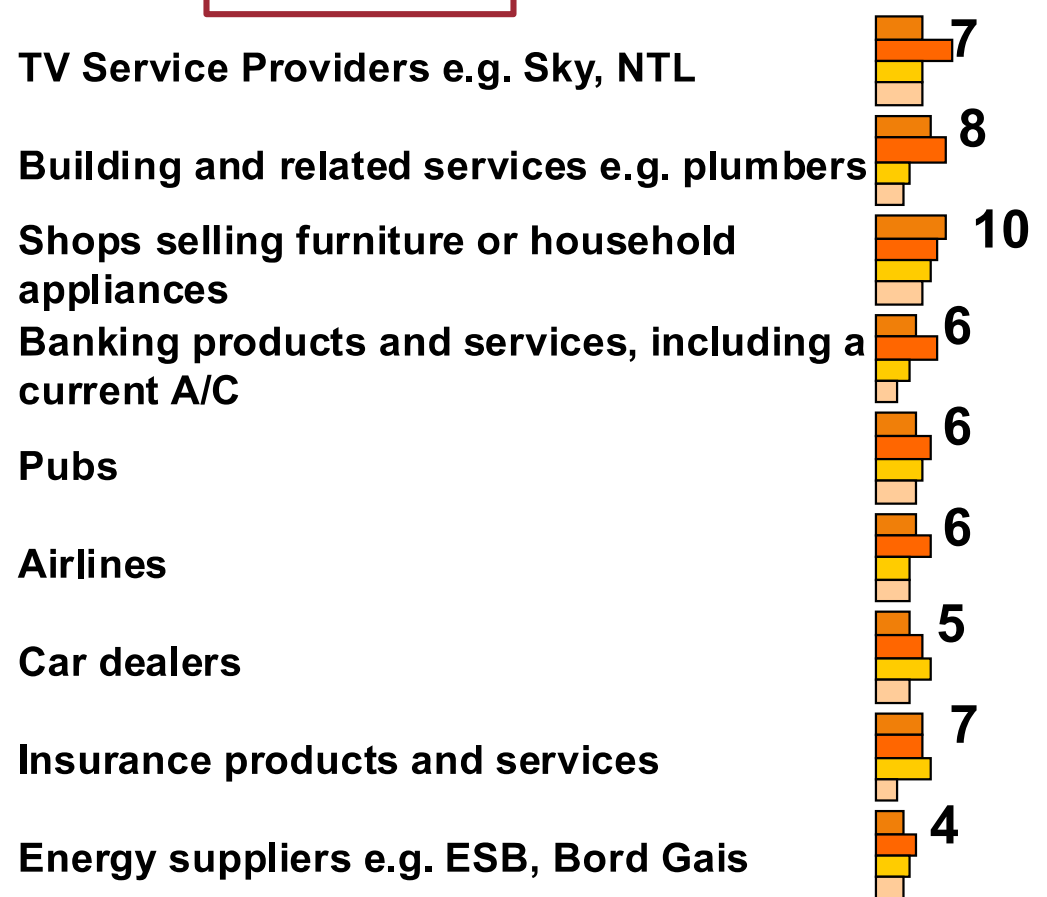
% With Reason to Complain or Return Ever

PRIMARY



Wave 4 2009
 Wave 3 2009
 Wave 2 2008
 Wave 1 2008

SECONDARY



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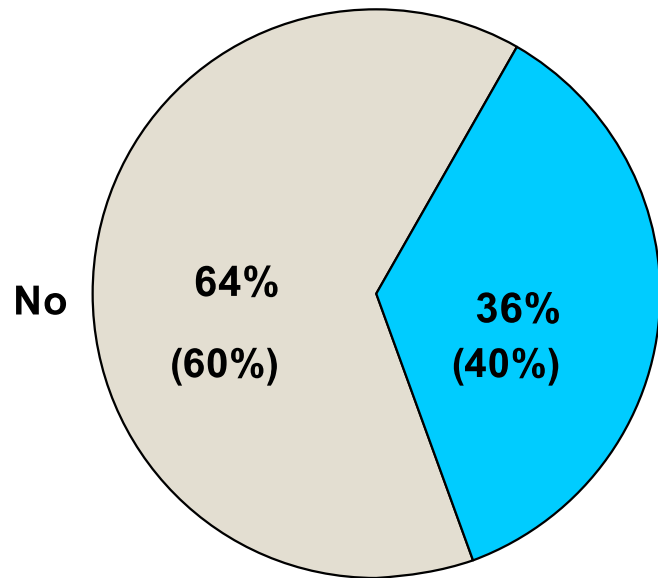
Whether Complaint Made When had Reason to Do So



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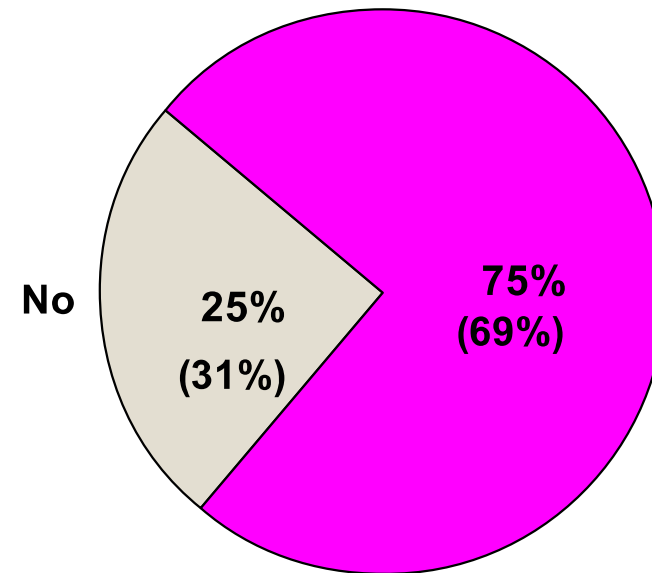
Reason to Complain

(Base: All aged 15-74 – 1,000)



Whether Made Complaint

(Base: All those who had cause or reason to complain in past 12 months - 356)



Benchmark 2007
79% Yes
Wave 1 2008
70% Yes
Wave 2 2008
75% Yes

() = Wave 3 2009

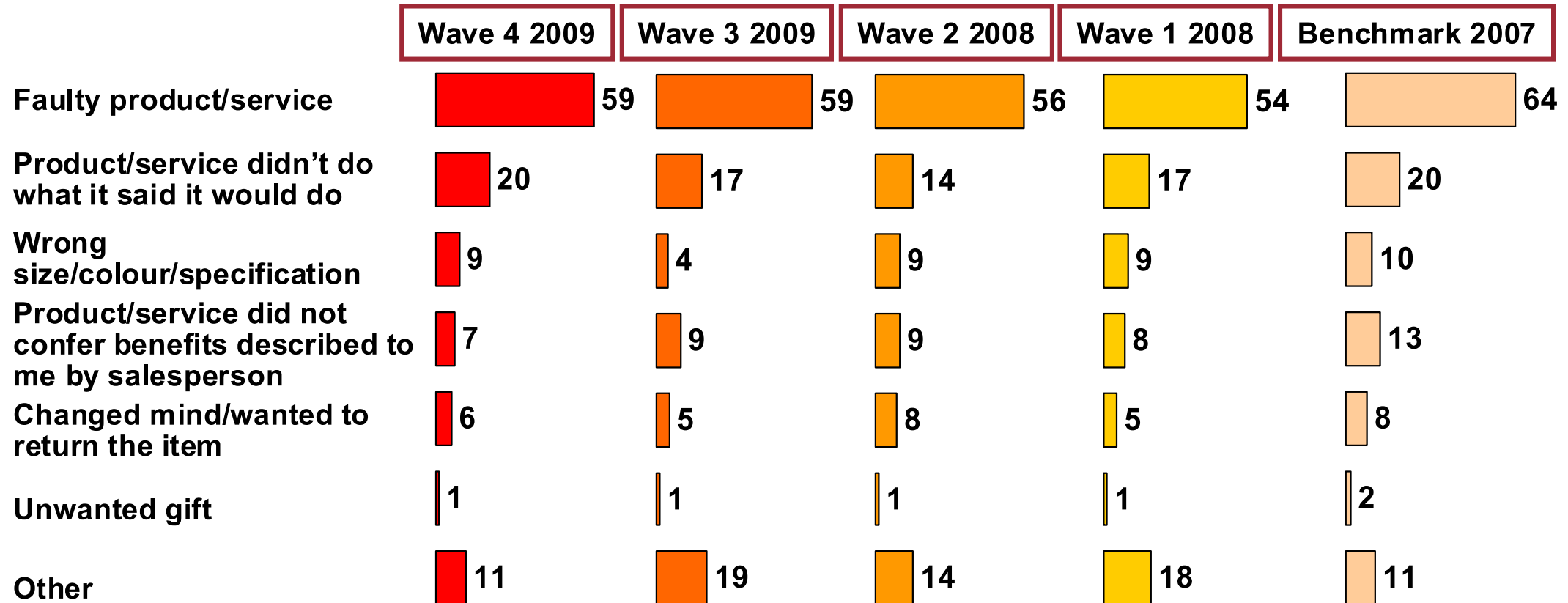
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Reasons for Complaint



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(Base: All those who made a complaint in past 12 months - 267)



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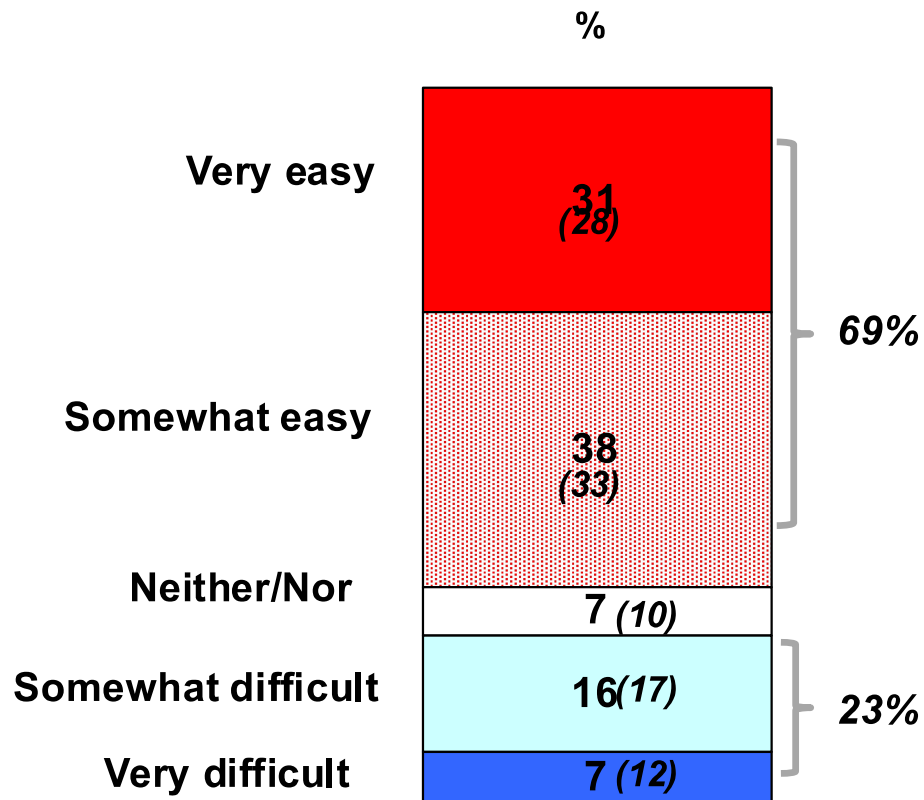
Assessment of the Complaints Process



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Level of Difficulty Experienced

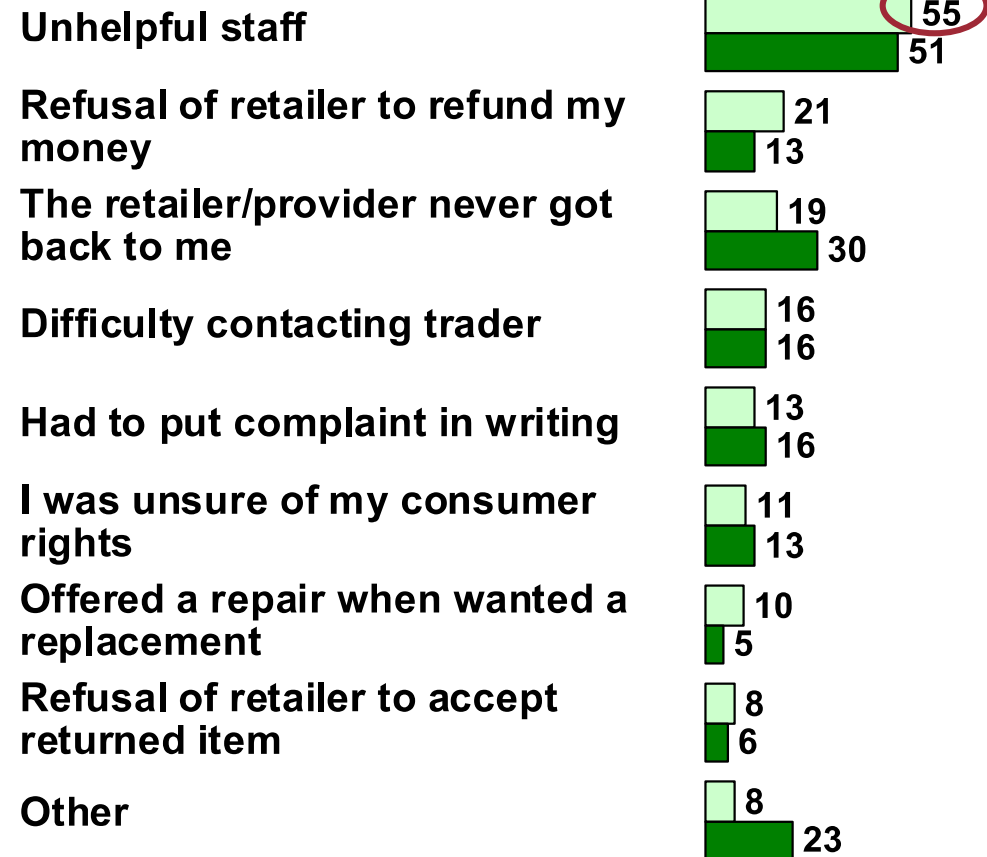
(Base: All who made a complaint – 267)



Wave 4 2009
Wave 3 2009

Difficulty Experienced

(Base: All who experienced difficulty – 62) %



All others 6% or less

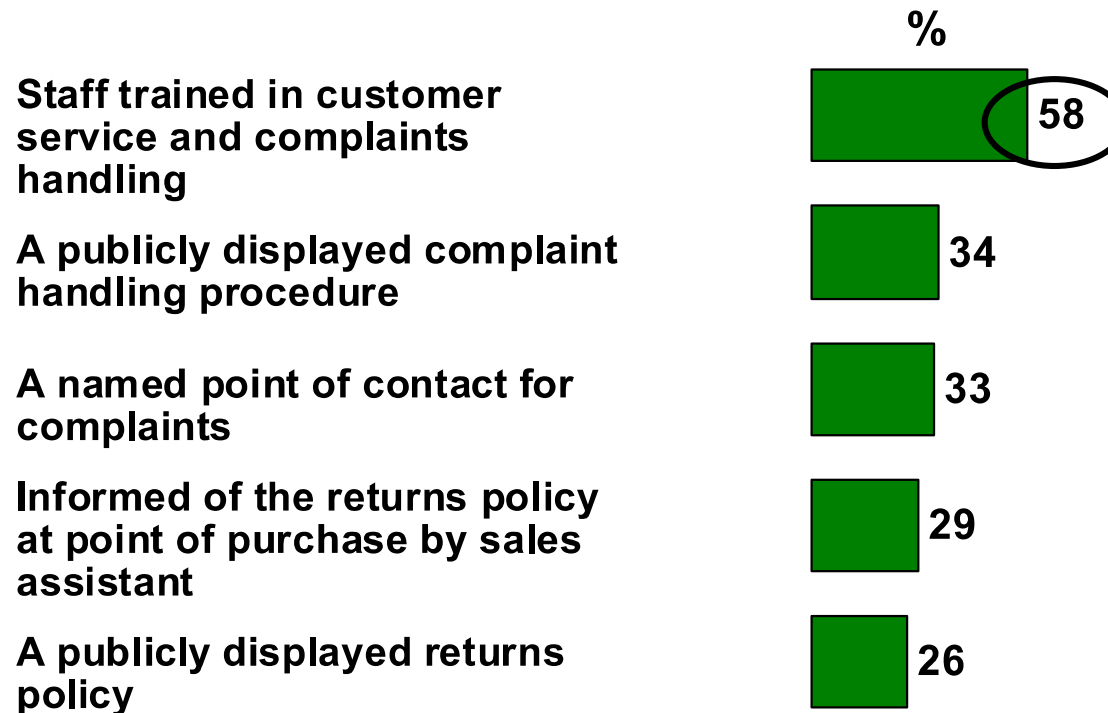
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Helping to Offer Better Customer Service



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(Base: All aged 15-74 – 1,000)



*New question,
multiple answers
allowed*

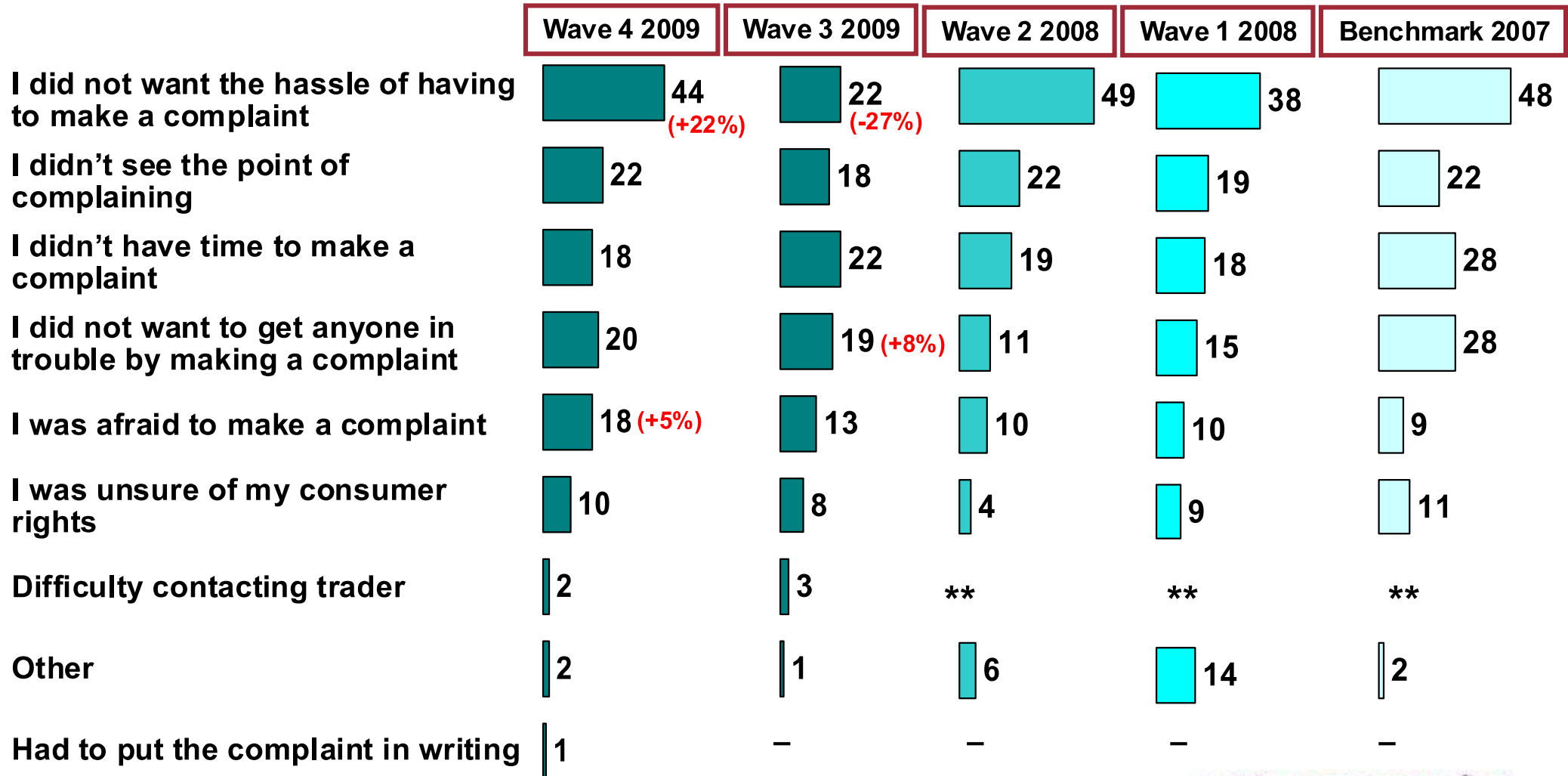
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Reasons for Not Complaining



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(Base: All those who had reason to make a complaint but didn't in past 12 months - 88)



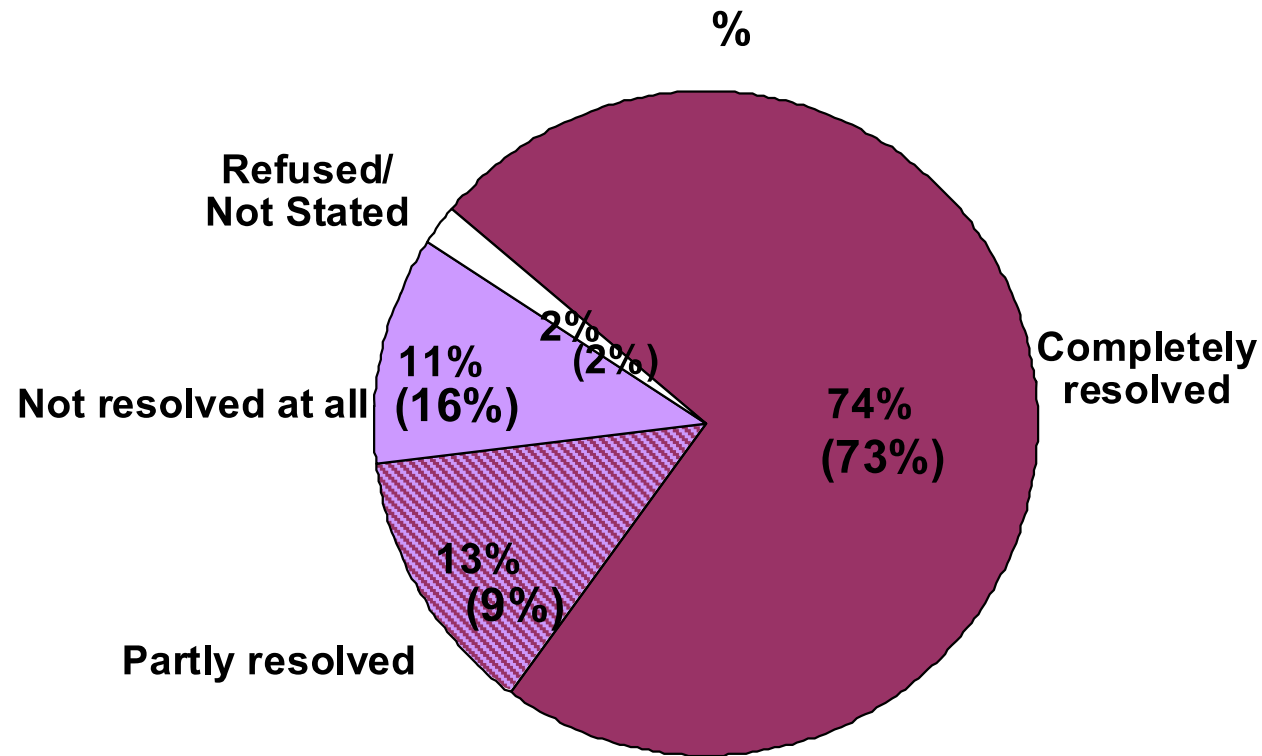
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Resolution Status of Problem



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(Base: All those who made a complaint in past 12 months - 267)



() = Wave 3 2009

Benchmark 2007
Question not asked in Benchmark survey
Wave 1 2008
78% completely resolved
Wave 2 2008
66% completely resolved

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Satisfaction with the Way Complaint was Handled

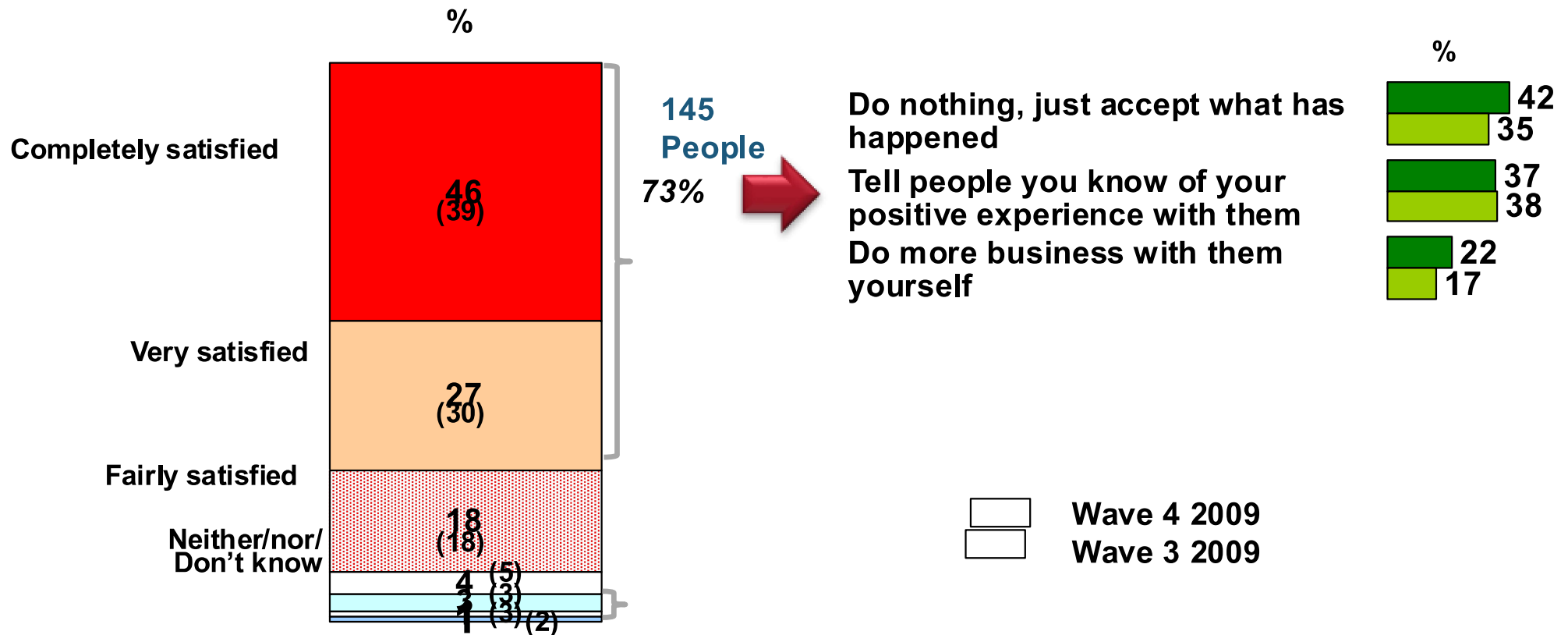


(Base: All who's complaint was completely resolved – 198)

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Level of Satisfaction

Likely to do as a result



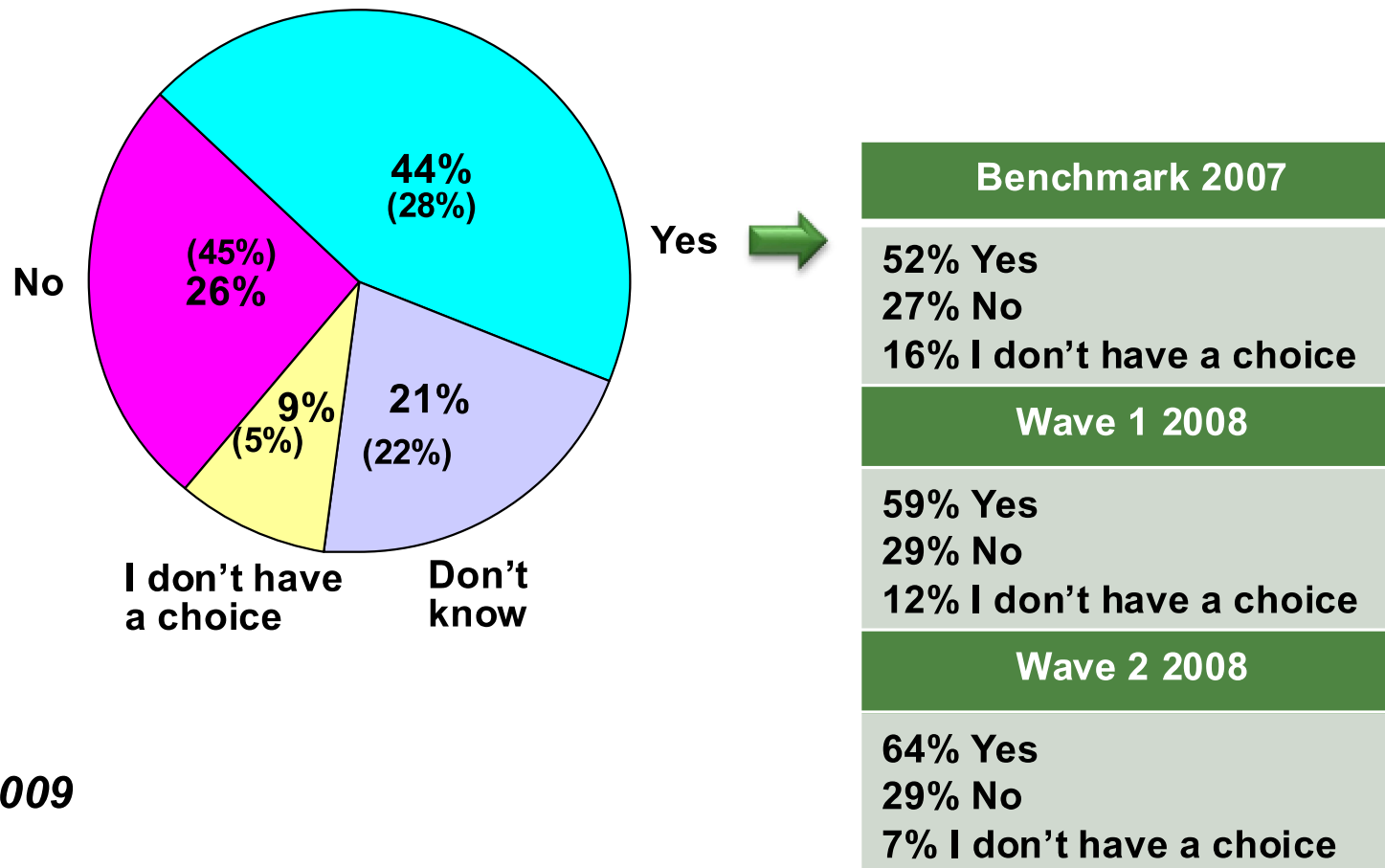
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Likelihood of Buying Again from Business that had Reason to Complain About



(Base: All those who had reason to make a complaint but didn't in the past 12 months - 88)

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() = Wave 3 2009

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