

National Consumer Agency

Market Research Findings: Consumer Experiences with Direct Selling



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August 2011

Market Research Conducted by


amárach
research

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Key Findings

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Key Findings



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Direct Selling

| | Door-to-Door Selling | Telephone Sales |
|---|---|---|
| Experienced in the past 12 months % of all consumers | 41% | 24% |
| Most commonly contacted by | Energy suppliers 79% received calls – of this 30% signed up | Telecommunications 76% received calls – of this 12% signed up |
| 2nd most common | Telecommunications 43% received calls – of this 18% signed up | Energy suppliers 40% received calls – of this 10% signed up |
| Of those who signed up - informed of right to cancel purchase | 57% | 42% |
| Of those who signed up - felt pressurised into signing up | 21% | 20% |

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Section 1: Door-to-Door Selling

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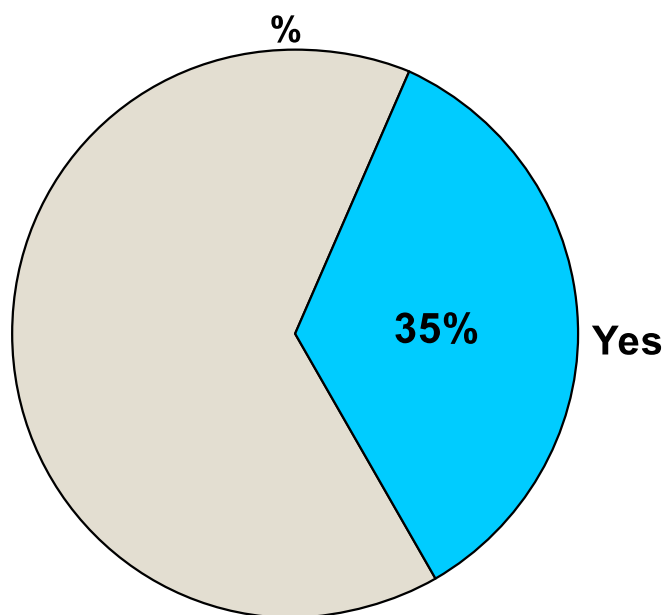
Experience of Door-to-Door Selling

(Base: All aged 15-74 – 1,000)



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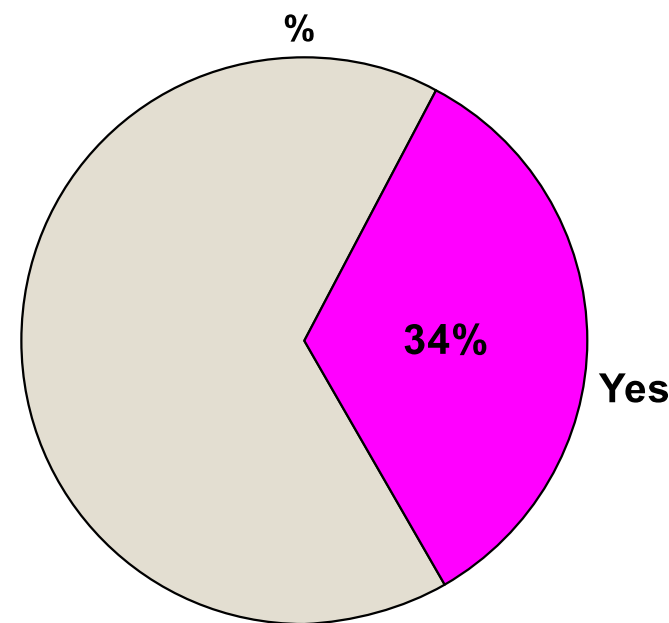
Experienced Somebody Trying to Sell You a Product/Service



Higher amongst

- ✓ Living in Dublin 43%
- ✓ 35-54 Year olds 42%

Experienced Somebody Trying to Get You to Switch from Current Provider



Higher amongst

- ✓ Living in Dublin 41%
- ✓ 45-54 Year olds 42%
- ✓ Part-time employed 41%

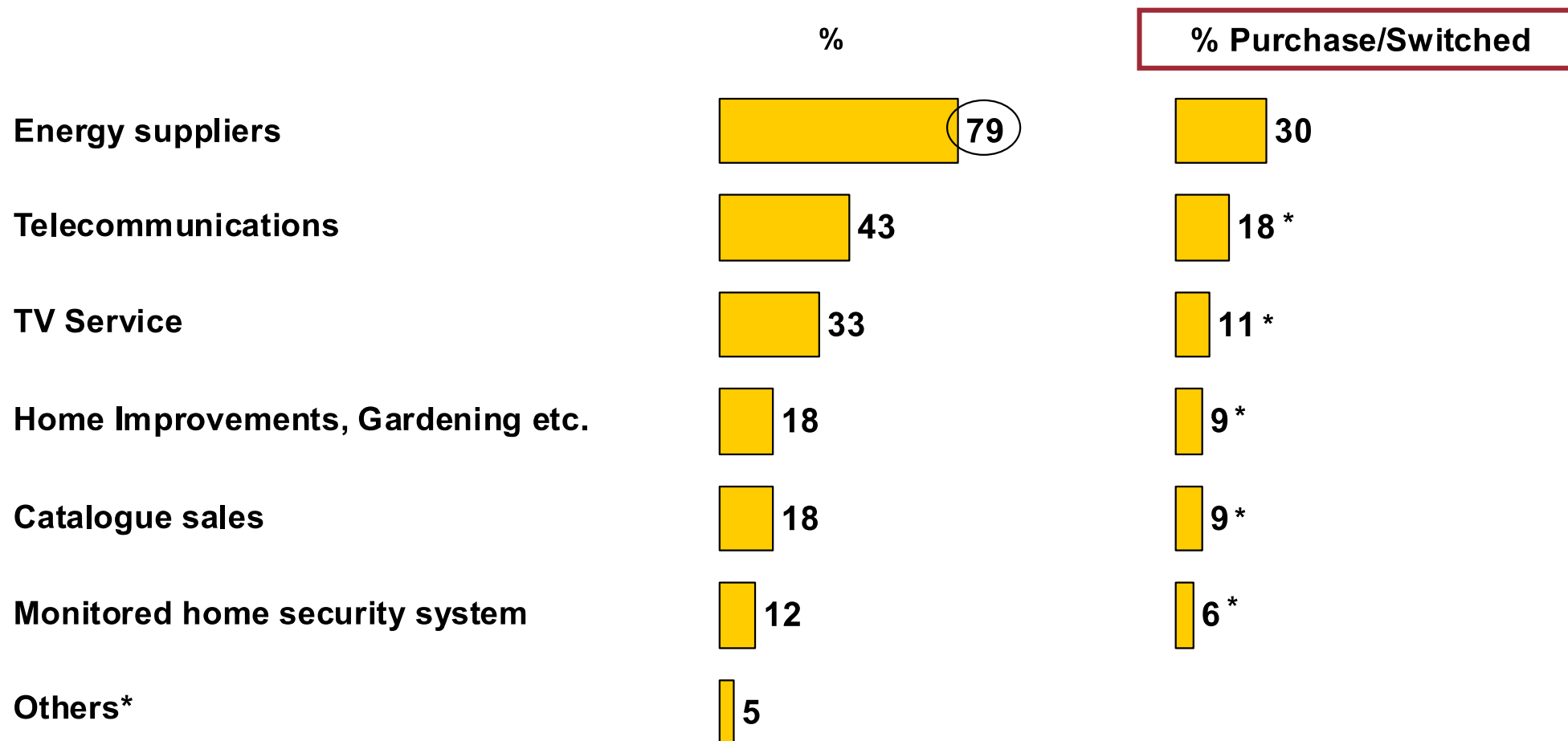
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Categories of Product/Service Sold and Incidence of Switching/Signing up



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(Base: All who experienced door-to-door selling in past 12 months - 405)



* All others 1% or less

* Caution small base

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Information Provided at the Door

(Base: All who experienced door-to-door selling in past 12 months - 405)

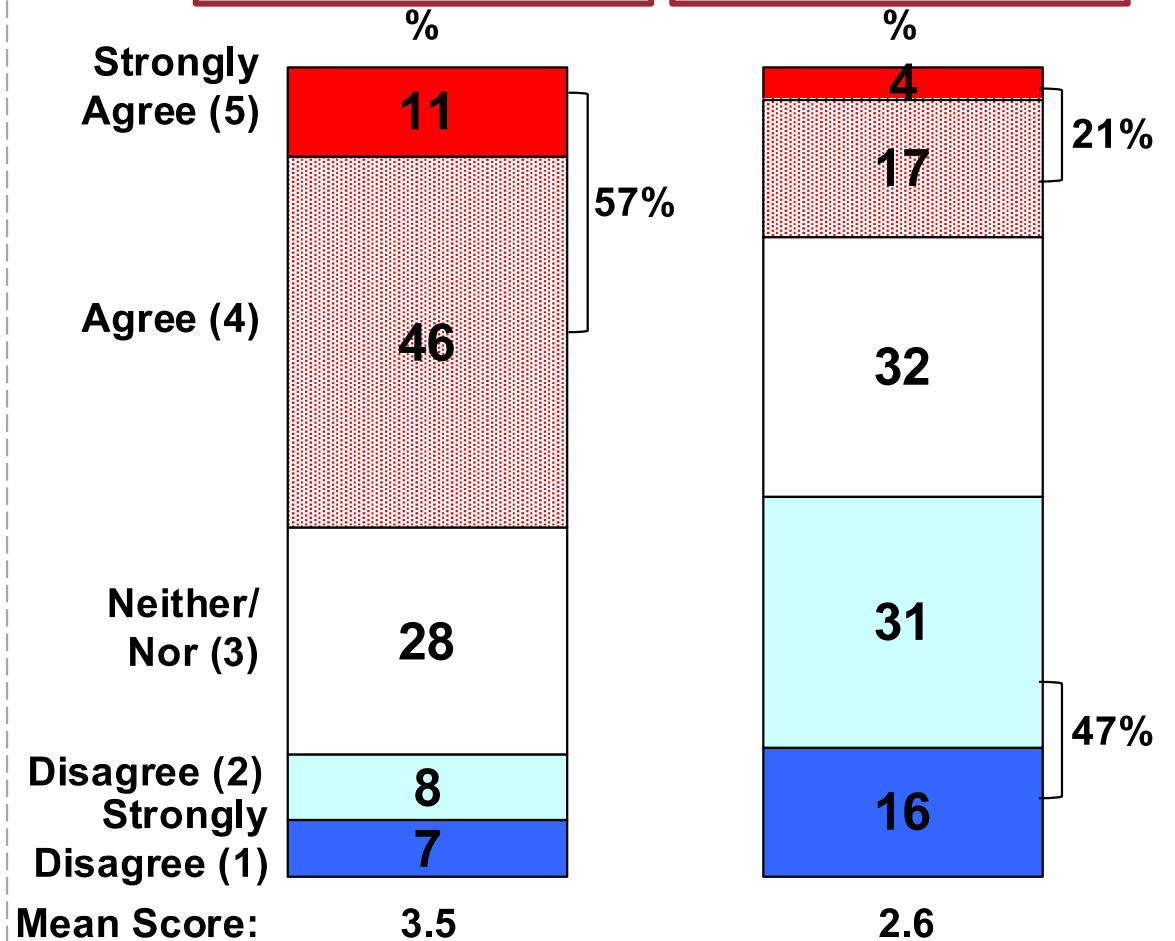


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Offer was Fully Explained Before Signing Up

Felt Pressurised into Signing up/Taking out Product/Service



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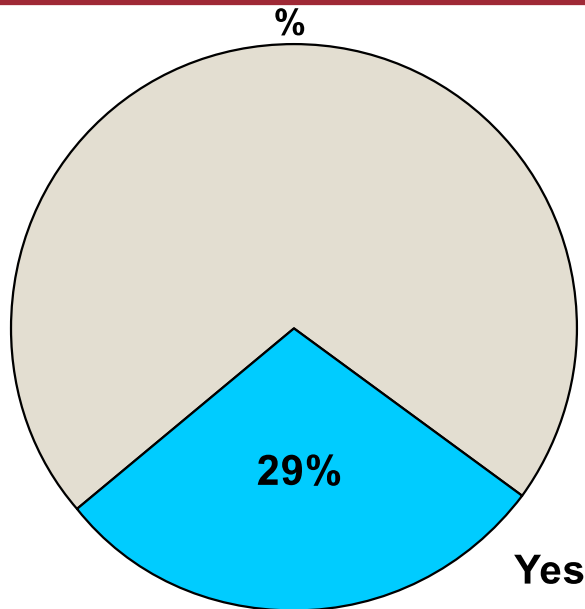
Cancellation Form & Expectations

(Base: All who signed up to a product/service at the door - 130)

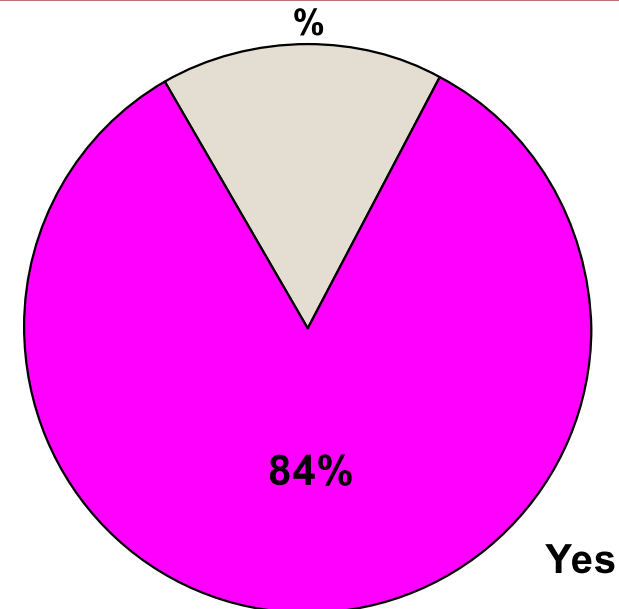


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Receipt of cancellation form
upon sign up/switch?



Product/service Received Correspond to
Information given by Sales Person?



Higher amongst:

- ✓ 35-44 Year olds 34%
- ✓ Knowledgeable regards consumer rights 33%
- ✓ Protected regards consumer rights 33%
- ✓ Confident regards consumer rights 32%

Higher amongst

- ✓ ABC1/F50+ 91%
- ✓ Females 88%
- ✓ Knowledgeable regards consumer rights 88%
- ✓ Protected regards consumer rights 89%

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Section 2: Telephone Sales

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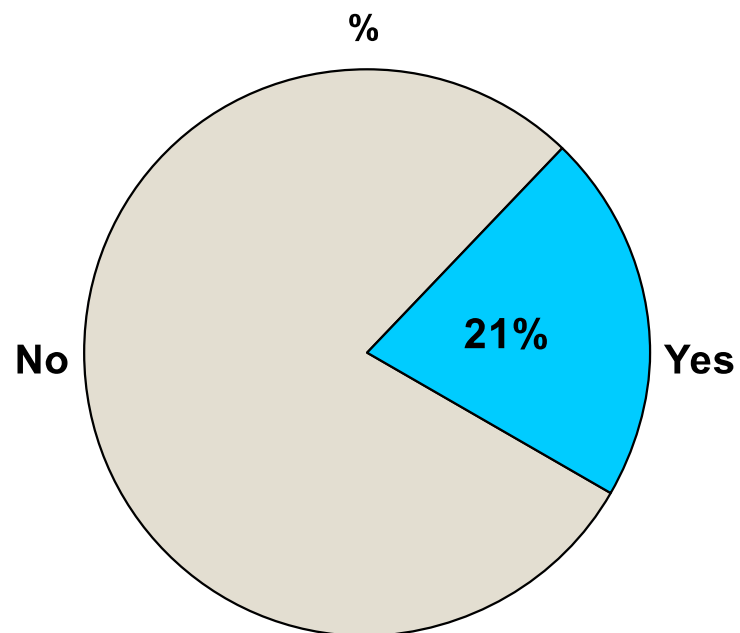
Experience of Telephone Selling

(Base: All aged 15-74 – 1,000)



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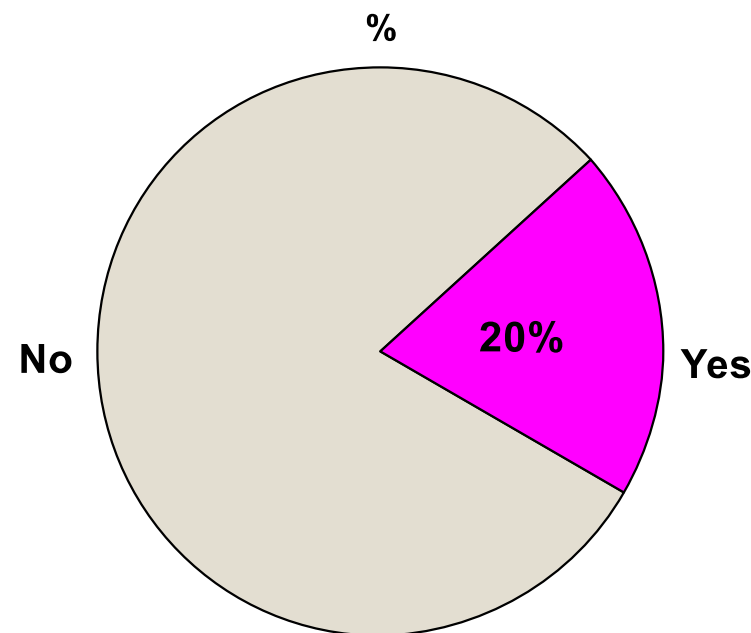
Experienced Somebody Trying to Sell You a Product/Service



Higher amongst:

✓ 45-54 Year olds 29%

Experienced Somebody Trying to Get You to Switch from Current Provider



Higher amongst:

✓ 45-54 Year olds 28%

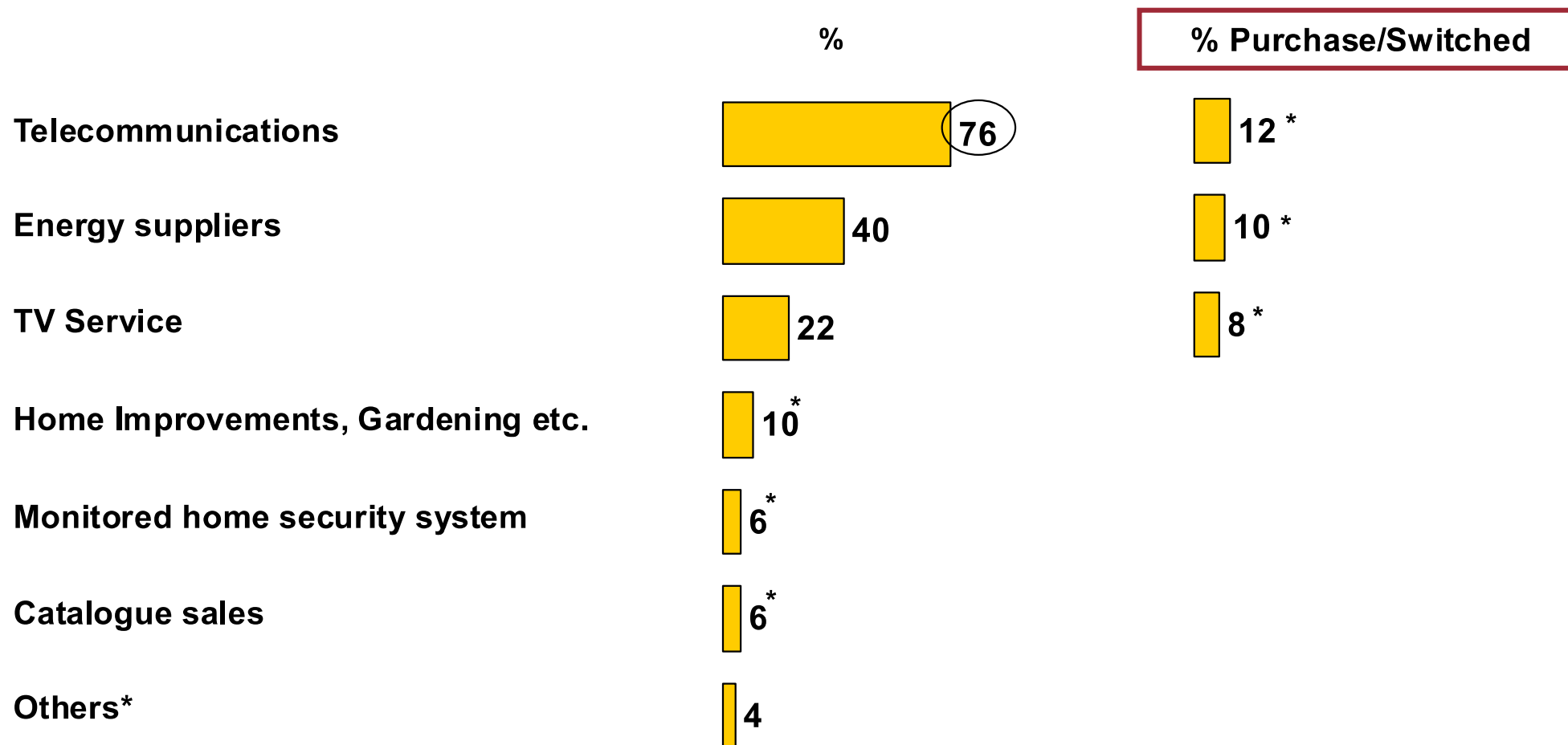
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Categories of Product/Service Sold over the Phone and Incidence of Switching/Signing up



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(Base: All who experienced direct phone selling in past 12 months - 242)



* All others 1% or less

* Caution small base

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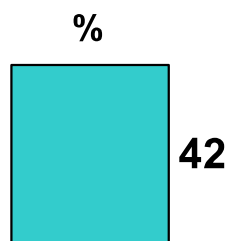
Information Provided Over the Phone

(Base: All who experienced direct phone selling in past 12 months - 242)

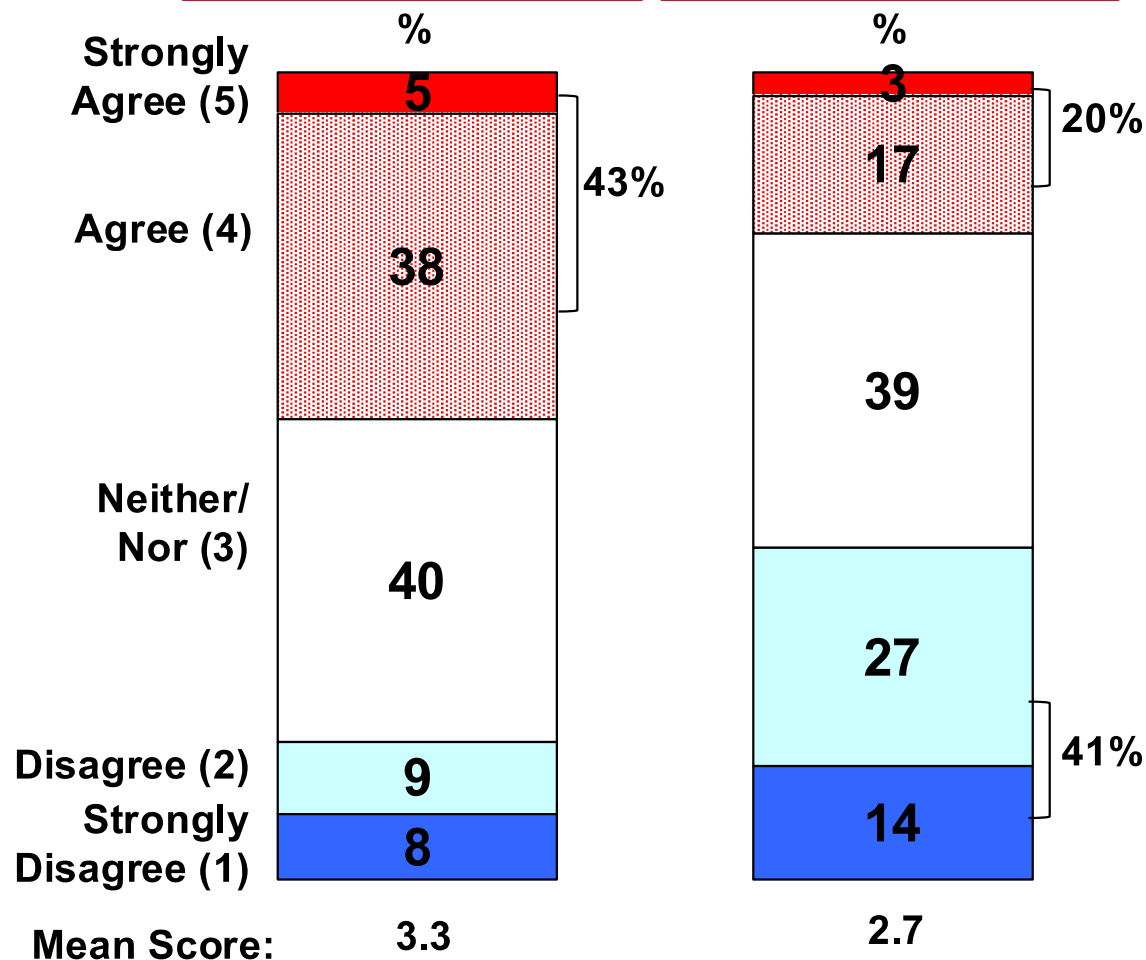


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Was informed of my right to cancel any purchase



Offer was Fully Explained Before Signing Up **Felt Pressurised into Signing up/Taking out Product/Service**



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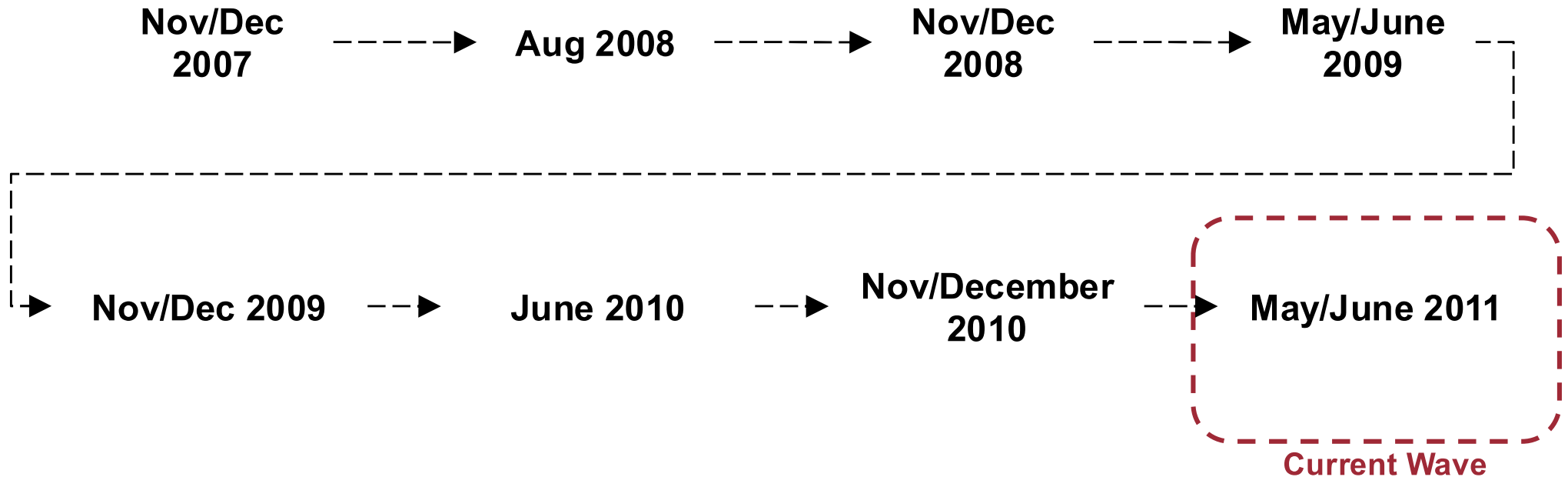
Research Background and Methodology

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Research Background and Methodology



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- The research was conducted by means of face-to-face interviewing with 1,000 people between the ages of 15-74.
- To ensure that the data is nationally representative, quotas were applied on the basis of age, gender and social class.
- Interviewing was conducted over a four week period in May/June 2011.

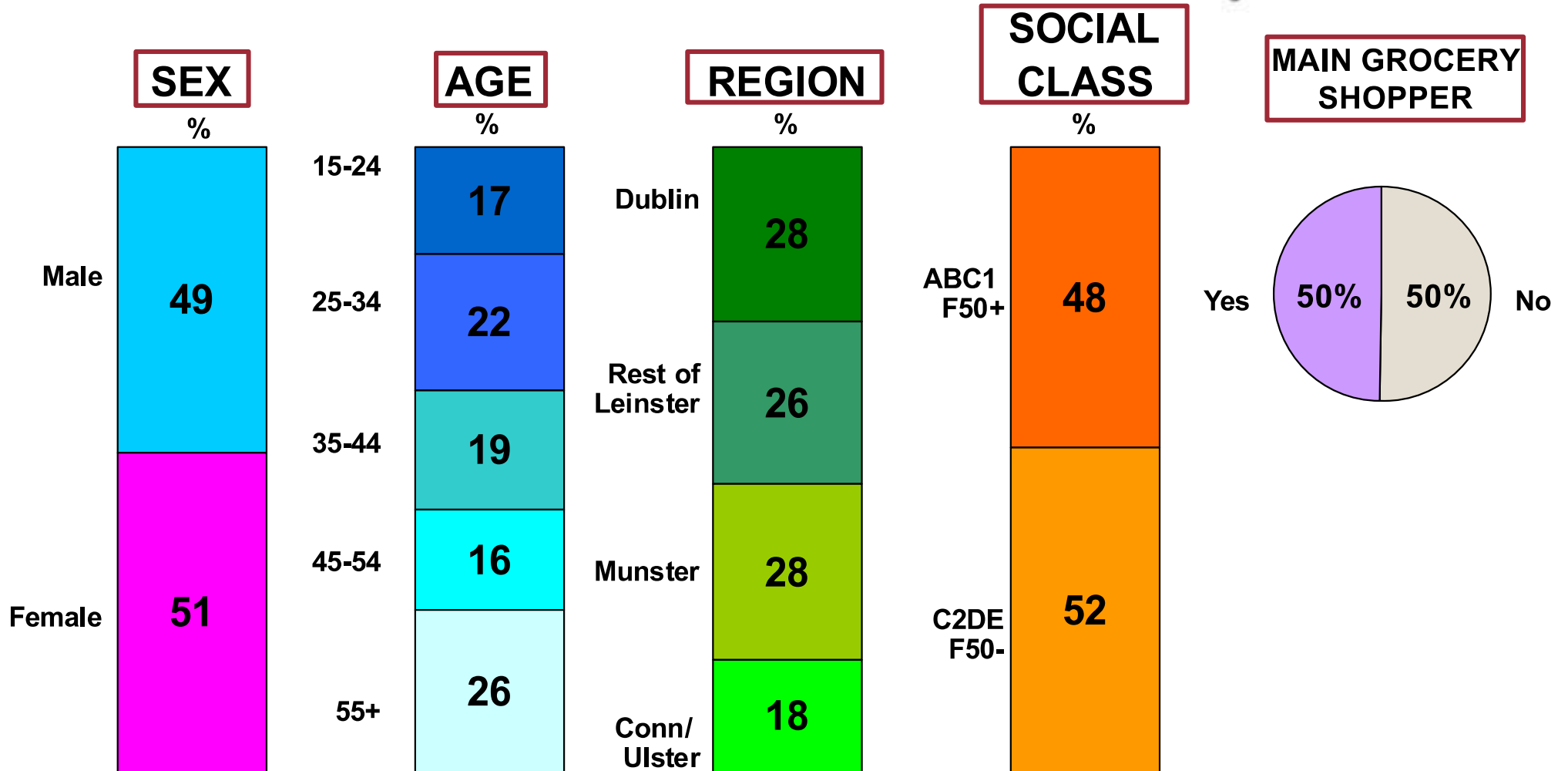
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Profile of Sample – I



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(Base: All aged 15-74 – 1,000)



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