



Coimisiún um  
Iomaíocht agus  
Cosaint Tomhaltóirí

Competition and  
Consumer Protection  
Commission

# Consumer Insights and Behaviour Report: Complaints

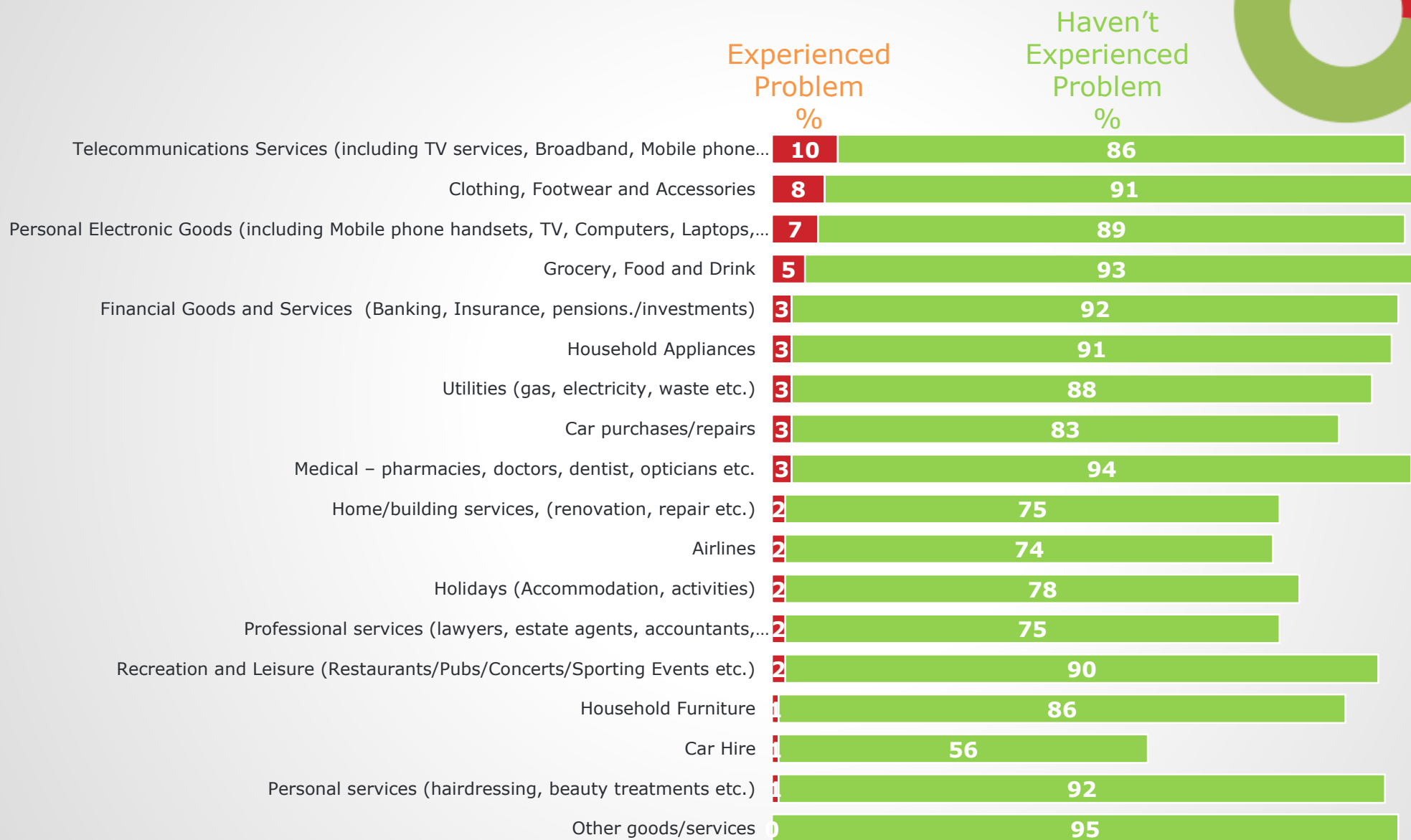
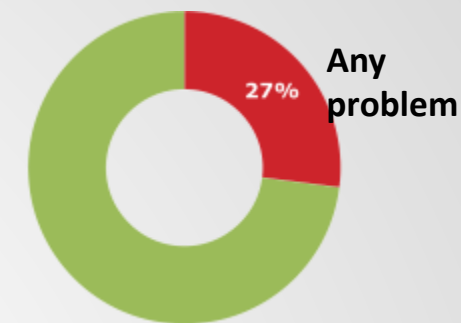
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## Key summary findings

- About a quarter indicate that they experience issues or difficulties with products and services that they buy.
- Younger shoppers and women show a higher incidence of experiencing issues/difficulties.
- Problems are greater in areas such as telecoms and personal electronics although conventional grocery and drapery feature to a noteworthy extent too.
- Problems are more likely to be resolved in the latter two cases but are left unresolved more in the former, arguably more technical or complex, areas.
- 86% of consumers who complained about an issue with clothing purchases had their problem resolved while only 45% of consumers who reported problems with Telecoms providers had their problem completely resolved.

# Problem/issue with products/services

Base: All Adults 16+ 1,015



Telecomms remain the area with greatest cause for complaint, with clothing, personal electronics, grocery and financial services next in order.

# Problems/issues x Demographics

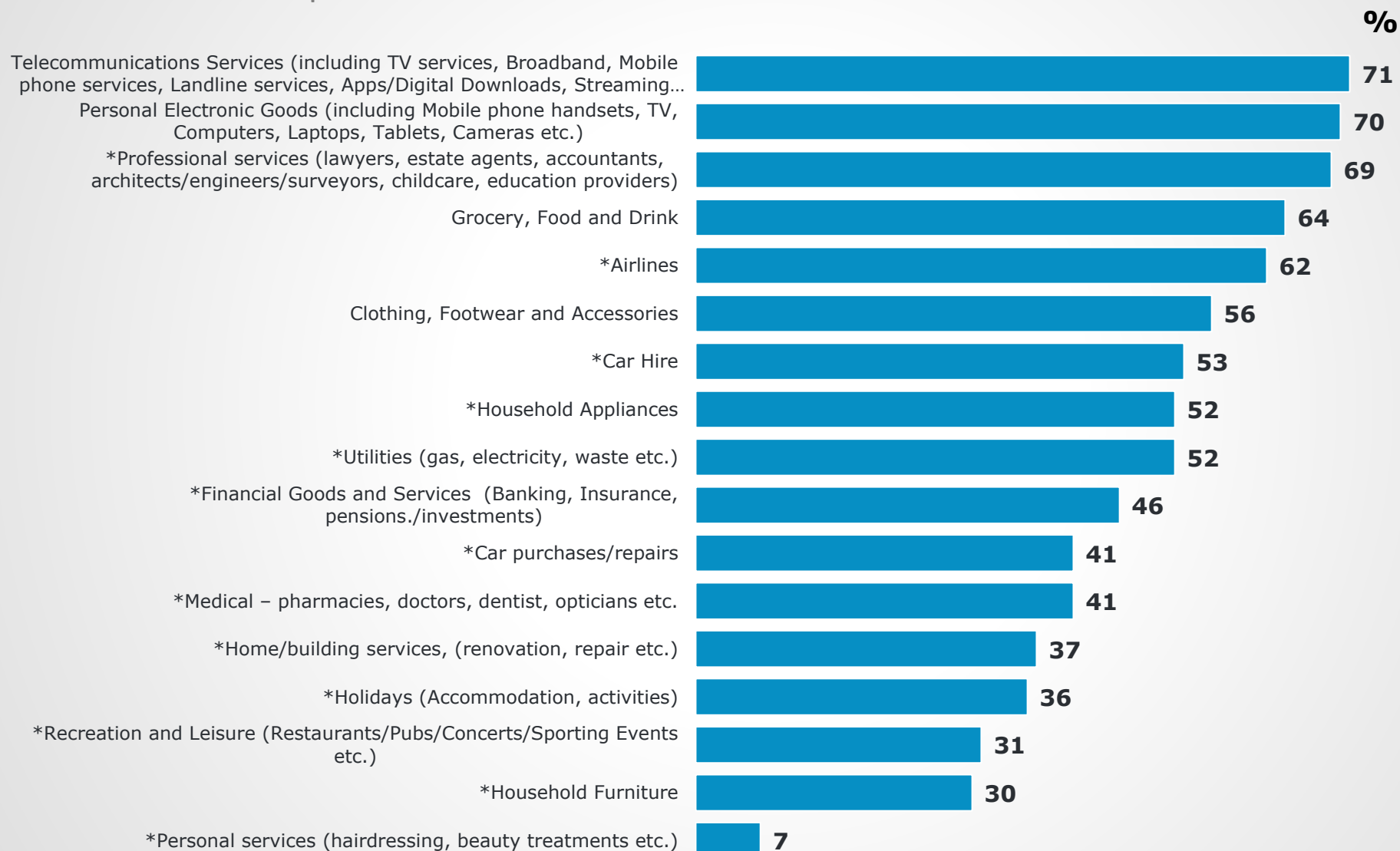
Base: All Adults 16+ 1,015

|                                                        | Total       | Gender     |            | Age        |            |            |            |            | Class      |            |           | Region     |            |            |             |
|--------------------------------------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|-------------|
|                                                        |             | Male       | Female     | -24        | 25-34      | 35-49      | 50-64      | 65+        | ABC1       | C2DE       | F         | Dublin     | Leinster   | Munster    | Conn/Ulster |
| <b>Base:</b>                                           | <b>1015</b> | <b>488</b> | <b>527</b> | <b>119</b> | <b>182</b> | <b>317</b> | <b>256</b> | <b>141</b> | <b>485</b> | <b>491</b> | <b>39</b> | <b>248</b> | <b>180</b> | <b>405</b> | <b>182</b>  |
|                                                        | %           | %          | %          | %          | %          | %          | %          | %          | %          | %          | %         | %          | %          | %          | %           |
| Telecommunications Services                            | 10          | 9          | 10         | 8          | 13         | 10         | 10         | 5          | 14         | 7          | 3         | 8          | 8          | 8          | 16          |
| Clothing, Footwear and Accessories                     | 8           | 4          | 11         | 17         | 10         | 7          | 4          | 4          | 8          | 8          | 5         | 8          | 8          | 4          | 11          |
| Personal Electronic Goods                              | 7           | 7          | 7          | 10         | 9          | 9          | 6          | 1          | 9          | 6          | 6         | 7          | 8          | 5          | 9           |
| Grocery, Food and Drink                                | 5           | 5          | 4          | 7          | 5          | 5          | 3          | 4          | 7          | 3          | 6         | 10         | 1          | 2          | 7           |
| Financial Goods and Services                           | 3           | 3          | 3          | 1          | 2          | 5          | 4          | -          | 5          | 2          | -         | 5          | 1          | 2          | 4           |
| Household Appliances                                   | 3           | 3          | 4          | 3          | 2          | 5          | 4          | 1          | 4          | 3          | -         | 4          | 1          | 3          | 6           |
| Utilities (gas, electricity, waste etc.)               | 3           | 4          | 3          | 5          | 2          | 4          | 4          | 2          | 4          | 3          | -         | 6          | 1          | 1          | 6           |
| Car purchases/repairs                                  | 3           | 3          | 4          | 4          | 2          | 5          | 4          | 1          | 5          | 2          | -         | 4          | 2          | 2          | 5           |
| Medical – pharmacies, doctors, dentist, opticians etc. | 3           | 2          | 3          | 5          | 3          | 3          | 1          | 3          | 3          | 3          | -         | 4          | -          | 3          | 6           |
| Home/building services, (renovation, repair etc.)      | 2           | 2          | 2          | 1          | 3          | 2          | 2          | 4          | 3          | 2          | -         | 4          | 0          | 1          | 3           |
| Airlines                                               | 2           | 1          | 2          | 3          | 1          | 2          | 1          | 1          | 3          | 1          | -         | 3          | -          | 1          | 2           |
| Holidays (Accommodation, activities)                   | 2           | 2          | 2          | 3          | 1          | 3          | 1          | -          | 3          | 1          | -         | 4          | -          | 0          | 2           |
| Professional services                                  | 2           | 2          | 2          | 0          | 2          | 4          | 2          | 3          | 3          | 2          | 2         | 2          | 1          | 2          | 5           |
| Recreation and Leisure                                 | 2           | 3          | 2          | 5          | 2          | 2          | 2          | 1          | 3          | 2          | 4         | 5          | -          | 2          | 4           |
| Household Furniture                                    | 1           | 1          | 1          | 2          | 1          | 1          | 2          | -          | 2          | 1          | -         | 2          | -          | 1          | 3           |
| Car Hire                                               | 1           | 1          | 1          | -          | 2          | 1          | 1          | -          | 2          | -          | -         | 1          | -          | 1          | 1           |
| Personal services                                      | 1           | 1          | 1          | 3          | 2          | 1          | 1          | -          | 2          | 1          | 4         | 2          | 0          | 1          | 3           |
| Other goods/services                                   | *           | *          | 1          | -          | *          | 1          | -          | 1          | 1          | *          | -         | -          | -          | 1          | 1           |

Younger and middle class adults more likely to experience problems and women are to the forefront.

# Reporting of complaints highest in areas with more issues

Base: All who had a problem

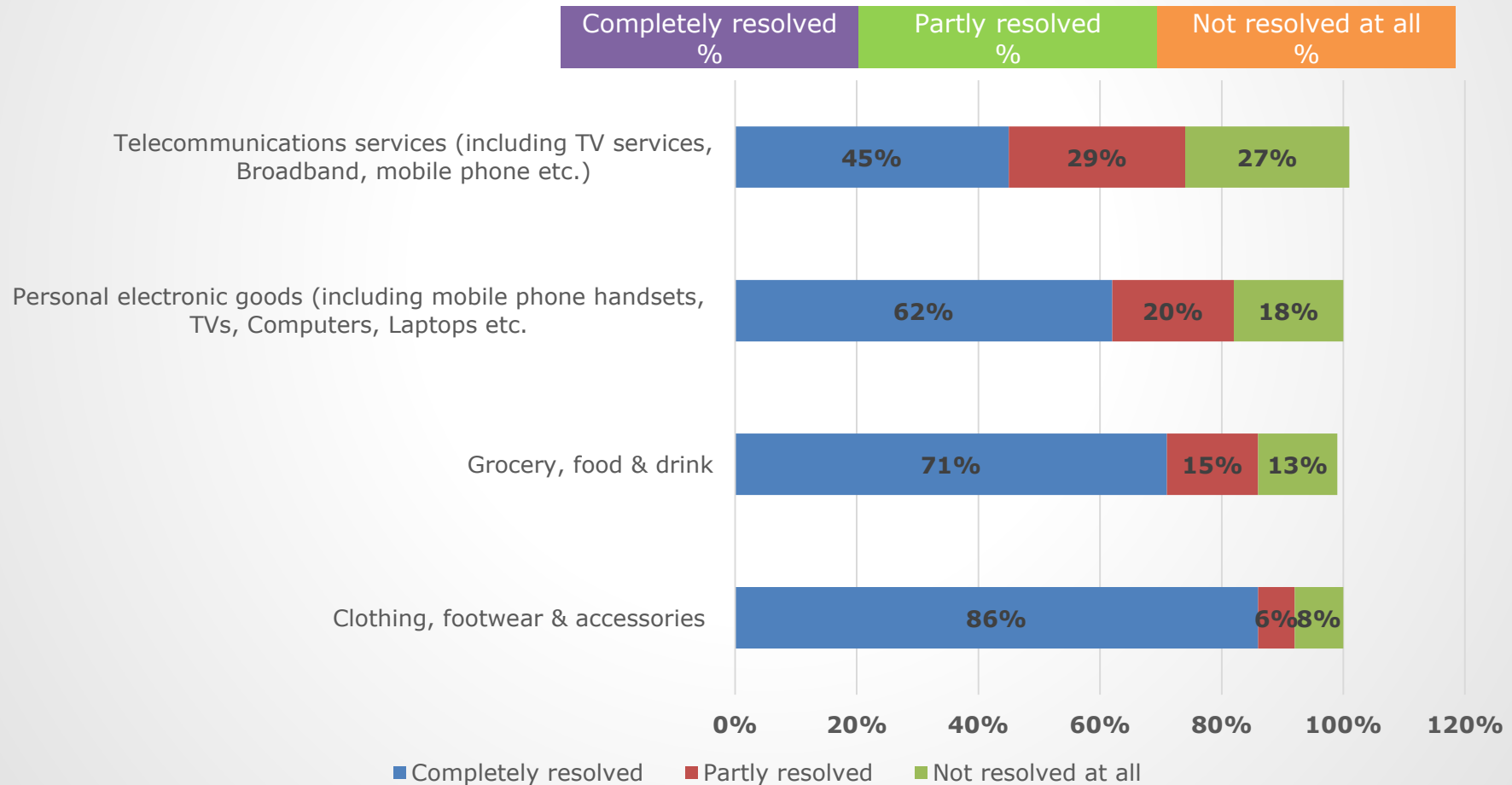


\*Low base size

There is a fairly direct correlation between sectors with issues/problems and likelihood of complaining or reporting. Notable under-reporting in travel, leisure, personal care and medical.

# Problem resolution an issue in telecomms and personal electronics

Base: All Adults 16+ 1,015



Of the key categories, clothing tends to be sorted out, grocery issues slightly less, personal electronics less so again while under half of telecomms issues are fully addressed.

# Survey Methodology and Sample Profile

## Survey Methodology

- This report summarises a consumer survey undertaken for the Competition & Consumer Protection Commission (CCPC) by Behaviour & Attitudes (B&A).
- It was undertaken by means of a face-to-face, in-home survey of 1,001 adults aged 16+. Interviewing is undertaken at 63 randomly selected sampling locations.
- Census-derived quota controls were based on gender, age, social class (industry estimates), region and area (i.e. degree of urbanisation) to ensure that the sample is properly reflective of the Irish population.
- When all 63 assignments are cumulated together the sample structure mirrors the results of the latest census of population. Data can be deemed to have an accuracy of +/- 3 percentage points.
- The survey was conducted from 21<sup>st</sup> November – 15<sup>th</sup> December, 2016.

# Profile of Sample

Base: All Adults 16+ 1,015

