



# QUESTIONNAIRE

## Consumer satisfaction with the retail distribution of goods

### SCREENING

S1. I will read out a list of product groups and would like you to tell me whether you or a member of your household have/has bought them in the last 12 months.

Just answer with “yes” or “no”

		YES	NO
-	Fresh fruit and vegetables, excluding dried fruit and frozen vegetables	1	2
-	Non-alcoholic beverages for consumption at home, including instant coffee and tea, soft drinks, cordials, mineral waters, fruit juices, smoothies, etc.	1	2
-	Meat (fresh or frozen meat excluding processed meat)	1	2
-	Clothing and footwear	1	2

S2. In the last 12 months, have you bought or has a member of your household bought any of the following recreation and culture goods?

		YES	NO
-	Books	1	2
-	Stationery	1	2
-	Toys and games (including consoles such as PlayStation, Nintendo, etc.)	1	2

S3. Could you tell me whether you or a member of your household have/has bought the following in the last two years?

		YES	NO
-	<b>Information and communication equipment</b>		
-	PC/Desktop	1	2
-	Laptop/Notebook	1	2
-	Hardware	1	2
-	Printer	1	2
-	Scanner	1	2
-	Fax	1	2
-	Fixed telephone set	1	2
-	Mobile phone	1	2
-	Mobile phone accessories	1	2
-	<b>Other household electrical equipment</b>		
-	Refrigerator	1	2
-	Freezer	1	2
-	Cooker	1	2
-	Washing machine	1	2
-	Dishwasher	1	2
-	Tumble dryer	1	2
-	Electrical cleaning equipment	1	2
-	Heater	1	2
-	Vacuum cleaner	1	2
-	Other small electrical appliance	1	2
-	<b>Other entertainment and leisure goods</b>		
-	Flat screen TV	1	2
-	Ordinary/other TV set	1	2
-	Video projector	1	2
-	Radio/hi-fi system	1	2
-	DVD player/recorder	1	2
-	Home cinema equipment	1	2
-	MP3 player	1	2
-	Digital camera	1	2
-	Digital camcorder	1	2



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S4. And could you to tell me whether you or a member of your household have/has bought new motor vehicles (e.g. car, motorcycle, etc.) in the last five years?

YES	1
NO	2

IF YES IN S4, ASK S5

S5. Was it a ...

Car	1
Motorcycle	2



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### RETAILER

#### FOR FRESH FRUIT AND VEGETABLES

SUP1a. In which of the following places have you or has a member of your household bought fresh fruit and vegetables most? (READ OUT - SEVERAL ANSWERS POSSIBLE)

IF 2 ANSWERS OR MORE IN SUP1A, ASK SUP1B.

IF ONLY ONE ANSWER IN SUP1A, CODE ALSO ANSWER GIVEN IN SUP1A AS THE MAIN PLACE OF PURCHASE IN SUP1B

SUP1b. And where have you or has a member of your household bought fruit and vegetables last? (ONE ANSWER ONLY)

	SUP1A Places of purchase	SUP1B <u>Last place of purchase</u>
Supermarkets and hypermarkets (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	1	1
Discount stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	2	2
Department stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	3	3
Superettes/Convenience stores belonging to a retail chain ( EXAMPLES TO BE ADAPTED TO THE COUNTRY )	4	4
Greengrocers/night-shops	5	5
Street markets/farm shops	6	6
Petrol stations (after-hours sales)	7	7
Internet	8	8
Mail and phone order	9	9
Sales at home (i.e. door-to-door sales)	10	10

#### FOR NON-ALCOHOLIC BEVERAGES

SUP1a. In which of the following places have you or has a member of your household bought non-alcoholic beverages most? (SEVERAL ANSWERS POSSIBLE)

IF 2 ANSWERS OR MORE IN SUP1A, ASK SUP1B.

IF ONLY ONE ANSWER IN SUP1A, CODE ALSO ANSWER GIVEN IN SUP1A AS THE MAIN PLACE OF PURCHASE IN SUP1B

SUP1b. And where have you or has a member of your household bought non-alcoholic beverages last? (ONE ANSWER ONLY)

	SUP1A Places of purchase	SUP1B <u>Last place of purchase</u>
Supermarkets and hypermarkets (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	1	1
Discount stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	2	2
Department stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	3	3
Superettes/Convenience stores belonging to a retail chain (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	4	4
Grocery stores/night-shops	5	5
Street markets/farm shops	6	6
Petrol stations (after-hours sales)	7	7
Internet	8	8
Mail and phone order	9	9
Sales at home (i.e. door-to-door sales)	10	10



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### FOR MEAT

SUP1a. In which of the following places have you or has a member of your household bought meat most?  
(SEVERAL ANSWERS POSSIBLE)

IF 2 ANSWERS OR MORE IN SUP1A, ASK SUP1B.

IF ONLY ONE ANSWER IN SUP1A, CODE ALSO ANSWER GIVEN IN SUP1A AS THE MAIN PLACE OF PURCHASE IN SUP1B

SUP1b. And where have you or has a member of your household bought meat last? (ONE ANSWER ONLY)

	SUP1A Places of purchase	SUP1B <u>Last place of purchase</u>
Supermarkets and hypermarkets (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	1	1
Discount stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	2	2
Department stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	3	3
Superettes/Convenience stores belonging to a retail chain (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	4	4
Butchers/night-shops	5	5
Street markets/farm shops	6	6
Petrol stations (after-hours sales)	7	7
Internet	8	8
Mail and phone order	9	9
Sales at home (i.e. door-to-door sales)	10	10

### FOR INFORMATION AND COMMUNICATION EQUIPMENT

SUP1a. In which of the following places have you or has a member of your household bought information and communication equipment most? (SEVERAL ANSWERS POSSIBLE)

IF 2 ANSWERS OR MORE IN SUP1A, ASK SUP1B.

IF ONLY ONE ANSWER IN SUP1A, CODE ALSO ANSWER GIVEN IN SUP1A AS THE MAIN PLACE OF PURCHASE IN SUP1B

SUP1b. And where have you or has a member of your household bought information and communication equipment last? (ONE ANSWER ONLY)

	SUP1A Places of purchase	SUP1B <u>Last place of purchase</u>
Supermarkets and hypermarkets (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	1	1
Discount stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	2	2
Department stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	3	3
Retail chains stores ( EXAMPLES TO BE ADAPTED TO THE COUNTRY )	4	4
Small shops/stores	5	5
Internet	6	6
Mail and phone order	7	7
Sales at home (i.e. door-to-door sales)	8	8



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### FOR HOUSEHOLD ELECTRICAL EQUIPMENT

SUP1a. In which of the following places have you or has a member of your household bought household electrical equipment most? (SEVERAL ANSWERS POSSIBLE)

IF 2 ANSWERS OR MORE IN SUP1A, ASK SUP1B.

IF ONLY ONE ANSWER IN SUP1A, CODE ALSO ANSWER GIVEN IN SUP1A AS THE MAIN PLACE OF PURCHASE IN SUP1B

SUP1b. And where have you or has a member of your household bought household electrical equipment last? (ONE ANSWER ONLY)

	SUP1A Places of purchase	SUP1B <u>Last place of purchase</u>
Supermarkets and hypermarkets (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	1	1
Discount stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	2	2
Department stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	3	3
Retail chains stores ( EXAMPLES TO BE ADAPTED TO THE COUNTRY )	4	4
Small shops/stores	5	5
Internet	6	6
Mail and phone order	7	7
Sales at home (i.e. door-to-door sales)	8	8

### FOR ENTERTAINMENT AND LEISURE GOODS

SUP1a. In which of the following places have you or has a member of your household bought entertainment and leisure goods most? (SEVERAL ANSWERS POSSIBLE)

IF 2 ANSWERS OR MORE IN SUP1A, ASK SUP1B.

IF ONLY ONE ANSWER IN SUP1A, CODE ALSO ANSWER GIVEN IN SUP1A AS THE MAIN PLACE OF PURCHASE IN SUP1B

SUP1b. And where have you or has a member of your household bought entertainment and leisure goods last? (ONE ANSWER ONLY)

	SUP1A Places of purchase	SUP1B <u>Last place of purchase</u>
Supermarkets and hypermarkets (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	1	1
Discount stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	2	2
Department stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	3	3
Retail chains stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	4	4
Small shops/stores (book stores, photo shops, etc.)	5	5
Internet	6	6
Mail and phone order	7	7
Sales at home (i.e. door-to-door sales)	8	8



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### FOR CLOTHING AND FOOTWEAR

SUP1a. In which of the following places have you or has a member of your household bought clothing and footwear most?  
(SEVERAL ANSWERS POSSIBLE)

IF 2 ANSWERS OR MORE IN SUP1A, ASK SUP1B.

IF ONLY ONE ANSWER IN SUP1A, CODE ALSO ANSWER GIVEN IN SUP1A AS THE MAIN PLACE OF PURCHASE IN SUP1B

SUP1b. And where have you or has a member of your household bought clothing and footwear last? (ONE ANSWER ONLY)

	SUP1A Places of purchase	SUP1B <u>Last place of purchase</u>
Supermarkets and hypermarkets (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	1	1
Discount stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	2	2
Department stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	3	3
Retail chains stores (EXAMPLES TO BE ADAPTED TO THE COUNTRY)	4	4
Small stores/boutiques	5	5
Street markets	6	6
Internet	7	7
Mail and phone order	8	8
Sales at home (i.e. door-to-door sales)	9	9

### FOR NEW MOTOR VEHICLES

SUP1. In which of the following places have you or has a member of your household bought a car/motorcycle last (INT.:  
DEPENDING ON ANSWER IN S5)?

Car/motorcycle dealer (EXAMPLE TO BE ADAPTED BY COUNTRY)	1	1
Import/Export agent (EXAMPLE TO BE ADAPTED BY COUNTRY)	2	2
Internet	3	3

SUP2. You said you purchased a car/motorcycle in (DISTRIBUTION CHANNEL), could you please tell me the name of the retailer you bought from?

RETAILER THEY BOUGHT FROM	
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### FOR ALL PRODUCTS EXCEPT NEW MOTOR VEHICLES

SUP2. You said you purchased [*PRODUCT*] in (DISTRIBUTION CHANNEL), could you please tell me the name of the retailer you have used most?

RETAILER	
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FOR ALL PRODCUTS

**OVERALL SATISFACTION**

SA1. SATISFACTION

Overall, to what extent are you satisfied with (RETAILER) when it comes to buying [*PRODUCT*]? Please give me a score from 1 to 10, where ...

- 1 means that you are NOT SATISFIED AT ALL
- 10 means that you are FULLY SATISFIED.

You can qualify your answers by using the in-between scores. (SHOW CARD 1 WITH SCALE)

		NOT SATISFIED					FULLY SATISFIED					D N K
		AT ALL										
		1	2	3	4	5	6	7	8	9	10	
1.	OVERALL SATISFACTION	1	2	3	4	5	6	7	8	9	10	11



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**QUALITY AND PRICE OF PRODUCTS**

QLPR1. Next, we will discuss the quality and price of products offered by (RETAILER) when you purchase *[PRODUCT]?* I will read out a number of statements and would like you to give me, for each of them, a score from 1 to 10, where ...

- 1 means that you TOTALLY DISAGREE
- 10 means that you TOTALLY AGREE.

You can qualify your answers by using the in-between scores. (SHOW CARD 2 WITH SCALE)

		TOTALLY DISAGREE					TOTALLY AGREE					D N K
		1	2	3	4	5	6	7	8	9	10	
1	<b>SAFETY</b> (RETAILER) offers safe <i>[PRODUCTS]</i>	1	2	3	4	5	6	7	8	9	10	11
2	<b>ENVIRONMENT-FRIENDLY PRODUCTS</b> (RETAILER) offers a wide enough choice of <i>[PRODUCTS]</i> that have been produced in an environment-friendly way.	1	2	3	4	5	6	7	8	9	10	11
3	<b>INNOVATION</b> (RETAILER) continuously offers a wide enough choice of new products and innovative ideas that meet your needs.	1	2	3	4	5	6	7	8	9	10	11
4	<b>ETHICAL STANDARDS</b> (RETAILER) offers a wide enough choice of <i>[PRODUCTS]</i> that have been produced according to specific ethical standards (e.g. “fair trade”, produced without the use of child labour, etc.).	1	2	3	4	5	6	7	8	9	10	11
5	<b>RELIABILITY</b> <i>NOT ASKED FOR FRUIT AND VEGETABLES, MEAT AND NON-ALCOHOLIC BEVERAGES</i>  <i>[PRODUCTS]</i> sold by (RETAILER) are reliable, i.e. ...	1	2	3	4	5	6	7	8	9	10	11
6	<b>PRODUCT LABELING</b> Product information provided by the producer/manufacturer on labels and/or on the packaging is clear, accurate and sufficient.	1	2	3	4	5	6	7	8	9	10	11
7	<b>ENOUGH CHOICE OF PRICES</b> (RETAILER) offers a wide enough choice of <i>[PRODUCTS]</i> at different prices.	1	2	3	4	5	6	7	8	9	10	11
8	<b>PRICE COMPARABILITY</b> You can easily compare prices of products at (RETAILER) when buying <i>[PRODUCTS]</i>	1	2	3	4	5	6	7	8	9	10	11
9	<b>ENOUGH CHOICE OF QUALITIES</b> (RETAILER) offers a wide enough choice of <i>[PRODUCT]?</i> of different qualities.	1	2	3	4	5	6	7	8	9	10	11
10	<b>QUALITY COMPARABILITY</b> You can easily compare the quality of products at your retailer when buying <i>[PRODUCTS]</i> .	1	2	3	4	5	6	7	8	9	10	11
11	<b>SECURE PAYMENTS</b> (RETAILER) offers easy and safe ways to pay for <i>[PRODUCT]</i> .	1	2	3	4	5	6	7	8	9	10	11
12	<b>AFFORDABILITY</b> <i>[PRODUCTS]</i> at (RETAILER) are affordable.	1	2	3	4	5	6	7	8	9	10	11
13	<b>TRANSPARENCY</b> Prices are clear and accurate, i.e. you know exactly what you are going to pay, before you buy the product.	1	2	3	4	5	6	7	8	9	10	11
14	<b>OVERALL PRICE</b> Overall, (RETAILER)’s prices offer reasonable value for money.	1	2	3	4	5	6	7	8	9	10	11



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### QUALITY OF SERVICES

QLS1. I will read out a number of statements about the quality of the services offered by (RETAILER) and would like you to tell me how much you agree with each of them or not. (SHOW CARD 2 WITH SCALE)

		TOTALLY DISAGREE					TOTALLY AGREE					D N K
		1	2	3	4	5	6	7	8	9	10	
1	<b>OPENING HOURS</b> You can do your shopping for <i>[PRODUCT]</i> when it is convenient to you.	1	2	3	4	5	6	7	8	9	10	11
2	<b>EASE OF PURCHASE</b> It is quick and easy to find the products you want at (RETAILER).	1	2	3	4	5	6	7	8	9	10	11
3	<b>STAFF</b> The staff are well-informed about <i>[PRODUCT]</i> and are helpful to you when you need it	1	2	3	4	5	6	7	8	9	10	11
4	<b>DELIVERY FULFILMENT</b> Products are delivered according to the purchase order, i.e. you get the right product within the agreed deadline - whether you buy the goods at distance or at an actual shop.	1	2	3	4	5	6	7	8	9	10	11
5	<b>REPAIRERS/MECHANICS</b> <i>ASKED ONLY FOR NEW MOTOR VEHICLES</i>  You have a wide enough choice of repairers/mechanics where you can get your car/motorcycle serviced.	1	2	3	4	5	6	7	8	9	10	11
6	<b>OVERALL</b> (RETAILER) offers a quality service overall.	1	2	3	4	5	6	7	8	9	10	11



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**TRUST - NEGATIVE EXPERIENCES AND COMPLAINTS**

TR1. Let's move on to trust issues now. To what extent do you agree with the following statements? Please use the same scale from 1 to 10 to tell me the extent to which you agree with each of them. (SHOW CARD 2 WITH SCALE)

		TOTALLY DISAGREE					TOTALLY AGREE					D N K
		1	2	3	4	5	6	7	8	9	10	
1	<b>ADVERTISING</b> Advertising from (RETAILER) does not deceive, mislead or omit relevant information.	1	2	3	4	5	6	7	8	9	10	11
2	<b>PROTECTION OF PRIVACY</b> At (RETAILER), your privacy is protected, i.e. none of your personal information is recorded, shared with third parties or used for purposes other than those you have agreed to.	1	2	3	4	5	6	7	8	9	10	11
3	<b>COOLING-OFF PERIOD</b> <i>ASK ONLY IF PRODUCT PURCHASED BY MAIL, BY PHONE ORDER, VIA THE INTERNET OR SALES AT HOME</i>  <i>NOT ASKED FOR FRUIT AND VEGETABLES, MEAT, NON-ALCOHOLIC BEVERAGES</i>  (RETAILER) would let you return [PRODUCT] you bought through distance sale within (NUMBER OF DAYS ACCORDING TO COUNTRY) days (known as the cooling-off period).	1	2	3	4	5	6	7	8	9	10	11
4	<b>DEFECTIVE GOOD</b> <i>NOT ASKED FOR FRUIT AND VEGETABLES, MEAT, NON-ALCOHOLIC BEVERAGES</i>  (RETAILER) would agree to replace, repair, reduce the price or give you your money back if the [PRODUCT] was defective or not fit for purpose.	1	2	3	4	5	6	7	8	9	10	11
5	<b>AGGRESSIVE PRACTICES</b> You have felt unduly coerced or pressurised to buy [PRODUCT] at (RETAILER)	1	2	3	4	5	6	7	8	9	10	11
6	<b>CLEAR CONTRACT TERMS</b> <i>NOT ASKED FOR FRUIT AND VEGETABLES, MEAT, NON-ALCOHOLIC BEVERAGES</i>  When a written guarantee or contract is provided by (RETAILER), it is clear and easy to understand (i.e. transparent to you).	1	2	3	4	5	6	7	8	9	10	11
7	<b>FAIR CONTRACT TERMS</b> <i>NOT ASKED FOR FRUIT AND VEGETABLES, MEAT, NON-ALCOHOLIC BEVERAGES</i>  When a written contract is provided by (RETAILER), the contract terms are fair.	1	2	3	4	5	6	7	8	9	10	11
8	<b>TRUSTWORTHY STAFF</b> The staff are trustworthy, i.e. they do not provide you with information that deceives, misleads or omit relevant information.	1	2	3	4	5	6	7	8	9	10	11
9	<b>OVERALL</b> Overall, (RETAILER) is trustworthy and adheres to the rules set in place to protect consumers.	1	2	3	4	5	6	7	8	9	10	11



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NEC1. How many problems have you experienced in the past 12 months with (RETAILER) when purchasing (NOT ASKED FOR FRUIT AND VEGETABLES, MEAT, NON-ALCOHOLIC BEVERAGES)?

Problems

IF  $\geq 1 \rightarrow$  SAY "Let's continue with the most serious problem that you have experienced over the last 12 months?"

IF NEC1.  $\geq 1$  GO TO NEC2, OTHERS GO TO MPF1

NEC2. What problems did you experience? (DO NOT READ OUT - SEVERAL ANSWERS POSSIBLE)

1	Quality of the product (e.g. defective/damaged product, lacked durability/freshness)
2	Quality of the service (e.g. poor, no service provided, wrong product)
3	Delivery problems (e.g. late or not at all)
4	Repair problems (e.g. failure or delay)
5	Problems for getting refunds or with cancellation rights
6	Problem with retailer (e.g. refusing to help, being difficult, obstructive)
7	Problems for returning unwanted goods
8	Problems with claims arising under guarantee
9	Problems with product or service safety
10	Contract, terms and Conditions (e.g. unfair, not clear, not enough information)
11	Selling methods (e.g. under pressure, multi-packs, bogus selling)
12	Incorrect information (e.g. incorrect labelling, wrong description, cancellation, misleading advice)
13	Prices (e.g. too high, not indicated, wrong advertised price)
14	No answer

NEC3. Did you communicate or discuss your problem with a representative of (RETAILER)?

NEC4.  $\leftarrow$

NEC5  $\leftarrow$

Yes	1
No	2

NEC4. IF NEC3.=1

Which statement best reflects how (RETAILER) dealt with your problem? (ONE ANSWER ONLY)

They provided a solution to my problem and I was satisfied with it	1
They provided a solution to my problem but I was not satisfied with it	2
They did not provide a solution to my problem	3

NEC5. Did you take any further action against (RETAILER)? (ONE ANSWER ONLY)

Yes	1
No	2
DK	3



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**MARKET FACTORS AND COMMITMENT**

MPF1. And could you please tell me whether you agree with each of the following statements? Please use the same scale from 1 to 10. (SHOW CARD 2 WITH SCALE)

		TOTALLY DISAGREE					TOTALLY AGREE					D N K
		1	2	3	4	5	6	7	8	9	10	
1	<b>COMPETITION</b> You have a wide enough choice of retailers that you can purchase <i>[PRODUCT]</i> from conveniently.	1	2	3	4	5	6	7	8	9	10	11
2	<b>PRICE COMPARABILITY</b> You can easily compare prices from different retailers when buying <i>[PRODUCT]</i> in (COUNTRY).	1	2	3	4	5	6	7	8	9	10	11
3	<b>CROSS BORDER PRICE COMPARABILITY</b> You can easily compare prices from retailers in (COUNTRY) with prices from retailers in other EU-countries when buying <i>[PRODUCT]</i> .	1	2	3	4	5	6	7	8	9	10	11
4	<b>QUALITY COMPARABILITY</b> You can easily compare the quality of products from different retailers when buying <i>[PRODUCT]</i> in (COUNTRY).	1	2	3	4	5	6	7	8	9	10	11
5	<b>CROSS BORDER QUALITY COMPARABILITY</b> You can easily compare the quality of products from different retailers in (COUNTRY) with the quality of products from retailers in other EU-countries when buying <i>[PRODUCT]</i> .	1	2	3	4	5	6	7	8	9	10	11
6	<b>CROSS-BORDER PURCHASING</b> It is worthwhile to buy <i>[PRODUCT]</i> directly from another EU-country.	1	2	3	4	5	6	7	8	9	10	11
7	<b>CHOICE</b> There is enough choice of <i>[PRODUCT]</i> on the market, i.e. the products you want are available.	1	2	3	4	5	6	7	8	9	10	11
8	<b>TRUST</b> Retailers on the market are trustworthy.	1	2	3	4	5	6	7	8	9	10	11
9	<b>OVERALL</b> Overall, you are satisfied with the market for <i>[PRODUCT]</i> .	1	2	3	4	5	6	7	8	9	10	11

MPF2. Have you used the internet to compare prices (for example price comparison websites) of *[PRODUCT]*? (ONE ANSWER ONLY)

Yes, and you bought them via the internet.	1
Yes, but you bought them in a shop (face-to-face).	2
Yes, but you did not buy them.	3
No	4
DK	5



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- MPF3. To what extent do you agree with the following statements? Please use a scale from 1 to 10 where:
- 1 means that you TOTALLY DISAGREE
  - 10 means that you TOTALLY AGREE.

You can qualify your answers by using the in-between scores. (SHOW CARD 2 WITH SCALE)

If you have to buy [*PRODUCT*] in the next 12 months...?

	TOTALLY DISAGREE						TOTALLY AGREE				D N K
	1	2	3	4	5	6	7	8	9	10	
1 You will still buy them at (RETAILER).	1	2	3	4	5	6	7	8	9	10	11
2 <i>(DO NOT ASK IF RESPONDENT HAS BOUGHT THROUGH MAIL AND PHONE ORDER -&gt; CODE 9 IN SUP1B)</i>  You would buy them through phone or mail order	1	2	3	4	5	6	7	8	9	10	11
3 <i>(DO NOT ASK IF RESPONDENT HAS BOUGHT OVER THE INTERNET -&gt; CODE 8 IN SUP1B.)</i>  You would buy them over the internet	1	2	3	4	5	6	7	8	9	10	11
4 You would buy them from a retailer in another EU-country.	1	2	3	4	5	6	7	8	9	10	11
5 You would like to buy the products from another retailer but there is no convenient alternative.	1	2	3	4	5	6	7	8	9	10	11