Consumer rights and consumer organisations in the Czech Republic

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INTRODUCTION

As part of the accession process of the Czech Republic to the European Union, the country adopted legislation to give Czechs similar consumer rights as citizens in other EU countries. To bring this legislation into practice in the daily lives of Czech consumers the Commissioner for Health and Consumer Protection, Markos Kyprianou, said there was a need for “stimulating consumer-friendly business behaviour, promoting consumer associations, helping consumers claim their rights and triggering active attitudes by consumers”\(^1\). In order to stimulate a shift from, as Commissioner Kyprianou describes it, consumer protection to consumer empowerment, the European Commission launched an information campaign on consumer rights in the Czech Republic in 2006.

This information campaign comprised three television advertisements, broadcasted on Czech television (Prima, CT1 and CT2) between the 5\(^{th}\) of May and the 20\(^{th}\) of November 2006. Those advertisements concerned consumer rights related to taking out credit, package holidays and internet shopping. The PR events focused on package holidays (7\(^{th}\) June), consumer credit (12\(^{th}\) July) internet shopping (13\(^{th}\) November) as well as guarantees and warranties (15\(^{th}\) December 2006).

Between the 20\(^{th}\) of January and the 5\(^{th}\) of February 2007 TNS Opinion & Social, a consortium of Taylor Nelson Sofres and EOS Gallup Europe, carried out this third wave of the survey on consumer rights in the Czech Republic. The survey was conducted through face-to-face interviews on a representative sample of 1,169 Czechs aged 15 years and over. The national institute responsible for the fieldwork was TNS AISA.

The first wave of the study was conducted before the information campaign was launched, between the 13\(^{th}\) and 27\(^{th}\) of April. The second wave was conducted between the 10\(^{th}\) of June and 10\(^{th}\) of July 2006, in a period when the campaign was already running in the Czech Republic. It should to be noted that this third wave of the survey was conducted two months after the television campaign ended in the Czech Republic. The Czechs’ perceptions of the campaign and its different events might therefore have been influenced accordingly.

The survey’s main aim was to measure the impact of the European Union’s information campaign on consumer rights awareness in the Czech Republic. The following topics were covered:

- awareness and perception of consumer rights campaign in the Czech Republic
- awareness of consumer rights organisations
- the Czechs awareness of consumer rights

Findings from the third wave of the survey have been presented in this report and wherever possible, the results were compared to the data obtained in the first two waves. Since the campaign was targeted at those aged 20-35 years the findings of the study are presented for this group whenever they were statistically different from the total population results.

1. Consumers’ Rights Campaign in the Czech Republic

The television spots that were broadcasted in the Czech Republic promoted the Czech consumers defence association, *SOS – Sdružení Obrany Spotrebitelů*. Its’ logo and also the EU logo were clearly visible in all spots. Apart from informing Czechs about their rights as consumers, it was also stressed that all consumers in the European Union have such rights.

In order to measure citizens’ awareness of the campaign the three television spots were shown to the respondents during the interview. They were then asked whether they had seen any of them before.

1.1. Consumers’ Rights Campaign in general

*Questionnaire source: Q18*

- Majority of Czechs have seen the TV spots -

The results show that a vast majority of Czechs (83%) has seen at least one of the TV spots on consumer rights; 41% saw all three spots and 17% claimed they did not see any of them. These figures also reflect television’s position as a primary source of information for citizens.

In comparison with the results of this study’s previous wave, conducted some months after the campaign started, the percentage of respondents who saw at least one of the TV spots increased significantly (+21 percentage points). The number of consumers who had seen all of them nearly doubled (+20 points) and, logically the proportion of those who had not seen any of the spots also decreased considerably (-21 points).

Czechs seem to be especially familiar with the television spot concerning “package holidays” (69%), followed by the spot about “shopping on the internet” (63%). The advertisement concerning “consumer credits” is the least well known among the three that were broadcasted. Nevertheless, an absolute majority of Czechs (57%) claim to already have seen that particular spot.

The spot concerning “shopping on the internet” seems to have been the most successfully advertised, with the proportion of Czechs having seen it rising by 25 percentage points in the last six months of 2006. Similarly, the proportion of citizens familiar with the advertisement concerning “package holidays” (+23 points) and “consumer credits” (+17 points) also increased notably.

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2 Q18 Have you already seen this spot on TV?
From a socio-demographic point of view we can observe that women, Czechs being aged 25-39 and house persons are generally more likely to have seen the different television spots than other socio-demographic groups.

*Questionnaire source: Q20*

- The campaign message is very well perceived by the consumers -

The campaign message is generally very well perceived with 45% of Czechs saying it is ‘very good’ and 48% describing it as ‘fairly good’. Only 5% of the public do not like the message: according to 4% it is ‘fairly bad’ and 1% think it is ‘very bad’.

Compared with the second wave of the survey, a positive evolution can be observed, with 7 percentage points more Czechs finding the message “very good” after the campaign’s end. Correspondingly, the proportion of people finding the message “fairly good” shrunk by 5 percentage points. Therefore, the total proportion of Czechs finding the message very good or fairly good grew only slightly, by 2 percentage points (from 91% to 93%).

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3 Q20 Overall, how would you rate the message? Would you say that this message is...?
When we take a closer look at how Czechs rate the message, we find that a vast majority consider the message to be relevant to consumers (92%). The opposite opinion – that the message is not relevant - is shared by 6% of Czechs.

The campaign aimed at informing citizens that all consumers have rights in the European Union. The proportion of respondents who agree that the campaign’s message is indeed about consumer rights in the EU is high, with 87% of citizens thinking so.

Furthermore, 86% of Czechs disagree with the statement that the campaign message is difficult to understand. The opposite opinion – that the message is difficult to understand - is shared by 12% of respondents.

Czechs also widely disagree with the statement that it is not clear who is sending the message (81%) and that the message is not attractive (75%). Conversely, 16% indicate that it is not clear who is sending the message; whereas 19% agree that the message is not attractive.

According to around three quarters of Czechs (73%) the message aims to promote **SOS – Sdružení Obrany Spotřebitelů**.

In comparison with the summer 2006 wave, Czechs now tend to agree slightly more that the campaign message is relevant to Czech consumers (+4 percentage points). They are also slightly more likely to disagree with the statement that the message is difficult to understand (+4 points) and that it is not clear who is sending the message (+3 points). Conversely, the proportion of respondents agreeing that the message aims to promote **SOS – Sdružení Obrany Spotřebitelů** decreased by 3 percentage points.

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*Q19* Focusing on the campaign in general, please tell me whether or not you agree with the following.
Q19 Focusing on the campaign in general, please tell me whether or not you agree with the following.

Agree / Disagree

- Agree - The message is relevant to Czech consumers: 92% agree, 88% disagree.
- Agree - The message is about consumer rights in the European Union: 87% agree, 87% disagree.
- Disagree - The message is difficult to understand: 86% disagree, 82% agree.
- Disagree - It is not clear who is sending the message: 81% disagree, 78% agree.
- Disagree - The message is not attractive: 75% disagree, 75% agree.
- Agree - The message aims to promote SOS: 73% agree, 76% disagree.

Among the different socio-demographic categories, managers (82%) and respondents aged 25-39 (85%) are most likely to disagree that the message is unattractive. Furthermore, people aged 25-39 (91%), those that ended their education at the age of 20 or later (91%) and white-collar workers (92%) were most inclined to say that the message is about consumer rights in the European Union.
1.2. The slogan of the Consumers’ Rights Campaign

Questionnaire source: Q4

- A vast majority of Czechs know the slogan "Trvejte na svých právech" -

When the Czechs were asked whether they know the campaign slogan "Trvejte na svých právech" ("Insist on your rights"), a vast majority of respondents (68%) claim to have heard it, whereas around one-third (32%) say they have not.

The proportion of respondents who say they have heard the message increased considerably (from 50% to 68%) in the second half of 2006, which indicates that the information campaign clearly made the Czechs more familiar with the slogan.

Q4.1 Have you heard the message "Trvejte na svých právech"?

Familiarity with the slogan was most common among respondents aged 25-39 (71%) compared with 64% of respondents being 55+, students (75%), those who finished their education at the age of 20 or later (73% compared with 55% for those who finished at age 15 or earlier) and inhabitants of small / mid-size towns (70%).

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5 Q4 Have you heard the message "Trvejte na svých právech"?
- Czechs associate positive adjectives with the slogan "Trvejte na svých právech" -

The Czechs generally associate positive adjectives with the slogan "Trvejte na svých právech". The largest proportion of respondents (91%) thinks that the slogan is "relevant". Slightly fewer (87%) consider it to be easy to remember. An overwhelming majority does not consider the message to be "useless" or "not clear" (both 87%). Furthermore, 82% think that the message is convincing.

The results are very similar to these obtained in the last wave of this survey. In comparison with the results of the study conducted during the campaign the most significant divergence can be noticed in the proportion of respondents who think that the adjective "not clear" does not apply to the message of the slogan (+4 percentage points).

Q5. Please tell me whether or not the following adjectives apply to the message "Trvejte na svých právech".

<table>
<thead>
<tr>
<th>Applies / Does not apply</th>
<th>01-02 / 2007</th>
<th>06-07 / 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applies - Relevant</td>
<td>91%</td>
<td>88%</td>
</tr>
<tr>
<td>Applies - Easy to remember</td>
<td>87%</td>
<td>90%</td>
</tr>
<tr>
<td>Does not apply - Not clear</td>
<td>87%</td>
<td>83%</td>
</tr>
<tr>
<td>Does not apply - Useless</td>
<td>87%</td>
<td>84%</td>
</tr>
<tr>
<td>Applies - Convincing</td>
<td>82%</td>
<td>84%</td>
</tr>
</tbody>
</table>

6 Q5 Please tell me whether or not the following adjectives apply to the message "Trvejte na svých právech".
Overall, figures for the different socio-demographic categories tend to be fairly similar. However, men are more likely than women to consider the slogan to be useless (11% vs. 5%); respondents who finished education at 20 years of age or later (92%) and managers (92%) are the most inclined to disagree that the statement is not clear.

### 1.3. Consumer rights in the media

**Questionnaire source: Q1**

- *The majority of Czechs have seen or heard something about consumer rights in the media*

The vast majority of Czechs (70%) say they have seen or heard information regarding consumer rights in the media. Around four in ten (42%) saw or heard something in the last few weeks, whereas 28% of Czechs recall seeing or hearing such messages in the preceding few months. Conversely, around a quarter (26%) of respondents say they did not see or hear anything about consumer rights in the media.

The proportion of Czechs who say they saw or heard something about consumer rights in the media in the last few weeks decreased very slightly since summer 2006 (from 44% to 42%). However after the campaign more Czechs say they saw or heard something in the last few months (21% vs. 28%). This could possibly be explained by the fact that this survey was conducted almost two months after the campaign ended. Moreover, less people did not see or hear anything about consumer rights in the media (26% vs. 31%).

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7 Q1 Have you recently seen or heard anything in the media about consumer rights, meaning the rights consumers have when they get treated unfairly by shops, banks, travel agents etc.?
Exposure to information about consumer rights in the media depends on a respondent’s age, level of education, occupation and place of residence. Respondents aged between 25-39 years were more likely to come across information about consumer rights in the media than younger respondents (76% vs. 61% for age 15-24). Also those who finished their education at the age of 20 or later (79%) were more likely to do so than respondents ending their education at the age of 15 or earlier (79% vs. 54%). Meanwhile, unemployed respondents were less likely to come across information about consumer rights than managers (58% vs. 82%). Inhabitants of rural areas were exposed to such information less often (65%) than those who live in small and mid-size towns (76%).

*Questionnaire source: Q28*

*Information about consumer rights mainly encountered through television -*

Television remains the main source of information about consumer rights: 62% of respondents who say they came across such information indicate that TV advertising was the source of information whereas 44% indicate that a television programme was the source. Other media are mentioned far less frequently: magazines or newspapers (25%), radio (12%), internet (11%) and brochures or leaflets (3%).

In comparison with results obtained when the campaign still was running, the proportion of Czechs who came across information about consumer rights through TV advertisements increased notably (+9 percentage points). This is certainly an effect of the campaign. Meanwhile, fewer people saw or heard about consumer rights through a television programme (-5 points) or the radio (-4 points). Seeing such information on the internet became slightly more common (+3 points).
Q2 Where did you see or hear information on consumer rights?

Was it on...? (MULTIPLE ANSWERS POSSIBLE)

<table>
<thead>
<tr>
<th>Source</th>
<th>01-02 / 2007</th>
<th>06-07 / 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV advertising</td>
<td>62%</td>
<td>49%</td>
</tr>
<tr>
<td>A TV programme</td>
<td>44%</td>
<td>26%</td>
</tr>
<tr>
<td>A magazine, newspapers</td>
<td>25%</td>
<td>11%</td>
</tr>
<tr>
<td>The radio</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>The Internet</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Brochures or leaflets</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other (SPONTANEOUS)</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>DK</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

As regards sources of information on consumer rights, the following interesting socio-demographic differences were recorded: Younger age groups (aged 15-24, 64%) were more frequently exposed to information on consumer rights through TV advertisements than older ones (aged 55+, 58%). Also students received this information more often through TV advertisements (64%) than people that finished their education at an age of 15 or before (54%) and managers came across the information more frequently through TV advertisements (71%) than self-employed (57%) and manual workers (59%). TV advertisements were furthermore the source of information for more citizens living in a large town (72%) than people in a rural village (57%).

Respondents in the oldest age group (55+) were more likely to come across the information through the radio (20%) than younger ones (age 15-24, 9%). Internet was the major source of information regarding this topic for considerably more men (16%) than women (7%) and young respondents (age 20-35) were far more likely (18%) than older respondents (55+, 3%) to see the information on the internet. These results reflect the fact that different socio-demographic groups have different habits as regards media usage. For example, internet tends to be more widespread among young people, whereas people from older age groups are more likely to listen to the radio.
Questionnaire source: Q3

- “SOS – Sdruzeni Obrany Spotrebitelu” widely seen as source of consumer rights advertisements -

The Czechs who had seen any advertisements concerning consumer rights were asked who they thought was the source of the message.

An absolute majority of respondents (68%) think that SOS – Sdruzeni Obrany Spotrebitelu was responsible for the information about consumer rights they encountered in the media. A considerably smaller proportion (15%) believes the advertisements were placed by the European Union or European Commission and only relatively few respondents (4%) mentioned the Czech government. However, it needs to be taken into account that the proportion of Czechs answering that they do not know from which source the information about consumer rights comes is fairly high (16%).

Compared with the results of the previous study there was an increase (+5 percentage points) in the proportion of respondents who identify SOS to be the source of the advertisements they have seen. Also, less Czechs claim they do not know who is the source of this information (-3 points)

Q3 In your opinion, who was the source of the information you saw or heard about consumer rights? (MAX. 2 ANSWERS)

Respondents aged 15-24 (25%) and students (25%) are the most inclined to think that the European Union or the European Commission was the source of the information they saw or heard about consumer rights. Consumers aged 25-39 are the most likely (73%) to mention SOS.

9 Q3 In your opinion, who was the source of the information you saw or heard about consumer rights?
2. Consumer organisations

2.1. Whom would consumers turn to for information or advice?

Questionnaire source: Q9\(^{10}\)

- Czechs would mainly consult consumer associations for advice about their rights as a consumer -

When searching for advice or information on consumer rights most Czechs declare they would turn to consumer associations (58%). Considerably fewer consumers would consult a lawyer (36%), friends and relatives (35%) or shopkeepers (32%). Around one in ten Czechs (8%) would consult the European Union information office in the Czech Republic.

These results are generally very similar to the results obtained during the first wave, before the information campaign started. It is, however noteworthy that 8% of Czechs now say they would consult the European Union information office - an increase of 4 percentage points since the previous surveys.

In addition, the proportion of consumers who would consult shopkeepers decreased considerably between the first (before the campaign started) and the second wave (from 43% to 28%). In the last six months of 2006 this proportion grew slightly again (+4 percentage points).

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\(^{10}\) Q9 From the following list, where would you go for information or advice about your consumer rights?
In comparison with the total population, respondents aged 25-39 (66%), those who continued their education up to the age of 20 or later (67%), managers (66%), white-collar workers (66%) and inhabitants of small and mid-size towns (62%) would be more likely to approach a consumer association.

Moreover, respondents aged 15-24 (47%), students (50%) and retired people (44%) are more inclined to consult friends and relatives if they need information or advice about their consumer rights. Men (41% vs. 32% of women), respondents aged 40-54 (41%) and the self-employed (48%) are more likely to seek information through lawyers.

Respondents finishing their studies aged 15 or earlier (42%) and unemployed people (44%) would be more inclined to go to a shopkeeper.

Students (13%), managers (12%) and young (15-24 years) respondents (11%) would be slightly more inclined to turn to the European Union information office in the Czech Republic for advice about consumer rights.
Questionnaire source: Q10

- Consumer associations seen as most trustworthy source of information and advice on consumer rights -

Czechs would place most trust in consumer associations (53%) to provide them with correct information about consumer rights. Other sources which enjoy considerably lower confidence levels include: lawyers (22%) and friends/family (9%). 6% of Czechs would place their trust in shopkeepers and only 3% in the EU information office in the Czech Republic. The government was also mentioned very rarely (1%).

The current results are similar to the results of the first two waves of the survey. The Czechs now seem slightly less inclined to trust lawyers as far as information about consumer rights is concerned than in the summer of 2006 (-3 percentage points). The Czechs’ trust in lawyers is therefore at the same level as before the campaign started.
Compared to the overall population those aged 25-39 (62%), those who continued their education up to the age of 20 or later (58%) and manual workers (61%) place more trust in consumer associations. It could be expected that respondents who find consumer organisations the most trustworthy source of information on consumer rights would also be most inclined to actually seek advice from such an association. However in the case of manual workers this is not the case.

Most trust in lawyers is found among respondents aged 40-54 (27%), managers (30%) and inhabitants of rural areas (26%). Friends and relatives are trusted the most as a source of consumer rights information by respondents aged 15-24 (14%), those aged 55+ (15%) and students (18%). Finally, the European Union information office in the Czech Republic was seen as the most reliable source of information more often by students (9%).

2.2. Awareness of consumer organisations

Questionnaire source: Q11a

- Awareness of existing consumer rights organisations generally growing among Czechs -

When we measure the Czechs awareness of consumer organisations we find that the largest proportion of respondents cannot spontaneously mention any organisations or associations dealing with such issues (43%).

The most commonly cited organisation is SOS – Sdruzeni Obrany Spotrebitelu, which was mentioned by 39% of respondents. The D-Test Magazine was referred to by 17% of Czechs. The names of other organisations, associations or magazines dealing with consumer rights are known to considerably fewer Czechs: SCS – Sdruzeni ceskych apotrebitelu is mentioned by 6%, Q-Magazin by 5% and Spotrebitelsky poradensky a informacni servis by 4%. Only 2% mention Centrum Spotrebitelskopodnikatelstvych vzatuh a ochamy spotrebitele.

In comparison with the results of the second wave of the survey the spontaneous awareness of SOS – Sdruzeni Obrany Spotrebitelu increased significantly (from 30% to 39%). Compared with only 9% of Czechs mentioning this particular association before the campaign started (survey’s first wave), the increase of awareness is overwhelming (+30 percentage points). Meanwhile, the proportion of respondents saying they know “none” of the organisations very well decreased by five percentage points (from 48% to 43%) since the summer of 2006 and by a total of 17 points since the survey started. This increased awareness can most probably be seen as an effect of the campaign.

12 Q11a Which organisations/associations / magazines dealing with protection of consumer rights do you know?
13 These results should be treated cautiously as this association’s name was read out by the interviewer previously in the questionnaire (Q3)
Respondents’ awareness of institutions or organisations dealing with consumer rights depends largely on their level of education. *SOS – Sdruzeni Obrany Spotrebitelu* is known to 51% of respondents who continued their education until age 20 or later and only to 22% of respondents who finished education at the age of 15 or earlier. Two-thirds (67%) of poorly educated consumers do not know any of the organisations compared with only 28% among well-educated consumers.
Questionnaire source: Q11b

- Two-thirds of Czechs heard about SOS – Sdruzeni Obrany Spotrebitelu -

The declared awareness of SOS – Sdruzeni Obrany Spotrebitelu, the Consumers Defence Association of the Czech Republic is relatively high. Around two-thirds of Czechs say they have heard of SOS (66%) and about one-third of Czechs have heard of D TEST Obcanske Magazin (33%), SCS – Sdruzeni ceskych apotrebitelu (33%) and Spotrebiteilsky poradensky a informacni servis (28%). Considerably fewer have heard of Q-Magazin (16%) and Centrum Spotrebitelsko-podnikatelskych vztahu a ocharny apotrebitele (14%).

The prompted awareness of SOS – Sdruzeni Obrany Spotrebitelu has increased since the two previous surveys. At the end of the campaign promoting this consumer rights association, the Czechs recognised the name much more frequently than in summer 2006 (+11 percentage points) and more often than in spring 2006 before the campaign had started (total increase of 31 points).

The Czechs’ awareness of the other organisations, associations and magazines dealing with consumer rights generally remained similar to the awareness levels recorded before the campaign started. They were slightly more inclined to have heard of the Spotrebiteilsky poradensky a informacni servis (+4 percentage points over the three waves), SCS – Sdruzeni ceskych apotrebitelu (also +4 points) and D TEST Obcanske Magazin (+3 points over the three waves).

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14 Q11b Have you ever heard of...?
Awareness of these organisations tends to increase with respondents’ level of education. Those with higher education say they have heard of SOS – Sdruzeni Obrany Spotrebitelu (77%), D TEST Obcanske Magazin (43%), SCS – Sdruzeni ceskych apotrebitelu (41%) and Spotrebitelsky poradensky a informacni servis (34%) more often than respondents with elementary education (50%, 18%, 19% and 23% respectively).
Questionnaire source: Q12\textsuperscript{15}

- An absolute majority of Czechs heard of SOS through television -

Among respondents familiar with SOS – Sdruzeni Obrany Spotrebitelu, the vast majority heard about it on television (74%); 8% of Czechs read about the organisation in the press and few respondents learnt about SOS through the internet (5%), radio (4%) or from friends and relatives (4%).

SOS – Sdruzeni Obrany Spotrebitelu clearly became much better known through television after the promotional campaign was launched. Before it started (first wave), 55% of Czechs had heard of the association through television. The proportion of Czechs who learned about SOS through television grew considerably (+17 percentage points) in the first months that the campaign was running, which indicates the television campaign was successful. In the last half of 2006 this figure grew only slightly (+2 points).

Conversely, Czechs gradually tended to learn about SOS less frequently through friends and family. Before the campaign 12% had heard about it through friends and family - a proportion which decreased to 6% during the campaign and to 4% after it had ended. Similar tendencies can be observed for all other information sources listed: the press (-5 percentage points for all waves), the radio (-4 points) and the internet (-1 point).

\textsuperscript{15} Q12 Where did you hear about this organisation?
Q12 Where did you hear about SOS – Sdruzeni Obrany Spotrebitelu?

Although the internet is not a very popular source of information about SOS, respondents aged 15-24 (12%) and students (11%) tend to have learnt about SOS online more frequently than Czechs on average.
2.3. Evaluation of consumer organisations’ services

Questionnaire source: Q13\textsuperscript{16}

- Few Czechs have benefited from the advice of SOS– Sdruzeni Obrany Spotrebitelu -

Of those Czechs that have heard of SOS– Sdruzeni Obrany Spotrebitelu, 6% have actually asked the organisation for information or advice. Since the campaign’s start, this proportion grew only marginally.

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{graph.png}
\caption{Q13 Did you ever ask SOS – Sdruzeni Obrany Spotrebitelu for information or advice?}
\end{figure}

From a socio-demographic point of view, self-employed respondents (11%) and those that ended their studies at the age of 20 or later (10%) tend to have contacted SOS for information or advice slightly more often than Czechs on average.

\textsuperscript{16} Q13 Did you ever ask this organisation for information or advice?
**Question source: Q14\textsuperscript{17}**

- **Czechs who approached SOS for advice are positive about the organisation** -

Respondents who approached SOS for help or advice regarding consumer rights issues express either positive or very positive opinions about the organisation. It should be taken into account though that the number of respondents for this question is very low and that the results therefore need to be analysed cautiously\textsuperscript{18}.

88% of the Czechs who approached SOS for advice and information agree that the people working at the organisation were helpful, 89% agree that advice received from SOS was useful and 83% say that the association handled their case effectively. As regards negative opinions, only 9% of consumers who approached SOS for assistance (totally) disagree that the association handled their case effectively, 7% of them felt that the staff of SOS were not helpful and 5% disagreed that the advice they had received from SOS was useful.

Compared with the results of the survey conducted before the campaign started, we see that the Czechs were considerably more positive about the service of SOS – meaning more people tended to “totally agree”- when the second wave of the survey was conducted. In the last half of 2006 the opinion of the Czechs regarding the helpfulness, usefulness and effectiveness of the association’s service only changed slightly. More Czechs agree that people working at SOS are helpful (+4 percentage points) and that the advice they had received was useful (+2 points). Czechs’ opinion regarding the effectiveness of the association stayed about the same.

Conversely, we see that the proportion of Czechs totally disagreeing with the positive statements about SOS’ service grew during the first months of the campaign. In the last half of 2006 people were already less inclined to totally disagree with those statements.

\textsuperscript{17} Q14 Please tell me whether you agree or disagree with the following statements regarding the service received from SOS– Sdruzeni Obrany Spotrebiteelu.
\textsuperscript{18} Those results solely give an indication of how Czechs evaluate SOS’ service. From a statistical point of view the amount of respondents is too limited.
Q14.1 People working at SOS – Sdruzeni Obrany Spotrebitelu were helpful

<table>
<thead>
<tr>
<th>Date</th>
<th>Totally agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Totally disagree</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>01-02 / 2007</td>
<td>38%</td>
<td>50%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>06-07 / 2006</td>
<td>33%</td>
<td>51%</td>
<td>11%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>03-04 / 2006</td>
<td>15%</td>
<td>78%</td>
<td>7%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

The advice received from SOS – Sdruzeni Obrany Spotrebitelu was effective

<table>
<thead>
<tr>
<th>Date</th>
<th>Totally agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Totally disagree</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>01-02 / 2007</td>
<td>38%</td>
<td>45%</td>
<td>6%</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>06-07 / 2006</td>
<td>40%</td>
<td>43%</td>
<td>13%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>03-04 / 2006</td>
<td>25%</td>
<td>60%</td>
<td>7%</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

The handling of my request to SOS – Sdruzeni Obrany Spotrebitelu was useful

<table>
<thead>
<tr>
<th>Date</th>
<th>Totally agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Totally disagree</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>01-02 / 2007</td>
<td>47%</td>
<td>42%</td>
<td>2%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>06-07 / 2006</td>
<td>46%</td>
<td>41%</td>
<td>8%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>03-04 / 2006</td>
<td>30%</td>
<td>63%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Questionnaire Source: Q15\textsuperscript{19}

- Most Czechs would encourage their friends and relatives to ask SOS for advice -

The vast majority (79%) of consumers who have heard of SOS– Sdruzeni Obrany Spotrebitelu would encourage their relatives and friends to approach the organisation for information and advice and 5% would not do so. A fairly high proportion of Czechs (16%) say they do not know whether they would or not.

Since the consumer rights campaign started, Czechs are slightly more inclined to definitely encourage their friends and relatives to contact the association for advice regarding consumer rights (proportion growing by 6 percentage points over the three waves). Meanwhile, Czechs seem to be slightly less inclined to say they probably would encourage their friends and relatives to contact SOS (-6 percentage points).

\textbf{Q15 Would you encourage your friends or relatives to ask SOS – Sdruzeni Obrany Spotrebitelu for information and/ or advice?}

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{chart.png}
\end{figure}

\textit{n in the third wave= 777}

\textsuperscript{19} Q15 Would you encourage your friends or relatives to ask SOS– Sdruzeni Obrany Spotrebitelu for information and/ or advice?
2.4. Consumers’ willingness to do something for their own protection

Questionnaire source: Q16\textsuperscript{20}

- A minority of Czechs are willing to support an independent consumer association -

A minority of Czechs would be willing to support an independent consumer association by paying an annual membership fee of 300 Czech Krona (13%), whereas almost eight in ten (79%) would not be willing to do so. Considerably more respondents would like to give such associations money through deductions from their income taxes (28%) and more than one-third (38%) of Czechs would be willing to give a percentage of their taxes instead of paying it to the government.

Those results are very similar to results recorded in the first wave, before the campaign was launched. Czechs tend to be very slightly more inclined to pay a membership fee in order to support a consumer rights organisation (+3 percentage points). The largest proportion in favour of supporting such an organisation with donations deducted from income taxes was recorded in summer 2006 (35% in favour). However in the last half of 2006 this support declined by 7 percentage points. It is furthermore noteworthy that the proportion of Czechs answering “don’t know” gradually increases in the course of the three waves of the survey. At the same time the proportion of Czechs answering they are not willing to support such organisations decreases.

\begin{table}[h]
\centering
\begin{tabular}{|c|c|c|c|}
\hline
\textbf{Q16.1 Paying an annual membership fee of 300 Czech Krona} & 01-02 / 2007 & 06-07 / 2006 & 03-04 / 2006 \\
\hline
Paying an annual membership fee of 300 Czech Krona & 13% & 13% & 10% \\
\hline
Giving this association a percentage of your taxes instead of paying them to the Government & 79% & 81% & 85% \\
\hline
Giving this association a donation which you can deduct from your income taxes & 8% & 6% & 5% \\
\hline
\end{tabular}
\end{table}

\textsuperscript{20} Q16 Would you be willing to support an independent consumer association by…?

1. Paying an annual membership fee of 300 Czech Krona?
2. Giving this association a percentage of your taxes instead of paying them to the Government?
3. Giving this association a donation which you can deduct from your income taxes?
Respondents who finished their studies at the age of 20 or later (20%), managers and unemployed people (both 20%) would be more willing to pay 300 Czech Krona a year to an independent consumer association. Also, citizens living in the Czech regions Stredni Cechy (23%) and Jihoza pad (20%) show more willingness to pay such a fee than people from other regions.

The willingness to give part of their taxes to an independent consumer association was more often declared by respondents aged 25-39 (53%), managers (54%), white collar workers (48%) and respondents from the regions Stredni Cechy and Jihoza pad (both 47%). Respondents aged 20-35 (40%), those who finished their studies aged 20 or later (34%), students (34%) and managers (45%) would be more inclined to give such an association a donation that could be deducted from their income taxes. In the region Jihoza pad (37%) respondents were also more willing to donate money that can be deducted from income taxes than in other Czech regions.
Questionnaire source: Q17

- A quarter of Czechs would be interested in subscribing to consumer magazine TEST -

Around a quarter of Czechs (26%) would be interested in subscribing to the Czech, non-profit consumer magazine TEST, almost two-thirds of Czechs (65%) would not be interested and 9% say they do not know.

As regards the results in previous waves, the Czechs’ interest in subscribing to TEST tends to be rather stable (+1 percentage point over the three waves)- apart from a diverging "peak" of interest in the magazine in the summer 2006, when the campaign had been running for a couple of weeks (29%).

Those most inclined to subscribe to the consumer rights magazine TEST are respondents aged 20-35 (36%), students (31%), house persons (38%) and respondents living in large towns (32%) as well as inhabitants of the regions Praha (40%) and Jihoza pad (37%).

Q17 Would you be interested to subscribe to the following (non-profit) consumer magazine?
TEST (12 issues per year 240 CK)

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>01-02 / 2007</td>
<td>26%</td>
<td>65%</td>
<td>9%</td>
</tr>
<tr>
<td>06-07 / 2006</td>
<td>29%</td>
<td>64%</td>
<td>7%</td>
</tr>
<tr>
<td>03-04 / 2006</td>
<td>25%</td>
<td>69%</td>
<td>6%</td>
</tr>
</tbody>
</table>

21 Q17 Would you be interested to subscribe to the following (non-profit) consumer magazine?
3. **Awareness of consumer rights**

*Questionnaire source: Q6*²²

*One in five Czechs know their rights as a consumer in at least five situations-

Respondents were asked to estimate to what extent they would know their rights in six different situations: taking out a credit, buying a package holiday, buying from the internet or a mail catalogue, problems with a telephone bill, when a flight is cancelled or delayed and when a household device does not work properly. Almost one-fifth (19%) of Czechs know their rights as a consumer in at least five of those situations. One-third of Czechs (33%) know their rights in at least one situation and a similar proportion know their rights in at least three situations. 16% of the respondents did not declare awareness of their rights in any of the listed situations.

Compared with previous surveys, Czechs’ self-perceived knowledge of their rights as a consumer did not change significantly. Nevertheless, it is noteworthy that, after the campaign, slightly fewer Czechs seem to know their rights in at least three of the situations that were outlined (55% recorded before the campaign vs. 51% after the campaign). Hypothetically, this tendency could be an effect of the Czech consumers’ increased awareness that they do not know their consumer rights very well in certain situations.

<table>
<thead>
<tr>
<th>Survey Year</th>
<th>Knows his/ her rights in 0 situations</th>
<th>Knows his/ her rights in 1-2 situations</th>
<th>Knows his/ her rights in 3-4 situations</th>
<th>Knows his/ her rights in 5-6 situations</th>
</tr>
</thead>
<tbody>
<tr>
<td>01-02 / 2007</td>
<td>16%</td>
<td>33%</td>
<td>32%</td>
<td>19%</td>
</tr>
<tr>
<td>06-07 / 2006</td>
<td>19%</td>
<td>29%</td>
<td>32%</td>
<td>20%</td>
</tr>
<tr>
<td>03-04 / 2006</td>
<td>14%</td>
<td>31%</td>
<td>36%</td>
<td>19%</td>
</tr>
</tbody>
</table>

²² Q6 Do you think that you know your rights as a consumer in each of the following situations?
1. When taking out a credit to make a major purchase (car, washing machine, etc.)
2. When you have a problem with your phone bill
3. When you take a package holiday trip
4. When you buy on the Internet or from a mail catalogue
5. When your flight is cancelled or delayed
6. When an electronic or household device you just bought does not work properly
The situation in which Czechs are most likely to know their consumer rights is when a new household device does not work properly (78%). Nearly half of Czechs claim they know their rights when they have problems with their phone bill (49%) while almost the same proportion (50%) admit to know their rights when taking out a credit.

The majority of Czech consumers say they do not know their rights when a flight is cancelled or delayed (83%). 63% of consumers would not know how to cope with problems caused by buying products from an internet shop or a mail catalogue. Furthermore, 61% of Czechs are not aware of their rights when they buy a package holiday and 41% do not know their rights when they take out a credit to make a major purchase.

Comparing these results to previous waves of the survey reveals that more consumers now declare that they know their rights when taking out a credit (a rise from 45% before the campaign to 50%). In this respect, it seems that the television advertisements about credits have influenced the Czechs awareness of their consumer rights positively. Most notably, Czechs still apparently feel less confident about their knowledge concerning their rights when they have problems with their phone bill- the proportion of respondents knowing what to do in this situation decreased by 9 percentage points over the three waves. They were furthermore slightly less inclined to know their rights when booking a package holiday (-4 points over the three waves) or in the event of flights being cancelled or delayed (-3 points).
Q6 Do you think that you know your rights as a consumer in each of the following situations?
Yes, very well + Yes, fairly well

When an electronic or household device you just bought does not work properly
- 01-02 / 2007: 78%
- 06-07 / 2006: 73%
- 03-04 / 2006: 77%

When taking out a credit to make a major purchase (car, washing machine, etc.)
- 01-02 / 2007: 50%
- 06-07 / 2006: 47%
- 03-04 / 2006: 45%

When you have a problem with your phone bill
- 01-02 / 2007: 49%
- 06-07 / 2006: 53%
- 03-04 / 2006: 58%

When you take a package holiday trip
- 01-02 / 2007: 37%
- 06-07 / 2006: 42%
- 03-04 / 2006: 41%

When you buy on the Internet or from a mail catalogue
- 01-02 / 2007: 35%
- 06-07 / 2006: 33%
- 03-04 / 2006: 34%

When your flight is cancelled or delayed
- 01-02 / 2007: 14%
- 06-07 / 2006: 17%
- Not asked in 03-04/2006

As regards the socio-demographic break-down for the different situations, the most noteworthy findings are that men are generally more inclined than women to say they know their rights as a consumer and that people who have spent the longest period in education are more likely than respondents with less education to believe that they know their rights. Furthermore respondents aged 25-39 are more confident than others about their knowledge of consumer rights and managers are most inclined among the professional groups to say they know their rights.
Questionnaire source: Q7

- Czechs are generally interested in knowing more about consumer rights -

Czechs would generally be interested in knowing more about their rights as a consumer. More than half of respondents would be (fairly) interested in knowing more about their rights in the following situations: When a new household device does not work properly (79%), when there is a problem with a phone bill (69%), when taking out a credit (63%) and when booking a package holiday (57%). In virtually all situations, the proportion of Czechs who want to know more is larger than the proportion who is not interested (at all) in knowing more. It is noteworthy that the respondents tend be most interested in knowing more about their rights in situations in which they are already fairly confident about their knowledge of their rights.

Interest in knowing more about their consumer rights, seems to have increased slightly since the first survey of the study was conducted. Consequently, Czechs interest for their rights as a consumer in different situations grew between spring and summer 2006. This is most probably an effect of the campaign advertisements that were broadcasted in the Czech Republic in different periods during spring and summer 2006. After the campaign the Czechs' interest in knowing more about their consumer rights generally diminished.

24 Q7 Would you be interested in knowing more about your rights?
1. When taking out a credit to make a major purchase (car, washing machine, etc.)
2. When you have a problem with your phone bill
3. When you take a package holiday trip
4. When you buy on the Internet or from a mail catalogue
5. When your flight is cancelled or delayed
6. When an electronic or household device you just bought does not work properly

25 Compare with Q6
Q7 Would you be interested in knowing more about your rights?
Yes, very interested + Yes, fairly interested

From a socio-demographic point of view, respondents aged 15-24 and 25-39 are most interested in learning more about their consumer rights. Students are far more interested than Czechs on average, in knowing more about their rights when buying products on the internet or from a mail catalogue and about their rights when a flight is cancelled or delayed.
Questionnaire source Q8a26

- A majority of Czechs feel that they have the same consumer rights as other EU citizens -

Almost two-thirds of Czechs (63%) believe that they have the same rights as citizens of other EU countries. However, a significant proportion thinks that Czechs have fewer rights (29%). Virtually no Czechs feel that they have more consumer rights in the Czech Republic than in the EU as a whole.

One of the messages of the consumer rights campaign in the Czech Republic was that throughout the EU, consumers have similar rights. Compared to other EU citizens, Czechs currently tend to be slightly more optimistic about their consumer rights than before the campaign started in spring 2006. The proportion of people who think that Czechs have the same rights as citizens of other EU countries went up by 3 percentage points (from 60% to 63%).

Respondents aged 25-39 (71%), students (75%) and managers (75%) are most inclined to believe that Czech citizens have the same rights as other EU citizens when it comes to consumer protection.
An overwhelming majority of Czechs (79%) believe that the justice system in their country is not efficient in punishing those who cheat consumers and the campaign did not change this attitude (compared to the first wave of the survey there was only a slight decrease in the proportion of respondents who think the Czech justice system is efficient). Moreover, there was an increase of respondents who say they do not know (+4 percentage points).

The Czech justice system is considered efficient in punishing cheaters most frequently among respondents aged 15-24 (22%) and students (23%).
4. Effectiveness of the campaign in its target group

The consumer rights information campaign was targeted at people aged 20-35. It is therefore interesting to see how the campaign affected this particular group.

4.1. Consumers’ Rights Campaign

- Czechs aged 20-35 are generally more likely to have seen the campaign spots than Czechs on average -

Czechs aged between 20 and 35 are slightly more likely than Czechs in general to have seen the television spots about "consumer credits" (62%, +5 percentage points) and "shopping on the internet" (66%, +3 points). Nevertheless, in keeping with the Czech average, this group most frequently saw the spot dealing with package holidays (69%).

Q18 Have you already seen this spot on TV?

<table>
<thead>
<tr>
<th>Spot</th>
<th>Yes</th>
<th>Respondents aged 20-35 years</th>
<th>All respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Package holiday&quot;</td>
<td>69%</td>
<td>69%</td>
<td></td>
</tr>
<tr>
<td>&quot;Shopping on the Internet&quot;</td>
<td>66%</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>&quot;Consumer credits&quot;</td>
<td>62%</td>
<td>57%</td>
<td></td>
</tr>
</tbody>
</table>

An analysis of the evolution of citizens’ awareness between the last two waves of this survey, reveals that the proportion of respondents from the target group who saw the spot about consumer credits increased in line with Czechs average (+17 percentage points). This tendency can also be observed for the spot about shopping on the internet (+25 points increase for both groups).

As far as the spot about package holidays is concerned, the increase of awareness between summer 2006 and early 2007 is slightly more marked for Czechs on average (with 23 percentage points more respondents having seen the spot) than for the group of respondents aged 20-35 (+21 points).
Q18 Have you already seen this spot on TV?
Consumer credits - Yes

<table>
<thead>
<tr>
<th>Year</th>
<th>All respondents</th>
<th>Respondents aged 20-35 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>06-07 / 2006</td>
<td>45%</td>
<td>40%</td>
</tr>
<tr>
<td>01-02 / 2007</td>
<td>57%</td>
<td>57%</td>
</tr>
</tbody>
</table>

Q18 Have you already seen this spot on TV?
Shopping on the Internet - Yes

<table>
<thead>
<tr>
<th>Year</th>
<th>All respondents</th>
<th>Respondents aged 20-35 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>06-07 / 2006</td>
<td>41%</td>
<td>38%</td>
</tr>
<tr>
<td>01-02 / 2007</td>
<td>63%</td>
<td>66%</td>
</tr>
</tbody>
</table>

Q18 Have you already seen this spot on TV?
Package holiday - Yes

<table>
<thead>
<tr>
<th>Year</th>
<th>All respondents</th>
<th>Respondents aged 20-35 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>06-07 / 2006</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>01-02 / 2007</td>
<td>69%</td>
<td>69%</td>
</tr>
</tbody>
</table>
Czechs in the 20-35 years age group are even more likely than Czechs on average to rate the campaign message positively: 96% rate the message as being very good or fairly good, compared with 93% of all Czechs. Respondents from this group also disagree more frequently with statements declaring that the message is not attractive (80%, +5), is difficult to understand (90%, +4) or that it is unclear who is sending the message (85%, +4).

During the campaign, awareness of the campaign slogan “Trvejte na svých právech” was 5 percentage points higher among respondents from the target group than among Czechs in general (55% vs. 50%). After the campaign, similar proportions of respondents in both groups were familiar with the slogan (69% of respondents from the target group vs. 68% of Czechs on average).

The group of respondents aged 20-35 also has a very positive opinion about the slogan. For example as much as 92% of this group agree that the slogan is relevant and 87% say it is easy to remember.

70% of respondents aged 20-35 have recently seen or heard something concerning consumer rights in media. This figure is identical to the corresponding figure for the general public.

Respondents from this age group have more frequently heard about consumer rights through the internet (18% vs. 11% for Czechs on average). The information furthermore reached them mainly through television advertisements (62%, with an identical frequency for the general public).

71% of respondents aged 20-35 consider SOS – Sdruzeni Obrany Spotrebitele to be the source of information about consumer rights compared to 68% of all respondents.
4.2 Consumer organisations

- **Czechs aged 20-35 are slightly more likely to know SOS then Czechs in general** -

When seeking information or advice about consumer rights, Czechs aged 20-35 are slightly more inclined than Czechs on average to consult lawyers (39%, +3 percentage points), consumer associations and magazines (60%, +2 points). They are furthermore less likely to go to shopkeepers (30%, -2 points) for such information.

Spontaneous awareness of SOS – **Sdruzeni Obrany Spotrebitelu** among consumers belonging to the target age group is 42%, which is 3 percentage points higher than among the general public.

As the following graph illustrates, prompted awareness of SOS evidentially gives higher percentages – 68% of respondents in the target group had heard of this association compared with 66% of Czechs on average. 76% of Czechs aged 20-35 had heard about SOS through television (2 percentage points higher than for the general public).

**Q11a Which organizations/ associations/ magazines dealing with protection of consumer rights do you know? (SPONTANEOUS RESPONSES)**

**SOS – Sdruzeni Obrany Spotrebitelu**

![Graph showing awareness of SOS]

**Q11b.1 Have you ever heard of...?**

**SOS – Sdruzeni Obrany Spotrebitelu - Yes**

![Graph showing heard of SOS]
4.3 Awareness of consumer rights

-Czecks aged 20-35 more frequently say they know their rights as a consumer-

Czechs aged 20-35 feel more aware than Czechs on average, of their rights as a consumer in the different situations that were outlined in the television advertisements. A general tendency of increased self-perceived knowledge about consumer rights can also be observed for this group. This increase is generally more prominent than for Czechs in general.

While 49% of Czechs aged 20-35 declared they knew their rights when taking out a credit before the campaign started, 56% of them knew their rights after the campaign (increase of 7 percentage points). In the event of purchasing a package holiday 40% of this group said they were aware of their rights before the campaign started. During the campaign awareness of those rights rose by 8 percentage points but dropped to lower levels again after the campaign’s end (to 43% knowing their rights). Nevertheless, Czechs from this age category are more likely to declare that they know their rights in this situation than Czechs on average (+6 percentage points).

Furthermore this group of respondents was particularly more confident than the public in general, about their knowledge of consumer rights related to internet shopping (50% vs. 35% for Czechs on average). Awareness of one’s right in such situations remained about the same for Czechs on average, whereas those aged 20-35 were significantly more likely to say they knew their rights (+6 percentage points) after the campaign, than before the campaign started.

Q6.1 Do you think that you know your rights as a consumer in each of the following situations? When taking out a credit to make a major purchase (car, washing machine, etc.) - Yes

![Graph showing percentage of awareness over time for different age groups](chart.png)
Q6.3 Do you think that you know your rights as a consumer in each of the following situations? When you take a package holiday trip - Yes

Q6.4 Do you think that you know your rights as a consumer in each of the following situations? When you buy on the Internet or from a mail catalogue - Yes
MAIN FINDINGS

Overall, the information campaign on consumer rights in the Czech Republic can be considered a success. The Czechs’ familiarity with the campaign’s advertisements, their awareness of existing consumer organisations and their interest in learning more about their consumer rights increased noticeably since the campaign started in the spring of 2006.

An overwhelming majority of Czechs saw at least one of the advertisements on television and the campaign message was generally perceived very well, with very high proportions of respondents finding the message relevant and easy to understand. Around two-thirds of Czechs who had seen at least one television spot also knew that the Czech consumers defence association, SOS – Sdruzeni Obrany Spotrebiteelu was responsible for the advertisement they had seen.

After the campaign, familiarity with the campaign slogan “Trvejte na svých právech” (“Insist on your rights”) was considerably higher than during the campaign and Czechs associate positive adjectives with the message of the slogan. Absolute majorities of Czechs find it relevant, easy to remember, clear and useful.

Television is by far the most important source of information about consumer rights for the Czechs, which reflects television’s position as a primary source of information for citizens in general. The proportion of Czechs learning about SOS through this medium grew explosively in the months that the campaign was running.

Czechs would mainly consult consumer associations and magazines for advice about their rights as a consumer. Not surprisingly, these are also the sources that the Czechs find the most trustworthy as regards information about consumer rights. Moreover, the Czechs’ spontaneous and prompted awareness of SOS increased significantly in the course of the campaign. Czechs who continued studying relatively late (until age 20 or later) were much more likely to know of SOS than people who spent less time in education. Although eight in ten Czechs would encourage friends and relatives to ask for advice from SOS, only a marginal share declared to have in fact turned to the organisation. The campaign appears to have only slightly influenced citizens’ attitude in this respect. Overall willingness to pay SOS a membership fee or subscribe to consumer magazine shows no substantial change over time. The younger and the better educated respondents are more prepared to subscribe to a consumer magazine and to support an independent consumer association financially.

According to Czech consumers, their knowledge of consumer rights is particularly comprehensive when it concerns a situation where a new household device does not work properly. Half of the Czechs are also confident about their knowledge of their rights when taking out a credit and when they encounter problems with a phone bill. Interestingly, Czechs would be particularly interested in knowing more about their rights, especially in these situations. Most Czechs furthermore feel that they have the same consumer rights as citizens in other EU countries.

The campaign generally seems to have had a slightly more positive effect on its’ target group (Czechs aged 20-35) than on Czechs in general. Overall, Czechs from the target group were more confident about their knowledge of consumer rights in different situations and this confidence also increased more among the group during the campaign than among Czechs in general. Czechs aged 20-35 were also slightly more inclined to have seen the television spots about “consumer credits” and “shopping on the internet” and to know that SOS was the source of information about consumer rights.