

Consumers' knowledge of their rights when buying at the doorstep or in the home

Annexe K of the doorstep selling report

May 2004

Introduction

- K.1 In order to examine consumers' knowledge of their rights when shopping at home or buying at the doorstep, the Office of Fair Trading commissioned a market research company to include a number of specified questions on a random location face-to-face Omnibus survey.

Background

- K.2 The Consumer Protection (Cancellation of Contracts concluded away from Business Premises) Regulations 1987
- K.3 In addition to the normal rights that a consumer enjoys when purchasing goods and services, purchases made at the doorstep or in the home may be covered by the '*The Consumer Protection (Cancellation of Contracts concluded away from Business Premises) Regulations 1987*'. The regulations – commonly known as the *doorstep selling regulations* - cover contracts made between consumers and businesses following unsolicited visits to the consumer's home, places of work or during excursions organised away from the business' premises.
- K.4 The regulations do not apply to all such contracts. Certain contracts relating to sale and development of land; food and drink supplied by regular roundsmen; catalogue sales; insurance; investment agreements; or goods or services worth less than £35 are excluded. Where they apply, the *doorstep selling regulations* give consumers certain cancellation rights, and also require that consumers are informed about these rights.
- K.5 An unsolicited visit is a visit by a trader that takes place without the express request of the consumer – the definition includes any later calls at the home or place of work that result from the first unsolicited visit. A requested visit will still be regarded as unsolicited if the trader introduces

'new' goods or services during that visit. Moreover, a visit is unsolicited even if it is agreed to by the consumer after an unsolicited phone call from the trader suggesting such a visit.

- K.6 The regulations provide consumers with a seven-day cooling-off period to cancel a contract. The regulations also state that if the consumer does not receive a written notice informing them of their right of cancellation, the contract will not be enforceable.

The survey: sampling issues

- K.7 Working to a research requirement provided by the Office of Fair Trading, the market research company *Taylor Nelson Sofres plc* whom provided the data for this annex conducted the survey by interviewing 2,121 adults aged 16 years or older, at approximately 150 sampling points throughout Great Britain randomly selected from the Post Office address file.
- K.8 Interviews took place between 16th and 20th May 2003, conducted in-home and mainly at evening and weekends. Interviews are structured to provide interlocking quotas on sex, working status and presence of children, and results are weighted by a matrix of sex, age group, social class and region to provide estimates representative of the GB adult population.
- K.9 The involvement of *Taylor Nelson Sofres plc* in this work was limited to the interviewing and data gathering described above in paragraph 3.1, and the production of various tabulations to OFT specification. All further analysis, and any opinions and conclusions expressed in this annex are solely the work of the OFT.

The survey: questions in detail

- K.10 The opening question was designed to discover whether consumers believe they have additional rights when buying in-home or at the doorstep, buying from ordinary retail premises, or if they believe that their rights the same in each case. It was then explained to all those taking part that under existing regulations when buying something at

your doorstep or in your home after an unsolicited visit from a sales person you enjoy additional rights to those when buying at ordinary retail premises.

- K.11 This was followed by an open ended question asking if consumers' could spontaneously describe what those additional rights are. Regardless of how well consumers managed this, they were then asked to pick out the key provision of the regulations from a list of four plausible possibilities. No mention was made of the formal title of the regulations since their effect is described in the title.
- K.12 Finally, it was explained to every one taking part that the key feature of the regulations is cancellation rights. The formal title of the regulations was given and it was further explained that the regulations only apply to goods costing more than £35 and to unsolicited visits.
- K.13 A short series of questions was then used to check on consumers ability to identify those circumstances in which the visit would be considered solicited and those in which the visit would be considered unsolicited. That part of the questionnaire dealing with these questions is attached as Annexe A.
- K.14 Finally to complete the work, a small selection of demographic and similar questions was used to identify the person's age, gender, social class, marital status, working status, access to telephone and internet services, and region. A list of those items covered is attached as Annexe B.

Consumer knowledge

Differences between buying in retail premises and buying in-home and at the doorstep

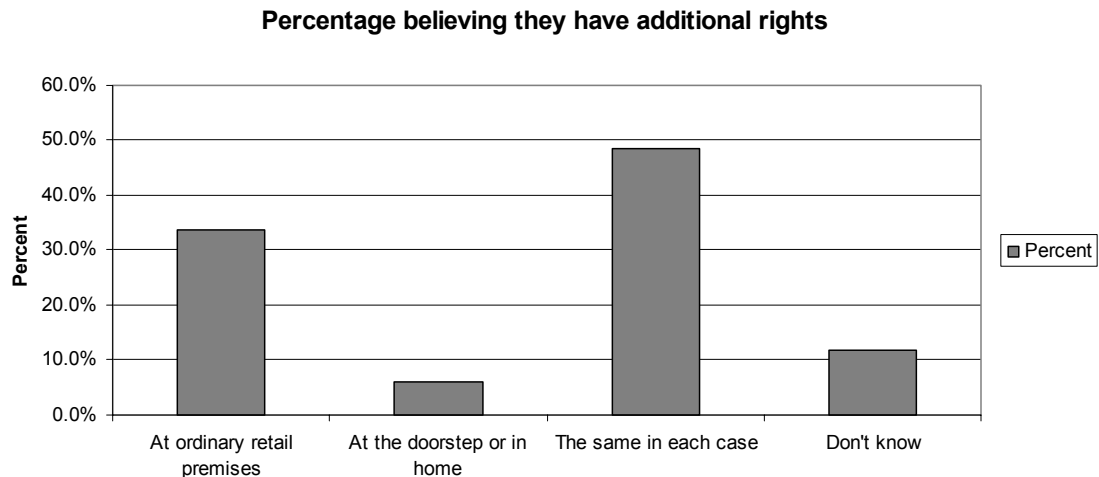
- K.15 Unprompted, consumers showed an extremely low awareness of their additional rights when purchasing in-home or from the doorstep. About half (49 per cent) thought that their rights were exactly the same as when purchasing in ordinary retail premises, and

about one third (34 per cent) thought they had more rights when buying at ordinary retail premises.

Just 6 per cent correctly identified that they had additional rights when purchasing in-home or from the doorstep, while 12 per cent simply did not know.

K.16 There was no evidence that this result was in any way affected by any of the demographic classifications, though there did appear to some regional variations with Wales and the South West doing rather badly with just 1 per cent and 2 per cent correct respectively, compared with Scotland at 9 per cent correct.

Chart K.1: Consumer understanding of their rights when buying something from ordinary retail premises compared with buying something at the doorstep or in the home



Consumer knowledge: understanding of their additional rights

K.17 After it was explained to all those taking part that under existing regulations when buying something at the doorstep or in the home after an unsolicited visit from a sales person the consumer enjoys additional rights to those when buying at ordinary retail premises, all respondents were asked if they knew what those additional rights were. Overall just 11 per cent thought that they knew what those rights were.

K.18 Mostly this group was drawn from those who had given a correct answer to the first question, but it did include a proportion who felt they knew even though giving a wrong answer to the first question. This group of 11 per cent was then asked to describe those rights. This was an open ended question and analysis of the various answers given suggested that within the group awareness of additional cancellation rights was high, with 66 per cent of the group correctly indicating that the main feature was concerned with cancellation rights, cooling off period or some other equivalent description. However, specific knowledge about the time interval allowed was low, and only 7 per cent of the group, or under 1 per cent overall correctly identified both the cancellation rights and the 7 day period.

K.19 As is commonly the case with open ended questions, some of the replies did not answer the question or include any relevant information. These were considered incorrect. Some despite their earlier assertions, when asked admitted that they did not know or could not say. The results for this section are summarised below in **table K.1**.

Table K.1: Spontaneous awareness of additional rights when buying at the doorstep or in the home.

Do you know what your additional consumer rights are?			
No	89.3%		
Yes	10.7%		
	Of which:		
		Percentage overall	Percentage of this group
Correctly identifying main feature		7.1%	66%
Not correctly identifying main feature		3.0%	28%
Don't know		0.6%	6%
All		10.7%	100%

- K.20 All respondents were then asked another very similar question, to identify the most important element of the regulations in protecting consumer rights from a list of four plausible candidates presented on a show screen. The four candidates – presented to each respondent in random order - were as follows, with the added option that respondents could choose to indicate something else or don't know if they wished.
- K.21 The regulations require salespeople standing at the doorstep or selling in people's homes to be licensed by their local trading standards department. This was given the brief description – Being licensed.
- K.22 The regulations provide consumers with an extended guarantee period, compared with the same purchase from a shop or in the high street. This was given the brief description – Longer guarantee period.
- K.23 The regulations give the consumer cancellation rights - effectively a seven day cooling off period - during which they can change their mind and cancel the contract, that is not go through with the purchase and have any money, deposit or payment returned. This was given the brief description – Cancellation rights.
- K.24 The regulations require the seller to provide the consumer with a range of information about the sale such as the name of company, price, costs and arrangements for delivery, an address for complaints, and details of after sales service and guarantees. This was given the brief description – Obligation to provide proper information.

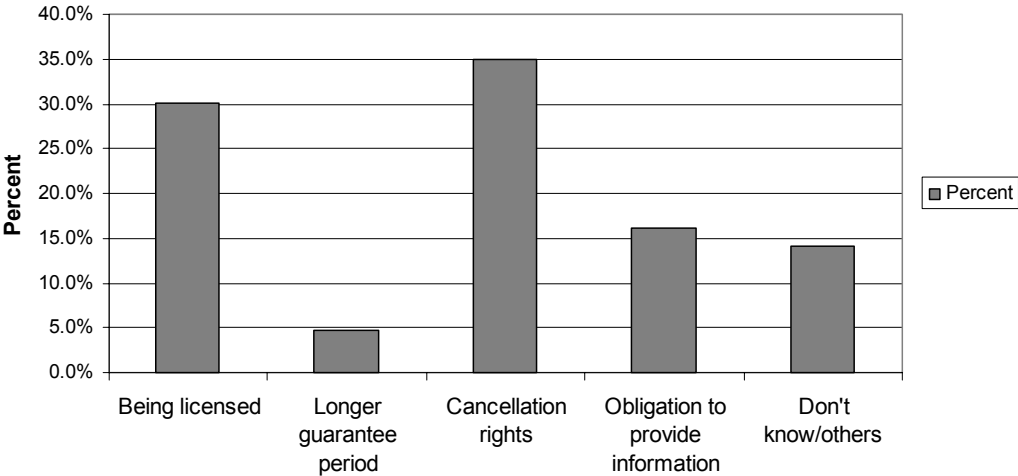
Something else not described above, or don't know

- K.25 Where people have some knowledge of a subject but cannot recall a specific piece of information it is common when prompted in this way to be able to bring to mind the subject and nominate the correct answer in a higher proportion of cases than when unprompted. This was observed to be true for this sample and a considerably improved 35 per cent of the sample nominated

cancellation rights as the most important element of the regulations, and this was the most frequently nominated single answer.

K.26 Nevertheless, given that this was a prompted response the proportion either getting this incorrect in one way or another, or saying that they did not know was a rather disturbing 65 per cent of those interviewed. The data suggest some degree of misconception that this sort of selling may be subject to licensing by local trading standards departments, although some respondents who may not have any clear idea may pick at random rather than say that they do not know.

Chart K.2: Awareness of additional rights when buying at the doorstep or in the home. prompted to pick the most important element of the regulations from plausible possibilities.



Consumer knowledge: Solicited and unsolicited visits

K.27 In a final section of questions those being interviewed were asked to identify if a visit from a door to door or in home sales person would be considered solicited or unsolicited under a variety of different circumstances. Compared with results in previous sections, some of the results here were comparatively good. In the two simplest cases, set out in table K.2 below, 80 per cent and 86 per cent of the public correctly assessed whether the visit was solicited or unsolicited.

Table K.2: Consumers' understanding of the circumstances in which a visit is solicited or unsolicited: simple cases

Circumstances	Solicited	Unsolicited	Don't know
Case 1: You contact the company yourself and ask them to visit to talk about their product.	80% (Correct)	11%	9%
Case 2: Someone comes to your door uninvited.	7%	86% (Correct)	7%

K.28 However, in a range of other circumstances the position may be less intuitively obvious to the consumer. Briefly the regulations indicate that an unsolicited visit is a visit by a trader that takes place without the express request of the consumer – the definition includes any later calls at the home or place of work that result from the first unsolicited visit. But the regulations also deal with some special circumstances for example, a requested visit will still be regarded as unsolicited if the trader introduces 'new' goods or services during that visit, and as a further example a visit is unsolicited even if it is agreed to by the consumer after an unsolicited telephone call from the trader suggesting such a visit.

K.29 So where a consumer responds to a telephone call the visit would be considered unsolicited. On the other hand, advertising on television or in other media like newspapers or magazines is general in nature and responding to such general advertising normally generates solicited visits. In a similar way, if a consumer receives an advertisement in the form of a letter, responding to this would normally generate a solicited visit.¹

¹ Under the current regulations, some advertisements and letters might trigger unsolicited visits in cases where they offer something like entry into a competition, or a free gift, but responding to the invitation results in a sales visit, unless it is clear from the advertisement or letter that this will be the case.

K.30 The questions therefore included three further cases to explore examples of these types. In these three cases there seemed to be a general presumption among the public that since the consumer had taken some positive action in agreeing the visit it would be considered solicited. Give or take a few percent in the region of 70 per cent of those interviewed judged the visit to be solicited in each of these three cases. However, as explained above in paragraphs K.2 and K.3 this is not correct where the company makes an active approach by telephone. The regulations are clear that this constitutes an unsolicited visit. Substantial proportions of consumers therefore made an incorrect assessment of this case.

Table K.3: Consumers' understanding of the circumstances in which a visit is solicited or unsolicited: further cases

Circumstances	Solicited	Unsolicited	Don't know
Case 3: You are called on the telephone and agree for a sales person to call and talk about their product	66%	25% (Correct)	10%
Case 4: You see television advertising that causes you to invite a visit from a sales person	72% (Correct)	19%	10%
Case 5: You are sent an advertisement letter and reply agreeing a visit from a salesperson	71% (Correct)	19%	10%

K.31 Fairly consistently some 7-10 per cent of those interviewed indicated that they did not know if the visits could be considered solicited or unsolicited. While the word 'solicit' is not particularly obscure and for the purpose of the regulations summarises an important issue in a succinct way it may well not form part of the usual vocabulary of all those taking part.

K.32 Such people may face particular problems when deciding if the circumstances apply to their case. The idea that this might simply

reflect uncertain understanding is supported the relationship between social class and those indicating 'don't know'. Across the five cases considered 'don't knows' varied between 3 per cent and 6 per cent for classes A and B but between 11 per cent and 16 per cent for classes D and E.

- K.33 One potential source of confusion for some consumers may be that doubt about whether the visit was solicited or unsolicited might depend not just on the circumstances of the visit, but also confusion about whether the term applied to an action on the part of the consumer or an action on the part of the sales person or company.
- K.34 The main results of this survey, described above in section 5 and 6, do not show any particular evidence of varying by age group, social class or any of the other demographic variables.
- K.35 However, throughout this section, certain groups showed signs of doing less well than others. Notably, elderly consumers tended to take different views to their younger counterparts, and those from social classes D and E different views to those in other classes, especially classes A and B. Generally this translated into those in the elderly and DE classes having lower proportions of correct answers than others though see paragraph 7.11 below for further discussion.
- K.36 Two key examples of this tendency are illustrated below in charts K.3 and K.4, where older consumers and group DE scored less well than others. Selected detailed tables are attached to this summary as annex , and include additional illustrations of the effects of age group and social class on the correct assessment of solicited and unsolicited visits.

Chart K.3: Correct identification of a solicited visit: cases 1 and 2: by age group

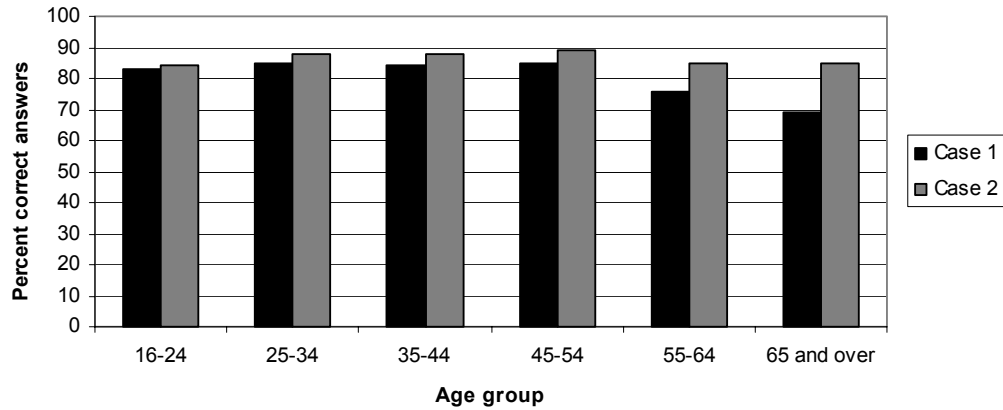
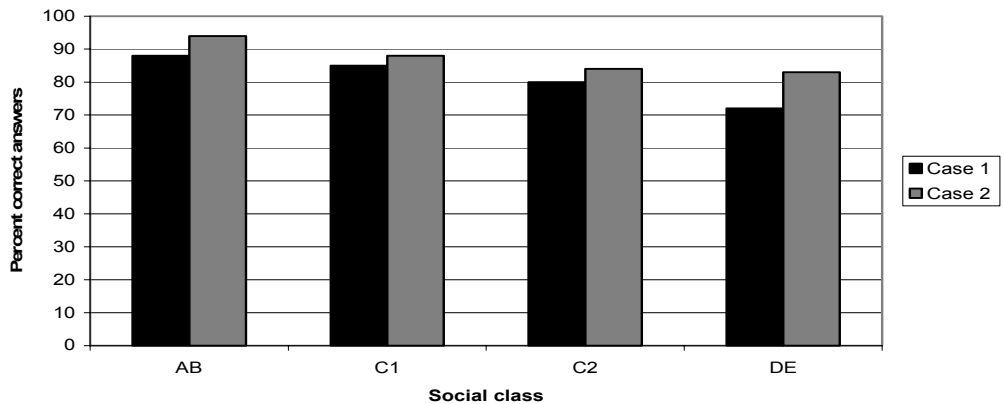


Chart K.4: Correct identification of a solicited visit: cases 1 and 2: by social class



K.37 Paradoxically for case three, where the status of the visit was generally misconstrued and only 25 per cent of consumers correctly assessed the type of visit, the older group and the DE group did have a higher proportion of correct answers. Without being uncharitable it is suggested that this does not necessarily reflect a greater degree of knowledge for these subgroups, but a reflection of higher levels of uncertainty in a situation where an intuitive response would be wrong.

Summary Conclusions

- K.38 Consumers generally have a very low appreciation that they have additional rights when purchasing in-home or from the doorstep, with just 6 per cent correctly identifying this to be the case. About half (49 per cent) thought that their rights were exactly the same as when purchasing in ordinary retail premises, and about one third (34 per cent) thought they had more rights when buying at ordinary retail premises, while 12 per cent simply did not know.
- K.39 After it was explained to all those taking part that in these circumstances the consumer enjoys additional rights to those when buying at ordinary retail premises, as few as 7 per cent were able to correctly describe the main feature of those rights – namely cancellation rights, and under 1 per cent managed to correctly identify both the cancellation rights and the correct 7 day period allowed.
- K.40 When asked to identify the most important element of the regulations in protecting consumer rights from a list of four plausible candidates, respondents did rather better, and a considerably improved 35 per cent of the sample nominated cancellation rights as the most important element of the regulations, and this was the most frequently nominated answer. Nevertheless, the proportion either getting this incorrect in one way or another, or saying that they did not know was a rather disturbing 65 per cent of those interviewed.
- K.41 A very large majority of those interviewed (86 per cent) correctly identified that someone coming to your door uninvited constitutes an unsolicited visit. In all other cases large majorities of those interviewed – varying between 66 per cent and 80 per cent - thought visits were solicited. These views are correct where contact is initiated by the consumer, but are incorrect in the particular circumstance where initial contact by telephone was made by the company.

ANNEXE I

The survey

Questions in detail

Answers will be inverted randomly

Question 8001

The following questions are about your rights as a consumer generally and when buying goods and services in particular ways.

Question 8501

User defined button: 4 'DK' 61L1

Show screen and read out

Q.1 Thinking of your rights as a consumer when buying something from a high street shop or from ordinary retail premises compared to buying something at the door step, or in your home...

Do you think you have **additional rights**, when buying from ordinary shops and retail premises? Do you have additional rights when buying at the doorstep or in home? Or do you think your **rights are the same** in each case?

- 1 A. Additional rights when buying at ordinary retail premises
- 2 B. Additional rights when buying at the door step or in-home
- 3 C. Consumer rights are the same in each case

If [Q8501 , 2] continue at question 8502

Otherwise continue at question 2000

Question 8502

62L1

Q.2A As you correctly mentioned, when buying something at your doorstep or in your home after an unsolicited visit from a salesperson there are consumer protection regulations in place that give you additional rights to those when buying at ordinary shops and retail premises. Do you know what these additional rights are ?

- 1 Yes - do know what these additional rights are
- 2 No - don't know what these additional rights are

Question 8602

Multiple answers allowed

Open ended answer is written as a bitmap

Question only asked, if [Q8502 , 1]

63L2000

Q.2Ai What are the additional rights ?

If [Q8501 , 1 , 3] continue at question 8702

Otherwise continue at question 8503

Question 8702

2063L1

Q.2B In fact, when buying something at your doorstep or in your home after an unsolicited visit from a salesperson there are consumer protection regulations in place that give you additional rights to those when buying at ordinary shops and retail premises. Do you know what these additional rights are ?

- 1 Yes - do know what these additional rights are
- 2 No - don't know what these additional rights are

Question 8802

Multiple answers allowed
Open ended answer is written as a bitmap
Question only asked, if [Q8702 , 1]
2064L2000

Q.2Bi What are the additional rights ?

Question 8503

Open ended answer is written as a bitmap
User defined button : 6 'DK'
4064L2

Show screen

Q.3 Thinking of doorstep selling regulations, which **one** of the following elements do you think is the most important in helping and protecting consumers rights when they buy something on their doorstep or in their home ? **INTERVIEWER: IF THE RESPONDENT IS UNSURE REPEAT THE KEY ELEMENTS, ESPECIALLY THE PHRASE IN BOLD.**

- 1 A. **Being licensed** - The regulations require salespeople standing at the doorstep or selling in people's homes to be licensed by their local trading standards department.

- 2 B. **Longer guarantee period** - The regulations provide consumers with an extended guarantee period, compared with the same purchase from a shop or in the high street.

- 3 C. **Cancellation rights** - The regulations give the consumer cancellation rights - effectively a seven day cooling off period - during which they can change their mind and cancel the contract, that is not go through with the purchase and have any money, deposit or payment returned.

- 4 **D. Obligation to provide proper information** – The regulations require the seller to provide the consumer with a range of information about the sale such as the name of company, price, costs and arrangements for delivery, an address for complaints, and details of after sales service and guarantees.
- 5 Something else not described above, or don't know

Question 8004

Do not show screen until told to do so

Question 8104

Read out

The key feature of the doorstep selling regulations is **cancellation rights**. The formal title of the regulations is 'The consumer protection (cancellation of contracts concluded away from business premises) regulations 1987'. These regulations only apply to goods costing over £35 and to unsolicited visits.

Question 8504_1

Answers will be inverted randomly

User defined button : 3 'DK'

4067L1

Show screen and read out

Q.4 I am going to read out a few examples of doorstep selling. In each of the cases please listen carefully to the circumstances and give your view of whether you think the visit is solicited or unsolicited. **You contact the company yourself and ask them to visit to talk about their product?**

- 1 Solicited visit
- 2 Unsolicited visit

Question 8504_2

Answers will be inverted randomly

User defined button : 3 'DK'

4069L1

Show screen and read out

Q.4 I am going to read out a few examples of doorstep selling In each of the cases please listen carefully to the circumstances and give your view of whether you think the visit is solicited or unsolicited.

Someone comes to your door uninvited ?

- 1 Solicited visit
- 2 Unsolicited visit

Question 8504_3

Answers will be inverted randomly

User defined button : 3 'DK'

4071L1

Show screen and read out

Q.4 I am going to read out a few examples of doorstep selling. In each of the cases please listen carefully to the circumstances and give your view of whether you think the visit is solicited or unsolicited.

You are called on the telephone and after listening to a sales pitch you agree for a sales person to visit to demonstrate or talk about their product?

- 1 Solicited visit
- 2 Unsolicited visit

Question 8504_4

Answers will be inverted randomly

User defined button : 3 'DK'

4073L1

Show screen and read out

Q.4 I am going to read out a few examples of doorstep selling. In each of the cases please listen carefully to the circumstances and give your view of whether you think the visit is solicited or unsolicited.

You agree for a sales person to visit after responding to a TV advertisement ?

- 1 Solicited visit
- 2 Unsolicited visit

Question 8504_5

Answers will be inverted randomly

User defined button : 3 'DK'

4075L1

Show screen and read out

Q.4 I am going to read out a few examples of doorstep selling. In each of the cases please listen carefully to the circumstances and give your view of whether you think the visit is solicited or unsolicited.

You are sent an advertisement \ letter and reply to the letter agreeing to a visit from a sales person ?

- 1 Solicited visit
- 2 Unsolicited visit

End of questionnaire

ANNEXE II

The survey

Standard demographic and related classifications

SEX:	Male	Female				
AGE:	16 - 17	25 - 34	45 - 54	65 +		
	18 - 24	35 - 44	55 - 64			
SOCIAL CLASS:	A	B	C1	C2	D	E
STATUS:	Head of Household	Other Female				
	Housewife	Other Male				
MARITAL STATUS:	Single	Married				
	Widowed\Divorced\Separated					
WORKING STATUS:	Full time (30 or more hrs per week paid work)					
	Part time (8-29 hrs per week paid work)					
	Part time (under 8 hours per week paid work)					
	Retired					
	Still at School					
	In full time higher education					
	Not working - looking for work					
	Not working - not looking for work					
	(not student\retired)					
HOUSEHOLD SIZE and COMPOSITION:	Child 0-2	Child 6-9	Any child			
	Child 3-5	Child 10-15	No child			
	Total people in household up to 5 +					
	Total adults in household up to 5 +					
REGION:	ITV Regions (overlap or non-overlap)					
	Registrar General Standard Regions					
	North\Midlands\South					
	Urban/rural					

TENURE:	Bought on mortgage	Rented from LA	
	Rented privately	Owned outright	
	Other		
TELEPHONE:	Has telephone	No telephone	
INTERNET ACCESS:	At home	At work	Elsewhere
EMAIL ADDRESS:	At home	At work	Elsewhere
CABLE\SATELLITE\ DIGITAL TV	Any Cable Satellite \ Any Digital		
	Other Multi-channel		
	None of these		

**K CONSUMERS' KNOWLEDGE OF THEIR RIGHTS WHEN
BUYING AT THE DOORSTEP OR IN THE HOME**

ANNEXE III

**Supplementary analyses of interviews with salespeople
Survey results: Selected detailed tables**

Appendix c: Survey results: Selected detailed tables

Omnimas Week 20 (2003) QS3720 Consumer Rights Omnibus Study Fieldwork 16th-20th May 2003

Table 1/1

Q.1 Whether think consumers have additional rights when buying
from ordinary shops, when buying at the doorstep or in home or whether think their rights are the same

Base: All Adults

Absolute figures
Column percentages

	Sex		Age						Social class					Marital status			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	Married	Not Married
Unweighted total	2121	946	1175	250	330	397	333	286	525	336	579	461	745	915	1206	1177	944
Est.universe(000's)	44583	21486	23097	7633	8490	7682	6296	5212	9270	6706	11884	12751	13243	18589	25994	24109	20474
Additional rights when buying at ordinary retail premises	15036 34%	7773 36%	7263 31%	2771 36%	2673 31%	2243 29%	2164 34%	1649 32%	3535 38%	2109 31%	4019 34%	4248 33%	4660 35%	6128 33%	8908 34%	8100 34%	6936 34%
Additional rights when buying at the door step or in-home	2646 6%	1580 7%	1066 5%	344 5%	349 4%	577 8%	502 8%	320 6%	555 6%	684 10%	856 7%	496 4%	610 5%	1540 8%	1106 4%	1512 6%	1134 6%
Consumer rights are the same in each case	21623 49%	9925 46%	11699 51%	3683 48%	4744 56%	3992 52%	3108 49%	2637 51%	3460 37%	3333 50%	6087 51%	6227 49%	5976 45%	9420 51%	12203 47%	12117 50%	9507 46%
Don't know	5278 12%	2208 10%	3069 13%	836 11%	724 9%	871 11%	521 8%	606 12%	1720 19%	578 9%	922 8%	1781 14%	1997 15%	1500 8%	3777 15%	2381 10%	2897 14%

Q.2A/B Whether know what these additional rights are when buying at your doorstep or in-home

Base: All Adults

Absolute figures
Column percentages

	Sex		Age						Social class						Marital status		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	Married	Not Married
Unweighted total	2121	946	1175	250	330	397	333	286	525	336	579	461	745	915	1206	1177	944
Est.universe(000's)	44583	21486	23097	7633	8490	7682	6296	5212	9270	6706	11884	12751	13243	18589	25994	24109	20474
Yes - do know what these additional rights are	4757 11%	2528 12%	2229 10%	288 4%	748 9%	971 13%	1066 17%	804 15%	878 9%	1382 21%	1522 13%	894 7%	959 7%	2903 16%	1853 7%	3466 14%	1291 6%
No - don't know what these additional rights are	39826 89%	18958 88%	20868 90%	7345 96%	7741 91%	6711 87%	5230 83%	4408 85%	8392 91%	5324 79%	10362 87%	11857 93%	12284 93%	15686 84%	24141 93%	20643 86%	19183 94%

Q.2A/Bi Spontaneous awareness of what the additional rights are

Base: All who answered correctly at Q.1 and who know what these additional rights are/All who did not answer correctly at Q.1 but know what the additional rights are

Absolute figures
Column percentages

	Sex			Age						Social class					Marital status		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	Married	Not Married
Unweighted total	245	120	125	10	33	52	54	45	51	72	74	38	61	146	99	178	67
Est.universe(000's)	4757	2528	2229	288	748	971	1066	804	878	1382	1522	894	959	2903	1853	3466	1291
Cancellation/ cooling-off period (unspec)	1590 33%	928 37%	662 30%	- -	228 30%	336 35%	476 45%	268 33%	283 32%	615 44%	474 31%	279 31%	221 23%	1089 38%	501 27%	1335 39%	255 20%
14-day cancellation period	513 11%	198 8%	315 14%	27 9%	28 4%	119 12%	104 10%	125 15%	110 13%	88 6%	249 16%	96 11%	80 8%	337 12%	176 10%	389 11%	124 10%
Can cancel within a specific period/a few days	368 8%	145 6%	224 10%	- -	- -	69 7%	133 12%	126 16%	40 5%	62 5%	87 6%	101 11%	118 12%	149 5%	219 12%	354 10%	15 1%
7-day cancellation period	344 7%	172 7%	172 8%	- -	134 18%	63 7%	18 2%	38 5%	92 10%	70 5%	125 8%	40 4%	109 11%	195 7%	149 8%	197 6%	147 11%
Product to be replaced if damaged/ money back/exchange	253 5%	102 4%	151 7%	- -	32 4%	70 7%	61 6%	18 2%	72 8%	33 2%	56 4%	96 11%	69 7%	89 3%	164 9%	192 6%	61 5%
Can return goods within a specific period/a few days	210 4%	106 4%	103 5%	- -	85 11%	29 3%	18 2%	42 5%	37 4%	36 3%	59 4%	73 8%	42 4%	95 3%	115 6%	150 4%	60 5%
Right to return goods/ get money back/a refund	193 4%	13 1%	180 8%	26 9%	51 7%	69 7%	13 1%	34 4%	- -	80 6%	55 4%	- -	57 6%	136 5%	57 3%	148 4%	44 3%
27/28/30 days cancellation period	97 2%	63 2%	34 2%	- -	13 2%	19 2%	26 2%	22 3%	18 2%	31 2%	- -	48 5%	19 2%	31 1%	66 4%	79 2%	18 1%
Longer cooling-off period	96 2%	39 2%	57 3%	- -	- -	- -	38 4%	38 5%	20 2%	76 5%	- -	- -	20 2%	76 3%	20 1%	76 2%	20 2%
Would not buy at door/unsuitable place to buy	90 2%	90 4%	- -	40 14%	38 5%	12 1%	- -	- -	- -	- -	65 4%	- -	24 3%	65 2%	24 1%	49 1%	40 3%
At a store you can return things	70 1%	36 1%	34 2%	- -	- -	- -	18 2%	34 4%	18 2%	18 1%	36 2%	- -	16 2%	54 2%	16 1%	36 1%	34 3%
Guarantee/ quality assured	59 1%	59 2%	- -	- -	13 2%	- -	29 3%	- -	18 2%	29 2%	- -	18 2%	13 1%	29 1%	31 2%	18 1%	41 3%

Q.2A/Bi Spontaneous awareness of what the additional rights are

Base: All who answered correctly at Q.1 and who know what these additional rights are/All who did not answer correctly at Q.1 but know what the additional rights are

Absolute figures
Column percentages

	Sex			Age						Social class					Marital status		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	Married	Not Married
Unweighted total	245	120	125	10	33	52	54	45	51	72	74	38	61	146	99	178	67
Est.universe(000's)	4757	2528	2229	288	748	971	1066	804	878	1382	1522	894	959	2903	1853	3466	1291
10-day cancellation period	59 1%	41 2%	18 1%	-	-	-	46 4%	13 2%	-	30 2%	29 2%	-	-	59 2%	-	30 1%	29 2%
Not obliged to buy/should not be forced/only buy if want/the right to say no	57 1%	11 *	46 2%	-	-	30 3%	-	11 1%	16 2%	-	17 1%	-	40 4%	17 1%	40 2%	-	57 4%
Consumer protection rights	40 1%	22 1%	18 1%	-	-	18 2%	22 2%	-	-	40 3%	-	-	-	40 1%	-	40 1%	-
The right to complain	38 1%	38 2%	-	-	38 5%	-	-	-	-	-	38 3%	-	-	38 1%	-	-	38 3%
Proof of identity	29 1%	-	29 1%	-	14 2%	-	15 1%	-	-	15 1%	-	-	14 1%	15 1%	14 1%	15 *	14 1%
3-day cancellation period	29 1%	29 1%	-	-	-	29 3%	-	-	-	29 2%	-	-	-	29 1%	-	29 1%	-
The right to be served properly	26 1%	11 *	15 1%	-	-	-	-	-	26 3%	-	-	-	26 3%	-	26 1%	11 *	15 1%
Pressure of doorstep sales gives you additional rights	25 1%	25 1%	-	-	25 3%	-	-	-	-	-	25 2%	-	-	25 1%	-	25 1%	-
7 to 14 days cancellation period	18 *	18 1%	-	-	-	-	-	18 2%	-	-	-	-	18 2%	-	18 1%	-	18 1%
2-day cancellation period	18 *	18 1%	-	-	-	-	-	-	18 2%	-	-	18 2%	-	-	18 1%	18 1%	-
The customer is always right	13 *	13 1%	-	-	13 2%	-	-	-	-	-	-	-	13 1%	-	13 1%	13 *	-
12 months guarantee	13 *	13 1%	-	-	-	-	-	-	13 1%	-	13 1%	-	-	13 *	-	13 *	-

Q.2A/Bi Spontaneous awareness of what the additional rights are

Base: All who answered correctly at Q.1 and who know what these additional rights are/All who did not answer correctly at Q.1 but know what the additional rights are

Absolute figures
Column percentages

	Sex		Age						Social class						Marital status		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	Married	Not Married
Unweighted total	245	120	125	10	33	52	54	45	51	72	74	38	61	146	99	178	67
Est.universe(000's)	4757	2528	2229	288	748	971	1066	804	878	1382	1522	894	959	2903	1853	3466	1291
8-day cancellation period	13 *	-	13 1%	-	13 2%	-	-	-	-	13 1%	-	-	-	13 *	-	13 *	-
Others	216 5%	156 6%	60 3%	123 43%	-	47 5%	29 3%	-	19 2%	29 2%	101 7%	44 5%	43 4%	130 4%	87 5%	87 3%	130 10%
Don't know	281 6%	181 7%	100 4%	72 25%	25 3%	64 7%	22 2%	19 2%	79 9%	90 7%	92 6%	81 9%	17 2%	183 6%	98 5%	150 4%	130 10%

Q.3 Most important element of the regulation in protecting consumer rights when they buy something on their doorstep or in their home

Base: All Adults

Absolute figures
Column percentages

	Sex			Age						Social class						Marital status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	Married	Not Married
Unweighted total	2121	946	1175	250	330	397	333	286	525	336	579	461	745	915	1206	1177	944
Est.universe(000's)	44583	21486	23097	7633	8490	7682	6296	5212	9270	6706	11884	12751	13243	18589	25994	24109	20474
Being licensed	13392 30%	6814 32%	6578 28%	2640 35%	2858 34%	2499 33%	2165 34%	1423 27%	1807 19%	2165 32%	3792 32%	3705 29%	3729 28%	5957 32%	7435 29%	7076 29%	6316 31%
Longer guarantee period	2110 5%	1217 6%	893 4%	627 8%	397 5%	207 3%	252 4%	192 4%	436 5%	122 2%	507 4%	609 5%	873 7%	629 3%	1481 6%	1088 5%	1022 5%
Cancellation rights	15567 35%	7127 33%	8441 37%	1873 25%	2692 32%	2796 36%	2498 40%	2152 41%	3558 38%	2550 38%	4512 38%	4569 36%	3935 30%	7063 38%	8504 33%	9245 38%	6323 31%
Obligation to provide proper information	7207 16%	3394 16%	3813 17%	1440 19%	1539 18%	1366 18%	809 13%	896 17%	1157 12%	1133 17%	1903 16%	2079 16%	2092 16%	3035 16%	4171 16%	3935 16%	3272 16%
None - don't buy on door step	123 *	47 *	76 *	- -	- -	29 *	18 *	19 *	57 1%	55 1%	29 *	24 *	15 *	84 *	39 *	84 *	39 *
Something else not described above	73 *	37 *	35 *	- -	- -	- -	26 *	- -	46 1%	- -	19 *	26 *	27 *	19 *	53 *	57 *	16 *
Don't know	6111 14%	2850 13%	3262 14%	1054 14%	1004 12%	785 10%	529 8%	530 10%	2209 24%	680 10%	1121 9%	1739 14%	2572 19%	1801 10%	4311 17%	2625 11%	3486 17%

Q.4 Whether thought that when... is a solicited or unsolicited visit

Base: All Adults

Absolute figures
Column percentages

	Sex			Age						Social class						Marital status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	Married	Not Married
Unweighted total	2121	946	1175	250	330	397	333	286	525	336	579	461	745	915	1206	1177	944
Est.universe(000's)	44583	21486	23097	7633	8490	7682	6296	5212	9270	6706	11884	12751	13243	18589	25994	24109	20474

You contact the company yourself and ask them to visit to talk about their product

Solicited visit	35721 80%	17427 81%	18294 79%	6332 83%	7220 85%	6426 84%	5320 85%	3985 76%	6438 69%	5922 88%	10158 85%	10146 80%	9495 72%	16080 87%	19641 76%	19721 82%	16001 78%
Unsolicited visit	4891 11%	2423 11%	2469 11%	773 10%	600 7%	602 8%	614 10%	790 15%	1513 16%	468 7%	1180 10%	1342 11%	1902 14%	1647 9%	3244 12%	2715 11%	2176 11%
Don't know	3970 9%	1636 8%	2334 10%	529 7%	669 8%	655 9%	361 6%	437 8%	1319 14%	316 5%	546 5%	1263 10%	1846 14%	861 5%	3109 12%	1673 7%	2297 11%

Someone comes to your door uninvited

Solicited visit	2927 7%	1406 7%	1521 7%	668 9%	500 6%	416 5%	359 6%	431 8%	553 6%	201 3%	917 8%	972 8%	836 6%	1119 6%	1808 7%	1475 6%	1452 7%
Unsolicited visit	38523 86%	18713 87%	19811 86%	6436 84%	7480 88%	6732 88%	5607 89%	4418 85%	7851 85%	6283 94%	10501 88%	10731 84%	11009 83%	16784 90%	21740 84%	21169 88%	17354 85%
Don't know	3133 7%	1368 6%	1765 8%	530 7%	510 6%	534 7%	330 5%	364 7%	866 9%	221 3%	465 4%	1048 8%	1399 11%	686 4%	2446 9%	1465 6%	1668 8%

Q.4 Whether thought that when... is a solicited or unsolicited visit

Base: All Adults

Absolute figures
Column percentages

	Sex		Age						Social class						Marital status		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	Married	Not Married
Unweighted total	2121	946	1175	250	330	397	333	286	525	336	579	461	745	915	1206	1177	944
Est.universe(000's)	44583	21486	23097	7633	8490	7682	6296	5212	9270	6706	11884	12751	13243	18589	25994	24109	20474

You are called on the telephone and after listening to a sales pitch you agree for a sales person to visit to demonstrate or talk about their product

Solicited visit	29242 66%	14181 66%	15060 65%	5886 77%	6080 72%	5147 67%	4163 66%	3261 63%	4704 51%	4687 70%	8346 70%	8455 66%	7754 59%	13033 70%	16209 62%	15801 66%	13441 66%
Unsolicited visit	10971 25%	5299 25%	5673 25%	1141 15%	1706 20%	1791 23%	1651 26%	1554 30%	3129 34%	1593 24%	2823 24%	3027 24%	3528 27%	4416 24%	6555 25%	6315 26%	4657 23%
Don't know	4370 10%	2006 9%	2364 10%	606 8%	703 8%	744 10%	482 8%	397 8%	1437 16%	425 6%	715 6%	1268 10%	1961 15%	1140 6%	3230 12%	1994 8%	2376 12%

You agree for a sales person to visit after responding to a TV advertisement

Solicited visit	31989 72%	15779 73%	16210 70%	5895 77%	6491 76%	5854 76%	4695 75%	3751 72%	5303 57%	5347 80%	9241 78%	8971 70%	8431 64%	14587 78%	17401 67%	17862 74%	14126 69%
Unsolicited visit	8255 19%	4023 19%	4231 18%	1277 17%	1275 15%	1115 15%	1152 18%	1040 20%	2396 26%	957 14%	1880 16%	2480 19%	2938 22%	2837 15%	5418 21%	4176 17%	4079 20%
Don't know	4340 10%	1684 8%	2655 11%	461 6%	724 9%	713 9%	449 7%	421 8%	1572 17%	402 6%	763 6%	1300 10%	1874 14%	1165 6%	3175 12%	2071 9%	2268 11%

Q.4 Whether thought that when... is a solicited or unsolicited visit

Base: All Adults

Absolute figures
Column percentages

	Sex		Age						Social class						Marital status		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	Married	Not Married
Unweighted total	2121	946	1175	250	330	397	333	286	525	336	579	461	745	915	1206	1177	944
Est.universe(000's)	44583	21486	23097	7633	8490	7682	6296	5212	9270	6706	11884	12751	13243	18589	25994	24109	20474

You are sent an advertisement / letter
and reply to the letter agreeing to a visit from a sales person

Solicited visit	31544 71%	15435 72%	16108 70%	5932 78%	6087 72%	5628 73%	4527 72%	3739 72%	5631 61%	5372 80%	9068 76%	8864 70%	8239 62%	14440 78%	17104 66%	17345 72%	14199 69%
Unsolicited visit	8626 19%	4313 20%	4313 19%	1205 16%	1724 20%	1361 18%	1158 18%	1011 19%	2166 23%	912 14%	2148 18%	2555 20%	3010 23%	3060 16%	5565 21%	4741 20%	3885 19%
Don't know	4414 10%	1738 8%	2676 12%	496 6%	679 8%	693 9%	610 10%	463 9%	1473 16%	422 6%	667 6%	1332 10%	1993 15%	1089 6%	3325 13%	2023 8%	2390 12%