

ANNEXE A

SURVEY QUESTIONNAIRE

Survey of consumers about extended warranties

INTRODUCTION

Good morning/afternoon/evening. I am _____ from FDS Market Research and we are carrying out a survey on behalf of the Office of Fair Trading about electrical products. The survey is being carried out to make sure consumers are treated fairly by retailers.

(IF RESPONDENT ASKS FOR A CONTACT NAME AT THE OFT, GIVE DAVID EDMUNDS ON 020 7211 8372)

QA Could I speak to the person in your household who is most likely, jointly or solely, to make decisions about buying electrical appliances?
(INTERVIEWER NOTE. IF NO APPLIANCES BOUGHT/INTENDED TO BUY ASK FOR HOUSEHOLD DECISION-MAKERS)

Yes, self	1	
Will transfer you	2	INTRO
Not available	3	MAKE APPOINTMENT
No, refused	4	CLOSE

QB Do you have 10-15 minutes to answer some questions about electrical appliances?

(IT DOESN'T MATTER IF YOU HAVE NOT BOUGHT ANY RECENTLY)

Yes	1	Q1
Yes, but not now	2	MAKE APPOINTMENT
No, refused	3	CLOSE

Q1 If you were to buy a large electrical appliance such as a colour TV or dishwasher would you expect the manufacturer to provide a guarantee?

Yes	1	Q2
No	2	
Don't know	3	

Q2 And how long would you expect that guarantee to be?

Less than one year	1
One year	2
Two years	3
Three years	4
Four years	5
Five years	6
More than five years	7
Varies by manufacturer	8
Varies by retailer	9
Don't know	10

Q3a Have you heard of extended warranties?

Yes	1	Q3b
No	2	Q5a
Don't know	3	

IF YES:

Q3b What is your understanding of an extended warranty?

ALL

Q4a Extended warranties may be offered to people who buy electrical goods so the goods can be repaired free of charge beyond the period of the manufacturer's basic guarantee. What types of company offer extended warranties?

Manufacturers	1
Retailers/shops	2
Insurance companies	3
Other answers (SPECIFY)	4

Don't know	5

Q4b Can I check which, if any, of these do you think might offer extended warranties? **READ OUT MULTICODE**

- Manufacturers 1
- Retailers 2
- Insurance companies 3
- None of these 4

Q5a Extended warranties may include warranties backed by insurance and warranties that are service contracts. As far as you know, are there any differences between these types of warranties?

- Yes 1 **Q5b**
- No 2
- Don't know 3 **Q5c**

Q5b How is a warranty backed by insurance different from one that is a service contract?

Q5c If you were to buy an extended warranty of three years would you expect this three year period to start from

- when you bought the appliance 1
- or when the manufacturer's guarantee ran out 2
- Don't know 3

Q6a If you were to buy a major electrical appliance such as a colour TV, how likely would you be to take out an extended warranty **READ OUT 1-4**

- Definitely 1
- Probably 2
- Probably not 3
- Definitely not 4
- It depends 5

Q6b Why do you say that? **PROBE FULLY**

Q6c And if you were to buy an appliance such as a washing machine how likely would you be to take out an extended warranty? **READ OUT 1-4**

- Definitely 1
- Probably 2
- Probably not 3
- Definitely not 4
- It depends 5

Q6d Why do you say that? **PROBE FULLY**

Q7a Which of these types of appliance do you think are most reliable ie that will last the longest before needing repairs?

- Brown goods such as colour TVs 1
- White goods such as dishwashers 2
- Fridges or freezers 3
- PCs or game consoles 4
- Don't know 5

Q7b And how long would you expect (these) electrical appliances to last, on average, before needing repairs or replacement?

ASK Q7b FOR EACH TYPE OF APPLIANCE

	Colour TVs	Washing machines or dishwashers	Fridges/ Freezers	PCs/Games consoles
Less than two years	1	1	1	1
Two years	2	2	2	2
Three years	3	3	3	3
Four years	4	4	4	4
Five years	5	5	5	5
Six years	6	6	6	6
7-8 years	7	7	7	7
9-10 years	8	8	8	8
11-12 years	9	9	9	9
13-15 years	10	10	10	10
More than 15 years	11	11	11	11
Don't know	12	12	12	12

If you were to buy an extended warranty this would cover you for any repairs required during the period of the warranty. If you did not have such a warranty you would probably have to arrange for repairs to be carried out yourself. How would you expect the cost of a three year extended warranty on an electrical product to compare with the typical cost of arranging repairs yourself?

Q8a Which would you expect to cost more **READ OUT**

An extended warranty covering cost of repairs for three years	1	Q8b
Having something repaired yourself	2	Q8c
About the same	3	Q8d
Depends	4	

Q8b And would you expect the extended warranty to cost **READ OUT**

50% more	1
Twice as much	2
Three times a much	3
Five times as much	4
Or ten times as much	5
Don't know	6

NOW GO TO Q8d

Q8c And would you expect having something repaired yourself to cost. . .

50% more	1
Twice as much	2
Three times a much	3
Five times as much	4
Or ten times as much	5
Don't know	6

Q8d How easy do you think it would be to arrange for repairs to be carried out under an extended warranty? **READ OUT**

Very easy	1
Fairly easy	2
Not very easy	3
Not at all easy	4
Depends	5
Don't know	6

Q8e How easy do you think it would be to arrange for repairs to be carried out yourself through independent repairers?

- Very easy 1
- Fairly easy 2
- Not very easy 3
- Not at all easy 4
- Depends 5
- Don't know 6

Q9 Which of the following electrical appliances do you own? **MULTICODE**

- Colour television 1
- Video recorder 2
- Microwave 3
- Vacuum cleaner 4
- Washer dryer 5
- Washing machine 6
- Tumble dryer 7
- Fridge freezer 8
- Refrigerator 9
- Separate Freezer 10
- Dishwasher 11
- PC 12
- Games console 13
- DVD player 14
- None of these 15

Q10 And which of these did you buy new (rather than second hand)? **MULTICODE**

- Colour television 1
- Video recorder 2
- Microwave 3
- Vacuum cleaner 4
- Washer dryer 5
- Washing machine 6
- Tumble dryer 7
- Fridge freezer 8
- Refrigerator 9
- Separate Freezer 10
- Dishwasher 11
- PC 12
- Games console 13
- DVD player 14
- None of these 15

ASK FOR EACH BOUGHT NEW

Q11 When did you buy your latest _____
PROMPT IF NECESSARY

- 2001/2002 1
- 2000 2
- 1999 3
- 1997-8 4
- 1995-6 5
- 1991-4 6
- 1986-1990 7
- 1982-1985 8
- Before 1982 9
- Don't know 10

ASK FOR EACH BOUGHT IN 1995 OR LATER (IE CODES 1-5)

Q12 When you bought the _____ did you buy an extended warranty at the same time?

- Yes 1
- No 2
- Can't remember 3

IF YES

Q13 And was this extended warranty bought. . .

- . . .from the retailer 1
- . . .from the manufacturer 2
- . . .from an insurance company 3
- Other (SPECIFY) 4
- _____
- Don't know 9

Q13b Did you anticipate purchasing this extended warranty before you arrived at the store? .

- Yes 1
- No 2
- Don't know 9

**IF MORE THAN ONE ITEM BOUGHT IN 2001/2002 (AT Q11), ASK Q14x.
OTHERS GO TO Q14a**

Q14x Can I just check, which of these items did you buy most recently?

- | | |
|-------------------|----|
| Colour television | 1 |
| Video recorder | 2 |
| Microwave | 3 |
| Vacuum cleaner | 4 |
| Washer dryer | 5 |
| Washing machine | 6 |
| Tumble dryer | 7 |
| Fridge freezer | 8 |
| Refrigerator | 9 |
| Separate Freezer | 10 |
| Dishwasher | 11 |
| PC | 12 |
| Games console | 13 |
| DVD player | 14 |

**ASK Q14 FOR EACH ITEM BOUGHT IN 2001/2 (OR MOST RECENT ITEM
BOUGHT IN 2001/2 IF MORE THAN ONE – FROM Q14x). OTHERS GO TO
Q21**

Q14a Thinking about the _____ you bought this year, in which quarter did you buy it?

- | | |
|-----------------------|---|
| Jan-March 2001 | 1 |
| April–June 2001 | 2 |
| July-September 2001 | 3 |
| October-December 2001 | 4 |
| January-March 2002 | 5 |

ASK Q14b FOR ITEM BOUGHT MOST RECENTLY

Q14b And where did you buy it?

- | | |
|-----------------|---|
| Currys | 1 |
| Comet | 2 |
| Co-Op | 3 |
| Dixons | 4 |
| John Lewis | 5 |
| House of Fraser | 6 |
| Powerhouse | 7 |
| Scottish Power | 8 |

Scottish & Southern Energy	9
Shop Electric	10
Staples	11
Tandy	12
PC World	13
Woolworths	14
Others	15
Can't remember	16

Q15 And roughly how much did it cost?

Less than £100	1
£100-149	2
£150-199	3
£200-249	4
£250-299	5
£300-349	6
£350-399	7
£400-499	8
£500-599	9
£600-699	10
£700 or more	11
Don't know	12

Q16 How did you pay for it? **READ OUT**

Paid in full by cash, cheque or debit card	1
Paid in full by credit card	2
Took out store's finance package	3
Took out 'buy now pay later' Option	4
Took out hire/purchase option	5
Don't know	6

**REFER BACK TO Q12. IF BOUGHT WITH EXTENDED WARRANTY ASK Q17.
OTHERWISE GO TO Q18**

Q17 Were there any particular reasons why you decided to take out an extended warranty when you bought the ?

GO TO Q19a

IF NOT BOUGHT WITH EXTENDED WARRANTY ASK

Q18 Did the store staff mention extended warranties?

Yes	1	Q19a

No	2	Q21

Q19a Did the store staff advise you or encourage you to take out an extended warranty?

Yes	1	Q19a1

No	2	Q19a2

Q19a1 What reasons did they give for advising you to take out an extended warranty?
PROBE FULLY

Q19a1b Did you feel the store staff put you under pressure to take out an extended warranty?

Yes	1
No	2
Don't know	3

Q19a2 How helpful did you find the information the store staff gave you on extended warranties?

Very helpful	1	Q19b
Fairly helpful	2	-----
Not very helpful	3	Q19a3
Not at all helpful	4	-----
Staff didn't offer any information	5	
Don't know	9	Q19b

Q19a3 Why do you say that?

Q19b Did you see leaflets or literature about extended warranties?

-----	Yes	1	-----	Q19c
	No	2		Q19e

Q19c How clear and easy to understand were these leaflets?

	Very clear	1		Q19e
	Fairly clear	2		
-----	Not very clear	3	-----	Q19d
	Not at all clear	4		

Q19d Was there anything in particular that was unclear?

Q19e Was it clear how much you would be paying for the extended warranty on top of the price of the electrical item?

	Yes	1
	No	2
	Don't know	3

Q20a Did their extended warranty come into force.....

as soon as you bought	
the product	1
or as soon as the manufacturer's	
warranty expired	2
Don't know	3

Q20b Did the store offer any deals or discounts on products which were ONLY available to people who took out extended warranties?

	Yes	1
	No	2
	Don't know	3

Q20c Did the store offer any financial arrangements such as interest free credit or 'Buy Now Pay Later' which were ONLY available to people who took out extended warranties?

	Yes	1
	No	2
	Don't know	3

IF YES TO EITHER Q20b OR Q20c, ASK Q20d. OTHERS GO TO INSTRUCTION BEFORE Q20e

Q20d What did the store offer that was only available to people who took out an extended warranty. . . . **PROBE FULLY**

REFER TO Q12. IF DID NOT BUY WITH EXTENDED WARRANTY

Q20e Are there any particular reasons why you did not take out an extended warranty on this occasion?

NOW REPEAT Q14 – Q20e FOR OTHER ITEMS BOUGHT NEW IN 2001/2002 AT Q10 & Q11

Q21 In the last year (2001) have you had any electrical appliances break down so they needed to be repaired or replaced?

----- Yes ----- 1 ----- **Q22** -----
 No 2 **Q32**

Q22a What type(s) of appliance was this?

IF MORE THAN ONE, ASK Q22b

Q22b And which appliance did you have repaired most recently?

	All appliances – Q22a	Repaired most recently – Q22b
Colour television	1	1
Video recorder	2	2
Microwave	3	3
Vacuum cleaner	4	4
Washer dryer	5	5
Washing machine	6	6
Tumble dryer	7	7
Fridge freezer	8	8
Refrigerator	9	9
Separate Freezer	10	10
Dishwasher	11	11
PC	12	12
Games console	13	13
DVD player	14	14
None of these	15	15

ASK Q23 – Q31e OF APPLIANCE AT Q22a (IF ONLY ONE MENTIONED) OR APPLIANCE AT Q22b

Q23 Was it covered by an extended warranty?

	Yes	1	Q24

No, covered through			
Manufacturer's original warranty		2	
No – not covered		3	Q25

Q24 Was this extended warranty arranged through

the shop/retailer	1
the manufacturer	2
an insurance company	3
Don't know	4

Q25 Was/will the item be repaired or replaced?

Repaired	1	Q26

Replaced	2	IF EXTENDED WARRANTY ASK
		Q31a; IF MANUFACTURER'S
		WARRANTY GO TO Q31c;
		IF NO COVER GO TO Q32
Don't know	9	INSTRUCTION BEFORE Q31f

Repairs

Q26 How easy was it to arrange for repairs? **READ OUT**

Very easy	1	
Quite easy	2	Q28

Not very easy	3	INSTR.
Not at all easy	4	BEFORE Q27

**IF EXTENDED WARRANTY AT Q23 AND NOT EASY, ASK Q27;
OTHERWISE GO TO Q28**

Q27 What difficulties did you encounter? **PROBE FULLY**

Q28 How satisfied were you with the speed with which repairs were arranged and completed?

Very satisfied	1
Fairly satisfied	2
Not very satisfied	3
Not at all satisfied	4

Q29 How satisfied were you with the actual repairs?

Very satisfied	1
Fairly satisfied	2
Not very satisfied	3
Not at all satisfied	4

Q30a So how satisfied were you with the overall service you received on this occasion?

Very satisfied	1	
Fairly satisfied	2	Q32

Not very satisfied	3	
Not at all satisfied	4	Q30b

Q30b So what should have been done differently? **PROBE FULLY**

NOW GO TO INSTRUCTION BEFORE Q31f

Replacements

IF EXTENDED WARRANTY AT Q23 AND REPLACED ITEM AT Q25, ASK Q31a; IF MANUFACTURER'S WARRANTY OR NO COVER AT Q23 AND REPLACED ITEM AT Q25, GO TO Q31c

Q31a How easy was it to replace the item under the terms of your extended warranty?

Very easy	1	
Quite easy	2	Q31c

Not very easy	3	
Not at all easy	4	Q31b

IF NOT EASY:

Q31b What difficulties did you encounter? **PROBE FULLY**

Q31c How satisfied were you with the speed with which a replacement was provided?

Very satisfied	1
Fairly satisfied	2
Not very satisfied	3
Not at all satisfied	4

Q31d So how satisfied were you with the overall service you received on this occasion?

Very satisfied	1	
Fairly satisfied	2	INSTR AT Q31f
Not very satisfied	3	INSTR. AT
Not at all satisfied	4	Q31e

IF EXTENDED WARRANTY AND NOT EASY ASK Q31e; OTHERS GO TO INSTR AT Q31f

Q31e So what should have been done differently? **PROBE FULLY**

IF BOUGHT EXTENDED WARRANTY SINCE 1995 (Q12 = YES), ASK Q31f; OTHERS GO TO Q32

Q31f Generally would you buy an extended warranty on any item in the future?

Yes	1
No	2
Don't know	9

Q31g Why do you say that? **PROBE FULLY**

Q32 I would now like to ask a few questions about you and your family for classification purposes so we can group the answers we get.

Are you:

Married/living with partner	1
Widowed/separated/divorced	2
Single	3
Refused	4

Q33 How many adults aged 16+ including yourself live at this address?

- One 1
- Two 2
- Three 3
- Four 4
- Five or more 5
- Refused 6

Q34 How many of these are female?

- One 1
- Two 2
- Three 3
- Four 4
- Five or more 5
- None 6
- Refused 7

Q35 How many children aged 0-15 are there at home?

- One 1
- Two 2
- Three 3
- Four 4
- Five or more 5
- None 6
- Refused 7

Q36 Are you working:

- Full-time (30+ hours per week) 1
- Part-time (8-29 hours) 2
- Not working (0-7 hours) 3
- Refused 4

Q37 What is the occupation of the chief income earner in your household?

RECORD IN SUFFICIENT DETAIL TO CODE SOCIAL GRADE

- Refused 9

Q38 Which of these bands describes your household's total income before tax?

- £12,000 or less 1
- £13-24,000 2
- £25-36,000 3
- £37,000 or more 4
- Refused 5

Q39 At what age did you complete your full-time education?

- Less than 16 1
- 16 2
- 17 3
- 18 4
- 19 5
- 20-21 6
- 22-23 7
- 24 or more 8
- Still studying 9
- Refused 10

Q40 Do you have any disability that affects your everyday life?

- No 1
 - Yes – visually impaired 2
 - Yes – hearing impaired 3
 - Yes – limited mobility/
wheelchair bound 4
 - Yes – illness 5
 - Yes – other (SPECIFY) 6
-
- Refused 9

Q41 In which of these age groups do you fall? **READ OUT**

- Under 24 1
- 25-34 2
- 35-44 3
- 45-54 4
- 55-64 5
- 65+ 6
- Refused 7

THANK RESPONDENT AND CLOSE

INTERVIEWER'S DECLARATION

I hereby declare that I have conducted this interview in full, with the person named below in accordance with your instructions and within the MRS code of conduct.

Interviewer's Signature: _____ Date: _____

RESPONDENTS NAME: _____

ADDRESS: _____

_____ TEL NO: _____

Code Gender

Male	1
Female	2

Social Class

AB	1
C1	2
C2	3
D	4
E	5
Refused	6