



This project is co-financed by the  
European Union and the Republic of Turkey.

# **Technical Assistance for Awareness Raising in the Areas of Product Safety, Market Surveillance and Conformity Assessment**

**Ref No: EuropeAid/138441/IH/SER/TR**

## **CONSUMER SURVEY REPORT**

**1<sup>th</sup> Phase**

**Activity No.: 4.2.2.1**

**March 2019**





This project is co-financed by the  
European Union and the Republic of Turkey.

**Technical Assistance for Awareness Raising in the Areas of Product Safety,  
Market Surveillance and Conformity Assessment**

EuropeAid/138441/IH/SER/TR

**Contract N° DOGER/PSMSC/TR2014/DG/02/RA-2/SER/014**

**CONSUMER SURVEY REPORT**

**March 2019**

The contents of this publication is the sole responsibility of Norm Consulting and can in no way be taken to reflect the views of the  
European Union.



This project is co-financed by the European Union and the Republic of Turkey.

## TABLE OF CONTENTS

---

<b>TABLES .....</b>	<b>3</b>
<b>GRAPHS .....</b>	<b>4</b>
<b>INTRODUCTION .....</b>	<b>5</b>
<b>Objectives .....</b>	<b>5</b>
<b>Methodology for the analysis.....</b>	<b>6</b>
<b>Research Approach and Sample .....</b>	<b>7</b>
<b>Distribution by region .....</b>	<b>8</b>
<b>Data Collection Technique.....</b>	<b>9</b>
<b>EXECUTIVE SUMMARY .....</b>	<b>10</b>
<b>DETAILED REVIEW.....</b>	<b>15</b>
<b>RESEARCH POPULATION (DEMOGRAPHICS).....</b>	<b>16</b>
<b>Gender .....</b>	<b>16</b>
<b>Age distribution .....</b>	<b>17</b>
<b>Job position .....</b>	<b>18</b>
<b>Education level.....</b>	<b>19</b>
<b>Do they make their shopping by themselves? .....</b>	<b>20</b>
<b>FINDINGS .....</b>	<b>21</b>
<b>How do they know whether a product is harmless/safe or not?.....</b>	<b>22</b>
<b>“Price - Reliability” relationship according to consumers .....</b>	<b>24</b>
<b>Which mark on the product makes the consumer think that the product is harmless/safe? .....</b>	<b>26</b>
<b>Does the CE marking on the products they purchased attract their attention?.....</b>	<b>30</b>
<b>Do consumers know what CE mark stands for?.....</b>	<b>32</b>
<b>What does CE mark stands for according to consumers?.....</b>	<b>33</b>
<b>Sources of information about CE Mark.....</b>	<b>35</b>
<b>Do they think that the products they purchased could harm health? .....</b>	<b>36</b>
<b>So, to what extent people are concerned about this?.....</b>	<b>38</b>
<b>Do they think that some product groups are more harmful to health?.....</b>	<b>39</b>
<b>If so, in their opinion, which product groups have a greater risk to harm health?.....</b>	<b>40</b>
<b>Did they have any unsafe products that are harmful to health?.....</b>	<b>41</b>
<b>Have they ever made a complaint about a product that they thought unsafe? .....</b>	<b>43</b>
<b>Do they know that they can make a complaint about unsafe products in the market? .....</b>	<b>44</b>
<b>Do they know where to make a complaint? .....</b>	<b>47</b>
<b>Do they know that the complaints can cause penalties on producer?.....</b>	<b>49</b>
<b>Do they think that these penalties are imposed on producers?.....</b>	<b>50</b>
<b>According to consumers, who inspects the safety of products in the market?.....</b>	<b>51</b>
<b>THE QUESTIONNAIRE.....</b>	<b>52</b>



This project is co-financed by the European Union and the Republic of Turkey.

## TABLES

Table 1	Categorization according to TURSTAT NUTS.....	6
Table 2	Research population and sample distribution .....	7
Table 3	Distribution of research population by province .....	8
Table 4	Distribution of the research population by job position .....	18
Table 5	Distribution of research population by the school last graduated.....	19
Table 6	"Do they make their shopping by themselves?" according to different demographic groups .....	20
Table 7	How do they know whether a product is harmless/safe or not?? .....	23
Table 8	Some people think that "if a product is EXPENSIVE, then it is RELIABLE or if it is CHEAP, then it is UNRELIABLE". To what extent do you agree with this statement? .....	24
Table 9	Some people think that "if a product is EXPENSIVE, then it is RELIABLE or if it is CHEAP, then it is UNRELIABLE". To what extent do you agree with this statement? (Demographics) .....	25
Table 10	Which mark or words on a product makes you think that the product is harmless/safe to your or your family's health? (Demographics) .....	27
Table 11	Which mark or words on a product makes you think that the product is harmless/safe to your or your family's health? .....	29
Table 12	Does CE Mark attract your attention when you are purchasing a product?.....	31
Table 13	Do they know what does CE Mark stand for?.....	33
Table 14	Information sources about the meaning of CE Mark.....	35
Table 15	Do you think the products you purchased can harm your or your family's health? .....	37
Table 16	How many of the products on the market do you think are harmful to your or your family's health? ....	38
Table 17	Do you think that some product groups are more harmful to your health? .....	40
Table 18	I am going to list some product groups, please specify four of the most risky product groups that you think are harmful to your health. ....	41
Table 19	Did you ever have any unsafe product that are harmful to your or your family's health?.....	42
Table 20	Have you ever made a complaint about a product that you think unsafe?.....	44
Table 21	Did you know that you could make a complaint about unsafe products in the market? .....	46
Table 22	Where do you make a complaint about a product that you think unsafe? .....	48
Table 23	Do you know that upon your complaint a penalty may be imposed on the producer and the unsafe products can be recalled from the market? .....	49



This project is co-financed by the European Union and the Republic of Turkey.

## GRAPHS

Graph 1 Distribution of research population by region .....	8
Graph 2 Distribution of the research population by gender.....	16
Graph 3 Distribution of the research population by age group .....	17
Graph 4 Distribution of the research population by job position .....	18
Graph 5 Distribution of research population by the school last graduated .....	19
Graph 6 Do you make your shopping by yourself? .....	20
Graph 7 How do they know whether a product is harmless(safe or not? .....	22
Graph 8 Is there a relationship between "price and reliability" according to consumers?.....	24
Graph 9 Which mark or words on a product makes you think that the product is harmless/safe to your or your family's health? .....	26
Graph 10 Which mark or words on a product makes you think that the product is harmless/safe to your or your family's health? .....	28
Graph 11 Does CE Mark attract your attention when you are purchasing a product?.....	30
Graph 12 Do they know what does CE Mark stand for?.....	32
Graph 13 Do they know what does CE Mark stand for?.....	34
Graph 14 Information sources about the meaning of CE Mark .....	35
Graph 15 Do you think the products you purchased can harm your or your family's health? .....	36
Graph 16 How many of the products on the market are harmful to your or your family's health? .....	38
Graph 17 Do you think that some product groups are more harmful to your health? .....	39
Graph18 I am going to list some product groups, please specify four of the most risky product groups that you think are harmful to your health. ....	41
Graph 19 Did you ever have any unsafe product that are harmful to your or your family's health? .....	42
Graph 20 Have you ever made a complaint about a product that you think unsafe? .....	43
Graph 21 Did you know that you could make a complaint about unsafe products in the market?.....	45
Graph 22 Where do you make a complaint about a product that you think unsafe? .....	47
Graph 23 Do you know that upon your complaint a penalty may be imposed on the producer and the unsafe products can be recalled from the market? .....	49
Graph 24 So, do you think such products are recalled from the market? .....	50
Graph 25 Who do you think inspects the safety of products in the market? .....	51



This project is co-financed by the European Union and the Republic of Turkey.

## INTRODUCTION

---

### **Objectives**

***Technical Assistance project for “Awareness Raising in the Areas of Product Safety, Market Surveillance and Conformity Assessment”*** has started on October 9, 2018. The overall objective of the project, for which Ministry of Trade is a beneficiary, is defined as “to contribute to increased awareness in the areas of regulations on product safety, market surveillance and conformity assessment for better implementation of the EU technical legislation.”

As part of this objective, the project aims to measure the key points such as awareness and recognition about the subject both by the consumers and also economic operators. To this end, the research was planned as an two-phased study.

The present report contains data related to **consumer** awareness on product safety and market surveillance, compiled as part of the **first** phase.



This project is co-financed by the European Union and the Republic of Turkey.

## **Population**

Research population includes men and women over the age of 18, and the research covers whole Turkey.

## **Methodology for the analysis**

The sample distribution utilized in the research is Level-2 regional distribution (26 sub-regions) categorized according to TURKSTAT SR or NUTS.

**Table 1**

**Categorization according to TURSTAT NUTS**

Code	Level 1 (12 regions)	Code	Level 2 (26 sub-regions)	Level 3 (81 provinces)
TR1	Istanbul	TR10	Istanbul sub-region	Istanbul
TR2	Western Marmara	TR21	Tekirdağ sub-region	Tekirdağ, Edirne, Kırklareli
		TR22	Balıkesir sub-region	Balıkesir, Çanakkale
TR3	Aegean	TR31	İzmir sub-region	İzmir
		TR32	Aydın sub-region	Aydın, Denizli, Muğla
		TR33	Manisa sub-region	Manisa, Afyonkarahisar, Kütahya, Uşak
TR4	Eastern Marmara	TR41	Bursa sub-region	Bursa, Eskişehir, Bilecik
		TR42	Kocaeli sub-region	Kocaeli, Sakarya, Düzce, Bolu, Yalova
TR5	Western Anatolia	TR51	Ankara sub-region	Ankara
		TR52	Konya sub-region	Konya, Karaman
TR6	Mediterranean	TR61	Antalya sub-region	Antalya, Isparta, Burdur
		TR62	Adana sub-region	Adana, Mersin
		TR63	Hatay sub-region	Hatay, Kahramanmaraş, Osmaniye
TR7	Central Anatolia	TR71	Kırıkkale sub-region	Kırıkkale, Aksaray, Niğde, Nevşehir, Kırşehir
		TR72	Kayseri sub-region	Kayseri, Sivas, Yozgat
TR8	Western Black Sea	TR81	Zonguldak sub-region	Zonguldak, Karabük, Bartın
		TR82	Kastamonu sub-region	Kastamonu, Çankırı, Sinop
		TR83	Samsun sub-region	Samsun, Tokat, Çorum, Amasya
TR9	Eastern Black Sea	TR90	Trabzon sub-region	Trabzon, Ordu, Giresun, Rize, Artvin, Gümüşhane
TRA	Northeastern Anatolia	TRA1	Erzurum sub-region	Erzurum, Erzincan, Bayburt
		TRA2	Ağrı sub-region	Ağrı, Kars, Iğdır, Ardahan
TRB	Middle Eastern Anatolia	TRB1	Malatya sub-region	Malatya, Elazığ, Bingöl, Tunceli
		TRB2	Van sub-region	Van, Muş, Bitlis, Hakkâri
TRC	Southeastern Anatolia	TRC1	Gaziantep sub-region	Gaziantep, Adıyaman, Kilis
		TRC2	Şanlıurfa sub-region	Şanlıurfa, Diyarbakır
		TRC3	Mardin sub-region	Mardin, Batman, Şırnak, Siirt



This project is co-financed by the European Union and the Republic of Turkey.

## **Research Approach and Sample**

Data were collected through the attached structured questionnaire from 1,000 people over the age of 18 between February 26 - March 7, 2019.

This sample volume (1,000 people) indicates a confidence interval of 0.95 percent and error margin of +/- 3.1 percent. For this purpose, data were collected from 1000 people over the age of 18 from the 26 sub-regions and these are distributed according to the total weight of the provinces.

**Table 2**

**Research population and sample distribution**

<b>Level 1 (12 regions)</b>	<b>Code</b>	<b>Level 2 (26 sub-regions)</b>	<b>Sample</b>
Istanbul	TR10	Istanbul sub-region	282
Western Marmara	TR21	Tekirdağ sub-region	19
	TR22	Balıkesir sub-region	23
Aegean	TR31	İzmir sub-region	111
	TR32	Aydın sub-region	18
	TR33	Manisa sub-region	25
Eastern Marmara	TR41	Bursa sub-region	52
	TR42	Kocaeli sub-region	31
Western Anatolia	TR51	Ankara sub-region	102
	TR52	Konya sub-region	37
Mediterranean	TR61	Antalya sub-region	43
	TR62	Adana sub-region	36
	TR63	Hatay sub-region	27
Central Anatolia	TR71	Kırıkkale sub-region	7
	TR72	Kayseri sub-region	21
Western Black Sea	TR81	Zonguldak sub-region	11
	TR82	Kastamonu sub-region	6
	TR83	Samsun sub-region	22
Eastern Black Sea	TR90	Trabzon sub-region	15
Northeastern Anatolia	TRA1	Erzurum sub-region	12
	TRA2	Ağrı sub-region	7
Middle Eastern Anatolia	TRB1	Malatya sub-region	11
	TRB2	Van sub-region	16
Southeastern Anatolia	TRC1	Gaziantep sub-region	31
	TRC2	Şanlıurfa sub-region	24
	TRC3	Mardin sub-region	11
<b>TOTAL</b>			<b>1000</b>





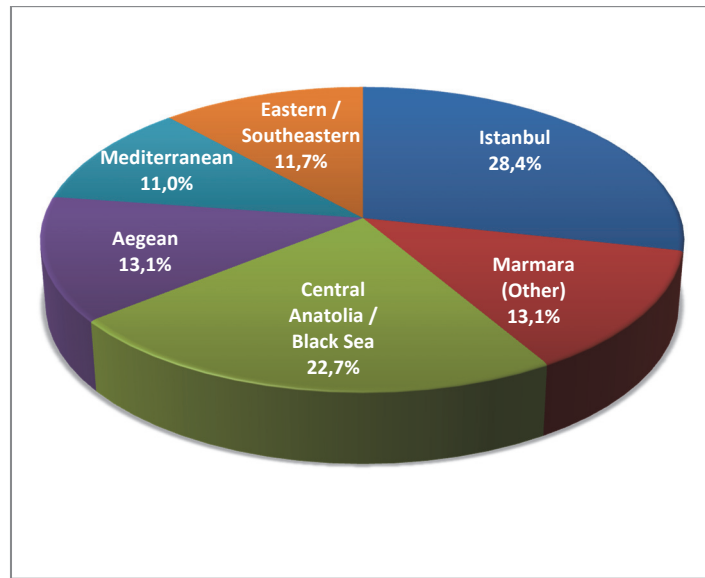
This project is co-financed by the European Union and the Republic of Turkey.

## Distribution by region

The research was conducted according to the TURKSTAT Nuts-2 classification, which defined the distribution of the respondents. Both their provinces and regions of residence were exhibited below. The regions were specified as to be suitable for future analysis. Accordingly, Marmara region was surveyed as two different sub-regions as "Istanbul" and "other Marmara".

### Graph 1

#### Distribution of research population by region



**Table 3**

#### Distribution of research population by province

	Number	%		Number	%
Adana	36	3.90%	Kırıkkale	7	0.60%
Ağrı	7	0.70%	Kocaeli	31	3.40%
Ankara	102	10.20%	Konya	37	3.90%
Antalya	43	4.40%	Malatya	11	1.30%
Aydın	18	2.10%	Manisa	25	2.60%
Balıkesir	23	2.30%	Mardin	11	1.20%
Bursa	52	5.50%	Samsun	22	2.40%
Erzurum	12	1.20%	Şanlıurfa	24	2.60%
Gaziantep	31	3.10%	Tekirdağ	19	1.90%
Hatay	27	2.70%	Trabzon	15	1.40%
Istanbul	282	28.40%	Van	16	1.60%
İzmir	111	8.40%	Zonguldak	11	1.20%
Kastamonu	6	0.60%			
Kayseri	21	2.40%			
			<b>TOTAL</b>	<b>1.000</b>	<b>100.00%</b>



This project is co-financed by the European Union and the Republic of Turkey.

## **Data Collection Technique**

The data were collected through telephone calls using "MyCati", a Computer Assisted Telephone Interview system.

For this purpose, a large number of telephone numbers that are randomly selected from the province or provinces of the regions and which match the sample group of each province, were installed in the system. Then, the system automatically and randomly called the numbers.

In addition to the NUTS-2 region quota, the study applied gender and age quotas.



This project is co-financed by the European Union and the Republic of Turkey.

## EXECUTIVE SUMMARY

---

### **Introduction and Methodology**

*Technical Assistance project for “Awareness Raising in the Areas of Product Safety, Market Surveillance and Conformity Assessment”* has started on October 9, 2018. The overall objective of the project, for which Ministry of Trade is a beneficiary, is defined as “to contribute to increased awareness in the areas of regulations on product safety, market surveillance and conformity assessment for better implementation of the EU technical legislation.”

As part of this objective, the project aims to measure the key points such as awareness and recognition about the subject both by the consumers and also economic operators. To this end, the research was planned as an two-phased study.

The present report contains data related to consumer awareness on product safety and market surveillance, compiled as part of the first phase.

Research population includes men and women over the age of 18, and the research covers whole Turkey. The sample distribution utilized in the research is Level-2 regional distribution (26 sub-regions) categorized according to TURKSTAT SR or NUTS. Data were collected through the attached structured questionnaire from **1,000** people over the age of 18 between February 26 - March 7, 2019. The data were collected through telephone calls using "MyCati", a Computer Assisted Telephone Interview system.

### **Demographics**

In accordance with the demographics of Turkey, research population is divided into two almost equal groups, men and women. The average age of the research population was 41. Almost half of the research population consists of employees, almost two-thirds are high school and higher education graduates.

Almost all of the population (92.15%) states that they make their shopping themselves.

### **How do they know whether a product is harmless/safe or not?**

The population is asked "How do you know that a product is harmless/safe to your or your family's health?" It is understood that most of the population finds an answer to this question by looking at the descriptions on the product or the brand of the product.

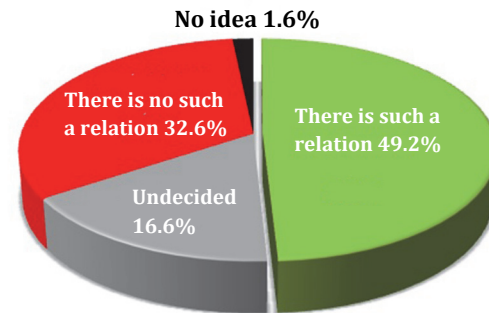


This project is co-financed by the European Union and the Republic of Turkey.

### **“Price - Reliability” relationship according to consumers**

By asking the question *"Some people think that if a product is EXPENSIVE, then it is RELIABLE or if it is CHEAP, then it is UNRELIABLE. To what extent do you agree with this statement?"*, we tried to examine the "price - reliability" relationship in the minds of consumers.

Almost half of the population associate price with product reliability. Indeed, 49.2 percent of the population agrees with the statement that *"if a product is EXPENSIVE, then it is RELIABLE or if it is CHEAP, then it is UNRELIABLE"*. People with the view that there is no such relationship is 33 percent of the total population.



### **Which mark on the product makes the consumer think that the product is harmless/safe?**

We posed the question, *"Which mark or words on a product makes you think that the product is harmless/safe to your or your family's health?"* to the population. We observed that the majority of the population is conscious about this issue. People get an idea on the product at least by looking at the words or marks on it, expiration date of the product or its brand. However, we cannot underestimate the section who never cares for this. Almost one-third of the population does not pay attention to any of these or do not have an idea of what to look for.

So, which mark or words on the product that makes them think that the product is harmless/safe for health? "TSE (Turkish Standards Institute) Mark" is the sign that almost one-third of the people who pay attention to this issue is looking for. We see that the "brand" factor is another important element in product safety. Eight percent of all the research population and 11.83 percent of those who pay attention to this issue takes "the brand of the product" as a reference point.

### **Does the CE marking on the products they purchased attract their attention?**

Almost two-thirds of the population states that CE Mark attracts their attention when purchasing products. The most careful section in this is the educated people residing in Marmara region. The least careful group is young people and people with a low level of education.

### **Do consumers know what CE mark stands for?**

Although 38 percent states that they don't pay attention to the CE Mark on the product, everyone in the research was asked the question, *"What do you think the CE Mark on the products stands for?"* The research population was categorized into three different groups according to their answers. Those who are **"well informed"**, **"misinformed"**, and **"have no idea"** about the meaning of the CE Mark. In this respect, we observed that people either have wrong information or no information at all about the CE Mark. Those who knew the meaning of CE Mark is just 22 percent.



This project is co-financed by the European Union and the Republic of Turkey.

### **What does CE mark stands for according to consumers?**

While those who know the meaning of CE Mark often use the expressions that "the product is safe" and "the product complies with European Union standards", we observed that a significant misunderstanding is that people tend to take CE Mark as the symbol indicating the "product is of high quality".

### **Sources of information about CE Mark**

Those who respond that the CE Mark indicates that "the product is safe" (8.93%), in other words, who have accurate information about the CE Mark were asked their sources of information. Almost one-third of this group stated that their information source is internet, and 29 percent stated "TV and radio".

### **Do they think that the products they purchased could harm health?**

Participants were asked "Do you think that the products you purchased could harm your or your family's health?" and we observed that majority of them (69%) were concerned about this issue. Those who are concerned most are primarily public employees as well as middle-aged and educated groups. Those who are concerned least are young people between the ages of 18-24 with 49 percent.

### **So, to what extent people are concerned about this?**

We tried to learn to what extent they are concerned about the issue by asking "How many of the products do you think are harmful to your or your family's health?" to the group of 68.8 percent who think that the products they purchase can be harmful to health. The answers indicate that people are highly concerned about the issue. Yet, most of those who are concerned ( $38.98\% + 17.55\% = 56.53\%$ ) think that vast majority of the products they purchase are harmful to health. This rate is around 38.9 percent in the whole population.

### **Do they think that some product groups are more harmful to health?**

Can some products be more harmful to health according to the consumers? In order to find an answer to this question, we asked "Do you think, some product groups are more harmful to your health?" A majority of the population (84%) states that "yes, some products are more harmful to health".

### **If so, in their opinion, which product groups have a greater risk to harm health?**

We tried to figure out risky product groups in people's minds by asking this question to the 84 percent who think some product groups are more harmful to health. "*I am going to list a number of product groups to you, please specify four most risky groups that you think cause harm to health*". Accordingly, we found that 87 percent of the mentioned group, and the 73 percent of the overall population see "detergents" as the most risky products. "Cosmetic products" took the second place followed by "toys".

### **Did they have any unsafe products that are harmful to health?**

We asked consumers, "*Did you ever have any unsafe product that are harmful to your or your family's health?*" We saw that almost one-third of the population (30.43%) encountered such a product. Sixty-two percent of the population think that such products have never entered their homes. Most calm and least concerned group in this issue is young people between the ages of 18-24. Seventy-one percent of young



This project is co-financed by the European Union and the Republic of Turkey.

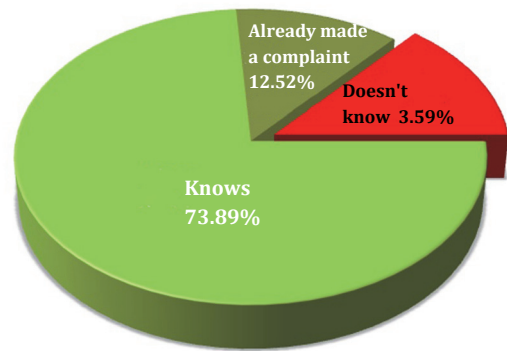
people states, "No, we didn't have any unsafe product that are harmful to health." Most concerned are those have high education levels.

### Have they ever made a complaint about a product that they thought unsafe?

We asked "Have you ever made a complaint?" to the 30.43 percent who said that they had unsafe product. The answers show that 41 percent of this group made a complaint. The percentage of those who made a complaint is 12.52 in overall population. Those who have lower education levels complain less. Those who claim their rights most are among the middle-aged, educated and retired people.

### Do they know that they can make a complaint about unsafe products in the market?

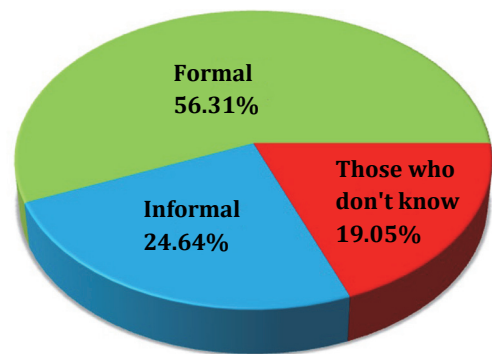
The 12.52 percent of the population has already made a complaint. Does the 87.5 percent know that they have such a right? In order to figure this out, we asked "Did you know that you could make a complaint about unsafe products in the market?" to all people other than the 12.52 percent. Although they have never made a complaint, 73.89 percent knew that they have such a right. Therefore, when we add those who have already made a complaint, majority of the population (86.41%) know that they have such a right.



### Do they know where to make a complaint?

86.41 percent of the population knew that they can make a complaint about unsafe products in the market. Almost half of these (42.79% of the overall population) think that the designated authorities to deliver complaints are "consumer associations". This was followed by the store of purchase and CIMER (Presidential Communication Center). There is also a 4.28 percent who don't know where to apply although they know that they have right to make a complaint. In fact, it is possible to differentiate the population into 3 groups:

- 1) Those who state formal authorities to apply such as consumer associations, CIMER or market surveillance institutions. **(56.31%)**
- 2) Those who state informal authorities such as the store of purchase **(24.64%)**
- 3) Those who don't know that they have such a right, or don't claim such a right, or don't know where to apply **(19.05%)**





This project is co-financed by the European Union and the Republic of Turkey.

### **Do they know that the complaints can cause penalties on producer?**

When asked "Do you know that upon your complaint a penalty may be imposed on the producer and the unsafe products can be recalled from the market?", two-thirds of the population said "yes". The other one-third (33.1%) don't know about such penalties, and 66.9 percent state that they knew this.

### **Do they think that these penalties are imposed on producers?**

We asked "So, do you think such products are recalled from the market?" to this 66.9 percent, in order to probe their believes on the applicability of the penalties. Accordingly, while only 38 percent think that these penalties can be imposed, 49 percent state that they "don't think that the products can be recalled from the market as a result of the complaint", and 12.5 percent stated that they don't have any opinion.

### **According to consumers, who inspects the safety of products in the market?**

Majority of the population think that this inspection is the responsibility of Ministry of Health in the first place, and then the related ministries and directorates. This is followed by those who refer to the municipality / municipal police with 10 percent.



This project is co-financed by the European Union and the Republic of Turkey.

## DETAILED REVIEW

---





This project is co-financed by the European Union and the Republic of Turkey.

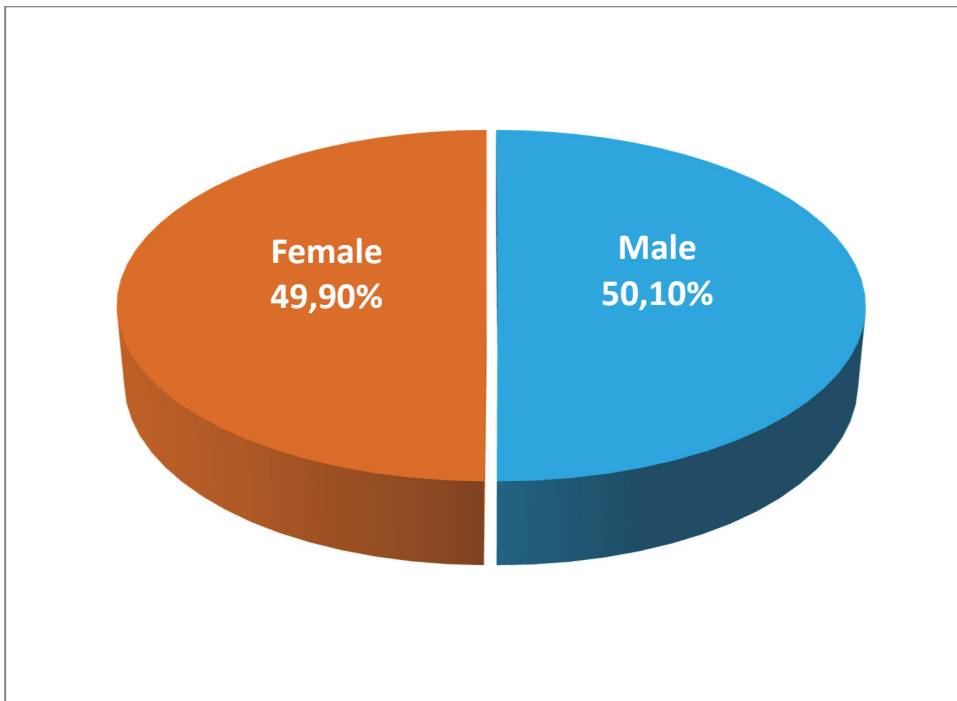
## RESEARCH POPULATION (Demographics)

---

### Gender

In accordance with the demographics of Turkey, research population is divided into two almost equal groups, men and women.

**Graph 2**  
**Distribution of the research population by gender**



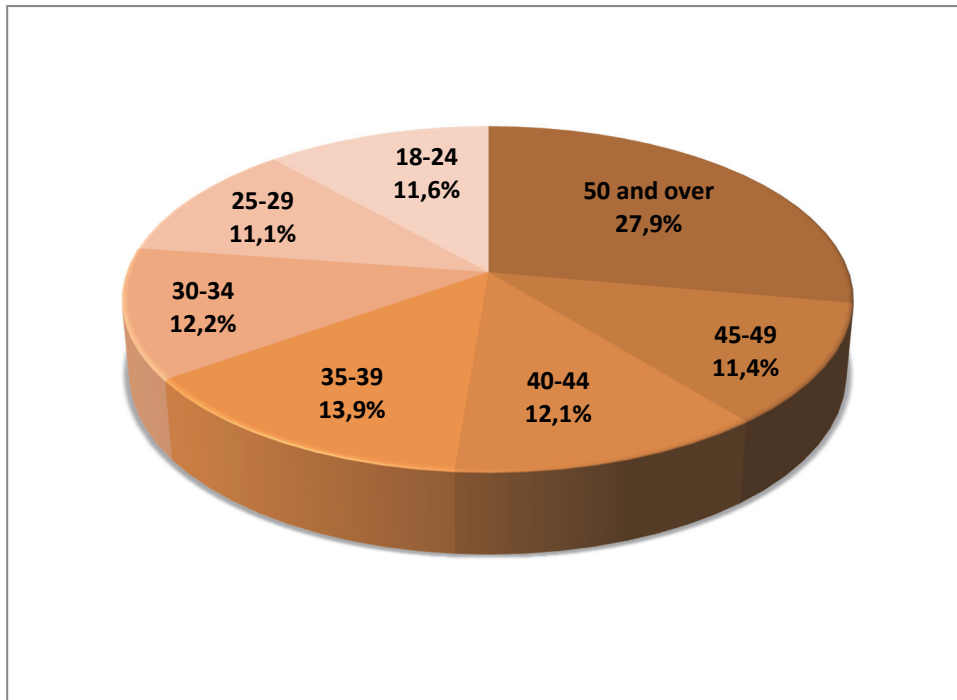


This project is co-financed by the European Union and the Republic of Turkey.

## Age distribution

The average age of the research population was 41.

**Graph 3**  
**Distribution of the research population by age group**



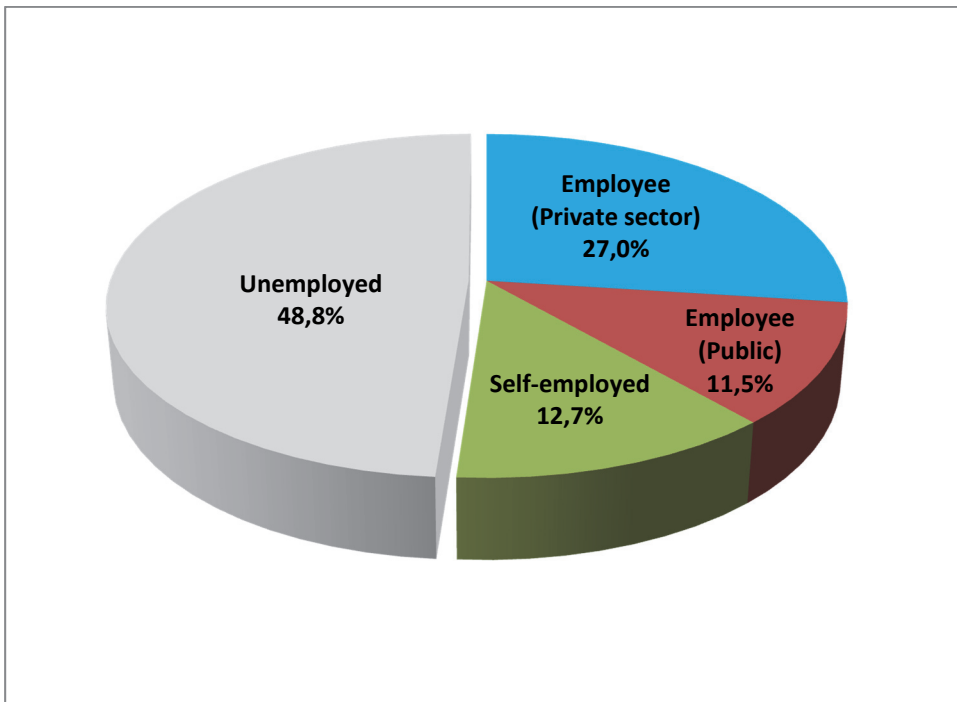


This project is co-financed by the European Union and the Republic of Turkey.

## Job position

Almost half of the research population are employed.

**Graph 4**  
Distribution of the research population by job position



**Table 4**  
Distribution of the research population by job position

	Number
<b>EMPLOYEES</b>	<b>51.15%</b>
Public employee	11.48%
Self-employed (employer, artisan, etc.)	12.65%
Employee in private sector	27.02%
<b>UNEMPLOYED</b>	<b>48.85%</b>
Retired, unemployed	16.57%
Housewife	19.50%
Unemployed	8.19%
Student	4.60%
<b>TOTAL</b>	<b>100.00%</b>

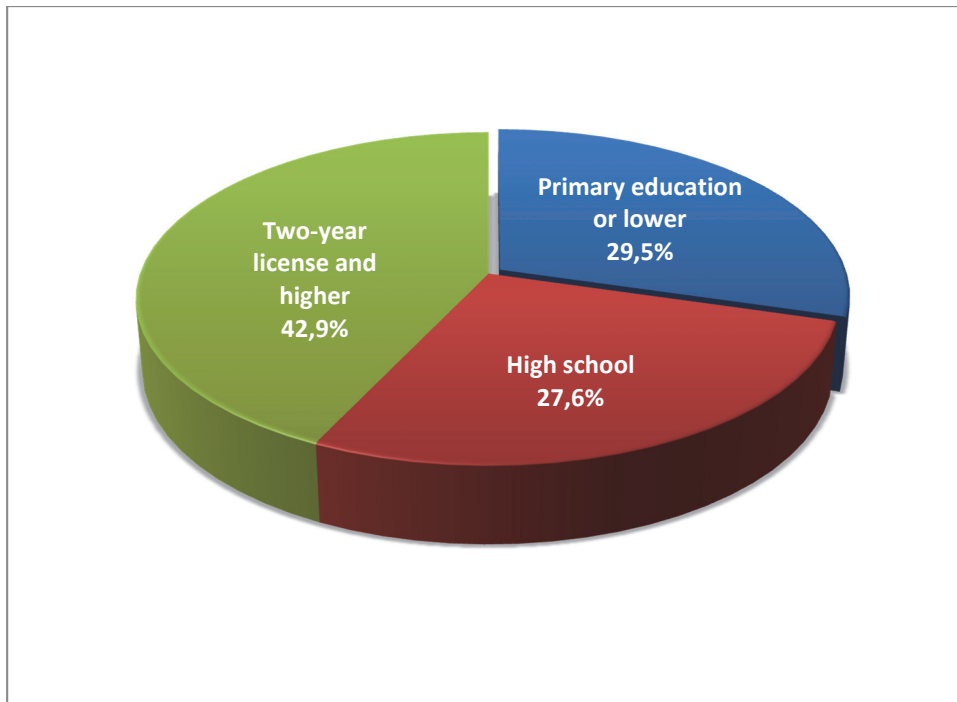


This project is co-financed by the European Union and the Republic of Turkey.

## Education level

Almost two-thirds of the research population are high school and higher education graduates.

**Graph 5**  
Distribution of research population by the school last graduated



**Table 5**  
Distribution of research population by the school last graduated

	%
Never graduated	1.70%
Primary education (5 years)	16.91%
Middle school or elementary school (8 years)	10.91%
High school	27.56%
Two-year license	6.92%
University	33.98%
MA/PhD	2.02%
<b>TOTAL</b>	<b>100.00%</b>



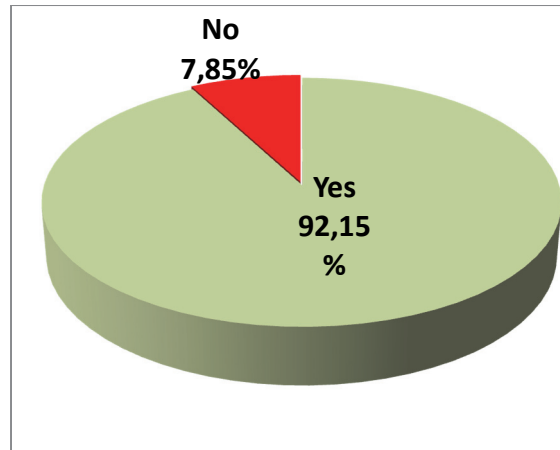
This project is co-financed by the European Union and the Republic of Turkey.

### Do they make their shopping by themselves?

Almost all of the population states that they make their shopping themselves.

**Graph 6**

**Do you make your shopping by yourself?**



**Table 6**

**"Do they make their shopping by themselves?" according to different demographic groups**

	Yes	No	Total
<b>By employee position;</b>			
<b>EMPLOYEES</b>	<b>94.62%</b>	<b>5.38%</b>	<b>100.00%</b>
Employee (Private sector)	92.72%	7.28%	100.00%
Employee (Public)	97.67%	2.33%	100.00%
Self-employed	95.90%	4.10%	100.00%
<b>UNEMPLOYED</b>	<b>89.56%</b>	<b>10.44%</b>	<b>100.00%</b>
Retired, unemployed	92.94%	7.06%	100.00%
Other unemployed	87.82%	12.18%	100.00%
<b>By region;</b>			
Istanbul	92.75%	7.25%	100.00%
Marmara (Other)	96.01%	3.99%	100.00%
Central Anatolia / Black Sea	89.75%	10.25%	100.00%
Aegean	94.09%	5.91%	100.00%
Mediterranean	92.21%	7.79%	100.00%
Eastern / Southeastern	88.76%	11.24%	100.00%
<b>By gender;</b>			
Male	92.37%	7.63%	100.00%
Female	91.92%	8.08%	100.00%
<b>By age group;</b>			
18-29	89.01%	10.99%	100.00%
30-39	92.45%	7.55%	100.00%
40-49	95.45%	4.55%	100.00%
50+	91.64%	8.36%	100.00%
<b>By education level;</b>			
Primary education or lower	88.27%	11.73%	100.00%
High school	91.85%	8.15%	100.00%
Two-year license and higher	95.00%	5.00%	100.00%
<b>IN GENERAL</b>	<b>92.15%</b>	<b>7.85%</b>	<b>100.00%</b>



This project is co-financed by the European Union and the Republic of Turkey.

## FINDINGS

---



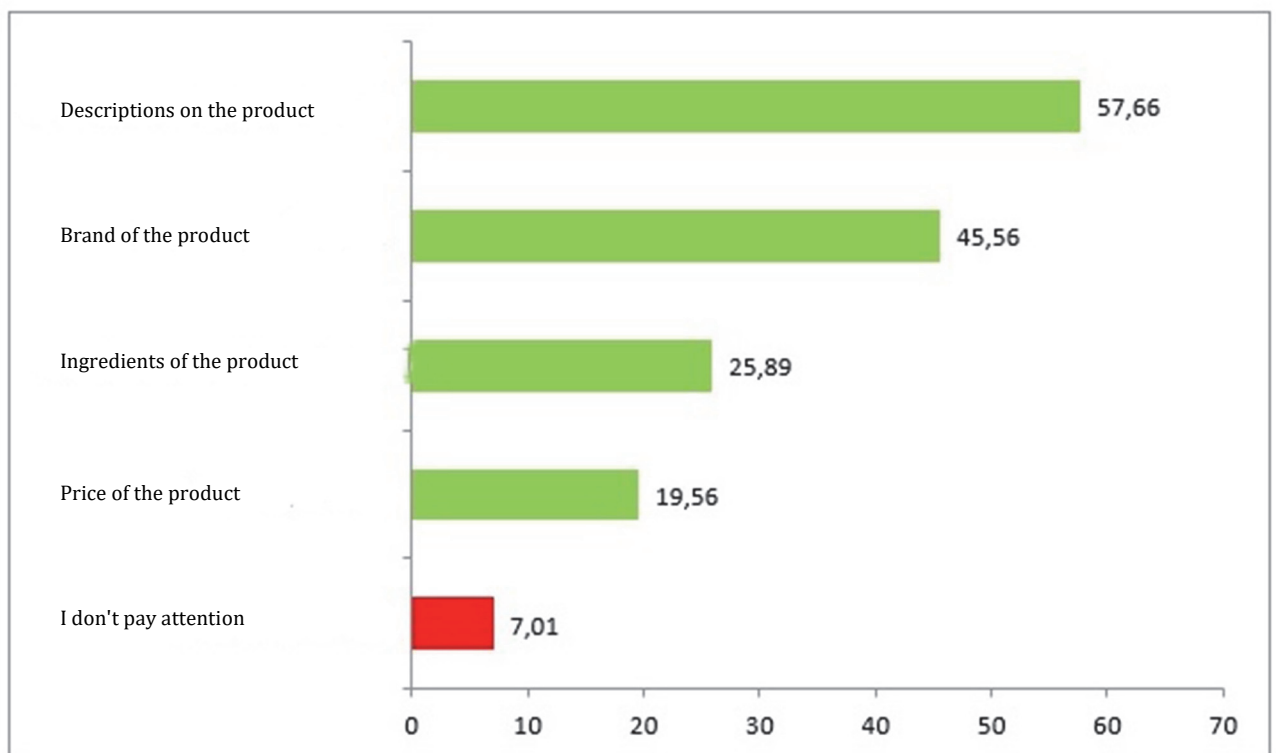
This project is co-financed by the European Union and the Republic of Turkey.

## How do they know whether a product is harmless/safe or not?

The population is asked "How do you know that a product is harmless/safe to your or your family's health?" It is understood that most of the population solves this by looking at the descriptions on the product or the brand of the product.

### Graph 7

#### How do they know whether a product is harmless(safe or not?)



As can be seen from the table below, "descriptions on the product" is paid more attention by

- ✓ Women,
- ✓ The middle generation between the ages of 30-49
- ✓ educated people,
- ✓ public employees,
- ✓ and consumers residing in the Aegean region

Those who say "I don't pay attention" are 13 percent and mostly from the group who had "Primary education or less."



This project is co-financed by the European Union and the Republic of Turkey.

**Table 7**  
**How do they know whether a product is harmless/safe or not??**

	I don't pay attention	Descriptions on the product	Price of the product	Brand of the product	Ingredients of the product
<b>By gender;</b>					
Male	8.41	52.80	<b>19.62</b>	51.15	25.96
Female	5.61	62.55	<b>19.50</b>	39.94	25.81
<b>By age group;</b>					
18-29	8.54	45.92	<b>16.43</b>	41.71	25.27
30-39	4.32	62.10	<b>19.22</b>	47.69	29.24
40-49	5.95	66.54	<b>19.83</b>	43.95	22.08
50+	9.18	55.62	<b>22.19</b>	48.05	26.46
<b>By education level;</b>					
Primary education or lower	12.93	46.34	<b>25.15</b>	48.93	19.08
High school	6.79	56.19	<b>17.38</b>	45.13	24.52
Two-year license and higher	3.08	66.40	<b>17.12</b>	43.50	31.45
<b>By employee position;</b>					
<b>EMPLOYEES</b>	<b>6.61</b>	<b>58.04</b>	<b>18.44</b>	45.34	26.73
Employee (Private sector)	6.90	54.85	<b>20.13</b>	46.12	30.32
Employee (Public)	4.18	67.29	<b>21.05</b>	39.18	20.90
Self-employed	8.18	56.45	<b>12.45</b>	49.26	24.36
<b>UNEMPLOYED</b>	<b>7.44</b>	<b>57.27</b>	<b>20.74</b>	45.78	25.01
Retired, unemployed	8.96	57.85	<b>21.60</b>	48.95	27.69
Other unemployed	6.65	56.98	<b>20.30</b>	44.16	23.63
<b>By region;</b>					
Istanbul	6.01	59.43	<b>18.47</b>	49.31	26.84
Marmara (Other)	4.62	60.95	<b>21.27</b>	49.18	28.15
Central Anatolia / Black Sea	6.96	55.26	<b>22.66</b>	44.80	29.72
Aegean	4.47	65.16	<b>20.35</b>	45.91	25.34
Mediterranean	7.23	61.53	<b>9.15</b>	34.26	29.69
Eastern / Southeastern	14.85	42.32	<b>23.18</b>	44.08	10.64
<b>IN GENERAL</b>	<b>7.01</b>	<b>57.66</b>	<b>19.56</b>	<b>45.56</b>	<b>25.89</b>

**Table reading direction;** Row

**For example:** 19.62 percent of males says that they understand that a product is harmless/safe from "the price of the product".





This project is co-financed by the European Union and the Republic of Turkey.

## “Price - Reliability” relationship according to consumers

By asking the question "Some people think that if a product is *EXPENSIVE*, then it is *RELIABLE* or if it is *CHEAP*, then it is *UNRELIABLE*. To what extent do you agree with this statement?", we tried to examine the "price - reliability" relationship in the minds of consumers.

Almost half of the population associate price with product reliability. Indeed, 49.2 percent of the population agrees with the statement that "if a product is *EXPENSIVE*, then it is *RELIABLE* or if it is *CHEAP*, then it is *UNRELIABLE*". People with the view that there is no such relationship is 33 percent of the total population.

### Graph 8

Is there a relationship between "price and reliability" according to consumers?

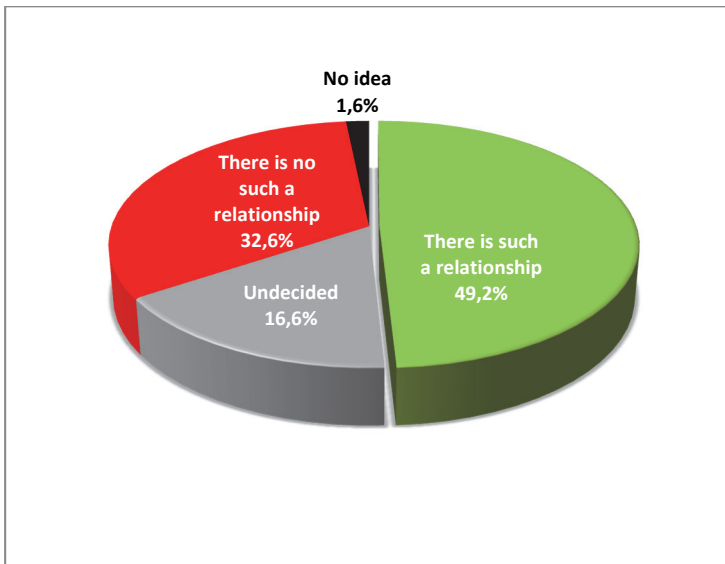


Table 8

Some people think that "if a product is *EXPENSIVE*, then it is *RELIABLE* or if it is *CHEAP*, then it is *UNRELIABLE*". To what extent do you agree with this statement?

	%
<b>AGREE</b>	<b>49.18%</b>
Totally agree	2.85%
Disagree	46.33%
<b>NEITHER AGREE NOR DISAGREE</b>	<b>16.55%</b>
<b>DISAGREE</b>	<b>32.64%</b>
Agree	21.81%
Totally disagree	10.83%
<b>NO IDEA</b>	<b>1.63%</b>
<b>TOTAL</b>	<b>100.00%</b>



This project is co-financed by the European Union and the Republic of Turkey.

**Table 9**

**Some people think that "if a product is EXPENSIVE, then it is RELIABLE or if it is CHEAP, then it is UNRELIABLE". To what extent do you agree with this statement? (Demographics)**

	Agrees	Undecided	Disagrees	No idea	Total
<b>By gender;</b>					
Male	50.85%	13.76%	<b>34.00%</b>	1.39%	<b>100.00%</b>
Female	47.50%	19.36%	<b>31.27%</b>	1.87%	<b>100.00%</b>
<b>By age group;</b>					
18-29	49.22%	14.58%	<b>35.49%</b>	0.72%	<b>100.00%</b>
30-39	43.47%	19.36%	<b>36.62%</b>	0.55%	<b>100.00%</b>
40-49	48.45%	19.27%	<b>29.51%</b>	2.77%	<b>100.00%</b>
50+	55.08%	13.25%	<b>29.23%</b>	2.43%	<b>100.00%</b>
<b>By education level;</b>					
Primary education or lower	49.83%	9.17%	<b>36.73%</b>	4.27%	<b>100.00%</b>
High school	53.50%	17.71%	<b>28.03%</b>	0.76%	<b>100.00%</b>
Two-year license and higher	45.95%	20.89%	<b>32.79%</b>	0.38%	<b>100.00%</b>
<b>By employee position;</b>					
<b>EMPLOYEES</b>	<b>48.90%</b>	<b>16.65%</b>	<b>33.20%</b>	1.25%	<b>100.00%</b>
Employee (Private sector)	48.62%	15.31%	<b>34.87%</b>	1.20%	<b>100.00%</b>
Employee (Public)	44.85%	28.13%	<b>27.03%</b>	0,00%	<b>100.00%</b>
Self-employed	53.19%	9.11%	<b>35.24%</b>	2.46%	<b>100.00%</b>
<b>UNEMPLOYED</b>	<b>49.47%</b>	<b>16.45%</b>	<b>32.05%</b>	2.04%	<b>100.00%</b>
Retired, unemployed	51.46%	15.94%	<b>31.60%</b>	1.00%	<b>100.00%</b>
Other unemployed	48.44%	16.71%	<b>32.28%</b>	2.57%	<b>100.00%</b>
<b>By region;</b>					
Istanbul	47.85%	15.94%	<b>34.13%</b>	2.07%	<b>100.00%</b>
Marmara (Other)	43.80%	21.81%	<b>33.56%</b>	0.82%	<b>100.00%</b>
Central Anatolia / Black Sea	48.96%	18.91%	<b>31.56%</b>	0.57%	<b>100.00%</b>
Aegean	50.51%	15.25%	<b>33.00%</b>	1.24%	<b>100.00%</b>
Mediterranean	62.55%	9.73%	<b>25.99%</b>	1.72%	<b>100.00%</b>
Eastern / Southeastern	44.77%	15.44%	<b>35.92%</b>	3.87%	<b>100.00%</b>
<b>IN GENERAL</b>	<b>49.18%</b>	<b>16.55%</b>	<b>32.64%</b>	<b>1.63%</b>	<b>100.00%</b>

**Table reading direction;** Row

**For example:** Indicates that 49.22 percent of the young people from the age group of 18-29 agrees with the statement.



This project is co-financed by the European Union and the Republic of Turkey.

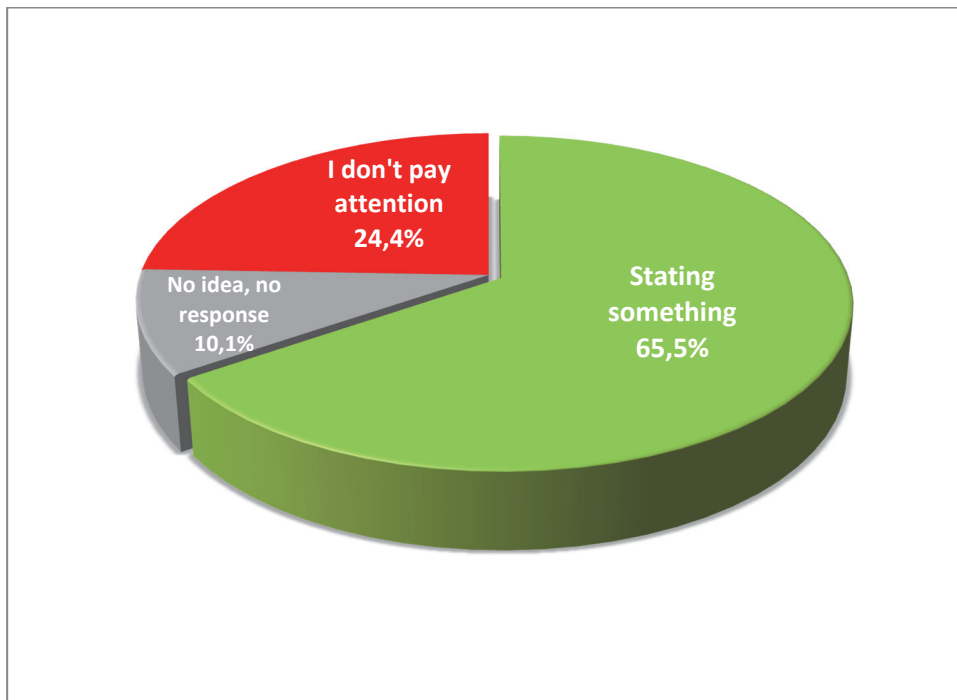
### **Which mark on the product makes the consumer think that the product is harmless/safe?**

We posed the question, "Which mark or words on a product makes you think that the product is harmless/safe to your or your family's health?" to the population. Majority of the population is conscious about this issue. People get an idea on the product at least by looking at the words or marks on it, expiration date of the product or its brand.

However, we cannot underestimate the section who never cares for this. Almost one-third of the population does not pay attention to any of these or do not have an idea of what to look for.

#### **Graph 9**

#### **Which mark or words on a product makes you think that the product is harmless/safe to your or your family's health?**



When examined in terms of different demographic features, we observed that the most conscious group is "educated" group with 73.84 percent. Educated group was followed by public employees, middle aged group and consumers residing in Istanbul and Mediterranean. Naturally, those who had primary or less education are at the bottom.



This project is co-financed by the European Union and the Republic of Turkey.

**Table 10**

**Which mark or words on a product makes you think that the product is harmless/safe to your or your family's health? (Demographics)**

	Pay attention	Never pay attention	No idea	Total
<b>By gender;</b>				
Male	66.59%	24.75%	8.67%	100.00%
Female	64.36%	24.12%	11.52%	100.00%
<b>By age group;</b>				
18-29	59.35%	24.76%	15.89%	100.00%
30-39	69.11%	21.70%	9.19%	100.00%
40-49	69.19%	23.52%	7.29%	100.00%
50+	63.94%	27.49%	8.57%	100.00%
<b>By education level;</b>				
Primary education or lower	53.52%	32.98%	13.50%	100.00%
High school	65.25%	24.60%	10.15%	100.00%
Two-year license and higher	73.84%	18.45%	7.71%	100.00%
<b>By employee position;</b>				
<b>EMPLOYEES</b>	<b>68.92%</b>	<b>21.67%</b>	<b>9.41%</b>	<b>100.00%</b>
Employee (Private sector)	68.99%	20.70%	10.31%	100.00%
Employee (Public)	70.53%	20.63%	8.84%	100.00%
Self-employed	67.31%	24.68%	8.01%	100.00%
<b>UNEMPLOYED</b>	<b>61.87%</b>	<b>27.33%</b>	<b>10.80%</b>	<b>100.00%</b>
Retired, unemployed	68.82%	25.96%	5.22%	100.00%
Other unemployed	58.30%	28.03%	13.67%	100.00%
<b>By region;</b>				
Istanbul	69.68%	24.03%	6.29%	100.00%
Marmara (Other)	58.60%	31.48%	9.93%	100.00%
Central Anatolia / Black Sea	64.06%	23.81%	12.13%	100.00%
Aegean	63.96%	26.57%	9.46%	100.00%
Mediterranean	69.99%	16.51%	13.50%	100.00%
Eastern / Southeastern	63.15%	23.79%	13.06%	100.00%
<b>IN GENERAL</b>	<b>65.47%</b>	<b>24.43%</b>	<b>10.09%</b>	<b>100.00%</b>

**Table reading direction;** Row

**For example:** 68.92 percent of the employed pays attention to the words or marks on the product.



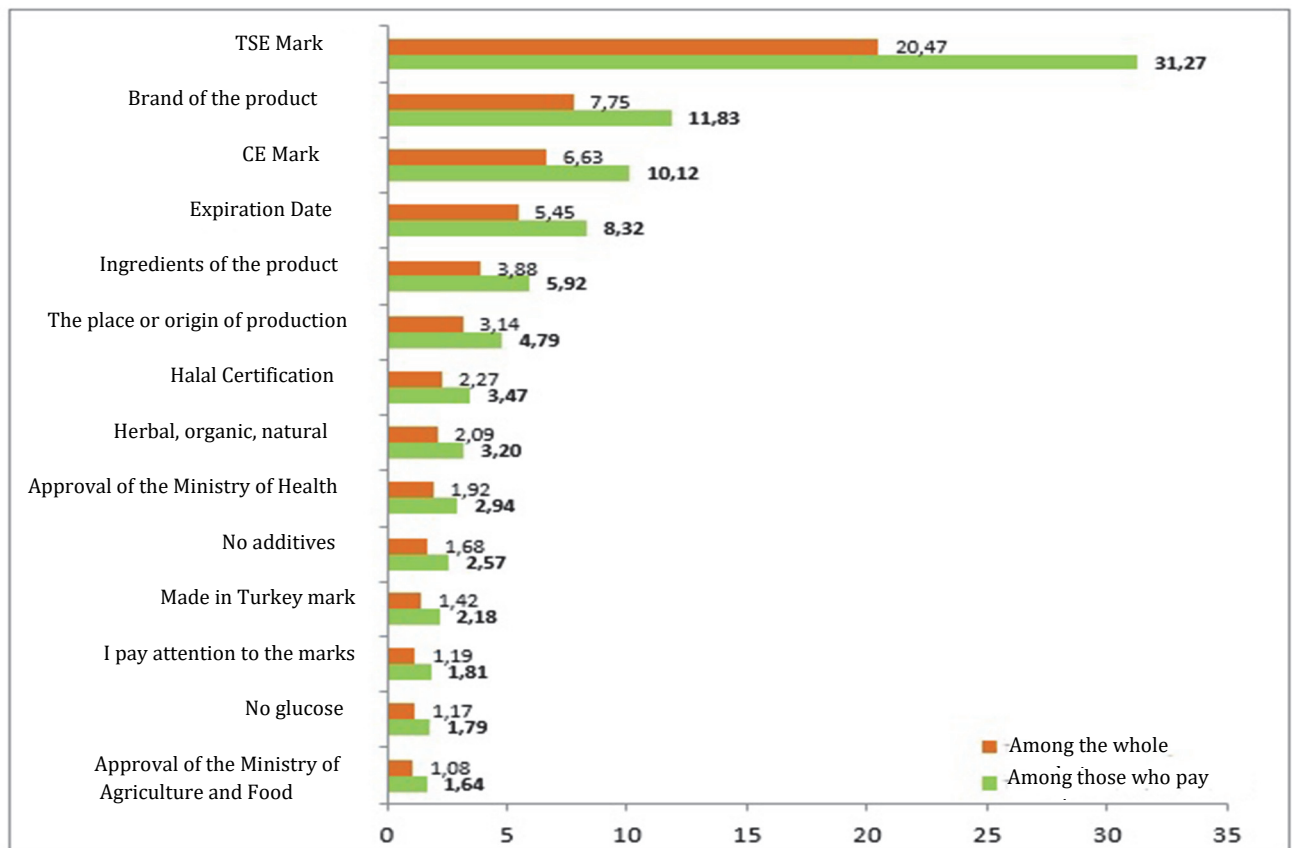
This project is co-financed by the European Union and the Republic of Turkey.

So, which mark or words on the product that makes them think that the product is harmless/safe for health? "TSE (Turkish Standards Institute) Mark" is the sign that almost one-third of the people who pay attention to this issue is looking for. We see that the "brand" factor is another important element in product health. Eight percent of all the research population and 11.83 percent of those who pay attention to this issue takes "the brand of the product" as a reference point.

In the below graph, the answers with more than 1 percent rate are included.

**Graph 10**

**Which mark or words on a product makes you think that the product is harmless/safe to your or your family's health?**





This project is co-financed by the European Union and the Republic of Turkey.

**Table 11**

**Which mark or words on a product makes you think that the product is harmless/safe to your or your family's health?**

	The percentage among those who pay attention	The percentage among the whole population
TSE Mark	31.27	20.47
Brand of the product	11.83	7.75
CE Mark	10.12	6.63
Expiration Date	8.32	5.45
Ingredients of the product	5.92	3.88
The place or origin of production	4.79	3.14
Halal Certification	3.47	2.27
Herbal, organic, natural	3.20	2.09
Approval of the Ministry of Health	2.94	1.92
No additives	2.57	1.68
Made in Turkey mark	2.18	1.42
I pay attention to the marks	1.81	1.19
No glucose	1.79	1.17
Approval of the Ministry of Agriculture and Forestry	1.64	1.08
No preservatives	1.25	0.82
Green colored marks	1.20	0.79
E Codes	1.18	0.77
Gluten free	1.12	0.73
Paraben-free	1.08	0.70
Trans fat free	1.06	0.69
Environment friendly product	1.01	0.66
ISO Certified	0.72	0.47
Carcinogen free	0.71	0.47
Warning colors on the package	0.66	0.43
The product that I tried before	0.55	0.36
Different contents according to product	0.51	0.34
Other	5.28	3.46
<b>TOTAL (*)</b>	<b>108.18</b>	<b>70.83</b>

(\*) Since there are more than one answer stated, the total exceeds 100 percent.



This project is co-financed by the European Union and the Republic of Turkey.

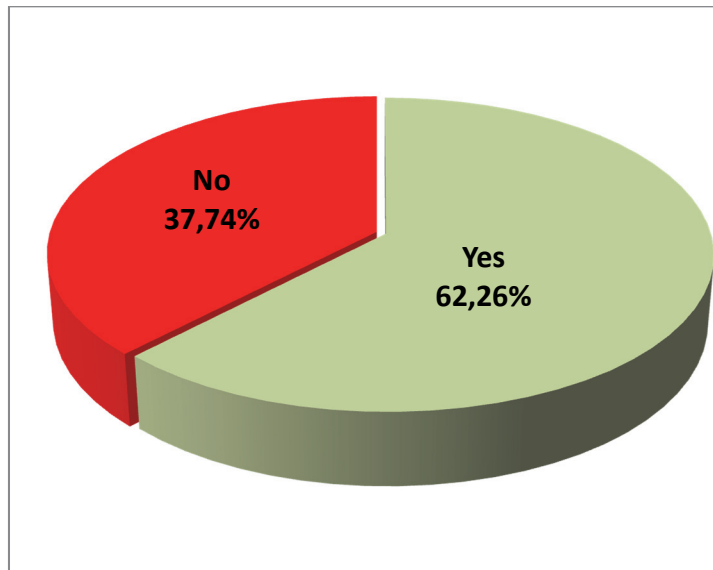
### **Does the CE marking on the products they purchased attract their attention?**

Almost two-thirds of the population states that CE Mark attracts their attention when purchasing products.

The most careful section is the educated people residing in Marmara region. The least careful group is young people and people with a low level of education.

#### **Graph 11**

**Does CE Mark attract your attention when you are purchasing a product?**





This project is co-financed by the European Union and the Republic of Turkey.

**Table 12**

**Does CE Mark attract your attention when you are purchasing a product?**

	Yes	No	Total
<b>By employee position;</b>			
<b>EMPLOYEES</b>	<b>63.20%</b>	<b>36.80%</b>	<b>100.00%</b>
Employee (Private sector)	62.74%	37.26%	<b>100.00%</b>
Employee (Public)	67.89%	32.11%	<b>100.00%</b>
Self-employed	59.91%	40.09%	<b>100.00%</b>
<b>UNEMPLOYED</b>	<b>61.27%</b>	<b>38.73%</b>	<b>100.00%</b>
Retired, unemployed	61.22%	38.78%	<b>100.00%</b>
Other unemployed	61.30%	38.70%	<b>100.00%</b>
<b>By region;</b>			
Istanbul	68.72%	31.28%	<b>100.00%</b>
Marmara (Other)	70.53%	29.47%	<b>100.00%</b>
Central Anatolia / Black Sea	60.16%	39.84%	<b>100.00%</b>
Aegean	55.49%	44.51%	<b>100.00%</b>
Mediterranean	65.51%	34.49%	<b>100.00%</b>
Eastern / Southeastern	45.88%	54.12%	<b>100.00%</b>

	Yes	No	Total
<b>By gender;</b>			
Male	64.09%	35.91%	<b>100.00%</b>
Female	60.42%	39.58%	<b>100.00%</b>
<b>By age group;</b>			
18-29	48.37%	51.63%	<b>100.00%</b>
30-39	68.37%	31.63%	<b>100.00%</b>
40-49	66.29%	33.71%	<b>100.00%</b>
50+	64.47%	35.53%	<b>100.00%</b>
<b>By education level;</b>			
Primary education or lower	54.66%	45.34%	<b>100.00%</b>
High school	58.47%	41.53%	<b>100.00%</b>
Two-year license and higher	69.92%	30.08%	<b>100.00%</b>
<b>IN GENERAL</b>	<b>62.26%</b>	<b>37.74%</b>	<b>100.00%</b>





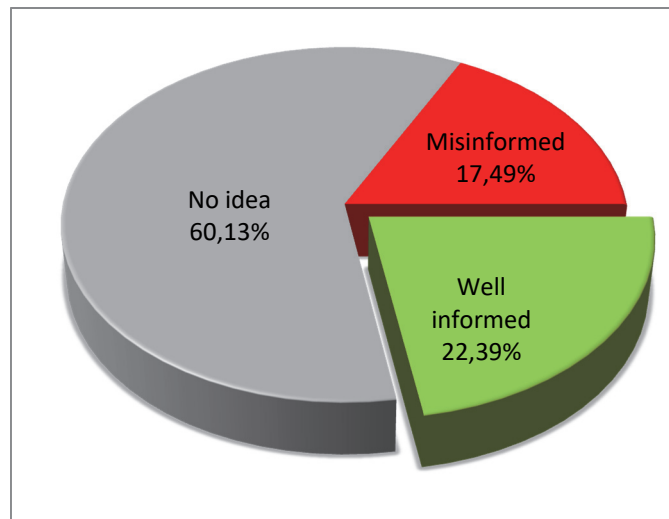
This project is co-financed by the European Union and the Republic of Turkey.

## Do consumers know what CE mark stands for?

Although 38 percent states that they don't pay attention to the CE Mark on the product, everyone in the research was asked the question, "What do you think the CE Mark on the products stands for?" The research population was categorized into three different groups according to their answers. Those who are "**well informed**", "**misinformed**", and "**have no idea**" about the meaning of the CE Mark. In this respect, we observed that people don't have much information about the CE Mark. Those who knew the meaning of CE Mark is just 22 percent. The most conscious about this is primarily the educated group and then public employees and retired people.

### Graph 12

#### Do they know what does CE Mark stand for?





This project is co-financed by the European Union and the Republic of Turkey.

**Table 13**  
**Do they know what does CE Mark stand for?**

	Well informed	Misinformed	No idea	Total		Well informed	Misinformed	No idea	Total
<b>By employee position;</b>					<b>By gender;</b>				
<b>EMPLOYEES</b>	<b>24.85%</b>	<b>19.46%</b>	<b>55.69%</b>	<b>100.00%</b>	Male	25.25%	19.27%	55.47%	<b>100.00%</b>
Employee (Private sector)	24.25%	18.99%	56.77%	<b>100.00%</b>	Female	19.51%	15.69%	64.80%	<b>100.00%</b>
Employee (Public)	28.76%	20.60%	50.64%	<b>100.00%</b>	<b>By age group;</b>				
Self-employed	22.61%	19.42%	57.97%	<b>100.00%</b>	18-29	7.65%	10.89%	81.47%	<b>100.00%</b>
<b>UNEMPLOYED</b>	<b>19.81%</b>	<b>15.42%</b>	<b>64.77%</b>	<b>100.00%</b>	30-39	23.80%	18.87%	57.33%	<b>100.00%</b>
Retired, unemployed	29.19%	18.14%	52.68%	<b>100.00%</b>	40-49	28.04%	21.83%	50.13%	<b>100.00%</b>
Other unemployed	14.99%	14.03%	70.98%	<b>100.00%</b>	50+	28.32%	17.91%	53.77%	<b>100.00%</b>
<b>By region;</b>					<b>By education level;</b>				
Istanbul	29.71%	18.77%	51.51%	<b>100.00%</b>	Primary education or lower	13.62%	13.95%	72.43%	<b>100.00%</b>
Marmara (Other) Central Anatolia / Black Sea	26.75%	17.65%	55.60%	<b>100.00%</b>	High school Two-year license and higher	19.13%	14.81%	66.06%	<b>100.00%</b>
Aegean	19.30%	20.32%	60.39%	<b>100.00%</b>	<b>IN GENERAL</b>				
Mediterranean Eastern / Southeastern	12.20%	14.90%	72.90%	<b>100.00%</b>	<b>22.39%</b>	<b>17.49%</b>	<b>60.13%</b>	<b>100.00%</b>	
	9.73%	13.81%	76.46%	<b>100.00%</b>					

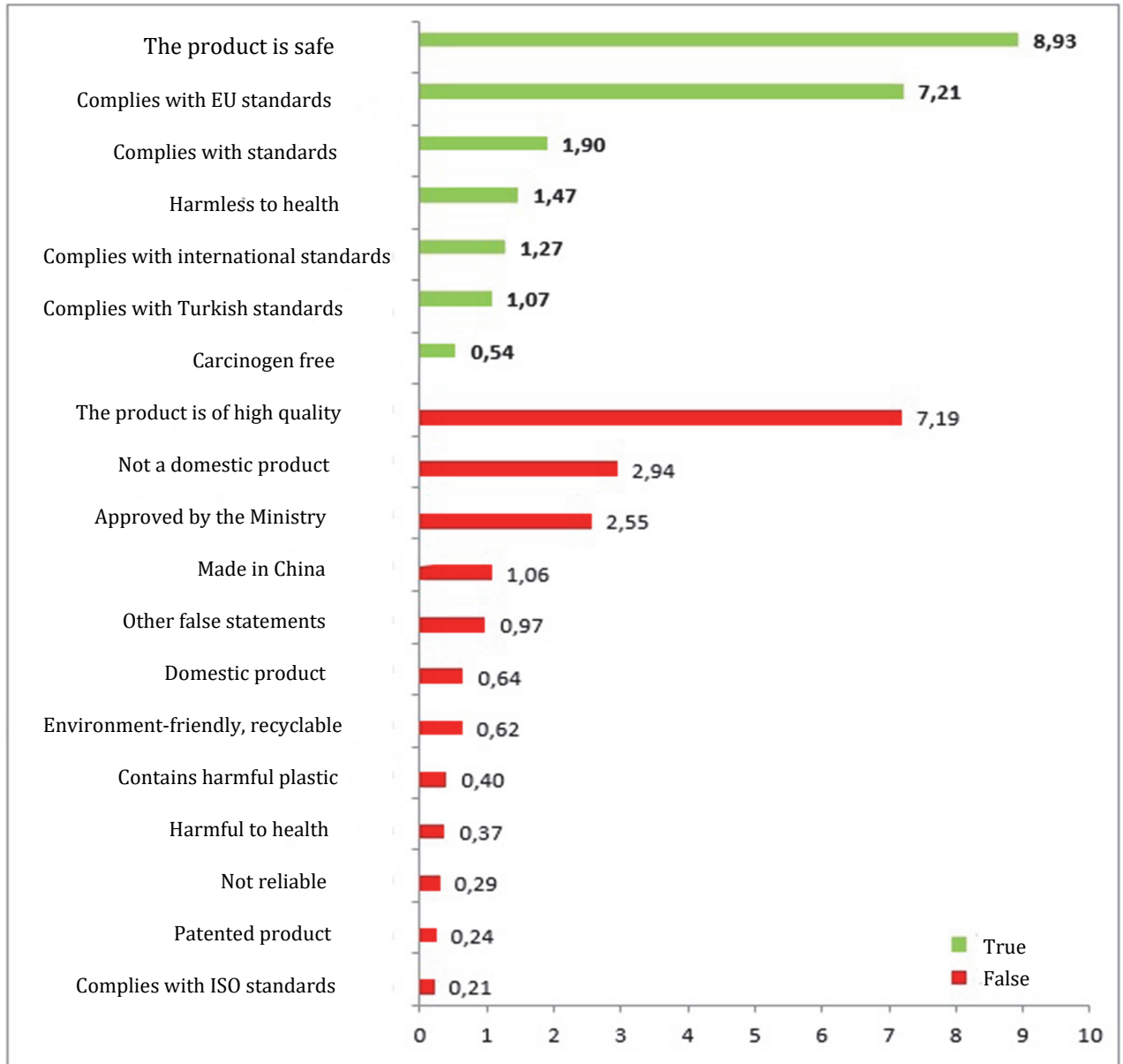
**What does CE mark stands for according to consumers?**

While those who know the meaning of CE Mark often use the expressions that "the product is safe" and "the product complies with European Union standards", we observed that a significant misunderstanding is that people tend to take CE Mark as the symbol indicating the "product is of high quality".



This project is co-financed by the European Union and the Republic of Turkey.

**Graph 13**  
**Do they know what does CE Mark stand for?**





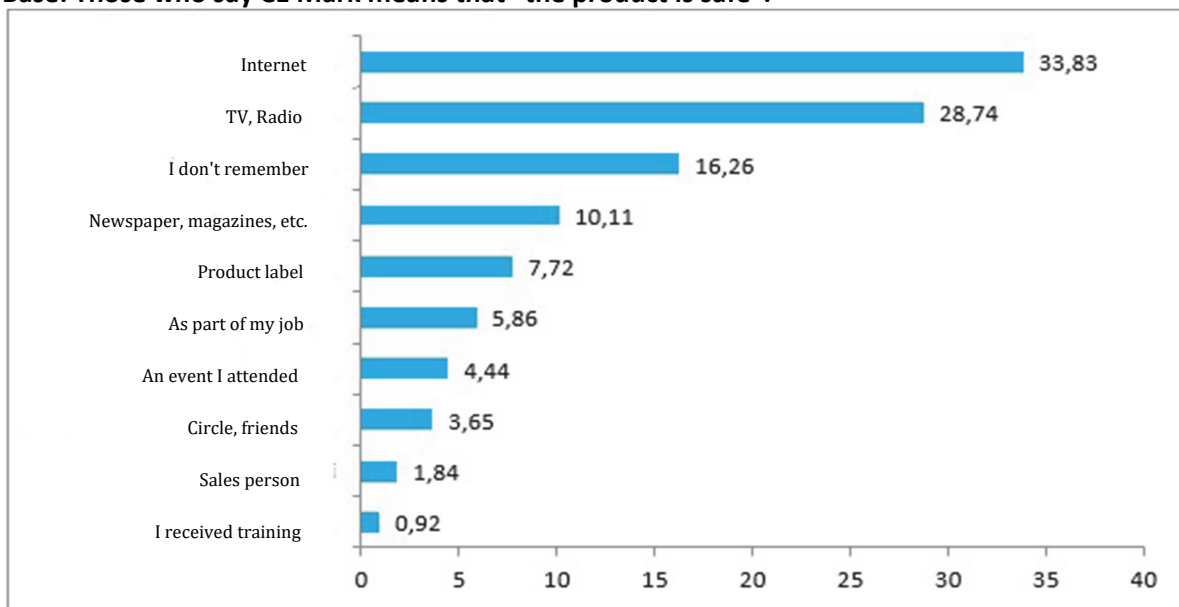
This project is co-financed by the European Union and the Republic of Turkey.

## Sources of information about CE Mark

Those who respond that the CE Mark indicates that "the product is safe" (8.93%), in other words, who have accurate information about the CE Mark were asked their sources of information. Almost one-third of this group stated that their information source is internet, and 29 percent stated "TV and radio".

**Graph 14**  
Information sources about the meaning of CE Mark

Base: Those who say CE Mark means that "the product is safe".



**Table 14**  
Information sources about the meaning of CE Mark

	CE Mark means "the product is safe".	The percentage among the whole population
Internet	33.83	3.02
TV, Radio	28.74	2.57
I don't remember	16.26	1.45
Newspaper, magazines, etc.	10.11	0.90
Product Label	7.72	0.69
As part of my job	5.86	0.52
An event I attended	4.44	0.40
Circle, friends	3.65	0.33
Sales person	1.84	0.16
I received training	0.92	0.08



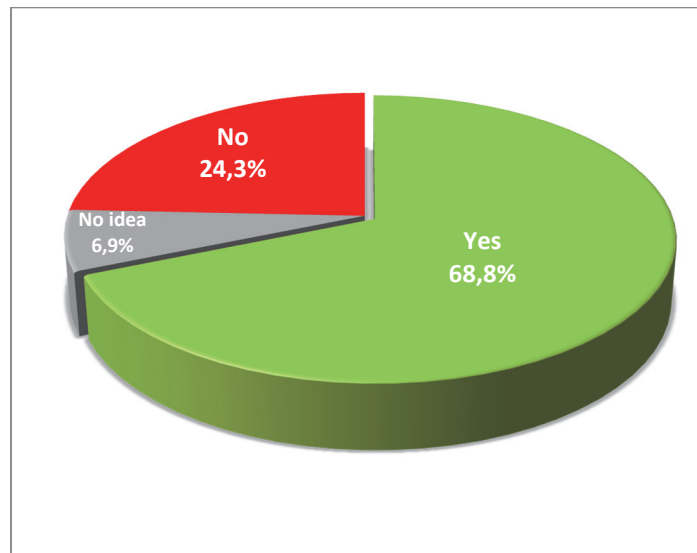
This project is co-financed by the European Union and the Republic of Turkey.

### **Do they think that the products they purchased could harm health?**

Participants were asked "Do you think that the products you purchased could harm your or your family's health?" and we observed that majority of them (69%) were concerned about this issue. Those who are concerned most are primarily public employees as well as middle-aged and educated groups. Those who are concerned least are young people between the ages of 18-24 with 49 percent.

#### **Graph 15**

**Do you think the products you purchased can harm your or your family's health?**





This project is co-financed by the European Union and the Republic of Turkey.

**Table 15**

**Do you think the products you purchased can harm your or your family's health?**

	Yes	No	No idea	Total		Yes	No	No idea	Total
<b>By employee position;</b>					<b>By gender;</b>				
<b>EMPLOYEES</b>	<b>69.71%</b>	<b>24.35%</b>	<b>5.94%</b>	<b>100.00%</b>	Male	68.63%	24.50%	6.87%	<b>100.00%</b>
Employee (Private sector)	68.86%	24.58%	6.55%	<b>100.00%</b>	Female	69.01%	24.11%	6.88%	<b>100.00%</b>
Employee (Public)	79.36%	18.98%	1.66%	<b>100.00%</b>					
Self-employed	62.77%	28.70%	8.52%	<b>100.00%</b>	<b>By age group;</b>				
<b>UNEMPLOYED</b>	<b>67.89%</b>	<b>24.26%</b>	<b>7.85%</b>	<b>100.00%</b>	18-29	49.17%	39.73%	11.11%	<b>100.00%</b>
Retired, unemployed	73.98%	20.91%	5.10%	<b>100.00%</b>	30-39	76.32%	19.18%	4.50%	<b>100.00%</b>
Other unemployed	64.76%	25.98%	9.26%	<b>100.00%</b>	40-49	75.43%	19.39%	5.18%	<b>100.00%</b>
					50+	72.26%	20.66%	7.08%	<b>100.00%</b>
<b>By region;</b>					<b>By education level;</b>				
Istanbul	68.97%	26.01%	5.02%	<b>100.00%</b>	Primary education or lower	63.83%	25.52%	10.66%	<b>100.00%</b>
Marmara (Other)	78.12%	13.53%	8.35%	<b>100.00%</b>	High school	64.74%	28.54%	6.72%	<b>100.00%</b>
Central Anatolia / Black Sea	68.60%	23.01%	8.39%	<b>100.00%</b>	Two-year license and higher	74.88%	20.75%	4.37%	<b>100.00%</b>
Aegean	70.10%	28.46%	1.44%	<b>100.00%</b>					
Mediterranean	67.50%	19.19%	13.31%	<b>100.00%</b>					
Eastern / Southeastern	58.26%	34.90%	6.84%	<b>100.00%</b>	<b>IN GENERAL</b>	<b>68.82%</b>	<b>24.30%</b>	<b>6.87%</b>	<b>100.00%</b>



This project is co-financed by the European Union and the Republic of Turkey.

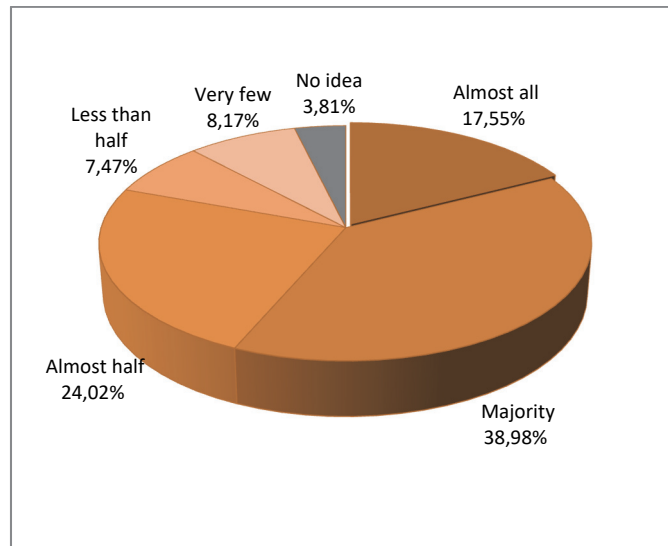
### So, to what extent people are concerned about this?

We tried to learn to what extent they are concerned about the issue by asking "**How many** of the *products* do you think *are harmful to your or your family's health?*" to the group of 68.8 percent who think that the products they purchase can be harmful to health.

The answers indicate that people are highly concerned about the issue. Yet, most of those who are concerned (38.98% + 17.55% = **56.53%**) think that vast majority of the products they purchase are harmful to health. This rate is around 38.9 percent in the whole population.

**Graph 16**

**How many of the products on the market are harmful to you or your family's health?**



**Table 16**

**How many of the products on the market do you think are harmful to your or your family's health?**

	The percentage among the concerned	The percentage among the whole population
Almost all	17.55	12.08
Majority	38.98	26.83
Almost half	24.02	16.53
Less than half	7.47	5.14
Very few	8.17	5.62
No idea	3.81	2.62
<b>TOTAL OF THOSE WHO ARE CONCERNED</b>	<b>100.00</b>	<b>68.82</b>
<b>More than 50% (T2B)</b>	<b>56.53</b>	<b>38.90</b>
<b>Half (Like 50%)</b>	<b>24.02</b>	<b>16.53</b>
<b>Less than 50% (B2B)</b>	<b>15.64</b>	<b>10.76</b>



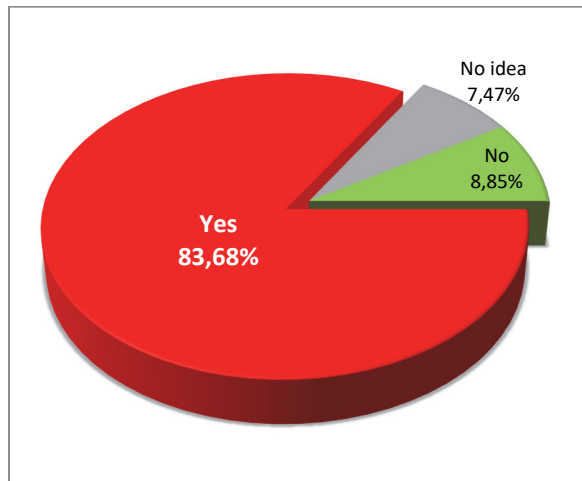
This project is co-financed by the European Union and the Republic of Turkey.

## **Do they think that some product groups are more harmful to health?**

Can some products be more harmful to health according to the consumers? In order to find an answer to this question, we asked "Do you think, some product groups are more harmful to your health?" A majority of the population (84%) states that "yes, some products are more harmful to health". Public employees and educated groups take the lead in this respect. Young people are less concerned about this in contrast with other groups.

### **Graph 17**

#### **Do you think that some product groups are more harmful to your health?**







This project is co-financed by the European Union and the Republic of Turkey.

**Table 17**

**Do you think that some product groups are more harmful to your health?**

	Yes	No	No idea	Total		Yes	No	No idea	Total
<b>By employee position;</b>					<b>By gender;</b>				
<b>EMPLOYEES</b>	<b>84.15%</b>	<b>7.81%</b>	<b>8.04%</b>	<b>100.00%</b>	Male	82.42%	10.55%	7.03%	<b>100.00%</b>
Employee (Private sector)	83.10%	7.62%	9.28%	<b>100.00%</b>	Female	84.94%	7.15%	7.91%	<b>100.00%</b>
Employee (Public)	89.91%	4.06%	6.03%	<b>100.00%</b>					
Self-employed	81.17%	11.63%	7.21%	<b>100.00%</b>	<b>By age group;</b>				
<b>UNEMPLOYED</b>	<b>83.18%</b>	<b>9.94%</b>	<b>6.88%</b>	<b>100.00%</b>	18-29	74.88%	16.48%	8.63%	<b>100.00%</b>
Retired, unemployed	86.77%	9.41%	3.81%	<b>100.00%</b>	30-39	87.15%	5.89%	6.96%	<b>100.00%</b>
Other unemployed	81.33%	10.21%	8.45%	<b>100.00%</b>	40-49	86.44%	5.61%	7.94%	<b>100.00%</b>
					50+	85.26%	8.13%	6.60%	<b>100.00%</b>
<b>By region;</b>					<b>By education level;</b>				
Istanbul	82.26%	9.61%	8.12%	<b>100.00%</b>	Primary education or lower	76.62%	11.51%	11.87%	<b>100.00%</b>
Marmara (Other)	86.67%	5.04%	8.29%	<b>100.00%</b>	High school	82.76%	10.06%	7.18%	<b>100.00%</b>
Central Anatolia / Black Sea	83.15%	10.06%	6.79%	<b>100.00%</b>	Two-year license and higher	89.12%	6.25%	4.63%	<b>100.00%</b>
Aegean	86.79%	9.94%	3.26%	<b>100.00%</b>					
Mediterranean	85.05%	6.16%	8.79%	<b>100.00%</b>					
Eastern / Southeastern	80.00%	10.23%	9.78%	<b>100.00%</b>	<b>IN GENERAL</b>	<b>83.68%</b>	<b>8.85%</b>	<b>7.47%</b>	<b>100.00%</b>

**If so, in their opinion, which product groups have a greater risk to harm health?**

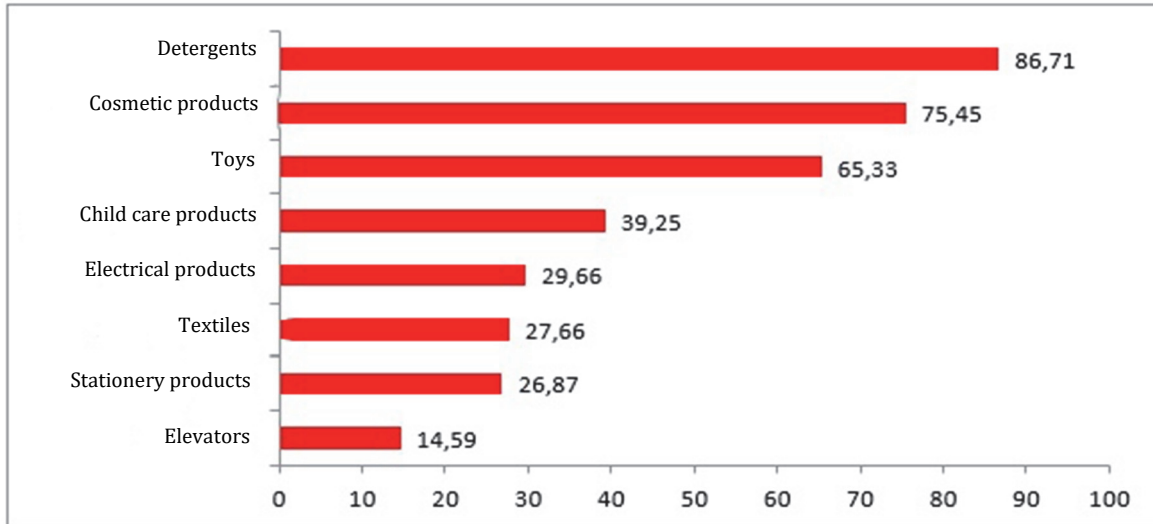
We tried to figure out risky product groups in people's minds by asking this question to the 84 percent who think some product groups are more harmful to health. "I am going to list a number of product groups to you, please specify four most risky groups that you think cause harm to health". Accordingly, we found that 87 percent of the mentioned group, and the 73 percent of the overall population see "**detergents**" as the most risky products. "**Cosmetic products**" took the second place followed by "**toys**".



This project is co-financed by the European Union and the Republic of Turkey.

**Graph18**

I am going to list some product groups, please specify four of the most risky product groups that you think are harmful to your health.



**Table 18**

I am going to list some product groups, please specify four of the most risky product groups that you think are harmful to your health.

	Among those who think that there are differences between product groups	The percentage among the whole population
Detergents	86.71	72.56
Cosmetic products	75.45	63.14
Toys	65.33	54.66%
Child care products	39.25	32.84
Electrical products	29.66	24.82
Textiles	27.66	23.14
Stationery products	26.87	22.49
Elevators	14.59	12.21

**Did they have any unsafe products that are harmful to health?**

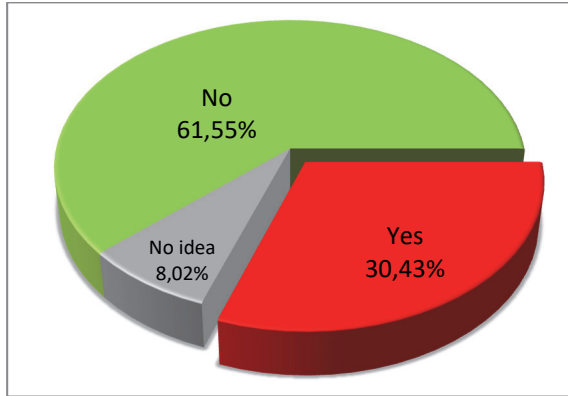
We asked consumers, "Did you ever have any unsafe product that are harmful to your or your family's health?" We saw that almost one-third of the population (30.43%) had such a product. Sixty-two percent of the population think that such products have never entered their homes. Most calm and least concerned group in this issue is young people between the ages of 18-24. Seventy-one percent of young people states, "No, we didn't have any unsafe product that are harmful to health." The most concerned group is the "educated".



This project is co-financed by the European Union and the Republic of Turkey.

**Graph 19**

**Did you ever have any unsafe product that are harmful to your or your family's health?**



**Table 19**

**Did you ever have any unsafe product that are harmful to your or your family's health?**

	Yes	No	No idea	Total		Yes	No	No idea	Total
<b>By employee position;</b>					<b>By gender;</b>				
<b>EMPLOYEES</b>	<b>32.36%</b>	<b>58.81%</b>	<b>8.83%</b>	<b>100.00%</b>	Male	32.58%	60.41%	7.01%	<b>100.00%</b>
Employee (Private sector)	32.94%	58.49%	8.57%	<b>100.00%</b>	Female	28.26%	62.70%	9.03%	<b>100.00%</b>
Employee (Public)	32.76%	59.72%	7.52%	<b>100.00%</b>					
Self-employed	30.76%	58.68%	10.56%	<b>100.00%</b>	<b>By age group;</b>				
<b>UNEMPLOYED</b>	<b>28.41%</b>	<b>64.43%</b>	<b>7.17%</b>	<b>100.00%</b>	18-29	24.23%	70.51%	5.26%	<b>100.00%</b>
Retired, unemployed	29.76%	60.81%	9.44%	<b>100.00%</b>	30-39	36.13%	56.35%	7.52%	<b>100.00%</b>
Other unemployed	27.71%	66.28%	6.01%	<b>100.00%</b>	40-49	32.46%	59.40%	8.14%	<b>100.00%</b>
					50+	28.43%	60.94%	10.63%	<b>100.00%</b>
<b>By region;</b>					<b>By education level;</b>				
Istanbul	26.90%	64.61%	8.49%	<b>100.00%</b>	Primary education or lower	23.32%	68.90%	7.79%	<b>100.00%</b>
Marmara (Other)	29.47%	62.99%	7.54%	<b>100.00%</b>	High school	25.82%	66.90%	7.27%	<b>100.00%</b>
Central Anatolia / Black Sea	31.88%	59.01%	9.11%	<b>100.00%</b>	Two-year license and higher	38.27%	53.07%	8.66%	<b>100.00%</b>
Aegean	32.16%	60.67%	7.18%	<b>100.00%</b>					
Mediterranean	38.15%	54.61%	7.23%	<b>100.00%</b>	<b>IN GENERAL</b>	<b>30.43%</b>	<b>61.55%</b>	<b>8.02%</b>	<b>100.00%</b>
Eastern / Southeastern	28.05%	64.98%	6.97%	<b>100.00%</b>					



This project is co-financed by the European Union and the Republic of Turkey.

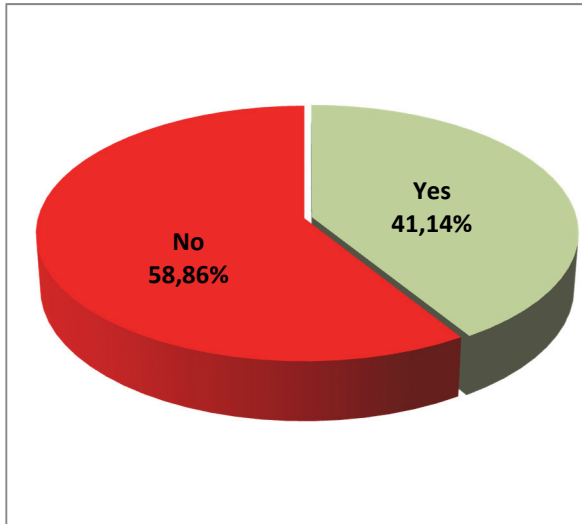
### Have they ever made a complaint about a product that they thought unsafe?

We asked "Have you ever made a complaint?" to the 30.43 percent who said that they had unsafe product. The answers show that 41 percent of this group made a complaint. The percentage of those who made a complaint is 12.52 in overall population. Those who have lower education levels complain less. Those who claim their rights most are among the middle-aged, educated and retired people.

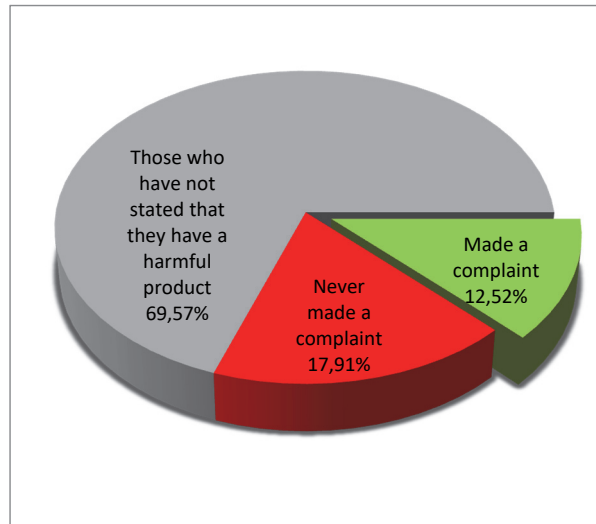
**Graph 20**

**Have you ever made a complaint about a product that you think unsafe?**

**Base: The rate among those who think it is harmful to health;**



**Base: The rate among whole population**





This project is co-financed by the European Union and the Republic of Turkey.

**Table 20**  
**Have you ever made a complaint about a product that you think unsafe?**

	Made a complaint	Never made a complaint	Those who were not asked	Total		Made a complaint	Never made a complaint	Those who were not asked	Total
<b>By employee position;</b>					<b>By gender;</b>				
<b>EMPLOYEES</b>	<b>11.97%</b>	<b>20.39%</b>	<b>67.64%</b>	<b>100.00%</b>	Male	12.37%	20.21%	67.42%	<b>100.00%</b>
Employee (Private sector)	12.11%	20.83%	67.06%	<b>100.00%</b>	Female	12.66%	15.60%	71.74%	<b>100.00%</b>
Employee (Public)	9.55%	23.20%	67.24%	<b>100.00%</b>					
Self-employed	13.85%	16.91%	69.24%	<b>100.00%</b>	<b>By age group;</b>				
<b>UNEMPLOYED</b>	<b>13.09%</b>	<b>15.31%</b>	<b>71.59%</b>	<b>100.00%</b>	18-29	8.21%	16.02%	75.77%	<b>100.00%</b>
Retired, unemployed	14.53%	15.23%	70.24%	<b>100.00%</b>	30-39	17.06%	19.07%	63.87%	<b>100.00%</b>
Other unemployed	12.36%	15.35%	72.29%	<b>100.00%</b>	40-49	11.19%	21.28%	67.54%	<b>100.00%</b>
					50+	12.90%	15.54%	71.57%	<b>100.00%</b>
<b>By region;</b>					<b>By education level;</b>				
Istanbul	11.81%	15.08%	73.10%	<b>100.00%</b>	Primary education or lower	7.39%	15.92%	76.68%	<b>100.00%</b>
Marmara (Other)	7.97%	21.51%	70.53%	<b>100.00%</b>	High school	13.02%	12.80%	74.18%	<b>100.00%</b>
Central Anatolia / Black Sea	15.29%	16.59%	68.12%	<b>100.00%</b>	Two-year license and higher	15.72%	22.55%	61.73%	<b>100.00%</b>
Aegean	11.49%	20.66%	67.84%	<b>100.00%</b>					
Mediterranean	18.39%	19.76%	61.85%	<b>100.00%</b>	<b>IN GENERAL</b>	<b>12.52%</b>	<b>17.91%</b>	<b>69.57%</b>	<b>100.00%</b>
Eastern / Southeastern	9.56%	18.49%	71.95%	<b>100.00%</b>					

**Do they know that they can make a complaint about unsafe products in the market?**

The 12.52 percent of the population has already made a complaint.

Does the 87.5 percent know that they have such a right? In order to figure this out, we asked "Did you know that you could make a complaint about unsafe products in the market?" to all people other than the 12.52 percent.

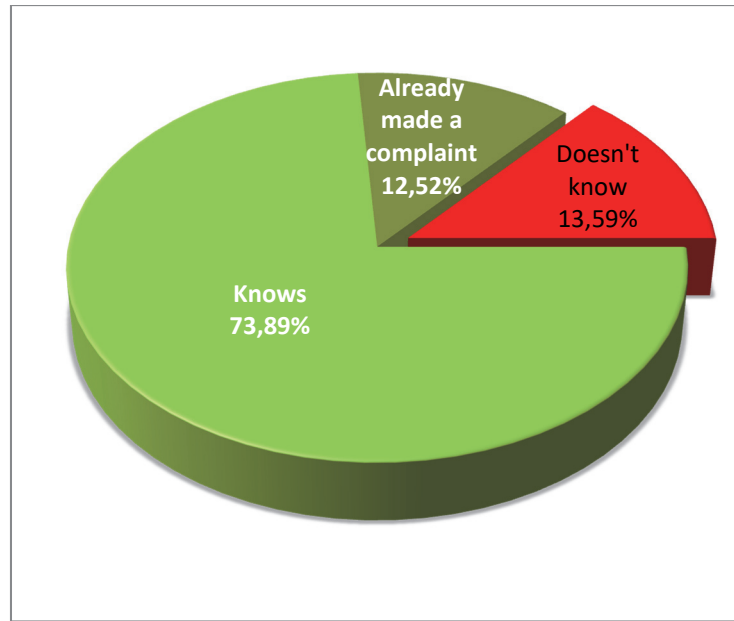
Although they have never made a complaint, 73.89 percent knew that they have such a right. Therefore, when we add those who have already made a complaint, majority of the population (86.41%) know that they have such a right.



This project is co-financed by the European Union and the Republic of Turkey.

### Graph 21

Did you know that you could make a complaint about unsafe products in the market?





This project is co-financed by the European Union and the Republic of Turkey.

**Table 21**

**Did you know that you could make a complaint about unsafe products in the market?**

	Already made a complaint	Never made a complaint but knows	TOTAL OF THOSE WHO KNOW	DOESN'T KNOW	TOTAL
<b>By gender;</b>					
Male	12.37%	75.38%	<b>87.75%</b>	<b>12.25%</b>	<b>100.00%</b>
Female	12.66%	72.40%	<b>85.06%</b>	<b>14.94%</b>	<b>100.00%</b>
<b>By age group;</b>					
18-29	8.21%	75.33%	<b>83.53%</b>	<b>16.47%</b>	<b>100.00%</b>
30-39	17.06%	67.81%	<b>84.87%</b>	<b>15.13%</b>	<b>100.00%</b>
40-49	11.19%	77.97%	<b>89.16%</b>	<b>10.84%</b>	<b>100.00%</b>
50+	12.90%	74.97%	<b>87.87%</b>	<b>12.13%</b>	<b>100.00%</b>
<b>By education level;</b>					
Primary education or lower	7.39%	72.09%	<b>79.48%</b>	<b>20.52%</b>	<b>100.00%</b>
High school	13.02%	75.54%	<b>88.56%</b>	<b>11.44%</b>	<b>100.00%</b>
Two-year license and higher	15.72%	74.07%	<b>89.79%</b>	<b>10.21%</b>	<b>100.00%</b>
<b>By employee position;</b>					
<b>EMPLOYEES</b>	<b>11.97%</b>	<b>75.90%</b>	<b>87.86%</b>	<b>12.14%</b>	<b>100.00%</b>
Employee (Private sector)	12.11%	73.82%	<b>85.93%</b>	<b>14.07%</b>	<b>100.00%</b>
Employee (Public)	9.55%	78.23%	<b>87.78%</b>	<b>12.22%</b>	<b>100.00%</b>
Self-employed	13.85%	78.20%	<b>92.05%</b>	<b>7.95%</b>	<b>100.00%</b>
<b>UNEMPLOYED</b>	<b>13.09%</b>	<b>71.79%</b>	<b>84.89%</b>	<b>15.11%</b>	<b>100.00%</b>
Retired, unemployed	14.53%	73.28%	<b>87.81%</b>	<b>12.19%</b>	<b>100.00%</b>
Other unemployed	12.36%	71.03%	<b>83.39%</b>	<b>16.61%</b>	<b>100.00%</b>
<b>By region;</b>					
Istanbul	11.81%	74.85%	<b>86.66%</b>	<b>13.34%</b>	<b>100.00%</b>
Marmara (Other)	7.97%	82.28%	<b>90.25%</b>	<b>9.75%</b>	<b>100.00%</b>
Central Anatolia / Black Sea	15.29%	73.12%	<b>88.41%</b>	<b>11.59%</b>	<b>100.00%</b>
Aegean	11.49%	79.42%	<b>90.91%</b>	<b>9.09%</b>	<b>100.00%</b>
Mediterranean	18.39%	67.24%	<b>85.63%</b>	<b>14.37%</b>	<b>100.00%</b>
Eastern / Southeastern	9.56%	63.75%	<b>73.31%</b>	<b>26.69%</b>	<b>100.00%</b>
<b>IN GENERAL</b>	<b>12.52%</b>	<b>73.89%</b>	<b>86.41%</b>	<b>13.59%</b>	<b>100.00%</b>



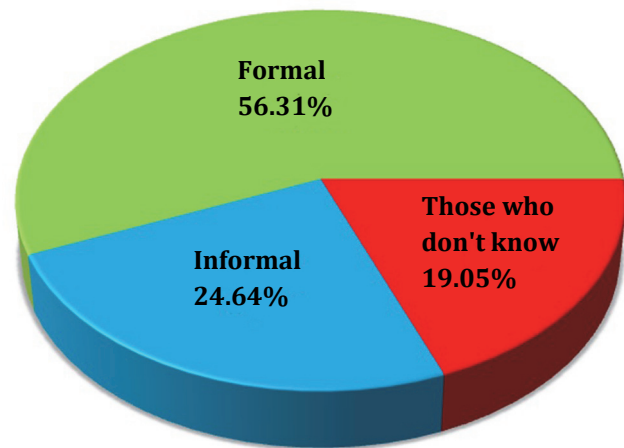
This project is co-financed by the European Union and the Republic of Turkey.

## Do they know where to make a complaint?

As presented above, 86.41 percent of the population knew that they can make a complaint about unsafe products in the market.

Almost half of these (42.79% of the overall population) think that the designated authorities to deliver complaints are "consumer associations". This was followed by the store of purchase and CİMER (Presidential Communication Center). There is also a 4.28 percent who don't know where to appeal although they know that they have right to make a complaint. In fact, it is possible to differentiate the population into 3 groups:

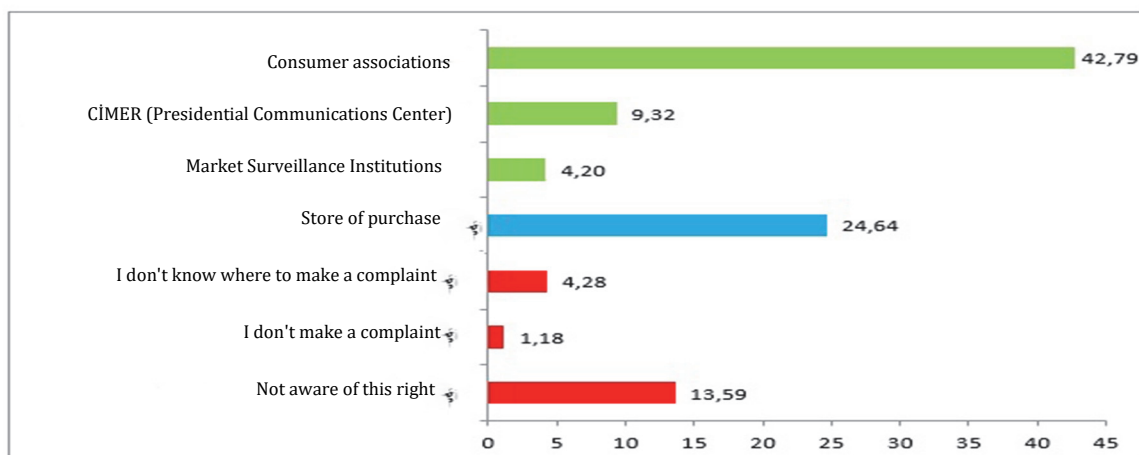
- 1) Those who state formal authorities to apply such as consumer associations, CİMER or market surveillance institutions. **(56.31%)**
- 2) Those who state informal authorities such as the store of purchase **(24.64%)**
- 3) Those who don't know that they have such a right, or don't claim such a right, or don't know where to apply **(19.05%)**



**Graph 22**

**Where do you make a complaint about a product that you think unsafe?**

**Base: Whole population**







This project is co-financed by the European Union and the Republic of Turkey.

Those who state formal authorities to apply to such as CİMER and consumer associations are mostly residing in Marmara region, educated, employed in public males. Women tend to see the store of purchase as the right place to apply to.

**Table 22**  
**Where do you make a complaint about a product that you think unsafe?**

	Group-1 (Formal)	Group-2 (Informal)	Group-3 (Unaware)	Total
<b>By gender;</b>				
Male	61.32%	20.51%	18.17%	100.00%
Female	51.29%	28.78%	19.93%	100.00%
<b>By age group;</b>				
18-29	59.86%	20.46%	19.68%	100.00%
30-39	59.09%	21.84%	19.07%	100.00%
40-49	52.47%	27.71%	19.82%	100.00%
50+	54.05%	28.07%	17.88%	100.00%
<b>By education level;</b>				
Primary education or lower	48.56%	24.19%	27.25%	100.00%
High school	58.45%	24.20%	17.34%	100.00%
Two-year license and higher	60.26%	25.23%	14.51%	100.00%
<b>By employee position;</b>				
<b>EMPLOYEES</b>	<b>59.54%</b>	<b>23.35%</b>	<b>17.10%</b>	<b>100.00%</b>
Employee (Private sector)	58.15%	22.74%	19.11%	100.00%
Employee (Public)	63.71%	21.52%	14.77%	100.00%
Self-employed	58.73%	26.34%	14.94%	100.00%
<b>UNEMPLOYED</b>	<b>52.93%</b>	<b>25.98%</b>	<b>21.09%</b>	<b>100.00%</b>
Retired, unemployed	55.30%	23.01%	21.69%	100.00%
Other unemployed	51.71%	27.51%	20.78%	100.00%
<b>By region;</b>				
Istanbul	53.07%	27.05%	19.88%	100.00%
Marmara (Other)	74.52%	13.49%	11.99%	100.00%
Central Anatolia / Black Sea	53.62%	29.50%	16.88%	100.00%
Aegean	60.15%	25.08%	14.77%	100.00%
Mediterranean	69.41%	13.58%	17.01%	100.00%
Eastern / Southeastern	32.39%	31.75%	35.87%	100.00%
<b>IN GENERAL</b>	<b>56.31%</b>	<b>24.64%</b>	<b>19.05%</b>	<b>100.00%</b>



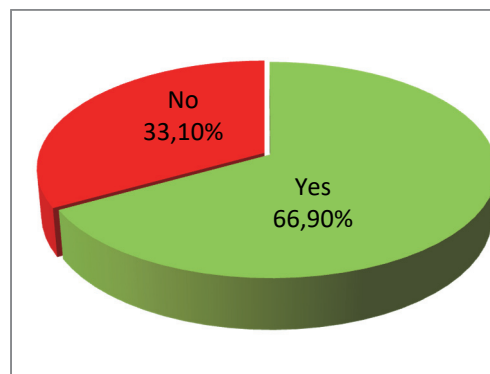
This project is co-financed by the European Union and the Republic of Turkey.

### **Do they know that the complaints can cause penalties on producer?**

When asked "Do you know that upon your complaint a penalty may be imposed on the producer and the unsafe products can be recalled from the market?", two-thirds of the population said "yes". The other one-third (33.1%) don't know about such penalties.

**Graph 23**

**Do you know that upon your complaint a penalty may be imposed on the producer and the unsafe products can be recalled from the market?**



**Table 23**

**Do you know that upon your complaint a penalty may be imposed on the producer and the unsafe products can be recalled from the market?**

	Yes	No	Total		Yes	No	Total
<b>By employee position;</b>				<b>By gender;</b>			
<b>EMPLOYEES</b>	<b>66.71%</b>	<b>33.29%</b>	<b>100.00%</b>	Male	67.60%	32.40%	<b>100.00%</b>
Employee (Private sector)	64.97%	35.03%	<b>100.00%</b>	Female	66.20%	33.80%	<b>100.00%</b>
Employee (Public)	69.29%	30.71%	<b>100.00%</b>	<b>By age group;</b>			
Self-employed	68.07%	31.93%	<b>100.00%</b>	18-29	56.25%	43.75%	<b>100.00%</b>
<b>UNEMPLOYED</b>	<b>67.10%</b>	<b>32.90%</b>	<b>100.00%</b>	30-39	62.73%	37.27%	<b>100.00%</b>
Retired, unemployed	71.72%	28.28%	<b>100.00%</b>	40-49	76.46%	23.54%	<b>100.00%</b>
Other unemployed	64.74%	35.26%	<b>100.00%</b>	50+	71.44%	28.56%	<b>100.00%</b>
<b>By region;</b>				<b>By education level;</b>			
Istanbul	72.21%	27.79%	<b>100.00%</b>	Primary education or lower	65.06%	34.94%	<b>100.00%</b>
Marmara (Other)	71.79%	28.21%	<b>100.00%</b>	High school	66.00%	34.00%	<b>100.00%</b>
Central Anatolia / Black Sea	62.94%	37.06%	<b>100.00%</b>	Two-year license and higher	68.75%	31.25%	<b>100.00%</b>
Aegean	73.05%	26.95%	<b>100.00%</b>	<b>IN GENERAL</b>	<b>66.90%</b>	<b>33.10%</b>	<b>100.00%</b>
Mediterranean	59.77%	40.23%	<b>100.00%</b>				
Eastern / Southeastern	56.03%	43.97%	<b>100.00%</b>				



This project is co-financed by the European Union and the Republic of Turkey.

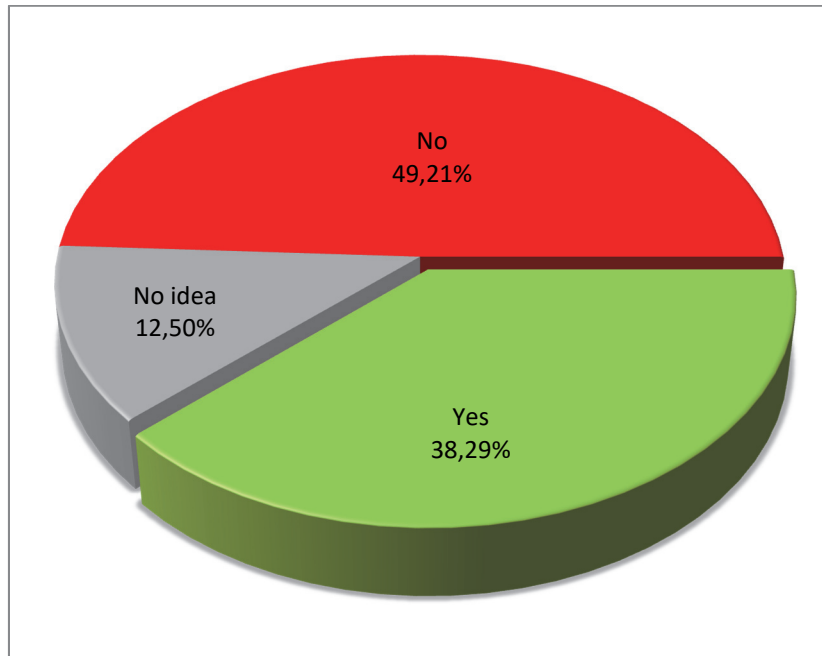
### **Do they think that these penalties are imposed on producers?**

We asked "So, do you think such products are recalled from the market?" to the 66.9 percent that is stated above, in order to probe their view on the applicability of the penalties.

Accordingly, while only 38 percent think that these penalties can be imposed, 49 percent state that they "don't think that the products can be recalled from the market as a result of the complaint", and 12.5 percent stated that they don't have any opinion.

#### **Graph 24**

#### **So, do you think such products are recalled from the market?**





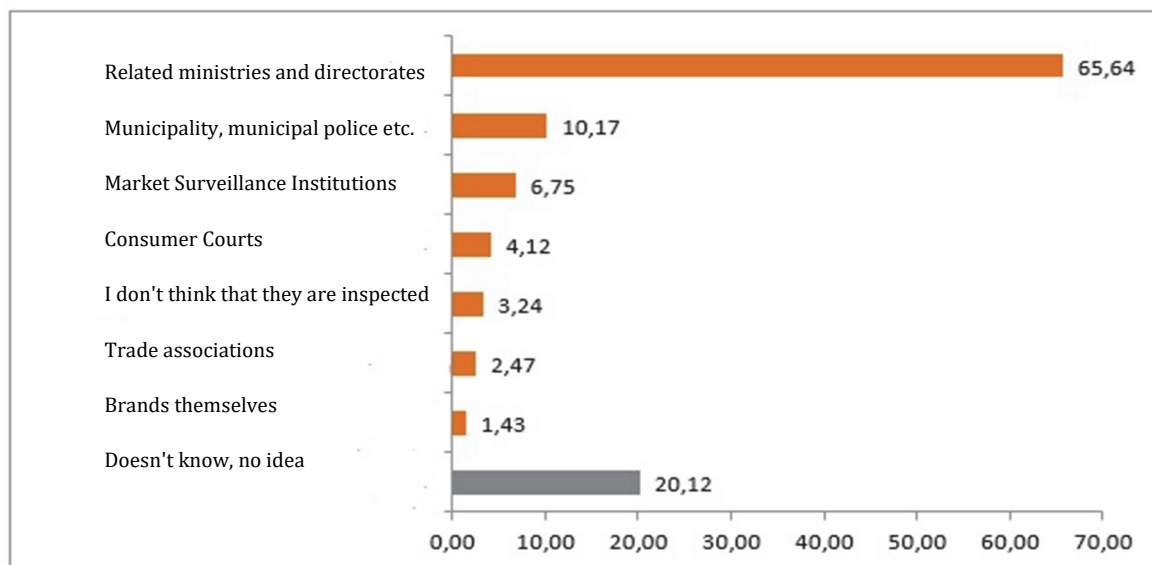
This project is co-financed by the European Union and the Republic of Turkey.

### According to consumers, who inspects the safety of products in the market?

Majority of the population think that this inspection is the responsibility of Ministry of Health in the first place, and then the related ministries and directorates. This is followed by those who refer to the municipality / municipal police with 10 percent.

**Graph 25**

**Who do you think inspects the safety of products in the market?**



### **The responses as part of the related ministries and directorates:**

Ministry of Health	25.82
Ministry of Forestry and Agriculture State	10.23
Ministry of Trade	8.49
Ministry	7.55
TSE	4.95
Ministry of Industry and Technology	4.24
Ministry of Finance	1.92
Provincial Directorate of Agriculture	0.64
Provincial Directorate of Health	0.58
Medical Officers	0.44
Inspectors	0.23
Ministry of Environment and Urbanism	0.18
Ministry of Labour and Social Services	0.13
Provincial Directorates of Agriculture	0.09
	0.07



This project is co-financed by the European Union and the Republic of Turkey.

## THE QUESTIONNAIRE

---



This project is co-financed by the European Union and the Republic of Turkey.

**1. Home city:**

**2. Gender**

- 1( ) Male
- 2( ) Female

**3. Age interval?**

- 1( ) 18-24
- 2( ) 25-29
- 3( ) 30-34
- 4( ) 35-39
- 5( ) 40-44
- 6( ) 45-49
- 7( ) 50 and over

**4. Education level**

- 1( ) Never graduated
- 2( ) Primary education (5 years)
- 3( ) Middle school or elementary school (8 years)
- 4( ) High school
- 5( ) Two-year license
- 6( ) University
- 7( ) MA/PhD

**5. Employment status**

- 1( ) Employee in private sector
- 2( ) Public employee
- 3( ) Self-employed (employer, artisan, etc.)
- 4( ) Retired, unemployed
- 5( ) Housewife
- 6( ) Unemployed
- 7( ) Student

**6. Do you make your shopping by yourself?**

- 1( ) Yes
- 2( ) No

**7. How do you know that a product is harmless/safe to your or your family's health? (More than one option can be selected)**

- 1( ) Ingredients of the product
- 2( ) Brand of the product
- 3( ) Descriptions on the product
- 4( ) Price of the product
- 5( ) I don't pay attention at all



This project is co-financed by the European Union and the Republic of Turkey.

8. Some people think that if a product is EXPENSIVE, then it is RELIABLE or if it is CHEAP, then it is UNRELIABLE. To what extent do you agree with this statement?
- Totally agree
  - Agree
  - Neither agree nor disagree
  - Disagree
  - Totally disagree
  - No idea
9. Which mark or words on a product makes you think that the product is harmless/safe to your or your family's health?
- 1) CE mark
  - 2) TSE mark
  - 3) The place or origin of production
  - 4) Brand of the product
  - 5) I don't pay attention to any of them
  - 6) Other
10. Does CE Mark attract your attention when you are purchasing a product?
- 1) Yes
  - 2) No
11. What do you think CE mark stands for?
- 1) The product is of high quality
  - 2) The product is made in China
  - 3) If the "product is safe" option is selected → then 12th question will be asked, for others continue from 13th question
  - 4) The product is not made in Turkey
  - 5) I have no idea
  - 6) Other
12. What is your source of information about the CE mark? (MULTIPLE OPTIONS CAN BE SELECTED)
- 1) TV, Radio
  - 2) Newspaper, magazines, etc.
  - 3) Internet
  - 4) An event I attended
  - 5) Sales person
  - 6) Product Label
  - 7) Other
13. Do you think the products you purchased can harm your or your family's health?
- 1) Yes
  - 2) No →SKIP TO THE QUESTION 15
  - 3) I have no idea →SKIP TO THE QUESTION 15



This project is co-financed by the European Union and the Republic of Turkey.

**14. How many of the products on the market do you think are harmful to your or your family's health?**

- 1( ) Almost all
- 2( ) Majority
- 3( ) Almost half
- 4( ) Less than half
- 5( ) Very few
- 6( ) Doesn't know, no idea

**15. Do you think that some product groups are more harmful to your health?**

- 1( ) Yes
- 2( ) No →SKIP TO THE QUESTION 17
- 3( ) I have no idea →SKIP TO THE QUESTION 17

**16. I am going to list some product groups, please specify four of the most risky product groups that you think are harmful to your health.**

- 1( ) Child care products
- 2( ) Detergents
- 3( ) Cosmetic products
- 4( ) Stationery products
- 5( ) Toys
- 6( ) Textiles
- 7( ) Elevators
- 8( ) Electrical products

**17. Who do you think inspects the safety of products in the market? (MULTIPLE OPTIONS CAN BE SELECTED)**

- 1( ) Municipal police
- 2( ) Consumer Courts
- 3( ) Market Surveillance Institutions
- 4( ) Other:.....

**18. Did you ever have any unsafe product that are harmful to your or your family's health**

- 1( ) Yes
- 2( ) No →SKIP TO THE QUESTION 20
- 3( ) I have no idea →SKIP TO THE QUESTION 20

**19. Have you ever made a complaint about a product that you think unsafe?**

- 1( ) Yes→SKIP TO THE QUESTION 21
- 2( ) No

**20. Did you know that you could make a complaint about unsafe products in the market?**

- 1( ) Yes
- 2( ) No →SKIP TO THE QUESTION 22
- 3( ) I have no idea →SKIP TO THE QUESTION 22





This project is co-financed by the European Union and the Republic of Turkey.

**21. Where do you make a complaint about a product that you think unsafe?**

- 1 ( ) Store of purchase
- 2 ( ) Market Surveillance Institutions
- 3 ( ) Consumer associations
- 4 ( ) CİMER (Presidential Communications Center)
- 5 ( ) I don't know where to make a complaint
- 6 ( ) I don't make a complaint

**22. Do you know that upon your complaint a penalty may be imposed on the producer and the unsafe products can be recalled from the market?**

- 1 ( ) Yes
- 2 ( ) No → **QUESTIONNAIRE ENDS**

**23. So, do you think such products are recalled from the market?**

- 1 ( ) Yes
- 2 ( ) No
- 3 ( ) Doesn't know, no idea



**This publication has been produced with the financial assistance of the European Union. The contents of this publication is the sole responsibility of Norm Consulting and can in no way be taken to reflect the views of the European Union.**