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See the first two pages of the report for a detailed description of the survey and the results of the survey. The survey was carried out in October/November 1975 covering the general public aged 16 and over in the Community.

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This was not a general survey of consumption in all its aspects and the development of consumer protection organisations. It was an initial study of Europeans' attitudes and preoccupations in certain aspects of their daily lives: shopping, using public services, obtaining information, mass media advertising, advertising, scientific tests and competitions.

The results of the survey will be used by Commission departments in preparing the "three-stage programme of the European Community for a consumer protection and information policy" adopted by the Council of Ministers of the European Communities in April 1975 (1).

While it was being designed the survey was submitted in April 1975 to the Standing Committee of the European Consultative Committee of the Commission of the European Communities.

(1) Cf. Doc. C 92 of 25 April 1975.