

## Brexit

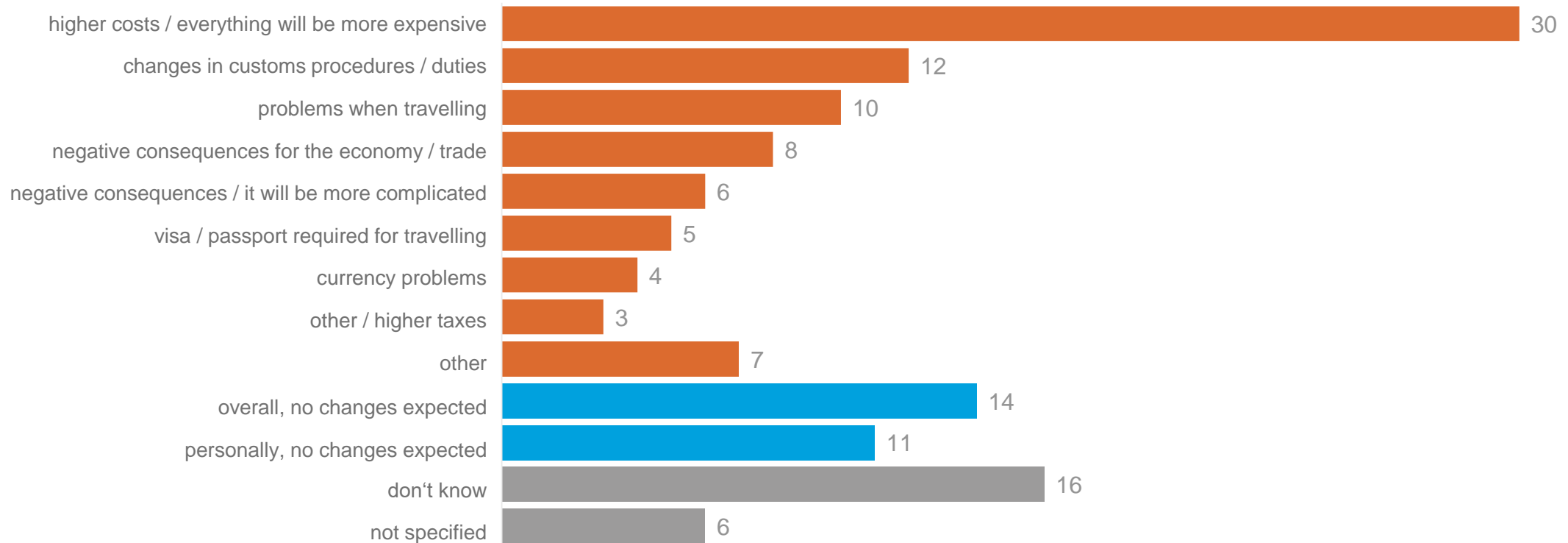
Results of a representative survey  
among 1029 Germans (above 18  
years)

September 2020



# Likelihood of changes when shopping or travelling after Brexit

Three out of ten respondents find it likely that consumer prices will increase



Question: Am 1. Januar Großbritannien endgültig aus der Europäischen Union ausscheiden. Welche Änderungen denken Sie kommen auf Sie als Verbraucher zu, wenn Sie nach dem Brexit in Großbritannien einkaufen - ob online oder vor Ort – oder dorthin reisen? (open question)

Presentation: Mentions from 3% | in percentage points | multiple answers possible

Basis: All respondents (n=1.029)

# What could change after Brexit and what wouldn't

Indifference among German consumers which rights will continue to apply

When travelling to the UK my **EU passenger rights** will continue to apply.



For products bought in the UK, I will continue to enjoy **two years of legal guarantees** so that I can claim repair or replacement of a defective product.



During a stay in the UK I will continue to be insured through my **national health insurance** in case of a medical incident.



**Personal data will continue to be protected** through the EU General Data Protection Regulation when being processed in the UK.



I can continue to make **mobile phone calls in the UK** under the same conditions as in Germany / the European Union.



■ yes    ■ no    ■ don't know, not specified

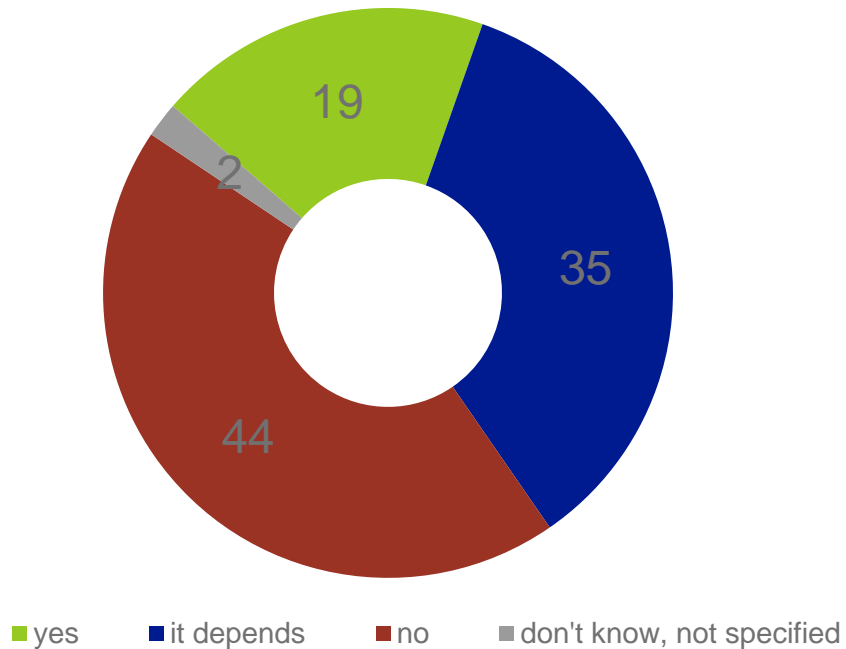
Frage: Was von dem Folgenden wird nach dem Brexit Ihrer Meinung nach weiterhin gelten, was nicht?

Presentation: in percentage points | Difference to 100 percent corresponds to rounding-off difference | Basis: 1.029 respondents

# Shopping in UK online shops after Brexit

79 percent will not, or only under conditions, continue to shop online in the UK

## Purchase intention overall



## Under which conditions?

If I know whom to contact if something goes wrong with my order

85

If I don't have to face additional costs

85

If my personal data is secure under the General Data Protection Regulation

80

If I can claim my legal guarantees for repair or replacement of a defective product during two years

78

Question: Werden Sie nach dem Austritt Großbritanniens aus der EU weiter bei britischen Onlinehändlern einkaufen? // Worauf? Unter welchen Bedingungen würden Sie auch nach dem Brexit bei britischen Onlinehändlern einkaufen?

Presentation: indication in percentage points | basis: n=1.029 // n=357 (selection: "that depends") | multiple answers for selection question possible