

# CONSUMER CONDITIONS SURVEY: Consumers at home in the single market 2023 edition





## INTERPRETING THE DATA AND CHARTS

The Consumer Conditions Survey assesses consumers' attitudes, behaviours and experiences with respect to domestic and cross-border trade as well as other, related themes. Key topics include consumer confidence and knowledge; online purchasing; product safety; problems and complaints; and unfair and illicit commercial practices. These topics form the standard survey element of the consumer conditions survey. A specific consumer conditions survey covering current topics relating to the cost of living, energy, travel post COVID-19 restrictions and online gaming compliments the standard survey.

Both surveys were conducted by telephone among representative samples of the general public aged 18 and older in each of the 27 European Union Member States (EU27), as well as Iceland and Norway. The sample size is 1,000 per country except in Luxembourg, Malta, Cyprus and Iceland where the sample size is 500. Fieldwork for the latest edition of the Consumer Conditions Standard survey took place between 24 October and 4 December 2022. The Consumer Conditions Specific survey took place between 18 and 28 October 2022.

This slide deck presents the full results from the latest edition of these surveys. Each section begins with an overview slide showing the EU27 results, followed by a slide indicating the results amongst sociodemographic groups (these are not shown when sample sizes are small), a slide that highlights country differences (EU27, Iceland and Norway) and, where available, trend data from prior to the COVID-19 pandemic in 2018. Maps are used for key indicators.

Trends are not shown for new questions and questions that were subsequently reformulated and are not comparable to 2018. For questions introduced in 2020 the trend is shown in comparison to that year.

This slide deck also allows for the comparison of differences between countries and sociodemographic groups. It should be noted that survey results are subject to sampling tolerances meaning that not all apparent differences between groups may be statistically significant. For reasons of legibility and accessibility, indications of statistical significance are not included in this slide deck. The figures for differences between sociodemographic groups are not shown when the incidence is below 15%. All such questions are indicated by the inclusion of the sign \*.

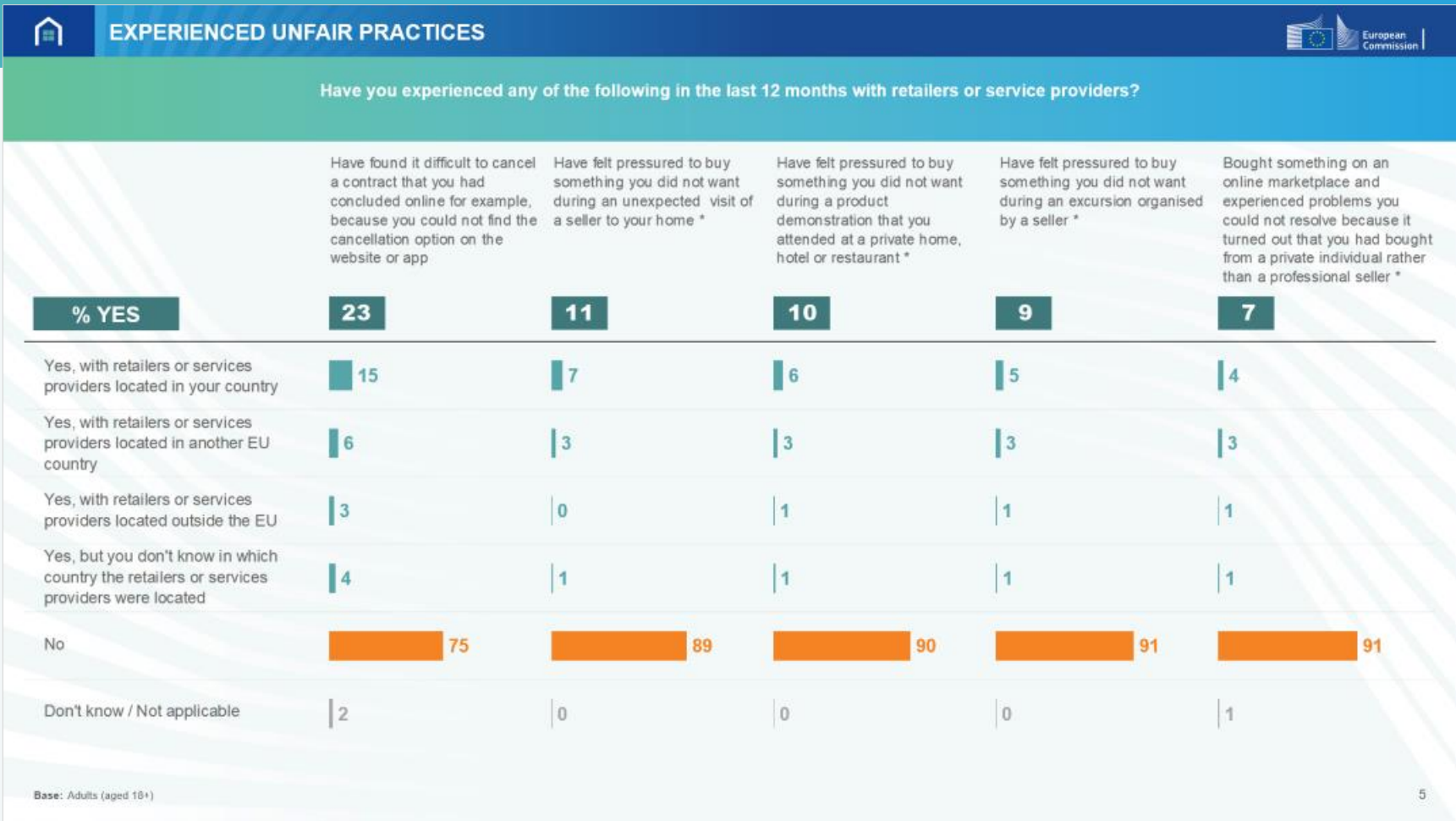
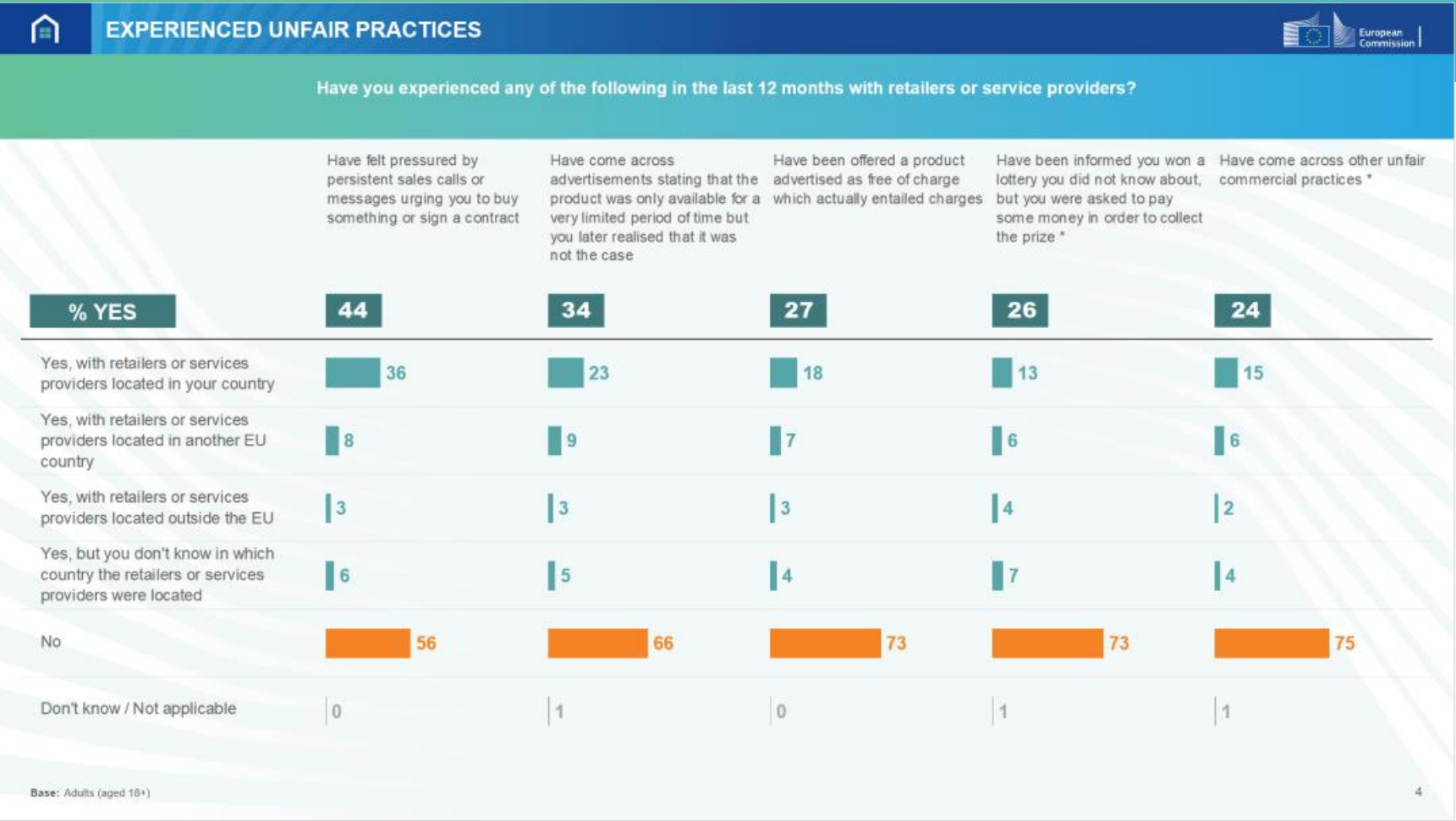
The results from the latest edition are presented in terms of absolute percentages. The difference between years is shown in percentage points (pp).

Where percentages do not sum to 100%, this may be due to computer rounding or multiple answers. Rounding can also cause a slight deviation between aggregate percentages (e.g., “fairly satisfied” + “very satisfied”) and the percentages of their separate components. For multiple answer questions, the “Yes total” score may be different to the sum of the two or more “Yes” statements. In cases where a respondent has selected more than one “Yes” statement, this respondent is counted only once in the calculation of the “Yes total” score.

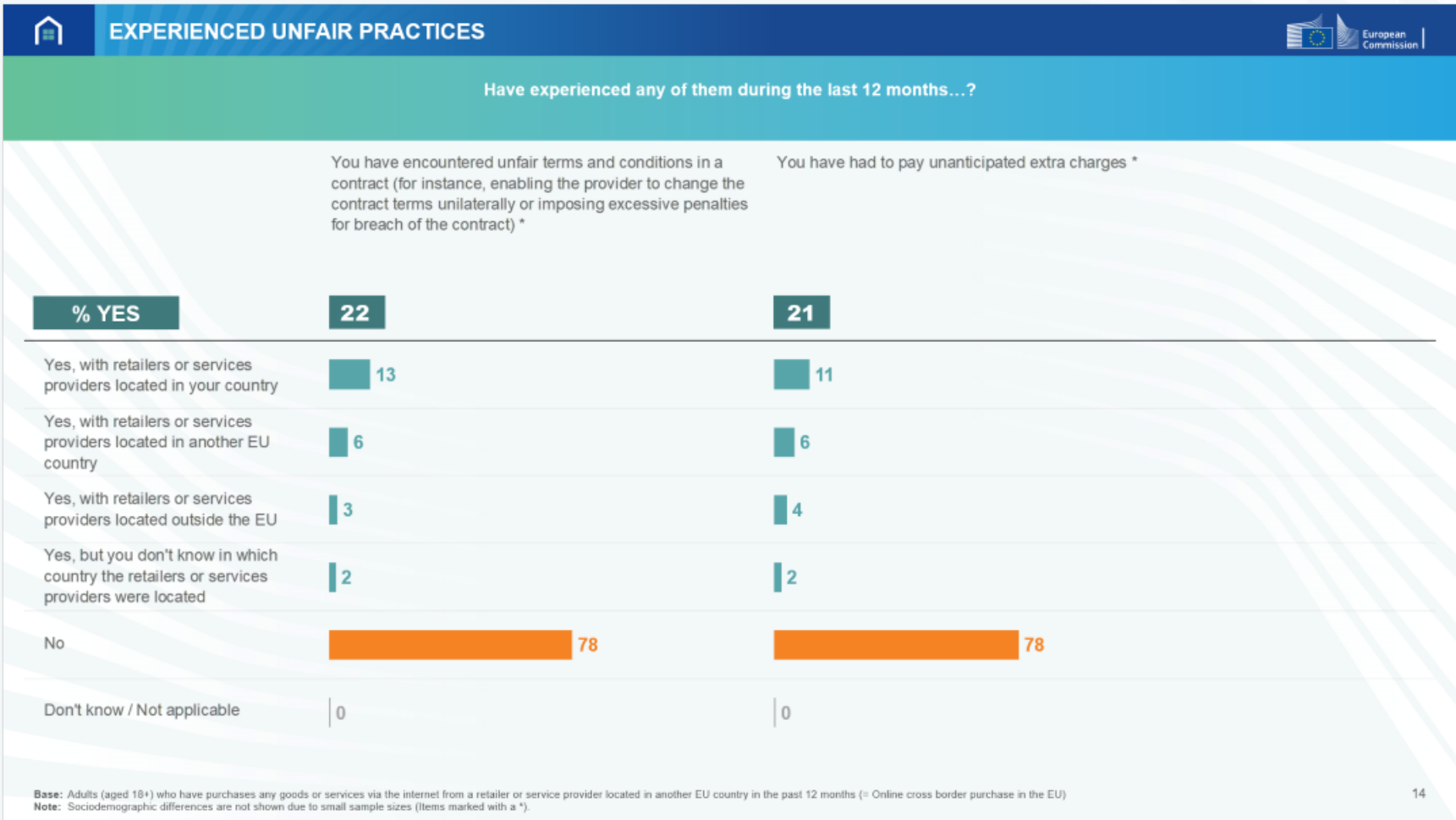




EXPERIENCED UNFAIR PRACTICES

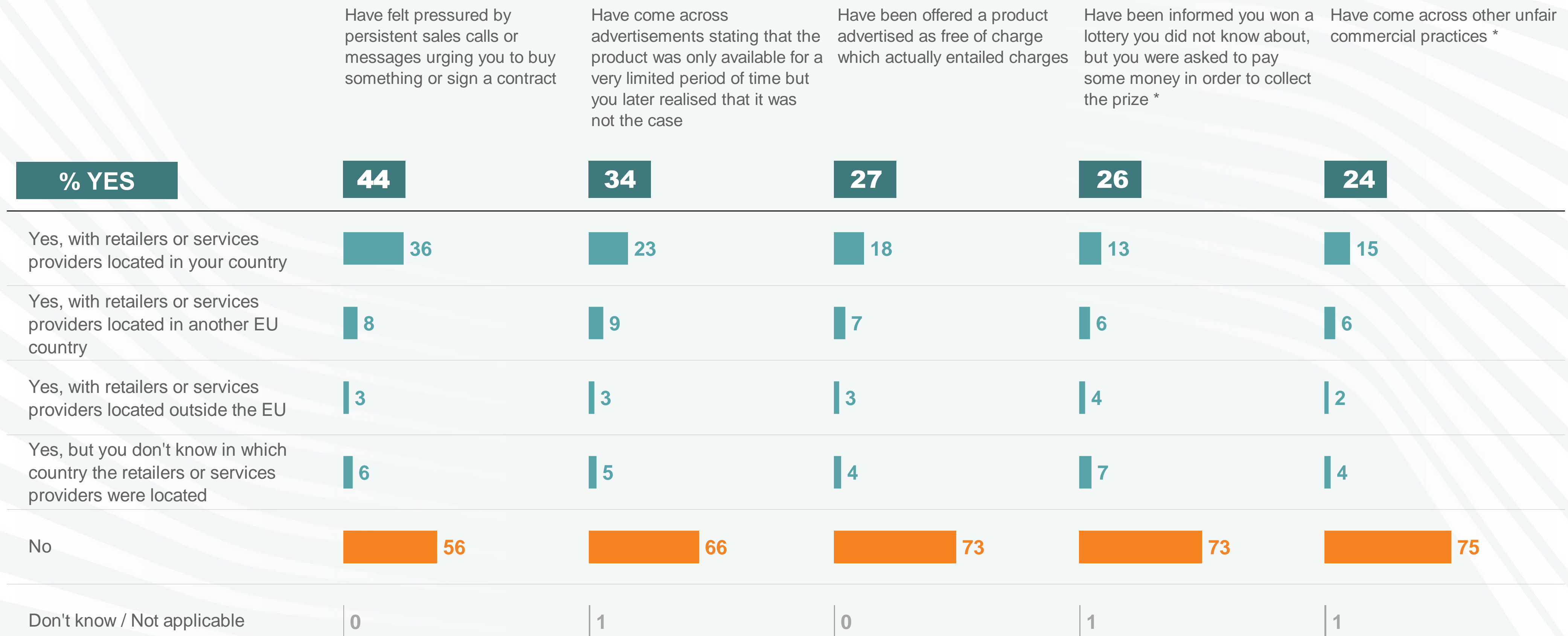


EXPERIENCED UNFAIR PRACTICES - UNFAIR CONTRACT TERMS





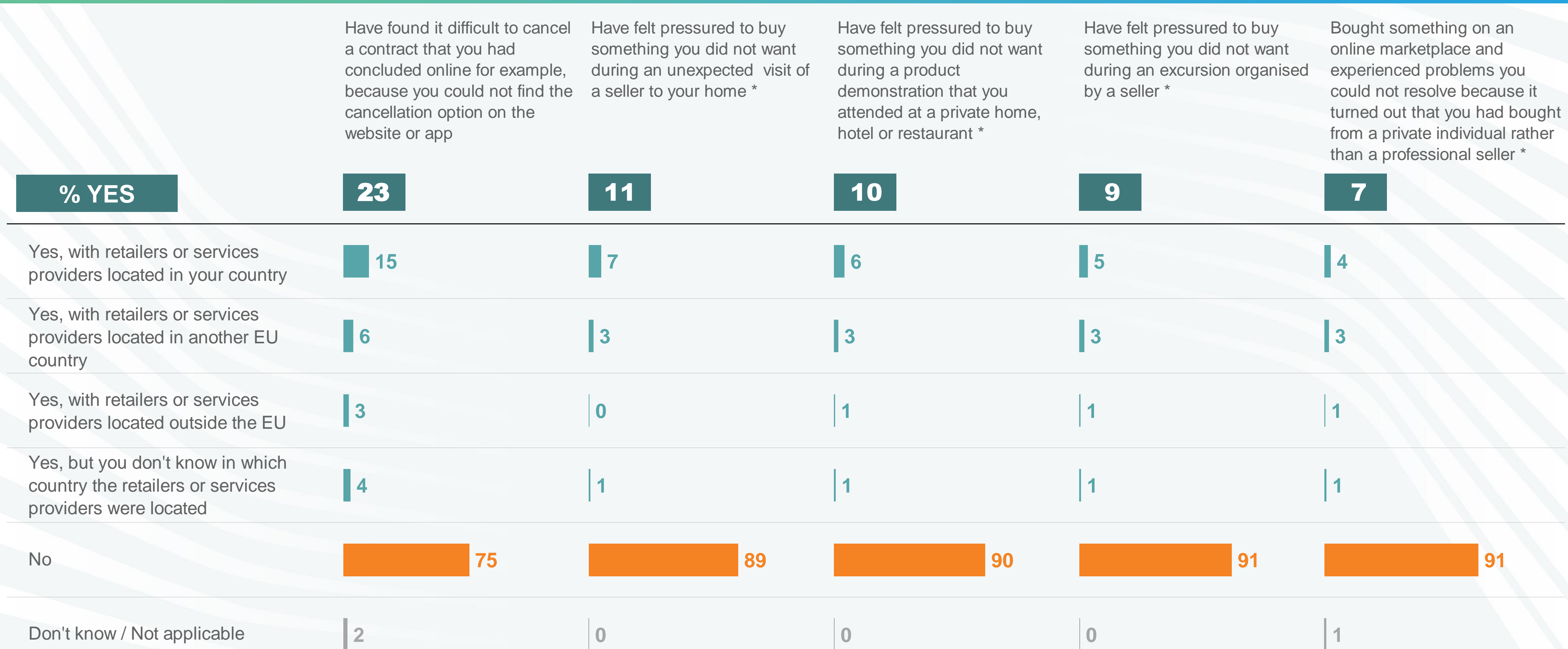
## Have you experienced any of the following in the last 12 months with retailers or service providers?







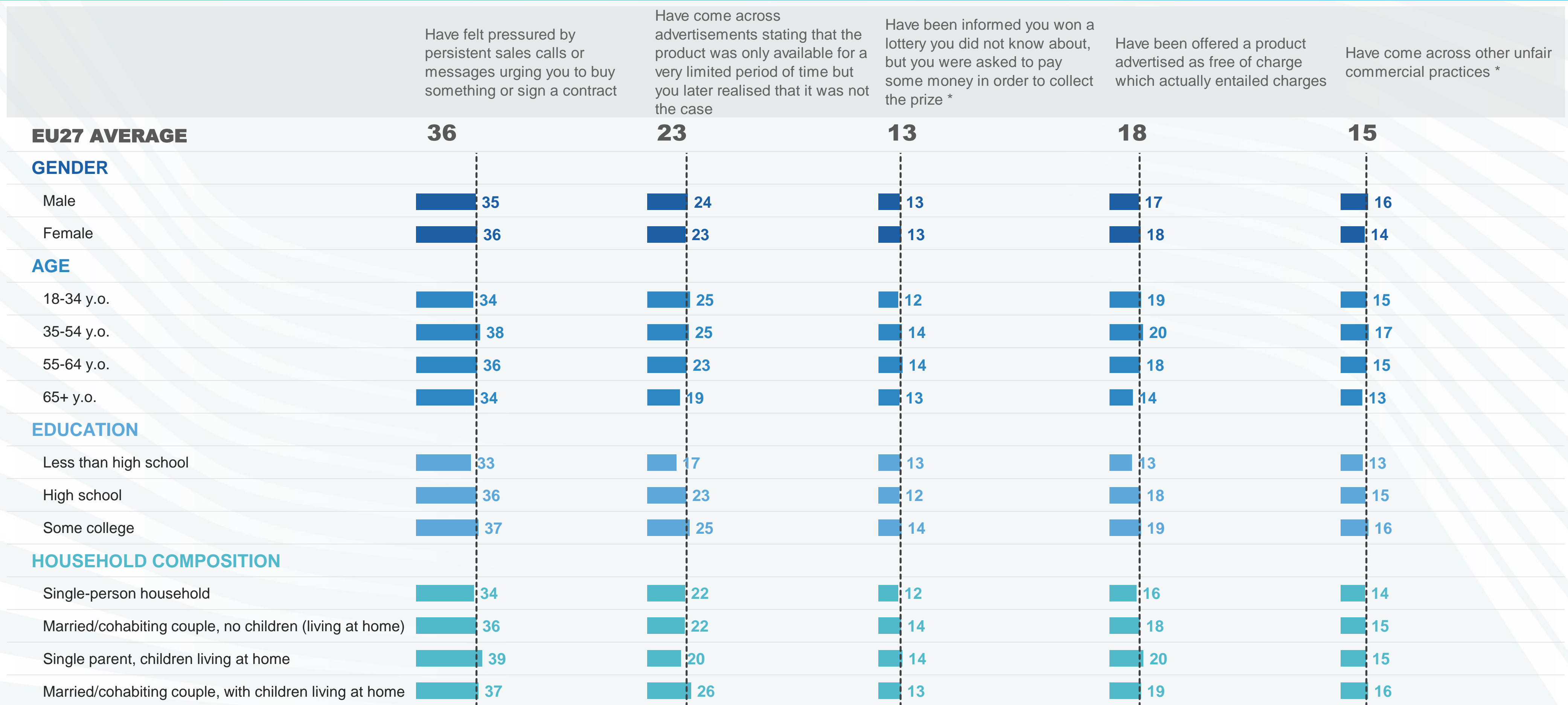
## Have you experienced any of the following in the last 12 months with retailers or service providers?





## Have you experienced any of the following in the last 12 months with retailers or service providers?

% Yes, with retailers or services providers located in your country



Base: Adults (aged 18+)



## Have you experienced any of the following in the last 12 months with retailers or service providers?

% Yes, with retailers or services providers located in your country



Base: Adults (aged 18+)





## Have you experienced any of the following in the last 12 months with retailers or service providers?

% Yes, with retailers or services providers located in your country

Have felt pressured by persistent sales calls or messages urging you to buy something or sign a contract

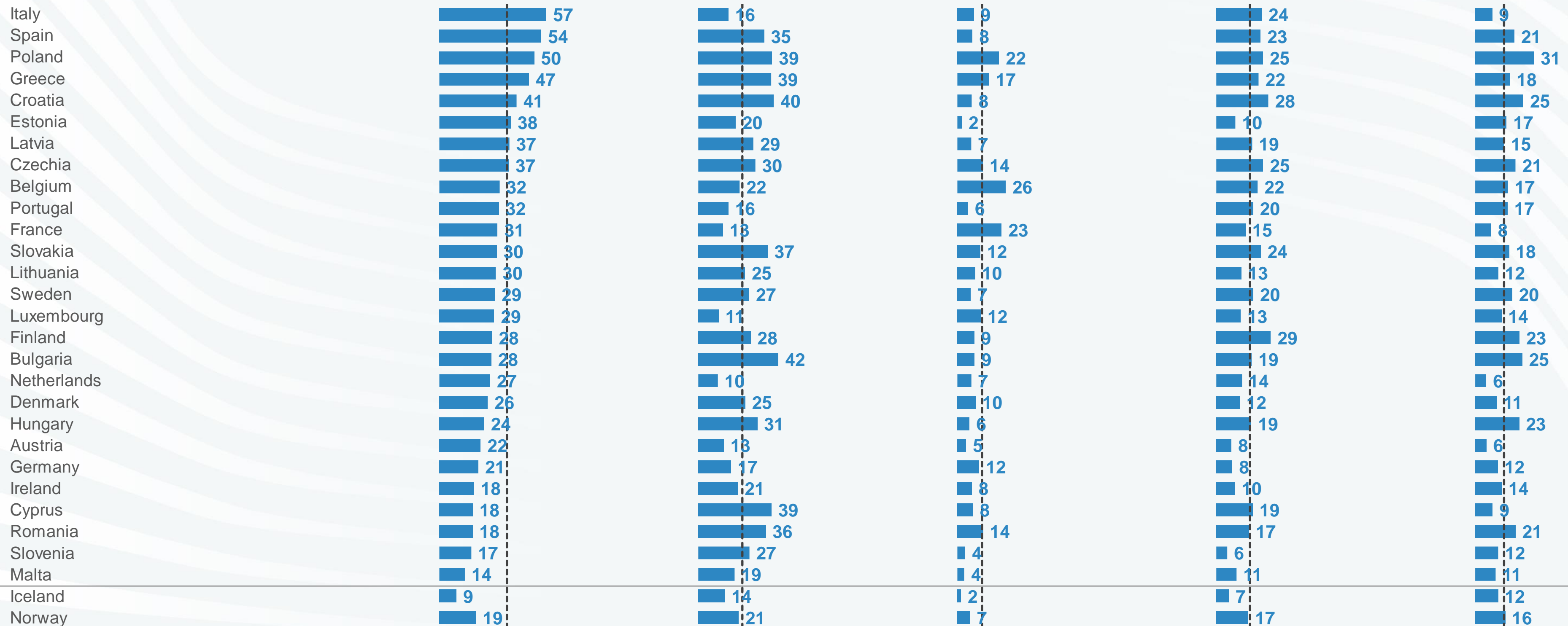
Have come across advertisements stating that the product was only available for a very limited period of time but you later realised that it was not the case

Have been informed you won a lottery you did not know about, but you were asked to pay some money in order to collect the prize \*

Have been offered a product advertised as free of charge which actually entailed charges

Have come across other unfair commercial practices \*

### EU27 AVERAGE



Base: Adults (aged 18+)





## Have you experienced any of the following in the last 12 months with retailers or service providers?

% Yes, with retailers or services providers located in your country

Have found it difficult to cancel a contract that you had concluded online for example, because you could not find the cancellation option on the website or app

**15**

Have felt pressured to buy something you did not want during an unexpected visit of a seller to your home \*

**7**

Have felt pressured to buy something you did not want during a product demonstration that you attended at a private home, hotel or restaurant \*

**6**

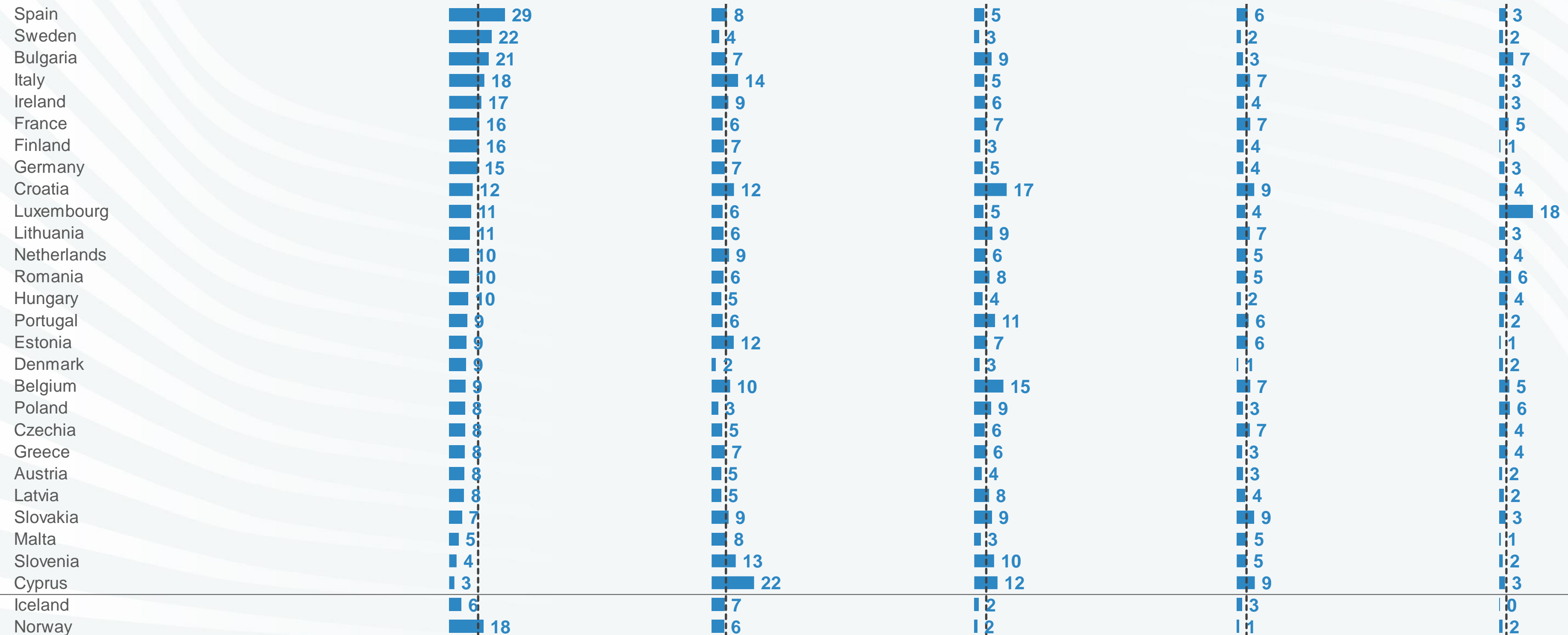
Have felt pressured to buy something you did not want during an excursion organised by a seller \*

**5**

Bought something on an online marketplace and experienced problems you could not resolve because it turned out that you had bought from a private individual rather than a professional seller \*

**4**

### EU27 AVERAGE

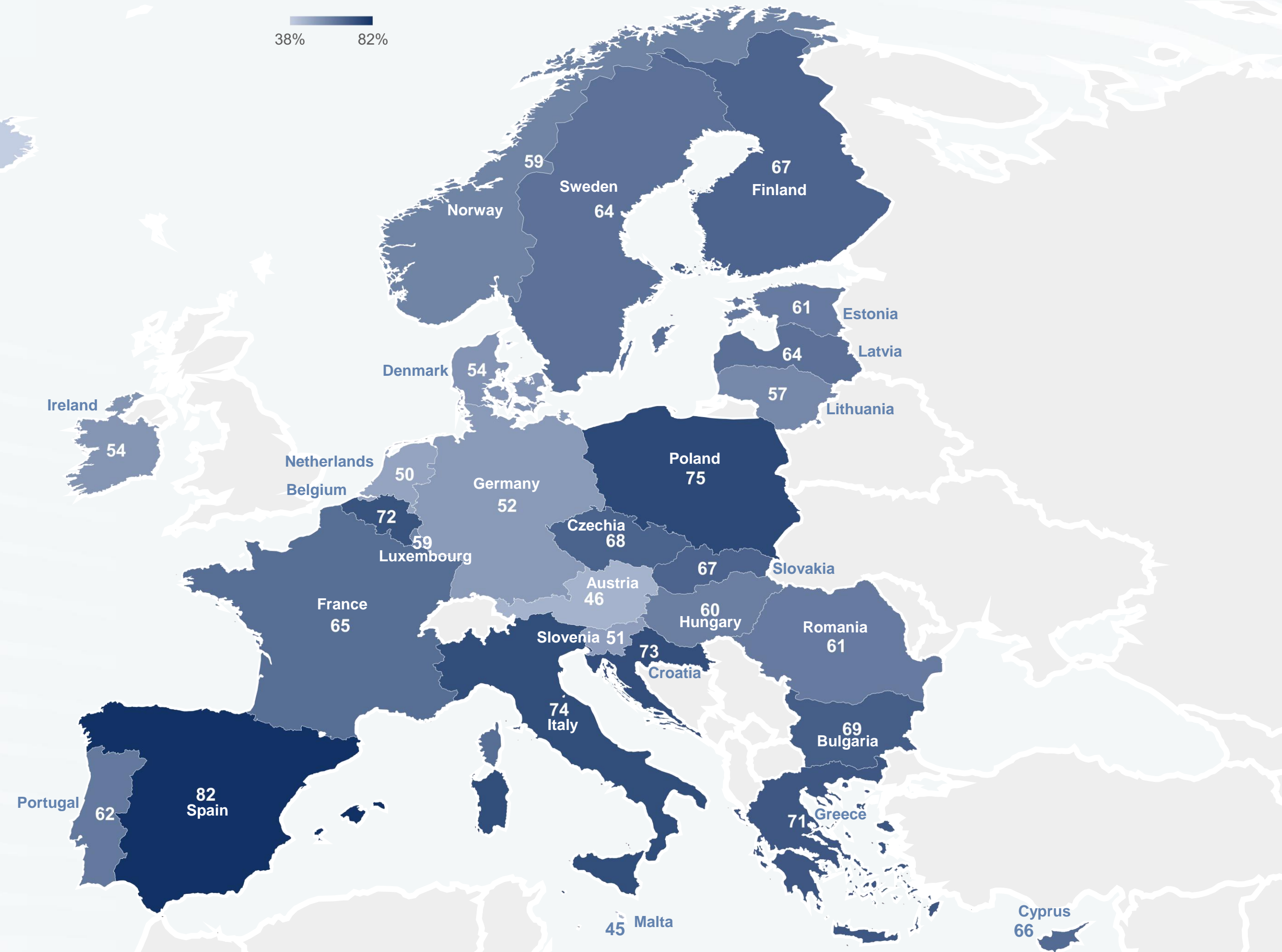




Have you experienced any of (the list of 10 unfair practices) in the last 12 months with retailers or service providers?  
% Yes, with retailers or services providers located in your country

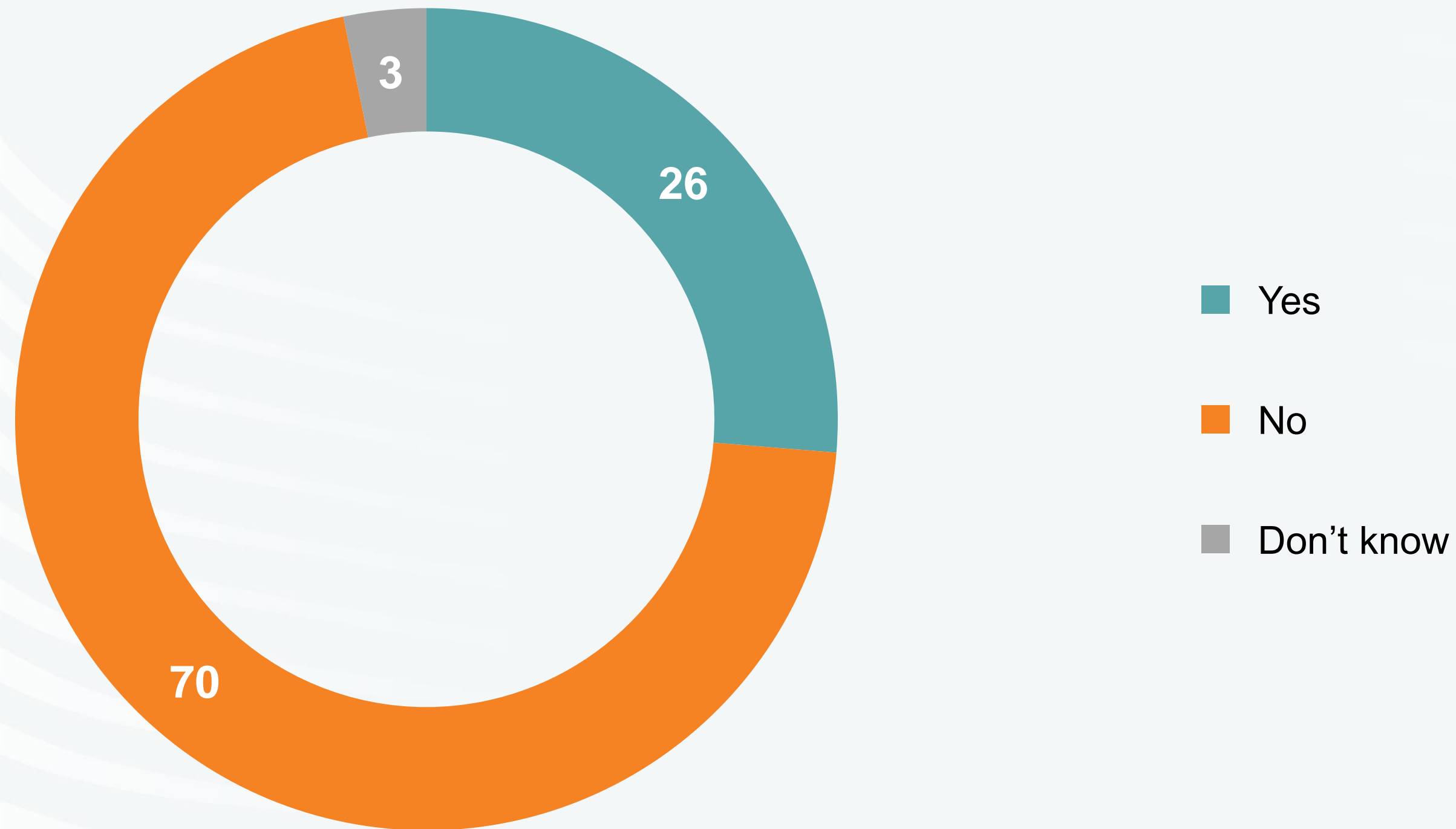
EU27  
AVERAGE

65%





During the past 6 months, has a service provider increased the price you have to pay on such a long-term contract without first giving you a chance to end the contract?







During the past 6 months, has a service provider increased the price you have to pay on such a long-term contract without first giving you a chance to end the contract?

% Yes

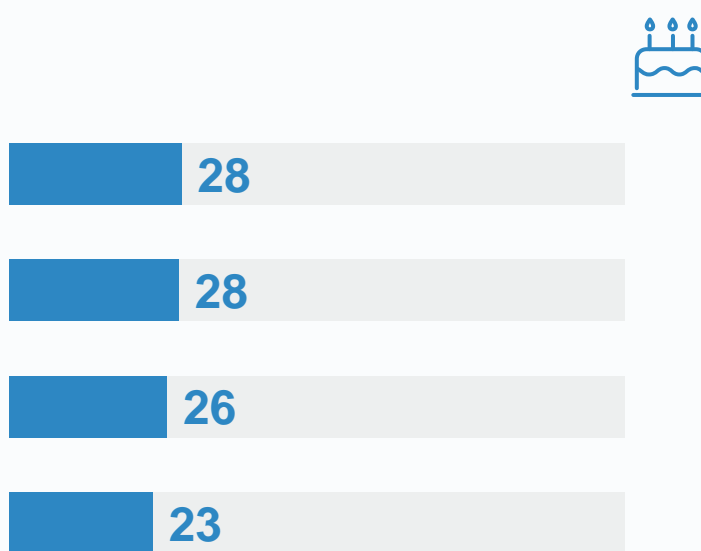
## EU27 AVERAGE

26

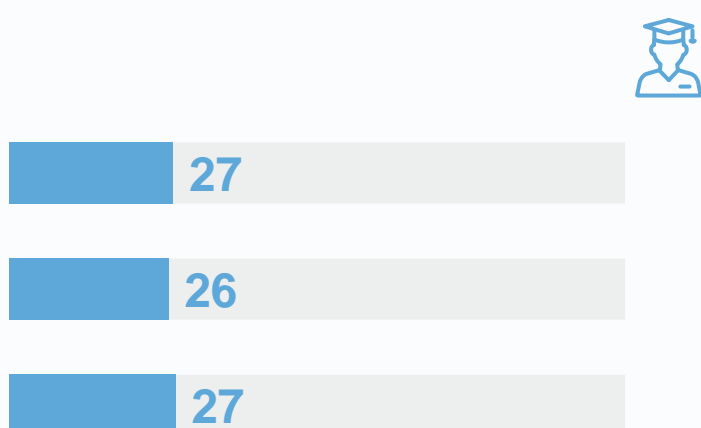
### GENDER



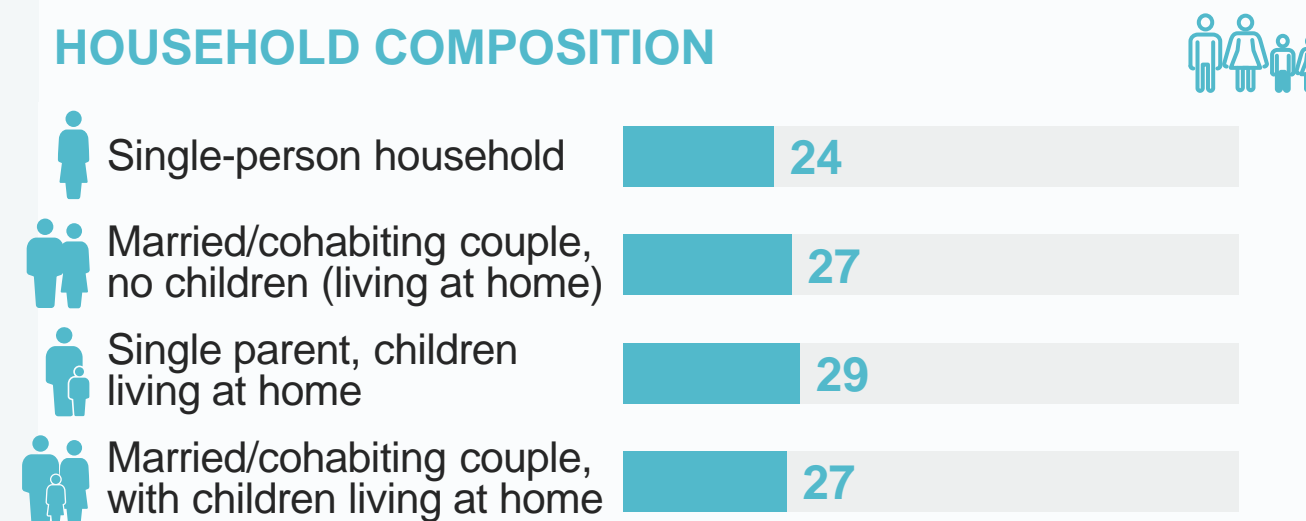
### AGE



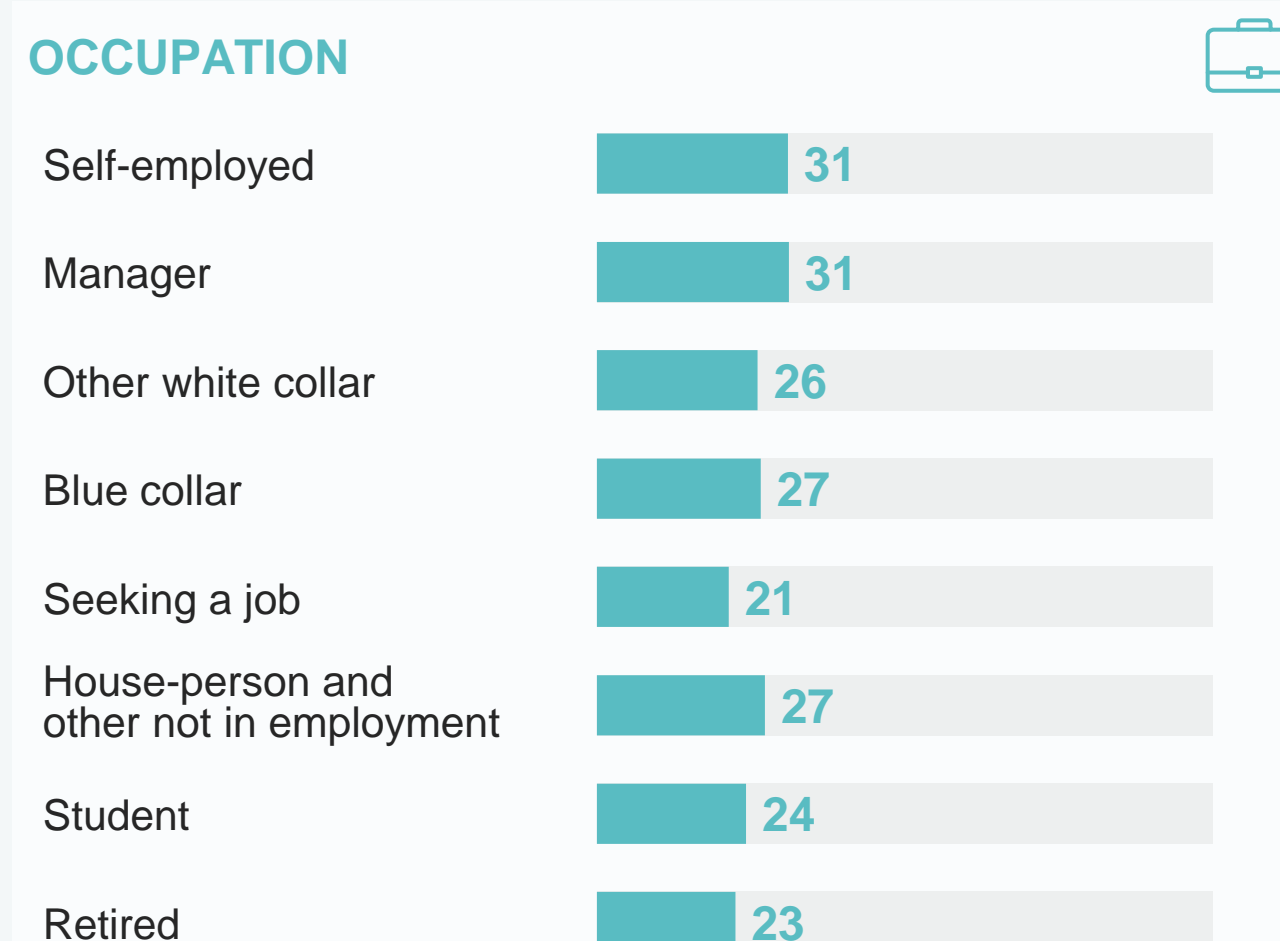
### EDUCATION



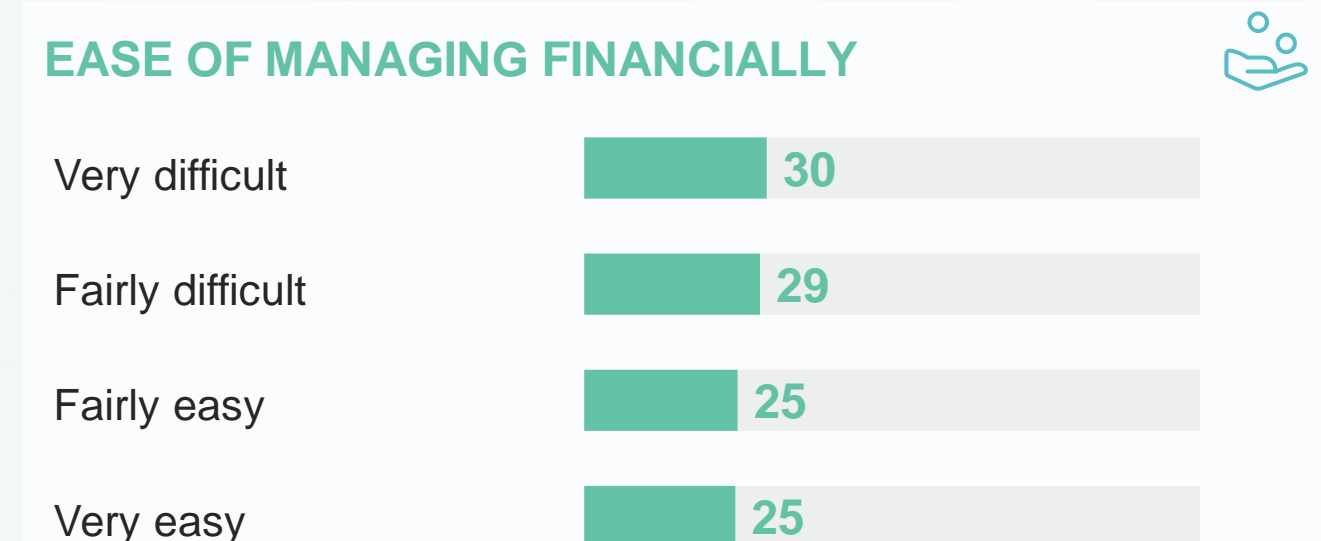
### HOUSEHOLD COMPOSITION



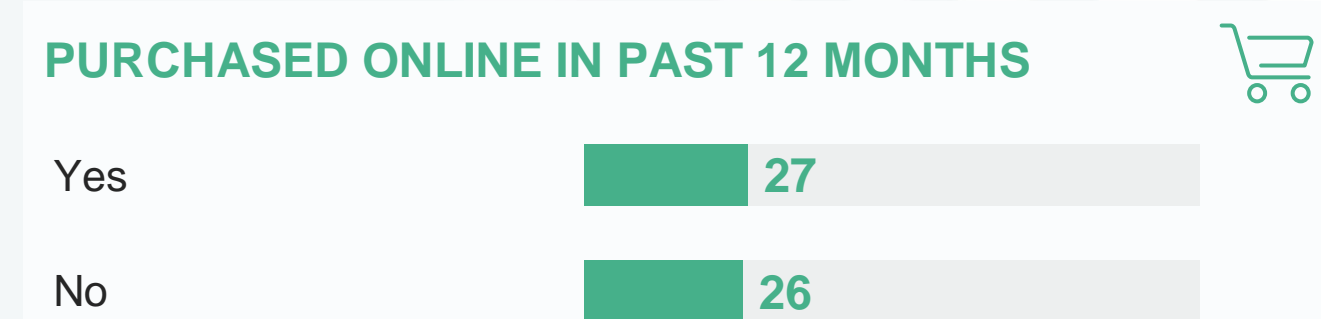
### OCCUPATION



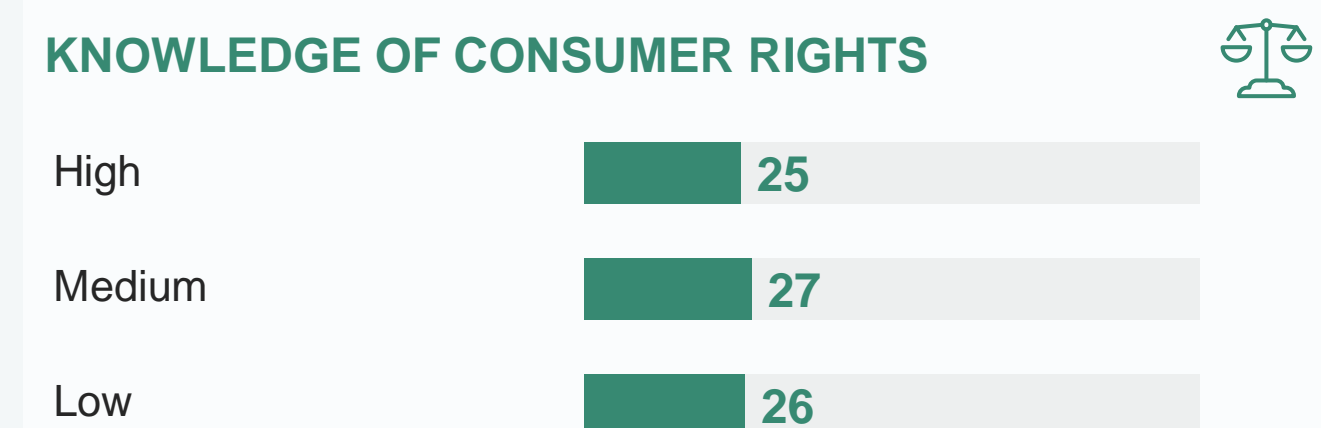
### EASE OF MANAGING FINANCIALLY



### PURCHASED ONLINE IN PAST 12 MONTHS



### KNOWLEDGE OF CONSUMER RIGHTS



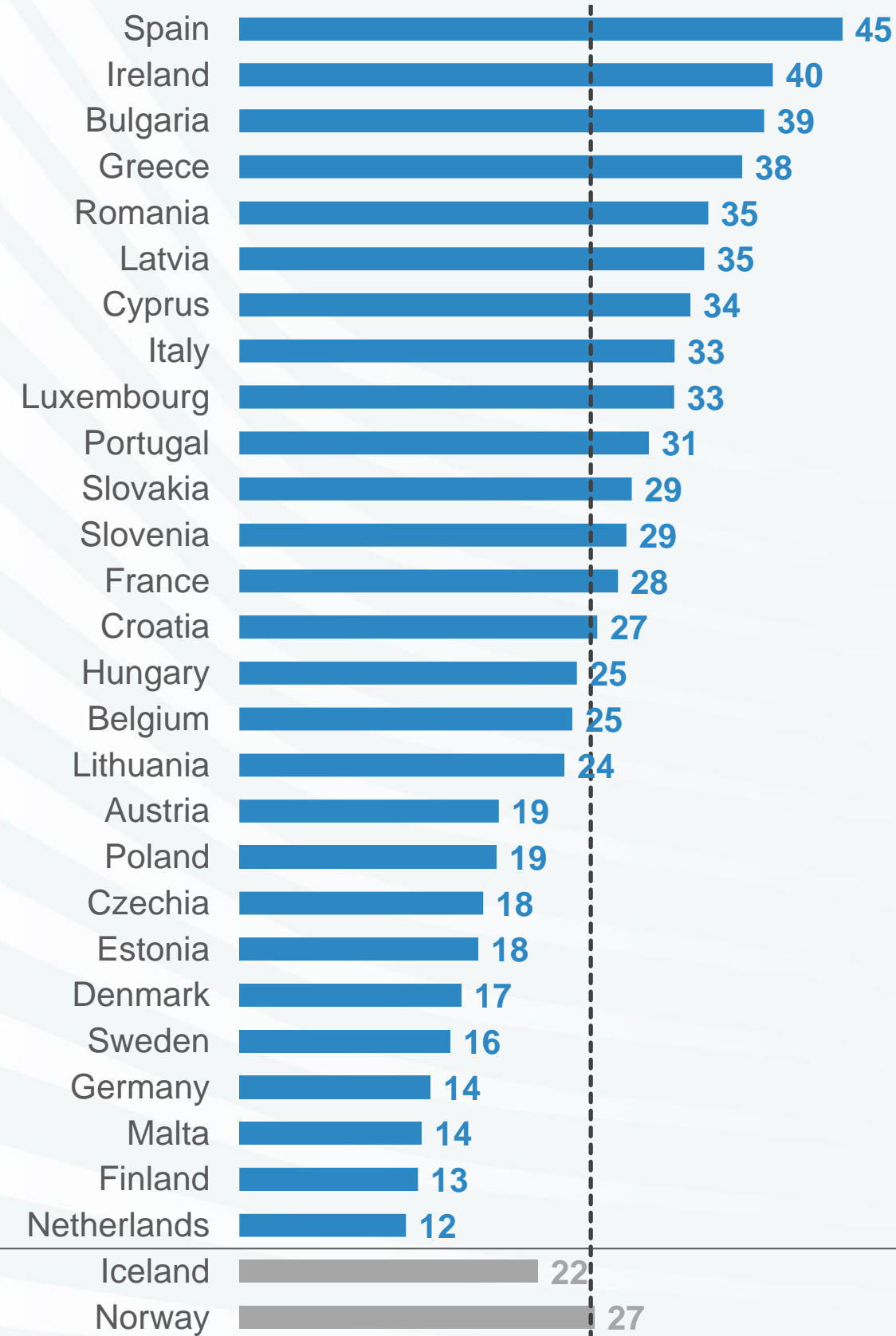


During the past 6 months, has a service provider increased the price you have to pay on such a long-term contract without first giving you a chance to end the contract?  
% Yes

EU27 AVERAGE

2022

26



Base: Adults (aged 18+)

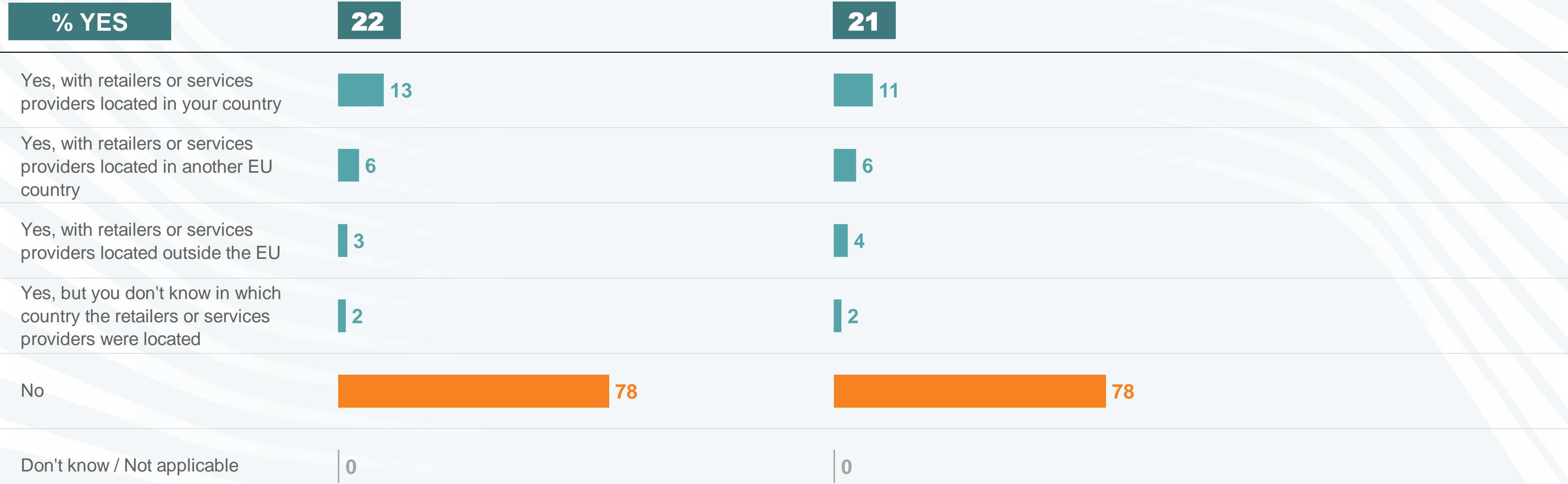
Note: No trend data available. The question was added/reformulated in 2022.



Have experienced any of them during the last 12 months...?

You have encountered unfair terms and conditions in a contract (for instance, enabling the provider to change the contract terms unilaterally or imposing excessive penalties for breach of the contract) \*

You have had to pay unanticipated extra charges \*



**Base:** Adults (aged 18+) who have purchases any goods or services via the internet from a retailer or service provider located in another EU country in the past 12 months (= Online cross border purchase in the EU)  
**Note:** Sociodemographic differences are not shown due to small sample sizes (Items marked with a \*).





Have you encountered unfair terms and conditions in a contract (for instance, enabling the provider to change the contract terms unilaterally or impose excessive penalties for breach of the contract) during the last 12 months?  
% Yes, with retailers or services providers located in your own country

EU27 AVERAGE

2022

13



**Base:** Adults (aged 18+) who have purchases any goods or services via the internet from a retailer or service provider located in another EU country in the past 12 months (= Online cross border purchase in the EU)

**Note:** No trend data available. The question was added/reformulated in 2022.

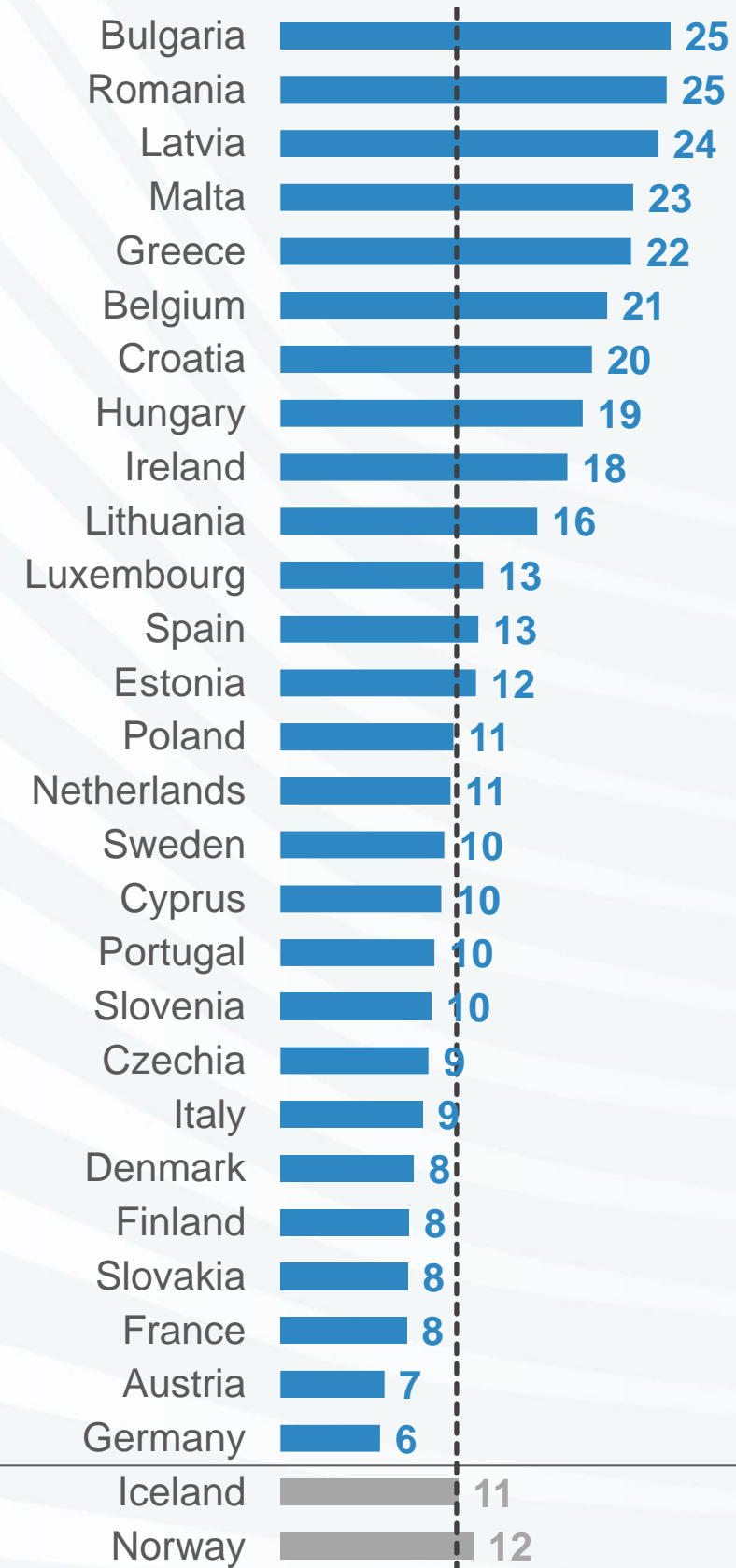


## Have you had to pay unanticipated extra charges during the last 12 months? % Yes, with retailers or services providers located in your own country

EU27 AVERAGE

2022

11



**Base:** Adults (aged 18+) who have purchases any goods or services via the internet from a retailer or service provider located in another EU country in the past 12 months (= Online cross border purchase in the EU)

**Note:** No trend data available. The question was added/reformulated in 2022.

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