



# Consumer conditions survey

## Consumers at home in the single market - 2023 edition

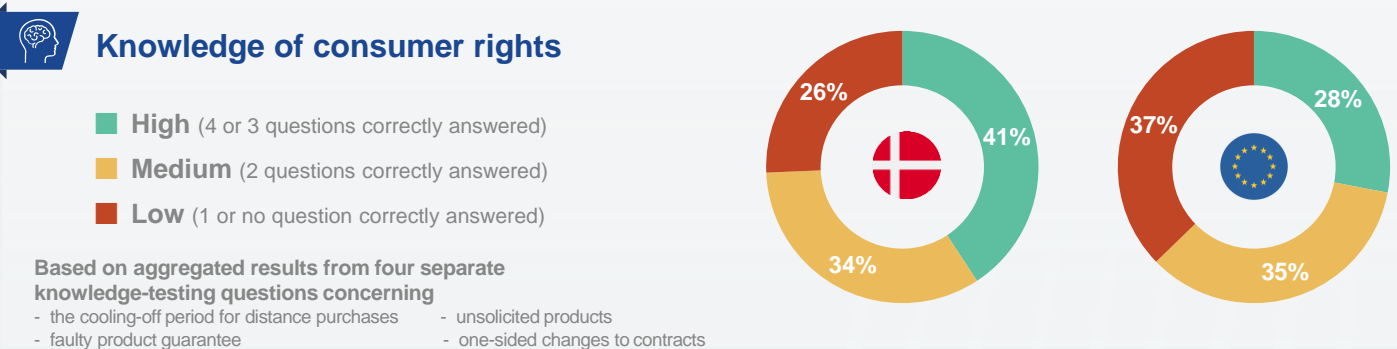
Denmark

● Denmark ● EU 27 average | EU 27 range Change since 2018

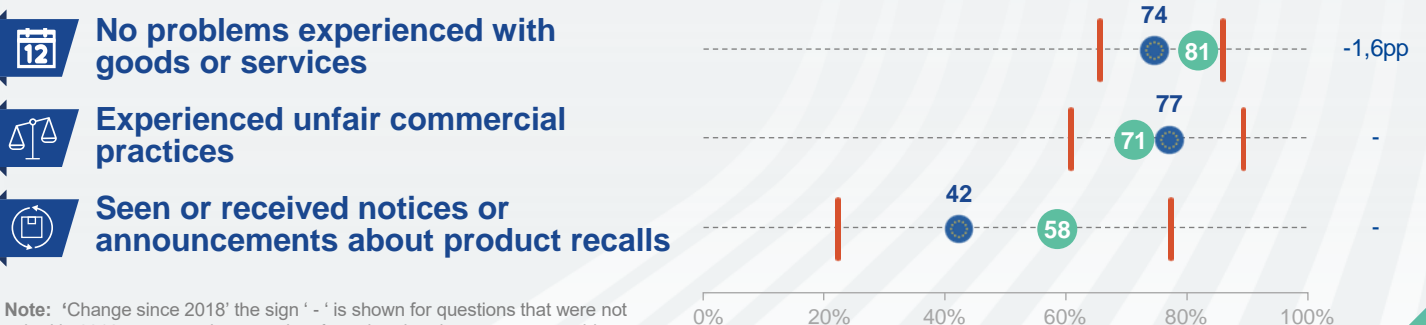
### Consumer confidence



### Consumer knowledge



### Consumer experience



Note: 'Change since 2018' the sign '-' is shown for questions that were not asked in 2018 or were subsequently reformulated and are not comparable



# Consumer conditions survey

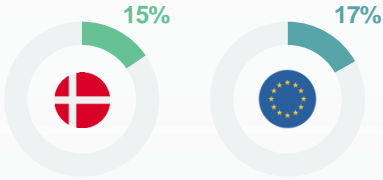
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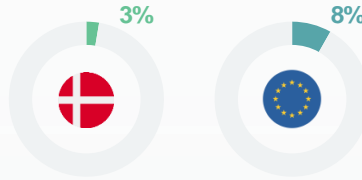
## Experienced problems

### Experience of problems with goods or services in the past 12 months

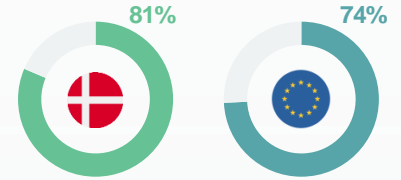
Experienced a problem and took action to solve it



Experienced a problem but did not do anything

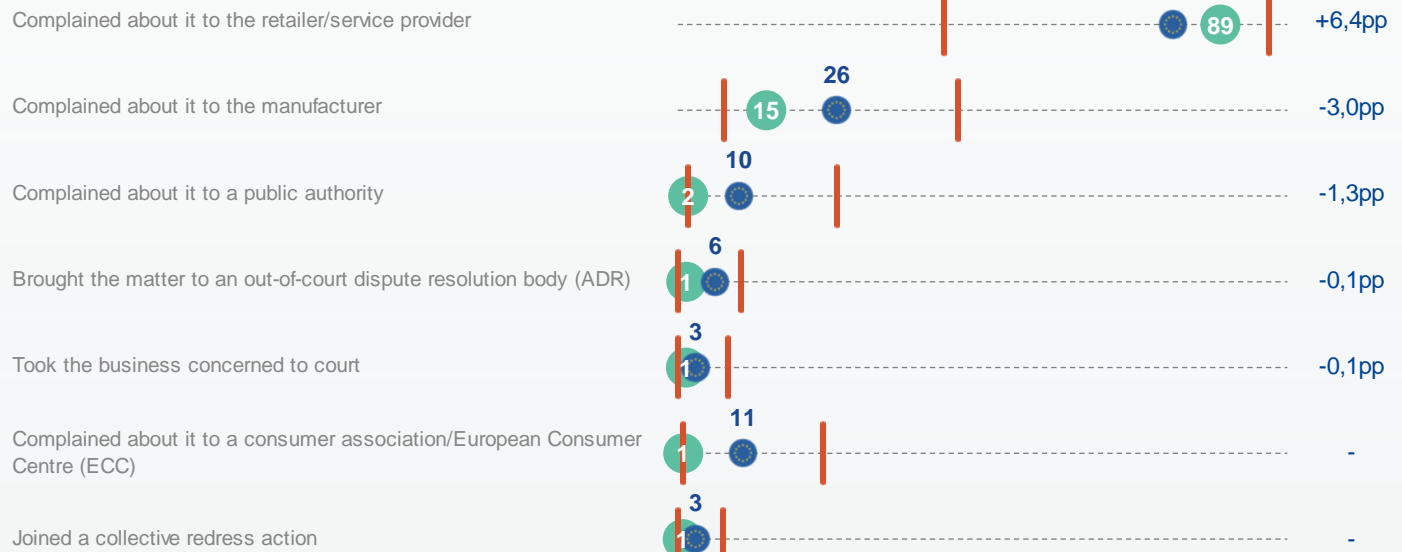


No problems experienced



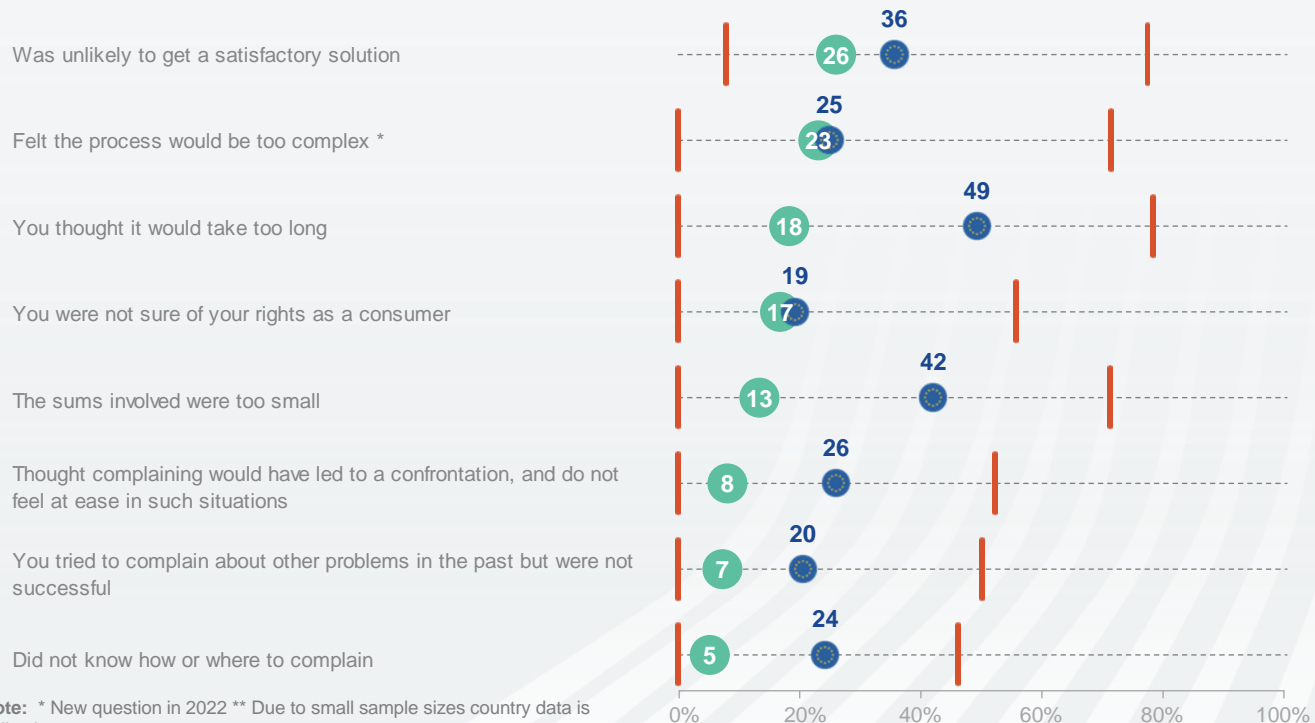
### Action taken

Base: All those who experienced a problem and took action



### Reasons for not taking action \*\*

Base: All those who experienced a problem and did not do anything



Note: \* New question in 2022 \*\* Due to small sample sizes country data is indicative



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## Experienced problems



### Satisfaction with the way the problem was dealt with

Base: All who took each form of action  
Very/fairly satisfied

0% 20% 40% 60% 80% 100%

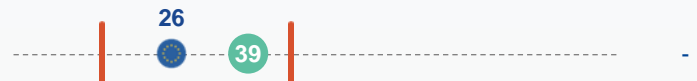
Retailer or service provider



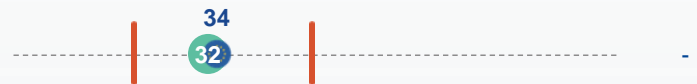
Figures for satisfaction with other actions are not included due to small sample sizes

## Experienced unfair commercial practices

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



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

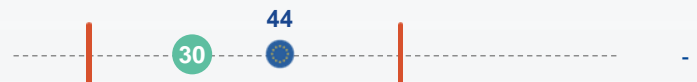


Have been offered a product advertised as free of charge which actually entailed charges



### Pressure selling

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



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



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



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

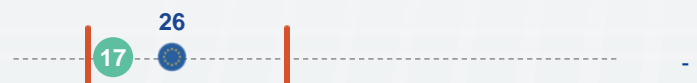


### Unfair contract terms

Have had to pay unanticipated extra charges



Have had a service provider increase the price you have to pay on such a long-term contract without first giving you a chance to end the contract



Have encountered unfair terms and conditions in a contract



### Other

Have come across other unfair commercial practices



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0% 20% 40% 60% 80% 100%



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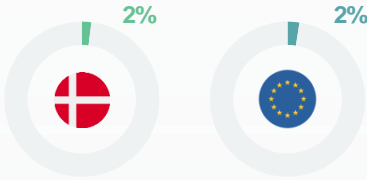
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## Product safety

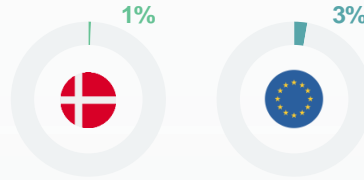


### Experienced an accident, injury or health problem from using a product

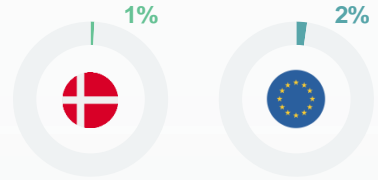
Yes, because a product was dangerous



Yes, because a product had no or poor instructions of use



Yes, because a product wasn't used correctly or carefully enough



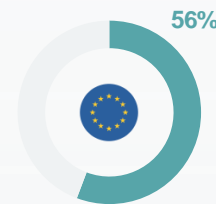
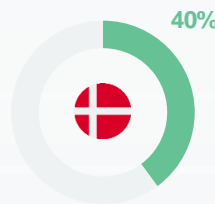
## Sustainable consumer experience



### Environmental influence

Yes total

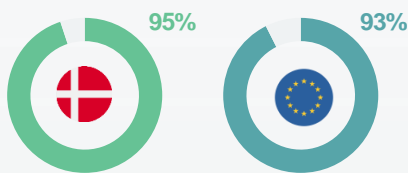
Environmental impact of any goods or services influenced your choice (of goods or services purchased in the last two weeks)



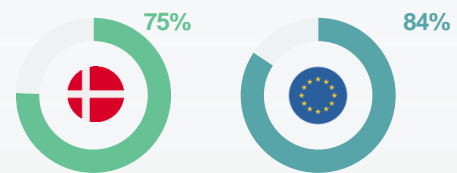
### Longevity and reparability when purchasing electronic products\*

When buying electronic products it is very/fairly important

That the product will last a long time



That the product can be easily repaired



## Online consumer experience



### Online purchasing

0% 20% 40% 60% 80% 100%

Have purchased online from a retailer or service provider located in your country



Have purchased online from a retailer or service provider located in an/other EU country



Have not made any online purchases



Have purchased online from a retailer or service provider located outside the EU



Have purchased online from a retailer or service provider located but do not know where the retailer or service provider is located



Note: \* New question in 2022

0% 20% 40% 60% 80% 100%



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### Online consumer experience

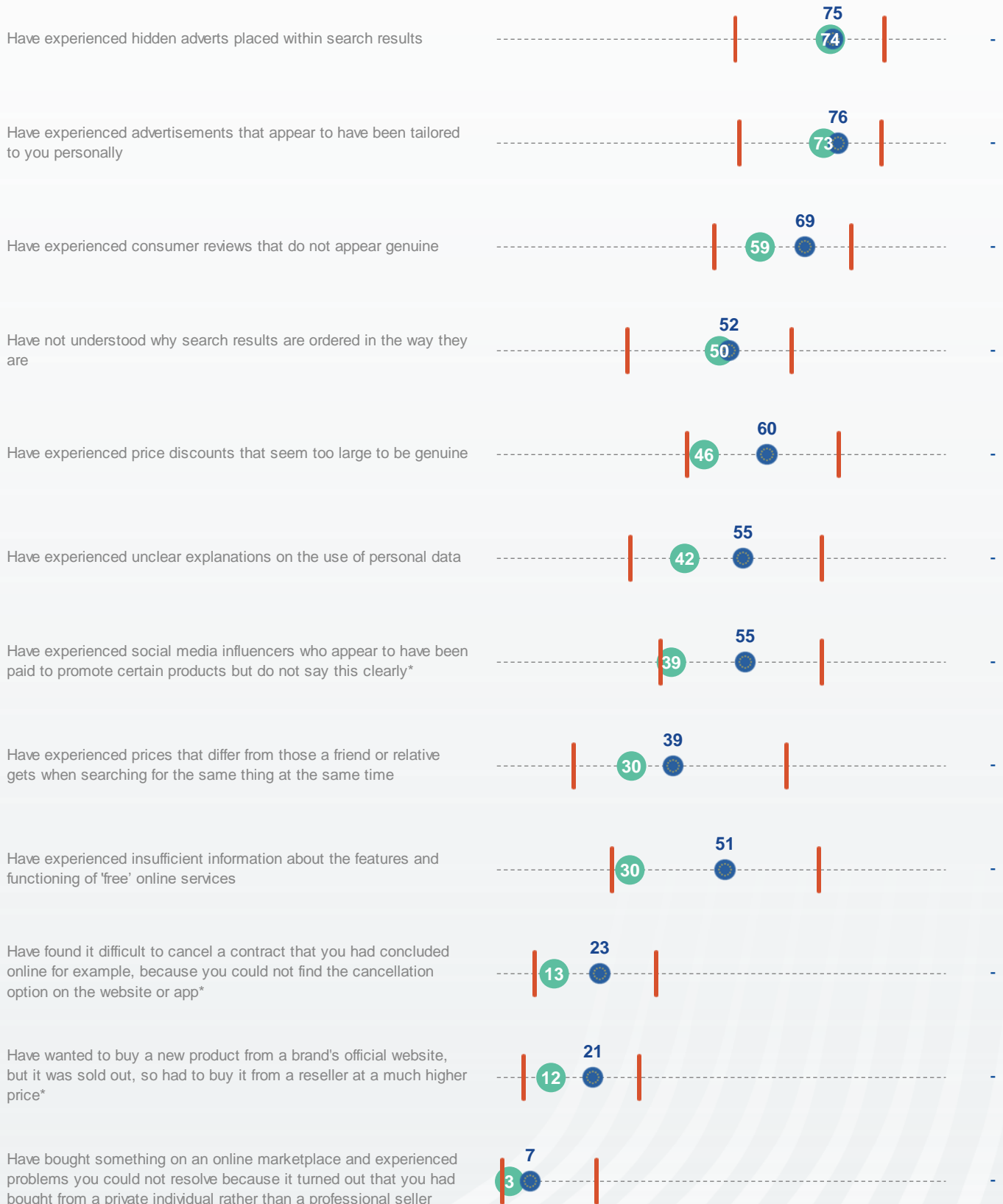


#### Online commercial practices

Always/Most of the time/sometimes

Base: All those who purchased any goods or services via the internet in the past 12 months

0% 20% 40% 60% 80% 100%



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0% 20% 40% 60% 80% 100%



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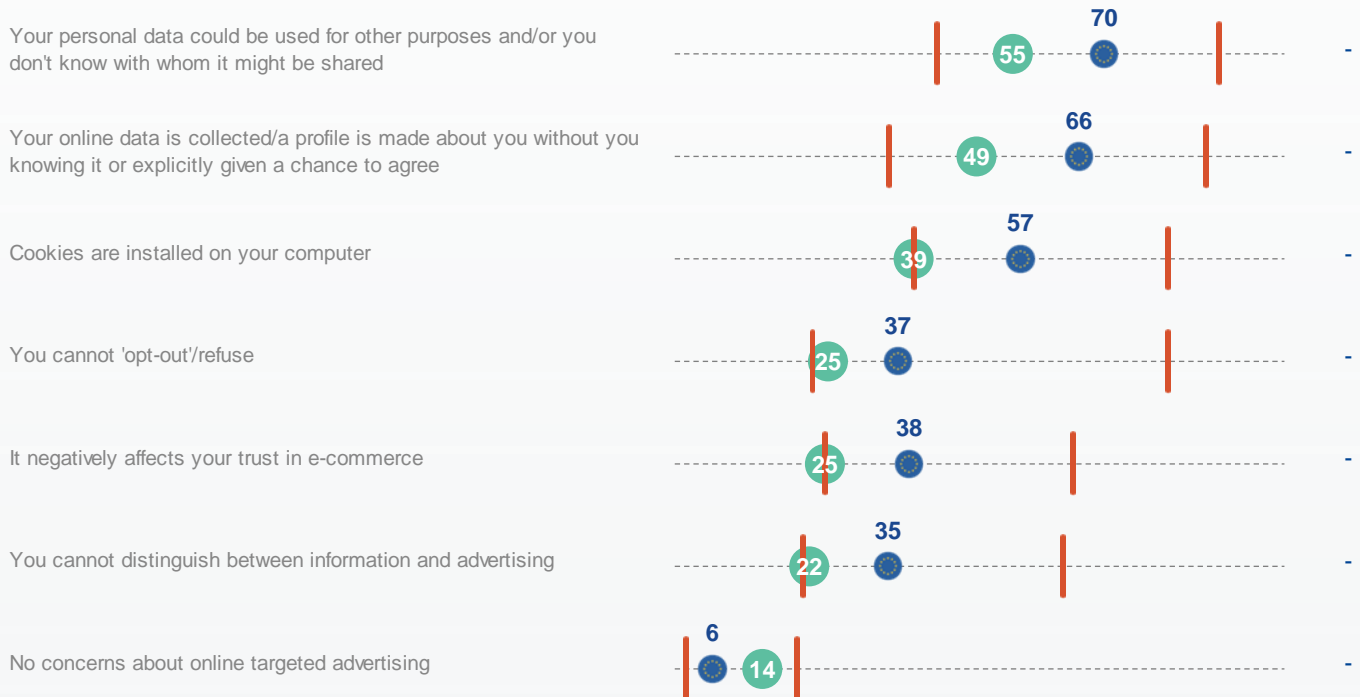
## Online consumer experience



### Consumer concern about online targeted advertising

Base: All those who purchased any goods or services via the internet in the past 12 months  
Concerns that are very important

0%    20%    40%    60%    80%    100%



## ABOUT THE SURVEY

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. The survey is conducted among representative samples of consumers in each of the **27 European Union Member States (EU27)**, as well as Iceland and Norway.



## TECHNICAL NOTE

The survey is conducted by Ipsos among a nationally representative sample of the general public aged 18 and older in each of the 29 countries in scope. The sample size is 1,000 per country except in Luxembourg, Malta, Cyprus and Iceland, where the sample size is 500. In all countries, the survey is conducted using CATI (Computer Assisted Telephone Interviewing). Fieldwork for the latest edition took place between 24 October and 4 December 2022. In this document, the differences between 2022 and 2018 are shown in percentage point (pp) terms.



## FURTHER INFORMATION

EC website: [https://commission.europa.eu/strategy-and-policy/policies/consumers/consumer-protection-policy/key-consumer-data\\_en](https://commission.europa.eu/strategy-and-policy/policies/consumers/consumer-protection-policy/key-consumer-data_en)