

# Market Monitoring Survey 2019



# Electronic products





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The Consumer Market Monitoring Survey (MMS) assesses the performance of a range of goods and service markets across the European Union, the UK, Iceland and Norway. It looks at consumers’ experiences and perceptions of the markets using a standard set of indicators to allow consistent and comparable monitoring across markets countries and survey waves. The indicators include both ‘core’ items, asked for all markets, as well as market-specific indicators that are asked for selected markets only (and in varying combinations).



## TECHNICAL NOTE

The MMS is conducted using CATI (Computer Assisted Telephone Interviews) and the target population is the general public aged 18 and older. Around 50,000 people are interviewed each wave across the 30 countries in scope. The 2019 wave of the survey was conducted between 18 December 2019 and 19 May 2020. More detailed technical information about the survey can be found in the Annex to this report.



## FURTHER INFORMATION

**Survey microsite:**

<https://public.tableau.com/views/ConsumerMarketMonitoringSurvey/Start?showVizHome=no>

**EC website:**

[https://ec.europa.eu/info/policies/consumers/consumer-protection/evidence-based-consumer-policy/market-monitoring\\_en](https://ec.europa.eu/info/policies/consumers/consumer-protection/evidence-based-consumer-policy/market-monitoring_en)

## THE 2019 WAVE OF THE MMS COVERED THE FOLLOWING TEN MARKETS:

 Household appliances	 Electronic products	 Products for children	 Cosmetics	 House and garden maintenance products
 Furniture and furnishings	 Airline services	 Holiday accommodation	 Loan, credit and credit cards	 Internet connected products



## Overview of key findings

### Trust

- A majority of EU27 consumers – 82% – trust the electronic products market. The figure varies by Member State, from a high of 94% in Italy to a low of 67% in Poland.
- A large majority of consumers – 94% – report positive experiences of making purchases in the market, with no notable differences between countries or sociodemographic subgroups.

### Choosing goods and services

- Three-quarters of consumers (75%) report finding it easy to compare the offers of different retailers in the electronic products market – although, again, the figure varies by Member State, from a low of 59% in Slovenia and Luxembourg, to a high of 86% in Spain and Cyprus.
- Ninety four per cent of consumers say that durability is important in determining their choice of electronic products, while 79% say repairability is important, and 70% the likely environmental impact of the product – this compared with the 90% who attach importance to price.
- Around two-thirds (65%) of consumers say that, when buying electronic products online, they ‘always’ or ‘sometimes’ check where the seller is located. This figure is stable across sociodemographic subgroups, but there is wide variation by Member State, with the figure ranging from a high of 84% (in Cyprus) to a low of 48% (in Latvia).

### The in-market experience

- Twelve per cent of EU27 consumers have experienced a problem with an electronic product they have purchased that they felt gave grounds for complaint. This figure is highest in Ireland (23%), and lowest in Italy (5%).
- The most common problem experienced is that of a product breaking shortly after the legal guarantee or commercial warrantee period (reported by 17% of consumers), followed by receipt of inaccurate or misleading information or unclear terms and conditions (reported by 15%).
- Of all those who have experienced a problem, 28% experienced financial detriment as a result and almost two-thirds (65%) experienced other, non-financial impacts; most commonly a loss of time (reported by 80% of those experiencing non-financial impacts) or anger/frustration (75%) – though 40% also reported suffering stress or other negative mental health impacts.
- Few consumers (4% in the EU27) have experienced physical harm in using electronic products they have purchased. The figure is notably higher in Latvia (14%), however – most often because the product had no or poor user instructions (11%).
- Just under half (49%) of all EU27 consumers who have experienced a problem have gone on to make a complaint. Complaints are most commonly made to the retailer (43%). Comparatively few people have complained to a consumer protection agency (5%), though this figure is higher than average in Italy (15%) and Portugal (20%). The majority (56%) of all EU27 consumers who have made a complaint report being satisfied with the outcome.



## How much do you trust the retailers overall? (%)

A great deal/  
A fair amount

Not very much/  
Not at all

A great deal

A fair amount

Not very much

Not at all

EU27 AVERAGE

82

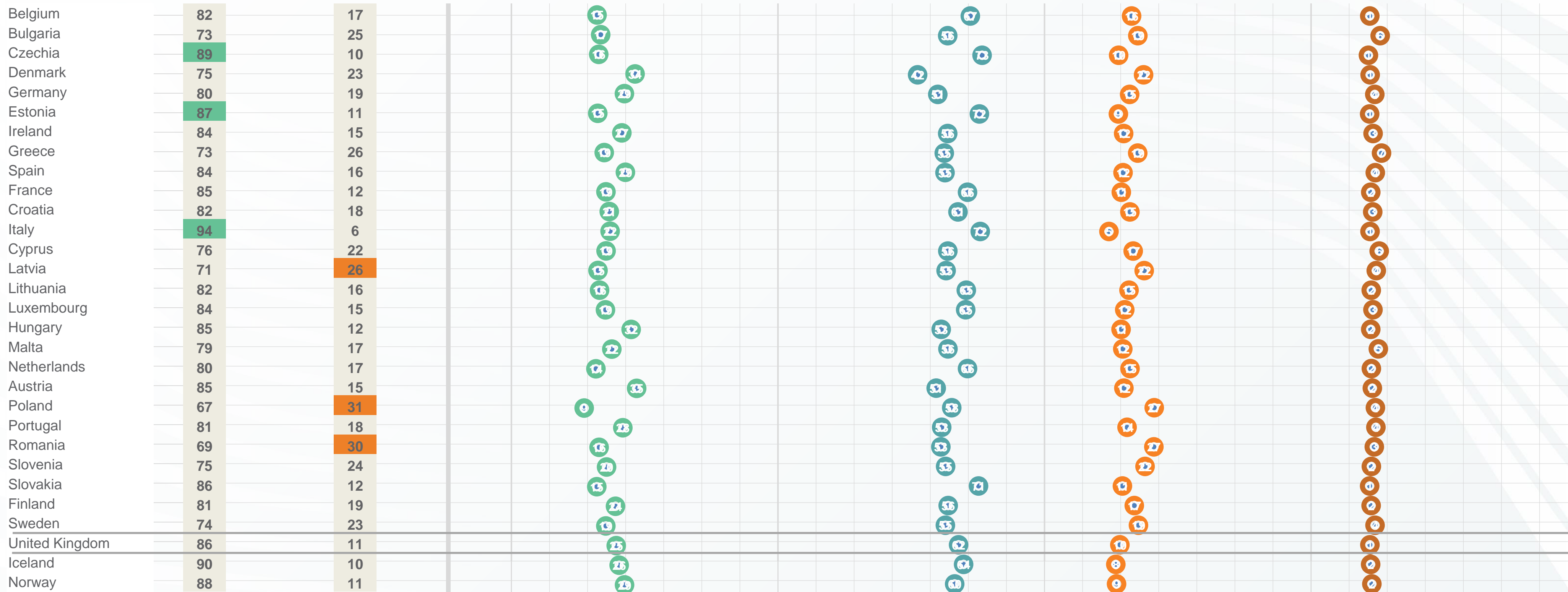
17

22

60

14

3







## How much do you trust the retailers overall? (%)

A great deal

A fair amount

Not very much

Not at all

EU27 AVERAGE

22

60

14

3

### GENDER

A great deal/  
A fair amount

Not very much/  
Not at all



82

17

Men

22

58

15

3

Women

22

62

13

2

80

18

83

15

### EDUCATION

A great deal/  
A fair amount

Not very much/  
Not at all



82

17

Low

25

55

15

4

Medium

23

60

13

3

High

20

61

15

3

79

19

83

16

81

18

### AGE

A great deal/  
A fair amount

Not very much/  
Not at all



82

17

80

19

83

16

83

16

81

17

18-34

22

58

16

3

35-54

23

60

13

2

55-64

20

63

14

2

65+

21

60

13

4

### EASE OF MANAGING FINANCIALLY

A great deal/  
A fair amount

Not very much/  
Not at all



82

17

80

18

84

15

80

18

77

21

Very easy

25

55

14

4

Fairly easy

22

62

13

2

Fairly difficult

20

61

16

2

Very difficult

26

52

16

5



## How would you rate your experiences of purchasing products/services in this market? (%)

Very positive/  
Mostly Positive

Mostly negative/  
Very negative

Very positive

Mostly positive

Mostly negative

Very negative

EU27 AVERAGE

94

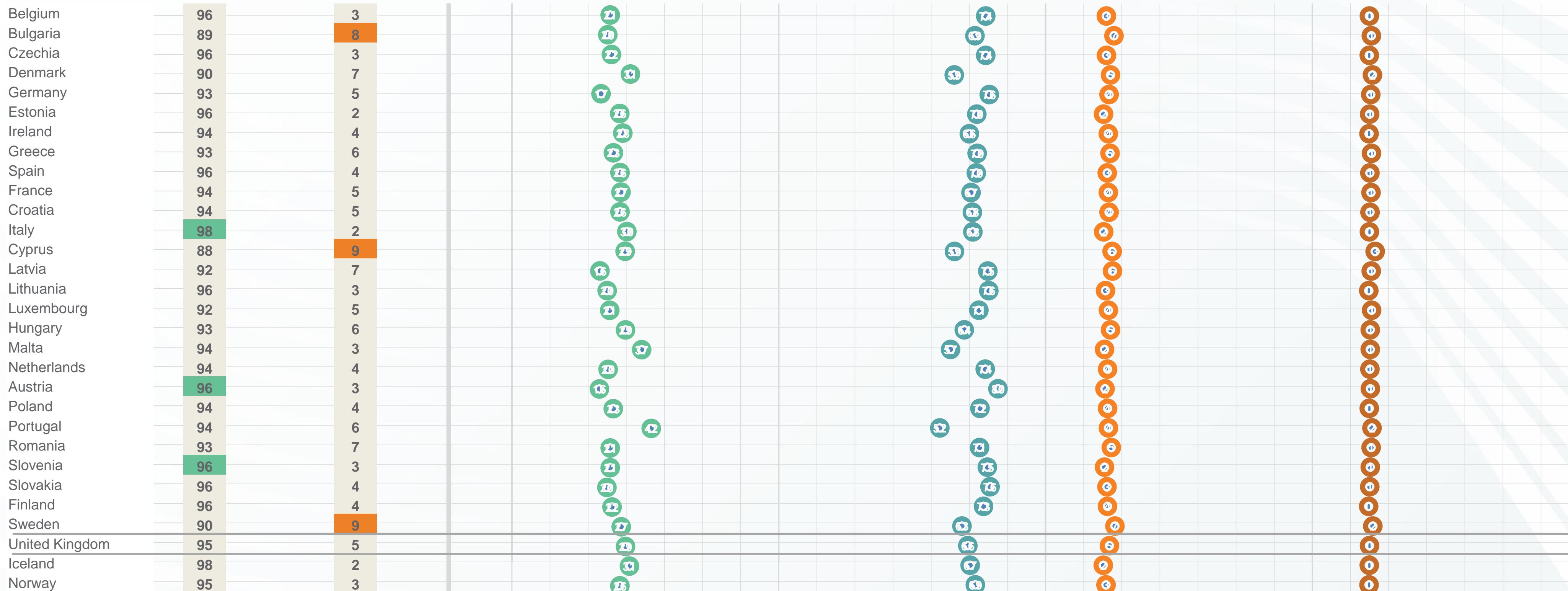
5

24

70

4

1







## How would you rate your experiences of purchasing products/services in this market? (%)

Very positive

Mostly positive

Mostly negative

Very negative

EU27 AVERAGE

24

70

4

1

### GENDER



Very positive/  
Mostly Positive

Mostly negative/  
Very negative

94

5

Men

94

5

Women

94

5



### AGE



Very positive/  
Mostly Positive

Mostly negative/  
Very negative

94

5

94

5

95

5

93

5

96

3

18-34



35-54



55-64



65+



### EDUCATION



Very positive/  
Mostly Positive

Mostly negative/  
Very negative

94

5

Low

94

5

Medium

94

4

High

94

5



### EASE OF MANAGING FINANCIALLY



Very positive/  
Mostly Positive

Mostly negative/  
Very negative

94

5

94

5

95

4

95

4

91

8

Very easy



Fairly easy



Fairly difficult



Very difficult





## From where have you purchased products or services? (%)

In person at a shop or other outlet

Online, from a website where consumers sell to each other

Online through a platform specialising in discounts and offers

Online from a third party marketplace

Over the phone or by post

From a salesperson who visited my home or work

Online, directly from the retailer's website

EU27 AVERAGE

75

10

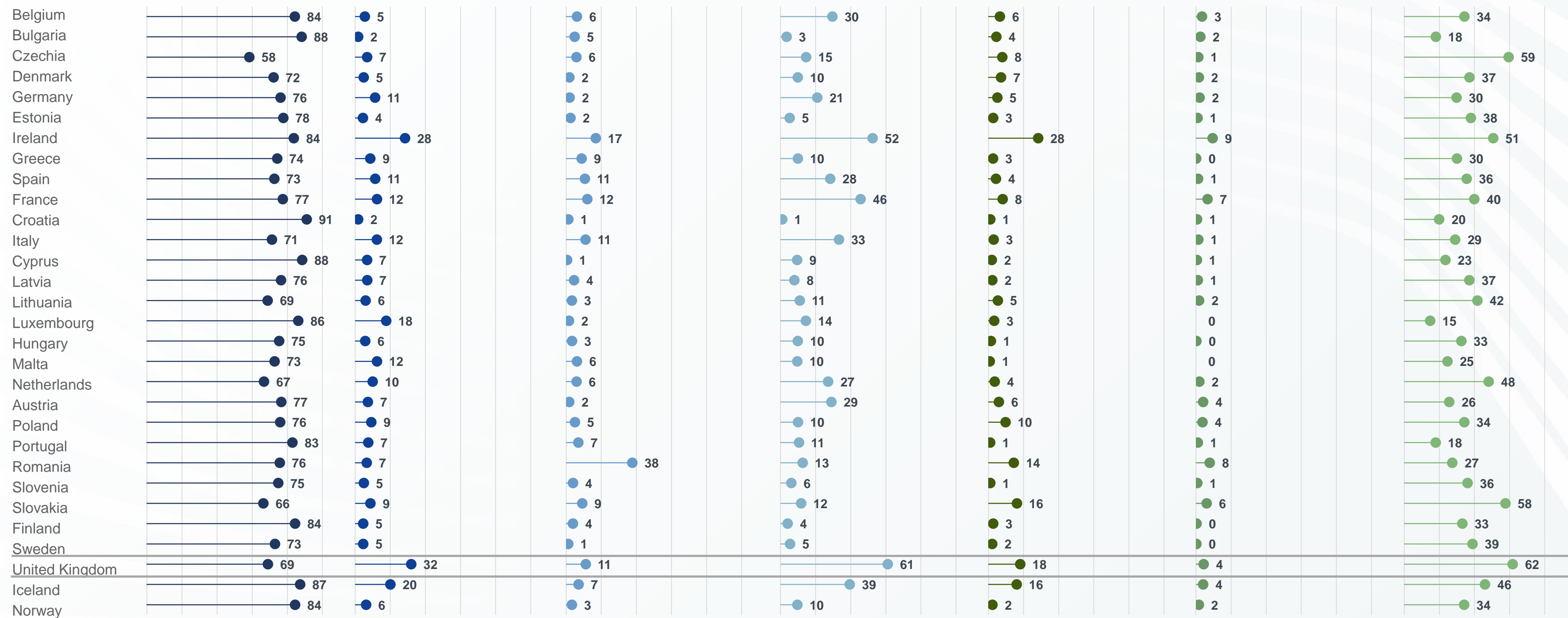
8

24

6

3

34



Adults (aged 18+)



From where have you purchased products or services? (%)

In person at a shop or other outlet

Online, from a website where consumers sell to each other, such as E-bay, Airbnb

Online through a platform specialising in discounts and offers, such as Groupon, VeePee or voyages privee

Online from a third party marketplace such as Amazon, Zalando, Expedia, Kayak, booking.com etc.

Over the phone or by post

From a salesperson who visited my home or work

Online, directly from the retailer's website

EU27 AVERAGE

75

10

8

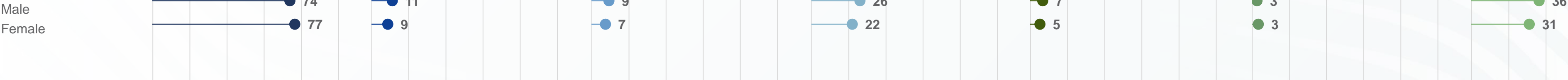
24

6

3

34

Gender



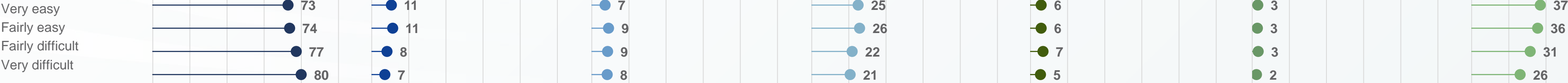
Age



Education



Ease of Managing Financially







## How easy or difficult was it to compare the products or services of different retailers? (%)

Very easy/  
Fairly easy

Fairly difficult/  
Very difficult

Very easy

Fairly easy

Mixed

Fairly difficult

Very difficult

EU27 AVERAGE

75

6

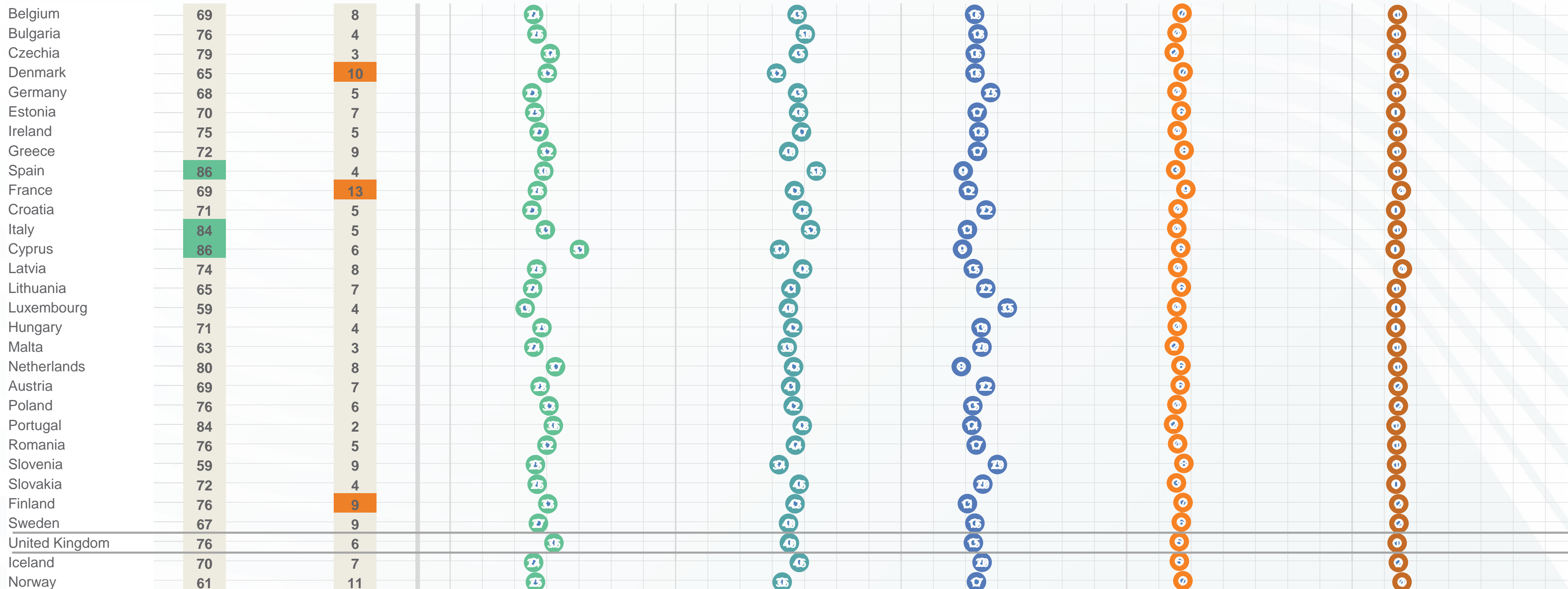
29

46

16

5

2





## How easy or difficult was it to compare the products or services of different retailers? (%)

Very easy

Fairly easy

Mixed

Fairly difficult

Very difficult

EU27 AVERAGE

29

46

16

5

2

### GENDER

Very easy/  
Fairly easy

Fairly difficult/  
Very difficult



75

6

Men

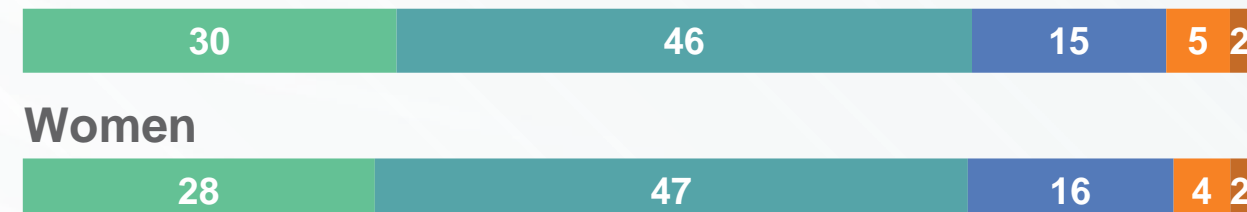
76

7

Women

74

6



### AGE

Very easy/  
Fairly easy

Fairly difficult/  
Very difficult



75

6

75

5

77

6

75

8

70

9

18-34



35-54



55-64



65+



### EDUCATION

Very easy/  
Fairly easy

Fairly difficult/  
Very difficult



75

6

Low

76

5

Medium

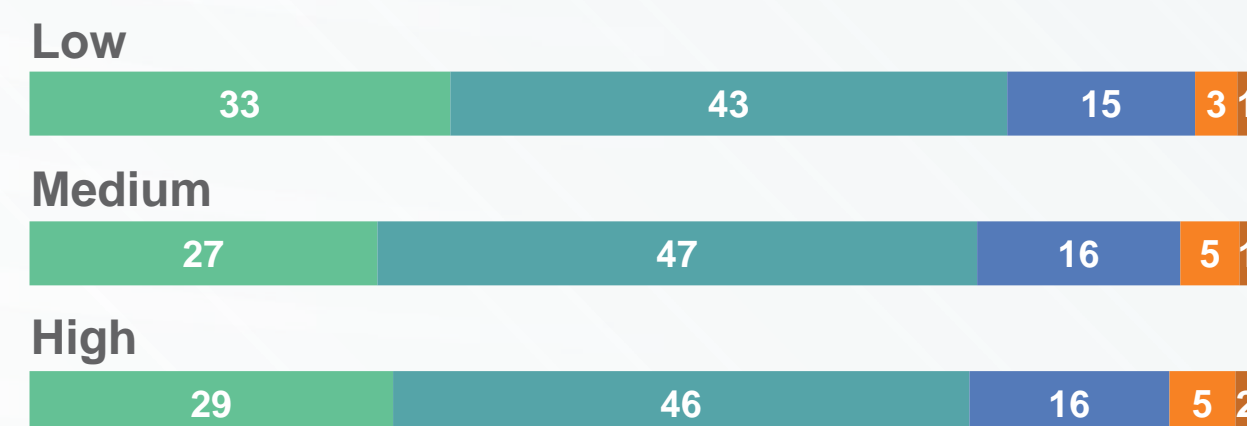
75

6

High

75

7



### EASE OF MANAGING FINANCIALLY

Very easy/  
Fairly easy

Fairly difficult/  
Very difficult



75

6

78

5

76

6

73

8

73

11

Very easy



Fairly easy



Fairly difficult



Very difficult





## Why do you say it was difficult to compare the products or services of different retailers? (%)

The total price of the different products or services was not always clear

Product/service specifications were not provided, were unclear or differed between retailers

It was difficult to know how products compared on aspects other than price, such as quality, how long they would last etc.

Some offers included several products or services so it was difficult to know the price of individual ones

I don't know how to do this/who to ask

It takes too long to look at all the different products and services

### EU27 AVERAGE

40

52

64

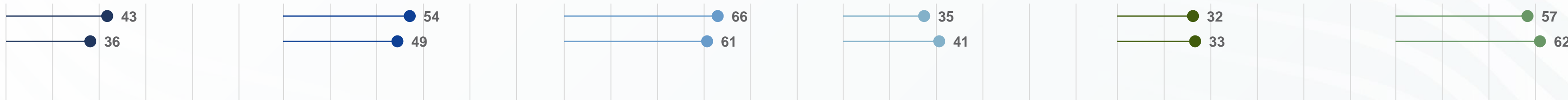
37

33

59

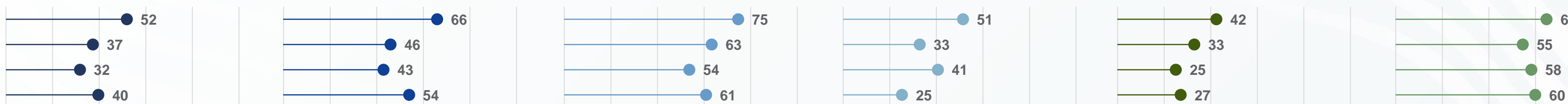
### Gender

Male  
Female



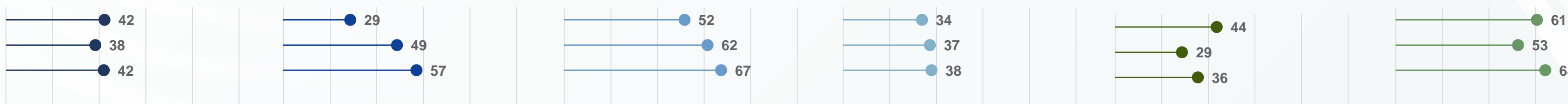
### Age

18-34  
35-54  
55-64  
65+



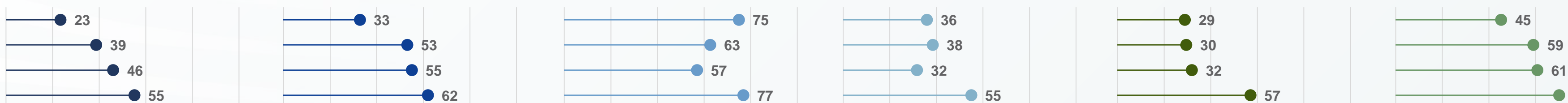
### Education

Low  
Medium  
Hight



### Ease of Managing Financially

Very easy  
Fairly easy  
Fairly difficult  
Very difficult







# Overall, how important to you were each of the following when choosing products or services?... Recommendations from bloggers or other influencers (%)

Very/ Fairly important      Not very/ Not at all important      Very important      Fairly important      Neither important nor unimportant      Not very important      Not at all important

EU27 AVERAGE

25

59

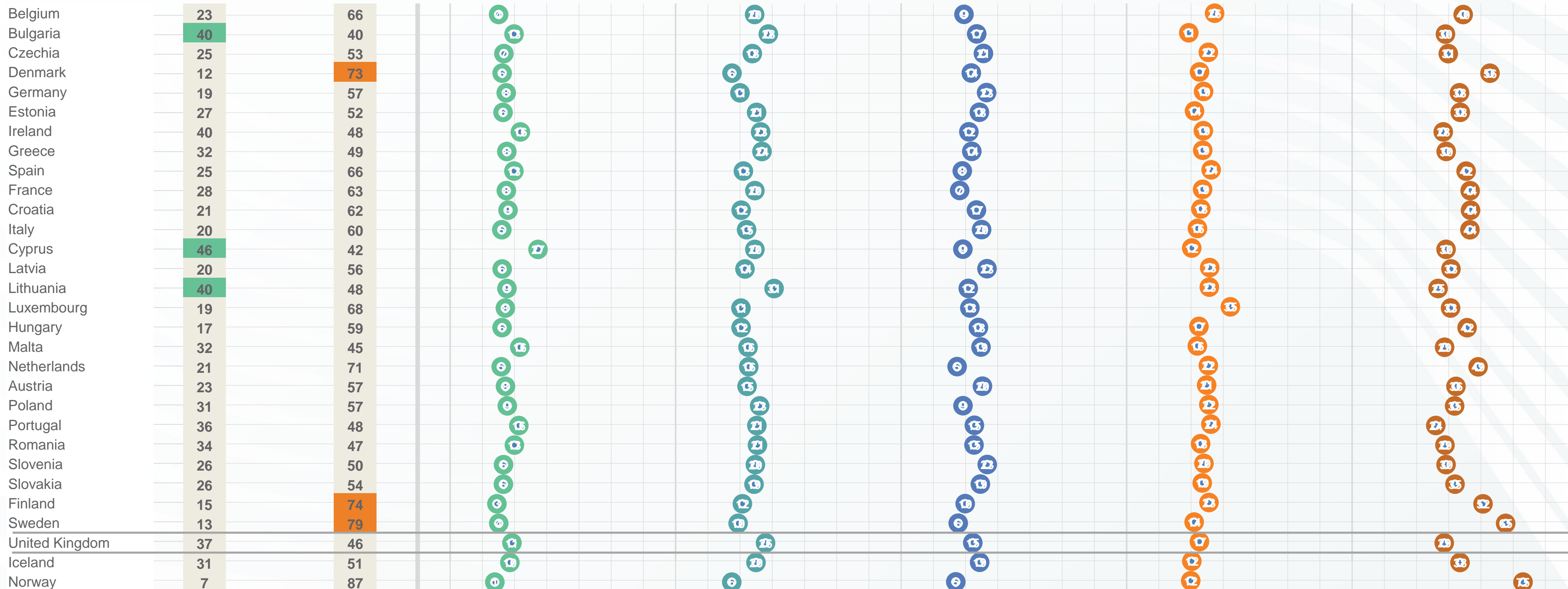
8

16

14

20

40





# Overall, how important to you were each of the following when choosing products or services?... Recommendations from bloggers or other influencers (%)

Very important

Fairly important

Neither important nor unimportant

Not very important

Not at all important

EU27 AVERAGE

8

16

14

20

40

## GENDER



Very/  
Fairly important

Not very/  
Not at all important

25

59

25

58

24

61

Men



Women



## EDUCATION



Very/  
Fairly important

Not very/  
Not at all important

25

59

25

53

26

57

23

63

Low



Medium



High



## EASE OF MANAGING FINANCIALLY



Very/  
Fairly important

Not very/  
Not at all important

25

59

20

64

24

60

28

57

25

57

Very easy



Fairly easy



Fairly difficult



Very difficult









## Overall, how important to you were each of the following when choosing products or services?... Other reviews or comments online (%)

Very important

Fairly important

Neither important nor unimportant

Not very important

Not at all important

EU27 AVERAGE

18

37

13

13

18

### GENDER



Very/  
Fairly important

Not very/  
Not at all important

55

31

Men

18

37

13

13

18

Women

18

36

13

13

18

### EDUCATION



Very/  
Fairly important

Not very/  
Not at all important

55

31

Low

16

28

14

13

24

Medium

18

34

14

14

18

High

18

41

11

13

17

### EASE OF MANAGING FINANCIALLY



Very/  
Fairly important

Not very/  
Not at all important

55

31

Very easy

18

34

13

12

22

Fairly easy

17

40

13

12

16

Fairly difficult

20

34

12

15

18

Very difficult

20

28

11

14

24



# Overall, how important to you were each of the following when choosing products or services?... The ranking of the products or services in internet search results (%)

Very/ Fairly important      Not very/ Not at all important      Very important      Fairly important      Neither important nor unimportant      Not very important      Not at all important

EU27 AVERAGE

48

33

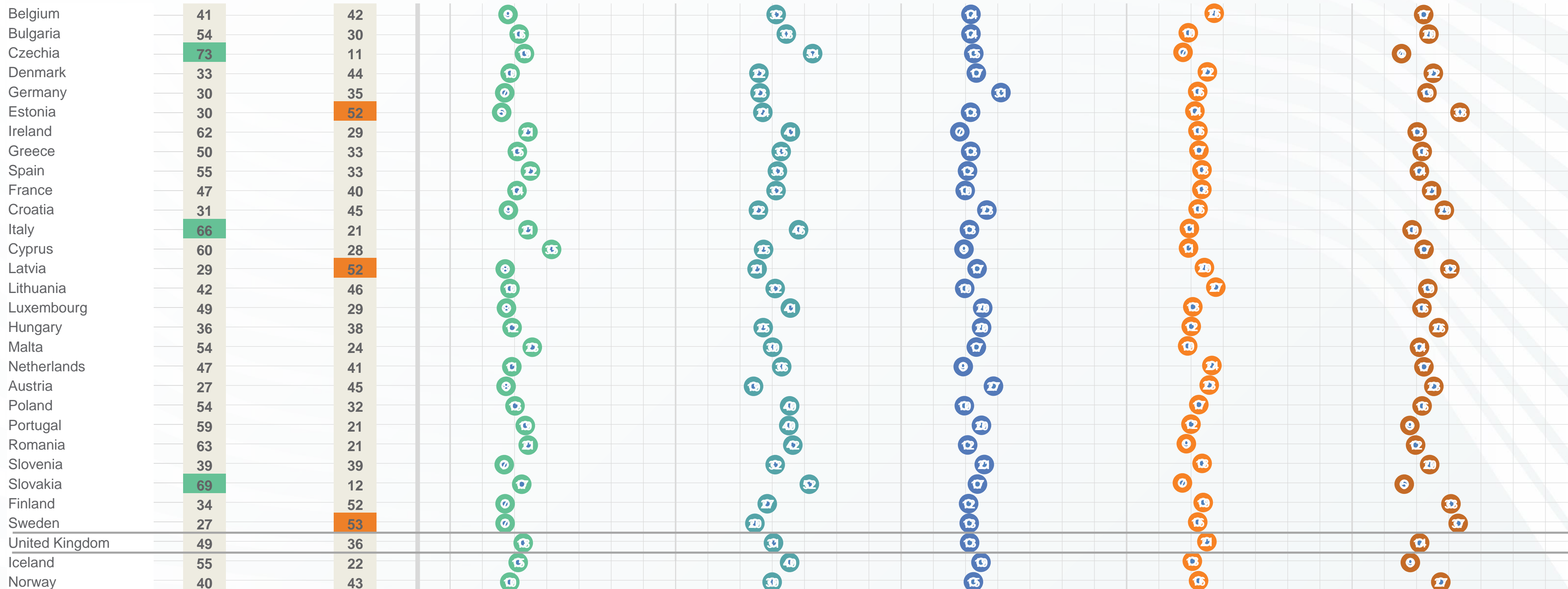
14

34

16

16

17





## Overall, how important to you were each of the following when choosing products or services?... The ranking of the products or services in internet search results (%)

Very important

Fairly important

Neither important nor  
unimportant

Not very important

Not at all important

EU27 AVERAGE

14

34

16

16

17

### GENDER



Very/  
Fairly important

Not very/  
Not at all important

48

33

Men



Women



### EDUCATION



Very/  
Fairly important

Not very/  
Not at all important

48

33

Low



Medium



High



Adults (aged 18+)

### EASE OF MANAGING FINANCIALLY



Very/  
Fairly important

Not very/  
Not at all important

48

33

Very easy



Fairly easy



Fairly difficult



Very difficult



43

35





# Overall, how important to you were each of the following when choosing products or services?... Advertisements on TV, radio or on social media sites like Facebook or Instagram (%)

Very/ Fairly important      Not very/ Not at all important      Very important      Fairly important      Neither important nor unimportant      Not very important      Not at all important

EU27 AVERAGE

21

63

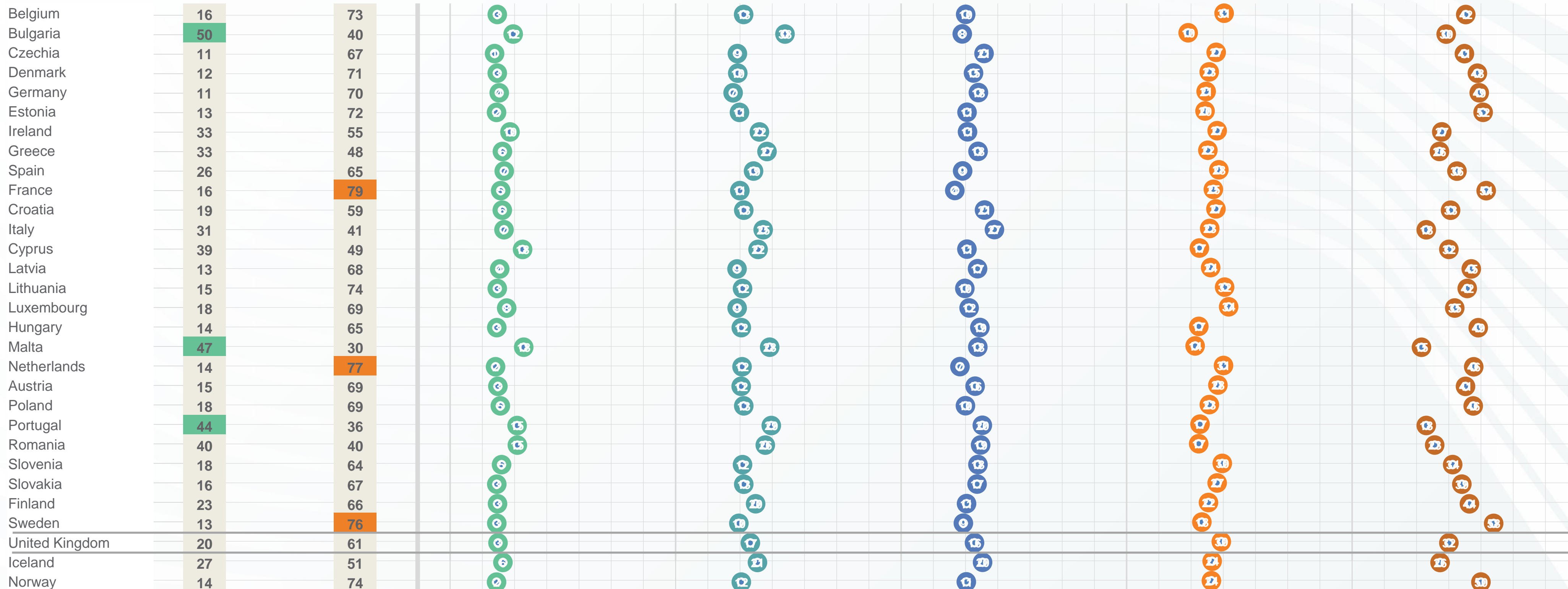
6

15

15

23

40





## Overall, how important to you were each of the following when choosing products or services?... Advertisements on TV, radio or on social media sites like Facebook or Instagram (%)

Very important

Fairly important

Neither important nor unimportant

Not very important

Not at all important

EU27 AVERAGE

6

15

15

23

40

### GENDER



Very/  
Fairly important

Not very/  
Not at all important

21

63

20

64

22

62

Men

Women



### EDUCATION



Very/  
Fairly important

Not very/  
Not at all important

21

63

24

56

23

59

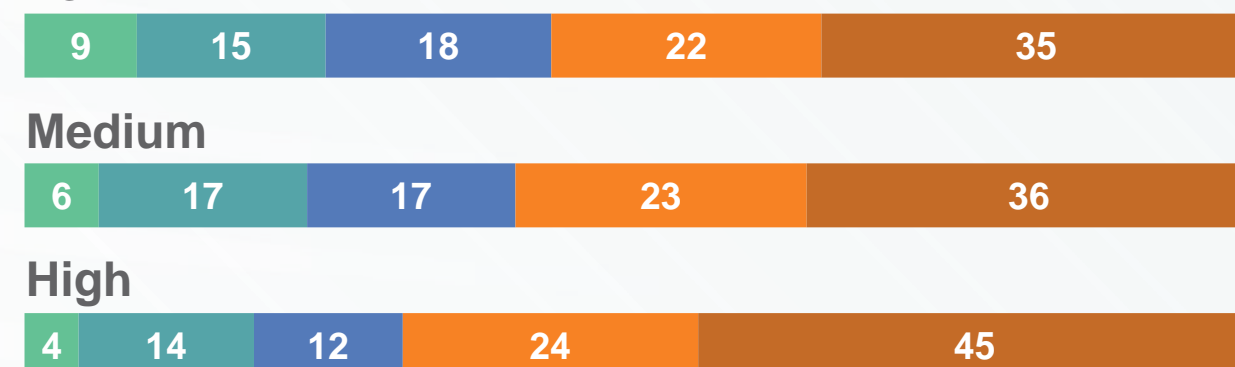
18

68

Low

Medium

High



Adults (aged 18+)

Very/  
Fairly important

Not very/  
Not at all important

21

63

23

61

20

65

21

62

19

66

18-34



35-54



55-64



65+



### EASE OF MANAGING FINANCIALLY



Very/  
Fairly important

Not very/  
Not at all important

21

63

17

69

20

65

25

58

24

59

Very easy



Fairly easy



Fairly difficult



Very difficult





## And how important to you were each of the following?... Price (%)

Very/  
Fairly important

Not very/  
Not at all important

Very important

Fairly important

Not very important

Not at all important

EU27 AVERAGE

90

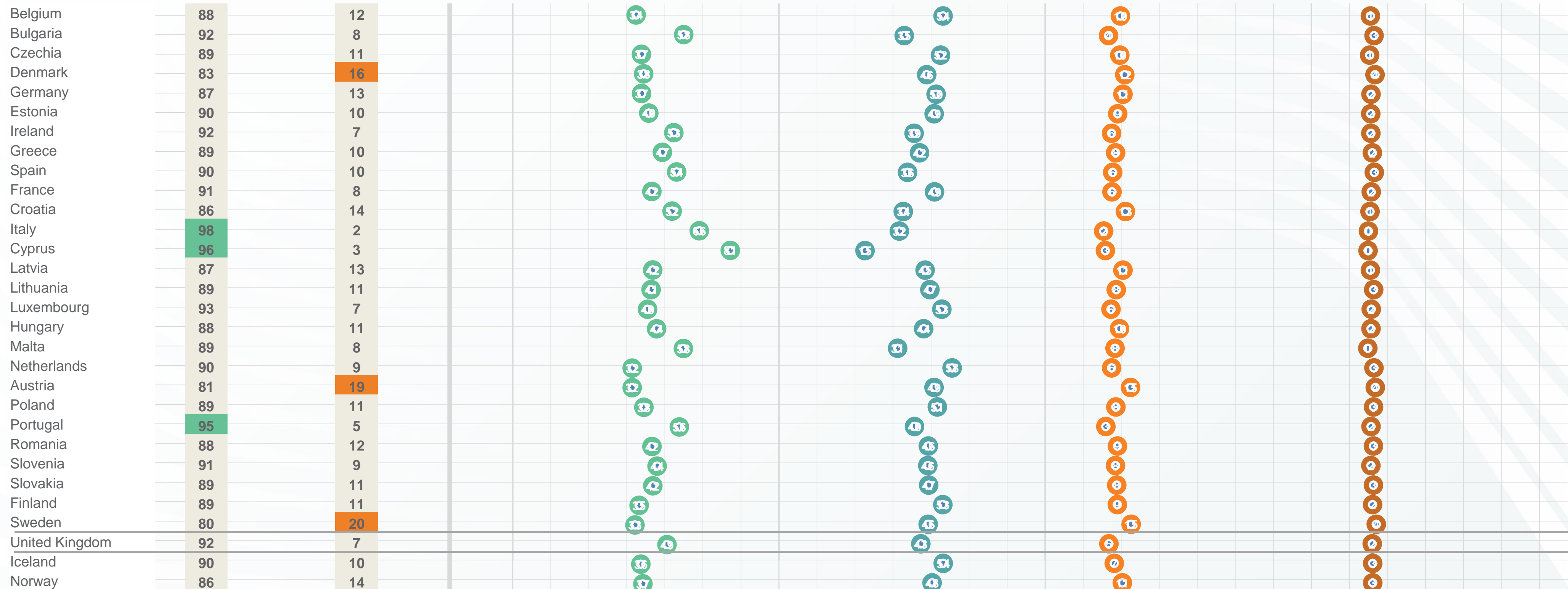
10

45

45

8

2







## And how important to you were each of the following?... Price (%)

Very important

Fairly important

Not very important

Not at all important

EU27 AVERAGE

45

45

8

2

### GENDER



Very/  
Fairly important

Not very/  
Not at all important

90

10

Men



Women



88

11

92

8

### EDUCATION



Very/  
Fairly important

Not very/  
Not at all important

90

10

Low



Medium



High



90

9

90

10

90

10

Adults (aged 18+)

### AGE



Very/  
Fairly important

Not very/  
Not at all important

90

10

90

10

91

8

90

10

86

13

18-34



35-54



55-64



65+



### EASE OF MANAGING FINANCIALLY



Very/  
Fairly important

Not very/  
Not at all important

90

10

84

16

91

9

93

7

93

7

Very easy



Fairly easy



Fairly difficult



Very difficult





## And how important to you were each of the following?... The likely environmental impact of the product or service (%)

Very/  
Fairly important

Not very/  
Not at all important

Very important

Fairly important

Not very important

Not at all important

EU27 AVERAGE

70

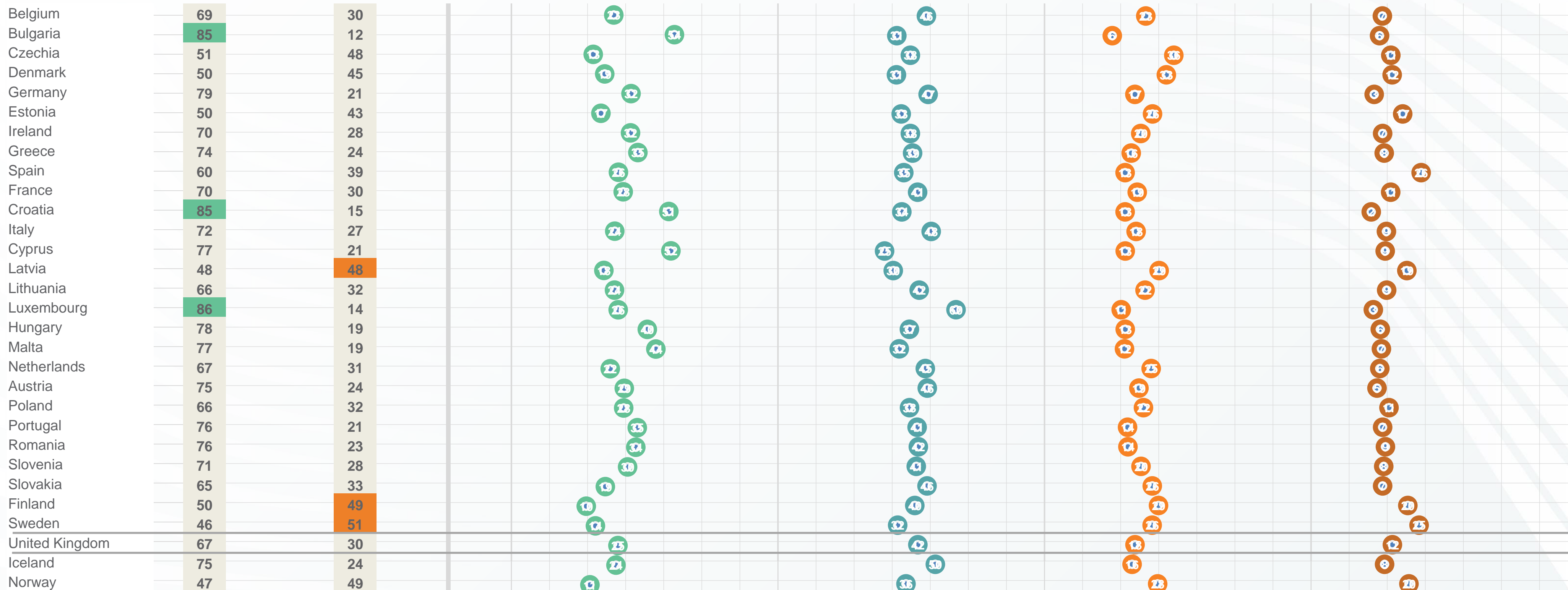
29

28

42

19

10





## And how important to you were each of the following?... The likely environmental impact of the product or service (%)

Very important

Fairly important

Not very important

Not at all important

EU27 AVERAGE

28

42

19

10

### GENDER



Very/  
Fairly important

Not very/  
Not at all important

70

29

Men



Women



### EDUCATION



Very/  
Fairly important

Not very/  
Not at all important

70

29

Low



Medium



High



Adults (aged 18+)

### AGE



Very/  
Fairly important

Not very/  
Not at all important

70

29

65

34

71

28

73

25

72

26

18-34



35-54



55-64



65+



### EASE OF MANAGING FINANCIALLY



Very/  
Fairly important

Not very/  
Not at all important

70

29

64

35

71

28

72

27

71

27

Very easy



Fairly easy



Fairly difficult



Very difficult







## And how important to you were each of the following?... That the product could be easily repaired (%)

Very/  
Fairly important

Not very/  
Not at all important

Very important

Fairly important

Not very important

Not at all important

EU27 AVERAGE

79

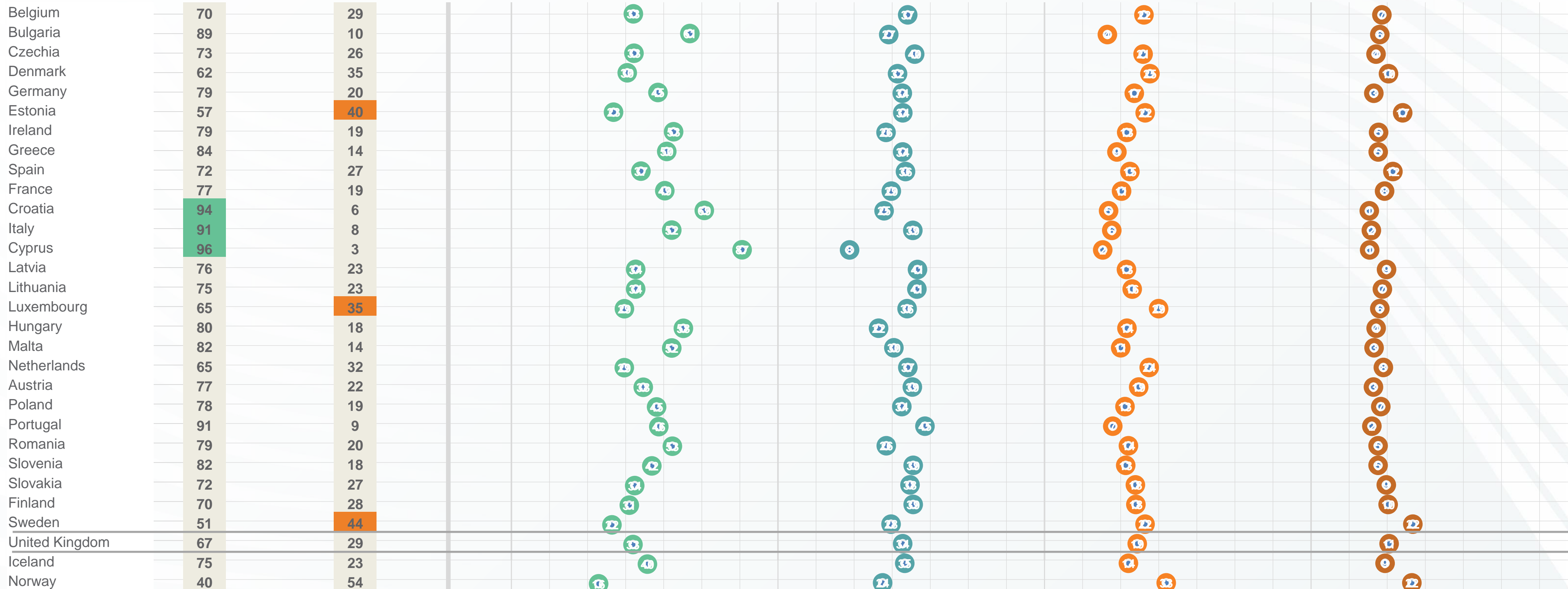
20

45

34

14

6





## And how important to you were each of the following?... That the product could be easily repaired (%)

Very important

Fairly important

Not very important

Not at all important

EU27 AVERAGE

45

34

14

6

### GENDER



Very/  
Fairly important

Not very/  
Not at all important

79

20

Men

76

22

Women

81

18



### AGE



Very/  
Fairly important

Not very/  
Not at all important

79

20

76

24

79

20

83

15

80

18

18-34



35-54



55-64



65+



### EDUCATION



Very/  
Fairly important

Not very/  
Not at all important

79

20

Low

83

16

Medium

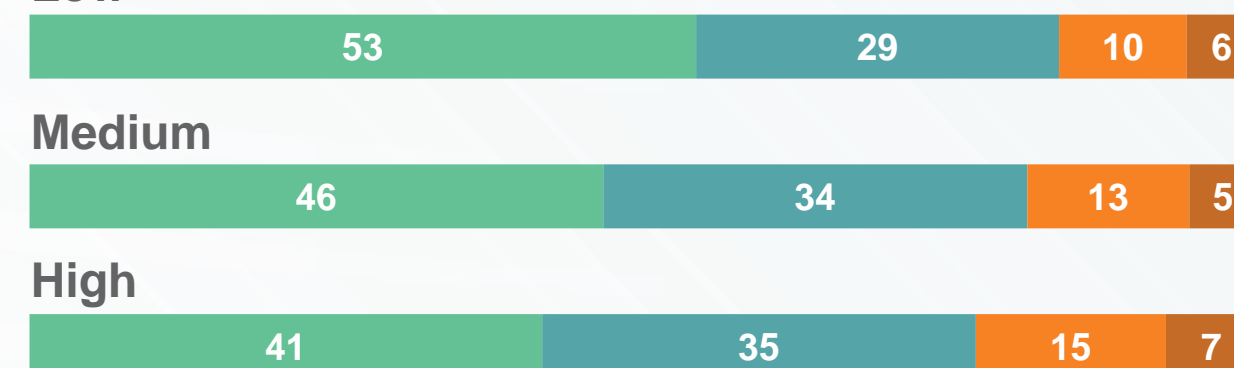
81

19

High

76

22



### EASE OF MANAGING FINANCIALLY



Very/  
Fairly important

Not very/  
Not at all important

79

20

72

26

78

20

82

17

86

14

Very easy



Fairly easy



Fairly difficult



Very difficult





## And how important to you were each of the following?... That the product will last a long time (%)

Very/  
Fairly important

Not very/  
Not at all important

Very important

Fairly important

Not very important

Not at all important

EU27 AVERAGE

94

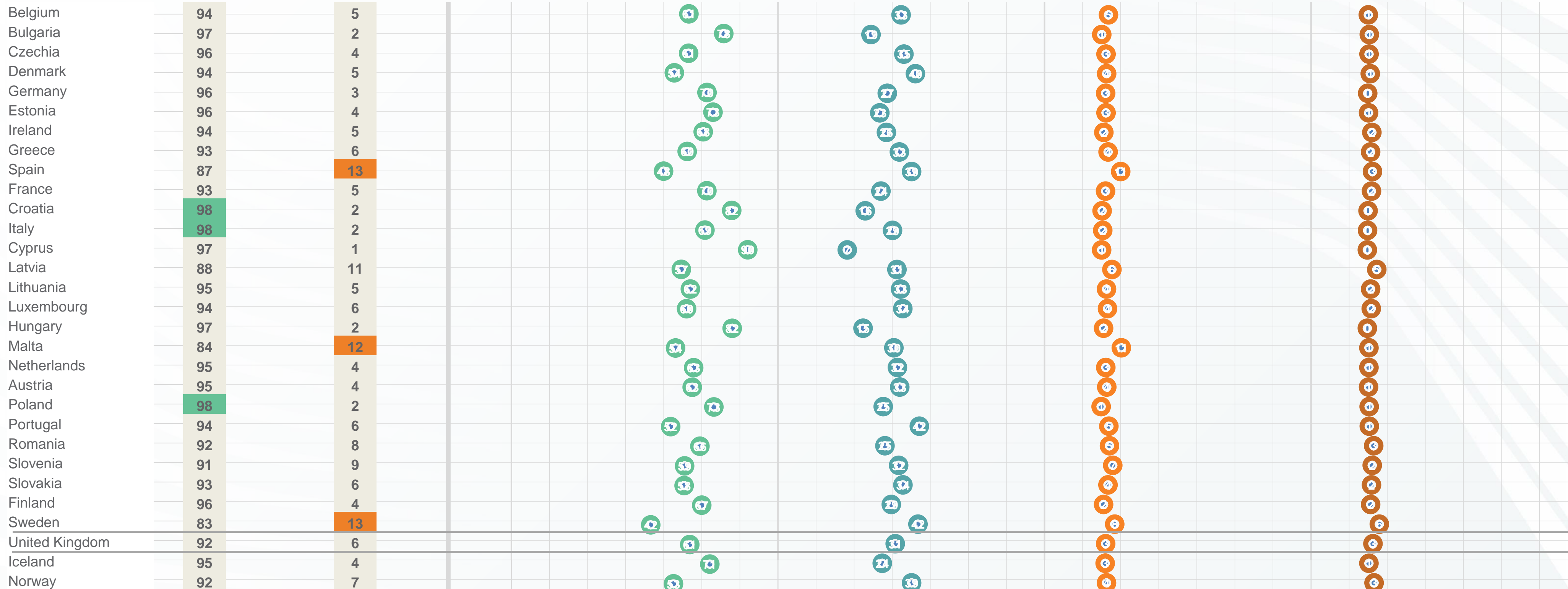
5

65

29

4

1







## And how important to you were each of the following?... That the product will last a long time (%)

Very important

Fairly important

Not very important

Not at all important

EU27 AVERAGE

65

29

4

1

### GENDER



Very/  
Fairly important

Not very/  
Not at all important

94

5

Men

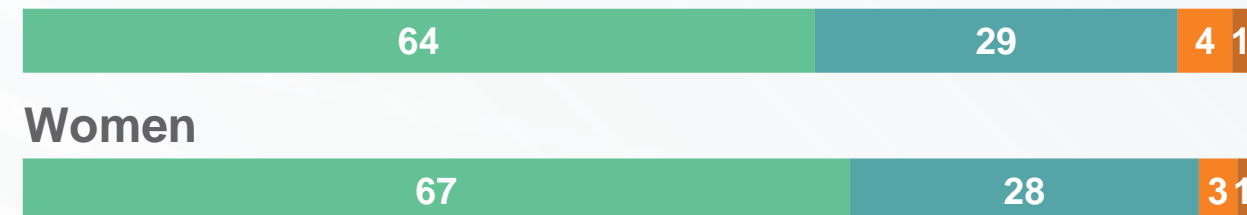
94

6

Women

95

4



### AGE



Very/  
Fairly important

Not very/  
Not at all important

94

5

95

4

94

5

94

6

94

5

18-34



35-54



55-64



65+



### EDUCATION



Very/  
Fairly important

Not very/  
Not at all important

94

5

Low

94

5

Medium

95

5

High

94

6



### EASE OF MANAGING FINANCIALLY



Very/  
Fairly important

Not very/  
Not at all important

94

5

92

7

95

5

95

4

93

7

Very easy



Fairly easy



Fairly difficult

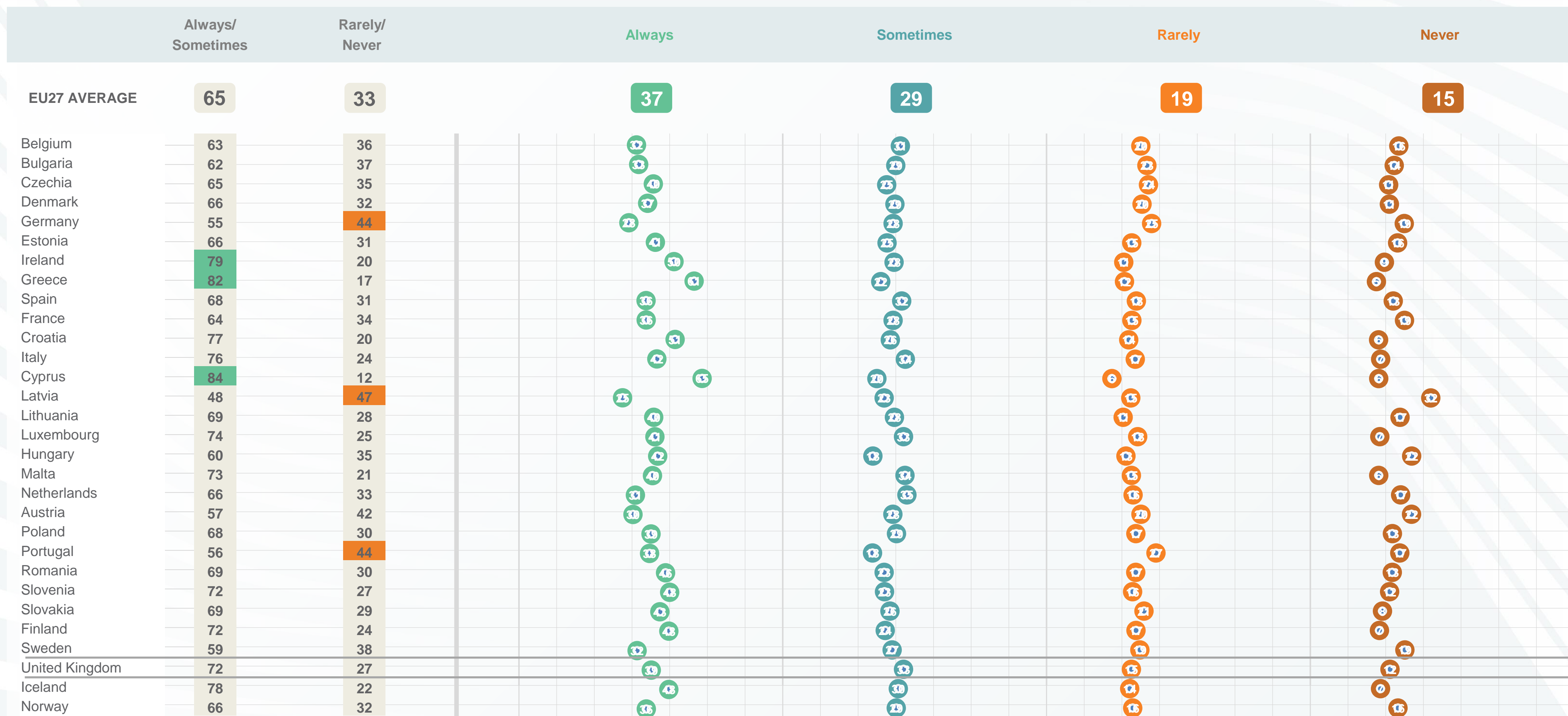


Very difficult





## When you are buying products or services online, how often, if at all, do you check where the seller is located? (%)





## When you are buying products or services online, how often, if at all, do you check where the seller is located? (%)

Always

Sometimes

Rarely

Never

EU27 AVERAGE

37

29

19

15

### GENDER



Always/  
Sometimes

Rarely/  
Never

65

33

Men



Women



### EDUCATION



Always/  
Sometimes

Rarely/  
Never

65

33

Low



Medium



High



### AGE



Always/  
Sometimes

Rarely/  
Never

65

33

61

38

69

30

69

30

60

37

18-34



35-54



55-64



65+



### EASE OF MANAGING FINANCIALLY



Always/  
Sometimes

Rarely/  
Never

65

33

63

36

66

33

67

32

63

36

Very easy



Fairly easy



Fairly difficult



Very difficult







## Did you personally experience any of the following with products or services you purchased? (%)

Any problem with cause for complaint      A problem you could not resolve because you bought from another consumer, not a retailer      Incorrect or unclear pricing that resulted in you paying unexpected additional costs or fees      Problems cancelling an online order within the permitted timeframe      Inaccurate or misleading information about the product or service or unclear terms and conditions      Problems getting a product or service replaced or repaired, even though you had a valid guarantee or warrantee      The product broke shortly after the legal guarantee or commercial warrantee period      You were a victim of fraud (e.g. you never received any product or service)

EU27 AVERAGE

12

7

10

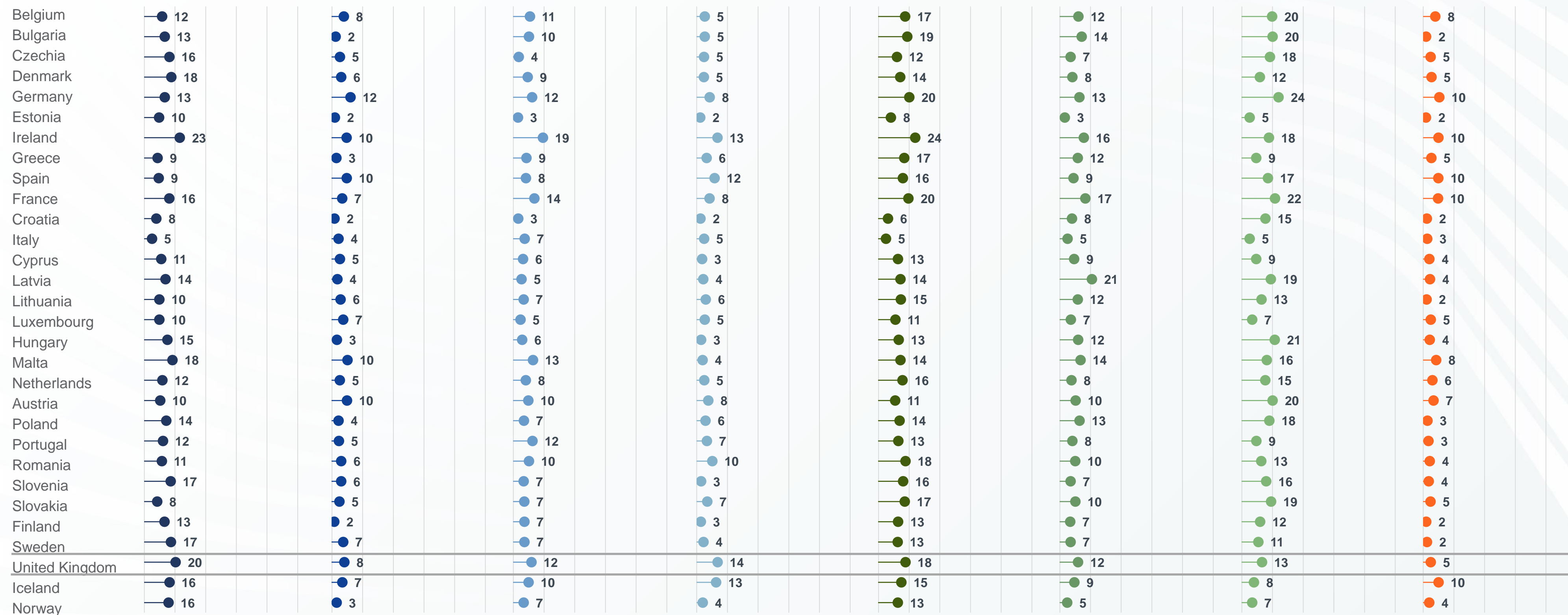
7

15

11

17

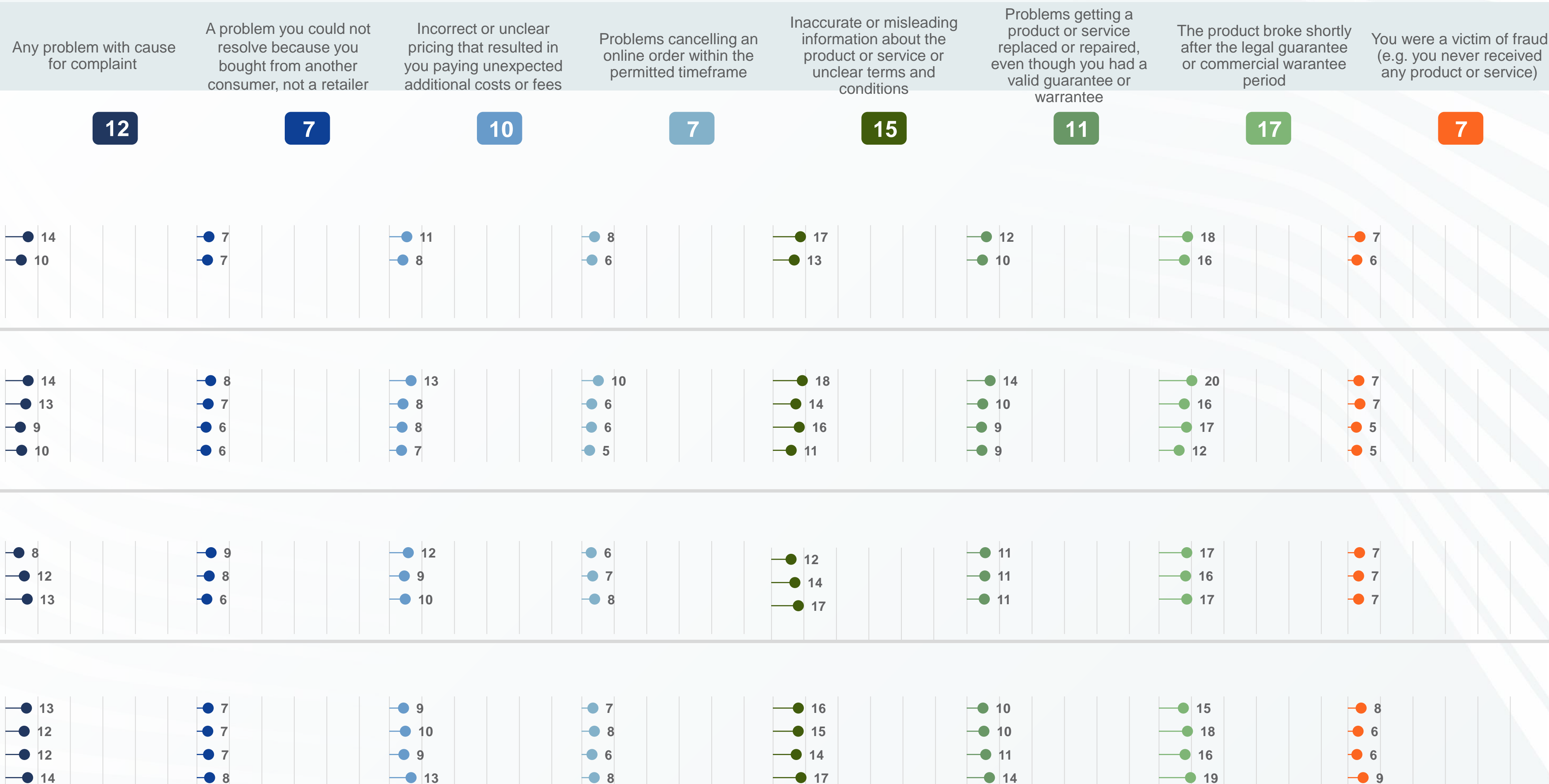
7



Adults (aged 18+)



## Did you personally experience any of the following with products or services you purchased? (%)





## Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

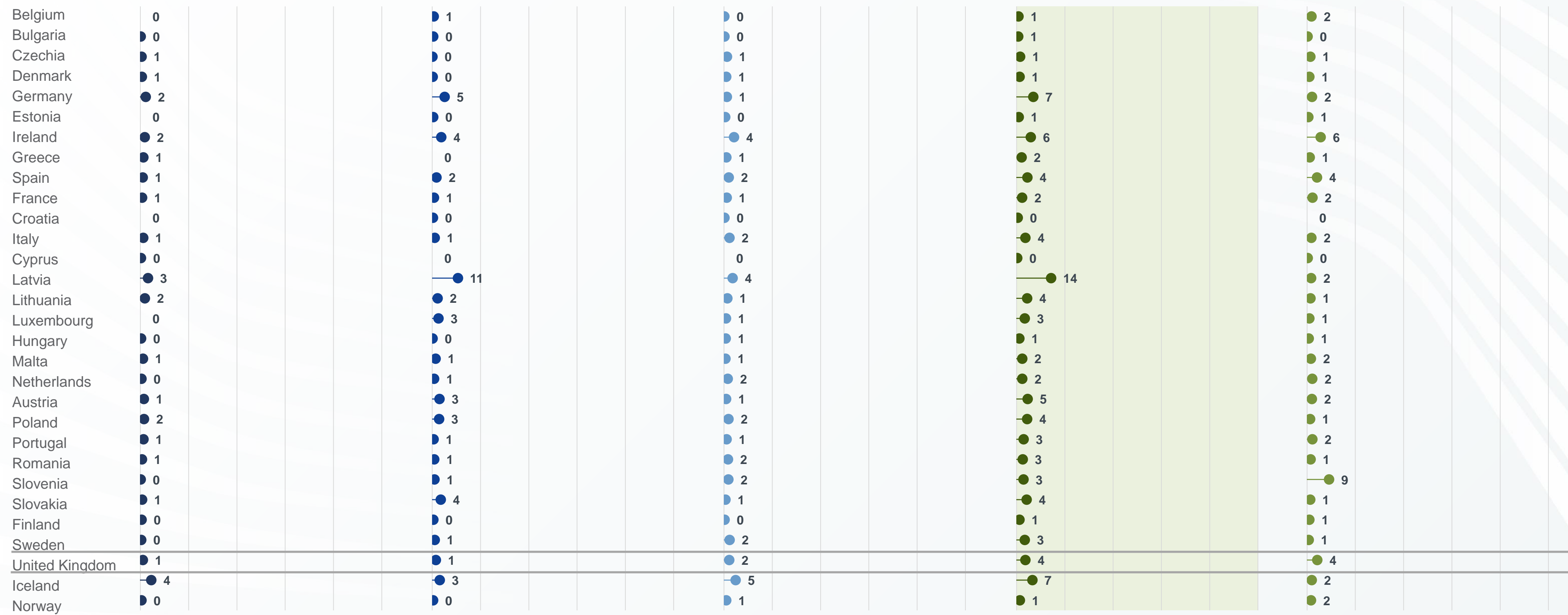
1

2

1

4

2



Adults (aged 18+)





Have you experienced any of the following with products you purchased? (%)

You or someone else in your household  
was harmed because the product was  
unsafe

You or someone else in your household  
was harmed because the product had no  
or poor instructions of use

You or someone else in your household  
was harmed because the product wasn't  
used correctly or carefully enough

You or someone else in your household  
was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

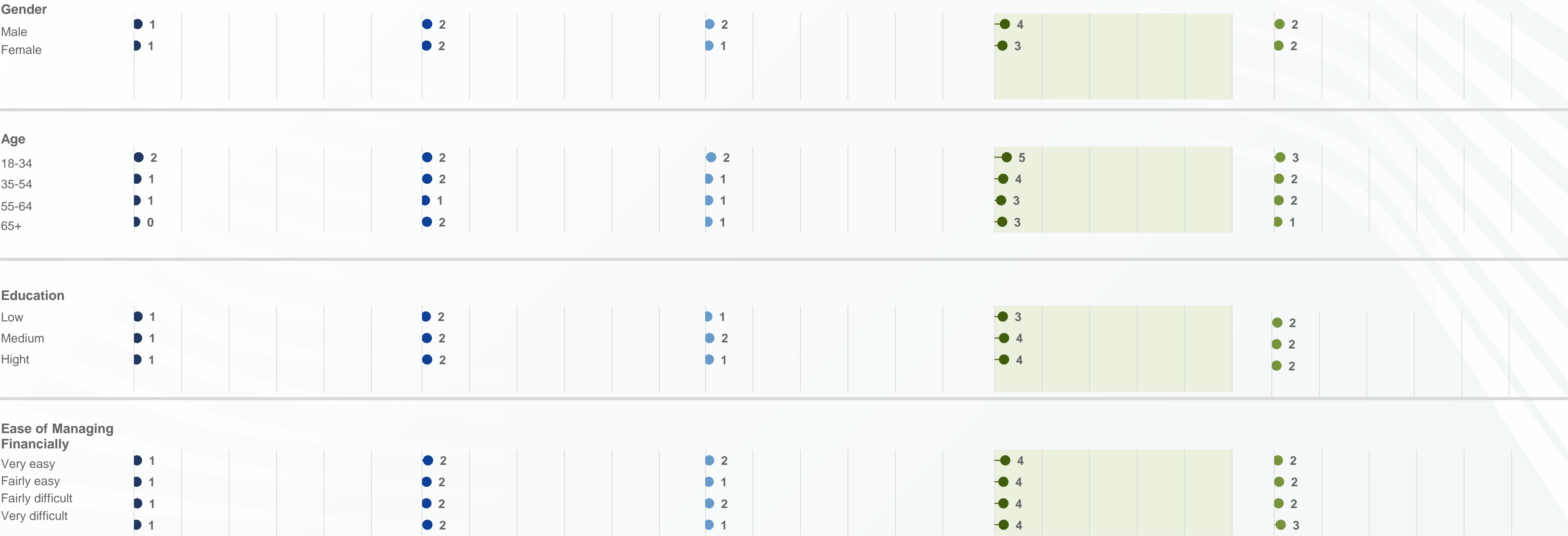
1

2

1

4

2





## Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone

A chemical reaction, such as a burn or skin irritation

An electric shock

Another type of harm

EU27 AVERAGE

31

12

17

34

### Gender

Male

Female

### Age

18-34

35-54

55-64

65+

### Education

Low

Medium

Hight

### Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult

Adults (aged 18+) who experienced harm

For the following sociodemographic groups, results are based on sample sizes below 50, and so should be interpreted with caution: Those with a low level of education (n=33), and those who find it very difficult to manage financially (30).



And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

Affected normal functioning for more than 6 months or resulted in permanent physical harm

EU27 AVERAGE

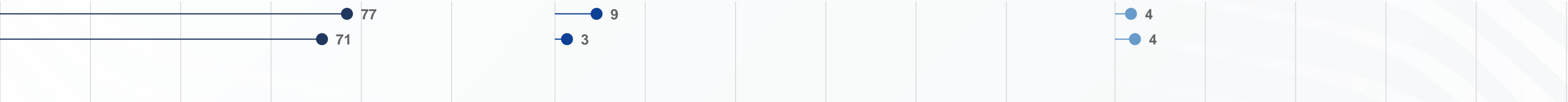
75

7

4

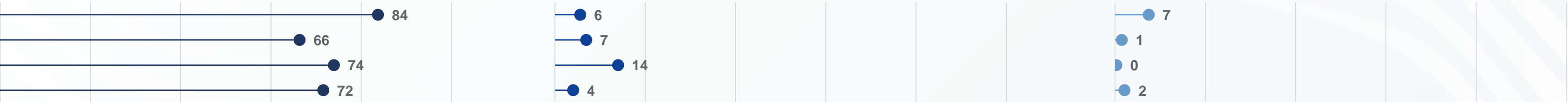
Gender

Male  
Female



Age

18-34  
35-54  
55-64  
65+



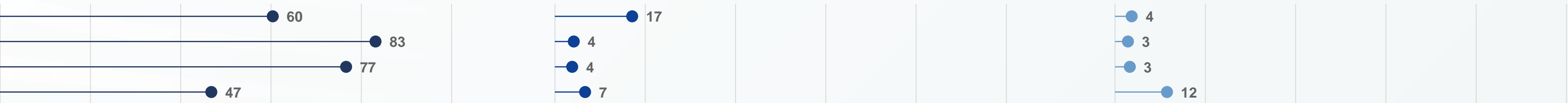
Education

Low  
Medium  
Hight



Ease of Managing Financially

Very easy  
Fairly easy  
Fairly difficult  
Very difficult







## Thinking about the most recent problem did you personally experience financial loss/other non-financial impacts? (%)

Financial loss

Other, non-financial impacts such as loss of time, anger, frustration, stress, anxiety

EU27 AVERAGE

28

65



Adults (aged 18+) who experienced a problem

In the following countries results are based on sample sizes below 50, and so should be interpreted with caution: EE (n = 45), EL (47), ES (48), HR (41), IT (26), CY (27), LV (44), LU (23), MT (48), SK (41).



Thinking about the most recent problem did you personally experience financial loss/other non-financial impacts? (%)

Financial loss

Other, non-financial impacts such as loss of time, anger, frustration, stress, anxiety

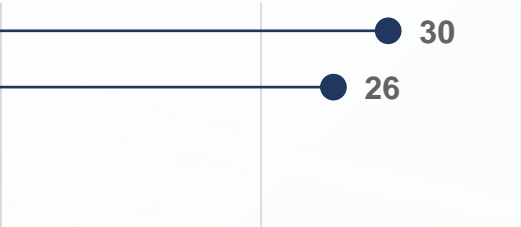
EU27 AVERAGE

28

65

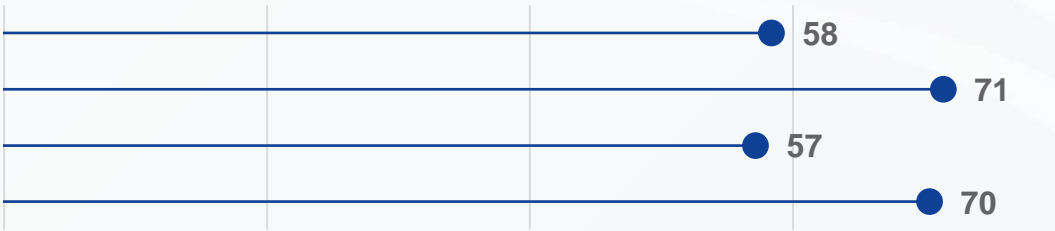
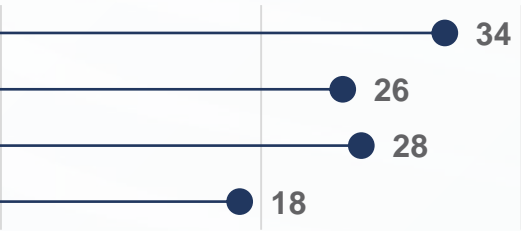
Gender

Male  
Female



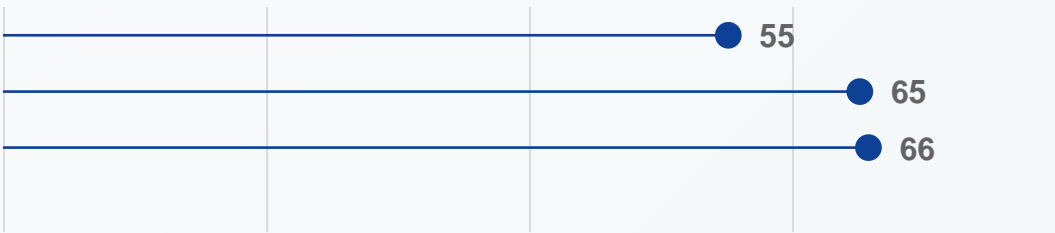
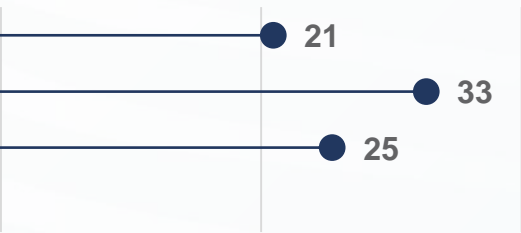
Age

18-34  
35-54  
55-64  
65+



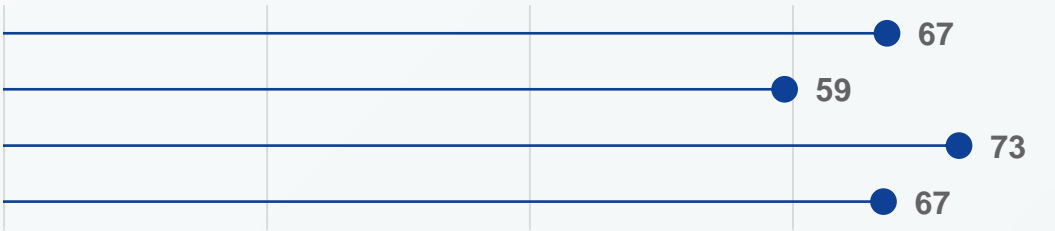
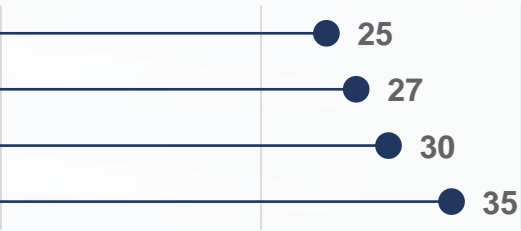
Education

Low  
Medium  
Hight



Ease of Managing Financially

Very easy  
Fairly easy  
Fairly difficult  
Very difficult





## What was the non-financial impact? (%)

Loss of time

Anger or frustration

Stress, anxiety or other negative impacts  
on your mental health

A negative effect on your physical health

Something else

EU27 AVERAGE

80

75

40

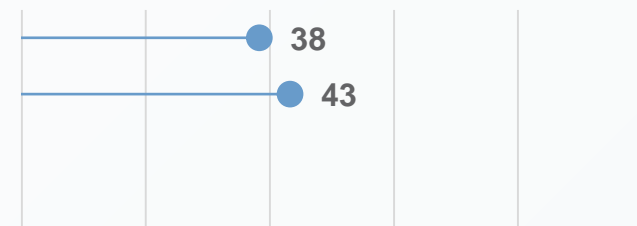
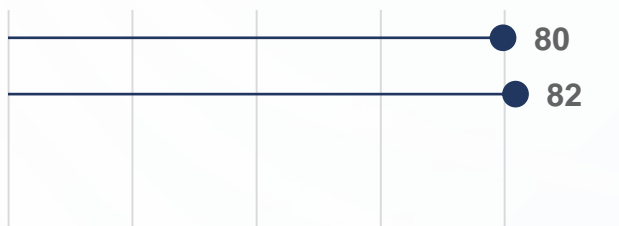
10

8

### Gender

Male

Female



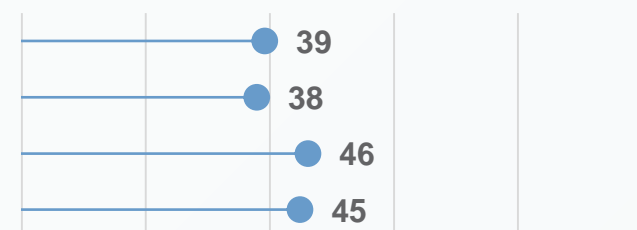
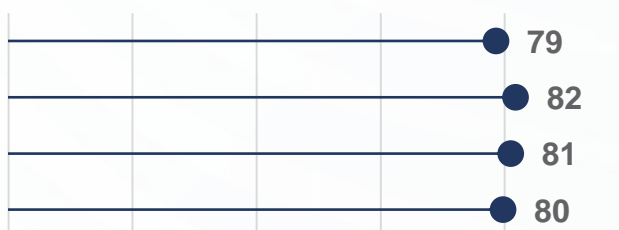
### Age

18-34

35-54

55-64

65+

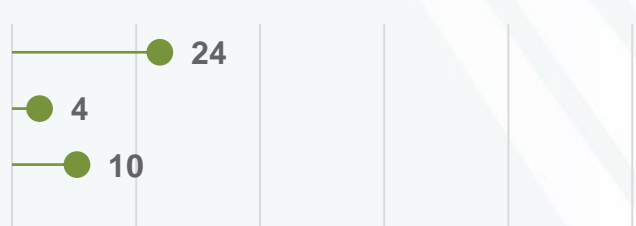
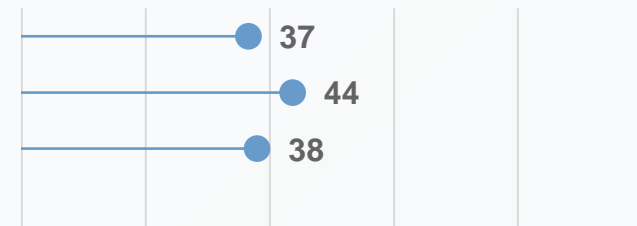
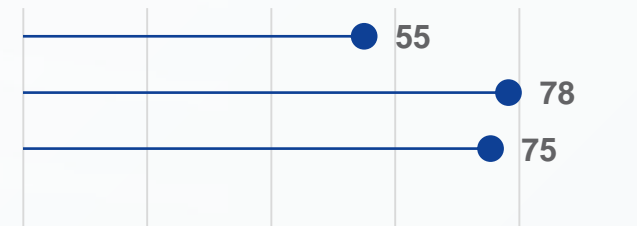
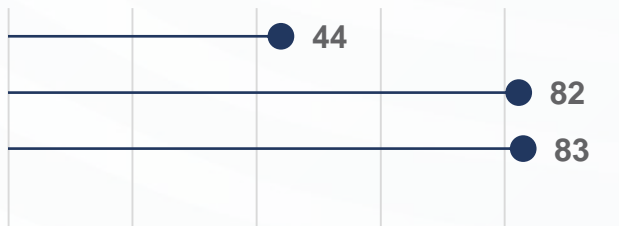


### Education

Low

Medium

Hight



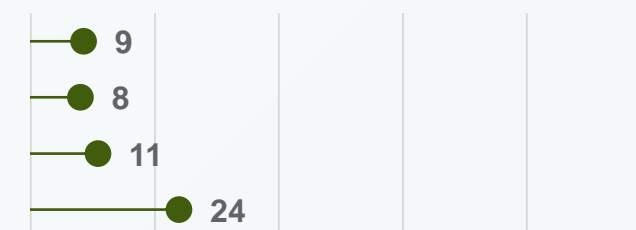
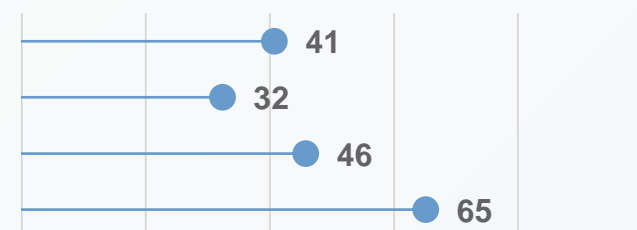
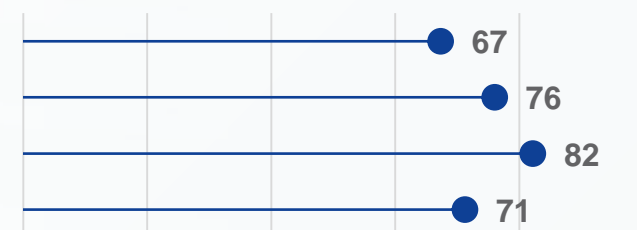
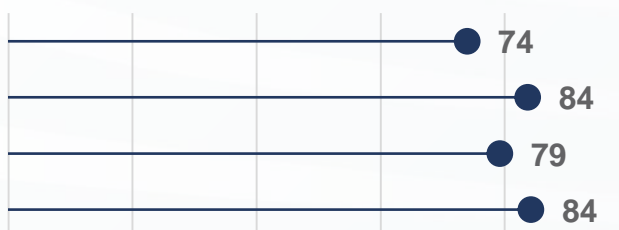
### Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult







# What was the total financial loss? (%)

Total median in EUR

EU27 AVERAGE

120

Gender



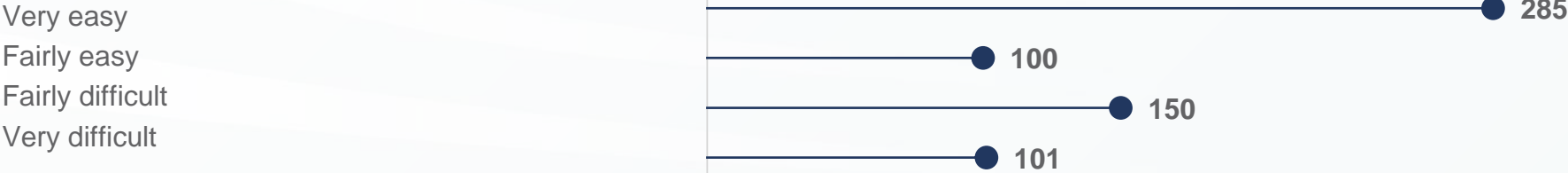
Age



Education



Ease of Managing Financially





## Thinking about the most recent problem, did you make a complaint? (%)

Yes, to the provider, retailer, supplier, manufacturer

Yes, to the consumer protection authority, agency or other public authority

Yes, to a consumer association or organisation

Yes, to an ombudsman, arbitration or mediation body

Yes, took the provider to court

No, did not make a complaint

EU27 AVERAGE

43

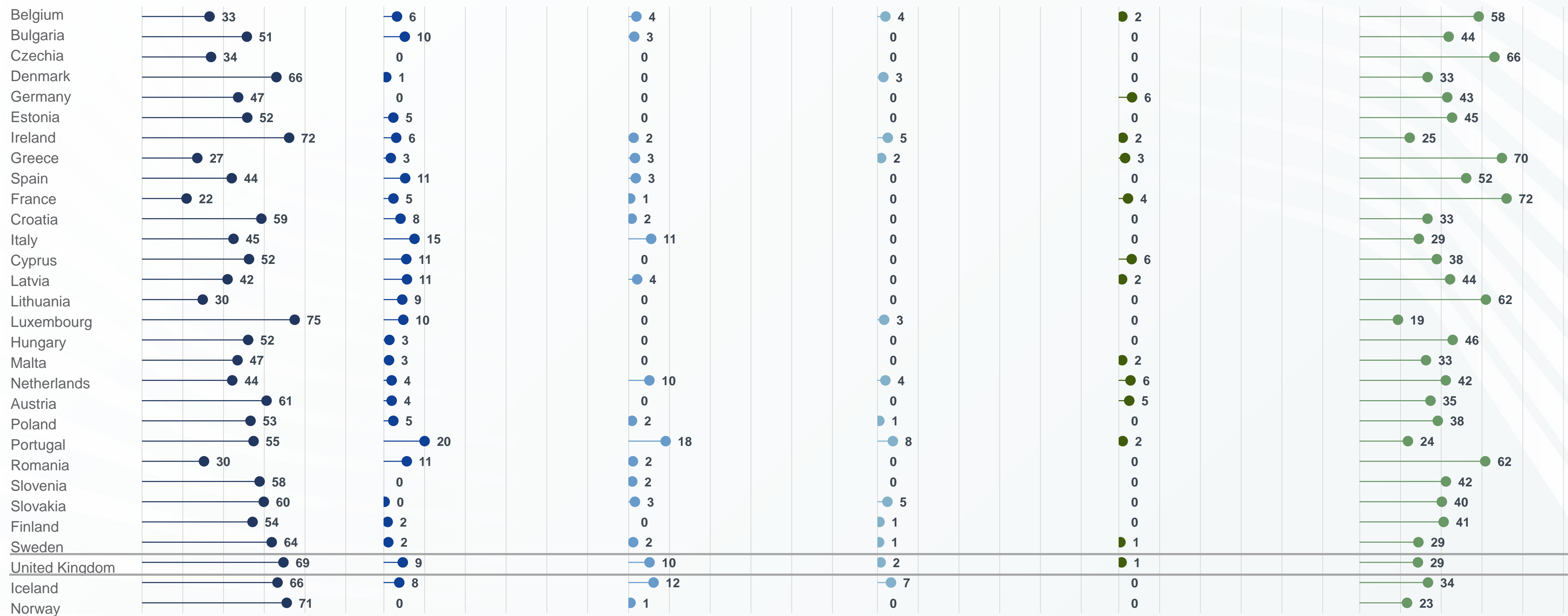
5

2

1

3

49



Adults (aged 18+) who experienced a problem

In the following countries results are based on sample sizes below 50, and so should be interpreted with caution: EE (n = 45), EL (47), ES (48), HR (41), IT (26), CY (27), LV (44), LU (23), MT (48), SK (41).



Thinking about the most recent problem, did you make a complaint? (%)

Yes, to the provider, retailer, supplier, manufacturer      Yes, to the consumer protection authority, agency or other public authority      Yes, to a consumer association or organisation      Yes, to an ombudsman, arbitration or mediation body      Yes, took the provider to court      No, did not make a complaint

EU27 AVERAGE

43

5

2

1

3

49

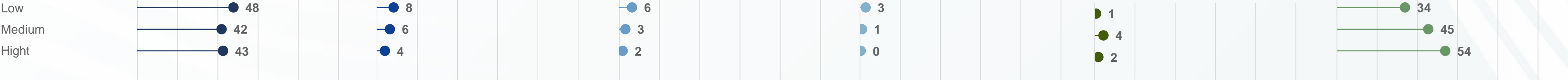
Gender



Age



Education



Ease of Managing Financially







## How satisfied were you with the complaint outcome? (%)

Very satisfied

Fairly satisfied

Fairly dissatisfied

Very dissatisfied

EU27 AVERAGE

23

32

17

25

### GENDER

Very satisfied/  
Fairly satisfied

Fairly dissatisfied/  
Very dissatisfied



56

42

Men



Women



### EDUCATION

Very satisfied/  
Fairly satisfied

Fairly dissatisfied/  
Very dissatisfied



56

42

Low



Medium



High



### AGE

Very satisfied/  
Fairly satisfied

Fairly dissatisfied/  
Very dissatisfied



56

42

59

40

54

43

49

42

56

42

18-34



35-54



55-64



65+



### EASE OF MANAGING FINANCIALLY

Very satisfied/  
Fairly satisfied

Fairly dissatisfied/  
Very dissatisfied



56

42

64

35

56

42

44

54

58

36

Very easy



Fairly easy



Fairly difficult



Very difficult





## Did you at least once register your details with the manufacturer or the seller? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

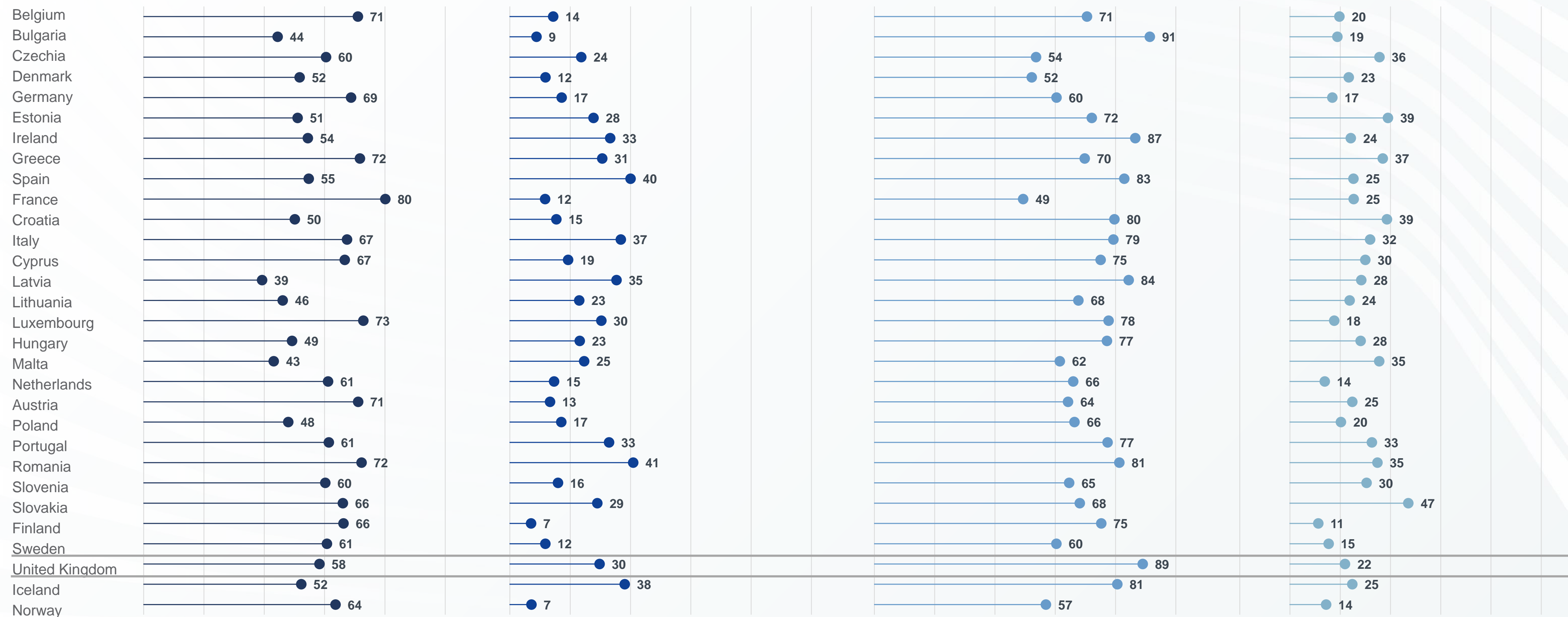
EU27 AVERAGE

65

23

67

25



Adults (aged 18+) who registered their details



Did you at least once register your details with the manufacturer or the seller? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

EU27 AVERAGE

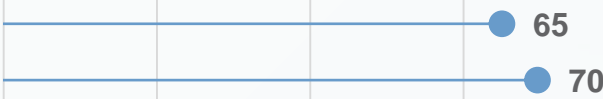
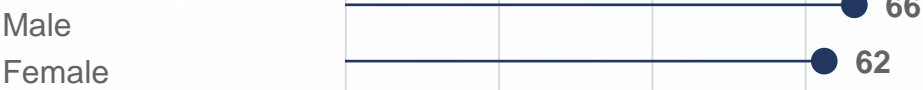
65

23

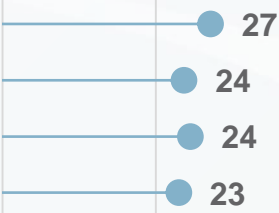
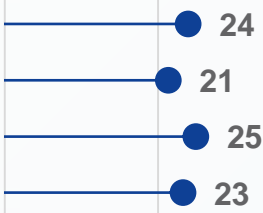
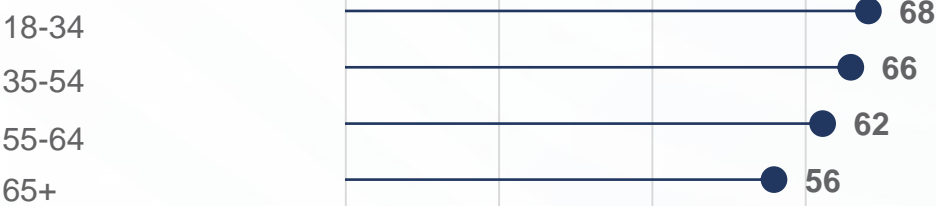
67

25

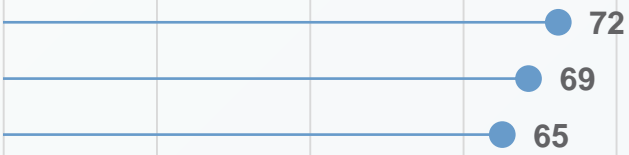
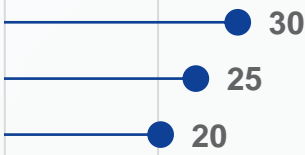
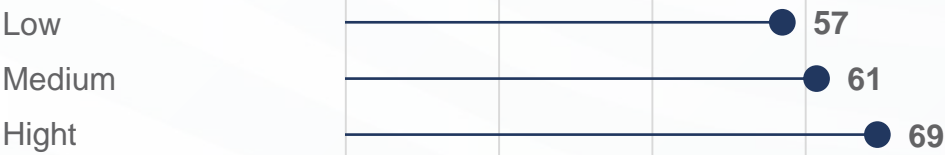
Gender



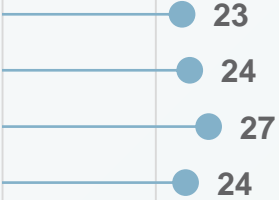
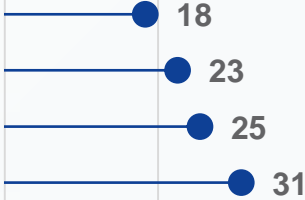
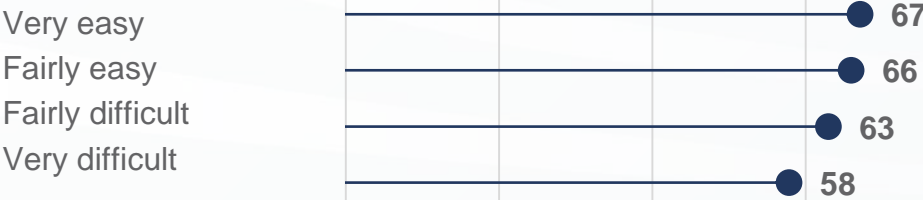
Age



Education



Ease of Managing Financially







## Did you at least once register your details with the manufacturer or the seller? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

EU27 AVERAGE

34

17

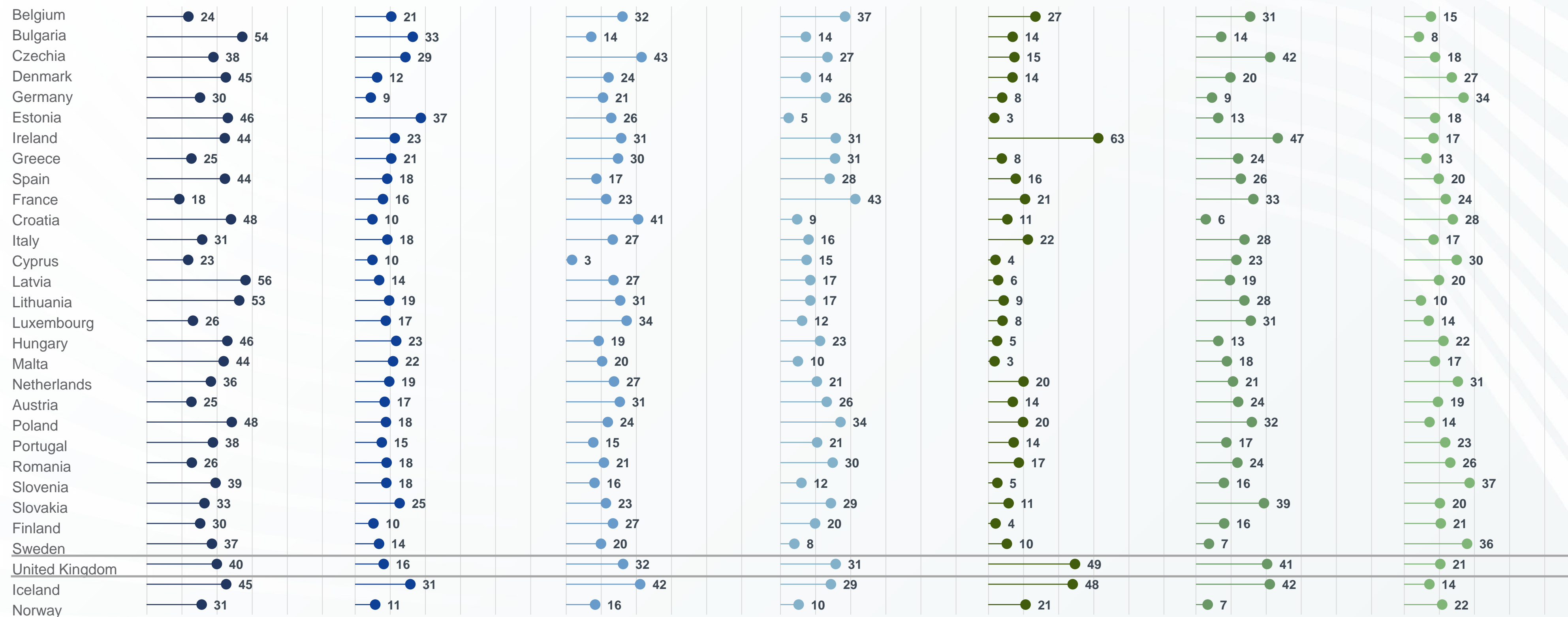
23

26

16

23

22



Adults (aged 18+) who did not register their details



Did you at least once register your details with the manufacturer or the seller? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

EU27 AVERAGE

34

17

23

26

16

23

22

Gender

Male

32

16

23

25

16

25

21

Female

35

18

23

27

15

21

23

Age

18-34

31

19

26

25

18

27

21

35-54

32

15

23

26

17

24

24

55-64

36

20

20

27

14

21

19

65+

41

15

23

26

12

17

25

Education

Low

42

21

25

25

17

23

25

Medium

37

17

22

26

15

22

23

Hight

29

16

24

26

16

25

20

Ease of Managing Financially

Very easy

31

15

19

24

19

29

23

Fairly easy

32

15

26

25

15

22

22

Fairly difficult

35

19

20

27

16

24

23

Very difficult

41

23

25

31

14

18

14

# Annex







## TARGET POPULATION

The MMS is conducted in a total of 30 countries: the 27 European Union Member States, the UK, Iceland and Norway. The target population is all adults aged 18 and over, resident in these countries who have sufficient command of (one of) the respective national language(s) of the countries to answer the questionnaire. Interviews were offered to respondents in 28 languages: the 24 official European Union languages, Luxembourgish, Russian, Icelandic and Norwegian



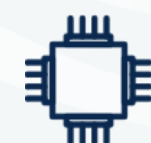
## MARKET REFERENCE PERIODS

Respondents' eligibility to participate in the survey is based on their having had experience of the markets within a pre-defined 'reference period' (timeframe). The reference period is set with the aim of ensuring that they will be able to recall their experiences of the markets without too much difficulty. As detailed below, the reference period varies by market, reflecting the fact that some types of goods and service are purchased more frequently than others.



Household  
appliances

2 years



Electronic  
products

1 year



Products  
for children

3 years



Cosmetics

1 year



House and garden  
Maintenance  
products

2 years



Furniture and  
furnishings

1 year



Airline  
services

1 year



Holiday  
accommodation

1 year



Loan, credit  
and  
credit cards

2 years



Internet  
connected  
products

1 year



## WEIGHTING

The Market Monitoring Survey uses a multi-stage weighting procedure. Single weight factors per market interview are calculated by calculating consecutively:

- a separate design weight per country to control for unequal selection probabilities of sample units, based on phone type ownership of the respondent (% mobile, % fixed, % mobile and fixed).
- a post-stratification weight was performed separately per country to balance out an unequal representation of different age and gender groups in the unweighted sample, so that the weighted sample is representative for these two parameters.
- for results at the country group level (e.g., EU27), a population calibration weight so that the results for each country are included in the aggregate in the same proportion as their relative population share in that country group.



## OTHER NOTES ON INTERPRETING THE DATA AND CHARTS

- This slide deck presents indicator results and 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.
- 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.
- In some of the charts showing results per country, bullets representing very small percentages (< 2%) are very slightly repositioned so that they are visible in the chart, meaning that they are visually closer to 2% than they would be if positioned exactly on the axis according to their true value. The numeric values shown are always accurate.
- Countries and sociodemographic categories for which question results are based on a sample size lower than 50 are indicated in a footnote in the respective questions. If for a given question the majority of countries have a low sample size, no country comparison is shown.