

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.

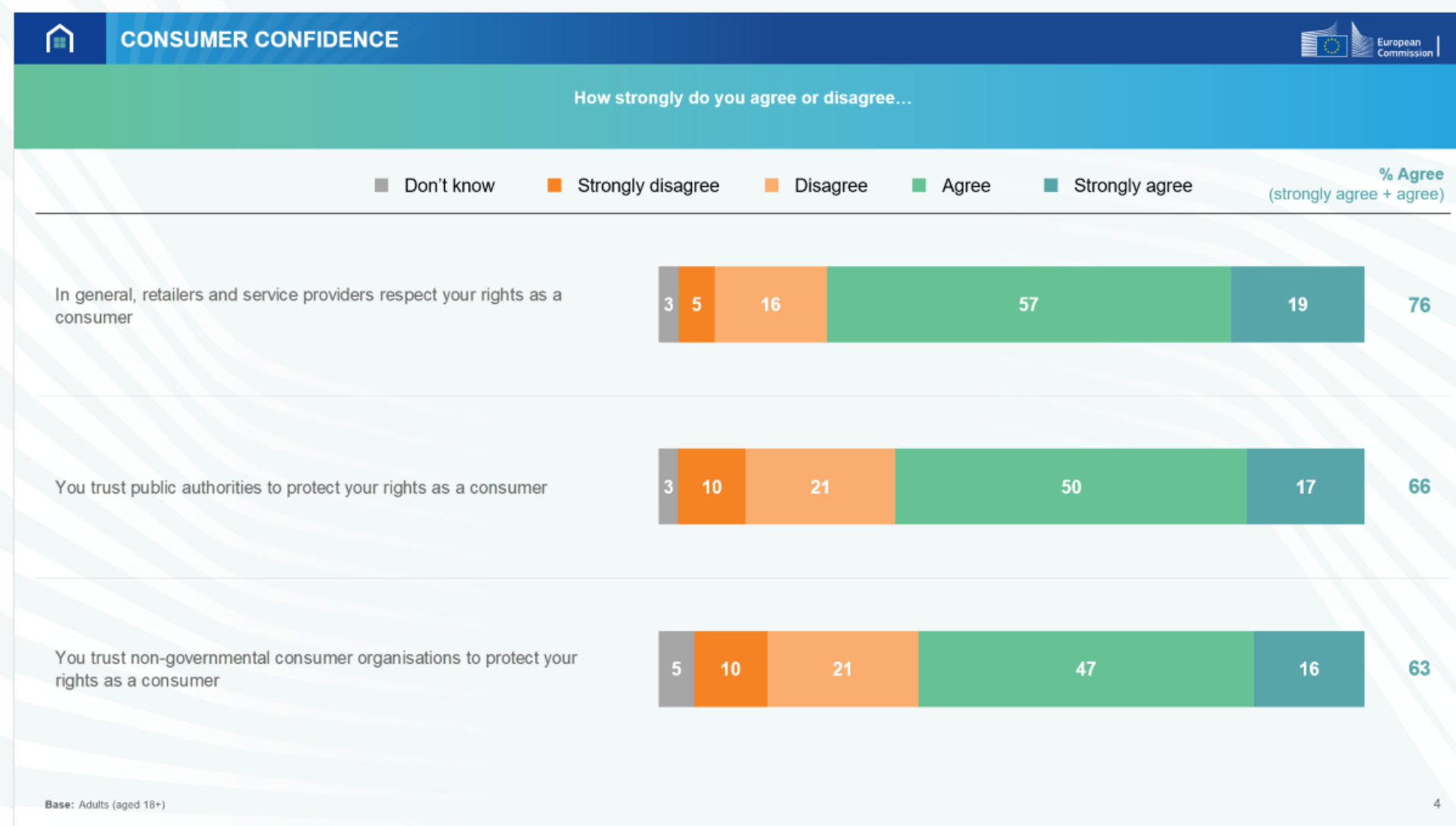
This slide deck also allows for the comparison of differences between countries and sociodemographic groups. It should be noted that survey results are subject to sampling tolerances meaning that not all apparent differences between groups may be statistically significant. For reasons of legibility and 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).

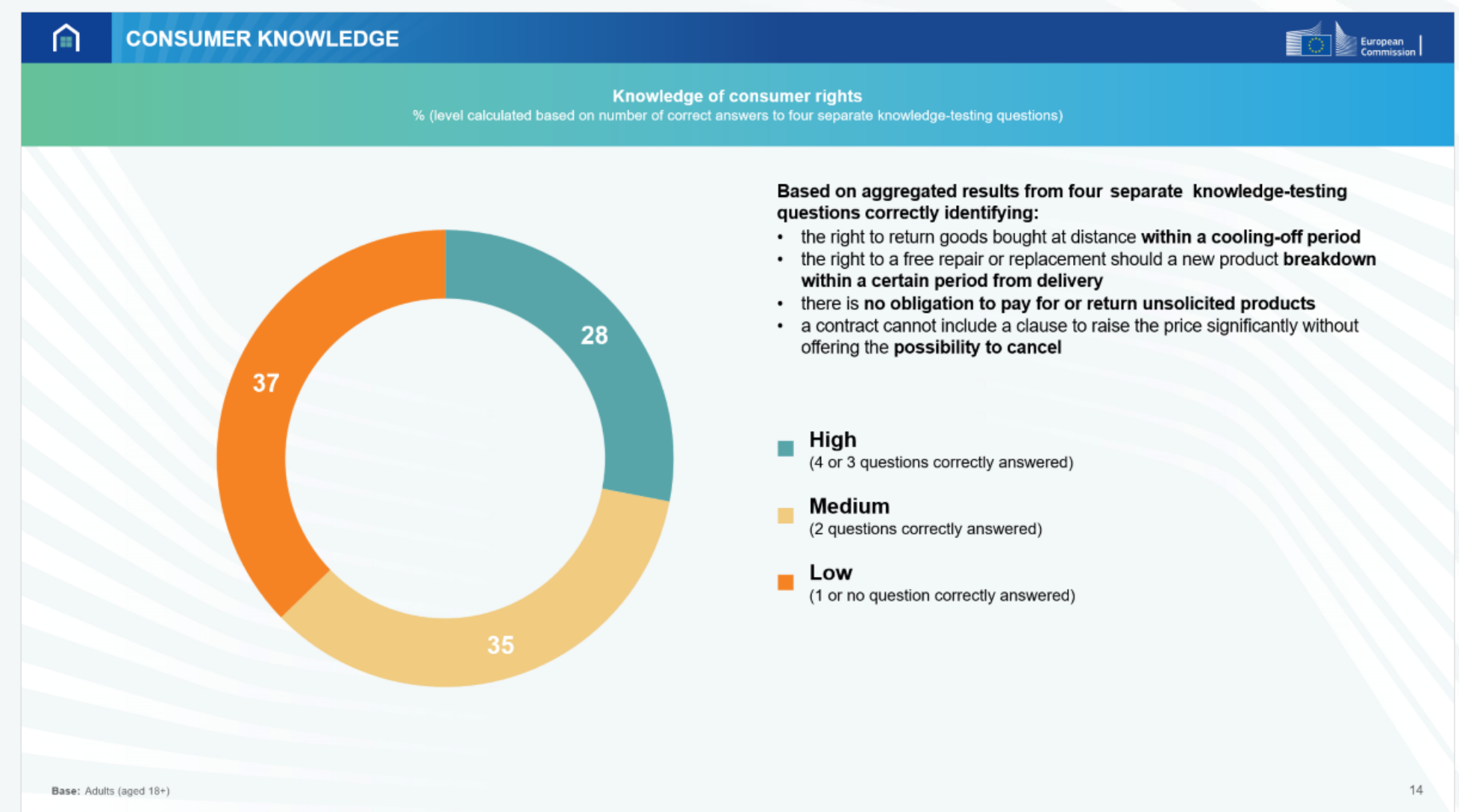
Where percentages do not sum to 100%, this may be due to computer rounding or multiple answers. Rounding can also cause a slight deviation between aggregate percentages (e.g., “fairly satisfied” + “very satisfied”) and the percentages of their separate components. For multiple answer questions, the “Yes 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.



CONSUMER CONFIDENCE IN ORGANISATIONS



CONSUMER KNOWLEDGE

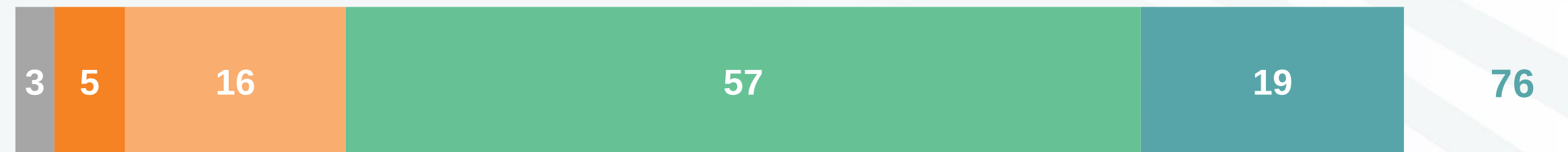




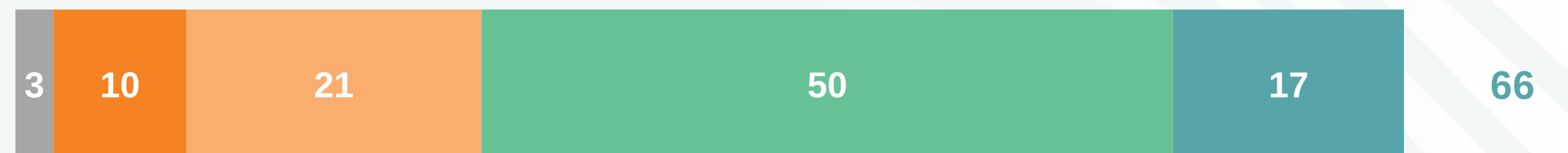
How strongly do you agree or disagree...

■ Don't know ■ Strongly disagree ■ Disagree ■ Agree ■ Strongly agree **% Agree**
(strongly agree + agree)

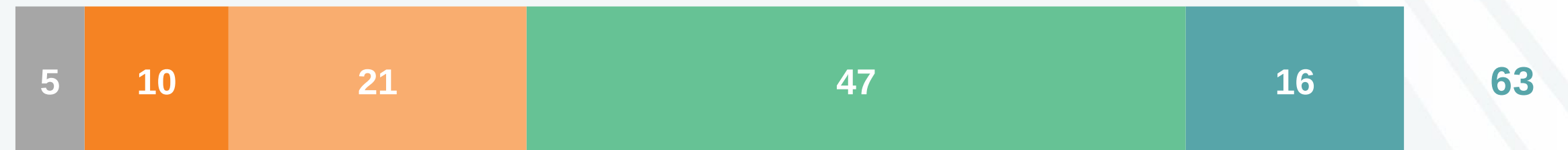
In general, retailers and service providers respect your rights as a consumer



You trust public authorities to protect your rights as a consumer



You trust non-governmental consumer organisations to protect your rights as a consumer





How strongly do you agree or disagree ... In general, retailers and service providers respect your rights as a consumer

% Agree (strongly agree + agree)

EU27 AVERAGE

76

GENDER

Male

76



Female

76



AGE

18-34 y.o.

79

35-54 y.o.

79

55-64 y.o.

73

65+ y.o.

72

EDUCATION

Less than high school

67

High school

75

Some college

80

HOUSEHOLD COMPOSITION



Single-person household

74



Married/cohabiting couple,
no children (living at home)

76



Single parent, children
living at home

75



Married/cohabiting couple,
with children living at home

78

OCCUPATION

Self-employed

77

Manager

78

Other white collar

81

Blue collar

76

Seeking a job

69

House-person and
other not in employment

70

Student

81

Retired

72

EASE OF MANAGING FINANCIALLY

Very difficult

70

Fairly difficult

74

Fairly easy

79

Very easy

78

PURCHASED ONLINE IN PAST 12 MONTHS

Yes

79

No

69

KNOWLEDGE OF CONSUMER RIGHTS

High

76

Medium

77

Low

76



How strongly do you agree or disagree ... In general, retailers and service providers respect your rights as a consumer

% Agree (strongly agree + agree)

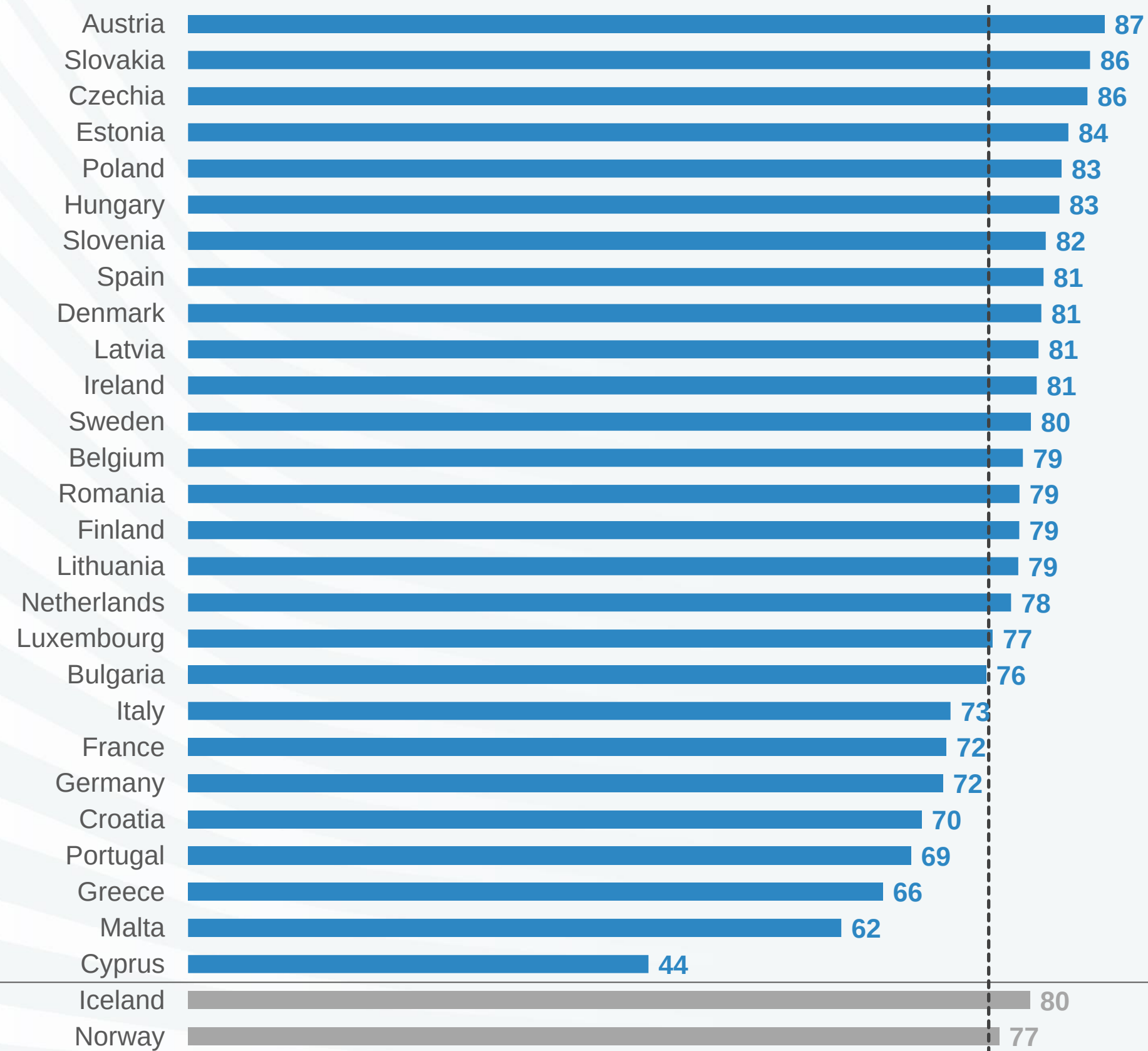
EU27 AVERAGE

2022

76

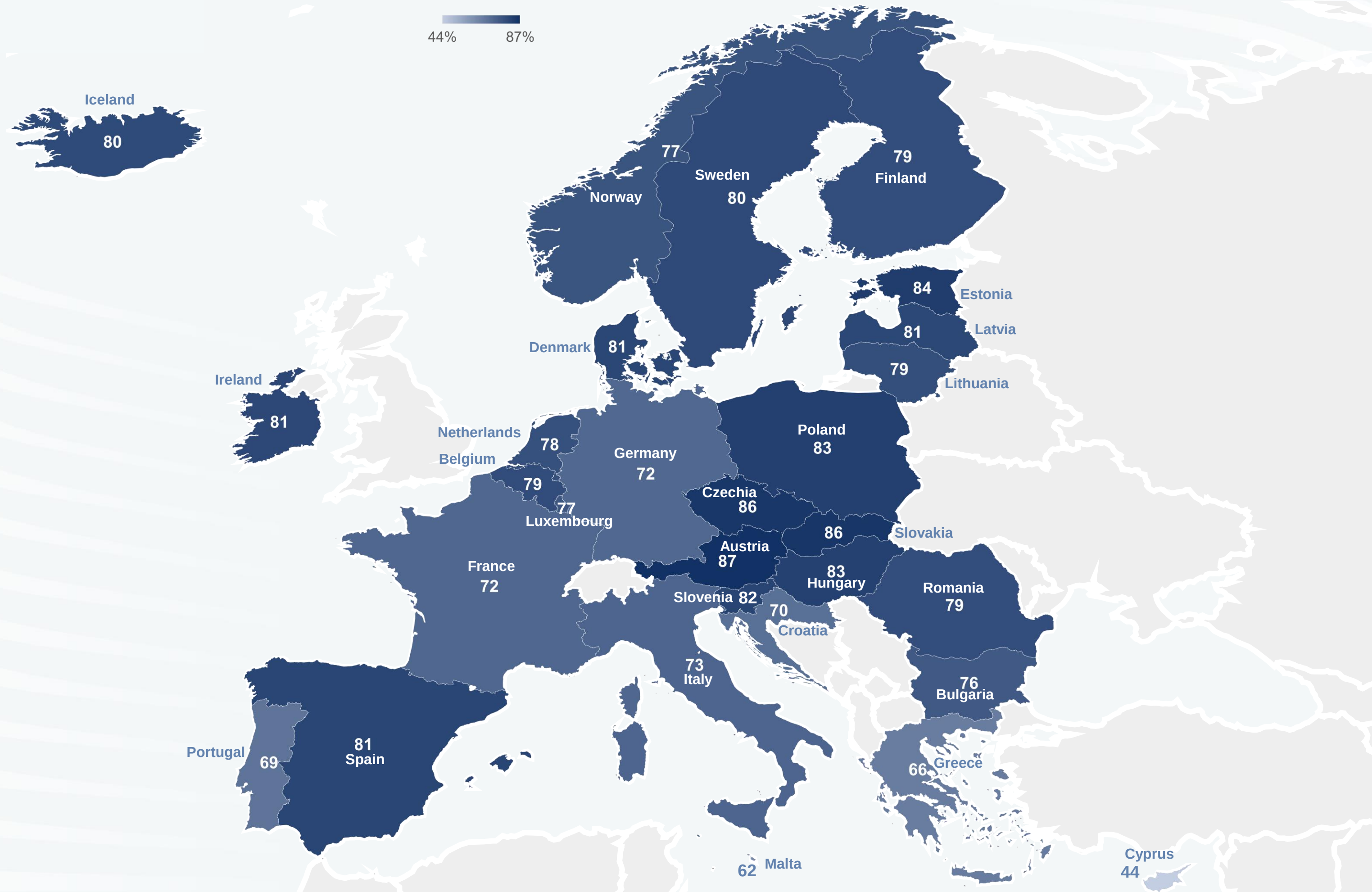
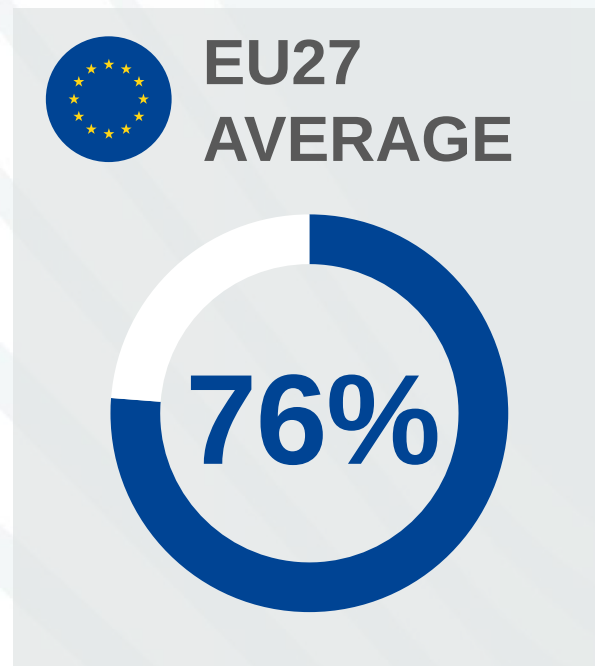
Change since 2018 (in pp)

+5,0





How strongly do you agree or disagree... In general, retailers and service providers respect your rights as a consumer
% Agree (strongly agree + agree)





How strongly do you agree or disagree ... You trust public authorities to protect your rights as a consumer

% Agree (strongly agree + agree)

EU27 AVERAGE

66

GENDER

Male

66



Female

66



AGE

18-34 y.o.

69



35-54 y.o.

67



55-64 y.o.

65



65+ y.o.

63



EDUCATION

Less than high school

62



High school

67



Some college

67



HOUSEHOLD COMPOSITION



Single-person household

65



Married/cohabiting couple,
no children (living at home)

66



Single parent, children
living at home

69



Married/cohabiting couple,
with children living at home

67



OCCUPATION

Self-employed

65



Manager

67



Other white collar

70



Blue collar

69



Seeking a job

61



House-person and
other not in employment

64



Student

71



Retired

63



EASE OF MANAGING FINANCIALLY

Very difficult

60



Fairly difficult

63



Fairly easy

69



Very easy

69



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

68



No

62



KNOWLEDGE OF CONSUMER RIGHTS

High

69



Medium

65



Low

65





How strongly do you agree or disagree ... You trust public authorities to protect your rights as a consumer

% Agree (strongly agree + agree)

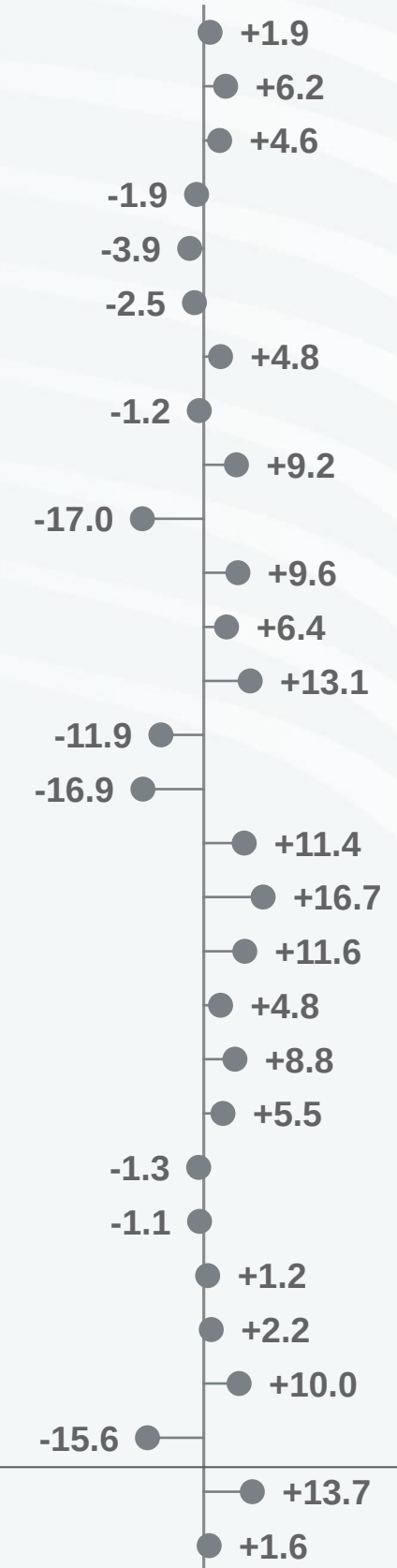
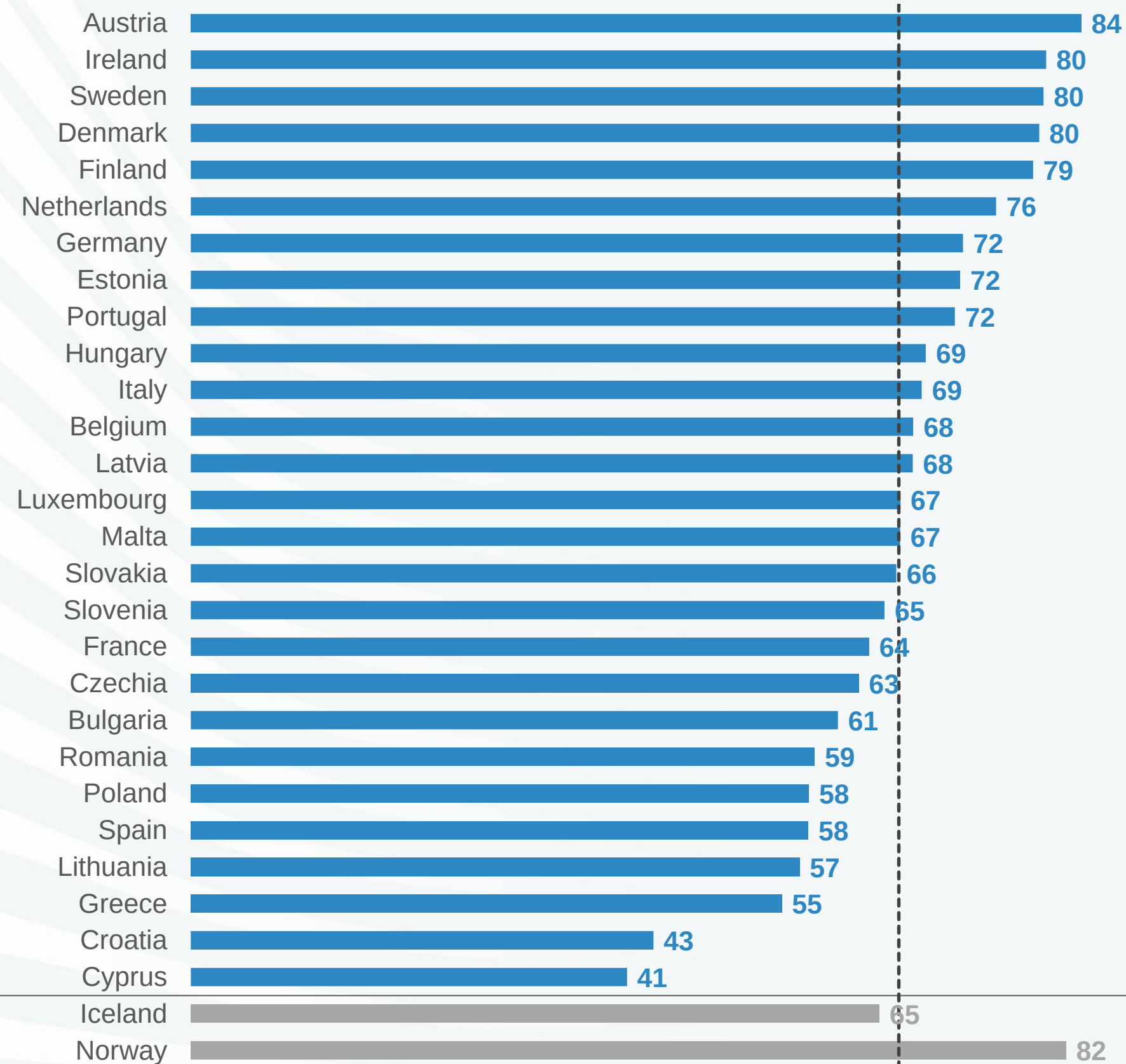
EU27 AVERAGE

2022

66

Change since 2018 (in pp)

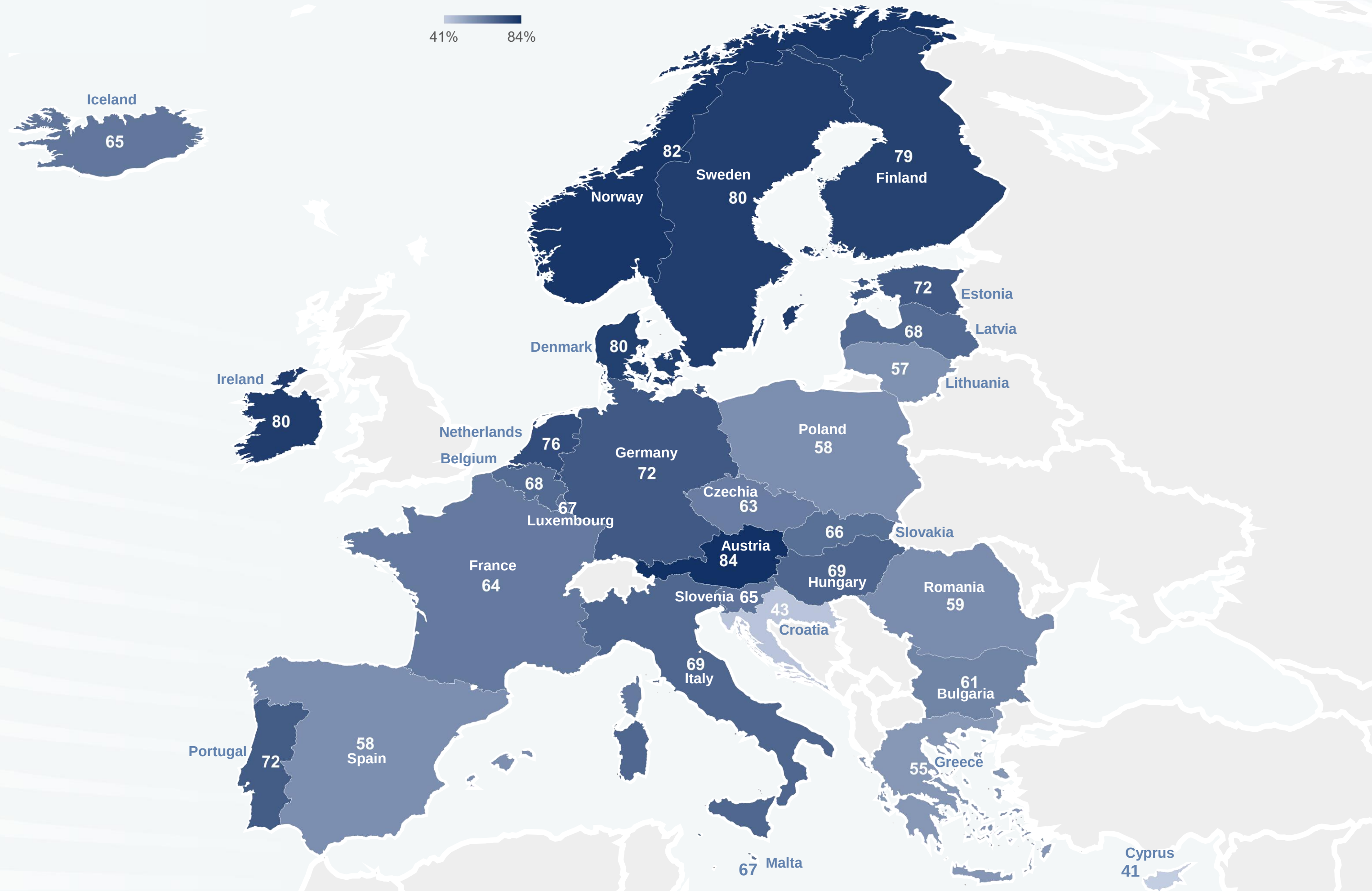
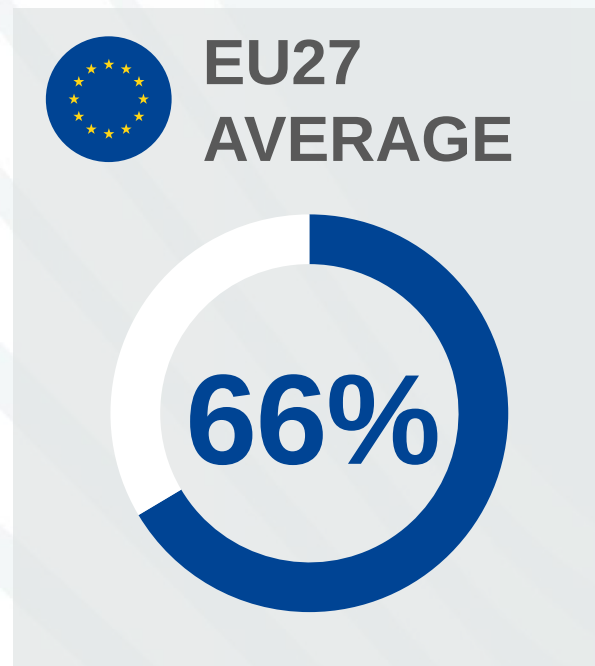
+4,6





How strongly do you agree or disagree... You trust public authorities to protect your rights as a consumer

% Agree (strongly agree + agree)





How strongly do you agree or disagree ... You trust non-governmental consumer organisations to protect your rights as a consumer

% Agree (strongly agree + agree)

EU27 AVERAGE

63

GENDER

Male

63



Female

63



AGE

18-34 y.o.

67



35-54 y.o.

65



55-64 y.o.

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65+ y.o.

59



EDUCATION

Less than high school

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High school

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Some college

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HOUSEHOLD COMPOSITION



Single-person household

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Married/cohabiting couple,
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Self-employed

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Manager

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Student

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Retired

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EASE OF MANAGING FINANCIALLY

Very difficult

56



Fairly difficult

62



Fairly easy

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Very easy

68



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

65



No

58



KNOWLEDGE OF CONSUMER RIGHTS

High

65



Medium

62



Low

63





How strongly do you agree or disagree ... You trust non-governmental consumer organisations to protect your rights as a consumer

% Agree (strongly agree + agree)

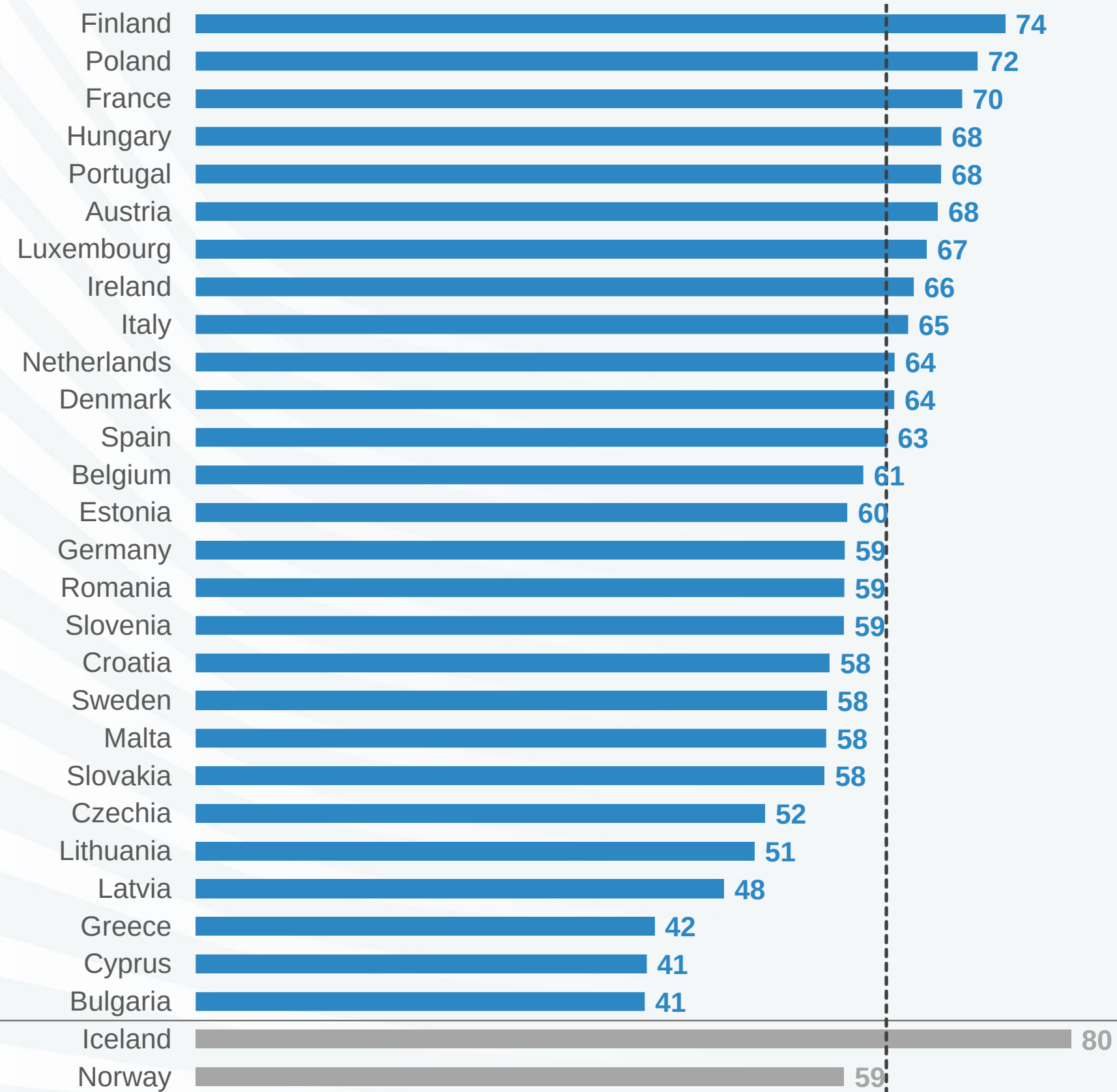
EU27 AVERAGE

2022

63

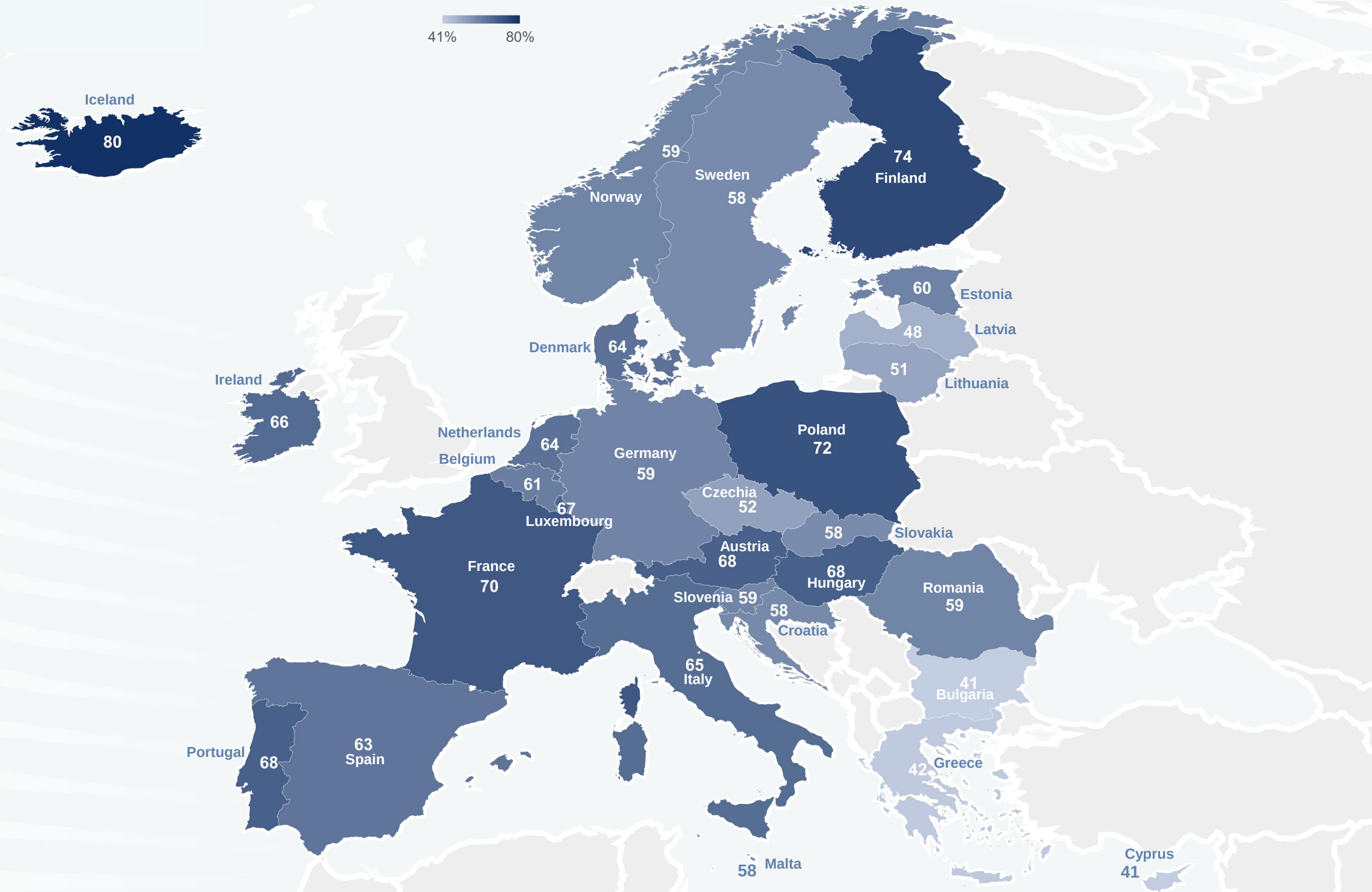
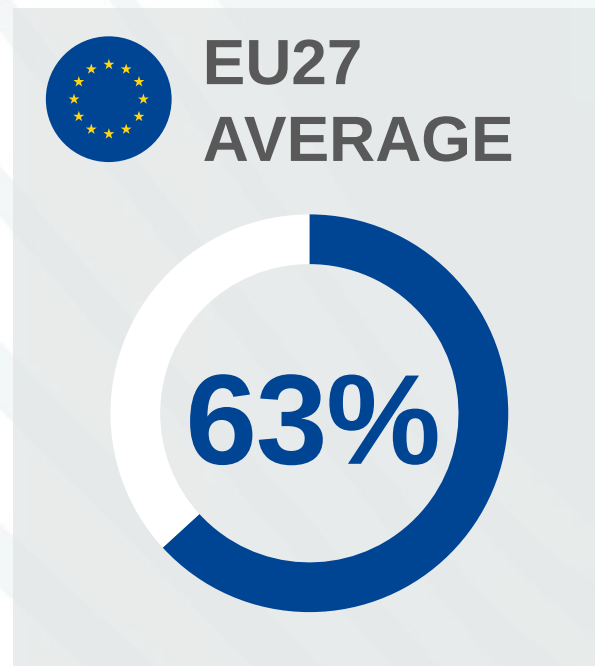
Change since 2018 (in pp)

+2,5





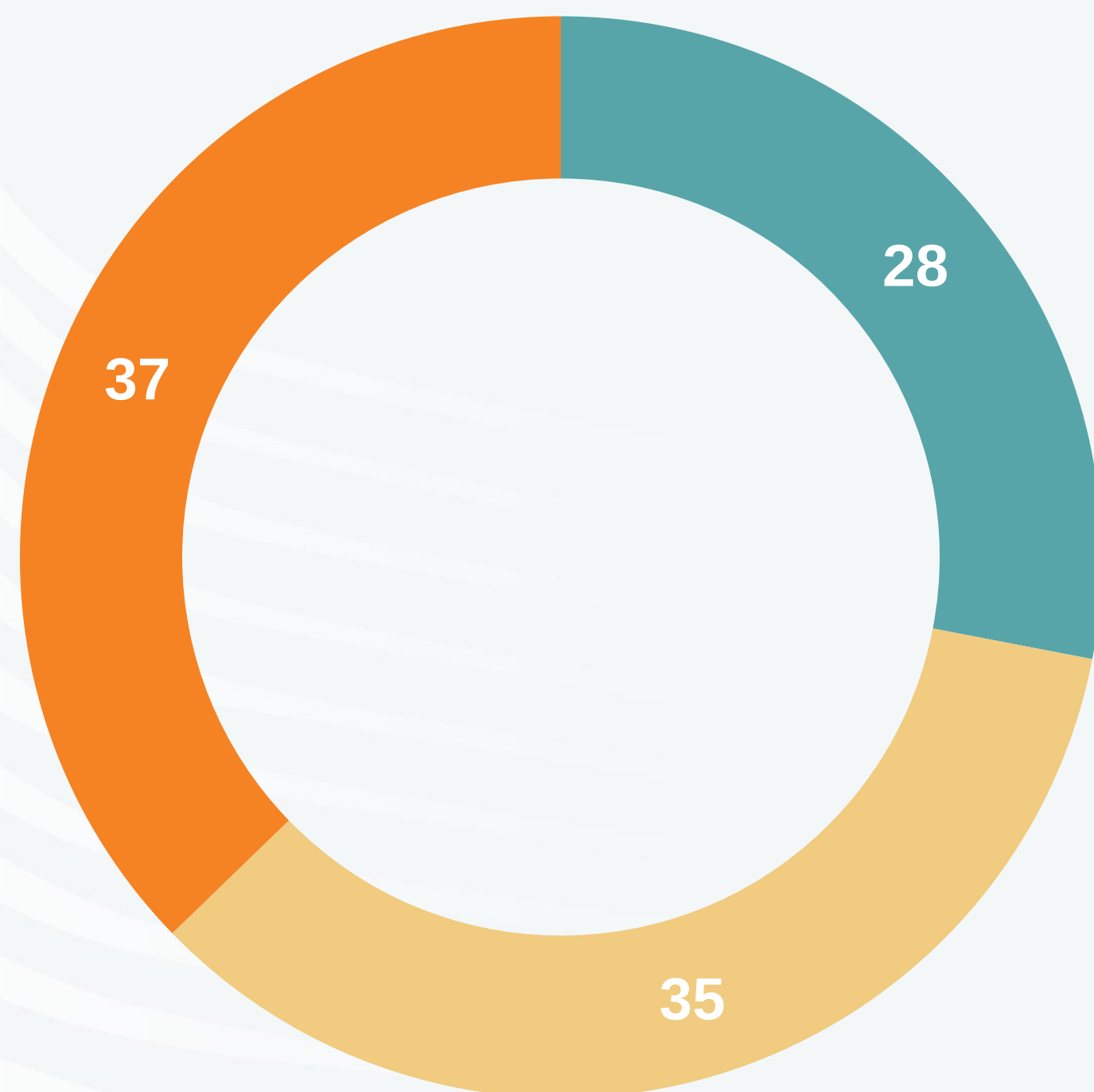
How strongly do you agree or disagree... You trust non-governmental consumer organisations to protect your rights as a consumer
% Agree (strongly agree + agree)





Knowledge of consumer rights

% (level calculated based on number of correct answers to four separate knowledge-testing questions)



Based on aggregated results from four separate knowledge-testing questions correctly identifying:

- the right to return goods bought at distance **within a cooling-off period**
- the right to a free repair or replacement should a new product **breakdown within a certain period from delivery**
- there is **no obligation to pay for or return unsolicited products**
- a contract cannot include a clause to raise the price significantly without offering the **possibility to cancel**

-  **High**
(4 or 3 questions correctly answered)
-  **Medium**
(2 questions correctly answered)
-  **Low**
(1 or no question correctly answered)



Knowledge of consumer rights

% Low

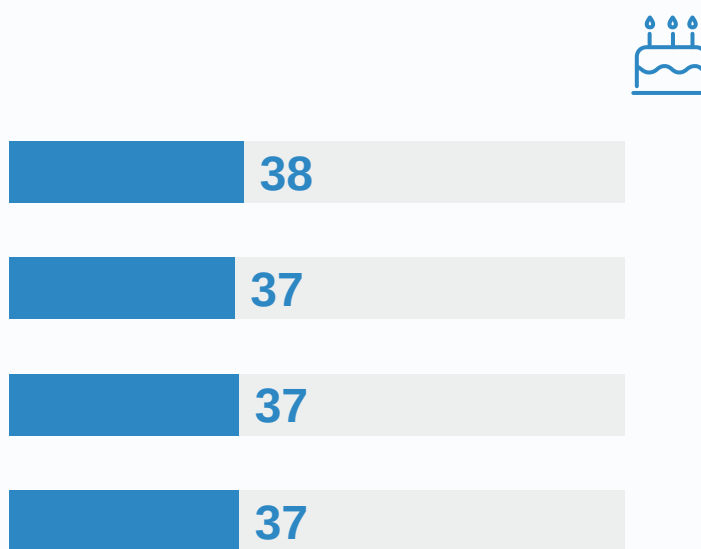
EU27 AVERAGE

37

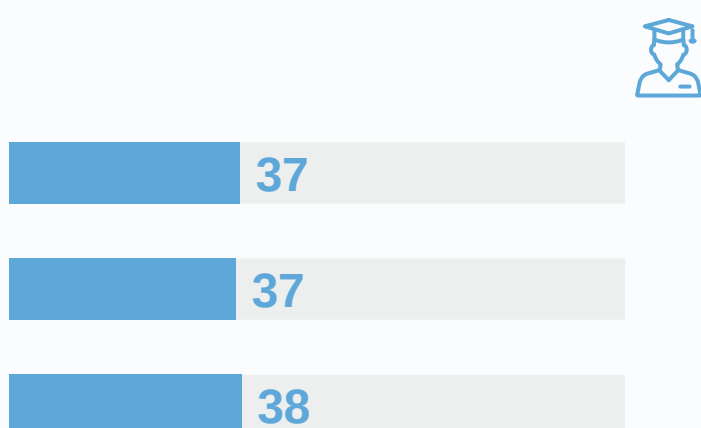
GENDER



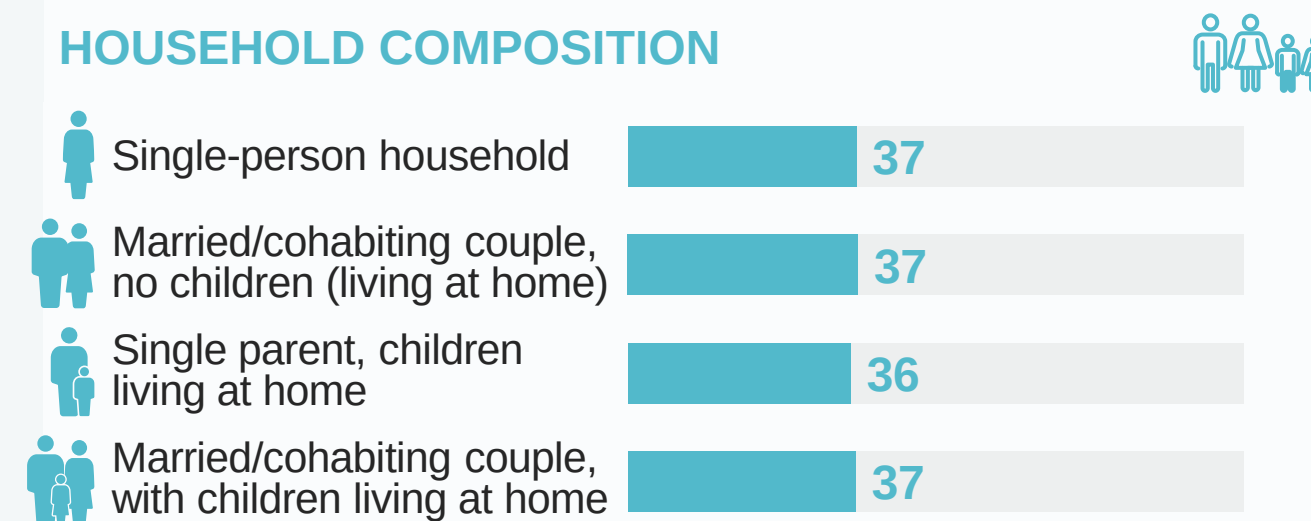
AGE



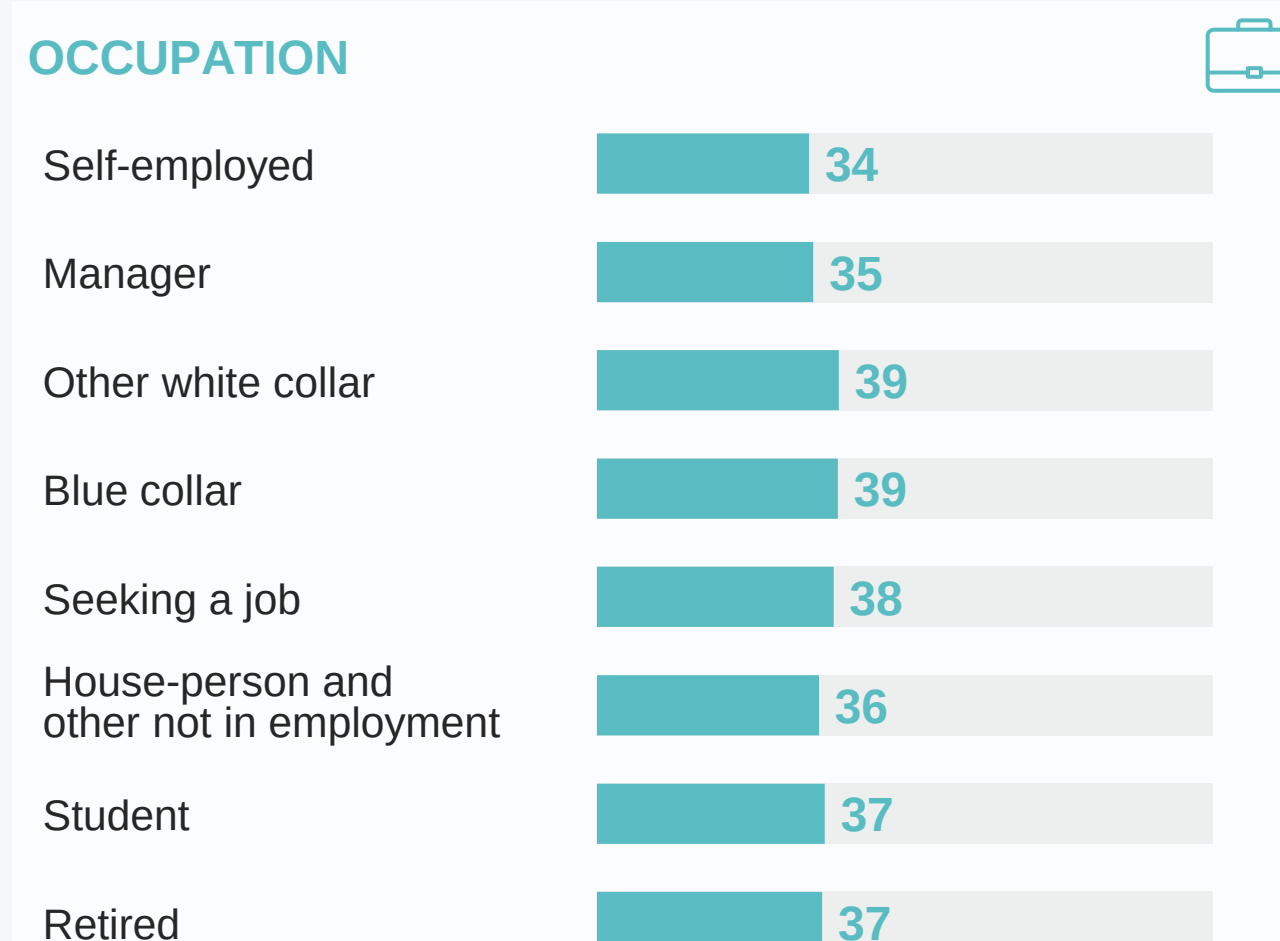
EDUCATION



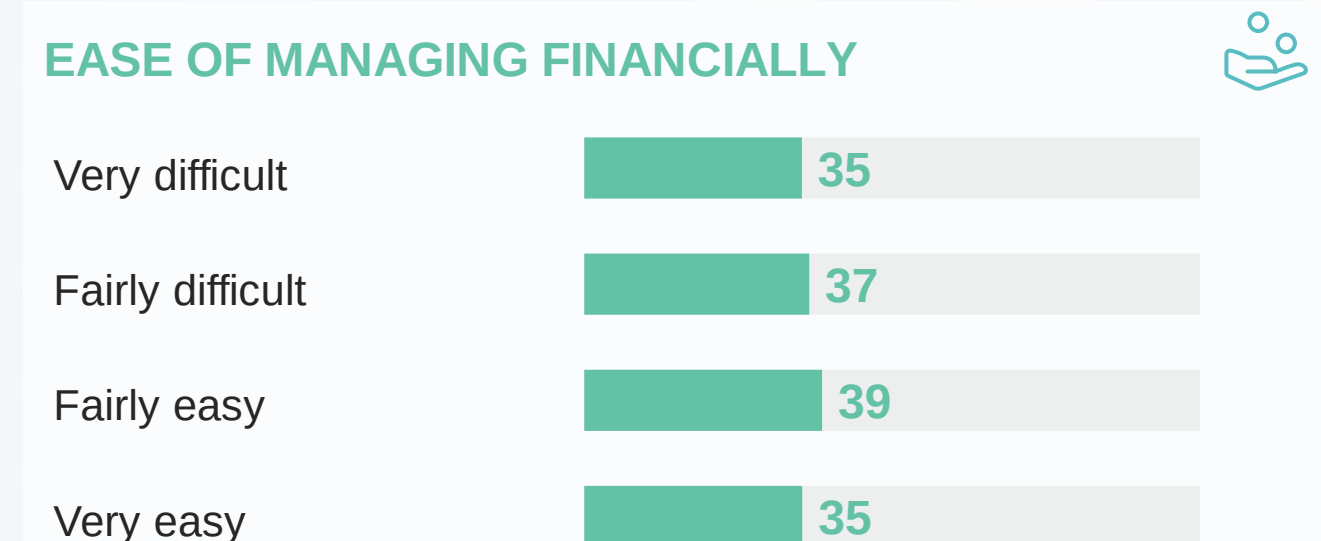
HOUSEHOLD COMPOSITION



OCCUPATION



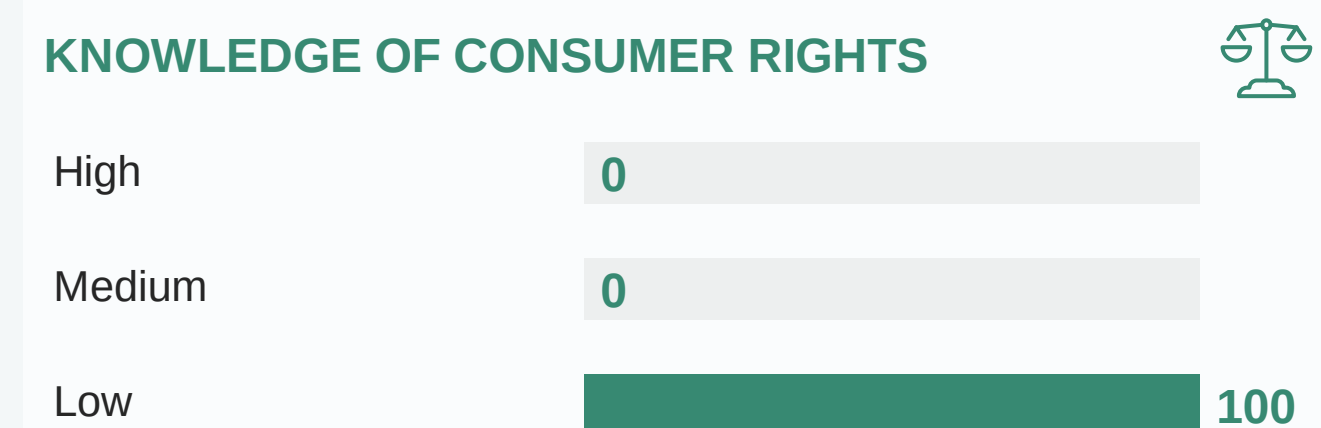
EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





Knowledge of consumer rights

% Low

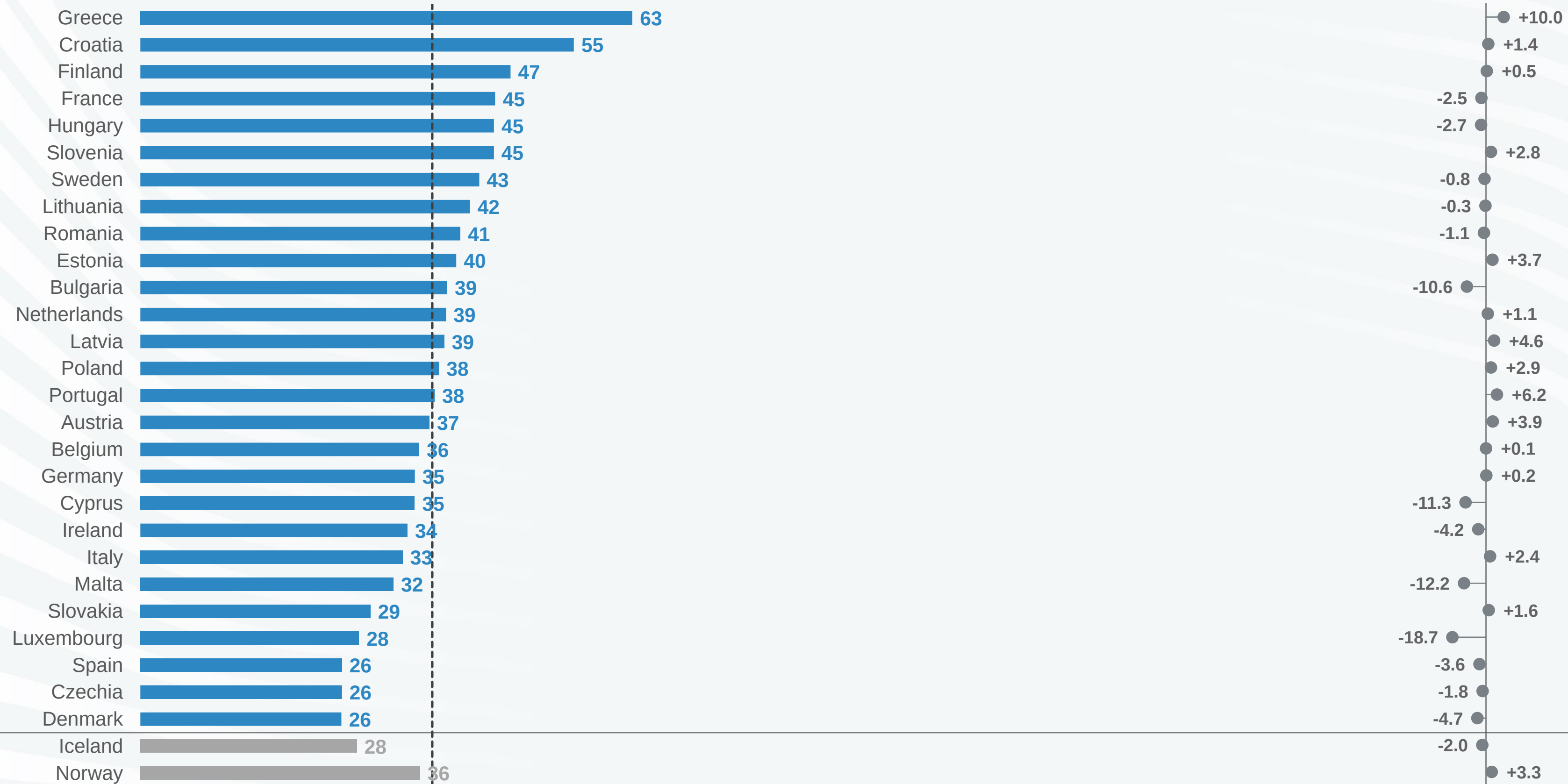
EU27 AVERAGE

2022

37

Change since 2020 (in pp)

-0,0



Base: Adults (aged 18+) with low consumer knowledge

Note: No trend data available for 2018. The question was added/reformulated in 2020.



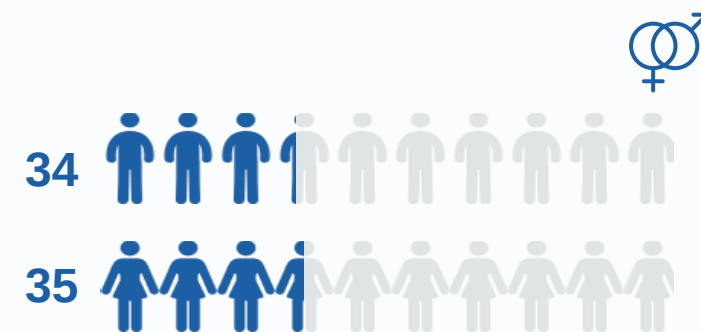
Knowledge of consumer rights

% Medium

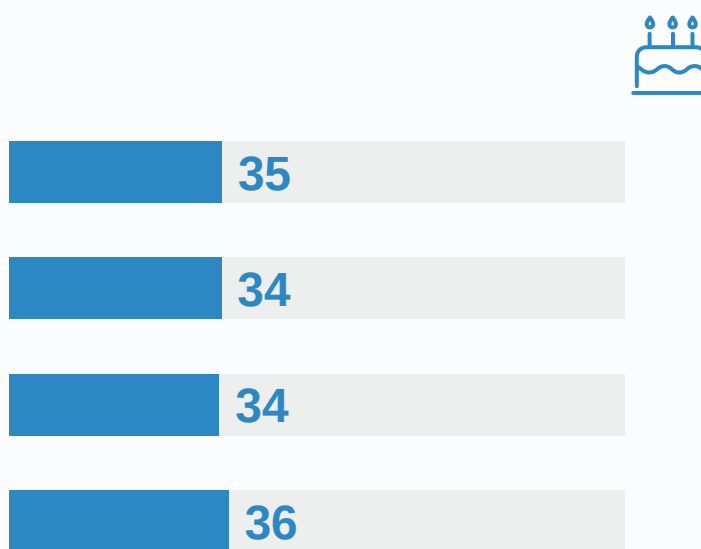
EU27 AVERAGE

35

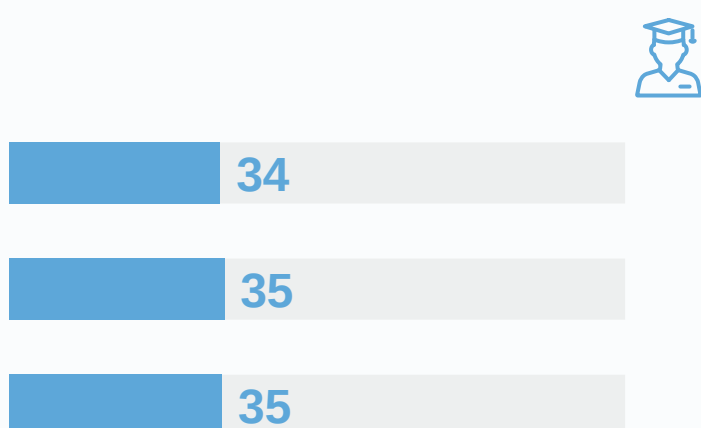
GENDER



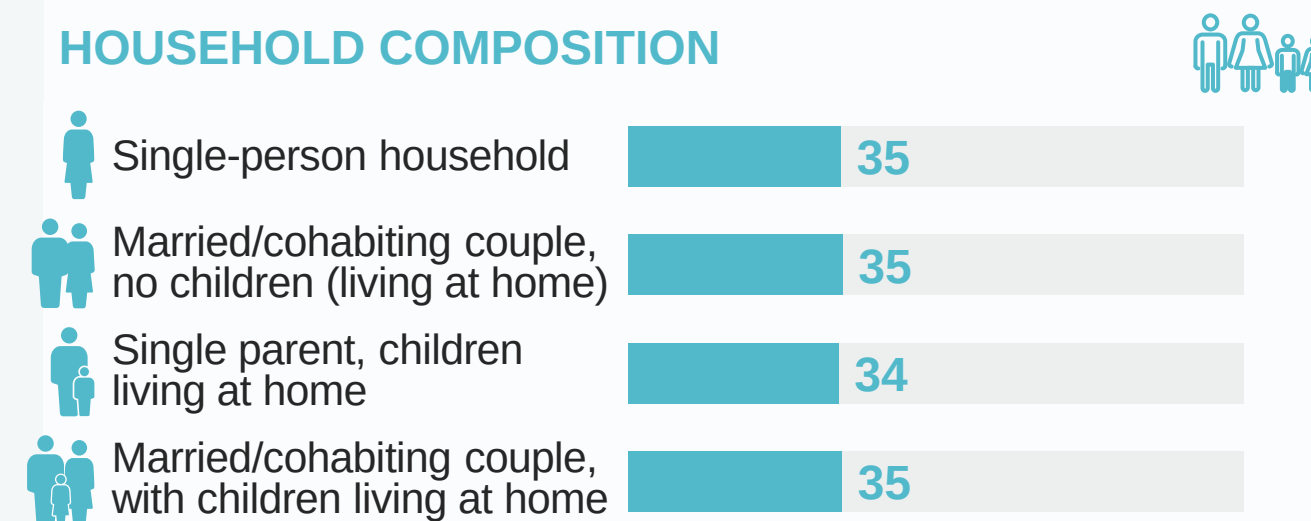
AGE



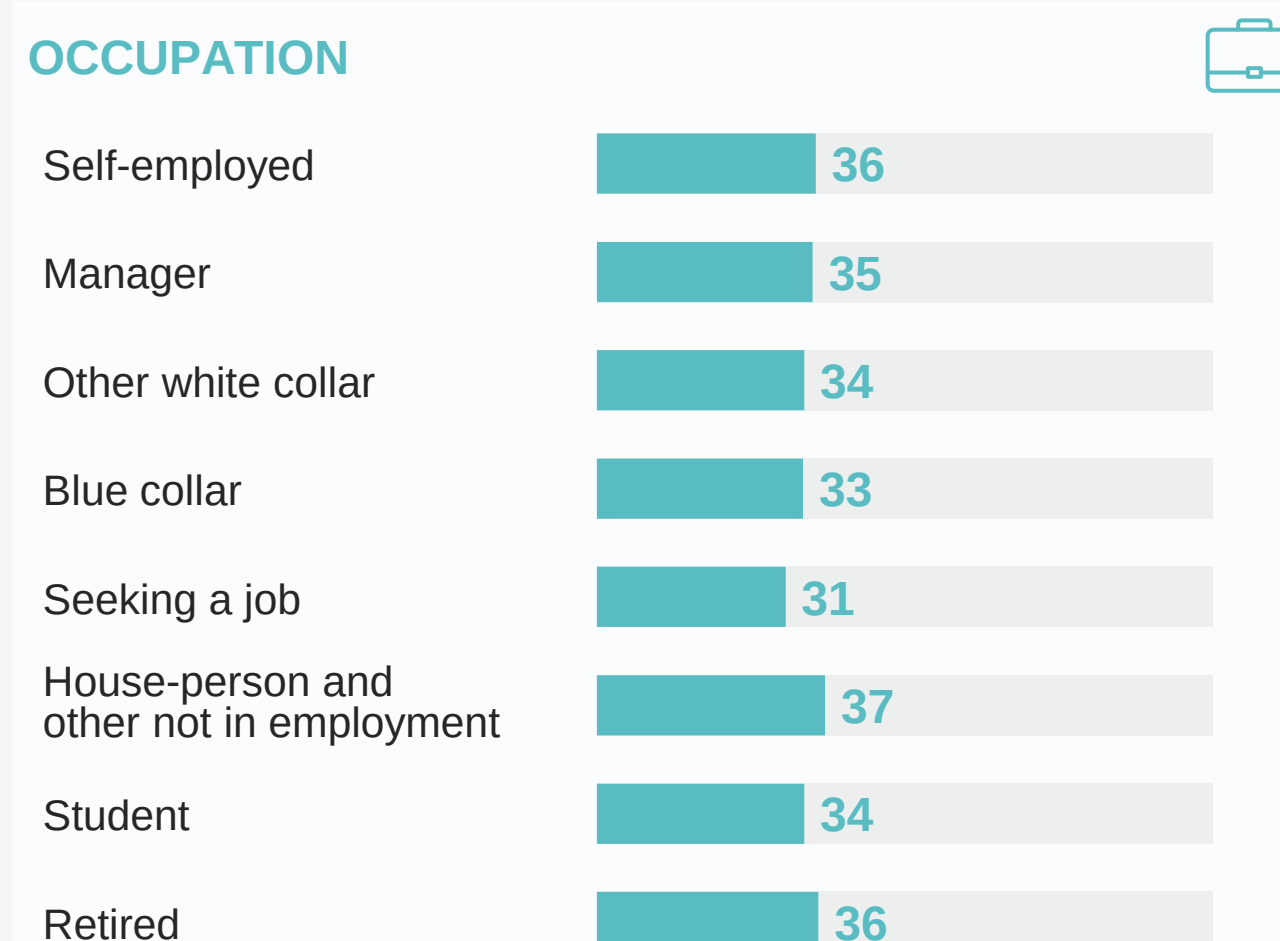
EDUCATION



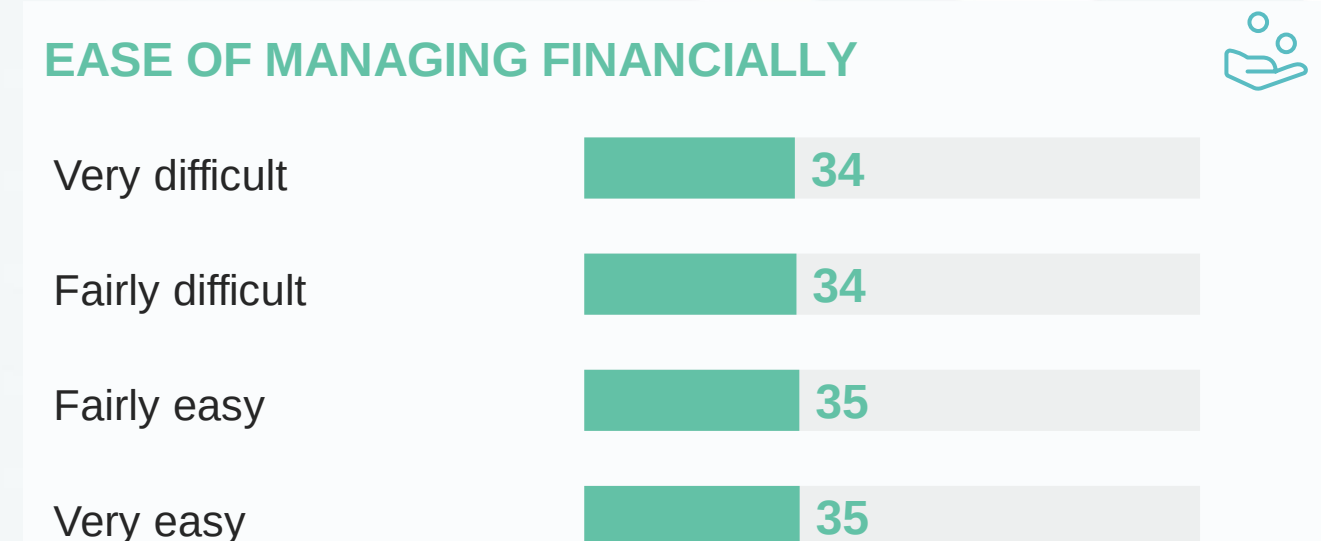
HOUSEHOLD COMPOSITION



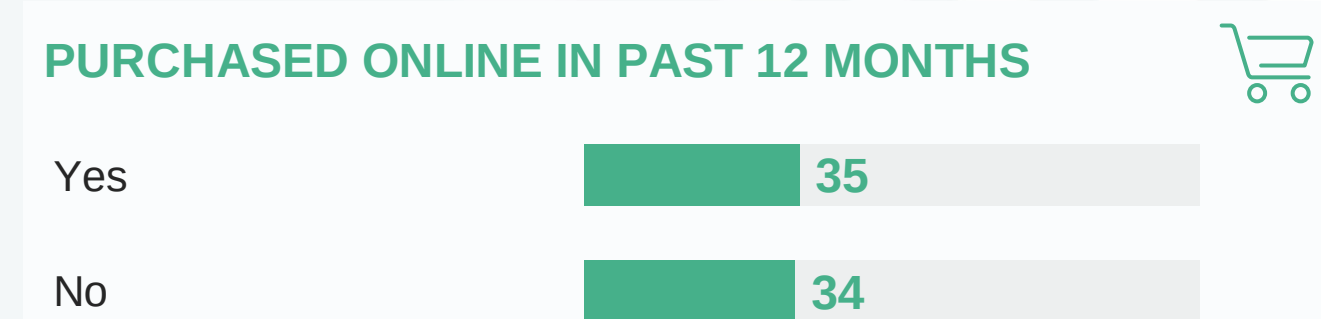
OCCUPATION



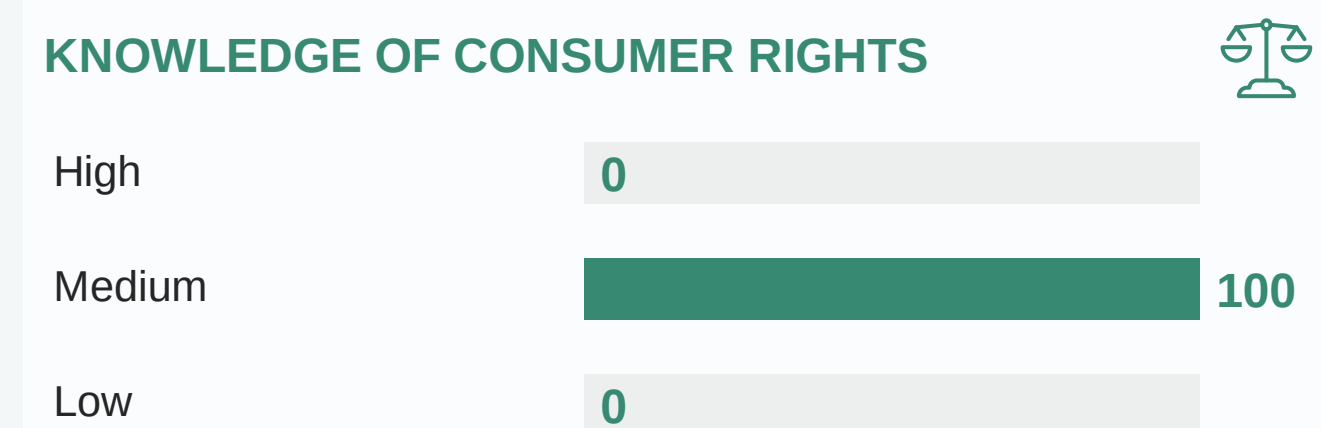
EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





Knowledge of consumer rights % Medium

EU27 AVERAGE

2022

35

Change since 2020 (in pp)

-0,6



Base: Adults (aged 18+) with a medium level of consumer knowledge

Note: No trend data available for 2018. The question was added/reformulated in 2020.



Knowledge of consumer rights % High

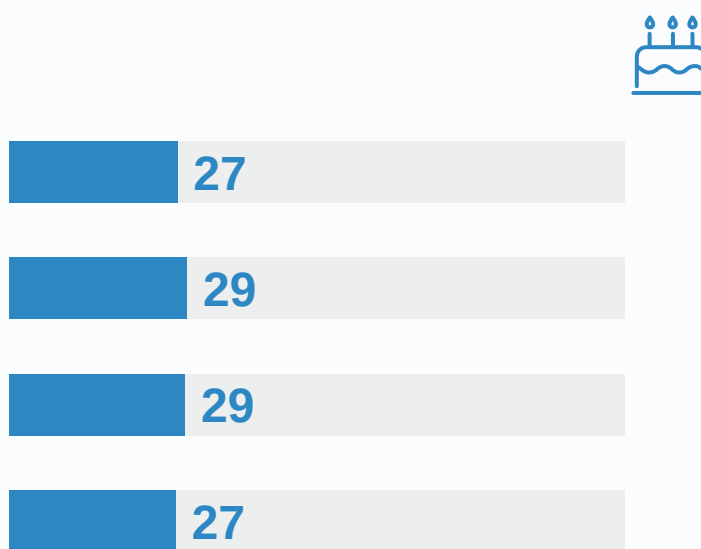
EU27 AVERAGE

28

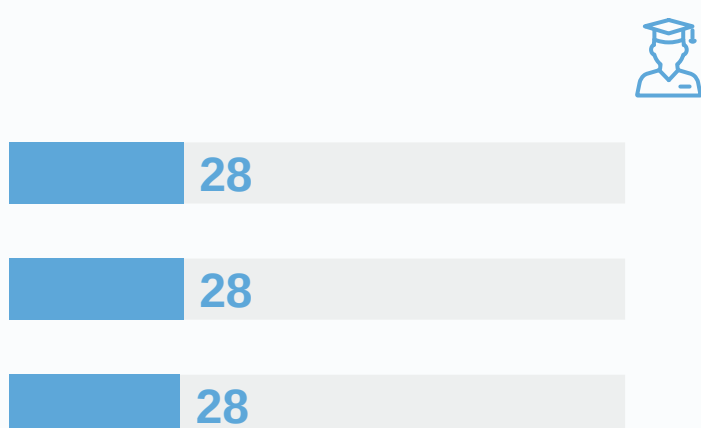
GENDER



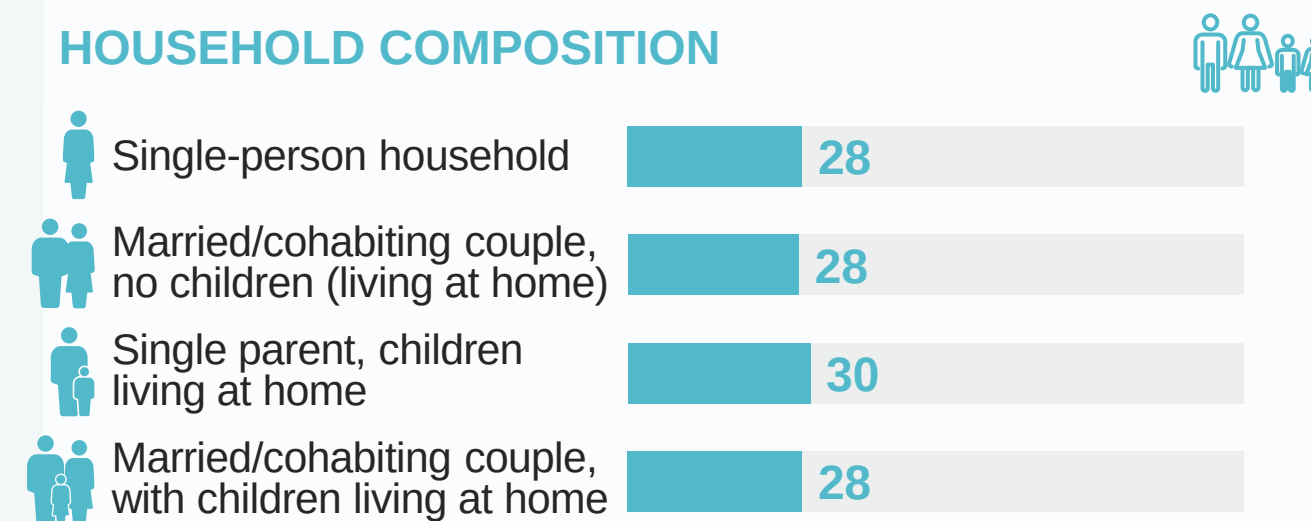
AGE



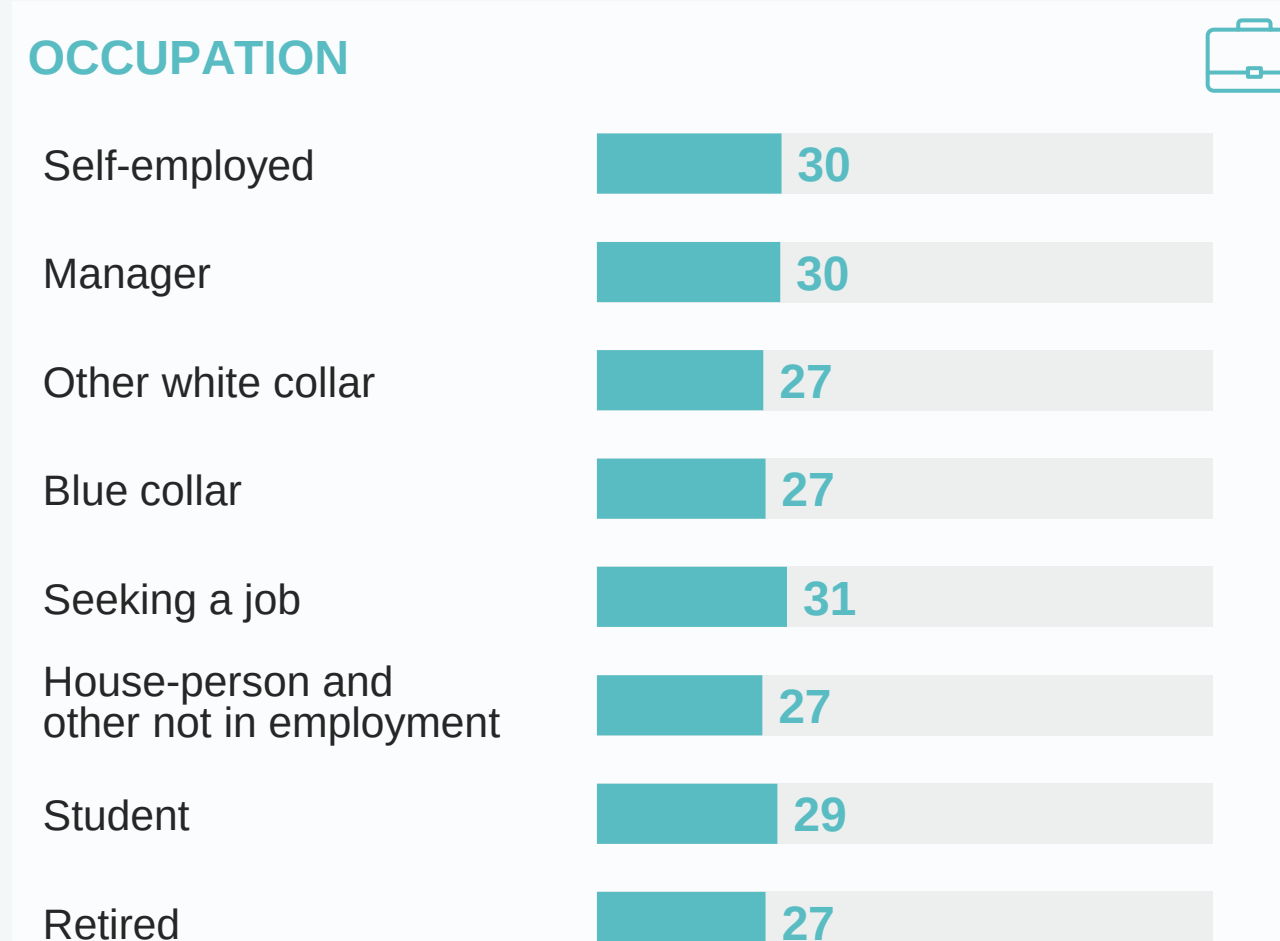
EDUCATION



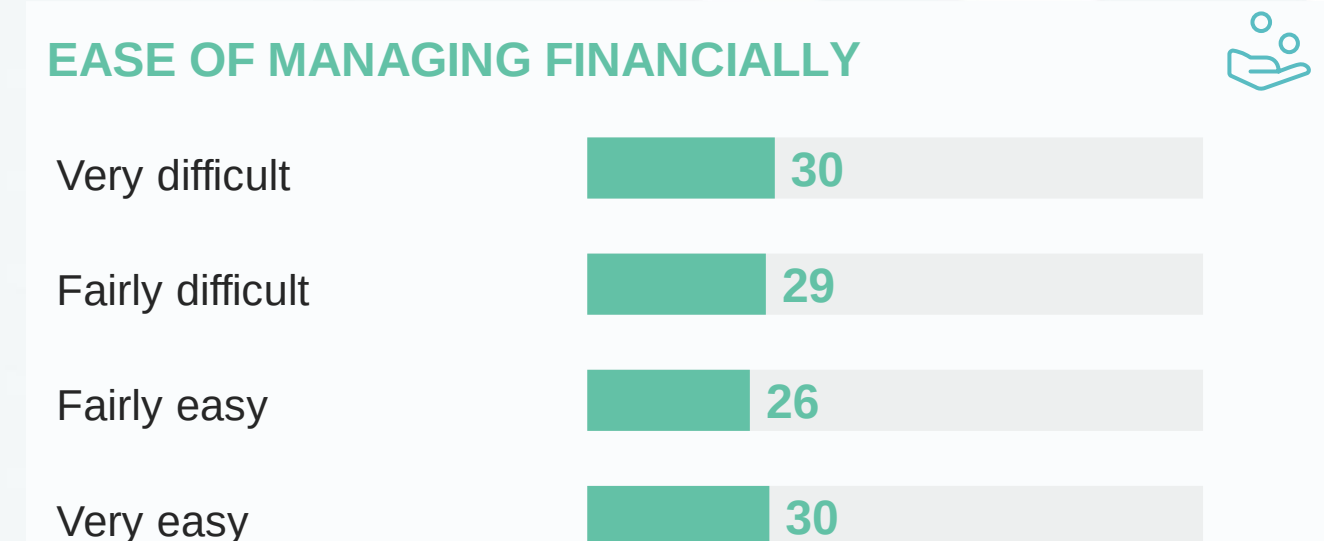
HOUSEHOLD COMPOSITION



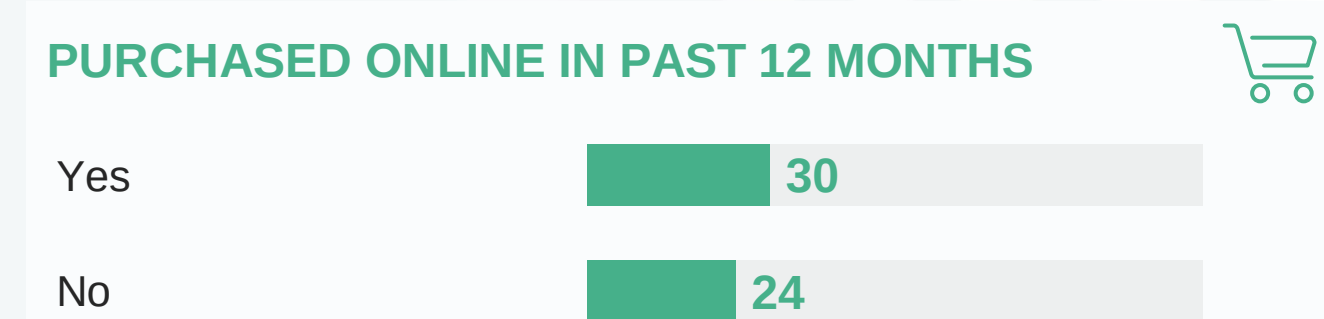
OCCUPATION



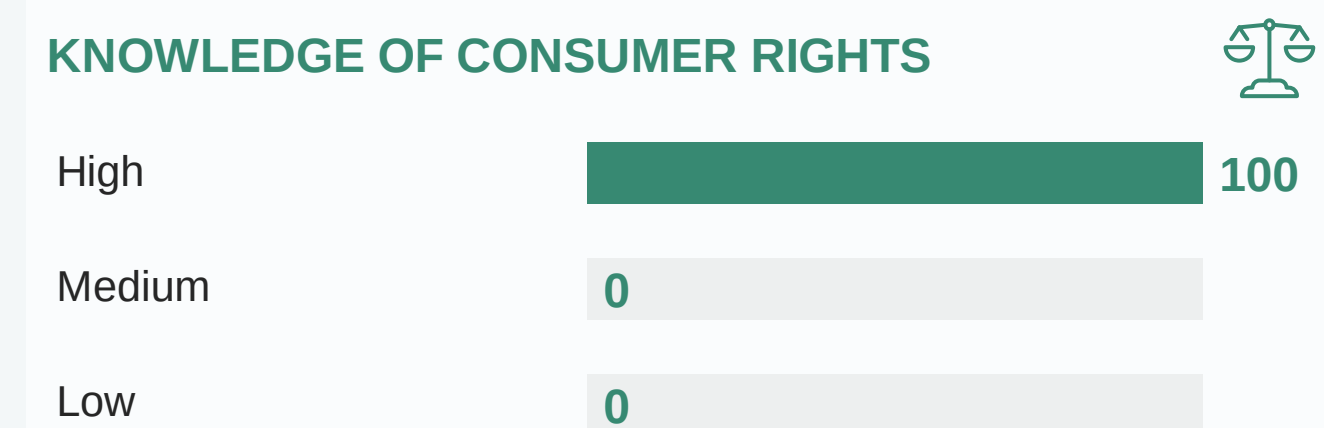
EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





Knowledge of consumer rights % High

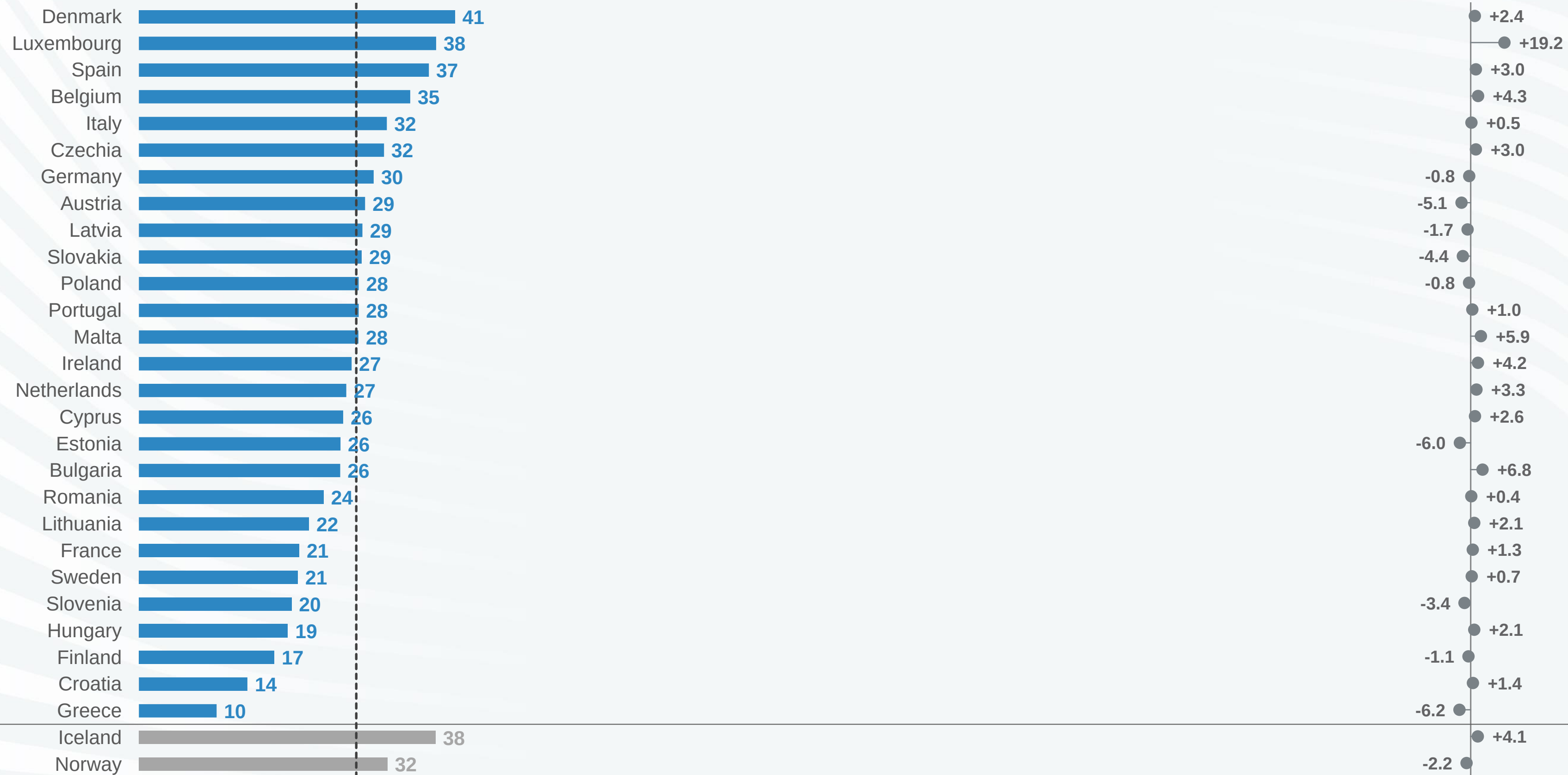
EU27 AVERAGE

2022

28

Change since 2020 (in pp)

+0,6

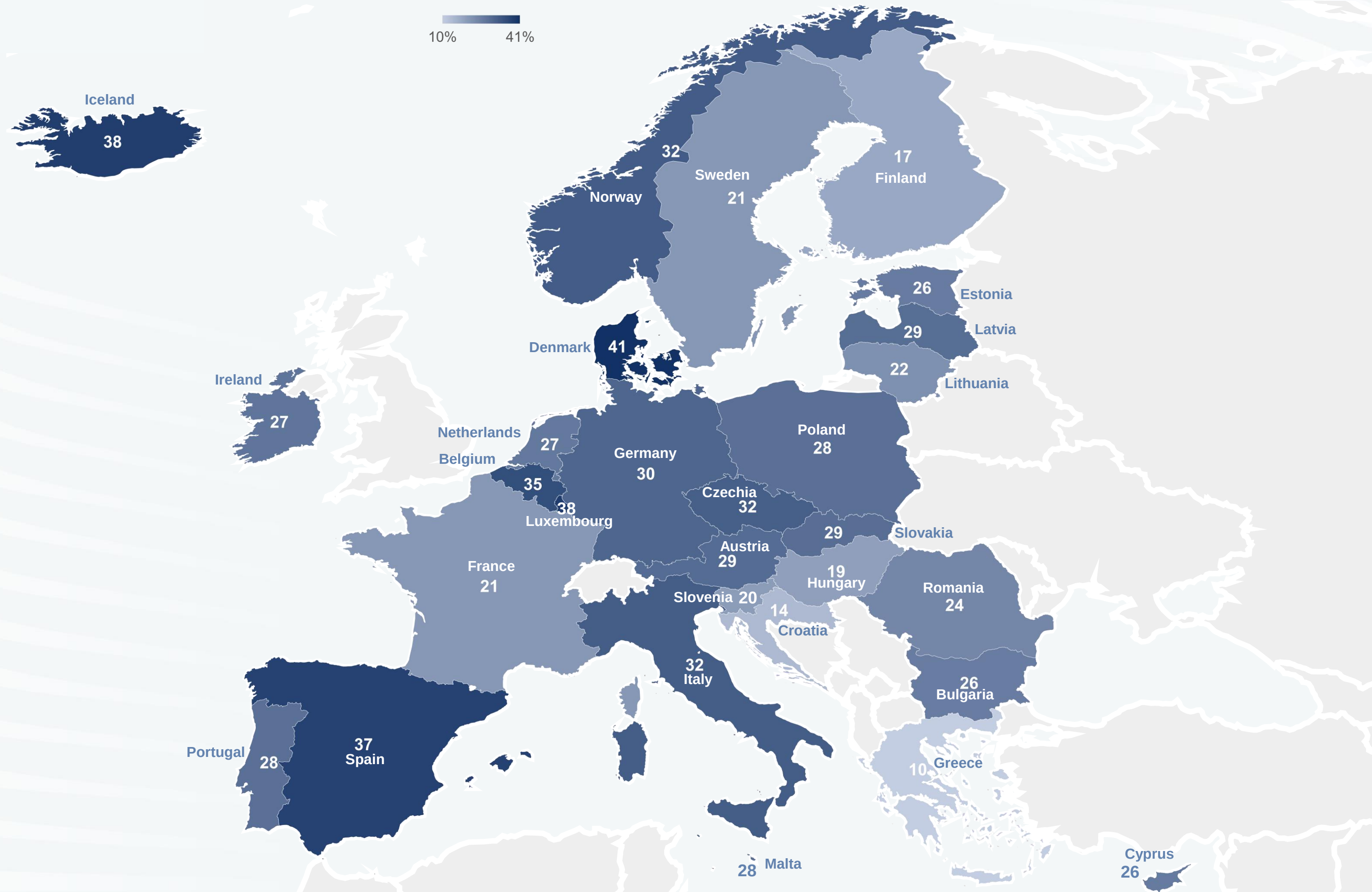
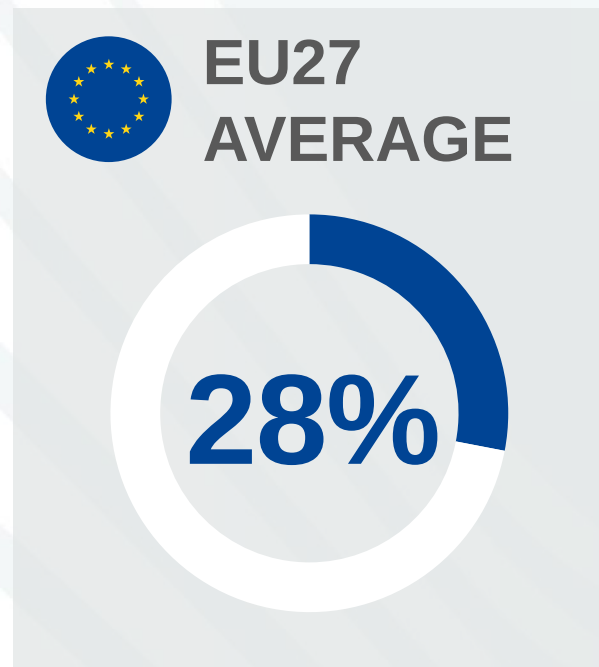


Base: Adults (aged 18+) with a high level of consumer knowledge

Note: No trend data available for 2018. The question was added/reformulated in 2020.

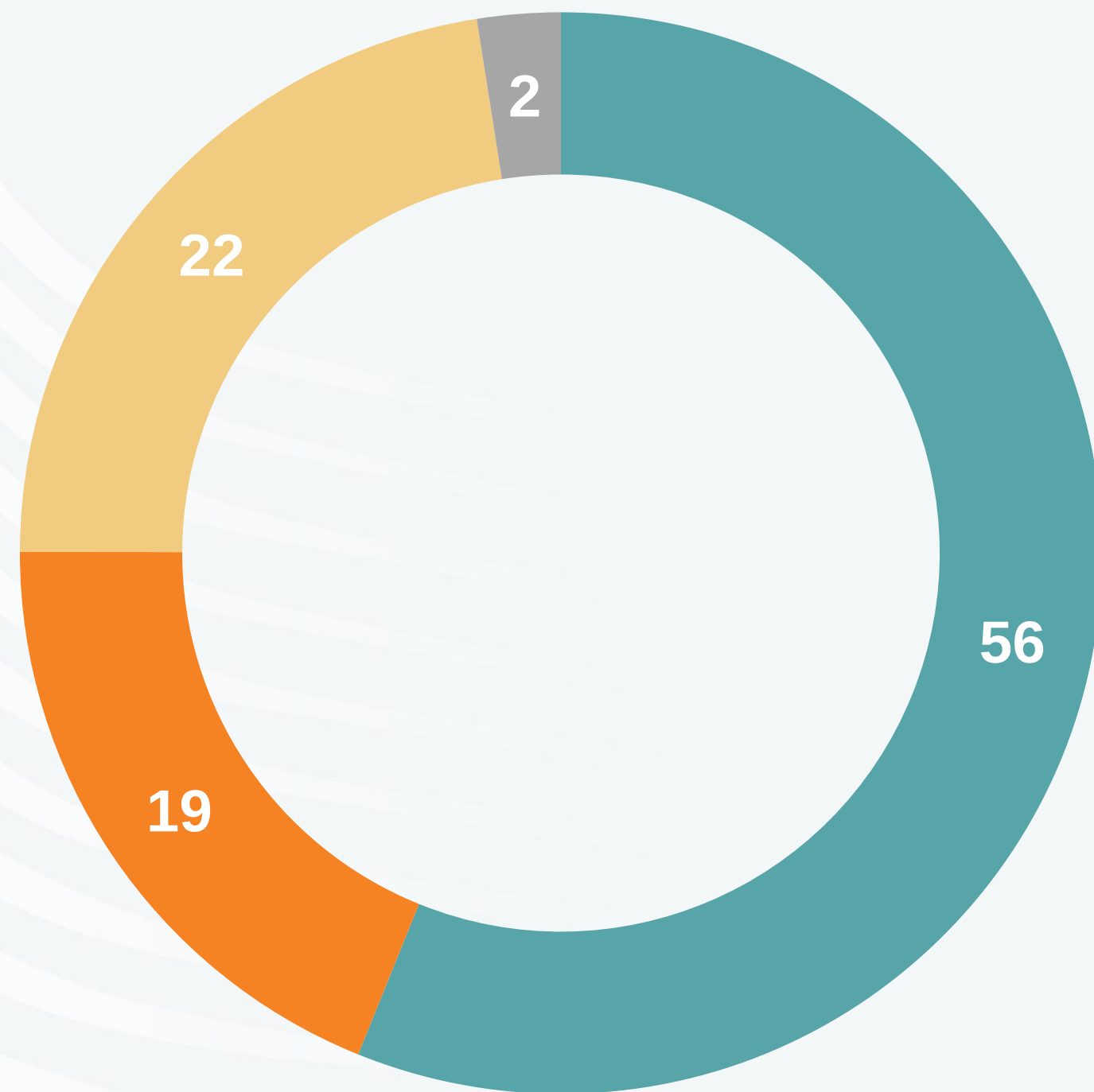


Knowledge of consumer rights % High





Suppose you ordered a new electronic product by post, phone or the Internet, do you think you have the right to return the product 4 days after its delivery and get your money back, without giving any reason?



- Yes = correct answer
- No
- It depends on the product
- Don't know / Not applicable



Suppose you ordered a new electronic product by post, phone or the Internet, do you think you have the right to return the product 4 days after its delivery and get your money back, without giving any reason?

% Giving the correct answer (Yes)

EU27 AVERAGE

56

GENDER

Male

58



Female

54



AGE

18-34 y.o.

56



35-54 y.o.

57



55-64 y.o.

55



65+ y.o.

55



EDUCATION

Less than high school

55



High school

56



Some college

56



HOUSEHOLD COMPOSITION



Single-person household

54



Married/cohabiting couple, no children (living at home)

55



Single parent, children living at home

55



Married/cohabiting couple, with children living at home

59



OCCUPATION

Self-employed

56



Manager

57



Other white collar

56



Blue collar

58



Seeking a job

53



House-person and other not in employment

55



Student

56



Retired

56



EASE OF MANAGING FINANCIALLY

Very difficult

57



Fairly difficult

58



Fairly easy

54



Very easy

57



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

59



No

48



KNOWLEDGE OF CONSUMER RIGHTS

High

91



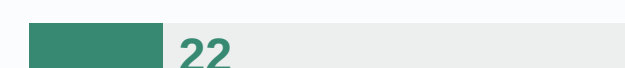
Medium

65



Low

22





Suppose you ordered a new electronic product by post, phone or the Internet, do you think you have the right to return the product 4 days after its delivery and get your money back, without giving any reason?
% Giving the correct answer (Yes)

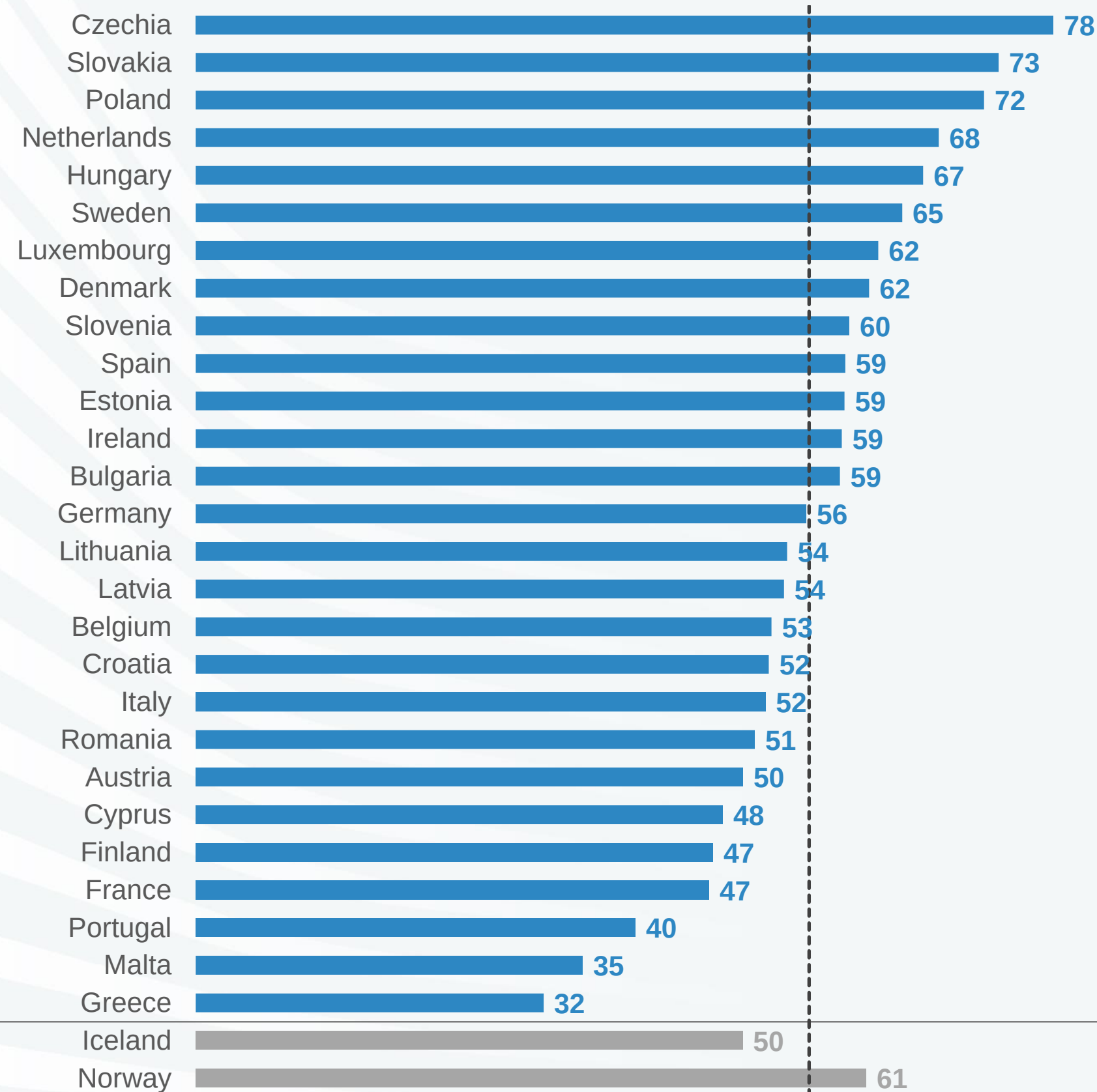
EU27 AVERAGE

2022

56

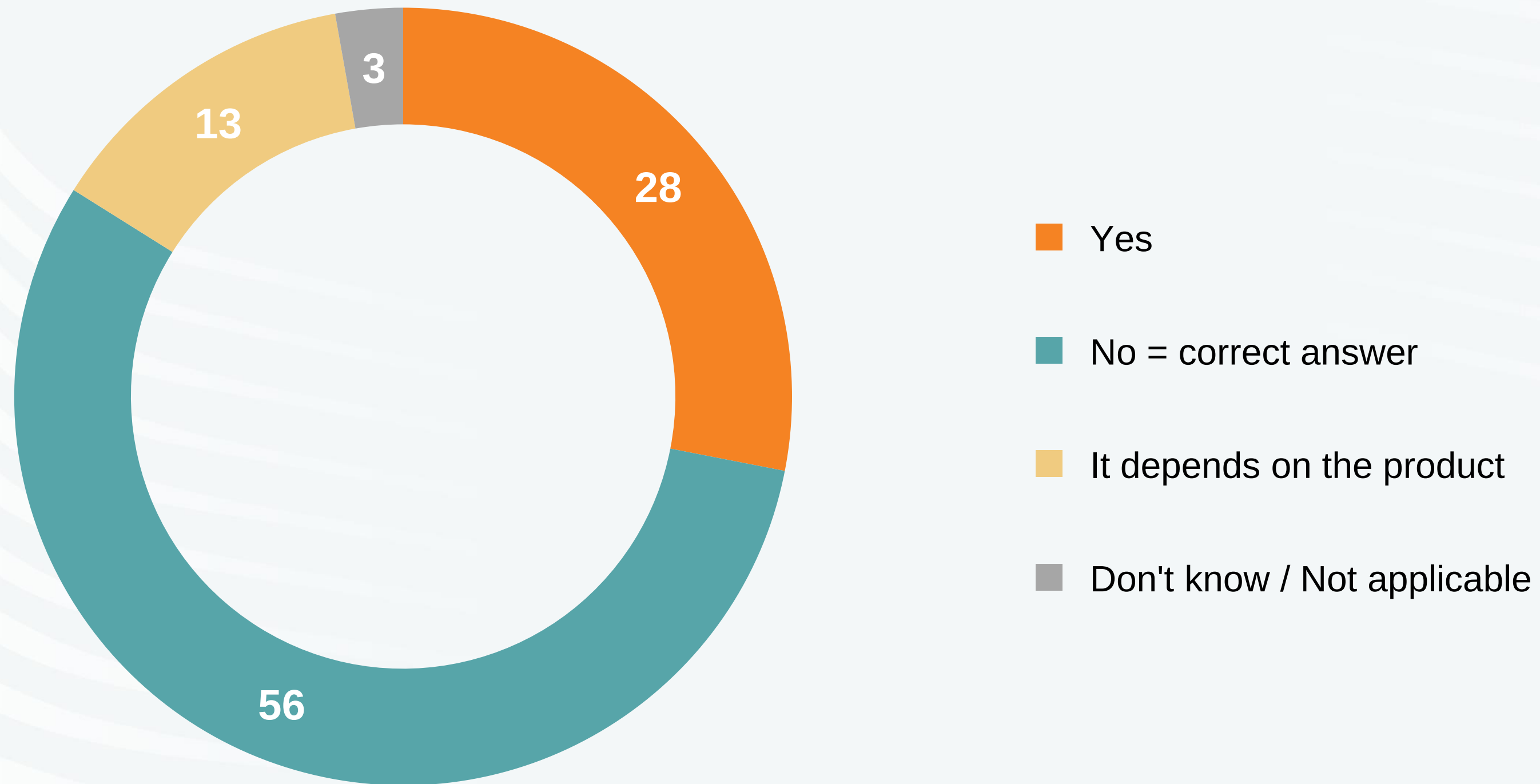
Change since 2018 (in pp)

-4,9





Imagine you subscribed for a regular publication or gym membership and the company's terms and conditions contained a clause that allowed it to raise the price significantly without first allowing you to cancel the contract. Do you think such a clause would be valid?





Imagine you subscribed for a regular publication or gym membership and the company's terms and conditions contained a clause that allowed it to raise the price significantly without first allowing you to cancel the contract. Do you think such a clause would be valid?

% Giving the correct answer (No)

EU27 AVERAGE

56

GENDER

Male

57



Female

55



AGE

18-34 y.o.

56

35-54 y.o.

55

55-64 y.o.

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65+ y.o.

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EDUCATION

Less than high school

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High school

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Some college

57

HOUSEHOLD COMPOSITION



Single-person household

58



Married/cohabiting couple, no children (living at home)

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Student

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Retired

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EASE OF MANAGING FINANCIALLY

Very difficult

59

Fairly difficult

57

Fairly easy

54

Very easy

57

PURCHASED ONLINE IN PAST 12 MONTHS

Yes

56

No

55

KNOWLEDGE OF CONSUMER RIGHTS

High

87

Medium

60

Low

28



Imagine you subscribed for a regular publication or gym membership and the company's terms and conditions contained a clause that allowed it to raise the price significantly without first allowing you to cancel the contract. Do you think such a clause would be valid?

% Giving the correct answer (No)

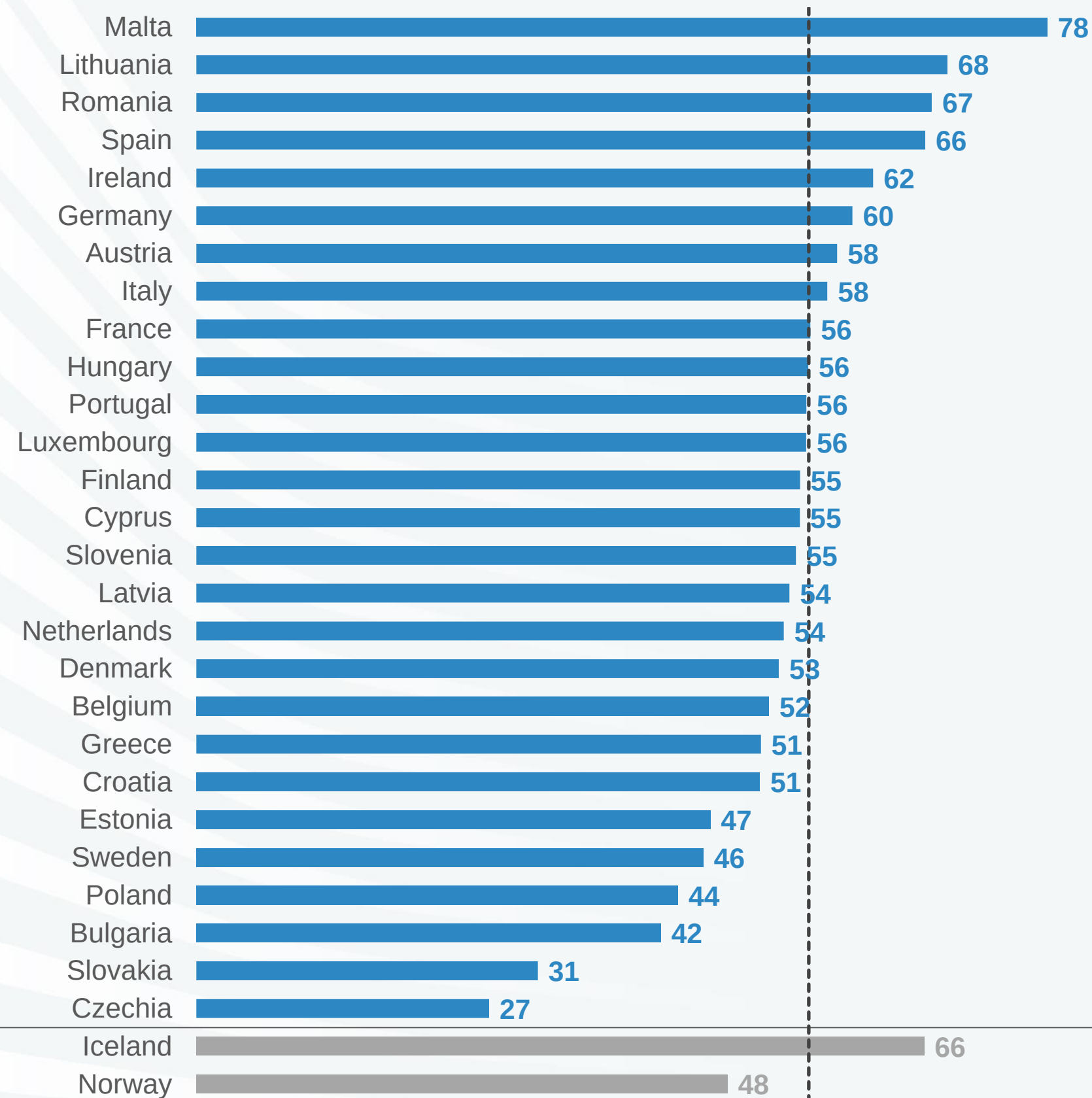
EU27 AVERAGE

2022

56

Change since 2020 (in pp)

-3,6

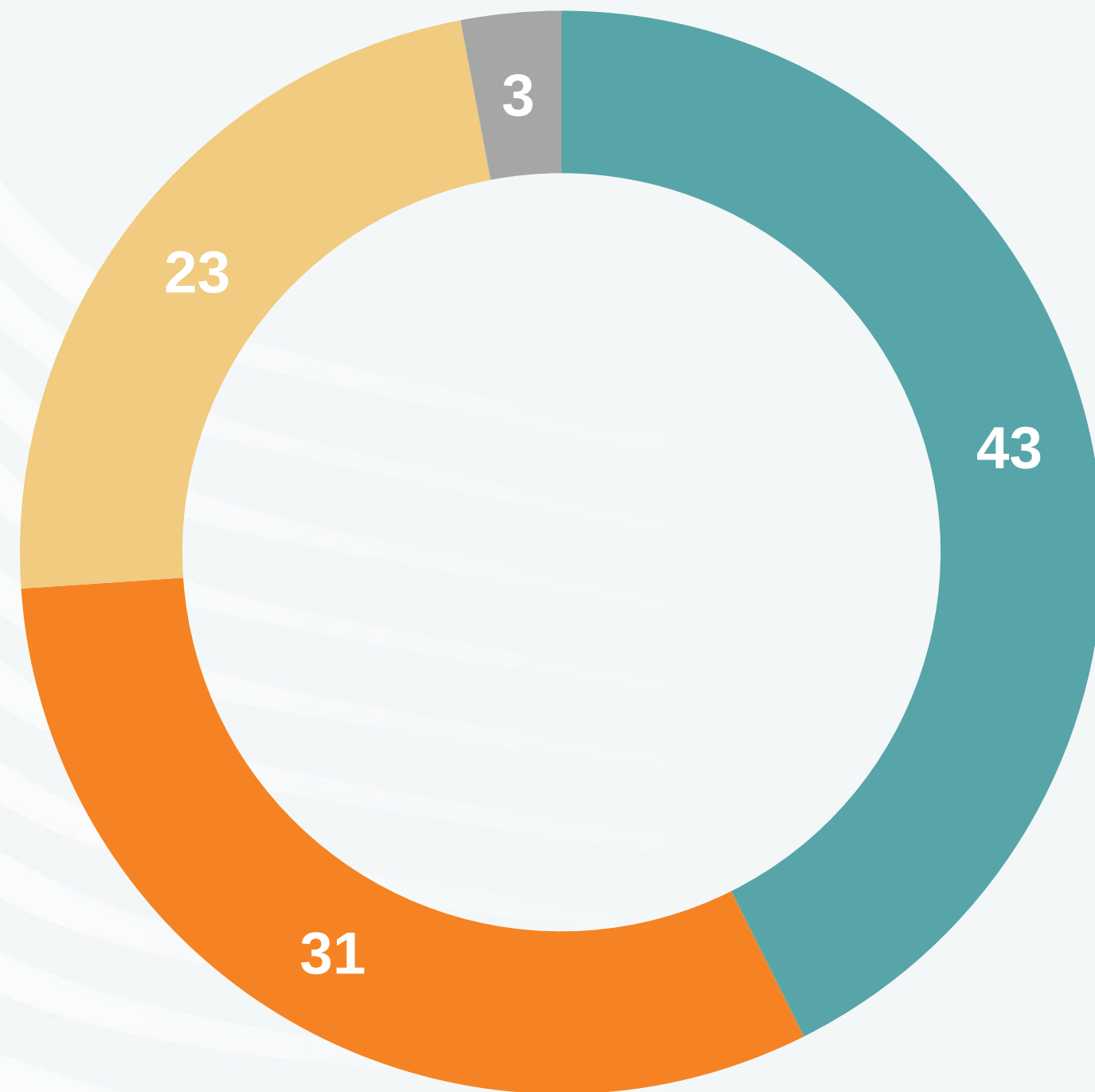


Base: Adults (aged 18+)

Note: No trend data available for 2018. The question was added/reformulated in 2020.



Imagine that an electronic product you bought new 18 months ago breaks down without any fault on your part. You didn't buy or benefit from any extended commercial guarantee. Do you have the right to have it repaired or replaced for free?



- Yes = correct answer
- No
- It depends on the product
- Don't know / Not applicable



Imagine that an electronic product you bought new 18 months ago breaks down without any fault on your part.
You didn't buy or benefit from any extended commercial guarantee. Do you have the right to have it repaired or replaced for free?
% Giving the correct answer (Yes)

EU27 AVERAGE

43

GENDER



Male

43



Female

42



AGE



18-34 y.o.

42



35-54 y.o.

43



55-64 y.o.

44



65+ y.o.

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EDUCATION



Less than high school

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High school

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Some college

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HOUSEHOLD COMPOSITION



Single-person household

42



Married/cohabiting couple,
no children (living at home)

42



Single parent, children
living at home

41



Married/cohabiting couple,
with children living at home

44



OCCUPATION



Self-employed

46



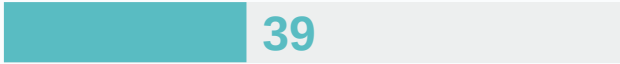
Manager

44



Other white collar

39



Blue collar

43



Seeking a job

45



House-person and
other not in employment

47



Student

44



Retired

42



EASE OF MANAGING FINANCIALLY



Very difficult

45



Fairly difficult

45



Fairly easy

42



Very easy

40



PURCHASED ONLINE IN PAST 12 MONTHS



Yes

43



No

41



KNOWLEDGE OF CONSUMER RIGHTS



High

80



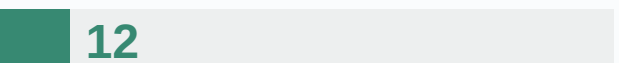
Medium

45



Low

12





Imagine that an electronic product you bought new 18 months ago breaks down without any fault on your part.
You didn't buy or benefit from any extended commercial guarantee. Do you have the right to have it repaired or replaced for free?
% Giving the correct answer (Yes)

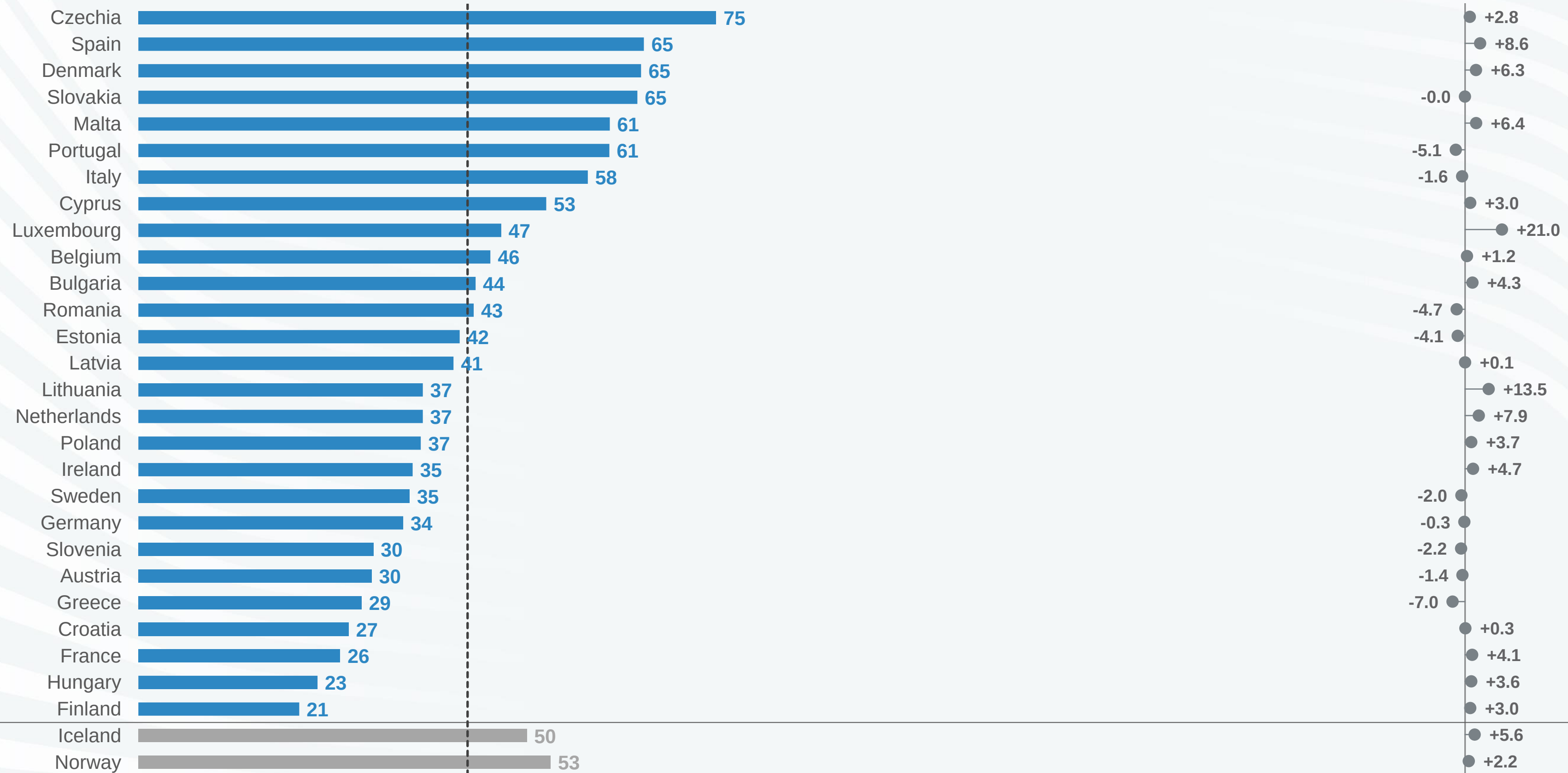
EU27 AVERAGE

2022

43

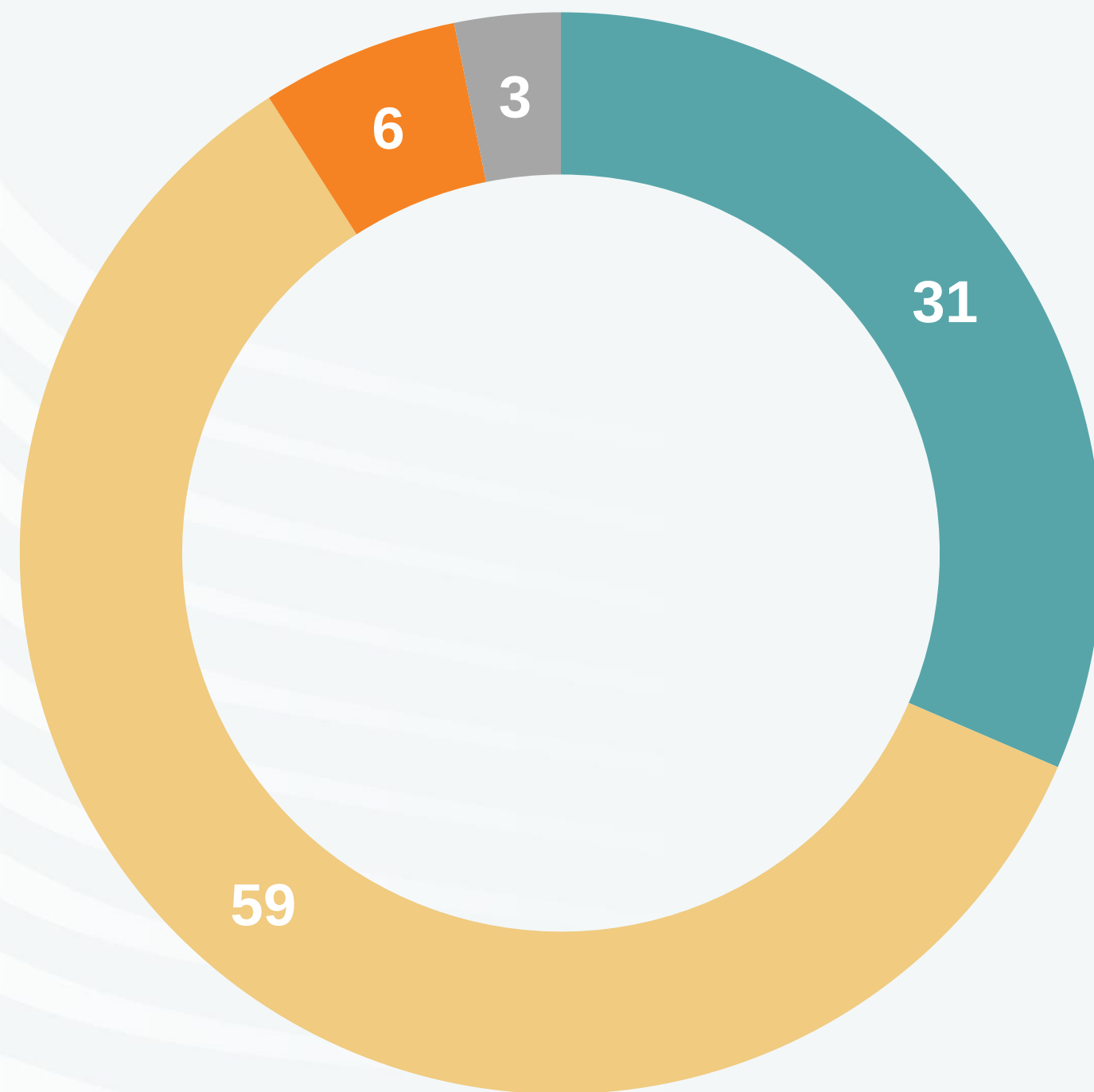
Change since 2018 (in pp)

+1,7





Imagine that you received two books by post that you had not ordered, together with a 20 euro invoice for the goods. Are you obliged to pay the invoice?



- No, and you are not obliged to return books = correct answer
- No, provided that you return the books
- Yes, you are obliged to pay
- Don't know / Not applicable



Imagine that you received two books by post that you had not ordered, together with a 20 euro invoice for the goods. Are you obliged to pay the invoice?

% Giving the correct answer (No, and you are not obliged to return the books)

EU27 AVERAGE

31

GENDER



Male

33



Female

30

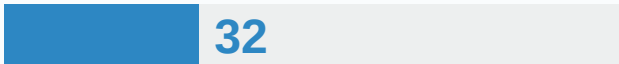


AGE



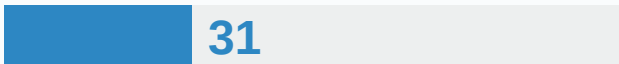
18-34 y.o.

32



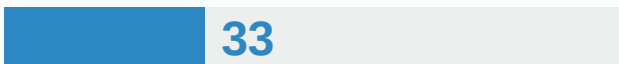
35-54 y.o.

31



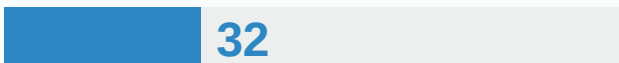
55-64 y.o.

33



65+ y.o.

32

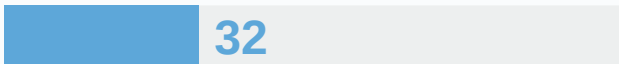


EDUCATION



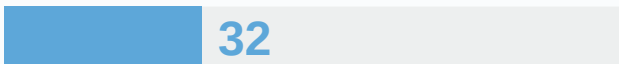
Less than high school

32



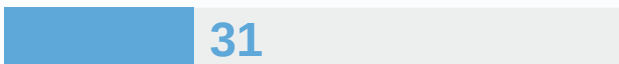
High school

32



Some college

31

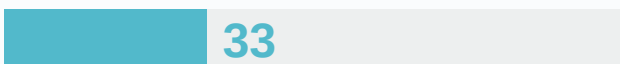


HOUSEHOLD COMPOSITION



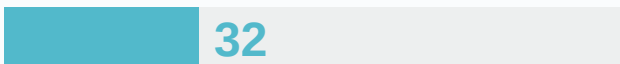
Single-person household

33



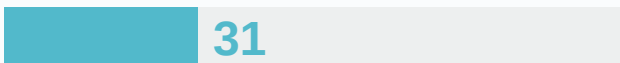
Married/cohabiting couple,
no children (living at home)

32



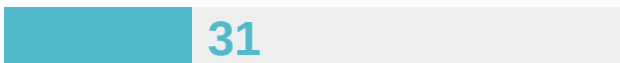
Single parent, children
living at home

31



Married/cohabiting couple,
with children living at home

31



OCCUPATION



Self-employed

34



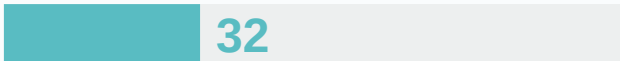
Manager

35



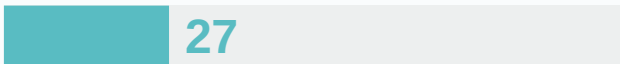
Other white collar

32



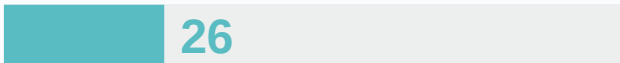
Blue collar

27



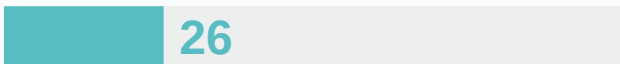
Seeking a job

26



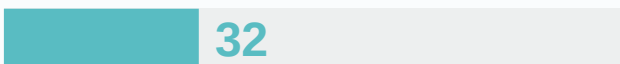
House-person and
other not in employment

26



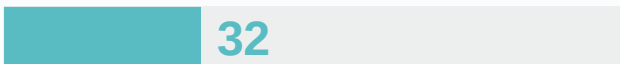
Student

32



Retired

32

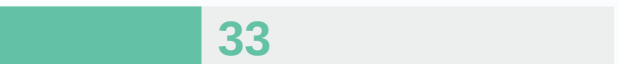


EASE OF MANAGING FINANCIALLY



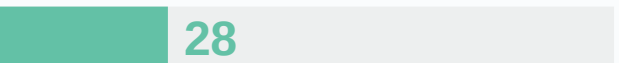
Very difficult

33



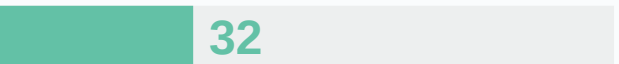
Fairly difficult

28



Fairly easy

32



Very easy

37

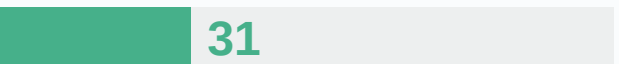


PURCHASED ONLINE IN PAST 12 MONTHS



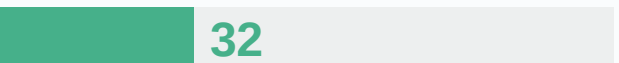
Yes

31



No

32



KNOWLEDGE OF CONSUMER RIGHTS



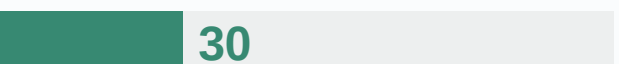
High

60



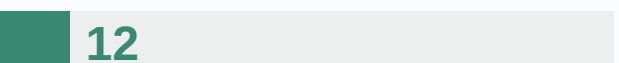
Medium

30



Low

12





Imagine that you received two books by post that you had not ordered, together with a 20 euro invoice for the goods. Are you obliged to pay the invoice?

% Giving the correct answer (No, and you are not obliged to return the books)

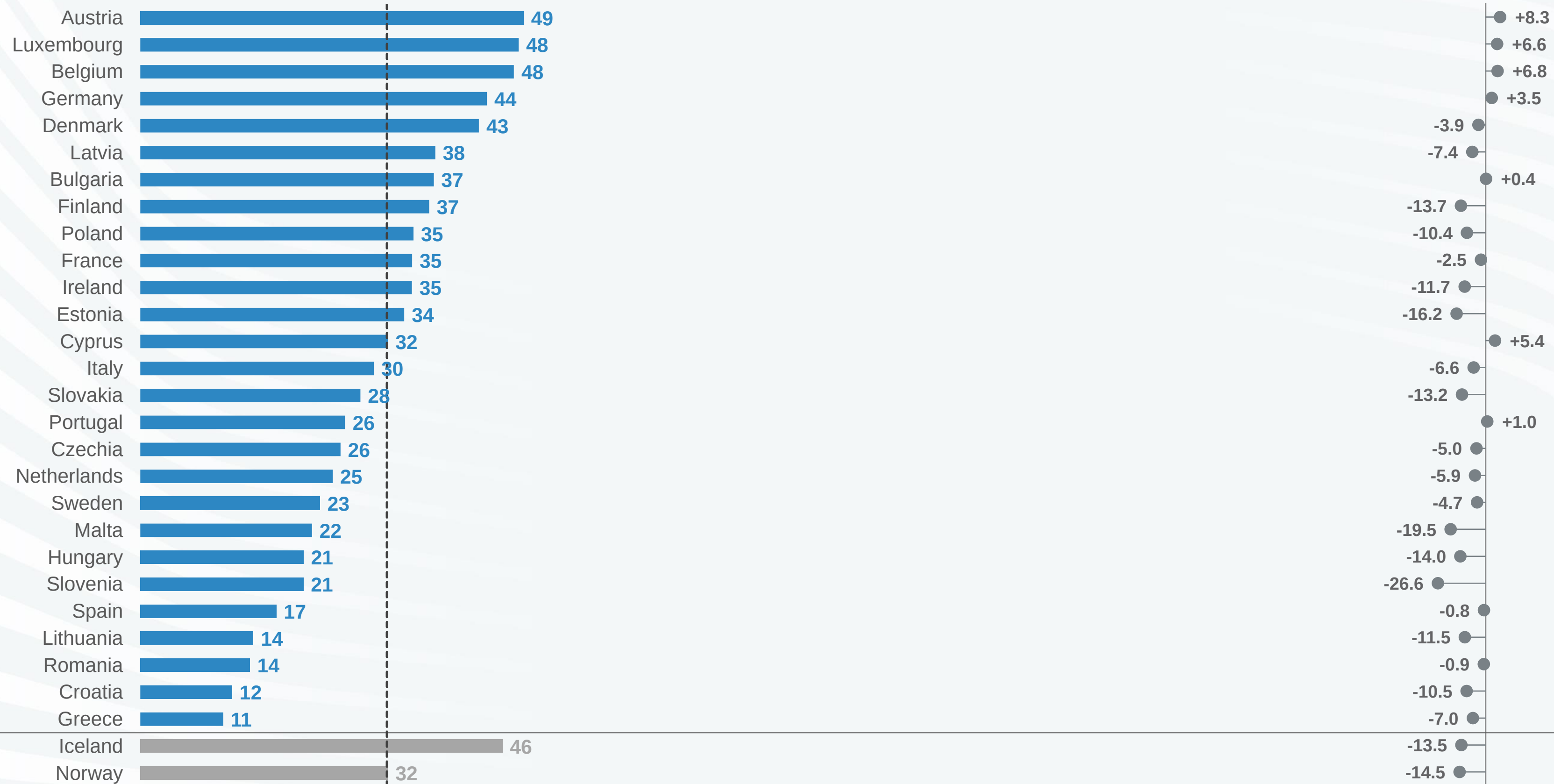
EU27 AVERAGE

2022

31

Change since 2018 (in pp)

-3,0



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