

# CONSUMER CONDITIONS SURVEY: Consumers at home in the single market 2025 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.

The survey was 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 4 November and 30 November 2024.

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 2022. Maps are used for key indicators.

Trends are not shown for new questions and questions that were subsequently reformulated and are not comparable to 2022. For questions introduced in 2022 the trend is shown in comparison to that year.

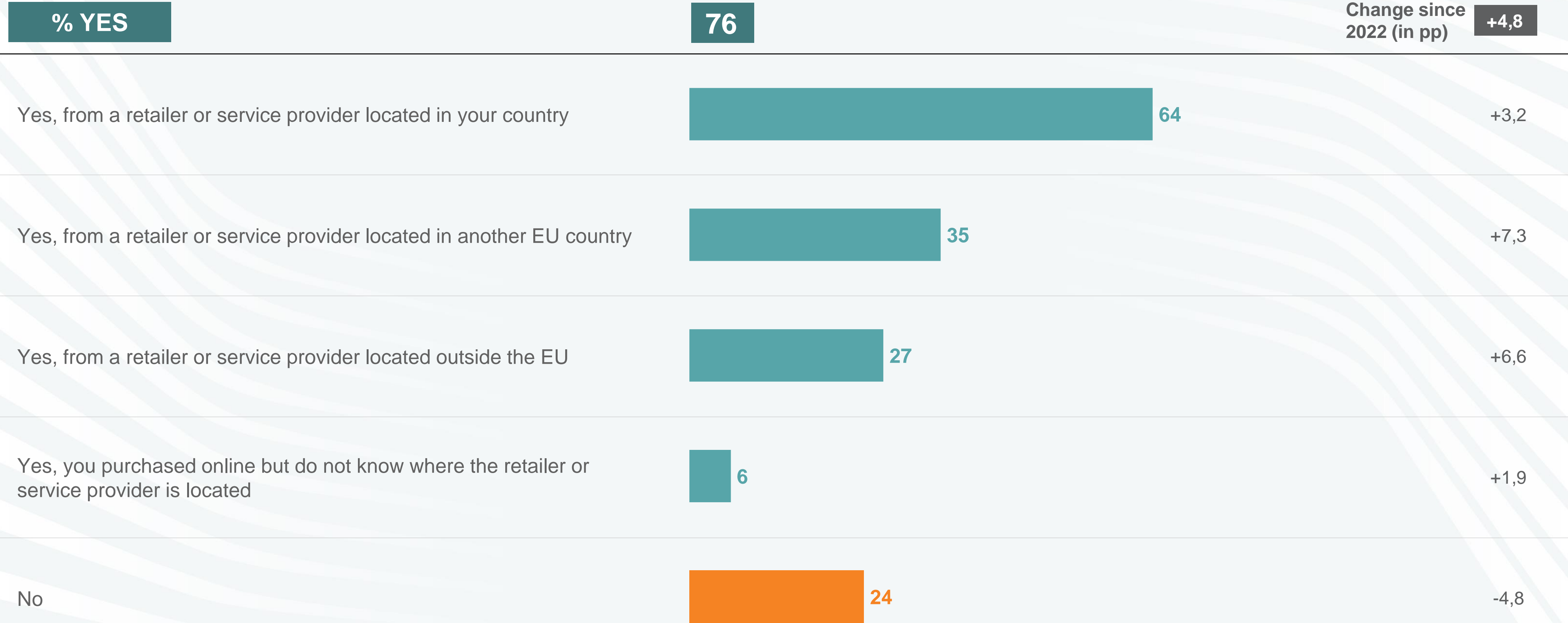
This slide deck also allows for the comparison of differences between countries and sociodemographic groups. It should be noted that survey results are subject to sampling tolerances meaning that not all apparent differences between groups may be statistically significant. For reasons of legibility and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



In the past 12 months, have you purchased any goods or services via the Internet?





## In the past 12 months, have you purchased any goods or services via the Internet?

% Yes, from a retailer or service provider located in your country

### EU27 AVERAGE

### 64

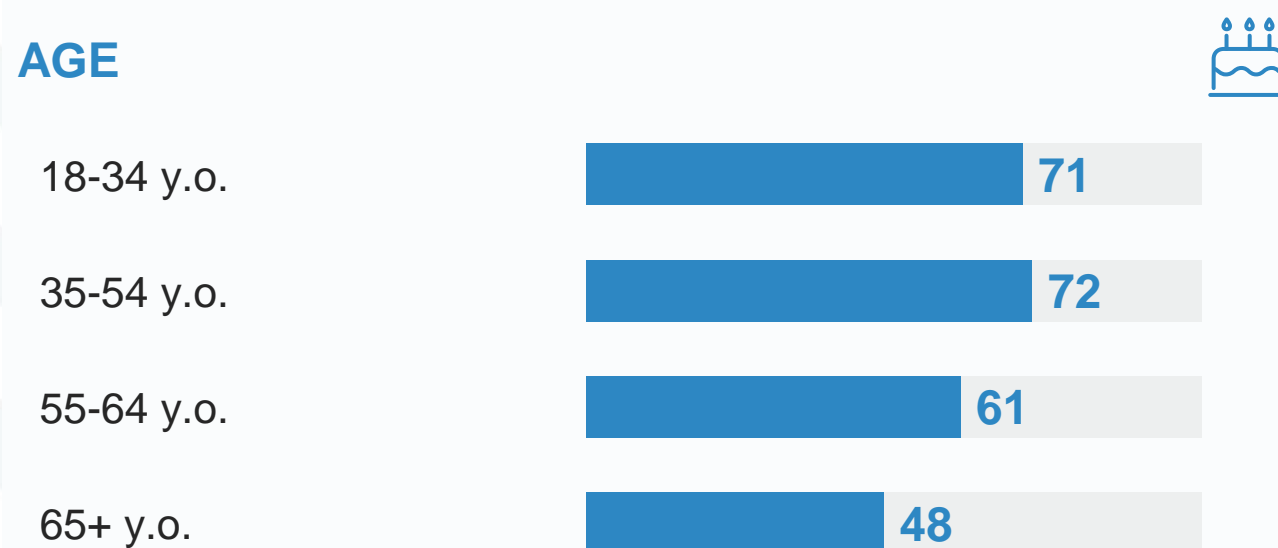
#### GENDER



Male

Female

#### AGE



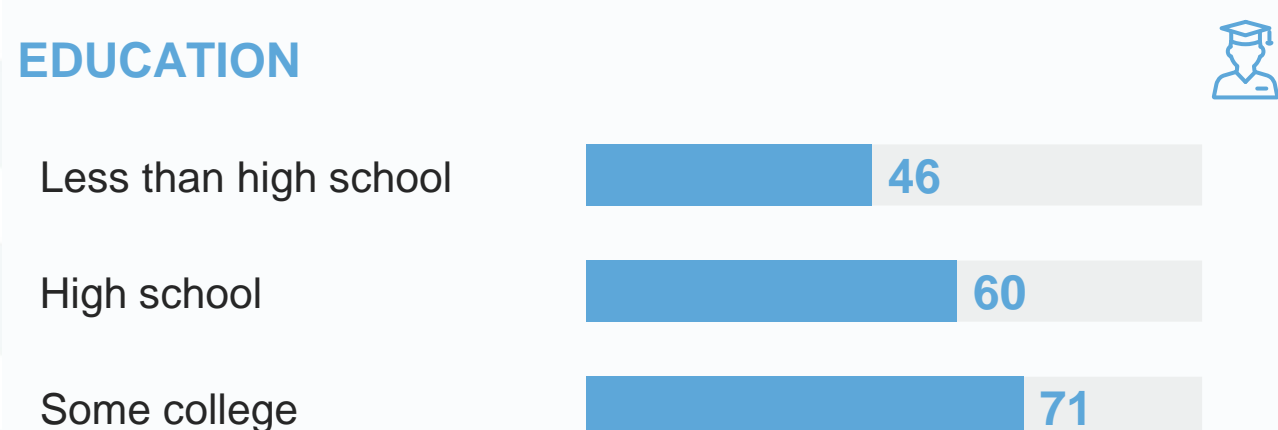
18-34 y.o.

35-54 y.o.

55-64 y.o.

65+ y.o.

#### EDUCATION

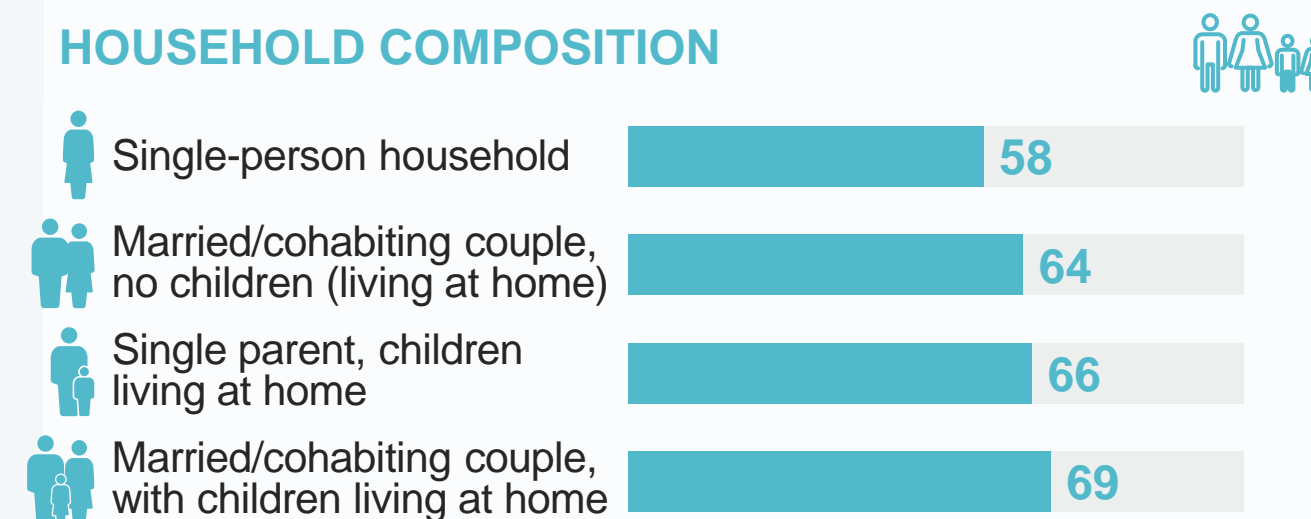


Less than high school

High school

Some college

#### HOUSEHOLD COMPOSITION



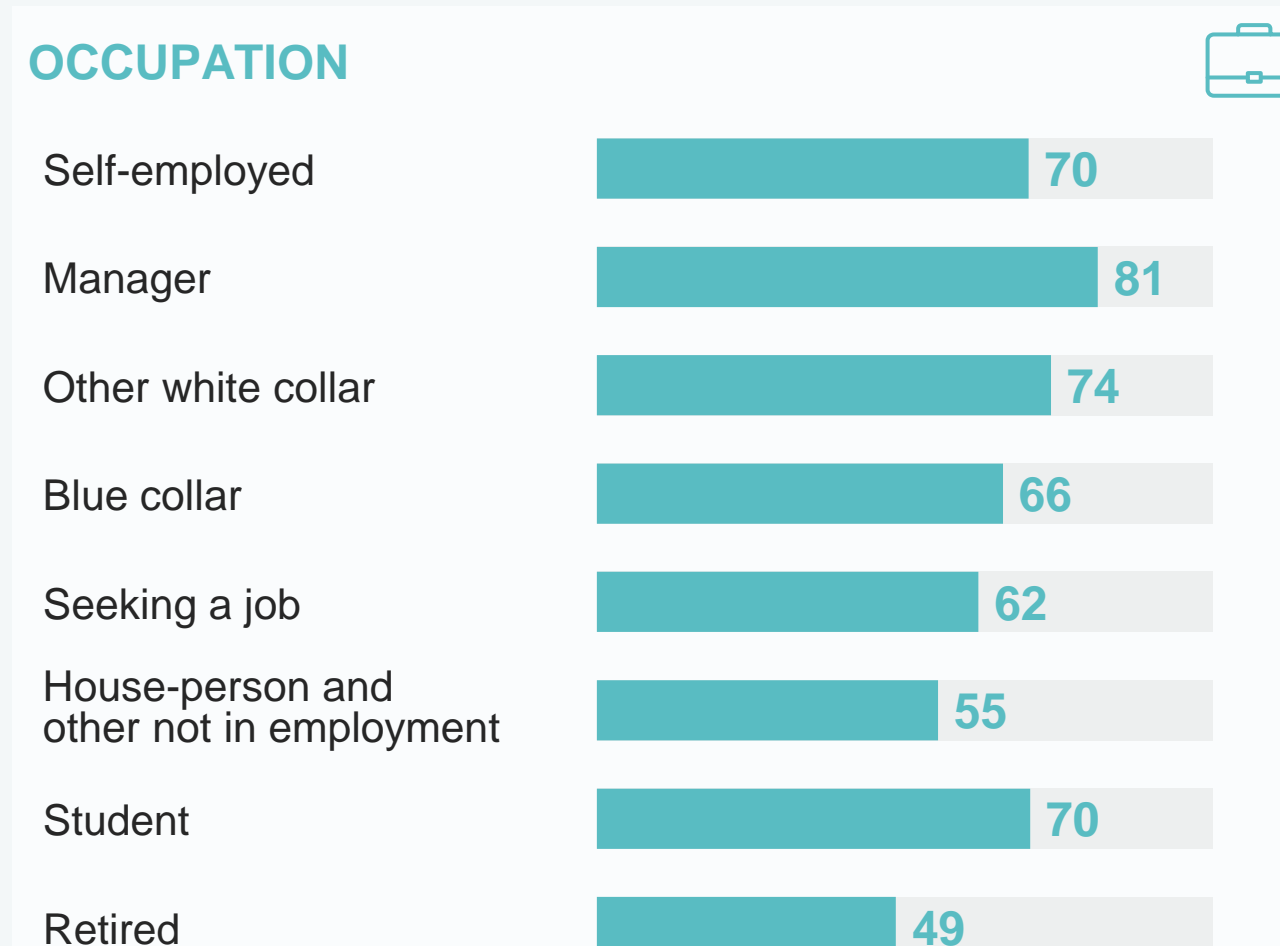
Single-person household

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

Single parent, children living at home

Married/cohabiting couple, with children living at home

#### OCCUPATION



Self-employed

Manager

Other white collar

Blue collar

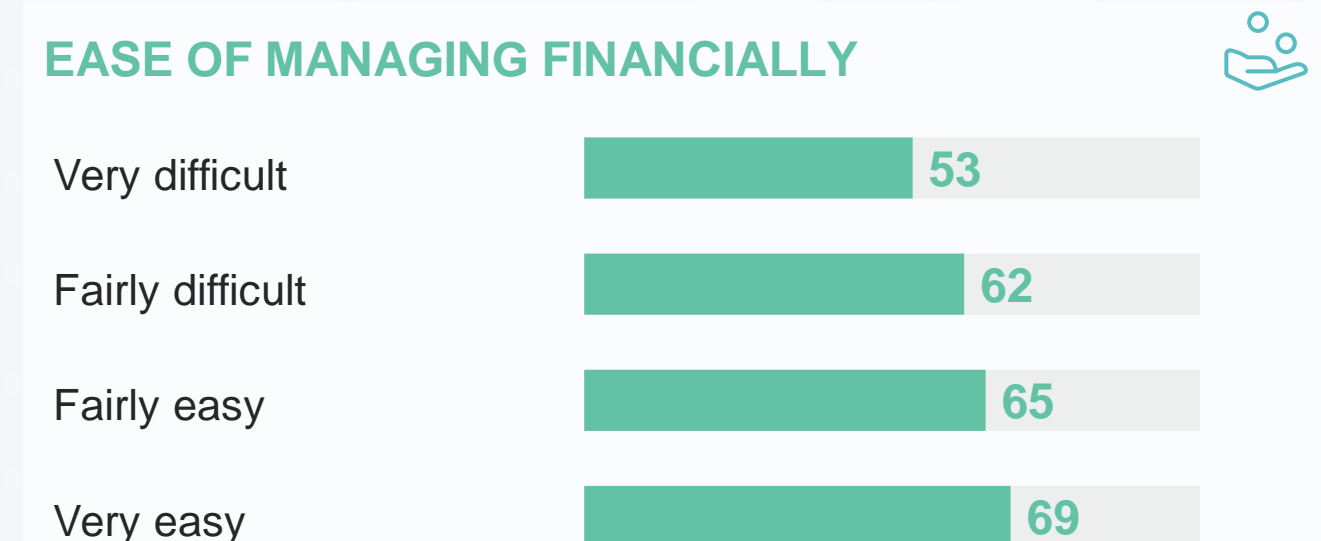
Seeking a job

House-person and other not in employment

Student

Retired

#### EASE OF MANAGING FINANCIALLY



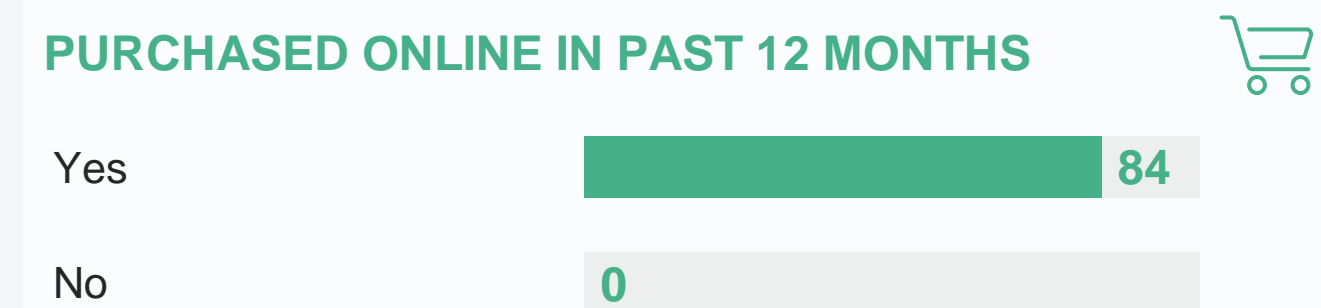
Very difficult

Fairly difficult

Fairly easy

Very easy

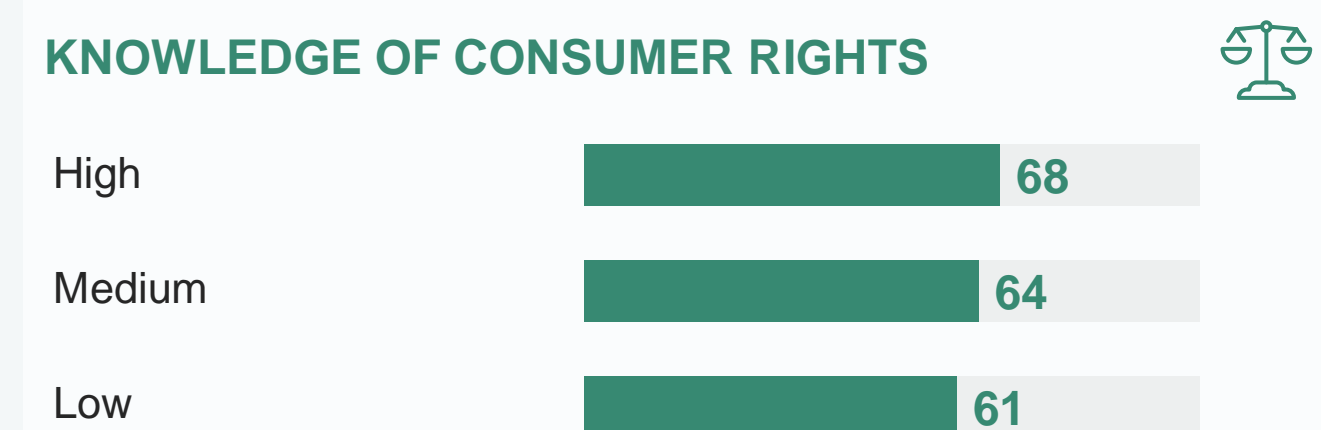
#### PURCHASED ONLINE IN PAST 12 MONTHS



Yes

No

#### KNOWLEDGE OF CONSUMER RIGHTS



High

Medium

Low





## In the past 12 months, have you purchased any goods or services via the Internet?

% Yes, from a retailer or service provider located in your country

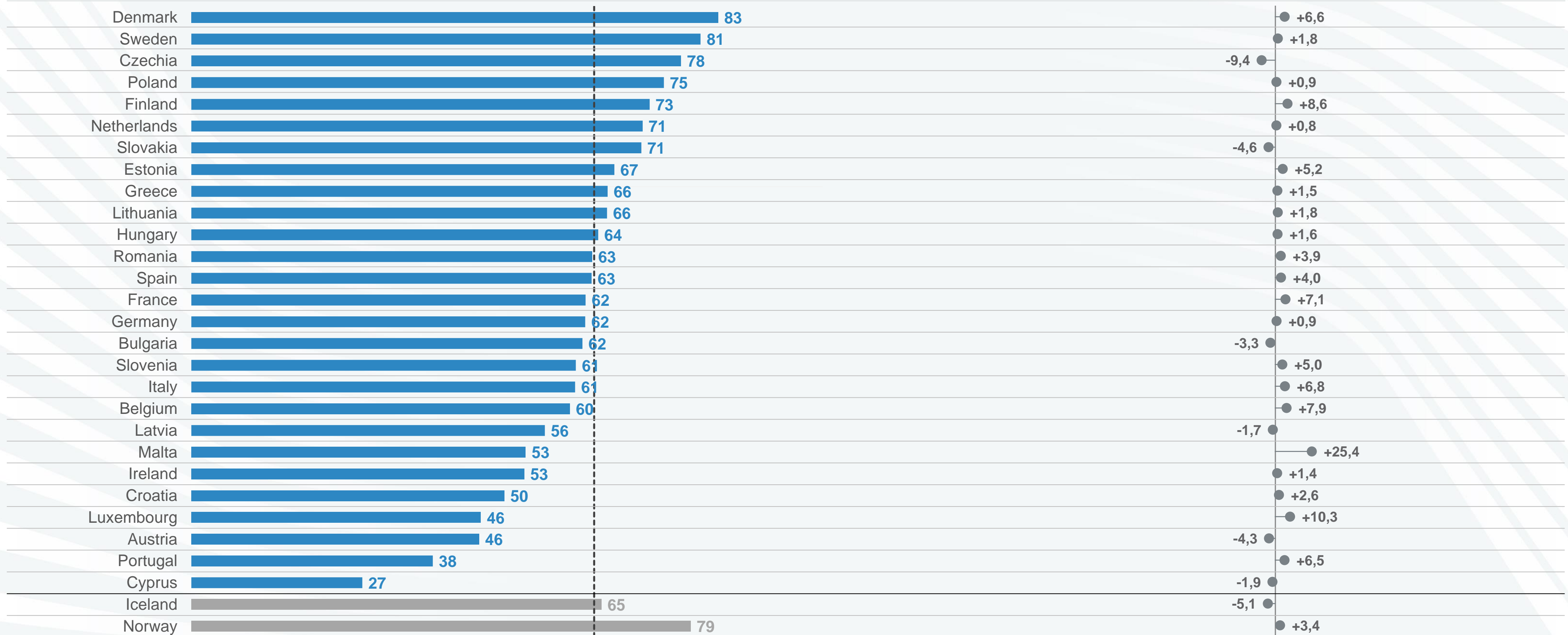
EU27 AVERAGE

2024

64

Change since 2022 (in pp)

+3,2





## In the past 12 months, have you purchased any goods or services via the Internet?

% Yes, from a retailer or service provider located in an/other EU country

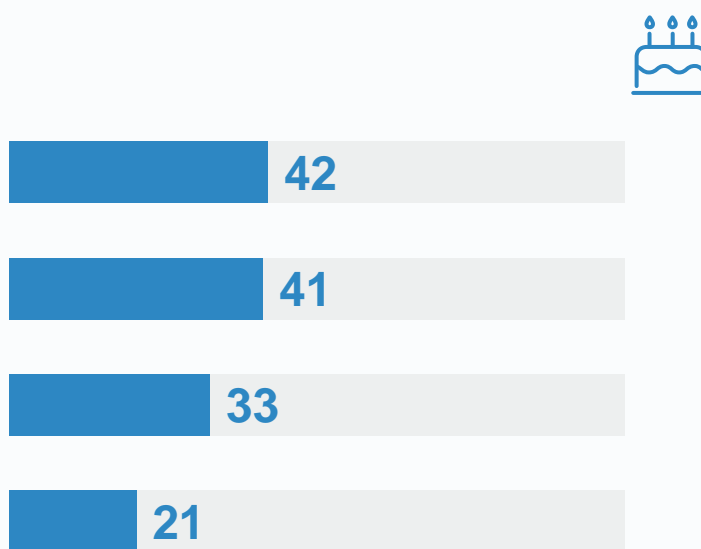
### EU27 AVERAGE

35

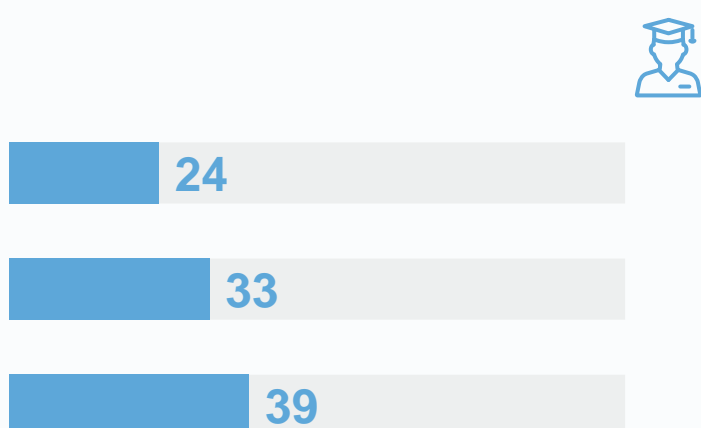
#### GENDER



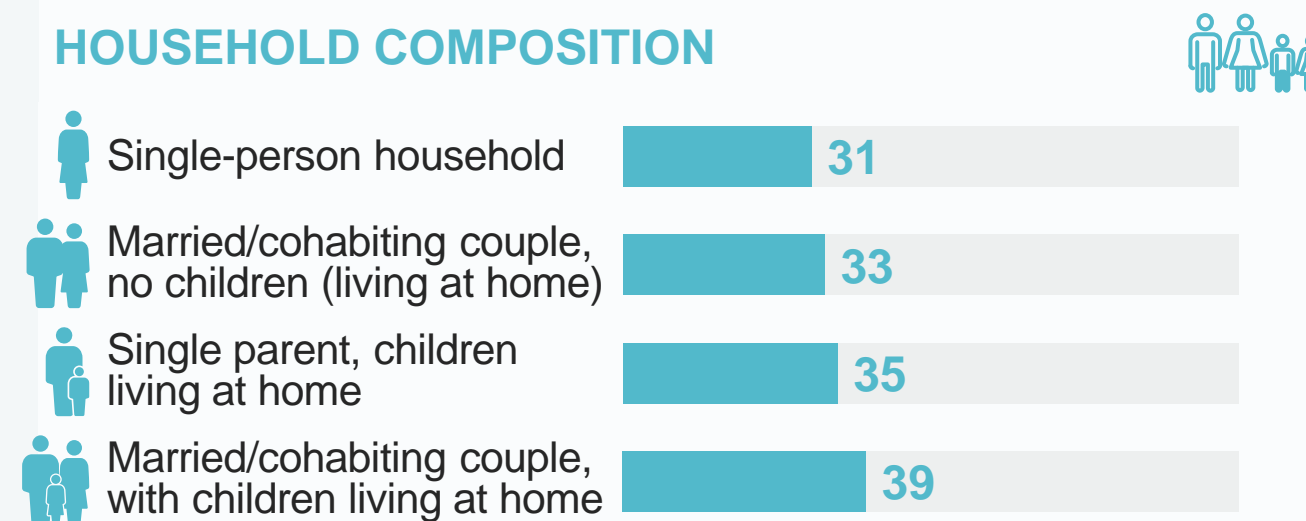
#### AGE



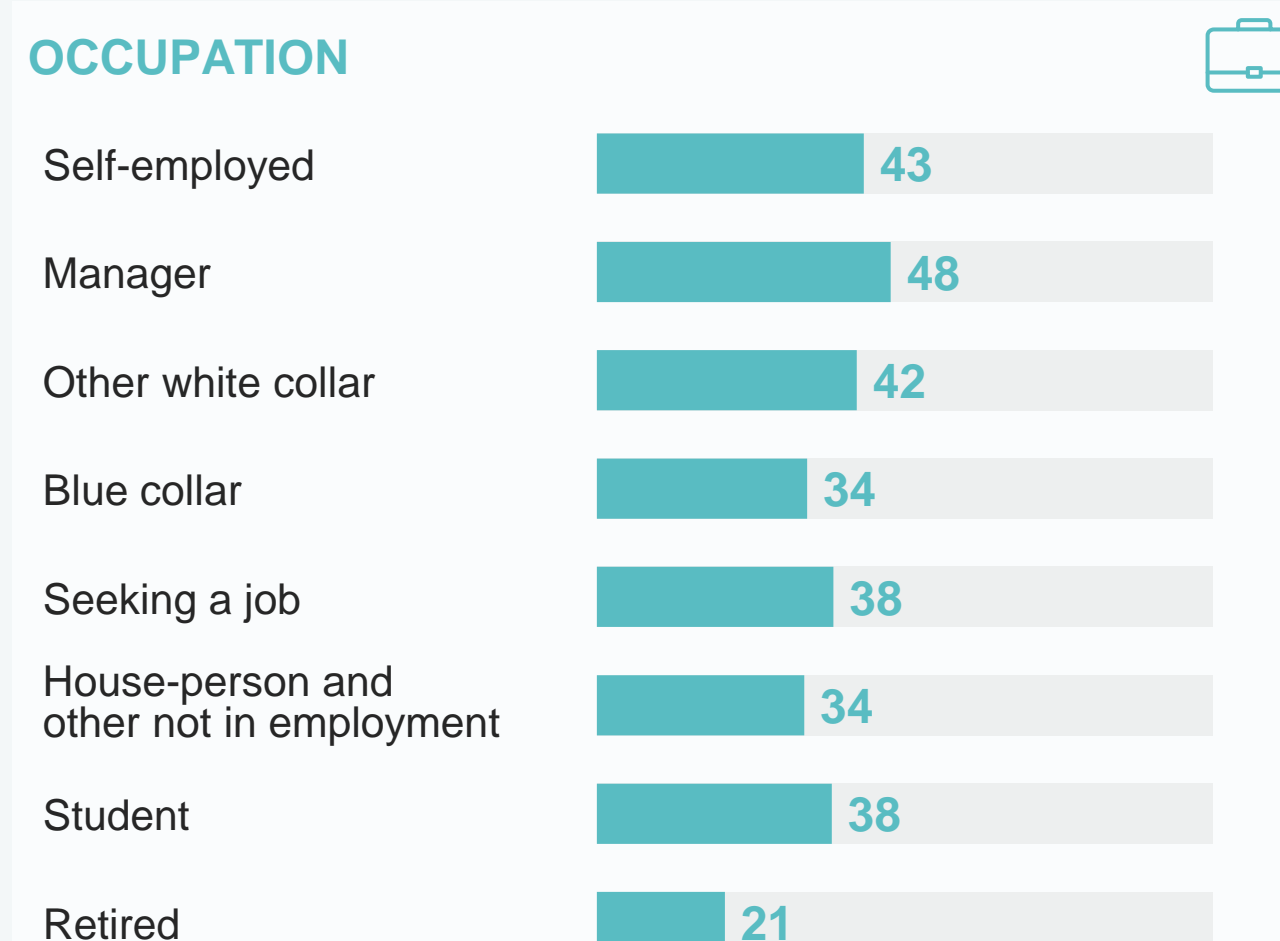
#### EDUCATION



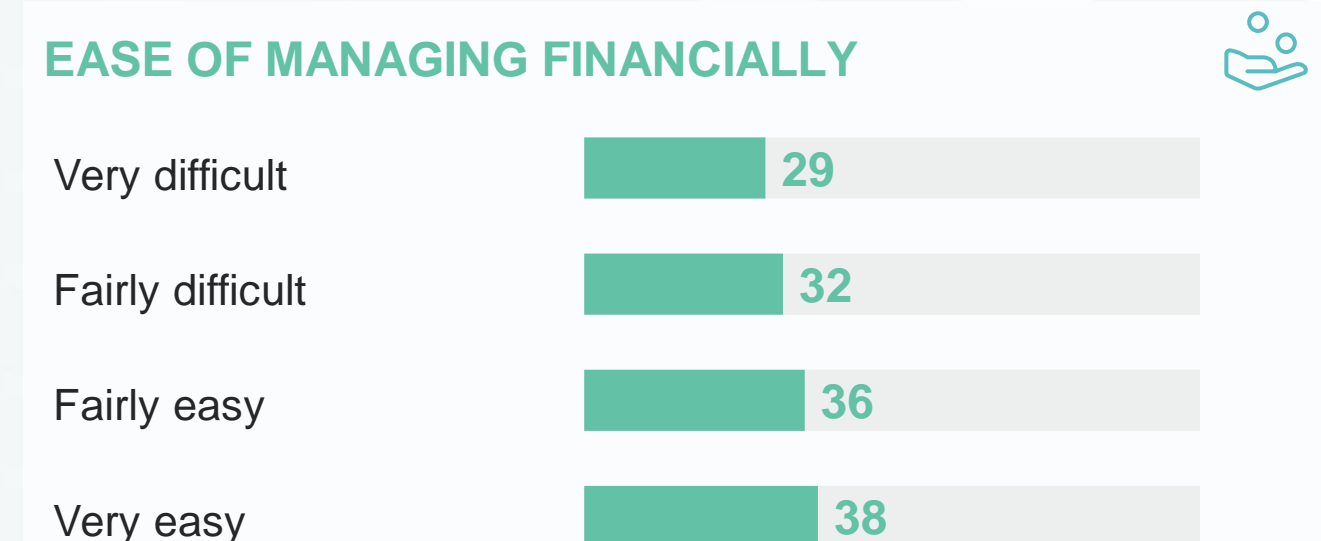
#### HOUSEHOLD COMPOSITION



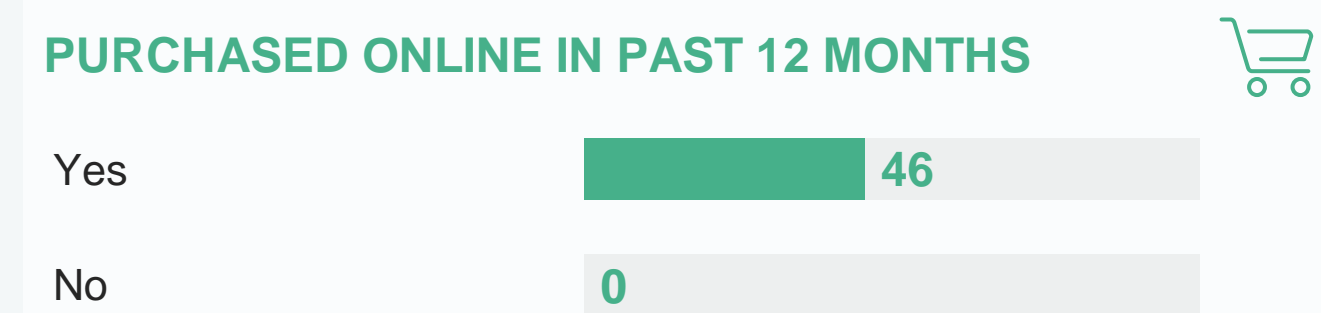
#### OCCUPATION



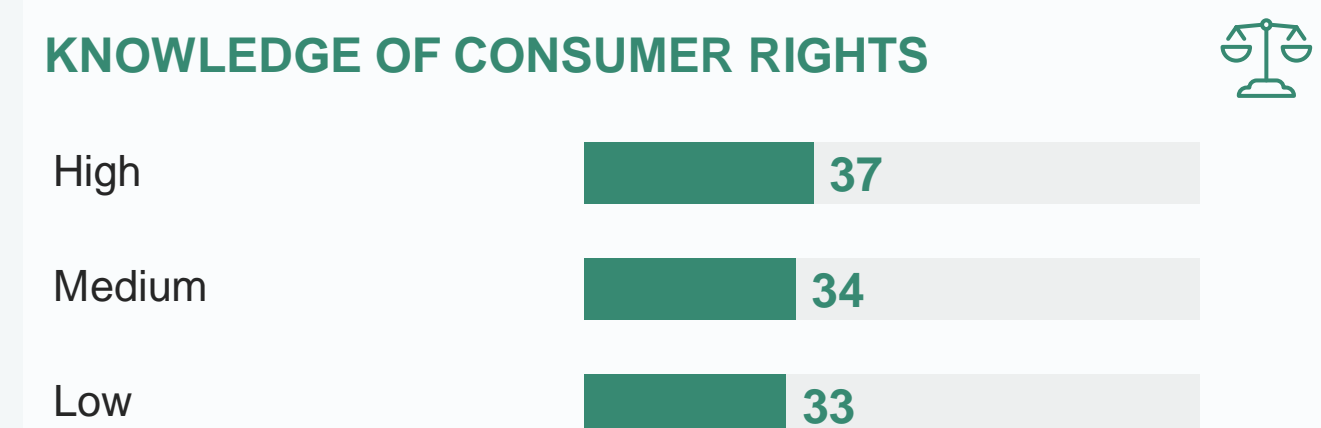
#### EASE OF MANAGING FINANCIALLY



#### PURCHASED ONLINE IN PAST 12 MONTHS



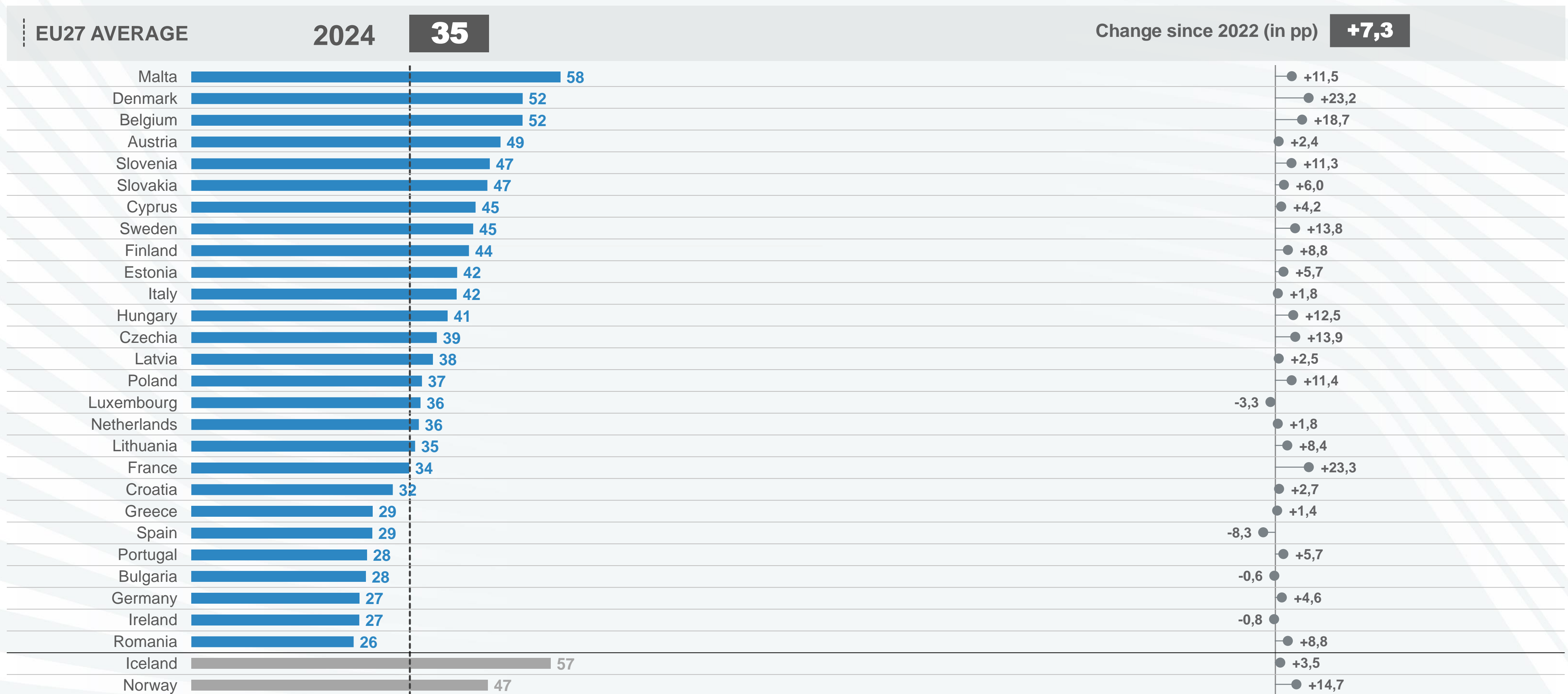
#### KNOWLEDGE OF CONSUMER RIGHTS





## In the past 12 months, have you purchased any goods or services via the Internet?

% Yes, from a retailer or service provider located in an/other EU country





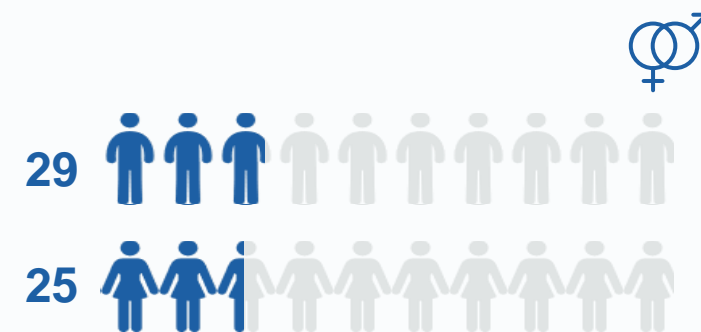
## In the past 12 months, have you purchased any goods or services via the Internet?

% Yes, from a retailer or service provider located outside the EU

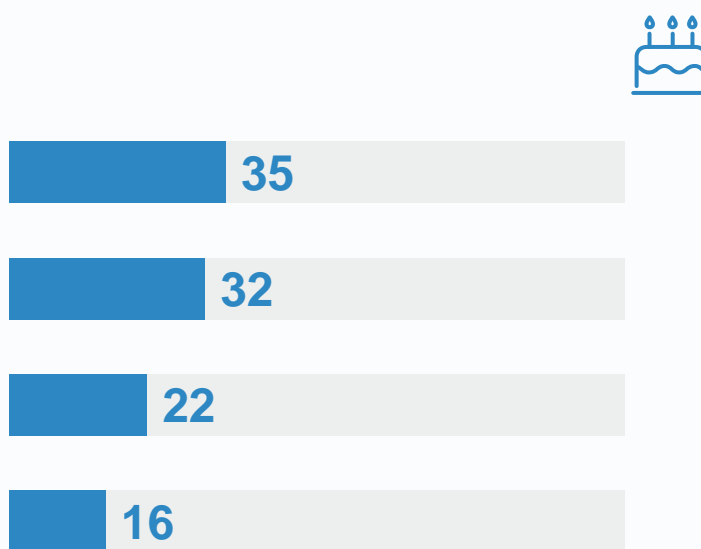
### EU27 AVERAGE

### 27

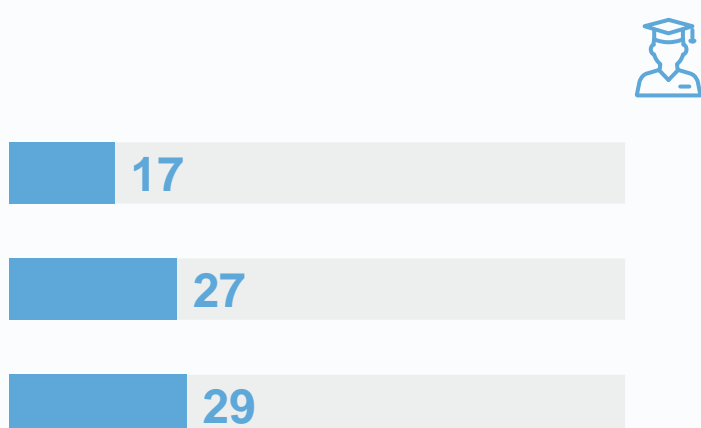
#### GENDER



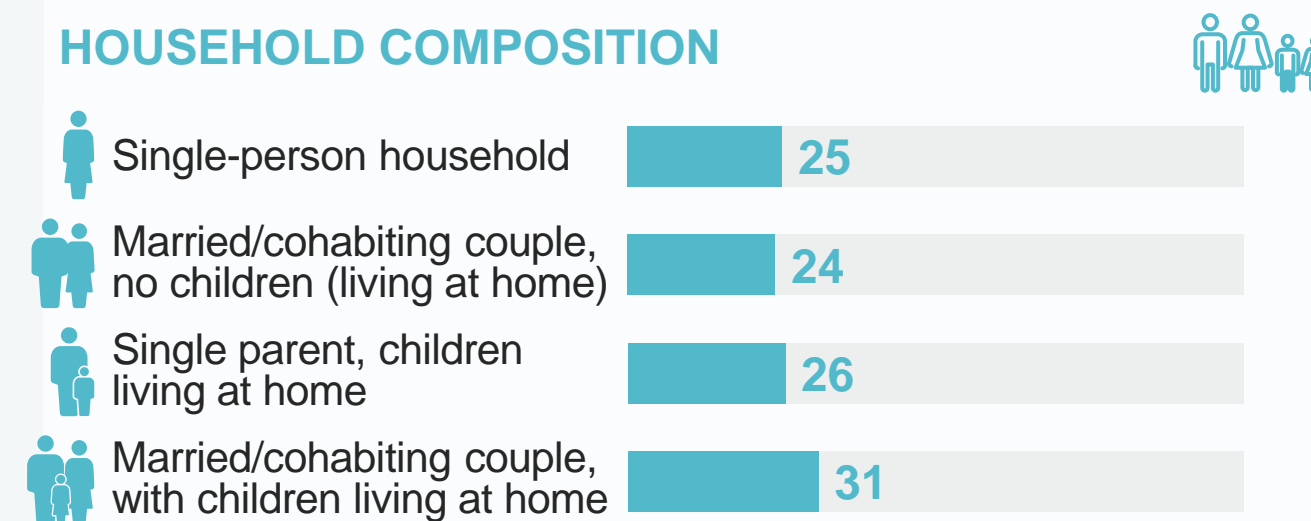
#### AGE



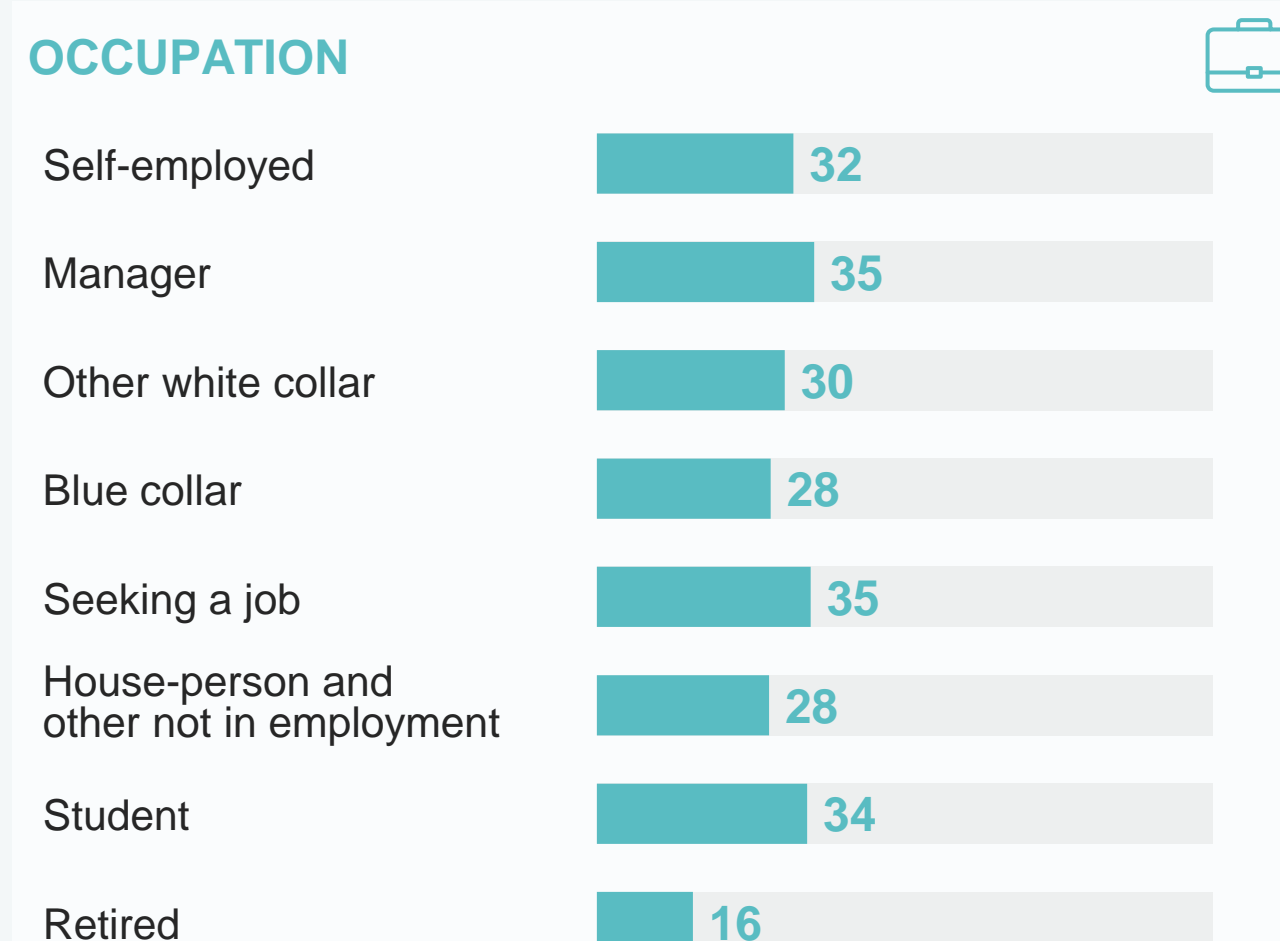
#### EDUCATION



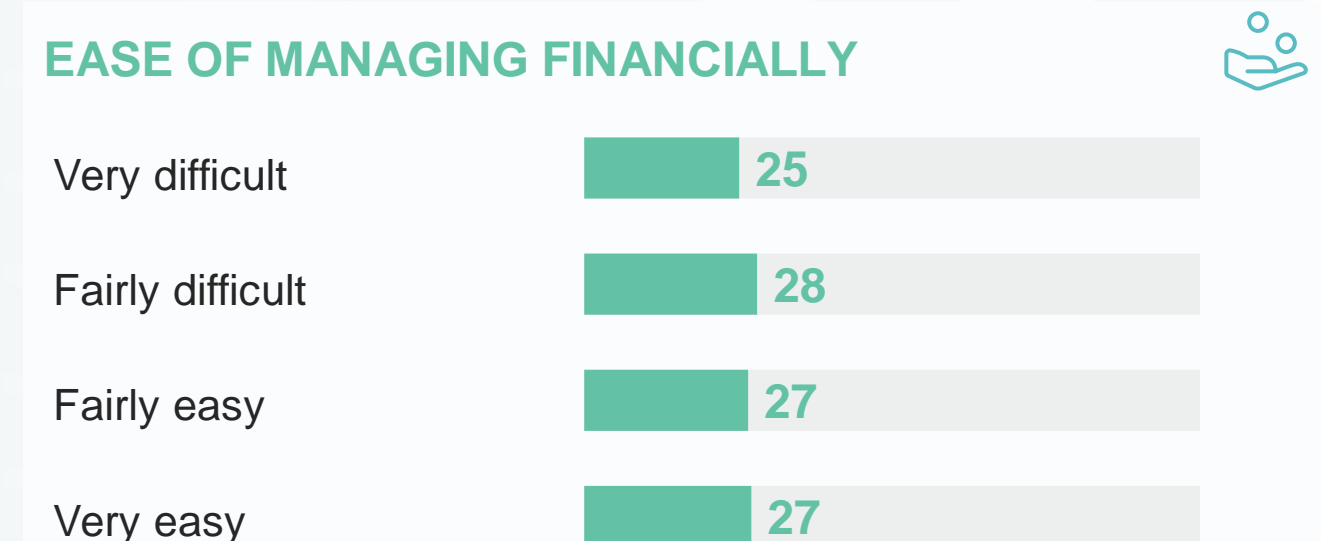
#### HOUSEHOLD COMPOSITION



#### OCCUPATION



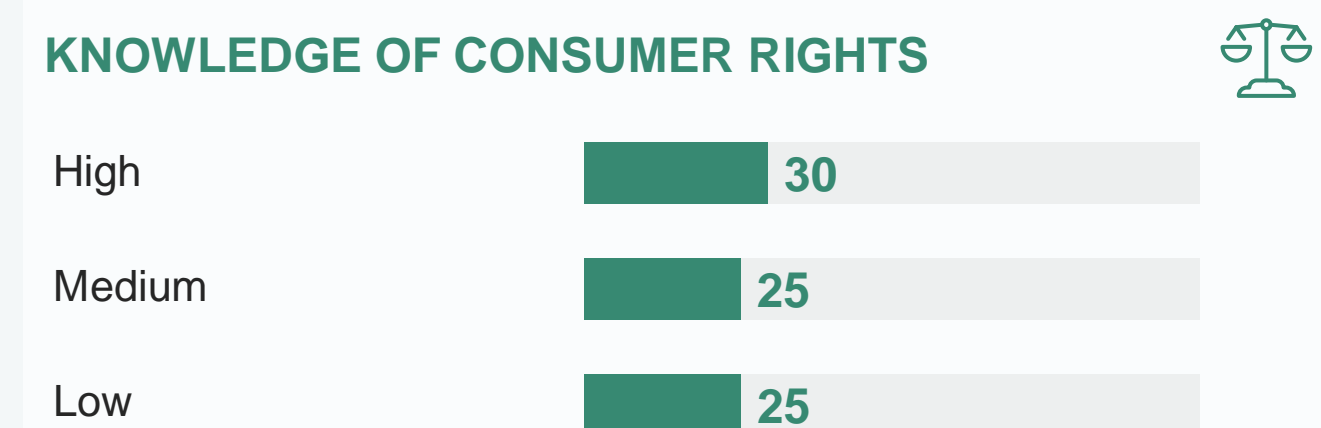
#### EASE OF MANAGING FINANCIALLY



#### PURCHASED ONLINE IN PAST 12 MONTHS



#### KNOWLEDGE OF CONSUMER RIGHTS







## In the past 12 months, have you purchased any goods or services via the Internet?

% Yes, from a retailer or service provider located outside the EU

EU27 AVERAGE

2024

27

Change since 2022 (in pp)

+6,6





## In the past 12 months, have you purchased any goods or services via the Internet?

% Yes, but you do not know where the retailer or service provider is located

### EU27 AVERAGE

6

#### GENDER

Male

5



Female

6



#### AGE

18-34 y.o.

7

35-54 y.o.

5

55-64 y.o.

6

65+ y.o.

5

#### EDUCATION

Less than high school

5

High school

5

Some college

6

#### HOUSEHOLD COMPOSITION



Single-person household

5



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

5



Single parent, children living at home

6



Married/cohabiting couple, with children living at home

6

#### OCCUPATION

Self-employed

7

Manager

7

Other white collar

5

Blue collar

5

Seeking a job

9

House-person and other not in employment

4

Student

8

Retired

5

#### EASE OF MANAGING FINANCIALLY

Very difficult

6

Fairly difficult

7

Fairly easy

5

Very easy

5

#### PURCHASED ONLINE IN PAST 12 MONTHS

Yes

8

No

0

#### KNOWLEDGE OF CONSUMER RIGHTS

High

6

Medium

6

Low

6



## In the past 12 months, have you purchased any goods or services via the Internet?

% Yes, but you do not know where the retailer or service provider is located

EU27 AVERAGE

2024

6

Change since 2022 (in pp)

+1,9





In the past 12 months, have you purchased any goods or services via the Internet?  
% No

EU27 AVERAGE

24

## GENDER

Male

22



Female

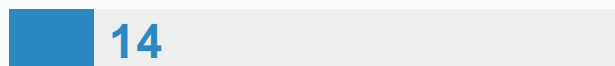
26



## AGE

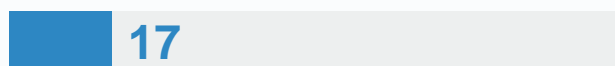
18-34 y.o.

14



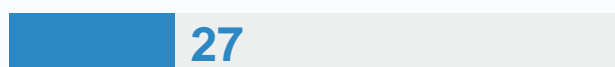
35-54 y.o.

17



55-64 y.o.

27



65+ y.o.

41



## EDUCATION

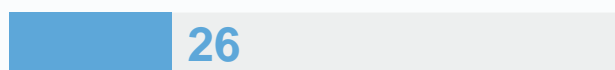
Less than high school

44



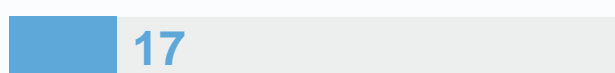
High school

26



Some college

17

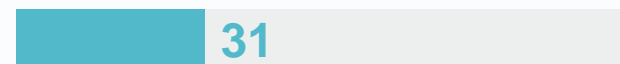


## HOUSEHOLD COMPOSITION



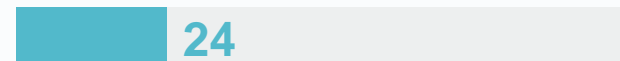
Single-person household

31



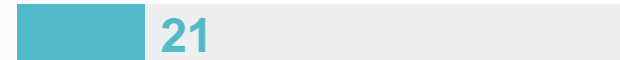
Married/cohabiting couple,  
no children (living at home)

24



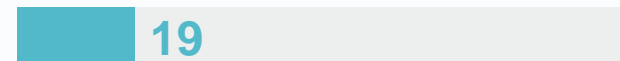
Single parent, children  
living at home

21



Married/cohabiting couple,  
with children living at home

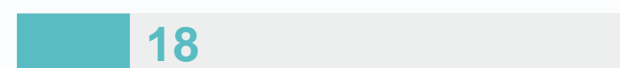
19



## OCCUPATION

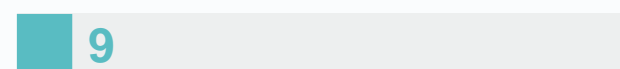
Self-employed

18



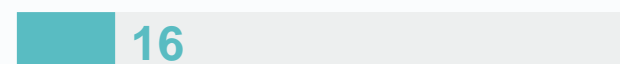
Manager

9



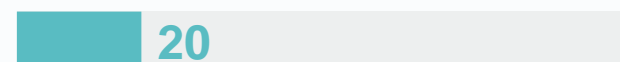
Other white collar

16



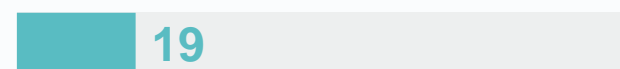
Blue collar

20



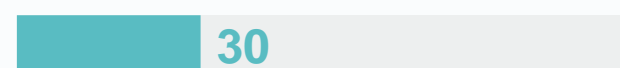
Seeking a job

19



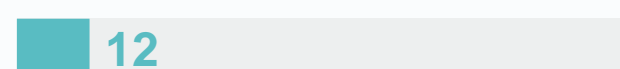
House-person and  
other not in employment

30



Student

12



Retired

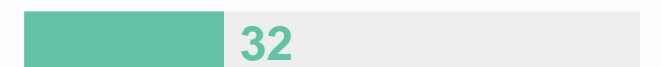
40



## EASE OF MANAGING FINANCIALLY

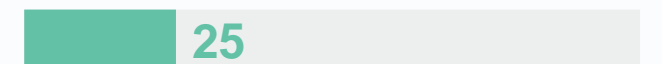
Very difficult

32



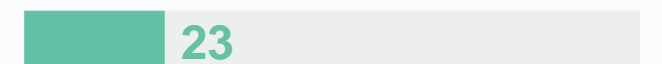
Fairly difficult

25



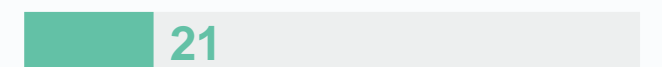
Fairly easy

23



Very easy

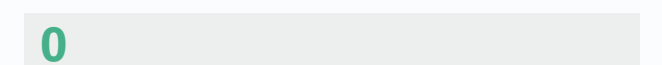
21



## PURCHASED ONLINE IN PAST 12 MONTHS

Yes

0



No

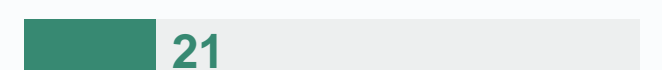
100



## KNOWLEDGE OF CONSUMER RIGHTS

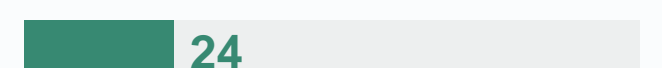
High

21



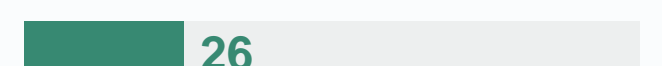
Medium

24



Low

26







In the past 12 months, have you purchased any goods or services via the Internet?

% No

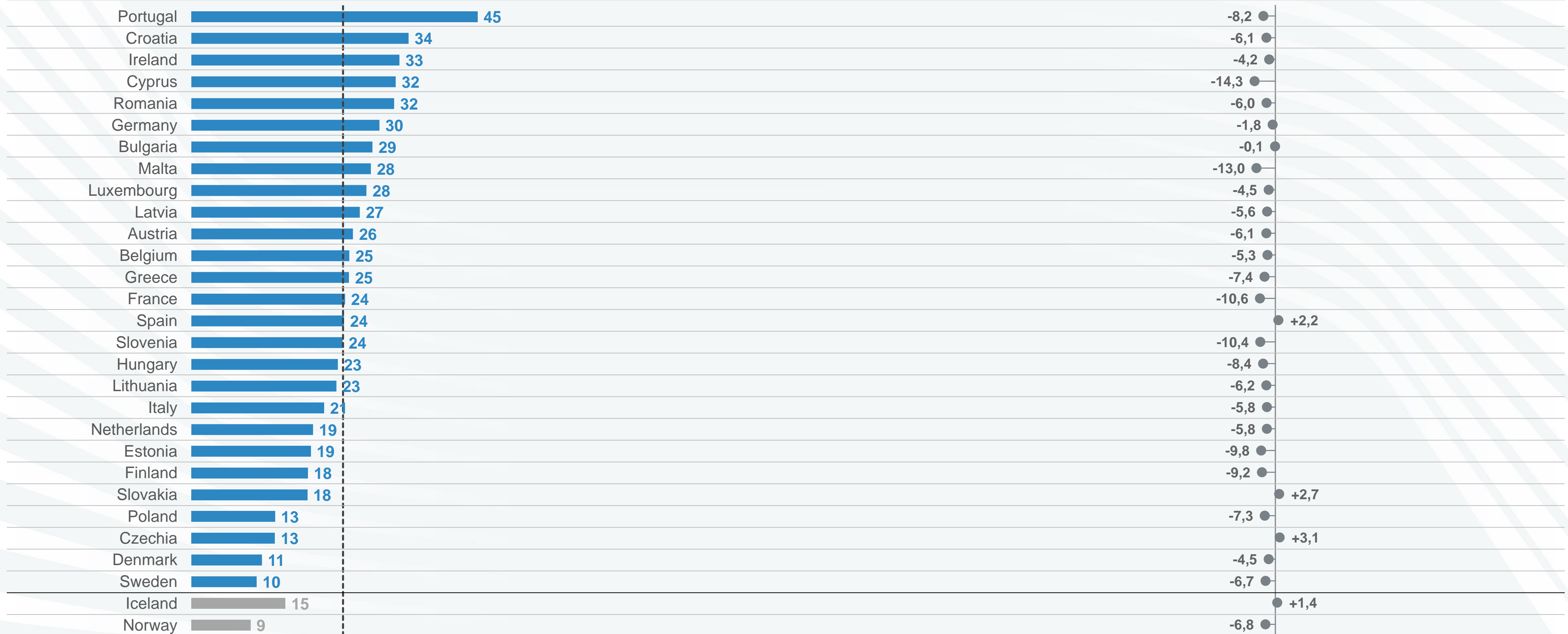
EU27 AVERAGE

2024

24

Change since 2022 (in pp)

-4,8



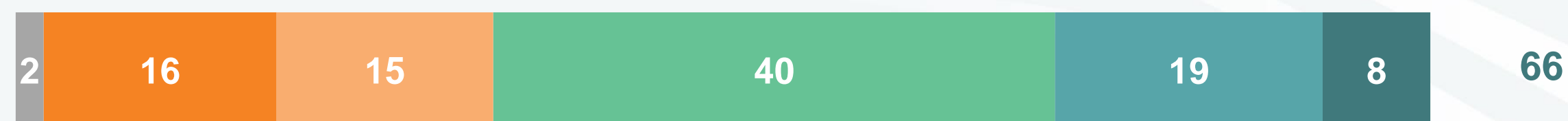


When you are searching for or buying products online, how often, if at all, would you say you experience...

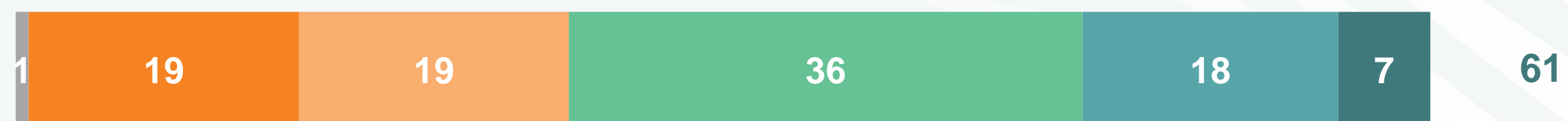
■ Don't know ■ Never ■ Rarely ■ Sometimes ■ Most of the time ■ Always

% Always + Most of the times + Sometimes

Consumer reviews that do not appear genuine



Price discounts that seem too large to be genuine



Social media “influencers” who appear to have been paid to promote certain product but do not say this clearly



Confusing, misleading or biased display of information that influenced or distorted your decision making influenced or distorted your decision making



Prices that differ from those a friend or relative gets when searching for the same thing at the same time





When you are searching for or buying products online, how often, if at all, would you say you experience...  
consumer reviews that do not appear genuine?  
% Always + Most of the times + Sometimes

EU27 AVERAGE

66

## GENDER



Male



Female



## AGE



18-34 y.o.



35-54 y.o.



55-64 y.o.



65+ y.o.



## EDUCATION



Less than high school



High school



Some college



## HOUSEHOLD COMPOSITION



Single-person household



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



Single parent, children  
living at home



Married/cohabiting couple,  
with children living at home



## OCCUPATION



Self-employed



Manager



Other white collar



Blue collar



Seeking a job



House-person and  
other not in employment



Student



Retired



## EASE OF MANAGING FINANCIALLY



Very difficult



Fairly difficult



Fairly easy



Very easy



## PURCHASED ONLINE IN PAST 12 MONTHS



Yes



No

## KNOWLEDGE OF CONSUMER RIGHTS



High



Medium



Low





When you are searching for or buying products online, how often, if at all, would you say you experience...  
consumer reviews that do not appear genuine?  
% Always + Most of the times + Sometimes

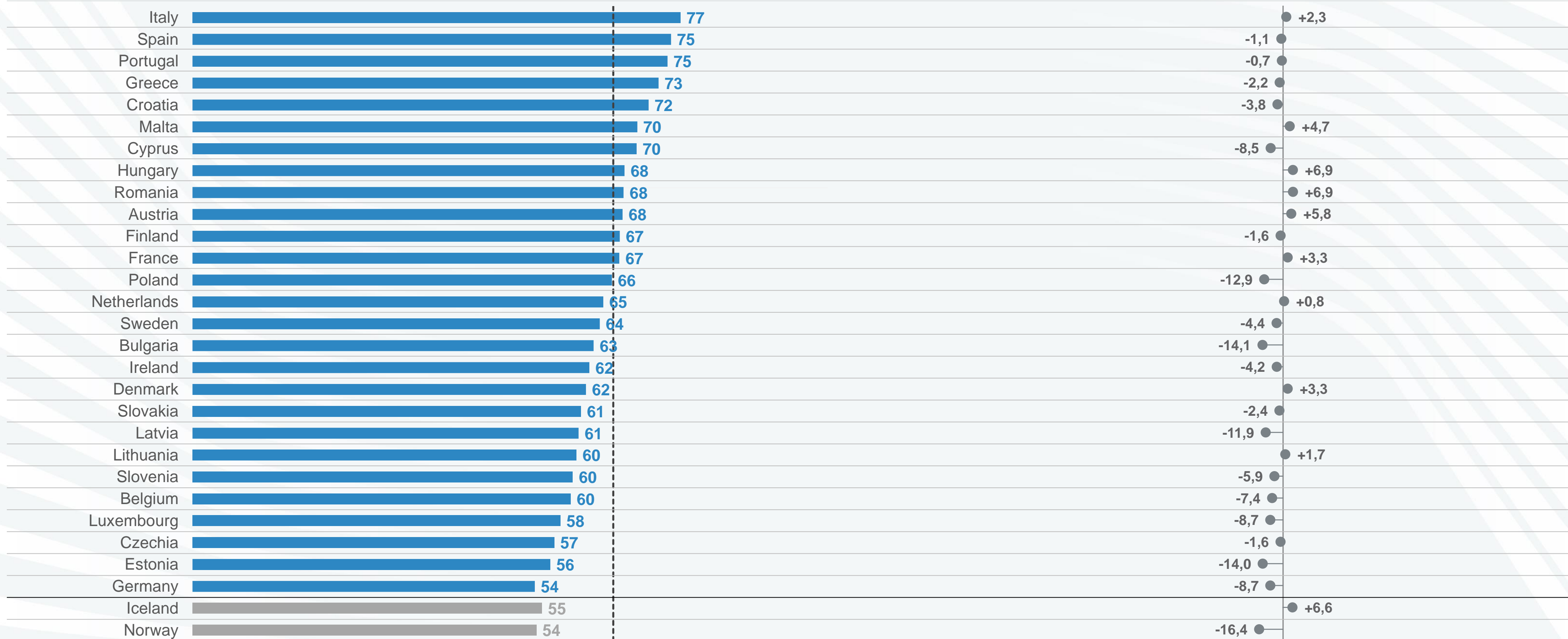
EU27 AVERAGE

2024

66

Change since 2022 (in pp)

-2,4







When you are searching for or buying products online, how often, if at all, would you say you experience...  
price discounts that seem too large to be genuine?  
% Always + Most of the times + Sometimes

EU27 AVERAGE **61**

## GENDER

Male

61



Female

61



## AGE

18-34 y.o.

67

35-54 y.o.

64

55-64 y.o.

58

65+ y.o.

50



## EDUCATION

Less than high school

55

High school

62

Some college

61



## HOUSEHOLD COMPOSITION



Single-person household

58



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

58



Single parent, children  
living at home

62



Married/cohabiting couple,  
with children living at home

66



## OCCUPATION

Self-employed

65

Manager

63

Other white collar

63

Blue collar

66

Seeking a job

67

House-person and  
other not in employment

62

Student

68

Retired

50



## EASE OF MANAGING FINANCIALLY

Very difficult

63

Fairly difficult

66

Fairly easy

61

Very easy

54



## PURCHASED ONLINE IN PAST 12 MONTHS

Yes

61

No



## KNOWLEDGE OF CONSUMER RIGHTS

High

60

Medium

62

Low

61





When you are searching for or buying products online, how often, if at all, would you say you experience...  
price discounts that seem too large to be genuine?  
% Always + Most of the times + Sometimes

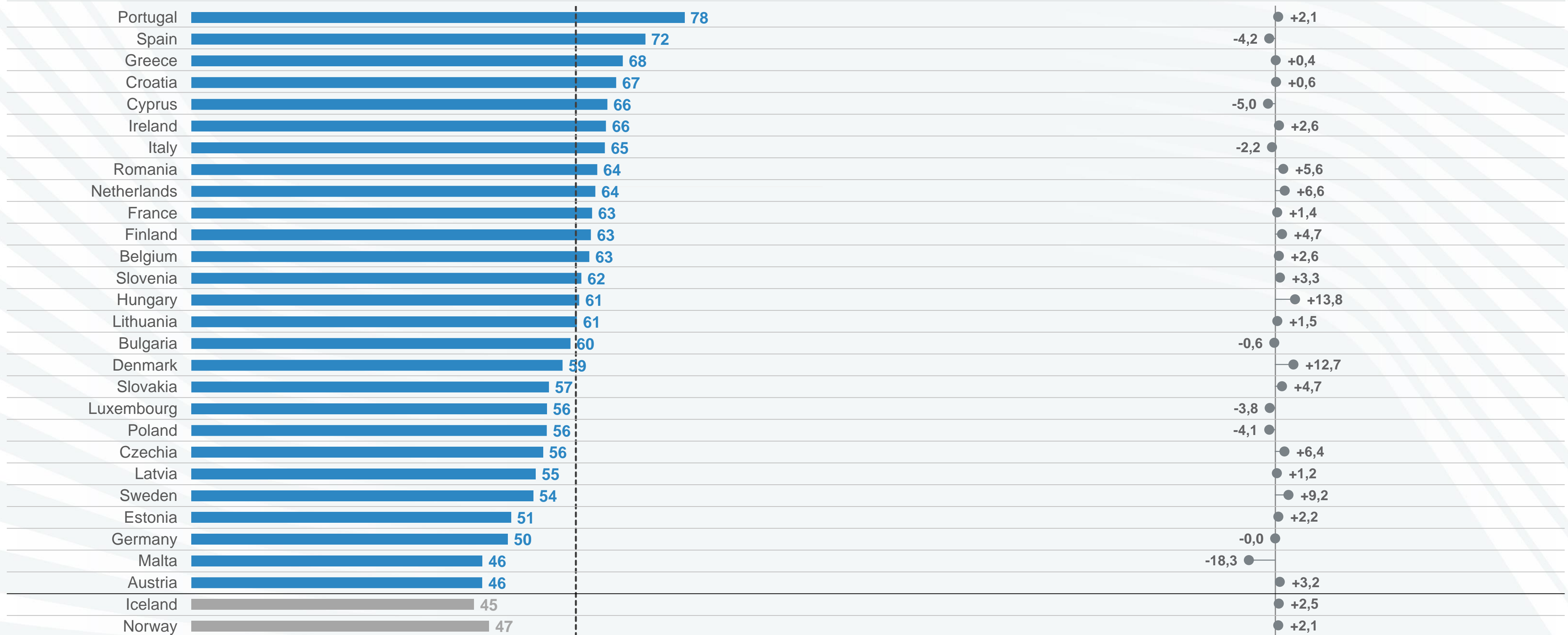
EU27 AVERAGE

2024

61

Change since 2022 (in pp)

+0,8





When you are searching for or buying products online, how often, if at all, would you say you experience...  
social media “influencers” who appear to have been paid to promote certain product but do not say this clearly?

% Always + Most of the times + Sometimes

**EU27 AVERAGE** **47**

## GENDER

Male

47



Female

48



## AGE

18-34 y.o.

61



35-54 y.o.

48



55-64 y.o.

39



65+ y.o.

36



## EDUCATION

Less than high school

39



High school

50



Some college

47



## HOUSEHOLD COMPOSITION



Single-person household

46



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

44



Single parent, children  
living at home

53



Married/cohabiting couple,  
with children living at home

49



## OCCUPATION

Self-employed

49



Manager

50



Other white collar

48



Blue collar

52



Seeking a job

56



House-person and  
other not in employment

50



Student

62



Retired

37



## EASE OF MANAGING FINANCIALLY

Very difficult

52



Fairly difficult

51



Fairly easy

47



Very easy

44



## PURCHASED ONLINE IN PAST 12 MONTHS

Yes

47



No

## KNOWLEDGE OF CONSUMER RIGHTS

High

46



Medium

48



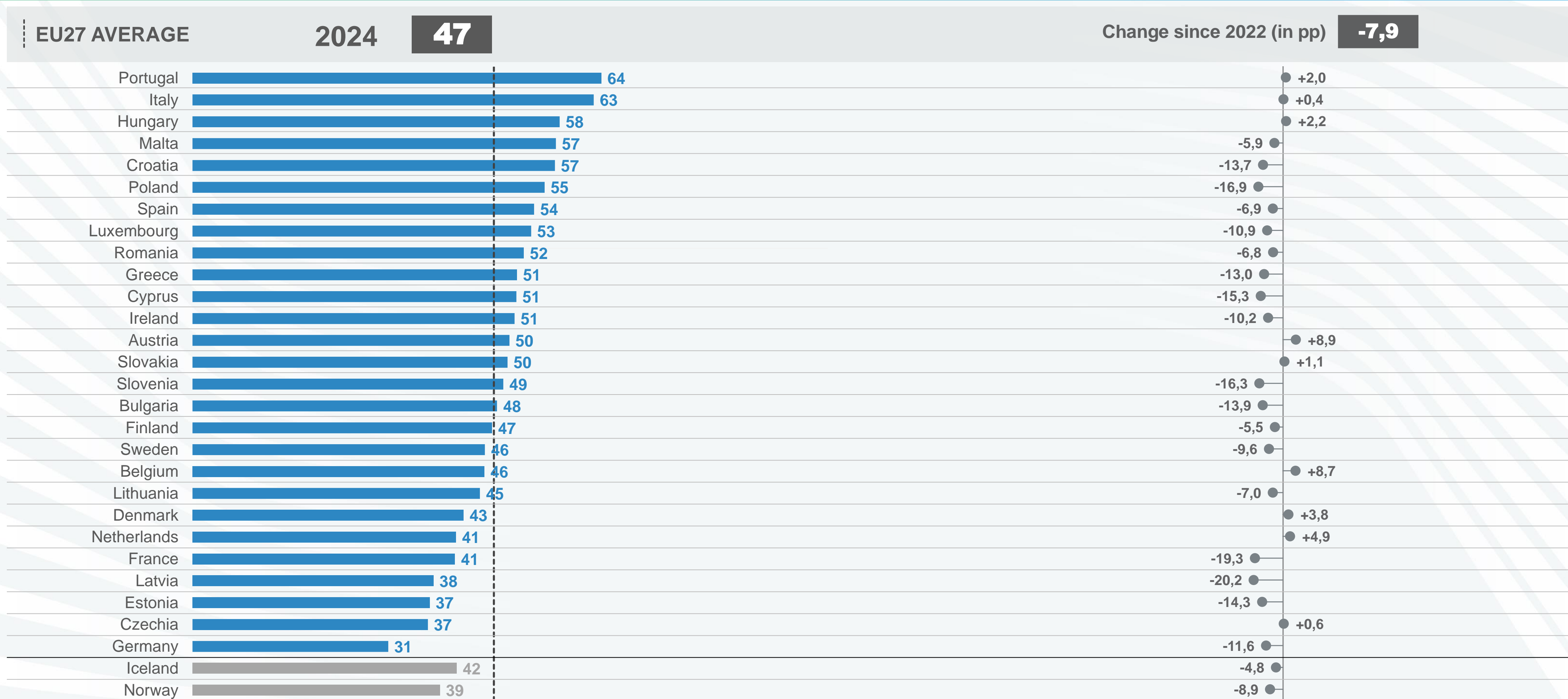
Low

49





When you are searching for or buying products online, how often, if at all, would you say you experience...  
social media “influencers” who appear to have been paid to promote certain product but do not say this clearly?  
% Always + Most of the times + Sometimes







When you are searching for or buying products online, how often, if at all, would you say you experience...  
confusing, misleading or biased display of information that influenced or distorted your decision making  
% Always + Most of the times + Sometimes

EU27 AVERAGE **40**

## GENDER

Male

41



Female

40



## AGE

18-34 y.o.

46



35-54 y.o.

42



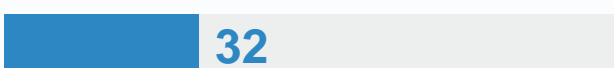
55-64 y.o.

38



65+ y.o.

32



## EDUCATION

Less than high school

39



High school

41



Some college

41



## HOUSEHOLD COMPOSITION



Single-person household

40



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

39



Single parent, children  
living at home

44



Married/cohabiting couple,  
with children living at home

43



## OCCUPATION

Self-employed

43



Manager

40



Other white collar

44



Blue collar

41



Seeking a job

48



House-person and  
other not in employment

41



Student

43



Retired

32



## EASE OF MANAGING FINANCIALLY

Very difficult

46



Fairly difficult

43



Fairly easy

41



Very easy

37



## PURCHASED ONLINE IN PAST 12 MONTHS

Yes

40



No

## KNOWLEDGE OF CONSUMER RIGHTS

High

42



Medium

40



Low

40



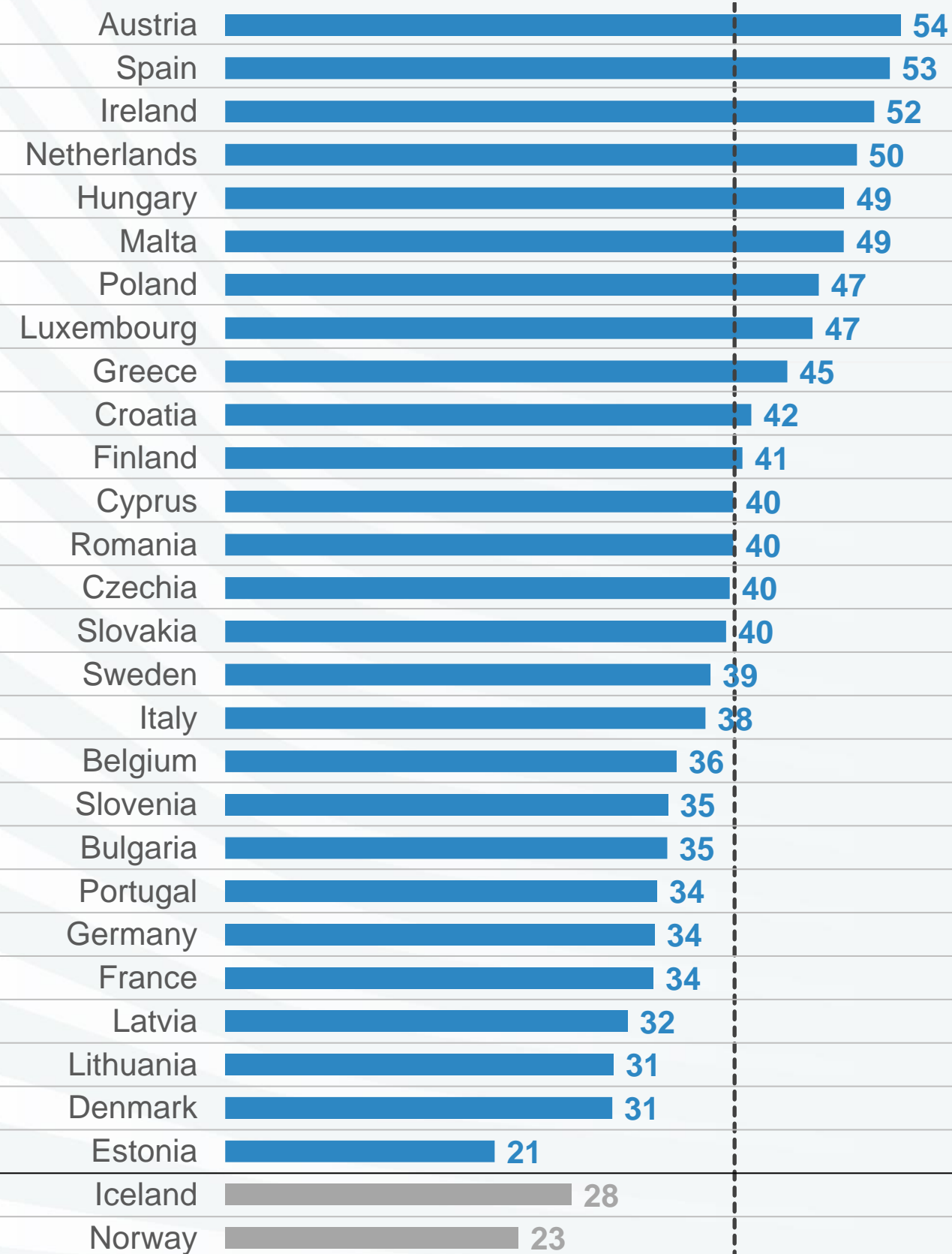


When you are searching for or buying products online, how often, if at all, would you say you experience...  
confusing, misleading or biased display of information that influenced or distorted your decision making  
% Always + Most of the times + Sometimes

EU27 AVERAGE

2024

40



**Base:** Adults (aged 18+) who have purchased any goods or services via the internet in the past 12 months

**Note:** No trend data available. The question was added/reformulated in 2024.



When you are searching for or buying products online, how often, if at all, would you say you experience...  
prices that differ from those a friend or relative gets when searching for the same thing at the same time?

% Always + Most of the times + Sometimes

**EU27 AVERAGE** **40**

## GENDER

Male

41



Female

40



## AGE

18-34 y.o.

48



35-54 y.o.

40



55-64 y.o.

37



65+ y.o.

33



## EDUCATION

Less than high school

42



High school

41



Some college

40



## HOUSEHOLD COMPOSITION



Single-person household

37



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

40



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living at home

45



Married/cohabiting couple,  
with children living at home

42



## OCCUPATION

Self-employed

43



Manager

46



Other white collar

40



Blue collar

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Seeking a job

49



House-person and  
other not in employment

41



Student

49



Retired

33



## EASE OF MANAGING FINANCIALLY

Very difficult

48



Fairly difficult

45



Fairly easy

40



Very easy

35



## PURCHASED ONLINE IN PAST 12 MONTHS

Yes

40



No

## KNOWLEDGE OF CONSUMER RIGHTS

High

40



Medium

41



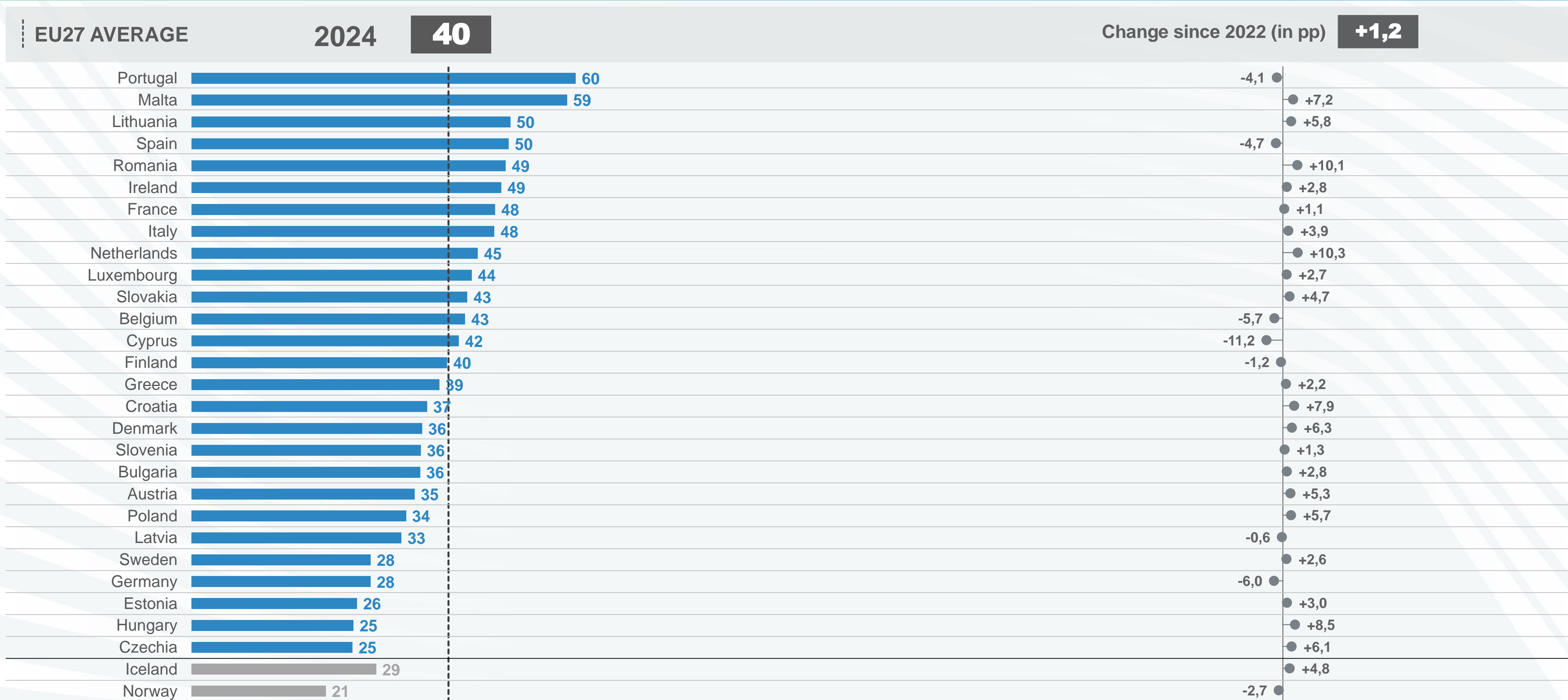
Low

41





When you are searching for or buying products online, how often, if at all, would you say you experience...  
prices that differ from those a friend or relative gets when searching for the same thing at the same time?  
% Always + Most of the times + Sometimes







## In the last 12 months, have you personally experienced any of the following?

Yes, you were contacted about sending money to someone who claimed to be in financial hardship 23

Yes, you were contacted by someone pretending to be from a legitimate organisation, asking for personal information or money 21

Yes, you made a purchase from an online shop, and the shop turned out to be fake\* 9

Yes, you were tricked into signing up for a recurring subscription online\* 7

Yes, you were scammed by someone using a deepfake in a phone or video call\* 5

Yes, you were convinced by an influencer to invest in a cryptocurrency or other financial scheme that turned out to be financially harmful (like a pyramid scheme)\* 4

Yes, you bought tickets online for an event, concert or travel, and the tickets turned out to be fake\* 2

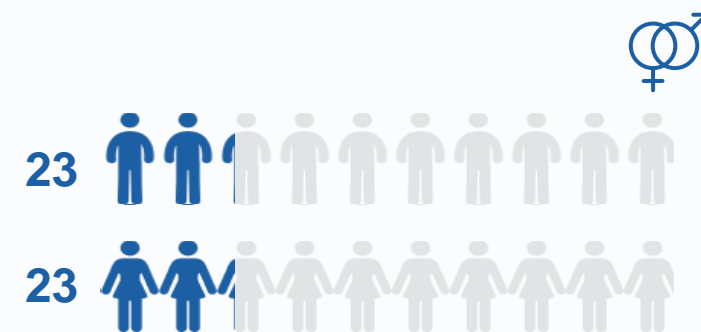


In the last 12 months, have you personally experienced any of the following?  
% Yes, you were contacted about sending money to someone who claimed to be in financial hardship

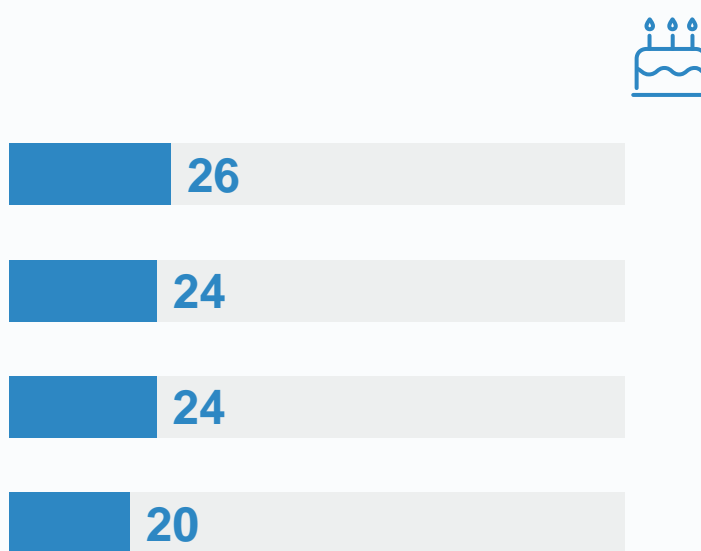
## EU27 AVERAGE

23

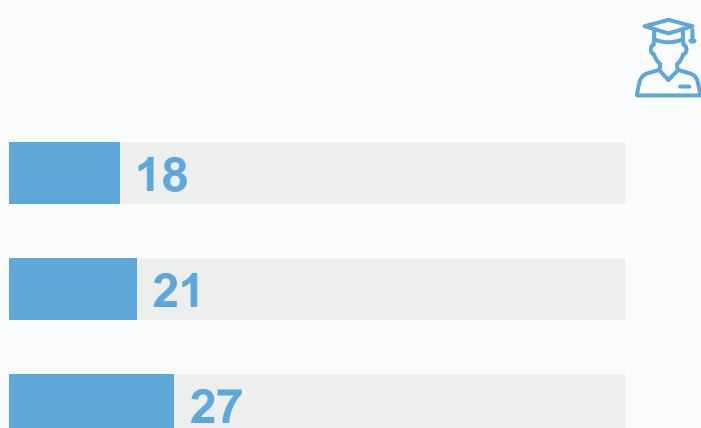
## GENDER



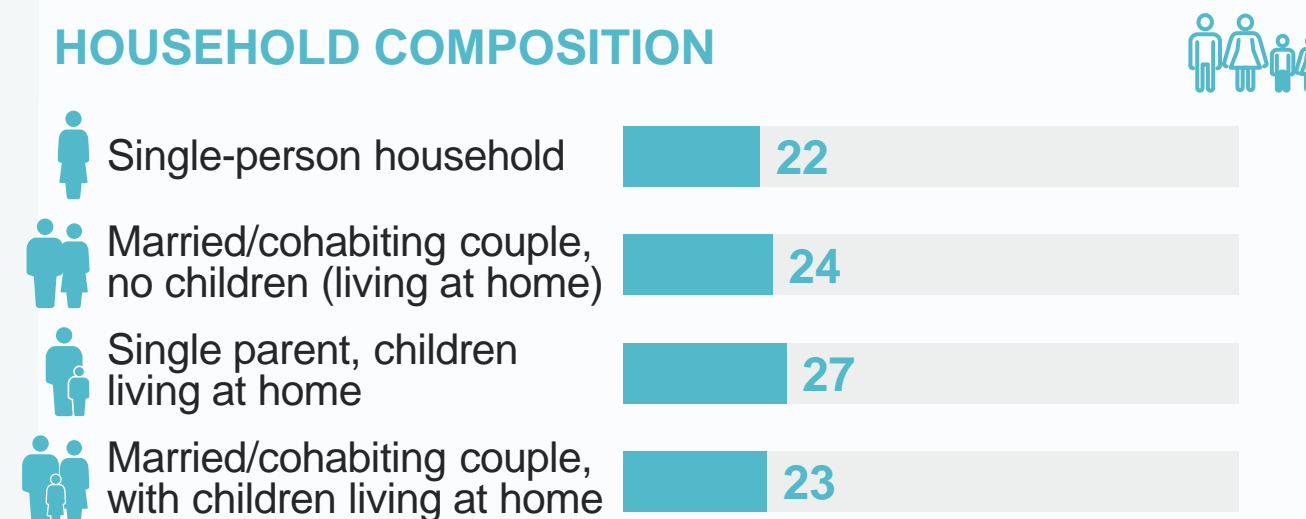
## AGE



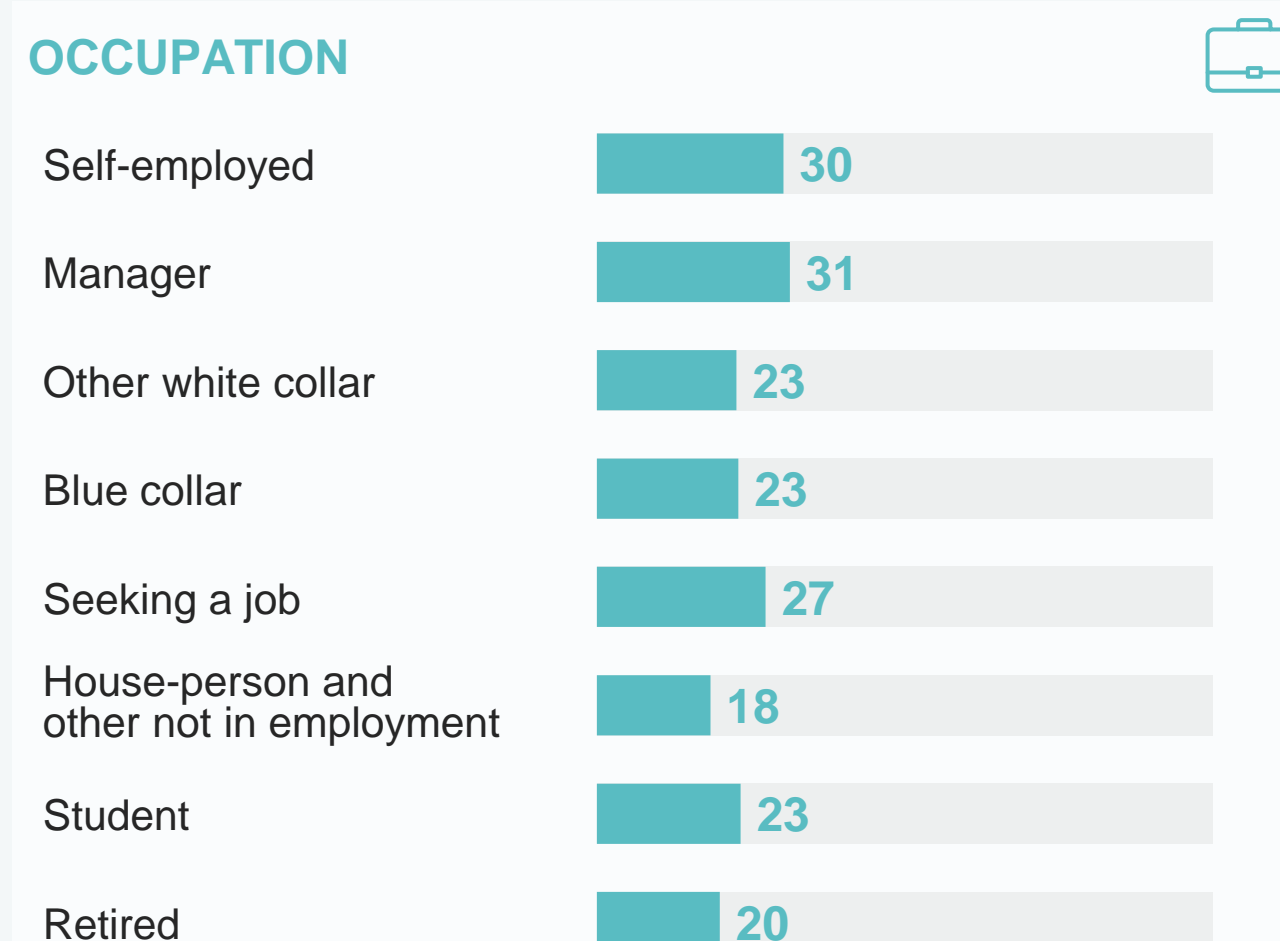
## EDUCATION



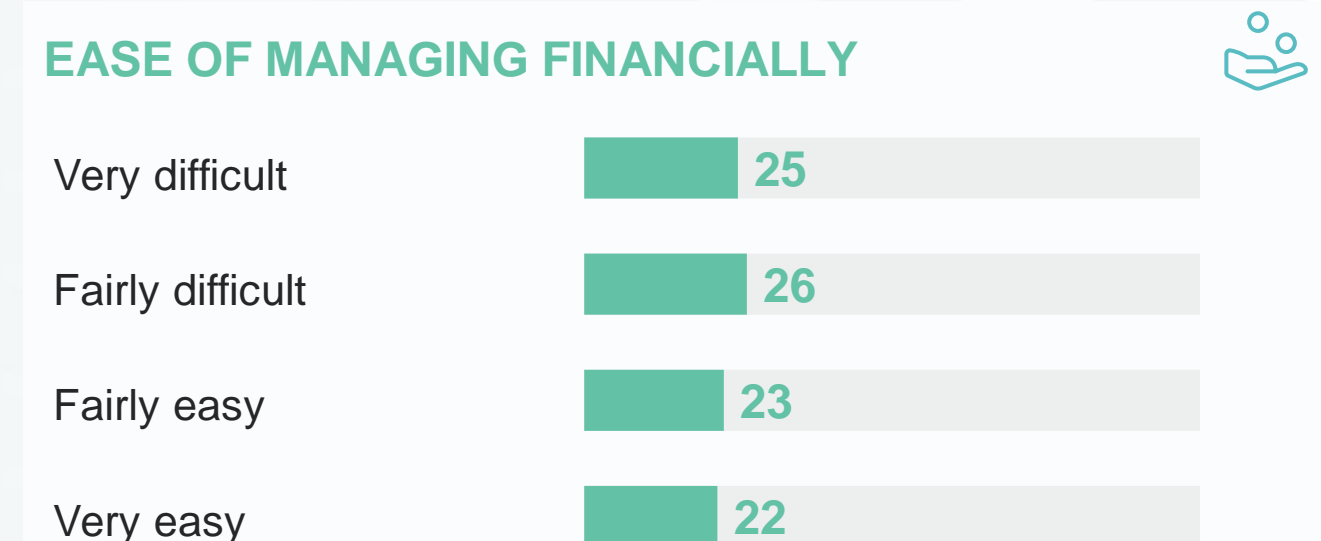
## HOUSEHOLD COMPOSITION



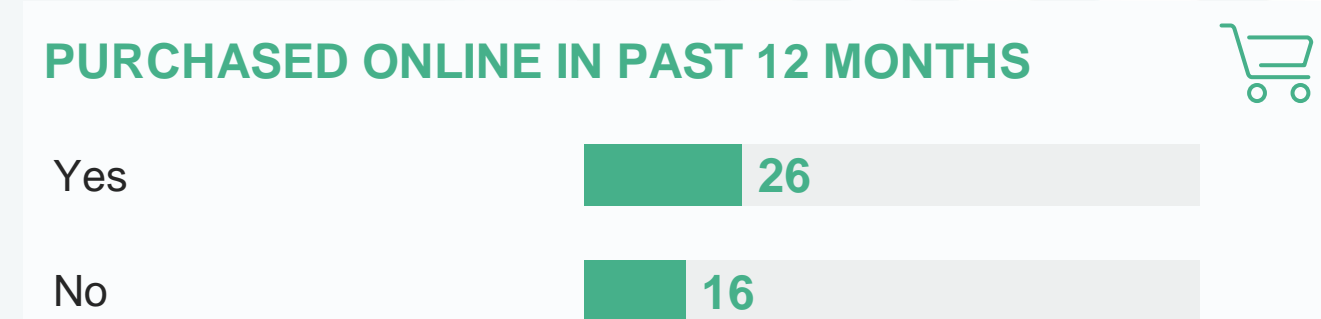
## OCCUPATION



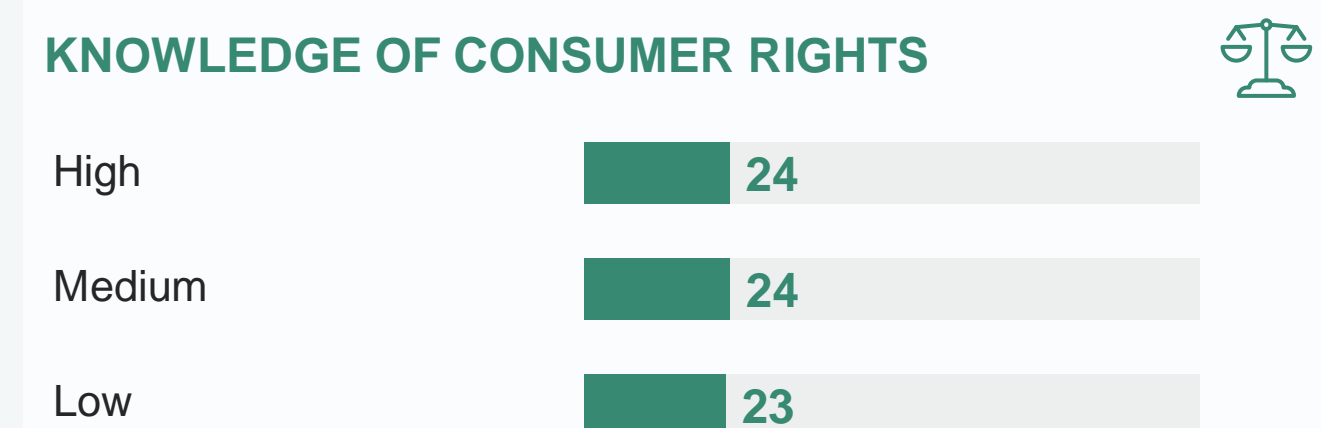
## EASE OF MANAGING FINANCIALLY



## PURCHASED ONLINE IN PAST 12 MONTHS



## KNOWLEDGE OF CONSUMER RIGHTS





**In the last 12 months, have you personally experienced any of the following?**  
% Yes, you were contacted about sending money to someone who claimed to be in financial hardship

EU27 AVERAGE

2024

23



Base: Adults (aged 18+)

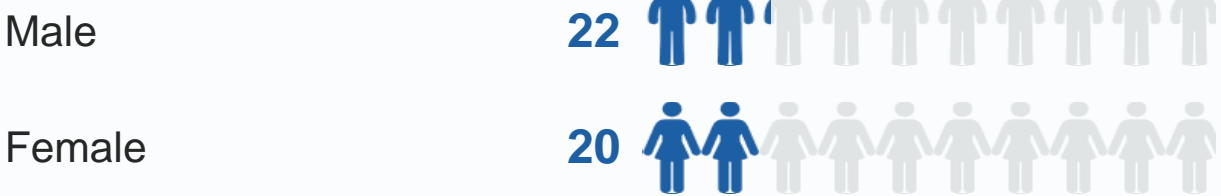
Note: No trend data available for 2022. The question was added/reformulated in 2024.



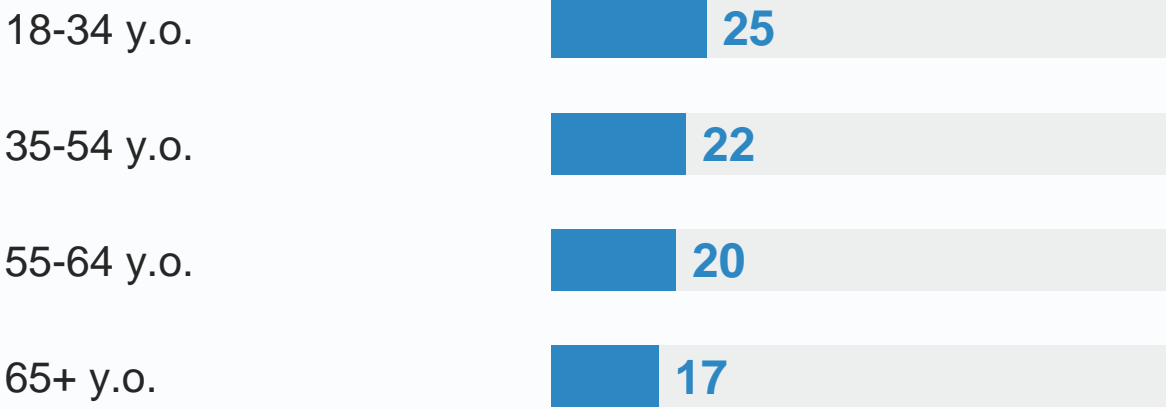
In the last 12 months, have you personally experienced any of the following?  
% Yes, you were contacted by someone pretending to be from a legitimate organisation, asking for personal information or money

EU27 AVERAGE **21**

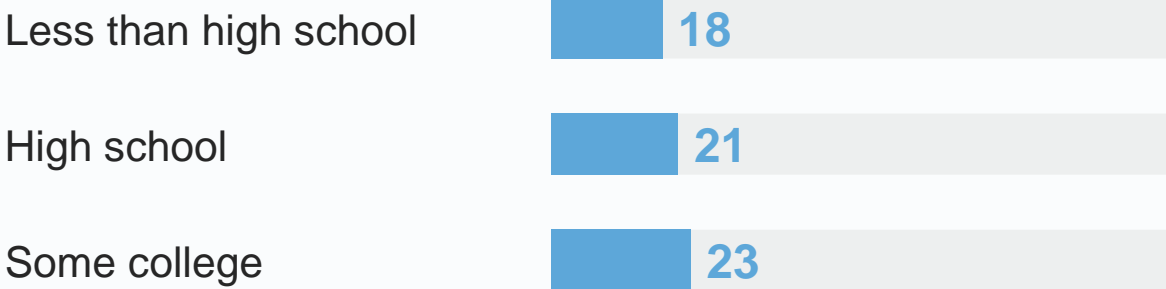
GENDER



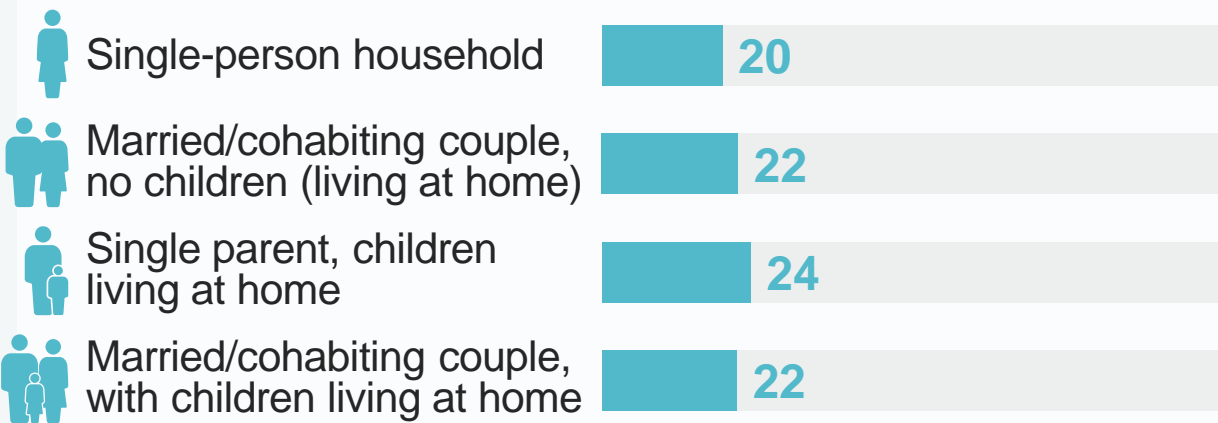
AGE



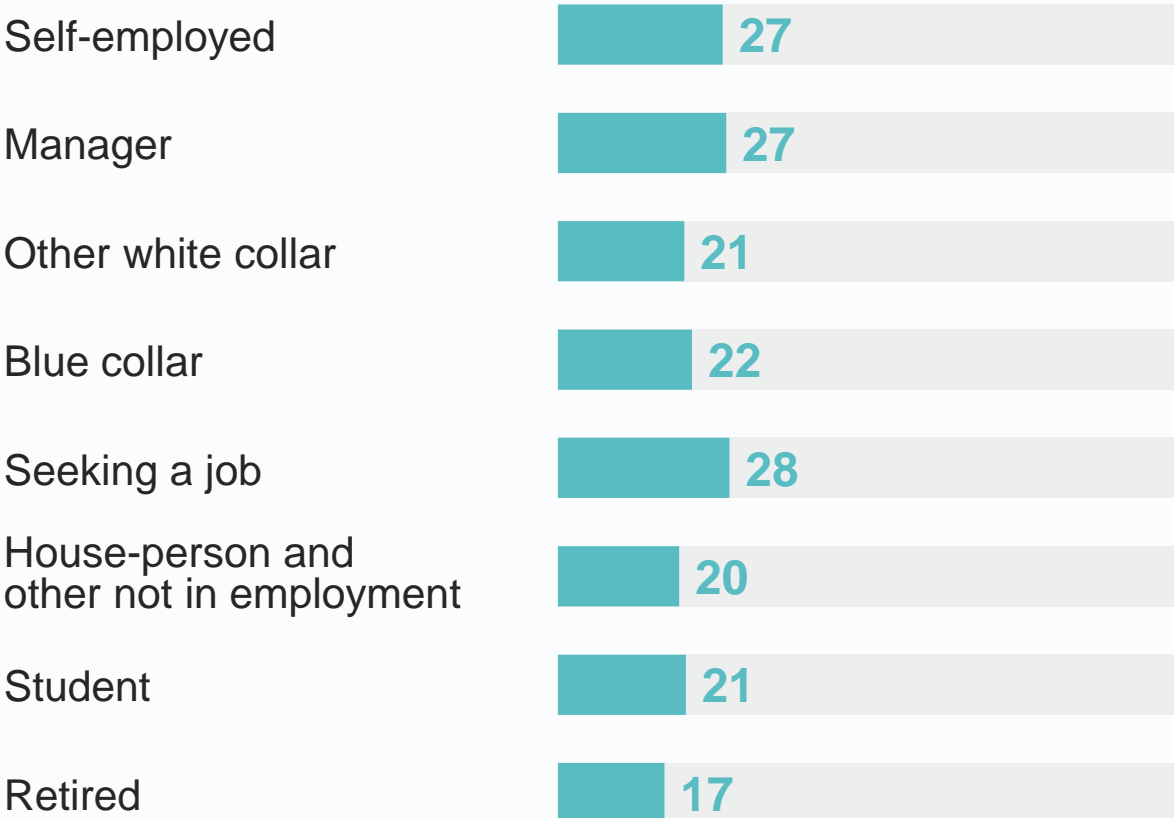
EDUCATION



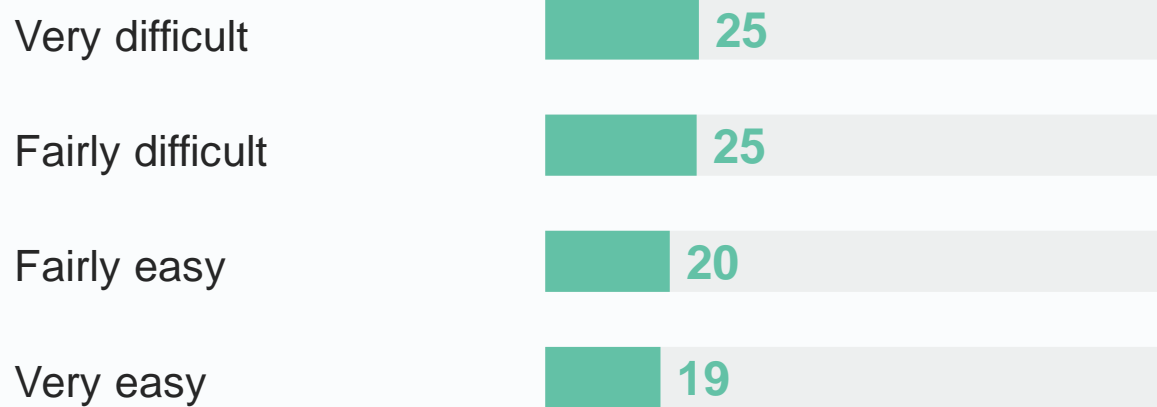
HOUSEHOLD COMPOSITION



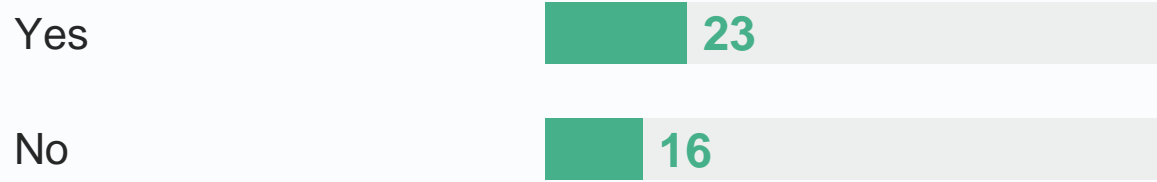
OCCUPATION



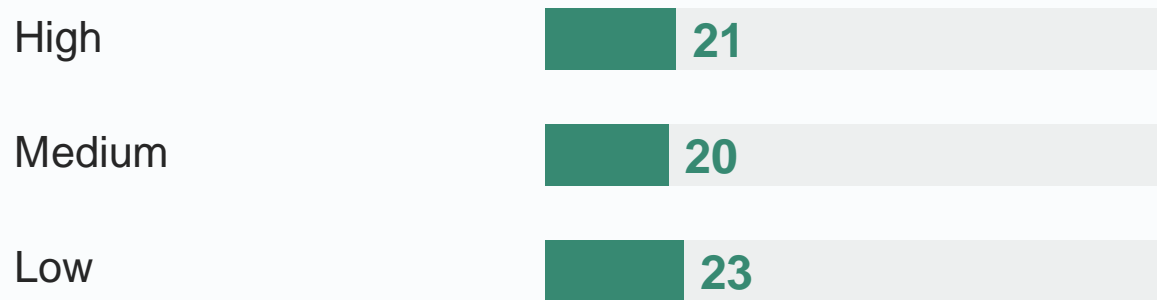
EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS







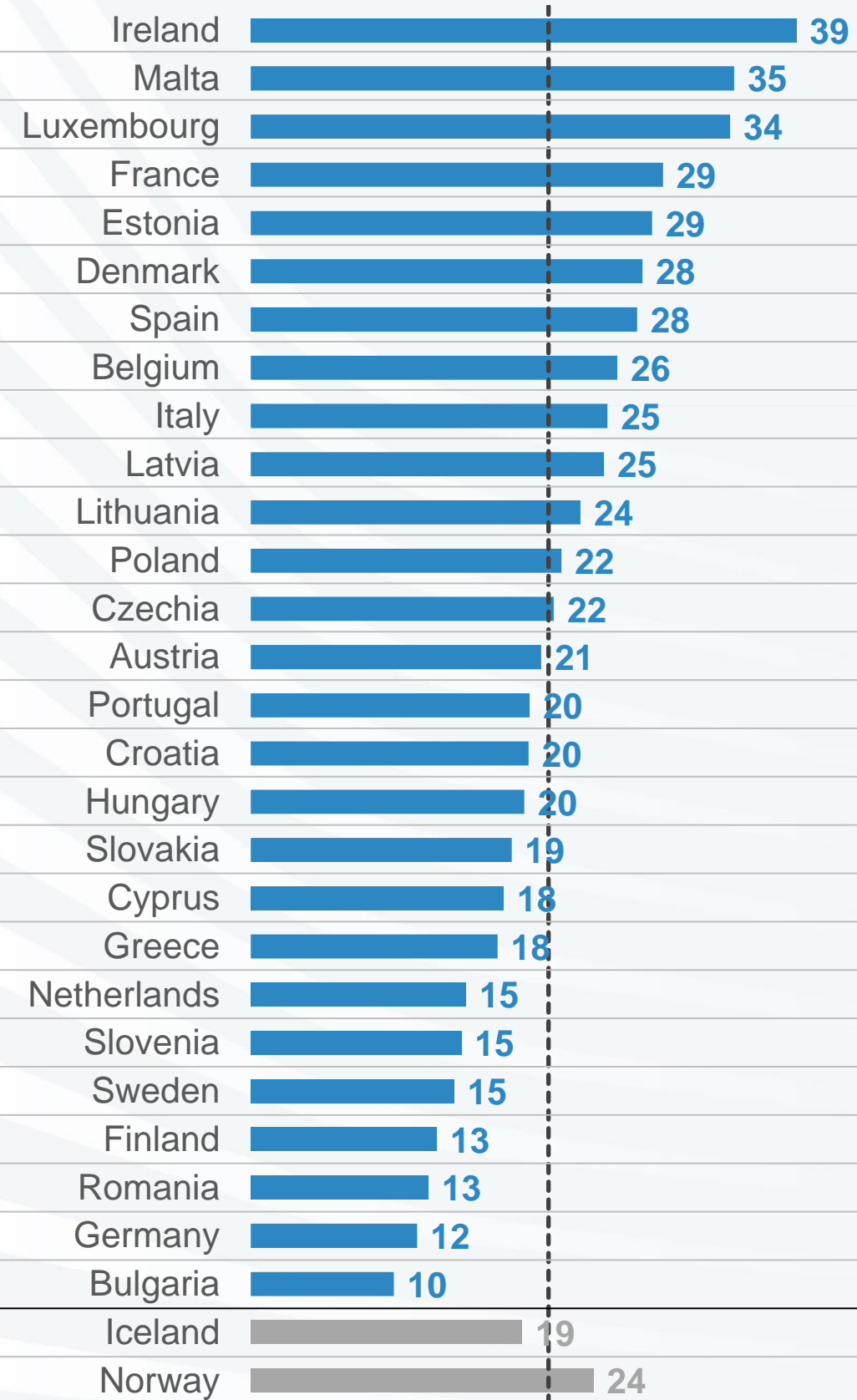
## In the last 12 months, have you personally experienced any of the following?

% Yes, you were contacted by someone pretending to be from a legitimate organisation, asking for personal information or money

EU27 AVERAGE

2024

21



Base: Adults (aged 18+)

Note: No trend data available for 2022. The question was added/reformulated in 2024.



In the last 12 months, have you personally experienced any of the following?

% Yes, you made a purchase from an online shop, and the shop turned out to be fake



Base: Adults (aged 18+)  
Note: No trend data available for 2022. The question was added/reformulated in 2024.



In the last 12 months, have you personally experienced any of the following?  
% Yes, you were tricked into signing up for a recurring subscription online

EU27 AVERAGE

2024

7



Base: Adults (aged 18+)

Note: No trend data available for 2022. The question was added/reformulated in 2024.

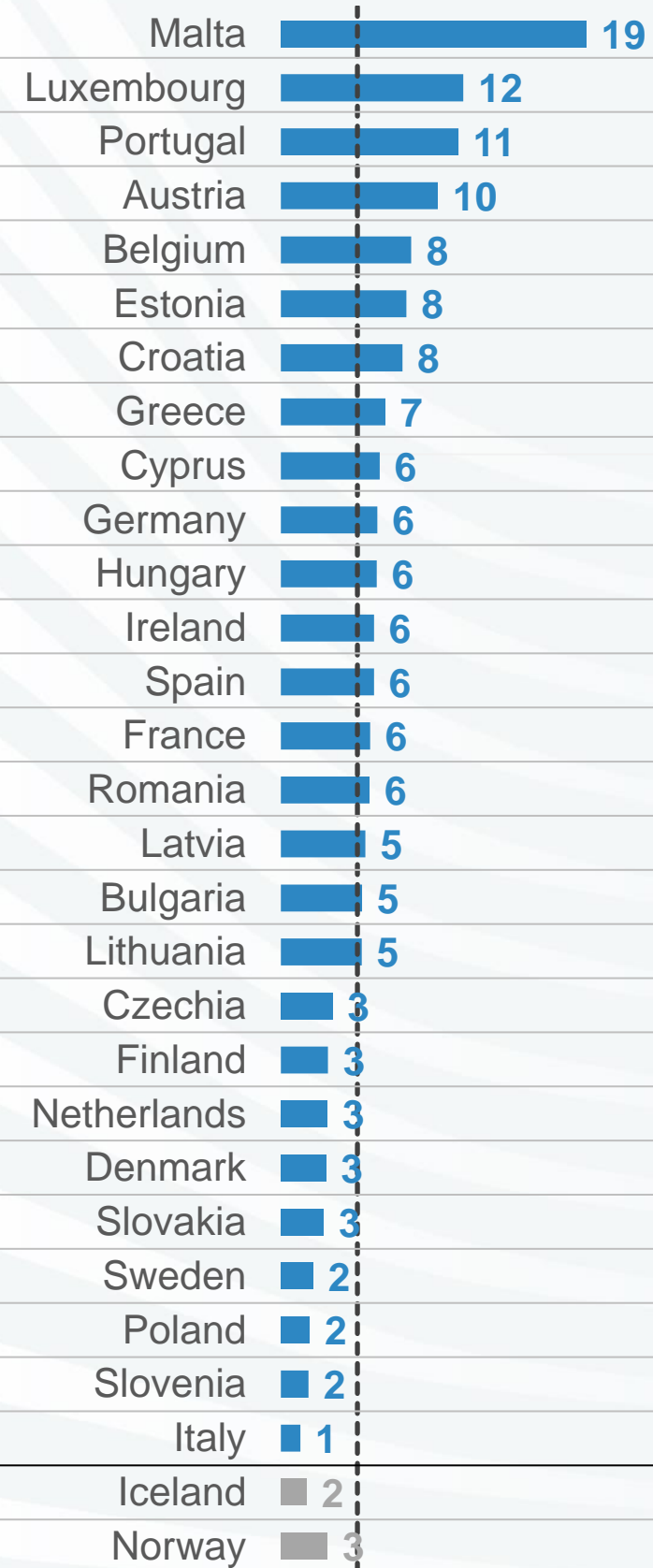


In the last 12 months, have you personally experienced any of the following?  
% Yes, you were scammed by someone using a deepfake in a phone or video call

EU27 AVERAGE

2024

5



Base: Adults (aged 18+)

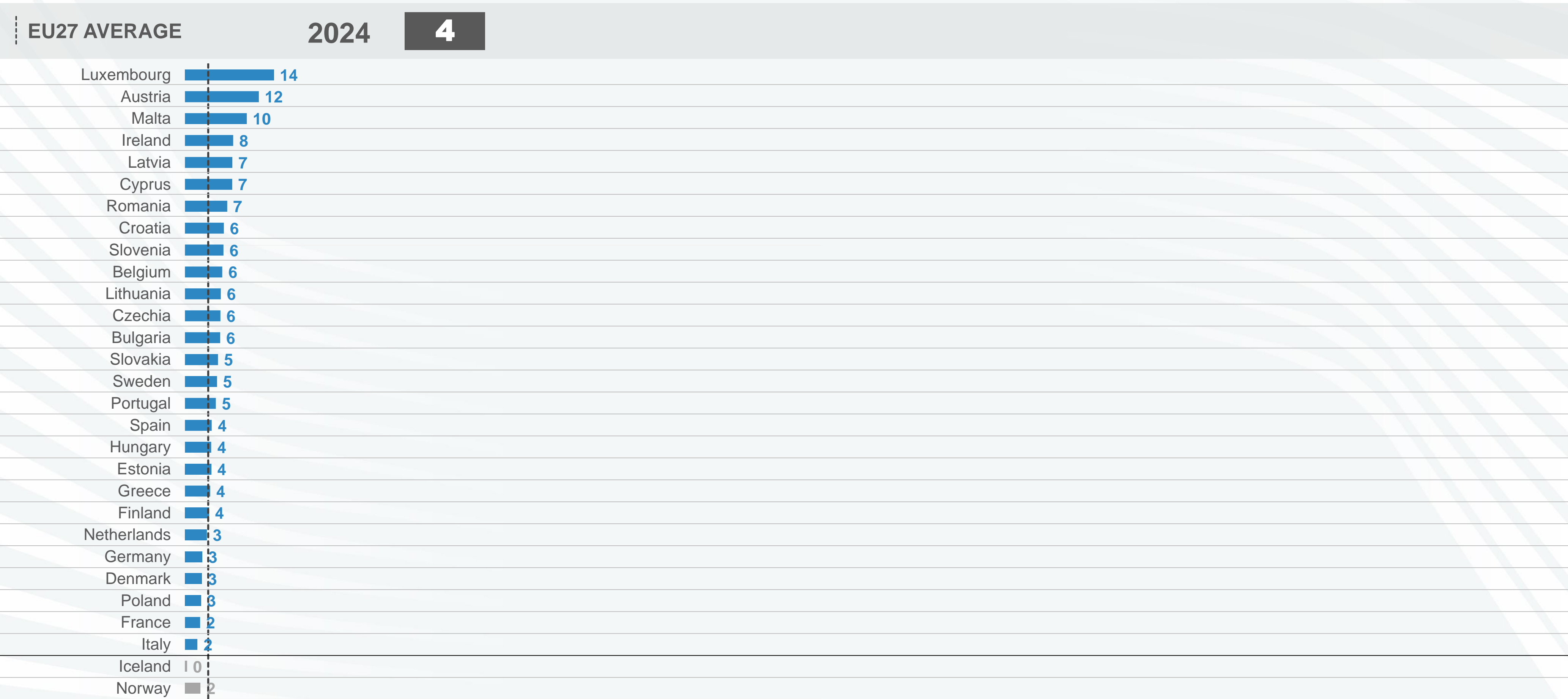
Note: No trend data available for 2022. The question was added/reformulated in 2024.





In the last 12 months, have you personally experienced any of the following?

% Yes, you were convinced by an influencer to invest in a cryptocurrency or other financial scheme that turned out to be financially harmful (like a pyramid scheme)



**Base:** Adults (aged 18+)  
**Note:** No trend data available for 2022. The question was added/reformulated in 2024.



In the last 12 months, have you personally experienced any of the following?  
% Yes, you bought tickets online for an event, concert or travel, and the tickets turned out to be fake

EU27 AVERAGE

2024

2

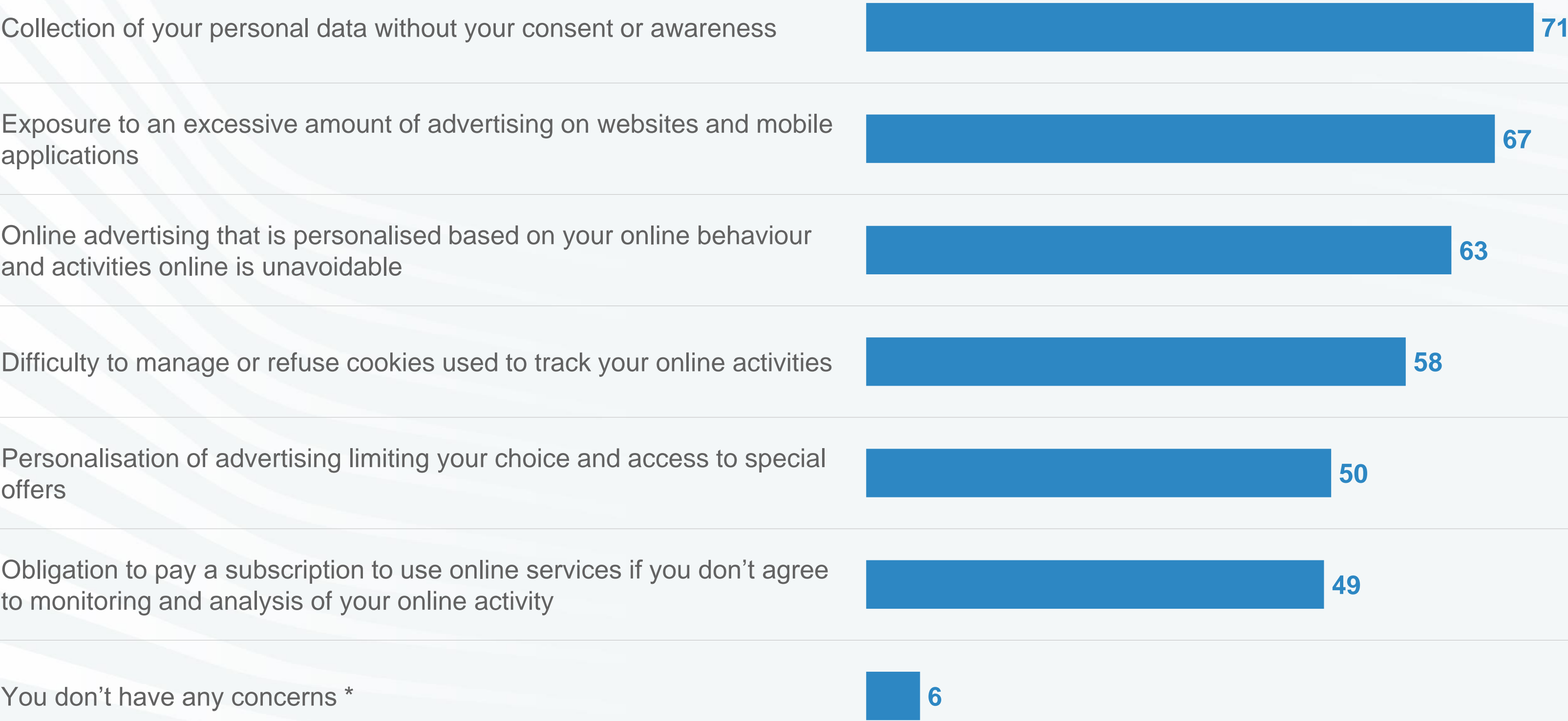


Base: Adults (aged 18+)

Note: No trend data available for 2022. The question was added/reformulated in 2024.



Which, if any, of the following are a concern to you personally?



**Base:** Adults (aged 18+)  
**Note:** \*Sociodemographic differences are not shown due to small sample sizes

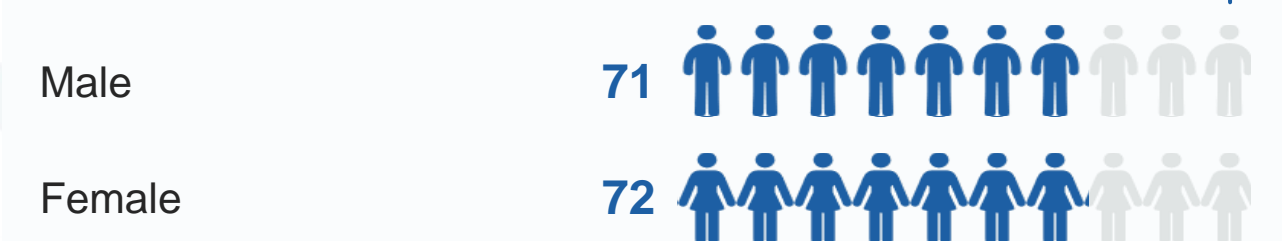


## Which, if any, of the following are a concern to you personally?

% Collection of your personal data without your consent or awareness

EU27 AVERAGE **71**

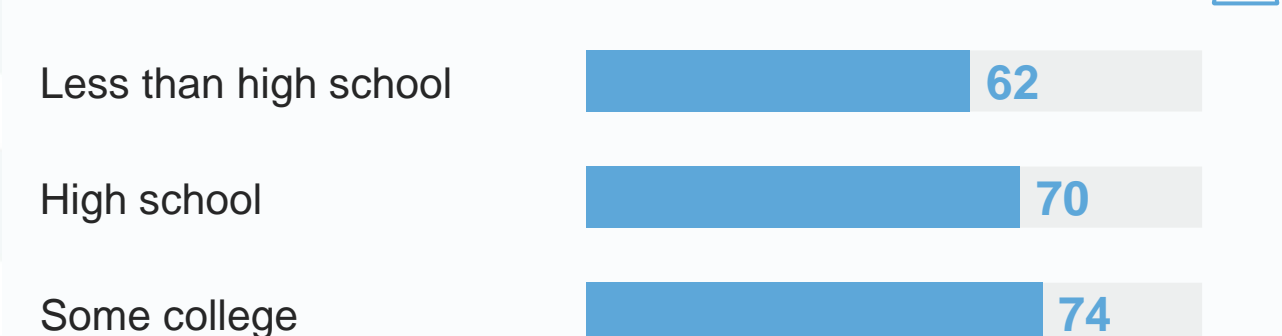
### GENDER



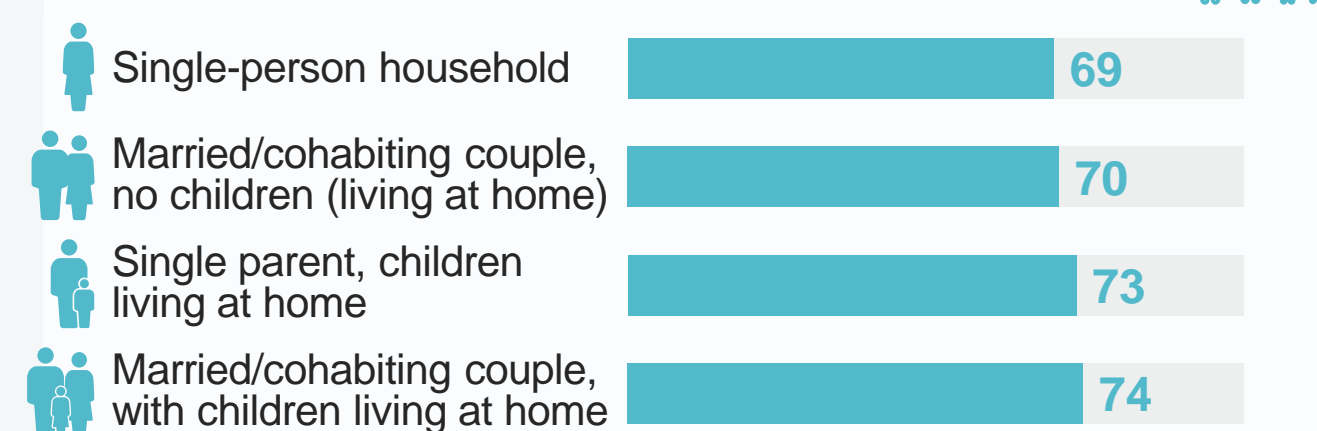
### AGE



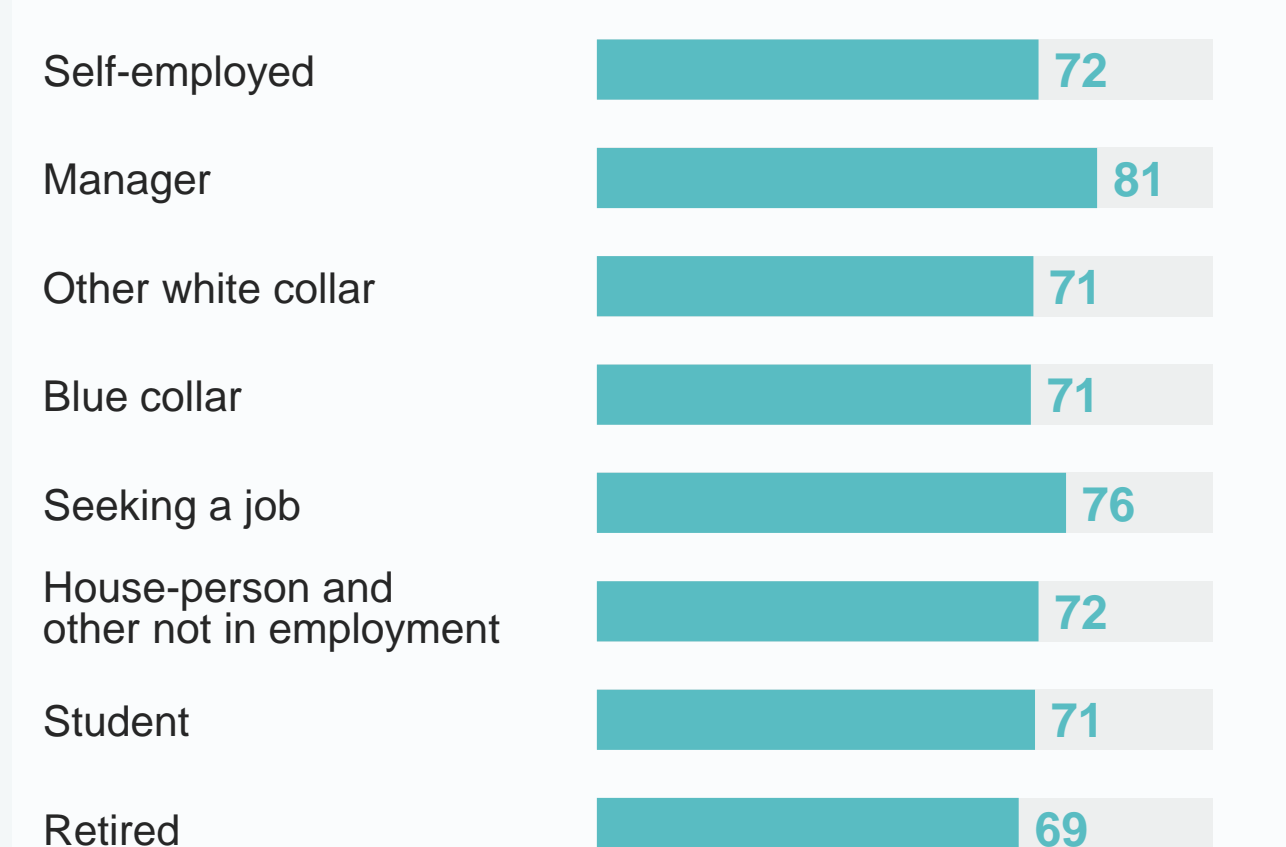
### EDUCATION



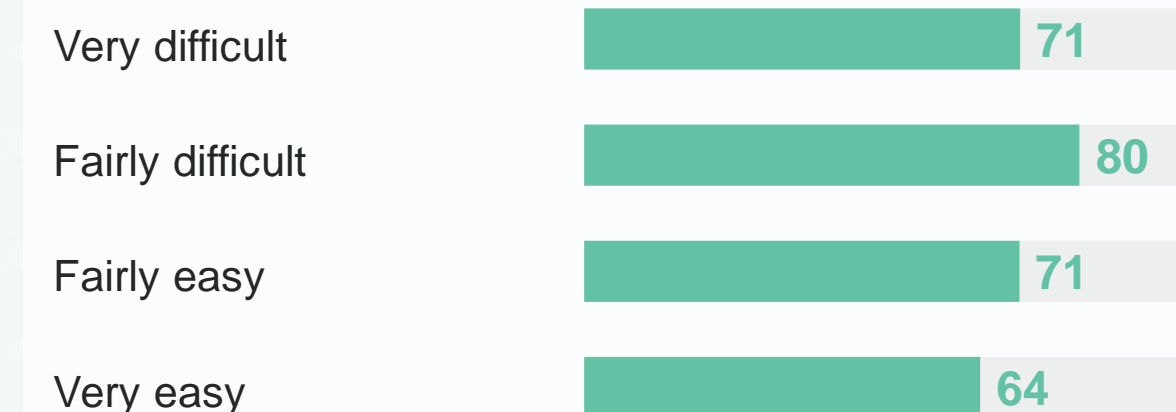
### HOUSEHOLD COMPOSITION



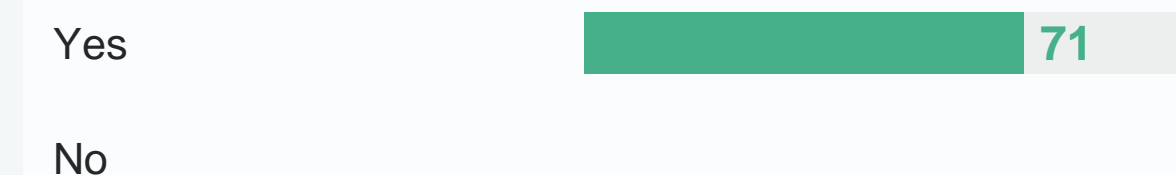
### OCCUPATION



### EASE OF MANAGING FINANCIALLY



### PURCHASED ONLINE IN PAST 12 MONTHS



### KNOWLEDGE OF CONSUMER RIGHTS







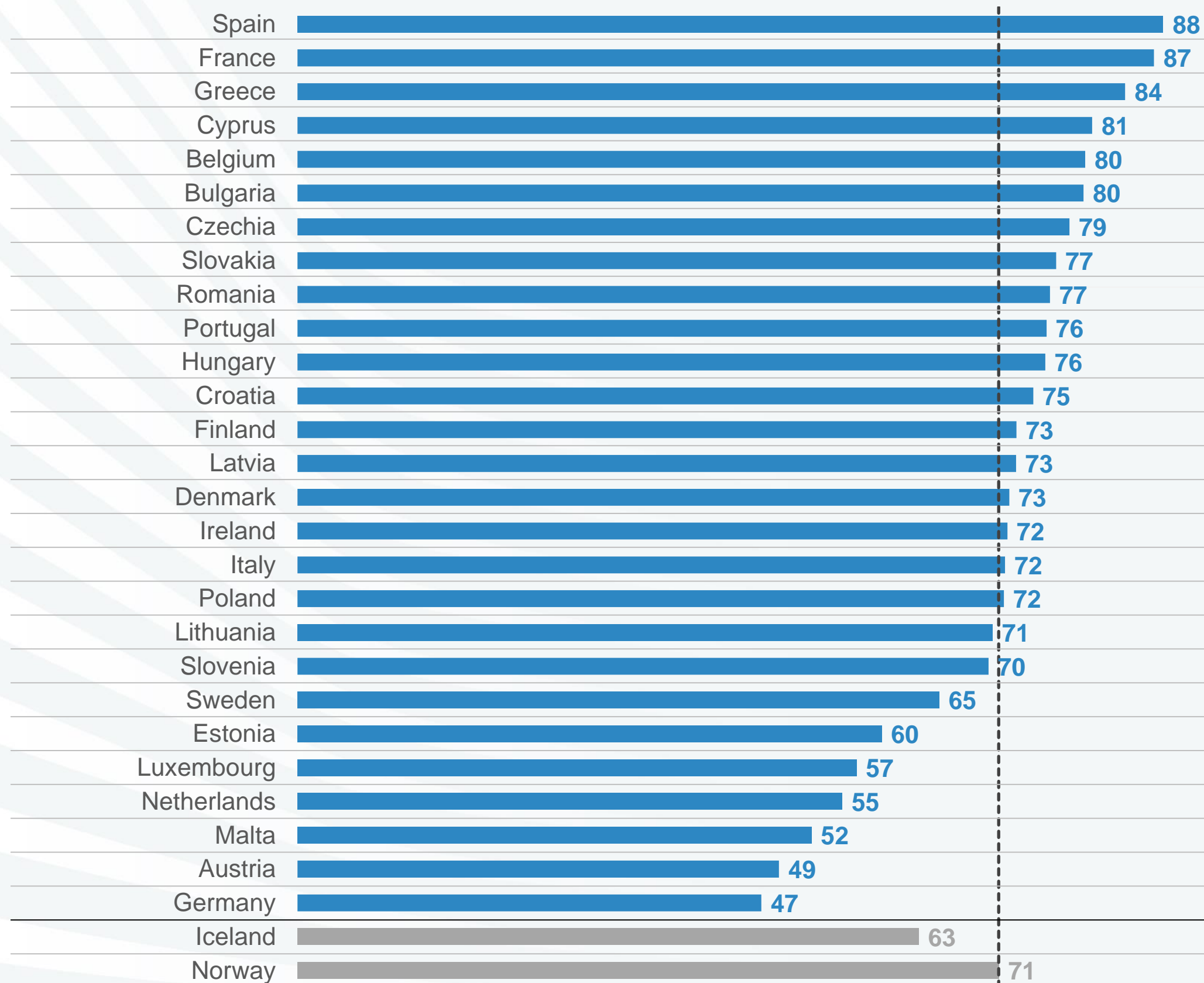
## Which, if any, of the following are a concern to you personally?

% Collection of your personal data without your consent or awareness

EU27 AVERAGE

2024

71



**Base:** Adults (aged 18+) who have purchased any goods or services via the internet in the past 12 months

**Note:** No trend data available. The question was added/reformulated in 2024.



Which, if any, of the following are a concern to you personally?  
% Exposure to an excessive amount of advertising on websites and mobile applications

EU27 AVERAGE

67

## GENDER

Male

66



Female

68



## AGE

18-34 y.o.

66



35-54 y.o.

69



55-64 y.o.

68



65+ y.o.

66



## EDUCATION

Less than high school

58



High school

67



Some college

70



## HOUSEHOLD COMPOSITION



Single-person household

64



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

68



Single parent, children  
living at home

67



Married/cohabiting couple,  
with children living at home

69



## OCCUPATION

Self-employed

67



Manager

77



Other white collar

66



Blue collar

68



Seeking a job

70



House-person and  
other not in employment

69



Student

66



Retired

66



## EASE OF MANAGING FINANCIALLY

Very difficult

70



Fairly difficult

75



Fairly easy

66



Very easy

61



## PURCHASED ONLINE IN PAST 12 MONTHS

Yes

67



No



## KNOWLEDGE OF CONSUMER RIGHTS

High

68



Medium

67



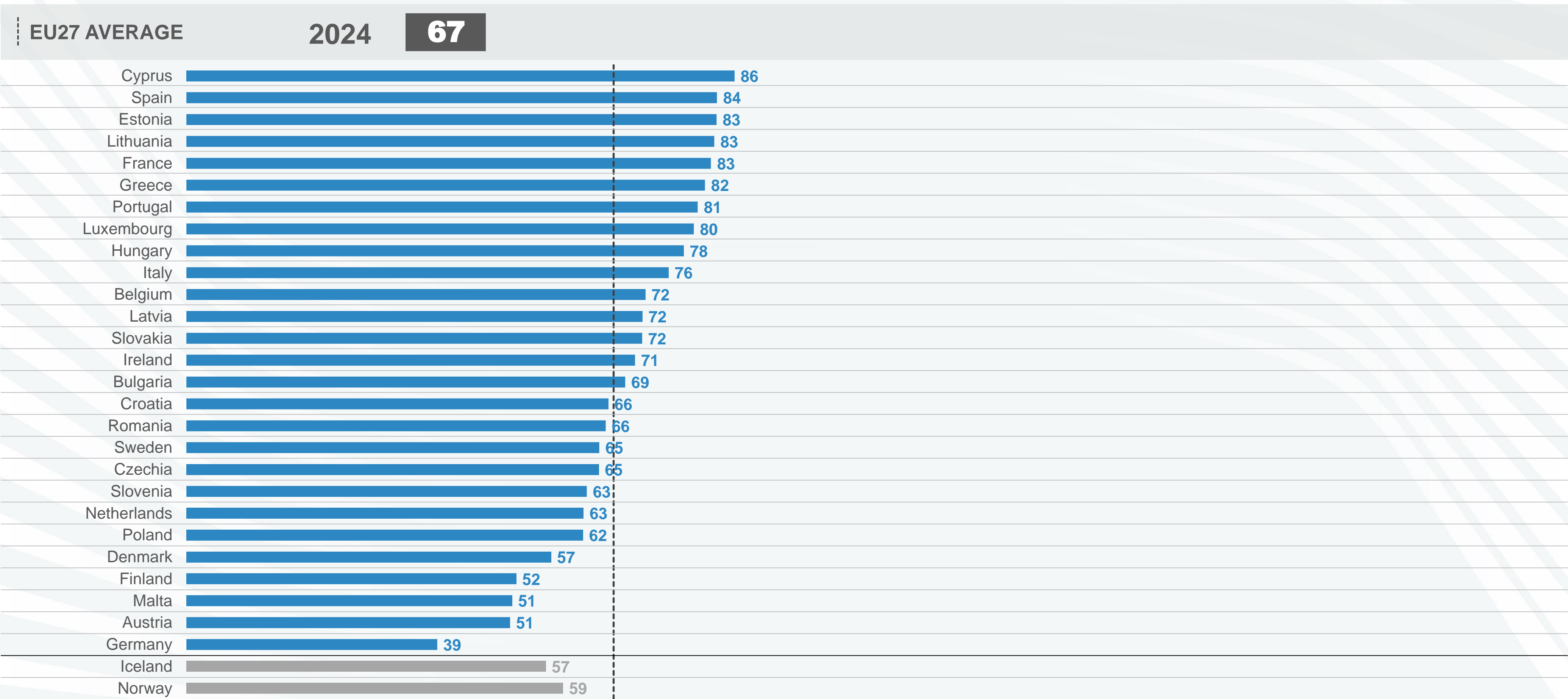
Low

67





Which, if any, of the following are a concern to you personally?  
% Exposure to an excessive amount of advertising on websites and mobile applications



**Base:** Adults (aged 18+) who have purchased any goods or services via the internet in the past 12 months  
**Note:** No trend data available. The question was added/reformulated in 2024.



## Which, if any, of the following are a concern to you personally?

% Online advertising that is personalised based on your online behaviour and activities online is unavoidable

EU27 AVERAGE

63

### GENDER



Male

62



Female

64



### AGE



18-34 y.o.

60



35-54 y.o.

65



55-64 y.o.

66



65+ y.o.

59



### EDUCATION



Less than high school

57



High school

61



Some college

65



### HOUSEHOLD COMPOSITION



Single-person household

61



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

62



Single parent, children living at home

62



Married/cohabiting couple, with children living at home

64



### OCCUPATION



Self-employed

64



Manager

69



Other white collar

63



Blue collar

61



Seeking a job

64



House-person and other not in employment

57



Student

63



Retired

60



### EASE OF MANAGING FINANCIALLY



Very difficult

65



Fairly difficult

68



Fairly easy

62



Very easy

57



### PURCHASED ONLINE IN PAST 12 MONTHS



Yes

63



No

### KNOWLEDGE OF CONSUMER RIGHTS



High

65



Medium

62



Low

61







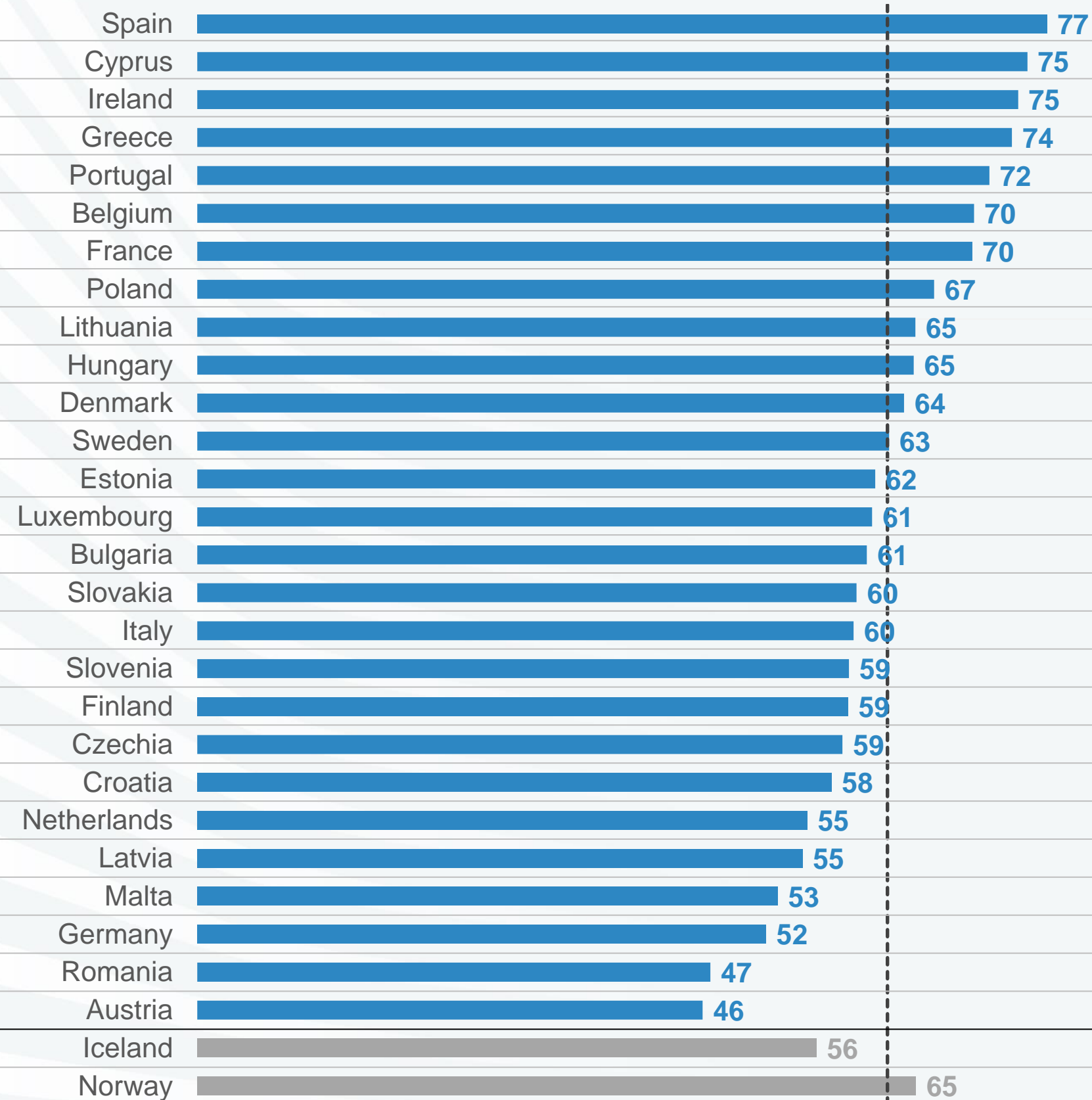
## Which, if any, of the following are a concern to you personally?

% Online advertising that is personalised based on your online behaviour and activities online is unavoidable

EU27 AVERAGE

2024

63



**Base:** Adults (aged 18+) who have purchased any goods or services via the internet in the past 12 months

**Note:** No trend data available. The question was added/reformulated in 2024.



## Which, if any, of the following are a concern to you personally?

% Difficulty to manage or refuse cookies used to track your online activities

EU27 AVERAGE

58

### GENDER

Male

56



Female

59



### AGE

18-34 y.o.

57

35-54 y.o.

59

55-64 y.o.

59

65+ y.o.

54



### EDUCATION

Less than high school

48

High school

56

Some college

61



### HOUSEHOLD COMPOSITION



Single-person household

56



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

58



Single parent, children living at home

59



Married/cohabiting couple, with children living at home

59



### OCCUPATION

Self-employed

61

Manager

61

Other white collar

58

Blue collar

57

Seeking a job

60

House-person and other not in employment

54

Student

59

Retired

56



### EASE OF MANAGING FINANCIALLY

Very difficult

63

Fairly difficult

66

Fairly easy

57

Very easy

49



### PURCHASED ONLINE IN PAST 12 MONTHS

Yes

58

No



### KNOWLEDGE OF CONSUMER RIGHTS

High

60

Medium

58

Low

56





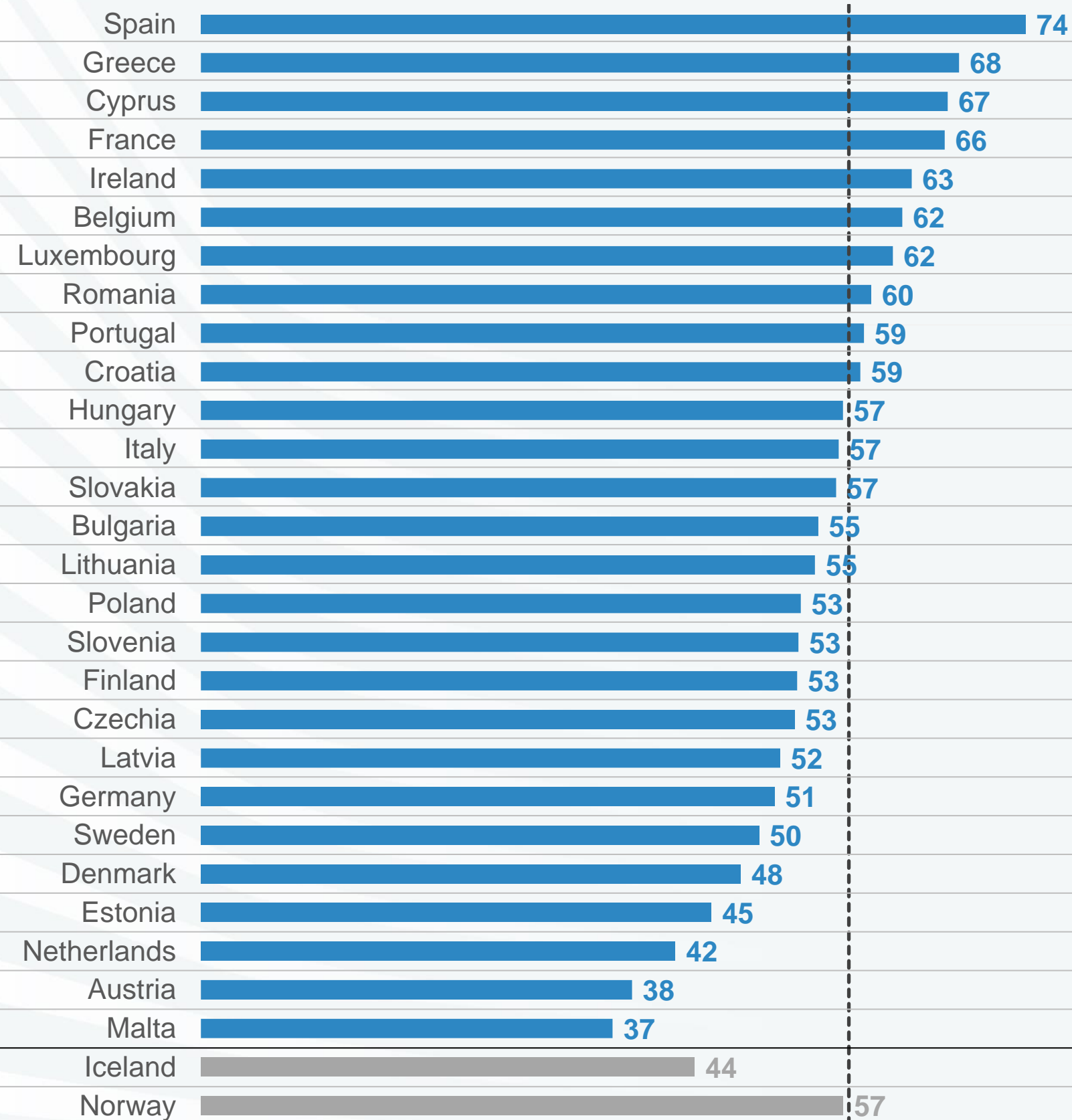
Which, if any, of the following are a concern to you personally?

% Difficulty to manage or refuse cookies used to track your online activities

EU27 AVERAGE

2024

58



**Base:** Adults (aged 18+) who have purchased any goods or services via the internet in the past 12 months

**Note:** No trend data available. The question was added/reformulated in 2024.



Which, if any, of the following are a concern to you personally?

% Personalisation of advertising limiting your choice and access to special offers

EU27 AVERAGE

50

## GENDER

Male

50



Female

50



## AGE

18-34 y.o.

48

35-54 y.o.

53

55-64 y.o.

52

65+ y.o.

45



## EDUCATION

Less than high school

42

High school

48

Some college

52



## HOUSEHOLD COMPOSITION



Single-person household

49



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

48



Single parent, children living at home

49



Married/cohabiting couple, with children living at home

52



## OCCUPATION

Self-employed

51

Manager

57

Other white collar

51

Blue collar

50

Seeking a job

52

House-person and other not in employment

43

Student

51

Retired

46



## EASE OF MANAGING FINANCIALLY

Very difficult

55

Fairly difficult

56

Fairly easy

49

Very easy

43



## PURCHASED ONLINE IN PAST 12 MONTHS

Yes

50

No



## KNOWLEDGE OF CONSUMER RIGHTS

High

51

Medium

48

Low

51







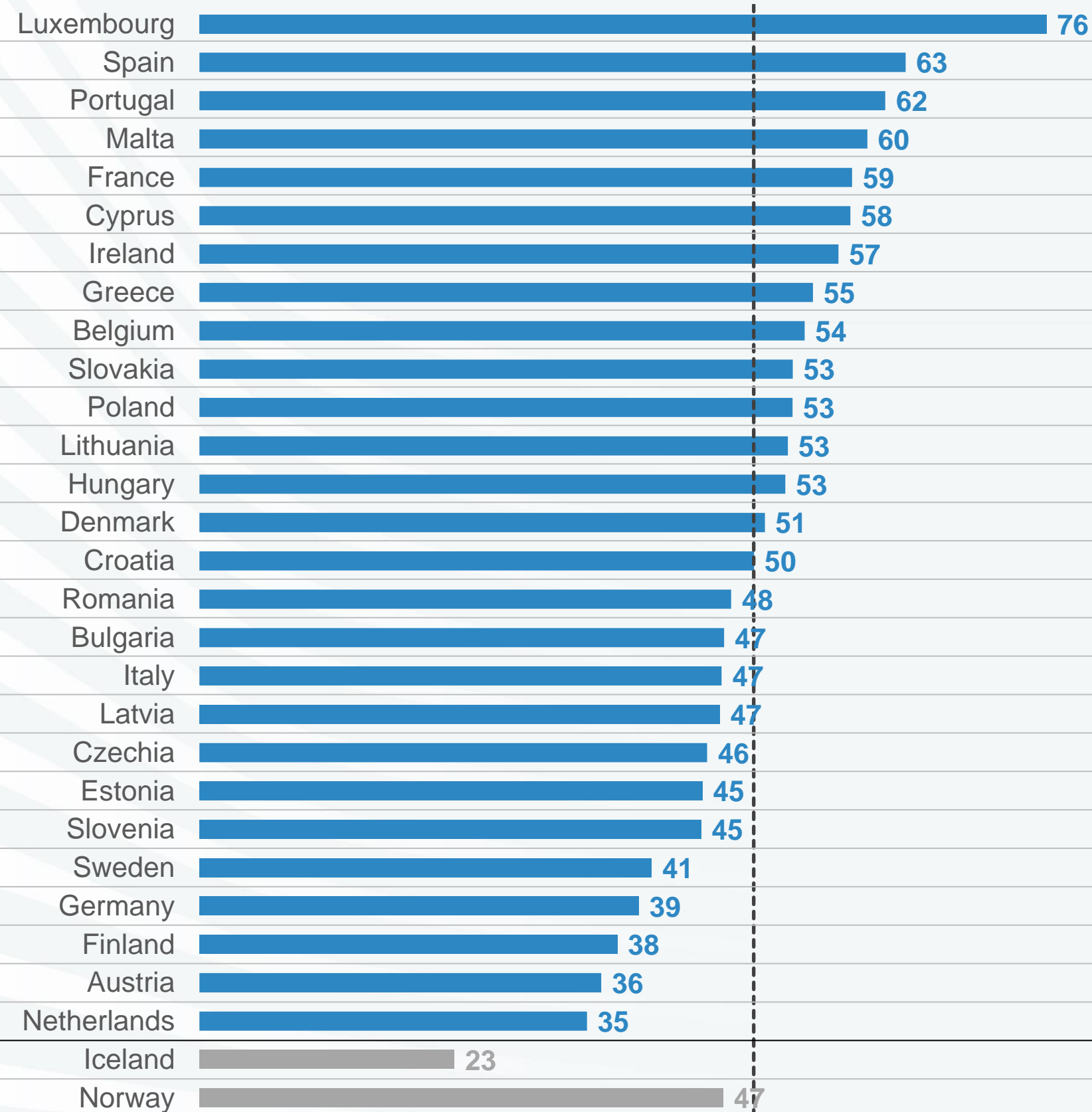
Which, if any, of the following are a concern to you personally?

% Personalisation of advertising limiting your choice and access to special offers

EU27 AVERAGE

2024

50



**Base:** Adults (aged 18+) who have purchased any goods or services via the internet in the past 12 months

**Note:** No trend data available. The question was added/reformulated in 2024.



## Which, if any, of the following are a concern to you personally?

% Obligation to pay a subscription to use online services if you don't agree to monitoring and analysis of your online activity

EU27 AVERAGE

49

### GENDER



Male



Female



### AGE



18-34 y.o.



35-54 y.o.



55-64 y.o.



65+ y.o.



### EDUCATION



Less than high school



High school



Some college



### HOUSEHOLD COMPOSITION



Single-person household



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



Single parent, children living at home



Married/cohabiting couple, with children living at home



### OCCUPATION



Self-employed



Manager



Other white collar



Blue collar



Seeking a job



House-person and other not in employment



Student



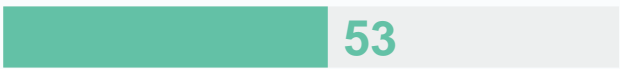
Retired



### EASE OF MANAGING FINANCIALLY



Very difficult



Fairly difficult



Fairly easy



Very easy



### PURCHASED ONLINE IN PAST 12 MONTHS



Yes



No

### KNOWLEDGE OF CONSUMER RIGHTS



High



Medium



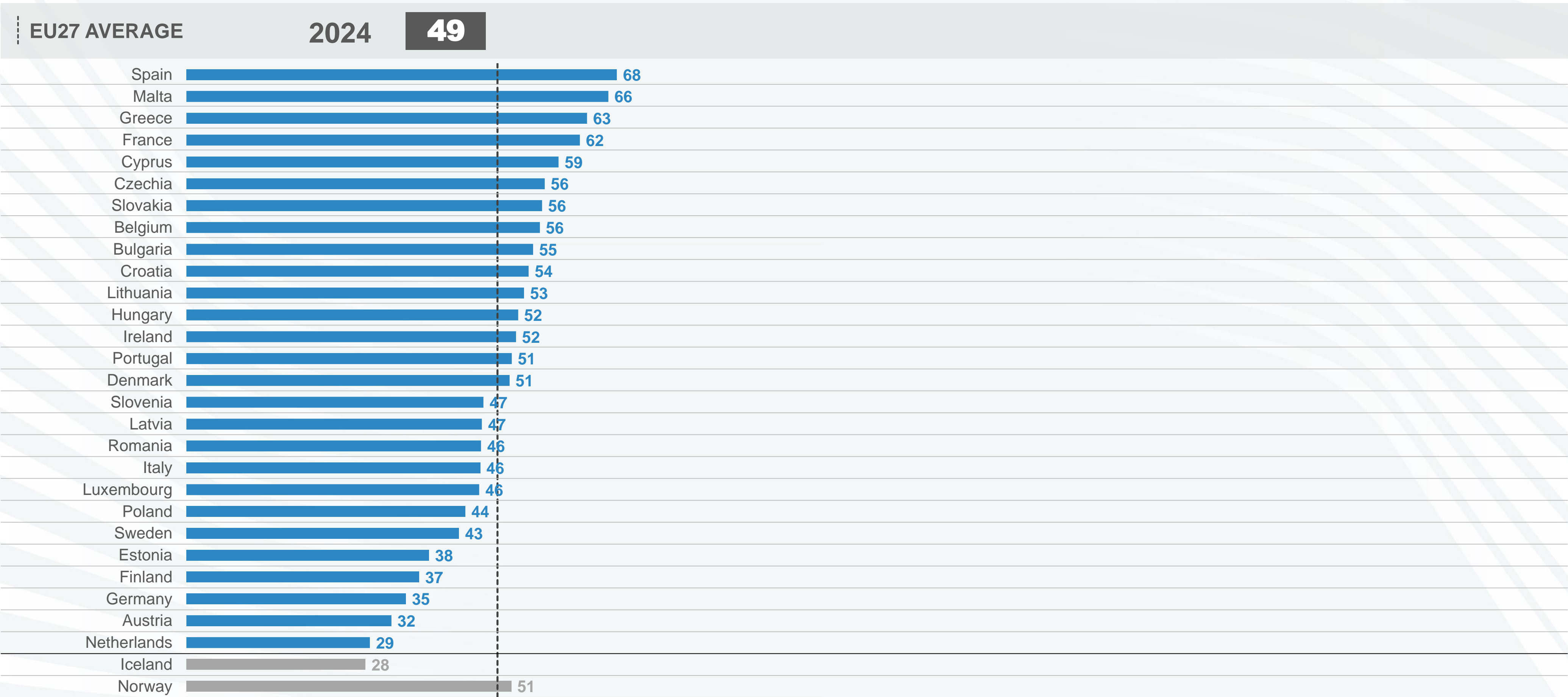
Low





## Which, if any, of the following are a concern to you personally?

% Obligation to pay a subscription to use online services if you don't agree to monitoring and analysis of your online activity



**Base:** Adults (aged 18+) who have purchased any goods or services via the internet in the past 12 months  
**Note:** No trend data available. The question was added/reformulated in 2024.

Which, if any, of the following are a concern to you personally?  
% You don't have any concerns

