

# Consumer Conditions Survey 2022

Survey ordered by the European Commission

This survey was carried out by the company Ipsos for the account of the European Commission. Interviews were conducted between 18 October and 4 December 2022, constituting a representative sample of citizens, aged 18 and over, in each of the 27 Member States of the European Union.

**Question 1** – Which, if any, of the following applies to you as a result of the recent increase in energy prices?

| %    | You have changed your everyday habits at home to save on energy |      | You have changed your everyday habits regarding the transport you use |      | You have looked for information on available subsidies for energy saving home renovations |      |
|------|---|------|---|------|---|------|
|      | Yes   | No   | Yes   | No   | Yes   | No   |
| EU27 | 70.7  | 28.9 | 28.4  | 69.6 | 27.0  | 71.1 |
| BE   | 82.2  | 17.6 | 33.5  | 65.6 | 26.6  | 72.0 |
| BG   | 55.9  | 44.0 | 31.4  | 65.7 | 18.3  | 81.4 |
| CZ   | 67.6  | 32.0 | 17.5  | 80.8 | 25.2  | 73.6 |
| DK   | 86.0  | 13.7 | 22.5  | 75.0 | 13.0  | 83.0 |
| DE   | 75.9  | 23.7 | 33.7  | 63.6 | 34.7  | 62.3 |
| EE   | 69.3  | 30.5 | 29.5  | 67.9 | 19.9  | 76.5 |
| IE   | 72.5  | 26.8 | 32.5  | 65.9 | 36.5  | 62.5 |
| EL   | 77.2  | 22.8 | 37.7  | 61.3 | 41.9  | 57.7 |
| ES   | 71.3  | 28.7 | 29.8  | 69.2 | 22.7  | 77.2 |
| FR   | 69.8  | 29.4 | 27.1  | 70.2 | 23.4  | 75.2 |
| HR   | 56.1  | 43.7 | 21.9  | 76.2 | 17.2  | 82.3 |
| IT   | 73.0  | 26.8 | 26.0  | 72.3 | 31.1  | 67.6 |
| CY   | 69.7  | 30.1 | 21.0  | 76.8 | 33.8  | 66.1 |
| LV   | 73.7  | 26.2 | 30.6  | 67.2 | 20.8  | 78.1 |
| LT   | 63.5  | 36.1 | 27.1  | 70.3 | 18.2  | 77.9 |
| LU   | 71.2  | 28.5 | 36.2  | 63.2 | 22.5  | 77.5 |
| HU   | 64.6  | 35.3 | 19.8  | 79.8 | 27.1  | 72.8 |
| MT   | 53.0  | 46.7 | 18.9  | 79.1 | 27.4  | 72.3 |
| NL   | 72.7  | 25.1 | 27.9  | 68.5 | 32.3  | 59.9 |
| AT   | 69.6  | 30.4 | 31.8  | 66.7 | 36.1  | 61.9 |
| PL   | 62.9  | 37.1 | 28.9  | 70.2 | 22.0  | 75.3 |
| PT   | 76.3  | 21.9 | 36.4  | 60.3 | 30.7  | 66.3 |
| RO   | 56.8  | 43.2 | 18.3  | 78.3 | 18.4  | 80.7 |
| SI   | 49.3  | 50.7 | 25.6  | 72.7 | 20.7  | 78.4 |
| SK   | 62.6  | 37.1 | 22.3  | 76.3 | 26.3  | 72.7 |
| FI   | 69.7  | 30.3 | 21.0  | 79.0 | 12.2  | 86.9 |
| SE   | 72.2  | 26.9 | 21.4  | 76.8 | 10.2  | 88.7 |

**Question 1** – Which, if any, of the following applies to you as a result of the recent increase in energy prices?

|      | You have requested a quotation to make energy saving renovations to your home. or asked your landlord to undertake such work |      | You have received unwanted sales calls or otherwise felt pressured by companies offering energy saving home renovations |      | You have experienced difficulties affording your energy bills |      |
|------|--|------|---|------|---|------|
|      | Yes  | No   | Yes   | No   | Yes   | No   |
| EU27 | 15.7   | 82.3 | 25.2  | 73.4 | 15.9  | 82.5 |
| BE   | 18.9   | 79.5 | 19.5  | 79.6 | 15.2  | 82.4 |
| BG   | 14.4   | 85.0 | 3.4   | 96.6 | 28.3  | 71.6 |
| CZ   | 11.2   | 87.9 | 21.6  | 77.5 | 6.3   | 92.4 |
| DK   | 9.3  | 87.2 | 8.2   | 88.9 | 9.5   | 88.1 |
| DE   | 16.9   | 80.8 | 16.5  | 81.3 | 14.1  | 83.9 |
| EE   | 10.9   | 85.0 | 4.6   | 95.1 | 17.2  | 81.9 |
| IE   | 17.3   | 81.8 | 13.7  | 85.0 | 26.4  | 72.9 |
| EL   | 19.7   | 79.7 | 44.2  | 55.3 | 51.9  | 48.0 |
| ES   | 14.5   | 84.2 | 35.3  | 64.3 | 19.0  | 79.9 |
| FR   | 17.9   | 80.8 | 43.4  | 55.0 | 10.0  | 88.1 |
| HR   | 10.0   | 88.9 | 4.1   | 95.4 | 12.0  | 87.2 |
| IT   | 20.5   | 78.7 | 29.2  | 70.2 | 22.1  | 76.3 |
| CY   | 17.7   | 79.9 | 2.5   | 96.0 | 38.2  | 60.8 |
| LV   | 9.1  | 88.0 | 6.4   | 92.8 | 14.1  | 84.8 |
| LT   | 8.2  | 85.8 | 7.0   | 89.6 | 21.6  | 77.5 |
| LU   | 19.2   | 80.3 | 9.4   | 90.1 | 12.3  | 87.1 |
| HU   | 12   | 87.6 | 5.5   | 94.3 | 15.2  | 84.4 |
| MT   | 18.1   | 80.4 | 13.7  | 85.7 | 20.9  | 77.4 |
| NL   | 22.0   | 71.7 | 16.8  | 78.3 | 17.8  | 77.1 |
| AT   | 18.1   | 78.7 | 5.1   | 91.6 | 12.9  | 85.6 |
| PL   | 8.1  | 89.1 | 39.0  | 60.5 | 8.5   | 91.0 |
| PT   | 16.8   | 73.9 | 29.9  | 65.0 | 27.2  | 68.8 |
| RO   | 7.5  | 91.5 | 3.4   | 96.5 | 16.0  | 83.4 |
| SI   | 11.5   | 87.4 | 6.0   | 93.5 | 22.1  | 77.2 |
| SK   | 12.3   | 85.9 | 5.4   | 93.9 | 5.9   | 93.8 |
| FI   | 8.6  | 90.8 | 14.7  | 84.9 | 5.8   | 93.1 |
| SE   | 14.9   | 83.5 | 8.4   | 90.2 | 4.2   | 95.0 |

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**Question 2** – Which, if any, of the following have you done over the last six months as a result of increased inflation rates?

| %    | You have withdrawn money from your savings |      |  | The amount of your mortgage monthly repayment has increased because it is based on variable interest rate |      |  |
|------|--|------|--|---|------|--|
|      | Yes  | No   | Don't know / Not applicable / prefer not to answer | Yes   | No   | Don't know / Not applicable / prefer not to answer |
| EU27 | 36.8                                       | 60.9 | 2.3  | 10.1  | 55.6 | 34.0   |
| BE   | 37.8                                       | 61.4 | 0.8  | 4.8   | 61.9 | 33.3   |
| BG   | 39.3                                       | 51.7 | 9.0  | 4.8   | 41.3 | 53.9   |
| CZ   | 28.9                                       | 69.8 | 1.3  | 2.8   | 49.0 | 48.2   |
| DK   | 34.4                                       | 64.1 | 1.5  | 13.2  | 69.7 | 17.1   |
| DE   | 40.3                                       | 58.4 | 1.3  | 4.9   | 74.4 | 20.7   |
| EE   | 36.4                                       | 60.5 | 3.2  | 20.8  | 30.3 | 48.9   |
| IE   | 39.9                                       | 60.1 | 0  | 20.5  | 68.0 | 11.5   |
| EL   | 57.8                                       | 36.9 | 5.3  | 11.8  | 25.1 | 63.1   |
| ES   | 38.2                                       | 60.5 | 1.2  | 16.9  | 38.6 | 44.5   |
| FR   | 29.9                                       | 68.3 | 1.8  | 1.9   | 69.8 | 28.3   |
| HR   | 16.3                                       | 80.6 | 3.1  | 2.6   | 58.4 | 39.0   |
| IT   | 48.0                                       | 49.5 | 2.5  | 7.9   | 40.7 | 51.5   |
| CY   | 49.4                                       | 47.7 | 2.9  | 13.7  | 33.6 | 52.7   |
| LV   | 28.3                                       | 69.6 | 2.1  | 13.3  | 46.1 | 40.6   |
| LT   | 34.1                                       | 63.0 | 2.9  | 14.1  | 36.0 | 49.9   |
| LU   | 35.5                                       | 63.5 | 1.0  | 20.7  | 69.1 | 10.2   |
| HU   | 26.2                                       | 72.4 | 1.4  | 4.9   | 80.4 | 14.8   |
| MT   | 55.0                                       | 43.6 | 1.4  | 11.1  | 72.8 | 16.1   |
| NL   | 34.6                                       | 59.0 | 6.3  | 11.3  | 60.9 | 27.8   |
| AT   | 38.5                                       | 60.1 | 1.4  | 16.7  | 75.3 | 8.0  |
| PL   | 29.8                                       | 67.7 | 2.6  | 21.8  | 32.7 | 45.5   |
| PT   | 41.6                                       | 53.9 | 4.5  | 21.5  | 56.2 | 22.4   |
| RO   | 30.6                                       | 64.4 | 5.1  | 12.3  | 57.4 | 30.3   |
| SI   | 21.6                                       | 77.3 | 1.2  | 7.2   | 48.2 | 44.6   |
| SK   | 26.7                                       | 73.1 | 0.3  | 5.5   | 58.9 | 35.7   |
| FI   | 26.1                                       | 73.5 | 0.5  | 12.9  | 49.4 | 37.7   |
| SE   | 30.0                                       | 69.0 | 1.0  | 35.4  | 51.3 | 13.3   |

**Question 3** – To what extent to you agree or disagree with the following statements about travelling now restrictions linked to the covid-19 crisis have been lifted:

- **I prefer booking travel services late to be sure trip goes ahead as planned**

| %    | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know /Not applicable | Total 'Agree' | Total 'Disagree' |
|------|----------------|---------------|----------------------------|------------------|-------------------|----------------------------|---------------|------------------|
| EU27 | 21.5           | 22.4          | 12.2                       | 15.1             | 18.8              | 10                         | 43.9          | 33.9             |
| BE   | 25.1           | 23.7          | 10.8                       | 10.7             | 19.9              | 9.8                        | 48.8          | 30.6             |
| BG   | 34.5           | 18.8          | 11.5                       | 6.6              | 17.7              | 10.8                       | 53.3          | 24.3             |
| CZ   | 21.2           | 23.3          | 13.5                       | 17.2             | 10.2              | 14.7                       | 44.5          | 27.4             |
| DK   | 19.4           | 11.4          | 15.4                       | 10.5             | 29.5              | 13.8                       | 30.9          | 40               |
| DE   | 21.9           | 21.8          | 4.5                        | 19.8             | 25                | 7                          | 43.7          | 44.8             |
| EE   | 24.3           | 20.7          | 8.6                        | 13.3             | 12.9              | 20.3                       | 45            | 26.2             |
| IE   | 32.1           | 13            | 11.3                       | 16               | 22                | 5.6                        | 45.1          | 38               |
| EL   | 36.8           | 26.1          | 13.4                       | 8.5              | 11.6              | 3.6                        | 62.9          | 20.1             |
| ES   | 20.7           | 23.5          | 18.6                       | 15               | 13.3              | 8.8                        | 44.2          | 28.3             |
| FR   | 17.1           | 23.7          | 11.7                       | 15.3             | 22.4              | 9.8                        | 40.8          | 37.8             |
| HR   | 16.4           | 27            | 19.1                       | 11.5             | 15.2              | 10.8                       | 43.4          | 26.6             |
| IT   | 18.4           | 24.2          | 13.4                       | 18               | 15.1              | 10.9                       | 42.6          | 33.1             |
| CY   | 34.5           | 15.2          | 19.1                       | 7.7              | 15.8              | 7.7                        | 49.7          | 23.5             |
| LV   | 16.9           | 29.5          | 9.2                        | 19.3             | 13.4              | 11.7                       | 46.4          | 32.7             |
| LT   | 20.1           | 16.9          | 12.3                       | 12.2             | 19.5              | 19                         | 36.9          | 31.7             |
| LU   | 39             | 19.4          | 16                         | 8.6              | 14.7              | 2.2                        | 58.4          | 23.3             |
| HU   | 23.3           | 12.1          | 30.8                       | 7                | 18.6              | 8.2                        | 35.4          | 25.6             |
| MT   | 35.6           | 10.7          | 9.1                        | 9                | 28.4              | 7.2                        | 46.3          | 37.4             |
| NL   | 23.3           | 16.2          | 11.9                       | 11.1             | 16.7              | 20.9                       | 39.5          | 27.8             |
| AT   | 27             | 24.2          | 5.8                        | 10.6             | 28.8              | 3.6                        | 51.2          | 39.5             |
| PL   | 16.3           | 27.1          | 12.9                       | 16.7             | 12.9              | 14                         | 43.4          | 29.6             |
| PT   | 18             | 26.4          | 21.6                       | 12               | 11.3              | 10.7                       | 44.4          | 23.4             |
| RO   | 38             | 15            | 15                         | 4.9              | 16.4              | 10.7                       | 53            | 21.3             |
| SI   | 18.7           | 28.2          | 11.4                       | 15.6             | 12.4              | 13.7                       | 46.9          | 28               |
| SK   | 22.7           | 25.5          | 8.4                        | 15.2             | 15.6              | 12.6                       | 48.2          | 30.8             |
| FI   | 20.9           | 24            | 12.3                       | 18.1             | 18.4              | 6.3                        | 44.8          | 36.5             |
| SE   | 18.9           | 17.6          | 11.2                       | 10.8             | 35.6              | 5.9                        | 36.5          | 46.4             |

**Question 3** – To what extent to you agree or disagree with the following statements about travelling now restrictions linked to the covid-19 crisis have been lifted:

- **If a trip is cancelled I would be willing to accept a voucher to travel later, rather than a refund**

| %    | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know /Not applicable | Total 'Agree' | Total 'Disagree' |
|------|----------------|---------------|----------------------------|------------------|-------------------|----------------------------|---------------|------------------|
| EU27 | 15.2           | 18.5          | 7.7                        | 17.5             | 33.2              | 7.8                        | 33.8          | 50.7             |
| BE   | 14.9           | 22.2          | 7.5                        | 14.8             | 33.5              | 7                          | 37.1          | 48.4             |
| BG   | 21.2           | 18.5          | 9.2                        | 9.7              | 32.8              | 8.6                        | 39.8          | 42.5             |
| CZ   | 15.3           | 31.3          | 7.9                        | 14.7             | 17.3              | 13.5                       | 46.6          | 32               |
| DK   | 20             | 12.7          | 8                          | 7.9              | 40.5              | 11                         | 32.7          | 48.4             |
| DE   | 16.2           | 16.1          | 3.5                        | 27.9             | 31.3              | 5.1                        | 32.3          | 59.1             |
| EE   | 11.6           | 10            | 6.9                        | 14.9             | 37.8              | 18.9                       | 21.6          | 52.7             |
| IE   | 28.7           | 18.2          | 6.8                        | 12.1             | 30.1              | 4.2                        | 46.8          | 42.2             |
| EL   | 20.4           | 22.2          | 10.8                       | 11.7             | 32                | 3                          | 42.5          | 43.7             |
| ES   | 12.9           | 18.5          | 8.5                        | 18.6             | 35.6              | 5.9                        | 31.4          | 54.2             |
| FR   | 10             | 17.5          | 6.3                        | 17.5             | 41.4              | 7.4                        | 27.4          | 58.9             |
| HR   | 14.8           | 22.6          | 12.9                       | 13               | 29                | 7.8                        | 37.4          | 42               |
| IT   | 17.6           | 22.8          | 7                          | 14.3             | 29.3              | 9                          | 40.4          | 43.6             |
| CY   | 26.8           | 14.3          | 10.3                       | 7.7              | 36                | 4.9                        | 41.1          | 43.7             |
| LV   | 10.2           | 16.2          | 7.4                        | 22.9             | 33                | 10.3                       | 26.4          | 55.9             |
| LT   | 17.7           | 12            | 9.8                        | 14.7             | 31.6              | 14.3                       | 29.7          | 46.3             |
| LU   | 31.5           | 17.6          | 5.7                        | 10.6             | 32                | 2.6                        | 49.1          | 42.6             |
| HU   | 18.4           | 10.6          | 20.9                       | 11.1             | 31.4              | 7.5                        | 29            | 42.5             |
| MT   | 27.4           | 15.2          | 11                         | 8.1              | 33.4              | 4.9                        | 42.6          | 41.5             |
| NL   | 12             | 14.7          | 16.4                       | 10               | 33.3              | 13.6                       | 26.7          | 43.3             |
| AT   | 17.4           | 14.6          | 5.8                        | 15.5             | 44.1              | 2.7                        | 31.9          | 59.6             |
| PL   | 13.8           | 22.8          | 7.4                        | 18.5             | 25                | 12.4                       | 36.6          | 43.6             |
| PT   | 12.4           | 27.5          | 18.5                       | 9.5              | 23.2              | 9                          | 39.9          | 32.7             |
| RO   | 22.5           | 9.6           | 10.2                       | 9.3              | 38.8              | 9.6                        | 32.1          | 48.1             |
| SI   | 6.5            | 15.3          | 8.1                        | 25.6             | 33.9              | 10.6                       | 21.7          | 59.5             |
| SK   | 12             | 16.9          | 7.8                        | 19.7             | 32.4              | 11.2                       | 28.9          | 52.1             |
| FI   | 11.6           | 16.3          | 6                          | 17.8             | 43.8              | 4.5                        | 28            | 61.6             |
| SE   | 18             | 17.4          | 6.1                        | 10.1             | 44.2              | 4.1                        | 35.4          | 54.4             |

**Question 3** – To what extent to you agree or disagree with the following statements about travelling now restrictions linked to the covid-19 crisis have been lifted:

- **If I book a travel package I am confident that I am well protected if the package organiser goes bankrupt**

| %    | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know /Not applicable | Total 'Agree' | Total 'Disagree' |
|------|----------------|---------------|----------------------------|------------------|-------------------|----------------------------|---------------|------------------|
| EU27 | 15.2           | 16.8          | 14.3                       | 17.9             | 20.2              | 15.6                       | 32.1          | 15.2             |
| BE   | 25.9           | 16.9          | 12.1                       | 13.7             | 18.2              | 13.1                       | 42.9          | 25.9             |
| BG   | 11.4           | 9.7           | 15.2                       | 17.9             | 32.8              | 13                         | 21.1          | 11.4             |
| CZ   | 16.6           | 23.9          | 15                         | 17               | 8.6               | 19                         | 40.5          | 16.6             |
| DK   | 27             | 11.9          | 14.8                       | 8.2              | 16.9              | 21.4                       | 38.8          | 27               |
| DE   | 16.2           | 19.1          | 3.8                        | 23.9             | 25.5              | 11.4                       | 35.4          | 16.2             |
| EE   | 18.5           | 19.2          | 7.9                        | 13.4             | 14.9              | 26.1                       | 37.7          | 18.5             |
| IE   | 24.4           | 21.5          | 14.1                       | 12.7             | 19.8              | 7.4                        | 45.9          | 24.4             |
| EL   | 10.5           | 14.1          | 20.5                       | 19.1             | 30.3              | 5.4                        | 24.6          | 10.5             |
| ES   | 10.7           | 14.8          | 22.6                       | 18.9             | 16.2              | 16.8                       | 25.5          | 10.7             |
| FR   | 7.9            | 12.2          | 17.6                       | 18.7             | 21.6              | 22.1                       | 20.1          | 7.9              |
| HR   | 5.1            | 11.5          | 20.8                       | 20.3             | 31.5              | 10.8                       | 16.6          | 5.1              |
| IT   | 15.1           | 16.2          | 13.5                       | 17.6             | 22.7              | 15                         | 31.2          | 15.1             |
| CY   | 14.6           | 12.1          | 22.3                       | 9.5              | 31.1              | 10.2                       | 26.8          | 14.6             |
| LV   | 5.1            | 17.5          | 11.4                       | 27.1             | 19                | 19.9                       | 22.6          | 5.1              |
| LT   | 13.6           | 12.5          | 17.3                       | 17.4             | 18.2              | 21.1                       | 26.1          | 13.6             |
| LU   | 27             | 16.7          | 18.8                       | 13.9             | 17.5              | 6.1                        | 43.7          | 27               |
| HU   | 24.3           | 8.3           | 32.8                       | 8.2              | 16.5              | 9.8                        | 32.6          | 24.3             |
| MT   | 19.1           | 16            | 15.6                       | 10.6             | 29                | 9.7                        | 35.1          | 19.1             |
| NL   | 20.3           | 18.8          | 14.5                       | 11.4             | 13                | 22                         | 39.2          | 20.3             |
| AT   | 19.2           | 19.4          | 7.2                        | 18.5             | 27.1              | 8.5                        | 38.6          | 19.2             |
| PL   | 19.2           | 24.9          | 12.8                       | 15.1             | 8.9               | 19.1                       | 44.2          | 19.2             |
| PT   | 13             | 23.2          | 20.9                       | 20.9             | 9.2               | 12.7                       | 36.2          | 13               |
| RO   | 23.3           | 8.7           | 19.3                       | 6.9              | 26                | 15.7                       | 32            | 23.3             |
| SI   | 8.2            | 18.6          | 18.4                       | 19               | 14.5              | 21.4                       | 26.7          | 8.2              |
| SK   | 18.3           | 21.8          | 13.6                       | 17               | 11.1              | 18.1                       | 40.1          | 18.3             |
| FI   | 17.5           | 21.5          | 11.8                       | 24.6             | 16.9              | 7.7                        | 39            | 17.5             |
| SE   | 14.4           | 20.9          | 15.1                       | 14.3             | 23.1              | 12.2                       | 35.4          | 14.4             |

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**Question 4** – Considering everything you have bought in the last two weeks, did the environmental impact of any goods or services also influence your choice?

| %    | Yes, for all or most goods or services you bought | Yes, but only for some | Yes, but only for one or two | No   | Don't know / Not applicable |
|------|---|------------------------|------------------------------|------|-----------------------------|
| EU27 | 19.8  | 27.1                   | 8.8                          | 43   | 1.2                         |
| BE   | 23.4  | 22                     | 8.1                          | 46.1 | 0.3                         |
| BG   | 11.2  | 19.4                   | 5.9                          | 60   | 3.5                         |
| CZ   | 15.2  | 33.7                   | 9.3                          | 40.1 | 1.7                         |
| DK   | 20.2  | 16.6                   | 3.1                          | 58.1 | 2.1                         |
| DE   | 13.6  | 25.3                   | 10.8                         | 48.5 | 1.7                         |
| EE   | 13.3  | 14.1                   | 7.5                          | 63.1 | 2                           |
| IE   | 24.9  | 25.8                   | 9.2                          | 39.5 | 0.7                         |
| EL   | 21.4  | 28.1                   | 5.3                          | 43.9 | 1.3                         |
| ES   | 20.9  | 22.4                   | 9.1                          | 47.6 |                             |
| FR   | 22.2  | 24.9                   | 10.2                         | 42.3 | 0.3                         |
| HR   | 19.3  | 32.4                   | 12.1                         | 32.6 | 3.5                         |
| IT   | 22.5  | 41.2                   | 6.1                          | 30.1 | 0.1                         |
| CY   | 13.2  | 23                     | 9.8                          | 53.8 | 0.2                         |
| LV   | 14  | 30.1                   | 8.9                          | 43.3 | 3.7                         |
| LT   | 11.3  | 18.5                   | 7.7                          | 60.4 | 2.2                         |
| LU   | 22.2  | 22.4                   | 1.7                          | 53.2 | 0.4                         |
| HU   | 25.4  | 22.9                   | 9.6                          | 40.5 | 1.6                         |
| MT   | 22.1  | 19.1                   | 5.5                          | 48.1 | 5.2                         |
| NL   | 27.8  | 16.5                   | 8.5                          | 46.7 | 0.5                         |
| AT   | 17.1  | 23.2                   | 14                           | 45.3 | 0.4                         |
| PL   | 21.6  | 28.3                   | 7.9                          | 37.7 | 4.5                         |
| PT   | 19.9  | 22.3                   | 7.5                          | 49.7 | 0.6                         |
| RO   | 18.7  | 35.7                   | 8.7                          | 35   | 1.8                         |
| SI   | 22.1  | 28.1                   | 6.3                          | 42.9 | 0.6                         |
| SK   | 21.5  | 27.7                   | 6.9                          | 42.4 | 1.5                         |
| FI   | 16.9  | 26                     | 12.5                         | 43.4 | 1.3                         |
| SE   | 19.7  | 16.6                   | 7.8                          | 53.9 | 2                           |

**Question 5** – When you are searching for or buying products online, how often, if at all, would you say experience the following:

- **Hidden adverts placed within search results**

| %    | Always | Most of the time | Sometimes | Rarely | Never |
|------|--------|------------------|-----------|--------|-------|
| EU27 | 21.4   | 31.5             | 21.9      | 12.3   | 12.1  |
| BE   | 23.8   | 32.6             | 18.3      | 11.9   | 13.2  |
| BG   | 27.7   | 31.1             | 19.6      | 9.6    | 11.5  |
| CZ   | 19.4   | 34.1             | 17.9      | 13.7   | 12.9  |
| DK   | 17.6   | 27.5             | 29.2      | 6.7    | 16.2  |
| DE   | 13.5   | 26.4             | 26.3      | 15.1   | 17.7  |
| EE   | 21.5   | 31               | 25.8      | 5.9    | 14.1  |
| IE   | 16.3   | 16.7             | 38        | 9.6    | 14.7  |
| EL   | 27.1   | 30.3             | 18.4      | 9      | 13.8  |
| ES   | 26.3   | 31.1             | 25.9      | 10.3   | 6.2   |
| FR   | 25.9   | 29.2             | 22.9      | 13.5   | 7.2   |
| HR   | 14.8   | 39               | 23.2      | 10.4   | 11.6  |
| IT   | 29.9   | 29.1             | 21.5      | 11.6   | 8     |
| CY   | 33.5   | 28.2             | 16.1      | 3.9    | 17.8  |
| LV   | 16.4   | 29.9             | 26.7      | 15.1   | 10    |
| LT   | 16     | 36.3             | 22.4      | 9.7    | 15.1  |
| LU   | 21.5   | 17.6             | 25.9      | 7.4    | 26.2  |
| HU   | 21.5   | 32.7             | 13.6      | 14.3   | 16.2  |
| MT   | 8.9    | 41.5             | 22.9      | 10     | 15.8  |
| NL   | 17.5   | 28.9             | 21.2      | 7.1    | 24.3  |
| AT   | 12.7   | 21.5             | 18.9      | 13.9   | 31.8  |
| PL   | 17.6   | 52.4             | 12.1      | 10.4   | 7.3   |
| PT   | 19.5   | 18.5             | 27.6      | 18.5   | 15.5  |
| RO   | 24.1   | 25.6             | 20.5      | 15.2   | 14    |
| SI   | 12.1   | 46.4             | 15.4      | 10.7   | 14.8  |
| SK   | 26.4   | 30.1             | 18.3      | 13.5   | 11.3  |
| FI   | 18.8   | 46.3             | 21.2      | 6.8    | 6.1   |
| SE   | 10.7   | 37.6             | 18.2      | 15.3   | 15.4  |



**Question 5** – When you are searching for or buying products online, how often, if at all, would you say experience the following:

- **Consumer reviews that do not appear genuine**

| %    | Always | Most of the time | Sometimes | Rarely | Never |
|------|--------|------------------|-----------|--------|-------|
| EU27 | 9      | 24.1             | 35.6      | 18     | 12.3  |
| BE   | 11     | 26.3             | 29.6      | 12.5   | 20.1  |
| BG   | 15.1   | 34               | 28.1      | 13.5   | 8     |
| CZ   | 3.9    | 20.7             | 33.9      | 24.7   | 14.7  |
| DK   | 5      | 18.1             | 35.6      | 17.4   | 20.4  |
| DE   | 7.5    | 24.3             | 30.7      | 21.3   | 14.5  |
| EE   | 6.8    | 20.4             | 43        | 13.2   | 14.3  |
| IE   | 7.4    | 8.5              | 50.8      | 12.8   | 18.6  |
| EL   | 10.6   | 29.5             | 35.5      | 11.1   | 11    |
| ES   | 8.8    | 24.1             | 43.6      | 15     | 8.2   |
| FR   | 14     | 13.8             | 36.1      | 21.4   | 13.5  |
| HR   | 6.9    | 39.1             | 29.5      | 13.3   | 9.8   |
| IT   | 8.7    | 18.8             | 46.9      | 16.4   | 9     |
| CY   | 14.1   | 31.9             | 32.4      | 8.3    | 11.5  |
| LV   | 5.5    | 24.6             | 42.5      | 15     | 9.9   |
| LT   | 4.5    | 24.2             | 30.2      | 14.1   | 22.7  |
| LU   | 11.9   | 6.5              | 48.3      | 15.8   | 17.2  |
| HU   | 8.6    | 24.5             | 28        | 19     | 16.8  |
| MT   | 2.5    | 26.3             | 36.5      | 18.1   | 15.8  |
| NL   | 12     | 22               | 29.9      | 16.4   | 18.8  |
| AT   | 8.6    | 25.1             | 28.2      | 20.2   | 16.7  |
| PL   | 6.3    | 48.3             | 24.3      | 13.4   | 6.9   |
| PT   | 23.4   | 19.2             | 32.8      | 14.1   | 9.8   |
| RO   | 9.6    | 15.1             | 36.3      | 24.9   | 13.1  |
| SI   | 4.5    | 33.1             | 28.1      | 19.9   | 13    |
| SK   | 5.6    | 22               | 36        | 23.1   | 11.8  |
| FI   | 2.6    | 25               | 41.2      | 16.3   | 13.9  |
| SE   | 3      | 28               | 37.4      | 17.6   | 11.3  |

**Question 5** – When you are searching for or buying products online, how often, if at all, would you say experience the following:

- **Price discounts that seem too large to be genuine**

| %    | Always | Most of the time | Sometimes | Rarely | Never |
|------|--------|------------------|-----------|--------|-------|
| EU27 | 7.7    | 18.7             | 33.8      | 23.3   | 15.9  |
| BE   | 7.9    | 18.2             | 34.4      | 17.3   | 21.4  |
| BG   | 8.9    | 19.9             | 31.8      | 25.7   | 11.6  |
| CZ   | 3.7    | 15.2             | 30.4      | 31.7   | 17    |
| DK   | 2.4    | 11.7             | 32        | 25.9   | 25.3  |
| DE   | 6      | 16.8             | 27.3      | 29.1   | 20.6  |
| EE   | 4.6    | 8.4              | 35.5      | 23.1   | 27.1  |
| IE   | 4      | 11.6             | 47.5      | 13.2   | 23.2  |
| EL   | 6.3    | 27.4             | 34.2      | 17.8   | 13.1  |
| ES   | 10.1   | 21.1             | 44.8      | 15.7   | 8     |
| FR   | 14.1   | 17               | 30.9      | 24.1   | 13.3  |
| HR   | 4.6    | 32.2             | 29.9      | 19.4   | 12.8  |
| IT   | 8.9    | 18.3             | 40.5      | 21.4   | 10.8  |
| CY   | 12.8   | 30.4             | 27.7      | 13.2   | 15.5  |
| LV   | 3.8    | 13.2             | 36.3      | 26.5   | 18.3  |
| LT   | 2.8    | 21.8             | 34.9      | 16.7   | 22.8  |
| LU   | 9.4    | 14.3             | 36.4      | 11.7   | 27.2  |
| HU   | 3      | 16.9             | 27.8      | 26.1   | 24.9  |
| MT   | 0.6    | 26.3             | 37.5      | 20.3   | 14.9  |
| NL   | 7.8    | 12.4             | 37.1      | 14.9   | 26.3  |
| AT   | 5.3    | 16.1             | 21.5      | 17.4   | 39.4  |
| PL   | 3.2    | 26.5             | 30.8      | 25.3   | 13    |
| PT   | 17.3   | 22.7             | 36        | 15.2   | 8.7   |
| RO   | 7.9    | 16.4             | 34.4      | 26.4   | 14    |
| SI   | 3.2    | 26.2             | 29.1      | 24.3   | 16.5  |
| SK   | 4.4    | 17               | 30.5      | 29.7   | 17.7  |
| FI   | 2.3    | 18.8             | 37.4      | 25.5   | 15.2  |
| SE   | 1.4    | 15.4             | 28.2      | 32.3   | 21.3  |

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**Question 6** – Which, if any, of the following concerns are very important to you personally?

| %    | Your online data is collected/ a profile is made about you without you know it or explicitly give a change to agree | Cookies are installed on your computer | Your personal data could be used for other purposes and/or you don't know with whom it might be shared |
|------|---|--|--|
| EU27 | 66.3  | 56.7                                   | 70.5   |
| BE   | 55  | 46.7                                   | 61.5   |
| BG   | 59.8  | 44.8                                   | 66.9   |
| CZ   | 60.7  | 49.3                                   | 75.6   |
| DK   | 49.5  | 39.2                                   | 55.4   |
| DE   | 59.6  | 59.8                                   | 60.4   |
| EE   | 54  | 44.8                                   | 67.8   |
| IE   | 75.3  | 60.7                                   | 79.4   |
| EL   | 68.8  | 59.5                                   | 74.3   |
| ES   | 80.8  | 49.8                                   | 85.3   |
| FR   | 80.4  | 80.8                                   | 77.8   |
| HR   | 55.7  | 58.3                                   | 63.8   |
| IT   | 64.9  | 46.4                                   | 65.9   |
| CY   | 64.2  | 42.9                                   | 62.7   |
| LV   | 70  | 64.1                                   | 81.2   |
| LT   | 67.4  | 62.5                                   | 79   |
| LU   | 35.2  | 54.4                                   | 43.1   |
| HU   | 61.1  | 50.2                                   | 71   |
| MT   | 87.1  | 69.8                                   | 89.2   |
| NL   | 47.6  | 44.4                                   | 50.8   |
| AT   | 58.4  | 46.6                                   | 52.8   |
| PL   | 64.7  | 65.4                                   | 79.6   |
| PT   | 45.2  | 51.3                                   | 49.4   |
| RO   | 70.4  | 50.6                                   | 76.4   |
| SI   | 61.2  | 56.3                                   | 66   |
| SK   | 64.3  | 47.9                                   | 68.5   |
| FI   | 66.9  | 49                                     | 81.7   |
| SE   | 66.9  | 48.9                                   | 78.7   |

## **Methodology**

The basic sample design applied in all countries is a random (probability) design. In households contacted via a landline phone, the respondent was drawn at random from all household members (aged 18 years and over) following the "most recent birthday rule". Survey data are weighted to known population proportions. The EU27 averages are weighted according to the size of the 18+ population of each EU Member State.