

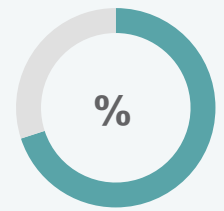









Consumer Conditions Survey: Consumers at home in the single market – 2021 edition



Key highlights



How to interpret the key highlights

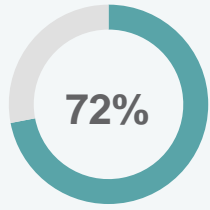

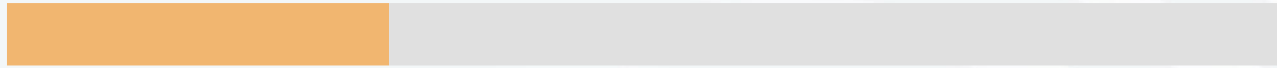

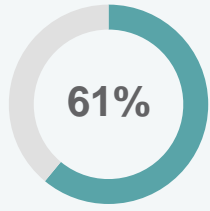



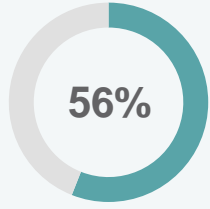

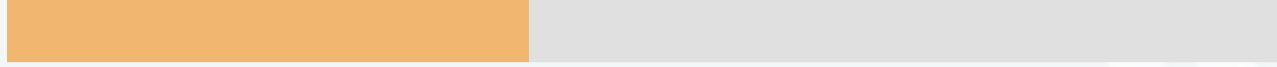

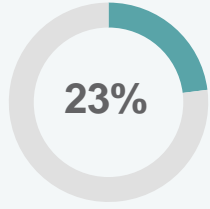

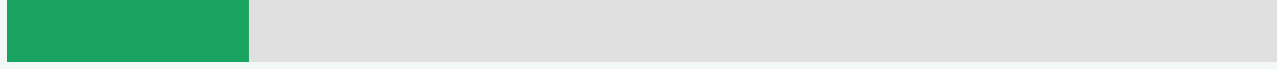

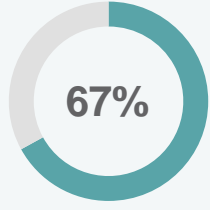

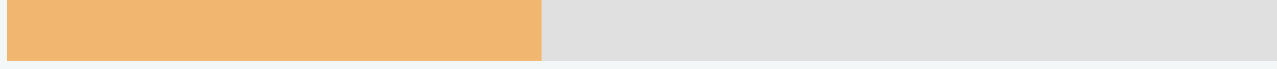

EU27		The percentage represents the EU27 average
Trend		The percentage has significantly increased between the survey years
		The percentage has significantly decreased between the survey years
		The percentage has not significantly changed between the survey years
Difference between lowest and highest scoring countries		<23 percentage points (pp) difference
		23-47 percentage points (pp) difference
		>47 percentage points (pp) difference
Satisfaction with problem handling		More than 65% of respondents were satisfied
		Between 35% and 65% of respondents were satisfied
		Less than 35% of respondents were satisfied

Percentages of 'don't know' responses are not shown. As a result, the figures generally do not add up to 100%.

Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
...trust public authorities to protect consumer rights	70%	↑	↑	Lowest 43%	44 pp Highest 87%
...agree that retailers and service providers generally respect consumer rights	80%	↑	↑	Lowest 59%	32 pp Highest 91%
...trust non-governmental consumer organisations to protect consumer rights	66%	↑	↑	Lowest 36%	44 pp Highest 80%
...feel confident purchasing goods or services via the Internet from retailers or service providers in their country	63%	↓	↑	Lowest 40%	47 pp Highest 88%
...feel confident purchasing goods or services via the Internet from retailers or service providers in an/other EU country	43%	↓	↑	Lowest 33%	39 pp Highest 72%

Key highlights

% of consumers who...	EU27	2020-2018	2020-2014		Difference between lowest and highest scoring countries	
...think most non-food products are safe	 <p>72%</p>	↑	↑	Lowest  <p>57%</p>	30 pp 	Highest  <p>87%</p>
...agree that most environmental claims about goods or services are reliable	 <p>61%</p>	↑	↑	Lowest  <p>40%</p>	40 pp 	Highest  <p>80%</p>
...pay attention to the environmental impact of goods and services	 <p>56%</p>	↑	→	Lowest  <p>34%</p>	41 pp 	Highest  <p>75%</p>
...pay attention to the environmental impact of all or most goods or services	 <p>23%</p>	↑	↑	Lowest  <p>9%</p>	19 pp 	Highest  <p>28%</p>
...buy products that are better for the environment even if they cost more	 <p>67%</p>	-	-	Lowest  <p>42%</p>	42 pp 	Highest  <p>83%</p>

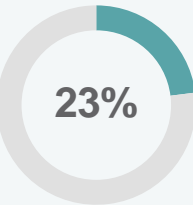
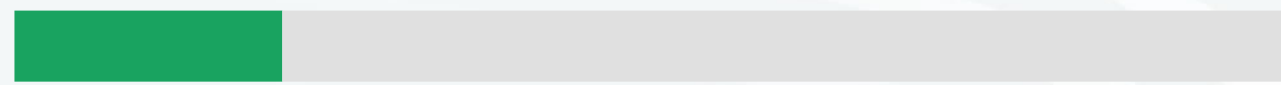
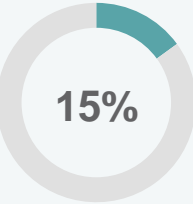
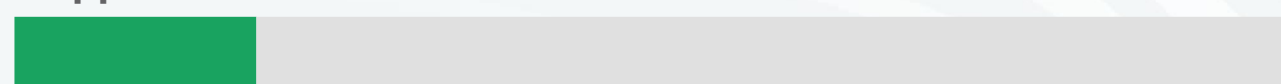
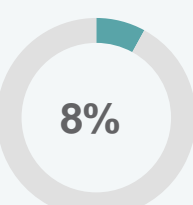
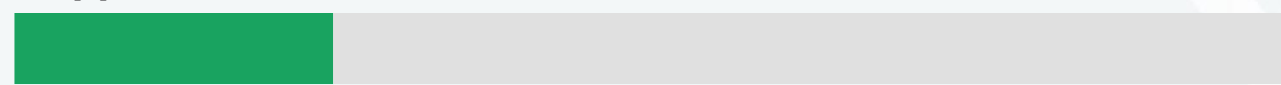
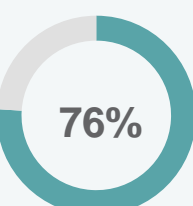
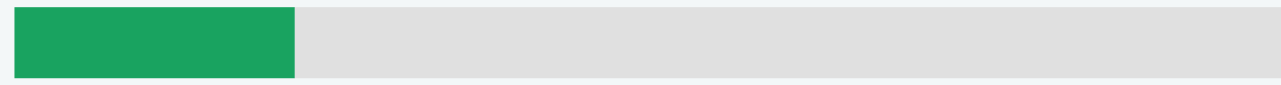
Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
...agree that it is easy to settle disputes with retailers and service providers through an out-of-court body	<p>47%</p>	↑	↑	Lowest <p>25%</p>	39 pp <p>Highest <p>64%</p> </p>
...agree that it is easy to settle disputes with retailers and service providers through the courts	<p>35%</p>	↑	→	Lowest <p>18%</p>	42 pp <p>Highest <p>60%</p> </p>
...have a high level of knowledge of consumer rights	<p>27%</p>	-	-	Lowest <p>13%</p>	26 pp <p>Highest <p>39%</p> </p>

Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
... have purchased online	71%	↓	↑	Lowest 51%	42 pp Highest 93%
...have purchased online from a retailer or service provider located in their country	63%	→	↑	Lowest 30%	61 pp Highest 90%
...have purchased online from a retailer or service provider located in an/other EU country	27%	↓	↑	Lowest 13%	47 pp Highest 60%
...have purchased online from a retailer or service provider located outside the EU	21%	↑	↑	Lowest 10%	31 pp Highest 41%
...have purchased online but do not know where the retailer or service provider is located	3%	↑	↑	Lowest 0%	6 pp Highest 6%
...have not made any online purchases	29%	↑	↓	Lowest 7%	42 pp Highest 49%

Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries
<p>...had experienced a problem</p>	 <p>23%</p>	<p>↑</p>	<p>↑</p>	<p>Lowest: 14%</p> <p>Highest: 35%</p> <p>21 pp</p> 
<p>...had experienced a problem and took action to solve it</p> <p>66% were satisfied with the way the problem was dealt with by the retailer or service provider</p>	 <p>15%</p>	<p>→</p>	<p>↓</p>	<p>Lowest: 4%</p> <p>Highest: 23%</p> <p>19 pp</p> 
<p>...had experienced a problem but did not take action</p> <p>50% because they thought it would take too long</p> <p>43% because the sums involved were too small</p> <p>38% because they thought they were unlikely to get a satisfactory solution to the problem</p>	 <p>8%</p>	<p>↑</p>	<p>↑</p>	<p>Lowest: 2%</p> <p>Highest: 17%</p> <p>15 pp</p> 
<p>...had not experienced any problems</p>	 <p>76%</p>	<p>↓</p>	<p>→</p>	<p>Lowest: 64%</p> <p>Highest: 86%</p> <p>22 pp</p> 

Key highlights

% of consumers who reacted to the problem by...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries			Satisfaction with problem handling
...complaining about it to the retailer / service provider	84%	→	↑	Lowest 56%	40 pp 	Highest 96%	
...complaining about it to the manufacturer	26%	↑	↑	Lowest 6%	35 pp 	Highest 41%	
...complaining about it to a consumer association / European Consumer Centre (ECC)	10%	-	-	Lowest 1%	20 pp 	Highest 21%	
...using the Online Dispute Resolution scheme	12%	-	-	Lowest 0%	34 pp 	Highest 34%	
...complaining about it to a public authority	9%	↑	→	Lowest 1%	23 pp 	Highest 24%	
...bringing the matter to an out-of-court dispute resolution body (ADR)	5%	→	↓	Lowest 0%	12 pp 	Highest 12%	

Key highlights

In the event of experiencing future problems, % of consumers who would...	EU27	2020-2018	2020-2014		Difference between lowest and highest scoring countries	
...approach a consumer association or organisation	40%	-	-	Lowest 16%	45 pp	Highest 61%
...search the Internet	32%	-	-	Lowest 20%	34 pp	Highest 54%
...approach a public authority such as a consumer protection agency or ministry	23%	-	-	Lowest 9%	44 pp	Highest 52%
...try to take the provider to court	15%	-	-	Lowest 2%	19 pp	Highest 21%
...approach an alternative dispute resolution body (ADR)	8%	-	-	Lowest 2%	16 pp	Highest 18%
...approach a European Consumer Centre (ECC)	7%	-	-	Lowest 1%	20 pp	Highest 21%

Key highlights

	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
Reasons for membership of consumer organisation					
To stay informed about consumer rights*	44%	-	-		
To have a source of support in the event of experiencing problems*	39%	-	-		
To stay informed about day-to-day consumer issues, such as product recalls*	26%	-	-		
Factors that would encourage membership of consumer organisation					
Nothing	31%	-	-	Lowest 8%	Highest 68%
To stay informed about consumer rights*	17%	-	-	Lowest 4%	Highest 29%
For help with resolving an existing problem	21%	-	-	Lowest 5%	Highest 37%

*The difference between the lowest and highest scoring countries is only shown if the majority of countries had a base size above 49.

Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
<p>...have experienced a product recall</p>	<p>47%</p>	-	-	Lowest <p>20%</p>	58 pp <p>Highest <p>78%</p> </p>
<p>...have experienced a recall that concerned a product they owned</p> <p>61% contacted the recalling company to have the product repaired, replaced or refunded 16% disposed of the product 13% took no action 8% continued using the product with extra caution</p>	<p>8%</p>	-	-	Lowest <p>3%</p>	14 pp <p>Highest <p>17%</p> </p>
<p>...have experienced a recall that <i>did not</i> concern a product they owned</p>	<p>39%</p>	-	-	Lowest <p>15%</p>	55 pp <p>Highest <p>70%</p> </p>
<p>...have experienced product-related accidents, injuries or health problems</p>	<p>4%</p>	-	-	Lowest <p>1%</p>	9 pp <p>Highest <p>10%</p> </p>

Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
...have had experience with product registration	41%	-	-	Lowest 19%	Highest 67%
...registered a product to receive a warranty	63%	-	-	Lowest 39%	Highest 88%
...registered a product to have easier access to technical support	51%	-	-	Lowest 5%	Highest 68%
...registered a product to receive potential safety notices about the product	29%	-	-	Lowest 7%	Highest 57%
...did not register a product because it was not worth it	28%	-	-	Lowest 5%	Highest 57%
...did not register a product because they did not understand what the benefits would be	24%	-	-	Lowest 8%	Highest 45%
...did not register a product because they did not know this was possible	22%	-	-	Lowest 11%	Highest 41%

Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
...have felt pressured by persistent sales calls / messages urging them to buy something or sign a contract	41%	↓	↓	Lowest 8%	59 pp Highest 67%
...have come across advertisements stating a product was only available for a very limited period of time but later realised this was not the case	32%	↑	↑	Lowest 18%	33 pp Highest 52%
...have been offered a product advertised as free of charge which actually entailed charges	26%	↑	→	Lowest 10%	32 pp Highest 41%
...have been informed they won a lottery they did not know about, but were asked to pay some money in order to collect the prize	26%	→	↑	Lowest 10%	40 pp Highest 50%
...have felt pressured to buy something they did not want during an unexpected visit of a seller to their home	9%	-	-	Lowest 3%	16 pp Highest 19%
...have felt pressured to buy something they did not want during a product demonstration at a private home, hotel or restaurant	8%	-	-	Lowest 2%	17 pp Highest 19%

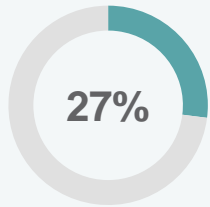
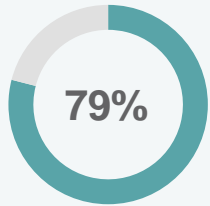
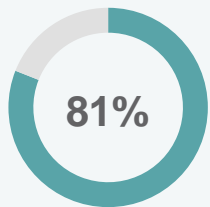
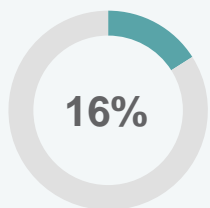
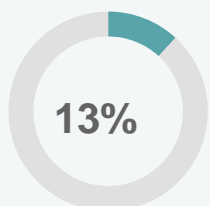
Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
...have experienced hidden adverts placed within search results	77%	-	-	Lowest 64%	21 pp Highest 85%
...have encountered consumer reviews that did not appear genuine	66%	-	-	Lowest 44%	34 pp Highest 79%
...have experience of a service provider increasing the price on a long-term contract without first giving the option to cancel	27%	-	-	Lowest 12%	37 pp Highest 48%
...have encountered unfair terms and conditions in a contract	13%	↑	↓	Lowest 6%	23 pp Highest 30%
...have had to pay unanticipated extra charges	12%	↑	→	Lowest 7%	24 pp Highest 31%

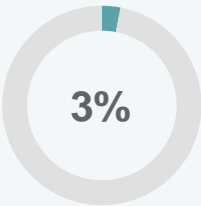

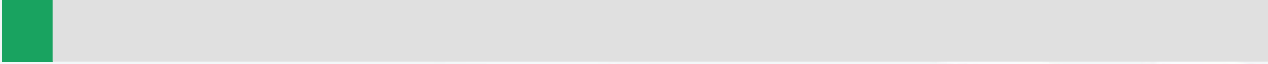

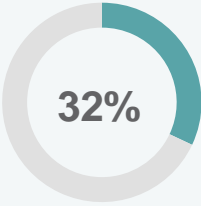



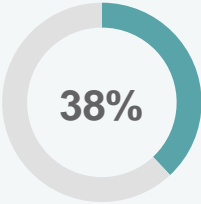



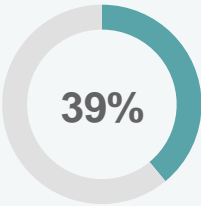



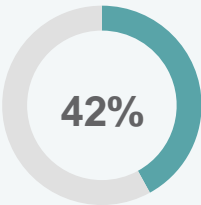

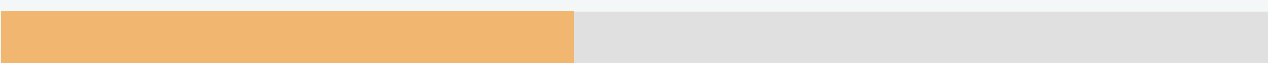

Key highlights

Regarding online targeted advertising, % of consumers who are concerned...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
...their personal data could be used for other purposes and/or they don't know with whom it might be shared	75%	-	-	Lowest 20%	70 pp 90%
...their online data is collected / a profile is made about them	68%	-	-	Lowest 32%	51 pp 83%
...cookies are installed on their computer	60%	-	-	Lowest 23%	63 pp 86%
...it could cause exposure to inappropriate advertising	46%	-	-	Lowest 13%	49 pp 63%
...it negatively affects their trust in e-commerce	34%	-	-	Lowest 11%	41 pp 52%
...they may end up paying more for products	32%	-	-	Lowest 9%	42 pp 51%

Key highlights

Since the COVID-19 pandemic, % of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries		
...do all the things they did before, including vacations and travel	 27%	-	-	Lowest 10%	36 pp	Highest 46%
...won't make travel plans until the situation is back to normal in their country	 79%	-	-	Lowest 73%	16 pp	Highest 89%
...shopped closer to home and supported local businesses	 81%	-	-	Lowest 60%	35 pp	Highest 95%
...used grocery delivery services	 16%	-	-	Lowest 4%	26 pp	Highest 31%
...used grocery pick-up services	 13%	-	-	Lowest 5%	21 pp	Highest 26%

Key highlights

Since the COVID-19 pandemic, % of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries		
...have lost their job permanently	 3%	-	-	Lowest  1%	4 pp 	Highest  6%
...are concerned about having a job one month from now	 32%	-	-	Lowest  8%	49 pp 	Highest  57%
...are concerned about being able to pay bills one month from now	 38%	-	-	Lowest  7%	64 pp 	Highest  71%
...are concerned about being able to provide for their household one month from now	 39%	-	-	Lowest  7%	66 pp 	Highest  73%
...are delaying or thinking about delaying a major purchase	 42%	-	-	Lowest  22%	45 pp 	Highest  67%



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The Consumer Conditions Survey assesses consumers' attitudes, behaviours and experiences with respect to domestic and cross-border trade as well as other, related themes. Key topics include consumer confidence and knowledge; online purchasing; product safety; problems and complaints; and unfair and illicit commercial practices. The survey is conducted among representative samples of consumers in each of the 27 European Union Member States, as well as Iceland, Norway and the United Kingdom.



TECHNICAL NOTE

The survey is conducted among a nationally representative sample of the general public aged 18 and older in each of the 30 countries in scope. The sample size is 1,000 per country except in Luxembourg, Malta, Cyprus and Iceland, where the sample size is 500. In all countries, the survey is conducted using CATI (Computer Assisted Telephone Interviewing). Fieldwork for the latest edition took place between 21 October and 1 December 2020. More detailed technical information about the survey can be found in the Annex to this report.



FURTHER INFORMATION

Survey website:
<https://public.tableau.com/views/ConsumerConditionsSurvey/Start?:showVizHome=no>

EC website:
https://ec.europa.eu/info/policies/consumers/consumer-protection/key-consumer-data_en

Email: JUST-E1@ec.europa.eu

THE SURVEY INDICATORS ARE GROUPED INTO FOUR THEMES IN THIS REPORT:

Consumer confidence and knowledge

This theme includes information relating to consumers' confidence in retailers and service providers, public authorities and consumer NGOs; as well as their confidence in product safety and environmental claims. It also contains several indicators covering knowledge of their consumer rights.



Consumer behaviour

This theme includes indicators relating to online and offline purchasing, the extent to which consumers consider environmental impact when making purchases; sources of information and assistance on consumer issues; and membership of consumer organisations.



Consumer experience

This theme includes indicators relating to experience of: problems giving cause for complaint (and actions taken in response); product registration, product recalls and product-related harm; unfair and illicit commercial practices; and specific advertising practices.



Focus – the impact of COVID-19 on consumers

The indicators in this section include items covering behaviour change resulting from the pandemic, financial impacts, concerns for the future, and planning around the pandemic.



Consumer confidence and knowledge

High level indicators





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

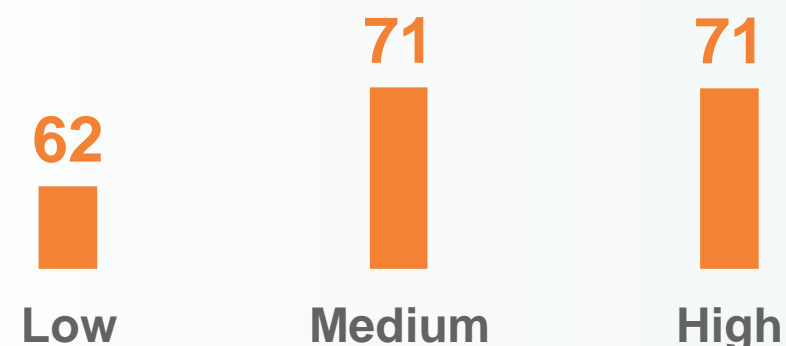
Agree (strongly agree + agree) (%)

EU27 AVERAGE **70**

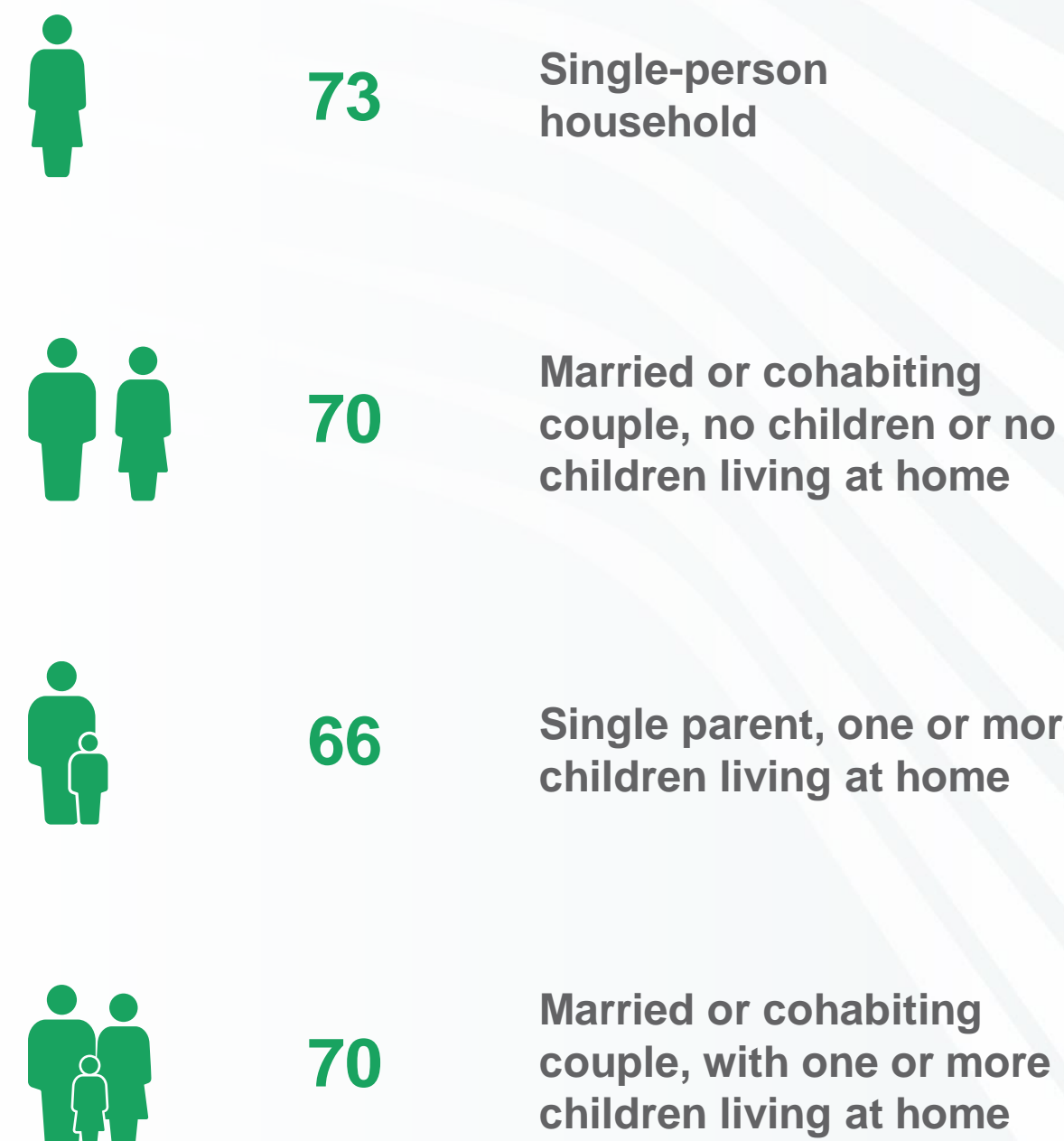
GENDER



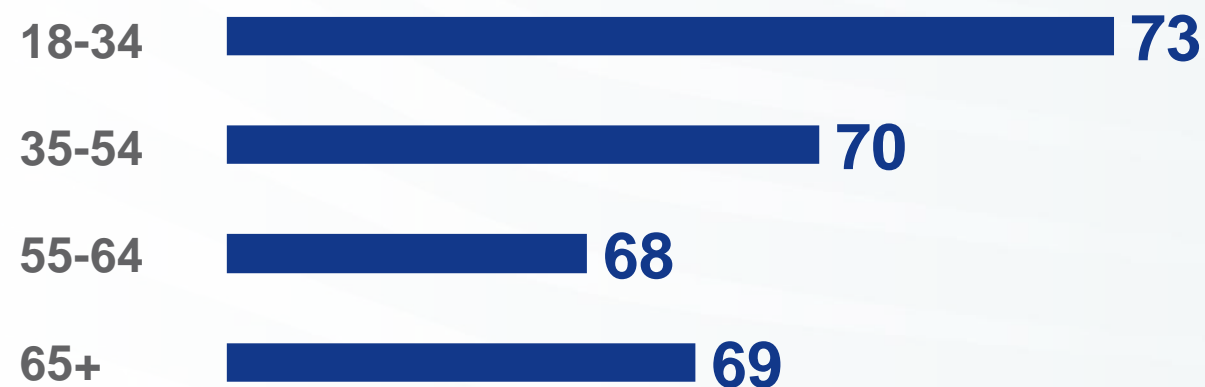
EDUCATION



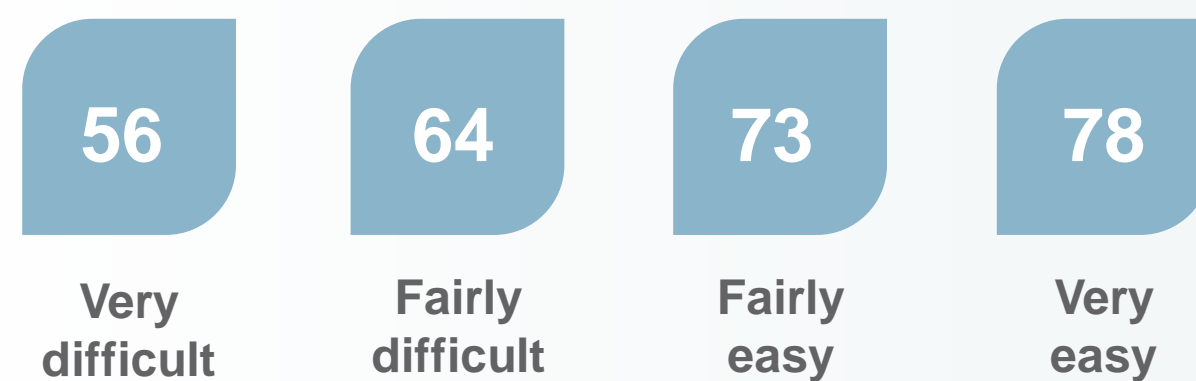
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



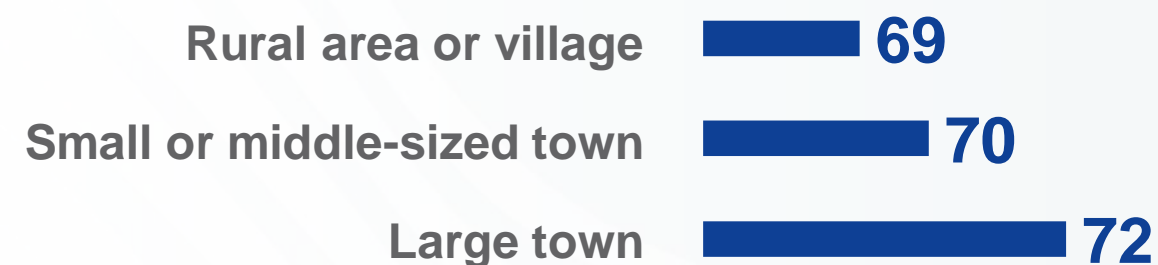


How strongly do you agree or disagree...You trust public authorities to protect your rights as a consumer

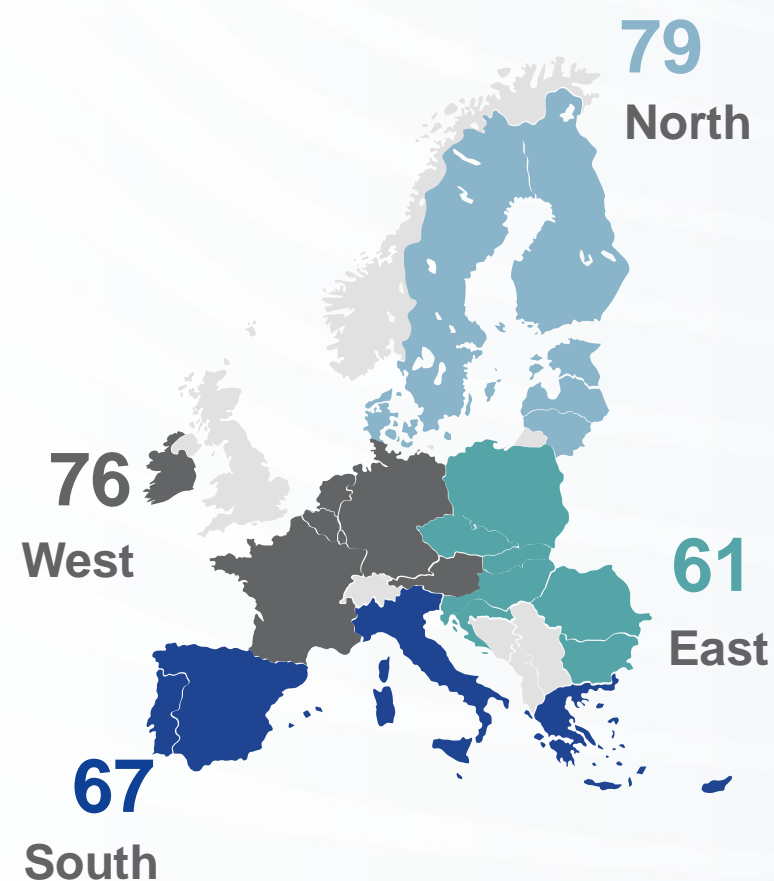
Agree (strongly agree + agree) (%)

EU27 AVERAGE **70**

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
69

Medium
70

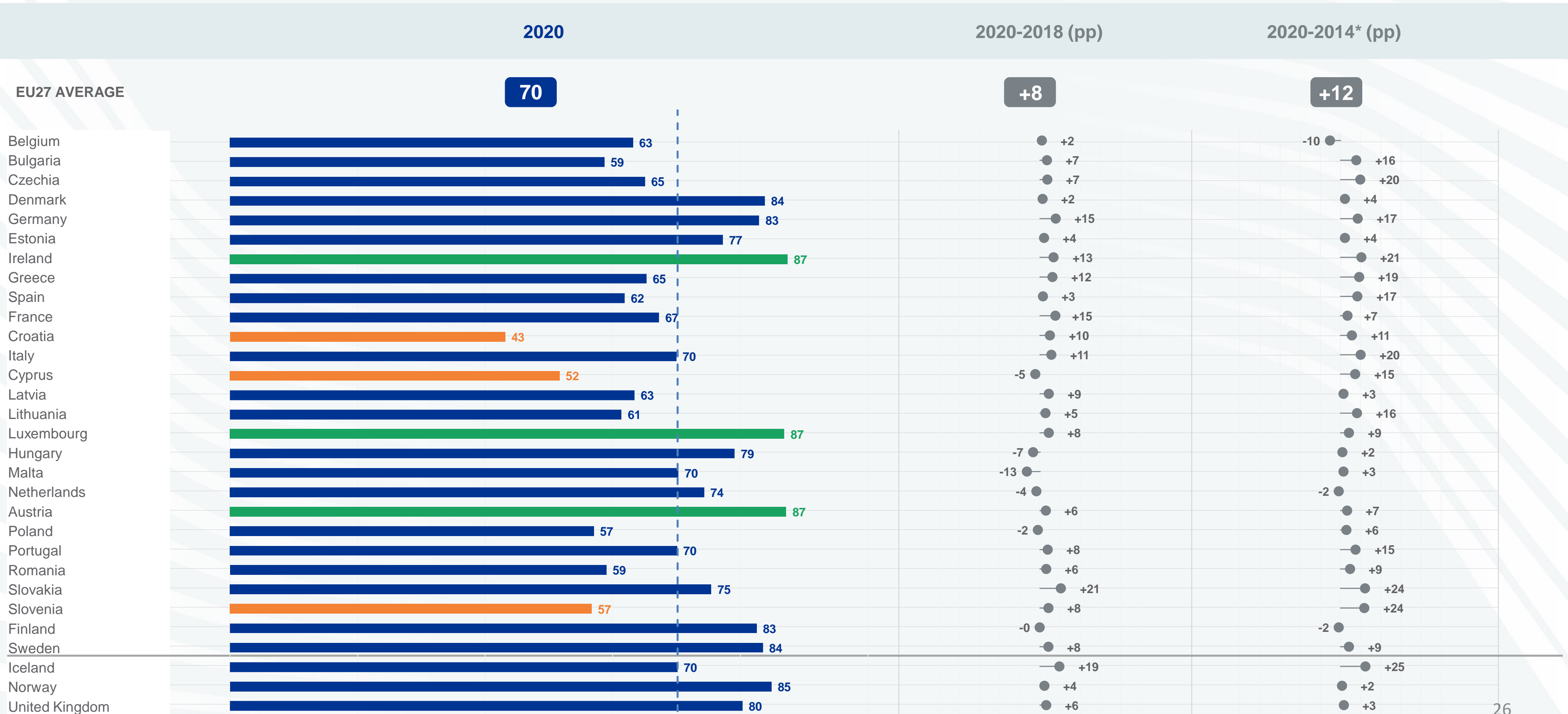
Low
71

See technical note for calculation of indicator



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

Agree (strongly agree + agree) (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)



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

80

GENDER



Female



80

Male



80

EDUCATION



66

Low

81

Medium

82

High

HOUSEHOLD COMPOSITION



80

Single-person household



80

Married or cohabiting couple, no children or no children living at home



74

Single parent, one or more children living at home



81

Married or cohabiting couple, with one or more children living at home

AGE



18-34



84

35-54



81

55-64



77

65+



76

EASE OF MANAGING FINANCIALLY



66

Very difficult

79

Fairly difficult

82

Fairly easy

83

Very easy

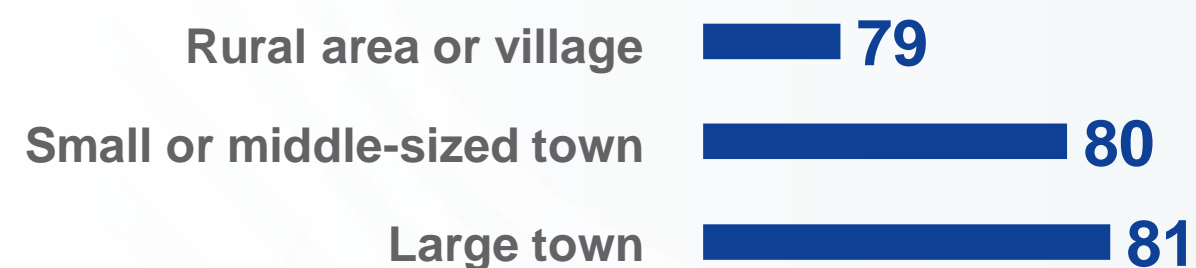


How strongly do you agree or disagree...In general, retailers and service providers respect your rights as a consumer

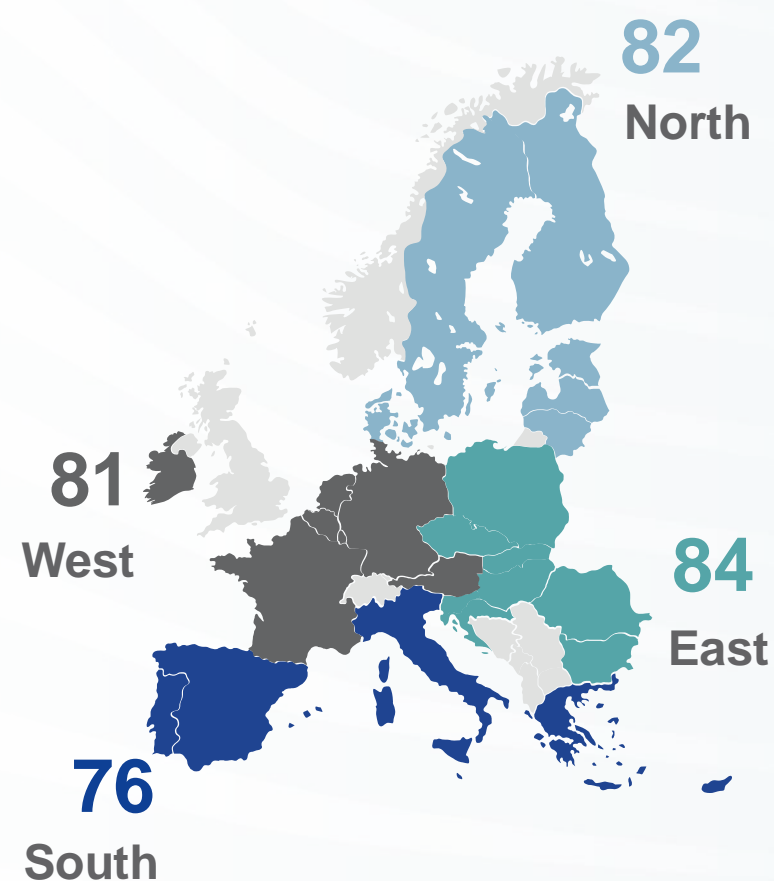
Agree (strongly agree + agree) (%)

EU27 AVERAGE 80

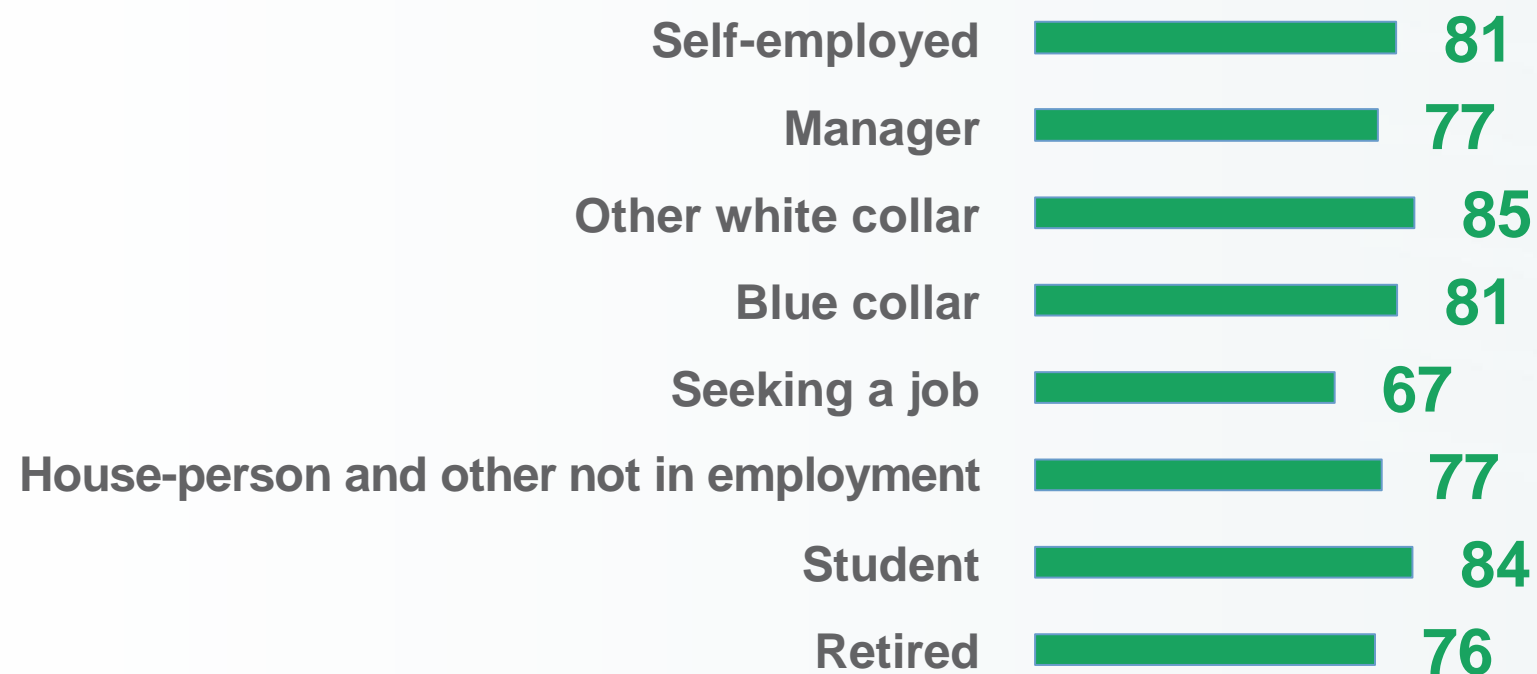
GEOGRAPHIC AREA



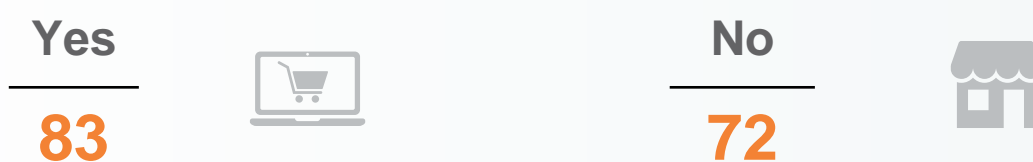
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
80

Medium
80

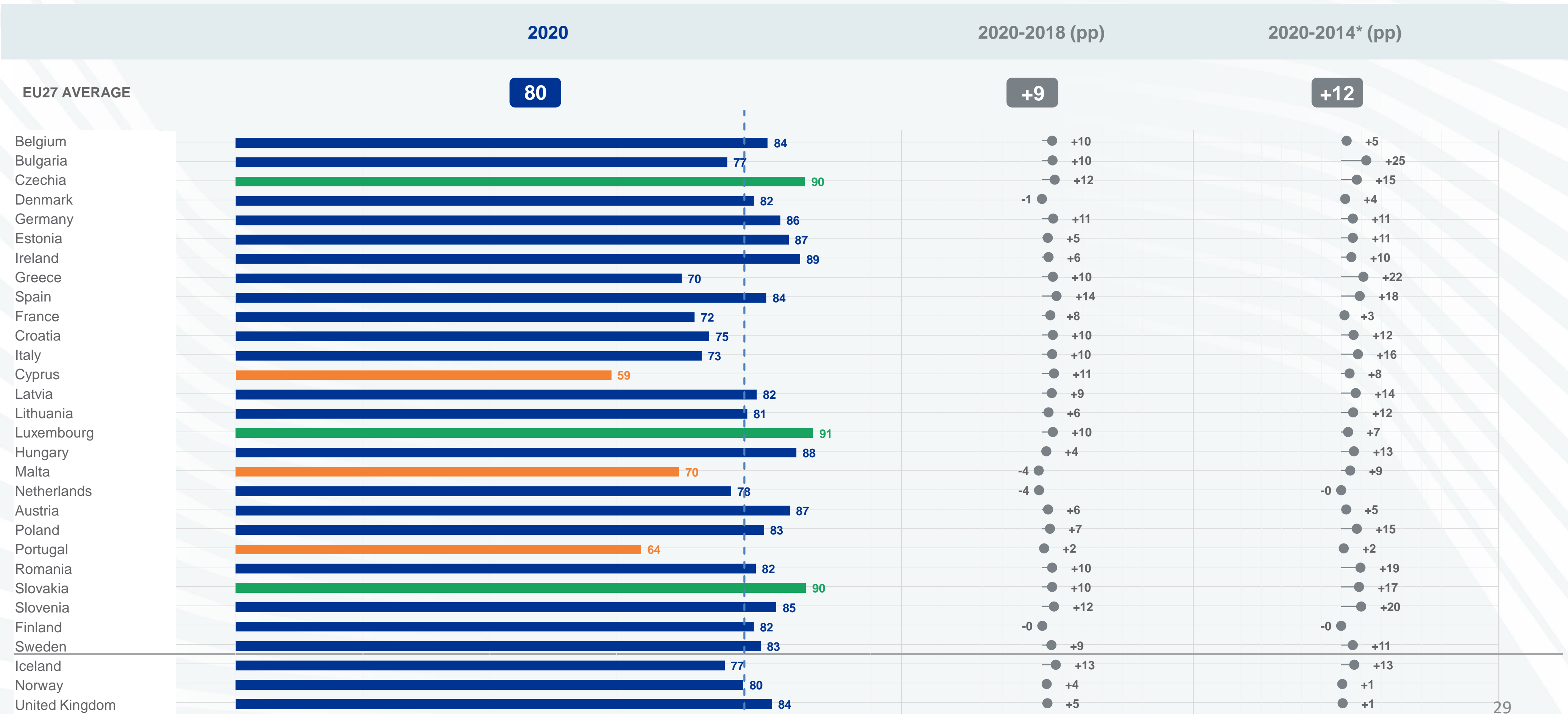
Low
79

See technical note for calculation of indicator



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

Agree (strongly agree + agree) (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)



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

66

GENDER



Female



66

Male



65

EDUCATION



56

Low

66

Medium

68

High

HOUSEHOLD COMPOSITION



66

Single-person household



65

Married or cohabiting couple, no children or no children living at home



66

Single parent, one or more children living at home



67

Married or cohabiting couple, with one or more children living at home

AGE



18-34



68

35-54



67

55-64



64

65+



63

EASE OF MANAGING FINANCIALLY



56

Very difficult

64

Fairly difficult

68

Fairly easy

68

Very easy



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

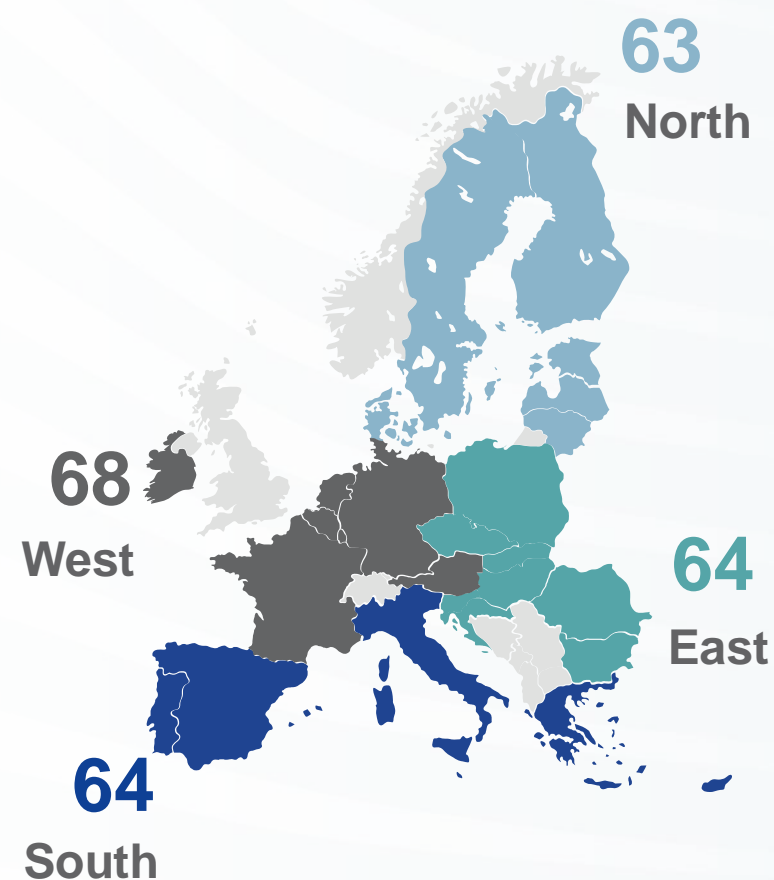
Agree (strongly agree + agree) (%)

EU27 AVERAGE 66

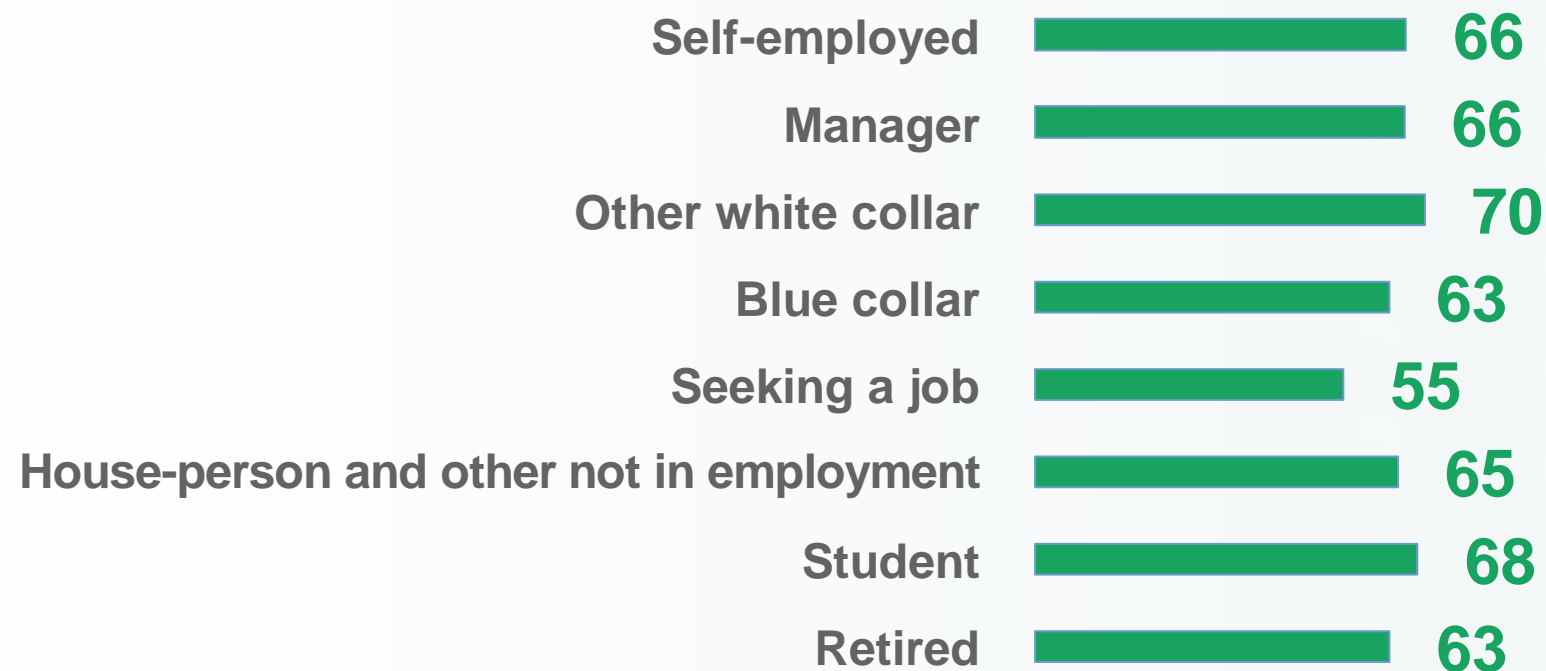
GEOGRAPHIC AREA



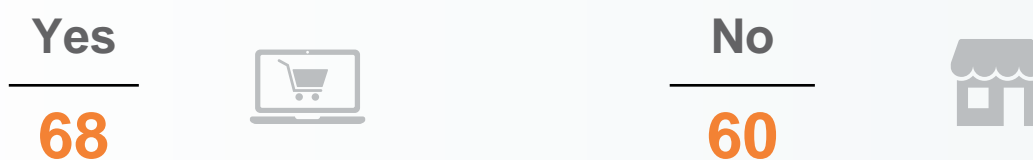
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
66

Medium
65

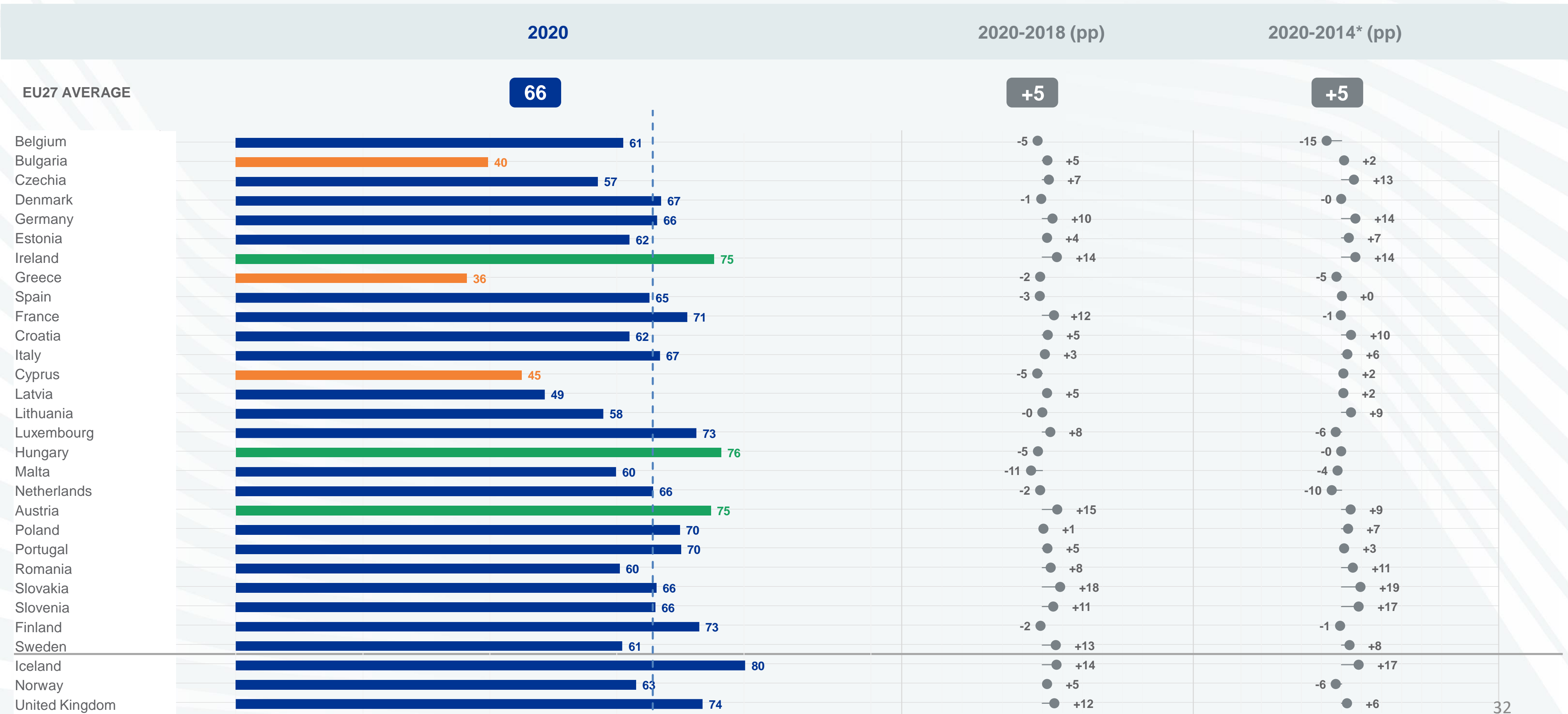
Low
67

See technical note for calculation of indicator



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

Agree (strongly agree + agree) (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



How strongly do you agree or disagree...You feel confident purchasing goods or services via the Internet from retailers or service providers in your country

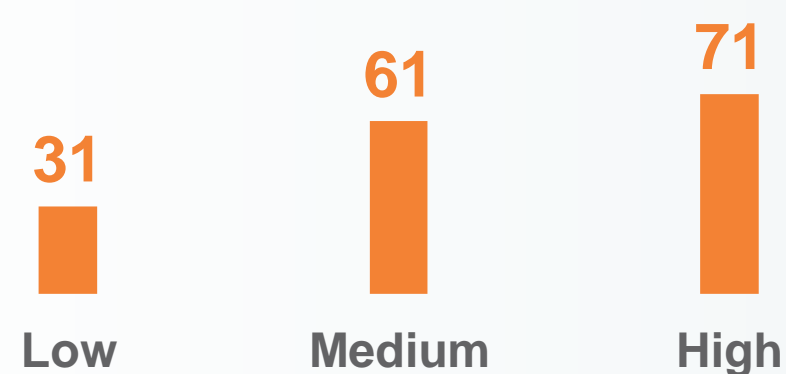
Agree (strongly agree + agree) (%)

EU27 AVERAGE **63**

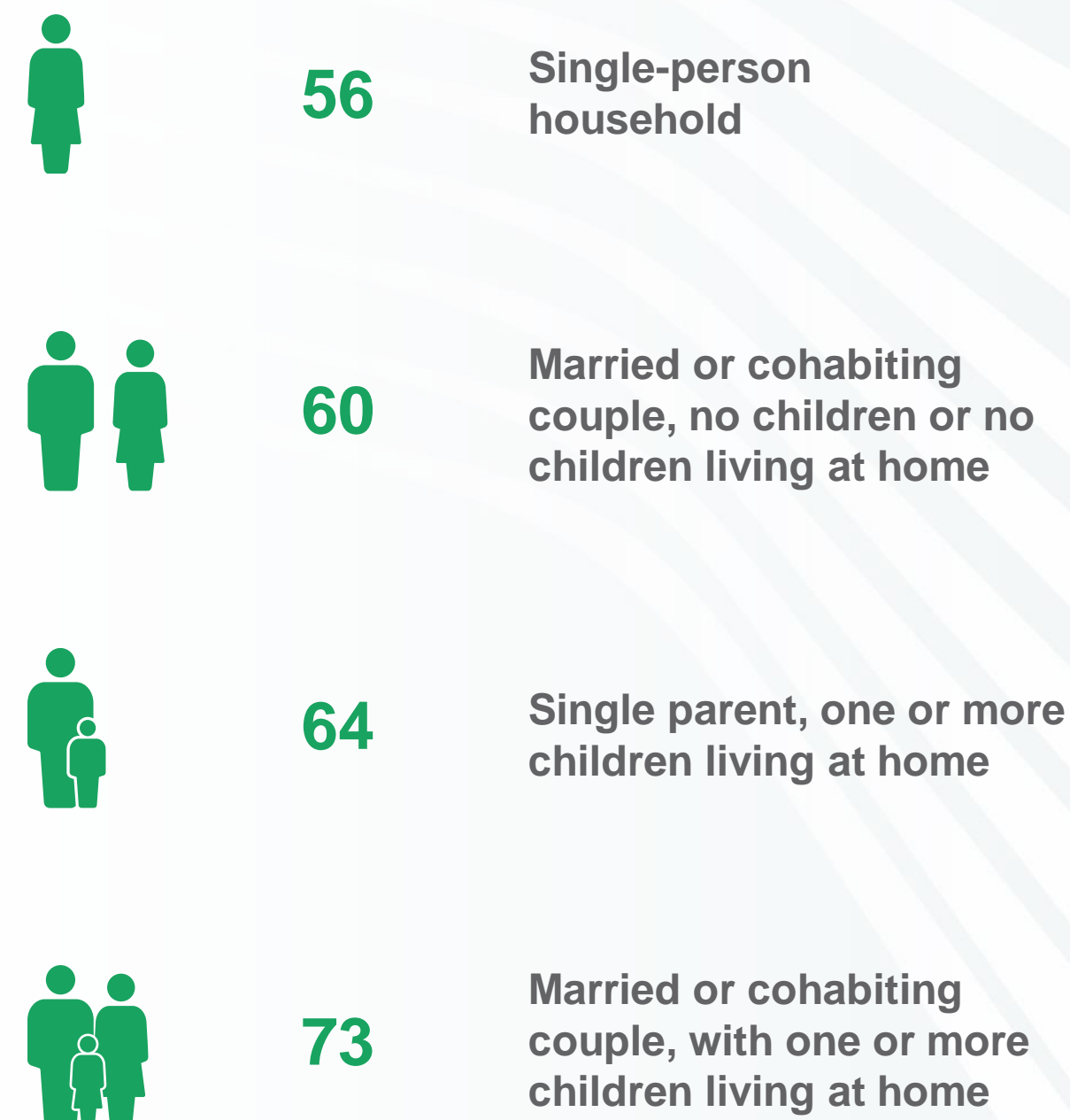
GENDER



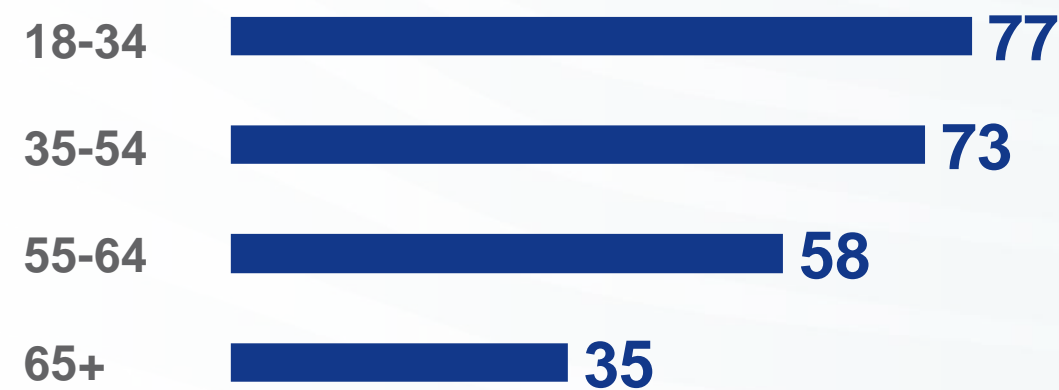
EDUCATION



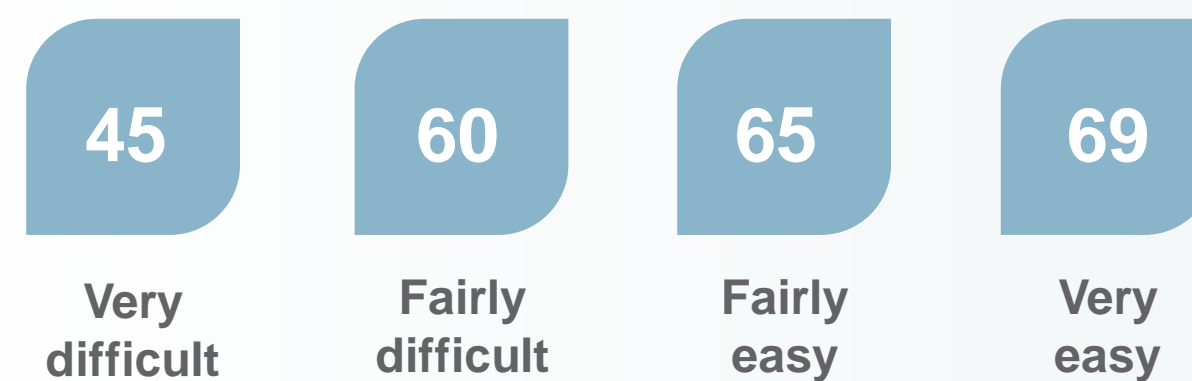
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



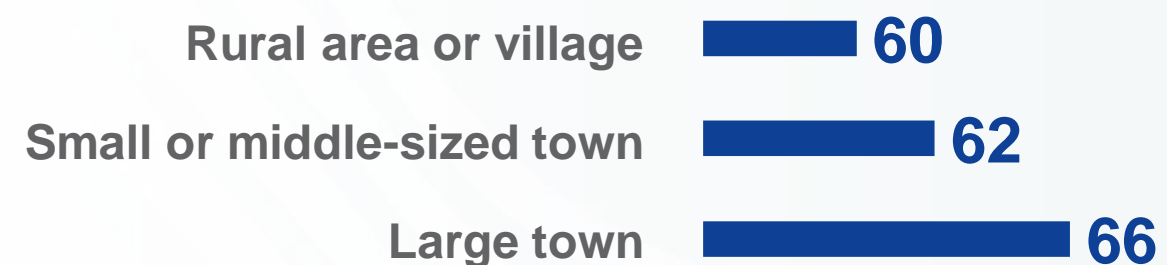


How strongly do you agree or disagree...You feel confident purchasing goods or services via the Internet from retailers or service providers in your country

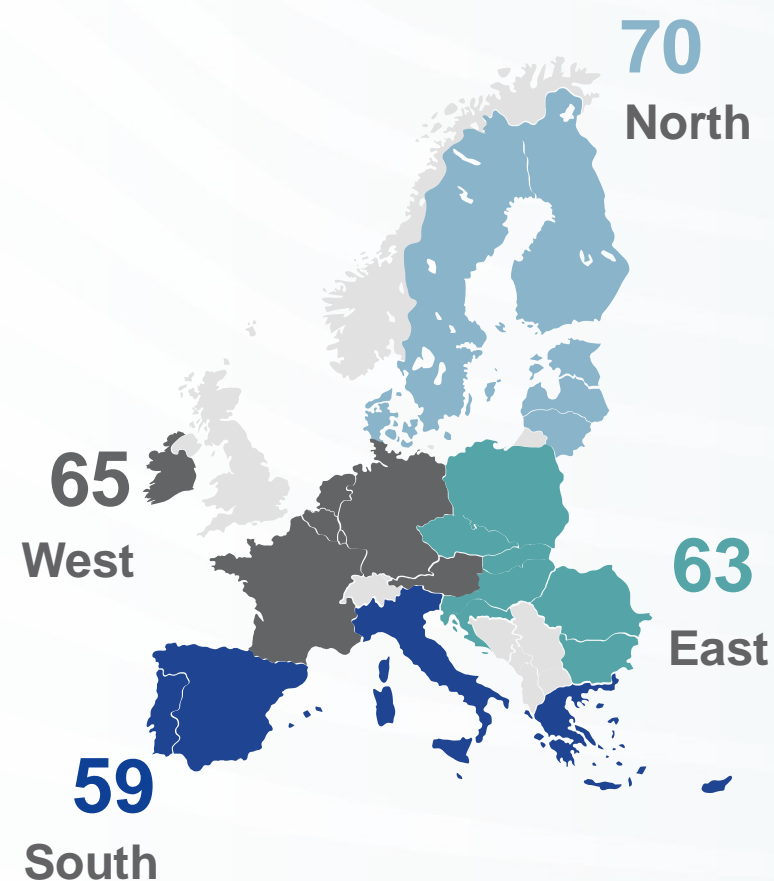
Agree (strongly agree + agree) (%)

EU27 AVERAGE 63

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS

KNOWLEDGE OF CONSUMER RIGHTS

High
66

Medium
65

Low
59

See technical note for calculation of indicator



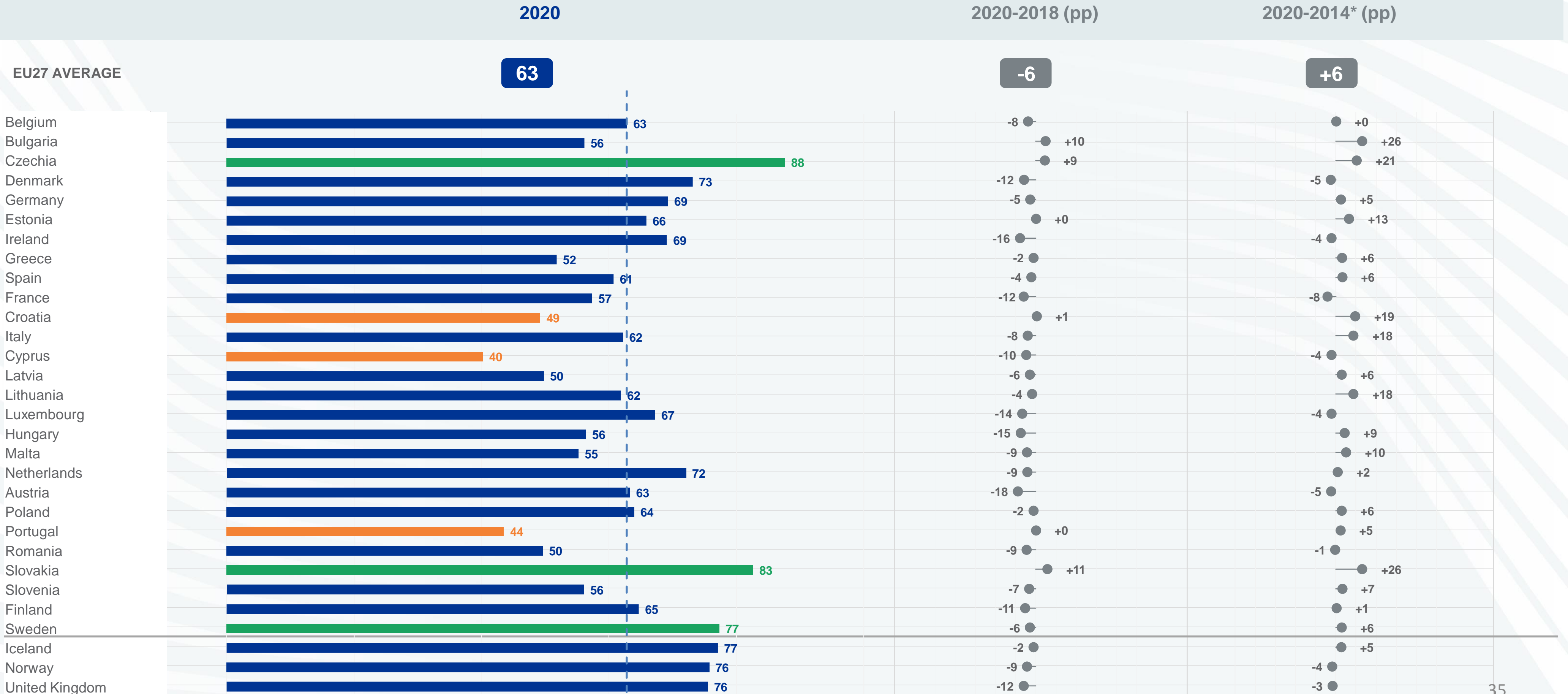
Consumer confidence and knowledge

High level indicators - Confidence in online purchasing - Results by country



How strongly do you agree or disagree...You feel confident purchasing goods or services via the Internet from retailers or service providers in your country

Agree (strongly agree + agree) (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



How strongly do you agree or disagree...You feel confident purchasing goods or services via the Internet from retailers or service providers in an/other EU country

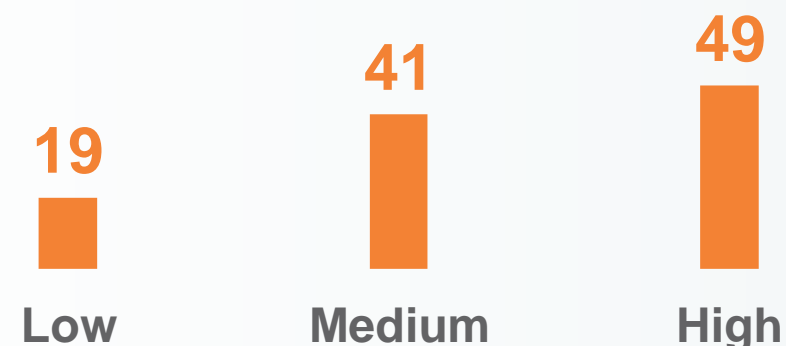
Agree (strongly agree + agree) (%)

EU27 AVERAGE **43**

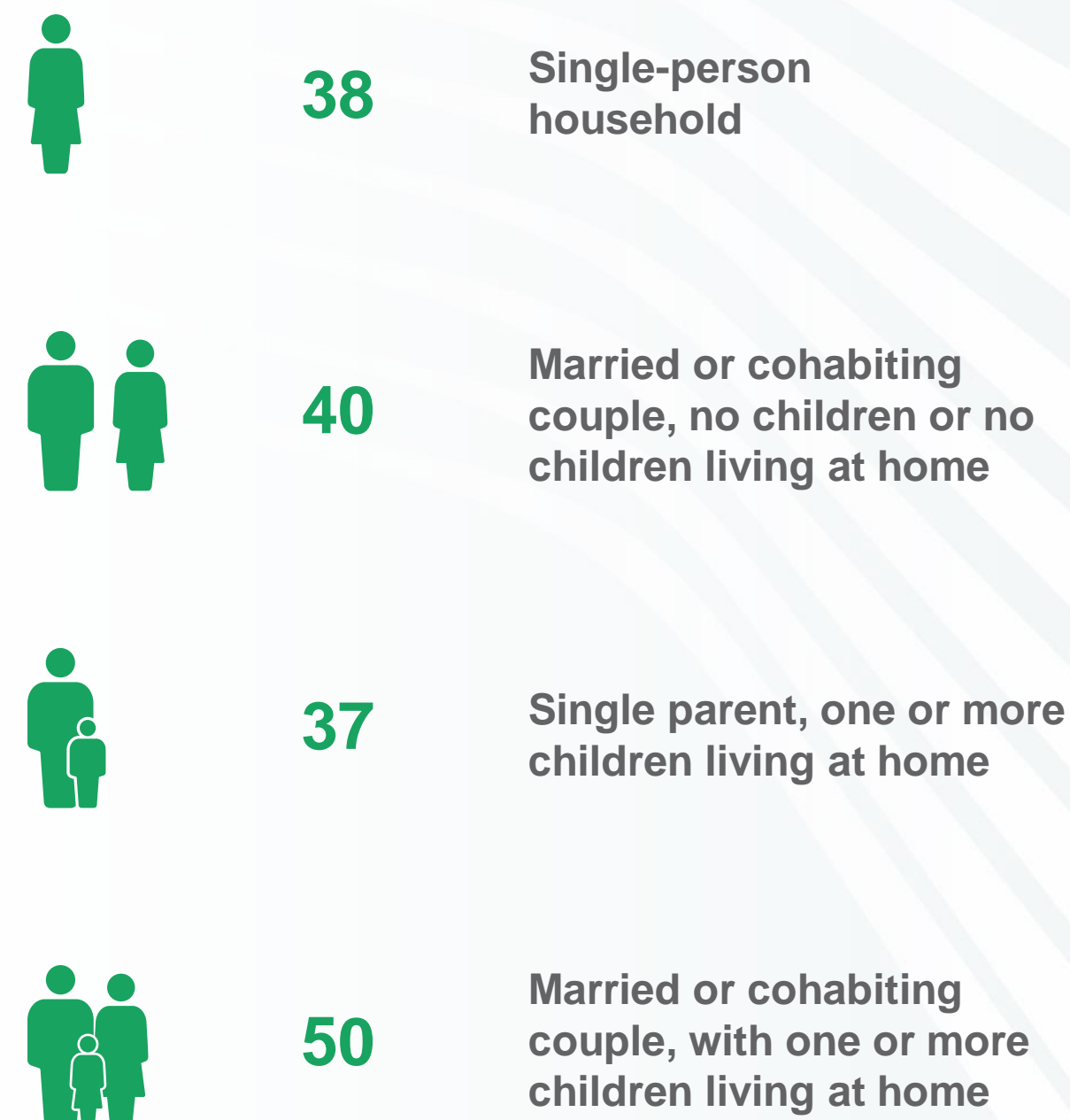
GENDER



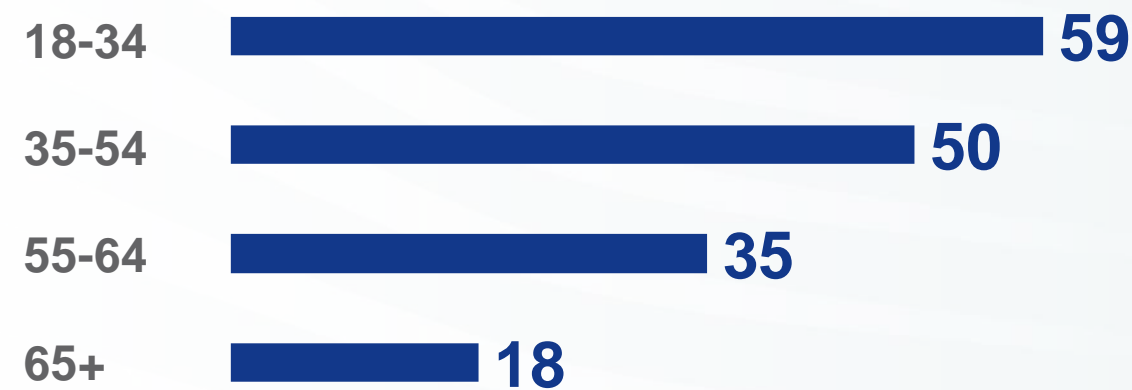
EDUCATION



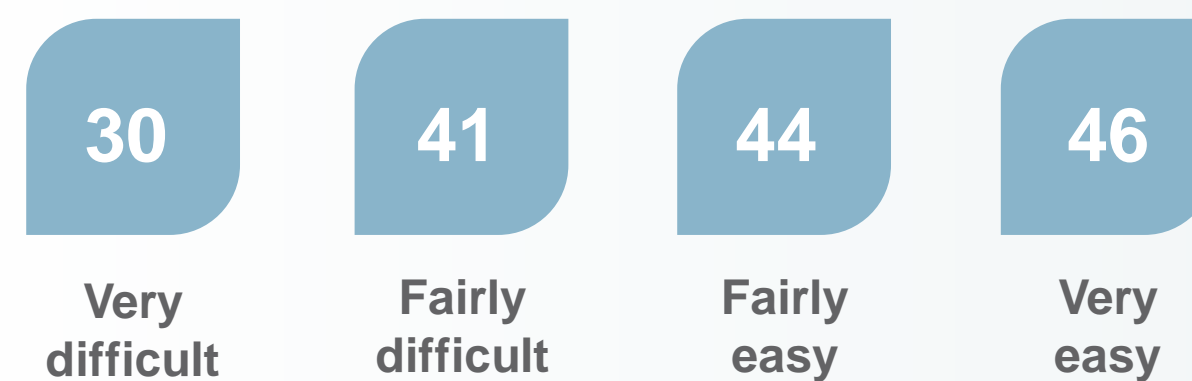
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



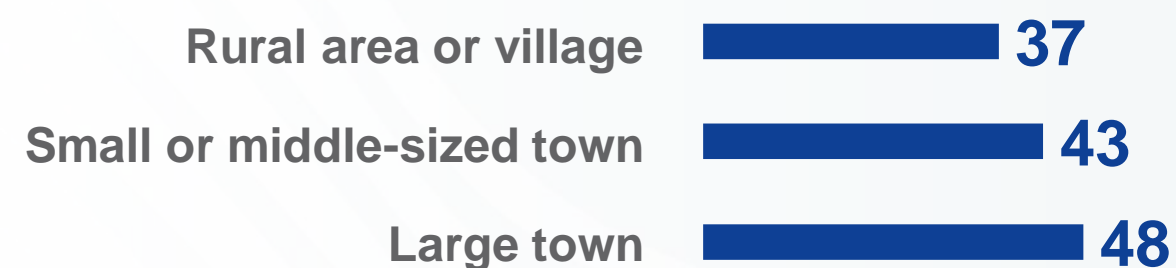


How strongly do you agree or disagree...You feel confident purchasing goods or services via the Internet from retailers or service providers in an/other EU country

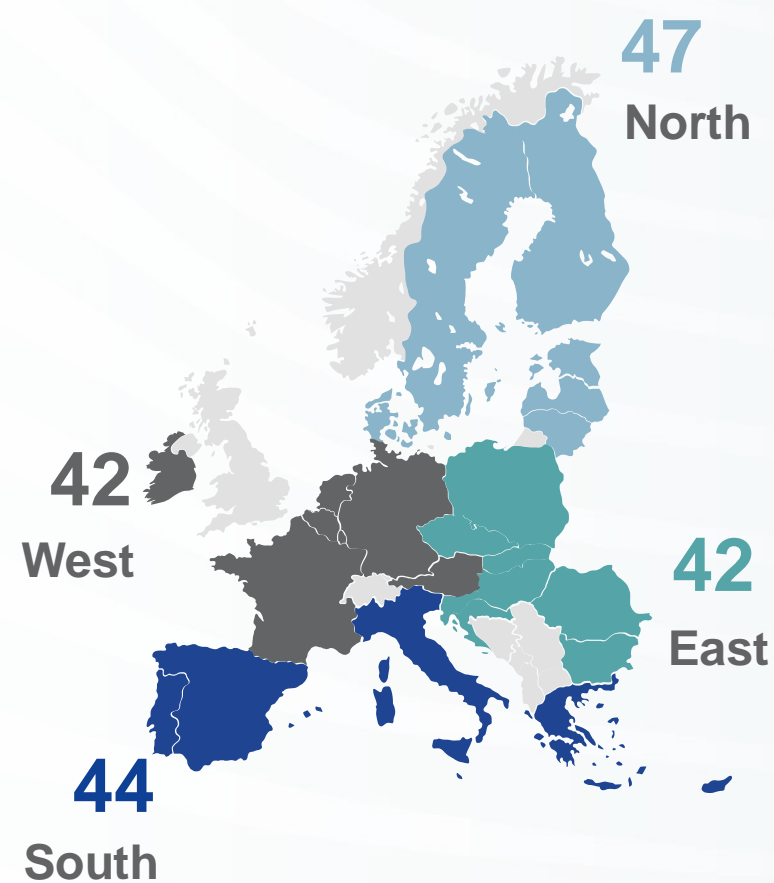
Agree (strongly agree + agree) (%)

EU27 AVERAGE 43

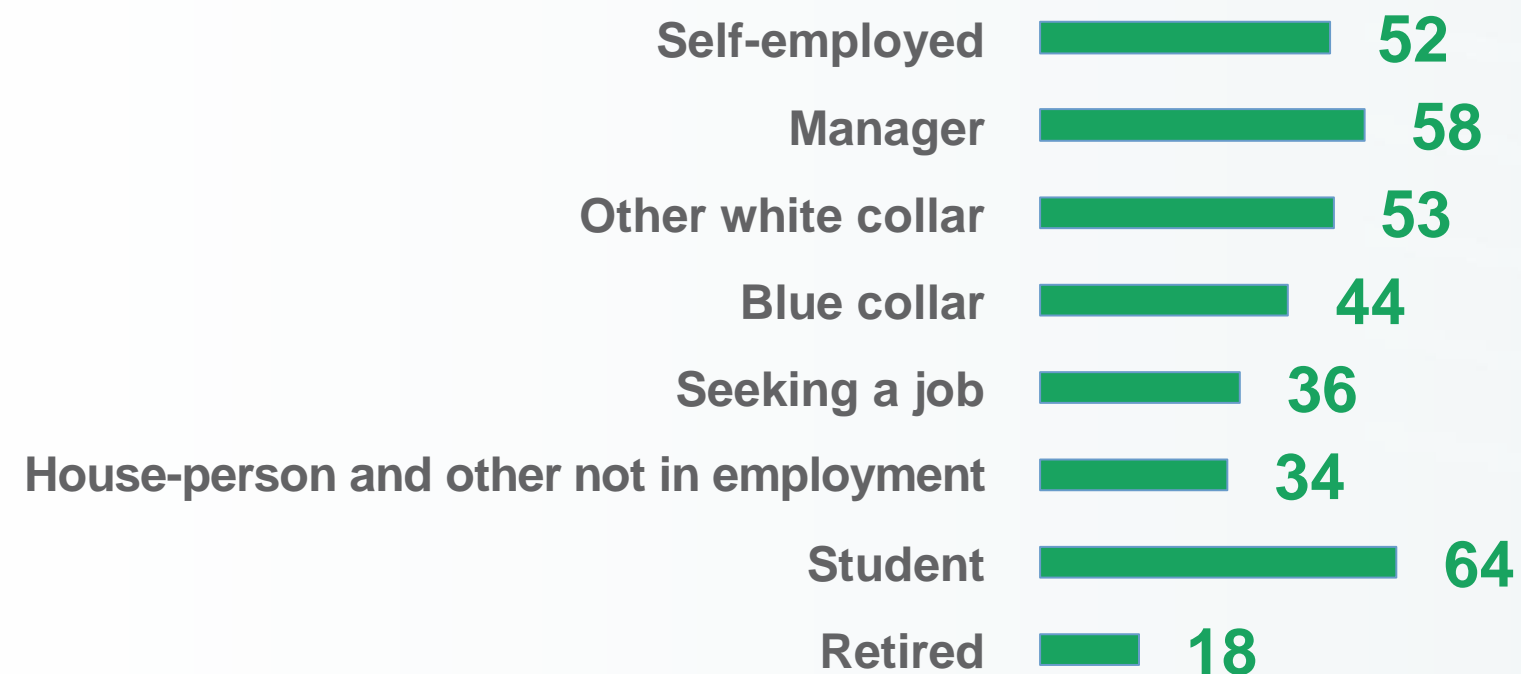
GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
45

Medium
44

Low
40

See technical note for calculation of indicator



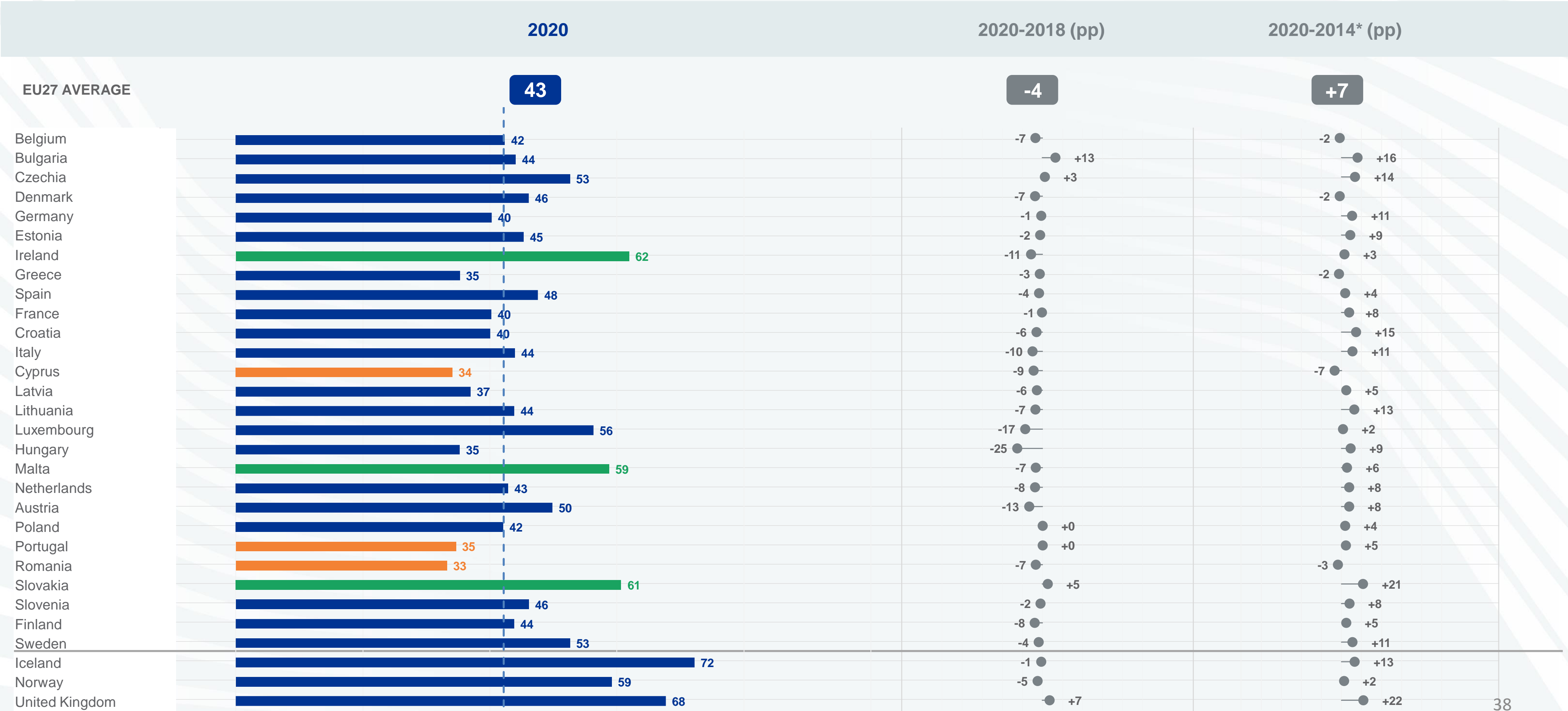
Consumer confidence and knowledge

High level indicators - Confidence in online purchasing - Results by country



How strongly do you agree or disagree...You feel confident purchasing goods or services via the Internet from retailers or service providers in an/other EU country

Agree (strongly agree + agree) (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



Thinking about all consumer products other than food currently on the market in your country, do you think that...?

Yes (%)

Essentially all non-food products are safe

A small number of non-food products are unsafe

A significant number of non-food products are unsafe

EU27 AVERAGE

21

52

20





Thinking about all consumer products other than food currently on the market in your country, do you think that...essentially all non-food products are safe?

Yes (%)

EU27 AVERAGE

21

GENDER



Female



19

Male



22

AGE



18-34



23

35-54



22

55-64



20

65+



17

EDUCATION



19

Low

20

Medium

22

High

EASE OF MANAGING FINANCIALLY



16

Very difficult

18

Fairly difficult

20

Fairly easy

24

Very easy

HOUSEHOLD COMPOSITION



22

Single-person household



19

Married or cohabiting couple, no children or no children living at home



20

Single parent, one or more children living at home



22

Married or cohabiting couple, with one or more children living at home



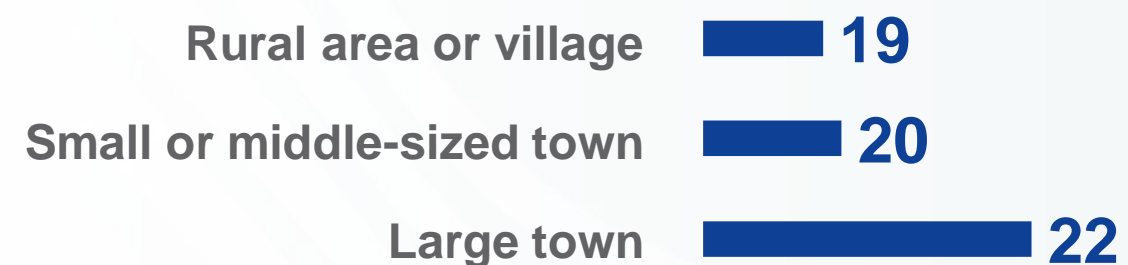
Thinking about all consumer products other than food currently on the market in your country, do you think that...essentially all non-food products are safe?

Yes (%)

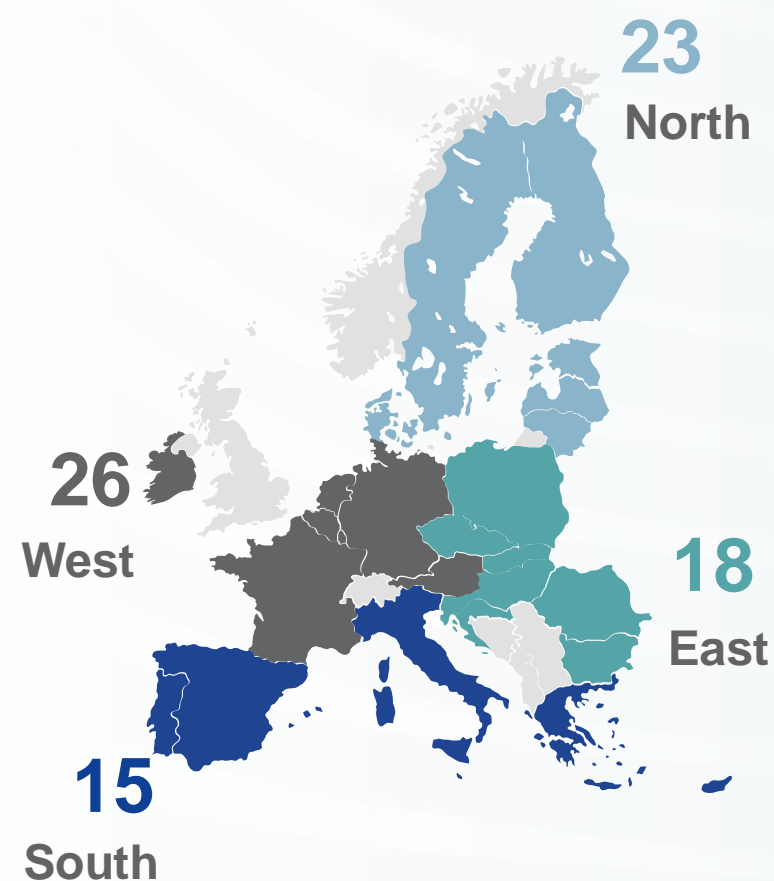
EU27 AVERAGE

21

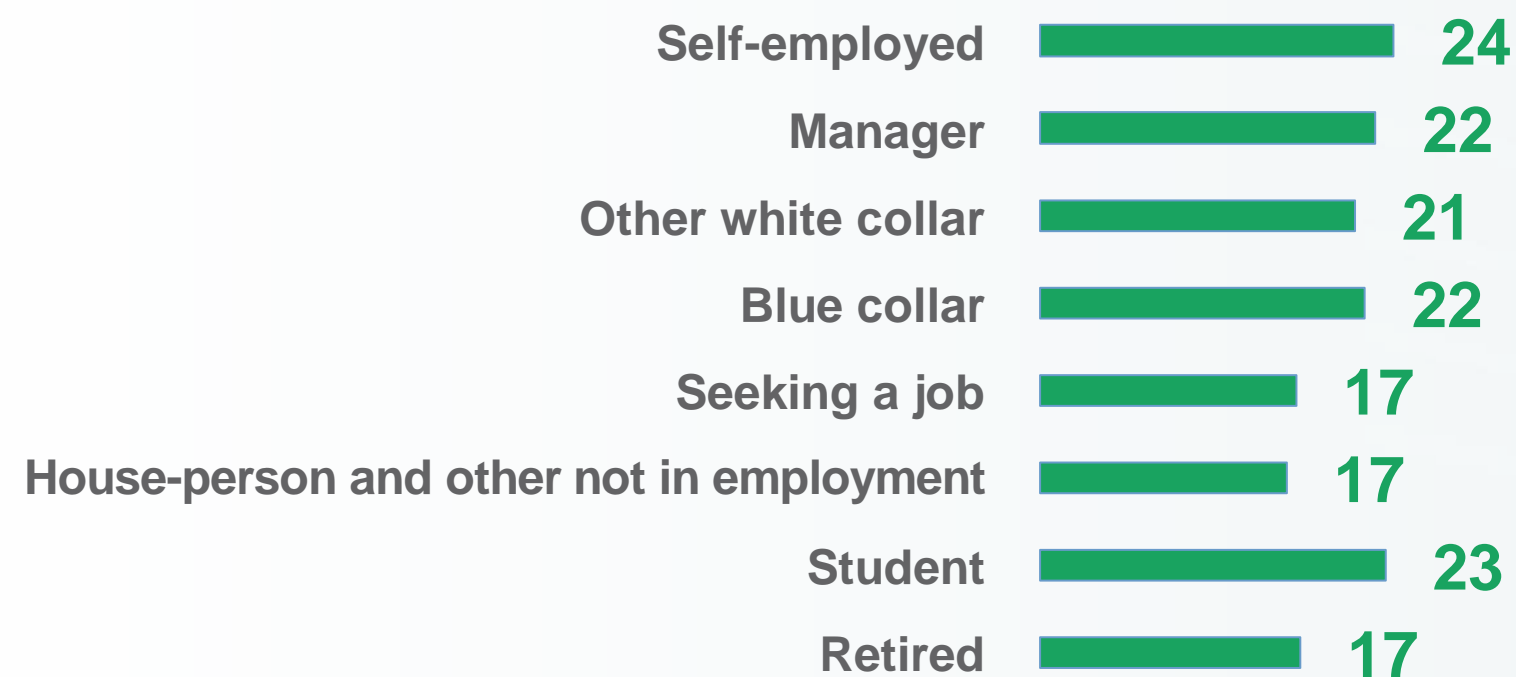
GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
22

Medium
20

Low
20

See technical note for calculation of indicator



Consumer confidence and knowledge

High level indicators - Confidence in product safety - Results by country



Thinking about all consumer products other than food currently on the market in your country, do you think that...essentially all non-food products are safe?

Yes (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014

Adults (aged 18+)
The wording of this question was slightly changed in 2020

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



Thinking about all consumer products other than food currently on the market in your country, do you think that... a small number of non-food products are unsafe?

Yes (%)

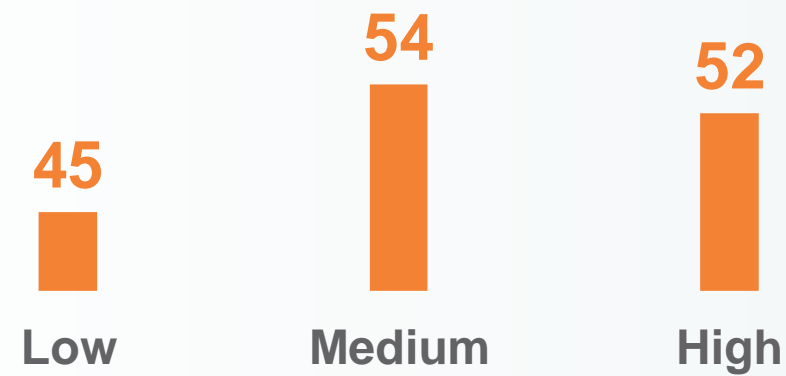
EU27 AVERAGE

52

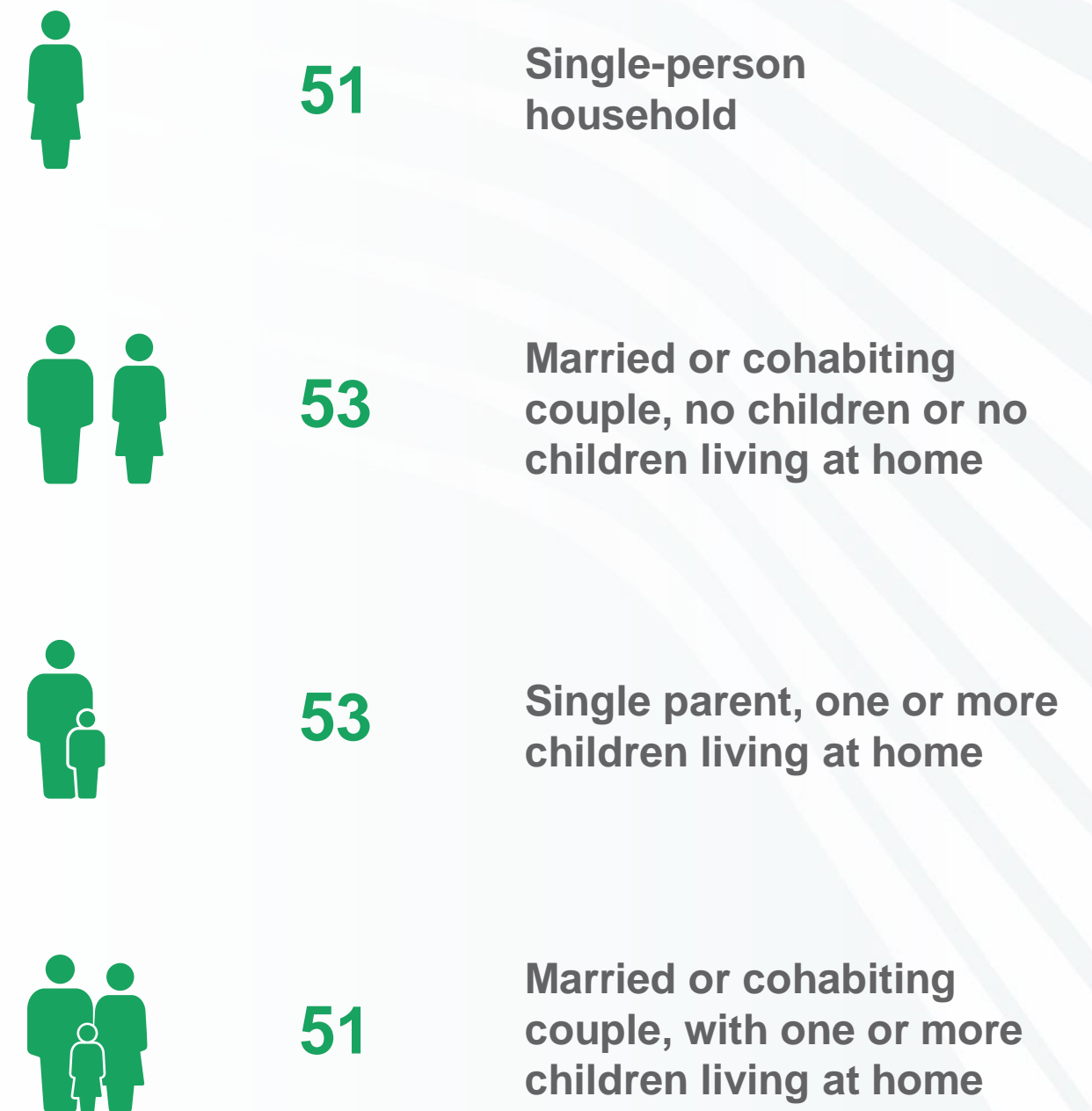
GENDER



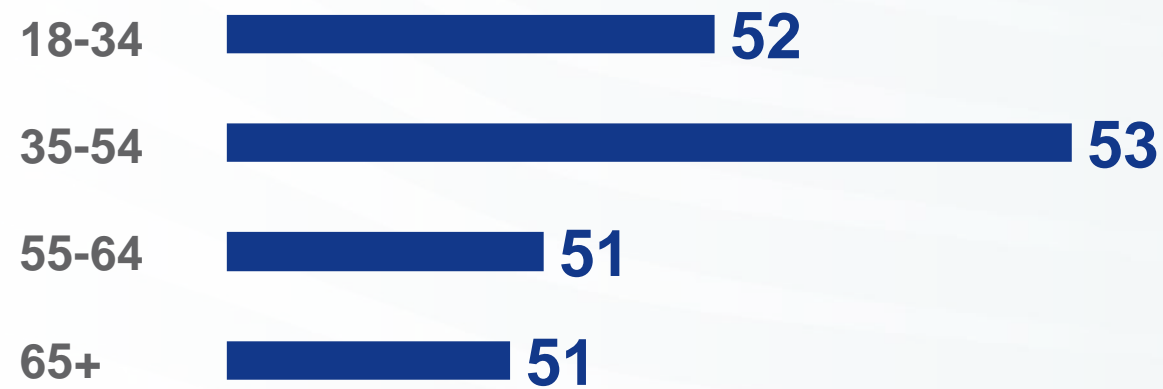
EDUCATION



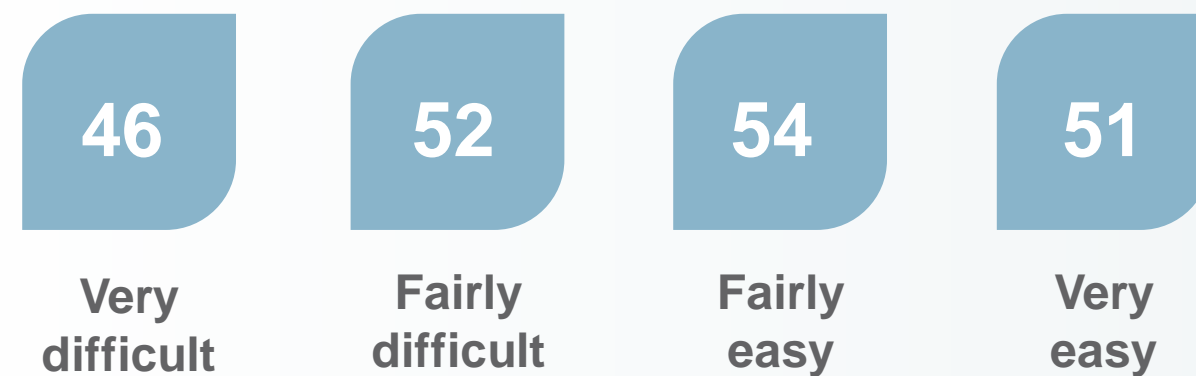
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



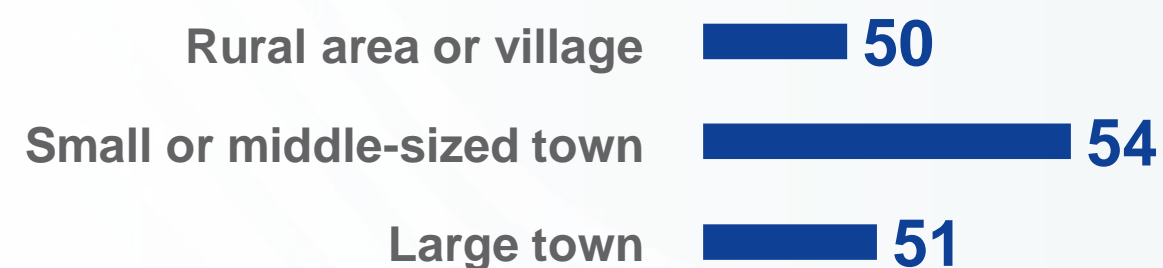


Thinking about all consumer products other than food currently on the market in your country, do you think that... a small number of non-food products are unsafe?

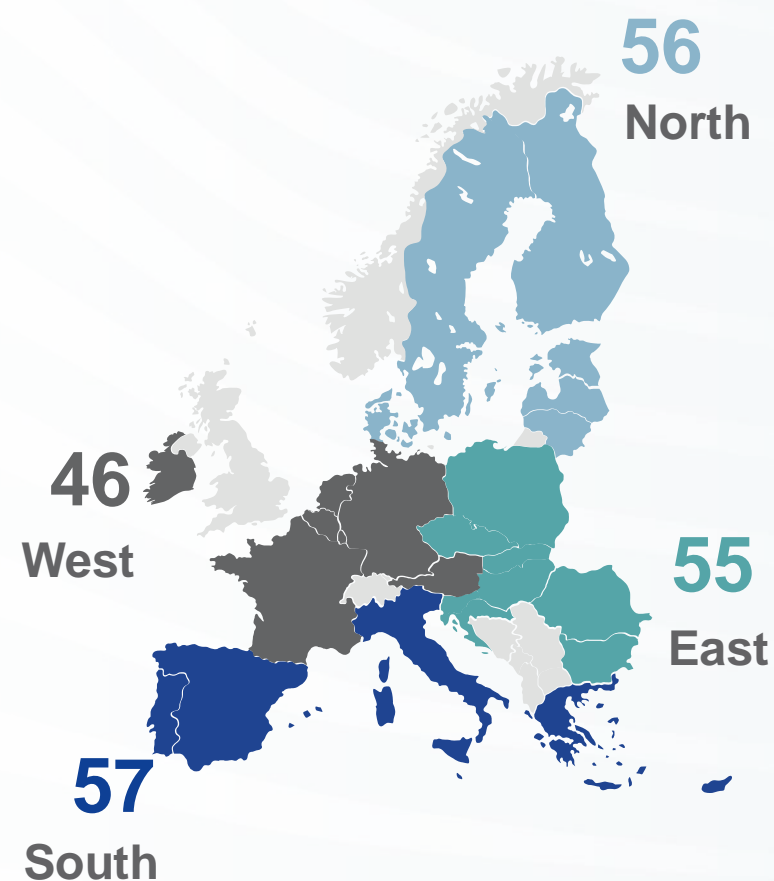
Yes (%)

EU27 AVERAGE **52**

GEOGRAPHIC AREA



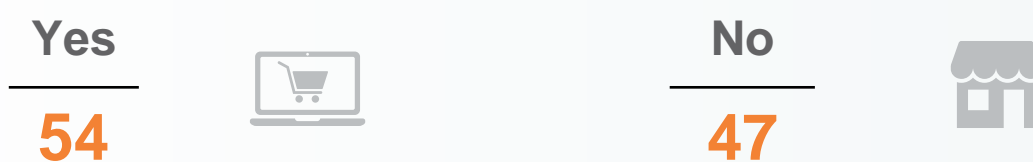
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
52

Medium
53

Low
51

See technical note for calculation of indicator



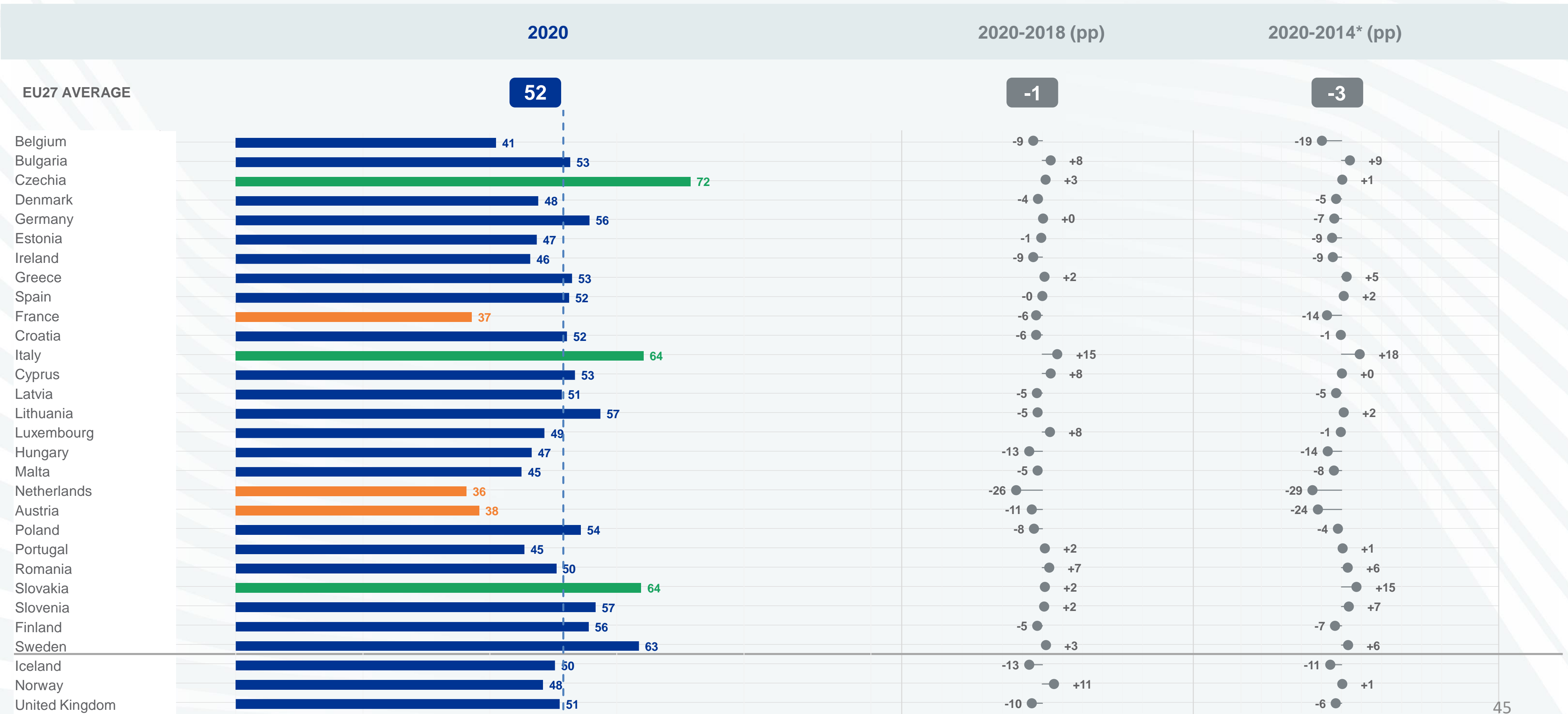
Consumer confidence and knowledge

High level indicators - Confidence in product safety - Results by country



Thinking about all consumer products other than food currently on the market in your country, do you think that... a small number of non-food products are unsafe?

Yes (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014

Adults (aged 18+)
The wording of this question was slightly changed in 2020

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



Thinking about all consumer products other than food currently on the market in your country, do you think that...a significant number of non-food products are unsafe?
Yes (%)

EU27 AVERAGE

20

GENDER



Female



20

Male



19

EDUCATION



25



Low

19



Medium

19



High

HOUSEHOLD COMPOSITION



18

Single-person household



21

Married or cohabiting couple, no children or no children living at home



19

Single parent, one or more children living at home



18

Married or cohabiting couple, with one or more children living at home

AGE



18-34



18

35-54



19

55-64



21

65+



22

EASE OF MANAGING FINANCIALLY



28

Very difficult

22

Fairly difficult

18

Fairly easy

17

Very easy

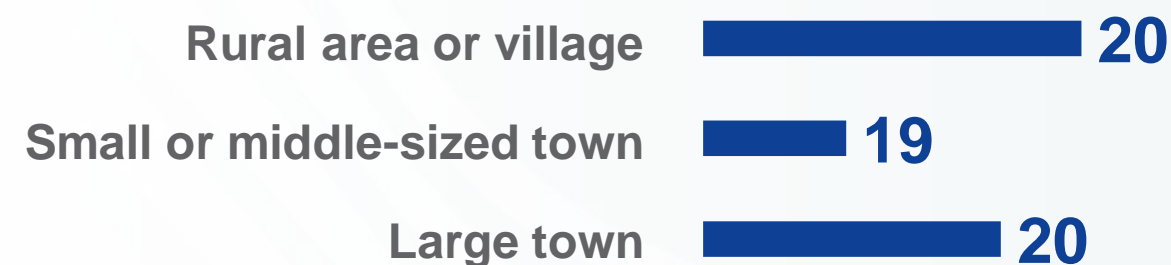


Thinking about all consumer products other than food currently on the market in your country, do you think that...a significant number of non-food products are unsafe?
Yes (%)

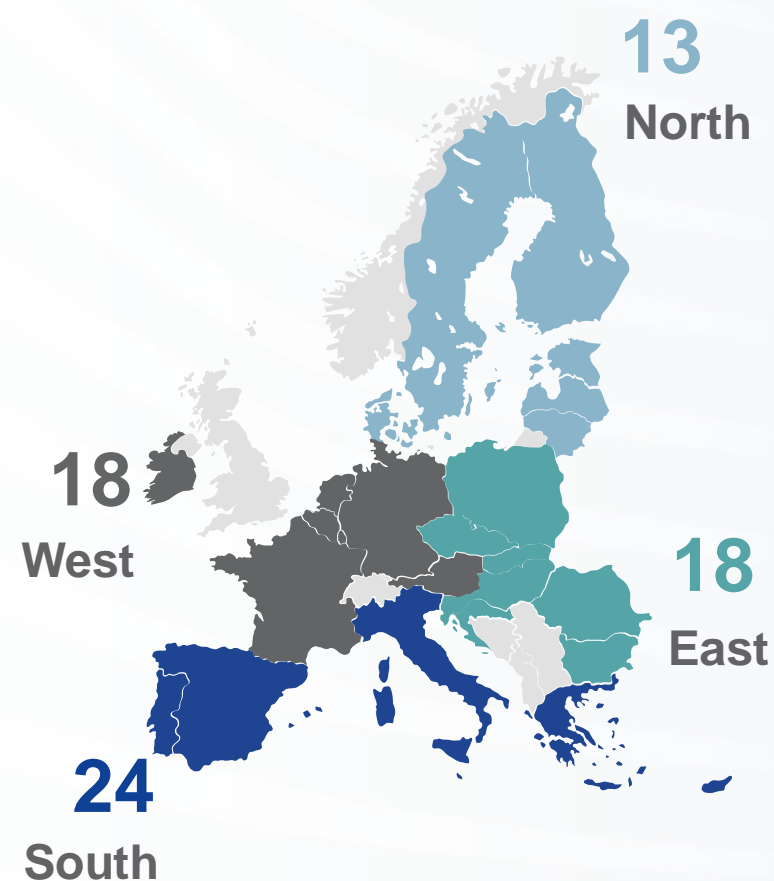
EU27 AVERAGE

20

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
19

Medium
19

Low
20

See technical note for calculation of indicator



Consumer confidence and knowledge

High level indicators - Confidence in product safety - Results by country



Thinking about all consumer products other than food currently on the market in your country, do you think that...a significant number of non-food products are unsafe?
Yes (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014

Adults (aged 18+)
The wording of this question was slightly changed in 2020

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



How strongly do you agree or disagree...Most environmental claims about goods or services are reliable

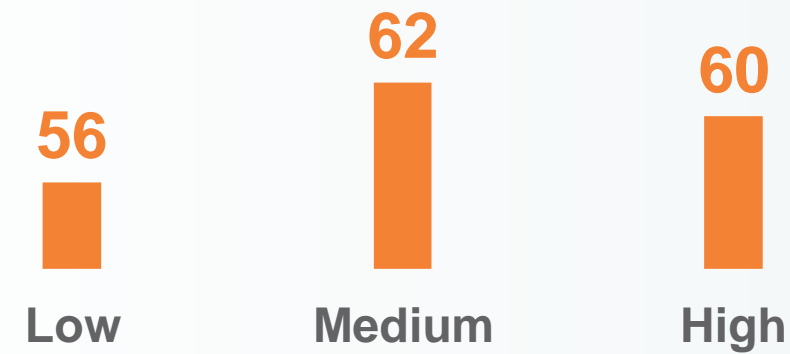
Agree (strongly agree + agree) (%)

EU27 AVERAGE **61**

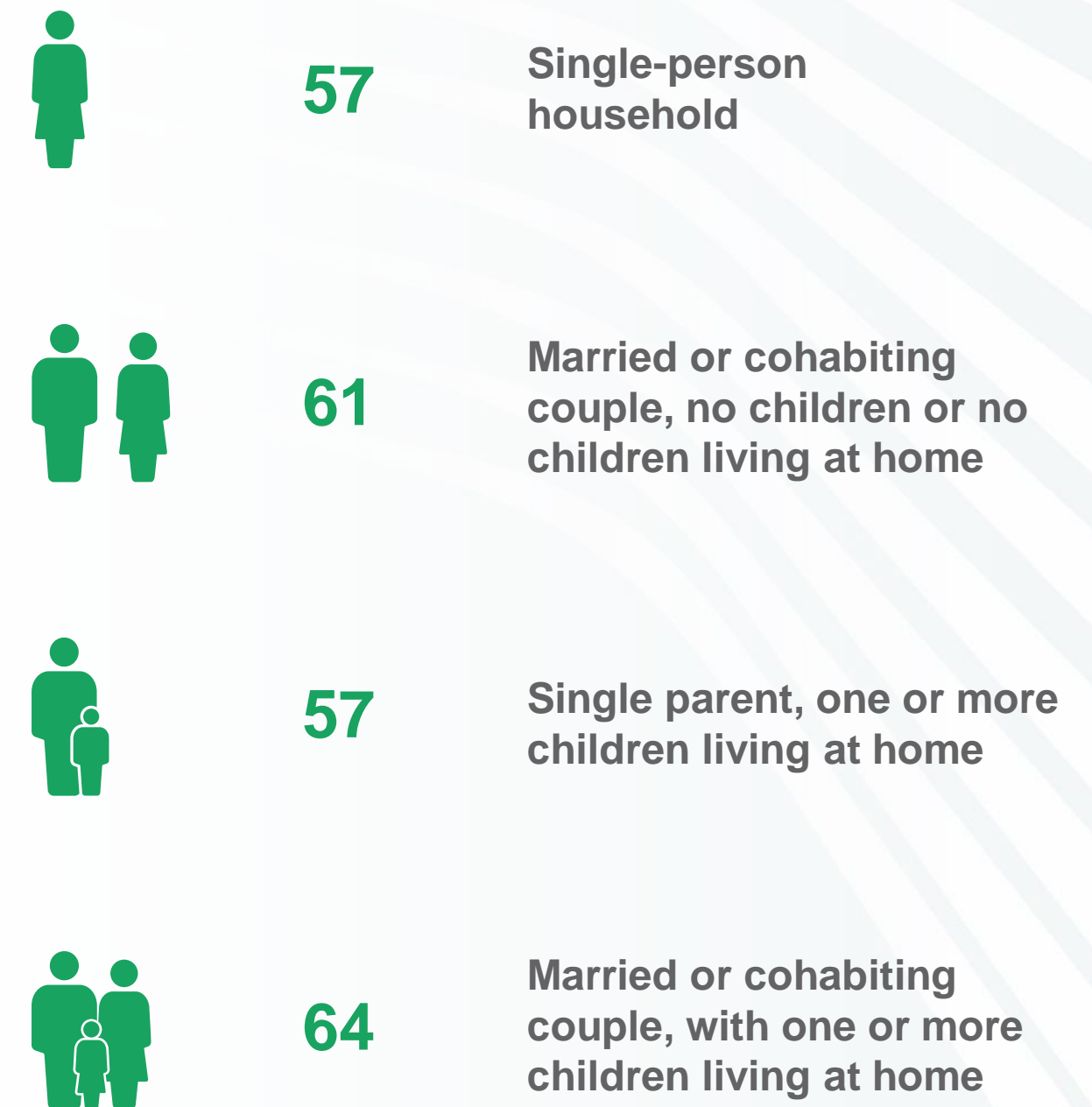
GENDER



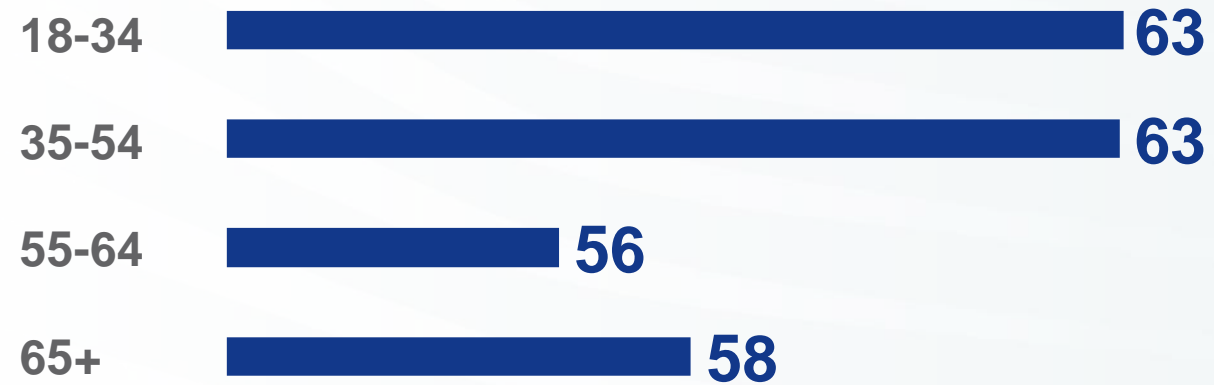
EDUCATION



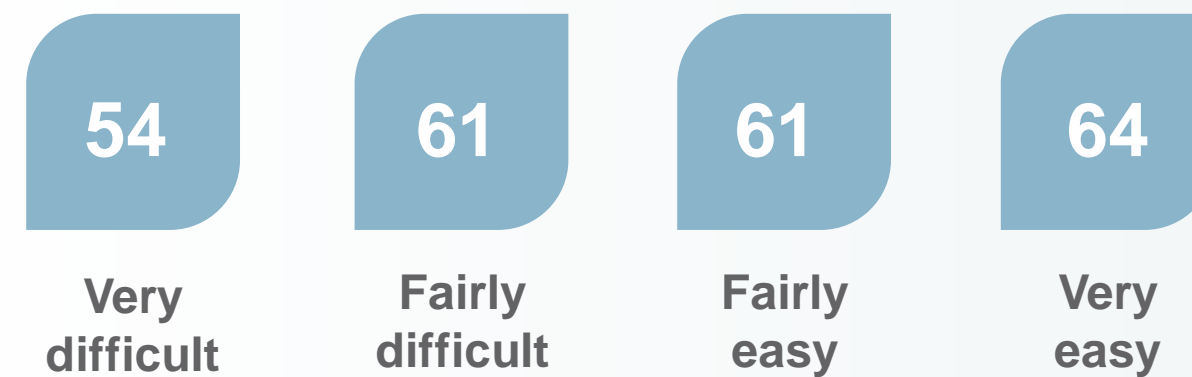
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



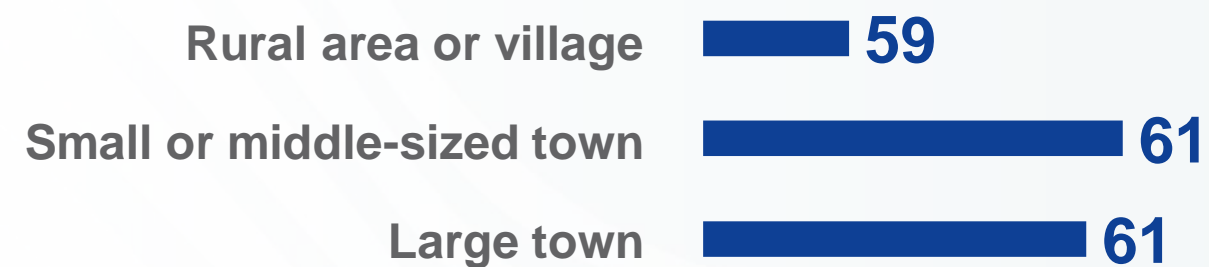


How strongly do you agree or disagree...Most environmental claims about goods or services are reliable

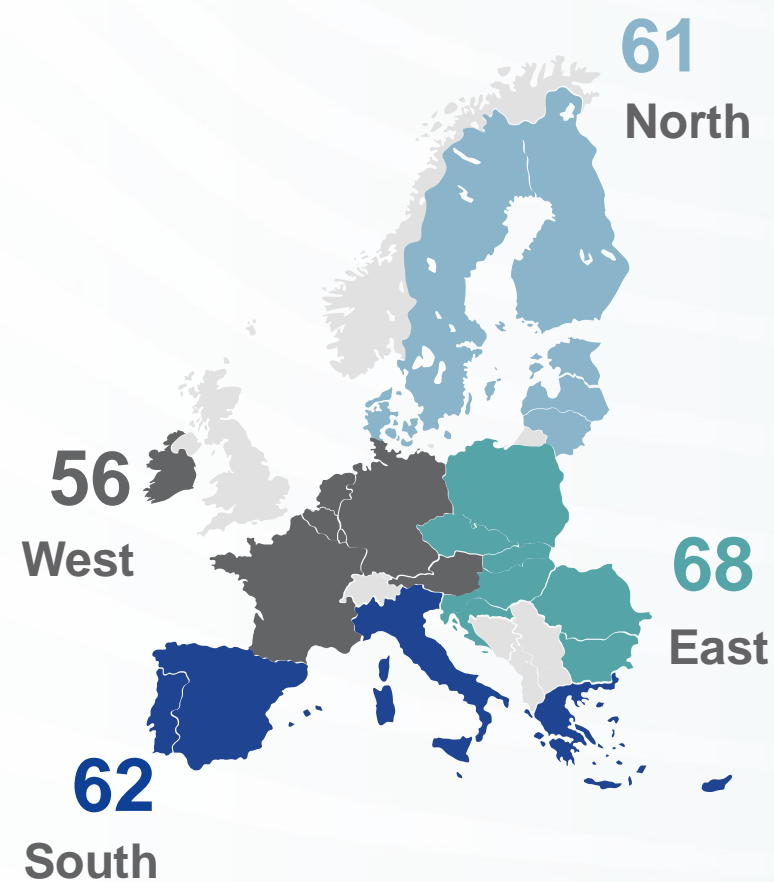
Agree (strongly agree + agree) (%)

EU27 AVERAGE 61

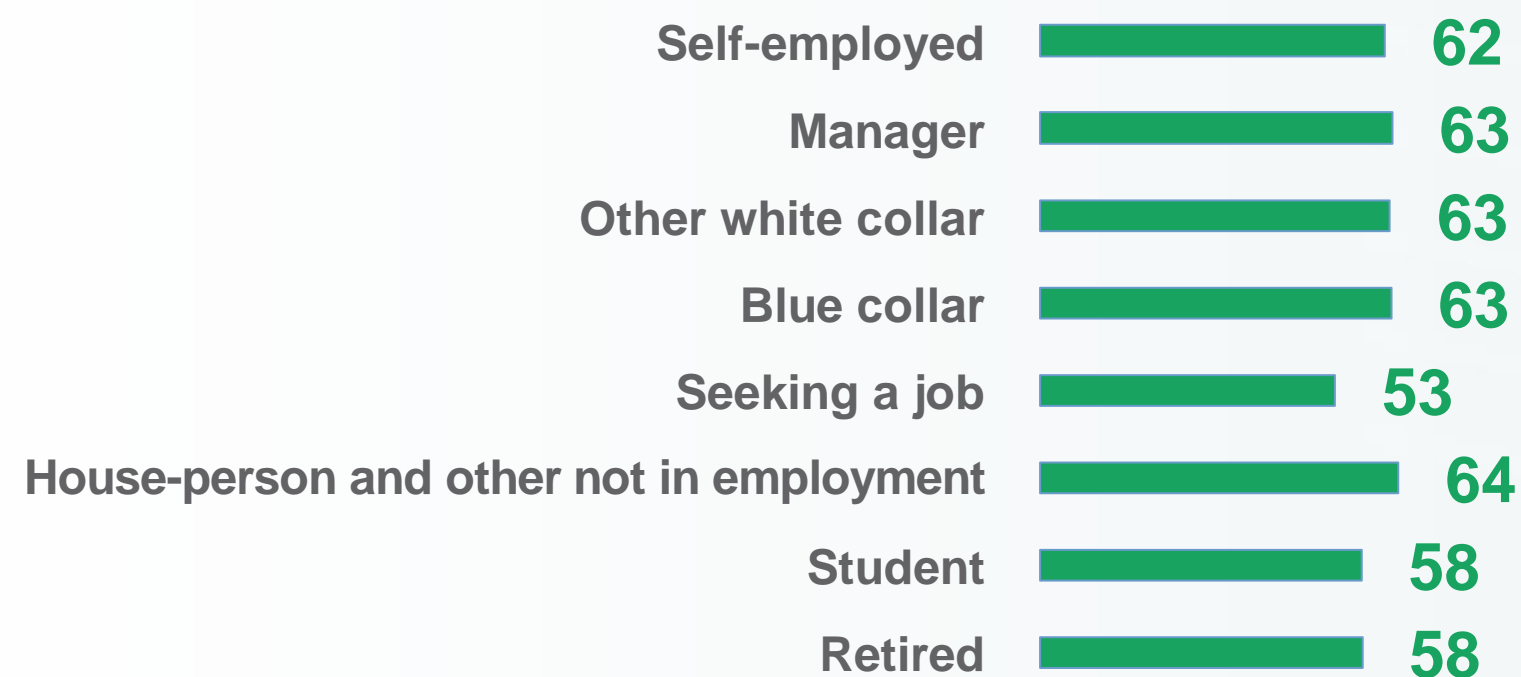
GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
59

Medium
61

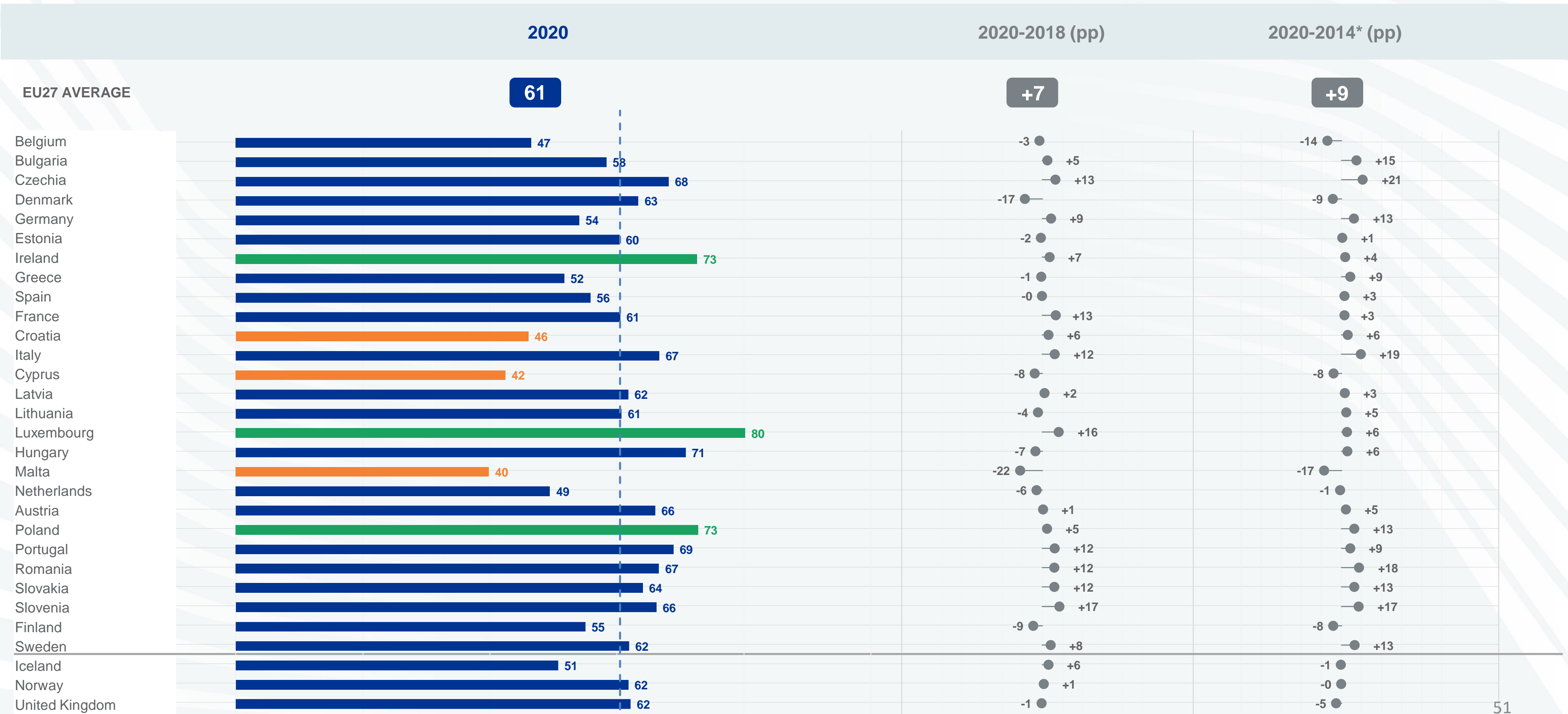
Low
62

See technical note for calculation of indicator



How strongly do you agree or disagree...Most environmental claims about goods or services are reliable

Agree (strongly agree + agree) (%)



EU27 AVERAGE

61

+7

+9

*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



How strongly do you agree or disagree...It is easy to settle disputes with retailers and service providers through an out-of-court body (ADR)

Agree (strongly agree + agree) (%)

EU27 AVERAGE **47**

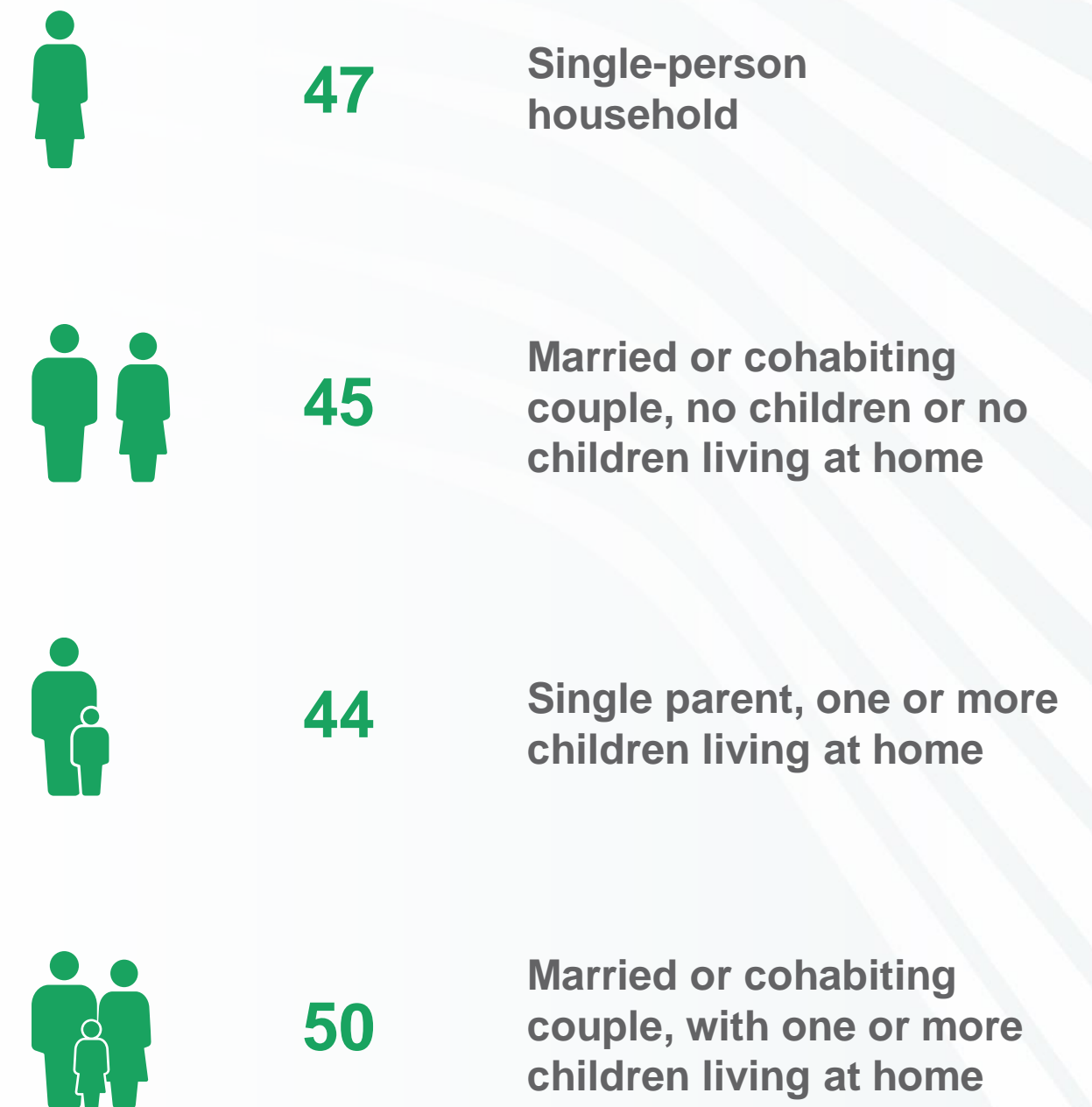
GENDER



EDUCATION



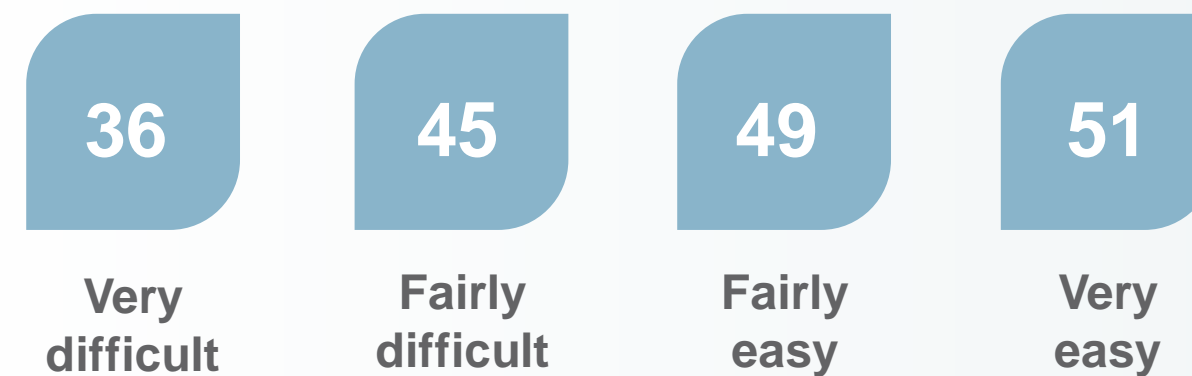
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



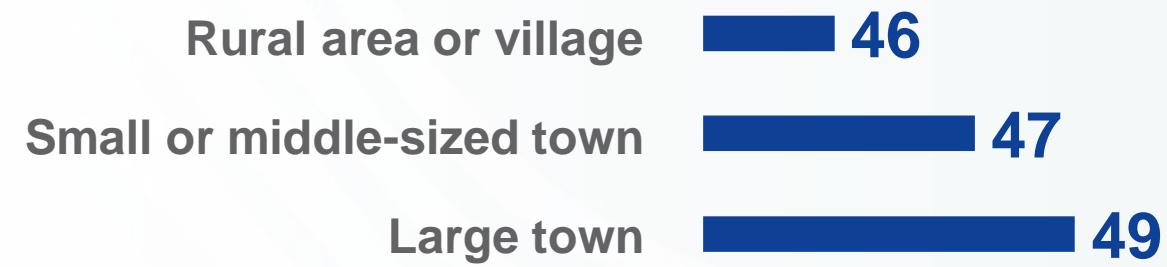


How strongly do you agree or disagree...It is easy to settle disputes with retailers and service providers through an out-of-court body (ADR)

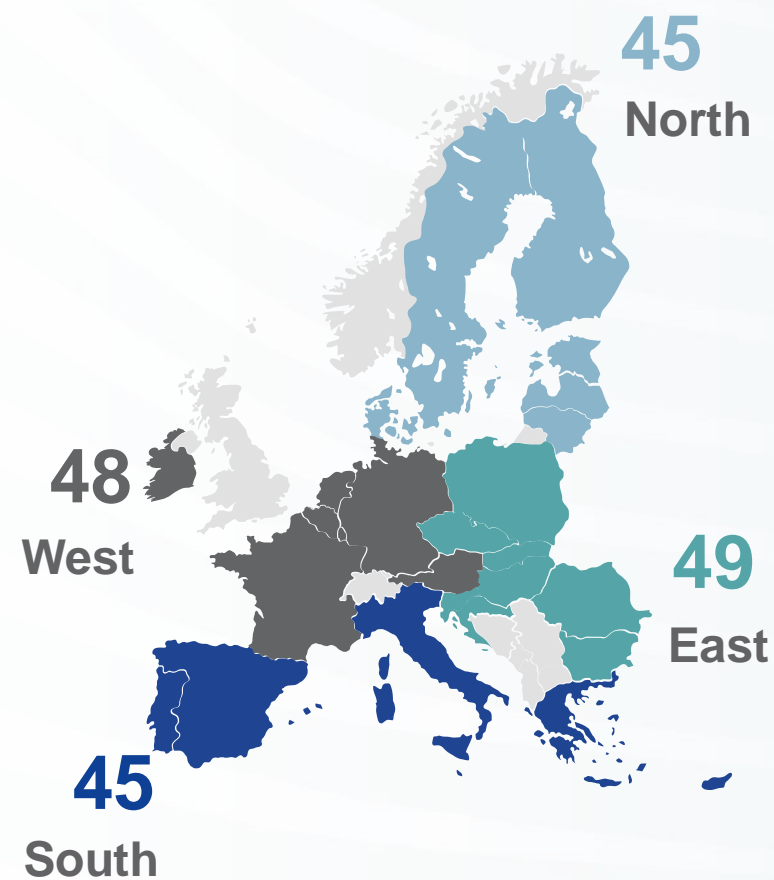
Agree (strongly agree + agree) (%)

EU27 AVERAGE 47

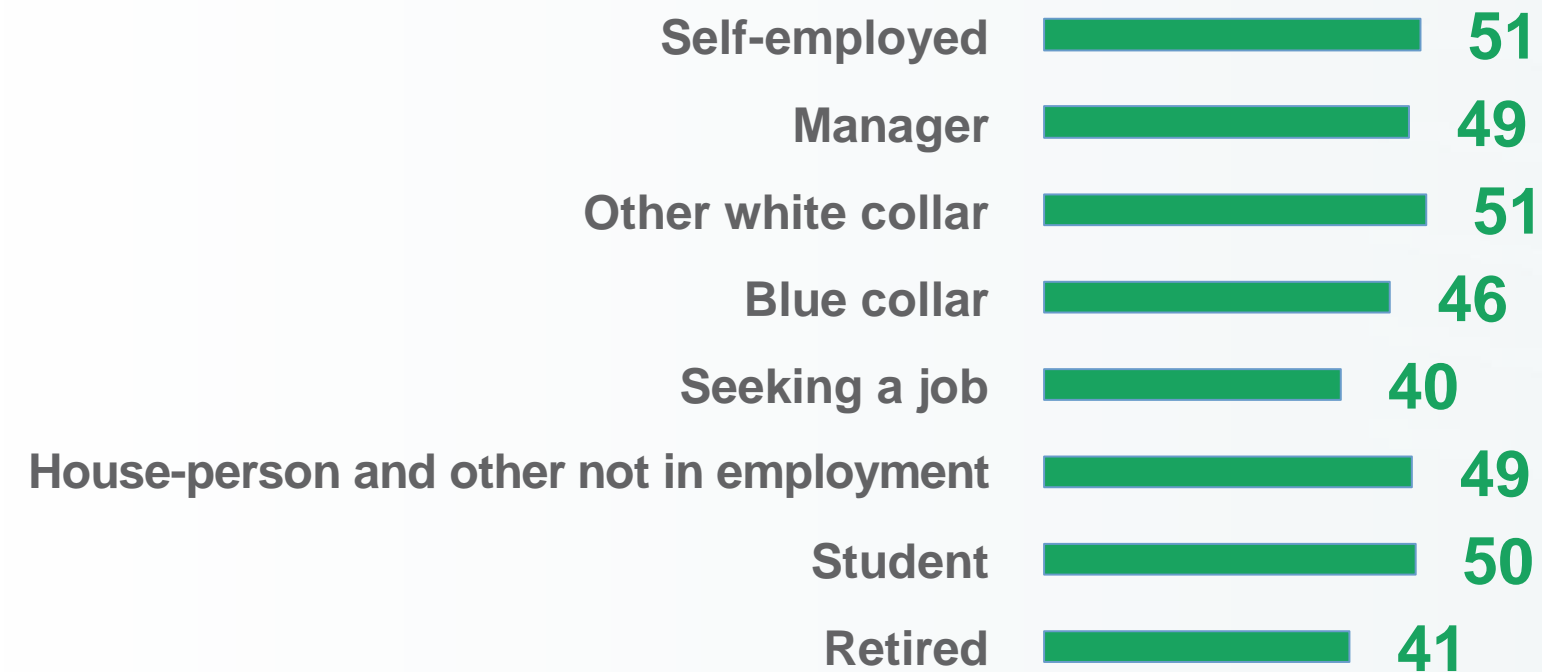
GEOGRAPHIC AREA



EU REGION



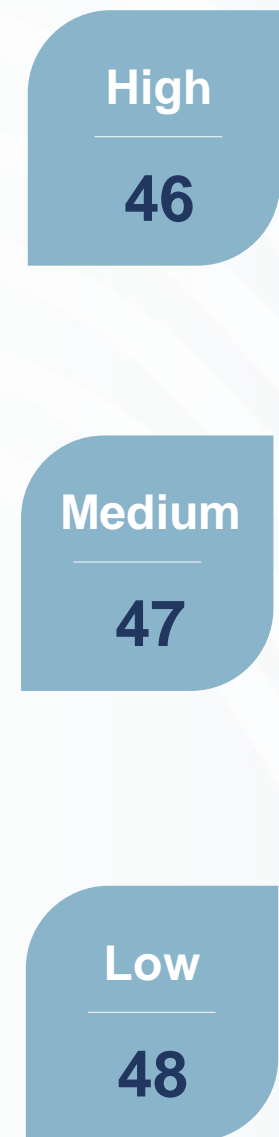
OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



See technical note for calculation of indicator

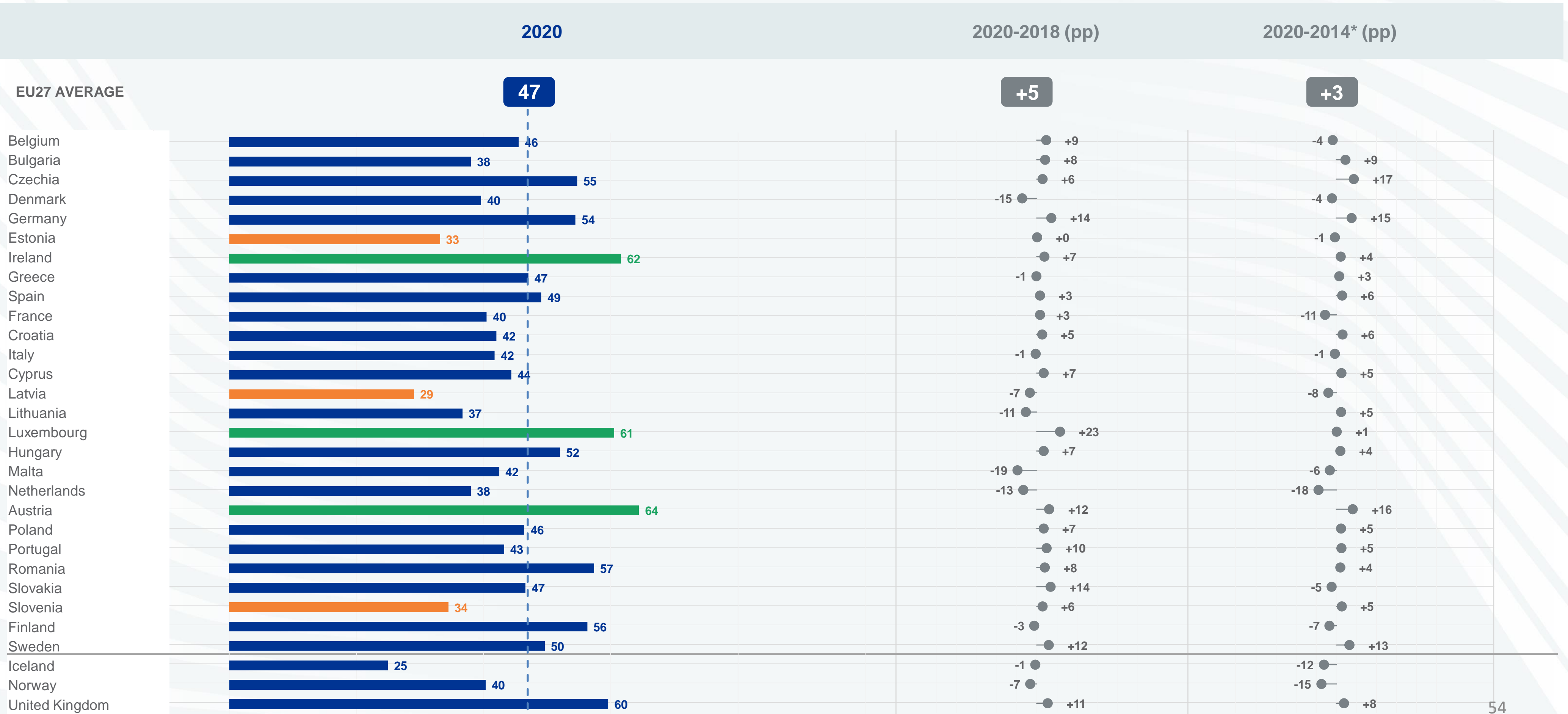


Consumer confidence and knowledge

High level indicators - Confidence in dispute resolution - Results by country

How strongly do you agree or disagree...It is easy to settle disputes with retailers and service providers through an out-of-court body (ADR)

Agree (strongly agree + agree) (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



How strongly do you agree or disagree...It is easy to settle disputes with retailers and service providers through the courts

Agree (strongly agree + agree) (%)

EU27 AVERAGE

35

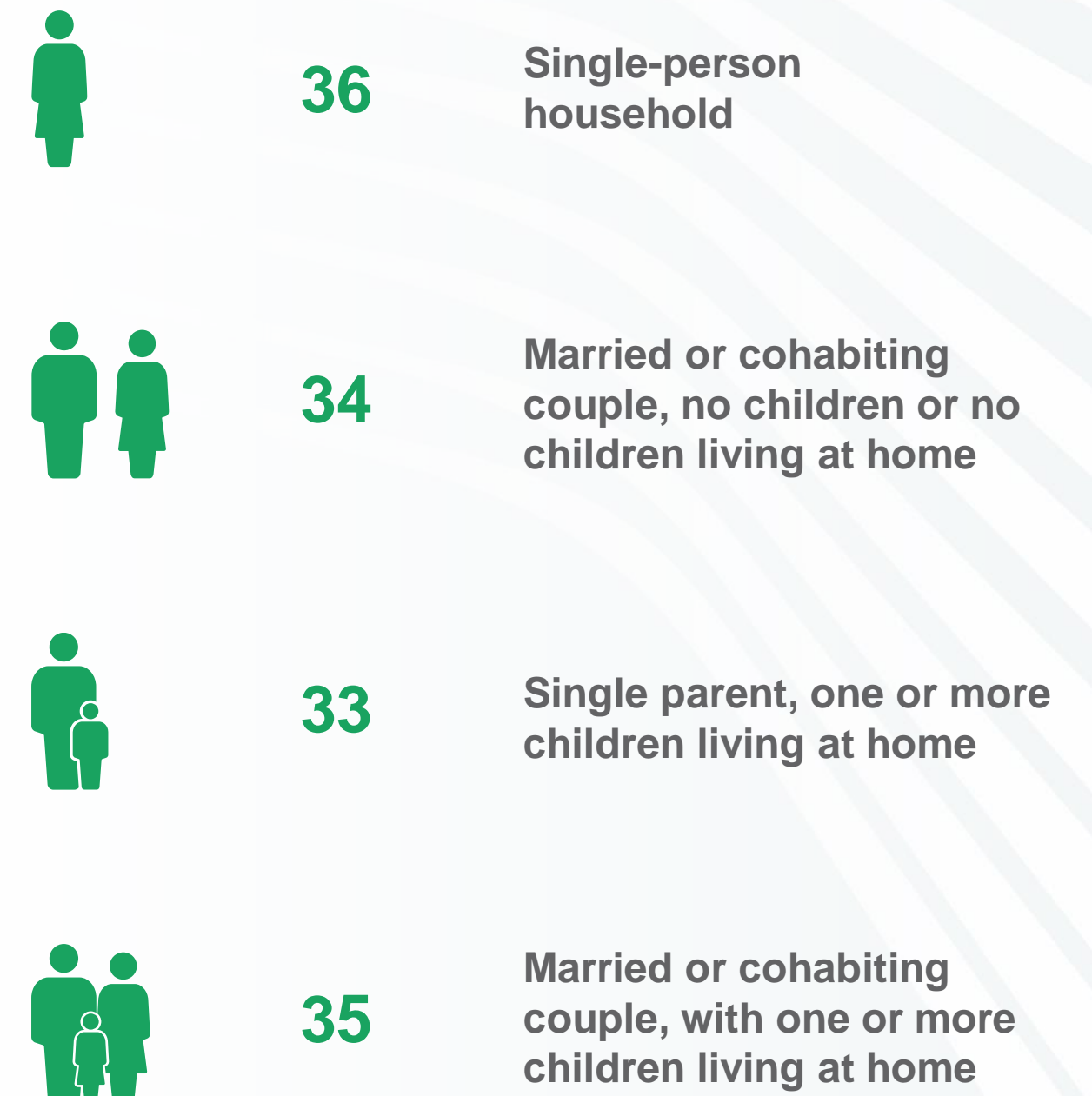
GENDER



EDUCATION



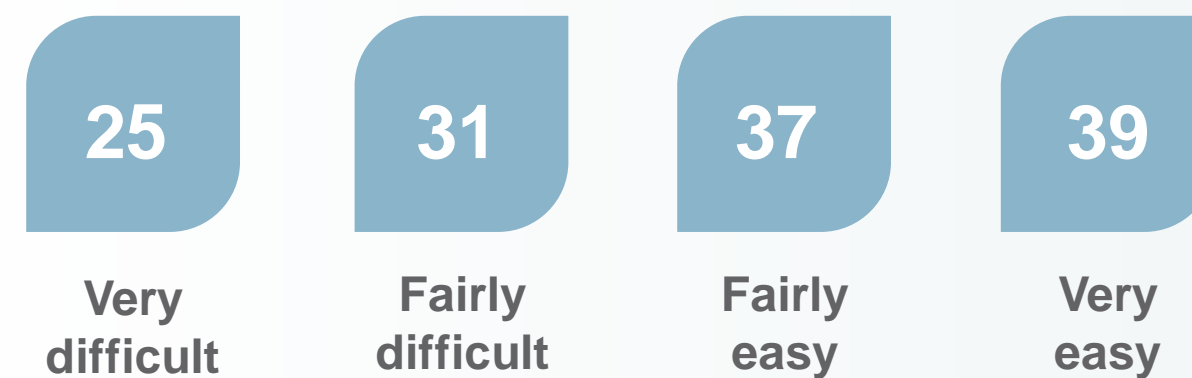
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



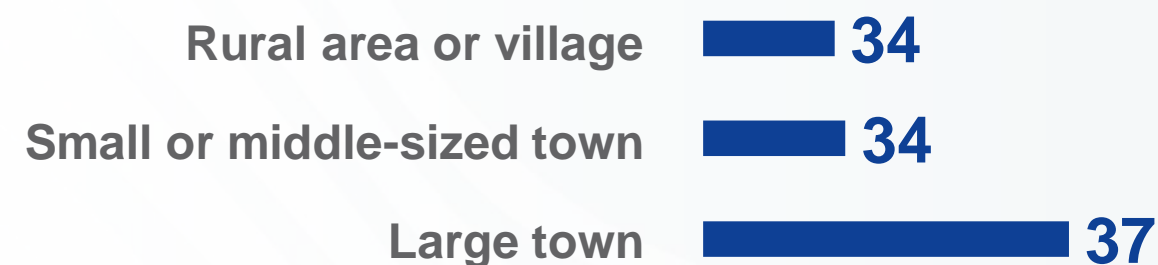


How strongly do you agree or disagree...It is easy to settle disputes with retailers and service providers through the courts

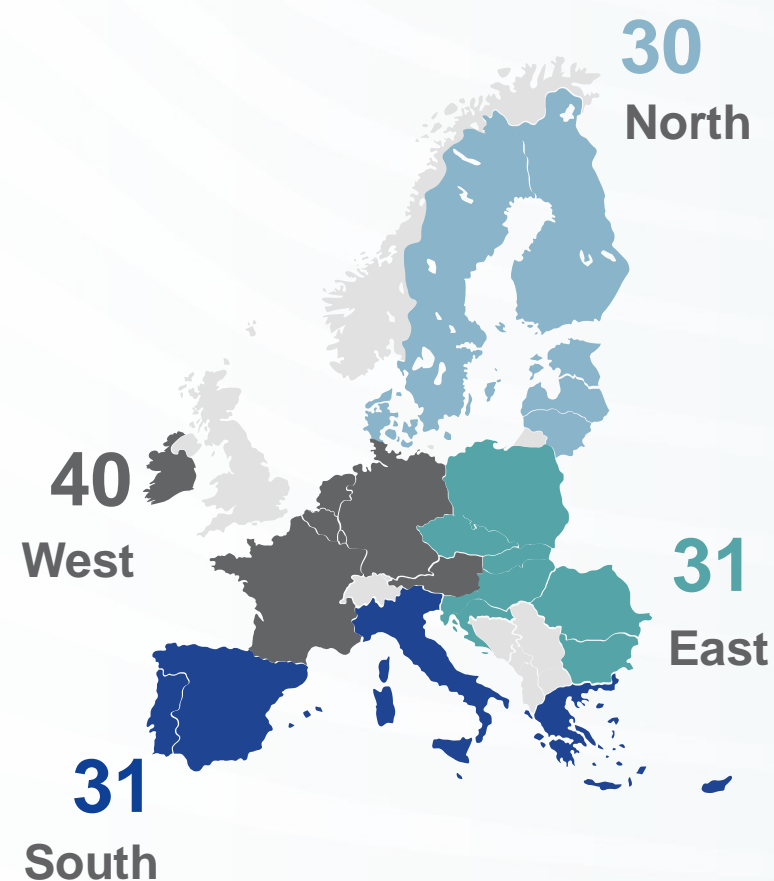
Agree (strongly agree + agree) (%)

EU27 AVERAGE 35

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
34

Medium
33

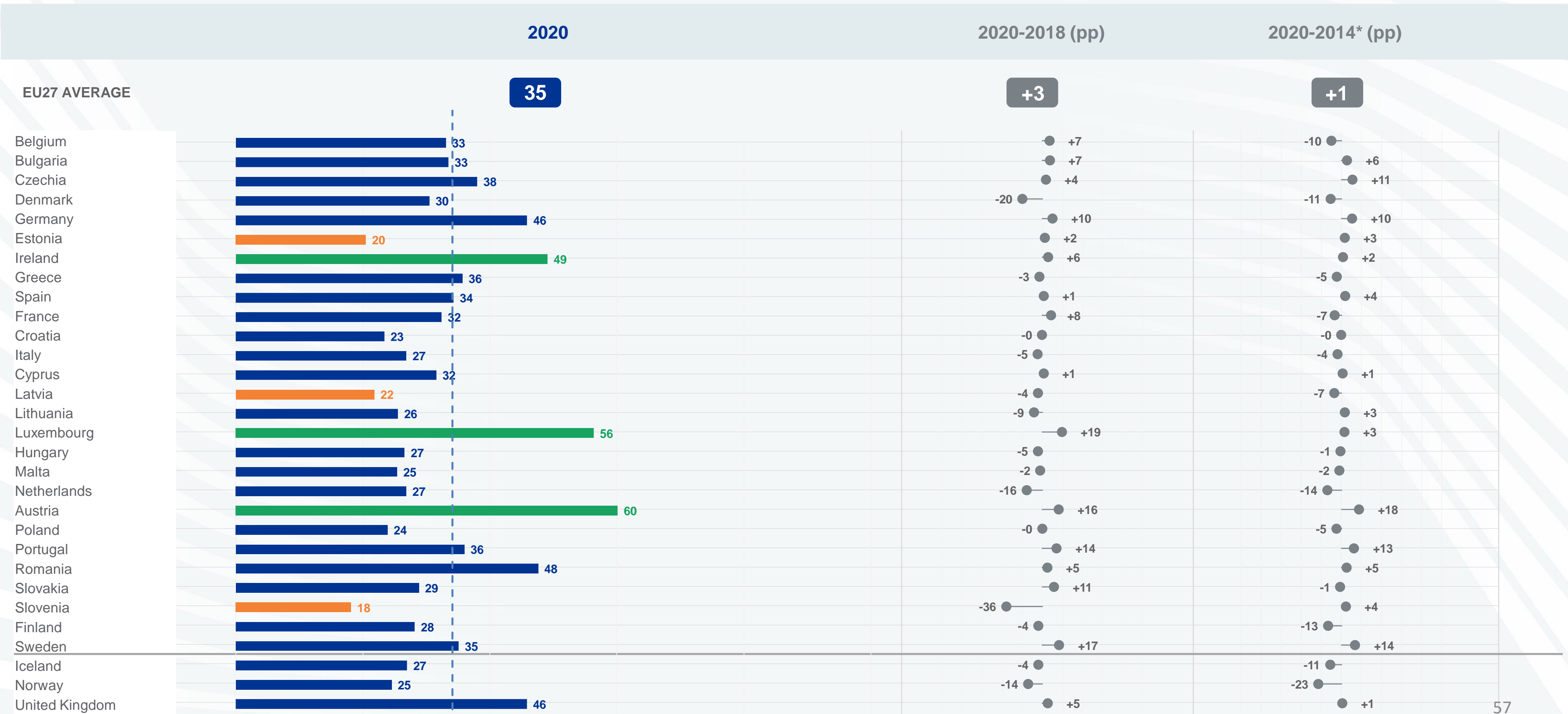
Low
37

See technical note for calculation of indicator



How strongly do you agree or disagree...It is easy to settle disputes with retailers and service providers through the courts

Agree (strongly agree + agree) (%)



EU27 AVERAGE

35

+3

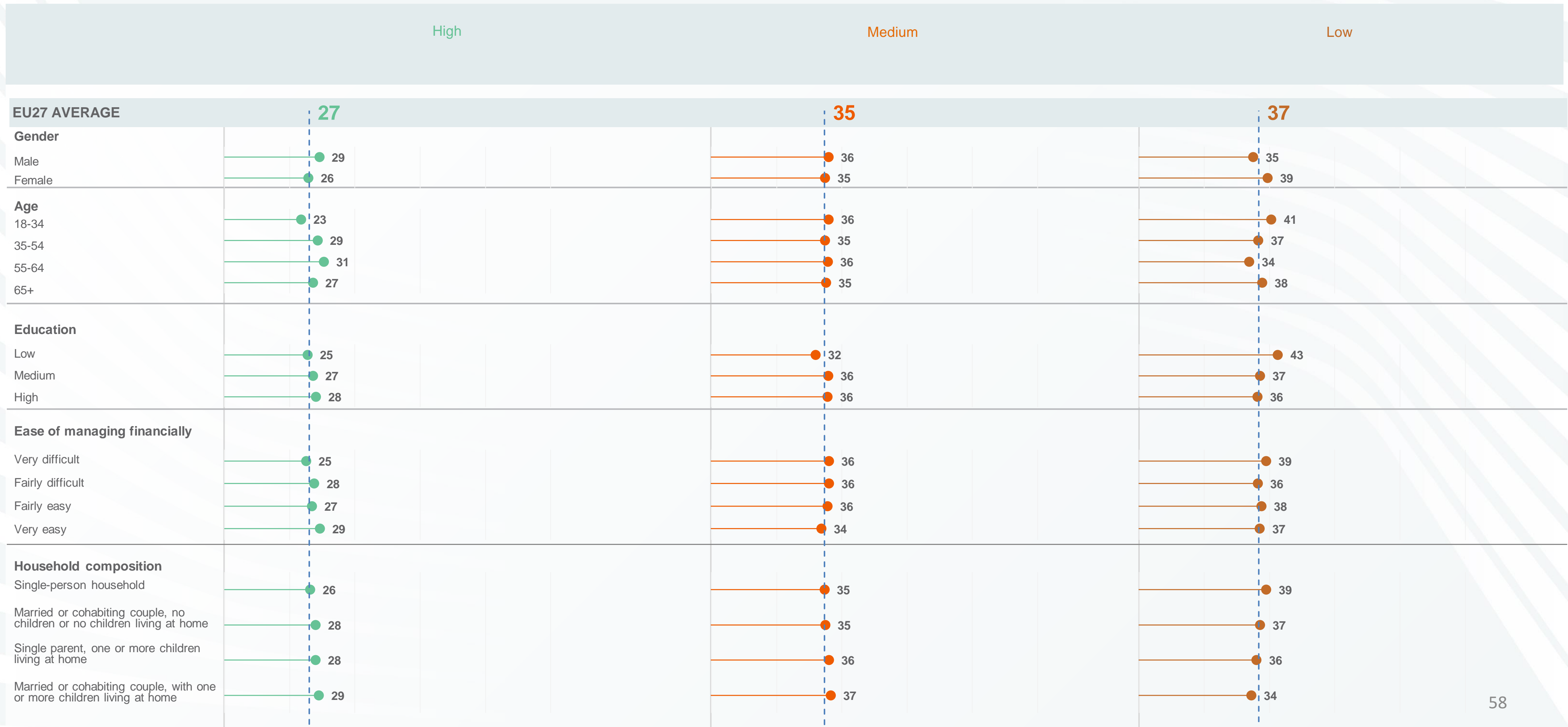
+1

*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



Knowledge of consumer rights

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





Knowledge of consumer rights

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

High

Medium

Low

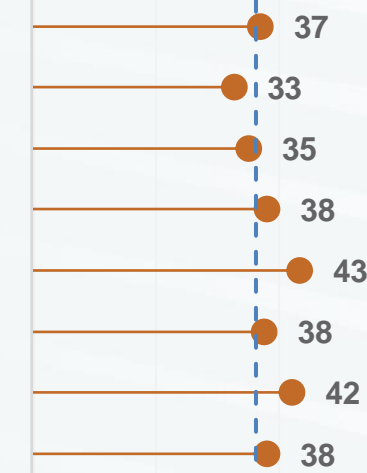
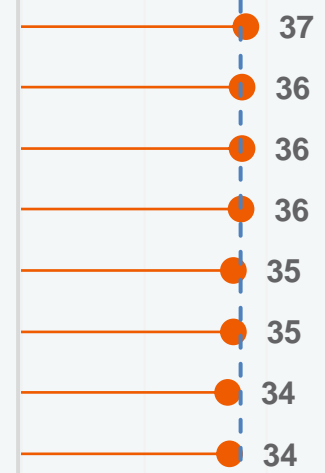
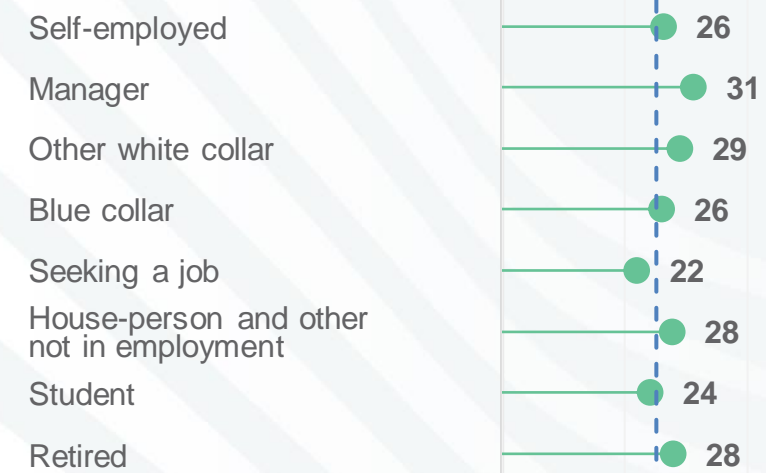
EU27 AVERAGE

27

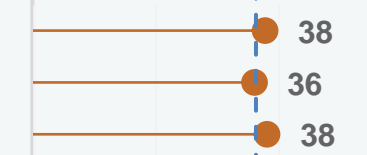
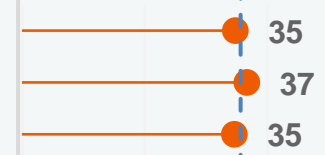
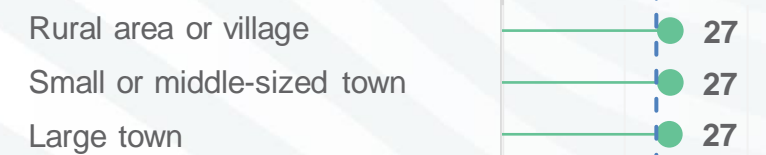
35

37

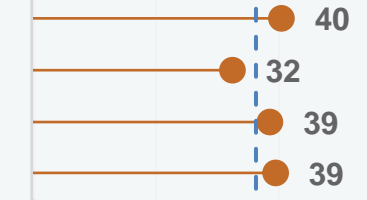
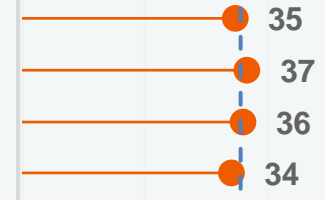
Occupation



Geographic area



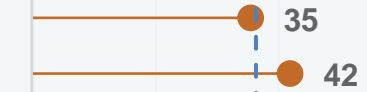
EU Region



Knowledge of consumer rights*



Purchased online in past 12 months



Adults (aged 18+)

* See technical note for calculation of indicator



Knowledge of consumer rights

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

High

Medium

Low

EU27 AVERAGE

27

35

37





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)

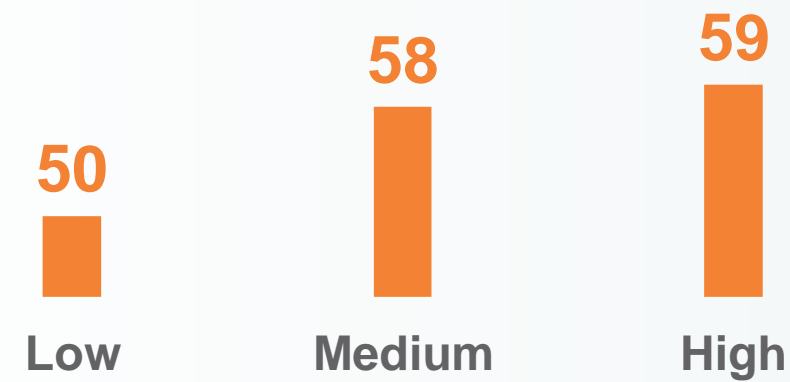
EU27 AVERAGE

58

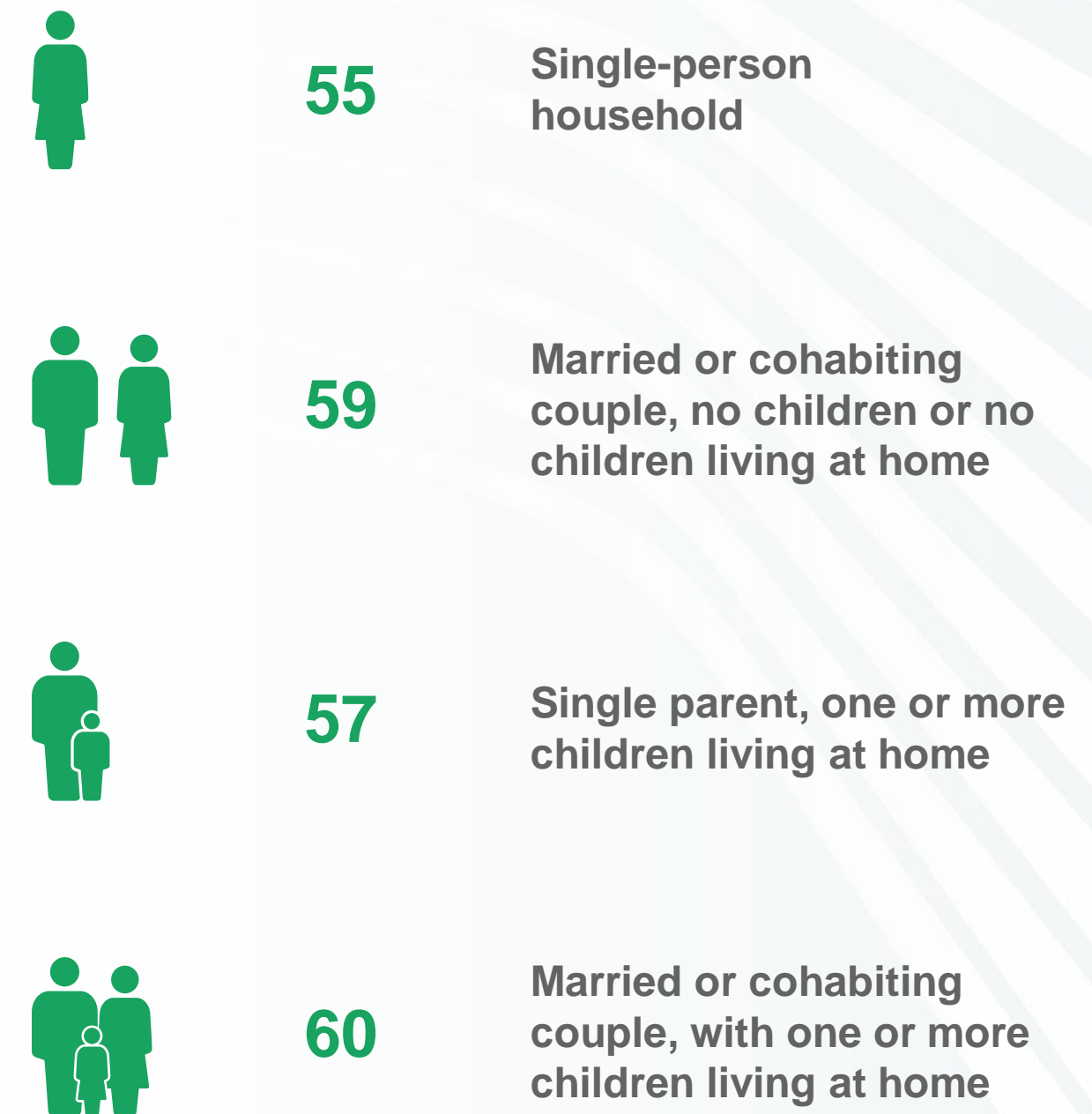
GENDER



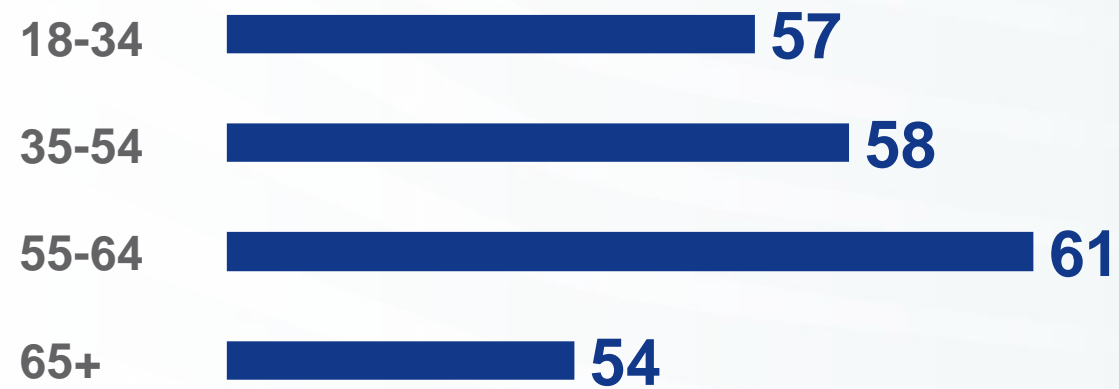
EDUCATION



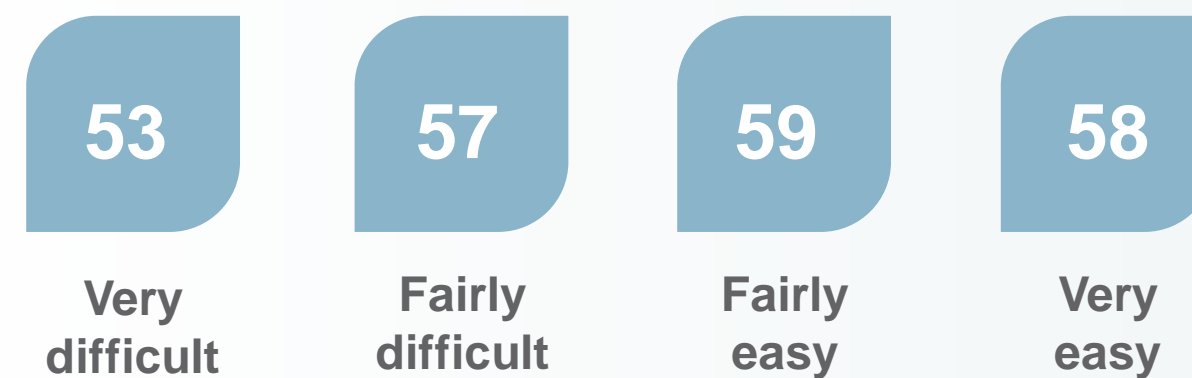
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





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

58

GEOGRAPHIC AREA

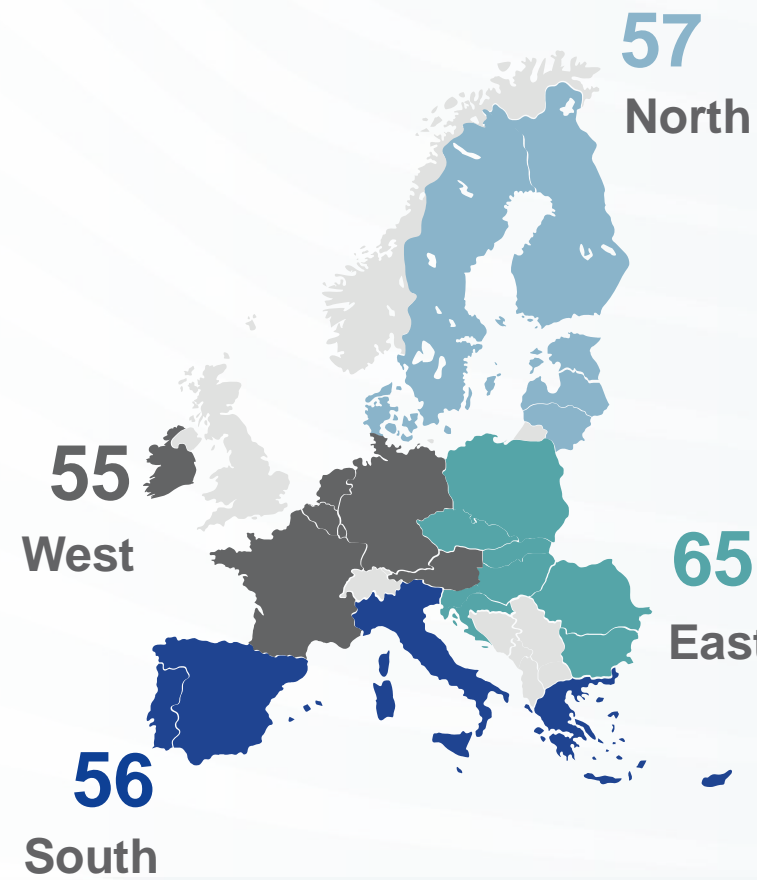


Rural area or village 57

Small or middle-sized town 59

Large town 57

EU REGION



OCCUPATION



Self-employed 57

Manager 67

Other white collar 59

Blue collar 58

Seeking a job 53

House-person and other not in employment 57

Student 54

Retired 55

PURCHASED ONLINE IN PAST 12 MONTHS



Yes

60



No

51



KNOWLEDGE OF CONSUMER RIGHTS



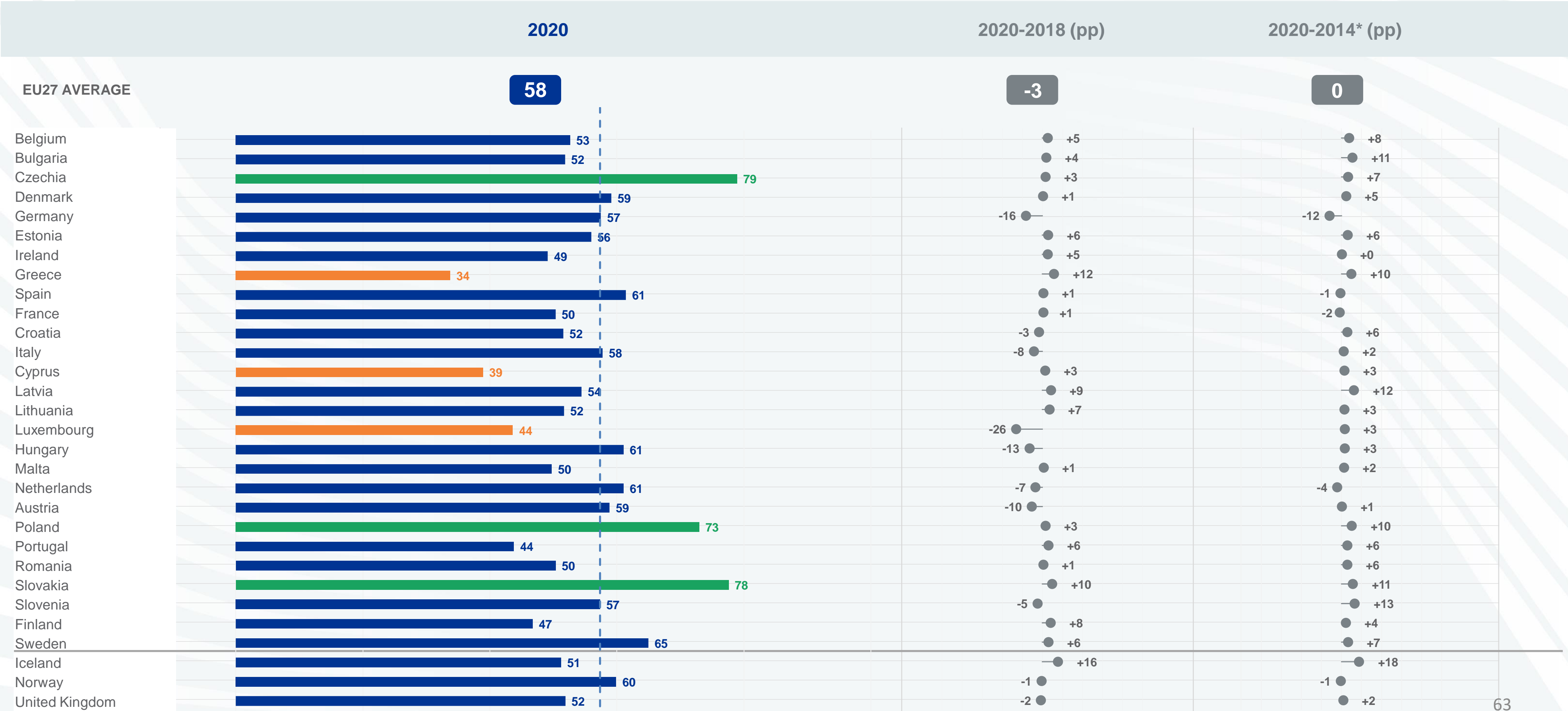


Consumer confidence and knowledge

High level indicators - Knowledge of consumer rights - Results by country



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)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



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)

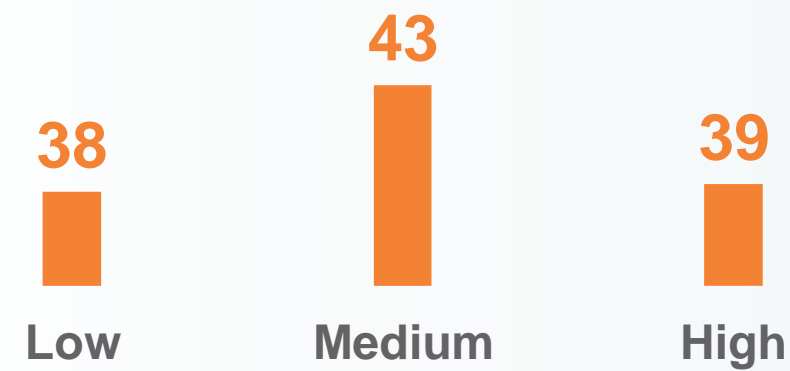
EU27 AVERAGE

40

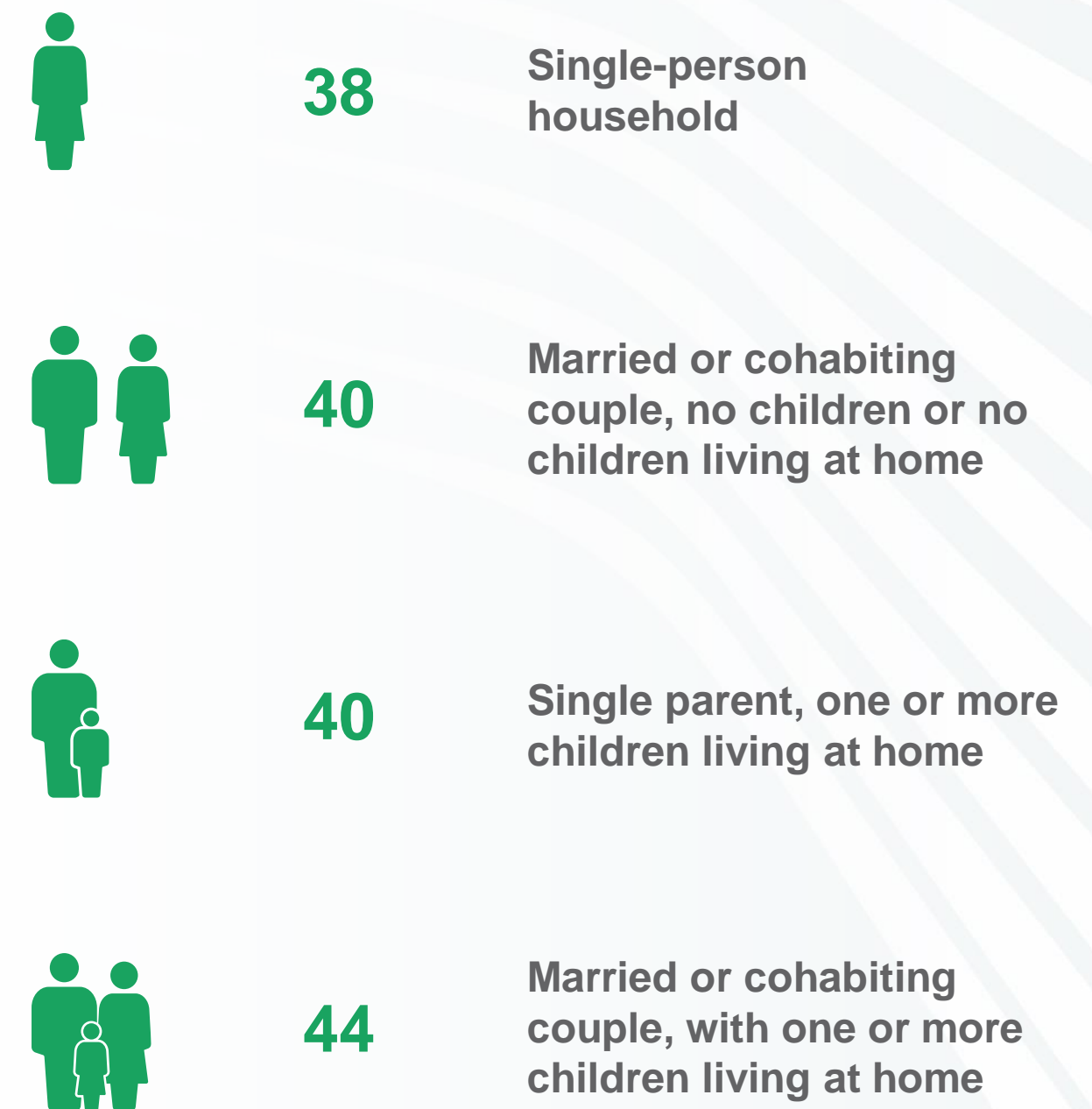
GENDER



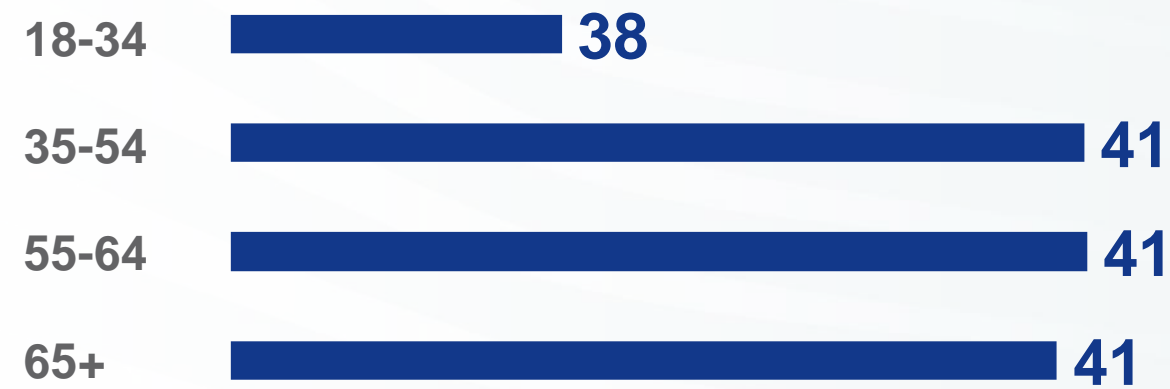
EDUCATION



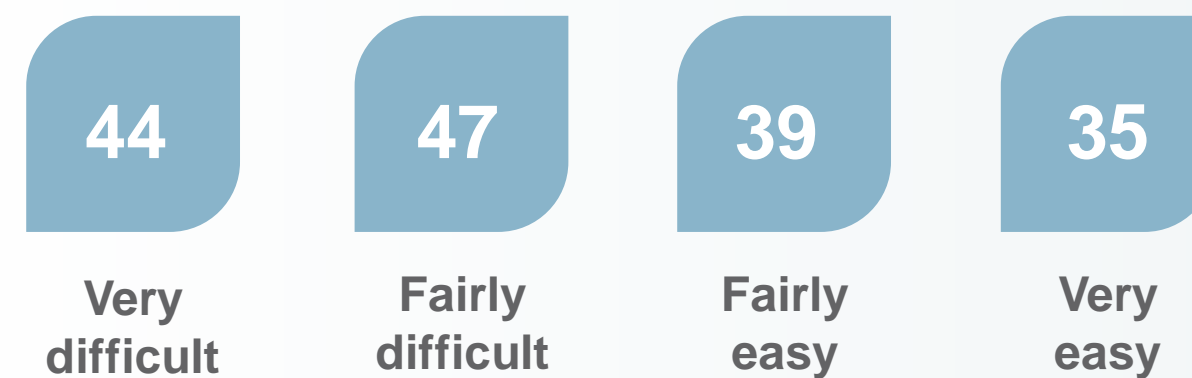
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



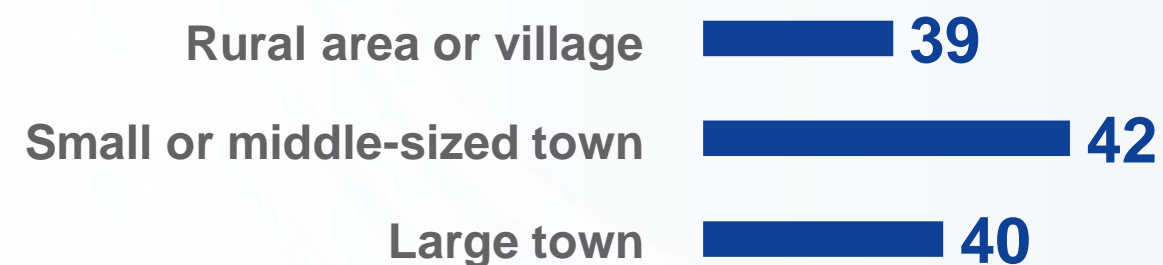


Imagine that an electronic product you bought new 18 months ago breaks down without any fault on your part. You didn't buy or benefit from any extended commercial guarantee. Do you have the right to have it repaired or replaced for free?
% giving the correct answer (Yes)

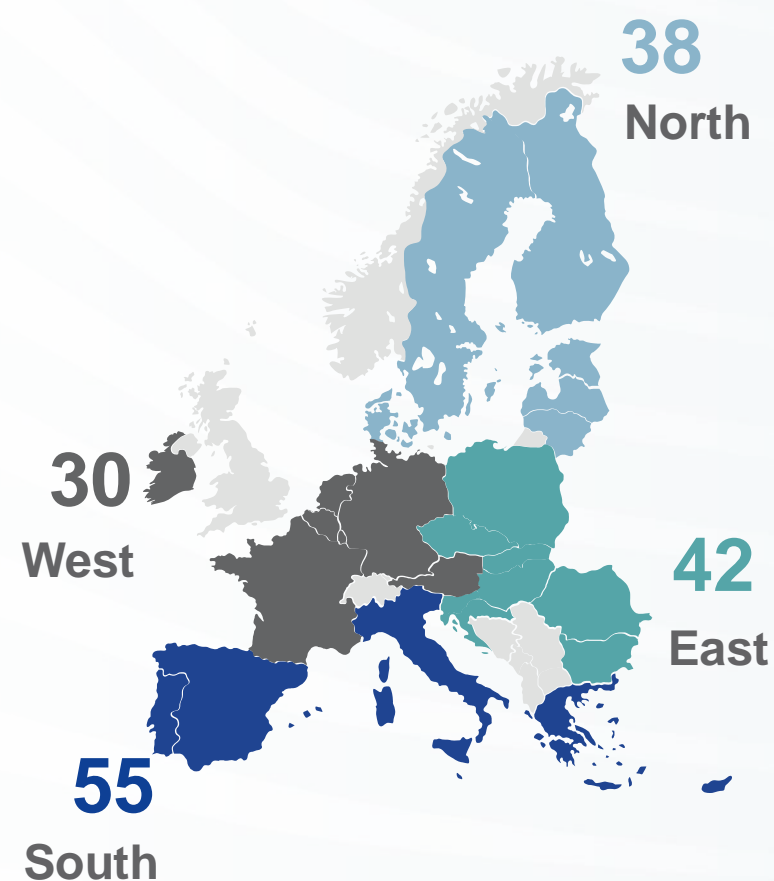
EU27 AVERAGE

40

GEOGRAPHIC AREA



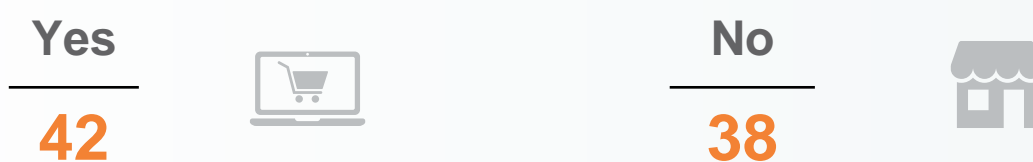
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



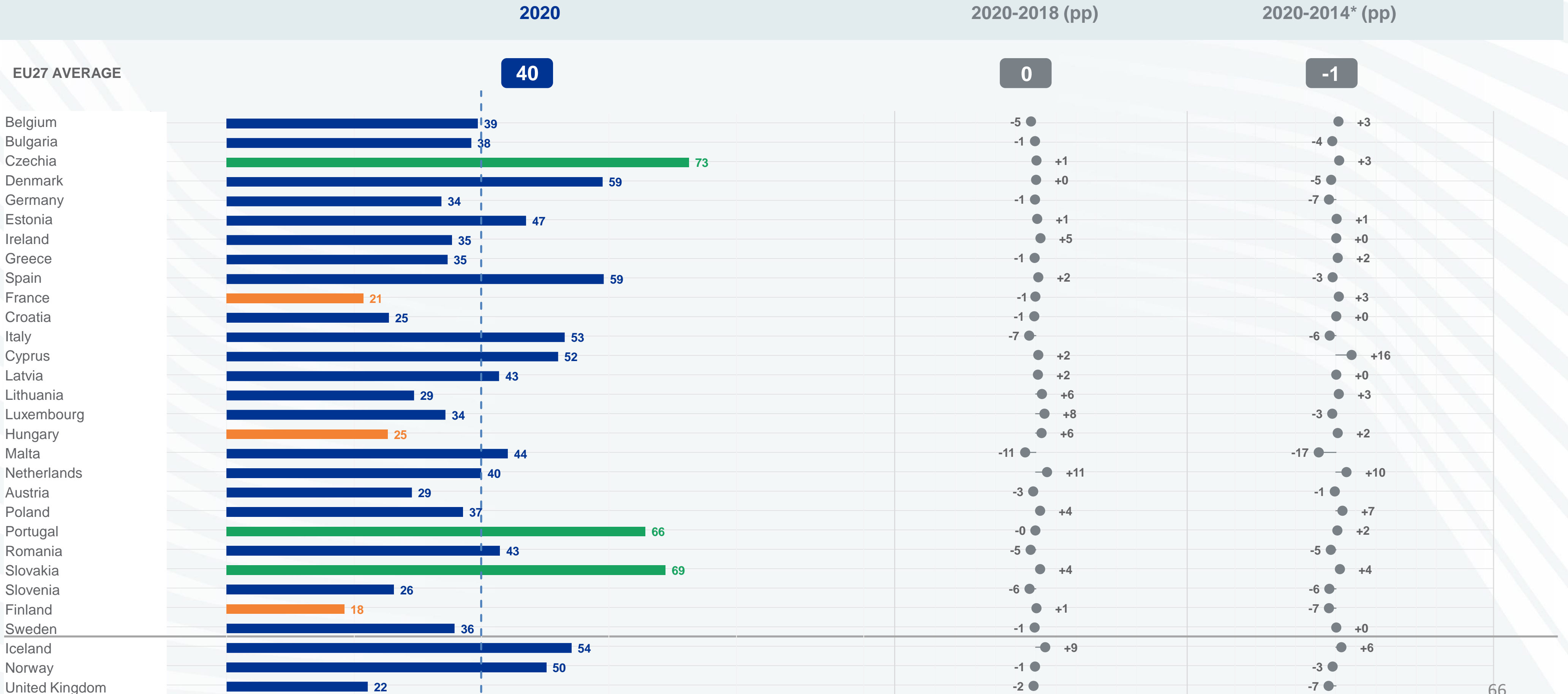


Consumer confidence and knowledge

High level indicators - Knowledge of consumer rights - Results by country

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)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



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

29

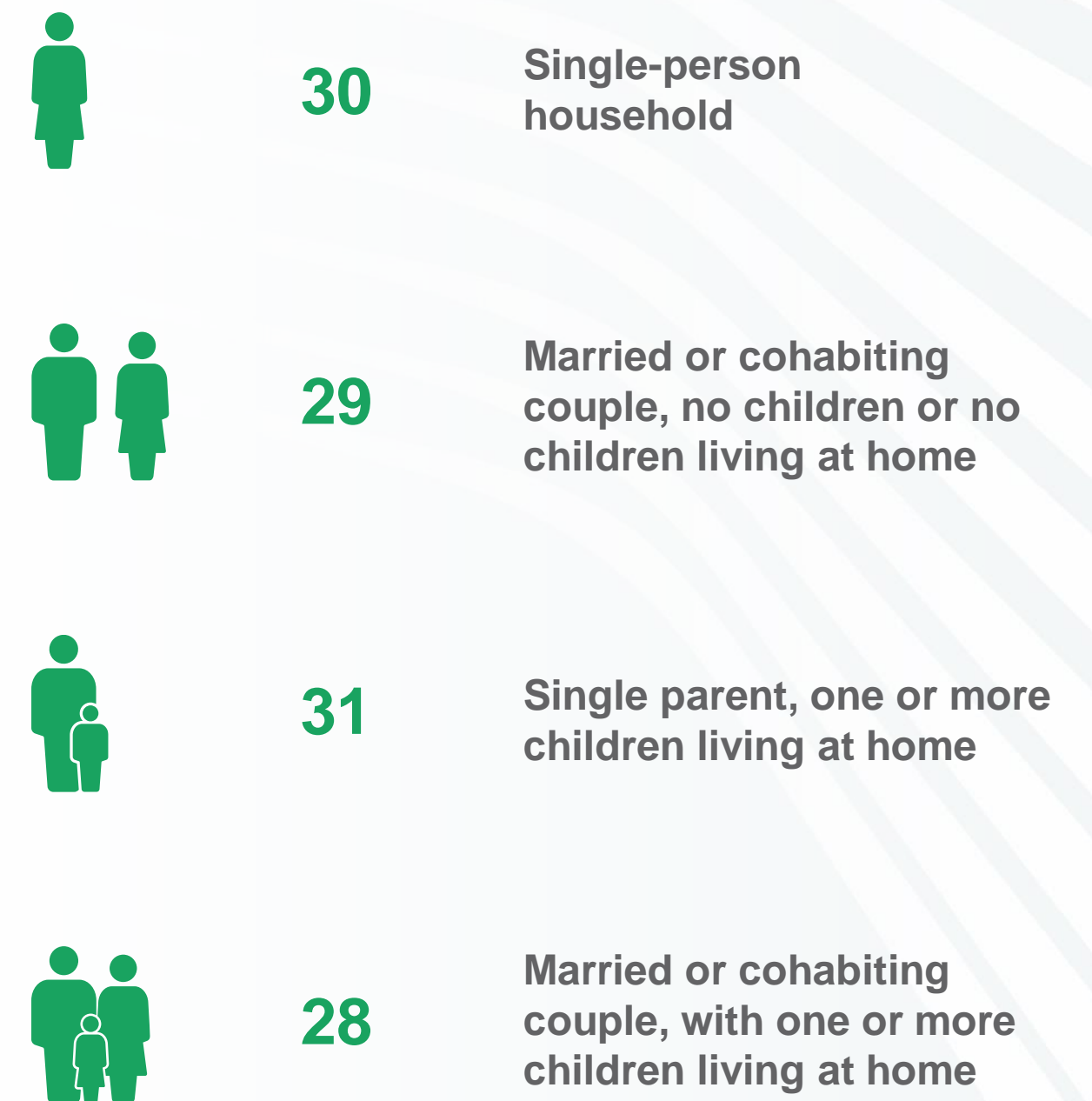
GENDER



EDUCATION



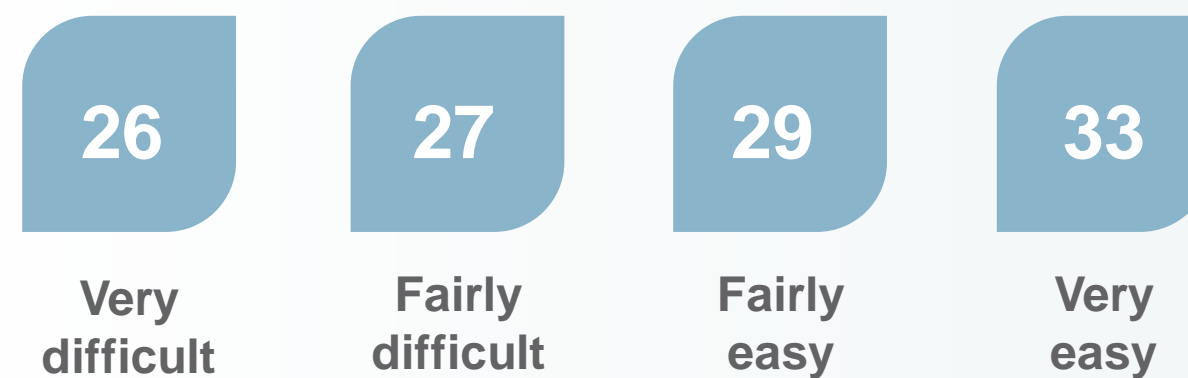
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



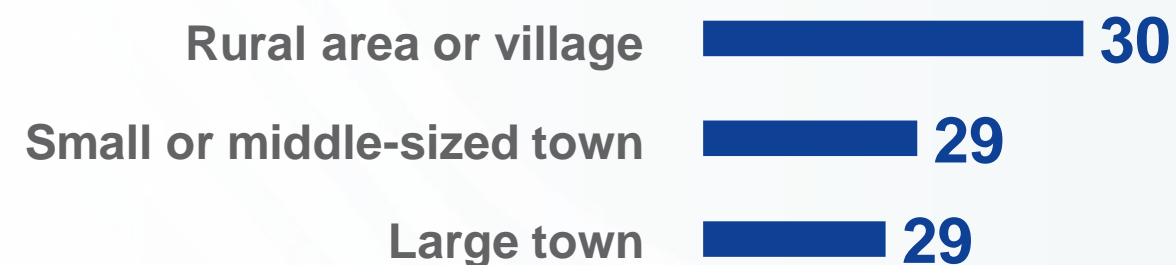


Imagine that you received two books by post that you had not ordered, together with a 20 euro invoice for the goods. Are you obliged to pay the invoice?

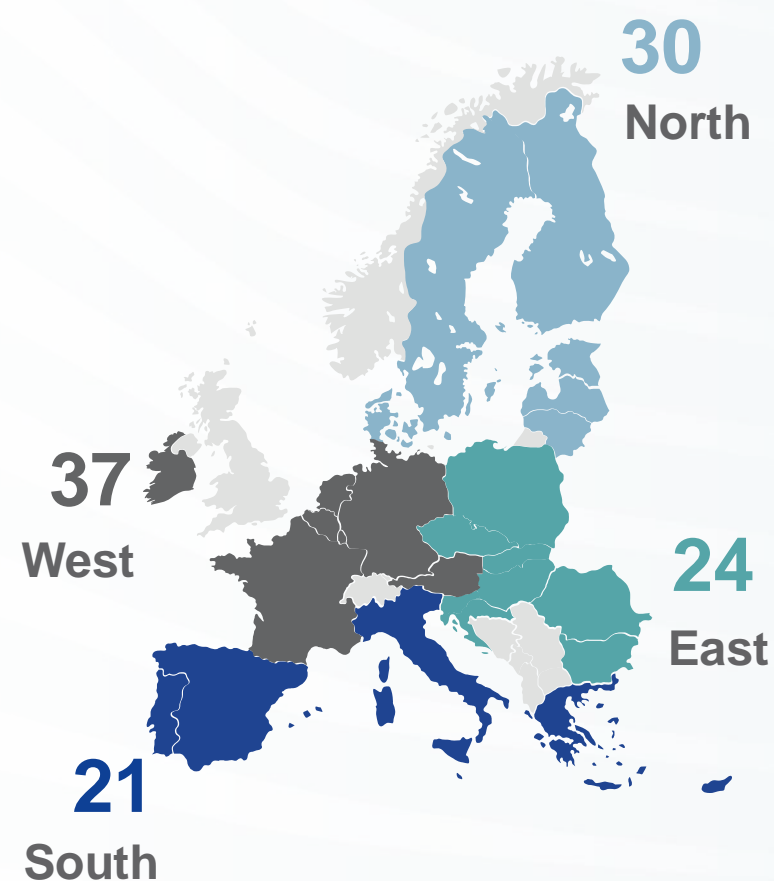
% giving the correct answer (No, and you are not obliged to return the books)

EU27 AVERAGE **29**

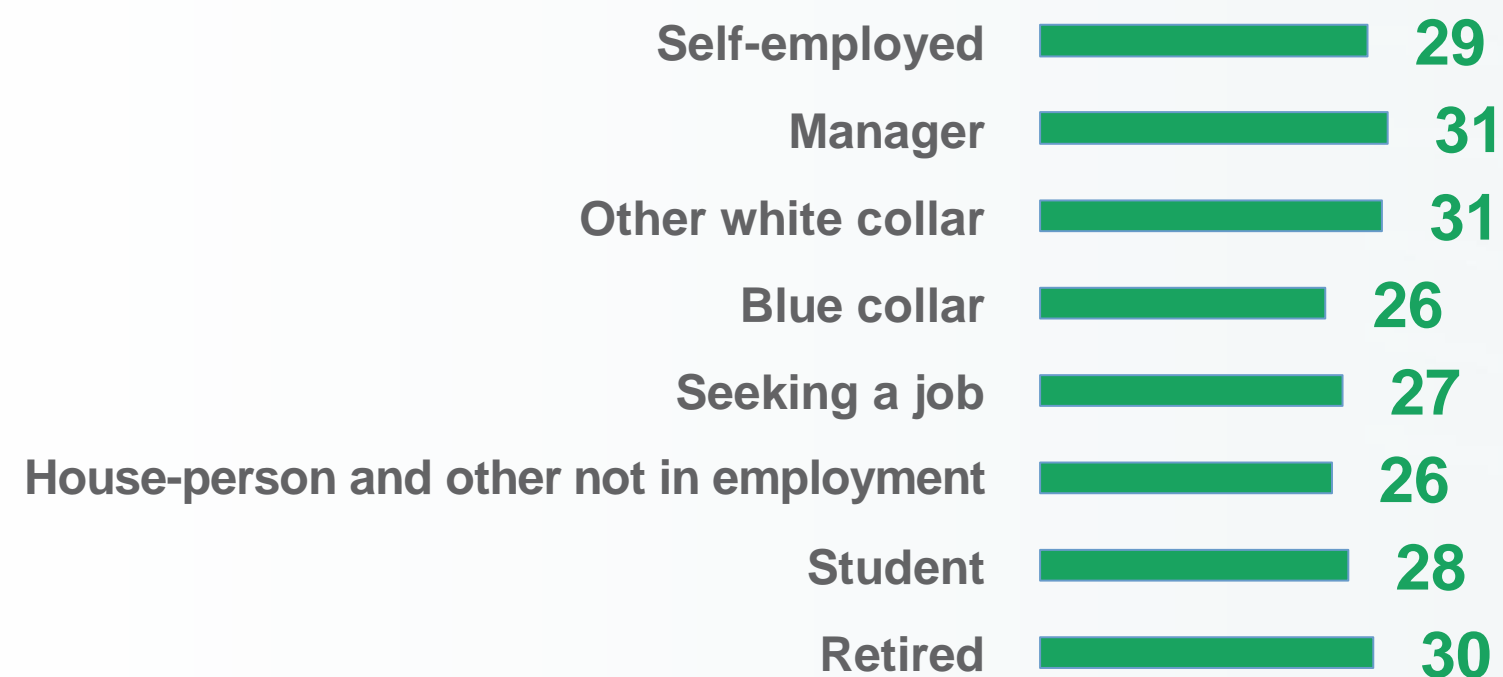
GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





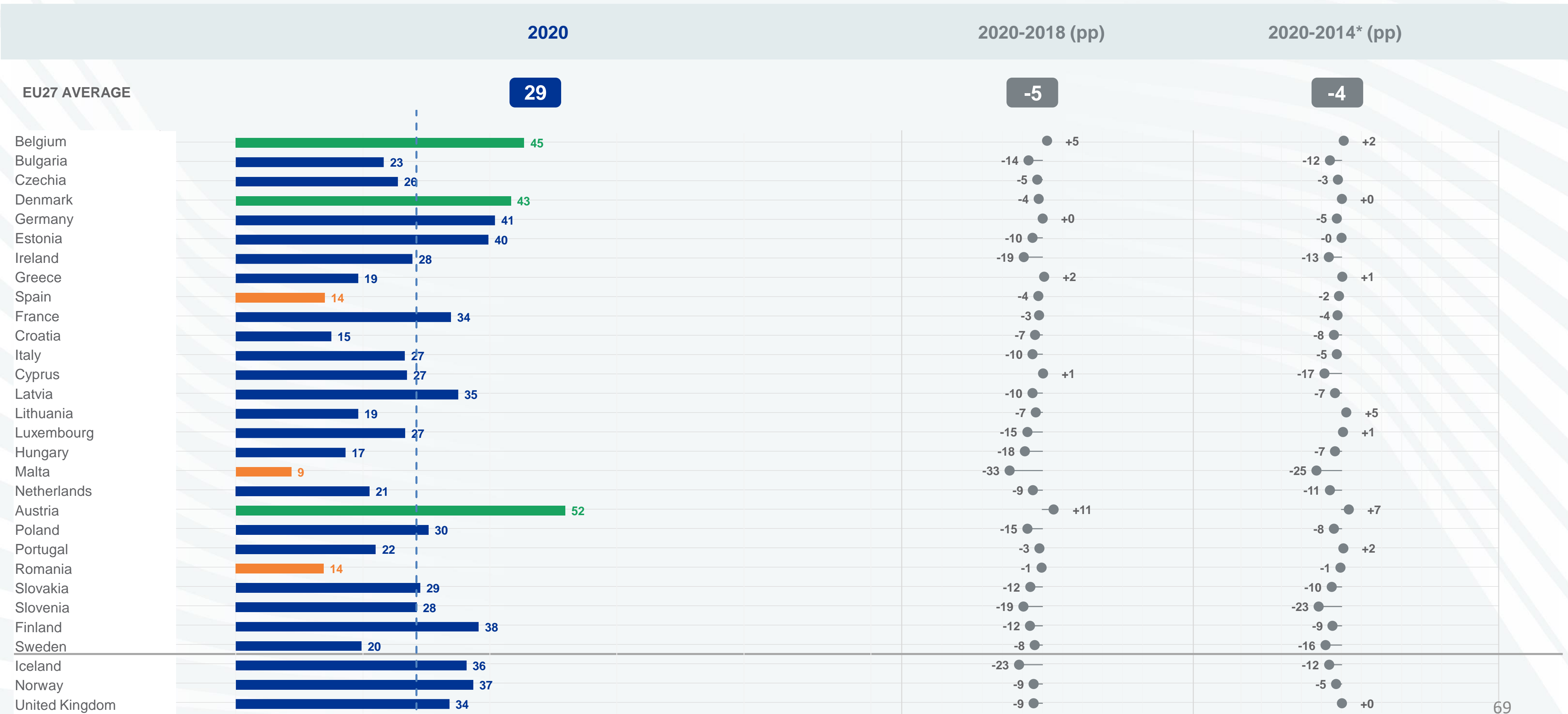
Consumer confidence and knowledge

High level indicators - Knowledge of consumer rights - Results by country



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)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014

Adults (aged 18+)
'DVDs' was replaced by 'books' in 2020

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



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?

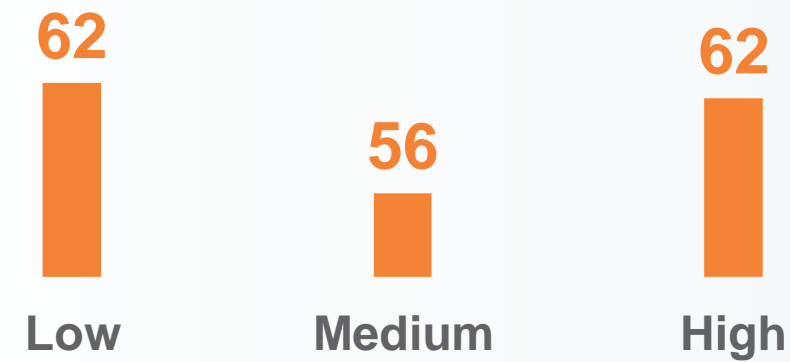
% giving the correct answer (No)

EU27 AVERAGE **59**

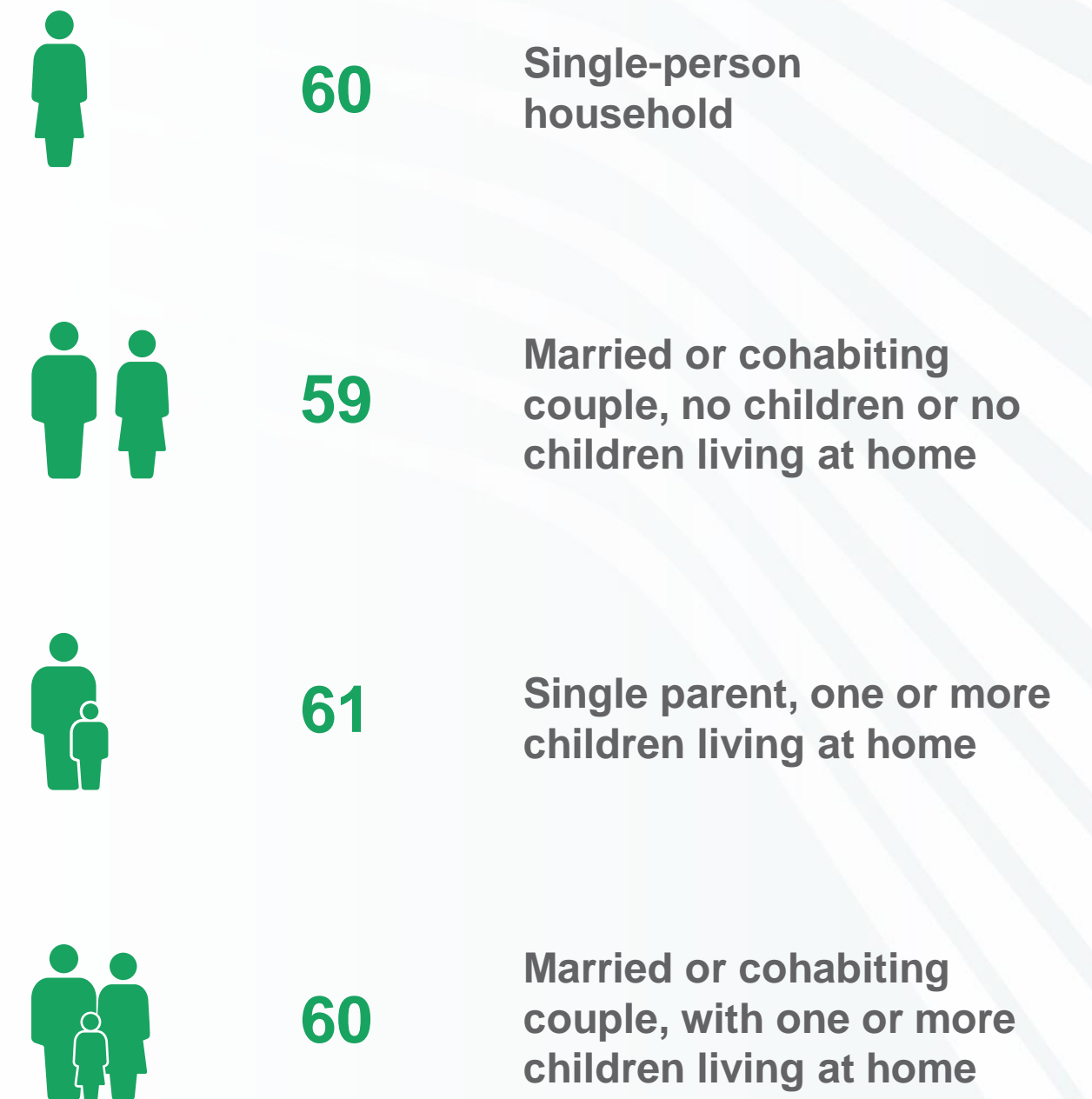
GENDER



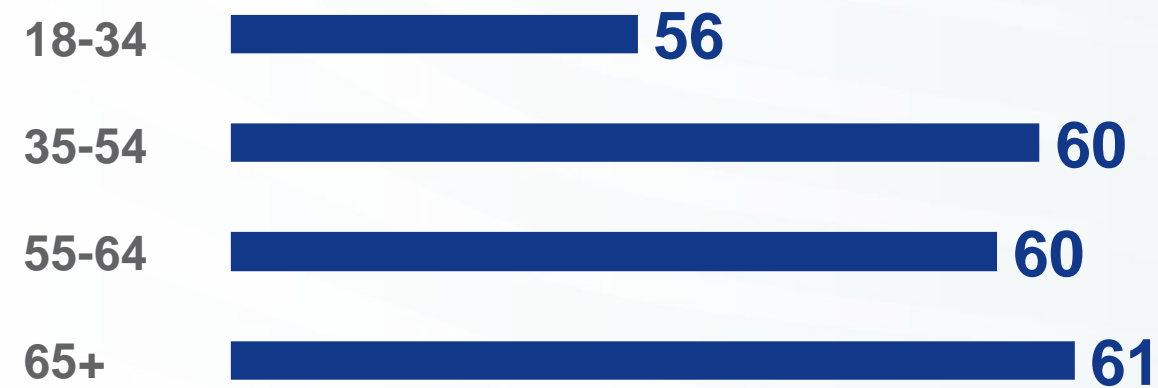
EDUCATION



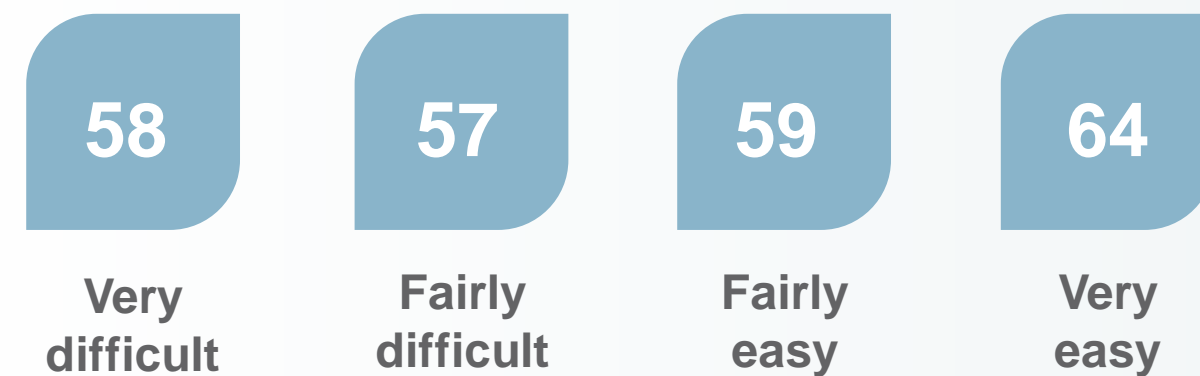
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



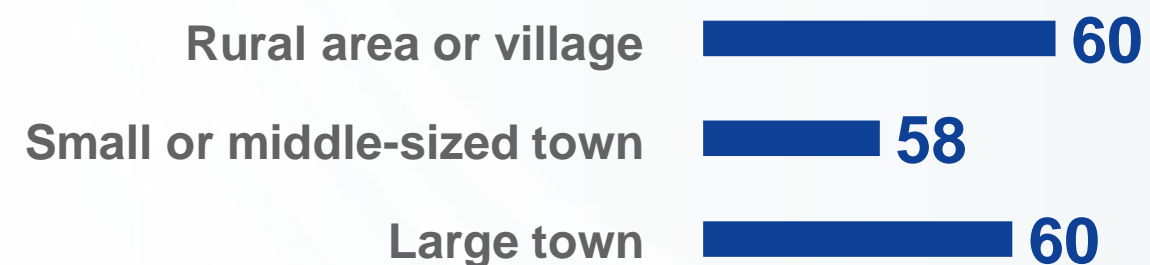


Imagine you subscribed for a regular publication or gym membership and the company's terms and conditions contained a clause that allowed it to raise the price significantly without first allowing you to cancel the contract. Do you think such a clause would be valid?

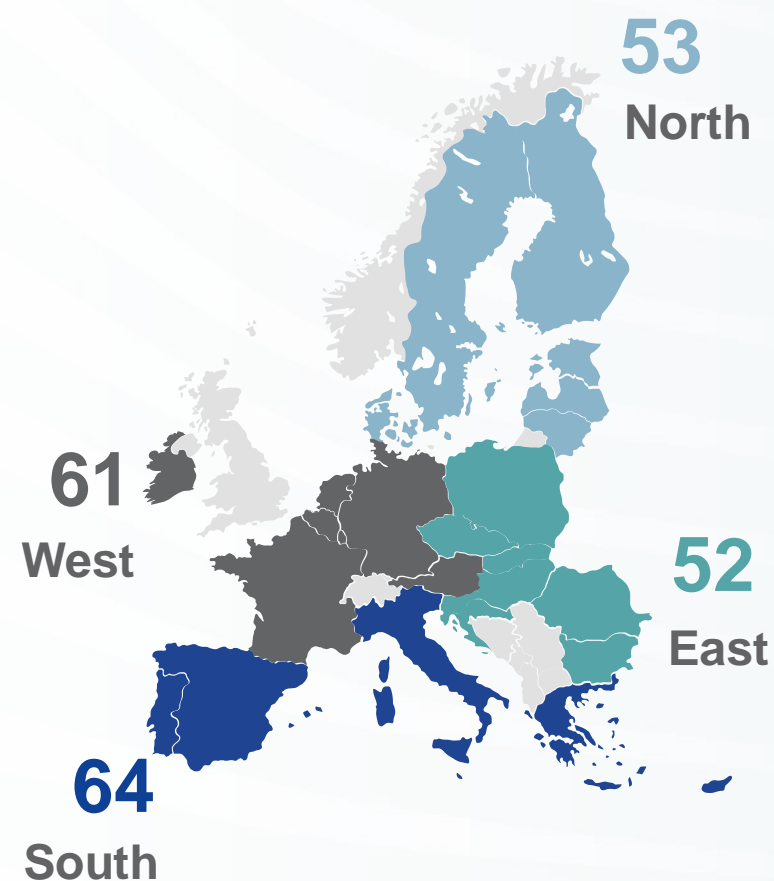
% giving the correct answer (No)

EU27 AVERAGE 59

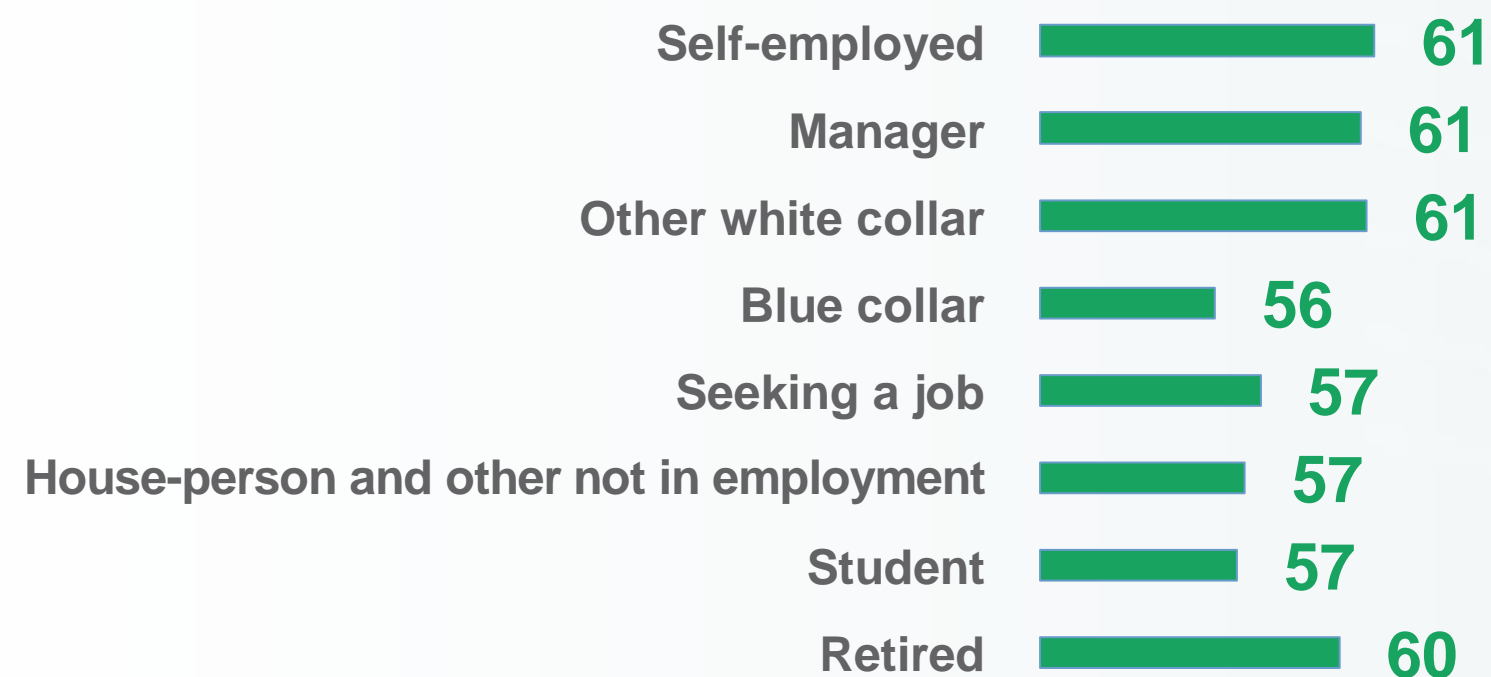
GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





Consumer confidence and knowledge

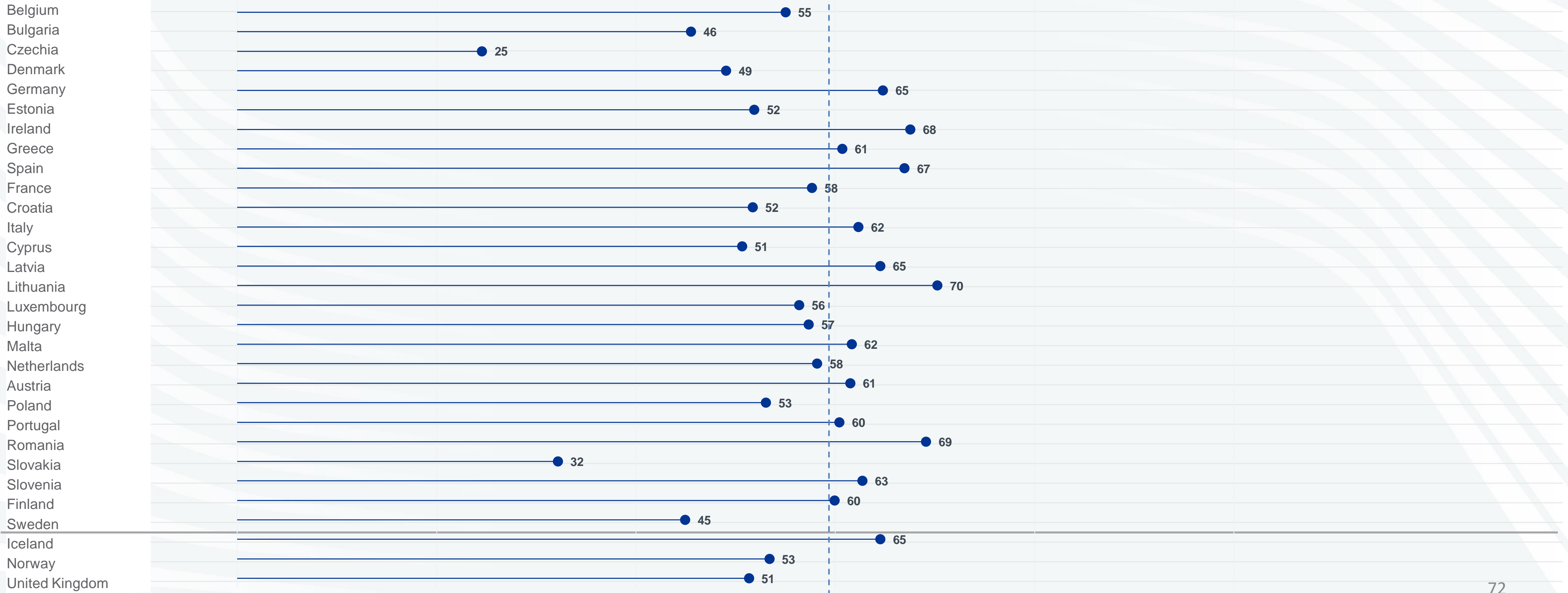
High level indicators - Knowledge of consumer rights - Results by country



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



Consumer experience





In the past 12 months, have you experienced any problem when buying or using any goods or services in your country where you thought you had a legitimate cause for complaint? (%)



Adults (aged 18+)



In the past 12 months, have you experienced any problem when buying or using any goods or services in your country where you thought you had a legitimate cause for complaint? (%)

Experienced a problem

Experienced a problem and took action to solve it

Experienced a problem but did not do anything

No problems experienced

EU27 AVERAGE

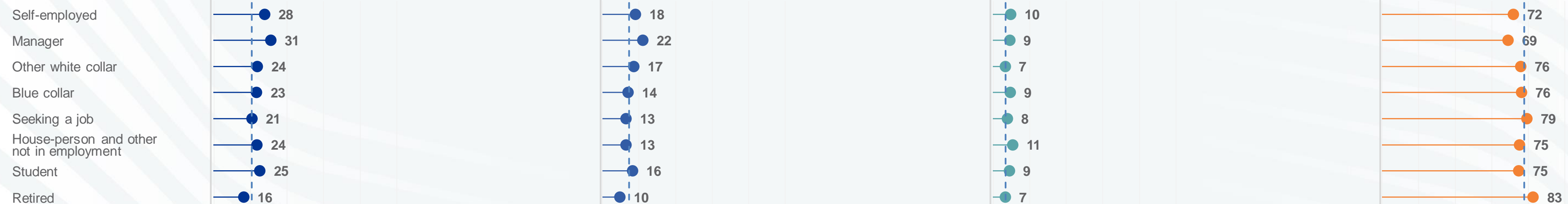
23

15

8

76

Occupation



Geographic area



EU Region



Knowledge of consumer rights*



Purchased online in past 12 months



Adults (aged 18+)

* See technical note for calculation of indicator



In the past 12 months, have you experienced any problem when buying or using any goods or services in your country where you thought you had a legitimate cause for complaint?... Experienced a problem (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



In the past 12 months, have you experienced any problem when buying or using any goods or services in your country where you thought you had a legitimate cause for complaint?... Experienced a problem and took action to solve it (%)



EU27 AVERAGE

15

0

-1

*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



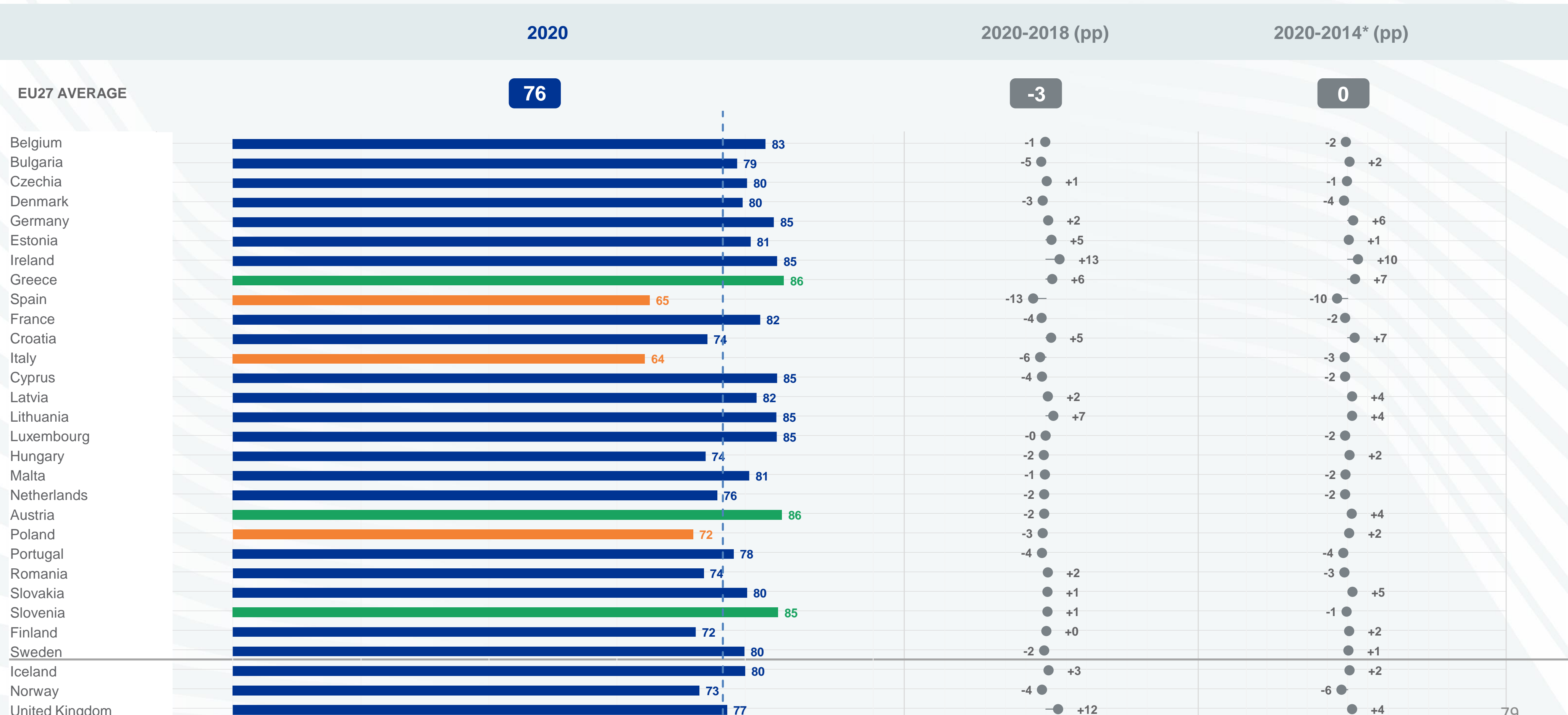
In the past 12 months, have you experienced any problem when buying or using any goods or services in your country where you thought you had a legitimate cause for complaint?... Experienced a problem but did not do anything (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



In the past 12 months, have you experienced any problem when buying or using any goods or services in your country where you thought you had a legitimate cause for complaint?... No problems experienced (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



And what did you do? Complained about it to the retailer or service provider (%)

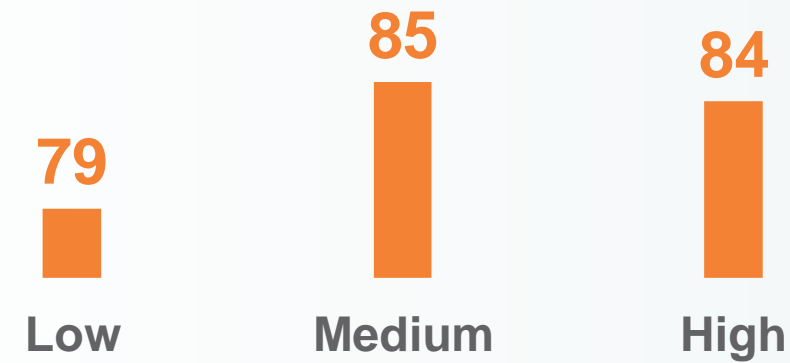
EU27 AVERAGE

84

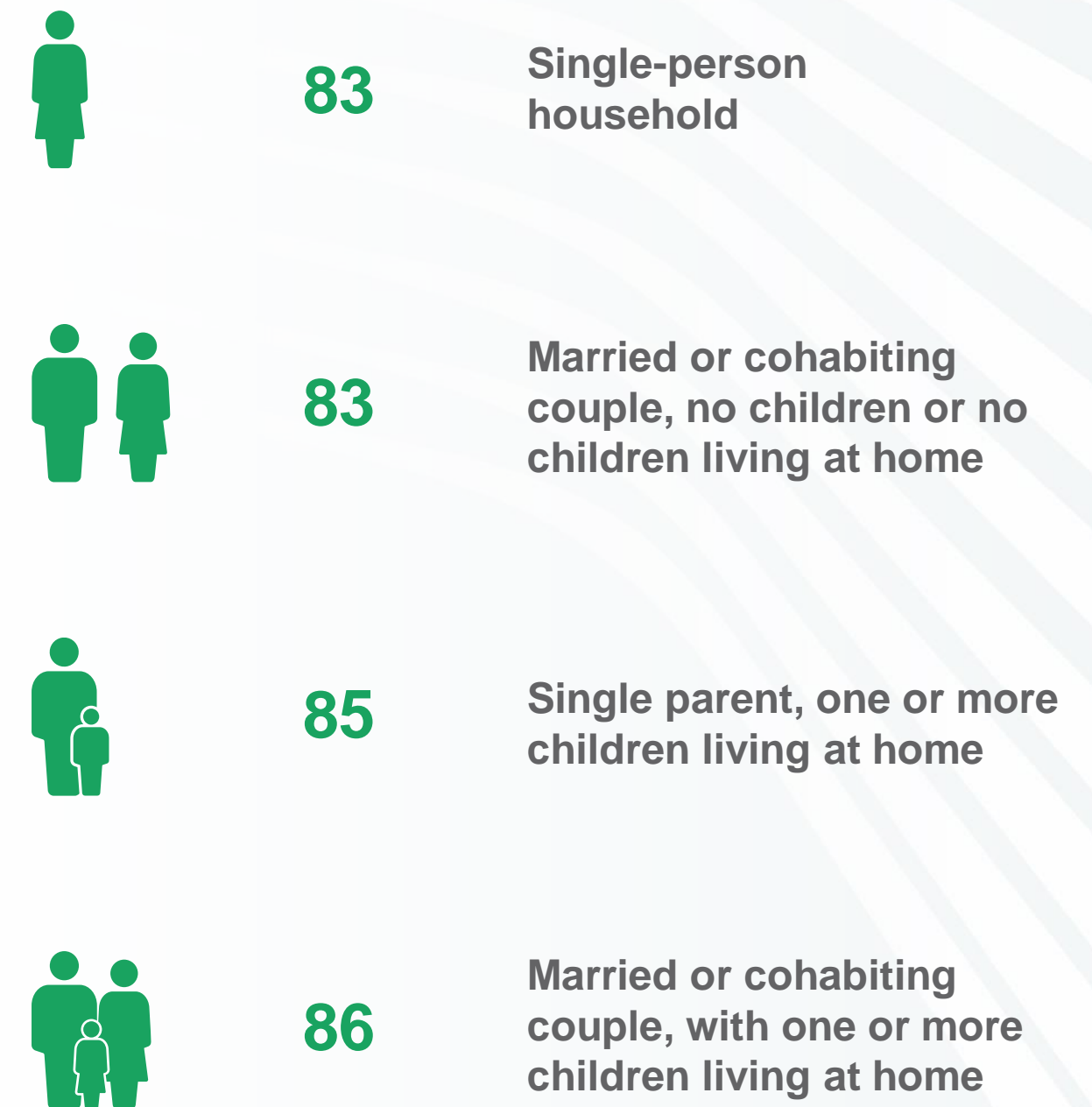
GENDER



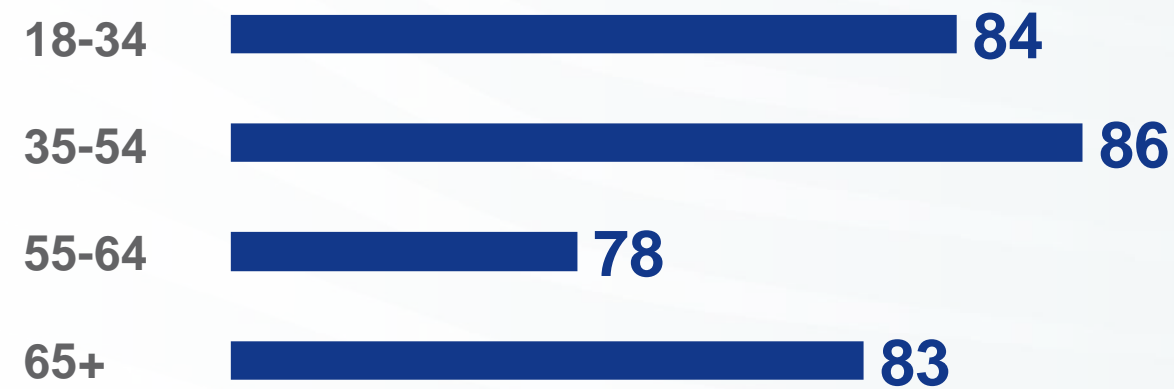
EDUCATION



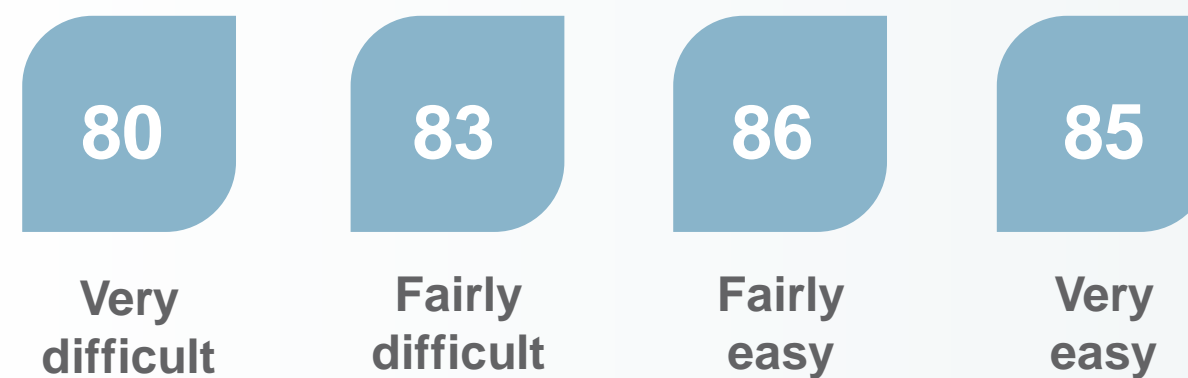
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



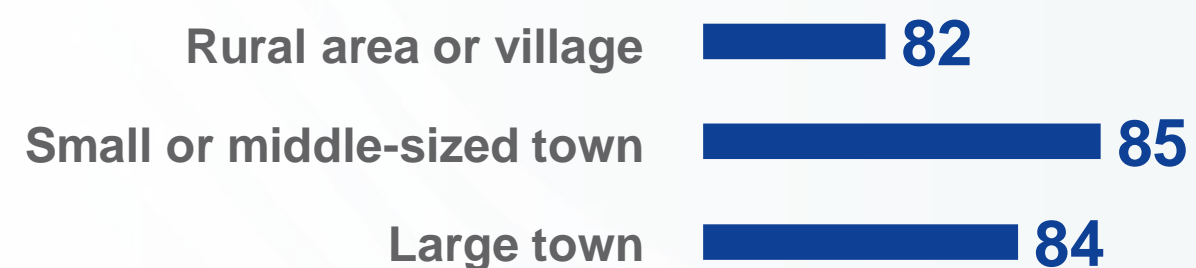


And what did you do? Complained about it to the retailer or service provider (%)

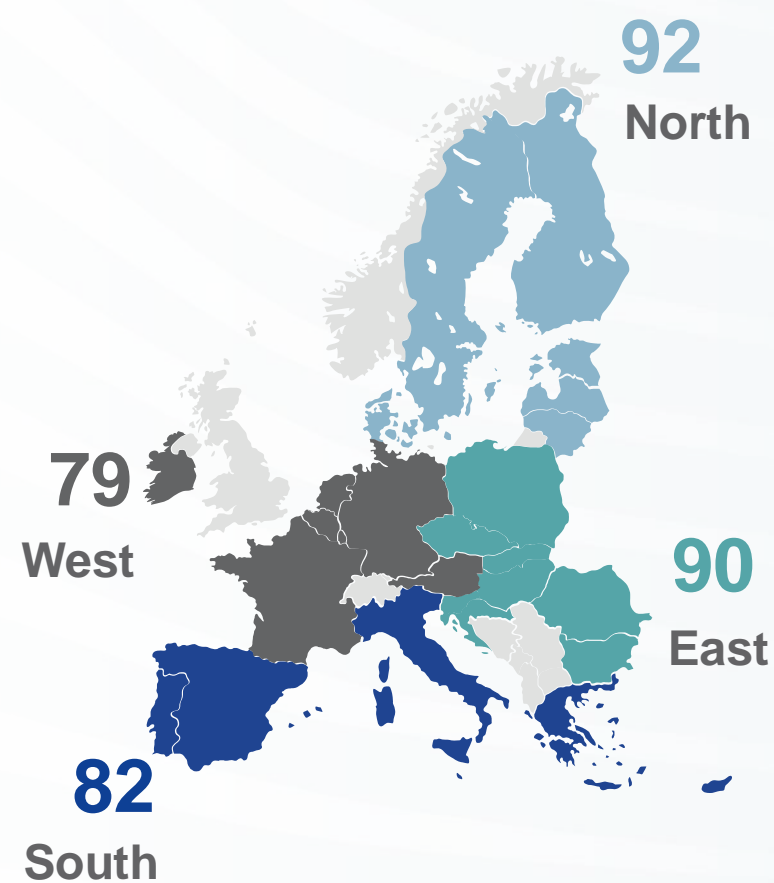
EU27 AVERAGE

84

GEOGRAPHIC AREA



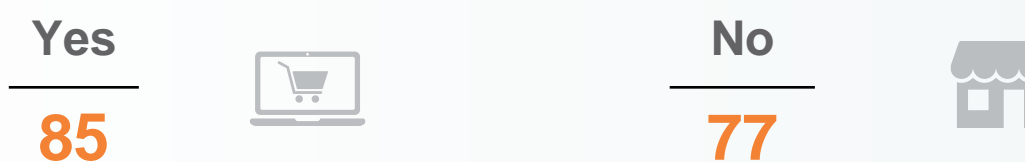
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
84

Medium
83

Low
84

See technical note for calculation of indicator



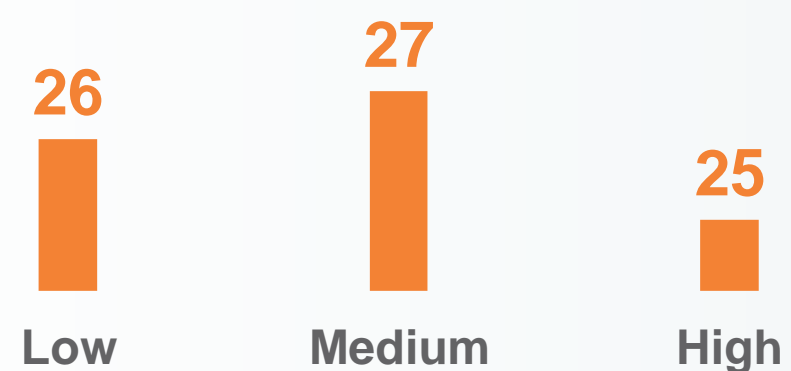
And what did you do? Complained about it to the manufacturer (%)

EU27 AVERAGE **26**

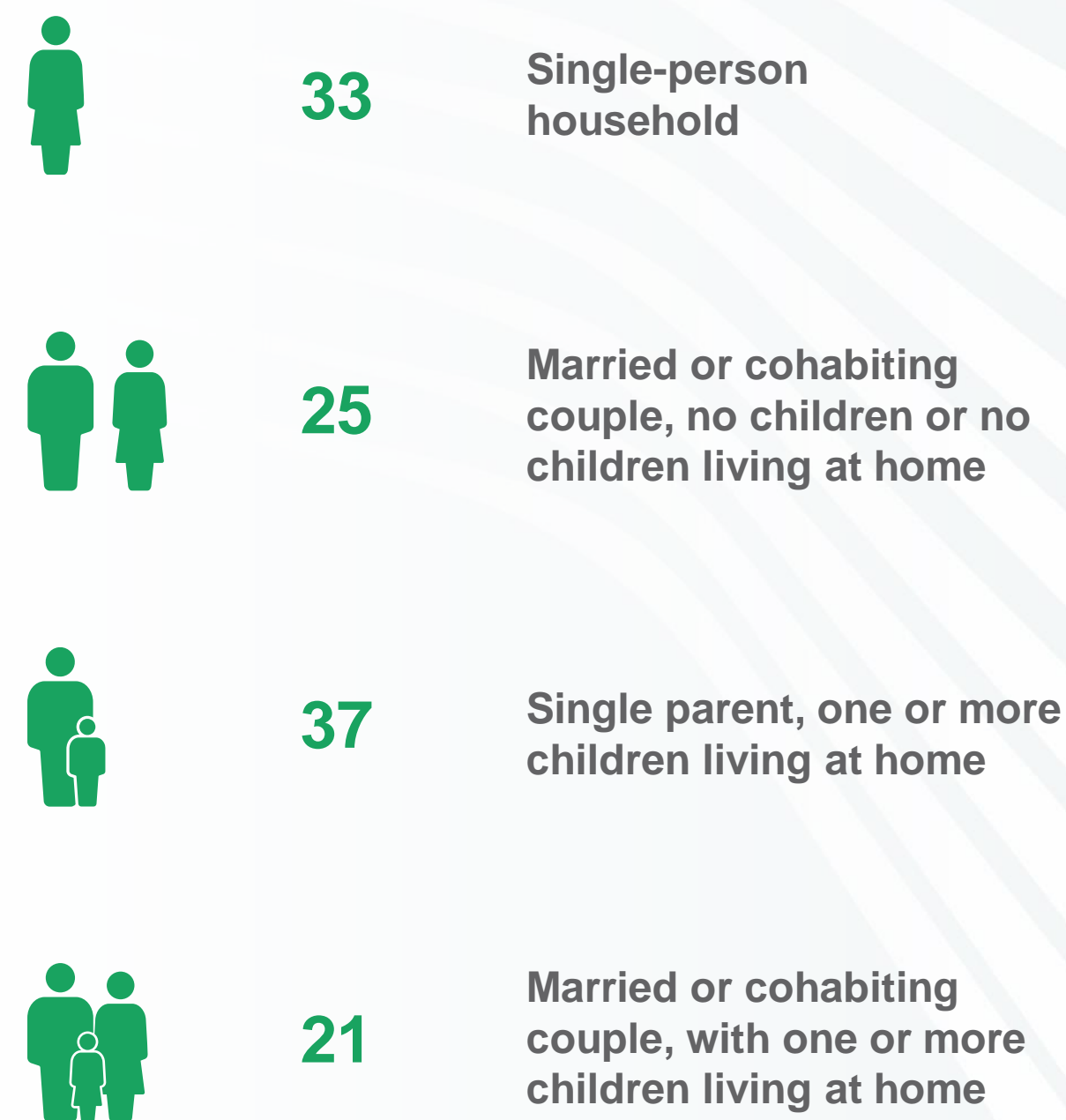
GENDER



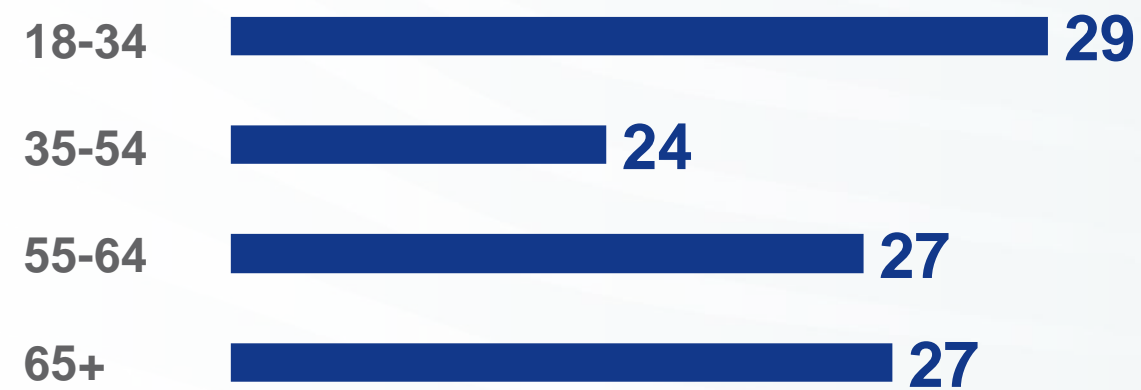
EDUCATION



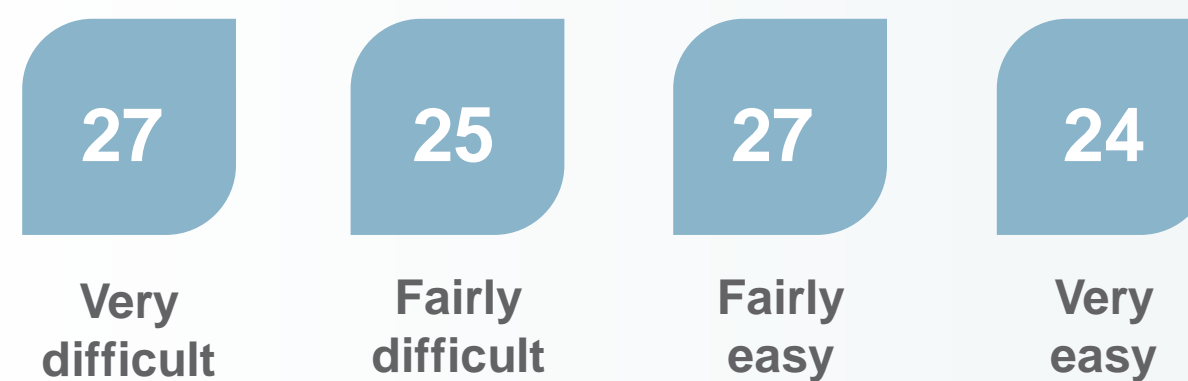
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY

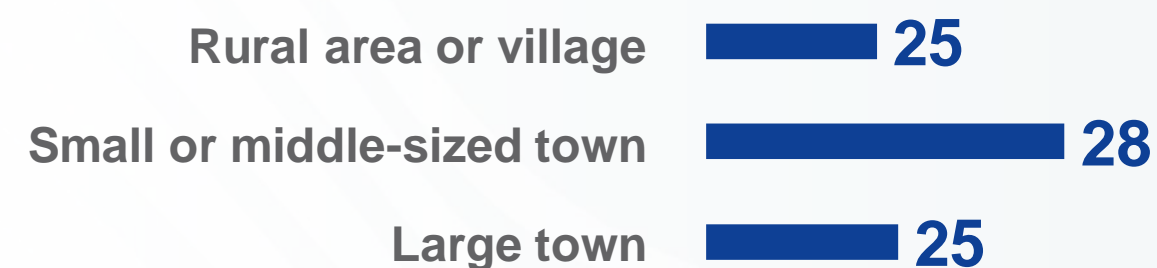




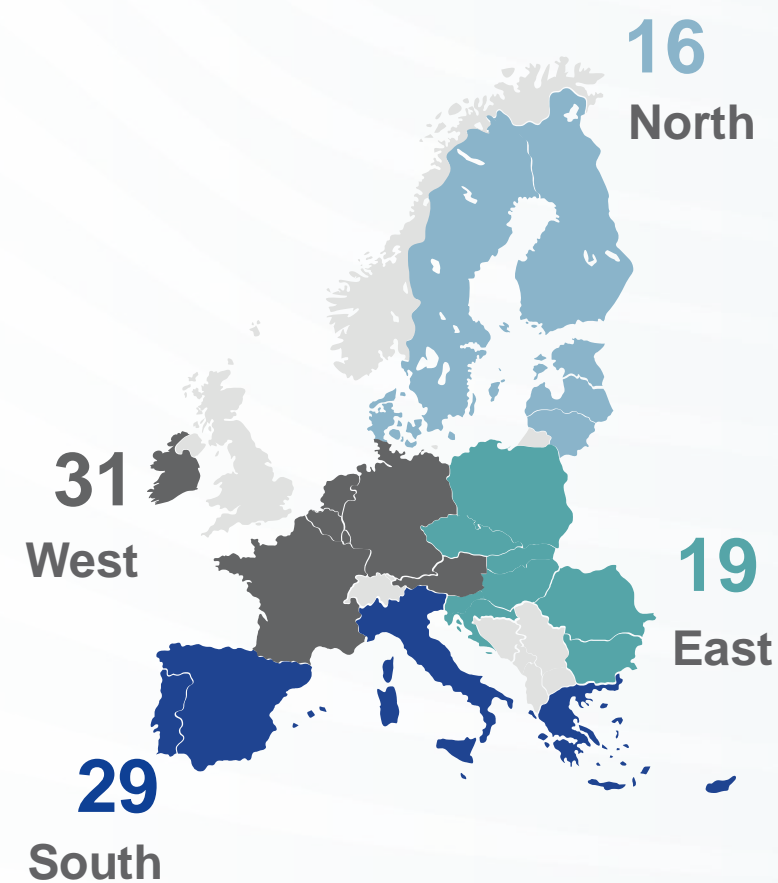
And what did you do? Complained about it to the manufacturer (%)

EU27 AVERAGE **26**

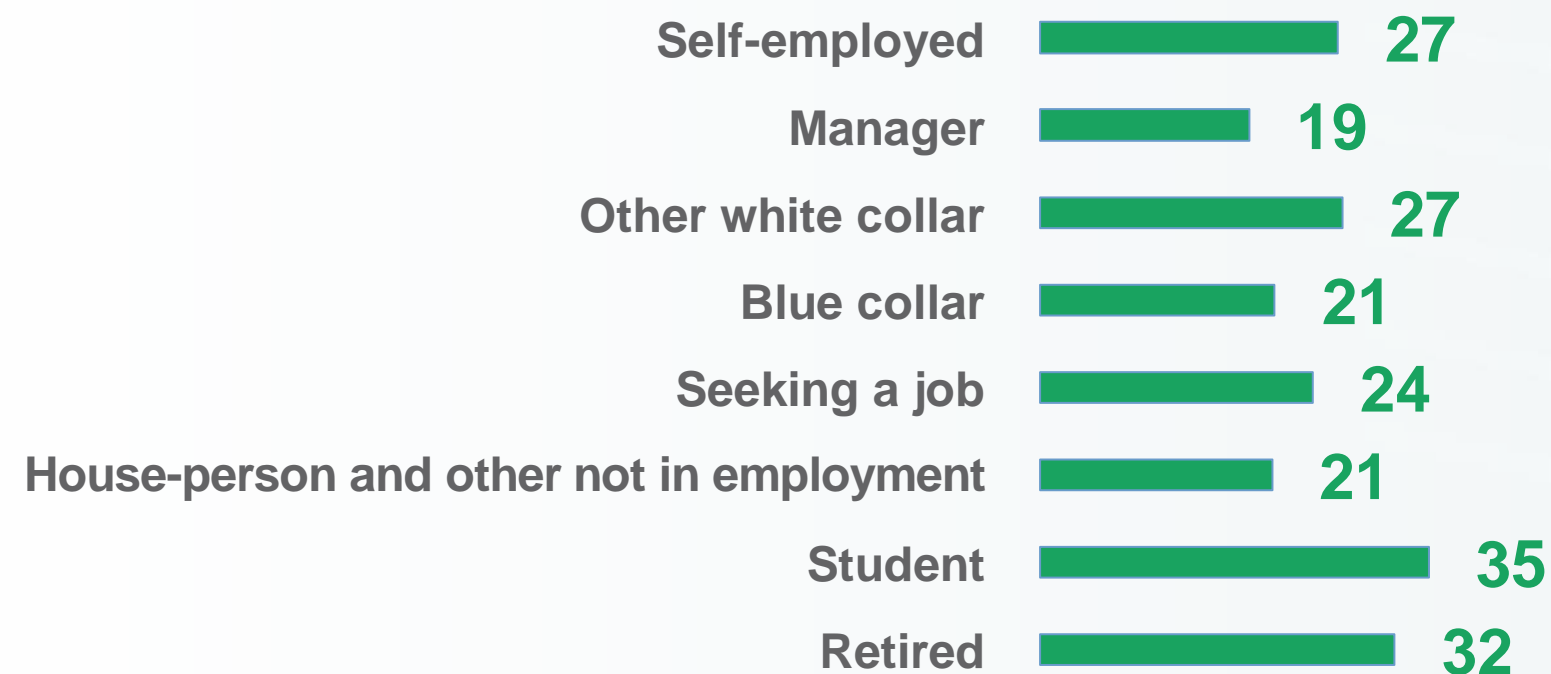
GEOGRAPHIC AREA



EU REGION



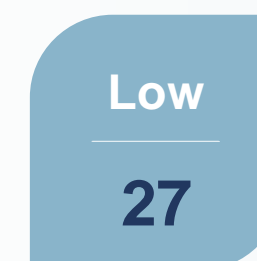
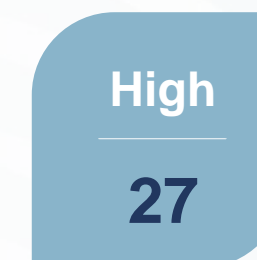
OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



See technical note for calculation of indicator



And what did you do? Complained about it to a public authority (%)

EU27 AVERAGE

9

GENDER



Female



9

Male



8

EDUCATION



17

Low

7

Medium

9

High

HOUSEHOLD COMPOSITION



12

Single-person household



7

Married or cohabiting couple, no children or no children living at home



11

Single parent, one or more children living at home



8

Married or cohabiting couple, with one or more children living at home

AGE



18-34



9

35-54



8

55-64



7

65+



12

EASE OF MANAGING FINANCIALLY



11

Very difficult

10

Fairly difficult

7

Fairly easy

8

Very easy

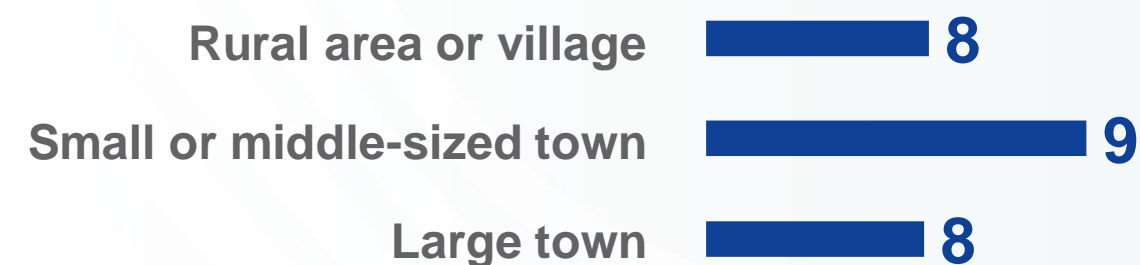


And what did you do? Complained about it to a public authority (%)

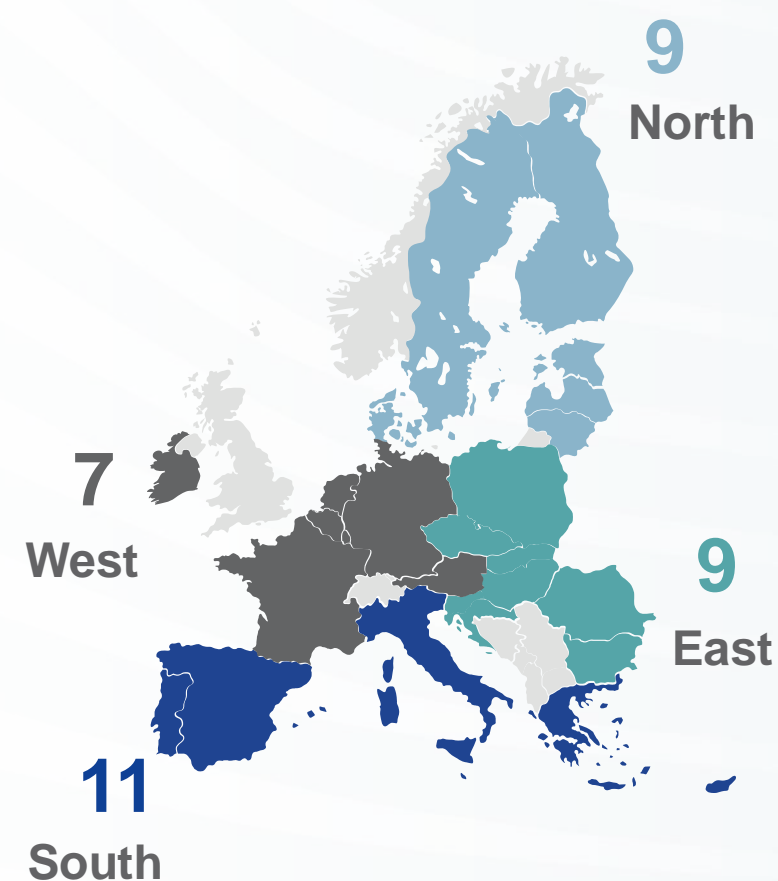
EU27 AVERAGE

9

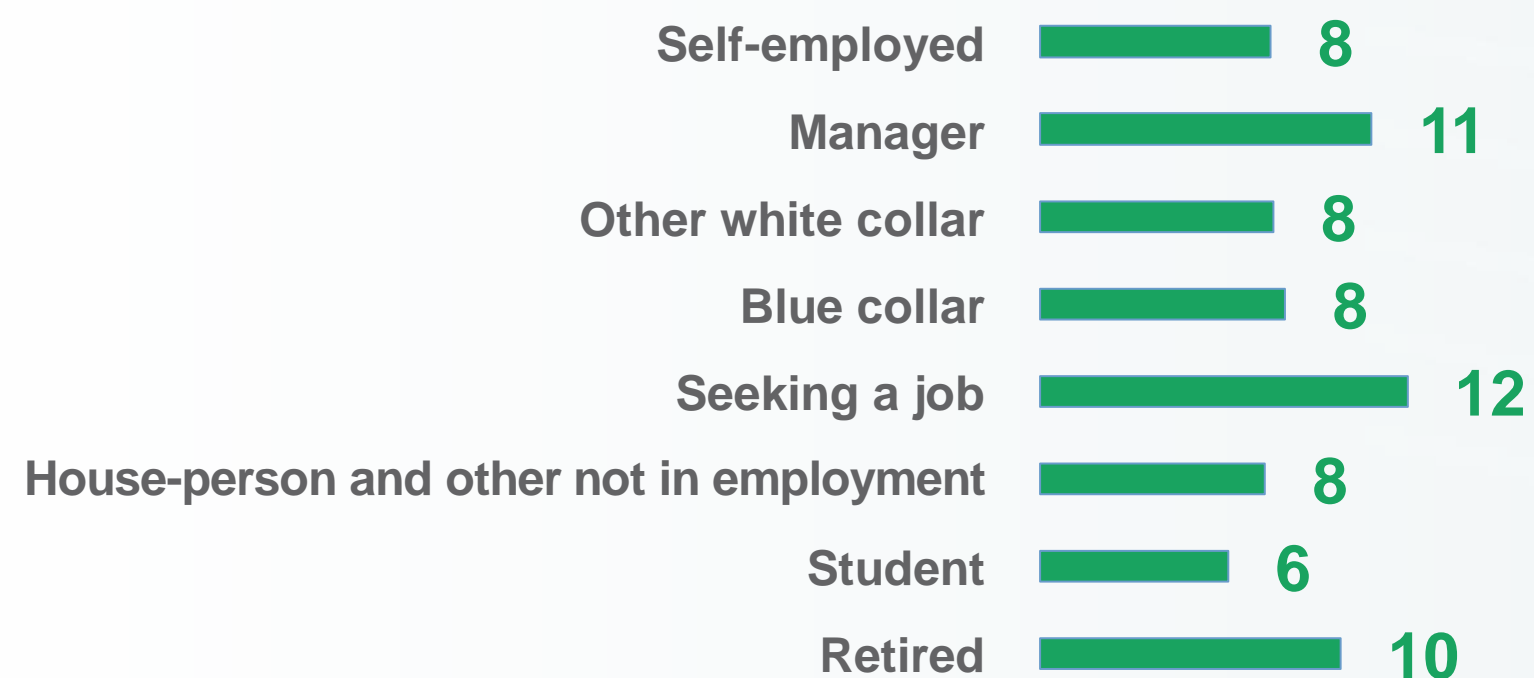
GEOGRAPHIC AREA



EU REGION



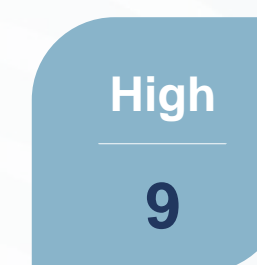
OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



See technical note for calculation of indicator



And what did you do? Complained about it to a consumer association or a European Consumer Centre (ECC) (%)

EU27 AVERAGE

10

GENDER



Female



8

Male



11

EDUCATION



6

Low

8

Medium

11

High

HOUSEHOLD COMPOSITION



9

Single-person household



10

Married or cohabiting couple, no children or no children living at home



12

Single parent, one or more children living at home



9

Married or cohabiting couple, with one or more children living at home

AGE



18-34



8

35-54



9

55-64



15

65+



8

EASE OF MANAGING FINANCIALLY



10

Very difficult

9

Fairly difficult

9

Fairly easy

11

Very easy



And what did you do? Complained about it to a consumer association or a European Consumer Centre (ECC) (%)

EU27 AVERAGE

10

GEOGRAPHIC AREA

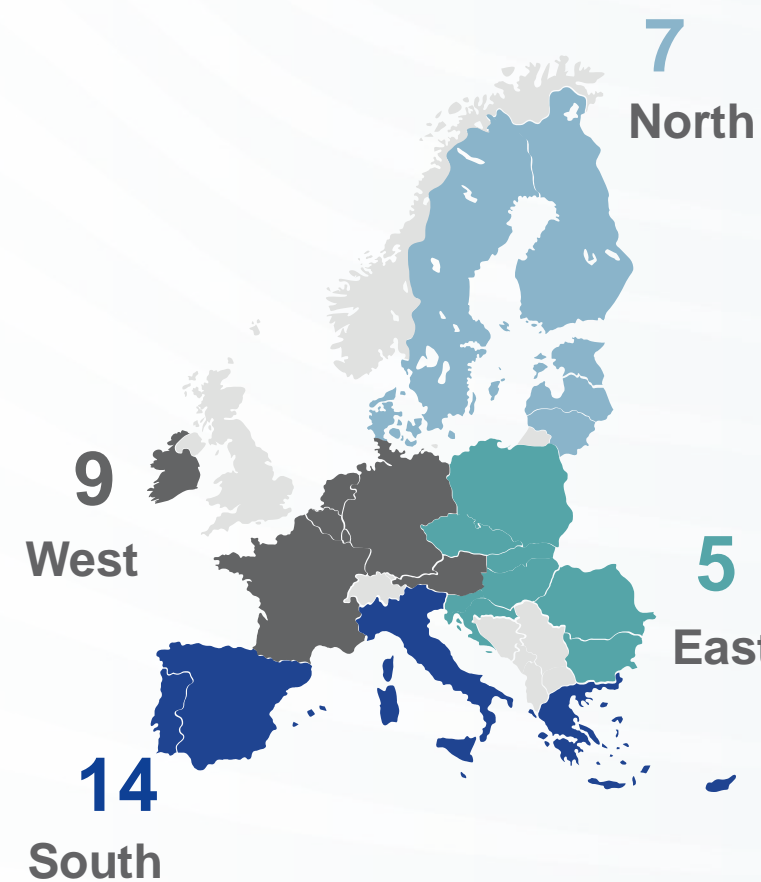


Rural area or village **12**

Small or middle-sized town **9**

Large town **9**

EU REGION



OCCUPATION



Self-employed **8**

Manager **18**

Other white collar **11**

Blue collar **5**

Seeking a job **17**

House-person and other not in employment **4**

Student **1**

Retired **8**

PURCHASED ONLINE IN PAST 12 MONTHS



Yes

10



No

6



KNOWLEDGE OF CONSUMER RIGHTS



High

10

Medium

10

Low

8

See technical note for calculation of indicator



And what did you do? Brought the matter to an out-of-court dispute resolution body (ADR) (%)

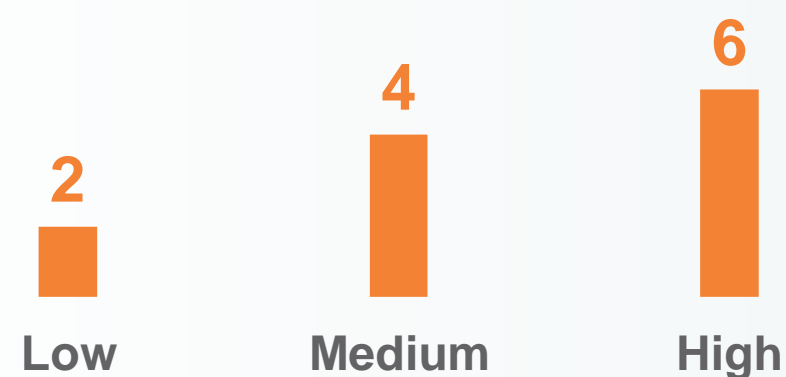
EU27 AVERAGE

5

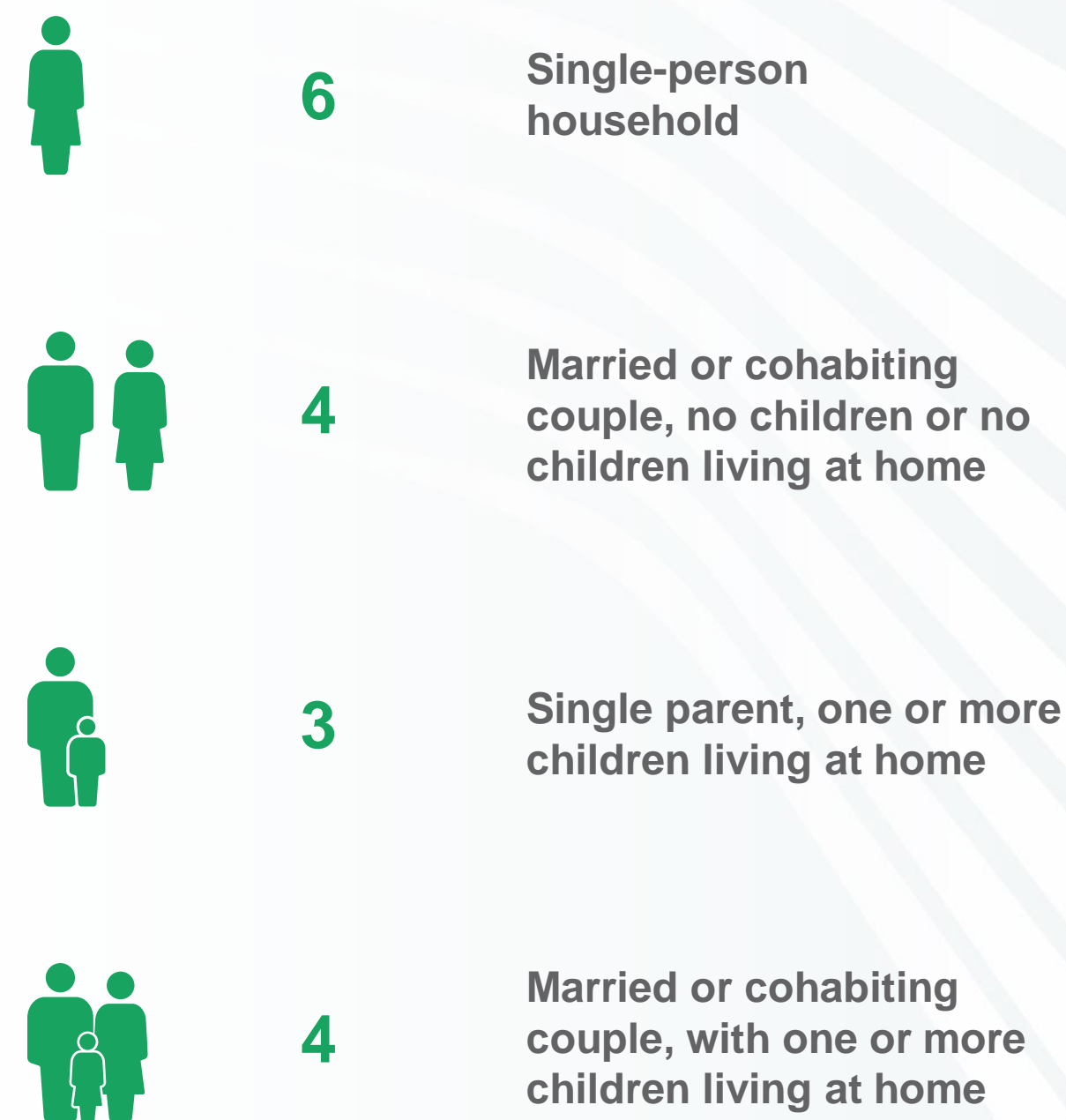
GENDER



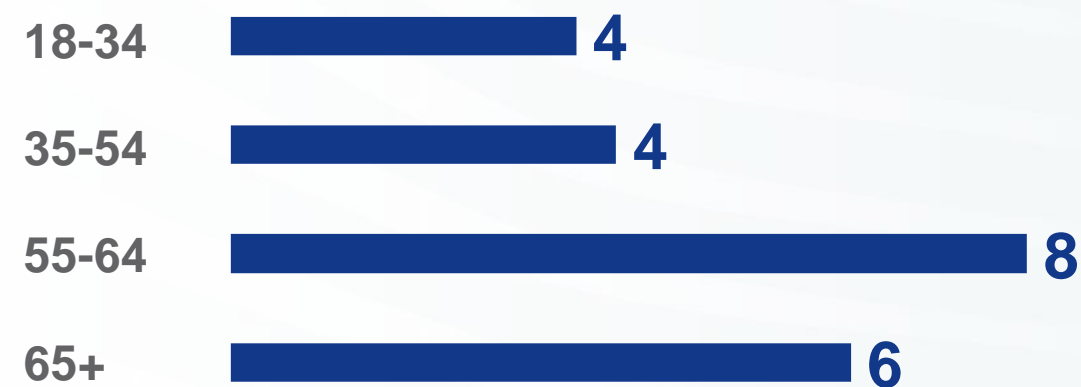
EDUCATION



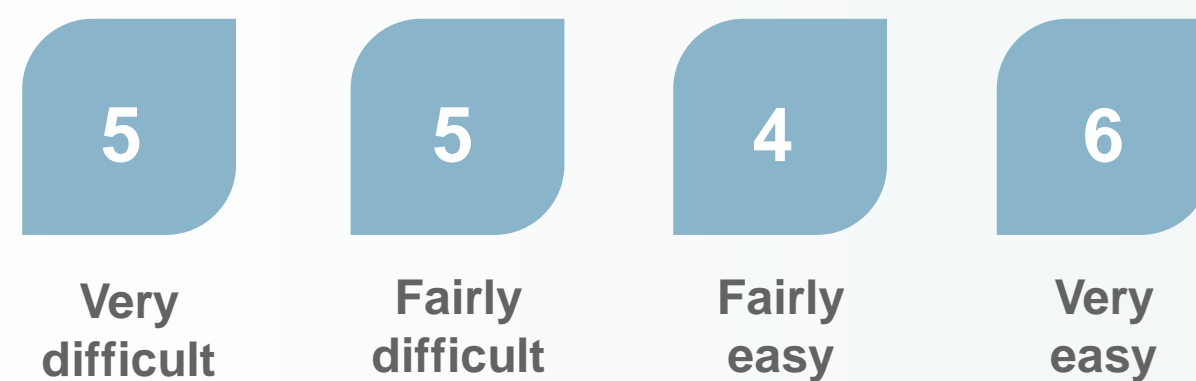
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



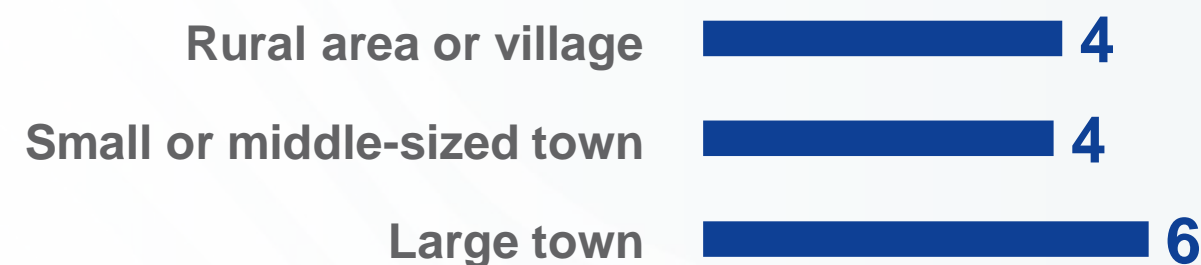


And what did you do? Brought the matter to an out-of-court dispute resolution body (ADR) (%)

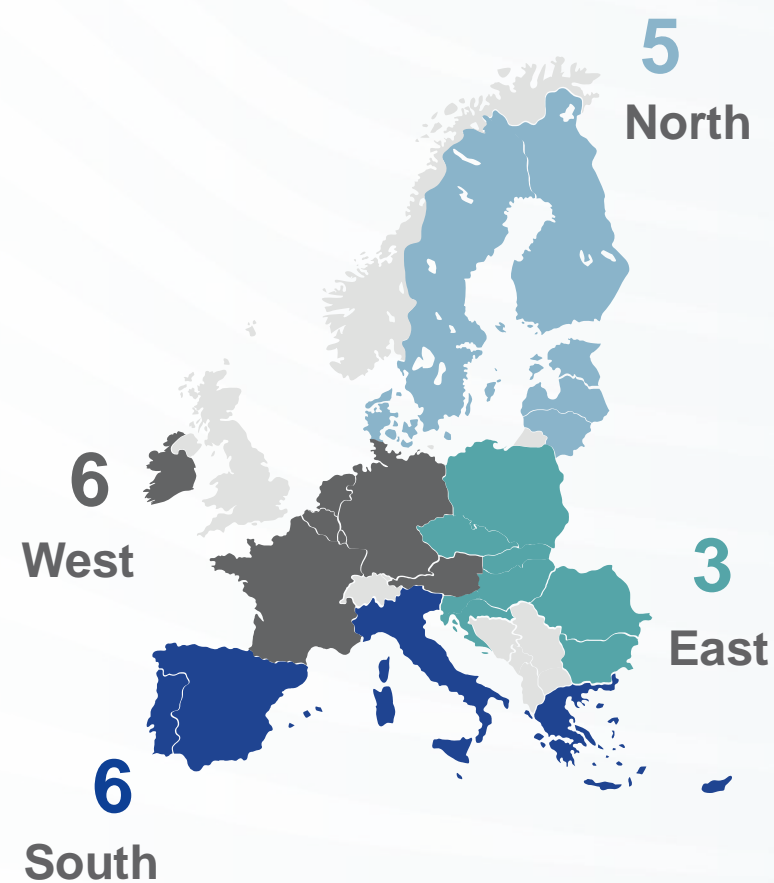
EU27 AVERAGE

5

GEOGRAPHIC AREA



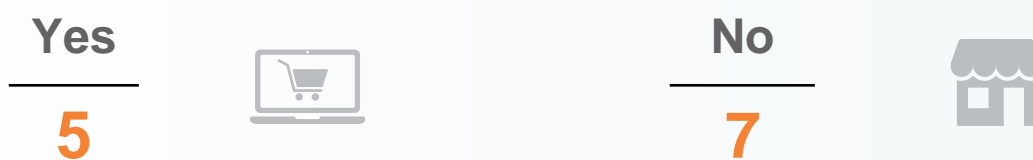
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
4

Medium
4

Low
6

See technical note for calculation of indicator



And what did you do? Used the Online Dispute Resolution scheme (%)

EU27 AVERAGE

12

GENDER



Female



13

Male



12

EDUCATION



15

Low

17

Medium

9

High

HOUSEHOLD COMPOSITION



9

Single-person household



12

Married or cohabiting couple, no children or no children living at home



16

Single parent, one or more children living at home



13

Married or cohabiting couple, with one or more children living at home

AGE



18-34



14

35-54



13

55-64



13

65+



7

EASE OF MANAGING FINANCIALLY



9

Very difficult

17

Fairly difficult

10

Fairly easy

13

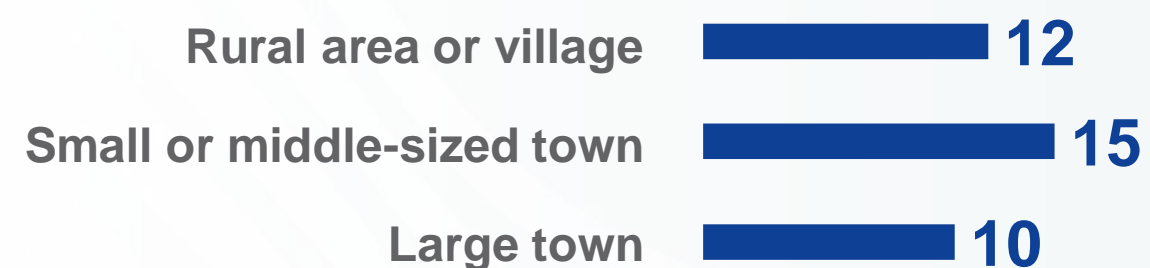
Very easy



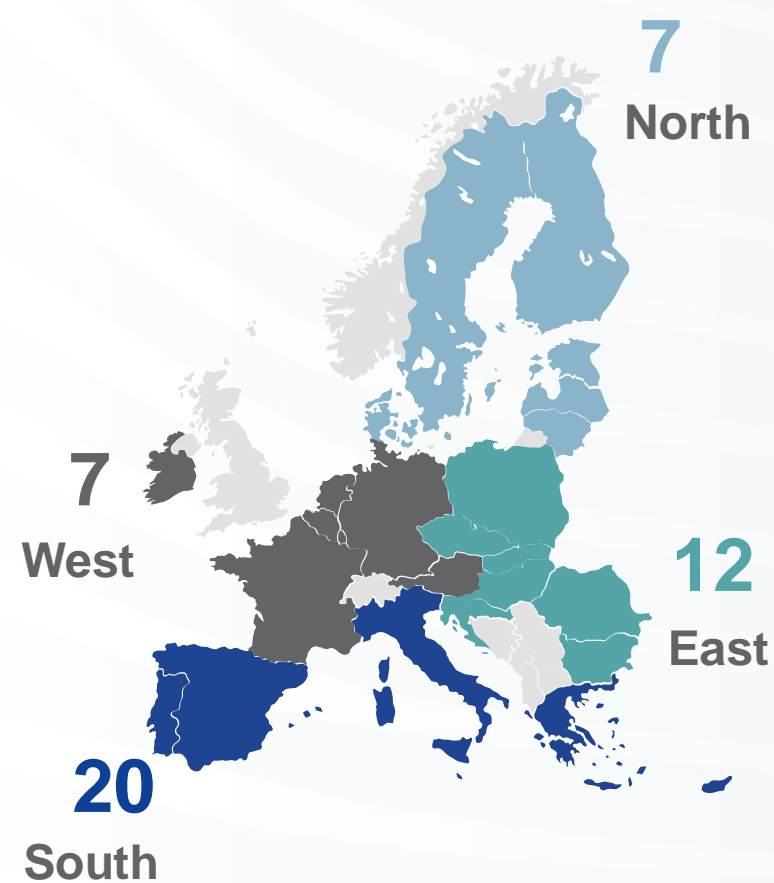
And what did you do? Used the Online Dispute Resolution scheme (%)

EU27 AVERAGE **12**

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
13

Medium
12

Low
13

See technical note for calculation of indicator



And what did you do? Took the business concerned to court (%)

EU27 AVERAGE

2

GENDER



Female



1

Male



2

AGE



18-34



35-54



55-64



65+



EDUCATION



Low



Medium



High

HOUSEHOLD COMPOSITION



2

Single-person household



1

Married or cohabiting couple, no children or no children living at home



0

Single parent, one or more children living at home



1

Married or cohabiting couple, with one or more children living at home

EASE OF MANAGING FINANCIALLY



1

Very difficult

2

Fairly difficult

2

Fairly easy

1

Very easy



And what did you do? Took the business concerned to court (%)

EU27 AVERAGE

2

GEOGRAPHIC AREA

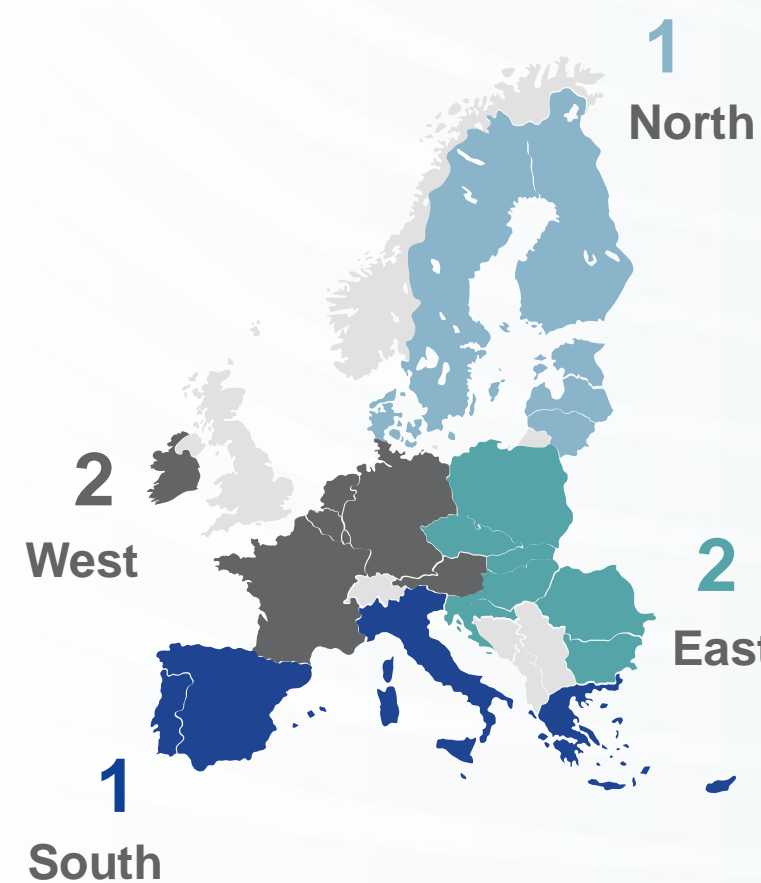


Rural area or village 1

Small or middle-sized town 1

Large town 2

EU REGION



OCCUPATION



Self-employed 3

Manager 3

Other white collar 1

Blue collar 1

Seeking a job 0

House-person and other not in employment 1

Student 5

Retired 2

PURCHASED ONLINE IN PAST 12 MONTHS



Yes

2



No

1



KNOWLEDGE OF CONSUMER RIGHTS



High

2

Medium

1

Low

2

See technical note for calculation of indicator



And what did you do? Joined a collective redress action (%)

EU27 AVERAGE

3

GENDER



Female



2

Male



3

EDUCATION



2

Low

3

Medium

3

High

HOUSEHOLD COMPOSITION



2

Single-person household



2

Married or cohabiting couple, no children or no children living at home



4

Single parent, one or more children living at home



3

Married or cohabiting couple, with one or more children living at home

AGE



18-34



2

35-54



3

55-64



4

65+



2

EASE OF MANAGING FINANCIALLY



3

Very difficult

2

Fairly difficult

3

Fairly easy

3

Very easy

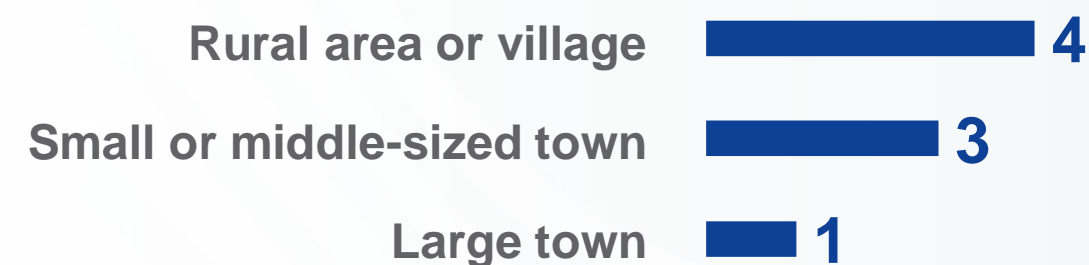


And what did you do? Joined a collective redress action (%)

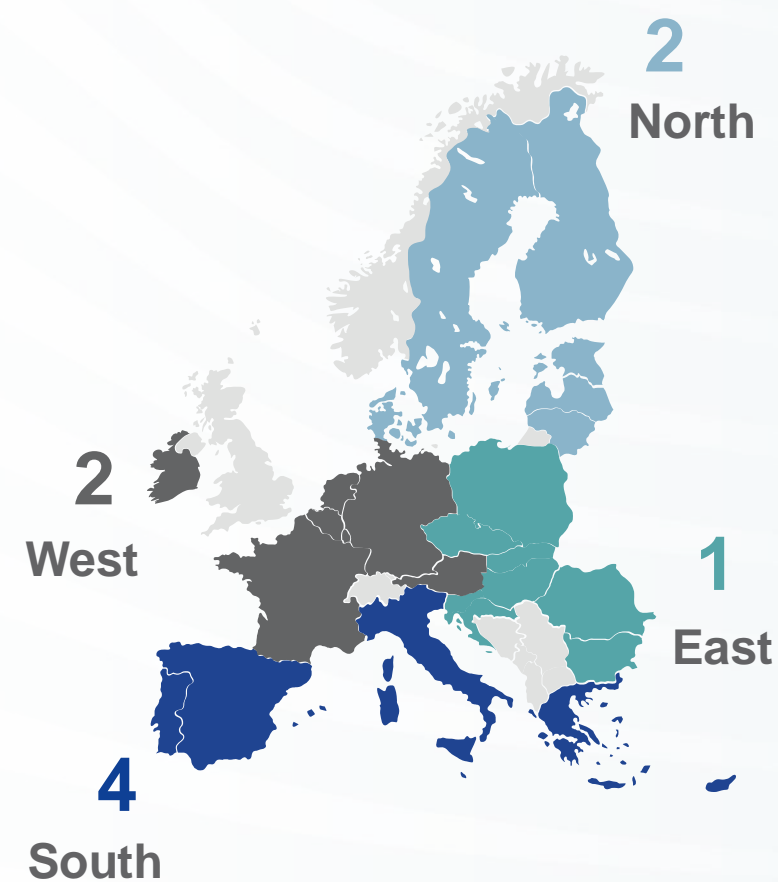
EU27 AVERAGE

3

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
2

Medium
3

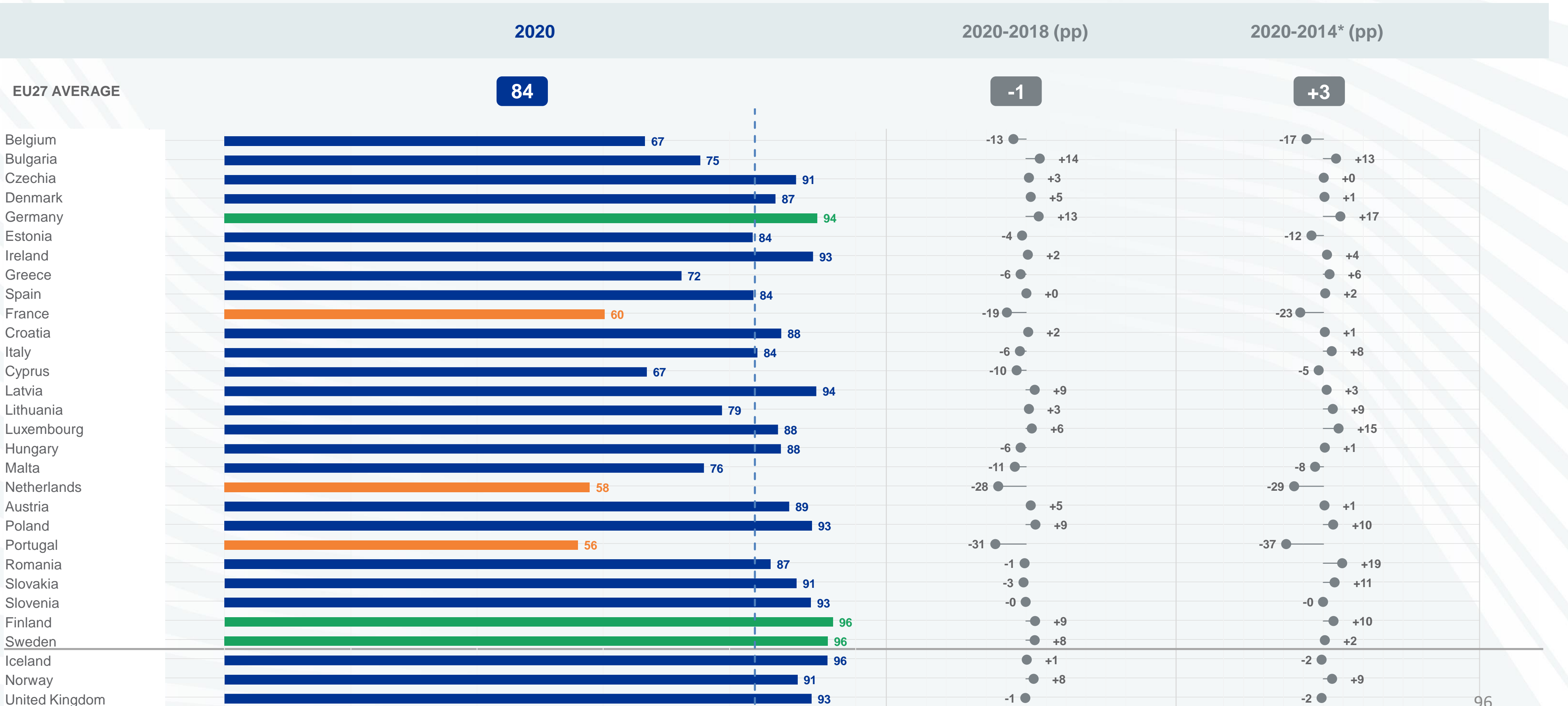
Low
2

See technical note for calculation of indicator



And what did you do?... Complained about it to the retailer or service provider

(%)



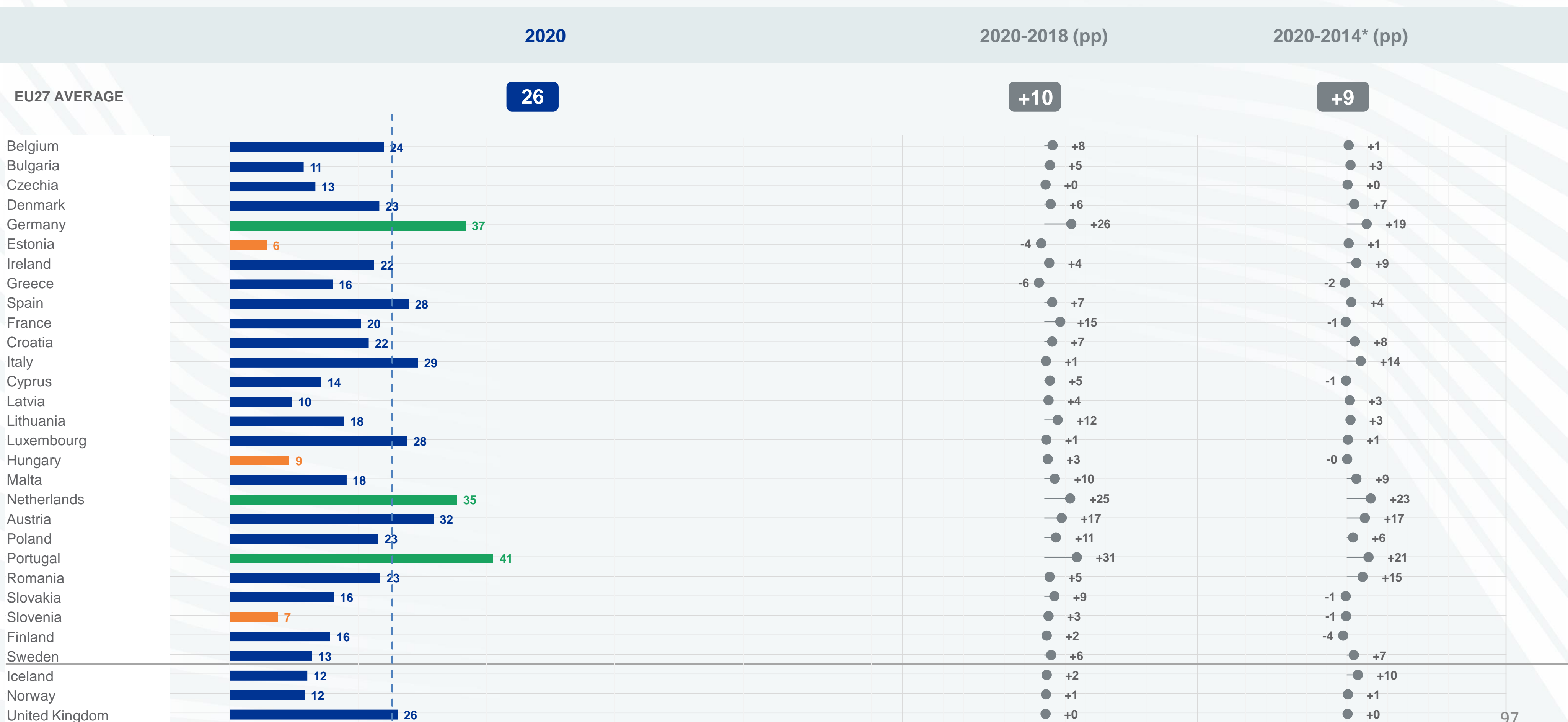
*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+) who have experienced a problem in the past 12 months and took action to solve it

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading
In the following countries results are based on sample sizes below 50, and so should be interpreted with caution: CY (n=25), LU (n=47).



And what did you do?... Complained about it to the manufacturer

(%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+) who have experienced a problem in the past 12 months and took action to solve it

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading
In the following countries results are based on sample sizes below 50, and so should be interpreted with caution: CY (n=25), LU (n=47).



And what did you do? Complained about it to a public authority (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+) who have experienced a problem in the past 12 months and took action to solve it

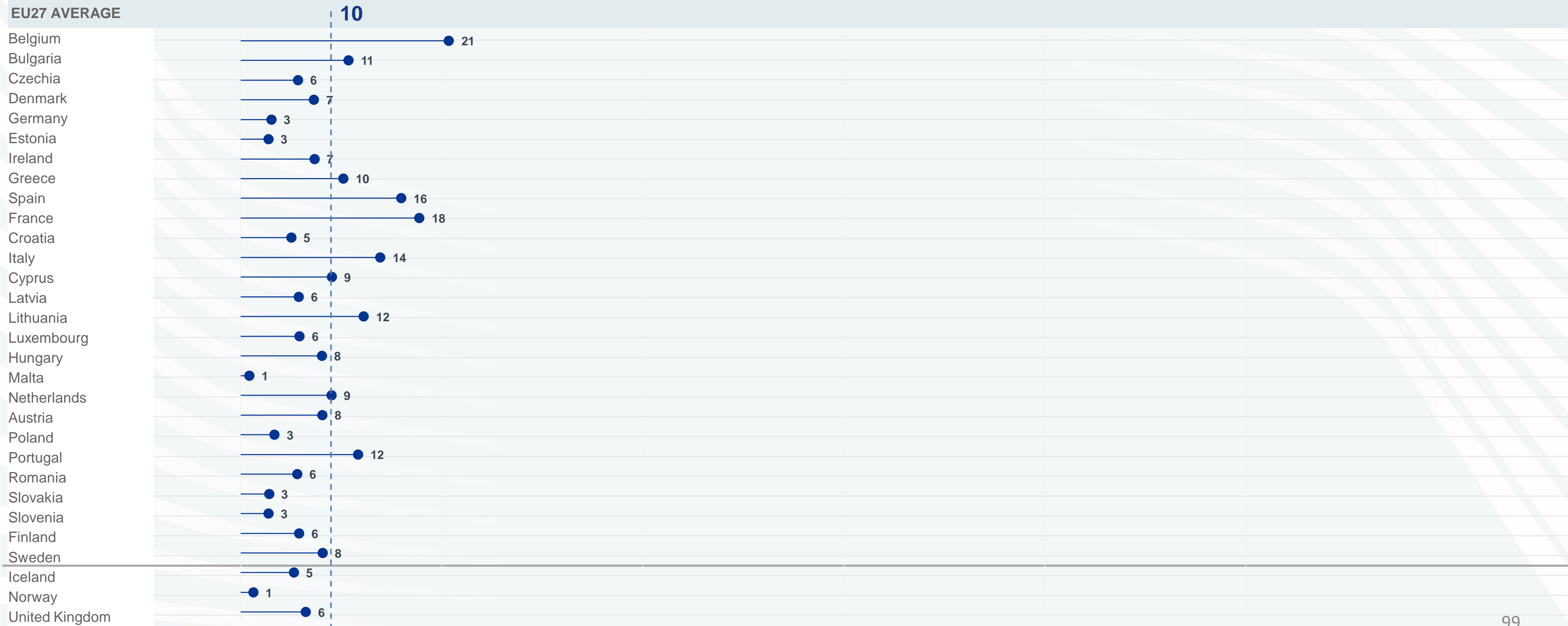
United Kingdom, Iceland and Norway excluded from top/bottom 3 shading
In the following countries results are based on sample sizes below 50, and so should be interpreted with caution: CY (n=25), LU (n=47).



And what did you do?

Complained about it to a consumer association or a European Consumer Centre (ECC) (%)

EU27 AVERAGE





And what did you do? Brought the matter to an out-of-court dispute resolution body (ADR) (%)



EU27 AVERAGE

5

-1

-2

100

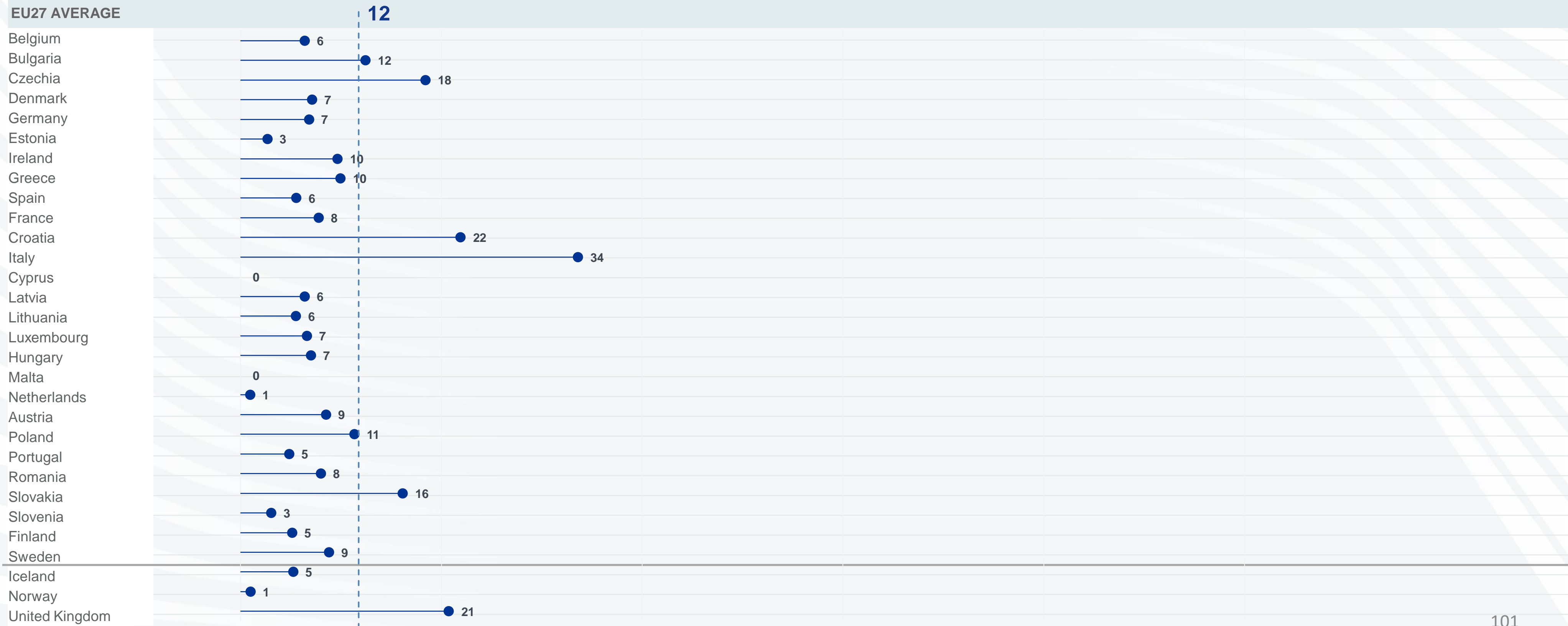
*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+) who have experienced a problem in the past 12 months and took action to solve it

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading
In the following countries results are based on sample sizes below 50, and so should be interpreted with caution: CY (n=25), LU (n=47).



And what did you do? Used the Online Dispute Resolution scheme (%)

EU27 AVERAGE





And what did you do? Took the business concerned to court (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+) who have experienced a problem in the past 12 months and took action to solve it

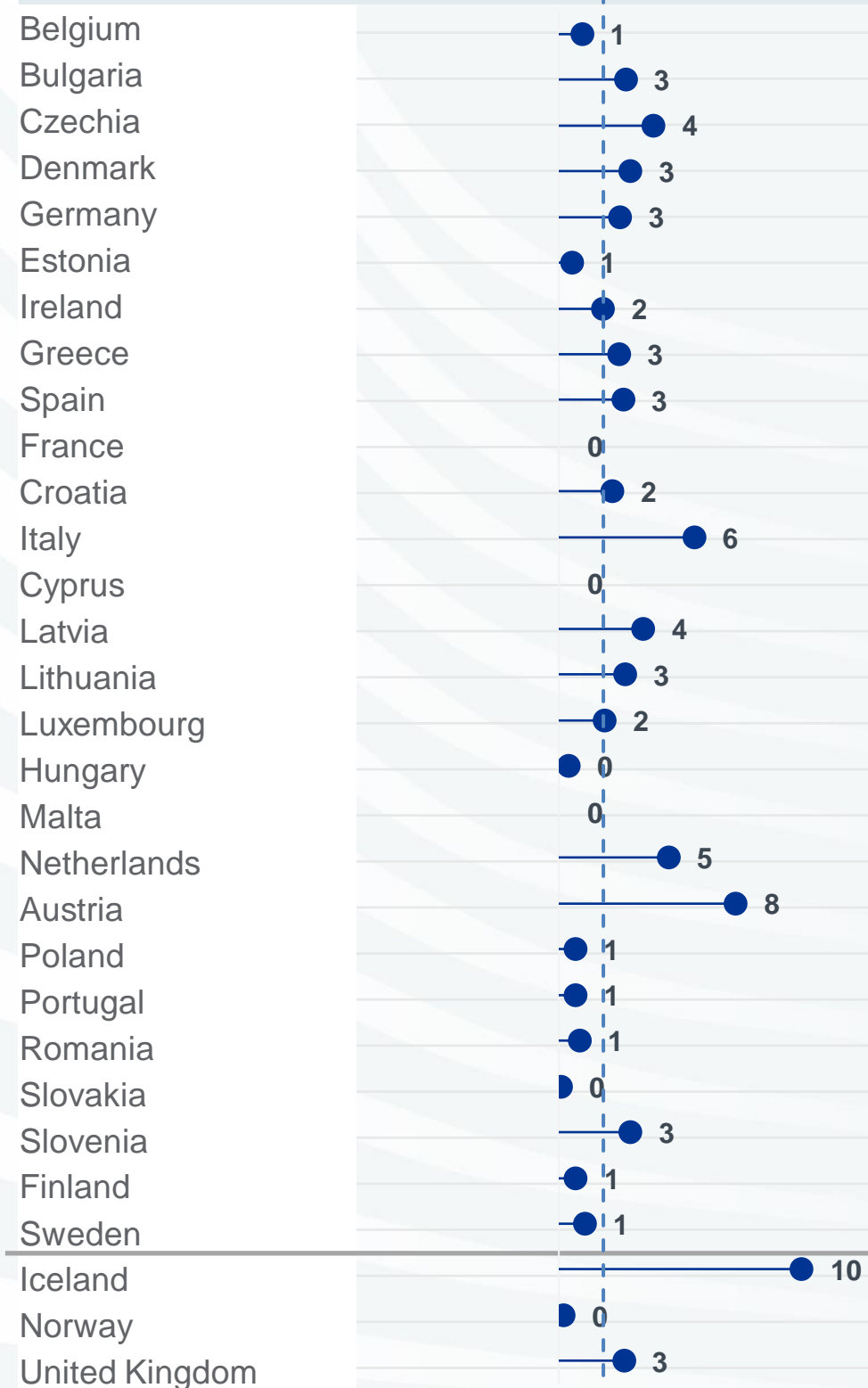
United Kingdom, Iceland and Norway excluded from top/bottom 3 shading
In the following countries results are based on sample sizes below 50, and so should be interpreted with caution: CY (n=25), LU (n=47).



And what did you do? Joined a collective redress action (%)

EU27 AVERAGE

3





In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the retailer or service provider?

Satisfied (very satisfied + fairly satisfied) (%)

EU27 AVERAGE

66

GENDER



Female



67

Male



65

EDUCATION



64

Low

68

Medium

64

High

HOUSEHOLD COMPOSITION



63

Single-person household



63

Married or cohabiting couple, no children or no children living at home



66

Single parent, one or more children living at home



71

Married or cohabiting couple, with one or more children living at home

AGE



18-34



69

35-54



67

55-64



63

65+



60

EASE OF MANAGING FINANCIALLY



55

Very difficult

62

Fairly difficult

65

Fairly easy

74

Very easy

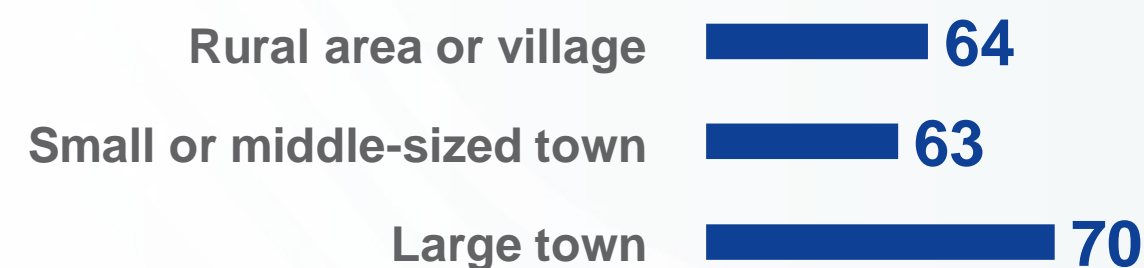


In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the retailer or service provider?

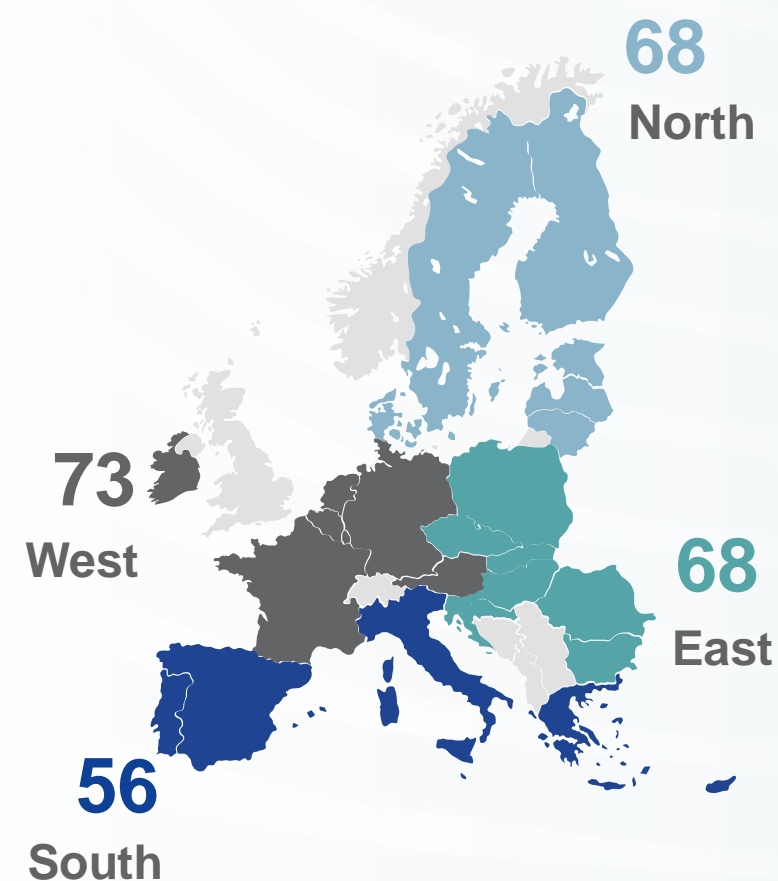
Satisfied (very satisfied + fairly satisfied) (%)

EU27 AVERAGE 66

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
64

Medium
67

Low
67

See technical note for calculation of indicator



In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the manufacturer?

Satisfied (very satisfied + fairly satisfied) (%)

EU27 AVERAGE

63

GENDER



Female



64

Male



62

EDUCATION



63

Low

67

Medium

59

High

HOUSEHOLD COMPOSITION



65

Single-person household



65

Married or cohabiting couple, no children or no children living at home



62

Single parent, one or more children living at home



58

Married or cohabiting couple, with one or more children living at home

AGE



18-34



64

35-54



60

55-64



66

65+



68

EASE OF MANAGING FINANCIALLY



49

Very difficult

51

Fairly difficult

71

Fairly easy

68

Very easy



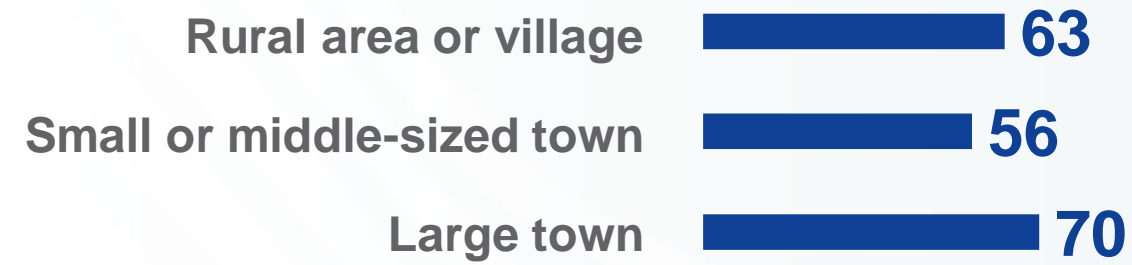
In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the manufacturer?

Satisfied (very satisfied + fairly satisfied) (%)

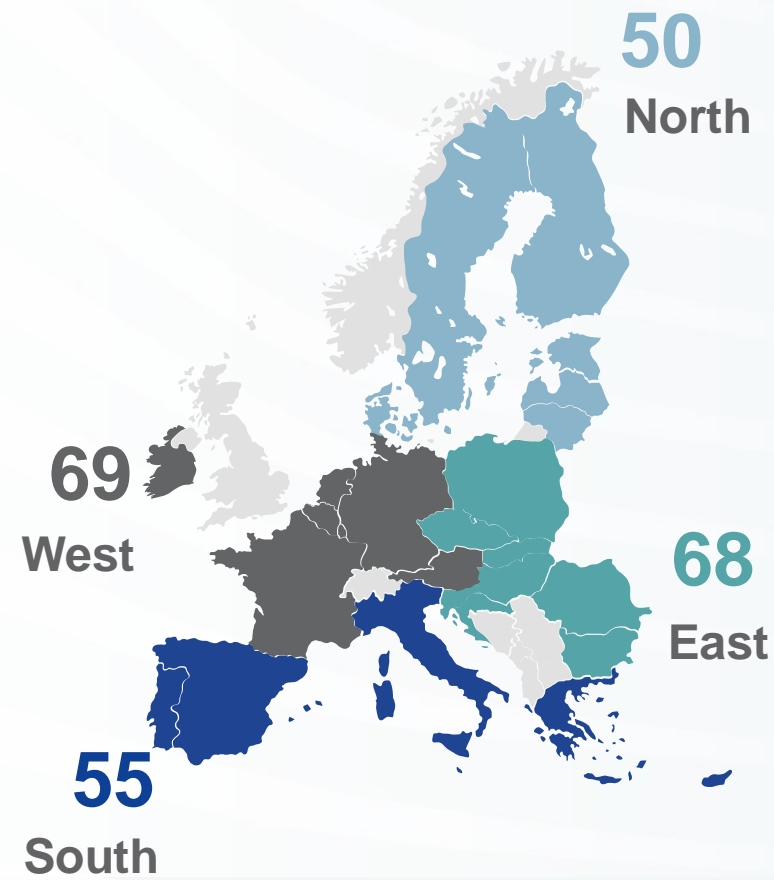
EU27 AVERAGE

63

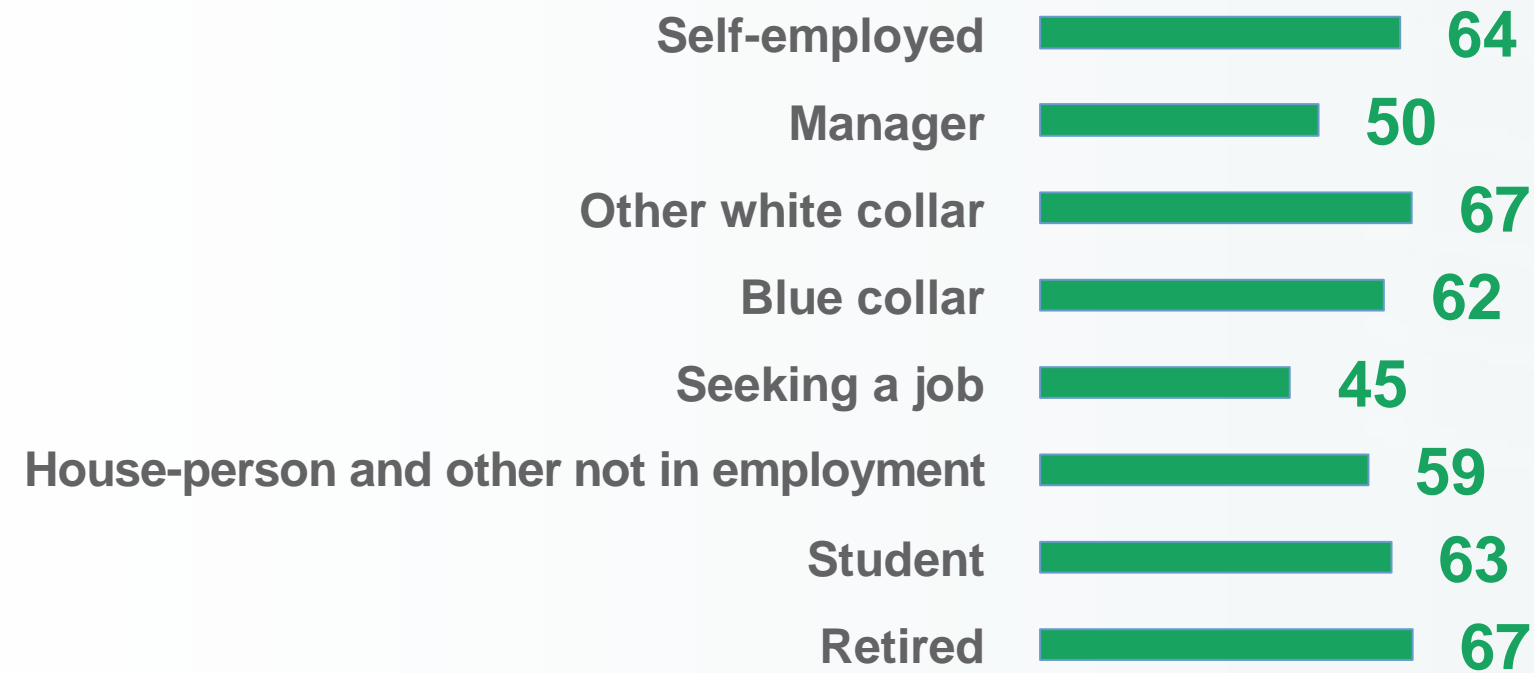
GEOGRAPHIC AREA



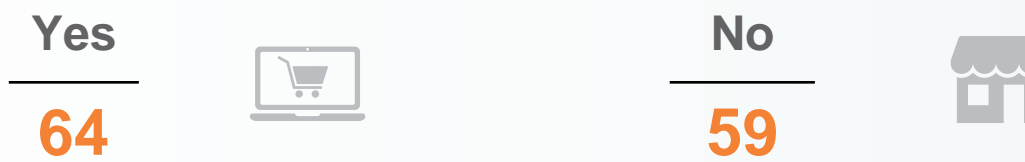
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



See technical note for calculation of indicator



In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the public authority?

Satisfied (very satisfied + fairly satisfied) (%)

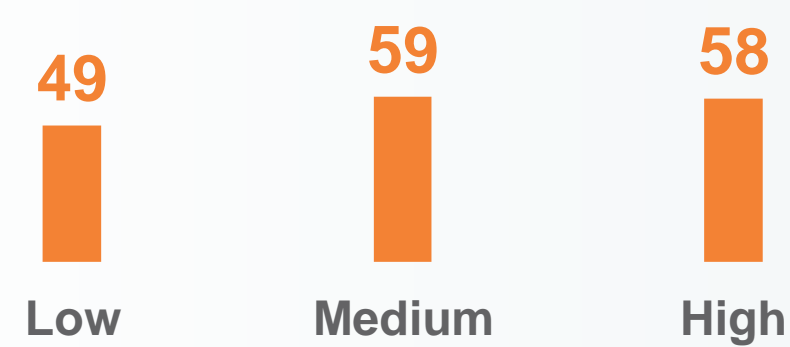
EU27 AVERAGE

57

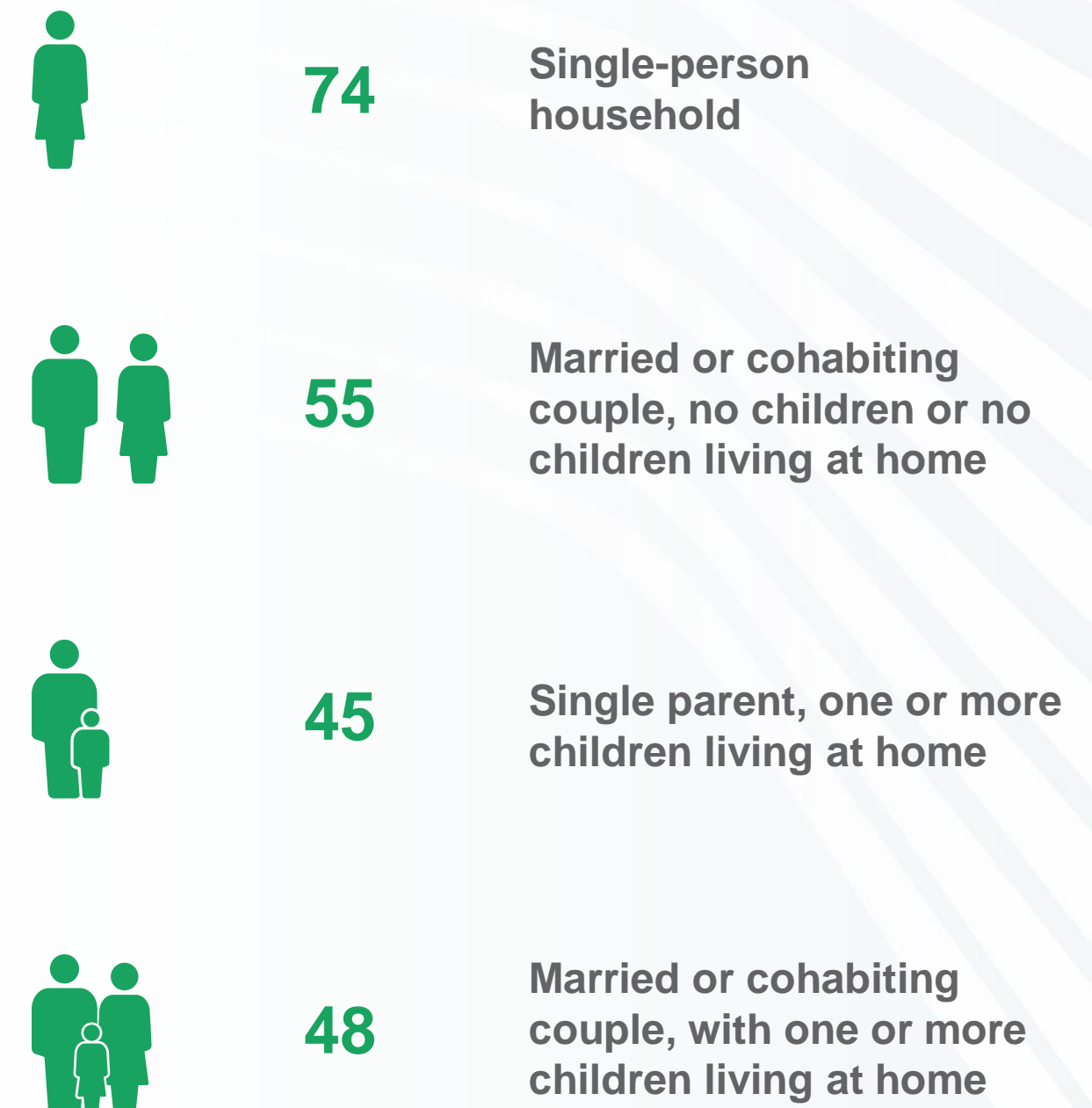
GENDER



EDUCATION



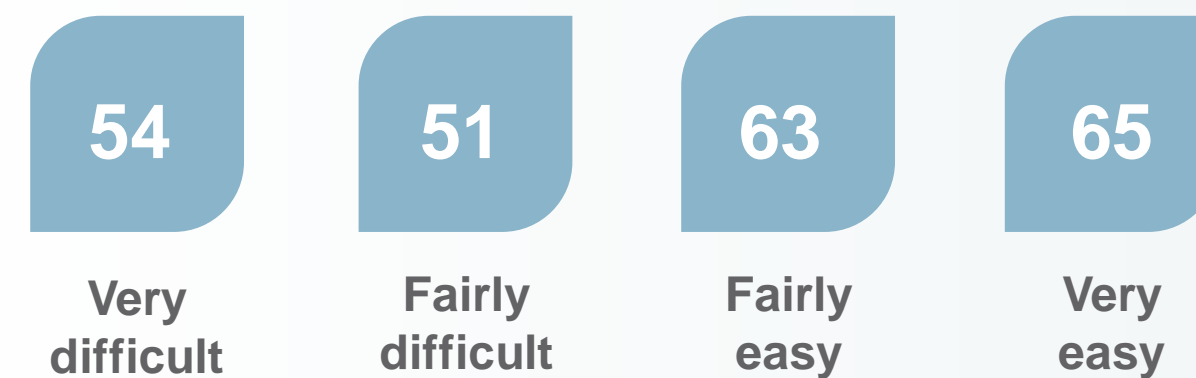
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





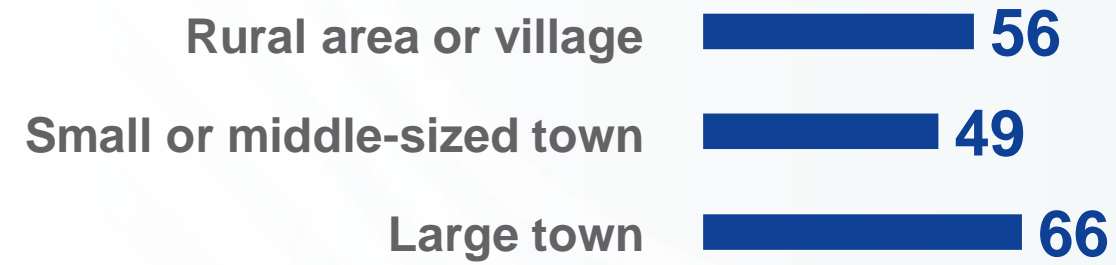
In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the public authority?

Satisfied (very satisfied + fairly satisfied) (%)

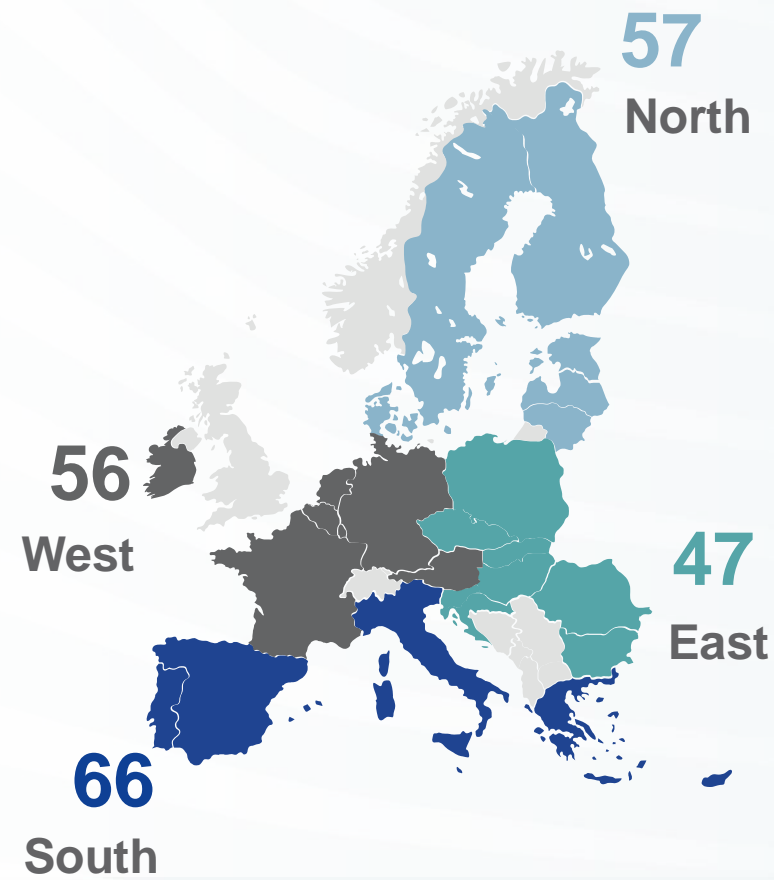
EU27 AVERAGE

57

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



See technical note for calculation of indicator



In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the consumer association or European Consumer Centre (ECC)?

Satisfied (very satisfied + fairly satisfied) (%)

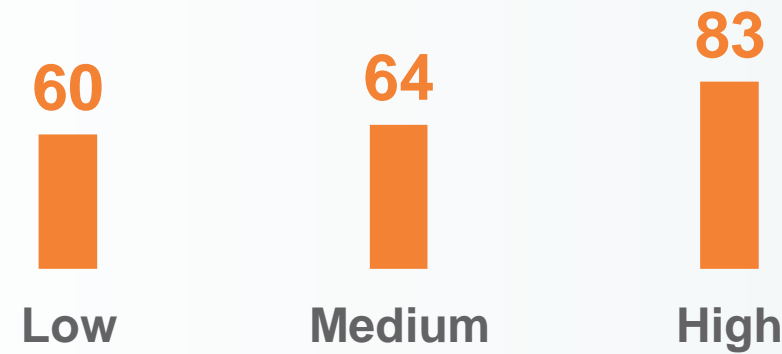
EU27 AVERAGE

76

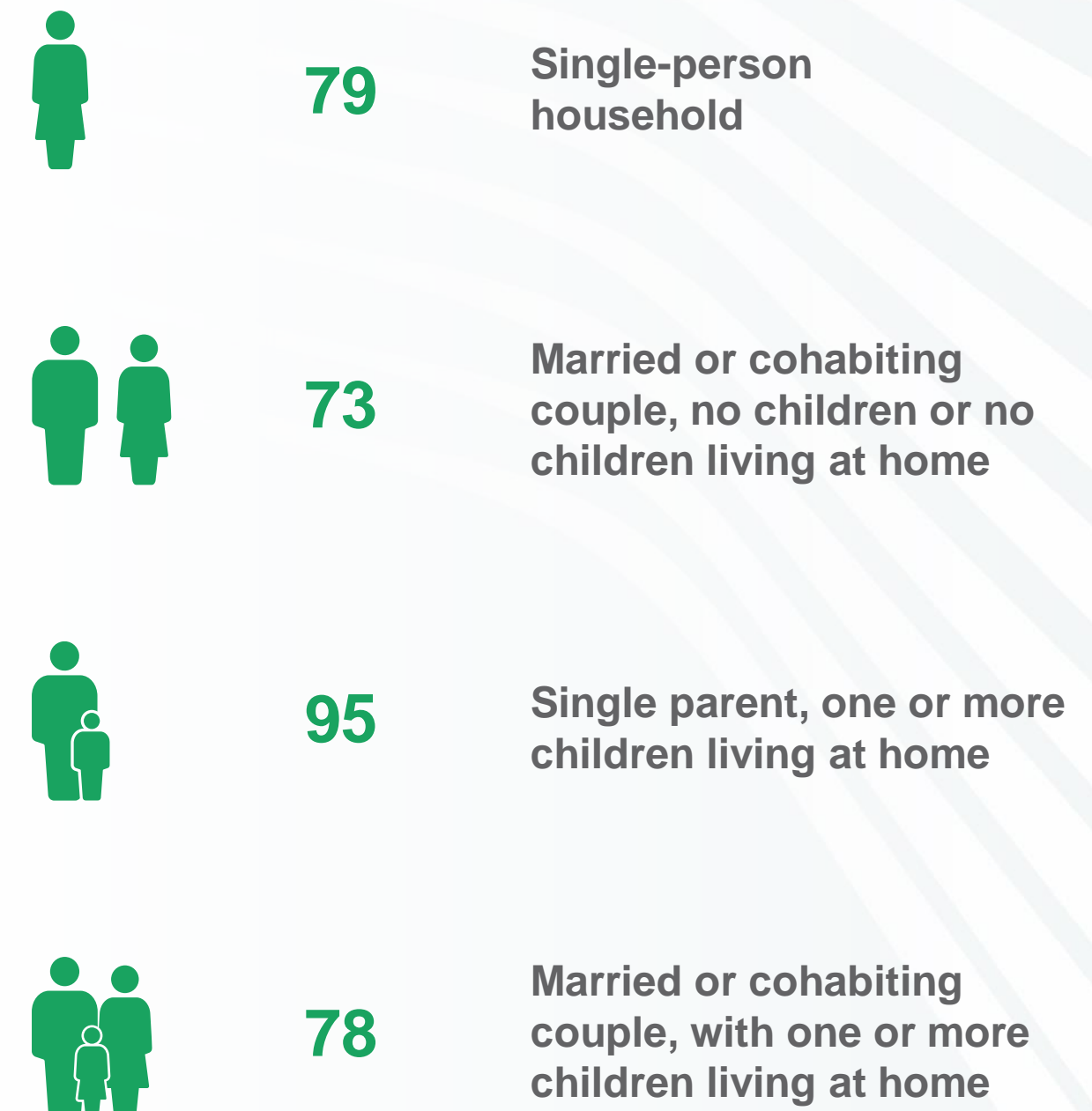
GENDER



EDUCATION



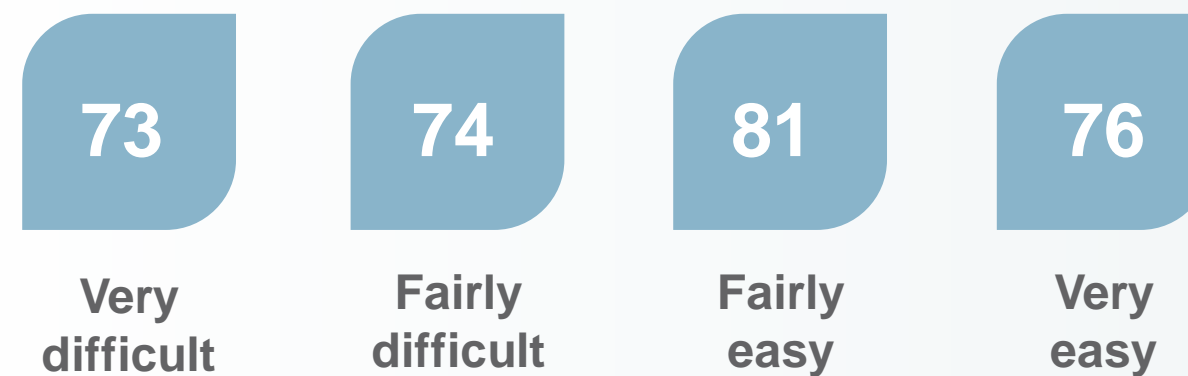
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the consumer association or European Consumer Centre (ECC)?

Satisfied (very satisfied + fairly satisfied) (%)

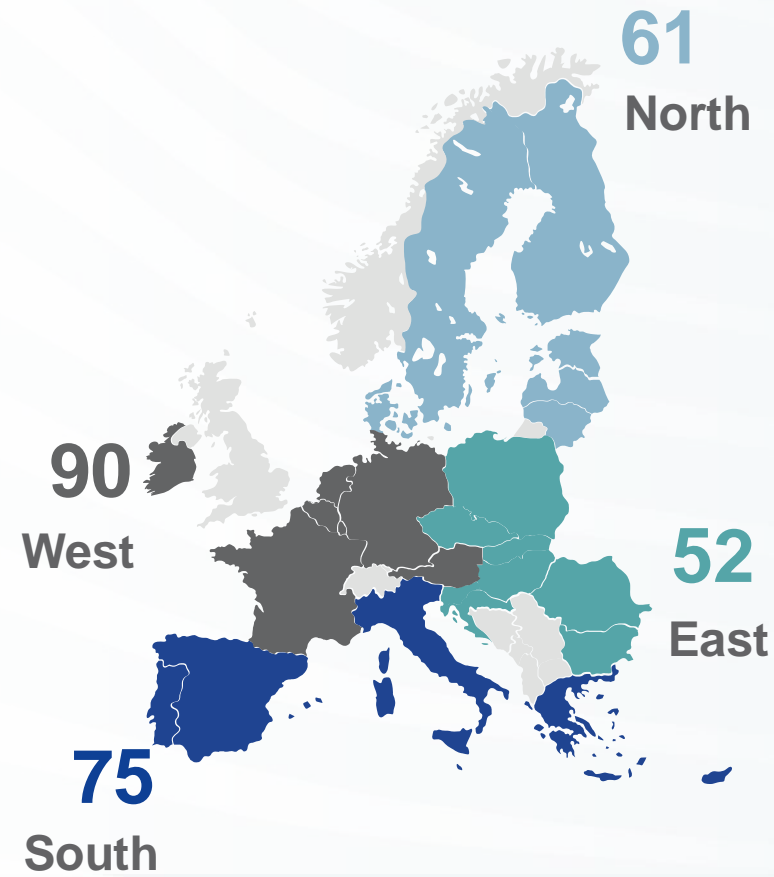
EU27 AVERAGE

76

GEOGRAPHIC AREA



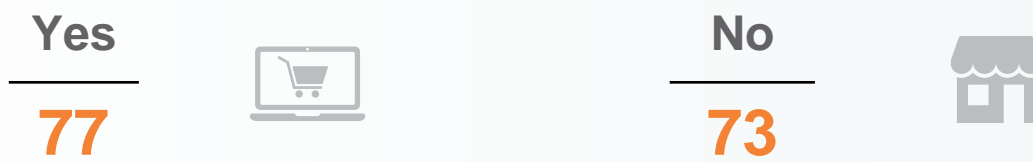
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



See technical note for calculation of indicator



In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the out-of-court dispute resolution body (ADR)?

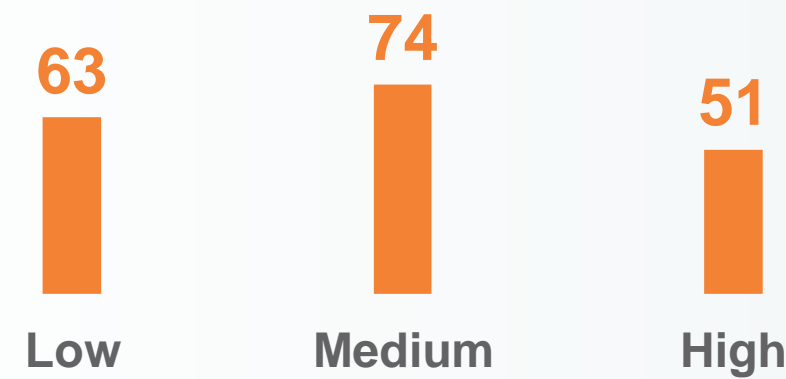
Satisfied (very satisfied + fairly satisfied) (%)

EU27 AVERAGE 61

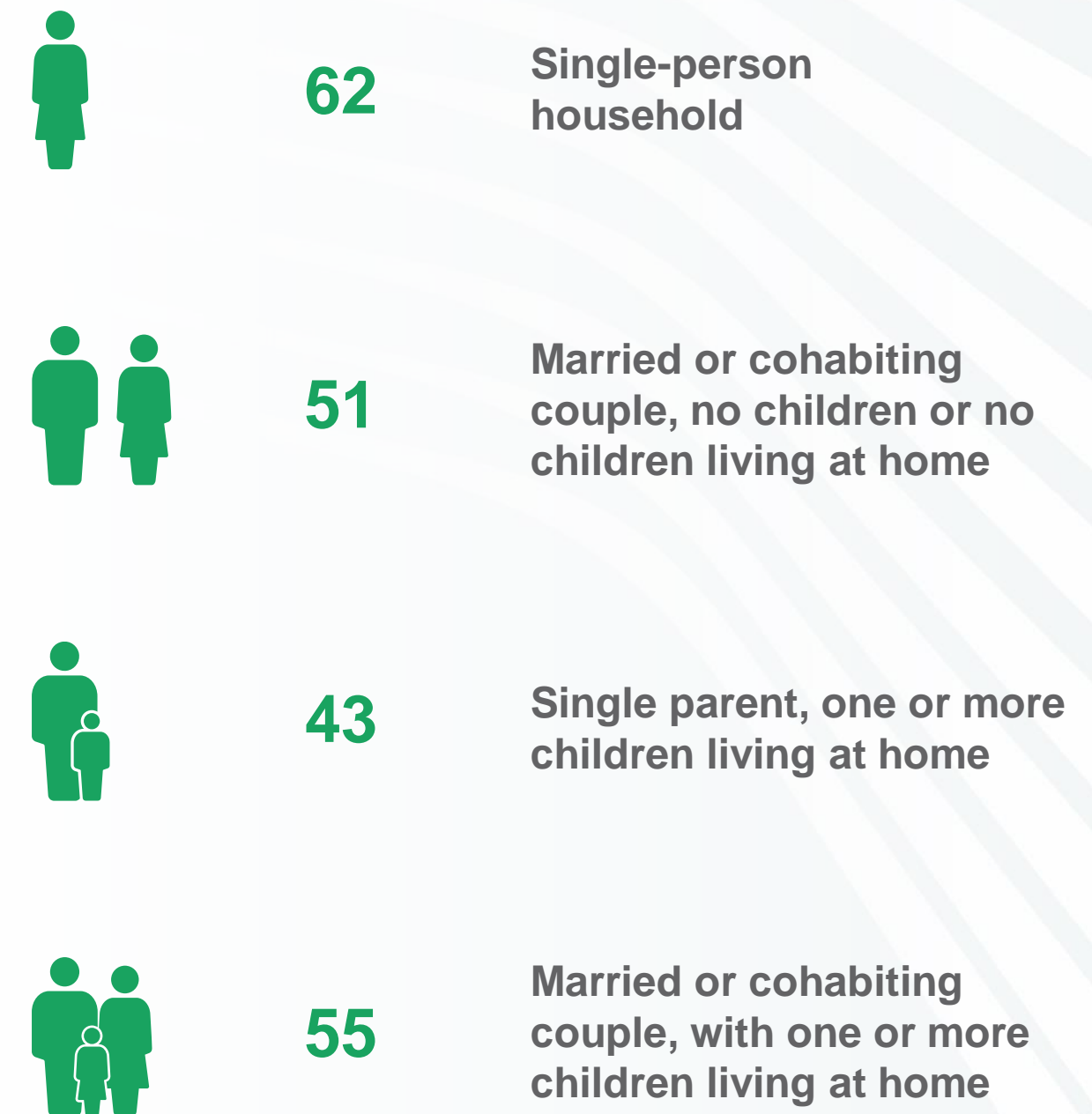
GENDER



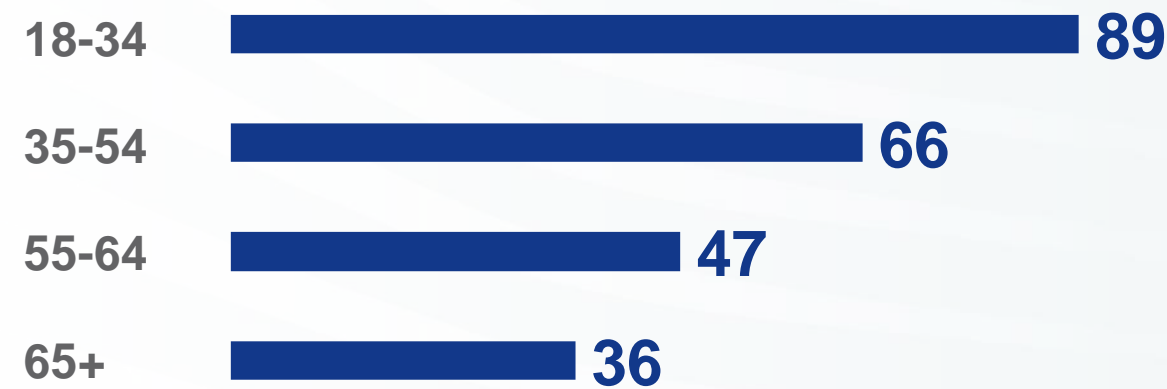
EDUCATION



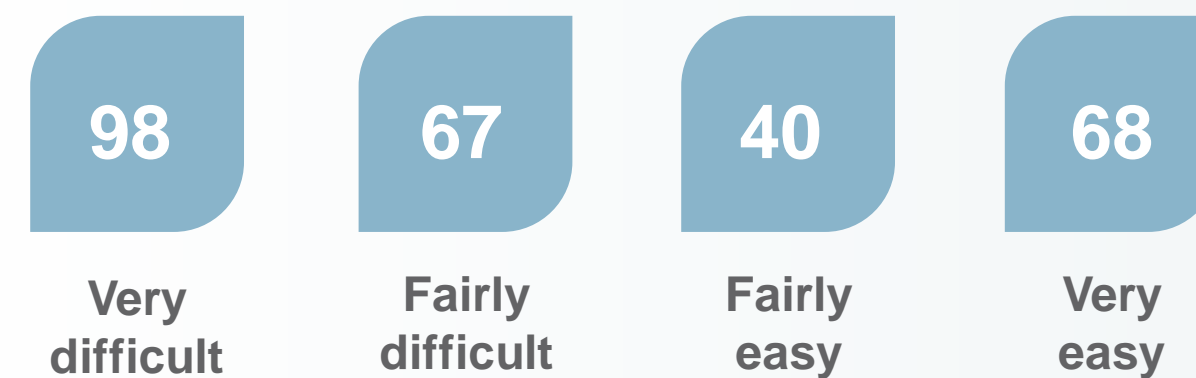
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the out-of-court dispute resolution body (ADR)?

Satisfied (very satisfied + fairly satisfied) (%)

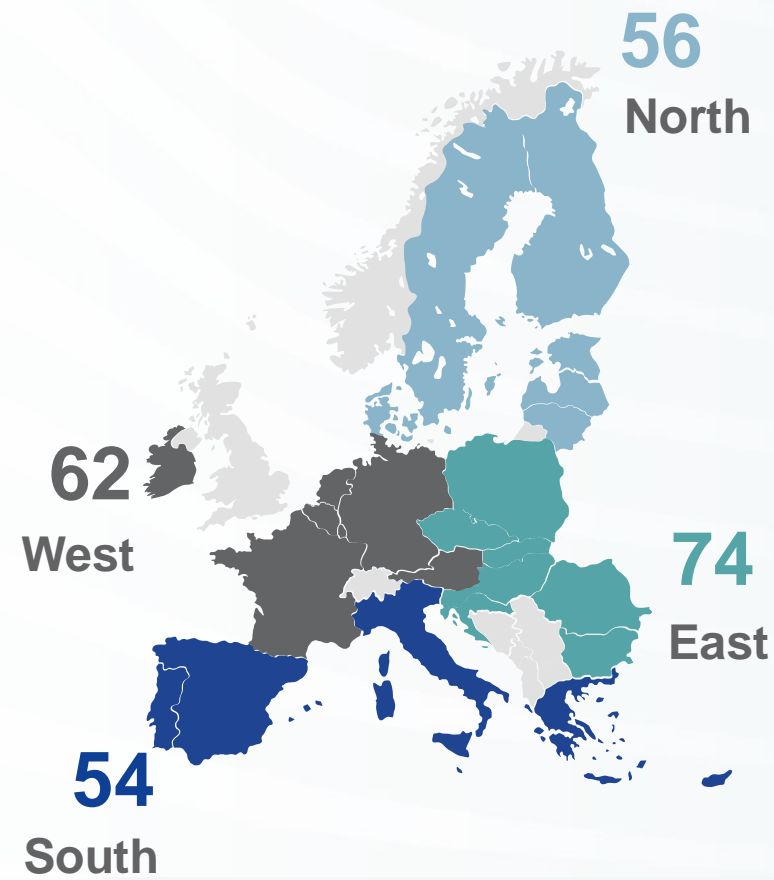
EU27 AVERAGE

61

GEOGRAPHIC AREA



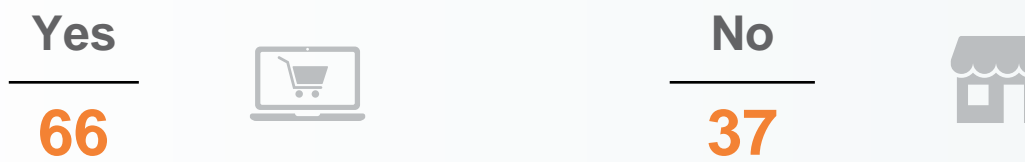
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



See technical note for calculation of indicator

For the following subgroups, the results are based on sample sizes below 50, and so should be interpreted with caution: People who are self employed (n=23), people who are managers (n=14), people who are other white collar (n=33), people who are blue collar (n=18), people who are seeking a job (n=4), people who are house-person and other not in employment (n=6), people who are students (n=5), people who are retired (n=26), People who live in a rural area or village (n=36), people who live in a small or middle-sized town (n=33), North region (n=31), South region (n=30), East region (n=35), West region (n=36), those with high knowledge of consumer rights (n=43), those with medium knowledge of consumer rights (n=39), those who have not purchased online in the past 12 months (n=28).



In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the Online Dispute Resolution Scheme?

Satisfied (very satisfied + fairly satisfied) (%)

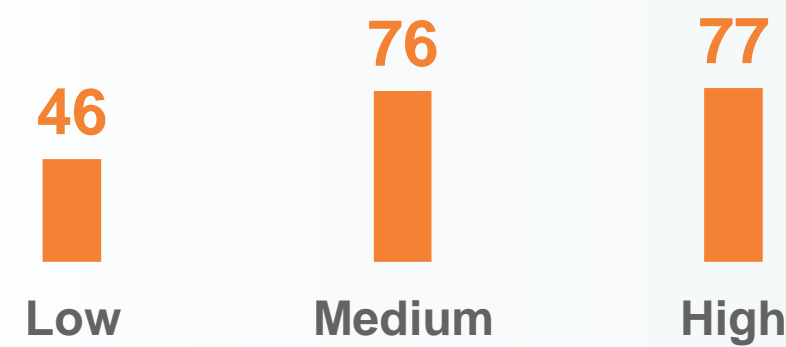
EU27 AVERAGE

75

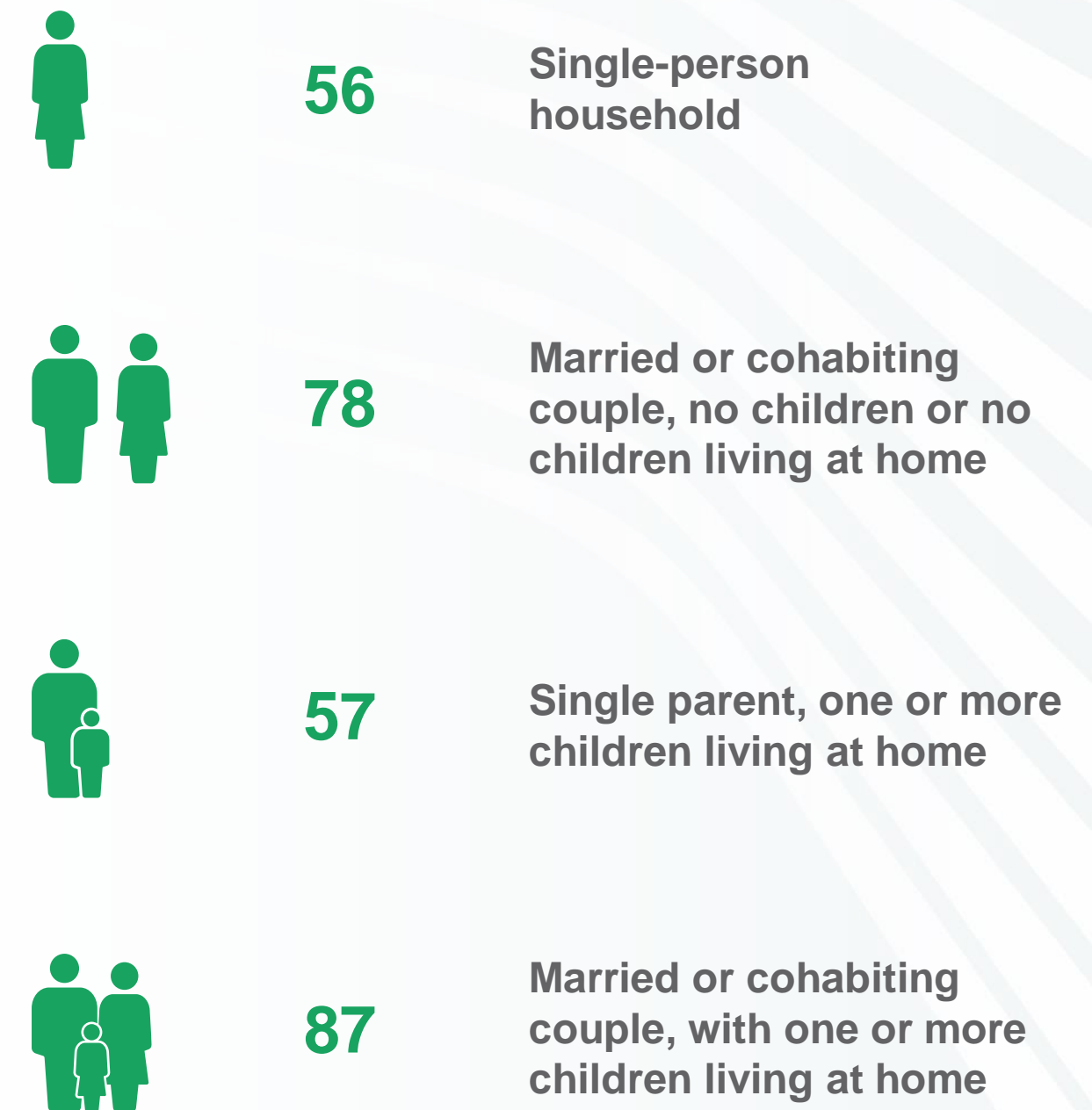
GENDER



EDUCATION



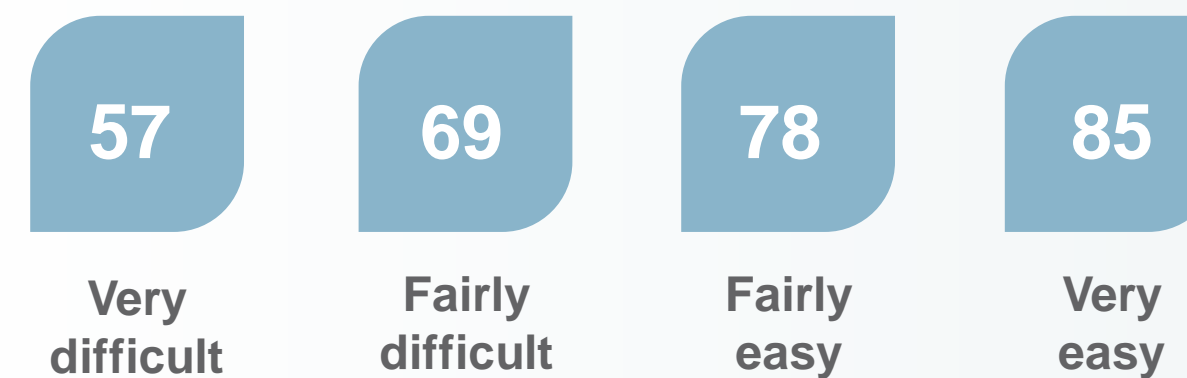
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the Online Dispute Resolution Scheme?

Satisfied (very satisfied + fairly satisfied) (%)

EU27 AVERAGE

75

GEOGRAPHIC AREA



Rural area or village 75

Small or middle-sized town 72

Large town 78

EU REGION



61 North

60 West

70 East

83 South

OCCUPATION



Self-employed 76

Manager 77

Other white collar 77

Blue collar 76

Seeking a job 36

House-person and other not in employment 80

Student 82

Retired 74

PURCHASED ONLINE IN PAST 12 MONTHS



Yes 75



No 66



KNOWLEDGE OF CONSUMER RIGHTS



High 81

Medium 78

Low 63

See technical note for calculation of indicator



In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the court?

Satisfied (very satisfied + fairly satisfied) (%)

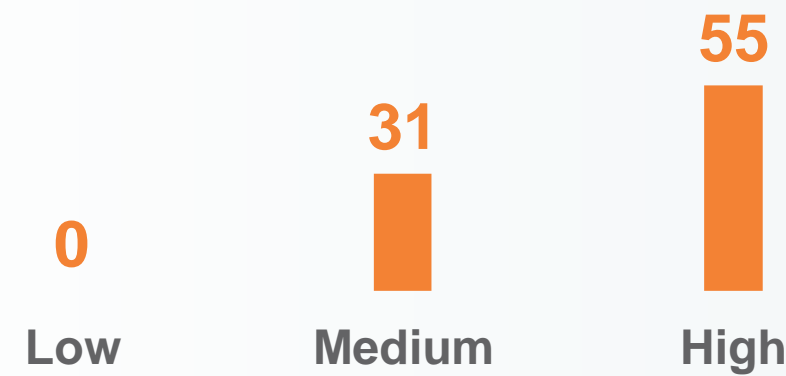
EU27 AVERAGE

48

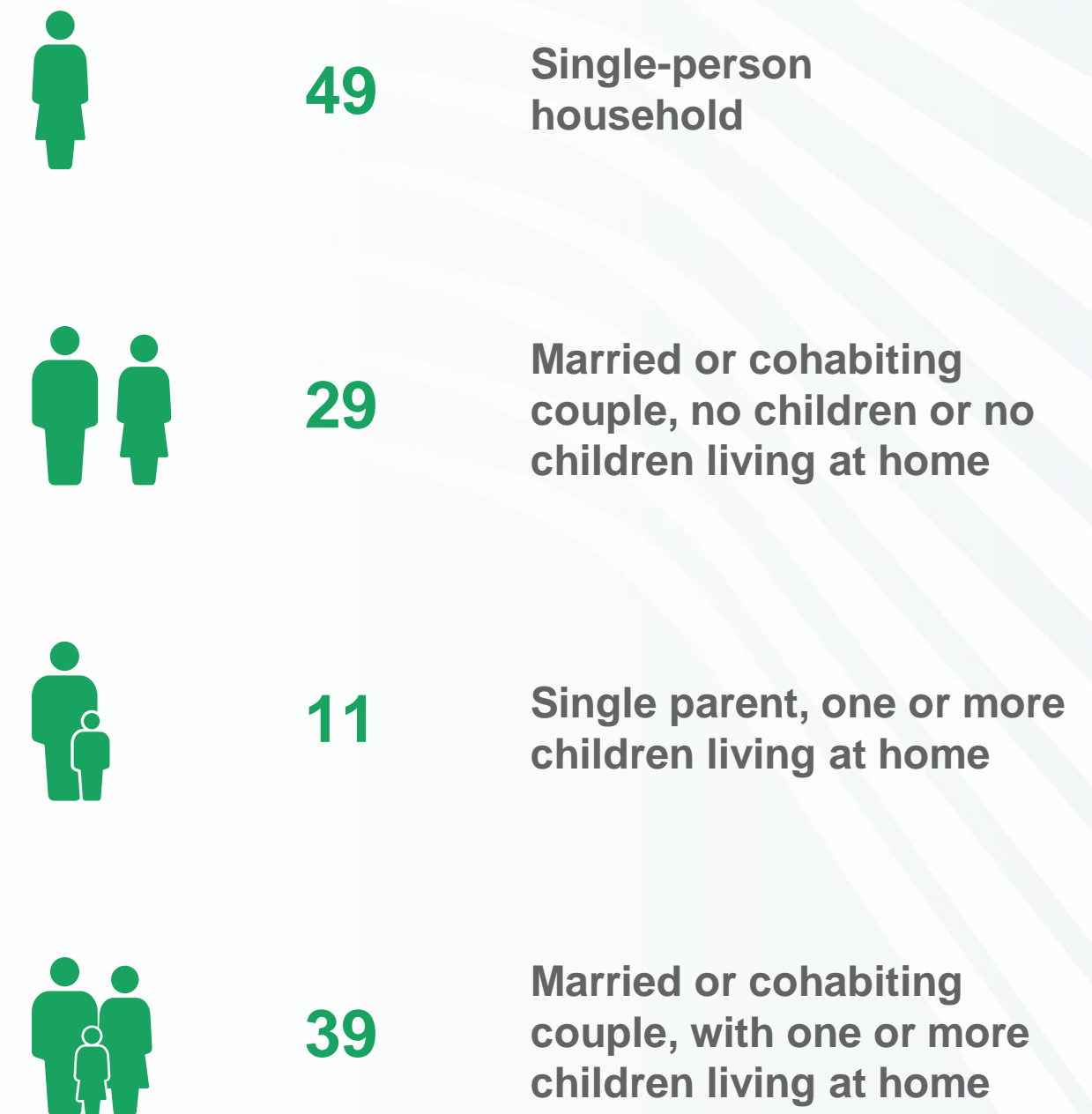
GENDER



EDUCATION



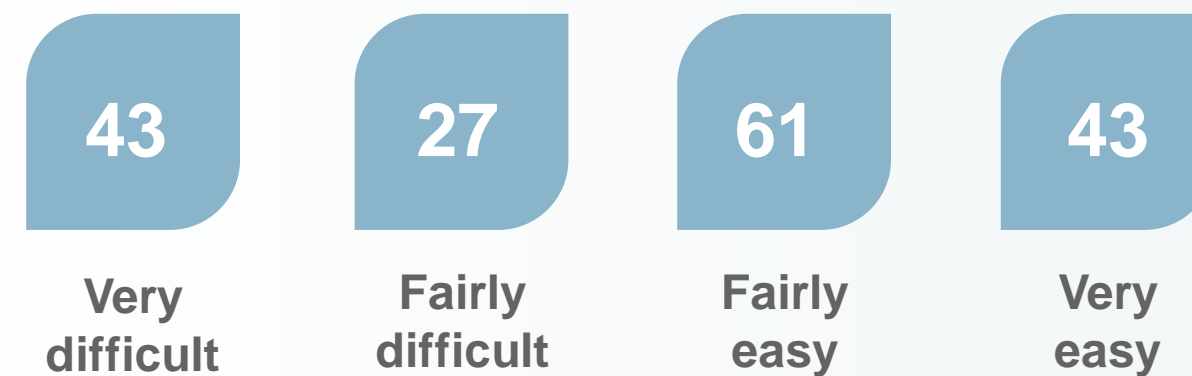
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



For the following subgroups, the results are based on sample sizes below 50, and so should be interpreted with caution: Males (n=34), females (n=23), people between the ages of 18-34 (n=12), people between the ages of 35-54 (n=23), people between the ages of 55-64 (n=12), people 65+ (n=10), people with a low level of education (n=2), people with a medium level of education (n=23), people with a high level of education (n=31), those who find it very difficult to manage financially (n=4), those who find it fairly difficult to manage financially (n=14), those who find it fairly easy to manage financially (n=25), those who find it very easy to manage financially (n=12), single-person household (n=10), married or cohabiting couple, no children or no children living at home (n=14), single parent, one or more children living at home (n=2), married or cohabiting couple, with one or more children living at home (n=21).



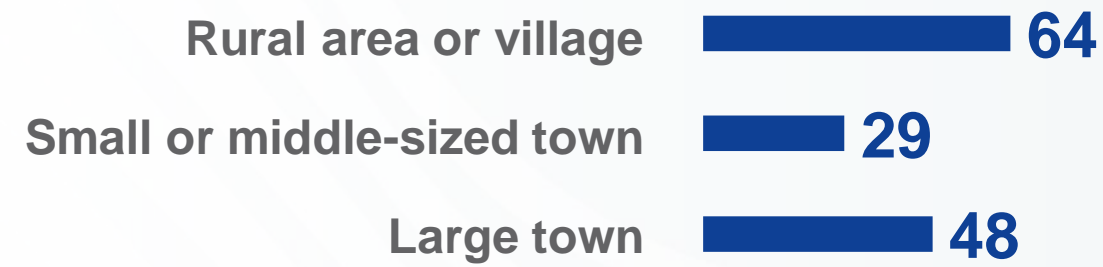
In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the court?

Satisfied (very satisfied + fairly satisfied) (%)

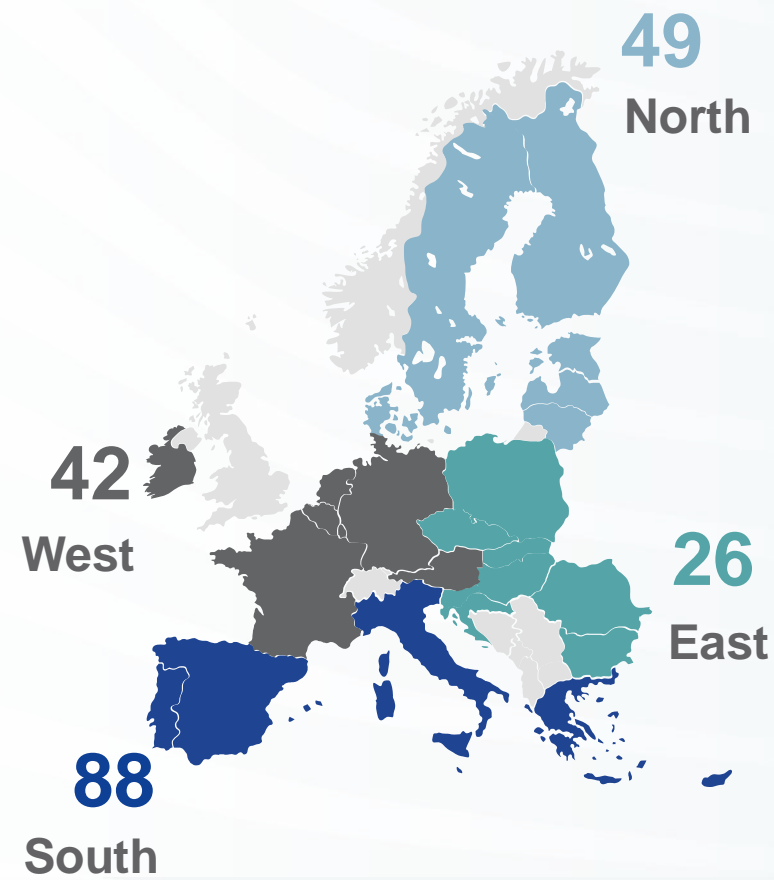
EU27 AVERAGE

48

GEOGRAPHIC AREA



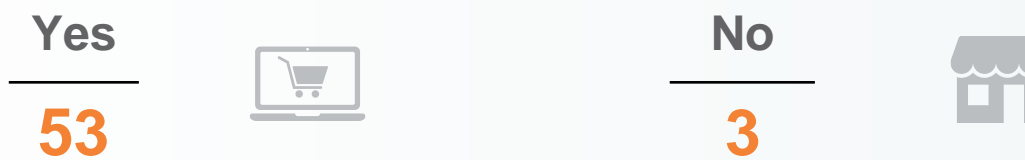
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



See technical note for calculation of indicator

For the following subgroups, the results are based on sample sizes below 50, and so should be interpreted with caution: People who are self employed (n=13), people who are managers (n=9), people who are other white collar (n=12), people who are blue collar (n=7), people who are seeking a job (n=3), people who are house-person and other not in employment (n=1), people who are students (n=3), people who are retired (n=9), People who live in a rural area or village (n=15), people who live in a small or middle-sized town (n=14), people who live in a large town (n=28), North region (n=13), South region (n=7), East region (n=19), West region (n=18), those with high knowledge of consumer rights (n=23), those with medium knowledge of consumer rights (n=13), those with low knowledge of consumer rights (n=21), those who have purchased online in the past 12 months (n=49), those who have not purchased online in the past 12 months (n=8)



In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the collective redress action?

Satisfied (very satisfied + fairly satisfied) (%)

EU27 AVERAGE

52

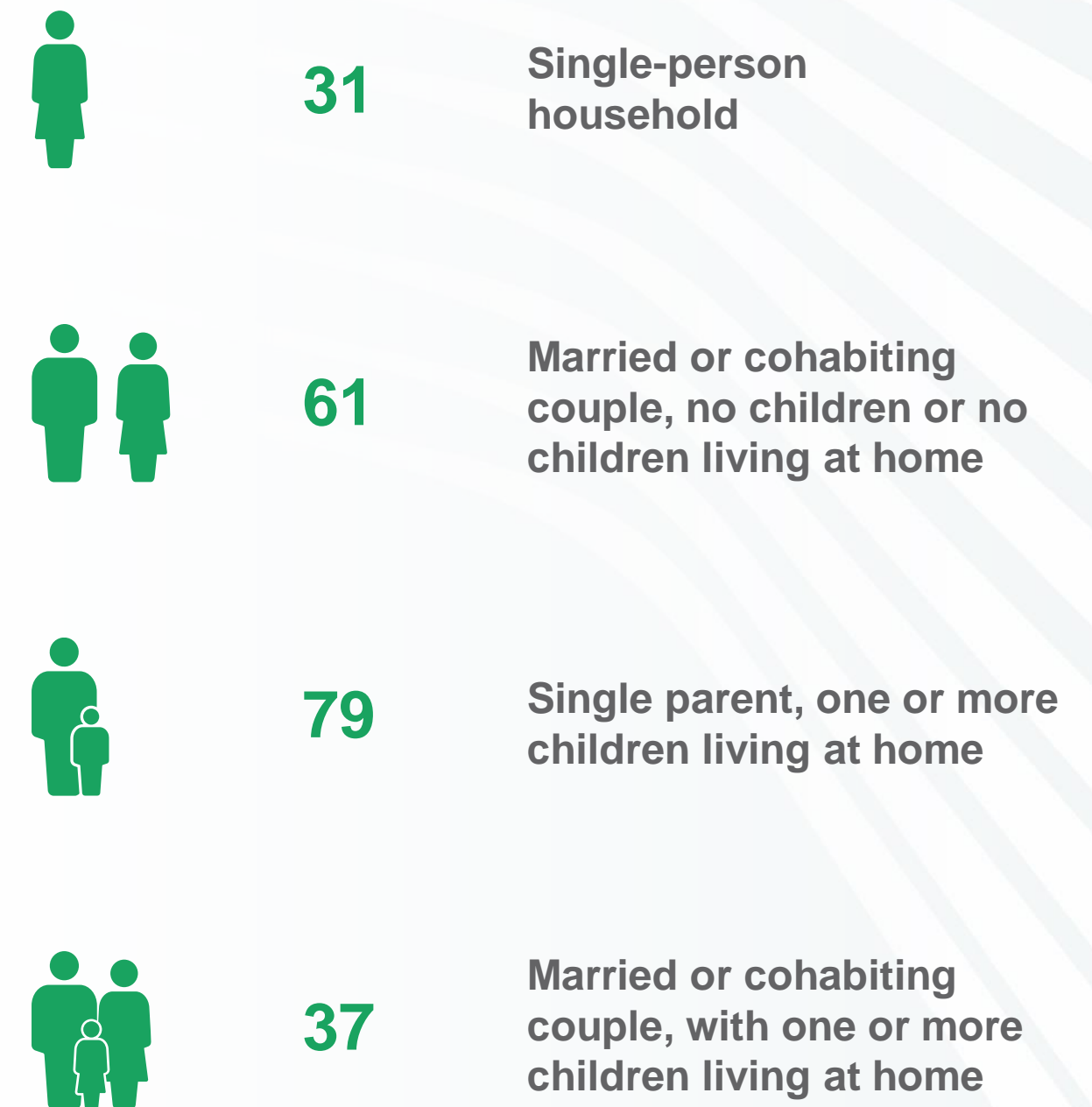
GENDER



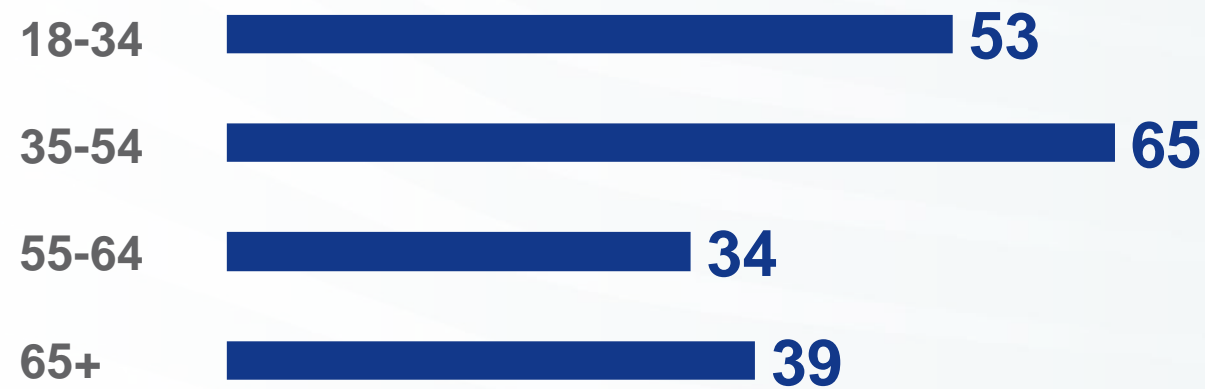
EDUCATION



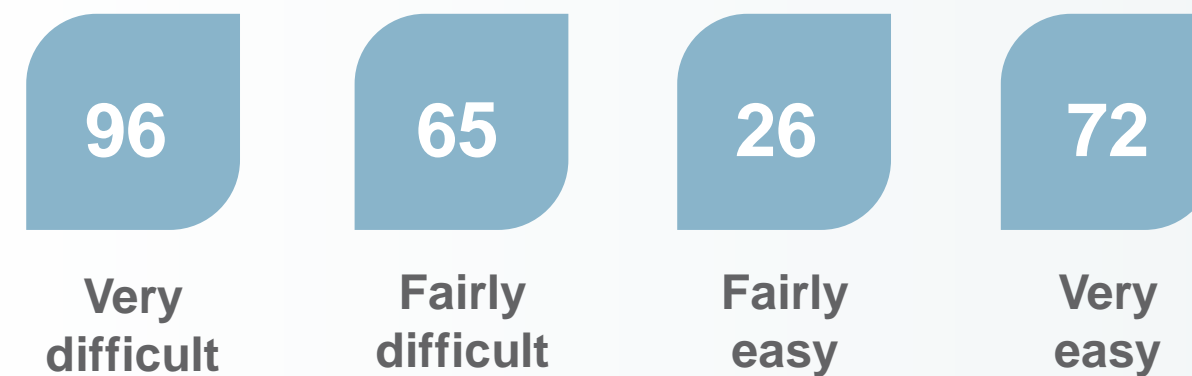
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



For the following subgroups, the results are based on sample sizes below 50, and so should be interpreted with caution: Males (n=46), females (n=33), people between the ages of 18-34 (n=20), people between the ages of 35-54 (n=30), people between the ages of 55-64 (n=16), people 65+ (n=13), people with a low level of education (n=9), people with a medium level of education (n=23), people with a high level of education (n=46), those who find it very difficult to manage financially (n=9), those who find it fairly difficult to manage financially (n=15), those who find it fairly easy to manage financially (n=36), those who find it very easy to manage financially (n=16), single-person household (n=14), married or cohabiting couple, no children or no children living at home (n=26), single parent, one or more children living at home (n=5), married or cohabiting couple, with one or more children living at home (n=24).



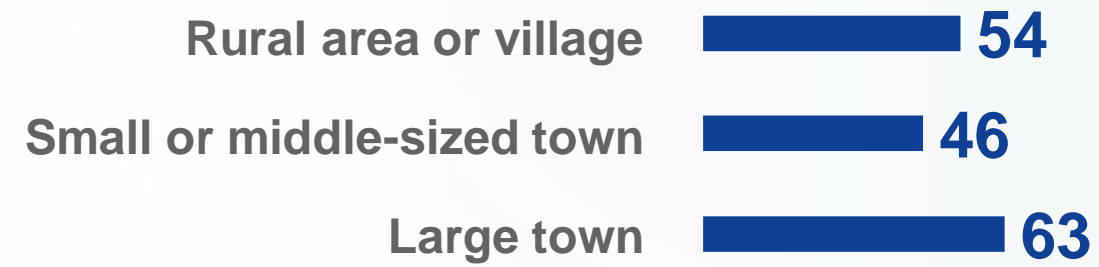
In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the collective redress action?

Satisfied (very satisfied + fairly satisfied) (%)

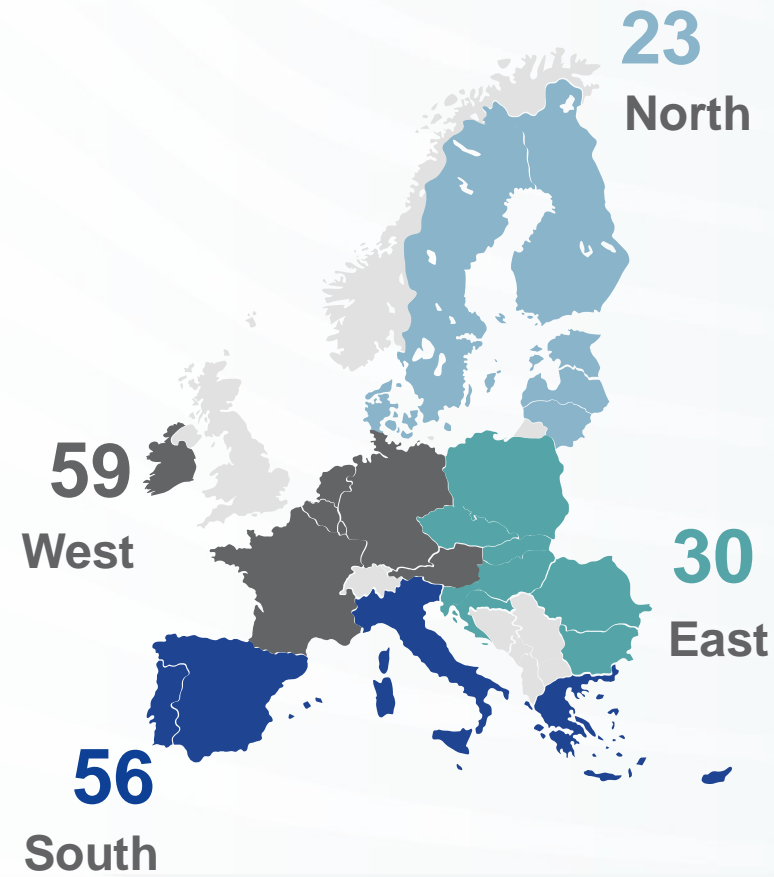
EU27 AVERAGE

52

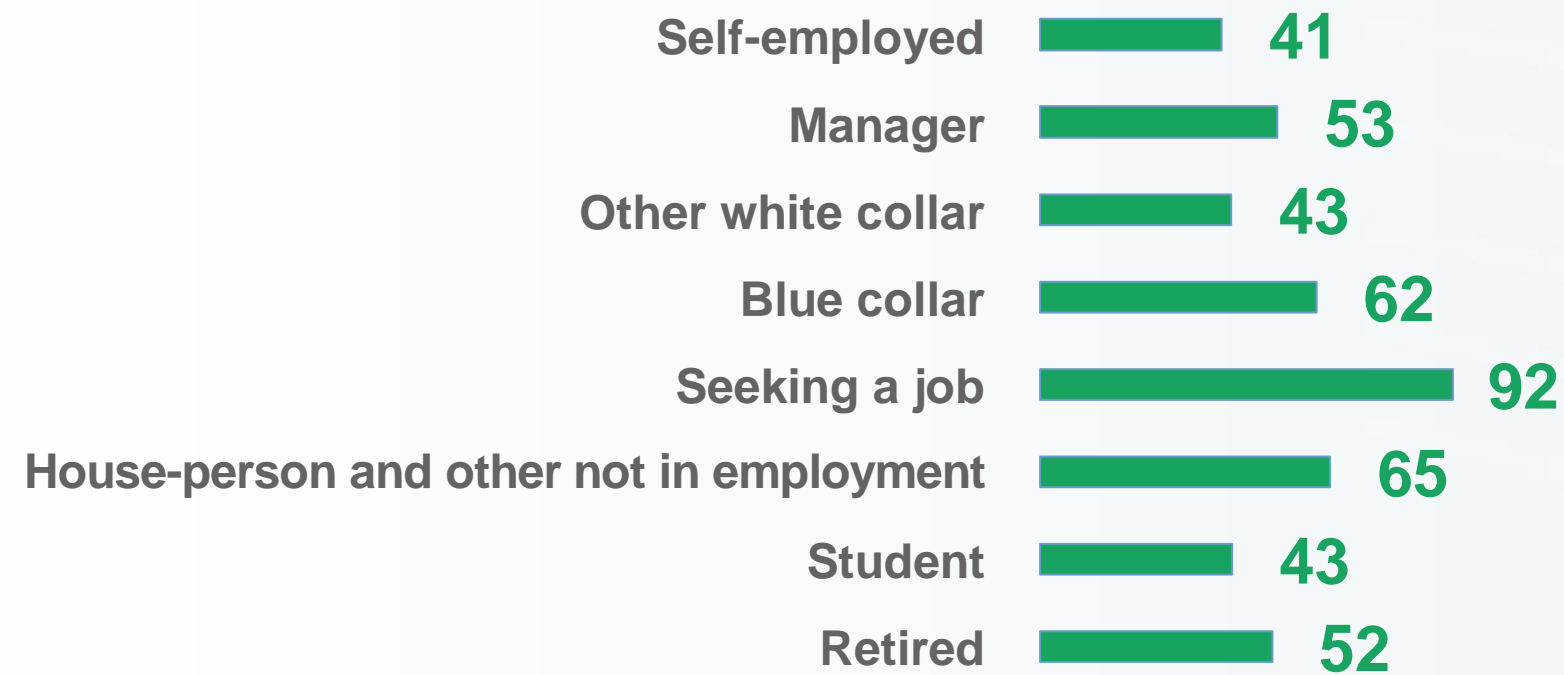
GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



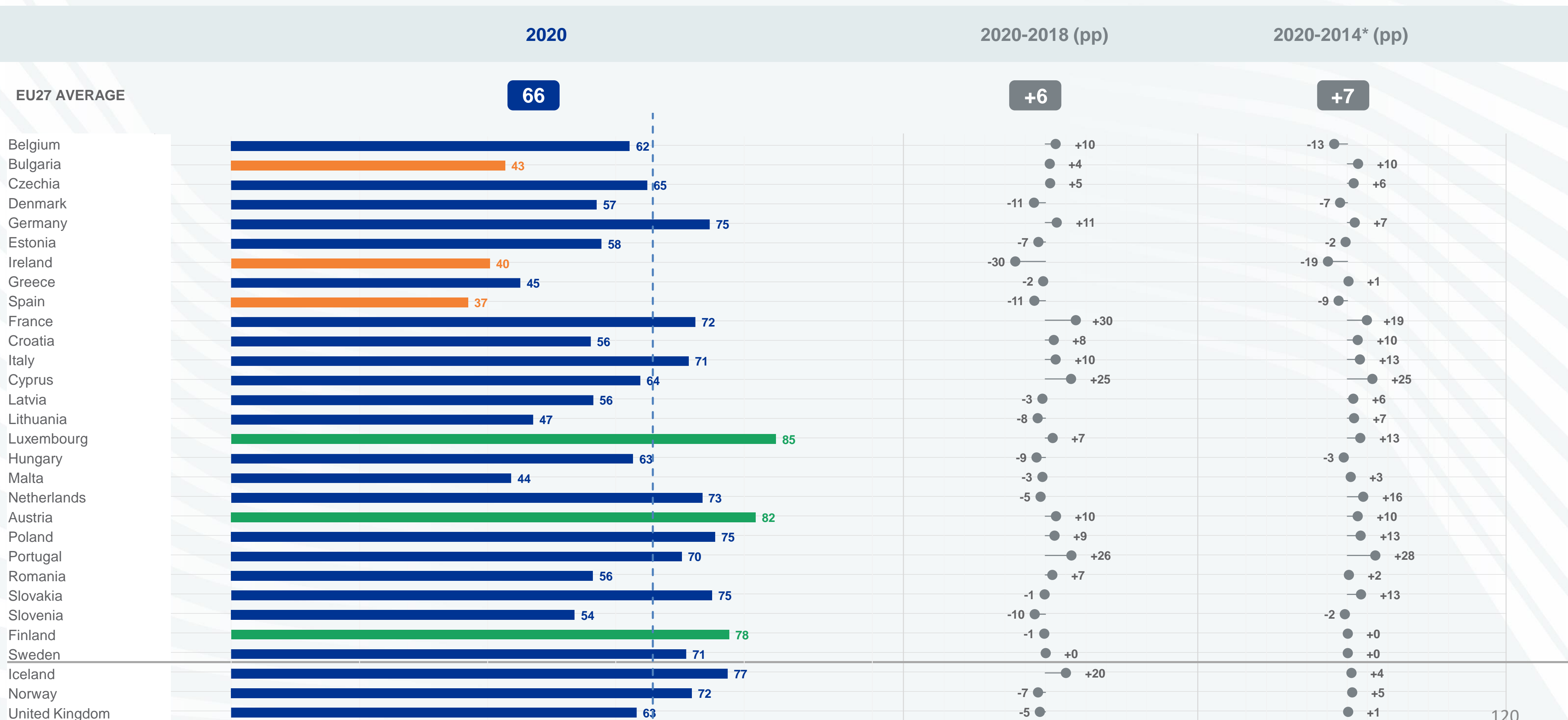
See technical note for calculation of indicator

For the following subgroups, the results are based on sample sizes below 50, and so should be interpreted with caution: People who are self employed (n=8), people who are managers (n=8), people who are other white collar (n=19), people who are blue collar (n=15), people who are seeking a job (n=4), people who are house-person and other not in employment (n=4), people who are students (n=3), people who are retired (n=16), People who live in a rural area or village (n=22), people who live in a small or middle-sized town (n=30), people who live in a large town (n=27), North region (n=17), South region (n=19), East region (n=24), West region (n=19), those with high knowledge of consumer rights (n=26), those with medium knowledge of consumer rights (n=24), those with low knowledge of consumer rights (n=29), those who have not purchased online in the past 12 months (n=13).



In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the retailer or service provider?

Satisfied (very satisfied + fairly satisfied) (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+) who have experienced a problem in the past 12 months and took action to solve it

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading
In the following countries results are based on sample sizes below 50, and so should be interpreted with caution: EL (n=46), CY (n=16), LU (n=40), MT (n=37).

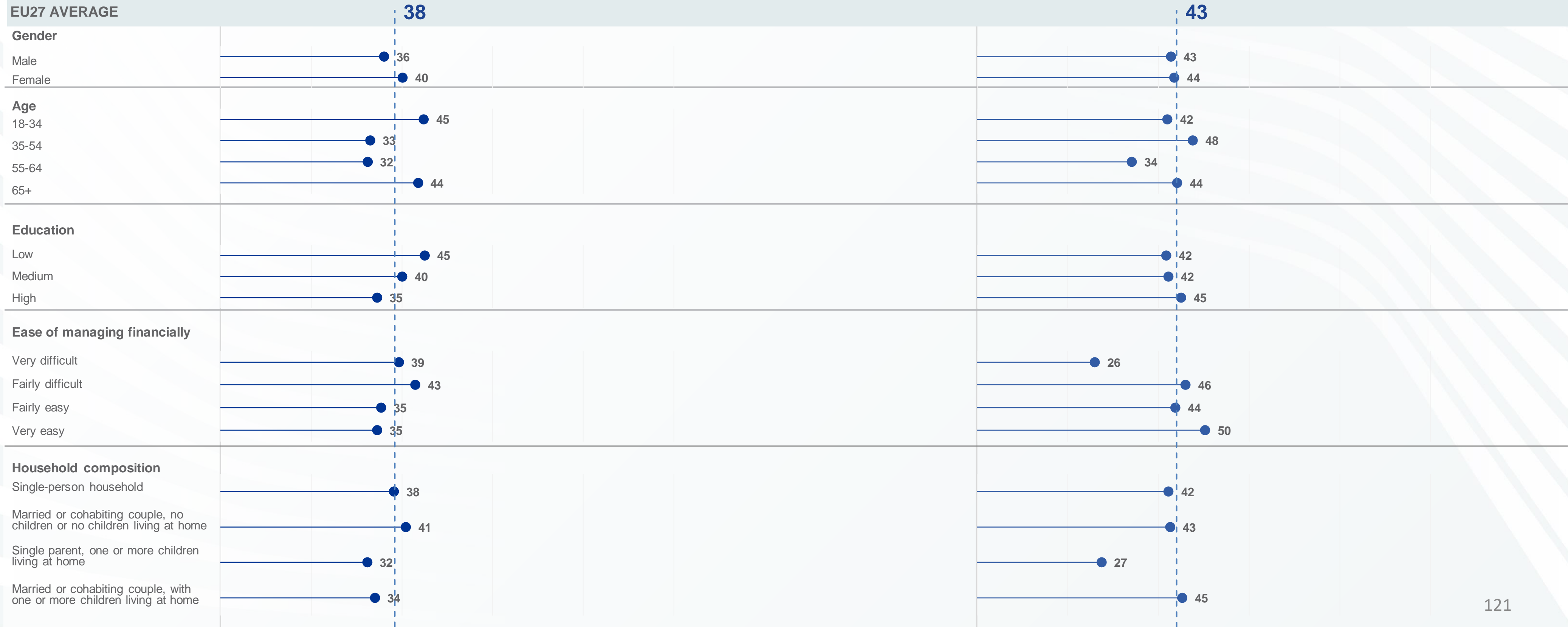


What were the main reasons you did not take any action?

(%)

Were unlikely to get a satisfactory solution to the problem you encountered

The sums involved were too small



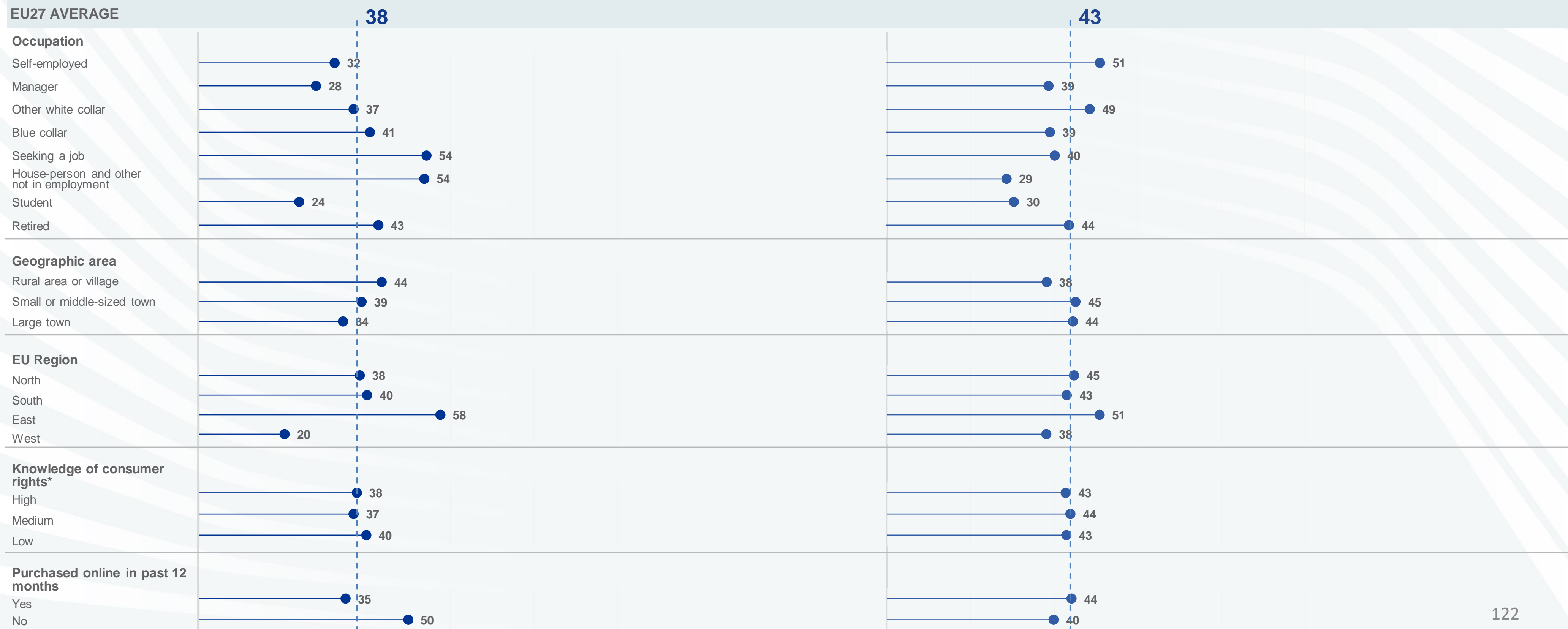


What were the main reasons you did not take any action?

(%)

Were unlikely to get a satisfactory solution to the problem you encountered

The sums involved were too small



Adults (aged 18+) who have experienced a problem in the past 12 months but did not do anything

* See technical note for calculation of indicator



What were the main reasons you did not take any action?

(%)

Did not know how or where to complain

Were not sure of your rights as a consumer



Adults (aged 18+) who have experienced a problem in the past 12 months but did not do anything

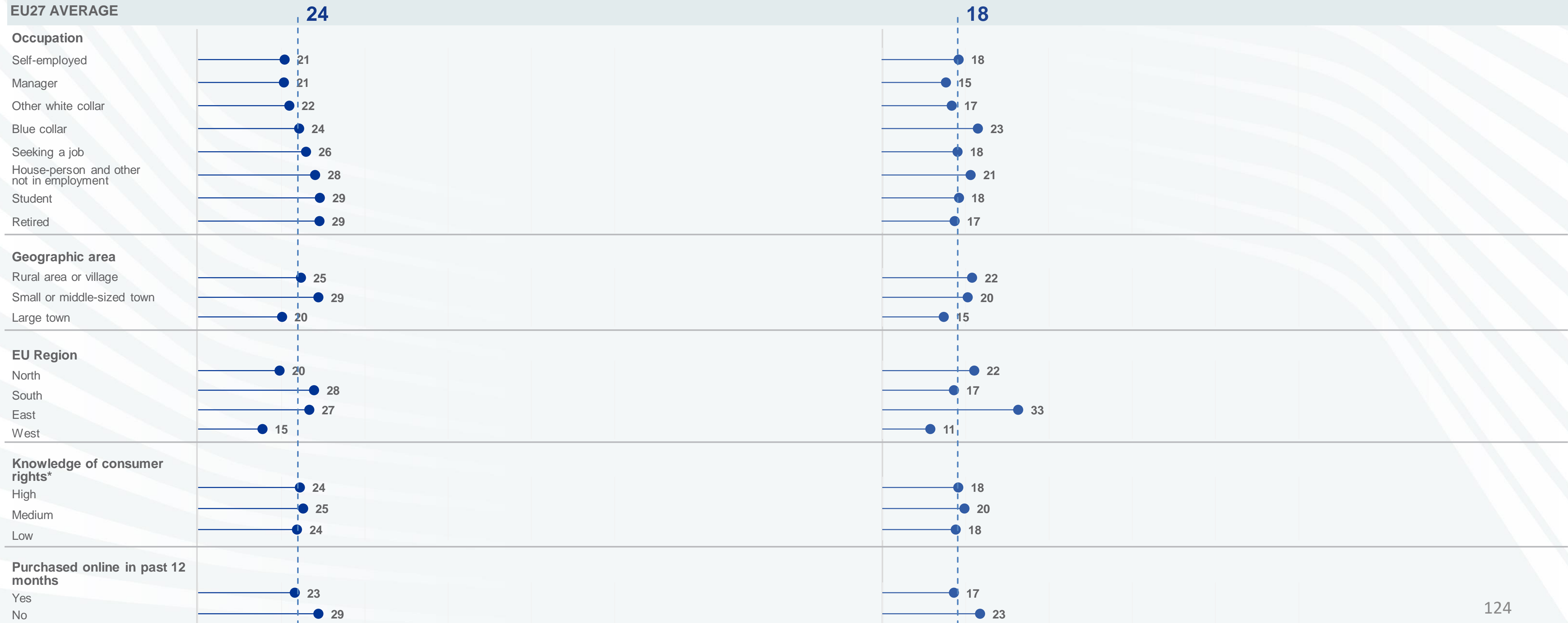


What were the main reasons you did not take any action?

(%)

Did not know how or where to complain

Were not sure of your rights as a consumer



Adults (aged 18+) who have experienced a problem in the past 12 months but did not do anything

* See technical note for calculation of indicator



What were the main reasons you did not take any action?

(%)

Thought it would take too long

Tried to complain about other problems in the past but were not successful

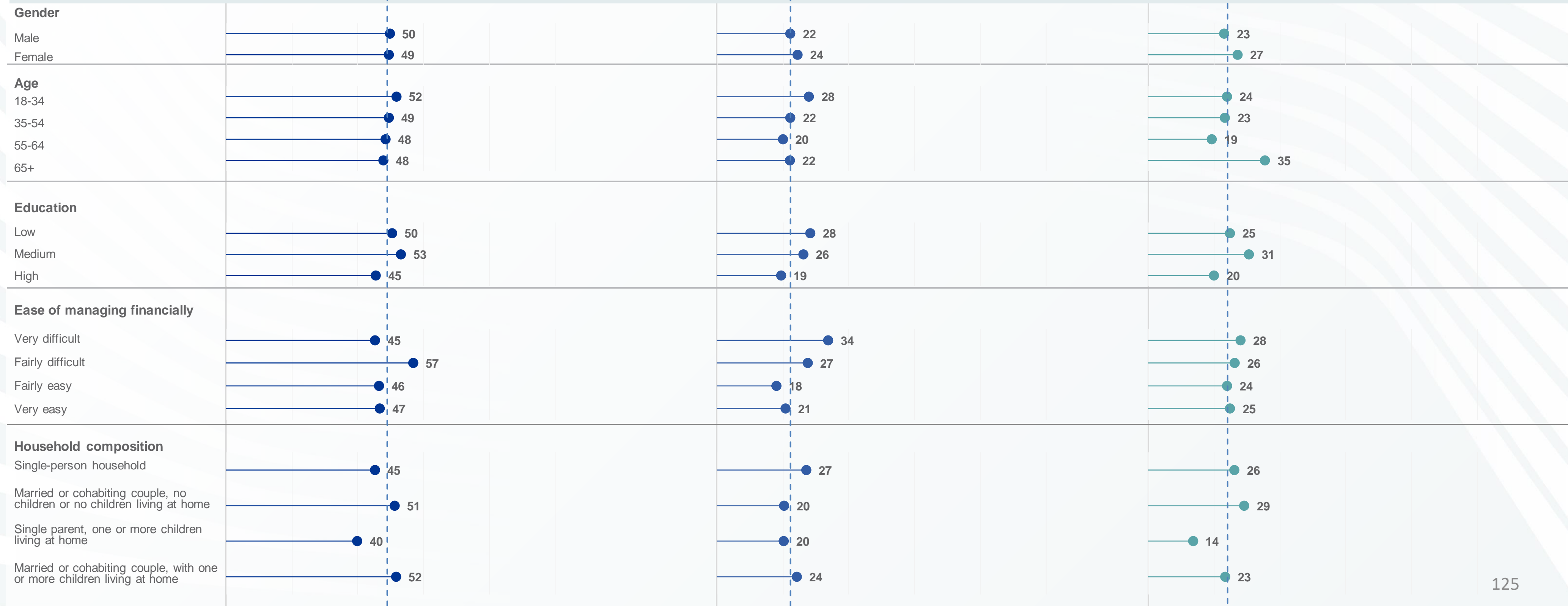
Thought complaining would have led to a confrontation, and you do not feel at ease in such situations

EU27 AVERAGE

50

23

25



Adults (aged 18+) who have experienced a problem in the past 12 months but did not do anything



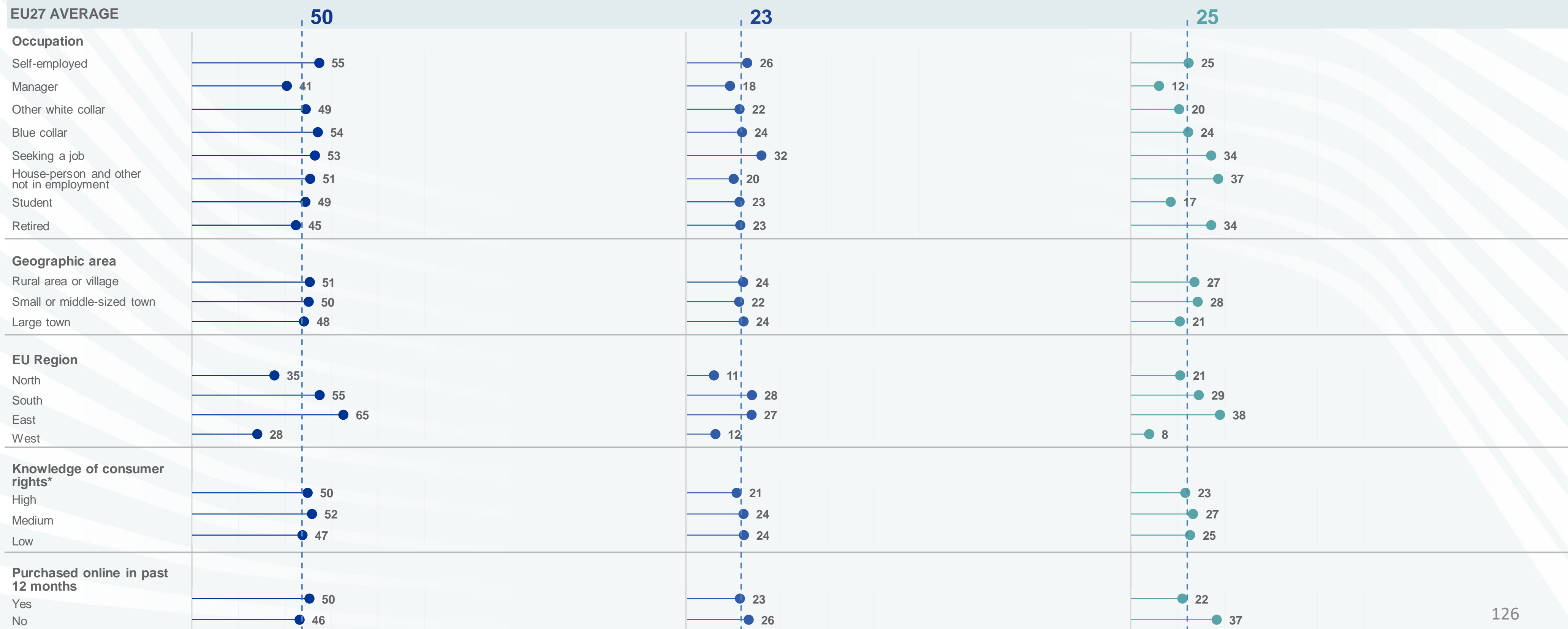
What were the main reasons you did not take any action?

(%)

Thought it would take too long

Tried to complain about other problems in the past but were not successful

Thought complaining would have led to a confrontation, and you do not feel at ease in such situations



Adults (aged 18+) who have experienced a problem in the past 12 months but did not do anything

* See technical note for calculation of indicator

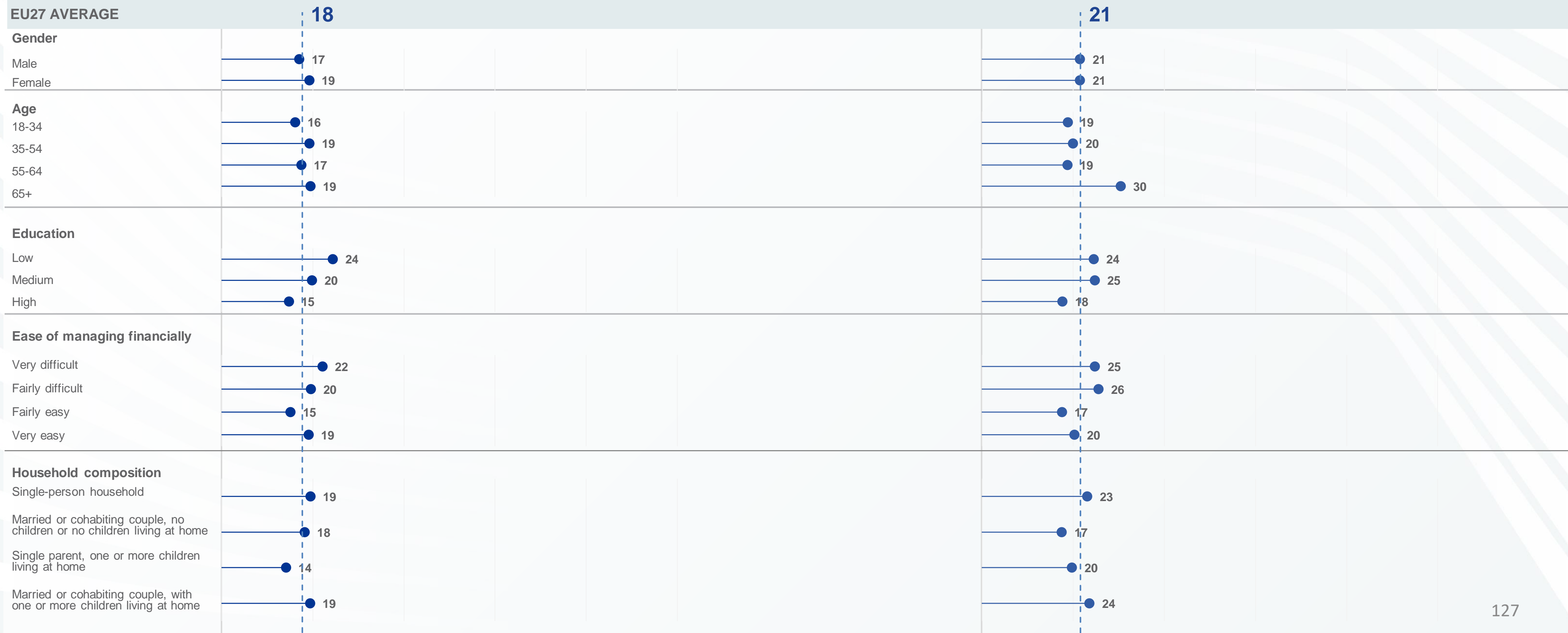


What were the main reasons you did not take any action?

(%)

Felt the process would be too difficult for you – for example, because of language barriers or because you have problems filling in forms

Would need to provide documentation/information that you don't have or that would be difficult to find



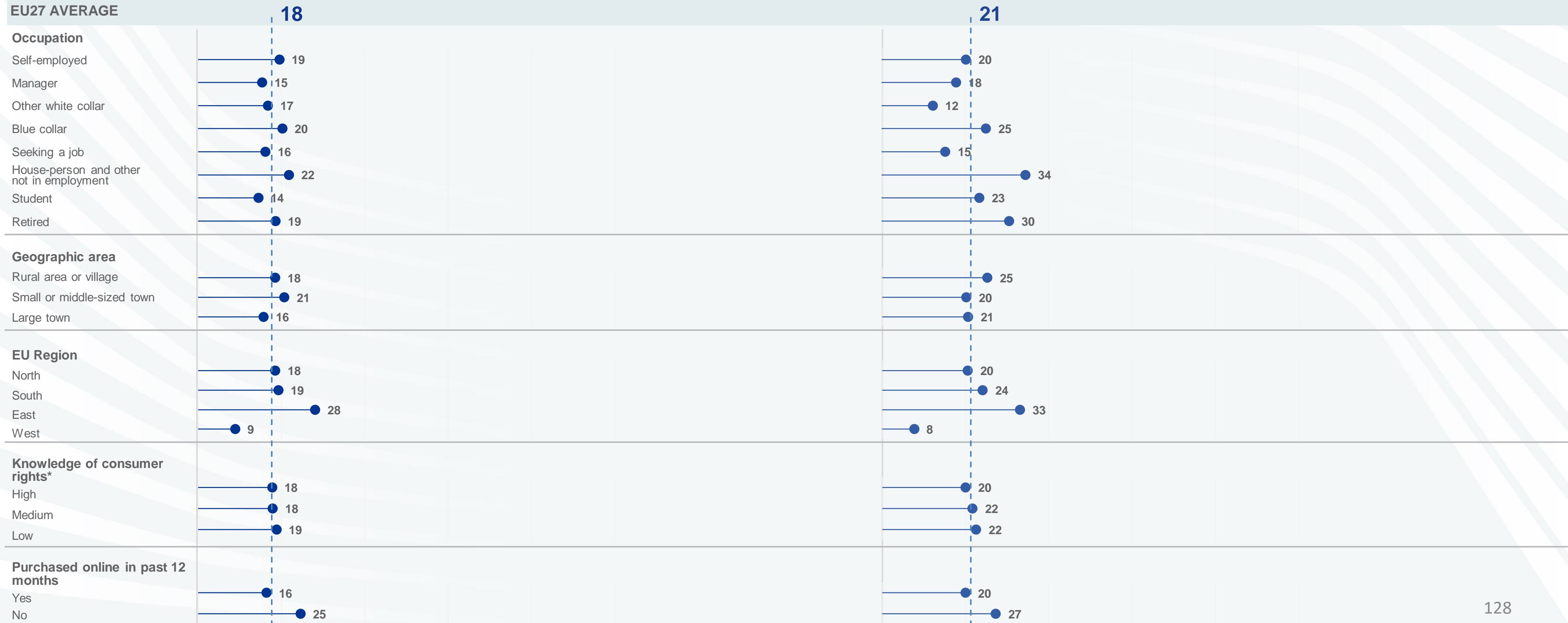


What were the main reasons you did not take any action?

(%)

Felt the process would be too difficult for you – for example, because of language barriers or because you have problems filling in forms

Would need to provide documentation/information that you don't have or that would be difficult to find



Adults (aged 18+) who have experienced a problem in the past 12 months but did not do anything

* See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country? Bought something on an online marketplace and experienced problems you could not resolve because it turned out that you had bought from a private individual rather than a professional seller
Yes (%)

EU27 AVERAGE

4

GENDER



Female



3

Male



5

EDUCATION



4

Low

4

Medium

4

High

HOUSEHOLD COMPOSITION



3

Single-person household



4

Married or cohabiting couple, no children or no children living at home



3

Single parent, one or more children living at home



4

Married or cohabiting couple, with one or more children living at home

AGE



18-34



5

35-54



4

55-64



4

65+



3

EASE OF MANAGING FINANCIALLY



5

Very difficult

5

Fairly difficult

3

Fairly easy

3

Very easy



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country? Bought something on an online marketplace and experienced problems you could not resolve because it turned out that you had bought from a private individual rather than a professional seller
Yes (%)

EU27 AVERAGE

4

GEOGRAPHIC AREA

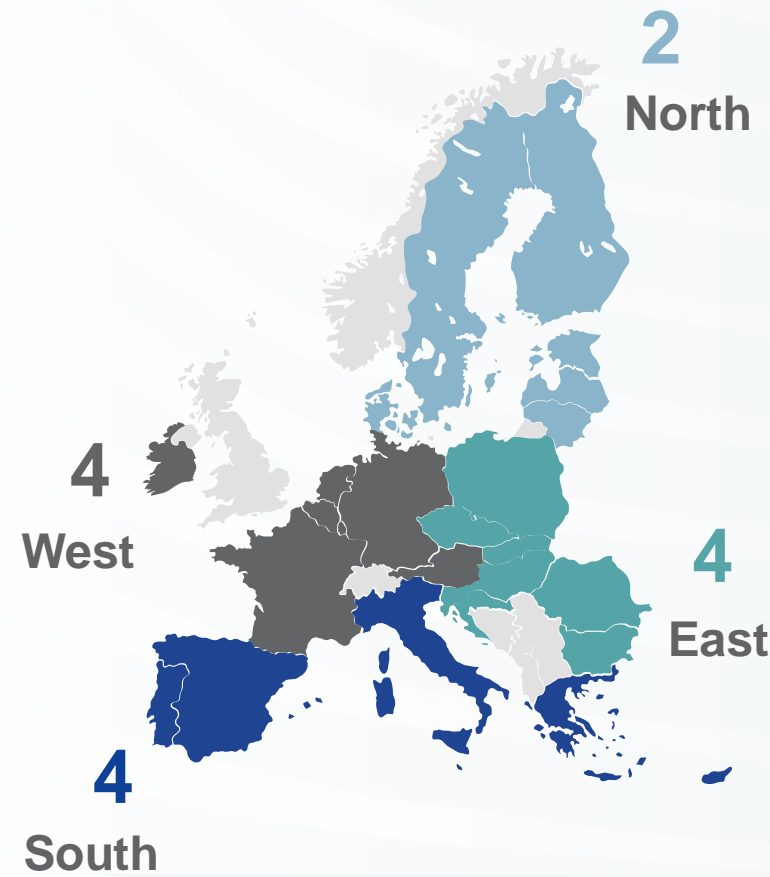


Rural area or village 3

Small or middle-sized town 4

Large town 4

EU REGION



OCCUPATION



Self-employed 4

Manager 4

Other white collar 4

Blue collar 4

Seeking a job 5

House-person and other not in employment 5

Student 7

Retired 3

PURCHASED ONLINE IN PAST 12 MONTHS



Yes

4



No

3



KNOWLEDGE OF CONSUMER RIGHTS



High

4

Medium

4

Low

4

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country? Bought something on an online marketplace and experienced problems you could not resolve because it turned out that you had bought from a private individual rather than a professional seller

Yes (%)

EU27 AVERAGE

4





Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country? Bought something on an online marketplace and experienced problems you could not resolve because it turned out that you had bought from a private individual rather than a professional seller
Yes (%)

EU27 AVERAGE

1

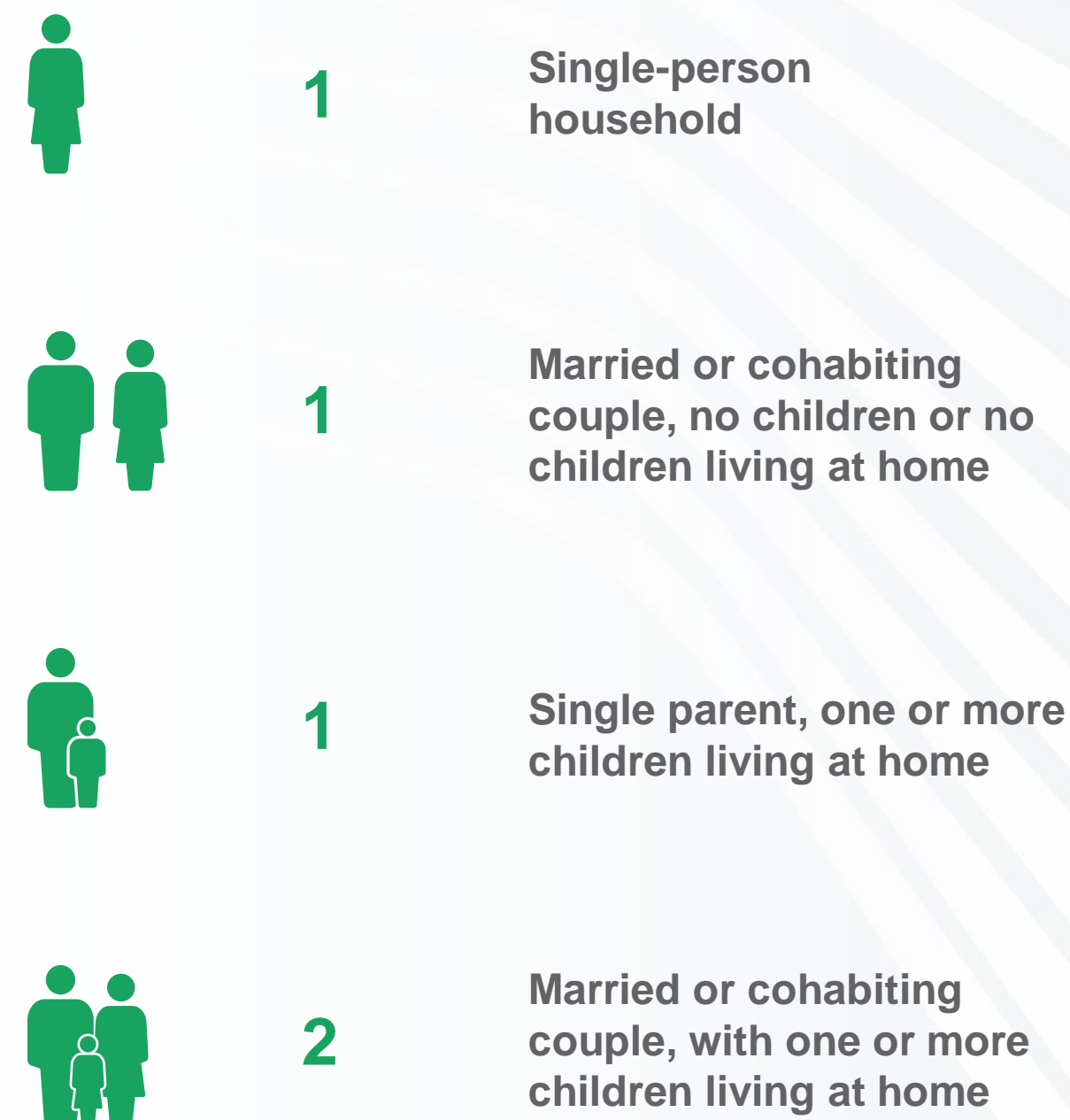
GENDER



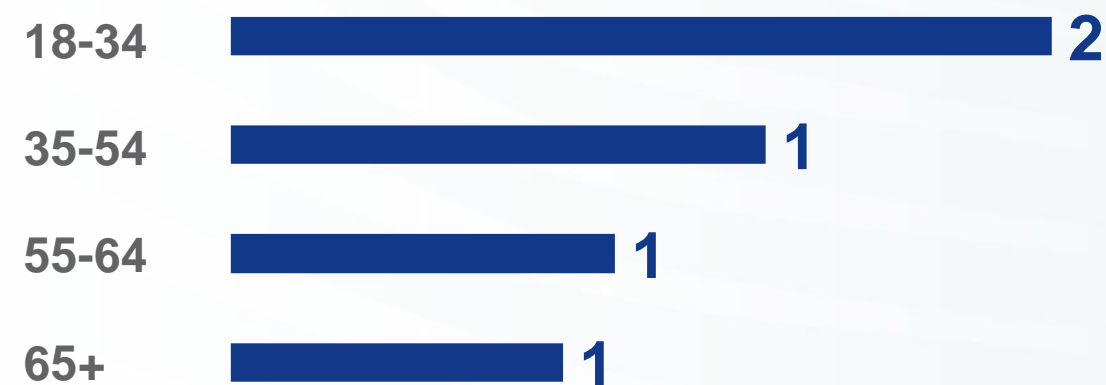
EDUCATION



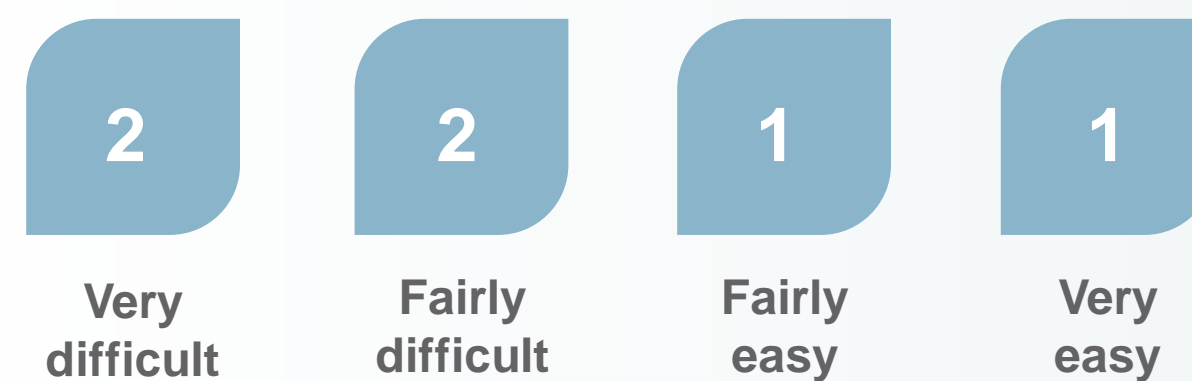
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country? Bought something on an online marketplace and experienced problems you could not resolve because it turned out that you had bought from a private individual rather than a professional seller
Yes (%)

EU27 AVERAGE

1

GEOGRAPHIC AREA

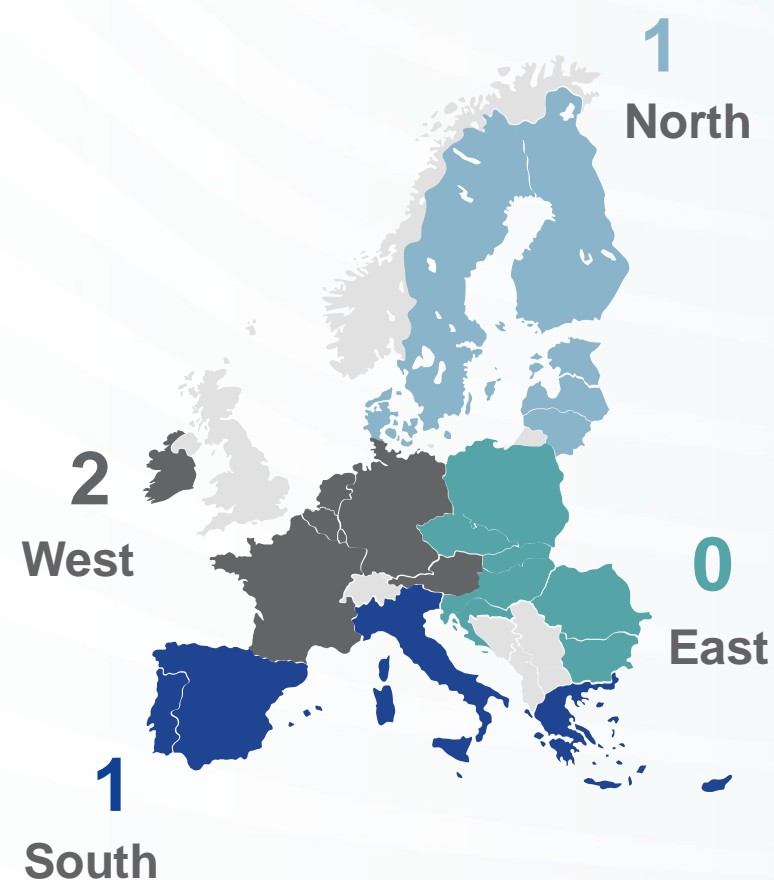


Rural area or village 1

Small or middle-sized town 1

Large town 2

EU REGION



OCCUPATION



Self-employed 1

Manager 1

Other white collar 1

Blue collar 2

Seeking a job 2

House-person and other not in employment 1

Student 3

Retired 1

PURCHASED ONLINE IN PAST 12 MONTHS



Yes
2



No
1



KNOWLEDGE OF CONSUMER RIGHTS



High
2

Medium
1

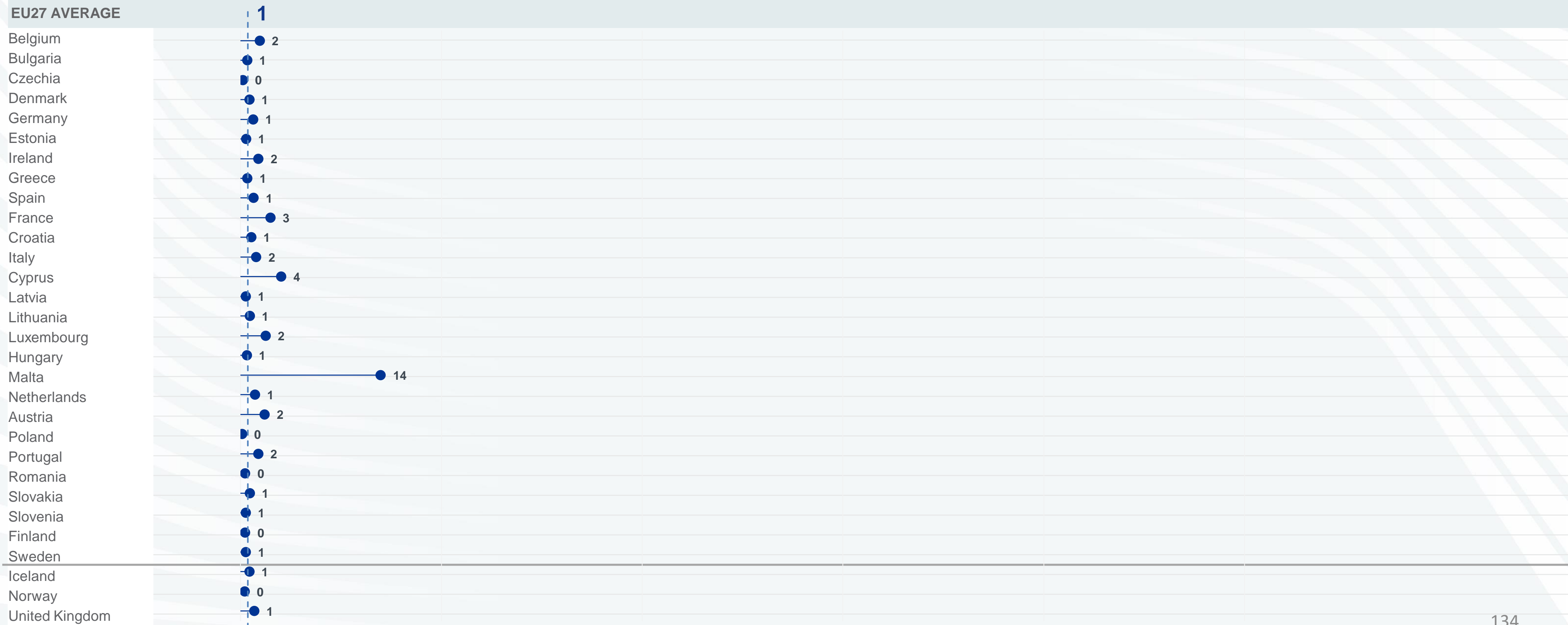
Low
1

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country? Bought something on an online marketplace and experienced problems you could not resolve because it turned out that you had bought from a private individual rather than a professional seller
Yes (%)

EU27 AVERAGE





Have you seen or received any information notices or announcements about the recall of a specific product in the past 2 years?

(%)

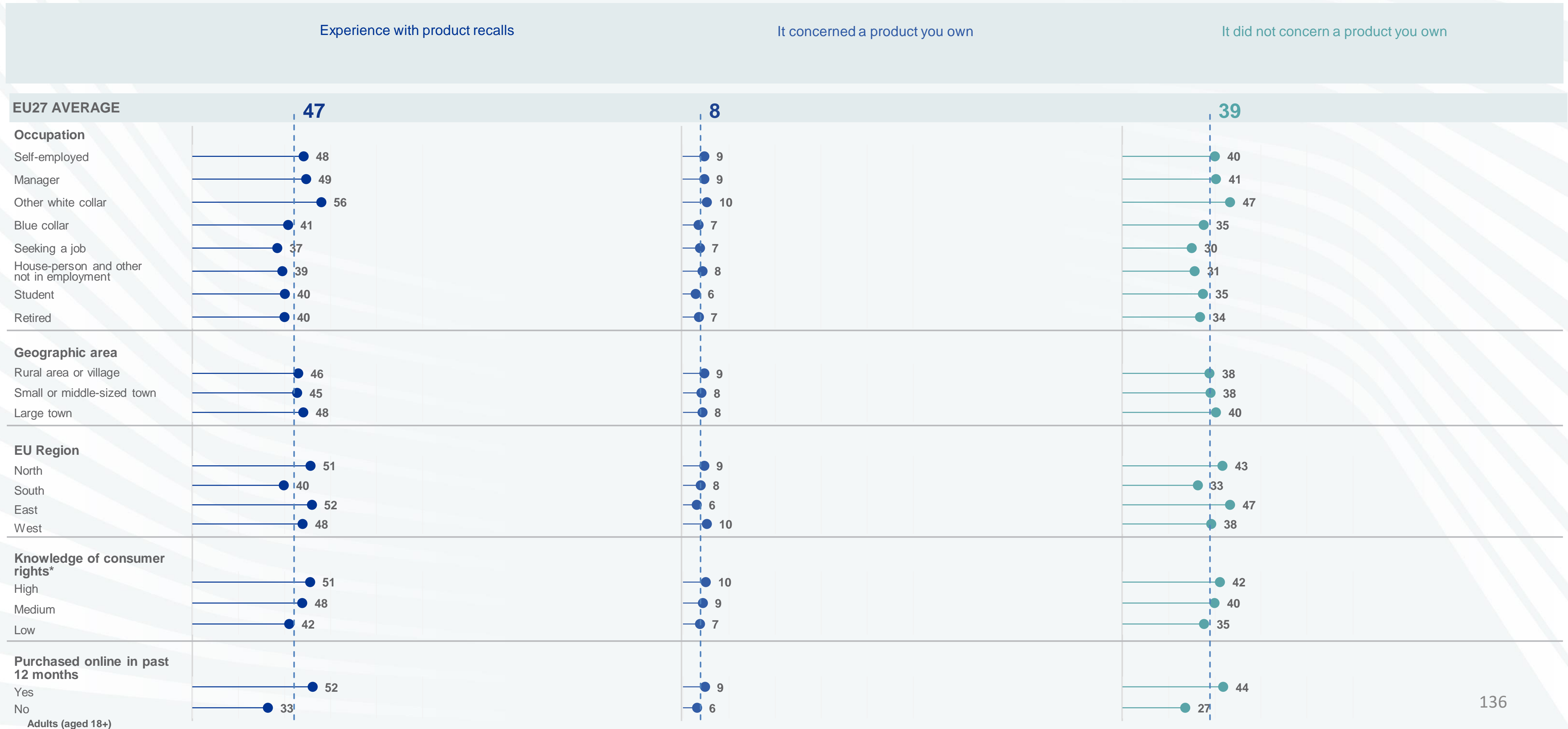


Adults (aged 18+)



Have you seen or received any information notices or announcements about the recall of a specific product in the past 2 years?

(%)



* See technical note for calculation of indicator



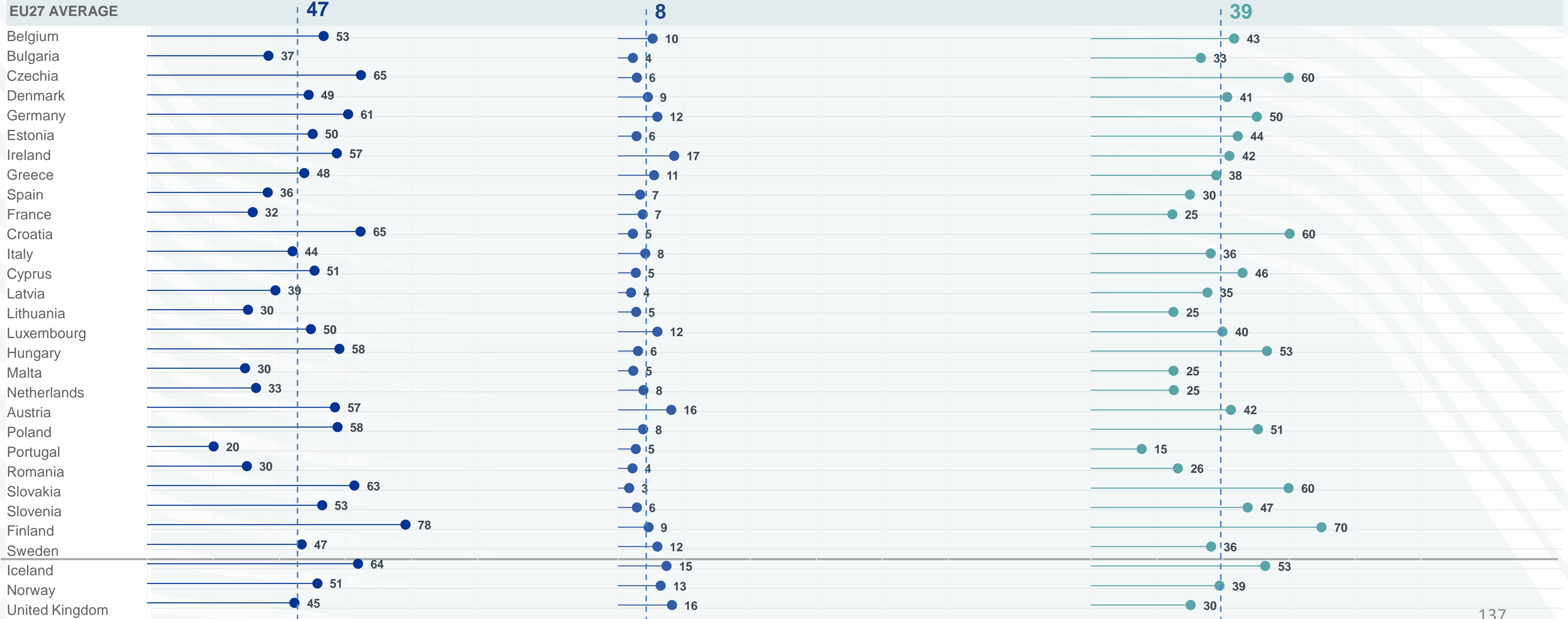
Have you seen or received any information notices or announcements about the recall of a specific product in the past 2 years?

(%)

Experience with product recalls

It concerned a product you own

It did not concern a product you own





Thinking of the last such instance [of product recall], what, if anything, did you do in response to the recall?

(%)

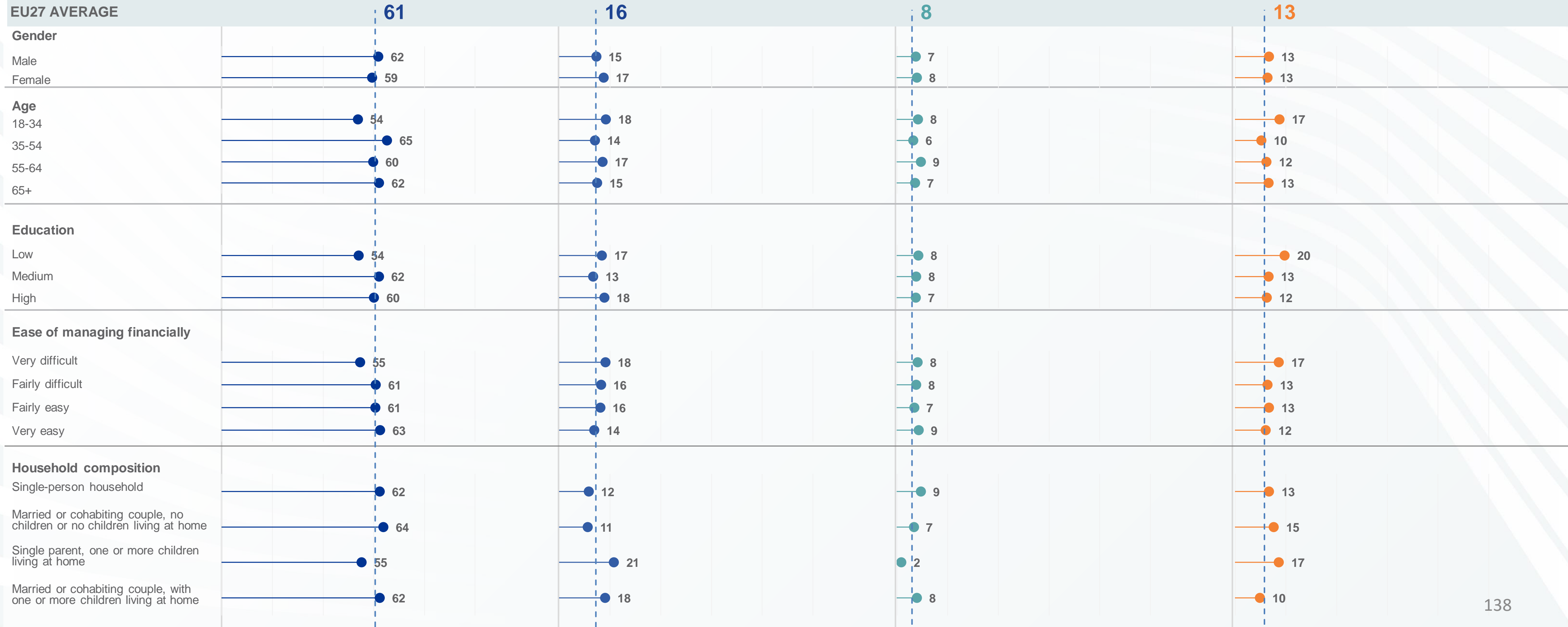
Contacted the recalling company to have the product repaired, replaced or refunded

Disposed of the product

Continued using the product with extra caution

Took no action

EU27 AVERAGE



Adults (aged 18+) who have seen or received any information about the recall of a product they own



Thinking of the last such instance [of product recall], what, if anything, did you do in response to the recall?

(%)

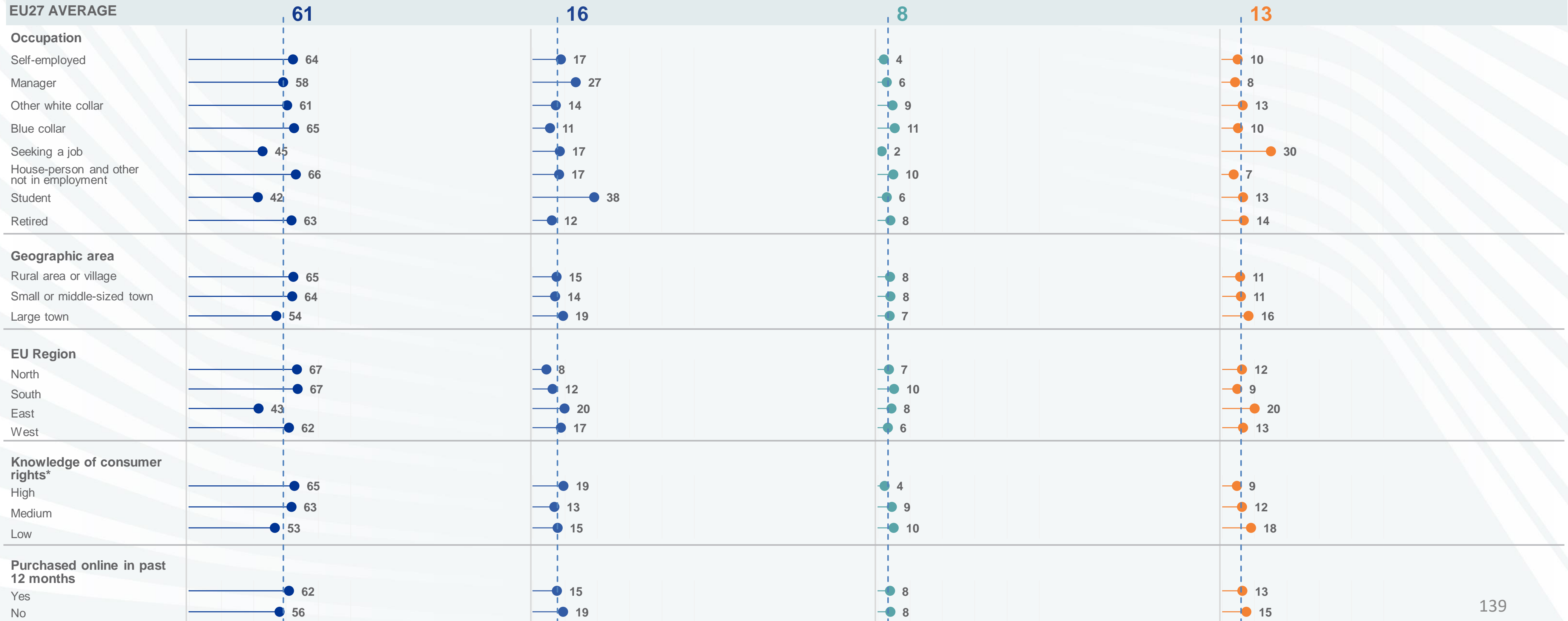
Contacted the recalling company to have the product repaired, replaced or refunded

Disposed of the product

Continued using the product with extra caution

Took no action

EU27 AVERAGE



Adults (aged 18+) who have seen or received any information about the recall of a product they own

* See technical note for calculation of indicator



Thinking of the last such instance [of product recall], what, if anything, did you do in response to the recall?

(%)

Contacted the recalling company to have the product repaired, replaced or refunded

Disposed of the product

Continued using the product with extra caution

Took no action

EU27 AVERAGE

61

16

8

13





Thinking of products that you have bought in the last 2 years, did you at least once register the product with the manufacturer or the seller?

(%)

*Yes, registered a product

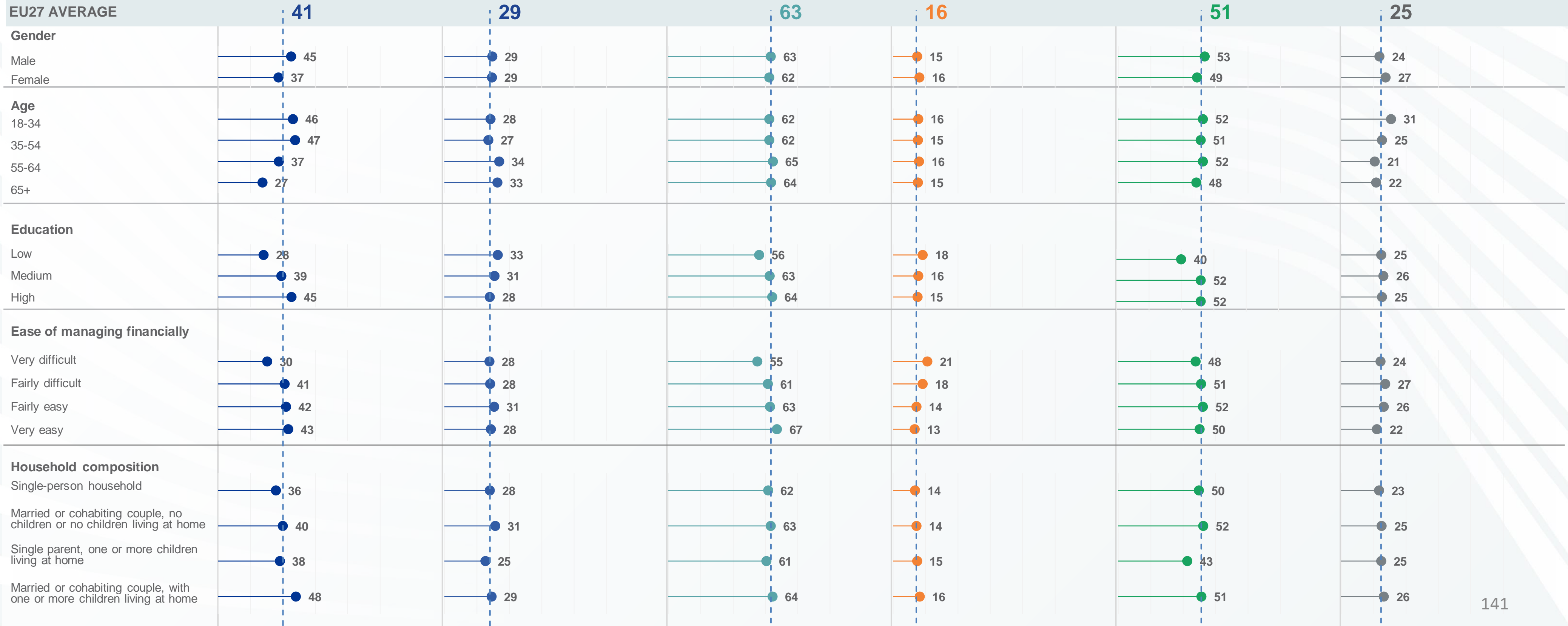
Registered the product to receive potential safety notices about the product

Registered the product to receive a warranty

Registered the product to receive marketing information

Registered the product to have easier access to technical support

Registered the product to receive a voucher, discount or gift card



*All adults (aged 18+)
Adults (aged 18+) who registered a product



Thinking of products that you have bought in the last 2 years, did you at least once register the product with the manufacturer or the seller?

(%)

*Yes, registered a product

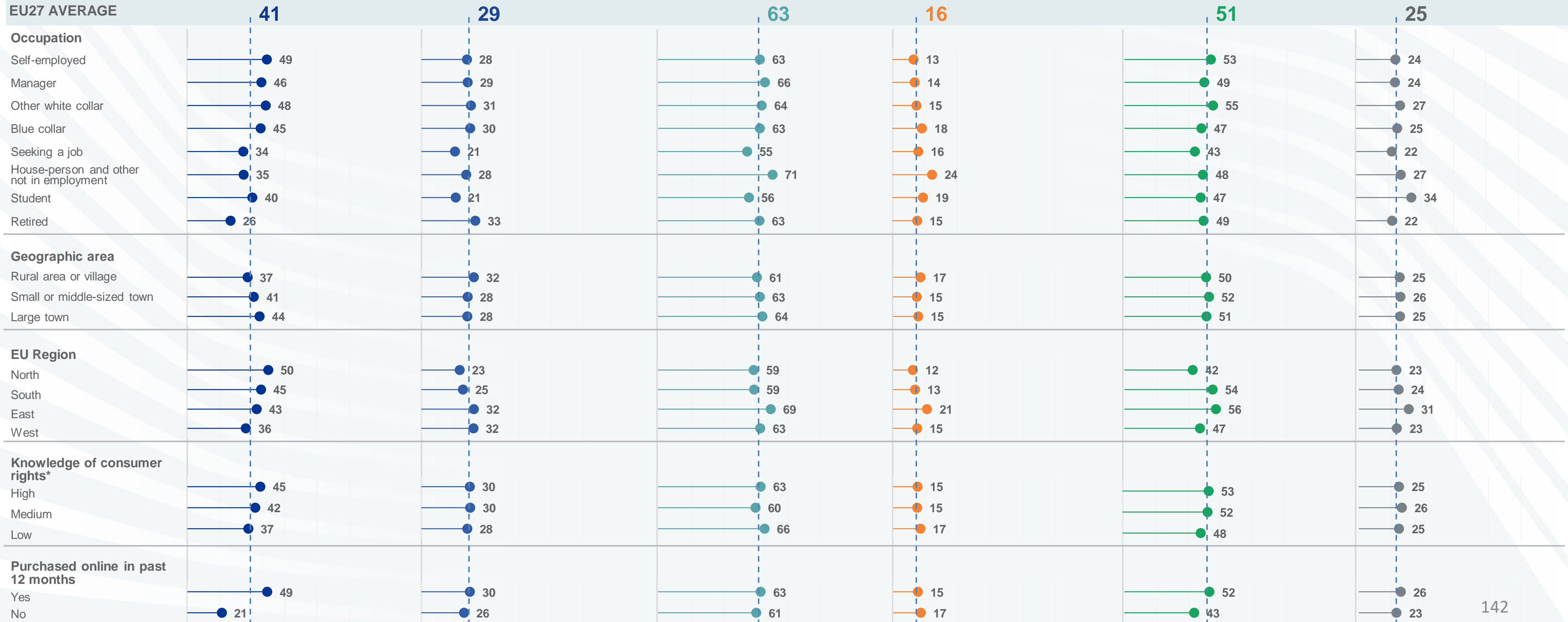
Registered the product to receive potential safety notices about the product

Registered the product to receive a warranty

Registered the product to receive marketing information

Registered the product to have easier access to technical support

Registered the product to receive a voucher, discount or gift card



*All adults (aged 18+)

Adults (aged 18+) who registered a product

* See technical note for calculation of indicator



Thinking of products that you have bought in the last 2 years, did you at least once register the product with the manufacturer or the seller?

(%)

*Yes, registered a product

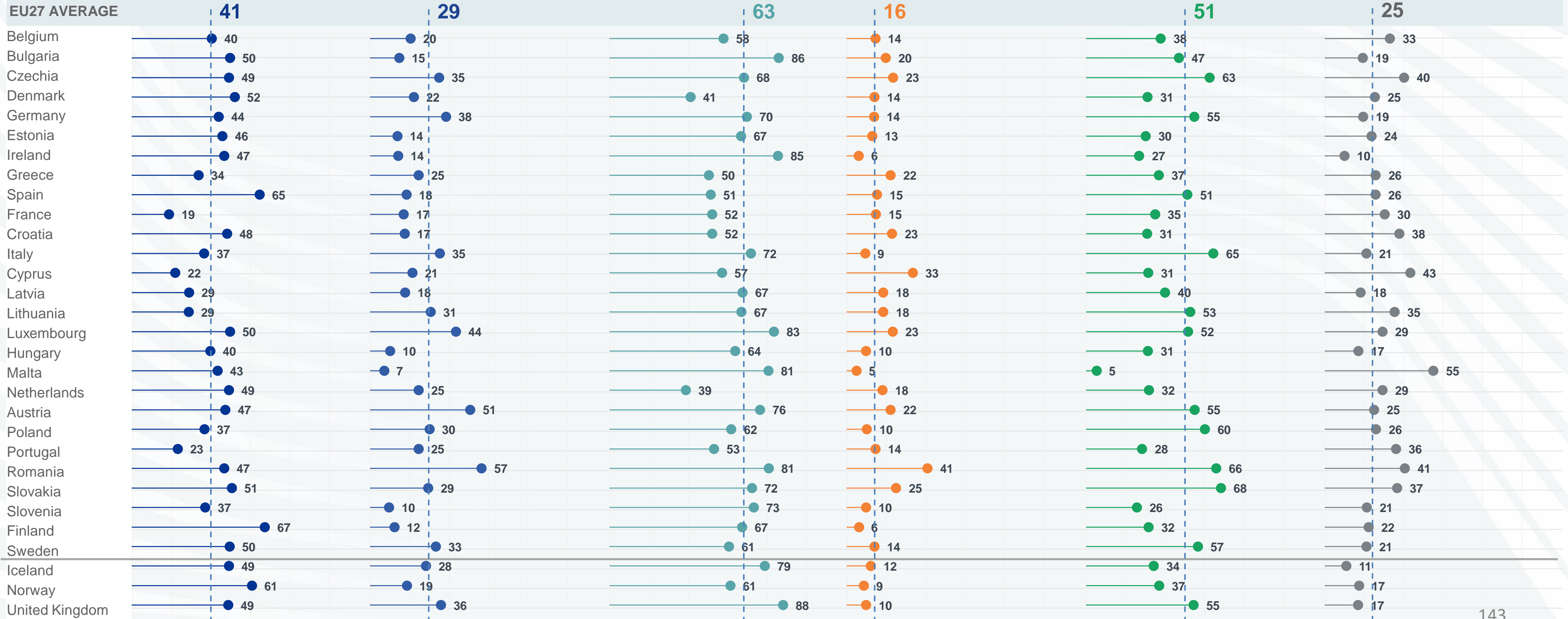
Registered the product to receive potential safety notices about the product

Registered the product to receive a warranty

Registered the product to receive marketing information

Registered the product to have easier access to technical support

Registered the product to receive a voucher, discount or gift card

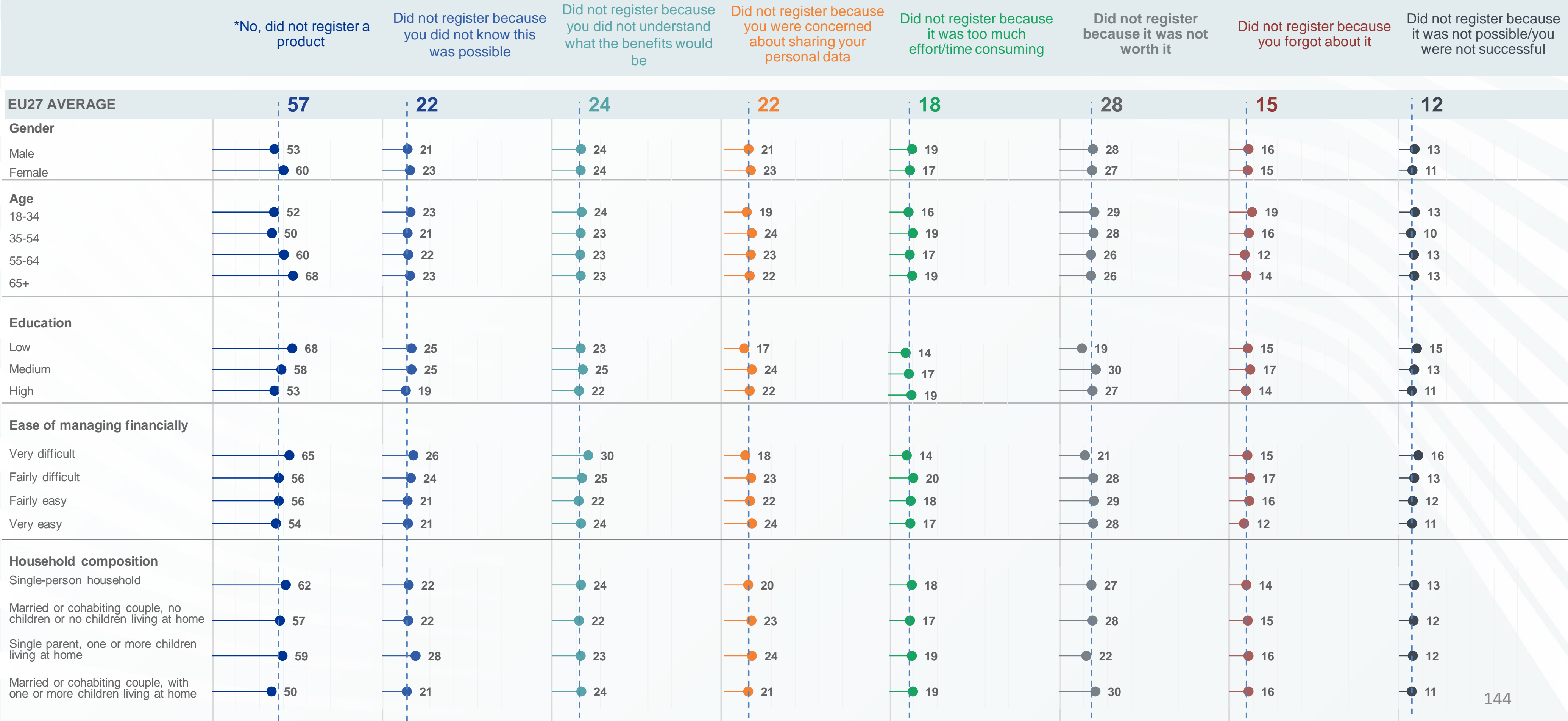


*All adults (aged 18+)
Adults (aged 18+) who registered a product



Thinking of products that you have bought in the last 2 years, did you at least once register the product with the manufacturer or the seller?

(%)



*All adults (aged 18+)
Adults (aged 18+) who did not register a product



Thinking of products that you have bought in the last 2 years, did you at least once register the product with the manufacturer or the seller?

(%)

*No, did not register a product

Did not register because you did not know this was possible

Did not register because you did not understand what the benefits would be

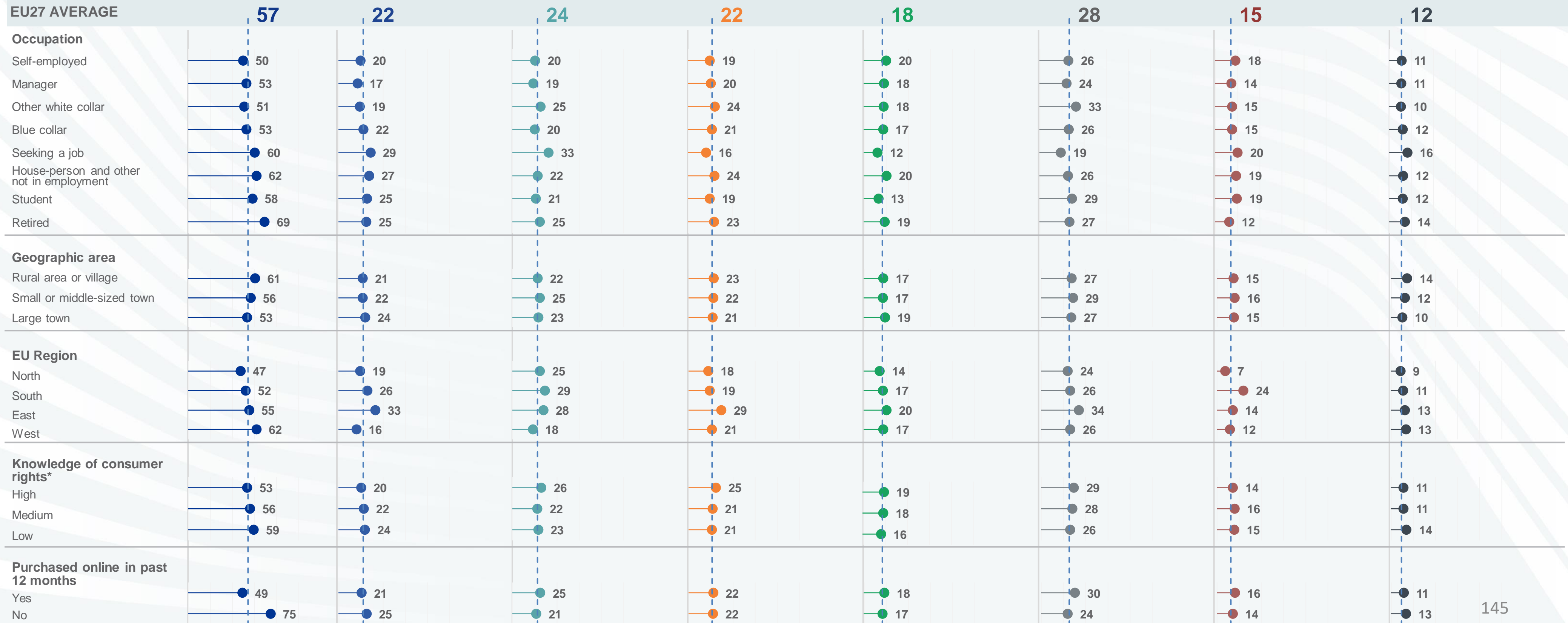
Did not register because you were concerned about sharing your personal data

Did not register because it was too much effort/time consuming

Did not register because it was not worth it

Did not register because you forgot about it

Did not register because it was not possible/you were not successful



*All adults (aged 18+)
 Adults (aged 18+) who did not register a product
 * See technical note for calculation of indicator



Thinking of products that you have bought in the last 2 years, did you at least once register the product with the manufacturer or the seller?

(%)

*No, did not register a product

Did not register because you did not know this was possible

Did not register because you did not understand what the benefits would be

Did not register because you were concerned about sharing your personal data

Did not register because it was too much effort/time consuming

Did not register because it was not worth it

Did not register because you forgot about it

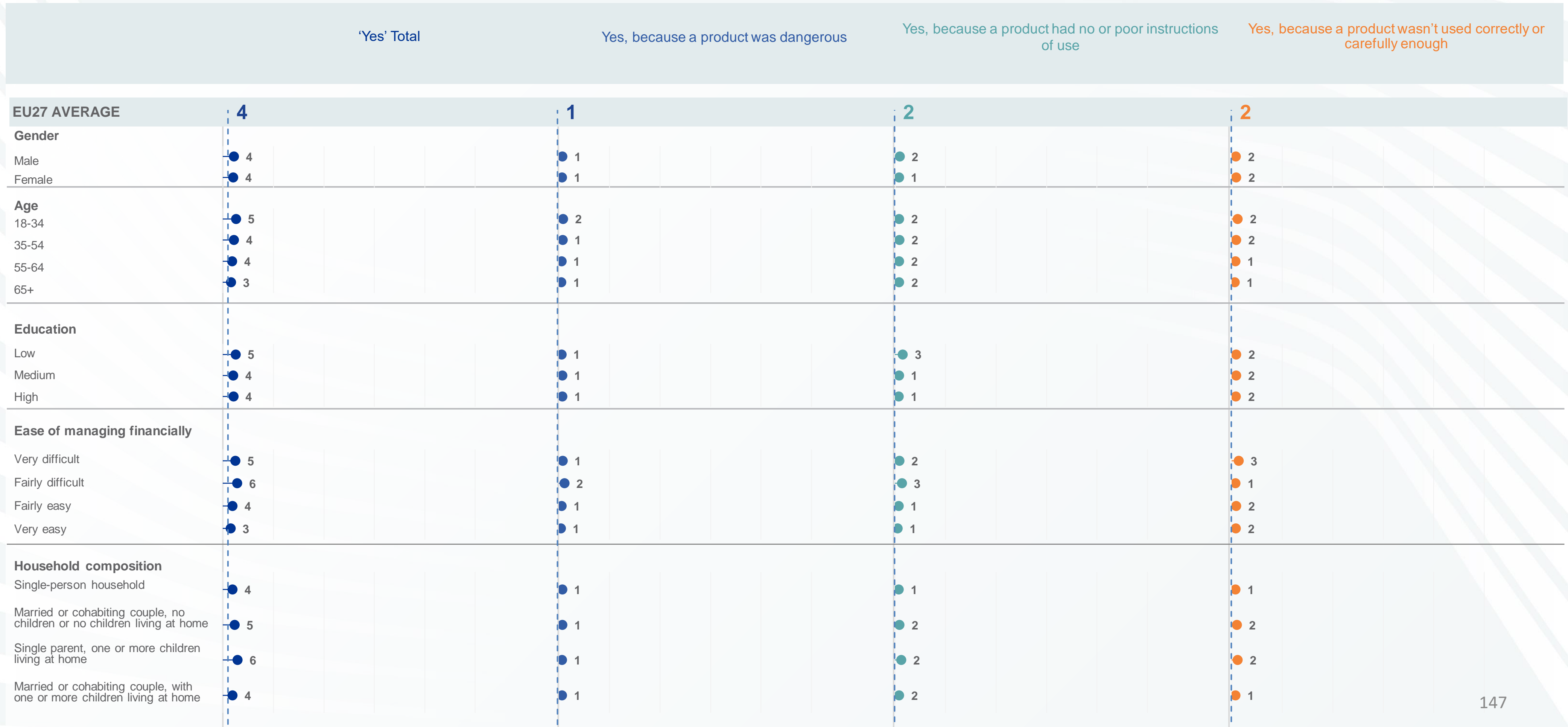
Did not register because it was not possible/you were not successful



*All adults (aged 18+)
Adults (aged 18+) who did not register a product

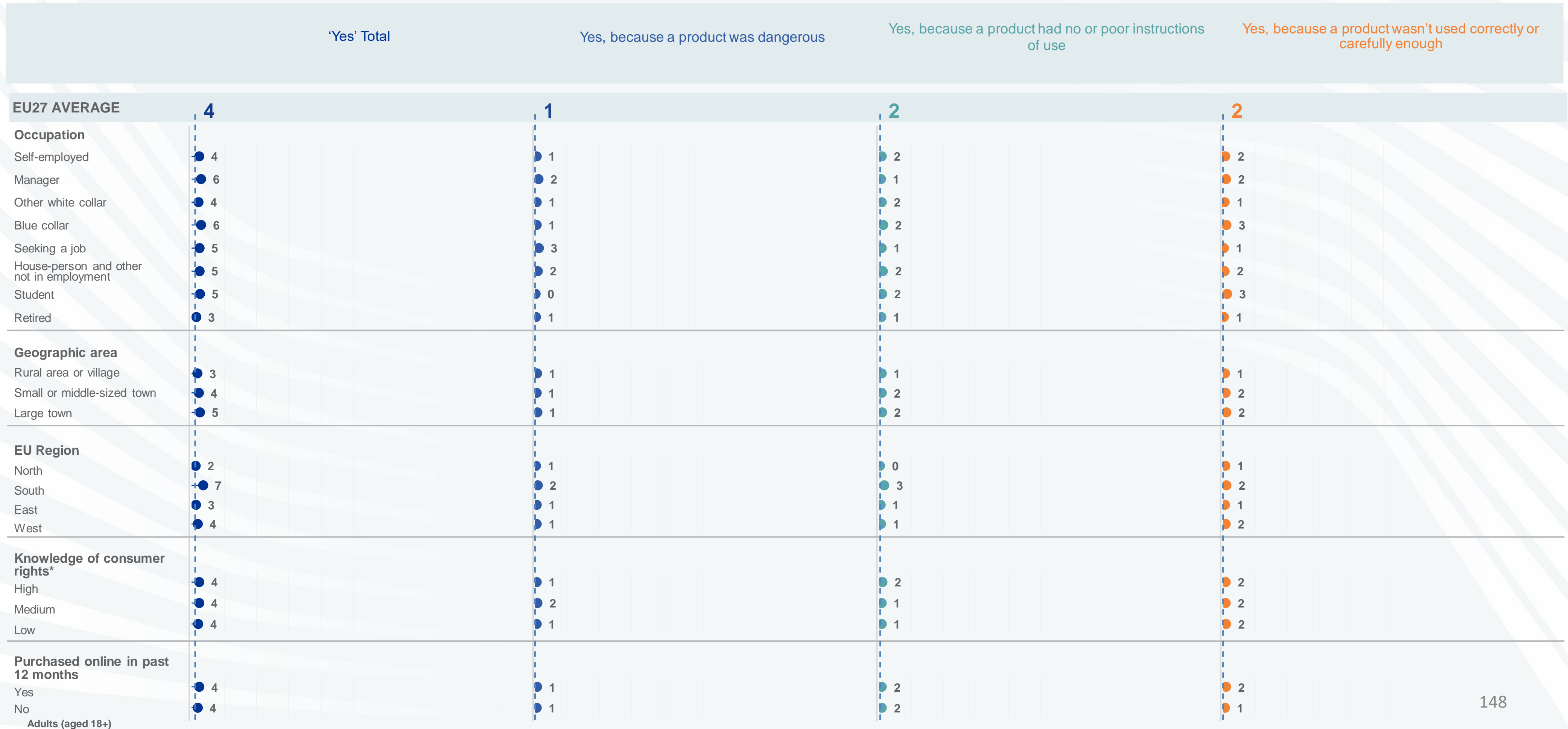


Thinking of all products you have bought in the last two years, have you or has someone else in your household experienced an accident, injury or health problem from using any of these products? (%)





Thinking of all products you have bought in the last two years, have you or has someone else in your household experienced an accident, injury or health problem from using any of these products? (%)



* See technical note for calculation of indicator



Thinking of all products you have bought in the last two years, have you or has someone else in your household experienced an accident, injury or health problem from using any of these products? (%)

'Yes' Total

Yes, because a product was dangerous

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

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

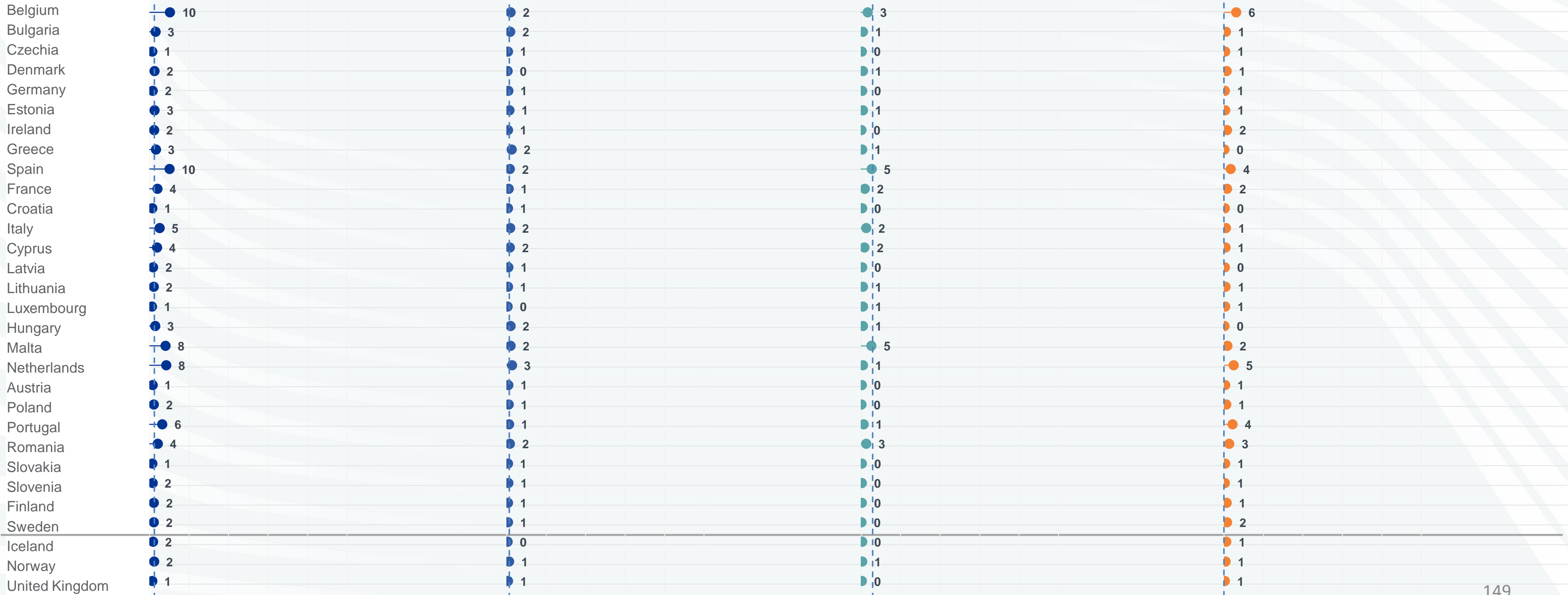
EU27 AVERAGE

4

1

2

2





Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have been informed you won a lottery you did not know about, but you were asked to pay some money in order to collect the prize
Yes (%)

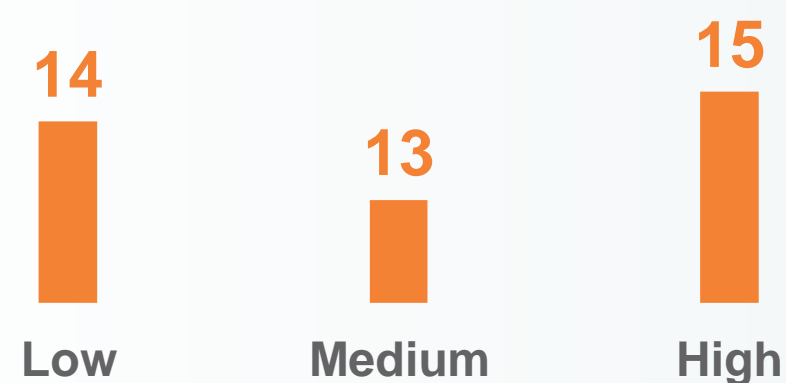
EU27 AVERAGE

14

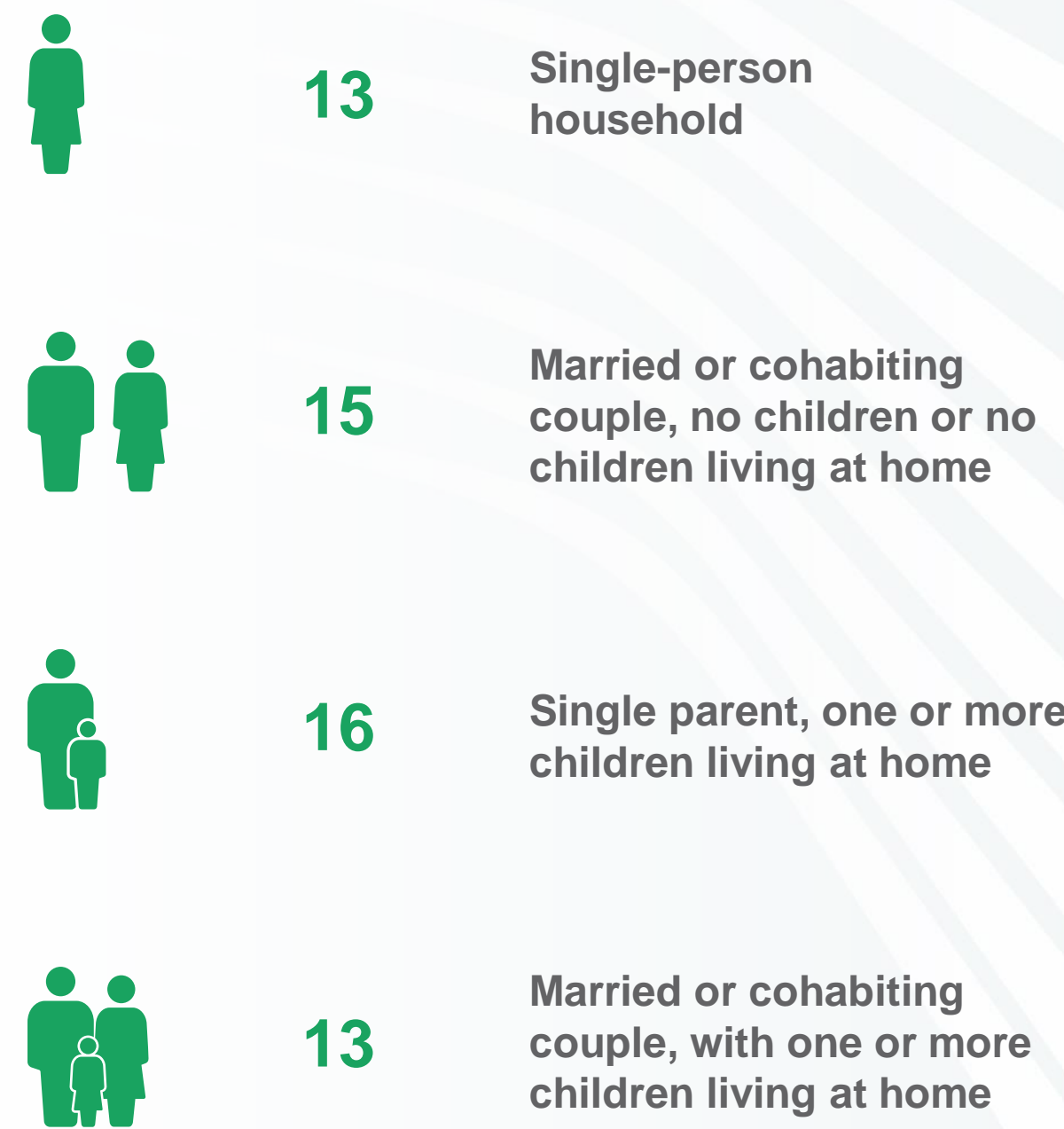
GENDER



EDUCATION



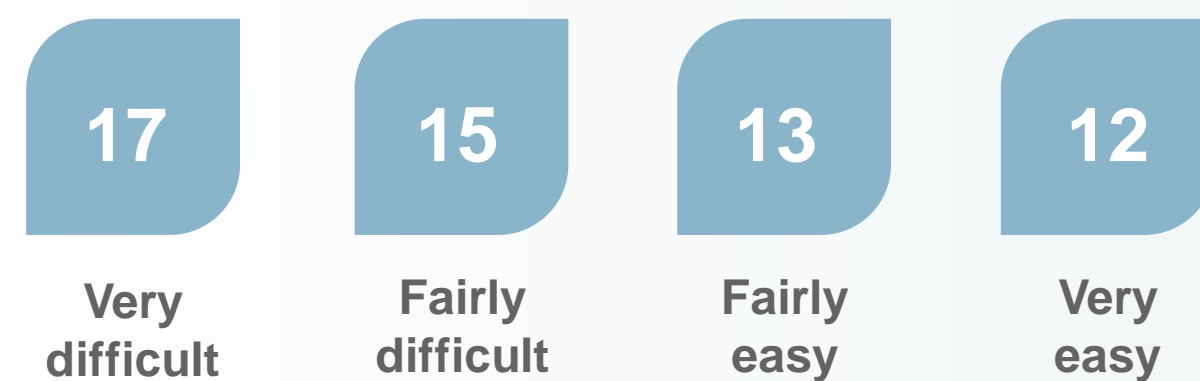
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY

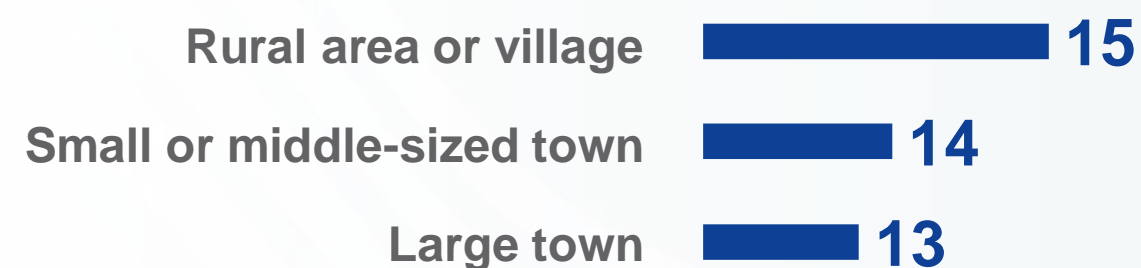




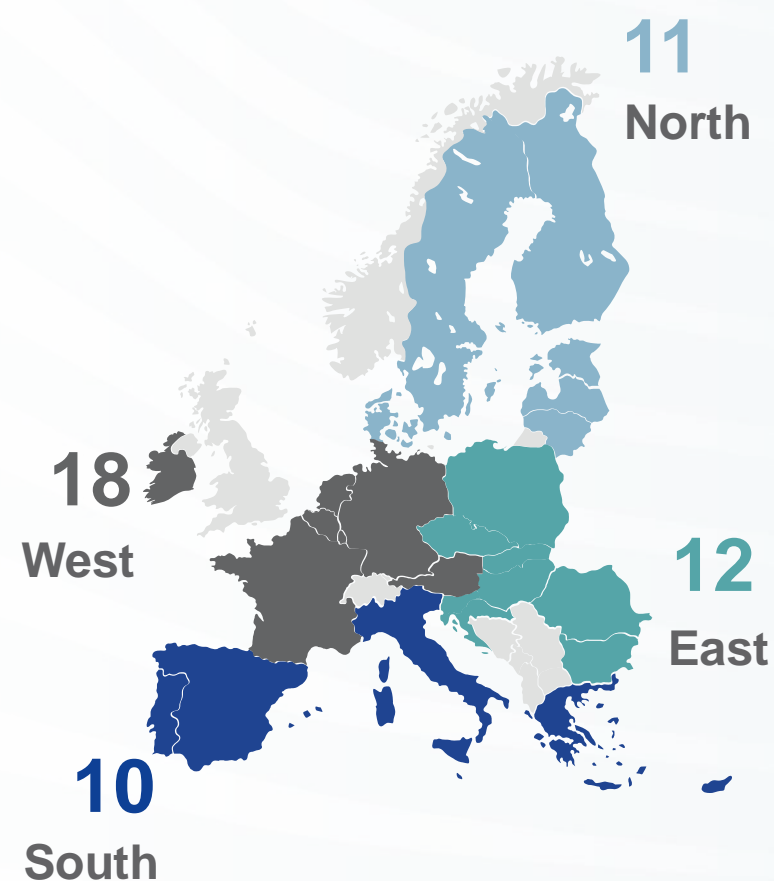
Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have been informed you won a lottery you did not know about, but you were asked to pay some money in order to collect the prize
Yes (%)

EU27 AVERAGE **14**

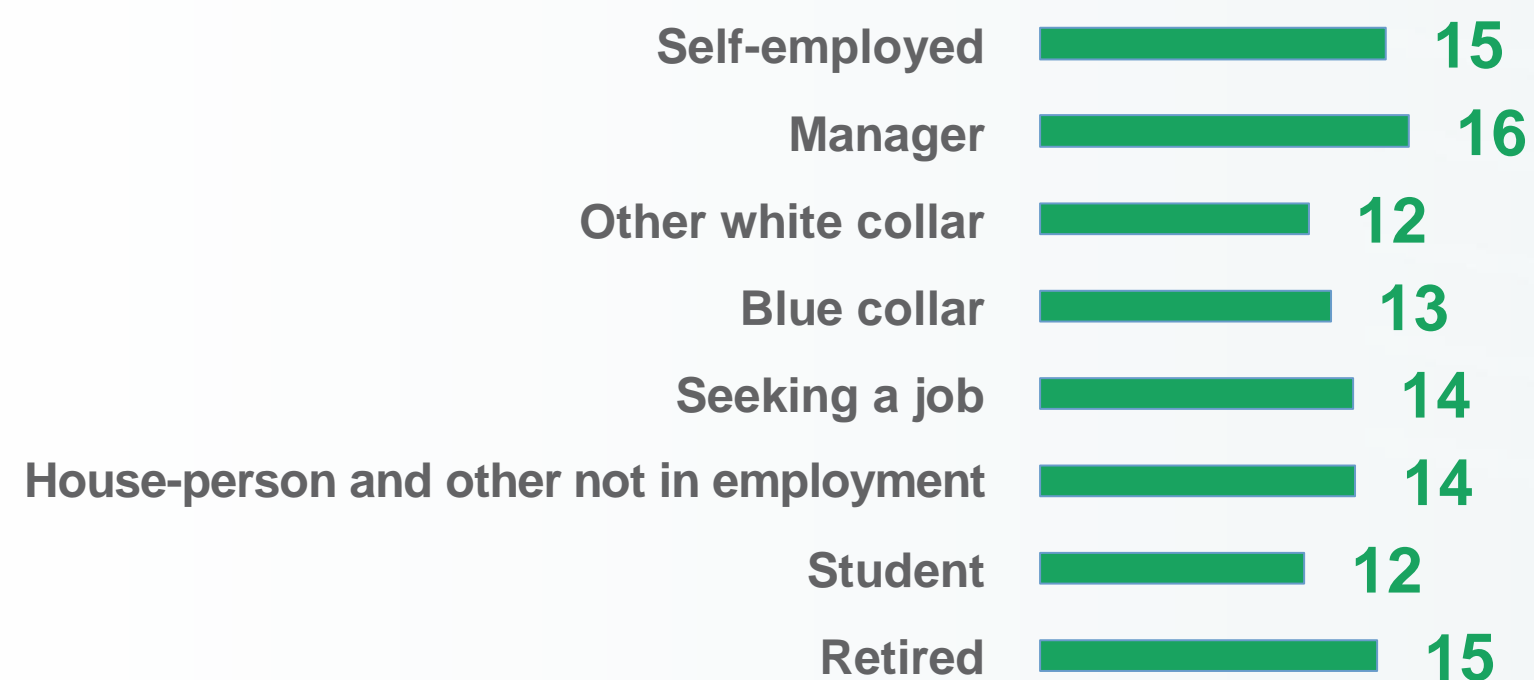
GEOGRAPHIC AREA



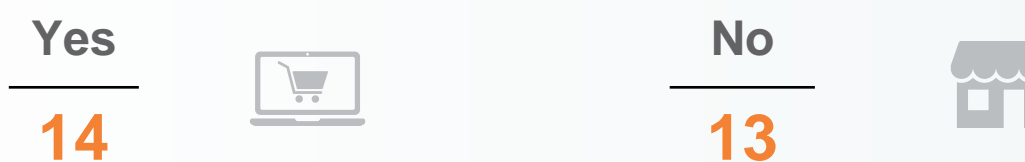
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
15

Medium
14

Low
13

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have been informed you won a lottery you did not know about, but you were asked to pay some money in order to collect the prize

Yes (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured by persistent sales calls or messages urging you to buy something or sign a contract
Yes (%)

EU27 AVERAGE

34

GENDER



Female



34

Male



34

EDUCATION



32

Low

35

Medium

34

High

HOUSEHOLD COMPOSITION



31

Single-person household



35

Married or cohabiting couple, no children or no children living at home



37

Single parent, one or more children living at home



37

Married or cohabiting couple, with one or more children living at home

AGE



18-34



31

35-54



36

55-64



34

65+



36

EASE OF MANAGING FINANCIALLY



39

Very difficult

42

Fairly difficult

31

Fairly easy

31

Very easy



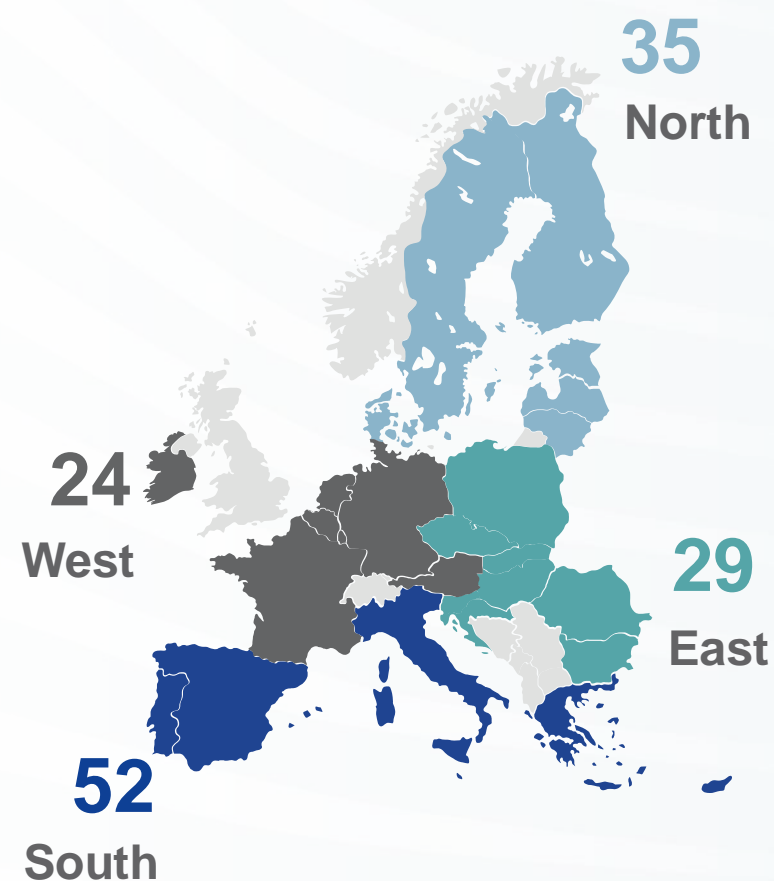
Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured by persistent sales calls or messages urging you to buy something or sign a contract
Yes (%)

EU27 AVERAGE **34**

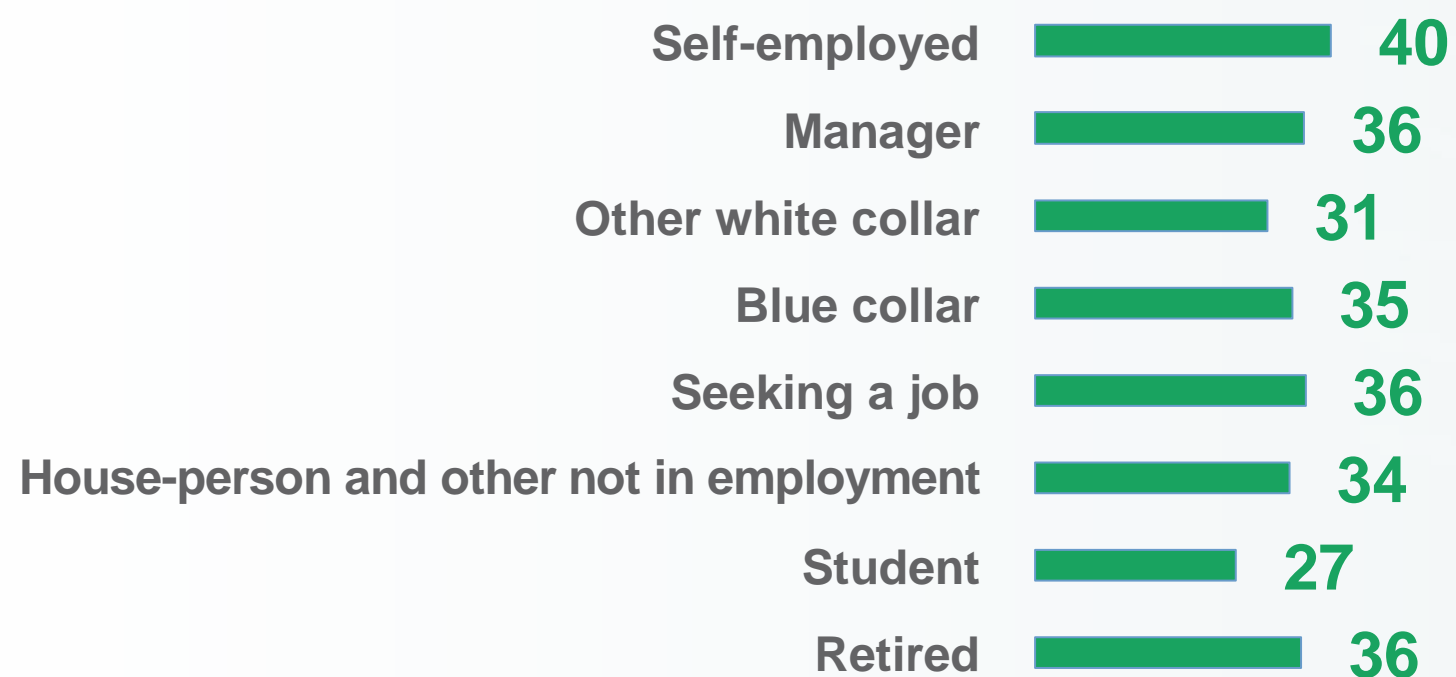
GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
35

Medium
35

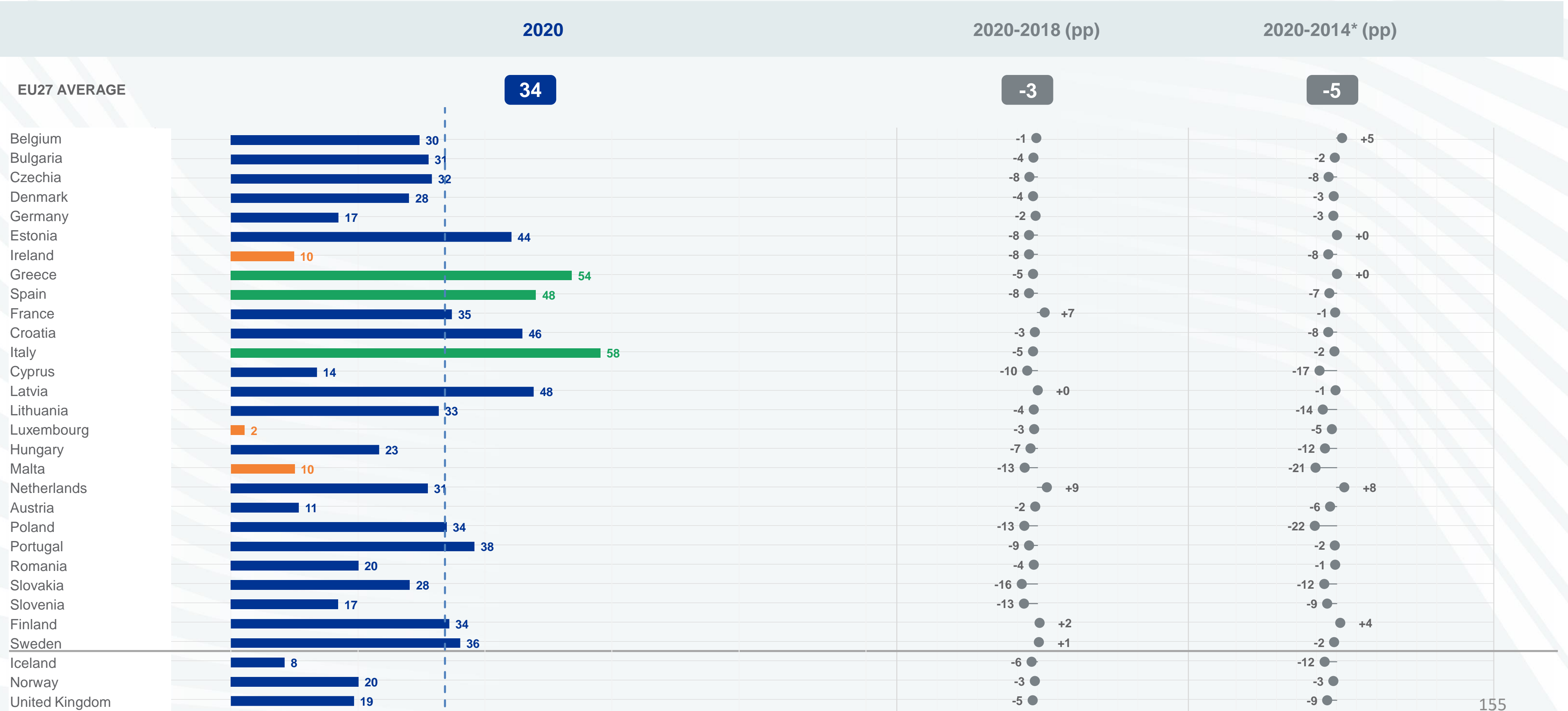
Low
33

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured by persistent sales calls or messages urging you to buy something or sign a contract

Yes (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured to buy something you did not want during an unexpected visit of a seller to your home
Yes (%)

EU27 AVERAGE

8

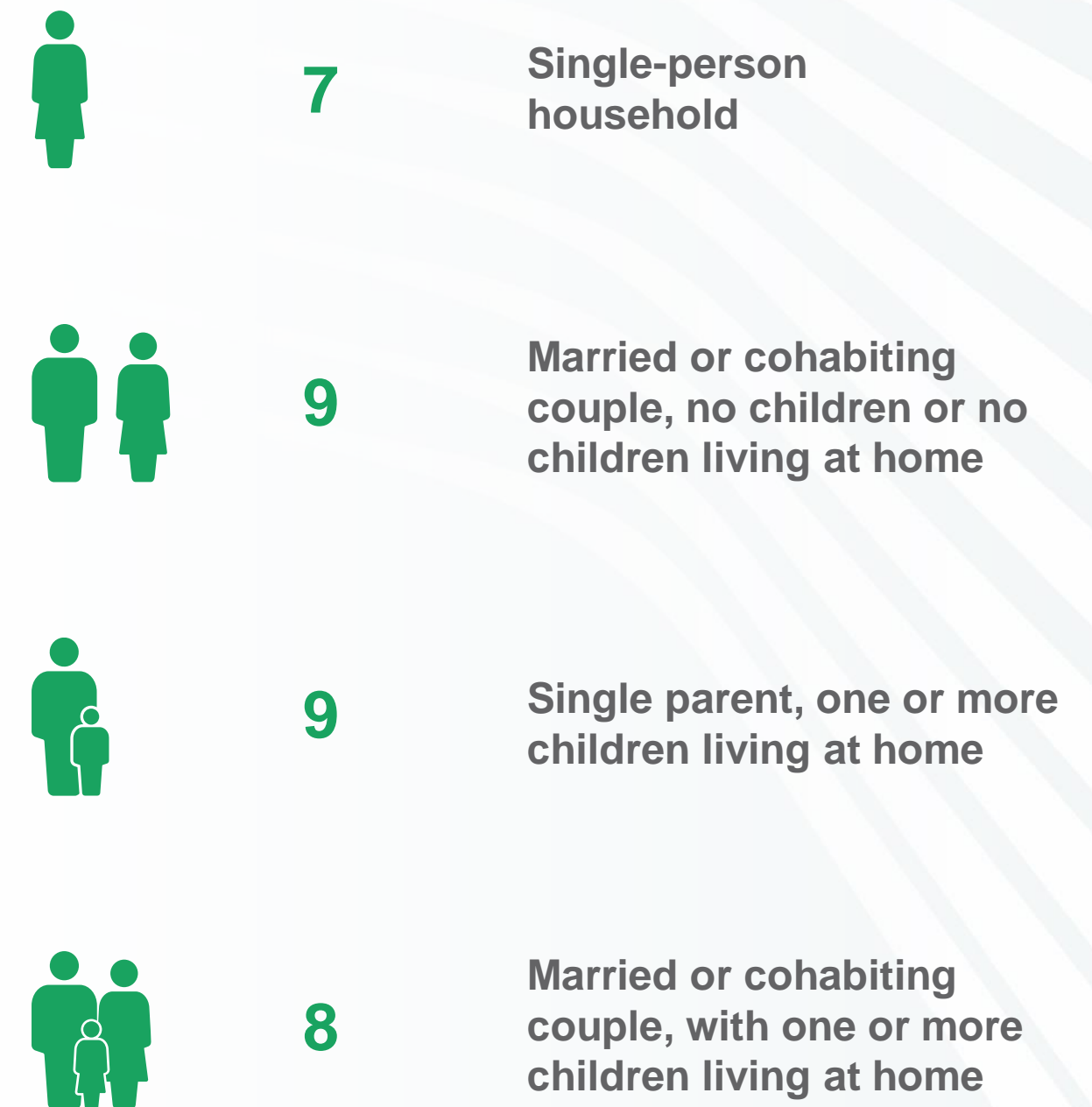
GENDER



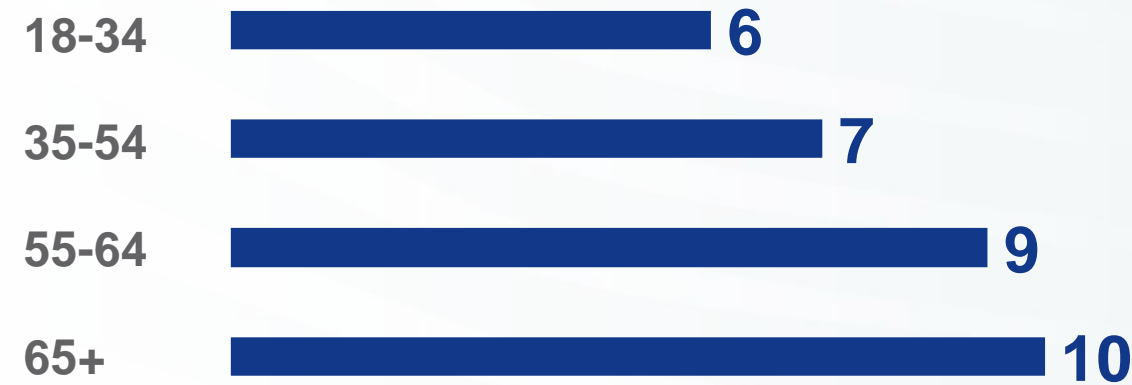
EDUCATION



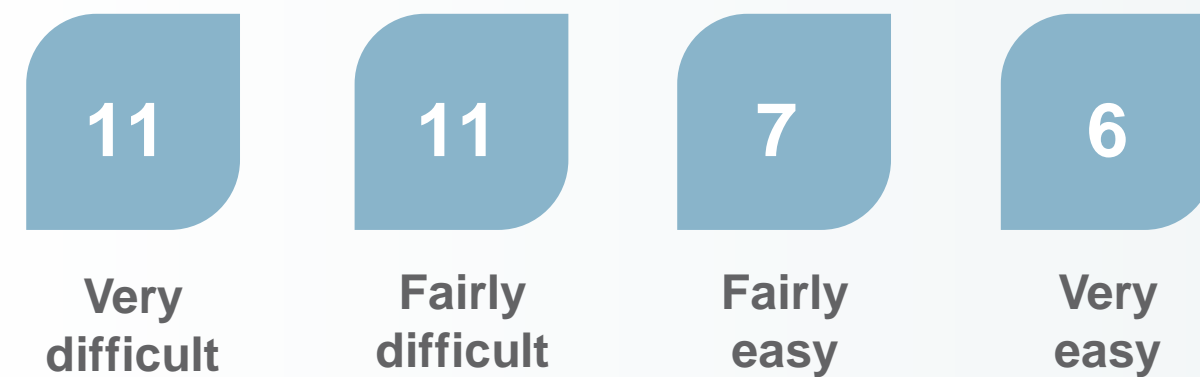
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured to buy something you did not want during an unexpected visit of a seller to your home
Yes (%)

EU27 AVERAGE

8

GEOGRAPHIC AREA

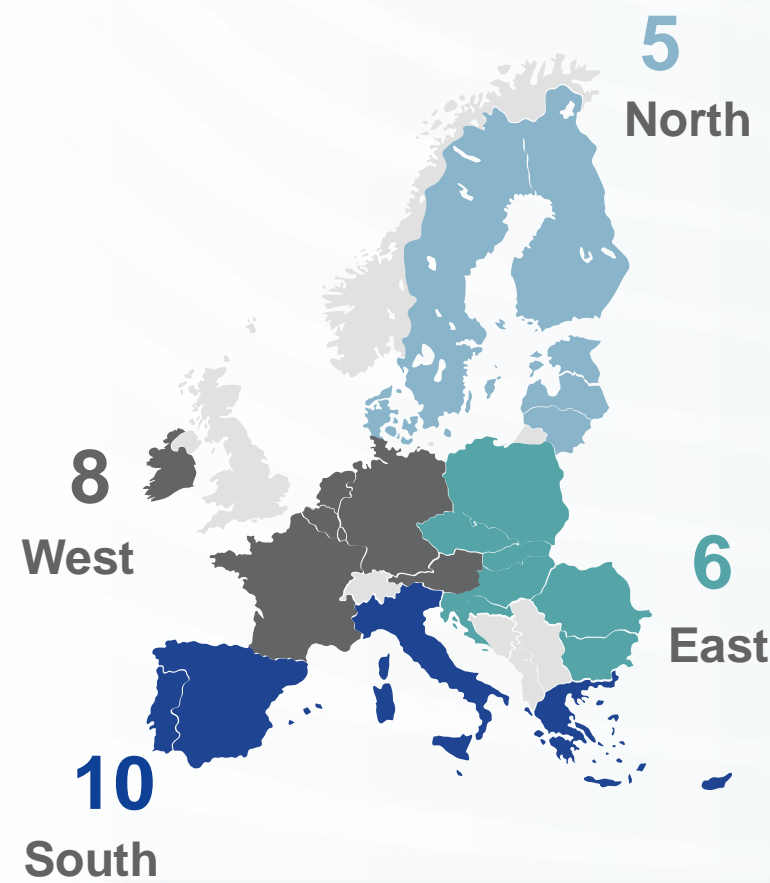


Rural area or village 8

Small or middle-sized town 8

Large town 8

EU REGION



OCCUPATION



Self-employed 8

Manager 8

Other white collar 7

Blue collar 8

Seeking a job 10

House-person and other not in employment 12

Student 4

Retired 10

PURCHASED ONLINE IN PAST 12 MONTHS



Yes 7



No 9



KNOWLEDGE OF CONSUMER RIGHTS



High 9

Medium 8

Low 8

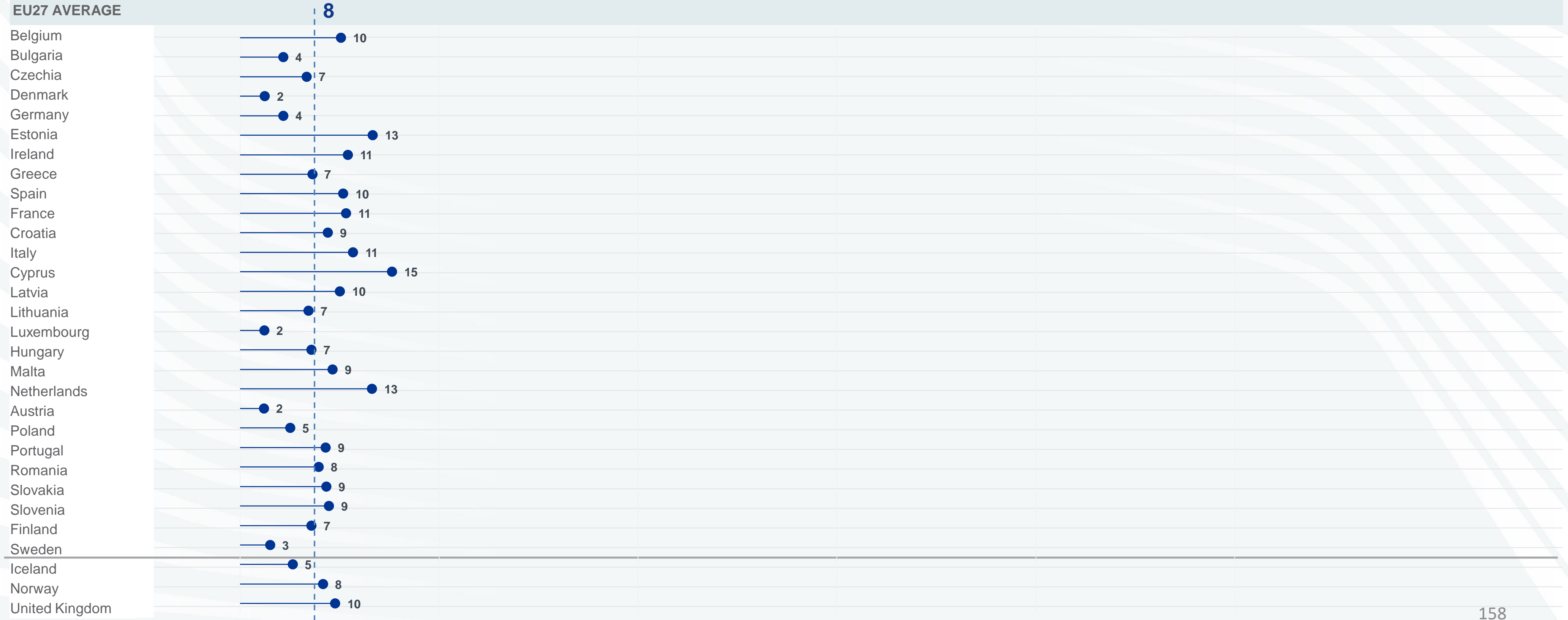
See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured to buy something you did not want during an unexpected visit of a seller to your home

Yes (%)

EU27 AVERAGE





Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured to buy something you did not want during an excursion organised by a seller
Yes (%)

EU27 AVERAGE

6

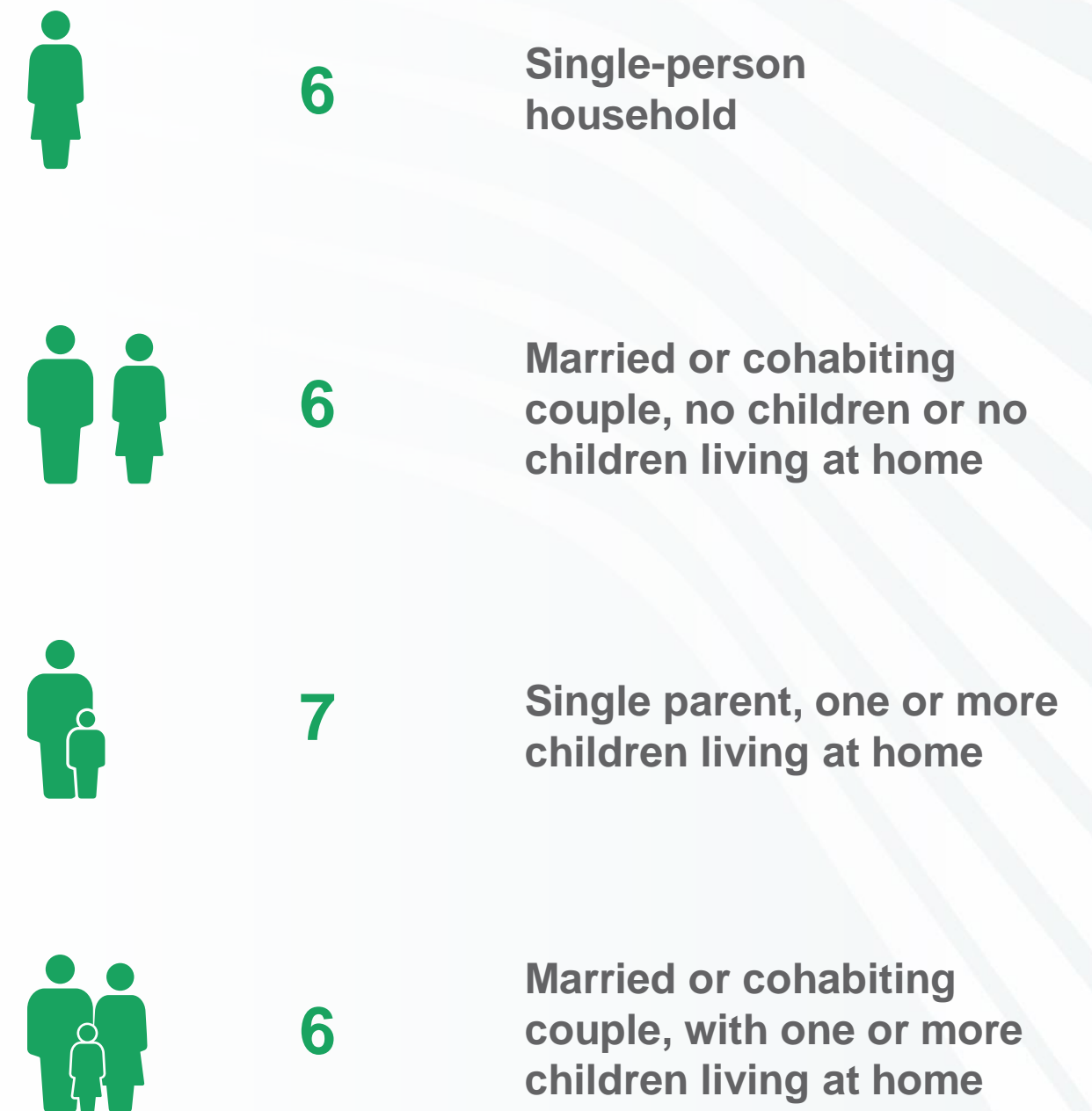
GENDER



EDUCATION



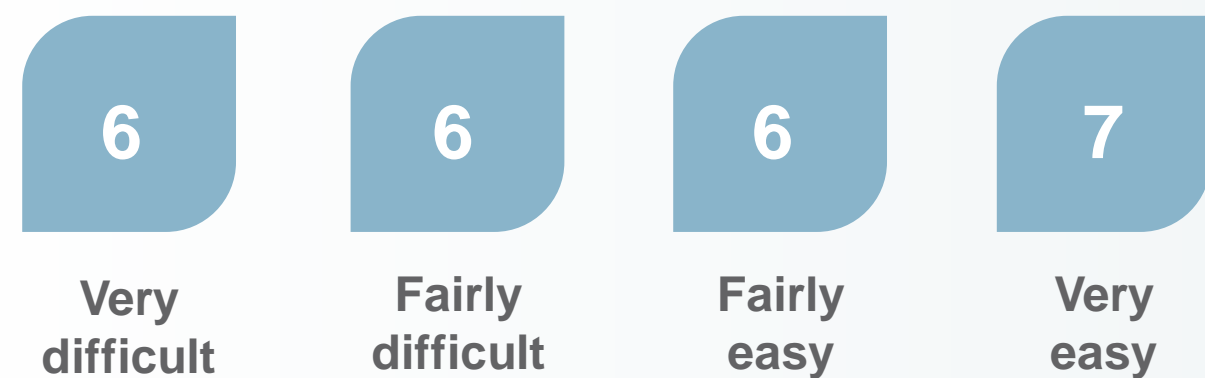
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured to buy something you did not want during an excursion organised by a seller
Yes (%)

EU27 AVERAGE

6

GEOGRAPHIC AREA

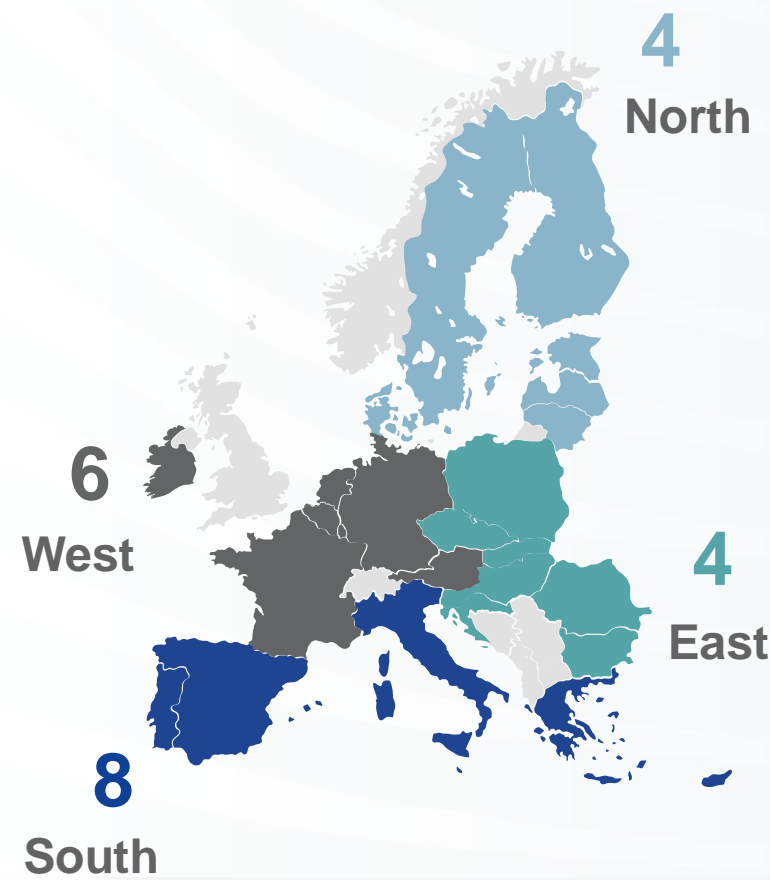


Rural area or village 6

Small or middle-sized town 6

Large town 7

EU REGION



OCCUPATION



Self-employed 8

Manager 7

Other white collar 5

Blue collar 6

Seeking a job 4

House-person and other not in employment 6

Student 5

Retired 8

PURCHASED ONLINE IN PAST 12 MONTHS



Yes 6



No 7



KNOWLEDGE OF CONSUMER RIGHTS



High 5

Medium 6

Low 7

See technical note for calculation of indicator

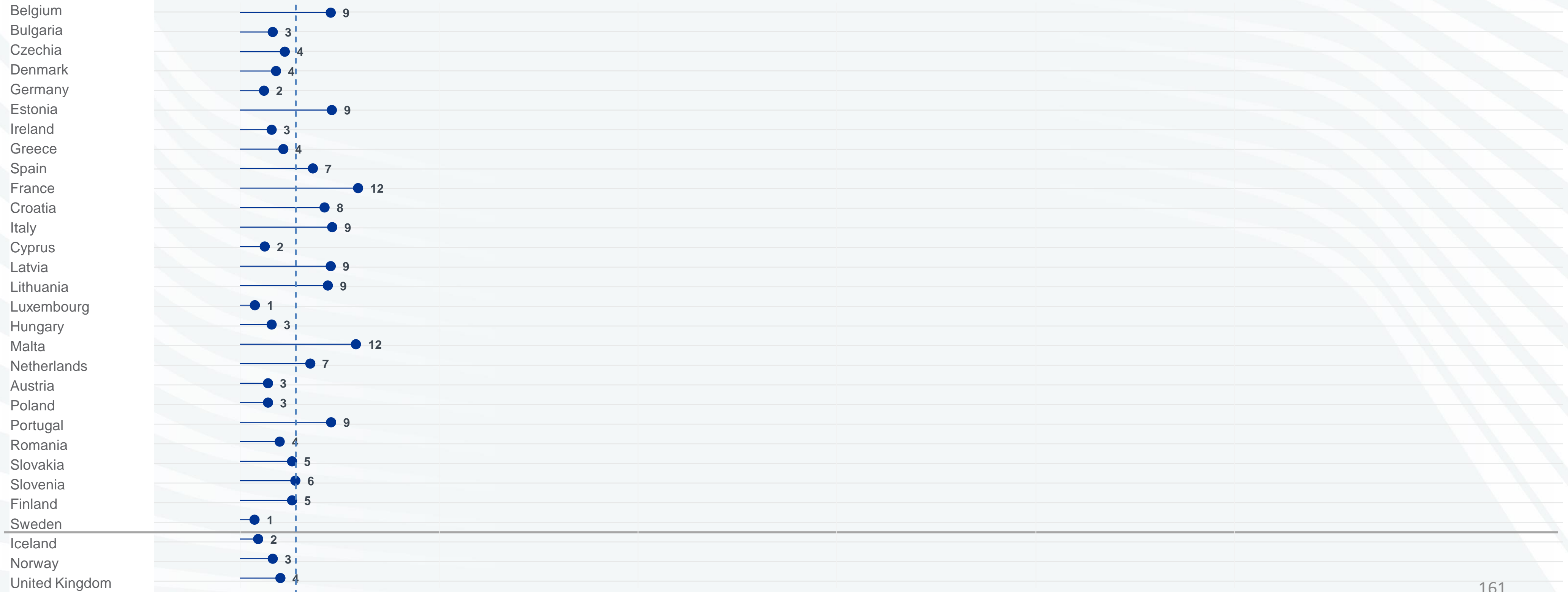


Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured to buy something you did not want during an excursion organised by a seller

Yes (%)

EU27 AVERAGE

6





Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured to buy something you did not want during a product demonstration that you attended at a private home, hotel or restaurant
Yes (%)

EU27 AVERAGE

6

GENDER



Female



7

Male



6

EDUCATION



5

Low

6

Medium

6

High

HOUSEHOLD COMPOSITION



5

Single-person household



6

Married or cohabiting couple, no children or no children living at home



7

Single parent, one or more children living at home



7

Married or cohabiting couple, with one or more children living at home

AGE



18-34



5

35-54



6

55-64



6

65+



7

EASE OF MANAGING FINANCIALLY



8

Very difficult

8

Fairly difficult

5

Fairly easy

5

Very easy

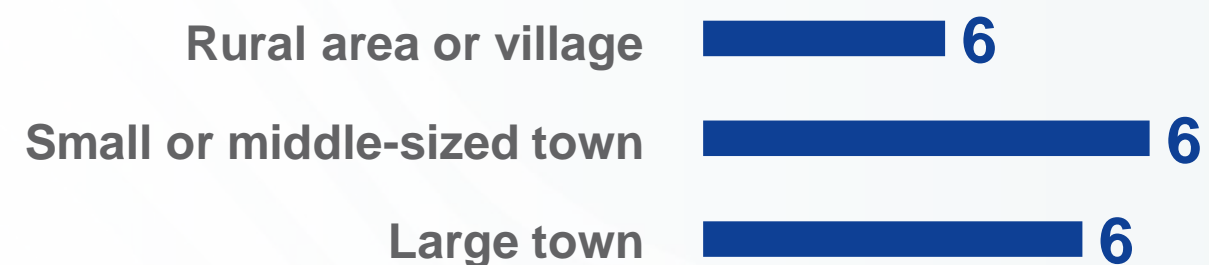


Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured to buy something you did not want during a product demonstration that you attended at a private home, hotel or restaurant
Yes (%)

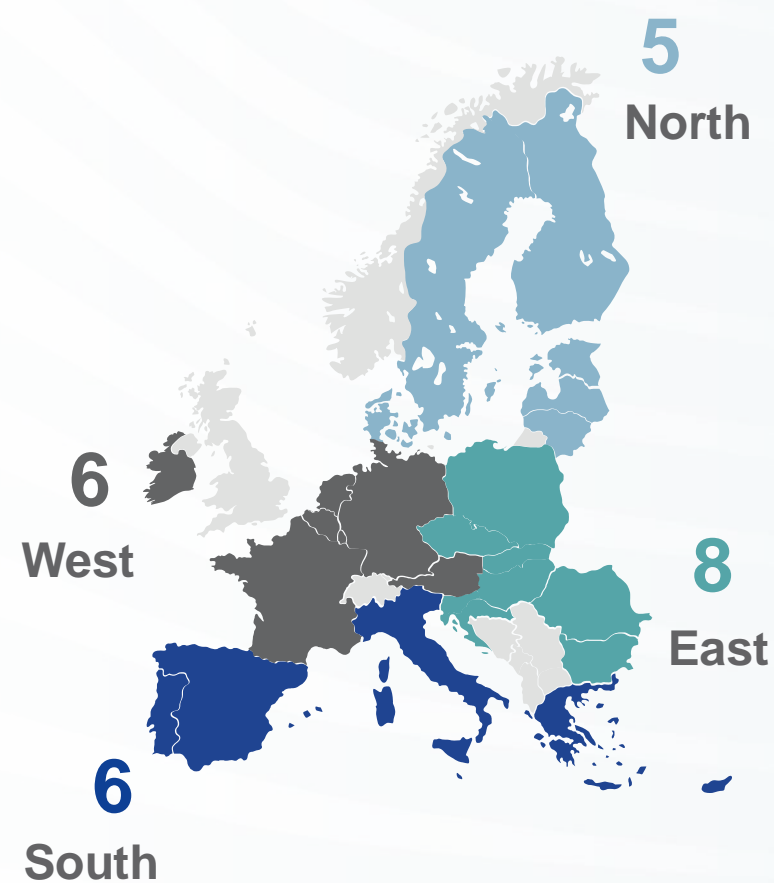
EU27 AVERAGE

6

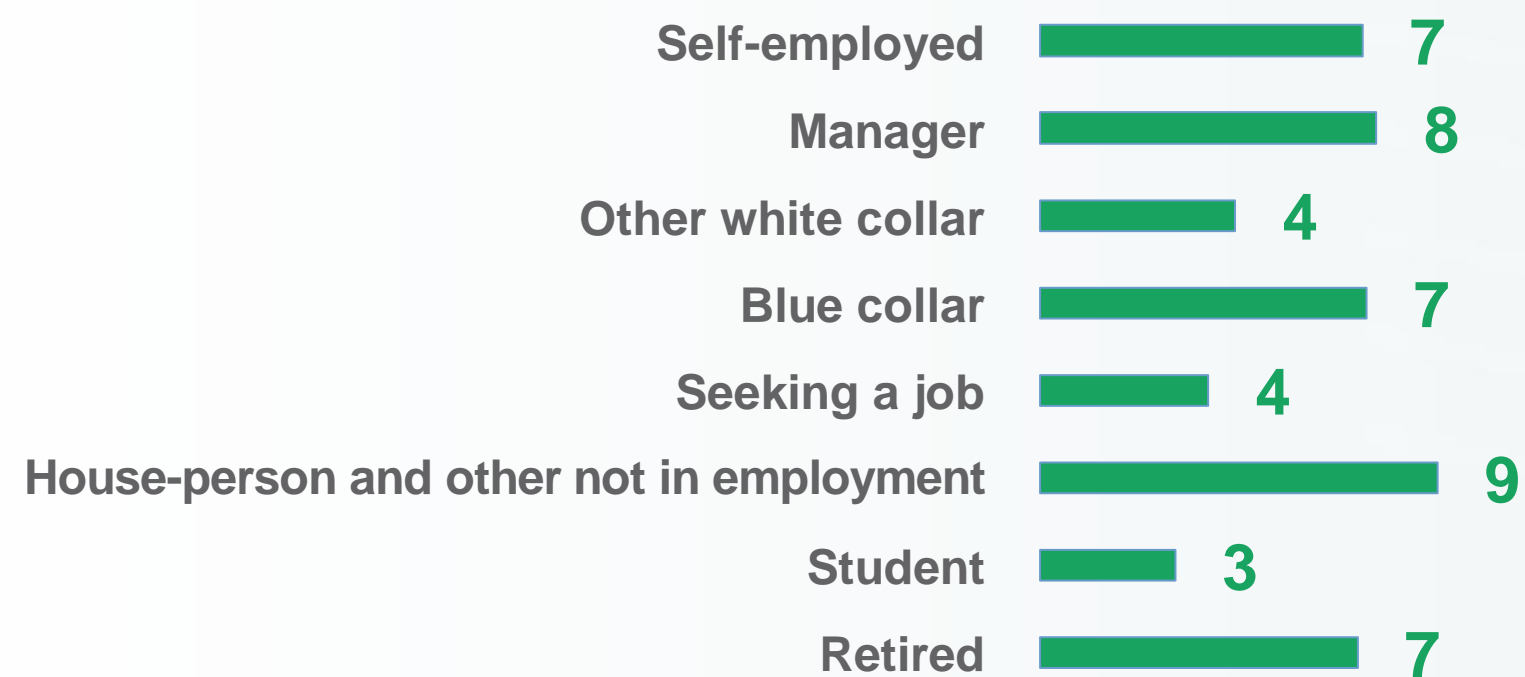
GEOGRAPHIC AREA



EU REGION



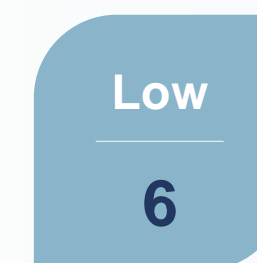
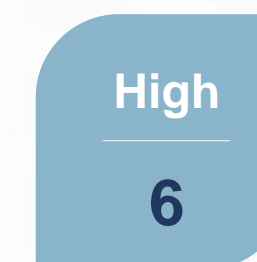
OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS

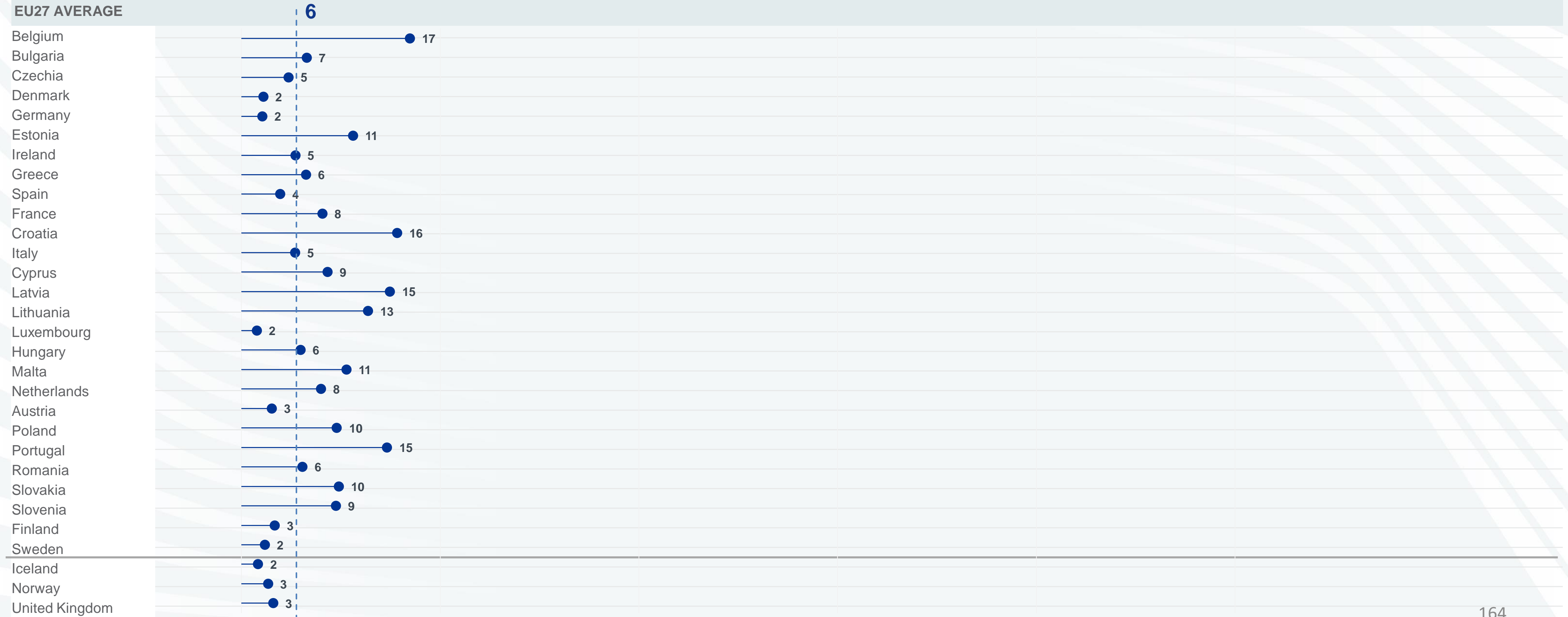


See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have felt pressured to buy something you did not want during a product demonstration that you attended at a private home, hotel or restaurant
Yes (%)

EU27 AVERAGE





Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have been offered a product advertised as free of charge which actually entailed charges
Yes (%)

EU27 AVERAGE **19**

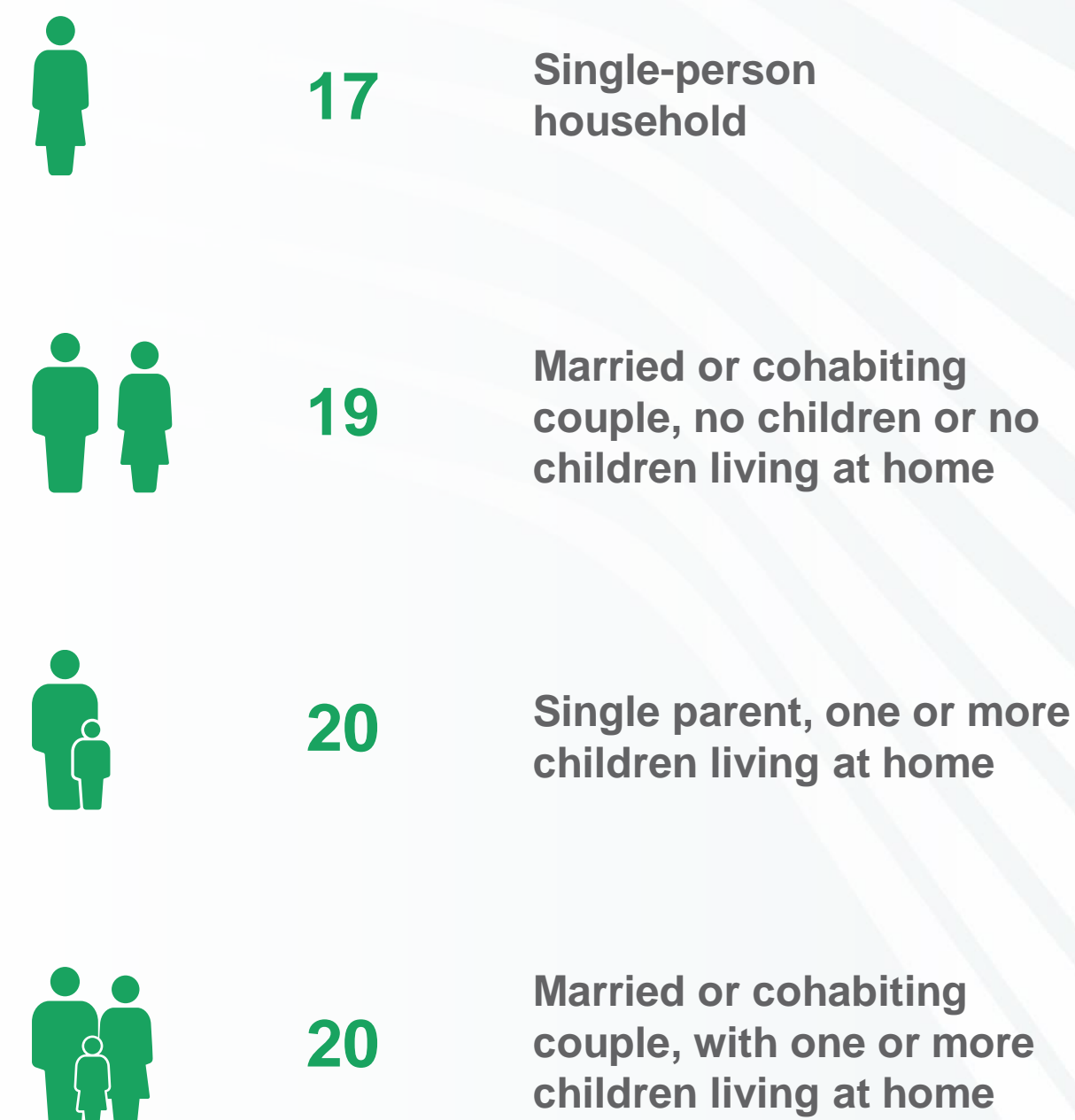
GENDER



EDUCATION



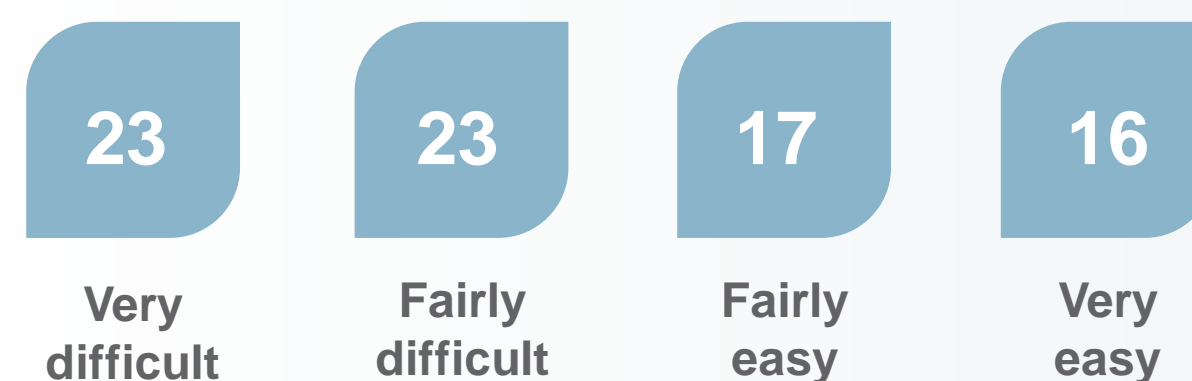
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY

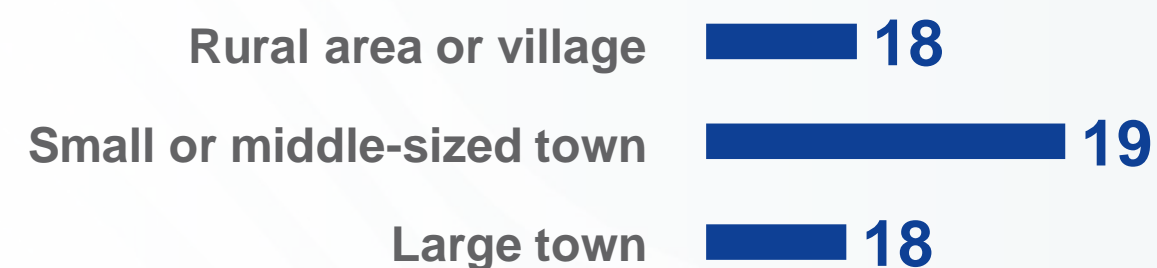




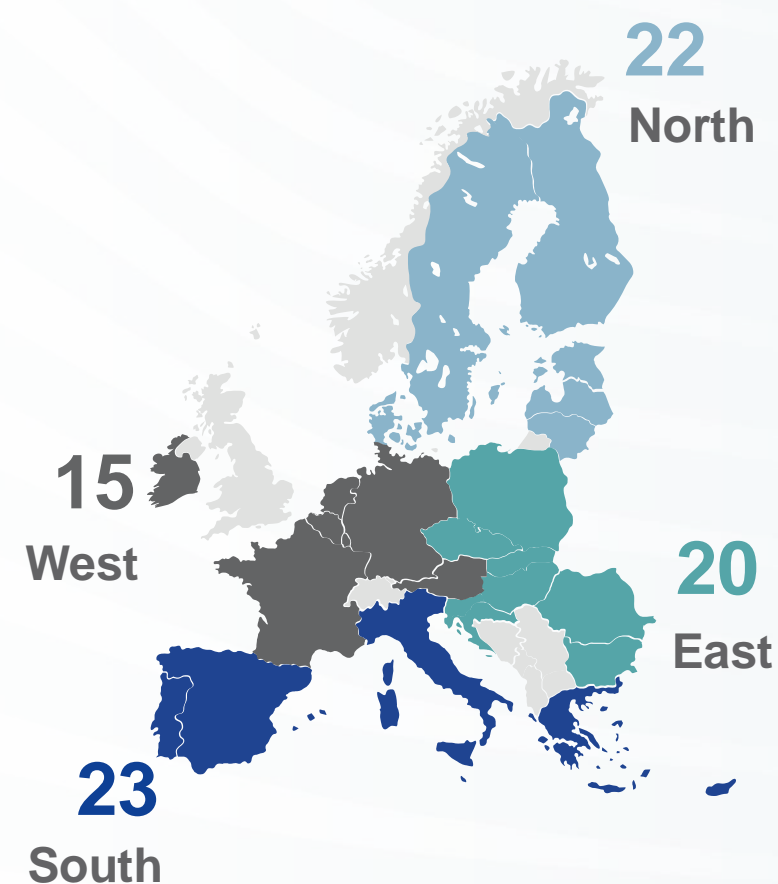
Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have been offered a product advertised as free of charge which actually entailed charges
Yes (%)

EU27 AVERAGE **19**

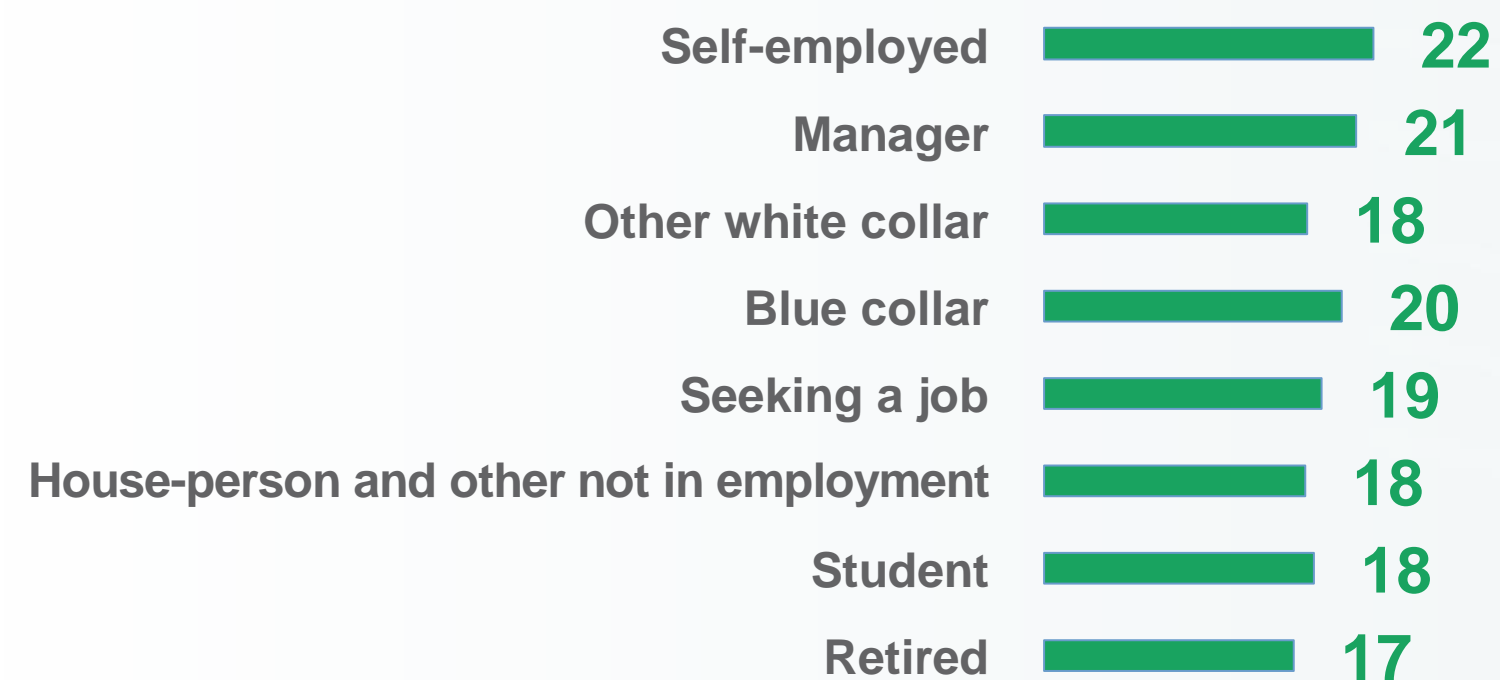
GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
18

Medium
19

Low
19

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have been offered a product advertised as free of charge which actually entailed charges

Yes (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have come across advertisements stating that the product was only available for a very limited period of time but you later realised that was not the case
Yes (%)

EU27 AVERAGE

24

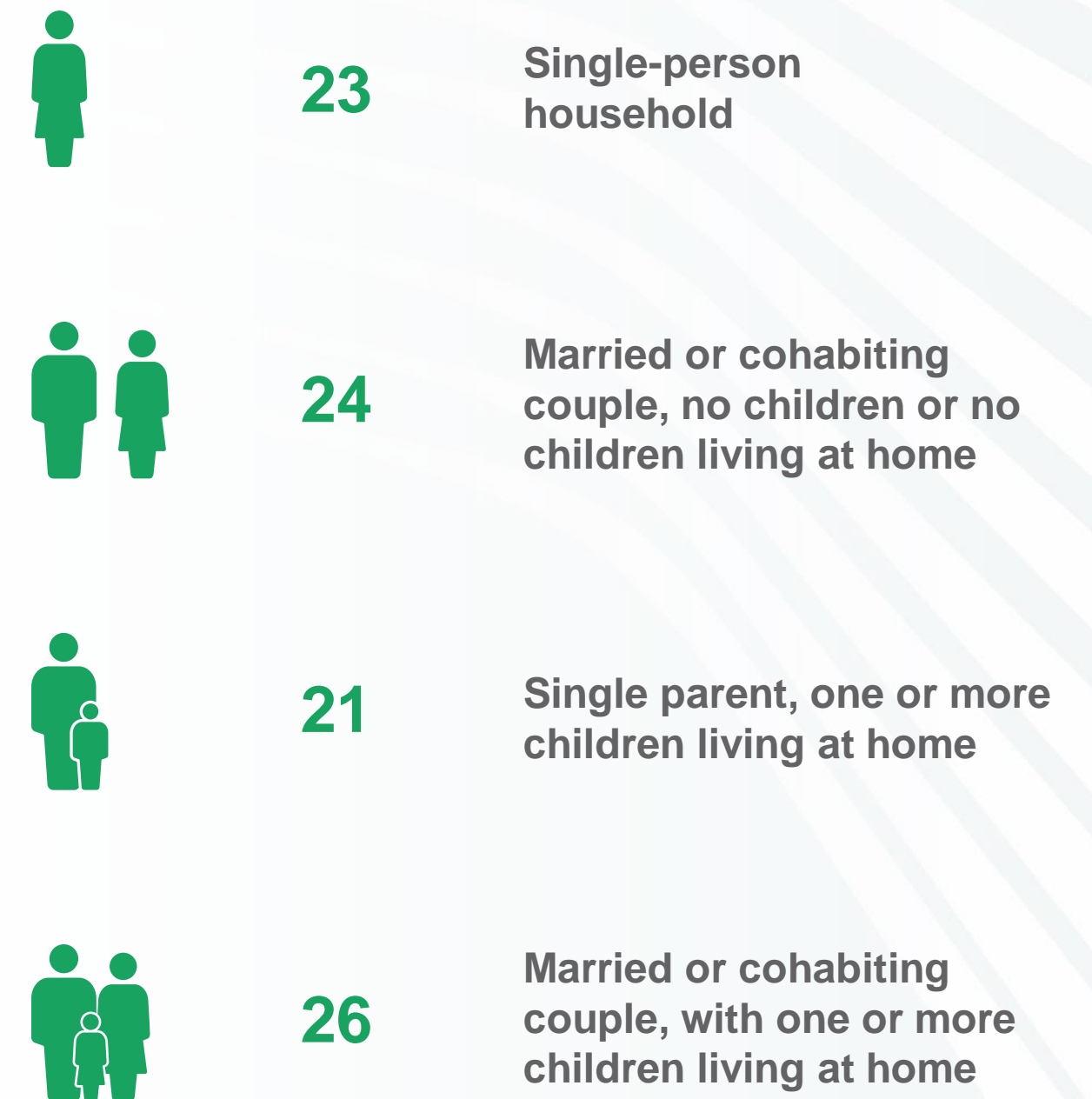
GENDER



EDUCATION



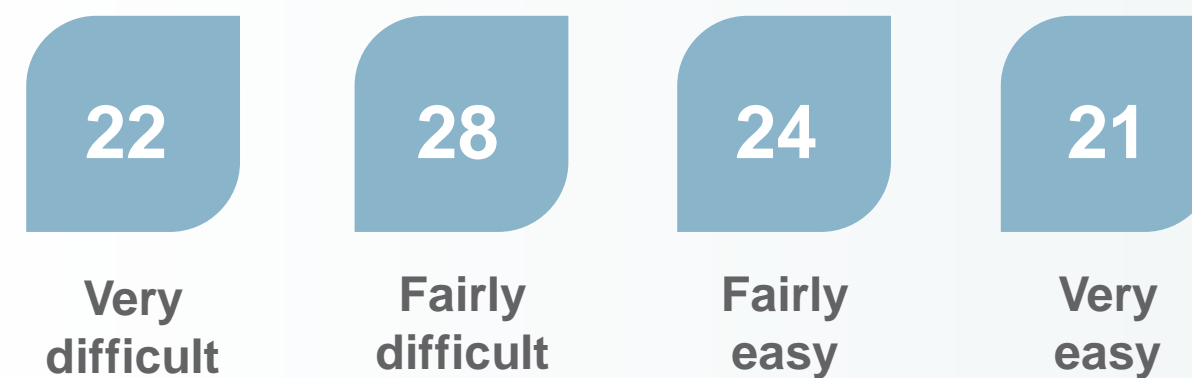
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY

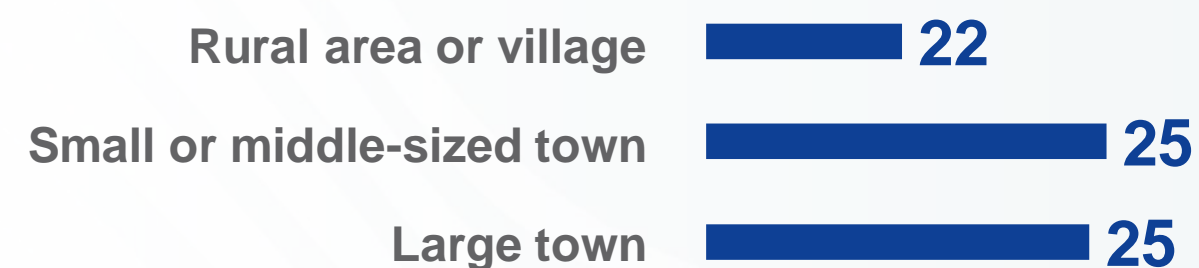




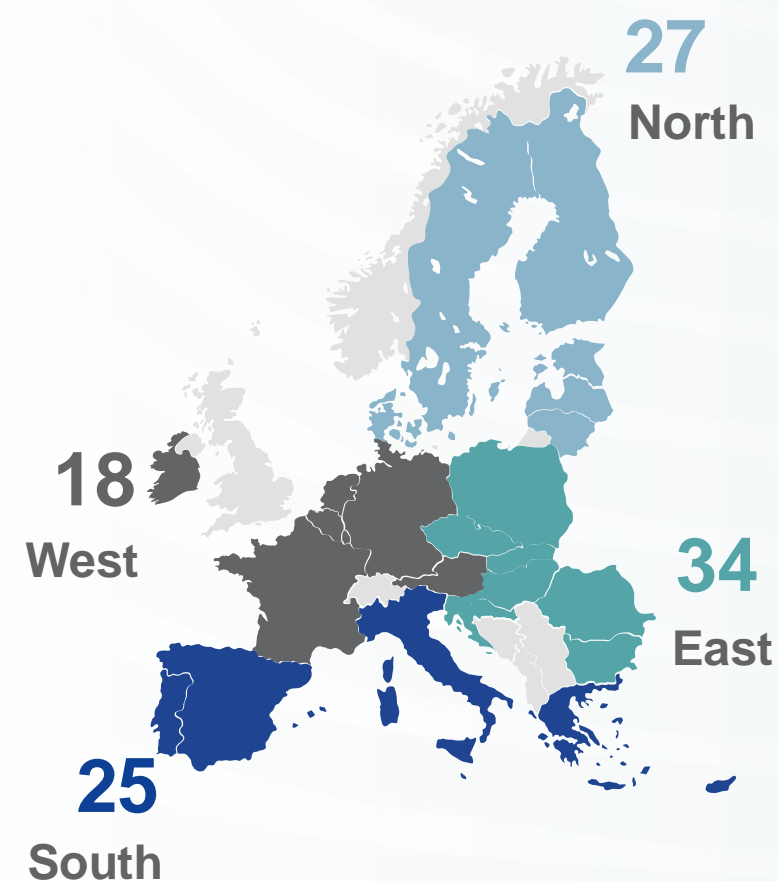
Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have come across advertisements stating that the product was only available for a very limited period of time but you later realised that was not the case
Yes (%)

EU27 AVERAGE **24**

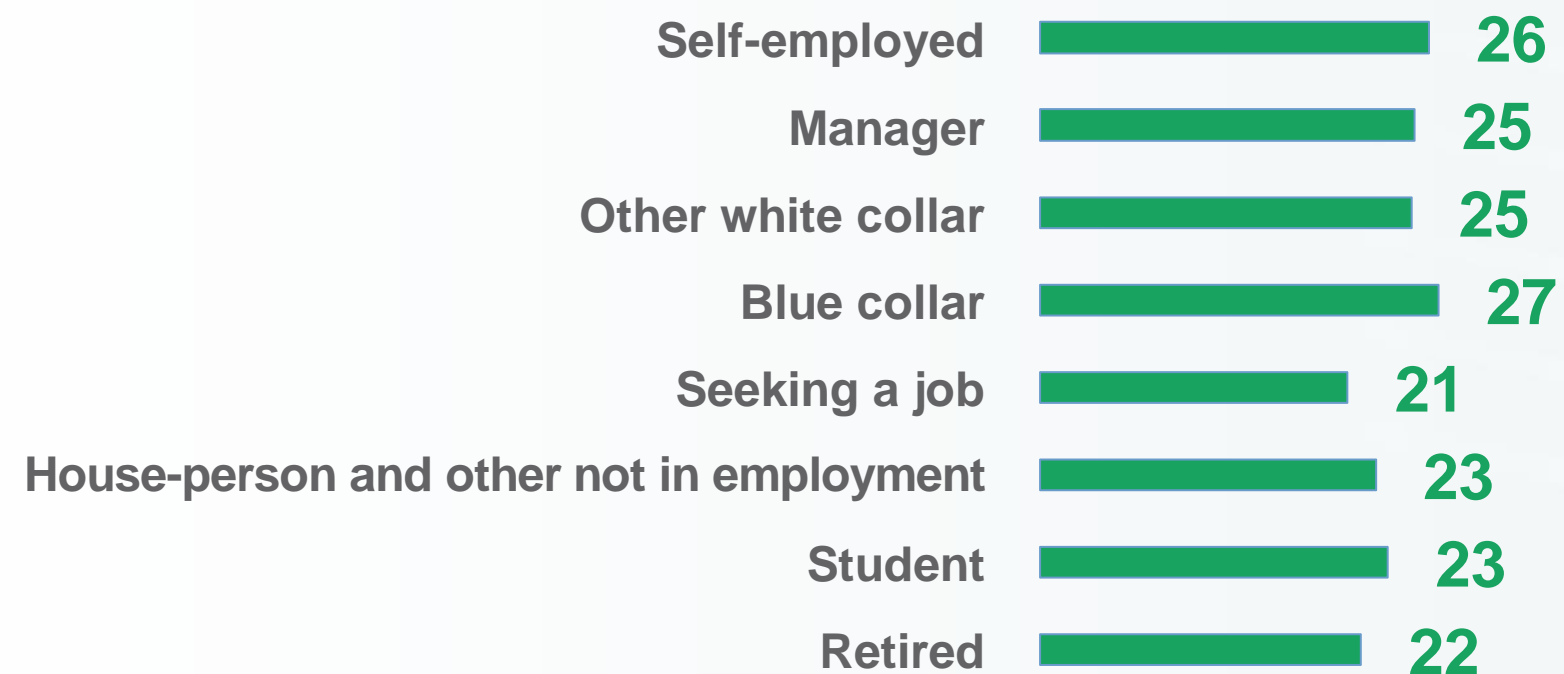
GEOGRAPHIC AREA



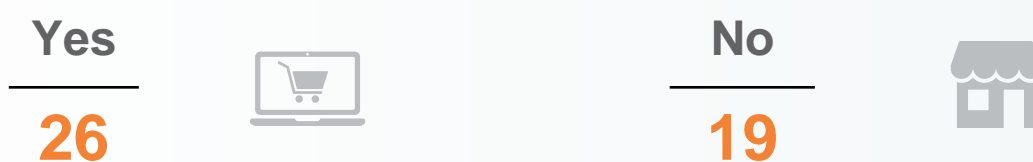
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
25

Medium
25

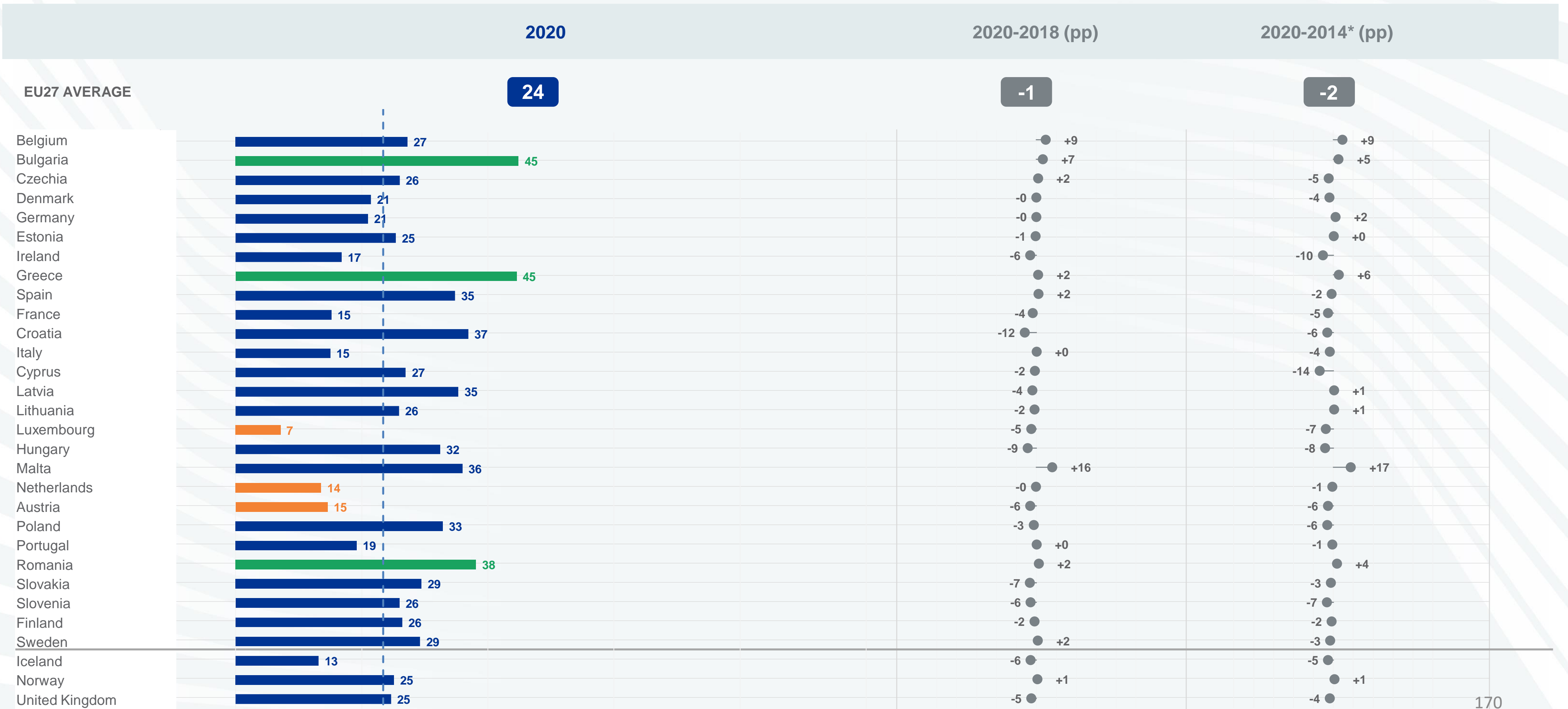
Low
23

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have come across advertisements stating that the product was only available for a very limited period of time but you later realised that was not the case

Yes (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have come across other unfair commercial practices

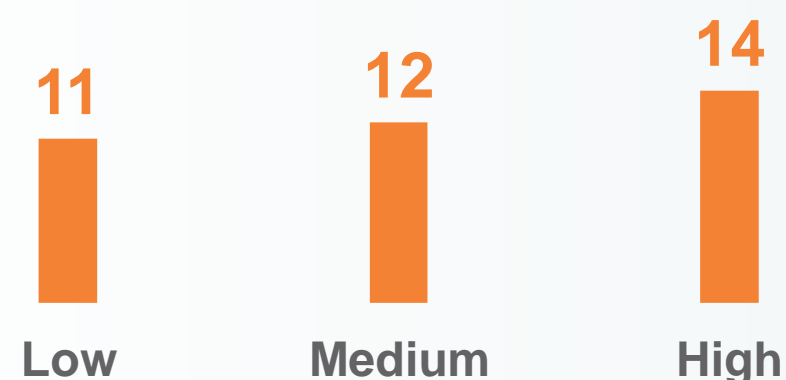
Yes (%)

EU27 AVERAGE **13**

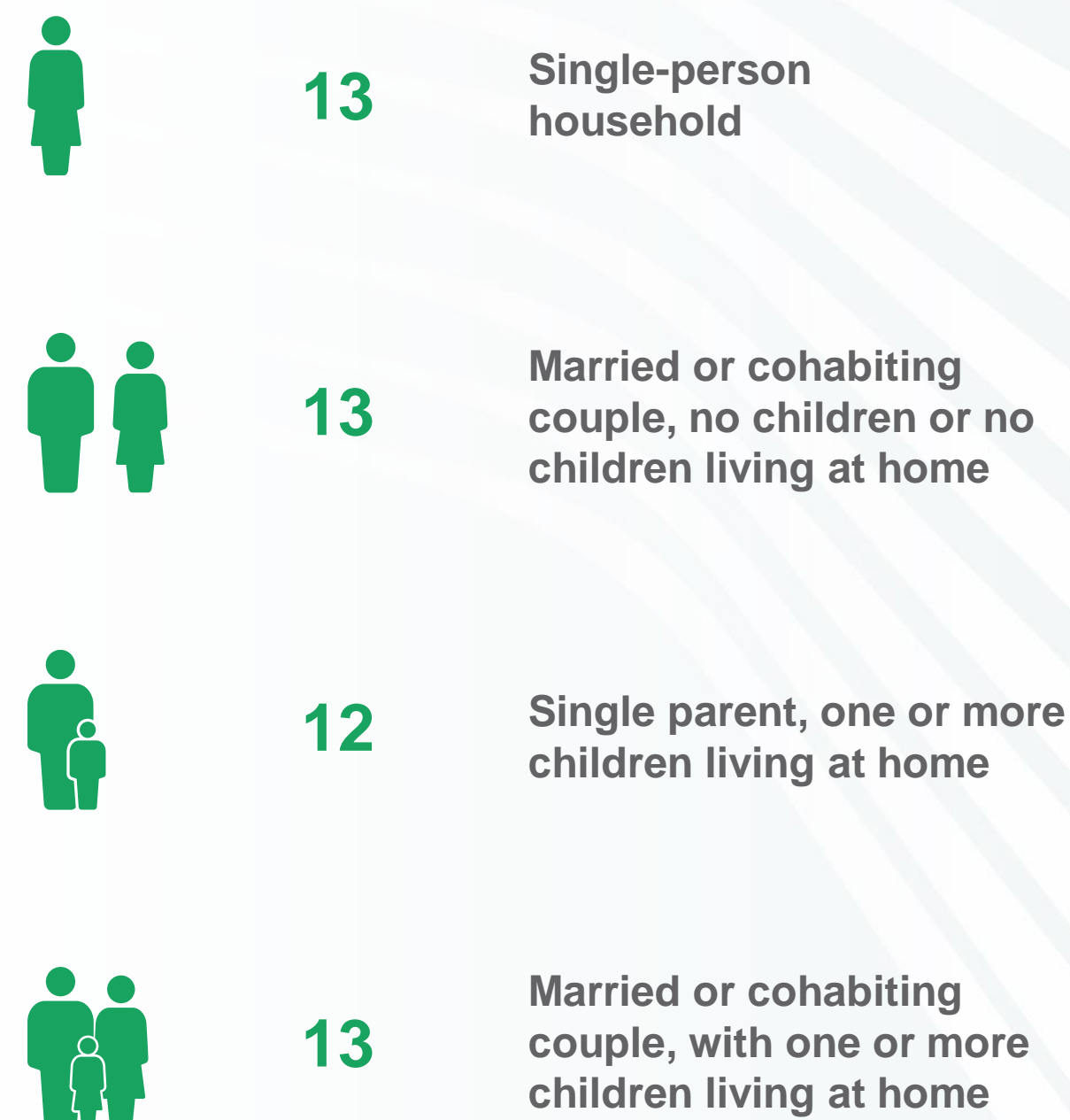
GENDER



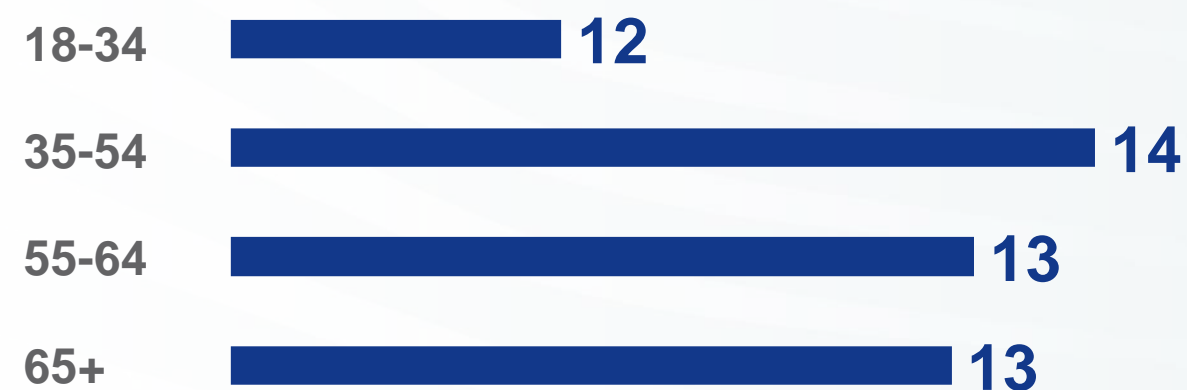
EDUCATION



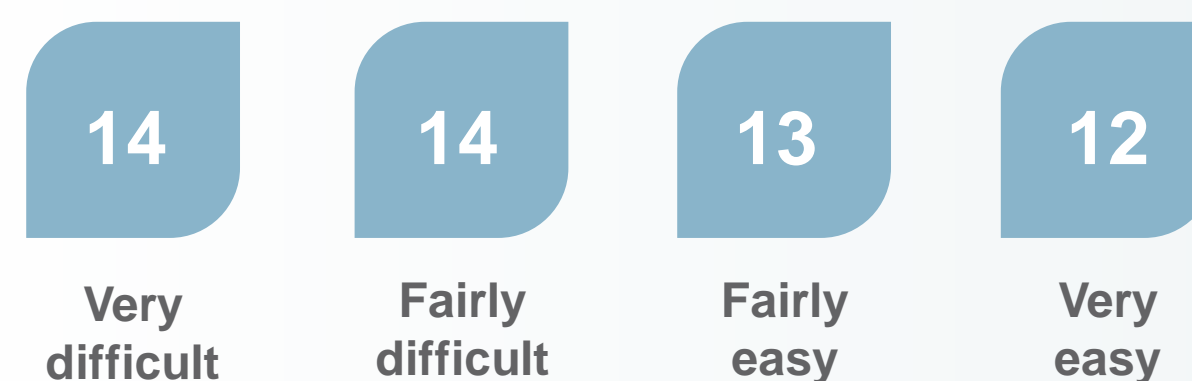
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have come across other unfair commercial practices

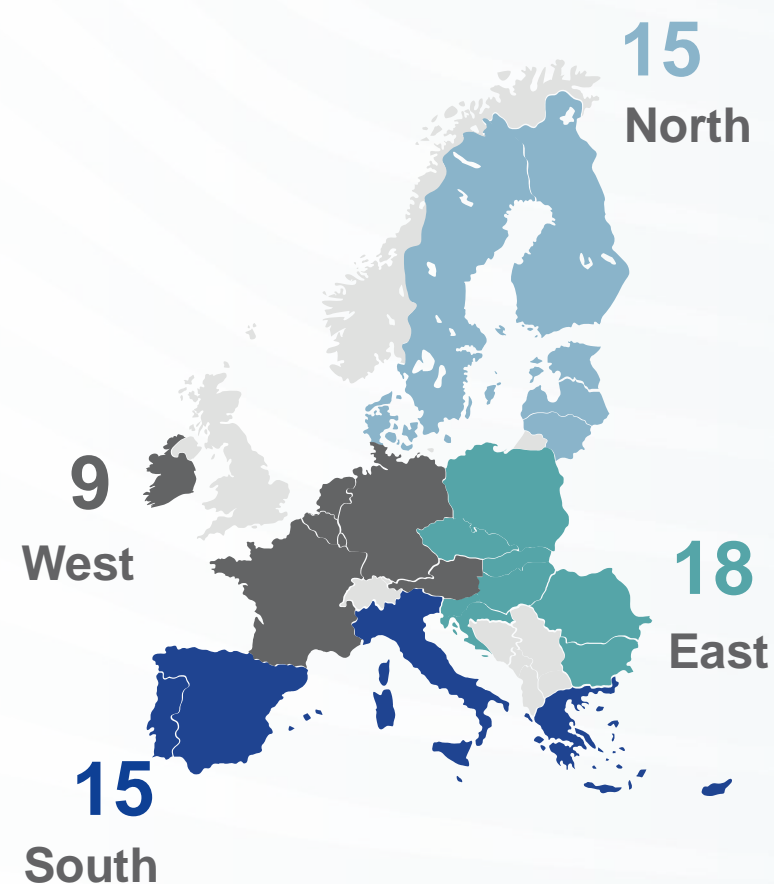
Yes (%)

EU27 AVERAGE **13**

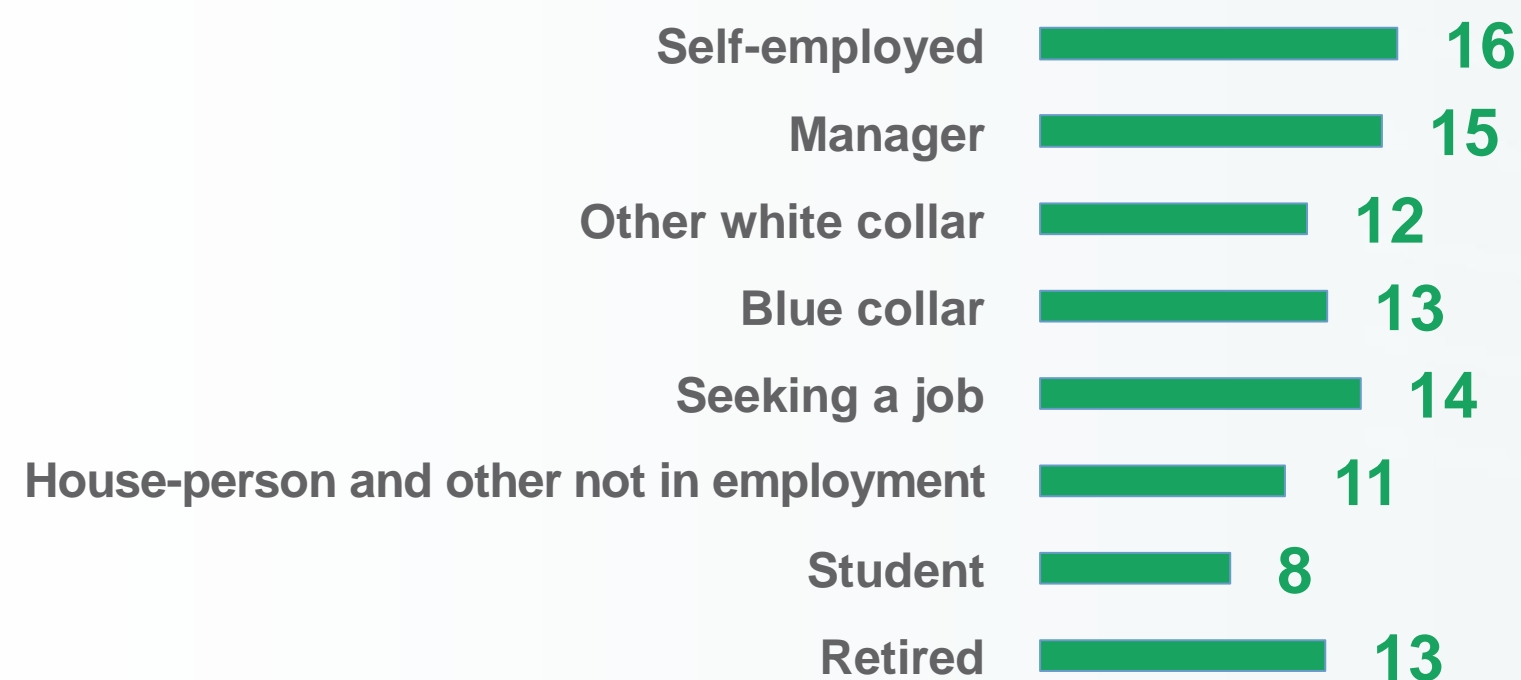
GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
15

Medium
13

Low
12

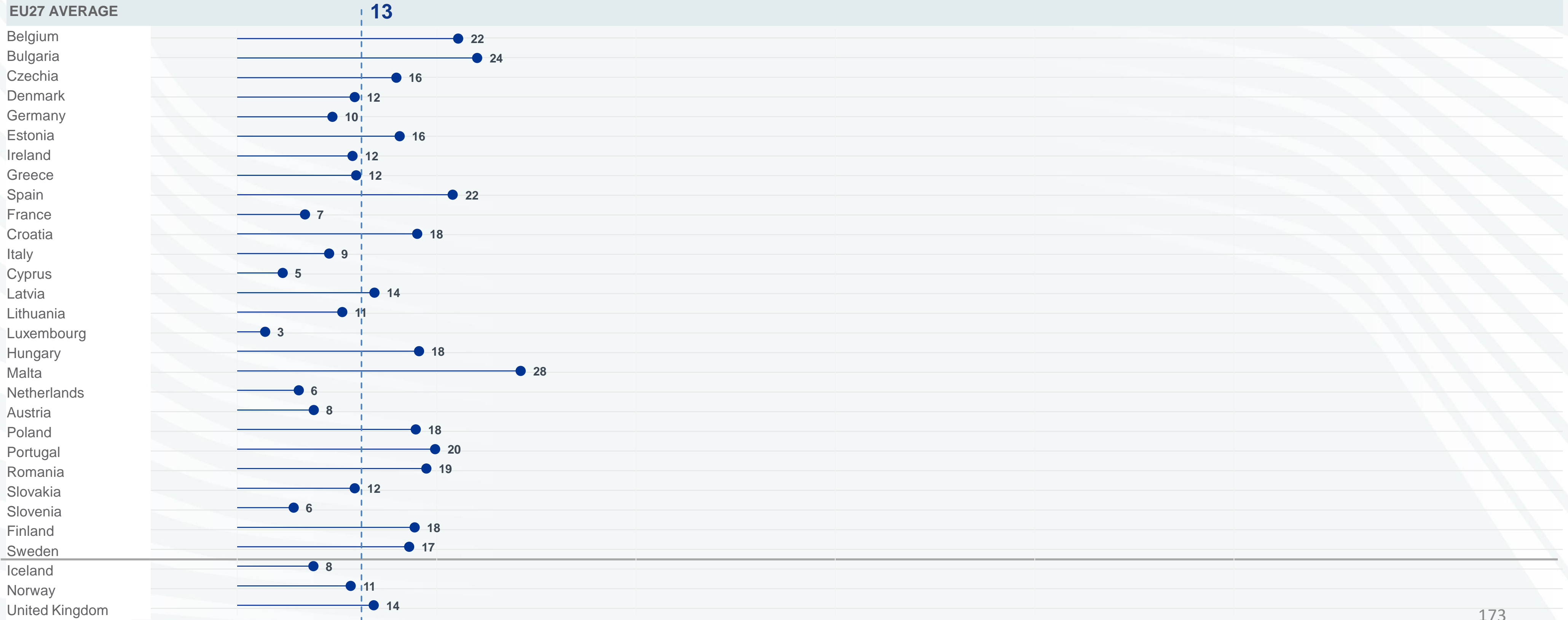
See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in your country?... Have come across other unfair commercial practices

Yes (%)

EU27 AVERAGE





Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have been informed you won a lottery you did not know about, but you were asked to pay some money in order to collect the prize
Yes (%)

EU27 AVERAGE

5

GENDER



Female



5

Male



5

EDUCATION



4

Low

4

Medium

6

High

HOUSEHOLD COMPOSITION



6

Single-person household



5

Married or cohabiting couple, no children or no children living at home



4

Single parent, one or more children living at home



5

Married or cohabiting couple, with one or more children living at home

AGE



18-34



5

35-54



5

55-64



4

65+



4

EASE OF MANAGING FINANCIALLY



5

Very difficult

4

Fairly difficult

5

Fairly easy

5

Very easy



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have been informed you won a lottery you did not know about, but you were asked to pay some money in order to collect the prize
Yes (%)

EU27 AVERAGE

5

GEOGRAPHIC AREA

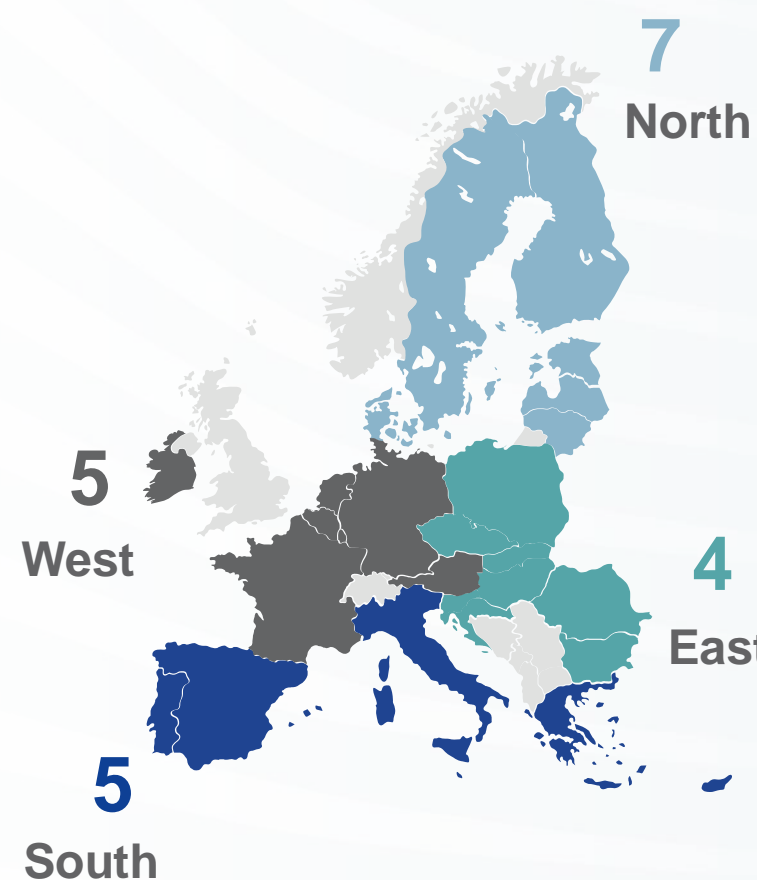


Rural area or village 5

Small or middle-sized town 5

Large town 4

EU REGION



OCCUPATION



Self-employed 6

Manager 6

Other white collar 5

Blue collar 4

Seeking a job 4

House-person and other not in employment 4

Student 5

Retired 4

PURCHASED ONLINE IN PAST 12 MONTHS



Yes
6



No
2



KNOWLEDGE OF CONSUMER RIGHTS



High

5

Medium

5

Low

4

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have been informed you won a lottery you did not know about, but you were asked to pay some money in order to collect the prize
Yes (%)

2020

2020-2018 (pp)

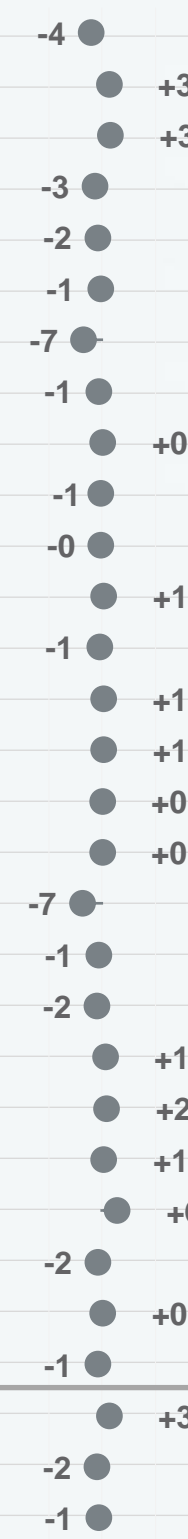
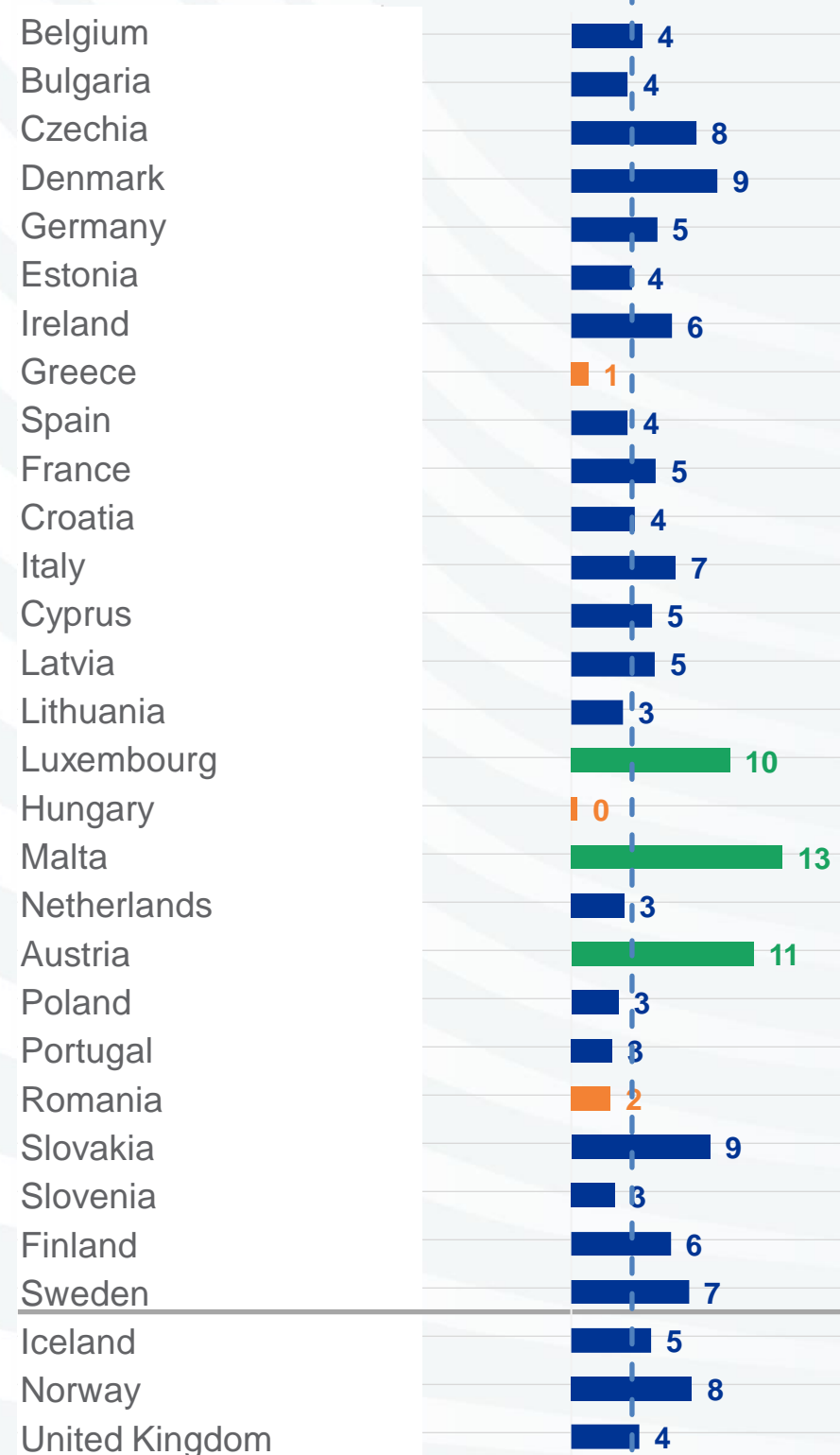
2020-2014* (pp)

EU27 AVERAGE

5

0

0



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured by persistent sales calls or messages urging you to buy something or sign a contract
Yes (%)

EU27 AVERAGE

7

GENDER



Female



7

Male



8

EDUCATION



7



Low

6



Medium

8



High

HOUSEHOLD COMPOSITION



7

Single-person household



7

Married or cohabiting couple, no children or no children living at home



9

Single parent, one or more children living at home



8

Married or cohabiting couple, with one or more children living at home

AGE



18-34



7

35-54



8

55-64



8

65+



7

EASE OF MANAGING FINANCIALLY



7



Very difficult

7



Fairly difficult

7



Fairly easy

10



Very easy

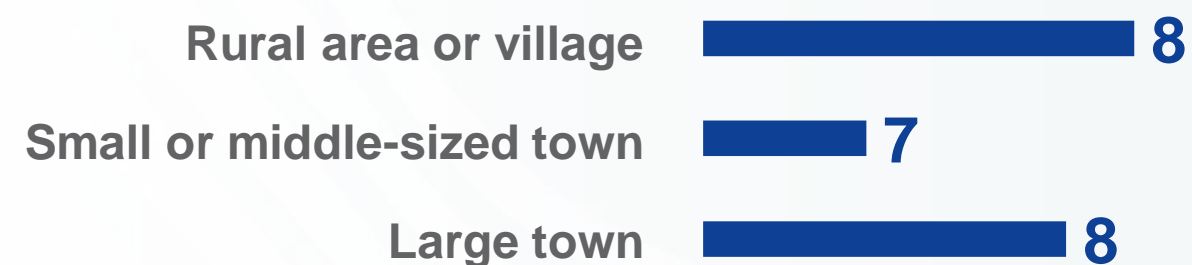


Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured by persistent sales calls or messages urging you to buy something or sign a contract
Yes (%)

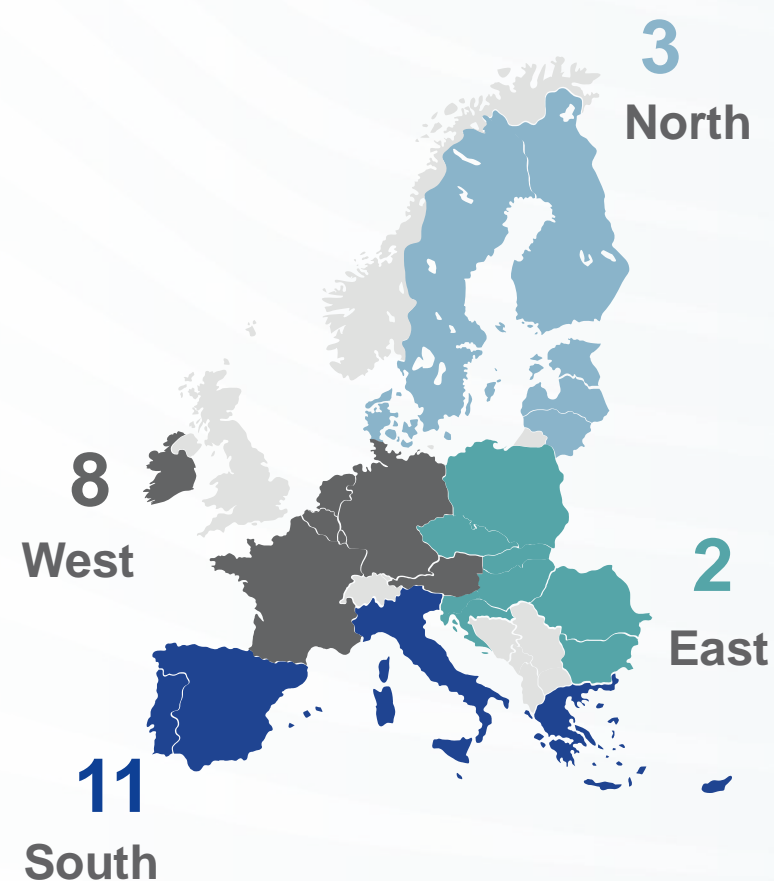
EU27 AVERAGE

7

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
8

Medium
7

Low
7

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured by persistent sales calls or messages urging you to buy something or sign a contract

Yes (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured to buy something you did not want during an unexpected visit of a seller to your home
Yes (%)

EU27 AVERAGE

1

GENDER



Female



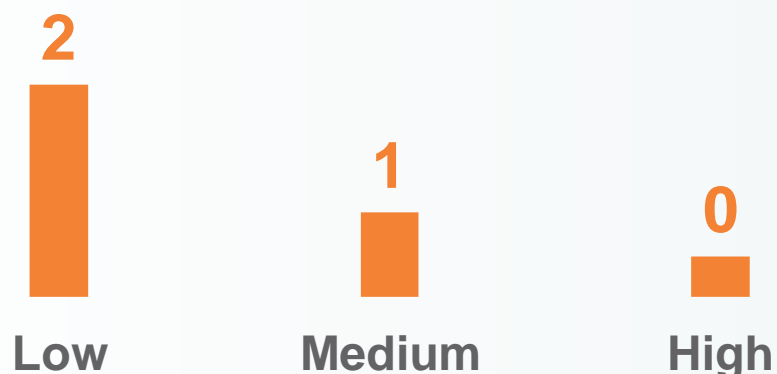
1

Male



1

EDUCATION



HOUSEHOLD COMPOSITION



1

Single-person household



1

Married or cohabiting couple, no children or no children living at home



2

Single parent, one or more children living at home



1

Married or cohabiting couple, with one or more children living at home

AGE



18-34



1

35-54



1

55-64



1

65+



1

EASE OF MANAGING FINANCIALLY



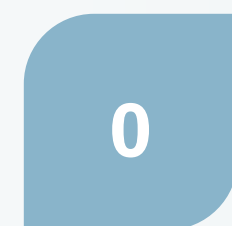
Very difficult



Fairly difficult



Fairly easy



Very easy



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured to buy something you did not want during an unexpected visit of a seller to your home
Yes (%)

EU27 AVERAGE

1

GEOGRAPHIC AREA

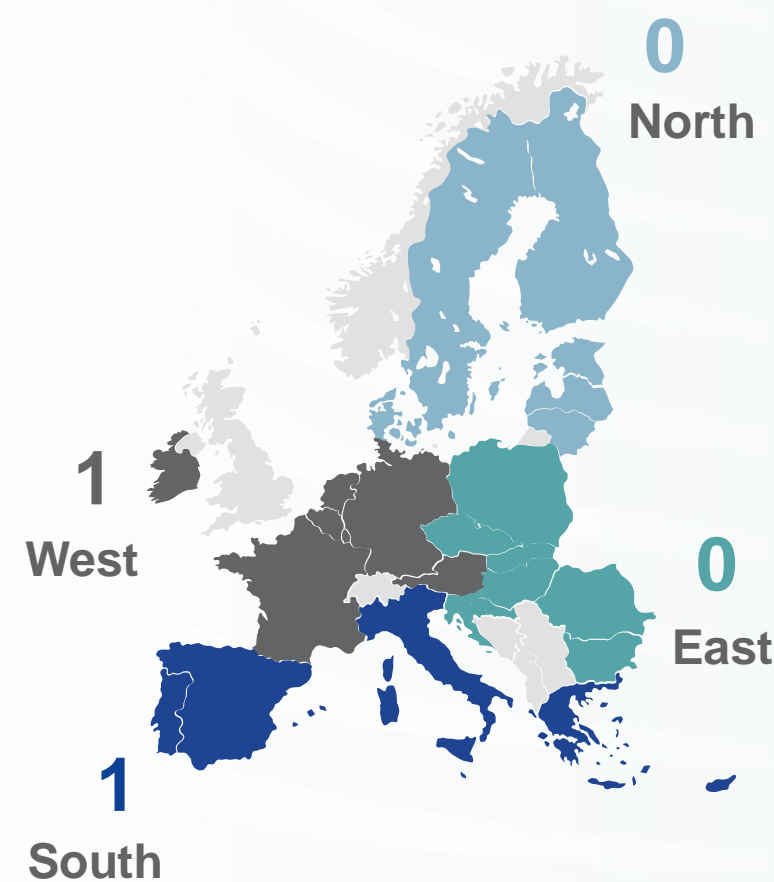


Rural area or village 1

Small or middle-sized town 1

Large town 1

EU REGION



OCCUPATION



Self-employed 1

Manager 2

Other white collar 0

Blue collar 1

Seeking a job 0

House-person and other not in employment 0

Student 1

Retired 1

PURCHASED ONLINE IN PAST 12 MONTHS



Yes

1



No

1



KNOWLEDGE OF CONSUMER RIGHTS



High

1

Medium

1

Low

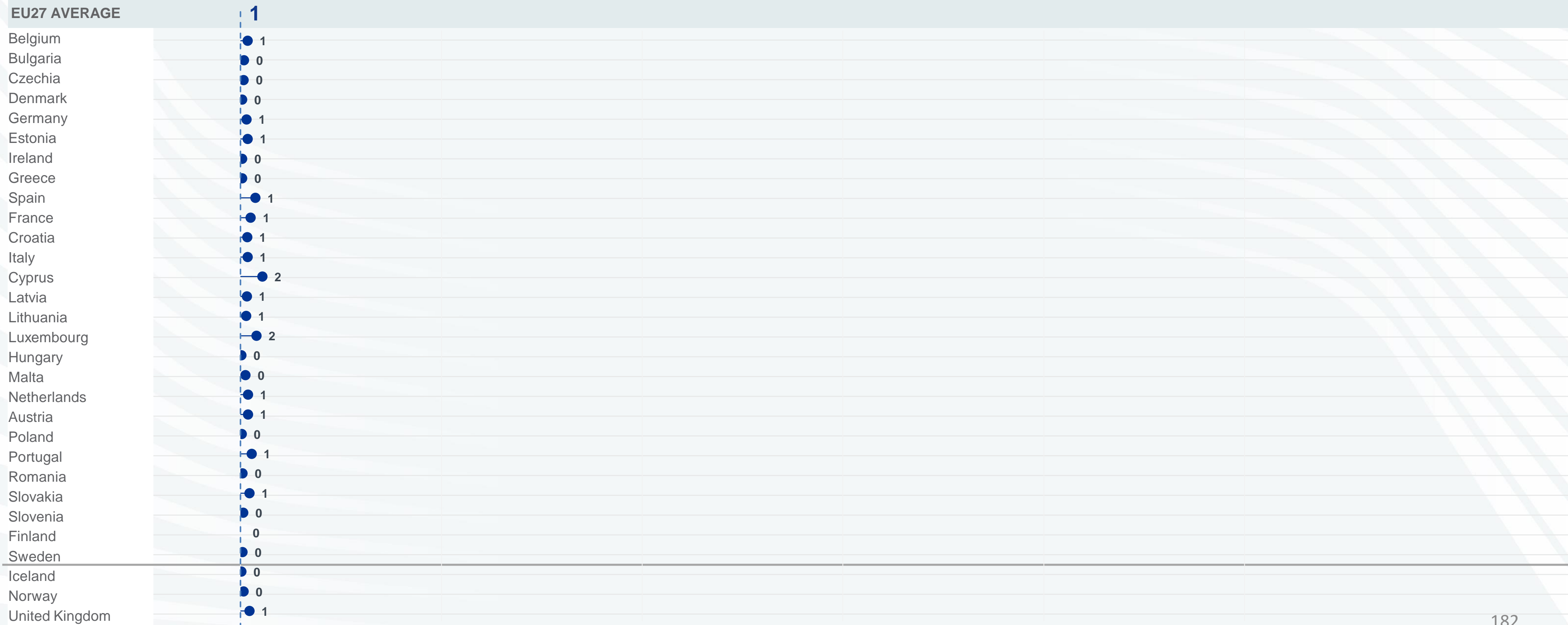
0

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured to buy something you did not want during an unexpected visit of a seller to your home

Yes (%)





Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured to buy something you did not want during an excursion organised by a seller
Yes (%)

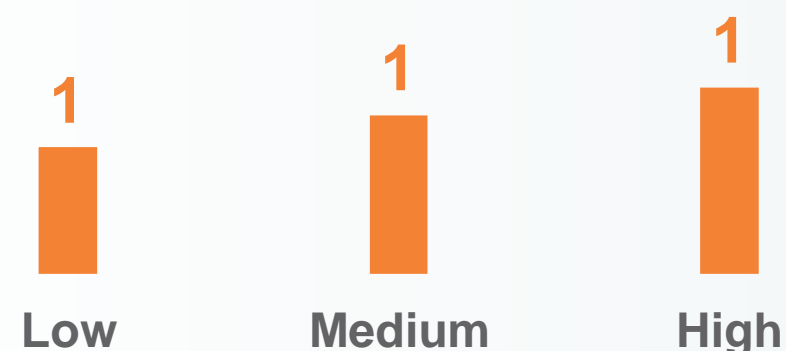
EU27 AVERAGE

1

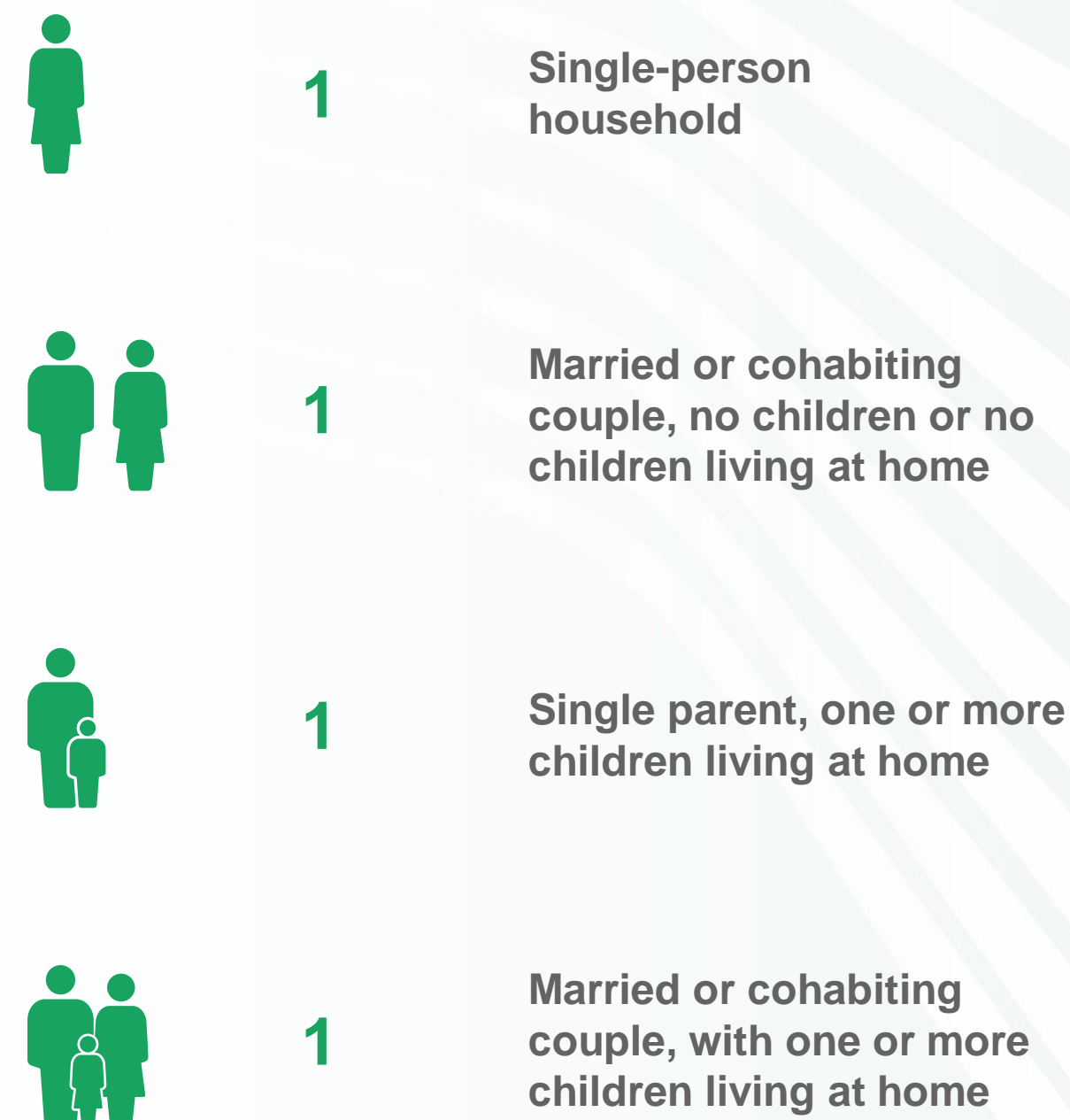
GENDER



EDUCATION



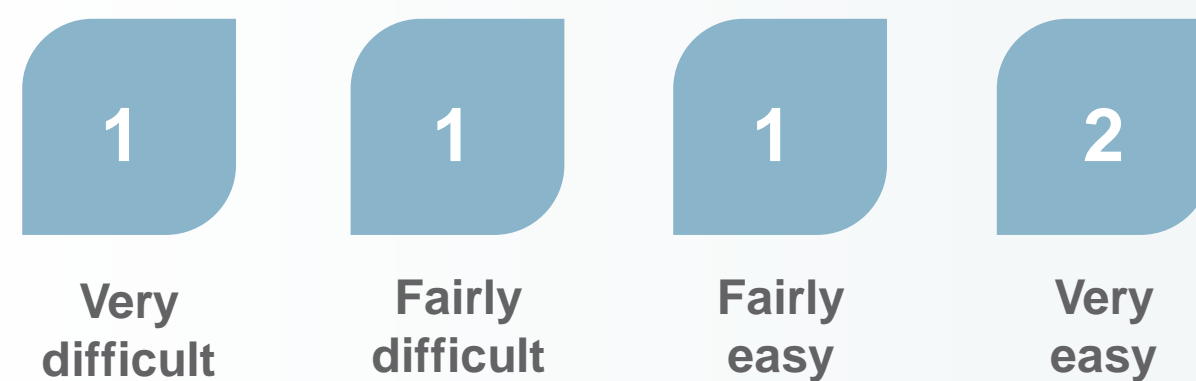
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured to buy something you did not want during an excursion organised by a seller
Yes (%)

EU27 AVERAGE

1

GEOGRAPHIC AREA

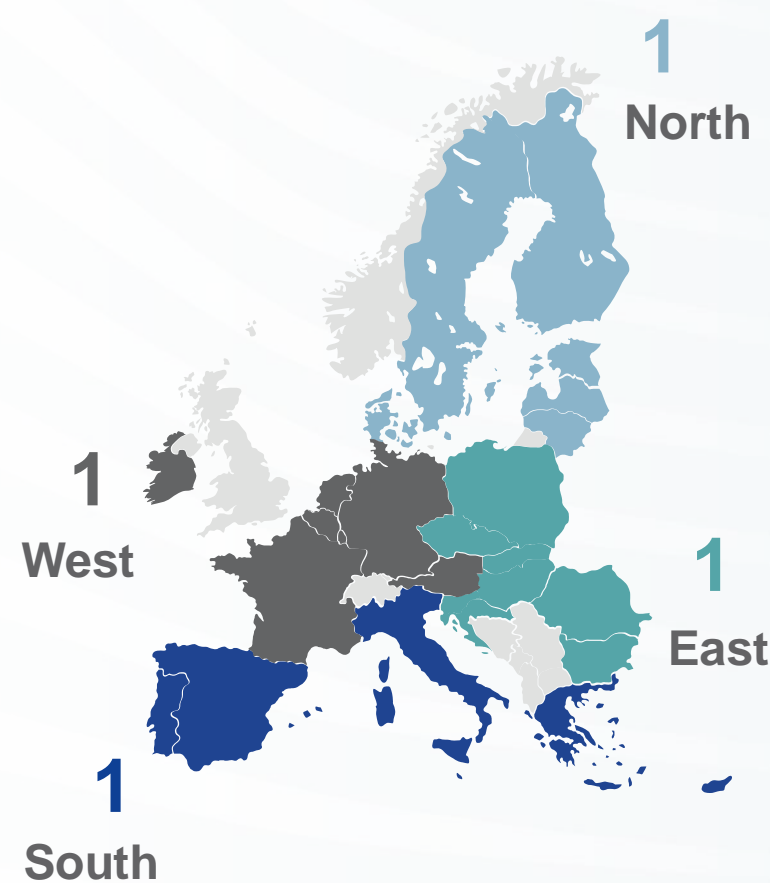


Rural area or village 1

Small or middle-sized town 1

Large town 1

EU REGION



OCCUPATION



Self-employed 2

Manager 2

Other white collar 1

Blue collar 1

Seeking a job 1

House-person and other not in employment 1

Student 1

Retired 1

PURCHASED ONLINE IN PAST 12 MONTHS



Yes

1



No

1



KNOWLEDGE OF CONSUMER RIGHTS



High

1

Medium

1

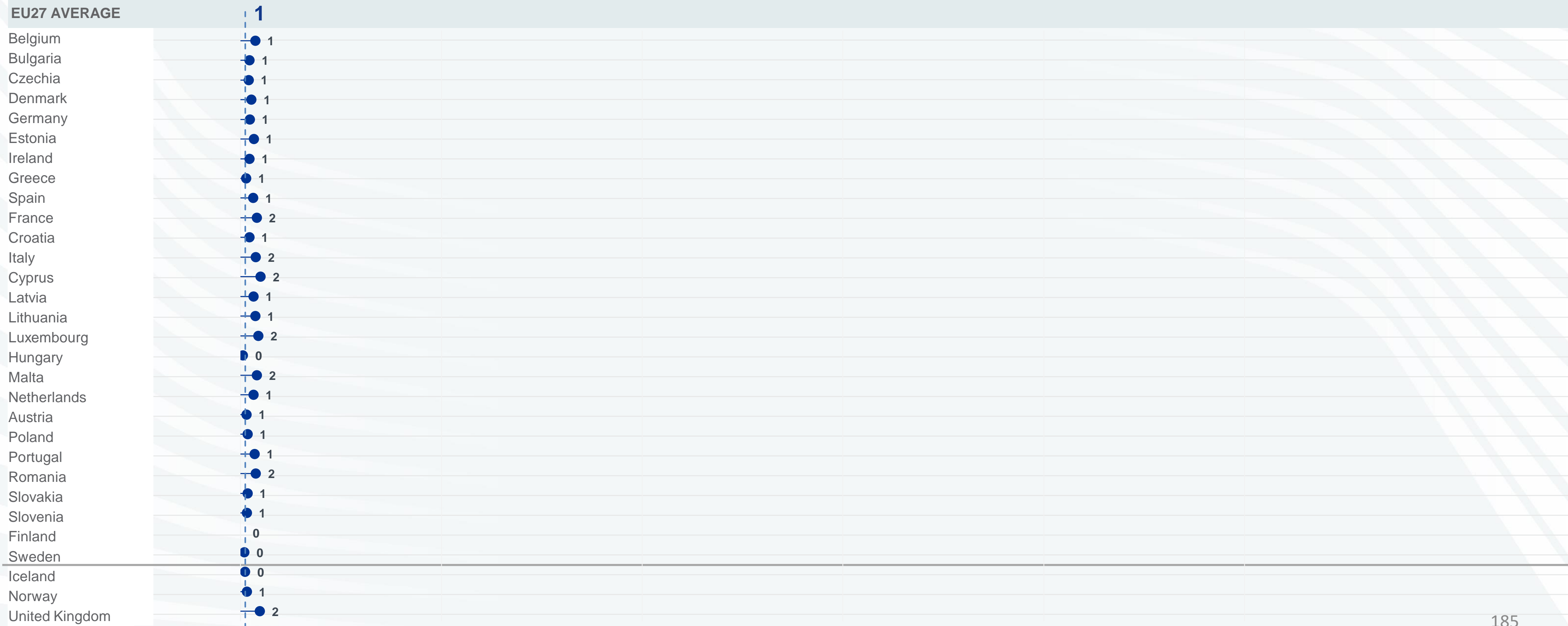
Low

1

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured to buy something you did not want during an excursion organised by a seller Yes (%)





Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured to buy something you did not want during a product demonstration that you attended at a private home, hotel or restaurant
Yes (%)

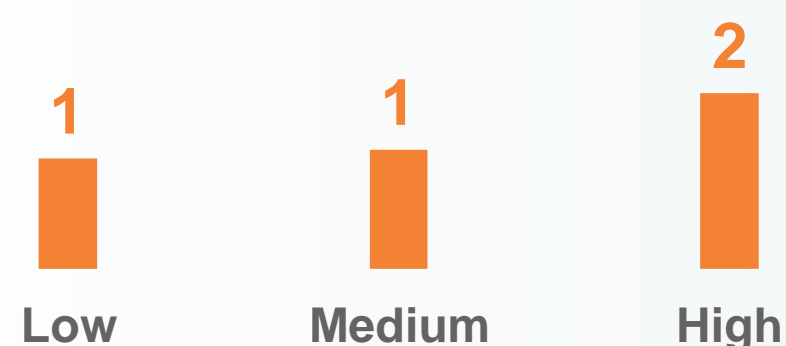
EU27 AVERAGE

1

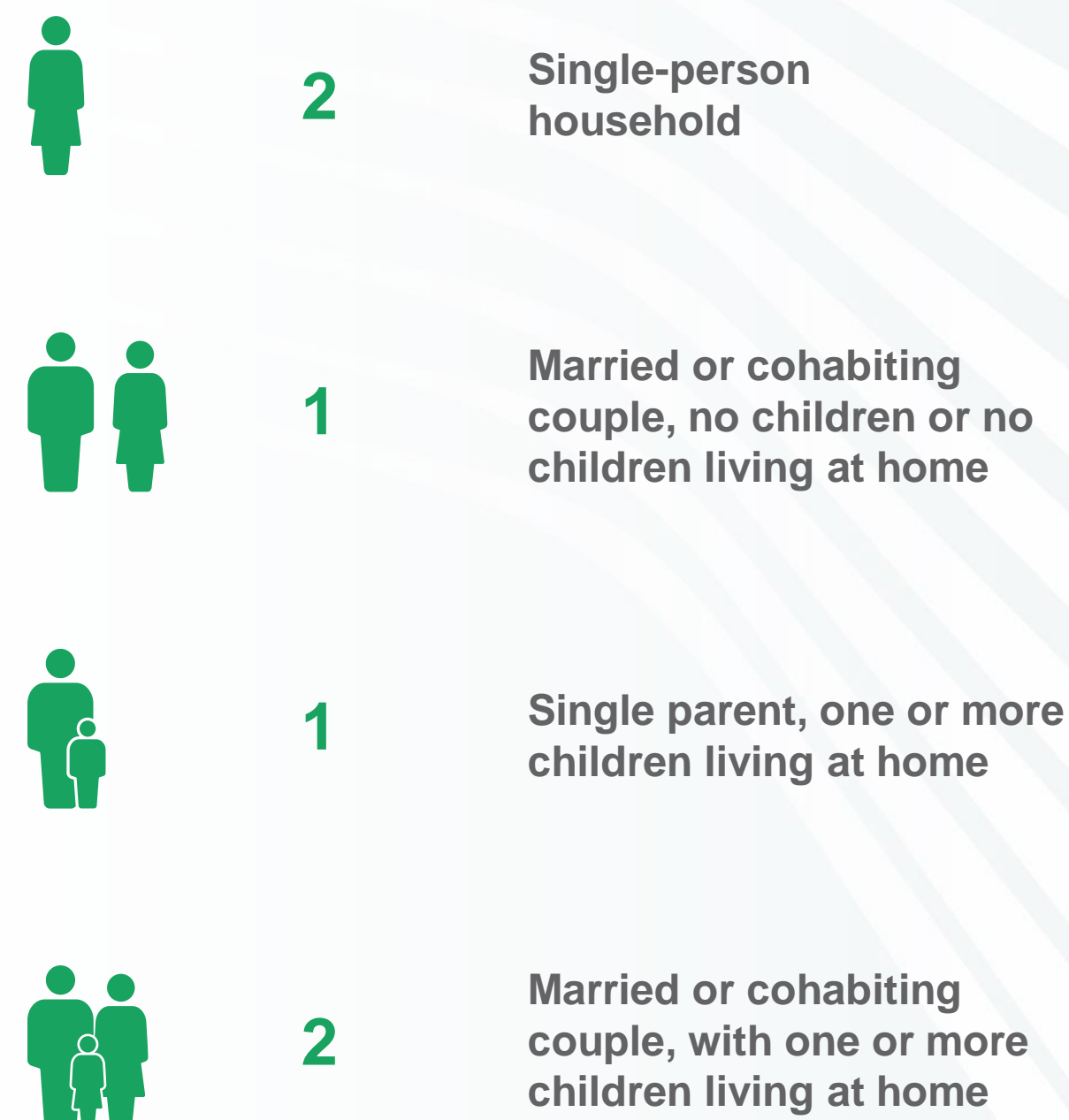
GENDER



EDUCATION



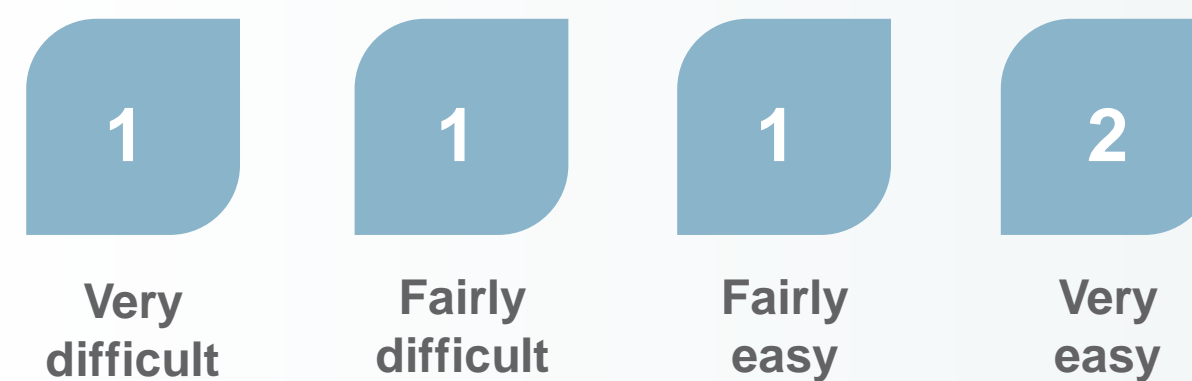
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured to buy something you did not want during a product demonstration that you attended at a private home, hotel or restaurant
Yes (%)

EU27 AVERAGE

1

GEOGRAPHIC AREA

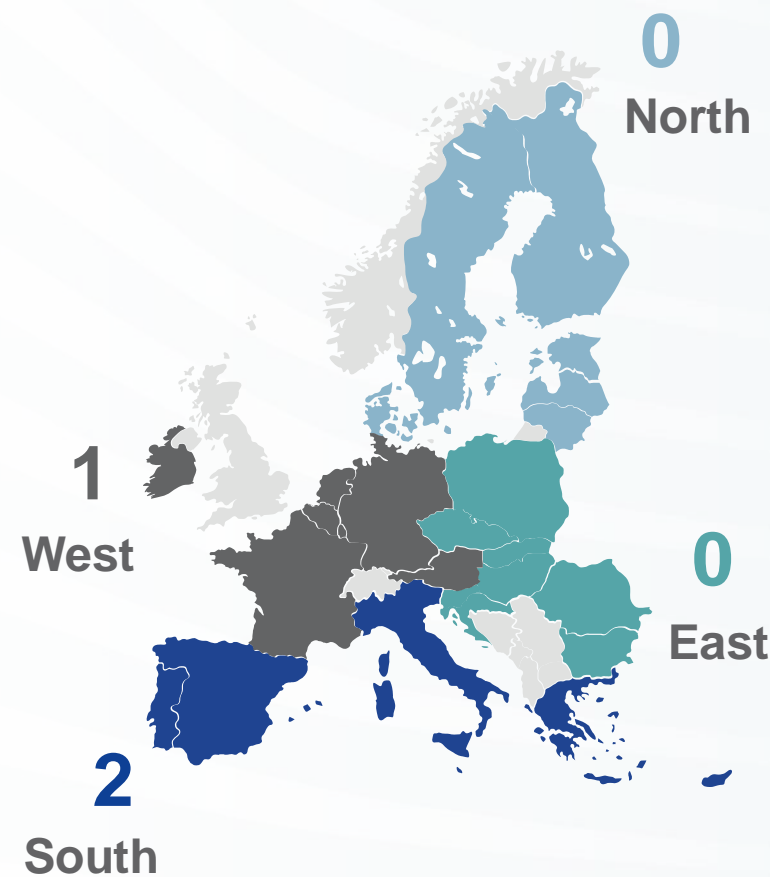


Rural area or village 1

Small or middle-sized town 1

Large town 2

EU REGION



OCCUPATION



Self-employed 3

Manager 3

Other white collar 1

Blue collar 1

Seeking a job 1

House-person and other not in employment 0

Student 1

Retired 1

PURCHASED ONLINE IN PAST 12 MONTHS



Yes

2



No

1



KNOWLEDGE OF CONSUMER RIGHTS



High

1

Medium

1

Low

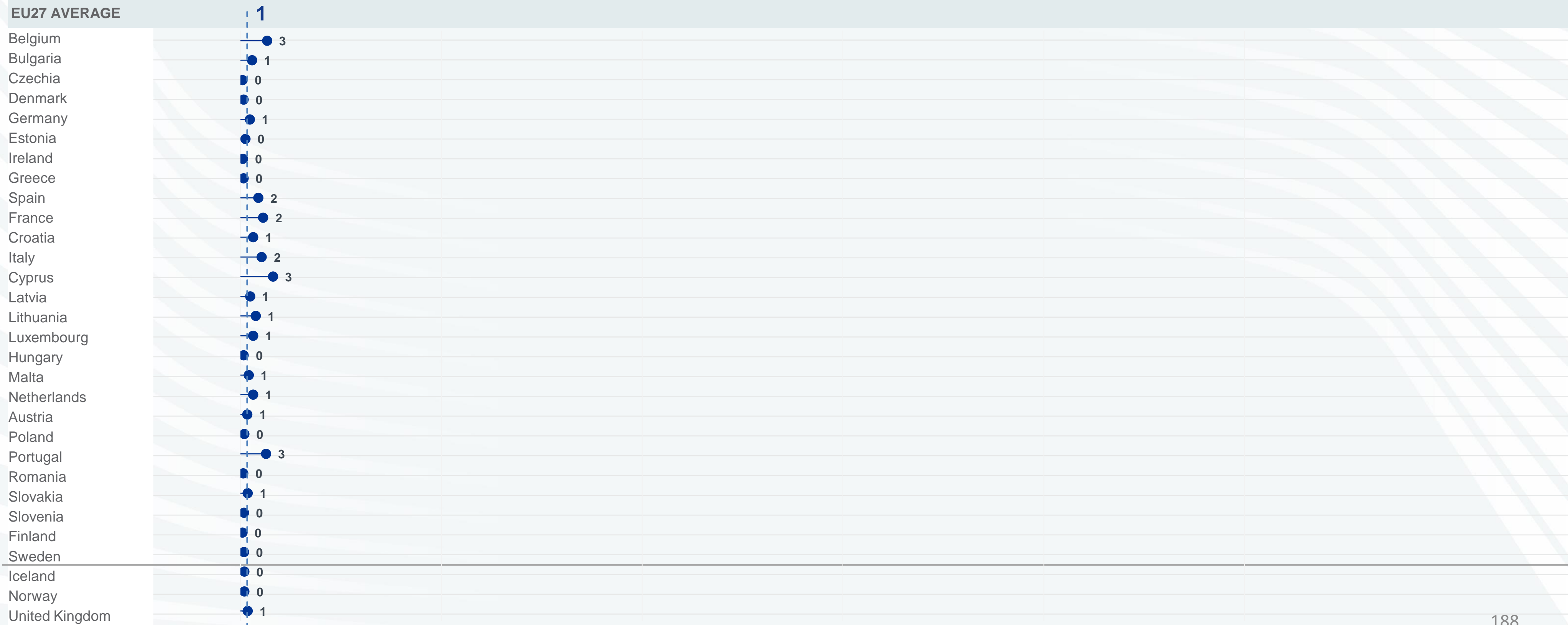
2

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have felt pressured to buy something you did not want during a product demonstration that you attended at a private home, hotel or restaurant

Yes (%)





Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have been offered a product advertised as free of charge which actually entailed charges
Yes (%)

EU27 AVERAGE

5

GENDER



Female



5

Male

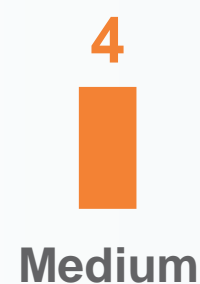


6

EDUCATION



Low



Medium



High

HOUSEHOLD COMPOSITION



5

Single-person household



4

Married or cohabiting couple, no children or no children living at home



5

Single parent, one or more children living at home



6

Married or cohabiting couple, with one or more children living at home

AGE



18-34



7

35-54



6

55-64



4

65+



2

EASE OF MANAGING FINANCIALLY



Very difficult



Fairly difficult



Fairly easy



Very easy

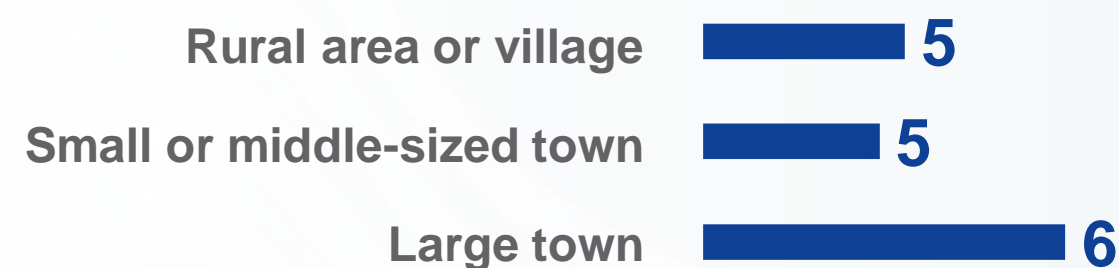


Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have been offered a product advertised as free of charge which actually entailed charges
Yes (%)

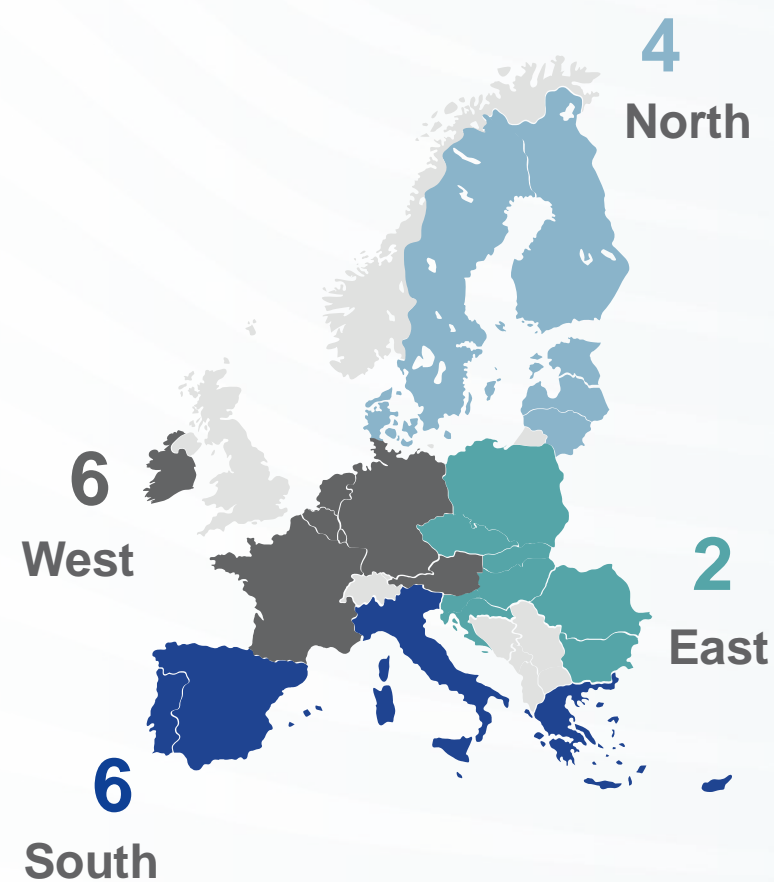
EU27 AVERAGE

5

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
4

Medium
5

Low
6

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have been offered a product advertised as free of charge which actually entailed charges

Yes (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have come across advertisements stating that the product was only available for a very limited period of time but you later realised that was not the case
Yes (%)

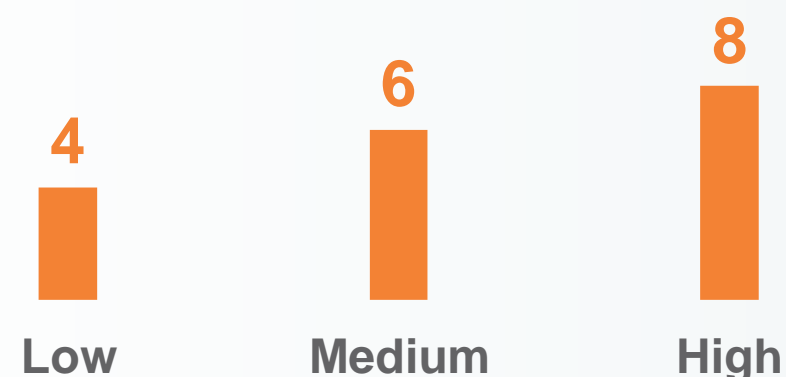
EU27 AVERAGE

7

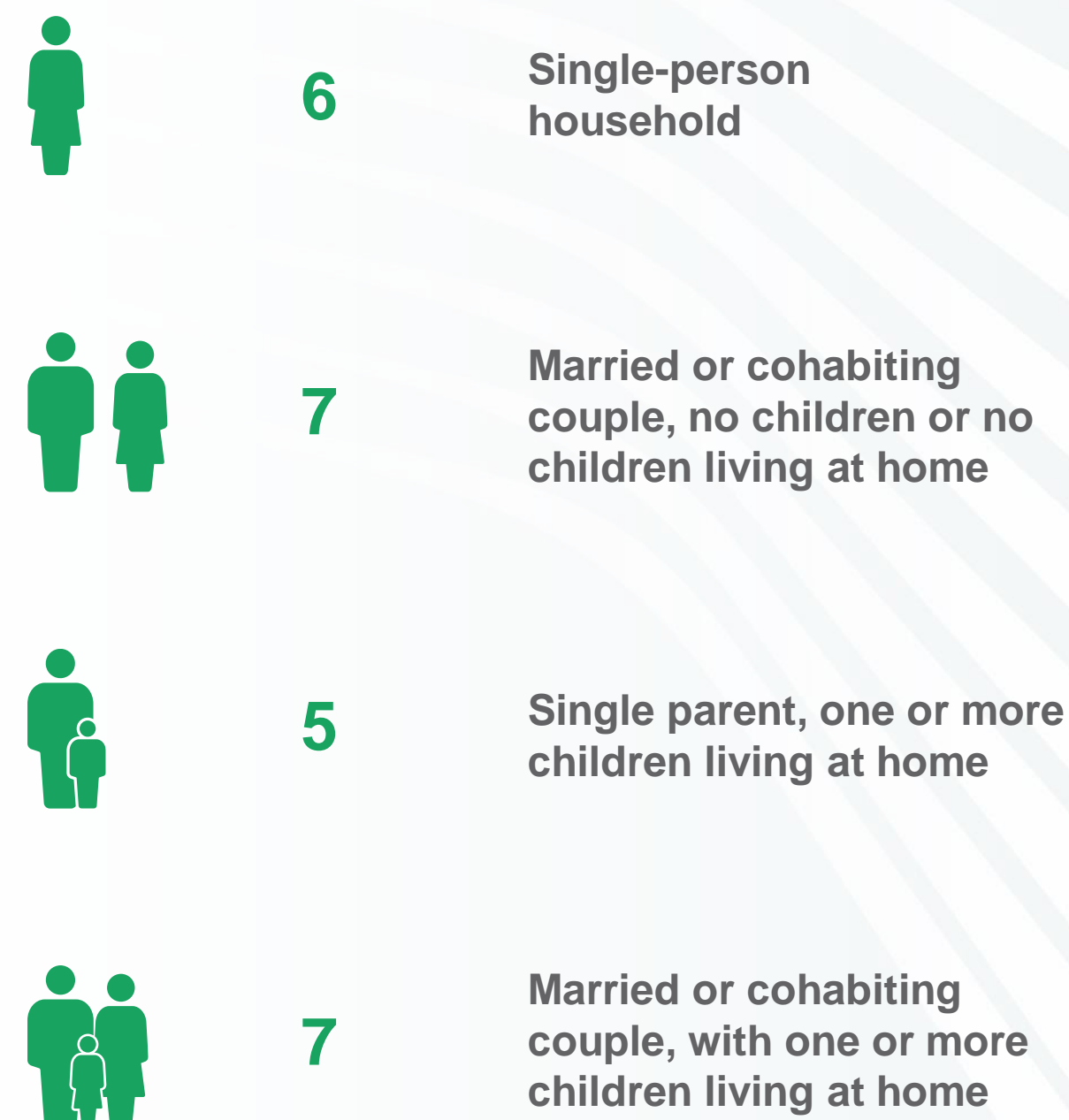
GENDER



EDUCATION



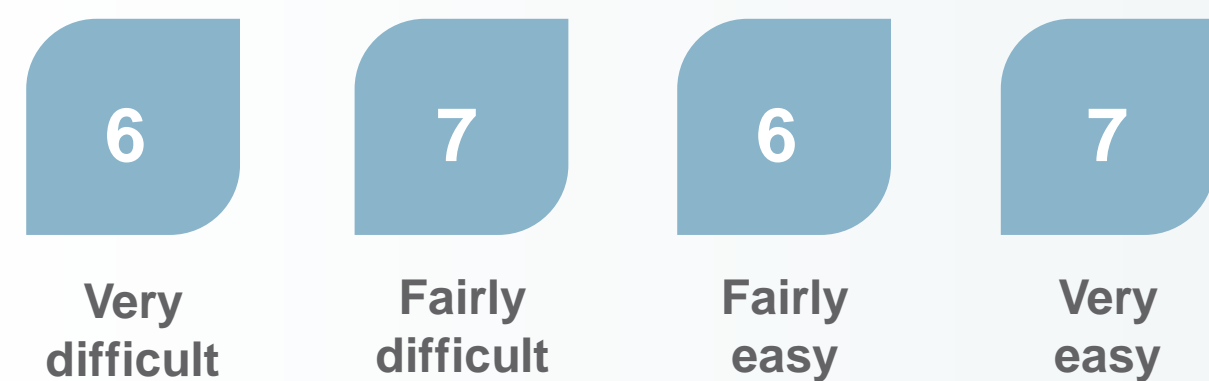
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



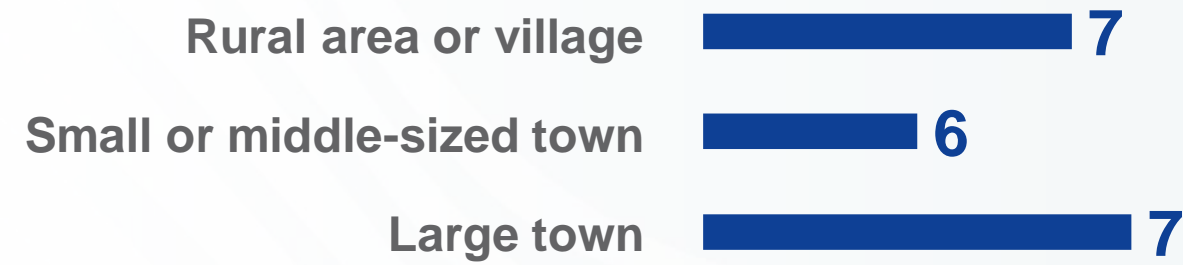


Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have come across advertisements stating that the product was only available for a very limited period of time but you later realised that was not the case
Yes (%)

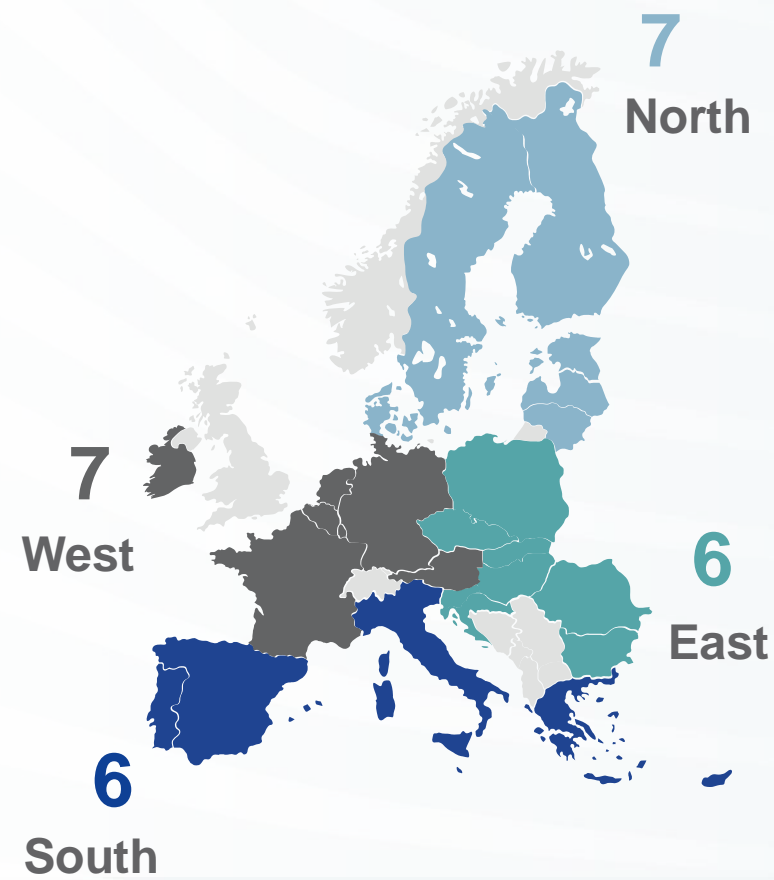
EU27 AVERAGE

7

GEOGRAPHIC AREA



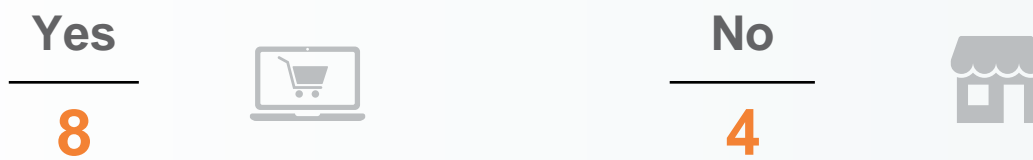
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
6

Medium
6

Low
7

See technical note for calculation of indicator



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have come across advertisements stating that the product was only available for a very limited period of time but you later realised that was not the case
Yes (%)

2020

2020-2018 (pp)

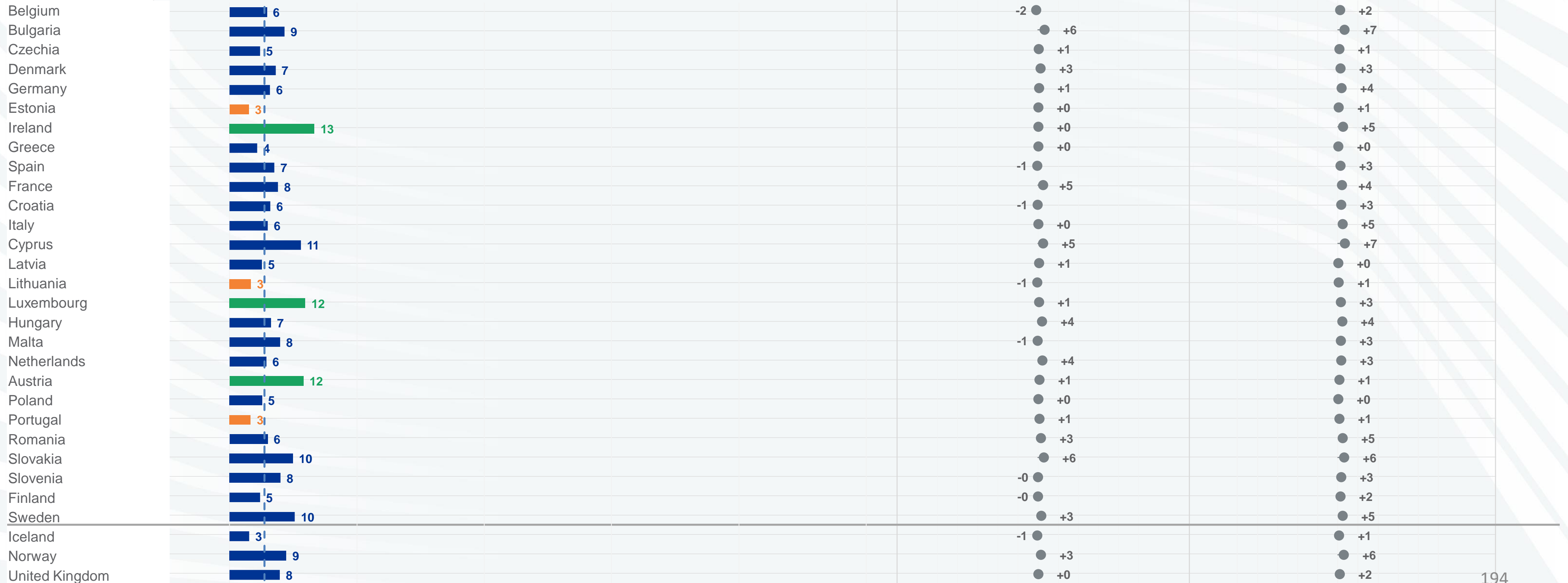
2020-2014* (pp)

EU27 AVERAGE

7

+1

+3



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)



Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have come across other unfair commercial practices

Yes (%)

EU27 AVERAGE

3

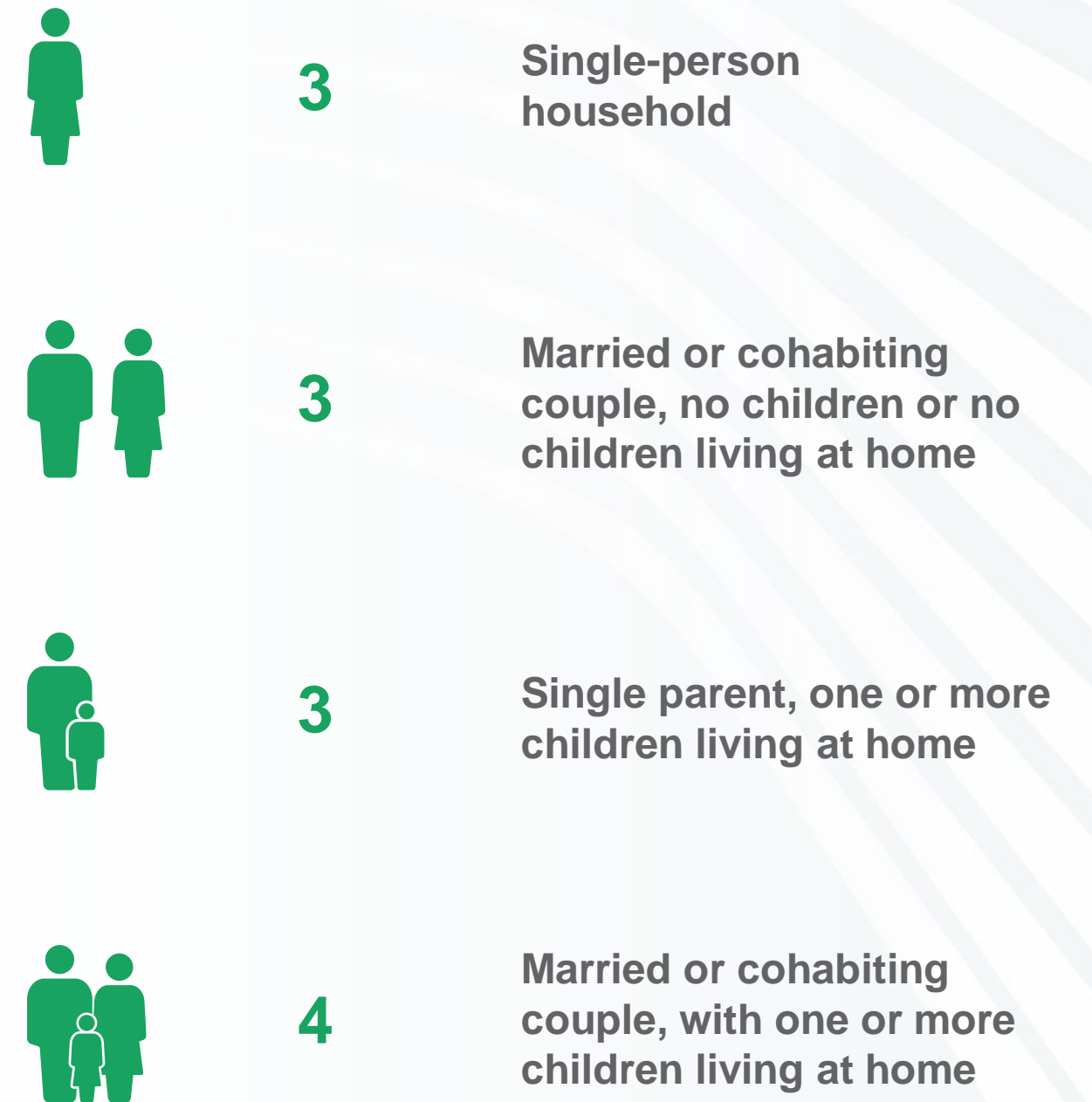
GENDER



EDUCATION



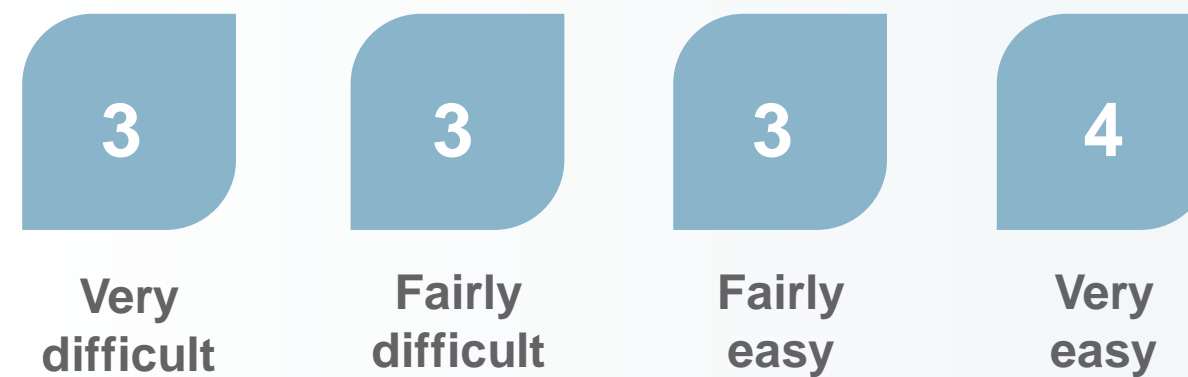
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have come across other unfair commercial practices

Yes (%)

EU27 AVERAGE

3

GEOGRAPHIC AREA

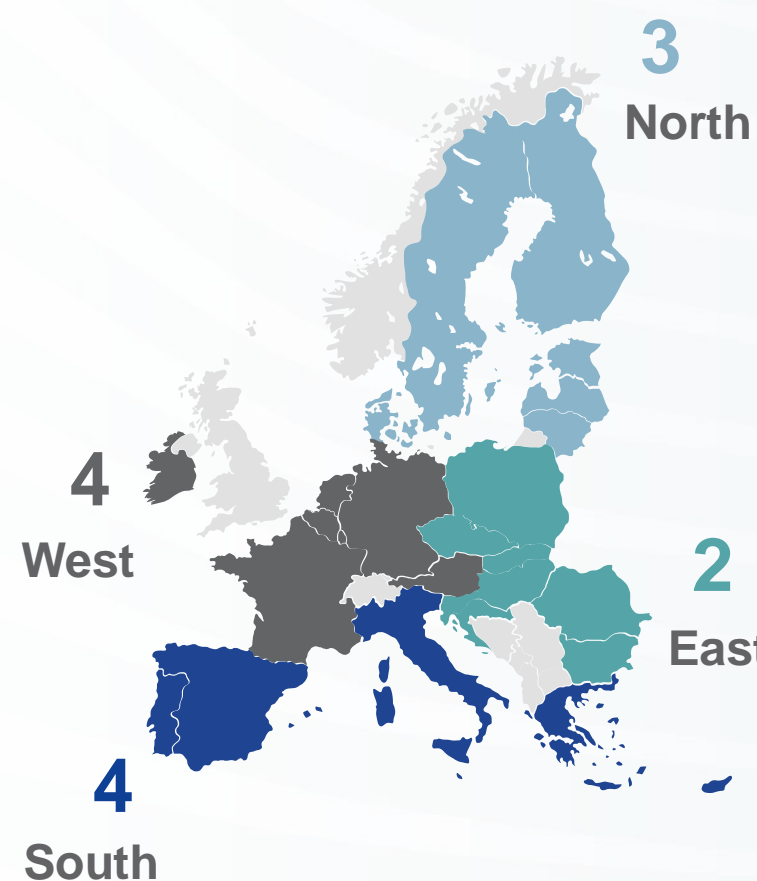


Rural area or village 3

Small or middle-sized town 3

Large town 4

EU REGION



OCCUPATION



Self-employed 5

Manager 5

Other white collar 4

Blue collar 2

Seeking a job 3

House-person and other not in employment 1

Student 3

Retired 3

PURCHASED ONLINE IN PAST 12 MONTHS



Yes

4



No

2



KNOWLEDGE OF CONSUMER RIGHTS



High

4

Medium

3

Low

3

See technical note for calculation of indicator

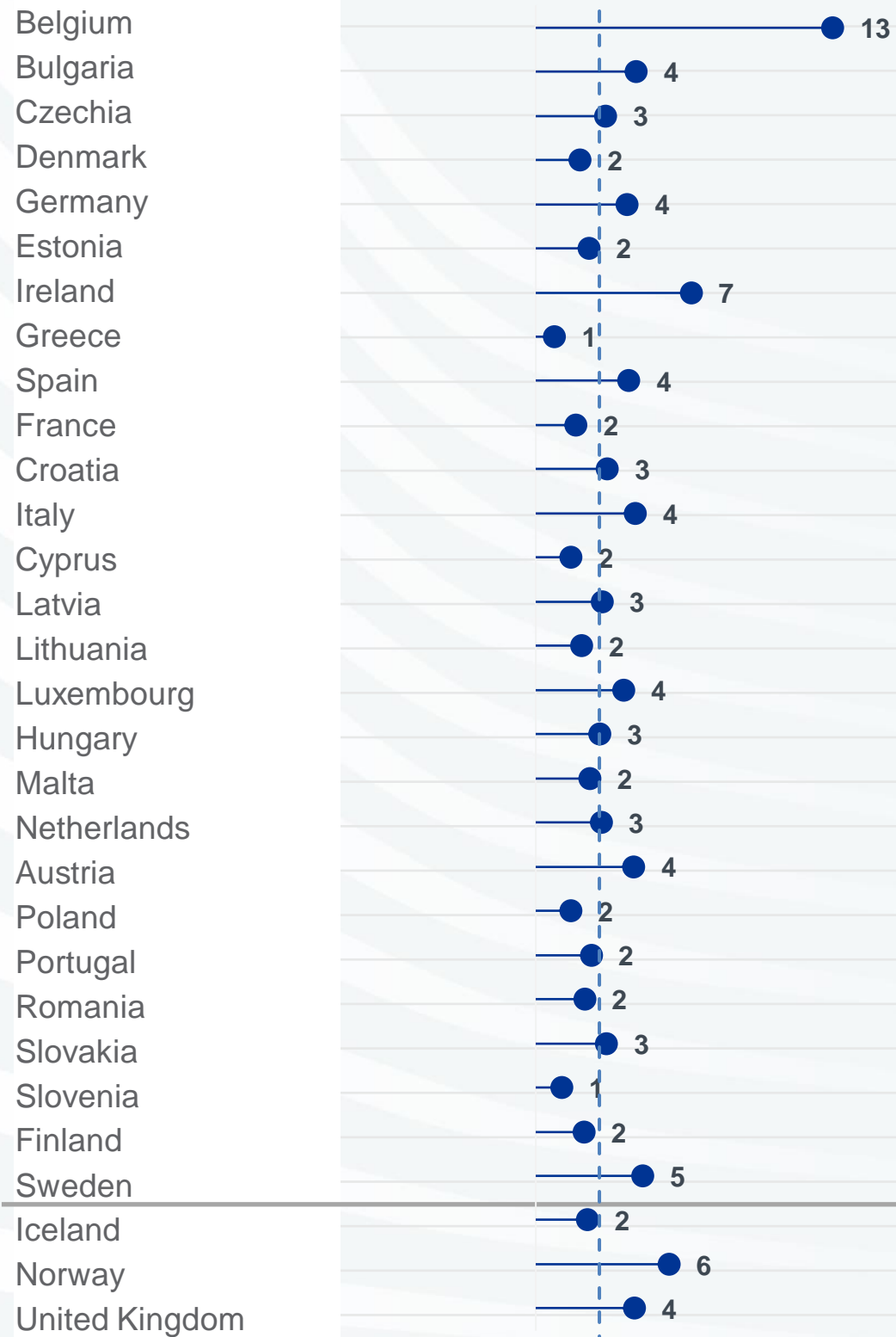


Have you experienced any of the following in the last 12 months with retailers or service providers located in an/other EU country?... Have come across other unfair commercial practices

Yes (%)

EU27 AVERAGE

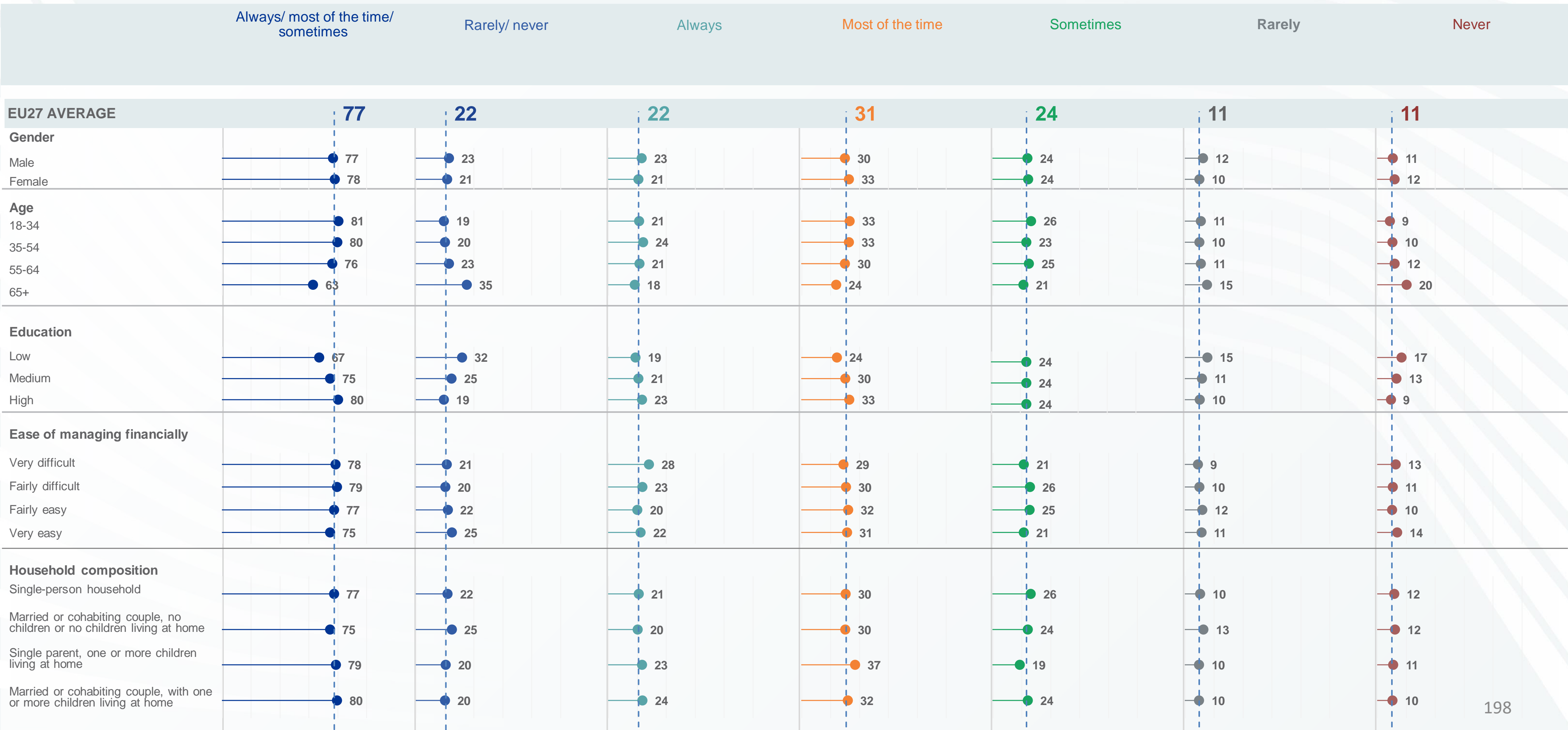
3





When you are searching for or buying products online, how often, if at all, would you say you experience...hidden adverts placed within search results?

(%)





When you are searching for or buying products online, how often, if at all, would you say you experience...hidden adverts placed within search results?

(%)

Always/ most of the time/
sometimes

Rarely/ never

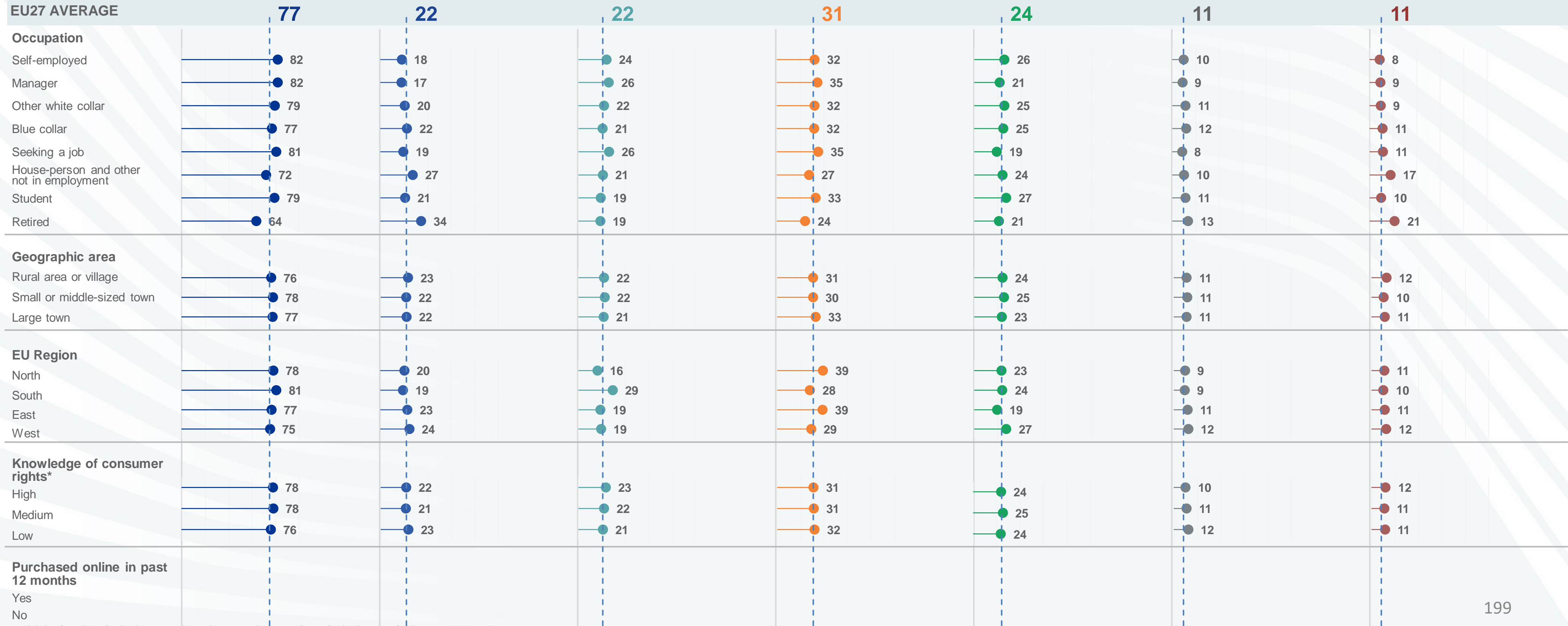
Always

Most of the time

Sometimes

Rarely

Never



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months

* See technical note for calculation of indicator



When you are searching for or buying products online, how often, if at all, would you say you experience...hidden adverts placed within search results?

(%)

Always/ most of the time/
sometimes

Rarely/ never

Always

Most of the time

Sometimes

Rarely

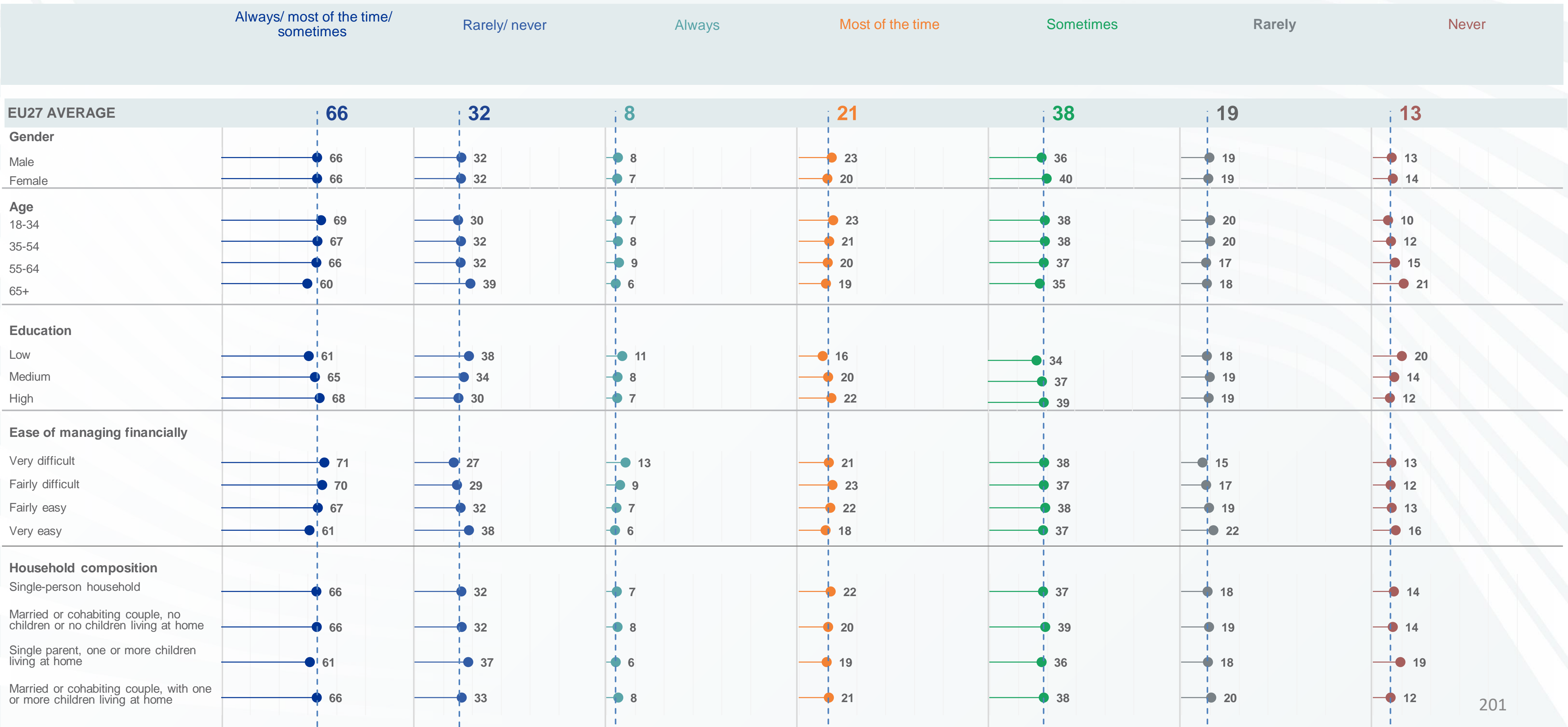
Never





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?

(%)



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months



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 time/
sometimes

Rarely/ never

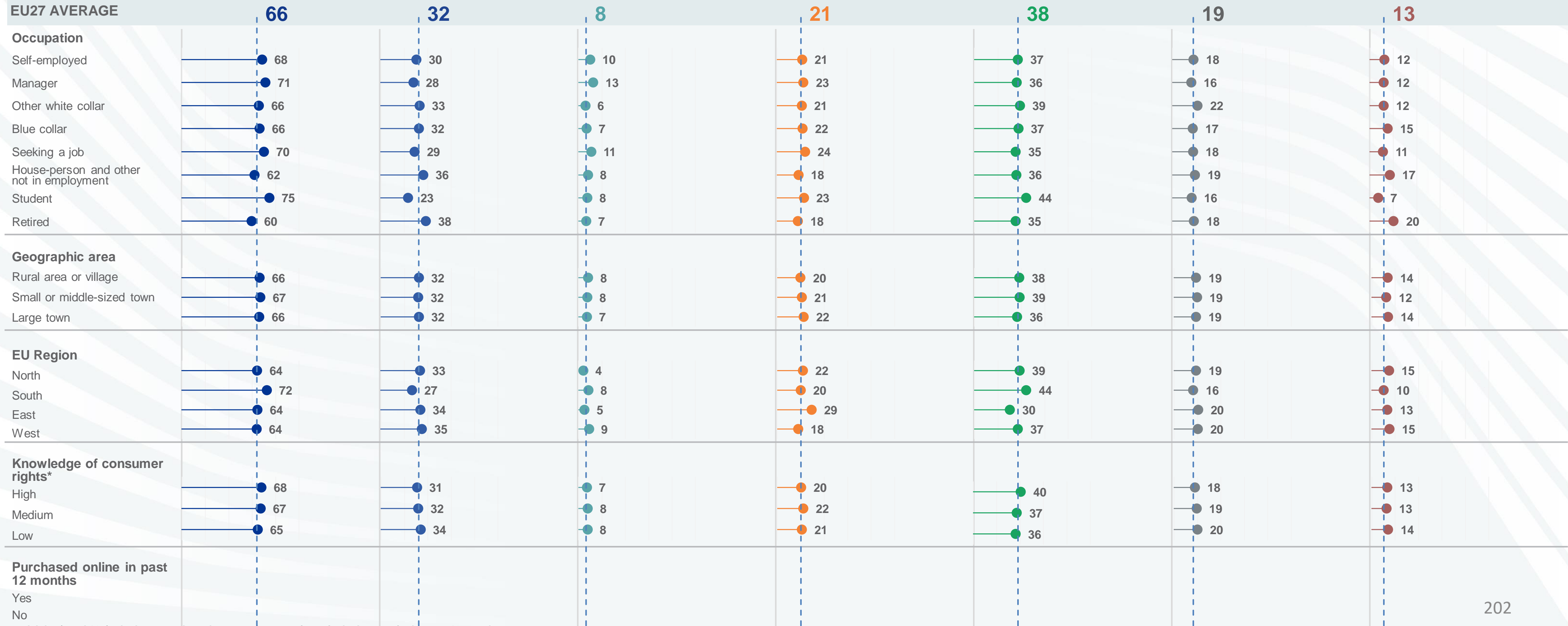
Always

Most of the time

Sometimes

Rarely

Never



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months

* See technical note for calculation of indicator



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 time/
sometimes

Rarely/ never

Always

Most of the time

Sometimes

Rarely

Never





Have you encountered unfair terms and conditions in a contract (for instance, enabling the provider to change the contract terms unilaterally or impose excessive penalties for breach of the contract) during the last 12 months? Yes (%)

EU27 AVERAGE

13

GENDER



Female



12

Male



15

EDUCATION



13

Low

12

Medium

14

High

HOUSEHOLD COMPOSITION



12

Single-person household



13

Married or cohabiting couple, no children or no children living at home



14

Single parent, one or more children living at home



14

Married or cohabiting couple, with one or more children living at home

AGE



18-34



13

35-54



15

55-64



13

65+



10

EASE OF MANAGING FINANCIALLY



17

Very difficult

17

Fairly difficult

12

Fairly easy

11

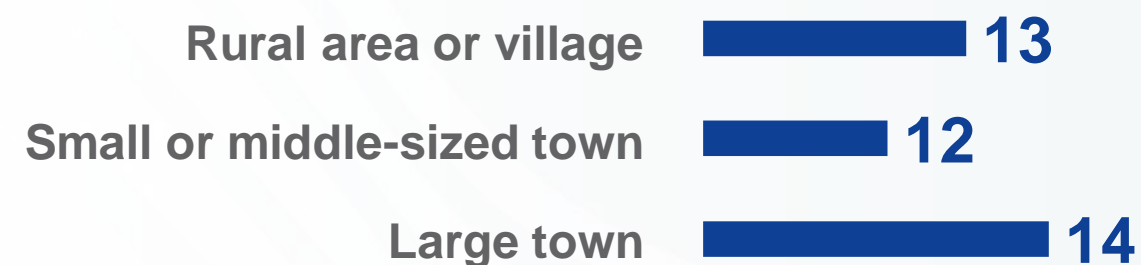
Very easy



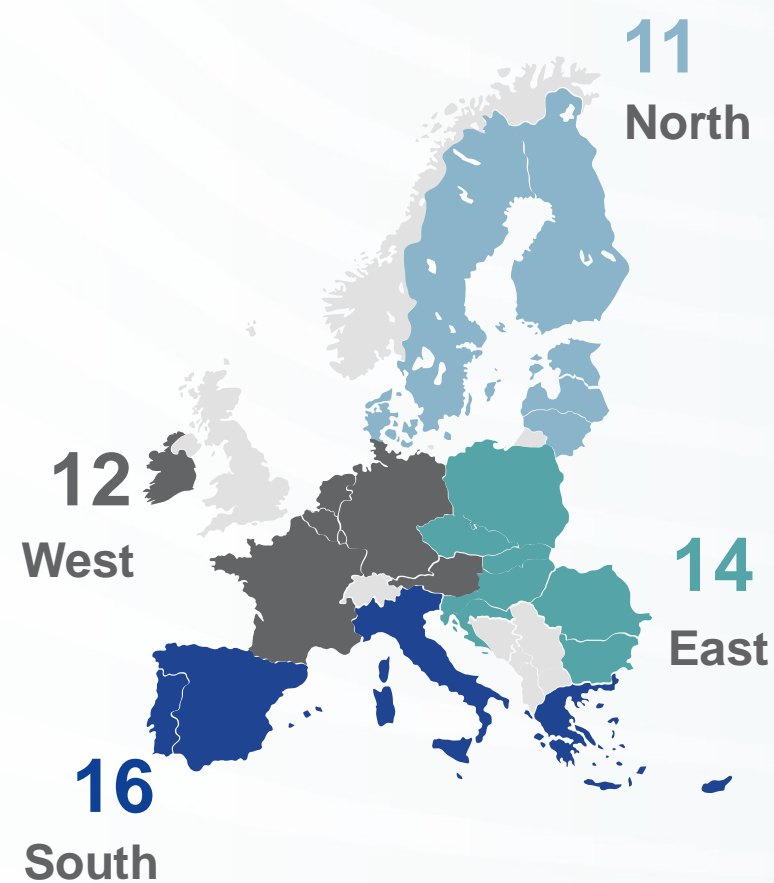
Have you encountered unfair terms and conditions in a contract (for instance, enabling the provider to change the contract terms unilaterally or impose excessive penalties for breach of the contract) during the last 12 months? Yes (%)

EU27 AVERAGE **13**

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
15

Medium
13

Low
12

See technical note for calculation of indicator



Have you encountered unfair terms and conditions in a contract (for instance, enabling the provider to change the contract terms unilaterally or impose excessive penalties for breach of the contract) during the last 12 months? Yes (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)



Have you had to pay unanticipated extra charges during the last 12 months?

Yes (%)

EU27 AVERAGE

12

GENDER



Female



12

Male



13

EDUCATION



14



Low

12



Medium

12



High

HOUSEHOLD COMPOSITION



12

Single-person household



11

Married or cohabiting couple, no children or no children living at home



13

Single parent, one or more children living at home



14

Married or cohabiting couple, with one or more children living at home

AGE



18-34



14

35-54



14

55-64



11

65+



8

EASE OF MANAGING FINANCIALLY



17



Very difficult

14



Fairly difficult

11



Fairly easy

11



Very easy



Have you had to pay unanticipated extra charges during the last 12 months?

Yes (%)

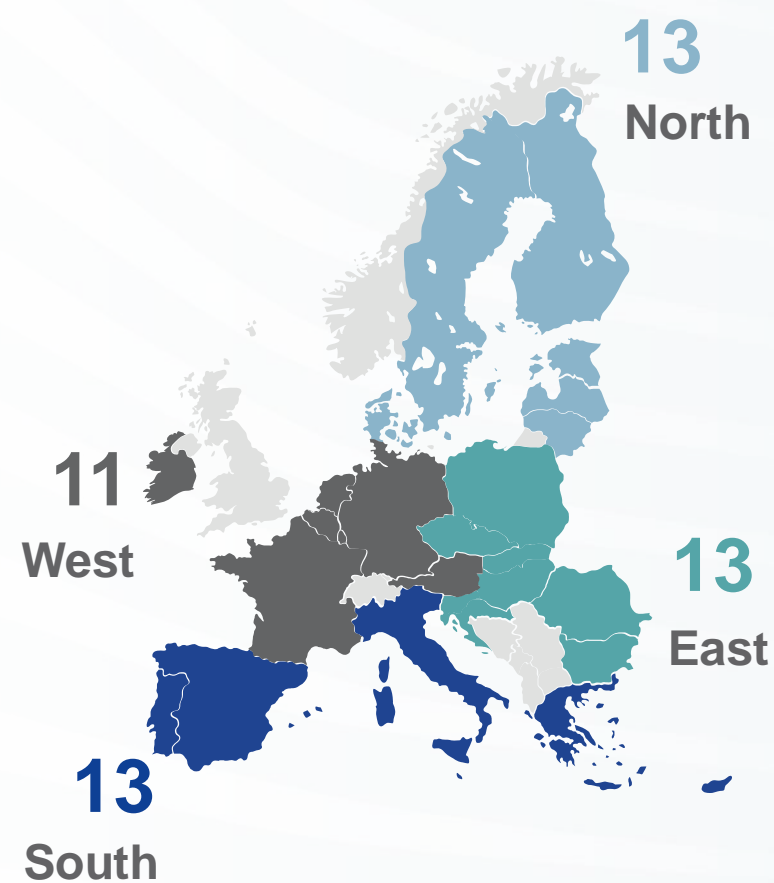
EU27 AVERAGE

12

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
12

Medium
11

Low
13

See technical note for calculation of indicator



Have you had to pay unanticipated extra charges during the last 12 months?

Yes (%)



EU27 AVERAGE

12

+1

0

*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



Has a service provider ever increased the price you have to pay on a long-term contract (for example for gas, electricity or internet) without first giving you a chance to end the contract? Yes (%)

EU27 AVERAGE

27

GENDER



Female



27

Male



26

EDUCATION



25

Low

26

Medium

27

High

HOUSEHOLD COMPOSITION



25

Single-person household



27

Married or cohabiting couple, no children or no children living at home



27

Single parent, one or more children living at home



28

Married or cohabiting couple, with one or more children living at home

AGE



18-34



24

35-54



28

55-64



28

65+



25

EASE OF MANAGING FINANCIALLY



33

Very difficult

36

Fairly difficult

24

Fairly easy

19

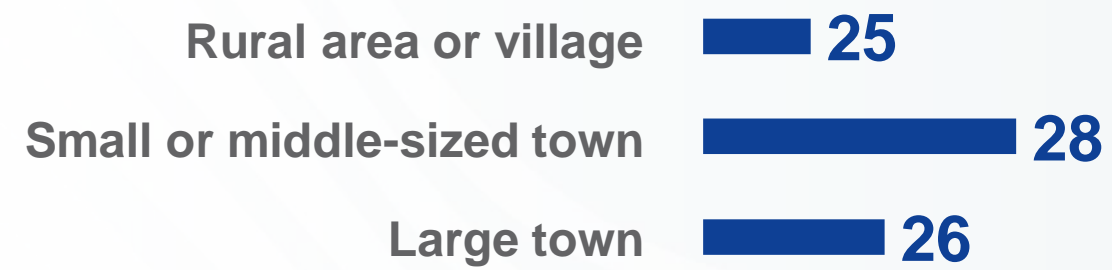
Very easy



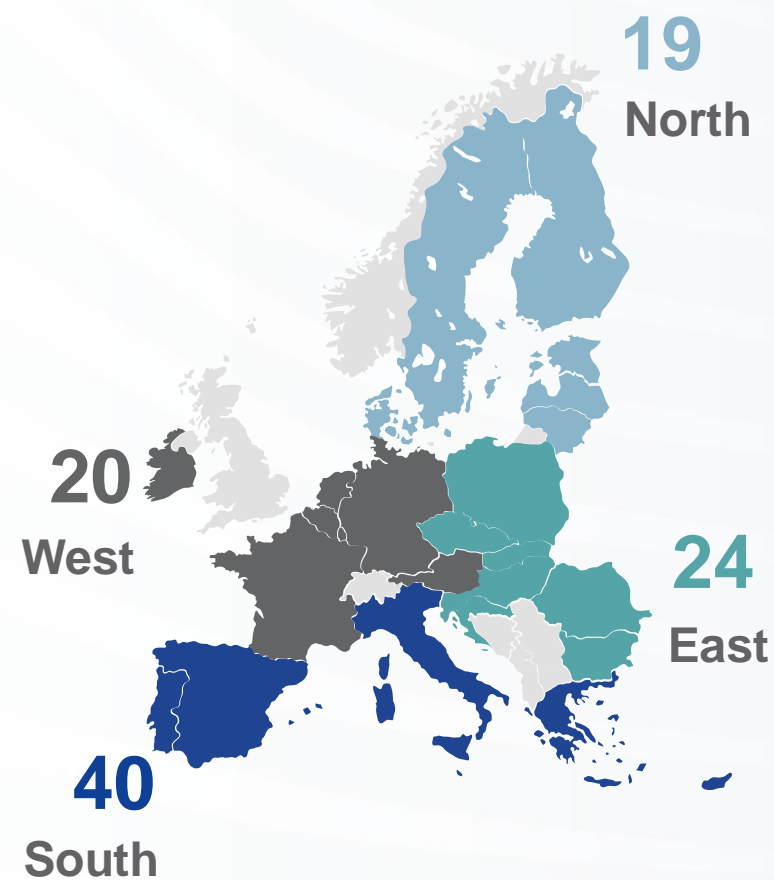
Has a service provider ever increased the price you have to pay on a long-term contract (for example for gas, electricity or internet) without first giving you a chance to end the contract? Yes (%)

EU27 AVERAGE **27**

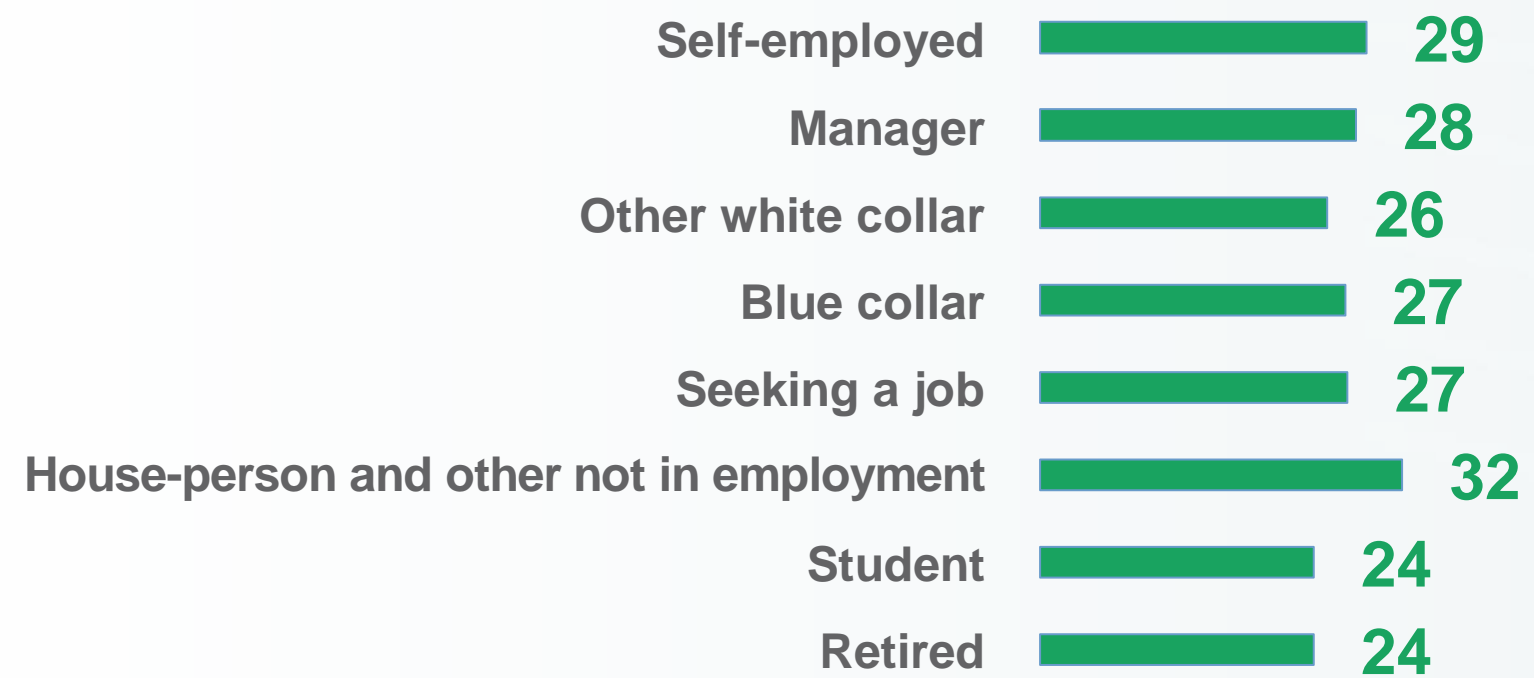
GEOGRAPHIC AREA



EU REGION



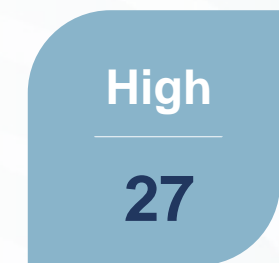
OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS

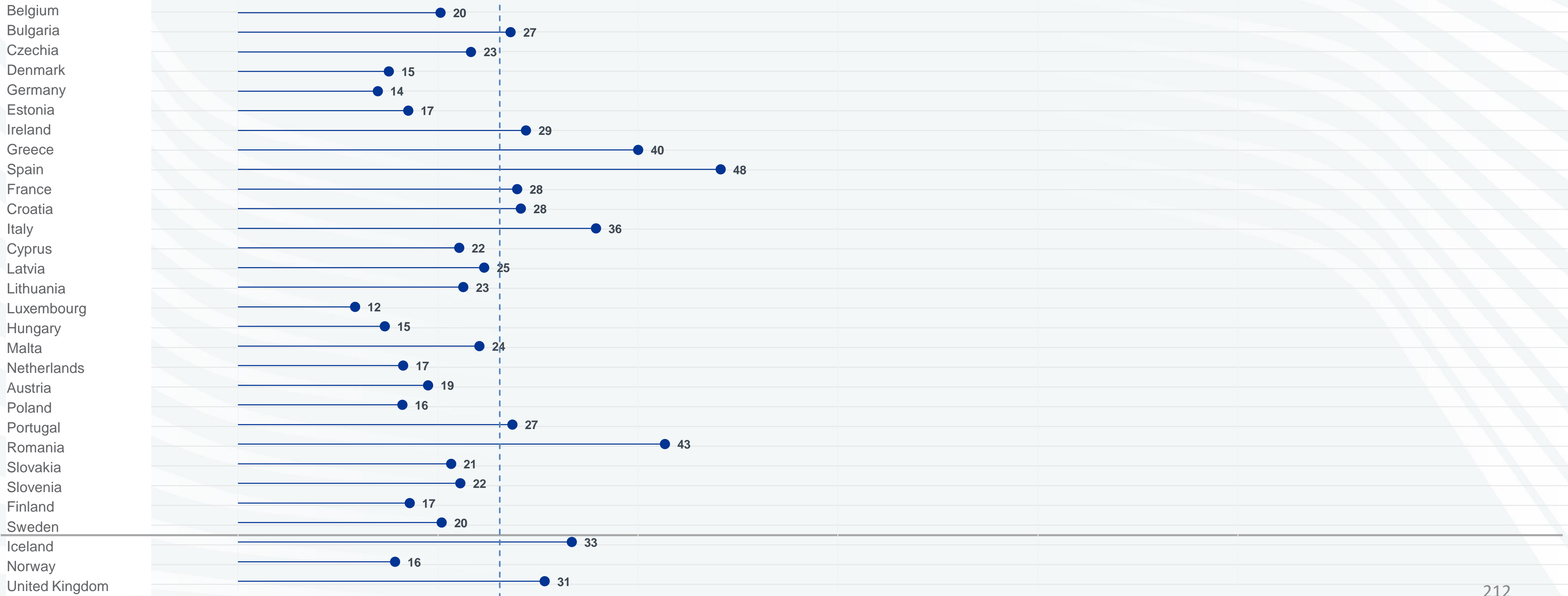


See technical note for calculation of indicator



Has a service provider ever increased the price you have to pay on a long-term contract (for example for gas, electricity or internet) without first giving you a chance to end the contract? Yes (%)

EU27 AVERAGE

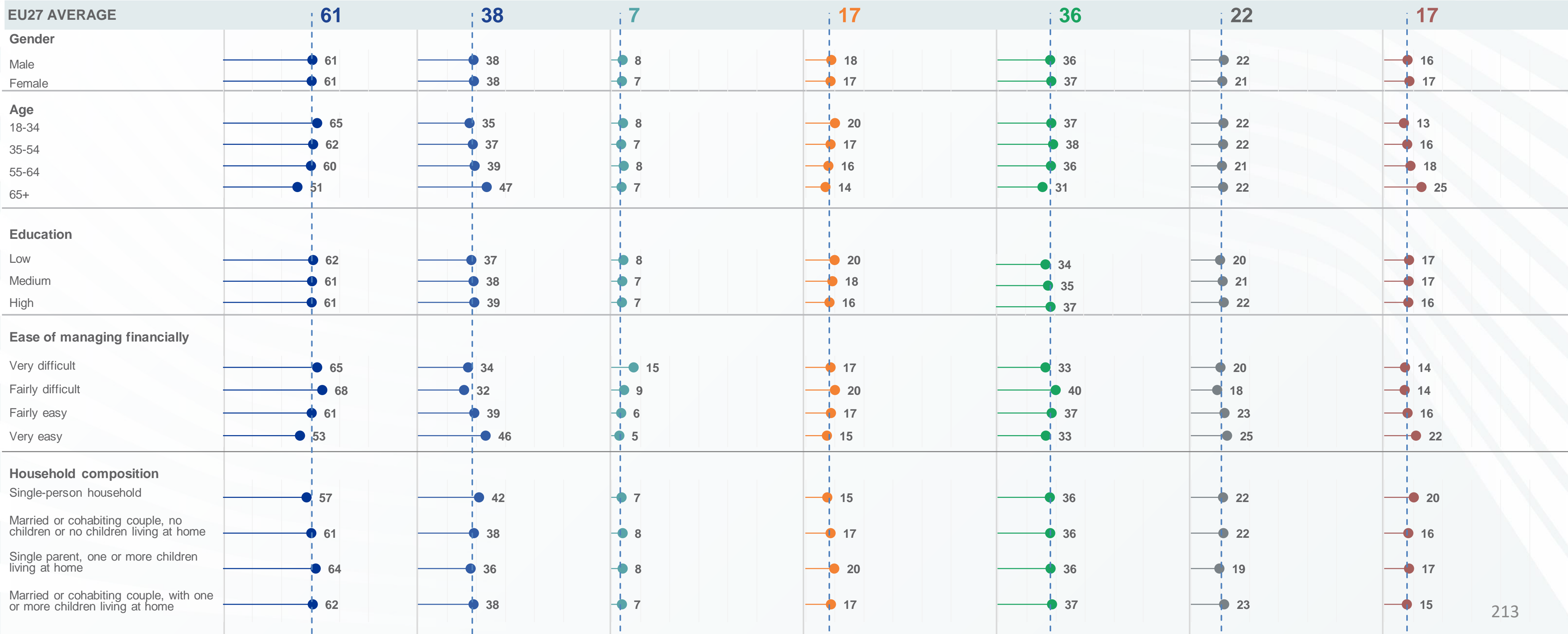




When you are searching for or buying products online, how often, if at all, would you say you experience...price discounts that seem too large to be genuine?

(%)

Always/ most of the time/ sometimes Rarely/ never Always Most of the time Sometimes Rarely Never



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months



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 time/
sometimes

Rarely/ never

Always

Most of the time

Sometimes

Rarely

Never

EU27 AVERAGE

61

38

7

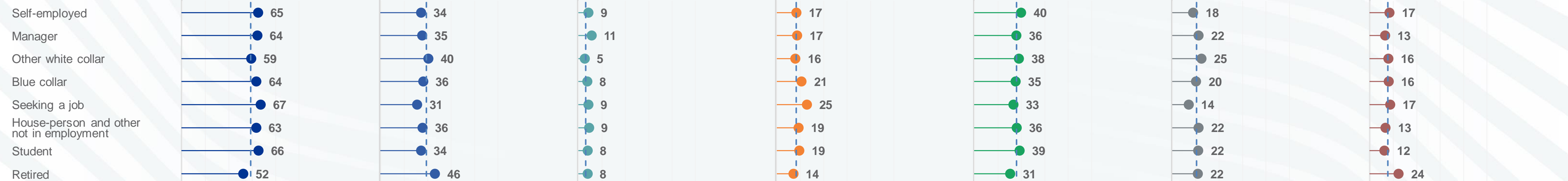
17

36

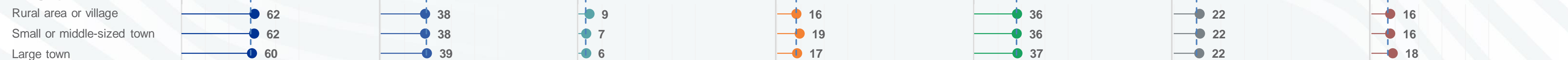
22

17

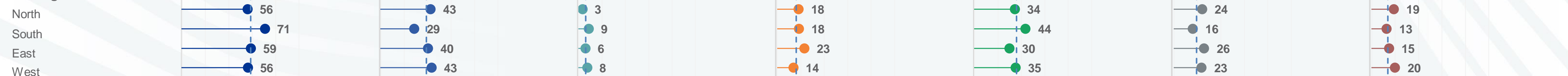
Occupation



Geographic area



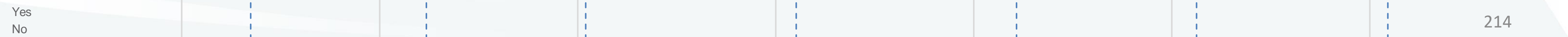
EU Region



Knowledge of consumer rights*



Purchased online in past 12 months



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months

* See technical note for calculation of indicator



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 time/
sometimes

Rarely/ never

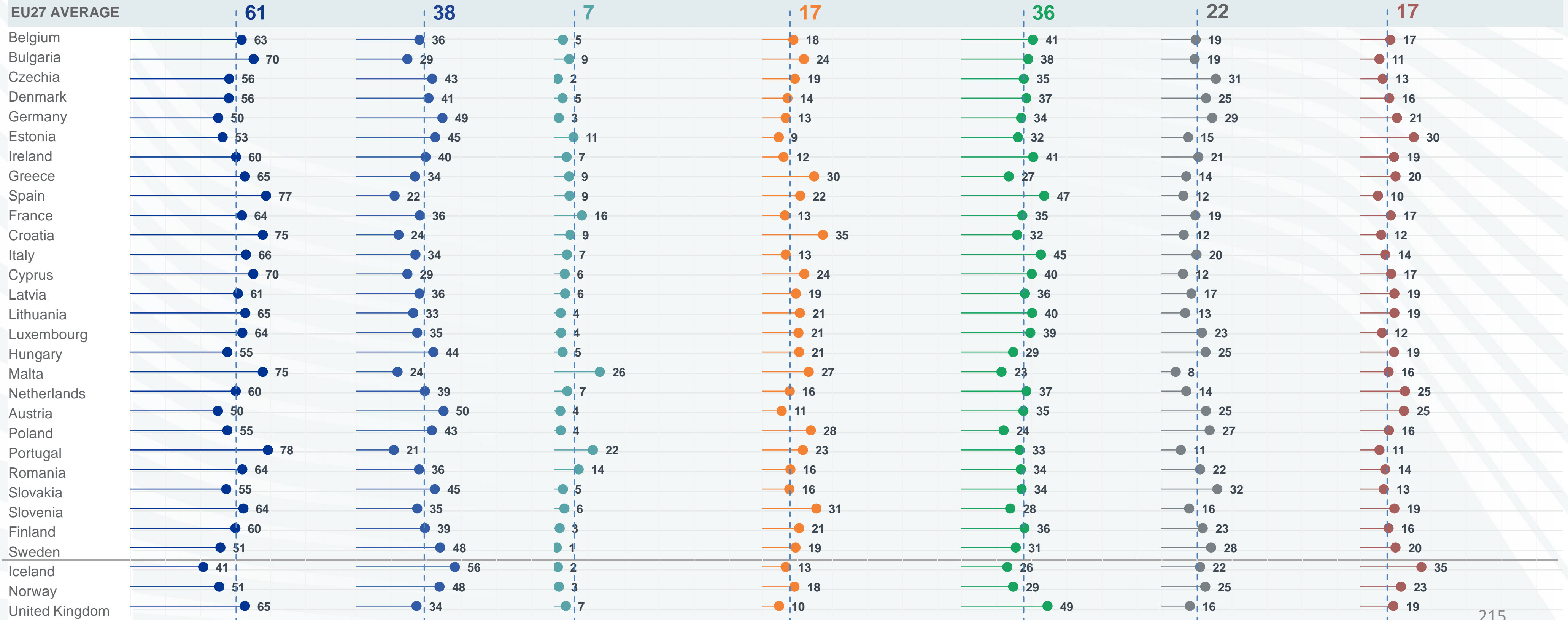
Always

Most of the time

Sometimes

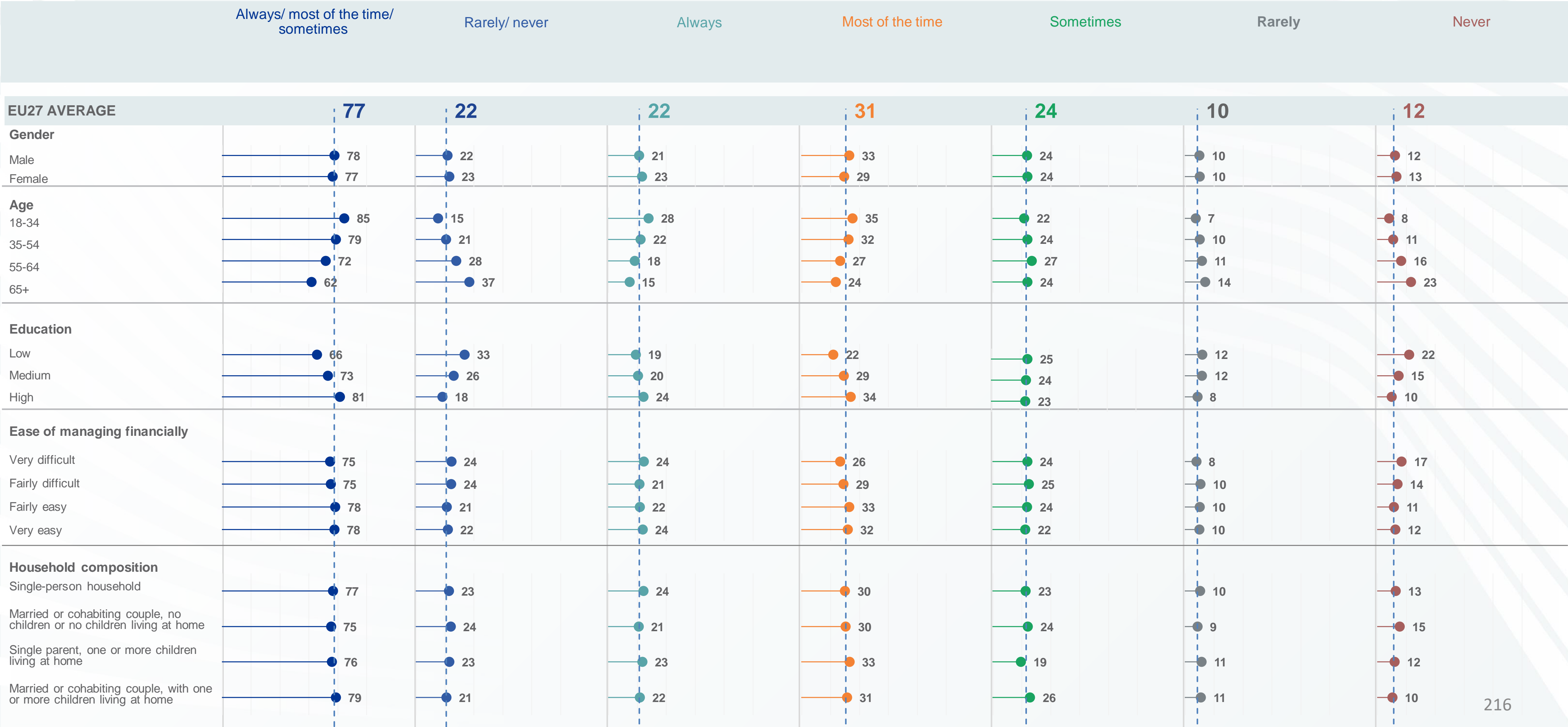
Rarely

Never





When you are searching for or buying products online, how often, if at all, would you say you experience...advertisements that appear to have been tailored to you personally? (%)





When you are searching for or buying products online, how often, if at all, would you say you experience...advertisements that appear to have been tailored to you personally? (%)

Always/ most of the time/ sometimes

Rarely/ never

Always

Most of the time

Sometimes

Rarely

Never

EU27 AVERAGE

77

22

22

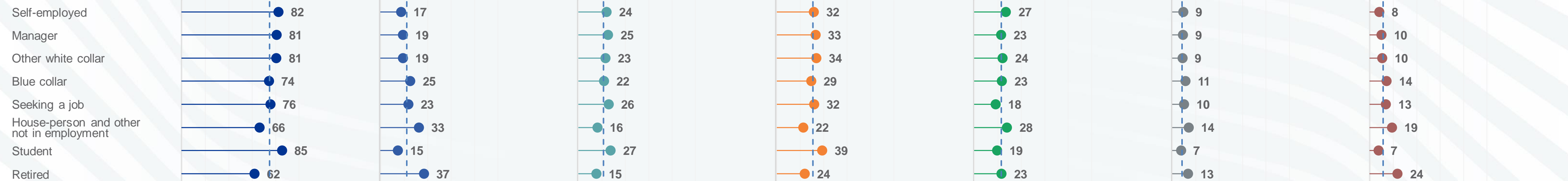
31

24

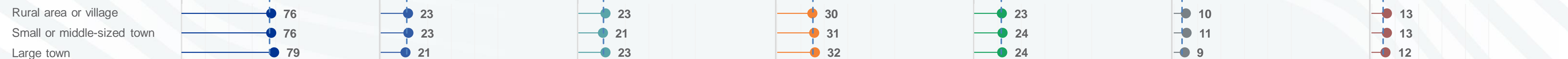
10

12

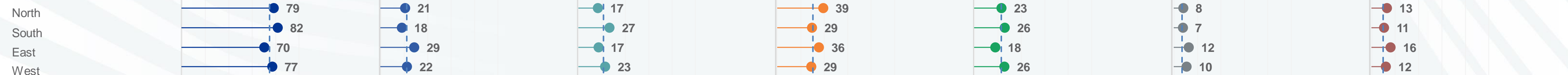
Occupation



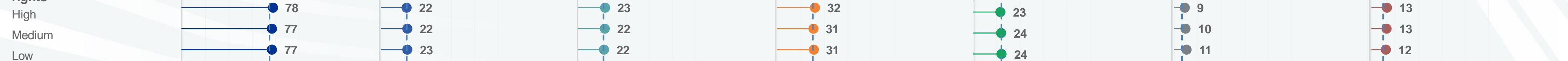
Geographic area



EU Region



Knowledge of consumer rights*



Purchased online in past 12 months



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months

* See technical note for calculation of indicator



When you are searching for or buying products online, how often, if at all, would you say you experience...advertisements that appear to have been tailored to you personally? (%)

Always/ most of the time/ sometimes

Rarely/ never

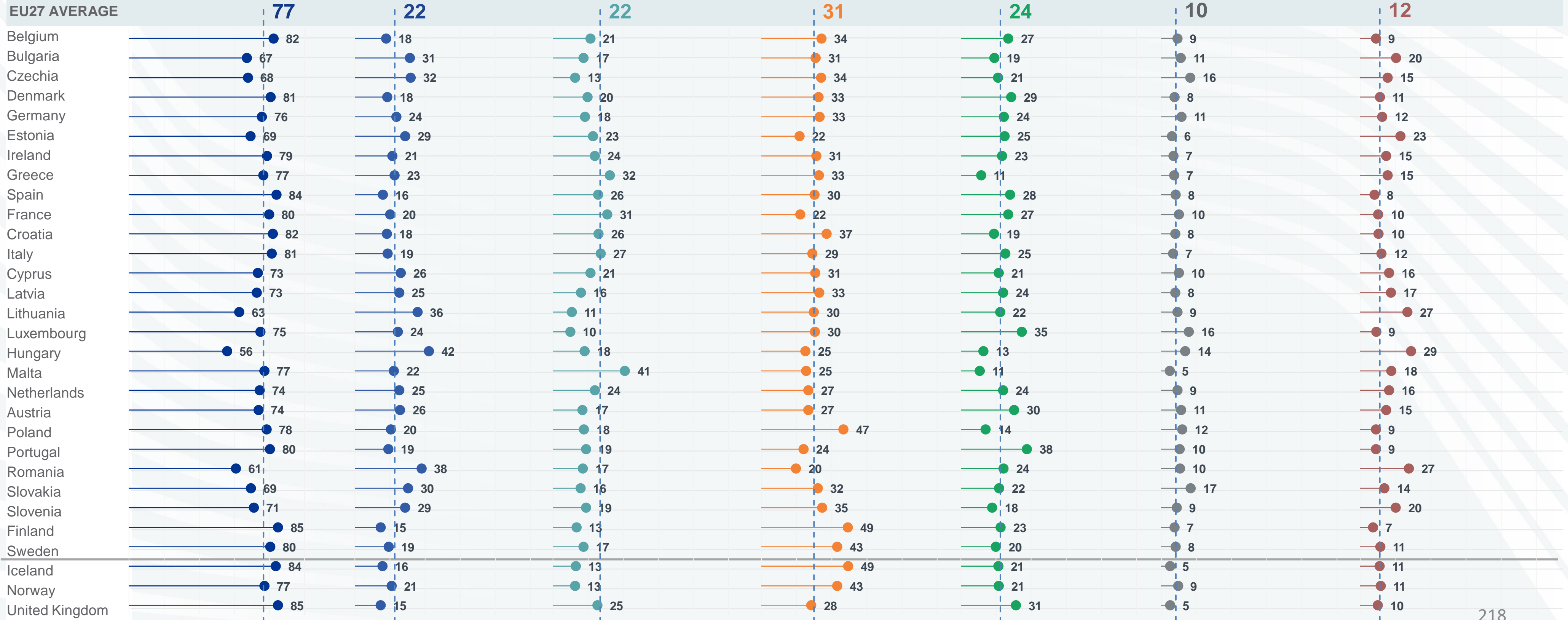
Always

Most of the time

Sometimes

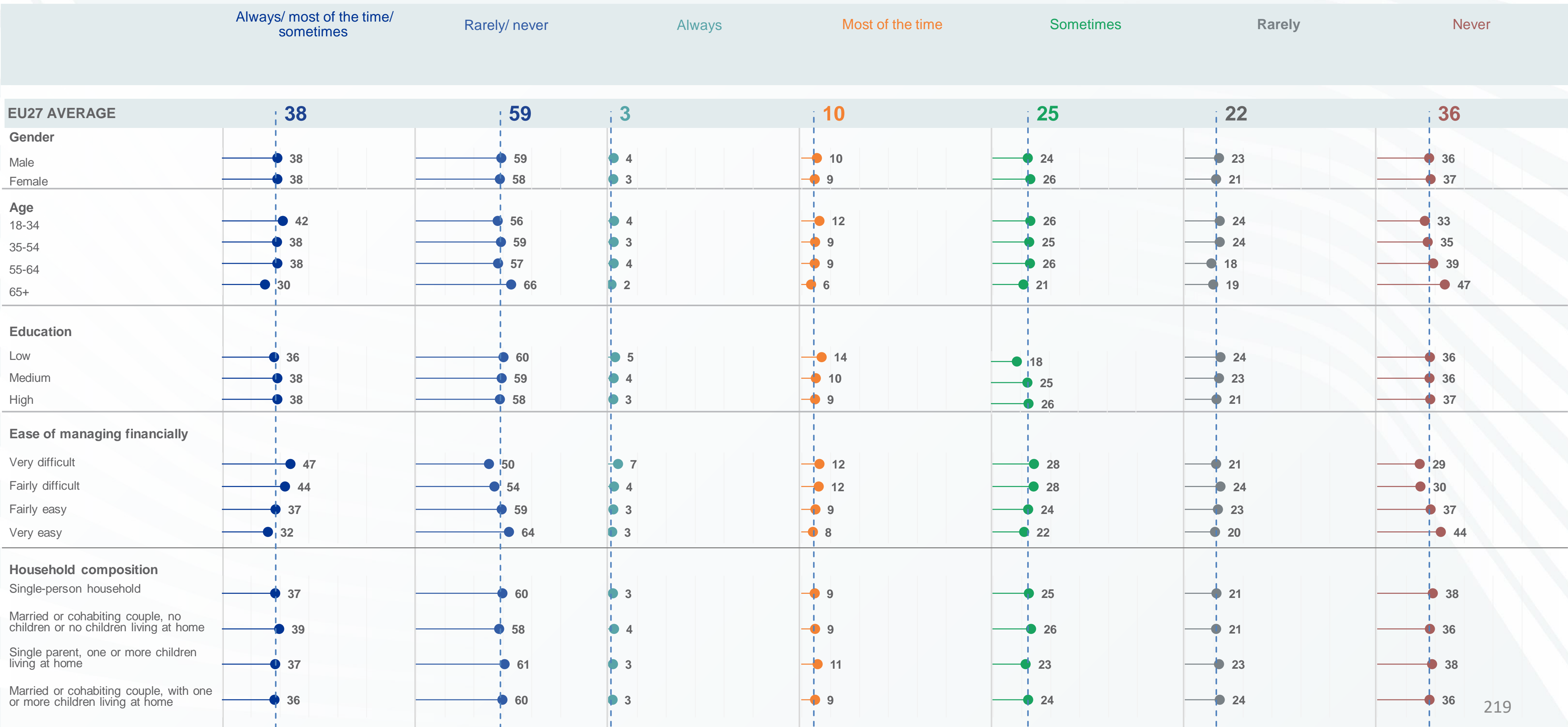
Rarely

Never





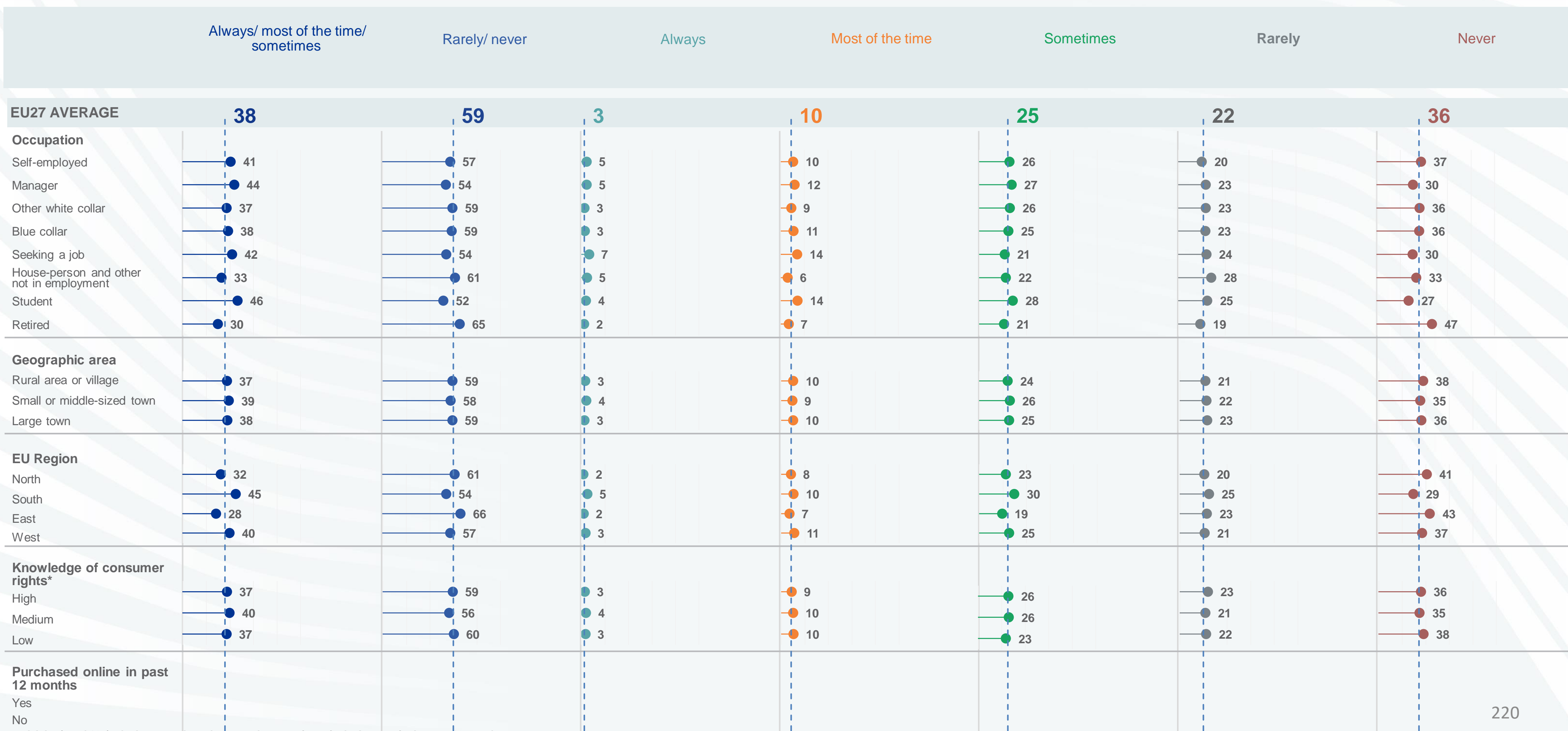
When you are searching for or buying products online, how often, if at all, would you say you experience...prices that differ from those a friend or relative gets when searching for the same thing at the same time? (%)



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months



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? (%)

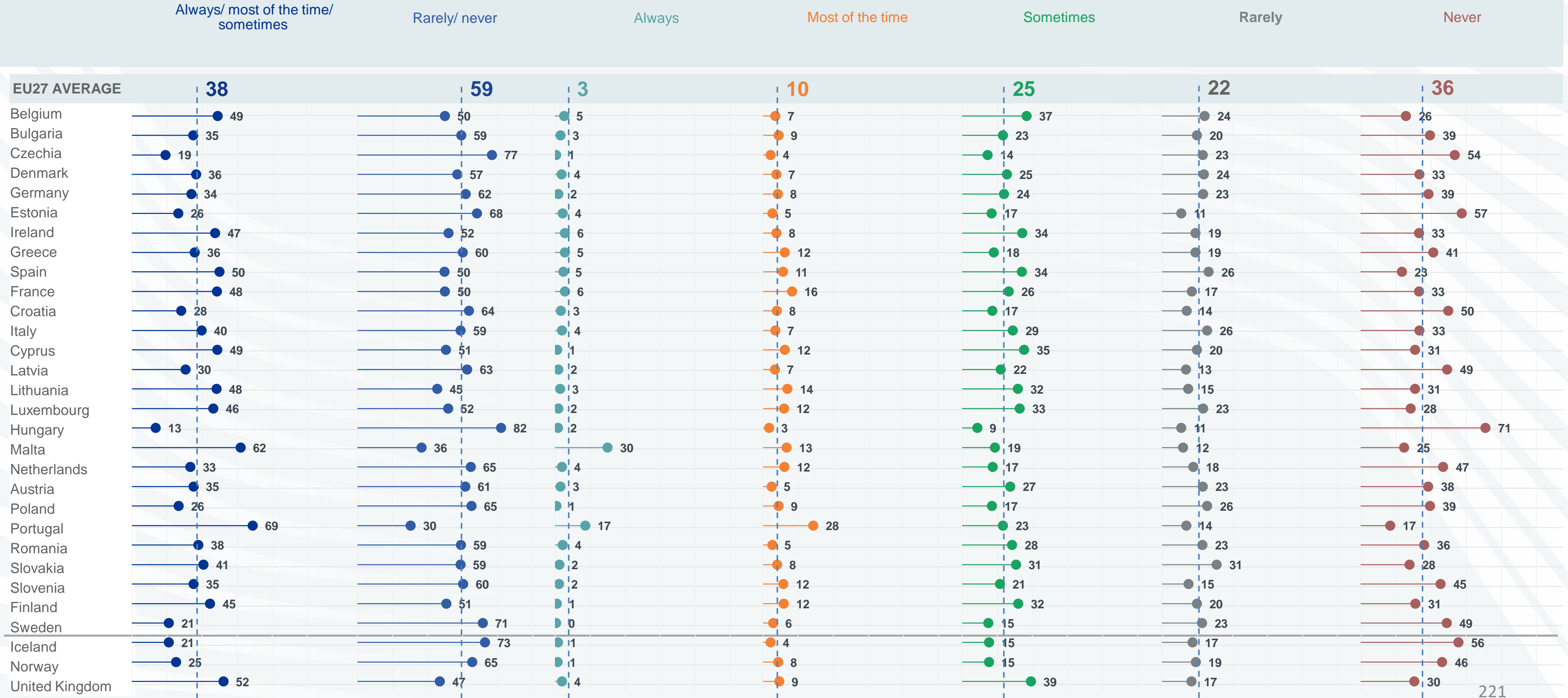


Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months

* See technical note for calculation of indicator

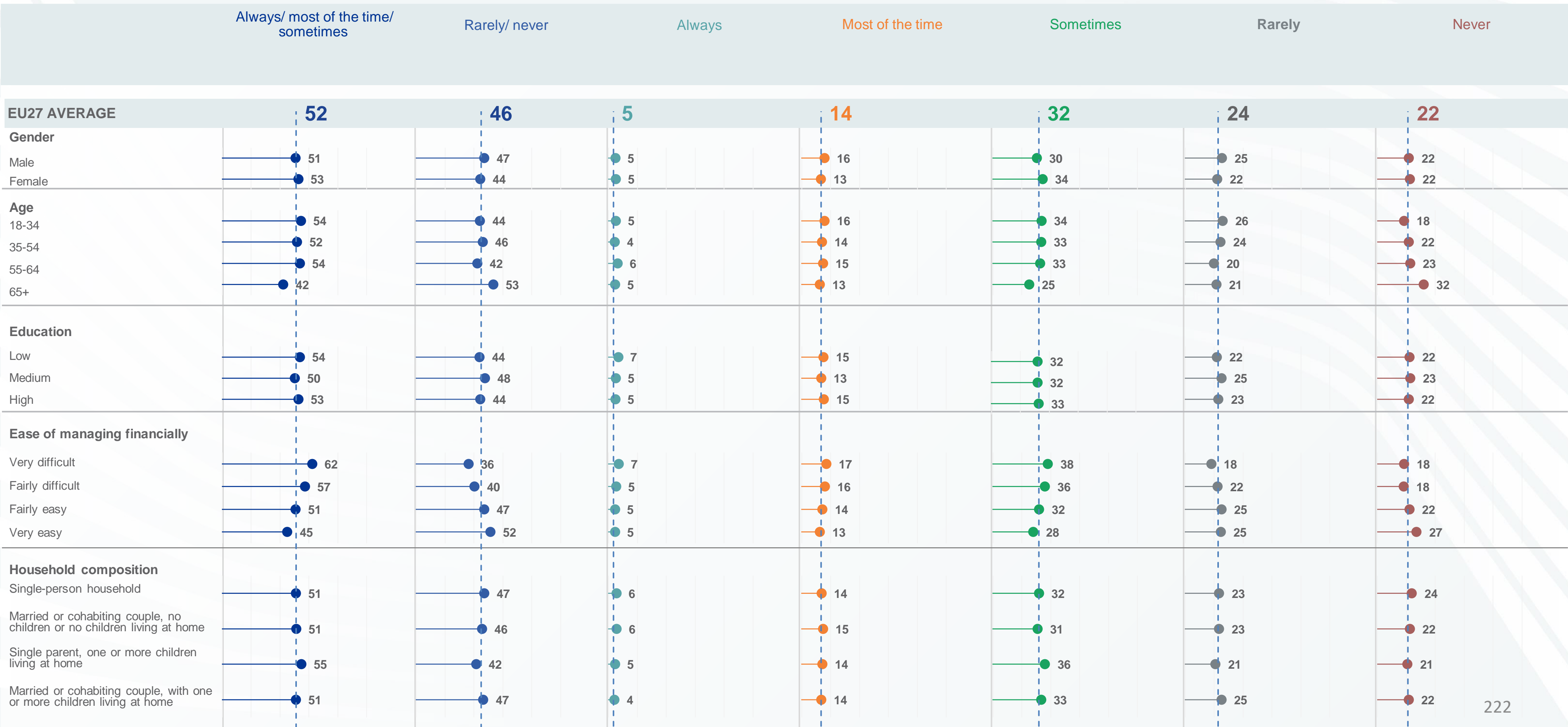


When you are searching for or buying products online, how often, if at all, would you say you experience...prices that differ from those a friend or relative gets when searching for the same thing at the same time? (%)





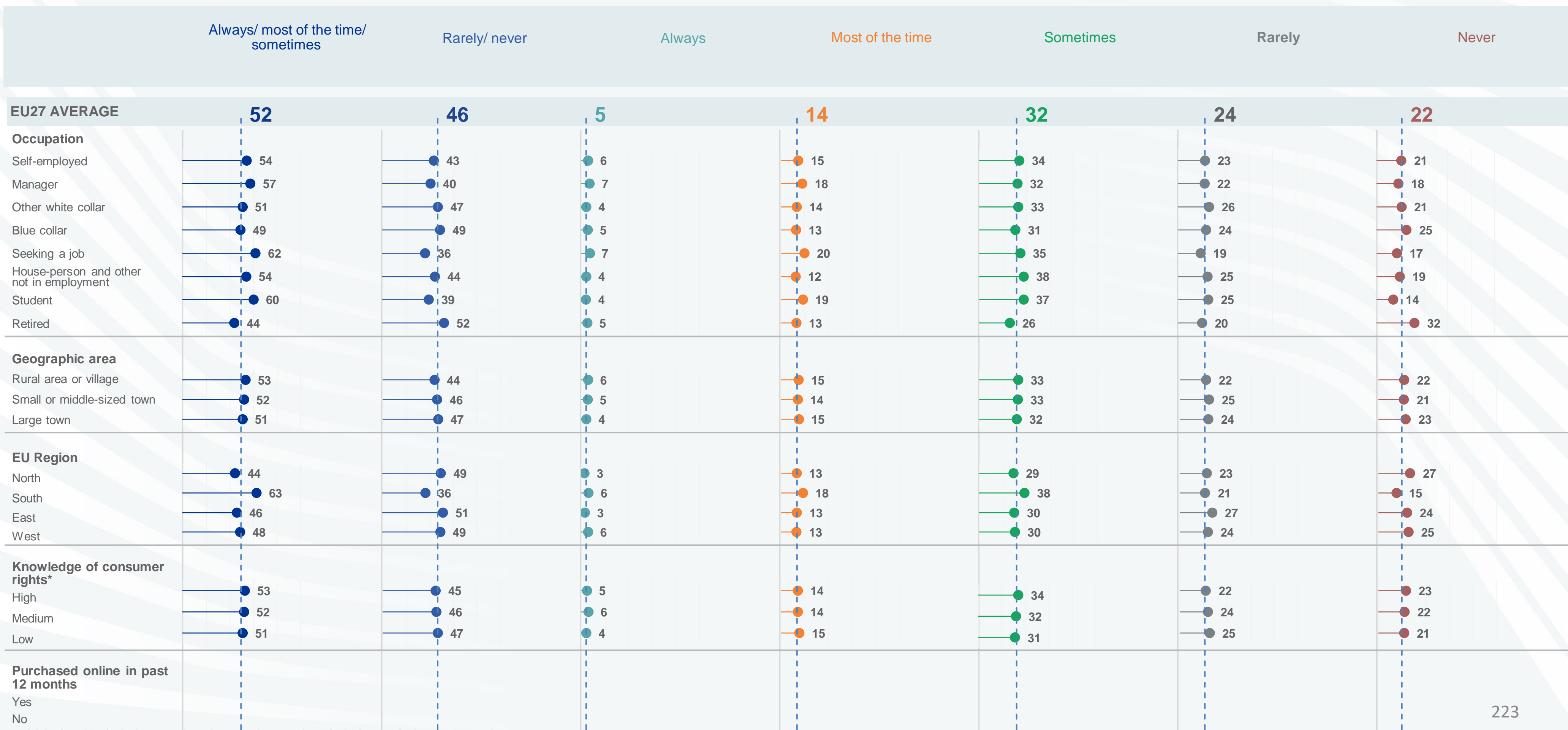
When you are searching for or buying products online, how often, if at all, would you say you experience...insufficient information about the features and functioning of 'free' online services? (%)



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months



When you are searching for or buying products online, how often, if at all, would you say you experience...insufficient information about the features and functioning of 'free' online services? (%)

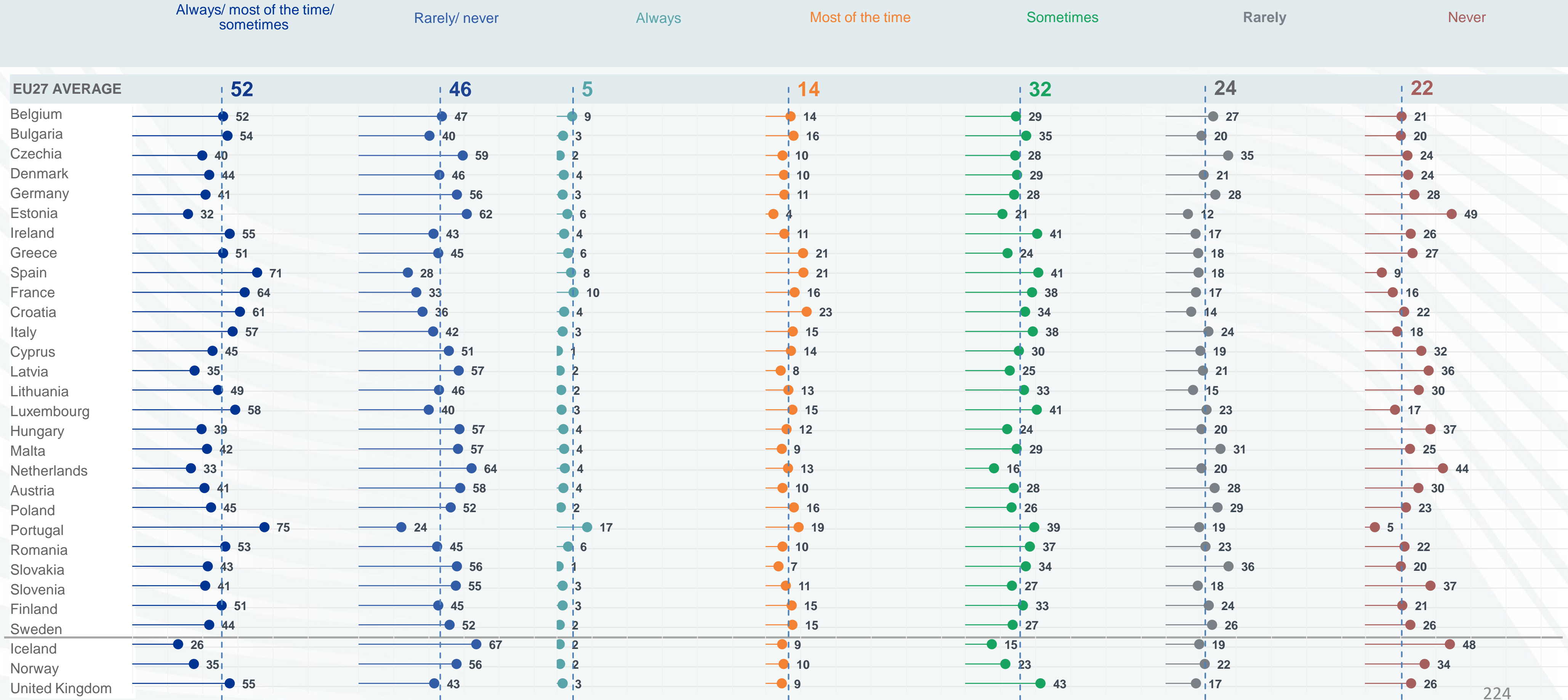


Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months

* See technical note for calculation of indicator

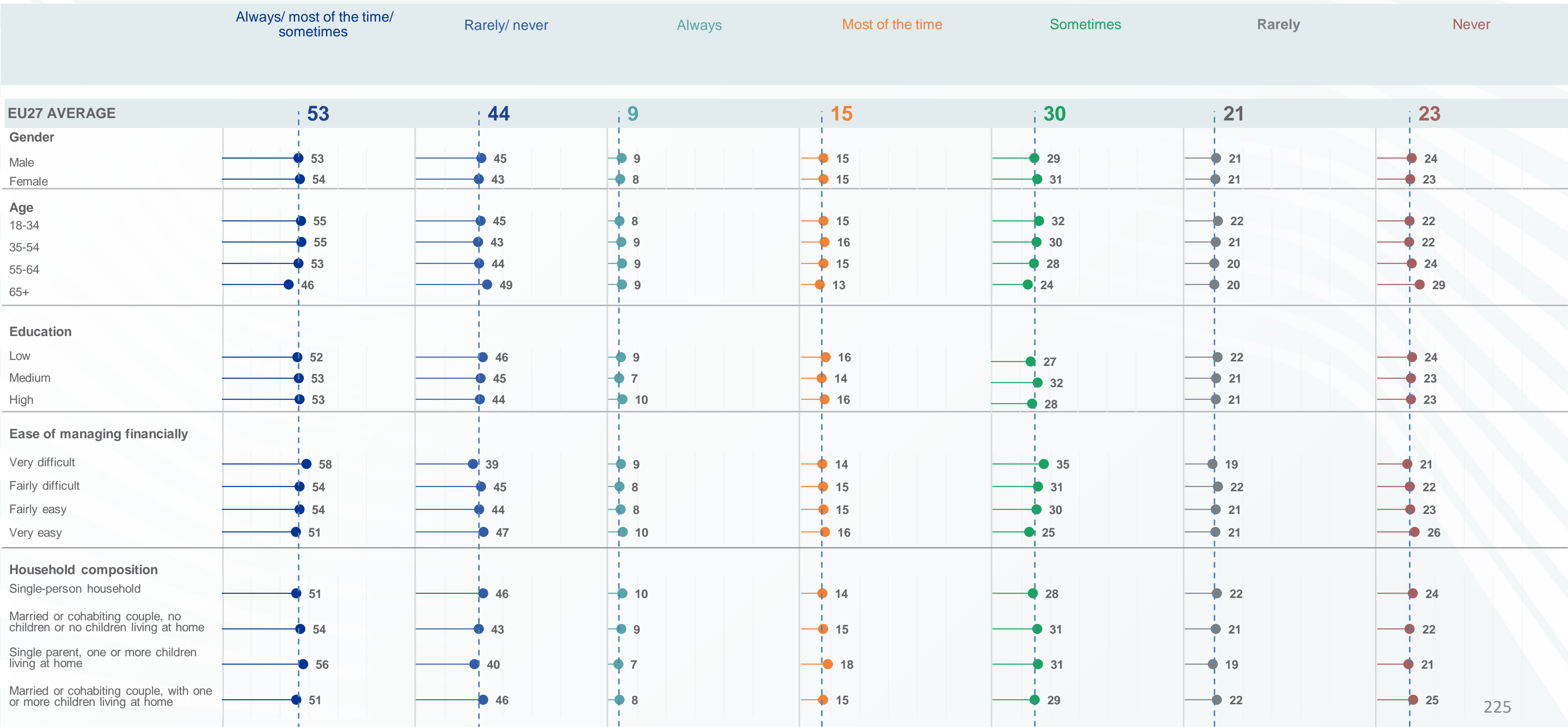


When you are searching for or buying products online, how often, if at all, would you say you experience...insufficient information about the features and functioning of 'free' online services? (%)





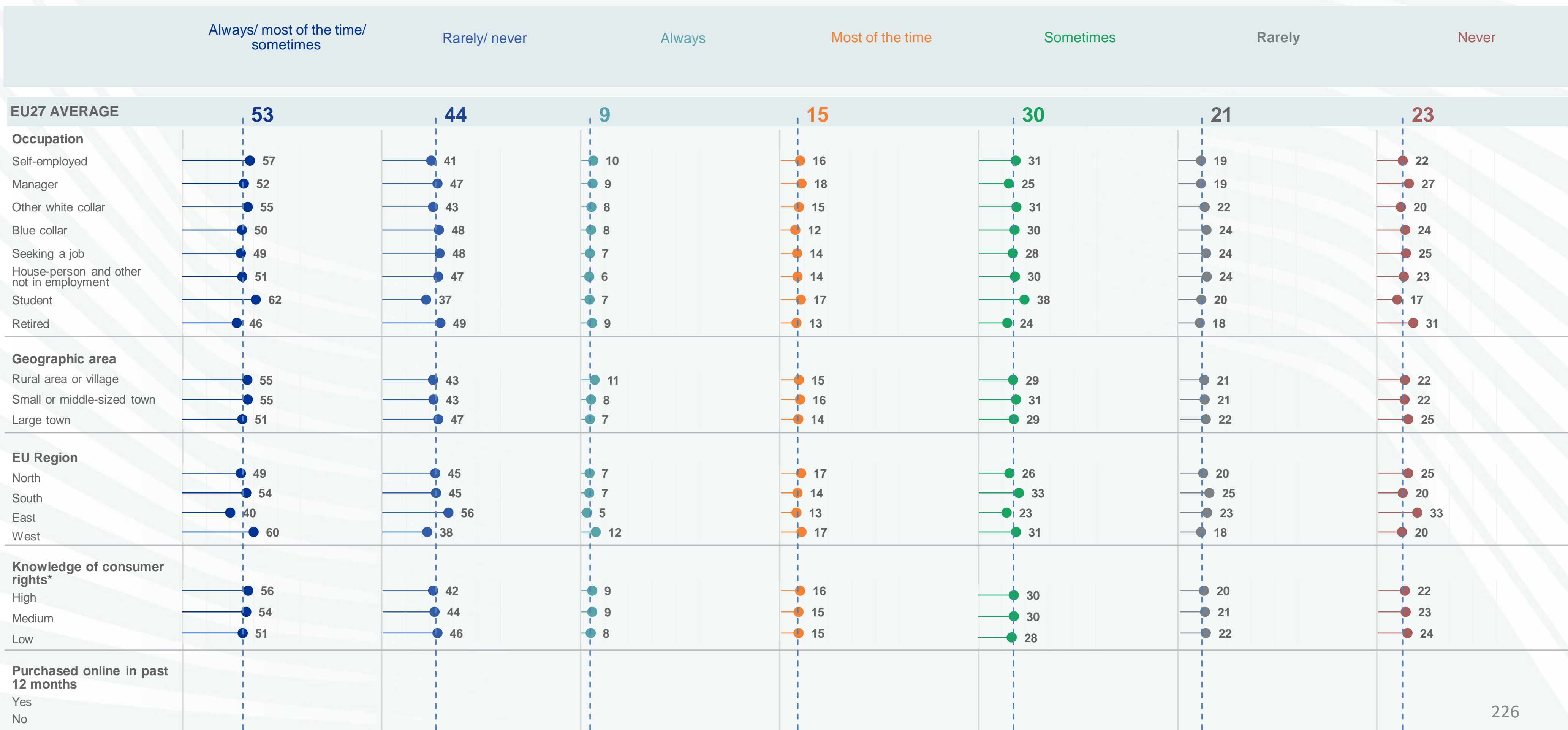
When you are searching for or buying products online, how often, if at all, would you say you experience...not understanding why your search results are ordered in the way they are? (%)



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months



When you are searching for or buying products online, how often, if at all, would you say you experience...not understanding why your search results are ordered in the way they are? (%)



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months

* See technical note for calculation of indicator



When you are searching for or buying products online, how often, if at all, would you say you experience...not understanding why your search results are ordered in the way they are? (%)

Always/ most of the time/ sometimes

Rarely/ never

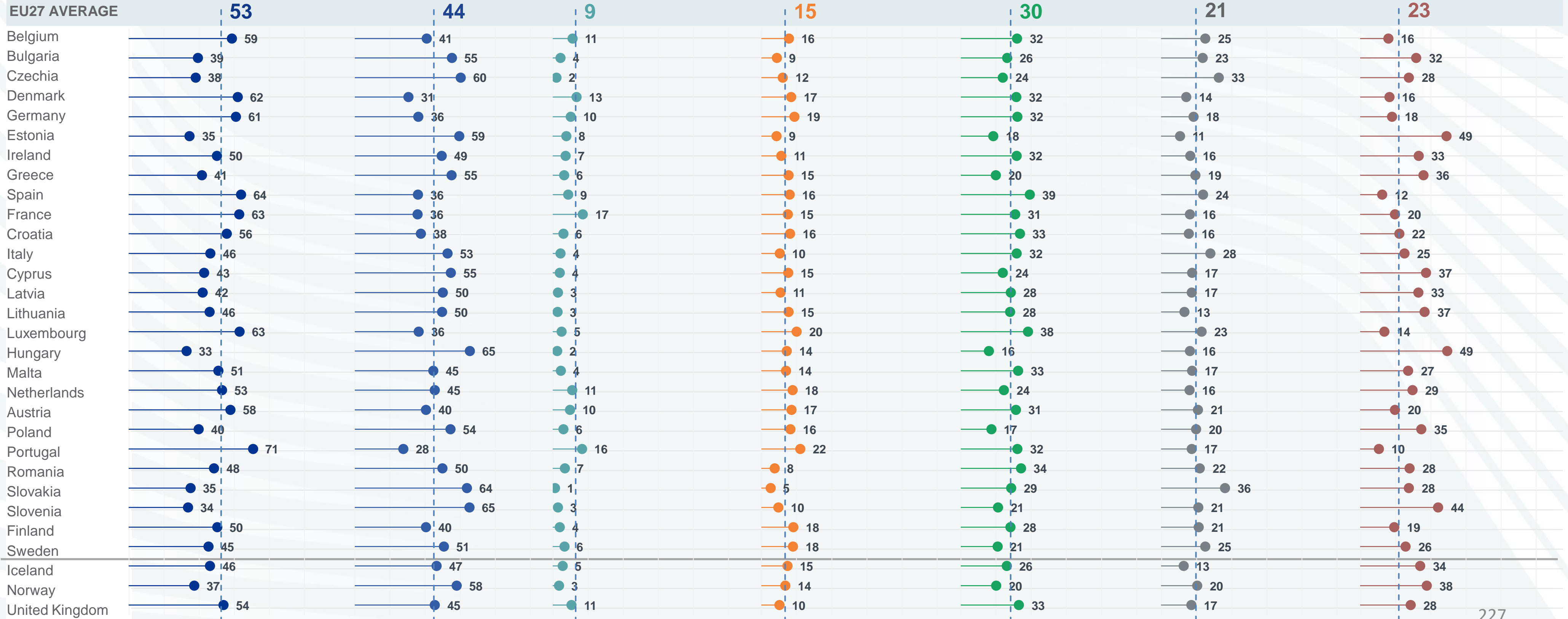
Always

Most of the time

Sometimes

Rarely

Never

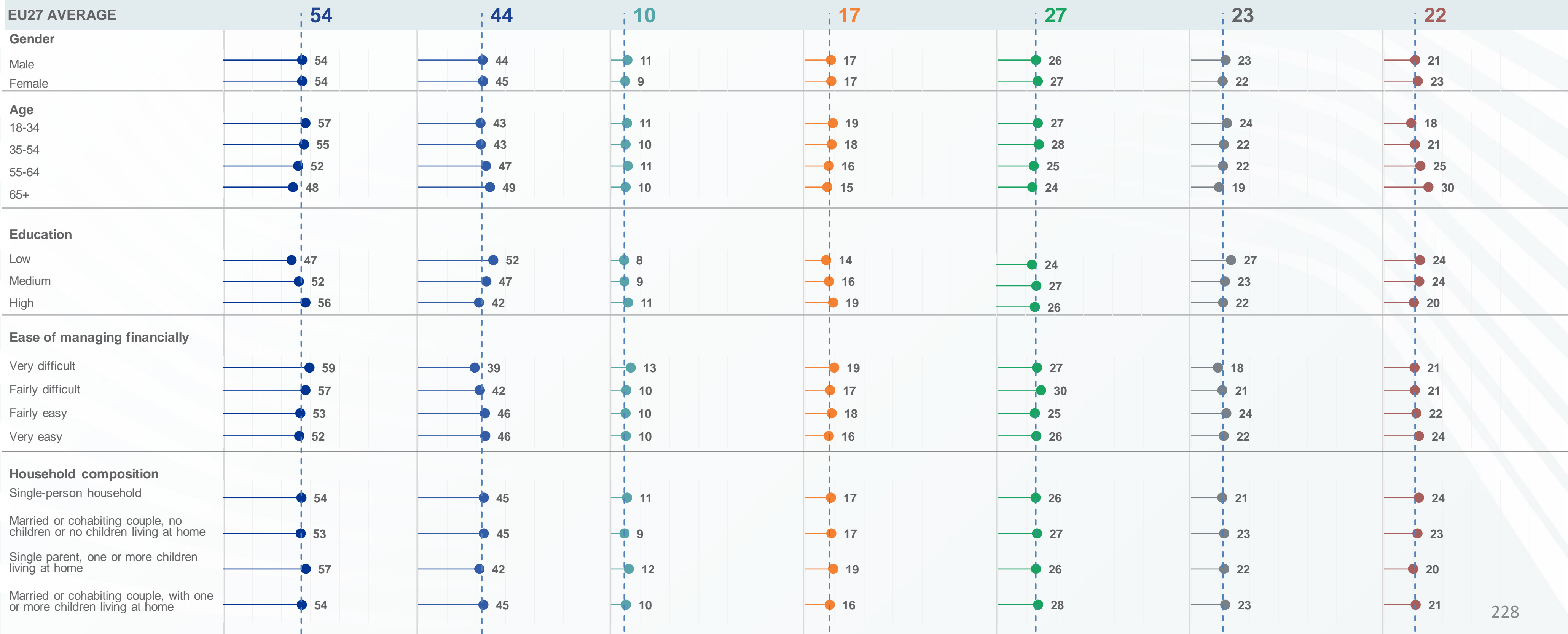




When you are searching for or buying products online, how often, if at all, would you say you experience...unclear explanations on the use of your personal data?

(%)

Always/ most of the time/ sometimes Rarely/ never Always Most of the time Sometimes Rarely Never



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months



When you are searching for or buying products online, how often, if at all, would you say you experience...unclear explanations on the use of your personal data?

(%)

Always/ most of the time/
sometimes

Rarely/ never

Always

Most of the time

Sometimes

Rarely

Never

EU27 AVERAGE

54

44

10

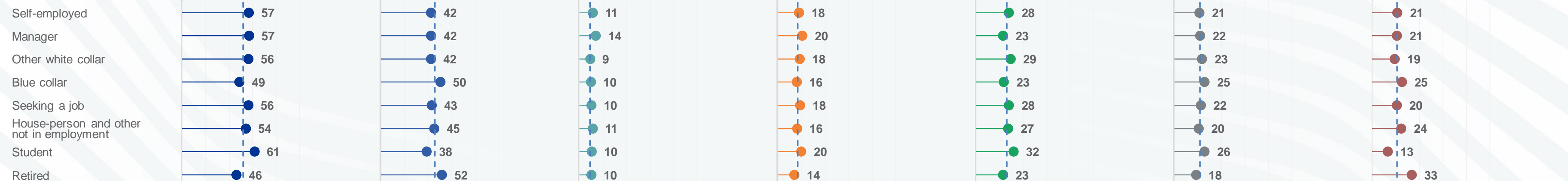
17

27

23

22

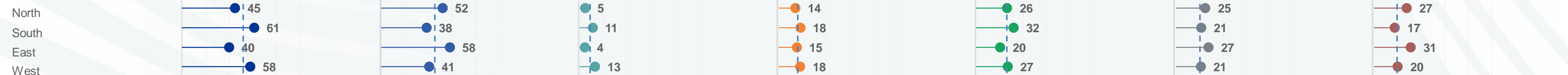
Occupation



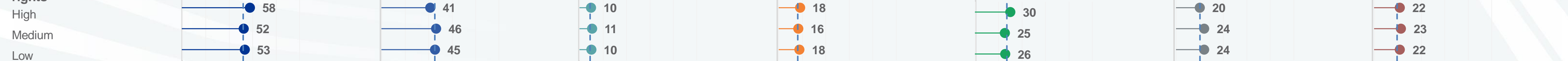
Geographic area



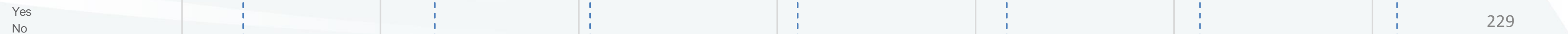
EU Region



Knowledge of consumer rights*



Purchased online in past 12 months



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months

* See technical note for calculation of indicator



When you are searching for or buying products online, how often, if at all, would you say you experience...unclear explanations on the use of your personal data?

(%)

Always/ most of the time/
sometimes

Rarely/ never

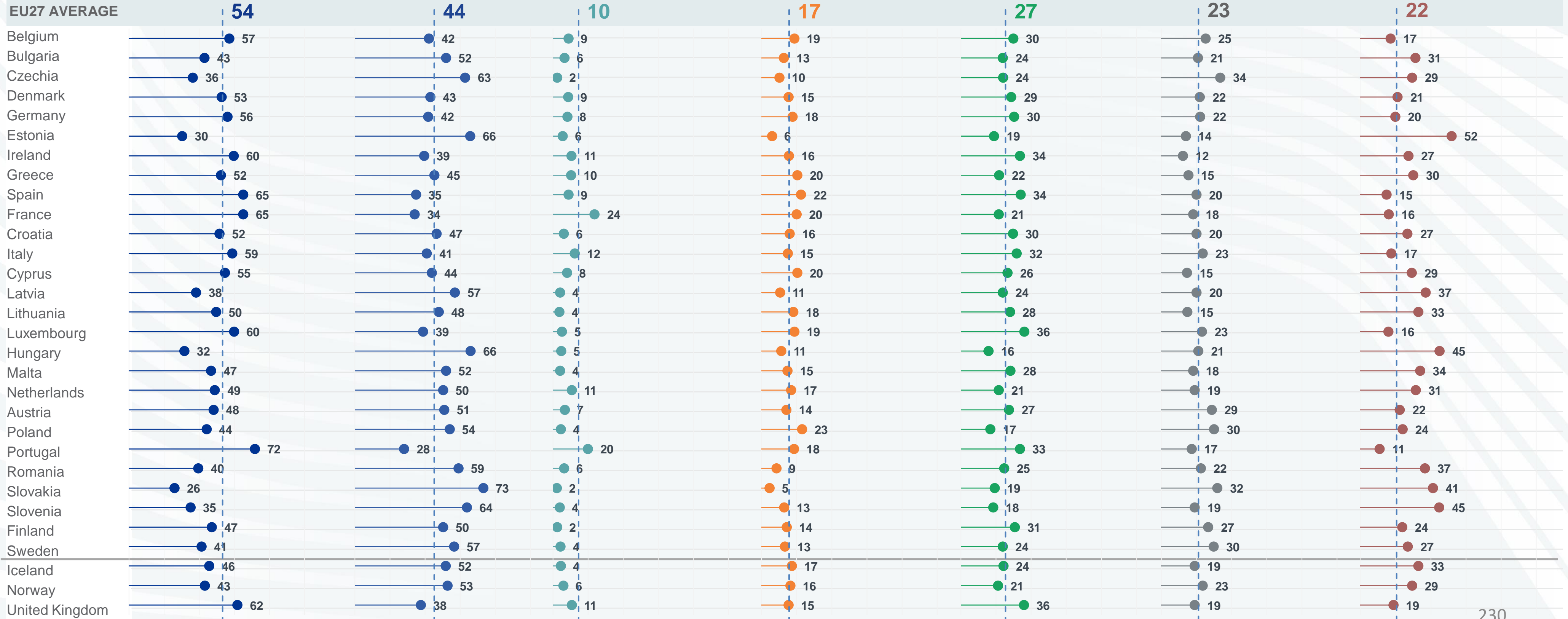
Always

Most of the time

Sometimes

Rarely

Never





Which, if any, of the following concerns about online targeted advertising are very important to you personally?

(%)

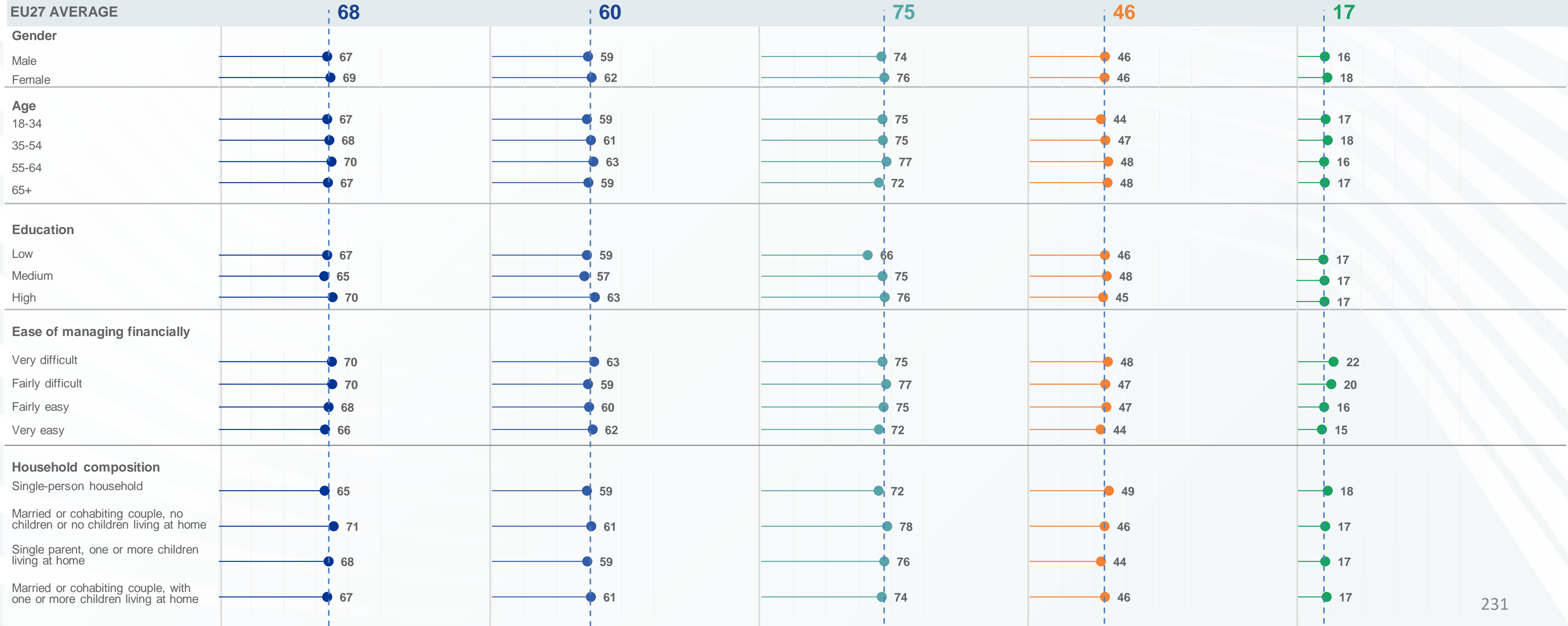
Your online data is collected/ a profile is made about you

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

It could cause exposure to inappropriate advertising

It is so convincing that you end up buying something you did not want



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months



Which, if any, of the following concerns about online targeted advertising are very important to you personally?

(%)

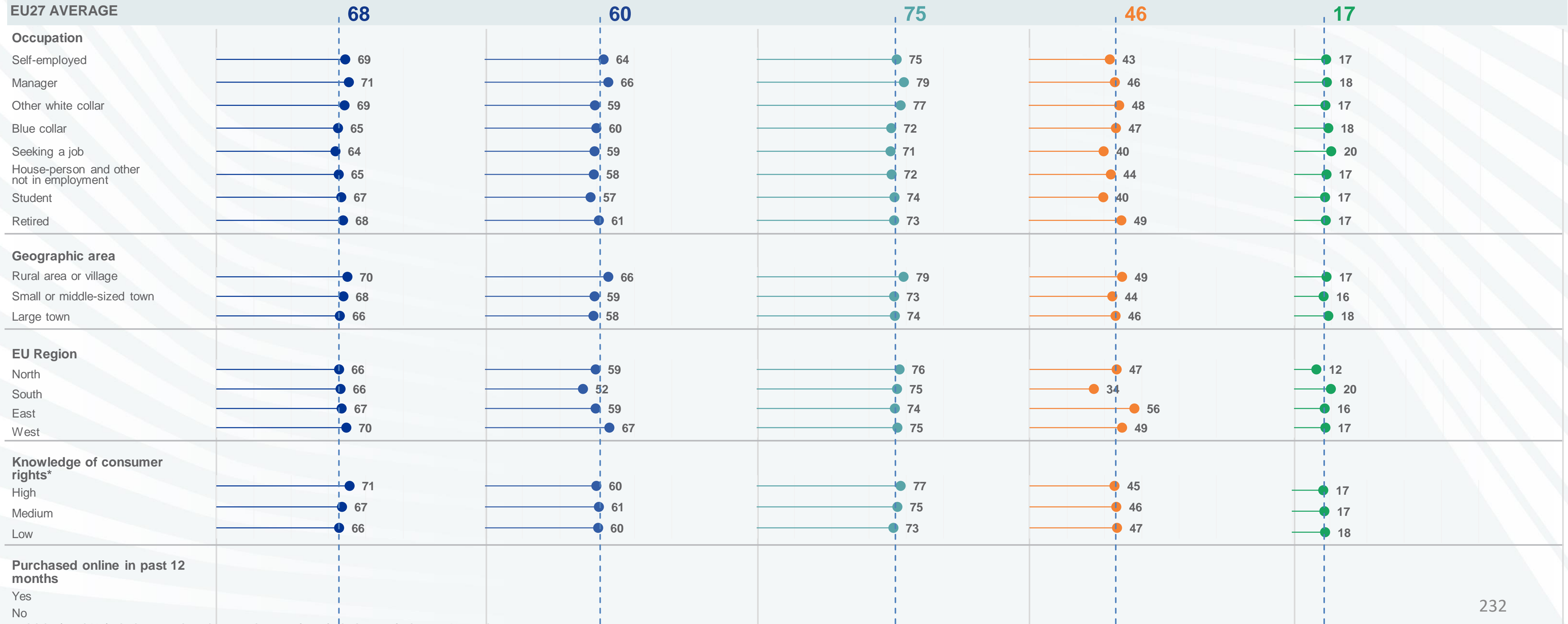
Your online data is collected/ a profile is made about you

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

It could cause exposure to inappropriate advertising

It is so convincing that you end up buying something you did not want



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months

* See technical note for calculation of indicator

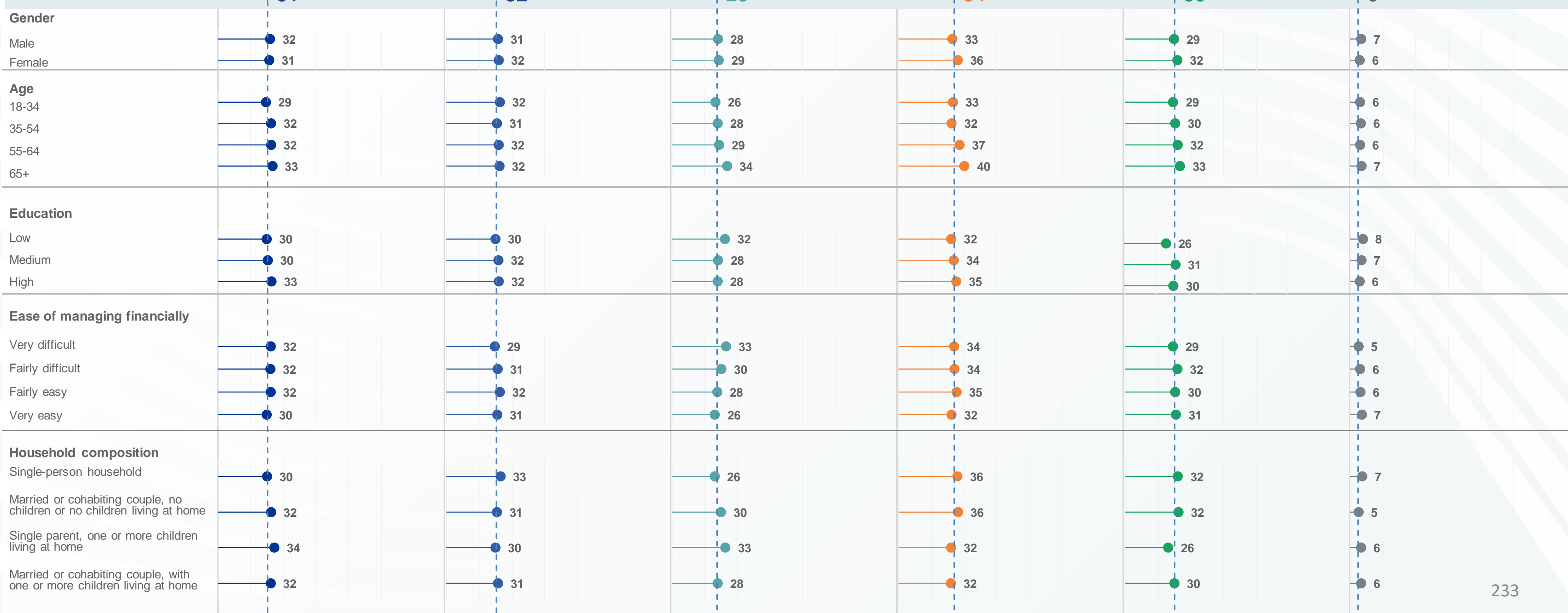


Which, if any, of the following concerns about online targeted advertising are very important to you personally?

(%)

It limits your choice of products You may end up paying more for products You cannot distinguish between information and advertising It negatively affects your trust in e-commerce You cannot "opt-out"/refuse You don't have any concerns

EU27 AVERAGE



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months



Which, if any, of the following concerns about online targeted advertising are very important to you personally?

(%)

It limits your choice of products

You may end up paying more for products

You cannot distinguish between information and advertising

It negatively affects your trust in e-commerce

You cannot "opt-out"/refuse

You don't have any concerns

EU27 AVERAGE

31

32

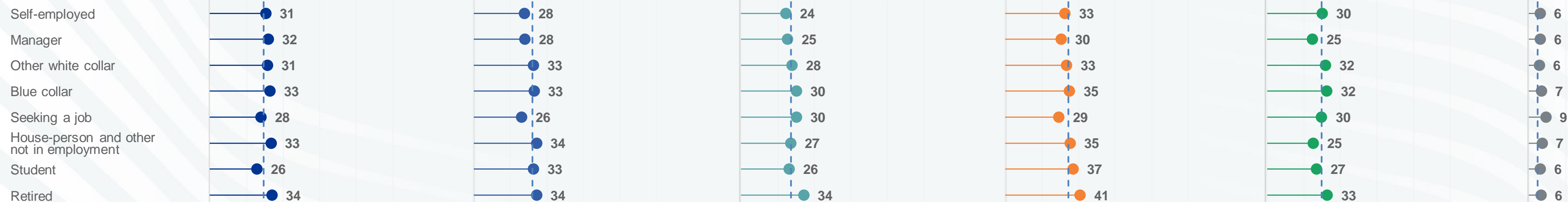
28

34

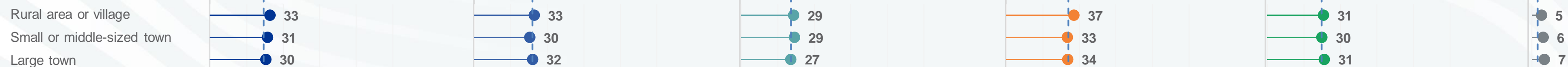
30

6

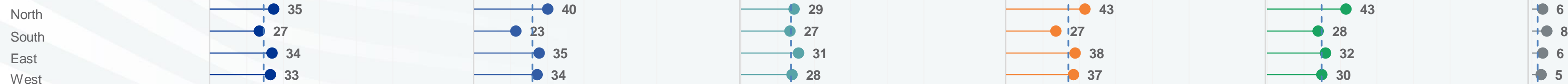
Occupation



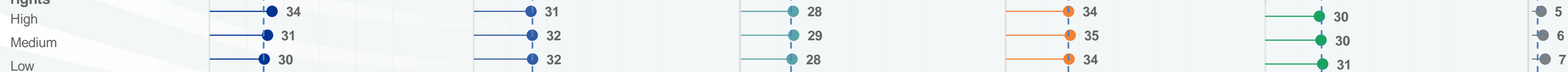
Geographic area



EU Region



Knowledge of consumer rights*



Purchased online in past 12 months



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months

* See technical note for calculation of indicator



Which, if any, of the following concerns about online targeted advertising are very important to you personally?

(%)

Your online data is collected/ a profile is made about you

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

It could cause exposure to inappropriate advertising

It is so convincing that you end up buying something you did not want

EU27 AVERAGE

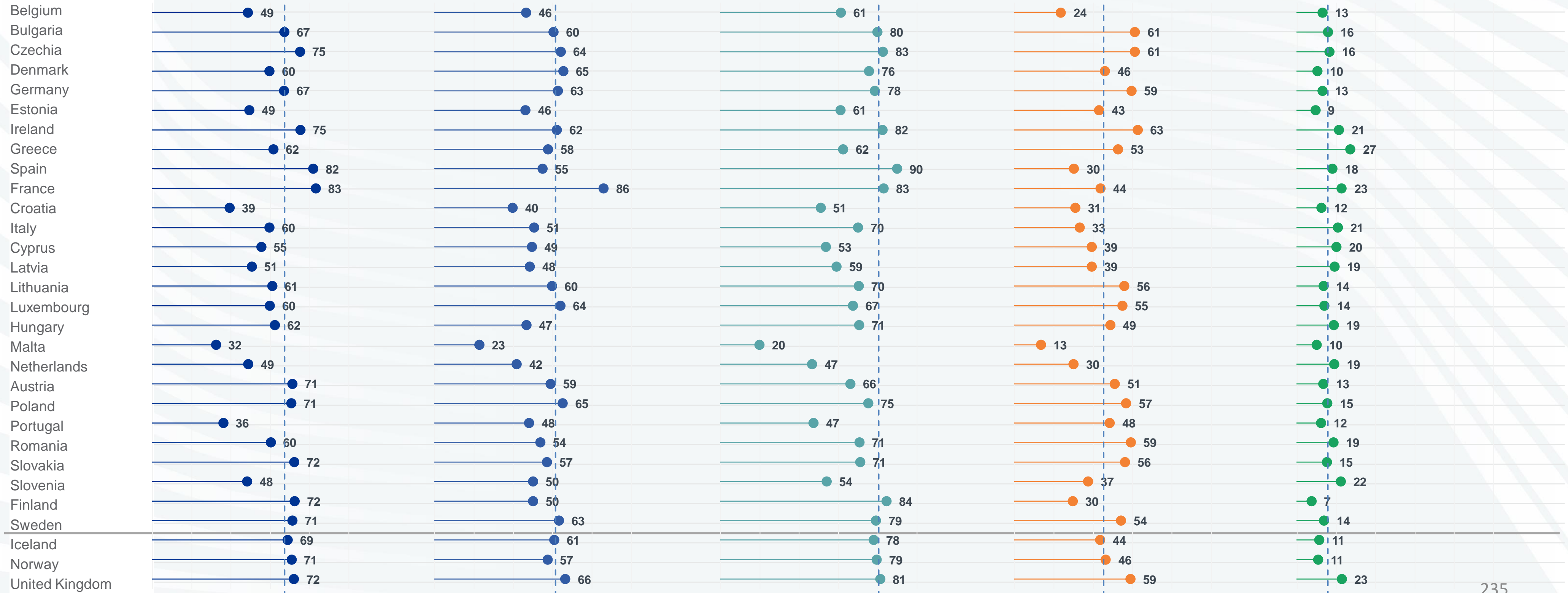
68

60

75

46

17





Which, if any, of the following concerns about online targeted advertising are very important to you personally?

(%)

It limits your choice of products

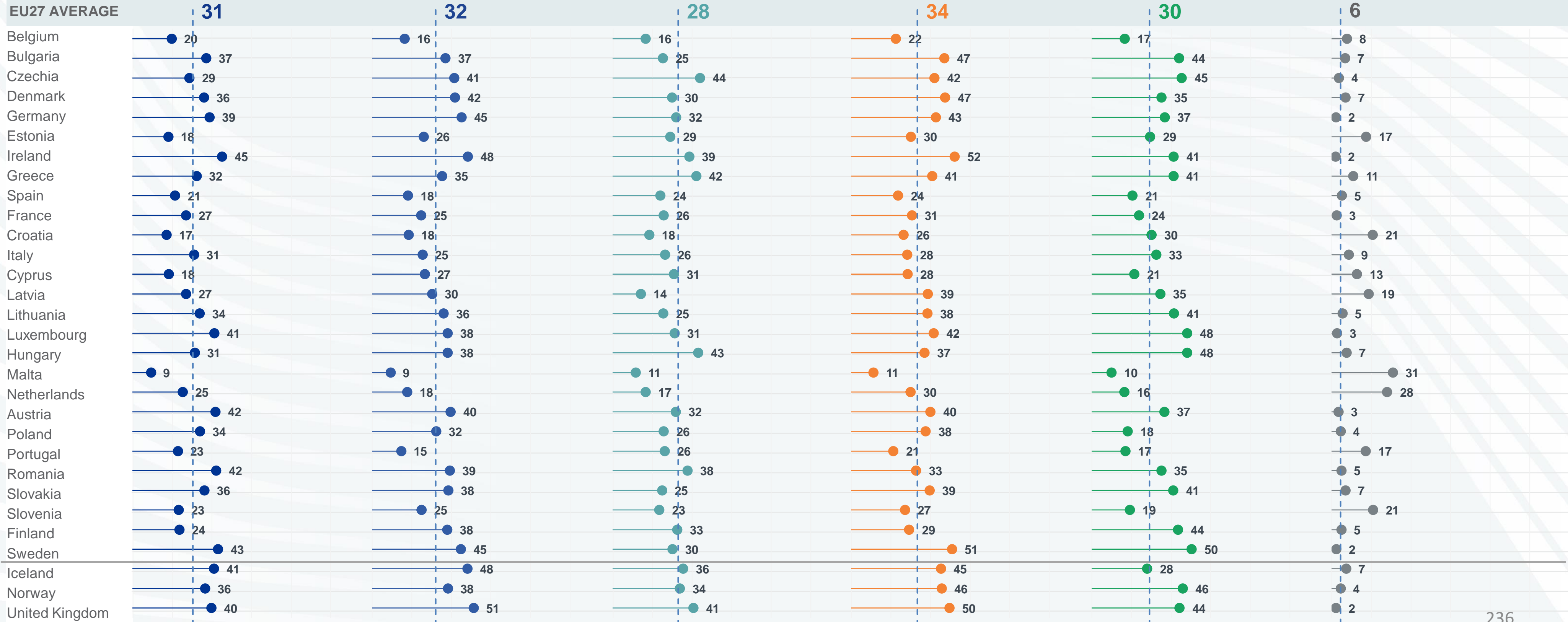
You may end up paying more for products

You cannot distinguish between information and advertising

It negatively affects your trust in e-commerce

You cannot "opt-out"/refuse

You don't have any concerns



Consumer behaviour





Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - 'Yes' Total

(%)

EU27 AVERAGE

56

GENDER



Female



60

Male



52

EDUCATION



45

Low

55

Medium

60

High

HOUSEHOLD COMPOSITION



51

Single-person household



57

Married or cohabiting couple, no children or no children living at home



58

Single parent, one or more children living at home



60

Married or cohabiting couple, with one or more children living at home

AGE



18-34



56

35-54



59

55-64



57

65+



52

EASE OF MANAGING FINANCIALLY



50

Very difficult

61

Fairly difficult

56

Fairly easy

54

Very easy



Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - 'Yes' Total

(%)

EU27 AVERAGE

56

GEOGRAPHIC AREA



Rural area or village 54

Small or middle-sized town 59

Large town 56

EU REGION



51
North

53
West

57
East

61
South

OCCUPATION



Self-employed 58

Manager 63

Other white collar 60

Blue collar 55

Seeking a job 39

House-person and other not in employment 57

Student 57

Retired 52

PURCHASED ONLINE IN PAST 12 MONTHS



Yes
60



No
49



KNOWLEDGE OF CONSUMER RIGHTS



High
61

Medium
57

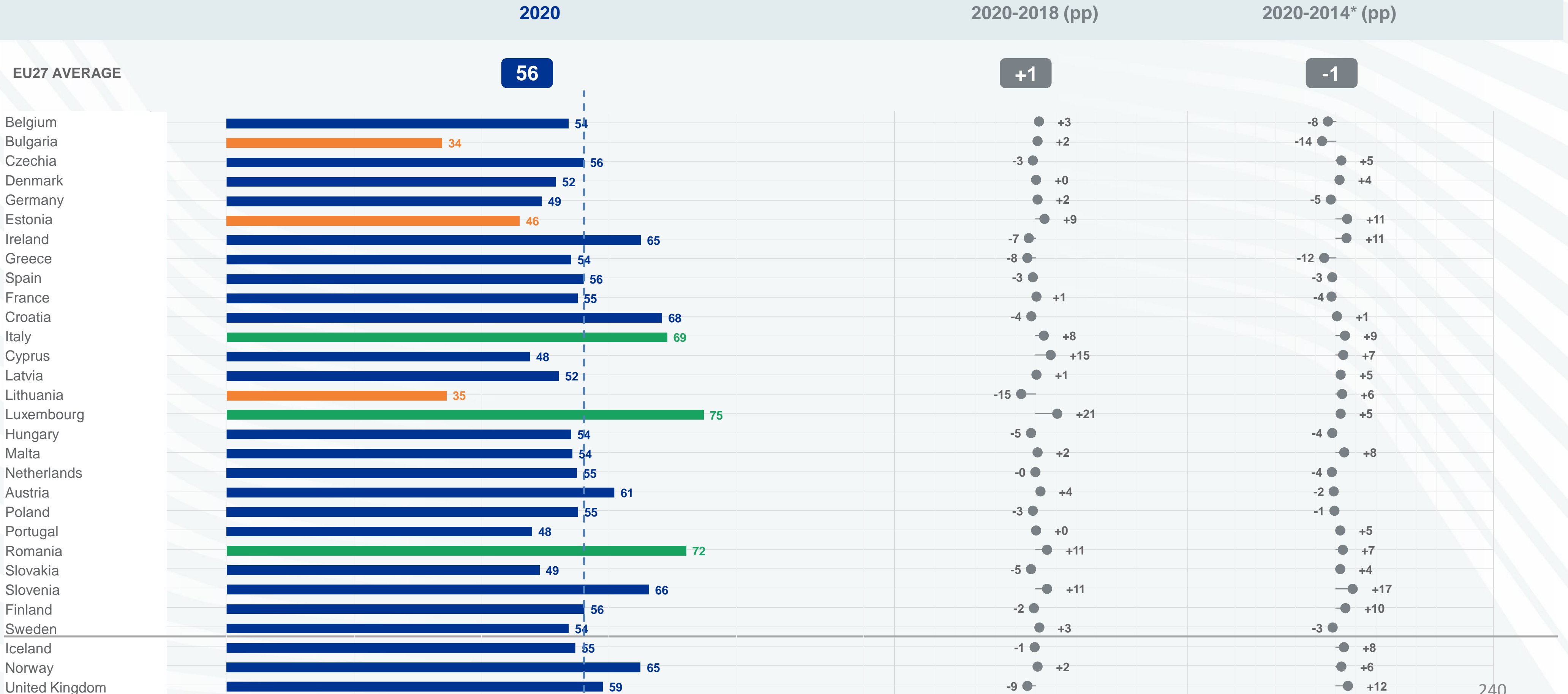
Low
53

See technical note for calculation of indicator



Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - 'Yes' Total

(%)



EU27 AVERAGE

56

+1

-1

*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - Yes, for all or most goods or services you bought (%)

EU27 AVERAGE

23

GENDER



Female



26

Male



19

EDUCATION



17

Low

20

Medium

26

High

HOUSEHOLD COMPOSITION



20

Single-person household



23

Married or cohabiting couple, no children or no children living at home



25

Single parent, one or more children living at home



24

Married or cohabiting couple, with one or more children living at home

AGE



18-34



21

35-54



23

55-64



25

65+



22

EASE OF MANAGING FINANCIALLY



19

Very difficult

26

Fairly difficult

21

Fairly easy

24

Very easy



Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - Yes, for all or most goods or services you bought (%)

EU27 AVERAGE

23

GEOGRAPHIC AREA

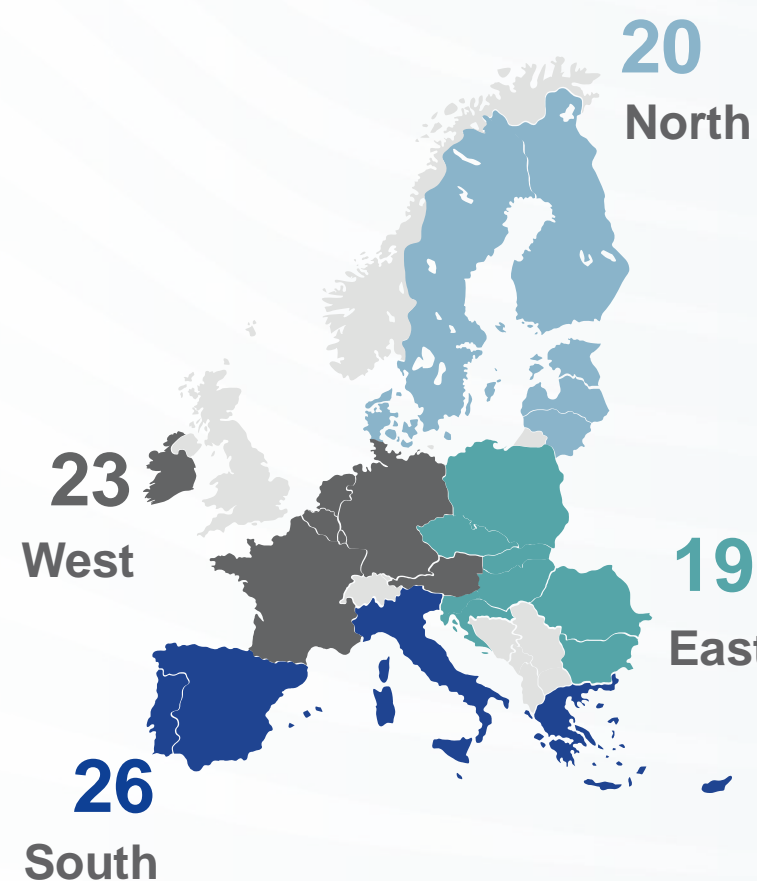


Rural area or village **23**

Small or middle-sized town **23**

Large town **22**

EU REGION



OCCUPATION



Self-employed **25**

Manager **27**

Other white collar **24**

Blue collar **20**

Seeking a job **14**

House-person and other not in employment **22**

Student **23**

Retired **23**

PURCHASED ONLINE IN PAST 12 MONTHS



Yes

24



No

19



KNOWLEDGE OF CONSUMER RIGHTS



High

27

Medium

24

Low

19

See technical note for calculation of indicator



Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - Yes, for all or most goods or services you bought (%)



EU27 AVERAGE

23

+4

+5

*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading



Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - Yes, but only for some (%)

EU27 AVERAGE

26

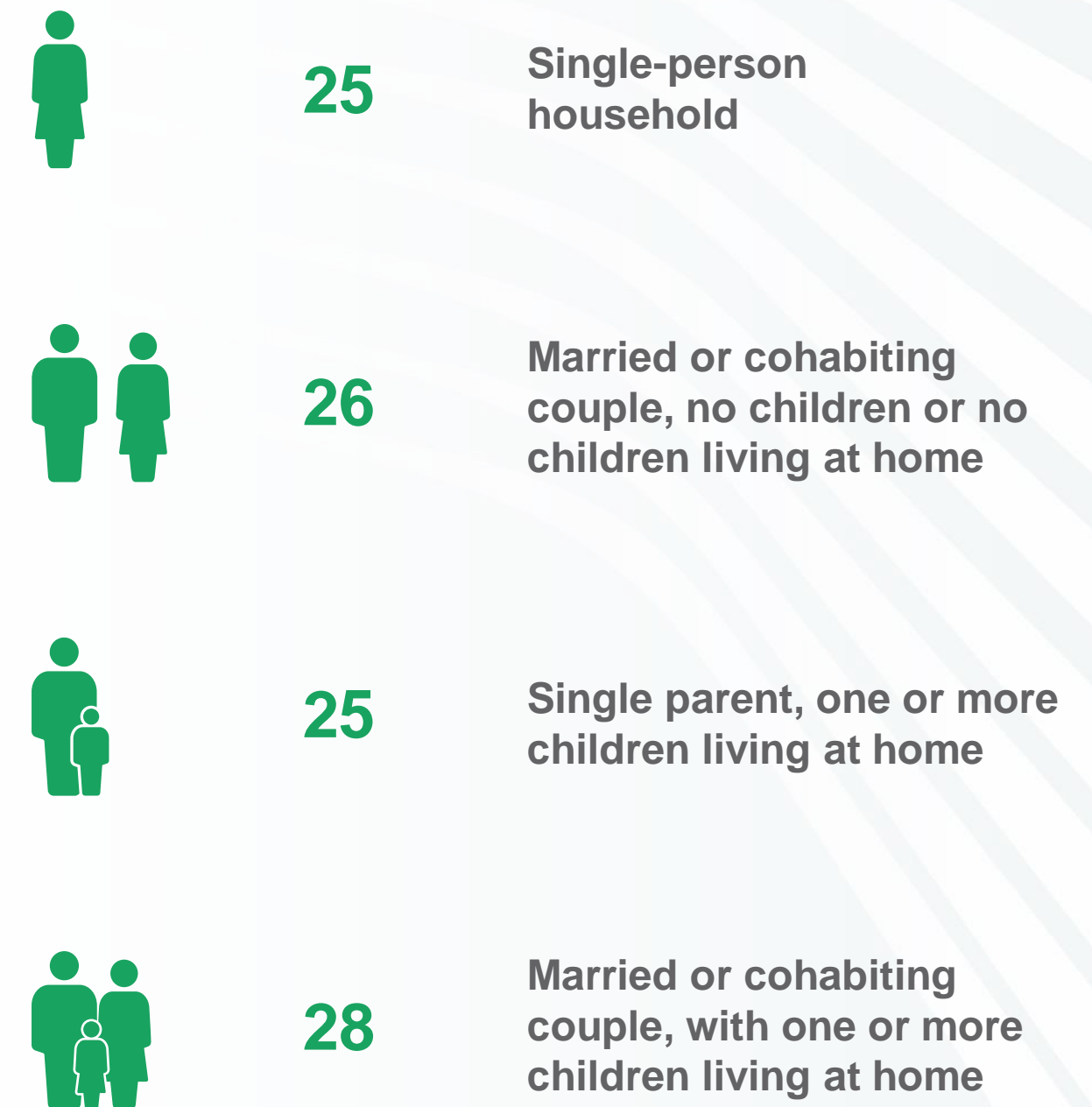
GENDER



EDUCATION



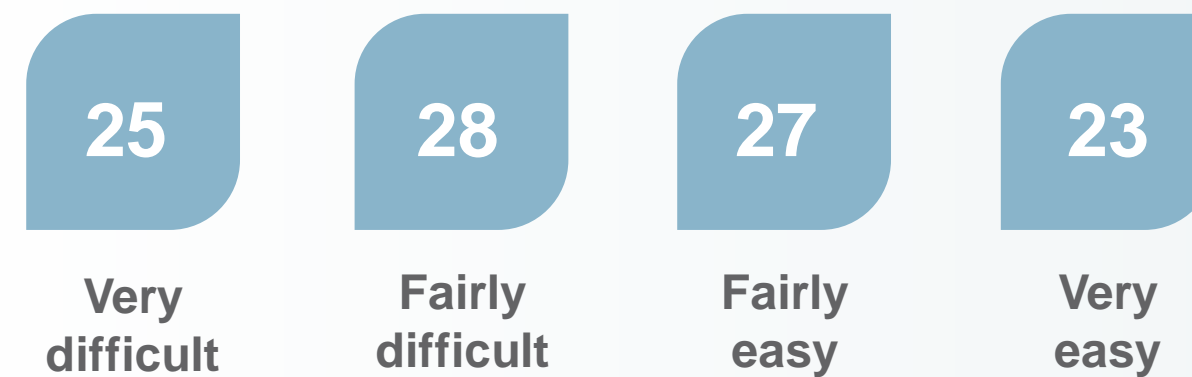
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





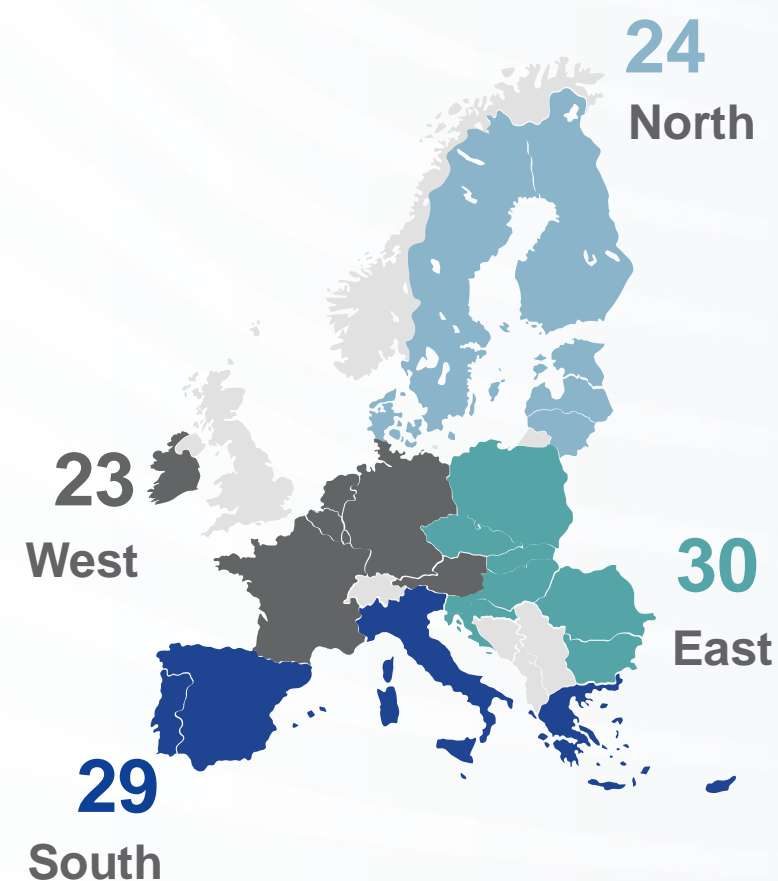
Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - Yes, but only for some (%)

EU27 AVERAGE **26**

GEOGRAPHIC AREA



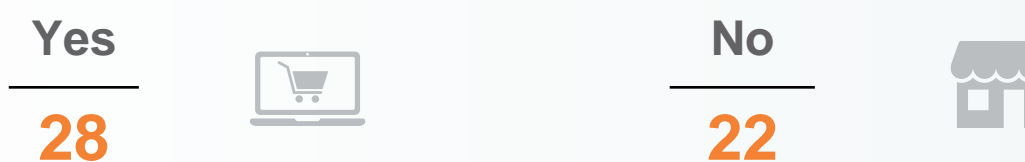
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
27

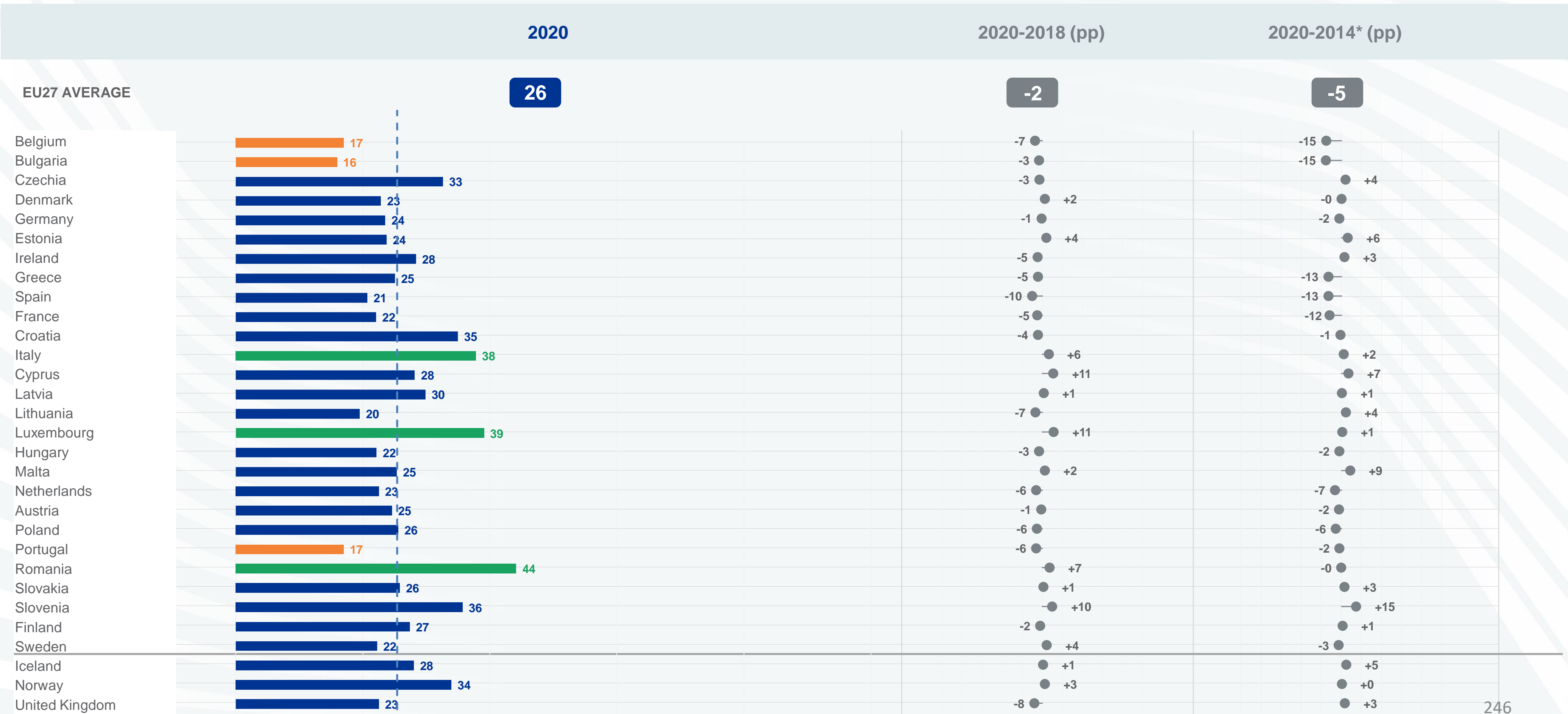
Medium
26

Low
25

See technical note for calculation of indicator



Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - Yes, but only for some (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - Yes, but only for one or two (%)

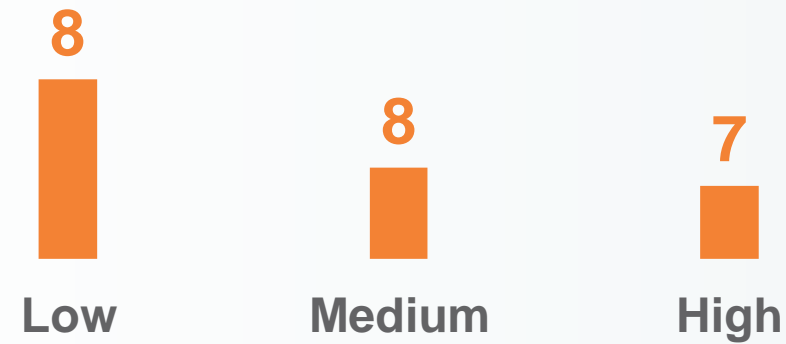
EU27 AVERAGE

8

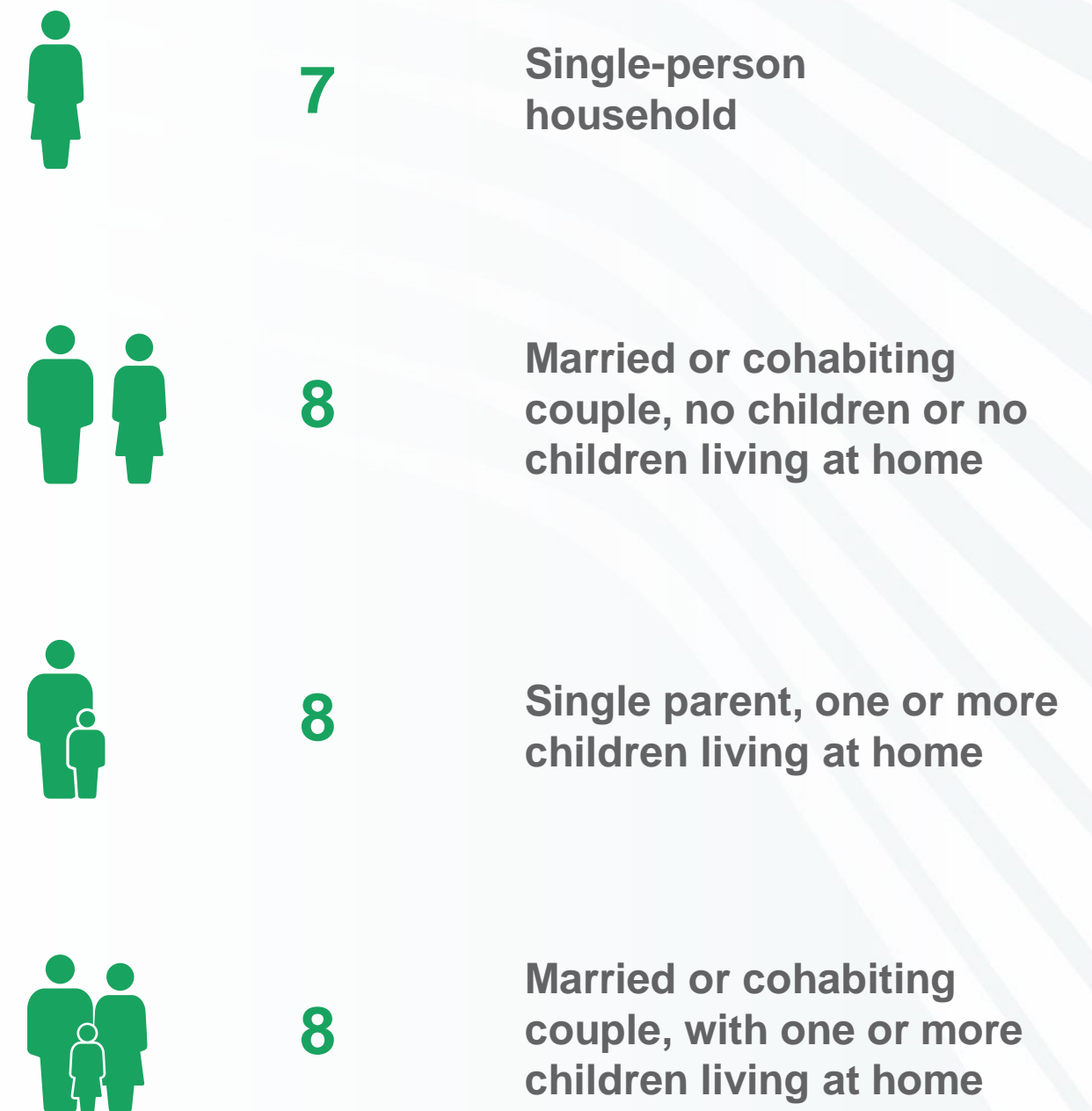
GENDER



EDUCATION



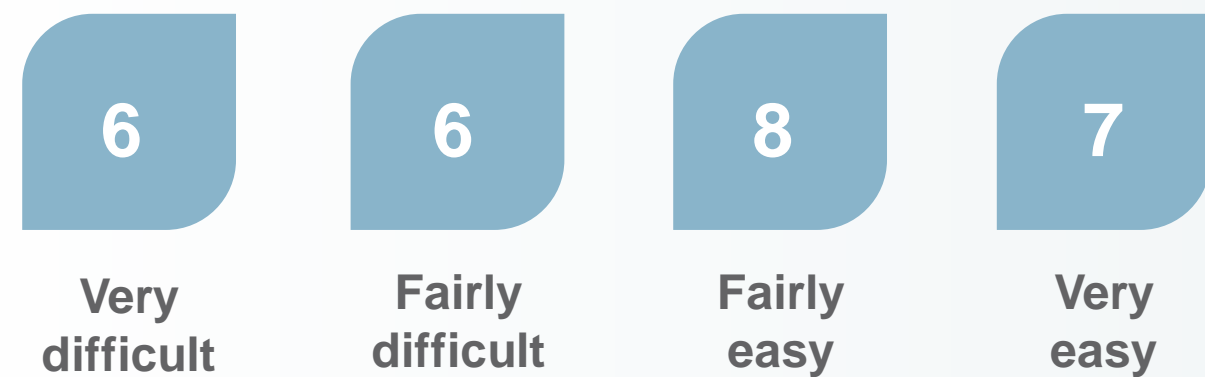
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - Yes, but only for one or two (%)

EU27 AVERAGE

8

GEOGRAPHIC AREA

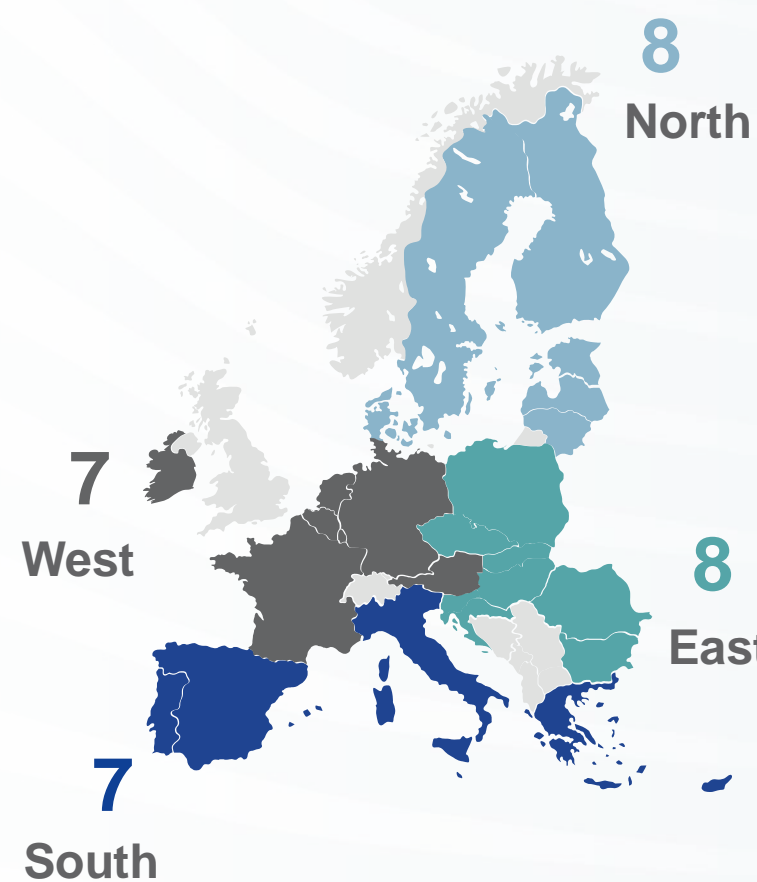


Rural area or village 7

Small or middle-sized town 8

Large town 8

EU REGION



OCCUPATION



Self-employed 8

Manager 8

Other white collar 8

Blue collar 8

Seeking a job 5

House-person and other not in employment 10

Student 9

Retired 6

PURCHASED ONLINE IN PAST 12 MONTHS



Yes

8



No

7



KNOWLEDGE OF CONSUMER RIGHTS



High

7

Medium

7

Low

9

See technical note for calculation of indicator



Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice? - Yes, but only for one or two (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)



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

(%)

'Yes' Total

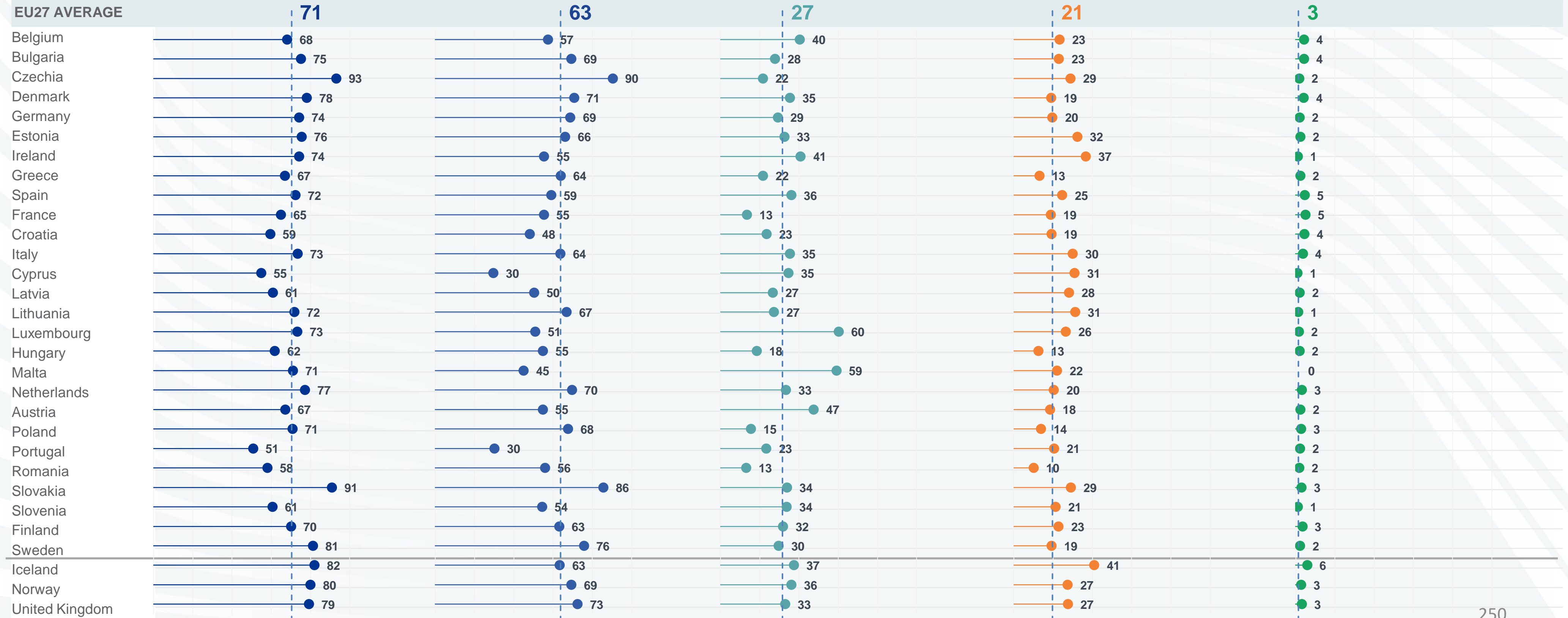
Yes, from a retailer or service provider located in your country

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

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

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

EU27 AVERAGE





In the past 12 months, have you purchased any goods or services via the Internet? - 'Yes' Total (%)

EU27 AVERAGE

71

GENDER



Female



69

Male



73

EDUCATION



38

Low

69

Medium

80

High

HOUSEHOLD COMPOSITION



62

Single-person household



69

Married or cohabiting couple, no children or no children living at home



73

Single parent, one or more children living at home



81

Married or cohabiting couple, with one or more children living at home

AGE



18-34



85

35-54



82

55-64



66

65+



41

EASE OF MANAGING FINANCIALLY



54

Very difficult

70

Fairly difficult

73

Fairly easy

74

Very easy



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

(%)

EU27 AVERAGE

71

GEOGRAPHIC AREA

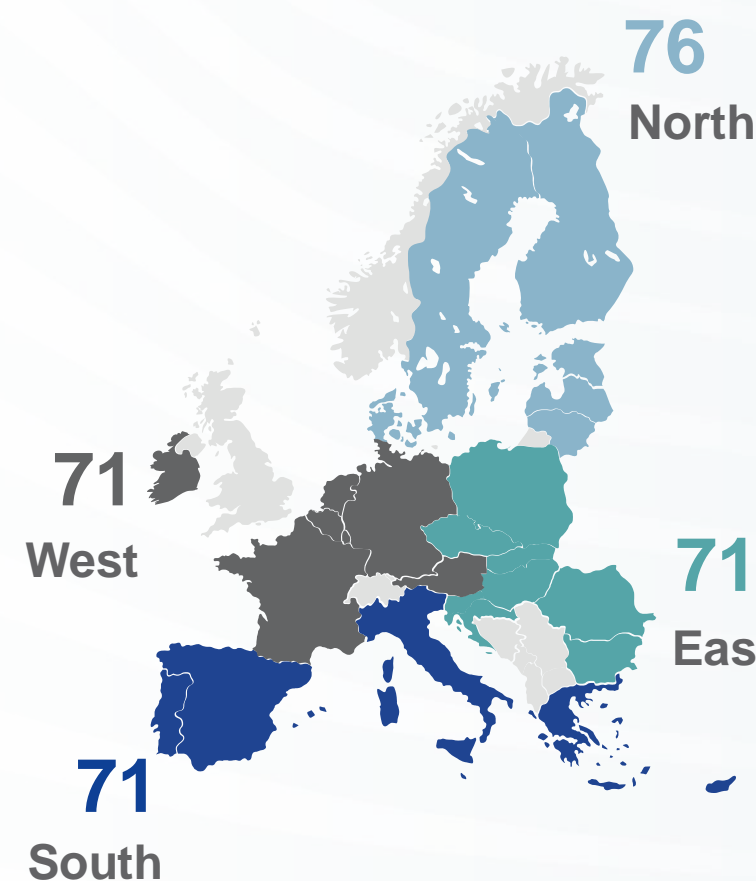


Rural area or village 67

Small or middle-sized town 70

Large town 75

EU REGION



OCCUPATION



Self-employed 83

Manager 87

Other white collar 84

Blue collar 74

Seeking a job 58

House-person and other not in employment 58

Student 86

Retired 41

PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High

74

Medium

72

Low

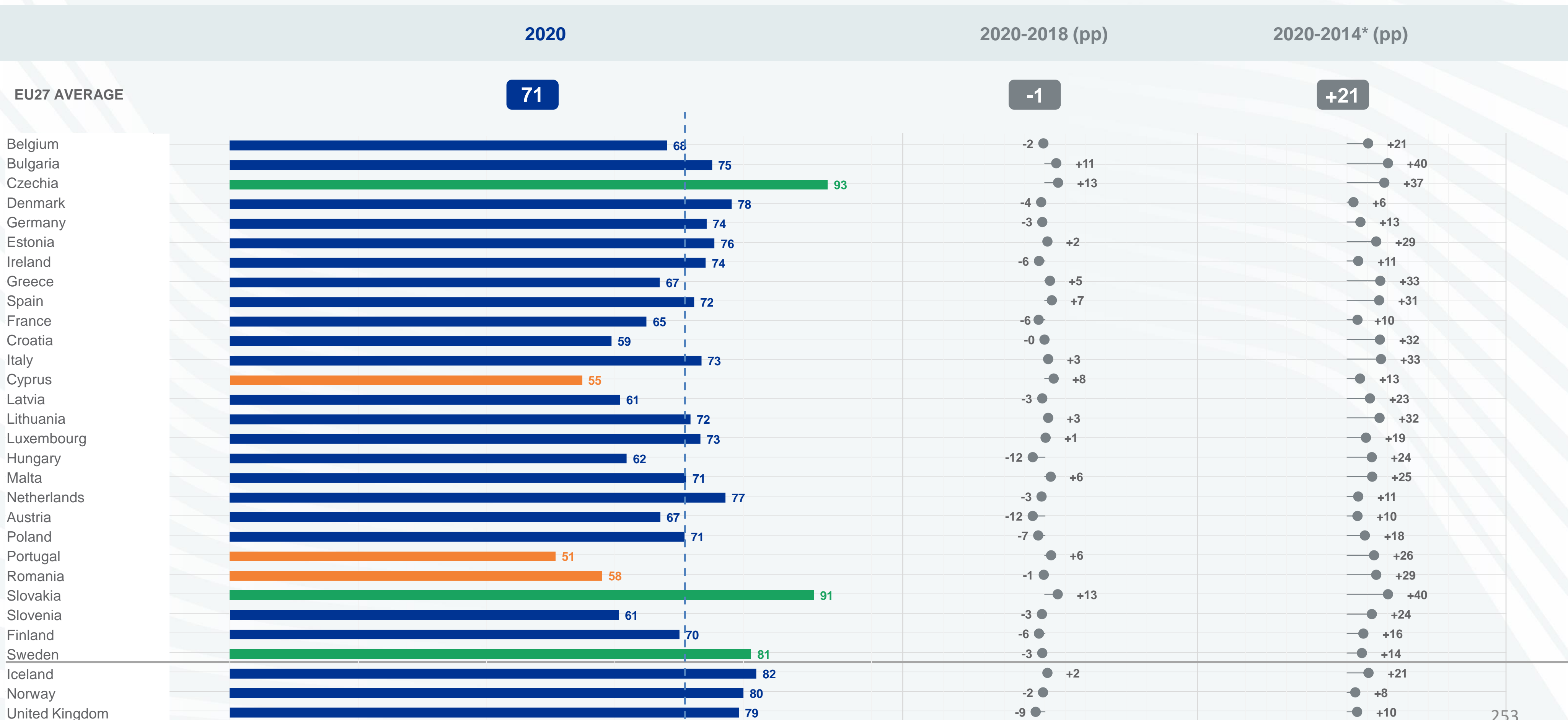
67

See technical note for calculation of indicator



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

(%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



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

63

GENDER



Female



61

Male



65

EDUCATION



30

Low

62

Medium

71

High

HOUSEHOLD COMPOSITION



55

Single-person household



61

Married or cohabiting couple, no children or no children living at home



65

Single parent, one or more children living at home



72

Married or cohabiting couple, with one or more children living at home

AGE



18-34



74

35-54



74

55-64



58

65+



36

EASE OF MANAGING FINANCIALLY



46

Very difficult

60

Fairly difficult

65

Fairly easy

67

Very easy



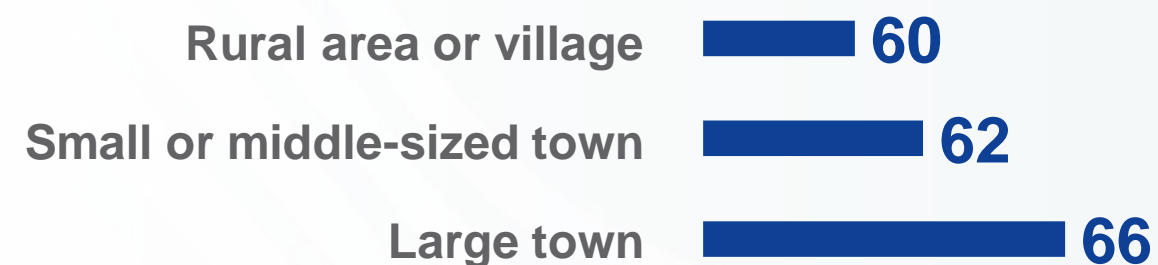
In the past 12 months, have you purchased any goods or services via the Internet? - Yes, from a retailer or service provider located in your country

(%)

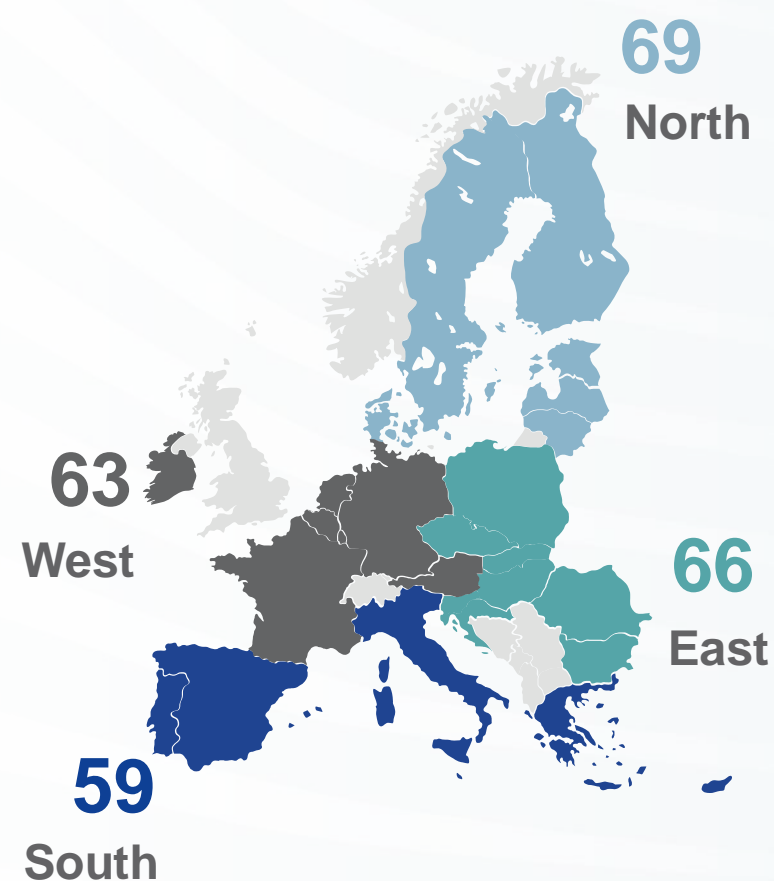
EU27 AVERAGE

63

GEOGRAPHIC AREA



EU REGION



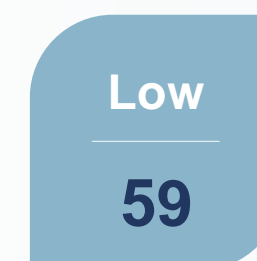
OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS

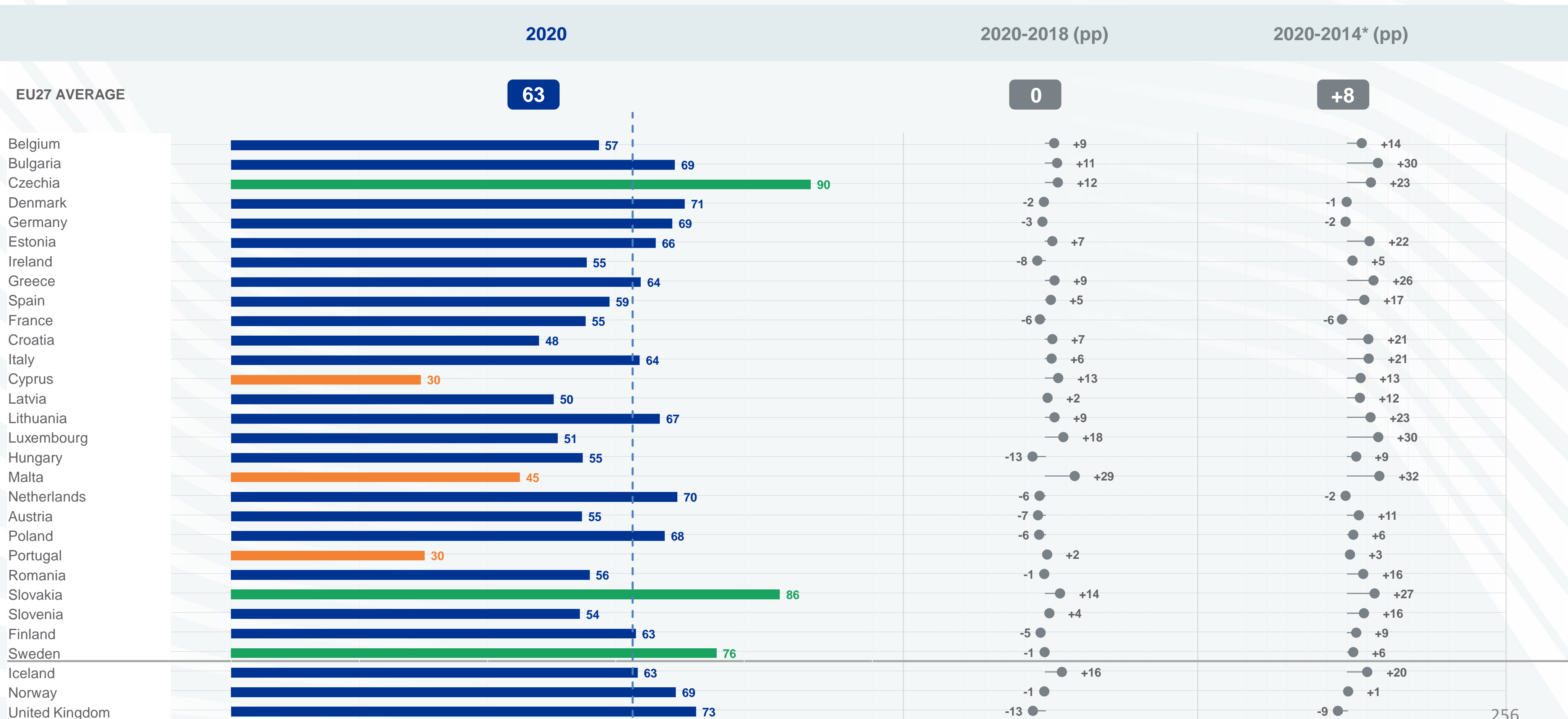


See technical note for calculation of indicator



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

(%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)



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

27

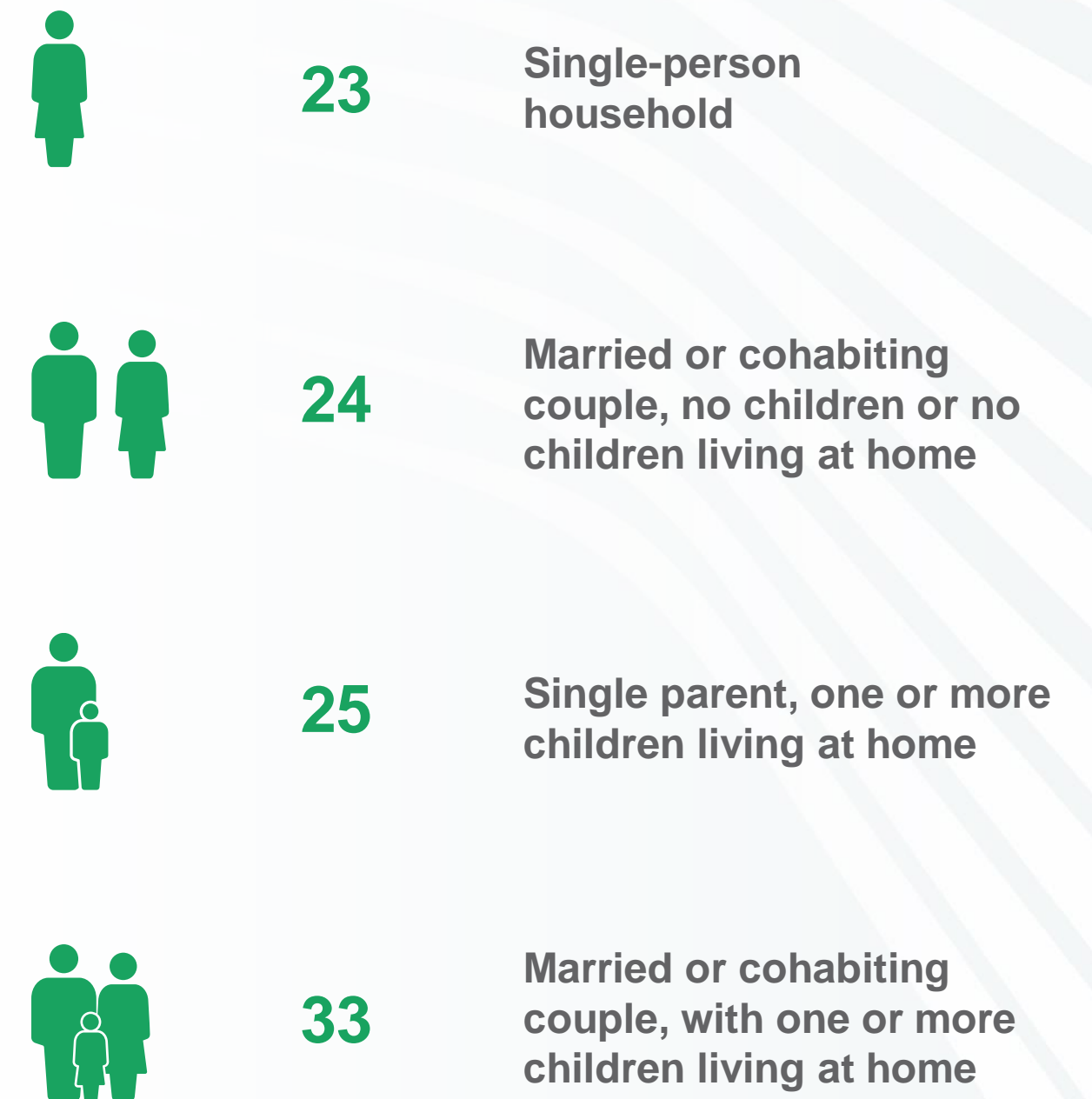
GENDER



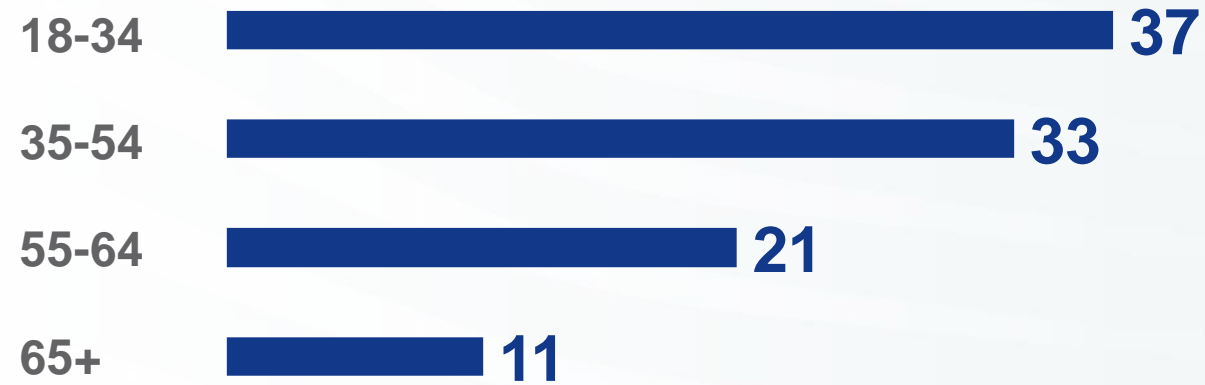
EDUCATION



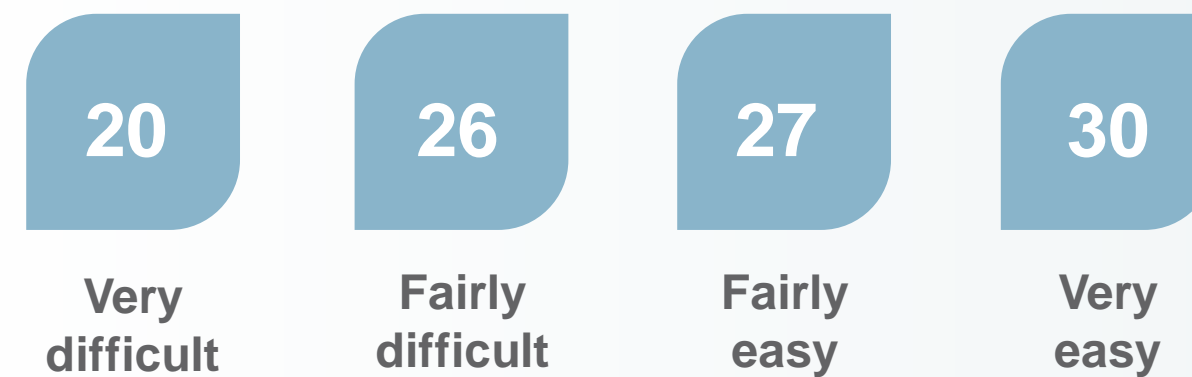
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





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

27

GEOGRAPHIC AREA

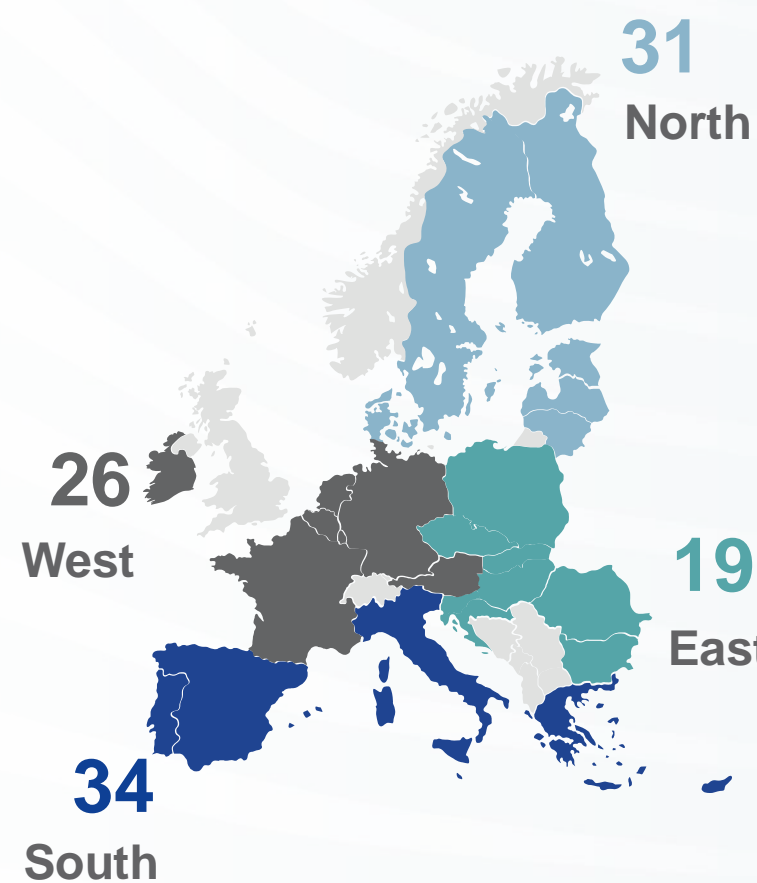


Rural area or village 23

Small or middle-sized town 27

Large town 31

EU REGION



OCCUPATION



Self-employed 35

Manager 35

Other white collar 35

Blue collar 26

Seeking a job 21

House-person and other not in employment 21

Student 40

Retired 10

PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High

30

Medium

27

Low

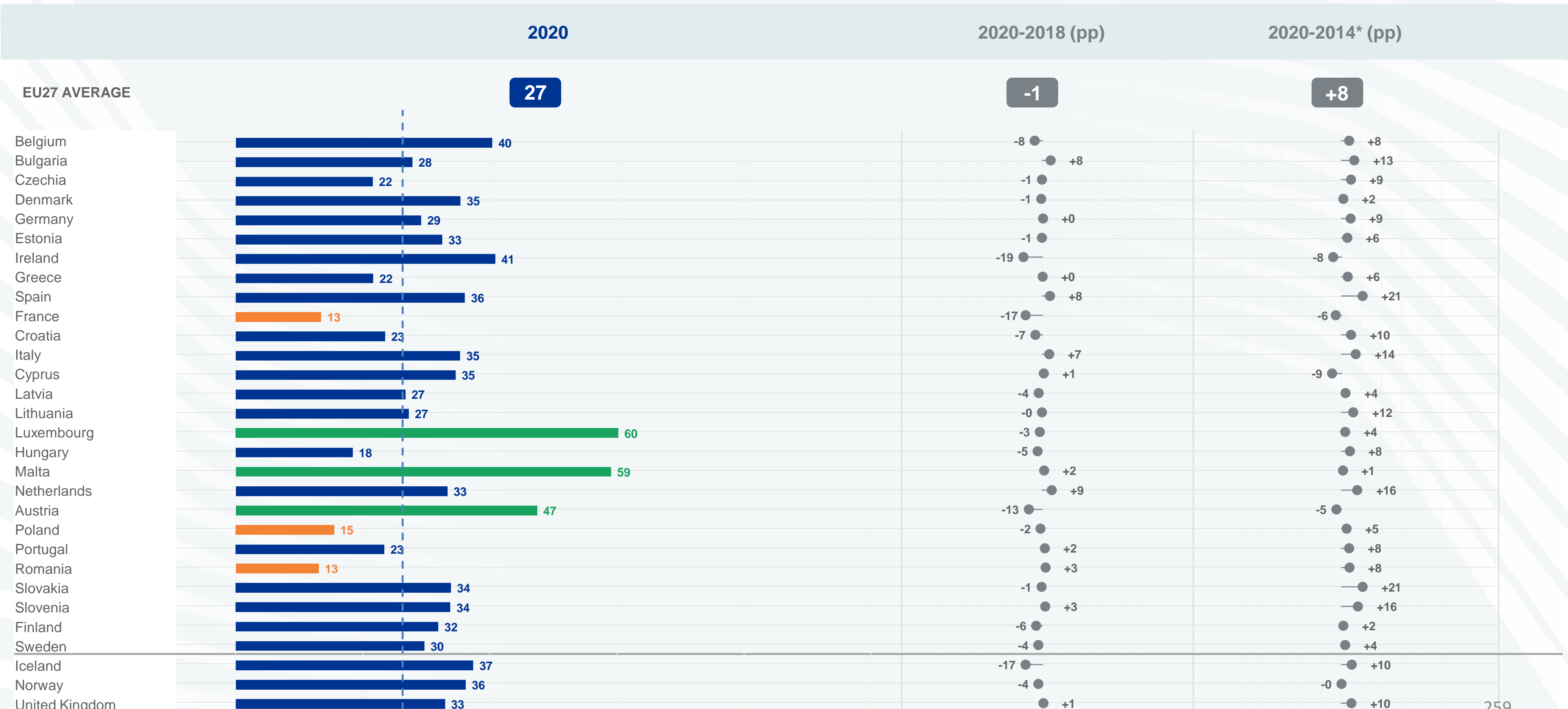
25

See technical note for calculation of indicator



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

(%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



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

21

GENDER



Female



19

Male



23

EDUCATION



12

Low

19

Medium

25

High

AGE



18-34



30

35-54



24

55-64



17

65+



8

EASE OF MANAGING FINANCIALLY



17

Very difficult

22

Fairly difficult

21

Fairly easy

23

Very easy

HOUSEHOLD COMPOSITION



17

Single-person household



19

Married or cohabiting couple, no children or no children living at home



19

Single parent, one or more children living at home



27

Married or cohabiting couple, with one or more children living at home



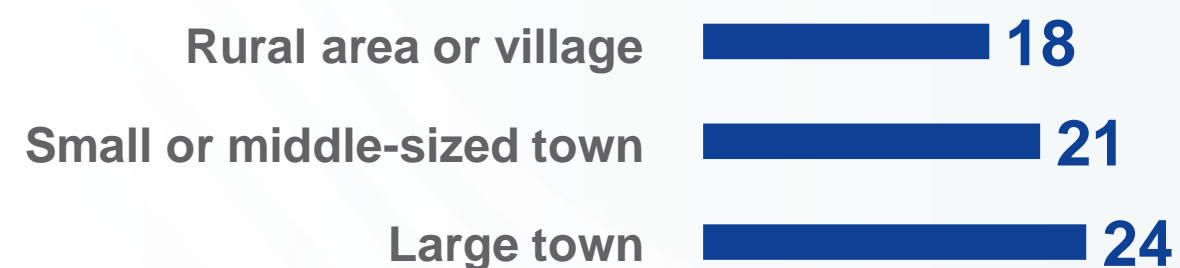
In the past 12 months, have you purchased any goods or services via the Internet? - Yes, from a retailer or service provider located outside the EU

(%)

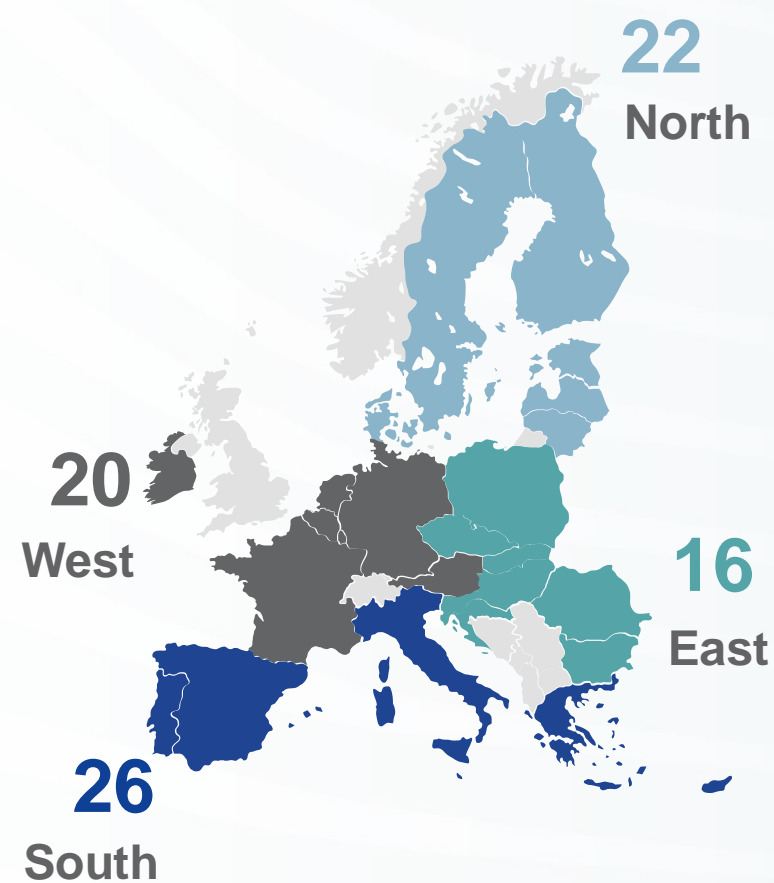
EU27 AVERAGE

21

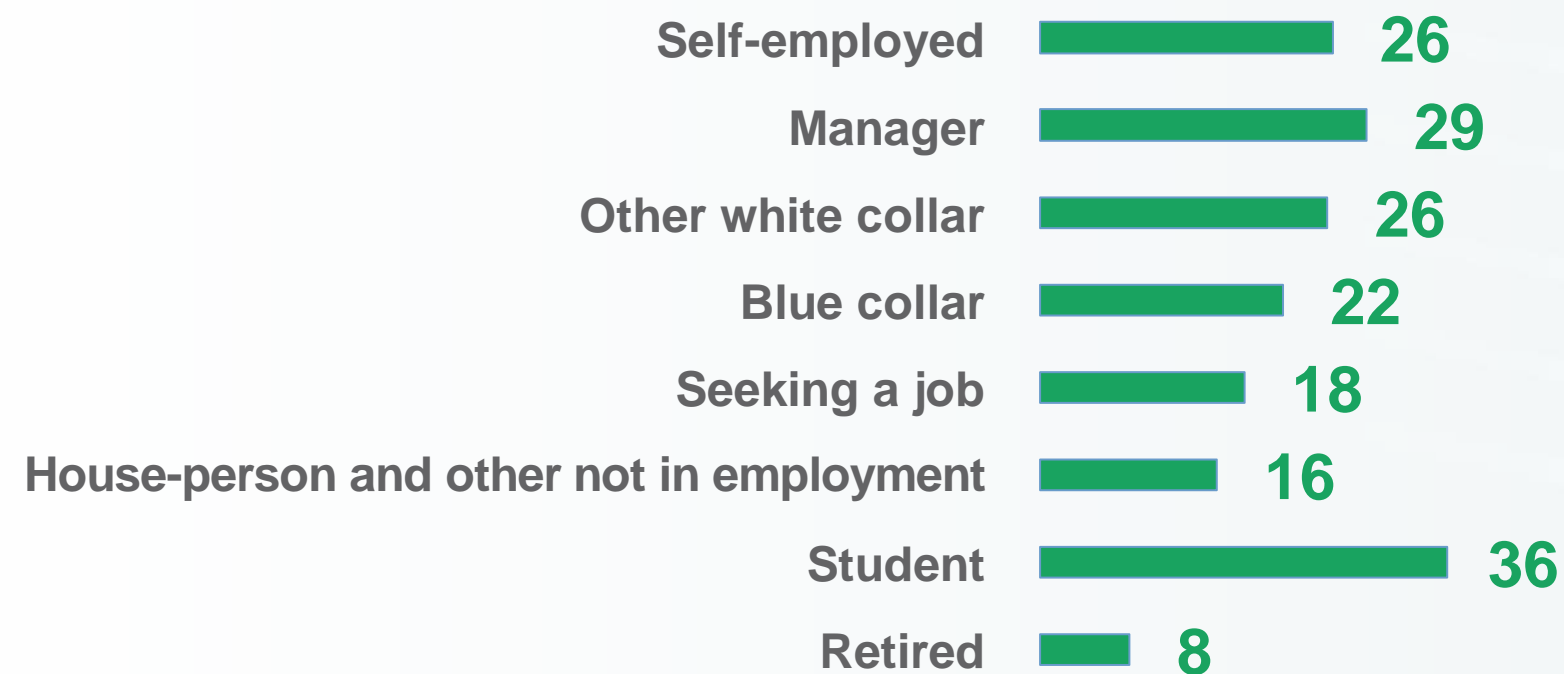
GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
24

Medium
21

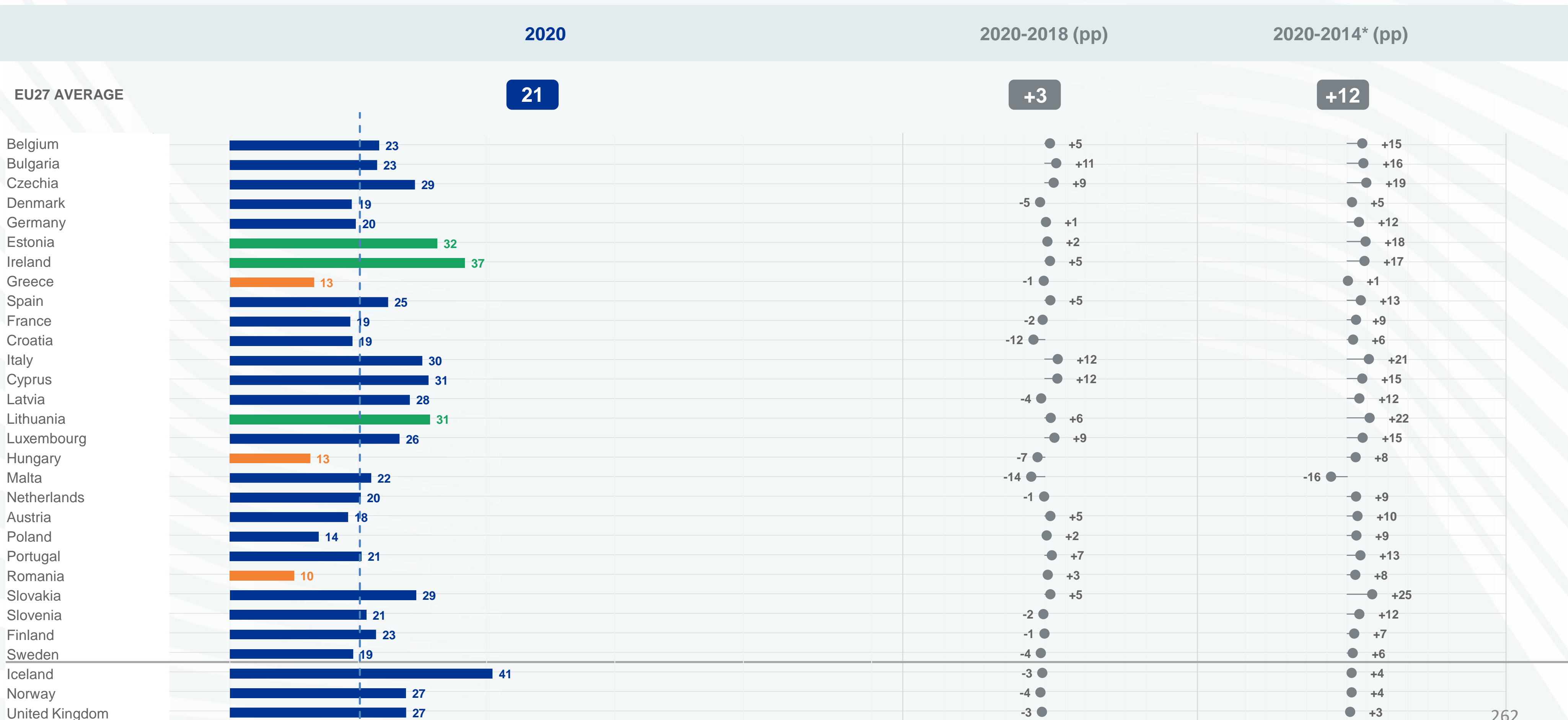
Low
19

See technical note for calculation of indicator



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

(%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)



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

3

GENDER



Female



3

Male



3

EDUCATION



3
Low

3
Medium

4
High

HOUSEHOLD COMPOSITION



2

Single-person household



3

Married or cohabiting couple, no children or no children living at home



4

Single parent, one or more children living at home



4

Married or cohabiting couple, with one or more children living at home

AGE



18-34



4

35-54



4

55-64



3

65+



2

EASE OF MANAGING FINANCIALLY



3

Very difficult

4

Fairly difficult

3

Fairly easy

2

Very easy



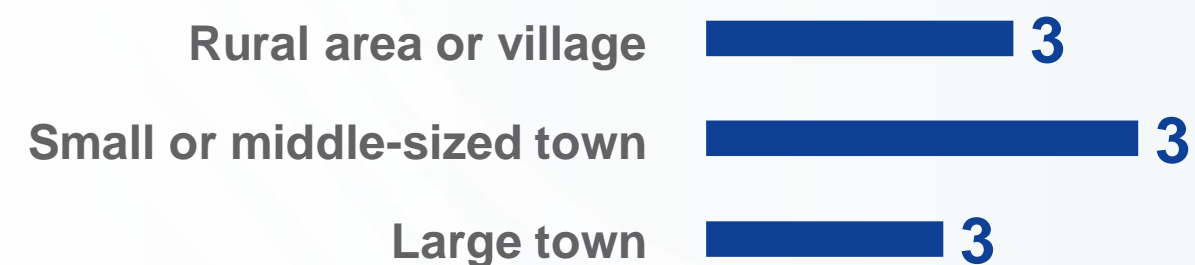
In the past 12 months, have you purchased any goods or services via the Internet? - Yes, but you do not know where the retailer or service provider is located

(%)

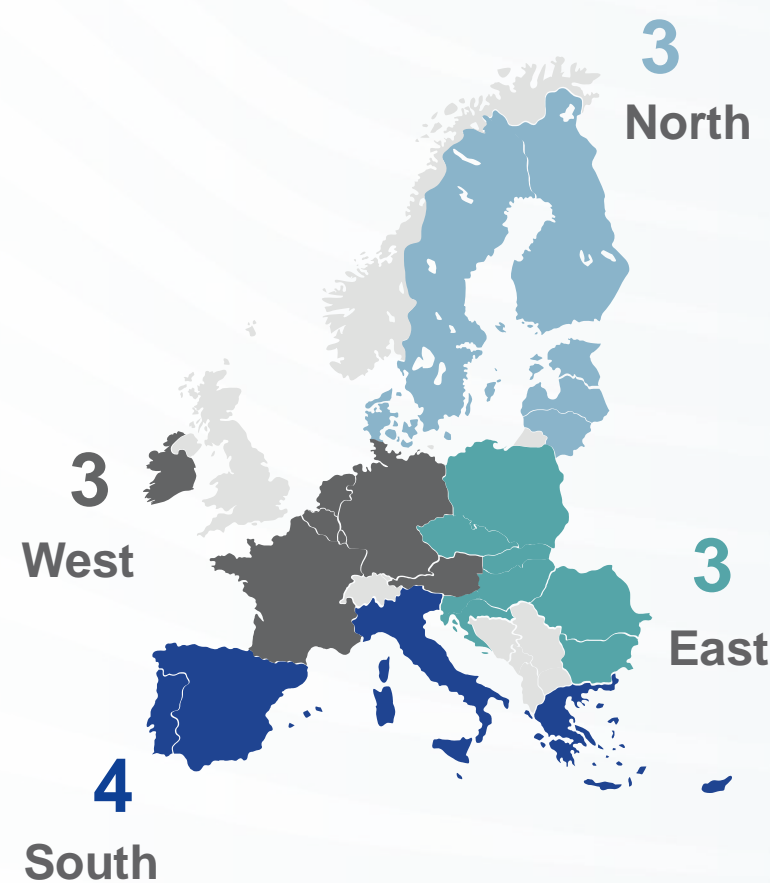
EU27 AVERAGE

3

GEOGRAPHIC AREA



EU REGION



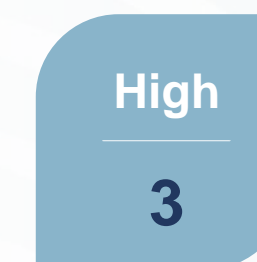
OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS

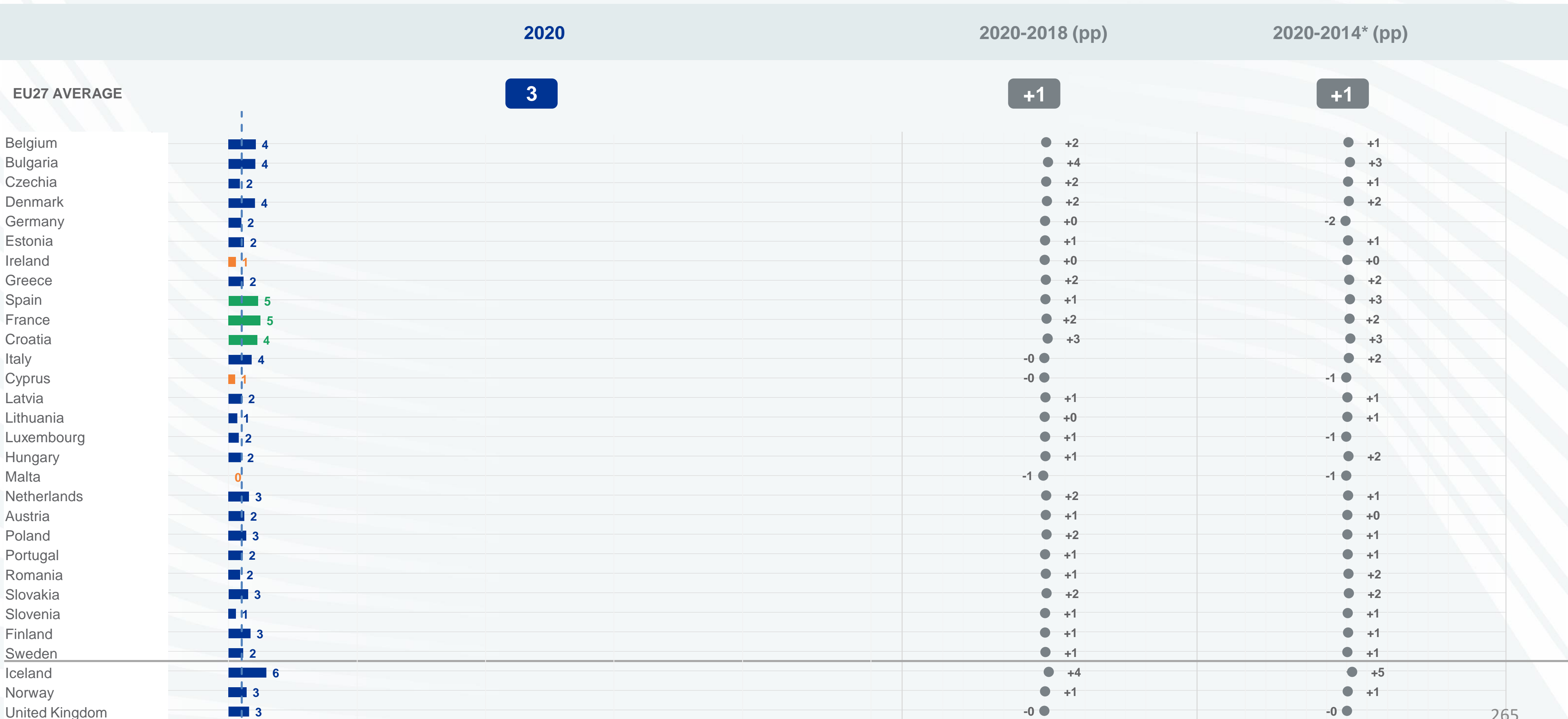


See technical note for calculation of indicator



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

(%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014
Adults (aged 18+)



To what extent do you pay attention to a company's returns policy when you buy products online?

(%)

Always, for all companies you buy from even if you have bought from them before

Sometimes - for companies you have not bought from before

Sometimes – for companies that are located outside of the EU

Never

EU27 AVERAGE

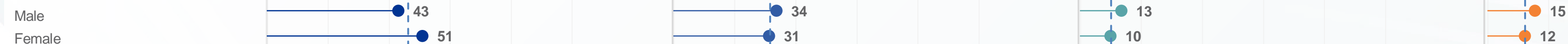
47

32

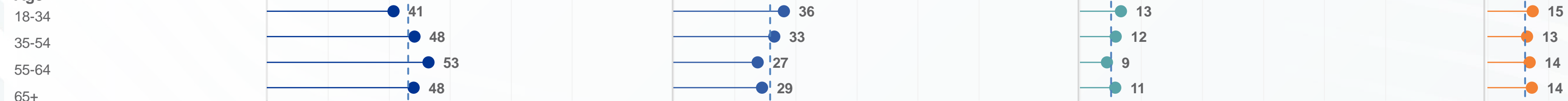
12

14

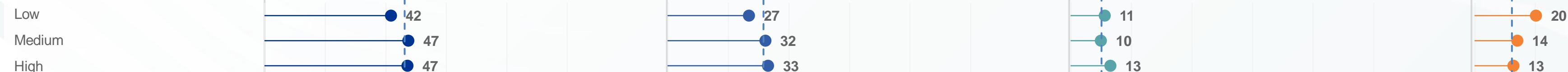
Gender



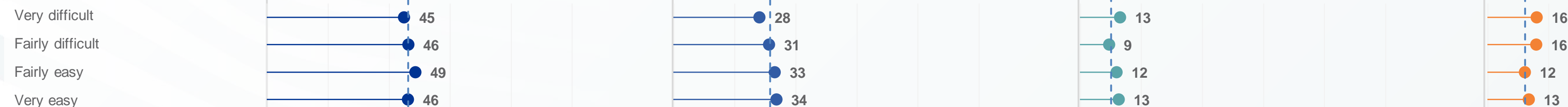
Age



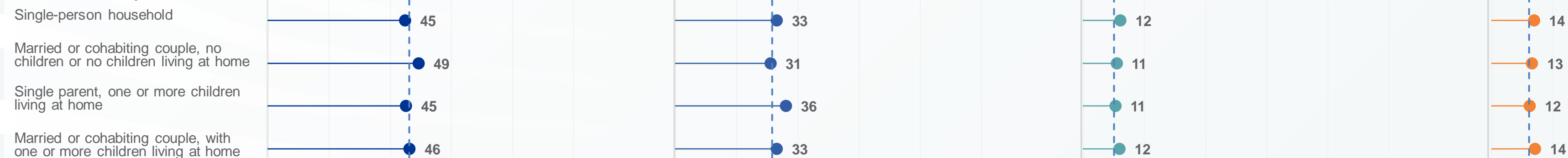
Education



Ease of managing financially



Household composition





To what extent do you pay attention to a company's returns policy when you buy products online?

(%)

Always, for all companies you buy from even if you have bought from them before

Sometimes - for companies you have not bought from before

Sometimes – for companies that are located outside of the EU

Never

EU27 AVERAGE

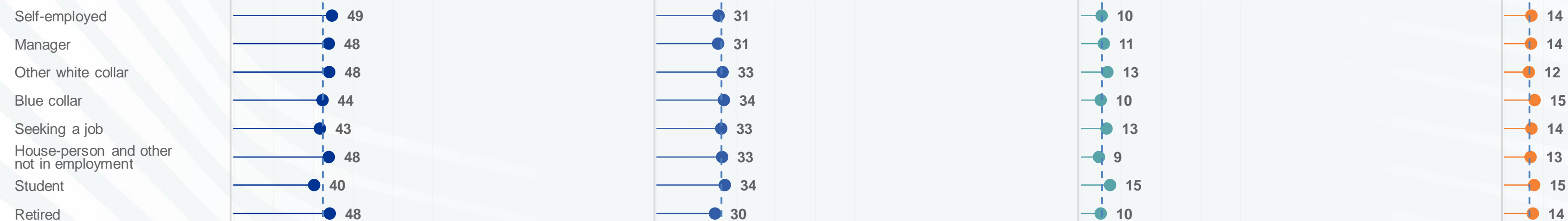
47

32

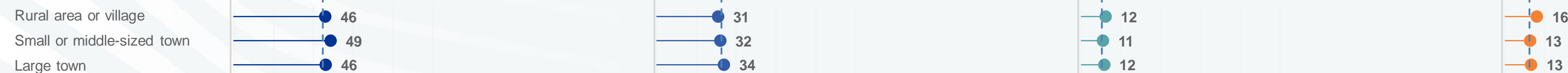
12

14

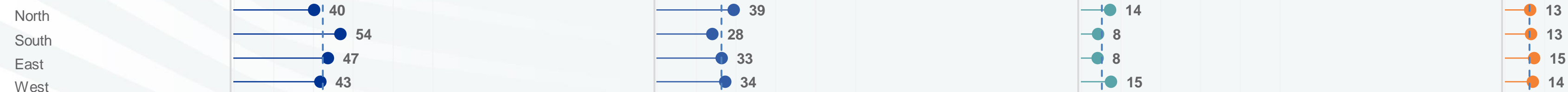
Occupation



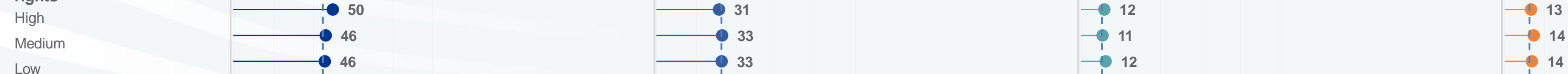
Geographic area



EU Region



Knowledge of consumer rights*



Purchased online in past 12 months



Adults (aged 18+) who have purchased any goods or services via the Internet in the past 12 months

* See technical note for calculation of indicator



To what extent do you pay attention to a company's returns policy when you buy products online?

(%)

Always, for all companies you buy from even if you have bought from them before

Sometimes - for companies you have not bought from before

Sometimes – for companies that are located outside of the EU

Never

EU27 AVERAGE

47

32

12

14





How strongly do you agree or disagree... You tend to feel more confident purchasing goods or services via the Internet from retailers or service providers that clearly display contact details such as an address and phone number

Agree (strongly agree + agree) (%)

EU27 AVERAGE

63

GENDER



Female



62

Male



64

EDUCATION



31

Low

62

Medium

71

High

HOUSEHOLD COMPOSITION



55

Single-person household



61

Married or cohabiting couple, no children or no children living at home



63

Single parent, one or more children living at home



73

Married or cohabiting couple, with one or more children living at home

AGE



18-34



75

35-54



74

55-64



59

65+



36

EASE OF MANAGING FINANCIALLY



48

Very difficult

62

Fairly difficult

65

Fairly easy

67

Very easy

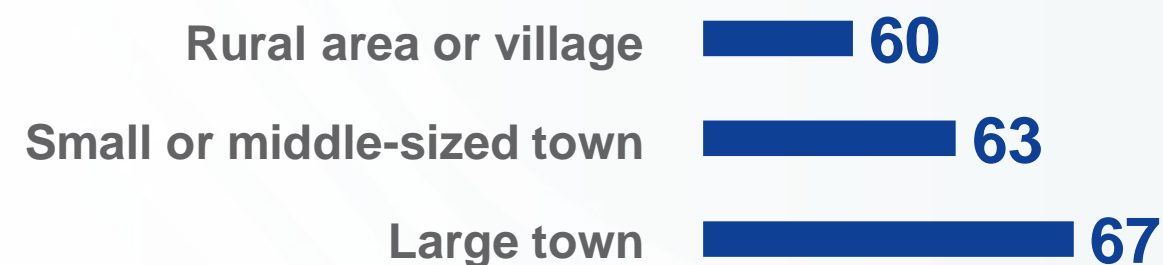


How strongly do you agree or disagree... You tend to feel more confident purchasing goods or services via the Internet from retailers or service providers that clearly display contact details such as an address and phone number

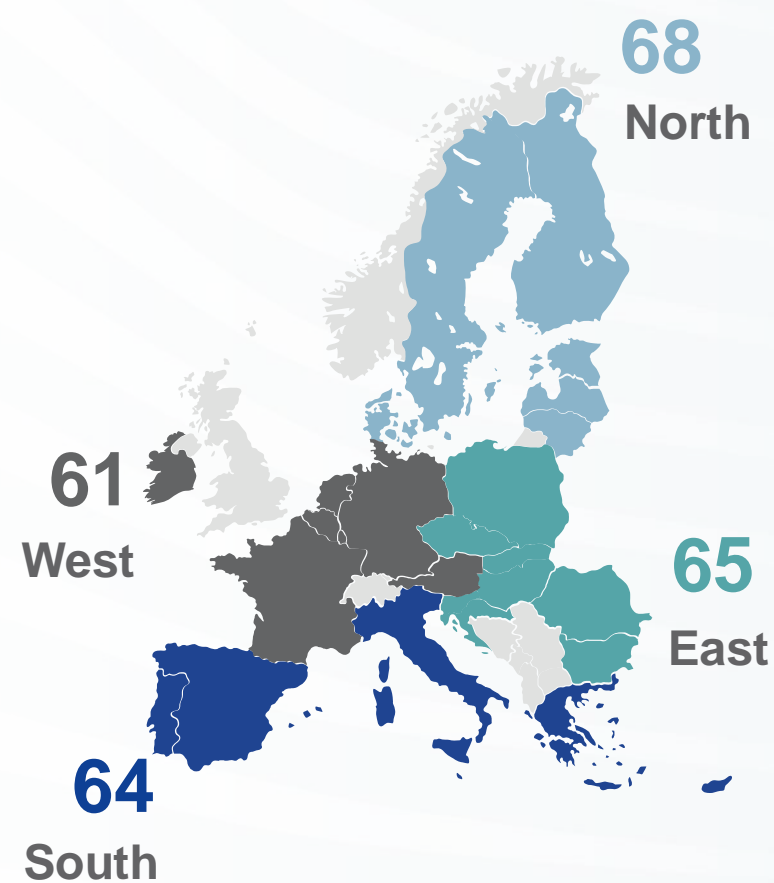
Agree (strongly agree + agree) (%)

EU27 AVERAGE **63**

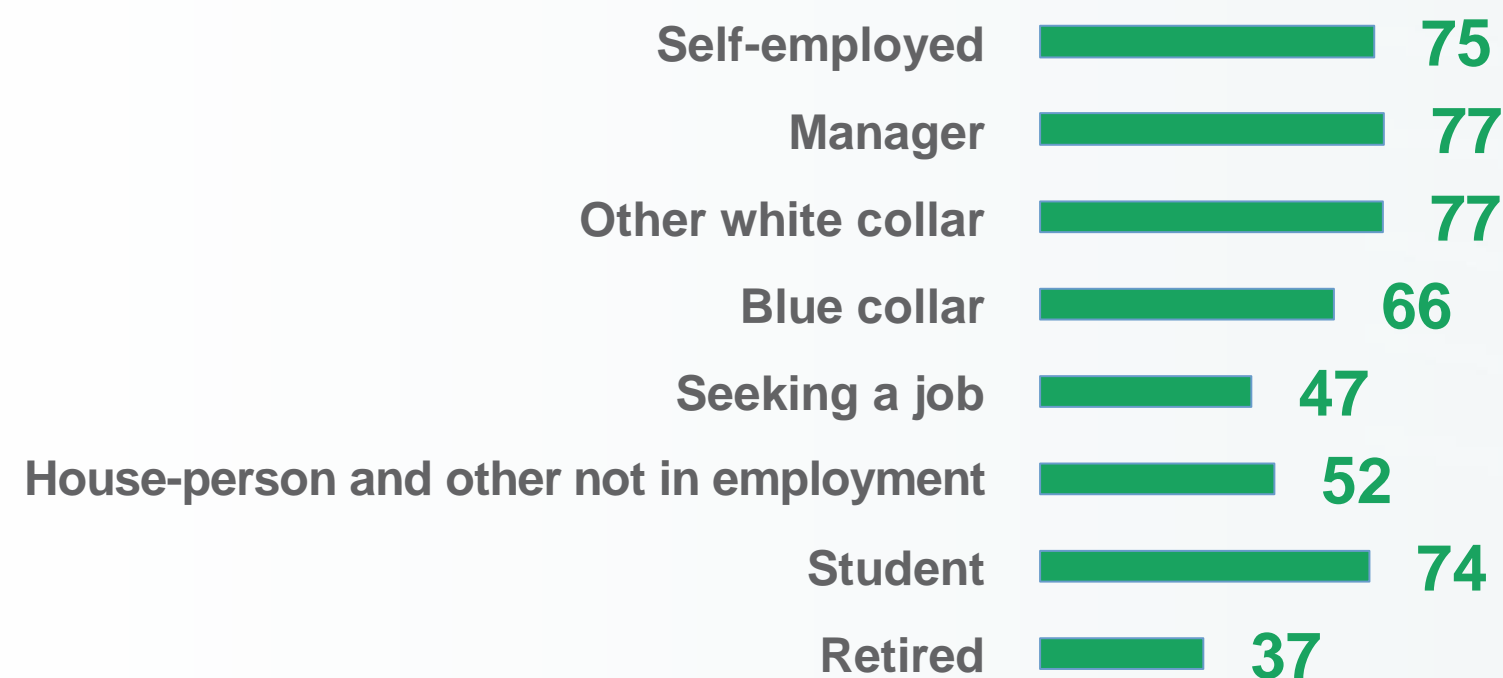
GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
66

Medium
65

Low
59

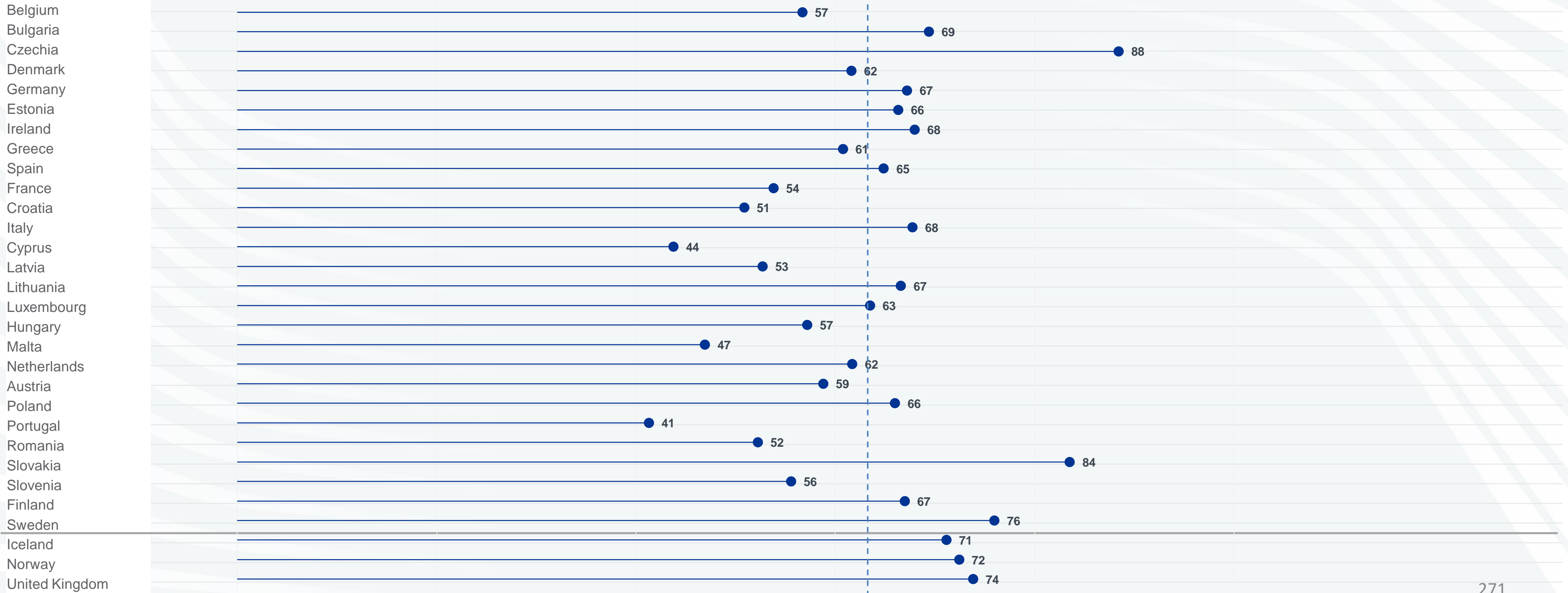
See technical note for calculation of indicator



How strongly do you agree or disagree... You tend to feel more confident purchasing goods or services via the Internet from retailers or service providers that clearly display contact details such as an address and phone number

Agree (strongly agree + agree) (%)

EU27 AVERAGE





How strongly do you agree or disagree...When purchasing goods or services via the internet you rarely check where retailers or service providers are located

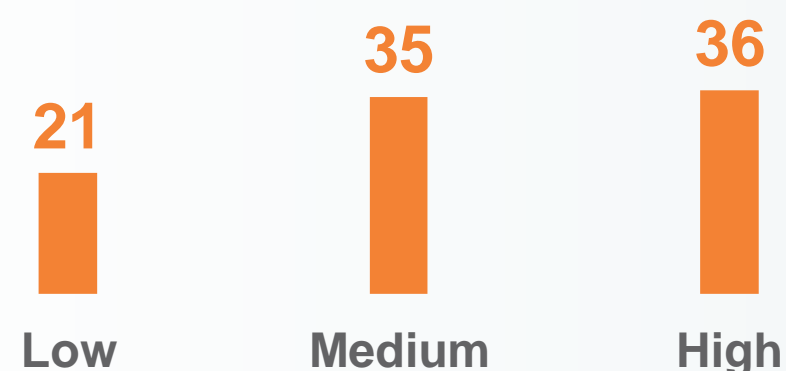
Agree (strongly agree + agree) (%)

EU27 AVERAGE **34**

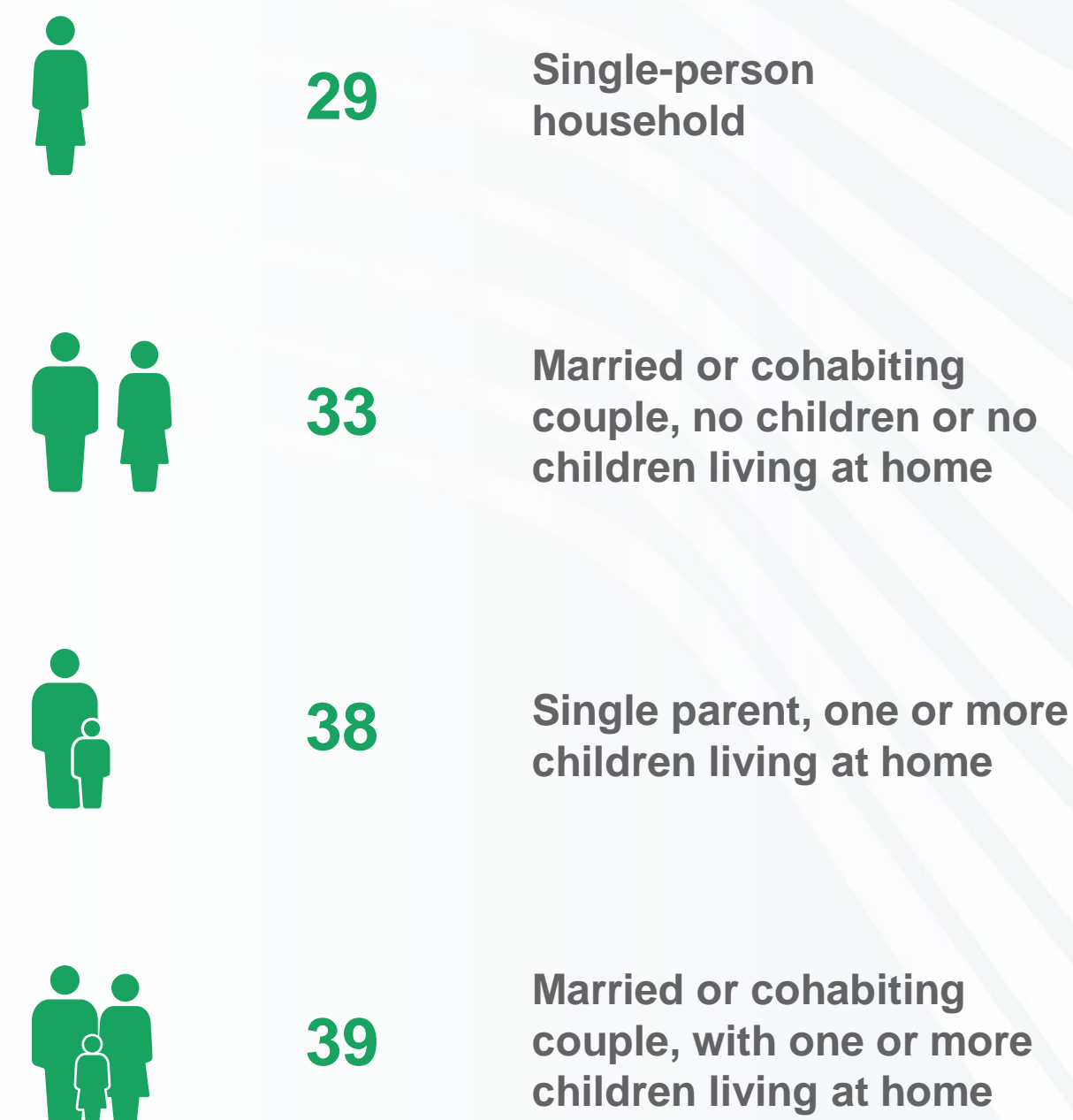
GENDER



EDUCATION



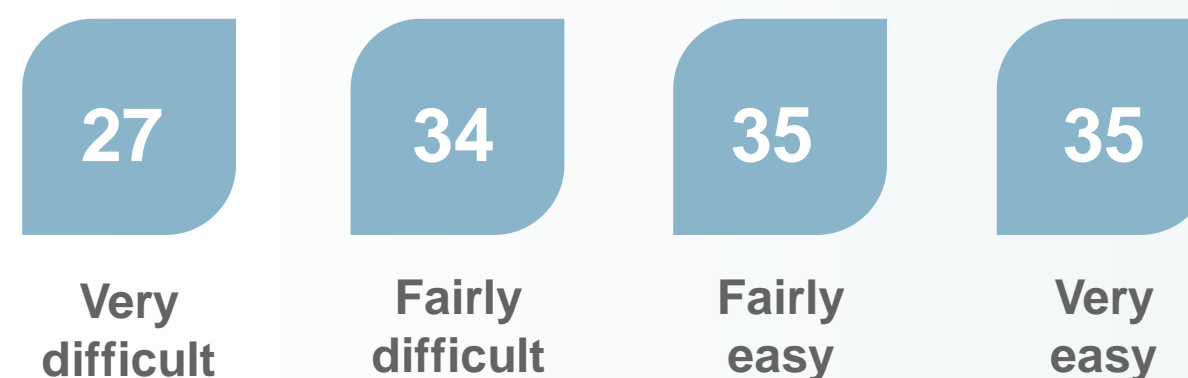
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY



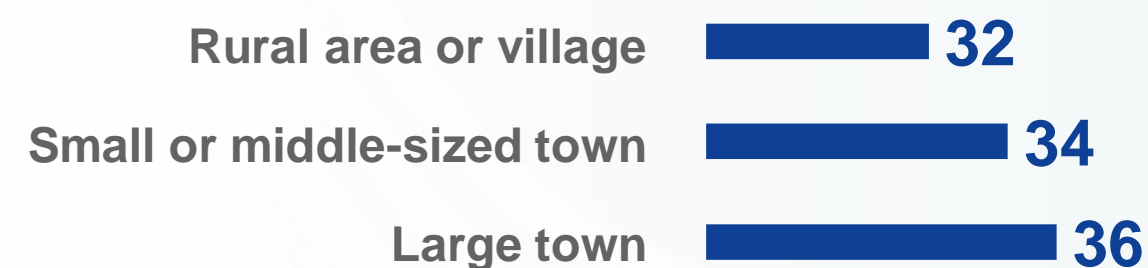


How strongly do you agree or disagree...When purchasing goods or services via the internet you rarely check where retailers or service providers are located

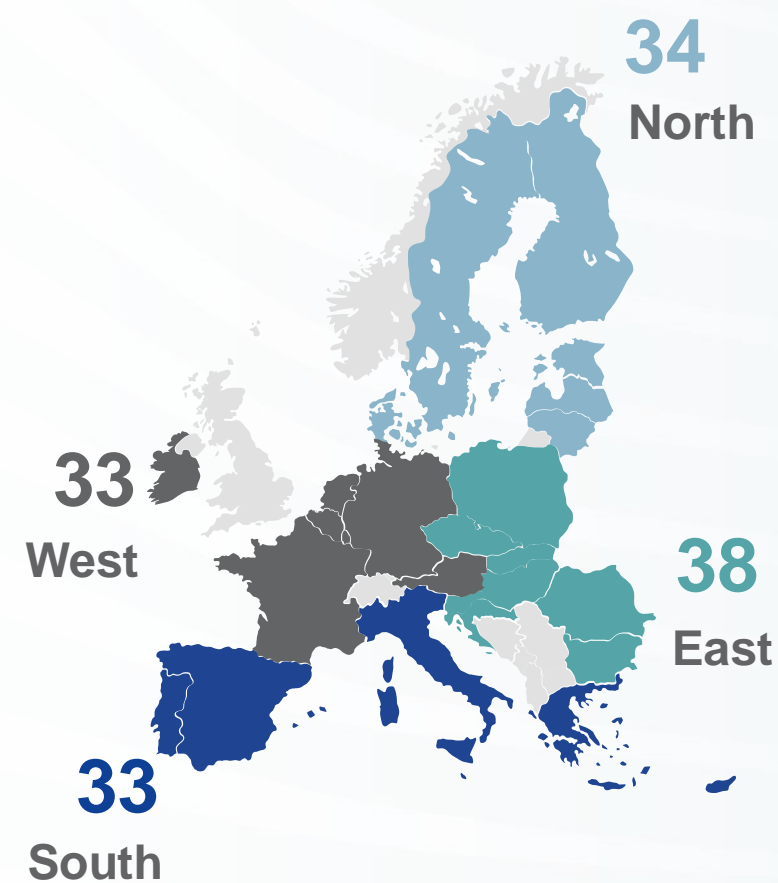
Agree (strongly agree + agree) (%)

EU27 AVERAGE 34

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
35

Medium
34

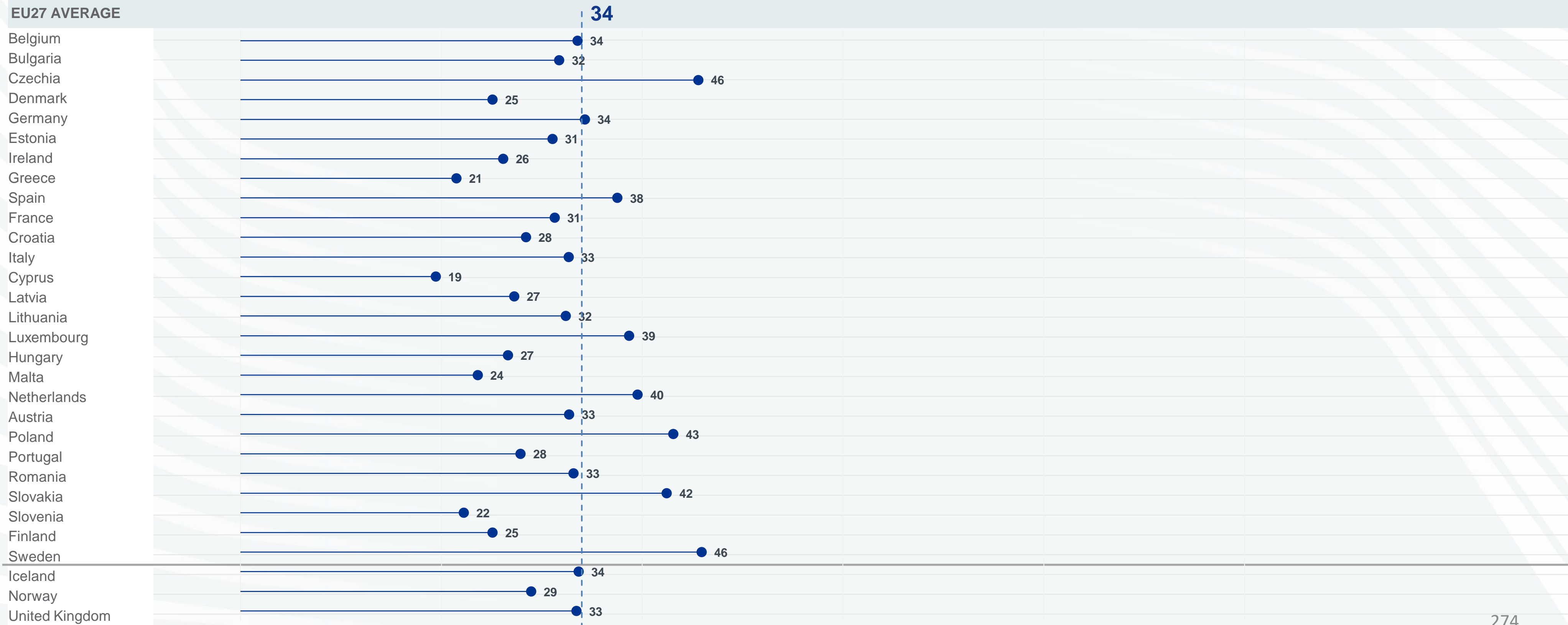
Low
34

See technical note for calculation of indicator



How strongly do you agree or disagree...When purchasing goods or services via the internet you rarely check where retailers or service providers are located

Agree (strongly agree + agree) (%)





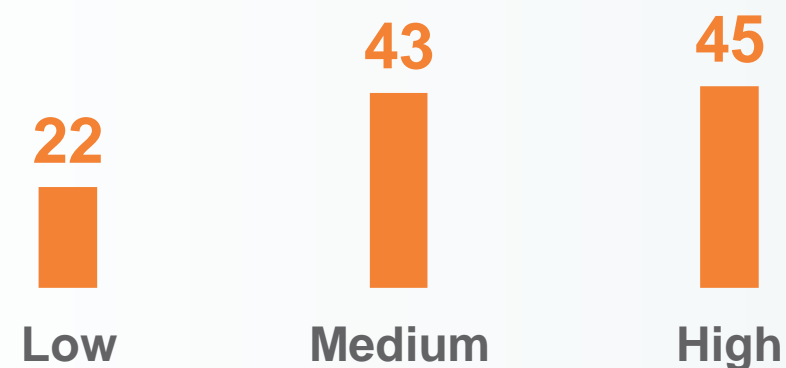
How strongly do you agree or disagree...If a retailer's or services provider's website is written in your language, you tend to assume the trader is located in your country or that there will be a contact person in your country
Agree (strongly agree + agree) (%)

EU27 AVERAGE **42**

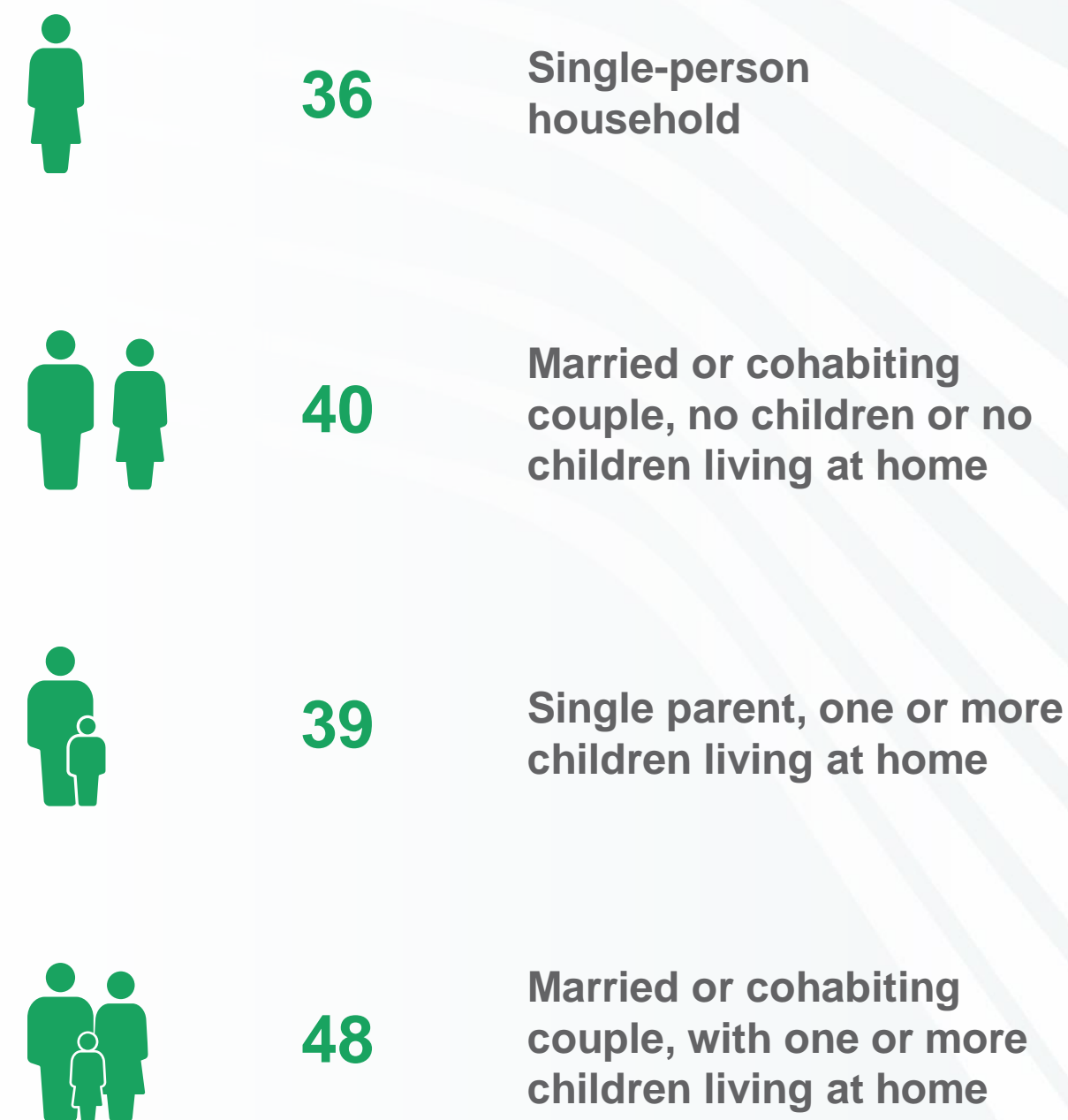
GENDER



EDUCATION



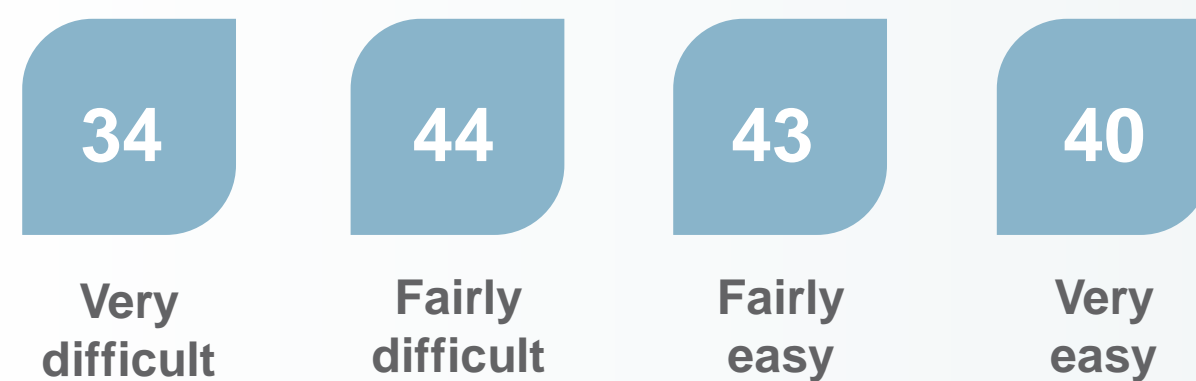
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





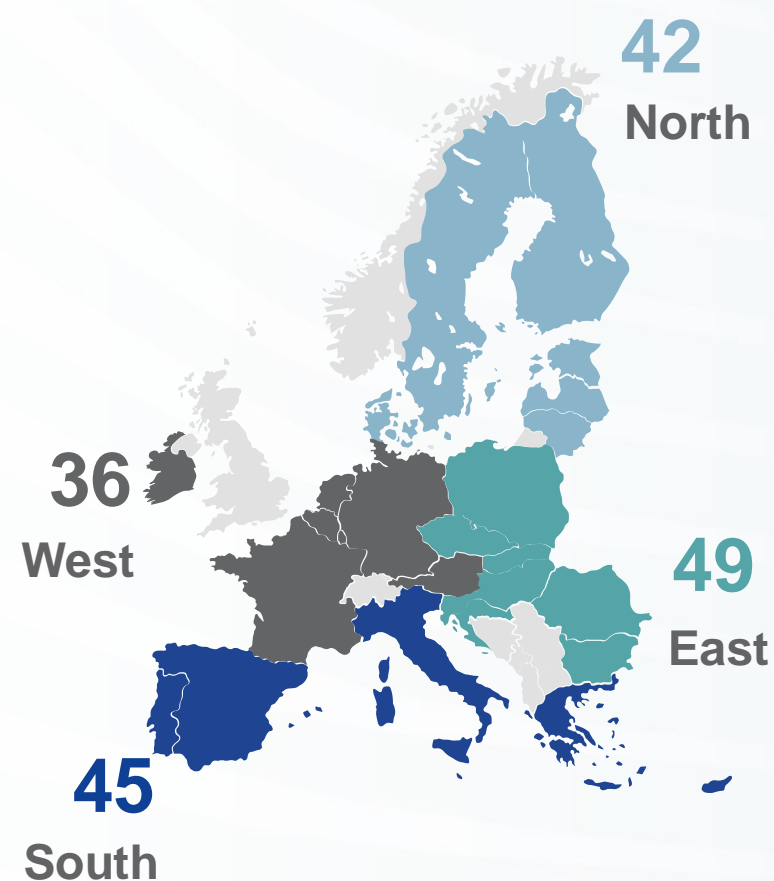
How strongly do you agree or disagree...If a retailer's or services provider's website is written in your language, you tend to assume the trader is located in your country or that there will be a contact person in your country
Agree (strongly agree + agree) (%)

EU27 AVERAGE **42**

GEOGRAPHIC AREA



EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
41

Medium
44

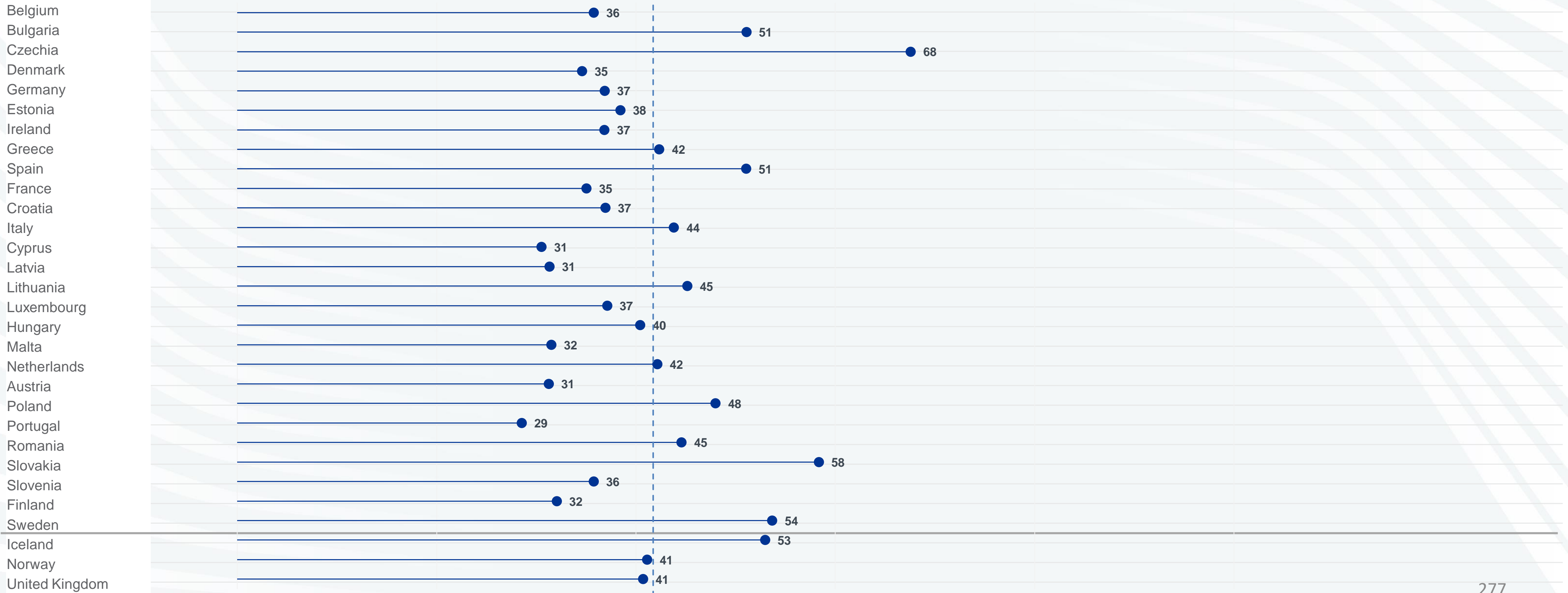
Low
41

See technical note for calculation of indicator



How strongly do you agree or disagree...If a retailer's or services provider's website is written in your language, you tend to assume the trader is located in your country or that there will be a contact person in your country Agree (strongly agree + agree) (%)

EU27 AVERAGE





In the past 12 months, have you purchased any goods or services through channels other than the internet from a retailer or service provider located in an/other EU

country?
Yes (%)

EU27 AVERAGE

15

GENDER



Female



13

Male



16

EDUCATION



8

Low

13

Medium

18

High

HOUSEHOLD COMPOSITION



14

Single-person household



14

Married or cohabiting couple, no children or no children living at home



14

Single parent, one or more children living at home



17

Married or cohabiting couple, with one or more children living at home

AGE



18-34



17

35-54



18

55-64



12

65+



9

EASE OF MANAGING FINANCIALLY



10

Very difficult

14

Fairly difficult

14

Fairly easy

17

Very easy



In the past 12 months, have you purchased any goods or services through channels other than the internet from a retailer or service provider located in an/other EU

country?
Yes (%)

EU27 AVERAGE

15

GEOGRAPHIC AREA

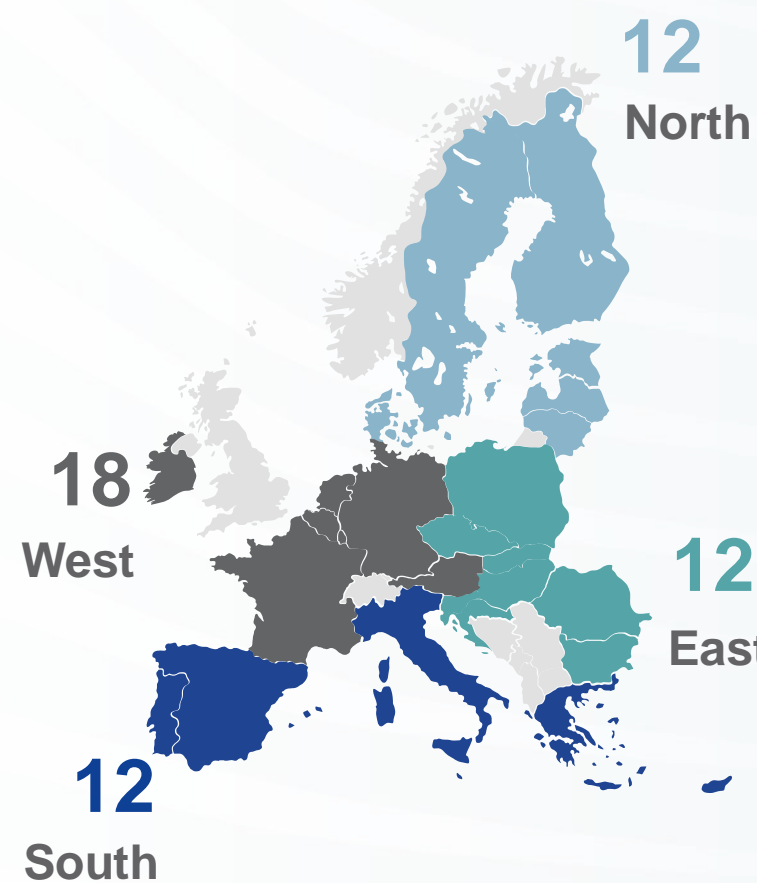


Rural area or village 14

Small or middle-sized town 13

Large town 17

EU REGION



OCCUPATION



Self-employed 21

Manager 23

Other white collar 16

Blue collar 13

Seeking a job 11

House-person and other not in employment 11

Student 19

Retired 8

PURCHASED ONLINE IN PAST 12 MONTHS



Yes
18



No
7



KNOWLEDGE OF CONSUMER RIGHTS



High

15

Medium

14

Low

15

See technical note for calculation of indicator



In the past 12 months, have you purchased any goods or services through channels other than the internet from a retailer or service provider located in an/other EU country?
Yes (%)



*Note that a different weighting approach was used in 2020 versus 2014, hence the 2020-2014 change may deviate from the sum of 2020-2018 and 2018-2014 Adults (aged 18+)

United Kingdom, Iceland and Norway excluded from top/bottom 3 shading 280



What would you do if you needed information about your consumer rights or assistance in a dispute with a service provider or retailer?

(%)



Adults (aged 18+)



What would you do if you needed information about your consumer rights or assistance in a dispute with a service provider or retailer?

(%)

Search the internet

Approach a consumer association or organization

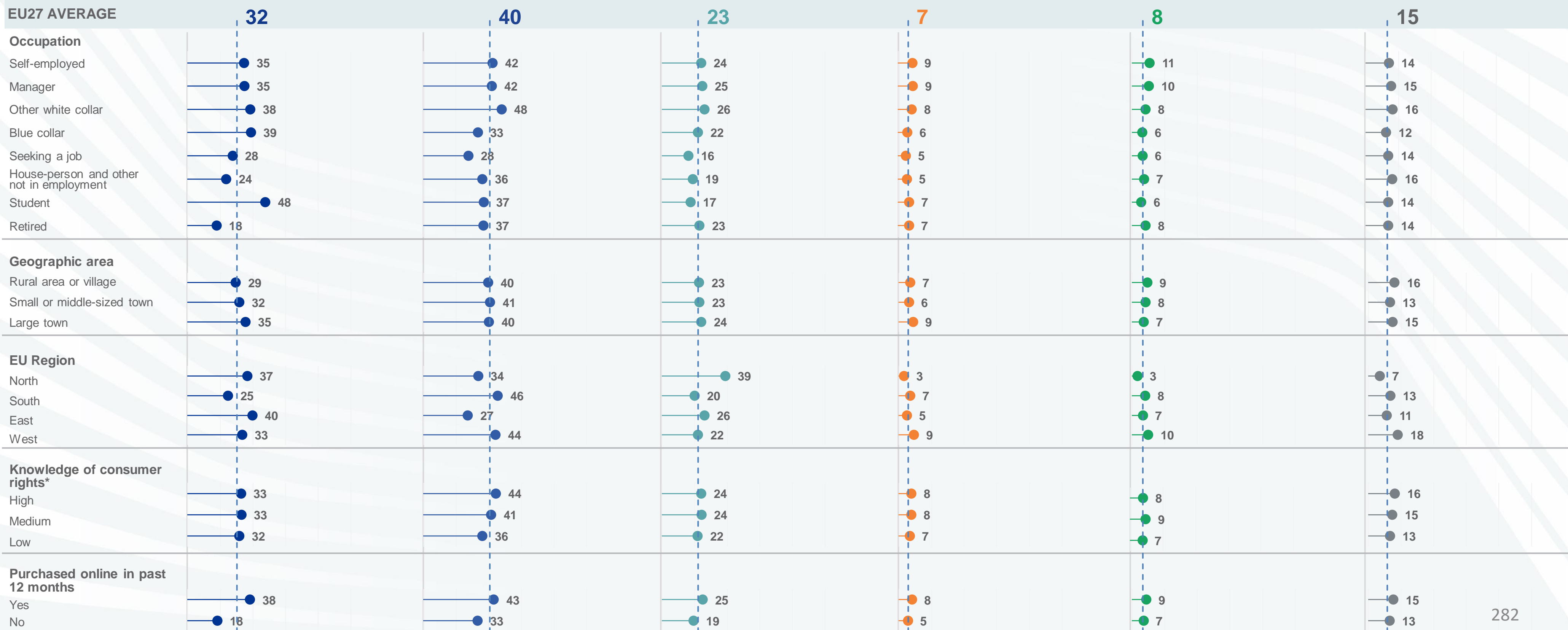
Approach a public authority such as consumer protection agency or ministry

Approach a European Consumer Centre (ECC)

Approach an alternative dispute resolution body (ADR)

Try to take the provider to court

EU27 AVERAGE



* See technical note for calculation of indicator



What would you do if you needed information about your consumer rights or assistance in a dispute with a service provider or retailer?

(%)

Nothing, as it wouldn't make any difference

Nothing, as you wouldn't know what to do



Adults (aged 18+)

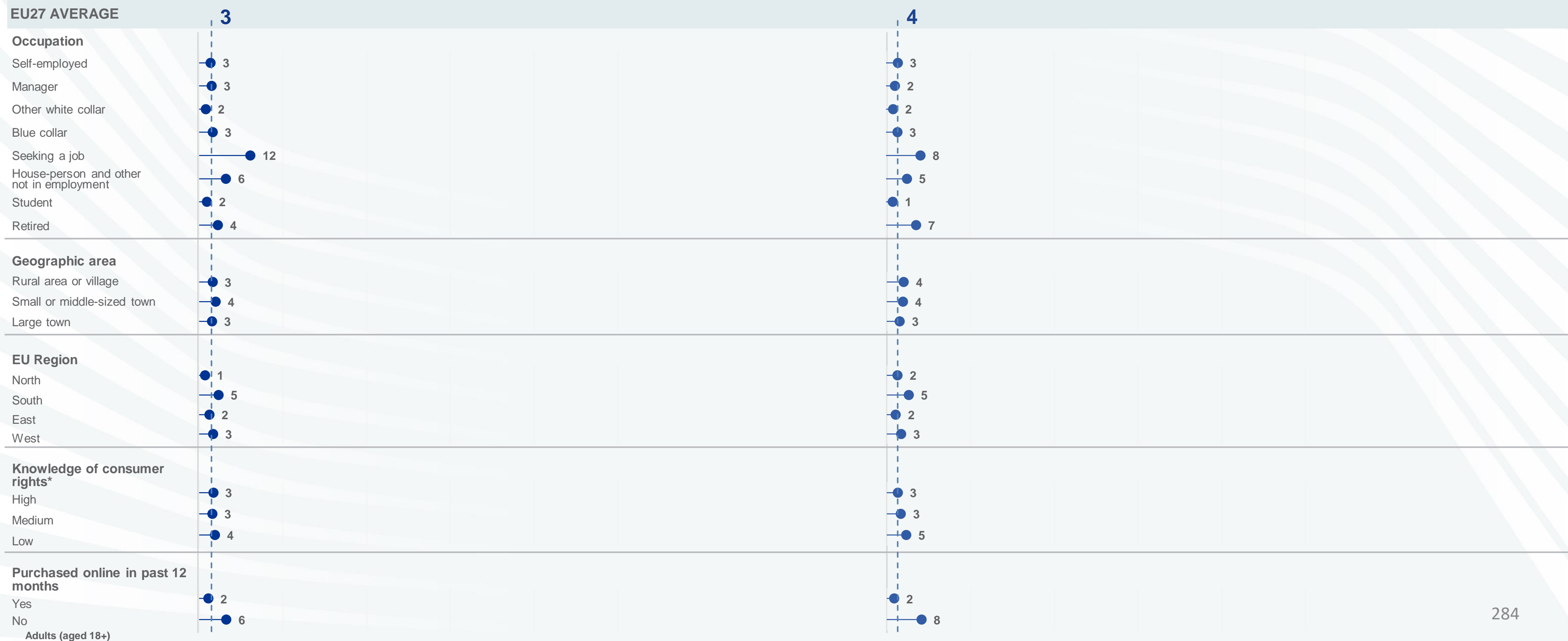


What would you do if you needed information about your consumer rights or assistance in a dispute with a service provider or retailer?

(%)

Nothing, as it wouldn't make any difference

Nothing, as you wouldn't know what to do

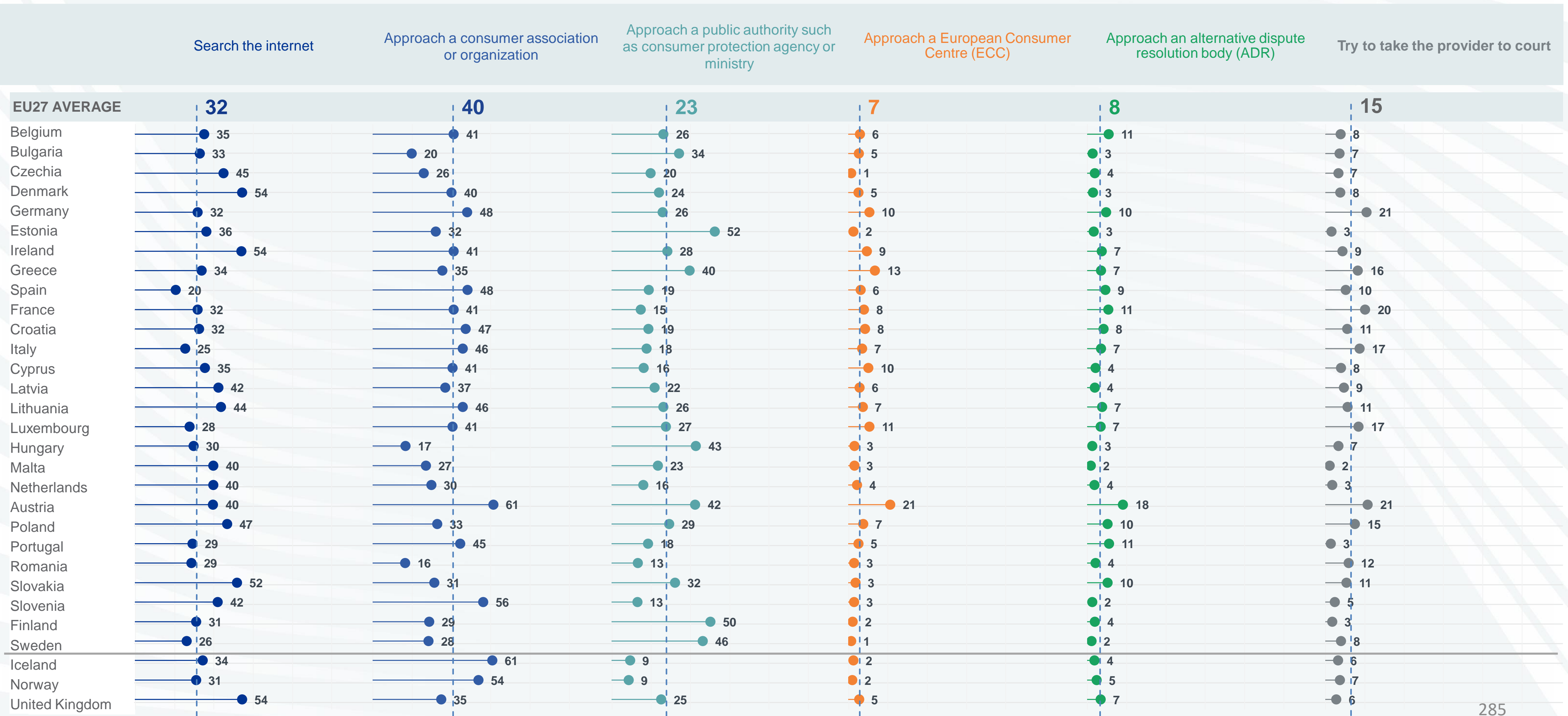


* See technical note for calculation of indicator



What would you do if you needed information about your consumer rights or assistance in a dispute with a service provider or retailer?

(%)





What would you do if you needed information about your consumer rights or assistance in a dispute with a service provider or retailer?

(%)

Nothing, as it wouldn't make any difference

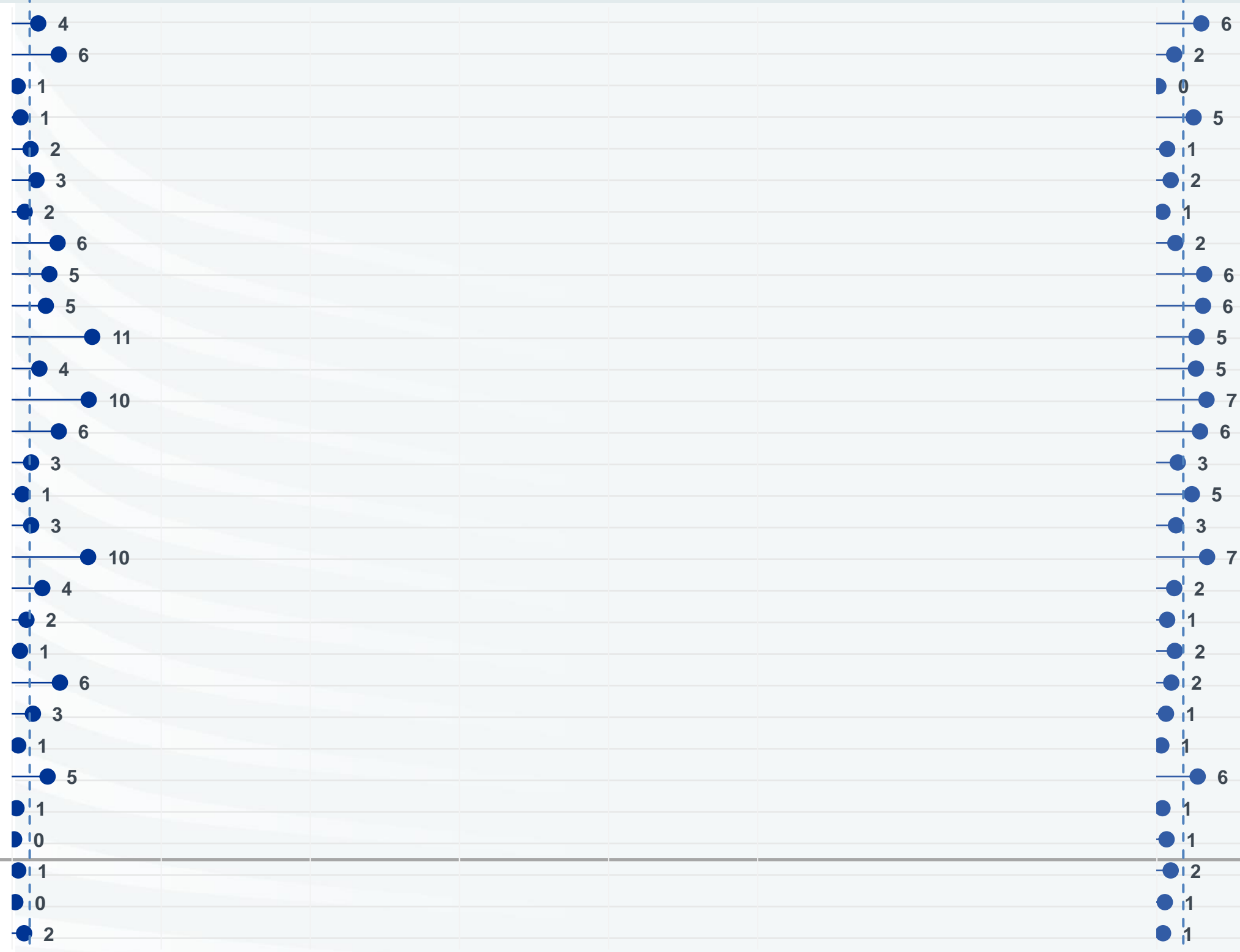
Nothing, as you wouldn't know what to do

EU27 AVERAGE

3

4

- Belgium
- Bulgaria
- Czechia
- Denmark
- Germany
- Estonia
- Ireland
- Greece
- Spain
- France
- Croatia
- Italy
- Cyprus
- Latvia
- Lithuania
- Luxembourg
- Hungary
- Malta
- Netherlands
- Austria
- Poland
- Portugal
- Romania
- Slovakia
- Slovenia
- Finland
- Sweden
- Iceland
- Norway
- United Kingdom





Are you a member of a consumer association or body?

Yes (%)

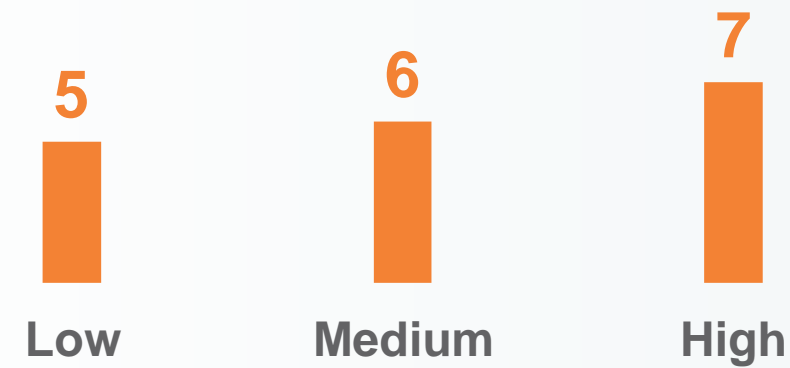
EU27 AVERAGE

6

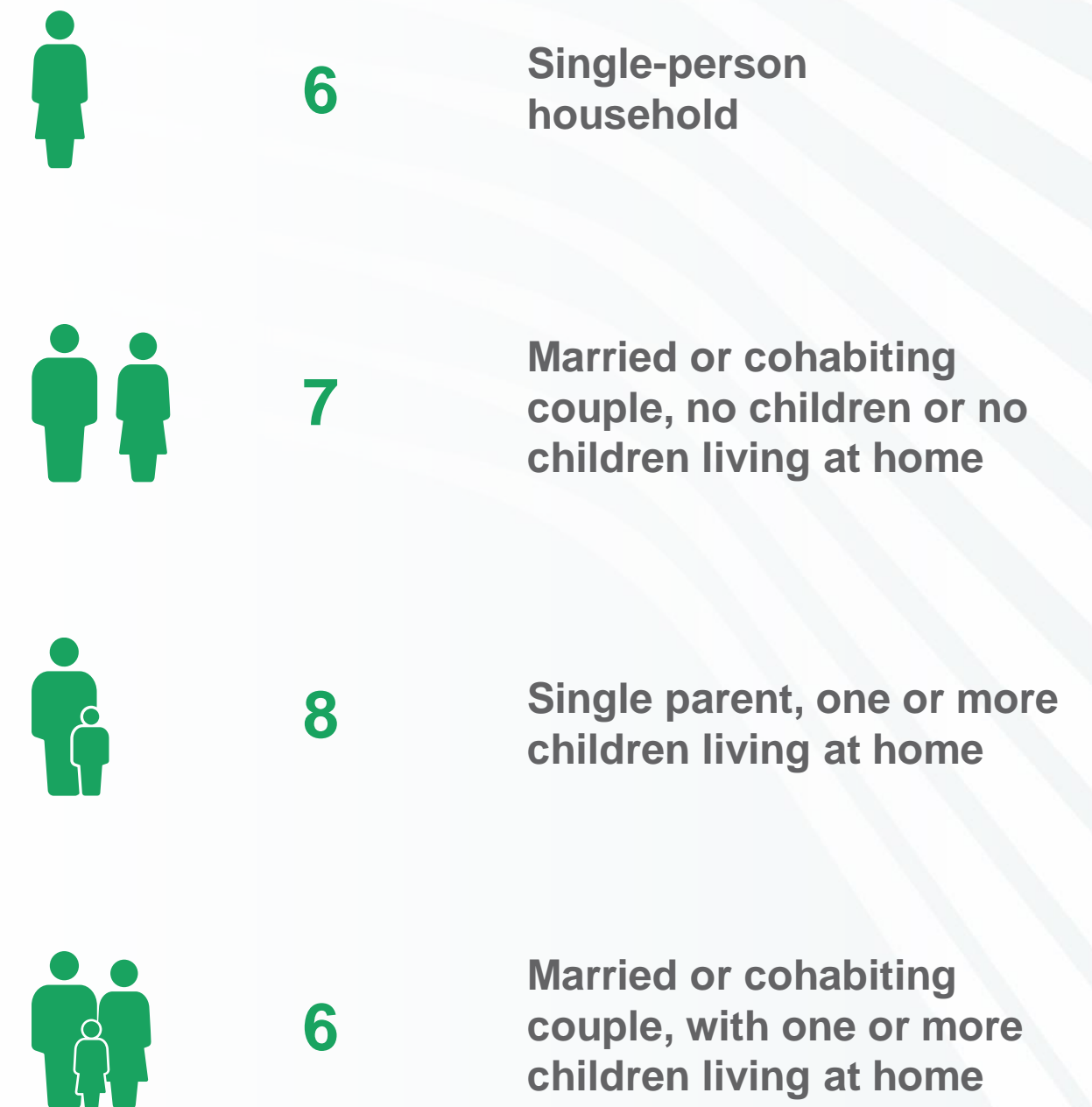
GENDER



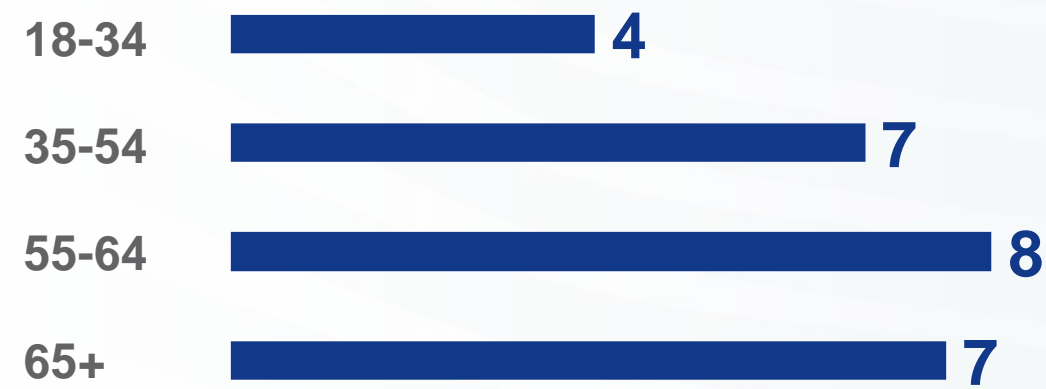
EDUCATION



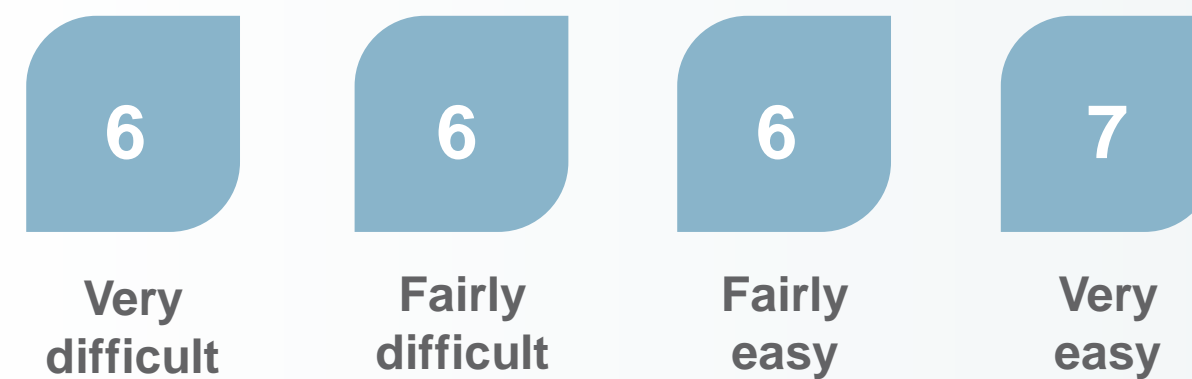
HOUSEHOLD COMPOSITION



AGE



EASE OF MANAGING FINANCIALLY





Are you a member of a consumer association or body?

Yes (%)

EU27 AVERAGE

6

GEOGRAPHIC AREA

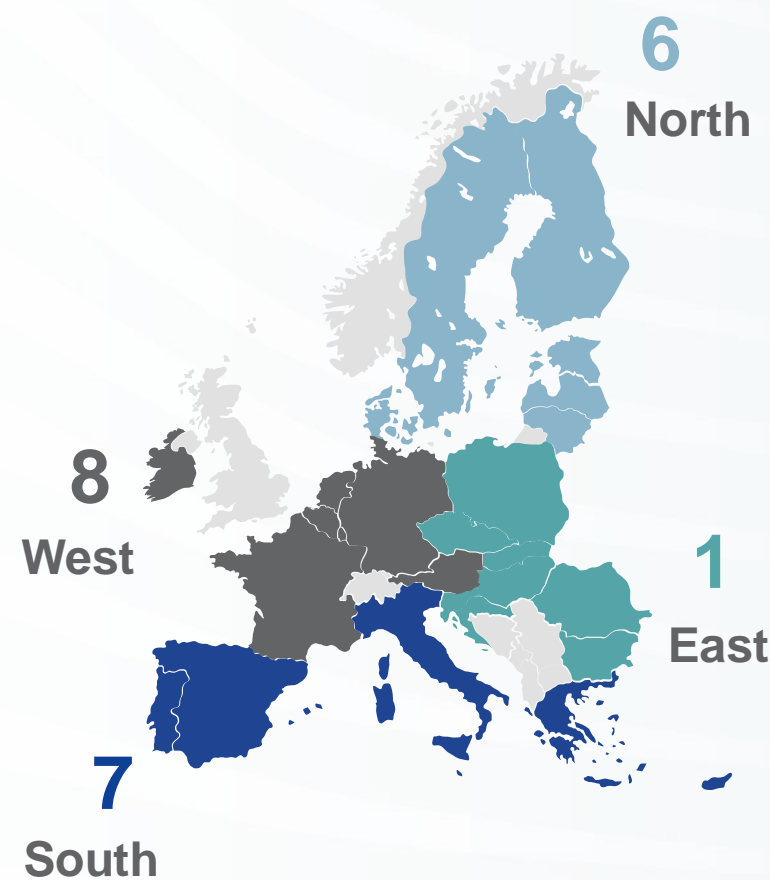


Rural area or village 6

Small or middle-sized town 7

Large town 6

EU REGION



OCCUPATION



Self-employed 8

Manager 8

Other white collar 6

Blue collar 5

Seeking a job 5

House-person and other not in employment 6

Student 3

Retired 7

PURCHASED ONLINE IN PAST 12 MONTHS



Yes

7



No

5



KNOWLEDGE OF CONSUMER RIGHTS



High

7

Medium

6

Low

6

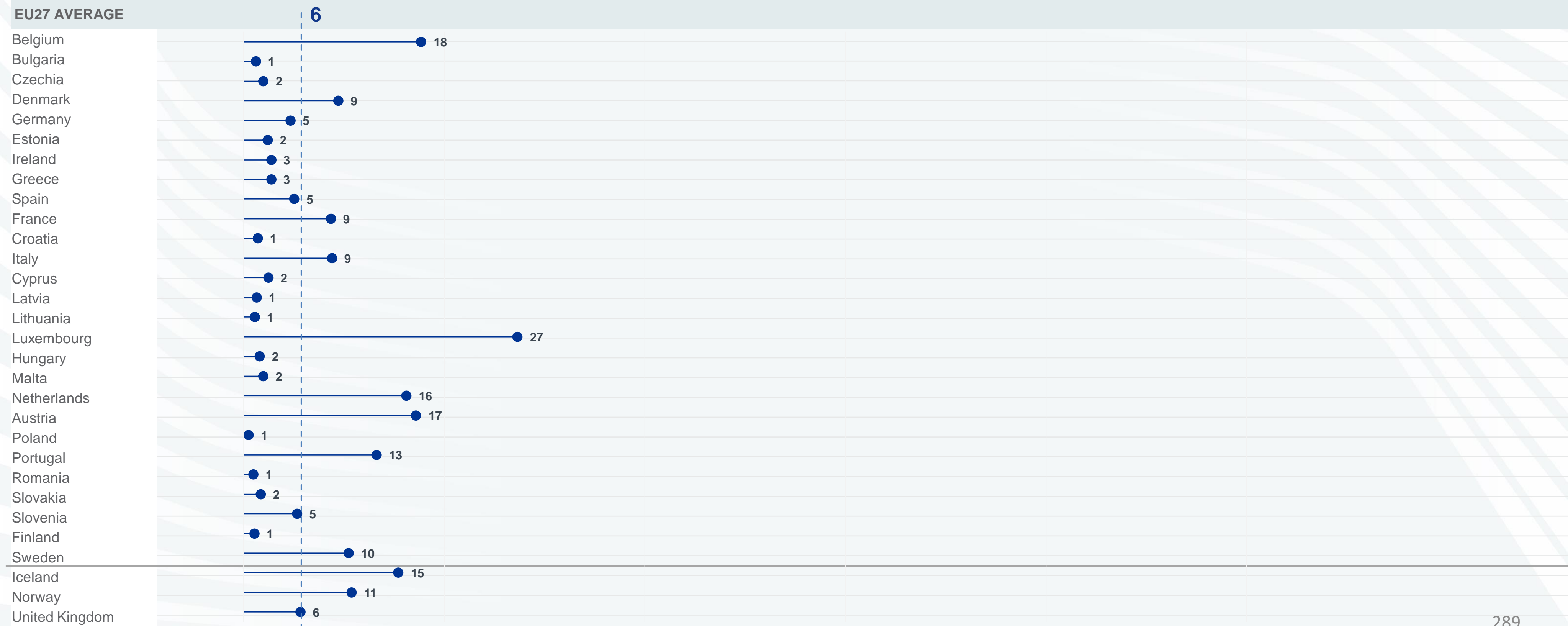
See technical note for calculation of indicator



Are you a member of a consumer association or body?

Yes (%)

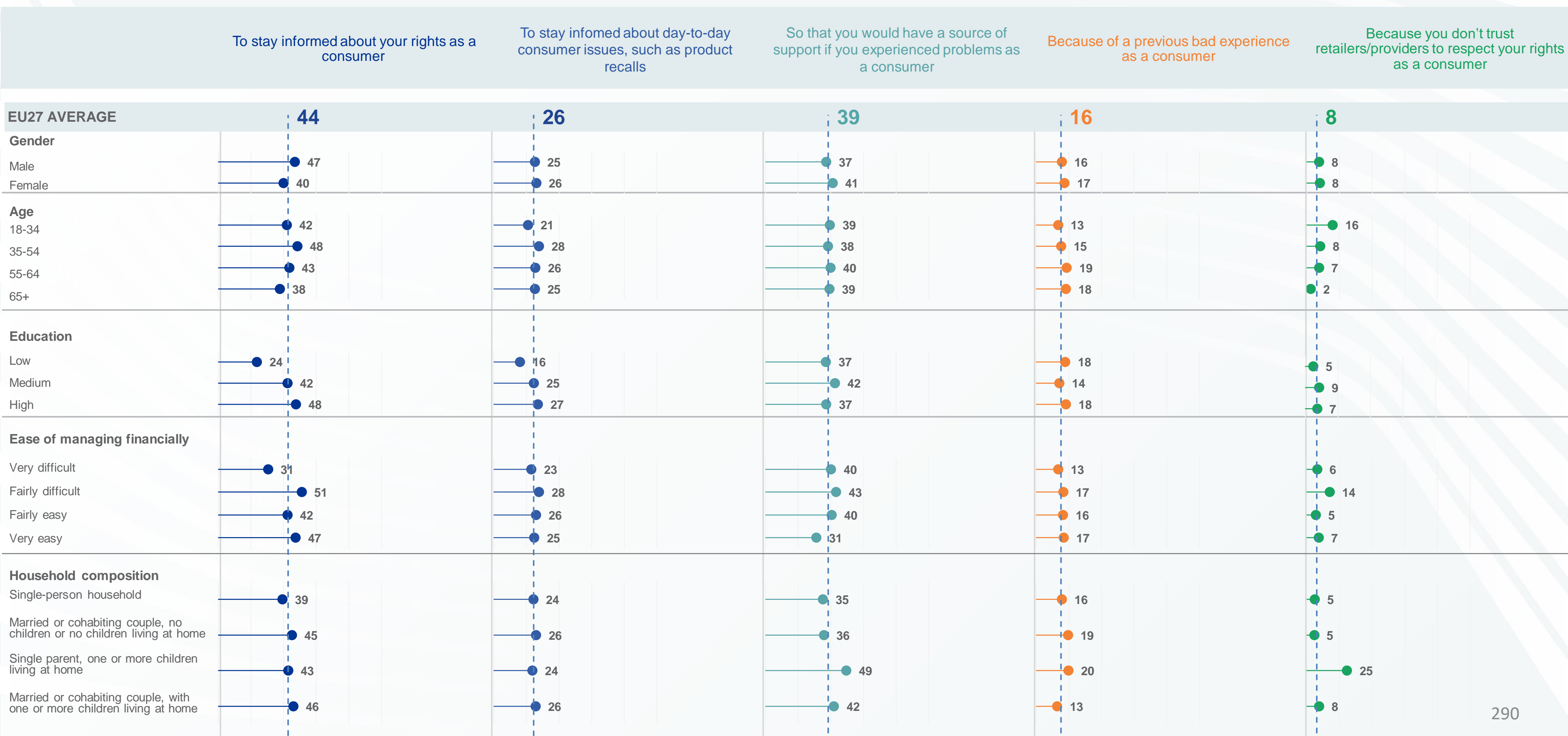
EU27 AVERAGE





And why did you decide to join a consumer association or body?

(%)



Adults (aged 18+) who are a member of a consumer association or body



And why did you decide to join a consumer association or body?

(%)

To stay informed about your rights as a consumer

To stay informed about day-to-day consumer issues, such as product recalls

So that you would have a source of support if you experienced problems as a consumer

Because of a previous bad experience as a consumer

Because you don't trust retailers/providers to respect your rights as a consumer



Adults (aged 18+) who are a member of a consumer association or body

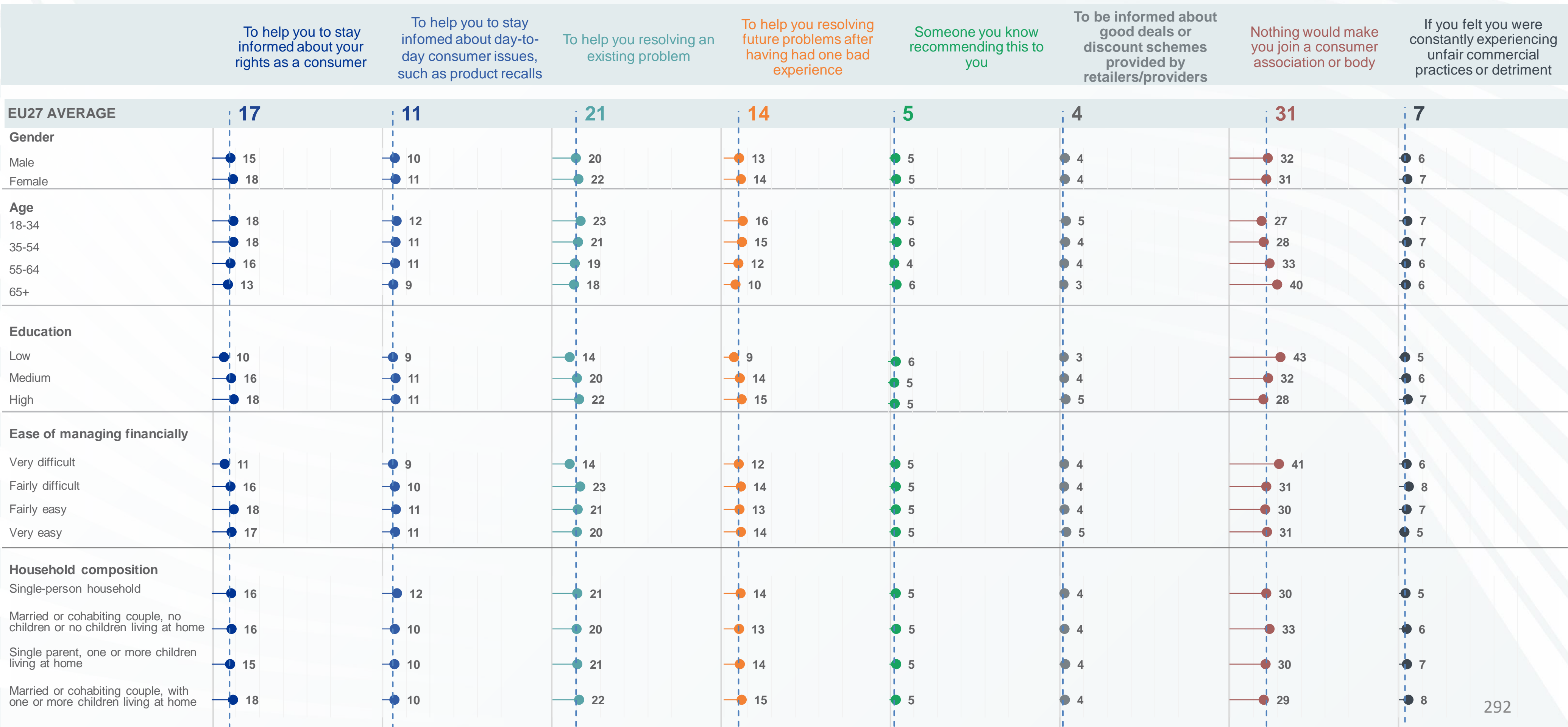
For the following subgroups, the results are based on sample sizes below 50, and so should be interpreted with caution: People who are house-person and other not in employment (n=46), people who are students (n=37).

* See technical note for calculation of indicator



What, if anything, might make you decide to join a consumer association or body?

(%)



Adults (aged 18+) who aren't a member of a consumer association or body



What, if anything, might make you decide to join a consumer association or body?

(%)



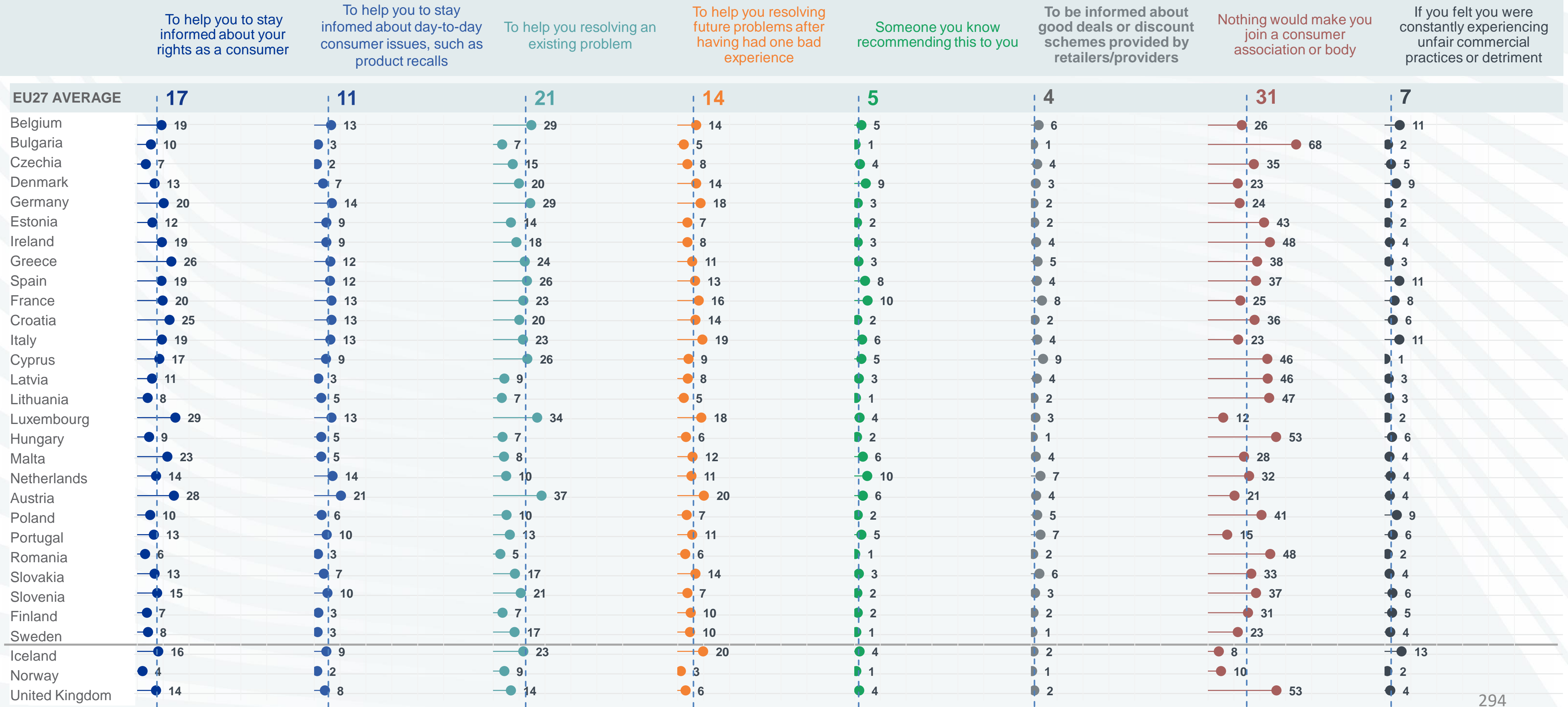
Adults (aged 18+) who aren't a member of a consumer association or body

* See technical note for calculation of indicator



What, if anything, might make you decide to join a consumer association or body?

(%)



Focus – Impact of COVID-19 on consumers





To what extent do you agree or disagree with each of the following regarding the impact of the virus?

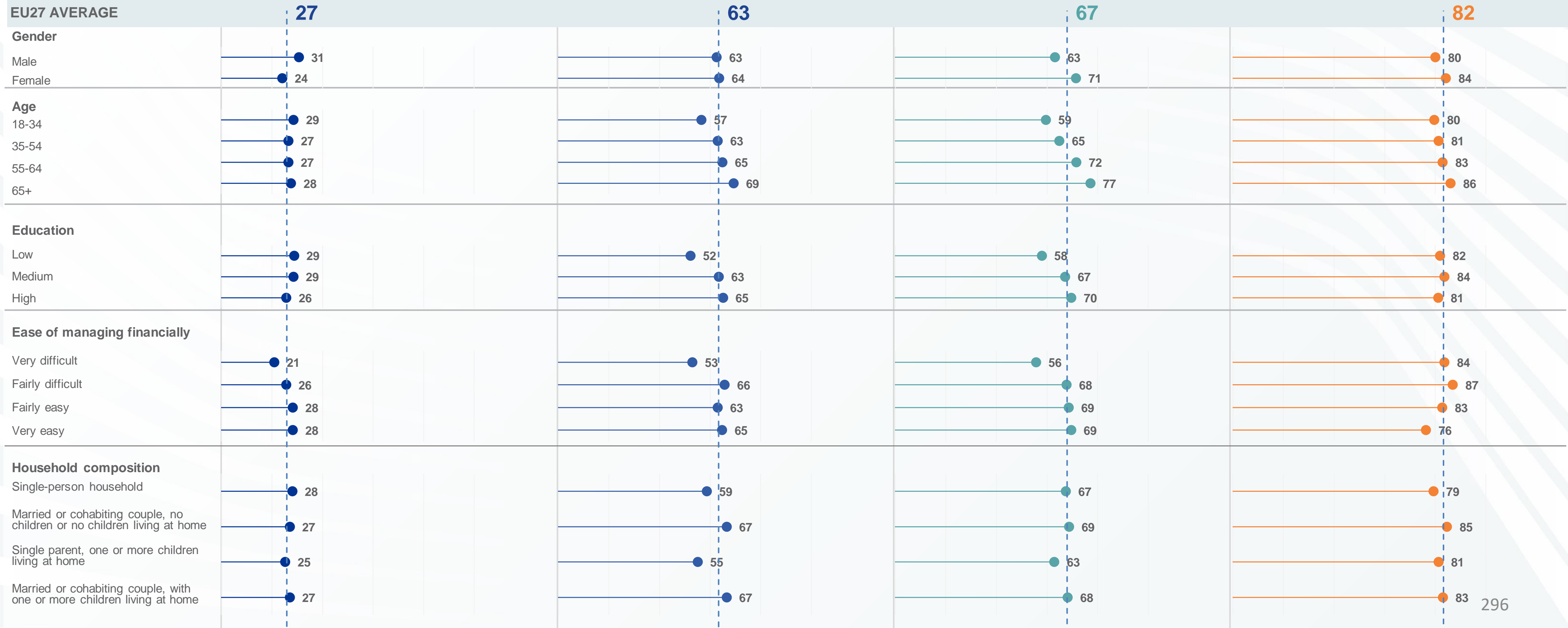
Agree (strongly agree + somewhat agree) (%)

You do all the things you did before including vacations and travel

You avoid public transport and use your car or other vehicle more than you did before

You buy products that are better for the environment such as those in recyclable packaging or use sustainable ingredients, even if they cost more

You cook at home more and eat out less





To what extent do you agree or disagree with each of the following regarding the impact of the virus?

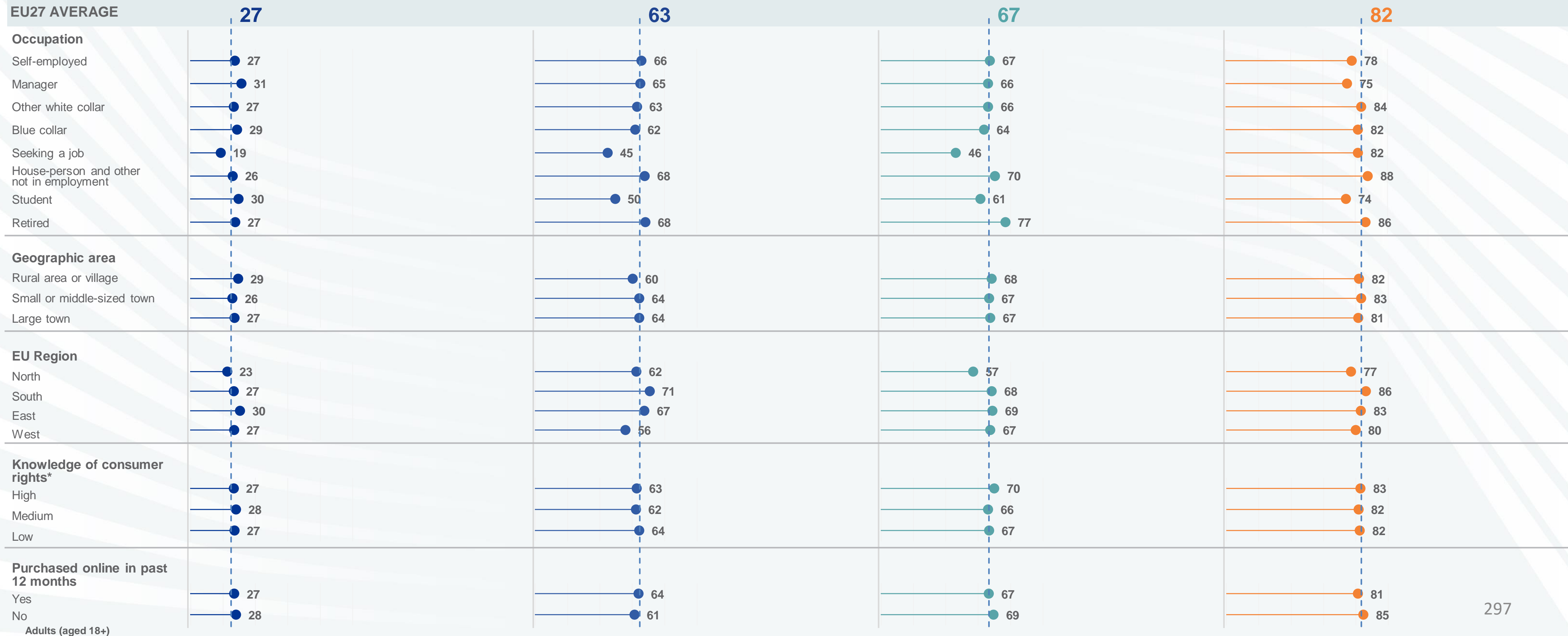
Agree (strongly agree + somewhat agree) (%)

You do all the things you did before including vacations and travel

You avoid public transport and use your car or other vehicle more than you did before

You buy products that are better for the environment such as those in recyclable packaging or use sustainable ingredients, even if they cost more

You cook at home more and eat out less



* See technical note for calculation of indicator



To what extent do you agree or disagree with each of the following regarding the impact of the virus?

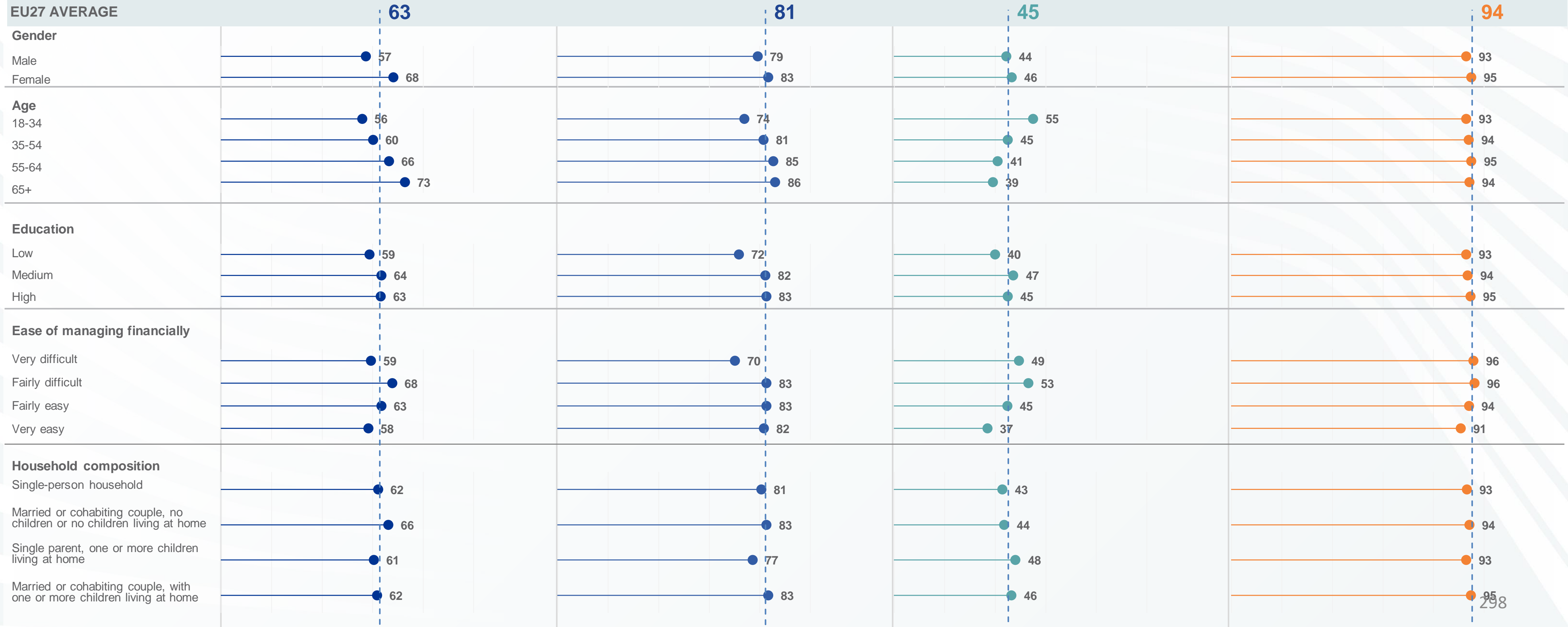
Agree (strongly agree + somewhat agree) (%)

You eat healthier foods, such as those that are lower in fat and have --more natural ingredients

You shop closer to home and support local businesses

You are learning a new skill

You always take a face mask with you when you leave your home





To what extent do you agree or disagree with each of the following regarding the impact of the virus?

Agree (strongly agree + somewhat agree) (%)

You eat healthier foods, such as those that are lower in fat and have --more natural ingredients

You shop closer to home and support local businesses

You are learning a new skill

You always take a face mask with you when you leave your home

EU27 AVERAGE

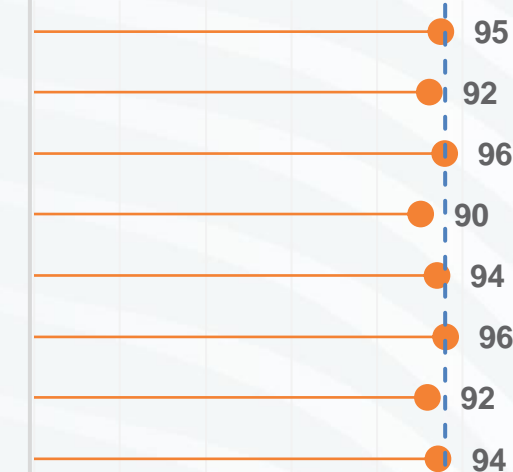
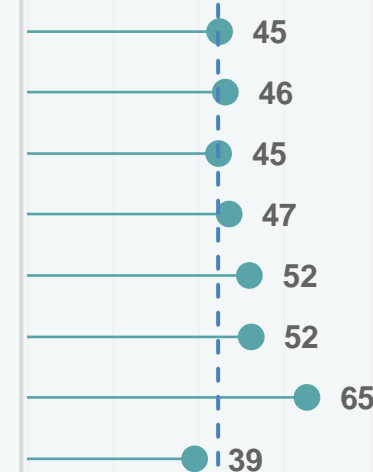
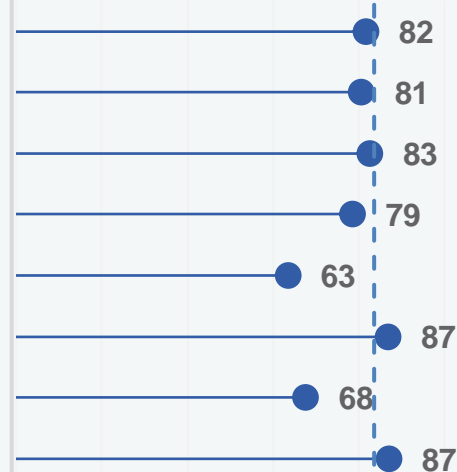
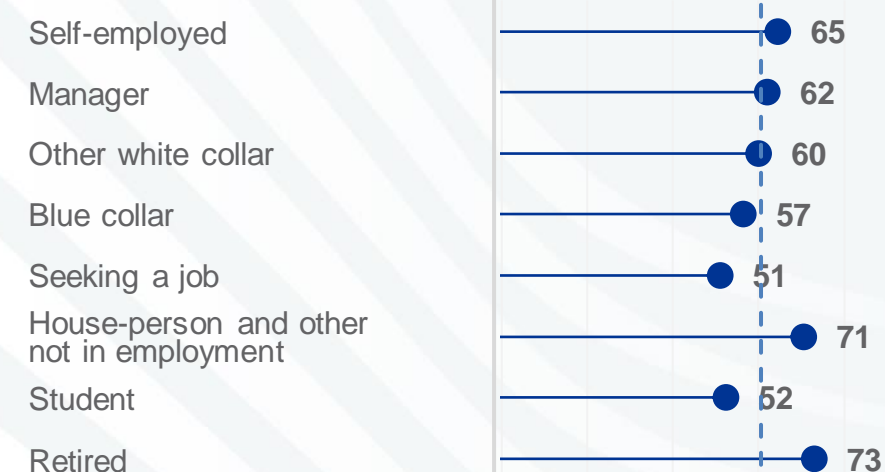
63

81

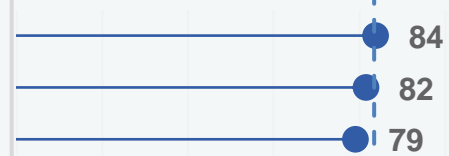
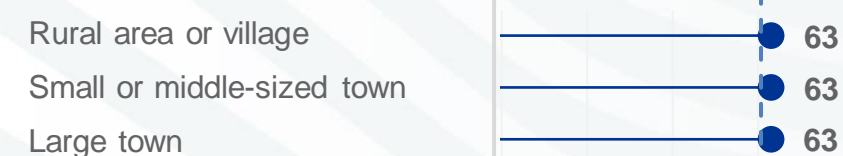
45

94

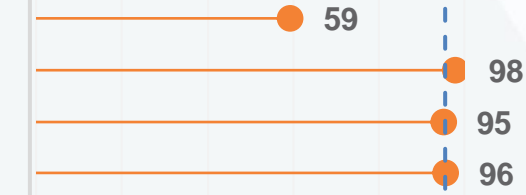
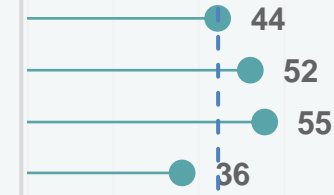
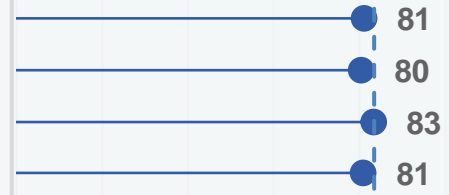
Occupation



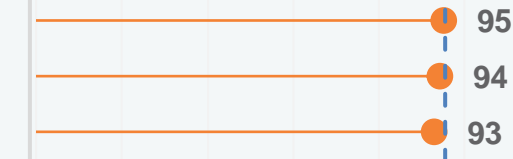
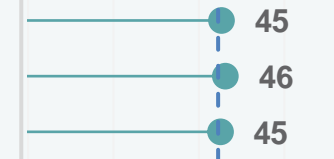
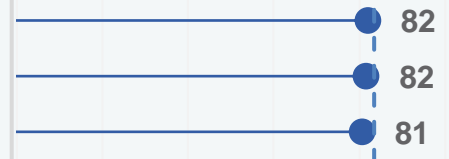
Geographic area



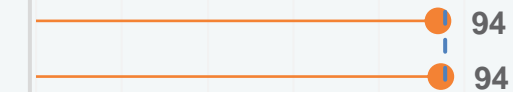
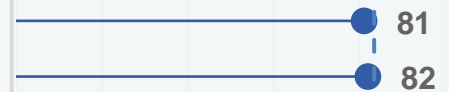
EU Region



Knowledge of consumer rights*



Purchased online in past 12 months



Adults (aged 18+)

* See technical note for calculation of indicator



To what extent do you agree or disagree with each of the following regarding the impact of the virus?

Agree (strongly agree + somewhat agree) (%)

You do all the things you did before including vacations and travel

You avoid public transport and use your car or other vehicle more than you did before

You buy products that are better for the environment such as those in recyclable packaging or use sustainable ingredients, even if they cost more

You cook at home more and eat out less

EU27 AVERAGE

27

63

67

82





To what extent do you agree or disagree with each of the following regarding the impact of the virus?

Agree (strongly agree + somewhat agree) (%)

You eat healthier foods, such as those that are lower in fat and have --more natural ingredients

You shop closer to home and support local businesses

You are learning a new skill

You always take a face mask with you when you leave your home

EU27 AVERAGE

63

81

45

94





Which if any of the following have you done in the last week?

(%)



Adults (aged 18+)



Which if any of the following have you done in the last week?

(%)

Used a banking app or banking mobile site

Used a grocery delivery service

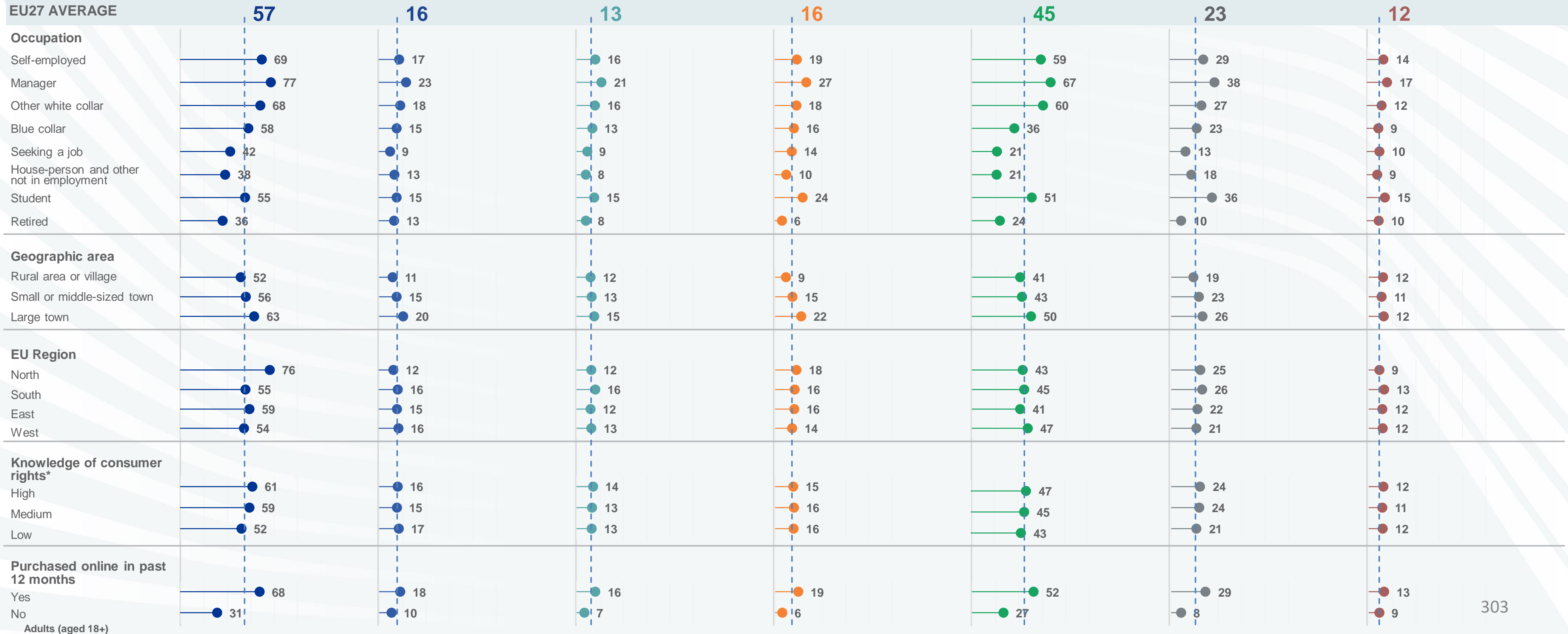
Used a grocery pick-up service (e.g. order online and pick up at store)

Ordered food delivery via an app

Used video to communicate with co-workers, business partners

Made a purchase from a store on your smartphone

Booked or rescheduled travel for a future date within the next year



* See technical note for calculation of indicator



Which if any of the following have you done in the last week?

(%)

Used a banking app or banking mobile site

Used a grocery delivery service

Used a grocery pick-up service (e.g. order online and pick up at store)

Ordered food delivery via an app

Used video to communicate with co-workers, business partners

Made a purchase from a store on your smartphone

Booked or rescheduled travel for a future date within the next year





Which of the following have you experienced or are you currently experiencing due to the coronavirus (i.e. COVID-19) health crisis?

(%)

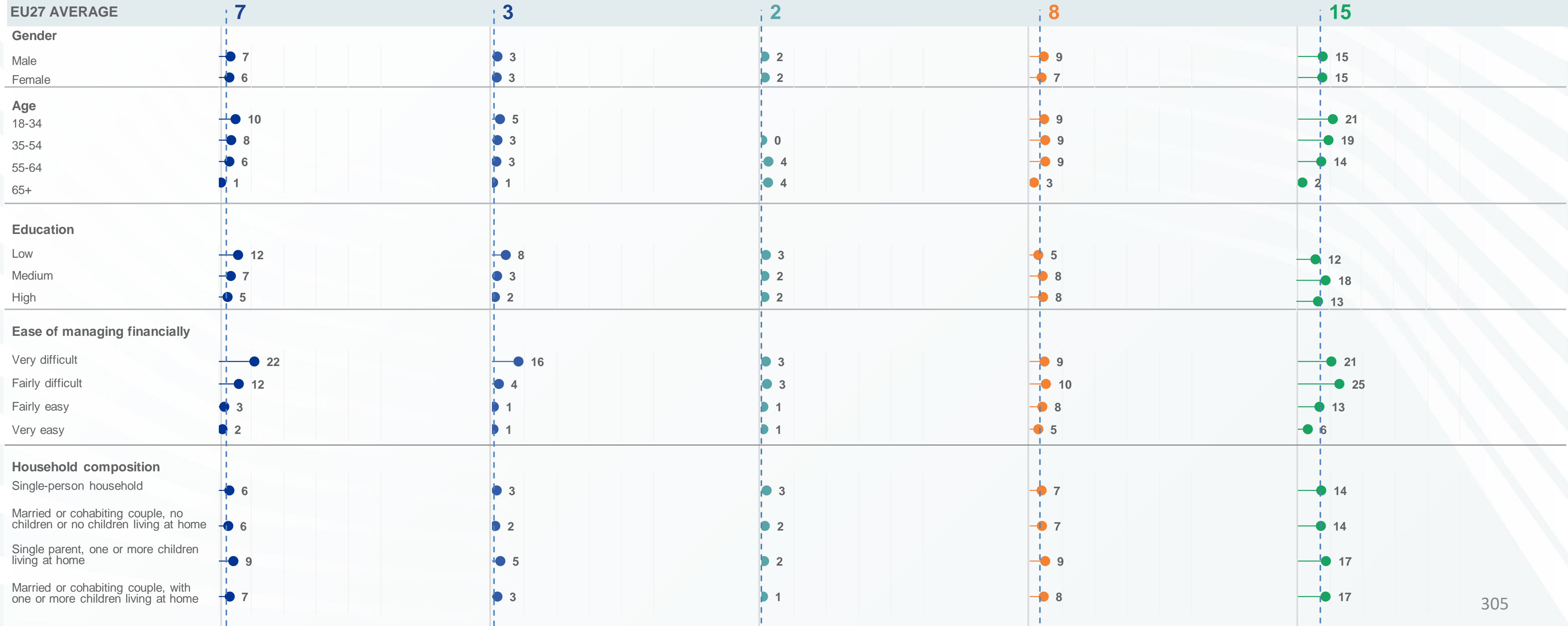
Lost your job temporarily

Lost your job permanently

Delaying your retirement

Choosing to work fewer hours

Your working hours have been cut



Adults (aged 18+)
The answer option 'delaying your retirement' was only shown to respondents who were at least 50 years old



Which of the following have you experienced or are you currently experiencing due to the coronavirus (i.e. COVID-19) health crisis?

(%)

Lost your job temporarily

Lost your job permanently

Delaying your retirement

Choosing to work fewer hours

Your working hours have been cut

EU27 AVERAGE

7

3

2

8

15

Occupation



Geographic area



EU Region



Knowledge of consumer rights*



Purchased online in past 12 months



Adults (aged 18+)

The answer option 'delaying your retirement' was only shown to respondents who were at least 50 years old

* See technical note for calculation of indicator



Focus - Impact of COVID-19 on consumers

Personal financial impacts to date - Results by key subgroups



Which of the following have you experienced or are you currently experiencing due to the coronavirus (i.e. COVID-19) health crisis?

(%)



Adults (aged 18+)



Focus - Impact of COVID-19 on consumers

Personal financial impacts to date - Results by key subgroups



Which of the following have you experienced or are you currently experiencing due to the coronavirus (i.e. COVID-19) health crisis?

(%)

Applying for or received government assistance

Your salary has been reduced or you have lost wages

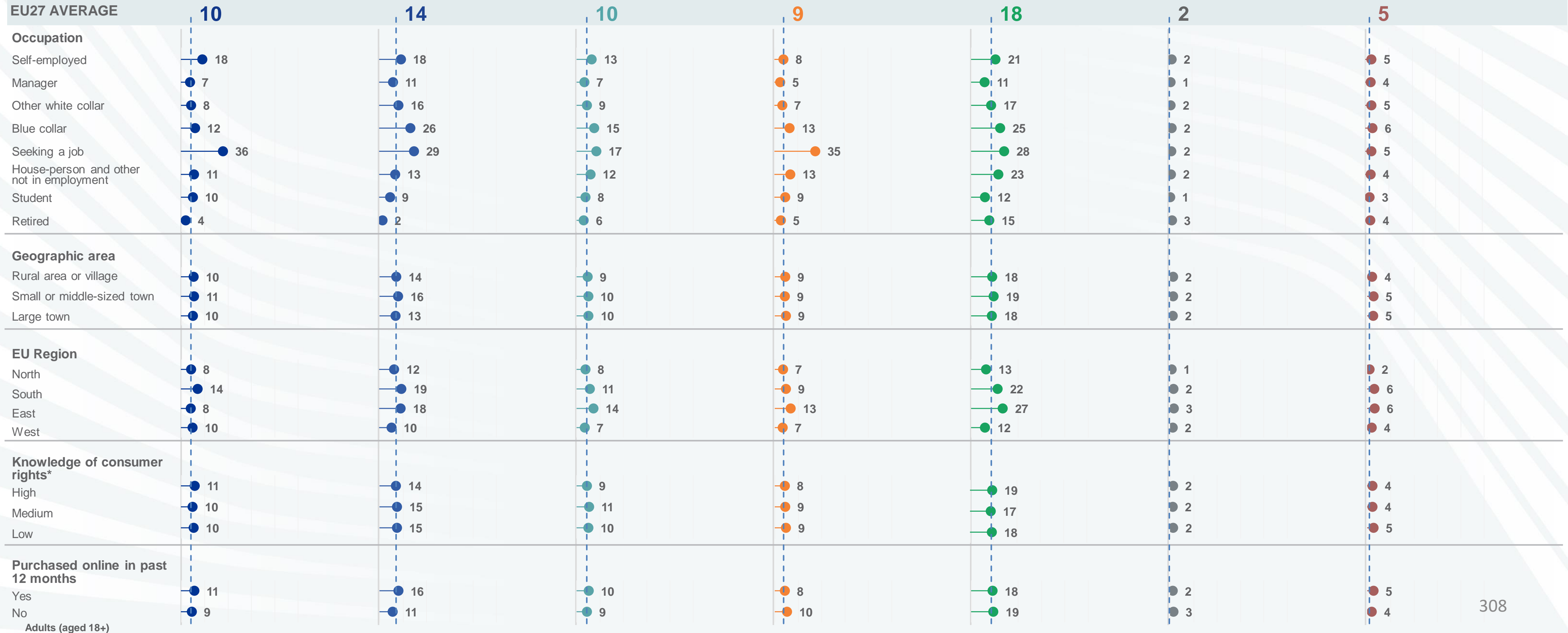
You had to postpone paying at least one bill

Borrowing money from family or friends to make ends meet

Using savings to pay bills

Cashing in your life insurance

Raising the limit on your credit card



* See technical note for calculation of indicator



Which of the following have you experienced or are you currently experiencing due to the coronavirus (i.e. COVID-19) health crisis?

(%)

Lost your job temporarily

Lost your job permanently

Delaying your retirement

Choosing to work fewer hours

Your working hours have been cut

EU27 AVERAGE

7

3

2

8

15





Focus - Impact of COVID-19 on consumers

Personal financial impacts to date - Results by country



Which of the following have you experienced or are you currently experiencing due to the coronavirus (i.e. COVID-19) health crisis?

(%)

Applying for or received government assistance

Your salary has been reduced or you have lost wages

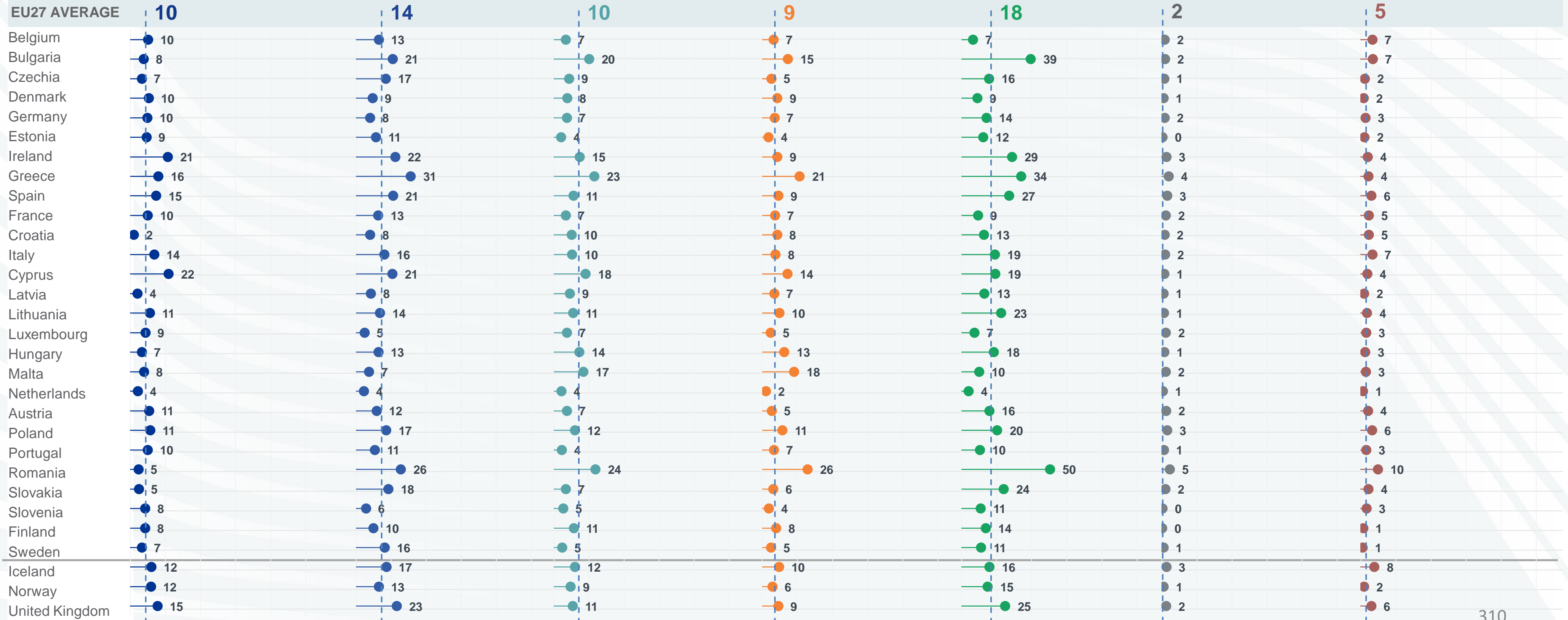
You had to postpone paying at least one bill

Borrowing money from family or friends to make ends meet

Using savings to pay bills

Cashing in your life insurance

Raising the limit on your credit card



Adults (aged 18+)



Thinking ahead to one month from now, how concerned are you about...having a job?

Concerned (extremely + very + somewhat concerned) (%)

EU27 AVERAGE

32

GENDER



Female



32

Male



32

EDUCATION



37

Low

34

Medium

29

High

HOUSEHOLD COMPOSITION



27

Single-person household



29

Married or cohabiting couple, no children or no children living at home



42

Single parent, one or more children living at home



36

Married or cohabiting couple, with one or more children living at home

AGE



18-34



38

35-54



40

55-64



32

65+



13

EASE OF MANAGING FINANCIALLY



64

Very difficult

56

Fairly difficult

25

Fairly easy

10

Very easy



Thinking ahead to one month from now, how concerned are you about...having a job?

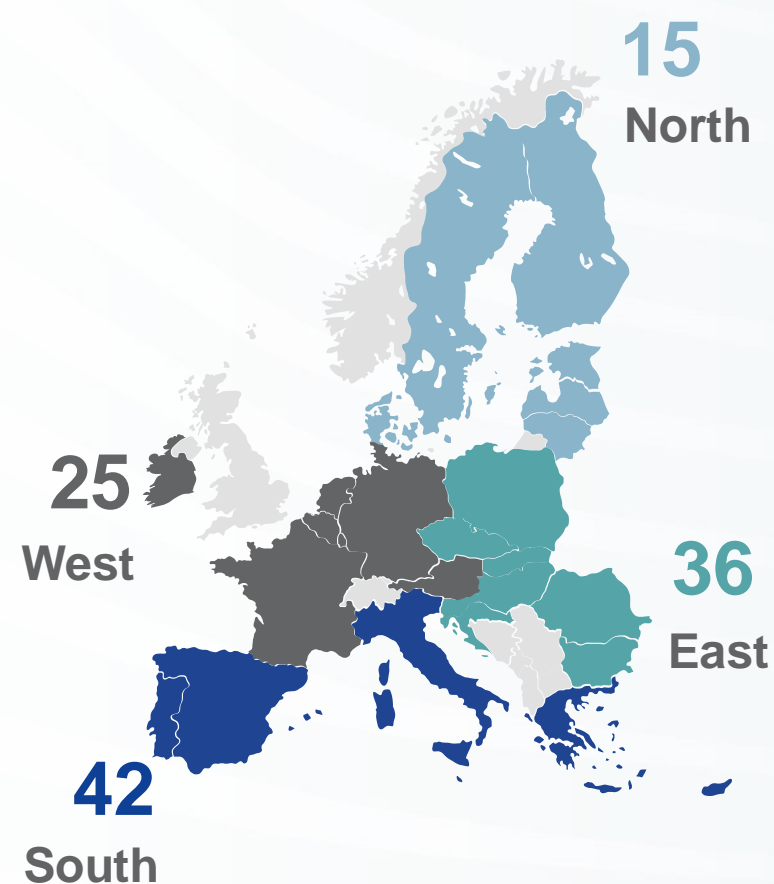
Concerned (extremely + very + somewhat concerned) (%)

EU27 AVERAGE 32

GEOGRAPHIC AREA



EU REGION



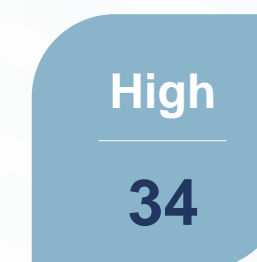
OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



See technical note for calculation of indicator



Thinking ahead to one month from now, how concerned are you about...having a job?

(%)

Concerned 'Total'

Extremely concerned

Very concerned

Somewhat concerned

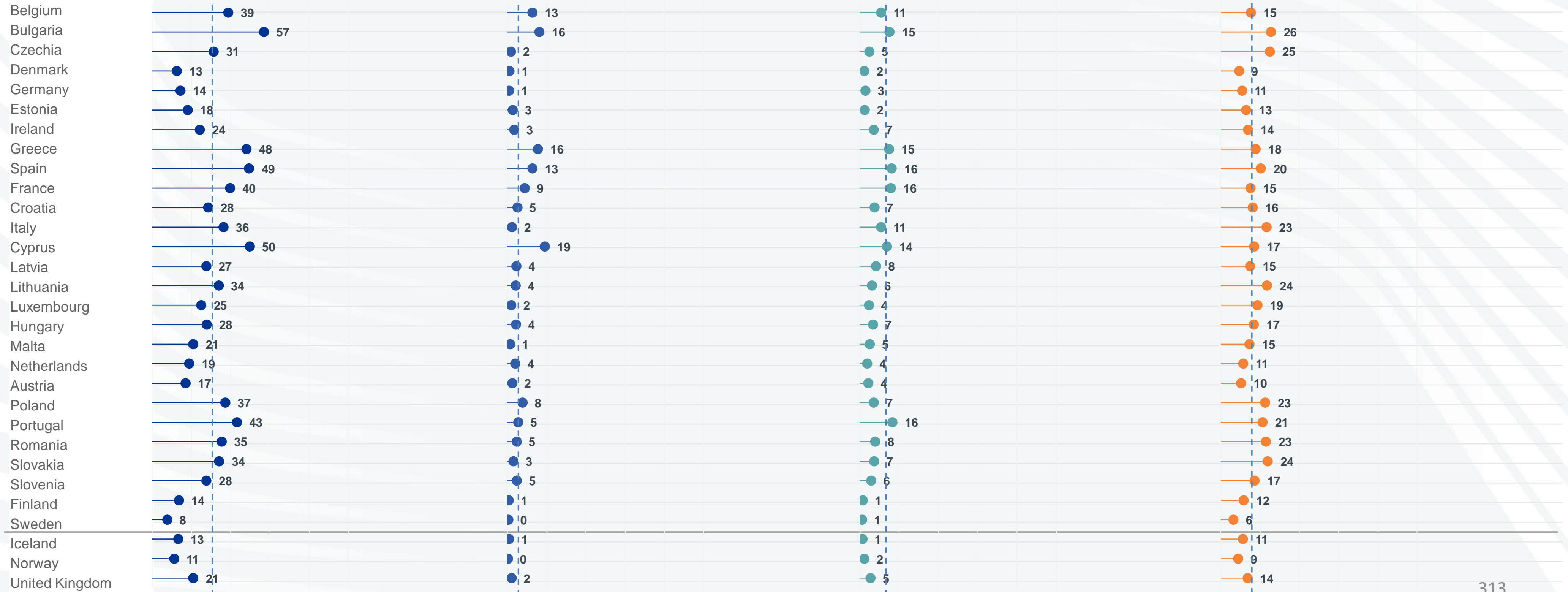
EU27 AVERAGE

32

6

9

17





Thinking ahead to one month from now, how concerned are you about...being able to pay your bills?

Concerned (extremely + very + somewhat concerned) (%)

EU27 AVERAGE

38

GENDER



Female



40

Male



36

EDUCATION



52

Low

42

Medium

32

High

HOUSEHOLD COMPOSITION



34

Single-person household



35

Married or cohabiting couple, no children or no children living at home



48

Single parent, one or more children living at home



41

Married or cohabiting couple, with one or more children living at home

AGE



18-34



40

35-54



42

55-64



39

65+



28

EASE OF MANAGING FINANCIALLY



84

Very difficult

71

Fairly difficult

26

Fairly easy

9

Very easy

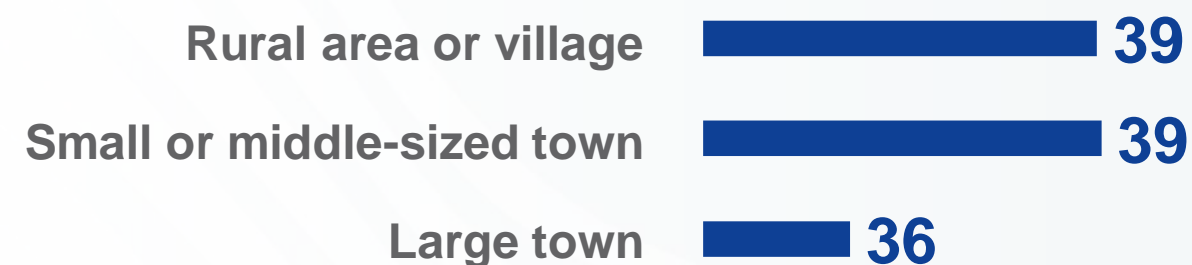


Thinking ahead to one month from now, how concerned are you about...being able to pay your bills?

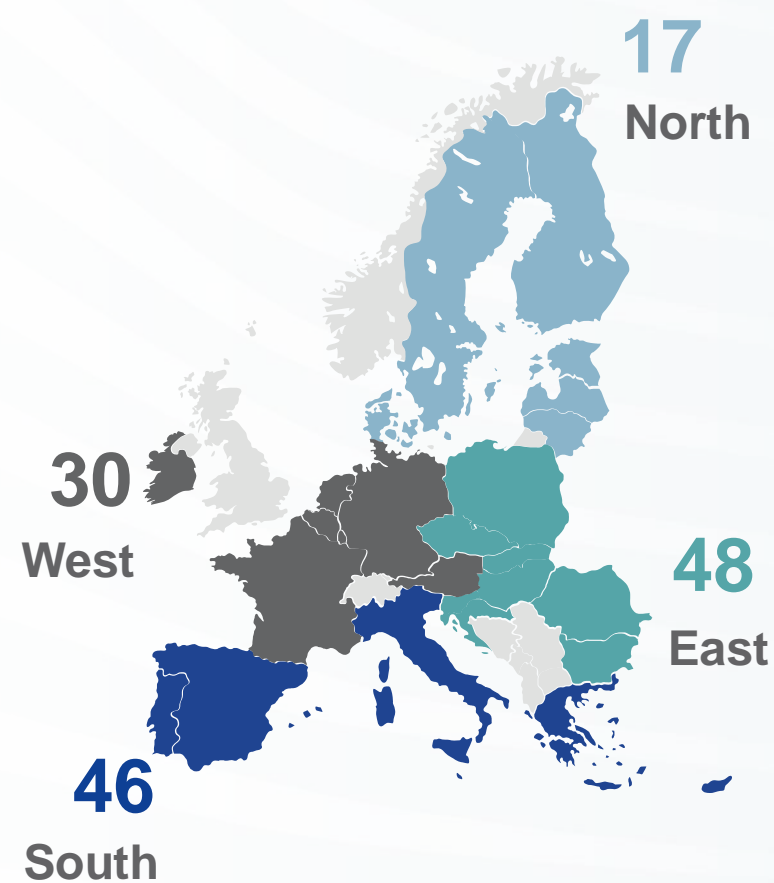
Concerned (extremely + very + somewhat concerned) (%)

EU27 AVERAGE 38

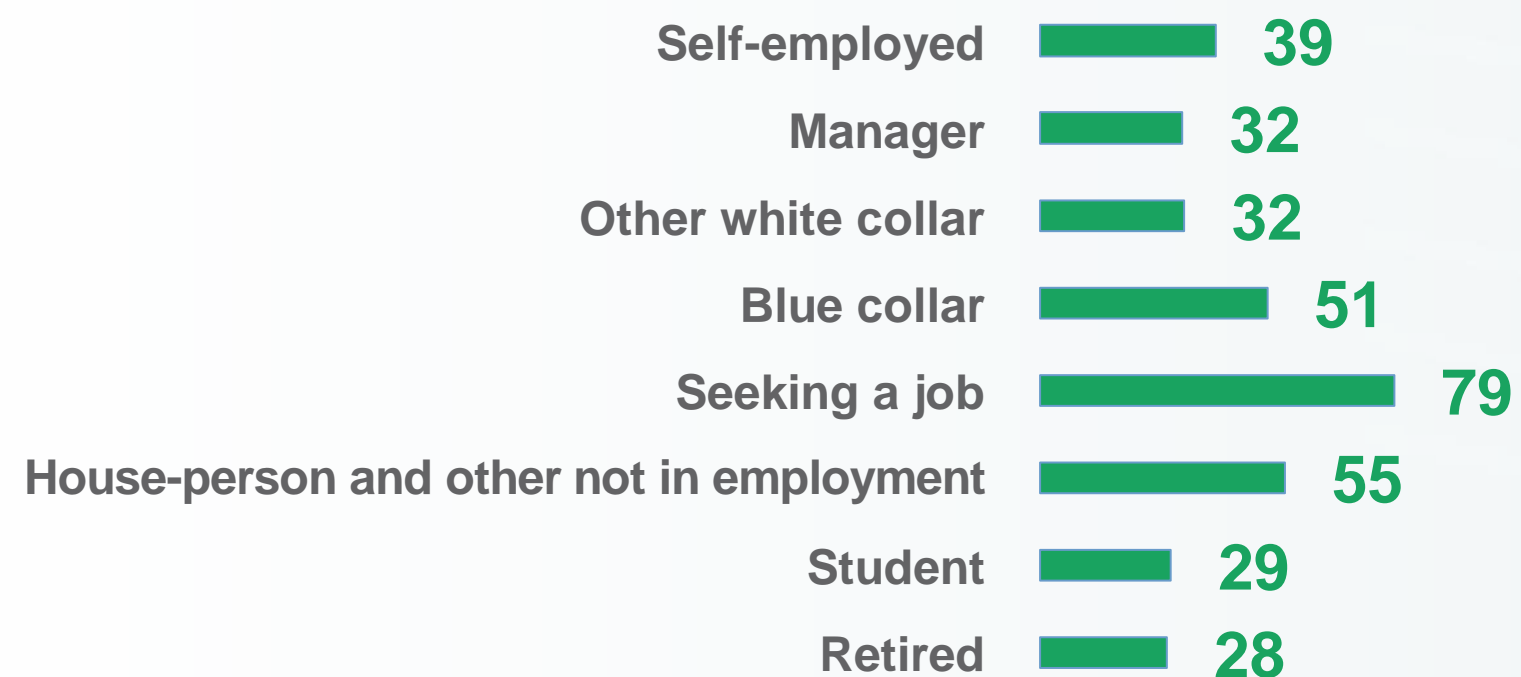
GEOGRAPHIC AREA



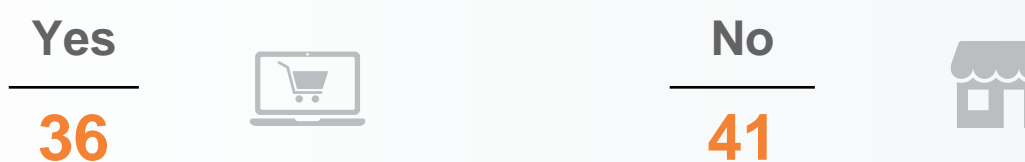
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
37

Medium
37

Low
39

See technical note for calculation of indicator



Thinking ahead to one month from now, how concerned are you about...being able to pay your bills?

(%)

Concerned 'Total'

Extremely concerned

Very concerned

Somewhat concerned

EU27 AVERAGE

38

7

9

21





Thinking ahead to one month from now, how concerned are you about...being able to provide for your household?

Concerned (extremely + very + somewhat concerned) (%)

EU27 AVERAGE

39

GENDER



Female



41

Male



37

EDUCATION



53

Low

42

Medium

33

High

HOUSEHOLD COMPOSITION



35

Single-person household



36

Married or cohabiting couple, no children or no children living at home



50

Single parent, one or more children living at home



43

Married or cohabiting couple, with one or more children living at home

AGE



18-34



41

35-54



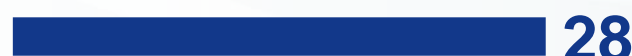
44

55-64



41

65+



28

EASE OF MANAGING FINANCIALLY



81

Very difficult

71

Fairly difficult

28

Fairly easy

10

Very easy



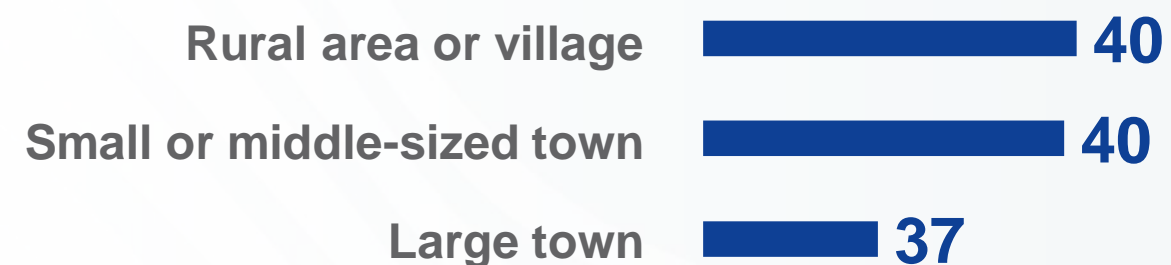
Thinking ahead to one month from now, how concerned are you about...being able to provide for your household?

Concerned (extremely + very + somewhat concerned) (%)

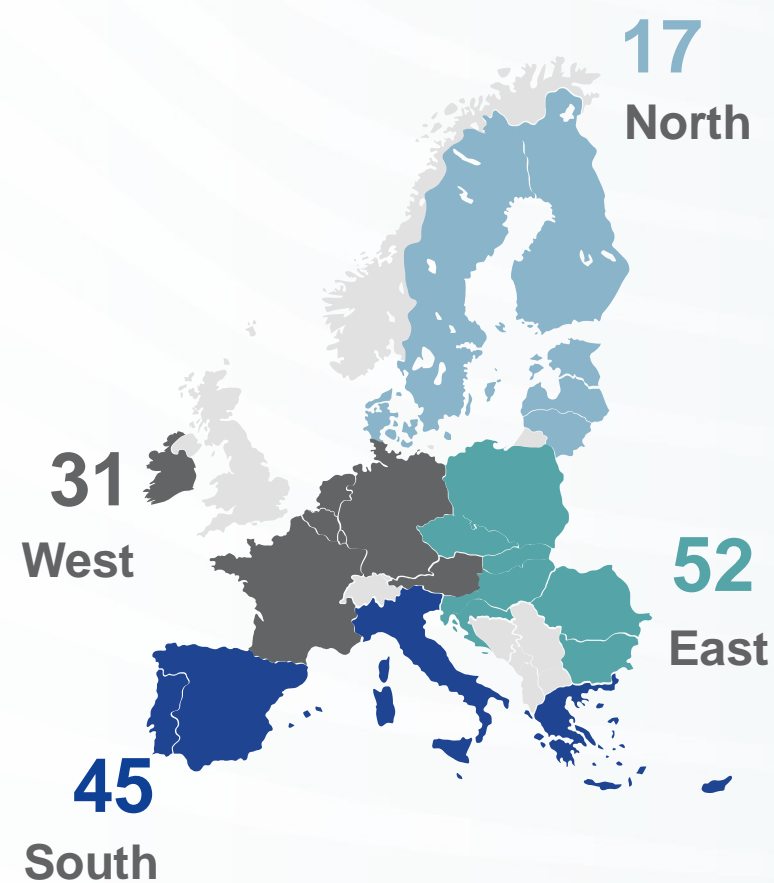
EU27 AVERAGE

39

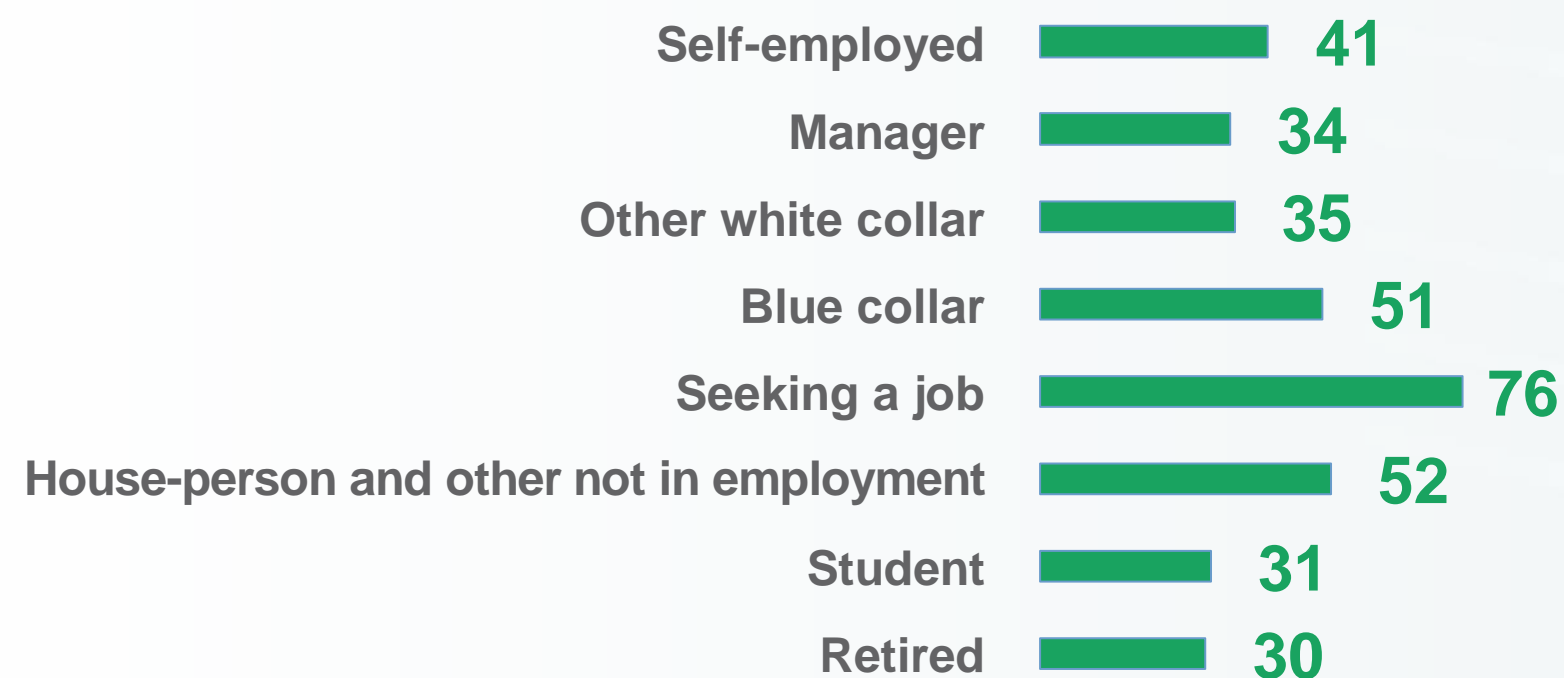
GEOGRAPHIC AREA



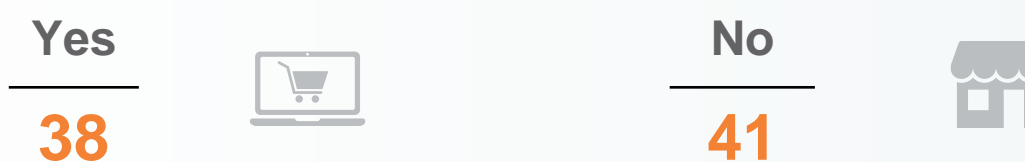
EU REGION



OCCUPATION



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



High
38

Medium
39

Low
40

See technical note for calculation of indicator



Thinking ahead to one month from now, how concerned are you about...being able to provide for your household?

(%)

Concerned 'Total'

Extremely concerned

Very concerned

Somewhat concerned

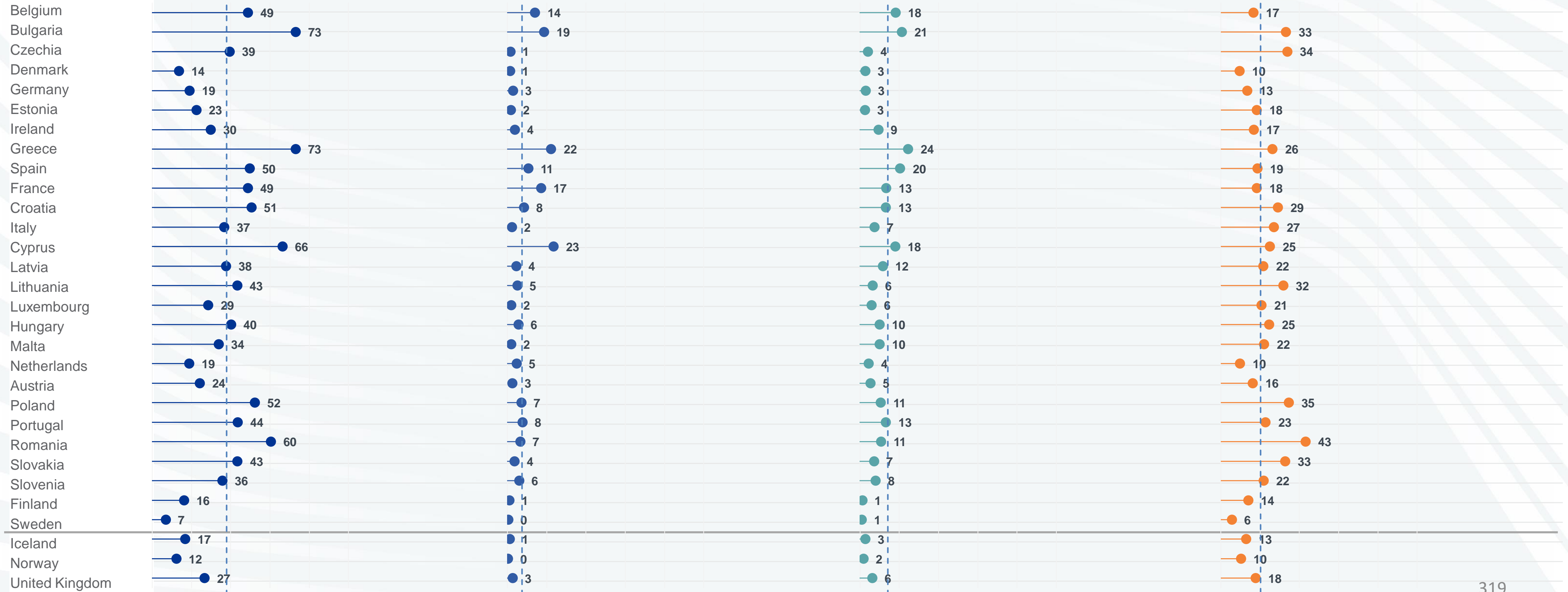
EU27 AVERAGE

39

7

10

22





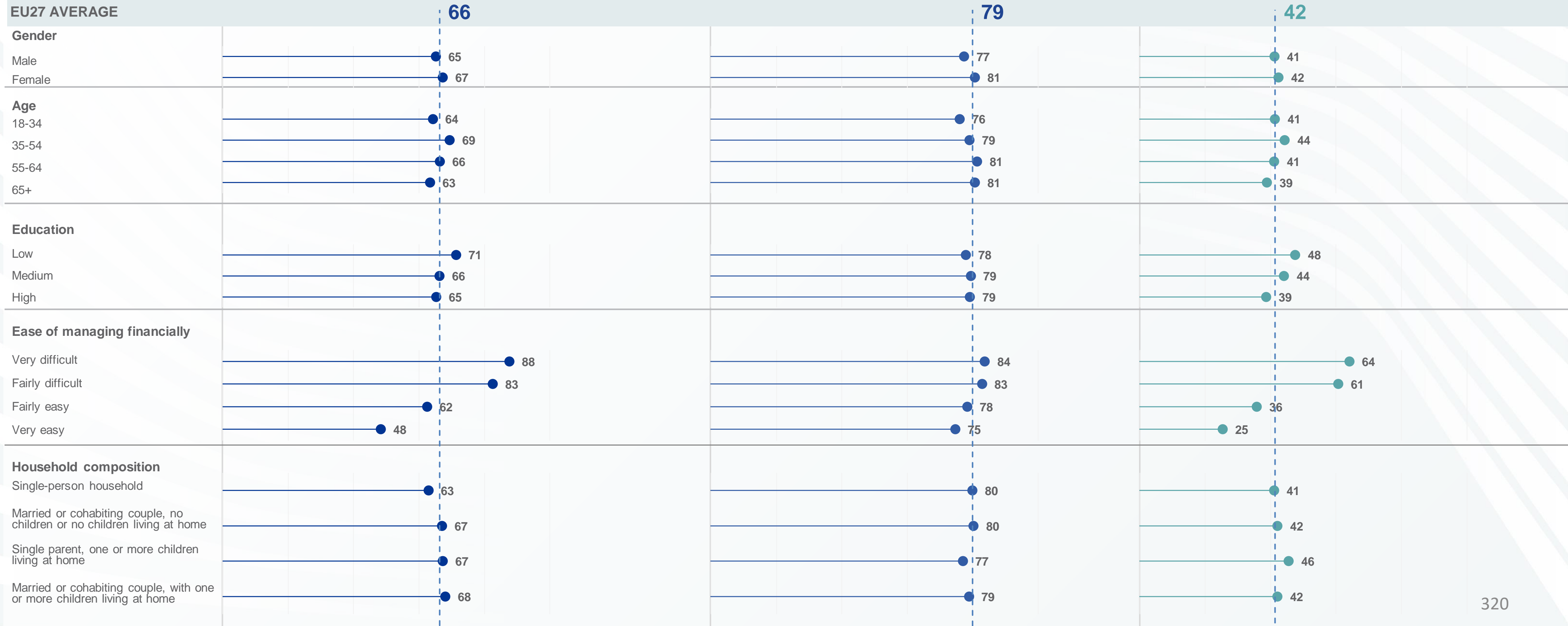
To what extent do you agree or disagree with each of the following?

Agree (strongly agree + somewhat agree) (%)

The pandemic will have a lasting impact on you/your family

You will make no travel plans until the situation is back to normal in your country

You are delaying or thinking about delaying a major purchase because of what's happening with the coronavirus or COVID-19





To what extent do you agree or disagree with each of the following?

Agree (strongly agree + somewhat agree) (%)

The pandemic will have a lasting impact on you/your family

You will make no travel plans until the situation is back to normal in your country

You are delaying or thinking about delaying a major purchase because of what's happening with the coronavirus or COVID-19

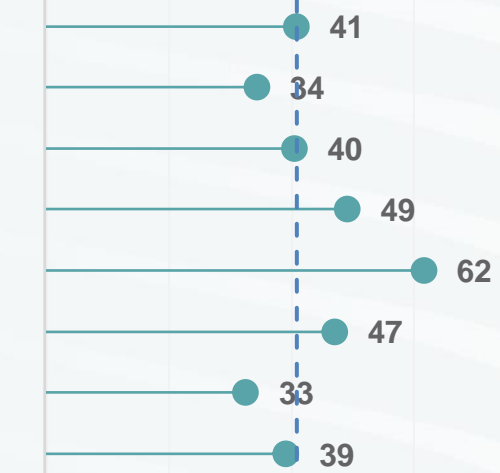
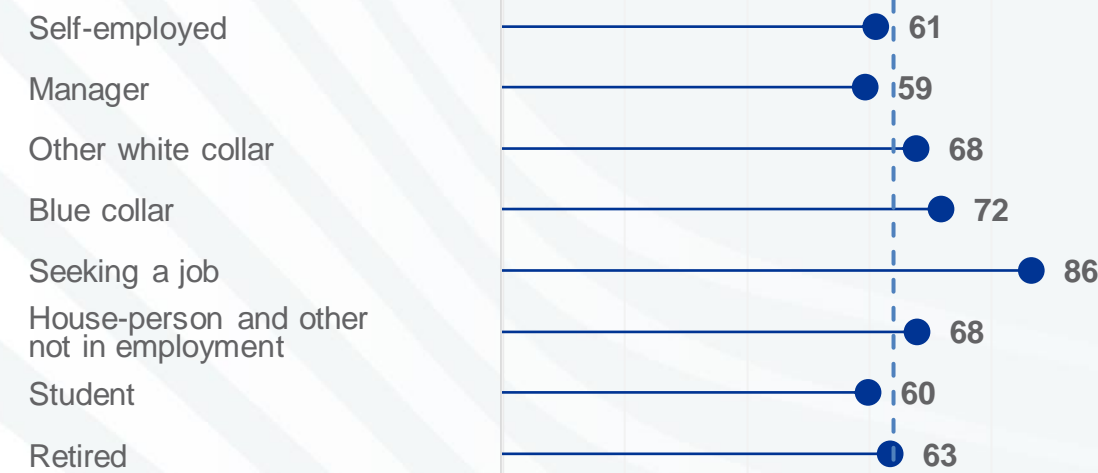
EU27 AVERAGE

66

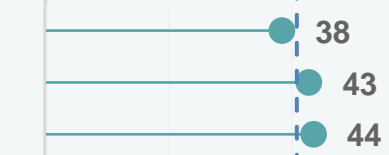
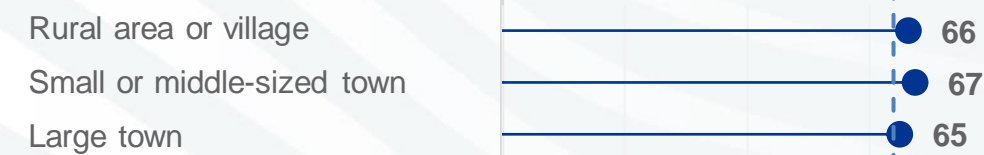
79

42

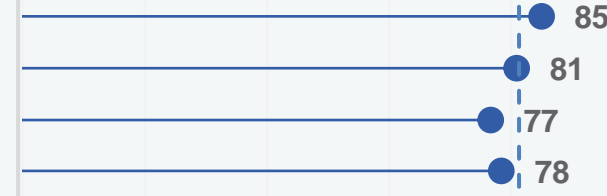
Occupation



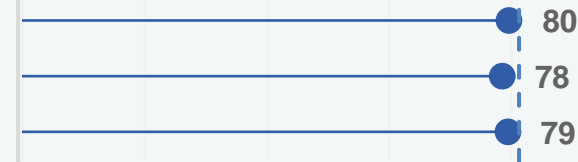
Geographic area



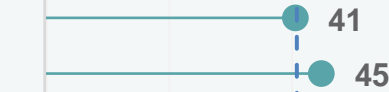
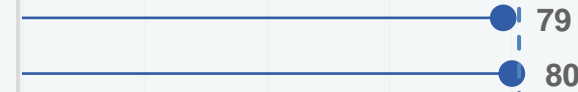
EU Region



Knowledge of consumer rights*



Purchased online in past 12 months



Adults (aged 18+)

* See technical note for calculation of indicator



To what extent do you agree or disagree with each of the following?

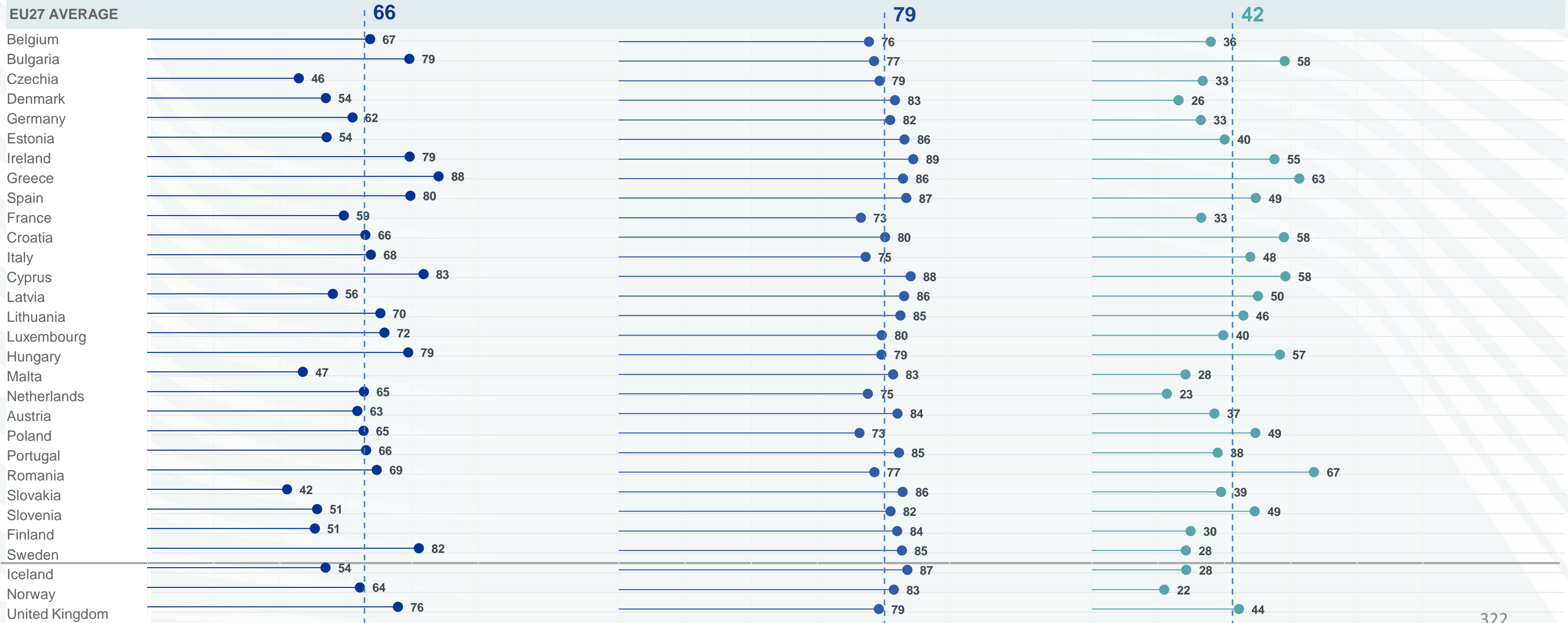
Agree (strongly agree + somewhat agree) (%)

The pandemic will have a lasting impact on you/your family

You will make no travel plans until the situation is back to normal in your country

You are delaying or thinking about delaying a major purchase because of what's happening with the coronavirus or COVID-19

EU27 AVERAGE



Annex





SAMPLING AND SURVEY METHODOLOGY

The survey is conducted among a nationally representative sample of the general public aged 18 and older in each of the 30 countries in scope. The sample size is 1,000 per country except in Luxembourg, Malta, Cyprus and Iceland, where the sample size is 500. In all countries, the survey is conducted using CATI (Computer Assisted Telephone Interviewing), with interviews offered to respondents in 28 languages – the 24 official European Union languages, Luxembourgish, Russian, Icelandic and Norwegian. Fieldwork for the latest edition of the survey took place between 21 October and 1 December 2020.



WEIGHTING

The survey uses a multi-stage weighting procedure that calculates consecutively:

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

Note that a different weighting approach was used in 2020 versus 2014, therefore the percentage point differences between the two years need to be interpreted with caution. In 2014, weighting was based on population, gender and age whereas in 2020 phone ownership was added as well.



INTERPRETING THE DATA AND CHARTS

This slide deck presents the full results from the latest edition of the survey and, where available, trend data from previous editions, conducted in 2018 and 2014. The results from the latest edition are presented in terms of absolute percentages. The difference between years is shown in percentage points (pp).

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. I.e. the top/bottom 3 shading is not based on significant differences.

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 some of the charts showing results per country, bullets representing very small percentages (< 2%) are very slightly repositioned so that they are visible in the chart, meaning that they are visually closer to 2% than they would be if positioned exactly on the axis according to their true value. The numeric values shown are always accurate.

The variable ‘Knowledge of consumer rights’ has been calculated based on the number of correct answers given to four questions testing the knowledge of consumers regarding:

- distance purchases cooling-off period
- faulty product guarantees
- unsolicited products
- one-sided changes to contracts.

(High knowledge - 4 or 3 correct answers; Medium knowledge - 2 correct answers; Low knowledge - 1 or no correct answer)

DISCLAIMER

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