

CONSUMER CONDITIONS SURVEY: Consumers at home in the single market 2023 edition





INTERPRETING THE DATA AND CHARTS

The Consumer Conditions Survey assesses consumers' attitudes, behaviours and experiences with respect to domestic and cross-border trade as well as other, related themes. Key topics include consumer confidence and knowledge; online purchasing; product safety; problems and complaints; and unfair and illicit commercial practices. These topics form the standard survey element of the consumer conditions survey. A specific consumer conditions survey covering current topics relating to the cost of living, energy, travel post COVID-19 restrictions and online gaming compliments the standard survey.

Both surveys were conducted by telephone among representative samples of the general public aged 18 and older in each of the 27 European Union Member States (EU27), as well as Iceland and Norway. The sample size is 1,000 per country except in Luxembourg, Malta, Cyprus and Iceland where the sample size is 500. Fieldwork for the latest edition of the Consumer Conditions Standard survey took place between 24 October and 4 December 2022. The Consumer Conditions Specific survey took place between 18 and 28 October 2022.

This slide deck presents the full results from the latest edition of these surveys. Each section begins with an overview slide showing the EU27 results, followed by a slide indicating the results amongst sociodemographic groups (these are not shown when sample sizes are small), a slide that highlights country differences (EU27, Iceland and Norway) and, where available, trend data from prior to the COVID-19 pandemic in 2018. Maps are used for key indicators.

Trends are not shown for new questions and questions that were subsequently reformulated and are not comparable to 2018. For questions introduced in 2020 the trend is shown in comparison to that year.

This slide deck also allows for the comparison of differences between countries and sociodemographic groups. It should be noted that survey results are subject to sampling tolerances meaning that not all apparent differences between groups may be statistically significant. For reasons of legibility and accessibility, indications of statistical significance are not included in this slide deck. The figures for differences between sociodemographic groups are not shown when the incidence is below 15%. All such questions are indicated by the inclusion of the sign *.

The results from the latest edition are presented in terms of absolute percentages. The difference between years is shown in percentage points (pp).

Where percentages do not sum to 100%, this may be due to computer rounding or multiple answers. Rounding can also cause a slight deviation between aggregate percentages (e.g., “fairly satisfied” + “very satisfied”) and the percentages of their separate components. For multiple answer questions, the “Yes total” score may be different to the sum of the two or more “Yes” statements. In cases where a respondent has selected more than one “Yes” statement, this respondent is counted only once in the calculation of the “Yes total” score.



CONFIDENCE IN ENVIRONMENTAL CLAIMS



ATTENTION TO LONGEVITY AND REPAIRABILITY OF ELECTRONIC PRODUCTS



ATTENTION TO ENVIRONMENTAL ASPECTS WHEN PURCHASING



How strongly do you agree or disagree...

■ Don't know ■ Strongly disagree ■ Disagree ■ Agree ■ Strongly agree

% Agree
(strongly agree + agree)

Most environmental claims about goods or services are reliable



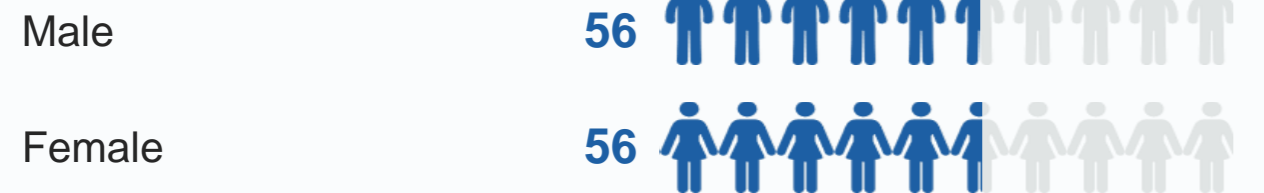


How strongly do you agree or disagree... Most environmental claims about goods or services are reliable

% Agree (strongly agree + agree)

EU27 AVERAGE **56**

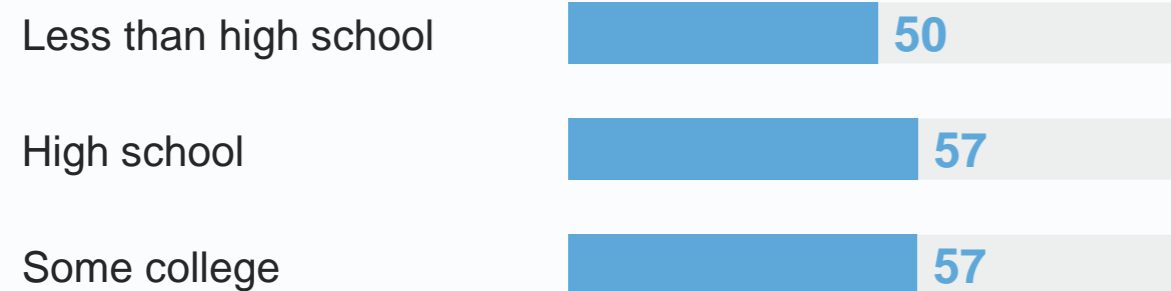
GENDER



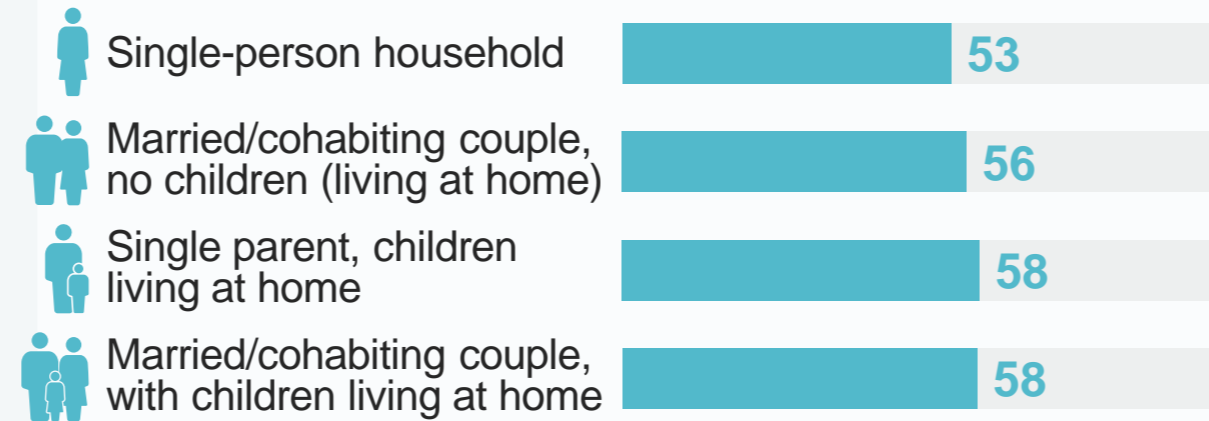
AGE



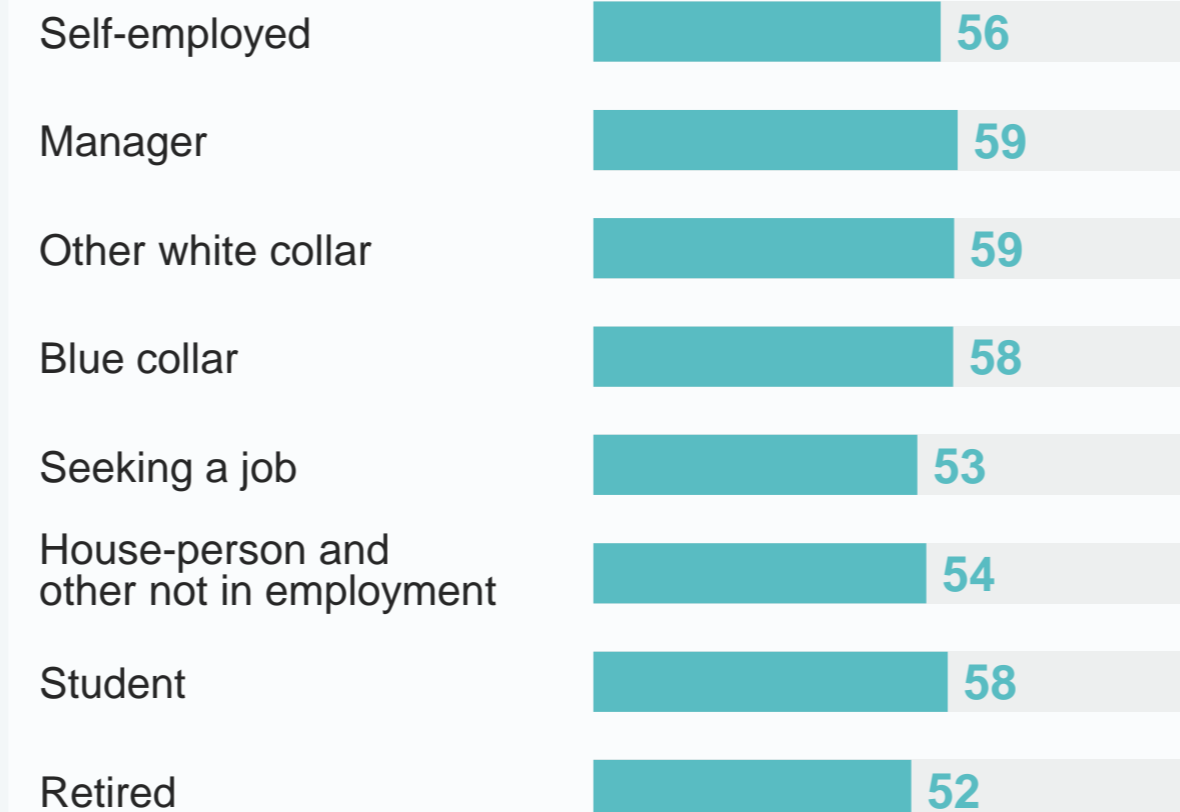
EDUCATION



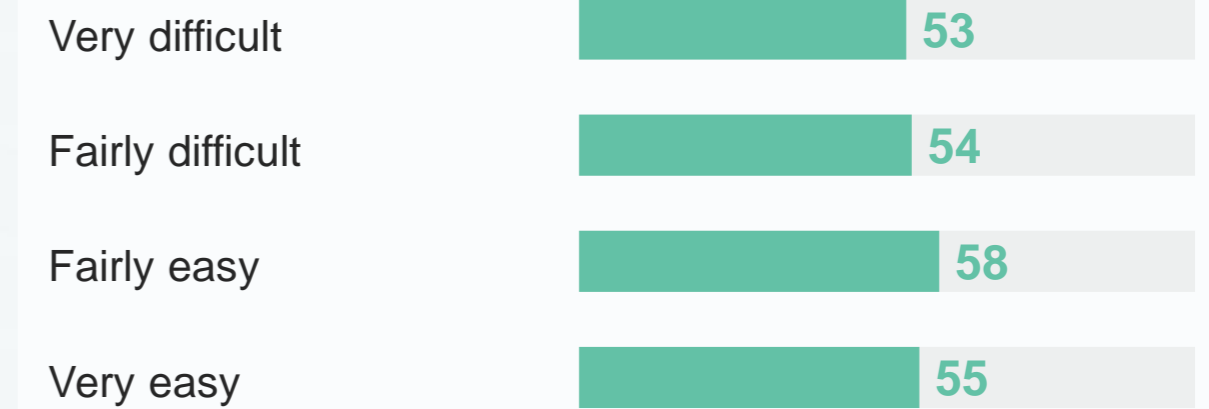
HOUSEHOLD COMPOSITION



OCCUPATION



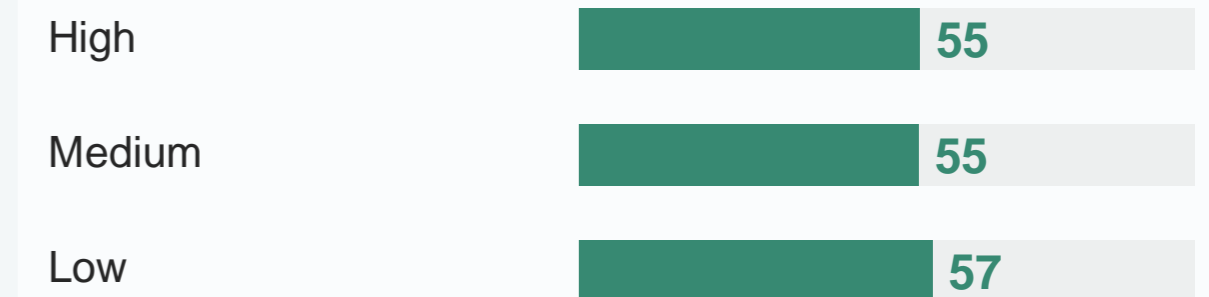
EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





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

% Agree (strongly agree + agree)

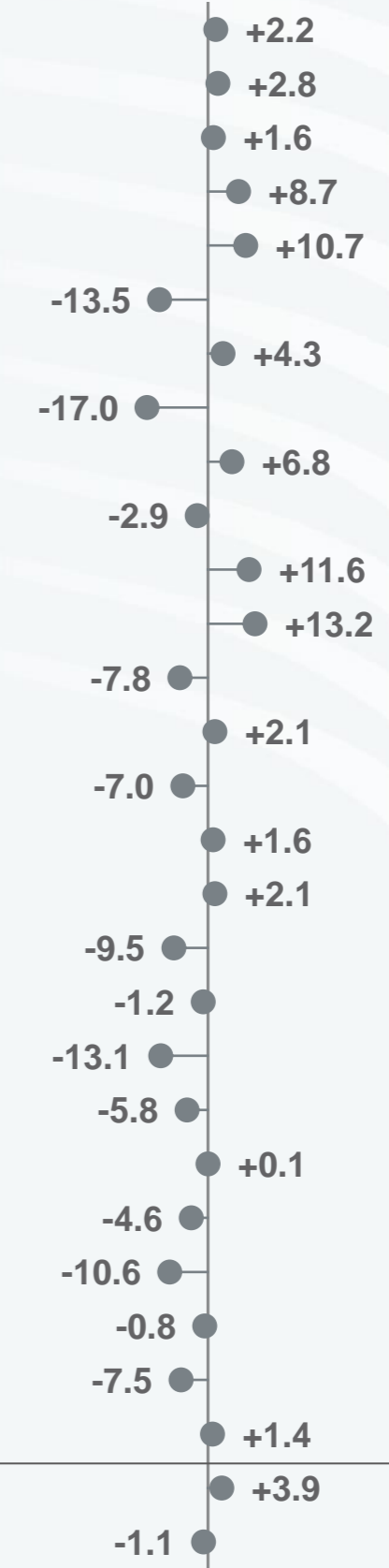
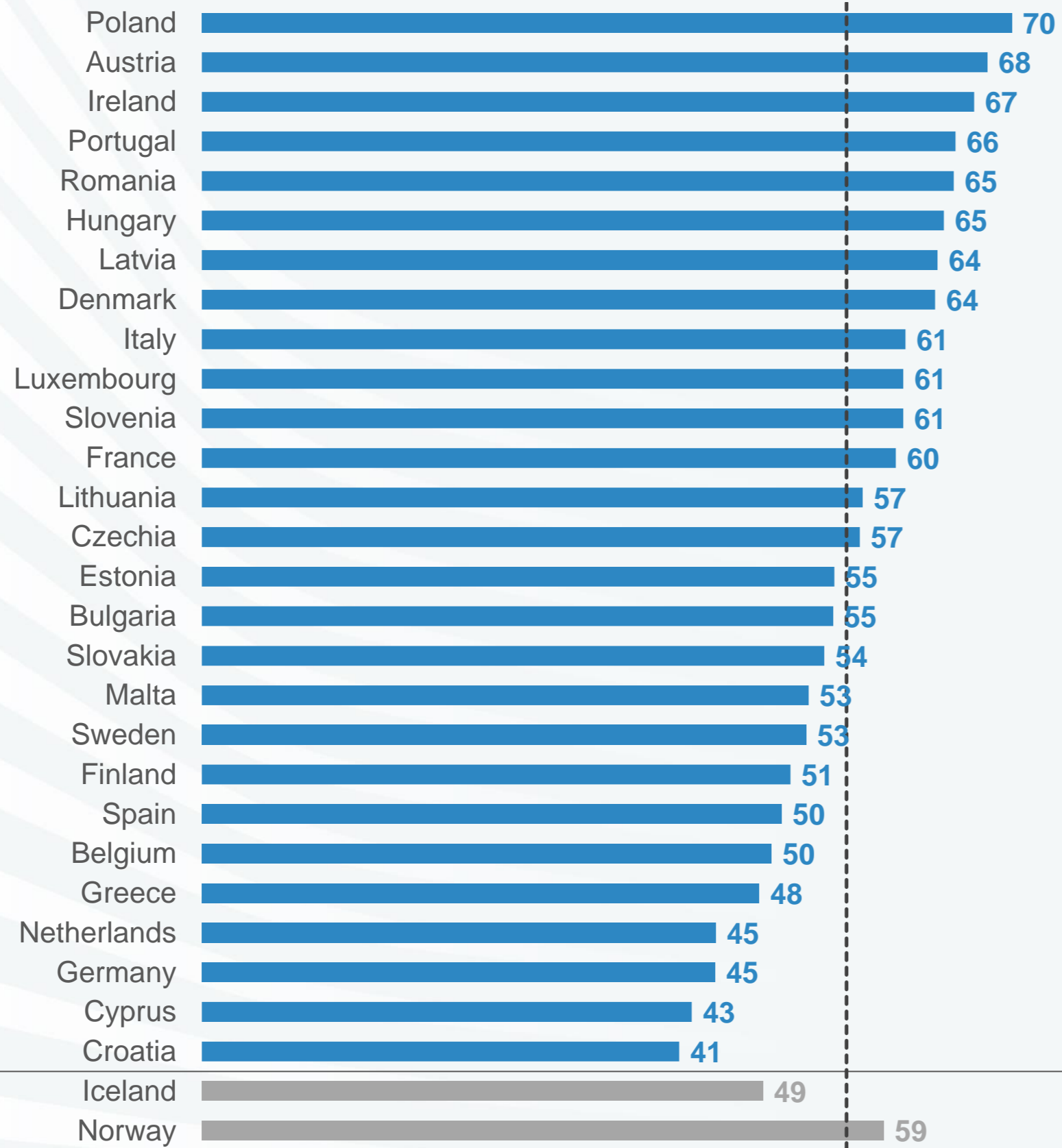
EU27 AVERAGE

2022

56

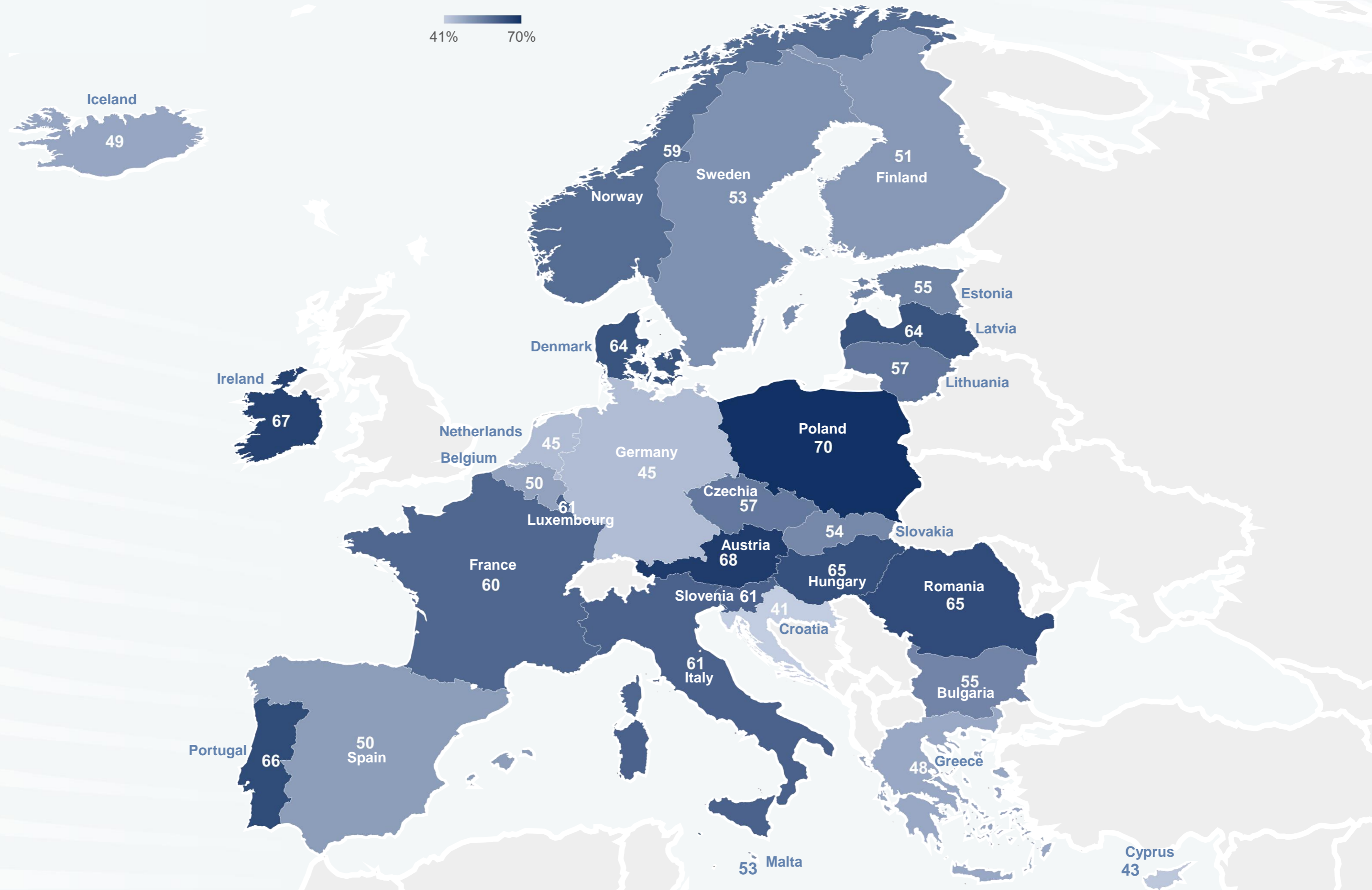
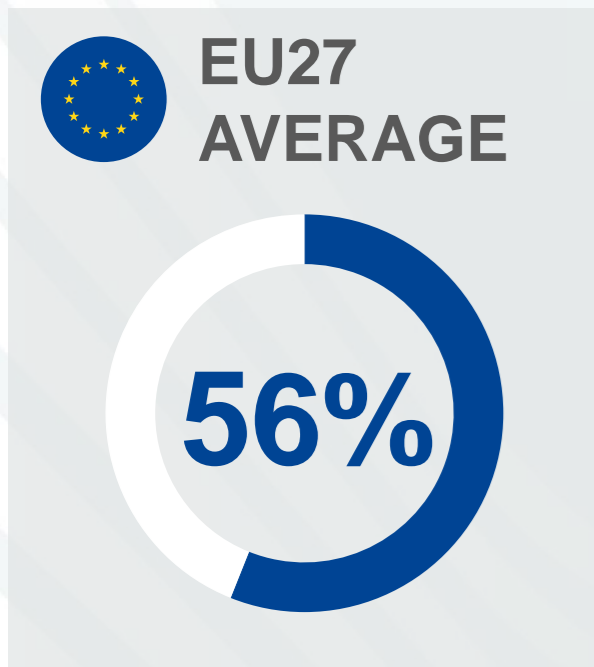
Change since 2018 (in pp)

+1,9

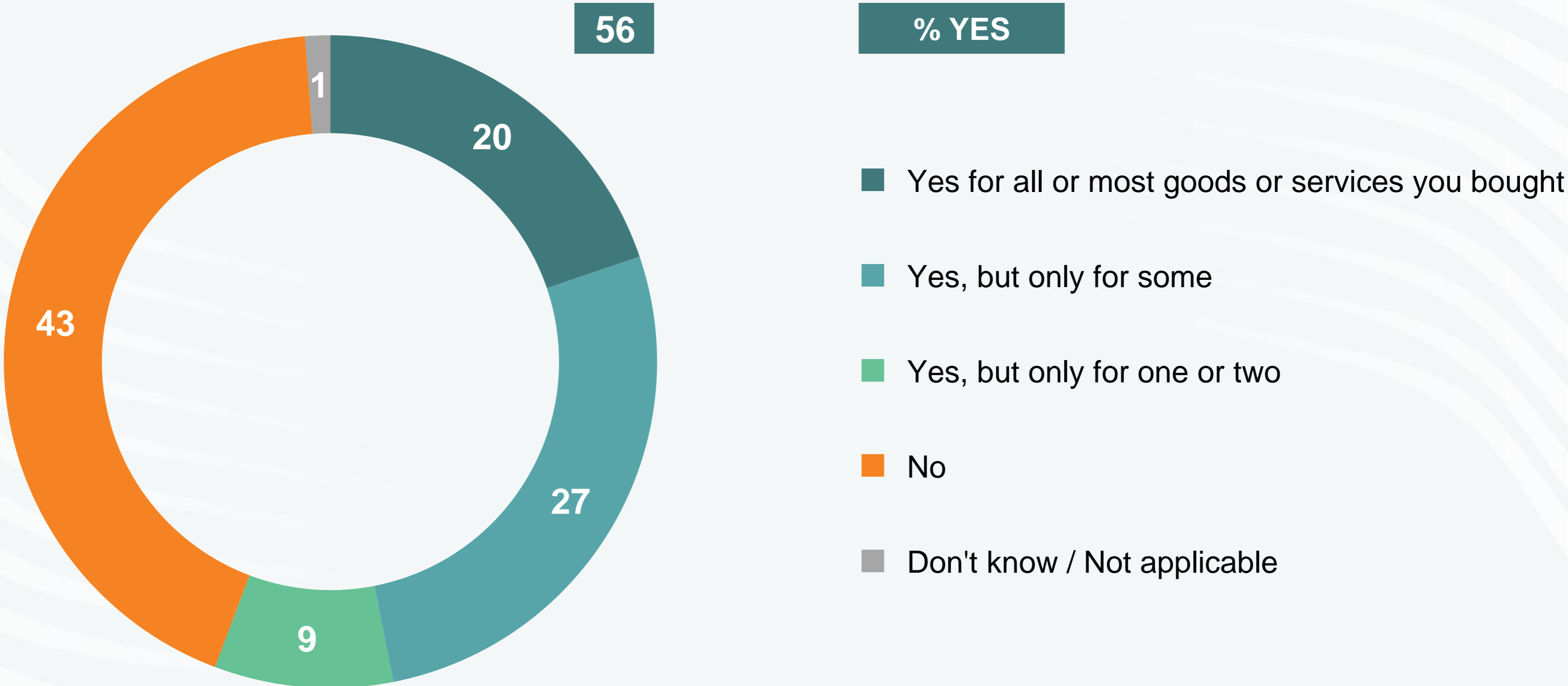




How strongly do you agree or disagree... Most environmental claims about goods or services are reliable
% Agree (strongly agree + agree)



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



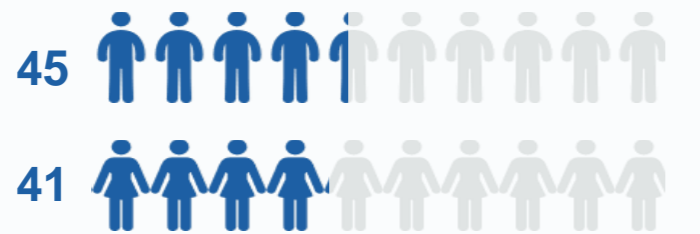


Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice?
% No

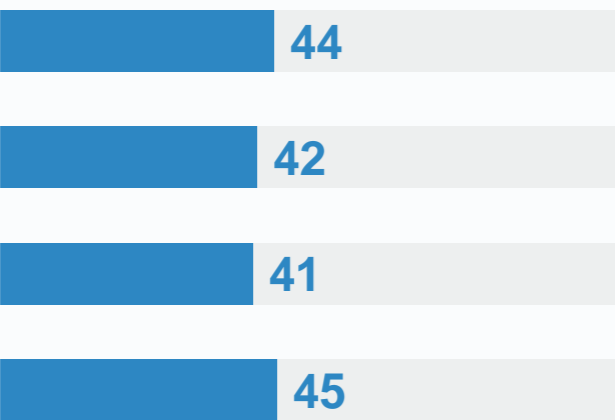
EU27 AVERAGE

43

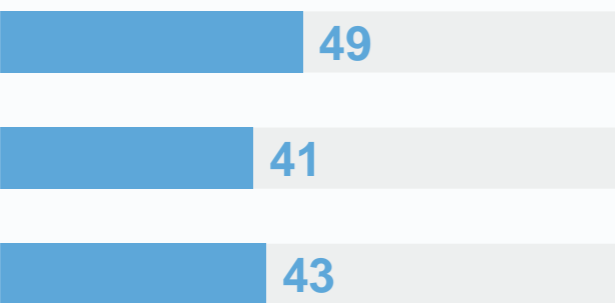
GENDER



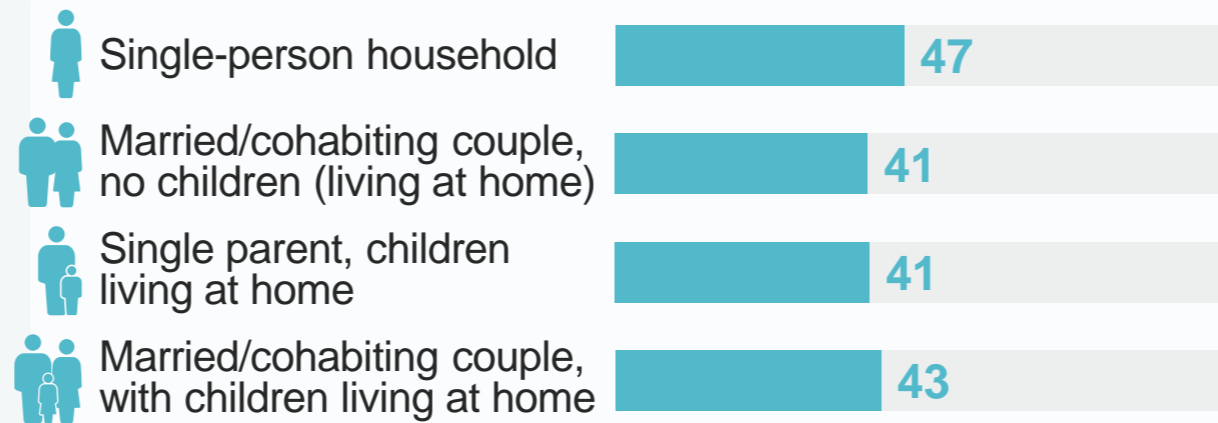
AGE



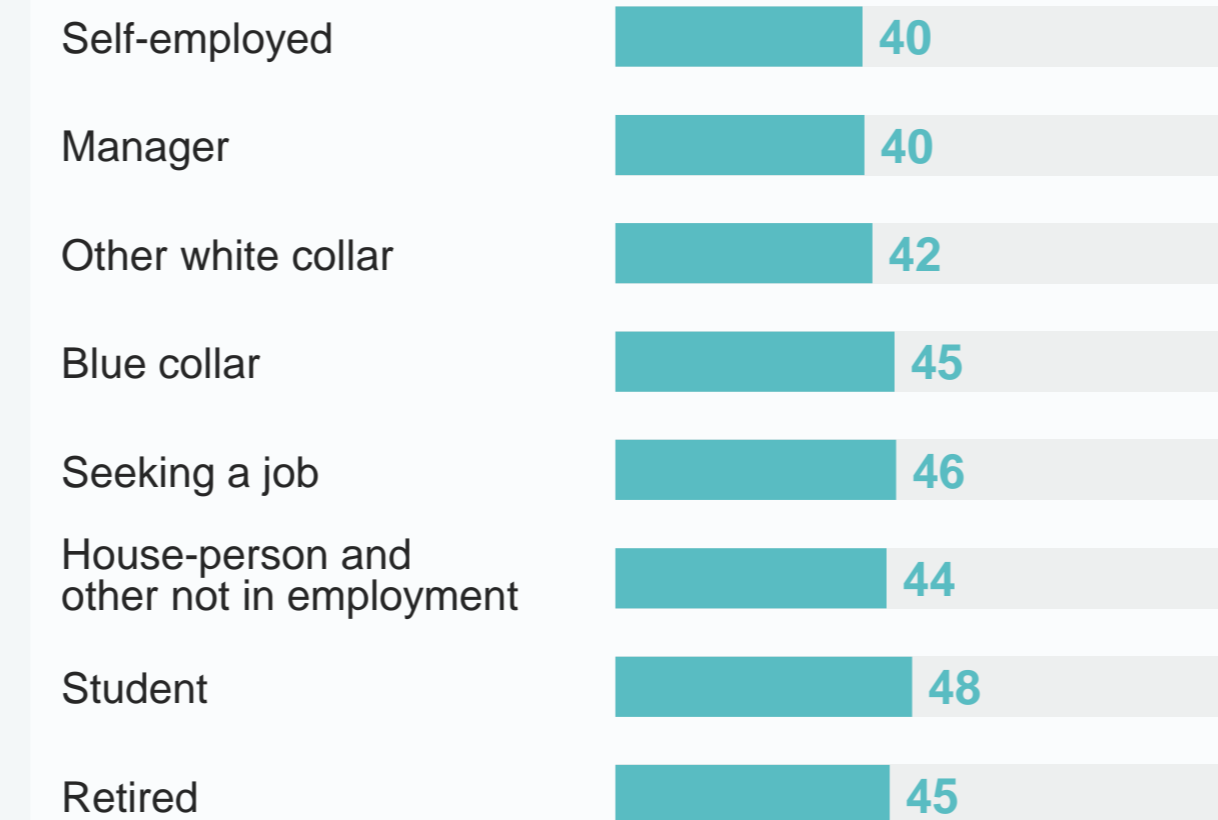
EDUCATION



HOUSEHOLD COMPOSITION



OCCUPATION



EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice?
% No

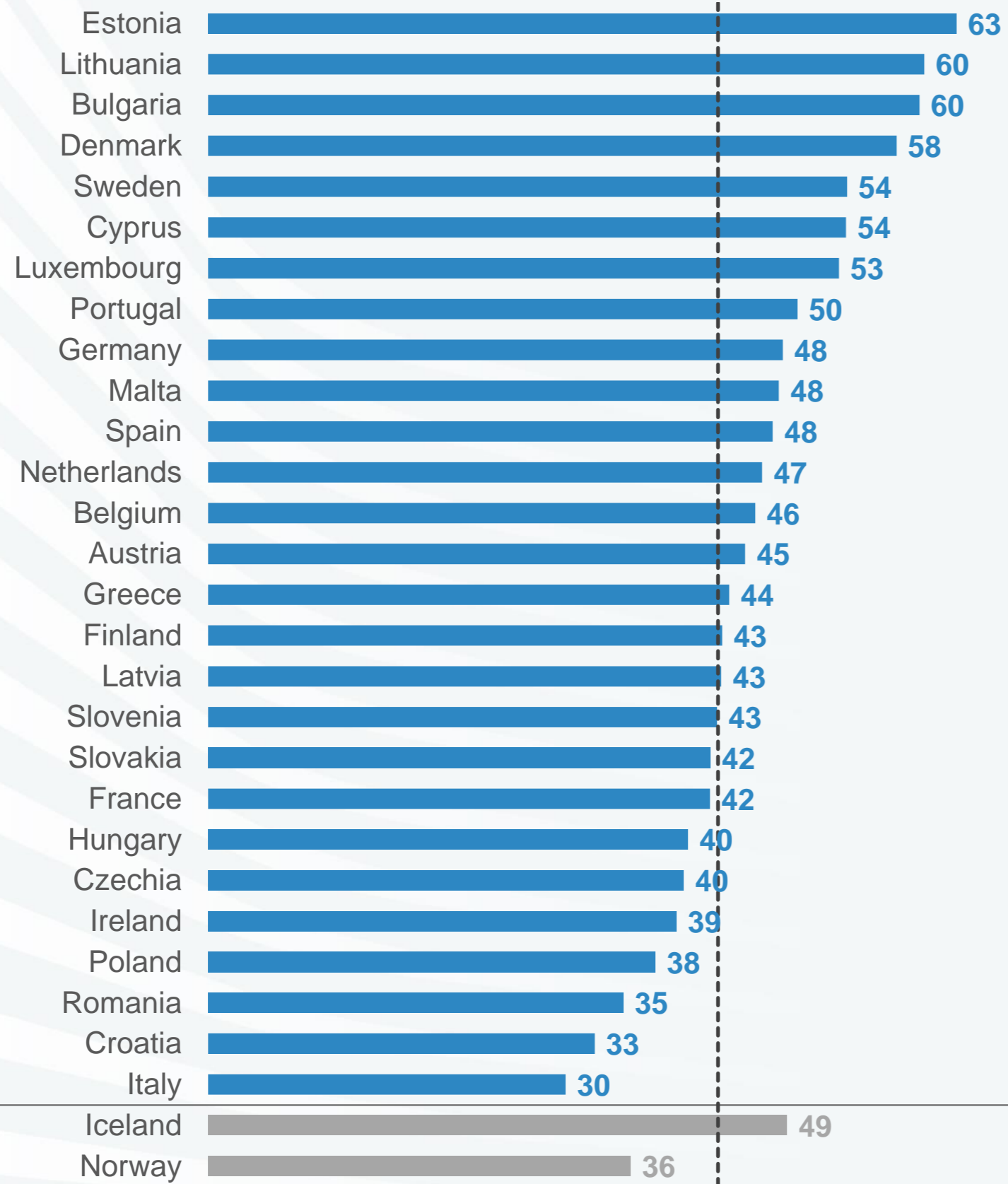
EU27 AVERAGE

2022

43

Change since 2018 (in pp)

+0,4





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 **20**

GENDER



Male



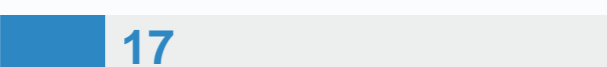
Female



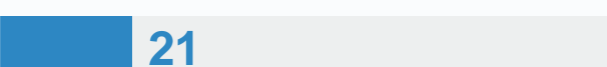
AGE



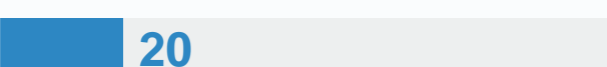
18-34 y.o.



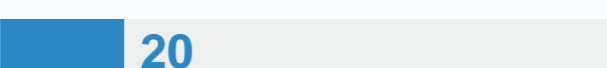
35-54 y.o.



55-64 y.o.



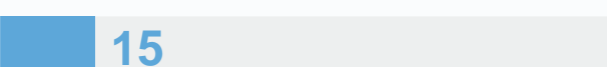
65+ y.o.



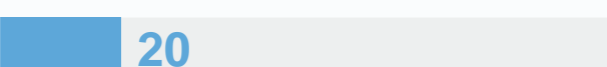
EDUCATION



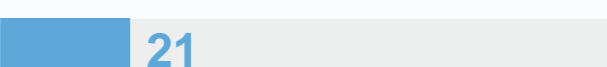
Less than high school



High school



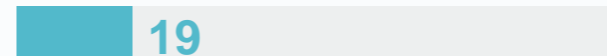
Some college



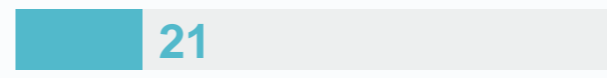
HOUSEHOLD COMPOSITION



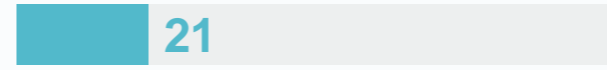
Single-person household



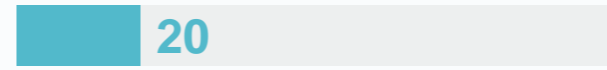
Married/cohabiting couple, no children (living at home)



Single parent, children living at home



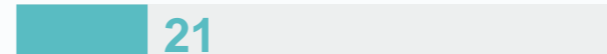
Married/cohabiting couple, with children living at home



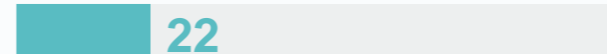
OCCUPATION



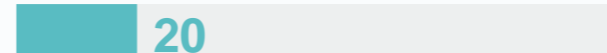
Self-employed



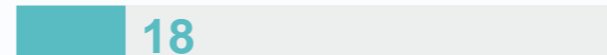
Manager



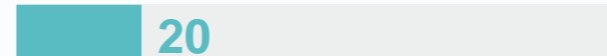
Other white collar



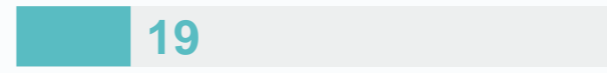
Blue collar



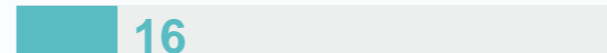
Seeking a job



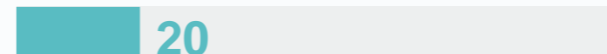
House-person and other not in employment



Student



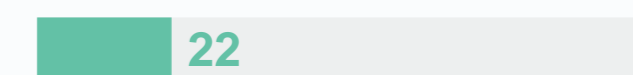
Retired



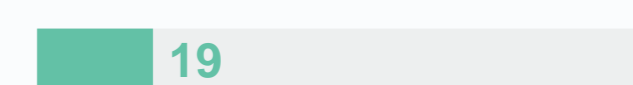
EASE OF MANAGING FINANCIALLY



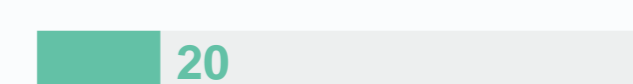
Very difficult



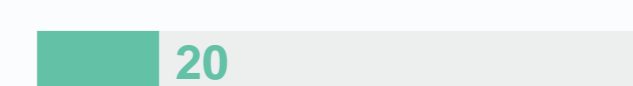
Fairly difficult



Fairly easy



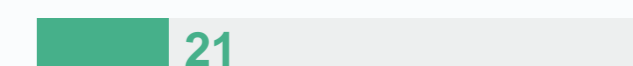
Very easy



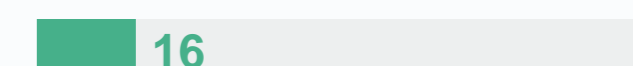
PURCHASED ONLINE IN PAST 12 MONTHS



Yes



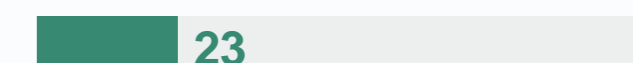
No



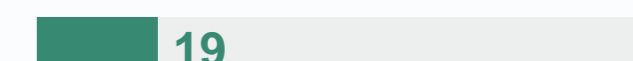
KNOWLEDGE OF CONSUMER RIGHTS



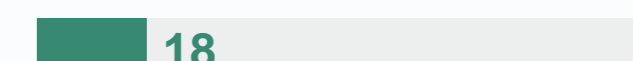
High



Medium



Low





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

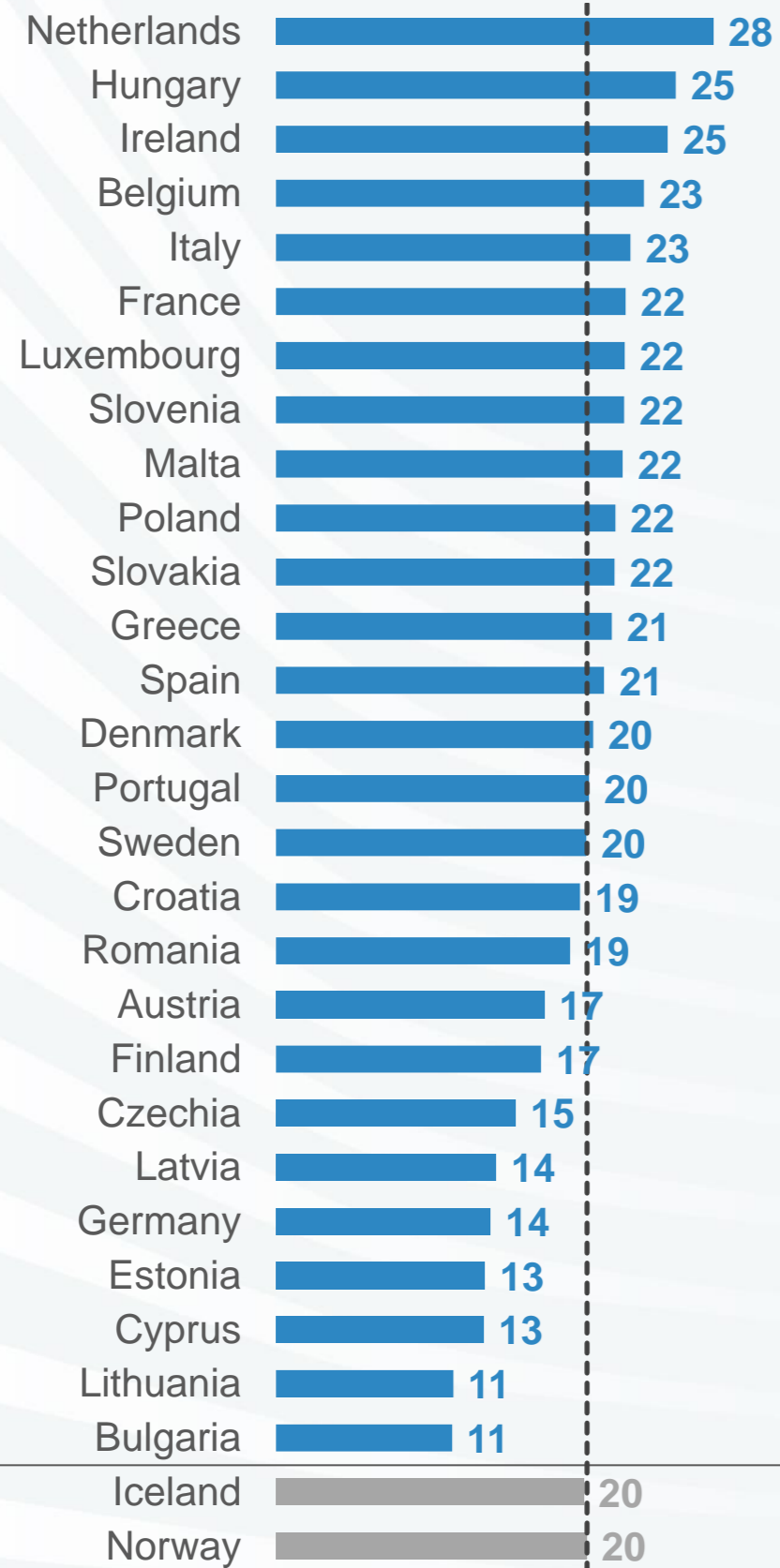
EU27 AVERAGE

2022

20

Change since 2018 (in pp)

+1,1



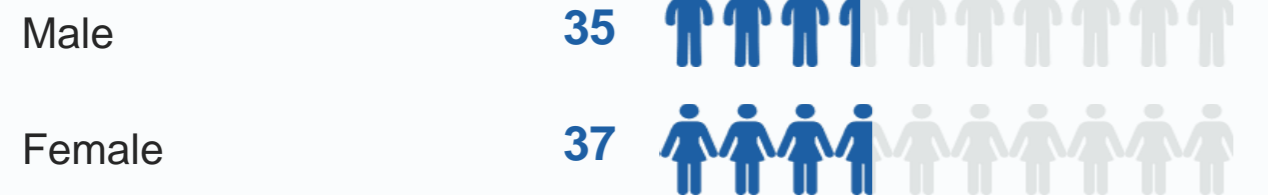


Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services influence your choice?

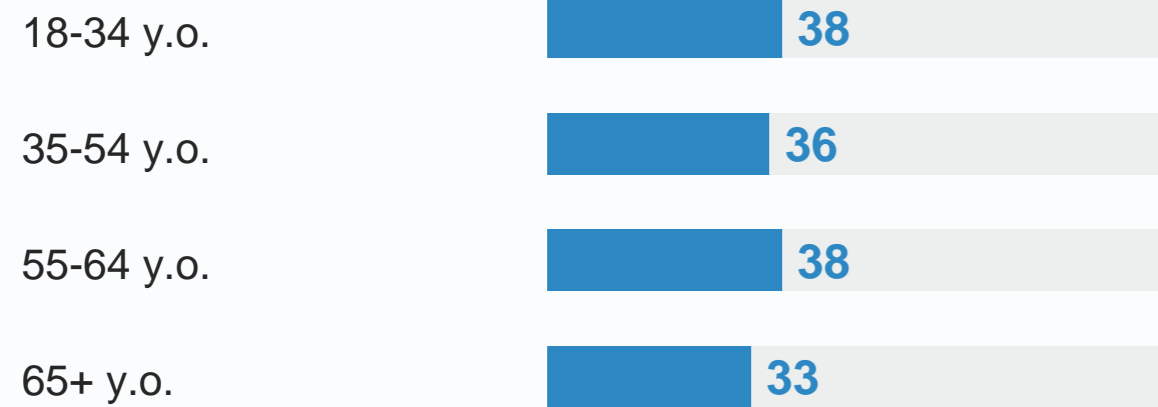
% Yes sometimes (only for some + only one or two)

EU27 AVERAGE **36**

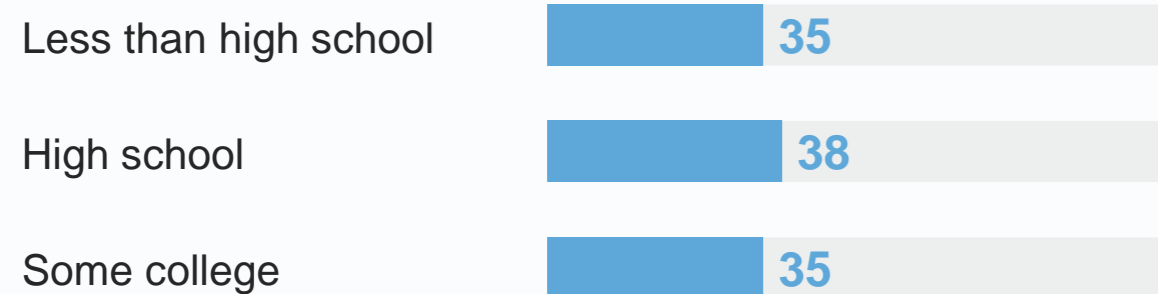
GENDER



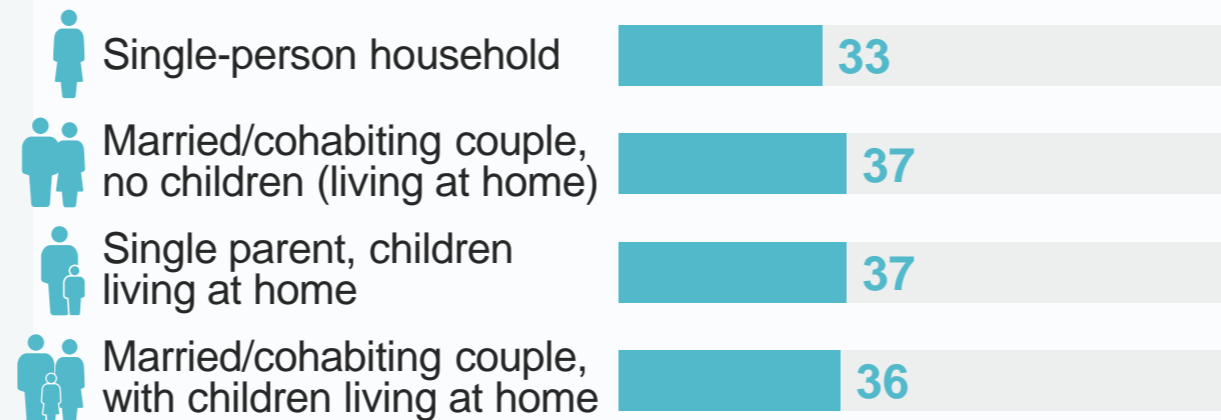
AGE



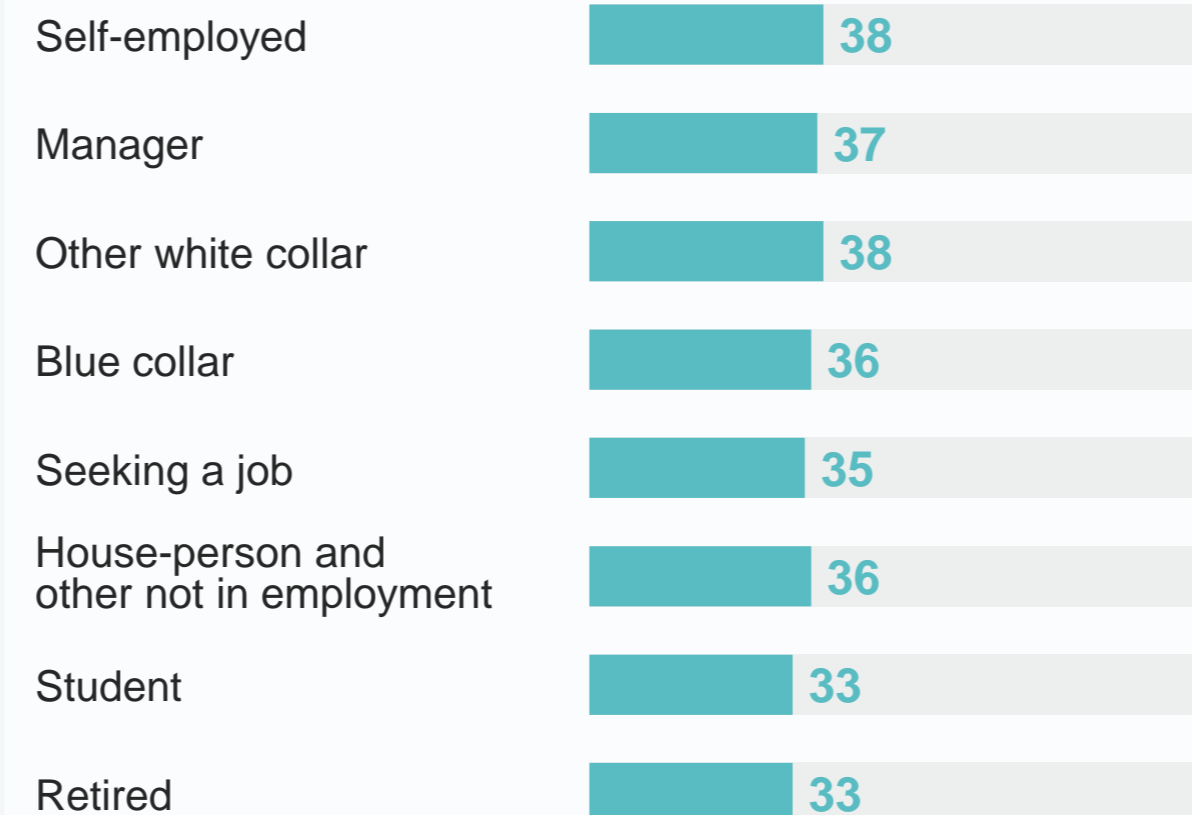
EDUCATION



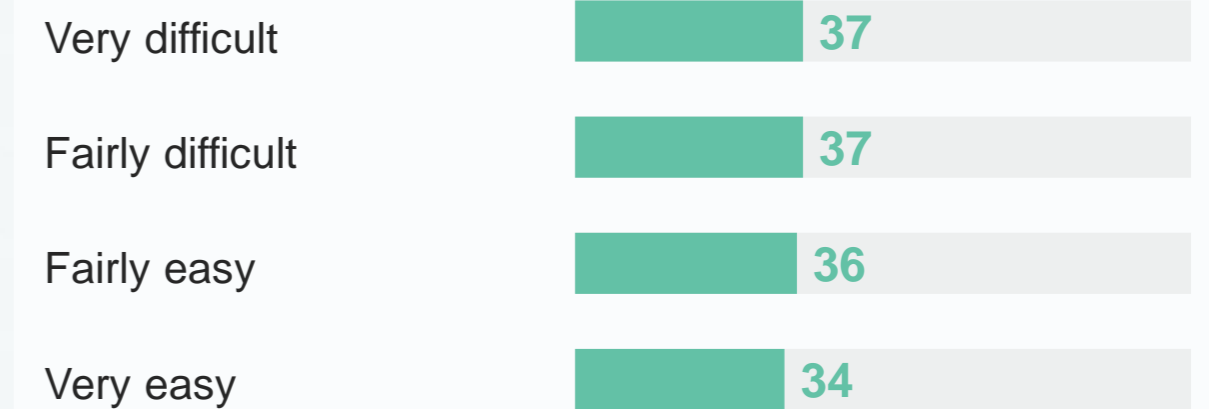
HOUSEHOLD COMPOSITION



OCCUPATION



EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





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

% Yes sometimes (only for some + only one or two)

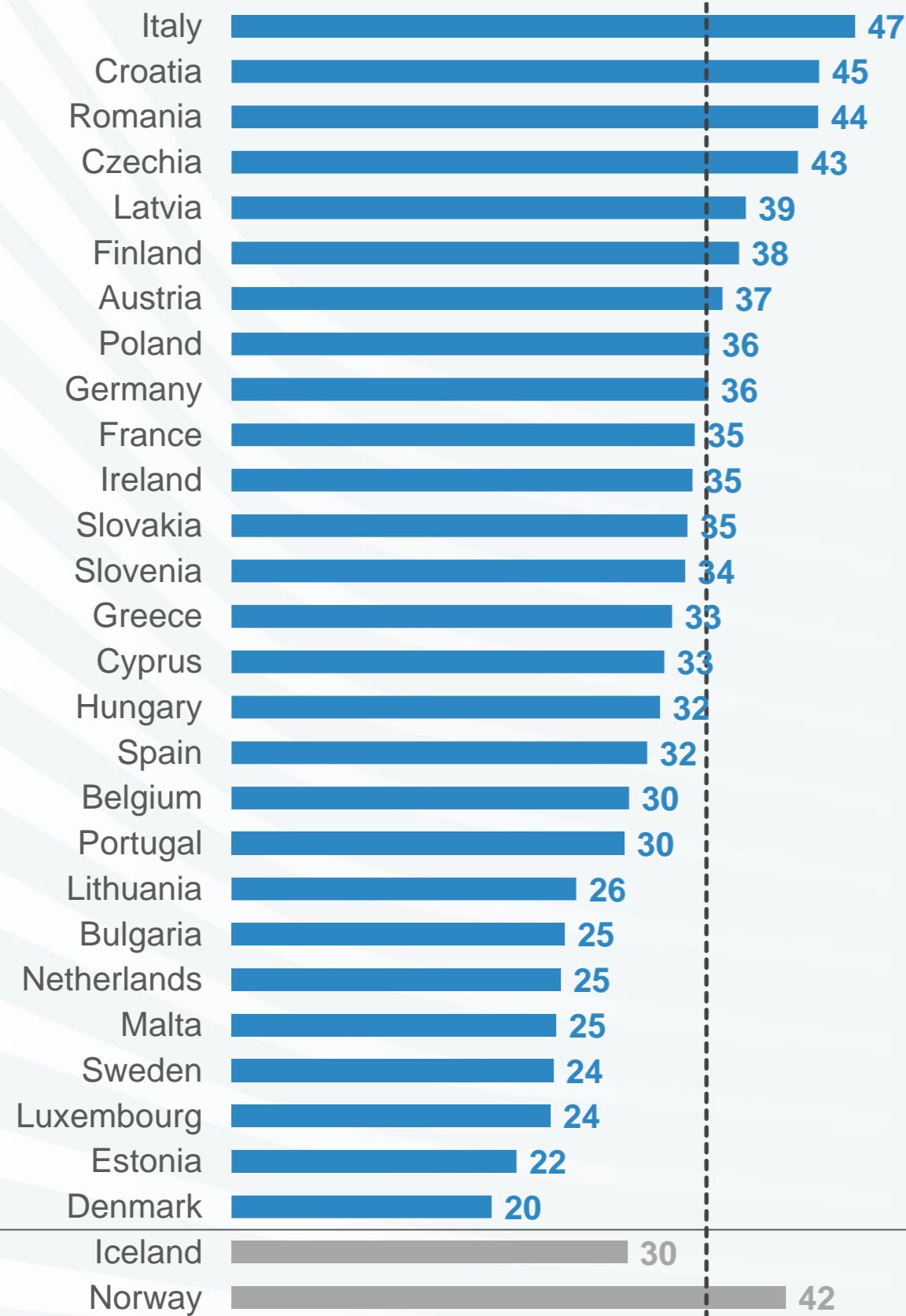
EU27 AVERAGE

2022

36

Change since 2018 (in pp)

+1,1

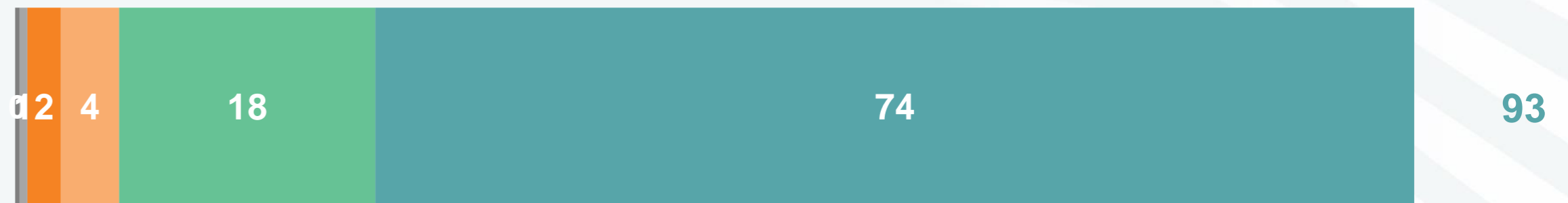




When you are buying electronic products, generally how important to you are each of the following?
By electronic products we mean, for example, TVs, audio players, IT equipment (such as computers, games consoles, laptops and tablet PCs) and mobile phones.

■ Not applicable ■ Don't know ■ Not at all important ■ Not very important ■ Fairly important ■ Very important % Very / Fairly important

That the product will last a long time



That the product can be easily repaired



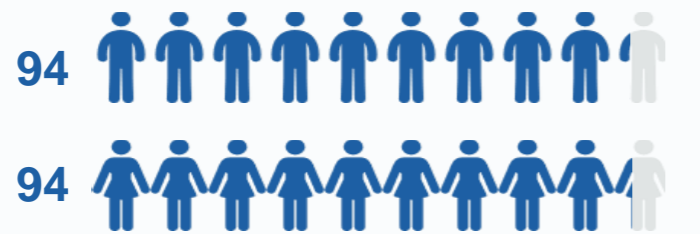


When you are buying electronic products, importance ... that the product will last a long time % Important (very important + fairly important)

EU27 AVERAGE

94

GENDER



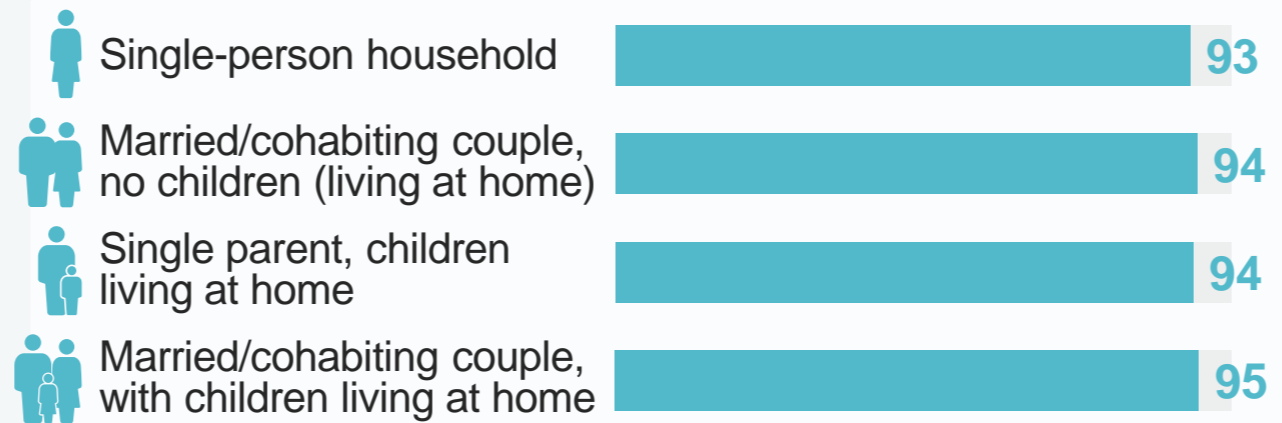
AGE



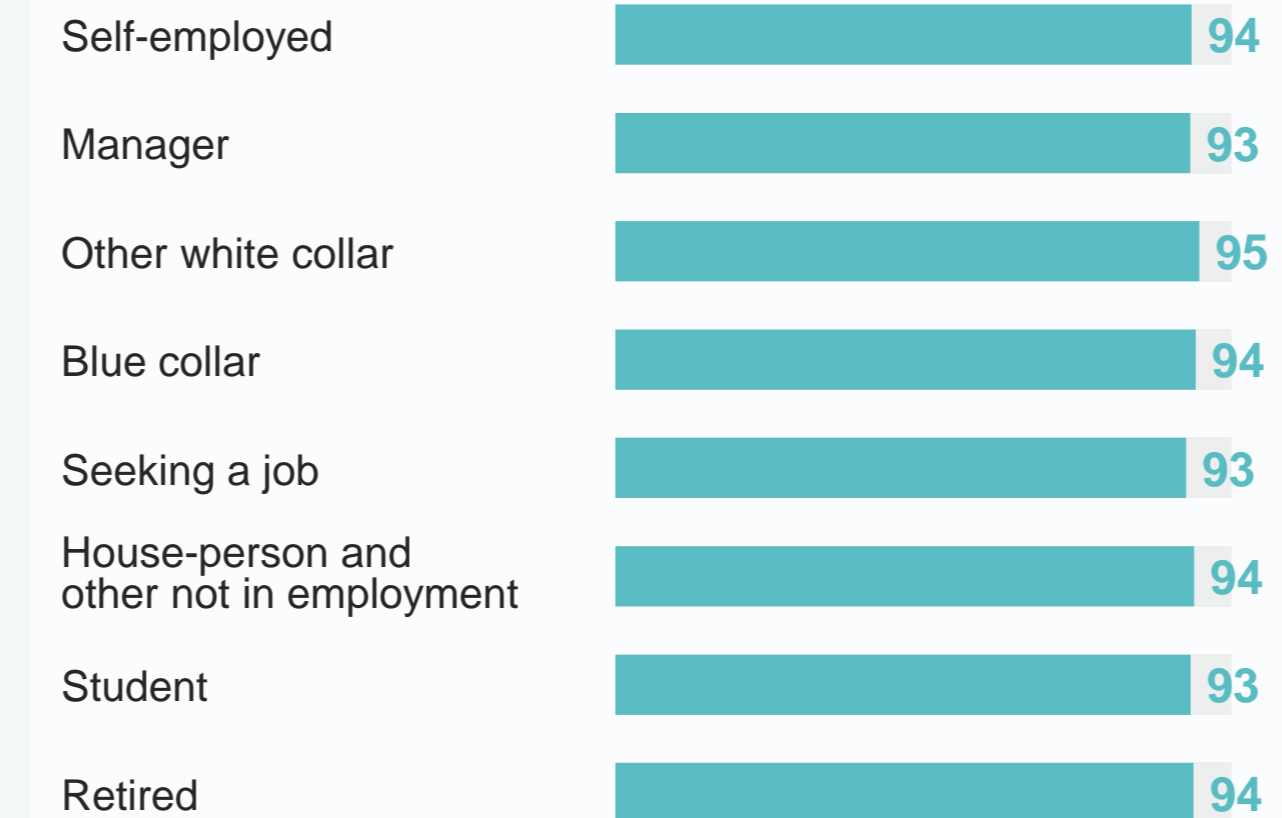
EDUCATION



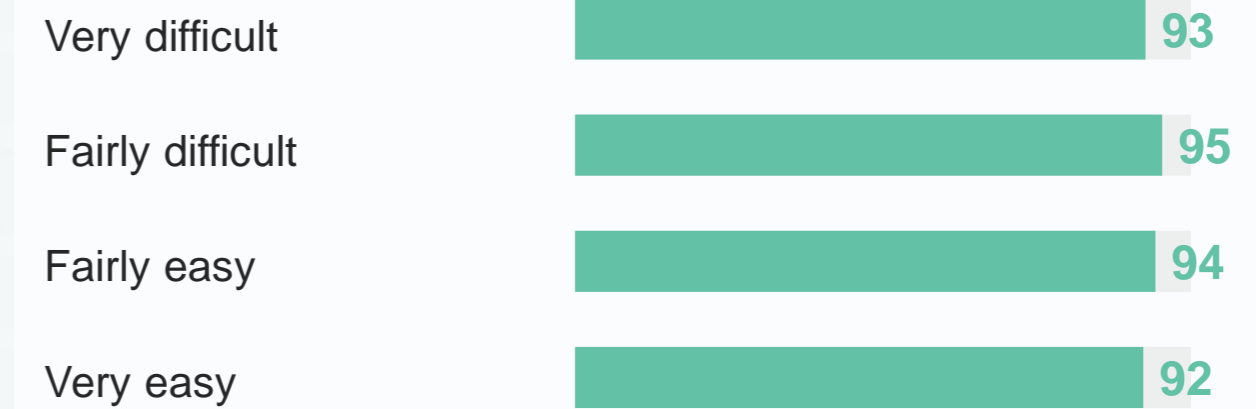
HOUSEHOLD COMPOSITION



OCCUPATION



EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





When you are buying electronic products, importance ... that the product can be easily repaired

% Important (very important + fairly important)

EU27 AVERAGE

84

GENDER



Male



Female



AGE



18-34 y.o.



35-54 y.o.



55-64 y.o.



65+ y.o.



EDUCATION



Less than high school



High school



Some college



HOUSEHOLD COMPOSITION



Single-person household



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



Single parent, children living at home



Married/cohabiting couple, with children living at home



OCCUPATION



Self-employed



Manager



Other white collar



Blue collar



Seeking a job



House-person and other not in employment



Student



Retired



EASE OF MANAGING FINANCIALLY



Very difficult



Fairly difficult



Fairly easy



Very easy



PURCHASED ONLINE IN PAST 12 MONTHS



Yes



No



KNOWLEDGE OF CONSUMER RIGHTS



High



Medium



Low



When you are buying electronic products, generally how important to you are each of the following?
 By electronic products we mean, for example, TVs, audio players, IT equipment (such as computers, games consoles, laptops and tablet PCs) and mobile phones.

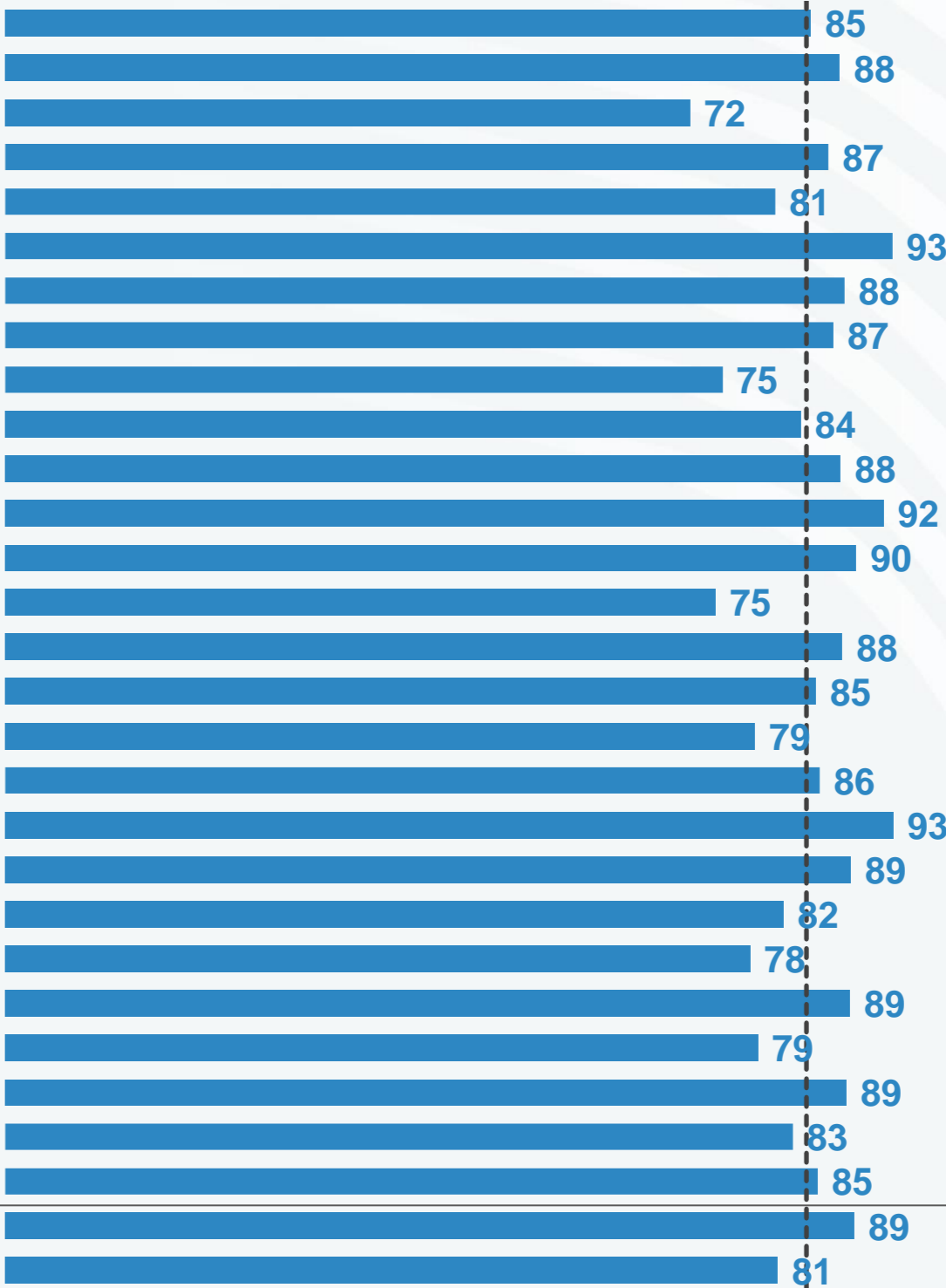
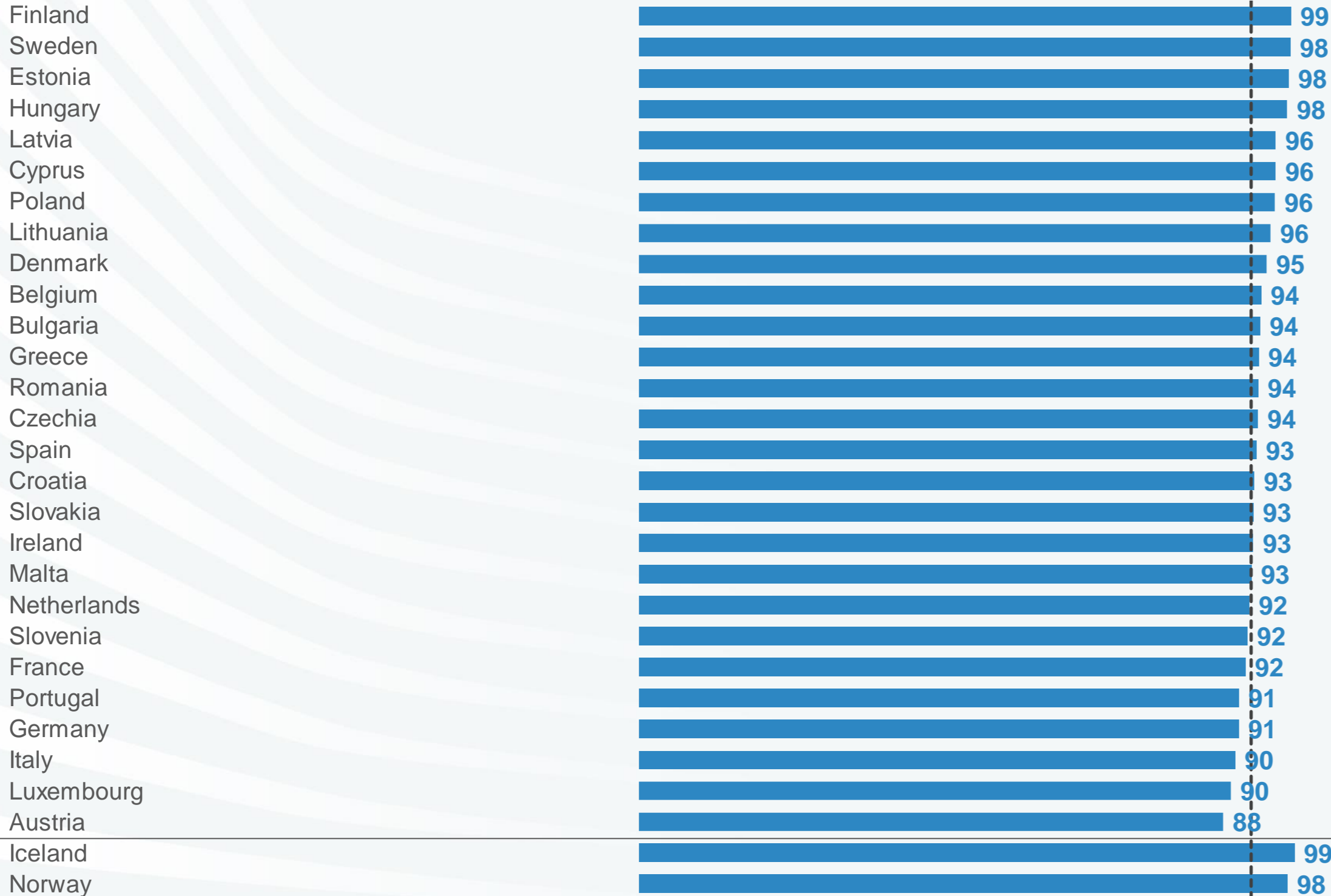
That the product will last a long time

That the product can be easily repaired

EU27 AVERAGE

93

84



Base: Adults (aged 18+)

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