

Consumer protection in the internal market

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Report

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This document does not represent the point of view of the European Commission.
The interpretations and opinions contained in it are solely those of the authors.

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INTRODUCTION

The single market is about bringing down barriers and simplifying existing rules to enable everyone in the EU - individuals, consumers and businesses - to make the most of the opportunities offered to them by having direct access to 27 countries and nearly 500 million people.

The cornerstones of the single market are often said to be the 'four freedoms' - the free movement of people, goods, services and capital. These freedoms are enshrined in the EC Treaty and form the basis of the single market framework. Although purchases of foreign-made products that are bought from retailers or suppliers and sold to consumers in their own countries is an important part of the integration of internal market, this survey focuses mainly on the direct business to consumer sales cross borders.

Every citizen is a consumer and the European Union takes great care to protect their health, safety and economic well-being. It promotes their rights to information and education, takes steps to help them safeguard their interests, and encourages them to set up and run consumer associations.

Consumer policy is part of the Union's strategic objective of improving economic competitiveness and the quality of life of all its citizens. In addition to direct action to protect their rights, the Union ensures that consumer interests are built into EU legislation in all relevant policy areas. As the single market and the single currency open trading borders, as use of the Internet and electronic commerce grows and as the service sector expands, it is important that all EU citizens benefit from the same high level of consumer protection.

The scope of EU consumer protection policy has also broadened, reflecting a shift in people's needs and expectations. New legislation is setting higher, harmonised EU safety, security and health standards designed to increase consumer confidence.

In view of these objectives, the Directorate-General for Health and Consumer Protection aims to measure on a regular basis consumer attitudes and experiences on cross-border transactions across Europe as well as their views on specific measures that are meant to protect their rights.

This report presents the results of the second Special Eurobarometer survey on Consumer Protection in the European Union. The first study was carried out in 2006¹. References are also made to the Flash Eurobarometer² survey that was carried out in 2002³.

For this present survey, 26 746 interviews were conducted face-to-face in people's homes in their national language between the 18th of February and the 22nd of March 2008. The countries surveyed include all the EU Member States, i.e. 27 countries following the accession of Bulgaria and Romania in 2007.

The main focus of this analysis is to provide a picture of the actual volume of cross-border shopping in the European Union and of consumer protection measures that are likely to facilitate and encourage cross-border shopping. Another aim is to explore the

¹ Special Eurobarometer 252 in http://ec.europa.eu/public_opinion/archives/ebs/ebs252_en.pdf

² In Special Eurobarometer surveys interviews are carried out face-to-face while Flash Eurobarometer uses telephone interviewing technique. Consequently, these surveys are not directly comparable.

³ http://ec.europa.eu/public_opinion/archives/ebs/ebs_175_fl128_en.pdf

specific aspects of consumer trust or mistrust in relation to cross-border purchases. European perceptions of national consumer protection systems are also assessed in this survey.

For each theme addressed, the analysis looks at:

- European trends as a whole;
- individual countries;
- changes compared to earlier surveys when applicable;
- socio-demographic variables.

Furthermore, some questions are cross tabulated with all other questions in order to gain further insight into the reasons that might explain the behaviour and perception of European consumers. These variables include:

- 1) respondents who have **made at least one cross-border purchase**(QC1 and QC2);
- 2) respondents who **are/are not interested in making a cross-border purchase** (QC15.6);
- 3) respondents who **have an Internet connection at home** (D48);
- 4) respondents who **feel that their consumer rights are adequately protected** (QC20.6);
- 5) respondents who have made a formal complaint (QC12);
- 6) Respondents who live in the six largest Member States compared to those who live in other Member States (referred to as 'Big 6' and 'Other MS' in the tables)⁴.

These additional data are used throughout the report when relevant and the cross-tabulations results are annexed at the end of this report.

It should be noted that EB65.1 was carried out in the 25 Member States of that time while EB69.1 was conducted in 27 Member States after the accession of Bulgaria and Romania. All comparisons at EU level represent differences between these two.

This survey was carried out by TNS Opinion & Social network. The methodology used is that of Eurobarometer surveys as carried out by the Directorate General for Communication ("Research and Political Analysis" Unit). A technical note on the manner in which interviews were conducted by the Institutes of the TNS Opinion & Social network is appended as an annex to this report. This note indicates the interview methods and the confidence intervals.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews per country, the real percentages vary within the following confidence limits:

Observed percentages	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Confidence limits	± 1.9 points	± 2.5 points	± 2.7 points	± 3.0 points	± 3.1 points

⁴ The six largest Member States of the EU in terms of population are Germany, the United Kingdom, Italy, France, Spain and Poland

1. LEVEL OF CROSS-BORDER SHOPPING

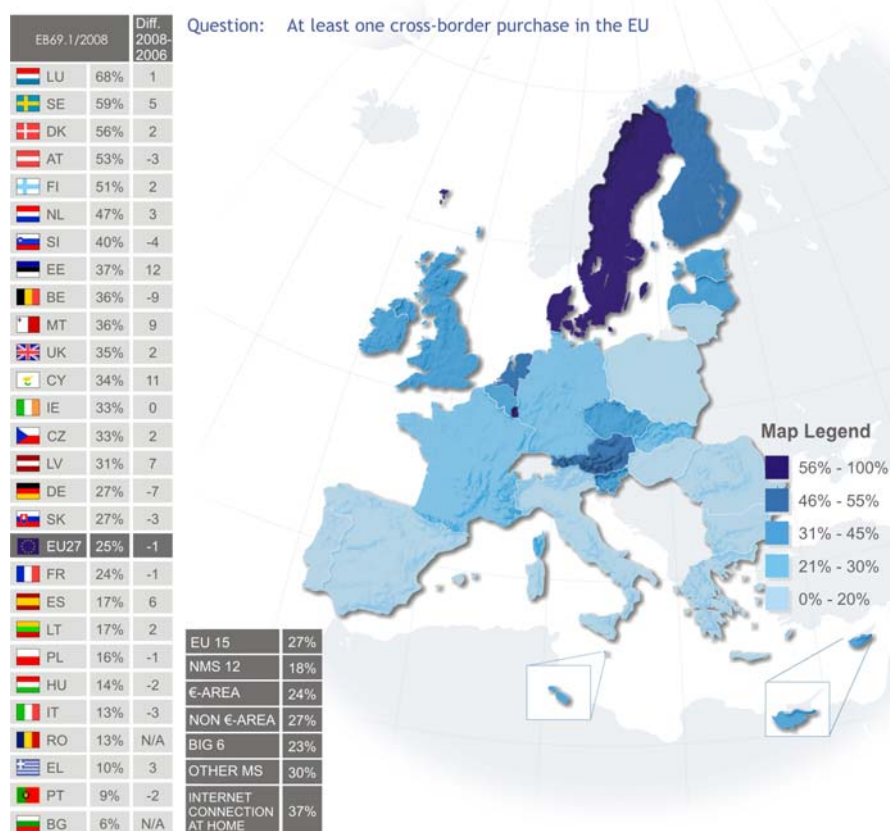
Cross-border shopping is any purchase made by consumers from retailers or providers located in a country other than the country in which a particular consumer is resident. A purchase can be made either in person or via distance shopping. This includes the following:

- **travelling to another country with the primary purpose of purchasing products or services there;**
- **purchases which are made in another country on the occasion of a business trip or holiday** excluding products or services that are part of the trip itself such as transport, accommodation, leisure activities, meals, etc.;
- **distance shopping via the Internet, by phone or by post** from suppliers situated in other countries; and
- **purchasing from sales representatives** based in other countries that offer their products directly to consumers.

Cross-border shopping does not include purchases of foreign-made products bought from retailers or suppliers situated in a respondent's own country.

This survey deals with purchases made by respondents as private consumers and excludes purchases made on a professional basis. Furthermore, **the focus of this study is on cross-border shopping and consumer rights within the EU's internal market.**

- The level of cross-border shopping remains the same as in 2006 -



At this stage, it is useful to present an overall picture of the levels of cross-border shopping in the European Union. This figure shows the aggregation of those who made a cross-border purchase in the European Union using one of the forms outlined above.

Overall, in the past year, 25% of all Europeans made a cross-border purchase in the European Union. This represents a marginal drop of 1 percentage point⁵ when compared to the results of a similar survey in 2006. This is partly explained by the low levels in Romania and Bulgaria who have since joined the EU in January 2007⁶. However, compared to the situation in 2002, we can see a strong increase in the level of cross-border shopping. In 2002, 13% of respondents living in the at the time 15 Member States said they had made a cross-border purchase in the year prior to the survey while the figure for the same group now stands at 27%⁷.

Compared to the EU average, respondents in the 12 new Member States and in the six largest Member States are slightly less likely to have made a cross-border purchase. On the other hand, those who have Internet access at home are significantly more likely than the average European to report that they have made a cross-border purchase in the year prior to this survey. The results at the level of individual countries show a substantial difference in consumer trends amongst countries.

⁵ This figure should be interpreted within the confidence limits shown in the technical specifications annexed to the end of this report.

⁶ The result for the former EU25 in this present wave is 26% which is identical to that seen in 2006.

⁷ These results are not directly comparable due to the different survey methodologies used (telephone interviews in 2002 vs. face-to-face interviews in 2008).

Nordic and small countries stand out. The most cross-border purchases were made in Luxembourg (68%) followed by Sweden (59%) and Denmark (56%). The average difference between this survey and the one of two years ago is marginal. However, at a country level, big increases were recorded in Estonia (+12), Cyprus (+11) and Malta (+9) while a notable decrease was registered in Belgium (-9) and Germany (-7).

- Europeans spend yearly nearly 800€ on average on cross-border shopping-

Questionnaire source: QC3⁸

This survey measures the approximate total value of goods or services purchased by EU citizens from sellers/providers located in other European Union countries. Those who had made at least one cross-border purchase in the last 12 months prior to the survey were asked to say how much they spent, even if an approximate amount. All figures in this chapter are presented in euros.

QC3 In the last 12 months, approximately what was the total value of the goods or services you said you have purchased from sellers/providers located in other European Union countries? Please tell me how much you spent, even if it's an approximate amount.⁹

BASE: IF 'HAS MADE AT LEAST ONE EU CROSS-BORDER PURCHASE'

	Average (€)	1-50	51-100	101-500	501-1000	1001-5000	5000+	Refusal	DK
EU27	797.3	12%	13%	38%	10%	8%	2%	3%	14%
EU15	812.3	11%	14%	38%	10%	9%	2%	3%	13%
NMS12	707.9	14%	11%	35%	10%	7%	2%	5%	16%
€-AREA	878.1	12%	14%	37%	10%	9%	2%	2%	14%
NON €-AREA	672.4	12%	12%	38%	12%	8%	2%	3%	13%
BIG SIX	796.3	12%	14%	37%	10%	8%	2%	3%	14%
OTHER MS	799.0	11%	12%	40%	11%	9%	1%	3%	13%
MT	3679.5	9%	6%	36%	11%	10%	3%	1%	24%
LU	2344.5	4%	6%	32%	11%	15%	7%	3%	22%
EL*	1501.4	5%	7%	39%	12%	5%	5%	7%	20%
FR	1340.5	13%	16%	33%	13%	8%	1%	2%	14%
NL	1191.1	14%	17%	37%	8%	13%	2%	-	9%
BE	1166.6	10%	11%	43%	10%	13%	4%	-	9%
PL	1060.2	11%	13%	32%	11%	12%	3%	3%	15%
DK	1013.6	5%	12%	37%	19%	14%	2%	1%	10%
ES	965.7	3%	10%	32%	6%	8%	1%	5%	35%
IE	859.5	6%	13%	38%	12%	9%	1%	3%	18%
FI	730.0	9%	17%	44%	12%	11%	1%	-	6%
LT	700.6	10%	15%	32%	17%	11%	1%	1%	13%
UK	670.4	11%	13%	39%	12%	8%	3%	3%	11%
LV	642.6	13%	13%	38%	12%	10%	1%	2%	11%
DE	612.1	14%	18%	41%	10%	9%	2%	2%	4%
SI	606.4	13%	15%	45%	12%	7%	1%	-	7%
CY	605.7	6%	6%	51%	14%	11%	1%	1%	10%
EE	593.5	13%	17%	44%	13%	8%	2%	-	3%
AT	579.6	7%	10%	41%	11%	7%	1%	5%	18%
RO*	577.4	2%	3%	39%	12%	4%	1%	20%	19%
SK	504.7	7%	12%	34%	7%	7%	1%	3%	29%
CZ	487.6	13%	15%	45%	10%	4%	1%	1%	11%
SE	438.8	10%	12%	48%	9%	9%	1%	-	11%
PT*	420.0	11%	9%	32%	11%	3%	-	7%	27%
IT*	389.4	19%	8%	34%	4%	4%	1%	6%	24%
BG*	370.8	2%	9%	26%	12%	3%	-	9%	39%
HU*	41.0	67%	1%	10%	-	1%	-	2%	19%

 =highest percentage per item

xx =highest percentage per country

⁸ QC3 In the last 12 months, approximately what was the total value of the goods or services you said you have purchased from sellers/providers located in other European Union countries? Please tell me how much you spent, even if it's an approximate amount.

⁹ In the countries which are marked with a "*" the bases are too small for a reliable analysis.

First, it can be observed that those who have made a cross-border purchase in the past 12 months spent **on average 797 euros**. Across the European Union Member States, more than half of all citizens (51%) who made at least one cross-border purchase, spent **between 51€ and 500€** for goods and services offered by sellers/providers located in other European Union countries.

Even if direct comparisons cannot be made with the earlier surveys due to different wording and scale of the questions, it can be pointed out that, as was the case in 2006, those Europeans who have made cross-border purchases tend to spend less than 500€ on a yearly basis and only very few spend more than 5000 €.

When looking at the average amount that was used for cross-border purchases, **people living in euro area countries spent more** than residents of non-euro area countries. Similarly – and partly linked to this - people in the new Member States spent less on average than people in the EU15 countries. Consequently it can be presumed that having the single currency facilitates cross-border price comparisons for consumers and hence promotes cross-border purchases.

Respondents in small countries like Luxembourg and Malta spent more than residents of larger countries. As in the previous survey, Luxembourg is top of the list of EU countries in terms of the value of goods and services acquired via cross-border purchases. Regarding the average value of cross-border purchases, there is however only a marginal difference between the six largest and the other Member States.

The level of wealth in individual countries may play a part in determining the value of commercial transactions by consumers. In Luxembourg, for instance, 22% have made purchases of over €1000 in one year.

QC3 In the last 12 months, approximately what was the total value of the goods or services you said you have purchased from sellers\ providers located in other European Union countries? Please tell me how much you spent, even if it's an approximate amount.

BASE : IF HAS MADE AT LEAST ONE EU CROSS-BORDER PURCHASE



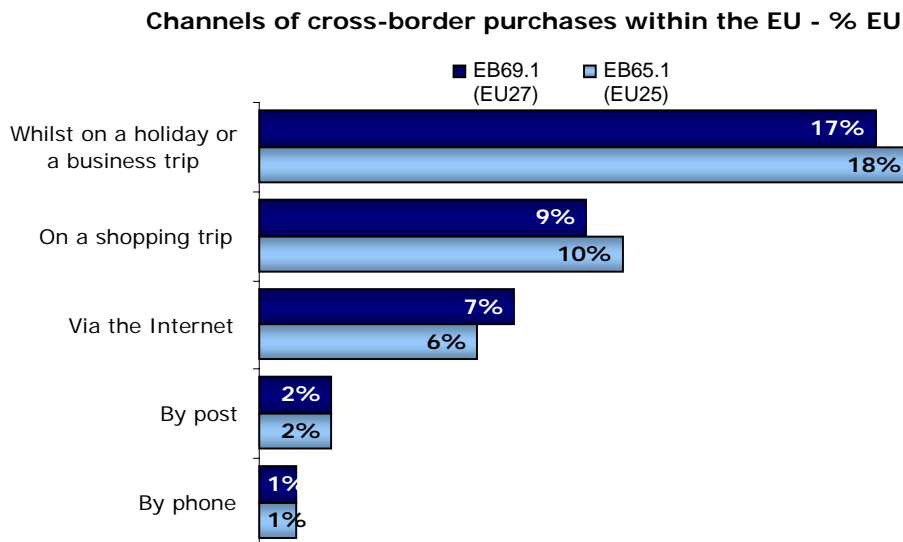
	Average
EU27	797.3
Sex	
Male	902.6
Female	665.0
Age	
15-24	339.9
25-39	1153.9
40-54	921.2
55 +	550.5
Education (End of)	
15	537.1
16-19	949.0
20+	925.9
Still studying	293.4
Has Internet connection at home	
Yes	878.5
No	439.0

People who have a higher income tend to be more likely to travel and more likely to spend. This may explain why people in the **25-39 age group** and those **who have a higher education** spent much more on average than the other groups.

The results also indicate that, on average, **men** spend much more than women on cross-border purchases in the EU.

Finally, there is a **considerable difference between those respondents who have an Internet connection at home and those who do not**: the first group is likely to spend much more on cross-border purchases than the latter. This is evidently linked to the fact that Internet shopping is the most common form of cross-border distance shopping. This aspect will be explored further in chapter 1.2.

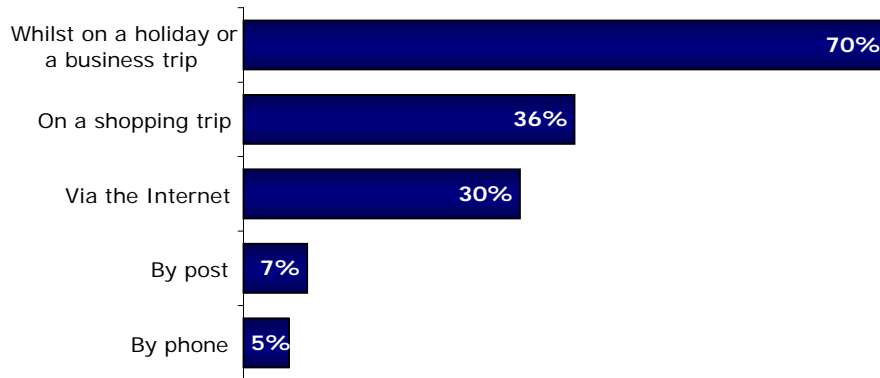
- Most cross-border purchases are made face-to face -



As was the case in 2006, Europeans are most likely to make cross-border purchases face-to-face, i.e. either when they are on holidays or on a business trip (17%) or on a shopping trip (9%). Further 7% made purchases in another EU country via the Internet. Post and phone are rarely used channels of cross-border shopping. No significant changes are observed since 2006.

When narrowing down the base to those who have made a cross-border purchase in the last 12 months, we observe the following figures:

Channels of cross-border purchases within the EU - % EU
BASE: Those who have made a cross-border purchase in the last 12 months

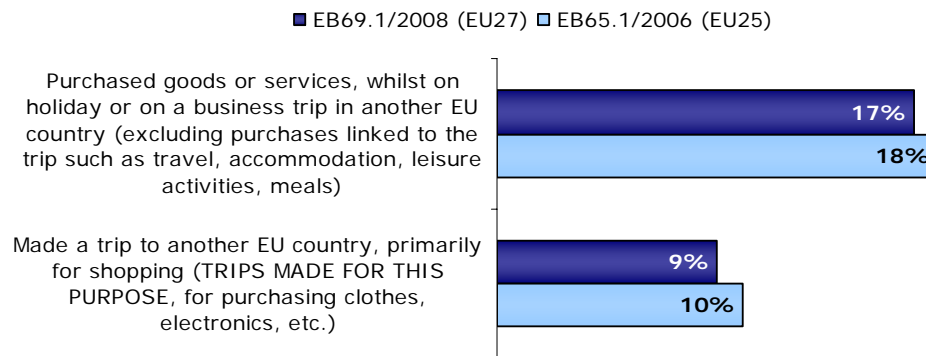


1.1 Cross-border shopping through the free movement of people

Questionnaire source: QC2¹⁰

- Travelling for cross-border shopping is quite rare -

QC2 In the last 12 months, have you...?



Trends related to cross-border purchases during holidays or business trips have generally remained unchanged. 17% of European citizens have purchased goods or services, whilst on holiday or on a business trip in another EU country excluding purchases linked to the trip such as travel, accommodation, leisure activities, and meals. Trips made exclusively for shopping remain relatively rare with only 9% of Europeans stating that they have travelled to another EU country for shopping.

If we take a longer interval and compare these results to the survey carried out in 2002, it is observed that **the frequency of shopping trips remains broadly similar within the EU15 while a significant increase is registered among those who have made cross-border purchases whilst on holiday or on a business trip.** Whether this can be attributed to an increase of travelling or to an increase in the level of cross-border shopping cannot be however defined¹¹.

¹⁰ QC2 In the last 12 months, have you...? 1. Made a trip to another EU country, primarily for shopping (TRIPS MADE FOR THIS PURPOSE, for purchasing clothes, electronics, etc.); 2. Purchased goods or services, whilst on holiday or on a business trip in another EU country (excluding purchases linked to the trip such as travel, accommodation, leisure activities, meals)

¹¹ These results are not directly comparable due to the different survey methodologies used (telephone interviews in 2002 vs. face-to-face interviews in 2008)

QC2.2 Purchased goods or services, whilst on holiday or on a business trip in another EU country	Yes	No	DK
EU15	18%	81%	1%
NMS12	14%	85%	1%
€-AREA	15%	84%	1%
NON €-AREA	21%	78%	1%
BIG 6	15%	84%	1%
OTHER MS	21%	78%	1%
INTERNET CONNECTION AT HOME	26%	73%	0%

Respondents in the EU15 are more likely to have purchased goods and services whilst on holiday or on a business trip than respondents from the new Member States.

Interestingly, respondents living in non-euro area countries are more likely than those living in the euro area to say that they have done some cross-border shopping while in another EU country for other purposes. This is partly explained by the high figure for the UK (28%).

QC2.1 Made a trip to another EU country, primarily for shopping	Yes	No	DK
EU15	9%	90%	1%
NMS12	9%	89%	2%
€-AREA	9%	89%	2%
NON €-AREA	9%	90%	1%
BIG 6	8%	90%	2%
OTHER MS	11%	88%	1%
INTERNET CONNECTION AT HOME	12%	87%	1%

Finally, it can be noted that in the six largest Member States respondents are slightly less likely to both make cross border purchases while on holiday or business trip and make trips explicitly for shopping purposes than respondents who reside in other Member States.

- Respondents in small and centrally located countries go on shopping trips -

As already noted, shopping trips to other European countries are not a common practice but **the results differ substantially between countries.**

The highest scores were recorded in smaller countries that are geographically closer to the centre of the EU namely Luxembourg (42%), Austria (30%) and Slovenia (27%). At the other end of the scale, only 3% of respondents in Portugal, Greece and Bulgaria went on a shopping trip to another EU country.

QC2.1 In the last 12 months, have you...?

Made a trip to another EU country, primarily for shopping (TRIPS MADE FOR THIS PURPOSE, for purchasing clothes, electronics, etc.)

	Yes	Diff. 2008 (EU27) - 2006 (EU25)
EU27	9%	-1
LU	42%	+2
AT	30%	-6
SI	27%	-5
SK	20%	-3
CZ	18%	0
DK	18%	-2
FI	16%	-1
SE	16%	+2
BE	14%	-7
NL	12%	-4
DE	11%	-7
LV	11%	+6
MT	10%	+7
EE	9%	+2
FR	9%	-2
PL	9%	+1
IE	7%	-3
UK	7%	-1
CY	6%	0
HU	6%	-1
IT	5%	-1
ES	4%	+2
LT	4%	+1
EL	3%	+1
PT	3%	-2
BG	3%	N/A
RO	8%	N/A

When compared to the previous survey, the results show that the same countries are still top of the list. At an individual country level, the results demonstrate that citizens of Malta and Latvia are taking more shopping trips in other EU countries while citizens of Belgium, Germany and Austria make fewer such trips.

When analysed from a socio-demographic point of view, the results tend to remain close to the EU average with the notable exception of **family background**. People with parents from different EU countries are more likely to have made a trip to another EU country primarily for shopping¹².

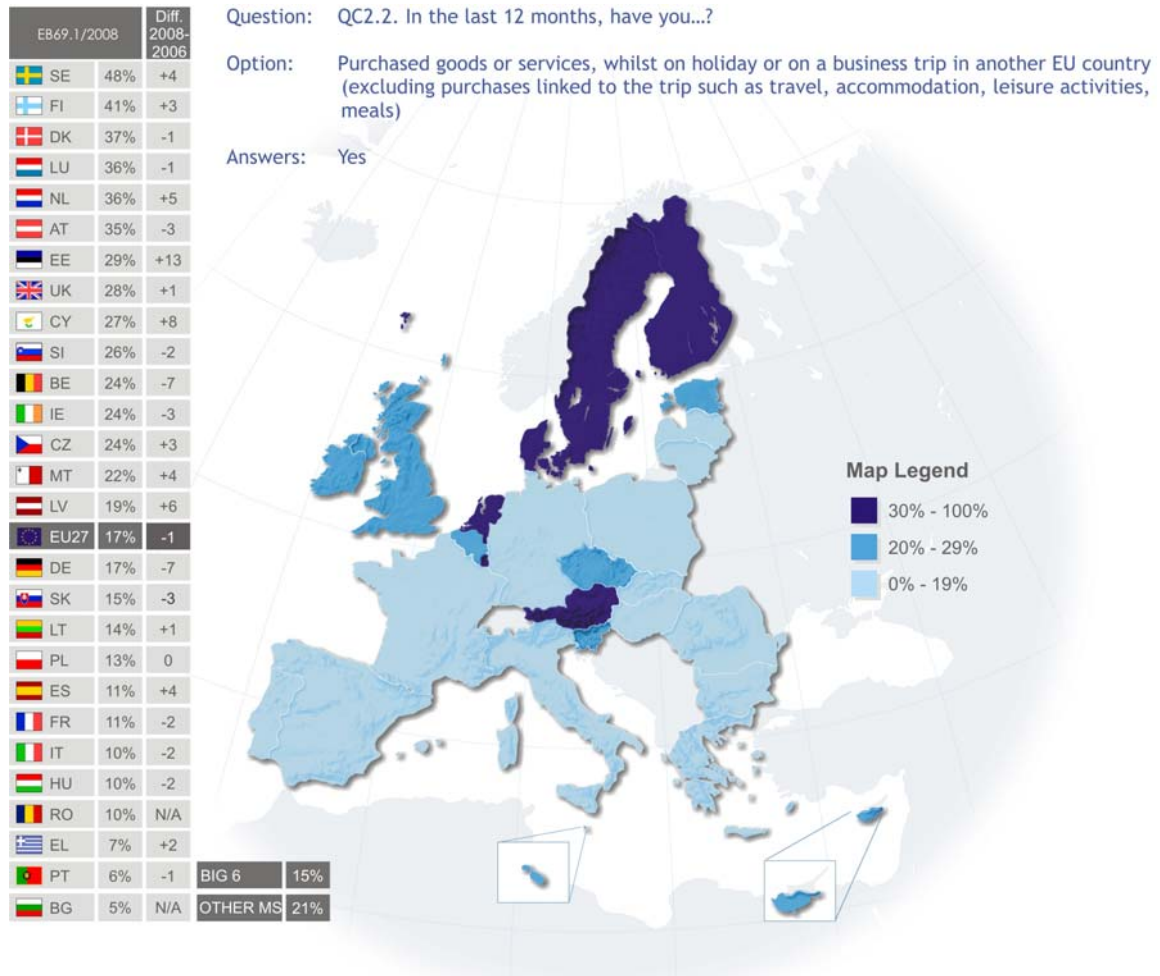
It also appears that **men** are more likely to go on shopping trips than women. In terms of age, people **in the 15-24 and 25-39 age groups** go on shopping trips more frequently than people aged over 40. It is also observed that the longer the education the respondent has, the more likely they are to go on cross-border shopping trips

Managers are also more inclined to go on shopping trips than people in other occupations. Since well-educated respondents as well as people in managerial positions can be presumed to have a higher than average income, it can be concluded that there seems to be a link between the level of income and the likelihood of going on shopping trips¹³.

¹² The bases for these groups are small and therefore this analysis should only be considered as indicative.

¹³ There is no direct question about respondents' income because respondents tend to be reluctant to answer to such questions.

- **Respondents in Nordic countries and the NL and Austria make purchases while on a trip for other purposes –**



At country level, the results confirm the trends that emerged in the previous survey: **Nordic consumers in Sweden (48%), Finland (41%) and Denmark (37%) are substantially above the EU average** in terms of cross-border purchases whilst on holiday or on a business trip in another EU country. On the other hand, consumers in Greece (7%), Portugal (6%) and Bulgaria (5%) are at the lower end of the scale.

When compared to the previous survey, the results show that Estonian and Cypriot citizens are now more likely to purchase goods or services whilst on holiday or on a business trip in another EU country while citizens of Belgium and Germany are less likely to do so than in 2006.

In terms of socio-demographic factors, it appears that **the same groups that go more frequently on exclusive shopping trips in another EU country also purchase more whilst on holiday or on a business trip:**




Education and age tend to have an influence on cross-border shopping patterns. Young people aged between 15 and 24 are more likely to take the opportunity to make purchases whilst abroad for other reasons than shopping. The same applies to people with higher levels of education as well as managers and self-employed people.

During the past 12 months, a slightly higher percentage of men than woman bought something whilst on holiday or on a business trip in another EU country.

The results also demonstrate that people with parents born in different EU countries are more likely to have bought something whilst on holiday or on a business trip in another EU country than people whose parents were both born in the same country¹⁴.

Finally additional cross-tabulations produce several interesting results. Again, those who have Internet access at home are more likely to have made cross-border purchases while abroad for other reasons. This is also the case for those who feel that their consumer rights are adequately protected and for those who have made a formal complaint.

QC2.2 In the last 12 months, have you...?
Purchased goods or services, whilst on holiday or on a business trip in another EU country (excluding purchases linked to the trip such as travel, accommodation, leisure activities, meals)

	Yes
EU27	17%
 Sex	
Male	19%
Female	16%
 Age	
15-24	23%
25-39	20%
40-54	19%
55 +	11%
 Education (End of)	
15	7%
16-19	14%
20+	28%
Still studying	28%
Has Internet connection at home	
Yes	26%
No	8%
Feel adequately protected	
Yes	21%
No	15%
Has made a formal complaint	
Yes	32%
No	15%

¹⁴ The bases for these groups are small and therefore this analysis should only be considered as indicative.

- Some consumers have been prevented from purchasing cross-border -

Questionnaire source: QC2.3

8% of respondents who have made a cross-purchase during the year prior to this survey also say that they have been prevented from purchasing cross-border because they lived in a country other than where the trader was located.

Relatively high figures are observed in Italy, Romania and Malta but it should be borne in mind that bases in these countries are too small for a reliable analysis. In the remaining countries, less than one in ten cross-border shopper has experienced difficulties because they live in a another country than where the purchase was taking place.

QC2.3 In the last 12 months, have you...?

Tried to purchase goods or services in another EU country but you were unable to because you live in a different country

BASE: Those who have made at least one cross-border purchase in the EU in the last 12 months

	BASE	Yes	No	DK
EU27	7687	8%	91%	1%
IT	147*	29%	68%	3%
RO	123*	14%	82%	4%
MT	147*	13%	86%	1%
BG	62*	9%	89%	2%
ES	173	9%	86%	5%
HU	124*	9%	89%	2%
AT	533	9%	89%	2%
SI	374	9%	90%	1%
SK	267	9%	89%	2%
CZ	334	8%	92%	-
LT	166	8%	91%	1%
PL	138*	8%	89%	3%
BE	366	7%	93%	-
EL	93*	7%	93%	-
DK	571	6%	94%	-
LU	334	6%	92%	2%
PT	86*	6%	94%	-
DE	405	5%	95%	-
EE	322	5%	93%	2%
FR	225	5%	94%	1%
IE	321	5%	94%	1%
LV	293	5%	95%	-
NL	454	5%	95%	-
CY	149	4%	95%	1%
FI	474	4%	96%	-
SE	588	4%	96%	-
UK	418	4%	96%	-

*Bases for these countries are too small for a statistically reliable analysis and these results should be considered purely indicative

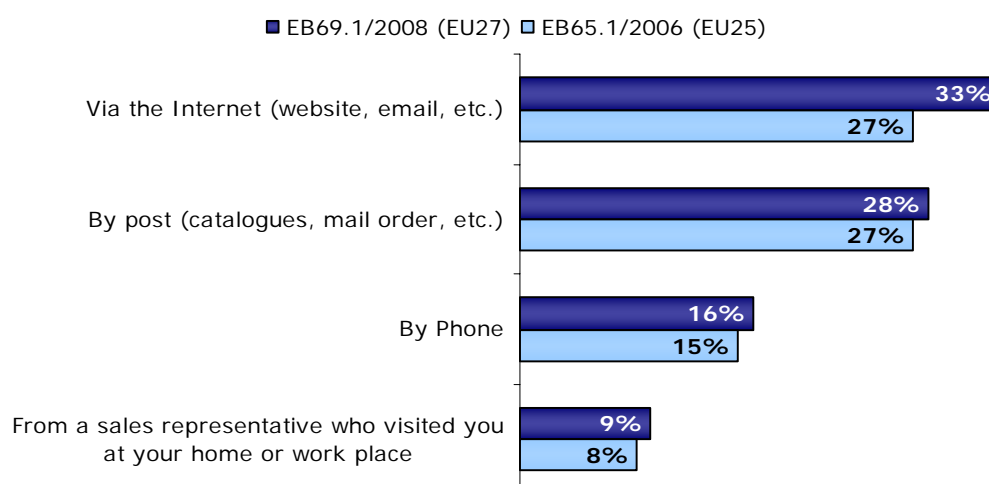
1.2 Distance shopping and cross border purchases via Internet, post, mail and sales representatives

Questionnaire source: QC1¹⁵

- Internet shopping is becoming more widespread -

The Internet is the most common form of distance shopping followed by shopping by post. A third (33%) of the EU population has used the Internet to purchase goods or services in the last 12 months. This represents an increase of 6 points since the previous survey.

QC1 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways? (MULTIPLE ANSWERS POSSIBLE)



28% of European citizens have purchased goods or services by post in the last 12 months which represents just one percentage point more than in the previous survey.

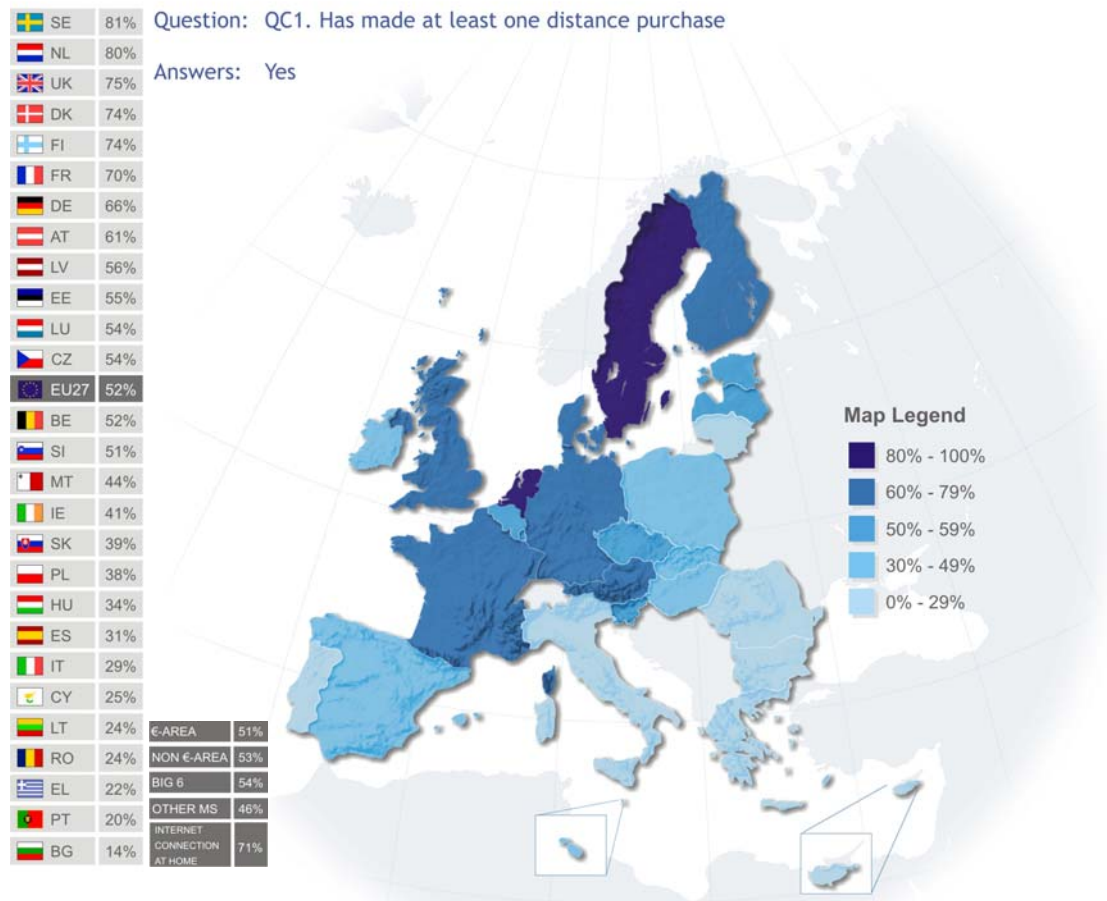
Trends in purchases by phone and from sales representatives have also remained relatively unchanged: 16% of European citizens used the phone to make purchases while 9% used the services of a sales representative.

¹⁵ QC1 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways? (MULTIPLE ANSWERS POSSIBLE) 1. Via the Internet (website, email, etc.); 2. By phone; 3. By post (catalogues, mail order, etc.)

- Over half of Europeans have purchased something using a distance shopping channel in the past year -

The overall results show that **distance shopping seems to be the most common in the Nordic countries, the Netherlands and the United Kingdom.** The same countries also topped the list in 2006.

As will be observed on the next page, the domination of these countries is largely linked to Internet shopping and the high Internet penetration rates in these countries, although other forms of distance shopping also tend to be more common in these countries than in the EU as a whole.



- *Domestic distance shopping is considerably more common than distance purchases cross-border – an increase is observed for both –*

	HAS MADE AT LEAST ONE DISTANCE PURCHASE DOMESTICALLY	Diff. 2008 (EU27) – 2006 (EU25)	HAS MADE AT LEAST ONE DISTANCE PURCHASE CROSS- BORDER IN THE EU	Diff. 2008 (EU27) – 2006 (EU25)
EU27	47%	+6	9%	+2
BE	43%	+5	15%	0
BG	9%	N/A	1%	N/A
CZ	50%	+4	5%	+1
DK	68%	+10	25%	+5
DE	64%	+11	8%	+2
EE	47%	+5	13%	+1
EL	14%	+6	6%	+4
ES	23%	+4	8%	+4
FR	67%	+8	11%	+2
IE	29%	+1	17%	+3
IT	22%	+4	6%	+1
CY	6%	+1	14%	+9
LV	44%	+13	13%	+1
LT	17%	+1	3%	+1
LU	19%	+4	45%	+5
HU	27%	+3	2%	0
MT	21%	-3	25%	+9
NL	76%	+14	17%	+2
AT	53%	+5	24%	0
PL	35%	+6	3%	0
PT	16%	+8	2%	0
RO	13%	N/A	2%	N/A
SI	45%	+10	8%	0
SK	34%	+9	4%	+1
FI	68%	+5	17%	+1
SE	78%	+10	18%	+2
UK	74%	+11	13%	+4

In every country polled, with the exception of Luxembourg, Malta and Cyprus, distance purchases are more common domestically than cross-border.

The highest figures of cross-border distance purchases are recorded in Luxembourg (45%), Denmark (25%) and Malta (25%).

**- A third of Europeans have shopped on the Internet
but mainly in their own country-**

QC1.1 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways? (MULTIPLE ANSWERS POSSIBLE) Via the **Internet** (website, email, etc.)

	Yes	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	No	DK
EU27	33%	30%	7%	4%	66%	1%
EU15	37%	33%	9%	5%	62%	0%
NMS12	19%	17%	2%	1%	80%	1%
€-AREA	32%	28%	8%	4%	67%	0%
NON €-AREA	35%	33%	7%	5%	64%	1%
BIG 6	35%	32%	7%	4%	64%	0%
OTHER MS	29%	25%	8%	4%	71%	1%
AN INTERNET CONNECTION AT HOME	56%	51%	13%	7%	44%	0%
NL	68%	62%	16%	10%	32%	0%
SE	66%	61%	17%	11%	34%	-
DK	63%	56%	23%	11%	37%	0%
UK	54%	52%	12%	11%	45%	1%
FI	49%	42%	14%	6%	51%	0%
FR	45%	42%	9%	6%	55%	0%
LU	43%	11%	38%	5%	57%	-
DE	40%	39%	6%	3%	59%	0%
CZ	36%	34%	3%	1%	64%	0%
AT	32%	25%	19%	4%	67%	1%
IE	31%	20%	16%	9%	69%	1%
BE	30%	23%	13%	4%	70%	0%
MT	27%	3%	23%	11%	72%	0%
LV	27%	24%	5%	2%	73%	0%
EE	26%	22%	7%	3%	74%	-
PL	26%	25%	2%	1%	73%	0%
SI	21%	17%	6%	3%	79%	0%
ES	20%	14%	8%	3%	79%	1%
CY	17%	4%	13%	2%	82%	0%
IT	16%	12%	4%	2%	83%	1%
SK	16%	15%	2%	1%	82%	1%
HU	12%	11%	1%	-	87%	1%
EL	11%	6%	5%	3%	89%	-
LT	9%	7%	3%	1%	90%	0%
PT	9%	7%	2%	1%	91%	1%
RO	7%	6%	1%	0%	91%	2%
BG	4%	4%	1%	0%	94%	2%

■ = highest percentage per item

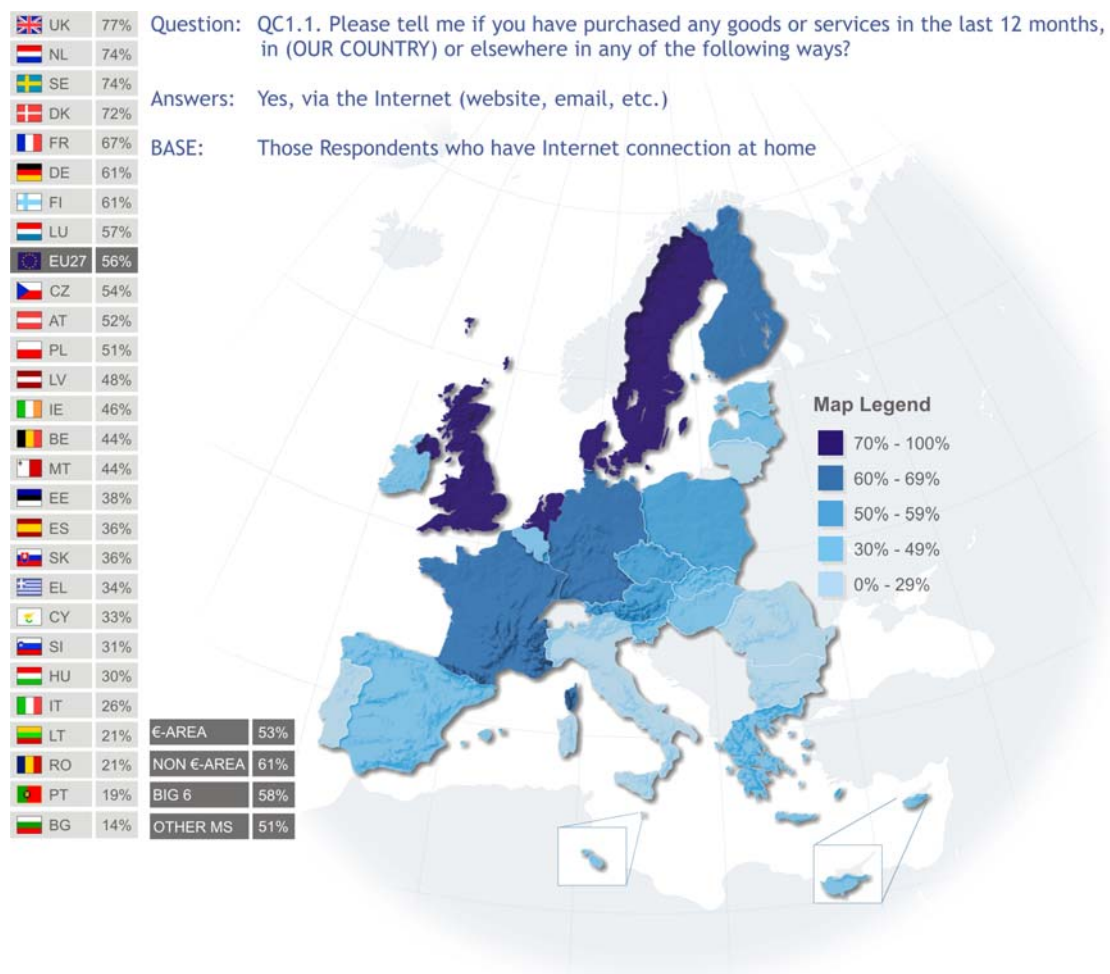
xx = highest percentage per country

The overall results reveal that it is a **lot less common for citizens in new Member States to make purchases via the Internet** than it is for residents of the other countries. However, Internet purchases outside the euro area slight outnumber those made in euro area countries. Again, this can be explained in part by the high UK score.

Consumers tend to distinguish between sellers/providers located in their own country and those located in other countries. Across the EU, 30% of respondents claimed to have purchased goods or services via the Internet from sellers/providers in their home State but only 7% made Internet purchases from sellers/providers in other EU countries. This reluctance to buy from other EU countries is perceptible in all EU states with the notable exception of Luxembourg, Malta and Cyprus, the smallest Member States. The highest increases in purchases via the Internet were recorded in the Netherlands, Sweden, France and Latvia.

As already noted, the Internet penetration rate plays a considerable role here. 56% of those who have an Internet connection made at least one purchase via the Internet in the last 12 months, while this figure is very marginal for those who do not have Internet access at home (8%).

The country-by-country results for those respondents who have an Internet connection at home are presented in the map below.



As already observed among the total sample, Nordic countries that have the highest Internet penetration rates also have very high distance shopping figures via the Internet.

Finally, **men, younger respondents (and linked to this students) and those who stayed the longest in full time education** tend to make far greater use of the Internet to purchase goods or services.

QC1.1 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways?
Via the Internet (website, email, etc.)

YES	EB69	Diff. 2008 (EU27) – 2006 (EU25)	From a seller/ provider located in another EU country
EU27	33%	+6	7%
SE	66%	+16	17%
FR	45%	+15	9%
NL	68%	+15	16%
LV	27%	+13	5%
CZ	36%	+12	3%
CY	17%	+11	13%
LU	43%	+11	38%
DK	63%	+10	23%
MT	27%	+10	23%
SK	16%	+10	2%
UK	54%	+10	12%
FI	49%	+9	14%
DE	40%	+8	6%
ES	20%	+8	8%
PL	26%	+8	2%
EL	11%	+7	5%
SI	21%	+7	6%
IE	31%	+6	16%
PT	9%	+4	2%
BE	30%	+3	13%
LT	9%	+3	3%
HU	12%	+1	1%
IT	16%	0	12%
EE	26%	-1	7%
AT	32%	-3	19%


Distance shopping via the Internet has significantly increased in every Member State with the exception of Austria, Italy and Hungary.

The acquisition of goods and services by phone is a form of distance shopping that was used by 16% of EU citizens over the previous 12 months. Nearly all of them (15%) made their transactions from sellers/providers based in their home country. Shopping by post is much more common in the old Member States than in the new Member States.

QC1.2 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways? (MULTIPLE ANSWERS POSSIBLE)

By phone

	Yes	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	No	DK
EU27	16%	15%	1%	1%	83%	0%
EU15	19%	17%	1%	1%	81%	0%
NMS12	7%	7%	0%	0%	92%	1%
€-AREA	15%	13%	1%	1%	85%	0%
NON €-AREA	19%	18%	1%	0%	81%	1%
BIG 6	18%	17%	1%	1%	82%	0%
OTHER MS	12%	11%	1%	1%	82%	0%
HAS A PHONE AT HOME	17%	16%	1%	1%	83%	0%
UK	38%	37%	2%	0%	62%	0%
FI	33%	32%	1%	1%	67%	0%
SE	26%	26%	1%	0%	74%	0%
NL	21%	21%	1%	0%	79%	0%
DE	19%	18%	1%	0%	81%	0%
SI	18%	18%	2%	0%	82%	0%
DK	18%	17%	1%	0%	82%	-
FR	17%	17%	0%	0%	83%	0%
MT	16%	15%	1%	-	84%	-
EE	15%	14%	1%	0%	85%	-
LV	16%	14%	2%	-	84%	-
AT	15%	13%	3%	1%	85%	0%
BE	12%	11%	2%	1%	88%	0%
IE	12%	11%	2%	1%	87%	1%
CZ	11%	10%	1%	0%	89%	0%
IT	11%	8%	2%	1%	88%	1%
HU	9%	8%	0%	-	91%	1%
ES	10%	7%	2%	2%	89%	1%
LU	13%	7%	7%	0%	87%	0%
SK	7%	7%	0%	0%	91%	1%
EL	7%	6%	1%	0%	93%	-
PL	6%	6%	0%	0%	93%	0%
LT	5%	5%	0%	0%	94%	0%
RO	6%	5%	1%	0%	93%	2%
PT	4%	4%	1%	0%	95%	0%
BG	3%	3%	0%	0%	96%	2%
CY	2%	1%	0%	-	98%	0%

 =highest percentage per item

XX= highest percentage per country

At country level, the highest numbers of citizens who purchased goods or services by phone in the last 12 months are to be found in the United Kingdom (38%), Finland (33%) and Sweden (26%). On the other hand, the lowest scores for buying goods and services over the phone were recorded in Portugal (4%), Bulgaria (3%) and Cyprus (2%).

There are no significant changes in comparison to 2006: the biggest increase was 4 percentage points (in Germany and Latvia) while the biggest decline was 4 percentage (in Lithuania and Malta).

QC1.2 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways?

By phone

	EB69	Diff. 2008 (EU27) – 2006 (EU25)
EU27	16%	+1
DE	19%	+4
LV	16%	+4
SI	18%	+4
BE	12%	+3
EL	7%	+3
ES	10%	+3
UK	38%	+3
EE	15%	+2
IT	11%	+2
LU	13%	+2
HU	9%	+2
PT	4%	+2
FI	33%	+1
SE	26%	+1
DK	18%	0
FR	17%	0
IE	12%	0
PL	6%	0
SK	7%	0
CZ	11%	-1
AT	15%	-1
CY	2%	-2
NL	21%	-2
LT	5%	-4
MT	16%	-4

Respondents were also asked to say whether they had purchased goods or services in the last 12 months by post. The results are similar to those recorded for the same question two years ago. According to the results, 28% of EU citizens have done so, i.e. one percentage point higher than two years earlier. Again, residents of the old Member States are much more likely than those residing in the new Member States to shop by post.

QC1.3 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways? (MULTIPLE ANSWERS POSSIBLE)

By post (catalogues, mail order, etc.)

	Yes	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	No	DK
EU27	28%	27%	2%	1%	71%	1%
EU15	32%	30%	2%	1%	68%	0%
NMS12	17%	16%	1%	0%	82%	1%
€-AREA	29%	28%	2%	1%	70%	0%
NON €-AREA	27%	26%	1%	0%	72%	1%
BIG 6	31%	30%	2%	1%	69%	0%
OTHER MS	23%	21%	2%	1%	77%	1%
DE	45%	44%	1%	0%	55%	0%
FR	44%	43%	1%	0%	56%	0%
UK	42%	42%	2%	1%	57%	1%
FI	43%	41%	4%	1%	57%	-
AT	42%	39%	8%	1%	57%	0%
EE	40%	35%	8%	1%	60%	0%
SE	36%	35%	1%	1%	64%	0%
NL	35%	34%	2%	0%	65%	0%
SI	35%	34%	3%	0%	65%	0%
CZ	34%	31%	2%	0%	66%	0%
LV	35%	28%	9%	0%	65%	-
BE	28%	26%	2%	1%	72%	0%
SK	28%	26%	2%	1%	71%	1%
DK	22%	20%	2%	1%	78%	0%
HU	18%	17%	0%	0%	81%	1%
PL	16%	15%	1%	-	84%	0%
IE	13%	11%	3%	1%	86%	1%
ES	12%	10%	2%	1%	87%	1%
IT	13%	10%	2%	1%	86%	0%
LT	11%	10%	1%	0%	89%	0%
PT	11%	10%	0%	0%	89%	0%
RO	10%	9%	1%	0%	88%	2%
EL	7%	6%	1%	0%	93%	-
LU	22%	6%	18%	1%	78%	0%
MT	15%	6%	7%	2%	85%	0%
BG	5%	5%	0%	0%	93%	2%
CY	3%	1%	1%	1%	97%	0%

 = highest percentage per item

Xx = highest percentage per country

Buying goods and services by post was the most popular in Germany (45%), France (44%) and Finland (43%), while the lowest scores were recorded in Greece (7%), Bulgaria (5%) and Cyprus (3%). In 2006, ordering by mail obtained the highest scores in the UK (35%), Finland (32%) and Sweden (25%) and was the least common in Portugal (2%), Greece (4%) and Cyprus (4%).

Mail order shopping appears to be more popular amongst women (32%) than men (25%).

QC1.3 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways?


By post (catalogues, mail order, etc.)

	EB69	Diff. 2008 (EU27) – 2006 (EU25)
EU27	28%	+1
DE	45%	+6
NL	35%	+6
PT	11%	+6
SI	35%	+6
UK	42%	+5
SK	28%	+4
EL	7%	+3
LV	35%	+3
MT	15%	+3
EE	40%	+2
FR	44%	+2
FI	43%	+2
BE	28%	+1
CZ	34%	+1
DK	22%	+1
ES	12%	+1
IT	13%	+1
IE	13%	0
CY	3%	0
HU	18%	0
PL	16%	0
LT	11%	-1
SE	36%	-1
LU	22%	-3
AT	42%	-4

Finally, shopping via a sales representative remains rare compared to other forms of distance shopping and no differences are recorded between country groups.

QC1.4 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways? (MULTIPLE ANSWERS POSSIBLE) From a sales representative who visited you at your home or work place

	Yes	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	No	DK
EU27	9%	8%	1%	0%	90%	0%
EU15	9%	8%	1%	0%	91%	0%
NMS12	10%	9%	1%	0%	89%	1%
€-AREA	9%	8%	1%	1%	91%	0%
NON €-AREA	10%	9%	0%	0%	90%	1%
BIG 6	9%	8%	1%	0%	91%	1%
OTHER MS	10%	9%	1%	0%	89%	1%
RO	15%	14%	0%	1%	83%	2%
HU	14%	13%	0%	0%	85%	1%
FI	14%	13%	0%	1%	86%	-
CZ	14%	12%	1%	0%	86%	0%
SI	12%	11%	1%	0%	88%	0%
LV	11%	11%	1%	-	89%	-
IT	11%	9%	2%	1%	88%	1%
MT	10%	10%	1%	0%	89%	1%
SE	10%	10%	0%	0%	90%	-
SK	10%	9%	1%	0%	88%	2%
FR	9%	9%	0%	0%	91%	0%
UK	9%	9%	0%	0%	91%	0%
BE	9%	8%	1%	1%	91%	-
DK	9%	8%	1%	0%	91%	0%
ES	9%	7%	2%	1%	91%	0%
LU	9%	7%	3%	-	91%	0%
DE	8%	8%	0%	0%	92%	0%
IE	8%	8%	1%	0%	90%	1%
NL	8%	8%	0%	0%	92%	0%
BG	8%	7%	0%	1%	91%	1%
LT	8%	7%	0%	0%	92%	0%
AT	8%	7%	2%	1%	91%	0%
CY	7%	6%	1%	0%	93%	0%
EL	7%	5%	0%	2%	93%	-
EE	6%	6%	0%	-	93%	0%
PT	6%	6%	0%	0%	93%	0%
PL	6%	5%	1%	-	94%	0%

 = highest percentage per item

Xx = highest percentage per country

Only 9% of Europeans purchased goods or services in the last 12 months from sales representatives at home or work with the highest scores being recorded in Romania (15%), Hungary (14%), Finland (14%) and the Czech Republic (14%). This option was least popular in Estonia, Portugal and Poland where only 6% of the population said that they purchased goods or services from a sales representative during the past year. In 2006, the only Member State with a relatively high level of shopping via sales representatives was Austria (16%, -8 percentage points in this survey).

The most striking socio-demographic feature is that self-employed people are more likely to buy goods or services from a sales representative, with an average of 16% doing so during the last 12 months.

QC1.4 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways?

From a sales representative who visited you at your home or work place

	EB69	Diff. 2008 (EU27) – 2006 (EU25)
EU27	9%	+1
SI	12%	+4
EL	7%	+3
ES	9%	+3
HU	14%	+3
PT	6%	+3
CZ	14%	+2
DK	9%	+2
FR	9%	+2
LT	8%	+1
LU	9%	+1
SK	10%	+1
UK	9%	+1
BE	9%	0
DE	8%	0
IE	8%	0
IT	11%	0
MT	10%	0
PL	6%	0
FI	14%	0
EE	6%	-1
CY	7%	-1
SE	10%	-1
LV	11%	-2
NL	8%	-2
AT	8%	-8

- 3 in 5 Europeans who have Internet access at home have compared prices on-line -

Questionnaire source: QC18¹⁶

Respondents were asked to say whether, in the last 12 months, they have used the Internet to compare goods or services from different sellers\ providers, for example by visiting price comparison websites. According to this survey, 36% per cent of Europeans have made such comparisons online. 17% purchased the product on the internet, 10% in a shop and 13% did not eventually make the purchase.

QC18 In the last 12 months, have you used the Internet to compare goods or services from different sellers\ providers, for example by visiting price comparison websites? (MULTIPLE ANSWERS POSSIBLE)

	Yes	Yes and you bought the item via the Internet	Yes, but you bought the item in a shop	Yes, but you did not buy the item	No
EU27	36%	17%	10%	13%	63%
EU15	39%	19%	12%	14%	60%
NMS12	9%	9%	5%	11%	74%
Internet connection at home	60%	30%	17%	3%	40%
BE	38%	9%	16%	17%	62%
BG	10%	3%	1%	6%	88%
CZ	44%	21%	11%	14%	55%
DK	62%	32%	24%	30%	37%
DE	41%	25%	12%	11%	59%
EE	35%	10%	12%	18%	64%
EL	15%	7%	2%	6%	85%
ES	22%	12%	8%	9%	73%
FR	46%	20%	13%	18%	54%
IE	27%	14%	6%	11%	69%
IT	29%	7%	9%	14%	70%
CY	25%	12%	2%	12%	75%
LV	33%	14%	8%	15%	65%
LT	20%	3%	6%	12%	78%
LU	39%	19%	14%	12%	60%
HU	22%	7%	8%	8%	77%
MT	24%	14%	2%	8%	76%
NL	65%	30%	27%	16%	35%
AT	39%	20%	12%	13%	60%
PL	30%	12%	5%	14%	70%
PT	15%	5%	3%	7%	85%
RO	11%	4%	2%	5%	88%
SI	36%	11%	17%	14%	64%
SK	26%	7%	7%	14%	73%
FI	52%	20%	18%	22%	48%
SE	68%	33%	31%	30%	32%
UK	49%	30%	10%	15%	50%

¹⁶ QC18 In the last 12 months, have you used the Internet to compare goods or services from different sellers\ providers, for example by visiting price comparison websites?

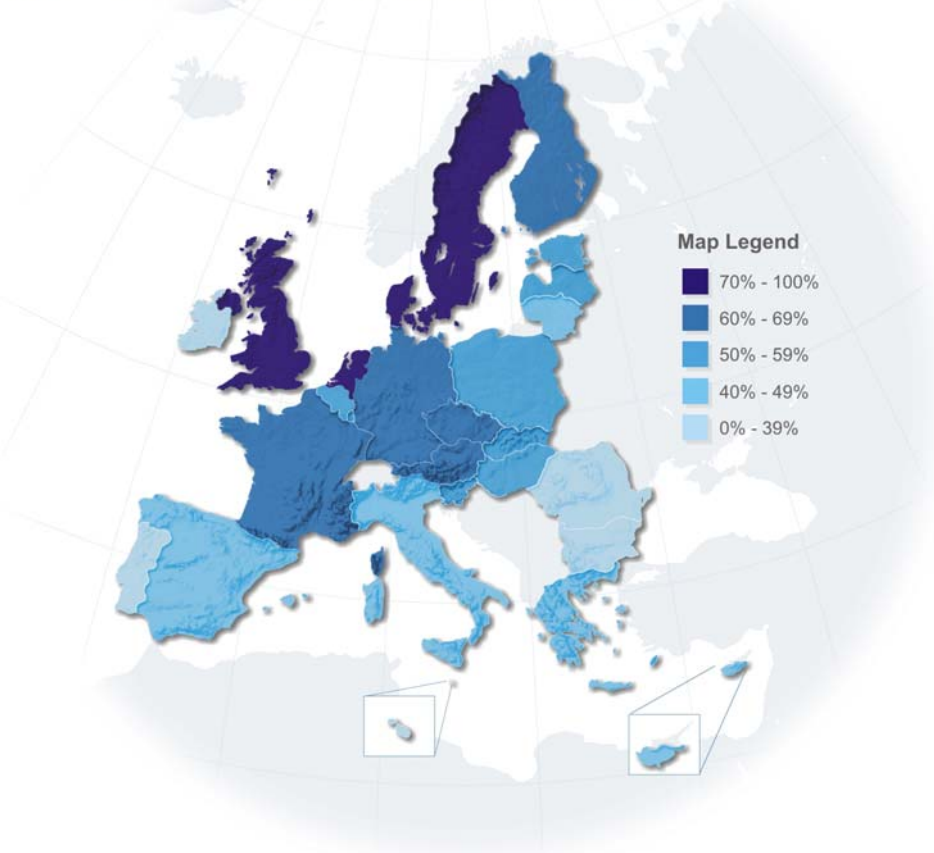
Again the link between the Internet penetration rate in a country and the level of using price comparison web-sites is evident. While 6 in 10 of those who have Internet access at home have compared prices on the Internet, only 1 in 10 of respondents who have no Internet connection at home have done so. The map below illustrates the results for those who have an Internet connection at home.

	SE	76%
	DK	72%
	NL	72%
	UK	70%
	FR	68%
	CZ	68%
	FI	65%
	DE	63%
	AT	63%
	EU27	60%
	LV	57%
	BE	56%
	PL	55%
	SK	55%
	HU	54%
	LU	52%
	SI	52%
	EE	51%
	IT	46%
	CY	45%
	LT	43%
	EL	42%
	ES	42%
	IE	39%
	MT	38%
	RO	31%
	BG	29%
	PT	28%

Question: QC18. In the last 12 months, have you used the Internet to compare goods or services from different sellers/providers, for example by visiting price comparison websites?

Answers: Yes

BASE: Those respondents who have Internet connection at home



People in managerial positions (66%) are the most likely to use the Internet to make price comparisons online. This practice is also more common among people in the younger age brackets between 15 and 39 (50%) than among people aged 55 or over (17%). These are also the groups that are most likely to make distance purchases via the Internet.

Finally, there is a clear connection between being willing to consider cross-border shopping or having made cross-border purchases and the use of the Internet to compare prices. Those who have made at least one cross-border purchase and those who are interested in making one are significantly more likely to have used price comparison web-sites than those who have more negative attitudes towards cross-border shopping.

QC18 In the last 12 months, have you used the Internet to compare goods or services from different sellers\ providers, for example by visiting price comparison websites?

Yes

At least one cross-border purchase in the EU

Yes	65%
No	26%

Not interested in making cross-border purchase

Agree	26%
Disagree	52%

Internet connection at home

Yes	60%
No	10%

* * *

The following conclusions can be drawn concerning the overall prevalence of cross-border shopping in the EU:

- Overall, in the past year, 25% of all Europeans made a cross-border purchase in the European Union. People are not making more cross-border purchases which may indicate that the financial expectations of people have not increased significantly in the last two years¹⁷. However respondents that have Internet access at home are by far more likely to shop cross-border. As the Internet penetration rate increases in the EU this could indicate that cross border trade will also increase.
- Overall, cross-border shopping in the old Member States and in non euro area countries is more common than in the new Member States and in the euro countries respectively. It is also observed that respondents who live in the six largest Member States are less likely to purchase cross-border than the average European.
- When it comes to shopping trips in one form or another, geographical factors play a role, as well as the likelihood of a country's residents to go for example on a package holiday or on a business trip abroad. Respondents in small and geographically centrally located countries are more likely to make cross-border purchases in other EU countries while, for example, respondents in the six largest EU Member States are less likely to shop while they are abroad than respondents in other Member States taken together.
- Distance shopping is becoming more popular both domestically and cross-border. Overall, distance shopping is relatively more common among those who live in the 15 old Member States, in the six largest countries, outside the euro area and have an Internet connection at home. However, in most cases distance purchases take place in respondents' own countries. Concerning distance shopping cross-border there are no considerable differences between the groups mentioned above with one significant exception: respondents who have Internet access at home are significantly more likely purchase cross-border on-line than the average European.
- The typical cross-border shopper is likely to be:
 - young;
 - well-educated;
 - in a higher professional position;
 - having Internet access at home.

¹⁷ See more for example Standard Eurobarometer 68; First Results in http://ec.europa.eu/public_opinion/archives/eb/eb68/eb68_first_en.pdf

2. ASPECTS OF CONSUMER PROTECTION

In this section, we shall examine a number of issues related to consumer protection from a cross-border perspective with a view to providing a factual basis for further analysis.

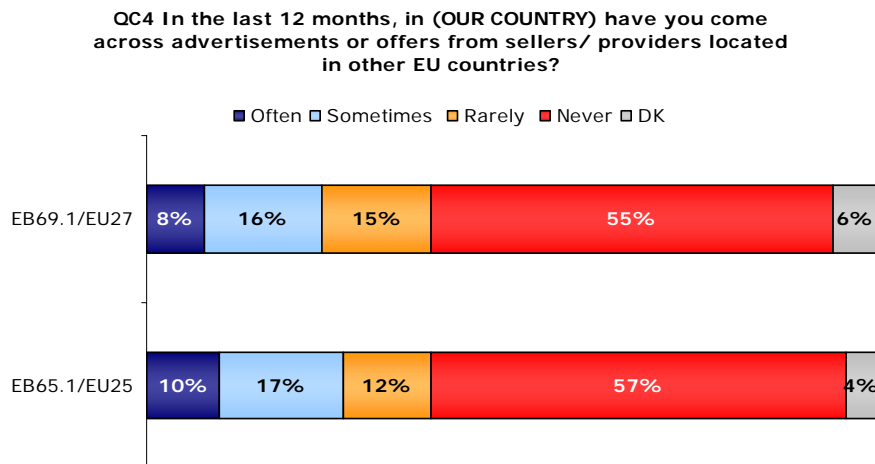
2.1 Advertisements

2.1.1 Frequency of advertisements from other EU countries

- Over half of Europeans say they have never come across advertisements from other EU countries -

Questionnaire source: QC4¹⁸

Information and awareness of products available on the market in other countries is an important pre-requisite for cross-border shopping. The survey indicates that the level of cross-border shopping is relatively low. This may be due to low awareness of cross-border advertising.



A majority of Europeans (55%) have never come across advertisements or offers from sellers/providers located in other EU countries. This figure is slightly lower than that recorded in the previous survey (57%).

¹⁸ QC4 In the last 12 months, in (OUR COUNTRY) have you come across advertisements or offers from sellers/ providers located in other EU countries?

		EU27	QC4 In the last 12 months, in (OUR COUNTRY) have you come across advertisements or offers from sellers/ providers located in other EU countries?				
			Often	Sometimes	Rarely	Never	DK
QC1 At least one CBP in the EU	Yes	25%	54%	42%	32%	16%	14%
	No	73%	46%	58%	68%	84%	85%
	DK	2%	0%	0%	1%	0%	1%

There is a clear link between receiving advertisements and the likelihood of making cross-border purchases. Over half of those who say that they have often received advertisements from other EU countries have also made a cross-border purchase.

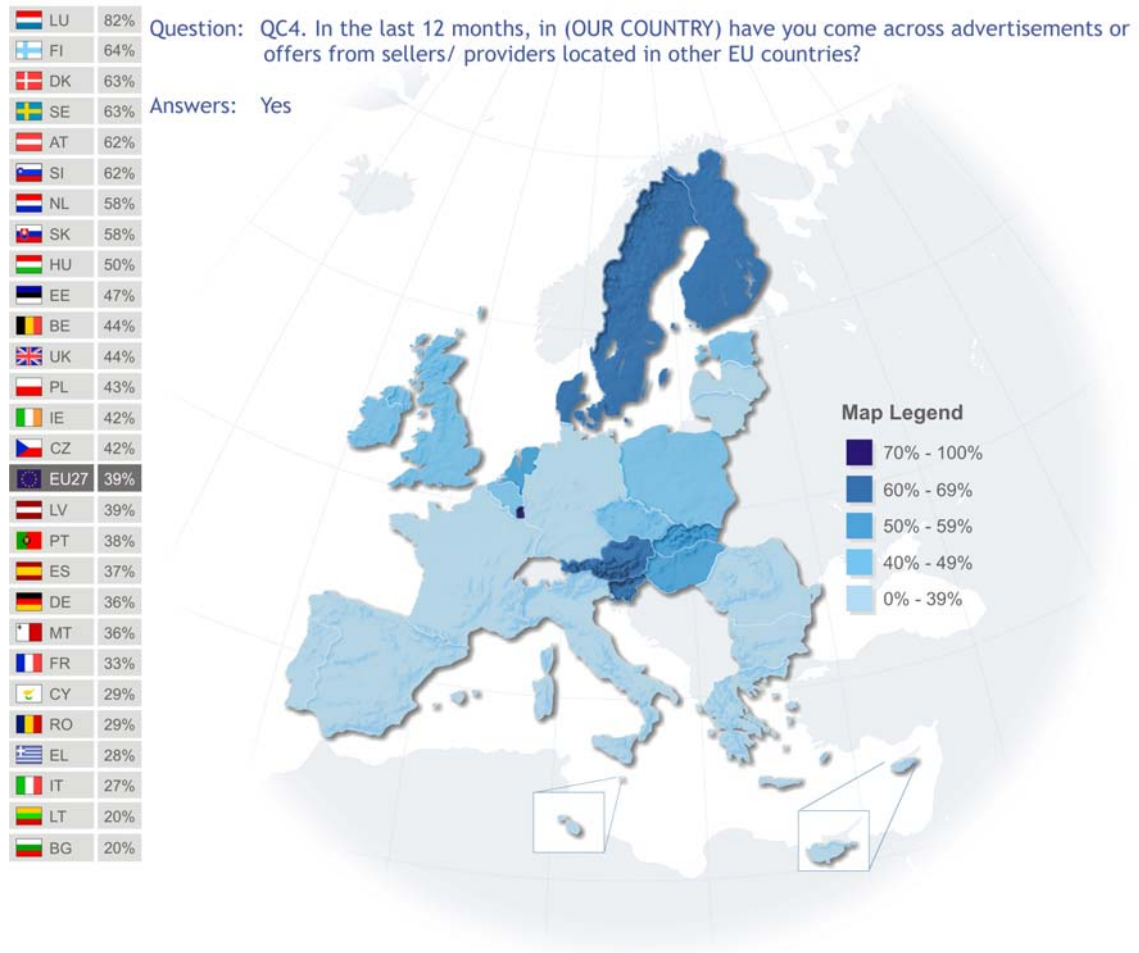
	Often	Sometimes	Rarely	Never	DK
EU27	8%	16%	15%	55%	6%
EU15	8%	17%	14%	56%	5%
NMS12	7%	16%	16%	52%	9%
€ - AREA	7%	15%	14%	58%	6%
NON € - AREA	8%	19%	16%	51%	6%
BIG 6	6%	16%	14%	58%	6%
OTHER MS	10%	18%	16%	49%	7%
Internet connection at home	11%	21%	17%	47%	5%

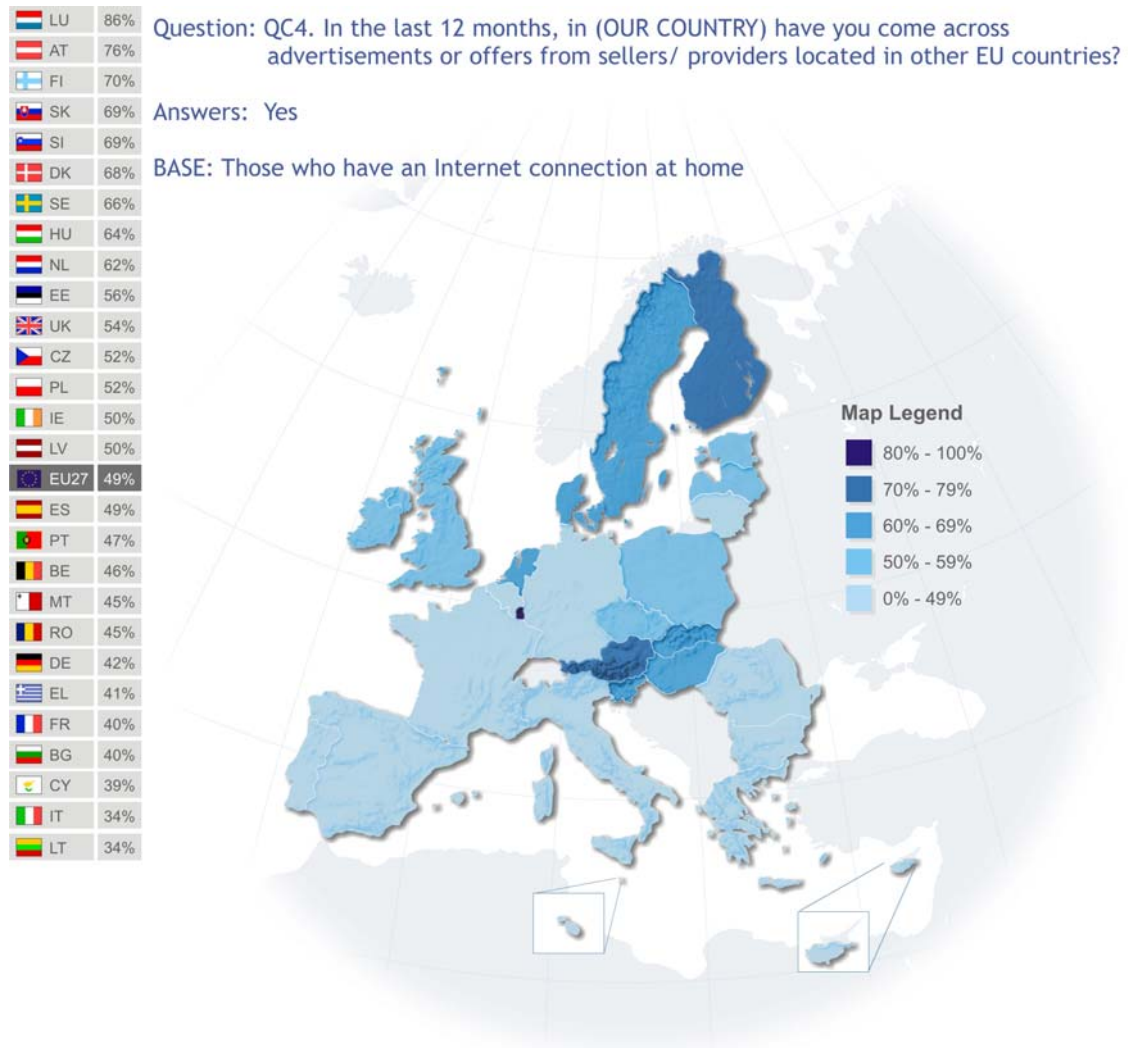
Interestingly, respondents living outside the euro-area are more likely to say that they have received advertisements or offers from other EU countries. Otherwise, differences between the country groups are marginal.

Furthermore, cross-border advertising seems to be less common in the six largest EU Member States than in the EU taken as a whole. 58% of respondents living in these countries say that they have never come across advertisements from other EU Member States while the EU average is 55%.

Finally, respondents who have an Internet connection at home are more likely to report that they have received advertisements from other EU Member States. This may imply that many of these advertisements are distributed via the Internet.

The results vary considerably at country level. As many as 82% of Luxembourges, 64% of Finns and 63% of Swedes and Danes declared that they have come across advertisements or offers from sellers/providers located in other EU countries during the last 12 months. On the other hand, only 20% of people in Lithuania and Bulgaria have come cross advertisements or offers from sellers/providers located in other EU countries.





In every Member State, respondents who have an internet connection at home are more likely to say that they have at least rarely received advertisement from other EU Member States.

¹ QC4 In the last 12 months, in (OUR COUNTRY) have you come across advertisements or offers from sellers/ providers located in other EU countries? - % Yes¹⁹

	EB69.1	Diff. EB69.1 (EU27)- EB65.1 (EU25)	Has made at least one cross-border purchase
EU27	39%	0	25%
HU	50%	+21	14%
FI	64%	+12	51%
NL	58%	+11	47%
LU	82%	+10	68%
SE	63%	+9	59%
EE	47%	+8	37%
CY	29%	+6	34%
UK	44%	+5	35%
FR	33%	+4	24%
SK	58%	+4	27%
DE	36%	+2	27%
PL	43%	+2	16%
CZ	42%	+1	33%
PT	38%	+1	9%
SI	62%	+1	40%
AT	62%	0	53%
EL	28%	-3	10%
BE	44%	-4	36%
IT	27%	-4	13%
DK	63%	-6	56%
LV	39%	-11	31%
ES	37%	-14	17%
IE	42%	-20	33%
LT	20%	-20	17%
MT	36%	-20	36%

Although the European average is relatively unchanged, the results in certain individual countries have changed significantly. In some new Member States, Malta (-20), Lithuania (-20) as well as in Ireland (-20) the number of people who have come across advertisements from sellers/providers located in other EU countries has decreased significantly.

On the other hand, the reverse is true for citizens of Hungary (+21), Finland (+12) and the Netherlands (+11) where significantly more people now say that they have received advertisements from other EU countries.

¹⁹ Due to the small bases, these figures should only be considered as indicative.

In socio-demographic terms, younger people in the 15-24 age bracket are more likely than people aged 55 or over to declare that they have come across advertisements or offers from sellers/providers located in other EU countries. That is also the case of people who remained longer in full-time education and those still studying.

The results also demonstrate that men are more likely to come across advertisements from sellers/providers located in other EU countries.

This is also the case for those who have Internet access at home which might be related to advertising online.

Finally, those who have already made a cross-border purchase or are interested in doing so are much more likely to have received at least occasionally advertisements or offers from sellers/provider located in other EU countries than the average European. It could be therefore presumed that receiving advertisements from other EU countries could promote cross-border shopping, although the direction of this link cannot be verified.

QC4 In the last 12 months, in (OUR COUNTRY) have you come across advertisements or offers from sellers/providers located in other EU countries?

	Yes
EU27	39%
Sex	
Male	44%
Female	33%
Age	
15-24	48%
25-39	43%
40-54	41%
55 +	29%
Education (End of)	
15-	24%
16-19	37%
20+	49%
Still studying	53%
At least one cross-border purchase in the EU	
Yes	63%
No	31%
Not interested in making cross-border purchase	
Agree	32%
Disagree	51%
Has Internet connection at home	
Yes	49%
No	27%

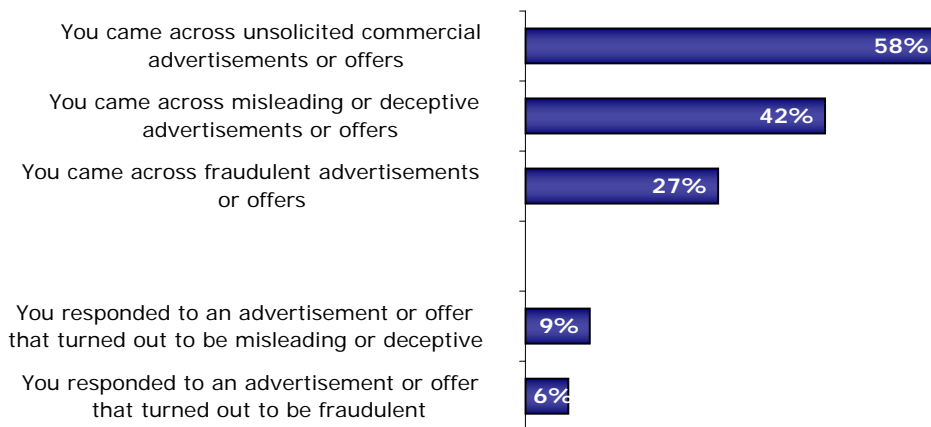
2.1.2 Unsolicited or misleading advertisements/offers

- **Many Europeans have received unwanted advertisements. Some have come across misleading, deceptive or fraudulent offers but only a few responded to them –**

The Unfair Commercial Practices Directive 2005/29/EC²⁰ bans deceptive, misleading and fraudulent practices. Respondents were asked a set of questions regarding unwanted advertising and their reaction to it.

Questionnaire source: QC5.1-5²¹

QC5 Have any of the following happened to you in the last 12 months in (OUR COUNTRY) or elsewhere? (MULTIPLE ANSWERS POSSIBLE) - % Yes



58% of EU citizens have **come across unsolicited commercial advertisements or offers** (cold calls, spam emails, etc.) in the last 12 months; the majority (43%) declared that the sellers/providers were based in their own country. This figure has not changed since the previous survey in 2006 (58%).

10% of EU citizens who came across unsolicited commercial advertisements or offers said that these originated in other EU countries. People in Luxembourg (41%), Denmark (26%) and Sweden (25%) are more likely to receive such unsolicited advertisements from sellers/providers based *in other EU countries*, while Bulgarians (1%) and Romanians (2%) are the least likely to receive such advertisements.

As we will see later in this report in chapter 2.4, there is a logical link between having come across unsolicited, deceptive or fraudulent advertisements and the likelihood of having made a formal complaint. In other words those who have received such advertisements are significantly more likely to say that they have made a formal complaint.

²⁰ http://eur-lex.europa.eu/LexUriServ/site/en/oj/2005/l_149/l_14920050611en00220039.pdf

N.B. During the survey period, the Unfair Commercial Practices Directive had not been transposed in all Member States. Nevertheless, misleading, deception, fraud and more were banned under the preceding Misleading Advertising Directive.

²¹ QC5 Have any of the following happened to you in the last 12 months in (OUR COUNTRY) or elsewhere? (MULTIPLE ANSWERS POSSIBLE)

Interestingly, the table below shows relatively high figures for receiving unsolicited, misleading or deceptive and fraudulent advertisements from unknown sources, i.e. respondents do not know where the seller/provider is located.

% EU27	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	Yes, but you do not know where a seller\ provider was located	No	DK
You came across unsolicited commercial advertisements or offers	43%	10%	7%	14%	41%	1%
You came across misleading or deceptive advertisements or offers	31%	6%	4%	10%	53%	5%
You came across fraudulent advertisements or offers	18%	4%	3%	7%	68%	5%
You responded to an advertisement or offer that turned out to be misleading or deceptive	7%	1%	1%	1%	90%	1%
You responded to an advertisement or offer that turned out to be fraudulent	4%	1%	0%	1%	93%	1%

People living in the old Member States are much more likely (58%) to come across unsolicited commercial advertisements or offers than citizens in the new Member States (48%). This is also the case for respondents living in the six largest Member States (61%) compared to those living in other Member States (52%).

% TOTAL YES	EU27	EU15	NMS12	€ -AREA	NON €-AREA	SIX LARGEST MEMBER STATES	OTHER MEMBER STATES
You came across unsolicited commercial advertisements or offers	58%	61%	48%	61%	53%	61%	52%
You came across misleading or deceptive advertisements or offers	42%	43%	38%	43%	41%	43%	41%
You came across fraudulent advertisements or offers	27%	27%	25%	27%	26%	27%	27%
You responded to an advertisement or offer that turned out to be misleading or deceptive	9%	10%	7%	10%	8%	10%	7%
You responded to an advertisement or offer that turned out to be fraudulent	6%	6%	5%	6%	5%	6%	5%

- The unchanged result at EU level conceals large variations at country level -

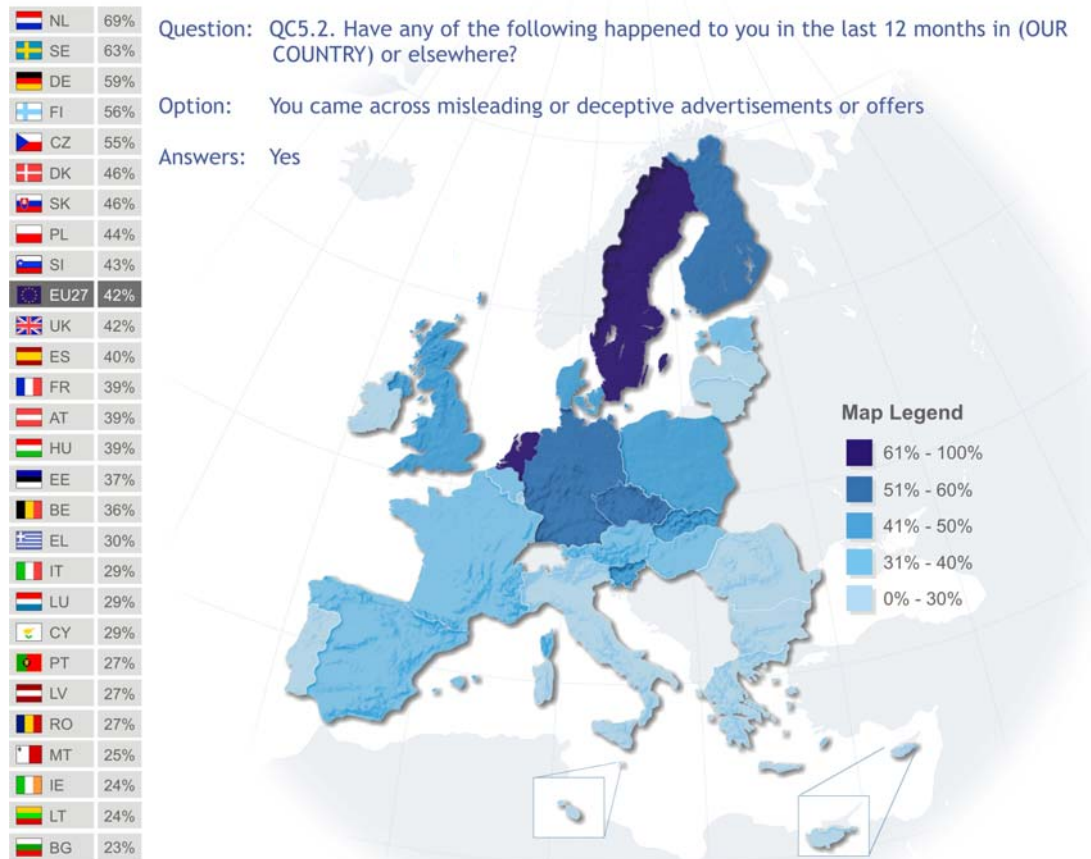
QC5 Have any of the following happened to you in the last 12 months in (OUR COUNTRY) or elsewhere? You came across unsolicited commercial advertisements or offers (cold calls, spam emails, etc.)

% Yes	EB69	Diff. EB69.1-EB65.1
EU27	58%	0
DE	77%	+16
NL	87%	+11
PT	43%	+11
HU	53%	+10
SE	79%	+7
CZ	57%	+6
CY	37%	+5
LU	54%	+5
BE	60%	+3
EE	62%	+3
IT	46%	+2
PL	66%	+2
SK	44%	+2
DK	68%	0
EL	49%	-1
AT	60%	-1
LV	40%	-2
LT	31%	-2
FR	61%	-3
SI	65%	-5
UK	57%	-5
ES	51%	-8
FI	64%	-12
MT	38%	-16
IE	36%	-17

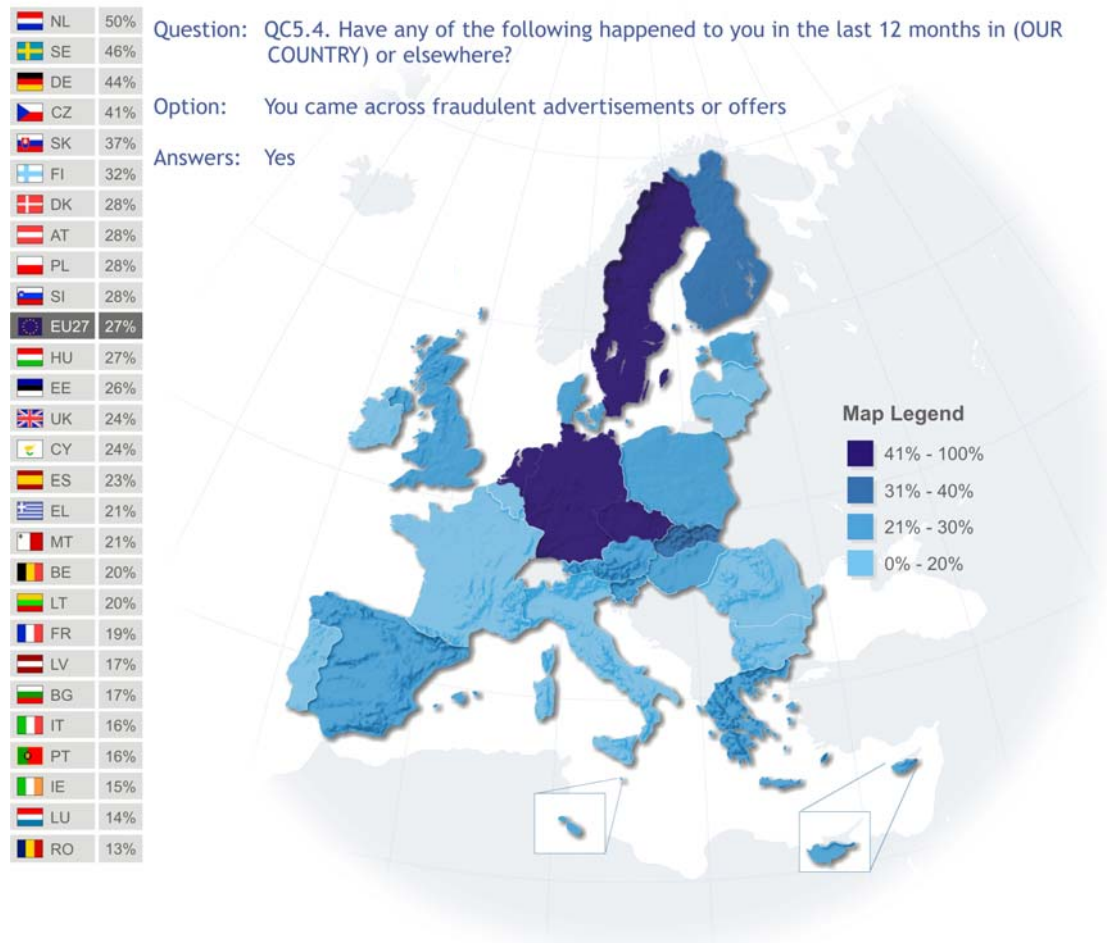
At country level, Dutch (87%), Swedish (79%) and German (77%) respondents are most likely to say that they have received unsolicited advertisements or offers in the 12 months prior to this survey. At the same time, less than 2 in 5 respondents in Malta, Cyprus, Ireland and Lithuania say this is the case.

Significant positive and negative changes since 2006 are registered in some countries. While in Germany, the Netherlands, Portugal and Hungary increases of 10 percentage points or more for those who say they have received unsolicited advertisements are observed, similarly decreases over 10 points are recorded in Ireland, Malta and Finland.

42% of EU citizens said that they had **come across what they believed to be misleading or deceptive advertisements or offers**. Again, the majority (31%) of these originated from sellers/providers located in their own country. Dutch (69%), Swedes (63%) and Germans (59%) are the most likely to have come across misleading or deceptive advertisements or offers, while Bulgarians (23%), Irish (24%) and Lithuanians (24%) are the least likely to have come across such adverts.



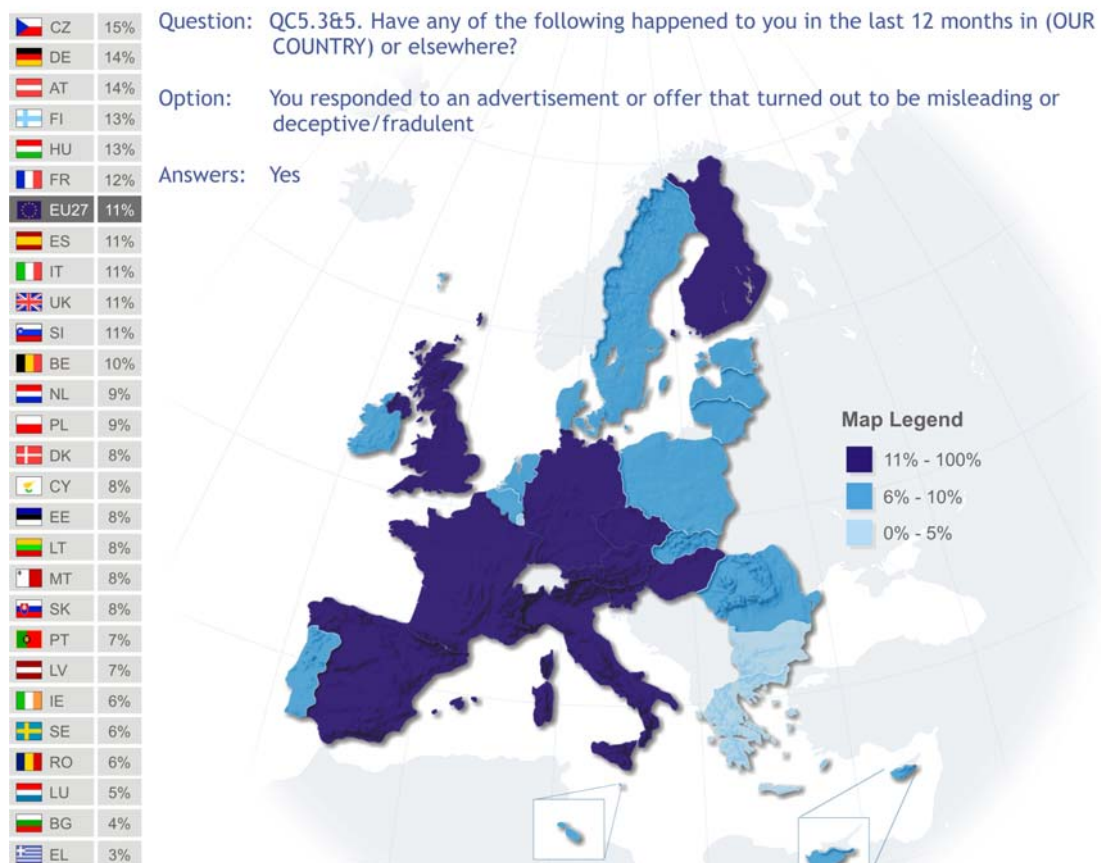
27% of EU citizens stated that they had **come across what they believed to be fraudulent advertisements or offers**. These originated mostly from domestic sellers/providers. Dutch (50%), Swedes (46%) and Germans (44%) are the most likely to have come across such advertisements. On the other hand, citizens of Romania (13%), Luxembourg (14%) and Ireland (15%) are the least likely to have come across similar fraudulent advertisements or offers.



9% of EU citizens **responded to an advertisement or offer that turned out to be misleading or deceptive**. The highest score was recorded in the Czech Republic (13%).

6% of EU citizens **responded to an advertisement or offer that turned out to be fraudulent**. Of these, the highest score was recorded in Austria (10%). 12% of EU citizens who made a formal complaint responded to an advertisement or offer that turned out to be fraudulent compared to only 4% of those who did not complain.

Overall, 11% of Europeans responded to any type of misleading, deceptive or fraudulent advertisement. These aggregate figures per country are shown in the map below.



From a socio-demographic perspective, a number of trends can be noted:

- People who are self-employed, managers or still studying are the most likely to be the target of “unwanted” advertisements or offers.
- Men are more likely than women to receive all types of advertisements covered here and offers, but they are not more likely to respond to them.
- People who have stayed the longest in full-time education are more likely to have come across unsolicited, misleading or fraudulent advertisements than other educational groups but are not more likely to respond to them.
- People who made at least one cross-border purchase in the EU are more likely to have come across unsolicited, misleading or fraudulent advertisement than the average European consumer.
- People who have an Internet access at home are much more likely to have received any type of “unwanted” advertisements than those who do not have an Internet connection at home. This may imply that many of these advertisements are distributed on-line.

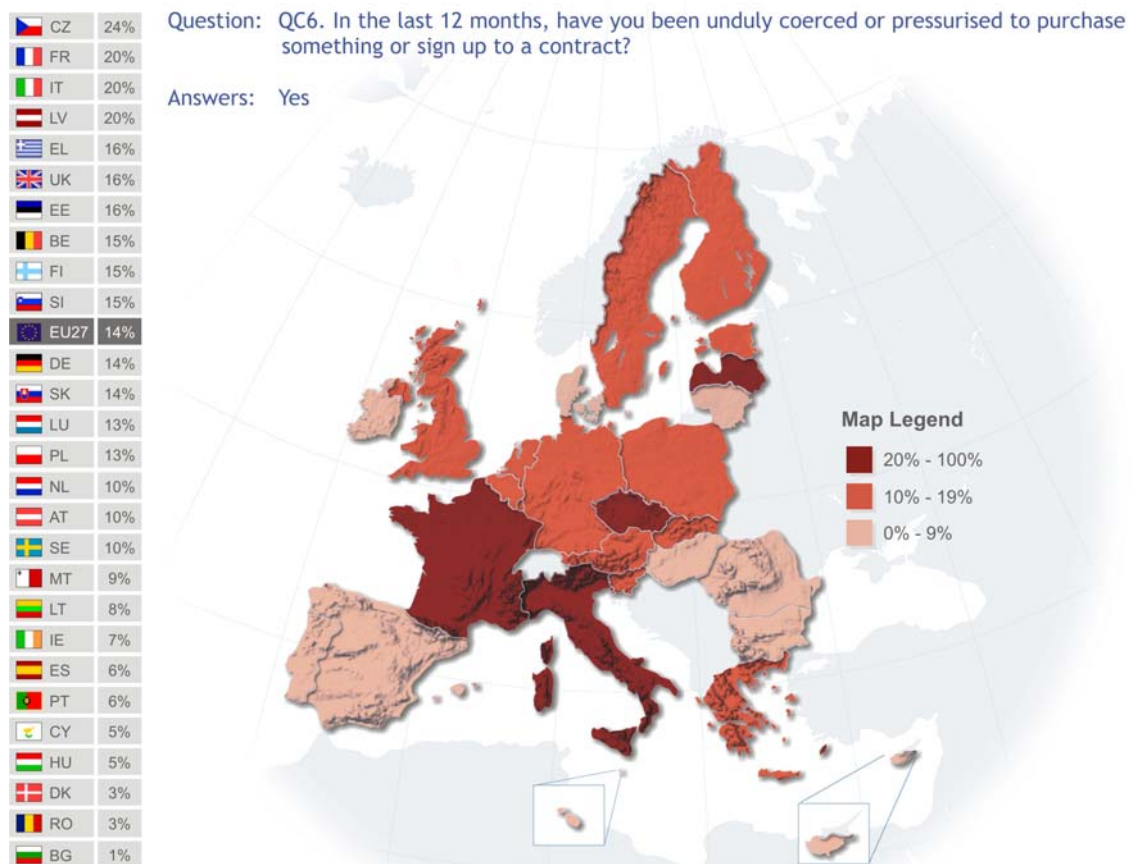
% YES	You came across unsolicited commercial advertisements or offers	You came across misleading or deceptive advertisements or offers	You came across fraudulent advertisements or offers	You responded to an advertisement or offer that turned out to be fraudulent	You responded to an advertisement or offer that turned out to be misleading or deceptive
EU27	58%	42%	27%	6%	9%
Sex					
Male	60%	46%	30%	6%	9%
Female	56%	39%	24%	6%	9%
Age					
15-24	59%	45%	27%	5%	9%
25-39	61%	45%	28%	6%	10%
40-54	61%	47%	30%	7%	11%
55 +	52%	36%	23%	5%	8%
Education (End of)					
15-	46%	33%	20%	6%	7%
16-19	57%	42%	27%	5%	10%
20+	70%	50%	32%	6%	10%
Still studying	63%	48%	30%	6%	9%
At least one cross-border purchase in the EU					
Yes	77%	59%	41%	9%	15%
No	52%	37%	22%	4%	7%
Not interested in making cross-border purchase					
Agree	54%	39%	24%	5%	8%
Disagree	65%	51%	33%	7%	12%
Has made a formal complaint					
Yes	82%	67%	46%	12%	18%
No	54%	38%	23%	4%	7%
Internet connection at home					
Yes	70%	52%	33%	6%	11%
No	44%	32%	20%	5%	8%

2.2 Being unduly coerced or pressurised to make a purchase

- 14% of Europeans feel that they have been forced to purchase or sign up to something -

Questionnaire source: QC6²²

14% of EU citizens feel that they have been unduly coerced or pressurised to purchase something or sign up to a contract over the last 12 months. This figure is practically identical to that noted in 2006. Practices which coerce or pressure consumers are banned under the Unfair Commercial Practices Directive 2005/29/EC²³.



²² QC6 In the last 12 months, have you been unduly coerced or pressurised to purchase something or sign up to a contract?

²³ http://eur-lex.europa.eu/LexUriServ/site/en/oj/2005/l_149/l_14920050611en00220039.pdf

QC6 In the last 12 months, have you been unduly coerced or pressurised to purchase something or sign up to a contract?

	Yes
EU27	14%
Age	
15-24	13%
25-39	15%
40-55	15%
55+	11%
Education (End of)	
15-	10%
16-19	14%
20+	17%
Still studying	12%
At least one cross-border purchase in the EU	
Yes	19%
No	12%
Has made a formal complaint	
Yes	26%
No	11%
Internet connection at home	
Yes	17%
No	10%

From a socio-demographic perspective, people who studied at least until the age of 20 are more likely to say that they have been unduly coerced or pressurised to purchase something or sign up to a contract.

Compared to 14% of Europeans taken together, 26% of those who have made a formal complaint were unduly coerced or pressurised to purchase something or sign up to a contract.

19% of citizens who made at least one cross-border purchase in the EU have been unduly coerced or pressurised to purchase something or sign up to a contract. That is also the case of 17% of respondents who have an Internet connection at home.

2.3 Unfair consumer contract terms

- 13% of Europeans have come across what they regard as unfair consumer contract terms -

Questionnaire source: QC7²⁴

In the past 12 months, 13% of EU citizens have come across what they regard as unfair consumer contract terms, either in their country or in other EU countries. The percentages range from 33% of Czechs and 24% of Hungarians to 6% of Maltese citizens, 5% of Romanians and 2% of Bulgarians.

QC7 In the past 12 months, have you come across what you regard as unfair consumer contract terms, in (OUR COUNTRY) or in other EU countries? (MULTIPLE ANSWERS POSSIBLE)

	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in other EU countries	No
EU27	12%	2%	84%
EU15	12%	3%	85%
NMS12	13%	1%	80%
€-AREA	11%	3%	85%
NON €-AREA	13%	1%	82%
CZ	30%	4%	63%
HU	23%	2%	73%
SE	17%	3%	79%
AT	9%	12%	75%
ES	14%	5%	82%
FR	15%	2%	83%
SK	15%	2%	82%
PL	15%	1%	82%
BE	12%	2%	86%
UK	13%	2%	84%
DE	12%	2%	85%
EE	11%	0%	87%
IT	9%	2%	87%
CY	10%	3%	85%
LV	11%	1%	88%
NL	11%	1%	87%
FI	11%	1%	88%
LT	10%	1%	88%
IE	7%	3%	86%
DK	8%	0%	83%
LU	5%	4%	90%
SI	8%	1%	90%
EL	7%	1%	93%
PT	7%	1%	88%
MT	6%	0%	93%
RO	5%	-	80%
BG	2%	0%	94%

²⁴ QC7 In the past 12 months, have you come across what you regard as unfair consumer contract terms, in (OUR COUNTRY) or in other EU countries? (MULTIPLE ANSWERS POSSIBLE)

In terms of occupation, self-employed and managers are more likely to have come across what they regard as unfair consumer contract terms.

Compared to 13% of Europeans taken together, 23% of people who made at least one cross-border purchase in the EU came across what they regarded as unfair consumer contract terms. That is also the case of 33% of citizens who had made a formal complaint.

17% of people who have an Internet connection at home came across similar unfair contract terms.

QC7 In the past 12 months, have you come across what you regard as unfair consumer contract terms, in (OUR COUNTRY) or in other EU countries?

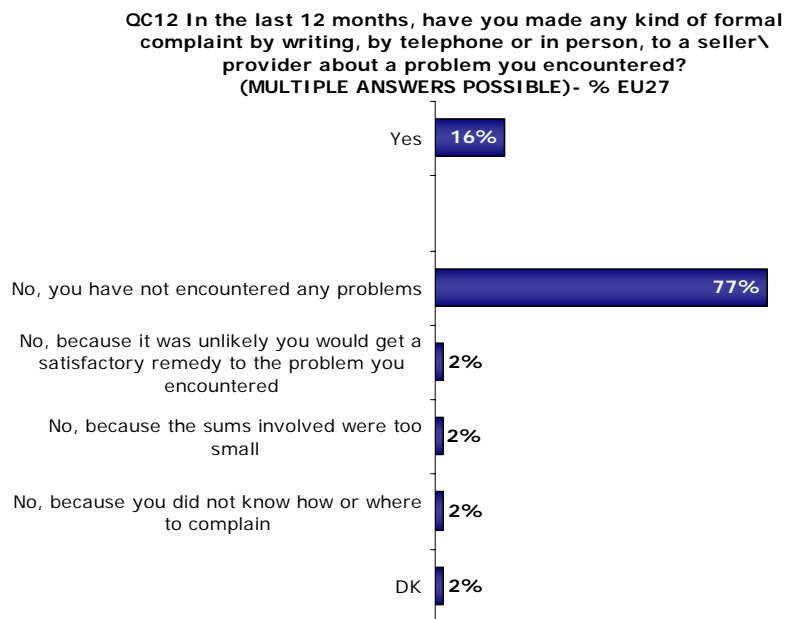
	Yes
EU27	13%
At least one cross-border purchase in the EU	
Yes	23%
No	10%
Not interested in making cross-border purchase	
Agree	11%
Disagree	18%
Feel adequately protected	
Yes	13%
No	16%
Has made a formal complaint	
Yes	33%
No	10%
Internet connection at home	
Yes	17%
No	9%

2.4 Complaints

-16 % of Europeans have made a formal complaint -

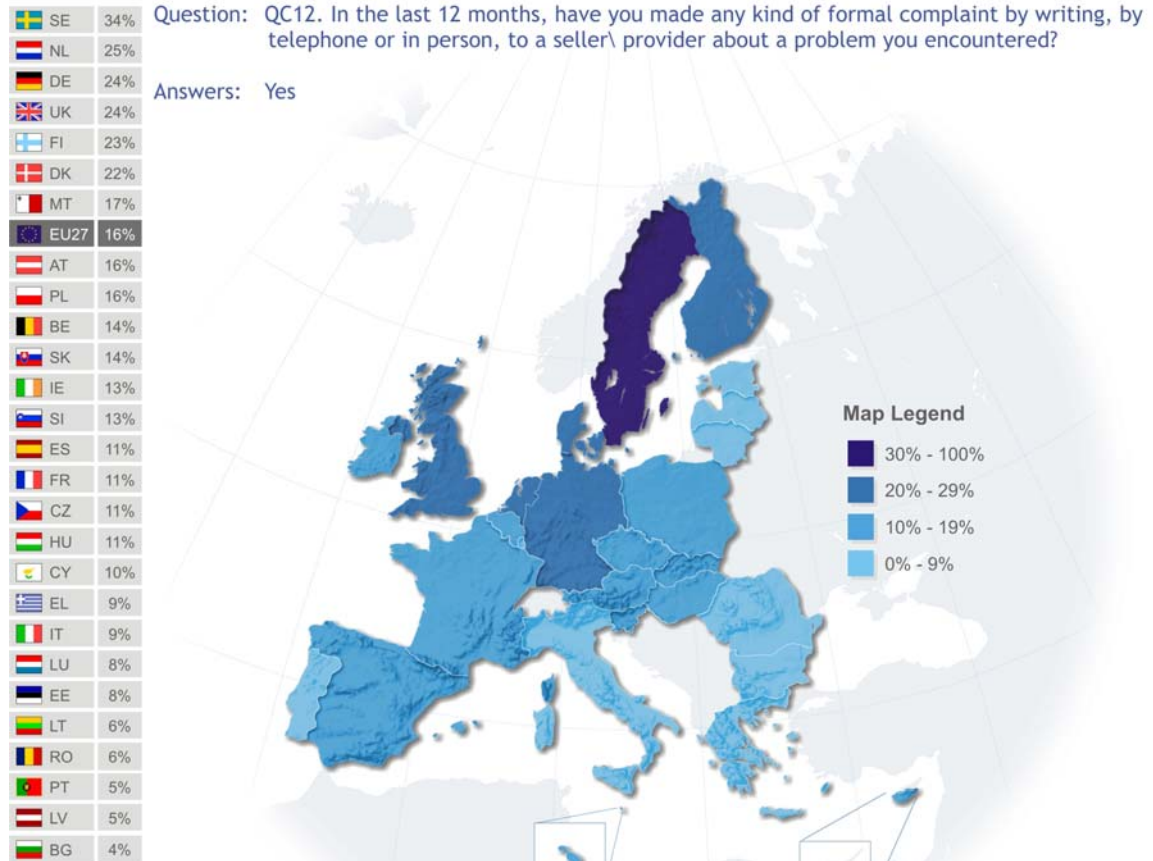
Questionnaire source: QC12²⁵

In the last 12 months, 16% of European citizens have made some kind of formal complaint by writing, by telephone or in person, to a seller/provider about a problem they encountered. Over three-quarters of respondents declared that they have not encountered any problems and therefore the question of making a complaint has not arisen.



²⁵ QC12 In the last 12 months, have you made any kind of formal complaint by writing, by telephone or in person, to a seller\ provider about a problem you encountered?

Residents in Northern countries such as Germany (24%), UK (24%), Netherlands (25%) and Sweden (34%) are the most likely to complain. On the other hand, citizens of new Member States such as Bulgaria (4%), Latvia (5%), Lithuania (6%) and Romania (6%) are much less likely to file a formal complaint than the average European consumer.



Even if the question asked in the previous survey has been significantly changed²⁶, we can still compare the level of those who have *not* made a formal complaint. Overall, **it seems that EU citizens are slightly more likely to file a formal complaint than in 2006**, given that the level of “no” responses has decreased by 3 percentage points. This is the case in most Member States, particularly in Sweden where 10 percentage points fewer respondents say they have *not* made a complaint than in 2006.

QC12 In the last 12 months, have you made any kind of formal complaint by writing, by telephone or in person, to a seller\ provider about a problem you encountered?
(MULTIPLE ANSWERS POSSIBLE)

	% Those who have not made a formal complaint	Diff. EB69.1 (EU27)- EB65.1 (EU25)
EU27	82%	-3
SE	66%	-10
IE	80%	-8
SI	85%	-7
CY	88%	-7
DE	75%	-6
FI	75%	-6
EE	88%	-6
EL	91%	-6
PL	80%	-6
BE	86%	-5
SK	83%	-5
LU	90%	-5
ES	87%	-4
LT	89%	-4
UK	74%	-4
HU	88%	-3
MT	83%	-3
FR	89%	-2
PT	91%	-2
LV	92%	-2
CZ	88%	-1
DK	78%	0
NL	74%	1
AT	82%	2
IT	88%	2
RO	82%	N/A
BG	85%	N/A

²⁶ The answer items of the question asked in EB65.1 were formulated as follows: Yes, often to sellers\ providers located in (OUR COUNTRY); Yes, sometimes to sellers\ providers located in (OUR COUNTRY); Yes, but rarely to sellers\ providers located in (OUR COUNTRY); Yes, often to sellers\ providers located in another EU country; Yes, sometimes to sellers\ providers located in another EU country; Yes, but rarely to sellers\ providers located in another EU country; Yes, often to sellers\ providers based somewhere unknown to you; Yes, sometimes to sellers\ providers based somewhere unknown to you; Yes, but rarely, to sellers\ providers based somewhere unknown to you.

QC12 In the last 12 months, have you made any kind of formal complaint by writing, by telephone or in person, to a seller\ provider about a problem you encountered?
(MULTIPLE ANSWERS POSSIBLE)

	Yes
EU27	16%
Age	
15-24	15%
25-39	19%
40-55	19%
55+	11%
Education (End of)	
15-	9%
16-19	16%
20+	22%
Still studying	16%
At least one cross-border purchase in the EU	
Yes	28%
No	12%
Not interested in making cross-border purchase	
Agree	13%
Disagree	21%
Internet connection at home	
Yes	23%
No	8%
Has be pressurised or coerced	
Yes	30%
No	13%
Has received <i>unsolicited</i> advertisements	
Yes	22%
No	6%
Has received <i>deceptive</i> advertisements	
Yes	25%
No	9%
Has received <i>fraudulent</i> advertisements	
Yes	27%
No	11%

Respondents in certain socio-demographic categories are more likely to have made a complaint and certain previously noted background variables also come into play:

- those who spent longer in full-time education are much more likely to have filed a formal complaint than those who finished their education at the age of 15 or earlier;
- respondents who have an Internet connection at home are significantly more likely to have filed a complaint than those who do not have access to the Internet at home;
- logically, respondents who say that they have been unduly pressurised or coerced to make a purchase or have received unsolicited, deceptive or fraudulent advertisements are much more likely to say that they have filed a formal complaint than the average European.

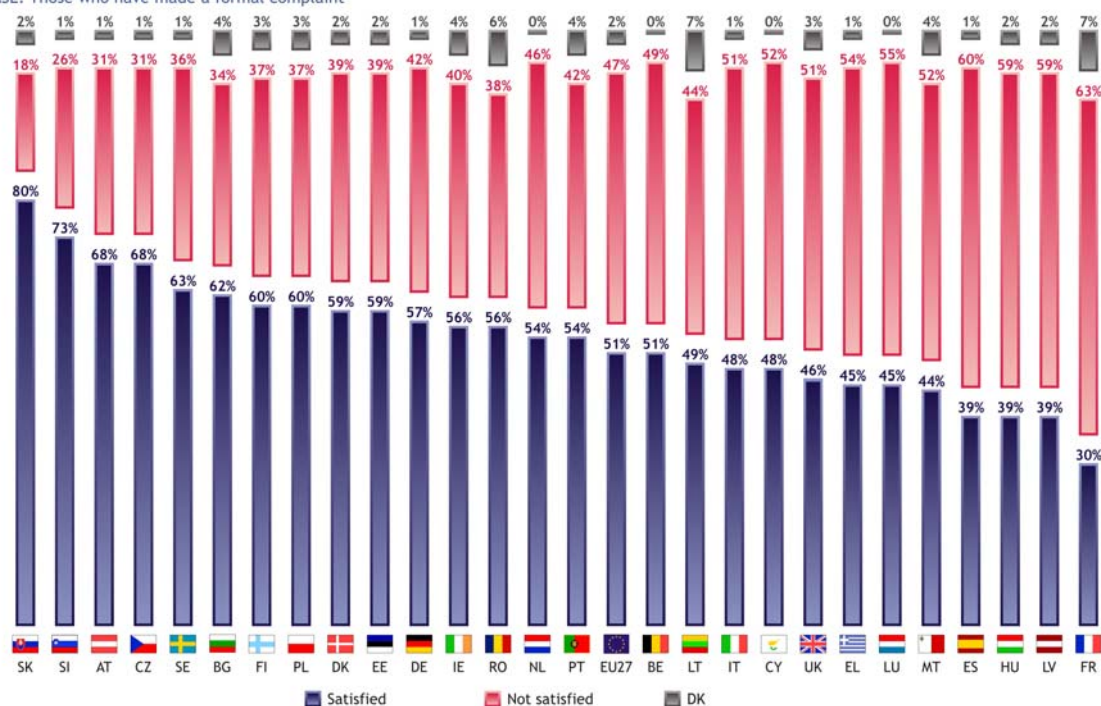
- Europeans are divided about the responses to their complaints -

Questionnaire source: QC13²⁷

Opinion in Europe appears to be divided about the responses received to their complaints. Just over a half (51%) of European citizens who made a formal complaint were satisfied with the way their complaints were dealt with by the seller/provider. This represents a decrease of three percentage points from 54% since 2006.

Question: QC13. In general, were you satisfied or not with the way your complaint(s) was(were) dealt with by the seller\ provider?

BASE: Those who have made a formal complaint



N.B. Due to small bases these figures should be considered as indicative.

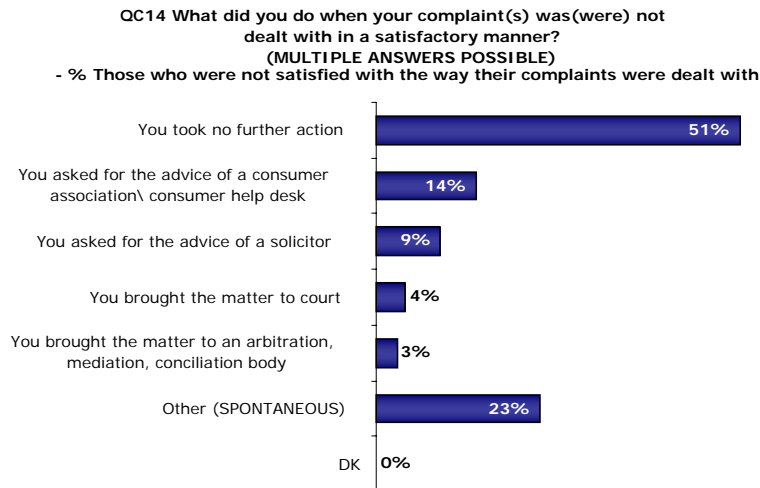
Citizens in Slovakia (80%), Slovenia (73%), Austria (68%) and the Czech Republic (68%) were the most satisfied with the way in which their complaints were handled. On the other hand, the majority of citizens who made a formal complaint in France (63%), Spain (60%), Latvia (59%) and Hungary (59%) were not satisfied with the response.

It should be kept in mind, however, that the bases in countries are too small for a statistically reliable analysis and the figures should be considered only as indicative.

²⁷ QC13 In general, were you satisfied or not with the way your complaint(s) were) dealt with by the seller\ provider?

- Most Europeans do not take a further action if they are dissatisfied with the way their complaint was handled -

Questionnaire source: QC14²⁸



N.B. Due to the small base, these figures should be considered as indicative.

The majority of European respondents (51%) whose complaints were not dealt with in a satisfactory manner did not take any further action. This result is identical to that seen in 2006.

Due to the small bases, analysis at country level is not possible for this question.

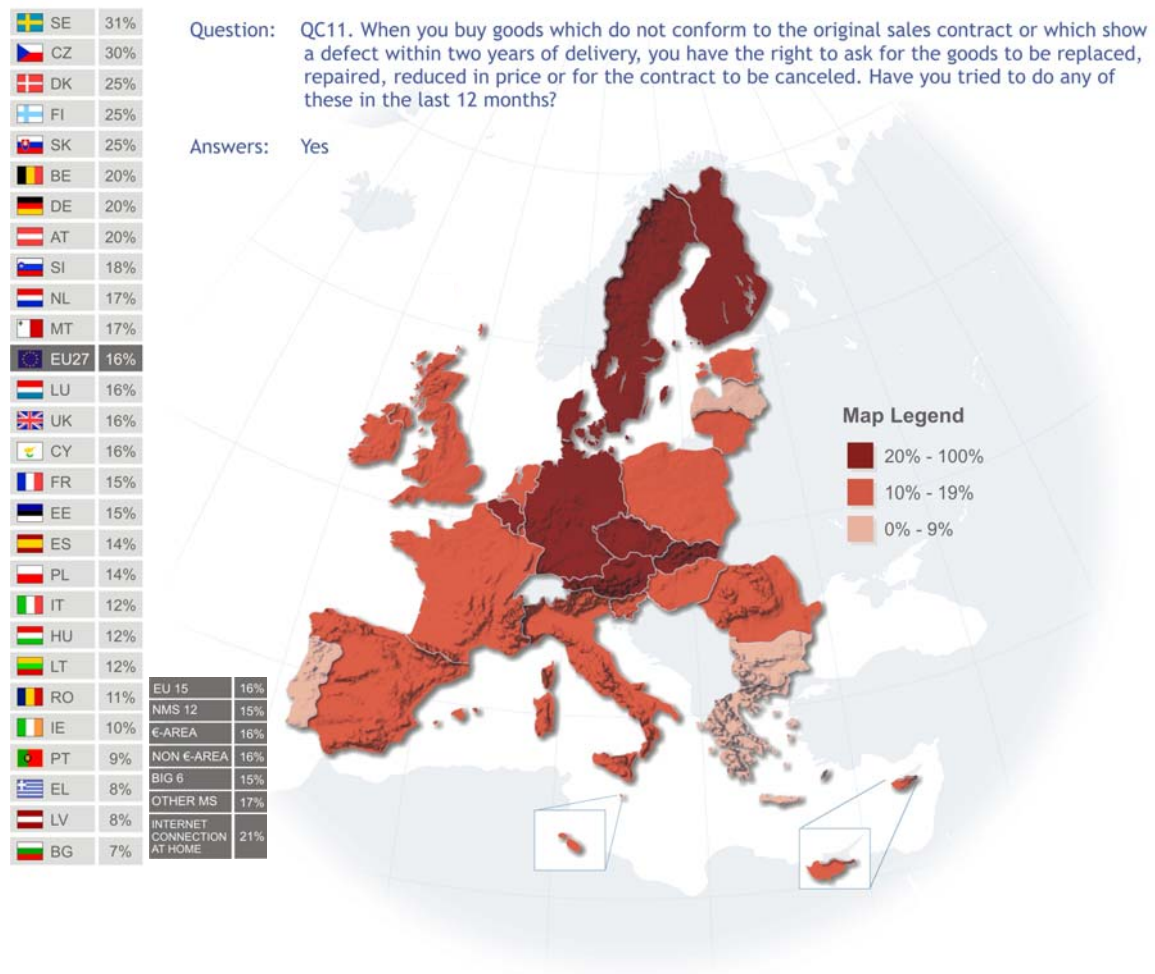
²⁸ QC14 What did you do when your complaint(s) was (were) not dealt with in a satisfactory manner?
(MULTIPLE ANSWERS POSSIBLE)

2.5 Warranty

- 16% of **Europeans exercised their warranty rights** -

Questionnaire source: QC11²⁹

16% of European citizens who bought goods which did not conform to the original sales contract or which proved defective within two years of delivery exercised their right to ask for the goods to be replaced, repaired, reduced in price or for the contract to be canceled. In most of these cases, the seller/provider was located in the home country and complied with the consumer's warranty rights.



²⁹ QC11 When you buy goods which do not conform to the original sales contract or which show a defect within two years of delivery, you have the right to ask for the goods to be replaced, repaired, reduced in price or for the contract to be cancelled. Have you tried to do any of these in the last 12 months?

QC11 When you buy goods which do not conform to the original sales contract or which show a defect within two years of delivery, you have the right to ask for the goods to be replaced, repaired, reduced in price or for the contract to be canceled. Have you tried to do any of these in the last 12 months?

	Yes	Diff. EB69.1 (EU27) – EB65.1 (EU25)
EU27	16%	+1
CY	16%	+12
SE	31%	+11
BE	20%	+7
ES	14%	+6
FR	15%	+5
EL	8%	+4
LU	16%	+4
SI	18%	+4
MT	17%	+3
PT	9%	+3
AT	20%	+2
SK	25%	+2
FI	25%	+2
IT	12%	+1
PL	14%	+1
EE	15%	0
LT	12%	0
IE	10%	-1
HU	12%	-1
UK	16%	-1
CZ	30%	-2
DE	20%	-3
LV	8%	-6
DK	25%	-7
NL	17%	-7
BG	7%	N/A
RO	11%	N/A

Again, even if the questions are not directly comparable, certain trends are apparent. In terms of individual countries, there have been a number of significant changes in comparison to the previous report. More people in Cyprus (+12), Sweden (+11) and Belgium (+7) have exercised their warranty rights and asked for goods to be replaced, repaired, reduced in price or for the contract to be canceled. The reverse is true in Latvia (-6), Denmark (-7) and the Netherlands (-7) where fewer people are now inclined to exercise such rights.

27% of European citizens who have made at least one cross-border purchase have exercised their warranty rights versus only 12% who have not made a cross-border purchase in the last year.

QC11 When you buy goods which do not conform to the original sales contract or which show a defect within two years of delivery, you have the right to ask for the goods to be replaced, repaired, reduced in price or for the contract to be canceled. Have you tried to do any of these in the last 12 months?

	Yes, and the seller\ provider located in (OUR COUNTRY) complied	Yes, and the seller\ provider located in (OUR COUNTRY) did not comply	Yes, and the seller\ provider located in other EU countries complied	Yes, and the seller\ provider located in other EU countries did not comply	No	DK	Yes
EU27	13%	2%	1%	0%	82%	2%	16%
EU15	13%	2%	1%	0%	83%	1%	16%
NMS12	11%	2%	1%	0%	82%	4%	15%
€-AREA	12%	2%	1%	1%	83%	1%	16%
NON €-AREA	13%	3%	0%	0%	81%	3%	16%
BIG 6	12%	2%	1%	0%	83%	1%	15%
Other MS	14%	2%	1%	0%	81%	3%	17%
SE	27%	4%	0%	0%	68%	0%	31%
CZ	25%	4%	1%	0%	69%	1%	30%
DK	23%	2%	1%	0%	74%	1%	25%
SK	22%	2%	1%	0%	71%	4%	25%
FI	22%	2%	0%	0%	75%	0%	25%
BE	16%	2%	1%	1%	80%	0%	20%
DE	19%	1%	0%	0%	79%	1%	20%
AT	16%	2%	3%	2%	79%	1%	20%
SI	15%	2%	1%	0%	82%	0%	18%
MT	13%	2%	1%	-	83%	0%	17%
NL	15%	2%	1%	1%	82%	0%	17%
CY	12%	3%	1%	0%	83%	1%	16%
LU	11%	2%	3%	1%	83%	1%	16%
UK	13%	3%	0%	0%	83%	1%	16%
EE	13%	2%	1%	0%	83%	2%	15%
FR	12%	2%	1%	0%	84%	1%	15%
ES	9%	3%	2%	1%	85%	1%	14%
PL	10%	3%	1%	0%	84%	2%	14%
IT	7%	3%	1%	1%	86%	2%	12%
LT	9%	2%	1%	0%	86%	2%	12%
HU	11%	1%	0%	-	87%	1%	12%
RO	8%	2%	-	0%	79%	10%	11%
IE	7%	2%	1%	0%	84%	7%	10%
PT	5%	2%	2%	1%	88%	2%	9%
EL	6%	2%	1%	0%	92%	0%	8%
LV	7%	1%	1%	0%	91%	1%	8%
BG	5%	2%	0%	-	91%	3%	7%

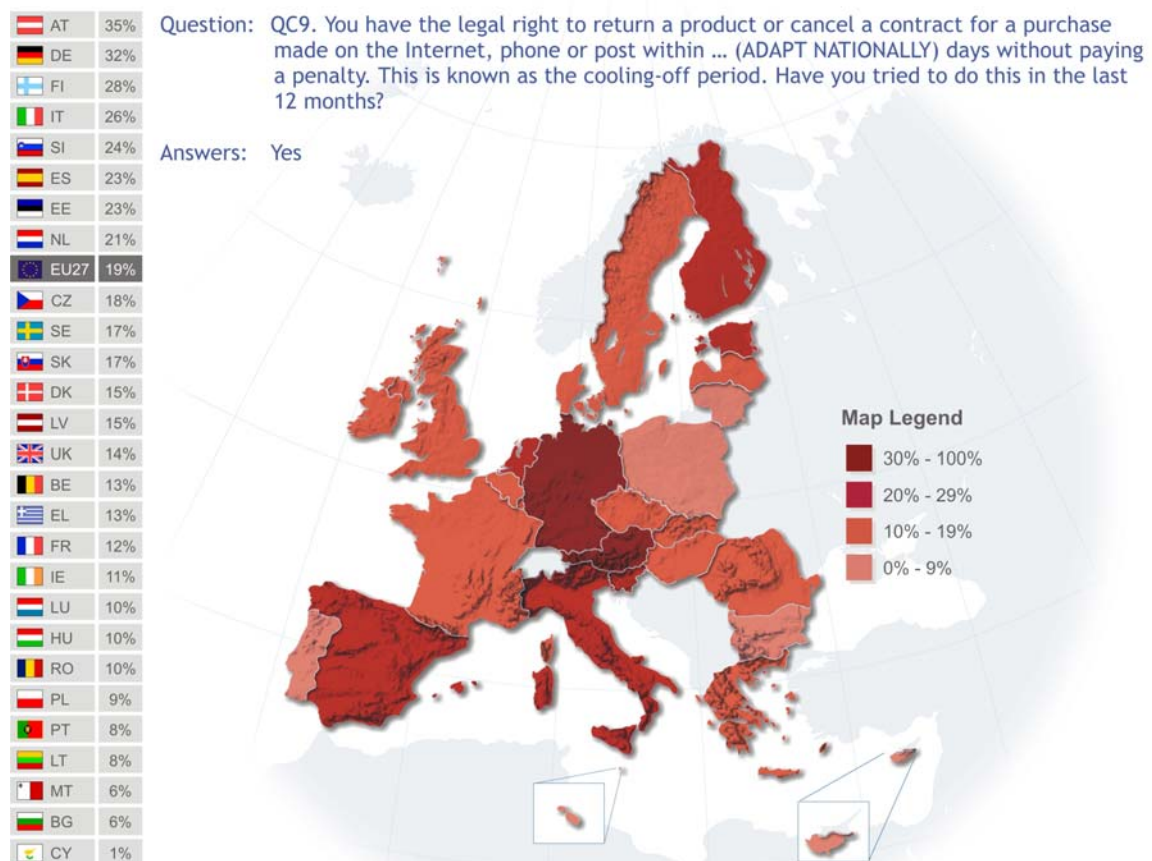
2.6 Cooling off period

The term “cooling off period” indicates the legal right to return a product or cancel a contract for a purchase made on the Internet, by phone, by post or from a sales representative, within a defined time period without paying a penalty.

- Nearly a fifth of respondents have returned a product or cancelled a contract -

Questionnaire source: QC9³⁰

19% of European citizens have exercised their right to return a product or cancel a contract for a purchase made on the Internet, by phone or by post mostly from sellers/providers located in their own country.



BASE: Those who have made at least one purchase via Internet, by phone or by post

People living in euro area countries are more likely than people living in non-euro area countries to have returned products or cancelled a contract for a purchase.

³⁰ QC9 You have the legal right to return a product or cancel a contract for a purchase made on the Internet, phone or post within ... (ADAPT NATIONALLY) days without paying a penalty. This is known as the cooling-off period. Have you tried to do this in the last 12 months?

QC9 You have the legal right to return a product or cancel a contract for a purchase made on the Internet, phone or post within ... (ADAPT NATIONALLY) days without paying a penalty. This is known as the cooling-off period. Have you tried to do this in the last 12 months?

BASE: IF 'HAS MADE AT LEAST ONE PURCHASE VIA INTERNET OR PHONE OR POST WITHIN THE EU'

	Yes, from a seller\ provider located in (OUR COUNTRY) and they accepted this	Yes, from a seller\ provider located in (OUR COUNTRY) and they did not accept this	Yes, from a seller\ provider located in another EU country and they accepted this	Yes, from a seller\ provider located in another EU country and they did not accept this	No	DK	Yes
EU27	16%	2%	1%	1%	79%	1%	19%
EU15	17%	2%	1%	1%	79%	1%	20%
NMS12	10%	1%	1%	0%	83%	4%	12%
€-AREA	19%	2%	1%	1%	76%	1%	23%
NON €-AREA	12%	1%	0%	0%	85%	2%	13%
BIG 6	17%	2%	1%	1%	79%	1%	20%
Other MS	15%	1%	2%	0%	80%	2%	18%
Internet connection at home	17%	3%	1%	0%	78%	1%	21%
AT	25%	2%	8%	3%	65%	0%	35%
DE	29%	2%	0%	0%	68%	1%	32%
FI	26%	1%	2%	1%	71%	1%	28%
IT	14%	6%	3%	3%	72%	2%	26%
SI	21%	1%	2%	-	76%	0%	24%
EE	19%	1%	3%	0%	74%	3%	23%
ES	13%	4%	4%	3%	77%	-	23%
NL	19%	1%	1%	0%	79%	0%	21%
CZ	15%	2%	1%	-	81%	1%	18%
SK	14%	2%	2%	1%	68%	15%	17%
SE	15%	2%	0%	0%	83%	0%	17%
DK	12%	2%	1%	-	85%	0%	15%
LV	12%	1%	3%	0%	84%	0%	15%
UK	12%	1%	0%	0%	86%	1%	14%
BE	11%	0%	2%	1%	87%	-	13%
EL	7%	3%	3%	-	87%	-	13%
FR	10%	1%	1%	0%	88%	1%	12%
IE	6%	1%	5%	1%	73%	15%	11%
LU	0%	-	9%	0%	89%	1%	10%
HU	10%	0%	-	-	90%	-	10%
RO	7%	2%	2%	-	75%	14%	10%
PL	8%	1%	-	-	89%	2%	9%
LT	6%	1%	1%	-	90%	2%	8%
PT	7%	2%	-	-	92%	-	8%
BG	5%	1%	-	1%	67%	26%	6%
MT	3%	1%	0%	1%	93%	2%	6%
CY	-	-	-	1%	94%	5%	1%

The number of people in the EU who have *not* exercised their legal right to return a product or cancel a contract for a purchase made on the Internet, phone or post has decreased by 3 points since the survey conducted two years ago. In other words, **slightly more Europeans today than in 2006 tend to make use of their rights during the cooling-off period.**

QC9 You have the legal right to return a product or cancel a contract for a purchase made on the Internet, phone or post within ... (ADAPT NATIONALLY) days without paying a penalty. This is known as the cooling-off period. Have you tried to do this in the last 12 months?

	% Those who have <i>not</i> exercised their rights during the cooling-off period	Diff. EB69.1 -EB65.1
EU27	79%	-3
PT	92%	+15
MT	93%	+9
IE	73%	+5
BE	87%	+4
LT	90%	+4
SK	68%	+4
CZ	81%	+3
HU	90%	+3
PL	89%	+3
LU	89%	+2
CY	94%	+2
UK	86%	+1
FR	88%	0
SE	83%	-1
LV	84%	-2
SI	76%	-2
NL	79%	-3
EE	74%	-4
EL	87%	-4
FI	71%	-4
DK	85%	-5
DE	68%	-7
ES	77%	-11
IT	72%	-12
AT	65%	-14
BG	67%	N/A
RO	75%	N/A

A country-level analysis reveals that fewer people in Portugal (+15 saying no), Malta (+9) and Ireland (+5) have exercised their right for a cooling-off period in comparison to the previous survey. The reverse is true in Spain (-11) and Austria (-14), i.e. respondents in these countries are far more likely to exercise their right than in 2006.

23% of European citizens who have made at least one cross-border purchase in the EU have exercised their cooling-off period rights. The same applies to 20% of Europeans who have an Internet connection at home compared with 19% of Europeans as a whole.

The latter result is interesting given that most distance purchases are made via the Internet but it does not seem to imply higher levels of product returns during the cooling-off period.

Not surprisingly, people who have made a formal complaint are more likely to have exercised their cooling-off period rights than people who have not made a complaint.

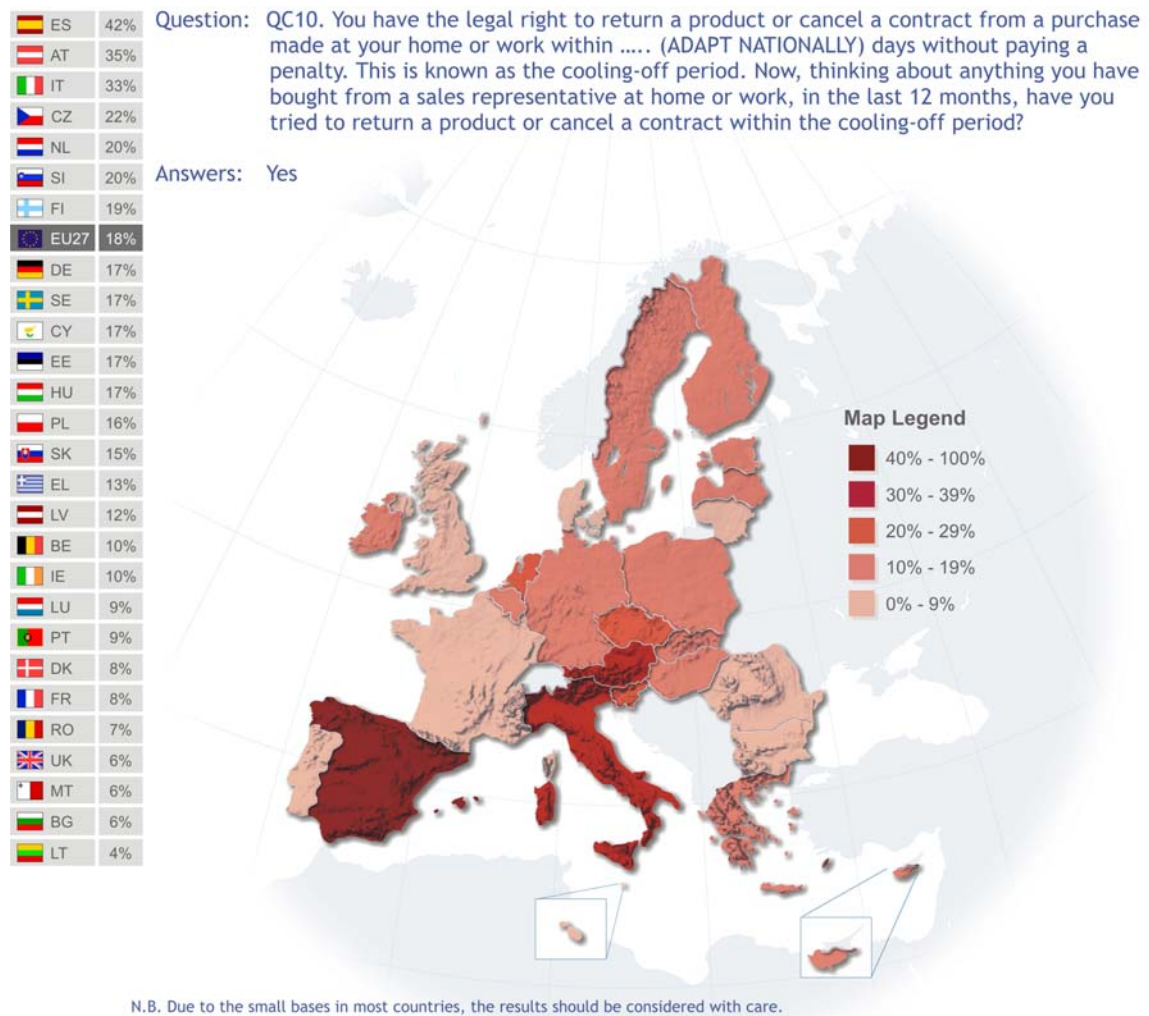
QC9 You have the legal right to return a product or cancel a contract for a purchase made on the Internet, phone or post within ... (ADAPT NATIONALLY) days without paying a penalty. This is known as the cooling-off period. Have you tried to do this in the last 12 months?

	Yes
EU27	19%
At least one cross-border purchase in the EU	
Yes	23%
No	17%
Not interested in making cross-border purchase	
Agree	18%
Disagree	22%
Feel adequately protected	
Yes	21%
No	18%
Has made a formal complaint	
Yes	35%
No	14%
Internet connection at home	
Yes	20%
No	18%

- About a fifth of those who bought something from a sales representative have exercised their rights within the cooling-off period -

Questionnaire source: QC10³¹

18% of European citizens who made a purchase from a sales representative at home or work, over the last 12 months, have tried to return a product or cancel a contract within the cooling-off period.



BASE: Those who have made at least one purchase from a sales representative

³¹ QC10 You have the legal right to return a product or cancel a contract from a purchase made at your home or work within (ADAPT NATIONALLY) days without paying a penalty. This is known as the cooling-off period. Now, thinking about anything you have bought from a sales representative at home or work, in the last 12 months, have you tried to return a product or cancel a contract within the cooling-off period?

2.7 Delivery

- Around a quarter of Europeans have experienced a delay, one in twenty non-delivery -

Questionnaire source: QC8³²

24% of European citizens who have made a distance purchase from a seller/provider in their country experienced a delivery delay from sellers/providers located in the respondent's home country. This is the most common problem encountered while non-delivery and problems with providers in other countries are rare.

QC8 During the past 12 months have any of the following situations happened to you when purchasing something at a distance in (OUR COUNTRY) or elsewhere? (MULTIPLE ANSWERS POSSIBLE)

BASE: HAS MADE AT LEAST ONE PURCHASE VIA INTERNET OR PHONE OR POST

	A delay in the delivery of something purchased from a seller\ provider located in (OUR COUNTRY)	You purchased something from a seller\ provider located in (OUR COUNTRY) and it was not delivered at all	A delay in the delivery of something purchased from a seller\ provider located in another EU country	You purchased something from a seller\ provider located in another EU country and it was not delivered at all	A delay in the delivery of something purchased from a seller\ provider located outside the EU	You purchased something from a seller\ provider located outside the EU and it was not delivered at all
EU27	24%	5%	3%	1%	2%	0%
FR	35%	5%	1%	1%	1%	1%
UK	31%	5%	2%	0%	3%	1%
NL	24%	3%	3%	1%	2%	1%
CZ	24%	5%	1%	0%	0%	0%
PL	24%	4%	1%	0%	-	-
AT	22%	5%	13%	4%	2%	1%
DE	21%	5%	1%	0%	1%	0%
IT	21%	5%	4%	4%	3%	0%
SK	20%	6%	4%	0%	-	-
SE	19%	3%	3%	0%	3%	1%
DK	19%	5%	7%	2%	3%	1%
SI	18%	4%	3%	0%	2%	-
ES	18%	4%	7%	9%	3%	2%
FI	16%	5%	2%	0%	0%	0%
BE	14%	4%	6%	2%	2%	0%
EE	14%	4%	4%	1%	0%	0%
HU	13%	2%	-	-	-	-
LV	13%	4%	4%	1%	1%	-
RO	13%	1%	1%	-	-	-
EL	11%	3%	5%	-	3%	-
PT	9%	-	1%	1%	-	-
LT	8%	2%	2%	1%	2%	1%
BG	7%	-	-	2%	-	1%
IE	7%	2%	9%	2%	4%	1%
MT	5%	1%	12%	3%	4%	0%
LU	3%	1%	10%	5%	2%	1%
CY	1%	-	5%	2%	-	-

³² QC8 During the past 12 months have any of the following situations happened to you when purchasing something at a distance in (OUR COUNTRY) or elsewhere? (MULTIPLE ANSWERS POSSIBLE)

QC1 At least one distance purchase in (YOUR COUNTRY)	
Yes	
A delay in the delivery in (OUR COUNTRY)	26%
Not delivered at all in (OUR COUNTRY)	5%

QC1 At least one distance purchase in the EU	
Yes	
A delay in the delivery from another EU country	15%
Not delivered at all from another EU country	7%

If we narrow down our focus on those who have made a distance purchase either in their countries or in another EU country, the following observations can be made:

- 26% of respondents who have made a distance purchase from a seller located in their countries report that they have experienced a delay in delivery while 5% say that they did not receive the product at all.
- 15% among those who have made a distance purchase from a seller located in another EU country say that the product delivery was delayed while 7% did not receive the product at all.

Has come across...		QC5.1 Unsolicited advertisements			QC5.2 Misleading/deceptive advertisements			QC5.4 Fraudulent advertisements		
		Yes	No	DK	Yes	No	DK	Yes	No	DK
QC8 has experienced problems	Yes	33%	22%	13%	37%	22%	24%	38%	26%	26%
	None of these	66%	75%	82%	62%	76%	73%	61%	72%	71%
	DK	1%	3%	6%	1%	2%	3%	1%	2%	3%

Responded to...		QC5.3 Misleading/deceptive advertisement			QC5.5 Fraudulent advertisements		
		Yes	No	DK	Yes	No	DK
QC8 has experienced problems	Yes	48%	28%	17%	51%	29%	22%
	None of these	51%	71%	71%	47%	70%	66%
	DK	2%	1%	12%	2%	1%	12%

BASE: HAS MADE AT LEAST ONE PURCHASE VIA INTERNET OR PHONE OR POST

Furthermore, we can establish a link between respondents who have come across unsolicited, misleading/deceptive or fraudulent advertisements or responded to such advertisements and those who have experienced delivery problems: those who have received any type of "unwanted" advertising and/or responded to it are more likely to also report that they have experienced problems with delivery.

Residents in larger countries such as France (35%) and the UK (31%) are most likely to say that they experienced a delay in delivery within their countries. Such delays rarely occurred in the smallest EU countries namely Cyprus, Malta and Luxembourg. This observation is also confirmed by looking at the six largest EU Member States: 27% respondents in these countries say that they have experienced a delay in delivery compared to 18% of respondents in other EU Member States.

Citizens in Austria (13%), Malta (12%) and Luxembourg (10%) are the most likely to have experienced a delay in the delivery of something purchased from a seller/provider located in another EU country.

BASE: HAS MADE AT LEAST ONE PURCHASE VIA INTERNET OR PHONE OR POST

	Has experienced problems	% has experienced no problems (None of these (SPONT.))	Diff. no problems 69.1 (EU27)- 65.1 (EU25)
EU27	30%	68%	-7
PT	10%	89%	+19
CY	8%	92%	+18
IE	19%	71%	+12
LT	13%	83%	+9
LU	17%	79%	+7
HU	15%	85%	+6
MT	21%	76%	+4
SK	28%	58%	+3
LV	22%	75%	+2
BE	24%	76%	-1
NL	28%	71%	-4
SI	24%	75%	-4
EL	21%	78%	-6
FI	21%	78%	-6
UK	34%	65%	-6
IT	36%	62%	-6
DK	27%	73%	-7
DE	25%	74%	-7
FR	38%	60%	-8
SE	25%	74%	-9
CZ	30%	67%	-10
AT	38%	60%	-13
PL	29%	67%	-13
EE	21%	62%	-17
ES	35%	65%	-22
BG	8%	74%	N/A
RO	14%	75%	N/A

Again, this question is not directly comparable with the one asked in 2006, but we can compare the groups of respondents who spontaneously declared they have not experienced a delivery delay or been confronted with the problem of non-delivery.

At EU level we see that fewer respondents say that they have not experienced any of the problems mentioned in the question than in 2006.

In Portugal (+19), Cyprus (+18) and Ireland (+12) the number of people who have not experienced such situations when purchasing something at a distance has increased significantly since the previous survey. On the other hand, the percentages have declined significantly in Poland (-13), Austria (-13), Estonia (-17) and Spain (-22). In other words, respondents in the first group of countries experienced significantly fewer delivery problems while those in the latter group had significantly more problems than in 2006.

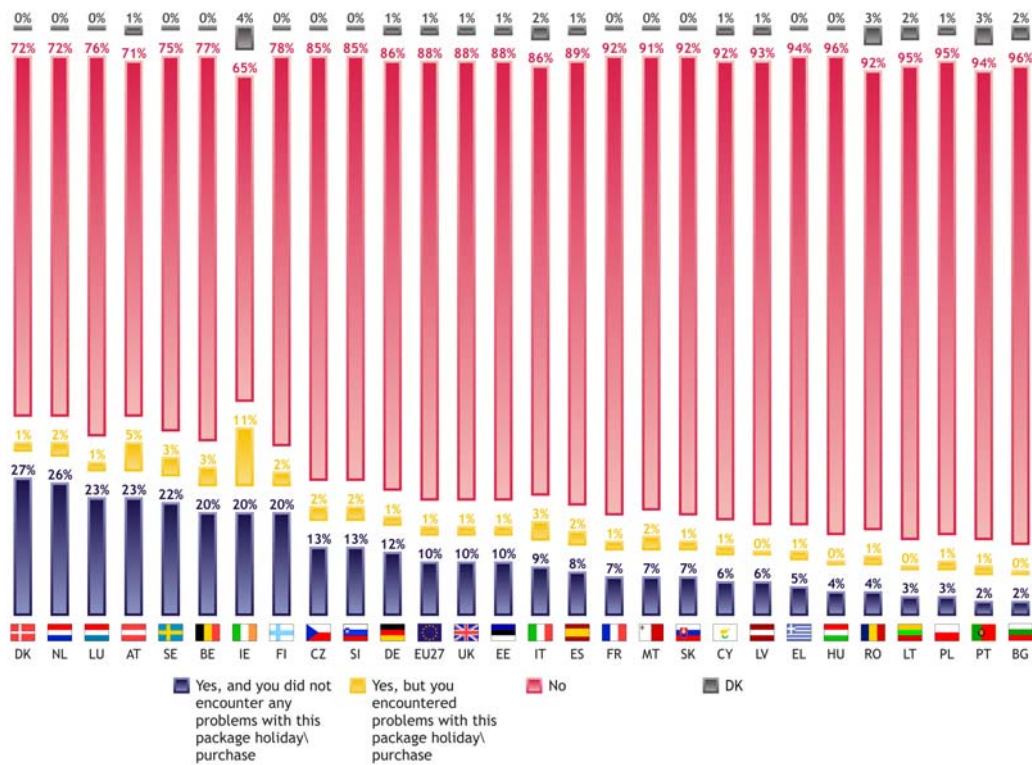
2.8 Package holidays

- 1 in 10 Europeans have purchased a package holiday -

Questionnaire source: QC24³³

88% of European citizens said that they had *not* purchased a package holiday over the past 12 months, that is to say a combination of transport and accommodation from a company based in the European Union. 10% of European citizens have bought a package holiday and did not encounter any problems with their holiday/purchase, while 1% of Europeans purchased a package holiday and encountered problems.

Question: QC24. In the past 12 months, have you purchased a package holiday, that is to say a combination of transport and accommodation from a company based in the European Union?



Residents in Denmark, the Netherlands, Luxembourg, Austria and Sweden are more likely to buy package holidays. In terms of occupation, self-employed people, managers and other white collar workers are also generally more inclined to purchase package holidays, which probably reflects their level of income.

³³ QC24 In the past 12 months, have you purchased a package holiday, that is to say a combination of transport and accommodation from a company based in the European Union?

QC24 In the past 12 months, have you purchased a package holiday, that is to say a combination of transport and accommodation from a company based in the European Union?

	Yes	Diff. 69.1 (EU27) -65.1 (EU25)
EU27	11%	-3
EE	11%	+6
NL	28%	+5
MT	9%	+4
SI	15%	+4
EL	6%	+3
LV	6%	+3
ES	10%	+2
CY	7%	+2
IE	31%	+1
FI	22%	+1
PL	4%	+1
LT	3%	+1
SK	8%	+1
CZ	15%	0
FR	8%	0
HU	4%	0
PT	3%	0
IT	12%	-1
AT	28%	-2
SE	25%	-2
DK	28%	-3
BE	23%	-3
UK	11%	-5
LU	24%	-6
DE	13%	-8
BG	2%	N/A
RO	5%	N/A

Again the questions are not directly comparable but some changes can be indicated based on the aggregate figure of 'yes' answers.

There was an overall decrease (-3) in purchases of package holidays across the EU in comparison to 2006. This decrease was the most marked in Nordic and Benelux countries, as well as in Germany. These are also the countries where respondents are most likely to purchase package holidays.

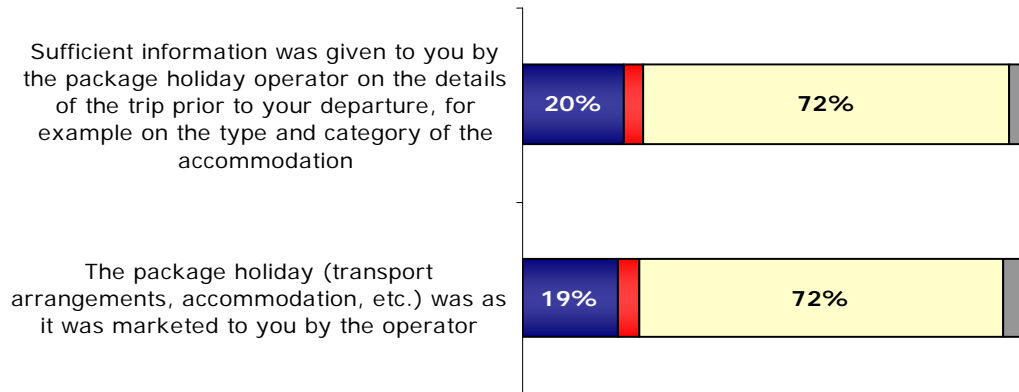
On the other hand, more people in Estonia (+6), the Netherlands (+5), Malta (+4) and Slovenia (+4) bought package holidays in the past 12 months.

- In general, Europeans tend to be satisfied with their package holidays -

Questionnaire sources: QC25.1³⁴ and QC25.2³⁵

QC25 Now thinking about any package holidays you have taken in the last 3 years, do you tend to agree or not with the following statements? - % EU27

■ Tend to agree ■ Tend to disagree ■ Not applicable (not taken any trips in last 3 years) ■ DK



72% of European citizens have not been on a package holiday over the last 3 years. 20% of European citizens have been on a package holiday over the last 3 years and tend to agree that sufficient information was given to them by the package holiday operator on the details of the trip prior to their departure, for example on the type and category of the accommodation.

19% of European citizens went on package holidays during the last 3 years and tend to agree that the package holiday (transport arrangements, accommodation, etc.) was as it was marketed to them by the operator.

Package holidays are most common in Denmark (57%), the Netherlands (51%) and Sweden (50%) where half or more respondents say that they have been on a package holiday in the last three years. Italians (11%), Greeks (10%) and the Portuguese (9%) are the least likely to have taken such holiday.

When looking exclusively at the group of those who took a package holiday in the last three years, it can be said that an overwhelming majority was satisfied with the conditions of their travel: 83% agree that they received sufficient information prior to the survey and an equal share say that their package holiday corresponded to what was promised.

³⁴ 1. Sufficient information was given to you by the package holiday operator on the details of the trip prior to your departure, for example on the type and category of the accommodation

³⁵ 2. The package holiday (transport arrangements, accommodation, etc.) was as it was marketed to you by the operator

QC25.1 Now thinking about any package holidays you have taken in the last 3 years, do you tend to agree or not with the following statements?
Sufficient information was given to you by the package holiday operator on the details of the trip prior to your departure, for example on the type and category of the accommodation

BASE: Those who have taken a package holiday in the last three years and gave an answer to this question

	BASE	Tend to agree	Tend to disagree
EU27	6836	83%	17%
MT	120	92%	8%
SE	499	92%	8%
CY	163	91%	9%
FI	327	91%	9%
DK	565	91%	9%
IT	118*	90%	10%
DE	433	90%	10%
NL	465	89%	11%
IE	358	89%	11%
LU	168	88%	12%
CZ	444	86%	14%
BE	419	86%	14%
UK	447	85%	15%
ES	131*	85%	15%
SI	373	82%	18%
AT	383	82%	18%
FR	289	81%	19%
EE	190	81%	19%
LV	147*	80%	20%
PL	104*	80%	20%
SK	236	78%	22%
BG	44*	75%	25%
LT	76*	75%	25%
HU	81*	70%	30%
EL	95*	70%	30%
RO	96*	60%	40%
PT	65*	57%	43%

* The bases for these countries are too small for a reliable analysis and the figures should be considered as purely indicative.

In every Member State, more respondents tend to agree rather than disagree with the statement that they received sufficient information from the operator prior to their trip. It seems that, this ratio of positive answers is linked to the number of respondents that took a trip in the past three years, i.e. **the more people have bought package holidays, the more they tend to be satisfied.**

Consequently, for example Swedes, Finns, and Germans are more likely than the average European consumer who has taken a package trip to consider that the information given to them by the package holiday operator on the details of the trip was sufficient.

QC25.2 Now thinking about any package holidays you have taken in the last 3 years, do you tend to agree or not with the following statements?

The package holiday (transport arrangements, accommodation, etc.) was as it was marketed to you by the operator

BASE: Those who have taken a package holiday in the last three years and gave an answer to this question

	BASE	Tend to agree	Tend to disagree
EU27	6836	83%	17%
FI	327	94%	6%
UK	447	91%	9%
SE	499	90%	10%
NL	465	89%	11%
LU	168	88%	12%
MT	120*	88%	12%
CY	163	88%	12%
DK	565	87%	13%
DE	433	86%	14%
BE	419	85%	15%
SI	373	82%	18%
IT	118*	82%	18%
FR	289	81%	19%
CZ	444	81%	19%
EE	190	81%	19%
SK	236	78%	22%
EL	95*	78%	22%
HU	81*	78%	22%
AT	383	78%	22%
ES	131*	77%	23%
IE	358	76%	24%
BG	44*	75%	25%
LV	147*	75%	25%
PL	104*	75%	25%
LT	76*	71%	29%
RO	96*	60%	40%
PT	65*	57%	43%

* The bases for these countries are too small for a reliable analysis and the figures should be considered as purely indicative.

The patterns as regards satisfaction with the transparency of the marketing of package holidays are similar to those noted above as regards information. In other words, **most respondents who have taken a package holiday in the past three years also tend to be satisfied with the way it was marketed by the operator.**

* * *

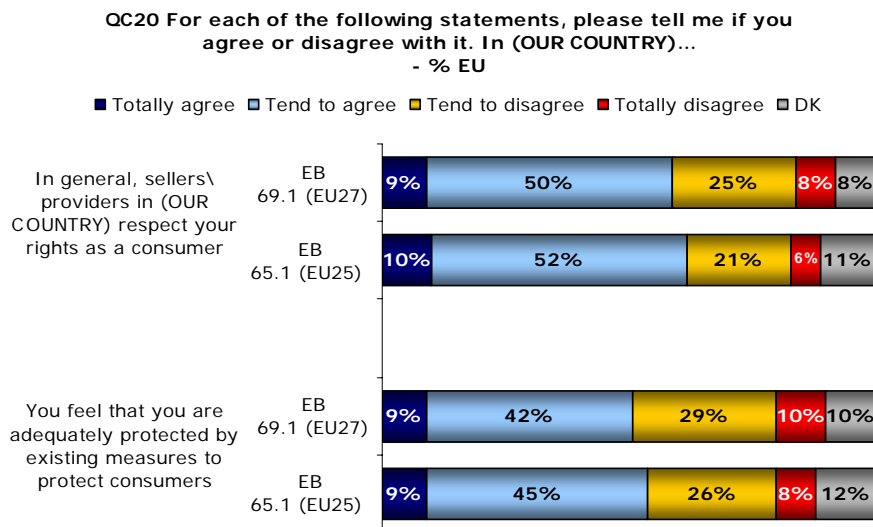
- Advertisements/offers from other European countries are not very common: 55% of respondents declared that they have never received such offers. Consequently, “unwanted” advertisements from *other countries* are also uncommon, while over two-fifths of respondents declared that they have received unsolicited advertisements from sellers and providers *in their own country*.
- A significant percentage (14%) of Europeans report that they have been pressurised to purchase something or sign up to a contract or that they have come across unfair consumer contract terms (13%).
- Partly linked to this, 16% of Europeans have made a complaint in the past year, but all in all over three-quarters of Europeans say they have not encountered any problems as consumers. A further 19% say they have exercised their cooling-off period rights. In both cases, the seller/provider usually complied .
- Those respondents who feel that they have been pressurised or coerced to purchase something in the last 12 months are significantly more likely than the average European to report that they have filed a formal complaint. This is also the case for those who have received unsolicited, misleading or fraudulent advertisements.
- Concerning product delivery around a fifth have experienced some delays in the delivery of their distance purchases in their countries and 5% report that the product was not delivered at all. Problems with delays appear more likely to occur in respondents’ own countries.
- Among those who have purchased something at distance in their own countries, 26% report that they have encountered a delay in delivery and 5% say that the product was not delivered at all. Furthermore, among those who have made a cross-border distance purchase, 15% have experienced a delay in delivery while 7% report that they did not receive the product at all.

3. CONSUMER PROTECTION INDICATORS

3.1 Consumer protection measures

- **Just over half of Europeans believe that their consumer rights are protected and respected; a slight decrease in confidence –**

Questionnaire source: QC20³⁶



51% of European consumers **feel that they are adequately protected** by existing consumer protection measures, i.e. 3 percentage points less than in 2006. In fact, 39% of respondents now consider that they are not adequately protected, 5 percentage points more than in the previous survey. It is in the largest countries, France (-10) and Germany (-8), where significant drops of positive opinions are recorded.

The outlook is particularly negative in the new Member States where only 39% of citizens feel adequately protected by existing consumer protection measures.

	EU27	Internet connection at home		EU27	Internet connection at home	
		Yes	No		Yes	No
Agree	51%	56%	45%	59%	65%	53%
Disagree	39%	37%	41%	33%	30%	35%

³⁶ QC20 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)... 6. You feel that you are adequately protected by existing measures to protect consumers; 7. In general, sellers\ providers in (OUR COUNTRY) respect your rights as a consumer

QC20.6 You feel that you are adequately protected by existing measures to protect consumers

QC20.7 In general, sellers\ providers in (OUR COUNTRY) respect your rights as a consumer

% Agree	EB69.1/2008	Diff. 2008-2006	% Agree	EB69.1/2008	Diff. 2008-2006
EU27	51%	-3	EU27	59%	-3
ES	53%	+17	ES	63%	+17
PL	45%	+6	SK	54%	+9
MT	52%	+6	LV	55%	+7
SK	41%	+5	EE	68%	+5
DK	73%	+4	CY	53%	+5
CY	52%	+3	PL	49%	+5
LV	35%	+2	MT	58%	+5
EE	50%	+2	SI	61%	0
HU	50%	0	SE	77%	0
FI	72%	-1	FI	88%	0
SI	45%	-2	DE	72%	-1
SE	70%	-2	UK	77%	-1
AT	61%	-2	AT	66%	-2
IE	56%	-3	HU	57%	-3
UK	66%	-3	NL	77%	-3
IT	39%	-4	CZ	49%	-3
NL	74%	-4	PT	39%	-3
BE	61%	-4	EL	39%	-5
PT	35%	-4	BE	78%	-5
CZ	48%	-5	DK	57%	-7
LU	60%	-5	LU	73%	-7
LT	25%	-6	LT	35%	-8
EL	30%	-6	FR	61%	-8
DE	61%	-8	IE	58%	-8
FR	40%	-10	IT	36%	-11

A similar trend emerges when looking at the extent to which European citizens think that, in general, **sellers/providers in their country respect their rights as consumers**. The percentage has declined slightly by 3 percentage points since the 2006 survey. 59% now consider that their rights are respected as consumers. Spanish (+17) particularly have a more positive outlook when compared to 2006. Pessimism increased in Italy (-11), Ireland, France and Lithuania (-8 percentage each).

Overall, as shown in the tables below, those respondents who have received unsolicited, misleading or fraudulent advertisements do not tend to have significantly differing views about the level of consumer protection and consumer rights compared to the average European.

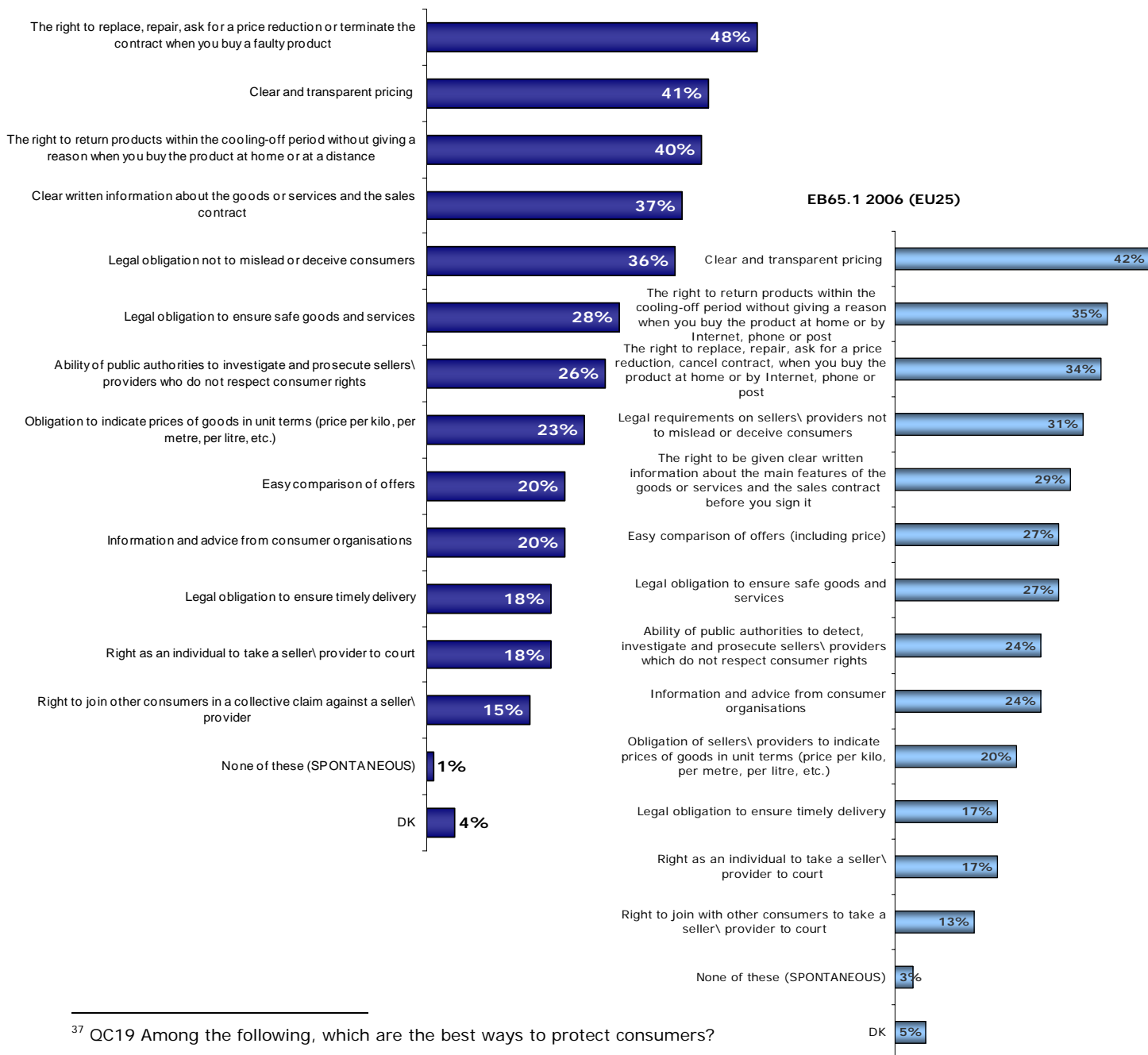
		EU27	Has come across unsolicited/misleading/fraudulent advertisements in (COUNTRY)	Has come across unsolicited/misleading/fraudulent advertisements from another EU country
QC20.6 You feel that you are adequately protected by existing measures to protect consumers	Totally agree	9%	9%	10%
	Tend to agree	42%	43%	49%
	Tend to disagree	29%	31%	28%
	Totally disagree	10%	10%	7%
	DK	10%	7%	6%
QC20.7 In general, sellers\ providers in (OUR COUNTRY) respect your rights as a consumer	Totally agree	9%	9%	12%
	Tend to agree	50%	53%	59%
	Tend to disagree	25%	25%	20%
	Totally disagree	8%	8%	5%
	DK	8%	5%	4%

- Warranty rights in case of a faulty product are seen as the best way of protecting consumers -

Questionnaire source: QC19³⁷

European citizens expressed a range of views about a number of measures intended to improve consumer protection. The proposal that received the strongest support (48%) was the right to replace, repair, ask for a price reduction or terminate the contract when a faulty product is bought.

QC19 Among the following, which are the best ways to protect consumers? (MAX. 5 ANSWERS) - % EU27



³⁷ QC19 Among the following, which are the best ways to protect consumers?

Other proposals which received strong support included the need for clear and transparent pricing and the right to return products within the cooling-off period without giving a reason when a product is bought at home or at a distance. These two points also featured as high priorities for European citizens in the survey of 2006.

QC19 Among the following, which are the best ways to protect consumers? (MAX. 5 ANSWERS)

	The right to replace, repair, ask for a price reduction or terminate the contract when you buy a faulty product	Clear and transparent pricing	The right to return products within the cooling-off period without giving a reason when you buy the product at home or at a distance	Clear written information about the goods or services and the sales contract	Legal obligation not to mislead or deceive consumers	Legal obligation to ensure safe goods and services	Ability of public authorities to investigate and prosecute sellers\ providers who do not respect consumer rights	Obligation to indicate prices of goods in unit terms (price per kilo, per metre, per litre, etc.)	Easy comparison of offers	Information and advice from consumer organisations	Legal obligation to ensure timely delivery	Right as an individual to take a seller\ provider to court	Right to join other consumers in a collective claim against a seller\ provider	None of these (SPONTANEOUS)	DK
EU27	48%	41%	40%	37%	36%	28%	26%	23%	20%	20%	18%	18%	15%	1%	4%
EU15	48%	42%	40%	38%	36%	28%	28%	22%	20%	22%	18%	19%	17%	1%	3%
NMS12	48%	40%	41%	35%	37%	28%	20%	24%	20%	14%	17%	15%	9%	1%	6%
€-AREA	47%	42%	38%	36%	35%	27%	28%	24%	21%	22%	19%	20%	19%	1%	3%
NON €-AREA	50%	41%	45%	39%	39%	30%	24%	20%	19%	16%	16%	16%	9%	1%	5%
INTERNET CONNECTION AT HOME	52%	43%	45%	40%	37%	30%	29%	24%	22%	22%	19%	20%	16%	1%	2%
BE	41%	45%	35%	36%	36%	31%	28%	31%	27%	21%	29%	23%	16%	1%	1%
BG	45%	31%	33%	34%	43%	43%	28%	26%	13%	9%	16%	18%	12%	1%	9%
CZ	57%	45%	49%	35%	44%	33%	35%	25%	17%	12%	14%	14%	11%	1%	1%
DK	55%	38%	51%	47%	47%	27%	37%	20%	26%	36%	15%	24%	17%	1%	1%
DE	57%	37%	53%	36%	40%	27%	32%	24%	20%	26%	14%	21%	17%	1%	2%
EE	52%	47%	41%	38%	37%	34%	17%	21%	19%	14%	21%	14%	7%	1%	7%
EL	45%	50%	33%	38%	41%	38%	31%	22%	32%	11%	23%	27%	15%	1%	0%
ES	31%	36%	31%	31%	27%	26%	21%	20%	23%	14%	16%	15%	14%	1%	5%
FR	42%	47%	34%	34%	32%	18%	30%	29%	23%	34%	27%	24%	30%	1%	2%
IE	48%	52%	40%	39%	33%	30%	23%	22%	31%	18%	19%	20%	12%	1%	5%
IT	52%	45%	28%	38%	31%	28%	28%	22%	17%	15%	14%	17%	19%	3%	1%
CY	56%	70%	29%	38%	27%	47%	29%	27%	25%	26%	30%	26%	12%	0%	1%
LV	49%	21%	34%	30%	29%	31%	17%	15%	23%	21%	18%	15%	5%	1%	3%
LT	34%	33%	30%	30%	36%	33%	19%	14%	15%	10%	11%	9%	1%	6%	6%
LU	44%	40%	30%	31%	27%	16%	25%	28%	30%	27%	24%	19%	17%	6%	5%
HU	46%	46%	35%	35%	41%	39%	14%	24%	23%	33%	17%	18%	8%	2%	2%
MT	52%	56%	34%	37%	29%	19%	18%	18%	20%	23%	22%	7%	5%	-	3%
NL	54%	39%	45%	48%	49%	46%	26%	27%	17%	28%	21%	15%	15%	0%	2%
AT	51%	45%	42%	40%	43%	30%	34%	28%	29%	23%	25%	21%	18%	1%	1%
PL	50%	33%	46%	30%	35%	18%	17%	19%	20%	11%	16%	15%	9%	2%	8%
PT	35%	33%	28%	25%	23%	21%	17%	22%	18%	14%	17%	13%	9%	4%	10%
RO	45%	47%	36%	45%	35%	30%	16%	31%	22%	13%	19%	13%	8%	1%	8%
SI	46%	49%	33%	32%	43%	31%	27%	23%	24%	22%	22%	13%	12%	1%	2%
SK	50%	63%	45%	44%	35%	31%	30%	33%	20%	15%	18%	11%	8%	1%	1%
FI	54%	54%	41%	36%	30%	28%	29%	22%	30%	15%	22%	12%	14%	1%	1%
SE	62%	61%	55%	54%	50%	18%	28%	21%	39%	31%	5%	15%	8%	1%	0%
UK	51%	40%	48%	43%	40%	36%	28%	13%	13%	16%	18%	19%	8%	1%	5%

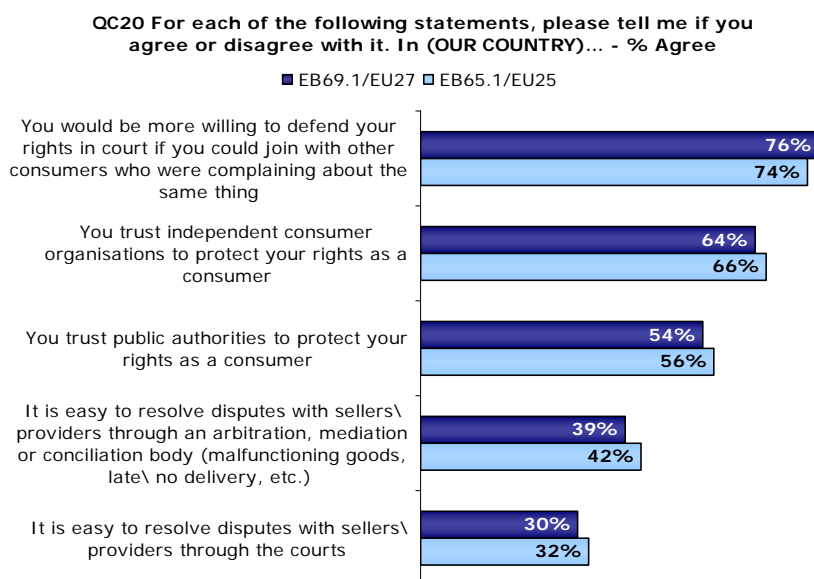
■ highest percentage per ixx ■ highest percentage per country

There are no significant differences between the country groups concerning the main ways for protecting consumer rights, but the majority view varies between warranty rights and clear pricing. In 15 countries, warranty rights were mentioned by the largest segment of those polled while in 11 countries the most frequently mentioned proposal was clear and transparent pricing. In Finland, opinion is evenly divided between the two.

3.2 The role of consumer support bodies in consumer protection

Questionnaire source: QC20.1-5³⁸

- ***Even if Europeans tend to believe that their consumer rights are protected they have doubts about the functioning of dispute-resolution bodies-***



The views of European citizens about the role of consumer support bodies have not changed much over the last two years.

76% (+2) of European citizens would be more **willing to defend their rights in court if they could join with other consumers** who were complaining about the same thing. People in new Member States (63%) feel less strongly about this issue.

64% (-2) of European citizens have **confidence in independent consumer organisations** to protect their rights as consumers. This view has the strongest support in the Netherlands (87%) and Denmark (82%).

Public authorities that can protect the rights of consumers are trusted by 54% (-2) of European citizens. The Nordic countries, where such institutions have existed the longest, have the most confidence in their public authorities, while citizens in the new Member States are the most dubious.

³⁸ QC20 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

QC20.3 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

You trust independent consumer organisations to protect your rights as a consumer

	Agree	Disagree
EU27	64%	24%
NL	87%	9%
DK	82%	14%
BE	77%	21%
SE	77%	18%
FR	76%	14%
FI	76%	21%
DE	74%	21%
AT	71%	21%
UK	71%	17%
LU	69%	20%
HU	66%	29%
IE	64%	17%
MT	64%	20%
ES	63%	20%
CZ	62%	29%
EE	59%	27%
LV	58%	27%
EL	55%	43%
SI	55%	40%
IT	51%	35%
CY	51%	31%
PL	51%	28%
SK	49%	42%
PT	46%	37%
LT	42%	34%
RO	33%	38%
BG	22%	45%

QC20.4 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

You trust public authorities to protect your rights as a consumer

	Agree	Disagree
EU27	54%	37%
FI	81%	18%
DK	77%	21%
SE	76%	21%
CY	73%	21%
NL	69%	28%
AT	68%	26%
UK	67%	25%
HU	66%	30%
MT	65%	22%
ES	61%	25%
BE	60%	38%
LU	60%	30%
LV	59%	29%
DE	58%	39%
IE	57%	23%
EE	55%	34%
EL	49%	50%
FR	48%	45%
SK	47%	46%
CZ	44%	50%
IT	43%	48%
SI	41%	55%
PL	39%	45%
PT	39%	46%
LT	37%	47%
RO	36%	43%
BG	27%	46%

xx% = majority view in a country

On the other hand, only a minority of European citizens believe it is **easy to resolve disputes with sellers/providers through an arbitration, mediation or conciliation body** (malfunctioning goods, late/no delivery, etc.). Bulgarians (12%), Slovaks (17%) and the Portuguese (19%) are the most pessimistic on this point. People in the Netherlands (57%), the UK (52%) and the Belgians (51%) are more positive than the average European consumer (39%).

Lastly, 30% of European consumers think that it is easy to resolve disputes with sellers/providers through the courts. Again, in this case, residents in the new Member States are much less inclined to trust the courts to resolve such disputes.

You trust independent consumer organisations to protect your rights as a consumer

% Agree	EB69	Diff. 2008-2006
EU27	64%	-2%
ES	63%	+19
LV	58%	+19
HU	66%	+8
EE	59%	+7
SI	55%	+6
SK	49%	+6
DK	82%	+5
PL	51%	+4
CZ	62%	+3
BE	77%	+1
LT	42%	+1
NL	87%	+1
AT	71%	0
SE	77%	0
EL	55%	-2
DE	74%	-4
IE	64%	-4
LU	69%	-4
MT	64%	-4
FI	76%	-4
UK	71%	-4
FR	76%	-5
PT	46%	-5
IT	51%	-9
CY	51%	-11

You trust public authorities to protect your rights as a consumer

% Agree	EB69	Diff. 2008-2006
EU27	54%	-2
ES	61%	+15
LV	59%	+10
DK	77%	+6
HU	66%	+6
PL	39%	+5
SK	47%	+5
EE	55%	+4
SE	76%	+4
LT	37%	+3
FI	81%	+3
AT	68%	0
CY	73%	-1
CZ	44%	-2
BE	60%	-3
DE	58%	-3
UK	67%	-4
SI	41%	-6
MT	65%	-7
IT	43%	-7
FR	48%	-7
LU	60%	-7
IE	57%	-9
NL	69%	-11
EL	49%	-13
PT	39%	-14

















QC20. For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

% Agree	You trust public authorities to protect your rights as a consumer	You trust independent consumer organisations to protect your rights as a consumer
EU27	54%	64%
BE	60%	77%
BG	27%	22%
CZ	44%	62%
DK	77%	82%
DE	58%	74%
EE	55%	59%
EL	49%	55%
ES	61%	63%
FR	48%	76%
IE	57%	64%
IT	43%	51%
CY	73%	51%
LV	59%	58%
LT	37%	42%
LU	60%	69%
HU	66%	66%
MT	65%	64%
NL	69%	87%
AT	68%	71%
PL	39%	51%
PT	39%	46%
RO	36%	33%
SI	41%	55%
SK	47%	49%
FI	81%	76%
SE	76%	77%
UK	67%	71%

xx= higher percentage per country

Respondents in most countries have more confidence in independent consumer organisations than their public authorities. The exceptions to this pattern are Finns, Cypriots, Hungarians, Maltese, Latvians, Romanians and Bulgarians, who rather trust their public authorities in protecting their rights as a consumer.

The table below summarises the results for this question:

<u>More willing to defend rights with others</u>		
EU figures - Agree		EU27 76%, EU15 80%, NMS12 63%, €-Area 77%, NON €-AREA 73%
Largest changes	 	ES +20 MT -16
<u>Trust independent consumer organisations</u>		
EU figures - Agree		EU27 64%, EU15 68%, NMS12 47%, €-Area 67%, NON €-AREA 58%
Largest changes	  	ES, LV +19 CY -11
<u>Trust public authorities</u>		
EU figures - Agree		EU27 54%, EU15 57%, NMS12 42%, €-Area 54%, NON €-AREA 53%
Largest changes	 	ES +15 PT -14
<u>Easy to resolve disputes through an arbitration, mediation or conciliation body</u>		
EU figures - Agree		EU27 39%, EU15 40%, NMS12 30%, €-Area 38%, NON €-AREA 39%
Largest changes	 	ES +12 IE-13
<u>Easy to settle disputes through courts</u>		
EU figures - Agree		EU27 30%, EU15 33%, NMS12 20%, €-Area 32%, NON €-AREA 28%
Largest changes	 	DK +12 CY-22

For full country results the reader is invited to consult the tables annexed to the end of this report.

* * *

The following conclusions can be drawn concerning Europeans' perceptions of their consumer rights and the ways these rights are protected:

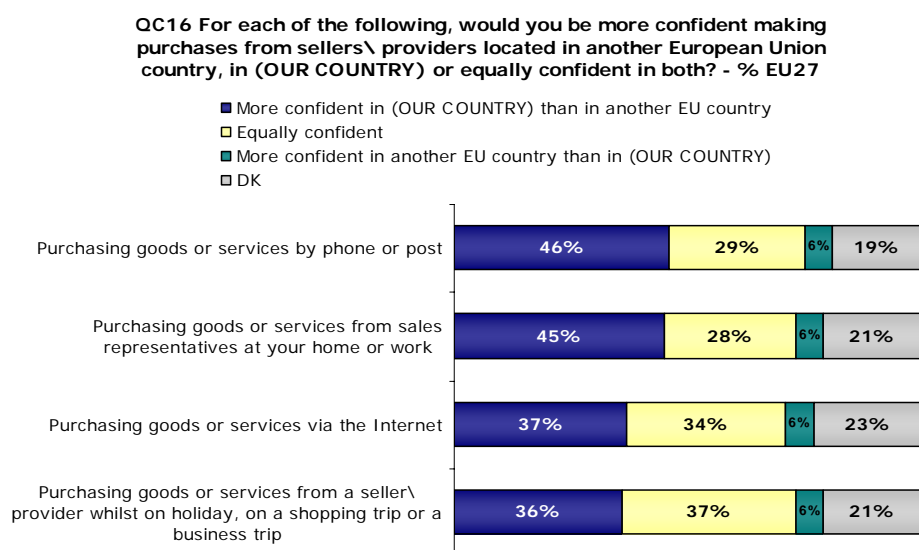
- There seems to be room for improvement in terms of consumer protection in Europe. Just over a half of respondents feel that they are adequately protected by existing measures and that sellers and providers respect their consumer rights. The perceived situation tends to be better in the old Member States than in the new Member States.
- European citizens expressed a range of views on the best means of protecting consumer rights. Some 48% of European citizens put at the top of their list the right to replace, repair, ask for a price reduction or terminate the contract when a faulty product is bought.
- The views of European citizens about the role of bodies supporting consumer rights have not changed significantly over the last two years. In general, Europeans tend to trust public authorities and consumer protection organisations to protect their rights as consumers.

4. CONSUMER CONFIDENCE AND ATTITUDES TOWARDS CROSS-BORDER SHOPPING

4.1 Level of confidence in cross-border purchases increasing

- Europeans are more confident about shopping in other EU countries than in 2006 -

Questionnaire source: QC16³⁹



As was the case at the time of the previous survey, more Europeans tend to be confident when shopping in their own country via phone or post, from sales representatives and via the Internet. They tend to be equally confident when shopping in person while on a trip to another EU country, although a similar percentage still prefer their native country. Despite this overall domestic preference, **a significant proportion of respondents for each item now feel more confident about cross-border shopping.**

Difference EB69.1/EU27-EB65.1/EU25	Via the Internet	By phone or post	From sales representatives	Whilst on holiday, on a shopping trip or a business trip
More confident in another EU country than in (OUR COUNTRY)	+4	+4	+4	+3
More confident in (OUR COUNTRY)	-8	-8	-5	-8
Equally confident	+4	+3	-1	+2

It should be noted here that a substantial percentage of EU citizens did not make any distance purchases which means that here they are expressing an opinion that is not based on their direct experience. It is however useful to see everybody's answers to these questions in order to assess the future prospects of cross-border shopping.

³⁹ QC16 For each of the following, would you be more confident making purchases from sellers\ providers located in another European Union country, in (OUR COUNTRY) or equally confident in both? 1. Purchasing goods or services via the Internet; 2. Purchasing goods or services by phone or post; 3. Purchasing goods or services from sales representatives at your home or work; 4. Purchasing goods or services from a seller\ provider whilst on holiday, on a shopping trip or a business trip

The figures for those who have made at least one cross border purchase in the 12 months prior to this survey as well as for those who have received advertisements from other EU countries are presented in the tables below.

		EU27	At least one CBP in the EU		
			Yes	No	DK
QC16.1 Purchasing goods or services via the Internet	More confident in another EU country than in (OUR COUNTRY)	6%	7%	5%	3%
	More confident in (OUR COUNTRY) than in another EU	37%	42%	36%	21%
	Equally confident	35%	41%	32%	26%
	DK	23%	9%	27%	50%
QC16.2 Purchasing goods or services by phone or post	More confident in another EU country than in (OUR COUNTRY)	6%	8%	6%	3%
	More confident in (OUR COUNTRY) than in another EU	46%	51%	45%	31%
	Equally confident	29%	32%	28%	20%
	DK	19%	10%	22%	46%
QC16.3 Purchasing goods or services from sales representatives at your home or work	More confident in another EU country than in (OUR COUNTRY)	6%	6%	6%	4%
	More confident in (OUR COUNTRY) than in another EU	45%	49%	45%	29%
	Equally confident	26%	28%	27%	23%
	DK	21%	17%	23%	44%
QC16.4 Purchasing goods or services from a seller\ provider whilst on holiday, on a shopping trip or a business trip	More confident in another EU country than in (OUR COUNTRY)	6%	8%	6%	4%
	More confident in (OUR COUNTRY) than in another EU	36%	32%	37%	33%
	Equally confident	37%	49%	33%	16%
	DK	21%	10%	24%	48%

		EU27	QC4 In the last 12 months, in (OUR COUNTRY) have you come across advertisements or offers from sellers/ providers located in other EU countries?				
			Often	Sometimes	Rarely	Never	DK
QC16.1 Purchasing goods or services via the Internet	More confident in another EU country than in (OUR COUNTRY)	6%	10%	7%	5%	5%	3%
	More confident in (OUR COUNTRY) than in another EU	37%	36%	39%	43%	36%	28%
	Equally confident	35%	43%	39%	38%	32%	29%
	DK	23%	12%	15%	14%	27%	40%
QC16.2 Purchasing goods or services by phone or post	More confident in another EU country than in (OUR COUNTRY)	6%	8%	8%	6%	6%	4%
	More confident in (OUR COUNTRY) than in another EU	46%	47%	50%	50%	45%	38%
	Equally confident	29%	33%	31%	32%	28%	24%
	DK	19%	13%	12%	12%	22%	34%
QC16.3 Purchasing goods or services from sales representatives at your home or work	More confident in another EU country than in (OUR COUNTRY)	6%	6%	6%	6%	5%	4%
	More confident in (OUR COUNTRY) than in another EU	46%	43%	47%	49%	45%	39%
	Equally confident	28%	31%	30%	29%	26%	22%
	DK	21%	19%	16%	16%	23%	35%
QC16.4 Purchasing goods or services from a seller\ provider whilst on holiday, on a shopping trip or a business trip	More confident in another EU country than in (OUR COUNTRY)	6%	9%	8%	7%	6%	4%
	More confident in (OUR COUNTRY) than in another EU	36%	31%	35%	38%	37%	27%
	Equally confident	37%	45%	42%	44%	34%	29%
	DK	21%	15%	15%	12%	24%	40%

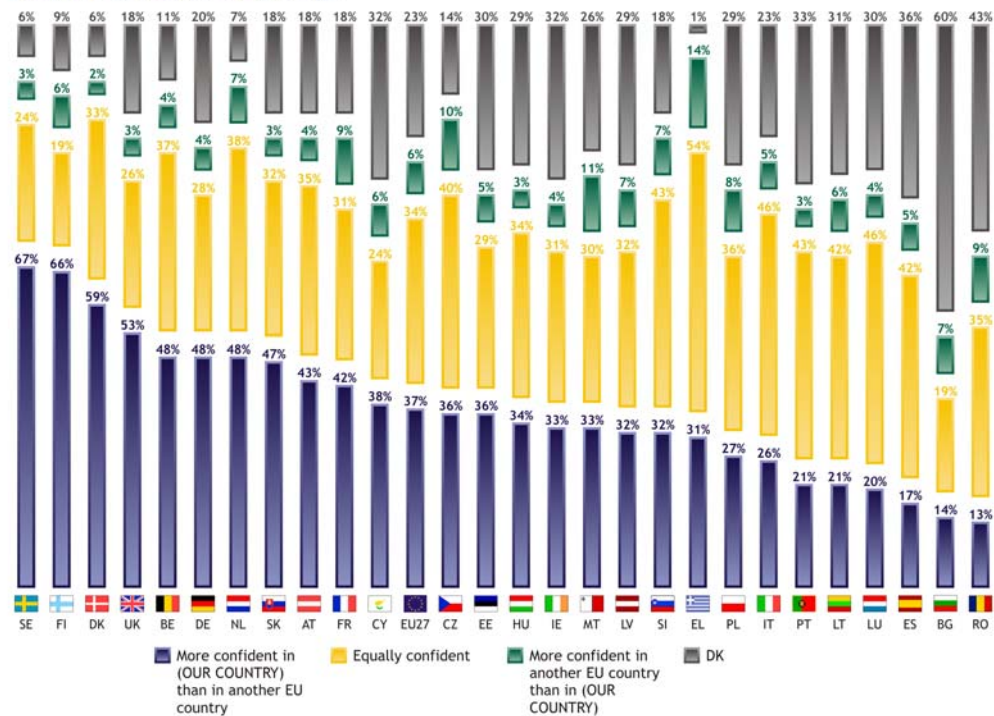
When analysing the results concerning confidence in sellers/providers among those who, firstly, have made a cross-border purchase and, secondly, have come across advertisements from other EU countries, we can observe the following:

- Respondents in these groups are significantly more likely to give their opinion in this respect, in other words, the 'don't know' rates are lower in these groups.
- No consistent differences can be observed between these groups and the total sample. We can note, however, that respondents who have made at least one cross-border purchase are more likely to say that they trust equally providers in their countries and in other EU Member States when it comes to purchasing whilst on holiday/a shopping trip/a business trip.

- Respondents in Nordic countries prefer to shop in their own country via the Internet; the majority of Greeks are equally confident about distance shopping in their own country and in another EU country -

Question: QC16.1. For each of the following, would you be more confident making purchases from sellers\ providers located in another European Union country, in (OUR COUNTRY) or equally confident in both?

Option: Purchasing goods or services via the Internet



- A high proportion of people in Nordic countries tend to prefer purchasing goods or services via the Internet from their own country. 67% of Swedes, 66% of Finnish and 59% of Danish citizens have more confidence in domestic providers/sellers than in foreign ones.
- 54% of Greeks are equally confident about purchasing goods via the Internet from providers/sellers located in an EU country and from those in their own country.
- Compared to the EU average of 37%, 44% of European citizens who have an Internet connection at home tend to prefer purchasing goods or services via the Internet from their own countries and also partly validates the assumption that having an Internet connection at home *per se* does not automatically lead to more cross-border shopping, although this group of respondents make more cross-border purchases than the average European. This reflects the finding that most Internet shopping is done in respondents' own countries and also partly validates the assumption that having an Internet connection *per se* does not imply a higher likelihood of cross-border shopping.

Figure for those who have an internet connection at home are presented in the table below.

QC16.1 For each of the following, would you be more confident making purchases from sellers\ providers located in another European Union country, in (OUR COUNTRY) or equally confident in both?

Purchasing goods or services via the Internet **BASE: Those who have an internet connection at home**

	More confident in another EU country than in (OUR COUNTRY)	More confident in (OUR COUNTRY) than in another EU country	Equally confident	DK
EU27	6%	44%	41%	9%
EL	20%	25%	54%	1%
RO	15%	14%	44%	27%
MT	14%	32%	41%	13%
BG	12%	18%	34%	37%
PL	11%	32%	40%	17%
CZ	10%	40%	46%	4%
LV	10%	33%	42%	15%
FR	9%	44%	39%	8%
CY	9%	35%	36%	19%
LT	9%	25%	53%	13%
SI	9%	33%	50%	9%
EE	7%	44%	35%	15%
ES	7%	17%	59%	16%
IT	6%	26%	58%	11%
NL	6%	50%	40%	5%
FI	6%	70%	21%	3%
LU	5%	20%	56%	20%
AT	5%	43%	46%	5%
BE	4%	48%	42%	6%
DE	4%	55%	32%	9%
HU	4%	40%	47%	9%
SK	4%	48%	43%	5%
IE	3%	34%	41%	21%
PT	3%	23%	57%	17%
SE	3%	68%	26%	4%
UK	3%	57%	34%	6%
DK	2%	61%	35%	2%

Finally, when having a look at those who have an Internet connection at home and have made at least one cross-border purchase online, it can be observed that the majority of those who have made a cross-border purchase via the Internet say that they are equally confident of purchasing via the Internet in their own countries and in another EU country. This figure is significantly higher than that seen for all respondents who have Internet access at home.

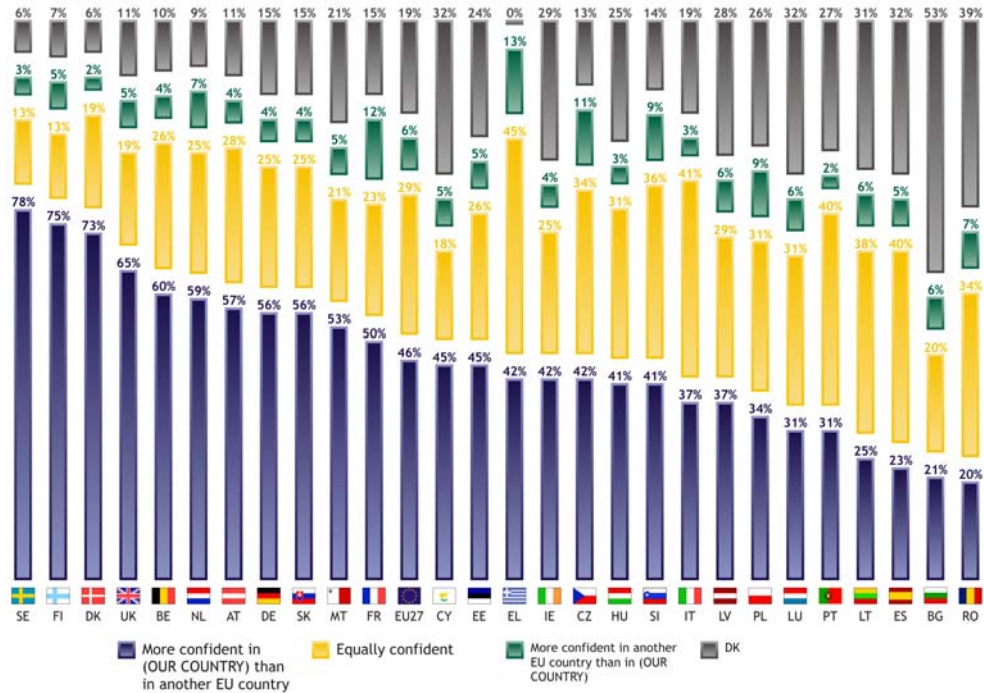
		Internet connection at home	At least one cross-border purchase via the Internet
			Yes, from a seller\ provider located in another EU ⁴⁰
QC16.1 Purchasing goods or services via the Internet	More confident in another EU country than in (OUR COUNTRY)	6%	7%
	More confident in (OUR COUNTRY) than in another EU	44%	36%
	Equally confident	41%	55%
	DK	9%	2%

⁴⁰ Due to small bases, these figures should only be considered as indicative.

- Nordic people also trust their own markets when purchasing by phone or post -

Question: QC16.2. For each of the following, would you be more confident making purchases from sellers\ providers located in another European Union country, in (OUR COUNTRY) or equally confident in both?

Option: Purchasing goods or services by phone or post

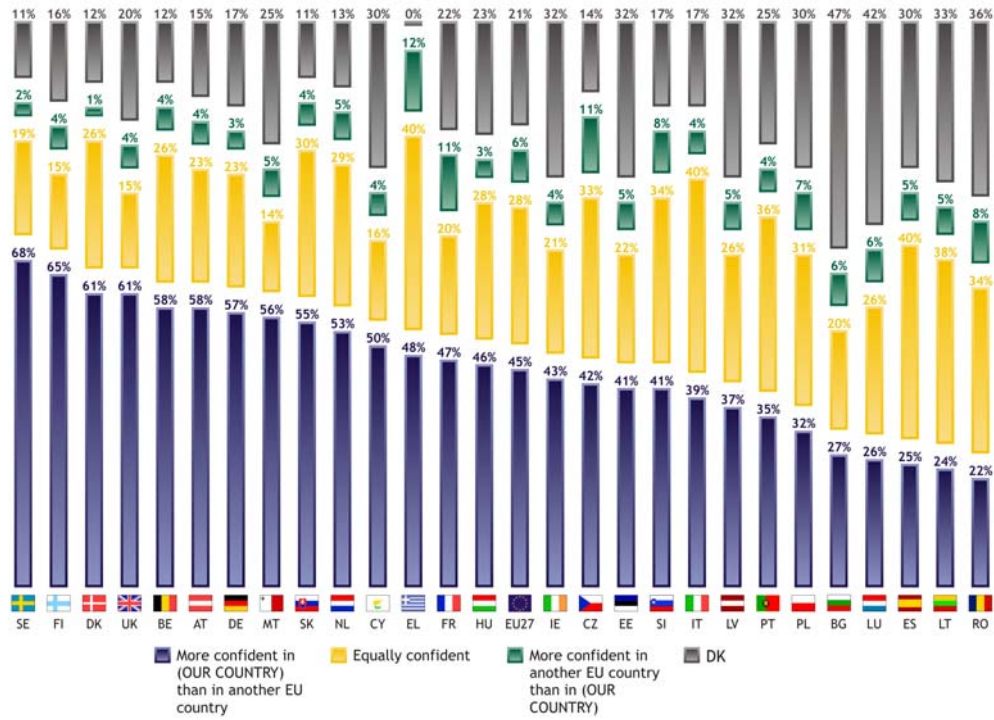


- The level of consumer confidence in sellers/providers from foreign countries for shopping **by phone or by post** is again the lowest amongst Nordic countries: 78% of Swedes, 75% of Finns and 73% of Danes are more confident making purchases by phone or by post from domestic sellers/providers rather than from elsewhere in the EU. This can be related to the finding that respondents in these countries trust their consumer rights are well protected and believe that sellers and providers in their countries respect these rights.
- As noted earlier, Greeks are the most likely to have equal confidence in providers in their country and those in another EU country. They are also the most likely to say that they have more confidence in another EU country than in their own country.
- High levels of “don’t know” answers were recorded in Bulgaria and Romania.

- The same patterns noted for distance shopping via Internet or by phone or mail also apply in the case of purchasing from sales representatives –

Question: QC16.3. For each of the following, would you be more confident making purchases from sellers\ providers located in another European Union country, in (OUR COUNTRY) or equally confident in both?

Option: Purchasing goods or services from sales representatives at your home or work

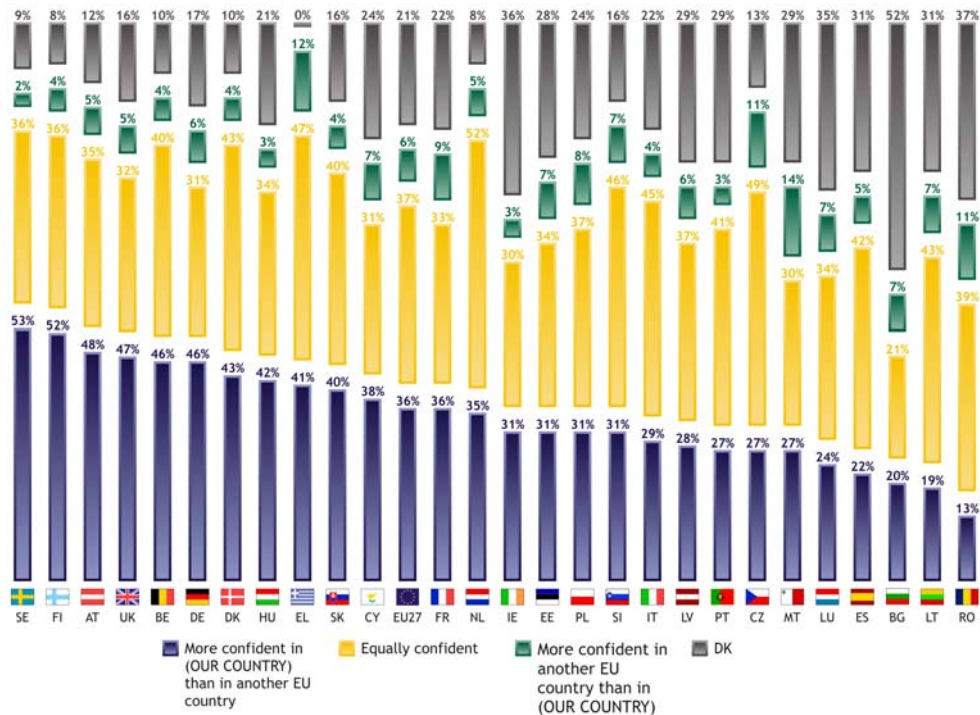


- Swedes (68%), Finns (65%), Britons (61%) and Danes (61%) have the highest confidence in sales representatives from their own countries.
- High “don’t know” rates were again recorded in many new Member States, particularly in Bulgaria and Romania.

- Europeans tend to be more confident when making cross-border purchases face-to-face -

Question: QC16.4. For each of the following, would you be more confident making purchases from sellers\ providers located in another European Union country, in (OUR COUNTRY) or equally confident in both?

Option: Purchasing goods or services from a seller\ provider whilst on holiday, on a shopping trip or a business trip



- This question clearly shows that shoppers welcome a personal contact with sellers. Instead of directly preferring domestic shopping, in 15 out of 27 countries, those who say that they are equally confident outnumber those who say that they are more confident in their own country when purchasing something whilst on a trip.
- In the Netherlands, this group represents the absolute majority of those polled.

* * *

Socio-demographic trends appear to be generally similar for each of the last four questions.

A high portion of European citizens felt unable to give an answer mainly because they have no direct experience of such purchases. This is particularly true for house persons, retired people and those aged over 55 years.

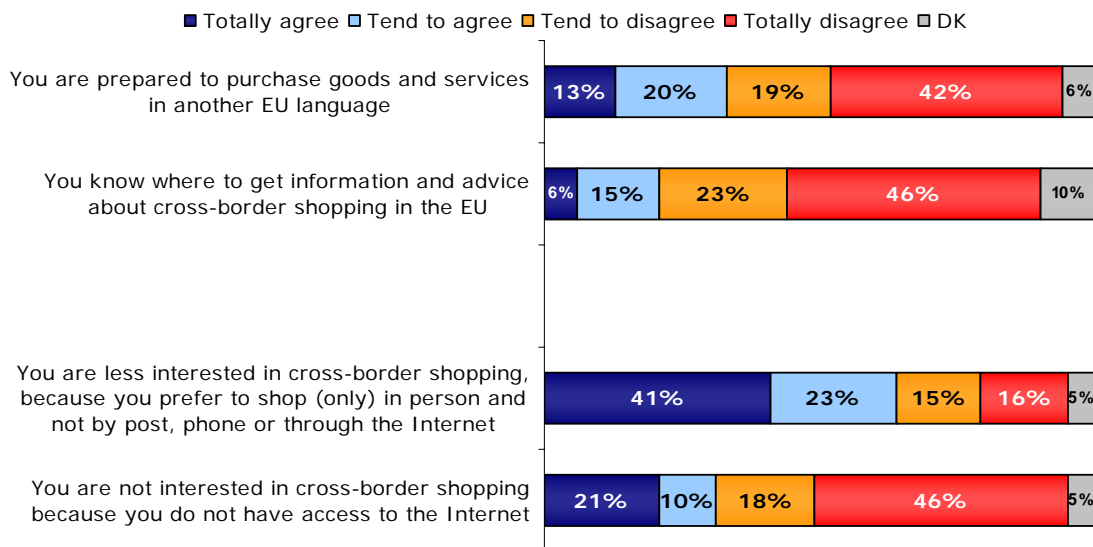
Younger and better educated European citizens appear to be more confident purchasing goods or services from sellers/providers located in another EU country. This obviously reflects the fact that these are also the categories that are the most likely to make cross-border purchases in general.

4.2 Reasons for lack of confidence in cross-border purchases

Questionnaire source: QC15⁴¹

- Language barriers and a lack of information are seen as barriers to cross-border shopping-

QC15 Thinking generally about purchasing goods or services from sellers/providers located elsewhere in the European Union, please tell me to what extent you agree or disagree with each of the following statements - % EU27



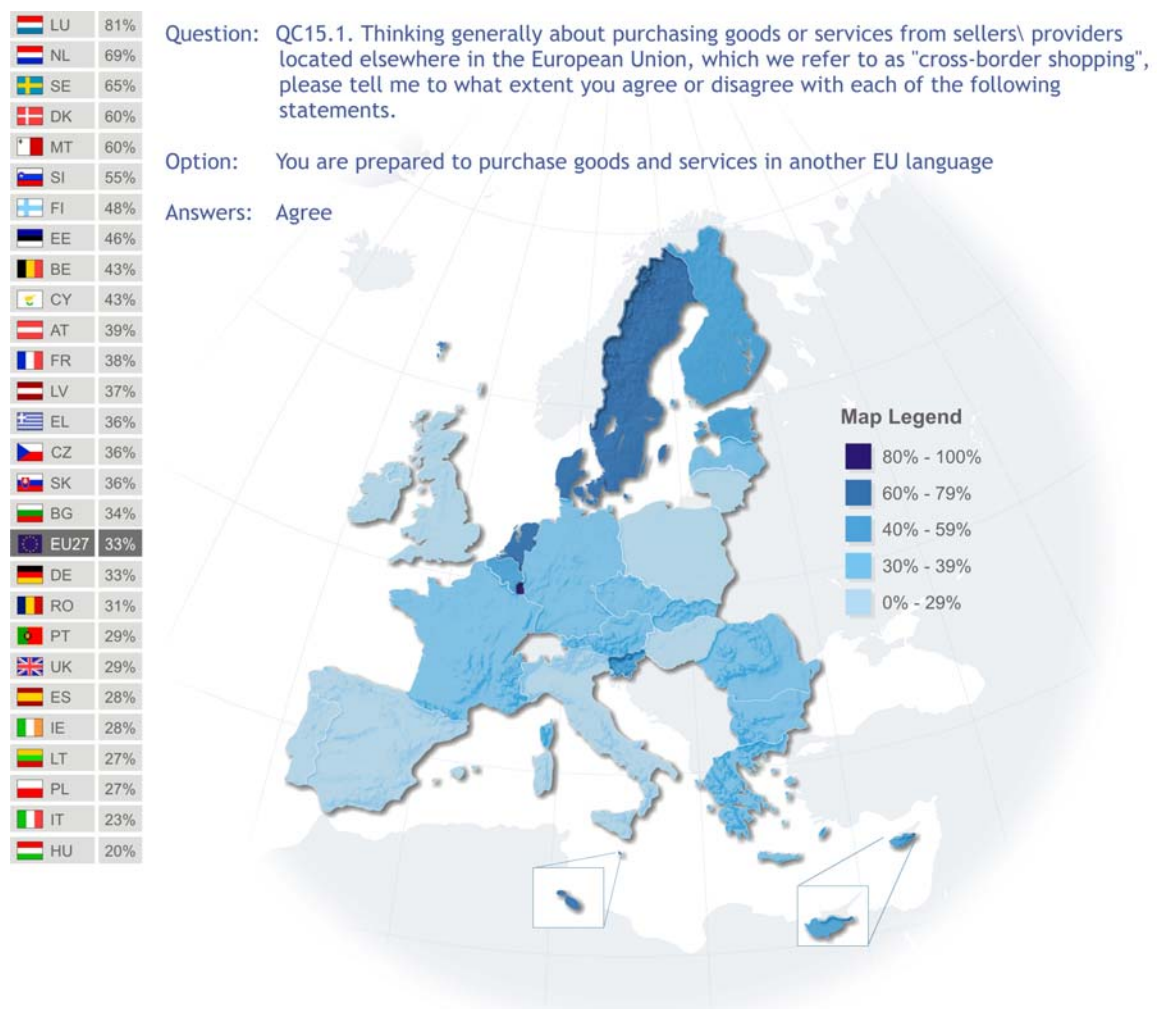
- When thinking about cross-border shopping, only a third of (33%) of European citizens are prepared to purchase goods and services **in another EU language**. That situation is unchanged since 2006.
- Only 21% of European citizens **know where to get information** and advice about cross-border shopping in the EU. The percentage of respondents who do not know where to get information has increased slightly, by 2 percentage points. Linked to this lack of information, only 15% of European citizens have heard of the European Consumer Centres or Euroguishets.
- 64% of European citizens are less interested in cross-border shopping because they **prefer to shop in person**. In 2006, the corresponding figure was 69%.
- Finally, 31% of European citizens are not interested in cross-border shopping because they **do not have access to the Internet**. This percentage has decreased by 8 percentage points since the previous survey two years ago.

⁴¹ QC15 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the European Union, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements.

- Knowledge of foreign languages seems to promote cross-border shopping -

Residents in Luxembourg (81%), the Netherlands (69%) and Sweden (65%) are the most willing to purchase goods and services in another EU language. A large majority of respondents in Hungary (77%) and the UK (67%) are not prepared to purchase goods and services in another EU language. This tends to reflect the level of knowledge of foreign languages in these countries⁴².

Younger people and students tend to look much more favourably at the idea of purchasing goods and services in another EU language. This also applies to managers. 60% of European residents who made at least one cross-border purchase are prepared to purchase goods and services in another EU language compared to the EU average of 33%. The same applies for 47% of those who have an Internet connection at home.



⁴² See more in the Special Eurobarometer 243: Europeans and their languages at: http://ec.europa.eu/public_opinion/archives/ebs/ebs_243_en.pdf

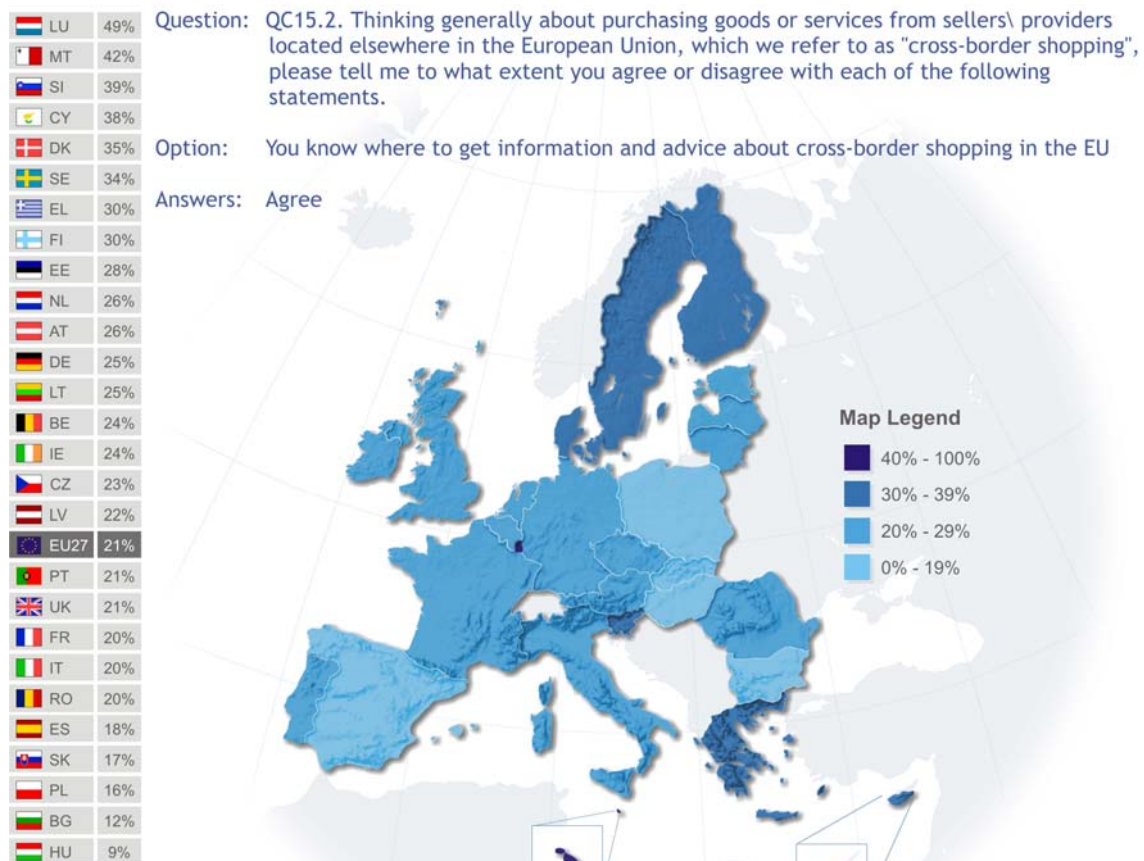
- Europeans do not know where to get information about cross-border shopping -

In a number of individual countries such as Luxembourg (49%), Malta (42%) and Slovenia (39%), the percentage of respondents who declared that they know where to get information about cross-border shopping is higher than the European average (21%). In Hungary (9%), Bulgaria (12%) and Poland (16%) people are much less aware of how to obtain information and advice about cross-border shopping.

Residents in the new Member States are generally less well informed about sources of information and advice on cross-border shopping than respondents who live in the old Member States.

In socio-demographics terms, people in older groups and retired people are less well informed about sources of information.

37% of European citizens who made at least one cross-border purchase declared that they know where to get information and advice about cross-border shopping compared with 21% in the European Union as a whole. The same is true for 28% of respondents who have an Internet connection at home.



% Tend to agree	You know where to get information and advice about cross-border shopping in the EU	Diff. EB69.1 EB65.1
EU27	21%	-3
EL	30%	+9
MT	42%	+7
EE	28%	+3
IT	20%	+3
PL	16%	+3
SI	39%	+2
PT	21%	+1
DK	35%	0
CY	38%	0
IE	24%	-1
LV	22%	-1
LT	25%	-1
HU	9%	-1
BE	24%	-2
FR	20%	-2
SK	17%	-2
ES	18%	-3
AT	26%	-3
SE	34%	-4
DE	25%	-5
UK	21%	-5
CZ	23%	-6
LU	49%	-6
FI	30%	-7
NL	26%	-15

Changes since 2006 remain modest in most Member States. The highest increases are recorded in Greece and Malta while a significant drop is observed in the Netherlands.

		EU27	Internet connection at home	
			Yes	No
QC15.2 You know where to get information and advice about cross-border shopping in the EU	Totally agree	6%	9%	3%
	Tend to agree	15%	19%	11%
	Tend to disagree	23%	26%	19%
	Totally disagree	46%	39%	55%
	DK	9%	7%	12%

Finally, it can be observed that respondents who have Internet access at home are slightly more likely than the average European to say that they know where to get information, although the absolute majority still says they lack knowledge in this respect.

- European Consumer Centres/Euroguichets are not widely known -

Questionnaire source: QC2.4⁴³

Linked to the fact that Europeans do not know where to get information about cross-border shopping in general, **only 15% of European citizens have heard of the European Consumer Centre.**

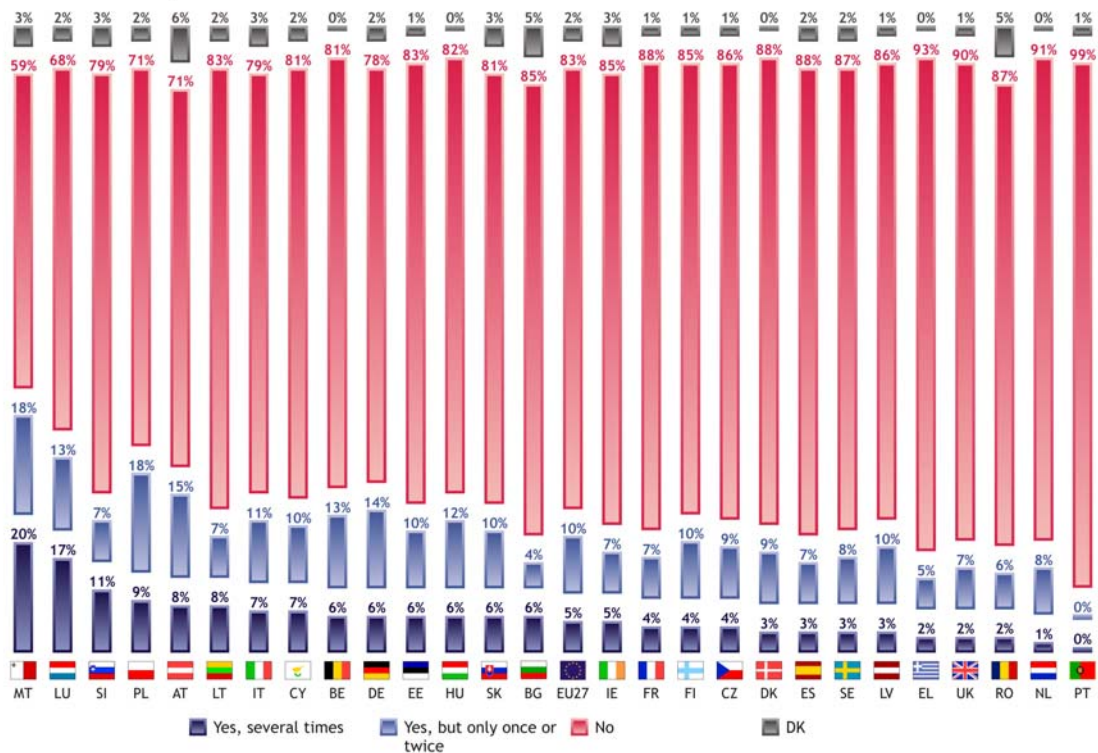
There are significant variations at country level on this point. The percentages of respondents in Malta (38%), Luxembourg (30%) and Poland (27%) who are familiar with the European Consumer Centre are above the European average. On the other hand, only 7% of Greeks and 8% of Romanians have heard of it while, in Portugal, no one has heard of the European Consumer Centre.

20% of European citizens who made at least one cross-border purchase in the EU have heard of the European Consumer Centre compared with an EU average of 15%.

It can be observed that respondents in those countries where highest proportions say that they know where to get information about cross-border shopping also tend to be more familiar with the Euroguichets. This is the case for example in Malta, Luxembourg and Slovenia.

Question: QC2.4. In the last 12 months, have you...?

Option: Heard of the European Consumer centre\ Euroguichets



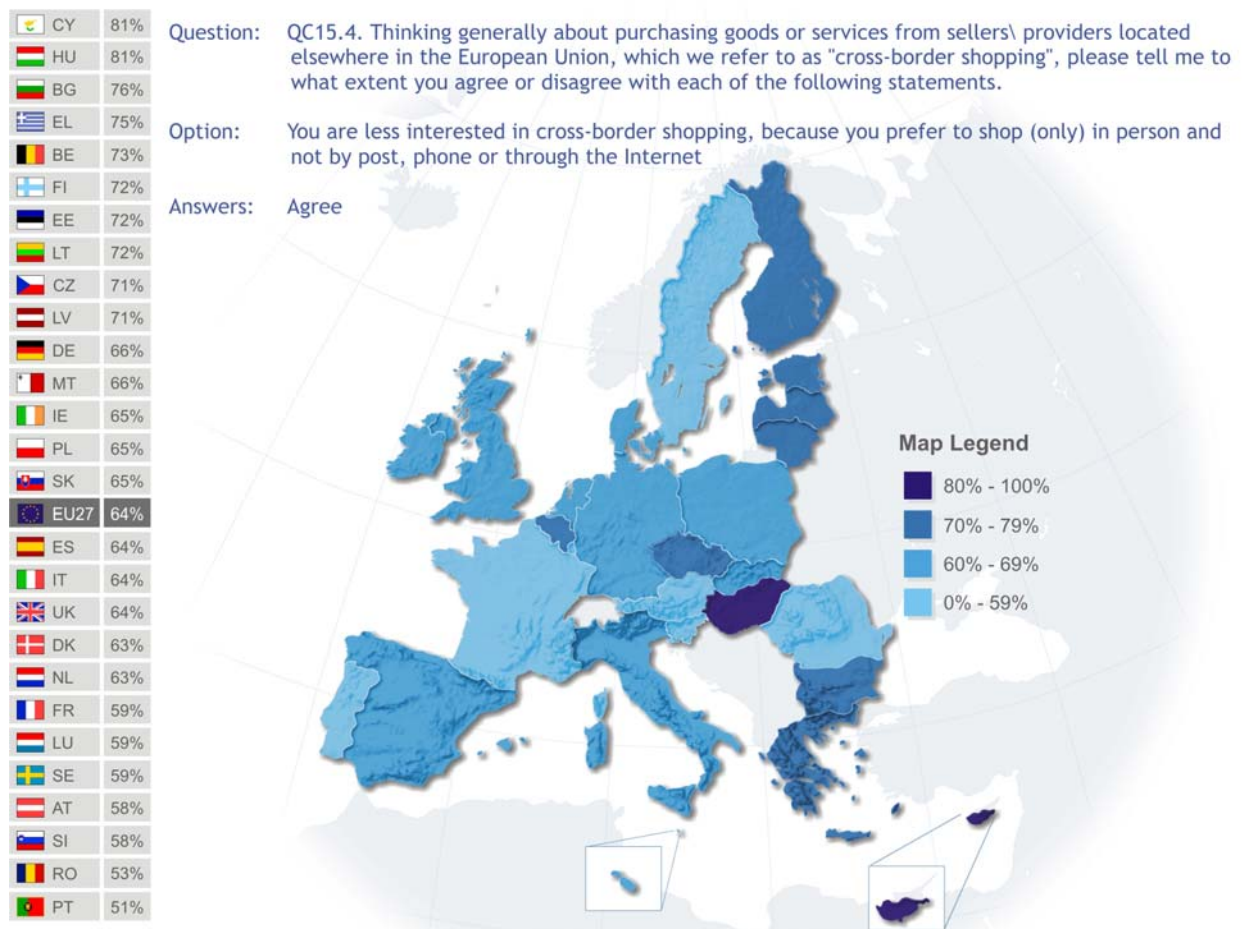
⁴³ QC2.4 In the last 12 months, have you...? Heard of the European Consumer centre\ Euroguichets

- Face-to-face contact is preferred by a majority of respondents in each Member State -

Questionnaire source: QC15.4⁴⁴

Nearly two-thirds of European citizens are less interested in cross-border shopping because they prefer to shop in person rather than by post, phone or through the Internet. This view is particularly strong in Cyprus (81%), Hungary (81%) and Bulgaria (76%). Lower results were recorded for Portugal (51%), Romania (53%) and Austria (58%).

43% of those who made at least one cross-border purchase in the last twelve months disagree with this statement compared to the EU average of 31%. The same is true for 36% of those who have an Internet connection at home.



⁴⁴ QC15.4 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the European Union, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements. You are less interested in cross-border shopping, because you prefer to shop (only) in person and not by post, phone or through the Internet

		EU27	Internet connection at home	
			Yes	No
QC15.4 You are less interested in cross-border shopping because you prefer to shop (only) in person and not by post, phone, or through the Internet	Totally agree	41%	34%	49%
	Tend to agree	23%	26%	19%
	Tend to disagree	15%	20%	9%
	Totally disagree	16%	15%	16%
	DK	5%	4%	7%

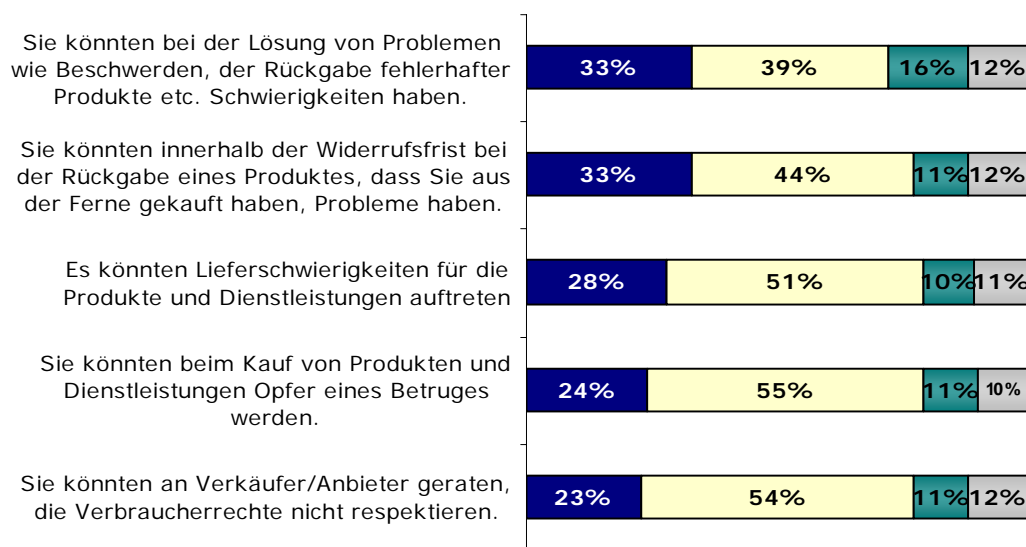
Respondents who have Internet access at home are less likely to say that they prefer to shop in person than the average European but the absolute majority of them still favour face-to-face contact when making purchases.

- Problems related to consumer protection are mostly seen as equally likely in both the respondent's own country and in another EU country -

Questionnaire source: QC17⁴⁵

QC17 Und bitte sagen Sie mir für jede der folgenden Situationen, ob sie Ihrer Meinung nach eher in einem anderen EU-Land als (UNSER LAND) wahrscheinlich ist, eher in (UNSER LAND) wahrscheinlich ist oder...- % EU27

- Eher in anderem EU-Land als in (UNSER LAND) wahrscheinlich
- Equally likely in both
- Eher in (UNSER LAND) als in anderem EU-Land wahrscheinlich
- Weiß nicht



European citizens tend to be more positive about consumer rights when purchasing products in their own country than in another EU country. However, **the prevalent view among respondents is that the various problems related to consumer protection are equally likely to occur in both their own country and in another EU country.**

33% of European citizens believe that they are more likely to experience difficulties when **resolving problems such as complaints and returns of faulty products** when they purchase products in another country. 16% feel that they are more likely to encounter such difficulties in their own country than in another EU country. 39% say that this situation is equally likely in both.

Likewise, 33% of European citizens consider that they are more likely to experience problems when **returning a product they bought at a distance** within the cooling-off period if they purchased the product in another EU country rather than from a domestic seller-producer. Only 11% of Europeans believe the contrary. 44% of respondents believe that this is equally likely to occur in both.

⁴⁵ QC17 And for each of the following situations, would you say that they are more likely to happen in another EU country than in (OUR COUNTRY), more likely to happen in (OUR COUNTRY) than in another EU country or equally likely in both?

51% of European citizens think that they are just as likely to experience **delivery problems** with goods or service bought domestically as in the case of those purchased from another EU country. This is also the case as regards the risk of **falling victim to scams or frauds** when purchasing goods or services: 55% of European citizens believe that the risk is equally strong for both domestic purchases and purchases made in another EU country.

54% are equally concerned that they could encounter **sellers who do not respect consumer laws** when making domestic and cross-border purchases in the EU.

		EU27	Internet connection at home	
			Yes	No
QC17.1 You could experience difficulties when resolving problems such as complaints, returns of faulty products, etc.	More likely in another EU country than in (OUR COUNTRY)	33%	37%	29%
	More likely in (OUR COUNTRY) than in another EU co	16%	15%	17%
	Equally likely in both	39%	42%	35%
	DK	12%	6%	19%
QC17.2 You could fall victim to scams or frauds when purchasing goods or services	More likely in another EU country than in (OUR COUNTRY)	23%	26%	21%
	More likely in (OUR COUNTRY) than in another EU co	11%	10%	12%
	Equally likely in both	55%	60%	50%
	DK	10%	5%	16%
QC17.3 You could experience delivery problems with goods or services	More likely in another EU country than in (OUR COUNTRY)	28%	30%	26%
	More likely in (OUR COUNTRY) than in another EU co	10%	9%	11%
	Equally likely in both	51%	56%	45%
	DK	11%	5%	18%
QC17.4 You could encounter sellers\ providers who do not respect consumer laws	More likely in another EU country than in (OUR COUNTRY)	23%	26%	20%
	More likely in (OUR COUNTRY) than in another EU co	11%	10%	13%
	Equally likely in both	54%	58%	50%
	DK	12%	6%	17%
QC17.5 You could experience problems when returning a product you bought at a distance within the cooling-off period	More likely in another EU country than in (OUR COUNTRY)	33%	37%	29%
	More likely in (OUR COUNTRY) than in another EU co	11%	10%	11%
	Equally likely in both	44%	47%	41%
	DK	13%	7%	19%

At country level the following observations can be made:

- Citizens in Nordic countries are more likely than the average European consumer to believe that difficulties in resolving problems, such as complaints and returns of faulty products, are more likely to occur in the case of purchases made *in other EU countries*. Only 15% of citizens in new Member States share that opinion.
- The vast majority of citizens in the Czech Republic (74%), Greece (68%) and Slovakia (65%) think that they could *just as easily* fall victim to scams or frauds when purchasing goods or services *in their own country as in other EU countries*. That view is shared by only 26% of Finns and 38% of Irish residents.
- The same applies as regards delivery problems with goods or services. Czechs (73%), Slovaks (59%) and Greeks (58%) are inclined to believe that such problems are *just as likely to happen in their own country as in other EU countries*. On the other hand, 64% of respondents in Finland and 50% of Belgians think that delivery problems are more likely to happen in other countries.
- The majority of citizens in the Czech Republic (75%), Greece (72%), Malta (65%) and Slovenia (65%) believe that they are *just as likely* to encounter sellers/providers that do not respect consumer laws *in their own country as in other EU countries*. Only 27% of Finns and 37% of Austrians share that view. People living in euro area countries (32%) believe that they are more likely to encounter such sellers/providers in other EU countries than in their own country; that view is shared by only 22% of respondents in non-euro area countries.
- The majority of Nordics (60%) think that they are more likely to experience problems when returning a product they bought at a distance within the cooling-off period *in other EU countries*. Only 14% share this view in the new Member States.

Summarising this, respondents in Nordic countries are most likely to have more confidence in consumer protection in their own country while respondents in the new Member States tend to have significantly more doubts about the protection of their consumer rights in their countries.

This is clearly linked to whether respondents feel adequately protected in their countries in terms of their consumer rights. In other words, those who feel sufficiently protected in their countries are more likely to say that each of these incidences are more likely to happen in other EU countries than in their countries.

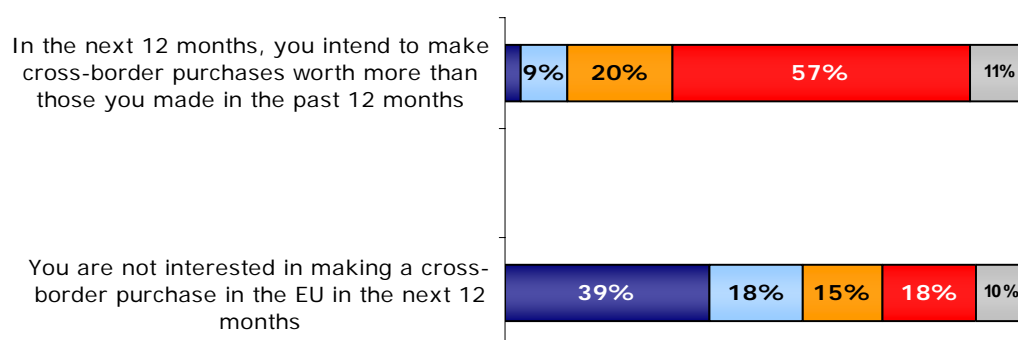
4.3 Outlook for cross-border purchases

- A reasonable percentage of Europeans are interested in making cross-border purchases; a few intend to spend more than before -

Questionnaire source: QC15.3⁴⁶ and QC15.6⁴⁷

QC15 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the European Union, please tell me to what extent you agree or disagree with each of the following statements. - % EU27

■ Totally agree □ Tend to agree ■ Tend to disagree ■ Totally disagree □ DK



In the next 12 months, 12% of European citizens **intend to make cross-border purchases worth more than those they made in the previous 12 months**. This situation has remained stable since 2006 (13%).

27% of respondents who have made a cross-border purchase in the past 12 months intend to spend more in the coming year.

However, an absolute majority of European citizens (57%) are **not interested in making cross-border purchases in the coming year**. 33% of European citizens are interested in doing so which is, more or less, similar to the level recorded two years earlier.

Based on these results, the potential for increasing the numbers of cross-border shoppers seems limited, unless further policy action is taken.

The results concerning the level of interest in making cross-border purchases are virtually identical to those seen in 2006. However, fewer Europeans now believe that they will spend more on cross-border purchases in the coming year than they did in the 12 months prior to this survey (5 percentage points more disagree with the statement).

⁴⁶ QC15.3 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the European Union, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements. In the next 12 months, you intend to make cross-border purchases worth more than those you made in the past 12 months

⁴⁷ QC15.6 You are not interested in making a cross-border purchase in the EU in the next 12 months

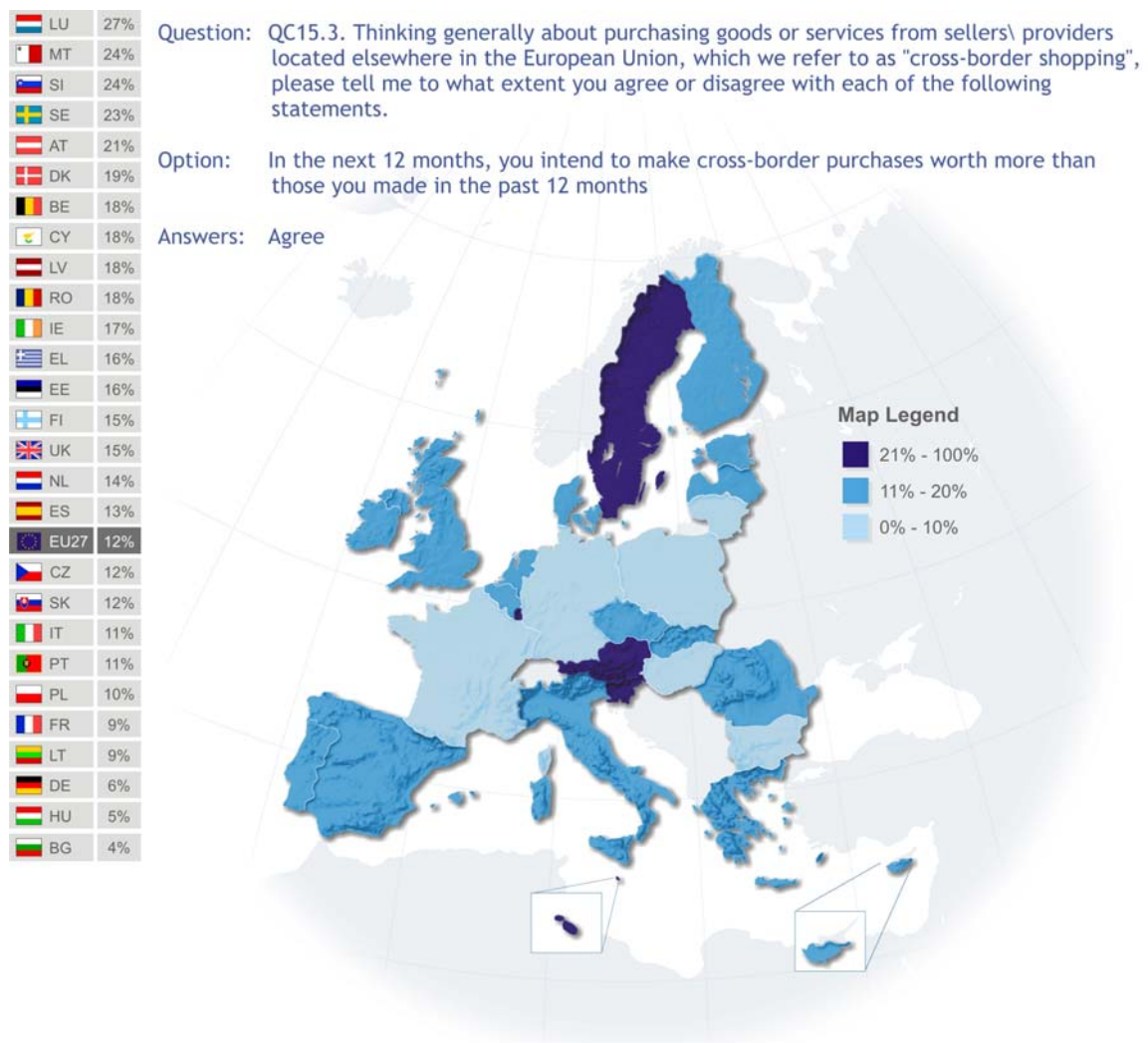
		EU27	Internet connection at home	
			Yes	No
QC15.3 In the next 12 months, you intend to make cross-border purchases worth more than those you made in the past 12 months	Totally agree	3%	5%	2%
	Tend to agree	9%	11%	5%
	Tend to disagree	20%	24%	16%
	Totally disagree	57%	49%	67%
	DK	11%	11%	11%
QC15.6 You are not interested in making a cross-border purchase in the EU in the next 12 months	Totally agree	39%	28%	52%
	Tend to agree	18%	20%	17%
	Tend to disagree	15%	20%	9%
	Totally disagree	18%	22%	14%
	DK	10%	10%	8%

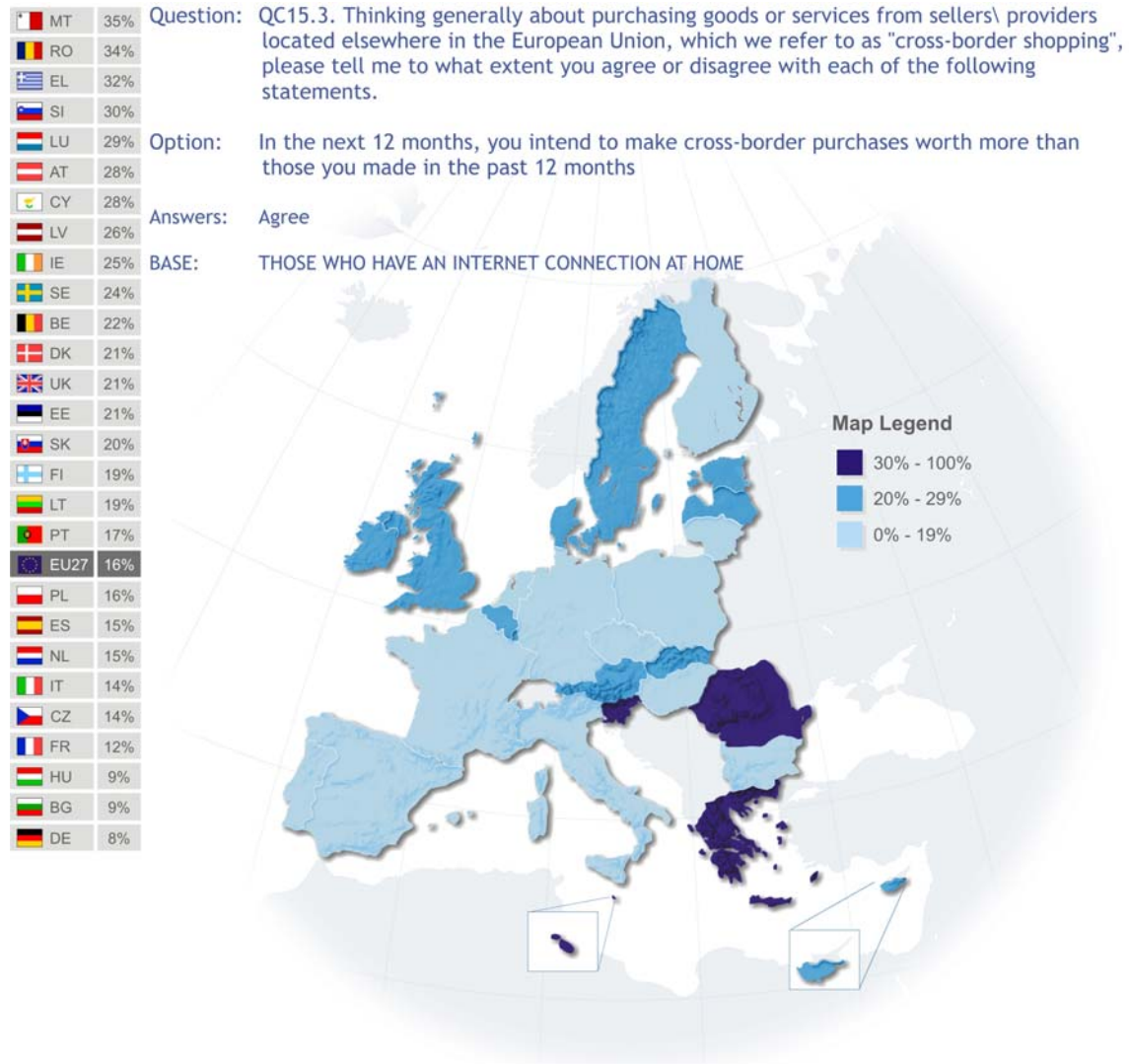
When we focus on the group of respondents who have an Internet connection at home, we see that they are slightly more likely to say that they will spend more on cross-border shopping in the coming year. Furthermore, they express a higher interest in cross-border purchases than the average European.

- Respondents in countries where cross-border shopping is relatively widespread are most likely to say that they will spend more -

At the top end of the scale, more people in Luxembourg (27%), Malta (24%) and Slovenia (24%) intend to make more expensive cross-border purchases. Nordic countries also scored above the European average. Only 4% of Bulgarians, 5% of Hungarians and 6% of Germans intend to spend more on cross-border purchases than in the previous 12 months.

In terms of occupation, managers are more likely to make cross-border purchases in the next 12 months worth more than those they made in the previous year.





Respondents who have Internet access at home are slightly more likely to agree that they will make cross-border purchases worth more than the purchases that they made in the past 12 months.

In the next 12 months, you intend to make cross-border purchases worth more than those you made in the past 12 months

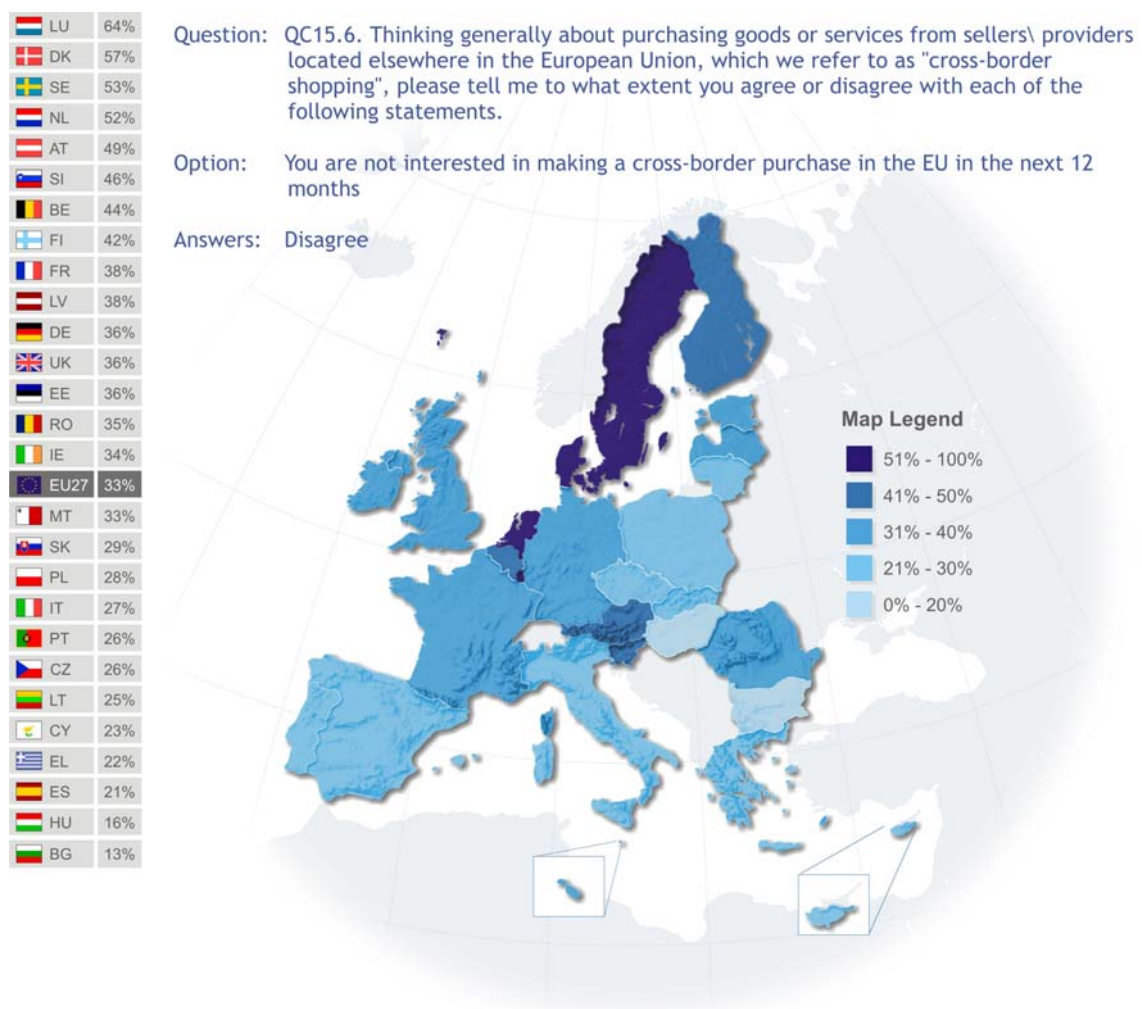
% - agree	In the next 12 months, you intend to make cross-border purchases worth more than those you made in the past 12 months	Diff. EB69.1-EB65.1
EU27	12%	-1
MT	24%	+12
CY	18%	+11
SI	24%	+9
EL	16%	+8
LU	27%	+7
LV	18%	+5
EE	16%	+2
SE	23%	+2
CZ	12%	0
NL	14%	0
AT	21%	0
IE	17%	-1
BE	18%	-1
PL	10%	-1
SK	12%	-1
ES	13%	-2
PT	11%	-2
UK	15%	-2
DE	6%	-3
LT	9%	-4
DK	19%	-5
FR	9%	-5
IT	11%	-5
HU	5%	-8
FI	15%	-10

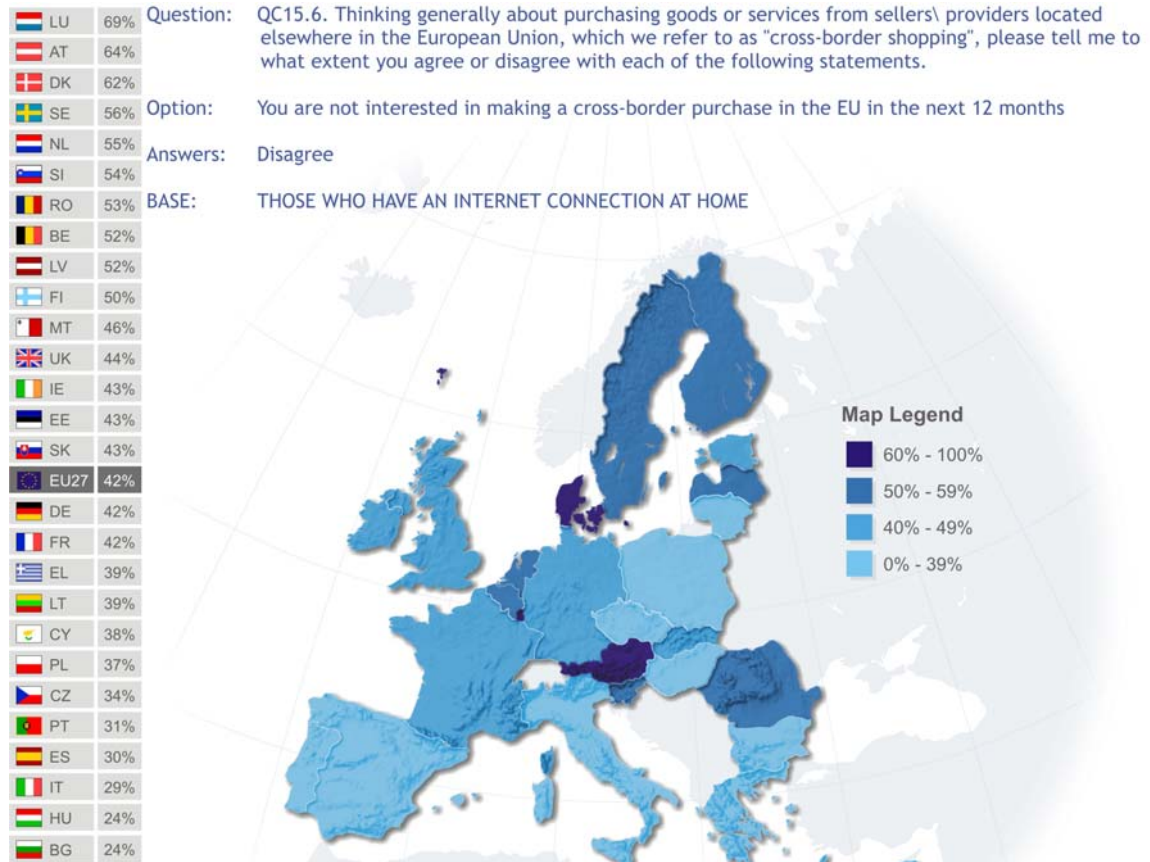
The stable situation at EU level conceals some differences between the Member States. Significantly more Maltese and Cypriots now say that they intend to spend more on cross-border purchases in the coming year than they did in the 12 months prior to this survey. A strong reverse trend is observed in Finland and Hungary.

- Naturally, respondents in countries that have high incidence of cross-border shopping are most likely to say that they also intend to make cross-border purchases in the coming year -

Respondents in the Scandinavian countries (DK 57%, SE 53%) and Luxembourg (64%) are most enthusiastic about making cross-border purchases, while such optimism is the least marked in Bulgaria (13%), Hungary (16% disagree) and Spain (21%). The average in the new Member States (27% disagree) is 6 percentage points lower than the EU average.

42% of consumers who have an Internet connection at home disagree with this statement as opposed to 33% of Europeans as a whole. This also applies to 57% of consumers who made a cross-border purchase over the previous year.





Again, those respondents who have an Internet connection at home are more likely to say that they are interested in making a cross-border purchase in the EU in the next 12 months.

You are not interested in making a cross-border purchase in the EU in the next 12 months

% Disagree	You are not interested in making a cross-border purchase in the EU in the next 12 months	Diff. EB69.1-EB65.1
EU27	33%	0
LU	64%	+20
AT	49%	+15
LV	38%	+14
SI	46%	+12
EL	22%	+11
MT	33%	+11
PT	26%	+10
EE	36%	+9
LT	25%	+8
SE	53%	+8
BE	44%	+7
IE	34%	+7
NL	52%	+7
PL	28%	+6
FI	42%	+6
CY	23%	+5
SK	29%	+5
CZ	26%	+3
DK	57%	+3
FR	38%	+2
UK	36%	+1
ES	21%	0
DE	36%	-5
IT	27%	-7
HU	16%	-9

At EU level, no change is observed concerning the proportion of those who disagree with the statement that they are not interested in making a cross-border purchase in the EU.

At country level, increases are however recorded in most countries, most of all in Luxembourg, Austria and Latvia. In other words, respondents in these countries are more interested in making cross-border purchases in the coming 12 months than they were in 2006.

On the other hand, Hungarians, Italians and Germans are now less interested in making a cross-border purchase in the EU than they were in 2006.

5. SAFETY AND PRODUCT RECALL

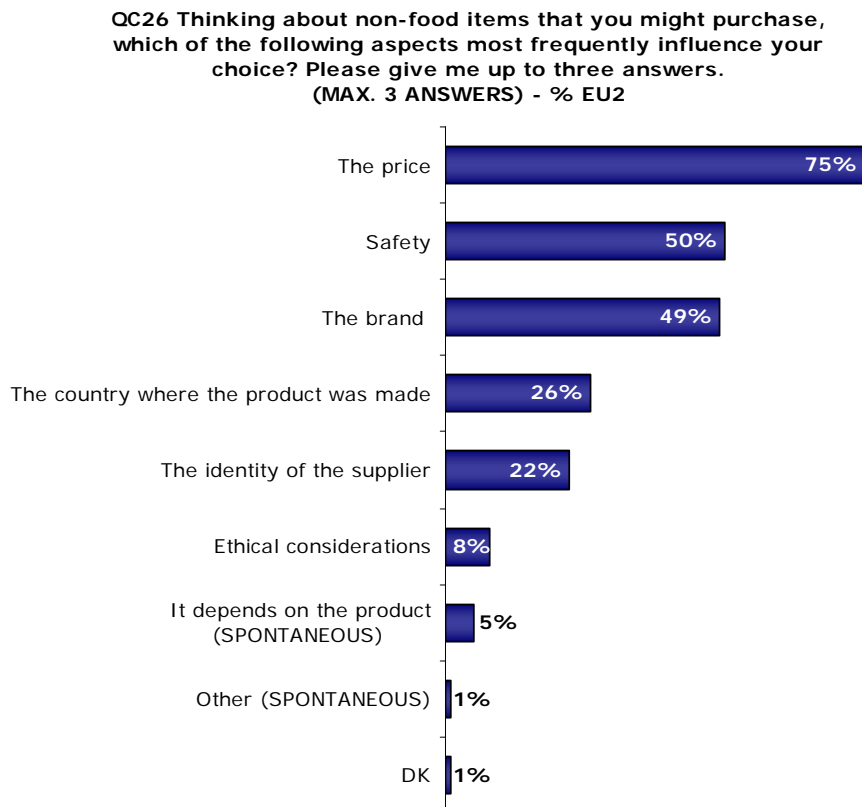
As a new topic in this survey, a set of questions about the perceived safety of non-food products and experiences of product recalls was asked.

5.1 Safety

- Price tends to be the main driver of consumer choice -

Questionnaire source: QC26⁴⁶

The first question examined to what extent safety is considered to have an influence on consumers' choices when purchasing a non-food product. The type of product was not specified.




The price of a product appears to be more of a concern than safety aspects for European consumers. When asked about factors that frequently influence their choices when making a purchase of non-food items, 75% of European citizens mentioned the price while 50% mentioned safety. 49% of respondents suggested the brand as a factor and 26% mentioned the country where the product was made.

⁴⁶ QC26 Thinking about non-food items that you might purchase, which of the following aspects most frequently influence your choice? Please give me up to three answers.

Respondents in every country were most likely to mention **the price** of products as the aspect that most frequently influences their choice. **Safety** was mentioned mostly by residents of Cyprus (68%), Greece (60%) and the Czech Republic (59%). At the other end of the scale, safety was mentioned by only 39% of Austrians, 36% of Latvians and 29% Bulgarians.

QC26 Thinking about non-food items that you might purchase, which of the following aspects most frequently influence your choice? Please give me up to three answers. (MAX. 3 ANSWERS)

	The price	Safety	The brand	The country where the product was made	The identity of the supplier	Ethical considerations	It depends on the product (SPONT.)	Other (SPONT.)	DK
EU27	75%	50%	49%	26%	22%	8%	5%	1%	1%
EU15	74%	51%	47%	26%	23%	9%	5%	1%	1%
NMS12	79%	45%	53%	28%	18%	7%	3%	1%	2%
€- AREA	73%	51%	46%	28%	21%	8%	6%	1%	1%
NON €-AREA	79%	48%	53%	23%	24%	9%	3%	0%	2%
BE	83%	54%	54%	15%	17%	9%	3%	1%	-
BG	75%	29%	48%	33%	11%	2%	9%	0%	3%
CZ	78%	59%	49%	27%	22%	6%	3%	0%	1%
DK	84%	52%	50%	28%	31%	21%	1%	0%	1%
DE	80%	58%	40%	32%	24%	6%	3%	0%	0%
EE	84%	45%	50%	43%	9%	9%	2%	3%	3%
EL	68%	60%	51%	41%	22%	5%	2%	1%	-
ES	70%	44%	47%	11%	13%	7%	9%	3%	2%
FR	83%	48%	55%	33%	21%	8%	3%	1%	1%
IE	65%	45%	51%	16%	24%	8%	10%	0%	3%
IT	56%	52%	42%	36%	25%	10%	6%	0%	2%
CY	78%	68%	46%	53%	19%	4%	2%	3%	0%
LV	81%	44%	30%	47%	7%	7%	2%	3%	2%
LT	80%	36%	37%	55%	9%	5%	1%	2%	4%
LU	72%	54%	53%	25%	14%	10%	6%	2%	1%
HU	79%	50%	48%	35%	17%	4%	5%	1%	1%
MT	77%	40%	63%	26%	12%	4%	1%	0%	1%
NL	71%	45%	42%	12%	23%	8%	18%	2%	-
AT	72%	39%	49%	36%	16%	11%	12%	1%	0%
PL	84%	39%	59%	20%	18%	12%	2%	0%	3%
PT	69%	47%	39%	11%	14%	3%	8%	1%	2%
RO	71%	49%	55%	26%	23%	3%	3%	1%	3%
SI	82%	48%	52%	31%	16%	2%	3%	3%	1%
SK	83%	56%	54%	36%	19%	6%	1%	0%	1%
FI	83%	57%	56%	38%	9%	13%	1%	2%	0%
SE	86%	53%	59%	22%	28%	22%	2%	0%	0%
UK	79%	53%	51%	15%	31%	9%	2%	0%	1%

 = highest percentage per item

xx = highest percentage per country

Some slight differences can be observed between the country groups:

In comparison to respondents in the new Member States, respondents living in the old Member States and – partly linked to this – in the euro area are more likely to mention safety and are less likely to indicate price as a reason.

Finally, there are no significant differences between the socio-demographic groups; it is noteworthy however that males and young respondents are slightly less likely than females and respondents aged over 25 to mention safety as an aspect that influences their consumer choices.


- Most Europeans think that a small number of products are unsafe -

Questionnaire source: QC27⁴⁷

Just under half of Europeans think that some non-food products are unsafe (48%) while similar percentages either think that all products are safe (17%) or a significant number of products are unsafe (18%). There are some differences between countries; these are reflected in the country groups shown in the table below. Overall, respondents living in the old Member States tend to see their products as safer than respondents living in the new Member States.

QC27 Thinking about all non-food products currently on the market in (YOUR COUNTRY), do you personally think that ...?

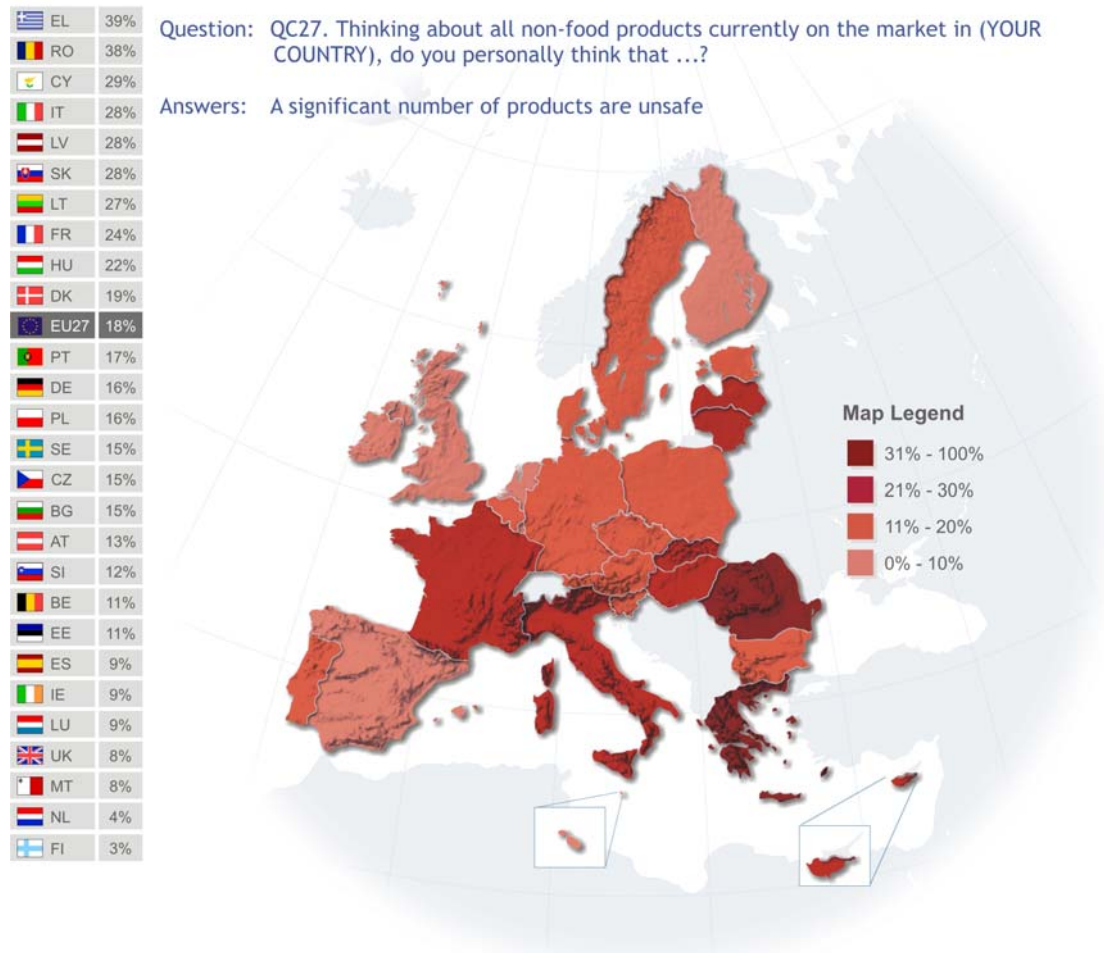
	Essentially all products are safe	A small number of products are unsafe	A significant number of products are unsafe	Depends on the product (SPONTANEOUS)	DK
EU27	17%	48%	18%	13%	4%
EU15	19%	48%	17%	13%	3%
NMS12	12%	48%	22%	11%	7%
€- AREA	18%	45%	18%	15%	4%
NON €-AREA	17%	54%	17%	7%	5%
LU	28%	53%	9%	7%	3%
ES	27%	42%	9%	15%	7%
BE	26%	54%	11%	8%	1%
IE	25%	45%	9%	12%	9%
UK	25%	62%	8%	3%	2%
FI	24%	70%	3%	2%	1%
MT	23%	53%	8%	5%	11%
PT	20%	39%	17%	19%	5%
DE	19%	41%	16%	19%	5%
EE	19%	53%	11%	10%	7%
DK	18%	57%	19%	3%	3%
SI	18%	60%	12%	6%	4%
FR	17%	51%	24%	7%	1%
PL	16%	54%	16%	8%	6%
AT	16%	46%	13%	22%	3%
NL	15%	42%	4%	38%	1%
CZ	14%	62%	15%	8%	1%
SE	14%	62%	15%	6%	3%
IT	10%	42%	28%	17%	3%
LT	10%	48%	27%	4%	11%
HU	9%	56%	22%	11%	2%
RO	7%	28%	38%	15%	12%
SK	7%	54%	28%	9%	2%
BG	7%	42%	15%	23%	13%
EL	3%	52%	39%	6%	-
LV	3%	57%	28%	8%	4%
CY	2%	60%	29%	6%	3%

 = highest percentage per item

XX = highest percentage per country

⁴⁷ QC27 Thinking about all non-food products currently on the market in (YOUR COUNTRY), do you personally think that ...?

A relatively high number of consumers in Greece (39%), Romania (38%) and Cyprus (29%) are worried that a significant number of products are unsafe. This is substantially above the average European level of concern (18%). That opinion is shared by only 3% of Finns and 4% of the Dutch. Furthermore, the view that essentially all products are safe is the most prevalent in Luxembourg (28%), Spain (27%) and Belgium (26%).



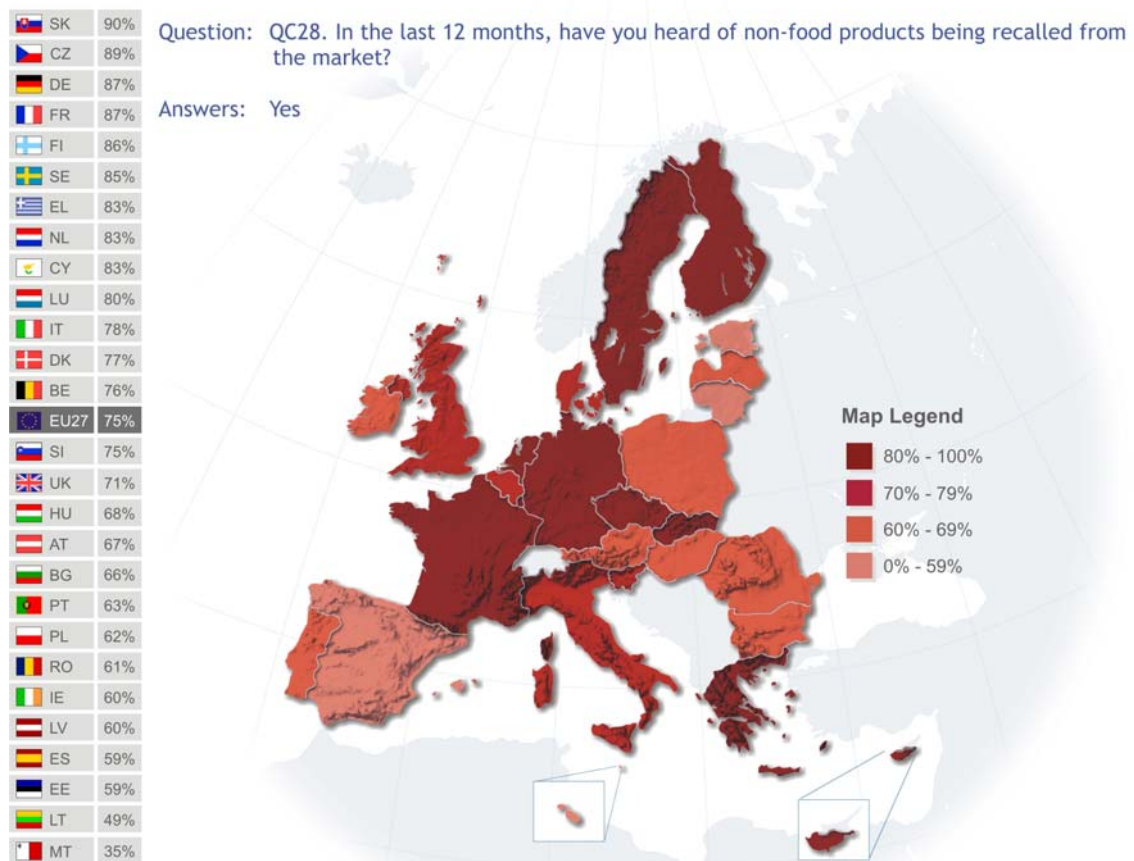
There are no considerable differences between the socio-demographic categories, but it is noteworthy that men tend to be slightly more positive than women about the safety of non-food products. Not surprisingly, this is also the case for those respondents that say they feel that their consumer rights are adequately protected (22% believe that essentially all products are safe) as opposed to those who believe that consumer rights are not (11%).

5.2 Product Recalls

- Europeans appear to be very familiar with product recalls -

Questionnaire source: QC28⁴⁸


The absolute majority (75%) of European citizens have heard in the last 12 months of non-food products being recalled from the market. There are however considerable differences from one country to another: the highest scores were recorded in Slovakia (90%), the Czech Republic (89%), Germany (87%) and France (87%) while just over a third of the Maltese (35%) said that they had heard of non-food products being recalled from the market.



⁴⁸ QC28 In the last 12 months, have you heard of non-food products being recalled from the market?

QC28 In the last 12 months, have you heard of non-food products being recalled from the market? (MULTIPLE ANSWERS POSSIBLE)

	Yes, through television, radio, newspapers	Yes, through word of mouth	Yes, through warning notices in shops	Yes, through the Internet	Yes, through direct contact by the supplier	No	Other (SPONT.)	DK
EU27	66%	12%	7%	6%	1%	23%	0%	2%
EU15	68%	11%	8%	6%	2%	21%	0%	1%
NMS12	59%	14%	2%	6%	1%	30%	0%	4%
€- AREA	70%	12%	7%	6%	2%	21%	0%	1%
NON €-AREA	59%	11%	7%	5%	1%	27%	0%	3%
SK	87%	25%	4%	9%	1%	9%	-	1%
CZ	84%	12%	3%	11%	0%	11%	-	0%
DE	79%	15%	5%	7%	1%	13%	0%	0%
FR	80%	8%	17%	7%	3%	12%	0%	0%
FI	81%	8%	5%	6%	2%	14%	0%	0%
SE	80%	7%	6%	12%	3%	14%	1%	1%
EL	76%	21%	1%	3%	0%	17%	0%	-
CY	80%	12%	1%	2%	-	14%	0%	3%
NL	78%	7%	5%	5%	2%	16%	0%	1%
LU	75%	11%	4%	4%	2%	19%	1%	1%
IT	65%	15%	4%	7%	1%	21%	1%	1%
DK	73%	19%	8%	9%	3%	22%	1%	1%
BE	70%	6%	3%	5%	3%	24%	0%	-
SI	70%	7%	2%	5%	1%	24%	1%	1%
UK	55%	5%	15%	4%	2%	26%	-	3%
HU	65%	5%	2%	3%	1%	31%	-	1%
AT	48%	21%	5%	7%	2%	31%	0%	2%
BG	61%	14%	1%	2%	0%	29%	0%	5%
PT	57%	10%	2%	3%	2%	36%	1%	1%
PL	56%	8%	2%	7%	1%	36%	0%	2%
RO	44%	27%	1%	3%	1%	29%	1%	10%
IE	52%	7%	8%	2%	2%	34%	1%	6%
LV	52%	6%	3%	7%	1%	39%	-	2%
EE	51%	8%	2%	8%	1%	37%	0%	3%
ES	53%	8%	4%	6%	1%	39%	-	3%
LT	35%	12%	2%	3%	0%	49%	0%	3%
MT	20%	11%	1%	2%	1%	64%	2%	1%

 =highest percentage per item **xx** =highest percentage per country

Based on this subjective measure, it seems that product recalls are significantly more frequent in the old Member States (77% replied 'yes') than in the new Member States (67%).

The majority of Europeans (66%) heard about a product recall through television, radio and newspapers.

QC28 In the last 12 months, have you heard of non-food products being recalled from the market? (MULTIPLE ANSWERS POSSIBLE)

	Yes
EU27	75%
Sex	
Male	76%
Female	74%
Age	
15-24	68%
25-39	78%
40-54	79%
55 +	73%
Education (End of)	
15	67%
16-19	76%
20+	85%
Still studying	71%
At least one cross-border purchase in the EU	
Yes	85%
No	72%
Not interested in making cross-border purchase	
Agree	73%
Disagree	78%
Feel adequately protected	
Yes	77%
No	78%
Has made a formal complaint	
Yes	88%
No	73%

Respondents who are most likely to say that they have heard of non-food products being recalled from the market are:

- aged between 25 and 54 years;
- studied at least until they were 20 years old;
- have made a formal complaint.

On the other hand, there does not seem to be a direct link between the feeling that consumer rights are *not* adequately protected and a having personal experience of a product recall.

- Personal experiences of product recalls are less common -

Questionnaire source: QC29⁴⁹

10% of European citizens have ever been personally affected by a product recall. 4% contacted the retailer/distributor while only 1% reported their case to a consumer organisation.

QC29 Have you ever been personally affected by a product recall from the market? (MULTIPLE ANSWERS POSSIBLE)

	Yes	Yes, and you contacted the retailer\ distributor	Yes, but you did not take any action	Yes, and you contacted the manufacturer	Yes, and you contacted the national public authorities	Yes, and you contacted a consumer organisation	Yes, and you took some other action	No	DK
EU27	10%	4%	3%	2%	1%	1%	1%	89%	1%
EU15	10%	4%	2%	2%	1%	1%	1%	89%	1%
NMS12	7%	1%	4%	1%	0%	0%	1%	91%	2%
€- AREA	10%	4%	3%	3%	1%	1%	1%	89%	1%
NON €-AREA	8%	3%	3%	1%	0%	0%	1%	90%	1%
EL	18%	1%	11%	1%	1%	1%	3%	82%	1%
SE	17%	5%	7%	2%	0%	0%	3%	83%	1%
IT	16%	2%	5%	4%	3%	2%	1%	81%	3%
HU	15%	2%	10%	1%	0%	1%	1%	84%	1%
LU	14%	8%	4%	1%	0%	-	1%	85%	0%
AT	14%	5%	1%	3%	2%	3%	2%	85%	1%
DK	13%	7%	3%	1%	0%	0%	2%	86%	0%
CY	12%	2%	8%	1%	-	0%	1%	87%	1%
FI	12%	3%	5%	2%	0%	0%	2%	88%	0%
BE	10%	5%	2%	3%	1%	0%	1%	90%	-
DE	10%	6%	1%	3%	0%	0%	0%	90%	0%
NL	10%	8%	0%	2%	0%	-	0%	90%	0%
CZ	9%	2%	5%	0%	1%	1%	1%	91%	0%
UK	9%	5%	1%	2%	0%	0%	1%	90%	1%
FR	8%	4%	2%	2%	0%	0%	0%	92%	0%
EE	7%	5%	2%	1%	-	0%	0%	92%	0%
ES	7%	2%	2%	1%	2%	1%	1%	92%	1%
LT	7%	1%	5%	0%	-	0%	1%	91%	2%
MT	7%	4%	2%	1%	-	0%	0%	93%	0%
RO	7%	1%	4%	1%	0%	0%	0%	88%	5%
SK	7%	2%	3%	1%	0%	0%	1%	93%	0%
IE	6%	3%	2%	1%	-	0%	0%	88%	6%
LV	6%	2%	3%	0%	0%	0%	0%	93%	0%
PL	5%	1%	3%	1%	0%	0%	0%	93%	2%
SI	5%	1%	3%	1%	-	0%	0%	95%	-
PT	4%	1%	1%	1%	0%	-	0%	95%	1%
BG	2%	0%	2%	0%	0%	-	0%	96%	1%

8% =highest percentage per item

xx =highest percentage per country

Overall, in countries where respondents are more likely to have heard of a product recall than the average European, personal experiences of product recalls are more widespread. This is however not true for the Czech Republic and Slovakia which are the two countries where the most respondents declared that they had heard of a non-food product recall.

⁴⁹ QC29 Have you ever been personally affected by a product recall from the market?

- Very few respondents have suffered an injury due to a defective product -

Questionnaire source: QC30⁵⁰

In the last two years, only 2% of European citizens or a member of their immediate family suffered an injury or accident from a defective product, while 97% replied "no".

QC30 In the last two years, have you or a member of your immediate family suffered an injury or accident from a defective product?

	Yes	No	DK
EU27	2%	97%	1%
LV	4%	96%	-
SE	4%	95%	1%
BG	3%	97%	-
EL	3%	97%	-
IT	3%	95%	2%
LT	3%	96%	1%
NL	3%	95%	2%
AT	3%	94%	3%
BE	2%	98%	-
CZ	2%	97%	1%
DK	2%	98%	-
DE	2%	97%	1%
EE	2%	98%	-
FR	2%	98%	-
IE	2%	96%	2%
CY	2%	97%	1%
LU	2%	98%	-
HU	2%	98%	-
RO	2%	93%	5%
FI	2%	98%	-
UK	2%	98%	-
ES	1%	98%	1%
PL	1%	99%	-
PT	1%	97%	2%
SI	1%	99%	-
SK	1%	98%	1%
MT	-	99%	1%

⁵⁰ QC30 In the last two years, have you or a member of your immediate family suffered an injury or accident from a defective product?

* * *

The following main findings can be pointed out regarding Europeans' perceptions and experiences of product safety:

- In a general context, most Europeans mentioned price as their main criterion when purchasing any non-food product. Safety ranks second.
- When asked more specifically about the safety of non-food products, most respondents however think that at least a small number of products are unsafe.
- Even if product recalls tend to be a common phenomenon in Europe, very few Europeans have direct experience of a product recall. This is also partly reflected in the relatively low number of respondents (including family members) who have suffered an injury due to a faulty product.

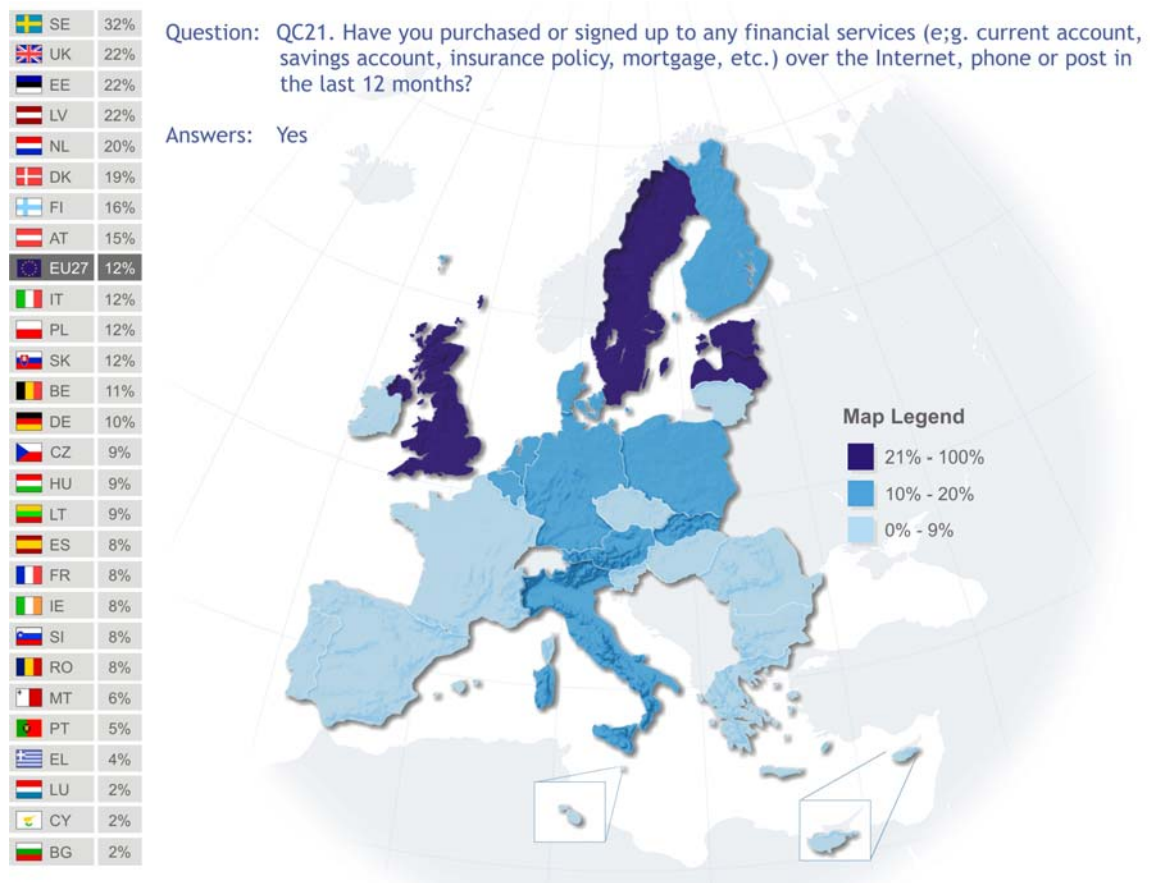
6. FINANCIAL SERVICES

- Distance purchasing in relatively common domestically but almost non-existent cross-border -

Questionnaire source: QC21⁵¹

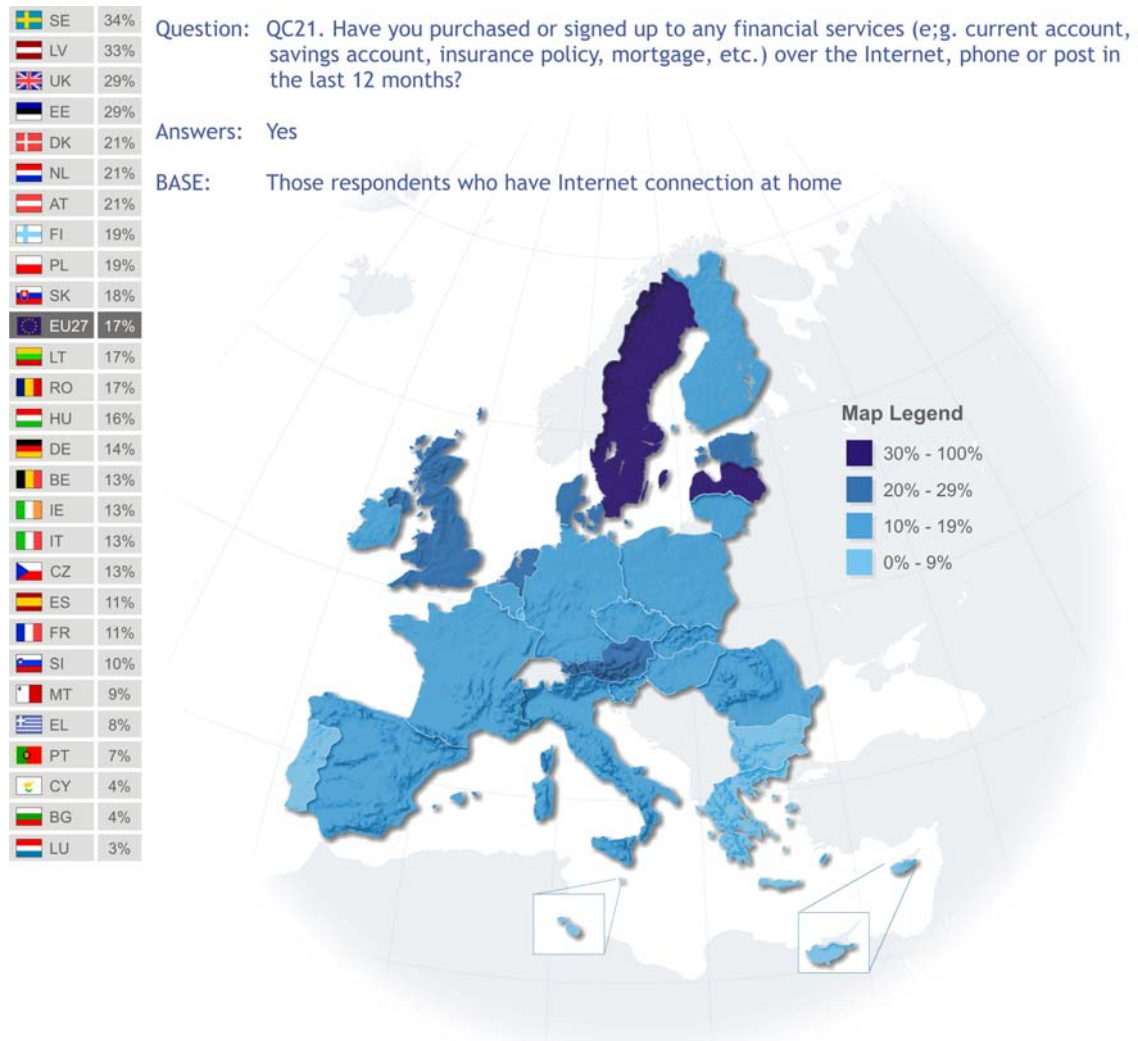
12% of European citizens have purchased or signed up to a financial service (e.g. current account, savings account, insurance policy, mortgage, etc.) over the Internet, by phone or post in the last 12 months.

Residents of countries such as Sweden (32%), the UK (22%), Estonia (22%) and Latvia (22%) outnumber the average European consumer as regards purchasing or signing up to a financial service. In contrast, that is only the case for 2% of residents in each of Luxembourg, Cyprus and Bulgaria.



⁵¹ QC21 Have you purchased or signed up to any financial services (e.g. current account, savings account, insurance policy, mortgage, etc.) over the Internet, phone or post in the last 12 months?

As purchasing via the internet is the most widespread way of distance shopping in general, it is not surprising that 17% of those Europeans who have Internet access at home have purchased or signed up to financial services as opposed to 7% of those who do not have Internet at home. The results by country among those respondents who have Internet access at home are shown in the map below.



Consequently, respondents in countries with high Internet penetration rates (the Netherlands, Sweden, Denmark and Finland) are more likely to have purchased financial services at a distance. However, that does not hold true for Luxembourg, where 73% of respondents have Internet access at home, but only 2% have purchased financial services at a distance.

QC21 Have you purchased or signed up to any financial services (e.g. current account, savings account, insurance policy, mortgage, etc.) over the Internet, phone or post in the last 12 months? (MULTIPLE ANSWERS POSSIBLE)

	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU
EU27	10%	1%	1%
EU15	11%	1%	1%
NMS12	9%	1%	1%
€-AREA	8%	2%	1%
NON €-AREA	15%	1%	0%

There are no significant differences between the country groups, mainly due to the low incidence rate in general. Respondents who live outside the euro area are however more likely to purchase financial services at a distance but this is largely attributed to the high figure recorded in the UK.

In socio-demographics terms, managers (24%) and, reflecting this, those who stayed the longest in full-time education (20%), are the most likely to purchase or sign up to a financial service marketed at a distance.

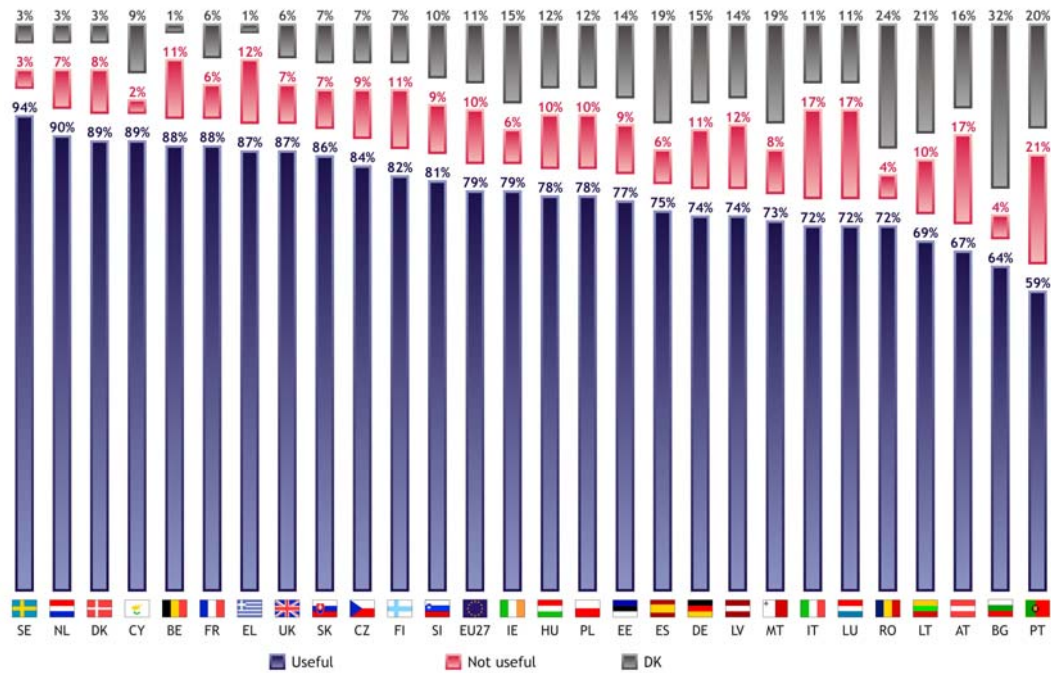
- Large support for a standard information sheet for comparing offers of financial services -

Questionnaire source: QC22⁵²

79% of European citizens think that it would be useful if all financial service providers used a standard information sheet with the same layout in order to allow consumers to compare prices and offers.

This is especially the case amongst respondents in Sweden (94%), Netherlands (90%) and Denmark (89%). Only 59%, but still an absolute majority of residents in Portugal share that view.

Question: QC22. How useful or not would it be if all financial service providers used a standard information sheet provided in the same layout in order to allow you to compare prices and offers?



⁵² QC22 How useful or not would it be if all financial service providers used a standard information sheet provided in the same layout in order to allow you to compare prices and offers?

Once again, those who stayed the longest in full-time education are the most in favour of the idea of using such a standard information sheet to enable consumers to compare prices and offers.

Moreover, respondents that already have experience of cross-border shopping within the EU are notably more positive about the usefulness of a standardised form.

QC22 How useful or not would it be if all financial service providers used a standard information sheet provided in the same layout in order to allow you to compare prices and offers?

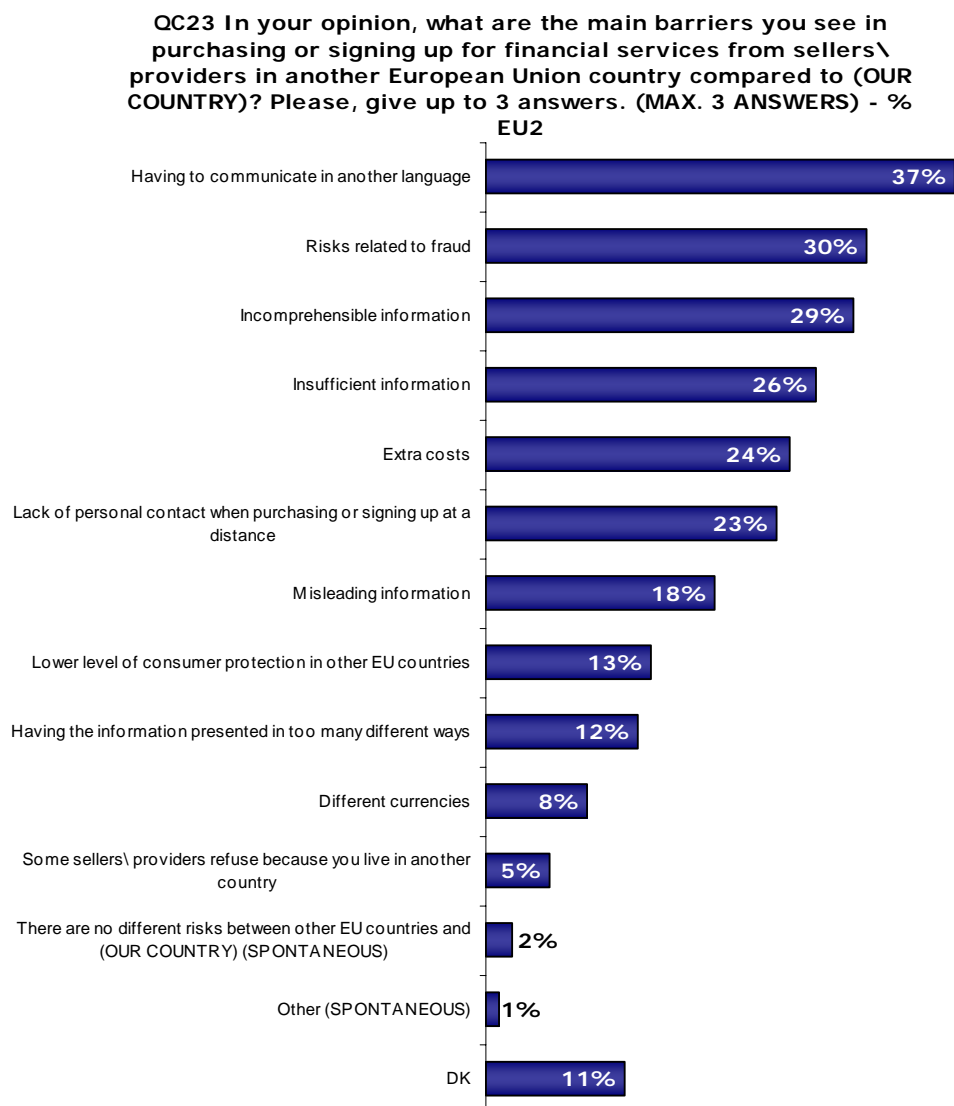
	Useful	Not useful	DK
EU27	79%	10%	11%
Sex			
Male	81%	10%	9%
Female	77%	10%	13%
Age			
15-24	82%	9%	9%
25-39	83%	10%	7%
40-54	81%	10%	9%
55 +	74%	10%	16%
Education (End of)			
15	70%	11%	19%
16-19	81%	9%	10%
20+	86%	8%	6%
Still studying	81%	10%	9%
At least one cross-border purchase in the EU			
Yes	86%	9%	5%
No	77%	10%	13%

- Language barriers are still the main obstacle to cross-border shopping for financial services -

Questionnaire source: QC23⁵³

As we have seen, 61% of Europeans agree that the need to use a foreign language makes them reluctant to make cross-border purchases. Consequently, it is not surprising that this is also the main barrier to purchasing *cross-border* financial services.

This reason was also the most frequently mentioned reason in the previous survey although the two questions are not directly comparable because of the different wording of the questions and different possible answers.



Risks related to fraud (30%), incomprehensible (29%) or insufficient (26%) information, as well as extra costs (24%), were other concerns mentioned by respondents.

* * *

Regarding purchasing financial services at distance or cross-border, the main findings can be summarised as follows:

- Purchasing financial services at a distance is not common practice in Europe (12%),
- As regards cross-border purchases of financial services, the survey reveals that the same obstacles apply as regards cross-border shopping in general: language barriers and a lack of trust regarding the transparency and honesty of transaction with providers in other countries.
- One way of boosting both distance and cross-border purchases of financial services would be to introduce a harmonised information sheet that could be used for comparing offers and prices of financial services. The vast majority of Europeans (79%) support this approach.

ANNEXES

TECHNICAL SPECIFICATIONS

EUROBAROMETER SPECIAL N° 298

« Consumer protection in the internal market »

TECHNICAL SPECIFICATIONS

Between the 18th of February and the 22nd of March 2008, TNS Opinion & Social, a consortium created between Taylor Nelson Sofres and EOS Gallup Europe, carried out wave 69.1 of the EUROBAROMETER, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, "Research and Political Analysis".

The EUROBAROMETER SPECIAL N° 298 covers the population of the respective nationalities of the European Union Member States, resident in each of the Member States and aged 15 years and over. The basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every Nth address) were selected by standard "random route" procedures, from the initial address. In each household, the respondent was drawn, at random (following the "closest birthday rule"). All interviews were conducted face-to-face in people's homes and in the appropriate national language. As far as the data capture is concerned, CAPI (*Computer Assisted Personal Interview*) was used in those countries where this technique was available.



EUROBAROMETER



European
Commission

ABBREVIATIONS	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES	POPULATION 15+
BE	Belgium	TNS Dimarso	1.012	21/02/2008 16/03/2008	8.786.805
BG	Bulgaria	TNS BBSS	1.000	18/02/2008 03/03/2008	6.647.375
CZ	Czech Rep.	TNS Aisa	1.070	22/02/2008 12/03/2008	8.571.710
DK	Denmark	TNS Gallup DK	1.032	18/02/2008 18/03/2008	4.432.931
DE	Germany	TNS Infratest	1.562	19/02/2008 16/03/2008	64.546.096
EE	Estonia	Emor	1.000	22/02/2008 17/03/2008	887.094
EL	Greece	TNS ICAP	1.000	20/02/2008 11/03/2008	8.691.304
ES	Spain	TNS Demoscopia	1.004	19/02/2008 16/03/2008	38.536.844
FR	France	TNS Sofres	1.054	18/02/2008 17/03/2008	46.425.653
IE	Ireland	TNS MRBI	1.000	18/02/2008 19/03/2008	3.375.399
IT	Italy	TNS Abacus	1.036	18/02/2008 07/03/2008	48.892.559
CY	Rep. of Cyprus	Synovate	506	19/02/2008 16/03/2008	638.900
LV	Latvia	TNS Latvia	1.004	22/02/2008 18/03/2008	1.444.884
LT	Lithuania	TNS Gallup Lithuania	1.009	20/02/2008 14/03/2008	2.846.756
LU	Luxembourg	TNS ILReS	513	18/02/2008 22/03/2008	388.914
HU	Hungary	TNS Hungary	1.000	20/02/2008 17/03/2008	8.320.614
MT	Malta	MISCO	500	18/02/2008 15/03/2008	335.476
NL	Netherlands	TNS NIPO	1.023	18/02/2008 17/03/2008	13.017.690
AT	Austria	Österreichisches Gallup-Institut	1.008	18/02/2008 10/03/2008	7.004.205
PL	Poland	TNS OBOP	1.000	20/02/2008 12/03/2008	32.155.805
PT	Portugal	TNS EUROTESTE	1.000	20/02/2008 18/03/2008	8.080.915
RO	Romania	TNS CSOP	1.024	18/02/2008 13/03/2008	18.246.731
SI	Slovenia	RM PLUS	1.026	18/02/2008 18/03/2008	1.729.298
SK	Slovakia	TNS AISA SK	1.049	20/02/2008 03/03/2008	4.316.438
FI	Finland	TNS Gallup Oy	1.001	20/02/2008 20/03/2008	4.353.495
SE	Sweden	TNS GALLUP	1.007	20/02/2008 16/03/2008	7.562.263
UK	United Kingdom	TNS UK	1.306	18/02/2008 13/03/2008	50.519.877
TOTAL			26746	18/02/2008 22/03/2008	400.756.031

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics offices. For all countries surveyed, a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. In all countries, gender, age, region and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), TNS Opinion & Social applies the official population figures as provided by EUROSTAT or national statistic offices. The total population figures for input in this post-weighting procedure are listed above.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Observed percentages	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Confidence limits	± 1.9 points	± 2.5 points	± 2.7 points	± 3.0 points	± 3.1 points

QUESTIONNAIRE

Now let's talk about another topic.

Parlons maintenant d'un autre sujet.

QC1 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways? (M)

(SHOW CARD WITH SCALE – MULTIPLE ANSWERS POSSIBLE PER LINE)

	(READ OUT)	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	No	DK
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1	Via the Internet (website, email, etc.)	1,	2,	3,	4,	5,
2	By phone	1,	2,	3,	4,	5,
3	By post (catalogues, mail order, etc.)	1,	2,	3,	4,	5,
4	From a sales representative who visited you at your home or work place	1,	2,	3,	4,	5,

EB65.1 QB1 TREND MODIFIED (scale)

QC1 Pourriez-vous me dire si vous avez acheté des biens ou des services en (NOTRE PAYS) ou ailleurs au cours des 12 derniers mois d'une des façons suivantes ? (M)

(MONTRER CARTE AVEC ECHELLE – PLUSIEURS REPONSES POSSIBLES PAR LIGNE)

	(LIRE)	Oui, auprès d'un vendeur\ fournisseur établi en (NOTRE PAYS)	Oui, auprès d'un vendeur\ fournisseur établi dans un autre pays de l'UE	Oui, auprès d'un vendeur\ fournisseur établi en dehors de l'UE	Non	NSP
--	--------	--	---	--	-----	-----

1	Par Internet (site Web, courrier électronique, etc.)	1,	2,	3,	4,	5,
2	Par téléphone	1,	2,	3,	4,	5,
3	Par la poste (catalogue, vente par correspondance, etc.)	1,	2,	3,	4,	5,
4	A un représentant de commerce qui vous a rendu visite à votre domicile ou sur votre lieu du travail	1,	2,	3,	4,	5,

EB65.1 QB1 TREND MODIFIE (échelle)

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QC2 In the last 12 months, have you...?

(SHOW CARD - ONE ANSWER PER LINE) (M)

	(READ OUT)	Yes, several times	Yes, but only once or twice	No	DK
--	------------	--------------------------	-----------------------------------	----	----

1	Made a trip to another EU country, primarily for shopping (TRIPS MADE FOR THIS PURPOSE, for purchasing clothes, electronics, etc. – ADAPT EXAMPLE TO YOUR COUNTRY)	1	2	3	4
2	Purchased goods or services, whilst on holiday or on a business trip in another EU country (excluding purchases linked to the trip such as travel, accommodation, leisure activities, meals) (M)	1	2	3	4
3	Tried to purchase goods or services in another EU country but you were unable to because you live in a different country (N)	1	2	3	4
4	Heard of the European Consumer centre\ Euroguichets (TO BE ADAPTED FOR EACH COUNTRY) (N)	1	2	3	4

EB65.1 QB2 TREND MODIFIED

--

QC2 Au cours des 12 derniers mois, avez-vous ... ?

(MONTRER CARTE - UNE REPONSE PAR LIGNE) (M)

	(LIRE)	Oui, plusieurs fois	Oui, mais seulement une ou deux fois	Non	NSP
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1	Effectué un voyage dans un autre pays de l'UE principalement pour faire des achats (VOYAGES DANS CE BUT PRECIS pour acheter des vêtements, appareils électroniques, etc. – ADAPTER EXEMPLES AU PAYS)	1	2	3	4
2	Acheter des biens ou des services, au cours de vacances ou d'un déplacement professionnel dans un autre pays de l'UE (à l'exclusion des achats liés au voyage, tels que transport, hébergement, loisirs, repas) (M)	1	2	3	4
3	Essayé d'acheter des biens ou des services dans un autre pays de l'Union européenne mais vous n'avez pas pu car vous vivez dans un autre pays (N)	1	2	3	4
4	Entendu parler du Centre européen des consommateurs\ Euroguichets (A ADAPTER POUR CHAQUE PAYS) (N)	1	2	3	4

EB65.1 QB2 TREND MODIFIE

ASK QC3 IF "HAS MADE AT LEAST ONE EU CROSS-BORDER PURCHASE", CODE 2 in QC1.1, QC1.2, QC1.3 or QC1.4 or CODE 1 or 2 in QC2.1 or QC2.2 – OTHERS GO TO QC4

THIS INCLUDES PURCHASES FROM QC1 OR QC2

QC3 In the last 12 months, approximately what was the total value of the goods or services you said you have purchased from sellers\ providers located in other European Union countries? Please tell me how much you spent, even if it's an approximate amount.

(CODE THE EXACT VALUE - PLEASE WRITE DOWN NNNNNNN - IF "REFUSAL", CODE '9999998' - IF "DK", CODE '9999999')

euros

NEW

ASK ALL

QC4 In the last 12 months, in (OUR COUNTRY) have you come across advertisements or offers from sellers\ providers located in other EU countries? (M)

(READ OUT – ONE ANSWER ONLY)

Often	1
Sometimes	2
Rarely	3
Never	4
DK	5

EB65.1 QB11 TREND SLIGHTLY MODIFIED

POSER QC3 SI "A EFFECTUE AU MOINS UN ACHAT TRANSFRONTALIER", CODE 2 en QC1.1, QC1.2, QC1.3 ou QC1.4 ou CODE 1 ou 2 en QC2.1 ou QC2.2 – LES AUTRES ALLER EN QC4

CELA INCLUT LES ACHATS DE QC1 OU QC2

QC3 Au cours des douze derniers mois, quelle est la valeur aproximative de l'ensemble des biens et services que vous dites avoir achetés de vendeurs\ fournisseurs établis dans d'autres pays de l'Union européenne ? Veuillez me dire combien vous avez dépensé même s'il s'agit d'un montant approximatif.

(CODER LA VALEUR EXACTE - NOTER NNNNNNN - SI "REFUS", CODER '9999998' - SI "NSP", CODER '9999999')

euros

NOUVEAU

A TOUS

QC4 Au cours des 12 derniers mois, en (NOTRE PAYS) êtes-vous tombé(e) sur des publicités ou des offres de vendeurs\ fournisseurs établis dans d'autres pays de l'Union européenne? (M)

(LIRE – UNE SEULE REPONSE)

Souvent	1
Parfois	2
Rarement	3
Jamais	4
NSP	5

EB65.1 QB11 TREND LEGEREMENT MODIFIE

We're now going to talk about advertisements which are either unsolicited, misleading or even fraudulent. Misleading or deceptive advertisements are those which contain false information or present factually correct information in a misleading manner about the goods or services to be sold, whereas fraudulent advertisements actually attempt to obtain money without selling anything, for example a lottery scam.

Nous allons maintenant parler de publicités non-solicit es, mensong eres ou m eme frauduleuses. On entend par publicit es mensong eres ou trompeuses des publicit es qui contiennent de fausses informations ou qui pr esentent des informations correctes dans les faits mais d'une mani ere mensong ere, sur les biens ou les services en vente. Les publicit es frauduleuses quant   elles ont comme objectif d'obtenir de l'argent sans rien vendre, par exemple une arnaque   la loterie.

QC5 Have any of the following happened to you in the last 12 months in (OUR COUNTRY) or elsewhere?

QC5 Pour chacune des situations suivantes, pourriez-vous me dire si cela vous est arriv e en (NOTRE PAYS) ou ailleurs, au cours des 12 derniers mois ?

(SHOW CARD WITH SCALE – MULTIPLE ANSWERS POSSIBLE PER LINE)

(MONTRER CARTE AVEC ECHELLE – PLUSIEURS REPONSES POSSIBLES PAR LIGNE)

(READ OUT)	Yes, from a seller or provider located in (OUR COUNTRY)	Yes, from a seller or provider located in another EU country	Yes, from a seller or provider located outside the EU	Yes, but you do not know where a seller or provider was located	No	DK
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(LIRE)	Oui, d'un vendeur fournisseur �tabli en (NOTRE PAYS)	Oui, d'un vendeur fournisseur �tabli dans un autre pays de l'UE	Oui, d'un vendeur fournisseur �tabli en dehors de l'UE	Oui, mais vous ignorez le pays d'origine du vendeur fournisseur	Non	NSP
--------	--	---	--	---	-----	-----

1	You came across unsolicited commercial advertisements or offers (cold calls, spam emails, etc.)	1,	2,	3,	4,	5,	6,
2	You came across misleading or deceptive advertisements or offers (M)	1,	2,	3,	4,	5,	6,
3	You responded to an advertisement or offer that turned out to be misleading or deceptive (N)	1,	2,	3,	4,	5,	6,
4	You came across fraudulent advertisements or offers (N)	1,	2,	3,	4,	5,	6,
5	You responded to an advertisement or offer that turned out to be fraudulent (N)	1,	2,	3,	4,	5,	6,

1	Vous �tes tomb�e(e) sur des publicit�es ou offres commerciales non-solicit�es (d�emarchage t�el�ephonique, spams, etc.) (M)	1,	2,	3,	4,	5,	6,
2	Vous �tes tomb�e(e) sur des publicit�es ou des offres mensong�eres ou trompeuses (M)	1,	2,	3,	4,	5,	6,
3	Vous avez r�epondu � une publicit�e ou � une offre qui s'est av�er�e �tre mensong�ere ou trompeuse (N)	1,	2,	3,	4,	5,	6,
4	Vous �tes tomb�e(e) sur des publicit�es ou offres frauduleuses (N)	1,	2,	3,	4,	5,	6,
5	Vous avez r�epondu � une publicit�e ou � une offre qui s'est av�er�e �tre frauduleuse (N)	1,	2,	3,	4,	5,	6,

EB65.1 QB12 TREND MODIFIED

EB65.1 QB12 TREND MODIFIE

QC6 In the last 12 months, have you been unduly coerced or pressurised to purchase something or sign up to a contract?

QC6 Au cours des 12 derniers mois, avez-vous subi des pressions ou des contraintes visant à vous faire acheter quelque chose ou souscrire à un contrat ?

(READ OUT – ONE ANSWER ONLY) (READ OUT: "We are talking about in (OUR COUNTRY) or elsewhere in the EU.") (M)

(LIRE – UNE SEULE REPONSE) (LIRE: "Nous parlons de (NOTRE PAYS) ou ailleurs dans l'UE.") (M)

Yes, on several occasions	1
Yes, but only once or twice	2
No	3
DK	4

Oui, à plusieurs reprises	1
Oui, mais seulement une ou deux fois	2
Non	3
NSP	4

EB65.1 QB14

EB65.1 QB14

"Unfair contract terms" are terms by which the seller\ provider imposes unreasonable demands on the consumer, e.g.allowing the seller\ provider to change the contract terms without informing the consumer.

On entend par "clauses contractuelles abusives" des conditions par lesquelles le vendeur\ fournisseur impose des demandes excessives au consommateur, par ex. permettre au vendeur\ fournisseur de changer les termes du contrat sans en informer le consommateur.

QC7 In the past 12 months, have you come across what you regard as unfair consumer contract terms, in (OUR COUNTRY) or in other EU countries? (M)

QC7 Au cours des 12 derniers mois, êtes-vous tombé(e) sur des conditions contractuelles que vous considérez comme abusives pour le consommateur en (NOTRE PAYS) ou dans d'autres pays de l'UE ? (M)

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE) (M)

(MONTRER CARTE – LIRE – PLUSIEURS REPONSES POSSIBLES) (M)

Yes, from a seller\ provider located in (OUR COUNTRY) (M)	1,
Yes, from a seller\ provider located in other EU countries (M)	2,
No	3,
DK	4,

Oui, de la part d'un vendeur\ fournisseur établi en (NOTRE PAYS)	1,
Oui, de la part d'un vendeur\ fournisseur établi dans d'autres pays de l'UE	2,
Non	3,
NSP	4,

EB65.1 QB16 TREND MODIFIED

EB65.1 QB16 TREND MODIFIE

ASK QC8 IF "HAS MADE AT LEAST ONE PURCHASE VIA INTERNET OR PHONE OR POST", CODE 1 to 3 in QC1.1, QC1.2 or QC1.3 – OTHERS GO TO QC9

Let's now talk about shopping at a distance. By this we mean purchasing for example via the Internet, by phone or by post.

QC8 During the past 12 months have any of the following situations happened to you when purchasing something at a distance in (OUR COUNTRY) or elsewhere? (M)

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

(IF '1' IN QC1.1 or QC1.2 or QC1.3) A delay in the delivery of something purchased from a seller\ provider located in (OUR COUNTRY)	1,
(IF '1' IN QC1.1 or QC1.2 or QC1.3) You purchased something from a seller\ provider located in (OUR COUNTRY) and it was not delivered at all	2,
(IF '2' IN QC1.1 or QC1.2 or QC1.3) A delay in the delivery of something purchased from a seller\ provider located in another EU country	3,
(IF '2' IN QC1.1 or QC1.2 or QC1.3) You purchased something from a seller\ provider located in another EU country and it was not delivered at all	4,
(IF '3' IN QC1.1 or QC1.2 or QC1.3) A delay in the delivery of something purchased from a seller\ provider located outside the EU	5,
(IF '3' IN QC1.1 or QC1.2 or QC1.3) You purchased something from a seller\ provider located outside the EU and it was not delivered at all	6,
None of these (SPONTANEOUS)	7,
DK	8,

EB65.1 QB4 TREND MODIFIED

POSER QC8 SI "A FAIT AU MOINS UN ACHAT PAR INTERNET, TELEPHONE OU CORRESPONDANCE", CODE 1 à 3 en QC1.1, QC1.2 ou QC1.3 – LES AUTRES ALLER EN QC9

Parlons maintenant d'achats à distance. Par cela, nous entendons des achats réalisés par exemple par Internet, téléphone ou courrier.

QC8 Avez-vous rencontré l'une des situations suivantes lors d'achats à distance au cours des 12 derniers mois en (NOTRE PAYS) ou ailleurs ? (M)

(MONTRER CARTE – LIRE – PLUSIEURS REPONSES POSSIBLES)

(SI '1' EN QC1.1 ou QC1.2 ou QC1.3) Un retard dans la livraison d'un achat auprès d'un vendeur\ fournisseur établi en (NOTRE PAYS)	1,
(SI '1' EN QC1.1 ou QC1.2 ou QC1.3) Vous avez effectué un achat auprès d'un vendeur\ fournisseur établi en (NOTRE PAYS) et vous ne l'avez pas reçu	2,
(SI '2' EN QC1.1 ou QC1.2 ou QC1.3) Un retard dans la livraison d'un achat auprès d'un vendeur\ fournisseur établi dans un autre pays de l'UE	3,
(SI '2' EN QB1.1 ou QB1.2 ou QB1.3) Vous avez effectué un achat auprès d'un vendeur\ fournisseur se trouvant dans un autre pays de l'UE et vous ne l'avez pas reçu	4,
(SI '3' EN QC1.1 ou QC1.2 ou QC1.3) Un retard dans la livraison d'un achat auprès d'un vendeur\ fournisseur se trouvant dans un pays en dehors de l'UE	5,
(SI '3' EN QC1.1 ou QC1.2 ou QC1.3) Vous avez effectué un achat auprès d'un vendeur\ fournisseur se trouvant dans un pays en dehors de l'UE et vous ne l'avez pas reçu	6,
Aucune de ces situations (SPONTANE)	7,
NSP	8,

EB65.1 QB4 TREND MODIFIE

ASK QC9 IF "HAS MADE AT LEAST ONE PURCHASE VIA INTERNET OR PHONE OR POST WITHIN THE EU", CODE 1 or 2 in QC1.1, QC1.2 or QC1.3 – OTHERS GO TO QC10

POSER QC9 SI "A FAIT AU MOINS UN ACHAT PAR INTERNET, TELEPHONE OU CORRESPONDANCE AU SEIN DE L'UE", CODE 1 ou 2 en QC1.1, QC1.2 ou QC1.3 – LES AUTRES ALLER EN QC10

QC9 You have the legal right to return a product or cancel a contract for a purchase made on the Internet, phone or post within ... (ADAPT NATIONALLY) days without paying a penalty. This is known as the cooling-off period. Have you tried to do this in the last 12 months? (M)

QC9 Légalement, vous avez le droit de renvoyer un bien ou d'annuler un contrat pour un achat fait par Internet, par téléphone ou par courrier dans un délai de ... (ADAPTER AU PAYS) jours sans avoir à payer de pénalités. Ce droit s'appelle le délai de rétractation. Avez-vous essayé de le faire au cours des 12 derniers mois ? (M)

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE – ONE ANSWER PER SET OF ITEMS '1-2' AND '3-4') (M)

(MONTRER CARTE – LIRE – PLUSIEURS REPONSES POSSIBLES – UNE REPONSE PAR SET D'ITEMS '1-2' ET '3-4') (M)

(IF '1' IN QC1.1 or QC1.2 or QC1.3) Yes, from a seller\ provider located in (OUR COUNTRY) and they accepted this (M)	1,
(IF '1' IN QC1.1 or QC1.2 or QC1.3) Yes, from a seller\ provider located in (OUR COUNTRY) and they did not accept this (M)	2,
(IF '2' IN QC1.1 or QC1.2 or QC1.3) Yes, from a seller\ provider located in another EU country and they accepted this (M)	3,
(IF '2' IN QC1.1 or QC1.2 or QC1.3) Yes, from a seller\ provider located in another EU country and they did not accept this (M)	4,
No	5,
DK	6,

(SI '1' EN QC1.1 ou QC1.2 ou QC1.3) Oui, auprès d'un vendeur\ fournisseur établi en (NOTRE PAYS) et il l'a accepté (M)	1,
(IF '1' IN QC1.1 or QC1.2 or QC1.3) Oui, auprès d'un vendeur\ fournisseur établi en (NOTRE PAYS) et il ne l'a pas accepté (M)	2,
(IF '2' IN QC1.1 or QC1.2 or QC1.3) Oui, auprès d'un vendeur\ fournisseur établi dans un autre pays de l'UE et il l'a accepté (M)	3,
(IF '2' IN QC1.1 or QC1.2 or QC1.3) Oui, auprès d'un vendeur\ fournisseur établi dans un autre pays de l'UE et il ne l'a pas accepté (M)	4,
Non	5,
NSP	6,

EB65.1 QB5 TREND MODIFIED

EB65.1 QB5 TREND MODIFIE

ASK QC10 IF "HAS MADE AT LEAST ONE PURCHASE FROM A SALES REPRESENTATIVE WITHIN THE EU", CODE 1 or 2 in QC1.4 – OTHERS GO TO QC11

POSER QC10 SI "A FAIT AU MOINS UN ACHAT AUPRES D'UN REPRESENTANT DE COMMERCE AU SEIN DE L'UE", CODE 1 ou 2 en QC1.4 – LES AUTRES ALLER EN QC11

Now thinking about any purchase you have made from someone visiting your home or work (known as doorstep selling).

Pensons maintenant aux achats que vous avez réalisés auprès de personnes venues à votre domicile ou sur votre lieu de travail (démarchage à domicile ou sur le lieu de travail).

QC10 You have the legal right to return a product or cancel a contract from a purchase made at your home or work within (ADAPT NATIONALLY) days without paying a penalty. This is known as the cooling-off period. Now, thinking about anything you have bought from a sales representative at home or work, in the last 12 months, have you tried to return a product or cancel a contract within the cooling-off period? (M)

QC10 Vous avez légalement le droit de renvoyer un bien ou d'annuler un contrat pour un achat fait à votre domicile ou sur votre lieu de travail, dans un délai de ... (ADAPTER AU PAYS) jours sans avoir à payer de pénalités. Ce droit s'appelle le délai de rétractation. En ne pensant qu'aux choses que vous avez achetées auprès d'un représentant de commerce à votre domicile ou sur votre lieu de travail au cours des 12 derniers mois, avez-vous tenté de renvoyer un produit ou d'annuler un contrat durant le délai de rétractation ? (M)

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE – ONE ANSWER PER SET OF ITEMS '1-2' AND '3-4') (M)

(MONTRER CARTE – LIRE – PLUSIEURS REPONSES POSSIBLES – ONE ANSWER PER SET OF ITEMS '1-2' AND '3-4') (M)

(IF '1' IN QC1.4) Yes, from a seller\ provider located in (OUR COUNTRY) and it was accepted (M)	1,
(IF '1' IN QC1.4) Yes, from a seller\ provider located in (OUR COUNTRY) and it was not accept (M)	2,
(IF '2' IN QC1.4) Yes, from a seller\ provider located in another EU country and it was accepted (M)	3,
(IF '2' IN QC1.4) Yes, from a seller\ provider located in another EU country and it was not accepted (M)	4,
No	5,
DK	6,

(SI '1' EN QC1.4) Oui, auprès d'un vendeur\ fournisseur établi en (NOTRE PAYS) et il l'a accepté (M)	1,
(SI '1' EN QC1.4) Oui, auprès d'un vendeur\ fournisseur établi en (NOTRE PAYS) et il ne l'a pas accepté (M)	2,
(SI '2' EN QC1.4) Oui, auprès d'un vendeur\ fournisseur établi dans un autre pays de l'UE et il l'a accepté (M)	3,
(SI '2' EN QC1.4) Oui, auprès d'un vendeur\ fournisseur établi dans un autre pays de l'UE et il ne l'a pas accepté (M)	4,
Non	5,
NSP	6,

EB65.1 QB6 TREND MODIFIED

EB65.1 QB6 TREND MODIFIE

ASK ALL

A TOUS

QC11 When you buy goods which do not conform to the original sales contract or which show a defect within two years of delivery, you have the right to ask for the goods to be replaced, repaired, reduced in price or for the contract to be canceled. Have you tried to do any of these in the last 12 months? (M)

QC11 Lorsque vous achetez des biens qui se révèlent non-conformes au contrat de vente ou qui présentent un défaut dans les deux ans qui suivent la livraison, vous avez le droit de demander leur remplacement, leur réparation, une réduction de prix ou l'annulation de la vente. Au cours des 12 derniers mois, avez-vous essayé de faire valoir l'une de ces possibilités ? (M)

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE – ONE ANSWER PER SET OF ITEMS '1-2' AND '3-4') (M)

(MONTRER CARTE – LIRE – PLUSIEURS REPONSES POSSIBLES – ONE ANSWER PER SET OF ITEMS '1-2' AND '3-4') (M)

- | | |
|--|----|
| Yes, and the seller\ provider located in (OUR COUNTRY) complied (M) | 1, |
| Yes, and the seller\ provider located in (OUR COUNTRY) did not comply (M) | 2, |
| Yes, and the seller\ provider located in other EU countries complied (M) | 3, |
| Yes, and the seller\ provider located in other EU countries did not comply (M) | 4, |
| No | 5, |
| DK | 6, |

- | | |
|--|----|
| Oui, et le vendeur\ fournisseur établi en (NOTRE PAYS) a respecté votre demande (M) | 1, |
| Oui, mais le vendeur\ fournisseur établi en (NOTRE PAYS) n'a pas respecté votre demande (M) | 2, |
| Oui, et le vendeur\ fournisseur établi dans d'autres pays de l'UE a respecté votre demande (M) | 3, |
| Oui, mais le vendeur\ fournisseur établi dans d'autres pays de l'UE n'a pas respecté votre demande (M) | 4, |
| Non | 5, |
| NSP | 6, |

EB65.1 QB15 TREND MODIFIED

EB65.1 QB15 TREND MODIFIE

QC12 In the last 12 months, have you made any kind of formal complaint by writing, by telephone or in person, to a seller\ provider about a problem you encountered? (M)

QC12 Au cours des 12 derniers mois, avez-vous formulé une plainte officielle par écrit, par téléphone ou en personne auprès d'un vendeur\ fournisseur au sujet d'un problème que vous avez rencontré ? (M)

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

(MONTRER CARTE – LIRE – PLUSIEURS REPONSES POSSIBLES)

- | | |
|--|----|
| Yes (N) | 1, |
| No, because it was unlikely you would get a satisfactory remedy to the problem you encountered (N) | 2, |
| No, because the sums involved were too small (N) | 3, |
| No, because you did not know how or where to complain (N) | 4, |
| No, you have not encountered any problems (N) | 5, |
| DK | 6, |

- | | |
|--|----|
| Oui (N) | 1, |
| Non, parce qu'il était peu probable que le recours à votre problème trouve une issue satisfaisante (N) | 2, |
| Non, parce que la somme d'argent concernée était trop petite (N) | 3, |
| Non, parce que vous ne saviez comment et où vous plaindre (N) | 4, |
| Non, vous n'avez rencontré aucun problème (N) | 5, |
| NSP | 6, |

EB65.1 QB24 TREND STRONGLY MODIFIED

EB65.1 QB24 TREND FORTEMENT MODIFIE

ASK QC13 AND QC14 IF "YES", CODE 1 in QC12 - OTHERS GO TO QC15

POSER QC13 SI "OUI", CODE 1 en QC12 – LES AUTRE ALLER EN QC15

QC13 In general, were you satisfied or not with the way your complaint(s) was(were) dealt with by the seller\ provider?

QC13 D'une manière générale, étiez-vous satisfait(e) ou non de la façon dont le vendeur\ fournisseur a traité votre(vos) plainte(s) ?

(READ OUT – ONE ANSWER ONLY)

(LIRE – UNE SEULE REPONSE)

Very satisfied	1
Fairly satisfied	2
Not very satisfied	3
Not at all satisfied	4
DK	5

Très satisfait(e)	1
Assez satisfait(e)	2
Pas très satisfait(e)	3
Pas du tout satisfait(e)	4
NSP	5

EB65.1 QB25 TREND SLIGHTLY MODIFIED (filter)

EB65.1 QB25 TREND LEGEREMENT MODIFIE (filtre)

ASK QC14 IF "NOT SATISFIED", CODE 3 or 4 in QC13 - OTHERS GO TO QC15

POSER QC14 SI "PAS SATISFAIT", CODE 3 ou 4 en QC13 - LES AUTRES ALLER EN QC15

QC14 What did you do when your complaint(s) was(were) not dealt with in a satisfactory manner?

QC14 Qu'avez-vous fait après avoir réalisé que votre(vos) plainte(s) n'avait(avaient) pas été traitée(s) de façon satisfaisante ?

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

(MONTRER CARTE – LIRE – PLUSIEURS REPONSES POSSIBLES)

You asked for the advice of a consumer association\ consumer help desk	1,
You asked for the advice of a solicitor	2,
You brought the matter to an arbitration, mediation, conciliation body	3,
You brought the matter to court	4,
You took no further action	5,
Other (SPONTANEOUS)	6,
DK	7,

Vous avez demandé conseil auprès d'une association\ d'un service d'assistance aux consommateurs	1,
Vous avez demandé conseil auprès d'un avocat	2,
Vous avez soumis le cas à un organisme d'arbitrage, de médiation ou de conciliation	3,
Vous avez porté l'affaire devant un tribunal	4,
Vous n'avez rien entrepris	5,
Autre (SPONTANE)	6,
NSP	7,

EB65.1 QB26

EB65.1 QB26

ASK ALL

QC15 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the European Union, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements.

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)

(READ OUT)	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
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1	You are prepared to purchase goods and services in another EU language (M)	1	2	3	4	5
2	You know where to get information and advice about cross-border shopping in the EU	1	2	3	4	5
3	In the next 12 months, you intend to make cross-border purchases worth more than those you made in the past 12 months (M)	1	2	3	4	5
4	You are less interested in cross-border shopping, because you prefer to shop (only) in person and not by post, phone or through the Internet (M)	1	2	3	4	5
5	You are not interested in cross-border shopping because you do not have access to the Internet	1	2	3	4	5

A TOUS

QC15 En pensant aux achats de biens et services auprès de vendeurs\ fournisseurs situés ailleurs au sein de l'Union européenne, qu'on appelle "achats transfrontaliers", pourriez-vous me dire dans quelle mesure vous êtes d'accord ou pas d'accord avec chacune des propositions suivantes.

(MONTRER CARTE AVEC ECHELLE – UNE REPONSE PAR LIGNE)

(LIRE)	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP
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1	Vous êtes disposé(e) à acheter des biens et des services dans une autre langue de l'UE (M)	1	2	3	4	5
2	Vous savez où obtenir des informations et des conseils sur les achats transfrontaliers dans l'UE	1	2	3	4	5
3	Au cours des 12 prochains mois, vous avez l'intention de faire des achats transfrontaliers d'un montant supérieur à celui des 12 derniers mois	1	2	3	4	5
4	Vous êtes moins intéressé(e) par les achats transfrontaliers, car vous préférez acheter (uniquement) en personne, et non pas par correspondance, téléphone ou Internet (M)	1	2	3	4	5
5	Vous n'êtes pas intéressé(e) par les achats transfrontaliers car vous n'avez pas accès à Internet	1	2	3	4	5

6	You are not interested in making a cross-border purchase in the EU in the next 12 months (M)	1	2	3	4	5
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EB65.1 QB21 TREND MODIFIED

6	Au cours des 12 prochains mois, vous ne serez pas intéressé(e) par un achat transfrontalier dans l'UE (M)	1	2	3	4	5
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EB65.1 QB21 TREND MODIFIE

QC16	For each of the following, would you be more confident making purchases from sellers\ providers located in another European Union country, in (OUR COUNTRY) or equally confident in both? (M)
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QC16	Pour chacune des situations suivantes, seriez-vous plus confiant(e) de réaliser un achat auprès d'un vendeur\ fournisseur établi dans un autre pays de l'Union européenne, établi en (NOTRE PAYS), ou seriez-vous aussi confiant dans les deux cas ? (M)
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(SHOW CARD WITH SCALE – ONE ANSWER PER LINE) - (REMEMBER THE COMPARISON IS RELATED TO THE LOCATION OF THE SELLER\ PROVIDER)

(MONTRER CARTE AVEC ECHELLE – UNE REPONSE PAR LIGNE) - (RAPPELER QUE LA COMPARAISON SE REFERE AU LIEU OU LE VENDEUR\ FOURNISSEUR SE TROUVE)

(READ OUT)	More confident in another EU country than in (OUR COUNTRY)	More confident in (OUR COUNTRY) than in another EU country	Equally confident	DK
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(LIRE)	Plus confiant(e) dans un autre pays de l'UE que dans (NOTRE PAYS)	Plus confiant(e) dans (NOTRE PAYS) que dans un autre pays de l'UE	Aussi confiant(e) dans les deux cas	NSP
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1	Purchasing goods or services via the Internet	1	2	3	4
2	Purchasing goods or services by phone or post	1	2	3	4
3	Purchasing goods or services from sales representatives at your home or work	1	2	3	4
4	Purchasing goods or services from a seller\ provider whilst on holiday, on a shopping trip or a business trip (M)	1	2	3	4

1	Acheter des biens ou des services par Internet	1	2	3	4
2	Acheter des biens ou des services par téléphone ou par correspondance	1	2	3	4
3	Acheter des biens ou des services à un représentant de commerce à votre domicile ou sur votre lieu de travail	1	2	3	4
4	Acheter des biens ou des services auprès d'un vendeur\ fournisseur pendant vos vacances, un voyage de shopping ou un déplacement professionnel (M)	1	2	3	4

EB65.1 QB22 TREND MODIFIED

EB65.1 QB22 TREND MODIFIE

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QC17 And for each of the following situations, would you say that they are more likely to happen in another EU country than in (OUR COUNTRY), more likely to happen in (OUR COUNTRY) than in another EU country or equally likely in both?

QC17 Et pour chacune des situations suivantes, diriez-vous qu'il est plus probable qu'elle se produise dans un autre pays de l'UE que dans (NOTRE PAYS), qu'il est plus probable qu'elle se produise dans (NOTRE PAYS) que dans un autre pays de l'UE ou que la probabilité est la même dans les deux cas ?

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)

(MONTRER CARTE AVEC ECHELLE – UNE REPONSE PAR LIGNE)

(READ OUT)	More likely in another EU country than in (OUR COUNTRY)	More likely in (OUR COUNTRY) than in another EU country	Equally likely in both	DK
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(LIRE)	Plus probable dans un autre pays de l'UE que dans (NOTRE PAYS)	Plus probable dans (NOTRE PAYS) que dans un autre pays de l'UE	Même probabilité dans les deux cas	NSP
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1	You could experience difficulties when resolving problems such as complaints, returns of faulty products, etc.	1	2	3	4
2	You could fall victim to scams or frauds when purchasing goods or services	1	2	3	4
3	You could experience delivery problems with goods or services	1	2	3	4
4	You could encounter sellers\ providers who do not respect consumer laws	1	2	3	4
5	You could experience problems when returning a product you bought at a distance within the cooling-off period	1	2	3	4

1	Vous pourriez avoir des difficultés à résoudre des problèmes tels que des plaintes, des retours de produits défectueux, etc.	1	2	3	4
2	Vous pourriez être victime d'arnaques ou de fraudes lors d'achat de biens ou de services	1	2	3	4
3	Vous pourriez rencontrer des problèmes de livraison avec les biens ou les services	1	2	3	4
4	Vous pourriez avoir affaire à des vendeurs\ fournisseurs qui ne respectent pas les lois de protection des consommateurs	1	2	3	4
5	Vous pourriez rencontrer des problèmes lorsque vous souhaitez retourner un produit acheté à distance pendant la période de rétractation	1	2	3	4

NEW

NOUVEAU

QC18 In the last 12 months, have you used the Internet to compare goods or services from different sellers\ providers, for example by visiting price comparison websites?

QC18 Au cours des 12 derniers mois, avez-vous utilisé Internet pour comparer des biens ou des services de différents vendeurs\ fournisseurs, par exemple en consultant des sites qui permettent de comparer les prix (comparateurs de prix) ?

(SHOW CARD – MULTIPLE ANSWERS POSSIBLE)

(MONTRER CARTE – PLUSIEURS REPONSES POSSIBLES)

- | | |
|--|----|
| Yes and you bought the item via the Internet | 1, |
| Yes, but you bought the item in a shop | 2, |
| Yes, but you did not buy the item | 3, |
| No | 4, |
| DK | 5, |

- | | |
|---|----|
| Oui, et vous avez acheté le produit sur Internet | 1, |
| Oui, mais vous avez acheté le produit dans un magasin | 2, |
| Oui, mais vous n'avez pas acheté le produit | 3, |
| Non | 4, |
| NSP | 5, |

NEW

NOUVEAU

QC19 Among the following, which are the best ways to protect consumers? (M)

QC19 Parmi les propositions suivantes, quelles sont, selon vous, les meilleures façons de protéger les consommateurs ?

(SHOW CARD – ROTATION – READ OUT – MAX. 5 ANSWERS)

(MONTRER CARTE – ROTATION – LIRE – MAX. 5 REPONSES)

Easy comparison of offers (M)	1,
Clear and transparent pricing	2,
Clear written information about the goods or services and the sales contract (M)	3,
The right to replace, repair, ask for a price reduction or terminate the contract when you buy a faulty product (N)	4,
The right to return products within the cooling-off period without giving a reason when you buy the product at home or at a distance (M)	5,
Obligation to indicate prices of goods in unit terms (price per kilo, per metre, per litre, etc.) (M)	6,
Legal obligation to ensure timely delivery	7,
Legal obligation to ensure safe goods and services	8,
Legal obligation not to mislead or deceive consumers (M)	9,
Ability of public authorities to investigate and prosecute sellers\ providers who do not respect consumer rights (M)	10,
Right as an individual to take a seller\ provider to court	11,
Right to join other consumers in a collective claim against a seller\ provider (M)	12,
Information and advice from consumer organisations	13,
None of these (SPONTANEOUS)	14,
DK	15,

Des offres facilement comparables (M)	1,
Une tarification claire et transparente	2,
Des informations claires et par écrit sur les biens ou les services et le contrat de vente (M)	3,
Le droit de demander le remplacement, la réparation, une réduction de prix, ou de mettre un terme au contrat, lorsque vous achetez un produit défectueux (N)	4,
Le droit de renvoyer les produits dans le délai légal de rétractation sans se justifier lorsque vous achetez le produit à domicile ou à distance (M)	5,
L'obligation d'indiquer le prix des biens en unité de mesure (le prix au kilo, au mètre, au litre, etc.) (M)	6,
Garantir légalement la livraison à la date prévue	7,
Garantir légalement des biens et des services sûrs	8,
Des obligations légales de ne pas mentir ou tromper les consommateurs (M)	9,
La possibilité pour les pouvoirs publics de mener des enquêtes et de poursuivre des vendeurs\ fournisseurs qui ne respectent pas les droits du consommateur (M)	10,
Le droit en tant que particulier de pouvoir assigner un vendeur\ fournisseur en justice	11,
Le droit de s'associer à d'autres consommateurs dans une plainte collective contre un vendeur\ fournisseur (M)	12,
Des informations et des conseils de la part des organisations de consommateurs	13,
Aucune de ces propositions (SPONTANE)	14,
NSP	15,

EB65.1 QB27 TREND MODIFIED

EB65.1 QB27 TREND MODIFIE

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QC20 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)

	(READ OUT)	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
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1	It is easy to resolve disputes with sellers\ providers through an arbitration, mediation or conciliation body (malfunctioning goods, late\ no delivery, etc.)	1	2	3	4	5
2	It is easy to resolve disputes with sellers\ providers through the courts	1	2	3	4	5
3	You trust independent consumer organisations to protect your rights as a consumer	1	2	3	4	5
4	You trust public authorities to protect your rights as a consumer	1	2	3	4	5
5	You would be more willing to defend your rights in court if you could join with other consumers who were complaining about the same thing	1	2	3	4	5

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QC20 Pourriez-vous me dire si vous êtes d'accord ou pas avec chacune des propositions suivantes. En (NOTRE PAYS), ...

(MONTRER CARTE AVEC ECHELLE – UNE REPONSE PAR LIGNE)

	(LIRE)	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP
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1	Il est facile de résoudre des litiges avec des vendeurs\ fournisseurs via un organisme d'arbitrage, de médiation ou de conciliation (produits défectueux, livraison en retard, pas de livraison, etc.)	1	2	3	4	5
2	Il est facile de résoudre des litiges devant des tribunaux	1	2	3	4	5
3	Vous avez confiance dans les organisations de consommateurs indépendantes pour protéger vos droits en tant que consommateur	1	2	3	4	5
4	Vous avez confiance dans les pouvoirs publics pour protéger vos droits en tant que consommateur	1	2	3	4	5
5	Vous seriez plus tenté(e) de défendre vos droits devant un tribunal si vous pouviez vous associer à d'autres consommateurs qui se plaindraient des mêmes problèmes	1	2	3	4	5

6	You feel that you are adequately protected by existing measures to protect consumers	1	2	3	4	5
7	In general, sellers\ providers in (OUR COUNTRY) respect your rights as a consumer	1	2	3	4	5

EB65.1 QB28

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6	Vous pensez que vous êtes suffisamment protégé(e) par les mesures actuelles de protection des consommateurs	1	2	3	4	5
7	D'une manière générale, les vendeurs\ fournisseurs en (NOTRE PAYS) respectent vos droits en tant que consommateur	1	2	3	4	5

EB65.1 QB28

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QC21	Have you purchased or signed up to any financial services (e.g. current account, savings account, insurance policy, mortgage, etc.) over the Internet, phone or post in the last 12 months? (M)
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(SHOW CARD - READ OUT – MULTIPLE ANSWERS POSSIBLE)

Yes, from a seller\ provider located in (OUR COUNTRY)	1,
Yes, from a seller\ provider located in another EU country	2,
Yes, from a seller\ provider located outside the EU	3,
No (M)	4,
DK	5,

EB65.1 QB8 TREND STRONGLY MODIFIED

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QC21	Au cours des 12 derniers mois, avez-vous acheté ou souscrit à un service financier (par ex. compte courant, compte épargne, police d'assurance, prêt immobilier, etc.) par Internet, par téléphone ou par correspondance ? (M)
------	--

(MONTRER CARTE - LIRE – PLUSIEURS REPONSES POSSIBLES)

Oui, à un vendeur\ fournisseur établi en (NOTRE PAYS)	1,
Oui, à un vendeur\ fournisseur établi dans un autre pays de l'UE	2,
Oui, à un vendeur\ fournisseur venant d'un autre pays en dehors de l'UE	3,
Non (M)	4,
NSP	5,

EB65.1 QB8 TREND FORTEMENT MODIFIE

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QC22	How useful or not would it be if all financial service providers used a standard information sheet provided in the same layout in order to allow you to compare prices and offers?
------	--

(READ OUT)

Very useful	1
Fairly useful	2
Not very useful	3
Not at all useful	4
DK	5

NEW

QC22	Dans quelle mesure pensez-vous qu'il serait utile ou non que tous les fournisseurs de services financiers utilisent une fiche d'information standard avec la même présentation pour vous permettre de comparer les prix et les offres ?
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(LIRE)

Très utile	1
Plutôt utile	2
Pas très utile	3
Pas du tout utile	4
NSP	5

NOUVEAU

QC23 In your opinion, what are the main barriers you see in purchasing or signing up for financial services from sellers\ providers in another European Union country compared to (OUR COUNTRY)? Please, give up to 3 answers. (M)

QC23 A votre avis, quels sont les principaux obstacles qui se présentent lors de l'achat ou la souscription de services financiers dans un autre pays de l'Union européenne par rapport à (NOTRE PAYS) ? Vous pouvez me donner jusqu'à 3 réponses. (M)

(SHOW CARD – READ OUT – MAX. 3 ANSWERS)

(MONTRER CARTE – LIRE – MAX. 3 REPONSES)

Insufficient information (M)	1,
Misleading information (M)	2,
Incomprehensible information (M)	3,
Having the information presented in too many different ways (N)	4,
Risks related to fraud (M)	5,
Extra costs (M)	6,
Some sellers\ providers refuse because you live in another country (N)	7,
Lower level of consumer protection in other EU countries	8,
Having to communicate in another language	9,
Lack of personal contact when purchasing or signing up at a distance	10,
Different currencies (N)	11,
There are no different risks between other EU countries and (OUR COUNTRY) (SPONTANEOUS) (M)	12,
Other (SPONTANEOUS)	13,
DK	14,

Informations insuffisantes (M)	1,
Informations trompeuses (M)	2,
Informations incompréhensibles (M)	3,
Informations présentées de façons trop différentes (N)	4,
Risques liés à la fraude (M)	5,
Coûts supplémentaires (M)	6,
Refus de certains vendeurs\ fournisseurs parce que vous vivez dans un autre pays (N)	7,
Niveau de protection du consommateur plus faible dans d'autres pays de l'UE	8,
Le fait de devoir communiquer dans une autre langue	9,
L'absence de contact direct lors de l'achat ou la souscription à distance	10,
Monnaies différentes (N)	11,
Il n'existe pas de risques distinctifs entre d'autres pays de l'UE et (NOTRE PAYS) (SPONTANE) (M)	12,
Autre (SPONTANE)	13,
NSP	14,

EB65.1 QB10 TREND MODIFIED

EB65.1 QB10 TREND MODIFIE

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QC25 Now thinking about any package holidays you have taken in the last 3 years, do you tend to agree or not with the following statements?

QC25 Maintenant, en ce qui concerne les voyages combinant le transport et l'hébergement que vous avez faits au cours des 3 dernières années, pourriez-vous me dire si vous êtes d'accord ou pas avec les propositions suivantes ?

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)

(MONTRER CARTE AVEC ECHELLE – UNE REPONSE PAR LIGNE)

	(READ OUT)	Tend to agree	Tend to disagree	Not applicable (not taken any trips in last 3 years)	DK
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	(LIRE)	Plutôt d'accord	Plutôt pas d'accord	Pas applicable (fait aucun voyage au cours des 3 dernières années)	NSP
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1	Sufficient information was given to you by the package holiday operator on the details of the trip prior to your departure, for example on the type and category of the accommodation	1	2	3	4
2	The package holiday (transport arrangements, accommodation, etc.) was as it was marketed to you by the operator	1	2	3	4

1	Vous avez reçu suffisamment d'informations sur votre voyage de la part de l'opérateur avant votre départ, p.ex. concernant le type et la catégorie du logement	1	2	3	4
2	Ce voyage (organisation du transport, de l'hébergement, etc.) était conforme à la description qui vous en avait été faite par l'opérateur	1	2	3	4

NEW (BASED ON EB65.1 QB20)

NOUVEAU (BASE SUR EB65.1 QB20)

We are now talking about non-food products, such as toys, cosmetics, electrical household appliances, tools, stationery, childcare articles, motor vehicles, clothes, etc.

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Nous parlons maintenant de produits non-alimentaires tels que les jouets, les produits cosmétiques, les appareils électroménagers, les outils, les articles de papeterie, les articles pour enfants, les véhicules motorisés, les vêtements, etc.

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QC26 Thinking about non-food items that you might purchase, which of the following aspects most frequently influence your choice? Please give me up to three answers.

QC26 Si vous pensez aux produits non-alimentaires que vous pourriez acheter, parmi les aspects suivants, lesquels influencent le plus souvent votre choix ? Veuillez me donner jusqu'à trois réponses.

(IF NECESSARY SHOW THE CARD WITH THE LIST OF NON-FOOD ITEMS) (SHOW CARD – READ OUT – ROTATE – MAX. 3 ANSWERS)

(SI NECESSAIRE MONTRER CARTE AVEC LISTE DES PRODUITS NON-ALIMENTAIRES) (MONTRER CARTE – LIRE – ROTATION – MAX. 3 REPONSES)

The brand	1,
The identity of the supplier	2,
Safety	3,
The price	4,
Ethical considerations	5,
The country where the product was made	6,
It depends on the product (SPONTANEOUS)	7,
Other (SPONTANEOUS)	8,
DK	9,

La marque	1,
L'identité du fournisseur	2,
La sécurité	3,
Le prix	4,
Des considérations éthiques	5,
Le pays où le produit a été fabriqué	6,
Cela dépend du produit (SPONTANE)	7,
Autre (SPONTANE)	8,
NSP	9,

NEW

NOUVEAU

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QC27 Thinking about all non-food products currently on the market in (YOUR COUNTRY), do you personally think that ...?

QC27 Si vous pensez à tous les produits non-alimentaires actuellement sur le marché dans (VOTRE PAYS), pensez-vous personnellement que ...?

(IF NECESSARY SHOW THE CARD WITH THE LIST OF NON-FOOD ITEMS) (READ OUT)

(SI NECESSAIRE MONTRER CARTE AVEC LISTE DES PRODUITS NON-ALIMENTAIRES) (LIRE)

Essentially all products are safe	1
A small number of products are unsafe	2
A significant number of products are unsafe	3
Depends on the product (SPONTANEOUS)	4
DK	5

Pour l'essentiel, tous les produits sont sûrs	1
Un petit nombre de produits ne sont pas sûrs	2
Un nombre significatif de produits ne sont pas sûrs	3
Cela dépend du produit (SPONTANE)	4
NSP	5

NEW

NOUVEAU

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QC28 In the last 12 months, have you heard of non-food products being recalled from the market?

QC28 Au cours des 12 derniers mois, avez-vous entendu dire que certains produits non-alimentaires ont été rappelés du marché ?

(IF NECESSARY SHOW THE CARD WITH THE LIST OF NON-FOOD ITEMS) (SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

(SI NECESSAIRE MONTRER CARTE AVEC LISTE DES PRODUITS NON-ALIMENTAIRES) (MONTRER CARTE – LIRE – PLUSIEURS REPONSES POSSIBLES)

- | | |
|---|----|
| Yes, through word of mouth | 1, |
| Yes, through television, radio, newspapers | 2, |
| Yes, through the Internet | 3, |
| Yes, through warning notices in shops | 4, |
| Yes, through direct contact by the supplier | 5, |
| No | 6, |
| Other (SPONTANEOUS) | 7, |
| DK | 8, |

- | | |
|---|----|
| Oui, par le bouche à oreille | 1, |
| Oui, à la télévision, la radio, la presse | 2, |
| Oui, par Internet | 3, |
| Oui, par des avertissements dans les magasins | 4, |
| Oui, par des contacts directs du fournisseur | 5, |
| Non | 6, |
| Autre (SPONTANE) | 2, |
| NSP | 8, |

NEW

NOUVEAU

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QC29 Have you ever been personally affected by a product recall from the market?

QC29 Avez-vous déjà été personnellement concerné(e) par le rappel d'un produit du marché ?

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

(MONTRER CARTE – LIRE – PLUSIEURS REPONSES POSSIBLES)

- | | |
|--|----|
| Yes, and you contacted the retailer\ distributor | 1, |
| Yes, and you contacted the manufacturer | 2, |
| Yes, and you contacted the national public authorities | 3, |
| Yes, and you contacted a consumer organisation | 4, |
| Yes, and you took some other action | 5, |
| Yes, but you did not take any action | 6, |
| No | 7, |
| DK | 8, |

- | | |
|---|----|
| Oui, et vous avez contacté le détaillant\ distributeur | 1, |
| Oui, et vous avez contacté le fabricant | 2, |
| Oui, et vous avez contacté les autorités publiques nationales | 3, |
| Oui, et vous avez contacté une organisation de consommateurs | 4, |
| Oui, et vous avez entrepris d'autres actions | 5, |
| Oui, mais vous n'avez rien entrepris | 6, |
| Non | 7, |
| NSP | 8, |

NEW

NOUVEAU

QC30 In the last two years, have you or a member of your immediate family suffered an injury or accident from a defective product?

QC30 Au cours des deux dernières années, avez-vous ou un membre de votre famille proche été blessé ou eu un accident à cause d'un produit défectueux ?

- Yes
- No
- DK

- 1
- 2
- 3

- Oui
- Non
- NSP

- 1
- 2
- 3

NEW

NOUVEAU

TABLES

QC1.1 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways? (MULTIPLE ANSWERS POSSIBLE)
Via the Internet (website, email, etc.)

	TOTAL	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	No	DK	Yes
UE27 EU27	26746	30%	7%	4%	66%	1%	33%
BE	1012	23%	13%	4%	70%	0%	30%
BG	1000	4%	1%	0%	94%	2%	4%
CZ	1070	34%	3%	1%	64%	0%	36%
DK	1032	56%	23%	11%	37%	0%	63%
DE	1562	39%	6%	3%	59%	0%	40%
EE	1000	22%	7%	3%	74%	-	26%
EL	1000	6%	5%	3%	89%	-	11%
ES	1004	14%	8%	3%	79%	1%	20%
FR	1054	42%	9%	6%	55%	0%	45%
IE	1000	20%	16%	9%	69%	1%	31%
IT	1036	12%	4%	2%	83%	1%	16%
CY	506	4%	13%	2%	82%	0%	17%
LV	1004	24%	5%	2%	73%	0%	27%
LT	1009	7%	3%	1%	90%	0%	9%
LU	513	11%	38%	5%	57%	-	43%
HU	1000	11%	1%	-	87%	1%	12%
MT	500	3%	23%	11%	72%	0%	27%
NL	1023	62%	16%	10%	32%	0%	68%
AT	1008	25%	19%	4%	67%	1%	32%
PL	1000	25%	2%	1%	73%	0%	26%
PT	1000	7%	2%	1%	91%	1%	9%
RO	1024	6%	1%	0%	91%	2%	7%
SI	1026	17%	6%	3%	79%	0%	21%
SK	1049	15%	2%	1%	82%	1%	16%
FI	1001	42%	14%	6%	51%	0%	49%
SE	1007	61%	17%	11%	34%	-	66%
UK	1306	52%	12%	11%	45%	1%	54%
At least one cross-border purchase in the EU							
Yes	6644	21%	3%	1%	76%	1%	24%
No	20102	7%	1%	1%	90%	1%	8%
Not interested in making cross-border purchase							
Agree	15416	7%	1%	1%	91%	1%	9%
Disagree	8778	16%	2%	1%	81%	1%	18%
Feel adequately protected							
Yes	13574	12%	2%	1%	86%	1%	14%
No	10322	10%	1%	1%	88%	1%	12%
Has made a formal complaint							
Yes	4175	23%	2%	1%	75%	1%	24%
No	21921	8%	1%	1%	89%	1%	10%
Internet connection at home							
Yes	14144	16%	1%	1%	82%	1%	17%
No	12601	5%	1%	1%	92%	2%	7%

QC1.2 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways? (MULTIPLE ANSWERS POSSIBLE)

By phone

	TOTAL	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	No	DK	Yes
UE27 EU27	26746	15%	1%	1%	83%	0%	16%
BE	1012	11%	2%	1%	88%	0%	12%
BG	1000	3%	0%	0%	96%	2%	3%
CZ	1070	10%	1%	0%	89%	0%	11%
DK	1032	17%	1%	0%	82%	-	18%
D-W	1036	17%	1%	1%	82%	0%	17%
DE	1562	18%	1%	0%	81%	0%	19%
D-E	526	24%	1%	0%	75%	0%	25%
EE	1000	14%	1%	0%	85%	-	15%
EL	1000	6%	1%	0%	93%	-	7%
ES	1004	7%	2%	2%	89%	1%	10%
FR	1054	17%	0%	0%	83%	0%	17%
IE	1000	11%	2%	1%	87%	1%	12%
IT	1036	8%	2%	1%	88%	1%	11%
CY	506	1%	0%	-	98%	0%	2%
LV	1004	14%	2%	-	84%	-	16%
LT	1009	5%	0%	0%	94%	0%	5%
LU	513	7%	7%	0%	87%	0%	13%
HU	1000	8%	0%	-	91%	1%	9%
MT	500	15%	1%	-	84%	-	16%
NL	1023	21%	1%	0%	79%	0%	21%
AT	1008	13%	3%	1%	85%	0%	15%
PL	1000	6%	0%	0%	93%	0%	6%
PT	1000	4%	1%	0%	95%	0%	4%
RO	1024	5%	1%	0%	93%	2%	6%
SI	1026	18%	2%	0%	82%	0%	18%
SK	1049	7%	0%	0%	91%	1%	7%
FI	1001	32%	1%	1%	67%	0%	33%
SE	1007	26%	1%	0%	74%	0%	26%
UK	1306	37%	2%	0%	62%	0%	38%
At least one cross-border purchase in the EU							
Yes	6644	24%	5%	2%	72%	1%	28%
No	20102	12%	-	0%	87%	0%	12%
Not interested in making cross-border purchase							
Agree	15416	13%	1%	0%	85%	0%	14%
Disagree	8778	19%	2%	1%	79%	0%	21%
Feel adequately protected							
Yes	13574	17%	1%	1%	82%	0%	18%
No	10322	14%	1%	1%	84%	0%	15%
Has made a formal complaint							
Yes	4175	27%	3%	1%	71%	0%	28%
No	21921	13%	1%	0%	86%	0%	14%
Internet connection at home							
Yes	14144	20%	1%	1%	78%	0%	21%
No	12601	9%	1%	1%	89%	1%	11%

QC1.3 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways? (MULTIPLE ANSWERS POSSIBLE)

By post (catalogues, mail order, etc.)

	TOTAL	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	No	DK	Yes
UE27 EU27	26746	27%	2%	1%	71%	1%	28%
BE	1012	26%	2%	1%	72%	0%	28%
BG	1000	5%	0%	0%	93%	2%	5%
CZ	1070	31%	2%	0%	66%	0%	34%
DK	1032	20%	2%	1%	78%	0%	22%
D-W	1036	42%	1%	1%	57%	0%	43%
DE	1562	44%	1%	0%	55%	0%	45%
D-E	526	50%	1%	0%	49%	0%	50%
EE	1000	35%	8%	1%	60%	0%	40%
EL	1000	6%	1%	0%	93%	-	7%
ES	1004	10%	2%	1%	87%	1%	12%
FR	1054	43%	1%	0%	56%	0%	44%
IE	1000	11%	3%	1%	86%	1%	13%
IT	1036	10%	2%	1%	86%	0%	13%
CY	506	1%	1%	1%	97%	0%	3%
LV	1004	28%	9%	0%	65%	-	35%
LT	1009	10%	1%	0%	89%	0%	11%
LU	513	6%	18%	1%	78%	0%	22%
HU	1000	17%	0%	0%	81%	1%	18%
MT	500	6%	7%	2%	85%	0%	15%
NL	1023	34%	2%	0%	65%	0%	35%
AT	1008	39%	8%	1%	57%	0%	42%
PL	1000	15%	1%	-	84%	0%	16%
PT	1000	10%	0%	0%	89%	0%	11%
RO	1024	9%	1%	0%	88%	2%	10%
SI	1026	34%	3%	0%	65%	0%	35%
SK	1049	26%	2%	1%	71%	1%	28%
FI	1001	41%	4%	1%	57%	-	43%
SE	1007	35%	1%	1%	64%	0%	36%
UK	1306	42%	2%	1%	57%	1%	42%
At least one cross-border purchase in the EU							
Yes	6644	37%	7%	2%	57%	0%	42%
No	20102	24%	-	0%	76%	1%	24%
Not interested in making cross-border purchase							
Agree	15416	25%	1%	0%	74%	0%	26%
Disagree	8778	32%	3%	1%	66%	1%	34%
Feel adequately protected							
Yes	13574	29%	2%	1%	68%	0%	31%
No	10322	26%	2%	1%	72%	0%	27%
Has made a formal complaint							
Yes	4175	41%	3%	1%	57%	0%	43%
No	21921	25%	1%	1%	73%	0%	26%
Internet connection at home							
Yes	14144	34%	2%	1%	64%	0%	35%
No	12601	20%	1%	0%	78%	1%	21%

QC1.4 Please tell me if you have purchased any goods or services in the last 12 months, in (OUR COUNTRY) or elsewhere in any of the following ways? (MULTIPLE ANSWERS POSSIBLE)

From a sales representative who visited you at your home or work place

	TOTAL	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	No	DK	Yes
UE27 EU27	26746	8%	1%	0%	90%	0%	9%
BE	1012	8%	1%	1%	91%	-	9%
BG	1000	7%	0%	1%	91%	1%	8%
CZ	1070	12%	1%	0%	86%	0%	14%
DK	1032	8%	1%	0%	91%	0%	9%
D-W	1036	7%	0%	0%	92%	0%	7%
DE	1562	8%	0%	0%	92%	0%	8%
D-E	526	9%	-	-	90%	0%	9%
EE	1000	6%	0%	-	93%	0%	6%
EL	1000	5%	0%	2%	93%	-	7%
ES	1004	7%	2%	1%	91%	0%	9%
FR	1054	9%	0%	0%	91%	0%	9%
IE	1000	8%	1%	0%	90%	1%	8%
IT	1036	9%	2%	1%	88%	1%	11%
CY	506	6%	1%	0%	93%	0%	7%
LV	1004	11%	1%	-	89%	-	11%
LT	1009	7%	0%	0%	92%	0%	8%
LU	513	7%	3%	-	91%	0%	9%
HU	1000	13%	0%	0%	85%	1%	14%
MT	500	10%	1%	0%	89%	1%	10%
NL	1023	8%	0%	0%	92%	0%	8%
AT	1008	7%	2%	1%	91%	0%	8%
PL	1000	5%	1%	-	94%	0%	6%
PT	1000	6%	0%	0%	93%	0%	6%
RO	1024	14%	0%	1%	83%	2%	15%
SI	1026	11%	1%	0%	88%	0%	12%
SK	1049	9%	1%	0%	88%	2%	10%
FI	1001	13%	0%	1%	86%	-	14%
SE	1007	10%	0%	0%	90%	-	10%
UK	1306	9%	0%	0%	91%	0%	9%
At least one cross-border purchase in the EU							
Yes	6644	13%	3%	1%	84%	0%	15%
No	20102	7%	-	0%	92%	1%	7%
Not interested in making cross-border purchase							
Agree	15416	8%	1%	0%	91%	0%	8%
Disagree	8778	10%	1%	1%	89%	0%	11%
Feel adequately protected							
Yes	13574	9%	1%	0%	90%	0%	9%
No	10322	9%	1%	0%	90%	0%	10%
Has made a formal complaint							
Yes	4175	14%	1%	1%	85%	0%	15%
No	21921	7%	1%	0%	91%	0%	8%
Internet connection at home							
Yes	14144	10%	1%	0%	89%	0%	10%
No	12601	7%	1%	0%	92%	1%	8%

QC2.1 In the last 12 months, have you...?

Made a trip to another EU country, primarily for shopping (TRIPS MADE FOR THIS PURPOSE, for purchasing clothes, electronics, etc.)

	TOTAL	Yes, several times	Yes, but only once or twice	No	DK	Yes
UE27 EU27	26746	4%	5%	89%	2%	9%
BE	1012	7%	7%	85%	1%	14%
BG	1000	1%	2%	96%	1%	3%
CZ	1070	8%	10%	81%	1%	18%
DK	1032	7%	11%	82%	-	18%
D-W	1036	5%	5%	89%	1%	10%
DE	1562	6%	5%	88%	1%	11%
D-E	526	6%	9%	84%	1%	15%
EE	1000	3%	6%	91%	-	9%
EL	1000	1%	2%	97%	-	3%
ES	1004	2%	2%	95%	1%	4%
FR	1054	4%	5%	91%	-	9%
IE	1000	2%	5%	92%	1%	7%
IT	1036	2%	3%	88%	7%	5%
CY	506	1%	5%	94%	-	6%
LV	1004	7%	4%	87%	2%	11%
LT	1009	2%	2%	93%	3%	4%
LU	513	25%	17%	58%	-	42%
HU	1000	2%	4%	94%	-	6%
MT	500	1%	9%	90%	-	10%
NL	1023	4%	8%	87%	1%	12%
AT	1008	10%	20%	68%	2%	30%
PL	1000	5%	4%	87%	4%	9%
PT	1000	1%	2%	93%	4%	3%
RO	1024	3%	5%	91%	1%	8%
SI	1026	15%	12%	73%	-	27%
SK	1049	8%	12%	79%	1%	20%
FI	1001	5%	11%	83%	1%	16%
SE	1007	3%	13%	84%	-	16%
UK	1306	2%	5%	93%	-	7%
At least one cross-border purchase in the EU						
Yes	6644	15%	21%	63%	1%	36%
No	20102	-	-	98%	2%	
Not interested in making cross-border purchase						
Agree	15416	2%	3%	94%	1%	5%
Disagree	8778	8%	8%	83%	1%	16%
Feel adequately protected						
Yes	13574	4%	6%	89%	1%	10%
No	10322	4%	5%	89%	2%	9%
Has made a formal complaint						
Yes	4175	6%	7%	86%	1%	13%
No	21921	3%	5%	90%	2%	8%
Internet connection at home						
Yes	14144	5%	7%	87%	1%	12%
No	12601	2%	3%	92%	3%	5%

QC2.2 In the last 12 months, have you...?

Purchased goods or services, whilst on holiday or on a business trip in another EU country (excluding purchases linked to the trip such as travel, accommodation, leisure activities, meals)

	TOTAL	Yes, several times	Yes, but only once or twice	No	DK	Yes
UE27 EU27	26746	6%	11%	82%	1%	17%
BE	1012	11%	13%	76%	-	24%
BG	1000	3%	2%	93%	2%	5%
CZ	1070	10%	14%	75%	1%	24%
DK	1032	12%	25%	63%	-	37%
D-W	1036	7%	11%	81%	1%	18%
DE	1562	6%	11%	82%	1%	17%
D-E	526	4%	12%	83%	1%	16%
EE	1000	14%	15%	71%	-	29%
EL	1000	2%	5%	93%	-	7%
ES	1004	5%	6%	89%	-	11%
FR	1054	4%	7%	89%	-	11%
IE	1000	8%	16%	75%	1%	24%
IT	1036	4%	6%	87%	3%	10%
CY	506	6%	21%	73%	-	27%
LV	1004	9%	10%	80%	1%	19%
LT	1009	6%	8%	85%	1%	14%
LU	513	18%	18%	64%	-	36%
HU	1000	2%	8%	90%	-	10%
MT	500	5%	17%	78%	-	22%
NL	1023	10%	26%	64%	-	36%
AT	1008	9%	26%	64%	1%	35%
PL	1000	6%	7%	86%	1%	13%
PT	1000	2%	4%	93%	1%	6%
RO	1024	4%	6%	88%	2%	10%
SI	1026	14%	12%	74%	-	26%
SK	1049	6%	9%	84%	1%	15%
FI	1001	14%	27%	59%	-	41%
SE	1007	18%	30%	52%	-	48%
UK	1306	12%	16%	72%	-	28%
At least one cross-border purchase in the EU						
Yes	6644	27%	43%	30%	-	70%
No	20102	-	-	99%	1%	
Not interested in making cross-border purchase						
Agree	15416	3%	7%	89%	1%	10%
Disagree	8778	13%	17%	69%	1%	30%
Feel adequately protected						
Yes	13574	8%	13%	79%	-	21%
No	10322	6%	9%	84%	1%	15%
Has made a formal complaint						
Yes	4175	14%	18%	68%	-	32%
No	21921	5%	10%	84%	1%	15%
Internet connection at home						
Yes	14144	10%	16%	74%	-	26%
No	12601	3%	5%	91%	1%	8%

QC2.3 In the last 12 months, have you...?

Tried to purchase goods or services in another EU country but you were unable to because you live in a different country

	TOTAL	Yes, several times	Yes, but only once or twice	No	DK	Yes
UE27 EU27	26746	1%	1%	97%	1%	2%
BE	1012	1%	2%	97%	-	3%
BG	1000	-	1%	97%	2%	1%
CZ	1070	1%	2%	97%	-	3%
DK	1032	1%	3%	96%	-	4%
D-W	1036	1%	1%	97%	1%	2%
DE	1562	1%	1%	97%	1%	2%
D-E	526	1%	1%	97%	1%	2%
EE	1000	2%	1%	96%	1%	3%
EL	1000	-	1%	99%	-	1%
ES	1004	1%	1%	96%	2%	2%
FR	1054	1%	1%	98%	-	2%
IE	1000	1%	1%	97%	1%	2%
IT	1036	1%	3%	94%	2%	4%
CY	506	-	1%	98%	1%	1%
LV	1004	1%	1%	97%	1%	2%
LT	1009	1%	1%	97%	1%	2%
LU	513	1%	4%	94%	1%	5%
HU	1000	1%	1%	97%	1%	2%
MT	500	-	5%	94%	1%	5%
NL	1023	-	3%	97%	-	3%
AT	1008	1%	4%	94%	1%	5%
PL	1000	-	1%	97%	2%	1%
PT	1000	-	1%	98%	1%	1%
RO	1024	1%	2%	94%	3%	3%
SI	1026	1%	3%	96%	-	4%
SK	1049	1%	2%	96%	1%	3%
FI	1001	-	2%	97%	1%	2%
SE	1007	1%	2%	97%	-	3%
UK	1306	1%	1%	98%	-	2%
At least one cross-border purchase in the EU						
Yes	6644	3%	5%	91%	1%	8%
No	20102	-	1%	98%	1%	1%
Not interested in making cross-border purchase						
Agree	15416	1%	1%	97%	1%	2%
Disagree	8778	1%	2%	96%	1%	3%
Feel adequately protected						
Yes	13574	1%	1%	97%	1%	2%
No	10322	1%	2%	96%	1%	3%
Has made a formal complaint						
Yes	4175	1%	3%	96%	-	4%
No	21921	1%	1%	97%	1%	2%
Internet connection at home						
Yes	14144	1%	2%	96%	1%	3%
No	12601	1%	1%	97%	1%	2%

QC2.4 In the last 12 months, have you...?

Heard of the European Consumer centre\ Euroguichets

	TOTAL	Yes, several times	Yes, but only once or twice	No	DK	Yes
UE27 EU27	26746	5%	10%	83%	2%	15%
BE	1012	6%	13%	81%	-	19%
BG	1000	6%	4%	85%	5%	10%
CZ	1070	4%	9%	86%	1%	13%
DK	1032	3%	9%	88%	-	12%
D-W	1036	6%	14%	78%	2%	20%
DE	1562	6%	14%	78%	2%	20%
D-E	526	5%	15%	79%	1%	20%
EE	1000	6%	10%	83%	1%	16%
EL	1000	2%	5%	93%	-	7%
ES	1004	3%	7%	88%	2%	10%
FR	1054	4%	7%	88%	1%	11%
IE	1000	5%	7%	85%	3%	12%
IT	1036	7%	11%	79%	3%	18%
CY	506	7%	10%	81%	2%	17%
LV	1004	3%	10%	86%	1%	13%
LT	1009	8%	7%	83%	2%	15%
LU	513	17%	13%	68%	2%	30%
HU	1000	6%	12%	82%	-	18%
MT	500	20%	18%	59%	3%	38%
NL	1023	1%	8%	91%	-	9%
AT	1008	8%	15%	71%	6%	23%
PL	1000	9%	18%	71%	2%	27%
PT	1000	-	-	99%	1%	0%
RO	1024	2%	6%	87%	5%	8%
SI	1026	11%	7%	79%	3%	18%
SK	1049	6%	10%	81%	3%	16%
FI	1001	4%	10%	85%	1%	14%
SE	1007	3%	8%	87%	2%	11%
UK	1306	2%	7%	90%	1%	9%
At least one cross-border purchase in the EU						
Yes	6644	7%	13%	78%	2%	20%
No	20102	4%	9%	85%	2%	13%
Not interested in making cross-border purchase						
Agree	15416	4%	9%	85%	2%	13%
Disagree	8778	6%	11%	81%	2%	17%
Feel adequately protected						
Yes	13574	6%	11%	82%	1%	17%
No	10322	4%	9%	85%	2%	13%
Has made a formal complaint						
Yes	4175	7%	14%	78%	1%	21%
No	21921	4%	9%	85%	2%	13%
Internet connection at home						
Yes	14144	5%	11%	82%	2%	16%
No	12601	4%	9%	85%	2%	13%

QC3 In the last 12 months, approximately what was the total value of the goods or services you said you have purchased from sellers\ providers located in other European Union countries? Please tell me how much you spent, even if it's an approximate amount.

(IF 'HAS MADE AT LEAST ONE EU CROSS-BORDER PURCHASE',CODE 2 IN QC1.1,QC1.2,QC1.3 OR QC1.4 OR CODE 1 OR 2 IN QC2.1 OR QC2.2)

	TOTAL	1-50	51-100	101-500	501-1000	1001-5000	5000+	Refusal	DK	Average
UE27 EU27	6644	12%	13%	38%	10%	8%	2%	3%	14%	797.3
BE	369	10%	11%	43%	10%	13%	4%	-	9%	1166.6
BG	63	2%	9%	26%	12%	3%	-	9%	39%	370.8
CZ	349	13%	15%	45%	10%	4%	1%	1%	11%	487.6
DK	576	5%	12%	37%	19%	14%	2%	1%	10%	1013.6
D-W	274	14%	17%	39%	11%	10%	2%	2%	5%	681.6
DE	416	14%	18%	41%	10%	9%	2%	2%	4%	612.1
D-E	144	14%	20%	48%	8%	7%	-	-	3%	347.4
EE	366	13%	17%	44%	13%	8%	2%	-	3%	593.5
EL	102	5%	7%	39%	12%	5%	5%	7%	20%	1501.4
ES	173	3%	10%	32%	6%	8%	1%	5%	35%	965.7
FR	248	13%	16%	33%	13%	8%	1%	2%	14%	1340.5
IE	327	6%	13%	38%	12%	9%	1%	3%	18%	859.5
IT	138	19%	8%	34%	4%	4%	1%	6%	24%	389.4
CY	173	6%	6%	51%	14%	11%	1%	1%	10%	605.7
LV	310	13%	13%	38%	12%	10%	1%	2%	11%	642.6
LT	169	10%	15%	32%	17%	11%	1%	1%	13%	700.6
LU	347	4%	6%	32%	11%	15%	7%	3%	22%	2344.5
HU	142	67%	1%	10%	-	1%	-	2%	19%	41.0
MT	182	9%	6%	36%	11%	10%	3%	1%	24%	3679.5
NL	482	14%	17%	37%	8%	13%	2%	-	9%	1191.1
AT	534	7%	10%	41%	11%	7%	1%	5%	18%	579.6
PL	156	11%	13%	32%	11%	12%	3%	3%	15%	1060.2
PT	89	11%	9%	32%	11%	3%	-	7%	27%	420.0
RO	129	2%	3%	39%	12%	4%	1%	20%	19%	577.4
SI	413	13%	15%	45%	12%	7%	1%	-	7%	606.4
SK	279	7%	12%	34%	7%	7%	1%	3%	29%	504.7
FI	512	9%	17%	44%	12%	11%	1%	-	6%	730.0
SE	595	10%	12%	48%	9%	9%	1%	-	11%	438.8
UK	463	11%	13%	39%	12%	8%	3%	3%	11%	670.4
At least one cross-border purchase in the EU										
Yes	6644	12%	13%	38%	10%	8%	2%	3%	14%	797.3
No	0	-	-	-	-	-	-	-	-	0.0
Not interested in making cross-border purchase										
Agree	2198	17%	14%	38%	6%	6%	-	3%	16%	453.7
Disagree	3747	10%	13%	38%	13%	11%	3%	2%	10%	903.1
Feel adequately protected										
Yes	3884	12%	14%	39%	10%	9%	1%	2%	13%	679.3
No	2351	12%	13%	37%	11%	9%	2%	3%	13%	848.6
Has made a formal complaint										
Yes	1837	12%	12%	40%	11%	10%	3%	2%	10%	908.8
No	4724	12%	14%	37%	10%	8%	1%	3%	15%	755.7
Internet connection at home										
Yes	5211	11%	14%	39%	12%	9%	2%	2%	11%	878.5
No	1433	15%	11%	34%	6%	5%	1%	4%	24%	439.0

QC4 In the last 12 months, in (OUR COUNTRY) have you come across advertisements or offers from sellers/ providers located in other EU countries?

	TOTAL	Often	Sometimes	Rarely	Never	DK
UE27 EU27	26746	8%	16%	15%	55%	6%
BE	1012	11%	18%	15%	56%	-
BG	1000	3%	7%	10%	68%	12%
CZ	1070	7%	16%	19%	51%	7%
DK	1032	26%	22%	15%	34%	3%
D-W	1036	7%	13%	14%	58%	8%
DE	1562	7%	13%	16%	56%	8%
D-E	526	8%	13%	21%	50%	8%
EE	1000	10%	21%	16%	49%	4%
EL	1000	5%	11%	12%	72%	-
ES	1004	8%	17%	12%	53%	10%
FR	1054	8%	14%	11%	63%	4%
IE	1000	9%	19%	14%	48%	10%
IT	1036	3%	11%	13%	68%	5%
CY	506	9%	14%	6%	62%	9%
LV	1004	11%	18%	10%	59%	2%
LT	1009	4%	8%	8%	77%	3%
LU	513	63%	14%	5%	17%	1%
HU	1000	16%	20%	14%	42%	8%
MT	500	5%	18%	13%	61%	3%
NL	1023	15%	26%	17%	40%	2%
AT	1008	10%	24%	28%	30%	8%
PL	1000	8%	17%	18%	51%	6%
PT	1000	3%	14%	21%	55%	7%
RO	1024	4%	12%	13%	55%	16%
SI	1026	17%	28%	17%	32%	6%
SK	1049	8%	20%	30%	35%	7%
FI	1001	19%	20%	25%	35%	1%
SE	1007	19%	26%	18%	31%	6%
UK	1306	7%	23%	14%	53%	3%
At least one cross-border purchase in the EU						
Yes	6644	17%	27%	19%	34%	3%
No	20102	5%	13%	13%	62%	7%
Not interested in making cross-border purchase						
Agree	15416	5%	14%	13%	61%	7%
Disagree	8778	12%	20%	19%	46%	3%
Feel adequately protected						
Yes	13574	8%	18%	15%	54%	5%
No	10322	8%	16%	15%	55%	6%
Has made a formal complaint						
Yes	4175	14%	26%	17%	38%	5%
No	21921	7%	14%	14%	59%	6%
Internet connection at home						
Yes	14144	11%	21%	17%	46%	5%
No	12601	4%	11%	12%	65%	8%

QC5.1 Have any of the following happened to you in the last 12 months in (OUR COUNTRY) or elsewhere? (MULTIPLE ANSWERS POSSIBLE)

You came across unsolicited commercial advertisements or offers (cold calls, spam emails, etc.)

	TOTAL	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	Yes, but you do not know where a seller\ provider was located	No	DK	Yes
UE27 EU27	26746	43%	10%	7%	14%	41%	1%	58%
BE	1012	38%	21%	10%	15%	40%	0%	60%
BG	1000	11%	1%	1%	4%	80%	4%	16%
CZ	1070	39%	10%	5%	18%	42%	1%	57%
DK	1032	42%	26%	21%	23%	32%	0%	68%
D-W	1036	58%	16%	6%	18%	24%	1%	76%
DE	1562	59%	16%	6%	18%	23%	1%	77%
D-E	526	64%	13%	7%	20%	19%	0%	80%
EE	1000	55%	9%	4%	7%	38%	0%	62%
EL	1000	38%	3%	1%	9%	51%	-	49%
ES	1004	37%	9%	6%	16%	47%	3%	51%
FR	1054	46%	8%	8%	14%	37%	1%	61%
IE	1000	19%	15%	9%	13%	62%	2%	36%
IT	1036	37%	4%	3%	6%	53%	1%	46%
CY	506	32%	5%	1%	2%	62%	1%	37%
LV	1004	34%	8%	4%	6%	60%	0%	40%
LT	1009	26%	3%	1%	5%	68%	1%	31%
LU	513	11%	41%	4%	7%	45%	1%	54%
HU	1000	41%	4%	1%	12%	46%	0%	53%
MT	500	23%	9%	7%	7%	61%	1%	38%
NL	1023	67%	22%	17%	21%	12%	1%	87%
AT	1008	26%	24%	13%	24%	39%	1%	60%
PL	1000	55%	6%	2%	11%	33%	1%	66%
PT	1000	34%	3%	2%	8%	57%	1%	43%
RO	1024	17%	2%	1%	6%	71%	6%	23%
SI	1026	58%	15%	5%	8%	34%	1%	65%
SK	1049	31%	6%	4%	12%	55%	1%	44%
FI	1001	46%	15%	9%	21%	36%	0%	64%
SE	1007	66%	25%	18%	20%	20%	1%	79%
UK	1306	38%	13%	12%	14%	41%	2%	57%
At least one cross-border purchase in the EU								
Yes	6644	55%	24%	17%	19%	23%	1%	77%
No	20102	39%	6%	3%	12%	47%	1%	52%
Not interested in making cross-border purchase								
Agree	15416	40%	7%	4%	12%	45%	1%	54%
Disagree	8778	49%	17%	12%	15%	34%	1%	65%
Feel adequately protected								
Yes	13574	45%	12%	8%	14%	39%	1%	60%
No	10322	45%	9%	7%	13%	40%	1%	59%
Has made a formal complaint								
Yes	4175	63%	22%	17%	19%	17%	1%	82%
No	21921	40%	8%	5%	13%	45%	1%	54%
Internet connection at home								
Yes	14144	52%	16%	11%	17%	29%	1%	70%
No	12601	33%	4%	2%	9%	55%	2%	44%

QC5.2 Have any of the following happened to you in the last 12 months in (OUR COUNTRY) or elsewhere? (MULTIPLE ANSWERS POSSIBLE)

You came across misleading or deceptive advertisements or offers

	TOTAL	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	Yes, but you do not know where a seller\ provider was located	No	DK	Yes
UE27 EU27	26746	31%	6%	4%	10%	53%	5%	42%
BE	1012	24%	8%	5%	8%	63%	1%	36%
BG	1000	17%	0%	0%	6%	70%	7%	23%
CZ	1070	38%	5%	2%	16%	42%	4%	55%
DK	1032	31%	16%	12%	13%	50%	4%	46%
D-W	1036	42%	10%	4%	14%	40%	2%	58%
DE	1562	42%	9%	4%	14%	39%	2%	59%
D-E	526	45%	6%	3%	15%	37%	2%	61%
EE	1000	31%	5%	3%	6%	61%	1%	37%
EL	1000	23%	2%	1%	6%	70%	-	30%
ES	1004	29%	7%	5%	11%	53%	7%	40%
FR	1054	30%	4%	3%	7%	55%	6%	39%
IE	1000	13%	8%	5%	7%	72%	4%	24%
IT	1036	21%	2%	2%	5%	64%	7%	29%
CY	506	25%	3%	1%	1%	67%	5%	29%
LV	1004	21%	4%	2%	5%	70%	2%	27%
LT	1009	20%	2%	0%	3%	73%	3%	24%
LU	513	9%	20%	3%	4%	66%	4%	29%
HU	1000	30%	2%	0%	8%	57%	4%	39%
MT	500	14%	7%	4%	4%	71%	4%	25%
NL	1023	54%	12%	8%	14%	28%	3%	69%
AT	1008	11%	13%	6%	19%	55%	6%	39%
PL	1000	32%	3%	1%	10%	49%	7%	44%
PT	1000	21%	1%	1%	6%	69%	4%	27%
RO	1024	18%	1%	1%	9%	64%	9%	27%
SI	1026	35%	7%	2%	6%	51%	6%	43%
SK	1049	30%	4%	2%	15%	51%	3%	46%
FI	1001	44%	10%	6%	12%	43%	1%	56%
SE	1007	47%	17%	11%	15%	32%	5%	63%
UK	1306	31%	7%	8%	8%	54%	4%	42%
At least one cross-border purchase in the EU								
Yes	6644	42%	14%	10%	14%	36%	5%	59%
No	20102	27%	3%	2%	8%	58%	5%	37%
Not interested in making cross-border purchase								
Agree	15416	28%	4%	2%	8%	57%	5%	39%
Disagree	8778	37%	10%	8%	11%	45%	4%	51%
Feel adequately protected								
Yes	13574	30%	7%	5%	10%	54%	4%	43%
No	10322	35%	5%	4%	10%	49%	5%	46%
Has made a formal complaint								
Yes	4175	50%	13%	11%	14%	29%	4%	67%
No	21921	27%	5%	3%	9%	57%	5%	38%
Internet connection at home								
Yes	14144	37%	9%	6%	12%	44%	5%	52%
No	12601	23%	3%	1%	7%	63%	5%	32%

QC5.3 Have any of the following happened to you in the last 12 months in (OUR COUNTRY) or elsewhere? (MULTIPLE ANSWERS POSSIBLE)

You responded to an advertisement or offer that turned out to be misleading or deceptive

	TOTAL	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	Yes, but you do not know where a seller\ provider was located	No	DK	Yes
UE27 EU27	26746	7%	1%	1%	1%	90%	1%	9%
BE	1012	6%	1%	1%	1%	91%	1%	9%
BG	1000	3%	-	0%	1%	94%	2%	3%
CZ	1070	9%	2%	0%	2%	86%	1%	13%
DK	1032	6%	1%	1%	1%	92%	1%	7%
D-W	1036	9%	1%	1%	2%	88%	0%	12%
DE	1562	8%	1%	1%	2%	88%	0%	11%
D-E	526	7%	1%	0%	1%	90%	0%	10%
EE	1000	5%	1%	-	1%	93%	1%	6%
EL	1000	2%	0%	-	0%	97%	-	3%
ES	1004	6%	1%	1%	2%	89%	2%	9%
FR	1054	9%	1%	0%	1%	88%	1%	11%
IE	1000	4%	1%	-	1%	93%	1%	6%
IT	1036	6%	2%	1%	1%	90%	1%	9%
CY	506	5%	1%	1%	0%	94%	0%	6%
LV	1004	5%	0%	0%	0%	94%	0%	6%
LT	1009	5%	0%	0%	1%	94%	1%	6%
LU	513	1%	4%	0%	1%	95%	-	5%
HU	1000	9%	0%	0%	1%	88%	0%	11%
MT	500	5%	1%	0%	1%	93%	1%	6%
NL	1023	6%	0%	1%	1%	92%	0%	8%
AT	1008	4%	4%	2%	4%	87%	1%	11%
PL	1000	6%	0%	-	2%	90%	3%	8%
PT	1000	4%	0%	0%	1%	94%	1%	5%
RO	1024	3%	1%	0%	1%	91%	4%	5%
SI	1026	7%	2%	0%	1%	91%	1%	8%
SK	1049	4%	1%	1%	2%	92%	1%	7%
FI	1001	8%	1%	1%	1%	89%	-	11%
SE	1007	4%	1%	0%	0%	95%	1%	5%
UK	1306	8%	2%	0%	1%	89%	1%	10%
At least one cross-border purchase in the EU								
Yes	6644	10%	3%	2%	2%	84%	1%	15%
No	20102	6%	0%	0%	1%	92%	1%	7%
Not interested in making cross-border purchase								
Agree	15416	6%	1%	0%	1%	92%	1%	8%
Disagree	8778	9%	1%	1%	2%	87%	1%	12%
Feel adequately protected								
Yes	13574	6%	1%	1%	1%	90%	1%	9%
No	10322	8%	1%	1%	2%	89%	1%	11%
Has made a formal complaint								
Yes	4175	15%	2%	1%	2%	81%	1%	18%
No	21921	5%	1%	1%	1%	92%	1%	7%
Internet connection at home								
Yes	14144	8%	1%	1%	1%	88%	1%	11%
No	12601	5%	1%	0%	1%	91%	1%	8%

QC5.4 Have any of the following happened to you in the last 12 months in (OUR COUNTRY) or elsewhere? (MULTIPLE ANSWERS POSSIBLE)

You came across fraudulent advertisements or offers

	TOTAL	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	Yes, but you do not know where a seller\ provider was located	No	DK	Yes
UE27 EU27	26746	18%	4%	3%	7%	68%	5%	27%
BE	1012	11%	5%	4%	5%	79%	0%	20%
BG	1000	11%	0%	0%	6%	77%	6%	17%
CZ	1070	29%	4%	1%	11%	56%	3%	41%
DK	1032	15%	10%	7%	10%	68%	3%	28%
D-W	1036	30%	7%	3%	11%	49%	7%	44%
DE	1562	31%	7%	3%	11%	48%	7%	44%
D-E	526	34%	6%	3%	12%	45%	8%	47%
EE	1000	20%	4%	2%	5%	72%	2%	26%
EL	1000	15%	2%	1%	5%	79%	-	21%
ES	1004	16%	3%	2%	6%	69%	8%	23%
FR	1054	14%	3%	2%	4%	77%	4%	19%
IE	1000	6%	6%	3%	5%	82%	3%	15%
IT	1036	10%	2%	2%	3%	80%	4%	16%
CY	506	21%	3%	1%	1%	71%	6%	24%
LV	1004	13%	3%	1%	2%	81%	2%	17%
LT	1009	16%	1%	0%	4%	79%	1%	20%
LU	513	3%	9%	1%	2%	85%	2%	14%
HU	1000	21%	1%	0%	5%	69%	4%	27%
MT	500	12%	5%	3%	3%	77%	2%	21%
NL	1023	36%	8%	6%	11%	48%	3%	50%
AT	1008	8%	10%	5%	12%	66%	7%	28%
PL	1000	20%	2%	1%	7%	65%	8%	28%
PT	1000	11%	1%	0%	4%	80%	5%	16%
RO	1024	9%	1%	0%	4%	75%	11%	13%
SI	1026	22%	3%	1%	4%	67%	4%	28%
SK	1049	23%	3%	3%	13%	59%	3%	37%
FI	1001	24%	5%	4%	7%	67%	1%	32%
SE	1007	32%	12%	10%	11%	48%	5%	46%
UK	1306	14%	6%	6%	6%	72%	4%	24%
At least one cross-border purchase in the EU								
Yes	6644	26%	9%	7%	11%	53%	6%	41%
No	20102	16%	2%	1%	5%	73%	5%	22%
Not interested in making cross-border purchase								
Agree	15416	17%	3%	2%	6%	71%	5%	24%
Disagree	8778	22%	6%	5%	8%	63%	5%	33%
Feel adequately protected								
Yes	13574	18%	5%	3%	7%	68%	4%	27%
No	10322	21%	4%	2%	7%	65%	6%	29%
Has made a formal complaint								
Yes	4175	32%	9%	7%	11%	49%	5%	46%
No	21921	16%	3%	2%	6%	71%	5%	23%
Internet connection at home								
Yes	14144	22%	6%	4%	8%	61%	6%	33%
No	12601	13%	2%	1%	5%	75%	5%	20%

QC5.5 Have any of the following happened to you in the last 12 months in (OUR COUNTRY) or elsewhere? (MULTIPLE ANSWERS POSSIBLE)

You responded to an advertisement or offer that turned out to be fraudulent

	TOTAL	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	Yes, but you do not know where a seller\ provider was located	No	DK	Yes
UE27 EU27	26746	4%	1%	0%	1%	93%	1%	6%
BE	1012	3%	1%	1%	0%	95%	0%	5%
BG	1000	1%	0%	-	1%	95%	3%	2%
CZ	1070	6%	1%	0%	2%	90%	1%	9%
DK	1032	2%	0%	1%	1%	96%	0%	3%
D-W	1036	6%	1%	0%	2%	91%	1%	8%
DE	1562	6%	1%	0%	2%	91%	1%	8%
D-E	526	5%	0%	-	2%	92%	0%	7%
EE	1000	4%	0%	0%	1%	94%	1%	4%
EL	1000	1%	0%	-	0%	98%	-	2%
ES	1004	3%	1%	1%	1%	94%	2%	5%
FR	1054	4%	0%	0%	0%	94%	1%	5%
IE	1000	1%	1%	0%	1%	95%	2%	3%
IT	1036	5%	2%	1%	1%	91%	1%	8%
CY	506	4%	0%	1%	0%	94%	1%	5%
LV	1004	3%	0%	0%	0%	96%	0%	4%
LT	1009	5%	0%	-	1%	93%	1%	6%
LU	513	1%	1%	-	1%	96%	0%	3%
HU	1000	6%	0%	0%	1%	92%	1%	7%
MT	500	5%	2%	-	1%	92%	1%	7%
NL	1023	3%	1%	0%	0%	96%	0%	4%
AT	1008	3%	4%	2%	3%	89%	1%	10%
PL	1000	3%	0%	0%	1%	95%	1%	4%
PT	1000	3%	0%	0%	1%	96%	1%	3%
RO	1024	2%	0%	-	0%	92%	6%	3%
SI	1026	4%	1%	0%	1%	94%	-	6%
SK	1049	2%	1%	0%	1%	94%	2%	4%
FI	1001	4%	1%	0%	1%	94%	1%	6%
SE	1007	2%	0%	0%	1%	96%	1%	4%
UK	1306	4%	1%	0%	0%	94%	1%	5%
At least one cross-border purchase in the EU								
Yes	6644	5%	2%	1%	1%	89%	1%	9%
No	20102	3%	0%	0%	1%	94%	1%	4%
Not interested in making cross-border purchase								
Agree	15416	4%	1%	0%	1%	94%	1%	5%
Disagree	8778	4%	1%	1%	1%	92%	1%	7%
Feel adequately protected								
Yes	13574	3%	1%	1%	1%	94%	1%	5%
No	10322	5%	1%	0%	1%	92%	1%	7%
Has made a formal complaint								
Yes	4175	9%	1%	1%	1%	87%	1%	12%
No	21921	3%	1%	0%	1%	95%	1%	4%
Internet connection at home								
Yes	14144	5%	1%	0%	1%	93%	1%	6%
No	12601	3%	1%	0%	1%	94%	1%	5%

QC6 In the last 12 months, have you been unduly coerced or pressurised to purchase something or sign up to a contract?

	TOTAL	Yes, on several occasions	Yes, but only once or twice	No	DK	Yes
UE27 EU27	26746	5%	9%	85%	1%	14%
BE	1012	5%	10%	85%	-	15%
BG	1000	-	1%	97%	2%	1%
CZ	1070	9%	15%	75%	1%	24%
DK	1032	1%	2%	97%	-	3%
D-W	1036	5%	9%	85%	1%	14%
DE	1562	5%	9%	85%	1%	14%
D-E	526	5%	9%	86%	-	14%
EE	1000	6%	10%	84%	-	16%
EL	1000	5%	11%	84%	-	16%
ES	1004	2%	4%	93%	1%	6%
FR	1054	10%	10%	80%	-	20%
IE	1000	2%	5%	90%	3%	7%
IT	1036	7%	13%	78%	2%	20%
CY	506	1%	4%	95%	-	5%
LV	1004	10%	10%	80%	-	20%
LT	1009	4%	4%	91%	1%	8%
LU	513	5%	8%	87%	-	13%
HU	1000	1%	4%	95%	-	5%
MT	500	4%	5%	91%	-	9%
NL	1023	2%	8%	90%	-	10%
AT	1008	2%	8%	89%	1%	10%
PL	1000	5%	8%	86%	1%	13%
PT	1000	1%	5%	93%	1%	6%
RO	1024	1%	2%	94%	3%	3%
SI	1026	6%	9%	85%	-	15%
SK	1049	3%	11%	85%	1%	14%
FI	1001	6%	9%	84%	1%	15%
SE	1007	3%	7%	90%	-	10%
UK	1306	4%	12%	83%	1%	16%
At least one cross-border purchase in the EU						
Yes	6644	7%	12%	80%	1%	19%
No	20102	4%	8%	87%	1%	12%
Not interested in making cross-border purchase						
Agree	15416	4%	8%	87%	1%	12%
Disagree	8778	6%	10%	83%	1%	16%
Feel adequately protected						
Yes	13574	4%	8%	87%	1%	12%
No	10322	6%	10%	83%	1%	16%
Has made a formal complaint						
Yes	4175	9%	17%	73%	1%	26%
No	21921	4%	7%	88%	1%	11%
Internet connection at home						
Yes	14144	6%	11%	82%	1%	17%
No	12601	3%	7%	89%	1%	10%

QC7 In the past 12 months, have you come across what you regard as unfair consumer contract terms, in (OUR COUNTRY) or in other EU countries? (MULTIPLE ANSWERS POSSIBLE)

	TOTAL	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in other EU countries	No	DK	Yes
UE27 EU27	26746	12%	2%	84%	3%	13%
BE	1012	12%	2%	86%	-	14%
BG	1000	2%	0%	94%	4%	2%
CZ	1070	30%	4%	63%	4%	33%
DK	1032	8%	0%	83%	9%	8%
D-W	1036	11%	2%	85%	2%	13%
DE	1562	12%	2%	85%	2%	13%
D-E	526	12%	3%	85%	1%	13%
EE	1000	11%	0%	87%	2%	11%
EL	1000	7%	1%	93%	0%	7%
ES	1004	14%	5%	82%	2%	16%
FR	1054	15%	2%	83%	1%	16%
IE	1000	7%	3%	86%	6%	9%
IT	1036	9%	2%	87%	2%	11%
CY	506	10%	3%	85%	3%	11%
LV	1004	11%	1%	88%	1%	11%
LT	1009	10%	1%	88%	1%	10%
LU	513	5%	4%	90%	3%	8%
HU	1000	23%	2%	73%	3%	24%
MT	500	6%	0%	93%	1%	6%
NL	1023	11%	1%	87%	1%	11%
AT	1008	9%	12%	75%	8%	17%
PL	1000	15%	1%	82%	3%	15%
PT	1000	7%	1%	88%	5%	7%
RO	1024	5%	-	80%	15%	5%
SI	1026	8%	1%	90%	2%	8%
SK	1049	15%	2%	82%	2%	16%
FI	1001	11%	1%	88%	1%	11%
SE	1007	17%	3%	79%	2%	19%
UK	1306	13%	2%	84%	1%	14%
At least one cross-border purchase in the EU						
Yes	6644	20%	5%	74%	3%	23%
No	20102	10%	1%	87%	3%	10%
Not interested in making cross-border purchase						
Agree	15416	10%	1%	87%	2%	11%
Disagree	8778	16%	4%	80%	2%	18%
Feel adequately protected						
Yes	13574	11%	2%	85%	2%	13%
No	10322	15%	2%	81%	2%	16%
Has made a formal complaint						
Yes	4175	31%	5%	65%	2%	33%
No	21921	9%	2%	88%	2%	10%
Internet connection at home						
Yes	14144	16%	3%	81%	2%	17%
No	12601	8%	2%	87%	3%	9%

QC8 During the past 12 months have any of the following situations happened to you when purchasing something at a distance in (OUR COUNTRY) or elsewhere? (MULTIPLE ANSWERS POSSIBLE)
 (IF 'HAS MADE AT LEAST ONE PURCHASE VIA INTERNET OR PHONE OR POST', CODE 1 TO 3 IN QC1.1, QC1.2 OR QC1.3)

	TOTAL	(IF '1' IN QC1.1 or QC1.2 or QC1.3) A delay in the delivery of something purchased from a seller\ provider located in (OUR COUNTRY)	(IF '1' IN QC1.1 or QC1.2 or QC1.3) You purchased something from a seller\ provider located in (OUR COUNTRY) and it was not delivered at all	(IF '2' IN QC1.1 or QC1.2 or QC1.3) A delay in the delivery of something purchased from a seller\ provider located in another EU country	(IF '2' IN QC1.1 or QC1.2 or QC1.3) You purchased something from a seller\ provider located in another EU country and it was not delivered at all	(IF '3' IN QC1.1 or QC1.2 or QC1.3) A delay in the delivery of something purchased from a seller\ provider located outside the EU	(IF '3' IN QC1.1 or QC1.2 or QC1.3) You purchased something from a seller\ provider located outside the EU and it was not delivered at all	None of these (SPONTANEOUS)	DK
UE27 EU27	13198	24%	5%	3%	1%	2%	0%	68%	2%
BE	503	14%	4%	6%	2%	2%	0%	76%	0%
BG	96	7%	-	-	2%	-	1%	74%	18%
CZ	550	24%	5%	1%	0%	0%	0%	67%	3%
DK	751	19%	5%	7%	2%	3%	1%	73%	0%
D-W	654	20%	5%	1%	0%	1%	0%	75%	1%
DE	1015	21%	5%	1%	0%	1%	0%	74%	1%
D-E	381	24%	3%	1%	-	1%	-	72%	1%
EE	539	14%	4%	4%	1%	0%	0%	62%	17%
EL	191	11%	3%	5%	-	3%	-	78%	1%
ES	292	18%	4%	7%	9%	3%	2%	65%	0%
FR	729	35%	5%	1%	1%	1%	1%	60%	2%
IE	383	7%	2%	9%	2%	4%	1%	71%	10%
IT	265	21%	5%	4%	4%	3%	0%	62%	1%
CY	98	1%	-	5%	2%	-	-	92%	-
LV	530	13%	4%	4%	1%	1%	-	75%	3%
LT	198	8%	2%	2%	1%	2%	1%	83%	4%
LU	269	3%	1%	10%	5%	2%	1%	79%	3%
HU	284	13%	2%	-	-	-	-	85%	0%
MT	207	5%	1%	12%	3%	4%	0%	76%	3%
NL	812	24%	3%	3%	1%	2%	1%	71%	0%
AT	602	22%	5%	13%	4%	2%	1%	60%	2%
PL	357	24%	4%	1%	0%	-	-	67%	4%
PT	177	9%	-	1%	1%	-	-	89%	-
RO	155	13%	1%	1%	-	-	-	75%	10%
SI	505	18%	4%	3%	0%	2%	-	75%	1%
SK	378	20%	6%	4%	0%	-	-	58%	14%
FI	724	16%	5%	2%	0%	0%	0%	78%	2%
SE	814	19%	3%	3%	0%	3%	1%	74%	1%
UK	982	31%	5%	2%	0%	3%	1%	65%	1%
At least one cross-border purchase in the EU									
Yes	5416	28%	6%	6%	3%	4%	1%	60%	1%
No	7783	22%	4%	-	-	0%	0%	74%	2%
Not interested in making cross-border purchase									
Agree	6367	20%	4%	1%	1%	1%	0%	73%	1%
Disagree	5569	29%	5%	4%	2%	3%	1%	63%	1%
Feel adequately protected									
Yes	7530	24%	4%	2%	1%	2%	0%	69%	1%
No	4770	26%	5%	3%	1%	2%	1%	66%	2%
Has made a formal complaint									
Yes	3172	35%	8%	4%	1%	4%	1%	55%	1%
No	9847	21%	3%	2%	1%	1%	0%	72%	1%
Internet connection at home									
Yes	9747	27%	5%	3%	1%	2%	0%	66%	1%
No	3451	17%	4%	2%	2%	1%	1%	74%	2%

QC9 You have the legal right to return a product or cancel a contract for a purchase made on the Internet, phone or post within ... (ADAPT NATIONALLY) days without paying a penalty. This is known as the cooling-off period. Have you tried to do this in the last 12 months? (MULTIPLE ANSWERS POSSIBLE – ONE ANSWER PER SET OF ITEMS '1-2' AND '3-4')

(IF 'HAS MADE AT LEAST ONE PURCHASE VIA INTERNET OR PHONE OR POST WITHIN THE EU', CODE 1 OR 2 IN QC1.1, QC1.2 OR QC1.3)

	TOTAL	(IF '1' IN QC1.1 or QC1.2 or QC1.3) Yes, from a seller\ provider located in (OUR COUNTRY) and they accepted this	(IF '1' IN QC1.1 or QC1.2 or QC1.3) Yes, from a seller\ provider located in (OUR COUNTRY) and they did not accept this	(IF '2' IN QC1.1 or QC1.2 or QC1.3) Yes, from a seller\ provider located in another EU country and they accepted this	(IF '2' IN QC1.1 or QC1.2 or QC1.3) Yes, from a seller\ provider located in another EU country and they did not accept this	No	DK	Yes
UE27 EU27	13017	16%	2%	1%	1%	79%	1%	19%
BE	490	11%	0%	2%	1%	87%	-	13%
BG	93	5%	1%	-	1%	67%	26%	6%
CZ	544	15%	2%	1%	-	81%	1%	18%
DK	728	12%	2%	1%	-	85%	0%	15%
D-W	649	28%	2%	0%	0%	68%	1%	31%
DE	1009	29%	2%	0%	0%	68%	1%	32%
D-E	380	34%	1%	-	-	65%	0%	35%
EE	532	19%	1%	3%	0%	74%	3%	23%
EL	174	7%	3%	3%	-	87%	-	13%
ES	281	13%	4%	4%	3%	77%	-	23%
FR	719	10%	1%	1%	0%	88%	1%	12%
IE	361	6%	1%	5%	1%	73%	15%	11%
IT	257	14%	6%	3%	3%	72%	2%	26%
CY	94	-	-	-	1%	94%	5%	1%
LV	521	12%	1%	3%	0%	84%	0%	15%
LT	189	6%	1%	1%	-	90%	2%	8%
LU	263	0%	-	9%	0%	89%	1%	10%
HU	283	10%	0%	-	-	90%	-	10%
MT	193	3%	1%	0%	1%	93%	2%	6%
NL	804	19%	1%	1%	0%	79%	0%	21%
AT	595	25%	2%	8%	3%	65%	0%	35%
PL	355	8%	1%	-	-	89%	2%	9%
PT	169	7%	2%	-	-	92%	-	8%
RO	153	7%	2%	2%	-	75%	14%	10%
SI	490	21%	1%	2%	-	76%	0%	24%
SK	373	14%	2%	2%	1%	68%	15%	17%
FI	717	26%	1%	2%	1%	71%	1%	28%
SE	801	15%	2%	0%	0%	83%	0%	17%
UK	976	12%	1%	0%	0%	86%	1%	14%
At least one cross-border purchase in the EU								
Yes	5362	18%	2%	3%	1%	76%	1%	23%
No	7654	15%	2%	-	-	82%	1%	17%
Not interested in making cross-border purchase								
Agree	6290	15%	2%	1%	0%	81%	1%	18%
Disagree	5479	19%	2%	1%	1%	77%	1%	22%
Feel adequately protected								
Yes	7438	18%	1%	1%	1%	78%	1%	21%
No	4687	14%	2%	1%	1%	81%	1%	18%
Has made a formal complaint								
Yes	3140	28%	5%	2%	1%	64%	1%	35%
No	9703	12%	1%	1%	1%	85%	1%	14%
Internet connection at home								
Yes	9619	17%	2%	1%	0%	79%	1%	20%
No	3398	14%	2%	1%	1%	81%	2%	18%

QC10: You have the legal right to return a product or cancel a contract from a purchase made at your home or work within (ADAPTATIONALLY) days without paying a penalty. This is known as the cooling-off period. Now, thinking about anything you have bought from a sales representative at home or work, in the last 12 months, have you tried to return a product or cancel a contract within the cooling-off period? (MULTIPLE ANSWERS POSSIBLE – ONE ANSWER PER SET OF ITEMS '1-2' AND '3-4')

(IF 'HAS MADE AT LEAST ONE PURCHASE FROM A SALES REPRESENTATIVE WITHIN THE EU', CODE 1 OR 2 IN QC1.4)

	TOTAL	(IF '1' IN QC1.4) Yes, from a seller\ provider located in (OUR COUNTRY) and it was accepted	(IF '1' IN QC1.4) Yes, from a seller\ provider located in (OUR COUNTRY) and it was not accept	(IF '2' IN QC1.4) Yes, from a seller\ provider located in another EU country and it was accepted	(IF '2' IN QC1.4) Yes, from a seller\ provider located in another EU country and it was not accepted	No	DK	Yes
UE27 EU27	2358	13%	2%	2%	1%	79%	3%	18%
BE	85	7%	-	1%	2%	90%	-	10%
BG	76	6%	-	-	-	68%	25%	6%
CZ	144	16%	2%	4%	-	77%	1%	22%
DK	88	3%	4%	-	-	91%	1%	8%
D-W	75	12%	3%	-	-	84%	1%	15%
DE	119	15%	2%	-	-	82%	1%	17%
D-E	49	25%	-	-	-	75%	-	25%
EE	65	17%	-	-	-	83%	-	17%
EL	57	8%	5%	-	-	85%	2%	13%
ES	84	27%	8%	7%	4%	57%	1%	42%
FR	91	8%	-	-	-	92%	-	8%
IE	84	10%	1%	-	-	70%	20%	10%
IT	105	15%	4%	10%	4%	65%	2%	33%
CY	32	8%	10%	-	-	75%	7%	17%
LV	114	11%	-	1%	-	88%	1%	12%
LT	77	1%	3%	-	-	96%	-	4%
LU	46	6%	-	5%	-	87%	5%	9%
HU	136	15%	2%	-	-	83%	-	17%
MT	52	6%	-	-	-	84%	10%	6%
NL	82	19%	1%	-	-	79%	2%	20%
AT	79	21%	5%	6%	5%	63%	2%	35%
PL	57	12%	3%	-	-	80%	5%	16%
PT	63	9%	-	-	-	91%	-	9%
RO	144	6%	1%	-	-	77%	16%	7%
SI	117	18%	1%	1%	-	80%	-	20%
SK	106	8%	7%	-	1%	62%	22%	15%
FI	131	19%	-	-	-	81%	-	19%
SE	100	13%	3%	-	-	77%	6%	17%
UK	118	6%	-	-	-	94%	-	6%
At least one cross-border purchase in the EU								
Yes	979	17%	4%	6%	2%	70%	2%	28%
No	1379	10%	2%	-	-	85%	3%	11%
Not interested in making cross-border purchase								
Agree	1255	11%	3%	3%	1%	80%	3%	17%
Disagree	923	14%	2%	3%	1%	79%	2%	19%
Feel adequately protected								
Yes	1235	13%	2%	3%	1%	79%	2%	19%
No	971	13%	3%	2%	1%	79%	3%	18%
Has made a formal complaint								
Yes	608	22%	5%	1%	1%	69%	2%	29%
No	1716	9%	1%	3%	1%	83%	3%	14%
Internet connection at home								
Yes	1440	13%	1%	2%	1%	81%	2%	17%
No	919	12%	4%	3%	2%	75%	4%	21%

QC11 When you buy goods which do not conform to the original sales contract or which show a defect within two years of delivery, you have the right to ask for the goods to be replaced, repaired, reduced in price or for the contract to be canceled. Have you tried to do any of these in the last 12 months? (MULTIPLE ANSWERS POSSIBLE – ONE ANSWER PER SET OF ITEMS '1-2' AND '3-4')

	TOTAL	Yes, and the seller\ provider located in (OUR COUNTRY) complied	Yes, and the seller\ provider located in (OUR COUNTRY) did not comply	Yes, and the seller\ provider located in other EU countries complied	Yes, and the seller\ provider located in other EU countries did not comply	No	DK	Yes
UE27 EU27	26746	13%	2%	1%	0%	82%	2%	16%
BE	1012	16%	2%	1%	1%	80%	0%	20%
BG	1000	5%	2%	0%	-	91%	3%	7%
CZ	1070	25%	4%	1%	0%	69%	1%	30%
DK	1032	23%	2%	1%	0%	74%	1%	25%
D-W	1036	18%	1%	0%	0%	80%	1%	20%
DE	1562	19%	1%	0%	0%	79%	1%	20%
D-E	526	20%	1%	-	1%	77%	0%	23%
EE	1000	13%	2%	1%	0%	83%	2%	15%
EL	1000	6%	2%	1%	0%	92%	0%	8%
ES	1004	9%	3%	2%	1%	85%	1%	14%
FR	1054	12%	2%	1%	0%	84%	1%	15%
IE	1000	7%	2%	1%	0%	84%	7%	10%
IT	1036	7%	3%	1%	1%	86%	2%	12%
CY	506	12%	3%	1%	0%	83%	1%	16%
LV	1004	7%	1%	1%	0%	91%	1%	8%
LT	1009	9%	2%	1%	0%	86%	2%	12%
LU	513	11%	2%	3%	1%	83%	1%	16%
HU	1000	11%	1%	0%	-	87%	1%	12%
MT	500	13%	2%	1%	-	83%	0%	17%
NL	1023	15%	2%	1%	1%	82%	0%	17%
AT	1008	16%	2%	3%	2%	79%	1%	20%
PL	1000	10%	3%	1%	0%	84%	2%	14%
PT	1000	5%	2%	2%	1%	88%	2%	9%
RO	1024	8%	2%	-	0%	79%	10%	11%
SI	1026	15%	2%	1%	0%	82%	0%	18%
SK	1049	22%	2%	1%	0%	71%	4%	25%
FI	1001	22%	2%	0%	0%	75%	0%	25%
SE	1007	27%	4%	0%	0%	68%	0%	31%
UK	1306	13%	3%	0%	0%	83%	1%	16%
At least one cross-border purchase in the EU								
Yes	6644	21%	4%	2%	1%	72%	1%	27%
No	20102	10%	2%	0%	0%	86%	2%	12%
Not interested in making cross-border purchase								
Agree	15416	10%	2%	1%	0%	86%	1%	13%
Disagree	8778	17%	3%	1%	1%	77%	2%	21%
Feel adequately protected								
Yes	13574	14%	2%	1%	0%	82%	1%	17%
No	10322	12%	3%	1%	1%	83%	1%	16%
Has made a formal complaint								
Yes	4175	41%	9%	1%	0%	49%	1%	51%
No	21921	7%	1%	1%	0%	89%	1%	10%
Internet connection at home								
Yes	14144	17%	3%	1%	0%	78%	1%	21%
No	12601	8%	2%	1%	1%	87%	2%	10%

QC12 In the last 12 months, have you made any kind of formal complaint by writing, by telephone or in person, to a seller\ provider about a problem you encountered? (MULTIPLE ANSWERS POSSIBLE)

	TOTAL	Yes	No, because it was unlikely you would get a satisfactory remedy to the problem you encountered	No, because the sums involved were too small	No, because you did not know how or where to complain	No, you have not encountered any problems	DK	No
UE27 EU27	26746	16%	2%	2%	2%	77%	2%	82%
BE	1012	14%	3%	2%	3%	78%	0%	86%
BG	1000	4%	4%	3%	3%	76%	10%	85%
CZ	1070	11%	5%	5%	5%	74%	2%	88%
DK	1032	22%	2%	3%	1%	73%	0%	78%
D-W	1036	24%	1%	1%	2%	71%	2%	74%
DE	1562	24%	1%	1%	2%	71%	2%	75%
D-E	526	22%	3%	2%	2%	71%	0%	78%
EE	1000	8%	3%	3%	1%	82%	4%	88%
EL	1000	9%	1%	1%	2%	87%	-	91%
ES	1004	11%	3%	3%	3%	80%	2%	87%
FR	1054	11%	1%	1%	1%	85%	0%	89%
IE	1000	13%	1%	1%	1%	77%	7%	80%
IT	1036	9%	3%	3%	2%	81%	3%	88%
CY	506	10%	0%	0%	0%	87%	2%	88%
LV	1004	5%	1%	1%	1%	90%	2%	92%
LT	1009	6%	2%	1%	2%	83%	5%	89%
LU	513	8%	2%	2%	1%	86%	3%	90%
HU	1000	11%	2%	1%	2%	82%	1%	88%
MT	500	17%	0%	0%	1%	81%	0%	83%
NL	1023	25%	2%	1%	1%	70%	1%	74%
AT	1008	16%	3%	5%	3%	71%	2%	82%
PL	1000	16%	1%	1%	1%	77%	4%	80%
PT	1000	5%	1%	1%	1%	87%	4%	91%
RO	1024	6%	3%	5%	2%	73%	12%	82%
SI	1026	13%	1%	5%	1%	78%	2%	85%
SK	1049	14%	3%	5%	3%	72%	3%	83%
FI	1001	23%	1%	2%	1%	70%	2%	75%
SE	1007	34%	2%	2%	1%	61%	0%	66%
UK	1306	24%	1%	1%	1%	71%	2%	74%
At least one cross-border purchase in the EU								
Yes	6644	28%	3%	4%	2%	62%	1%	71%
No	20102	12%	2%	1%	2%	81%	3%	86%
Not interested in making cross-border purchase								
Agree	15416	13%	2%	2%	2%	81%	2%	86%
Disagree	8778	21%	2%	2%	2%	71%	2%	77%
Feel adequately protected								
Yes	13574	16%	2%	2%	1%	77%	2%	82%
No	10322	16%	2%	2%	3%	74%	2%	81%
Has made a formal complaint								
Yes	4175	100%	-	-	-	-	-	-
No	21921	-	2%	2%	2%	93%	-	100%
Internet connection at home								
Yes	14144	23%	2%	2%	1%	71%	2%	76%
No	12601	8%	2%	2%	2%	83%	3%	89%

QC13 In general, were you satisfied or not with the way your complaint(s) was(were) dealt with by the seller\ provider?

(IF 'YES', CODE 1 IN QC12)

	TOTAL	Very satisfied	Fairly satisfied	Not very satisfied	Not at all satisfied	DK	Satisfied	Not satisfied
UE27 EU27	4175	21%	30%	20%	27%	2%	51%	47%
BE	145	20%	31%	19%	30%	-	51%	49%
BG	42	32%	30%	14%	20%	4%	62%	34%
CZ	113	24%	44%	15%	16%	1%	68%	31%
DK	225	33%	26%	16%	23%	2%	59%	39%
D-W	249	24%	35%	18%	22%	1%	59%	40%
DE	368	23%	34%	19%	23%	1%	57%	42%
D-E	113	17%	32%	21%	29%	1%	49%	50%
EE	78	24%	35%	17%	22%	2%	59%	39%
EL	93	21%	24%	22%	32%	1%	45%	54%
ES	110	14%	25%	33%	27%	1%	39%	60%
FR	116	10%	20%	16%	47%	7%	30%	63%
IE	130	29%	27%	13%	27%	4%	56%	40%
IT	94	9%	39%	25%	26%	1%	48%	51%
CY	51	31%	17%	12%	40%	-	48%	52%
LV	54	21%	18%	19%	40%	2%	39%	59%
LT	56	18%	31%	19%	25%	7%	49%	44%
LU	39	31%	14%	21%	34%	-	45%	55%
HU	107	10%	29%	42%	17%	2%	39%	59%
MT	85	31%	13%	11%	41%	4%	44%	52%
NL	259	24%	30%	18%	28%	-	54%	46%
AT	159	17%	51%	22%	9%	1%	68%	31%
PL	158	29%	31%	14%	23%	3%	60%	37%
PT	55	13%	41%	24%	18%	4%	54%	42%
RO	66	18%	38%	21%	17%	6%	56%	38%
SI	137	44%	29%	8%	18%	1%	73%	26%
SK	148	25%	55%	9%	9%	2%	80%	18%
FI	232	27%	33%	19%	18%	3%	60%	37%
SE	341	37%	26%	13%	23%	1%	63%	36%
UK	313	20%	26%	21%	30%	3%	46%	51%
At least one cross-border purchase in the EU								
Yes	1837	20%	36%	21%	22%	1%	56%	43%
No	2337	22%	26%	19%	30%	3%	48%	49%
Not interested in making cross-border purchase								
Agree	1965	20%	28%	21%	29%	2%	48%	50%
Disagree	1865	21%	33%	19%	25%	2%	54%	44%
Feel adequately protected								
Yes	2228	25%	34%	18%	21%	2%	59%	39%
No	1691	15%	26%	22%	35%	2%	41%	57%
Has made a formal complaint								
Yes	4175	21%	30%	20%	27%	2%	51%	47%
No	0	-	-	-	-	-	-	-
Internet connection at home								
Yes	3185	21%	31%	19%	27%	2%	52%	46%
No	990	20%	28%	21%	27%	4%	48%	48%

QC14 What did you do when your complaint(s) was(were) not dealt with in a satisfactory manner? (MULTIPLE ANSWERS POSSIBLE)
 (IF 'NOT SATISFIED', CODE 3 OR 4 IN QC13)

	TOTAL	You asked for the advice of a consumer association\ consumer help desk	You asked for the advice of a solicitor	You brought the matter to an arbitration, mediation, conciliation body	You brought the matter to court	You took no further action	Other (SPONTANEOUS)	DK	
UE27 EU27	1942	14%	9%	3%	4%	51%	23%	0%	
BE	71	19%	6%	2%	1%	58%	15%	1%	
BG	15	22%	5%	-	-	78%	-	-	
CZ	35	25%	10%	5%	5%	54%	11%	-	
DK	88	17%	12%	2%	3%	38%	36%	1%	
D-W	100	8%	19%	1%	7%	37%	31%	-	
DE	155	9%	17%	1%	6%	42%	29%	-	
D-E	57	11%	8%	-	-	60%	22%	-	
EE	31	26%	12%	7%	-	47%	11%	4%	
EL	49	17%	6%	4%	2%	73%	2%	-	
ES	66	27%	5%	3%	8%	44%	20%	-	
FR	74	14%	5%	4%	2%	66%	12%	-	
IE	52	18%	3%	1%	1%	59%	20%	2%	
IT	48	18%	20%	3%	2%	46%	17%	-	
CY	26	-	17%	5%	-	78%	-	-	
LV	31	14%	-	-	15%	70%	8%	-	
LT	25	22%	5%	-	5%	66%	7%	-	
LU	21	38%	14%	4%	-	40%	8%	-	
HU	64	15%	6%	4%	1%	43%	34%	-	
MT	44	26%	12%	8%	-	44%	14%	5%	
NL	119	7%	7%	3%	1%	53%	34%	-	
AT	50	34%	14%	-	4%	39%	11%	-	
PL	58	12%	5%	2%	8%	55%	18%	-	
PT	23	21%	9%	4%	4%	48%	17%	-	
RO	25	-	3%	-	-	84%	3%	10%	
SI	36	3%	-	3%	-	72%	22%	-	
SK	27	10%	6%	9%	3%	57%	15%	-	
FI	86	12%	4%	7%	5%	52%	26%	-	
SE	123	14%	4%	3%	7%	68%	10%	-	
UK	158	12%	4%	4%	1%	49%	29%	1%	
At least one cross-border purchase in the EU									
Yes	797	15%	8%	3%	4%	52%	19%	0%	
No	1146	13%	10%	2%	3%	50%	25%	1%	
Not interested in making cross-border purchase									
Agree	980	12%	10%	2%	3%	54%	22%	0%	
Disagree	817	15%	8%	3%	4%	49%	22%	1%	
Feel adequately protected									
Yes	867	14%	9%	3%	4%	52%	22%	0%	
No	956	14%	9%	3%	3%	51%	22%	1%	
Has made a formal complaint									
Yes	1942	14%	9%	3%	4%	51%	23%	0%	
No	0	-	-	-	-	-	-	-	
Internet connection at home									
Yes	1469	14%	9%	3%	4%	49%	24%	0%	
No	473	12%	7%	2%	1%	57%	19%	1%	

QC15.1 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the European Union, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements.

You are prepared to purchase goods and services in another EU language

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	13%	20%	19%	42%	6%	33%	61%
BE	1012	18%	25%	18%	39%	-	43%	57%
BG	1000	12%	22%	11%	35%	20%	34%	46%
CZ	1070	11%	25%	25%	36%	3%	36%	61%
DK	1032	36%	24%	10%	29%	1%	60%	39%
D-W	1036	16%	20%	16%	44%	4%	36%	60%
DE	1562	14%	19%	18%	46%	3%	33%	64%
D-E	526	8%	16%	23%	51%	2%	24%	74%
EE	1000	25%	21%	13%	39%	2%	46%	52%
EL	1000	14%	22%	20%	43%	1%	36%	63%
ES	1004	9%	19%	16%	48%	8%	28%	64%
FR	1054	13%	25%	17%	42%	3%	38%	59%
IE	1000	11%	17%	17%	46%	9%	28%	63%
IT	1036	4%	19%	22%	42%	13%	23%	64%
CY	506	27%	16%	9%	43%	5%	43%	52%
LV	1004	16%	21%	16%	41%	6%	37%	57%
LT	1009	10%	17%	15%	49%	9%	27%	64%
LU	513	59%	22%	8%	6%	5%	81%	14%
HU	1000	6%	14%	15%	62%	3%	20%	77%
MT	500	35%	25%	12%	26%	2%	60%	38%
NL	1023	44%	25%	7%	22%	2%	69%	29%
AT	1008	10%	29%	24%	32%	5%	39%	56%
PL	1000	8%	19%	23%	41%	9%	27%	64%
PT	1000	7%	22%	27%	37%	7%	29%	64%
RO	1024	11%	20%	20%	35%	14%	31%	55%
SI	1026	30%	25%	14%	30%	1%	55%	44%
SK	1049	10%	26%	31%	30%	3%	36%	61%
FI	1001	26%	22%	17%	32%	3%	48%	49%
SE	1007	40%	25%	12%	22%	1%	65%	34%
UK	1306	11%	18%	22%	45%	4%	29%	67%
At least one cross-border purchase in the EU								
Yes	6644	29%	31%	18%	20%	2%	60%	38%
No	20102	8%	17%	19%	49%	7%	25%	68%
Not interested in making cross-border purchase								
Agree	15416	7%	16%	21%	52%	4%	23%	73%
Disagree	8778	23%	26%	18%	30%	3%	49%	48%
Feel adequately protected								
Yes	13574	15%	23%	19%	39%	4%	38%	58%
No	10322	11%	20%	20%	44%	5%	31%	64%
Has made a formal complaint								
Yes	4175	22%	26%	20%	29%	3%	48%	49%
No	21921	11%	20%	19%	44%	6%	31%	63%
Internet connection at home								
Yes	14144	20%	27%	20%	29%	4%	47%	49%
No	12601	5%	14%	17%	56%	8%	19%	73%

QC15.2 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the European Union, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements.

You know where to get information and advice about cross-border shopping in the EU

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	6%	15%	23%	46%	10%	21%	69%
BE	1012	7%	17%	26%	50%	-	24%	76%
BG	1000	4%	8%	14%	44%	30%	12%	58%
CZ	1070	5%	18%	32%	36%	9%	23%	68%
DK	1032	16%	19%	19%	44%	2%	35%	63%
D-W	1036	9%	16%	22%	49%	4%	25%	71%
DE	1562	9%	16%	23%	48%	4%	25%	71%
D-E	526	8%	17%	30%	41%	4%	25%	71%
EE	1000	11%	17%	19%	50%	3%	28%	69%
EL	1000	11%	19%	22%	47%	1%	30%	69%
ES	1004	4%	14%	22%	51%	9%	18%	73%
FR	1054	5%	15%	18%	57%	5%	20%	75%
IE	1000	7%	17%	23%	43%	10%	24%	66%
IT	1036	3%	17%	21%	39%	20%	20%	60%
CY	506	25%	13%	9%	43%	10%	38%	52%
LV	1004	8%	14%	19%	53%	6%	22%	72%
LT	1009	9%	16%	17%	48%	10%	25%	65%
LU	513	30%	19%	14%	27%	10%	49%	41%
HU	1000	2%	7%	19%	66%	6%	9%	85%
MT	500	15%	27%	14%	34%	10%	42%	48%
NL	1023	11%	15%	16%	46%	12%	26%	62%
AT	1008	6%	20%	35%	31%	8%	26%	66%
PL	1000	3%	13%	28%	47%	9%	16%	75%
PT	1000	3%	18%	35%	38%	6%	21%	73%
RO	1024	6%	14%	18%	31%	31%	20%	49%
SI	1026	15%	24%	16%	35%	10%	39%	51%
SK	1049	2%	15%	34%	36%	13%	17%	70%
FI	1001	8%	22%	33%	35%	2%	30%	68%
SE	1007	13%	21%	17%	41%	8%	34%	58%
UK	1306	7%	14%	25%	48%	6%	21%	73%
At least one cross-border purchase in the EU								
Yes	6644	12%	25%	25%	32%	6%	37%	57%
No	20102	4%	12%	22%	51%	11%	16%	73%
Not interested in making cross-border purchase								
Agree	15416	4%	12%	23%	54%	7%	16%	77%
Disagree	8778	10%	21%	25%	38%	6%	31%	63%
Feel adequately protected								
Yes	13574	8%	19%	23%	43%	7%	27%	66%
No	10322	6%	13%	23%	49%	9%	19%	72%
Has made a formal complaint								
Yes	4175	11%	18%	25%	40%	6%	29%	65%
No	21921	5%	15%	23%	48%	9%	20%	71%
Internet connection at home								
Yes	14144	9%	19%	26%	39%	7%	28%	65%
No	12601	3%	11%	19%	55%	12%	14%	74%

QC15.3 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the European Union, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements.

In the next 12 months, you intend to make cross-border purchases worth more than those you made in the past 12 months

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	3%	9%	20%	57%	11%	12%	77%
BE	1012	4%	14%	25%	54%	3%	18%	79%
BG	1000	1%	3%	11%	63%	22%	4%	74%
CZ	1070	3%	9%	29%	50%	9%	12%	79%
DK	1032	7%	12%	18%	60%	3%	19%	78%
D-W	1036	2%	4%	19%	70%	5%	6%	89%
DE	1562	2%	4%	19%	70%	5%	6%	89%
D-E	526	1%	4%	20%	71%	4%	5%	91%
EE	1000	5%	11%	20%	57%	7%	16%	77%
EL	1000	6%	10%	23%	58%	3%	16%	81%
ES	1004	3%	10%	14%	60%	13%	13%	74%
FR	1054	2%	7%	14%	68%	9%	9%	82%
IE	1000	5%	12%	18%	48%	17%	17%	66%
IT	1036	2%	9%	20%	49%	20%	11%	69%
CY	506	7%	11%	11%	60%	11%	18%	71%
LV	1004	5%	13%	17%	54%	11%	18%	71%
LT	1009	2%	7%	15%	66%	10%	9%	81%
LU	513	14%	13%	22%	32%	19%	27%	54%
HU	1000	1%	4%	12%	78%	5%	5%	90%
MT	500	13%	11%	15%	36%	25%	24%	51%
NL	1023	6%	8%	16%	56%	14%	14%	72%
AT	1008	6%	15%	30%	34%	15%	21%	64%
PL	1000	3%	7%	23%	55%	12%	10%	78%
PT	1000	2%	9%	34%	44%	11%	11%	78%
RO	1024	6%	12%	17%	38%	27%	18%	55%
SI	1026	10%	14%	23%	44%	9%	24%	67%
SK	1049	2%	10%	32%	45%	11%	12%	77%
FI	1001	3%	12%	32%	50%	3%	15%	82%
SE	1007	9%	14%	14%	52%	11%	23%	66%
UK	1306	3%	12%	27%	52%	6%	15%	79%
At least one cross-border purchase in the EU								
Yes	6644	8%	19%	27%	33%	13%	27%	60%
No	20102	2%	5%	18%	65%	10%	7%	83%
Not interested in making cross-border purchase								
Agree	15416	1%	4%	18%	72%	5%	5%	90%
Disagree	8778	7%	18%	26%	41%	8%	25%	67%
Feel adequately protected								
Yes	13574	4%	10%	21%	55%	10%	14%	76%
No	10322	3%	8%	20%	60%	9%	11%	80%
Has made a formal complaint								
Yes	4175	6%	13%	24%	47%	10%	19%	71%
No	21921	3%	8%	19%	60%	10%	11%	79%
Internet connection at home								
Yes	14144	5%	11%	24%	49%	11%	16%	73%
No	12601	2%	5%	15%	67%	11%	7%	82%

QC15.4 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the European Union, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements.

You are less interested in cross-border shopping, because you prefer to shop (only) in person and not by post, phone or through the Internet

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	41%	23%	15%	16%	5%	64%	31%
BE	1012	50%	23%	15%	11%	1%	73%	26%
BG	1000	60%	16%	5%	10%	9%	76%	15%
CZ	1070	38%	33%	18%	9%	2%	71%	27%
DK	1032	44%	19%	14%	21%	2%	63%	35%
D-W	1036	47%	18%	17%	16%	2%	65%	33%
DE	1562	47%	19%	16%	16%	2%	66%	32%
D-E	526	50%	21%	14%	14%	1%	71%	28%
EE	1000	51%	21%	10%	13%	5%	72%	23%
EL	1000	50%	25%	16%	9%	-	75%	25%
ES	1004	40%	24%	14%	16%	6%	64%	30%
FR	1054	34%	25%	15%	22%	4%	59%	37%
IE	1000	42%	23%	15%	11%	9%	65%	26%
IT	1036	42%	22%	14%	14%	8%	64%	28%
CY	506	65%	16%	9%	8%	2%	81%	17%
LV	1004	53%	18%	11%	11%	7%	71%	22%
LT	1009	55%	17%	8%	12%	8%	72%	20%
LU	513	42%	17%	22%	12%	7%	59%	34%
HU	1000	66%	15%	6%	10%	3%	81%	16%
MT	500	44%	22%	19%	11%	4%	66%	30%
NL	1023	44%	19%	14%	21%	2%	63%	35%
AT	1008	29%	29%	21%	17%	4%	58%	38%
PL	1000	39%	26%	11%	16%	8%	65%	27%
PT	1000	24%	27%	23%	18%	8%	51%	41%
RO	1024	28%	25%	11%	19%	17%	53%	30%
SI	1026	38%	20%	17%	23%	2%	58%	40%
SK	1049	34%	31%	21%	10%	4%	65%	31%
FI	1001	49%	23%	17%	10%	1%	72%	27%
SE	1007	35%	24%	17%	22%	2%	59%	39%
UK	1306	39%	25%	18%	13%	5%	64%	31%
At least one cross-border purchase in the EU								
Yes	6644	26%	28%	26%	17%	3%	54%	43%
No	20102	46%	22%	11%	15%	6%	68%	26%
Not interested in making cross-border purchase								
Agree	15416	57%	24%	8%	9%	2%	81%	17%
Disagree	8778	19%	22%	28%	29%	2%	41%	57%
Feel adequately protected								
Yes	13574	40%	24%	17%	15%	4%	64%	32%
No	10322	43%	23%	14%	16%	4%	66%	30%
Has made a formal complaint								
Yes	4175	34%	25%	21%	17%	3%	59%	38%
No	21921	43%	23%	14%	15%	5%	66%	29%
Internet connection at home								
Yes	14144	34%	26%	21%	15%	4%	60%	36%
No	12601	49%	19%	9%	16%	7%	68%	25%

QC15.5 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the European Union, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements.

You are not interested in cross-border shopping because you do not have access to the Internet

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	21%	10%	18%	46%	5%	31%	64%
BE	1012	18%	10%	19%	53%	-	28%	72%
BG	1000	43%	10%	15%	20%	12%	53%	35%
CZ	1070	24%	11%	28%	34%	3%	35%	62%
DK	1032	11%	4%	7%	76%	2%	15%	83%
D-W	1036	24%	5%	14%	55%	2%	29%	69%
DE	1562	25%	6%	14%	54%	1%	31%	68%
D-E	526	28%	9%	13%	49%	1%	37%	62%
EE	1000	24%	8%	16%	46%	6%	32%	62%
EL	1000	24%	20%	26%	30%	-	44%	56%
ES	1004	21%	15%	23%	33%	8%	36%	56%
FR	1054	16%	9%	13%	58%	4%	25%	71%
IE	1000	22%	11%	18%	41%	8%	33%	59%
IT	1036	15%	13%	21%	43%	8%	28%	64%
CY	506	36%	8%	17%	36%	3%	44%	53%
LV	1004	26%	11%	18%	39%	6%	37%	57%
LT	1009	38%	10%	14%	30%	8%	48%	44%
LU	513	15%	4%	21%	53%	7%	19%	74%
HU	1000	55%	11%	12%	18%	4%	66%	30%
MT	500	20%	14%	15%	48%	3%	34%	63%
NL	1023	8%	1%	8%	81%	2%	9%	89%
AT	1008	23%	13%	20%	40%	4%	36%	60%
PL	1000	28%	13%	20%	32%	7%	41%	52%
PT	1000	15%	18%	32%	28%	7%	33%	60%
RO	1024	20%	11%	17%	30%	22%	31%	47%
SI	1026	20%	9%	17%	52%	2%	29%	69%
SK	1049	26%	19%	29%	22%	4%	45%	51%
FI	1001	20%	7%	18%	54%	1%	27%	72%
SE	1007	11%	4%	8%	75%	2%	15%	83%
UK	1306	17%	8%	19%	52%	4%	25%	71%
At least one cross-border purchase in the EU								
Yes	6644	8%	7%	18%	65%	2%	15%	83%
No	20102	25%	11%	18%	39%	7%	36%	57%
Not interested in making cross-border purchase								
Agree	15416	32%	14%	17%	34%	3%	46%	51%
Disagree	8778	6%	4%	22%	66%	2%	10%	88%
Feel adequately protected								
Yes	13574	20%	10%	17%	50%	3%	30%	67%
No	10322	21%	11%	19%	44%	5%	32%	63%
Has made a formal complaint								
Yes	4175	11%	7%	17%	62%	3%	18%	79%
No	21921	23%	11%	18%	43%	5%	34%	61%
Internet connection at home								
Yes	14144	4%	6%	22%	65%	3%	10%	87%
No	12601	39%	15%	14%	24%	8%	54%	38%

QC15.6 Thinking generally about purchasing goods or services from sellers\ providers located elsewhere in the European Union, which we refer to as "cross-border shopping", please tell me to what extent you agree or disagree with each of the following statements.

You are not interested in making a cross-border purchase in the EU in the next 12 months

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	39%	18%	15%	18%	10%	57%	33%
BE	1012	35%	19%	23%	21%	2%	54%	44%
BG	1000	62%	11%	4%	9%	14%	73%	13%
CZ	1070	39%	31%	16%	10%	4%	70%	26%
DK	1032	28%	11%	20%	37%	4%	39%	57%
D-W	1036	44%	15%	15%	22%	4%	59%	37%
DE	1562	45%	15%	15%	21%	4%	60%	36%
D-E	526	51%	15%	16%	15%	3%	66%	31%
EE	1000	43%	15%	18%	18%	6%	58%	36%
EL	1000	51%	25%	14%	8%	2%	76%	22%
ES	1004	45%	23%	10%	11%	11%	68%	21%
FR	1054	31%	15%	13%	25%	16%	46%	38%
IE	1000	33%	17%	14%	20%	16%	50%	34%
IT	1036	38%	19%	12%	15%	16%	57%	27%
CY	506	53%	16%	11%	12%	8%	69%	23%
LV	1004	37%	16%	20%	18%	9%	53%	38%
LT	1009	54%	15%	13%	12%	6%	69%	25%
LU	513	12%	6%	29%	35%	18%	18%	64%
HU	1000	67%	13%	7%	9%	4%	80%	16%
MT	500	31%	18%	12%	21%	18%	49%	33%
NL	1023	32%	9%	22%	30%	7%	41%	52%
AT	1008	23%	20%	25%	24%	8%	43%	49%
PL	1000	41%	22%	13%	15%	9%	63%	28%
PT	1000	34%	31%	17%	9%	9%	65%	26%
RO	1024	26%	19%	15%	20%	20%	45%	35%
SI	1026	32%	18%	20%	26%	4%	50%	46%
SK	1049	34%	27%	20%	9%	10%	61%	29%
FI	1001	37%	18%	25%	17%	3%	55%	42%
SE	1007	27%	13%	17%	36%	7%	40%	53%
UK	1306	40%	18%	19%	17%	6%	58%	36%
At least one cross-border purchase in the EU								
Yes	6644	15%	18%	26%	31%	10%	33%	57%
No	20102	47%	19%	11%	14%	9%	66%	25%
Not interested in making cross-border purchase								
Agree	15416	68%	32%	-	-	-	100%	
Disagree	8778	-	-	45%	55%	-		100%
Feel adequately protected								
Yes	13574	38%	19%	16%	19%	8%	57%	35%
No	10322	40%	18%	15%	19%	8%	58%	34%
Has made a formal complaint								
Yes	4175	29%	18%	21%	24%	8%	47%	45%
No	21921	41%	19%	14%	17%	9%	60%	31%
Internet connection at home								
Yes	14144	28%	20%	20%	22%	10%	48%	42%
No	12601	52%	17%	9%	14%	8%	69%	23%

QC16.1 For each of the following, would you be more confident making purchases from sellers\ providers located in another European Union country, in (OUR COUNTRY) or equally confident in both?

Purchasing goods or services via the Internet

	TOTAL	More confident in another EU country than in (OUR COUNTRY)	More confident in (OUR COUNTRY) than in another EU country	Equally confident	DK
UE27 EU27	26746	6%	37%	34%	23%
BE	1012	4%	48%	37%	11%
BG	1000	7%	14%	19%	60%
CZ	1070	10%	36%	40%	14%
DK	1032	2%	59%	33%	6%
D-W	1036	4%	48%	29%	19%
DE	1562	4%	48%	28%	20%
D-E	526	5%	48%	23%	24%
EE	1000	5%	36%	29%	30%
EL	1000	14%	31%	54%	1%
ES	1004	5%	17%	42%	36%
FR	1054	9%	42%	31%	18%
IE	1000	4%	33%	31%	32%
IT	1036	5%	26%	46%	23%
CY	506	6%	38%	24%	32%
LV	1004	7%	32%	32%	29%
LT	1009	6%	21%	42%	31%
LU	513	4%	20%	46%	30%
HU	1000	3%	34%	34%	29%
MT	500	11%	33%	30%	26%
NL	1023	7%	48%	38%	7%
AT	1008	4%	43%	35%	18%
PL	1000	8%	27%	36%	29%
PT	1000	3%	21%	43%	33%
RO	1024	9%	13%	35%	43%
SI	1026	7%	32%	43%	18%
SK	1049	3%	47%	32%	18%
FI	1001	6%	66%	19%	9%
SE	1007	3%	67%	24%	6%
UK	1306	3%	53%	26%	18%
At least one cross-border purchase in the EU					
Yes	6644	7%	42%	42%	9%
No	20102	5%	36%	32%	27%
Not interested in making cross-border purchase					
Agree	15416	5%	39%	30%	26%
Disagree	8778	7%	37%	41%	15%
Feel adequately protected					
Yes	13574	5%	41%	36%	18%
No	10322	7%	36%	35%	22%
Has made a formal complaint					
Yes	4175	6%	47%	35%	12%
No	21921	5%	36%	35%	24%
Internet connection at home					
Yes	14144	6%	44%	41%	9%
No	12601	5%	30%	27%	38%

QC16.2 For each of the following, would you be more confident making purchases from sellers\ providers located in another European Union country, in (OUR COUNTRY) or equally confident in both?

Purchasing goods or services by phone or post

	TOTAL	More confident in another EU country than in (OUR COUNTRY)	More confident in (OUR COUNTRY) than in another EU country	Equally confident	DK
UE27 EU27	26746	6%	46%	29%	19%
BE	1012	4%	60%	26%	10%
BG	1000	6%	21%	20%	53%
CZ	1070	11%	42%	34%	13%
DK	1032	2%	73%	19%	6%
D-W	1036	3%	55%	27%	15%
DE	1562	4%	56%	25%	15%
D-E	526	4%	63%	19%	14%
EE	1000	5%	45%	26%	24%
EL	1000	13%	42%	45%	-
ES	1004	5%	23%	40%	32%
FR	1054	12%	50%	23%	15%
IE	1000	4%	42%	25%	29%
IT	1036	3%	37%	41%	19%
CY	506	5%	45%	18%	32%
LV	1004	6%	37%	29%	28%
LT	1009	6%	25%	38%	31%
LU	513	6%	31%	31%	32%
HU	1000	3%	41%	31%	25%
MT	500	5%	53%	21%	21%
NL	1023	7%	59%	25%	9%
AT	1008	4%	57%	28%	11%
PL	1000	9%	34%	31%	26%
PT	1000	2%	31%	40%	27%
RO	1024	7%	20%	34%	39%
SI	1026	9%	41%	36%	14%
SK	1049	4%	56%	25%	15%
FI	1001	5%	75%	13%	7%
SE	1007	3%	78%	13%	6%
UK	1306	5%	65%	19%	11%
At least one cross-border purchase in the EU					
Yes	6644	7%	51%	32%	10%
No	20102	6%	44%	28%	22%
Not interested in making cross-border purchase					
Agree	15416	6%	48%	26%	20%
Disagree	8778	7%	45%	34%	14%
Feel adequately protected					
Yes	13574	6%	50%	30%	14%
No	10322	7%	45%	30%	18%
Has made a formal complaint					
Yes	4175	8%	55%	26%	11%
No	21921	6%	45%	30%	19%
Internet connection at home					
Yes	14144	6%	51%	32%	11%
No	12601	6%	40%	26%	28%

QC16.3 For each of the following, would you be more confident making purchases from sellers\ providers located in another European Union country, in (OUR COUNTRY) or equally confident in both?

Purchasing goods or services from sales representatives at your home or work

	TOTAL	More confident in another EU country than in (OUR COUNTRY)	More confident in (OUR COUNTRY) than in another EU country	Equally confident	DK
UE27 EU27	26746	6%	45%	28%	21%
BE	1012	4%	58%	26%	12%
BG	1000	6%	27%	20%	47%
CZ	1070	11%	42%	33%	14%
DK	1032	1%	61%	26%	12%
D-W	1036	3%	56%	24%	17%
DE	1562	3%	57%	23%	17%
D-E	526	4%	61%	17%	18%
EE	1000	5%	41%	22%	32%
EL	1000	12%	48%	40%	-
ES	1004	5%	25%	40%	30%
FR	1054	11%	47%	20%	22%
IE	1000	4%	43%	21%	32%
IT	1036	4%	39%	40%	17%
CY	506	4%	50%	16%	30%
LV	1004	5%	37%	26%	32%
LT	1009	5%	24%	38%	33%
LU	513	6%	26%	26%	42%
HU	1000	3%	46%	28%	23%
MT	500	5%	56%	14%	25%
NL	1023	5%	53%	29%	13%
AT	1008	4%	58%	23%	15%
PL	1000	7%	32%	31%	30%
PT	1000	4%	35%	36%	25%
RO	1024	8%	22%	34%	36%
SI	1026	8%	41%	34%	17%
SK	1049	4%	55%	30%	11%
FI	1001	4%	65%	15%	16%
SE	1007	2%	68%	19%	11%
UK	1306	4%	61%	15%	20%
At least one cross-border purchase in the EU					
Yes	6644	6%	49%	28%	17%
No	20102	6%	44%	27%	23%
Not interested in making cross-border purchase					
Agree	15416	5%	49%	25%	21%
Disagree	8778	6%	44%	32%	18%
Feel adequately protected					
Yes	13574	5%	49%	29%	17%
No	10322	7%	45%	28%	20%
Has made a formal complaint					
Yes	4175	7%	52%	25%	16%
No	21921	5%	45%	28%	22%
Internet connection at home					
Yes	14144	5%	49%	30%	16%
No	12601	6%	42%	24%	28%

QC16.4 For each of the following, would you be more confident making purchases from sellers\ providers located in another European Union country, in (OUR COUNTRY) or equally confident in both?

Purchasing goods or services from a seller\ provider whilst on holiday, on a shopping trip or a business trip

	TOTAL	More confident in another EU country than in (OUR COUNTRY)	More confident in (OUR COUNTRY) than in another EU country	Equally confident	DK
UE27 EU27	26746	6%	36%	37%	21%
BE	1012	4%	46%	40%	10%
BG	1000	7%	20%	21%	52%
CZ	1070	11%	27%	49%	13%
DK	1032	4%	43%	43%	10%
D-W	1036	6%	46%	32%	16%
DE	1562	6%	46%	31%	17%
D-E	526	4%	47%	27%	22%
EE	1000	7%	31%	34%	28%
EL	1000	12%	41%	47%	-
ES	1004	5%	22%	42%	31%
FR	1054	9%	36%	33%	22%
IE	1000	3%	31%	30%	36%
IT	1036	4%	29%	45%	22%
CY	506	7%	38%	31%	24%
LV	1004	6%	28%	37%	29%
LT	1009	7%	19%	43%	31%
LU	513	7%	24%	34%	35%
HU	1000	3%	42%	34%	21%
MT	500	14%	27%	30%	29%
NL	1023	5%	35%	52%	8%
AT	1008	5%	48%	35%	12%
PL	1000	8%	31%	37%	24%
PT	1000	3%	27%	41%	29%
RO	1024	11%	13%	39%	37%
SI	1026	7%	31%	46%	16%
SK	1049	4%	40%	40%	16%
FI	1001	4%	52%	36%	8%
SE	1007	2%	53%	36%	9%
UK	1306	5%	47%	32%	16%
At least one cross-border purchase in the EU					
Yes	6644	8%	33%	49%	10%
No	20102	6%	37%	33%	24%
Not interested in making cross-border purchase					
Agree	15416	6%	40%	32%	22%
Disagree	8778	8%	32%	46%	14%
Feel adequately protected					
Yes	13574	6%	38%	40%	16%
No	10322	7%	37%	36%	20%
Has made a formal complaint					
Yes	4175	8%	39%	40%	13%
No	21921	6%	36%	37%	21%
Internet connection at home					
Yes	14144	7%	36%	44%	13%
No	12601	6%	35%	30%	29%

QC17.1 And for each of the following situations, would you say that they are more likely to happen in another EU country than in (OUR COUNTRY), more likely to happen in (OUR COUNTRY) than in another EU country or equally likely in both?

You could experience difficulties when resolving problems such as complaints, returns of faulty products, etc.

	TOTAL	More likely in another EU country than in (OUR COUNTRY)	More likely in (OUR COUNTRY) than in another EU country	Equally likely in both	DK
UE27 EU27	26746	33%	16%	39%	12%
BE	1012	52%	12%	33%	3%
BG	1000	9%	28%	36%	27%
CZ	1070	18%	14%	63%	5%
DK	1032	57%	5%	33%	5%
D-W	1036	45%	16%	31%	8%
DE	1562	45%	15%	32%	8%
D-E	526	46%	11%	37%	6%
EE	1000	31%	14%	38%	17%
EL	1000	24%	27%	48%	1%
ES	1004	18%	11%	43%	28%
FR	1054	46%	9%	39%	6%
IE	1000	38%	7%	36%	19%
IT	1036	30%	16%	39%	15%
CY	506	32%	31%	30%	7%
LV	1004	21%	17%	44%	18%
LT	1009	19%	16%	45%	20%
LU	513	44%	7%	42%	7%
HU	1000	38%	17%	32%	13%
MT	500	18%	24%	48%	10%
NL	1023	41%	15%	39%	5%
AT	1008	41%	13%	39%	7%
PL	1000	9%	27%	45%	19%
PT	1000	24%	12%	44%	20%
RO	1024	11%	23%	39%	27%
SI	1026	32%	7%	56%	5%
SK	1049	30%	14%	50%	6%
FI	1001	65%	9%	22%	4%
SE	1007	63%	6%	27%	4%
UK	1306	37%	19%	37%	7%
At least one cross-border purchase in the EU					
Yes	6644	37%	16%	42%	5%
No	20102	32%	16%	37%	15%
Not interested in making cross-border purchase					
Agree	15416	35%	16%	37%	12%
Disagree	8778	33%	17%	41%	9%
Feel adequately protected					
Yes	13574	35%	16%	40%	9%
No	10322	33%	18%	39%	10%
Has made a formal complaint					
Yes	4175	42%	17%	35%	6%
No	21921	32%	15%	40%	13%
Internet connection at home					
Yes	14144	37%	15%	42%	6%
No	12601	29%	17%	35%	19%

QC17.2 And for each of the following situations, would you say that they are more likely to happen in another EU country than in (OUR COUNTRY), more likely to happen in (OUR COUNTRY) than in another EU country or equally likely in both?

You could fall victim to scams or frauds when purchasing goods or services

	TOTAL	More likely in another EU country than in (OUR COUNTRY)	More likely in (OUR COUNTRY) than in another EU country	Equally likely in both	DK
UE27 EU27	26746	24%	11%	55%	10%
BE	1012	44%	6%	48%	2%
BG	1000	6%	30%	40%	24%
CZ	1070	9%	13%	74%	4%
DK	1032	52%	2%	41%	5%
D-W	1036	35%	7%	53%	5%
DE	1562	34%	7%	54%	5%
D-E	526	30%	5%	60%	5%
EE	1000	22%	7%	58%	13%
EL	1000	14%	18%	68%	-
ES	1004	14%	11%	53%	22%
FR	1054	30%	7%	58%	5%
IE	1000	39%	5%	38%	18%
IT	1036	14%	13%	61%	12%
CY	506	41%	6%	48%	5%
LV	1004	13%	11%	60%	16%
LT	1009	10%	13%	61%	16%
LU	513	35%	4%	54%	7%
HU	1000	18%	17%	50%	15%
MT	500	19%	12%	60%	9%
NL	1023	30%	5%	62%	3%
AT	1008	41%	10%	43%	6%
PL	1000	6%	22%	58%	14%
PT	1000	16%	10%	56%	18%
RO	1024	7%	21%	47%	25%
SI	1026	27%	6%	62%	5%
SK	1049	18%	12%	65%	5%
FI	1001	66%	4%	26%	4%
SE	1007	44%	1%	53%	2%
UK	1306	29%	9%	56%	6%
At least one cross-border purchase in the EU					
Yes	6644	27%	10%	59%	4%
No	20102	23%	11%	54%	12%
Not interested in making cross-border purchase					
Agree	15416	25%	11%	54%	10%
Disagree	8778	24%	12%	57%	7%
Feel adequately protected					
Yes	13574	27%	10%	57%	6%
No	10322	22%	13%	57%	8%
Has made a formal complaint					
Yes	4175	28%	10%	58%	4%
No	21921	23%	11%	56%	10%
Internet connection at home					
Yes	14144	26%	10%	60%	4%
No	12601	21%	13%	50%	16%

QC17.3 And for each of the following situations, would you say that they are more likely to happen in another EU country than in (OUR COUNTRY), more likely to happen in (OUR COUNTRY) than in another EU country or equally likely in both?

You could experience delivery problems with goods or services

	TOTAL	More likely in another EU country than in (OUR COUNTRY)	More likely in (OUR COUNTRY) than in another EU country	Equally likely in both	DK
UE27 EU27	26746	28%	10%	51%	11%
BE	1012	50%	6%	42%	2%
BG	1000	9%	24%	35%	32%
CZ	1070	12%	10%	73%	5%
DK	1032	47%	3%	44%	6%
D-W	1036	38%	6%	50%	6%
DE	1562	37%	6%	51%	6%
D-E	526	33%	5%	55%	7%
EE	1000	25%	7%	52%	16%
EL	1000	22%	19%	58%	1%
ES	1004	20%	8%	48%	24%
FR	1054	33%	7%	54%	6%
IE	1000	38%	6%	37%	19%
IT	1036	24%	12%	51%	13%
CY	506	37%	19%	37%	7%
LV	1004	17%	9%	57%	17%
LT	1009	18%	10%	53%	19%
LU	513	33%	5%	56%	6%
HU	1000	21%	16%	44%	19%
MT	500	25%	9%	54%	12%
NL	1023	44%	4%	48%	4%
AT	1008	31%	10%	53%	6%
PL	1000	8%	20%	55%	17%
PT	1000	26%	8%	47%	19%
RO	1024	10%	19%	42%	29%
SI	1026	33%	6%	56%	5%
SK	1049	25%	10%	59%	6%
FI	1001	64%	4%	27%	5%
SE	1007	48%	1%	48%	3%
UK	1306	32%	11%	52%	5%
At least one cross-border purchase in the EU					
Yes	6644	30%	10%	56%	4%
No	20102	27%	10%	49%	14%
Not interested in making cross-border purchase					
Agree	15416	30%	10%	49%	11%
Disagree	8778	27%	11%	54%	8%
Feel adequately protected					
Yes	13574	30%	9%	54%	7%
No	10322	28%	12%	50%	10%
Has made a formal complaint					
Yes	4175	32%	9%	54%	5%
No	21921	28%	10%	50%	12%
Internet connection at home					
Yes	14144	30%	9%	56%	5%
No	12601	26%	11%	45%	18%

QC17.4 And for each of the following situations, would you say that they are more likely to happen in another EU country than in (OUR COUNTRY), more likely to happen in (OUR COUNTRY) than in another EU country or equally likely in both?

You could encounter sellers\ providers who do not respect consumer laws

	TOTAL	More likely in another EU country than in (OUR COUNTRY)	More likely in (OUR COUNTRY) than in another EU country	Equally likely in both	DK
UE27 EU27	26746	23%	11%	54%	12%
BE	1012	47%	6%	44%	3%
BG	1000	5%	31%	38%	26%
CZ	1070	6%	15%	75%	4%
DK	1032	49%	3%	43%	5%
D-W	1036	38%	6%	49%	7%
DE	1562	38%	6%	50%	6%
D-E	526	36%	4%	55%	5%
EE	1000	15%	10%	59%	16%
EL	1000	7%	21%	72%	-
ES	1004	13%	9%	55%	23%
FR	1054	32%	6%	55%	7%
IE	1000	31%	5%	41%	23%
IT	1036	12%	13%	62%	13%
CY	506	18%	22%	51%	9%
LV	1004	8%	14%	61%	17%
LT	1009	7%	18%	56%	19%
LU	513	35%	4%	53%	8%
HU	1000	8%	25%	51%	16%
MT	500	6%	19%	65%	10%
NL	1023	27%	4%	64%	5%
AT	1008	46%	11%	37%	6%
PL	1000	3%	25%	58%	14%
PT	1000	13%	9%	57%	21%
RO	1024	6%	25%	42%	27%
SI	1026	22%	8%	65%	5%
SK	1049	15%	15%	64%	6%
FI	1001	63%	5%	27%	5%
SE	1007	53%	1%	40%	6%
UK	1306	30%	9%	52%	9%
At least one cross-border purchase in the EU					
Yes	6644	27%	11%	56%	6%
No	20102	22%	11%	53%	14%
Not interested in making cross-border purchase					
Agree	15416	24%	11%	53%	12%
Disagree	8778	24%	12%	56%	8%
Feel adequately protected					
Yes	13574	27%	10%	55%	8%
No	10322	21%	14%	56%	9%
Has made a formal complaint					
Yes	4175	30%	10%	54%	6%
No	21921	22%	12%	54%	12%
Internet connection at home					
Yes	14144	26%	10%	58%	6%
No	12601	20%	13%	50%	17%

QC17.5 And for each of the following situations, would you say that they are more likely to happen in another EU country than in (OUR COUNTRY), more likely to happen in (OUR COUNTRY) than in another EU country or equally likely in both?

You could experience problems when returning a product you bought at a distance within the cooling-off period

	TOTAL	More likely in another EU country than in (OUR COUNTRY)	More likely in (OUR COUNTRY) than in another EU country	Equally likely in both	DK
UE27 EU27	26746	33%	11%	44%	12%
BE	1012	56%	7%	35%	2%
BG	1000	8%	21%	36%	35%
CZ	1070	20%	11%	63%	6%
DK	1032	58%	3%	32%	7%
D-W	1036	47%	7%	39%	7%
DE	1562	47%	7%	39%	7%
D-E	526	49%	5%	40%	6%
EE	1000	26%	7%	48%	19%
EL	1000	23%	19%	57%	1%
ES	1004	19%	8%	48%	25%
FR	1054	41%	8%	44%	7%
IE	1000	39%	6%	33%	22%
IT	1036	26%	12%	48%	14%
CY	506	35%	21%	35%	9%
LV	1004	18%	10%	55%	17%
LT	1009	13%	14%	51%	22%
LU	513	45%	4%	44%	7%
HU	1000	17%	23%	43%	17%
MT	500	26%	8%	46%	20%
NL	1023	47%	6%	42%	5%
AT	1008	46%	11%	37%	6%
PL	1000	12%	24%	49%	15%
PT	1000	25%	8%	48%	19%
RO	1024	9%	20%	40%	31%
SI	1026	32%	6%	55%	7%
SK	1049	32%	10%	51%	7%
FI	1001	70%	4%	21%	5%
SE	1007	67%	2%	26%	5%
UK	1306	39%	8%	43%	10%
At least one cross-border purchase in the EU					
Yes	6644	39%	11%	44%	6%
No	20102	31%	11%	43%	15%
Not interested in making cross-border purchase					
Agree	15416	34%	11%	43%	12%
Disagree	8778	34%	12%	45%	9%
Feel adequately protected					
Yes	13574	36%	10%	45%	9%
No	10322	31%	13%	45%	11%
Has made a formal complaint					
Yes	4175	41%	10%	43%	6%
No	21921	32%	11%	44%	13%
Internet connection at home					
Yes	14144	37%	10%	46%	7%
No	12601	29%	11%	41%	19%

QC18 In the last 12 months, have you used the Internet to compare goods or services from different sellers\ providers, for example by visiting price comparison websites? (MULTIPLE ANSWERS POSSIBLE)

	TOTAL	Yes and you bought the item via the Internet	Yes, but you bought the item in a shop	Yes, but you did not buy the item	No	DK	Yes
UE27 EU27	26746	17%	10%	13%	63%	1%	36%
BE	1012	9%	16%	17%	62%	-	38%
BG	1000	3%	1%	6%	88%	2%	10%
CZ	1070	21%	11%	14%	55%	1%	44%
DK	1032	32%	24%	30%	37%	0%	62%
D-W	1036	26%	12%	11%	58%	1%	42%
DE	1562	25%	12%	11%	59%	0%	41%
D-E	526	21%	10%	11%	63%	0%	37%
EE	1000	10%	12%	18%	64%	1%	35%
EL	1000	7%	2%	6%	85%	-	15%
ES	1004	12%	8%	9%	73%	5%	22%
FR	1054	20%	13%	18%	54%	0%	46%
IE	1000	14%	6%	11%	69%	4%	27%
IT	1036	7%	9%	14%	70%	1%	29%
CY	506	12%	2%	12%	75%	1%	25%
LV	1004	14%	8%	15%	65%	2%	33%
LT	1009	3%	6%	12%	78%	2%	20%
LU	513	19%	14%	12%	60%	1%	39%
HU	1000	7%	8%	8%	77%	1%	22%
MT	500	14%	2%	8%	76%	-	24%
NL	1023	30%	27%	16%	35%	0%	65%
AT	1008	20%	12%	13%	60%	1%	39%
PL	1000	12%	5%	14%	70%	1%	30%
PT	1000	5%	3%	7%	85%	0%	15%
RO	1024	4%	2%	5%	88%	2%	11%
SI	1026	11%	17%	14%	64%	0%	36%
SK	1049	7%	7%	14%	73%	1%	26%
FI	1001	20%	18%	22%	48%	0%	52%
SE	1007	33%	31%	30%	32%	0%	68%
UK	1306	30%	10%	15%	50%	1%	49%
At least one cross-border purchase in the EU							
Yes	6644	37%	22%	21%	34%	1%	65%
No	20102	11%	7%	11%	72%	1%	26%
Not interested in making cross-border purchase							
Agree	15416	10%	7%	10%	74%	1%	26%
Disagree	8778	29%	16%	18%	47%	1%	52%
Feel adequately protected							
Yes	13574	21%	12%	14%	58%	1%	41%
No	10322	15%	10%	14%	65%	1%	34%
Has made a formal complaint							
Yes	4175	35%	18%	20%	37%	1%	63%
No	21921	14%	9%	12%	68%	1%	31%
Internet connection at home							
Yes	14144	30%	17%	21%	40%	1%	60%
No	12601	3%	3%	5%	89%	2%	10%

QC19 Among the following, which are the best ways to protect consumers? (ROTATION – MAX. 5 ANSWERS)

	TOTAL	Easy comparison of offers	Clear and transparent pricing	Clear written information about the goods or services and the sales contract	The right to replace, repair, ask for a price reduction or terminate the contract when you buy a faulty product	The right to return products within the cooling-off period without giving a reason when you buy the product at home or at a distance	Obligation to indicate prices of goods in unit terms (price per kilo, per metre, per litre, etc.)	Legal obligation to ensure timely delivery	Legal obligation to ensure safe goods and services	Legal obligation not to mislead or deceive consumers	Ability of public authorities to investigate and prosecute sellers\ providers who do not respect consumer rights	Right as an individual to take a seller\ provider to court	Right to join other consumers in a collective claim against a seller\ provider	Information and advice from consumer organisations	None of these (SPONTANEOUS)	DK
UE27 EU27	26746	20%	41%	37%	48%	40%	23%	18%	28%	36%	26%	18%	15%	20%	1%	4%
BE	1012	27%	45%	36%	41%	35%	31%	29%	31%	36%	28%	23%	16%	21%	1%	1%
BG	1000	13%	31%	34%	45%	33%	26%	16%	43%	43%	28%	18%	12%	9%	1%	9%
CZ	1070	17%	45%	35%	57%	49%	25%	14%	33%	44%	35%	14%	11%	12%	1%	1%
DK	1032	26%	38%	47%	55%	51%	20%	15%	27%	47%	37%	24%	17%	36%	1%	1%
D-W	1036	20%	38%	35%	55%	52%	24%	14%	25%	41%	32%	23%	18%	25%	1%	3%
DE	1562	20%	37%	36%	57%	53%	24%	14%	27%	40%	32%	21%	17%	26%	1%	2%
D-E	526	19%	34%	41%	61%	55%	24%	15%	33%	38%	31%	15%	15%	28%	1%	1%
EE	1000	19%	47%	38%	52%	41%	21%	21%	34%	37%	17%	14%	7%	14%	1%	7%
EL	1000	32%	50%	38%	45%	33%	22%	23%	38%	41%	31%	27%	15%	11%	1%	0%
ES	1004	23%	36%	31%	31%	31%	20%	16%	26%	27%	21%	15%	14%	14%	1%	5%
FR	1054	23%	47%	34%	42%	34%	29%	27%	18%	32%	30%	24%	30%	34%	1%	2%
IE	1000	31%	52%	39%	48%	40%	22%	19%	30%	33%	23%	20%	12%	18%	1%	5%
IT	1036	17%	45%	38%	52%	28%	22%	14%	28%	31%	28%	17%	19%	15%	3%	1%
CY	506	25%	70%	38%	56%	29%	27%	30%	47%	27%	29%	26%	12%	26%	0%	1%
LV	1004	23%	21%	30%	49%	34%	15%	18%	31%	29%	17%	15%	5%	21%	1%	3%
LT	1009	15%	33%	30%	34%	30%	14%	10%	33%	36%	19%	11%	9%	15%	1%	6%
LU	513	30%	40%	31%	44%	30%	28%	24%	16%	27%	25%	19%	17%	27%	6%	5%
HU	1000	23%	46%	35%	46%	35%	24%	17%	39%	41%	14%	18%	8%	33%	2%	2%
MT	500	20%	56%	37%	52%	34%	18%	22%	19%	29%	18%	7%	5%	23%	-	3%
NL	1023	17%	39%	48%	54%	45%	27%	21%	46%	49%	26%	15%	15%	28%	0%	2%
AT	1008	29%	45%	40%	51%	42%	28%	25%	30%	43%	34%	21%	18%	23%	1%	1%
PL	1000	20%	33%	30%	50%	46%	19%	16%	18%	35%	17%	15%	9%	11%	2%	8%
PT	1000	18%	33%	25%	35%	28%	22%	17%	21%	23%	17%	13%	9%	14%	4%	10%
RO	1024	22%	47%	45%	45%	36%	31%	19%	30%	35%	16%	13%	8%	13%	1%	8%
SI	1026	24%	49%	32%	46%	33%	23%	22%	31%	43%	27%	13%	12%	22%	1%	2%
SK	1049	20%	63%	44%	50%	45%	33%	18%	31%	35%	30%	11%	8%	15%	1%	1%
FI	1001	30%	54%	36%	54%	41%	22%	22%	28%	30%	29%	12%	14%	15%	1%	1%
SE	1007	39%	61%	54%	62%	55%	21%	5%	18%	50%	28%	15%	8%	31%	1%	0%
UK	1306	13%	40%	43%	51%	48%	13%	18%	36%	40%	28%	19%	8%	16%	1%	5%
At least one cross-border purchase in the EU																
Yes	6644	23%	41%	41%	51%	46%	23%	19%	28%	40%	30%	21%	15%	23%	1%	1%
No	20102	20%	42%	36%	47%	39%	23%	17%	28%	35%	25%	18%	15%	19%	2%	4%
Not interested in making cross-border purchase																
Agree	15416	20%	42%	36%	49%	41%	22%	17%	29%	37%	26%	18%	14%	18%	1%	4%
Disagree	8778	22%	40%	39%	48%	41%	24%	19%	28%	36%	27%	19%	17%	22%	2%	2%
Feel adequately protected																
Yes	13574	21%	42%	38%	49%	43%	23%	18%	29%	36%	26%	19%	14%	21%	1%	2%
No	10322	20%	42%	38%	50%	39%	24%	18%	29%	38%	29%	19%	17%	19%	2%	2%
Has made a formal complaint																
Yes	4175	22%	40%	45%	57%	47%	21%	17%	28%	41%	33%	22%	15%	23%	0%	1%
No	21921	20%	42%	36%	47%	39%	23%	18%	28%	36%	25%	18%	15%	20%	1%	4%
Internet connection at home																
Yes	14144	22%	43%	40%	52%	45%	24%	19%	30%	37%	29%	20%	16%	22%	1%	2%
No	12601	18%	40%	33%	44%	35%	22%	16%	27%	35%	24%	17%	14%	17%	2%	6%

QC20.1 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

It is easy to resolve disputes with sellers\ providers through an arbitration, mediation or conciliation body (malfunctioning goods, late\ no delivery, etc.)

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	8%	31%	28%	13%	20%	39%	41%
BE	1012	11%	40%	29%	11%	9%	51%	40%
BG	1000	3%	9%	24%	34%	30%	12%	58%
CZ	1070	3%	22%	42%	23%	10%	25%	65%
DK	1032	10%	37%	31%	11%	11%	47%	42%
D-W	1036	15%	28%	28%	13%	16%	43%	41%
DE	1562	14%	29%	28%	12%	17%	43%	40%
D-E	526	9%	30%	31%	12%	18%	39%	43%
EE	1000	7%	26%	35%	17%	15%	33%	52%
EL	1000	9%	34%	35%	18%	4%	43%	53%
ES	1004	3%	26%	22%	15%	34%	29%	37%
FR	1054	9%	37%	30%	9%	15%	46%	39%
IE	1000	6%	30%	18%	8%	38%	36%	26%
IT	1036	4%	23%	34%	20%	19%	27%	54%
CY	506	11%	39%	27%	9%	14%	50%	36%
LV	1004	7%	25%	29%	19%	20%	32%	48%
LT	1009	5%	18%	33%	22%	22%	23%	55%
LU	513	10%	38%	21%	6%	25%	48%	27%
HU	1000	7%	27%	41%	18%	7%	34%	59%
MT	500	6%	25%	30%	15%	24%	31%	45%
NL	1023	20%	37%	22%	6%	15%	57%	28%
AT	1008	6%	32%	30%	12%	20%	38%	42%
PL	1000	6%	29%	34%	11%	20%	35%	45%
PT	1000	2%	17%	39%	20%	22%	19%	59%
RO	1024	8%	21%	18%	16%	37%	29%	34%
SI	1026	8%	32%	29%	20%	11%	40%	49%
SK	1049	1%	16%	46%	22%	15%	17%	68%
FI	1001	7%	40%	34%	11%	8%	47%	45%
SE	1007	6%	39%	26%	9%	20%	45%	35%
UK	1306	8%	44%	19%	5%	24%	52%	24%
At least one cross-border purchase in the EU								
Yes	6644	10%	36%	28%	10%	16%	46%	38%
No	20102	7%	29%	28%	14%	22%	36%	42%
Not interested in making cross-border purchase								
Agree	15416	8%	29%	28%	14%	21%	37%	42%
Disagree	8778	8%	34%	30%	13%	15%	42%	43%
Feel adequately protected								
Yes	13574	11%	41%	24%	8%	16%	52%	32%
No	10322	5%	21%	39%	22%	13%	26%	61%
Has made a formal complaint								
Yes	4175	10%	36%	29%	11%	14%	46%	40%
No	21921	7%	30%	29%	13%	21%	37%	42%
Internet connection at home								
Yes	14144	9%	34%	30%	11%	16%	43%	41%
No	12601	6%	27%	27%	16%	24%	33%	43%

QC20.2 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

It is easy to resolve disputes with sellers\ providers THROUGH the courts

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	6%	24%	32%	18%	20%	30%	50%
BE	1012	7%	34%	35%	19%	5%	41%	54%
BG	1000	2%	10%	23%	37%	28%	12%	60%
CZ	1070	4%	15%	39%	34%	8%	19%	73%
DK	1032	11%	35%	31%	12%	11%	46%	43%
D-W	1036	12%	25%	32%	16%	15%	37%	48%
DE	1562	11%	25%	33%	16%	15%	36%	49%
D-E	526	8%	22%	38%	18%	14%	30%	56%
EE	1000	3%	17%	32%	25%	23%	20%	57%
EL	1000	13%	34%	31%	20%	2%	47%	51%
ES	1004	3%	20%	27%	17%	33%	23%	44%
FR	1054	4%	26%	39%	16%	15%	30%	55%
IE	1000	6%	25%	21%	12%	36%	31%	33%
IT	1036	5%	26%	31%	21%	17%	31%	52%
CY	506	6%	16%	31%	28%	19%	22%	59%
LV	1004	8%	18%	32%	23%	19%	26%	55%
LT	1009	3%	14%	31%	25%	27%	17%	56%
LU	513	3%	16%	30%	17%	34%	19%	47%
HU	1000	3%	15%	33%	33%	16%	18%	66%
MT	500	4%	13%	28%	33%	22%	17%	61%
NL	1023	13%	27%	32%	10%	18%	40%	42%
AT	1008	5%	23%	32%	20%	20%	28%	52%
PL	1000	3%	19%	38%	19%	21%	22%	57%
PT	1000	2%	12%	41%	23%	22%	14%	64%
RO	1024	5%	17%	23%	22%	33%	22%	45%
SI	1026	4%	16%	33%	41%	6%	20%	74%
SK	1049	1%	13%	47%	27%	12%	14%	74%
FI	1001	3%	21%	47%	20%	9%	24%	67%
SE	1007	6%	25%	31%	15%	23%	31%	46%
UK	1306	8%	32%	29%	7%	24%	40%	36%
At least one cross-border purchase in the EU								
Yes	6644	7%	27%	36%	15%	15%	34%	51%
No	20102	6%	23%	31%	19%	21%	29%	50%
Not interested in making cross-border purchase								
Agree	15416	6%	24%	32%	18%	20%	30%	50%
Disagree	8778	6%	25%	36%	18%	15%	31%	54%
Feel adequately protected								
Yes	13574	9%	33%	30%	12%	16%	42%	42%
No	10322	3%	17%	39%	29%	12%	20%	68%
Has made a formal complaint								
Yes	4175	7%	25%	37%	16%	15%	32%	53%
No	21921	6%	24%	32%	18%	20%	30%	50%
Internet connection at home								
Yes	14144	7%	27%	34%	16%	16%	34%	50%
No	12601	6%	21%	30%	20%	23%	27%	50%

QC20.3 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

You trust independent consumer organisations to protect your rights as a consumer

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	16%	48%	17%	7%	12%	64%	24%
BE	1012	20%	57%	16%	5%	2%	77%	21%
BG	1000	4%	18%	20%	25%	33%	22%	45%
CZ	1070	10%	52%	23%	6%	9%	62%	29%
DK	1032	39%	43%	11%	3%	4%	82%	14%
D-W	1036	25%	49%	15%	6%	5%	74%	21%
DE	1562	24%	50%	15%	6%	5%	74%	21%
D-E	526	22%	55%	14%	5%	4%	77%	19%
EE	1000	17%	42%	19%	8%	14%	59%	27%
EL	1000	13%	42%	29%	14%	2%	55%	43%
ES	1004	10%	53%	15%	5%	17%	63%	20%
FR	1054	22%	54%	11%	3%	10%	76%	14%
IE	1000	14%	50%	12%	5%	19%	64%	17%
IT	1036	8%	43%	24%	11%	14%	51%	35%
CY	506	19%	32%	20%	11%	18%	51%	31%
LV	1004	17%	41%	20%	7%	15%	58%	27%
LT	1009	9%	33%	23%	11%	24%	42%	34%
LU	513	29%	40%	16%	4%	11%	69%	20%
HU	1000	18%	48%	22%	7%	5%	66%	29%
MT	500	23%	41%	14%	6%	16%	64%	20%
NL	1023	43%	44%	7%	2%	4%	87%	9%
AT	1008	19%	52%	16%	5%	8%	71%	21%
PL	1000	8%	43%	21%	7%	21%	51%	28%
PT	1000	7%	39%	27%	10%	17%	46%	37%
RO	1024	5%	28%	25%	13%	29%	33%	38%
SI	1026	9%	46%	27%	13%	5%	55%	40%
SK	1049	4%	45%	32%	10%	9%	49%	42%
FI	1001	14%	62%	18%	3%	3%	76%	21%
SE	1007	28%	49%	13%	5%	5%	77%	18%
UK	1306	15%	56%	14%	3%	12%	71%	17%
At least one cross-border purchase in the EU								
Yes	6644	21%	52%	16%	4%	7%	73%	20%
No	20102	14%	47%	18%	7%	14%	61%	25%
Not interested in making cross-border purchase								
Agree	15416	15%	48%	18%	7%	12%	63%	25%
Disagree	8778	18%	49%	18%	7%	8%	67%	25%
Feel adequately protected								
Yes	13574	22%	59%	10%	3%	6%	81%	13%
No	10322	11%	39%	29%	13%	8%	50%	42%
Has made a formal complaint								
Yes	4175	20%	53%	15%	5%	7%	73%	20%
No	21921	15%	48%	18%	7%	12%	63%	25%
Internet connection at home								
Yes	14144	19%	52%	16%	5%	8%	71%	21%
No	12601	13%	43%	19%	8%	17%	56%	27%

QC20.4 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

You trust public authorities to protect your rights as a consumer

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	10%	44%	27%	10%	9%	54%	37%
BE	1012	9%	51%	29%	9%	2%	60%	38%
BG	1000	6%	21%	19%	27%	27%	27%	46%
CZ	1070	6%	38%	39%	11%	6%	44%	50%
DK	1032	27%	50%	15%	6%	2%	77%	21%
D-W	1036	16%	44%	28%	9%	3%	60%	37%
DE	1562	14%	44%	29%	10%	3%	58%	39%
D-E	526	10%	43%	34%	11%	2%	53%	45%
EE	1000	12%	43%	24%	10%	11%	55%	34%
EL	1000	12%	37%	31%	19%	1%	49%	50%
ES	1004	9%	52%	18%	7%	14%	61%	25%
FR	1054	5%	43%	34%	11%	7%	48%	45%
IE	1000	11%	46%	17%	6%	20%	57%	23%
IT	1036	5%	38%	32%	16%	9%	43%	48%
CY	506	29%	44%	15%	6%	6%	73%	21%
LV	1004	15%	44%	21%	8%	12%	59%	29%
LT	1009	7%	30%	30%	17%	16%	37%	47%
LU	513	15%	45%	21%	9%	10%	60%	30%
HU	1000	18%	48%	23%	7%	4%	66%	30%
MT	500	22%	43%	15%	7%	13%	65%	22%
NL	1023	23%	46%	23%	5%	3%	69%	28%
AT	1008	15%	53%	21%	5%	6%	68%	26%
PL	1000	4%	35%	31%	14%	16%	39%	45%
PT	1000	4%	35%	35%	11%	15%	39%	46%
RO	1024	5%	31%	26%	17%	21%	36%	43%
SI	1026	6%	35%	37%	18%	4%	41%	55%
SK	1049	3%	44%	37%	9%	7%	47%	46%
FI	1001	14%	67%	16%	2%	1%	81%	18%
SE	1007	22%	54%	15%	6%	3%	76%	21%
UK	1306	12%	55%	18%	7%	8%	67%	25%
At least one cross-border purchase in the EU								
Yes	6644	12%	48%	26%	9%	5%	60%	35%
No	20102	9%	43%	27%	11%	10%	52%	38%
Not interested in making cross-border purchase								
Agree	15416	9%	44%	27%	11%	9%	53%	38%
Disagree	8778	11%	45%	28%	11%	5%	56%	39%
Feel adequately protected								
Yes	13574	16%	61%	16%	4%	3%	77%	20%
No	10322	4%	26%	44%	21%	5%	30%	65%
Has made a formal complaint								
Yes	4175	12%	43%	28%	12%	5%	55%	40%
No	21921	10%	44%	27%	10%	9%	54%	37%
Internet connection at home								
Yes	14144	11%	47%	28%	9%	5%	58%	37%
No	12601	9%	40%	26%	12%	13%	49%	38%

QC20.5 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

You would be more willing to defend your rights in court if you could join with other consumers who were complaining about the same thing

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	33%	43%	9%	5%	10%	76%	14%
BE	1012	40%	46%	10%	3%	1%	86%	13%
BG	1000	15%	33%	10%	15%	27%	48%	25%
CZ	1070	27%	50%	12%	3%	8%	77%	15%
DK	1032	55%	32%	6%	4%	3%	87%	10%
D-W	1036	45%	36%	8%	6%	5%	81%	14%
DE	1562	44%	37%	8%	6%	5%	81%	14%
D-E	526	41%	42%	10%	3%	4%	83%	13%
EE	1000	31%	37%	12%	8%	12%	68%	20%
EL	1000	39%	44%	11%	5%	1%	83%	16%
ES	1004	28%	45%	6%	4%	17%	73%	10%
FR	1054	38%	47%	6%	3%	6%	85%	9%
IE	1000	27%	38%	7%	4%	24%	65%	11%
IT	1036	25%	44%	12%	7%	12%	69%	19%
CY	506	50%	32%	4%	3%	11%	82%	7%
LV	1004	27%	37%	14%	9%	13%	64%	23%
LT	1009	18%	38%	15%	10%	19%	56%	25%
LU	513	40%	36%	8%	5%	11%	76%	13%
HU	1000	16%	34%	23%	20%	7%	50%	43%
MT	500	21%	27%	17%	17%	18%	48%	34%
NL	1023	55%	36%	4%	2%	3%	91%	6%
AT	1008	22%	49%	12%	4%	13%	71%	16%
PL	1000	28%	47%	8%	4%	13%	75%	12%
PT	1000	16%	38%	21%	6%	19%	54%	27%
RO	1024	15%	31%	14%	12%	28%	46%	26%
SI	1026	24%	43%	17%	10%	6%	67%	27%
SK	1049	14%	47%	19%	8%	12%	61%	27%
FI	1001	31%	47%	13%	4%	5%	78%	17%
SE	1007	54%	34%	5%	2%	5%	88%	7%
UK	1306	39%	49%	4%	2%	6%	88%	6%
At least one cross-border purchase in the EU								
Yes	6644	38%	46%	7%	4%	5%	84%	11%
No	20102	32%	42%	9%	6%	11%	74%	15%
Not interested in making cross-border purchase								
Agree	15416	33%	44%	8%	5%	10%	77%	13%
Disagree	8778	35%	42%	11%	6%	6%	77%	17%
Feel adequately protected								
Yes	13574	39%	47%	7%	3%	4%	86%	10%
No	10322	31%	42%	13%	9%	5%	73%	22%
Has made a formal complaint								
Yes	4175	45%	40%	7%	3%	5%	85%	10%
No	21921	32%	44%	9%	5%	10%	76%	14%
Internet connection at home								
Yes	14144	39%	45%	7%	4%	5%	84%	11%
No	12601	27%	40%	11%	7%	15%	67%	18%

QC20.6 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

You feel that you are adequately protected by existing measures to protect consumers

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	9%	42%	29%	10%	10%	51%	39%
BE	1012	9%	52%	28%	8%	3%	61%	36%
BG	1000	2%	11%	28%	36%	23%	13%	64%
CZ	1070	5%	43%	37%	9%	6%	48%	46%
DK	1032	23%	50%	17%	5%	5%	73%	22%
D-W	1036	17%	45%	26%	7%	5%	62%	33%
DE	1562	16%	45%	27%	7%	5%	61%	34%
D-E	526	11%	46%	33%	7%	3%	57%	40%
EE	1000	9%	41%	32%	8%	10%	50%	40%
EL	1000	5%	25%	43%	26%	1%	30%	69%
ES	1004	7%	46%	23%	8%	16%	53%	31%
FR	1054	4%	36%	39%	12%	9%	40%	51%
IE	1000	10%	46%	13%	6%	25%	56%	19%
IT	1036	5%	34%	33%	17%	11%	39%	50%
CY	506	11%	41%	29%	9%	10%	52%	38%
LV	1004	7%	28%	40%	14%	11%	35%	54%
LT	1009	2%	23%	37%	20%	18%	25%	57%
LU	513	15%	45%	19%	6%	15%	60%	25%
HU	1000	9%	41%	35%	11%	4%	50%	46%
MT	500	12%	40%	23%	11%	14%	52%	34%
NL	1023	24%	50%	17%	3%	6%	74%	20%
AT	1008	9%	52%	22%	7%	10%	61%	29%
PL	1000	5%	40%	31%	7%	17%	45%	38%
PT	1000	4%	31%	40%	9%	16%	35%	49%
RO	1024	4%	27%	32%	16%	21%	31%	48%
SI	1026	7%	38%	37%	12%	6%	45%	49%
SK	1049	3%	38%	42%	8%	9%	41%	50%
FI	1001	11%	61%	23%	2%	3%	72%	25%
SE	1007	16%	54%	20%	4%	6%	70%	24%
UK	1306	11%	55%	18%	4%	12%	66%	22%
At least one cross-border purchase in the EU								
Yes	6644	11%	47%	28%	8%	6%	58%	36%
No	20102	8%	40%	29%	11%	12%	48%	40%
Not interested in making cross-border purchase								
Agree	15416	9%	41%	29%	10%	11%	50%	39%
Disagree	8778	9%	44%	30%	10%	7%	53%	40%
Feel adequately protected								
Yes	13574	17%	83%	-	-	-	100%	
No	10322	-	-	74%	26%	-		100%
Has made a formal complaint								
Yes	4175	10%	43%	32%	9%	6%	53%	41%
No	21921	9%	42%	28%	10%	11%	51%	38%
Internet connection at home								
Yes	14144	10%	46%	29%	8%	7%	56%	37%
No	12601	8%	37%	29%	12%	14%	45%	41%

QC20.7 For each of the following statements, please tell me if you agree or disagree with it. In (OUR COUNTRY)...

In general, sellers\ providers in (OUR COUNTRY) respect your rights as a consumer

	TOTAL	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Agree	Disagree
UE27 EU27	26746	9%	50%	25%	8%	8%	59%	33%
BE	1012	11%	67%	18%	3%	1%	78%	21%
BG	1000	3%	17%	30%	28%	22%	20%	58%
CZ	1070	3%	46%	35%	11%	5%	49%	46%
DK	1032	9%	48%	31%	7%	5%	57%	38%
D-W	1036	16%	56%	18%	4%	6%	72%	22%
DE	1562	15%	57%	19%	4%	5%	72%	23%
D-E	526	12%	63%	20%	3%	2%	75%	23%
EE	1000	12%	56%	20%	5%	7%	68%	25%
EL	1000	6%	33%	40%	21%	-	39%	61%
ES	1004	12%	51%	18%	6%	13%	63%	24%
FR	1054	4%	57%	26%	6%	7%	61%	32%
IE	1000	10%	48%	14%	6%	22%	58%	20%
IT	1036	3%	33%	37%	17%	10%	36%	54%
CY	506	7%	46%	31%	10%	6%	53%	41%
LV	1004	7%	48%	27%	7%	11%	55%	34%
LT	1009	3%	32%	39%	13%	13%	35%	52%
LU	513	18%	55%	11%	4%	12%	73%	15%
HU	1000	8%	49%	31%	10%	2%	57%	41%
MT	500	10%	48%	22%	10%	10%	58%	32%
NL	1023	21%	56%	18%	2%	3%	77%	20%
AT	1008	9%	57%	20%	5%	9%	66%	25%
PL	1000	3%	46%	32%	7%	12%	49%	39%
PT	1000	2%	37%	35%	9%	17%	39%	44%
RO	1024	4%	30%	32%	14%	20%	34%	46%
SI	1026	8%	53%	26%	8%	5%	61%	34%
SK	1049	4%	50%	32%	6%	8%	54%	38%
FI	1001	15%	73%	10%	1%	1%	88%	11%
SE	1007	21%	56%	16%	3%	4%	77%	19%
UK	1306	12%	65%	13%	4%	6%	77%	17%
At least one cross-border purchase in the EU								
Yes	6644	11%	58%	21%	6%	4%	69%	27%
No	20102	8%	48%	25%	9%	10%	56%	34%
Not interested in making cross-border purchase								
Agree	15416	9%	50%	25%	8%	8%	59%	33%
Disagree	8778	9%	53%	25%	8%	5%	62%	33%
Feel adequately protected								
Yes	13574	15%	68%	13%	2%	2%	83%	15%
No	10322	2%	33%	43%	17%	5%	35%	60%
Has made a formal complaint								
Yes	4175	9%	54%	26%	7%	4%	63%	33%
No	21921	9%	50%	24%	8%	9%	59%	32%
Internet connection at home								
Yes	14144	10%	55%	24%	6%	5%	65%	30%
No	12601	8%	45%	25%	10%	12%	53%	35%

QC21 Have you purchased or signed up to any financial services (e.g. current account, savings account, insurance policy, mortgage, etc.) over the Internet, phone or post in the last 12 months? (MULTIPLE ANSWERS POSSIBLE)

	TOTAL	Yes, from a seller\ provider located in (OUR COUNTRY)	Yes, from a seller\ provider located in another EU country	Yes, from a seller\ provider located outside the EU	No	DK	Yes
UE27 EU27	26746	10%	1%	1%	87%	1%	12%
BE	1012	9%	2%	1%	89%	-	11%
BG	1000	2%	-	0%	97%	1%	2%
CZ	1070	8%	1%	1%	90%	1%	9%
DK	1032	18%	1%	0%	81%	0%	19%
D-W	1036	10%	1%	0%	89%	1%	10%
DE	1562	10%	1%	0%	89%	0%	10%
D-E	526	11%	1%	0%	88%	0%	12%
EE	1000	21%	1%	0%	78%	0%	22%
EL	1000	3%	1%	0%	96%	-	4%
ES	1004	6%	3%	1%	90%	2%	8%
FR	1054	8%	0%	0%	91%	0%	8%
IE	1000	8%	1%	-	87%	4%	8%
IT	1036	5%	4%	3%	87%	1%	12%
CY	506	2%	1%	-	98%	1%	2%
LV	1004	21%	1%	0%	75%	3%	22%
LT	1009	8%	1%	0%	88%	3%	9%
LU	513	2%	1%	-	98%	0%	2%
HU	1000	8%	1%	0%	91%	0%	9%
MT	500	5%	1%	0%	93%	0%	6%
NL	1023	19%	1%	-	80%	0%	20%
AT	1008	10%	3%	3%	83%	2%	15%
PL	1000	11%	1%	1%	85%	3%	12%
PT	1000	2%	1%	2%	93%	2%	5%
RO	1024	7%	0%	0%	90%	3%	8%
SI	1026	7%	1%	-	92%	1%	8%
SK	1049	12%	1%	0%	88%	1%	12%
FI	1001	14%	2%	1%	84%	-	16%
SE	1007	31%	0%	1%	68%	1%	32%
UK	1306	21%	0%	0%	77%	1%	22%
At least one cross-border purchase in the EU							
Yes	6644	21%	3%	1%	76%	1%	24%
No	20102	7%	1%	1%	90%	1%	8%
Not interested in making cross-border purchase							
Agree	15416	7%	1%	1%	91%	1%	9%
Disagree	8778	16%	2%	1%	81%	1%	18%
Feel adequately protected							
Yes	13574	12%	2%	1%	86%	1%	14%
No	10322	10%	1%	1%	88%	1%	12%
Has made a formal complaint							
Yes	4175	23%	2%	1%	75%	1%	24%
No	21921	8%	1%	1%	89%	1%	10%
Internet connection at home							
Yes	14144	16%	1%	1%	82%	1%	17%
No	12601	5%	1%	1%	92%	2%	7%

QC22 How useful or not would it be if all financial service providers used a standard information sheet provided in the same layout in order to allow you to compare prices and offers?

	TOTAL	Very useful	Fairly useful	Not very useful	Not at all useful	DK	Useful	Not useful
UE27 EU27	26746	44%	35%	6%	4%	11%	79%	10%
BE	1012	57%	31%	8%	3%	1%	88%	11%
BG	1000	39%	25%	2%	2%	32%	64%	4%
CZ	1070	43%	41%	6%	3%	7%	84%	9%
DK	1032	62%	27%	4%	4%	3%	89%	8%
D-W	1036	41%	33%	5%	5%	16%	74%	10%
DE	1562	41%	33%	5%	6%	15%	74%	11%
D-E	526	40%	37%	6%	6%	11%	77%	12%
EE	1000	44%	33%	6%	3%	14%	77%	9%
EL	1000	51%	36%	7%	5%	1%	87%	12%
ES	1004	35%	40%	3%	3%	19%	75%	6%
FR	1054	55%	33%	5%	1%	6%	88%	6%
IE	1000	57%	22%	4%	2%	15%	79%	6%
IT	1036	33%	39%	10%	7%	11%	72%	17%
CY	506	60%	29%	1%	1%	9%	89%	2%
LV	1004	41%	33%	7%	5%	14%	74%	12%
LT	1009	36%	33%	4%	6%	21%	69%	10%
LU	513	46%	26%	6%	11%	11%	72%	17%
HU	1000	42%	36%	6%	4%	12%	78%	10%
MT	500	39%	34%	3%	5%	19%	73%	8%
NL	1023	62%	28%	5%	2%	3%	90%	7%
AT	1008	30%	37%	10%	7%	16%	67%	17%
PL	1000	36%	42%	7%	3%	12%	78%	10%
PT	1000	19%	40%	9%	12%	20%	59%	21%
RO	1024	45%	27%	2%	2%	24%	72%	4%
SI	1026	47%	34%	6%	3%	10%	81%	9%
SK	1049	36%	50%	5%	2%	7%	86%	7%
FI	1001	46%	36%	8%	3%	7%	82%	11%
SE	1007	68%	26%	2%	1%	3%	94%	3%
UK	1306	53%	34%	5%	2%	6%	87%	7%
At least one cross-border purchase in the EU								
Yes	6644	52%	34%	6%	3%	5%	86%	9%
No	20102	41%	36%	6%	4%	13%	77%	10%
Not interested in making cross-border purchase								
Agree	15416	42%	37%	5%	3%	13%	79%	8%
Disagree	8778	48%	33%	7%	5%	7%	81%	12%
Feel adequately protected								
Yes	13574	48%	36%	5%	3%	8%	84%	8%
No	10322	44%	35%	7%	5%	9%	79%	12%
Has made a formal complaint								
Yes	4175	56%	30%	6%	2%	6%	86%	8%
No	21921	42%	36%	6%	4%	12%	78%	10%
Internet connection at home								
Yes	14144	51%	35%	5%	3%	6%	86%	8%
No	12601	36%	36%	6%	5%	17%	72%	11%

QC23 In your opinion, what are the main barriers you see in purchasing or signing up for financial services from sellers\ providers in another European Union country compared to (OUR COUNTRY)? Please, give up to 3 answers. (MAX. 3 ANSWERS)

	TOTAL	Insufficient information	Misleading information	Incomprehensible information	Having the information presented in too many different ways	Risks related to fraud	Extra costs	Some sellers\ providers refuse because you live in another country	Lower level of consumer protection in other EU countries	Having to communicate in another language	Lack of personal contact when purchasing or signing up at a distance	Different currencies	There are no different risks between other EU countries and (OUR COUNTRY) (SPONTANEOUS)	Other (SPONTANEOUS)	DK
UE27 EU27	26746	26%	18%	29%	12%	30%	24%	5%	13%	37%	23%	8%	2%	1%	11%
BE	1012	34%	21%	26%	15%	31%	40%	7%	13%	31%	30%	6%	1%	1%	3%
BG	1000	14%	18%	23%	7%	38%	24%	2%	4%	24%	24%	6%	2%	0%	25%
CZ	1070	31%	11%	20%	13%	36%	26%	3%	6%	48%	29%	17%	2%	0%	5%
DK	1032	25%	14%	33%	20%	44%	19%	5%	27%	39%	32%	8%	0%	0%	6%
D-W	1036	27%	21%	32%	9%	35%	25%	5%	24%	31%	25%	4%	3%	1%	9%
DE	1562	28%	22%	33%	9%	35%	25%	5%	23%	32%	25%	4%	3%	1%	9%
D-E	526	29%	28%	35%	8%	38%	24%	3%	19%	39%	23%	2%	2%	0%	8%
EE	1000	39%	8%	26%	9%	39%	33%	6%	4%	28%	16%	9%	2%	-	15%
EL	1000	36%	22%	21%	10%	40%	32%	6%	3%	42%	32%	4%	4%	1%	0%
ES	1004	20%	20%	20%	12%	18%	27%	6%	6%	32%	16%	4%	3%	3%	17%
FR	1054	24%	12%	25%	14%	27%	20%	5%	17%	47%	24%	8%	2%	1%	14%
IE	1000	31%	24%	29%	12%	34%	27%	10%	8%	43%	22%	11%	1%	0%	6%
IT	1036	23%	18%	30%	18%	32%	24%	4%	9%	29%	27%	4%	2%	1%	9%
CY	506	33%	40%	23%	17%	53%	18%	4%	5%	31%	30%	2%	1%	-	7%
LV	1004	35%	11%	27%	8%	31%	30%	4%	4%	30%	17%	16%	4%	1%	10%
LT	1009	33%	11%	31%	9%	31%	27%	4%	5%	38%	16%	14%	2%	4%	8%
LU	513	25%	14%	19%	15%	32%	30%	10%	15%	14%	24%	4%	2%	1%	18%
HU	1000	30%	15%	35%	12%	29%	21%	9%	5%	52%	27%	12%	3%	0%	5%
MT	500	17%	16%	24%	9%	35%	22%	5%	2%	19%	39%	-	1%	-	17%
NL	1023	26%	17%	36%	23%	30%	19%	5%	20%	43%	35%	4%	1%	1%	5%
AT	1008	26%	31%	36%	10%	33%	32%	9%	22%	31%	22%	7%	1%	0%	7%
PL	1000	33%	14%	31%	10%	33%	28%	4%	3%	35%	23%	10%	2%	0%	9%
PT	1000	19%	22%	17%	9%	18%	34%	4%	5%	29%	18%	3%	3%	0%	18%
RO	1024	26%	17%	36%	11%	18%	33%	4%	4%	27%	11%	11%	1%	1%	21%
SI	1026	26%	21%	29%	14%	31%	33%	7%	7%	29%	24%	4%	4%	4%	6%
SK	1049	31%	21%	35%	10%	40%	35%	5%	8%	43%	22%	10%	1%	0%	4%
FI	1001	24%	16%	35%	13%	44%	22%	4%	24%	36%	25%	5%	0%	4%	3%
SE	1007	29%	11%	37%	8%	33%	23%	4%	19%	39%	41%	11%	0%	1%	8%
UK	1306	24%	19%	30%	8%	27%	14%	6%	15%	44%	19%	17%	4%	0%	11%
At least one cross-border purchase in the EU															
Yes	6644	26%	18%	30%	15%	29%	25%	6%	17%	36%	26%	8%	3%	1%	7%
No	20102	26%	18%	29%	11%	30%	24%	5%	11%	37%	22%	8%	2%	1%	12%
Not interested in making cross-border purchase															
Agree	15416	26%	18%	29%	11%	32%	25%	5%	11%	40%	24%	8%	2%	1%	10%
Disagree	8778	25%	19%	29%	14%	28%	24%	6%	15%	34%	23%	8%	3%	1%	9%
Feel adequately protected															
Yes	13574	27%	18%	30%	12%	29%	24%	5%	15%	37%	25%	8%	3%	1%	8%
No	10322	26%	20%	29%	13%	33%	26%	6%	12%	37%	24%	8%	2%	1%	9%
Has made a formal complaint															
Yes	4175	26%	18%	30%	14%	31%	25%	5%	18%	38%	29%	9%	2%	1%	7%
No	21921	26%	18%	29%	12%	30%	24%	5%	12%	37%	23%	8%	3%	1%	11%
Internet connection at home															
Yes	14144	26%	18%	30%	13%	31%	25%	5%	16%	38%	27%	8%	3%	1%	8%
No	12601	26%	18%	28%	11%	28%	23%	5%	9%	36%	20%	7%	2%	1%	14%

QC24 In the past 12 months, have you purchased a package holiday, that is to say a combination of transport and accommodation from a company based in the European Union?

	TOTAL	Yes, and you did not encounter any problems with this package holiday\ purchase	Yes, but you encountered problems with this package holiday\ purchase	No	DK	Yes
UE27 EU27	26746	10%	1%	88%	1%	11%
BE	1012	20%	3%	77%	-	23%
BG	1000	2%	-	96%	2%	2%
CZ	1070	13%	2%	85%	-	15%
DK	1032	27%	1%	72%	-	28%
D-W	1036	12%	1%	86%	1%	13%
DE	1562	12%	1%	86%	1%	13%
D-E	526	12%	-	87%	1%	12%
EE	1000	10%	1%	88%	1%	11%
EL	1000	5%	1%	94%	-	6%
ES	1004	8%	2%	89%	1%	10%
FR	1054	7%	1%	92%	-	8%
IE	1000	20%	11%	65%	4%	31%
IT	1036	9%	3%	86%	2%	12%
CY	506	6%	1%	92%	1%	7%
LV	1004	6%	-	93%	1%	6%
LT	1009	3%	-	95%	2%	3%
LU	513	23%	1%	76%	-	24%
HU	1000	4%	-	96%	-	4%
MT	500	7%	2%	91%	-	9%
NL	1023	26%	2%	72%	-	28%
AT	1008	23%	5%	71%	1%	28%
PL	1000	3%	1%	95%	1%	4%
PT	1000	2%	1%	94%	3%	3%
RO	1024	4%	1%	92%	3%	5%
SI	1026	13%	2%	85%	-	15%
SK	1049	7%	1%	92%	-	8%
FI	1001	20%	2%	78%	-	22%
SE	1007	22%	3%	75%	-	25%
UK	1306	10%	1%	88%	1%	11%
At least one cross-border purchase in the EU						
Yes	6644	23%	3%	73%	1%	26%
No	20102	6%	1%	92%	1%	7%
Not interested in making cross-border purchase						
Agree	15416	7%	1%	91%	1%	8%
Disagree	8778	14%	2%	83%	1%	16%
Feel adequately protected						
Yes	13574	12%	1%	86%	1%	13%
No	10322	9%	1%	89%	1%	10%
Has made a formal complaint						
Yes	4175	16%	2%	81%	1%	18%
No	21921	9%	1%	89%	1%	10%
Internet connection at home						
Yes	14144	14%	2%	83%	1%	16%
No	12601	5%	1%	93%	1%	6%

QC25.1 Now thinking about any package holidays you have taken in the last 3 years, do you tend to agree or not with the following statements?

Sufficient information was given to you by the package holiday operator on the details of the trip prior to your departure, for example on the type and category of the accommodation

	TOTAL	Tend to agree	Tend to disagree	Not applicable (not taken any trips in last 3 years)	DK
UE27 EU27	26746	20%	4%	72%	4%
BE	1012	36%	6%	58%	-
BG	1000	3%	1%	76%	20%
CZ	1070	37%	6%	55%	2%
DK	1032	49%	5%	43%	3%
D-W	1036	26%	2%	71%	1%
DE	1562	26%	3%	70%	1%
D-E	526	25%	4%	68%	3%
EE	1000	17%	4%	74%	5%
EL	1000	7%	3%	90%	-
ES	1004	11%	2%	85%	2%
FR	1054	22%	5%	67%	6%
IE	1000	31%	4%	57%	8%
IT	1036	9%	1%	89%	1%
CY	506	30%	3%	63%	4%
LV	1004	12%	3%	76%	9%
LT	1009	6%	2%	84%	8%
LU	513	29%	4%	64%	3%
HU	1000	7%	3%	86%	4%
MT	500	23%	2%	71%	4%
NL	1023	41%	5%	49%	5%
AT	1008	31%	7%	59%	3%
PL	1000	8%	2%	86%	4%
PT	1000	4%	3%	91%	2%
RO	1024	6%	4%	60%	30%
SI	1026	32%	7%	55%	6%
SK	1049	18%	5%	66%	11%
FI	1001	30%	3%	65%	2%
SE	1007	44%	4%	50%	2%
UK	1306	29%	5%	62%	4%
At least one cross-border purchase in the EU					
Yes	6644	39%	7%	50%	4%
No	20102	13%	3%	80%	4%
Not interested in making cross-border purchase					
Agree	15416	16%	3%	78%	3%
Disagree	8778	25%	5%	65%	5%
Feel adequately protected					
Yes	13574	24%	3%	70%	3%
No	10322	17%	4%	75%	4%
Has made a formal complaint					
Yes	4175	32%	5%	60%	3%
No	21921	18%	3%	75%	4%
Internet connection at home					
Yes	14144	28%	5%	64%	3%
No	12601	10%	2%	82%	6%

QC25.2 Now thinking about any package holidays you have taken in the last 3 years, do you tend to agree or not with the following statements?

The package holiday (transport arrangements, accommodation, etc.) was as it was marketed to you by the operator

	TOTAL	Tend to agree	Tend to disagree	Not applicable (not taken any trips in last 3 years)	DK
UE27 EU27	26746	19%	4%	72%	5%
BE	1012	35%	6%	59%	-
BG	1000	3%	1%	76%	20%
CZ	1070	35%	8%	55%	2%
DK	1032	47%	7%	43%	3%
D-W	1036	24%	4%	71%	1%
DE	1562	24%	4%	71%	1%
D-E	526	25%	3%	69%	3%
EE	1000	17%	4%	74%	5%
EL	1000	7%	2%	90%	1%
ES	1004	10%	3%	85%	2%
FR	1054	22%	5%	67%	6%
IE	1000	8%	26%	57%	9%
IT	1036	9%	2%	89%	-
CY	506	29%	4%	63%	4%
LV	1004	12%	4%	75%	9%
LT	1009	5%	2%	84%	9%
LU	513	30%	4%	64%	2%
HU	1000	7%	2%	86%	5%
MT	500	22%	3%	72%	3%
NL	1023	40%	5%	49%	6%
AT	1008	28%	8%	59%	5%
PL	1000	9%	3%	85%	3%
PT	1000	4%	3%	92%	1%
RO	1024	6%	4%	60%	30%
SI	1026	32%	7%	55%	6%
SK	1049	18%	5%	66%	11%
FI	1001	30%	2%	65%	3%
SE	1007	43%	5%	50%	2%
UK	1306	30%	3%	62%	5%
At least one cross-border purchase in the EU					
Yes	6644	38%	7%	50%	5%
No	20102	13%	3%	80%	4%
Not interested in making cross-border purchase					
Agree	15416	16%	3%	78%	3%
Disagree	8778	25%	5%	65%	5%
Feel adequately protected					
Yes	13574	23%	4%	70%	3%
No	10322	17%	4%	74%	5%
Has made a formal complaint					
Yes	4175	31%	5%	61%	3%
No	21921	17%	4%	75%	4%
Internet connection at home					
Yes	14144	28%	4%	64%	4%
No	12601	10%	3%	82%	5%

QC26 Thinking about non-food items that you might purchase, which of the following aspects most frequently influence your choice? Please give me up to three answers. (ROTATE – MAX. 3 ANSWERS)

	TOTAL	The brand	The identity of the supplier	Safety	The price	Ethical considerations	The country where the product was made	It depends on the product (SPONTANEOUS)	Other (SPONTANEOUS)	DK
UE27 EU27	26746	49%	22%	50%	75%	8%	26%	5%	1%	1%
BE	1012	54%	17%	54%	83%	9%	15%	3%	1%	-
BG	1000	48%	11%	29%	75%	2%	33%	9%	0%	3%
CZ	1070	49%	22%	59%	78%	6%	27%	3%	0%	1%
DK	1032	50%	31%	52%	84%	21%	28%	1%	0%	1%
D-W	1036	42%	24%	56%	78%	7%	33%	3%	0%	0%
DE	1562	40%	24%	58%	80%	6%	32%	3%	0%	0%
D-E	526	33%	25%	66%	87%	4%	25%	2%	0%	-
EE	1000	50%	9%	45%	84%	9%	43%	2%	3%	3%
EL	1000	51%	22%	60%	68%	5%	41%	2%	1%	-
ES	1004	47%	13%	44%	70%	7%	11%	9%	3%	2%
FR	1054	55%	21%	48%	83%	8%	33%	3%	1%	1%
IE	1000	51%	24%	45%	65%	8%	16%	10%	0%	3%
IT	1036	42%	25%	52%	56%	10%	36%	6%	0%	2%
CY	506	46%	19%	68%	78%	4%	53%	2%	3%	0%
LV	1004	30%	7%	44%	81%	7%	47%	2%	3%	2%
LT	1009	37%	9%	36%	80%	5%	55%	1%	2%	4%
LU	513	53%	14%	54%	72%	10%	25%	6%	2%	1%
HU	1000	48%	17%	50%	79%	4%	35%	5%	1%	1%
MT	500	63%	12%	40%	77%	4%	26%	1%	0%	1%
NL	1023	42%	23%	45%	71%	8%	12%	18%	2%	-
AT	1008	49%	16%	39%	72%	11%	36%	12%	1%	0%
PL	1000	59%	18%	39%	84%	12%	20%	2%	0%	3%
PT	1000	39%	14%	47%	69%	3%	11%	8%	1%	2%
RO	1024	55%	23%	49%	71%	3%	26%	3%	1%	3%
SI	1026	52%	16%	48%	82%	2%	31%	3%	3%	1%
SK	1049	54%	19%	56%	83%	6%	36%	1%	0%	1%
FI	1001	56%	9%	57%	83%	13%	38%	1%	2%	0%
SE	1007	59%	28%	53%	86%	22%	22%	2%	0%	0%
UK	1306	51%	31%	53%	79%	9%	15%	2%	0%	1%
At least one cross-border purchase in the EU										
Yes	6644	51%	25%	50%	77%	12%	24%	4%	1%	1%
No	20102	48%	21%	50%	75%	7%	27%	5%	1%	2%
Not interested in making cross-border purchase										
Agree	15416	49%	21%	51%	76%	7%	26%	5%	1%	1%
Disagree	8778	50%	23%	49%	76%	10%	25%	4%	1%	1%
Feel adequately protected										
Yes	13574	51%	23%	52%	77%	8%	25%	4%	1%	0%
No	10322	47%	22%	51%	74%	9%	30%	4%	1%	1%
Has made a formal complaint										
Yes	4175	50%	27%	53%	79%	12%	26%	4%	1%	1%
No	21921	49%	21%	50%	75%	8%	26%	5%	1%	1%
Internet connection at home										
Yes	14144	52%	25%	52%	77%	10%	26%	4%	1%	1%
No	12601	44%	19%	48%	74%	6%	26%	5%	1%	2%

QC27 Thinking about all non-food products currently on the market in (YOUR COUNTRY), do you personally think that ...?

	TOTAL	Essentially all products are safe	A small number of products are unsafe	A significant number of products are unsafe	Depends on the product (SPONTANEOUS)	DK
UE27 EU27	26746	17%	48%	18%	13%	4%
BE	1012	26%	54%	11%	8%	1%
BG	1000	7%	42%	15%	23%	13%
CZ	1070	14%	62%	15%	8%	1%
DK	1032	18%	57%	19%	3%	3%
D-W	1036	19%	40%	17%	19%	5%
DE	1562	19%	41%	16%	19%	5%
D-E	526	17%	46%	14%	19%	4%
EE	1000	19%	53%	11%	10%	7%
EL	1000	3%	52%	39%	6%	-
ES	1004	27%	42%	9%	15%	7%
FR	1054	17%	51%	24%	7%	1%
IE	1000	25%	45%	9%	12%	9%
IT	1036	10%	42%	28%	17%	3%
CY	506	2%	60%	29%	6%	3%
LV	1004	3%	57%	28%	8%	4%
LT	1009	10%	48%	27%	4%	11%
LU	513	28%	53%	9%	7%	3%
HU	1000	9%	56%	22%	11%	2%
MT	500	23%	53%	8%	5%	11%
NL	1023	15%	42%	4%	38%	1%
AT	1008	16%	46%	13%	22%	3%
PL	1000	16%	54%	16%	8%	6%
PT	1000	20%	39%	17%	19%	5%
RO	1024	7%	28%	38%	15%	12%
SI	1026	18%	60%	12%	6%	4%
SK	1049	7%	54%	28%	9%	2%
FI	1001	24%	70%	3%	2%	1%
SE	1007	14%	62%	15%	6%	3%
UK	1306	25%	62%	8%	3%	2%
At least one cross-border purchase in the EU						
Yes	6644	19%	53%	15%	11%	2%
No	20102	17%	46%	19%	13%	5%
Not interested in making cross-border purchase						
Agree	15416	17%	48%	19%	12%	4%
Disagree	8778	19%	49%	17%	12%	3%
Feel adequately protected						
Yes	13574	22%	51%	13%	11%	3%
No	10322	11%	47%	26%	13%	3%
Has made a formal complaint						
Yes	4175	16%	54%	17%	11%	2%
No	21921	17%	48%	18%	13%	4%
Internet connection at home						
Yes	14144	18%	52%	16%	12%	2%
No	12601	17%	44%	20%	13%	6%

QC28 In the last 12 months, have you heard of non-food products being recalled from the market? (MULTIPLE ANSWERS POSSIBLE)

	TOTAL	Yes, through word of mouth	Yes, through television, radio, newspapers	Yes, through the Internet	Yes, through warning notices in shops	Yes, through direct contact by the supplier	No	Other (SPONTANEOUS)	DK	Yes
UE27 EU27	26746	12%	66%	6%	7%	1%	23%	0%	2%	75%
BE	1012	6%	70%	5%	3%	3%	24%	0%	-	76%
BG	1000	14%	61%	2%	1%	0%	29%	0%	5%	66%
CZ	1070	12%	84%	11%	3%	0%	11%	-	0%	89%
DK	1032	19%	73%	9%	8%	3%	22%	1%	1%	77%
D-W	1036	15%	78%	8%	4%	1%	14%	-	0%	86%
DE	1562	15%	79%	7%	5%	1%	13%	0%	0%	87%
D-E	526	16%	83%	6%	5%	1%	9%	0%	-	91%
EE	1000	8%	51%	8%	2%	1%	37%	0%	3%	59%
EL	1000	21%	76%	3%	1%	0%	17%	0%	-	83%
ES	1004	8%	53%	6%	4%	1%	39%	-	3%	59%
FR	1054	8%	80%	7%	17%	3%	12%	0%	0%	87%
IE	1000	7%	52%	2%	8%	2%	34%	1%	6%	60%
IT	1036	15%	65%	7%	4%	1%	21%	1%	1%	78%
CY	506	12%	80%	2%	1%	-	14%	0%	3%	83%
LV	1004	6%	52%	7%	3%	1%	39%	-	2%	60%
LT	1009	12%	35%	3%	2%	0%	49%	0%	3%	49%
LU	513	11%	75%	4%	4%	2%	19%	1%	1%	80%
HU	1000	5%	65%	3%	2%	1%	31%	-	1%	68%
MT	500	11%	20%	2%	1%	1%	64%	2%	1%	35%
NL	1023	7%	78%	5%	5%	2%	16%	0%	1%	83%
AT	1008	21%	48%	7%	5%	2%	31%	0%	2%	67%
PL	1000	8%	56%	7%	2%	1%	36%	0%	2%	62%
PT	1000	10%	57%	3%	2%	2%	36%	1%	1%	63%
RO	1024	27%	44%	3%	1%	1%	29%	1%	10%	61%
SI	1026	7%	70%	5%	2%	1%	24%	1%	1%	75%
SK	1049	25%	87%	9%	4%	1%	9%	-	1%	90%
FI	1001	8%	81%	6%	5%	2%	14%	0%	0%	86%
SE	1007	7%	80%	12%	6%	3%	14%	1%	1%	85%
UK	1306	5%	55%	4%	15%	2%	26%	-	3%	71%
At least one cross-border purchase in the EU										
Yes	6644	12%	73%	12%	10%	3%	14%	0%	1%	85%
No	20102	11%	64%	4%	6%	1%	26%	0%	2%	72%
Not interested in making cross-border purchase										
Agree	15416	11%	66%	4%	6%	1%	25%	0%	1%	73%
Disagree	8778	12%	67%	10%	8%	2%	20%	0%	2%	78%
Feel adequately protected										
Yes	13574	10%	68%	7%	7%	1%	22%	0%	1%	77%
No	10322	14%	68%	6%	7%	2%	21%	0%	1%	78%
Has made a formal complaint										
Yes	4175	13%	77%	11%	11%	3%	10%	0%	1%	88%
No	21921	11%	64%	5%	6%	1%	25%	0%	2%	73%
Internet connection at home										
Yes	14144	12%	72%	10%	9%	2%	17%	0%	1%	82%
No	12601	12%	59%	2%	4%	1%	30%	0%	2%	68%

QC29 Have you ever been personally affected by a product recall from the market? (MULTIPLE ANSWERS POSSIBLE)

	TOTAL	Yes, and you contacted the retailer\ distributor	Yes, and you contacted the manufacturer	Yes, and you contacted the national public authorities	Yes, and you contacted a consumer organisation	Yes, and you took some other action	Yes, but you did not take any action	No	DK	Yes
UE27 EU27	26746	4%	2%	1%	1%	1%	3%	89%	1%	10%
BE	1012	5%	3%	1%	0%	1%	2%	90%	-	10%
BG	1000	0%	0%	0%	-	0%	2%	96%	1%	2%
CZ	1070	2%	0%	1%	1%	1%	5%	91%	0%	9%
DK	1032	7%	1%	0%	0%	2%	3%	86%	0%	13%
D-W	1036	6%	3%	0%	0%	0%	1%	90%	0%	10%
DE	1562	6%	3%	0%	0%	0%	1%	90%	0%	10%
D-E	526	5%	2%	0%	0%	0%	2%	90%	0%	10%
EE	1000	5%	1%	-	0%	0%	2%	92%	0%	7%
EL	1000	1%	1%	1%	1%	3%	11%	82%	1%	18%
ES	1004	2%	1%	2%	1%	1%	2%	92%	1%	7%
FR	1054	4%	2%	0%	0%	0%	2%	92%	0%	8%
IE	1000	3%	1%	-	0%	0%	2%	88%	6%	6%
IT	1036	2%	4%	3%	2%	1%	5%	81%	3%	16%
CY	506	2%	1%	-	0%	1%	8%	87%	1%	12%
LV	1004	2%	0%	0%	0%	0%	3%	93%	0%	6%
LT	1009	1%	0%	-	0%	1%	5%	91%	2%	7%
LU	513	8%	1%	0%	-	1%	4%	85%	0%	14%
HU	1000	2%	1%	0%	1%	1%	10%	84%	1%	15%
MT	500	4%	1%	-	0%	0%	2%	93%	0%	7%
NL	1023	8%	2%	0%	-	0%	0%	90%	0%	10%
AT	1008	5%	3%	2%	3%	2%	1%	85%	1%	14%
PL	1000	1%	1%	0%	0%	0%	3%	93%	2%	5%
PT	1000	1%	1%	0%	-	0%	1%	95%	1%	4%
RO	1024	1%	1%	0%	0%	0%	4%	88%	5%	7%
SI	1026	1%	1%	-	0%	0%	3%	95%	-	5%
SK	1049	2%	1%	0%	0%	1%	3%	93%	0%	7%
FI	1001	3%	2%	0%	0%	2%	5%	88%	0%	12%
SE	1007	5%	2%	0%	0%	3%	7%	83%	1%	17%
UK	1306	5%	2%	0%	0%	1%	1%	90%	1%	9%
At least one cross-border purchase in the EU										
Yes	6644	6%	4%	2%	2%	1%	3%	84%	1%	15%
No	20102	3%	1%	0%	0%	1%	3%	91%	1%	8%
Not interested in making cross-border purchase										
Agree	15416	3%	2%	1%	1%	1%	2%	91%	1%	8%
Disagree	8778	4%	3%	1%	1%	1%	3%	88%	1%	12%
Feel adequately protected										
Yes	13574	4%	2%	1%	1%	1%	2%	90%	1%	10%
No	10322	3%	2%	1%	1%	1%	4%	88%	1%	11%
Has made a formal complaint										
Yes	4175	8%	3%	0%	1%	2%	3%	83%	1%	16%
No	21921	3%	2%	1%	1%	1%	3%	91%	1%	8%
Internet connection at home										
Yes	14144	5%	2%	1%	1%	1%	2%	89%	1%	11%
No	12601	2%	2%	1%	1%	1%	3%	90%	2%	9%

QC30 In the last two years, have you or a member of your immediate family suffered an injury or accident from a defective product?

	TOTAL	Yes	No	DK
UE27 EU27	26746	2%	97%	1%
BE	1012	2%	98%	-
BG	1000	3%	97%	-
CZ	1070	2%	97%	1%
DK	1032	2%	98%	-
D-W	1036	2%	97%	1%
DE	1562	2%	97%	1%
D-E	526	-	98%	2%
EE	1000	2%	98%	-
EL	1000	3%	97%	-
ES	1004	1%	98%	1%
FR	1054	2%	98%	-
IE	1000	2%	96%	2%
IT	1036	3%	95%	2%
CY	506	2%	97%	1%
LV	1004	4%	96%	-
LT	1009	3%	96%	1%
LU	513	2%	98%	-
HU	1000	2%	98%	-
MT	500	-	99%	1%
NL	1023	3%	95%	2%
AT	1008	3%	94%	3%
PL	1000	1%	99%	-
PT	1000	1%	97%	2%
RO	1024	2%	93%	5%
SI	1026	1%	99%	-
SK	1049	1%	98%	1%
FI	1001	2%	98%	-
SE	1007	4%	95%	1%
UK	1306	2%	98%	-
At least one cross-border purchase in the EU				
Yes	6644	4%	95%	1%
No	20102	1%	98%	1%
Not interested in making cross-border purchase				
Agree	15416	2%	97%	1%
Disagree	8778	2%	97%	1%
Feel adequately protected				
Yes	13574	1%	98%	1%
No	10322	3%	96%	1%
Has made a formal complaint				
Yes	4175	4%	95%	1%
No	21921	2%	97%	1%
Internet connection at home				
Yes	14144	2%	97%	1%
No	12601	2%	97%	1%