EUROPEAN COMMISSION

CONSUMER CONDITIONS SCOREBOARD

Consumers at home in the single market

5th edition – March 2011

Consumer Conditions Scoreboard – Consumers at home in the single market – SEC(2011) 299

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Directorate-General for
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SUMMARY

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1. The purpose of the Consumer Scoreboards is to identify whether consumer markets are working for consumers, to track the integration of the retail single market and to monitor national consumer conditions. The Scoreboard contributes to monitoring the commitment made by President Barroso ***"…to ensure that the benefits of the single market get through to the final consumer"*** [1] and to the implementation of the consumer part of Guideline 6 of the EU 2020 integrated guidelines on improving the business and consumer environment ***"Member States should ensure that markets work for citizens, consumers and businesses. While ensuring the protection of consumers, Member States and the Union should … ensure well-functioning, open and competitive goods and services markets."*** [2]. The Commission's Annual Growth Survey Report on EU2020 progress also identified consumer conditions among the ***"growth drivers or framework conditions to growth"*** [3].

2. Well-functioning consumer markets in Member States with favourable consumer conditions therefore play an important part in meeting the EU 2020 strategy goals of higher growth, employment, productivity and social cohesion. Given the importance of consumer expenditure (56% of GDP) in the economy, small improvements in consumer conditions in the single market can have significant benefits. Empowered consumers, who understand the more complex choices they face, will reward efficient, innovative businesses, thereby sharpening competition and stimulating innovation. Effective enforcement of consumer rights and easy access to redress will sustain consumer confidence.

3. President Barroso, in his political guidelines, highlighted the role of consumers in the integration of the single market: ***"Europeans should not be held back from shopping across borders by concerns that their rights will not be protected properly: we need an active consumer policy to give people confidence to participate fully in the single market."*** [4] The communication on the Annual Growth Survey[5] also noted that ***"Barriers to market entry and obstacles to entrepreneurship remain acute in the single market… only 7% of consumers buy on-line because of the numerous restrictions which prevent the development of cross-border on-line sales"***. The EU Citizenship Report 2010 "Dismantling the obstacles to EU citizens' rights" [6] identified the fragmentation of consumer protection rules, the lack of awareness about redress and insufficient means of redress as obstacles for citizens. Cross-border transactions, especially through e-commerce, therefore provide a key measure of the integration of the single market from a consumer point of view and are one of the Digital Agenda targets.

4. The European Parliament has endorsed the Scoreboard and called for its enhancement. The Commission was encouraged ***"to carry out in-depth analyses of all problematic sectors identified in the Scoreboard"*** [7]. Stakeholders such as national statistical offices and Member States were also encouraged to contribute.

5. The Consumer Scoreboard is published twice per year. The spring Consumer Conditions Scoreboard monitors consumer conditions in EU Member States and tracks the integration of the retail single market. The autumn Consumer Markets Scoreboard monitors 50 consumer markets in order to identify those at risk of malfunctioning from a consumer point of

1 Political guidelines for the next Commission - José Manuel Barroso, 2009, page 29.
2 Council 11646/10, page 20 - http://register.consilium.europa.eu/pdf/en/10/st11/st11646.en10.pdf.
3 COM(2011) 11 final – Annex I, page 12.
4 Idem footnote 1.
5 COM(2011) 11 final, page 7.
6 COM(2010) 603 final of 27.10.2010.
7 European Parliament resolution of 9 March 2010 on consumer protection - P7_TA(2010)0046.

view. In-depth market studies are launched to analyse problems and to identify solutions. The latest edition of the Consumer Markets Scoreboard (4th) was published in October 2010[8].

6. The Consumer Conditions Scoreboard shows that while e-commerce continued to grow in domestic markets in 2010, there was very little progress in cross-border e-commerce. Despite an initial lack of confidence, consumer uncertainty appears to evaporate once consumers have made a cross-border purchase. Consumers in some smaller Member States have already embraced cross-border shopping. Effective consumer information and enforcement networks are in place to address the concerns of consumers about cross-border fraud or seeking assistance if problems occur, although more work is needed to make redress work cross-border. The challenge remains two-fold: to convince the growing number of consumers who shop online domestically to try cross-border online shopping and to convince retailers to sell cross-border. The evidence suggests that this latter issue remains a significant obstacle. The proportion of retailers selling cross-border decreased to 22% in 2010 from 25% in 2009.

7. Consumers still face very different conditions across the EU. Existing consumer measures are considered adequate by 4 out of 5 consumers in countries like the UK and Ireland while in countries like Bulgaria and Greece less than a third of consumers share this view. Trust in the national authorities dealing with consumer affairs also varies widely.

8. The country reports in the Scoreboard give a detailed picture of where national reform programmes could focus to improve consumer conditions to make the market work for consumers. For example, the quality of enforcement regimes is crucial for the good functioning of national markets and for maintaining consumer confidence in the single market. Effective redress is also identified in the recent communication 'Towards the Single Market Act'[9] and the EU Citizenship Report 2010 as an essential component in addressing the existing fragmentation. Vibrant independent consumer organisations are needed to identify market problems and carry out vital comparative testing of products, thereby helping to focus competition on quality and innovation as well as price. Indicators of consumer empowerment show whether consumers are sufficiently informed and educated to play their vital market role.

9. The Consumer Conditions Index, at the heart of this Scoreboard, shows that conditions have re-bounded from the sharp falls in 2009, with most Member States returning to or exceeding 2008 levels. The index will continue to be the key measure for the European Institutions, national policymakers and stakeholders to benchmark national consumer policy at a time of increasing pressure on national budgets. Confidence in the single market depends, to some extent, on each Member State fulfilling its responsibilities to protect consumers, notably in relation to product safety.

10. There continues to be a worrying level of overconfidence among EU retailers about their knowledge of consumer economic legislation which is not confirmed by their answers to specific questions. Effective trader education about their obligations remains an essential part of the enforcement of consumer laws. Although, at EU level, 82% of retailers considered themselves to be well informed about consumer legislation, only 28% of distance retailers were able to correctly indicate the length of cooling-off periods for distance sales and only 26% of retailers knew the legal requirements for returning defective products. More encouragingly, retailers of food and non-food products showed themselves to be well aware of their responsibilities for product safety.

11. Data collected by the Member States on the work of national authorities responsible for economic and product safety enforcement help identify the strengths and weaknesses in enforcement across Europe. The quality of the data has improved compared to the previous Scoreboard but it remains difficult to draw very robust conclusions. The Commission

8 SEC(2010)1257 - http://ec.europa.eu/consumers/strategy/facts_en.htm#4CMS.

9 COM(2010) 608 final, page 32.

services will therefore prepare a comprehensive overview and analysis of the data collected in the two consecutive years which will serve as basis for the further development of the enforcement indicators.

12. Complaints and complaint handling are a crucial aspect of good market functioning. If consumers do not complain when they experience a problem, redress is denied to them and valuable feedback is lost by the business. It is therefore disappointing that about a quarter of citizens do not complain when they have a problem. Similarly, poor complaint handling by companies is both a source of harm to consumers and a missed opportunity to reinforce consumer loyalty. In line with previous years, only half of those consumers who complain to companies are satisfied with the result.

13. European consumers prefer to use alternative dispute resolution mechanisms (ADR) to obtain redress rather than go to court. In particular, 48% of EU consumers think that it is easy to resolve disputes through ADR mechanisms compared to 33% for the courts. However, although more than half of retailers are aware of the existence of ADR mechanisms, only 10% have used them. The Commission will adopt a proposal to address these issues in 2011.

14. The economic crisis had a negative impact on consumers in 2009. In the EU and in each Member State except Poland, the economic recession led in 2009 to a sharp contraction in GDP and in private consumption spending to a lesser extent. The ability of consumers to afford the same goods and services across the EU, despite the integrating effect of the single market on prices and income, remained significantly different, giving a clear indication of the scale of the challenge to integrate EU economies and bring about a high level of consumer economic conditions across the single market. The plight of the most vulnerable consumers did not overall dramatically worsen in 2009, although there is cause for concern. In some Member States where there are already significant numbers of economically vulnerable consumers, their number increased over the period.

15. The findings of this edition of the Scoreboard in relation to consumer conditions could be useful for Member States in preparing those parts of their national reform programmes that relate to consumer conditions. The findings in relation to the integration of the single market will feed into the development of the Single Market Act and to the monitoring of progress on Digital Agenda goals. The results will be discussed with EU and national policymakers and stakeholders.

16. The Scoreboard will also be disseminated to target audiences in the Member States, especially civil society organisations such as representatives of business and consumers, in order to encourage national authorities to tackle the gaps revealed in the functioning of the single market and in the effective protection of consumers.

INTEGRATION OF THE RETAIL SINGLE MARKET

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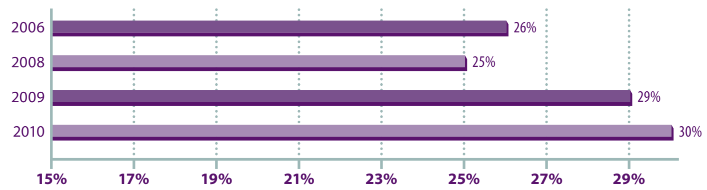
17. The communication "Towards a Single Market Act"[10] and the Digital Agenda[11] underlined that the significant fragmentation of online markets in Europe prevents consumers from getting the benefits of the single market. The digital agenda set ambitious goals for addressing these problems. By 2015, 50% of all consumers should be buying online and 20% cross-border online. This part of the Scoreboard monitors progress towards these goals but also reports in more detail on the underlying issues that drive progress in this area. The monitoring of EU cross-border e-commerce, which is carried out in the Scoreboard, is supported by industry organisations, such as Digital Europe[12].

CROSS-BORDER BUSINESS TO CONSUMER TRADE

Levels of cross-border transactions reported by consumers and retailers

18. The level of cross-border transactions measures the extent to which retailers and consumers buy and sell cross-border, mostly when travelling abroad, less so through distance sales channels (i.e. Internet, phone and post). The proportion of EU citizens shopping cross-border continues to increase consistently. In the past 12 months 30% of the consumers made at least one cross-border purchase. In comparison, in 2006[13], 2008 and 2009 26%, 25% and 29% of the consumers, respectively, bought something from another EU country. However, the average value of cross-border distance transactions also decreased compared to 2008 and 2009. In 2010 consumers reported making cross-border purchases worth 653 Euro on average (compared to 785 in 2009 and 797 in 2008). This may be a reflection of the more difficult economic conditions.

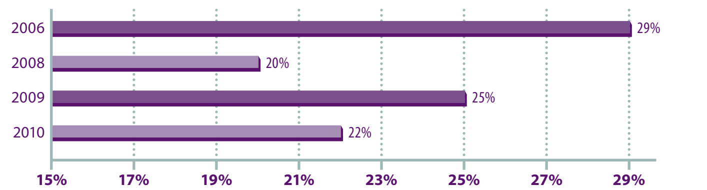
Figure 1: Percentage of consumers, at least 1 cross-border purchase



Sources: EB 299, EB 298, EB 282 and EB 252

19. While more consumers are willing to shop cross-border, retailers of goods and services appear to remain still relatively unconvinced of the benefits of selling cross-border (**Figure 2**).

Figure 2: Percentage of retailers, sales to at least one other EU country



Sources: EB300, EB 278, EB 224 and EB 186

10 COM(2010) 608 final.
11 COM(2010) 245 final.
12 Digital Europe – The Digital Single Market: Reinvigorating the EU Single Market.
13 The 2006 results, presented in the *Special Eurobarometer 252: Consumer protection in the Single market*, were for EU 25.

20. Retailers face different barriers that impede their ability to sell their products and services cross-border, to final consumers in another country[14]. These barriers range from practical issues (such as language barriers or means of delivery) to legal and fiscal ones.

21. Retailers appear to have become less inclined to consider cross-border sales if consumer laws were harmonised: 57% think they would continue to only sell domestically compared to 41% who thought so in 2008. Similarly, fewer retailers (who sell cross-border) than in the past thought their cross-border sales would increase if these laws were harmonised (50% vs. 63% in 2006). However, 20% of retailers would expand their cross-border activity to more than 10 EU countries, compared to the 5% who already do so, and 51% of cross-border retailers would be interested in selling their products or services in more than 10 other Member States, compared with 23% currently.

22. Half of the retailers selling or interested in cross-border sales were not at all informed about the contract law consumer protection regulations of the countries where they were selling products or services to final consumers[15]. The top obstacle for 40% of retailers trading or wishing to trade cross-border was related to differences in contract law, followed by problems related to tax regulations (for 39%) and the need to adapt to different consumer protection laws across the EU (for 38%). The Commission work programme for 2011 includes a proposal to address contract law related issues in 2011.

23. 40% of retailers in the EU selling or interested in selling cross-border expect that the adoption of a single European contract law would increase their cross-border activities. 82% of those companies would expand their sales to additional EU countries. Companies that were only considering becoming involved in cross-border retail would also benefit from the European contract law. 52% of those companies would start cross-border trade as a result of such legislation.

E-COMMERCE

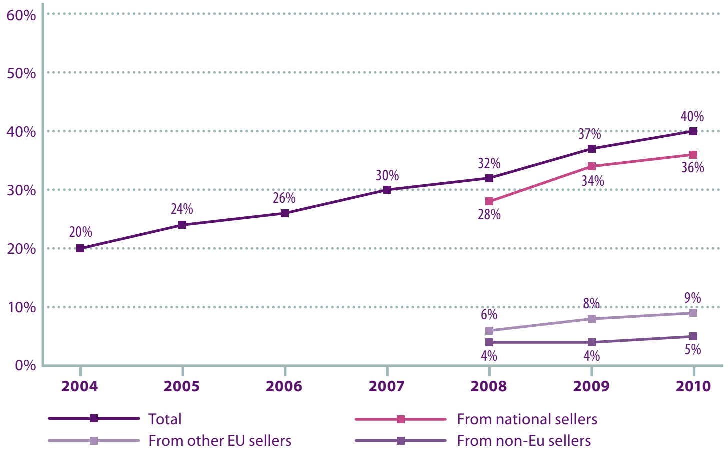
24. Considerable progress is being made towards achieving the domestic e-commerce target of the Digital Agenda. Overall, 40% of EU consumers bought goods and services over the Internet in 2010, compared to 37% in 2009 and 26% in 2006. The use of other distance selling channels continues to decrease in comparison with e-commerce. 21% of consumers bought via post (22% in 2009 and 27% in 2008) and 12% via telephone (14% in 2009 and 15% in 2008). The corresponding figures for retailers confirm that the Internet is the most common distance selling medium. Its use is slightly increased from 51% to 53% while the telephone (43%) and the mail order (29%) have decreased since 2006.

25. The gap between the take-up of domestic and cross-border e-commerce continued to widen in 2010. While the level of domestic online shopping has steadily increased since 2006 in line with the increasing take-up of internet and broadband, cross border e-commerce continues to grow at a much slower pace (**Figure 3**).

[14] COM(2009) 557 final – Cross-Border Business to Consumer e-Commerce in the EU.

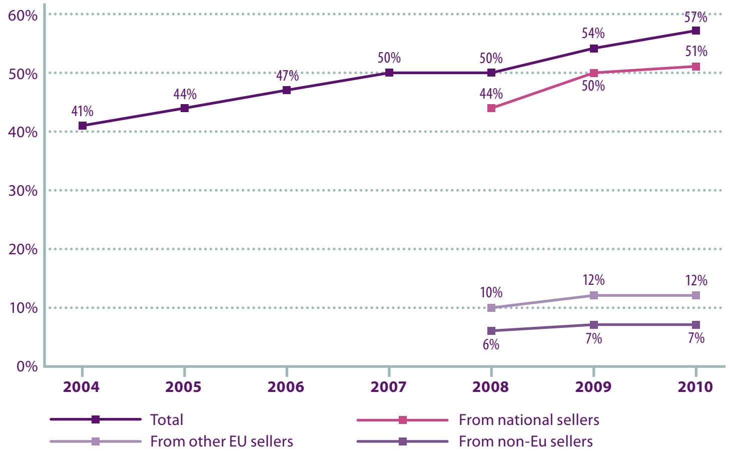
[15] Flash Eurobarometer 321 – forthcoming.

Figure 3: Individuals who ordered goods or services, over the internet for private use, in the EU27 (as % of all individuals)



Sources: Eurostat Community surveys on ICT usage in households and by individuals

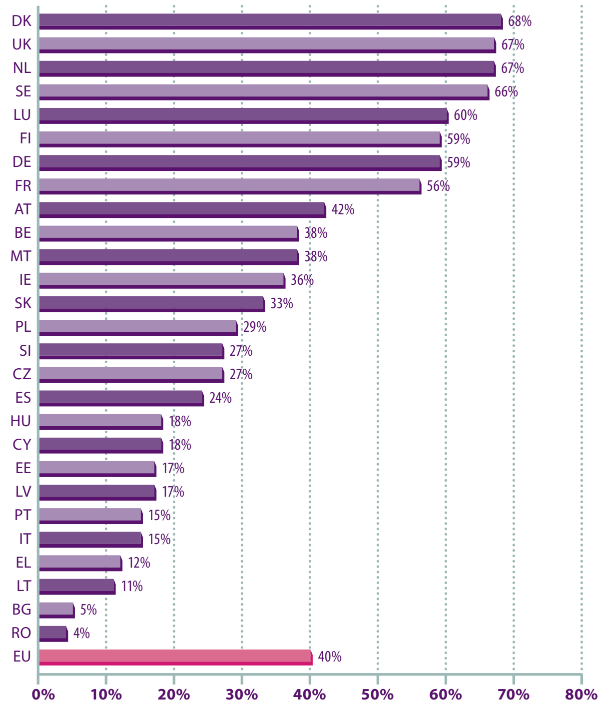
Figure 4: Internet users who ordered goods or services, over the internet, for private use, in the last year, in the EU27 (as % of individuals who used the internet within the last year)



Sources: Eurostat Community surveys on ICT usage in households and by individuals

26. The picture is even clearer when the habits of internet users, rather than the general population are measured. In 2010, 51% of Internet users purchased goods or services online domestically but only 12% cross-border (**Figure 4**). Convincing those consumers already accustomed to shopping online domestically to shop across borders remains the key challenge to integrate e-commerce in the EU.

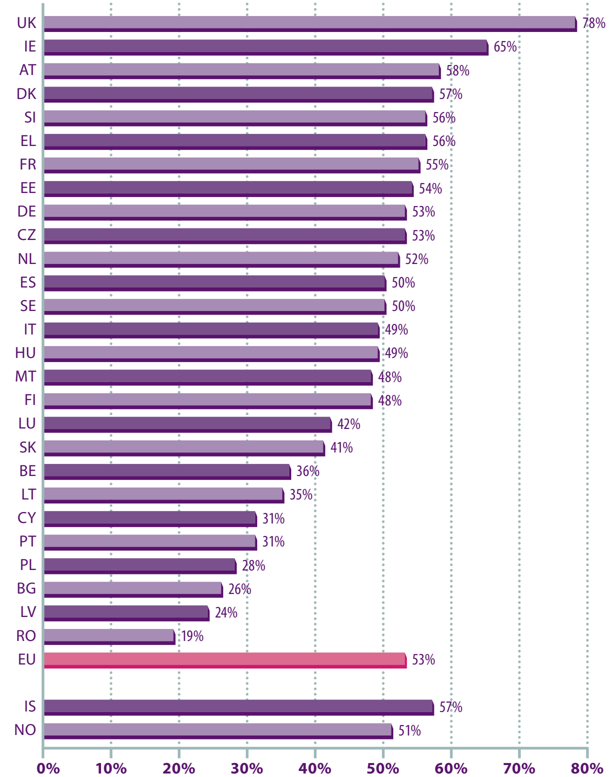
Figure 5: Use of Internet for retail – (2010); (% of individuals who ordered goods or services, over the internet, for private use last year)



Sources: Eurostat Community survey on ICT usage in households and by individuals. 2010

27. National data reveals a considerable potential for e-commerce, as shown by the figures for all consumers who ordered goods or services over the Internet in Denmark (68%), UK and the Netherlands (67%) and Sweden (66%) (**Figure 5**) and retailers in UK, Ireland, Denmark, Austria, Slovenia and Greece (**Figure 6**).

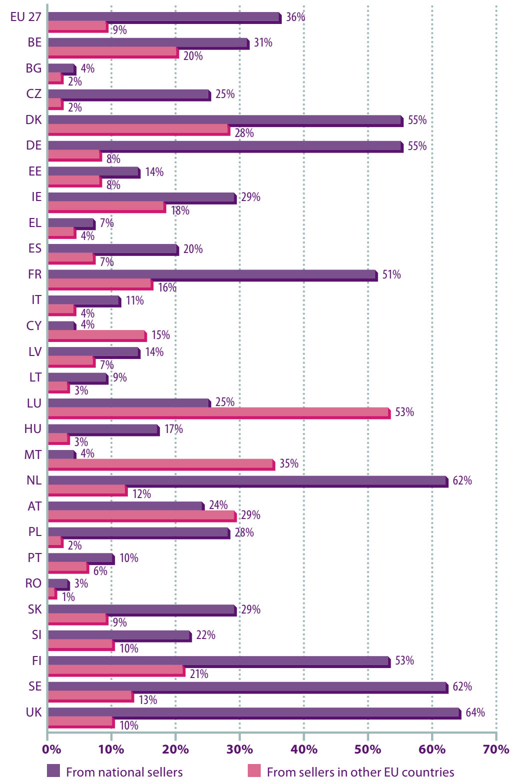
Figure 6: Use of Internet for retail – percentage of retailers (2010)



Sources: Eurostat Community survey on ICT usage in households and by individuals. 2010

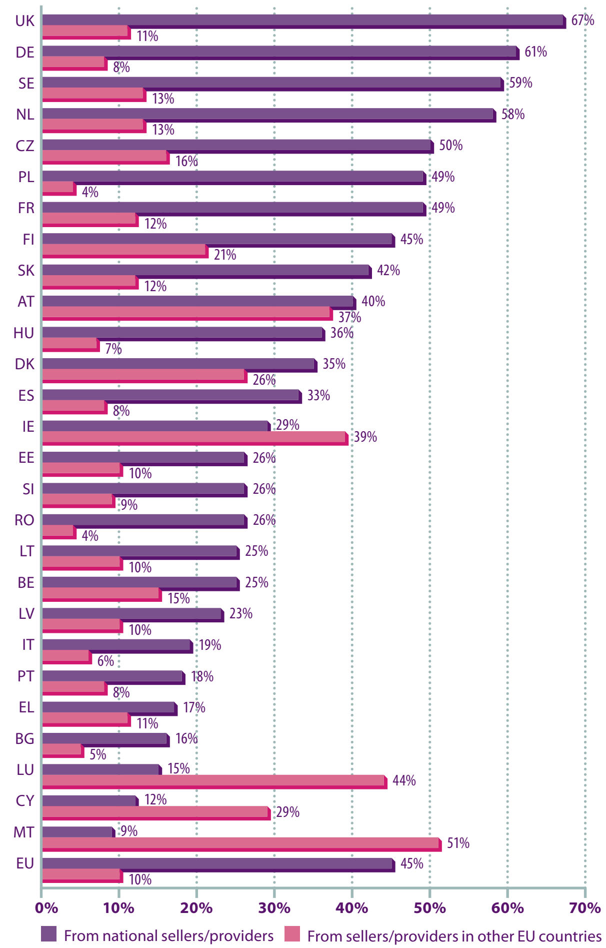
28. When comparing domestic and cross-border e-commerce at national level, the data also shows that there is a considerable potential to close the gap. The cross-border sales tend to be higher in smaller countries with geographical or linguistic links with larger countries, e.g. Luxembourg, Malta, Cyprus, Austria, and to a lesser degree Belgium. The experience of Luxembourg, Malta, Cyprus and Austria (**Figure 7**) suggest that consumer concerns towards cross-border shopping can be overcome. The data from internet users (**Figure 8**) further reinforce this optimism. Retailers still need to be convinced of the merits of cross-border e-commerce. For those retailers who do sell cross-border, the rewards can be significant: 56% estimate more than 10% of their e-commerce turnover came from sales to other EU countries.

Figure 7: Domestic and cross-border internet purchases – % of individuals who ordered goods or services, over the internet, for private use, last year



Sources: Community survey on ICT usage in households and by individuals, 2010

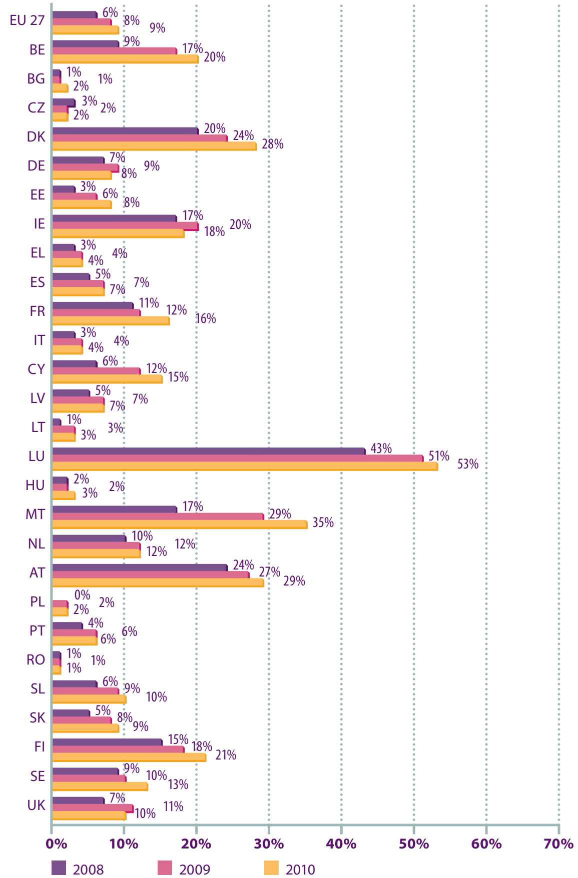
Figure 8: Domestic and cross-border purchases by consumers with internet at home (%)



Sources: EB 299, 2010

29. While the overall picture of cross-border e-commerce did not show significant progress, national trends in certain Member States (**Figure 9**) again give grounds for optimism.

Figure 9: Percentage of individuals who ordered goods or services over the internet from other EU countries

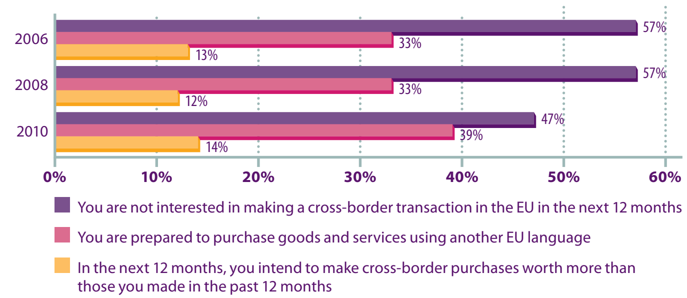


Sources: Community surveys on ICT usage in households and by individuals, 2008-2010

Consumers confidence and attitudes towards shopping in home country and cross-border

30. Underlying figures on attitudes to e-commerce in general and cross-border e-commerce in particular suggest an increase in confidence among consumers after buying from abroad. When asked whether they were confident in purchasing online cross-border, 48% of consumers said they were more confident purchasing online domestically and only 33% were equally confident in domestic and cross-border websites. However among consumers with experience of cross-border purchases, 61% were equally confident in cross-border and domestic online shops. This suggests that many concerns can be overcome if consumers can be persuaded to make at least one cross-border purchase.

Figure 10: Levels of EU consumers' confidence (%)



Base: all consumers, % EU 27 / Sources: EB 299

31. Further grounds for optimism is found in the decrease of the percentage of those not interested in making cross-border purchases in the coming year (47% vs. 57% in 2006 and 2008) and in the increase in the percentage of those who speak a foreign language from 33% to 39% compared to 2006. Similarly, a higher percentage of consumers intend to spend more for their cross-border purchases next year (**Figure 10**).

32. A growing share of European consumers is willing to purchase goods and services using a second language. They still form a minority of all consumers (39%), but a majority (71%) of those who have made at least one cross-border purchase. These survey results show that consumers' foreign language skills are a significant factor in their willingness to buy abroad. The retailers, 67% of whom can carry out transactions in one or two languages only, undoubtedly miss out on opportunities to sell to monolingual customers. Although not all businesses will be able to offer a full service in multiple languages in the near future, they should consider the benefits of being prepared for the linguistic diversity of potential customers. In its 2008 Communication on multilingualism[16], the Commission encouraged businesses to create language management strategies, including the development of staff language skills and the strategic use of translations. In 2011, the European Commission will publish a study on Multilingual Business Practices presenting good practices in such strategies.

Obstacles to cross-border shopping

33. Concerns about late or no-delivery or fraud are a major factor preventing cross-border e-commerce. 62% of consumers who had not made a cross-border distance purchase said that fears about fraud put them off, 59% cited concerns about what to do if problems arose and 49% were worried about delivery. In addition, 44% agreed that being uncertain about their rights discouraged them from buying goods or services from sellers in other EU countries[17]. However these fears are not so significant for those who had shopped cross-border (34%, 30%, 20% and 26% of whom agreed respectively). Cross-border e-commerce appears to be at least or even more reliable than domestic e-commerce in practice: only 16% of cross-border purchases were delayed compared to 18% for domestic purchases. The product did not arrive in 5% of cross-border cases compared to 6% for domestic purchases.

COMPLAINTS, REDRESS AND ENFORCEMENT CROSS-BORDER

34. In the light of concerns about delivery and fraud, informing and reassuring consumers that there are effective mechanisms to deal with cross-border fraud and effective ways to seek assistance and redress if problems arise is fundamental to tackling fragmentation in the single market. Important measures have been put in place at EU level to address the first two of these issues. For example there exists an accelerated European procedure[18] for the enforcement of cross-border claims below EUR 2000. Further work is ongoing on cross-border dispute resolution and redress. The Consumer Protection Cooperation (CPC) Network brings together national authorities and provides support to detect, investigate and stop cross-border collective infringements. The European Consumer Centres (ECC) Network provides information and advice directly to consumers on cross-border shopping and possible complaints and disputes. Both networks have data-gathering systems to monitor progress both in cross-border information and enforcement and in the cross-border market more generally. The National Enforcement Bodies (NEB) networks set up under passenger right regulations handle both domestic and cross-border passenger complaints and can issue sanctions against any infringing carrier regardless of their nationality.

35. **Figure 11** shows the level of activity in both networks. While there appears to be a greater knowledge among consumers about where to get

[16] COM(2008) 566 final.
[17] Flash Eurobarometer 299a – forthcoming.
[18] Regulation (EC) No 861/2007, OJ L 199, 31.7.2007, p.1.

cross-border information (**Figure 12**), this does not appear to have been reflected in an increasing number of contacts with the ECC network. In addition, the stable level of activity of both networks appears to mirror the very slow growth in cross-border e-commerce as a whole (**Figure 11**).

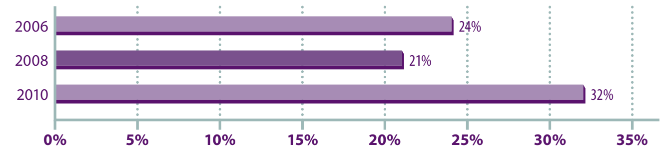
Figure 11: ECC and CPC cross-border complaints and information requests

	2007	2008	2009	2010
ECC				
Information requests[19]	22,288	28,933	26,173	23,987
Simple complaints[20]	19,838	18,431	18,707	17,310
Normal complaints and disputes[21]	5,009	8,032	10,531	11,821
CPC				
Information[22] requests	161	121	133	88
Alerts[23]	71	100	43	37
Enforcement requests[24]	93	170	159	134

* Figures are counted up to 30 November 2010

Sources: ECC-network & Consumer Protection Cooperation System

Figure 12: Percentage of consumers who know where to get information and advice



Sources: EB 299, EB 298 and EB 252

Analysis by sector and sales method

36. E-commerce accounts for more than half of all ECC normal complaints and disputes in 2010 and more than half of CPC information requests and 80% of CPC enforcement requests. In 2010, consumers mostly complained about transactions occurring within transport services, recreational and cultural services, restaurants, hotels and accommodation services. These three sectors alone cover more than 70% of all complaints (as shown in **Figure 13**). This proportion is similar to the one recorded during the last two years (2009 and 2008).

[19] A consumer query not related to a complaint.

[20] A statement of dissatisfaction by a consumer concerning a cross-border transaction. "Simple complaints" are requests for information whereas 'normal complaints" need follow up. 'Simple complaints' which have become 'normal complaints' are counted only as 'normal complaints'.

[21] A referral to an ADR body.

[22] An exchange of information to establish whether an intra-Community infringement has occurred.

[23] When a competent authority becomes aware of an intra-Community infringement, it notifies other Member States.

[24] Issued when enforcement measures have to be taken to stop the intra-Community infringement.

Figure 13: CPC and ECC cross-border cases by market 2010[25]

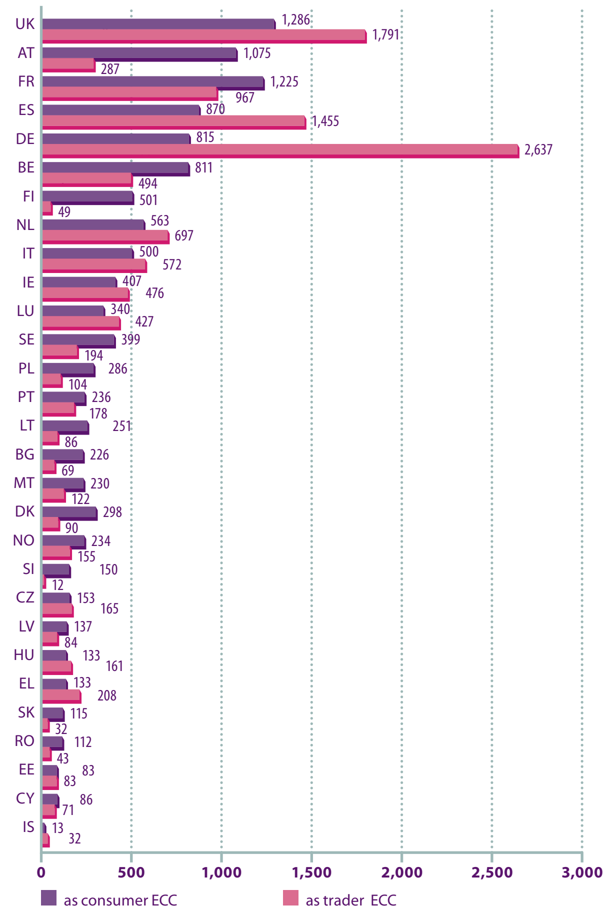
	CPC			ECC	
	Information	Enforcement	Alerts	Normal complaints and disputes	Simple complaints
Clothing and footwear	2	0	1	407	531
Education	0	0	0	23	33
Communication	3	8	2	788	773
Alcoholic beverages and tobacco	0	0	0	37	57
Food and non-alcoholic beverages	2	3	3	31	92
Furnishing, household equipment and routine maintenance	5	4	1	811	890
Health	9	10	2	128	362
Housing, water, electricity, gas and other fuels	2	0	0	170	246
Miscellaneous goods and services	16	27	6	1,022	1,692
Others	10	9	6	314	613
Recreation and culture	26	39	9	2,694	4,296
Restaurants and hotels	7	4	3	1,362	2,064
Transport	5	30	4	4,034	5,661
Total	88	134	37	11,821	17,310

Source: ECC-network and CPCS

Analysis by country

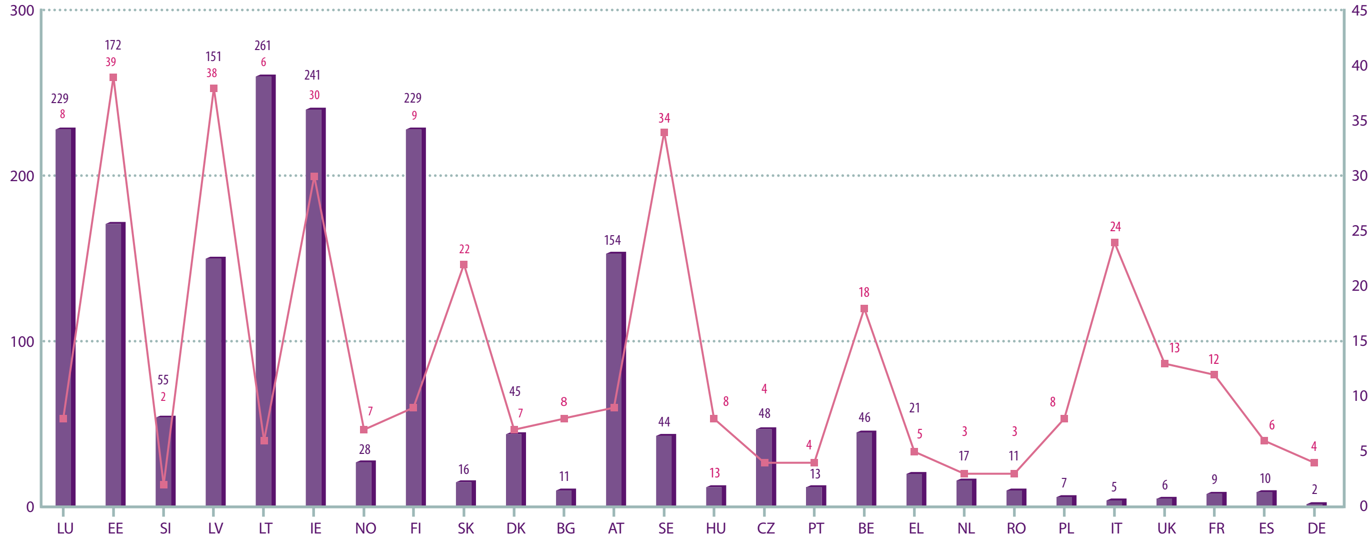
37. Figure 14 shows the number of normal complaints and disputes as the consumer ECC and as the trader ECC. The "consumer ECC" figures show from which countries consumers made complaints, "trader ECC" the countries where the business complained about were located.

Figure 14: Number of normal complaints and disputes as consumer ECC and as trader ECC (2010)



[25] The CPC and the ECC networks use a different type of reporting. While ECC cases reflect individual consumer complaints, CPC cases combine multiple consumer complaints towards a business.

Figure 15: correlation between the percentage who made purchase cross-border and those who complained through the ECC network[26]



38. As **Figure 15** shows, when comparing the number of consumers who made cross-border purchases in each Member State with the number who complained to their ECC, there appears to be some correlation, which suggests that the ECC network's activities corresponds fairly well to the underlying levels of cross-border activity.

[26] In order to have a more homogeneous comparison among the 27 Member States, Malta is not present in the chart – the nr. of ECC complaints per million people is almost 2000 in Malta, much higher than the current scale of the chart.

CONSUMER CONDITIONS IN MEMBER STATES

CONSUMER CONDITIONS IN MEMBER STATES

INTRODUCTION

39. Guideline 6 of the EU 2020 integrated guidelines on improving the business and consumer environment requires that ***"Member States should ensure that markets work for citizens, consumers and businesses. While ensuring the protection of consumers, Member States and the Union should put in place predictable framework conditions and ensure well-functioning, open and competitive goods and services markets."***The Commission's Annual Growth survey report on EU2020 progress also identifies ***"consumer conditions"*** among ***"growth drivers or framework conditions to growth"***.

40. Consumer policy at both EU and national level plays a crucial role in creating these framework conditions. Effective enforcement of consumer rights reinforces consumer trust in markets. The effectiveness of enforcements acts as an incentive for businesses to respect legislation and it shapes consumers opinions about whether their rights are protected or not.

41. Only by empowering consumers, so that they can understand the increasingly complex choices offered to them, will the most efficient and innovative manufacturers and providers be rewarded. If however, complexity makes it hard for consumers to compare quality and price and their rights are not protected, then markets may experience consumer detriment, loss of confidence and reduced incentives for quality improvement and efficiency. Consumer empowerment allows consumers to understand the information available to them, to know and to exercise their rights, to work with the institutions and organisations capable of helping them, to complain when faced with problems and to seek redress when their rights are infringed. Although the extent of empowerment depends on background factors such as the level of education, it is closely related to the quality and effectiveness of consumer policy measures and institutions in each Member State. The empowerment section also contains an indication of how effective the media is in improving the level of consumer awareness and empowerment. Media coverage of consumer issues can increase awareness of consumer rights, help consumers recognize unfair commercial practices, and show them how to obtain redress. Identifying the most informative media tools is therefore important to increase consumer awareness

42. The country consumer statistics include data from various consumer and retailer surveys[27]. Eurobarometer questions to consumers and retailers generally relate to the last twelve months. Detailed information about methodology is included in the analytical report of each survey.[28] The

[27] Flash Eurobarometer 299 – Consumer attitudes towards cross-border trade and consumer protection, September 2010; Flash Eurobarometer 300 – Retailers' attitudes towards cross-border trade and consumer protection, September - October 2010; Flash Eurobarometer 282 — Attitudes towards cross-border sales and consumer protection, July 2009;Special Eurobarometer 298 — Consumer protection in the internal market, June 2008; Flash Euro barometer 278 — Business attitudes towards enforcement and redress in the internal market, July-August 2009;Flash Eurobarometer 224 — Business attitudes towards cross-border sales and consumer protection, September 2008; Information on market surveil lance activities, sweeps and public funding for national consumer organisations were provided by Member States.

[28] The latest consumer Eurobarometer (FL EB 299) was conducted using telephone and face to face interviews, in September – October 2010, on EU respondents of at least 15 years old. The sample size was 1000 respondents per country (500 interviews were conducted in CY, EE, LU and MT). The calculation of EU27 totals was based on a population weighting of national results. At a 95% confidence level, the margin of error ranges between +/-1.4% and +/-3.1% for sample sizes of 1000 respondents and it is lower than +/-0.6% for EU27 results. The latest retailer Eurobarometer (FL EB 300) was conducted using telephone inter views, in September – October 2010, on companies employing 10 or more persons oper ating in EU, Iceland and Norway. The sample size was 250 interviews (200 in IS, LU and MT).

consumer country reports compare, for each Member State, 2010 consumer conditions with 2009 and 2008. The data included in the country statistics are rounded to the nearest integer. The country comments are based on an impartial approach which only includes observations for the indicators with the highest two or the lowest two values among EU countries. An increase in the consumer conditions index is also highlighted. In some situations there are small differences between the wordings of the questions asked in different years in Eurobarometers.

43. Retailers overestimate their knowledge of consumer legislation. Although, in 2010, at the EU level, 82% of retailers (same as in 2009) considered themselves to be well informed about consumer legislation, only 28% of them (23% in 2009) were able to correctly indicate the length of the cooling-off period for distance sales and only 26% (same as in 2009) were correctly informed about the legal requirements for returning a defective product. However, when discussing product safety legislation, retailers were much more aware of their legal obligations. The large majority of retailers correctly answered that they must not place unsafe products on the market (9% "incorrect" responses), that they must be able to present technical documentation on the safety aspects of the products they sell (10% "incorrect" responses) and that, upon the request of authorities, retailers must cooperate with the authorities to prevent risks posed by the products they supplied (10% "incorrect" responses).

44. The number of consumers who made a complaint to a seller or provider reached 13% in 2010 (10% in 2009). Not all consumers complain when they are faced with problems caused by products or services. It is important to encourage them to communicate their problems and to seek solutions since this behaviour benefits not only the individual consumer but also the market as a whole due to the improvements that companies will make to their products and services. It is disappointing that around a quarter of consumer who suffered a problem, still do not complain. It is thus clear that consumer awareness about their rights and recourse remains an ongoing challenge.

CONSUMER CONDITIONS INDEX

45. The Consumer Conditions Index is based on consumers and retailers survey results. All questions reflect positive outcomes thereby allowing the index to reach, in theory, a maximum value of 100%. All questions have an equal weight in the index.

Figure 16: Indicators used in the Index of national consumer policies

ENFORCEMENT	
1.	Percentage of consumers who feel adequately protected by existing measures
2.	Percentage of consumers who trust public authorities to protect their rights
3.	Percentage of consumers who trust sellers/providers to respect their rights as a consumer
4.	Percentage of consumers who did not come across misleading and deceptive advertisements/offers
5.	Percentage of consumers who did not come across fraudulent advertisements/offers
CONSUMER ORGANISATIONS AND INFORMATION	
6.	Percentage of consumers who trust consumer organisations to protect their rights as a consumer
COMPLAINTS	
7.	Percentage of consumers who complained when they encountered problems
8.	Percentage of consumers who were satisfied with complaint handling
REDRESS	
9.	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR
10.	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts
PRODUCT SAFETY	
11.	Percentage of consumers who do not think that a significant number of products are unsafe
12.	Percentage of retailers who do not think that a significant number of products are unsafe

The following figures present both the absolute value of Consumer Conditions Index as well as its yearly evolution.

Figure 17: Consumer Conditions Index – value

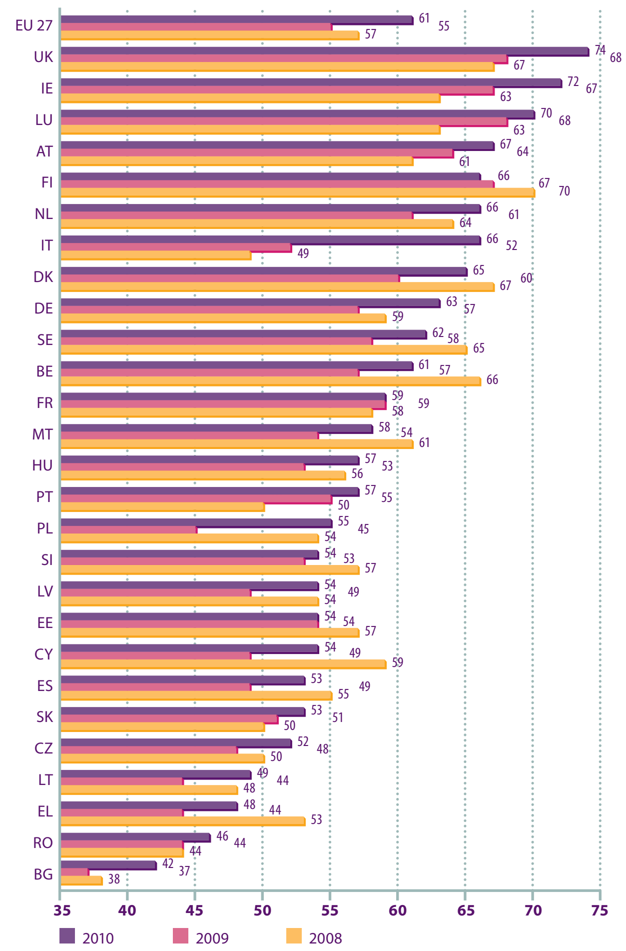
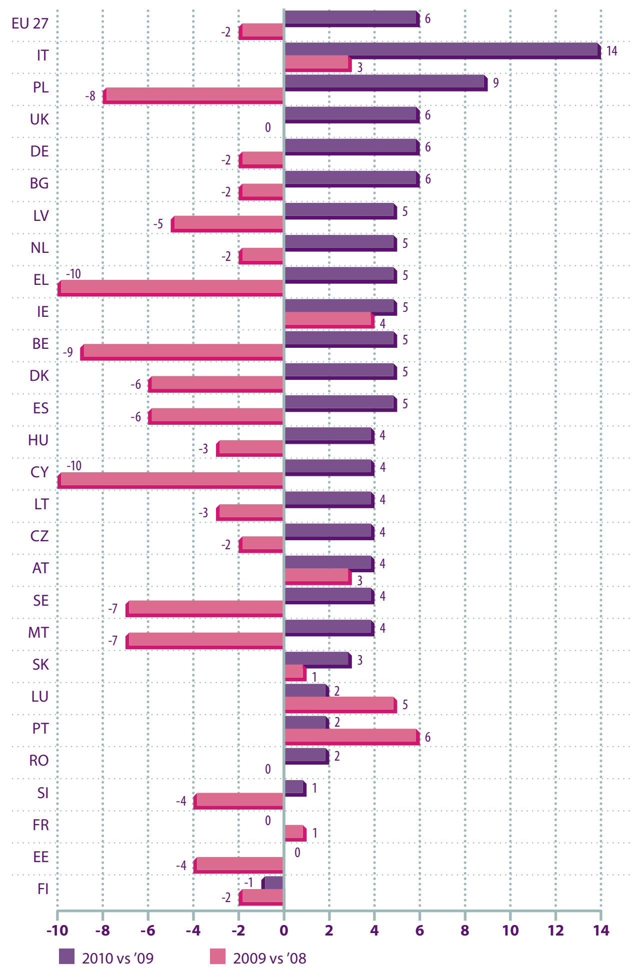


Figure 18: Consumer Conditions Index – evolution



46. The objective of this index is to create a long term data set which can be used by EU members to estimate the impact of their policies on the welfare of their citizens. By comparing national outcomes with those of other EU countries, best practices can be identified and promoted.

47. 2010 saw an encouraging re-bound for nearly all Member States after the steep decline registered in 2009 (compared to 2008). In almost all Member States, 2008 levels have been re-gained or exceeded. In 2010, the biggest improvements were experienced by Italy, Poland, UK, Germany and Bulgaria. For Italy, this is explained by an important increase in most of the indicators. In particular, more consumers declared themselves satisfied with complaint handling and more of them complained when faced with problems. In Poland more consumers are confident in the safety of products and less of them came across misleading advertisements. In the UK, the perception about dispute resolution through courts saw the largest increase. For Germany, the more positive appreciation of the means of redress had the biggest impact. In Bulgaria, more consumers were satisfied with complaint handling.

ENFORCEMENT IN THE MEMBER STATES

48. Effective enforcement of consumer law that protects consumers' economic welfare and consumer product safety legislation is a necessity for consumer trust and for the well functioning of the European economy. It ensures that businesses respect common rules and standards and that consumers are protected from serious risks and threats which they cannot tackle as individuals.

49. National authorities play a key role in enforcement, through market surveillance activities and by creating the institutional framework to involve stakeholders such as businesses, regulators or consumer organisations in enforcement. Together with business operators they share responsibility for ensuring that products placed on the market are safe and that all citizens benefit from a high level of consumer protection.

50. The Commission collects enforcement related evidence through various, complementary sources. First, consumer and retailer surveys provide information on issues such as awareness and knowledge of consumer protection and safety legislation, opinions on product safety, complaints, perceived compliance, and market surveillance activities. They also give an indication on the outcome or impact of national consumer policies, for example through consumers' opinions on the protection of and respect for their rights.

51. Second, the written media (press articles) is monitored because it reflects the activities of enforcement organisations and gives an indication of enforcement problems.

52. Third, national authorities report on their input into and output of enforcement activities (the enforcement indicators). Two separate sets of enforcement indicators are collected: one by CPC (Consumer Protection Cooperation) authorities (consumer legislation dealing with economic interest of consumers) in accordance with article 17.1 of Regulation 2006/2004 and one by GPSD (General Protection Safety Directive) authorities (product safety) in accordance with article 10.2 of Directive 2001/95/EC.

Consumers' and retailers' opinions on enforcement

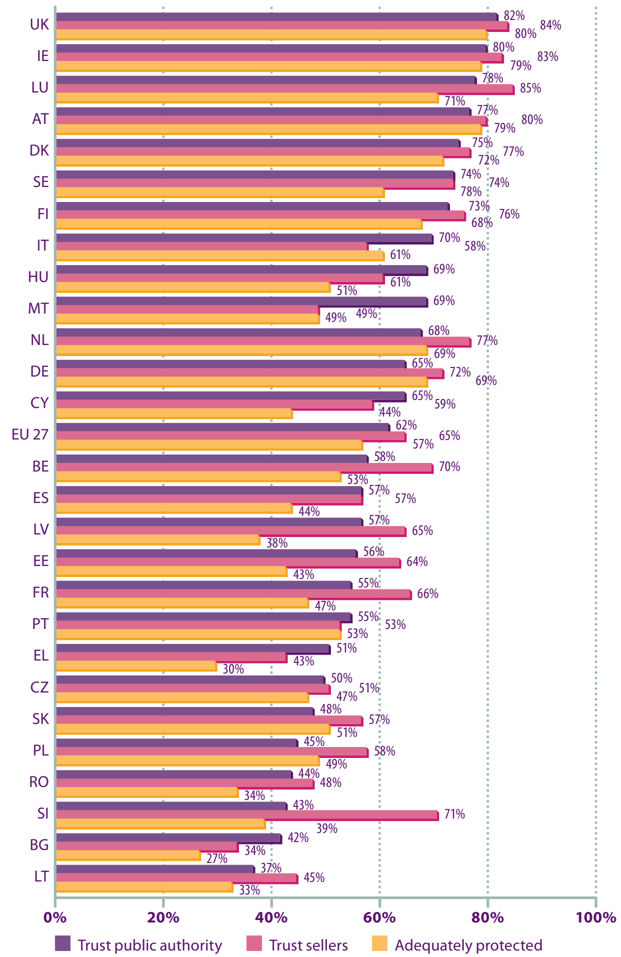
53. In 2010, 63% of consumers in the European Union were confident that that the public authorities protect their consumer rights well – which is 9% more than in 2008 and 2009 (both 54%). Furthermore, a growing majority of consumers agreed that, in general, sellers and providers respected their rights as consumers well (65% vs. 58% in 2008 and 59% in 2009). Finally, 57% of European consumers felt that they were adequately protected by the existing consumer protection measures (against 51% in 2008 and 54% in 2009).

54. In about half of the EU Member States, the current level of confidence in public authorities was the highest level measured since the first wave of this survey (early in 2006). In the UK (82%) and Ireland (80%), at least 4 in 5 consumers agreed that they trusted public authorities to protect their consumer rights. In Lithuania, on the other hand, less than half as many respondents agreed with this view (37%).

55. About 4 in 5 consumers in Luxembourg (85%), the UK (84%), Ireland (83%) and Austria (79%) agreed that sellers and providers in their country respected consumers' rights. The total level of agreement dropped to 34% in Bulgaria and, in a further four countries, less than half of respondents agreed with this statement: Greece (43%), Lithuania (45%), Romania and Malta (both 48%).

56. The proportion of respondents who agreed that they felt adequately protected by existing consumer protection measures ranged from about a third (or less) respondents in Bulgaria, Greece, Lithuania and Romania (27%–34%) to roughly 8 in 10 respondents in Austria, Ireland and the UK (79%–81%). It is also worth noting that, in Bulgaria and Greece, the proportion of respondents who strongly disagreed that they felt adequately protected was higher than the total proportion of respondents who agreed with the statement (Bulgaria: 30% vs. 27%; Greece: 33% vs. 30%). Between 2006 and 2010, Ireland (+21%) and Italy (+18%) have seen the biggest increase in the proportion of consumers who feel adequately protected.

Figure 19: Consumers' feelings about adequate consumer protection and trust (%)



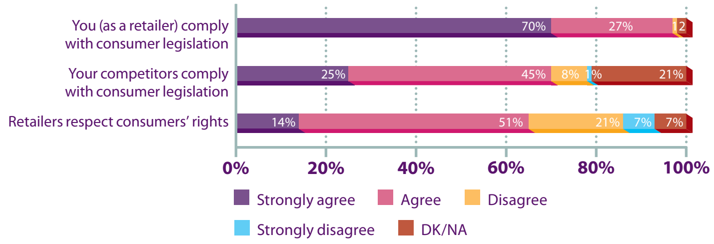
Source: Flash EB299, 2010

Economic enforcement

57. Both consumers and retailers were asked to give their view on compliance with consumer legislation (**Figure 20**). It appears that an important majority of retailers said that they fully comply with it: at EU level 70% strongly agreed with the statement that they comply with consumer legislation and another 27% agreed with the statement (about the same as in 2009). However, the picture partly changes when considering the consumers' viewpoint: 28% of consumers disagreed with the statement that retailers respect their rights (against 34% in 2009). In addition, in Bulgaria and Greece more than half of the consumers did not feel that their rights were being respected. Interestingly, retailers became more sceptical when asked whether their competitors were complying with consumer legislation: only 1 in 4 strongly agreed that their competitors complied with consumer legislation and another 45% agreed with the statement.

58. Under the Unfair Commercial Practices Directive, businesses are obliged not to mislead consumers (e.g. through advertising) or subject them to aggressive commercial practices. Consumers were more likely than retailers to state that they had experience with misleading and fraudulent advertisements. In 2010, 43% of European consumers said that they had come across misleading or deceptive advertisements and 29% stated that they had come across what they believed to be fraudulent advertisements or offers[29]. A large majority of retailers (78%), on the other hand, had not come across fraudulent advertisements or offers made by their competitors. Most of the retailers (72%) had also not come across misleading or deceptive advertisements or offers made by competitors. These figures are comparable with the figures of 2008.

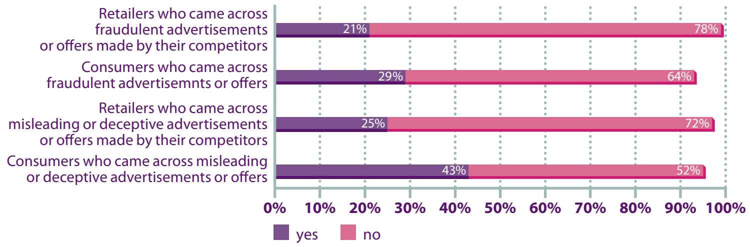
Figure 20: Consumer and retailer perceptions towards compliance with consumer legislation (%)



Sources: Flash EB299 and Flash EB300, 2010

29 Misleading or deceptive advertisements are those which contain false information or present factually correct information in a misleading manner about the goods or services on sale. Fraudulent advertisements actually attempt to obtain money without selling anything, for example a lottery scam.

Figure 21: Consumers and retailers coming across misleading or fraudulent advertisements and offers (%)



Sources: Flash EB299 and Flash EB300, 2010

59. The proportion of retailers that had come across misleading or deceptive advertisements or offers made by competitors in the past 12 months ranged from less than a sixth in France and Italy (14%-15%) to a slim majority in Bulgaria (52%). In a further seven countries, more than 4 in 10 retailers reported having seen such advertisements. At least 4 in 10 retailers in Poland, Greece, Bulgaria and Lithuania answered that they had come across at least one fraudulent advertisement or offer made by competitors in the past 12 months.

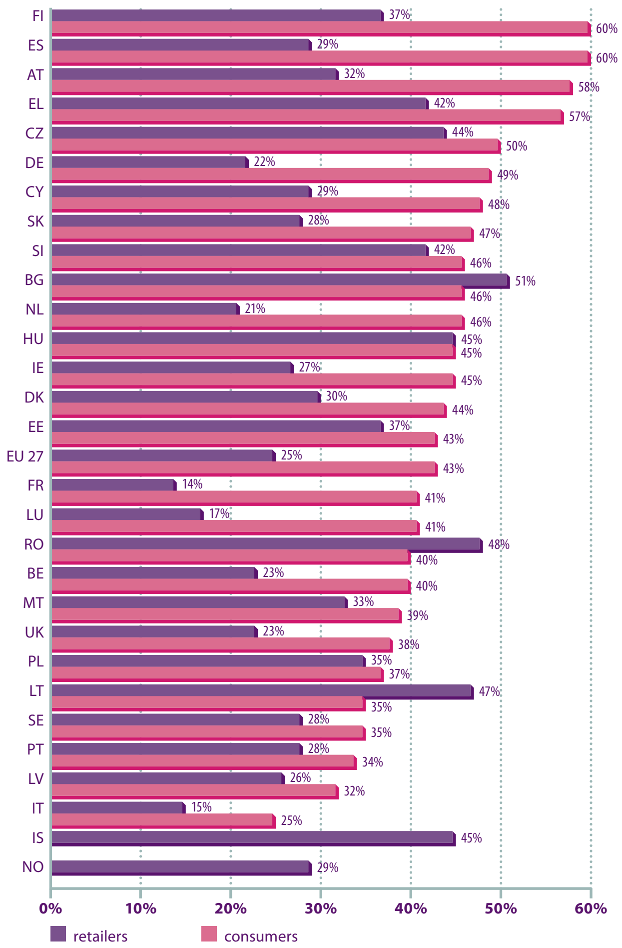
60. On the other hand, 3 in 5 consumers in Spain and Finland said they came across misleading offers and more than half of the Austrian (58%) and Greek (57%) consumers said they had experience with what they perceived as fraudulent offers.

61. Eighteen percent of retailers in the EU said that they were inspected by the consumer authorities the past two years. In Romania (53%) and Hungary (50%) about one in two retailers was subject of such an inspection, but in Finland (9%) and Ireland (6%) less than 1 in 10 has been subject of an inspection. These figures are similar to the 2009 figures.

62. In three countries, a tenth or more of retailers answered that, in the past two years, their company had been suspected of breaching consumer legislation: Hungary (14%), Belgium and Slovakia (both 10%). Across the EU only 5% said that their company had been suspected of breaching consumer legislation in the past two years.

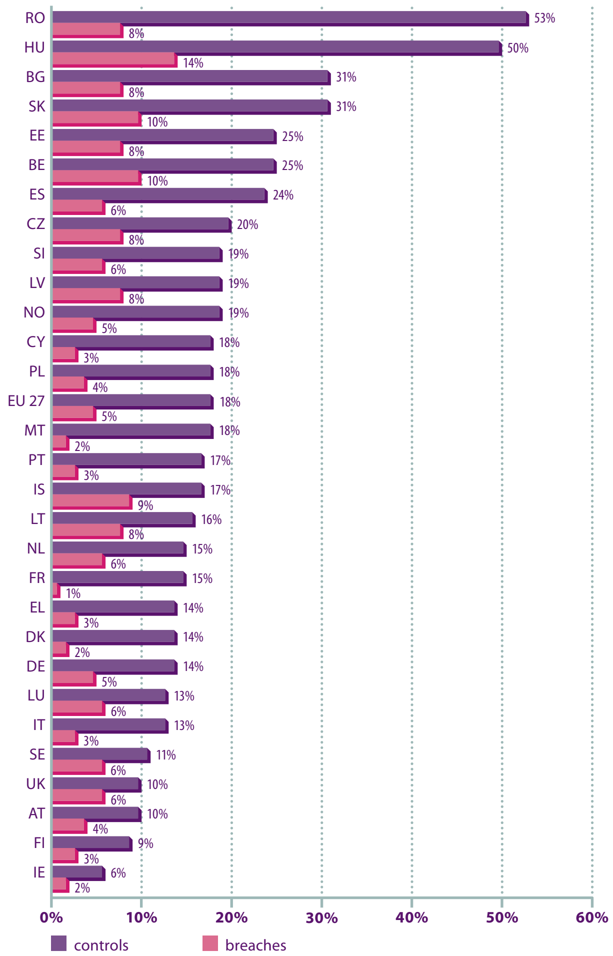
63. Across the EU, the proportion of retailers that had learned about a breach of consumer legislation in their market through the media in the past two years ranged from 12% in Luxembourg to 41% in Estonia. In Finland, Bulgaria, Malta and Lithuania, 37%-38% of retailers had heard about such a breach through the media. Retailers in Norway, however, were the most likely to have learned about a breach of consumer legislation in their market through the media (45%).

Figure 22: Consumer and retailer experiences with misleading advertisement (%)



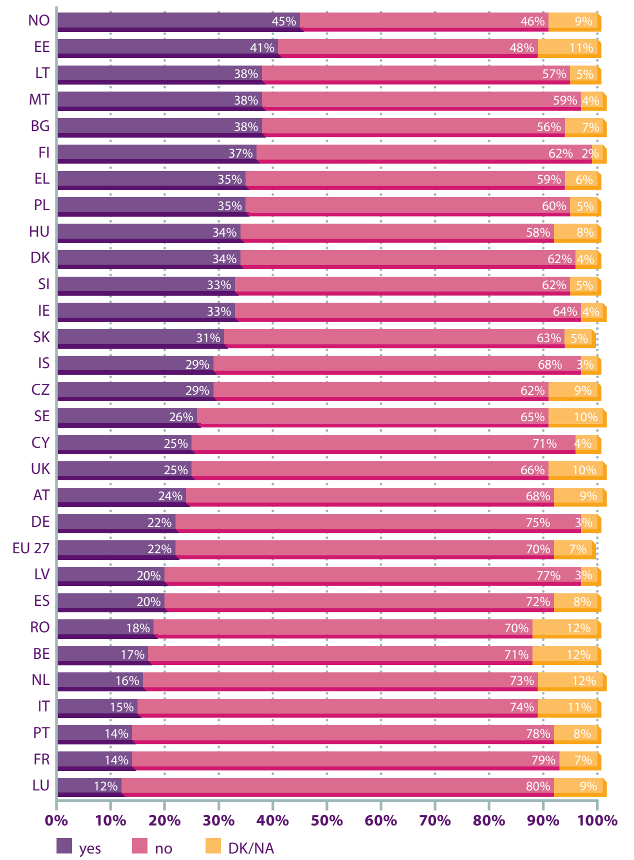
Sources: EB299 and EB300, 2010

Figure 23: Retailers subjected to a general inspection and found in breach of consumer legislation (%)



Source: EB300, 2010

Figure 24: Media reporting on breaches of consumer legislation (%)

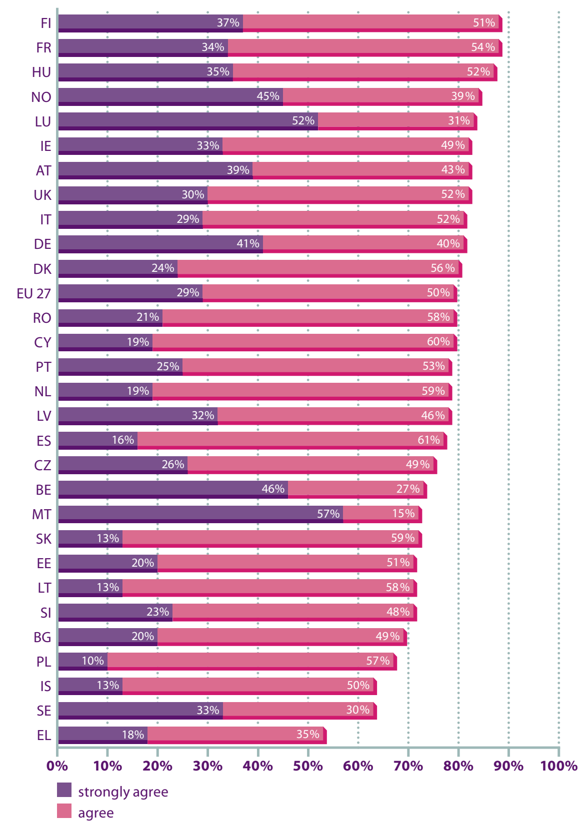


You have learned through the media about a breach of consumer legislation in your market

Source: Flash EB300, 2010

64. Finally, 79% of retailers felt that the public authorities actively monitor and ensure compliance with consumer legislation in their sector in their country, with figures ranging between 87–88% in Finland, France and Hungary and 53% in Greece.

Figure 25: Compliance monitoring with consumer legislation (%)



The public authorities actively monitor and ensure compliance with consumer legislation in my sector in my country

Source: Flash EB300, 2010

Safety enforcement

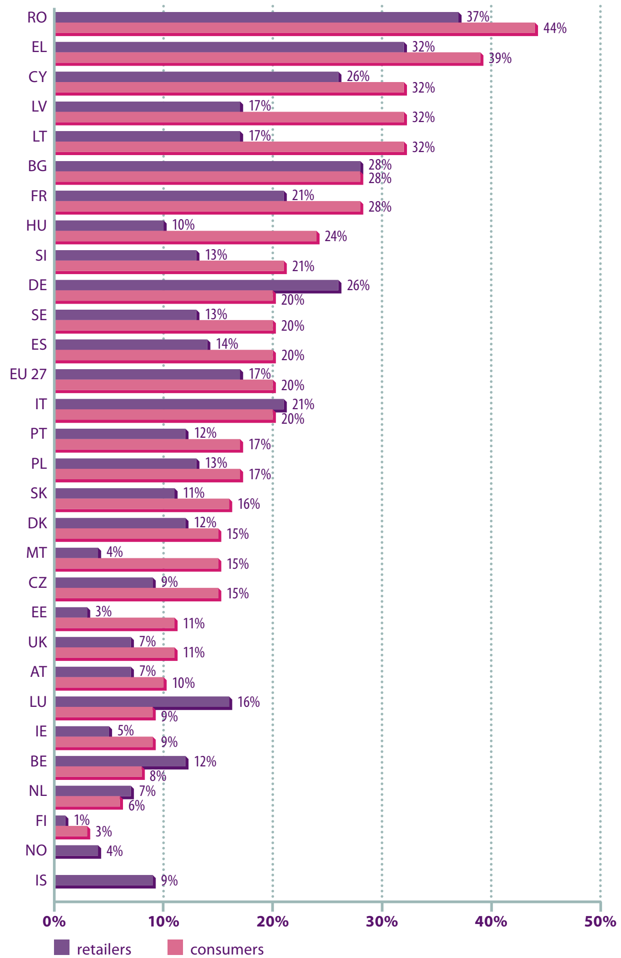
65. Surveyed about the safety of food and non-food products, consumers and retailers in the same countries tended to think alike. The dominant view from consumers and retailers in almost all countries was that not more than a small number of products are unsafe. Across the EU, only 1 in 5 consumers believed that a significant number of food and non-food products were unsafe (21% and 20% respectively). At the same time, 17% of retailers answered that a significant number of non-food products marketed in their country were unsafe and 16% said the same about unsafe food products.

66. However, consumers and retailers in some countries are much more sceptical about the safety of food and non-food products than in other countries.

67. More than 3 in 10 consumers in Romania (44%), Greece (39%), Cyprus (32%), Lithuania (32%) and Latvia (32%) considered that a significant number of non-food products were unsafe, compared to only 3% in Finland. These figures were similar in 2009. Consumers in Latvia, Lithuania, Greece, Bulgaria and Romania were also the most likely to think that that a significant number of food products marketed in their country were unsafe; this proportion ranged from 35% in Latvia to 50% in Romania. In Finland, on the other hand, just 3% of respondents thought that a significant number of food products currently on the market were unsafe.

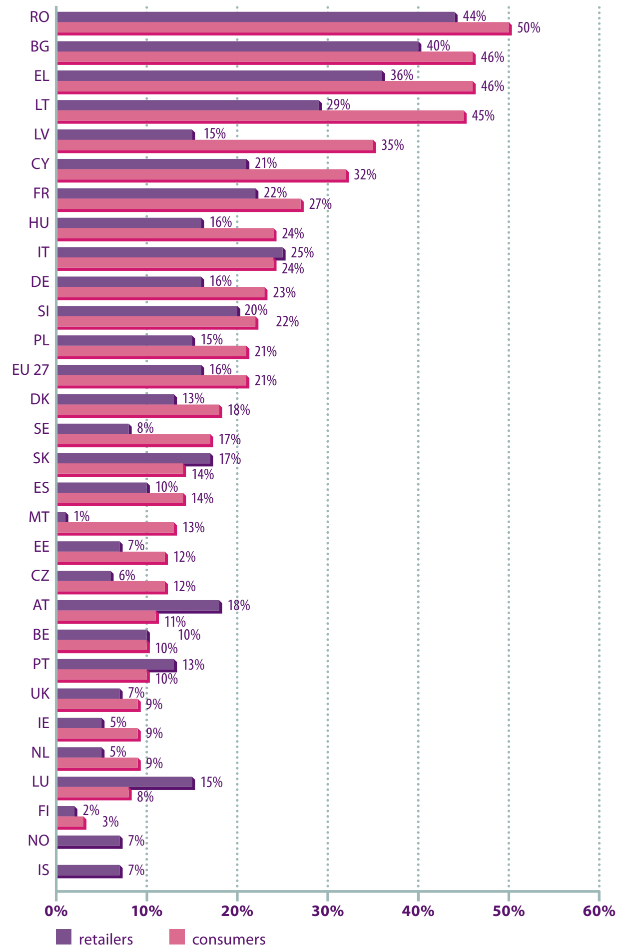
68. Retailers in Romania were the most likely to think that a significant number of non-food products currently on the market in their country were unsafe (37%). In Germany, Cyprus, Bulgaria and Greece, between 26% and 32% of retailers shared this view. In Finland, Estonia, Norway and Malta, less than 5% of retailers were of this opinion. In Romania (44%), Bulgaria (40%), Greece (36%) and Lithuania (29%), more than a quarter of retailers thought that a significant number of food products are unsafe, against 1% in Malta and 2% in Finland.

Figure 26: Consumers' and retailers' views on product safety (%)



Thinking about all non-food products currently on the market in your country, do you think that … a significant number of products are unsafe?
Sources: Flash EB299 and Flash EB300, 2010

Figure 27: Consumers' and retailers' views on food safety (percentages)

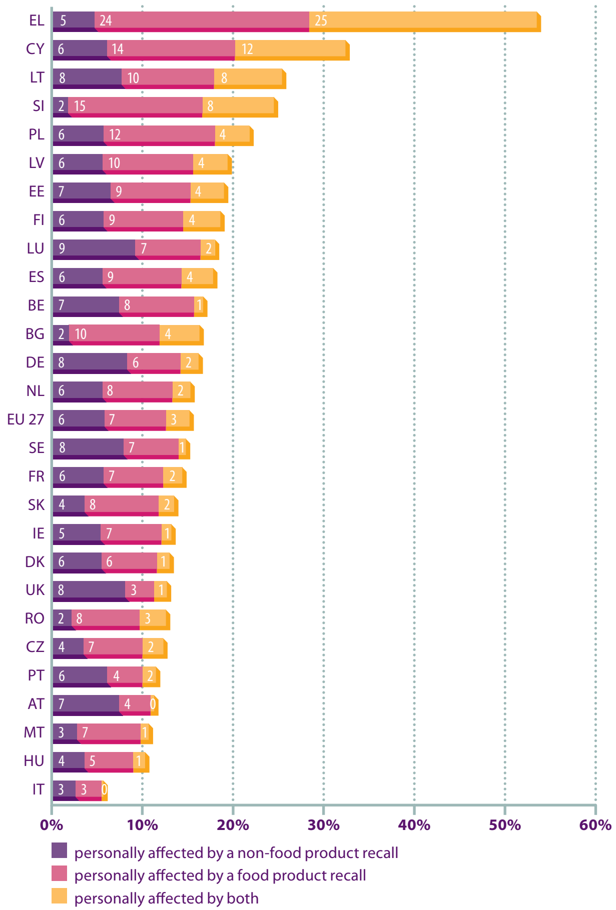


Thinking about all food products currently on the market in your country, do you think that …
a significant number of products are unsafe?
Sources: Flash EB299 and Flash EB300, 2010

69. Across the EU, less than a sixth of EU consumers said they had been personally affected by a product recall. Equal numbers existed for the recalls of non-food and food products: 3% of EU consumers mentioned that they had been affected by both a food and non-food product recall, 7% had only been affected by the former and 6% by the latter. The result with regard to whether consumers had had a direct experience of a non-food product recall was similar to the ones observed in previous waves. Consumers in Greece stood out from the pack with a slim majority (54%) of consumers who said they had been personally affected by a product recall. In Italy, on the other hand, less than a tenth (6%) of respondents reported ever having been affected by a recall of a food or non-food product. Among consumers who had been personally affected by product recalls, roughly a third (34%) had not taken any action. A slim majority (55%) of consumers affected by a product recall had contacted the retailer or the producer, while 3% had contacted a consumer organisation and 2% had contacted the national public authorities.

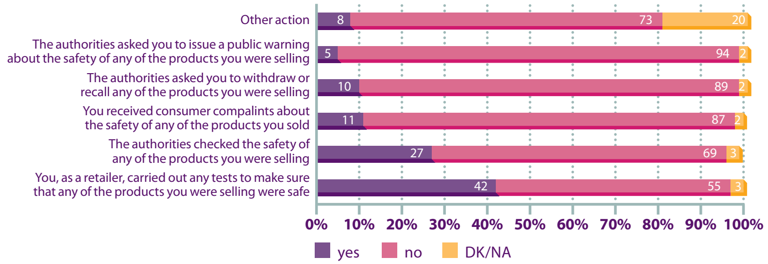
70. Product recalls concerned a minority of retailers: in the last two years, 1 in 10 retailers were asked by the authorities to withdraw or recall one of their non-food products and 5% were asked to issue a public warning about one of their non-food products. About 4 in 10 retailers who sell consumer products had carried out tests in the past two years to make sure that the products they were selling were safe, while 27% said that the authorities had checked the safety of a product that they were selling. Furthermore, only 11% of retailers reported to have received complaints from consumers about the safety of a product they sold, and only 7% said they were aware that their competitors knowingly sold unsafe products in the past year (though this percentage was significantly higher in Greece (23%) and Cyprus (15%). All these figures are similar to the 2009 figures.

Figure 28: Consumers experiences with food and non-food product recalls (percentage of consumers)



Source: Flash EB299, 2010

Figure 29: Enforcement and market surveillance in the field of product safety (%)

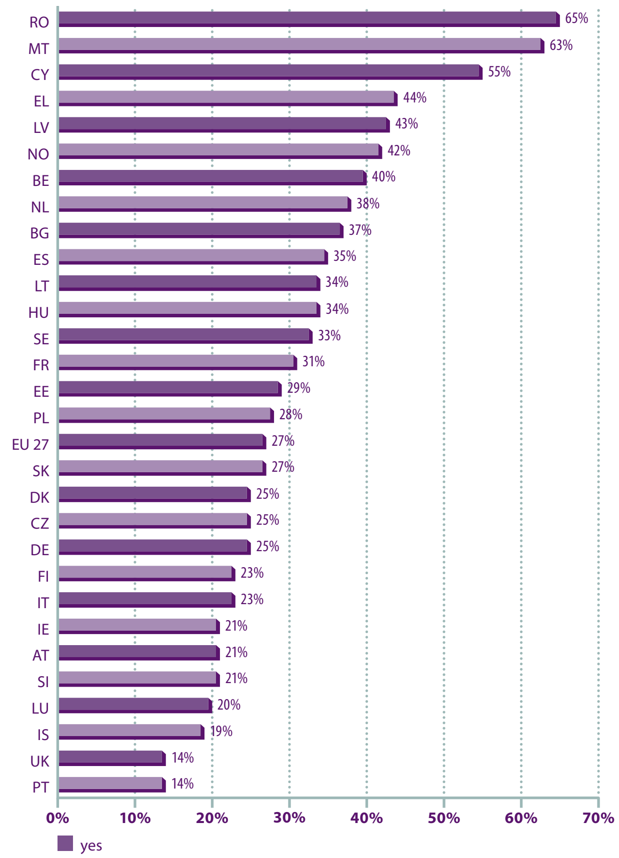


Source: Flash EB300, 2010

71. More than half of the retailers in Romania (65%), Malta (63%) and Cyprus (55%) were subjected to a non-food product safety test by the authorities. At the other end of the scale less than 20% of the retailers in Portugal (14%), the UK (14%), and Iceland (19%) said that the authorities checked the safety of the products they were selling in the past two years.

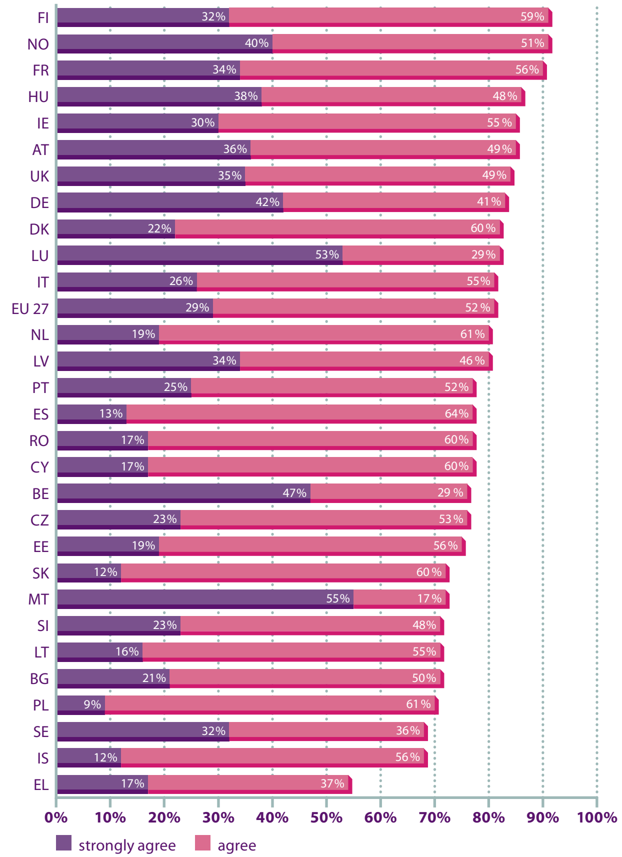
72. Finally, more than 3 in 4 retailers felt that the public authorities actively monitor and ensure compliance with product safety legislation (81%) and with food safety legislation (76%) in their sector in their country. Finland (91% non-food and 91% food), France (90% non-food and 83% food), Hungary (86% non-food and 91% food) and Norway (91% non-food, 88% food) are the countries were the highest proportion of retailers was of this opinion (these four countries also have the highest figures for compliance monitoring with consumer legislation).

Figure 30: Non-food safety inspections by public authorities (%)



The authorities checked the safety of any of the products you were selling
Source: Flash EB300, 2010

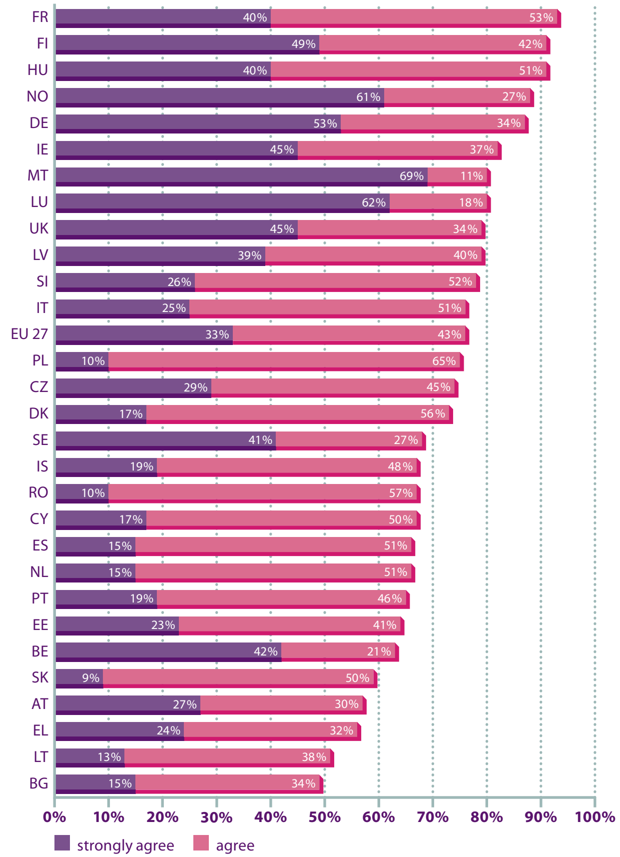
Figure 31: Compliance monitoring with product safety legislation (%)



The public authorities actively monitor and ensure compliance with product safety legislation in my sector in my country

Source: Flash EB300, 2010

Figure 32: Compliance monitoring with food safety legislation (%)



The public authorities actively monitor and ensure compliance with food safety legislation in my sector in my country

Source: Flash EB300, 2010

National enforcement indicators

73. After a pilot project in 2008, members of the CPC and GPSD committees and the Commission developed in 2009 a system to collect data measuring the activities of national authorities responsible for economic and product safety enforcement. These data will help to identify the strengths and weaknesses in the enforcement process and will complement the enforcement picture across Europe. Two lists – one for economic enforcement, one for product safety enforcement – of around 20 indicators were established and are composed of input and output indicators.

74. The ***budget*** and the ***number of inspectors*** were identified as most relevant input indicators. Knowing how much Member States spend on enforcement is an essential element in assessing their enforcement capabilities. Given the budgetary limitations imposed by the current economic crisis, the protection and safety of consumers may be seriously jeopardized by inadequate funding of market surveillance.

75. Three subgroups of indicators are classified under the 'output enforcement indicators'. They provide quantitative information on different activities Member States carry out to ensure compliance of traders with the laws and reflect three consecutive stages of the enforcement and market surveillance process:

A. (Preventive and investigative) activities ensuring compliance. An example is the *number of inspections* (any check undertaken by an inspector and aimed at verification of compliance of a single trader with the consumer or product safety laws). Another example is the *number of laboratory* tests made to verify compliance with applicable safety requirements, such as checking the presence of dangerous substances or components or checking for possible structural defects.

B. Results of compliance checking. The aim is to measure the number of detected infringements and irregularities as a result of the inspections carried out under 1/. Examples are the *number of official notifications of non-compliance* to trader and the *number of products posing a serious risk* (authorities carry out a risk assessment and end up with a decision about the risk that the respective products pose to the health and safety of consumers).

C. Corrective measures. When authorities find practices or products that do not comply with the law they engage into administrative and/or court proceedings imposing obligations on producers, distributors or retailers to take corrective measures. These can be, for example, injunctions or prohibitions, product withdrawals from the market, product recalls from consumers, or suspensions of products at the border.

76. The enforcement indicators were collected for the first time in 2009 and again in 2010. As a result of the 2009 collection exercise, a number of minor clarifications to the definitions of the indicators were made in 2010 but the list of indicators otherwise remained the same.

77. The enforcement indicators are collected by using an on-line questionnaire addressed to CPC and GPSD authorities in the 27 EU Member States, Norway and Iceland. They are divided into core indicators and additional indicators. The core indicators reflect activities that are relevant for all or most Member States. The figures below show a selection of the core indicator data provided by Member States. The data are rescaled by the number of retailers[30] present in the country. Taking into account a measure of the size of the market is needed to better compare indicators across Europe. The number of retailers was identified as a good indicator of the national business environment.

[30] The number of retailers is taken from Eurostat's annual detailed enterprise statistics on trade'. The category of retailers is called *"retail trade, except of motor vehicles, motorcycles; repair of personal and household goods"* and the figures refer to 2007.

Figure 33: Economic enforcement indicators

		Budget (€)	Budget (€) rescaled for the number of retailers	Number of inspectors	Number of inspectors rescaled for the number of retailers	Number of inspections	Number of inspections rescaled for the number of retailers	Number of business visits	Number of notifications of non-compliance to traders	Number of business visits with detected infringements	Number of administrative decisions	Number of court decisions
AT	2009	2,240,757	52.8	130	3.1	24,823	584.4	22,831	3,759	NA	783	136
	2008	1,931,729	45.5	128	3	23,754	559.2	22,819	3,103	NA	1,158	175
BE	2009	39,764,333	539.8	158	2.1	29,232	396.8	26,150	6,880	6,120	4,084	NA
	2008	34,677,000	470.7	150	2	6,223	84.5	5,926	3,071	NA	1,008	NA
BG	2009	1,267,951	13.8	132	1.4	24,947	272.3	19,945	0	2,709	235	7
	2008	2,234,725	24.4	146	1.6	30,297	330.6	22,963	3,627	3,627	4	NR
CY	2009	3,300,000	285.7	108	9.4	45,333	3,925.00	44,670	480	179	147	NA
	2008	1,500,000	129,9	98	8.5	46,873	4,058.30	45,724	823	537	86	NA
CZ	2009	-	-	-	-	-	-	-	-	-	-	-
	2008	152,433,122	1,222.70	1,212	9.7	327,031	2,623.10	283,104	33,826	31,959	31,847	117
DE	2009	55,759,235	189	829	2.8	927,659	3,144.10	70,438	59,728	NA	14,537	426
	2008	52,558,235	178.1	800	2.7	868,703	2,944.30	78,246	41,643	NA	20,848	629
DK	2009	NA	NA	0	0	0	0	0	675	NR	NA	12
	2008	3,000,000	122.3	30	1.2	2,486	101.4	0	573	0	9	4
EE	2009	NA	NA	19	4.7	6,401	1,577.40	4,829	1,436	1,122	1,048	0
	2008	NA	NA	19	4.7	5,510	1,357.80	4,793	1,065	NA	970	0
EL	2009	230,000	1.2	80	0.4	8,000	41.2	6,000	NR	NA	161	NA
	2008	800,000	4.1	NA	NA	NA	NA	NA	NA	NA	98	NA
ES	2009	89,654,218	170.2	749	1.4	233,398	443.1	69,460	8,201	18,144	7,678	NA
	2008	30,582,160	58.1	794	1.5	NA	NA	NA	6,520	NA	6,300	NA
FI	2009	1,873,458	80.4	28	1.2	4,900	210.3	2,551	1,841	816	2,371	28
	2008	1,587,202	68.1	30	1.3	8,683	372.7	6,083	3,440	2,210	3,597	17
FR	2009	136,788,323	296.6	604	1.3	163,966	355.6	155,550	50,368	41,183	1,381	3,766
	2008	135,104,916	293	679	1.5	162,684	352.8	156,879	50,085	42,414	969	4,338
HU	2009	13,621,338	137,8	132	1.3	8,341	84.4	5,899	5,543	2,030	5,016	NR
	2008	136,025,467	1,375.90	81	0,8	21,690	219.4	15,895	20,168	9,916	19,191	36
IE	2009	7,872,225	469.2	88	5.2	2,831	168.7	559	400	117	101	7
	2008	16,942,000	1,009.80	39	2.3	395	23.5	290	160	27	11	NR
IS	2009	306,568	NA	5	NA	1,911	NA	1,711	479	451	52	NR

		Budget (€)	Budget (€) rescaled for the number of retailers	Number of inspectors	Number of inspectors rescaled for the number of retailers	Number of inspections	Number of inspections rescaled for the number of retailers	Number of business visits	Number of notifications of non-compliance to traders	Number of business visits with detected infringements	Number of administrative decisions	Number of court decisions
IS	2008	343,825	NA	5	NA	1,229	NA	1,055	472	422	32	0
IT	2009	53,437,500	77.9	86	0.1	905	1.3	765	492	160	5,455	362
	2008	NA	NA	40	0.1	NA	NA	62	272	50	255	NA
LV	2009	1,899,169	146.1	98	7.6	2,213	171.2	1,922	824	500	150	NR
	2008	450,000	34.8	24	1.9	NA	NA	NA	NA	NA	110	NR
LT	2009	1,569,450	36	NR	NR	NR	NR	NR	NA	NR	355	NA
	2008	805,636	18.5	331	7.6	19,721	452.8	19,693	9,956	11,357	1,747	11
LU	2009	-	-	-	-	-	-	-	-	-	-	-
	2008	-	-	-	-	-	-	-	-	-	-	-
MT	2009	1,994,000	244.3	29	3.6	18,113	2,219.50	15,615	195	146	3	332
	2008	1,426,000	174.8	21	2.6	22,216	2,7232.2	20,623	600	600	21	178
NL	2009	6,495,000	82.4	14.5	0.2	NA	NA	NA	177	NA	8	3
	2008	5,484,000	69.6	9	0.1	NA	NA	NA	135	NA	6	0
NO	2009	2,500,000	90	26	0.9	1,365	49.1	0	1,134	0	8	1
	2008	2,400,000	86.4	25	0.9	1,076	38.7	0	806	0	10	2
PL	2009	13,826,335	37.1	888	2.4	8,563	23	8,088	4,080	NR	1,650	315
	2008	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
PT	2009	91,390,928	501.2	413	2.3	44,801	245.7	15	17,879	12,332	11,625	5
	2008	NA	NA	NA	NA	2,430	13,3	NA	1,096	NA	326	NA
RO	2009	3,549,065	26.4	367	2.7	NA	NA	NA	5,097	NA	1,092	NA
	2008	865,868	6.4	350	2.6	70,162	521.1	65,700	47,402	47,402	NA	NA
SK	2009	4,507,699	495.5	135	14.8	20,503	2,253.80	NA	NR	NA	6,226	23
	2008	5,673,206	623.6	319	35.1	36,794	4,044.60	16,234	NA	NA	6,097	NR
SI	2009	2,513,964	352.8	128	18	9,452	1,326.40	NA	10,471	NA	319	NA
	2008	2,636,702	370	128	18	18,321	2,571.00	NA	3,325	NA	561	NA
SE	2009	2,500,000	42.2	29	0.5	321	5.4	0	142	0	15	21
	2008	3,541,974	59.8	35	0.6	577	9.7	283	310	97	22	5
UK	2009	122,955,811	618.8	1,183	6	35,772	180	27,103	15,320	8,848	540	2,574
	2008	114,259,932	575	1,045	5.3	10,374	52.2	29,129	15,320	9,722	442	1,297

Source: Member States CPC authorities (NA=not available, NR= not relevant)

Economic enforcement data

78. Twenty-five Member States, Norway and Iceland provided data on economic enforcement. The table below shows the figures reflecting activities in 2008 and 2009.

79. The enforcement systems in place and the nature of enforcement actions vary significantly between countries. The enforcement indicators cover a broad range of activities to capture the specificities and complexity of the different systems. The data reported by the enforcement authorities reflects the differences between the countries. For example, some Member States, especially in Northern countries, focus effort on preventive enforcement such as education campaigns or dialogue with traders rather than on inspections through business visits (which remains a very common means in most Member States).

80. Most Members States reported that not all figures for the enforcement indicators are readily available. Therefore, almost all Member States stressed that part of the figures are either estimates, incomplete, or including activities beyond the scope of economic enforcement. This is because in some cases only global figures related to whole range of activities of the ministry in charge of consumer protection could be reported, i.e. including product safety activities or activities unrelated to economic consumer legislation enforcement. In other cases several authorities (different national bodies or national and regional bodies) share responsibility for economic enforcement and not all these bodies were able to provide data. For indicators such as website checks, some Member States reported that these are part of the daily work of official enforcers, but numbers of websites checked are not recorded.

81. Comparison to last year shows some continuity in most Member States but for a smaller number of Member States major differences between the 2008 and 2009 figures are noted. Some Member States reported that, based on the experience gained with the first enforcement indicators exercise, they were able to improve the methods of calculation and collection of data so that the data provided in 2010 was more accurate. In general terms, the concepts defined and used in the questionnaire were better understood by respondents, a fact that also contributed to improving the quality of the reported data.

82. The figures show important differences between Member States, even after rescaling the budget, number of inspectors, and number of inspections for the numbers of retailers in the country. It remains difficult to compare the figures and to draw straightforward conclusions on enforcement in the Member States. The Commission will therefore prepare a comprehensive overview and analysis of the data collected in the two consecutive years which will serve as basis for the further development of the enforcement indicators.

Product safety enforcement data

83. Twenty-two Member States, Norway and Iceland provided data on product safety enforcement, as shown in the data presented below.

84. Figures for the budget and the number of inspectors are often estimates (for the same reason as mentioned for the economic enforcement data). A number of Member States mentioned that no data were available for some market surveillance authorities, so in these cases the figures are probably underestimates. Based on the data provided by GPSD authorities, EU Member States spend around 117M€ on product safety enforcement in 2009 and employed almost 4.000 inspectors.

85. Despite disposing of limited resources, in the general context of the 2009 economic crisis, most Member States have increased their efforts to keep unsafe products from the shelves: more inspections and tests have been carried out, resulting in more corrective decisions taken by the authorities.

86. After rescaling the budget, number of inspectors, number of inspections and number of products tested in labs for the numbers of retailers in the country major differences between Member States continue to show, although the differences are somewhat smaller than for economic enforcement.

87. Some Member States could only provide limited figures for inspections, for example, data on website inspections were not always available as were the data from some regional or local market surveillance authorities. The figures of some of the core product safety enforcement indicators are not presented because they seemed non representative.

CONSUMER COMPLAINTS

88. Consumer complaints are one of the key indicators for monitoring the consumer dimension of the single market.

89. While national authorities and other third-party organisations (e.g. consumer organisations, regulators, alternative dispute resolution bodies) in all Member States collect complaints, the arrangements for doing so differ considerably. To address this, in May 2010 the Commission adopted a Recommendation introducing a harmonised methodology for classifying and reporting consumer complaints. The adoption of a harmonised methodology by as many third-party organisations as possible at national level will allow Member States to construct a more complete picture of national consumer markets. Regulatory bodies such as competition authorities and sectoral regulators (e.g. telecommunications, energy, financial services) will also benefit from the harmonization.

90. Future editions of the Scoreboard are expected to include harmonised data on complaints and enquiries coming from third party complaint bodies, thus enabling a better monitoring of consumer markets.

91. The current edition relies on data coming from a consumer survey carried out in September 2010.[31]

92. In the last twelve months leading to the survey 13% of European consumers complained to a trader when they encountered a problem after a purchase (3 percentage points more than in 2009). Another 4% did not complain to the trader despite the fact that they had a problem. **Figure 35** compares the data, on the number of consumers making a formal complaint to a trader, from the 2010 survey with the data coming from previous surveys.

93. While nearly one in two consumers are not satisfied with the way traders handle their complaints, the 2010 results show a slight improvement of the situation.

94. As shown in **Figure 37**, nearly one in two consumers (47%) gives up and takes no further action. The essential role of third party consumer complaint bodies (e.g. consumer authorities, consumer organisations, regulators, alternative dispute resolution bodies, etc.) in enforcing consumer rights also emerges from this chart: around one in three consumers (26%), not satisfied with the solution outcome of their complaint, chooses to bring the matter to a complaint body.

[31] Flash Eurobarometer 299, "Consumer attitudes towards cross-border trade and consumer protection".

Figure 34: Product safety enforcement indicators

		Budget (€)	Budget (€) rescaled for the umber of retailers	Number of inspectors	Number of inspec-tors rescaled for the number of retailers	Number of Inspections	Number of inspec-tions rescaled for the number of retailers	Number of products tested in labs	Number of products tested in labs rescaled for the number of retailers	Number of dangerous products posing a serious risk	Number of administra-tive decisions	Number of Products withdrawn from the market	Number of products recalled from con-sumers	Number of decisions taken by customs authorities to suspend products at the border	Number of decisions to reject products at the border
AT	2009	NA	NA	30	0,7	18,000	423,7	1,450	34,1	115	28	NA	NA	NA	NA
	2008	NA	NA	18	0.4	9,071	213.6	NA	NA	NA	NA	300	200	NA	3
BE	2009	2,350,000	31,9	32	0,4	6,850	93,0	300	4,1	30	370	200	NA	300	200
	2008	1,530,000	20.8	24	0.3	5,500	74.7	400	5.43	30	1,450	260	NA	160	125
BG	2009	633,975	6,9	120	1,3	10,672	116,5	222	2,4	257	200	259	0	4	4
	2008	550,828	6	112	1.2	7,902	86.2	6	0.07	153	348	334	NA	NA	NA
CY	2009	NA	NA	24	2,1	5,919	512,5	272	23,5	103	32	159	0	NA	NA
	2008	NA	NA	12	1	4,917	425.7	21	1.82	44	15	154	0	NA	NA
CZ	2009	7,622,646	61,1	418	3,4	30,705	246,3	715	5,7	79	387	65	6	23	0
	2008	12,125,654	97.3	360	2.9	58,111	466.1	1,653	13.26	57	202	79	NA	NA	0
DE	2009	NA	NA	803	2.7	67,516	228,8	25,850	87,6	187	3,846	1,374	841	714	248
	2008	NA	NA	962	3.3	76,000	257.6	20,194	68.44	240	1,529	490	231	634	292
DK	2009	4,010,000	163,5	45	1,8	1,177	48,0	409	16,6	45	51	35	13	58	50
	2008	5,400,000	220.2	43	1.8	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
EE	2009	288,016	71,0	18	4,4	3,730	919,2	320	78,9	53	140	59	11	262	204
	2008	296,961	73.2	19	4.7	3,961	976.1	342	84.28	86	194	111	16	194	135
EL	2009	4,400,000	22,7	105	0,5	2,479	12,8	1,536	7,9	80	222	222	250	4	4
	2008	4,846,000	25	127	0,7	2,050	10.6	305	1.57	199	230	205	18	155	9
ES	2009	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2008	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FI	2009	7,286,000	312,7	90	3,9	3,067	131,6	2,717	166,6	35	208	100	5	646	146
	2008	7,286,000	312.7	90	3.9	2,852	122.4	1,640	70.39	52	241	150	21	780	128
FR	2009	39,912,282	86,6	191	0,4	26,372	57,2	2,717	5,9	75	692	166	NA	871	232
	2008	40,309,121	87.4	190	0.4	26,260	57	2,804	6.08	52	612	147	NA	921	197
HU	2009	11,133,214	112.6	320	3.2	14,097	142.6	668	6.8	157	1,775	32	134	59	37
	2008	12,996,296	131.5	345	3.5	17,470	176.7	287	2.9	158	5,658	39	158	234	120
IE	2009	750,000	44,7	8	0,5	336	20.0	4	0,2	20	96	0	0	NA	1
	2008	-	-	-	-	-	-	-	-	-	-	-	-	-	-
IS	2009	128,759	NA	14	NA	264	NA	NA	NA	25	46	17	NA	31	13

		Budget (€)	Budget (€) rescaled for the umber of retailers	Number of inspectors	Number of inspec-tors rescaled for the number of retailers	Number of Inspections	Number of inspec-tions rescaled for the number of retailers	Number of products tested in labs	Number of products tested in labs rescaled for the number of retailers	Number of dangerous products posing a serious risk	Number of administra-tive decisions	Number of Products withdrawn from the market	Number of products recalled from con-sumers	Number of decisions taken by customs authorities to suspend products at the border	Number of decisions to reject products at the border
IS	2008	253,331	NA	15	NA	486	NA	41	NA	13	118	18	0	31	31
IT	2009	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2008	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LT	2009	2,098,571	48,2	85	2,0	6,524	150,8	1,314	30,2	98	907	98	98	43	43
	2008	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LV	2009	1,644,260	127,2	89	6,9	2,387	184,7	358	27,7	26	251	26	14	25	38
	2008	1,279,444	99	33	2.6	4,189	324.1	215	16.63	16	240	53	5	54	38
LU	2009	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2008	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MT	2009	NA	NA	4	0,5	518	63,5	178	21,8	14	17	4	13	12	12
	2008	43,888	5.4	3	0.4	65	8	98	12.01	9	1	1	0	NA	NA
NL	2009	13,481,000	171,1	41	0,5	9,087	115,3	4,491	57,0	73	1,961	NA	0	NA	NA
	2008	14,300,000	181.5	37	0.5	8,051	102.2	5,837	74.08	33	1,499	NA	NA	NA	NA
NO	2009	206,500	7,4	24	0,9	647	23,3	75	2,7	16	71	13	4	NA	52
	2008	207,500	7.5	20	0.7	643	23.1	59	2.12	2	46	34	2	0	2
PL	2009	7,309,317	19,6	878	2,4	19,569	52,5	2,729	7,3	108	221	47	0	715	572
	2008	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PT	2009	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2008	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RO	2009	3,549,065	26,7	367	2,7	4,367	0,04	NA	NA	0	1,633	6,009	NA	NA	NA
	2008	865,868	6.4	350	2.6	5,368	39.9	NA	NA	4	123	123	NA	NA	NA
SE	2009	3,450,000	58,2	41	0,7	1,716	29,0	640	10,8	180	376	298	161	14	12
	2008	4,774,000	80.6	87	1.5	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
SI	2009	NA	NA	16	2,2	8,397	1178,4	487	68,3	8	493	NA	18	133	84
	2008	NA	NA	20	2.8	6,499	912	96	13.47	23	600	49	37	109	55
SK	2009	7,533,425	828,1	170	18,7	3,113	342,2	818	89,9	66	58	58	0	15	0
	2008	285,911	31.4	461	50.7	39,339	4,324.40	425	46.72	159	134	159	159	159	10
UK	2009	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2008	NA	NA	NA	NA	NA	NA	NA	NA	95	29	29	1	NA	NA

Source: Member States GPSD authorities

Figure 35: Percentage of consumers who encountered problems and complained

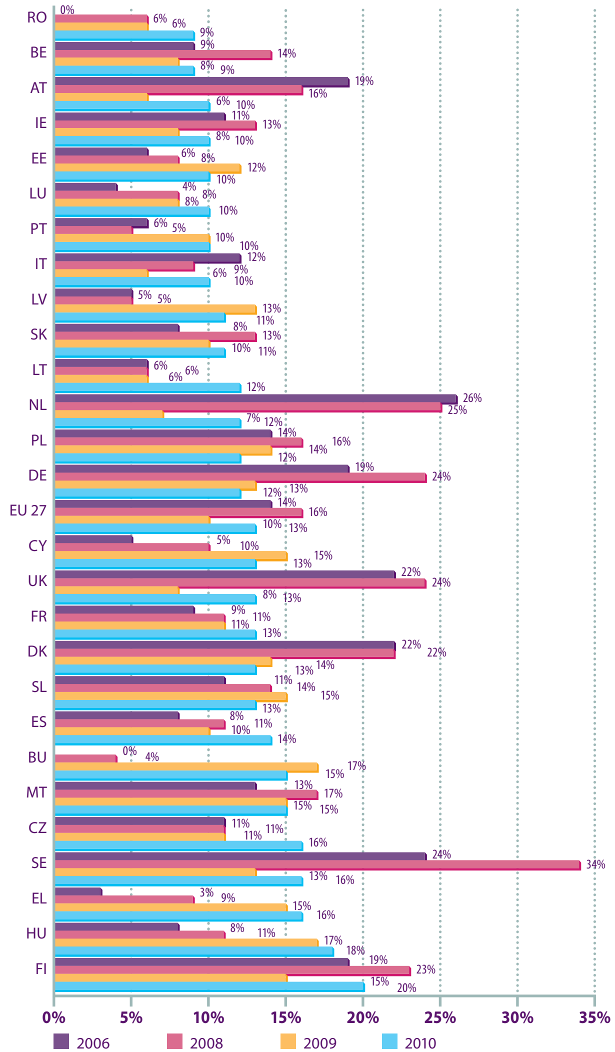
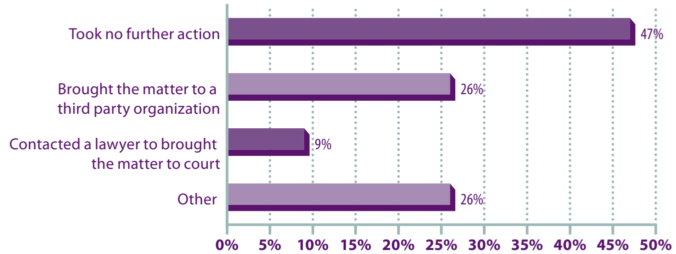


Figure 36: Satisfaction with complaint handling

Were you satisfied or not with the way your complaint(s) was(were) dealt with by the seller/provider?			
	Satisfied	Not satisfied	Don't know/other
2006	54%	41%	3%
2008	51%	47%	2%
2009	50%	48%	2%
2010	52%	45%	3%

Figure 37: Actions taken by consumers after their complaints were not dealt with in a satisfactory manner

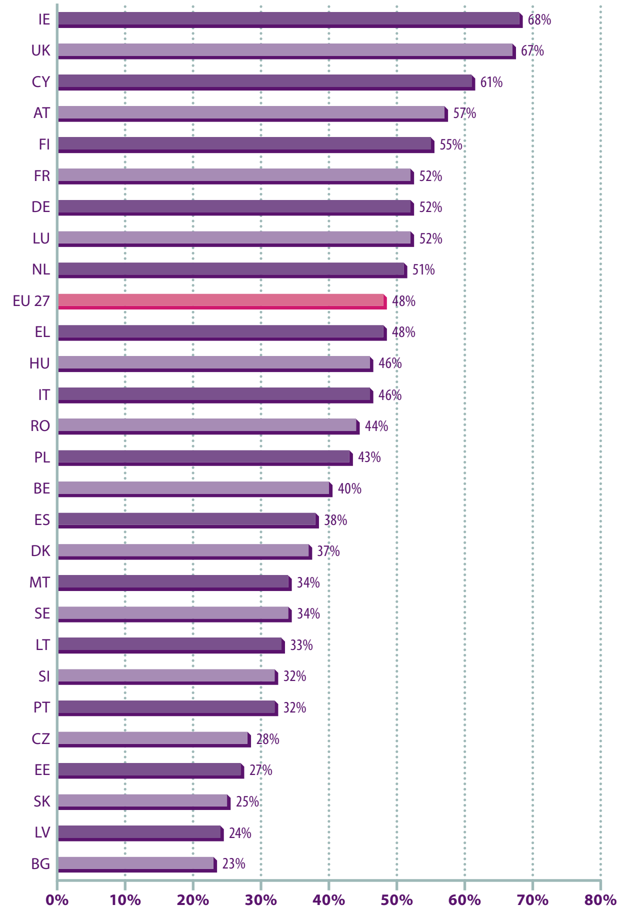


Source: EB 299, 2010 – multiple answers possible

ALTERNATIVE DISPUTE RESOLUTION

95. While not many Europeans make use of ADR (Alternative Dispute Resolution) mechanisms or courts for settling their disputes, they seem to favour ADR: in particular, 48% agree that it is easy to resolve disputes with sellers/providers through ADR mechanisms while this figure goes down to 33% for courts[32]. The countries which have the highest percentages of consumers who find it easy to resolve disputes through alternative mechanisms are Ireland, United Kingdom and Cyprus.

Figure 38: Percentage of people who agree that it is easy to resolve disputes with sellers/providers through ADR mechanisms



Source: Flash Eurobarometer 299 – "Attitudes towards cross-border trade and consumer protection", 2010

[32] Flash Eurobarometer 299, "Consumer attitudes towards cross-border trade and consumer protection".

Figure 39: Retailers' knowledge and use of ADR mechanisms (% of retailers)

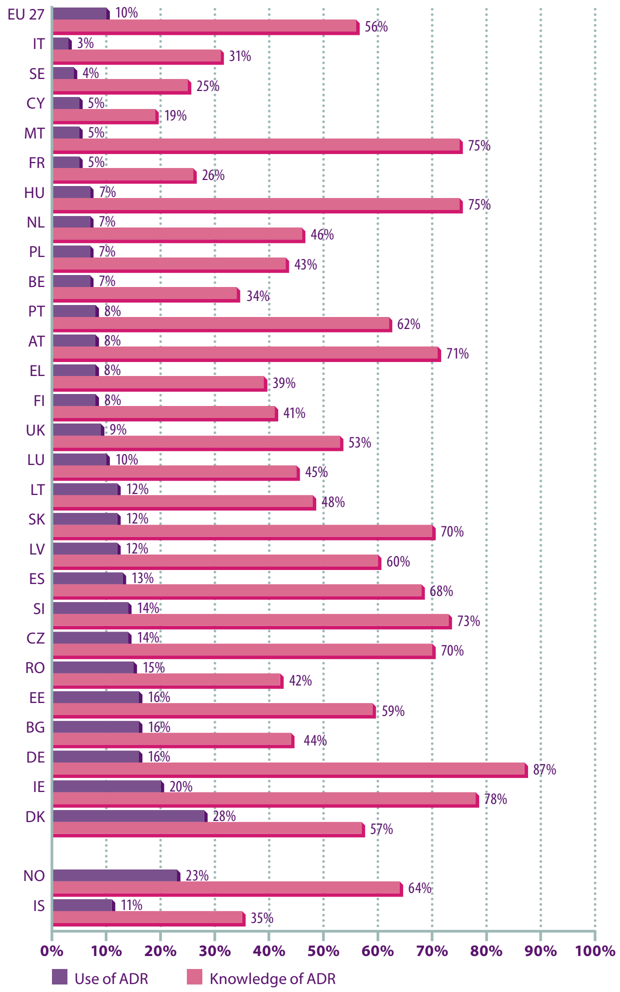
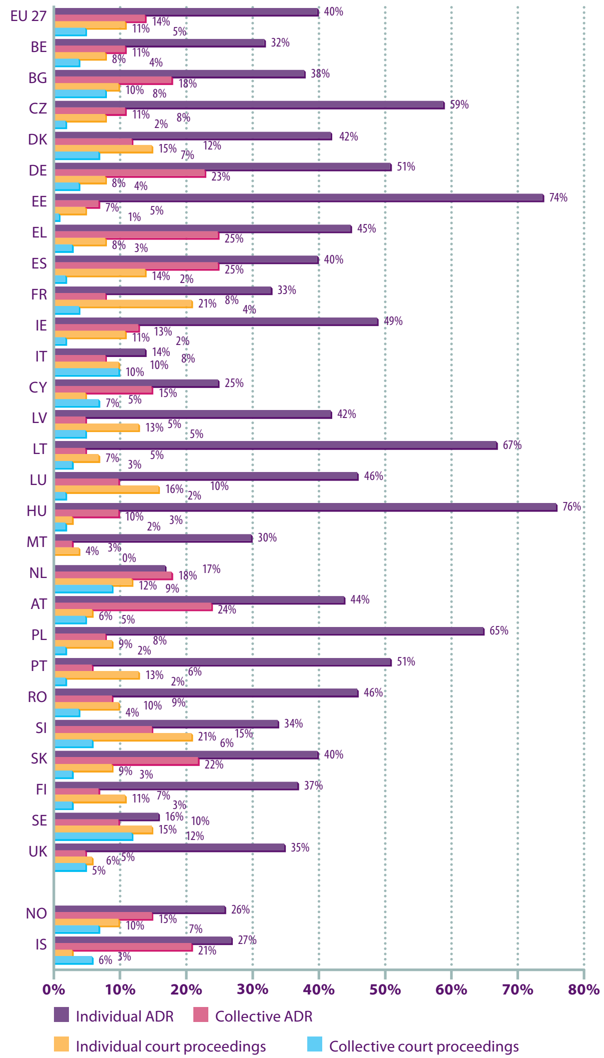


Figure 40: Retailers' preference for type of redress mechanisms



96. 56% of retailers are aware of the existence of ADR. Nevertheless, the use of ADR is quite limited considering that only 10% of retailers have used this type of dispute resolution mechanism. Denmark and Ireland are the countries with the highest popularity of ADR mechanisms among retailers.

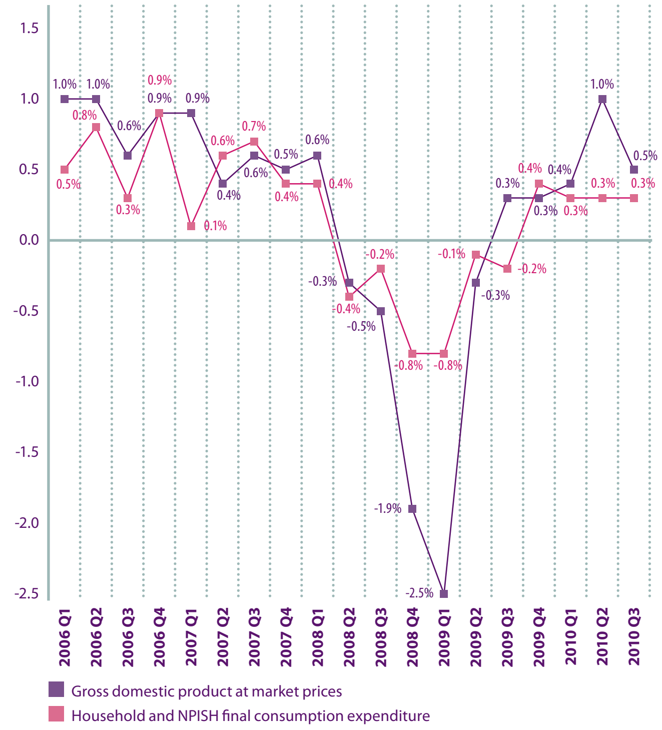
97. When asked to state their preference for the type of redress mechanisms, retailers favoured ADR mechanisms and individual proceedings. In response to the question of how would retailers prefer to settle their dispute with a group of consumers over the same problem, 40% chose individual ADR, 14% collective ADR, 11% individual court proceedings and 5% collective court proceeding.

CONSUMER AFFORDABILITY

98. The ability of consumer to afford the goods and services they want and need is a central part of the conditions they face and therefore an important part of the monitoring work of the Scoreboard. This affordability develops according to developments in disposable income available to consumers but also to price levels, where consumer policy, in conjunction with competition policy, can have an impact. 2009 was a year of deep crisis for European economies, which led to a significant decrease of GDP and therefore had a significant negative impact on citizens in their role as consumers, as well as employees, taxpayers etc.

99. In terms of the scale of overall consumer expenditure (household consumption) the decrease was less significant than that for GDP both at EU level and in most of the Member States, although household consumption was depressed for longer. GDP recorded a negative growth for 5 consecutive quarters but household consumption for 6, starting from 2008Q2 (**Figure 41**). The situation started recovering in the second half of 2009, when both household consumption and GDP grew again.

Figure 41: GDP at market prices and household and NPISH expenditures in EU 27 (real % changes on previous period, 2009Q1-2010Q3, seasonally adjusted)

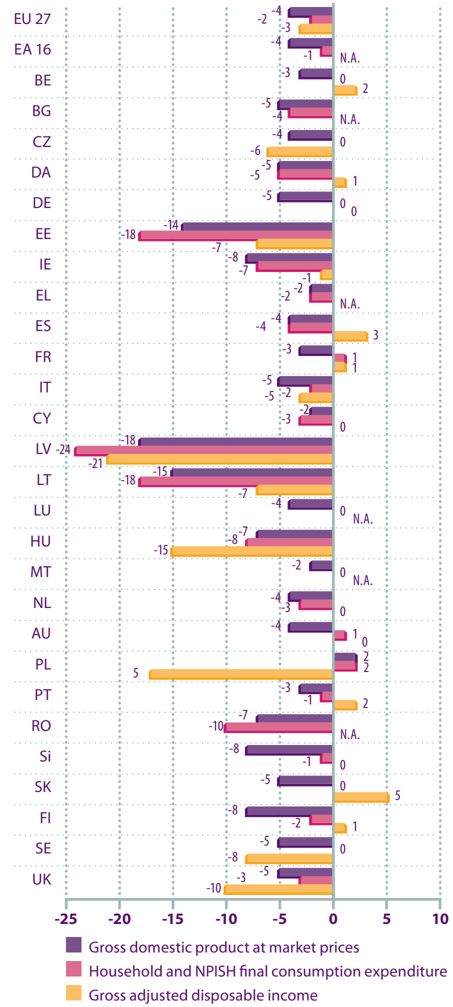


Source: Eurostat

100. However, this late upturn was not sufficient to deliver an increase over the whole of 2009 for the EU, the Euro Area and in most of the Member States (**Figure 42**). Only in Poland did both household consumption and GDP increase in 2009. The greatest reductions were recorded in the Baltic Countries, where both household consumption and GDP shrank by more than 10%.

101. The serious consequences of the downturn for consumers, is further revealed by looking at the changes to adjusted gross disposable income of households per capita during 2009. This measure captures the disposable income available to consumers for spending or saving adjusted for free public services (such as health and education). This adjustment facilitates country comparison by eliminating any bias due to differences in national policies about whether public services are paid for by taxation or private consumption. This income dropped in real terms by 2.7% in the EU 27 in 2009 compared to 2008, and in most Member States. Latvia recorded the highest fall (-20.7%), followed by Poland (-16.7%), Hungary (-14.6%), UK (-9.8%), Sweden (-8.2%), Estonia (-7.4%) and Lithuania (-7.2%). The impact of the crisis on consumers varied greatly between Member States. Although in most Member States, GDP, household consumption and adjusted disposable income all decreased in real terms, in some Member States (BE, DK, ES, CY, NL, PT,, FI) consumer available income grew, even as expenditure and GDP dropped. In DE, EE, IE, LV, LT, SI while consumer available income dropped, expenditure dropped even further as consumers saved more. In CZ, IT, HU, SE, UK consumers tried to maintain level of expenditure, perhaps by drawing on savings, as it fell less than available income.

Figure 42: GDP at market prices, household and NPISH expenditures and adjusted gross disposable income of households per capita by Member State (real % changes on previous period, 2009)

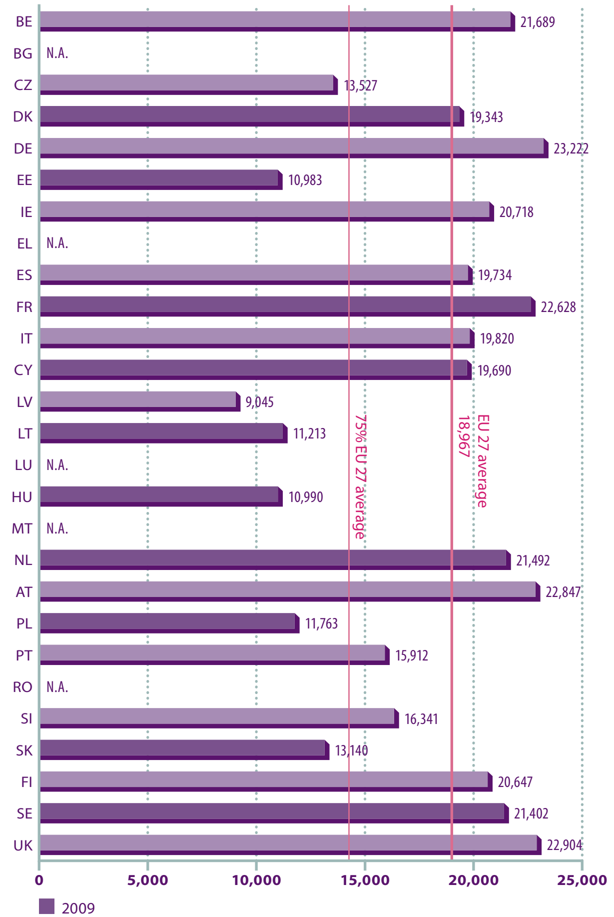


Source: European Commission (DG SANCO calculation on Eurostat data)

102. As in the previous Scoreboard, the ability of consumers to afford the same goods and services continues to vary very significantly across the EU. The level of the adjusted gross disposable income of households per capita, measured in Purchasing Power Standards (PPS),which takes account of differences due to different price levels between countries, varies hugely (**Figure 43**), ranging from Latvia (9 045) to Germany (23 222). This difference gives a clear picture of the remaining challenge to harmonise consumer conditions within the single market. In fact, 7 out of the 22 Member States for which data are available, recorded values below 75% of the EU 27 average, whereas 13 are above.

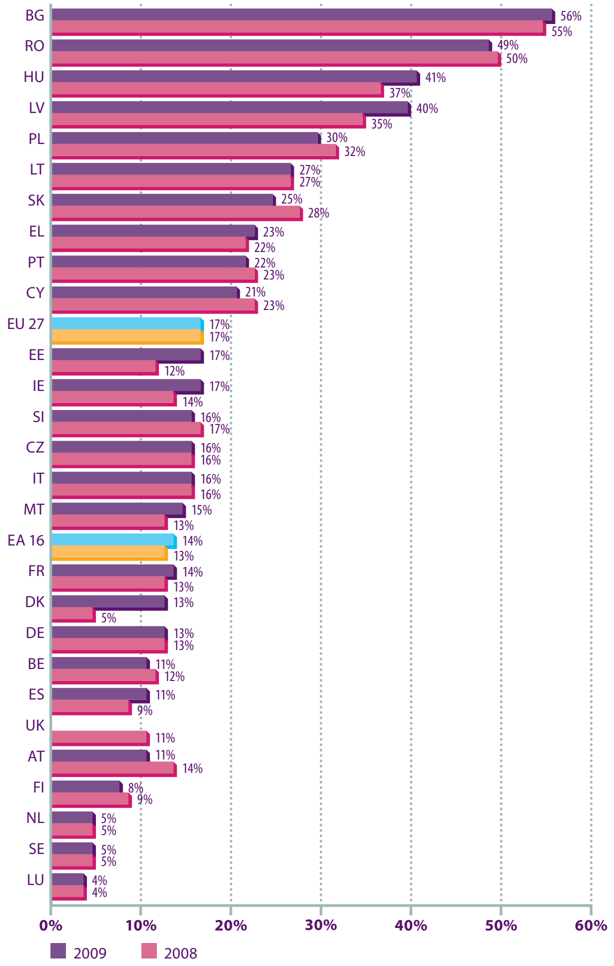
103. While the crisis clearly had a significant impact on the conditions of all consumers, it is also important to monitor whether the most vulnerable consumers have been even more adversely affected by the economic conditions. This can be monitored through the material deprivation rate, which is the percentage of the population who cannot afford to purchase at least three of the nine following items: unexpected expenses, one week annual holiday away from home, mortgage or utility bills, a meal with meat, chicken or fish every second day, keep home adequately warm, a washing machine, a colour TV, a telephone or a personal car. As shown in **Figure 44**, the material deprivation rate ranges from 4% in Luxembourg to 55.5% in Bulgaria, with the EU average equal to 17%. In spite of the crisis, the situation of the most vulnerable consumers does not appear to have deteriorated significantly compared to 2008 in most Member States. Increases in the material deprivation rate in Member States with an already relatively high level should however continue to be closely monitored.

Figure 43: Real adjusted gross disposable income of households per capita by Member State (Purchasing Power Standards, 2009)



Source: Eurostat

Figure 44: Material Deprivation Rate (percentage of the population)



Source: Eurostat

COUNTRY CONSUMER STATISTICS

	COUNTRY CONSUMER STATISTICS	EUROPEAN UNION				
		EU27				
		European Union	Previous results		EU averages 2010	
		2010	2009	2008	EU12	EU15
	Consumer Conditions Index	61	55	57	NA	NA
	Percentage of consumers who feel adequately protected by existing measures	57%	55%	51%	43%	61%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	62%	55%	54%	48%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	65%	58%	59%	54%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	43%	54%	42%	41%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	29%	36%	27%	30%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	20%	20%	NA	37%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	25%	28%	NA	42%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	84%	NA	NA	0%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	59%	NA	NA	0%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	1953	1687	1537	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	20%	25%	18%	24%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	17%	16%	16%	16%	15%
1.12	Percentage of retailers whose products were checked by authorities	27%	29%	44%	38%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	7%	7%	21%	6%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	15%	10%	10%	3%	2%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	30%	28%	45%	31%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	9%	9%	14%	10%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	82%	82%	77%	87%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	28%	23%	NA	NA	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	26%	26%	NA	NA	NA
2	CONSUMER EMPOWERMENT					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	13%	10%	16%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	23%	28%	27%	23%	16%
2.3	Percentage of consumers who were satisfied with complaint handling	52%	50%	51%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	46%	46%	51%	60%	42%
2.5	Percentage of consumers who have encountered problems when buying something	16%	14%	22%	22%	15%

		European Union	Previous results		EU averages 2010	
		2010	2009	2008	EU12	EU15
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	48%	37%	39%	38%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	33%	23%	30%	20%	37%
2.8	Percentage of retailers who know of ADR mechanisms	56%	57%	67%	54%	56%
2.9	Percentage of retailers who have used ADR mechanisms	10%	9%	19%	12%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	16%	NA	NA	18%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,7	NA	NA	7,1	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	41%	39%	NA	38%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	32%	NA	NA	26%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	69%	64%	64%	52%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	6%	9%	10%	4%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	NA	NA	NA	NA	NA

- At the European level, the percentage of consumers who feel adequately protected by existing measures has registered a slight increase in 2010 compared to the previous year which confirms the positive trend seen since 2008. More consumers share this opinion in EU15 countries compared to EU12[33] countries.
- The highest levels of consumer trust, for protecting their rights, go to consumer organizations (69%), followed by sellers / providers (65%) and public authorities (62%).
- Negative commercial practices such as fraudulent advertisements / offers and misleading or deceptive advertisements / offers have seen a decrease in 2010 compared with the previous years. Nevertheless, the discrepancy between the views of consumers and those of retailers, regarding these practices, still remain. 43% of consumers (54% in 2009) came across misleading or deceptive advertisements / offers and 29% (36% in 2009) even experienced fraudulent advertisements / offers. A smaller share of retailers came across the same practices: 25% of them (28% in 2009) reported misleading or deceptive advertisements / offers and 20% (same as in 2009) reported fraudulent practices.
- The percentage of consumers who encountered problems experienced a slight increase from 14% in 2009 to 16% in 2010. However, a small improvement is visible in the number of consumers who were satisfied with complaint handling.
- A new set of data is available starting with 2010. It offers the average percentage of consumers who have switched provider or tariff for 11 services (electricity, gas, current accounts, credits and mortgages, investments and pensions, dwelling insurance, vehicle insurance, sport and leisure services, fixed telephony, mobile telephony as well as internet). It also provides the assessment of consumers regarding how easy it is to compare offers from the various suppliers of these services.

33 EU12 refers to the countries which joined the European Union in 2004 and in 2007. EU15 refers to the countries which were part on the European Union before the 2004 enlargement.

	COUNTRY CONSUMER STATISTICS	AUSTRIA				
		AT				
		Austria	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
	Consumer Conditions Index	67	64	61	61	NA
	Percentage of consumers who feel adequately protected by existing measures	79%	66%	61%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	77%	67%	68%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	80%	73%	66%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	58%	56%	39%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	51%	39%	28%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	15%	14%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	32%	28%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	100%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	80%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	29	21	17	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	10%	19%	13%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	7%	8%	9%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	21%	16%	29%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	8%	6%	18%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	11%	11%	14%	3%	2%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	16%	23%	38%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	10%	10%	28%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	89%	84%	89%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	6%	9%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	32%	35%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	10%	6%	16%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	5%	14%	41%	23%	16%

	COUNTRY CONSUMER STATISTICS	Austria				
		Austria	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	50%	59%	68%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	44%	66%	39%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	10%	7%	27%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	57%	42%	38%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	39%	32%	28%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	71%	76%	85%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	8%	8%	19%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	14%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,0	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	36%	29%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	42%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	80%	77%	71%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	3%	11%	3%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	212	NA	NA	NA	NA

- Austria has experienced an increase in its Consumer Conditions Index, from 64 (in 2009) to 67 (in 2010).
- In Austria the sweep on electronic goods has revealed that, after the follow-up enforcement actions taken by authorities, all sites checked were in compliance with EU consumer law.
- Only 16% of retailers carried out tests to ensure the safety of the products they were selling (the second lowest performance in the EU).
- In general, consumers had very little reason to complain considering that only 10% of them encountered problems when buying something, the lowest percentage in the EU.
- Consumer empowerment was the highest in the EU, as only 5% of consumers who had a reason to complain did not do so.
- Fraudulent advertisements / offers were a reason for concern given that as many as 51% of consumers encountered them (the highest percentage in the EU).

	COUNTRY CONSUMER STATISTICS	BELGIUM				
		BE				
		Belgium	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
	Consumer Conditions Index	61	57	66	61	NA
	Percentage of consumers who feel adequately protected by existing measures	53%	53%	61%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	58%	48%	60%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	70%	66%	78%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	40%	48%	36%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	19%	20%	20%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	15%	21%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	23%	21%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	88%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	46%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	14	3	17	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	8%	14%	11%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	12%	5%	6%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	40%	42%	53%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	9%	32%	39%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	17%	15%	10%	3%	2%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	24%	28%	46%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	9%	32%	25%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	75%	83%	67%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	22%	25%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	26%	25%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	9%	8%	14%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	16%	51%	36%	23%	16%

		Belgium	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	55%	50%	51%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	47%	31%	58%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	11%	10%	22%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	40%	29%	51%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	30%	20%	41%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	34%	30%	41%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	7%	8%	12%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	16%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,5	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	33%	31%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	47%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	69%	58%	77%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	11%	9%	17%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	157	NA	NA	NA	NA

- Belgium has experienced an increase in its Consumer Conditions Index, from 57 (in 2009) to 61 (in 2010).
- In 2010 Belgium had the second lowest percentage of consumers (in the EU) who came across fraudulent advertisements / offers: only 19%. This figure is consistent with the results from previous years and it is lower than the EU27 and EU15 averages.
- Only 11% of consumers reported having encountered a problem when buying something, the second lowest percentage in the EU. This result is in line with the figures for 2009.
- The percentage of consumers who've made a complaint to a seller / provider was also low (second lowest in the EU) and reached 9%.

	COUNTRY CONSUMER STATISTICS	BULGARIA				
		BG				
		Bulgaria	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU12
	Consumer Conditions Index	42	37	38	61	NA
	Percentage of consumers who feel adequately protected by existing measures	27%	23%	13%	57%	43%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	42%	38%	27%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	34%	26%	20%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	46%	52%	23%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	34%	42%	17%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	40%	29%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	51%	42%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	100%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	0%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	192	122	89	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	28%	29%	15%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	28%	36%	25%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	37%	57%	41%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	4%	6%	7%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	16%	4%	2%	3%	3%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	28%	18%	30%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	9%	5%	8%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	90%	94%	94%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	17%	0%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	18%	11%	NA	26%	NA
2	CONSUMER EMPOWERMENT					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	15%	17%	4%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	52%	41%	71%	23%	43%

		Bulgaria	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	54%	39%	62%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	68%	68%	78%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	31%	29%	14%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	23%	16%	12%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	19%	15%	12%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	44%	61%	86%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	16%	11%	11%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	19%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	7,0	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	37%	29%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	17%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	35%	31%	22%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	-7%	-7%	-5%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	3	NA	NA	NA	NA

- Bulgaria has experienced an increase in its Consumer Conditions Index, from 37 (in 2009) to 42 (in 2010).
- In Bulgaria, the sweep on electronic goods has revealed that, after the follow-up enforcement actions taken by authorities, all sites checked were in compliance with EU consumer law.
- The percentage of consumers who feel adequately protected by existing measures is the lowest in the EU. In a similar position is consumer trust in consumer organization and sellers / providers to respect their consumer rights. The trust in public authorities has a slightly better performance in the second last position.
- A large proportion of retailers have encountered advertisements / offers in the market which are either fraudulent (second highest percentage in the EU) or misleading / deceptive (highest percentage in the EU).
- The percentage of consumers who find it easy to use ADR mechanisms is the lowest in the EU

	COUNTRY CONSUMER STATISTICS	CYPRUS				
		CY				
		Cyprus	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
	Consumer Conditions Index	54	49	59	61	NA
	Percentage of consumers who feel adequately protected by existing measures	44%	36%	52%	57%	43%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	65%	54%	73%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	49%	35%	53%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	48%	58%	29%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	40%	49%	24%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	30%	40%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	29%	39%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	100%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	50%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	178	103	44	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	32%	39%	29%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	26%	27%	21%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	56%	46%	47%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	7%	10%	17%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	32%	32%	12%	3%	3%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	44%	58%	54%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	9%	11%	24%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	86%	85%	67%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	1%	1%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	14%	13%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	13%	15%	10%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	26%	23%	0%	23%	43%

		Cyprus	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	35%	47%	48%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	62%	46%	78%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	17%	19%	10%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	61%	52%	50%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	19%	20%	22%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	19%	33%	30%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	5%	7%	14%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	13%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	5,4	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	45%	44%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	35%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	57%	55%	51%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	-8%	1%	22%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	176	NA	NA	NA	NA

- Cyprus has experienced an increase in its Consumer Conditions Index, from 49 (in 2009) to 54 (in 2010).
- In Cyprus, the sweep on electronic goods has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation.
- The percentage of consumers who have been personally affected by a product recall was the second highest in the EU (12%).
- Although as many as 86% of retailers claimed to be well informed about consumers legislation, only 1% of them managed to correctly identify the length of the "cooling-off" period for distant sales, the lowest percentage in the EU.
- The percentage of retailers who knew of ADR mechanisms was only 19%, the lowest in the EU.

	COUNTRY CONSUMER STATISTICS	CZECH REPUBLIC				
		CZ				
		Czech Republic	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
	Consumer Conditions Index	52	48	50	61	NA
	Percentage of consumers who feel adequately protected by existing measures	47%	45%	48%	57%	43%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	50%	44%	44%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	51%	43%	49%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	50%	57%	55%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	37%	47%	41%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	37%	30%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	44%	42%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	90%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	27%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	13	32	30	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	15%	20%	15%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	9%	17%	22%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	25%	21%	22%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	5%	7%	5%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	12%	5%	9%	3%	3%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	27%	24%	22%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	4%	9%	3%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	91%	86%	88%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	38%	28%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	54%	65%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	16%	11%	11%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	32%	47%	58%	23%	43%

		Czech Republic	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	42%	56%	68%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	62%	69%	54%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	23%	20%	26%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	28%	33%	25%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	20%	25%	19%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	70%	52%	67%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	14%	11%	19%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	12%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	7,4	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	45%	39%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	29%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	51%	51%	62%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	0%	7%	18%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	56	NA	NA	NA	NA

- The Czech Republic has experienced an increase in its Consumer Conditions Index, from 48 (in 2009) to 52 (in 2010).
- In the Czech Republic retailers seem to have good knowledge of consumer legislation. The percentage of retailers who knew the length of the legal period to return a defective product was 54%, the second highest level in the EU.
- The percentage of retailers who have received complaints about the safety of their products was only 4%, the lowest in the EU. This percentage has experienced a decrease from the previous year when it was 9%.

	COUNTRY CONSUMER STATISTICS	DENMARK				
		DK				
		Denmark	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU15
	Consumer Conditions Index	65	60	67	61	NA
	Percentage of consumers who feel adequately protected by existing measures	72%	68%	73%	57%	61%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	75%	70%	77%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	77%	57%	57%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	44%	55%	46%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	33%	33%	28%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	16%	23%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	30%	28%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	100%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	100%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	35	32	9	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	15%	21%	19%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	12%	11%	7%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	25%	34%	34%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	4%	10%	14%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	13%	11%	13%	3%	2%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	28%	28%	35%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	13%	10%	30%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	79%	79%	63%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	43%	37%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	51%	52%	NA	26%	NA
2	CONSUMER EMPOWERMENT					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	13%	14%	22%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	9%	11%	21%	23%	16%

		Denmark	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	64%	58%	59%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	74%	45%	38%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	14%	16%	28%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	37%	31%	47%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	29%	19%	46%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	57%	56%	64%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	28%	20%	25%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	20%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	5,6	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	42%	41%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	43%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	80%	80%	82%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	5%	10%	5%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	410	NA	NA	NA	NA

- Denmark has experienced an increase in its Consumer Conditions Index, from 60 (in 2009) to 65 (in 2010).
- In Denmark, ADR mechanisms are particularly popular with retailers. As many as 28% of them have used this form of dispute resolution, the highest percentage in the EU.
- The sweep on electronic goods has revealed that, after the follow-up enforcement actions taken by authorities, all sites checked complied with EU consumer legislation. However, the sweep focused on the online sale of tickets for cultural and sporting events revealed that all sites checked were flagged for further investigation.
- The comparability of offers of various services seems to be particularly challenging in the country, as the opinions of consumers for 11 services is the lowest in the EU.
- When not satisfied with the way their complaint was handled most consumers give up and take no further action (74% of consumers – the second highest in the EU).

	COUNTRY CONSUMER STATISTICS	ESTONIA				
		EE				
		Estonia	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
	Consumer Conditions Index	54	54	57	61	NA
	Percentage of consumers who feel adequately protected by existing measures	43%	47%	50%	57%	43%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	56%	52%	55%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	64%	61%	68%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	43%	45%	37%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	35%	33%	26%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	28%	29%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	37%	42%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	90%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	0%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	16	13	20	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	11%	13%	11%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	3%	5%	10%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	29%	18%	28%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	2%	6%	13%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	19%	6%	7%	3%	3%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	25%	22%	28%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	7%	9%	7%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	94%	90%	91%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	61%	0%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	42%	36%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	10%	12%	8%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	55%	43%	47%	23%	43%

		Estonia	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	69%	52%	59%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	70%	36%	47%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	22%	21%	15%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	27%	31%	33%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	16%	12%	20%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	59%	60%	47%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	16%	10%	6%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	12%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	7,7	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	37%	35%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	16%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	58%	57%	59%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	1%	4%	4%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	38	NA	NA	NA	NA

- Estonia had a stable Consumer Conditions Index: 54 (2009 and 2010).
- In Estonia, product safety seems to be effective. Only 2% of retailers had products which were recalled or withdrawn, the lowest percentage in the EU. When asked about the safety of their products, only 3% of retailers consider that a significant number of products are unsafe, the second lowest percentage in the EU.
- The comparability of offers of services seems to be quite good considering that consumers give the second highest mark on average for the eleven services monitored.
- As many as 69% of consumers are satisfied with complaint handling, the second highest percentage in the EU. At the same time, the percentage of those who did not complain despite having a reason to do so was 55%, the second largest in the EU.
- The environmental impact of purchases influenced only 16% of consumers, the second lowest percentage in the EU.

	COUNTRY CONSUMER STATISTICS	FINLAND				
		FI				
		Finland	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
	Consumer Conditions Index	66	67	70	61	NA
	Percentage of consumers who feel adequately protected by existing measures	68%	72%	72%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	73%	76%	81%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	76%	78%	88%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	60%	61%	56%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	39%	30%	32%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	32%	22%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	37%	26%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	100%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	100%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	98	58	61	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	3%	3%	3%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	1%	1%	2%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	23%	20%	26%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	11%	8%	30%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	19%	12%	12%	3%	2%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	31%	18%	34%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	17%	15%	21%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	86%	73%	82%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	44%	34%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	22%	7%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	20%	15%	23%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	20%	11%	15%	23%	16%

		Finland	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	59%	62%	60%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	50%	31%	52%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	24%	16%	27%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	55%	47%	47%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	28%	17%	24%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	41%	37%	80%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	8%	4%	15%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	14%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,3	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	41%	32%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	38%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	70%	73%	76%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	-3%	-4%	-5%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	130	NA	NA	NA	NA

- In Finland, only a small percentage of consumer and retailers consider that a significant number of products are unsafe: 3% of consumers and 1% of retailers, the lowest percentages in the EU.
- The sweep on electronic goods has revealed that, after the follow-up enforcement actions taken by authorities, all sites checked were in compliance with EU consumer law. At the same time, the sweep on the online sale of tickets for cultural and sporting events revealed that all sites checked had to be flagged for further investigation.
- The prevalence of misleading or deceptive advertisements / offers seemed to be quite high given that as many as 60% of consumers (the highest percentage in the EU) came across these practices.
- As many as 20% of consumers (the highest percentage in the EU) made a complaint to a seller / provider. This was in line with the high percentage of consumers who encountered problems.

	COUNTRY CONSUMER STATISTICS	FRANCE				
		FR				
		France	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
	Consumer Conditions Index	59	59	58	61	NA
	Percentage of consumers who feel adequately protected by existing measures	47%	52%	40%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	55%	57%	48%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	66%	64%	61%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	41%	49%	39%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	22%	24%	19%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	11%	9%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	14%	12%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	81%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	95%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	119	76	51	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	28%	27%	24%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	21%	22%	15%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	32%	39%	74%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	16%	9%	34%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	14%	11%	8%	3%	2%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	30%	26%	51%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	6%	5%	6%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	65%	76%	66%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	63%	46%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	14%	13%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	13%	11%	11%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	20%	22%	21%	23%	16%

		France	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	49%	52%	30%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	42%	33%	66%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	16%	14%	14%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	52%	44%	46%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	36%	28%	30%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	26%	34%	66%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	5%	9%	23%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	13%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,3	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	34%	30%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	39%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	77%	76%	76%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	22%	19%	28%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	74	NA	NA	NA	NA

- France had a stable Consumer Conditions Index: 59 (2009 and 2010).
- France has the lowest percentage of retailers (in the EU) who came across misleading or deceptive advertisements / offers made by competitors and the second lowest percentage of retailers (in the EU) who've seen fraudulent advertisements / offers made by competitors.
- The percentage of retailers who have received consumer complaints about the safety of their products was the second lowest in the EU (6%). At the same time, as many as 16% of retailers (the highest percentage in the EU) had their products recalled or withdrawn.
- Compared to other EU countries, a smaller percentage of French retailers consider themselves to be well informed about consumer legislation (lowest percentage in the EU). At the same time, the percentage of retailers who were able to correctly indicate the length of the "cooling-off" period for distant sales was the second highest in the EU.

	COUNTRY CONSUMER STATISTICS	GERMANY				
		DE				
		Germany	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU15
	Consumer Conditions Index	63	57	59	61	NA
	Percentage of consumers who feel adequately protected by existing measures	69%	67%	61%	57%	61%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	65%	54%	58%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	72%	66%	72%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	49%	64%	59%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	40%	54%	44%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	16%	20%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	22%	28%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	86%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	97%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	204	187	205	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	20%	31%	16%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	26%	19%	21%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	25%	29%	31%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	7%	6%	27%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	16%	12%	10%	3%	2%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	19%	24%	32%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	7%	6%	16%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	87%	84%	86%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	68%	55%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	44%	43%	NA	26%	NA
2	CONSUMER EMPOWERMENT					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	12%	13%	24%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	11%	11%	14%	23%	16%

		Germany	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	49%	59%	57%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	51%	39%	42%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	14%	14%	28%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	52%	37%	43%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	40%	25%	36%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	87%	73%	66%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	16%	12%	24%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	15%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,5	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	37%	39%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	27%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	75%	69%	74%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	10%	14%	16%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	1.269	NA	NA	NA	NA

- Germany has experienced an increase in its Consumer Conditions Index, from 57 (in 2009) to 63 (in 2010).
- Germany has the highest percentage of retailers (in the EU) who know the length of the "cooling-off" period for distant sales – 68%. The share of retailers who know the length of the "cooling-off" period for distance sales has experienced and important increase since 2009 when it was 55%.
- Germany also has the highest percentage of retailers (in the EU) who are informed about alternative dispute resolution mechanisms – 87%. In the past two years this has increased.

	COUNTRY CONSUMER STATISTICS	GREECE				
		EL				
		Greece	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
	Consumer Conditions Index	48	44	53	61	NA
	Percentage of consumers who feel adequately protected by existing measures	30%	29%	30%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	51%	44%	49%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	43%	40%	39%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	57%	68%	30%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	47%	51%	21%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	40%	44%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	42%	56%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	80%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	33%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	159	154	132	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	39%	47%	39%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	32%	38%	42%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	44%	25%	47%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	7%	6%	21%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	54%	46%	18%	15%	15%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	64%	56%	82%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	16%	13%	24%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	84%	82%	79%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	8%	3%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	14%	13%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	16%	15%	9%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	25%	29%	31%	23%	16%

		Greece	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	42%	39%	45%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	57%	72%	73%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	22%	21%	13%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	48%	41%	43%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	34%	28%	47%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	39%	65%	48%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	8%	4%	16%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	17%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,9	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	51%	48%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	55%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	52%	53%	55%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	1%	9%	6%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	20	NA	NA	NA	NA

- Greece has experienced an increase in its Consumer Conditions Index, from 44 (in 2009) to 48 (in 2010).
- Greece has the highest percentage of consumers (in the EU) whose purchases were influenced by their environmental impact – 55%.
- Product safety seems to be an issue considering that the country has the second highest EU percentage of consumers (39%) and of retailers (32%) who think that a significant number of products are unsafe.
- These concerns appear to have affected retailers' behaviour: 64% of retailers (the highest percentage in the EU) have carried out tests to make sure that any of the products they were selling were safe.
- The percentage of consumers who have been personally affected by a product recall was the highest in the EU – 54%.
- Only a small percentage of consumers feel adequately protected by existing measures – 30%, the second lowest in the EU. Trust in sellers / providers to respect consumer rights is also the second lowest in the EU.

	COUNTRY CONSUMER STATISTICS	HUNGARY				
		HU				
		Hungary	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
	Consumer Conditions Index	57	53	56	61	NA
	Percentage of consumers who feel adequately protected by existing measures	51%	48%	50%	57%	43%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	69%	58%	66%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	61%	54%	57%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	45%	58%	39%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	27%	37%	27%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	36%	28%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	45%	43%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	80%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	100%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	191	119	129	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	18%	23%	22%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	10%	13%	11%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	34%	25%	58%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	8%	7%	19%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	10%	4%	15%	15%	17%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	19%	25%	44%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	9%	13%	15%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	90%	88%	92%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	10%	6%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	8%	5%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	18%	17%	11%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	32%	38%	31%	23%	43%

		Hungary	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	53%	61%	39%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	56%	56%	43%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	26%	28%	16%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	46%	40%	34%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	9%	15%	18%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	75%	59%	63%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	7%	8%	7%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	16%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,1	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	24%	30%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	44%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	67%	59%	66%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	-2%	2%	0%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	107	NA	NA	NA	NA

- Hungary has experienced an increase in its Consumer Conditions Index, from 53 (in 2009) to 57 (in 2010).
- Hungary has the second highest EU percentage of consumers who have made a complaint to a seller / provider (18%), which could be interpreted as a sign of high consumer empowerment. This situation is in line with the percentage of consumers who have encountered problems when buying something – 26%, EU second highest.
- Resolving disputes through courts is considered to be easy by only 9% of consumers, the lowest percentage in the EU.
- Product recalls only affected 10% of consumers, the second lowest percentage in the EU.
- The sweep on the online sale of tickets for cultural and sporting events revealed that all sites checked were flagged for further investigation.

	COUNTRY CONSUMER STATISTICS	IRELAND				
		IE				
		Ireland	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
	Consumer Conditions Index	72	67	63	61	NA
	Percentage of consumers who feel adequately protected by existing measures	79%	69%	56%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	80%	68%	57%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	83%	74%	58%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	45%	50%	24%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	32%	33%	15%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	19%	15%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	27%	26%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	67%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	50%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	23	20	23	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	9%	9%	9%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	5%	6%	6%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	21%	12%	26%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	9%	5%	13%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	13%	11%	6%	15%	15%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	45%	33%	46%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	9%	4%	11%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	85%	80%	78%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	9%	5%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	6%	1%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	10%	8%	13%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	23%	10%	19%	23%	16%

		Ireland	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	43%	49%	56%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	43%	44%	59%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	13%	9%	16%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	68%	52%	36%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	49%	40%	31%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	78%	77%	56%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	20%	10%	14%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	17%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	7,0	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	56%	54%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	32%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	83%	75%	64%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	3%	7%	7%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	14	NA	NA	NA	NA

- Ireland has experienced an increase in its Consumer Conditions Index, from 67 (in 2009) to 72 (in 2010).
- Ireland has the second highest EU percentage of consumers who feel adequately protected by existing measures (79%). Trust in consumer organizations to protect their rights is the highest in the EU (83%) while trust in public authorities comes second highest in the EU (80%).
- Ireland has the second highest EU percentage of consumers who feel adequately protected by existing measures (79%). Trust in consumer organizations to protect their rights is the highest in the EU (83%) while trust in public authorities comes second highest in the EU (80%).
- Only 6% of retailers were able to correctly indicate the legal period to return a defective product, the second lowest in the EU.
- The percentages of consumers who find it easy to resolve disputes through ADR (68%) and through courts (49%) are the highest and the second highest respectively in the EU. The percentages of retailers who know of ADR mechanisms (78%) or who have used them (20%) are the second highest in the EU.
- The percentage of consumers who have changed their behaviour as a result of a media story was the highest in the EU (56%).

	COUNTRY CONSUMER STATISTICS	ITALY				
		IT				
		Italy	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
	Consumer Conditions Index	66	52	49	61	NA
	Percentage of consumers who feel adequately protected by existing measures	61%	48%	39%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	70%	55%	43%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	58%	41%	36%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	25%	47%	29%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	10%	20%	16%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	12%	21%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	15%	30%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	94%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	83%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	88	33	38	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	20%	27%	28%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	21%	21%	37%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	23%	26%	40%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	6%	3%	22%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	6%	4%	16%	15%	15%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	33%	19%	28%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	9%	13%	15%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	77%	84%	66%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	6%	6%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	34%	29%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	10%	6%	9%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	13%	32%	47%	23%	16%

		Italy	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	62%	41%	48%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	28%	41%	46%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	12%	9%	17%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	46%	30%	27%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	35%	20%	31%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	31%	42%	91%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	3%	4%	27%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	15%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,7	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	55%	55%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	36%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	70%	60%	51%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	1%	5%	8%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	58	NA	NA	NA	NA

- Italy has experienced an increase in its Consumer Conditions Index, from 52 (in 2009) to 66 (in 2010).
- In Italy the prevalence of unfair commercial practices seems to be quite limited considering that it has the lowest EU percentage of consumers who came across misleading or deceptive advertisements / offers (25%) or fraudulent advertisements / offers (10%). The situation seems to be confirmed by retailers, of which only 15% came across misleading or deceptive advertisements / offers made by competitors (EU second lowest).
- Product recall affected only 6% of consumers, the lowest percentage in the EU. The percentage of consumers who took no further action after unsatisfactory complaint handling was 28% (the lowest in the EU) which can be interpreted as a sign of increased consumer empowerment.
- ADR mechanisms do not seem to be very popular with retailers, as only 3% of them have used these tools (the lowest percentage in the EU).
- The percentage of consumers who have changed their behaviour as a result of a media story was 55% (EU second highest).

	COUNTRY CONSUMER STATISTICS	LATVIA				
		LV				
		Latvia	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
	Consumer Conditions Index	54	49	54	61	NA
	Percentage of consumers who feel adequately protected by existing measures	38%	31%	35%	57%	43%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	57%	40%	59%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	65%	56%	55%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	32%	33%	27%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	23%	21%	17%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	30%	22%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	26%	21%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	82%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	75%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	28	16	13	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	32%	36%	28%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	17%	17%	32%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	43%	34%	52%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	7%	3%	11%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	19%	5%	6%	15%	17%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	25%	15%	45%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	13%	8%	35%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	88%	84%	81%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	23%	35%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	33%	29%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	11%	13%	5%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	50%	41%	38%	23%	43%

		Latvia	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	63%	51%	39%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	71%	43%	70%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	22%	21%	8%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	24%	22%	32%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	19%	18%	26%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	60%	54%	88%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	12%	3%	13%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	19%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	7,4	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	35%	30%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	25%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	61%	51%	58%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	4%	11%	-1%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	NA	NA	NA	NA	NA

- Latvia has experienced an increase in its Consumer Conditions Index, from 49 (in 2009) to 54 (in 2010).
- In Latvia, only 32% of consumers came across misleading or deceptive advertisements, which is the second lowest percentage among EU Member States.
- The percentage of consumers who find it easy to resolve disputes with sellers / providers through ADR is only 24%, the second lowest in the EU.

	COUNTRY CONSUMER STATISTICS	LITHUANIA				
		LT				
		Lithuania	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU12
	Consumer Conditions Index	49	44	48	61	NA
	Percentage of consumers who feel adequately protected by existing measures	33%	30%	25%	57%	43%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	37%	25%	37%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	45%	42%	35%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	35%	37%	24%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	28%	29%	20%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	43%	46%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	47%	51%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	100%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	40%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	44	27	35	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	32%	31%	27%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	17%	14%	16%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	34%	30%	55%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	6%	6%	27%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	25%	7%	7%	15%	17%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	24%	31%	31%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	26%	31%	35%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	84%	69%	75%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	3%	10%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	13%	17%	NA	26%	NA
2	CONSUMER EMPOWERMENT					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	12%	6%	6%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	43%	53%	45%	23%	43%

		Lithuania	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	62%	62%	49%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	64%	49%	66%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	21%	14%	11%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	33%	24%	23%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	18%	12%	17%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	48%	53%	75%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	12%	5%	16%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	21%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	8,0	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	42%	34%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	18%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	49%	43%	42%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	13%	18%	5%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	9	NA	NA	NA	NA

- Lithuania has experienced an increase in its Consumer Conditions Index, from 44 (in 2009) to 49 (in 2010).
- Lithuania has the lowest EU percentage of consumers who came across fraudulent advertisements / offers (28%).
- The sweep on electronic goods has revealed that, after the follow-up enforcement actions taken by authorities, all sites checked were in compliance with EU consumer law.
- Trust in public authorities to protect the rights of consumers is reported by only 37% of consumers, the lowest EU percentage.
- The percentage of retailers who have received consumer complaints about the safety of their products (26%) was the highest in the EU.
- Switching levels and comparability of offers were in the first position in the EU ranking.

	COUNTRY CONSUMER STATISTICS	LUXEMBOURG				
		LU				
		Luxembourg	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
	Consumer Conditions Index	70	68	63	61	NA
	Percentage of consumers who feel adequately protected by existing measures	71%	74%	60%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	78%	75%	60%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	85%	76%	73%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	41%	44%	29%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	31%	31%	14%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	15%	15%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	17%	17%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	33%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	83%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	5	1	0	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	9%	11%	9%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	16%	11%	5%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	20%	31%	73%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	4%	3%	45%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	18%	15%	14%	15%	15%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	17%	20%	56%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	11%	2%	20%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	84%	91%	56%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	22%	12%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	45%	21%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	10%	8%	8%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	6%	10%	38%	23%	16%

		Luxembourg	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	69%	56%	45%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	34%	46%	40%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	11%	9%	13%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	52%	53%	48%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	35%	31%	19%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	45%	43%	43%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	10%	7%	19%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	12%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,7	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	28%	27%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	37%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	75%	70%	69%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	-3%	-5%	9%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	2.112	NA	NA	NA	NA

- Luxembourg has experienced a slight increase in its Consumer Conditions Index, from 68 (in 2009) to 70 (in 2010).
- Luxembourg has the highest EU percentage of retailers who trust sellers / providers to respect their rights as consumers (85%).
- The percentage of consumers who were satisfied with complaint handling was 69%, the highest in the EU.
- Consumer empowerment seems to be high considering that only 6% of consumers did not complain despite having a reason to do so.

	COUNTRY CONSUMER STATISTICS	MALTA				
		MT				
		Malta	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU12
	Consumer Conditions Index	58	54	61	61	NA
	Percentage of consumers who feel adequately protected by existing measures	49%	43%	52%	57%	43%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	69%	62%	65%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	49%	45%	58%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	39%	45%	25%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	20%	25%	21%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	18%	33%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	33%	37%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	70%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	83%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	19	14	1	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	15%	20%	8%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	4%	7%	6%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	63%	41%	47%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	7%	8%	15%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	11%	8%	7%	15%	17%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	38%	35%	44%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	21%	11%	11%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	96%	82%	76%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	10%	24%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	10%	26%	NA	26%	NA
2	CONSUMER EMPOWERMENT					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	15%	15%	17%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	17%	22%	6%	23%	43%

		Malta	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	32%	49%	44%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	47%	59%	44%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	18%	20%	18%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	34%	33%	31%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	20%	15%	17%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	75%	51%	89%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	5%	16%	32%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	8%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	5,7	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	43%	39%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	48%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	66%	62%	64%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	-4%	0%	-1%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	9	NA	NA	NA	NA

- Malta has experienced an increase in its Consumer Conditions Index, from 54 (in 2009) to 58 (in 2010).
- Malta has the second highest EU percentage of retailers who answered that they were well informed about consumer legislation (96%).
- As many as 21% of retailers (EU second highest) received consumer complaints about the safety of their products.
- Authorities checked the products of 63% of retailers, the second highest percentage in the EU.
- Only 32% of consumers were satisfied with complaint handling, the lowest percentage in the EU.
- Comparability of offers of services is ranked in the second lowest position in the EU.

	COUNTRY CONSUMER STATISTICS	NETHERLANDS				
		NL				
		Netherlands	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU15
	Consumer Conditions Index	66	61	64	61	NA
	Percentage of consumers who feel adequately protected by existing measures	69%	64%	74%	57%	61%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	68%	63%	69%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	77%	67%	77%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	46%	55%	69%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	28%	35%	50%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	10%	12%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	21%	26%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	38%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	100%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	38	73	33	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	6%	10%	4%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	7%	5%	8%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	38%	32%	44%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	13%	16%	23%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	15%	9%	10%	15%	15%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	32%	33%	37%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	16%	12%	15%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	82%	82%	73%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	10%	13%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	13%	9%	NA	26%	NA
2	CONSUMER EMPOWERMENT					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	12%	7%	25%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	13%	13%	14%	23%	16%

		Netherlands	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	56%	51%	54%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	51%	31%	53%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	14%	8%	29%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	51%	39%	57%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	34%	27%	40%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	46%	59%	37%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	7%	13%	11%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	15%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,6	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	36%	27%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	39%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	76%	74%	87%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	9%	11%	18%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	26	NA	NA	NA	NA

- The Netherlands has experienced an increase in its Consumer Conditions Index, from 61 (in 2009) to 66 (in 2010).
- Netherlands has the lowest EU percentage of retailers who came across fraudulent advertisements / offers (10%).
- The sweep on the electronic sale of tickets for cultural and sporting events revealed that all sites checked were flagged for further investigation.
- Only 6% of consumers consider that a significant number of products are unsafe, the second lowest percentage in the EU.
- The percentage of retailers whose products were recalled or withdraws was 13%, the second highest in the EU.

	COUNTRY CONSUMER STATISTICS	POLAND				
		PL				
		Poland	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU12
	Consumer Conditions Index	55	45	54	61	NA
	Percentage of consumers who feel adequately protected by existing measures	49%	41%	45%	57%	43%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	45%	37%	39%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	58%	48%	49%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	37%	58%	44%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	31%	49%	28%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	40%	32%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	35%	39%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	70%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	100%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	68	102	114	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	17%	25%	16%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	13%	15%	20%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	28%	24%	44%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	6%	4%	10%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	22%	7%	5%	15%	17%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	37%	35%	51%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	7%	8%	7%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	75%	75%	66%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	10%	11%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	28%	28%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	12%	14%	16%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	40%	44%	16%	23%	43%

		Poland	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	55%	48%	60%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	56%	59%	55%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	20%	25%	19%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	43%	33%	35%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	21%	18%	22%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	43%	48%	66%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	7%	7%	16%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	20%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	7,0	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	38%	39%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	27%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	55%	48%	51%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	10%	12%	12%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	11	NA	NA	NA	NA

- Poland has experienced an increase in its Consumer Conditions Index, from 45 (in 2009) to 55 (in 2010).
- In Poland, the sweep on the online sale of tickets for cultural and sporting events revealed that all sites checked were flagged for further investigation. In the EU, on average, 59% of sites checked were flagged for further investigation.

	COUNTRY CONSUMER STATISTICS	PORTUGAL				
		PT				
		Poland	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
	Consumer Conditions Index	57	55	50	61	NA
	Percentage of consumers who feel adequately protected by existing measures	53%	53%	35%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	55%	58%	39%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	53%	46%	39%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	34%	52%	27%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	20%	36%	16%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	27%	29%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	28%	40%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	100%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	15%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	39	33	17	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	17%	27%	17%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	12%	14%	16%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	14%	20%	48%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	4%	5%	20%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	12%	3%	4%	15%	15%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	12%	38%	40%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	20%	12%	16%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	94%	94%	79%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	2%	4%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	19%	35%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	10%	10%	5%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	16%	17%	38%	23%	16%

		Portugal	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	53%	65%	54%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	48%	41%	48%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	12%	12%	8%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	32%	32%	19%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	15%	13%	14%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	62%	69%	78%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	8%	10%	19%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	20%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,4	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	24%	31%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	40%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	64%	68%	46%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	9%	10%	7%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	2	NA	NA	NA	NA

- Portugal has experienced a slight increase in its Consumer Conditions Index, from 55 (in 2009) to 57 (in 2010).
- In Portugal, the sweep on electronic goods has revealed that, after the follow-up enforcement actions taken by authorities, all sites checked were in compliance with EU consumer law.
- Only 12% of retailers carried out checks to make sure that the products which they were selling were safe, the lowest in the EU. 14% of retailers had their products checked by authorities.
- On average, as many as 20% of consumers switched their provider of tariff of various services (the second highest EU percentage).

	COUNTRY CONSUMER STATISTICS	ROMANIA				
		RO				
		Romania	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
	Consumer Conditions Index	46	44	44	61	NA
	Percentage of consumers who feel adequately protected by existing measures	34%	42%	31%	57%	43%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	44%	47%	36%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	48%	48%	34%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	40%	42%	27%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	23%	21%	13%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	35%	33%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	48%	38%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	100%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	70%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	20	0	4	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	44%	44%	38%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	37%	47%	15%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	65%	61%	65%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	8%	14%	16%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	13%	6%	7%	15%	17%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	42%	50%	50%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	13%	19%	15%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	90%	90%	84%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	5%	4%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	19%	22%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	9%	6%	6%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	57%	74%	63%	23%	43%

		Romania	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	46%	44%	56%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	56%	54%	84%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	20%	22%	16%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	44%	43%	29%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	28%	29%	22%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	42%	43%	49%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	15%	6%	14%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	20%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	7,4	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	43%	43%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	15%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	45%	45%	33%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	2%	-2%	-3%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	3	NA	NA	NA	NA

- Romania has experienced an increase in its Consumer Conditions Index, from 44 (in 2009) to 46 (in 2010).
- In Romania, the sweep on electronic goods revealed that, after the follow-up enforcement actions taken by authorities, all sites checked were in compliance with EU consumer legislation.
- The authorities checked the products of 65% of retailers, the highest percentage in the EU.
- The percentages of consumers (44%) and retailers (37%) who think that a significant number of products are unsafe are the highest in the EU.
- Misleading or deceptive advertisements / offers were encountered by 48% of retailers, the second highest in the EU.
- Only 9% of consumers made a complaint to a seller / provider, the lowest percentage in the EU. The percentage of consumers who did not complain despite having a reason to do so was 57%, the highest in the EU.
- The environmental impact of purchases influenced only 15% of consumers, the lowest in the EU.
- Trust in consumer organizations to protect the rights of consumers is the second lowest in the EU.

	COUNTRY CONSUMER STATISTICS	SLOVAKIA				
		SK				
		Slovakia	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU12
	Consumer Conditions Index	53	51	50	61	NA
	Percentage of consumers who feel adequately protected by existing measures	51%	48%	41%	57%	43%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	48%	47%	47%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	57%	54%	54%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	47%	55%	46%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	36%	37%	37%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	30%	31%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	28%	37%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	NA	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	60%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	62	87	140	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	16%	20%	28%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	11%	14%	23%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	27%	21%	47%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	11%	11%	15%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	14%	4%	7%	15%	17%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	21%	23%	44%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	7%	6%	5%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	96%	96%	84%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	11%	16%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	73%	72%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	13%	15%	14%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	38%	29%	44%	23%	43%

		Slovakia	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	62%	58%	80%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	75%	64%	57%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	21%	21%	25%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	25%	22%	17%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	16%	14%	14%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	70%	42%	65%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	12%	8%	17%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	14%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	7,1	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	36%	37%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	27%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	47%	47%	49%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	-1%	0%	2%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	23	NA	NA	NA	NA

- Slovakia has experienced a slight increase in its Consumer Conditions Index, from 51 (in 2009) to 53 (in 2010).
- Slovakia has the highest EU percentage of retailers who were well informed about consumer legislation – 96%.
- 73% of retailers correctly identified the length of the legal period for returning a defective product, the highest EU percentage.
- The percentage of consumers who took no further action after unsatisfactory complaint handling was 75%, the highest in the EU.

	COUNTRY CONSUMER STATISTICS	SLOVENIA				
		SI				
		Slovenia	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
	Consumer Conditions Index	54	51	50	61	NA
	Percentage of consumers who feel adequately protected by existing measures	39%	39%	45%	57%	43%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	43%	44%	41%	62%	48%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	71%	65%	61%	65%	54%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	46%	48%	43%	43%	41%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	33%	39%	28%	29%	30%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	35%	34%	NA	20%	37%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	42%	49%	NA	25%	42%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	100%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	0%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	20	8	27	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	21%	27%	12%	20%	24%
1.11	Percentage of retailers who think a significant number of products are unsafe	13%	11%	7%	15%	16%
1.12	Percentage of retailers whose products were checked by authorities	21%	18%	48%	27%	38%
1.13	Percentage of retailers whose products have been recalled or withdrawn	4%	5%	17%	7%	6%
1.14	Percentage of consumers who have been personally affected by a product recall	25%	4%	5%	15%	17%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	33%	22%	45%	30%	31%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	9%	6%	15%	9%	10%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	84%	88%	88%	82%	87%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	8%	9%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	12%	13%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	11%	10%	13%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	22%	28%	35%	23%	43%

		Slovenia	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU12
2.3	Percentage of consumers who were satisfied with complaint handling	57%	50%	73%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	66%	51%	72%	46%	60%
2.5	Percentage of consumers who have encountered problems when buying something	14%	14%	20%	16%	22%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	32%	38%	40%	48%	38%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	15%	12%	20%	33%	20%
2.8	Percentage of retailers who know of ADR mechanisms	73%	64%	82%	56%	54%
2.9	Percentage of retailers who have used ADR mechanisms	14%	7%	26%	10%	12%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	11%	NA	NA	16%	18%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	7,5	NA	NA	6,7	7,1
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	38%	35%	NA	41%	38%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	48%	NA	NA	32%	26%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	54%	58%	55%	69%	52%
2.15	Difference between trust in consumer organisations and trust in public authorities	11%	14%	14%	6%	4%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	183	NA	NA	NA	NA

- Slovenia has experienced a slight increase in its Consumer Conditions Index, from 53 (in 2009) to 54 (in 2010).
- Slovenia has experienced a slight increase in its Consumer Conditions Index, from 53 (in 2009) to 54 (in 2010).
- The environmental impact of purchases had an impact on 48% of consumers, the second highest in the EU.
- The percentage of consumers who find it easy to resolve disputes with seller / providers through courts is 15%, the second lowest in the EU.
- On average, 11% of consumers have switched provider or tariff for 11 services, the second lowest in the EU.

	COUNTRY CONSUMER STATISTICS	SPAIN				
		ES				
		Spain	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
	Consumer Conditions Index	53	49	55	61	NA
	Percentage of consumers who feel adequately protected by existing measures	44%	41%	53%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	57%	52%	61%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	57%	52%	63%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	60%	69%	40%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	40%	42%	23%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	29%	27%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	29%	31%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	65%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	70%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	146	220	163	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	20%	28%	9%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	14%	17%	17%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	35%	37%	52%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	3%	4%	17%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	18%	4%	7%	15%	15%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	26%	21%	54%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	7%	9%	13%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	86%	85%	88%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	1%	3%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	34%	29%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	14%	10%	11%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	18%	14%	45%	23%	16%

		Spain	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	34%	28%	39%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	33%	42%	44%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	17%	12%	20%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	38%	28%	29%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	25%	15%	23%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	68%	52%	71%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	13%	9%	19%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	20%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	6,6	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	39%	36%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	32%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	64%	61%	63%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	7%	9%	2%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	NA	NA	NA	NA	NA

- Spain has experienced an increase in its Consumer Conditions Index, from 49 (in 2009) to 53 (in 2010).
- In Spain, only 3% of retailers had their products recalled or withdrawn (the second lowest percentage in the EU).
- 60% of consumers came across misleading or deceptive advertisements / offers (second highest in the EU).
- Only 1% of retailers knew the length of the "cooling-off" period for distant sales (the second lowest in the EU).
- The percentage of consumers who were satisfied with complaint handling was 34%, the second lowest in the EU.
- 33% of consumers took no further action after unsatisfactory complaint handling, second lowest in the EU.

	COUNTRY CONSUMER STATISTICS	SWEDEN				
		SE				
		Sweden	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU15
	Consumer Conditions Index	62	58	65	61	NA
	Percentage of consumers who feel adequately protected by existing measures	61%	61%	70%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	74%	66%	76%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	74%	68%	77%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	35%	44%	63%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	50%	53%	46%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	22%	16%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	28%	33%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	94%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	88%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	27	29	38	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	20%	22%	15%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	13%	6%	5%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	33%	29%	56%	27%	26%
1.13	Percentage of retailers whose products have been recalled or withdrawn	4%	6%	20%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	15%	14%	17%	15%	15%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	23%	16%	39%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	9%	13%	23%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	75%	86%	85%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	22%	29%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	27%	37%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	16%	13%	34%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	10%	14%	13%	23%	16%

		Sweden	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	68%	60%	63%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	51%	43%	68%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	18%	16%	39%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	34%	27%	45%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	20%	10%	31%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	25%	37%	75%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	4%	3%	26%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	18%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	5,9	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	36%	35%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	43%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	68%	66%	77%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	-6%	-1%	1%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	83	NA	NA	NA	NA

- Sweden has experienced an increase in its Consumer Conditions Index, from 58 (in 2009) to 62 (in 2010).
- Sweden has the second highest EU percentage of consumes who came across fraudulent advertisements / offers (50%).
- The percentage of retailers who answered that they were well informed about consumer legislation was 75%, the second lowest in the EU.
- The percentage of retailers who used ADR mechanisms is the second lowest in the EU (4%). A similar ranking is occupied by the percentage of retailers who know of ADR mechanisms (25%).

	COUNTRY CONSUMER STATISTICS	UNITED KINGDOM				
		UK				
		United Kingdom	Previous results		EU averages 2010	
		2010	**2009**	**2008**	EU27	EU15
	Consumer Conditions Index	74	68	67	61	NA
	Percentage of consumers who feel adequately protected by existing measures	80%	78%	66%	57%	61%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	82%	70%	67%	62%	66%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	84%	78%	77%	65%	68%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers	38%	43%	42%	43%	43%
1.4	Percentage of consumers who came across fraudulent advertisements/offers	23%	25%	24%	29%	29%
1.5	Percentage of retailers who came across fraudulent advertisements/offers made by competitors in the past year	15%	10%	NA	20%	17%
1.6	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors in the past year	23%	23%	NA	25%	23%
1.7	Sweep on electronic goods – % of sites which comply with EU consumer law	86%	NA	NA	84%	NA
1.8	Sweep on online tickets for cultural & sporting events – % of sites flagged for further investigation	30%	NA	NA	59%	NA
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications	88	104	87	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	11%	9%	8%	20%	19%
1.11	Percentage of retailers who think a significant number of products are unsafe	7%	5%	7%	15%	15%
1.12	Percentage of retailers whose products were checked by authorities	14%	16%	30%	21%	20%
1.13	Percentage of retailers whose products have been recalled or withdrawn	4%	5%	15%	7%	7%
1.14	Percentage of consumers who have been personally affected by a product recall	13%	13%	9%	15%	15%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe	46%	36%	58%	30%	30%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products	6%	4%	11%	9%	8%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who were well informed about consumer legislation	81%	79%	74%	82%	81%
1.18	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	8%	8%	NA	28%	NA
1.19	Percentage of retailers who knew the legal period to return a defective product	4%	7%	NA	26%	NA
2	**CONSUMER EMPOWERMENT**					
	COMPLAINTS					
2.1	Percentage of consumers who made a complaint to a seller/provider	13%	8%	24%	13%	13%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	17%	16%	11%	23%	16%

		United Kingdom	Previous results		EU averages 2010	
		2010	2009	2008	EU27	EU15
2.3	Percentage of consumers who were satisfied with complaint handling	61%	46%	46%	52%	52%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	35%	54%	49%	46%	42%
2.5	Percentage of consumers who have encountered problems when buying something	16%	9%	27%	16%	15%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	67%	55%	52%	48%	50%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	51%	29%	40%	33%	37%
2.8	Percentage of retailers who know of ADR mechanisms	53%	70%	69%	56%	56%
2.9	Percentage of retailers who have used ADR mechanisms	9%	12%	19%	10%	10%
	SWITCHING – average for multiple goods and services					
2.10	Percentage of consumers who switched service provider or tariff (11 services)	18%	NA	NA	16%	16%
2.11	Consumer opinions about the comparability of offers (11 services) on a scale of 0 to 10	7,1	NA	NA	6,7	6,6
	MEDIA					
2.12	Percentage of consumers who have changed their behaviour as a result of a media story	47%	41%	NA	41%	41%
	SUSTAINABLE CONSUMPTION					
2.13	Percentage of consumers whose purchases were influenced by their environmental impact	26%	NA	NA	32%	34%
	CONSUMER ORGANISATIONS & INFORMATION					
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	80%	75%	71%	69%	73%
2.15	Difference between trust in consumer organisations and trust in public authorities	-2%	5%	4%	6%	7%
2.16	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010	93	NA	NA	NA	NA

- The United Kingdom has experienced an increase in its Consumer Conditions Index, from 68 (in 2009) to 74 (in 2010).
- Most consumers in the United Kingdom (as many as 80% of them, the highest percentage in the EU) considered themselves to be adequately protected by the existing measures. UK also has the highest percentages in the EU of consumers who trust public authorities and consumer organizations to protect their rights as consumers (82% and 80% respectively). Trust in sellers / providers comes second in the EU and it's shared by 84% of consumers.
- The percentage of retailers who carried out tests to check the safety of their products was 46%, the second highest in the EU.
- When it comes to knowing the legal period for returning a defective product only 4% of retailers can indicate the answer correctly, the lowest percentage in the EU.
- More consumers consider that dispute resolution is easy. The highest percentage of consumers in the EU (51%) finds it easy to resolve disputes through courts. The second highest percentage of consumers in the EU (67%) finds it easy to resolve disputes through ADR.
- The authorities checked the products of 14% of retailers, the lowest percentage in the EU.

ANNEX: LIST OF FIGURES

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