European Commission

CONSUMER CONDITIONS SCOREBOARD

Consumers at home in the single market

7th edition – May 2012

Health and Consumers

Consumer Conditions Scoreboard – Consumers at home in the single market – SEC(2012) 165 final

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Directorate-General for
Health & Consumers

European Commission

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CHAPTER 1

Key findings

The Consumer Scoreboard is the Commission's main tool to monitor the Single Market from a consumer perspective. Properly functioning consumer markets in Member States with favourable consumer conditions will help deliver the full potential of the single market, which is vital for growth and job creation. Given that consumer expenditure accounts for 56% of the EU's GDP, small improvements in consumer conditions in the single market can have a significant impact on the allocative efficiency of the economy and contribute to enhancing economic growth, in line with the goals of the Europe 2020 Strategy. However, improved allocation can only be achieved if consumer conditions empower consumers to play their full part in the market and thereby stimulate competition and innovation. Consumers also need to be protected through effective enforcement of consumer rights and easy access to redress.

The role of the demand side of the single market in stimulating Europe's growth has been recognised by the Single Market Act[1] and the 2012 Annual Growth Survey[2], which launched the second European Semester of economic governance. The Annual Growth Survey indeed identifies the 12 priority proposals of the Single Market Act – including Commission proposals on Alternative Dispute Resolution (ADR) and Online Dispute Resolution (ODR)[3] – among the growth enhancing measures which should be fast-tracked for adoption by the end of 2012. The progress report on the Europe 2020 Strategy[4] accompanying the communication further emphasises that *"[t]he implementation of the Single Market Act is of key importance to create a favourable environment for European businesses, in particular SMEs, and to restore and reinforce trust in consumers and workers so that they confidently take up the opportunities the Single Market has on offer"*. It also recognises the role of the Consumer Markets Scoreboard in identifying those sectors of the single market which do not function for consumers. Moreover, the Progress Report emphasises that "the growth potential of e-commerce is still largely untapped in the EU" and highlights the need to boost consumers' and businesses' confidence in online transactions. The "importance of consumer empowerment, allowing consumers to make optimal consumption choices and thus maximise their welfare" is also acknowledged.

[1] COM(2011) 206 final –
http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52011DC0206:EN:NOT

[2] COM(2011) 815 final – http://ec.europa.eu/europe2020/pdf/ags2012_en.pdf

[3] COM(2011) 793 final – http://ec.europa.eu/consumers/redress_cons/docs/directive_adr_en.pdf
COM(2011) 794 final – http://ec.europa.eu/consumers/redress_cons/docs/odr_regulation_en.pdf

[4] http://ec.europa.eu/europe2020/pdf/ags2012_annex1_en.pdf

The Spring European Council 2012 further stressed the need to *"bring the Single Market to a new stage of development by strengthening its governance and improving its implementation and enforcement"* and to *"complete the Digital Single Market by 2015, in particular by adopting measures to boost confidence in on-line trade and by providing better broadband coverage"*. It recognised the role that enhanced *"peer pressure" on the Member States in developing the Single Market and complying with its rules, and invited the Commission "to provide transparent scoreboards as a basis for appropriate benchmarking"*.

The Consumer Scoreboard is published twice yearly. The spring Consumer Conditions Scoreboard tracks the integration of the retail single market and monitors consumer conditions in EU Member States. The autumn Consumer Markets Scoreboard monitors 50 consumer markets in order to identify those at risk of malfunctioning from a consumer point of view. In-depth market studies are then conducted to analyse problems and to identify solutions. The latest edition of the Consumer Markets Scoreboard (6th) was published in October 2011[5].

The single market offers European consumers a wider choice, better quality and lower prices through integration and improved economies of scale. It also opens up new opportunities for businesses and helps drive economic growth. However, the **findings of this Consumer Conditions Scoreboard confirm that the EU retail internal market is still far from being fully integrated**. EU consumers still prefer to buy goods and services in their own country even though the past five years have seen a steady, if slow, increase in the level of cross-border shopping. Almost a third of EU consumers made at least one cross-border purchase in 2011, either when travelling abroad or through distance sales channels (i.e. Internet, phone and post). Likewise, most businesses sell only to domestic consumers. The proportion of retailers selling cross-border has remained relatively stable since 2006, with slightly over a quarter of retailers having made distance sales to at least one other EU country in 2011. Having to deal with multiple national contract law systems is perceived by EU retailers as a major obstacle to cross-border trade. In November 2011, the Commission proposed to bring in legislation on Alternative Dispute Resolution (ADR) and Online Dispute Resolution (ODR) to facilitate out-of-court redress and boost consumers' and retailers' confidence in the single market.

[5] SEC(2011) 1271 final – http://ec.europa.eu/consumers/consumer_research/editions/cms6_en.htm

The aim of the proposed directive is to enable EU consumers and traders to settle any contractual disputes between them arising from the sale of goods or provision of services (online, offline, cross-border or domestically) out-of-court through quality ADR entities. The ADR-ODR legislative initiatives are included among the EU level priority proposals with substantial growth potential, which the EU institutions undertook to adopt in the course of 2012. In order to address retailers' concerns about the multitude of contract laws, the Commission has also proposed the optional Common European Sales Law in October 2011, which should create a single set of rules for cross-border contracts in all 27 EU countries. Moreover, the adoption of the Consumer Rights Directive[6] in October 2011 provides for a convergent level of consumer protection across the 27 Member States, in particular for distance and off-premises contracts, with some limited exceptions.

The present **Scoreboard suggests that sustained efforts are needed in order to increase the confidence of consumers and businesses in e-commerce**, especially cross-border. Overall, slightly more EU consumers bought goods and services over the Internet in 2011 (43% compared to 40% in 2010). On the business side, direct sales of goods and services in shops remains the most common retail channel. E-commerce remains largely domestic. Consumers are significantly more likely to buy online from domestic sellers (39% vs. 36% in 2010) than from those located in other EU countries (10% vs. 9% in 2010). While the current trend appears on track to meet the Digital Agenda target of 50% of EU consumers buying online by 2015, reaching the target of 20% consumers shopping online across borders seems less feasible. Only a third of consumers are equally confident in cross-border and domestic online transactions, even though the evidence suggests that the two are just as reliable. At the same time, cross-border shopping tends to be higher in some smaller markets in Western and Northern Europe and/or countries with language and cultural links with larger markets – where over one in five consumers already buys online from elsewhere in the EU. The Communication of January 2012 on e-commerce[7] sets out an action plan to double the share of e-commerce in retail sales (currently 3.4%) and that of the Internet sector in European GDP (currently less than 3%) by 2015.

The planned actions include initiatives on better enforcement of consumer protection legislation and improved transparency of offers for consumers. The proposed EU-wide online dispute resolution platform ('ODR platform'), which would forward consumers' and traders' complaints to a competent national ADR entity, is designed to enhance the effectiveness of solving disputes arising from cross-border e-commerce. In addition, the recently adopted Consumer Rights Directive[8] strengthens consumers' rights when shopping online.

Effective consumer policy can give consumers real power to act as drivers of innovation and growth. **The Scoreboard monitors the evolution of consumer conditions in the Member States** through the Consumer Conditions Index based on Eurobarometer survey results. The aim is to allow national policymakers and stakeholders to assess the impact of their policies on consumer welfare, thereby promoting best practices. The index shows that consumer conditions have slightly improved in 2011 compared to previous year, which continues the positive trend after the fall in 2009. The survey data point to an **improvement in the consumer environment in the majority of Member States** (19 countries out of 27) compared to 2010.

Effective enforcement of consumer and product safety legislation is of key importance when it comes to rebuilding consumers' trust in the single market. It is also crucial for reputable businesses who otherwise may suffer from unfair competition. In 2011, 58% of EU consumers felt adequately protected by existing consumer protection measures (vs. 57% in 2010). Consumer organisations command the highest levels of confidence, for protecting consumer rights (72% vs. 69% in 2010). More than 6 out of 10 respondents (the same as in 2010) believe that public authorities protect their rights as consumers (62%) and that retailers respect these rights (65%). A comparison of the results over a longer time span indicates that the levels of consumer trust and satisfaction with existing consumer protection measures has been growing steadily since 2009.

6 Directive 2011/83/EU – http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:304:0064:0088:EN:PDF

7 COM(2011) 942 – http://ec.europa.eu/internal_market/ecommerce/docs/communication2012/COM2011_942_en.pdf

8 Directive 2011/83/EU – http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:304:0064:0088:EN:PDF

Although retailers declare that they are fully in compliance with consumer legislation (98%), a significant number of consumers (32%) do not feel that their rights are respected. Based on the experience of consumers and retailers, the number of **misleading and deceptive advertisements and offers has risen since 2010**.

Almost half of EU consumers (46%) and nearly a third (31%) of retailers stated that they had come across such practices. This represents increases of 4 and 6 percentage points, respectively, since last year. Likewise, more consumers (69%) said that they had come across unsolicited commercial advertisements, statements or offers (+8 percentage points since 2010). Fraudulent advertisements and offers are apparently less common, but they were still spotted by 29% of consumers (same as last year) and 23% of retailers (vs. 21% in 2010). **The persistent existence of unfair commercial practices is a cause for concern**. The effective enforcement of consumer rights in cross-border situations and protection against unfair commercial practices is of key importance. The Commission will publish in 2012 a report on the implementation of the Unfair Commercial Practices Directive[9] that will look into ways to step up the enforcement in order to strengthen consumer confidence in cross-border transactions.

As regards the safety of food and other products on the market, here too EU consumers appear to be less optimistic than retailers. Both groups of respondents appear to be slightly more concerned about product safety than food safety. More than a fifth of consumers are of the opinion that a significant number of food (22%) and non-food products (25%) are unsafe. The corresponding figures for retailers are 14% and 17%. Compared to 2010, consumers' trust in the safety of non-food products has declined by 5 percentage points, while the perceptions of food safety have remained relatively stable. Proposals for revised rules on market surveillance (to be put forward by the Commission by the end of the year) will offer a clear, coherent approach for both consumers and manufacturers, and combine the different surveillance regimes into a single approach for the Single Market.

Three quarters (74%) of EU retailers agree that public authorities actively monitor and ensure compliance with consumer legislation in their sector – a decrease of 5 percentage points compared to 2010. Among retailers who sell products and food, respectively, 79% believe that public authorities actively monitor and ensure compliance with product safety legislation and 87% believe that authorities are active in enforcing food safety legislation in their sector. NGOs and the media are perceived as being active in their monitoring functions by 57% and 59% of retailers, respectively (a decrease of 4 and 7 percentage points respectively compared to 2010). Aside from the Eurobarometer surveys, Member States have provided hard data on the work of national authorities responsible for economic and product safety enforcement. These enforcement indicators provide a good picture of the different enforcement systems in place across the EU even though the quality and cross-country comparability of the data remains a challenge.

EU sweep investigations of problematic consumer markets are increasingly effective. National enforcement authorities from 27 Member States as well as Iceland and Norway are working together to maximise their impact. As a result of the enforcement actions following the initial check of online sales of tickets for cultural and sporting events in June 2010, 88% of the websites checked were in compliance with EU consumer laws at follow-up investigation, compared with only 40% at the first check. An EU-wide investigation of websites offering consumer credit was conducted in September 2011. Of the 562 sites checked, 70% were flagged for further investigation. National authorities have started the enforcement phase and will report back to the Commission by autumn 2012.

Informed, empowered and sophisticated consumers who understand the abundant and complex choices they face tend to reward efficient and innovative businesses, thereby sharpening competition and stimulating growth. However, the portrait of the European consumers that emerges from the consumer surveys does not fit easily with the notion of the *"average consumer"* defined by European case law as someone who is "reasonably well-informed, and reasonably observant and circumspect". The scoreboard finds that consumers' knowledge and understanding of fundamental consumer rights is fairly poor. Only 13% of respondents were able to answer all three questions correctly (regarding guarantees, cooling- off periods and unsolicited selling), compared to 12% who did not give a single correct answer. These findings confirm the picture first captured by the Consumer Empowerment report of April 2011.

[9] Directive 2005/29/EC

On the business side, even though two-thirds of retailers (67%) declare that they know where to find or get information and advice about consumer legislation in their own country, the actual awareness of legal obligations towards consumers remains disappointingly low. Only 29% of distance retailers were able to correctly indicate the length of the cooling-off period for distance sales, and only 27% of retailers knew the correct length of the period during which consumers have the right to return defective products. The levels of knowledge have not improved in recent years.

In 2011, 17% of EU consumers (as against 16% in 2010) reported that they encountered problems when buying something in their country. Encouragingly, those who experienced problems were more likely to complain about them (80% compared to 77% in 2010), which can be interpreted as a sign of **growing consumer empowerment**. In addition, more EU consumers were satisfied with the way in which their complaints were handled (58% vs. 52% in 2010). Yet, almost half (45%) of those who were not satisfied did not seek further redress. It is important to encourage consumers to communicate their problems and to seek redress, since this provides benefits not only to consumers themselves, but also to the entire market. The total detriment suffered by EU consumers from the problems they encountered has been estimated by the empowerment survey at 4% of EU GDP.

The public perception of redress mechanisms improved further in 2011, continuing the upward trend since 2008. Slightly over half of EU consumers (52%) find it easy to resolve disputes with sellers/providers through alternative dispute resolution, while almost 4 out of 10 (38%) share the same view about courts. This accounts for the increases of 4 and 5 percentage points, respectively, since last year. Yet, actual use of alternative dispute resolution remains low. A significant proportion of retailers (40%) are not aware of any ADR mechanisms and only 10% of them have used such mechanisms in the past two years. In most Member States, ADR entities exist only in some sectors or in specific regions. As a result, European consumers do not enjoy the same level of access to out-of-court resolution across the EU. The Commission's ADR-ODR proposals mentioned above aim to address these issues[10]. An initiative on collective redress is expected this year to explain how consumers and businesses can find effective solutions to large-scale problems.

There are substantial differences in consumer conditions across Member States. The percentage of consumers who feel adequately protected by existing consumer measures ranges from less than 30% to over 80%. Similar discrepancies are observed in the levels of trust in public authorities, consumer organisations and sellers/providers. The differences in the prevalence of misleading and fraudulent advertisements/offers, as reported by consumers, are as high as 30%, despite the harmonisation of legal provisions in this area brought about by the Unfair Commercial Practices Directive.

There are also marked differences (of up to 50%) in the perceived safety of products or the assessment of redress mechanisms (courts and ADR mechanisms). In addition, the propensity of consumers to complain when things go wrong ranges from 40% to over 90%. In general, consumer conditions appear to be less favourable in the Eastern and Southern Member States, and the cross-country divergences have not decreased systematically over the past four years.

The Scoreboard also monitors the ability of consumers to afford the goods and services that they want and need. Following the deep crisis recorded in 2009, GDP picked up again in 2010 and the first three quarters of 2011, although at a rather slow pace. However, this slight upturn of GDP, recorded in the EU and in most of the Member States, was not passed on in full to households and consumers. In fact, both household consumption and real adjusted disposable income grew more slowly in the EU27 and even posted a marked decline in several countries. There are huge differences in consumers' economic welfare across the EU. Consumer affordability differs by a factor of three – and the share of materially deprived consumers by a factor of 14 – between Member States.

[10] COM(2011)794 final

Effective consumer policy is a joint endeavour. EU Institutions, Member States and civil society all have their role to play. The European Consumer Agenda sets out a strategic vision for consumer policy aimed at putting empowered consumers at the centre of the Single Market. The four main objectives are the following:

- reinforce consumer safety;
- enhance knowledge;
- improve application, step up enforcement and secure redress, and
- align rights and key policies to economic and societal change.

The Agenda covers all consumer-related initiatives planned during the lifespan of the current Commission. However, action is needed at national level too. The country-specific data presented in this edition of the Scoreboard should be a useful source of information for national policymakers and stakeholders, enabling them to monitor the overall evolution of their consumer policies, to promote best practice and to identify those areas where further efforts are needed in order to improve consumer conditions. The findings can be of use for Member States when drafting consumer-related parts of their national reform programmes setting out in detail the actions to be undertaken as part of the EU 2020 Strategy.

The Scoreboard will be disseminated to and discussed with key policymakers and stakeholders both at EU and at national level.

CHAPTER 2

Integration of the retail internal market

More cross-border commerce, especially through e-commerce, should offer consumers lower prices and a wider choice of goods and services, while for businesses it is an opportunity to reach a broader group of consumers. The 2012 Commission's Annual Growth Survey Report on the progress towards Europe 2020 highlighted the need to reinforce consumer confidence in the internal market. It also acknowledged that the growth potential of e-commerce is still largely untapped in the EU. Recent evidence suggests that the current consumer welfare gains from e-commerce in goods alone in terms of lower online prices and wider choice already amount to around €11.7 billion or 0.12% of EU GDP. If e-commerce were to grow to 15% of the total retail sector and Single Market barriers were eliminated, it is estimated that total consumer welfare gains would be around €204 billion, which is equivalent to 1.7% of EU GDP[11]. The Communication "A coherent framework for building trust in the Digital Single Market for e-commerce and online services"[12] set out the goal of doubling the shares of the internet economy in European GDP and of online sales in European retail by 2015. These measures complement the Digital Agenda targets of 50% of the population buying online and 20% buying online cross-border by 2015.

An assessment of the integration of the internal market provided in this section of the Scoreboard is based primarily on data from surveys of consumers[13] and businesses (excluding micro enterprises)[14] and the data collected by Eurostat[15]. Further evidence comes from the recent market study on e-commerce in goods[16].

[11] Civic Consulting (2011). "Consumer market study on the functioning of e-commerce". The analysis is based on a price collection exercise which covered 17 EU countries and 15 product sub-categories. The methodological approach for the economic analysis is described in chapter 6 of the report.

[12] COM(2011) 942 final – http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0942:FIN:EN:PDF

[13] The latest Flash Eurobarometer 332 "Consumer attitudes towards cross-border trade and consumer protection" was conducted using telephone interviews (fixed-line and mobile phone), in September 2011, among EU respondents of at least 15 years old. As in the previous years, the sample size was around 1,000 respondents per country (around 500 interviews were conducted in CY, EE, IS, LU and MT) and the margins of error are the same. At a 95% confidence level, the margin of error ranges between +/− 1.4% and +/− 3.1% for sample sizes of 1,000 respondents.

[14] The latest Flash Eurobarometer 331 "Retailers' attitudes towards cross-border trade and consumer protection" was conducted using telephone interviews, in September–October 2011, among companies employing 10 or more persons operating in EU, Iceland and Norway. As per common statistical practice, for technical reasons, micro enterprises (with 1–9 employees) are not covered by the survey. The sample size of the survey was increased from 250 interviews in previous years to around 400 (240 in Cyprus, 214 in Luxembourg, 204 in Iceland and 175 in Malta), so 2011 results have smaller margins of error for most countries. At a 95% confidence level, the margin of error ranges between +/− 2.9% and +/− 4.9% for sample sizes of 400 respondents.

[15] Eurostat Community Survey on ICT usage in households and by individuals.

[16] Civic Consulting (2011). "Consumer market study on the functioning of e-commerce".

In addition, the complaints received by the European Consumer Centres network and the network of Consumer Protection Cooperation (CPC) provide additional insight into problem areas.

2.1. Cross-border business to consumer trade

The volume of cross-border retail within the EU can be taken as a measure of the progress of the EU's internal retail market. However, EU consumers still prefer to buy goods and services in their own country. Likewise, the majority of retailers sell only to domestic consumers.

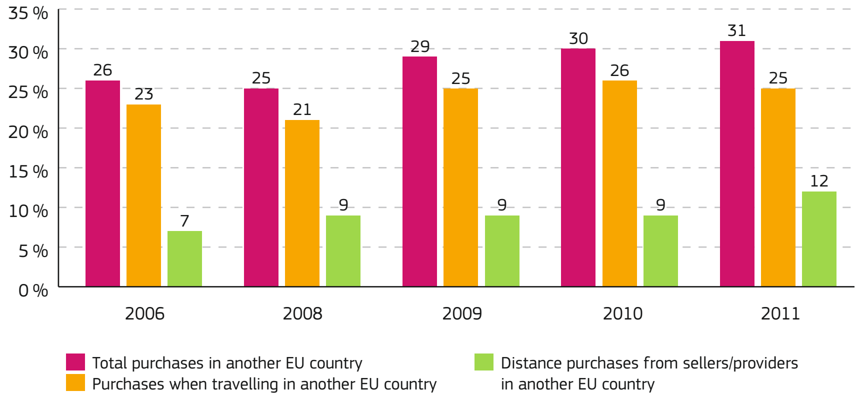
2.1.1. Levels of cross-border transactions reported by consumers and retailers

The past five years have seen a slow but steady increase in the level of cross-border shopping. In the last 12 months, almost a third of EU consumers (31%) made at least one purchase in another EU country (Figure 1). This represents an increase of 5 percentage points since 2006 and an increase of 1 point since 2010. More consumers make cross-border purchases face-to-face, i.e. when they are on holiday or on a shopping or business trip in another EU country (25%) than through distance sales channels, i.e. using Internet, phone or post (12%). However, the level of cross-border distance purchases has grown more quickly in recent years than the level of purchases made when travelling in other EU countries.

Figure 1: Cross-border purchases in the EU, 2006–2011 (% of consumers)

In the past 12 months, have you purchased any goods or services, via the Internet (website, email, etc.)/by phone/by post (catalogues, mail order, etc.), from a seller/provider located in another EU country?

In the past 12 months have you purchased any goods while on holiday, shopping or business trip in another EU country?[17]



Source: EB 332, EB 299, EB 298, EB 282 and EB 252

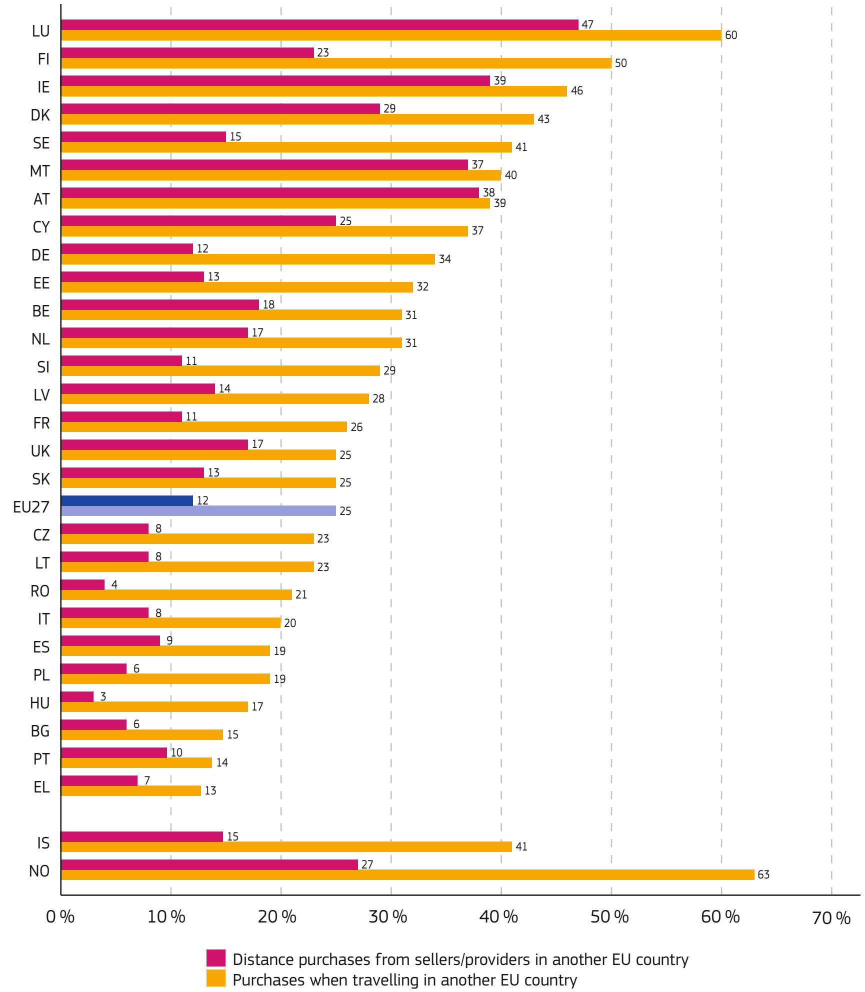
The extent of cross-border shopping when travelling in another country varies significantly across the EU as shown in Figure 2. This may be influenced by a number of geographical and institutional factors such as country size, disposable income, degree of openness, country positioning (i.e. central vs. peripheral), participation to the Schengen agreement etc. At least 60% of consumers in Luxembourg (60%) and Norway (63%) purchased goods while travelling abroad in the past 12 months, followed by respondents in Finland (50%) and Ireland (46%). By contrast, less than a fifth of respondents in Spain (19%), Poland (19%), Hungary (17%), Bulgaria (15%), Portugal (14%) and Greece (13%) have done the same. The differences between countries in the level of cross-border online purchases (which are the most common form of cross-border distance purchases) are discussed in the next chapter.

[17] This question was covered by two separate questions in 2006 and 2008: "In the last 12 months, have you made a trip to another European Union country, primarily for shopping (trips made for this purpose, for purchasing clothes, electronics, etc.)?" and "In the last 12 months, have you taken the opportunity to purchase goods or services, whilst on holiday or on a business trip in another European Union country (excluding purchases linked to the trip such as travel accommodation, leisure activities, meals)?"

Figure 2: Cross-border purchases in the EU, 2011 (% of consumers)

In the past 12 months, have you purchased any goods or services, via the Internet (website, email, etc.)/by phone/by post (catalogues, mail order, etc.), from a seller/provider located in another EU country?

In the past 12 months have you purchased any goods while on holiday, shopping or business trip in another EU country?



Source: EB332

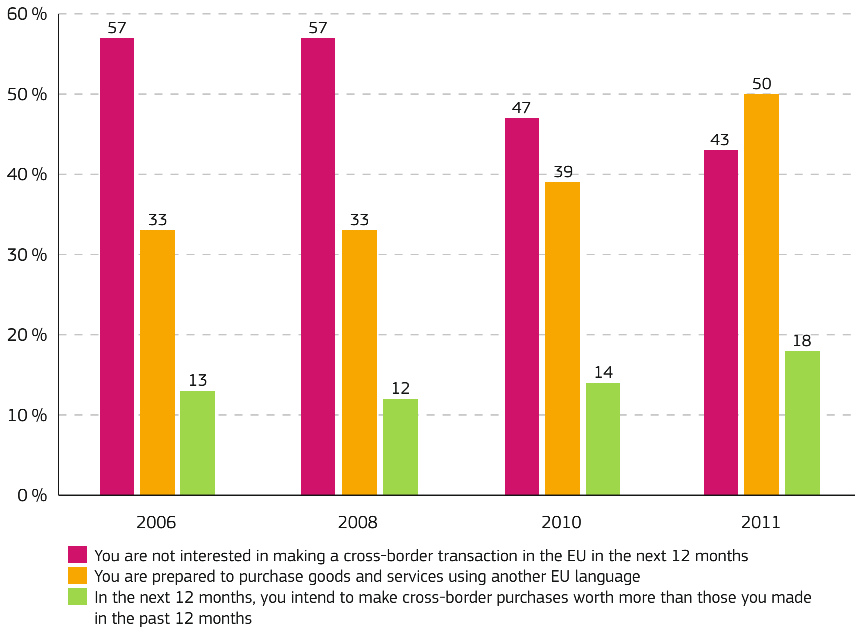
A significant proportion of consumers are still dissuaded from cross-border shopping due to various concerns. For instance, 4 out of 10 respondents (44 %) said that they were not interested in cross-border shopping due to uncertainty about consumer rights[18]. Measures addressing the main consumer concerns are likely to boost consumer confidence and encourage more consumers to shop cross-border.

Encouragingly, there appears to be a considerable potential for increasing the volume of cross-border shopping. In 2011, fewer EU consumers than in 2010 say that they are not interested in making cross-border purchases in the next 12 months (43 % vs. 47 %). Similarly, a higher percentage of consumers intend to spend more on cross-border purchases (18 % vs. 14 % in 2010). In addition, significantly more people are prepared to buy goods and services using another European language (50 % vs. 39 % in 2010). Respondents who have made at least one cross-border purchase are more positive in their attitudes to cross-border shopping. Seven out of ten respondents with prior experience of cross-border shopping are willing to use another language (73 %) and say they are interested in making cross-border purchases (68 %), compared to half of those who do not have such experience (49 % and 52 %, respectively). This suggests that the volume of cross-border shopping could increase if consumers are persuaded to try it at least once.

[18] Flash Eurobarometer 299a on Cross-border trade and consumer protection, 2011 (fieldwork done in September–October 2010).

Figure 3: Consumers' attitudes towards cross-border shopping, 2006–2011 (% of consumers)

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

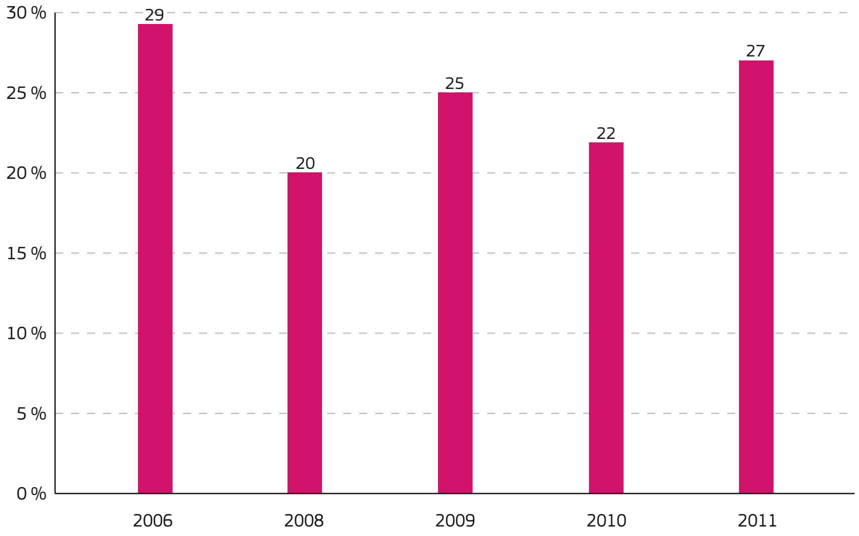


Source: EB 332

On the business side, 27 % of European retailers made cross-border distance sales to consumers in at least one other EU country in 2011. This is a significant growth (+ 5 percentage points) since 2010. However, the level of cross-border activities remains relatively unchanged compared to the results in 2006 and 2009, when 29 % and 25 % of retailers respectively reported that they had made cross-border sales in other countries (Figure 4). Almost half (47 %) of those who have cross-border activities sell to four or more EU countries, while the other half cover between one and three EU countries, in addition to the country in which they are located. Large companies (250 + employees) are more likely to make cross-border sales to consumers in four or more countries (55 % vs. 48 % for companies with 50–249 employees and 47 % for companies with 10–49 employees).

Figure 4: Cross-border distance sales, evolution 2006–2011 (% of retailers)

To how many EU countries do you currently make cross-border sales to final consumers? (a cross-border sale is a sale by phone, post or e-commerce or by a home visit to a final consumer (i.e. the general public) resident in a different EU Member State from that of the seller.)

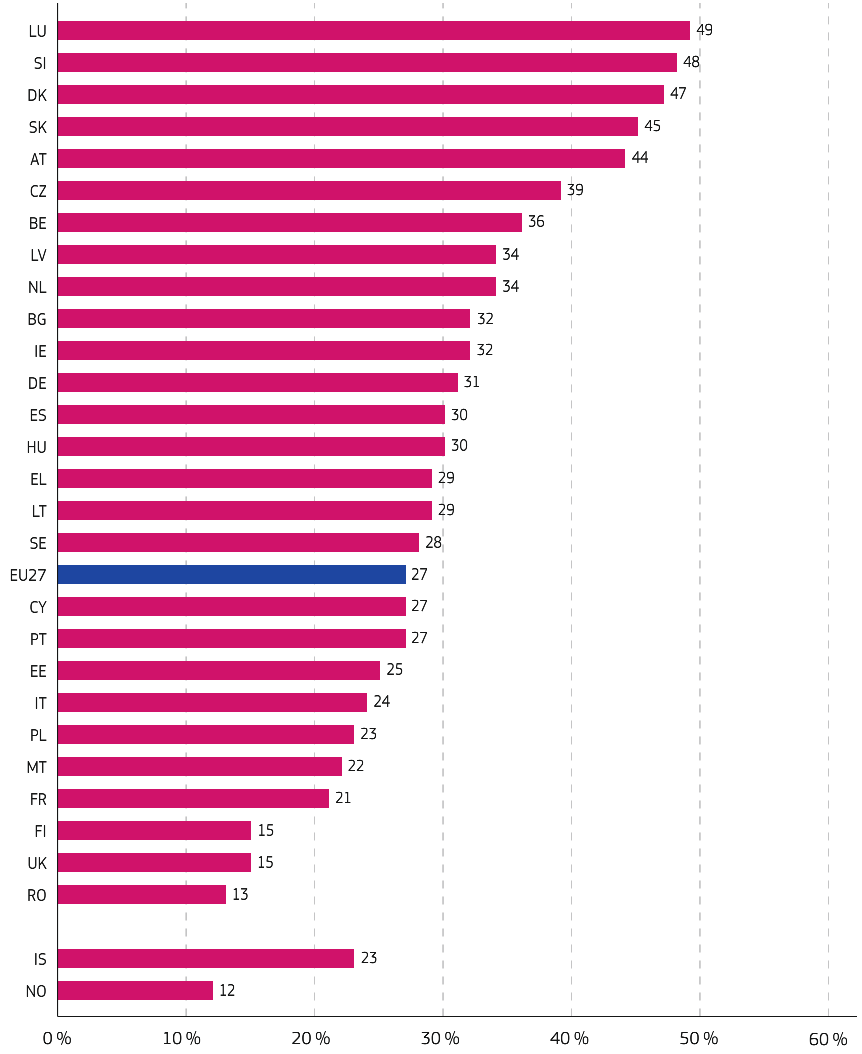


Source: EB 331, EB 299, EB 298, EB 282 and EB 252

As with cross-border purchases, the level of cross-border sales varies considerably across the EU (Figure 5). They are most common in Luxembourg (49%), Slovenia (48%), Denmark (47%), Slovakia (45%) and Austria (44%), where more than in four retailers sell to at least one other EU country. At the other end of the scale, less than a six of retailers in Norway (12%), Romania (13%), Finland (15%) and the UK (15%) make cross-border sales in another EU country.

Figure 5: Cross-border distance sales, 2011 (% of retailers)

To how many EU countries do you currently make cross-border sales to final consumers? (a cross-border sale is a sale by phone, post or e-commerce or by a home visit to a final consumer (i.e. the general public) resident in a different EU Member State from that of the seller.)



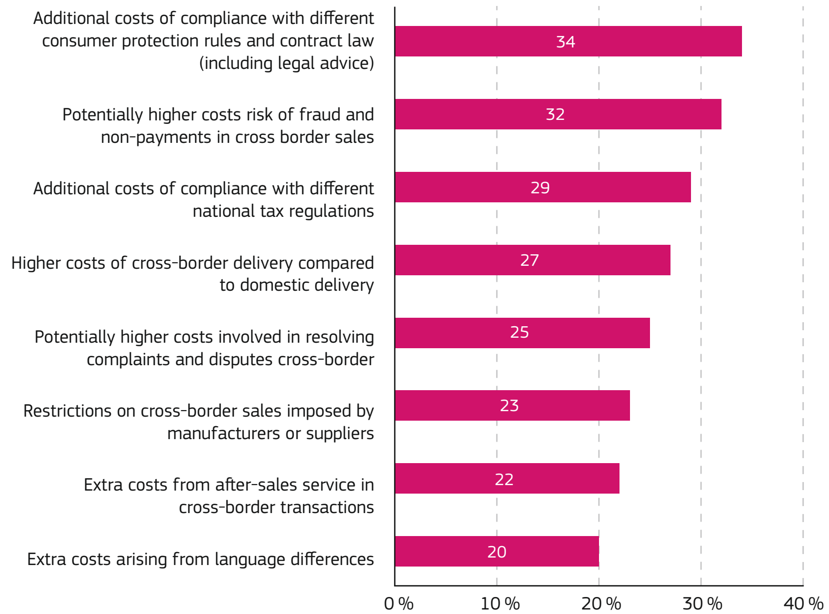
Source: EB 331

Encouragingly, two thirds of retailers (66 %) are willing to sell to final consumers in at least two languages. Compared to 2010, considerably fewer retailers are now limited to one language (–13 percentage points).

The key obstacles to cross-border sales for European retailers are the additional costs linked to compliance with different consumer protection rules and contractual terms (34 %), and potentially higher risks resulting from fraud and non-payment (32 %). These are followed by additional costs of compliance with different national tax regulations (29 %) and the costs of cross-border delivery (27 %). Focusing solely on those retailers who are selling in at least one other EU country, the ranking of the obstacles is broadly the same as for all retailers. It should also be noted that this question generated very high levels of 'don't know' answers (between 31 % and 36 %, depending on the statement). This may be due to two potential factors: either retailers do not consider questions on cross-border sales to be relevant to their activities or they do not feel that they are sufficiently informed about the topic to answer the question.

Figure 6: Major obstacles to cross-border trade, 2011 (% of retailers)

How important are the following obstacles to the development of your cross-border sales to other EU countries?



Source: EB 331

To facilitate redress and thereby boost confidence in the single market, the Commission proposed legislation on Alternative Dispute Resolution (ADR) and Online Dispute Resolution (ODR). The ADR-ODR legislative initiatives are included among the EU level priority proposals with substantial growth potential, which the EU institutions undertook to adopt in the course of 2012. These proposals aim to ensure that consumers can submit any contractual disputes to quality ADR entities, wherever they shop in the EU (i.e. whether in their home country or in another EU country), whatever they buy, and however they buy it (online or offline). To address the retailers' concerns about the multitude of contract laws, the Commission also proposed a regulation on a Common European Sales Law in October 2011[19]. When adopted by the Parliament and the Council, this law would facilitate trade by offering an optional single set of rules for cross-border contracts in all 27 EU countries.

2.2. E-commerce

2.2.1. Levels of online transactions reported by consumers and retailers

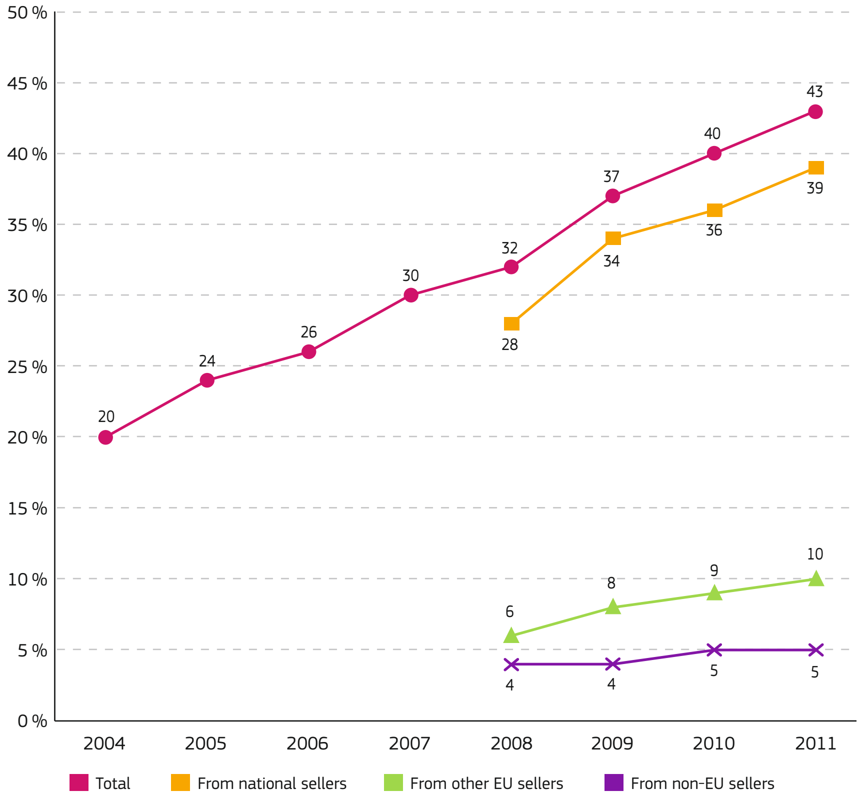
E-commerce is the most common form of distance shopping and has been growing steadily since it was first measured in 2004. More than four out of ten EU consumers (43 %) have purchased goods and services over the Internet in the past year. This represents an increase of 3 percentage points compared to 2010. Since 2004 the proportion of Internet shoppers has risen by 23 percentage points from 20 %. The use of other distance channels (19 % for telephone and 12 % for post) remains almost unchanged compared to last year and has tended to decline since 2006. The corresponding figures for retailers confirm that Internet is the most common distance sales channel.

Online shopping remains largely domestic. Consumers are significantly more likely to purchase online from national sellers/providers (39 %) than from sellers located in other EU countries (10 %). Last year saw an increase of 3 percentage points in the level of domestic e-commerce, while cross-border e-commerce grew by 1 percentage point (Figure 7).

19 COM(2011) 635 final, http://ec.europa.eu/justice/contract/files/common_sales_law/regulation_sales_law_en.pdf

Figure 7: Individuals who ordered goods or services, over the internet for private use, in the EU27 (as % of all individuals)

From whom did you buy or order goods or services for private purpose over the Internet in the last 12 months?

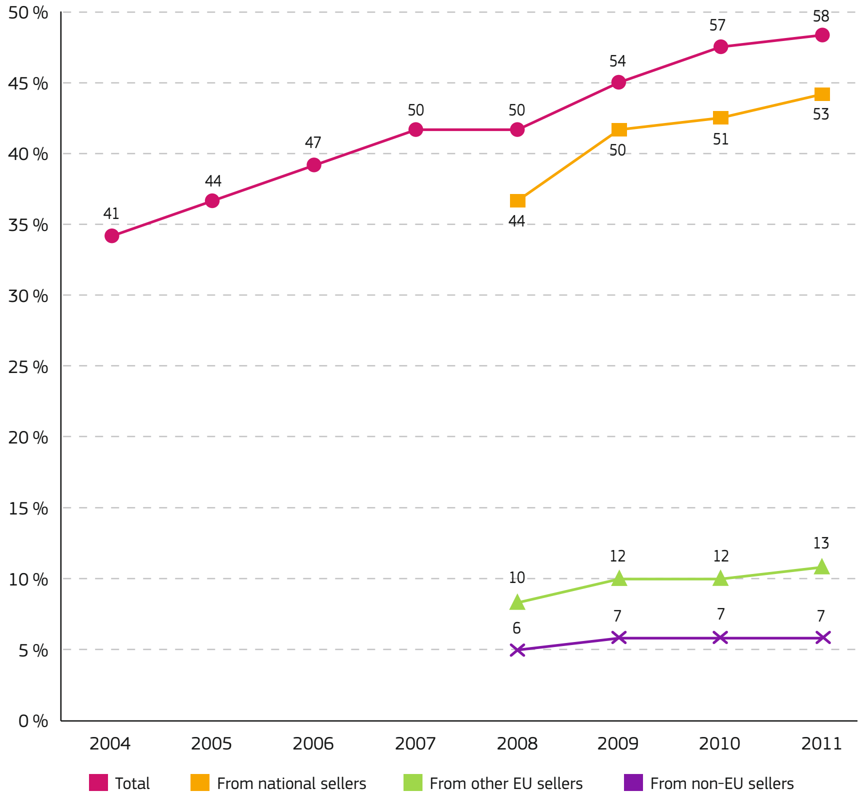


Source: Eurostat Community Survey on ICT usage in households and by individuals, 2011 (isoc_ec_ibuy)

Internet users are more likely to shop online. In 2011, 58 % of Internet users purchased goods or services online; 53 % did so from a national seller and 13 % from a seller in another EU country (Figure 8).

Figure 8: 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)

From whom did you buy or order goods or services for private purpose over the Internet in the last 12 months?

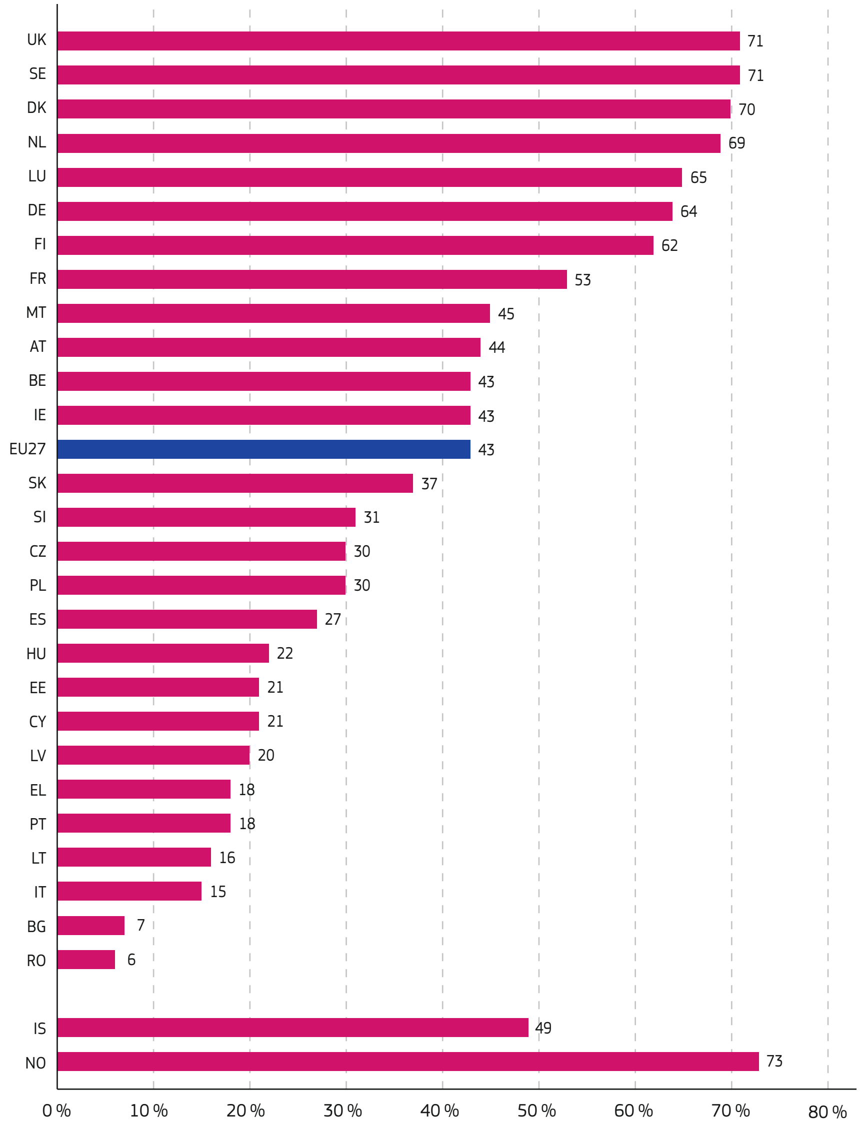


Source: Eurostat Community Survey on ICT usage in households and by individuals, 2011 (isoc_ec_ibuy)

The results at country level reveal that, for consumers and businesses alike, there are considerable variations in the levels of online transactions across the Member States (Figures 9 and 13). Consumers are most likely to buy online in the UK (71 %), Denmark (70 %), the Netherlands (69 %) and Luxembourg (65 %). Online shopping is much less common in most Eastern and Southern European countries. The lowest levels of online shopping are recorded in Romania (6 %), Bulgaria (7 %) and Italy (15 %).

Figure 9: Use of Internet – % of individuals who ordered goods or services, over the internet, for private use in the last 12 months (2011)

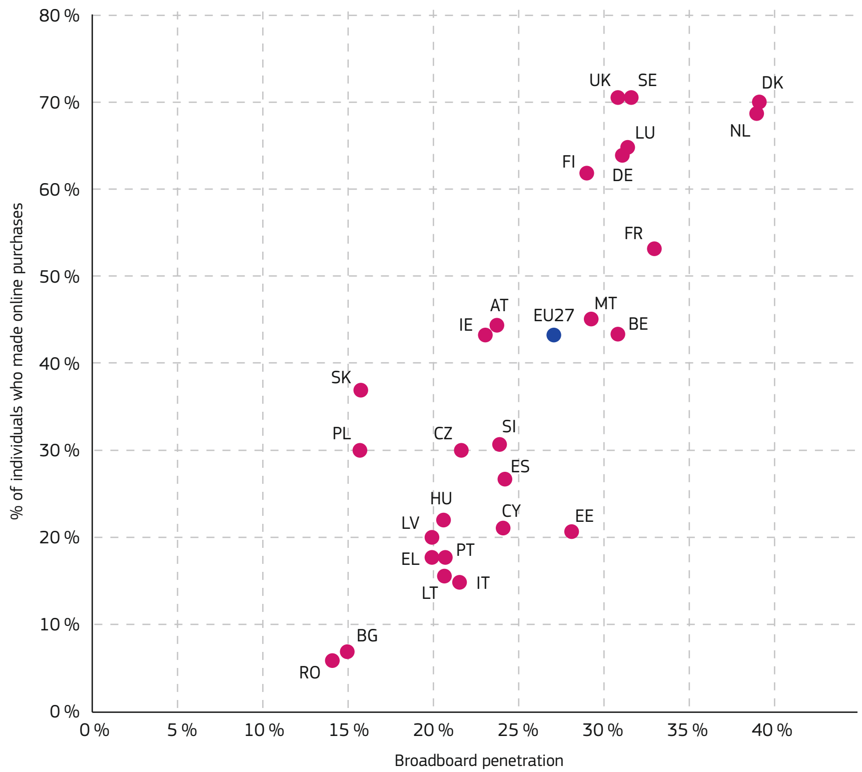
When did you last buy or order goods or services for private use over the internet?



Source: Eurostat Community Survey on ICT usage in households and by individuals, 2011 (isoc_ec_ibuy)

Not surprisingly, there is a strong positive correlation between the level of online shopping and background indicators such as broadband penetration and Internet skills[20] (the correlation coefficients are 0.85 and 0.9, respectively), i.e. countries with higher rates of Internet penetration and better Internet skills tend to have higher proportions of online shoppers.

Figure 10: Correlation between online sales and broadband penetration, 2011 (% of consumers)



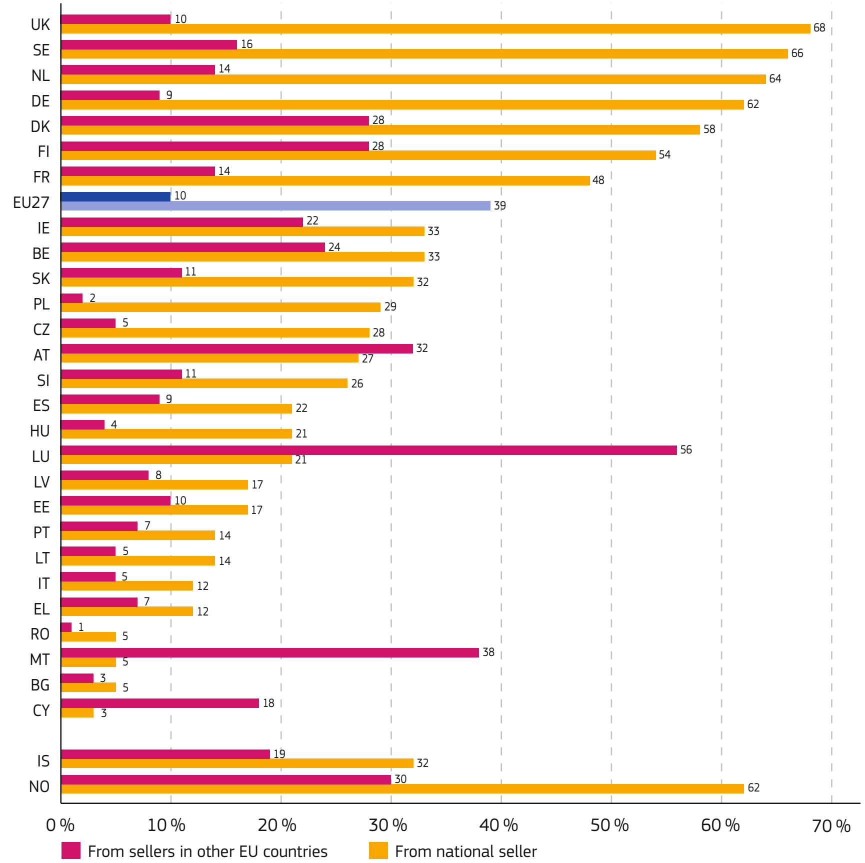
Sources: Eurostat Community Survey on ICT usage in households and by individuals, 2011 (isoc_ec_ibuy, isoc_si_broad)

20 Defined as the percentage of individuals who have done at least one of the following: used a search engine to find information; sent an email with attached files; posted messages to chat rooms, news-groups or an online discussion forum; used the Internet to make phone calls; used peer-to-peer file sharing for exchanging movies, music, etc.; created a Web page; uploaded text, games, images, films or music to websites (e.g. to websites for social networking); modified the security settings of Internet browsers.

Figure 11 compares domestic and cross-border online shopping at national level. In most countries, there is a strong preference for national sellers. The existence of large and mature e-commerce market at national level seems to increase consumers' propensity to buy nationally rather than cross-border. Cross-border online shopping tends to be higher in smaller markets in Western and Northern Europe and/or in countries with language and cultural links with larger markets. In eight of these countries, more than one-fifth of consumers already buy online from foreign sellers. The highest levels are found in Luxembourg (58 %), Malta (38 %) and Austria (32 %), where the volume of cross-border online purchases exceeds the volume of domestic transactions. In contrast, there are seven Member States (mostly in Eastern Europe) where only 5 % or fewer consumers have made online purchases from another EU country.

Figure 11: Domestic and cross-border internet purchases, 2011 (% of consumers)

From whom did you buy or order goods or services for private purpose over the Internet in the last 12 months?

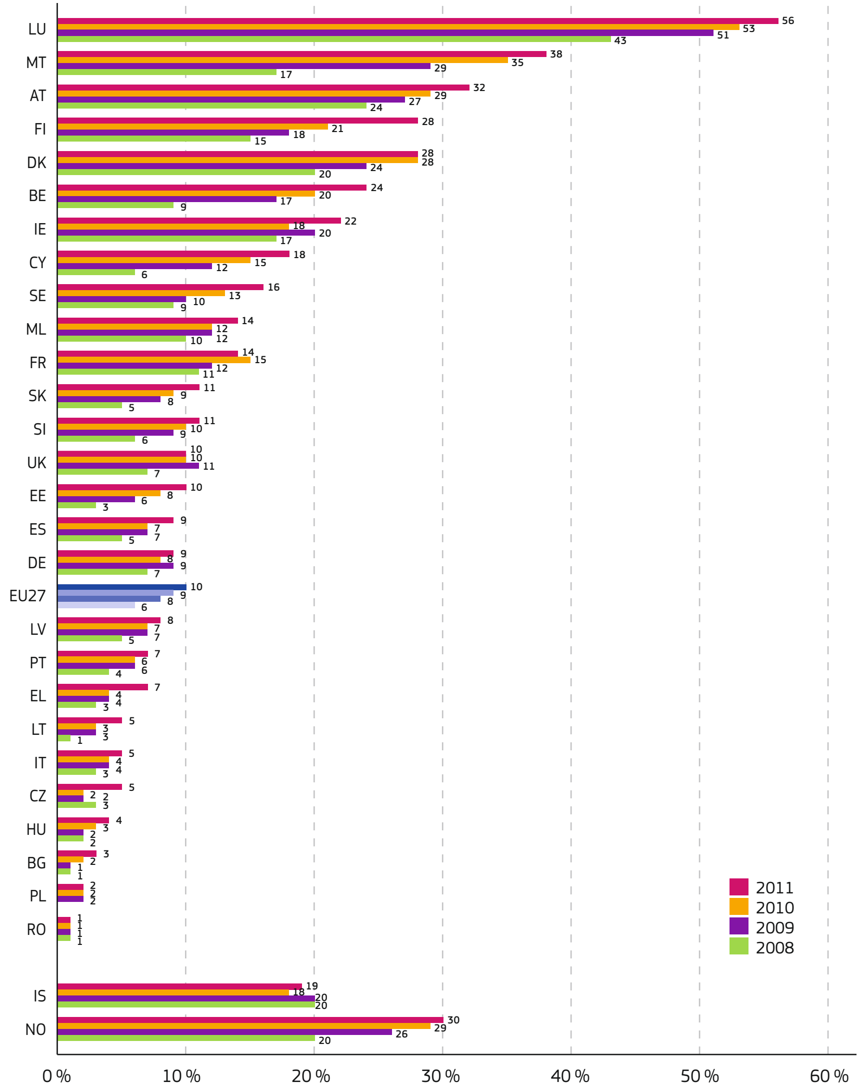


Source: Eurostat Community Survey on ICT usage in households and by individuals, 2011 (isoc_ec_ibuy)

While the overall picture of cross-border e-commerce remains relatively stable, cross-border online purchases have increased in a number of countries since 2010, including Finland (28 %, + 7 percentage points), Ireland (22 %, + 4), Luxembourg (56 %, + 3), Cyprus (18 %, + 3) and Austria (32 %, + 3). This confirms that, where consumers habitually buy from online sellers in other EU countries, the trend remains positive over the years.

Figure 12: Percentage of individuals who ordered goods or services over the internet from other EU countries, 2008–2011

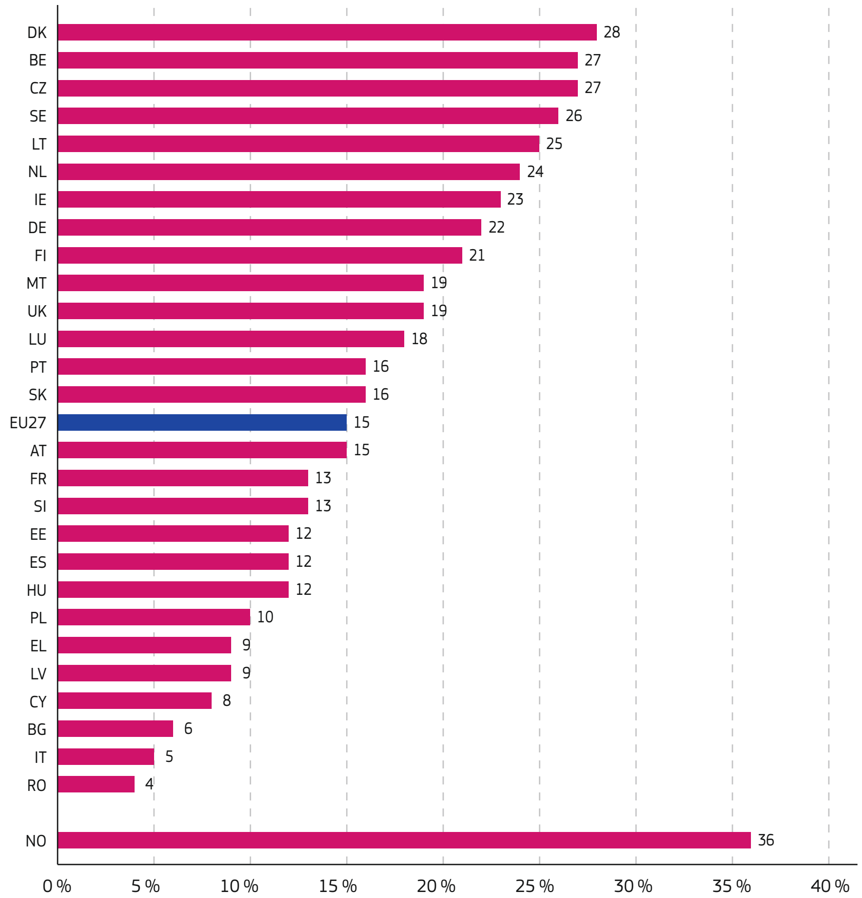
From whom did you buy or order goods or services for private purpose over the Internet in the last 12 months?



Source: Eurostat Community Survey on ICT usage in households by individuals, 2008–2011 (isoc_ec_ibuy)

Among businesses, Eurostat Community survey on ICT usage and e-commerce by enterprises found that only 15 % of enterprises with 10 or more employees in the EU27 have made online sales in 2010 (these figures cover all Internet sales, i.e. both business-to-consumer and business-to-businesses transactions). This ranged from 4 % in Romania and 5 % in Italy to 36 % in Norway), followed by Denmark (28 %), Belgium and the Czech Republic (both 27 %) (Figure 13). In total, e-commerce accounted for around 14 % of turnover among European enterprises. Both the number of enterprises which engaged in online sales and the turnover from e-commerce has increased by 2 percentage points since 2008.

Figure 13: Online sales, 2010 (% of enterprises)

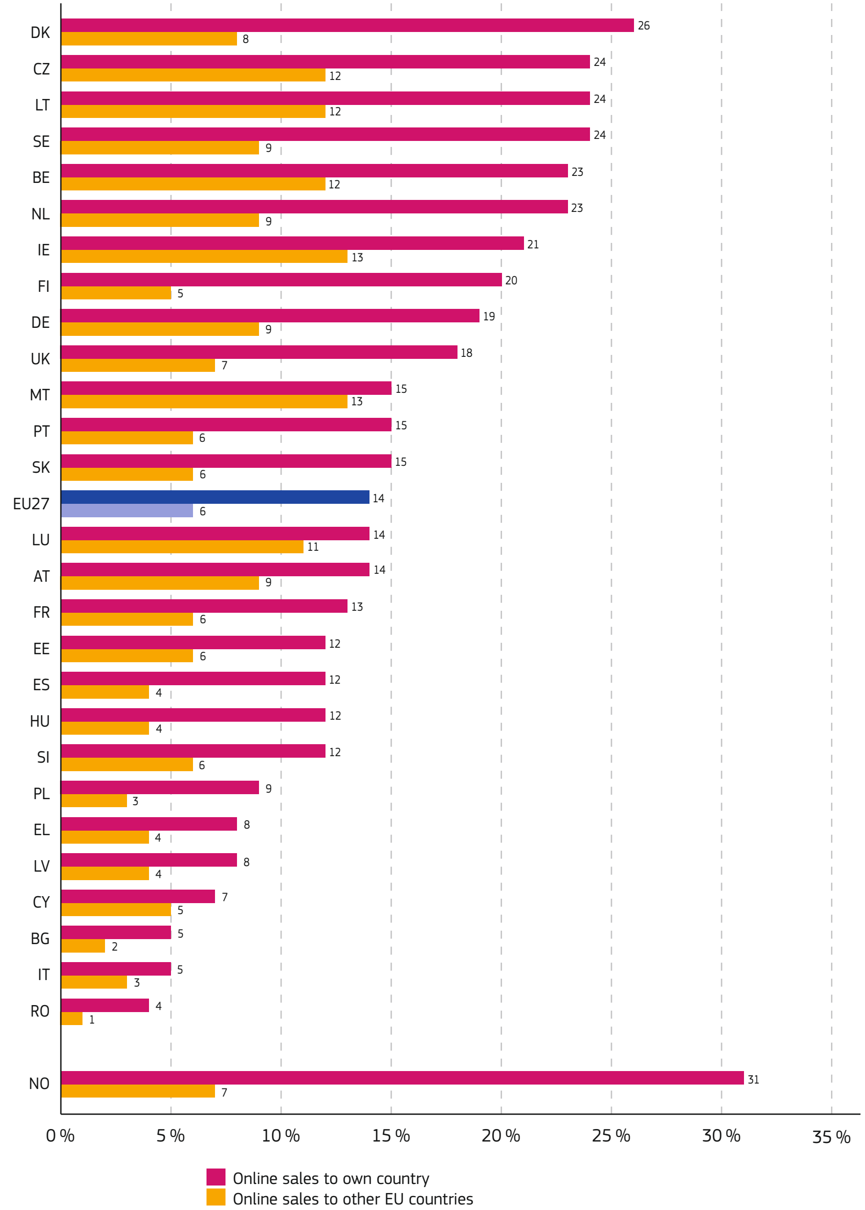


Source: Eurostat Community survey on ICT usage and e-commerce in enterprises (isoc_ec_eseln2)

There was a significant variation in the share of enterprises conducting online sales and their turnover from e-commerce according to enterprise size. During 2010, online sales were made by 37 % of large enterprises (250 + employees), 23 % of medium sized enterprises (50–249) and 13 % of small enterprises (10–49 employees). E-commerce accounted for 19 %, 10 % and 4 % of total turnover, respectively, in each size class.

As with online purchases, most of online sales were to domestic markets. While almost all enterprises making electronic sales (15 %) reported that they sold to markets in their own countries (14 %), only 6 % of enterprises made online sales to other EU countries. Cross-border sales were more common in smaller countries, such as Ireland, Malta (both 13 %), Belgium, Czech Republic, Lithuania (all 12 %) and Luxembourg (11 %) where more than one tenth of enterprises report to make online sales to other EU countries (Figure 14).

Figure 14: Domestic and cross-border online sales, 2010 (% of enterprises)



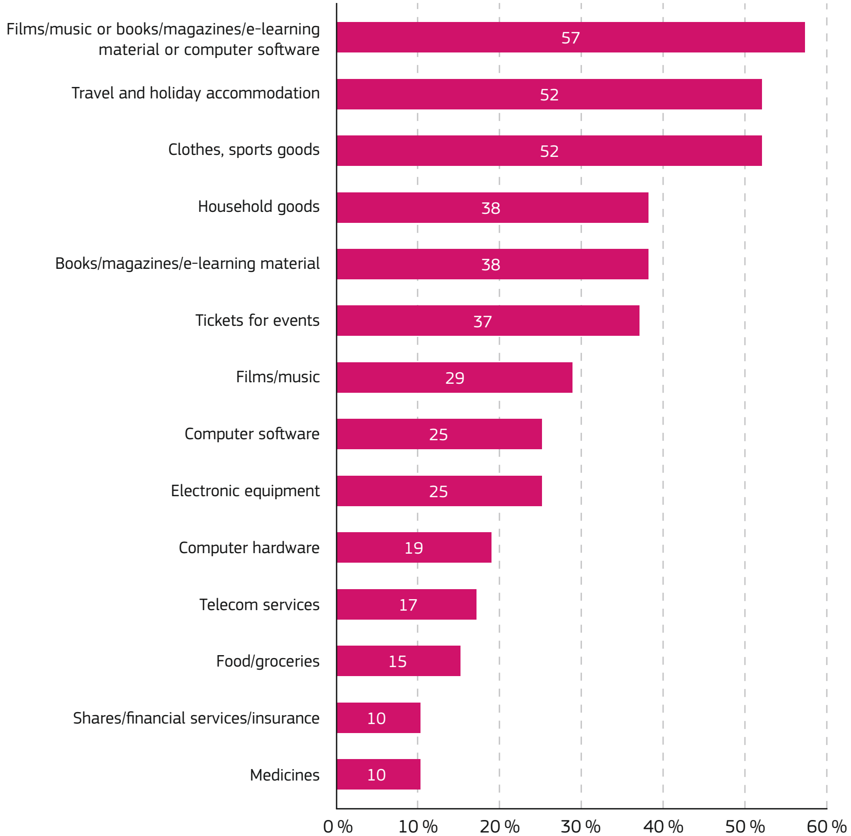
Source: Eurostat Community survey on ICT usage and e-commerce in enterprises (isoc_ec_eseln2)

2.2.2. Types of purchases and online research

According to Eurostat data covering both goods and services, the most frequent categories of online purchases are films/music/books/computer software (57 %), followed by travel and holiday accommodation (52 %), clothes and sports goods (52 %), household goods (38 %) and tickets for events (37 %).

Figure 15: Most frequent online purchases, 2011 (% of consumers who ordered goods or services, over the Internet for private use, in the last year)

What types of goods or services did you buy or order over the Internet for private use in the last 12 months?



Source: Eurostat Community Survey on ICT usage in households and by individuals, 2011 (isoc_ec_ibuy)

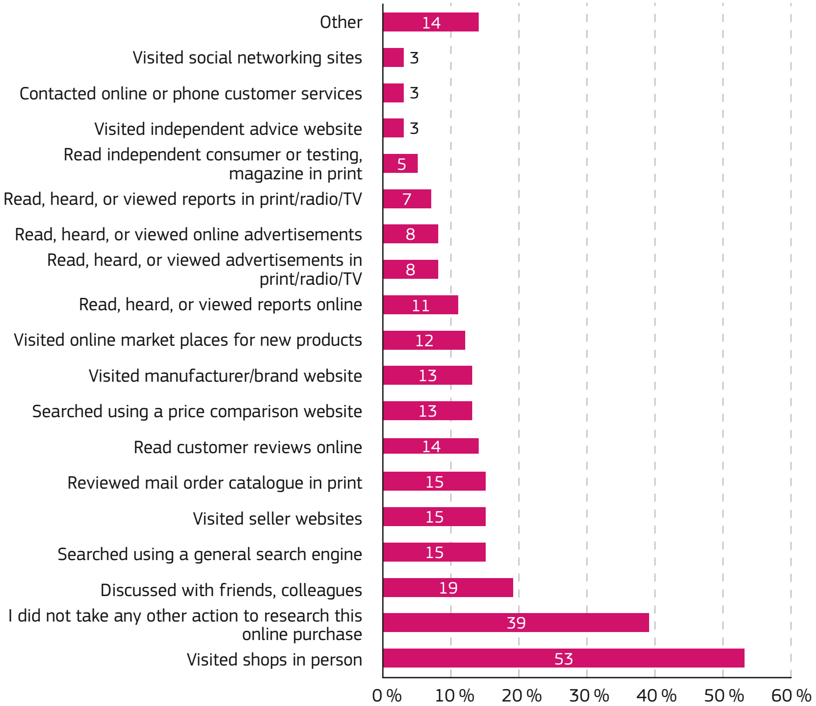
A market study on e-commerce in goods showed that, in 2010, the most popular goods purchased over the Internet by online shoppers were electronic equipment (18 %), clothes, shoes and jewellery (17 %) and books (10 %). To a lesser extent, consumers bought CDs and DVDs (7 %), electrical household appliance, computer software and cosmetics (all at 6 %)[21].

Consumer behaviour on the Internet is not limited to the purchasing of goods or services. Many consumers also use the Internet to search for information prior to their purchase, whether they then conclude the transactions online or in physical premises. The market study on e-commerce in goods found that eight out of ten online consumers use price comparison websites in their shopping decisions. At the same time, offline shoppers are using online tools to inform their purchase decisions. For their last purchase, nearly one in two offline shoppers (49 %) used at least one online research method. The most commonly used online research methods by offline shoppers include: visits to sellers' websites (15 %), search engines (15 %), online consumer reviews (14 %), price comparison websites (13 %) and visits to manufacturers'/brand websites (13 %).

[21] Civic Consulting (2011) "Consumer market study on the functioning of e-commerce". The study is based on data collected between December 2010 and February 2011, comprising a survey among 29,010 consumers with Internet access at home (conducted online in 25 EU Member States and by phone in Malta and Cyprus), a price collection survey in 17 EU Member States and a mystery shopping exercise covering approximately 1,500 detailed website checks in all 27 EU Member States.

Figure 16: Research methods used before purchasing offline a product, 2011 (% of online consumers)

Which of the following did you do to research this purchase in a shop? What did you do first? You will be given the option of identifying three actions.



Source: Civic Consulting (2011). "Consumer market study on the functioning of e-commerce".

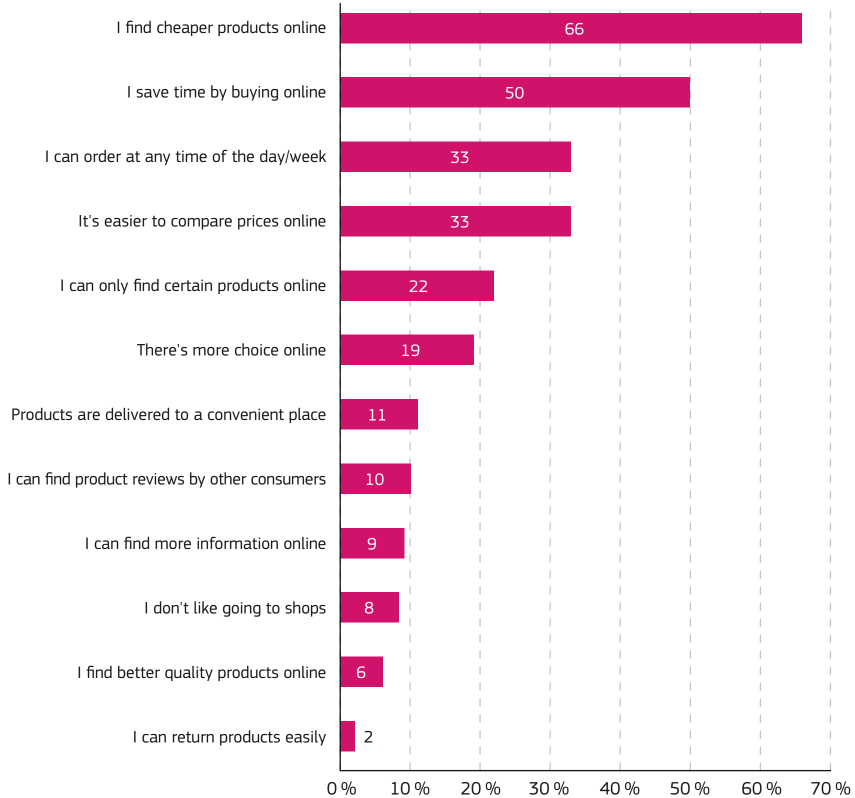
Therefore, it is disappointing that many of these intermediaries are not performing very well in terms of the information they provide to consumers. The market study found that, in 60 % of the price comparison websites tested, it was not clear whether retailers had to pay to have their products listed, and only 19 % of price comparison websites displayed the correct final price including VAT, other taxes and delivery costs. The provision of information on added costs was fairly poor. Only 19 % of price comparison websites showed prices including VAT and other taxes, and delivery charges. Another worrying finding was that, in more than half of trials, the cheapest price was not the first price displayed. To address this, the Commission services will work with business to develop codes of conduct, best practices and/or guidelines for price, products quality and sustainability comparison.

2.2.3. Consumer benefits from e-commerce

For frequent online shoppers[22], the main reasons to buy over the Internet are lower price (66 %), followed by time savings (50 %), ease of comparing prices (33 %) and the possibility to order products at any time of the day or week (33 %). According to consumers' own perceptions, buying online brings considerable savings in terms of saving time, money and choice.

Figure 17: Reasons why online shoppers buy on the internet, 2011 (% of frequent online shoppers)

What are your three most important reasons for buying products online?



Source: Civic Consulting (2011). "Consumer market study on the functioning of e-commerce".

[22] Frequent shoppers were defined as respondents who bought products online at least once a month.

The market study on e-commerce in goods found that e-commerce can bring about considerable welfare improvements to consumers in terms of both price and choice. There are savings to be made in 13 out of 15 product categories for which prices were collected, if products in a particular country were bought from online shops rather than from offline shops. The advantages of e-commerce are found not only in price, but also in terms of choice. In a typical "shopping trip"[23], consumers have at least double the choice when shopping domestically online rather than offline. If they shop online across the EU, they have up to 16 times more products to choose from[24].

The gains in current consumer welfare from e-commerce in goods[25] alone in terms of lower online prices and wider choice are estimated to be around €11.7 billion, which is equivalent to 0.12% of EU GDP. If e-commerce were to grow to 15% of the total retail sector, and Single Market barriers were eliminated, total consumer welfare gains are estimated to be around €204 billion, which is equivalent to 1.7% of EU GDP. This is four times higher compared to a situation where, with a similar share of Internet retailing, market fragmentation along national borders continued to exist. Two-thirds of consumer welfare gains are due to increased online choice, which is considerably greater across borders[26].

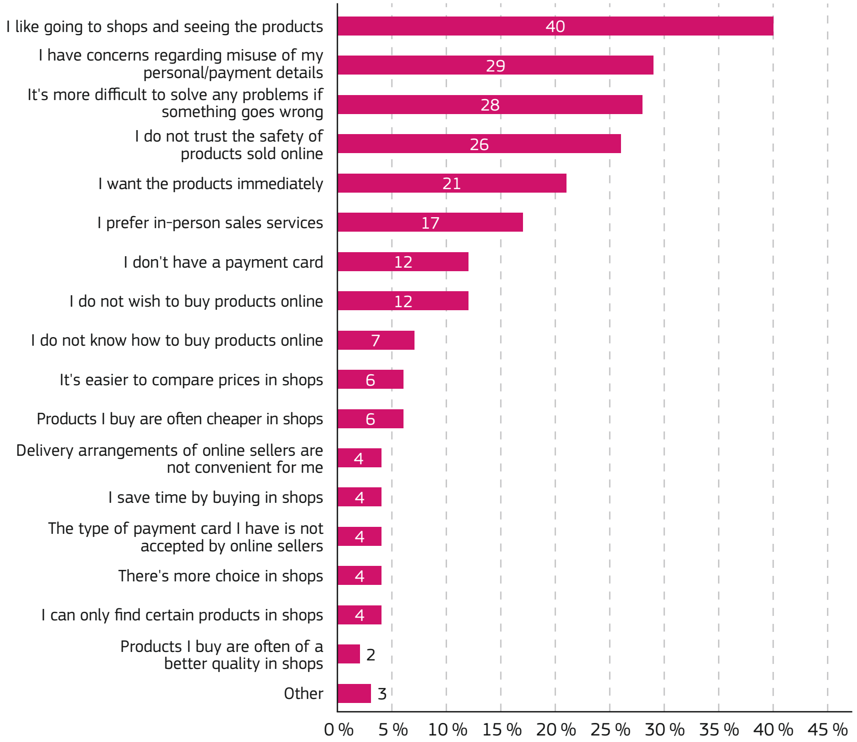
2.2.4. Consumer concerns and actual problems

The data on the levels of online transactions show that the benefits of e-commerce are still largely untapped, especially in cross-border transactions. Although consumer perceptions and concerns appear to be a major obstacle, there are also substantial barriers on the supply side.

In the market study on e-commerce in goods[27], consumers who do not shop online were asked to name their three most important reasons for not doing so. The majority said they prefer to go to shops and see the goods (40%). This was followed by concerns about other issues: payments and personal details (29%), difficulty of solving problems if something goes wrong (28%), safety of goods sold online (26%), a desire to have the products immediately (21%), a preference for service from a sales person (17%), lack of a payment card (12%), and a variety of other reasons related to information, choice and delivery concerns. (Figure 18).

Figure 18: Most important reasons for not buying products online, 2011 (% of online consumers who did not make any online purchases in the past year)

What are your three most important reasons for not buying products online?



Source: Civic Consulting (2011). "Consumer market study on the functioning of e-commerce".

When consumers who did not shop cross-border were asked about their reasons for not buying cross-border, these turned out to be fairly similar to the reasons given for not buying online at all. Most consumers said that there is enough choice in their country (42%). This drew a strong response in the two biggest e-commerce markets, Germany and the UK, as well as in the Netherlands, Denmark, Poland and France.

23 E.g. A shopping trip involving visits to five online and five offline shops and searching for similar goods.

24 This estimation does not cover the whole retail market. In the whole retail market there is more choice offline, since there are far more businesses selling offline than online. However, a consumer is not likely to visit or have information from all online and offline shops before making a purchase. A consumer is more likely to make a limited number of visits to online and offline shop.

25 This excludes services, such as buying flights, hotel accommodation, etc., which are a considerable part of ecommerce.

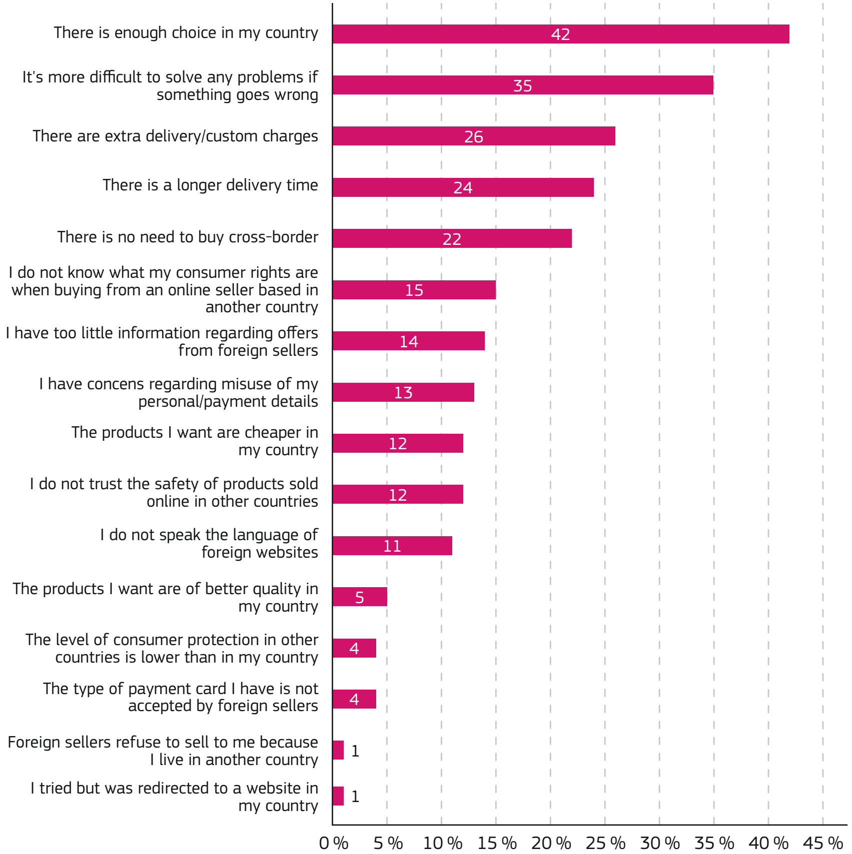
26 Civic Consulting (2011) "Consumer market study on the functioning of e-commerce".

27 Civic Consulting (2011) "Consumer market study on the functioning of e-commerce".

35% of respondents said that it is difficult to resolve any problems if something goes wrong, 26% said it is due to extra delivery/custom charges, 24% because of a longer delivery time, 22% said they have no need to do so, while 15% said they did not know what their consumer rights are when buying online cross-border, and 14% said they had too little information concerning offers from foreign sellers (Figure 19).

Figure 19: Reasons for not buying products from an online seller based in another country (three answers possible), 2011 (% of online consumers who did not make any online purchases in the past year)

Why didn't you buy from an online seller based in another country? (Choose the three most important reasons)



Source: Civic Consulting (2011). "Consumer market study on the functioning of e-commerce".

According to the Eurobarometer survey, over half of EU consumers (52%) are more confident purchasing online in their own country than cross-border. The preference for domestic purchases is now slightly stronger than in 2010 (+4 percentage points) and considerably stronger than in 2008 (+15 points). The percentage of consumers who are equally confident when making online purchases domestically and cross-border (34%) has remained constant since 2008. However, the levels of confidence are higher among those who tried cross-border e-commerce. 58% of consumers who have made at least one cross-border purchase in the EU are equally confident in local and foreign sellers, which is almost double that among consumers with no prior cross-border shopping experience (30%). This suggests that the actual experience of buying cross-border plays an important role in eliminating consumers' distrust towards foreign sellers.

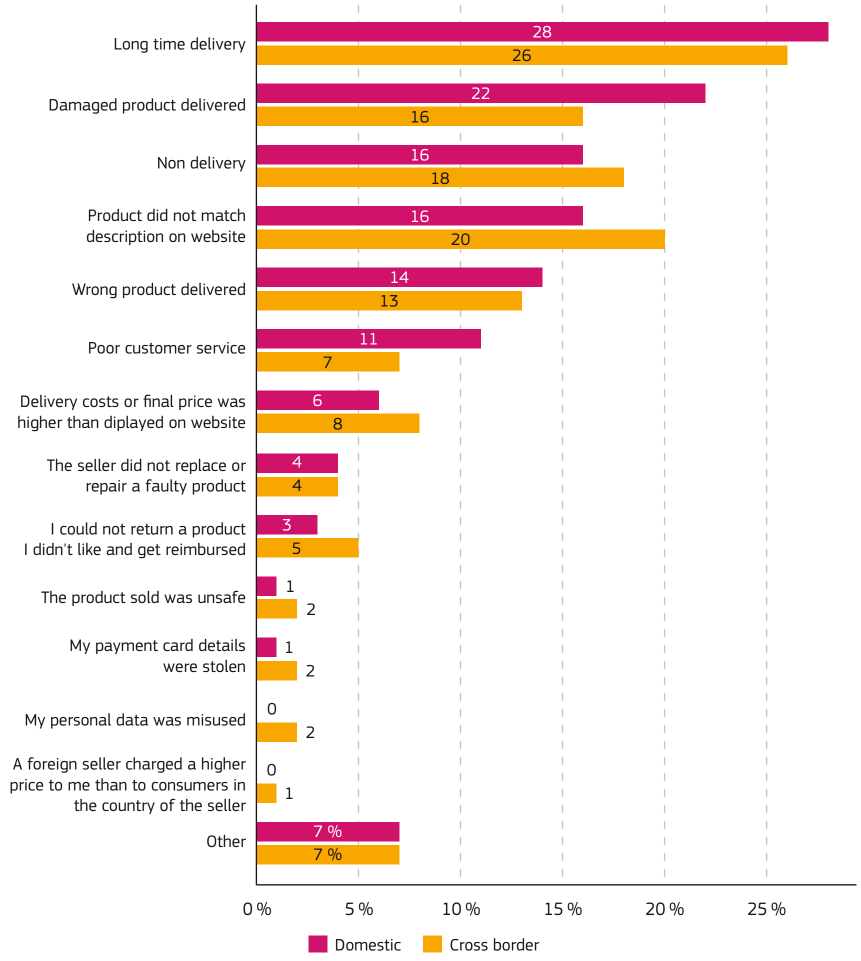
The market study on e-commerce in goods found that there are no major differences in the incidence of problems when purchasing goods online (24%) and offline (20%). By far the majority of problems buying goods online involved delivery: long delivery times (28% of all problems encountered), damaged product delivered (20%), non-delivery (17%), wrong product delivered (14%), delivery costs or final price was higher than displayed on the website (7%). The second group of problems concerned issues related to obtaining redress: customer service was poor (10%), seller did not replace or repair a faulty product (4%), purchaser was unable to return a product within the cooling off period and get reimbursed (4%). Other problems were: product did not match description on website (17%), unsafe products, personal data was misused and payment card details were stolen (the latter reported by 1% of those who encountered a problem online). A comparison of the reasons that deterred consumers from buying online and the actual problems encountered by online consumers, reveals that some of these concerns are not substantiated. For example, contrary to consumers' fears, the evidence shows that the incidence of problems concerning payments and abuse of personal data, as well as the percentage of unsafe products sold online, is very low. The concerns that seem to be borne out by actual problems seem to be those that are related to delivery, non-conformity of products delivered and redress.

Cross-border e-commerce does not appear to cause more problems than domestic e-commerce, since 13% of online shoppers have experienced a problem when buying goods cross-border compared to 14% for domestic purchases. The incidence of most types of problems is fairly similar for both types of purchases (Figure 20).

Figure 20: Problems encountered buying online domestically and cross-border, 2011 (% of online consumers who encountered a problem shopping online domestically and cross-border)

If you experienced a problem with an online purchase in the last 12 months, the most recent problem was with a product bought online in your country/with a product bought online in another country?

What was this problem?



Source: Civic Consulting (2011). "Consumer market study on the functioning of e-commerce".

The latest Eurobarometer survey comparing the shopping experience of domestic and cross-border distance shoppers confirms that cross-border transactions are at least as reliable as domestic transactions. Only 13 % of consumers who have purchased a product or service cross-border over the Internet, by phone or by post in the past 12 months report that they have experienced a delay in the delivery of the product compared to 20 % for domestic purchases (16 % vs. 18 % in 2010). The product was not delivered in 4 % of cross-border cases compared to 5 % of domestic purchases (6 % in 2010).

The overall reliability of cross-border e-commerce was also confirmed by the recent mystery shopping study carried out by the European Consumer Centres Network (ECC-Net)[28]. The study reveals that consumer conditions have improved since 2003 (when ECC-Net last conducted a similar exercise), but it also identifies some obstacles that need to be dealt with. The delivery rate of products ordered abroad was 94 % (up from 66 % in 2003) and only 1 % of the products was found to be faulty. However, shoppers experienced more problems when returning the goods (as part of the EU-wide cancellation rights), for example in getting the full costs reimbursed. In addition, many traders did not provide all the information required by EU legislation (e.g. about the legal warranty).

One of the major barriers which hinders the development of e-commerce from a consumer point of view is the lack of businesses who sell to consumers from other countries. The ECC-Net study found that 60 % of websites initially selected for the check as suitable for online shoppers from other EU countries actually had problems (e.g. with delivery, payment and language options) which made them unsuitable for cross-border purchases. The exercise confirms the findings of an earlier mystery shopping study which found that 61 % of online orders in another EU country failed because the trader refused to serve the consumer's country or did not offer cross-border payment[29]. Also, the latest Eurobarometer found that, among consumers with cross-border distance shopping experience, one fifth (18 %) were unable to buy a good or service from another EU country as the seller did not sell or deliver the product in their country.

[28] European Consumer Centres Network (ECC-Net). "Online Cross-border Mystery Shopping – State of the e-Union" on 4 October 2011. Mystery shoppers in 17 European Consumer Centres (Austria, Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Finland, Hungary, Ireland, Italy, Lithuania, Norway, Portugal, Slovakia, Slovenia, Sweden, United Kingdom) made a total of 305 online purchases from foreign EU-based traders in 28 countries. The products were then returned in line with 'cooling-off' rules.

[29] 'Mystery shopping evaluation of cross-border e-commerce in the EU', YouGovPsychonomics, data collected on behalf of the European Commission, 2009.

In addition, consumers have very little information about cross-border offers, since most information intermediaries do not list products sold in other countries. The market study on e-commerce in goods has shown that by far the majority of price comparison websites are available only in one language (86 %) and do not include an option to choose offers from other countries (83 %).

2.2.5. The way forward

The January 2012 Communication on e-commerce[30] sets out an action plan aimed at doubling the share of e-commerce in retail sales (currently 3.4 %) and that of the Internet sector in European GDP (currently less than 3 %) by 2015. The planned actions include initiatives on better enforcement of consumer protection legislation and improved transparency of offers for consumers., The Commission has also proposed legislation on an EU-wide online redress tool to improve the effectiveness of solving disputes arising from cross-border e-commerce[31]. The whole procedure will be handled online, consumers will be able to submit their complaint in their own language and this will be free of charge or at low cost. In addition, the adoption of the Consumer Rights Directive[32] in October 2011 strengthens the rights of consumers when they shop online, e.g. by eliminating hidden charges and costs on the Internet, increasing price transparency and extending the period during which consumers can withdraw from a sales contract. The Directive must be transposed into national law by 13 December 2013.

Box 1: Action plan to boost e-commerce in Europe

a) Better online access to different kinds of goods and services for consumers across the EU

The Commission will:

- extend the Internal Market Information System (IMI) and the Consumer Protection Cooperation network (CPC); in order to ensure the correct application of the E-commerce Directive and of the Directives protecting consumers online;
- quickly implement the European strategy for intellectual property rights, in particular by presenting a legislative initiative on private copying (2013) and a review of the Directive on copyright in the information society (2012);
- report on the outcome of the consultation on the online distribution of audiovisual works (mid-2012); and
- ensure that the new rules on selective distribution are rigorously applied.

b) Easier ways to buy and pay for products online

The Commission will take a number of initiatives to further develop the market for payments by card, Internet or mobile phones, on the basis of the responses to a Green Paper adopted today. The Green Paper looks at (i) the barriers to entry and competitive environment in these markets, (ii) what needs to be done to ensure that these payment services are transparent for both consumers and sellers, (iii) how to improve and accelerate the standardisation and interoperability of payments by card, Internet or mobile phone (iv) how to increase the level of payment security and data protection. The Commission will present conclusions by mid-2012.

c) More efficient and affordable delivery of products across Europe

In 2012 the Commission will launch a consultation on parcel delivery, with a particular focus on cross-border deliveries. This will draw on the results of the study on the costs of cross-border postal services, in order to try to identify possible solutions to delivery problems encountered by businesses and consumers. The Commission will present the conclusions of this exercise and the next steps by the end of 2012.

d) More transparency on companies and prices on the Internet and better consumer protection

The Commission will:

- improve training for online traders in their obligations and the opportunities offered by the Digital Single Market, in particular through the Enterprise Europe Network. The Network of European Consumer Centres can provide input on consumer issues;

30 COM(2011) 942 – http://ec.europa.eu/internal_market/e-commerce/docs/communication2012/COM2011_942_en.pdf

31 COM(2012)794

32 Directive 2011/83/EU – http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:304:0064:0088:EN:PDF

- encourage the development of transparent cross-border, price and quality comparison sites through dialogue with information intermediaries;
- boost the capacity of the Consumer Protection Cooperation (CPC) Network which consists of national authorities enforcing consumer legislation equipping it with instruments able to ensure the implementation of relevant legislation at European level;
- adopt a "European Consumer Agenda" in 2012 including digital issues, which proposes actions to guarantee an appropriate level of information and customer care online;
- present a European action plan for online gambling which will focus on administrative cooperation, consumer protection and the development of a legal market (2012); and
- ensure the adequate protection of patients purchasing medicines online through the application of the directive on falsified medicines; this will include contributing to the creation of "trust marks" to allow the identification of legal distance-selling websites, monitoring the development of falsified medicines and examining the potential specific risks linked to the online sale of medicines.

e) Better protection against abuses on the Internet

The Commission will:

- adopt an initiative on notice and action procedures in 2012 (see question 8); and
- propose an overall strategy for Internet Security in Europe in 2012 and implement its Communication of 28.3.2012 on the establishment of a European Cybercrime Centre at Europol by 2013.

f) A better offer of high-speed Internet and better communication infrastructure for more EU consumers

The Commission will:

- adopt a recommendation on access-pricing schemes in the wholesale market in order to stimulate investment in fibre deployment (2012), prepare the projects which will benefit from the Connecting Europe Facility (2012–13) and adopt a recommendation on the 2009 guidelines on State aid for high-speed networks (2012) (see also question 16);
- take the necessary measures to implement the radio spectrum policy programme (2012); and
- adopt an overall strategy on cloud computing (2012).

Source: E-commerce Communication, adopted on 12 January 2012

2.3. Complaints, redress and enforcement cross-border

The successful integration of the retail side of internal market depends also on the effective cross-border operation of information, complaint, enforcement and redress systems. The aim of the European Consumer Centres (ECC) Network is to provide consumers with a wide range of services, from providing information on their rights when shopping across borders to giving advice and assistance with their complaints and the resolution of disputes[33]. Through the Consumer Protection Cooperation (CPC) Network, national authorities responsible for the enforcement of consumer protection laws across the European Union, Iceland and Norway assist each other in exchanging information and investigating possible breaches of consumer law to protect the collective interest of consumers.

Figure 21 gives an overview of the level of activities of both networks. While more people state that they know where to get information and advice when shopping cross-border (39 % vs. 32 % in 2010), the number of contacts with the ECC network has actually remained relatively stable. As far as the CPC is concerned, the number of information requests has not changed compared to last year, but there has been an increase in the number of enforcement requests. More requests were dealt with, especially in Sweden, France and Spain. On the other hand, the Network received significantly fewer alerts in 2011 (27 vs. 134 in 2010).

[33] More information on the services provided by the ECC-Net can be found at: http://ec.europa.eu/consumers/ecc/index_en.htm

Figure 21: Cross-border complaints and information requests to ECC and CPC

	2007	2008	2009	2010	2011	% Diff 2011–2010
ECC						
Information requests[34]	22,288	28,933	26,173	23,987	28,108	4%
Simple complaints[35]	19,838	18,431	18,707	17,310	17,750	-9%
Normal complaints[36] and disputes[37]	5,009	8,032	10,531	11,821	12,338	-1%
CPC						
Information requests[38]	161	121	133	88	93	-5%
Enforcement requests[39]	93	170	159	37	112	165%
Alerts[40]	71	100	43	134	27	-78%

Source: ECC-network & Consumer Protection Cooperation System

Analysis by sector and sales method

In 2011, transport services, recreational and cultural services, restaurants and hotel accommodation were the sectors about which consumers complain the most to the ECC network. These three sectors alone account for almost two thirds of all complaints (Figure 22). Similar patterns were observed in previous years (2010, 2009 and 2008).

Figure 22: Cross-border cases sent to CPC and ECC – by market, 2011 (column percentages in brackets)

	CPC			ECC		TOTAL
	Information	Enforcement	Alerts	Normal complaints and disputes	Simple complaints	
Clothing and footwear	0	3	0	515 (4%)	718 (4%)	1,233 (4%)
Education	0	0	0	42	992 (6%)	1,034 (3%)
Communication	4 (4%)	12 (11%)	1 (4%)	552 (4%)	48	600 (2%)
Alcoholic beverages and tobacco	0	3	0	32	51	83
Food and non-alcoholic beverages	1 (1%)	1 (1%)	0	36	124 (1%)	160 (1%)
Furnishing, household equipment and routine maintenance	5 (5%)	5 (4%)	0	922 (7%)	1,330 (7%)	2,252 (7%)
Health	10 (11%)	11 (10%)	2 (7%)	125 (1%)	395 (2%)	520 (2%)
Housing, water, electricity, gas and other fuels	0	0	1 (4%)	215 (2%)	300 (2%)	515 (2%)
Miscellaneous goods and services	44 (47%)	40 (36%)	7 (26%)	1,307 (11%)	2,081 (12%)	3,388 (11%)
Outside COICOP classification	14 (15%)	12 (11%)	8 (30%)	339 (3%)	726 (4%)	1,065 (4%)
Recreation and culture	9 (10%)	4 (4%)	5 (19%)	2,569 (21%)	3,538 (20%)	6,107 (20%)
Restaurants and hotels	0	6 (5%)	3 (11%)	1,246 (10%)	2,281 (13%)	3,527 (12%)
Transport	6 (6%)	15 (13%)		4,438 (36%)	5,166 (29%)	9,604 (32%)
TOTAL	**93**	**112**	**27**	**12,338**	**17,750**	**30,088**

Source: ECC-network and CPCS

34 'Information requests' is any query by a consumer regarding a national or cross-border consumer issue not related to a complaint.

35 'Simple complaint' is a statement of dissatisfaction by a consumer concerning a cross-border transaction with a trader based in another EU/EEA country, which requires the involvement of no more than one ECC.

36 'Normal complaint' means a statement of dissatisfaction by a consumer concerning a cross-border transaction with a trader in another EU/EEA country which requires follow-up and is shared with another ECC.

37 'Dispute' is a referral of a complaint to an out-of-court entity (ADR body).

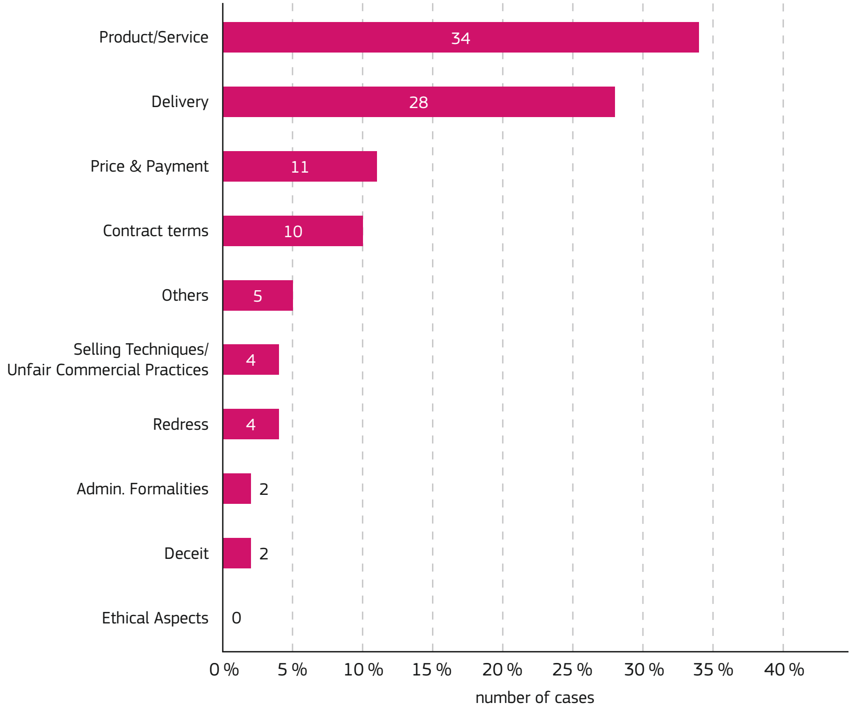
38 'Information request' refers to a request made by one competent authority to another in another Member State for specific information to support its own investigations and enforcement work. (Article 6 of the CPC Regulation).

39 Enforcement request' refers to a request made by a competent authority in one Member State to authority in another Member State to take enforcement measure(s) necessary to bring about the cessation or prohibition of an intra-Community infringement. (Article 8 of the CPC Regulation).

40 'Alert' is as a warning message that is sent when a competent authority in one Member State suspects that intra-Community infringement is occurring (or may occur) and informs the competent authorities in other Member State(s) and the European Commission (Article 7 of the CPC Regulation).

As in previous years, the ECC normal complaints most frequently concern the inherent characteristics of products and services (34%), problems with delivery (28%), price and payment (11%) and contract terms (10%). As for the sales method, e-commerce continues to account for more than half of the ECC complaints (57%). E-commerce becomes more important when dealing with CPC requests; it accounts for three quarters of the CPC information requests (77%) and 66% of the enforcement requests.

Figure 23: Normal complaints and disputes to ECC – by nature of complaint, 2011

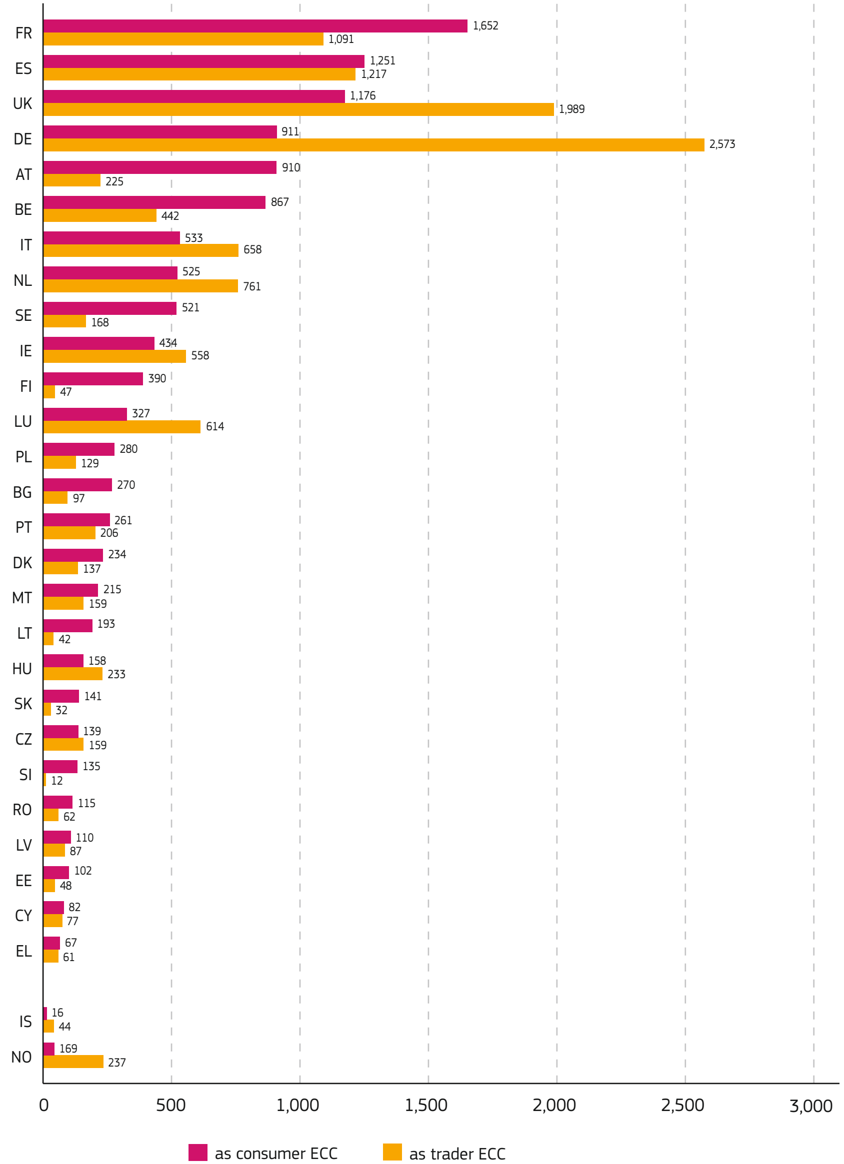


Source: ECC-network

Analysis by country

Figure 24 shows the number of normal complaints and disputes as "consumer ECC" and as "trader ECC". The consumer ECC depicts the countries where the complaint is made, whereas the trader ECC shows the countries where the businesses complained about were located.

Figure 24: Number of normal complaints and disputes as consumer ECC and as trader ECC (2011)



Source: ECC Network

CHAPTER 3

Consumer conditions in Member States

3.1. Introduction

Consumer policy can give consumers real power to act as drivers of innovation and growth. Better consumer conditions not only improve consumer welfare, but can also benefit the economy as a whole. Consumers' capacity to share and compare information more and more rapidly can have a substantial impact on their ability to foster the most efficient and productive parts of the economy, and hence stimulate growth. Markets where consumers are able to make informed choices and where their rights are respected cause less consumer detriment, and generate greater confidence and increased incentives for quality improvement and efficiency.

A thoroughly empowered and protected consumer has the necessary skills, knowledge and confidence to play his/her full role in the market by demanding value, quality and service; rewarding fair and efficient business operators with their purchasing decisions as well as submitting complaints and seeking redress when their rights are infringed, thereby helping to stamp out unfair practices. This results in a choice for the "best product or service for the price" ensuring efficient resource allocation to the best businesses, as well as providing clear incentives for innovation. In short – *"[t]he more sophisticated consumers become in making good decisions, the better it will be for growth."*[41]

This part of the Scoreboard provides information to help benchmark the consumer environment in the Member States. It tracks the progress of indicators related to the enforcement of consumer and product safety legislation and to consumer empowerment. The quality of enforcement regimes is a crucial indicator of the health of national markets. Effective enforcement of consumer rights and product safety reinforces consumer trust in markets and discourages unfair business practices. Effective redress (both through courts and out of court bodies) is another important part of a properly functioning market. Indicators of consumer empowerment show whether consumers are sufficiently informed, educated and assertive to play their vital market role.

[41] UK Department for Business, Innovation and Skills and Cabinet Office Behavioural Insights Team (2011), Better Choices, Better Deals: Consumers Powering Growth.

The majority of the data in this part of the Scoreboard comes from the annual Eurobarometer surveys of consumers and retailers conducted in autumn 2011[42]. Additional data include the special Eurobarometer on empowerment carried out in 2010[43], as well as information provided by Member States on market surveillance activities, sweeps and public funding for national consumer organisations.

The consumer country fiches annexed to this publication provide detailed data for each Member State, plus Iceland and Norway. In addition to the 2011 data, figures for previous years (2008–2010) are also presented[44]. The figures can be used as benchmarks by individual countries to measure the success of the policies they have implemented and the need for further action. They also allow peer comparisons and the identification of best practices.

3.2. Consumer Conditions Index

The Consumer Conditions Index provides an overview of the key indicators describing the consumer environment at national level, as measured through surveys of perceptions, attitudes and experiences of consumers in particular. The purpose of this index is to create a long-term data set which can be used by national policymakers and stakeholders to assess the impact of their policies on consumer welfare. By comparing national outcomes with those of other countries, best practices can be identified and promoted.

The index is based on the results of a survey of consumers and retailers. All of the 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.

[42] The latest Eurobarometers are Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection (Fieldwork carried out in September 2011) and Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection (Fieldwork carried out in September-October 2011). The sample size of the retailers' Eurobarometer has been increased from 250 interview in previous years to around 400 (240 in Cyprus, 214 in Luxembourg, 204 in Iceland and 175 in Malta), so 2011 results have smaller margins of error for most countries. In addition – to ensure that only "informed opinions" are gauged – the bases used for the questions relating to food and product safety have been slightly modified. While results for the 2008–2010 surveys include all retailers providing an answer (excluding those who chose an answer 'not relevant, do not sell food/non-food products'), results for the 2011 survey are filtered, to focus precisely on retailers that actually sell food/non-food products. These modifications might in part be responsible for the fluctuations between 2010 and 2011.

[43] Special Eurobarometer 342 – Consumer empowerment (Fieldwork carried out in February – April 2010).

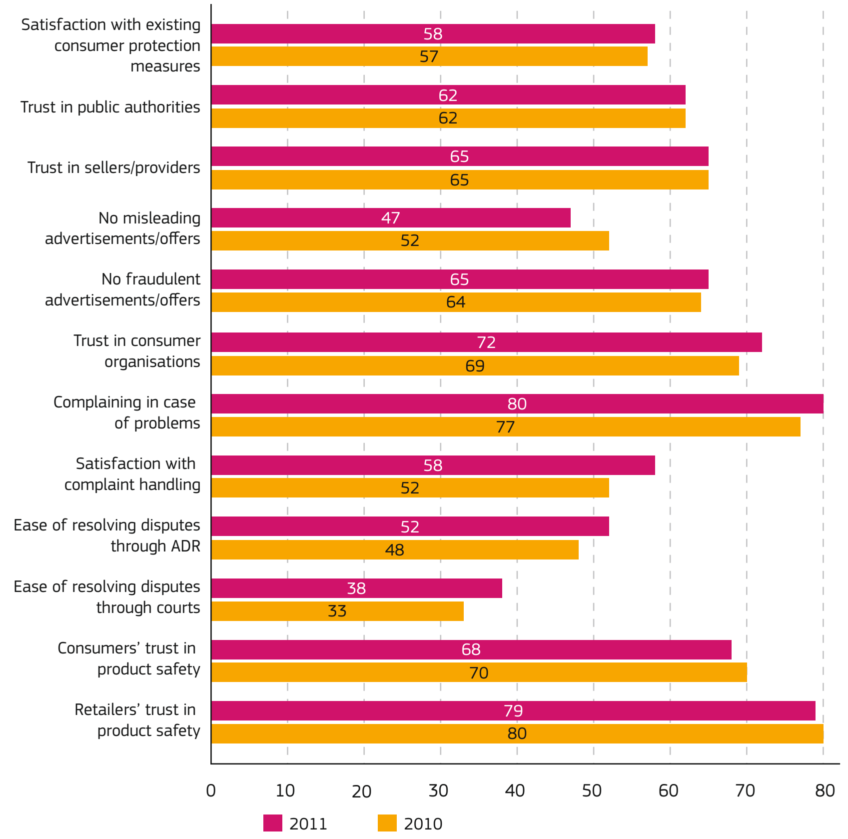
[44] These data come primarily from Flash Eurobarometers No 299 and 300 in 2010, Flash Eurobarometers No 282 and 278 in 2009, Flash Eurobarometer No 224 and Special Eurobarometer No 298 in 2008.

Figure 25: 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

At EU level, the Consumer Conditions Index posted a slight increase (of almost 2 points) in 2011 compared to the previous year, which continues the positive trend after the fall in 2009. There has been a slight increase in trust in consumer organisations (72% vs. 69% in 2010) and in satisfaction with existing consumer protection measures (58% vs. 57% in 2010). Levels of consumer trust in public authorities (62%) and in sellers/providers (65%) have remained stable. More consumers encountered misleading or deceptive advertisements/offers in 2011 (46% compared to 43% in 2010), whereas the prevalence of fraudulent advertisements/offers has remained unchanged at 29%. Consumers who experienced problems were more likely to complain about them (80% compared to 77% in 2010). In addition, there has been a significant increase (from 52% to 58%) in the number of consumers who were satisfied with the handling of complaints. The perception of the means of redress has also improved. More consumers find it easy to resolve disputes with sellers/providers through ADR (52% vs. 48% in 2010) and through the courts (38% vs. 33% in 2010). On the other hand, slightly fewer consumers (68% vs. 70% in 2010) and retailers (79% vs. 80% in 2010) actually have confidence in the safety of products[45].

Figure 26: Consumer Conditions Index – evolution of different components at EU level



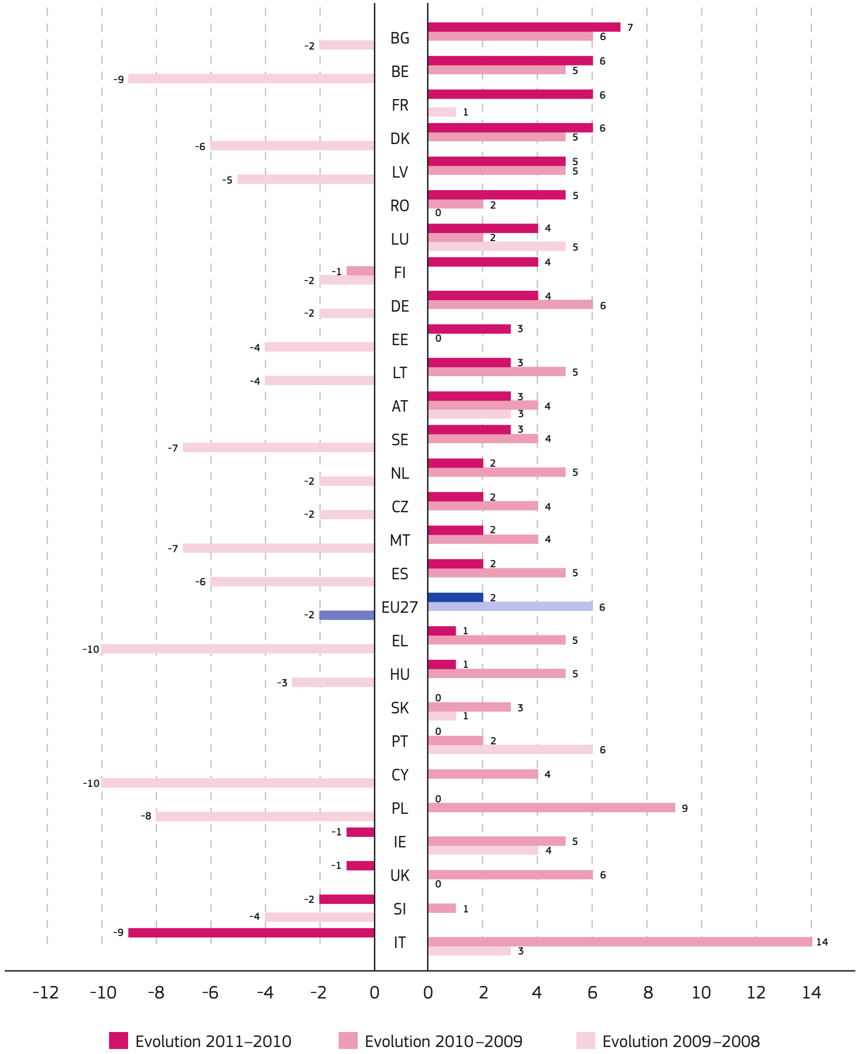
Source: EB 331 and 332

45 For retailers, bases used for this question in 2011 and 2010 surveys are slightly different: Results for the 2010 survey include all retailers providing an answer (excluding those who chose an answer 'not relevant because we do not sell non-food products'); whereas results for the 2011 survey are filtered, to focus precisely on retailers that actually sell non-food products.

Figure 27 presents the yearly trend of the Index for each country. 2011 saw a continued improvement in the consumer conditions for the majority (19 out of 27) of the Member States. Out of these, 13 Member States have seen the index grow by more than 2 points. The biggest improvements (of around 6 points) were experienced by Bulgaria (although it continues to occupy the bottom place in the ranking), Belgium, France and Denmark. In the case of Bulgaria, this is due to a considerable increase (of 12, 9 and 7 percentage points, respectively) in consumer trust in public authorities, consumer organisations and sellers/providers. In addition, more consumers find it easy to resolve disputes through ADR and the courts (+ 7 and + 11 percentage points, respectively). Bulgarian consumers are also more confident in product safety (+ 10) and more likely to complain when they encounter problems (+ 22). These improvements could be connected to the EU information campaign on consumer rights which was conducted in Bulgaria in 2010 and 2011. Belgium and France recorded increases in most of the indicators. In particular, more Belgian and French consumers feel adequately protected by existing measures (+ 14 and + 9 percentage points, respectively) and say that they trust public authorities and consumer organisations (+ 11 and + 8 %, respectively, in both countries). The public perception of ADR mechanisms (+ 13 and + 9) and courts (+ 15 and + 16) also improved in both countries. French consumers are also more likely to complain when faced with problems and more satisfied with the way their complaints are handled (+ 7 in both cases). Denmark recorded the biggest improvement in indicators linked to satisfaction with existing consumer measures (+ 9), the experience of misleading advertisements (+ 9), the appreciation of means of redress (+ 15 for ADR and + 12 for courts) and consumer confidence in product safety (+ 12).

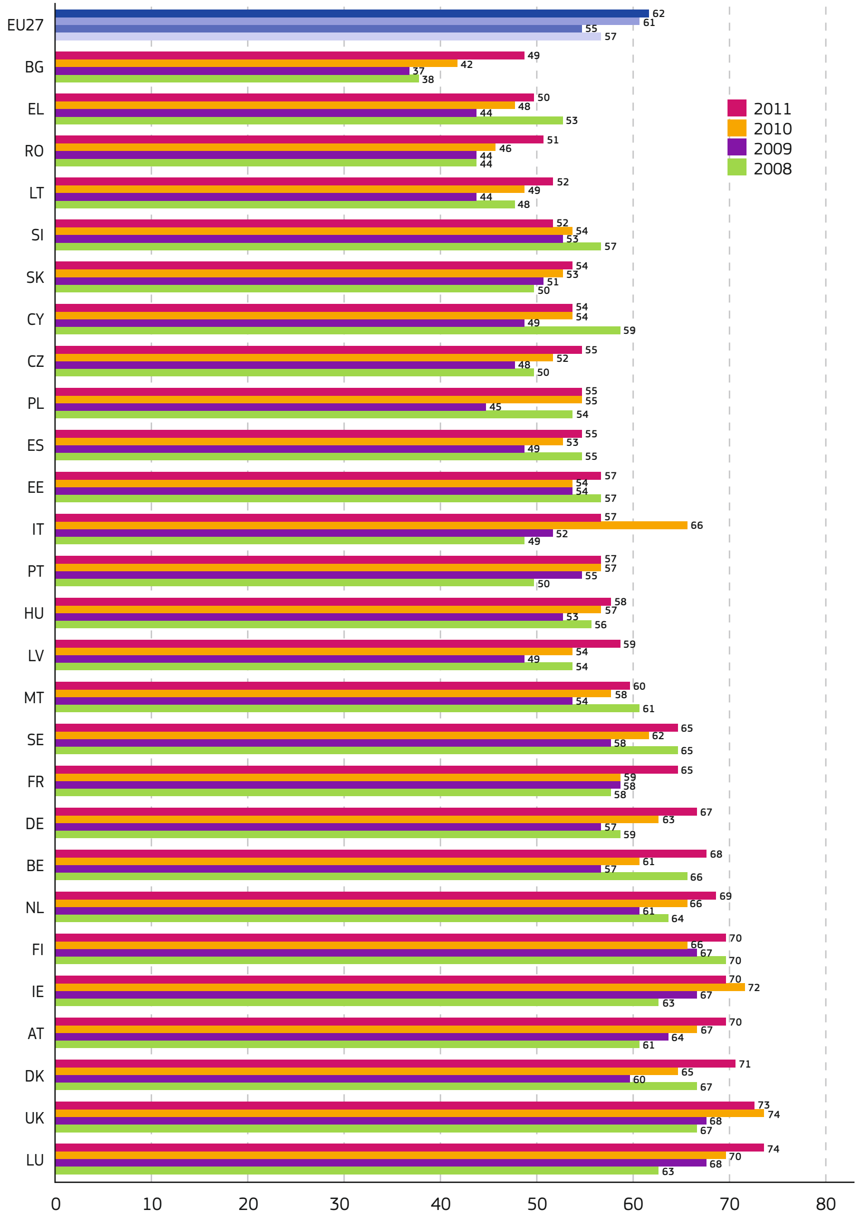
Difficult economic and budgetary conditions have had an adverse effect on the consumer environments in some countries. Four Member States (Italy, Slovenia, the UK and Ireland) have experienced a decrease in the way consumers perceive the consumer environment and perceptions in four further countries (Poland, Cyprus, Portugal, Slovakia) have remained relatively stable since last year.

Figure 27: Consumer Conditions Index – evolution at country level



In terms of the absolute value of the index in 2011, the top positions are occupied by the following countries: Luxembourg, United Kingdom, Denmark, Austria, Ireland, Finland, the Netherlands, Belgium Germany, France and Sweden (all above EU average) (Figure 28).

Figure 28: Consumer Conditions Index – value



3.3. Enforcement in the Member States

Effective enforcement of consumer and product safety legislation is one of the key prerequisites for a properly functioning internal market. It ensures that businesses respect common rules and standards and that consumers are protected from serious threats and risks which they cannot tackle as individuals.

National authorities play a key role in enforcement through their market surveillance activities. In addition, they provide the institutional framework in which stakeholders, including businesses, regulators and consumer organisations, are involved in the enforcement procedure. To guarantee the highest level of consumer protection, business operators must make sure that the products placed on the market are safe.

To acquire a complete overview of the enforcement within the single market, the Commission and the Member States have been working since 2009 on a common framework that consists of surveys of consumers and retailers carried out by the Commission and input/output data provided by the national enforcers (the "Enforcement Indicators"). The latter include data collected by the CPC authorities (consumer legislation dealing with economic interest of consumers) and those collected by General Protection Safety Directive (GPSD) authorities.

3.3.1. Opinions of consumers and retailers on the subject of enforcement

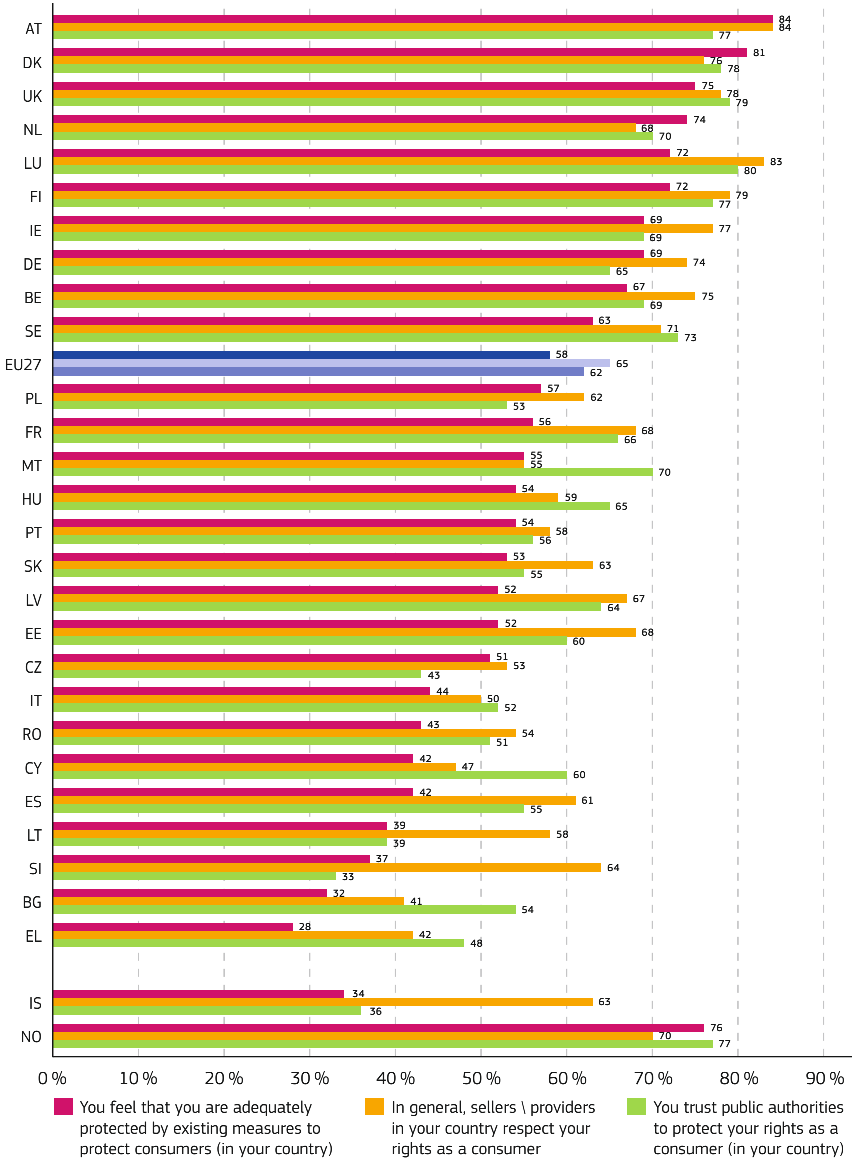
In 2011, 58% of EU consumers felt adequately protected by existing consumer protection measures (compared to 57% in 2010). Consumer organisations command the highest levels of trust for protecting consumer rights (72% vs. 69% in 2010). More than 6 out of 10 respondents (same proportions as in 2010) believe that public authorities protect their rights as consumers (62%) and that retailers (65%) respect these rights. Although there are no major changes compared to last year's survey, when the results are compared over a longer time span, it appears that, since 2008, trust in consumer organisations and public authorities has grown by 8 percentage points, while trust in sellers and providers grew by 6 percentage points. At the same time, more consumers feel adequately protected by existing consumer measures than was the case in 2008 (+7 percentage points).

There are huge differences in the level of consumer confidence across the EU. Below-average levels of confidence are found in some of the Eastern and Southern Member States. More than four out of five consumers in Austria (84 %) and Denmark (81 %) agree that they are adequately protected by existing consumer protection measures, followed by around three-quarters of respondents in the UK (75 %), and the Netherlands (74 %). The lowest results are observed in Lithuania (39 %), Bulgaria (32 %) and Greece (28 %). Trust in public authorities is highest in Luxembourg (80 %), the UK (79 %), Denmark (78 %), Austria, Finland and Norway (all 77 %). In Lithuania (39 %) and Slovenia (33 %), on the other hand, the levels of confidence are twice as low. Over 80 % of consumers in Austria (84 %) and Luxembourg (83 %) agree that sellers/providers in their countries respect their rights as consumers, followed by more than three-quarters of respondents in Finland (79 %), the UK (78 %), Ireland (77 %) and Denmark (76 %). The lowest results are found in Bulgaria (41 %) and Greece (42 %).

It should be noted that differences across countries in the levels of reported trust in various institutions do not necessarily reflect objective differences in the performance of these institutions. Other factors, such as general confidence in the public sector, can also play a role. For instance, there is a moderate correlation between trust in national government and trust in public authorities responsible for consumer protection (the correlation coefficient is 0.4).

Figure 29: Consumers' perceptions concerning consumer protection and trust

For each of the following statements, please tell me if you agree or disagree with it.

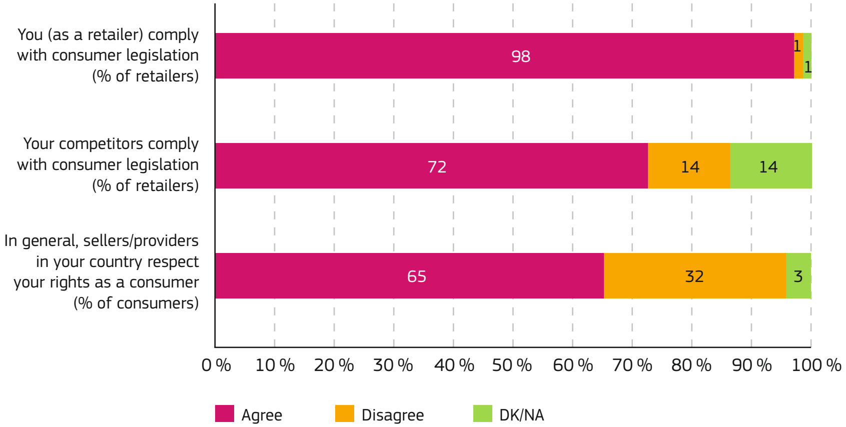


Source: EB 332

3.3.1.1. Economic enforcement

Both consumers and retailers were asked about their views on the enforcement of consumer legislation. The results of two Eurobarometer surveys reveal that retailers tend to be more positive in this regard. The overwhelming majority of retailers (98 %) declare that they comply with consumer legislation. The picture becomes more worrying when looking at consumers' opinions: almost a third of respondents disagreed with the statement that retailers respect consumers' rights (vs. 28 % in 2010 and 34 % in 2009). The absolute majority of respondents in Bulgaria (56 %) and Greece (54 %) followed by consumers in Cyprus (47 %), Romania (44 %), the Czech Republic and Italy (all 44 %) do not feel that their rights are being adequately protected. Interestingly, retailers become more circumspect when asked whether their competitors comply with consumer legislation: 14 % expressed distrust in their competitors' compliance (+ 5 points compared to 2010 and 2009).

Figure 30: Consumer and retailer perceptions towards compliance with consumer legislation, 2011 (% of consumers and retailers)



Source: EB 331 and 332

Based on the experience of consumers and retailers, misleading and deceptive advertisements and offers[46] have been on the increase since 2010. Almost half (46 %) of EU consumers and nearly a third (31 %) of retailers stated that they had encountered such practices. This is equivalent to increases of 4 and 6 percentage points, respectively, since last year. Likewise, more consumers (69 %) said that they had come across unsolicited commercial advertisements, statements or offers[47] (+ 8 percentage points since 2010). Fraudulent advertisements and offers[48] are apparently less common, but they were still spotted by 29 % of consumers (same as last year) and 23 % of retailers (vs. 21 % in 2010). Moreover, 18 % of consumers who had come across either misleading or fraudulent advertisements responded to such offers. Retailers continue to report fewer experiences with unfair commercial practices than is the case for consumers, but this gap has narrowed compared to previous years.

[46] 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.

[47] Fraudulent advertisements actually attempt to obtain money without selling anything, for example a lottery scam.

[48] Unsolicited advertisements include cold calls, spam emails, commercial SMS, etc.

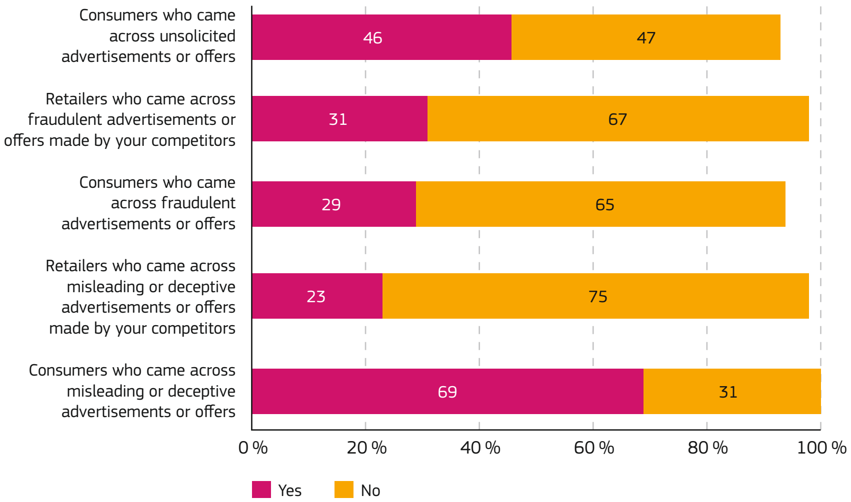
Figure 31: Consumers and retailers experiences with misleading, fraudulent or unsolicited advertisements and offers, 2011 (% of consumers and retailers)

Have any of the following happened to you in the past 12 months?

- *You came across misleading or deceptive advertisements, statements or offers*
- *You came across fraudulent advertisements, statements or offers*
- *You came across unsolicited commercial advertisements, statements or offers (cold calls, spam emails, commercial SMS, etc.)*

In the past twelve months, have you come across:

- *Misleading or deceptive advertisements, statements or offers made by your competitors?*
- *Fraudulent advertisements, statements or offers made by your competitors?*



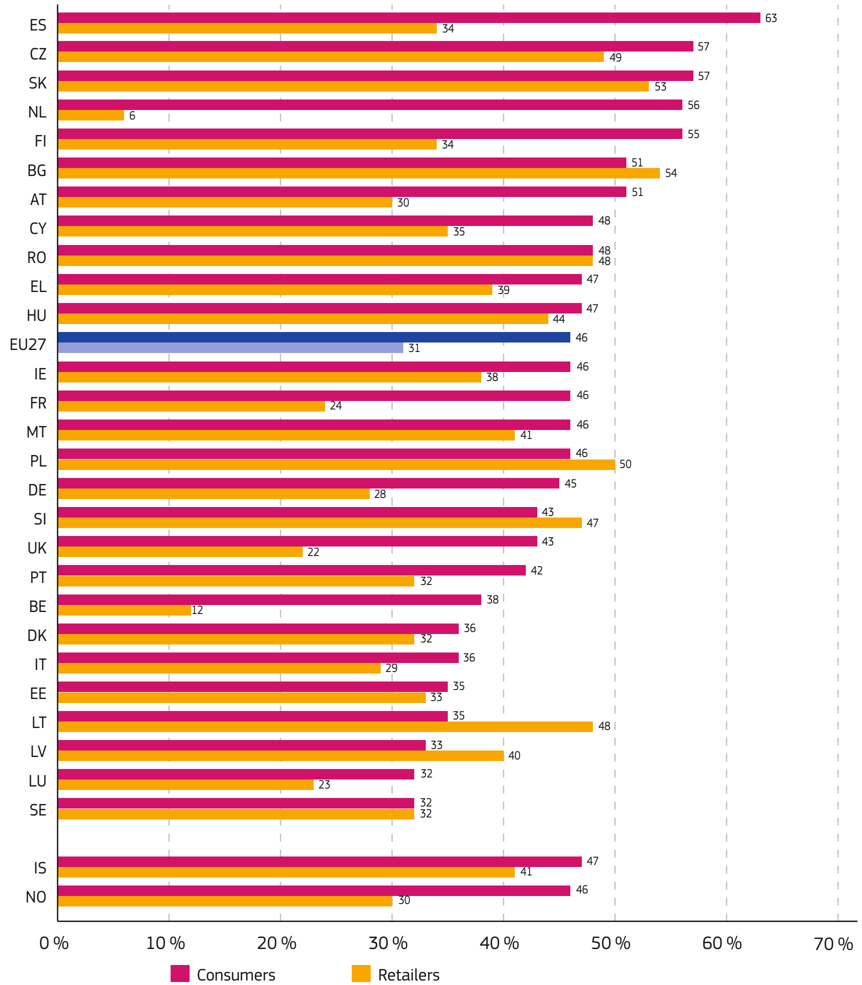
Source: EB 331 and 332

In addition, consumers and retailers in different countries do not always agree. At least half of consumers in Spain (63 %), Slovakia (57 %), the Czech Republic (57 %), the Netherlands (56 %), Finland (55 %), Bulgaria and Austria (51 %) have come across misleading or deceptive advertisements. In contrast, only about one third of consumers have encountered such practices in Latvia (33 %), Luxembourg and Sweden (32 %). Retailers were most likely to spot misleading commercial practices on the part of their competitors in Bulgaria (54 %), Slovakia (53 %) and Poland (50 %), as compared to 6 % in the Netherlands and 12 % in Belgium.

Figure 32: Consumers and retailers experiences with misleading advertisements and offers, 2011 (% of consumers and retailers)

Have any of the following happened to you in the past 12 months?
You came across misleading or deceptive advertisements, statements or offers?

In the past twelve months, have you come across misleading or deceptive advertisements, statements or offers made by your competitors?

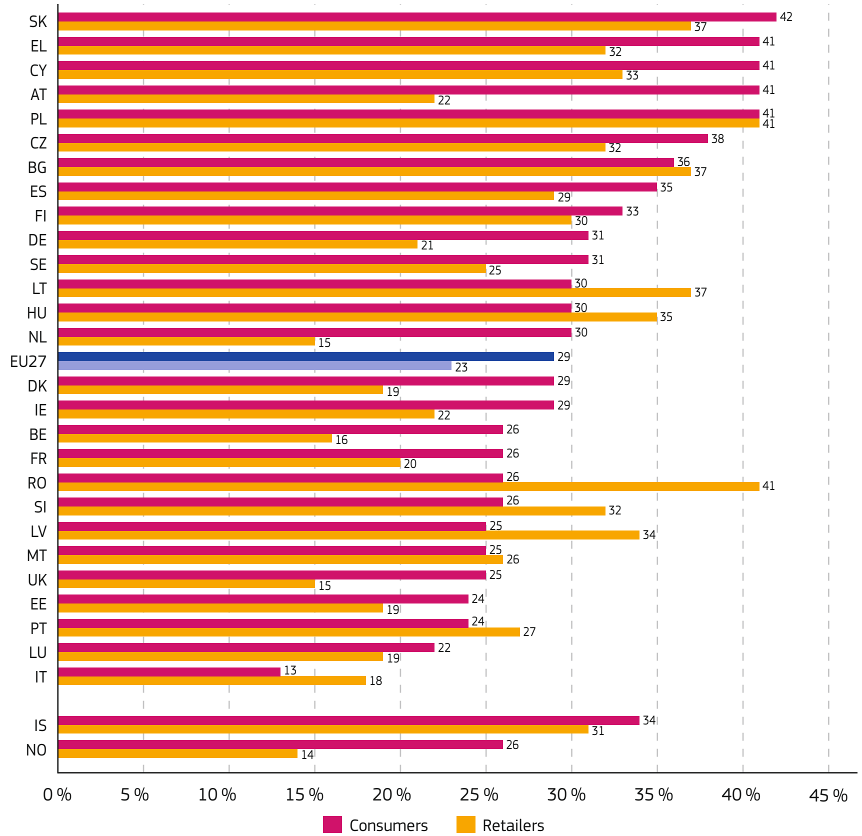


Source: EB 331 and 332

Consumers in Slovakia (42%), Austria, Poland, Greece and Cyprus (41%) are the most likely to report what they believed to be fraudulent advertisements or offers. On the contrary, only 13% of Italian consumers say that they have come across such advertisements in the past 12 months. Retailers were most likely to report fraudulent commercial activities on the part of their competitors in Poland, Romania (both at 41%), Bulgaria, Slovakia and Lithuania (all at 37%) compared to 14% in Norway, 15% in the UK and the Netherlands, and 16% in Belgium.

Figure 33: Consumers and retailers experiences with fraudulent advertisements and offers, 2011 (% of consumers and retailers)

Have any of the following happened to you in the past 12 months?
You came across fraudulent advertisements, statements or offers?
In the past twelve months, have you come across fraudulent advertisements, statements or offers made by your competitors?

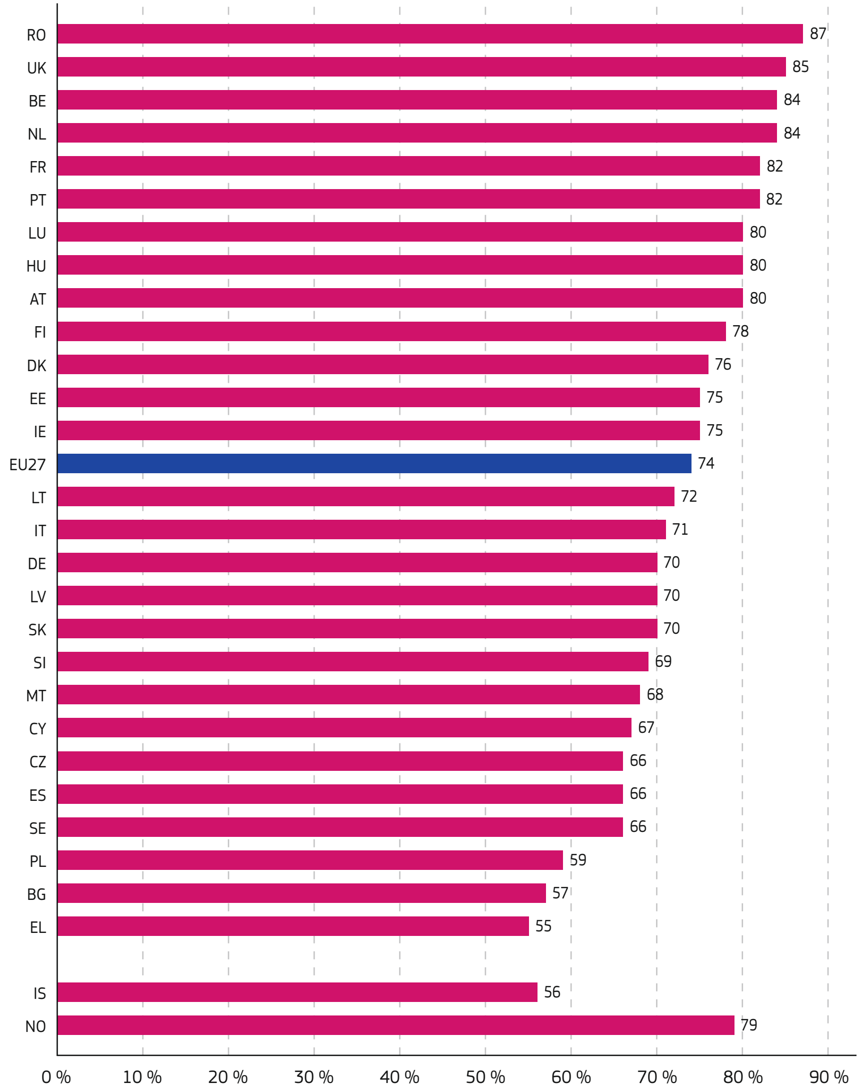


Source: EB 331 and 332

Three-quarters (74%) of retailers agree that public authorities actively monitor and ensure compliance with consumer legislation in their sector, which is equivalent to a decrease of 5 percentage points compared to 2010. This figure ranges from 87% in Romania, 85% in the UK and 84% in Belgium and the Netherlands to 55% in Greece, 56% in Iceland, 57% in Bulgaria and 59% in Poland.

Figure 34: Compliance monitoring with consumer legislation, 2011 (% of retailers)

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



Source: EB 331

Only 3% of EU retailers have been told by consumer authorities that they are deemed to be in breach of consumer legislation (compared to 5% in 2010). The highest percentages are recorded in Estonia (9%) and Romania (8%).

3.3.1.2. Safety enforcement

Consumers will only trust the Single Market if they have confidence in the safety of the products and food in the EU. To this end, the Commission is due to propose a revision of the General Product Safety Directive in 2012. It will also attempt to further improve the efficiency of market surveillance and enforcement across the EU by streamlining the current existing rules into a Single Market Surveillance Regulation.

Across the EU, consumers are somewhat less optimistic than retailers about the safety of food and other products on the market. Both groups of respondents appear to be slightly more concerned about product safety than food safety. More than a fifth of consumers think that a significant number of food (22%) and non-food products (25%) are unsafe. The corresponding figures for retailers are 14% and 17%. Compared to 2010, consumers' perceptions about the safety of non-food products have declined by 5 percentage points, while the perceptions of food safety have remained relatively stable[49].

[49] For retailers, bases used for all questions regarding food and product safety are slightly different in 2011 and 2010 surveys. Results for the 2010 surveys include all retailers providing an answer (excluding those who chose an answer 'not relevant, do not sell food/non-food products'); whereas results for the 2011 survey are filtered, to focus precisely on retailers that actually sell food and non-food products, respectively.

Figure 35: Consumers' and retailers' perceptions about food and non-food products safety, 2011 (% of consumers and % of retailers that sell food/non-food products)

Thinking about all food/non-food products currently on the market in your country, do you think that…

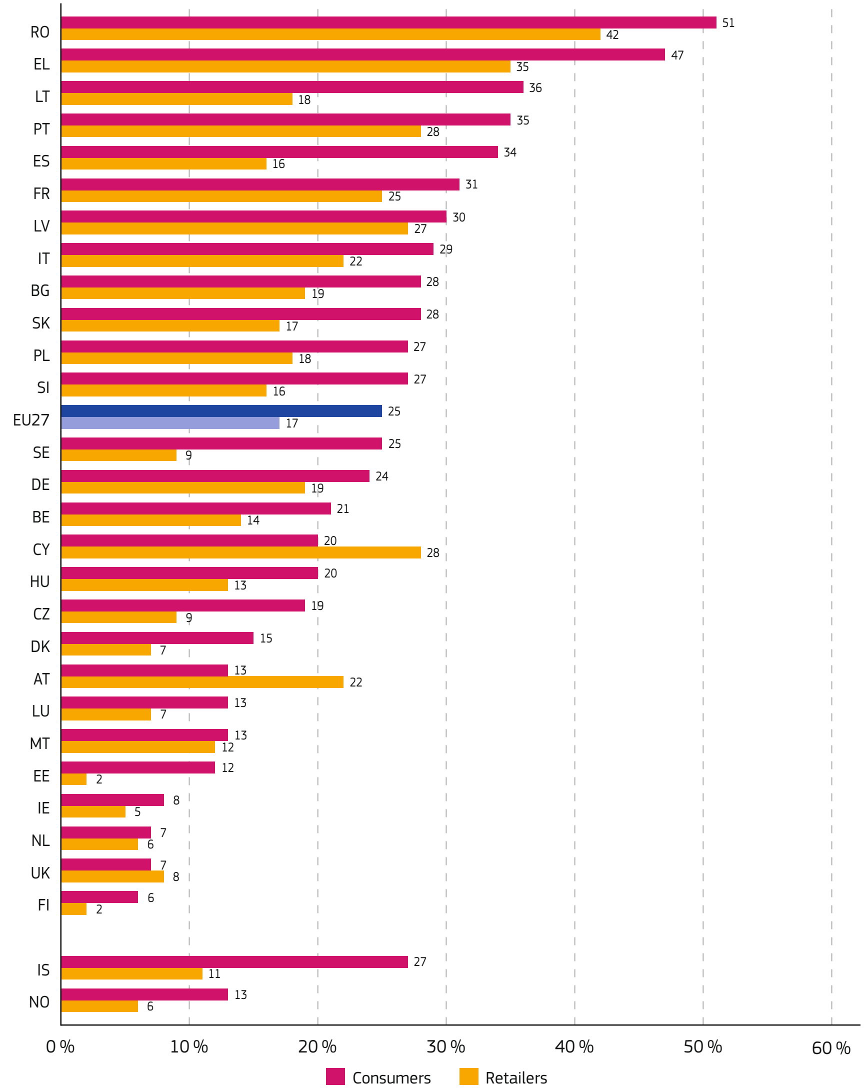
		Essentially all products are safe	A small number of products are unsafe	Significant number of products are unsafe
Food products	Consumers	19%	55%	22%
	Retailers	27%	57%	14%
Non-food products	Consumers	12%	56%	25%
	Retailers	15%	64%	17%

Perceptions about product safety vary widely among the European countries. Interestingly, the perception of safety follows a similar trend for both food and non-food products. In addition, consumers and retailers in different countries tend to have similar views on this matter.

Around half of consumers in Romania (51%) and Greece (47%) think that a significant number of products are unsafe, compared to only 6% in Finland and 7% in the Netherlands and the UK. Likewise, retailers in Romania (42%) and in Greece (35%) are the most likely to think that a significant number of products on the market in their country was unsafe, compared to only 2% in Estonia and Finland and 5% in Ireland.

Figure 36: Consumers' and retailers' views on product safety, 2011 (% of consumers and % of retailers that sell food/non-food products)

Thinking about all non-food products currently on the market in your country, do you think that… a significant number of products are unsafe

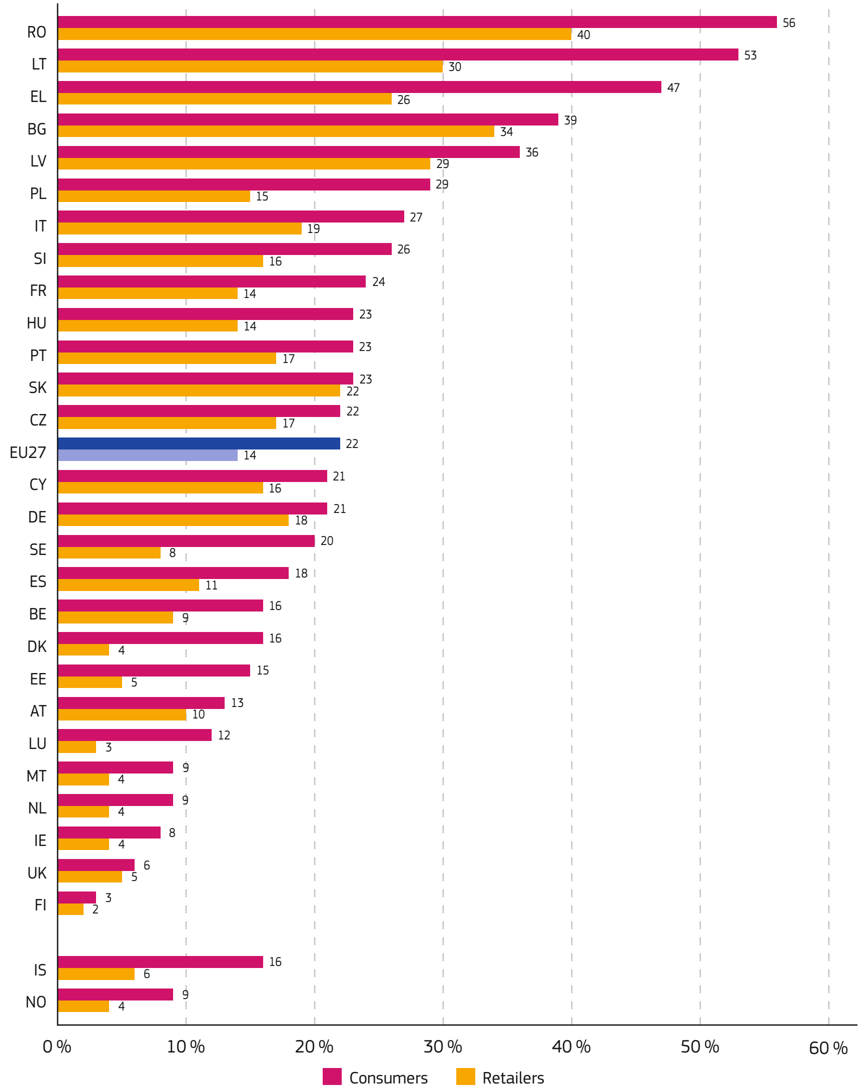


Source: EB 331 and 332

As regards food safety, an absolute majority of consumers in Romania (56%) and Lithuania (53%), and just under a half of respondents in Greece (47%), believe that a significant number of products are unsafe, as compared to 3% in Finland and 6% in the UK. Among retailers, the highest levels of concern are found in Romania (40%), Bulgaria (34%) and Lithuania (30%), as compared to 2% in Finland and 3% in Luxembourg.

Figure 37: Consumers' and retailers' views on food safety, 2011
(% of consumers and % of retailers that sell food products)

Thinking about all food products currently on the market in your country, do you think that… a significant number of products are unsafe



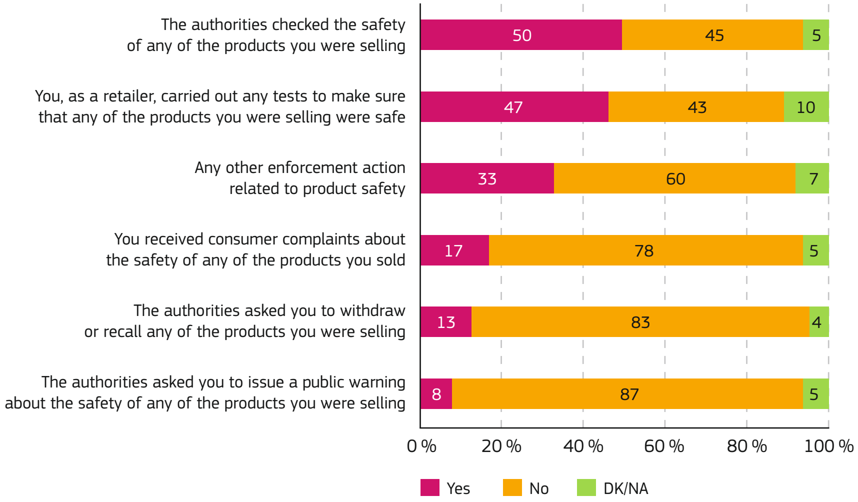
Source: EB 331 and 332

One fifth of EU consumers (18 %) declare that they have at some time been personally affected by a product recall, which represents an increase of 3 percentage points since 2010. 8 % have experienced a food product recall, 6 % a non-food recall and 4 % a recall of both types of products. The highest percentages of consumers affected by a product recall are recorded in Greece (58 %), followed by Cyprus (39 %). Most of the recalls experienced in these countries relate to food products. The highest level of non-food recalls is recorded in the Netherlands (11 %), which is an increase of 6 percentage points since 2010. It should be noted that being subject to a recall is not necessarily a bad thing. It means that the economic operators and the authorities are actually working together to take off the market and to retrieve from consumers products that are considered unsafe.

In the past two years, 13 % of retailers selling consumer products have recalled a product from the market following a request by the authorities, and 8 % were asked to issue a public warning about the safety of a product. In addition, 17 % of retailers have received a consumer complaint about the safety of a product they sold. Almost half of retailers who sell consumer products have carried out tests to ensure product safety (47 %). Likewise, half of retailers (50 %) who sell products report that authorities have checked the safety of some of these products in the past two years. Retailers in Romania (84 %), Belgium (61 %) and Portugal (55 %) were the most likely to be subjected to a product safety test.

Figure 38: Enforcement and market surveillance in the field of product safety, 2010–2011 (% of retailers that sell non-food products)

In relation to product safety, did any of the following take place in your firm the past two years?



Source: EB 331

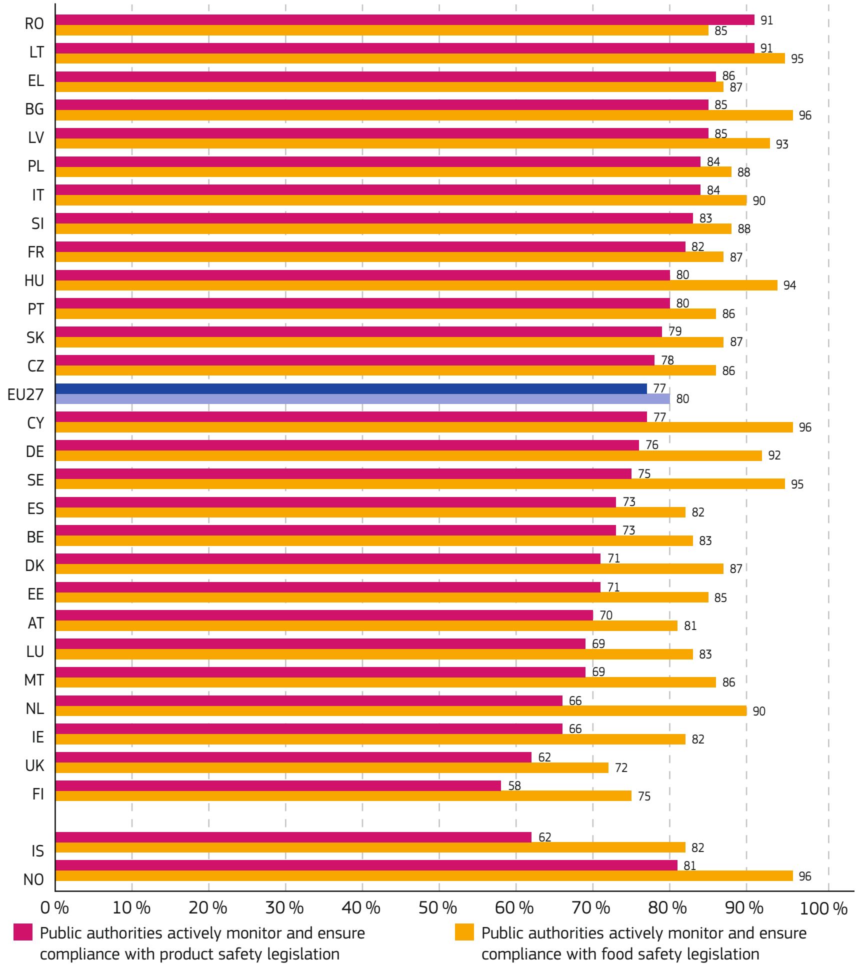
More than three-quarters (79 %) of EU retailers who sell products agree that public authorities actively monitor and ensure compliance with product safety legislation in their sector. An overwhelming majority of retailers in Romania and the UK (91 %) agree with this statement, against 58 % of retailers in Malta, 62 % in Greece, 66 % in Estonia and Poland.

87 % of the retailers who sell food agreed that the authorities actively monitor compliance with food safety legislation in their country. Retailers in Belgium and Luxembourg (96 %) and Ireland and the UK (95 %) are the most likely to agree, as compared to 72 % in Greece, 75 % in Malta and 80 % in Germany.

Figure 39: Compliance monitoring with product and food safety legislation, 2011 (% of retailers that sell non-food/food products)

Please say whether you strongly agree, agree, disagree or strongly disagree with the following statements:

- *The public authorities actively monitor and ensure compliance with product safety legislation in your sector in your country*
- *The public authorities actively monitor and ensure compliance with food safety legislation in your sector in your country*



Source: EB 331

3.3.2. National enforcement indicators

Since 2008, the European Commission has established and improved a data collection tool dedicated to enforcement and market surveillance in the Member States. Following a successful pilot project launched in 2008, Member States have been collecting data which measure the key activities of national authorities in charge of economic and product safety enforcement since 2009.

So far, two lists of 20 indicators have been drawn up, consisting of input and output indicators. In particular, among the input indicators, the size of the budget and the number of inspections have been identified as the most pertinent and relevant for this type of exercise. Indeed, the amount spent on enforcement activities illustrates the enforcement capabilities of the Member States. This has become even more critical as a result of the budget cuts with which Member States are confronted during this serious economic crisis that is affecting the EU economy as a whole. As a result, the protection and safety of consumers may be seriously affected due to inadequate funding of market surveillance.

Concerning the output enforcement indicators, there are three subgroups of indicators that measure the compliance of traders with laws and provide quantitative information on the key activities conducted by Member States to ensure such compliance. These indicators reflect the three consecutive stages of the enforcement and market surveillance process:

1. **Preventive and investigative activities ensuring compliance.** These include the number of inspections and the number of laboratory tests. The former refers to any control undertaken by an inspector and aimed at verification of compliance of a single trader with the consumer or product safety laws. The latter concerns the tests made to verify compliance with applicable safety requirements, such as checking for the presence of dangerous substances or components or checking for possible structural defects.
2. **Results of compliance checking.** The aim is to measure the number of infringements and irregularities detected as a result of the preventive and investigative activities carried out by the relevant authorities. Examples of such indicators include the number of official notifications of non-compliance to trader and the number of products identified as posing a serious risk. Authorities conduct risk assessments to ascertain whether the products inspected may be harmful to consumers and to take appropriate measures where necessary.

3. **Corrective measures.** This is the final stage of the procedure when authorities find products or practices that do not comply with the law. This leads to the authorities launching administrative or court procedures to impose obligations on producers, distributors or retailers to take corrective measures. Typical examples could be injunctions or prohibitions, withdrawals of products from the market, product recalls from consumers; or suspensions of products at the border.

Since the launching of the indicators, the definitions have been fine-tuned, but there has been no change in list of the indicators.

These enforcement indicators are collected on the basis of an on-line questionnaire sent to CPC and GPSD authorities in the 27 Member States, Norway and Iceland. Figures below show a selection of the indicator data provided by national authorities. The data were rescaled by the number of retailers[50] present in the country. This gives an indication of the size of the market in each country and makes it easier to compare indicators within the 27 Member States.

3.3.2.1. Economic enforcement data

Twenty-two Member States, Norway and Iceland provided data on economic enforcement in 2010. Figure 40 shows the data since 2008.

There are considerable variations in the enforcement systems in place and how they operate across the EU. Each Member State has its own preferences as to how it conducts enforcement actions: some focus on preventive enforcement, i.e. education campaigns or dialogue with traders; others put more emphasis on holding training events and creating steering committees, while others prefer inspections (which remain the most popular means in most Member States). Enforcement indicators, which cover a broad range of activities, are able to capture the specificities and complexity of the different systems in place across the EU.

It should be noted that, in some Member States, the figures for the enforcement indicators are either estimates or consist of incomplete figures, or include activities beyond the scope of economic enforcement. In some cases, it is difficult to distinguish the data that cover consumer legislation alone (because the relevant authority deals with both consumer legislation and other legislation). In some other Member States, responsibility for economic enforcement is shared between several authorities, not all of which were able to provide data.

In a number of countries, the figures for the 2010 budget are higher than those for 2009. Since some Member States reported that they have sent more comprehensive data in 2010, this increase may reflect the improved quality of data rather than an increase in budgetary resources. At the same time, there was a decrease in the number of inspectors and inspections. The data on other enforcement activities – reported by a small number of Member States – may indicate that Member States are diversifying their enforcement activities towards "softer" measures, such as cooperation with businesses and information and education campaigns.

The data confirm that there are significant differences between Member States in this field. The Commission will continue to monitor these indicators in order to further improve their quality and develop best practices, taking the suggestions of the Member States into account.

50 The number of retailers is taken from Eurostat's annual detailed enterprise statistics on trade (Nace Rev.1.1 G). The category of retailers is called "retail trade, except of motor vehicles, motorcycles, repair of personal and household goods" and the figures refer to 2008.

Figure 40: Economic enforcement indicators, 2008–2010

		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	2010	2,913,437	72	134	3	30,073	741	29,123	5,931	2,760	726	119
	2009	2,240,757	53	130	3	24,823	584	22,831	3,759	NA	783	136
	2008	1,931,729	46	128	3	23,754	559	22,819	3,103	NA	1,158	175
BE	2010	39,764,333	517	155	2	14,935	194	14,018	3,944	NA	3,293	NA
	2009	39,764,333	540	158	2	29,232	397	26,150	6,880	6,120	4,084	NA
	2008	34,677,000	471	150	2	6,223	85	5,926	3,071	NA	1,008	NA
BG	2010	1,246,968	14	123	1	23,666	258	19,212	0	2,611	301	0
	2009	1,267,951	14	132	1	24,947	272	19,945	0	2,709	235	7
	2008	2,234,725	24	146	2	30,297	331	22,963	3,627	3,627	4	NR
CY	2010	4,139,735	340	130	11	45,827	3,762	45,489	382	209	130	0
	2009	3,300,000	286	108	9	45,333	3,925	44,670	480	179	147	NA
	2008	1,500,000	129.9	98	9	46,873	4,058	45,724	823	537	86	NA
CZ	2010	NA	NA	989	8	143,724	1,142	133,079	17,362	16,360	17,449	29
	2009	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2008	152,433,122	1,223	1,212	10	327,031	2,623	283,104	33,826	31,959	31,847	117
DE	2010	56,851,577	210	834	3	959,989	3,553	340,963	62,494	NA	9,662	721
	2009	55,759,235	189	829	3	927,659	3,144	70,438	59,728	NA	14,537	426
	2008	52,558,235	178	800	3	868,703	2,944	78,246	41,643	NA	20,848	629
DK	2010	2,660,000	116	NA	NA	NA	NA	NA	139	108	139	9
	2009	NA	NA	0	NR	0	NR	0	675	NR	NA	12
	2008	3,000,000	122	30	1	2,486	101	0	573	0	9	4
EE	2010	NR	NA	26	6	7,373	1,713	4,851	1,730	797	752	NA
	2009	NA	NA	19	5	6,401	1,577	4,829	1,436	1,122	1,048	0
	2008	NA	NA	19	5	5,510	1,358	4,793	1,065	NA	970	0
EL	2010	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2009	230,000	1	80	0	8,000	41	6,000	NR	NA	161	NA
	2008	800,000	4	NA	NA	NA	NA	NA	NA	NA	98	NA

		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
ES	**2010**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
	2009	89,654,218	170	749	1	233,398	443	69,460	8,201	18,144	7,678	NA
	2008	30,582,160	58	794	2	NA	NA	NA	6,520	NA	6,300	NA
FI	**2010**	**1,977,457**	**85**	**33**	**1**	**5,703**	**244**	**2,938**	**2,492**	**970**	**2,814**	**5**
	2009	1,873,458	80	28	1	4,900	210	2,551	1,841	816	2,371	28
	2008	1,587,202	68	30	1	8,683	373	6,083	3,440	2,210	3,597	17
FR	**2010**	**138,900,860**	**313**	**888**	**2**	**163,792**	**369**	**153,972**	**59,330**	**47,168**	**914**	**3,415**
	2009	136,788,323	297	604	1	163,966	356	155,550	50,368	41,183	1,381	3,766
	2008	135,104,916	293	679	2	162,684	353	156,879	50,085	42,414	969	4,338
HU	**2010**	**14,454,900**	**146**	**320**	**3**	**55,381**	**560**	**54,096**	**6,484**	**12,136**	**2,635**	**290**
	2009	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2008	136,025,467	1,376	81	1	21,690	219	15,895	20,168	9,916	19,191	36
IE	**2010**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
	2009	7,872,225	469	88	5	2,831	169	559	400	117	101	7
	2008	16,942,000	1,010	39	2	395	24	290	160	27	11	NR
IS	**2010**	**598,100**	**NA**	**7**	**NA**	**1,179**	**NA**	**1,179**	**397**	**313**	**42**	**NR**
	2009	306,568	NA	5	NA	1,911	NA	1,711	479	451	52	NR
	2008	343,825	NA	5	NA	1,229	NA	1,055	472	422	32	0
IT	**2010**	**56,825,000**	**85**	**48**	**0**	**309**	**0**	**268**	**305**	**26**	**4,748**	**NR**
	2009	53,437,500	78	86	0	905	1	765	492	160	5,455	362
	2008	NA	NA	40	0	NA	NA	62	272	50	255	NA
LV	**2010**	**1,301,228**	**97**	**24**		**619**	**46**	**335**	**359**	**75**	**142**	**NR**
	2009	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2008	450,000	35	24	2	NA	NA	NA	NA	NA	110	NR
LT	**2010**	**7,072,189**	**178**	**510**	**13**	**20,735**	**521**	**20,361**	**3,721**	**4,824**	**2,975**	**11**
	2009	1,569,450	36	NR	NR	NR	NR	NR	NA	NR	355	NA
	2008	805,636	19	331	8	19,721	453	19,693	9,956	11,357	1,747	11
MT	**2010**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
	2009	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2008	1,426,000	175	21	3	22,216	3	20,623	600	600	21	178

		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
NL	2010	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2009	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2008	5,484,000	70	9	0	NA	NA	NA	135	NA	6	0
NO	2010	2,500,000	91	25	1	1,843	67	0	1,093	0	7	1
	2009	2,500,000	90	26	1	1,365	49	0	1,134	0	8	1
	2008	2,400,000	86	25	1	1,076	39	0	806	0	10	2
PL	2010	3,591,480	9	850	2	566	1	21,242	1,701	NA	574	62
	2009	13,826,335	37	888	2	8,563	23	8,088	4,080	NR	1,650	315
	2008	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
PT	2010	29,238,783	166	308	2	49,239	279		19,980	14,303	11,827	NA
	2009	91,390,928	501	413	2	44,801	246	15	17,879	12,332	11,625	5
	2008	NA	NA	NA	NA	2,430	13	NA	1,096	NA	326	NA
RO	2010	3,393,087	25	355	3	112,610	828	NA	76,114	NA	31,850	14
	2009	3,549,065	26	367	3	NA	NA	NA	5,097	NA	1,092	NA
	2008	865,868	6	350	3	70,162	521	65,700	47,402	47,402	NA	NA
SK	2010	4,402,699	477	135	15	22,230	2,410	22,230	5,272	NA	5,272	15
	2010	4,507,699	496	135	15	20,503	2,254	NA	NR	NA	6,226	23
	2008	5,673,206	624	319	35	36,794	4,045	16,234	NA	NA	6,097	NR
SI	2010	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2009	2,513,964	353	128	18	9,452	1,326	NA	10,471	NA	319	NA
	2008	2,636,702	370	128	18	18,321	2,571	NA	3,325	NA	561	NA
SE	2010	3,718,465	63	38	1	792	13	NA	434	NA	20	13
	2009	2,500,000	42	29	1	321	5	0	142	0	15	21
	2008	3,541,974	60	35	1	577	10	283	310	97	22	5
UK	2010	47,536,798	241	169	1	3,847	19	944	1,480	482	467	1,896
	2009	122,955,811	619	1,183	6	35,772	180	27,103	15,320	8,848	540	2,574
	2008	114,259,932	575	1,045	5	10,374	52	29,129	15,320	9,722	442	1,297

Source: Member States CPC authorities

3.3.2.2. Product safety enforcement data

Twenty-four Member States, Norway and Iceland provided data on product safety enforcement activities this year. Figure 41 shows the activities carried out in 2008–2010.

The data were provided by the national authorities responsible for product safety enforcement under the General Product Safety Directive. Often, the data provided include information from multiple authorities (regional or sectoral) and therefore should not necessarily be regarded as a complete and accurate picture of product safety enforcement across Europe.

As a general conclusion, the quality and the comparability of data have improved. However, compared to 2009, Member States have allocated fewer resources to product safety activities in 2010; this clearly reflects the general trend of budget reductions and spending cuts.

Furthermore, the number of inspectors decreased and fewer laboratory tests were carried out. In addition, fewer dangerous products were identified and, in consequence, fewer measures (withdrawals, recalls) were taken. On the positive side, there has been increased cooperation with customs authorities due to the entry into force of Regulation 765/2008.

To ensure greater comparability, some indicators have been rescaled with the numbers of retailers in the countries (used to approximate the relative size of the economies): budget, number of inspectors, number of inspections and number of products tested in labs. Even after rescaling, major differences remain.

To conclude, the current economic conditions, with ever increasing trade volumes and fewer resources available, place national surveillance authorities in a difficult position, as they are struggling to ensure that the products reaching the internal market are safe. The Commission and the Member States will continue to cooperate and to coordinate activities in this area.

Figure 41: Product safety enforcement indicators, 2008–2010

		Budget (€)	Budget (€) rescaled for the umber 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 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 administrative decisions	Number of Products withdrawn from the market	Number of products recalled from consumers	Number of decisions taken by customs authorities to suspend products at the border	Number of decisions to reject products at the border
AT	**2010**	**960,000**	**24**	**19**	**0.4**	**8,280**	**204**	**50**	**1**	**97**	**56**	**30**	**0**	**10**	**2**
	2009	NA	NA	30	0.7	18,000	424	1,450	34	115	28	NA	NA	NA	NA
	2008	NA	NA	18	0.4	9,071	214	NA	NA	NA	NA	300	200	NA	3
BE	**2010**	**2,790,030**	**36**	**34**	**0.4**	**11,867**	**154**	**663**	**9**	**39**	**327**	**169**	**1**	**NA**	**262**
	2009	2,350,000	32	32	0.4	6,850	93	300	4	30	370	200	NA	300	200
	2008	1,530,000	21	24	0.3	5,500	75	400	5	30	1,450	260	NA	160	125
BG	**2010**	**461,207**	**5**	**120**	**1.3**	**11,645**	**127**	**125**	**1**	**193**	**190**	**194**	**0**	**1,484**	**4**
	2009	633,975	7	120	1.3	10,672	117	220	2	257	200	259	0	4	4
	2008	550,828	6	112	1.2	7,902	86	6	0	153	348	334	NA	NA	NA
CY	**2010**	**NA**	**NA**	**55**	**4.5**	**6,331**	**520**	**99**	**8**	**181**	**NA**	**281**	**NA**	**0**	**16**
	2009	NA	NA	24	2.1	5,919	513	272	24	103	32	159	0	NA	NA
	2008	NA	NA	12	1.0	4,917	426	21	2	44	15	154	0	NA	NA
CZ	**2010**	**12,850,849**	**102**	**339**	**2.7**	**20,625**	**164**	**707**	**6**	**87**	**461**	**463**	**67**	**56**	**44**
	2009	7,622,646	61	418	3.4	30,705	246	715	6	79	387	65	6	23	0
	2008	12,125,654	97	360	2.9	58,111	466	1,653	13	57	202	79	NA	NA	0
DE	**2010**	**NA**	**NA**	**440**	**1.6**	**53,216**	**197**	**28,057**	**104**	**204**	**6,444**	**1,202**	**411**	**1,612**	**1,004**
	2009	NA	NA	803	2.7	67,516	229	25,850	88	187	3,846	1,374	841	714	248
	2008	NA	NA	962	3.3	76,000	258	20,194	68	240	1,529	490	231	634	292
DK	**2010**	**5,620,000**	**244**	**57**	**2.5**	**2,065**	**90**	**169**	**7**	**73**	**125**	**59**	**2**	**89**	**87**
	2009	4,010,000	164	45	1.8	1,177	48	409	17	45	51	35	13	58	50
	2008	5,400,000	220	43	1.8	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
EE	**2010**	**232,220**	**54**	**15**	**3.4**	**2,309**	**536**	**268**	**62**	**28**	**160**	**98**	**5**	**319**	**189**
	2009	288,016	71	18	4.4	3,730	919	320	79	53	140	59	11	262	204
	2008	296,961	73	19	4.7	3,961	976	342	84	86	194	111	16	194	135
EL	**2010**	**3,263,000**	**NA**	**88**	**NA**	**2,977**	**NA**	**1,190**	**NA**	**111**	**447**	**137**	**10**	**2**	**2**
	2009	4,400,000	23	105	0.5	2,479	13	1,536	8	80	222	222	250	4	4
	2008	4,846,000	25	127	0.7	2,050	11	305	2	199	230	205	18	155	9

		Budget (€)	Budget (€) rescaled for the umber 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 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 administrative decisions	Number of Products withdrawn from the market	Number of products recalled from consumers	Number of decisions taken by customs authorities to suspend products at the border	Number of decisions to reject products at the border
ES	2010	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2009	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2008	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
FI	2010	6,600,000	282	72	3.0	2,975	127	1,656	71	39	183	74	32	807	175
	2009	7,286,000	313	90	3.9	3,067	132	2,717	167	35	208	100	5	646	146
	2008	7,286,000	313	90	3.9	2,852	122	1,640	70	52	241	150	21	780	128
FR	2010	16,700,000	38	202	0.5	28,610	64	3,076	7	133	605	111	NA	1,286	375
	2009	39,912,282	87	191	0.4	26,372	57	2,717	6	75	692	166	NA	871	232
	2008	40,309,121	87	190	0.4	26,260	57	2,804	6	52	612	147	NA	921	197
HU	2010	14,454,900	146	310	3.1	3,886	39	546	6	191	1,510	53	121	116	29
	2009	11,133,214	113	320	3.2	14,097	143	668	7	157	1,775	32	134	59	37
	2008	12,996,296	132	345	3.5	17,470	177	287	3	158	5,658	39	158	234	120
IE	2010	750,000	35	8	0.4	564	27	0	0	23	119	-	0	0	1
	2009	750,000	45	8	0.5	336	20	4	0	20	96	-	0	NA	1
	2008	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
IS	2010	401,691	NA	18	NA	223	NA	1	NA	27	27	23	5	NA	NA
	2009	128,759	NA	14	NA	264	NA	NA	NA	25	46	17	NA	31	13
	2008	253,331	NA	15	NA	486	NA	41	NA	13	118	18	0	31	31
IT	2010	1,075,200	2	3,000	4.0	1,000	1	906	1	88	204	128	87	530	20
	2009	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2008	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
LT	2010	NA	NA	NA	0	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2009	2,098,571	48	85	2.0	6,524	151	1,314	30	98	907	98	98	43	43
	2008	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
LV	2010	685,886	51	139	10.3	4,702	350	1,466	109	30	276	238	6	46	41
	2009	1,644,260	127	89	6.9	2,387	185	358	28	26	251	26	14	25	38
	2008	1,279,444	99	33	2.6	4,189	324	215	17	16	240	53	5	54	38
LU	2010	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2009	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2008	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

		Budget (€)	Budget (€) rescaled for the umber 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 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 administrative decisions	Number of Products withdrawn from the market	Number of products recalled from consumers	Number of decisions taken by customs authorities to suspend products at the border	Number of decisions to reject products at the border
MT	2010	159,031	NA	4	NA	502	NA	38	NA	19	1	1	0	NA	156
	2009	NA	NA	4	0.5	518	64	178	22	14	17	4	13	12	12
	2008	43,888	5	3	0.4	65	8	98	12	9	1	1	0	NA	NA
NL	2010	11,400,000	143	40	0.5	8,132	102	5,009	63	38	2,248	NA	0	NA	NA
	2009	13,481,000	171	41	0.5	9,087	115	4,491	57	73	1,961	NA	0	NA	NA
	2008	14,300,000	182	37	0.5	8,051	102	5,837	74	33	1,499	NA	NA	NA	NA
NO	2010	335,000	12	11	0.4	554	20	11	0	6	60	33	6	NA	16
	2009	206,500	7	24	0.9	647	23	75	3	16	71	13	4	NA	52
	2008	207,500	8	20	0.7	643	23	59	2	2	46	34	2	0	2
PL	2010	5,682,188	15	587	1.5	23,616	62	2,572	7	82	1,749	330	1	613	509
	2009	7,309,317	20	878	2.4	19,569	53	2,729	7	108	221	47	0	715	572
	2008	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
PT	2010	25,300,436	144	279	1.5	655	4	3	0	46	46	71	NA	NA	NA
	2009	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2008	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
RO	2010	3,393,087	25	355	2.6	3,853	28	997	7	35	1,768	NA	N/A	N/A	N/A
	2009	3,549,065	27	367	2.7	4,367	0	NA	NA	0	1,633	6,009	NA	NA	NA
	2008	865,868	6	350	2.6	5,368	40	NA	NA	4	123	123	NA	NA	NA
SE	2010	5,363,648	90	49	NA	1,560	26	489	8	213	222	124	199	35	32
	2009	3,450,000	58	41	0.7	1,716	29	640	11	180	376	298	161	14	12
	2008	4,774,000	81	87	1.5	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
SI	2010	NA	NA	16	2.2	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2009	NA	NA	16	2.2	8,397	1,178	487	68	8	493	NA	18	133	84
	2008	NA	NA	20	2.8	6,499	912	96	13	23	600	49	37	109	55
SK	2010	979,465	106	56	6	9,907	1,074	780	85	69	91	67	0	24	0
	2009	7,533,425	828	170	18.7	3,113	342	818	90	66	58	58	0	15	0
	2008	285,911	31	461	50.7	39,339	4,324	425	47	159	134	159	159	159	10
UK	2010	NA	NA	NA	NA	NA	NA	NA	NA	98	NA	NA	NA	NA	NA
	2009	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	2008	NA	NA	NA	NA	NA	NA	NA	NA	95	29	29	1	NA	NA

Source: Member States GPSD authorities

Since 2004, the Commission has established a rapid alert system for non-food products (RAPEX), which has consistently proved its value in exchanging information on dangerous products between Member States' authorities and the European Commission and in protecting consumers' health and safety.

Throughout the last eight years, the number of notifications on dangerous products has increased year after year. In 2011, for the first time, we witnessed a decrease in the number of notifications, from 2,244 in 2010 to 1,803 in 2011. This decrease, which occurred mainly in the first quarter of the year, may be due, in part, to budget cuts and subsequent resource constraints in the national administrations, which is an increasingly worrying phenomenon. The decrease in the number of notifications could also indicate that the RAPEX system has reached a certain level of stability and maturity, and that more active use of the risk assessment guidelines has led to the streamlining of notifications, with improvements in their quality.

3.3.3. EU sweep investigations

At this time of economic crisis, where national enforcement authorities are under strong pressure for resources, better coordination at EU level is of crucial importance. EU "sweep" investigations to enforce EU law are an excellent example of such coordination. They are coordinated by the EU and carried out by national enforcement authorities who conduct simultaneous, coordinated checks for breaches in consumer law in a particular sector. The national enforcement authorities then contact operators about suspected irregularities and ask them to take corrective action.

Following the initial check of online sales of tickets for cultural and sporting events in June 2010, national authorities began the enforcement phase. As a result of these enforcement actions, 88% (363) of the websites checked complied with EU consumer laws in September 2011, compared with only 40% (167 sites) in June 2010. This indicates that sweeps are increasingly effective and a useful tool to target problematic consumer markets more precisely.

An EU-wide investigation of websites offering consumer credit was conducted in September 2011. Of the 562 websites checked, 70% (393 sites) have been flagged for further investigation by national enforcement authorities of EU Member States, plus Norway and Iceland. The main problems detected were the following: advertising did not include the required standard information; the offers omitted key information that is essential for making a decision; the costs were presented in a misleading way. In addition, six countries (Italy, Estonia, Latvia, Lithuania, Slovakia, Sweden) conducted a deeper investigation on 57 of the sites checked – the 'Sweep Plus' exercise. National enforcement authorities are now contacting financial institutions and credit intermediaries about suspected irregularities, requesting them to clarify or to correct their websites, and will report back to the Commission in autumn 2012.

3.4. Consumers' and retailers' awareness of consumer legislation

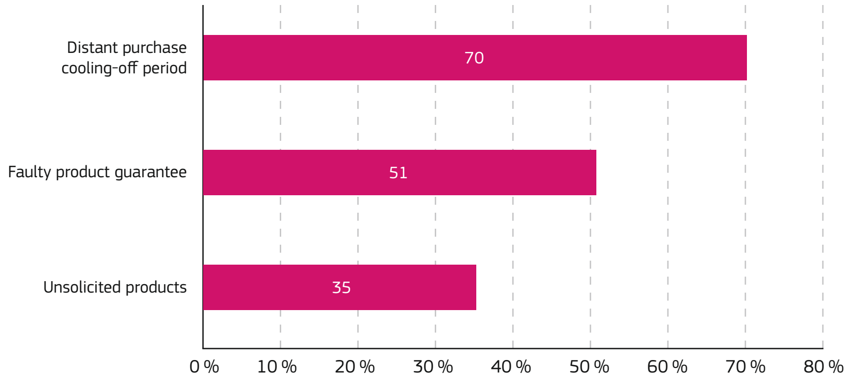
In order to optimise their market decisions and avoid detriment, it is essential that consumers know their basic consumer rights. However, the latest consumer survey demonstrates that a significant number of Europeans are still not aware of their fundamental rights as consumers.

Cooling-off periods in distance selling provide an important opportunity for consumers to re-consider their purchases, in cases where they may not have fully appreciated what they were buying or felt pressured into making a purchase. While 70% of European consumers know that they have the right to return a good that has been ordered by post, phone or the Internet four days after its delivery without giving any reasons, nearly a quarter of respondents (23%) incorrectly believe that they have no right to do this.

Awareness of the guarantee validity rights is even lower. Only just over half (51%) of consumers correctly answered that they have the right to a repair or a free replacement of a broken fridge 18 months after the purchase. Given that faulty consumer products are relatively common, this is a potentially significant source of detriment to consumers.

EU consumers do not appear to know what to do in the case of unsolicited products, which makes them potentially vulnerable to pressure selling. Only 35% of consumes correctly answered that they do not have to pay the invoice or return the DVDs that they received without ordering. Almost six out of ten (59%) of respondents mistakenly believe that they do not have to pay the invoice only if they return the DVDs.

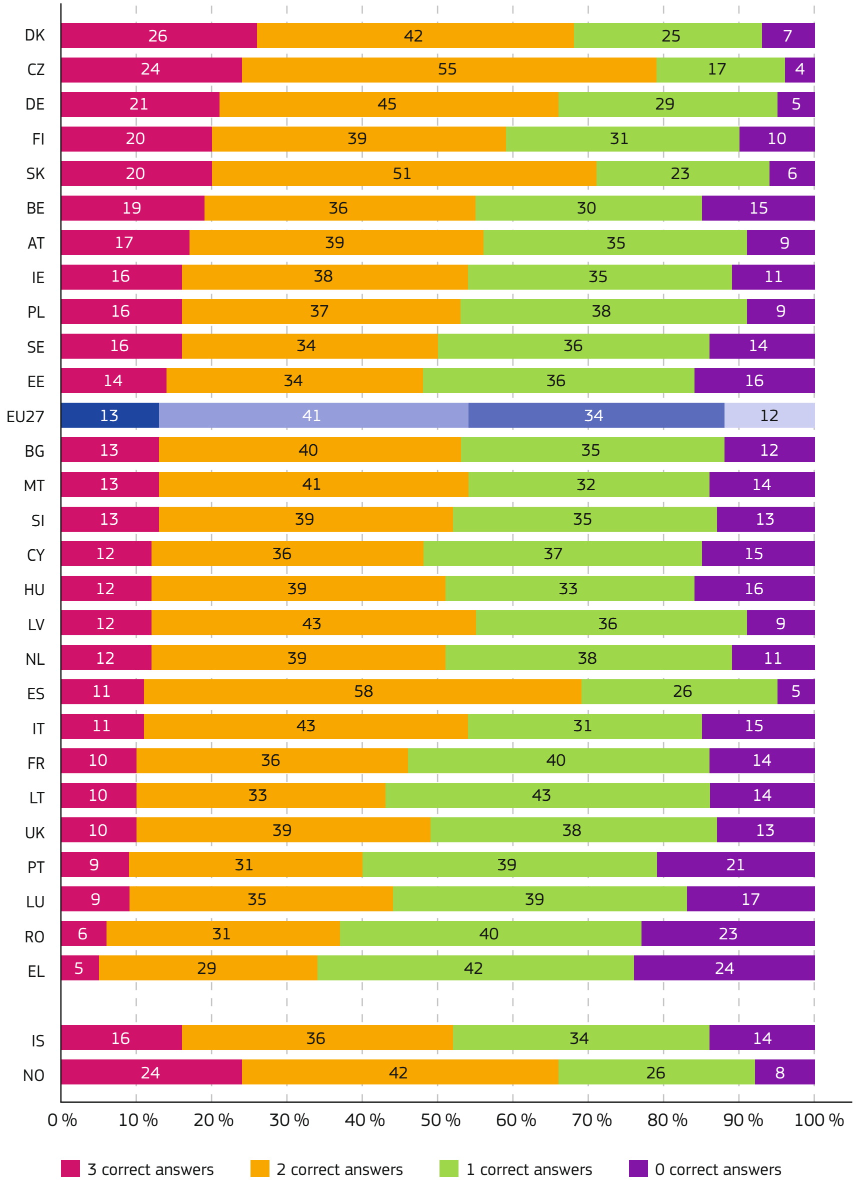
Figure 42: Consumers' knowledge of consumer legislation, 2011 (% of consumers who gave a correct answer)



Source: EB 332

Only 13 % of respondents were able to answer all three questions correctly, compared to 12 % who did not give a single correct answer. The highest levels of knowledge are observed in Denmark (26 %), the Czech Republic (24 %), Norway (24 %), Germany (21 %), Slovakia (20 %) and Finland (20 %), where a fifth or more respondents gave three correct answers. At the other end of the scale, more than one fifth of respondents were unable to give a single correct answer in Greece (24 %), Romania (23 %) and Portugal (22 %).

Figure 43: Consumers' knowledge of consumer legislation – country differences, 2011 (% of consumers who gave a correct answer)



Source: EB 332

These findings confirm the picture first captured by the Consumer Empowerment report of April 2011[51] which found that consumer skills (e.g. numerical skills, understanding of labels and logos), as well as their knowledge of consumer rights, are worryingly low. The Consumer Empowerment Index – constructed from data on consumer skills, knowledge and engagement – shows that the most empowered group of countries includes Norway (scoring highest), Finland, the Netherlands, Germany, Denmark, Sweden, Czech Republic, Austria and Iceland. At the bottom of the index are Greece, Portugal, Spain, Italy, Estonia, Latvia, Lithuania, Hungary, Romania, Poland and Bulgaria. The index also shows that consumer empowerment varies among socio-economic groups. Consumers who are poorly educated and materially deprived are particularly vulnerable.

On the business side, just over two-thirds of retailers (67 %) indicate that they know where to look for information and advice regarding consumer legislation of their own country. This is considerably lower (−14 percentage points) than in 2010. Less than a quarter (23 %) of respondents know where to go if they need information regarding other EU countries (−6 percentage points). At the same time, there is a corresponding increase in the proportion of retailers who would not know where to go in either case (24 % vs. 15 % in 2010).

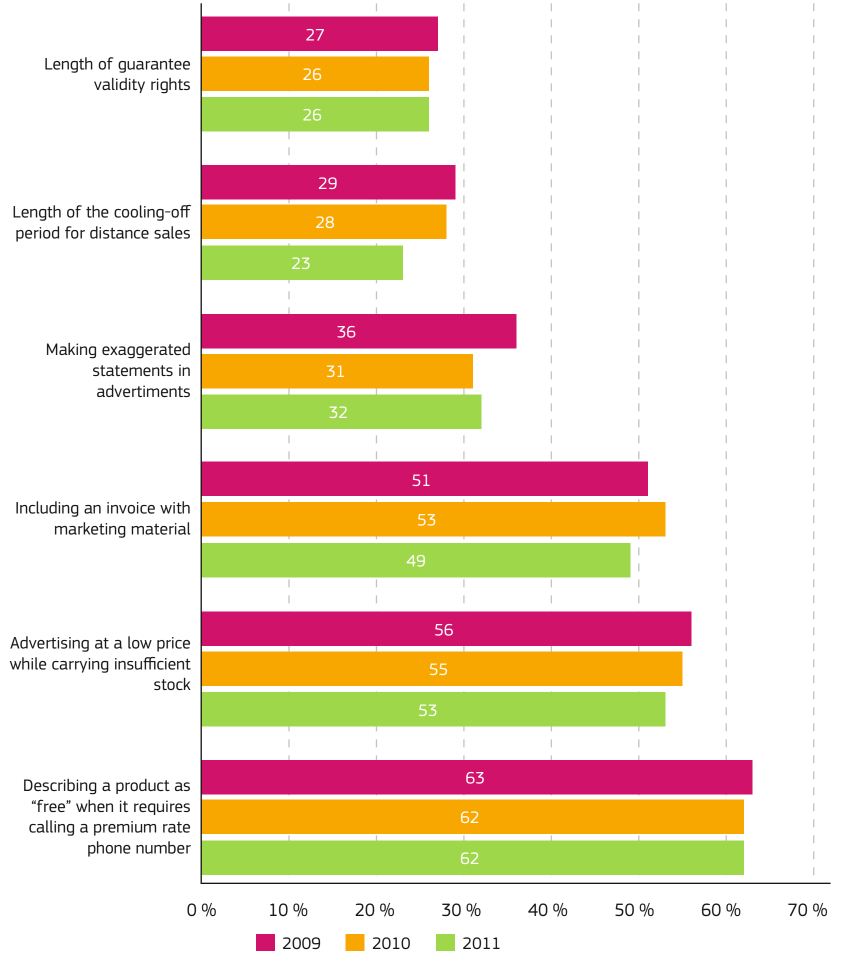
The actual awareness of legal obligations towards consumers remains disappointingly low, and is even lower than consumers' awareness of their own rights. In addition, the levels of knowledge have not improved in recent years.

Only about a quarter of retailers (27 %) know the correct length of the period during which consumers have the right to return defective products to be repaired. Likewise, less than a third of EU retailers (29 %) are able to correctly indicate the length of the cooling-off period for distance sales in their country. Surprisingly, this proportion is just as low among retailers who use distance sales channels.

Retailers seem to be somewhat more knowledgeable about prohibited commercial practices. More than six out of ten retailers (63 %) are aware that it is prohibited to call a product 'free', although it is only freely available to customers calling a premium rate phone number. Over half of retailers correctly answer that is prohibited to include an invoice in marketing material (51 %) and to advertise products at a very low price in comparison to other products while carrying insufficient stock (56 %).

[51] http://ec.europa.eu/consumers/consumer_empowerment/docs/swd_consumer_empowerment_eu_en.pdf

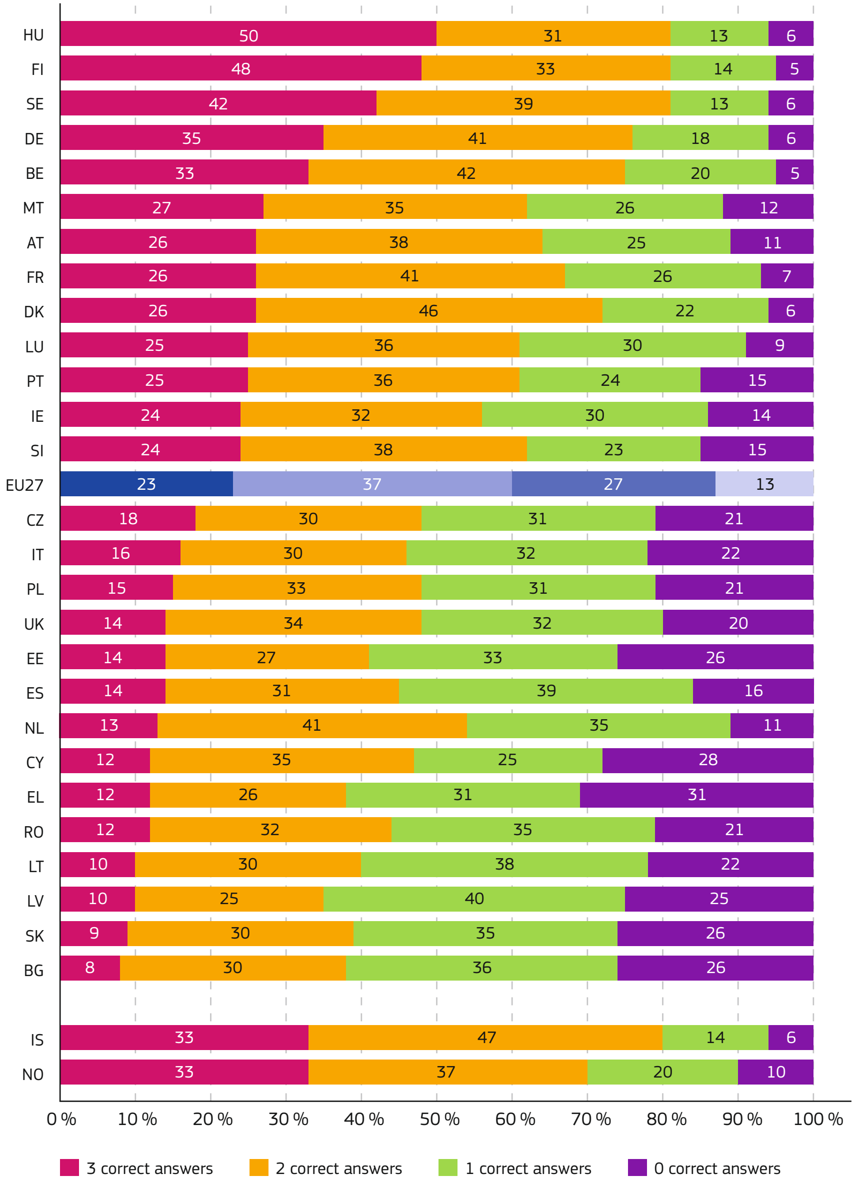
Figure 44: Retailers' knowledge of consumer legislation, 2011 (% of retailers who gave a correct answer)



Source: EB 331

However, only a quarter of retailers (23 %) correctly identified all three prohibited commercial practices, while 13 % of respondents did not give a single correct answer. The highest levels of knowledge are observed in Hungary (50 % three correct answers), Finland (48 %) and Sweden (42 %). Conversely, the highest proportions of retailers not identifying a single practice as prohibited are recorded in Greece (31 %), Cyprus (28 %), Bulgaria (26 %), Estonia (26 %) and Slovakia (26 %).

Figure 45: Retailers' knowledge of prohibited commercial practices – country differences, 2011 (% of retailers who gave a correct answer)



Source: EB 331

3.5. Problems, complaints and redress

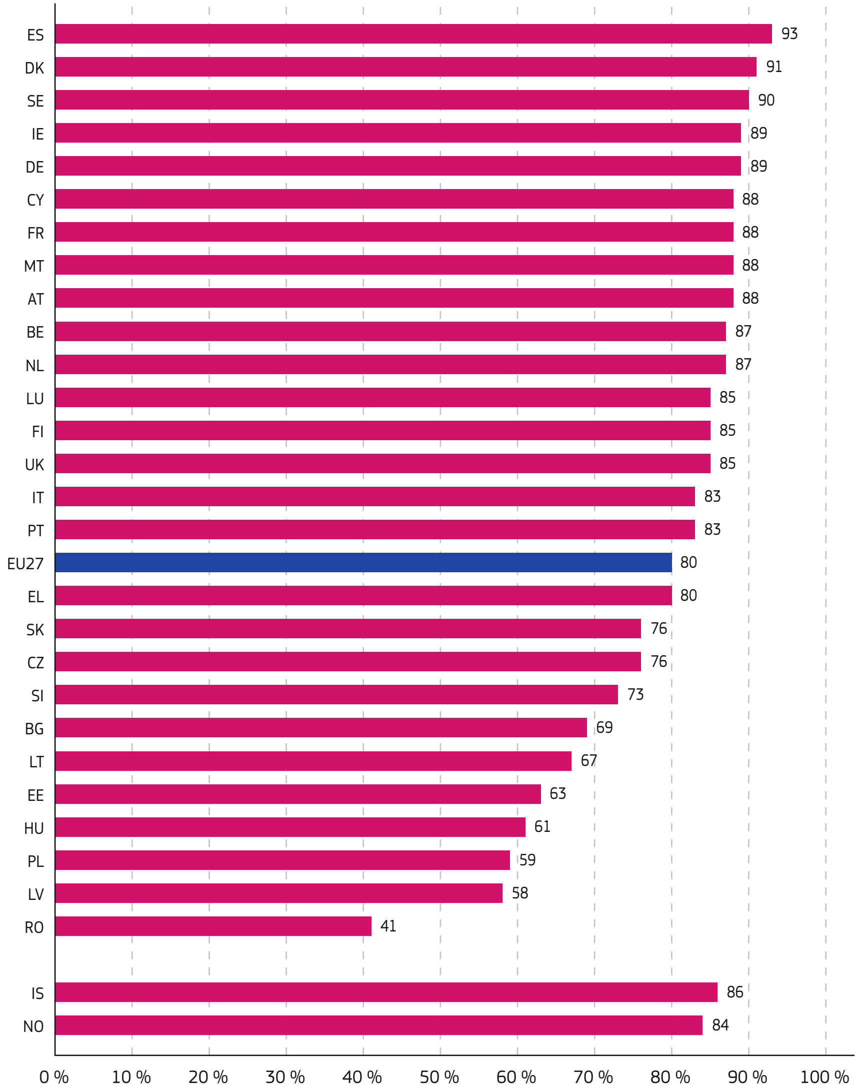
3.5.1. Problems and complaints

In 2011, 17 % of EU consumers report that they have encountered problems when buying something in their country (same proportion as in 2010). The overall financial loss incurred by European consumers as a result of problems they have encountered has been estimated by the 2011 empowerment report at 4 % of EU GDP.

Encouragingly, those who experienced problems were more likely to complain to a seller, provider or manufacturer (80 % compared to 77 % in 2010), which can be interpreted as a sign of growing consumer empowerment. Consumers in Spain (93 %), Denmark (91 %) and Sweden (90 %) were the most likely to complain, as compared to 41 % in Romania, 58 % in Latvia and 59 % in Poland.

Figure 46: Complaining in case of problems, 2011 (% of consumers who encountered a problem)

In the past 12 months, have you encountered any problem when you bought something in your country.and you complained about it to the seller/provider/manufacturer?



Source: EB 332

In most cases, consumers do not complain because the financial loss is limited (42 %), they do not expect to get a satisfactory solution to their problem (35 %) and they consider it too time-consuming to complain (27 %). Less than two out of ten respondents were not sure of their rights as a consumer (15 %), tried to complain about other problems in the past but were not successful (11 %) or did not know where to complain (10 %). It is important to encourage consumers to communicate their problems and to seek solutions, since this provides benefits not only to consumers themselves but also to the market as a whole. If consumers do not complain when they experience a problem, redress is denied to them and businesses lose valuable feedback.

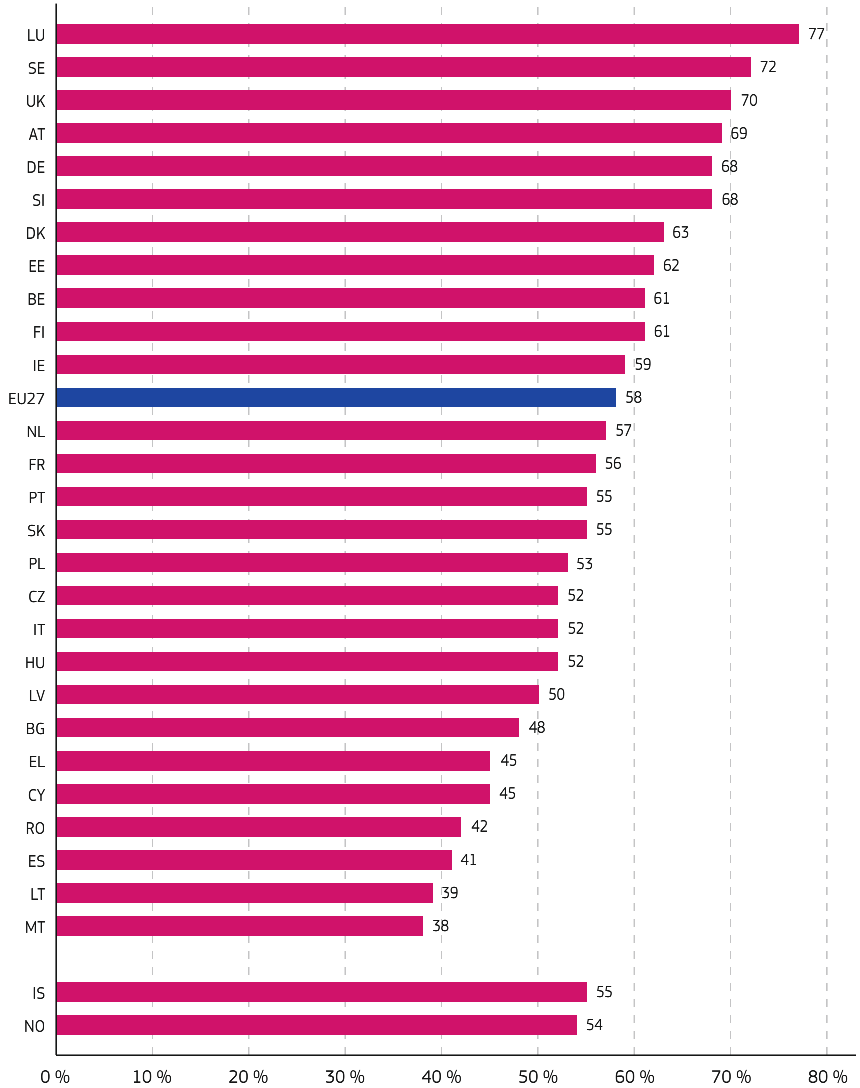
In addition to survey data, third-party organisations in all EU countries (national authorities, regulators, consumer organisations, alternative dispute resolution bodies, etc.) collect and analyse hard data on consumer complaints. To ensure greater comparability and thus better monitoring of consumer markets, the Commission services have been supporting national partners in the implementation of the Commission Recommendation on the use of a harmonised methodology for classifying complaints[52]. This includes dedicated country workshops as well as financial and technical support (in particular, free software made available to all interested parties).

Poor handling of complaints by companies is both a source of harm to consumers and a missed opportunity to reinforce consumer loyalty. In 2011, considerably more EU consumers were satisfied with the way their complaints were handled (58 % vs. 52 % in 2010). However, there are big differences between countries. 70 % or more consumers in Luxembourg (77 %), Sweden (72 %) and the UK (70 %) are satisfied with complaint handling, compared to 38 % in Malta, 39 % in Lithuania, 41 % in Spain and 42 % in Romania. There is a moderate positive correlation between the propensity to complain and satisfaction with complaint handling (correlation coefficient is 0.3), i.e. in countries where consumers are more satisfied with the way the complaints are handled by the companies, they are also more likely to complain when they experience problems.

[52] http://ec.europa.eu/consumers/strategy/docs/consumer-complaint-recommendation_en.pdf

Figure 47: Satisfaction with complaint handling, 2011 (% of consumers who made a complaint)

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

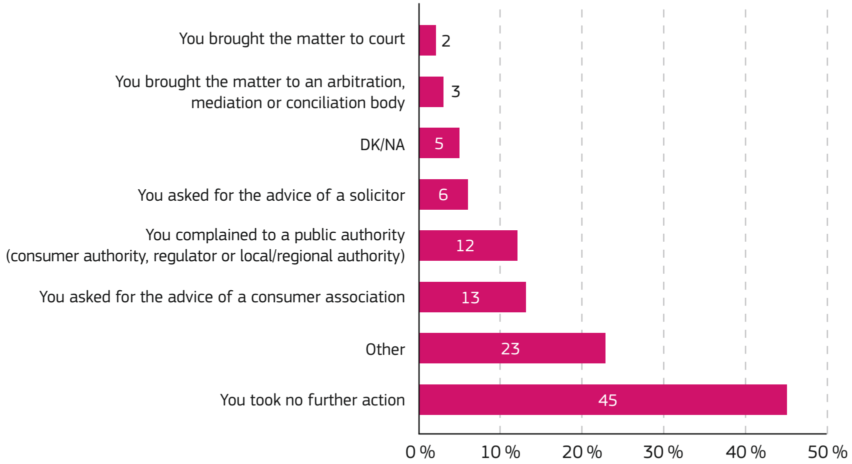


Source: EB 332

Yet, almost half (45 %) of those who were not satisfied did not seek further redress. A minority seek advice from consumer associations (13 %) or complain to public authorities (12 %).

Figure 48: Actions taken by consumers after their complaints were not dealt with in a satisfactory manner, 2011 (% of consumers who were not satisfied with how their complaint was handled)

How did you proceed further?



Source: EB 332

3.5.2. Dispute resolution

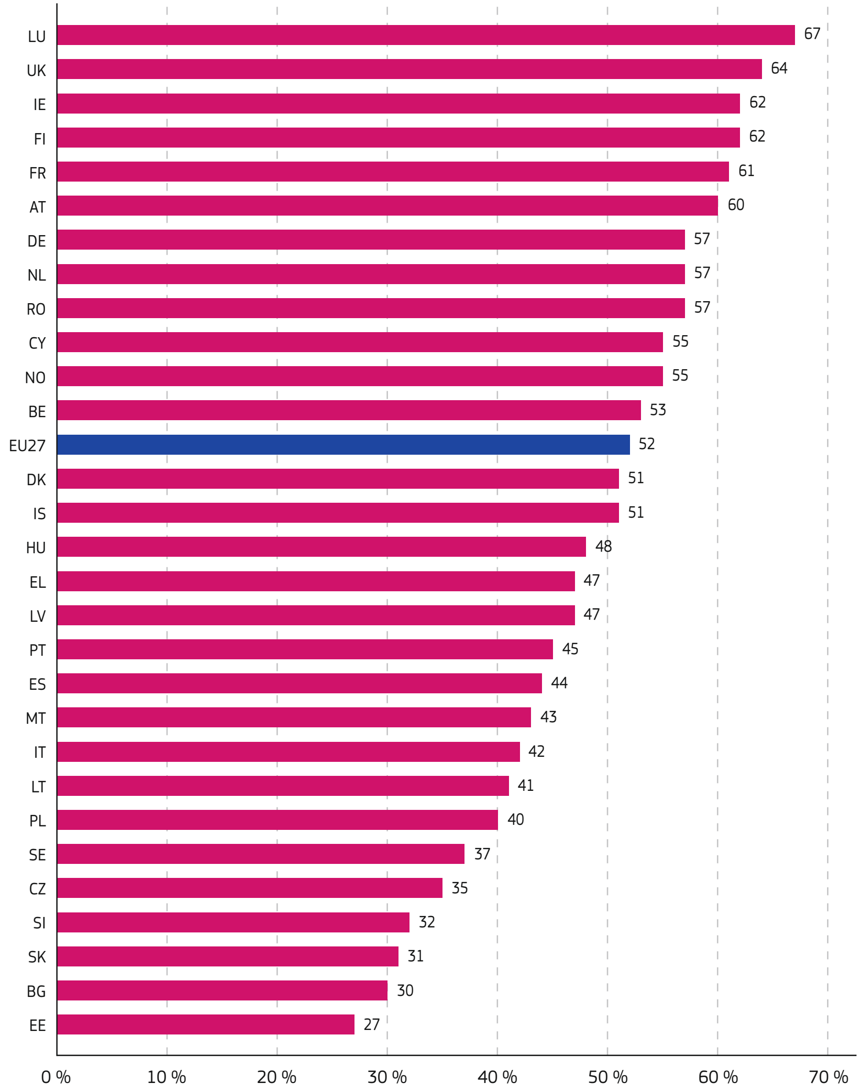
The public perception of redress mechanisms has improved in 2011. Slightly more than half of EU consumers (52%) find it easy to resolve disputes with sellers/providers through alternative dispute resolution, which represents an increase of 4 percentage points since 2010. Over 6 out of 10 consumers in Luxembourg (67%), the UK (64%), Ireland (62%) Finland (62%) and France (61%) share this view, compared to less than a third in Estonia (27%) Bulgaria (30%), Slovakia (31%) and Slovenia (32%).

Yet, the business awareness and actual use of alternative dispute resolution remains low. Only 10% of retailers have used ADR mechanisms to resolve disputes with consumers in the past two years, and only a fifth of them (or 2% of all retailers) have used such mechanisms on a regular basis. ADR mechanisms have been used most frequently by retailers in Slovenia (23%), Denmark (20%) and Norway (19%).

This is only marginally higher than in 2009 and 2010, when 8% and 9% of retailers, respectively, reported that they had used ADR. In addition, a significant proportion of retailers (40%) are not even aware of any ADR mechanisms, and this figure has not improved in the past three years.

Figure 49: % of people who agree that it is easy to resolve disputes with sellers/providers through ADR mechanisms, 2011

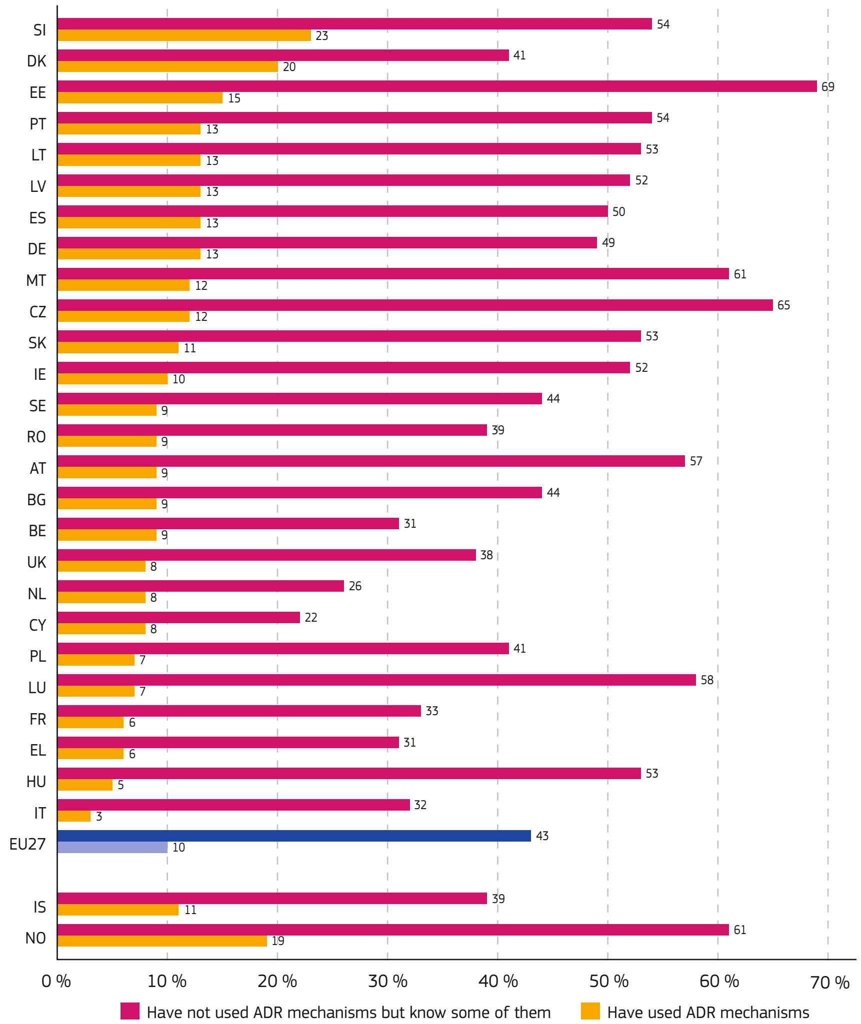
(In your country) it is easy to resolve disputes with sellers/providers through an arbitration, mediation or conciliation body (malfunctioning goods, late/non-delivery, etc.)



Source: EB 332

Figure 50: Retailers' knowledge and use of ADR mechanisms, 2011 (% of retailers)

In the past two years, have you used Alternative Dispute Resolution (ADR) mechanisms (i.e. arbitrators, mediators, ombudsmen, conciliation bodies, consumer complaints boards, other out-of-court dispute resolution bodies) to settle disputes with customers? (multiple answers possible)



Source: EB 331

In most Member States, ADR entities exist only in some sectors or in specific regions. As a result, European consumers do not enjoy the same level of access to out-of-court resolution across the EU. Only about half of the existing ADR entities are notified to the Commission as meeting the quality criteria set in two Commission Recommendations. Also, there is currently no obligation for national public authorities to regularly monitor the use and effectiveness of the ADR entities, in particular in terms of the common quality criteria contained in the Commission Recommendations. As for online dispute resolution, very few existing entities in the EU offer the option of handling the entire dispute resolution process online. The Commission adopted a proposal to address these issues in November 2011 (see chapter 2). Properly functioning ADR across the EU should boost consumer confidence in the internal market. According to estimates, if EU consumers can rely on effective and transparent ADR for all their disputes they could save around €22.5 billion, corresponding to 0.19% of EU GDP.

As for dispute resolution though the courts, 4 out of 10 EU consumers (38%) find the procedure easy, which is an increase of 5 percentage points compared to 2010. This figure ranges from 52% in France, 48% in Luxembourg and 47% in Austria to 10% in Slovenia and 12% in Estonia.

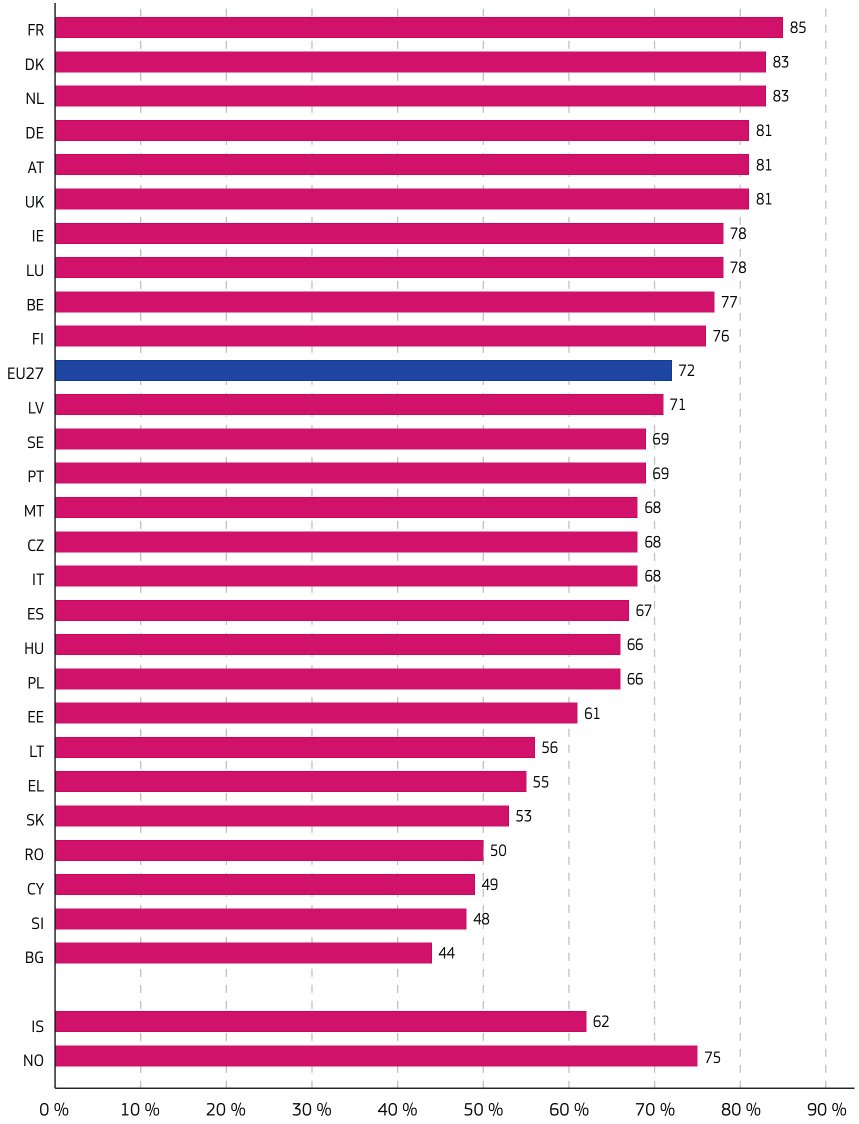
3.6. Consumer organisations

Consumer organisations have a key role in representing consumer interests, improving the level of consumer empowerment and identifying market problems. More than seven out of ten EU consumers (72%) say they have confidence in independent consumer organisations to protect their rights, as compared to 62% who trust public authorities. Almost six out of ten EU retailers (57%) believe that NGOs actively monitor compliance with consumer legislation in their sector (a decrease of 4 percentage points since 2010).

The situation of consumer NGOs and the way in which they are perceived differ significantly across the EU. Consumer trust in independent consumer organisations is over 80% in France (85%), Denmark (83%), the Netherlands (83%), the UK (81%), Germany (81%) and Austria (81%). However, in some of the Member States that joined the EU after 2004, this percentage is much lower (e.g. 44% in Bulgaria, 48% in Slovenia and 49% in Cyprus) (Figure 51).

Figure 51: Trust in independent consumer organisations, 2011 (% of consumers)

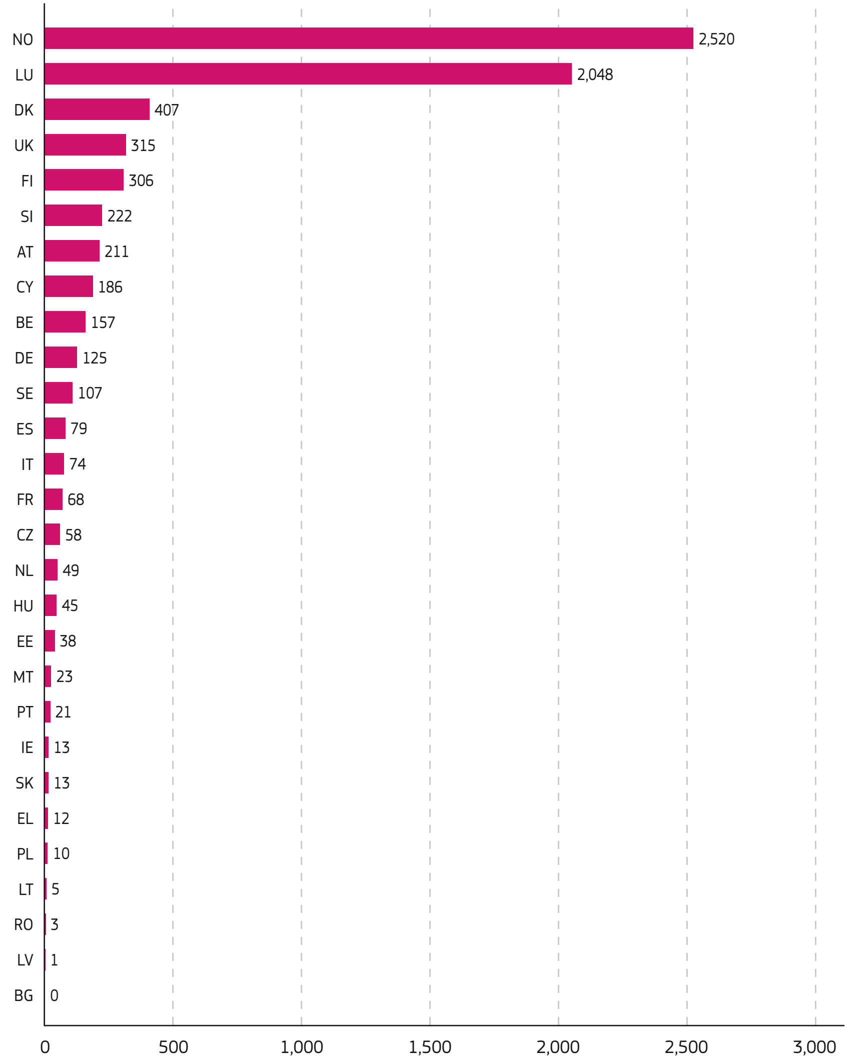
In (your country), you trust independent consumer organisations to protect your rights as a consumer



Source: EB 332

Likewise, national public funding to consumer organisations ranges from €5 or less per 1,000 inhabitants in Bulgaria, Latvia, Romania and Lithuania to over €2,000 per 1,000 inhabitants in Norway and Luxembourg.

Figure 52: National public funding to consumer organisations, 2011 (in euro per 1,000 inhabitants)



Source: Information provided by Member States

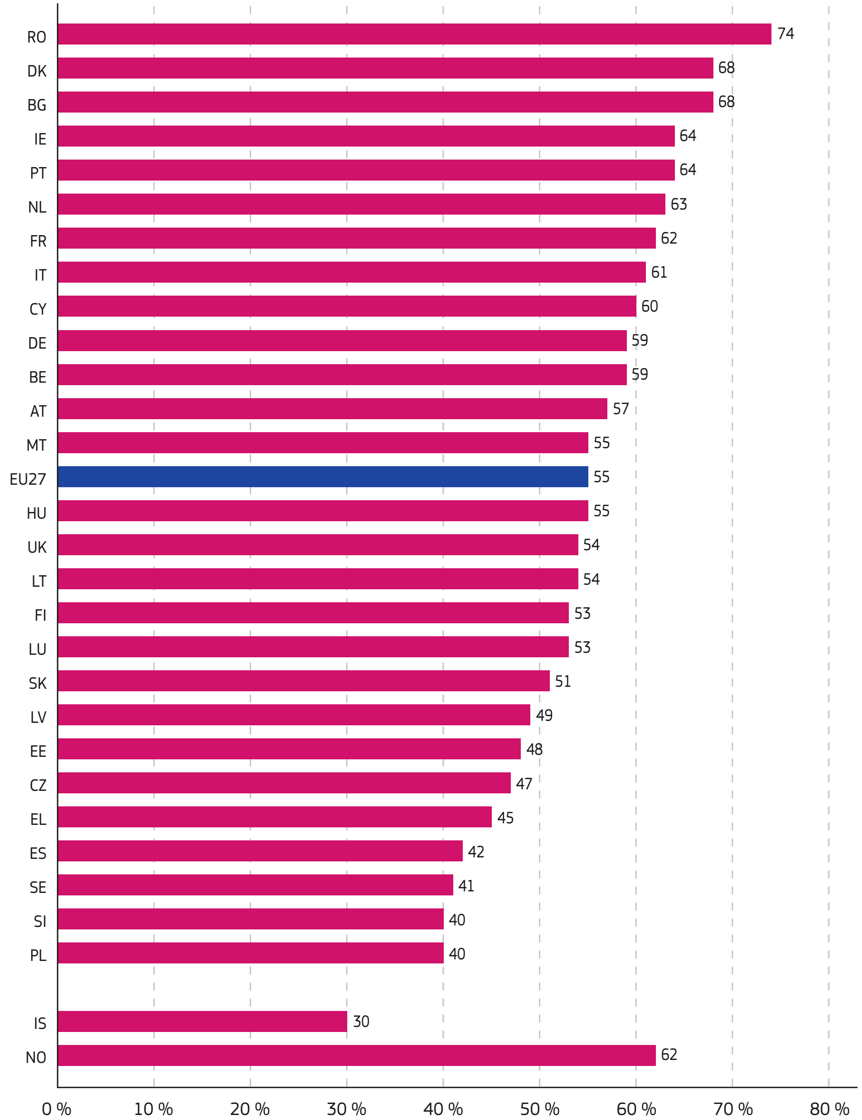
3.7. Media

Media coverage of consumer issues can increase awareness of consumer rights, help consumers to recognise unfair commercial practices, teach consumers the benefits of complaining when they have a case, and show them how to obtain redress.

It is therefore encouraging that over a half (55%) of consumers regularly watch TV programmes or listen to radio programmes related to consumer issues. This percentage ranges from over two-thirds in Romania (74%), Denmark (68%) and Bulgaria (68%) to 30% in Iceland and 40% in Poland and Slovenia (Figure 53). In addition, 41% of respondents have changed their consumer behaviour as a result of a media story (e.g. changed shop or product).

Figure 53: Watching/listening to TV or radio programmes on consumer issues, 2011 (% of consumers)

You regularly watch/listen to TV or Radio programmes related to consumer issues

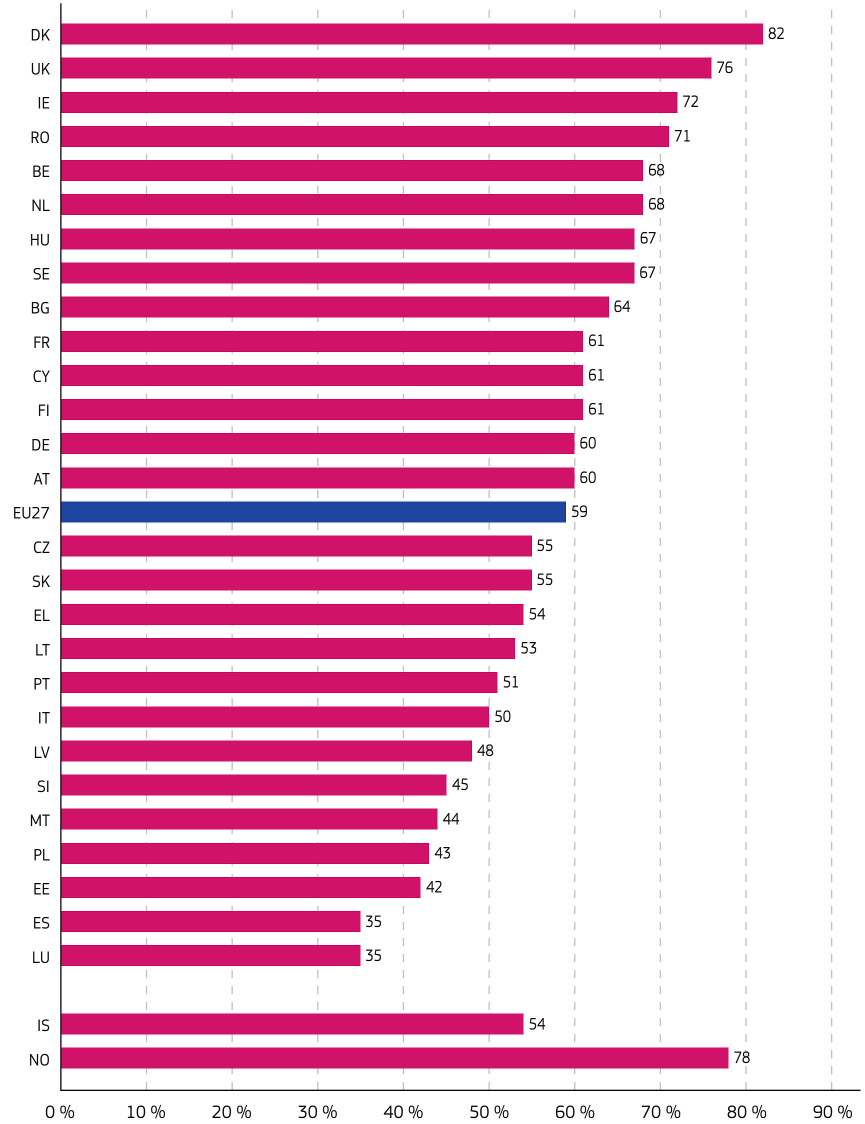


Source: EB 332

Fewer retailers now agree (59%) that the media regularly report on businesses that do not comply consumer legislation than did so in 2010 (66%). Retailers in Denmark (82%), Norway (78%) and the UK (76%) are the most likely to agree with this statement, against 35% in Luxembourg and Spain and 42% in Estonia.

Figure 54: Media regularly reporting on businesses which do not respect consumer legislation, 2011 (% of retailers)

The media regularly report on businesses which do not respect consumer legislation



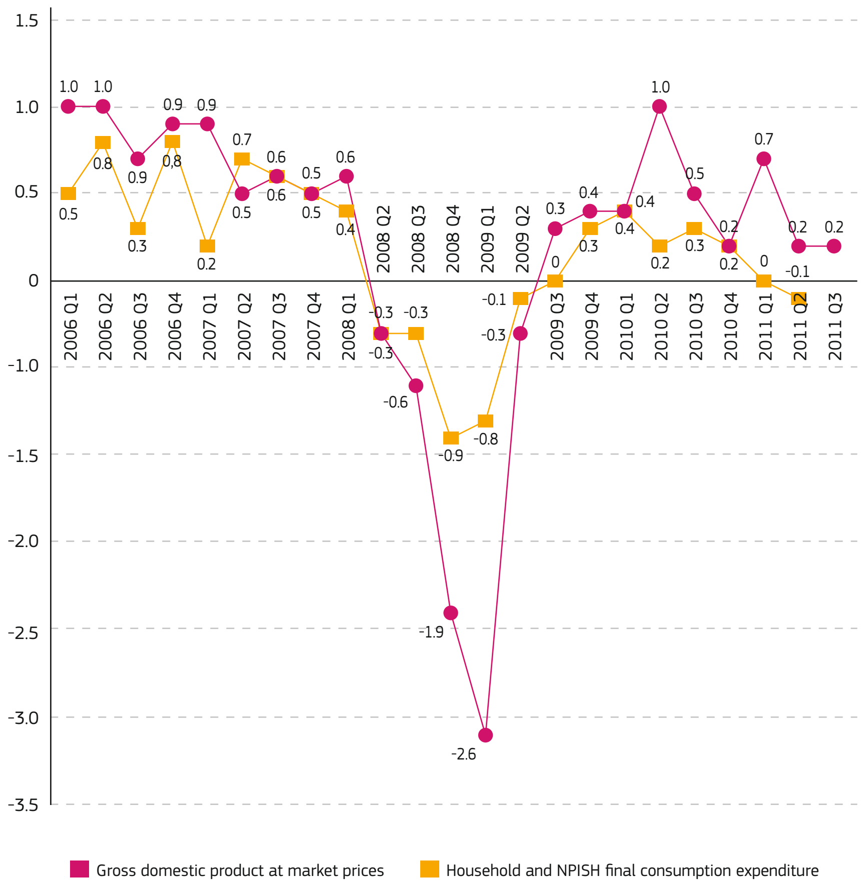
Source: EB 331

3.8. Consumer affordability

The ability of consumers 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 depends on developments in the gross adjusted disposable income available to households, GDP and household consumption. The gross adjusted disposable 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. Overall consumer expenditure is defined as household final consumption expenditures, including non-profit institution serving households (NPISH). The three indicators are interrelated and in most cases evolve in the same direction and often at a similar rate.

After the deep crisis that affected European economies in 2009, which led to a significant decrease in GDP, it began to grow again in 2010 and the first three quarters of 2011, although such growth was rather weak.

Figure 55: GDP at market prices and household and NPISH final consumption expenditures in EU 27 (real % changes on previous period, 2006 Q1-2011 Q3, seasonally adjusted)



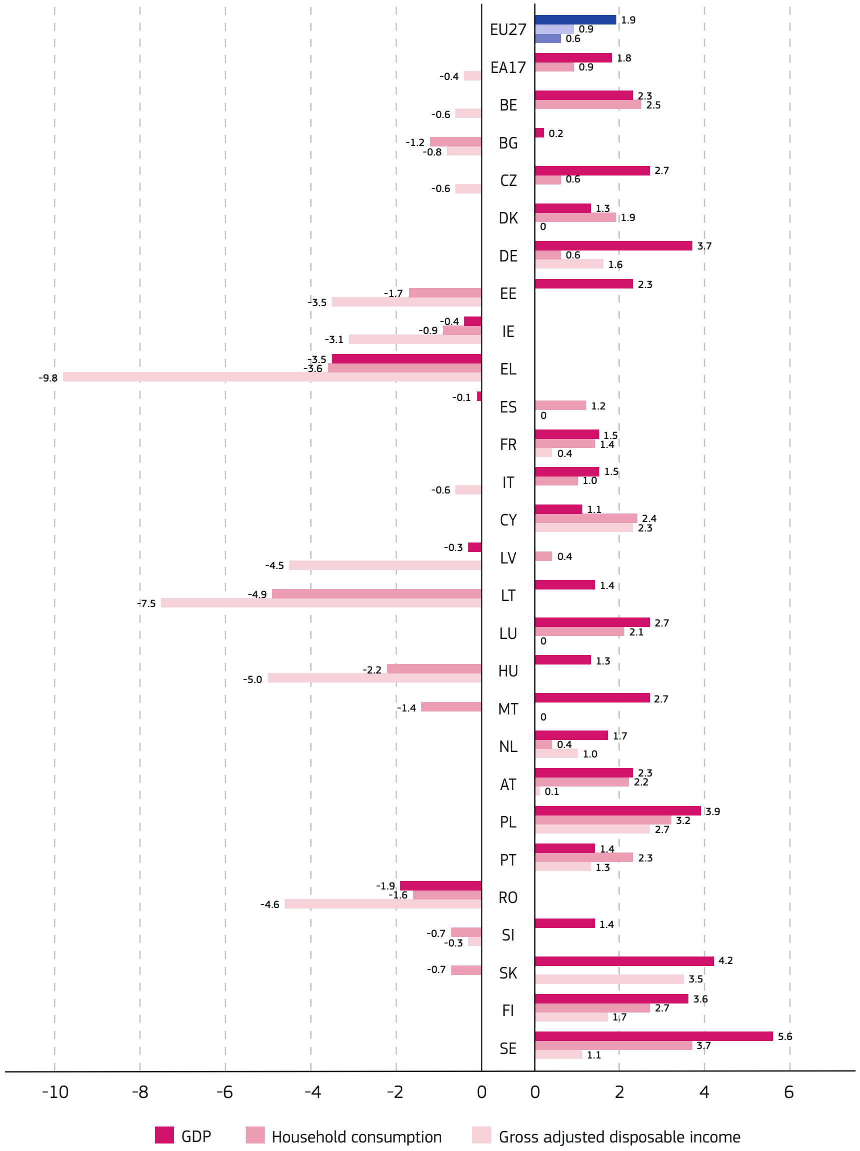
Source: Eurostat (nama_gdp_c)

However, this slight upturn of GDP, recorded in the EU and in most of the Member States, was not passed on in full to households and consumers. In fact, both household consumption and gross adjusted disposable income grew more slowly in the EU27, and in several countries even saw a marked decline.

Overall consumer expenditure grew less than GDP, and actually turned negative again in the second quarter of 2011 (the most recent available data at the time of going to press). As a matter of fact, household consumption expenditures showed less volatility than GDP and recorded often smaller rates of growth, in absolute value terms, during both recession (as in 2009, for instance) and growth.

The gross adjusted disposable income increased only very slightly in EU27, but fell in 12 countries. The biggest reductions were recorded in Greece, the Baltic Countries, Hungary, Romania and Ireland. The difference between the trend of GDP volume and the trend in gross adjusted disposable income could be due *inter alia* to changes in fiscal policy (higher taxes, and/or reduced social transfers in kind provided by the government) or changes in transfers from other countries.

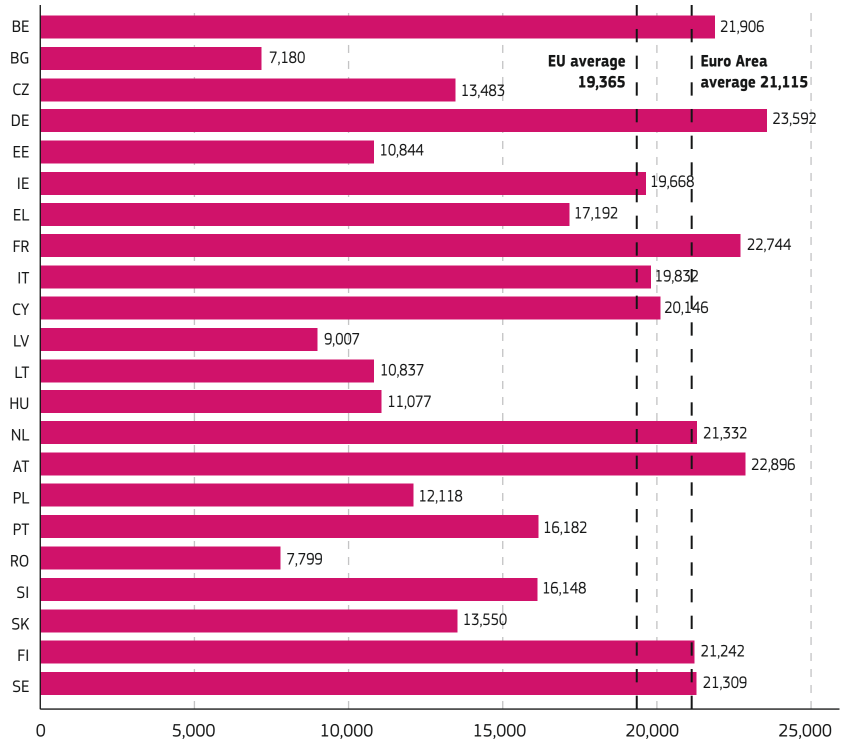
Figure 56: GDP at market prices, household and NPISH expenditures and adjusted gross disposable income of households per capita by Member State (real % changes on previous period, 2010)



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

As with the previous two Scoreboards, the ability of consumers to afford the same goods and services continues to vary very significantly across the EU. There are huge differences in the level of the gross adjusted disposable income of households per capita, measured in Purchasing Power Standards (PPS), which takes account of differences due to different price levels between countries; they range from Bulgaria (7,180) to Germany (23,592). It is greater than the EU average (19,365) in just nine Member States (Belgium, Germany, France, Italy, Cyprus, the Netherlands, Austria, Finland and Sweden), and it is less than half of the EU average in three Member States (Bulgaria, Latvia and Romania).

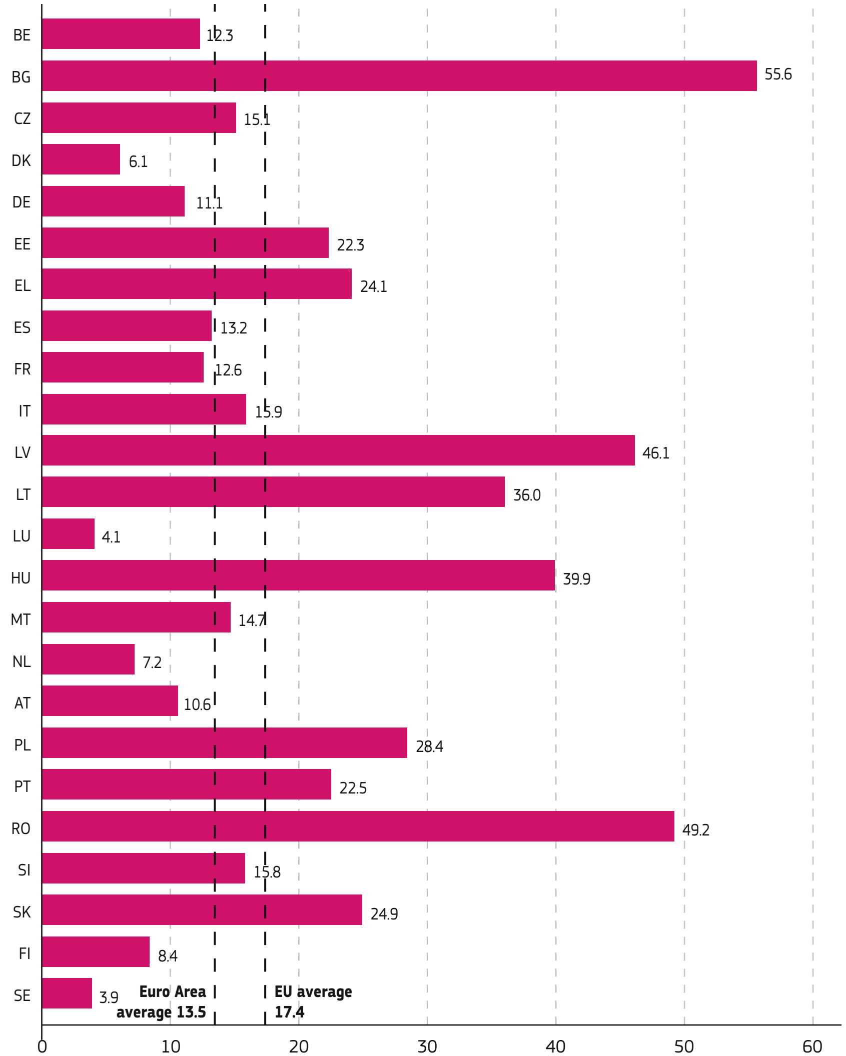
Figure 57: Gross adjusted disposable income of households per capita by Member State (Purchasing Power Standards, 2010)



Source: Eurostat (nasa_nf_tr)

The material deprivation rate monitors the share of the most materially deprived consumers in the EU. It reflects the percentage of the population who cannot afford to purchase at least three of the nine following items: unexpected expenses, a one-week annual holiday away from home, mortgage or utility bills, a meal with meat, chicken or fish every second day, or keep their home warm enough, have a washing machine, a colour TV, a telephone or a personal car. The material deprivation rate ranges from 3.9 % in Sweden to 55.6 % in Bulgaria, with the EU average equal to 17.4 %.

Figure 58: Material Deprivation Rate, 2010



Source: Eurostat (ilc_sip8)

ANNEX

Country consumer statistics

The Country Consumer Statistics provide detailed indicators related to the enforcement of consumer and product safety legislation and to consumer empowerment for each Member State, plus Iceland and Norway. In addition to the 2011 data, figures for previous years (2008–2010) are also presented.

The majority of the data comes from the annual Eurobarometer surveys of consumers[53] and retailers[54]. Additional data include the annual reports on the operation of the Rapid Alert System for non-food dangerous products (RAPEX)[55] and information provided by Member States on "sweeps"[56] and public funding for national consumer organisations.

The data included in the country statistics are rounded to the nearest integer. When a country scores among the two highest or two lowest values in the EU on a given indicator, this is specifically mentioned.

[53] The latest Flash Eurobarometer 332 "Consumer attitudes towards cross-border trade and consumer protection" was conducted using telephone interviews (fixed-line and mobile phone), in September 2011, among EU respondents of at least 15 years old. As in the previous years, the sample size was around 1,000 respondents per country (around 500 interviews were conducted in CY, EE, IS, LU and MT) and the margins of error are the same. At a 95% confidence level, the margin of error ranges between +/− 1.4% and +/− 3.1% for sample sizes of 1,000 respondents. Previous waves are Flash Eurobarometer No 299 in 2010, Flash Eurobarometer No 282 in 2009 and Special Eurobarometer No 298 in 2008.

[54] The latest Flash Eurobarometer 331 "Retailers' attitudes towards cross-border trade and consumer protection" was conducted using telephone interviews, in September – October 2011, among companies employing 10 or more persons operating in EU, Iceland and Norway. Micro enterprises (with 1–9 employees) have been excluded from the survey as they are considerably more difficult to survey and less likely to have experience with cross-border and distance sales. The sample size of the survey was increased from 250 interviews in previous years to around 400 i (240 in Cyprus, 214 in Luxembourg, 204 in Iceland and 175 in Malta), so 2011 results have smaller margins of error for most countries. At a 95% confidence level, the margin of error ranges between +/− 2.9% and +/− 4.9% for sample sizes of 400 respondents. Previous waves are Flash Eurobarometer No 300 in 2010, Flash Eurobarometer 278 in 2009 and Flash Eurobarometer No 224 in 2008.

[55] Rapex annual report 2011 is available at:
http://ec.europa.eu/consumers/safety/rapex/docs/2011_rapex_report_en.pdf

[56] "Sweeps" are joint investigations to enforce EU law. They are coordinated by the EU and carried out by national enforcement authorities who conduct simultaneous, coordinated checks for breaches in consumer law in a particular sector. The figures are not exhaustive or statistically representative as some Member States looked at sites they knew to be problematic rather than random samples.

Country Consumer Statistics

	COUNTRY CONSUMER STATISTICS	EU27					
		European Union	Previous results			EU averages 2011	
		2011	2010	2009	2008	EU12	EU15
	Consumer Conditions Index	62	61	55	57		
	Percentage of consumers who feel adequately protected by existing measures*	58%	57%	55%	51%	50%	60%
1	ENFORCEMENT						
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	62%	62%	55%	54%	52%	64%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	65%	65%	58%	59%	58%	67%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	46%	43%	54%	42%	48%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	29%	29%	36%	27%	35%	27%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	31%	25%	28%	NA	48%	27%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	23%	20%	12%	NA	37%	21%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	88%	59%	NA	NA	NA	NA
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	70%	NA	NA	NA	NA	NA
	PRODUCT SAFETY						
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	1,556	1,963	1,687	1,537	NA	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	25%	20%	25%	18%	31%	24%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	17%	17%	16%	16%	24%	18%
1.12	Percentage of retailers whose products were checked by authorities**	50%	27%	29%	44%	53%	49%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	13%	9%	9%	21%	10%	10%
1.14	Percentage of consumers who have been personally affected by a product recall*	18%	15%	10%	10%	25%	17%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	47%	42%	38%	45%	42%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	17%	11%	12%	14%	17%	16%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION						
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	71%	NA	NA	NA	73%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	29%	28%	23%	NA	20%	31%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	27%	30%	26%	NA	25%	28%
2	CONSUMER EMPOWERMENT						
	PROBLEMS AND COMPLAINTS						
2.1	Percentage of consumers who have encountered problems when buying something*	17%	16%	14%	22%	21%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	14%	13%	10%	16%	13%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	20%	23%	28%	27%	39%	13%
2.4	Percentage of consumers who were satisfied with complaint handling*	58%	52%	50%	51%	50%	59%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	45%	46%	46%	51%	52%	43%

	COUNTRY CONSUMER STATISTICS	EU27					
		European Union	Previous results			EU averages 2011	
		2011	2010	2009	2008	EU12	EU15
	REDRESS						
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	52%	48%	37%	39%	42%	54%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	38%	33%	23%	30%	30%	40%
2.8	Percentage of retailers who have used ADR mechanisms**	10%	10%	9%	19%	10%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS						
2.9	Percentage of consumers who know of cooling-off period in distance selling*	70%	NA	NA	NA	69%	71%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	51%	NA	NA	NA	50%	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	35%	NA	NA	NA	34%	35%
	MEDIA						
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	55%	NA	NA	NA	53%	56%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	41%	41%	39%	NA	42%	41%
	SUSTAINABLE CONSUMPTION						
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	29%	32%	NA	NA	28%	29%
	CONSUMER ORGANISATIONS & INFORMATION						
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	72%	69%	64%	64%	60%	76%
2.16	Difference between trust in consumer organisations and trust in public authorities*	10%	7%	9%	10%	8%	12%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	Data from CPN	157	NA	NA	NA	NA

- EU-wide, the consumer conditions index has seen a slight increase (of almost 2 points) in 2011 compared to the previous year, which continues the positive trend after the fall in 2009.

- There has been a slight increase in trust in consumer organisations (72% vs. 69% in 2010) and satisfaction with existing consumer protection measures (58% vs. 57% in 2010). The levels of consumer trust in public authorities (62%) and in sellers/providers (65%) have remained stable.

- More consumers came across misleading or deceptive advertisements/offers in 2011 (46% compared to 43% in 2010) while the prevalence of fraudulent advertisements/offers has remained unchanged at 29%. A smaller but increasing share of retailers came across the same practices: 31% of them (25% in 2010) reported misleading or deceptive advertisements/offers and 23% (20% in 2010) reported fraudulent practices.

- 17% of consumers encountered problems when buying something in their country (vs. 16% in 2010). Those who experienced problems were more likely to complain about them (80% compared to 77% in 2010). In addition, there has been a significant increase in the number of consumers who were satisfied with complaint handling (from 52% to 58%).

- The perception of the means of redress improved further in 2011, continuing the upward trend since 2008. More consumers find it easy to resolve disputes with sellers/providers through ADR (52% vs. 48% in 2010) and through courts (38% vs. 33% in 2010). Yet, actual use of ADR by retailers remains low (10%).

- On the other hand, slightly fewer consumers (68% vs. 70% in 2010) are confident in the safety of products.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Austria

		Austria	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	70	67	64	61	62
	Percentage of consumers who feel adequately protected by existing measures*	84%	79%	66%	61%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	77%	77%	67%	68%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	84%	80%	73%	66%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	51%	58%	56%	39%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	41%	51%	39%	28%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	30%	32%	28%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	22%	15%	14%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	20%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	60%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	14	29	21	17	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	13%	10%	19%	13%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	20%	7%	8%	9%	17%
1.12	Percentage of retailers whose products were checked by authorities**	39%	21%	16%	29%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	9%	10%	7%	18%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	18%	11%	11%	14%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	33%	20%	29%	38%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	21%	12%	11%	28%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	75%	NA	NA	NA	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	9%	6%	9%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	33%	32%	35%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	11%	10%	7%	27%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	10%	10%	6%	16%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	12%	5%	14%	41%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	69%	50%	59%	68%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	54%	44%	66%	39%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	60%	57%	42%	38%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	47%	39%	32%	28%	38%

		Austria	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	9%	8%	8%	19%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	75%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	45%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	42%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	57%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	40%	36%	29%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	34%	42%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	81%	80%	77%	71%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	4%	3%	11%	3%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	Data from CPN	212	NA	NA	NA

- Austria has experienced an increase in its Consumer Conditions Index, from 67 in 2010 to 70 in 2011.
- Most consumers in Austria (as many as 84% of them, the highest percentage in the EU) considered themselves to be adequately protected by the existing measures. Austria also has the highest EU percentage of consumers who trust sellers/providers to respect their rights as consumers (84%).
- Austria had the lowest percentage of retailers who came across exaggerated environmental claims (8%). At the same time, the percentage of consumers who came across fraudulent advertisements/offers was the second highest in the EU (41%)
- In Austria, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation.
- Only 11% of consumers encountered problems when buying something, the lowest percentage in the EU. The percentage of consumers who have made a complaint to a seller/provider was also low (10%, the second lowest in the EU). At the same time, consumer empowerment was the second highest in the EU, as only 9% of consumers who had a reason to complain did not do so.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Belgium

		Belgium	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	68	61	57	66	62
	Percentage of consumers who feel adequately protected by existing measures*	67%	53%	53%	61%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	69%	58%	48%	60%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	75%	70%	66%	78%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	38%	40%	48%	36%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	26%	19%	20%	20%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	12%	23%	21%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	16%	15%	21%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	83%	54%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	96%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	8	14	3	17	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	21%	8%	14%	11%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	18%	12%	5%	6%	17%
1.12	Percentage of retailers whose products were checked by authorities**	61%	40%	42%	53%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	21%	12%	35%	39%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	19%	17%	15%	10%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	44%	33%	32%	46%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	19%	11%	34%	25%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	66%	NA	NA	NA	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	12%	22%	25%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	32%	26%	25%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	12%	11%	10%	22%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	10%	9%	8%	14%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	13%	16%	15%	36%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	61%	55%	50%	51%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	49%	47%	31%	58%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	53%	40%	29%	51%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	44%	30%	20%	41%	38%

		Belgium	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	9%	7%	8%	12%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	65%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	51%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	44%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	59%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	59%	33%	31	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	36%	47%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	77%	69%	58%	77%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	8%	11%	9%	17%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	157	157	NA	NA	NA

- Belgium has experienced a significant increase in its Consumer Conditions Index, from 61 in 2010 to 68 in 2011.
- Belgium has the second lowest EU percentages of retailers who came across misleading or deceptive (12%) and fraudulent ones (16%) advertisements/offers.
- Belgian authorities made only 8 RAPEX notifications on products posing a serious risk to the health and safety, the lowest number in the EU. At the same time, the authorities checked the products of 61% of retailers, the second highest percentage in the EU. Belgium also had the second highest EU percentage of retailers who had their products recalled or withdrawn (21%)
- Only 12% of consumers reported having encountered a problem when buying something, the second lowest percentage in the EU. The percentage of consumers who have made a complaint to a seller/provider was also low (10%, second lowest in the EU). These results are in line with the figures for 2010.
- The percentage of consumers who have changed their behaviour as a result of a media story was the highest in the EU (59%).

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Bulgaria

		Bulgaria	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	49	42	37	38	62
	Percentage of consumers who feel adequately protected by existing measures*	32%	27%	23%	13%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	54%	42%	38%	27%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	41%	34%	26%	20%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	51%	46%	52%	23%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	36%	34%	42%	17%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	54%	51%	42%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	37%	40%	29%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	100%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	0%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	162	192	122	89	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	28%	28%	29%	15%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	18%	28%	36%	25%	17%
1.12	Percentage of retailers whose products were checked by authorities**	48%	37%	57%	41%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	6%	5%	9%	7%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	23%	16%	4%	2%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	49%	44%	30%	30%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	11%	13%	8%	8%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	73%	90%	94%	94%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	25%	17%	0%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	17%	18%	11%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	33%	31%	29%	14%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	23%	15%	17%	4%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	31%	52%	41%	71%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	48%	54%	39%	62%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	48%	68%	68%	78%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	30%	23%	16%	12%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	30%	19%	15%	12%	38%

		Bulgaria	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	9%	16%	11%	11%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	65%	19%	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	53%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	36%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	68%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	48%	37%	29%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	19%	17%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	44%	35%	31%	22%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	-10%	-7%	-7%	-5%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	Data from CPN	3	NA	NA	NA

- Bulgaria has experienced a significant increase in its Consumer Conditions Index, from 42 in 2010 to 49 in 2011.

- However, the percentage of consumers who feel adequately protected by existing measures is the second lowest in the EU (32%). Bulgaria also has the lowest EU percentages of consumers who trust sellers/providers to respect their rights as consumers (41%) and who trust consumer organisations to protect their rights (44%).

- A large proportion of retailers have encountered advertisements/offers in the market which are either fraudulent (37%, second highest percentage in the EU) or misleading/deceptive (54%, highest percentage in the EU).

- In Bulgaria, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation. In addition, no sites have been flagged for further investigation as a result of the sweep on consumer credit.

- Only 6% of Bulgarian retailers had their products recalled or withdrawn (the second lowest percentage in the EU).

- Bulgaria has the highest percentage of consumers who encountered problems when buying something (33%) and who made a complaint to a seller/provider (23%).

- The percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR is only 30%, the second lowest in the EU.

- The environmental impact of purchases influenced only 19% of consumers, the lowest in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Cyprus

		Cyprus	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	54	54	49	59	62
	Percentage of consumers who feel adequately protected by existing measures*	42%	44%	36%	52%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	60%	65%	54%	73%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	47%	49%	35%	53%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	48%	48%	58%	29%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	41%	40%	49%	24%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	35%	29%	39%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	33%	30%	40%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	50%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	100%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	73	178	103	44	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	20%	32%	39%	29%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	26%	26%	27%	21%	17%
1.12	Percentage of retailers whose products were checked by authorities**	52%	56%	46%	47%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	8%	9%	12%	17%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	39%	32%	32%	12%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	54%	69%	70%	54%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	16%	14%	13%	24%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	66%	86%	85%	67%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	3%	1%	1%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	12%	14%	13%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	18%	17%	19%	10%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	16%	13%	15%	10%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	12%	26%	22%	0%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	45%	35%	47%	48%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	43%	62%	46%	78%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	55%	61%	52%	50%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	32%	19%	20%	22%	38%

		Cyprus	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	8%	5%	7%	14%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	43%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	61%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	41%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	60%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	48%	45%	44%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	33%	35%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	49%	57%	55%	51%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	-11%	-8%	1%	-22%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	186	176	NA	NA	NA

- Cyprus had a stable Consumer Conditions Index: 54 (in 2010 and 2011).
- In Cyprus, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation. At the same time, the sweep on consumer credit revealed that all sites checked had to be flagged for further investigation.
- As in 2010, the percentage of consumers who have been personally affected by a product recall was the second highest in the EU (39%).
- Cyprus also continues to have the lowest percentage of retailers who managed to correctly identify the length of the "cooling-off" period for distant sales (3%).

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**** Rapex annual report 2011

Czech Republic

		Czech Republic	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	55	52	48	50	62
	Percentage of consumers who feel adequately protected by existing measures*	51%	47%	45%	48%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	43%	50%	44%	44%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	53%	51%	43%	49%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	57%	50%	57%	55%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	38%	37%	47%	41%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	49%	44%	42%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	32%	37%	30%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	73%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	90%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	13	13	32	30	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	19%	15%	20%	15%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	8%	9%	17%	22%	17%
1.12	Percentage of retailers whose products were checked by authorities**	39%	25%	21%	22%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	10%	8%	9%	5%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	18%	12%	5%	9%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	30%	46%	32%	22%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	8%	6%	12%	3%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	67%	91%	86%	88%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	49%	38%	28%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	43%	54%	65%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	24%	23%	21%	26%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	18%	16%	11%	11%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	24%	32%	47%	58%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	52%	42%	56%	68%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	54%	62%	69%	54%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	35%	28%	33%	25%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	28%	20%	25%	19%	38%

		Czech Republic	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	12%	14%	11%	19%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	81%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	87%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	32%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	47%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	35%	45%	39%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	23%	29%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	68%	51%	51%	62%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	25%	0%	7%	18%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	58	56	NA	NA	NA

- The Czech Republic has experienced an increase in its Consumer Conditions Index, from 52 (in 2010) to 55 (in 2011).
- In the Czech Republic, the sweep on the online sale of tickets for cultural and sporting events 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 retailers who have received consumer complaints about the safety of their products was the second lowest in the EU (8%).
- 24% of consumers encountered problems when buying something, the second highest percentage in the EU.
- The percentages of consumers who know the legal period for returning a defective product (87%) and the "cooling-off" period for distant sales (81%) are, respectively, the highest and second highest in the EU.
- 35% of consumers have changed their behaviour as a result of a media story, the second lowest in the EU.

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**** Rapex annual report 2011

Denmark

		Denmark	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	71	65	60	67	62
	Percentage of consumers who feel adequately protected by existing measures*	81%	72%	68%	73%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	78%	75%	70%	77%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	76%	77%	57%	57%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	36%	44%	55%	46%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	29%	33%	33%	28%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	32%	30%	28%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	19%	16%	23%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	0%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	82%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	48	35	32	9	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	15%	15%	21%	19%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	16%	12%	11%	7%	17%
1.12	Percentage of retailers whose products were checked by authorities**	43%	25%	34%	34%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	12%	4%	11%	14%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	13%	13%	11%	13%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	41%	42%	35%	35%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	20%	15%	12%	30%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	72%	79%	79%	63%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	47%	43%	37%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	50%	51%	52%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	11%	14%	16%	28%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	10%	13%	14%	22%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	9%	9%	11%	21%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	63%	64%	58%	59%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	35%	74%	45%	38%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	51%	37%	31%	47%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	41%	29%	19%	46%	38%

		Denmark	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	20%	28%	20%	25%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	66%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	71%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	49%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	68%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	36%	42%	41%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	35%	43%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	83%	80%	80%	82%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	5%	5%	10%	5%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	407	410	NA	NA	NA

- Denmark has experienced a significant increase in its Consumer Conditions Index, from 65 (in 2010) to 71 (in 2011).
- Most consumers in Denmark (as many as 81% of them, the second highest percentage in the EU) considered themselves to be adequately protected by the existing measures. Denmark also has the second highest EU percentage of consumers who trust consumer organisations to protect their rights (83%).
- In Denmark, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation.
- Product recalls only affected 13% of consumers, the second lowest percentage in the EU.
- Only 11% of consumers encountered problems when buying something, the lowest percentage in the EU. 10% made a complaint to a seller/provider (the second lowest in the EU). At the same time, consumer empowerment was the second highest in the EU, as only 9% of consumers who had a reason to complain did not do so.
- The percentage of retailers who have used ADR mechanisms (20%) is the second highest in the EU.
- Half of retailers correctly identified the length of the legal period for returning a defective product, the second highest EU percentage.
- 68% of Danish consumers watch/listen to TV or radio programmes on consumer issues, the second highest in the EU.
- National public funding to consumer organisations is the second highest in the EU (407 € per 1,000 inhabitants).

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Estonia

		Estonia	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	57	54	54	57	62
	Percentage of consumers who feel adequately protected by existing measures*	52%	43%	47%	50%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	60%	56%	52%	55%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	68%	64%	61%	68%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	35%	43%	45%	37%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	24%	35%	33%	26%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	33%	37%	42%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	19%	28%	29%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	100%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	80%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	18	16	13	20	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	12%	11%	13%	11%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	2%	3%	5%	10%	17%
1.12	Percentage of retailers whose products were checked by authorities**	47%	29%	18%	28%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	14%	3%	8%	13%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	19%	19%	6%	7%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	23%	32%	28%	28%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	19%	9%	12%	7%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	87%	94%	90%	91%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	58%	61%	48%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	31%	42%	36%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	20%	22%	21%	15%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	13%	10%	12%	8%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	37%	56%	44%	47%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	62%	69%	52%	59%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	49%	70%	36%	47%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	27%	27%	31%	33%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	12%	16%	12%	20%	38%

		Estonia	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	15%	16%	10%	6%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	56%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	50%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	39%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	48%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	31%	37%	35%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	21%	16%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	61%	58%	57%	59%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	1%	1%	4%	4%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	38	38	NA	NA	NA

- Estonia has experienced an increase in its Consumer Conditions Index, from 54 (in 2010) to 57 (in 2011).
- In Estonia, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation.
- Estonia had the second lowest percentage of retailers who came across exaggerated environmental claims (9%).
- When asked about the safety of their products, only 2% of retailers consider that a significant number of products are unsafe, the lowest percentage in the EU. At the same time, only 23% of retailers carried out tests to ensure the safety of the products they were selling (the second lowest performance in the EU).
- Estonia has the highest EU percentage of retailers who answered that they know where to find or get information and advice about consumer legislation (87%). 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 (58%).
- Dispute resolution seems to be a cause for concern. The percentages of consumers who find it easy to resolve disputes with sellers/providers through ADR (27%) and through courts (12%) are, respectively, the lowest and the second lowest in the EU.
- 31% of Estonian consumers have changed their behaviour as a result of a media story, the lowest in the EU.

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Finland

		Finland	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	70	66	67	70	62
	Percentage of consumers who feel adequately protected by existing measures*	72%	68%	72%	72%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	77%	73%	76%	81%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	79%	76%	78%	88%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	55%	60%	61%	56%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	33%	39%	30%	32%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	34%	37%	26%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	30%	32%	22%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	90%	0%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	80%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	78	98	58	61	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	6%	3%	3%	3%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	2%	1%	1%	2%	17%
1.12	Percentage of retailers whose products were checked by authorities**	29%	23%	20%	26%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	11%	14%	14%	30%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	21%	19%	12%	12%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	21%	40%	31%	34%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	24%	22%	24%	21%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	79%	86%	73%	82%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	42%	44%	34%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	29%	22%	7%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	21%	24%	17%	27%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	18%	20%	15%	23%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	15%	20%	11%	15%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	61%	59%	62%	60%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	60%	50%	31%	52%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	62%	55%	47%	47%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	37%	28%	17%	24%	38%

		Finland	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	11%	8%	4%	15%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	65%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	49%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	55%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	53%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	45%	41%	32%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	34%	38%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	76%	70%	73%	76%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	−1%	−3%	−4%	−5%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	306	130	NA	NA	NA

- Finland has experienced an increase in its Consumer Conditions Index, from 66 (in 2010) to 70 (in 2011).
- In Finland, product safety seems to be effective. The percentages of consumers (6%) and retailers (2%) who think that a significant number of products are unsafe continue to be the lowest in the EU. At the same time, only 29% of retailers had their products checked by the authorities and 21% carried out tests to ensure the safety of the products they were selling, the lowest percentages in the EU.
- As many as 43% of consumers came across exaggerated environmental claims, the second highest in the EU.
- Finland also has the highest EU percentage of consumers who know their rights in case of unsolicited selling (55%).

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

France

		France	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	65	59	59	58	62
	Percentage of consumers who feel adequately protected by existing measures*	56%	47%	52%	40%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	66%	55%	57%	48%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	68%	66%	64%	61%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	46%	41%	49%	39%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	26%	22%	24%	19%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	24%	14%	12%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	20%	11%	9%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	85%	5%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	22%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	91	119	76	51	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	31%	28%	27%	24%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	24%	21%	22%	15%	17%
1.12	Percentage of retailers whose products were checked by authorities**	53%	31%	39%	74%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	28%	21%	13%	34%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	15%	14%	11%	8%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	53%	42%	37%	51%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	20%	8%	7%	6%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	66%	65%	76%	66%	71%
1.18	Percentage of distance sellers who know the length of the “cooling-off” period for distant sales**	56%	63%	46%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	15%	14%	13%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	16%	16%	14%	14%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	14%	13%	11%	11%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	12%	20%	22%	21%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	56%	49%	52%	30%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	47%	42%	33%	66%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	61%	52%	44%	46%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	52%	36%	28%	30%	38%

		France	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	6%	5%	9%	23%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	70%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	30%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	42%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	62%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	39%	34%	30%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	33%	39%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	85%	77%	76%	76%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	19%	22%	19%	28%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	68	74	NA	NA	NA

- France had a stable Consumer Conditions Index: 59 (2009 and 2010).
- France has experienced a significant increase in its Consumer Conditions Index, from 59 (in 2010) to 65 (in 2011).
- France has the highest EU percentage of consumers who trust consumer organisations to protect their rights (85%).
- In France, the sweep on consumer credit revealed that only a small proportion of sites checked (22%) had to be flagged for further investigation.
- As in 2010, France had the highest EU percentage of retailers who had their products recalled or withdrawn (28%).
- Over a half of French consumers (52%) find easy to resolve disputes through courts, the highest percentage in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Germany

		Germany	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	67	63	57	59	62
	Percentage of consumers who feel adequately protected by existing measures*	69%	69%	67%	61%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	65%	65%	54%	58%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	74%	72%	66%	72%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	45%	49%	64%	59%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	31%	40%	54%	44%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	28%	22%	28%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	21%	16%	20%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	79%	3%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	77%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	130	204	187	205	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	24%	20%	31%	16%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	18%	26%	19%	21%	17%
1.12	Percentage of retailers whose products were checked by authorities**	53%	25%	29%	31%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	9%	11%	9%	27%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	15%	16%	12%	10%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	36%	34%	32%	32%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	18%	12%	8%	16%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	73%	87%	84%	86%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	60%	68%	55%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	39%	44%	43%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	15%	14%	15%	28%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	13%	12%	13%	24%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	11%	11%	11%	14%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	68%	49%	59%	57%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	28%	51%	39%	42%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	57%	52%	37%	43%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	46%	40%	25%	36%	38%

		Germany	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	13%	16%	12%	24%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	82%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	53%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	45%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	59%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	40%	37%	39%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	29%	27%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	81%	75%	69%	74%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	16%	10%	14%	16%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	125	1,269	NA	NA	NA

- Germany has experienced an increase in its Consumer Conditions Index, from 63 (in 2010) to 67 (in 2011).
- German authorities made 162 RAPEX notifications on products posing a serious risk to the health and safety, the second highest number in the EU.
- As in 2010, Germany has the highest percentage of retailers in the EU (60%) who know the length of the "cooling-off" period for distant sales.
- The percentage of consumers who took no further action after unsatisfactory complaint handling was 28% (the second lowest in the EU), which can be interpreted as a sign of consumer empowerment.
- 82% of German consumers know of the "cooling-off" period for distant sales (the highest percentage in the EU).

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**** Rapex annual report 2011

Greece

		Greece	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	49	48	44	53	62
	Percentage of consumers who feel adequately protected by existing measures*	28 %	30%	29%	30%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	48%	51%	44%	49%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	42%	43%	40%	39%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	47%	57%	68%	30%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	41%	47%	51%	21%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	39%	42%	56%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	32%	40%	44%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	67%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	0%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	69	159	154	132	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	47%	39%	47%	39%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	35%	31%	38%	42%	17%
1.12	Percentage of retailers whose products were checked by authorities**	46%	44%	25%	47%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	10%	8%	7%	21%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	58%	54%	46%	18%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	76%	75%	76%	82%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	19%	18%	18%	24%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	62%	84%	82%	79%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	5%	8%	3%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	14%	14%	13%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	21%	21 %	21%	13%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	17%	16%	15%	9%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	20%	25%	29%	31%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	45%	42%	39%	45%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	49%	57%	72%	73%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	47%	48%	41%	43%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	37%	34%	28%	47%	38%

		Greece	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	6%	8%	4%	16%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	39%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	53%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	22%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch /listen to TV or radio programmes on consumer issues*	45%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	52%	51%	48%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	47%	55%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	55%	52%	53%	55%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	7%	1%	9%	6%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	12	20	NA	NA	NA

- Greece has experienced a slight increase in its Consumer Conditions Index, from 48 (in 2010) to 50 (in 2011).

- Only a small percentage of consumers feel adequately protected by existing measures – 28%, the second lowest in the EU. As in 2010, Greece has the second lowest EU percentage of consumers (42%) who trust sellers/providers to respect their rights as consumers.

- In Greece, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation. In addition, no sites have been flagged for further investigation as a result of the sweep on consumer credit.

- Product safety appears to be a cause for concern. The percentages of consumers (47%) and retailers (35%) who think that a significant number of products are unsafe are the second highest in the EU. The percentage of consumers who have been personally affected by a product recall was, as in 2010, the highest in the EU – 58%. Yet, 76% 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.

- Compared to other EU countries, a smaller percentage of Greek retailers (62%) know where to find or get information and advice about consumer legislation (lowest percentage in the EU). In addition, only 39% of consumers knew the length of the "cooling-off" period for distant sales (the lowest in the EU).

- As in 2010, Greece has the highest percentage of consumers in the EU whose purchases were influenced by their environmental impact – 47%.

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Hungary

		Hungary	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	58	57	53	56	62
	Percentage of consumers who feel adequately protected by existing measures*	54%	51%	48%	50%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	65%	69%	58%	66%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	59%	61%	54%	57%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	47%	45%	58%	39%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	30%	27%	37%	27%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	44%	45%	43%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	35%	36%	28%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	0%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	69%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	155	191	119	129	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	20%	18%	23%	22%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	12%	10%	13%	11%	17%
1.12	Percentage of retailers whose products were checked by authorities**	46%	35%	25%	58%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	10%	12%	9%	19%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	13%	10%	4%	15%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	46%	32%	36%	44%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	15%	12%	17%	15%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	74%	90%	88%	92%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	14%	10%	6%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	10%	8%	5%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	18%	26%	28%	16%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	11%	18%	17%	11%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	39%	32%	39%	31%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	52%	53%	61%	39%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	53%	56%	56%	43%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	48%	46%	40%	34%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	22%	9%	15%	18%	38%

		Hungary	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	5%	7%	8%	7%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	70%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	42%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	34%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	55%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	35%	24%	30%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	42%	44%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	66%	67%	59%	66%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	1%	−2%	2%	0%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	45	107	NA	NA	NA

- Hungary has experienced a slight increase in its Consumer Conditions Index, from 57 (in 2010) to 58 (in 2011).
- In Hungary, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation.
- Product recalls only affected 13% of consumers, the second lowest percentage in the EU. This figure is consistent with 2010 result.
- On a negative note, only 5% of retailers have used ADR mechanisms, the second lowest percentage in the EU).
- 35% of consumers have changed their behaviour as a result of a media story, the second lowest in the EU. At the same time, the environmental impact of purchases influenced 42% of consumers, the second highest in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Ireland

		Ireland	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	70	72	67	63	62
	Percentage of consumers who feel adequately protected by existing measures*	69%	79%	69%	56%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	69%	80%	68%	57%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	77%	83%	74%	58%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	46%	45%	50%	24%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	29%	32%	33%	15%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	38%	27%	26%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	22%	19%	15%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	50%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	0%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	29	23	20	23	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	8%	9%	9%	9%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	5%	5%	6%	6%	17%
1.12	Percentage of retailers whose products were checked by authorities**	40%	21%	12%	26%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	10%	10%	6%	13%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	16%	13%	11%	6%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	56%	51%	40%	46%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	19%	10%	4%	11%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	76%	85%	80%	78%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	9%	9%	5%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	3%	6%	1%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	19%	13%	9%	16%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	17%	10%	8%	13%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	11%	23%	10%	19%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	59%	43%	49%	56%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	52%	43%	44%	59%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	62%	68%	52%	36%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	46%	49%	40%	31%	38%

		Ireland	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	10%	20%	10%	14%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	67%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	51%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	41%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	64%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	46%	56%	54%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	35%	32%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	78%	83%	75%	64%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	9%	3%	7%	7%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	13	14	NA	NA	NA

- Ireland has experienced a slight decrease in its Consumer Conditions Index, from 72 (in 2010) in 70 (in 2011).
- In Ireland, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation. In addition, no sites have been flagged for further investigation as a result of the sweep on consumer credit.
- When asked about the safety of their products, only 5% of retailers consider that a significant number of products are unsafe, the second lowest percentage in the EU.
- On the negative side, only 3% of Irish retailers were able to correctly indicate the legal period to return a defective product, the lowest in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
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**** Rapex annual report 2011

Italy

		Italy	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	57	66	52	49	62
	Percentage of consumers who feel adequately protected by existing measures*	44%	61%	48%	39%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	52%	70%	55%	43%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	50%	58%	41%	36%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	36%	25%	47%	29%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	13%	10%	20%	16%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	29%	15%	30%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	18%	12%	21%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	67%	17%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	80%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	27	88	33	38	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	29%	20%	27%	28%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	19%	21%	21%	37%	17%
1.12	Percentage of retailers whose products were checked by authorities**	53%	23%	26%	40%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	14%	8%	4%	22%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	10%	6%	4%	16%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	43%	44%	27%	28%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	18%	12%	18%	15%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	56%	77%	84%	66%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	11%	6%	6%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	36%	34%	29%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	13%	12%	9%	17%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	11%	10%	6%	9%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	17%	13%	32%	47%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	52%	62%	41%	48%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	57%	28%	41%	46%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	42%	46%	30%	27%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	26%	35%	20%	31%	38%

		Italy	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	3%	3%	4%	27%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	64%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	60%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	26%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	61%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	38%	55%	55%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	28%	36%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	68%	70%	60%	51%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	16%	1%	5%	8%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	74	58	NA	NA	NA

- Italy has experienced a significant decrease in its Consumer Conditions Index, 66 (in 2010) to 57 (in 2011).
- 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 fraudulent advertisements/offers (13%) or exaggerated environmental claims (21%).
- Product recall affected only 10% of consumers, the lowest percentage in the EU.
- Compared to other EU countries, a smaller percentage of Italian retailers (56%) know where to find or get information and advice about consumer legislation (lowest percentage in the EU).
- As in 2010, only 3% of retailers have used ADR mechanisms (the lowest percentage in the EU).

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Latvia

		Latvia	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	59	54	49	54	62
	Percentage of consumers who feel adequately protected by existing measures*	52%	38%	31%	35%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	64%	57%	40%	59%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	67%	65%	56%	55%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	33%	32%	33%	27%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	25%	23%	21%	17%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	40%	26%	21%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	34%	30%	22%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	25%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	78%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	28	28	16	13	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	30%	32%	36%	28%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	27%	17%	17%	32%	17%
1.12	Percentage of retailers whose products were checked by authorities**	50%	43%	34%	52%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	12%	11%	4%	11%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	22%	19%	5%	6%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	42%	43%	25%	45%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	23%	20%	10%	35%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	83%	88%	84%	81%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	33%	23%	35%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	37%	33%	29%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	17%	22%	22%	8%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	10%	11%	13%	5%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	42%	50%	41%	38%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	50%	63%	51%	39%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	73%	71%	43%	70%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	47%	24%	22%	32%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	39%	19%	18%	26%	38%

		Latvia	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	13%	12%	3%	13%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	68%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	54%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	34%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	49%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	42%	35%	30%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	27%	25%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	71%	61%	51%	58%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	7%	4%	11%	-1%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	1	NA	NA	NA	NA

- Latvia has experienced an increase in its Consumer Conditions Index, from 54 (in 2010) to 59 (in 2011).
- Latvia has the second lowest EU percentage of consumes who came across misleading or deceptive advertisements/offers (33%).
- In Latvia, the sweep on the online sale of tickets for cultural and sporting events 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 made a complaint to a seller/provider was 10% (the second lowest in the EU). Consumer empowerment seems low, since as many as 41% of consumers did not complain despite having a reason to do so, the second highest in the EU. In addition, when not satisfied with the way their complaint was handled most consumers give up and take no further action (73% of consumers – the highest in the EU).

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
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**** Rapex annual report 2011

Lithuania

		Lithuania	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	52	49	44	48	62
	Percentage of consumers who feel adequately protected by existing measures*	39%	33%	30%	25%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	39%	37%	25%	37%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	58%	45%	42%	35%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	35%	35%	37%	24%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	30%	28%	29%	20%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	48%	47%	51%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	37%	43%	46%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	60%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	60%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	20	44	27	35	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	36%	32%	31%	27%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	18%	17%	14%	16%	17%
1.12	Percentage of retailers whose products were checked by authorities**	47%	34%	30%	55%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	10%	8%	9%	27%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	30%	25%	7%	7%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	27%	36%	46%	31%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	21%	34%	44%	35%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	62%	84%	69%	75%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	5%	3%	10%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	14%	13%	17%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	16%	21%	13%	11%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	11%	12%	6%	6%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	33%	43%	53%	45%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	39%	62%	62%	49%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	56%	64%	49%	66%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	41%	33%	24%	23%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	26%	18%	12%	17%	38%

		Lithuania	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	13%	12%	5%	16%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	75%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	35%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	29%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	54%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	42%	42%	34%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	19%	18%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	56%	49%	43%	42%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	17%	13%	18%	5%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	5	9	NA	NA	NA

- Lithuania has experienced a slight increase in its Consumer Conditions Index, from 49 (in 2010) to 52 (in 2011).
- However, trust in public authorities to protect the rights of consumers is reported by only 39% of consumers, the second lowest EU percentage.
- In Lithuania the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation.
- Compared to other EU countries, a smaller percentage of Lithuanian retailers (62%) know where to find or get information and advice about consumer legislation (lowest percentage in the EU). Lithuania also has the second lowest EU percentage of consumers who know the legal period for returning a defective product – 35%.
- Lithuania has the second lowest percentage of consumers who were satisfied with complaint handling (39%).
- The environmental impact of purchases influenced only 19% of consumers, the lowest in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Luxembourg

		Luxembourg	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	74	70	68	63	62
	Percentage of consumers who feel adequately protected by existing measures*	72%	71%	74%	60%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	80%	78%	75%	60%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	83%	85%	76%	73%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	32%	41%	44%	29%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	22%	31%	31%	14%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	23%	17%	17%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	19%	15%	15%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	17%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	60%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	9	5	1	0	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	13%	9%	11%	9%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	7%	16%	11%	5%	17%
1.12	Percentage of retailers whose products were checked by authorities**	41%	20%	31%	73%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	7%	6%	5%	45%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	18%	18%	15%	14%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	44%	29%	34%	56%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	9%	18%	3%	20%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	82%	84%	91%	56%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	20%	22%	12%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	34%	45%	21%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	15%	11%	9%	13%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	13%	10%	8%	8%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	15%	7%	11%	38%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	77%	69%	56%	45%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	14%	34%	46%	40%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	67%	52%	53%	48%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	48%	35%	31%	19%	38%

		Luxembourg	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	7%	10%	7%	19%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	60%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	50%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	24%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	53%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	38%	28%	27%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	38%	37%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	78%	75%	70%	69%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	-2%	-3%	-5%	9%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	2,048	2,112	NA	NA	NA

- Luxembourg has experienced an increase in its Consumer Conditions Index, from 70 (in 2010) to 74 (in 2011).
- Luxembourg has the highest EU percentage of consumers who trust public authorities to protect their rights as consumers (80%) and the second highest percentage of those who trust sellers/providers to respect their rights (83%).
- In Luxembourg, 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 (32%) and the second lowest percentage of consumers who came across fraudulent advertisements/offers or exaggerated environmental claims (both 22%).
- The sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

- Luxembourg authorities made only 9 RAPEX notifications on products posing a serious risk to the health and safety, the lowest number in the EU.
- The percentage of retailers who have received complaints about the safety of their products was only 7%, the lowest in the EU.
- As many as 82% of retailers answered that they know where to find or get information and advice about consumer legislation, the second highest in the EU.
- As in 2010, Luxembourg had the highest EU percentage of consumers who were satisfied with complaint handling (77%). The percentage of consumers who took no further action after unsatisfactory complaint handling was 14% (by far the lowest in the EU), which can be interpreted as a sign of consumer empowerment.
- The percentages of consumers who find it easy to resolve disputes through ADR (67%) and through courts (48%) are, respectively, the highest and the second highest in the EU.
- National public funding to consumer organisations is the highest in the EU (2,520 € per 1,000 inhabitants).

Malta

		Malta	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	60	58	54	61	62
	Percentage of consumers who feel adequately protected by existing measures*	55%	49%	43%	52%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	70%	69%	62%	65%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	55%	49%	45%	58%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	46%	39%	45%	25%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	25%	20%	25%	21%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	41%	33%	37%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	26%	18%	33%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	33%	17%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	100%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	33	19	14	1	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	13%	15%	20%	8%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	10%	4%	7%	6%	17%
1.12	Percentage of retailers whose products were checked by authorities**	43%	62%	41%	47%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	17%	9%	10%	15%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	19%	11%	8%	7%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	48%	55%	46%	44%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	17%	29%	14%	11%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	74%	96%	82%	76%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	32%	10%	24%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	41%	10%	26%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	22%	18%	19%	18%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	20%	15%	15%	17%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	12%	16%	22%	6%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	38%	32%	49%	44%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	45%	47%	59%	44%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	43%	34%	33%	31%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	22%	20%	15%	17%	38%

		Malta	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	12%	5%	16%	32%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	55%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	67%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	31%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	55%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	37%	43%	39%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	30%	48%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	68%	66%	62%	64%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	-2%	-4%	0%	-1%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	23	9	NA	NA	NA

- Malta has experienced a slight increase in its Consumer Conditions Index, from 58 (in 2010) to 60 (in 2011).
- In Malta, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, only a third (33%) of the sites checked were compliant with EU consumer legislation (lowest EU percentage). In addition, the sweep on consumer credit revealed that all sites checked had to be flagged for further investigation.
- Consumer empowerment seems to be high, as only 12% of consumers who had a reason to complain did not do so, second lowest in the EU. At the same time, Malta has the lowest EU percentage of consumers satisfied with complaint handling (38%). This figure is consistent with 2010 result.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Netherlands

		Nether-lands	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	69	66	61	64	62
	Percentage of consumers who feel adequately protected by existing measures*	74%	69%	64%	74%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	70%	68%	63%	69%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	68%	77%	67%	77%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	56%	46%	55%	69%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	30%	28%	35%	50%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	6%	21%	26%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	15%	10%	12%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	80%	0%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	80%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	40	38	73	33	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	7%	6%	10%	4%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	6%	8%	5%	8%	17%
1.12	Percentage of retailers whose products were checked by authorities**	5%	38%	32%	44%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	18%	17%	20%	23%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	21%	15%	9%	10%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	41%	45%	41%	37%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	19%	20%	15%	15%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	72%	82%	82%	73%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	11%	10%	13%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	22%	13%	9%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	16%	14%	8%	29%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	14%	12%	7%	25%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	13%	13%	13%	14%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	57%	56%	51%	54%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	46%	51%	31%	53%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	57%	51%	39%	57%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	43%	34%	27%	40%	38%

		Netherlands	Previous results			EU averages 2011
		2011	**2010**	**2009**	**2008**	**EU27**
2.8	Percentage of retailers who have used ADR mechanisms**	8%	7%	13%	11%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	79%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	45%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	29%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	63%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	36%	36%	27%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	40%	39%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	83%	76%	74%	87%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	13%	9%	11%	18%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	49	26	NA	NA	NA

- The Netherlands has experienced an increase in its Consumer Conditions Index, from 66 (in 2010) to 69 (in 2011).
- As many as 83% of Dutch consumers trust consumer organisations to protect their rights, the second highest in the EU.
- The Netherlands has the lowest EU percentage of retailers who came across misleading or deceptive (6%) and fraudulent advertisements/offers (15%).
- Only 7% of consumers consider that a significant number of products are unsafe, the second lowest percentage in the EU. This figure is consistent with 2010 result.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Poland

		Poland	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	55	55	45	54	62
	Percentage of consumers who feel adequately protected by existing measures*	57%	49%	41%	45%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	53%	45%	37%	39%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	62%	58%	48%	49%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	46%	37%	58%	44%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	41%	31%	49%	28%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	50%	35%	39%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	41%	40%	32%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	67%	0%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	50%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	51	68	102	114	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	27%	17%	25%	16%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	15%	13%	15%	20%	17%
1.12	Percentage of retailers whose products were checked by authorities**	47%	28%	24%	44%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	15%	7%	5%	10%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	30%	22%	7%	5%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	36%	47%	45%	51%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	21%	8%	10%	7%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	67%	75%	75%	66%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	15%	10%	11%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	25%	28%	28%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	20%	20%	25%	19%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	12%	12%	14%	16%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	41%	39%	44%	16%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	53%	55%	48%	60%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	49%	56%	59%	55%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	40%	43%	33%	35%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	27%	21%	18%	22%	38%

		Poland	Previous results			EU averages 2011
		2011	**2010**	**2009**	**2008**	**EU27**
2.8	Percentage of retailers who have used ADR mechanisms**	7%	7%	7%	16%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	79%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	41%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	39%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	40%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	38%	38%	39%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	28%	27%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	66%	55%	48%	51%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	13%	10%	12%	12%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	10	11	NA	NA	NA

- Poland had a stable Consumer Conditions Index: 55 (in 2010 and 2011).
- Poland has the highest EU percentage of retailers have encountered advertisements/offers in the market which are fraudulent (41%).
- 40% of Polish consumers watch/listen to TV or radio programmes on consumer issues, the lowest in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Portugal

		Portugal	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	57	57	55	50	62
	Percentage of consumers who feel adequately protected by existing measures*	54%	53%	53%	35%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	56%	55%	58%	39%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	58%	53%	46%	39%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	42%	34%	52%	27%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	24%	20%	36%	16%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	32%	28%	40%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	27%	27%	29%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	85%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	35%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	54	39	33	17	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	35%	17%	27%	17%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	26%	12%	14%	16%	17%
1.12	Percentage of retailers whose products were checked by authorities**	55%	14%	20%	48%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	8%	4%	5%	20%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	14%	12%	3%	4%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	53%	14%	43%	40%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	18%	23%	13%	16%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	73%	94%	94%	79%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	4%	2%	4%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	34%	19%	35%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	12%	12%	12%	8%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	10%	10%	10%	5%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	17%	16%	17%	38%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	55%	53%	65%	54%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	37%	48%	41%	48%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	45%	32%	32%	19%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	25%	15%	13%	14%	38%

		Portugal	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	13%	8%	10%	19%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	41%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	64%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	22%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	64%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	40%	24%	31%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	24%	40%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	69%	64%	68%	46%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	13%	9%	10%	7%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	21	2	NA	NA	NA

- Portugal had a stable Consumer Conditions Index: 57 (in 2010 and 2011).
- In Portugal, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation.
- Portugal has the second lowest percentage of consumers who encountered problems when buying something (12%) and who have made a complaint to a seller/provider (10%).
- The percentages of retailers (4%) and consumers (41%) who managed to correctly reply to the question on the "cooling-off" period for distant sales are the second lowest in the EU. In addition, only 22% of consumers know their rights in case of unsolicited selling, the second lowest in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Romania

		Romania	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	51	46	44	44	62
	Percentage of consumers who feel adequately protected by existing measures*	43%	34%	42%	31%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	51%	44%	47%	36%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	54%	48%	48%	34%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	48%	40%	42%	27%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	26%	23%	21%	13%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	48%	48%	38%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	41%	35%	33%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	90%	30%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	55%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	30	20	0	4	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	51%	44%	44%	38%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	42%	37%	47%	15%	17%
1.12	Percentage of retailers whose products were checked by authorities**	84%	65%	61%	65%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	18%	11%	15%	16%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	27%	13%	6%	7%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	57%	57%	56%	50%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	29%	16%	20%	15%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	80%	90%	90%	84%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	6%	5%	4%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	20%	19%	22%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	20%	21%	22%	16%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	8%	9%	6%	6%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	59%	57%	75%	63%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	42%	46%	44%	56%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	60%	56%	54%	84%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	57%	44%	43%	29%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	42%	28%	29%	22%	38%

		Romania	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	9%	15%	6%	14%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	48%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	47%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	25%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	74%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	52%	43%	43%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	31%	15%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	50%	45%	45%	33%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	–1%	2%	–2%	–3%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	3	3	NA	NA	NA

- Romania has experienced an increase in its Consumer Conditions Index, from 46 (in 2010) to 51 (in 2011).
- Romania has the highest EU percentage of retailers who have encountered fraudulent advertisements/offers (41%) and exaggerated environmental claims (30%).
- Product safety appears to be a cause for concern. The percentages of consumers (51%) and retailers (42%) who think that a significant number of products are unsafe have increased since 2010 and continue to be the highest in the EU. As many as 29% of retailers (EU second highest percentage) received consumer complaints about the safety of their products. As in 2010, Romania had the highest EU percentage of retailers whose products were checked by the authorities (84%).
- Only 8% 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 the highest in the EU (59%), which can be interpreted as a sign of low consumer empowerment. In addition when not satisfied with the way their complaint was handled most consumers give up and take no further action (60%).
- The percentages of consumers who watch/listen to TV or radio programmes on consumer issues (74%) and who have changed their behaviour as a result of a media story (52%), are, respectively, the highest and the second highest in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Slovakia

		Slovakia	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	54	53	51	50	62
	Percentage of consumers who feel adequately protected by existing measures*	53%	51%	48%	41%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	55%	48%	47%	47%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	63%	57%	54%	54%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	57%	47%	55%	46%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	42%	36%	37%	37%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	53%	28%	37%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	37%	30%	31%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	40%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	100%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	38	62	87	140	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	28%	16%	20%	28%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	15%	11%	14%	23%	17%
1.12	Percentage of retailers whose products were checked by authorities**	46%	27%	21%	47%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	15%	18%	14%	15%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	15%	14%	4%	7%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	47%	35%	30%	44%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	10%	11%	8%	5%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	75%	96%	96%	86%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	23%	11%	16%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	48%	73%	72%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	24%	21%	21%	25%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	18%	13%	15%	14%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	24%	38%	29%	44%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	55%	62%	58%	80%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	53%	75%	64%	57%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	31%	25%	22%	17%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	25%	16%	14%	14%	38%

		Slovakia	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	11%	12%	8%	17%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	77%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	78%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	30%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	51%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	43%	36%	37%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	23%	27%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	53%	47%	47%	49%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	-2%	-1%	0%	2%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	13	23	NA	NA	NA

- Slovakia has experienced a slight increase in its Consumer Conditions Index, from 53 (in 2010) to 54 (in 2011).

- The prevalence of unfair commercial practices is a reason for concern. Slovakia has the highest EU percentages of consumers who came across fraudulent advertisements/offers (42%) and exaggerated environmental claims (44%) and the second highest percentage of those who came across misleading or deceptive advertisements/offers (57%). This is mirrored in the experience of retailers: 53% of them have encountered misleading or deceptive advertisements/offers and 27% came across exaggerated environmental claims, the second highest percentages in the EU.

- In Slovakia, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation. At the same time, the sweep on consumer credit revealed that all sites checked had to be flagged for further investigation.

- 24% of consumers encountered problems when buying something, the second highest percentage in the EU.

- 48% of retailers correctly identified the length of the legal period for returning a defective product, the second highest EU percentage. Slovakia also has the second highest EU percentage of consumers who know the legal period for returning a defective product – 78%.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Slovenia

		Slovenia	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	52	54	53	57	62
	Percentage of consumers who feel adequately protected by existing measures*	37%	39%	39%	45%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	33%	43%	44%	41%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	64%	71%	65%	61%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	43%	46%	48%	43%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	26%	33%	39%	28%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	47%	42%	49%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	32%	35%	34%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	100%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	0%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	31	20	8	27	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	27%	21%	27%	12%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	15%	13%	11%	7%	17%
1.12	Percentage of retailers whose products were checked by authorities**	50%	21%	18%	48%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	12%	6%	8%	17%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	23%	25%	4%	5%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	56%	45%	35%	45%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	20%	12%	8%	15%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	78%	84%	88%	88%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	9%	8%	9%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	10%	12%	13%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	11%	14%	14%	20%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	8%	11%	10%	13%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	27%	22%	27%	35%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	68%	57%	50%	73%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	53%	66%	51%	72%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	32%	32%	38%	40%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	10%	15%	12%	20%	38%

		Slovenia	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	23%	14%	7%	26%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	64%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	40%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	49%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	40%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	36%	38%	35%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	39%	48%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	48%	54%	58%	55%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	15%	11%	14%	14%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	222	183	NA	NA	NA

- Slovenia has experienced a slight decrease in its Consumer Conditions Index, from 54 (in 2010) to 52 (in 2011).
- The percentages of consumers who trust public authorities and consumer organisations to protect their rights as consumers are, respectively the lowest (33%) and second lowest (48%) in the EU.
- In Slovenia, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation. In addition, no sites have been flagged for further investigation as a result of the sweep on consumer credit.
- Slovenia has the lowest EU percentage of consumers who encountered problems when buying something (11%) and who made a complaint to a seller/provider (8%).
- Resolving disputes through courts is considered to be easy by only 10% of consumers, the lowest percentage in the EU. At the same time, ADR mechanisms are popular with retailers. As many as 23% of them have used this form of dispute resolution, the highest percentage in the EU.
- Slovenia has the second highest EU percentage of consumers who know their rights in case of unsolicited selling (49%).
- 40% of Slovenian consumers watch/listen to TV or radio programmes on consumer issues, the lowest in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Spain

		Spain	Previous results			EU averages 2011
		2011	**2010**	**2009**	**2008**	**EU27**
	Consumer Conditions Index	55	53	49	55	62
	Percentage of consumers who feel adequately protected by existing measures*	42%	44%	41%	53%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	55%	57%	52%	61%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	61%	57%	52%	63%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	63%	60%	69%	40%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	35%	40%	42%	23%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	34%	29%	31%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	29%	29%	27%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	68%	30%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	100%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	189	146	220	163	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	34%	20%	28%	9%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	14%	14%	17%	17%	17%
1.12	Percentage of retailers whose products were checked by authorities**	42%	35%	37%	52%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	2%	4%	6%	17%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	21%	18%	4%	7%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	38%	34%	32%	54%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	7%	8%	13%	13%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	73%	86%	85%	88%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	6%	1%	3%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	35%	34%	29%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	18%	17%	12%	20%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	17%	14%	10%	11%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	6%	18%	14%	45%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	41%	34%	28%	39%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	35%	33%	42%	44%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	44%	38%	28%	29%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	31%	25%	15%	23%	38%

		Spain	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	13%	13%	9%	19%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	82%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	75%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	18%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	42%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	46%	39%	36%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	22%	32%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	67%	64%	61%	63%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	12%	7%	9%	2%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	79	NA	NA	NA	NA

- Spain has experienced a slight increase in its Consumer Conditions Index, from 53 (in 2010) to 55 (in 2011).
- Spain has the highest EU percentage of consumers who came across misleading or deceptive advertisements/offers (63%).
- The sweep on consumer credit revealed that all sites checked had to be flagged for further investigation.
- Spanish authorities made 189 RAPEX notifications on products posing a serious risk to the health and safety, the highest number in the EU. At the same time, only 2% of retailers had their products recalled or withdrawn (the lowest percentage in the EU). The percentage of retailers who have received consumer complaints about the safety of their products was the lowest in the EU (7%).
- Consumer empowerment seems high, as only 6% of consumers who had a reason to complain did not do so (the lowest percentage in the EU).
- 82% of consumers know of the "cooling-off" period for distant sales (the highest percentage in the EU). At the same time, only 18% of consumers know their rights in case of unsolicited selling, the lowest in the EU.
- The environmental impact of purchases influenced only 22% of consumers, the second lowest in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Sweden

		Sweden	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	65	62	58	65	62
	Percentage of consumers who feel adequately protected by existing measures*	63%	61%	61%	70%	58%
1	**ENFORCEMENT**					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	73%	74%	66%	76%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	71%	74%	68%	77%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	32%	35%	44%	63%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	31%	50%	53%	46%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	32%	28%	33%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	25%	22%	16%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	63%	13%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	80%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	14	27	29	38	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	25%	20%	22%	15%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	8%	13%	6%	5%	17%
1.12	Percentage of retailers whose products were checked by authorities**	37%	33%	29%	56%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	12%	7%	12%	20%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	10%	15%	14%	17%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	38%	44%	33%	39%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	38%	17%	27%	23%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	72%	75%	86%	85%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	27%	22%	29%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	31%	27%	37%	NA	27%
2	**CONSUMER EMPOWERMENT**					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	19%	18%	15%	39%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	17%	16%	13%	34%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	10%	18%	14%	13%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	72%	68%	60%	63%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	56%	51%	43%	68%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	37%	34%	27%	45%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	23%	20%	10%	31%	38%

		Sweden	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	9%	4%	3%	26%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	56%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	49%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	45%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	41%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	41%	36%	35%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	40%	43%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	69%	68%	66%	77%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	−4%	−6%	−1%	1%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	107	83	NA	NA	NA

- Sweden has experienced a slight increase in its Consumer Conditions Index, from 62 (in 2010) to 65 (in 2011).
- Sweden has the lowest EU percentage of consumes who came across misleading or deceptive advertisements/offers (32%).
- The sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, less than two thirds (63%) of the sites checked were compliant with EU consumer legislation (second lowest EU percentage).
- The authorities checked the products of 37% of retailers, the second lowest percentage in the EU. Product recalls only affected 10% of consumers, the lowest percentage in the EU. At the same time, as many as 38% of retailers (EU highest percentage) received consumer complaints about the safety of their products.
- The percentage of consumers who were satisfied with complaint handling was 72%, the second highest in the EU.
- 41% of Swedish consumers watch/listen to TV or radio programmes on consumer issues, the second lowest in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

United Kingdom

		United Kingdom	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
	Consumer Conditions Index	73	74	68	67	62
	Percentage of consumers who feel adequately protected by existing measures*	75%	80%	78%	66%	58%
1	ENFORCEMENT					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	79%	82%	70%	67%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	78%	84%	78%	77%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	43%	38%	43%	42%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	25%	23%	25%	24%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	22%	23%	23%	NA	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	15%	15%	10%	NA	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	99%	70%	NA	NA	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	81%	NA	NA	NA	70%
	PRODUCT SAFETY					
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	105	88	104	87	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	7%	11%	9%	8%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	6%	7%	5%	7%	17%
1.12	Percentage of retailers whose products were checked by authorities**	46%	14%	16%	30%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	14%	4%	6%	15%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	14%	13%	13%	9%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	73%	55%	47%	58%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	12%	7%	5%	11%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION					
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	77%	81%	79%	74%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	11%	8%	8%	NA	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	3%	4%	7%	NA	27%
2	CONSUMER EMPOWERMENT					
	PROBLEMS AND COMPLAINTS					
2.1	Percentage of consumers who have encountered problems when buying something*	22%	16%	10%	27%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	19%	13%	8%	24%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	15%	17%	16%	11%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	70%	61%	46%	46%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	41%	35%	54%	49%	45%
	REDRESS					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	64%	67%	55%	52%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	44%	51%	29%	40%	38%

		United Kingdom	Previous results			EU averages 2011
		2011	2010	2009	2008	EU27
2.8	Percentage of retailers who have used ADR mechanisms**	8%	9%	12%	19%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS					
2.9	Percentage of consumers who know of cooling-off period in distance selling*	68%	NA	NA	NA	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	40%	NA	NA	NA	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	37%	NA	NA	NA	35%
	MEDIA					
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	54%	NA	NA	NA	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	38%	47%	41%	NA	41%
	SUSTAINABLE CONSUMPTION					
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	22%	26%	NA	NA	29%
	CONSUMER ORGANISATIONS & INFORMATION					
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	81%	80%	75%	71%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	2%	−2%	5%	4%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	315	93	NA	NA	NA

- The United Kingdom has experienced a slight decrease in its Consumer Conditions Index, from 74 (in 2010) to 73 (in 2011).
- UK has the second highest percentage in the EU of consumers who trust public authorities to protect their rights as consumers (79%).
- Only 15% of retailers came across fraudulent advertisements/offers, the lowest percentage in the EU.
- In the UK, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, 99% of the sites checked were in compliance with EU consumer legislation.
- Only 7% of consumers consider that a significant number of products are unsafe, the second lowest percentage in the EU. As in 2010, UK had the second highest EU percentage of retailers who carried out tests to check the safety of their products (73%).
- When it comes knowing the legal period for returning a defective product only 3% of retailers can indicate the answer correctly, the lowest percentage in the EU. This figure is consistent with 2010 result.
- As in 2010, the percentage of consumers who find it easy to resolve disputes through ADR is the second highest in the EU (64%).
- The environmental impact of purchases influenced only 22% of consumers, the second lowest in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Iceland

		Iceland	EU averages 2011
		2011	EU27
	Consumer Conditions Index	55	62
	Percentage of consumers who feel adequately protected by existing measures*	34%	58%
1	**ENFORCEMENT**		
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	36%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	63%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	47%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	34%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	41%	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	31%	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	100%	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	0%	70%
	PRODUCT SAFETY		
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	1	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	27%	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	10%	17%
1.12	Percentage of retailers whose products were checked by authorities**	35%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	10%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	14%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	44%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	33%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION		
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	51%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	53%	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	19%	27%
2	**CONSUMER EMPOWERMENT**		
	PROBLEMS AND COMPLAINTS		
2.1	Percentage of consumers who have encountered problems when buying something*	17%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	15%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	14%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	55%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	25%	45%
	REDRESS		
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	51%	52%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	29%	38%

		Iceland	EU averages 2011
		2011	**EU27**
2.8	Percentage of retailers who have used ADR mechanisms**	19%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS		
2.9	Percentage of consumers who know of cooling-off period in distance selling*	39%	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	64%	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	50%	35%
	MEDIA		
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	30%	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	46%	41%
	SUSTAINABLE CONSUMPTION		
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	30%	29%
	CONSUMER ORGANISATIONS & INFORMATION		
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	62%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	26%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	Data from CPN	NA

- Iceland's Consumer Conditions Index was 55 in 2011.
- In Iceland, the sweep on the online sale of tickets for cultural and sporting events has revealed that, after the follow-up enforcement actions taken by authorities, all the sites checked were in compliance with EU consumer legislation. In addition, no sites have been flagged for further investigation as a result of the sweep on consumer credit.
- Icelandic authorities made only one RAPEX notification on products posing a serious risk to the health and safety, less than any EU country.
- More than a half of Icelandic retailers (51%) do not know where to find or get information and advice about consumer legislation, less than in any EU country.
- 30% of Icelandic consumers watch/listen to TV or radio programmes on consumer issues, lower percentage than anywhere in the EU.

* Flash Eurobarometer 332 – Consumer attitudes towards cross-border trade and consumer protection, 2011.
** Flash Eurobarometer 331 – Retailers' attitudes towards cross-border trade and consumer protection, 2011.
*** Information provided by Member States.
**** Rapex annual report 2011

Norway

		Norway	EU averages 2011
		2011	EU27
	Consumer Conditions Index	69	62
	Percentage of consumers who feel adequately protected by existing measures*	76%	58%
1	**ENFORCEMENT**		
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer*	77%	62%
1.2	Percentage of consumers who trust sellers/providers to respect their rights as a consumer*	70%	65%
1.3	Percentage of consumers who came across misleading or deceptive advertisements/offers*	46%	46%
1.4	Percentage of consumers who came across fraudulent advertisements/offers*	26%	29%
1.5	Percentage of retailers who came across misleading or deceptive advertisements/offers made by competitors**	30%	31%
1.6	Percentage of retailers who came across fraudulent advertisements/offers made by competitors**	14%	23%
1.7	Sweep on online tickets for cultural & sporting events – % of sites which comply with EU consumer law***	70%	88%
1.8	Sweep on consumer credit – % of sites flagged for further investigation***	67%	70%
	PRODUCT SAFETY		
1.9	Number of RAPEX notifications under article 12 – serious risk notifications****	RAPEX	NA
1.10	Percentage of consumers who think a significant number of non-food products are unsafe*	8	25%
1.11	Percentage of retailers who think a significant number of non-food products are unsafe**	5%	17%
1.12	Percentage of retailers whose products were checked by authorities**	53%	50%
1.13	Percentage of retailers whose products have been recalled or withdrawn**	14%	13%
1.14	Percentage of consumers who have been personally affected by a product recall*	21%	18%
1.15	Percentage of retailers who carried out tests to make sure that any of the products they were selling were safe**	41%	47%
1.16	Percentage of retailers who have received consumer complaints about the safety of their products**	18%	17%
	RETAILERS' AWARENESS OF CONSUMER LEGISLATION		
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation**	69%	71%
1.18	Percentage of distance sellers who know the length of the "cooling-off" period for distant sales**	35%	29%
1.19	Percentage of retailers who know the legal period to have a defective product repaired**	24%	27%
2	**CONSUMER EMPOWERMENT**		
	PROBLEMS AND COMPLAINTS		
2.1	Percentage of consumers who have encountered problems when buying something*	18%	16%
2.2	Percentage of consumers who made a complaint to a seller/provider/manufacturer*	15%	14%
2.3	Percentage of consumers who felt they had a reason to complain, but didn't*	16%	20%
2.4	Percentage of consumers who were satisfied with complaint handling*	54%	58%
2.5	Percentage of consumers who took no further action after unsatisfactory complaint handling*	44%	45%
	REDRESS		
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	55%	52%

		Norway	EU averages 2011
		2011	**EU27**
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts*	42%	38%
2.8	Percentage of retailers who have used ADR mechanisms**	11%	10%
	CONSUMERS' AWARENESS OF THEIR RIGHTS		
2.9	Percentage of consumers who know of cooling-off period in distance selling*	65%	70%
2.10	Percentage of consumers who know the legal period to have a defective product repaired or replaced*	69%	51%
2.11	Percentage of consumers who know their rights in case of unsolicited selling*	48%	35%
	MEDIA		
2.12	Percentage of consumers who watch/listen to TV or radio programmes on consumer issues*	62%	55%
2.13	Percentage of consumers who have changed their behaviour as a result of a media story*	30%	41%
	SUSTAINABLE CONSUMPTION		
2.14	Percentage of consumers whose purchases were influenced by their environmental impact*	24%	29%
	CONSUMER ORGANISATIONS & INFORMATION		
2.15	Percentage of consumers who trust consumer organisations to protect their rights as a consumer*	75%	72%
2.16	Difference between trust in consumer organisations and trust in public authorities*	-2%	10%
2.17	National public funding to consumer organisations – (in € per 1,000 inhabitants) total executed in 2010***	2,520	NA

- Norway's Consumer Conditions Index was 69 in 2011.
- Only 14% of Norwegian retailers came across fraudulent advertisements/offers, lower percentage than in any EU country.
- 30% of consumers have changed their behaviour as a result of a media story, less than anywhere in the EU.
- National public funding to consumer organisations is higher than in any EU country (2,520 € per 1,000 inhabitants).

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