



		United Kingdom	Previous values & European averages		
		2009	2008	EU27	EU15
	Percentage of consumers who feel adequately protected by existing measures	77,8%	66,0%	54,6%	58,3%
<b>1. ENFORCEMENT</b>					
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer	70,1%	67,0%	54,8%	58,1%
1.2	Percentage of consumers who trust sellers / providers to respect their rights as a consumer	78,4%	77,0%	58,1%	61,0%
1.3	Percentage of consumers who came across misleading or deceptive advertisements / offers	43,2%	42,0%	53,9%	54,4%
1.4	Percentage of consumers who came across fraudulent advertisements / offers	25,2%	24,0%	35,7%	34,8%
1.5	Percentage of retailers who came across fraudulent advertisements / offers made by competitors in the past year	10,1%	NA	20,0%	17,9%
1.6	Percentage of retailers who came across misleading or deceptive advertisements / offers made by competitors in the past year	22,9%	NA	28,4%	26,3%
1.7	Sweep on electronic goods - % of sites flagged for further investigation	NA	NA	55,5%	54,8%
1.8	Sweep on mobile services - % of sites found in breach	27,9%	NA	52,9%	45,9%
<b>PRODUCT SAFETY</b>					
1.9	Number of RAPEX notifications under article 12 - serious risk notifications	104	87	NA	NA
1.10	Percentage of consumers who think a significant number of products are unsafe	8,9%	8,0%	24,8%	23,8%
1.11	Percentage of retailers who think a significant number of products are unsafe	5,1%	6,5%	16,3%	15,1%
1.12	Percentage of retailers whose products were checked by authorities	13,5%	29,5%	22,2%	21,2%
1.13	Percentage of retailers whose products have been recalled or withdrawn	5,0%	15,0%	6,9%	6,8%
1.14	Percentage of consumers who have heard of product recalls	59,7%	71,0%	67,5%	70,6%
1.15	Percentage of consumers who have been personally affected by a product recall	12,5%	9,0%	9,5%	10,4%
1.16	Percentage of retailers who carried out tests to make sure that the products they were selling were safe	36,2%	57,5%	27,6%	26,9%
1.17	Percentage of retailers who have received consumer complaints about the safety of their products	4,0%	11,4%	8,9%	8,3%
<b>RETAILERS' AWARENESS OF CONSUMER LEGISLATION</b>					
1.18	Percentage of retailers who said they were well informed about legislation on product safety	66,9%	95,1%	65,9%	66,1%
1.19	Percentage of retailers who knew the length of the "cooling-off" period for distant sales	8,0%	NA	22,8%	24,8%
1.20	Percentage of retailers who knew the legal period to return a defective product	6,6%	NA	25,7%	25,0%
<b>2. CONSUMER EMPOWERMENT</b>					
<b>COMPLAINTS</b>					
2.1	Percentage of consumers who made a complaint to a seller / provider	7,8%	24,0%	10,3%	9,8%
2.2	Percentage of consumers who felt they had a reason to complain, but didn't	1,5%	3,0%	4,0%	2,1%
2.3	Percentage of consumers who were satisfied with complaint handling	46,2%	46,0%	49,7%	49,6%
2.4	Percentage of consumers who took no further action after unsatisfactory complaint handling	53,6%	49,0%	46,4%	42,5%
2.5	Percentage of consumers who have encountered problems when buying something	9,3%	27,0%	14,3%	11,9%

<b>REDRESS</b>					
2.6	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	54,5%	52,0%	37,3%	38,5%
2.7	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	29,3%	40,0%	22,8%	23,7%
2.8	Percentage of retailers who know of ADR mechanisms	69,6%	68,6%	56,6%	57,6%
2.9	Percentage of retailers who have used ADR mechanisms	11,7%	18,6%	9,3%	9,6%
<b>SWITCHING</b>					
2.10	Percentage of consumers who switched current account providers	9,2%	9,2%	11,5%	11,5%
2.11	Percentage of consumers who had difficulties comparing offers from current account providers	26,4%	24,0%	37,3%	39,2%
2.12	Percentage of consumers who switched electricity service providers	32,7%	30,1%	11,6%	14,4%
2.13	Percentage of consumers who had difficulties comparing offers from electricity service providers	33,5%	22,6%	43,1%	43,7%
2.14	Percentage of consumers who were aware of the evolution of the price of their electricity provider in the past year	65,9%	85,4%	69,4%	68,5%
<b>ASPECTS OF CONSUMER PROTECTION</b>					
2.15	Percentage of consumers who have changed their behaviour as a result of a media story	40,7%	NA	38,7%	39,0%
<b>CONSUMER ORGANISATIONS &amp; INFORMATION</b>					
2.16	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	74,8%	71,0%	64,0%	68,3%
2.17	Difference between trust in consumer organisations and trust in public authorities	4,7%	4,0%	9,2%	10,2%
2.18	National public funding to consumer organisations (total executed in 2009: in € per 1000 inhabitants)	446 €	NA	NA	NA

## **COUNTRY HIGHLIGHTS**

- 78% of consumers feel adequately protected by existing measures, the highest percentage in the EU.
- Trust in the ability of third parties to protect the rights of consumers is the highest in relation with retailers (78% of consumers share this view, 1<sup>st</sup> in the EU), followed by consumer organisations (75%, 5<sup>th</sup> in the EU) and public authorities (70%, 4<sup>th</sup> in the EU).
- UK also has the highest switching rate in the EU with as many as 33% of consumers having changed their electricity service provider.
- Redress gets excellent scores both from consumers and retailers. As many as 55% of consumers (the highest percentage in the EU) find it easy to resolve disputes with sellers / providers through ADR. Courts are seen as an easy solution for dispute resolution by 29% of consumers (EU 4<sup>th</sup>).