



# **Consumer Markets Expert Group**

## **Workshop on Benchmarking Consumer Conditions in the Single Market**

**Bruxelles 26.09.2013**

# Consumer Conditions Scoreboard

- ***Aim :***
  - ✓ Shows how the single market is performing for EU consumers and warns of potential problems.
- ***Periodicity***
  - ✓ Every two years from 2013 onward
- ***Main source of statistical information***
  - ✓ Two surveys on consumers and retailers attitudes towards cross-border trade and consumer protection
  - ✓ The survey will be in the future managed through a specific Framework Contract (allowing for more flexibility).

# Consumer conditions index (CCI)

- Composite index based on indicators contained in the two surveys
- Computed at country level
- Allow the comparison of performance over time and across countries
- Now 12 indicators grouped under 5 themes

# Survey on consumers

- *DOMESTIC AND CROSS-BORDER SHOPPING VIA THE INTERNET*
- *CONSUMER CONFIDENCE AND ATTITUDES TOWARDS DOMESTIC AND CROSS-BORDER PURCHASES*
- *FEELING PROTECTED AS A CONSUMER*
- *KNOWLEDGE OF CONSUMER LEGISLATION*
- *PROBLEMS AND COMPLAINTS*
- *UNFAIR COMMERCIAL PRACTICES*
- *DISPUTE RESOLUTION*
- *THE ROLE OF THE MEDIA*

# Survey on retailers

- *CHARACTERISTICS OF THE RETAILERS SURVEYED*
- *CROSS-BORDER TRADE IN THE INTERNAL MARKET*
- *INFORMATION AND AWARENESS OF LEGAL OBLIGATIONS TOWARDS CONSUMERS*
- *COMPLIANCE WITH CONSUMER AND PRODUCT SAFETY LEGISLATION*
- *AWARENESS AND USE OF ALTERNATIVE DISPUTE RESOLUTION (ADR) BODIES TO SETTLE DISPUTES WITH CONSUMERS*

<b>CONSUMER CONDITIONS INDEX</b>		<b>EU27</b>	<b>MIN</b>	<b>MAX</b>
		<b>62</b>	<b>47</b>	<b>73</b>
<b>FEELING PROTECTED AS A CONSUMER</b>				
1.	Percentage of consumers who feel adequately protected by existing measures	55	18	76
2.	Percentage of consumers who trust public authorities to protect their rights	59	34	83
3.	Percentage of consumers who trust sellers/providers to respect their rights as a consumer	59	37	77
4.	Percentage of consumers who trust consumer organisations to protect their rights as a consumer	75	54	90
<b>ILLICIT COMMERCIAL PRACTICES</b>				
5.	Percentage of consumers who did not come across misleading and deceptive advertisements/offers	54	30	66
6.	Percentage of consumers who did not come across fraudulent advertisements/offers	67	50	81
<b>CONSUMER COMPLAINTS</b>				
7.	Percentage of consumers who took action when they encountered problems	83	61	92
8.	Percentage of consumers who were satisfied with complaint handling by retailer/provider	66	37	78
<b>REDRESS</b>				
9.	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR	44	24	70
10.	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts	36	13	50
<b>PRODUCT SAFETY</b>				
11.	Percentage of consumers who do not think that a significant number of products are unsafe	68	44	90
12.	Percentage of retailers who do not think that a significant number of products are unsafe	77	44	98

# Revision of the CCI - 1

- *Aim – see to what extent the current formulation is describing consumer conditions:*
- *The next release of the index will be in 2015 – based on surveys data collected in spring 2014*
  - ✓ **Today discussion: relevance and exhaustiveness of the current index (indicators/themes to be added/deleted). It will impact on the drafting of the questionnaires for the 2014 editions of the survey.**
  - ✓ **To be seen in a later stage: review the construction of the index and see the possible use of weights**

## Revision of the CCI - 2

- *Specific issue related to problems/complaints*
  - ✓ Currently, the indicator on the % of consumers who complained (out of those who had experienced a problem) has a positive impact on the CCI (in contrast to the MPI)
  - ✓ Is complaining a sign of consumer empowerment or a symptom of the severity of the problem experienced?
  - ✓ Should we review the way the question is asked or the way the indicator contributes to the index?
  - ✓ The issue of the small sample size.