

# **Consumer Conditions Scoreboard & Consumer Empowerment Report March 2011**

**IMCO – 12 April 2011**

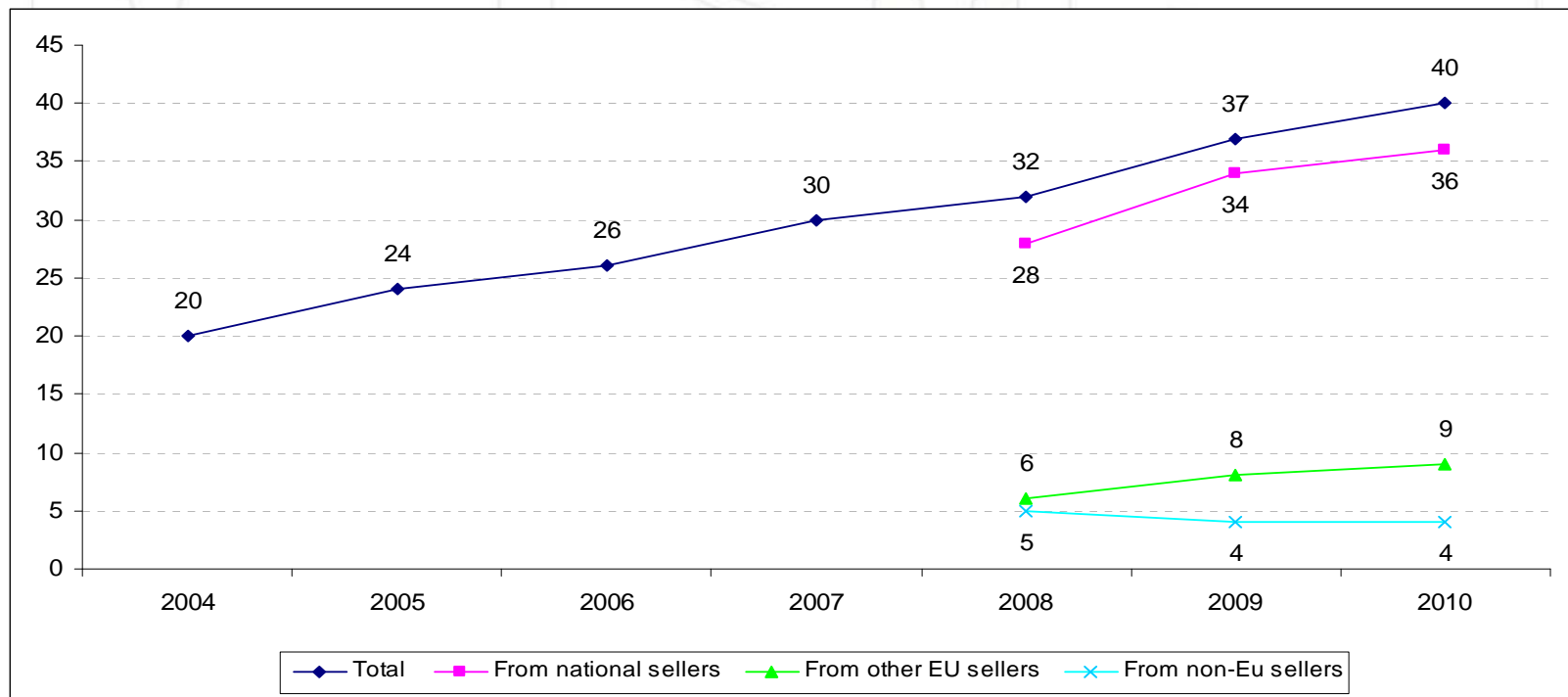
# Consumer Scoreboard

- Two editions:

- Consumer Conditions Scoreboard (CCS) in spring (latest edition 4<sup>th</sup> March 2011)
  - Tracks the integration of the retail internal market and the development of cross-border e-commerce
  - Benchmark national consumer policies
  - National and EU-level data. National fiches for each M.S.

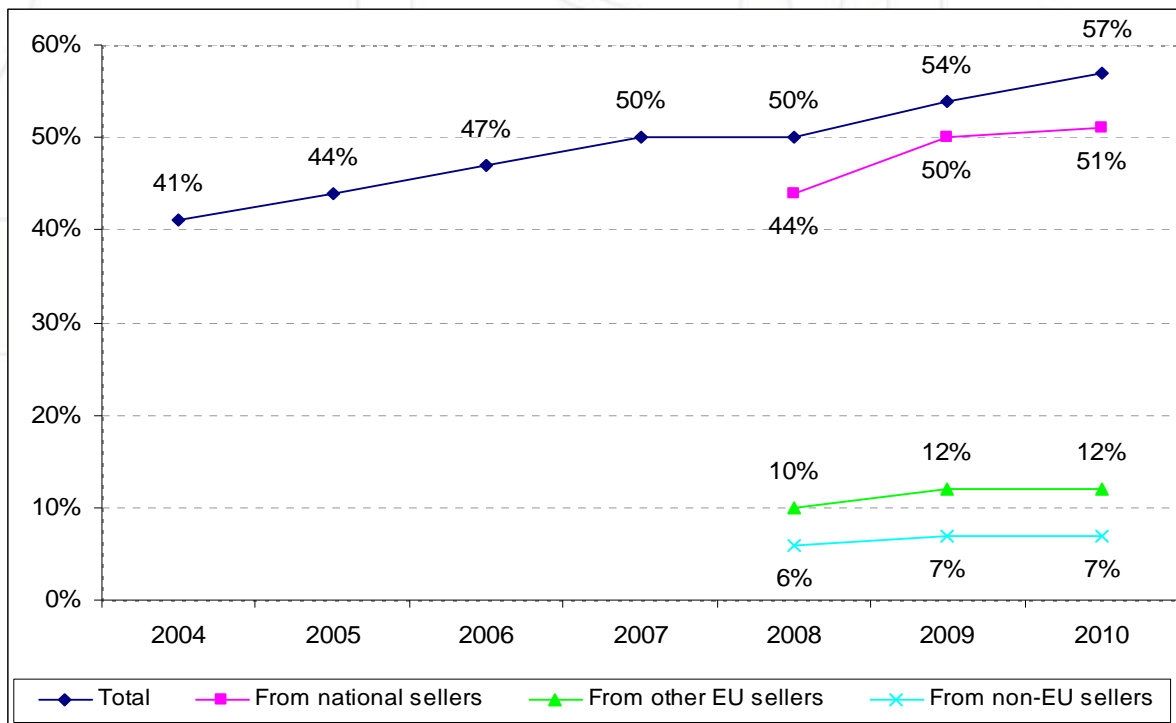
## 5<sup>th</sup> CCS - e-commerce

- Despite the sustained growth of domestic e-commerce, the growth of cross-border e-commerce is modest at best.
- But consumers are confident once they try it and fear evaporates
- Retailers seem less convinced



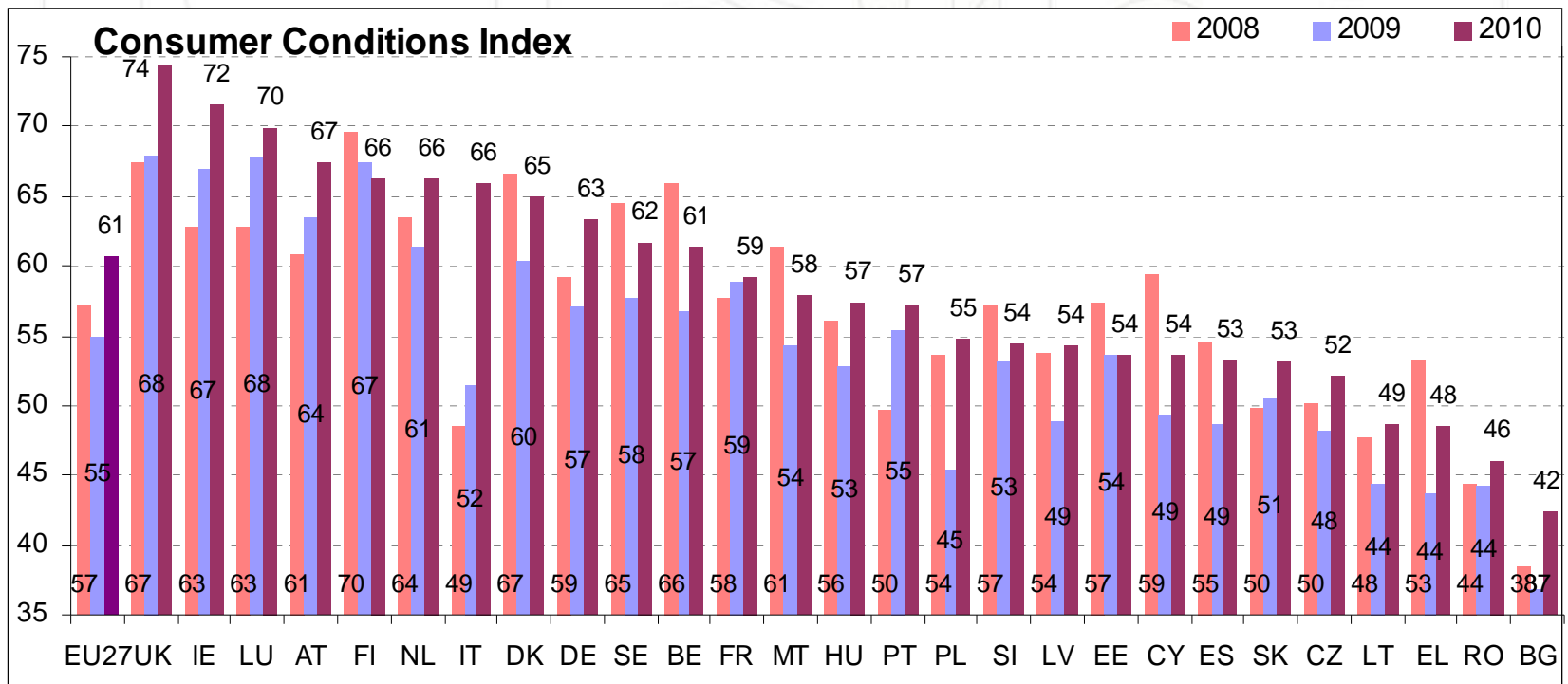
## 5<sup>th</sup> CCS – Internet users

- It also appears to be more reliable.
- 62% of consumers who had not made a cross-border distance purchase said that fears about fraud put them off, 59% cited concerns about what to do if problems arose and 49% were worried about delivery



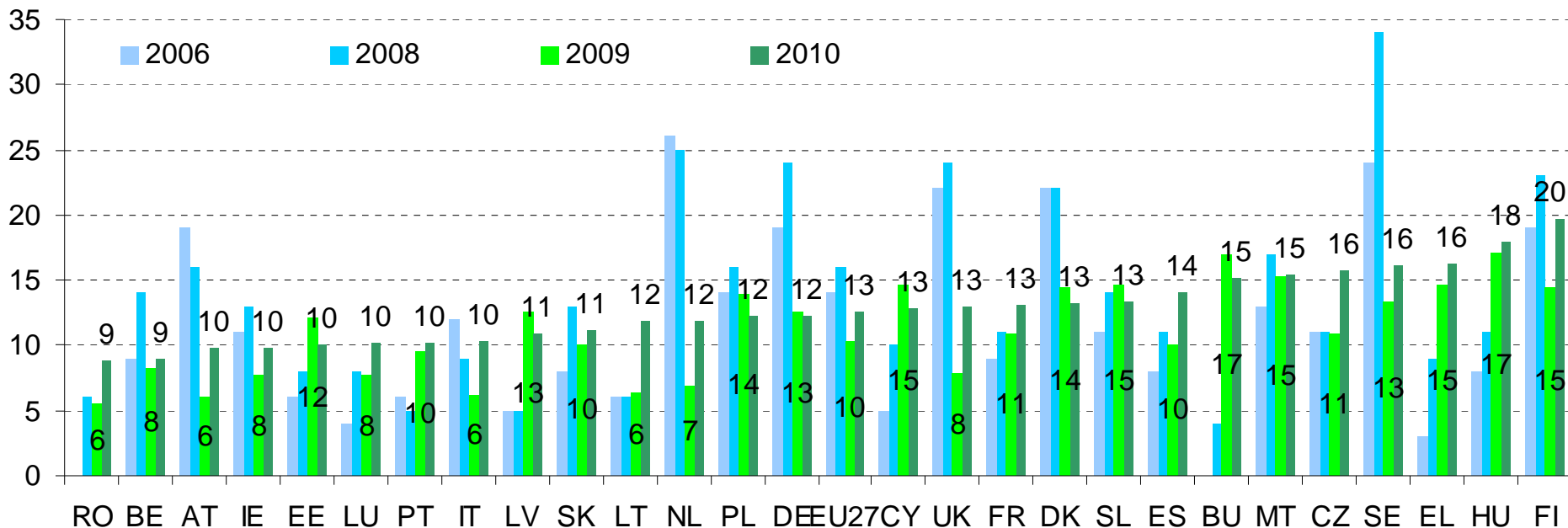
# 5<sup>th</sup> CCS – Consumer Conditions Index

- Consumers conditions cited in Guideline 6 of EU 2020 integrated guidelines and Annual Growth Survey as framework conditions to growth.
- Trust, Enforcement, Redress



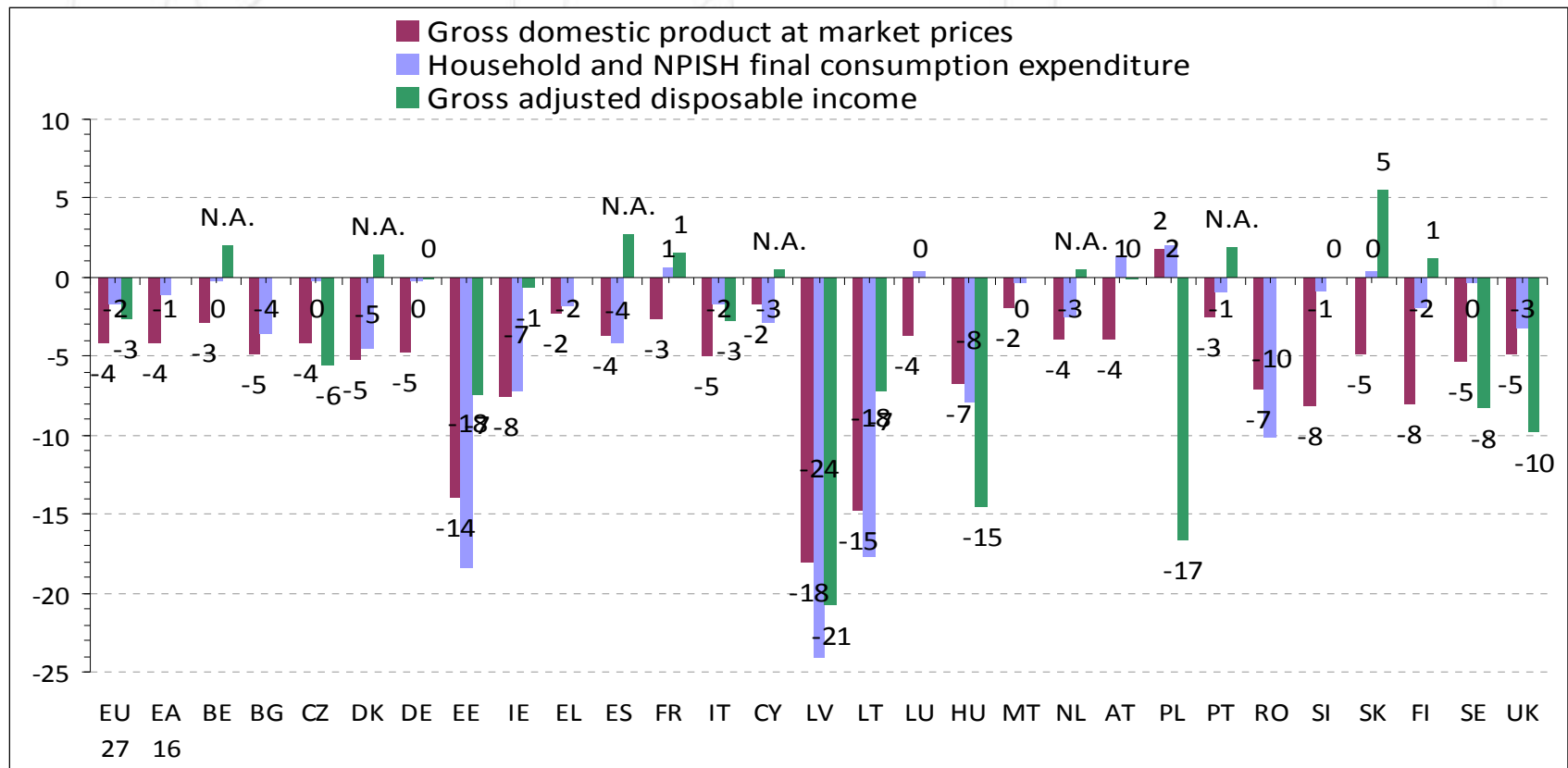
# 5<sup>th</sup> CCS – Consumer Complaints

- Consumer complaints is one of the key indicator for monitoring the single market. In the last twelve months before the survey, 13% of European consumers complained to a trader when they encountered a problem after a purchase. Another 4% did not complain to the trader despite the fact that they had a problem. Almost one in two consumers were not satisfied by the way in which their complaint was dealt with.



# 5<sup>th</sup> CCS – Consumer Affordability

- Citizens suffered in the downturn as consumers too: the ability of consumers to afford the same goods and services continues to vary very significantly across the EU.



## Consumer empowerment – why?

- ❑ Need for empirical data on consumer empowerment
- ❑ Better design regulation, information and education – at EU and national level
- ❑ 55 000 consumers surveyed in EU27+IS+NO in March 2010



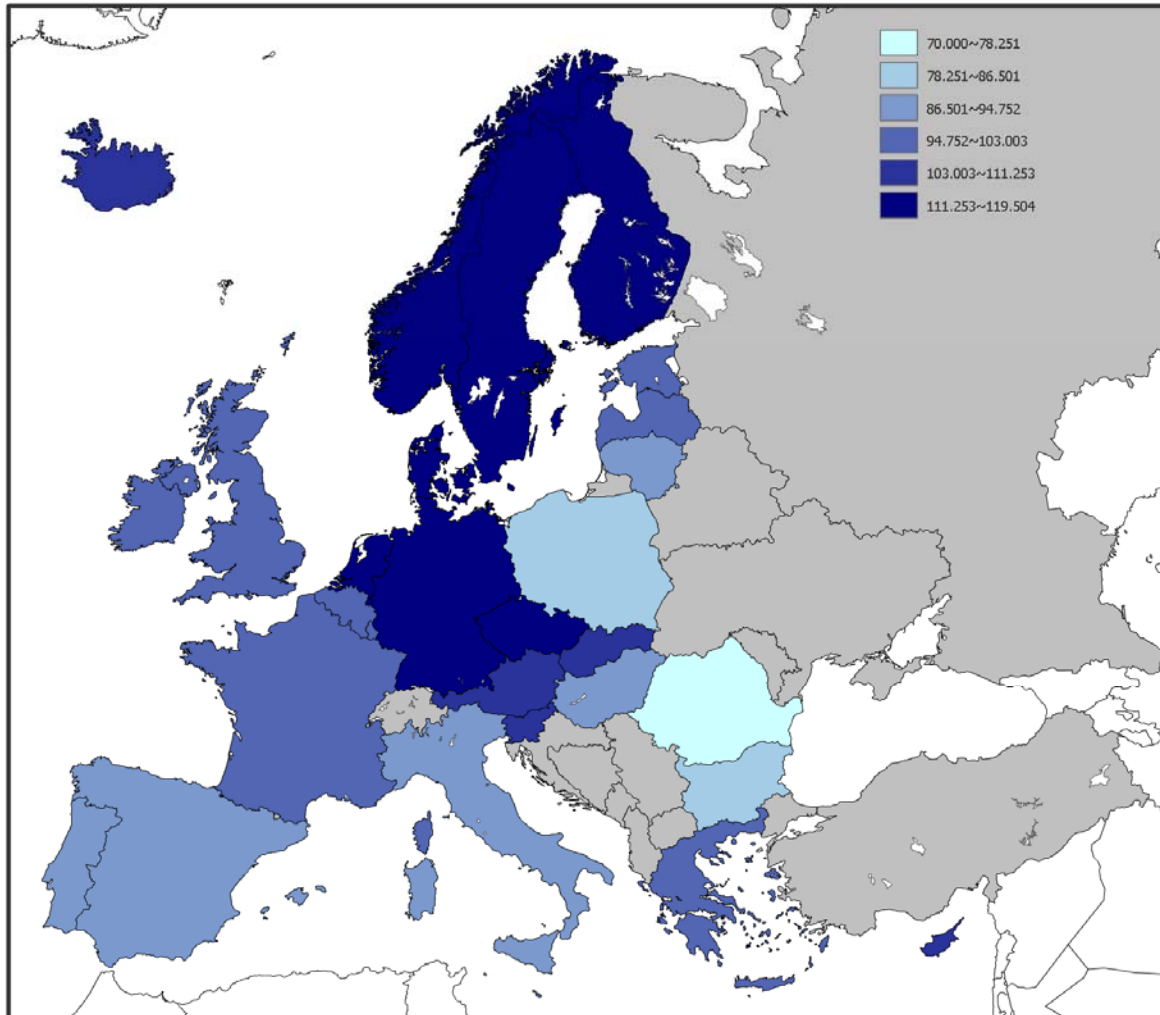
# Consumer empowerment – what?

- Perceived confidence
- Consumer skills
- Consumer awareness
- Consumer behaviour
- Willingness to take action and  
detriment

# Consumer empowerment – awareness

- 28% know the cooling-off period in distance selling of financial product (e.g., car insurance)
- 39% know the length of the guarantee rights
- 44% know the cooling-off period in doorstep selling (e.g., when buying a vacuum cleaner)

# Consumer Empowerment Index



## Next steps

- Commission Staff Working Document with a detailed analysis of the results (Apr11)
- Consultation
- Communication
- Use at national level

# More information:

[http://ec.europa.eu/consumers/consumer\\_research/  
editions/cms5\\_en.htm](http://ec.europa.eu/consumers/consumer_research/editions/cms5_en.htm)

*Thank you for your attention!*

