

# The Digital Fairness Act: Battling the digital Wild West

A hand is shown pointing at a glowing digital map of Europe. The map is composed of numerous small, bright orange and yellow dots connected by thin, glowing blue lines, creating a network-like structure. The background is a dark blue gradient with a subtle pattern of light blue dots and lines, suggesting a global or digital theme.

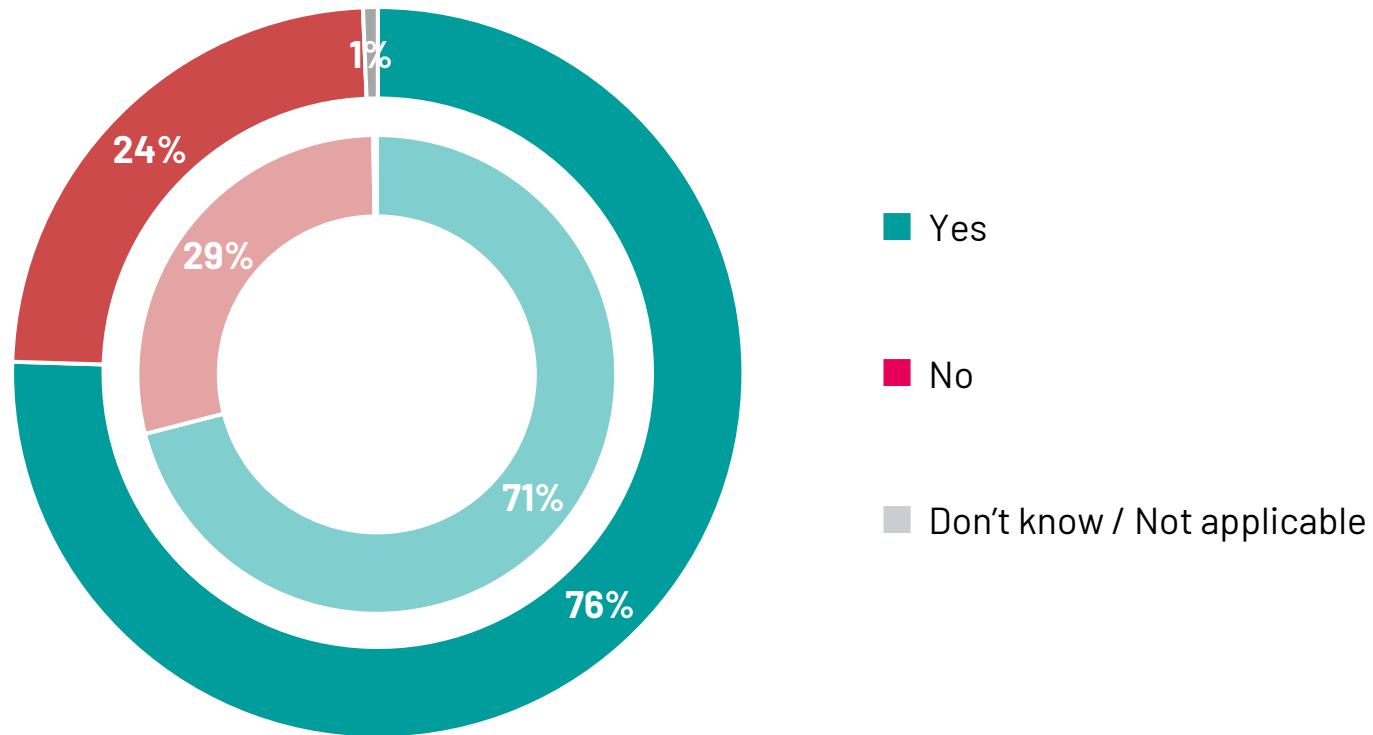
**Ipsos European Public Affairs**

Insights from the 2024 Consumer Conditions Survey commissioned  
by the Directorate-General for Justice and Consumers (DG JUST)

# ONLINE PURCHASE

## Online purchases made in the past 12 months – EU27, trend

The outer circle shows the 2024 data while the inner circle shows the 2022 data

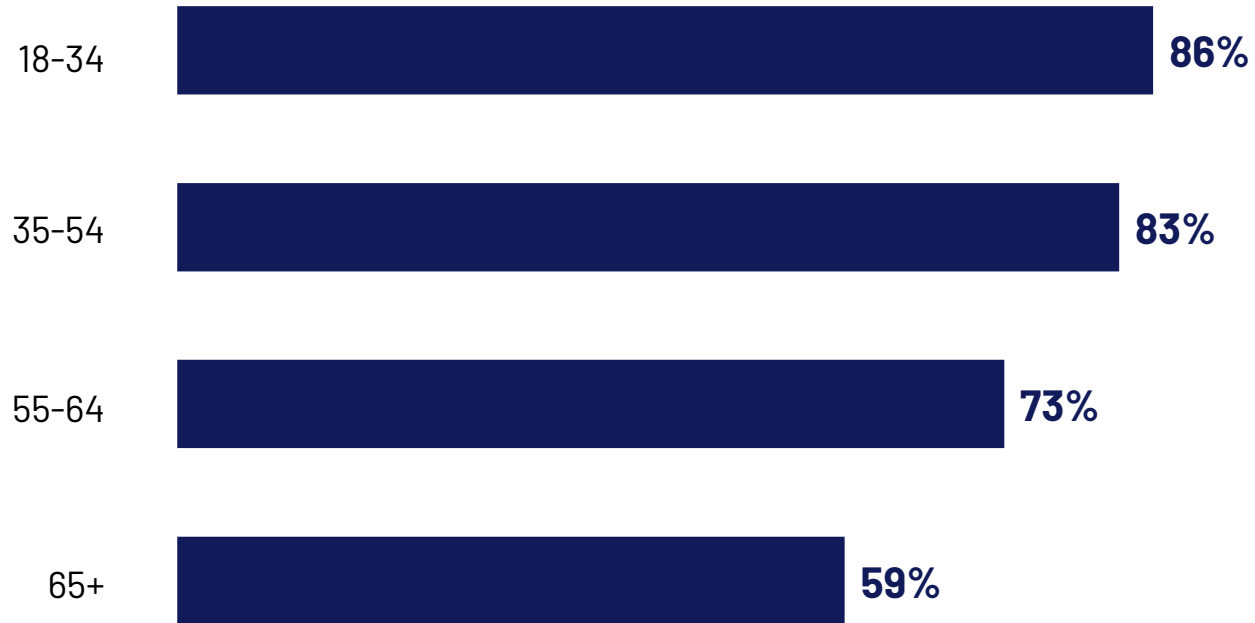


Base: All respondents (2024 n=25653; 2022 n=25859)

Question: Q1 In the past 12 months, have you purchased any goods or services via the Internet?

## Online purchases made in the past 12 months – by age group

Respondents who reported having purchased goods or services via the internet in the past 12 months



Base: All respondents (2024 n=25653)

Question: Q1 In the past 12 months, have you purchased any goods or services via the Internet? 'Yes'

## Online purchases made in the past 12 months – by ease of financial management

Respondents who reported having purchased goods or services via the internet in the past 12 months



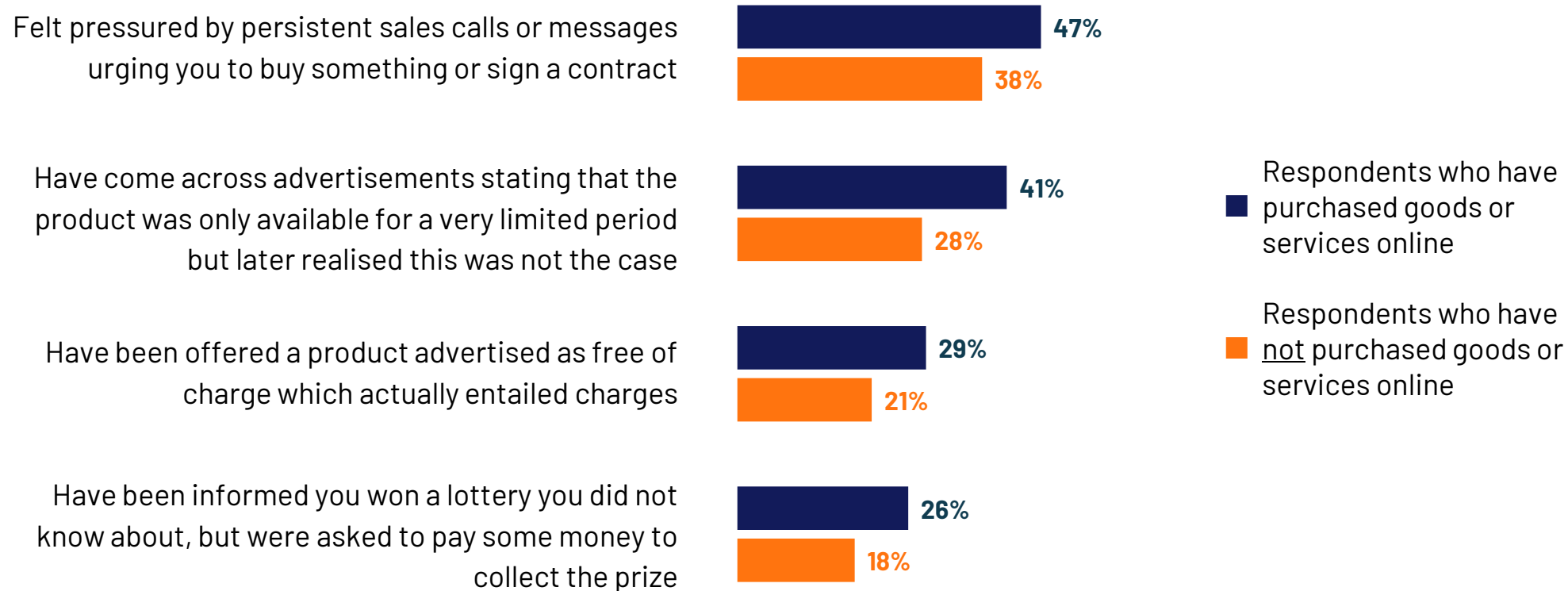
Base: All respondents (2024 n=25653)

Question: Q1 In the past 12 months, have you purchased any goods or services via the Internet? 'Yes'

# EXPERIENCE OF UNFAIR COMMERCIAL PRACTICES

# Experience of unfair commercial practices in the past 12 months – by respondents who made online purchases vs those who did not

Respondents who reported having experienced each unfair commercial practice



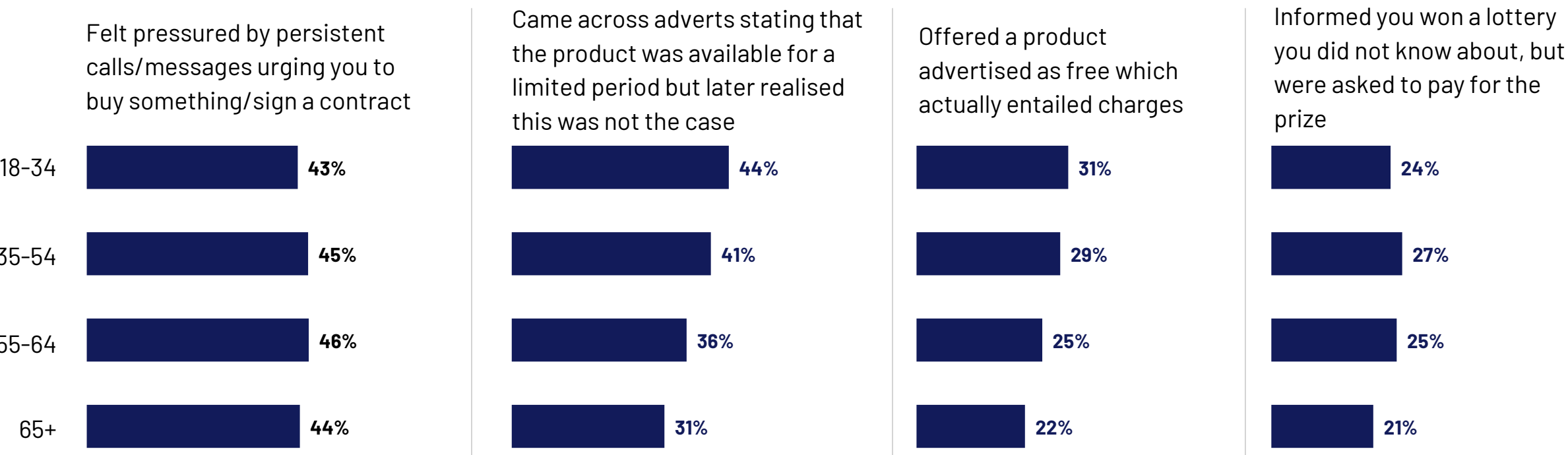
Base: Respondents who have purchased goods or services online in the past 12 months, or are unsure if they have (n=19957); Respondents who have not purchased goods or services online in the past 12 months (n=5696)

Question: Q19 I will read you some statements about unfair commercial practices. After each one, please tell me whether you have experienced it during the last 12 months? 'Yes'



# Experience of unfair commercial practices in the past 12 months – by age

Respondents who reported having experienced each unfair commercial practice\*

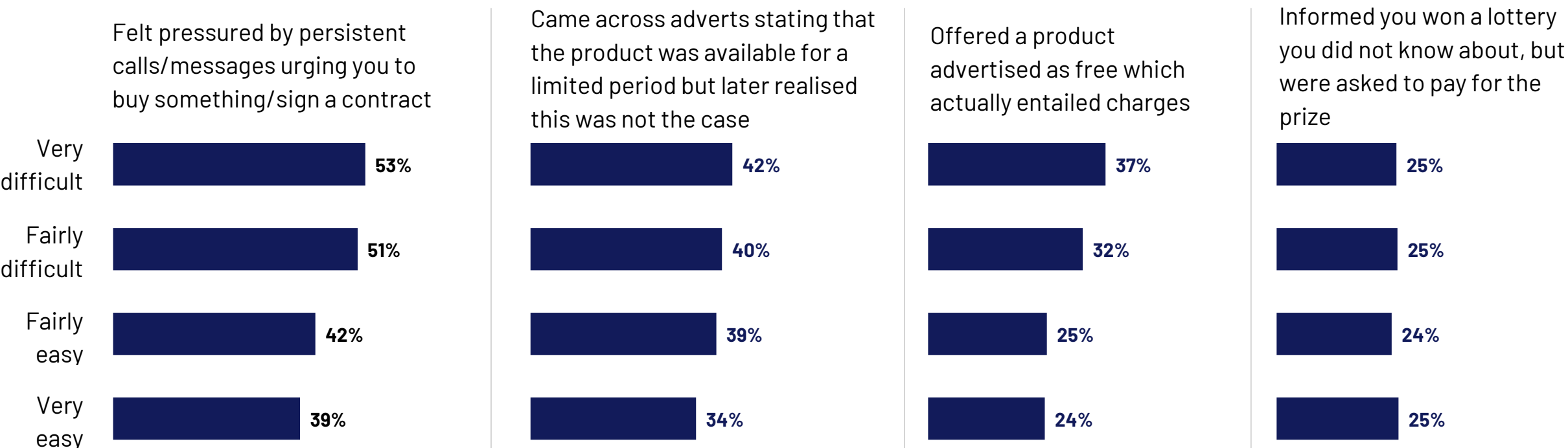


Base: All respondents (2024 n=25653)  
Question: Q19 I will read you some statements about unfair commercial practices. After each one, please tell me whether you have experienced it during the last 12 months? 'Yes'  
\* Please note that answers include respondents who did not make online purchases in the past 12 months.



# Experience of unfair commercial practices in the past 12 months – by ease of financial management

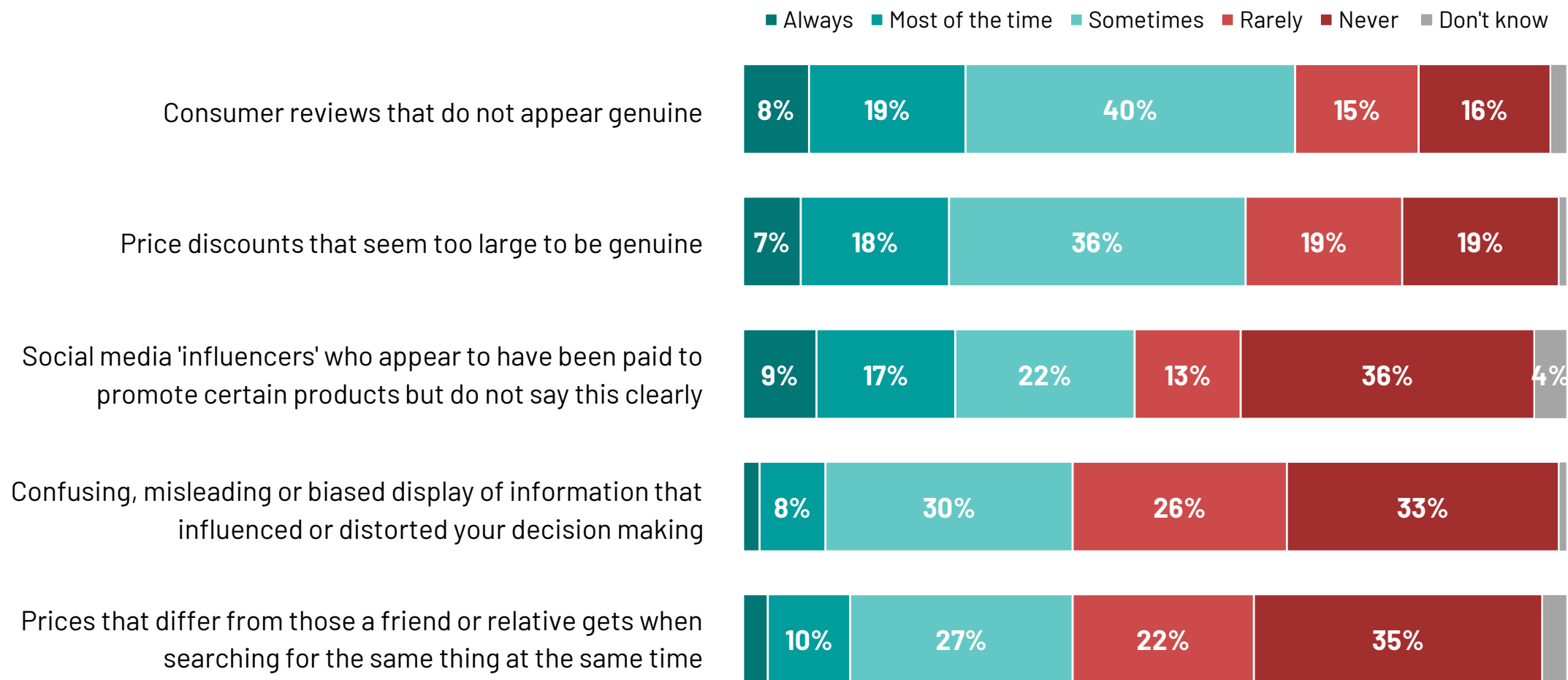
Respondents who reported having experienced each unfair commercial practice\*



Base: All respondents (2024 n=25653)  
Question: Q19 I will read you some statements about unfair commercial practices. After each one, please tell me whether you have experienced it during the last 12 months? 'Yes'  
\* Please note that answers include respondents who did not make online purchases in the past 12 months.

# **FREQUENCY OF EXPERIENCING DECEPTIVE PRACTICES ONLINE**

# Frequency of experiencing deceptive practices online – all respondents who made online purchases



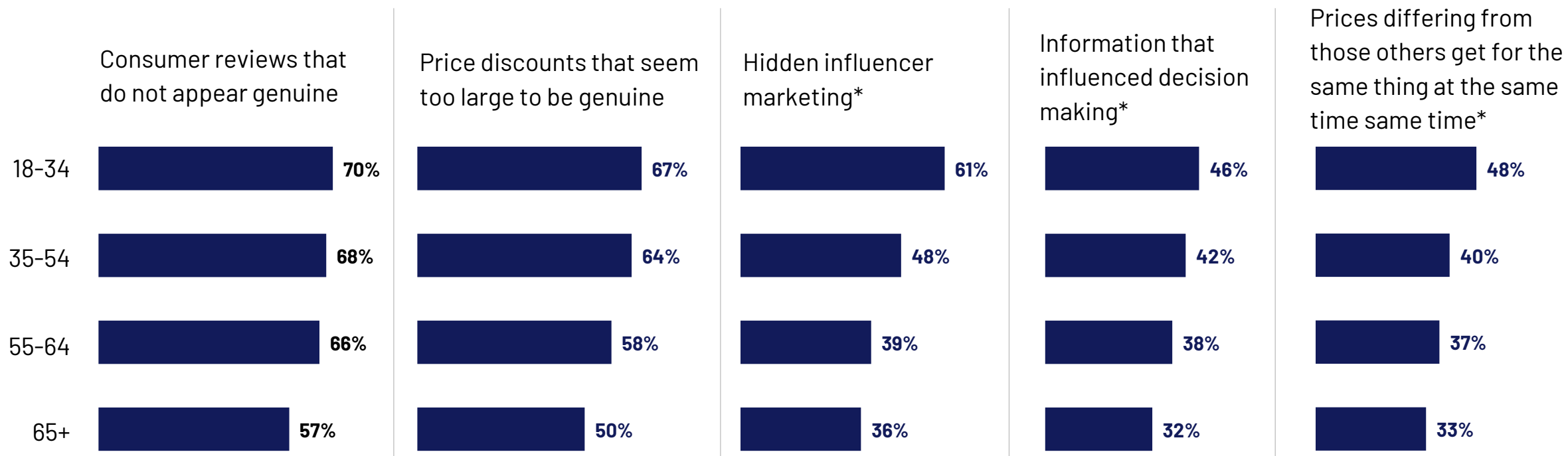
Base: Respondents who have purchased goods or services online in the past 12 months (n=19871)

Question: Q20 When you are searching for or buying products online, how often, if at all, would you say you experience the following?

Note: Data points of 3% or less were removed from the chart for readability

# Frequency of experiencing deceptive practices online – by age group

Respondents who reported having experienced each of the following problems



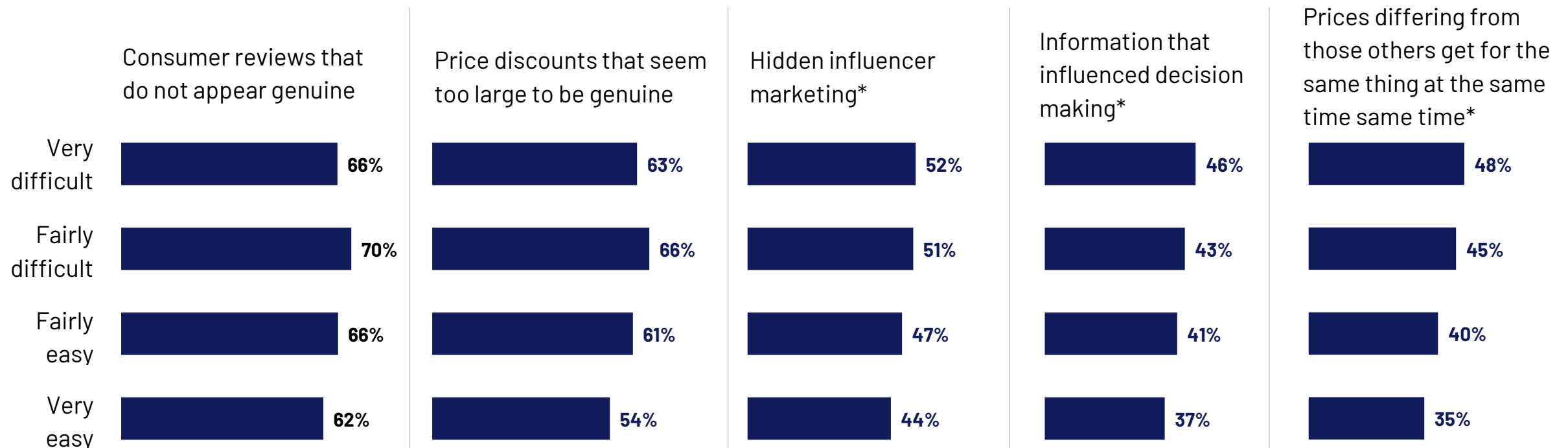
Base: Respondents who have purchased goods or services online in the past 12 months (n=19871)

Question: Q20 When you are searching for or buying products online, how often, if at all, would you say you experience the following? Total 'always + most of the time + sometimes'

\* Statement shortened for readability

# Frequency of experiencing deceptive practices online – by ease of financial management

Respondents who reported having experienced each of the following problems



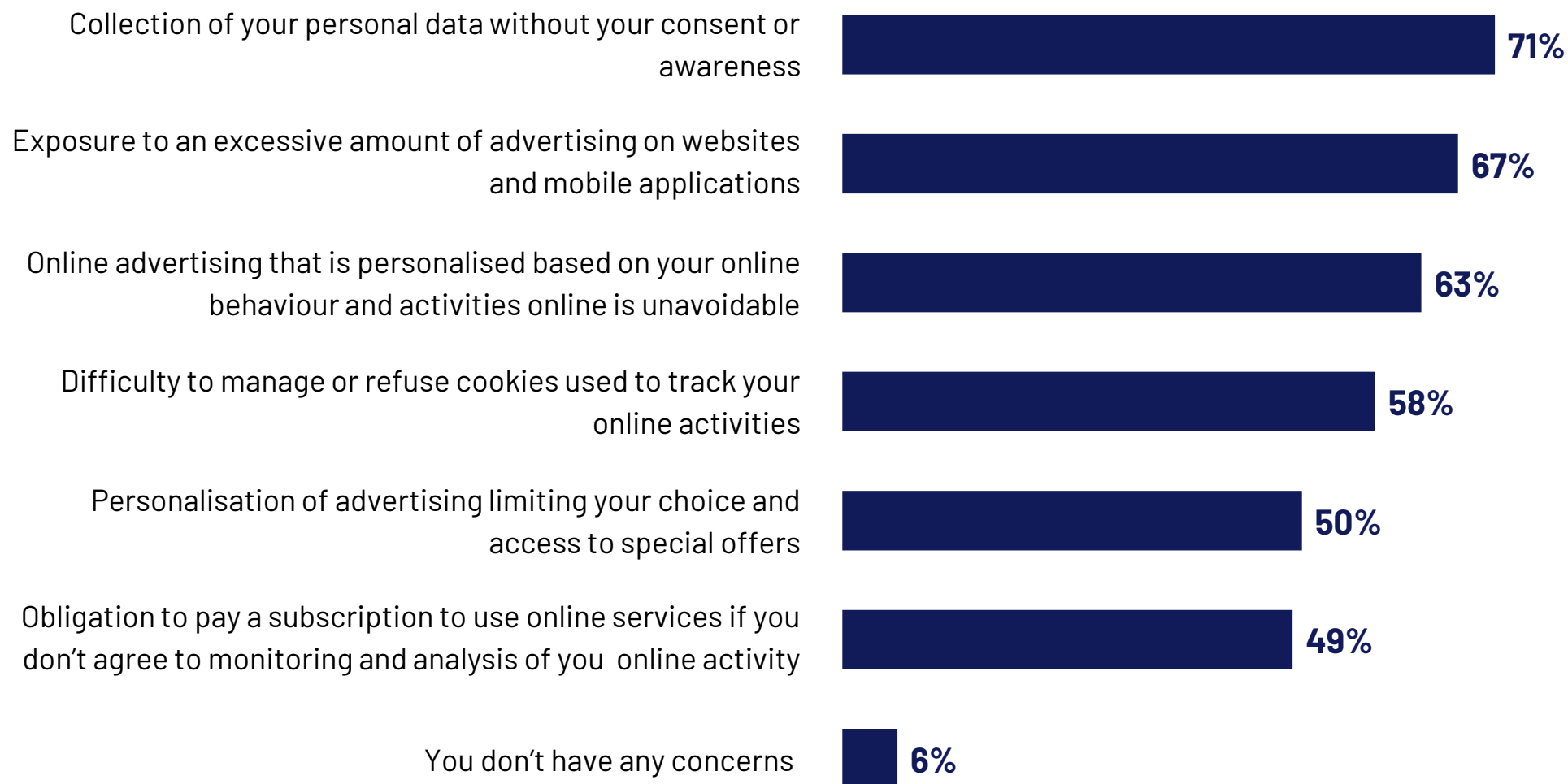
Base: Respondents who have purchased goods or services online in the past 12 months (n=19871)

Question: Q20 When you are searching for or buying products online, how often, if at all, would you say you experience the following? Total 'always + most of the time + sometimes'

\* Statement shortened for readability

# CONCERNS ABOUT DIGITAL PRACTICES

## Concerns about digital practices – all respondents who made online purchases

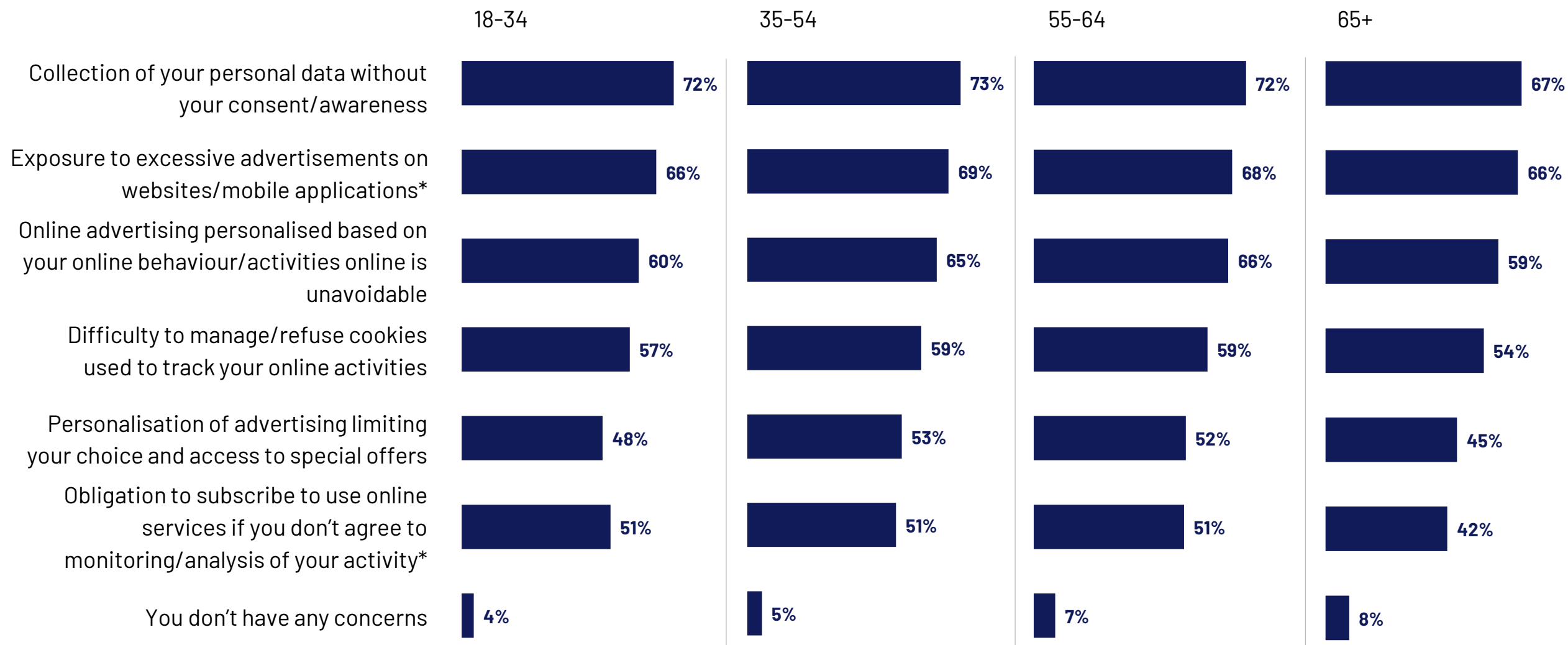


Base: Respondents who have purchased goods or services online in the past 12 months (n=19871)

Question: Q202 Which, if any, of the following are a concern to you personally? (Multiple choice)



## Concerns about digital practices – by age group

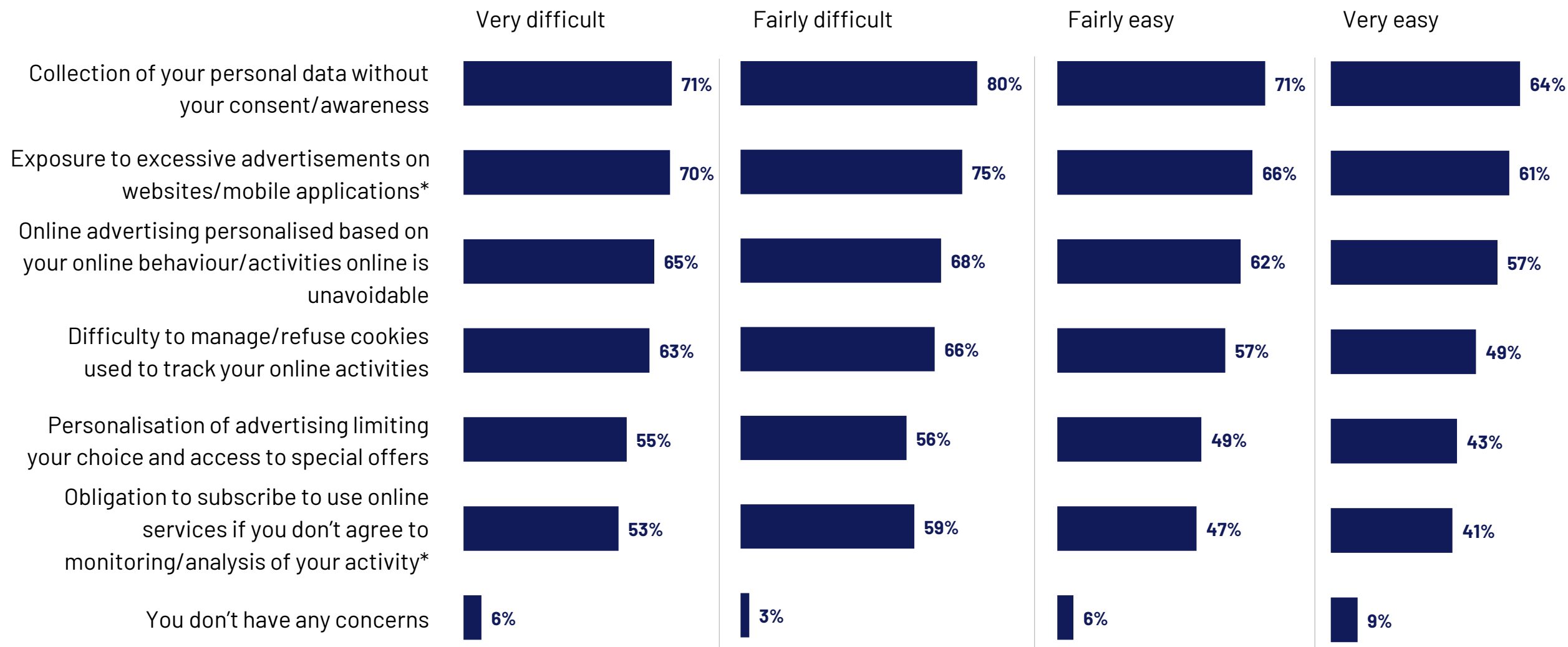


Base: Respondents who have purchased goods or services online in the past 12 months (n=19871)

Question: Q202 Which, if any, of the following are a concern to you personally? (Multiple choice)

\* Statement shortened for readability

## Concerns about digital practices – by ease of financial management



Base: Respondents who have purchased goods or services online in the past 12 months (n=19871)

Question: Q202 Which, if any, of the following are a concern to you personally? (Multiple choice)

\* Statement shortened for readability

# Methodology

The Consumer Conditions Survey was carried out by Ipsos on behalf of the Directorate-General for Justice and Consumers.

The full data tables can be accessed by clicking [here](#).

The Consumer Conditions Survey assessed consumers' attitudes, behaviours and experiences with respect to domestic and cross-border trade as well as other related themes. While this document focuses on online purchasing and unfair and illicit commercial practices other key topics included consumer confidence and knowledge; product safety; problems and complaints.

Data were collected between 4 November and 29 November 2024. Fieldwork was conducted by telephone among representative samples of the general public aged 18+ in each of the 27 European Union Member States, as well as Iceland and Norway. The sample size was 1,000 per country except in Luxembourg, Malta, Cyprus and Iceland where it was 500. Data in these slides focuses on EU27 countries only.

Please note that percentages might not always sum up to 100% due to rounding.

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# MORE INFO

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