European Commission

Special Eurobarometer 503

Report

Attitudes towards the impact of digitalisation on daily lives

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Survey requested by the European Commission,
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Report

Attitudes towards the impact of digitalisation on daily lives

December 2019

Survey conducted by Kantar on behalf of Kantar Belgium at the request of the European Commission, Directorate-General for Communications Networks, Content and Technology

Survey co-ordinated by the European Commission, Directorate-General for Communication (DG COMM "Media monitoring and Eurobarometer" Unit)

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https://ec.europa.eu/commfrontoffice/publicopinion

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INTRODUCTION

Digitalisation offers opportunities to enhance competitiveness, economic growth, and individual as well as social well-being. In addition, data and Artificial Intelligence (AI) technologies can solve many societal challenges, from health to farming, from security to manufacturing.

However, digitalisation also gives rise to a variety of challenges. These include: the environmental impact of the use of digital technologies; the collection and use of personal data; the spread of *fake news* and disinformation online and its possible repercussions for our democracies; the increasing need for digital skills for everyday personal and professional life; and the barriers to cross-border online activity in the context of the EU Digital Single Market.

The President of the European Commission, Ursula von der Leyen, included the objective of making "Europe fit for the digital age" as a top priority for Europe in the Political Guidelines for 2019-2024[1]. The European Commission has also proposed the creation of a Digital Europe programme. It would bring direct investment of €9.2 billion (subject to the final agreement of the European Council and the European Parliament) for the deployment of innovative digital technologies in five key areas: supercomputing, AI, cybersecurity, advanced digital skills, and ensuring a wide use of these digital technologies across the economy and society[2].

This Special Eurobarometer was designed to gauge public opinion in a range of areas related to the impact of digitalisation on the daily lives of European citizens. It covers the following areas:

- Digitalisation, the environment and sustainability;
- Sharing personal data in order to improve public services and control of the use of personal data;
- Perceived exposure to *fake news* and disinformation, actors responsible for combatting them and measures to adopt to address them;
- Digital skills in everyday life and in current employment, and barriers to improving them;
- Methods of identification when using online services and potential usefulness of a single digital ID;
- Experiences and barriers in purchasing online from other EU Member States.

[1] https://ec.europa.eu/commission/sites/beta-political/files/political-guidelines-next-commission_en.pdf
[2] https://ec.europa.eu/digital-single-market/en/news/digital-europe-programme-proposed-eu92-billion-funding-2021-2027

This survey was carried out by the Kantar network in the 28 EU surveyed states between 6 and 19 December 2019. Some 27,498 respondents from different social and demographic groups were interviewed face-to-face at their home in their mother tongue. This survey was commissioned by the European Commission, Directorate General for Communications Networks, Content and Technology.

The methodology used is that of the Standard Eurobarometer surveys carried out by the Directorate General for Communication ("Media monitoring and Eurobarometer" Unit)[3]. It is the same for all countries and territories covered in the survey.

A technical note on the manner in which interviews were conducted is appended as an annex to this report. Also included are the interview methods and confidence interval[4].

Readers are reminded that changes over time should be interpreted taking into account the margin of error. Changes of between 0-3pp are generally considered stable and are therefore not highlighted as significant increases or decreases in the analysis. The confidence intervals for different survey estimates can be found in the technical specifications annexed to this report.

Note: In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

Belgium	BE	Latvia	LV
Czechia	CZ	Luxembourg	LU
Bulgaria	BG	Hungary	HU
Denmark	DK	Malta	MT
Germany	DE	The Netherlands	NL
Estonia	EE	Austria	AT
Greece	EL	Poland	PL
Spain	ES	Portugal	PT
France	FR	Romania	RO
Croatia	HR	Slovenia	SI
Ireland	IE	Slovakia	SK
Italy	IT	Finland	FI
Republic of Cyprus	CY *	Sweden	SE
Lithuania	LT	United Kingdom	UK

European Union – weighted average for the 28 Member States	EU28
European Union without the UK – weighted average for the 27 Member States	EU27

* Cyprus as a whole is one of the 28 European Union Member States. However, the 'acquis communautaire' has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the 'CY' category and in the EU28 average.

We wish to thank the people throughout the European Union

who have given their time to take part in this survey.

Without their active participation, this study would not have been possible.

[3] https://ec.europa.eu/commfrontoffice/publicopinion

[4] The results tables are annexed. It should be noted that the total of the percentages indicated in the tables in this report may exceed 100% when the respondent was able to choose several answers to the same question.

KEY FINDINGS

More than three quarters of respondents think that manufacturers should be required to make it easier or repair digital devices

- Almost three in ten (29%) say that having information on the energy consumption of online services would influence their use of these services. However, the majority (57%) say that this would *not* influence their online service usage.
- 30% would like to keep using their current digital devices for at least 5 years provided that there is no severe drop in performance, and over a quarter (26%) would like to keep doing so for at least 10 years. Only 3% say they would like to keep using them for at least 1 year.
  - 'At least 5 years' and 'at least 10 years' are also the most frequently mentioned responses in most Member States.
- 'You broke your old device' (38%) and 'the performance of your old device had significantly deteriorated' (30%) are the most common reasons for purchasing a new digital device.
- Nearly eight in ten (79%) think manufacturers should be required to make it easier to repair digital devices or replace their individual parts, with 25% in support of this even if devices cost more and over a half (54%) in support of this provided that the devices do not cost more.
  - Majorities in all Member States and across most socio-demographic categories share this view.

More than eight in ten say they would be willing to recycle their old digital devices

- More than four in ten respondents would be willing to recycle their old digital devices if there was a nearby recycling point (44%) or if they were sure that it did not pose any potential privacy risks (41%).
  - Around one third would be willing to do so if they knew how their device is going to be recycled (35%) or if they received compensation such as money or vouchers (32%).
- Overall, 85% of respondents claim that they would be willing to recycle their old devices in at least one of the circumstances listed in the survey.

A majority say they would be willing to share some of their personal information securely to improve public services

- Most respondents would be willing to share some of their personal information securely to improve medical research and care (43%). Smaller shares of respondents would be prepared to do this to improve the response to crisis situations (31%), to improve public transport and reduce air pollution (27%) or to improve energy efficiency (24%).
  - Overall, 60% would be willing to share some of their personal information to improve any of the services listed in the survey or for other purposes.
- More than four in ten (46%) say they would like to take a more active role in controlling the use of their personal information (e.g. on their energy consumption, online shopping habits, health). This compares to 38% who would *not* like to take a more active role.

Most respondents say they encounter fake news once a week or more often and that the media should be responsible for combatting it

- 30% of respondents say they come across news or information that they believe misrepresents reality or is false (i.e. *fake news*) every day or almost every day and 25% say this occurs at least once a week.
  - In 16 surveyed states, at least half of the respondents say they come across *fake news* once a week or more often, with at least two thirds saying this in Malta (73%), the United Kingdom (72%), France and Spain (both 66%).
  - Younger and respondents with higher levels of education, as well as those who use the Internet more frequently, are more likely to come across *fake news* once a week or more often.
- Respondents are most likely to say that responsibility for combatting *fake news* or disinformation rests the media (62%), followed by public authorities (53%) and social media platforms (48%).
- The most frequently mentioned measures that respondents think public authorities should take to address *fake news* are to 'help citizens to better identify disinformation' (46%) and to 'prevent those who spread disinformation from abusing social media platform services' (44%).

The vast majority of respondents consider themselves to be sufficiently skilled in the use of digital technologies in their daily life or to do their job

- Seven in ten agree that they are sufficiently skilled in the use of digital technologies in their daily life, and 30% 'totally agree'.
  - Although the proportion who consider themselves to be sufficiently skilled remains relatively stable compared to 2017 (-1 percentage point), respondents are now less likely to 'totally agree' (-5 pp).
  - A majority of respondents in each Member State consider themselves to be sufficiently skilled in the use of these technologies in their daily life, with proportions ranging from 87% in the Netherlands and Sweden to 55% in Greece.
- More than eight in ten of those who currently work (82%) agree they are sufficiently skilled in the use of digital technologies to do their job, and 38% 'totally agree'.
  - Compared to 2017, although the proportion who believe they are sufficiently skilled has slightly increased (+2 percentage points), respondents are now less likely to 'totally agree' (-6 pp).
  - In all Member States, at least two thirds of those who are currently working agree they are sufficiently skilled in the use of digital technologies to do their job, with proportions ranging from 96% in Sweden and 93% in the Netherlands to 66% in Greece and Romania.
- When asked about the main barriers to improving their digital skills, respondents are most likely to indicate lack of time (27%), not knowing what specific skills they should improve (24%) or lack of appropriate training opportunities (22%).

A large majority would consider it useful to have a secure single digital ID that could serve for all online services and give them control over the use of their data

- Username or email address and password (70%) is the most common way for respondents to identify themselves when accessing online services, followed by log-in via social media account (29%), multi-factor authentication services (28%) and biometric identification (22%).
- Close to three quarters (72%) of those who identify themselves by logging in via social media accounts say they want to know how their data are used when they access other websites using these accounts.
- The vast majority of all respondents (63%) think it would be useful to have a secure single digital ID that could serve for all online services (both public and private).

More than one third of Internet users have tried to buy physical goods or services online from another EU Member State in the last 12 months

- 37% of Internet users have tried to buy something online (excluding digital content) from another EU Member State in the last 12 months. However, the large majority (62%) say they have *not* tried to do so.
    - In Malta (61%), Denmark (58%) and Ireland (57%), a majority have tried to buy online from another EU Member State, while less than one fifth in Poland (15%) and Romania (18%), and around one quarter in Germany, Greece and Portugal (all 26%) have done so.
- The most common outcome for Internet users who have tried to purchase goods or services online from another EU Member State, was that the purchase was completed without any problems (84%).
    - The most frequently mentioned problem encountered is that additional charges were applied due to the place where the payment was issued or the payment method (7%).
- Most Internet users who have not tried to buy online from another EU Member State say that they did not want or need to buy anything online (49%) or that they did not want or need to buy anything from a website from another EU Member State (36%).

I. DIGITALISATION, SUSTAINABILITY AND THE ENVIRONMENT

This first section of the report explores respondent's attitudes towards energy consumption of online services and the longevity of digital devices. It also investigates respondents' opinions on whether manufacturers should be required to make it easier to repair devices or replace their parts. Lastly, it assesses whether and in which circumstances Europeans would be willing to recycle their old digital devices.

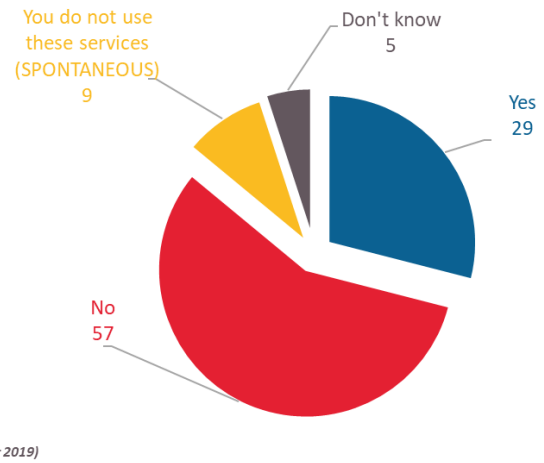
1 Energy consumption of online services

Almost three in ten say that having information on the energy consumption of online services would influence their use of these services

Respondents were asked whether information about how much energy is consumed by the provision and use of online services would influence their use of these services[5]. Almost three in ten say that having this information would influence their use of online services (29%). However, the majority of respondents say that this would *not* influence their use of these services (57%).

Nearly one in ten *spontaneously* say they do not use these services (9%), while 5% don't know.

QC1 Would information about how much energy is consumed by the provision and use of online services such as video streaming or search engines, influence your use of these services? **(% - EU)**



Base: all respondents (n=27,498)

QC1 Would information about how much energy is consumed by the provision and use of online services such as video streaming or search engines, influence your use of these services? **(%)**

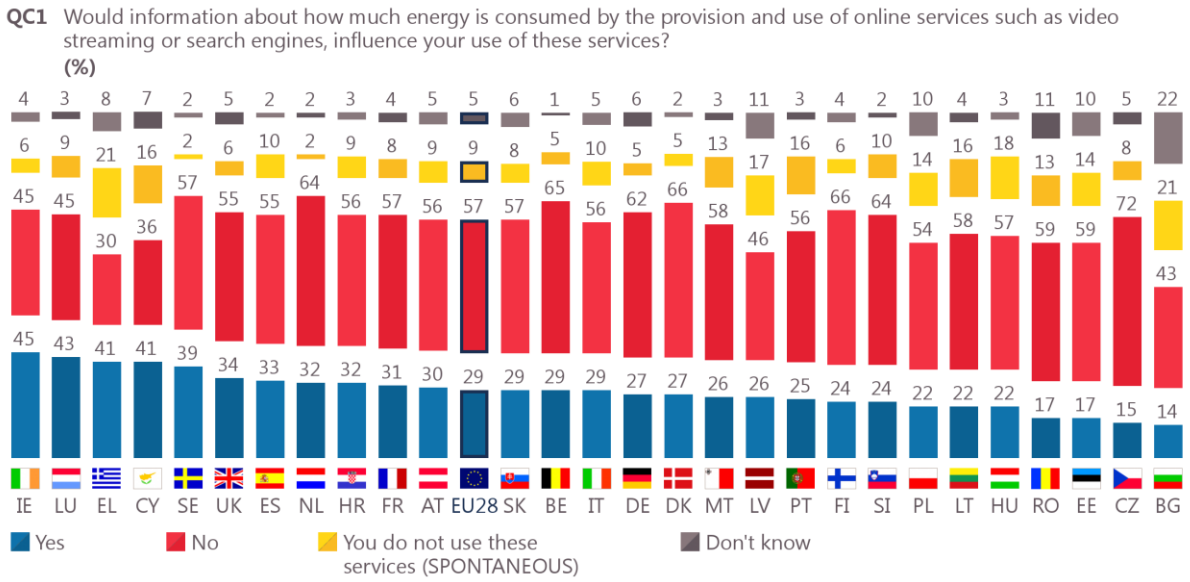
	EU28	EU27
Yes	29	28
No	57	58
You do not use these services (SPONTANEOUS)	9	9
Don't know	5	5

[5] QC1 Would information about how much energy is consumed by the provision and use of online services such as video streaming or search engines, influence your use of these services? Yes; No; You do not use these services (SPONTANEOUS); DK.

The ***country analysis*** shows that the majority of respondents in 22 countries say that information about how much energy is consumed by the provision and use of online services would *not* influence their use of online services. However, more than four in ten say this information would influence their usage in Ireland (45%), Luxembourg (43%), Greece and Cyprus (both 41%). The lowest proportion is in Bulgaria (14%), Czechia (15%), Estonia and Romania (17%).

Greece (41% 'yes' vs 30% 'no') and Cyprus (41% 'yes' vs 36% 'no') are the only countries where a relative majority say that this information would influence their usage. However, in these two countries, relatively high proportions also state that they do not use these services (21% in Greece and 16% in Cyprus).

High shares of respondents who do not use these services is also observed in Bulgaria (21%), Hungary (18%) and Latvia (17%). In Bulgaria, more than two in ten say they don't know (22%).



Base: all respondents (n=27,498)

The ***socio-demographic analysis*** shows no difference between the proportions of men and women who say they would be influenced by information on energy consumption. In addition, the following patterns can be observed:

- The younger the respondents, the more likely they are to say their use of online services would be influenced by information about how much energy is consumed by them: 39% among those aged 15-24 say this, compared to 20% of those aged 55 or older.
- The longer respondents remained in full-time education, the more likely they are to say they would be influenced: 37% of respondents who completed education aged 20 or older, compared to 14% of those who completed education aged 15 or younger.
- Students and managers (both 40%) are the most likely to say their use of online services would be influenced by information on energy consumption, particularly when compared to retired (17%) and house persons (20%).
- The higher the social class respondents consider themselves belonging to, the more likely they are to say they would be influenced by information on energy consumption of online services. For instance, 22% of those who regard themselves as being 'working class' say this, compared to 48% of those who see themselves as belonging to the 'upper class'.
- Those who use the Internet every day (34%) are more likely to say that this information would have an influence than those who use it 'often' or 'sometimes' (18%) or 'never' (4%).

QC1 Would information about how much energy is consumed by the provision and use of online services such as video streaming or search engines, influence your use of these services?

(% - EU)

	Yes	No	You do not use these services (SPONTANEOUS)	Don't know
EU28	29	57	9	5
Gender				
Man	29	60	7	4
Woman	29	55	10	6
Age				
15-24	39	56	1	4
25-39	35	57	2	6
40-54	32	60	3	5
55 +	20	56	19	5
Education (End of)				
15-	14	53	27	6
16-19	26	61	8	5
20+	37	55	3	5
Still studying	40	54	1	5
Socio-professional category				
Self-employed	34	59	3	4
Managers	40	55	1	4
Other white collars	35	56	2	7
Manual workers	30	61	4	5
House persons	20	61	12	7
Unemployed	29	61	6	4
Retired	17	54	23	6
Students	40	54	1	5
Difficulties paying bills				
Most of the time	27	53	15	5
From time to time	29	58	8	5
Almost never/ Never	29	57	9	5
Consider belonging to				
The working class	22	55	17	6
The lower middle class	28	58	8	6
The middle class	32	59	5	4
The upper middle class	35	58	2	5
The upper class	48	46	4	2
Use of the Internet				
Everyday	34	59	2	5
Often/ Sometimes	18	66	9	7
Never	4	47	43	6

2 Durability of digital devices

a. Preferred longevity of digital devices

Most respondents would like to keep using their current digital devices for at least 5 years, provided there is no severe drop in performance

Respondents were asked for how long they would like to keep using their current digital devices (e.g. smartphone or tablet) provided that there is no severe drop in performance[6].

Only 3% of respondents say they would like to keep using their current devices for **at least 1 year**, while less than one in five (17%) would like to keep doing so for **at least 2 years**.

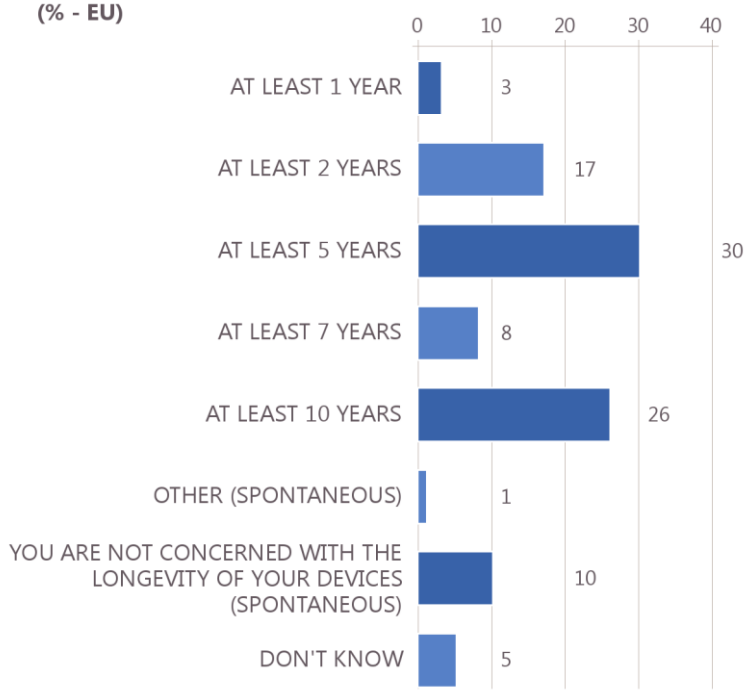
Three in ten (30%) say they would like to keep using their current devices for **at least 5 years**. This is also the most-frequently mentioned answer at EU level.

Less than one in ten (8%) mention they would like to keep using them for **at least 7 years**, while around one quarter (26%) would prefer doing so for **at least 10 years**.

1% indicate another time length. One in ten *spontaneously* say they are not concerned with the longevity of their devices.

5% say they don't know.

QC2 For how long would you like to keep using your current digital devices (e.g. smartphone or tablet) provided that there is no severe drop in performance?
(% - EU)



Base: all respondents (n=27,498)

[6] QC2 For how long would you like to keep using your current digital devices (e.g. smartphone or tablet) provided that there is no severe drop in performance? At least 1 year; At least 2 years; At least 5 years; At least 7 years; At least 10 years; Other (SPONTANEOUS); You are not concerned with the longevity of your devices (SPONTANEOUS); DK.

QC2 For how long would you like to keep using your current digital devices (e.g. smartphone or tablet) provided that there is no severe drop in performance? **(%)**

	EU28	EU27
At least 1 year	3	3
At least 2 years	17	17
At least 5 years	30	30
At least 7 years	8	8
At least 10 years	26	26
Other (SPONTANEOUS)	1	1
You are not concerned with the longevity of your devices (SPONTANEOUS)	10	10
Don't know	5	5

The ***country analysis*** reveals that around one third of respondents in Austria (30%), Ireland (29%) and Bulgaria (28%) would like to keep using their current digital devices for **at least 2 years**. Together with Malta, these are also the countries where this is the first most frequently mentioned answer (in Ireland, jointly with 'at least 5 years'). Conversely, respondents in France (8%), Spain (11%), Cyprus and Sweden (both 14%) are the least likely to say this.

'At least 5 years' is cited by more than three in ten respondents in 13 surveyed states, most notably in Finland, the Netherlands (both 39%) and Portugal (36%). At the other end of the scale, 21% in Cyprus and Malta, and 22% in Bulgaria and Romania say this. 'At least 5 years' is also the first most frequently given answer in 18 countries (joint first in Ireland) and the second in all the remaining countries.

In 14 surveyed states, a quarter or more respondents say they would like to keep using their current digital devices for **at least 10 years**, with the highest proportions observed in France (48%), Spain and Sweden (both 39%). This compares to 9% among respondents in Bulgaria and 13% among those in Estonia and Hungary who indicate this. 'At least 10 years' is the most common answer in seven countries.

One fifth or less in all countries *spontaneously* say **they are not concerned with the longevity of their devices**. Respondents in Cyprus (20%) Estonia, Portugal and Romania (all 18%) are the most likely to say this, while the lowest proportions of respondents who say they are not concerned can be observed in the Netherlands (2%), Czechia, Finland and Sweden (all 3%). This is also the second most frequently mentioned answer in Portugal and the third most common answer in nine countries (in Romania, jointly with 'at least 2 years' and in Greece and Malta jointly with 'at least 10 years').

QC2 For how long would you like to keep using your current digital devices (e.g. smartphone or tablet) provided that there is no severe drop in performance? **(%)**

	At least 5 years	At least 10 years	At least 2 years	At least 7 years	At least 1 year	Other (SPONTANEOUS)	You are not concerned with the longevity of your devices (SPONTANEOUS)	Don't know
EU28	30	26	17	8	3	1	10	5
BE	33	31	17	10	4	0	4	1
BG	22	9	28	4	7	1	15	14
CZ	35	25	18	11	5	1	3	2
DK	24	28	17	6	4	3	16	2
DE	35	25	15	11	1	1	9	3
EE	27	13	19	5	7	3	18	8
IE	29	16	29	7	6	0	10	3
EL	34	15	20	9	2	1	15	4
ES	29	39	11	8	2	0	7	4
FR	25	48	8	7	2	0	7	3
HR	25	18	21	5	12	1	15	3
IT	31	14	21	9	4	1	13	7
CY	21	24	14	8	5	1	20	7
LV	28	31	17	6	3	1	10	4
LT	33	25	20	8	2	1	8	3
LU	32	31	15	9	3	3	5	2
HU	35	13	22	6	4	0	15	5
MT	21	14	24	9	6	1	14	11
NL	39	32	16	9	2	0	2	0
AT	29	14	30	8	4	1	12	2
PL	29	14	24	5	3	1	13	11
PT	36	14	15	5	3	1	18	8
RO	22	21	18	11	5	0	18	5
SI	34	25	17	9	2	1	11	1
SK	27	20	21	7	4	1	11	9
FI	39	27	15	10	3	1	3	2
SE	31	39	14	8	3	1	3	1
UK	24	27	24	5	5	1	10	4

1st MOST FREQUENTLY MENTIONED ITEM

2nd MOST FREQUENTLY MENTIONED ITEM

3rd MOST FREQUENTLY MENTIONED ITEM

Base: all respondents (n=27,498)

The ***socio-demographic analysis*** highlights the following:

- Women are less likely than men to say they would like to keep using their current digital devices, provided that there is no severe drop in performance, for **at least 2 years** (15% vs 20%), but more likely to say they would like to keep them for **at least 10 years** (28% vs 24%).
- The younger the respondents, the more likely they are to choose **'at least 2 years'** as their preferred time length: 31% of those aged 15-24 say this, compared to 8% of those aged 55 or more. Conversely, the older the respondents, the more likely they are to mention **'at least 10 years'**: 30% of those aged 55 or older say this, compared to 19% of those aged 15-24. The oldest respondents are also the least likely to mention **'at least 5 years'** (25% vs 32%-33% of those aged 15-54) and the most likely to *spontaneously* say **they are not concerned with the longevity of their devices** (19% vs 3%-6%).
- Respondents who completed education aged 15 or younger are less likely than those who stayed in education longer to mention **'at least 2 years'** (7% vs 17%-19%) or **'at least 5 years'** (20% vs 31%-32%). There seems to be no discernible pattern for the answer **'at least 10 years'**. However, those who completed their full-time education aged 15 or younger are much more likely to *spontaneously* say **they are not concerned with the longevity of their devices** (26% vs 5%-10%).
- Retired, unemployed and house persons are the least likely to say they would like to keep their current devices for **at least 2 years** (6%-15% vs 20%-33% among other socio-professional categories) or for **at least 5 years** (23%-28% vs 31%-35%), but the most likely to say **'at least 10 years'** (30%-34% vs 17%-27%).
- Those living in rural villages are less likely than those living in large towns to mention **'at least 2 years'** (15% vs 21%) or **'at least 5 years'** (26% vs 32%), and more likely to mention **'at least 10 years'** (29% vs 23%). However, they are also more likely to *spontaneously* say **they are not concerned with the longevity of their devices** (13% vs 8%).
- Those who use the Internet are more likely than those who never use it to mention **'at least 2 years'** (12%-21% vs 3%), **'at least 5 years'** (30%-33% vs 13%) and, although with a reduced gap, **'at least 10 years'** (27%-29% vs 21%). Conversely, those who never use the Internet are much more likely than those who use it to *spontaneously* say **they are not concerned with the longevity of their devices** (40% vs 5%-10%).

QC2 For how long would you like to keep using your current digital devices (e.g. smartphone or tablet) provided that there is no severe drop in performance?

(% - EU)

	At least 1 year	At least 2 years	At least 5 years	At least 7 years	At least 10 years	Other (SPONTANEOUS)	You are not concerned with the longevity of your devices (SPONTANEOUS)	Don't know
EU28	3	17	30	8	26	1	10	5
Gender								
Man	4	20	31	8	24	0	9	4
Woman	3	15	29	8	28	1	11	5
Age								
15-24	5	31	32	6	19	0	3	4
25-39	4	26	33	7	23	0	4	3
40-54	4	18	33	8	28	0	6	3
55 +	2	8	25	9	30	1	19	6
Education (End of)								
15-	2	7	20	7	28	2	26	8
16-19	3	17	31	9	25	1	10	4
20+	3	19	32	8	30	0	5	3
Still studying	5	33	33	5	17	0	3	4
Socio-professional category								
Self-employed	3	21	35	7	27	0	4	3
Managers	3	22	35	8	25	1	3	3
Other white collars	4	25	35	7	20	0	5	4
Manual workers	4	20	31	8	26	1	6	4
House persons	2	15	27	9	30	0	12	5
Unemployed	4	14	28	8	34	1	8	3
Retired	2	6	23	9	30	1	22	7
Students	5	33	33	5	17	0	3	4
Difficulties paying bills								
Most of the time	5	15	27	7	26	1	14	5
From time to time	4	17	30	9	23	1	11	5
Almost never/ Never	3	18	30	7	28	1	9	4
Consider belonging to								
The working class	3	13	25	7	30	1	16	5
The lower middle class	3	17	30	9	26	1	10	4
The middle class	3	19	32	9	25	1	7	4
The upper middle class	3	19	35	9	28	0	4	2
The upper class	10	26	26	6	29	0	2	1
Use of the Internet								
Everyday	3	21	33	8	27	0	5	3
Often/ Sometimes	3	12	30	10	29	1	10	5
Never	2	3	13	7	21	3	40	11

b. Reasons for purchasing a new device

The most frequently mentioned reasons for purchasing a new device are because the old device broke or its performance had significantly deteriorated

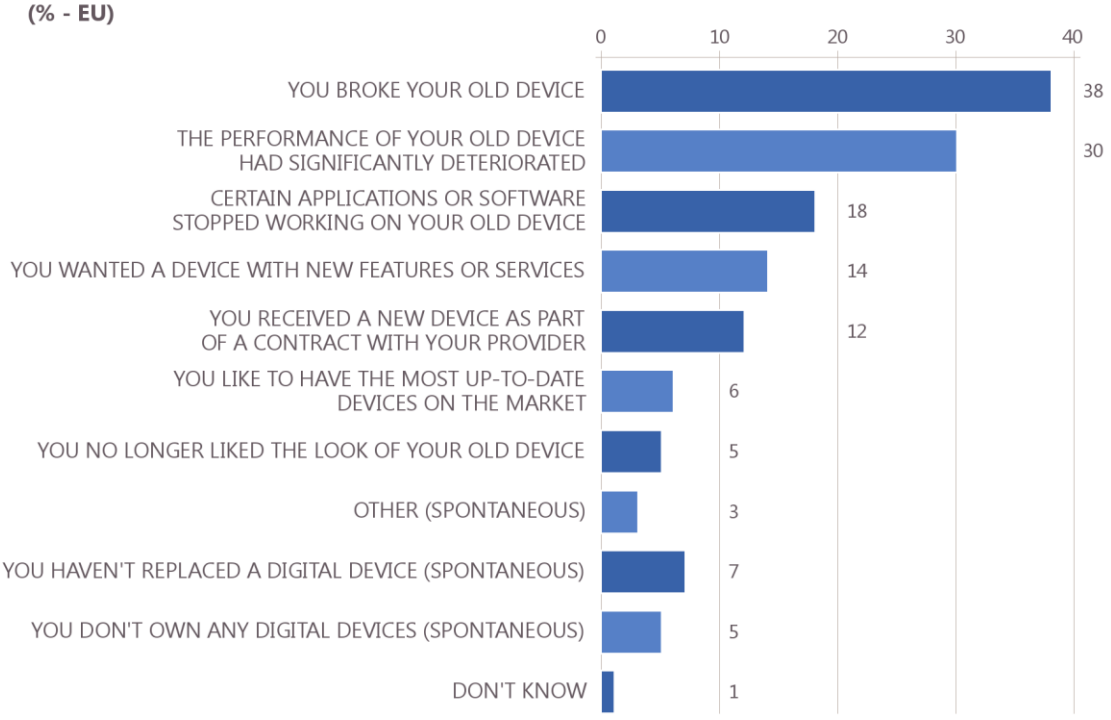
Respondents were asked to think about the last digital device (e.g. mobile phone, tablet, laptop) they replaced and to list the main reasons for purchasing a new device. They were able to give up to three responses[7]. The most frequently mentioned reasons are because they **broke their old device** (38%) and **the performance of their old device had significantly deteriorated** (30%).

Almost two in ten (18%) mention that **certain applications or software stopped working on their old device**, while 14% **wanted a device with new features or services** and 12% **received a new device as part of a contract with their provider**.

Less than one in ten say they purchased a new device because they **like to have the most up-to-date devices on the market** (6%) or they **no longer liked the look of their old device** (5%), while 3% *spontaneously* mention **other** reasons.

Fewer than one in ten also *spontaneously* mention that they **haven't replaced a digital device** (7%) or that they **do not own any digital devices** (5%). 1% say they don't know.

QC3 Think about the last digital device (e.g. mobile phone, tablet, laptop, etc.) you replaced. What were the main reasons for purchasing a new device? (MAX. 3 ANSWERS)
(% - EU)



Base: all respondents (n=27,498)

[7] QC3 Think about the last digital device (e.g. mobile phone, tablet, laptop, etc.) you replaced. What were the main reasons for purchasing a new device? (MAX. 3 ANSWERS) You broke your old device; The performance of your old device had significantly deteriorated; Certain applications or software stopped working on your old device; You received a new device as part of a contract with your provider; You like to have the most up-to-date devices on the market; You wanted a device with new features or services; You no longer liked the look of your old device; Other (SPONTANEOUS); You haven't replaced a digital device (SPONTANEOUS); You don't own any digital devices (SPONTANEOUS); DK.

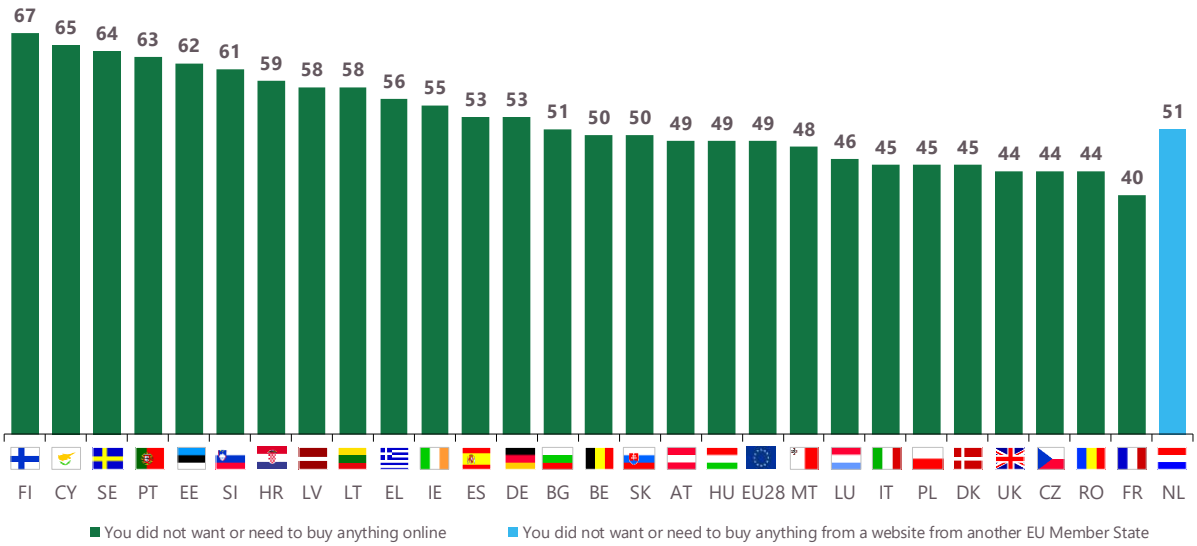
QC3 Think about the last digital device (e.g. mobile phone, tablet, laptop, etc.) you replaced. What were the main reasons for purchasing a new device? (MAX. 3 ANSWERS) **(%)**

	EU28	EU27
You broke your old device	38	37
The performance of your old device had significantly deteriorated	30	30
Certain applications or software stopped working on your old device	18	19
You wanted a device with new features or services	14	14
You received a new device as part of a contract with your provider	12	11
You like to have the most up-to-date devices on the market	6	6
You no longer liked the look of your old device	5	5
Other (SPONTANEOUS)	3	4
You haven't replaced a digital device (SPONTANEOUS)	7	7
You don't own any digital devices (SPONTANEOUS)	5	5
Don't know	1	1

In 19 countries, the most-frequently mentioned reason for purchasing a new digital device is **'you broke your old device'**, while **'the performance of their old device had significantly deteriorated'** is the most common answer in six countries.

In Austria, Germany and Poland, equal proportions mention these two reasons for purchasing a new device.

QC18 What were the main reasons for not trying to buy from these websites?
(MAX. 3 ANSWERS)
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: all respondents (n=27,498)

More than half of respondents in Cyprus (55%), Finland (54%) and Spain (53%) mention that they **broke their old device** as one of the main reasons for purchasing a new one. In countries where this is not the most common answer, this is still the second or third most-frequently mentioned reason. The only exception is Lithuania, with a particularly low proportion who mention this reason (15%). Less than three in ten mention this reason in the Netherlands (22%), Bulgaria (28%), Denmark and Poland (both 29%).

Respondents in the Netherlands (63%), Sweden (51%) and Denmark (43%) are the most likely to mention **'the performance of their old device had significantly deteriorated'** as a reason to purchase a new device. In countries where this is not the most-frequently mentioned answer, this is still the second most common reason. However, two in ten or less chose this answer in Romania (17%), Bulgaria (19%) and Portugal (20%).

The highest proportion of respondents mentioning that **certain applications or software stopped working on their old device** as a reason for purchasing a new device can be observed in the Netherlands (42%). More than one quarter mention this also in Germany (29%), Sweden (28%), Austria and Latvia (both 26%), while one in ten or less say this in Portugal (7%), Greece (9%), Cyprus and Romania (both 10%). This is the second most-frequently mentioned reason in the Netherlands, Germany, Austria and Malta (jointly with 'the performance of your old device had significantly deteriorated'), and the third most common answer in 14 countries (in Czechia and Poland, jointly with 'You wanted a device with new features or services').

At least two in ten respondents in Lithuania (23%), Slovakia (22%) and Austria (20%) mention that **they wanted a device with new features or services** as a reason for purchasing a new digital device. The least likely to choose this answer are those in Spain (8%), Romania (11%), Denmark and Luxembourg (both 12%). In Lithuania, this is also the second most-frequently mentioned reason for purchasing a new device, while this is the third most common answer in eight countries (joint third in Czechia and Poland).

Respondents in Austria (25%), Ireland (23%) and Poland (20%) are the most likely to say one of the main reasons for purchasing a new device is that **they received a new device as part of a contract with their provider**. At the other end of the scale, only 2% in France and Latvia, and 3% in Denmark, Portugal and Finland mentioned this. This is the second most-frequently mentioned answer in Poland and the third most common reason for purchasing a new device in six countries (in Romania, jointly with 'You haven't replaced a digital device').

At least one in ten in eight countries say one of the main reasons for purchasing a new device is that **they like to have the most up-to-date devices on the market**, with the highest proportions observed in Malta (13%), Austria, Hungary, Italy and Portugal (all 11%). The lowest shares are found among respondents in the Netherlands (1%), Finland (2%) and Spain (3%).

Respondents in Hungary (14%), Austria (12%) and Romania (11%) are the most likely to say that they **no longer liked the look of their old device**, while the lowest proportions saying this are observed in Denmark, the Netherlands and Sweden (all 1%).

Less than one in ten in all countries *spontaneously* mention **other reasons** for purchasing a new digital device, with the highest shares observed in Lithuania (8%), Denmark and Sweden (both 7%).

In six surveyed states, at least one in ten say **they haven't replaced a digital device** as a *spontaneous* answer, with the highest proportions observed in Denmark (15%), Romania and Italy (both 13%). This is also the third most common answer in Denmark and joint third in Romania.

Finally, at least one in ten *spontaneously* say **they don't own any digital device** in Portugal (13%), Bulgaria, Greece (both 11%) and Lithuania (10%).

QC3 Think about the last digital device (e.g. mobile phone, tablet, laptop, etc.) you replaced. What were the main reasons for purchasing a new device? (MAX. 3 ANSWERS) **(%)**

	You broke your old device	The performance of your old device had significantly deteriorated	Certain applications or software stopped working on your old device	You wanted a device with new features or services	You received a new device as part of a contract with your provider	You like to have the most up-to-date devices on the market	You no longer liked the look of your old device	Other (SPONTANEOUS)	You haven't replaced a digital device (SPONTANEOUS)	You don't own any digital devices (SPONTANEOUS)	Don't know
EU28	38	30	18	14	12	6	5	3	7	5	1
BE	48	37	23	17	7	9	5	3	3	2	0
BG	28	19	13	17	18	7	8	2	7	11	3
CZ	36	37	19	19	12	5	6	3	4	3	1
DK	29	43	14	12	3	4	1	7	15	1	1
DE	30	30	29	14	19	4	3	5	6	5	1
EE	42	27	17	13	6	4	2	3	11	9	2
IE	43	29	17	16	23	10	7	3	2	3	1
EL	45	28	9	19	16	10	5	2	7	11	0
ES	53	28	13	8	4	3	4	5	3	6	1
FR	43	35	18	14	2	5	4	5	9	3	1
HR	36	32	16	15	17	7	7	1	5	5	0
IT	39	21	16	14	11	11	8	1	13	4	1
CY	55	28	10	16	9	8	4	1	8	8	1
LV	31	34	26	19	2	10	4	5	5	5	1
LT	15	34	18	23	11	7	7	8	5	10	1
LU	45	30	24	12	14	5	4	5	6	3	1
HU	40	30	20	14	15	11	14	1	5	8	0
MT	31	23	23	19	7	13	7	4	10	5	5
NL	22	63	42	19	8	1	1	4	2	0	0
AT	32	32	26	20	25	11	12	4	6	3	0
PL	29	29	13	13	20	8	7	2	6	8	3
PT	34	20	7	18	3	11	6	2	11	13	1
RO	35	17	10	11	13	8	11	3	13	7	2
SI	41	35	19	18	14	6	4	2	5	5	0
SK	33	30	13	22	17	9	9	2	5	7	6
FI	54	40	20	14	3	2	2	4	3	3	1
SE	36	51	28	16	9	4	1	7	1	1	0
UK	41	25	13	15	13	5	4	3	4	6	2

1st MOST FREQUENTLY MENTIONED ITEM | 2nd MOST FREQUENTLY MENTIONED ITEM | 3rd MOST FREQUENTLY MENTIONED ITEM

Base: all respondents (n=27,498)

The ***socio-demographic analysis*** illustrates the following:

- Respondents aged 55 or older are the least likely to mention **each** of the reasons compared to their younger counterparts. For instance, 24% of these respondents indicate that the performance of their old device had significantly deteriorated, compared to 33%-35% of younger respondents. Conversely, older respondents are most likely to *spontaneously* say **they haven't replaced a digital device** (12% vs 3%-5%) or **they don't own any digital devices** (12% vs 0%-1%).
- Those who finished education aged 15 or younger are the least likely to indicate **each** of the reasons. For instance, 15% of these respondents mention 'the performance of your old device had significantly deteriorated', compared to 27%-38% of those who completed education aged 16 or older. Conversely, respondents completed their full-time education aged 15 or younger are most likely to *spontaneously* say **they haven't replaced a digital device** (15% vs 4%-7%) or **they don't own any digital devices** (19% vs 1%-4%).
- The unemployed (45%), students (43%) and manual workers (42%) are more likely than other socio-professional groups (31%-39%) to say they purchased a new device because **they broke their old device**. Managers are the most likely to mention **'the performance of your old device had significantly deteriorated'** as a reason (40% vs 21%-37% of other socio-professional groups). Together with the self-employed, managers are also the most likely to say that **certain applications or software stopped working on their old device** (25%-26% vs 13%-22%). Students (22%) are more likely than respondents in other socio-professional categories (9%-18%) to say **they wanted a device with new features or services**.
- The higher the social class respondents consider themselves belonging to, the more likely they are to mention **'you wanted a device with new features or services'** (27% of those who consider themselves 'upper class' vs 12% of 'working class') as a reason for purchasing a new device, while the reverse is true for **'you broke your old device'** (41% of 'working class' vs 28% of 'upper class'). Those who see themselves as belonging to the 'upper class' or 'upper middle class' are more likely to mention **'the performance of your old device had significantly deteriorated'** (41%-46% vs 23%-31% of those who see themselves in lower classes).
- Respondents who use the Internet are more likely than those who never use it to indicate **each** of the reasons for purchasing a new digital device. For instance, 24%-34% of those who use the Internet every day, often or sometimes mention '**The performance of your old device had significantly deteriorated'**, compared to 8% of those who never use it. Conversely, those who never use the Internet are the most likely to *spontaneously* say **they haven't replaced a digital device** (21% vs 4%-10% of those who use it) or **they don't own any digital devices** (32% vs 0%-3%).
- Respondents who would like to keep using their current device for at least 5, 7 or 10 years are more likely to mention that **they broke their old device** as a reason to purchase a new one (40%-47% vs 32%-34% of those who would prefer to keep using their device for at least 1 or 2 years). The reverse holds true for the following reasons to purchase a new device: **'You wanted a device with new features or services'** (9%-17% vs 24%-28%), **'You received a new device as part of a contract with your provider'** (6%-12% vs 21%-24%), **'You like to have the most up-to-date devices on the market'** (3%-6% vs 14%-15%), **'You no longer liked the look of your old device'** (3%-5% vs 9%-15%).

QC3 Think about the last digital device (e.g. mobile phone, tablet, laptop, etc.) you replaced. What were the main reasons for purchasing a new device? (MAX. 3 ANSWERS)

(% - EU)

	You broke your old device	The performance of your old device had significantly deteriorated	Certain applications or software stopped working on your old device	You received a new device as part of a contract with your provider	You like to have the most up-to-date devices on the market	You wanted a device with new features or services	You no longer liked the look of your old device	Other (SPONTANEOUS)	You haven't replaced a digital device (SPONTANEOUS)	You don't own any digital devices (SPONTANEOUS)	Don't know
EU28	38	30	18	12	6	14	5	3	7	5	1
Gender											
Man	38	32	20	12	7	16	5	3	6	4	1
Woman	38	28	17	11	6	13	5	4	7	6	1
Age											
15-24	42	35	20	12	11	22	7	2	3	0	1
25-39	42	33	20	15	10	17	7	2	3	1	1
40-54	40	33	22	14	6	14	5	3	5	1	1
55 +	32	24	15	8	3	10	4	5	12	12	2
Education (End of)											
15-	34	15	9	6	2	7	3	4	15	19	2
16-19	39	27	16	14	6	14	6	3	7	4	1
20+	37	38	25	12	7	16	5	4	4	1	1
Still studying	43	37	22	11	11	22	6	2	2	0	1
Socio-professional category											
Self-employed	36	33	25	14	8	16	6	3	5	1	1
Managers	38	40	26	15	7	16	5	3	3	0	1
Other white collars	38	34	22	15	10	18	8	3	3	0	1
Manual workers	42	31	18	14	7	15	6	3	5	2	1
House persons	39	22	15	12	5	11	5	4	10	6	1
Unemployed	45	30	18	9	6	13	5	4	5	3	1
Retired	31	21	13	7	2	9	3	5	13	15	2
Students	43	37	22	11	11	22	6	2	2	0	1
Difficulties paying bills											
Most of the time	37	26	15	10	7	16	5	3	8	10	1
From time to time	41	25	16	14	9	14	7	3	7	5	1
Almost never/ Never	37	32	20	11	5	14	4	4	6	5	1
Consider belonging to											
The working class	41	23	11	10	4	12	4	3	8	11	2
The lower middle class	38	31	18	12	6	13	4	3	8	5	1
The middle class	37	31	21	13	7	15	6	4	6	3	1
The upper middle class	34	41	31	10	6	18	4	3	3	1	1
The upper class	28	46	23	23	13	27	5	3	6	0	0
Use of the Internet											
Everyday	40	34	22	13	7	17	6	3	4	0	1
Often/ Sometimes	38	24	15	14	5	9	6	5	10	3	2
Never	25	8	3	4	1	4	2	4	21	32	3

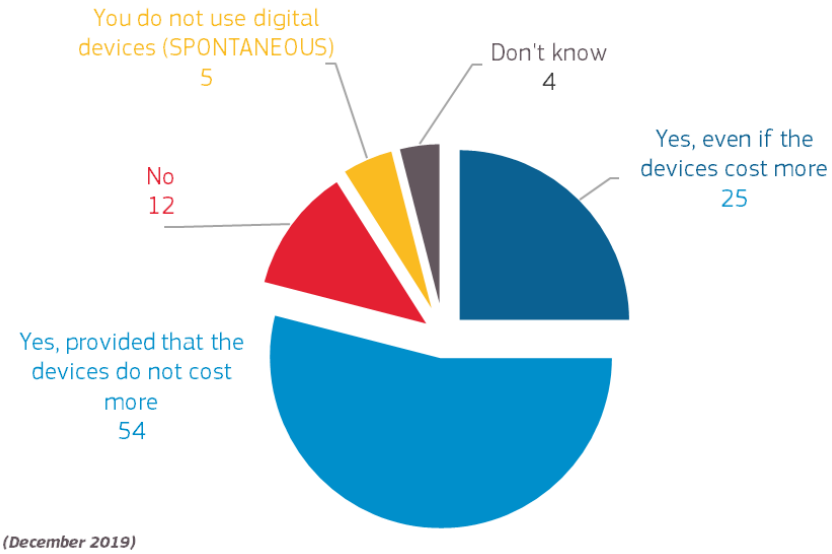
c. Manufacturers and ability to repair digital devices or replace their parts

A large majority think manufacturers should be required to make it easier to repair digital devices or replace their individual parts

Nearly eight in ten respondents (79%) think manufacturers should be required to make it easier to repair digital devices or replace their individual parts (e.g. screens or batteries), with one quarter (25%) saying 'Yes, even if the devices cost more'[8]. However, more than half (54%) think manufacturers should be required to do so provided that the devices do not cost more.

Around one in ten (12%) say manufacturers should *not* be required to make it easier to repair digital devices. 5% *spontaneously* say they do not use digital devices, while 4% say they don't know.

QC4 Should manufacturers be required to make it easier to repair digital devices or replace their individual parts (e.g. screens or batteries) ? **(% - EU)**



Base: all respondents (n=27,498)

QC4 Should manufacturers be required to make it easier to repair digital devices or replace their individual parts (e.g. screens or batteries) ? **(%)**

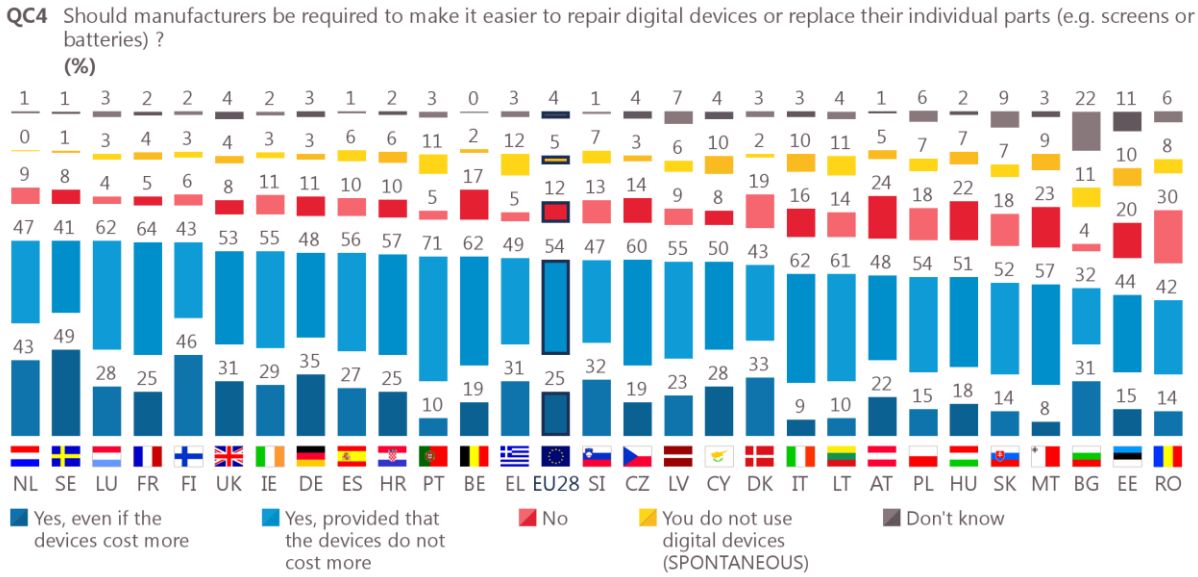
	EU28	EU27
Yes, even if the devices cost more	25	24
Yes, provided that the devices do not cost more	54	54
No	12	13
You do not use digital devices (SPONTANEOUS)	5	6
Don't know	4	3
Total 'Yes'	79	78

[8] QC4 Should manufacturers be required to make it easier to repair digital devices or replace their individual parts (e.g. screens or batteries)? Yes, even if the devices cost more; Yes, provided that the devices do not cost more; No; You do not use digital devices (SPONTANEOUS); DK.

The ***country analysis*** highlights that a majority of respondents in each country think manufacturers should be required to make it easier to repair digital devices or replace individual parts. Proportions range from 90% in Luxembourg, the Netherlands and Sweden, to 56% in Romania, 59% in Estonia and 63% in Bulgaria.

In Sweden (49%), Finland (46%) and the Netherlands (43%), more than four in ten think manufacturers should be required to make it easier to repair digital devices even if the devices cost more.

In Bulgaria, more than two in ten say they don't know (22%).



Sorted by the answer "Total 'Yes'"
Base: all respondents (n=27,498)

The ***socio-demographic analysis*** shows that a large majority in almost all the categories think manufacturers should be required to make it easier to repair digital devices or replace their individual parts. However, the following differences can be observed:

- Respondents aged 15-54 are more likely than their older counterparts (84%-85% vs 72%) to think manufacturers should be required to make it easier to repair digital devices.
- Those who completed their full-time education at the age of 16 or older are more likely to think this compared to those who left at an earlier age (80%-85% vs 64%).
- Retired (69%) and house persons (75%) are the least likely to think this way, particularly when compared to managers (87%).
- Those who have almost never or never difficulties in paying bills are more likely to say manufacturers should be required to make it easier to repair devices than those who have difficulties most of the time (81% vs 75%). Predictably, this difference is more pronounced when focussing on the answer 'Yes, even if the devices cost more' (29% vs 18%).
- Respondents who use the Internet are much more likely than those who never use it to say manufacturers should be required to make it easier to repair devices (86%-78% vs 47%).
- Those who are willing to recycle their old devices are much more likely to think this way than those who are not willing to recycle (82%-91% vs 39%).

QC4 Should manufacturers be required to make it easier to repair digital devices or replace their individual parts (e.g. screens or batteries) ?

(% - EU)

	Yes, provided that the devices do not cost more	Yes, even if the devices cost more	No	You do not use digital devices (SPONTANEOUS)	Don't know	Total 'Yes'
EU28	54	25	12	5	4	79
Gender						
Man	54	26	13	4	3	80
Woman	55	24	11	6	4	79
Age						
15-24	57	28	12	0	3	85
25-39	55	29	12	1	3	84
40-54	60	25	11	1	3	85
55 +	50	22	12	12	4	72
Education (End of)						
15-	48	16	13	19	4	64
16-19	59	21	12	4	4	80
20+	51	34	11	1	3	85
Still studying	57	28	11	1	3	85
Socio-professional category						
Self-employed	54	30	12	1	3	84
Managers	49	38	10	1	2	87
Other white collars	57	27	13	0	3	84
Manual workers	59	23	13	2	3	82
House persons	56	19	13	8	4	75
Unemployed	63	22	8	3	4	85
Retired	48	21	11	15	5	69
Students	57	28	11	1	3	85
Difficulties paying bills						
Most of the time	57	18	10	10	5	75
From time to time	59	18	14	6	3	77
Almost never/ Never	52	29	11	5	3	81
Consider belonging to						
The working class	56	20	10	10	4	76
The lower middle class	58	21	12	6	3	79
The middle class	54	27	14	3	2	81
The upper middle class	47	40	10	1	2	87
The upper class	48	38	13	1	0	86
Use of the Internet						
Everyday	57	29	11	0	3	86
Often/ Sometimes	57	21	16	3	3	78
Never	37	10	15	31	7	47

3 Recycling old digital devices

More than eight in ten say they would be willing to recycle their old devices

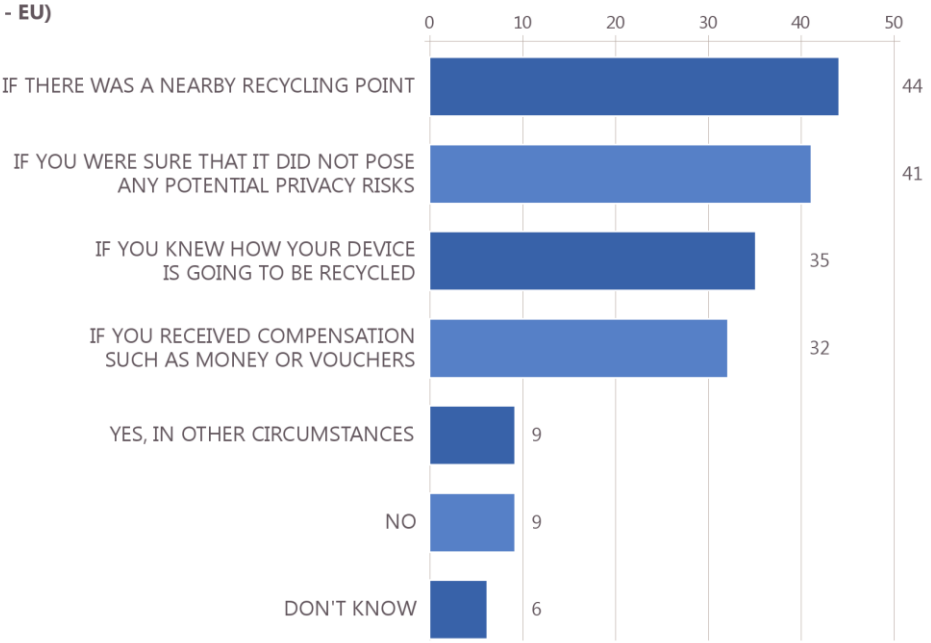
More than four in ten respondents would be willing to recycle their old digital devices **if there was a nearby recycling point** (44%) or **if they were sure that it did not pose any potential privacy risks** (41%)[9].

Around one third say they would be willing to do so **if they knew how their device is going to be recycled** (35%) or **if they received compensation such as money or vouchers** (32%), while 9% mention they would recycle their old devices **in other circumstances**.

In total, more than eight in ten (85%) respondents declare to be willing to recycle their old devices[10].

Less than one in ten (9%) say they would ***not*** **be willing to recycle in any circumstance**, and 6% say they don't know.

QC5 Would you be willing to recycle your old digital devices in the following circumstances? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)



Base: all respondents (n=27,498)

[9] QC5 Would you be willing to recycle your old digital devices in the following circumstances? (MULTIPLE ANSWERS POSSIBLE) If you received compensation such as money or vouchers; If there was a nearby recycling point; If you knew how your device is going to be recycled; If you were sure that it did not pose any potential privacy risks; Yes, in other circumstances; No; DK.
[10] This is the total proportion of respondents mentioning at least one circumstance in which they would be willing to recycle their old devices.

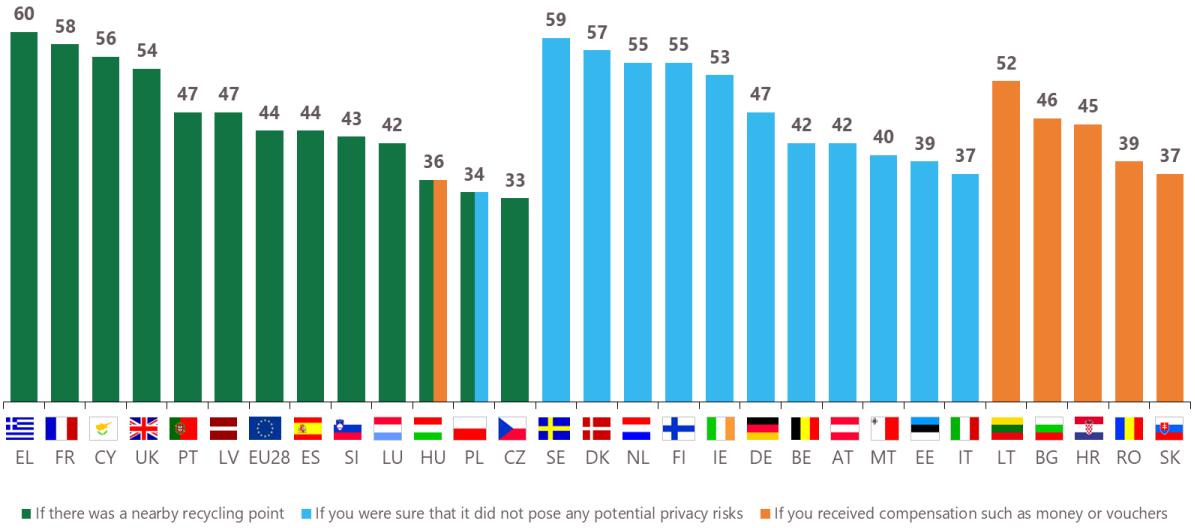
QC5 Would you be willing to recycle your old digital devices in the following circumstances? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	EU28	EU27
If there was a nearby recycling point	44	43
If you were sure that it did not pose any potential privacy risks	41	40
If you knew how your device is going to be recycled	35	33
If you received compensation such as money or vouchers	32	32
Yes, in other circumstances	9	9
No	9	9
Don't know	6	6

The ***country analysis*** shows that respondents in 11 countries are most likely to say they would be willing to recycle their old devices **if they were sure that it did not pose any potential privacy risks**, while **'if there was a nearby recycling point'** is the most frequently mentioned answer in ten countries. Respondents in five countries are most likely to be willing to recycle **if they received compensation such as money or vouchers**.

In Hungary, respondents are equally likely to mention 'if there was a nearby recycling point' and 'if you received compensation such as money or vouchers'. In Poland, 'if there was a nearby recycling point' is also the most-frequently mentioned answer, alongside 'if you were sure that it did not pose any potential privacy risks'.

QC5 Would you be willing to recycle your old digital devices in the following circumstances?
(MULTIPLE ANSWERS POSSIBLE)
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: all respondents (n=27,498)

Overall, more than seven in ten respondents would be willing to recycle their old devices. This proportion ranges from 97% in the Netherlands, 96% in Sweden and 94% in Ireland, to 73% in Italy, 75% in Estonia and 76% in Romania.

In 16 out of the 28 surveyed states, more than four in ten would be willing to recycle their old devices **if there was a nearby recycling point**. The highest proportions saying this can be observed in Greece (60%), France (58%), Cyprus and Sweden (both 56%), while the lowest proportions can be found in Italy, Malta (both 30%) and Estonia (32%). In those countries where this is not the first most common answer, this is still among the three most frequently mentioned circumstances under which respondents would be willing to recycle their old devices.

In 13 countries, at least four in ten mention they would be willing to recycle their old devices **if they were sure that it did not pose any potential privacy risks**. More than half in Sweden (59%), Denmark (57%), the Netherlands, Finland (both 55%) and Ireland (53%) say this. At the other end of the scale, less than three in ten mention this circumstance in Romania (26%), Czechia, Slovakia and Portugal (all 29%).

At least one third of the respondents in 15 countries say they would recycle their old devices **if they knew how it would be recycled**. More than half of the respondents in Cyprus (52%) and close to half in Sweden and Greece (both 49%) indicate this. Conversely, less than one quarter say this in Lithuania (21%), Bulgaria (23%), Hungary, Italy, Latvia and Romania (all 24%).

In 13 countries, more than one third indicate they would be willing to recycle their old device **if they received compensation such as money or vouchers**. The most likely to say this are respondents in Lithuania (52%), Latvia and Bulgaria (both 46%), while the lowest proportions can be observed in Denmark (24%), Portugal (25%), Estonia, Germany, Malta, the Netherlands and Spain (all 28%).

In 12 countries, at least one in ten say **'Yes, in other circumstances'**, with the highest proportions observed among respondents in Austria (15%), Finland and the Netherlands (both 14%).

Less than one fifth of the respondents in each country say they would ***not*** **be willing to recycle their old device**. Respondents in Italy (18%), Romania (17%) and Poland (16%) are the most likely to answer this way.

QC5 Would you be willing to recycle your old digital devices in the following circumstances? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	If there was a nearby recycling point	If you were sure that it did not pose any potential privacy risks	If you knew how your device is going to be recycled	If you received compensation such as money or vouchers	Yes, in other circumstances	No	Don't know	Total 'Willing to recycle'
EU28	44	41	35	32	9	9	6	85
BE	39	42	30	40	9	10	1	89
BG	37	36	23	46	2	5	18	77
CZ	33	29	29	30	13	10	5	85
DK	44	57	41	24	12	5	1	93
DE	43	47	36	28	10	5	7	89
EE	32	39	30	28	8	9	15	75
IE	50	53	47	41	11	3	3	94
EL	60	39	49	42	9	4	4	93
ES	44	35	33	28	9	8	7	85
FR	58	42	43	32	10	7	4	89
HR	42	36	37	45	7	3	4	93
IT	30	37	24	31	5	18	8	73
CY	56	44	52	32	9	9	7	84
LV	47	35	24	46	8	6	5	88
LT	35	33	21	52	7	8	8	84
LU	42	39	36	31	12	4	5	91
HU	36	31	24	36	4	15	4	81
MT	30	40	39	28	7	6	11	83
NL	49	55	42	28	14	3	1	97
AT	36	42	34	35	15	9	4	87
PL	34	34	27	31	5	16	7	77
PT	47	29	28	25	5	13	9	78
RO	36	26	24	39	6	17	8	76
SI	43	40	32	37	9	9	3	88
SK	34	29	27	37	10	6	12	82
FI	47	55	38	30	14	5	4	91
SE	56	59	49	31	11	3	1	96
UK	54	44	48	34	13	6	5	90

1st MOST FREQUENTLY MENTIONED ITEM

2nd MOST FREQUENTLY MENTIONED ITEM

3rd MOST FREQUENTLY MENTIONED ITEM

Base: all respondents (n=27,498)

The ***socio-demographic analysis*** reveals that large majorities of respondents across all categories say they would be willing to recycle their old device. With the following differences:

- Men are slightly more likely than women to be willing to recycle their old device (87% vs 84%).
- Respondents aged 55 or more are less likely than younger respondents to be willing to recycle (77% vs 91% of those aged 15-54).
- Those who remained longer in full-time education are more likely to be willing to recycle (86%-92% of those who ended education aged 16 or more vs 68% of those finishing aged 15 or less).
- The retired (73%), followed by house persons (83%), are the least likely to declare they would be willing to recycle, particularly compared to managers (94%). Looking at various circumstances provided in the survey, the following patterns are observed:
  - Managers (51%) are the most likely to say they would recycle their old device **if they were sure that it did not pose any potential privacy risks**;
  - Managers (43%) and students (42%) are the most likely to say they would do so **if they knew how their device is going to be recycled**;
  - The unemployed (42%) and students (40%) are more likely than those in other socio-professional categories to be willing to recycle **if they received compensation such as money or vouchers**.
- The more difficulties respondents face paying bills, the more likely they are to say they would be willing to recycle **if they received compensation such as money or vouchers** (40% among those who have difficulty most of the time vs 30% of those who have never or almost never difficulties). The reverse is true for **'If you knew how your device is going to be recycled'** (29% vs 37%) and **'If you were sure that it did not pose any potential privacy risks'** (35% vs 42%)
- Those who use the Internet are more likely than those who never use it to say they would be willing to recycle their old device (91%-84% vs 53%).
- Those who think manufacturers should be required to make it easier to repair digital devices are more likely to be willing to recycle than those who do not think this (93%-95% vs 66%).

QC5 Would you be willing to recycle your old digital devices in the following circumstances? (MULTIPLE ANSWERS POSSIBLE)

(% - EU)

	If there was a nearby recycling point	If you were sure that it did not pose any potential privacy risks	If you knew how your device is going to be recycled	If you received compensation such as money or vouchers	Yes, in other circumstances	No	Don't know	Total 'Willing to recycle'
EU28	44	41	35	32	9	9	6	85
Gender								
Man	44	41	36	33	10	8	5	87
Woman	44	41	35	31	9	9	7	84
Age								
15-24	46	45	40	41	10	7	2	91
25-39	46	44	39	40	9	6	3	91
40-54	46	44	37	33	10	7	2	91
55 +	41	34	31	24	8	12	11	77
Education (End of)								
15-	38	27	25	25	7	16	16	68
16-19	44	37	33	33	8	9	5	86
20+	47	50	41	32	11	5	3	92
Still studying	47	47	42	40	10	6	2	91
Socio-professional category								
Self-employed	47	46	37	35	10	7	3	90
Managers	48	51	43	31	13	4	2	94
Other white collars	44	48	39	34	9	7	2	91
Manual workers	45	41	36	37	9	8	3	89
House persons	43	37	30	31	9	11	7	83
Unemployed	46	39	34	42	7	9	3	87
Retired	41	30	29	22	8	13	14	73
Students	47	47	42	40	10	6	2	91
Difficulties paying bills								
Most of the time	43	35	29	40	10	10	7	83
From time to time	42	38	32	36	8	12	5	83
Almost never/ Never	46	42	37	30	9	8	6	86
Consider belonging to								
The working class	43	33	33	35	9	10	10	81
The lower middle class	46	40	35	35	8	9	5	86
The middle class	44	43	36	31	9	9	4	87
The upper middle class	46	55	41	28	11	4	2	94
The upper class	58	42	41	30	12	3	1	96
Use of the Internet								
Everyday	47	46	39	34	10	6	2	91
Often/ Sometimes	41	37	33	33	8	12	4	84
Never	29	14	17	19	5	22	24	53

II. SHARING AND CONTROLLING PERSONAL INFORMATION

The second section considers EU citizens' preferences with regard to sharing their personal information to improve public services and taking a more active role in controlling the use of this information.

1 Sharing personal information to improve public services

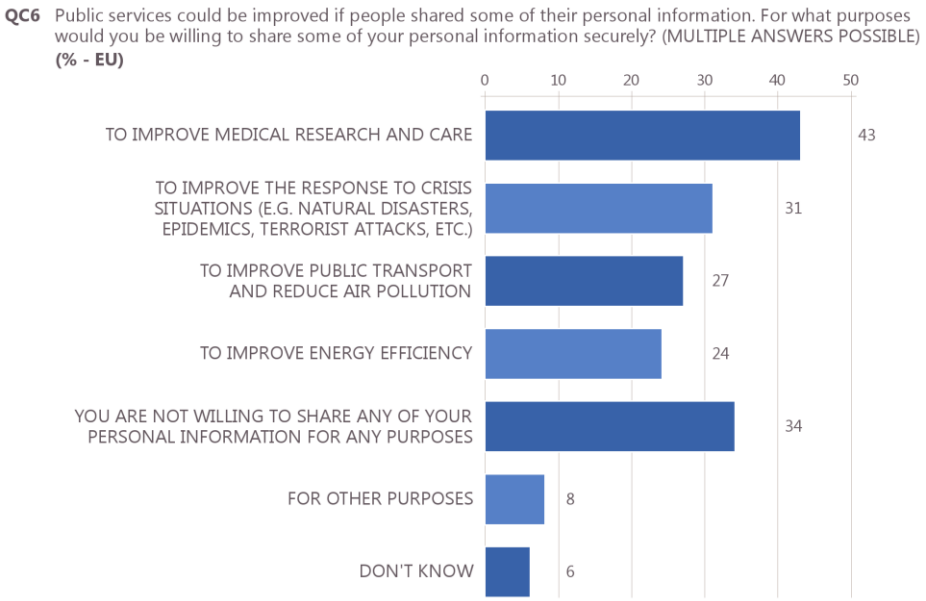
Six in ten respondents would be willing to share some of their personal information securely to improve public services

When asked for what purposes they would be willing to share some of their personal information securely, more than four in ten respondents (43%) say they would do so **'to improve medical research and care'**[11].

Around one third (31%) said they would be willing to share some of their personal information **'to improve the response to crisis situations (e.g. natural disasters, epidemics, terrorist attacks)'**, while around one quarter would do so **'to improve public transport and reduce air pollution'** (27%) or **'to improve energy efficiency'** (24%). Less than one in ten (8%) mention **other purposes**.

In total, 60% of the respondents say they would be willing to share some of their personal information to improve any of the listed services or for other purposes[12].

Conversely, around one third (34%) are ***not* willing to share any of their personal information**, while 6% say they don't know.



Base: all respondents (n=27,498)

[11] QC6 Public services could be improved if people shared some of their personal information. For what purposes would you be willing to share some of your personal information securely? (MULTIPLE ANSWERS POSSIBLE) To improve medical research and care; To improve public transport and reduce air pollution; To improve energy efficiency; To improve the response to crisis situations (e.g. natural disasters, epidemics, terrorist attacks, etc.); For other purposes; You are not willing to share any of your personal information for any purposes; DK.
[12] This is the total proportion of respondents mentioning at least one purpose for which they would be willing to share some of their personal information.

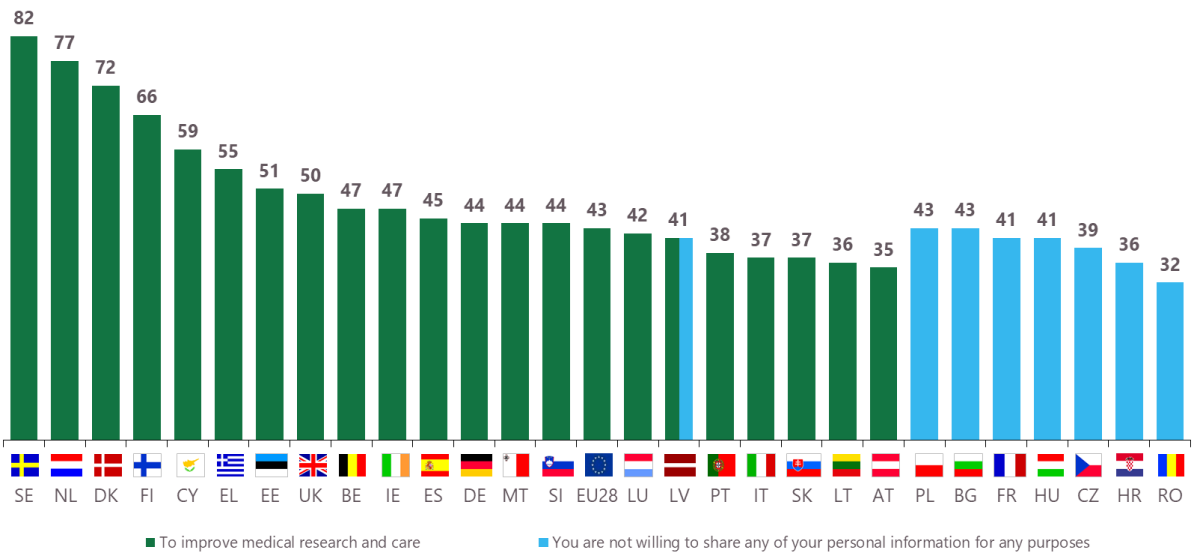
QC6 Public services could be improved if people shared some of their personal information. For what purposes would you be willing to share some of your personal information securely? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	EU28	EU27
To improve medical research and care	43	42
To improve the response to crisis situations (e.g. natural disasters, epidemics, terrorist attacks, etc.)	31	31
To improve public transport and reduce air pollution	27	26
To improve energy efficiency	24	24
You are not willing to share any of your personal information for any purposes	34	34
For other purposes	8	8
Don't know	6	6

The ***country analysis*** reveals that, in 20 countries, respondents are most likely to be willing to share some of their personal information securely **to improve medical research and care**, while, in seven countries, respondents are most likely **not to be willing to share any of their personal information for any purposes**.

In Latvia, an equal share of respondents mention each of the two answers.

QC6 Public services could be improved if people shared some of their personal information. For what purposes would you be willing to share some of your personal information securely? **(MULTIPLE ANSWERS POSSIBLE)**
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: all respondents (n=27,498)

A majority in 26 out of the 28 surveyed states say they would be willing to share some of their personal information to improve any of the listed services or for other purposes. These proportions range from more than eight in ten in the Netherlands, Sweden (both 88%) and Denmark (84%), to slightly more than half in Poland (51%), France (52%), Latvia and Lithuania (both 54%). The only exceptions are Bulgaria (44%) and Portugal (45%), where this is still the view of the relative majority.

In eight countries, at least half of the respondents would be willing to share personal information securely **'to improve medical research and care'**, with respondents in Sweden (82%), the Netherlands (77%) and Denmark (72%) being the most likely to mention this reason. This compares to three in ten or less who say this in Bulgaria (24%), Romania (27%) and Poland (30%). In those countries where this is not the first most-frequently mentioned answer, this is still among the three most common ones.

In 11 countries, more than one third say they would be willing to share some of their personal information **'to improve the response to crisis situations (e.g. natural disasters, epidemics, terrorist attacks)'**. Respondents in Sweden (71%) are by far the most likely to say this, once again followed by those in the Netherlands (57%) and Denmark (51%). At the other end of the scale, less than one quarter mention this reason in Slovakia (22%), Lithuania (23%) and Malta (24%).

'To improve public transport and reduce air pollution' is mentioned by at least three in ten respondents in 12 countries as a reason to share some of their personal information. Once more, Sweden (48%), Denmark (46%) and the Netherlands (39%) are the countries where respondents are most likely to cite this. Respondents in Czechia, Estonia (both 15%), Hungary, Latvia and Poland (all 16%) are the least likely to say this.

At least one quarter in 13 countries say they would be willing to share some of their personal information **'to improve energy efficiency'**. The highest proportions mentioning this can be observed in Denmark (48%), Sweden (45%) and Ireland (39%), while the lowest can be found in Latvia (9%), Czechia (11%), Estonia and Poland (both 12%).

In ten countries, at least one in ten would be willing to share personal information **'for other purposes'**, with around one quarter saying this in Denmark (26%), followed by Sweden (17%) and Austria (14%).

In 13 countries, more than one third of the respondents **would *not* be willing to share any of their personal information for any purposes**, with more than four in ten saying this in Bulgaria (43%), Poland (43%), France, Hungary and Latvia (all 41%).

QC6 Public services could be improved if people shared some of their personal information. For what purposes would you be willing to share some of your personal information securely? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	To improve medical research and care	You are not willing to share any of your personal information for any purposes	To improve the response to crisis situations (e.g. natural disasters, epidemics, terrorist attacks, etc.)	To improve public transport and reduce air pollution	To improve energy efficiency	For other purposes	Don't know	Total 'Willing to share'
EU28	43	34	31	27	24	8	6	60
BE	47	31	35	30	27	9	2	67
BG	24	43	25	17	15	5	14	44
CZ	38	39	27	15	11	7	2	58
DK	72	13	51	46	48	26	3	84
DE	44	36	27	28	20	5	7	57
EE	51	32	38	15	12	5	6	63
IE	47	26	34	36	39	12	5	69
EL	55	30	40	31	28	8	3	67
ES	45	34	32	32	32	11	5	61
FR	40	41	27	25	20	7	7	52
HR	35	36	28	23	23	7	3	61
IT	37	34	28	25	25	8	7	59
CY	59	23	41	38	38	11	8	69
LV	41	41	25	16	9	7	5	54
LT	36	35	23	17	13	6	10	54
LU	42	32	30	30	20	12	9	59
HU	31	41	31	16	19	6	2	58
MT	44	21	24	29	27	10	14	64
NL	77	11	57	39	36	13	1	88
AT	35	32	32	30	25	14	4	63
PL	30	43	25	16	12	4	6	51
PT	38	37	26	25	21	6	18	45
RO	27	32	28	22	21	8	9	59
SI	44	34	36	24	21	11	3	63
SK	37	30	22	20	22	6	12	58
FI	66	19	47	32	29	8	4	77
SE	82	11	71	48	45	17	2	88
UK	50	31	34	32	31	8	8	62

1st MOST FREQUENTLY MENTIONED ITEM

2nd MOST FREQUENTLY MENTIONED ITEM

3rd MOST FREQUENTLY MENTIONED ITEM

Base: all respondents (n=27,498)

The ***socio-demographic analysis*** illustrates the following:

- Men are slightly more likely than women to say they would be willing to share some of their personal information to improve any of the listed services or for other purposes (61% vs 58%).
- The younger the respondent, the more likely they are to be willing to share their personal information. For instance, 68% of those aged 15-24 say this, compared to 54% of those aged 55 or older.
- The longer respondents remained in full-time education, the more likely they are to be willing to share their personal information. For instance, 67% of those who completed their education aged 20 or older say this, compared to 43% of those who left before the age of 16.
- Managers (71%) and students (70%) are the most likely to say they would be willing to share their personal information to improve any of the services, particularly compared to retired people (51%), house persons and the unemployed (both 53%).
- Respondents who have difficulties paying bills most of the time are less likely to say they would be willing to share their personal information than those who face difficulties at least some of the time (51% vs 61%).
- The higher respondents consider themselves to be placed on the social ladder, the more likely they are to be willing to share their personal information to improve any of the services. For instance, 50% of those who regard themselves as belonging to the 'working class' say this, compared to 72%-76% of those who consider themselves to be 'upper' or 'upper-middle class'.
- The more frequently respondents use the Internet, the more likely they are to be willing to share some of their personal information: 64% of those who use the Internet every day think this way, compared to 35% of those who never use it.
- Those who would like to take a more active role in controlling the use of their personal information are more likely to be willing to share some of it to improve any of the services (73% vs 59% of those who would not like to take a more active role).

QC6 Public services could be improved if people shared some of their personal information. For what purposes would you be willing to share some of your personal information securely? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	To improve medical research and care	To improve public transport and reduce air pollution	To improve energy efficiency	To improve the response to crisis situations (e.g. natural disasters, epidemics, terrorist attacks, etc.)	For other purposes	You are not willing to share any of your personal information for any purposes	Don't know	Total 'Willing to share'
EU28	43	27	24	31	8	34	6	60
Gender								
Man	44	28	27	32	8	33	6	61
Woman	43	26	22	31	8	35	7	58
Age								
15-24	48	33	27	35	10	27	5	68
25-39	45	30	29	33	10	30	6	64
40-54	44	29	26	34	9	36	4	61
55 +	41	22	20	28	6	37	9	54
Education (End of)								
15-	31	18	17	20	5	44	12	43
16-19	40	24	22	28	7	36	6	57
20+	52	33	30	39	9	29	4	67
Still studying	49	36	29	38	10	24	6	70
Socio-professional category								
Self-employed	47	28	28	35	8	32	6	62
Managers	55	38	35	43	10	26	3	71
Other white collars	44	28	29	35	9	31	4	65
Manual workers	42	27	23	30	9	34	5	60
House persons	40	25	20	26	7	40	7	53
Unemployed	39	25	24	26	8	41	6	53
Retired	39	21	18	25	6	39	10	51
Students	49	36	29	38	10	24	6	70
Difficulties paying bills								
Most of the time	33	21	21	27	8	40	10	51
From time to time	39	27	24	30	10	33	6	61
Almost never/ Never	46	28	25	33	7	33	6	61
Consider belonging to								
The working class	35	22	19	25	7	40	10	50
The lower middle class	44	26	25	33	8	33	6	61
The middle class	47	29	26	33	8	31	4	64
The upper middle class	54	37	35	43	9	25	3	72
The upper class	48	39	33	57	13	22	1	76
Use of the Internet								
Everyday	48	30	28	35	9	31	5	64
Often/ Sometimes	37	23	19	26	7	37	5	58
Never	25	14	11	15	4	47	18	35

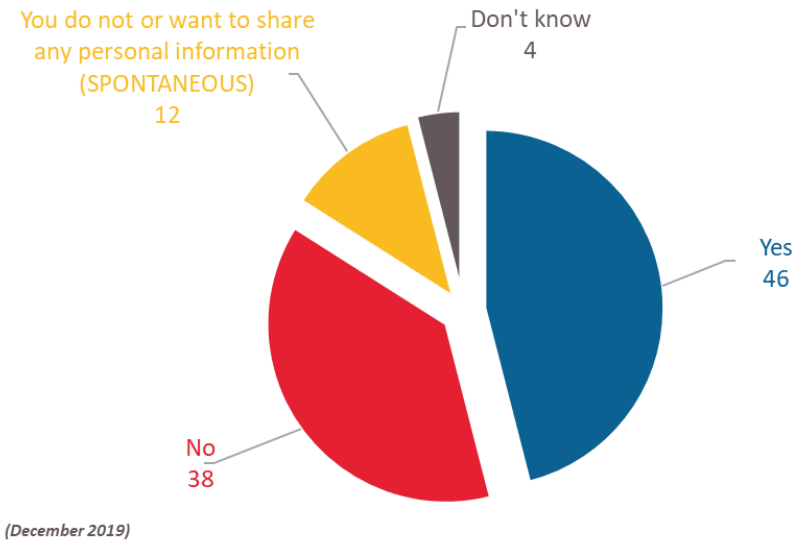
2 Controlling the use of personal information

More than four in ten would like to take a more active role in controlling the use of their personal information

Across the EU, more than four in ten respondents (46%) say they would like to take a more active role in controlling the use of their personal information (e.g. on their energy consumption, online shopping habits, health)[13].

Conversely, 38% state that they would *not* like to take a more active role, while slightly more than one in ten (12%) *spontaneously* say they do not or want to share any personal information. An additional 4% say they don't know.

QC7 More generally, would you like to take a more active role in controlling the use of your personal information (e.g. on your energy consumption, online shopping habits, health, etc.)? **(% - EU)**



Base: all respondents (n=27,498)

QC7 More generally, would you like to take a more active role in controlling the use of your personal information (e.g. on your energy consumption, online shopping habits, health, etc.)? **(%)**

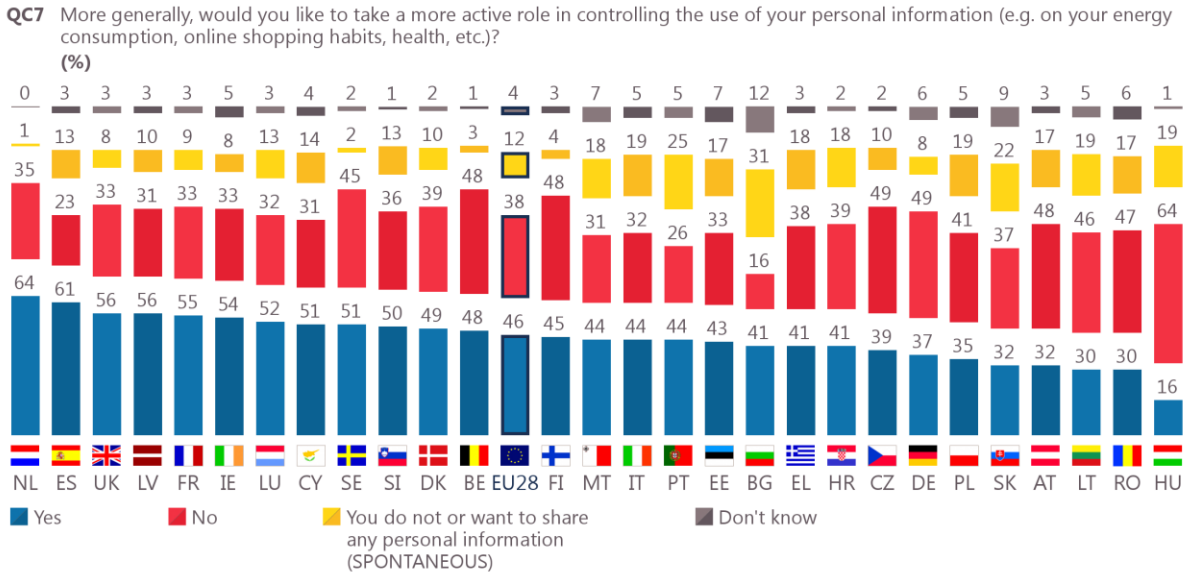
	EU28	EU27
Yes	46	45
No	38	38
You do not or want to share any personal information (SPONTANEOUS)	12	13
Don't know	4	4

[13] QC7 More generally, would you like to take a more active role in controlling the use of your personal information (e.g. on your energy consumption, online shopping habits, health, etc.)? Yes; No; You do not or want to share any personal information (SPONTANEOUS); DK.

The ***country analysis*** reveals that at least half of respondents in ten countries say they would like to take a more active role in controlling the use of their personal information. This proportion is highest in the Netherlands (64%), Spain (61%), Latvia and the United Kingdom (both 56%). At the other end of the scale, the lowest proportions can be observed in Hungary (16%), Lithuania and Romania (both 30%).

Hungary is the only country where a majority would not like to take a more active role (64%), and this view is also relatively widespread in Czechia, Germany (both 49%), Belgium, Finland and Austria (all 48%).

Around three in ten in Bulgaria (31%) and more than two in ten in Portugal (25%) and Slovakia (22%) *spontaneously* say they do not or want to share any personal information.



Base: all respondents (n=27,498)

The ***socio-demographic analysis*** illustrates the following:

- Respondents aged 15-54 are more likely than those aged 55 or older to be willing to take a more active role in controlling the use of their personal information (51%-57% vs 34%).
- The longer respondents remained in full-time education the more likely they are to want to take a more active role. For instance, 56% of those who completed their full-time education aged 20 or older say this, compared to 28% of those who left before the age of 16.
- Managers (60%) and students (59%) are the most likely to be willing to take a more active role in controlling the use of their personal information, especially when compared to retired people (31%) or house persons (43%).
- The higher the social class respondents consider themselves belonging to, the more likely they are to be willing to take a more active role. For instance, 72% of those who regard themselves as 'upper class' say this, compared to 38% of those who see themselves as 'working class'.
- The more often respondents use the Internet the more likely they are to say they would like to take a more active role: 53% of those who use it every day say this, compared to 15% of those who never use it.
- Respondents who are willing to share some of their personal information to improve public services are also more likely to be willing to take a more active role in controlling its use (55%-62% vs 33% of those who are unwilling to share personal information).

QC7 More generally, would you like to take a more active role in controlling the use of your personal information (e.g. on your energy consumption, online shopping habits, health, etc.)?

(% - EU)

	Yes	No	You do not or want to share any personal information (SPONTANEOUS)	Don't know
EU28	46	38	12	4
Gender				
Man	47	39	11	3
Woman	45	37	14	4
Age				
15-24	57	32	7	4
25-39	55	34	7	4
40-54	51	36	10	3
55 +	34	43	18	5
Education (End of)				
15-	28	40	26	6
16-19	42	41	13	4
20+	56	35	6	3
Still studying	59	30	7	4
Socio-professional category				
Self-employed	53	37	7	3
Managers	60	30	7	3
Other white collars	51	36	10	3
Manual workers	48	39	10	3
House persons	43	36	16	5
Unemployed	51	34	12	3
Retired	31	43	20	6
Students	59	30	7	4
Difficulties paying bills				
Most of the time	45	33	17	5
From time to time	44	39	14	3
Almost never/ Never	47	38	11	4
Consider belonging to				
The working class	38	38	19	5
The lower middle class	47	37	13	3
The middle class	49	39	9	3
The upper middle class	57	34	5	4
The upper class	72	24	3	1
Use of the Internet				
Everyday	53	36	8	3
Often/ Sometimes	31	51	13	5
Never	15	44	34	7

III. *FAKE NEWS* AND DISINFORMATION

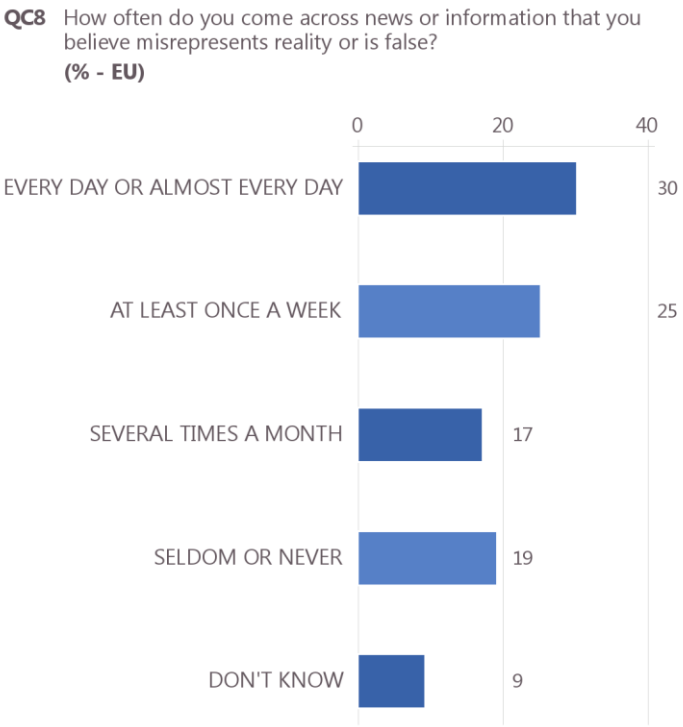
The third section of this report focuses on the so-called *fake news*, i.e. news or information that misrepresents reality or is false. It will first examine how often European citizens say they encounter *fake news* and it will then analyse Europeans' views on which actors should be responsible for combatting fake news or disinformation and which measures should be taken by public authorities to address this issue.

1 Perceived exposure to *fake news*

The majority of respondents say they come across *fake news* once a week or more often

Three in ten respondents (30%) say they come across news or information that they believe misrepresents reality or is false (i.e. *fake news*) every day or almost every day and one quarter (25%) say this happens at least once a week[14]. In total, the majority (55%) say they come across fake news once a week or more often.

A further 17% say they come across fake news several times a month, while 19% say this seldom or never happens. Almost one in ten (9%) say they don't know.



Base: all respondents (n=27,498)

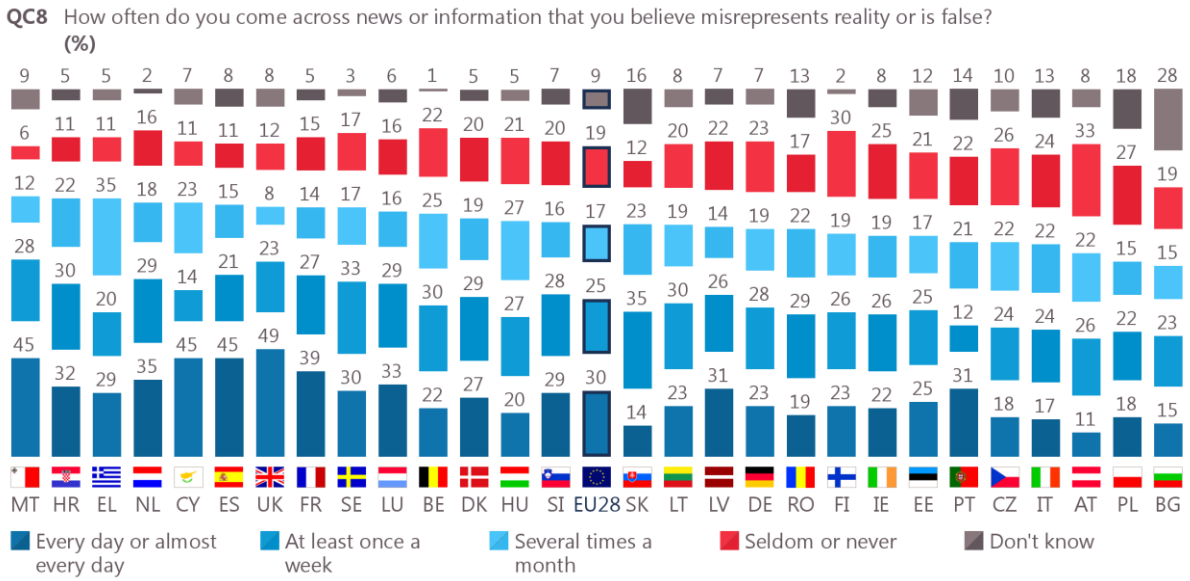
[14] QC8 How often do you come across news or information that you believe misrepresents reality or is false? Every day or almost every day; At least once a week; Several times a month; Seldom or never; DK.

QC8 How often do you come across news or information that you believe misrepresents reality or is false? **(%)**

	EU28	EU27
Every day or almost every day	30	27
At least once a week	25	25
Several times a month	17	19
Seldom or never	19	20
Don't know	9	9

The ***country analysis*** shows that at least half in 16 surveyed states say they come across news or information that they believe misrepresents reality or is false once a week or more often. Two thirds or more of the respondents say this in Malta (73%), the United Kingdom (72%), France and Spain (both 66%), while four in ten or less say this in Austria (37%), Bulgaria (38%) and Poland (40%).

More than four in ten in the United Kingdom (49%), Cyprus, Malta and Spain (all 45%) say they encounter it every day or almost every day.



Sorted by the answer "Total 'At least several times a month'"
Base: all respondents (n=27,498)

A similar question about perceived exposure to *fake news*[15] was included in three Eurobarometer Standard surveys conducted in Autumn 2018[16], Spring 2019[17] and Autumn 2019[18]. In Autumn 2019, close to seven in ten respondents (69%) agreed that they often come across news or information that they believe misrepresent reality or are false. This proportion had decreased by three percentage points since Spring 2019, following an increase by four percentage points between Autumn 2018 and Spring 2019[19].

At country level, the highest proportions in Autumn 2019 who agreed that they often come across *fake news* was observed in France (86%), Greece and Malta (both 85%), while the lowest was found in the Netherlands (53%), Bulgaria, Denmark and Finland (all 54%). Between Autumn 2018 and Autumn 2019, this share increased the most in Estonia (+10 percentage points), Slovakia (+8 pp) and Malta (+7 pp), while it decreased the most in Slovenia (-6 pp), Belgium and Poland (both -4 pp).

Although the different wording of the question does not allow for a direct comparison of the results, it can be observed that, at EU level, the share of respondents who agreed they often come across *fake news* in Autumn 2019 is broadly in line with the proportion who say they come across *fake news* at least several times a month in the present survey (72%).

In line with the Autumn 2019 survey results, Malta (85%), Greece (84%) and, to a lesser extent, France (80%) are also among the countries with the highest shares of respondents saying they come across *fake news* at least several times a month in the present survey. At the other end of the scale, Bulgaria (53%) is the country with the lowest proportion indicating this and was equally among the countries with the lowest shares of respondents agreeing they often encounter *fake news* in Autumn 2019. Conversely, although respondents in the Netherlands (82%) are among those who are most likely to say they come across *fake news* at least several times a month in the present survey, they were the least likely to say they often encounter it in Autumn 2019.

[15] The question text was as follows: 'Please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with each of the following statements. You often come across news or information that you believe misrepresent reality or are even false'.
[16] Eurobarometer Standard 90. Available at:
https://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/Survey/getSurveyDetail/instruments/STANDARD/surveyKy/2215
[17] Eurobarometer Standard 91. Available at:
https://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/Survey/getSurveyDetail/instruments/STANDARD/surveyKy/2253
[18] Eurobarometer Standard 92. Available at:
https://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/Survey/getSurveyDetail/instruments/STANDARD/surveyKy/2255
[19] It should be noted that the different position of this question in the questionnaire for the Eurobarometer Standard 91 in Spring 2019 might have had an impact on the results for this particular survey.

The ***socio-demographic analysis*** highlights the following:

- Men are more likely than women to say they come across news or information that they believe misrepresents reality or is false once a week or more often (58% vs 51%).
- Respondents aged 15-54 are more likely than those aged 55 or older to say they come across *fake news* once a week or more often (58%-63% vs 47%).
- The longer respondents remained in full-time education the more likely they are to say they come across *fake news* once a week or more often. For instance, 62% of those who finished their education aged 20 or older say this, compared to 42% of those who completed it aged 15 or less.
- Managers (69%) are the most likely to indicate they come across *fake news* once a week or more often, particularly compared to the retired (45%) or house persons (47%).
- The more often respondents use the Internet, the more likely they are to say they come across *fake news* once a week or more often. For instance, 61% of those who use the Internet every day answer this way, compared to 33% of those who never use it.

QC8 How often do you come across news or information that you believe misrepresents reality or is false?

(% - EU)

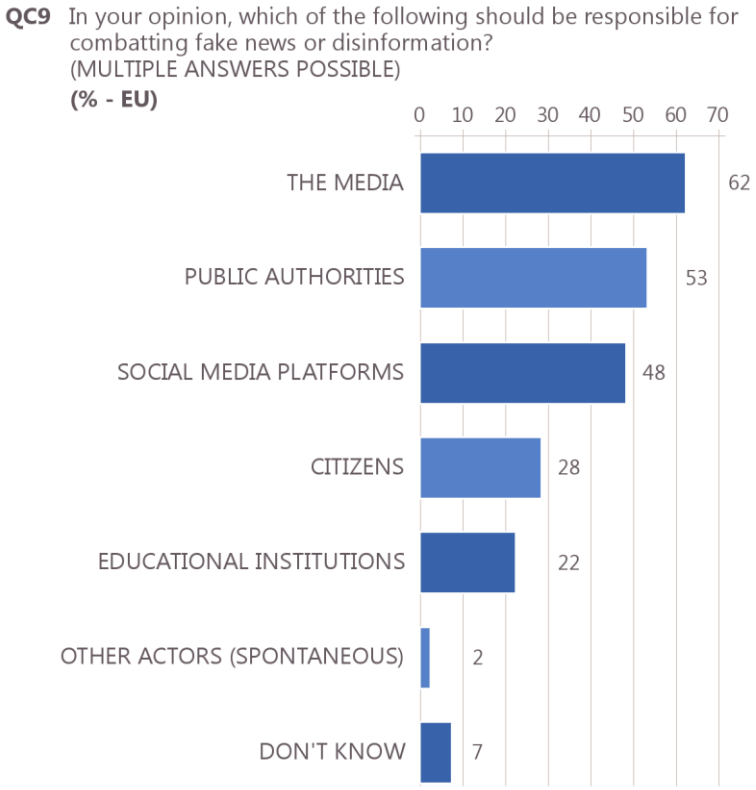
	Every day or almost every day	At least once a week	Several times a month	Seldom or never	Don't know
EU28	30	25	17	19	9
Gender					
Man	32	26	17	18	7
Woman	27	24	18	20	11
Age					
15-24	33	30	17	15	5
25-39	33	28	17	16	6
40-54	33	25	19	16	7
55 +	25	22	17	24	12
Education (End of)					
15-	23	19	15	26	17
16-19	27	26	18	20	9
20+	36	26	18	15	5
Still studying	31	32	16	16	5
Socio-professional category					
Self-employed	39	23	20	14	4
Managers	37	32	16	11	4
Other white collars	26	28	21	18	7
Manual workers	31	26	18	17	8
House persons	27	20	19	22	12
Unemployed	37	22	15	19	7
Retired	24	21	16	25	14
Students	31	32	16	16	5
Difficulties paying bills					
Most of the time	36	21	18	14	11
From time to time	25	27	20	19	9
Almost never/ Never	31	25	17	19	8
Consider belonging to					
The working class	31	21	14	21	13
The lower middle class	31	25	18	17	9
The middle class	28	28	19	19	6
The upper middle class	36	28	18	14	4
The upper class	38	23	25	11	3
Use of the Internet					
Everyday	34	27	17	16	6
Often/ Sometimes	16	27	23	25	9
Never	15	18	15	30	22

2 Responsibility for combatting *fake news* or disinformation

More than six in ten believe the media should be responsible for combatting *fake news* or disinformation

Respondents were asked which actors should be responsible for combatting *fake news* or disinformation among a list of five options[20]. They were most likely to say that responsibility should lie with **the media** (62%), while more than half (53%) say **public authorities** have this responsibility and 48% mention **social media platforms**.

More than one quarter (28%) believe **the citizens** themselves should be responsible and more than two in ten (22%) cite **educational institutions**, while only 2% *spontaneously* mention **other actors**. 7% say they don't know.



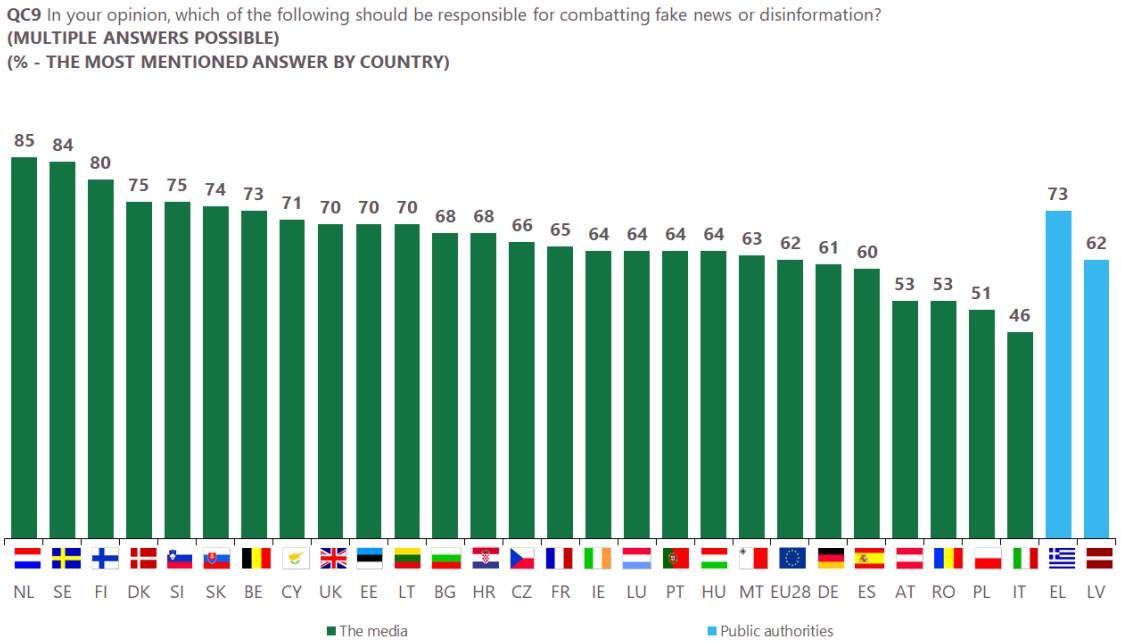
Base: all respondents (n=27,498)

[20] QC9 In your opinion, which of the following should be responsible for combatting fake news or disinformation? (MULTIPLE ANSWERS POSSIBLE) Public authorities; The media; Social media platforms; Citizens; Educational institutions; Other actors (SPONTANEOUS); DK.

QC9 In your opinion, which of the following should be responsible for combatting fake news or disinformation? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	EU28	EU27
The media	62	61
Public authorities	53	53
Social media platforms	48	46
Citizens	28	28
Educational institutions	22	21
Other actors (SPONTANEOUS)	2	2
Don't know	7	7

The ***country analysis*** shows that, in 26 out of the 28 surveyed countries, respondents are most likely to say **the media** should be responsible for combatting *fake news* or disinformation, while, in Greece and Latvia, the most frequently mentioned actor is **'public authorities'**.



Base: all respondents (n=27,498)

More than half of respondents in 27 out of the 28 surveyed countries think **the media** should be responsible for combatting *fake news* or disinformation. Respondents in the Netherlands (85%), Sweden (84%) and Finland (80%) are the most likely to mention this, while those in Italy (46%), Poland (51%), Austria and Romania (both 53%) are the least likely to do so.

In 19 countries, at least half believe that **public authorities** should be responsible for combating *fake news* or disinformation. The highest proportions of respondents mentioning this can be observed in Greece (73%), Sweden (72%) and the Netherlands (70%), while the lowest can be found in Czechia, Romania (both 41%) and Ireland (43%).

Social media platforms are mentioned by at least half of the respondents in ten surveyed states, and by six in ten or more in the Netherlands, Sweden (both 71%) and the United Kingdom (60%). At the other end of the spectrum, respondents in Slovakia (27%), Romania (28%) and Croatia (31%) are the least likely to cite this.

In ten countries, at least one third say **citizens** should be responsible, with the highest proportions observed in Sweden (58%), Slovenia (46%) and the Netherlands (43%). At the other end of the scale, 19% in Italy and Latvia and 22% in Spain think this way.

Educational institutions are most likely to be seen as responsible in Sweden (56%), Slovenia (37%) and Finland (32%), while the lowest proportions who mention this are observed in Estonia, Latvia (both 12%), Greece and Hungary (both 13%).

Finally, 5% or less in all countries *spontaneously* mention other actors.

Overall, 'public authorities', 'the media' and 'social media platforms' are the three most frequently mentioned actors in most countries, while 'citizens' is the third most common answer in Czechia, Romania and Slovakia, and joint third in Croatia and Slovenia (with 'social media platforms'). Furthermore, respondents in the Netherlands and Sweden are among the most likely to mention each of the actors listed in the survey.

QC9 In your opinion, which of the following should be responsible for combatting fake news or disinformation? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	The media	Public authorities	Social media platforms	Citizens	Educational institutions	Other actors (SPONTANEOUS)	Don't know
EU28	62	53	48	28	22	2	7
BE	73	63	50	28	23	1	1
BG	68	50	35	28	15	1	14
CZ	66	41	41	28	18	2	7
DK	75	63	57	38	28	4	2
DE	61	56	54	27	24	3	8
EE	70	45	40	28	12	4	8
IE	64	43	55	33	26	2	7
EL	66	73	40	28	13	4	1
ES	60	57	34	22	15	3	8
FR	65	55	53	32	22	1	5
HR	68	54	31	31	18	1	3
IT	46	44	45	19	18	1	10
CY	71	68	45	31	17	1	3
LV	55	62	44	19	12	1	5
LT	70	58	36	25	15	2	4
LU	64	47	50	33	24	4	4
HU	64	51	41	24	13	1	3
MT	63	52	44	35	29	2	7
NL	85	70	71	43	29	1	1
AT	53	47	38	28	23	5	7
PL	51	44	32	28	19	5	9
PT	64	55	40	28	21	3	11
RO	53	41	28	33	20	4	9
SI	75	54	46	46	37	5	3
SK	74	48	27	34	20	5	4
FI	80	65	52	40	32	1	3
SE	84	72	71	58	56	1	1
UK	70	53	60	30	27	1	6

1st MOST FREQUENTLY MENTIONED ITEM
2nd MOST FREQUENTLY MENTIONED ITEM
3rd MOST FREQUENTLY MENTIONED ITEM

Base: all respondents (n=27,498)

The ***socio-demographic analysis*** highlights the following:

- Respondents aged 55 or more are the least likely to say that **the media** (57% vs 63%-67% of those aged 15-54), **social media platforms** (36% vs 54%-57%), **citizens** (24% vs 29%-32%) or **educational institutions** (18% vs 23%-26%) should be responsible for combatting *fake news* or disinformation. Conversely, those aged 15-24 are the least likely to mention **public authorities** (48% vs 53%-54% of those aged 25 or older).
- The longer respondents remained in full-time education, the more likely they are to mention **the media** (68% of those who completed their full-time education aged 20 or older vs 50% of those who left school before the age of 16), **social media platforms** (57% vs 28%), **citizens** (36% vs 18%) or **educational institutions** (29% vs 13%). Those who finished education aged 20 or older are also the most likely to think that responsibility should rest with **public authorities** (60% vs 49%-50% of those leaving education aged 19 or younger).
- The self-employed (59%) and managers (58%) are the most likely to mention **public authorities**, particularly when compared to the unemployed (50%). Students (61%) and managers (60%) are the most likely to mention **social media platforms**, especially in contrast with retired people (34%) and house persons (42%). Managers are also the most likely to mention **each** of the remaining actors. For instance, 40% of managers indicate citizens themselves should be responsible, compared to 20% of house persons.
- Those who use the Internet are more likely than those who never use it to mention **each** of the actors. The difference is particularly striking for social media platforms: 56% of those who use the Internet every day and 32% of those who use it often or sometimes mention this, compared to 13% of those who never use it.

QC9 In your opinion, which of the following should be responsible for combatting fake news or disinformation? (MULTIPLE ANSWERS POSSIBLE)

(% - EU)

	The media	Public authorities	Social media platforms	Citizens	Educational institutions	Other actors (SPONTANEOUS)	Don't know
EU28	62	53	48	28	22	2	7
Gender							
Man	62	53	47	29	22	2	6
Woman	62	53	48	28	21	2	8
Age							
15-24	63	48	57	29	26	2	5
25-39	67	53	55	32	26	2	4
40-54	65	54	54	32	23	2	4
55 +	57	54	36	24	18	3	11
Education (End of)							
15-	50	49	28	18	13	3	17
16-19	62	50	45	26	18	2	7
20+	68	60	57	36	29	2	3
Still studying	64	51	61	30	29	2	4
Socio-professional category							
Self-employed	64	59	56	32	26	1	2
Managers	69	58	60	40	33	2	3
Other white collars	66	51	56	34	24	2	3
Manual workers	64	51	48	27	20	3	6
House persons	56	53	42	20	17	3	9
Unemployed	61	50	48	29	20	1	8
Retired	56	54	34	23	17	3	13
Students	64	51	61	30	29	2	4
Difficulties paying bills							
Most of the time	59	51	41	30	19	2	9
From time to time	56	50	43	28	21	3	7
Almost never/ Never	64	55	50	29	23	2	6
Consider belonging to							
The working class	61	53	40	24	17	2	10
The lower middle class	62	51	48	28	21	2	6
The middle class	62	53	50	29	23	3	5
The upper middle class	72	61	62	40	32	2	2
The upper class	65	56	56	34	26	0	6
Use of the Internet							
Everyday	66	55	56	31	24	2	4
Often/ Sometimes	53	52	32	26	16	3	8
Never	47	46	13	16	11	4	21

3 Measures to address *fake news* or disinformation

Helping citizens to better identify disinformation is the most-frequently mentioned measure public authorities should take to address *fake news*

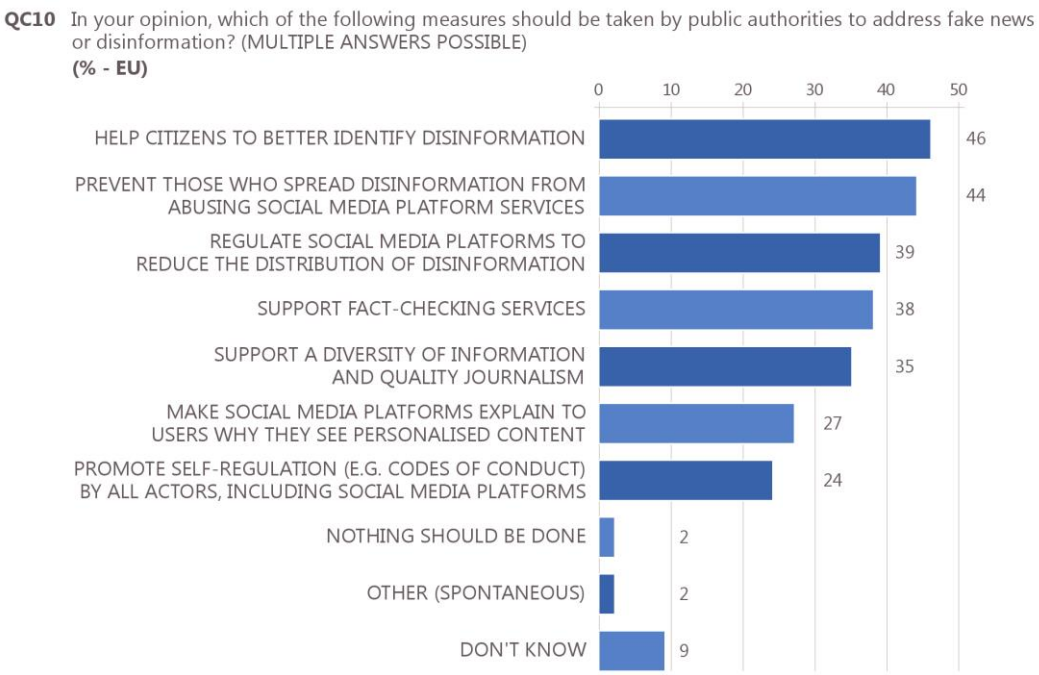
Respondents were asked which measures, among a list of seven, should be taken by public authorities to address *fake news* or disinformation[21]. The most-frequently mentioned measures are **helping citizens to better identify disinformation** (46%) and **preventing those who spread disinformation from abusing social media platform services** (44%).

Nearly four in ten think **regulating social media platforms to reduce the distribution of disinformation** (39%) and **supporting fact-checking services** (38%) should be among the measures to be taken to address *fake news*, while more than one third mention **supporting a diversity of information and quality journalism** (35%).

Less than three in ten mention **making social media platforms explain to users why they see personalised content** (27%) or **promoting self-regulation (e.g. codes of conduct) by all actors, including social media platforms** (24%), while only 2% *spontaneously* say **other** measures.

In total, 87% of respondents mention at least one measure they think public authorities should take to address *fake news* or disinformation[22]. Conversely, only 2% believe that **nothing should be done**.

Almost one in ten (9%) say they don't know.



Base: all respondents (n=27,498)

[21] QC10 In your opinion, which of the following measures should be taken by public authorities to address fake news or disinformation? (MULTIPLE ANSWERS POSSIBLE) Regulate social media platforms to reduce the distribution of disinformation; Make social media platforms explain to users why they see personalised content; Promote self-regulation (e.g. codes of conduct) by all actors, including social media platforms; Help citizens to better identify disinformation; Prevent those who spread disinformation from abusing social media platform services; Support a diversity of information and quality journalism; Support fact-checking services; Nothing should be done; Other (SPONTANEOUS); DK.

[22] This is the total proportion of respondents mentioning at least one measure to be taken by public authorities to address *fake news* or disinformation.

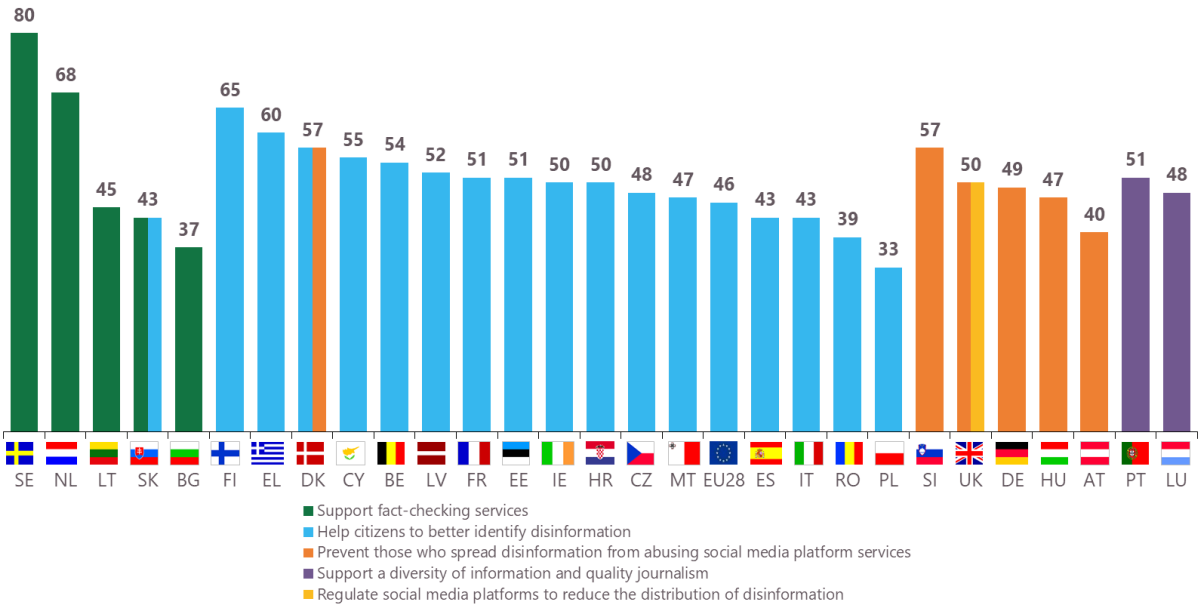
QC10 In your opinion, which of the following measures should be taken by public authorities to address fake news or disinformation? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	EU28	EU27
Help citizens to better identify disinformation	46	46
Prevent those who spread disinformation from abusing social media platform services	44	43
Regulate social media platforms to reduce the distribution of disinformation	39	38
Support fact-checking services	38	37
Support a diversity of information and quality journalism	35	36
Make social media platforms explain to users why they see personalised content	27	25
Promote self-regulation (e.g. codes of conduct) by all actors, including social media platforms	24	23
Nothing should be done	2	3
Other (SPONTANEOUS)	2	3
Don't know	9	9

The ***country analysis*** reveals that respondents in 15 countries are most likely to indicate **helping citizens to better identify disinformation** as one of the measures public authorities should take to address *fake news* or disinformation. In four countries, **'support fact-checking services'** is the most-frequently mentioned answer and, in a further four countries, respondents are most likely to mention **'prevent those who spread disinformation from abusing social media platform services'**. In Portugal and Luxembourg, **supporting a diversity of information and quality journalism** is the most frequently mentioned measure to address *fake news*.

In Denmark, an equal share of respondents mention 'help citizens to better identify disinformation' and 'prevent those who spread disinformation from abusing social media platform services'. In the United Kingdom, respondents are equally likely to mention 'prevent those who spread disinformation from abusing social media platform services' or 'regulate social media platforms to reduce the distribution of disinformation'. Lastly, equal proportions of respondents in Slovakia say public authorities should 'help citizens to better identify disinformation' or 'support fact-checking services'.

QC10 In your opinion, which of the following measures should be taken by public authorities to address fake news or disinformation?
(MULTIPLE ANSWERS POSSIBLE)
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: all respondents (n=27,498)

More than three quarters of respondents in all countries mention **at least one measure** they think public authorities should take to address *fake news* or disinformation. The highest proportions mentioning this can be observed in Sweden (97%), Croatia (96%), Belgium, Greece and the Netherlands (all 95%), while the lowest proportions are in Bulgaria (78%), Portugal (80%) and Poland (81%).

In 13 countries, at least half of respondents think public authorities should **'help citizens to better identify disinformation'**. Respondents in Sweden (73%), Finland (65%) and Greece (60%) are the most likely to cite this measure. This compares to 33% in Bulgaria and Poland and 36% in Hungary who mention this. In countries where this is not the most-frequently mentioned measure, this is still the second or third most common answer, with the exception of the Netherlands.

In 18 countries, at least four in ten indicate **preventing those who spread disinformation from abusing social media platform services** as a measure public authorities should take to address *fake news* or disinformation. The highest proportions mentioning this measure can be observed in the Netherlands (60%), Denmark and Slovenia (both 57%). Three in ten or less say this in Portugal (28%), Lithuania (29%) and Poland (30%).

At least half in the Netherlands (56%), Denmark (54%) and the United Kingdom (50%) say public authorities should **'regulate social media platforms to reduce the distribution of disinformation'** to address *fake news* or disinformation. At the other end of the scale, 21% say this in Lithuania and Slovakia, and 26% in Estonia.

'Support fact-checking services' is mentioned by eight in ten in Sweden, as well as by more than two thirds in the Netherlands (68%) and by half of respondents in Greece. Conversely, this is mentioned by less than three in ten in Poland (27%), Germany (28%) and Austria (29%).

More than half in Sweden (61%), Greece (52%) and Portugal (51%) mention **'support a diversity of information and quality journalism'** as a measure public authorities should take to address *fake news*. This compares to three in ten or less who mention this in Italy (29%), Czechia and the United Kingdom (30%).

In eight countries, at least three in ten mention **making social media platforms explain to users why they see personalised content** as a measure to address *fake news*. The highest proportions citing this are observed in Ireland (41%), Denmark and the United Kingdom (both 37%), while the lowest is found in Czechia, Estonia (both 14%), Lithuania and Latvia (both 16%).

More than one third of the respondents in Sweden (41%), Denmark (38%) and Slovenia (34%) say public authorities should **'promote self-regulation (e.g. codes of conduct) by all actors, including social media platforms'**. Compared to 13% in Slovakia, 14% in Czechia and 16% in Latvia who indicate this measure.

Less than one in ten in each country say that **nothing should be done** or *spontaneously* mention **other** measures.

QC10 In your opinion, which of the following measures should be taken by public authorities to address fake news or disinformation? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	Help citizens to better identify disinformation	Prevent those who spread disinformation from abusing social media platform services	Regulate social media platforms to reduce the distribution of disinformation	Support fact-checking services	Support a diversity of information and quality journalism	Make social media platforms explain to users why they see personalise content	Promote self-regulation (e.g. codes of conduct) by all actors, including social media platforms	Nothing should be done	Other (SPONTANEOUS)	Don't know
EU28	46	44	39	38	35	27	24	2	2	9
BE	54	50	39	40	39	25	23	2	2	2
BG	33	31	32	37	33	20	23	1	3	18
CZ	48	38	33	31	30	14	14	5	2	7
DK	57	57	54	48	39	37	38	5	2	3
DE	47	49	40	28	38	30	23	2	4	12
EE	51	39	26	46	39	14	18	3	4	12
IE	50	45	47	44	33	41	32	1	1	7
EL	60	43	38	50	52	30	31	1	4	3
ES	43	40	34	31	35	19	21	2	3	12
FR	51	46	48	40	36	22	18	2	1	9
HR	50	45	31	34	40	18	25	1	1	2
IT	43	42	34	33	29	28	26	3	2	9
CY	55	42	38	48	43	31	28	3	1	7
LV	52	42	30	38	33	16	16	2	1	8
LT	40	29	21	45	40	16	19	2	3	7
LU	44	36	39	38	48	24	22	2	4	6
HU	36	47	38	36	35	27	22	2	1	4
MT	47	34	36	33	37	26	21	0	2	11
NL	53	60	56	68	44	25	31	3	1	1
AT	38	40	30	29	39	30	26	4	5	8
PL	33	30	29	27	31	24	19	7	4	9
PT	43	28	36	49	51	24	23	3	6	14
RO	39	34	27	35	31	27	26	5	3	9
SI	52	57	40	41	48	28	34	4	4	5
SK	43	36	21	43	33	17	13	3	3	9
FI	65	43	30	42	49	20	31	3	2	4
SE	73	56	40	80	61	35	41	1	1	2
UK	48	50	50	46	30	37	29	2	1	9
	1st MOST FREQUENTLY MENTIONED ITEM			2nd MOST FREQUENTLY MENTIONED ITEM				3rd MOST FREQUENTLY MENTIONED ITEM		

Base: all respondents (n=27,498)

The ***socio-demographic analysis*** illustrates the following:

- Respondents in the central age cohorts (aged 25-54) are more likely than younger or older respondents to think public authorities should **'promote self-regulation (e.g. codes of conduct) by all actors, including social media platforms'** (27%-28% vs 21%-23%) or **'support a diversity of information and quality journalism'** (38% vs 33%-34%). Older respondents are the least likely to cite **each** of the remaining measures to address fake news or disinformation. For instance, 32% of those aged 55 or older mention supporting fact-checking services, compared to 41%-42% of those aged 15-54.
- The longer the respondents remained in education, the more likely they are to mention **each** of the measures. For instance, 49% of those who left full-time education after the after the age of 19 say public authorities should 'prevent those who spread disinformation from abusing social media platform services', compared to 32% of those who left before the age of 16.
- Managers are the most likely to mention **each** of the measures to address *fake news* or disinformation, while retired people and house persons are the least likely to do so. For instance, 47% of managers mention supporting a diversity of information and quality journalism as a measure, compared to 28%-31% of retired people and house persons.
- The more often respondents say they come across what they believe is *fake news*, the more likely they are to mention **each** of the measures to address them. For instance, 47% of those who say they come across *fake news* every day or almost every day say public authorities should 'support fact-checking services' to address *fake news*, compared to 28% who say this among those who seldom or never come across this type of news.

QC10 In your opinion, which of the following measures should be taken by public authorities to address fake news or disinformation? (MULTIPLE ANSWERS POSSIBLE)

(% - EU)

	Help citizens to better identify disinformation	Prevent those who spread disinformation from abusing social media platform services	Regulate social media platforms to reduce the distribution of disinformation	Support fact-checking services	Support a diversity of information and quality journalism	Make social media platforms explain to users why they see personalised content	Promote self-regulation (e.g. codes of conduct) by all actors, including social media platforms	Nothing should be done	Other (SPONTANEOUS)	Don't know	Total 'At least one measure should be taken'
EU28	46	44	39	38	35	27	24	2	2	9	87
Gender											
Man	47	44	40	39	36	28	24	3	2	7	88
Woman	46	44	39	36	35	26	24	2	3	10	86
Age											
15-24	48	48	41	41	34	31	23	2	2	5	92
25-39	49	47	45	41	38	31	27	2	1	4	93
40-54	47	46	43	42	38	28	28	2	2	6	90
55 +	44	40	33	32	33	22	21	3	3	15	80
Education (End of)											
15-	38	32	26	26	26	20	15	3	4	23	71
16-19	45	43	39	35	32	26	23	2	2	8	88
20+	52	49	47	46	44	29	30	2	2	4	93
Still studying	49	50	39	45	37	31	25	2	1	3	94
Socio-professional category											
Self-employed	47	49	43	44	39	30	27	1	2	5	93
Managers	52	51	49	47	47	32	32	1	1	4	94
Other white collars	49	46	44	41	39	31	28	2	2	4	93
Manual workers	45	45	40	37	34	29	24	2	2	6	89
House persons	42	41	37	32	28	21	22	2	4	13	83
Unemployed	48	42	41	38	33	24	24	3	2	7	87
Retired	43	37	32	31	31	20	19	4	3	17	77
Students	49	50	39	45	37	31	25	2	1	3	94
Difficulties paying bills											
Most of the time	45	39	34	36	36	25	21	4	2	9	87
From time to time	45	41	37	36	33	27	23	3	3	7	88
Almost never/ Never	47	46	41	39	36	27	25	2	2	9	87
Consider belonging to											
The working class	43	40	34	34	30	25	20	3	3	13	82
The lower middle class	46	42	40	38	36	27	23	2	2	8	88
The middle class	47	46	41	38	37	27	25	3	2	6	89
The upper middle class	57	56	49	53	47	28	31	1	2	3	95
The upper class	50	46	40	43	45	31	33	1	5	0	94
Use of the Internet											
Everyday	49	49	45	42	38	30	27	2	2	5	92
Often/ Sometimes	43	38	31	29	29	22	20	3	3	11	84
Never	32	22	16	20	22	11	10	6	4	29	62

IV. DIGITAL SKILLS

This section focuses on digital skills and it discusses the respondents' perception of their level of digital skills and then moves to consider the barriers EU citizens encounter when trying to improve them.

1 Digital skills in daily life and current employment

Respondents were asked to assess whether they are sufficiently skilled in using digital technologies in their daily life and their current job. These results reflect self-assessment by individuals. These questions were also asked in a previous Eurobarometer study carried out in March 2017[23], allowing a comparison of the results.

[23] Special Eurobarometer 460 on "Attitudes towards the impact of digitisation and automation on daily life". Available at: https://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/Survey/getSurveyDetail/instruments/SPECIAL/surveyKy/2160.

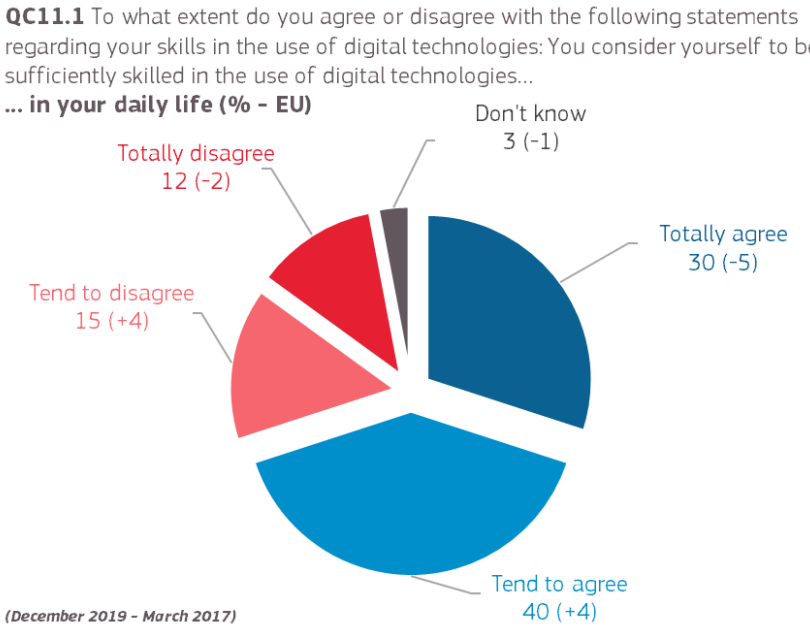
a. Digital skills in daily life

Seven in ten consider themselves to be sufficiently skilled in the use of digital technologies in their daily life

Seven in ten respondents consider themselves to be sufficiently skilled in the use of digital technologies in their daily life, 30% 'totally agree' with this statement and 40% 'tend to agree'[24].

Conversely, slightly more than one quarter (27%) do not consider themselves to be sufficiently skilled in using digital technologies in their daily life, with 12% 'totally disagreeing' with the statement. 3% say they don't know.

The proportion of respondents who consider themselves to be sufficiently skilled remains relatively stable compared with 2017 (-1 percentage point). However, respondents are now less likely to 'totally agree' with the statement (-5 pp).



Base: all respondents (n=27,498)

QC11.1 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies: You consider yourself to be sufficiently skilled in the use of digital technologies...
in your daily life (%)

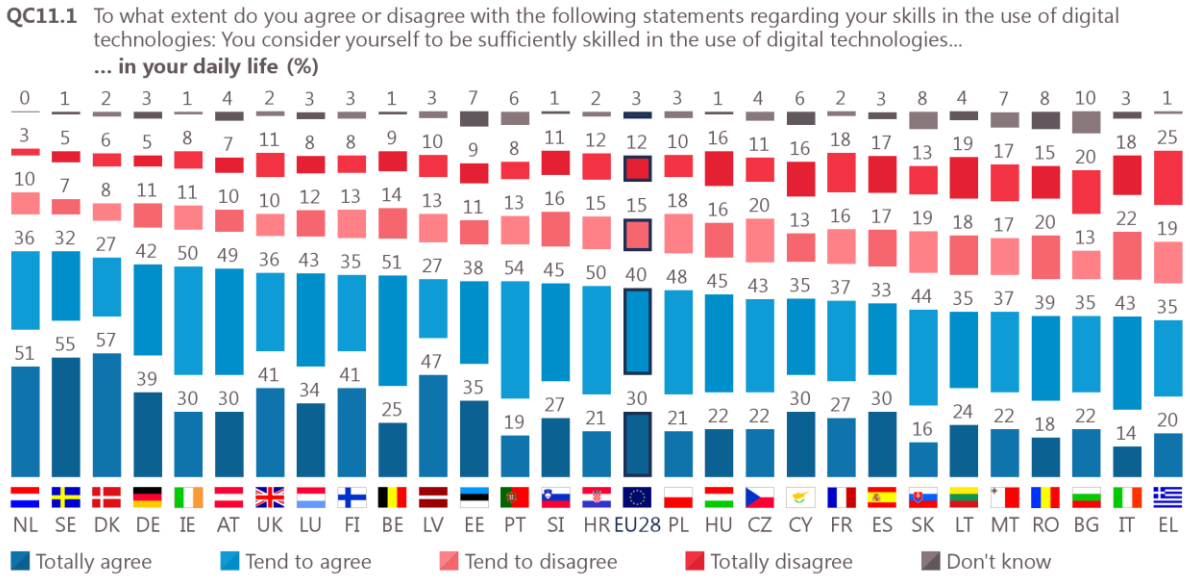
	EU28	EU27
Totally agree	30	28
Tend to agree	40	40
Tend to disagree	15	16
Totally disagree	12	13
Don't know	3	3

[24] QC11.1 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies: You consider yourself to be sufficiently skilled in the use of digital technologies... in your daily life. Totally agree; Tend to agree; Tend to disagree; Totally disagree; DK.

The ***country analysis*** illustrates that a majority of respondents in each surveyed country consider themselves to be sufficiently skilled in the use of digital technologies in their daily life. As in 2017, this proportion is the highest in the Netherlands, Sweden (both 87%) and Denmark (84%). These are also the only countries where a majority 'totally agree' with the statement.

At the other end of the scale, respondents are least likely to agree in Greece (55%), Bulgaria, Italy and Romania (all 57%).

Greece (25%) and Bulgaria (20%) are also the countries with the highest proportions of respondents who 'totally disagree'.



Sorted by the answer "Total 'Agree'"
Base: all respondents (n=27,498)

Compared to 2017, the proportion who consider themselves to be sufficiently skilled in the use of digital technologies in their daily life has declined in 19 countries, most notably in Italy (-11 percentage points), Malta (-9 pp), France and Lithuania (both -6 pp).

On the other hand, respondents are now more likely to agree with this statement in eight countries, with the largest increases among those in Hungary (+15 pp), Austria (+9 pp) and Germany (+8 pp). This proportion has remained stable in Ireland[25].

[25] Changes of 0-3pp are considered as being within the margin of error and are therefore not described in the analysis.

QC11.1 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies: You consider yourself to be sufficiently skilled in the use of digital technologies...

... in your daily life (%)

	Total 'Agree'	December 2019 - March 2017	Total 'Disagree'	December 2019 - March 2017	Don't know
EU28	70	▼ 1	27	▲ 2	3
HU	67	▲ 15	32	▼ 9	1
AT	79	▲ 9	17	▼ 10	4
DE	81	▲ 8	16	▼ 8	3
PT	73	▲ 5	21	▼ 6	6
BE	76	▲ 4	23	▼ 3	1
HR	71	▲ 4	27	=	2
SI	72	▲ 4	27	▼ 2	1
BG	57	▲ 3	33	▼ 4	10
IE	80	=	19	▲ 2	1
CY	65	▼ 1	29	▲ 7	6
LV	74	▼ 1	23	▲ 2	3
CZ	65	▼ 2	31	▲ 3	4
EE	73	▼ 2	20	▲ 1	7
LU	77	▼ 2	20	▲ 3	3
RO	57	▼ 2	35	▲ 1	8
FI	76	▼ 2	21	▲ 4	3
SE	87	▼ 2	12	▲ 4	1
UK	77	▼ 2	21	▲ 4	2
EL	55	▼ 3	44	▲ 4	1
NL	87	▼ 3	13	▲ 4	0
SK	60	▼ 3	32	▲ 4	8
DK	84	▼ 4	14	▲ 4	2
PL	69	▼ 4	28	▲ 4	3
ES	63	▼ 5	34	▲ 7	3
FR	64	▼ 6	34	▲ 6	2
LT	59	▼ 6	37	▲ 5	4
MT	59	▼ 9	34	▲ 12	7
IT	57	▼ 11	40	▲ 13	3

The ***socio-demographic analysis*** illustrates a number of differences:

- Men are more likely than women to agree they are sufficiently skilled in the use of digital technologies in their daily life (74% vs 65%).
- The younger the respondent the more likely they are to agree with the statement: 87%-90% of those aged 15-39 agree, compared to 48% of those aged 55 or older.
- The longer respondents remained in full-time education, the more likely they are to agree: 83% of those who completed their full-time education aged 20 or older, compared to 36% of those who finished their education aged 15 or younger.
- Students (91%), managers (89%), other white-collar workers (86%) and the self-employed (82%) are the most likely to agree, particularly when compared to retired persons (41%).
- The more difficulties respondents face paying their bills, the less likely they are to agree that they are sufficiently skilled to take on digital tasks in their daily life (57% of those who have difficulties most of the time vs 73% of those who never or almost never have difficulties).
- Social class also plays a role: respondents who consider themselves as a member of 'the working class' (57%) are the least likely to feel sufficiently skilled in the use of digital technologies in their daily life, especially when compared to those in the 'upper' or 'upper middle class' (88%-91%).
- Respondents living in rural villages, small or mid-sized towns are less likely to agree than those living in large towns (65%-68% vs 77%).
- The more often respondents use the Internet, the more likely they are to agree. For instance, 82% who use the Internet every day agree, compared to 16% who never use it.

QC11.1 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies: You consider yourself to be sufficiently skilled in the use of digital technologies...

... in your daily life (% - EU)

	Total 'Agree'	Total 'Disagree'	Don't know
EU28	70	27	3
Gender			
Man	74	23	3
Woman	65	32	3
Age			
15-24	90	9	1
25-39	87	12	1
40-54	79	20	1
55 +	48	46	6
Education (End of)			
15-	36	55	9
16-19	67	30	3
20+	83	16	1
Still studying	91	8	1
Socio-professional category			
Self-employed	82	17	1
Managers	89	10	1
Other white collars	86	13	1
Manual workers	76	22	2
House persons	61	37	2
Unemployed	72	26	2
Retired	41	51	8
Students	91	8	1
Difficulties paying bills			
Most of the time	57	39	4
From time to time	64	34	2
Almost never/ Never	73	24	3
Consider belonging to			
The working class	57	38	5
The lower middle class	67	30	3
The middle class	75	23	2
The upper middle class	88	11	1
The upper class	91	9	0
Use of the Internet			
Everyday	82	17	1
Often/ Sometimes	47	50	3
Never	16	71	13

b. Digital skills in current employment

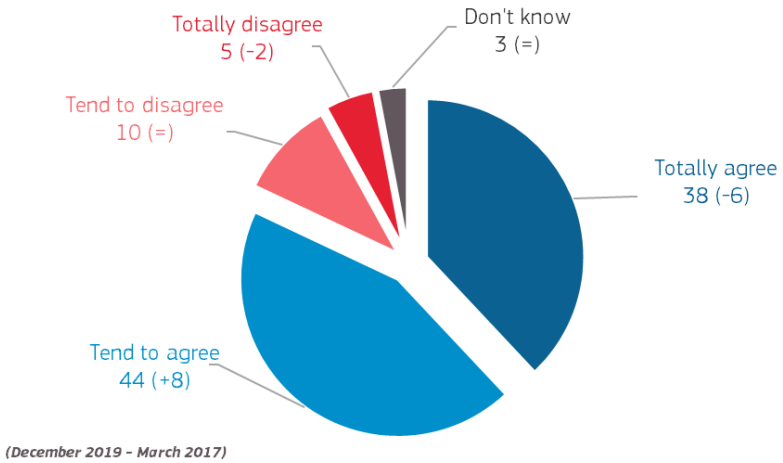
A large majority consider themselves to be sufficiently skilled in the use of digital technologies to do their job

More than eight in ten (82%) of those who were in work when interviewed consider themselves to be sufficiently skilled in the use of digital technologies to do their job. Of which, 38% are in total agreement with the statement and 44% 'tend to agree'[26] .

Only 15% do not consider themselves to be sufficiently skilled, with 5% 'totally disagreeing' with the statement. 3% say they don't know.

Compared to 2017, the overall proportion who agree they are sufficiently skilled in the use of digital technologies to do their job has slightly increased (+2 percentage points), although respondents are now less likely to 'totally agree' (-6 pp).

QC11.2 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies: You consider yourself to be sufficiently skilled in the use of digital technologies...
... to do your job (% - EU)



Base: respondents who are currently working (n=14,375)

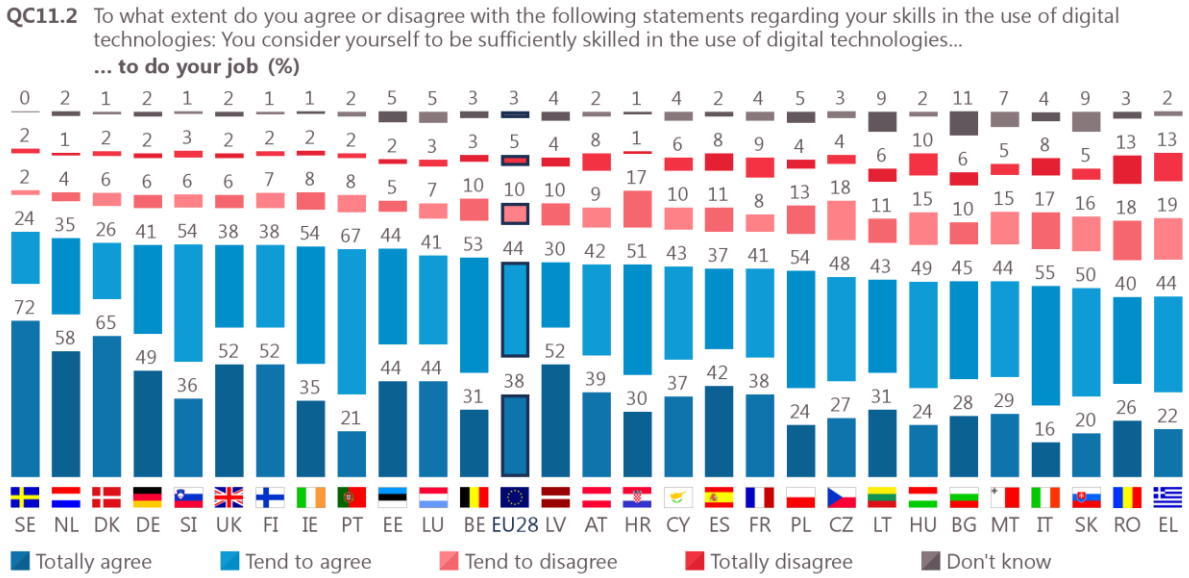
QC11.2 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies: You consider yourself to be sufficiently skilled in the use of digital technologies...
to do your job (%)

	EU28	EU27
Totally agree	38	36
Tend to agree	44	44
Tend to disagree	10	11
Totally disagree	5	6
Don't know	3	3

[26] QC11.2 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies: You consider yourself to be sufficiently skilled in the use of digital technologies... to do your job. Totally agree; Tend to agree; Tend to disagree; Totally disagree; DK.

The ***country analysis*** shows that at least two thirds of those who are currently working in all surveyed countries agree they are sufficiently skilled in the use of digital technologies to do their job. This proportion is highest in Sweden (96%), the Netherlands (93%) and Denmark (91%), and is the lowest in Greece, Romania (both 66%) and Slovakia (70%).

Apart from Sweden (72%), Denmark (65%) and the Netherlands (58%), more than half of those who currently work in Latvia (52%), Finland (52%) and the United Kingdom (52%) 'totally agree' with this statement. Conversely, at least one in ten in Greece, Romania (both 13%) and Hungary (10%) 'totally disagree'.



Sorted by the answer "Total 'Agree'"
Base: respondents who are currently working (n=14,375)

The proportion of those who agree they are sufficiently skilled to use digital technologies to do their job has increased in 15 countries since 2017. The highest increases can be observed in Hungary (+15 percentage points), Germany (+12 pp) and Portugal (+9 pp).

Respondents are now less likely to agree compared to 2017 in nine countries, most notably in Italy, Malta (both -8 pp) and Slovakia (-6 pp). The level of agreement remains stable in four countries.

QC11.2 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies: You consider yourself to be sufficiently skilled in the use of digital technologies...

... to do your job (%)

	Total 'Agree'	December 2019 - March 2017	Total 'Disagree'	December 2019 - March 2017	Don't know
EU28	82	▲ 2	15	▼ 2	3
HU	73	▲ 15	25	▼ 15	2
DE	90	▲ 12	8	▼ 10	2
PT	88	▲ 9	10	▼ 8	2
CY	80	▲ 7	16	▼ 7	4
BG	73	▲ 6	16	▼ 11	11
SI	90	▲ 6	9	▼ 6	1
FR	79	▲ 5	17	▼ 3	4
BE	84	▲ 4	13	▼ 4	3
CZ	75	▲ 4	22	▼ 4	3
IE	89	▲ 3	10	▼ 2	1
FI	90	▲ 3	9	▼ 3	1
EE	88	▲ 2	7	▼ 2	5
LU	85	▲ 1	10	▼ 3	5
AT	81	▲ 1	17	▼ 1	2
UK	90	▲ 1	8	=	2
EL	66	=	32	=	2
NL	93	=	5	▼ 1	2
PL	78	=	17	▼ 2	5
SE	96	=	4	▲ 1	0
ES	79	▼ 1	19	▲ 2	2
HR	81	▼ 2	18	▲ 2	1
DK	91	▼ 3	8	▲ 4	1
LV	82	▼ 3	14	▲ 5	4
LT	74	▼ 4	17	▼ 2	9
RO	66	▼ 5	31	▲ 6	3
SK	70	▼ 6	21	▲ 4	9
IT	71	▼ 8	25	▲ 6	4
MT	73	▼ 8	20	▲ 6	7

The ***socio-demographic analysis*** shows no significant difference in levels of agreement between men and women. However, the following can be observed:

- The younger the respondent the more likely they are to agree that they are sufficiently skilled in the use of digital technologies to do their job: 87%-88% of those aged 15-39 agree, compared to 72% of those aged 55 or older.
- The longer respondents remained in education, the more likely they are to agree: 89% of those who completed their full-time education aged 20 or older, compared to 60% of those who finished their education aged 15 or younger.
- Managers (91%) are the most likely to agree, particularly compared to manual workers (74%).
- Those who have never or almost never difficulties paying bills are more likely to agree than those who have difficulties most of the time or from time to time (85% vs 70%-74%).
- Respondents who consider themselves to be part of 'the working class' (73%) are the least likely to agree they are sufficiently skilled in the use of digital technologies to do their job, particularly when compared to those in the 'upper' or 'upper middle class' (88%-92%)[27].
- Those who live in a large town or city are slightly more likely to agree than those living in a rural village (84% vs 79%).
- The more often respondents use the Internet, the more likely they are to agree. For instance, 85% of those who use the Internet every day agree, compared to 27% of those who never use it.
- Predictably, those who consider themselves to be sufficiently skilled in the use of digital technologies in their daily life are also much more likely to agree they possess enough digital skills to do their job (95% vs 25% among those who do not consider themselves to have enough digital skills for their daily life).

[27] Care should be taken when analysing the results for the category 'the upper class' due to low base size (n=110).

QC11.2 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies: You consider yourself to be sufficiently skilled in the use of digital technologies...

... to do your job (% - EU)

	Total 'Agree'	Total 'Disagree'	Don't know
EU28	82	15	3
Gender			
Man	82	15	3
Woman	80	17	3
Age			
15-24	88	10	2
25-39	87	11	2
40-54	81	16	3
55 +	72	24	4
Education (End of)			
15-	60	30	10
16-19	77	20	3
20+	89	10	1
Socio-professional category			
Self-employed	83	15	2
Managers	91	8	1
Other white collars	86	12	2
Manual workers	74	21	5
Difficulties paying bills			
Most of the time	70	26	4
From time to time	74	23	3
Almost never/ Never	85	12	3
Consider belonging to			
The working class	73	21	6
The lower middle class	78	19	3
The middle class	84	14	2
The upper middle class	92	7	1
The upper class	88	9	3
Use of the Internet			
Everyday	85	13	2
Often/ Sometimes	54	38	8
Never	27	63	10

2 Barriers to improvement of digital skills

Lack of time is the main barrier to improving digital skills

Respondents are most likely to indicate **lack of time** (27%) and **not knowing what specific skills they should improve** (24%) as the main barriers to improving their digital skills, followed by the **lack of appropriate training opportunities** (22%)[28].

Less than two in ten (17%) also say **cost** is a barrier, while 5% *spontaneously* mention **other** factors.

One quarter of the respondents (25%) *spontaneously* say that they **do not feel the need to improve their digital skills**. 3% say they don't know.

QC12 What do you consider are the main barriers to improving your digital skills? **(% - EU)**

Base: all respondents (n=27,498)

QC12 What do you consider are the main barriers to improving your digital skills? (MULTIPLE ANSWERS POSSIBLE) **(%)**

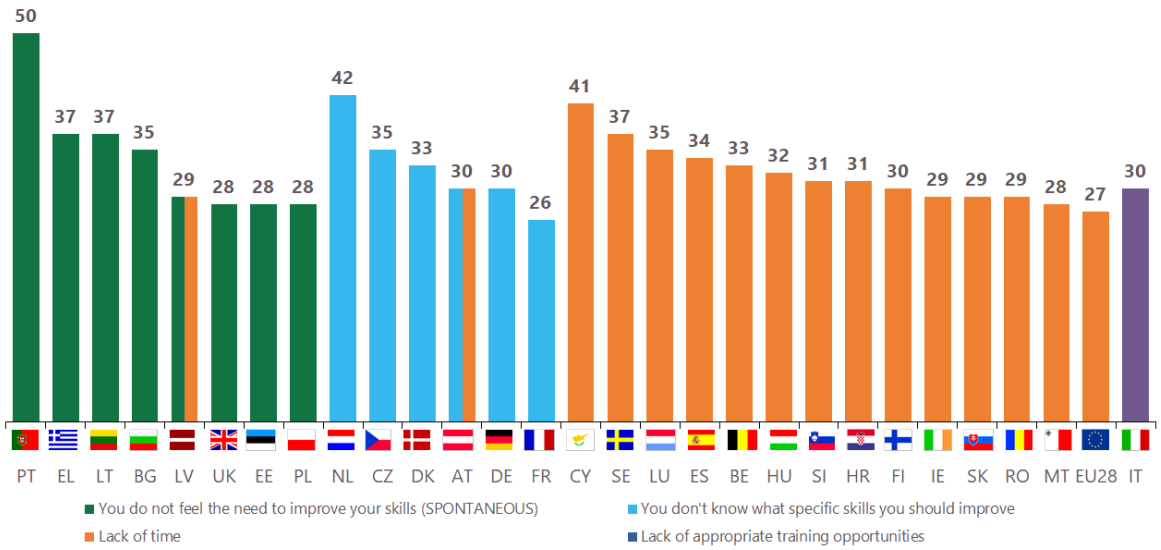
	EU28	EU27
Lack of time	27	27
You don't know what specific skills you should improve	24	25
Lack of appropriate training opportunities	22	22
Cost	17	17
You do not feel the need to improve your skills (SPONTANEOUS)	25	25
Other factors (SPONTANEOUS)	5	5
Don't know	3	3

[28] QC12 What do you consider are the main barriers to improving your digital skills? (MULTIPLE ANSWERS POSSIBLE) Lack of appropriate training opportunities; Lack of time; Cost; You don't know what specific skills you should improve; You do not feel the need to improve your skills (SPONTANEOUS); Other factors (SPONTANEOUS); DK.

The ***country analysis*** highlights that, in 13 surveyed states, the most frequently mentioned barrier to improving digital skills is **'lack of time'**. In seven countries, respondents are most likely to *spontaneously* say that they **do not feel the need to improve their skills**, while, in a further five countries, they are most likely to indicate that they **don't know what specific skills they should improve**. **'Lack of appropriate training opportunities'** is the most common answer among respondents in Italy.

Equal proportions of respondents in Austria say that they don't know what specific skills they should improve or the 'lack of time' as barriers, while those in Latvia are equally likely to mention that they don't know what specific skills they should improve and to *spontaneously* say that they do not feel the need to improve their skills.

QC12 What do you consider are the main barriers to improving your digital skills?
(MULTIPLE ANSWERS POSSIBLE)
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: all respondents (n=27,498)

In ten countries, at least three in ten consider **lack of time** as one of the main barriers to improving their digital skills. The highest proportions citing this can be observed in Cyprus (41%), Sweden (37%) and Luxembourg (35%). At the other end of the scale, respondents in Portugal (16%), Bulgaria (21%) and Estonia (22%) are the least likely to indicate this barrier. In countries where this is not the first most-frequently mentioned answer, this is still among the three most common responses, with the only exception of Greece.

In 12 countries, at least one quarter of respondents say they **don't know what specific skills they should improve**, most notably in the Netherlands (42%), Czechia and Sweden (both 35%). Conversely, 9% in Portugal and 15% in Cyprus, Greece and Slovenia indicate this as a barrier to improving their digital skills.

'Lack of appropriate training opportunities' is mentioned by at least three in ten in Greece (33%), Cyprus (31%) and Italy (30%). Respondents in Lithuania, the Netherlands (both 12%) and Denmark (14%) are the least likely to consider this as a main barrier to improving their digital skills.

In eight countries, at least one fifth consider **cost** a principal barrier to improving their digital skills. The highest proportions mentioning this can be observed in Hungary (31%), Greece (30%), Belgium and Romania (both 26%). At the other end of the spectrum, 6% cite this in the Netherlands and in Finland, and 7% in Denmark.

Around one in ten in Denmark and the Netherlands (both 11%) *spontaneously* mention **other factors**.

In 16 countries, at least one quarter of the respondents *spontaneously* say they **do not feel the need to improve their skills**. Half of the respondents in Portugal (50%) say this, followed by those in Greece and Lithuania (both 37%). Conversely, respondents in Belgium (12%), Czechia and Romania (both 18%) are the least likely to answer this.

QC12 What do you consider are the main barriers to improving your digital skills? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	Lack of time	You do not feel the need to improve your skills (SPONTANEOUS)	You don't know what specific skills you should improve	Lack of appropriate training opportunities	Cost	Other factors (SPONTANEOUS)	Don't know
EU28	27	25	24	22	17	5	3
BE	33	12	30	28	26	5	1
BG	21	35	23	23	13	4	6
CZ	27	18	35	21	18	6	1
DK	28	26	33	14	7	11	3
DE	26	23	30	22	13	6	4
EE	22	28	26	15	11	9	6
IE	29	28	21	20	19	3	4
EL	27	37	15	33	30	4	0
ES	34	23	16	21	18	7	3
FR	23	24	26	23	18	5	2
HR	31	24	25	28	21	3	2
IT	27	24	21	30	20	2	3
CY	41	28	15	31	22	2	2
LV	29	29	22	17	16	6	2
LT	27	37	17	12	12	8	2
LU	35	21	21	23	12	9	4
HU	32	29	16	18	31	2	1
MT	28	26	20	20	15	7	5
NL	25	19	42	12	6	11	2
AT	30	25	30	22	20	4	3
PL	25	28	23	15	18	6	4
PT	16	50	9	23	12	3	2
RO	29	18	25	22	26	6	6
SI	31	29	15	26	17	6	1
SK	29	23	22	19	18	6	6
FI	30	25	27	15	6	7	4
SE	37	20	35	20	9	7	2
UK	25	28	20	17	15	5	4

1st MOST FREQUENTLY MENTIONED ITEM

2nd MOST FREQUENTLY MENTIONED ITEM

3rd MOST FREQUENTLY MENTIONED ITEM

Base: all respondents (n=27,498)

The ***socio-demographic analysis*** highlights the following:

- Respondents in the central age cohorts (25-54) are more likely than younger or older respondents to consider **lack of time** as one of the main barriers to improving their digital skills (35%-36% vs 16%-27%). Those aged 55 or older are less likely than younger respondents to mention **cost** (12% vs 19%-22%), while those aged 15-24 are slightly more likely than older respondents to say they **don't know what specific skills they should improve** (27% vs 23%-24%). Lastly, respondents aged 55 or older are the most likely to *spontaneously* say they **do not feel the need to improve their skills** (32% vs 20%-21%).
- The longer the respondents spent in full-time education, the more likely they are to consider **lack of time** as a barrier: 33% of those who completed their education aged 20 or older think this way, compared to 12% of those who completed education aged 15 or younger. Those who completed their full-time education aged 15 or younger are also the least likely to say they **don't know what specific skills they should improve** (19% vs 24%-25% of those who spent longer in education), and, at the same time, the most likely to *spontaneously* say they **do not feel the need to improve their skills** (38% vs 22%-23%).
- There are differences across the socio-professional categories:
  - Managers (43%) and the self-employed (40%) are the most likely to consider the **lack of time** as a main barrier to improving their digital skills, particularly when compared to retired people (10%) and the unemployed (18%);
  - Students (28%) are the most likely to mention that they **don't know what specific skills they should improve**, especially when compared to managers (22%) and the self-employed (23%);
  - The unemployed (30%) are the most likely to cite **cost** as one of the main barriers (vs 10%-22% of other socio-professional categories);
  - Retired persons (36%) are the most likely to *spontaneously* say they **do not feel the need to improve their skills** (vs 19%-27% of other socio-professional categories).
- Differences can be observed also according to the difficulties respondents have in paying their bills:
  - Those who have difficulties most of the time are the least likely to mention the **lack of time** (21% vs 27%-28% of those who have difficulties from time to time, never or almost never), while those who never or almost never have difficulties are the least likely to mention the **lack of appropriate training opportunities** (19% vs 27% of those who face difficulties from time to time or most of the time);
  - Predictably, the more frequently respondents face difficulties paying bills, the more likely they are to cite **cost** as one of the main barriers: 30% of those who have difficulties most of the time mention this, compared to 14% of those who never or almost never have difficulties;
  - Those who never or almost never have difficulties (26%) are almost as likely as those who have difficulties most of the time (27%) to *spontaneously* say they **do not feel the need to improve their skills** (vs 21% of those who have difficulties from time to time).
- Those who use the Internet are more likely than those who do not use it to mention **each** of the barriers and they are less likely to *spontaneously* say that they **do not feel the need to improve their digital skills** (19%-21% vs 50%).

- Surprisingly, those who do not feel they are sufficiently skilled in the use of digital technologies in their daily life are more likely to *spontaneously* say that they **do not feel the need to improve their digital skills** (29% vs 22% of those who feel sufficiently skilled). The reverse is true for those who do not feel sufficiently skilled in the use of digital technologies to do their job (15% vs 21% of those who feel sufficiently skilled). In addition, those who do not feel they possess sufficient digital skills for their daily life are less likely to mention **'lack of time'** as a barrier (19% vs 31%). Finally, respondents who do not feel sufficiently skilled to use digital technologies in their daily life (27% vs 20%) and in their current job (31% vs 21%) are more likely to indicate the **lack of appropriate training opportunities** as a main barrier to improving their digital skills.

QC12 What do you consider are the main barriers to improving your digital skills? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Lack of time	You don't know what specific skills you should improve	Lack of appropriate training opportunities	Cost	You do not feel the need to improve your skills (SPONTANEOUS)	Other factors (SPONTANEOUS)	Don't know
EU28	27	24	22	17	25	5	3
Gender							
Man	27	25	22	17	25	5	3
Woman	27	24	22	17	25	6	3
Age							
15-24	27	27	19	22	21	4	3
25-39	35	23	21	21	20	4	2
40-54	36	24	23	19	20	4	2
55 +	16	24	22	12	32	7	4
Education (End of)							
15-	12	19	21	13	38	7	5
16-19	27	25	23	19	23	5	3
20+	33	24	21	15	22	5	2
Still studying	28	28	19	21	21	4	3
Socio-professional category							
Self-employed	40	23	20	17	20	4	3
Managers	43	22	20	13	22	4	2
Other white collars	36	24	22	19	19	4	2
Manual workers	34	24	24	22	20	4	3
House persons	22	24	21	16	27	6	3
Unemployed	18	25	25	30	22	3	2
Retired	10	25	20	10	36	9	5
Students	28	28	19	21	21	4	3
Difficulties paying bills							
Most of the time	21	21	27	30	27	4	3
From time to time	28	23	27	25	21	4	3
Almost never/ Never	27	25	19	14	26	6	3
Consider belonging to							
The working class	21	22	21	18	31	6	4
The lower middle class	27	24	24	22	23	4	3
The middle class	30	25	22	17	22	5	3
The upper middle class	32	31	17	9	23	7	2
The upper class	29	32	17	11	26	4	0
Use of the Internet							
Everyday	31	25	22	18	21	5	3
Often/ Sometimes	24	27	28	20	19	6	3
Never	6	17	13	10	50	9	6

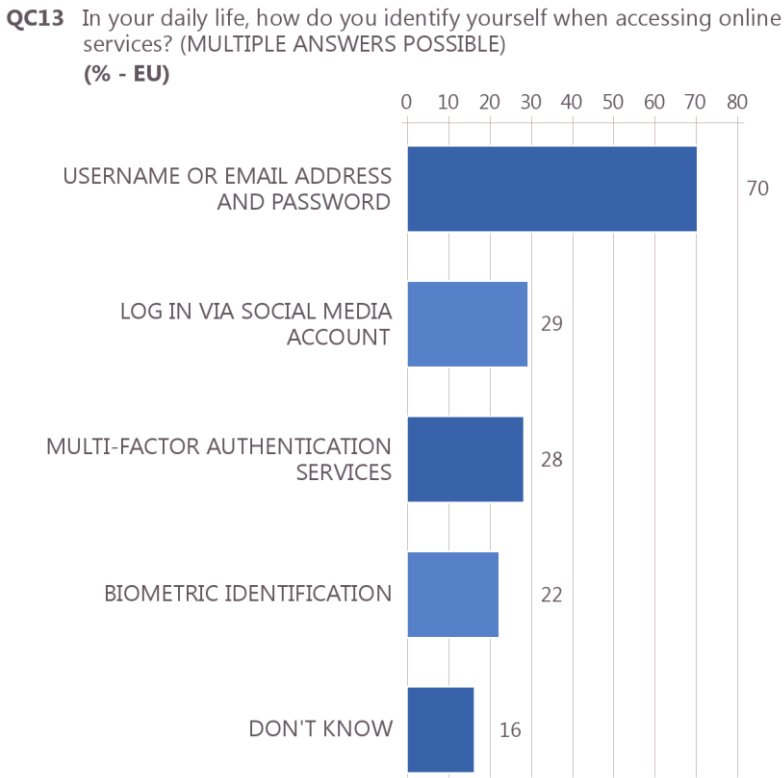
V. DIGITAL IDENTITY AND ONLINE SERVICES

This section of the report focuses on digital identity when accessing online services or other websites. In particular, it deals with the modes of identification EU citizens use when accessing online services, their attitudes towards the usage of their data when using social media accounts to access websites and the perceived potential usefulness of a single digital ID to use across all online services.

1 Modes of identification when accessing online services

Username or email address and password is by far the most common way for respondents to identify themselves when accessing online services

Seven in ten respondents say they identify themselves through **username or email address and password** when accessing online services[29]. Nearly three in ten **log in via their social media account** (29%) or identify themselves through **multi-factor authentication services** (28%), while less than one quarter (22%) use **biometric identification**.



Base: all respondents (n=27,498)

[29] QC13 In your daily life, how do you identify yourself when accessing online services? (MULTIPLE ANSWERS POSSIBLE) Username or email address and password; Log in via social media account; Biometric identification; Multi-factor authentication services; DK.

QC13 In your daily life, how do you identify yourself when accessing online services? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	EU28	EU27
Username or email address and password	70	69
Log in via social media account	29	29
Multi-factor authentication services	28	28
Biometric identification	22	21
Don't know	16	16

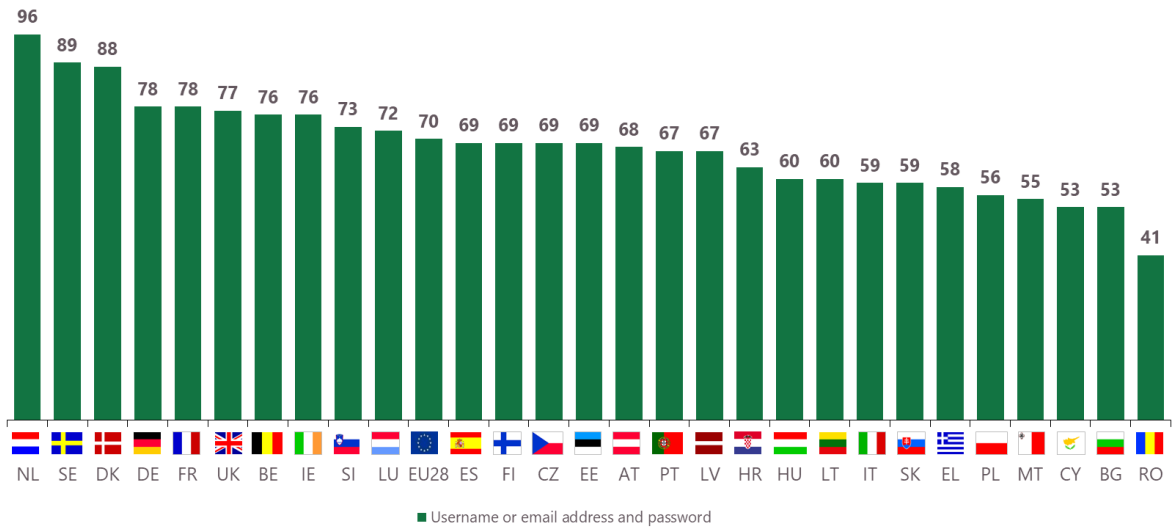
The ***country analysis*** highlights that respondents in all countries are most likely to identify themselves using **username or email address and password** when accessing online services. This answer is given by more than half in all countries, except in Romania. The highest proportions mentioning this can be observed in the Netherlands (96%), Sweden (89%) and Denmark (88%). At the other end of the spectrum, in addition to Romania (41%), the lowest shares are found in Bulgaria and Cyprus (both 53%).

In 13 countries, more than one third of the respondents say they **log in via their social media account** to identify themselves. Those in Denmark (46%), Poland (41%), Cyprus, Greece and Slovakia (all 40%) are the most likely to cite this, which compares to less than one fifth in Germany (17%), Lithuania (18%) and Finland (19%).

Multi-factor authentication is mentioned by at least one third in nine countries. Almost three quarters of respondents in Sweden (73%) and more than six in ten in Finland (63%) and the Netherlands (62%) say they use this method to identify themselves. This compares to 11% in Bulgaria, 12% in Portugal and 17% in Hungary.

Biometric identification is cited by at least one quarter in seven countries, and most prominently in Denmark (47%), Sweden (39%) and the Netherlands (38%). Respondents in Portugal (6%), Croatia and Slovenia (both 11%) are the least likely to use this.

QC13 In your daily life, how do you identify yourself when accessing online services?
(MULTIPLE ANSWERS POSSIBLE)
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: all respondents (n=27,498)

QC13 In your daily life, how do you identify yourself when accessing online services?(MULTIPLE ANSWERS POSSIBLE) **(%)**

	Username or email address and password	Log in via social media account	Multi-factor authentication services	Biometric identification	Don't know
EU28	70	29	28	22	16
BE	76	36	44	25	6
BG	53	37	11	12	30
CZ	69	32	26	20	13
DK	88	46	43	47	4
DE	78	17	28	20	15
EE	69	29	52	25	14
IE	76	32	25	19	9
EL	58	40	20	13	26
ES	69	37	26	21	19
FR	78	23	18	17	15
HR	63	25	21	11	16
IT	59	28	21	19	18
CY	53	40	22	16	28
LV	67	22	34	16	18
LT	60	18	31	16	27
LU	72	27	41	22	12
HU	60	34	17	17	19
MT	55	28	23	19	24
NL	96	39	62	38	1
AT	68	28	24	25	13
PL	56	41	33	22	23
PT	67	22	12	6	24
RO	41	26	21	18	24
SI	73	34	21	11	19
SK	59	40	21	16	21
FI	69	19	63	16	8
SE	89	36	73	39	3
UK	77	34	31	29	12

1st MOST FREQUENTLY MENTIONED ITEM

2nd MOST FREQUENTLY MENTIONED ITEM

3rd MOST FREQUENTLY MENTIONED ITEM

Base: all respondents (n=27,498)

The ***socio-demographic analysis*** illustrates the following differences:

- Men are more likely than women to identify themselves through **biometric identification** (24% vs 19%), **username or email address and password** (72% vs 68%) and **multi-factor authentication services** (30% vs 26%) when accessing online services.
- The younger the respondent, the more likely they are to identify themselves by **logging in via a social media account** (50% of those aged 15-24 vs 13% of those aged 55 or older) and through **biometric identification** (36% vs 11%). Those aged 55 or older are also the least likely to mention **username or email address and password** (56% vs 78%-81% of those aged 15-54) and **multi-factor authentication services** (20% vs 29%-34).
- The longer respondents remained in education, the more likely they are to mention **each** of the identification methods. For instance, 82% of those who completed education aged 20 or older mention username or email address and password, compared to 42% of those who completed their full-time education aged 15 or younger.
- Across socio-professional categories, retired and house persons are the least likely to use **each** of the identification methods. The following can also be observed:
  - Students (83%), white-collar workers (82%), managers (81%) and the self-employed (80%) are the most likely to access online services with **username or email address and password**;
  - Students (49%) are the most likely to **log in via social media accounts**;
  - **Multi-factor authentication services** are most likely to be used by managers (43%) and the self-employed (41%);
  - Managers and students (both 37%) are the most likely to access using **biometric identification**.

QC13 In your daily life, how do you identify yourself when accessing online services? (MULTIPLE ANSWERS POSSIBLE)

(% - EU)

	Username or email address and password	Log in via social media account	Multi-factor authentication services	Biometric identification	Don't know
EU28	70	29	28	22	16
Gender					
Man	72	30	30	24	13
Woman	68	29	26	19	18
Age					
15-24	81	50	29	36	3
25-39	78	42	34	29	3
40-54	79	33	33	24	6
55 +	56	13	20	11	33
Education (End of)					
15-	42	14	10	7	48
16-19	69	28	24	18	15
20+	82	33	40	28	5
Still studying	83	49	31	37	2
Socio-professional category					
Self-employed	80	36	41	28	4
Managers	81	34	43	37	3
Other white collars	82	38	35	29	3
Manual workers	75	35	28	21	8
House persons	64	26	21	16	20
Unemployed	74	38	23	18	11
Retired	51	10	17	8	40
Students	83	49	31	37	2
Difficulties paying bills					
Most of the time	61	30	19	14	22
From time to time	63	31	23	19	16
Almost never/ Never	73	29	31	23	15
Consider belonging to					
The working class	60	26	18	14	28
The lower middle class	70	29	26	20	15
The middle class	74	30	31	24	10
The upper middle class	84	34	49	37	5
The upper class	87	43	63	41	3
Subjective urbanisation					
Rural village	68	28	27	19	20
Small/ mid size town	70	28	26	22	15
Large town	74	34	31	24	12
Use of the Internet					
Everyday	82	36	34	26	3
Often/ Sometimes	65	16	15	9	17
Never	10	3	5	3	83

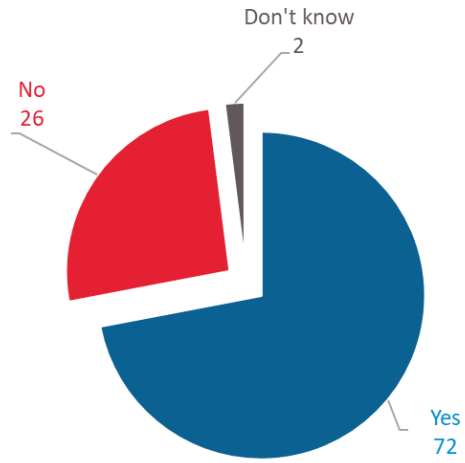
2 Use of personal data when accessing online services through social media accounts

An overwhelming majority want to know how their data are used when they use social media accounts to access websites

Respondents who identify themselves by logging in via a social media account when accessing online services were also asked whether they want to know how their data are used when they use their account to access other websites[30]

Close to three quarters of these respondents (72%) say they want to know how their data are used, while 26% say they do not want to know.

QC14 Do you want to know how your data are used when you use your social media account to access other websites? **(% - EU)**



(December 2019)

Base: respondents who identify themselves by logging in via a social media account (n=8,087)

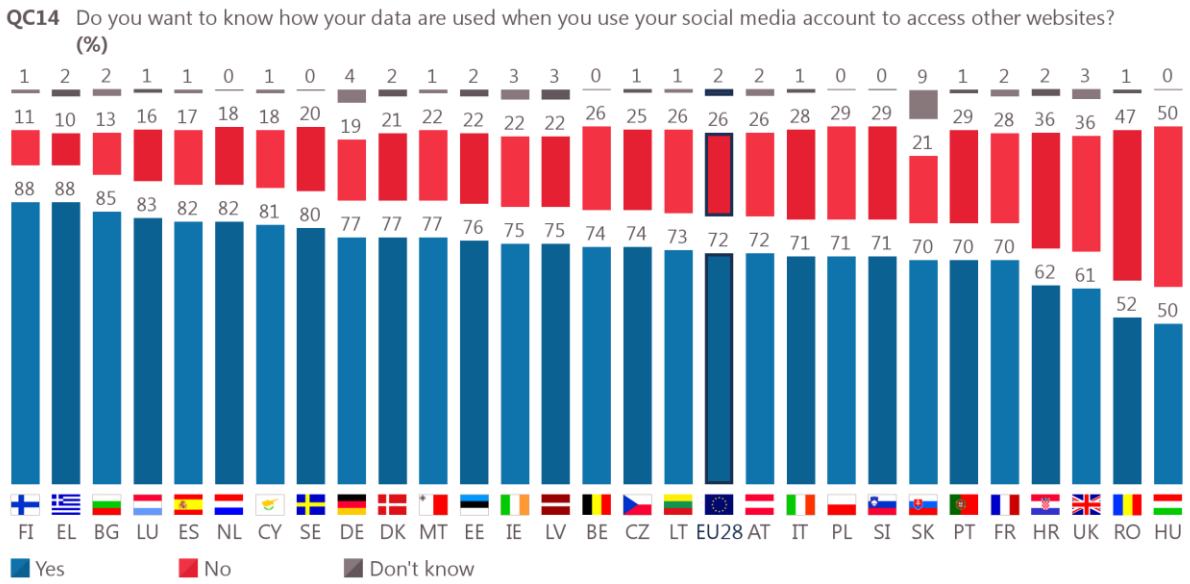
QC14 Do you want to know how your data are used when you use your social media account to access other websites? **(%)**

	EU28	EU27
Yes	72	74
No	26	25
Don't know	2	1

[30] QC14 Do you want to know how your data are used when you use your social media account to access other websites? Yes; No; DK.

The ***country analysis*** shows that, in 27 countries, a majority of those who identify themselves through their social media account say they want to know how their data are used when they use their accounts to access other websites[31]. Hungary is the only country where opinion is divided (50% 'yes' vs 50% 'no').

Respondents in Greece, Finland (both 88%) and Bulgaria (85%) are the most likely to say they want to know how their data are used. In addition to Hungary, the lowest shares of respondents who say this can be found in Romania (52%), the United Kingdom (61%) and Croatia (62%).



Base: respondents who identify themselves by logging in via a social media account (n=8,087)

[31] Due to low base sizes, care should be taken when analysing the results for Luxembourg (n=137) and Malta (n=142).

The ***socio-demographic analysis*** highlights the following:

- Respondents aged 55 or older are the least likely to say they want to know how their data are used when using their social media accounts to access other websites (67% vs 72%-74% of those aged 15-54).
- The longer respondents remained in education, the more likely they are to say they want to know how their data are used. For instance, 77% of those who completed their full-time education aged 20 or older say this, compared to 62% of those who left before the age of 16.
- Managers (78%), students (76%), other white-collar workers and the self-employed (both 74%) are the most likely to say this, particularly when compared to retired (65%) or unemployed (66%) persons.
- The more often respondents use the Internet, the more likely they are to say they want to know how their data are used. For instance, 73% of those who use the Internet every day say this, compared to 16% of those who never use it.

QC14 Do you want to know how your data are used when you use your social media account to access other websites?
(% - EU)

	Yes	No	Don't know
EU28	72	26	2
Gender			
Man	72	27	1
Woman	72	26	2
Age			
15-24	74	23	3
25-39	73	26	1
40-54	72	26	2
55 +	67	31	2
Education (End of)			
15-	62	35	3
16-19	68	31	1
20+	77	22	1
Still studying	76	20	4
Socio-professional category			
Self-employed	74	25	1
Managers	78	21	1
Other white collars	74	24	2
Manual workers	70	29	1
House persons	69	30	1
Unemployed	66	32	2
Retired	65	33	2
Students	76	20	4
Difficulties paying bills			
Most of the time	75	24	1
From time to time	68	32	0
Almost never/ Never	73	25	2
Consider belonging to			
The working class	65	33	2
The lower middle class	73	26	1
The middle class	73	25	2
The upper middle class	83	17	0
The upper class	88	12	0
Subjective urbanisation			
Rural village	72	27	1
Small/ mid size town	73	25	2
Large town	71	27	2
Use of the Internet			
Everyday	73	25	2
Often/ Sometimes	54	43	3
Never	16	82	2

3 Potential usefulness of a single digital ID

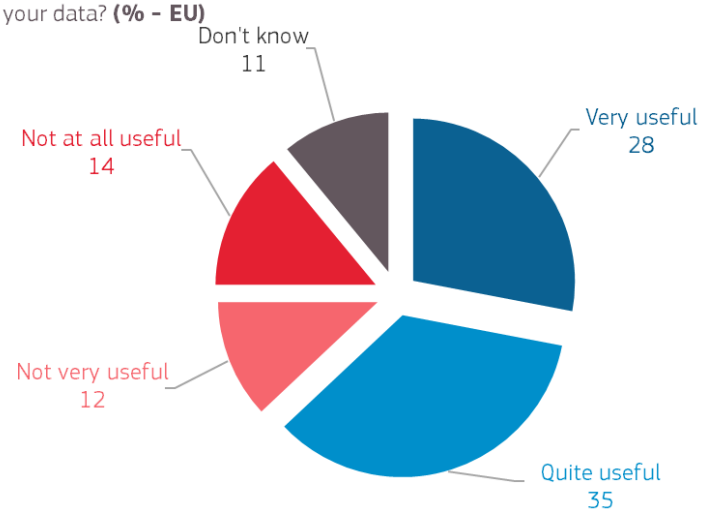
A large majority think it would be useful to have a secure single digital ID that could serve for all online services and give control over the use of their data

A large majority of all respondents (63%) think it would be useful to have a secure single digital ID that could serve for all online services (both public and private) and give control over the use of their data. Nearly three in ten (28%) think it would be 'very useful' and 35% 'quite useful'[32].

Conversely, around one quarter (26%) think a secure single digital ID would not be useful, with 14% saying it would not be useful at all.

Around one in ten (11%) were unable to give an opinion.

QC15 How useful would it be for you to have a secure single digital ID that could serve for all online services (both public and private) and give you control over the use of your data? **(% - EU)**



(December 2019)

Base: all respondents (n=27,498)

QC15 How useful would it be for you to have a secure single digital ID that could serve for all online services (both public and private) and give you control over the use of your data? **(%)**

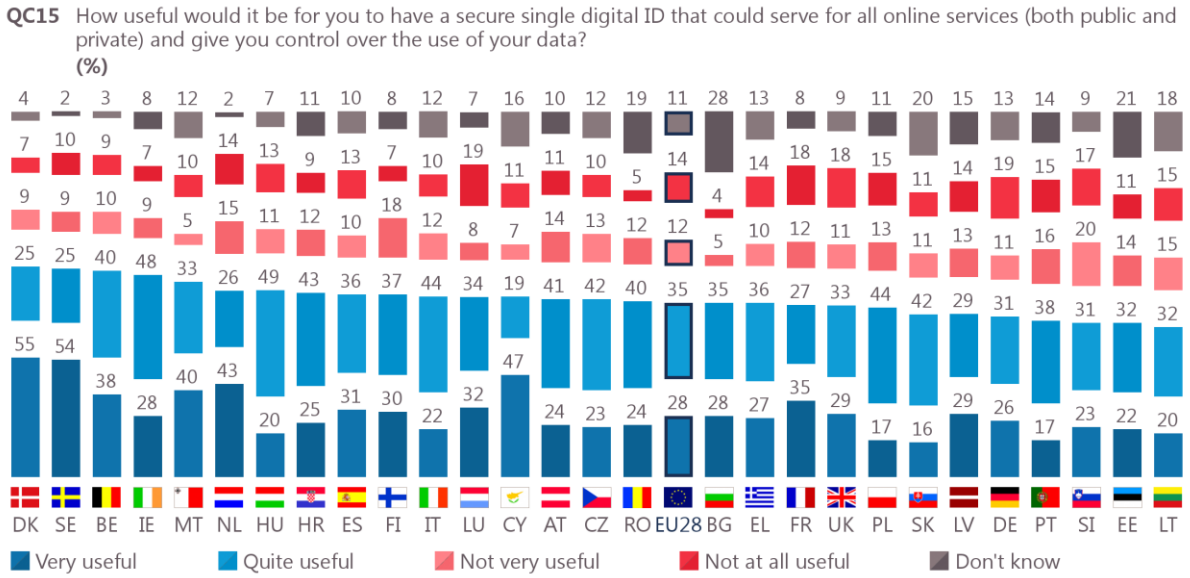
	EU28	EU27
Very useful	28	28
Quite useful	35	36
Not very useful	12	11
Not at all useful	14	14
Don't know	11	11

[32] QC15 How useful would it be for you to have a secure single digital ID that could serve for all online services (both public and private) and give you control over the use of your data? Very useful; Quite useful; Not very useful; Not at all useful; DK.

The ***country analysis*** shows that a majority of respondents in all surveyed states and at least two thirds in 13 countries think that a secure single digital ID would be useful.

Respondents in Denmark (80%), Sweden (79%) and Belgium (78%) are the most likely to say it would be useful, those in Lithuania (52%), Estonia and Slovenia (both 54%) are least likely.

Apart from Denmark (55%) and Sweden (54%), relatively high proportions think a digital single ID would be 'very useful' in Cyprus (47%), the Netherlands (43%) and Malta (40%).



Sorted by the answer "Total 'Useful"
Base: all respondents (n=27,498)

The ***socio-demographic analysis*** reveals the following patterns:

- Men are slightly more likely than women to think that having a secure single digital ID for all online services would be useful (65% vs 62%).
- Respondents aged 55 or older are the least likely to think this would be useful (49% vs 71%-74% of those aged 15-54).
- Those who completed their education aged 16 or older are more likely than those who left earlier to think a single digital ID would be useful (65%-71% vs 38%).
- Linked to the differences observed by age groups, retired persons are the least likely to say a single digital ID would be useful (43% vs 60%-76% among other socio-professional categories).
- Those living in a small, mid-sized or large town are more likely to think this way compared to those living in a rural village (64%-66% vs 59%).
- The more often respondents use the Internet, the more likely they are to consider the single digital ID as useful. For instance, 73% of those who use the Internet every day think it would be useful, compared to 16% of those who never use it.
- There are only small differences in opinion among respondents using different identification methods when accessing online services. Nonetheless, those using username or email address and password are slightly less likely to think a single digital ID would be useful than those who identify themselves using a different method (72% vs 76%-79%).

QC15 How useful would it be for you to have a secure single digital ID that could serve for all online services (both public and private) and give you control over the use of your data?

(% - EU)

	Total 'Useful'	Total 'Not useful'	Don't know
EU28	63	26	11
Gender			
Man	65	26	9
Woman	62	25	13
Age			
15-24	74	21	5
25-39	74	21	5
40-54	71	23	6
55 +	49	32	19
Education (End of)			
15-	38	38	24
16-19	65	25	10
20+	71	23	6
Still studying	73	22	5
Socio-professional category			
Self-employed	72	22	6
Managers	76	21	3
Other white collars	74	21	5
Manual workers	70	23	7
House persons	60	27	13
Unemployed	65	27	8
Retired	43	34	23
Students	73	22	5
Difficulties paying bills			
Most of the time	58	28	14
From time to time	66	24	10
Almost never/ Never	63	26	11
Consider belonging to			
The working class	54	29	17
The lower middle class	64	24	12
The middle class	67	25	8
The upper middle class	73	22	5
The upper class	70	29	1
Subjective urbanisation			
Rural village	59	28	13
Small/ mid size town	64	26	10
Large town	66	25	9
Use of the Internet			
Everyday	73	22	5
Often/ Sometimes	56	30	14
Never	16	48	36

VI. CROSS-BORDER ONLINE PURCHASES IN THE EU

The last section of this report deals with cross-border online purchases in the EU. In particular, it analyses the proportion of internet users who attempted to buy online from another EU Member State, the most common outcomes of these attempts and the reasons for not trying to purchase online from elsewhere in the EU.

1 Purchasing online from other EU countries

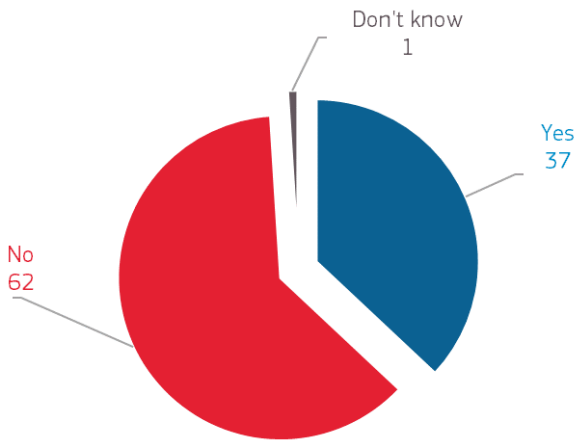
More than one third of Internet users have tried to buy physical goods or services online from another EU Member State

Respondents were asked whether they have tried to buy anything online (excluding digital content) from another EU Member State in the last 12 months[33].

More than one third of the respondents who use the Internet (37%) have tried to buy physical goods or services online from another EU Member State in the last 12 months.

However, the majority (62%) have *not* attempted to purchase online from another EU country.

QC16 In the last 12 months, have you tried to buy anything online (excluding digital content, such as video or music , e-books, apps or online games), from another EU Member State ? **(% - EU)**



(December 2019)

Base: Internet users (n=23,675)

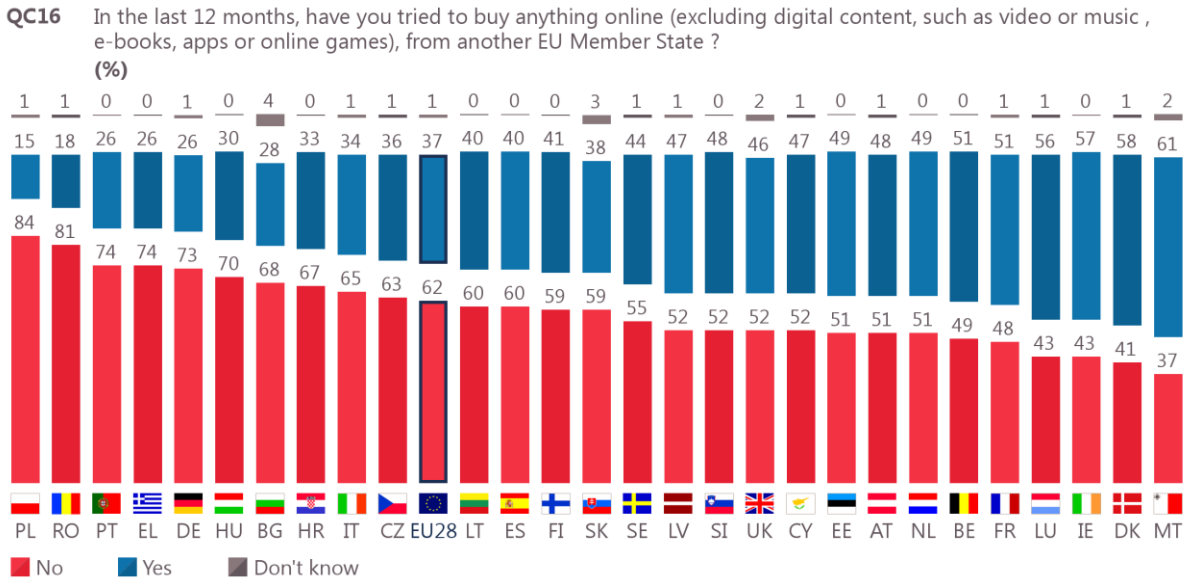
QC16 In the last 12 months, have you tried to buy anything online (excluding digital content, such as video or music , e-books, apps or online games), from another EU Member State ? **(%)**

	EU28	EU27
Yes	37	36
No	62	63
Don't know	1	1

[33] QC16 In the last 12 months, have you tried to buy anything online (excluding digital content, such as video or music, e-books, apps or online games), from another EU Member State? Yes; No; DK.

The ***country analysis*** shows that, in 22 countries, a majority of **internet users** have *not* tried to buy physical goods or services online from another EU Member State in the last 12 months.

However, a majority of these respondents have attempted to buy online from another EU country in Malta (61%), Denmark (58%), Ireland (57%), Luxembourg (56%), Belgium and France (both 51%). this compares to around a quarter of Internet users or less in Poland (15%), Romania (18%), Germany, Greece and Portugal (all 26%)



Base: Internet users (n=23,675)

The ***socio-demographic analysis*** of the results among Internet users highlights the following differences:

- Men are more likely than women to have tried to buy something online from another EU Member State (40% vs 34%).
- Those aged 15-39 (45%-46%) are the most likely to have tried to make cross-border online purchases, especially compared to those aged 55 or more (24%).
- The longer these respondents spent in full-time education, the more likely they are to have tried to make this kind of purchase. For instance, those who completed their education aged 20 or older are more likely to have attempted to purchase online from another EU country than those who left before the age of 16 (45% vs 20%).
- Managers (52%), the self-employed (49%) and students (48%) are the most likely to have tried this, particularly when compared to retired (22%) or house persons (29%).
- Those who live in a large town are more likely than those who live in a rural village or in a small or mid-sized town to have tried this (42% vs 34%-35%).

QC16 In the last 12 months, have you tried to buy anything online (excluding digital content, such as video or music , e-books, apps or online games), from another EU Member State ?

(% - EU)

	Yes	No	Don't know
EU28	37	62	1
Gender			
Man	40	59	1
Woman	34	65	1
Age			
15-24	46	53	1
25-39	45	54	1
40-54	38	61	1
55 +	24	75	1
Education (End of)			
15-	20	79	1
16-19	31	68	1
20+	45	54	1
Still studying	48	50	2
Socio-professional category			
Self-employed	49	50	1
Managers	52	47	1
Other white collars	37	62	1
Manual workers	33	66	1
House persons	29	70	1
Unemployed	39	60	1
Retired	22	77	1
Students	48	50	2
Difficulties paying bills			
Most of the time	40	59	1
From time to time	33	66	1
Almost never/ Never	38	61	1
Consider belonging to			
The working class	32	67	1
The lower middle class	36	63	1
The middle class	37	62	1
The upper middle class	52	47	1
The upper class	49	51	0
Subjective urbanisation			
Rural village	34	65	1
Small/ mid size town	35	64	1
Large town	42	56	2
Use of the Internet			
Everyday	40	59	1
Often/ Sometimes	11	88	1

Base: Internet users (n=23,675)

2 Experience with purchasing from other EU countries

More than eight in ten Internet users who tried to buy online from another EU country say that completing the purchase without problems was the most common outcome

Respondents who said they have tried to buy something online from other EU countries in the last 12 months were also asked to indicate the most common outcomes of their attempts to buy from these websites. They were able to give up to three responses[34]. In what follows, the analysis will focus exclusively on the results among those who use the Internet.

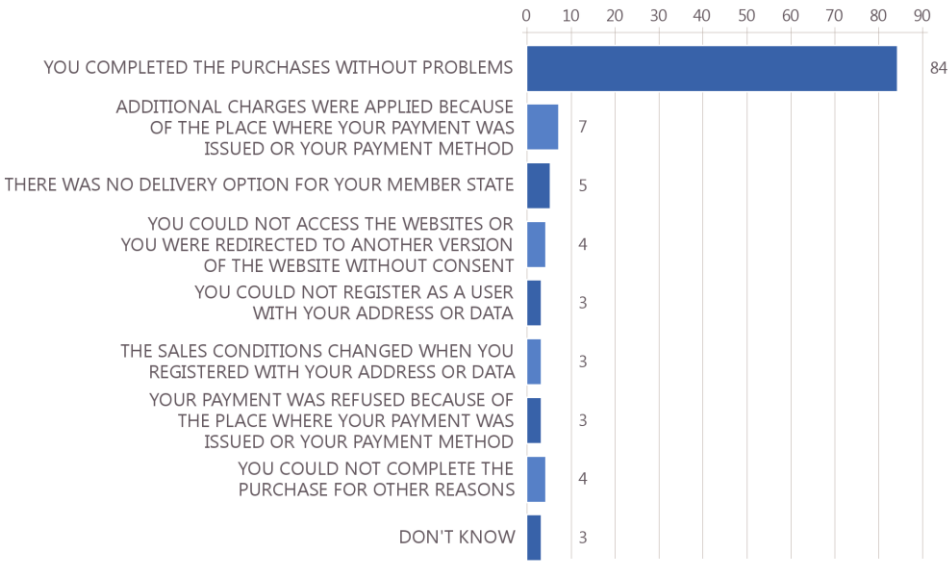
More than eight in ten of these respondents (84%) say that the most common outcome was that the purchase was completed **without problems**.

The most common outcome for at least one in twenty is that **additional charges were applied because of the place where their payment was issued or their payment method** (7%) or that **there was no delivery option for their Member State** (5%).

Smaller proportions indicate each of the other outcomes listed in the survey. 4% mention that **they could not access the websites or they were redirected to another version of the website without consent**, while 3% say **they could not register as a user with their address or data**, **the sales conditions changed when they registered with their address or data**, or **their payment was refused because of the place where their payment was issued or their payment method**.

4% mention **other reasons** for not completing the purchase.

QC17 What were the most common outcomes of your attempts to buy from these websites? (MAX. 3 ANSWERS)
(% - EU)



Base: Internet users who have tried to buy something online from another EU Member State in the last 12 months (n=8,748)

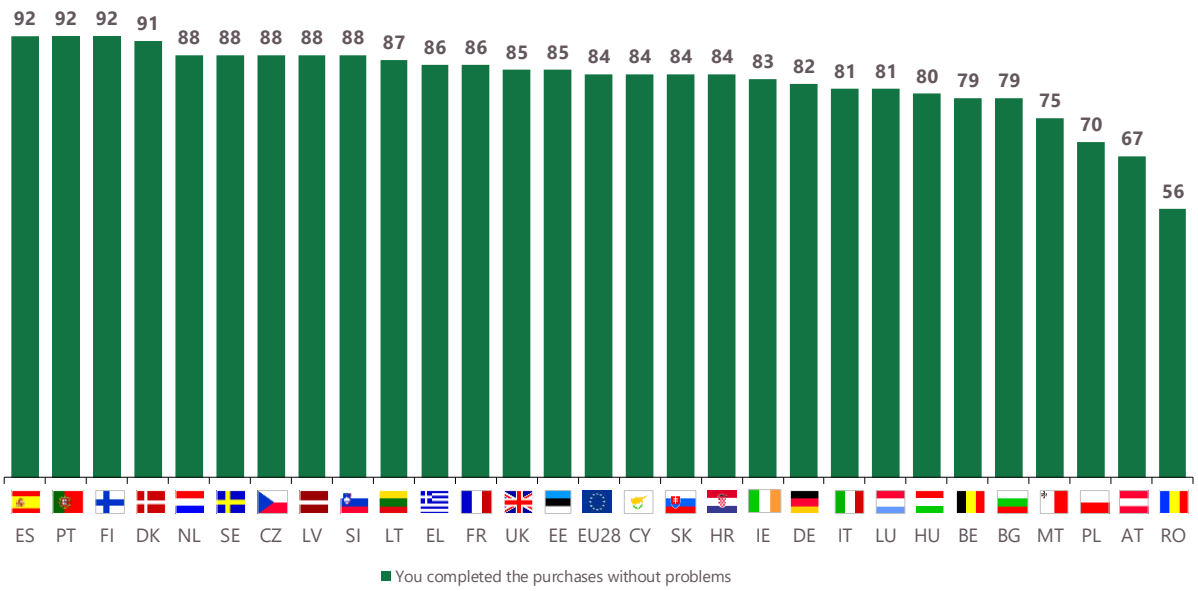
[34] QC17 What were the most common outcomes of your attempts to buy from these websites? (MAX. 3 ANSWERS) You completed the purchases without problems; You could not access the websites or you were redirected to another version of the website without consent; You could not register as a user with your address or data; The sales conditions changed when you registered with your address or data; Your payment was refused because of the place where your payment was issued or your payment method; Additional charges were applied because of the place where your payment was issued or your payment method; There was no delivery option for your Member State; You could not complete the purchase for other reasons; DK.

QC17 What were the most common outcomes of your attempts to buy from these websites? (MAX. 3 ANSWERS) **(%)**

	EU28	EU27
You completed the purchases without problems	84	84
Additional charges were applied because of the place where your payment was issued or your payment method	7	7
There was no delivery option for your Member State	5	6
You could not access the websites or you were redirected to another version of the website	4	4
You could not register as a user with your address or data	3	3
The sales conditions changed when you registered with your address or data	3	4
Your payment was refused because of the place where your payment was issued or your payment method	3	4
You could not complete the purchase for other	4	4
Don't know	3	2

The ***country analysis*** reveals that, in all countries, Internet users who tried to buy something online from other EU countries are most likely to say that the most common outcome was that the **purchases were completed without problems**[35]. More than two thirds of these respondents in all countries say this, Romania (56%) being the only exception, where this is still mentioned by more than half.

QC17 What were the most common outcomes of your attempts to buy from these websites?
(MAX. 3 ANSWERS)
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: Internet users who have tried to buy something online from another EU Member State in the last 12 months (n=8,748)

[35] Due to low base sizes, care should be taken when analysing the results for this question in Poland (n=118) and Romania (n=140).

In 12 countries, the most-frequently mentioned among the problems is that **additional charges were applied because of the place where the payment was issued or the payment method** (jointly with 'there was no delivery option for your Member State' in Ireland, with 'you could not register as a user with your address or data' in Greece, and with 'the sales conditions changed when you registered with your address or data' in Italy). The highest proportions mentioned this in Austria (17%), Luxembourg (15%) and Romania (14%), while the lowest are found in Portugal (2%), Lithuania (3%), Germany, Latvia and Slovakia (all 4%).

In 13 countries, the most cited problem by respondents who tried to purchase something online from another EU country is the fact that **there was no delivery option for their Member State** (joint most cited problem in Ireland and jointly with 'other reasons' in Germany and Lithuania). The proportions mentioning this issue are relatively high in Luxembourg (27%), Austria (23%) and Belgium (15%), while fewer mention this in Portugal (1%), Czechia, Spain and the United Kingdom (all 2%).

Austria (12%), Romania (11%) and Poland (10%) are the only countries where at least one in ten mention that **they could not access the websites or they were redirected to another version of the website without consent**.

'You could not register as a user with your address or data' is mentioned by 11% in Austria and 7% in Hungary, Malta and Poland. This is also the joint most-frequently mentioned problem in Greece.

In Romania (13%) and Austria (11%), more than one in ten indicate that **the sales conditions changed when they registered with their address or data**, and 8% mention this in Italy and Luxembourg. This is also the most-frequently cited among the issues in Slovakia and joint first in Italy.

Once again, Austria (16%) and Romania (10%) are the only countries where at least one in ten say that **their payment was refused because of the place where their payment was issued or their payment method**, while 9% mention this in Poland. This is also the most common problem among those in Bulgaria.

QC17 What were the most common outcomes of your attempts to buy from these websites? (MAX. 3 ANSWERS) **(%)**

	You completed the purchases without problems	Additional charges were applied because of the place where your payment was issued or your payment method	There was no delivery option for your Member State	You could not access the websites or you were redirected to another version of the website without consent	You could not complete the purchase for other reasons	You could not register as a user with your address or data	The sales conditions changed when you registered with your address or data	Your payment was refused because of the place where your payment was issued or your payment method	Don't know
EU28	84	7	5	4	4	3	3	3	3
BE	79	12	15	6	5	6	5	7	1
BG	79	7	4	5	1	4	6	8	3
CZ	88	5	2	1	4	2	3	2	1
DK	91	5	7	3	3	1	3	0	1
DE	82	4	5	2	5	3	2	4	5
EE	85	6	9	3	5	3	2	3	3
IE	83	9	9	4	3	5	5	4	1
EL	86	6	4	3	3	6	4	1	0
ES	92	6	2	0	3	0	1	1	0
FR	86	8	3	3	4	2	1	1	3
HR	84	5	9	4	4	3	4	5	1
IT	81	8	4	7	2	5	8	6	1
CY	84	9	8	3	3	4	5	3	2
LV	88	4	4	1	6	2	2	3	1
LT	87	3	5	2	5	2	2	2	1
LU	81	15	27	3	4	6	8	5	2
HU	80	8	6	7	3	7	6	3	2
MT	75	7	10	4	4	7	6	7	0
NL	88	7	6	3	5	3	2	2	3
AT	67	17	23	12	3	11	11	16	1
PL	70	7	12	10	5	7	7	9	2
PT	92	2	1	1	5	0	3	2	1
RO	56	14	6	11	5	6	13	10	3
SI	88	5	8	2	5	2	4	1	1
SK	84	4	4	5	4	3	7	1	0
FI	92	10	9	2	5	2	1	2	1
SE	88	11	12	2	4	3	5	5	1
UK	85	5	2	4	3	2	2	1	7
	1st MOST FREQUENTLY MENTIONED ITEM		2nd MOST FREQUENTLY MENTIONED ITEM				3rd MOST FREQUENTLY MENTIONED ITEM		

Base: Internet users who have tried to buy something online from another EU Member State in the last 12 months (n=8,748)

The ***socio-demographic analysis*** shows that, across all groups, large majorities of Internet users who have tried to purchase online from another EU country completed the purchase without problems. However, there are some differences when it comes to the proportions of those who say that the most common outcome, in their experience, was one of the listed problems:

- Women are slightly more likely than men to have encountered at least one problem when purchasing online from another EU country (23% vs 19%).
- Those aged 15-24 are more likely than those aged 55 or older to have encountered at least one problem (23% vs 18%).
- Respondents who left full-time education before the age of 16 are the most likely to have encountered issues when purchasing online from another EU country (24% vs 19%-21% of those who left later).
- House persons (29%) are the most likely to have encountered at least one problem, particularly compared to retired persons (15%), the self-employed or manual workers (both 19%).

QC17 What were the most common outcomes of your attempts to buy from these websites? (MAX. 3 ANSWERS)
(% - EU)

	You completed the purchases without problems	Additional charges were applied because of the place where your payment was issued or your payment method	There was no delivery option for your Member State	You could not access the websites or you were redirected to another version of the website without consent	You could not complete the purchase for other reasons	You could not register as a user with your address or data	The sales conditions changed when you registered with your address or data	Your payment was refused because of the place where your payment was issued or your payment method	Don't know
EU28	84	7	5	4	4	3	3	3	3
Gender									
Man	85	6	5	3	3	3	3	3	3
Woman	82	8	5	5	5	3	4	4	3
Age									
15-24	84	10	6	4	4	2	3	3	3
25-39	84	8	5	4	3	3	4	3	2
40-54	84	5	6	4	4	3	3	3	3
55 +	83	5	3	4	5	4	3	4	4
Education (End of)									
15-	77	8	4	5	7	4	3	5	5
16-19	82	7	5	5	4	3	5	4	3
20+	86	6	5	3	4	3	3	3	3
Still studying	86	11	6	3	3	3	3	4	2
Socio-professional category									
Self-employed	84	6	4	6	4	2	3	5	2
Managers	83	7	7	3	3	3	3	4	4
Other white collars	85	6	6	5	3	3	5	3	2
Manual workers	85	8	5	4	3	3	4	2	2
House persons	74	8	6	4	7	2	6	2	3
Unemployed	84	4	2	3	6	2	3	5	2
Retired	84	4	3	3	4	4	3	2	5
Students	86	11	6	3	3	3	3	4	2
Difficulties paying bills									
Most of the time	75	12	8	5	7	6	7	6	3
From time to time	81	10	5	6	4	5	6	4	2
Almost never/ Never	86	6	5	3	4	2	2	3	3
Consider belonging to									
The working class	84	5	3	2	5	1	3	3	5
The lower middle class	83	10	5	6	4	3	4	2	2
The middle class	84	7	6	4	3	4	4	4	2
The upper middle class	88	7	5	3	2	2	3	4	3
The upper class	74	9	19	8	8	5	2	4	4
Use of the Internet									
Everyday	85	7	5	4	4	3	3	3	3
Often/ Sometimes	62	8	8	11	3	11	9	7	6

Base: Internet users who have tried to buy something online from another EU Member State in the last 12 months (n=8,748)

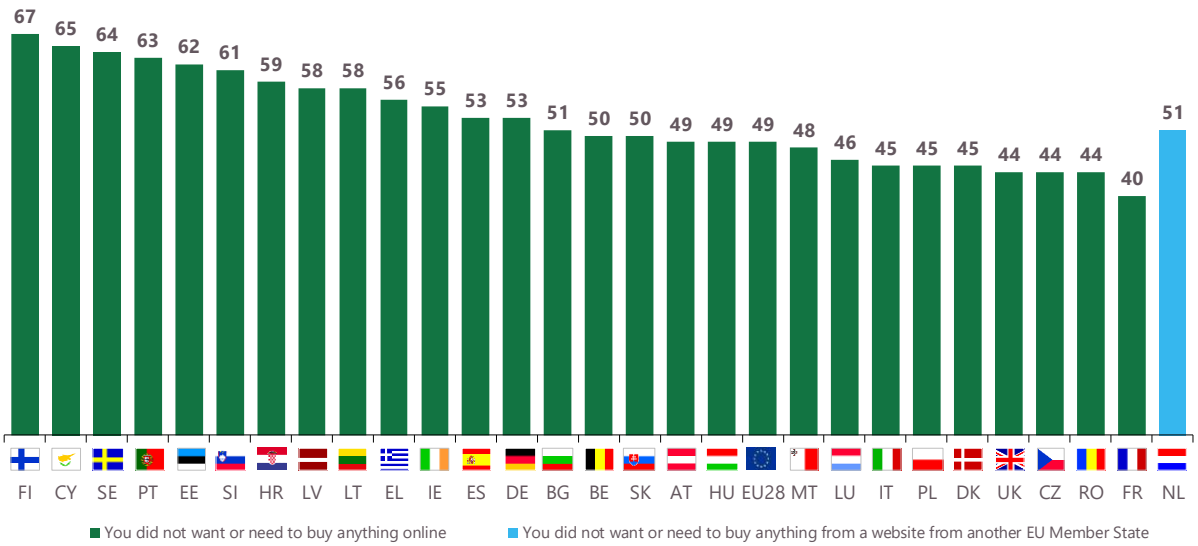
3 Reasons for not purchasing from other EU countries

Internet users who have not tried to buy online from another EU country are most likely to say they did not have a need for such a purchase

Respondents who said they have *not* tried to buy something online from other EU Member States in the last 12 months were asked to indicate the main reasons for not doing so. They were able to give up to three responses[36].

The ***country analysis*** of the results among Internet users who have not tried to buy online from another EU country illustrates that, in 27 out of the 28 countries, **'you did not want or need to buy anything online'** is the most-frequently mentioned reason for not trying to buy from these websites. The only exception is the Netherlands, where these respondents are most likely to say **they did not want or need to buy anything from a website from another EU Member State**.

QC18 What were the main reasons for not trying to buy from these websites?
(MAX. 3 ANSWERS)
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: Internet users who have not tried to buy something online from another EU Member State in the last 12 months (n=14,697)

[36] QC18 What were the main reasons for not trying to buy from these websites? (MAX. 3 ANSWERS) You did not want or need to buy anything online; You did not want or need to buy anything from a website from another EU Member State; You do not understand the language; You had tried in the past and could not complete the purchase; You were worried about the lack of after-sales services in your country or in your language; You were worried about consumer protection in the event of dispute with a foreign trader; Other (SPONTANEOUS); DK.

At least four in ten in each countrie say that one of the main reasons for not trying to purchase on a website from another EU country was that **they did not want or need to buy anything online**. The highest proportions mentioning this reason can be observed in Finland (67%), Cyprus (65%) and Sweden (64%). Those in France (40%), the Netherlands (43%), Czechia, Romania and the United Kingdom (all 44%) are the least likely to say this.

In 24 countries, more than one quarter say **they did not want or need to buy anything from a website from another EU Member State**. In addition to the Netherlands (51%), where this is the most frequently mentioned reason, the highest proportions saying this are found in Greece (45%) and Sweden (43%). This compares to 18% in Croatia, 19% in Malta and 21% in Luxembourg. This is also the second most common answer in 27 surveyed countries.

'You were worried about consumer protection in the event of dispute with a foreign trader' is mentioned by at least one in ten in 17 countries, with the highest proportions in Belgium (18%), France (17%), Denmark and Italy (both 16%). Conversely, only 5% in Estonia and the United Kingdom and 6% in Spain mention this.

In ten countries, one in ten or more indicate that **they were worried about the lack of after-sales services in their country or in their language** as a reason not to attempt to purchase online from other EU countries. Those in Belgium (18%), Austria, France, Hungary and Luxembourg (all 13%) are the most likely to say this, while the lowest proportions are observed in Finland (1%), Estonia, Latvia and Slovenia (all 3%).

Those in Hungary (16%) and Croatia (13%) are the most likely to indicate that **they do not understand the language** as a reason not to try to purchase online from another EU Member State, followed by those in Bulgaria, Czechia and Italy (all 11%). Only 1% in Spain and Sweden and 2% in Luxembourg, the Netherlands, Portugal and the United Kingdom mention this.

Belgium (11%) and Slovakia (10%) are the only countries where at least one in ten said they **had tried in the past and could not complete the purchase**, followed by 9% in Austria, Hungary and Italy.

QC18 What were the main reasons for not trying to buy from these websites? (MAX. 3 ANSWERS) **(%)**

	You did not want or need to buy anything online	You did not want or need to buy anything from a website from another EU Member State	You were worried about consumer protection in the event of dispute with a foreign trader	You were worried about the lack of after-sales services in your country or in your language	You do not understand the language	You had tried in the past and could not complete the purchase	Other (SPONTANEOUS)	Don't know
EU28	49	36	11	8	6	5	6	4
BE	50	29	18	18	4	11	4	1
BG	51	32	8	4	11	4	4	6
CZ	44	40	11	7	11	7	5	1
DK	45	38	16	12	4	2	14	4
DE	53	35	12	7	5	4	5	4
EE	62	26	5	3	5	2	8	5
IE	55	26	9	9	6	7	5	4
EL	56	45	9	7	5	4	5	0
ES	53	31	6	6	1	2	12	3
FR	40	38	17	13	8	3	9	5
HR	59	18	11	10	13	8	2	1
IT	45	32	16	10	11	9	4	4
CY	65	24	12	9	5	5	5	6
LV	58	34	11	3	5	2	9	3
LT	58	35	7	5	5	2	6	2
LU	46	21	14	13	2	5	20	8
HU	49	42	14	13	16	9	2	1
MT	48	19	11	7	7	8	6	6
NL	43	51	13	11	2	2	6	2
AT	49	36	13	13	9	9	8	3
PL	45	42	7	9	7	5	3	2
PT	63	31	8	5	2	4	7	1
RO	44	27	9	8	9	8	6	10
SI	61	34	8	3	4	6	11	2
SK	50	29	14	10	10	10	4	2
FI	67	35	10	1	5	2	4	2
SE	64	43	11	7	1	0	7	2
UK	44	39	5	5	2	2	4	8

1st MOST FREQUENTLY MENTIONED ITEM

2nd MOST FREQUENTLY MENTIONED ITEM

3rd MOST FREQUENTLY MENTIONED ITEM

Base: Internet users who have not tried to buy something online from another EU Member State in the last 12 months (n=14,697)

The ***socio-demographic analysis*** of the results among Internet users who have *not* tried to purchase from a website based in another EU country highlights the following:

- Women are slightly more likely than men to mention that **they did not want or need to buy anything online** as a reason not to try to buy anything from a website from another EU country (50% vs 47%).
- Those aged 55 or older are the most likely to mention that **they did not want or need to buy anything online** (54% vs 45%-46% of those aged 15-54) and the least likely to say **they did not want or need to buy anything from a website from another EU Member State** (34% vs 36%-39%).
- Those who left their full-time education aged 15 or younger are the most likely to indicate that **they did not want or need to buy anything online** (56% vs 48% of those who completed their education at a later age), but the least likely to mention that **they did not want or need to buy anything from a website from another EU Member State** (28% vs 35%-39%), or that **they were worried about consumer protection in the event of dispute with a foreign trader** (9% vs 11%-13%). Those who completed their education aged 20 or older are slightly more likely than those who left their education earlier to indicate that **they were worried about the lack of after-sales services in their country or in their language** (10% vs 7%-8%).
- Across socio-professional categories:
  - Retired persons (54%) are the most likely to say **they did not want or need to buy anything online**, especially compared with white-collar workers (45%);
  - Conversely, white-collar workers (41%), together with students (40%), are the most likely to say **they did not want or need to buy anything from a website from another EU Member State**, particularly when compared to unemployed persons (29%);
  - Managers (14%) are the most likely to mention that **they were worried about consumer protection in the event of dispute with a foreign trader**, particularly when compared to house persons, the unemployed, students and white-collar workers (all 10%);
  - Managers, together with other white-collar workers (both 11%), are the most likely to mention that **they were worried about the lack of after-sales services in their country or in their language**, especially when compared to students (5%).

QC18 What were the main reasons for not trying to buy from these websites? (MAX. 3 ANSWERS)

(% - EU)

	You did not want or need to buy anything online	You did not want or need to buy anything from a website from another EU Member State	You were worried about consumer protection in the event of dispute with a foreign trader	You were worried about the lack of after-sales services in your country or in your language	You do not understand the language	You had tried in the past and could not complete the purchase	Other (SPONTANEOUS)	Don't know
EU28	49	36	11	8	6	5	6	4
Gender								
Man	47	36	12	8	6	5	6	4
Woman	50	36	10	8	7	4	6	4
Age								
15-24	45	38	9	7	5	4	6	5
25-39	46	39	11	9	5	6	6	4
40-54	46	36	13	10	7	5	6	4
55 +	54	34	11	8	7	4	6	4
Education (End of)								
15-	56	28	9	7	6	4	8	5
16-19	48	35	11	8	7	5	6	3
20+	48	39	13	10	5	4	5	4
Still studying	47	40	10	5	4	4	6	5
Socio-professional category								
Self-employed	50	35	12	8	5	3	5	3
Managers	46	37	14	11	3	6	6	5
Other white collars	45	41	10	11	7	7	5	3
Manual workers	46	36	11	9	7	5	6	4
House persons	50	32	10	8	8	5	6	6
Unemployed	51	29	10	8	6	4	7	4
Retired	54	35	11	7	7	3	6	4
Students	47	40	10	5	4	4	6	5
Difficulties paying bills								
Most of the time	51	27	12	9	9	8	6	4
From time to time	45	33	13	10	10	7	6	4
Almost never/ Never	50	38	10	8	4	3	6	4
Consider belonging to								
The working class	52	32	8	6	6	3	8	5
The lower middle class	48	35	12	8	8	6	6	5
The middle class	48	37	12	10	6	5	5	3
The upper middle class	43	41	17	11	3	5	6	4
The upper class	48	42	10	3	1	4	0	11
Use of the Internet								
Everyday	48	37	11	9	6	5	6	4
Often/ Sometimes	53	31	12	8	9	5	6	3

Base: Internet users who have not tried to buy something online from another EU Member State in the last 12 months (n=14,697)

CONCLUSION

This Eurobarometer survey explores public attitudes and perceptions in relation to a variety of topics linked to digitalisation and its impact on the daily lives of European citizens.

Regarding digitalisation, sustainability and the environment, the results portray a somewhat mixed picture. Although a majority say that the provision of information on the energy online services consume would *not* influence their own usage, opinions vary considerably regarding longevity and recycling of digital devices. Most would like to keep using their current digital devices for at least 5 or even 10 years. Furthermore, around eight in ten think manufacturers should be required to make it easier to repair digital devices, even though the majority is not ready to pay extra for this. Moreover, a large majority would be willing to recycle their old devices, with significant shares saying they would do so if more nearby recycling points were available or if they were sure that it would not pose any privacy risks.

The concern with privacy risks is consistent with general attitudes towards the control of personal data. While most would be willing to share some of their personal information securely to improve public services, and particularly medical research and care, a relative majority would like to take a more active role in controlling the use of their personal information more generally. Similarly, among those who access online services by logging in via a social media account, close to three quarters say they want to know how their data are used when they identify themselves this way. And with username or email address and password remaining the most common identification method when accessing online services, a large majority think it would be useful to have a unique and secure single digital ID that could give them control over the use of their data.

When it comes to news or information that is believed to misrepresent reality or to be false(i.e. *fake news*), the results reveal considerable levels of perceived exposure. Most respondents say they come across *fake news* once a week or more often. The responsibility for combatting *fake news* or disinformation is largely attributed to the media, followed by public authorities and social media platforms. Among the measures public authorities should take to address this problem, respondents are most likely to cite 'helping citizens to better identify disinformation' or 'preventing those who spread disinformation from abusing social media platform services'.

The majority feel confident about their level of digital skills in their daily life or in their current job. Although this holds true in all surveyed states, cross-country differences in the self-assessed level of digital competences persist. Respondents in Denmark, the Netherlands and Sweden the most likely to consider themselves sufficiently skilled, in stark contrast with results from in Greece and Romania. When asked about the main barriers to improving digital skills, respondents are most likely to indicate lack of time, not knowing what specific skills they should improve or lack of appropriate training opportunities.

The results of the survey also show that over one third of Internet users have tried to buy something online (excluding digital content) from another EU Member State in the last 12 months. Among these respondents, an overwhelming majority say that the most common outcome was that the purchases were completed without encountering problems.

Lastly, differences in attitudes can be found depending on the socio-demographic profile of the respondents. For instance, those aged 15-54, the more educated and those who use the Internet more often are most likely to be willing to recycle their old devices. They are also more likely to be willing to know more about and to have more control over the use of their personal information, to have a higher level of perceived exposure to *fake news*, and to feel more confident about their digital skills.

TECHNICAL SPECIFICATIONS

Between the 6th and 19th of December 2019, Kantar carried out the wave 92.4 of the EUROBAROMETER survey, at the request of the European Commission, Directorate-General for Communication, "Media monitoring and Eurobarometer" Unit.

The wave 92.4 covers the population of the respective nationalities of the European Union Member States, resident in each of the 28 Member States and aged 15 years and over.

	COUNTRIES	INSTITUTES	N° INTERVIEWS	DATES FIELDWORK		POPULATION 15+	PROPORTION EU28
BE	Belgium	Kantar Belgium (Kantar TNS)	1.007	06/12/2019	18/12/2019	9.464.647	2,19%
BG	Bulgaria	Kantar TNS BBSS	1.028	06/12/2019	16/12/2019	6.045.658	1,40%
CZ	Czechia	Kantar CZ	1.001	06/12/2019	18/12/2019	8.939.378	2,07%
DK	Denmark	Kantar Gallup	1.026	06/12/2019	18/12/2019	4.820.620	1,11%
DE	Germany	Kantar Deutschland	1.526	06/12/2019	18/12/2019	71.620.592	16,55%
EE	Estonia	Kantar Emor	1.001	06/12/2019	18/12/2019	1.103.907	0,26%
IE	Ireland	Behaviour & Attitudes	1.017	06/12/2019	17/12/2019	3.823.944	0,88%
EL	Greece	Taylor Nelson Sofres Market Research	1.008	06/12/2019	16/12/2019	9.194.498	2,13%
ES	Spain	TNS Investigación de Mercados y Opinión	1.014	09/12/2019	18/12/2019	39.679.883	9,17%
FR	France	Kantar Public France	1.026	06/12/2019	16/12/2019	54.806.403	12,67%
HR	Croatia	Hendal	1.029	06/12/2019	16/12/2019	3.511.100	0,81%
IT	Italy	Kantar Italia	1.020	06/12/2019	14/12/2019	52.403.797	12,11%
CY	Rep. Of Cyprus	CYMAR Market Research	504	06/12/2019	15/12/2019	723.947	0,17%
LV	Latvia	Kantar TNS Latvia	1.002	06/12/2019	18/12/2019	1.629.088	0,38%
LT	Lithuania	TNS LT	1.000	06/12/2019	18/12/2019	2.387.464	0,55%
LU	Luxembourg	ILReS	509	06/12/2019	18/12/2019	504.883	0,12%
HU	Hungary	Kantar Hoffmann	1.026	06/12/2019	16/12/2019	8.356.455	1,93%
MT	Malta	MISCO International	500	06/12/2019	19/12/2019	409.472	0,09%
NL	Netherlands	TNS NIPO	1.032	06/12/2019	18/12/2019	14.418.460	3,33%
AT	Austria	Das Österreichische Gallup Institut	1.018	06/12/2019	16/12/2019	7.549.265	1,74%
PL	Poland	Kantar Polska	1.034	06/12/2019	18/12/2019	32.189.898	7,44%
PT	Portugal	Marktest – Marketing, Organização e Formação	1.003	07/12/2019	17/12/2019	8.867.131	2,05%
RO	Romania	Centrul Pentru Studierea Opiniei si Pietei (CSOP)	1.081	06/12/2019	15/12/2019	16.478.152	3,81%
SI	Slovenia	Mediana DOO	1.006	06/12/2019	16/12/2019	1.756.203	0,41%
SK	Slovakia	Kantar Slovakia	1.038	06/12/2019	16/12/2019	4.593.419	1,06%
FI	Finland	Kantar TNS Oy	1.007	06/12/2019	18/12/2019	4.622.706	1,07%
SE	Sweden	Kantar Sifo	1.012	06/12/2019	18/12/2019	8.325.565	1,92%
UK	United Kingdom	Kantar UK Limited	1.023	06/12/2019	18/12/2019	54.402.027	12,57%
		TOTAL EU28	27.498	06/12/2019	19/12/2019	432.628.562	100%*

* It should be noted that the total percentage shown in this table may exceed 100% due to rounding

The basic sample design applied in all States is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas.

In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every Nth address) were selected by standard "random route" procedures, from the initial address. In each household, the respondent was drawn, at random (following the "closest birthday rule"). If no one answered the interviewer in a household, or if the respondent selected was not available (not present or busy), the interviewer revisited the same household up to three additional times (four contact attempts in total). Interviewers never indicate that the survey is conducted on behalf of the European Commission beforehand; they may give this information once the survey is completed, upon request.

The recruitment phase was slightly different in the Netherlands and Sweden. In these countries, samples of addresses were selected using address or population registers, within each sampling point: the selection of households was done in a random manner. Households were then contacted by telephone (Netherlands and Sweden) and e-mail (Sweden) and an appointment was made.

All interviews were conducted face-to-face in people's homes and in the appropriate national language. As far as the data capture is concerned, CAPI (*Computer Assisted Personal Interview)* was used in those countries where this technique was available.

For each country a comparison between the responding sample and the universe is carried out. Weights are used to match the responding sample to the universe on gender by age, region and degree of urbanisation. For European estimates (i.e. EU average), an adjustment is made to the individual country weights, weighting them up or down to reflect their 15+ population as a proportion of the EU 15+ population.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process

(at the 95% level of confidence)

various sample sizes are in rows *various observed results are in columns*

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6.0	8.3	9.9	11.1	12.0	12.7	13.2	13.6	13.8	13.9	N=50
N=500	1.9	2.6	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4	N=500
N=1000	**1.4**	**1.9**	**2.2**	**2.5**	**2.7**	**2.8**	**3.0**	**3.0**	**3.1**	**3.1**	**N=1000**
N=1500	1.1	1.5	1.8	2.0	2.2	2.3	2.4	2.5	2.5	2.5	N=1500
N=2000	1.0	1.3	1.6	1.8	1.9	2.0	2.1	2.1	2.2	2.2	N=2000
N=3000	0.8	1.1	1.3	1.4	1.5	1.6	1.7	1.8	1.8	1.8	N=3000
N=4000	0.7	0.9	1.1	1.2	1.3	1.4	1.5	1.5	1.5	1.5	N=4000
N=5000	0.6	0.8	1.0	1.1	1.2	1.3	1.3	1.4	1.4	1.4	N=5000
N=6000	0.6	0.8	0.9	1.0	1.1	1.2	1.2	1.2	1.3	1.3	N=6000
N=7000	0.5	0.7	0.8	0.9	1.0	1.1	1.1	1.1	1.2	1.2	N=7000
N=7500	0.5	0.7	0.8	0.9	1.0	1.0	1.1	1.1	1.1	1.1	N=7500
N=8000	0.5	0.7	0.8	0.9	0.9	1.0	1.0	1.1	1.1	1.1	N=8000
N=9000	0.5	0.6	0.7	0.8	0.9	0.9	1.0	1.0	1.0	1.0	N=9000
N=10000	0.4	0.6	0.7	0.8	0.8	0.9	0.9	1.0	1.0	1.0	N=10000
N=11000	0.4	0.6	0.7	0.7	0.8	0.9	0.9	0.9	0.9	0.9	N=11000
N=12000	0.4	0.5	0.6	0.7	0.8	0.8	0.9	0.9	0.9	0.9	N=12000
N=13000	0.4	0.5	0.6	0.7	0.7	0.8	0.8	0.8	0.9	0.9	N=13000
N=14000	0.4	0.5	0.6	0.7	0.7	0.8	0.8	0.8	0.8	0.8	N=14000
N=15000	0.3	0.5	0.6	0.6	0.7	0.7	0.8	0.8	0.8	0.8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

QUESTIONNAIRE

ASK ALL

Q1 **Would information about how much energy is consumed by the provision and use of online services such as video streaming or search engines, influence your use of these services?**

(ONE ANSWER ONLY)

Yes	1
No	2
You do not use these services (SPONT.)	3
DK	4

NEW

Q2 **For how long would you like to keep using your current digital devices (e.g. smartphone or tablet) provided that there is no severe drop in performance?**

(READ OUT - ONE ANSWER ONLY)

At least 1 year	1
At least 2 years	2
At least 5 years	3
At least 7 years	4
At least 10 years	5
Other (SPONT.)	6
You are not concerned with the longevity of your devices (SPONT.)	7
DK	8

NEW

Q3 **Think about the last digital device (e.g. mobile phone, tablet, laptop, etc.) you replaced. What were the main reasons for purchasing a new device?**

(READ OUT – MAX, 3 ANSWERS)

You broke your old device	1
The performance of your old device had significantly deteriorated	2
Certain applications or software stopped working on your old device	3
You received a new device as part of a contract with your provider	4
You like to have the most up-to-date devices on the market	5
You wanted a device with new features or services	6
You no longer liked the look of your old device	7
Other (SPONT.)	8
You haven't replaced a digital device (SPONT.)	9
You don't own any digital devices (SPONT.)	10
DK	11

NEW

Q4 **Should manufacturers be required to make it easier to repair digital devices or replace their individual parts (e.g. screens or batteries) ?**

(ONE ANSWER ONLY)

Yes, even if the devices cost more	1
Yes, provided that the devices do not cost more	2
No	3
You do not use digital devices (SPONT.)	4
DK	5

NEW

Q5 : ROTATE ITEMS 1-4

Q5 **Would you be willing to recycle your old digital devices in the following circumstances?**

(READ OUT – SHOW SCREEN - MULTIPLE ANSWERS POSSIBLE)

If you received compensation such as money or vouchers	1
If there was a nearby recycling point	2
If you knew how your device is going to be recycled	3
If you were sure that it did not pose any potential privacy risks	4
Yes, in other circumstances	5
No	6
DK	7

NEW

Q6 : ROTATE ITEMS 1-4

Q6 **Public services could be improved if people shared some of their personal information. For what purposes would you be willing to share some of your personal information securely?**

(READ OUT – SHOW SCREEN - MULTIPLE ANSWERS POSSIBLE)

To improve medical research and care	1
To improve public transport and reduce air pollution	2
To improve energy efficiency	3
To improve the response to crisis situations (e.g. natural disasters, epidemics, terrorist attacks, etc.)	4
For other purposes	5
You are not willing to share any of your personal information for any purposes	6
DK	7

NEW

Q7 **More generally, would you like to take a more active role in controlling the use of your personal information (e.g. on your energy consumption, online shopping habits, health, etc.)?**

(ONE ANSWER ONLY)

Yes	1
No	2
You do not or want to share any personal information (SPONT.)	3
DK	4

NEW

Q8 **How often do you come across news or information that you believe misrepresents reality or is false?**

(READ OUT - ONE ANSWER ONLY)

Every day or almost every day	1
At least once a week	2
Several times a month	3
Seldom or never	4
DK	5

FL464 Q2

INTERVIEWER:
News or information that misrepresents reality or is false is often referred to as “fake news”.

Q9 : ROTATE ITEMS 1-5

Q9 **In your opinion, which of the following should be responsible for combatting fake news or disinformation?**
(READ OUT – SHOW SCREEN - MULTIPLE ANSWERS POSSIBLE)

Public authorities	1
The media	2
Social media platforms	3
Citizens	4
Educational institutions	5
Other actors (SPONT.)	6
DK	7

NEW

Q10 : ROTATE ITEMS 1-7

Q10 **In your opinion, which of the following measures should be taken by public authorities to address fake news or disinformation?**
(READ OUT – SHOW SCREEN - MULTIPLE ANSWERS POSSIBLE)

Regulate social media platforms to reduce the distribution of disinformation	1
Make social media platforms explain to users why they see personalised content	2
Promote self-regulation (e.g. codes of conduct) by all actors, including social media platforms	3
Help citizens to better identify disinformation	4
Prevent those who spread disinformation from abusing social media platform services	5
Support a diversity of information and quality journalism	6
Support fact-checking services	7
Nothing should be done	8
Other (SPONT.)	9
DK	10

NEW

Q11 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies:
You consider yourself to be sufficiently skilled in the use of digital technologies...
(READ OUT - SHOW SCREEN WITH SCALE)

		Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
1	...in your daily life	1	2	3	4	5
2	*[ASK TO THOSE "CURRENTLY WORKING"]...* to do your job	1	2	3	4	5

EB87.1 QD4.1-2

Q12 : ROTATE ITEMS 1-4

Q12 What do you consider are the main barriers to improving your digital skills?
(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Lack of appropriate training opportunities	1
Lack of time	2
Cost	3
You don't know what specific skills you should improve	4
You do not feel the need to improve your skills (SPONT.)	5
Other factors (SPONT.)	6
DK	7

NEW

Q13 : ROTATE ITEMS 1-4

Q13 In your daily life, how do you identify yourself when accessing online services?
(READ OUT – SHOW SCREEN - MULTIPLE ANSWERS POSSIBLE)

Username or email address and password	1
Log in via social media account	2
Biometric identification (e.g. fingerprint or facial recognition)	3
Multi-factor authentication services (e.g. card reader and password for online banking)	4
DK	5

1QU NEW

ASK Q14 IF CODE 2 IN Q13

Q14 **Do you want to know how your data are used when you use your social media account to access other websites?**
(ONE ANSWER ONLY)

Yes	1
No	2
DK	3

NEW

ASK ALL

Q15 **How useful would it be for you to have a secure single digital ID that could serve for all online services (both public and private) and give you control over the use of your data?**
(READ OUT - ONE ANSWER ONLY)

Very useful	1
Quite useful	2
Not very useful	3
Not at all useful	4
DK	5

NEW

Q16 **In the last 12 months, have you tried to buy anything online (excluding digital content, such as video or music , e-books, apps or online games), from another EU Member State ?**
(ONE ANSWER ONLY)

Yes	1
No	2
DK	3

NEW

ASK Q17 IF CODE 1 IN Q16
Q17 : ROTATE ITEMS 1-7

Q17 What were the most common outcomes of your attempts to buy from these websites?

(READ OUT – SHOW SCREEN - MAX 3 ANSWERS POSSIBLE)

You completed the purchases without problems	1
You could not access the websites or you were redirected to another version of the website without consent	2
You could not register as a user with your address or data	3
The sales conditions changed when you registered with your address or data	4
Your payment was refused because of the place where your payment was issued or your payment method	5
Additional charges were applied because of the place where your payment was issued or your payment method	6
There was no delivery option for your Member State	7
You could not complete the purchase for other reasons	8
DK	9

NEW

ASK Q18 IF CODE 2 IN Q17
Q18 : ROTATE ITEMS 1-6

Q18 What were the main reasons for not trying to buy from these websites?

(READ OUT – SHOW SCREEN - MAX 3 ANSWERS POSSIBLE)

You did not want or need to buy anything online	1
You did not want or need to buy anything from a website from another EU Member State	2
You do not understand the language	3
You had tried in the past and could not complete the purchase	4
You were worried about the lack of after-sales services in your country or in your language	5
You were worried about consumer protection in the event of dispute with a foreign trader	6
Other (SPONT.)	7
DK	8

NEW

TABLES

QC1 Would information about how much energy is consumed by the provision and use of online services such as video streaming or search engines, influence your use of these services? **(%)**

	Yes	No	You do not use these services (SPONTANEOUS)	Don't know
EU28	29	57	9	5
EU27	28	58	9	5
BE	29	65	5	1
BG	14	43	21	22
CZ	15	72	8	5
DK	27	66	5	2
DE	27	62	5	6
EE	17	59	14	10
IE	45	45	6	4
EL	41	30	21	8
ES	33	55	10	2
FR	31	57	8	4
HR	32	56	9	3
IT	29	56	10	5
CY	41	36	16	7
LV	26	46	17	11
LT	22	58	16	4
LU	43	45	9	3
HU	22	57	18	3
MT	26	58	13	3
NL	32	64	2	2
AT	30	56	9	5
PL	22	54	14	10
PT	25	56	16	3
RO	17	59	13	11
SI	24	64	10	2
SK	29	57	8	6
FI	24	66	6	4
SE	39	57	2	2
UK	34	55	6	5

QC1 Would information about how much energy is consumed by the provision and use of online services such as video streaming or search engines, influence your use of these services?

(% - EU)

	Yes	No	You do not use these services (SPONTANEOUS)	Don't know
EU27	28	58	9	5
Gender				
Man	28	60	8	4
Woman	28	55	11	6
Age				
15-24	37	58	1	4
25-39	35	57	2	6
40-54	32	60	3	5
55 +	19	56	20	5
Education (End of)				
15-	14	53	27	6
16-19	24	61	9	6
20+	37	55	3	5
Still studying	39	55	1	5
Socio-professional category				
Self-employed	32	61	3	4
Managers	40	54	1	5
Other white collars	34	57	2	7
Manual workers	30	61	4	5
House persons	20	61	13	6
Unemployed	29	61	6	4
Retired	17	53	24	6
Students	39	55	1	5
Difficulties paying bills				
Most of the time	27	52	16	5
From time to time	29	57	9	5
Almost never/ Never	28	58	9	5
Consider belonging to				
The working class	20	54	20	6
The lower middle class	28	58	8	6
The middle class	31	60	5	4
The upper middle class	34	58	2	6
The upper class	48	45	5	2
Use of the Internet				
Everyday	34	59	2	5
Often/ Sometimes	18	67	8	7
Never	4	46	43	7

QC2 For how long would you like to keep using your current digital devices (e.g. smartphone or tablet) provided that there is no severe drop in performance? **(%)**

	At least 1 year	At least 2 years	At least 5 years	At least 7 years	At least 10 years	Other (SPONTANEOUS)	You are not concerned with the longevity of your devices (SPONTANEOUS	Don't know
EU28	3	17	30	8	26	1	10	5
EU27	3	17	30	8	26	1	10	5
BE	4	17	33	10	31	0	4	1
BG	7	28	22	4	9	1	15	14
CZ	5	18	35	11	25	1	3	2
DK	4	17	24	6	28	3	16	2
DE	1	15	35	11	25	1	9	3
EE	7	19	27	5	13	3	18	8
IE	6	29	29	7	16	0	10	3
EL	2	20	34	9	15	1	15	4
ES	2	11	29	8	39	0	7	4
FR	2	8	25	7	48	0	7	3
HR	12	21	25	5	18	1	15	3
IT	4	21	31	9	14	1	13	7
CY	5	14	21	8	24	1	20	7
LV	3	17	28	6	31	1	10	4
LT	2	20	33	8	25	1	8	3
LU	3	15	32	9	31	3	5	2
HU	4	22	35	6	13	0	15	5
MT	6	24	21	9	14	1	14	11
NL	2	16	39	9	32	0	2	0
AT	4	30	29	8	14	1	12	2
PL	3	24	29	5	14	1	13	11
PT	3	15	36	5	14	1	18	8
RO	5	18	22	11	21	0	18	5
SI	2	17	34	9	25	1	11	1
SK	4	21	27	7	20	1	11	9
FI	3	15	39	10	27	1	3	2
SE	3	14	31	8	39	1	3	1
UK	5	24	24	5	27	1	10	4

QC2 For how long would you like to keep using your current digital devices (e.g. smartphone or tablet) provided that there is no severe drop in performance?

(% - EU)

	At least 1 year	At least 2 years	At least 5 years	At least 7 years	At least 10 years	Other (SPONTANEOUS)	You are not concerned with the longevity of your devices (SPONTANEOUS)	Don't know
EU27	3	17	30	8	26	1	10	5
Gender								
Man	3	19	32	8	24	1	9	4
Woman	3	14	29	9	28	1	11	5
Age								
15-24	5	30	32	6	19	0	4	4
25-39	4	24	34	7	24	0	4	3
40-54	3	18	34	9	28	0	5	3
55 +	2	7	26	10	29	1	18	7
Education (End of)								
15-	1	6	21	8	28	2	25	9
16-19	3	16	32	9	25	1	10	4
20+	3	18	34	8	30	0	4	3
Still studying	5	31	33	6	17	0	4	4
Socio-professional category								
Self-employed	3	19	37	8	26	0	4	3
Managers	4	20	36	9	25	0	3	3
Other white collars	4	24	36	7	20	0	5	4
Manual workers	4	19	32	8	26	1	6	4
House persons	2	13	28	9	30	1	12	5
Unemployed	3	14	29	8	34	1	8	3
Retired	1	5	23	10	30	2	22	7
Students	5	31	33	6	17	0	4	4
Difficulties paying bills								
Most of the time	5	14	28	7	25	1	14	6
From time to time	4	17	30	10	22	1	11	5
Almost never/ Never	2	17	31	8	28	1	9	4
Consider belonging to								
The working class	3	11	25	7	30	1	17	6
The lower middle class	3	16	31	9	26	1	10	4
The middle class	3	19	32	9	25	1	7	4
The upper middle class	3	19	36	9	27	0	4	2
The upper class	9	25	29	6	28	0	2	1
Use of the Internet								
Everyday	3	20	34	8	27	0	5	3
Often/ Sometimes	3	12	31	10	28	1	10	5
Never	1	3	14	7	23	3	38	11

QC3 Think about the last digital device (e.g. mobile phone, tablet, laptop, etc.) you replaced. What were the main reasons for purchasing a new device?
(MAX. 3 ANSWERS) **(%)**

	You broke your old device	The performance of your old device had significantly deteriorated	Certain applications or software stopped working on your old device	You received a new device as part of a contract with your provider	You like to have the most up-to-date devices on the market	You wanted a device with new features or services	You no longer liked the look of your old device	Other (SPONTANEOUS)	You haven't replaced a digital device (SPONTANEOUS)	You don't own any digital devices (SPONTANEOUS)	Don't know
EU28	38	30	18	12	6	14	5	3	7	5	1
EU27	37	30	19	11	6	14	5	4	7	5	1
BE	48	37	23	7	9	17	5	3	3	2	0
BG	28	19	13	18	7	17	8	2	7	11	3
CZ	36	37	19	12	5	19	6	3	4	3	1
DK	29	43	14	3	4	12	1	7	15	1	1
DE	30	30	29	19	4	14	3	5	6	5	1
EE	42	27	17	6	4	13	2	3	11	9	2
IE	43	29	17	23	10	16	7	3	2	3	1
EL	45	28	9	16	10	19	5	2	7	11	0
ES	53	28	13	4	3	8	4	5	3	6	1
FR	43	35	18	2	5	14	4	5	9	3	1
HR	36	32	16	17	7	15	7	1	5	5	0
IT	39	21	16	11	11	14	8	1	13	4	1
CY	55	28	10	9	8	16	4	1	8	8	1
LV	31	34	26	2	10	19	4	5	5	5	1
LT	15	34	18	11	7	23	7	8	5	10	1
LU	45	30	24	14	5	12	4	5	6	3	1
HU	40	30	20	15	11	14	14	1	5	8	0
MT	31	23	23	7	13	19	7	4	10	5	5
NL	22	63	42	8	1	19	1	4	2	0	0
AT	32	32	26	25	11	20	12	4	6	3	0
PL	29	29	13	20	8	13	7	2	6	8	3
PT	34	20	7	3	11	18	6	2	11	13	1
RO	35	17	10	13	8	11	11	3	13	7	2
SI	41	35	19	14	6	18	4	2	5	5	0
SK	33	30	13	17	9	22	9	2	5	7	6
FI	54	40	20	3	2	14	2	4	3	3	1
SE	36	51	28	9	4	16	1	7	1	1	0
UK	41	25	13	13	5	15	4	3	4	6	2

QC3 Think about the last digital device (e.g. mobile phone, tablet, laptop, etc.) you replaced. What were the main reasons for purchasing a new device? (MAX. 3 ANSWERS)

(% - EU)

	You broke your old device	The performance of your old device had significantly deteriorated	Certain applications or software stopped working on your old device	You received a new device as part of a contract with your provider	You like to have the most up-to-date devices on the market	You wanted a device with new features or services	You no longer liked the look of your old device	Other (SPONTANEOUS)	You haven't replaced a digital device (SPONTANEOUS)	You don't own any digital devices (SPONTANEOUS)	Don't know
EU27	37	30	19	11	6	14	5	4	7	5	1
Gender											
Man	37	32	21	12	8	16	5	3	6	4	1
Woman	37	29	18	11	5	12	5	4	8	6	1
Age											
15-24	41	36	21	11	11	22	7	2	4	0	1
25-39	40	34	21	15	10	17	7	2	3	0	1
40-54	40	34	24	14	6	14	5	3	5	1	1
55 +	33	24	15	8	3	10	4	5	12	12	2
Education (End of)											
15-	35	16	9	6	3	7	3	4	16	18	2
16-19	38	28	17	14	6	14	6	3	7	4	2
20+	37	38	26	12	7	16	5	4	4	1	1
Still studying	42	38	23	11	11	21	6	2	3	0	1
Socio-professional category											
Self-employed	36	33	25	14	8	16	6	3	5	1	1
Managers	38	40	29	16	8	16	5	3	3	0	1
Other white collars	39	34	23	15	10	18	8	3	3	0	1
Manual workers	41	33	19	14	7	15	6	3	5	1	1
House persons	39	22	14	11	5	10	5	4	10	7	2
Unemployed	42	33	19	9	6	13	5	4	6	4	1
Retired	32	21	13	7	2	9	3	5	14	15	2
Students	42	38	23	11	11	21	6	2	3	0	1
Difficulties paying bills											
Most of the time	35	27	16	10	8	16	5	3	8	10	1
From time to time	40	25	16	14	8	13	7	3	8	5	1
Almost never/ Never	37	33	21	11	6	14	5	4	7	5	1
Consider belonging to											
The working class	40	24	12	9	4	10	4	4	10	12	2
The lower middle class	38	31	18	12	7	13	5	3	8	5	1
The middle class	37	31	22	13	7	15	6	4	6	3	1
The upper middle class	34	42	31	10	6	18	5	3	3	1	1
The upper class	26	47	19	18	14	30	6	3	7	0	0
Use of the Internet											
Everyday	40	35	23	13	8	17	6	4	4	0	1
Often/ Sometimes	38	25	15	15	5	8	6	5	10	3	2
Never	26	9	3	4	1	4	2	3	22	30	3

QC4 Should manufacturers be required to make it easier to repair digital devices or replace their individual parts (e.g. screens or batteries) ? **(%)**

	Yes, even if the devices cost more	Yes, provided that the devices do not cost more	No	You do not use digital devices (SPONTANEOUS)	Don't know	Total 'Yes'
EU28	25	54	12	5	4	79
EU27	24	54	13	6	3	78
BE	19	62	17	2	0	81
BG	31	32	4	11	22	63
CZ	19	60	14	3	4	79
DK	33	43	19	2	3	76
DE	35	48	11	3	3	83
EE	15	44	20	10	11	59
IE	29	55	11	3	2	84
EL	31	49	5	12	3	80
ES	27	56	10	6	1	83
FR	25	64	5	4	2	89
HR	25	57	10	6	2	82
IT	9	62	16	10	3	71
CY	28	50	8	10	4	78
LV	23	55	9	6	7	78
LT	10	61	14	11	4	71
LU	28	62	4	3	3	90
HU	18	51	22	7	2	69
MT	8	57	23	9	3	65
NL	43	47	9	0	1	90
AT	22	48	24	5	1	70
PL	15	54	18	7	6	69
PT	10	71	5	11	3	81
RO	14	42	30	8	6	56
SI	32	47	13	7	1	79
SK	14	52	18	7	9	66
FI	46	43	6	3	2	89
SE	49	41	8	1	1	90
UK	31	53	8	4	4	84

QC4 Should manufacturers be required to make it easier to repair digital devices or replace their individual parts (e.g. screens or batteries) ?

(% - EU)

	Yes, even if the devices cost more	Yes, provided that the devices do not cost more	No	You do not use digital devices (SPONTANEOUS)	Don't know	Total 'Yes'
EU27	24	54	13	6	3	78
Gender						
Man	25	55	13	4	3	80
Woman	24	54	11	7	4	78
Age						
15-24	28	56	12	1	3	84
25-39	28	55	13	1	3	83
40-54	25	59	12	1	3	84
55 +	21	50	12	13	4	71
Education (End of)						
15-	15	48	13	20	4	63
16-19	20	59	13	5	3	79
20+	33	52	11	1	3	85
Still studying	28	57	12	0	3	85
Socio-professional category						
Self-employed	28	55	13	1	3	83
Managers	37	49	11	0	3	86
Other white collars	25	58	14	0	3	83
Manual workers	22	59	14	2	3	81
House persons	19	55	14	9	3	74
Unemployed	22	64	8	3	3	86
Retired	20	48	12	15	5	68
Students	28	57	12	0	3	85
Difficulties paying bills						
Most of the time	18	57	10	10	5	75
From time to time	17	59	15	6	3	76
Almost never/ Never	28	52	12	5	3	80
Consider belonging to						
The working class	18	56	10	11	5	74
The lower middle class	20	59	12	6	3	79
The middle class	26	54	14	3	3	80
The upper middle class	40	47	10	1	2	87
The upper class	38	47	14	1	0	85
Use of the Internet						
Everyday	28	57	12	0	3	85
Often/ Sometimes	20	57	17	3	3	77
Never	10	37	15	31	7	47

QC5 Would you be willing to recycle your old digital devices in the following circumstances? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	If you received compensation such as money or vouchers	If there was a nearby recycling point	If you knew how your device is going to be recycled	If you were sure that it did not pose any potential privacy risks	Yes, in other circumstances	No	Don't know	Total 'Willing to recycle'
EU28	32	44	35	41	9	9	6	85
EU27	32	43	33	40	9	9	6	85
BE	40	39	30	42	9	10	1	89
BG	46	37	23	36	2	5	18	77
CZ	30	33	29	29	13	10	5	85
DK	24	44	41	57	12	5	1	93
DE	28	43	36	47	10	5	7	89
EE	28	32	30	39	8	9	15	75
IE	41	50	47	53	11	3	3	94
EL	42	60	49	39	9	4	4	93
ES	28	44	33	35	9	8	7	85
FR	32	58	43	42	10	7	4	89
HR	45	42	37	36	7	3	4	93
IT	31	30	24	37	5	18	8	73
CY	32	56	52	44	9	9	7	84
LV	46	47	24	35	8	6	5	88
LT	52	35	21	33	7	8	8	84
LU	31	42	36	39	12	4	5	91
HU	36	36	24	31	4	15	4	81
MT	28	30	39	40	7	6	11	83
NL	28	49	42	55	14	3	1	97
AT	35	36	34	42	15	9	4	87
PL	31	34	27	34	5	16	7	77
PT	25	47	28	29	5	13	9	78
RO	39	36	24	26	6	17	8	76
SI	37	43	32	40	9	9	3	88
SK	37	34	27	29	10	6	12	82
FI	30	47	38	55	14	5	4	91
SE	31	56	49	59	11	3	1	96
UK	34	54	48	44	13	6	5	90

QC5 Would you be willing to recycle your old digital devices in the following circumstances? (MULTIPLE ANSWERS POSSIBLE)

(% - EU)

	If you received compensation such as money or vouchers	If there was a nearby recycling point	If you knew how your device is going to be recycled	If you were sure that it did not pose any potential privacy risks	Yes, in other circumstances	No	Don't know	Total 'Willing to recycle'
EU27	32	43	33	40	9	9	6	85
Gender								
Man	32	43	33	40	9	9	5	86
Woman	31	43	34	40	8	10	7	83
Age								
15-24	40	45	37	46	10	8	3	90
25-39	39	44	37	45	9	7	2	90
40-54	33	45	36	44	9	7	2	90
55 +	24	40	29	34	8	13	12	76
Education (End of)								
15-	26	37	23	27	6	17	17	66
16-19	33	42	32	37	8	10	5	85
20+	31	46	39	49	10	6	3	92
Still studying	41	46	40	48	9	7	3	91
Socio-professional category								
Self-employed	33	44	35	46	9	7	3	90
Managers	30	48	41	50	12	4	2	94
Other white collars	34	42	37	48	8	8	2	90
Manual workers	36	43	35	40	9	9	3	88
House persons	30	42	29	37	8	11	7	82
Unemployed	43	44	33	38	7	10	4	86
Retired	23	39	27	30	7	14	14	72
Students	41	46	40	48	9	7	3	91
Difficulties paying bills								
Most of the time	40	43	28	34	9	10	7	83
From time to time	36	42	32	38	8	12	5	83
Almost never/ Never	30	44	35	42	9	8	6	86
Consider belonging to								
The working class	34	39	28	31	8	11	11	78
The lower middle class	35	45	34	39	8	9	5	86
The middle class	31	44	35	42	8	10	4	86
The upper middle class	28	46	40	55	11	4	2	94
The upper class	29	59	41	43	11	3	1	96
Use of the Internet								
Everyday	34	46	37	45	9	7	2	91
Often/ Sometimes	34	40	32	37	8	12	4	84
Never	20	29	16	15	4	23	24	53

QC6 Public services could be improved if people shared some of their personal information. For what purposes would you be willing to share some of your personal information securely? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	To improve medical research and care	To improve public transport and reduce air pollution	To improve energy efficiency	To improve the response to crisis situations (e.g. natura disasters, epidemics, terrorist attacks, etc.)	For other purposes	You are not willing to share any of your personal information for any purposes	Don't know	Total 'Willing to share'
EU28	43	27	24	31	8	34	6	60
EU27	42	26	24	31	8	34	6	59
BE	47	30	27	35	9	31	2	67
BG	24	17	15	25	5	43	14	44
CZ	38	15	11	27	7	39	2	58
DK	72	46	48	51	26	13	3	84
DE	44	28	20	27	5	36	7	57
EE	51	15	12	38	5	32	6	63
IE	47	36	39	34	12	26	5	69
EL	55	31	28	40	8	30	3	67
ES	45	32	32	32	11	34	5	61
FR	40	25	20	27	7	41	7	52
HR	35	23	23	28	7	36	3	61
IT	37	25	25	28	8	34	7	59
CY	59	38	38	41	11	23	8	69
LV	41	16	9	25	7	41	5	54
LT	36	17	13	23	6	35	10	54
LU	42	30	20	30	12	32	9	59
HU	31	16	19	31	6	41	2	58
MT	44	29	27	24	10	21	14	64
NL	77	39	36	57	13	11	1	88
AT	35	30	25	32	14	32	4	63
PL	30	16	12	25	4	43	6	51
PT	38	25	21	26	6	37	18	45
RO	27	22	21	28	8	32	9	59
SI	44	24	21	36	11	34	3	63
SK	37	20	22	22	6	30	12	58
FI	66	32	29	47	8	19	4	77
SE	82	48	45	71	17	11	2	88
UK	50	32	31	34	8	31	8	62

QC6 Public services could be improved if people shared some of their personal information. For what purposes would you be willing to share some of your personal information securely? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	To improve medical research and care	To improve public transport and reduce air pollution	To improve energy efficiency	To improve the response to crisis situations (e.g. natural disasters, epidemics, terrorist attacks, etc.)	For other purposes	You are not willing to share any of your personal information for any purposes	Don't know	Total 'Willing to share'
EU27	42	26	24	31	8	34	6	59
Gender								
Man	43	28	26	32	8	34	5	61
Woman	42	25	22	30	8	35	7	58
Age								
15-24	46	33	26	34	10	27	5	68
25-39	44	29	28	32	10	31	5	64
40-54	44	28	25	35	8	36	3	61
55 +	40	21	20	27	6	38	9	53
Education (End of)								
15-	30	18	16	19	5	45	13	42
16-19	40	24	21	28	8	37	6	58
20+	51	31	29	38	8	30	3	67
Still studying	50	37	29	38	11	23	6	71
Socio-professional category								
Self-employed	46	28	27	35	8	34	3	63
Managers	54	36	33	43	10	27	3	71
Other white collars	43	27	28	35	8	31	4	65
Manual workers	41	27	22	30	9	36	5	60
House persons	38	22	19	25	6	42	6	52
Unemployed	38	24	23	26	9	41	6	53
Retired	38	20	18	25	6	39	11	50
Students	50	37	29	38	11	23	6	71
Difficulties paying bills								
Most of the time	33	21	21	27	7	40	10	51
From time to time	39	27	24	30	9	33	6	61
Almost never/ Never	45	27	24	32	7	34	6	60
Consider belonging to								
The working class	35	21	19	25	7	41	10	49
The lower middle class	40	25	23	31	7	35	6	59
The middle class	46	28	25	32	8	32	4	64
The upper middle class	53	36	34	43	9	26	3	71
The upper class	49	40	36	53	15	25	1	74
Use of the Internet								
Everyday	47	30	27	35	9	31	4	65
Often/ Sometimes	37	22	19	26	6	36	5	58
Never	23	13	10	15	4	48	18	35

QC7 More generally, would you like to take a more active role in controlling the use of your personal information (e.g. on your energy consumption, online shopping habits, health, etc.)? **(%)**

	Yes	No	You do not or want to share any personal information (SPONTANEOUS)	Don't know
EU28	46	38	12	4
EU27	45	38	13	4
BE	48	48	3	1
BG	41	16	31	12
CZ	39	49	10	2
DK	49	39	10	2
DE	37	49	8	6
EE	43	33	17	7
IE	54	33	8	5
EL	41	38	18	3
ES	61	23	13	3
FR	55	33	9	3
HR	41	39	18	2
IT	44	32	19	5
CY	51	31	14	4
LV	56	31	10	3
LT	30	46	19	5
LU	52	32	13	3
HU	16	64	19	1
MT	44	31	18	7
NL	64	35	1	0
AT	32	48	17	3
PL	35	41	19	5
PT	44	26	25	5
RO	30	47	17	6
SI	50	36	13	1
SK	32	37	22	9
FI	45	48	4	3
SE	51	45	2	2
UK	56	33	8	3

QC7 More generally, would you like to take a more active role in controlling the use of your personal information (e.g. on your energy consumption, online shopping habits, health, etc.)?

(% - EU)

	Yes	No	You do not or want to share any personal information (SPONTANEOUS)	Don't know
EU27	45	38	13	4
Gender				
Man	46	39	12	3
Woman	43	38	14	5
Age				
15-24	55	33	8	4
25-39	54	34	8	4
40-54	50	36	11	3
55 +	32	44	19	5
Education (End of)				
15-	27	40	27	6
16-19	40	42	14	4
20+	55	35	7	3
Still studying	57	31	7	5
Socio-professional category				
Self-employed	52	38	7	3
Managers	58	31	7	4
Other white collars	51	37	9	3
Manual workers	46	40	11	3
House persons	41	38	16	5
Unemployed	50	35	12	3
Retired	29	43	22	6
Students	57	31	7	5
Difficulties paying bills				
Most of the time	44	34	17	5
From time to time	43	39	14	4
Almost never/ Never	45	39	12	4
Consider belonging to				
The working class	36	38	21	5
The lower middle class	45	37	14	4
The middle class	47	40	10	3
The upper middle class	56	35	5	4
The upper class	70	26	3	1
Use of the Internet				
Everyday	52	36	8	4
Often/ Sometimes	30	52	13	5
Never	14	43	35	8

QC8 How often do you come across news or information that you believe misrepresents reality or is false?

(%)

	Every day or almost every day	At least once a week	Several times a month	Seldom or never	Don't know	Total 'At least once a month'
EU28	30	25	17	19	9	72
EU27	27	25	19	20	9	71
BE	22	30	25	22	1	77
BG	15	23	15	19	28	53
CZ	18	24	22	26	10	64
DK	27	29	19	20	5	75
DE	23	28	19	23	7	70
EE	25	25	17	21	12	67
IE	22	26	19	25	8	67
EL	29	20	35	11	5	84
ES	45	21	15	11	8	81
FR	39	27	14	15	5	80
HR	32	30	22	11	5	84
IT	17	24	22	24	13	63
CY	45	14	23	11	7	82
LV	31	26	14	22	7	71
LT	23	30	19	20	8	72
LU	33	29	16	16	6	78
HU	20	27	27	21	5	74
MT	45	28	12	6	9	85
NL	35	29	18	16	2	82
AT	11	26	22	33	8	59
PL	18	22	15	27	18	55
PT	31	12	21	22	14	64
RO	19	29	22	17	13	70
SI	29	28	16	20	7	73
SK	14	35	23	12	16	72
FI	23	26	19	30	2	68
SE	30	33	17	17	3	80
UK	49	23	8	12	8	80

QC8 How often do you come across news or information that you believe misrepresents reality or is false?
(% - EU)

	Every day or almost every day	At least once a week	Several times a month	Seldom or never	Don't know	Total 'At least once a month'
EU27	27	25	19	20	9	71
Gender						
Man	29	27	19	18	7	75
Woman	25	24	19	21	11	68
Age						
15-24	29	31	18	16	6	78
25-39	30	28	18	18	6	76
40-54	30	26	21	16	7	77
55 +	23	22	18	25	12	63
Education (End of)						
15-	21	19	16	27	17	56
16-19	24	26	19	22	9	69
20+	33	26	19	16	6	78
Still studying	28	32	17	17	6	77
Socio-professional category						
Self-employed	36	23	22	15	4	81
Managers	33	32	18	12	5	83
Other white collars	24	28	22	19	7	74
Manual workers	28	27	19	18	8	74
House persons	25	19	20	24	12	64
Unemployed	34	24	16	19	7	74
Retired	21	21	17	27	14	59
Students	28	32	17	17	6	77
Difficulties paying bills						
Most of the time	35	20	19	15	11	74
From time to time	23	28	21	19	9	72
Almost never/ Never	28	25	18	21	8	71
Consider belonging to						
The working class	26	21	16	23	14	63
The lower middle class	28	25	19	19	9	72
The middle class	26	28	20	20	6	74
The upper middle class	36	28	18	14	4	82
The upper class	37	20	27	12	4	84
Use of the Internet						
Everyday	30	27	19	18	6	76
Often/ Sometimes	15	27	24	25	9	66
Never	15	17	15	31	22	47

QC9 In your opinion, which of the following should be responsible for combatting fake news or disinformation?
(MULTIPLE ANSWERS POSSIBLE) **(%)**

	Public authorities	The media	Social media platforms	Citizens	Educational institutions	Other actors (SPONTANEOUS)	Don't know
EU28	53	62	48	28	22	2	7
EU27	53	61	46	28	21	2	7
BE	63	73	50	28	23	1	1
BG	50	68	35	28	15	1	14
CZ	41	66	41	28	18	2	7
DK	63	75	57	38	28	4	2
DE	56	61	54	27	24	3	8
EE	45	70	40	28	12	4	8
IE	43	64	55	33	26	2	7
EL	73	66	40	28	13	4	1
ES	57	60	34	22	15	3	8
FR	55	65	53	32	22	1	5
HR	54	68	31	31	18	1	3
IT	44	46	45	19	18	1	10
CY	68	71	45	31	17	1	3
LV	62	55	44	19	12	1	5
LT	58	70	36	25	15	2	4
LU	47	64	50	33	24	4	4
HU	51	64	41	24	13	1	3
MT	52	63	44	35	29	2	7
NL	70	85	71	43	29	1	1
AT	47	53	38	28	23	5	7
PL	44	51	32	28	19	5	9
PT	55	64	40	28	21	3	11
RO	41	53	28	33	20	4	9
SI	54	75	46	46	37	5	3
SK	48	74	27	34	20	5	4
FI	65	80	52	40	32	1	3
SE	72	84	71	58	56	1	1
UK	53	70	60	30	27	1	6

QC9 In your opinion, which of the following should be responsible for combatting fake news or disinformation? (MULTIPLE ANSWERS POSSIBLE)

(% - EU)

	Public authorities	The media	Social media platforms	Citizens	Educational institutions	Other actors (SPONTANEOUS)	Don't know
EU27	53	61	46	28	21	2	7
Gender							
Man	53	61	46	29	21	3	6
Woman	53	61	46	27	21	2	8
Age							
15-24	49	62	57	29	25	2	5
25-39	53	66	53	31	25	2	4
40-54	54	64	52	32	23	3	4
55 +	54	56	34	24	17	3	11
Education (End of)							
15-	49	48	27	17	12	3	17
16-19	51	61	42	26	18	3	7
20+	60	67	56	36	28	2	3
Still studying	52	63	61	30	28	2	4
Socio-professional category							
Self-employed	59	62	53	32	24	1	3
Managers	57	68	59	41	33	2	3
Other white collars	51	65	55	33	24	2	3
Manual workers	51	63	46	27	19	3	6
House persons	53	55	39	20	18	3	9
Unemployed	52	59	46	28	19	1	8
Retired	54	55	32	23	16	3	13
Students	52	63	61	30	28	2	4
Difficulties paying bills							
Most of the time	52	58	40	31	19	1	9
From time to time	50	56	43	28	21	3	7
Almost never/ Never	55	63	48	29	22	2	7
Consider belonging to							
The working class	54	59	35	23	16	2	11
The lower middle class	51	61	46	28	20	2	6
The middle class	52	61	49	29	23	3	5
The upper middle class	62	71	62	40	32	2	2
The upper class	58	68	52	37	29	0	7
Use of the Internet							
Everyday	55	65	54	31	24	2	4
Often/ Sometimes	52	52	31	25	15	3	8
Never	45	47	12	15	11	4	22

QC10 In your opinion, which of the following measures should be taken by public authorities to address fake news or disinformation?
(MULTIPLE ANSWERS POSSIBLE) **(%)**

	Regulate social media platforms to reduce the distribution of disinformation	Make social media platforms explain to users why they see personalised content	Promote self-regulation (e.g. codes of conduct) by all actors, including social media platforms	Help citizens to better identify disinformation	Prevent those who spread disinformation from abusing social media platform services	Support a diversity of information and quality journalism	Support fact-checking services	Nothing should be done	Other (SPONTANEOUS)	Don't know	Total 'At least one measure should be taken'
EU28	39	27	24	46	44	35	38	2	2	9	87
EU27	38	25	23	46	43	36	37	3	3	9	87
BE	39	25	23	54	50	39	40	2	2	2	95
BG	32	20	23	33	31	33	37	1	3	18	78
CZ	33	14	14	48	38	30	31	5	2	7	87
DK	54	37	38	57	57	39	48	5	2	3	92
DE	40	30	23	47	49	38	28	2	4	12	84
EE	26	14	18	51	39	39	46	3	4	12	82
IE	47	41	32	50	45	33	44	1	1	7	92
EL	38	30	31	60	43	52	50	1	4	3	95
ES	34	19	21	43	40	35	31	2	3	12	84
FR	48	22	18	51	46	36	40	2	1	9	89
HR	31	18	25	50	45	40	34	1	1	2	96
IT	34	28	26	43	42	29	33	3	2	9	87
CY	38	31	28	55	42	43	48	3	1	7	89
LV	30	16	16	52	42	33	38	2	1	8	89
LT	21	16	19	40	29	40	45	2	3	7	88
LU	39	24	22	44	36	48	38	2	4	6	89
HU	38	27	22	36	47	35	36	2	1	4	93
MT	36	26	21	47	34	37	33	0	2	11	87
NL	56	25	31	53	60	44	68	3	1	1	95
AT	30	30	26	38	40	39	29	4	5	8	85
PL	29	24	19	33	30	31	27	7	4	9	81
PT	36	24	23	43	28	51	49	3	6	14	80
RO	27	27	26	39	34	31	35	5	3	9	83
SI	40	28	34	52	57	48	41	4	4	5	90
SK	21	17	13	43	36	33	43	3	3	9	86
FI	30	20	31	65	43	49	42	3	2	4	93
SE	40	35	41	73	56	61	80	1	1	2	97
UK	50	37	29	48	50	30	46	2	1	9	88

QC10 In your opinion, which of the following measures should be taken by public authorities to address fake news or disinformation? (MULTIPLE ANSWERS POSSIBLE)

(% - EU)

	Regulate social media platforms to reduce the distribution of disinformation	Make social media platforms explain to users why they see personalised content	Promote self-regulation (e.g. codes of conduct) by all actors, including social media platforms	Help citizens to better identify disinformation	Prevent those who spread disinformation from abusing social media platform services	Support a diversity of information and quality journalism	Support fact-checking services	Nothing should be done	Other (SPONTANEOUS)	Don't know	Total 'At least one measure should be taken'
EU27	38	25	23	46	43	36	37	3	3	9	87
Gender											
Man	38	27	24	47	43	37	38	3	2	7	88
Woman	37	24	23	46	43	35	35	2	3	10	85
Age											
15-24	41	32	23	49	48	36	42	3	2	5	91
25-39	43	29	26	48	47	39	39	2	2	4	92
40-54	41	27	27	46	46	39	40	2	2	5	91
55 +	32	20	20	44	38	33	31	3	3	15	79
Education (End of)											
15-	24	18	14	38	29	27	25	4	4	23	70
16-19	37	25	22	45	43	34	34	3	2	8	88
20+	45	28	29	52	48	44	44	2	2	4	92
Still studying	39	31	25	49	51	38	44	3	1	3	93
Socio-professional category											
Self-employed	41	27	26	46	47	40	42	1	3	4	92
Managers	45	31	31	51	49	49	46	1	1	4	94
Other white collars	43	30	27	49	46	39	39	2	2	4	93
Manual workers	40	28	24	45	45	35	36	2	3	6	89
House persons	34	19	22	42	40	28	30	3	4	13	82
Unemployed	41	22	23	47	43	34	36	4	2	8	86
Retired	30	18	18	43	35	32	30	4	3	17	76
Students	39	31	25	49	51	38	44	3	1	3	93
Difficulties paying bills											
Most of the time	34	24	20	44	38	37	36	4	2	9	86
From time to time	37	26	23	45	41	33	35	3	3	7	88
Almost never/ Never	39	25	24	47	45	37	37	2	3	9	87
Consider belonging to											
The working class	31	21	18	43	38	32	31	3	3	15	80
The lower middle class	38	26	22	44	40	36	36	2	2	9	87
The middle class	39	26	25	47	45	37	37	3	3	6	89
The upper middle class	48	28	31	57	56	48	52	1	2	3	95
The upper class	40	34	32	50	41	49	44	2	5	0	93
Use of the Internet											
Everyday	43	29	26	49	48	40	41	2	2	5	92
Often/ Sometimes	30	21	20	43	37	29	28	4	3	10	84
Never	15	10	10	32	21	22	20	6	4	28	62

QC11.1 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies:
You consider yourself to be sufficiently skilled in the use of digital technologies...
... in your daily life (%)

	Totally agree		Tend to agree		Tend to disagree		Totally disagree		Don't know	Total 'Agree'		Total 'Disagree'	
	December 2019	Diff. December 2019 March 2017	December 2019	Diff. December 2019 March 2017	December 2019	Diff. December 2019 March 2017	December 2019	Diff. December 2019 March 2017	December 2019	December 2019	Diff. December 2019 March 2017	December 2019	Diff. December 2019 March 2017
EU28	30	-5	40	4	15	4	12	-2	3	70	-1	27	2
EU27	28	-5	40	3	16	5	13	-2	4	68	-2	29	3
BE	25	-9	51	13	14	0	9	-3	1	76	4	23	-3
BG	22	-6	35	9	13	6	20	-10	10	57	3	33	-4
CZ	22	-3	43	1	20	6	11	-3	4	65	-2	31	3
DK	57	-7	27	3	8	3	6	1	2	84	-4	14	4
DE	39	5	42	3	11	-2	5	-6	3	81	8	16	-8
EE	35	-10	38	8	11	4	9	-3	7	73	-2	20	1
IE	30	-17	50	17	11	4	8	-2	1	80	0	19	2
EL	20	-8	35	5	19	10	25	-6	1	55	-3	44	4
ES	30	-4	33	-1	17	8	17	-1	3	63	-5	34	7
FR	27	-9	37	3	16	4	18	2	2	64	-6	34	6
HR	21	-8	50	12	15	5	12	-5	2	71	4	27	0
IT	14	-12	43	1	22	10	18	3	3	57	-11	40	13
CY	30	-8	35	7	13	4	16	3	6	65	-1	29	7
LV	47	-3	27	2	13	5	10	-3	3	74	-1	23	2
LT	24	-12	35	6	18	8	19	-3	4	59	-6	37	5
LU	34	-7	43	5	12	3	8	0	3	77	-2	20	3
HU	22	6	45	9	16	0	16	-9	1	67	15	32	-9
MT	22	-19	37	10	17	8	17	4	7	59	-9	34	12
NL	51	-6	36	3	10	4	3	0	0	87	-3	13	4
AT	30	0	49	9	10	0	7	-10	4	79	9	17	-10
PL	21	-6	48	2	18	4	10	0	3	69	-4	28	4
PT	19	-15	54	20	13	5	8	-11	6	73	5	21	-6
RO	18	-8	39	6	20	4	15	-3	8	57	-2	35	1
SI	27	-10	45	14	16	3	11	-5	1	72	4	27	-2
SK	16	-10	44	7	19	7	13	-3	8	60	-3	32	4
FI	41	-7	35	5	13	4	8	0	3	76	-2	21	4
SE	55	-11	32	9	7	3	5	1	1	87	-2	12	4
UK	41	-9	36	7	10	2	11	2	2	77	-2	21	4

QC11.1 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies: You consider yourself to be sufficiently skilled in the use of digital technologies...
... in your daily life **(% - EU)**

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Don't know	Total 'Agree'	Total 'Disagree'
EU27	28	40	16	13	3	68	29
Gender							
Man	33	40	14	10	3	73	24
Woman	23	41	17	15	4	64	32
Age							
15-24	46	42	9	2	1	88	11
25-39	40	46	10	3	1	86	13
40-54	30	47	15	6	2	77	21
55 +	14	33	21	26	6	47	47
Education (End of)							
15-	10	25	22	34	9	35	56
16-19	22	44	19	12	3	66	31
20+	38	44	11	6	1	82	17
Still studying	47	43	7	2	1	90	9
Socio-professional category							
Self-employed	37	44	13	5	1	81	18
Managers	48	40	9	2	1	88	11
Other white collars	34	50	11	4	1	84	15
Manual workers	27	47	17	7	2	74	24
House persons	18	39	21	20	2	57	41
Unemployed	29	41	18	10	2	70	28
Retired	11	29	22	30	8	40	52
Students	47	43	7	2	1	90	9
Difficulties paying bills							
Most of the time	21	36	20	19	4	57	39
From time to time	20	43	19	15	3	63	34
Almost never/ Never	32	40	14	11	3	72	25
Consider belonging to							
The working class	18	34	19	23	6	52	42
The lower middle class	23	42	20	12	3	65	32
The middle class	30	44	15	9	2	74	24
The upper middle class	52	37	7	3	1	89	10
The upper class	57	34	7	2	0	91	9
Use of the Internet							
Everyday	35	46	13	5	1	81	18
Often/ Sometimes	9	38	33	17	3	47	50
Never	5	12	19	51	13	17	70

QC11.2 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies:
You consider yourself to be sufficiently skilled in the use of digital technologies...
... to do your job (%)
(IF 'CURRENTLY WORKING', CODE 5 TO 18 IN D15a)

	Totally agree		Tend to agree		Tend to disagree		Totally disagree		Don't know	Total 'Agree'		Total 'Disagree'	
	December 2019	Diff. December 2019 March 2017	December 2019	Diff. December 2019 March 2017	December 2019	Diff. December 2019 March 2017	December 2019	Diff. December 2019 March 2017	December 2019	December 2019	Diff. December 2019 March 2017	December 2019	Diff. December 2019 March 2017
EU28	38	-6	44	8	10	0	5	-2	3	82	2	15	-2
EU27	36	-5	44	7	11	0	6	-2	3	80	2	17	-2
BE	31	-12	53	16	10	-3	3	-1	3	84	4	13	-4
BG	28	-8	45	14	10	-2	6	-9	11	73	6	16	-11
CZ	27	-1	48	5	18	2	4	-6	3	75	4	22	-4
DK	65	-8	26	5	6	3	2	1	1	91	-3	8	4
DE	49	7	41	5	6	-6	2	-4	2	90	12	8	-10
EE	44	-11	44	13	5	0	2	-2	5	88	2	7	-2
IE	35	-18	54	21	8	0	2	-2	1	89	3	10	-2
EL	22	-9	44	9	19	3	13	-3	2	66	0	32	0
ES	42	-1	37	0	11	2	8	0	2	79	-1	19	2
FR	38	-4	41	9	8	-2	9	-1	4	79	5	17	-3
HR	30	-5	51	3	17	5	1	-3	1	81	-2	18	2
IT	16	-19	55	11	17	6	8	0	4	71	-8	25	6
CY	37	-9	43	16	10	2	6	-9	4	80	7	16	-7
LV	52	-5	30	2	10	4	4	1	4	82	-3	14	5
LT	31	-11	43	7	11	2	6	-4	9	74	-4	17	-2
LU	44	-2	41	3	7	-1	3	-2	5	85	1	10	-3
HU	24	5	49	10	15	-6	10	-9	2	73	15	25	-15
MT	29	-28	44	20	15	9	5	-3	7	73	-8	20	6
NL	58	-12	35	12	4	0	1	-1	2	93	0	5	-1
AT	39	1	42	0	9	-3	8	2	2	81	1	17	-1
PL	24	-5	54	5	13	-2	4	0	5	78	0	17	-2
PT	21	-17	67	26	8	0	2	-8	2	88	9	10	-8
RO	26	-5	40	0	18	4	13	2	3	66	-5	31	6
SI	36	-11	54	17	6	-3	3	-3	1	90	6	9	-6
SK	20	-15	50	9	16	6	5	-2	9	70	-6	21	4
FI	52	-6	38	9	7	-1	2	-2	1	90	3	9	-3
SE	72	-9	24	9	2	0	2	1	0	96	0	4	1
UK	52	-10	38	11	6	1	2	-1	2	90	1	8	0

QC11.2 To what extent do you agree or disagree with the following statements regarding your skills in the use of digital technologies: You consider yourself to be sufficiently skilled in the use of digital technologies...
... to do your job **(% - EU)**

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Don't know	Total 'Agree'	Total 'Disagree'
EU27	36	44	11	6	3	80	17
Gender							
Man	39	43	10	5	3	82	15
Woman	32	47	12	6	3	79	18
Age							
15-24	45	40	10	3	2	85	13
25-39	41	44	9	4	2	85	13
40-54	34	45	12	6	3	79	18
55 +	26	45	14	11	4	71	25
Education (End of)							
15-	22	36	16	16	10	58	32
16-19	28	48	13	7	4	76	20
20+	46	43	7	3	1	89	10
Still studying	0	0	0	0	0		
Socio-professional category							
Self-employed	39	43	10	6	2	82	16
Managers	50	40	7	2	1	90	9
Other white collars	36	50	9	4	1	86	13
Manual workers	28	44	14	9	5	72	23
Difficulties paying bills							
Most of the time	28	41	15	12	4	69	27
From time to time	24	48	16	9	3	72	25
Almost never/ Never	41	43	9	4	3	84	13
Consider belonging to							
The working class	27	41	14	11	7	68	25
The lower middle class	30	47	14	6	3	77	20
The middle class	36	47	10	5	2	83	15
The upper middle class	58	34	5	2	1	92	7
The upper class	62	28	6	1	3	90	7
Use of the Internet							
Everyday	38	46	9	4	3	84	13
Often/ Sometimes	13	40	27	12	8	53	39
Never	6	21	22	42	9	27	64

QC12 What do you consider are the main barriers to improving your digital skills? (MULTIPLE ANSWERS POSSIBLE) **(%)**

	Lack of appropriate training opportunities	Lack of time	Cost	You don't know what specific skills you should improve	You do not feel the need to improve your skills (SPONTANEOUS)	Other factors (SPONTANEOUS)	Don't know
EU28	22	27	17	24	25	5	3
EU27	22	27	17	25	25	5	3
BE	28	33	26	30	12	5	1
BG	23	21	13	23	35	4	6
CZ	21	27	18	35	18	6	1
DK	14	28	7	33	26	11	3
DE	22	26	13	30	23	6	4
EE	15	22	11	26	28	9	6
IE	20	29	19	21	28	3	4
EL	33	27	30	15	37	4	0
ES	21	34	18	16	23	7	3
FR	23	23	18	26	24	5	2
HR	28	31	21	25	24	3	2
IT	30	27	20	21	24	2	3
CY	31	41	22	15	28	2	2
LV	17	29	16	22	29	6	2
LT	12	27	12	17	37	8	2
LU	23	35	12	21	21	9	4
HU	18	32	31	16	29	2	1
MT	20	28	15	20	26	7	5
NL	12	25	6	42	19	11	2
AT	22	30	20	30	25	4	3
PL	15	25	18	23	28	6	4
PT	23	16	12	9	50	3	2
RO	22	29	26	25	18	6	6
SI	26	31	17	15	29	6	1
SK	19	29	18	22	23	6	6
FI	15	30	6	27	25	7	4
SE	20	37	9	35	20	7	2
UK	17	25	15	20	28	5	4

QC12 What do you consider are the main barriers to improving your digital skills? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Lack of appropriate training opportunities	Lack of time	Cost	You don't know what specific skills you should improve	You do not feel the need to improve your skills (SPONTANEOUS)	Other factors (SPONTANEOUS)	Don't know
EU27	22	27	17	25	25	5	3
Gender							
Man	22	27	17	25	25	5	3
Woman	22	27	17	24	24	6	3
Age							
15-24	20	26	23	28	22	4	3
25-39	22	35	21	24	20	4	2
40-54	24	37	19	24	19	4	2
55 +	22	16	13	25	32	7	4
Education (End of)							
15-	22	13	14	19	38	7	4
16-19	24	27	20	26	22	5	3
20+	22	33	15	25	21	6	2
Still studying	18	28	20	29	22	4	3
Socio-professional category							
Self-employed	22	40	17	23	19	4	2
Managers	20	43	13	24	22	4	2
Other white collars	23	37	19	25	18	4	2
Manual workers	25	35	22	24	19	5	2
House persons	22	21	17	23	27	7	3
Unemployed	25	18	30	24	22	3	2
Retired	21	10	11	25	35	8	5
Students	18	28	20	29	22	4	3
Difficulties paying bills							
Most of the time	28	21	30	21	28	3	2
From time to time	27	28	25	22	22	4	3
Almost never/ Never	20	27	13	26	25	6	3
Consider belonging to							
The working class	22	20	19	22	31	6	4
The lower middle class	24	26	22	25	24	4	3
The middle class	23	30	17	25	21	5	3
The upper middle class	17	32	9	30	23	7	2
The upper class	9	31	8	35	28	4	0
Use of the Internet							
Everyday	23	31	18	26	20	5	2
Often/ Sometimes	28	24	20	28	17	6	3
Never	14	6	11	17	49	9	6

QC13 In your daily life, how do you identify yourself when accessing online services?
(MULTIPLE ANSWERS POSSIBLE) **(%)**

	Username or email address and password	Log in via social media account	Biometric identification	Multi-factor authentication services	Don't know
EU28	70	29	22	28	16
EU27	69	29	21	28	16
BE	76	36	25	44	6
BG	53	37	12	11	30
CZ	69	32	20	26	13
DK	88	46	47	43	4
DE	78	17	20	28	15
EE	69	29	25	52	14
IE	76	32	19	25	9
EL	58	40	13	20	26
ES	69	37	21	26	19
FR	78	23	17	18	15
HR	63	25	11	21	16
IT	59	28	19	21	18
CY	53	40	16	22	28
LV	67	22	16	34	18
LT	60	18	16	31	27
LU	72	27	22	41	12
HU	60	34	17	17	19
MT	55	28	19	23	24
NL	96	39	38	62	1
AT	68	28	25	24	13
PL	56	41	22	33	23
PT	67	22	6	12	24
RO	41	26	18	21	24
SI	73	34	11	21	19
SK	59	40	16	21	21
FI	69	19	16	63	8
SE	89	36	39	73	3
UK	77	34	29	31	12

QC13 In your daily life, how do you identify yourself when accessing online services? (MULTIPLE ANSWERS POSSIBLE)

(% - EU)

	Username or email address and password	Log in via social media account	Biometric identification	Multi-factor authentication services	Don't know
EU27	69	29	21	28	16
Gender					
Man	71	29	23	30	14
Woman	67	28	18	26	19
Age					
15-24	80	50	36	29	3
25-39	78	40	28	34	4
40-54	78	32	22	33	7
55 +	55	13	10	20	34
Education (End of)					
15-	41	14	6	11	49
16-19	68	27	17	24	15
20+	81	32	27	39	6
Still studying	82	48	38	32	2
Socio-professional category					
Self-employed	78	34	25	41	5
Managers	80	32	35	42	3
Other white collars	81	38	27	35	3
Manual workers	75	34	20	27	8
House persons	61	26	14	21	21
Unemployed	74	38	17	23	12
Retired	49	10	8	16	42
Students	82	48	38	32	2
Difficulties paying bills					
Most of the time	60	29	13	19	23
From time to time	62	31	19	23	16
Almost never/ Never	73	28	22	30	16
Consider belonging to					
The working class	56	24	11	16	32
The lower middle class	69	28	18	25	16
The middle class	73	30	23	30	11
The upper middle class	84	34	37	49	5
The upper class	88	45	45	65	3
Use of the Internet					
Everyday	81	35	25	33	4
Often/ Sometimes	64	16	9	15	17
Never	11	3	3	5	82

QC14 Do you want to know how your data are used when you use your social media account to access other websites? **(%)**
(IF 'CODE 2 IN QC13')

	Yes	No	Don't know
EU28	72	26	2
EU27	74	25	1
BE	74	26	0
BG	85	13	2
CZ	74	25	1
DK	77	21	2
DE	77	19	4
EE	76	22	2
IE	75	22	3
EL	88	10	2
ES	82	17	1
FR	70	28	2
HR	62	36	2
IT	71	28	1
CY	81	18	1
LV	75	22	3
LT	73	26	1
LU	83	16	1
HU	50	50	0
MT	77	22	1
NL	82	18	0
AT	72	26	2
PL	71	29	0
PT	70	29	1
RO	52	47	1
SI	71	29	0
SK	70	21	9
FI	88	11	1
SE	80	20	0
UK	61	36	3

QC14 Do you want to know how your data are used when you use your social media account to access other websites?

(% - EU)

	Yes	No	Don't know
EU27	74	25	1
Gender			
Man	73	26	1
Woman	74	24	2
Age			
15-24	75	23	2
25-39	75	24	1
40-54	75	24	1
55 +	68	31	1
Education (End of)			
15-	66	32	2
16-19	70	29	1
20+	79	20	1
Still studying	77	20	3
Socio-professional category			
Self-employed	78	21	1
Managers	79	20	1
Other white collars	76	23	1
Manual workers	72	27	1
House persons	70	28	2
Unemployed	69	30	1
Retired	66	32	2
Students	77	20	3
Difficulties paying bills			
Most of the time	76	23	1
From time to time	68	31	1
Almost never/ Never	76	22	2
Consider belonging to			
The working class	69	29	2
The lower middle class	73	26	1
The middle class	73	25	2
The upper middle class	82	17	1
The upper class	88	12	0
Use of the Internet			
Everyday	76	23	1
Often/ Sometimes	57	41	2
Never	15	82	3

QC15 How useful would it be for you to have a secure single digital ID that could serve for all online services (both public and private) and give you control over the use of your data? **(%)**

	Very useful	Quite useful	Not very useful	Not at all useful	Don't know	Total 'Useful'	Total 'Not useful'
EU28	28	35	12	14	11	63	26
EU27	28	36	11	14	11	64	25
BE	38	40	10	9	3	78	19
BG	28	35	5	4	28	63	9
CZ	23	42	13	10	12	65	23
DK	55	25	9	7	4	80	16
DE	26	31	11	19	13	57	30
EE	22	32	14	11	21	54	25
IE	28	48	9	7	8	76	16
EL	27	36	10	14	13	63	24
ES	31	36	10	13	10	67	23
FR	35	27	12	18	8	62	30
HR	25	43	12	9	11	68	21
IT	22	44	12	10	12	66	22
CY	47	19	7	11	16	66	18
LV	29	29	13	14	15	58	27
LT	20	32	15	15	18	52	30
LU	32	34	8	19	7	66	27
HU	20	49	11	13	7	69	24
MT	40	33	5	10	12	73	15
NL	43	26	15	14	2	69	29
AT	24	41	14	11	10	65	25
PL	17	44	13	15	11	61	28
PT	17	38	16	15	14	55	31
RO	24	40	12	5	19	64	17
SI	23	31	20	17	9	54	37
SK	16	42	11	11	20	58	22
FI	30	37	18	7	8	67	25
SE	54	25	9	10	2	79	19
UK	29	33	11	18	9	62	29

QC15 How useful would it be for you to have a secure single digital ID that could serve for all online services (both public and private) and give you control over the use of your data?

(% - EU)

	Very useful	Quite useful	Not very useful	Not at all useful	Don't know	Total 'Useful'	Total 'Not useful'
EU27	28	36	11	14	11	64	25
Gender							
Man	29	36	12	14	9	65	26
Woman	26	35	12	14	13	61	26
Age							
15-24	32	42	13	8	5	74	21
25-39	32	42	12	9	5	74	21
40-54	31	41	11	11	6	72	22
55 +	22	27	11	20	20	49	31
Education (End of)							
15-	14	24	10	27	25	38	37
16-19	26	39	12	12	11	65	24
20+	36	36	11	11	6	72	22
Still studying	33	40	13	9	5	73	22
Socio-professional category							
Self-employed	34	38	12	10	6	72	22
Managers	37	39	10	10	4	76	20
Other white collars	31	44	12	8	5	75	20
Manual workers	29	41	12	11	7	70	23
House persons	24	36	12	16	12	60	28
Unemployed	28	37	14	13	8	65	27
Retired	20	24	10	23	23	44	33
Students	33	40	13	9	5	73	22
Difficulties paying bills							
Most of the time	27	29	14	15	15	56	29
From time to time	24	41	12	12	11	65	24
Almost never/ Never	29	35	11	14	11	64	25
Consider belonging to							
The working class	23	29	11	18	19	52	29
The lower middle class	23	41	11	13	12	64	24
The middle class	30	38	12	12	8	68	24
The upper middle class	40	34	12	9	5	74	21
The upper class	52	18	10	19	1	70	29
Use of the Internet							
Everyday	33	40	12	10	5	73	22
Often/ Sometimes	19	37	16	14	14	56	30
Never	4	13	10	36	37	17	46

QC16 In the last 12 months, have you tried to buy anything online (excluding digital content, such as video or music , e-books, apps or online games), from another EU Member State ? **(%)**

	Yes	No	Don't know
EU28	32	67	1
EU27	31	68	1
BE	48	52	0
BG	22	75	3
CZ	32	67	1
DK	56	43	1
DE	24	75	1
EE	43	56	1
IE	52	48	0
EL	20	80	0
ES	33	66	1
FR	44	54	2
HR	28	72	0
IT	28	70	2
CY	38	60	2
LV	40	59	1
LT	31	68	1
LU	51	47	2
HU	25	75	0
MT	49	47	4
NL	49	51	0
AT	42	57	1
PL	12	87	1
PT	20	80	0
RO	13	85	2
SI	39	61	0
SK	31	65	4
FI	38	61	1
SE	43	56	1
UK	41	57	2

QC16 In the last 12 months, have you tried to buy anything online (excluding digital content, such as video or music , e-books, apps or online games), from another EU Member State ?

(% - EU)

	Yes	No	Don't know
EU27	31	68	1
Gender			
Man	35	64	1
Woman	26	72	2
Age			
15-24	44	55	1
25-39	44	55	1
40-54	36	63	1
55 +	15	83	2
Education (End of)			
15-	10	88	2
16-19	25	74	1
20+	42	57	1
Still studying	47	52	1
Socio-professional category			
Self-employed	46	53	1
Managers	50	49	1
Other white collars	37	62	1
Manual workers	29	70	1
House persons	22	77	1
Unemployed	35	64	1
Retired	13	85	2
Students	47	52	1
Difficulties paying bills			
Most of the time	31	68	1
From time to time	27	72	1
Almost never/ Never	32	67	1
Consider belonging to			
The working class	20	79	1
The lower middle class	30	69	1
The middle class	33	66	1
The upper middle class	51	48	1
The upper class	48	52	0
Use of the Internet			
Everyday	38	61	1
Often/ Sometimes	10	89	1
Never	1	96	3

QC16 In the last 12 months, have you tried to buy anything online (excluding digital content, such as video or music , e-books, apps or online games), from another EU Member State ? **(%)**

	Yes	No	Don't know
EU28	37	62	1
EU27	36	63	1
BE	51	49	0
BG	28	68	4
CZ	36	63	1
DK	58	41	1
DE	26	73	1
EE	49	51	0
IE	57	43	0
EL	26	74	0
ES	40	60	0
FR	51	48	1
HR	33	67	0
IT	34	65	1
CY	47	52	1
LV	47	52	1
LT	40	60	0
LU	56	43	1
HU	30	70	0
MT	61	37	2
NL	49	51	0
AT	48	51	1
PL	15	84	1
PT	26	74	0
RO	18	81	1
SI	48	52	0
SK	38	59	3
FI	41	59	0
SE	44	55	1
UK	46	52	2

Base: Internet users

QC16 In the last 12 months, have you tried to buy anything online (excluding digital content, such as video or music , e-books, apps or online games), from another EU Member State ?

(% - EU)

	Yes	No	Don't know
EU27	36	63	1
Gender			
Man	39	60	1
Woman	32	67	1
Age			
15-24	44	55	1
25-39	44	55	1
40-54	37	62	1
55 +	23	76	1
Education (End of)			
15-	19	80	1
16-19	29	70	1
20+	44	55	1
Still studying	47	52	1
Socio-professional category			
Self-employed	48	51	1
Managers	50	49	1
Other white collars	37	62	1
Manual workers	31	68	1
House persons	27	72	1
Unemployed	38	61	1
Retired	21	78	1
Students	47	52	1
Difficulties paying bills			
Most of the time	40	59	1
From time to time	32	67	1
Almost never/ Never	37	62	1
Consider belonging to			
The working class	28	71	1
The lower middle class	34	65	1
The middle class	36	63	1
The upper middle class	52	47	1
The upper class	50	50	0
Use of the Internet			
Everyday	38	61	1
Often/ Sometimes	10	89	1
Never	0	0	0

Base: Internet users

QC17 What were the most common outcomes of your attempts to buy from these websites? (MAX. 3 ANSWERS) **(%)**

(IF 'CODE 1 IN QC16')

	You completed the purchases without problems	You could not access the websites or you were redirected to another version of the website without consent	You could not register as a user with your address or data	The sales conditions changed when you registered with your address or data	Your payment was refused because of the place where your payment was issued or your payment method	Additional charges were applied because of the place where your payment was issued or your payment method	There was no delivery option for your Member State	You could not complete the purchase for other reasons	Don't know	Total 'Encountered a problem'
EU28	84	4	3	3	3	7	5	4	3	20
EU27	84	4	3	4	4	7	6	4	2	22
BE	79	6	6	5	7	12	15	5	1	37
BG	79	5	4	6	8	7	4	1	3	23
CZ	88	1	2	3	2	5	1	4	1	15
DK	91	3	1	3	0	5	7	3	1	17
DE	82	2	3	2	4	4	5	5	5	19
EE	85	3	3	2	3	6	9	5	3	21
IE	82	4	5	5	4	9	9	3	1	27
EL	86	3	6	4	1	6	4	3	0	18
ES	92	0	0	1	1	6	2	3	0	11
FR	86	3	2	1	1	8	3	4	3	19
HR	84	4	3	4	5	5	9	4	1	22
IT	81	7	5	8	6	8	4	2	1	22
CY	84	3	4	5	3	9	8	3	2	25
LV	88	1	2	2	3	4	4	6	1	17
LT	87	2	2	2	2	3	5	5	1	15
LU	81	3	6	8	5	15	27	4	2	43
HU	79	7	7	6	3	8	5	3	2	24
MT	75	4	7	6	7	7	10	4	0	35
NL	88	3	3	2	2	7	6	5	3	22
AT	67	12	11	11	16	17	23	3	1	51
PL	69	10	7	7	9	7	12	5	3	38
PT	92	1	0	3	2	2	1	5	1	11
RO	56	11	6	13	10	14	7	4	3	46
SI	88	2	2	4	1	5	8	5	1	21
SK	84	5	3	7	1	4	4	4	0	22
FI	92	2	2	1	2	10	9	5	1	24
SE	88	2	3	5	5	11	12	4	1	28
UK	85	4	2	2	1	5	2	3	7	14

QC17 What were the most common outcomes of your attempts to buy from these websites? (MAX. 3 ANSWERS)

(% - EU)

	You completed the purchases without problems	You could not access the websites or you were redirected to another version of the website without consent	You could not register as a user with your address or data	The sales conditions changed when you registered with your address or data	Your payment was refused because of the place where your payment was issued or your payment method	Additional charges were applied because of the place where your payment was issued or your payment method	There was no delivery option for your Member State	You could not complete the purchase for other reasons	Don't know	Total 'Encountered a problem'
EU27	84	4	3	4	4	7	6	4	2	22
Gender										
Man	85	3	3	3	3	7	6	3	2	20
Woman	82	5	3	5	4	8	6	5	2	24
Age										
15-24	84	3	3	3	4	12	6	4	2	25
25-39	84	4	3	4	4	8	6	3	1	22
40-54	83	4	3	4	3	6	7	4	3	21
55 +	85	4	3	4	4	5	4	4	3	19
Education (End of)										
15-	77	5	4	4	6	8	5	7	3	27
16-19	81	5	3	6	4	8	6	4	2	23
20+	86	3	3	2	3	6	6	4	2	19
Still studying	86	3	3	3	4	12	6	4	1	25
Socio-professional category										
Self-employed	83	4	2	3	5	6	5	2	2	19
Managers	83	4	3	4	5	7	7	4	3	24
Other white collars	84	6	3	5	3	6	7	3	2	22
Manual workers	86	4	3	4	3	8	6	4	1	21
House persons	70	3	3	5	3	10	7	9	4	33
Unemployed	84	4	2	3	5	5	3	6	1	22
Retired	85	3	3	3	2	4	3	4	4	16
Students	86	3	3	3	4	12	6	4	1	25
Difficulties paying bills										
Most of the time	75	5	6	8	6	12	9	6	1	35
From time to time	81	6	5	7	4	10	5	4	1	26
Almost never/ Never	86	3	2	2	3	6	6	4	2	19
Consider belonging to										
The working class	85	2	2	3	3	6	4	6	3	19
The lower middle class	82	5	3	4	3	10	6	4	2	24
The middle class	83	4	4	4	4	7	6	4	2	22
The upper middle class	88	3	2	3	4	8	5	2	2	18
The upper class	72	8	5	2	4	10	20	9	4	40
Use of the Internet										
Everyday	85	4	3	4	4	7	6	4	2	21
Often/ Sometimes	61	12	13	10	8	9	9	4	3	45
Never	38	6	0	9	0	3	20	20	17	49

QC17 What were the most common outcomes of your attempts to buy from these websites? (MAX. 3 ANSWERS) **(%)**
(IF 'CODE 1 IN QC16')

	You completed the purchases without problems	You could not access the websites or you were redirected to another version of the website without consent	You could not register as a user with your address or data	The sales conditions changed when you registered with your address or data	Your payment was refused because of the place where your payment was issued or your payment method	Additional charges were applied because of the place where your payment was issued or your payment method	There was no delivery option for your Member State	You could not complete the purchase for other reasons	Don't know	Total 'Encountered a problem'
EU28	84	4	3	3	3	7	5	4	3	20
EU27	84	4	3	4	4	7	6	4	2	22
BE	79	6	6	5	7	12	15	5	1	36
BG	79	5	4	6	8	7	4	1	3	23
CZ	88	1	2	3	2	5	2	4	1	15
DK	91	3	1	3	0	5	7	3	1	17
DE	82	2	3	2	4	4	5	5	5	19
EE	85	3	3	2	3	6	9	5	3	21
IE	83	4	5	5	4	9	9	3	1	26
EL	86	3	6	4	1	6	4	3	0	18
ES	92	0	0	1	1	6	2	3	0	11
FR	86	3	2	1	1	8	3	4	3	19
HR	84	4	3	4	5	5	9	4	1	23
IT	81	7	5	8	6	8	4	2	1	22
CY	84	3	4	5	3	9	8	3	2	25
LV	88	1	2	2	3	4	4	6	1	17
LT	87	2	2	2	2	3	5	5	1	15
LU	81	3	6	8	5	15	27	4	2	43
HU	80	7	7	6	3	8	6	3	2	24
MT	75	4	7	6	7	7	10	4	0	35
NL	88	3	3	2	2	7	6	5	3	22
AT	67	12	11	11	16	17	23	3	1	51
PL	70	10	7	7	9	7	12	5	2	38
PT	92	1	0	3	2	2	1	5	1	11
RO	56	11	6	13	10	14	6	5	3	46
SI	88	2	2	4	1	5	8	5	1	21
SK	84	5	3	7	1	4	4	4	0	22
FI	92	2	2	1	2	10	9	5	1	24
SE	88	2	3	5	5	11	12	4	1	28
UK	85	4	2	2	1	5	2	3	7	14

Base: Internet users

QC17 What were the most common outcomes of your attempts to buy from these websites? (MAX. 3 ANSWERS)

(% - EU)

	You completed the purchases without problems	You could not access the website or you were redirected to another version of the website without	You could not register as a user with your address or data	The sales conditions changed when you registered with your address or data	Your payment was refused because of the place where your	payment was issued or your Additional charges were applied because of the place where your	payment was issued or your	There was no delivery option for your Member State	You could not complete the purchase for other reasons	Don't know	Total 'Encountered a problem'
EU27	84	4	3	4	4	7		6	4	2	22
Gender											
Man	85	3	3	3	3	7		6	3	2	20
Woman	82	5	3	5	4	8		6	5	2	24
Age											
15-24	84	3	3	3	4	12		6	4	2	25
25-39	84	4	3	4	4	8		6	3	1	22
40-54	83	4	3	4	3	6		7	4	3	21
55 +	85	4	4	4	4	5		4	4	3	19
Education (End of)											
15-	78	5	4	4	6	8		5	7	3	26
16-19	81	5	3	6	4	8		6	4	2	23
20+	86	3	3	2	3	6		6	4	2	19
Still studying	86	3	3	3	4	12		6	4	1	25
Socio-professional category											
Self-employed	83	4	2	3	5	6		5	2	2	19
Managers	83	4	3	4	5	7		7	4	3	24
Other white collars	84	6	3	5	3	6		7	3	2	22
Manual workers	86	4	3	4	3	8		6	4	1	21
House persons	70	3	3	5	3	10		7	9	4	33
Unemployed	84	4	2	3	5	5		3	6	1	22
Retired	86	3	3	3	2	4		3	4	3	16
Students	86	3	3	3	4	12		6	4	1	25
Difficulties paying bills											
Most of the time	75	5	6	8	6	12		9	6	1	35
From time to time	81	6	5	7	4	10		5	4	1	26
Almost never/ Never	86	3	2	2	3	6		6	4	2	19
Consider belonging to											
The working class	86	2	2	3	3	6		4	6	2	18
The lower middle class	82	5	3	5	3	10		6	4	2	24
The middle class	83	4	4	4	4	7		6	4	2	22
The upper middle class	88	3	2	3	4	8		5	2	2	18
The upper class	72	8	5	2	4	10		20	9	4	40
Use of the Internet											
Everyday	85	4	3	4	4	7		6	4	2	21
Often/ Sometimes	61	12	13	10	8	9		9	4	3	45
Never	0	0	0	0	0	0		0	0	0	0

Base: Internet users

QC18 What were the main reasons for not trying to buy from these websites? (MAX. 3 ANSWERS) **(%)**
(IF 'CODE 2 IN QC16')

	You did not want or need to buy anything online	You did not want or need to buy anything from a website from another EU Member State	You do not understand the language	You had tried in the past and could not complete the purchase	You were worried about the lack of after-sales services in your country or in your language	You were worried about consumer protection in the event of dispute with a foreign trader	Other (SPONTANEOUS)	Don't know
EU28	49	33	6	4	7	9	8	6
EU27	49	32	6	4	8	10	8	5
BE	52	27	4	10	16	16	7	2
BG	53	28	10	3	4	6	8	7
CZ	44	37	11	6	7	10	9	2
DK	43	35	4	2	11	15	17	6
DE	54	33	5	3	6	11	6	5
EE	59	23	5	2	3	4	13	7
IE	55	24	7	7	8	8	7	5
EL	59	38	8	3	5	7	9	1
ES	55	27	1	1	5	5	14	5
FR	42	36	6	2	10	13	11	7
HR	55	15	14	6	9	9	7	5
IT	45	27	10	7	8	13	7	8
CY	60	22	6	4	7	9	9	11
LV	56	31	4	2	2	9	13	4
LT	53	28	5	2	3	5	13	7
LU	47	19	2	4	12	13	21	10
HU	52	37	14	7	10	11	4	2
MT	45	17	10	7	5	7	14	8
NL	43	51	2	1	11	13	7	3
AT	52	32	9	8	12	11	11	4
PL	44	41	8	6	9	7	4	2
PT	59	26	2	3	3	6	13	4
RO	41	24	9	7	8	8	9	12
SI	58	30	5	5	2	6	16	3
SK	48	26	10	8	8	11	8	5
FI	66	32	5	1	1	9	6	3
SE	63	42	1	0	7	11	8	3
UK	48	35	2	2	5	4	5	8

QC18 What were the main reasons for not trying to buy from these websites? (MAX. 3 ANSWERS)

(% - EU)

	You did not want or need to buy anything online	You did not want or need to buy anything from a website from another EU Member State	You do not understand the language	You had tried in the past and could not complete the purchase	You were worried about the lack of after-sales services in your country or in your language	You were worried about consumer protection in the event of dispute with a foreign trader	Other (SPONTANEOUS)	Don't know
EU27	49	32	6	4	8	10	8	5
Gender								
Man	48	32	6	5	8	11	8	5
Woman	51	33	7	4	7	9	9	5
Age								
15-24	46	37	6	4	8	10	6	5
25-39	47	37	5	6	9	12	6	3
40-54	46	36	7	5	10	13	7	4
55 +	53	28	7	3	6	8	10	7
Education (End of)								
15-	54	22	6	2	5	5	14	9
16-19	49	32	8	5	8	10	8	4
20+	48	39	5	4	10	13	6	4
Still studying	48	40	5	4	6	11	6	4
Socio-professional category								
Self-employed	51	34	5	4	8	12	6	3
Managers	46	37	4	7	12	15	6	5
Other white collars	47	39	7	7	12	11	4	3
Manual workers	46	36	8	5	9	11	7	3
House persons	51	28	8	4	6	8	10	8
Unemployed	52	27	7	4	8	10	9	5
Retired	53	27	6	2	5	7	12	8
Students	48	40	5	4	6	11	6	4
Difficulties paying bills								
Most of the time	50	24	10	5	8	9	12	5
From time to time	46	30	10	7	9	11	8	6
Almost never/ Never	51	34	5	3	7	9	8	5
Consider belonging to								
The working class	53	27	6	2	4	7	12	7
The lower middle class	49	32	7	6	8	11	7	5
The middle class	48	34	7	5	9	11	7	5
The upper middle class	44	39	3	5	11	16	7	4
The upper class	47	45	3	4	5	10	1	7
Use of the Internet								
Everyday	49	36	6	5	9	11	6	4
Often/ Sometimes	51	32	10	5	8	14	6	3
Never	50	21	6	2	3	2	15	13

QC18 What were the main reasons for not trying to buy from these websites? (MAX. 3 ANSWERS) **(%)**
(IF 'CODE 2 IN QC16')

	You did not want or need to buy anything online	You did not want or need to buy anything from a website from another EU Member State	You do not understand the language	You had tried in the past and could not complete the purchase	You were worried about the lack of after-sales services in your country or in your language	You were worried about consumer protection in the event of dispute with a foreign trader	Other (SPONTANEOUS)	Don't know
EU28	49	36	6	5	8	11	6	4
EU27	49	36	7	5	9	12	6	4
BE	50	29	4	11	18	18	4	1
BG	51	32	11	4	4	8	4	6
CZ	44	40	11	7	7	11	5	1
DK	45	38	4	2	12	16	14	4
DE	53	35	5	4	7	12	5	4
EE	62	26	5	2	3	5	8	5
IE	55	26	6	7	9	9	5	4
EL	56	45	5	4	7	9	5	0
ES	53	31	1	2	6	6	12	3
FR	40	38	8	3	13	17	9	5
HR	59	18	13	8	10	11	2	1
IT	45	32	11	9	10	16	4	4
CY	65	24	5	5	9	12	5	6
LV	58	34	5	2	3	11	9	3
LT	58	35	5	2	5	7	6	2
LU	46	21	2	5	13	14	20	8
HU	49	42	16	9	13	14	2	1
MT	48	19	7	8	7	11	6	6
NL	43	51	2	2	11	13	6	2
AT	49	36	9	9	13	13	8	3
PL	45	42	7	5	9	7	3	2
PT	63	31	2	4	5	8	7	1
RO	44	27	9	8	8	9	6	10
SI	61	34	4	6	3	8	11	2
SK	50	29	10	10	10	14	4	2
FI	67	35	5	2	1	10	4	2
SE	64	43	1	0	7	11	7	2
UK	44	39	2	2	5	5	4	8

Base: Internet users

QC18 What were the main reasons for not trying to buy from these websites? (MAX. 3 ANSWERS)

(% - EU)

	You did not want or need to buy anything online	You did not want or need to buy anything from a website from another EU Member State	You do not understand the language	You had tried in the past and could not complete the purchase	You were worried about the lack of after-sales services in your country or in your language	You were worried about consumer protection in the event of dispute with a foreign trader	Other (SPONTANEOUS)	Don't know
EU27	49	36	7	5	9	12	6	4
Gender								
Man	48	35	6	5	9	13	6	4
Woman	51	36	7	5	9	11	6	3
Age								
15-24	46	37	5	4	8	9	6	5
25-39	47	38	5	6	9	12	6	3
40-54	46	36	7	5	10	13	6	3
55 +	54	34	7	4	8	12	6	3
Education (End of)								
15-	56	28	6	4	8	10	8	4
16-19	49	34	8	6	9	11	6	3
20+	48	40	5	4	10	14	5	4
Still studying	48	40	5	4	5	11	6	4
Socio-professional category								
Self-employed	50	35	5	4	8	13	5	3
Managers	46	37	3	7	12	15	6	5
Other white collars	46	39	7	7	12	11	4	3
Manual workers	46	37	8	5	9	12	6	3
House persons	52	30	9	4	7	11	7	6
Unemployed	53	26	7	4	8	10	7	4
Retired	55	34	7	3	7	12	7	4
Students	48	40	5	4	5	11	6	4
Difficulties paying bills								
Most of the time	52	28	10	8	10	12	7	2
From time to time	45	33	11	8	10	14	6	3
Almost never/ Never	51	38	5	4	8	11	6	4
Consider belonging to								
The working class	54	31	7	3	6	9	9	4
The lower middle class	48	35	8	6	8	13	6	4
The middle class	48	37	7	5	10	12	5	3
The upper middle class	43	40	3	5	11	17	6	4
The upper class	46	47	1	5	3	11	0	8
Use of the Internet								
Everyday	49	36	6	5	9	11	6	4
Often/ Sometimes	51	32	10	5	8	14	6	3
Never	0	0	0	0	0	0	0	0

Base: Internet users