

Italy

Consumer Conditions Index¹:

56

		Italy	Previous results				EU averages 2012
		2012	2011	2010	2009	2008	EU27
	Percentage of consumers who feel adequately protected by existing measures ²	40%	44%	61%	48%	39%	55%
1	ENFORCEMENT						
1.1	Percentage of consumers who trust public authorities to protect their rights as a consumer ²	48%	52%	70%	55%	43%	59%
1.2	Percentage of consumers who trust sellers / providers to respect their rights as a consumer ²	49%	49%	58%	41%	37%	59%
1.3	Percentage of consumers who came across misleading or deceptive advertisements / offers ²	37%	36%	24%	47%	29%	44%
1.4	Percentage of consumers who came across fraudulent advertisements / offers ²	17%	13%	10%	20%	16%	32%
1.5	Percentage of retailers who came across misleading or deceptive advertisements / offers made by competitors ³	35%	29%	15%	30%	NA	34%
1.6	Percentage of retailers who came across fraudulent advertisements / offers made by competitors ³	19%	19%	12%	21%	NA	15%
1.7	Percentage of retailers who always or in most cases trust environmental claims made by competitors ³	32%	NA	NA	NA	NA	45%
1.8	Sweep on consumer credit (2nd stage, November 2012) - number of sites which comply with EU consumer law (out of 15 checked) ⁴	100%	20%	NA	NA	NA	83%
1.9	Sweep on digital contents (1st stage, June 2012) - number of sites flagged for further investigation (out of 10 checked) ⁴	70%	NA	NA	NA	NA	80%
	PRODUCT SAFETY						
1.10	Number of RAPEX notifications under article 12 - serious risk notifications ⁵	54	27	88	33	38	72

¹ Calculated on the basis of the 12 indicators in bold.

² Flash Eurobarometer 358 — Consumer attitudes towards cross-border trade and consumer protection, 2012.

³ Flash Eurobarometer 359 — Retailers' attitudes towards cross-border trade and consumer protection, 2012.

⁴ Information provided by Member States.

⁵ Rapex annual report 2012.

1.11	Percentage of consumers who think a significant number of non-food products are unsafe³	35%	29%	20%	27%	28%	27%
1.12	Percentage of retailers who think a significant number of non-food products are unsafe³	22%	22%	21%	21%	37%	19%
1.13	Percentage of retailers whose products were checked by authorities ³	49%	53%	23%	26%	40%	43%
1.14	Percentage of retailers whose products have been recalled or withdrawn ³	28%	14%	8%	4%	22%	17%
1.15	Percentage of retailers who carried out tests to ensure product safety ³	42%	44%	44%	27%	28%	45%
RETAILERS' AWARENESS OF CONSUMER LEGISLATION							
1.16	Percentage of retailers who know where to find or get information and advice about consumer legislation in their country ³	80%	NA	NA	NA	NA	85%
1.17	Percentage of retailers who know where to find or get information and advice about consumer legislation in other EU countries ³	31%	NA	NA	NA	NA	37%
1.18	Average percentage of retailers' correct answers about three prohibited commercial practices ³	52%	47%	56%	58%	NA	59%
1.19	Percentage of retailers who know the legal period to have a defective product repaired ³	30%	36%	34%	29%	NA	29%
2 CONSUMER EMPOWERMENT							
PROBLEMS AND COMPLAINTS							
2.1	Percentage of consumers who had a reason to complain when buying or using any goods or services in the past year ²	21%	NA	NA	NA	NA	26%
2.2	Percentage of consumers who took action when they had a reason to complain*	75%	NA	NA	NA	NA	83%
2.3	Percentage of consumers who were satisfied with complaint handling by retailer/provider*	64%	NA	NA	NA	NA	66%
REDRESS							
2.4	Percentage of consumers who find it easy to resolve disputes with sellers/providers through ADR*	30%	42%	46%	30%	27%	44%
2.5	Percentage of consumers who find it easy to resolve disputes with sellers/providers through courts²	24%	26%	35%	20%	32%	36%
2.6	Percentage of retailers who have known an ADR body ³	49%	NA	NA	NA	NA	53%
2.7	Percentage of retailers who have used ADR mechanisms ³	4%	3%	2%	4%	NA	7%
CONSUMERS' AWARENESS OF THEIR RIGHTS							
2.8	Percentage of consumers who know of cooling-off period in distance selling ²	64%	64%	NA	NA	NA	69%

¹ Calculated on the basis of the 12 indicators in bold.

² Flash Eurobarometer 358 — Consumer attitudes towards cross-border trade and consumer protection, 2012.

³ Flash Eurobarometer 359 — Retailers' attitudes towards cross-border trade and consumer protection, 2012.

⁴ Information provided by Member States.

⁵ Rapex annual report 2012.

2.9	Percentage of consumers who know the legal period to have a defective product repaired or replaced ²	65%	60%	NA	NA	NA	56%
2.10	Percentage of consumers who know their rights in case of unsolicited selling ²	18%	27%	NA	NA	NA	30%
2.11	Percentage of consumers who have heard of European Consumer Centres ²	17%	NA	NA	NA	NA	22%
MEDIA							
2.12	Percentage of consumers who have changed their behaviour as a result of a media story ²	43%	38%	55%	54%	NA	48%
SUSTAINABLE CONSUMPTION							
2.13	Percentage of consumers whose purchases were influenced by their environmental impact ²	43%	28%	36%	NA	NA	41%
CONSUMER ORGANISATIONS & INFORMATION							
2.14	Percentage of consumers who trust consumer organisations to protect their rights as a consumer²	68%	67%	70%	60%	51%	75%
2.15	National public funding to consumer organisations - (in €per 1000 inhabitants) total executed in 2010 ⁴	NA	74	58	NA	NA	NA

- The percentage of Italian retailers who carried out tests to ensure product safety has increased by some 15 percentage points between 2008 and 2012.
- The share of consumers who trust consumer organisations to protect their consumer rights has grown too.
- Italy has the fifth lowest percentage of consumers in the EU who know their rights in case of unsolicited selling.

¹ Calculated on the basis of the 12 indicators in bold.

² Flash Eurobarometer 358 — Consumer attitudes towards cross-border trade and consumer protection, 2012.

³ Flash Eurobarometer 359 — Retailers' attitudes towards cross-border trade and consumer protection, 2012.

⁴ Information provided by Member States.

⁵ Rapex annual report 2012.