

New study provides key insights into how empowering consumers find digital services

Digital services are helping people make things happen - but more needs to be done to improve trust and close the digital divide

LISBON, Portugal, December 7, 2022. The Consumer Empowerment Project – CEP, an initiative powered by Euroconsumers and Google, is releasing the Consumer Digital Empowerment Index (CDEI) research study today. The research looks into how empowered consumers feel by the digital services they use and flagged the following insights.

Key findings

- Overall, consumers feel that digital services play a positive role in their lives.
- 3 out of 4 respondents believe that ten years from now, consumption experiences will be mostly digital.
- Half of survey respondents use at least 20 digital services of the 40 included in the Index, and a large majority of the people who have used each of these digital services in the last 24 months found them useful, easy to use and a preferable alternative to the alternative, offline option

There also remains room for improvement

- Some of the biggest obstacles to the utilisation of certain digital services are a lack of awareness that they exist, and a lack of trust in providers.
- There are generational and socio-economic gaps in the attainment of consumer empowerment online. Millennials and Gen Z with higher education levels and living comfortably with disposable income are almost twice as empowered as Baby Boomers with lower income and lower levels of education.

Methodology

The research was conducted between April and September of 2022 across 10 European countries (with a focus on Belgium, Italy, Spain and Portugal) under the [Consumer Empowerment Project](#). The CDE Index aims to assess if and how the digital services consumers are using are empowering them in their everyday lives. Its core objective is to provide relevant, actionable and robust data about important topics such as consumer choice, online safety behaviours, and barriers to entry that consumers face when using digital services, to help understand where improvements can be made to improve their experience.

The study occurred in 2 stages. The work began with the index development, with a panel of 21 experts with areas of interest ranging from consumer protection to digital economy and sustainability. Through five rounds of discussion, experts identified 10 key consumption areas, 4 key digital services per area, their weighting in the final Index as well as the impact on sustainability of each digital service, resulting in a list of the 40 most empowering digital services.

This prepared the basis for the second part of the research, a quantitative survey measuring consumers' experience with digital services through online interviewing. Respondents were asked whether they used the digital service indicated by the experts and to rate them, according to the usability, usefulness and preference to the offline alternative. The survey took place in 10 European countries - with 18,861 total respondents aged between 18 and 74, that are considered active internet users.

Marco Anelli, Group Service Manager Statistical Surveys at Euroconsumers said, "The Consumer Digital Empowerment Index is a new and articulated study taking the pulse of how consumers feel empowered by digital services and helping us to reveal barriers and areas of improvement for making the online experience more valuable for consumers."

Sebastian Sposito, Public Affairs Manager for Europe, Google said, “The study is giving consumers a voice to express the role that digital services play in their lives. While we feel optimistic about the future of the digital landscape, we know there is still work to do to help consumers feel more empowered when engaging online.”

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For more information, please visit:

- [Link to the webpage](#)
- [Images](#)
- [Country fact sheets](#)
- [Video with Index presented](#)

About Euroconsumers

Gathering five national consumer organisations (Belgium, Italy, Spain, Portugal and Brazil) and giving voice to a total of more than 1.5 million people, Euroconsumers is the world’s leading consumer group in innovative information, personalised services and defence of consumer’s rights.

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