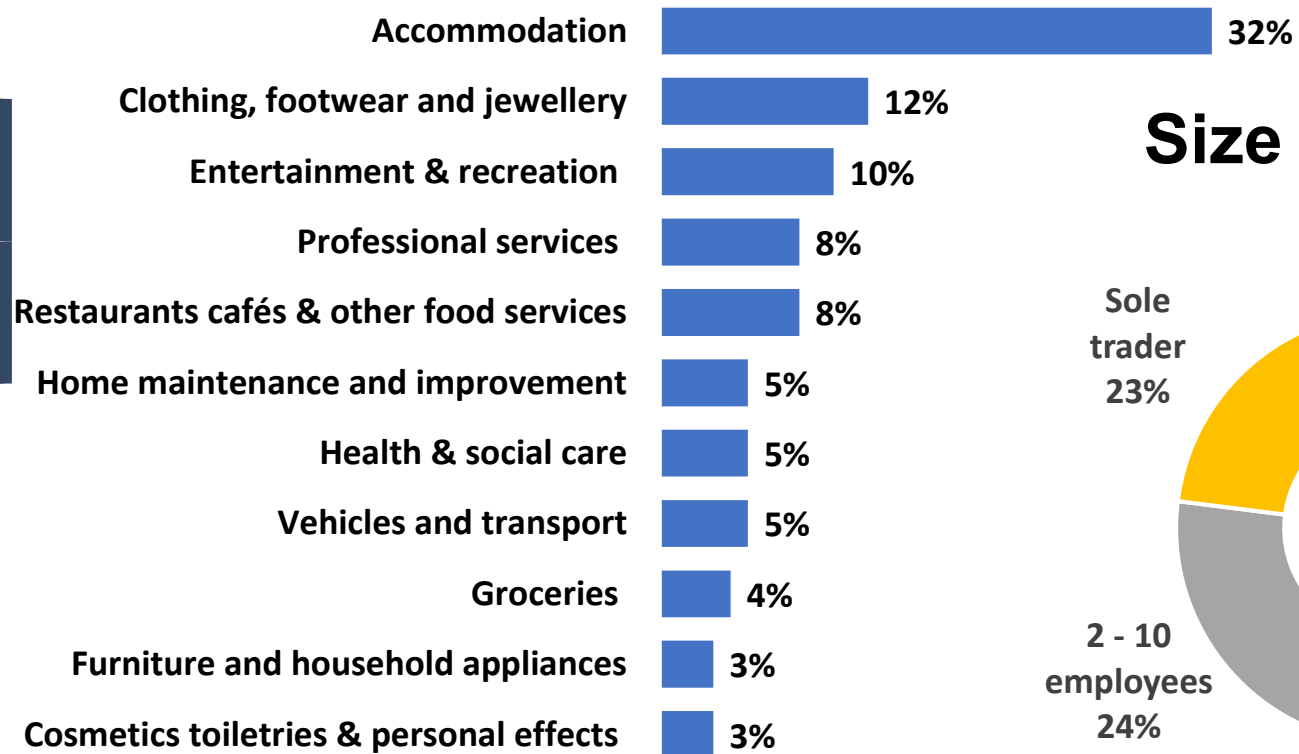# CCPC P2B SURVEY

In the second half of 2022, the CCPC worked with Ipsos MRBI to carry out a survey among businesses who offer goods or services to consumers through online platforms. The aim of the survey was to learn more about these businesses' experiences on online platforms, and to raise awareness of EU Regulation 2019/1150, known as the P2B Regulation.

In order to distribute the survey, the CCPC reached out to business representative groups in a wide range of industries. The survey received a total of 177 responses.
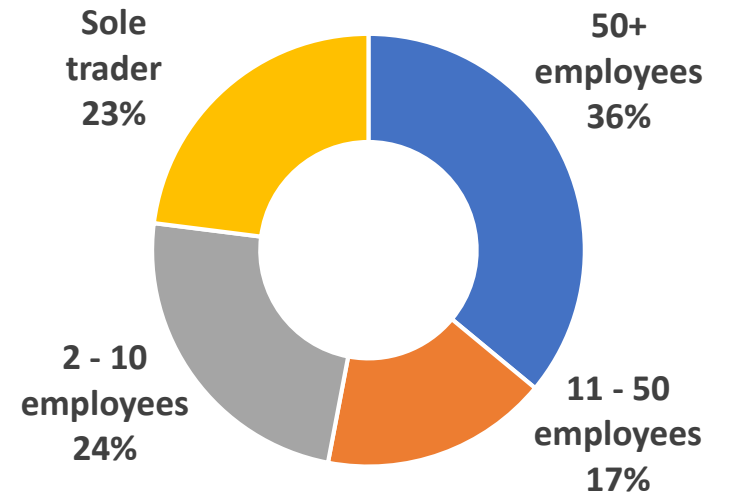
The data was gathered using the assistance of third parties for the purposes of identifying businesses' experiences with the platforms. It may not be fully representative of all businesses using online platforms to sell their products and should be treated as indicative.

The survey received responses from a wide cross section of businesses, from sole traders to companies with 50+ employees. A third of respondents operate in the accommodation sector, with clothing & footwear and entertainment & recreation being the next most common industries.

Respondents' business sector

Accommodation	32%
Clothing, footwear and jewellery	12%
Entertainment & recreation	10%
Professional services	8%
Restaurants cafés & other food services	8%
Home maintenance and improvement	5%
Health & social care	5%
Vehicles and transport	5%
Groceries	4%
Furniture and household appliances	3%
Cosmetics toiletries & personal effects	3%

Size of respondents' business

Sole trader 23%

50+ employees 36%

2 - 10 employees 24%

11 - 50 employees 17%
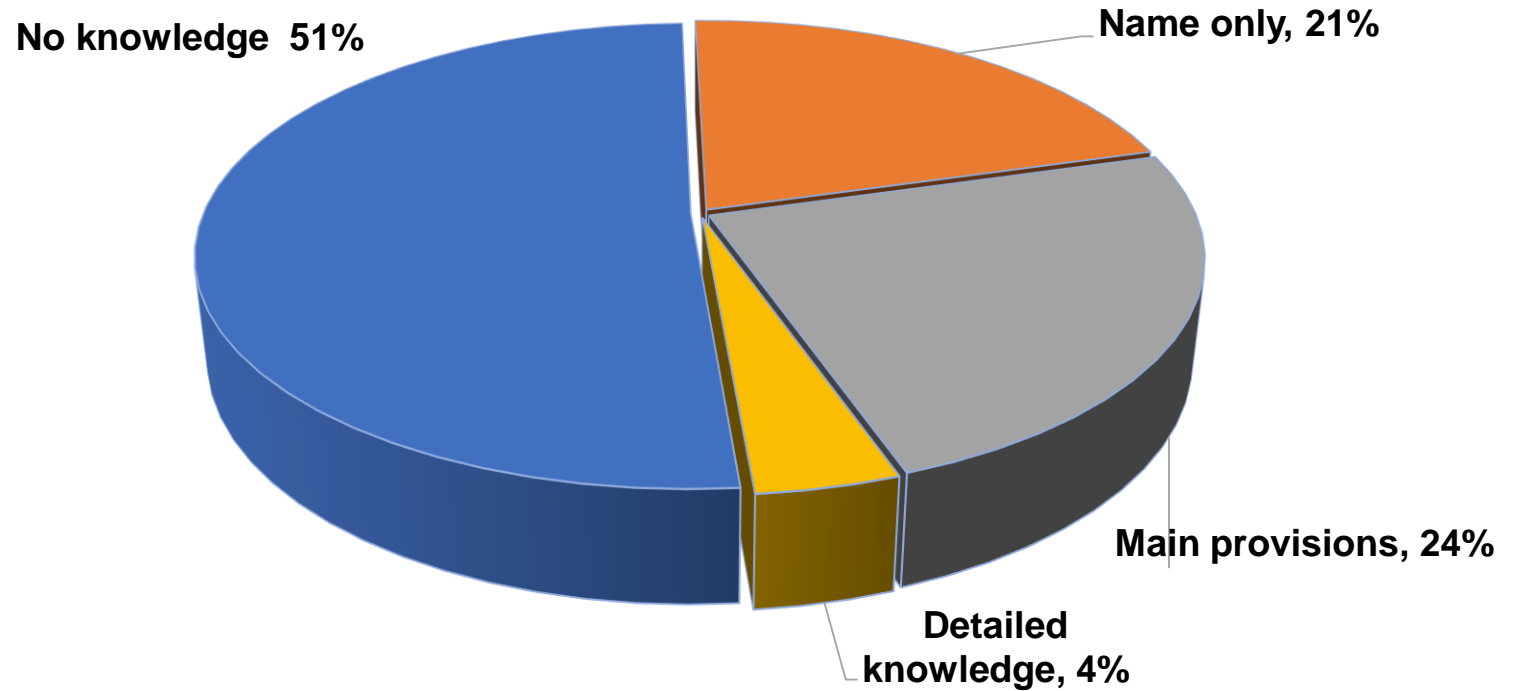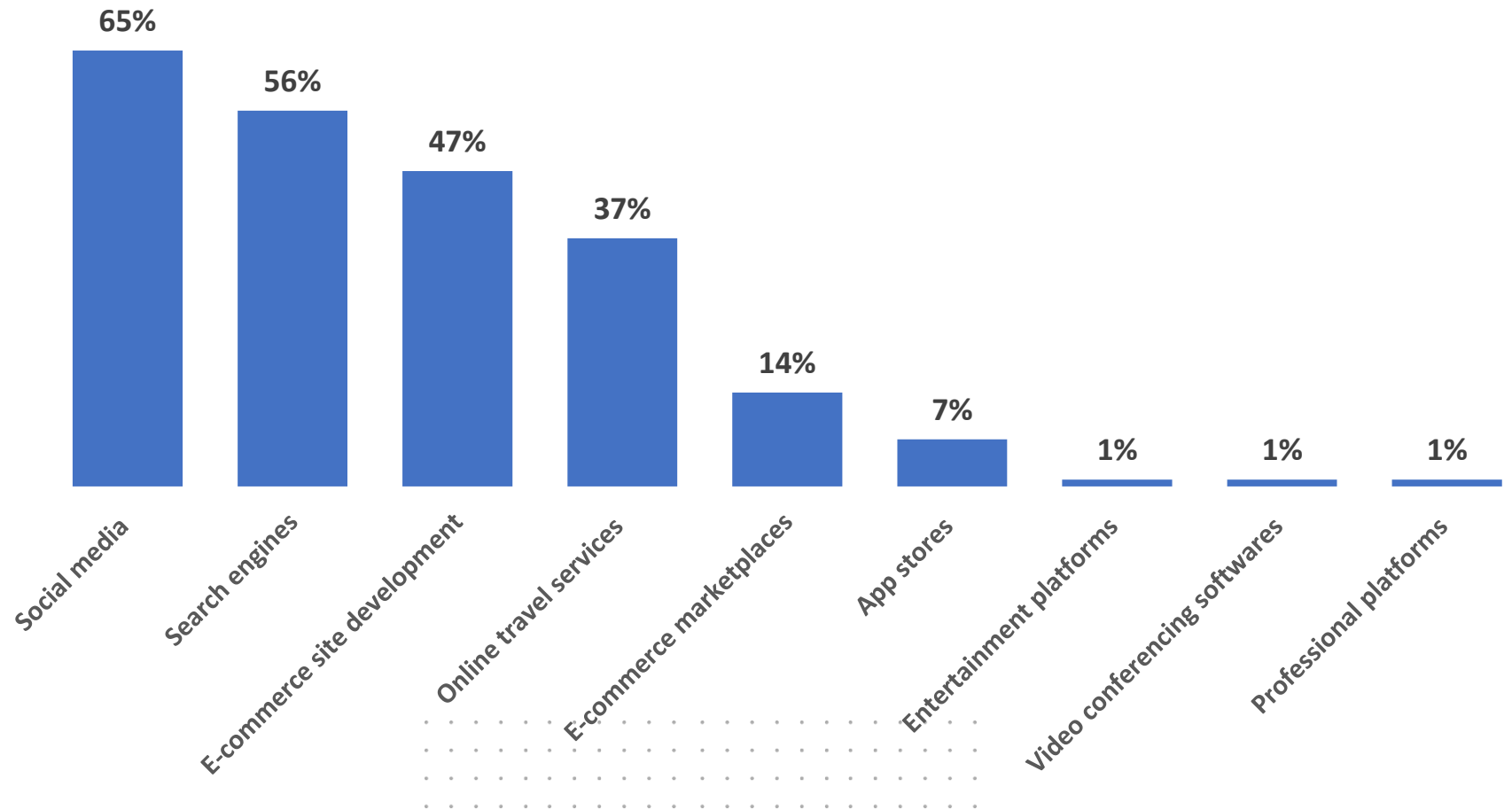
Respondents were asked to rate their knowledge of the P2B Regulation. Over half of the businesses had no knowledge; 21% had knowledge of its name only; 24% had general knowledge of its main provisions; while 4% had detailed knowledge.

Knowledge of the P2B Regulation

No knowledge 51%

Name only, 21%

Main provisions, 24%

Detailed knowledge, 4%

The feedback from the survey reflects the widespread use of platforms by online sellers. The results suggest that social media is the most commonly used platform among business users, followed by search engines and e-commerce site development platforms.

Types of platforms used by respondents

Platform	Percentage
Social media	65%
Search engines	56%
E-commerce site development	47%
Online travel services	37%
E-commerce marketplaces	14%
App stores	7%
Entertainment platforms	1%
Video conferencing softwares	1%
Professional platforms	1%

Issues most frequently experienced by business users

The survey asked respondents "When offering goods or services to consumers through online platforms, please indicate how many times you have experienced any of the following issues over the past two years". Difficulty lodging a complaint, and difficulty resolving a complaint through a platform's complaint-handling system, were the most common issues faced.

Issue	0 times	1 - 2 times	3 - 5 times	More than 5 times	Don't know
Difficulty resolving complaint via complaint-handling system	47%	24%	10%	12%	7%
Difficulty lodging a complaint	47%	24%	11%	12%	6%
Lack of information on differentiated treatment	52%	19%	6%	11%	12%
Lack of information on ranking parameters	53%	18%	7%	9%	14%
Difficulty accessing data provided by business user or consumer	54%	19%	7%	11%	10%
Lack of info on restrictions on offering goods via other sites	55%	18%	6%	10%	11%
Unnotified changes to terms & conditions	57%	28%	6%	5%	4%
Difficulty resolving complaint through independent mediation	71%	12%	4%	4%	9%
Suspension, restriction or termination of service	77%	16%	4%	1%	2%

Account suspension and termination

The survey sought further information from respondents whose service had been suspended or terminated by a platform. 36 businesses responded to this question. While the majority of issues were resolved, some businesses did not receive a satisfactory outcome.