

A study of Swedish consumers' and
merchants' knowledge of the CE
marking
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Summary

The primary conclusions from the consumer survey are:

- Among consumers, spontaneous knowledge of the CE marking has decreased somewhat since the previous survey carried out in 2004. At that time, 65% knew the CE marking, while the corresponding share in the present survey was 63%.
- The share who looks for the label frequently, sometimes, or rarely has increased since 2004, while both the share who always looks for the mark and the share who never do has decreased. There is a smaller difference between the sexes in the 2013 report than in the 2004 report.
- The share of consumers who knew that the manufacturer was responsible for the product meeting the label requirements, and the share who knew that the label is a requirement for products to be sold in the EU has increased since the 2004 survey, while the share who knew that the label means that the product fulfills basic safety requirements has decreased. Compared with the 2004 survey, a smaller share of respondents were doubtful whether the claims were true or not.
- Consumers' knowledge of which products must have the CE marking has both improved and worsened. Uncertainty has decreased for all product alternatives. The latest survey shows a smaller difference between the sexes than in the 2004 report.
- A clear change compared with the 2004 survey is that consumers are looking on the internet to a much greater extent to get more information on the CE marking. The share of respondents who are uncertain about where they should turn for more information has decreased somewhat.
- More than half of those responding knew that a number of government agencies, like the Swedish Consumer Agency and the Swedish National Electrical Safety Board, are responsible for checking the use of the CE marking. The share giving an incorrect response has decreased from 80% of respondents to 51%.

The primary conclusions from the merchant survey are:

- Merchants have good spontaneous knowledge of the CE marking, and the share who knew that products can have the CE marking has increased from 90% to 95% since the 2004 survey.

- The average value for the merchants' assessment of their own knowledge about the CE marking is 3.1, an increase from 2.4 in the 2004 survey.
- The average value for the merchants' own assessment of the amount of education or information they received at their workplace about the significance of the CE marking is largely unchanged as compared to 2004. Two-thirds of the respondents thought they had gotten little or no information about the marking in their work.
- Generally, knowledge of what the CE marking means has improved among merchants since the 2004 survey.
- As in the 2004 survey, knowledge of which products must have the CE marking is good among the companies asked, and it has improved significantly as regards bicycle helmets and toys.
- Some uncertainty prevailed about the obligations and responsibilities of importers and distributors regarding the CE marking.
- Just under half of those responding knew that a number of government agencies, like the Swedish Consumer Agency and the Swedish National Electrical Safety Board, are responsible for checking the use of the CE marking. A roughly equal share, on the other hand, was unsure of who or what was responsible for checking the CE marking, and a roughly equal share gave an incorrect response.

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1. Background

In cooperation with the Swedish Trade Federation, the Confederation of Swedish Enterprise, the Swedish Consumer Agency, the Swedish National Electrical Safety Board and the Swedish Work Environment Authority, Swedac hired HUI in 2004 to conduct a survey aimed at studying knowledge of the CE marking among consumers and merchants.

On behalf of the European Commission, Swedac also conducted a national informational campaign about the CE marking in 2011 in cooperation with the agencies in the Market Surveillance Council and the National Board of Trade. This campaign was conducted for the purpose of informing small and medium-sized businesses about what the CE marking stands for. Swedac collaborated with Almi, the Work Environment Authority, the National Electrical Safety Board, the National Board of Trade, Enterprise Europe Network and Business Sweden on this campaign. A number of agencies, along with the Swedish Trade Federation and Teknikföretagen, have also jointly written an informational article about the meaning and significance of the CE marking for the internal market.

The purpose of this study is to provide the Market Surveillance Council with information on current knowledge of the CE marking among consumers and merchants so as to evaluate completed and continuing work on market surveillance issues by following up on the results from 2004, and to see how the development has changed.

1.1 The CE marking

The product directives in EU product legislation indicate the requirements for specified product categories that are intended for sale within the common market in the EU. These requirements contain standards for health, safety, and the environment, for example. The CE marking means that the manufacturer attests that the products with the marking meet the requirements of the EU directives for health, safety, and the environment, and other product characteristics, and that the proscribed procedures for control have been followed.

1.3 Significance of the CE marking

The CE marking means that the manufacturer attests that the product sold meets the basic requirements for health and safety, or other interests worthy of protection. An importer also has an obligation to see to it that the product has the marking before it is made available on the market; the distributor, however, is responsible for checking that a product it offers for sale on the market has the marking, if so proscribed. The CE marking is mandatory for products covered by legislation where there are provisions on CE marking, for example products that could be hazardous to the user – electrical products, machinery, toys, and personal protection equipment. Other products might not have the CE marking. The CE marking applies to many products sold within the EU, regardless of whether they were manufactured within or outside the EU. A product can be imported from a country outside the EU if it meets the requirements in the EU directives and if the manufacturer applies the CE marking. If the product does not have the CE marking, it is the responsibility of the importer to take care of that after having ensured that the product meets the requirements. These requirements and provisions are checked by agencies in Sweden and the rest of the EU. In Sweden, the agencies within the Market Surveillance Council check that products being sold meet the requirements established by legislation – for example, the CE marking requirement.

2. Consumers' knowledge of the CE marking

In this chapter, the results of the survey of consumers' knowledge of the CE marking are presented. Spontaneous knowledge was studied to begin with; knowledge of the meaning of the marking was thereafter scrutinised in more detail. In addition, the survey asked the extent to which consumers look for the CE marking, where they would like to turn for more information about the marking, and who or what is responsible for checking that the CE marking is used correctly.

2.1 Design of the survey

The interviews were carried out by Evry in January 2013. In total 765 people were interviewed, 345 women and 420 men. Of these people, 265 did not know what the CE marking was, so the interview could not be completed. The sample of those who answered the entire survey is thus the remaining 500 people.

The people surveyed are age 16 and older; in the analysis, the responses are shown in four age intervals: 16-29, 30-44, 45-59 and 60 and over. As in the 2004 survey, the responses have also been analysed with consideration given to the respondents' gender, level of education, and household income.¹ Additionally, in the latest survey – where the number of respondents was large enough – the responses were analysed according to the respondent's work situation and the industry the respondent works in. The number of respondents in the respective categories, however, is not always large enough for it to be possible to draw any conclusions from the results. This means that the results for work situation and industrial affiliation should be interpreted with great care. It may still be interesting to study whether the responses to certain questions differentiate themselves between different industries and work situations. The questionnaire is attached in Appendix 1.² Below, the questions in the survey have been analysed separately and presented under the subsequent sections.

¹ Household income is given before taxes, that is, the gross household income.

² To avoid what are known as "systematic errors" in the answers, the sequence of certain of the questions was randomised when the questions were asked. This means the survey didn't always start with reading Question 1 and then going in numerical order, but that the questions were asked randomly.

Table 1. Number of people interviewed in the respective groups

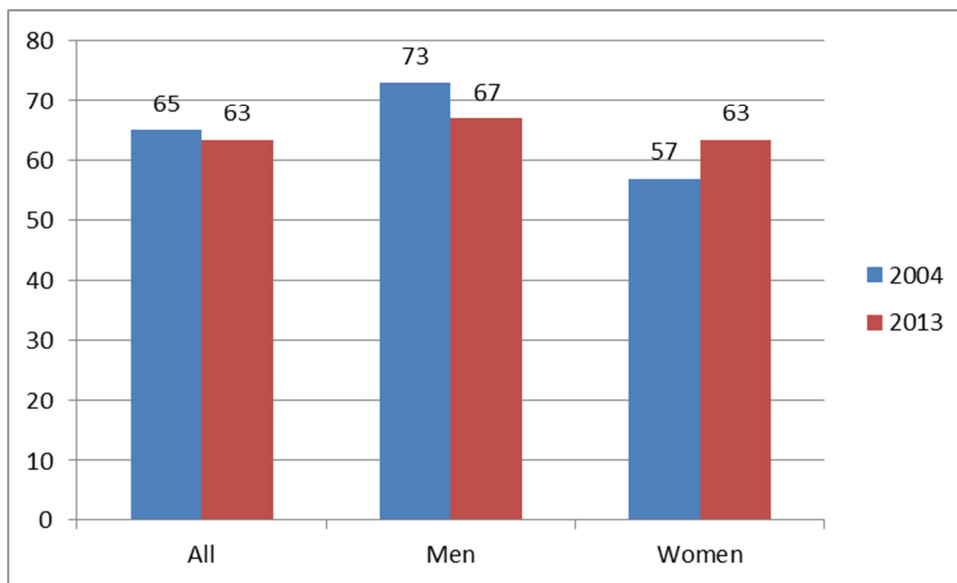
	Total	Women	Men	16-29	30-44	45-59	60+
Base: Yes	500	219	281	71	138	167	124
Base: All	765	345	420	152	172	213	228

2.2 Spontaneous knowledge of the marking

The initial question on the survey was asked to get an idea of the spontaneous knowledge of the CE marking. In total, 63% knew that products can have the CE marking, 2 percentage points lower than the survey conducted in 2004.

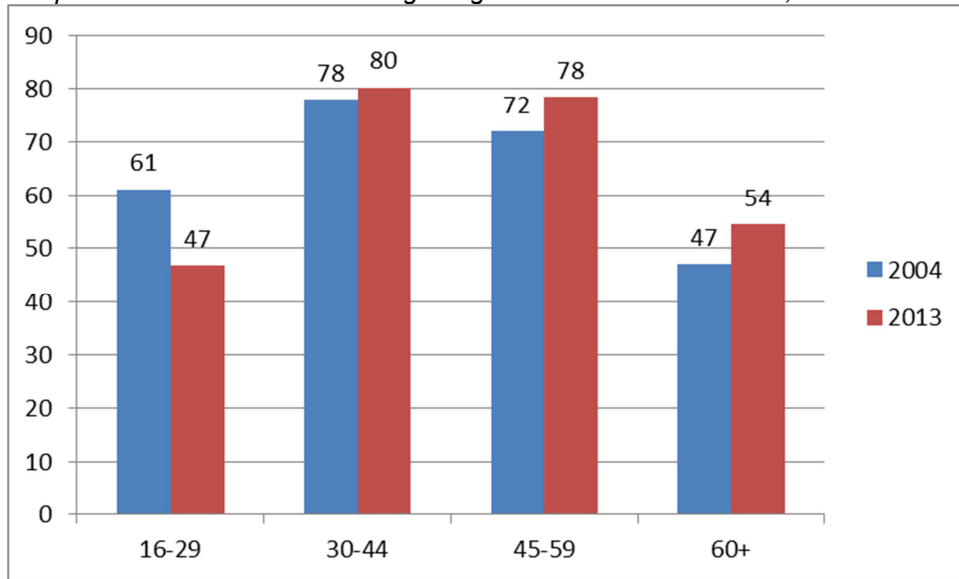
As in the 2004 survey, more men than women said they knew that products can have the CE marking, 67% compared to 63%. On the other hand, the share of men who thought they knew about the marking has decreased since 2004, while the share of women has increased – in both cases by 6 percentage points.

Diagram 1. Have you ever heard, or seen, that products can have the CE marking? Respondents divided by gender. Distribution of answers, %



There are also differences regarding knowledge of the CE marking in different age groups, which is shown in Diagram 2. The 30-44 age group has the best knowledge of the marking; 80% say they know about it. In the 16-29 age group, there were more that didn't know about it than those who did. This age group has seen the biggest change since 2004, and it is also the only group that has worse knowledge now than in 2004 (47% in 2013 compared with 61% in 2004).

Diagram 2. Have you ever heard, or seen, that products can have the CE marking? Respondents distributed according to age. Distribution of answers, %

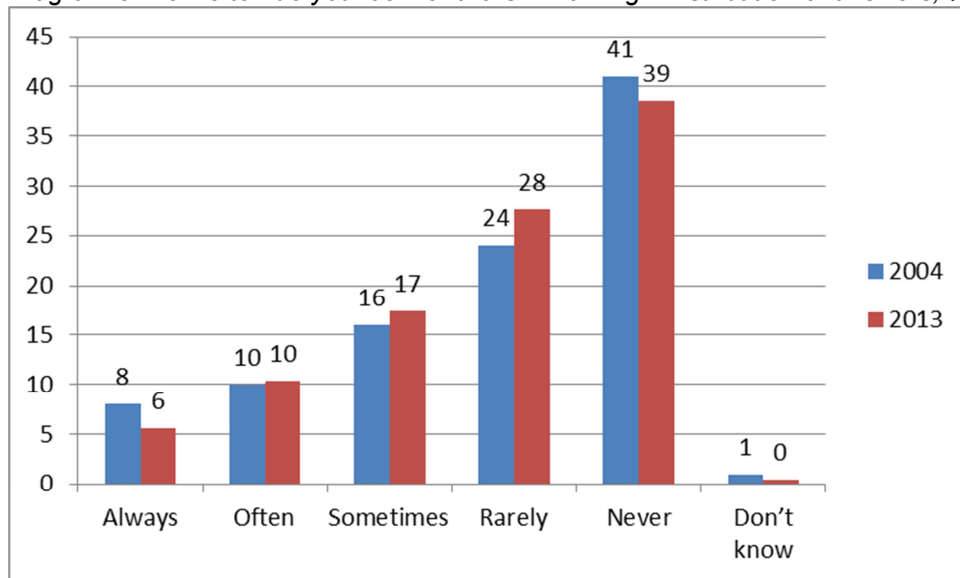


2.3 Is the CE marking something that consumers ask for?

The second question on the survey studies how often the respondent usually looks for the CE marking, which is shown in Diagram 3. The analysis that follows shows only the responses for the 500 people who answered that they had ever heard or seen that products can have the CE marking.

6% answered that they always look for the marking, 10% do it often, and 17% do it sometimes. 39% answered that the CE marking is something they never look for. Both the share who always looks for the mark and the share who never do has decreased since the 2004 survey, while the share who looks for it often, sometimes, or rarely has increased.

Diagram 3. How often do you look for the CE marking? Distribution of answers, %



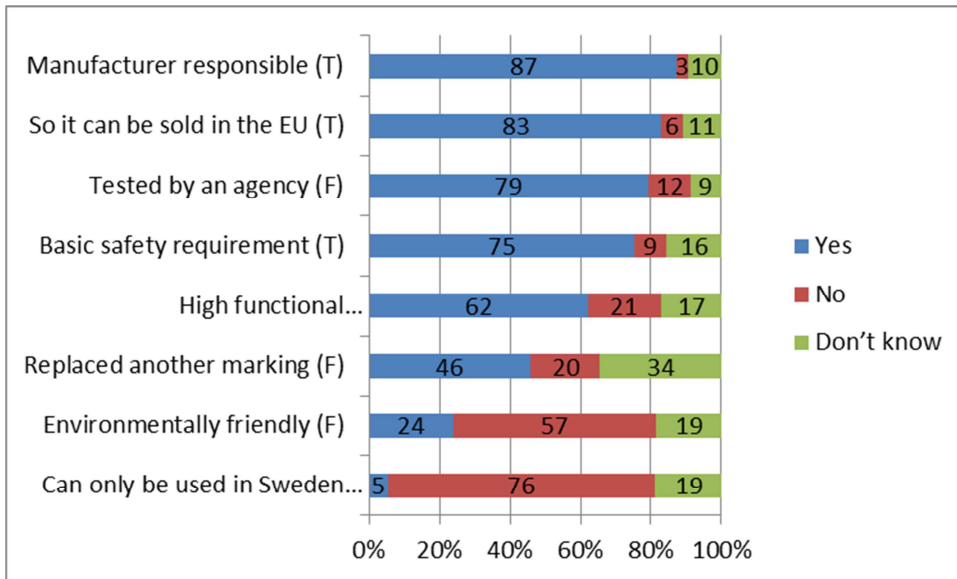
There is a smaller difference between the sexes in the 2013 report than in the 2004 report, and the equalisation is especially obvious among respondents who say that they never or always look for the CE marking. The share of men who say that they always look for the CE marking has decreased, while the share of women is unchanged. Studying the respondents who say they never look for the marking, we note that the share of women has decreased, while the share of men has increased somewhat. The share of women who say that they rarely look for the CE marking has increased, while the share of men has decreased somewhat.

Allocated by age group shows that – as in the 2004 survey – over half of the respondents in the youngest age category say that they never look for the CE marking. The oldest age category is still the one where the largest share of respondents says that they always or often look for the marking.

2.4 Knowledge of the significance of the CE marking

The respondents were then presented with different statements about the CE marking for the purpose of surveying their ideas of what the marking stands for. Both true and false statements were used in the survey, and the results gave a mixed picture of changes concerning knowledge of the marking.

Diagram 4. What does the CE marking stand for? Distribution of answers, %



The share of respondents who knew that the manufacturer was responsible for the product meeting the label requirements, and the share who knew that the label is a requirement for products to be sold in the EU has increased, while the share who knew that the label means that the product fulfills basic safety requirements has decreased. Compared with the 2004 survey, a smaller share of respondents were doubtful whether the claims were true or not. Each statement studied is shown individually below.

Table 2. What does the CE marking stand for? Distribution of answers, %

	2004			2013		
	Yes	No	Don't know	Yes	No	Don't know
<i>Manufacturer responsible (T)</i>	75	4	21	87	3	10
<i>So it can be sold in the EU (T)</i>	46	20	34	83	6	11
<i>Tested by an agency (F)</i>	77	7	16	79	12	9
<i>Basic safety requirement (T)</i>	81	2	16	75	9	16
<i>High functional requirements (F)</i>	51	20	29	62	21	17
<i>Replaced another marking (T)</i>	46	14	40	46	20	34
<i>Environmentally friendly (F)</i>	18	52	30	24	57	19
<i>Can only be used in Sweden (F)</i>	9	62	29	5	76	19

The CE marking means the manufacturer is responsible for the product complying with applicable requirements. -TRUE

87% of those asked thought that the CE marking means that the manufacturer is responsible for the product meeting applicable requirements. This is an increase compared to the 2004 survey, where 75% of the respondents knew that the manufacturer is responsible. The share who were unsure decreased from 21% to 10%. Respondents over the age of 45 were more aware that the CE marking means the manufacturer is responsible for the product complying with applicable requirements. There were no differences between sexes, or regarding income, education, or industry.

The product must have the CE marking so it can be sold within the EU - TRUE

The greatest difference compared with the 2004 survey is that the share of respondents who think that a product must have the CE marking to be sold within the EU has increased from 46% to 83%. The share of respondents who answered that the statement was not true has decreased from 20% to 6%, and the share of those unsure decreased from 34% to 11%. Among those working in manufacture and construction, the share who knew that certain products must have the CE marking to be sold in the EU is higher than average, while it was lower among those working in schools. No observable difference between gender, age, education, and income.

The product is approved and tested by an agency - FALSE

The share of respondents who think that the CE marking means that a product is approved and tested by an agency is 79%, largely unchanged in comparison with the 2004 survey. The share who knew the statement is false has increased from 7% to 12%, while the share who were uncertain has decreased. No observable differences within the other groups.

The product meets basic safety requirements - TRUE

75% of the respondents thought that a product with the CE marking means that it meets basic safety requirements. This is one of the two statements that a smaller share of respondents agreed with than in the 2004 survey, when 81% knew that the CE marking means that the product meets basic safety requirements. The share of

respondents who thought the statement was false has increased from 2% to 9%, while 16% were uncertain. No observable differences within the other groups.

The product meets high functional requirements – FALSE

Among those asked, 62% thought that products with the CE marking meet high functional requirements, an increase compared with the 2004 survey when the share was 51%. The share who were uncertain whether the statement was true has decreased from 29% to 17%, while the share who thought that the marking did not mean a product met high functional requirements is unchanged (21%). Respondents with the lowest level of education were the ones who thought the most that the CE marking means that a product meets high functional requirements. When the responses we analysed according to the industry where the respondents worked, those who work in construction (who thought most that the marking means high functional requirements) and those who work in schools (where the lowest share thought that the marking means high functional requirements) differentiated themselves.

The CE marking has replaced another mandatory marking, like the S marking - TRUE

As in the 2004 survey, 46% of the respondents believe that the CE marking has replaced another mandatory marking, such as the S marking. The share who thought the statement is false has increased from 14% to 20%, while the share who were uncertain has decreased somewhat to 34%. The results varied depending on the age of the respondents; 60% of those over 60 knew that the CE marking has replaced another mandatory marking such as the S marking. Among the youngest respondents, more than half were uncertain.

The CE marking means the product is environmentally friendly – FALSE

57% of the respondents knew that the CE marking does not mean that a product is environmentally friendly, an increase from 52% in the 2004 survey. The share who thought this was the case has also increased, however, from 18% to 24%. The share who were unsure has decreased from 30% to 19%. An analysis of responses by age group, income, and level of education shows that the lowest groups had the highest share of those who believed that the CE marking means a product is environmentally friendly.

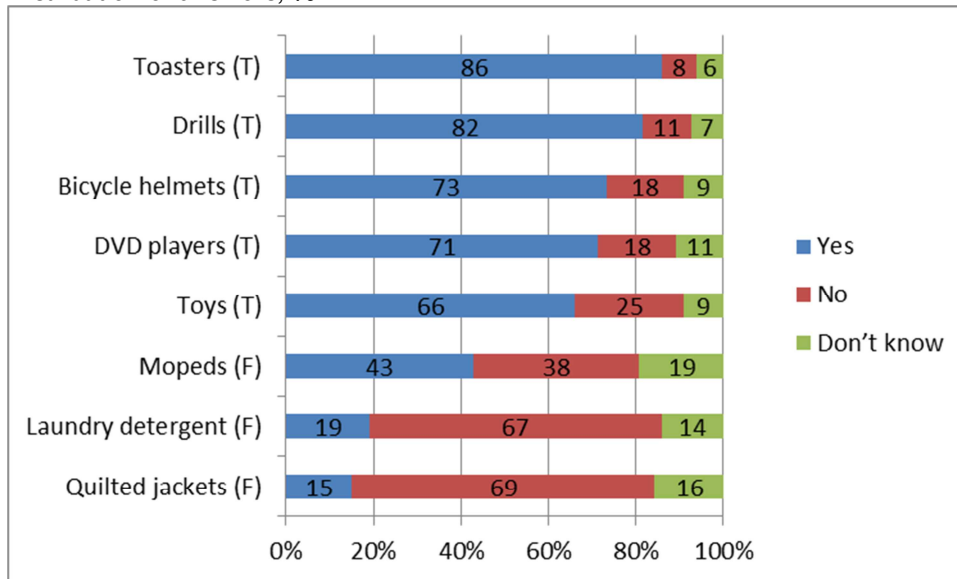
The CE marking is only used in Sweden - FALSE

Around two-thirds of the respondents (76%) knew that the CE marking is not only used in Sweden, an increase from 62% in the 2004 survey. The share who were unsure has decreased drastically, from 29% to 19%. The respondents with the lowest income levels were most aware that the CE marking is not used only in Sweden.

2.5 Knowledge of which products must have the CE marking

The survey participants were also asked if they knew which products must have the CE marking. For each product, the respondent could answer that it needs the CE marking, that it does not need the CE marking, or that they did not know. The share of respondents who believed that a product needed the CE marking has increased since the 2004 survey, both for products that need the marking and for products that don't need it. Uncertainty has decreased for all product alternatives.

Diagram 5. Which of the following products do you think must have the CE marking?
Distribution of answers, %



*Table 3. Which of the following products do you think must have the CE marking?
Distribution of answers, %*

	2004			2013		
	Yes	No	Don't know	Yes	No	Don't know
Toasters (T)	82	6	12	86	8	6
Drills (T)	79	6	15	82	11	7
Bicycle helmets (T)	57	22	21	73	18	9
DVD players ³ (T)	71	11	18	71	18	11
Toys (T)	53	29	19	66	25	9
Mopeds (F)	28	40	32	43	38	19
Laundry detergent (F)	13	66	21	19	67	14
Quilted jackets (F)	8	68	24	15	69	16

The latest survey shows a smaller difference between the sexes than in the 2004 report, but the difference was still significant as regards drills (85% of the men said that drills needed the CE marking, compared with 77% of the women) and DVD players (78% of the men said that DVD players needed the CE marking, compared with 63% of the women). A higher share of women than men knew that bicycle helmets and toys need CE marking.

A closer review of how the answers differ in the various age groups show in general that the younger respondents did not know as well which products needed the CE marking, except as regards toys, where the oldest age group had the lowest share of respondents who knew that the products needed the CE marking.

As in the 2004 survey, the size of household income turned out to be significant for how the answers were distributed. Higher income in most cases resulted in correct responses to a greater extent, while respondents in the lowest income interval generally had the lowest share of correct responses. The lowest incomes, however, were most aware that DVD players, toys, and mopeds needed the CE marking.

The results showed no large differences regarding education and work situation. On the other hand, an analysis of the responses based on the industry the respondents work in suggests that respondents in the public sector generally were most aware of which products needed the CE marking.

2.6 Sources of information on the CE marking

To measure consumers' spontaneous knowledge of where they can turn to for more information on the CE marking, a fully open question was asked – no response alternatives were provided, and several response alternatives were possible. A clear change compared with the 2004 survey is that consumers are looking on the internet to a much greater extent to get more information on the CE marking. In the 2004 survey, the participants most frequently wanted to turn to the Swedish Consumer Agency, but that share has decreased from 25% to 16%. The share of respondents who are

³In the 2004 survey, the question asked whether video players needed the CE marking

uncertain about where they should turn for more information has decreased somewhat, from 24% to 21%.

*Table 4. Where would you rather turn to get more information about the CE marking?
Distribution of answers, %*

	2004	2013
I'd rather look on the Internet	18	45
Don't know	24	21
To the Swedish Consumer Agency	25	17
To the municipality's consumer advisors	18	8
Other	10	4
I'd ask at the business	10	2
To a government agency/agencies	3	2
To the manufacturer	2	2
To the Technical Research Institute of Sweden	2	1
To the Swedish National Electrical Safety Board	2	0
To the National Board for Consumer Disputes	1	0
To the European Commission	1	0
To SEMKO	0	0

As in the 2004 survey, the youngest age group was the one that most wanted to search for information on the Internet, and the share has increased drastically from 31% to 62%. Respondents in the oldest age group were still the most uncertain, but the share has decreased from 30% to 27%. The respondents older than 60 were also the age group who would be least likely to search on the Internet, but the share has increased from 6% to 23%.

A pattern that emerges when the responses are analysed based on the industry the respondents work in is that a larger share among those who work in the public sector would rather turn to the municipality's consumer ombudsman or the Swedish Consumer Agency. In addition, a smaller share of those working in the public sector were uncertain than in other industries. An analysis of the responses based on level of education shows that respondents with only primary school education felt uncertain to a greater degree about where they would turn for more information than other groups. The results showed no large differences regarding income level and work situation.

*Table 5. Where would you rather turn to get more information about the CE marking?
Respondents distributed by age and gender. Distribution of answers, %*

	Total	Women	Men	16-29	30-44	45-59	60+
I'd rather look on the Internet	45	50	41	62	56	44	23
Don't know	21	15	26	20	17	20	27
To the Swedish Consumer Agency	17	22	14	4	18	20	19
To the municipality's consumer advisors	8	9	7	0	4	10	16
Other	4	2	6	4	5	4	5
I'd ask at the business	2	3	2	0	0	2	6
To a government agency/agencies	2	2	3	3	0	2	5
To the merchant	2	1	2	3	0	2	2
To the manufacturer	2	1	2	6	3	0	0
To the Technical Research Institute of Sweden	1	0	1	0	1	1	1
To SEMKO	0	0	0	0	1	0	0
To the National Board for Consumer Disputes	0	0	0	0	0	1	0
To the European Commission	0	0	0	0	1	0	0
To the Swedish National Electrical Safety Board	0	0	0	0	0	0	0

2.7 Checking the use of the CE marking

The final question in the survey asked who or what is responsible for checking that the CE marking is used correctly. The participants in the survey were presented with a randomly ordered list and given the opportunity to choose several different alternatives. Diagram 6 shows that more than half of those responding knew that a number of government agencies, like the Swedish Consumer Agency and the Swedish National Electrical Safety Board, are responsible for checking the use of the CE marking. The share giving an incorrect response has decreased from 80% of respondents to 51%, while the share who are uncertain has increased somewhat.

Diagram 6. Who or what is responsible for checking that the CE marking is used correctly? Distribution of answers, %

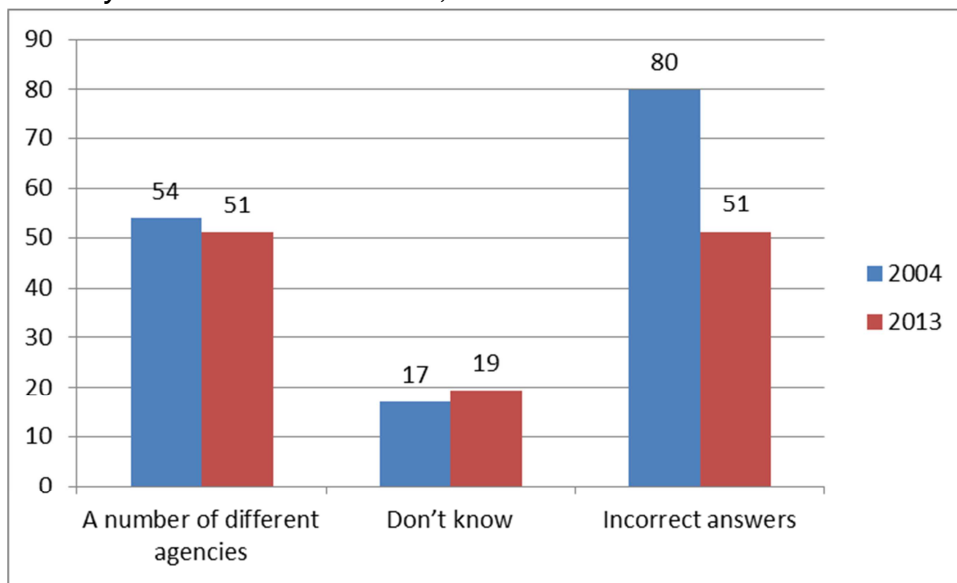


Table 6 shows that the most common incorrect response is the European Commission, and the share that gave this answer is largely unchanged compared to the 2004 survey. On the other hand, the shares that believed that the Technical Research Institute of Sweden, SEMKO, and/or other national dispute boards have responsibility has decreased.

Table 6. Who or what is responsible for checking that the CE marking is used correctly? Distribution of answers, %

	2004	2013
A number of different agencies, like the Swedish Consumer Agency or the Swedish National Electrical Safety Board	54	51
Don't know	17	19
The European Commission	19	18
The Technical Research Institute of Sweden	27	15
SEMKO	24	13
To the National Board for Consumer Disputes	10	4
Other	0	1

Among men, a larger share of respondents believed SEMKO has the responsibility (19%) than among women (7%). The youngest age group was the one with the largest share of uncertain respondents (30%). The highest shares of respondents who knew that a number of different agencies were responsible were among those working in the public sector – in health care as well as in the motor, wholesale, and retail trades.

3. Merchants' knowledge of the CE marking

This chapter is devoted to describing merchants' knowledge of the CE marking. The survey was aimed at businesses that are members of the Swedish Trade Federation and who are affected by the CE marking.

3.1 Design of the survey

The survey was aimed at businesses that sell goods with the CE marking and that meet the criteria of the selection from the 2004 survey. The questionnaire was sent out to 1,358 businesses, of which 218 responded to the survey, yielding a response frequency of 20%. This is a normal response frequency for surveys of Swedish Trade Federation members. The survey was conducted during January and February 2013. For certain questions, the responses for different industries are also shown. The number of respondents in the respective industries, however, is not always large enough for it to be possible to draw any conclusions from the results. This means that the results divided at the industry level should be interpreted with great care. It may still be interesting to study whether the responses to certain questions differentiate themselves between different industries.

3.2 Spontaneous knowledge of the CE marking

The first question asked was whether the merchants had ever heard, or seen, that products can have the CE marking. 95% answered that they knew that products can have the CE marking, an increase of 5 percentage points compared with the 2004 survey.

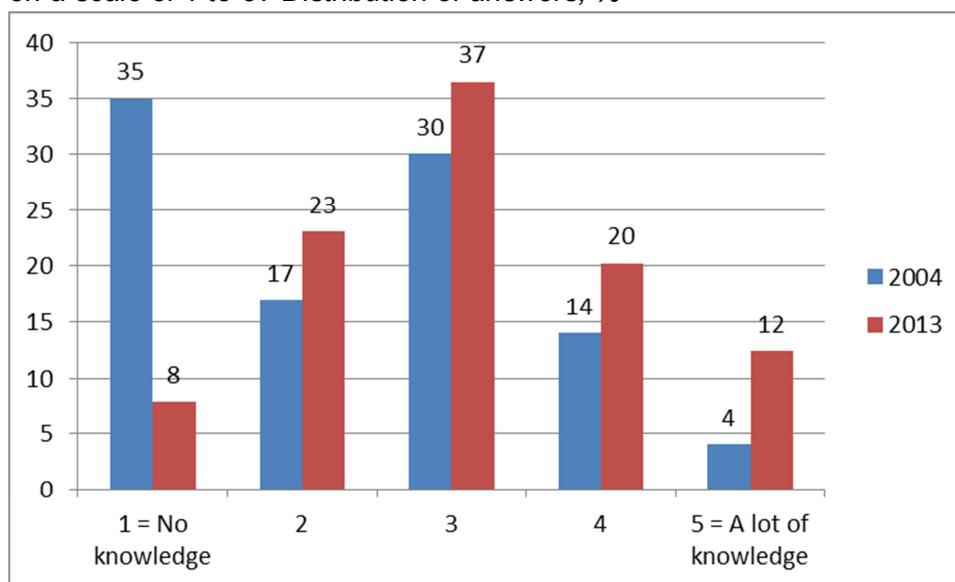
At the industry level, those responding in home electronics, computers, lighting and telecommunications, as well as those in sport and toys said they knew about the CE marking. The branch with the lowest knowledge of the CE marking was furniture and interior decorating, where 85% of those asked knew about it. There were no observable differences in the other categories.

3.3 Own estimation of knowledge of the CE marking

The second question on the survey studied the merchant's own estimation of his knowledge about the CE marking. The respondents were requested to grade their knowledge of what the CE marking stands for on a scale of 1 to 5⁴. The average value of the grade in 2013 was 3.1, an increase compared with the previous survey, where the average value was 2.4.

In Diagram 4, the distribution of how those asked graded their own knowledge. It is clear that the share who sees themselves as having no knowledge of the CE marking has decreased drastically, from 35% to 8%. The share who believe they have a great deal of knowledge has increased from 4% to 12%.

Diagram 7. How would you grade your knowledge of what the CE marking stands for, on a scale of 1 to 5? Distribution of answers, %



At the industry level, the mean value of own knowledge was highest among those who work in home electronics, computers, lighting and telecommunications (3.5) and lowest among construction, ironworking, and HVAC as well as in furniture and interior decorating (2.7). An analysis of the responses according to activity type shows that respondents in manufacturing believed themselves to have the greatest knowledge (4.3 on average) and those in wholesale the least knowledge (2.8 on average). The respondents whose product range comes chiefly from Sweden believed themselves to have the worst knowledge of the marking (2.7) while the mean value was highest among those whose product range comes chiefly from the EU/EEA (3.1) or from other parts of the world (3.3).

Product and quality managers, as well as informational and customer service representatives, believed themselves to have good knowledge of the CE marking (4.0 and 3.8 respectively). On the other hand, the average for CEOs and management, sales and "other" roles were lower than average (2.8, 2.9 and 2.9). Own estimation of

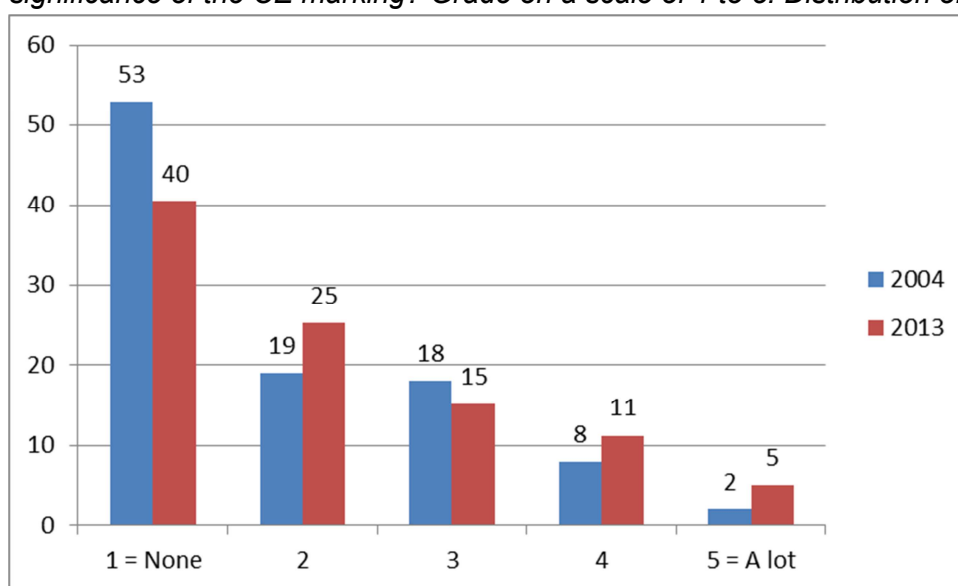
⁴Where 1 stands for no knowledge and 5 stands for a great deal of knowledge.

knowledge about the marking was highest among those working in businesses with more than 250 employees (4.0).

3.4 Education and information on the CE marking

The mean value of the respondents' assessment of how much education or information they had gotten at their job about the significance of the CE marking is relatively low, and largely unchanged in comparison with the 2004 survey (2.1 compared to 2). Two-thirds of the respondents thought they had got little or no information about the marking in their work. On the other hand, the share of respondents who indicate that they have received no education or information decreased from 53% to 40%.

Diagram 8. How much education or information have you got at your job about the significance of the CE marking? Grade on a scale of 1 to 5. Distribution of answers, %



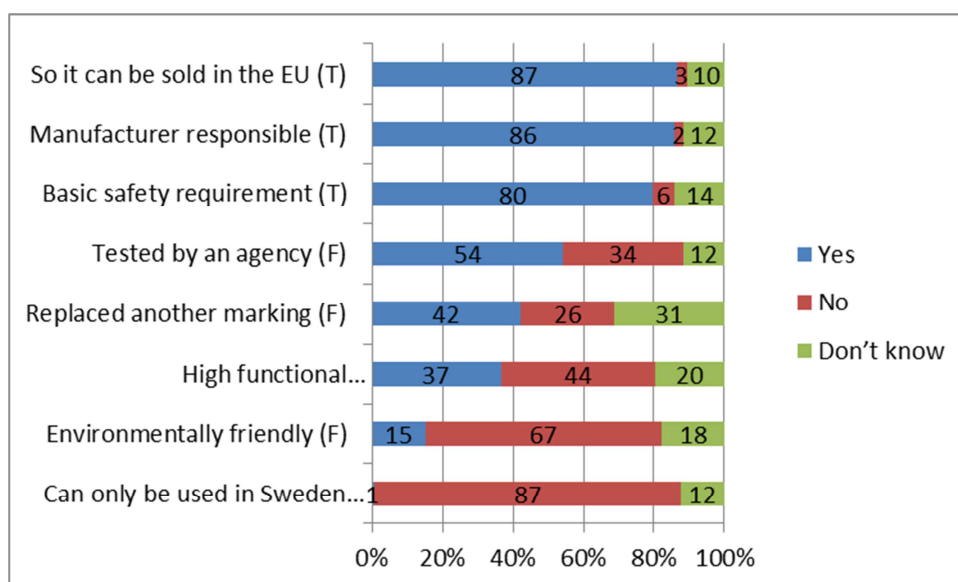
The mean value is highest for respondents who work in home electronics, computers, lighting, and telecommunications, as well as those who work in sport and toys (2.6 and 2.4 respectively), and lowest among those working in furniture and interior decorating (1.6). An analysis of responses based on the respondents' areas of activity show that the mean value is highest among those working in manufacturing (3.0) and lowest among those working in retail (1.9). Employees at businesses with 51-100 and more than 250 employees had a higher mean value than the entire selection of responses (2.7 and 3.0), while there was no apparent difference for the remaining size groups. Neither were there any apparent differences when the responses were analysed according to type of town or settlement where the operations were located, or according to the respondents' role in the business.

3.5 Knowledge of the significance of the CE marking

To study merchants' knowledge of what the CE marking stands for, the respondents were presented with various statements, and were asked to say if they thought the statements were true or false, or if they didn't know. To get an idea of whether the merchants were conveying incorrect information, the people questioned were also presented with statements that were false.

Close to 90% of those questioned knew that certain products must have the CE marking to be permitted for sale within the EU, and a similar share knew that the manufacturer is responsible for the product meeting the requirements for CE marking. A slightly smaller share knew that the CE marking means that the product meets basic safety requirements. Less than half the respondents knew that the CE marking has replaced another mandatory marking, like the S marking.

Diagram 9. What does the CE marking stand for? Distribution of answers, %



In general, knowledge of the marking has improved among merchants since the 2004 survey. With regards to both statements that were true and those that were false, knowledge has either increased or remained unchanged since 2004. On the other hand, the share that said they were uncertain as regards whether the CE marking implies basic safety requirements, if it means that a product has been tested by an agency, and if the marking has replaced another marking has increased. Each statement studied is shown individually below.

Table 7. What does the CE marking stand for? Distribution of answers, %

	2004			2013		
	Yes	No	Don't know	Yes	No	Don't know
So it can be sold in the EU (T)	61	20	19	87	3	10

Manufacturer responsible (T)	88	4	8	86	2	12
Basic safety requirement (T)	94	4	1	80	6	14
Tested by an agency (F)	79	18	4	54	34	12
Replaced another marking (T)	49	29	22	42	26	31
High functional requirements (F)	41	40	19	37	44	20
Environmentally friendly (F)	12	66	22	15	67	18
Can only be used in Sweden (F)	4	87	9	1	87	12

The product must have the CE marking so it can be sold within the EU - TRUE

The share of respondents who knew that certain products must have the CE marking to be sold within the EU has increased from 61% to 87% since the 2004 survey, while both the share that did not know and the share that were uncertain have decreased. Respondents who work in retail have worse knowledge than average, while all respondents who work in manufacturing knew that this was the case.

The CE marking means the manufacturer is responsible for the product complying with applicable requirements. -TRUE

The share who were aware that the manufacturer is responsible for the product meeting applicable requirements is largely unchanged since 2004. In this case as well, knowledge was greatest among those working in manufacturing and lowest among those working in retail. The respondents whose product range comes chiefly from the EU/EEA had the highest share of those who were aware that the manufacturer is responsible (91%), while those whose product range comes from countries outside the EU had the least knowledge of this (79%).

The product meets basic safety requirements - TRUE

80% of those questioned knew that the CE marking means that a product meets basic safety requirements. This amounts to a decrease since the 2004 survey, when it was the statement that the merchants had the best knowledge of (94% answered 'yes'). The difference can be explained by an increase in the share of those uncertain, from 1% to 14%.

The product is approved and tested by an agency - FALSE

Around half of the respondents believe that the CE marking means that the product is approved and tested by an agency. The share has, however, decreased from 79% in the 2004 survey. The share that knew that products with the CE marking do not need to be tested and approved by an agency has almost doubled (to 34%) in the later survey.

The CE marking has replaced another mandatory marking, like the S marking - TRUE

On the question of whether the CE marking has replaced another mandatory marking such as the S marking, the greatest difference compared to the 2004 survey is that the share of respondents who were uncertain has increased from 22% to 31%. Both the

share who thought the statement is true and the share that thought the statement is false have decreased somewhat; this is possibly due to an increase in the share of those who are uncertain. Knowledge was least among those working in manufacturing and greatest among those working in retail.

The product meets high functional requirements – FALSE

The share of respondents who knew that the CE marking does not mean that a product meets high functional requirements has increased somewhat since the 2004 survey, from 40% to 44%. On this question, both respondents who work in manufacturing and those working in imports have better knowledge than the mean value for all those questioned (50% and 60% respectively).

The CE marking means the product is environmentally friendly – FALSE

The merchants' knowledge on the question of whether products with the CE marking must be environmentally friendly is largely unchanged compared with the 2004 survey. Again, it is those who work in manufacturing or imports who know to the greatest extent that the CE marking does not mean that a product is environmentally friendly, while the share is lower among those working in retail. The respondents whose product range comes chiefly from Sweden had lesser knowledge than the mean value for all those questioned (56%).

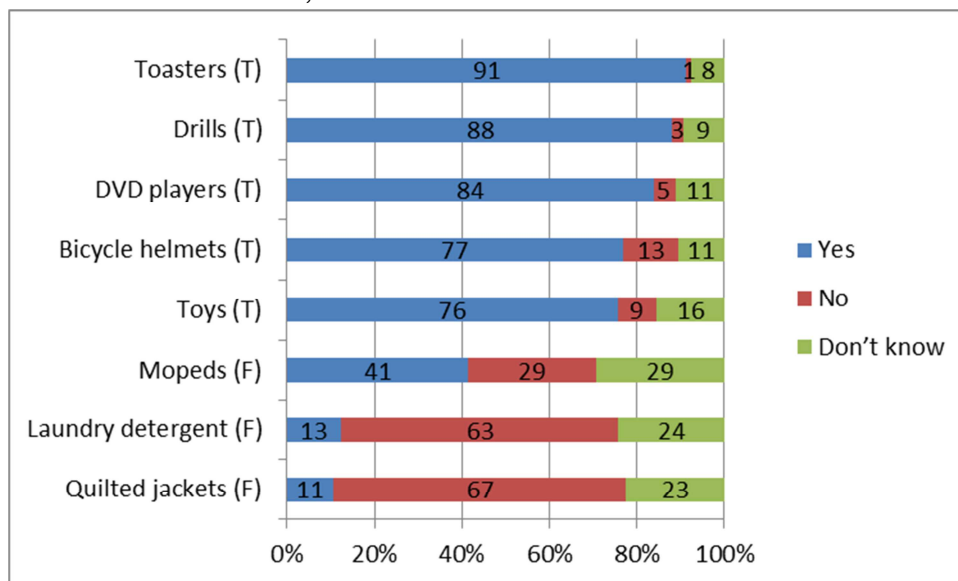
The CE marking is only used in Sweden - FALSE

Nearly 90% of those questioned knew that the CE marking is not a marking only used in Sweden. On this question as well, the results are largely unchanged compared with the 2004 survey. The share of those who were uncertain, however, increased from 9% to 12% at the same time as the share of those who think the marking is only used in Sweden decreased. Respondents working in retail were uncertain to a greater extent than those working in wholesale, manufacturing, and imports.

3.6 Knowledge of which products must have the CE marking

The questionnaire also asked which products must have the CE marking. As in the 2004 survey, knowledge of which products must have the CE marking is good among the companies asked, and it has improved significantly as regards bicycle helmets and toys, where three-fourths of the respondents in the latest survey knew that the product must have the CE marking.

Diagram 10. Which of the following products do you think must have the CE marking? Distribution of answers, %



On the other hand, the share who thought that mopeds, laundry detergent, and quilted jackets must have the CE marking has also increased. The moped stands out as a product over which a great deal of uncertainty prevails, since the share that thinks it must have the CE marking has increased from 33% to 40%, while the share that knows that it does not need the marking has decreased from 40% to 29%.

*Table 8. Which of the following products do you think must have the CE marking?
Distribution of answers, %*

	2004			2013		
	Yes	No	Don't know	Yes	No	Don't know
Toasters (T)	91	4	5	91	1	8
Drills (T)	86	7	8	88	3	9
DVD players ⁵ (T)	84	9	7	84	5	11
Bicycle helmets (T)	70	19	11	77	13	11
Toys (T)	61	20	20	76	9	16
Mopeds (F)	33	40	28	41	29	29
Laundry detergent (F)	10	68	23	13	63	24
Quilted jackets (F)	8	73	19	11	67	23

3.7 Knowledge of the division of responsibilities regarding the CE marking

Unlike 2004, the latest survey contained a question about the companies' knowledge of the division of responsibilities regarding the use of the CE marking. The respondents were presented with a number of statements both true and false.

The knowledge that the manufacturer is the one to affix the marking to the product, and that an importer must see to it that the product bears the CE marking before it is placed on the market was good: 80% and 75% respectively of the respondents knew that this is the case.

More uncertainty prevailed about the obligations and responsibilities of importers and distributors regarding the CE marking: 65% of those questioned believe that an importer or distributor in some cases can have the same obligations and responsibilities as a manufacturer, while 55% said that the distributor has no responsibility or were uncertain if that were the case.

Nearly half of those questioned knew that it was not true that all products can have the CE marking, but 38% were uncertain. On the other hand, 63% knew that agencies were not the ones who would put CE markings on the products.

In general, those who work in retail had worse knowledge of the division of responsibilities than the mean value for all respondents, while those working in manufacturing generally had better knowledge than average. At the industry level, those in sport and toys generally had the best knowledge, while those in furniture and interior decoration generally had worse knowledge than the mean value for all respondents. The respondents whose product range is chiefly produced outside of Sweden were less uncertain of the role of importers and distributors than those whose product range chiefly comes from Sweden. No apparent difference as regards size of company and size of town/settlement.

⁵In the 2004 survey, the question asked whether video players needed the CE marking

Table 9. What do you know about the division of responsibilities as regards the CE marking? Distribution of answers, %

	Yes	No	Don't know
The manufacturer must affix the marking to the product (T)	80	8	12
An importer must see to it that the product bears the CE marking before it is placed on the market (T)	75	7	18
An importer or distributor can, in certain cases, have the same obligations/responsibilities as a manufacturer (T)	65	7	28
The distributors have no responsibility for the products they sell having the CE marking (F)	22	45	33
All products can have the CE marking (F)	16	47	38
Agencies are the ones who give the products CE marking (F)	11	63	25

3.8 Checking the use of the CE marking

Another new question on the latest survey aimed at getting an idea of the companies' knowledge of who, or what, is responsible for the use of the CE marking. As in the consumer survey, the participants were presented with a randomly ordered list and given the opportunity to choose several different alternatives. Diagram 7, on the next page, shows that just under half of those responding knew that a number of government agencies, like the Swedish Consumer Agency and the Swedish National Electrical Safety Board, are responsible for checking the use of the CE marking. A roughly equal share, on the other hand, were unsure of who or what was responsible for checking the CE marking, and a similar share gave an incorrect response.

Diagram 11. Who or what is responsible for checking that the CE marking is used correctly? Distribution of answers, %

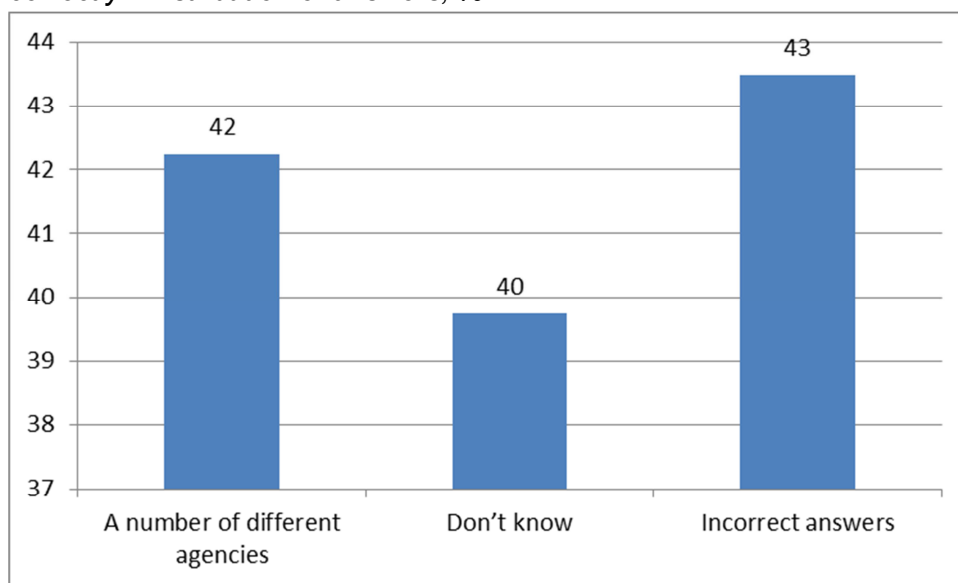


Table 10 shows that the most common incorrect answer is the SP Technical Research Institute of Sweden, followed by the European Commission, SEMKO, and finally the National Board for Consumer Disputes.

Table 10. Who or what is responsible for checking that the CE marking is used correctly? Distribution of answers, %

	2013
A number of different agencies, like the Swedish Consumer Agency or the Swedish National Electrical Safety Board	42
Don't know	40
The Technical Research Institute of Sweden	17
The European Commission	13
SEMKO	11
Other	2
To the National Board for Consumer Disputes	1

An analysis at the industry level shows that respondents working with furniture and interior decoration are most uncertain as regards who or what is responsible for checking the use of the CE marking. Those working in industrial supplies, the auto industry and measuring devices said that they thought SEMKO is responsible for checking to a greater extent than the mean value for all respondents (16% compared to 8%).

The respondents whose product range comes chiefly from Sweden showed greater uncertainty than those whose product range comes from the EU or other parts of the

world. The respondents in small towns and rural areas were also more uncertain than respondents in larger communities. When the responses are analysed according to the role of the respondents in the company, it appears that product and quality managers are the least uncertain, and nearly half of the product and quality managers questioned said they believed that a number of agencies are responsible for checking the CE marking.

Appendix 1

Questions about the CE marking to consumers

1. Have you ever heard, or seen, that products can have the CE marking? (READ THE LETTERS 'C' AND 'E' DISTINCTLY)

- | | | |
|-------|--------------------------|------------------|
| Yes | | GO TO QUESTION 2 |
| No | <input type="checkbox"/> | STOP |
| Don't | <input type="checkbox"/> | |
| know | <input type="checkbox"/> | STOP |

2. How often do you look for the CE marking? Is it: READ ALTERNATIVES 1-5 ALOUD

- | | |
|--------------------------|--------------------------|
| Always | <input type="checkbox"/> |
| Often | <input type="checkbox"/> |
| Sometimes | <input type="checkbox"/> |
| Rarely | <input type="checkbox"/> |
| Never | <input type="checkbox"/> |
| Uncertain,
don't know | <input type="checkbox"/> |

3. What do you think about the following statements about products with the CE marking, and the CE marking itself? For every statement you can respond "Yes", "No", or "I don't know".

1. The CE marking means the product is environmentally friendly.
2. The product is approved and tested by an agency.
3. The product meets high functional requirements.
4. The product meets basic safety requirements.
5. Certain products must have the CE marking so they can be sold within the EU.
6. The CE marking is only used in Sweden.
7. The CE marking has replaced another mandatory marking, like the S marking.
8. The CE marking means the manufacturer is responsible for the product complying with applicable requirements.

4. Which of the following products do you think must have the CE marking? For each product, you can answer that it needs the CE marking, that it does not need the CE marking, or that you do not know. MIX UP THE ORDER OF 1-8

CE marking No CE marking Don't know
Yes No

1. Drills
2. Mopeds
3. Bicycle helmets
4. Toasters
5. Quilted jackets
6. Toys
7. Laundry detergent
8. DVD players

5. Where would you rather turn to get more information about the CE marking? DO NOT READ ANY RESPONSE ALTERNATIVES ALOUD.

1. To the merchant
2. I'd ask at the business
3. I'd rather look on the Internet
4. To the National Board for Consumer Disputes
5. To the Swedish National Electrical Safety Board
6. To the European Commission
7. To the municipality's consumer advisors
8. To the Swedish Consumer Agency
9. To a government agency/agencies
10. To SEMKO
11. To the Technical Research Institute of Sweden
12. To the manufacturer
13. Other
14. Don't know

6. Do you know who or what is responsible for checking that the CE marking is used correctly?

**I'll read the different alternatives aloud first.
MIX UP THE ORDER OF 1-5**

1. The Technical Research Institute of Sweden
2. To the National Board for Consumer Disputes
3. A number of different agencies, like the Swedish Consumer Agency or the Swedish National Electrical Safety Board
4. SEMKO
5. The European Commission
6. Other
7. Don't know

Appendix 2

Questions about the CE marking to merchants

1. Have you ever heard, or seen, that products can have the CE marking?
(READ THE LETTERS 'C' AND 'E' DISTINCTLY)

Yes
No
Don't
know

GO TO QUESTION 2
STOP
STOP

2. How would you grade your knowledge of what the CE marking stands for, on a scale of 1 to 5, where 1 stands for *no knowledge* and 5 stands for *a great deal of knowledge*?

Grade: Don't know

3. How much education or information have you gotten at your job about the significance of the CE marking? Grade on a scale of 1 to 5, where 1 stands for *no knowledge* and 5 stands for *a great deal of knowledge*.

Grade: Don't know

4. What do you think about the following statements about products with the CE marking, and the CE marking itself? For every statement you can respond “Yes”, “No”, or “I don’t know”.

- | | Yes | No | Don’t know |
|--|--------------------------|--------------------------|--------------------------|
| • The CE marking means the product is environmentally friendly. | <input type="checkbox"/> | | |
| • The product is approved and tested by an agency. | | <input type="checkbox"/> | <input type="checkbox"/> |
| • The product meets high functional requirements. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • The product meets basic safety requirements. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Certain products must have the CE marking so they can be sold within the EU. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • The CE marking is only used in Sweden. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • The CE marking has replaced another mandatory marking, like the S marking. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • The CE marking means the manufacturer is responsible for the product complying with applicable requirements. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

5. What do you know about the division of responsibilities as regards the CE marking?

For every statement you can respond “Yes”, “No”, or “I don’t know”.

- | | Yes
know | No | Don’t
know |
|---|-------------|----|---------------|
| • The manufacturer is the one who affixes the CE marking to the product. | | | |
| • An importer must see to it that the product bears the CE marking before it is placed on the market. | | | |
| • An importer or distributor can, in certain cases, have the same obligations/responsibilities as a manufacturer. | | | |
| • All products can have the CE marking. | | | |
| • Agencies are the ones who affix the CE marking to the products. | | | |
| • A distributor has no responsibility for the products they sell having the CE marking. | | | |

6. Which of the following products do you think must have the CE marking? For each product, you can answer that it needs the CE marking, that it does not need the CE marking, or that you do not know. READ THE RESPONSE ALTERNATIVES IF NEEDED, MIX UP THE ORDER OF A-I

CE marking No CE marking Don't know

- | | | | |
|---------------------|--------------------------|--------------------------|--------------------------|
| • Drills | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Mopeds | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Bicycle helmets | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Toasters | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Quilted jackets | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Toys | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Laundry detergent | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • DVD players | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

7. Do you know who or what is responsible for checking that the CE marking is used correctly?

I'll read the different alternatives aloud first. MIX UP THE ORDER OF 1-5

- The Technical Research Institute of Sweden
- To the National Board for Consumer Disputes
- A number of different agencies, like the Swedish Consumer Agency or the Swedish National Electrical Safety Board
- SEMKO
- The European Commission
- Other
- Don't know

Appendix 3

Information on the CE marking

Products that can be hazardous to the user – electrical products, machinery, toys, personal protective equipment, leisure boats and medical devices, for example – must have the CE marking.

Through the CE marking, the manufacturer or importer guarantees that the product meets all basic health and safety requirements. Without the marking, the product cannot be sold.

The CE marking deals with safety and has nothing to do with the quality, function, or performance of the product.

The CE marking applies to many products sold within the EU, regardless of whether they were manufactured within or outside the EU. Products brought in from countries outside the EU must therefore also have the CE marking.

The CE marking is the only marking required for the product to be considered safe enough to be sold, in Sweden and the rest of the EU. Through inspections, government agencies in Sweden and the rest of the EU see to it that the products sold meet all the requirements for health and safety, as the manufacturer guarantees.

The inspections these agencies conduct on products sold are called market surveillance. The Swedish Consumer Agency inspects toys and personal protective equipment for private use, the Swedish National Electrical Safety Board inspects electrical products, and the Swedish Work Environment Authority inspects machinery and personal protective equipment. Other agencies with responsibility for inspecting certain product groups are the Swedish Medical Products Administration, the Swedish Maritime Administration, the Swedish Building Administration, the Swedish Post and Telecom Authority, and Swedac (the Swedish Board for Accreditation and Conformity Assessment).

Consumers are recommended to contact the seller or manufacturer of the product with questions about the CE marking or about the safety of a given product. They can also contact the consumer advisors in their municipality or the different agencies directly.