82% of young people complain when they have an issue with a product or service

On occasion of the World Consumer Rights Day (15 March), the Basque Youth Observatory is publishing data on whether young people under the age of 30 in the Basque Country complain when they have issues with products or services they have acquired.

Eight out of ten young people state that they usually complain when they have issues with a product they have acquired or a service they have contracted (81.4%). 13.8% only complain on certain occasions and 3.8% never or hardly ever complain. The remaining 1% do not know or did not answer.

Complaining when there is an issue seems to be a consolidated behaviour among young people, as there is no change in the figures of those who stated they complained regularly in 2010 (81.9%) and those who said the same in 2013 (81.4%).

Young men complain more than young women (82.8% compared to 79.9% of those who say they complain on a regular basis). Those who see themselves as belonging to high or upper-middle social classes complain more than those who say they belong to the low or lower-middle classes (83.5% and 77.1%, respectively).
These data come from a study conducted by the Basque Youth Observatory titled “Evolution of responsible consumption habits among Basque youth 2010-2013” (“Evolución de los hábitos de consumo responsable de la juventud vasca 2010-2013”) (available in Spanish). It studies the evolution of various behaviours linked to responsible consumption between 2010 and 2013. The study is based on interviews conducted in late 2013 on a representative sample of Basque youths aged 15 to 29 consisting of 1512 young people and their answers were compared to answers provided three years ago by another similar number of young people in the same age group.