



Customer Experience Survey

2026 Key findings

Outline/Methodology

DATA COLLECTION METHODS

CAWI: computer assisted web interviewing ('online survey')

CATI: computer assisted telephone interviewing

INTERVIEWING/QUESTIONNAIRE LANGUAGES

English, French, German, Italian and Spanish

FIELDWORK PERIOD

19 January – 9 February 2026

RATING SCALE

Transition from a seven-point to a six-point rating scale (category 'neither satisfied nor dissatisfied' was eliminated in the 2026 questionnaire)

TARGET GROUP

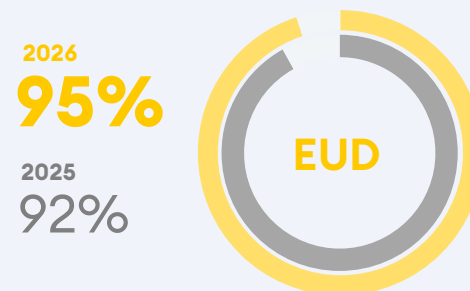
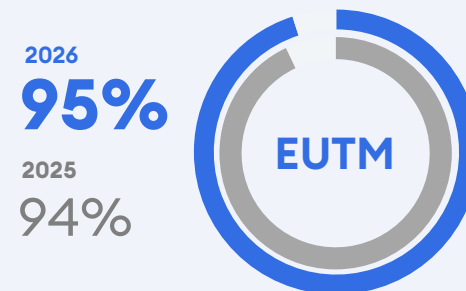
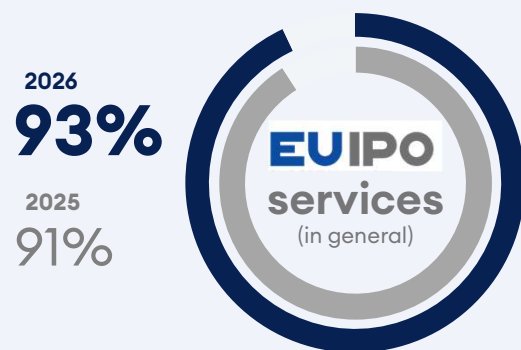
All customer groups that interacted with the Office in 2025

PARTICIPATION RATE

Completed interviews	Total invitations	Participation rate	Margin of error*
1 085	10 385	10.5%	±2.98

*For n=1 085 interviews, the maximum margin of sampling error is at +-2.98 pp at a 95% confidence level for results around 50%.

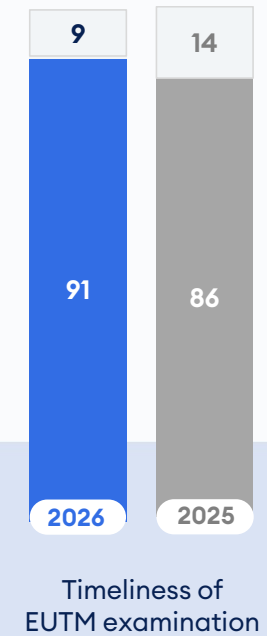
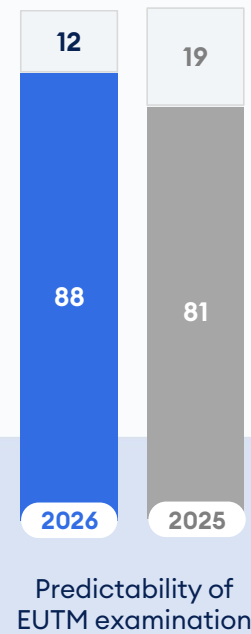
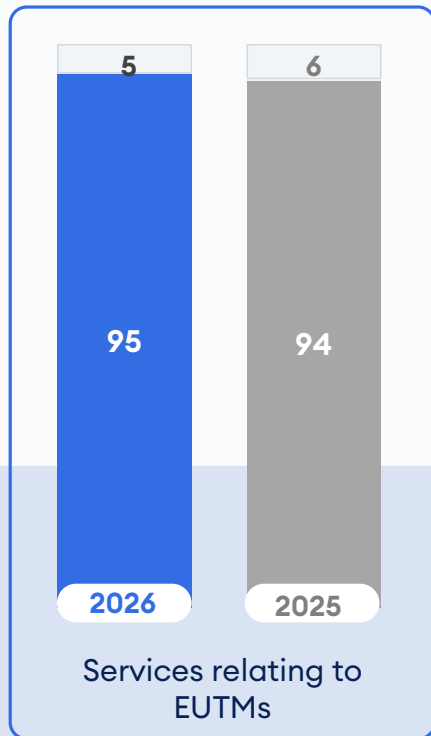
Overall satisfaction scores



1 = Entirely dissatisfied
2 = Mostly dissatisfied
3 = Somewhat dissatisfied
4 = Somewhat satisfied
5 = Mostly satisfied
6 = Entirely satisfied

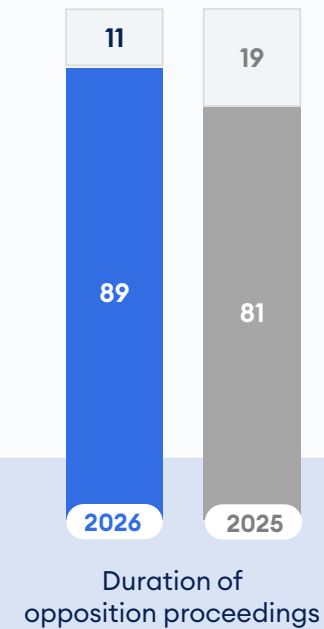
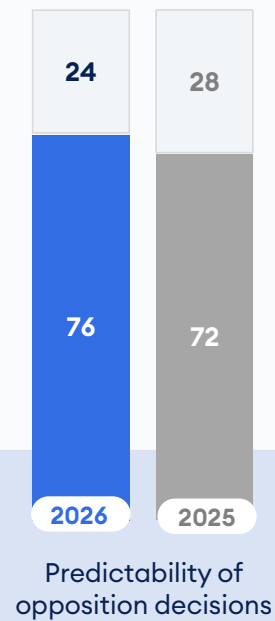
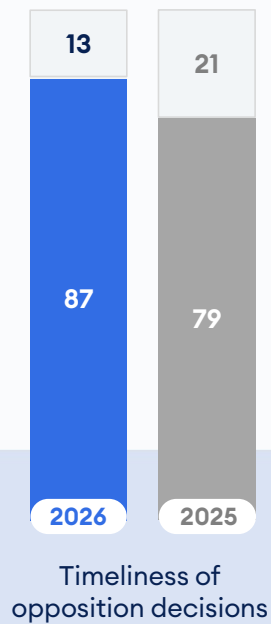
Share of satisfied customers = Satisfaction score

EUIPO services relating to EUTMs



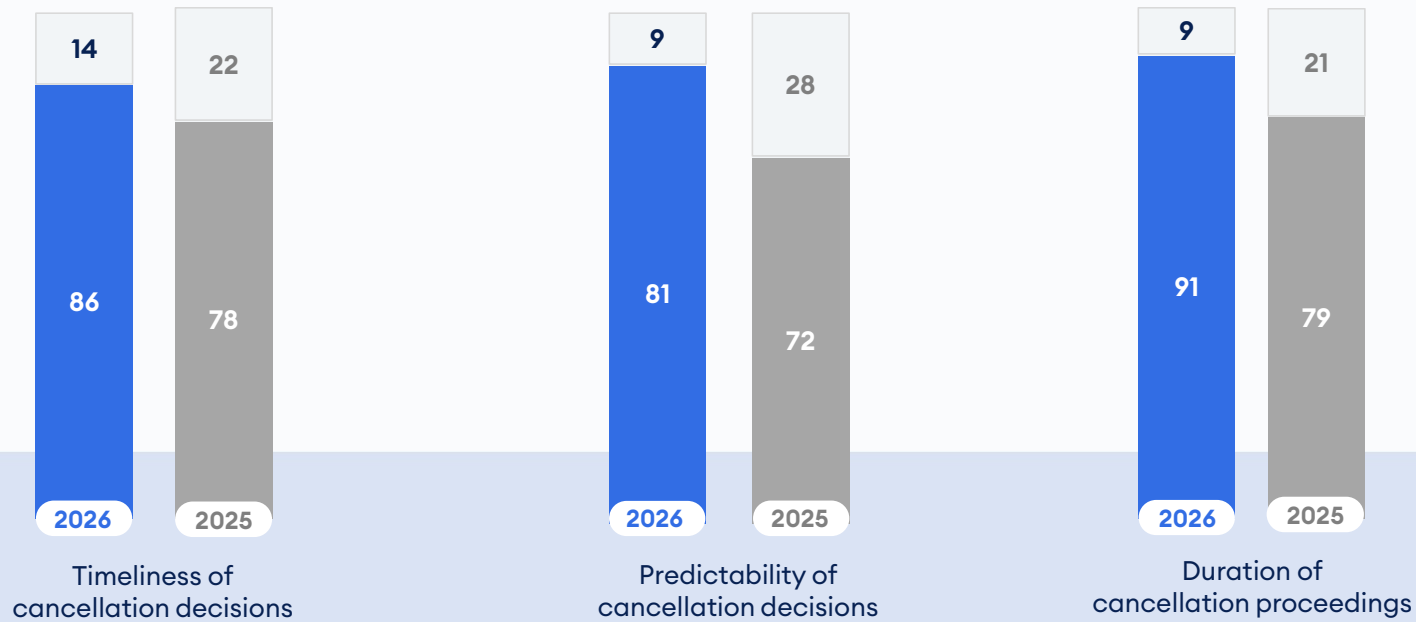
-  Satisfied / agree (entirely, mostly, somewhat)
-  Remaining values

EUIPO services related to **opposition**



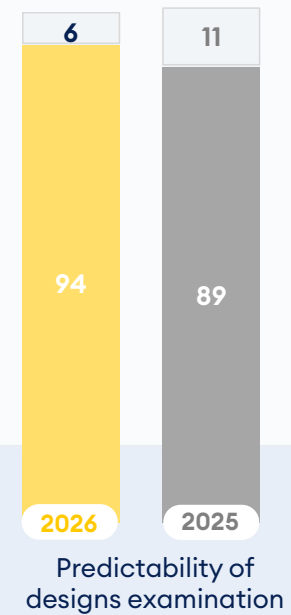
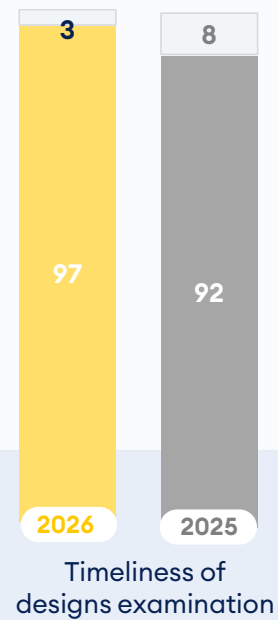
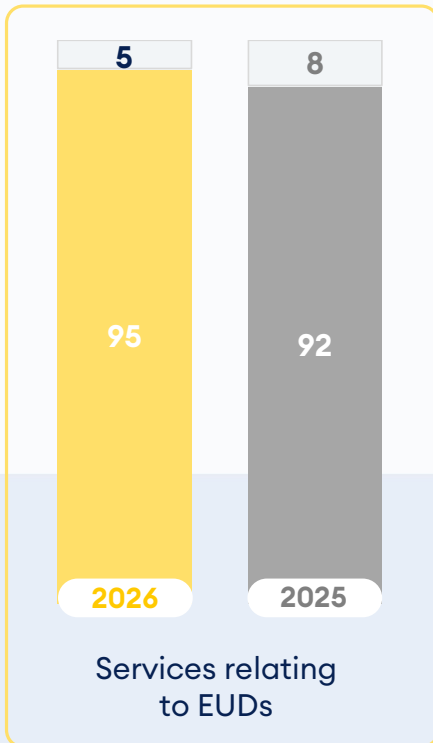
-  Agree (entirely, mostly, somewhat)
-  Remaining values

EUIPO services related to **cancellation**



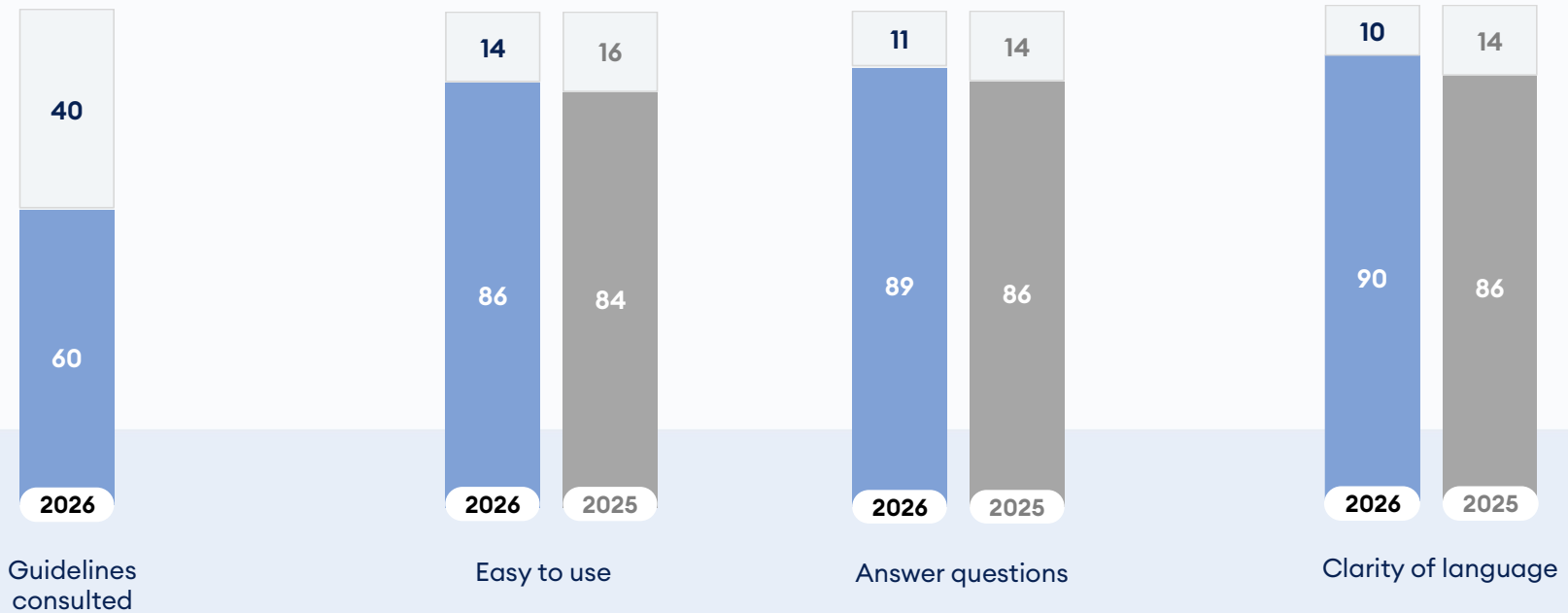
 Agree (entirely, mostly, somewhat)
 Remaining values

EUIPO services related to EUDs



 Satisfied / agree (entirely, mostly, somewhat)
 Remaining values

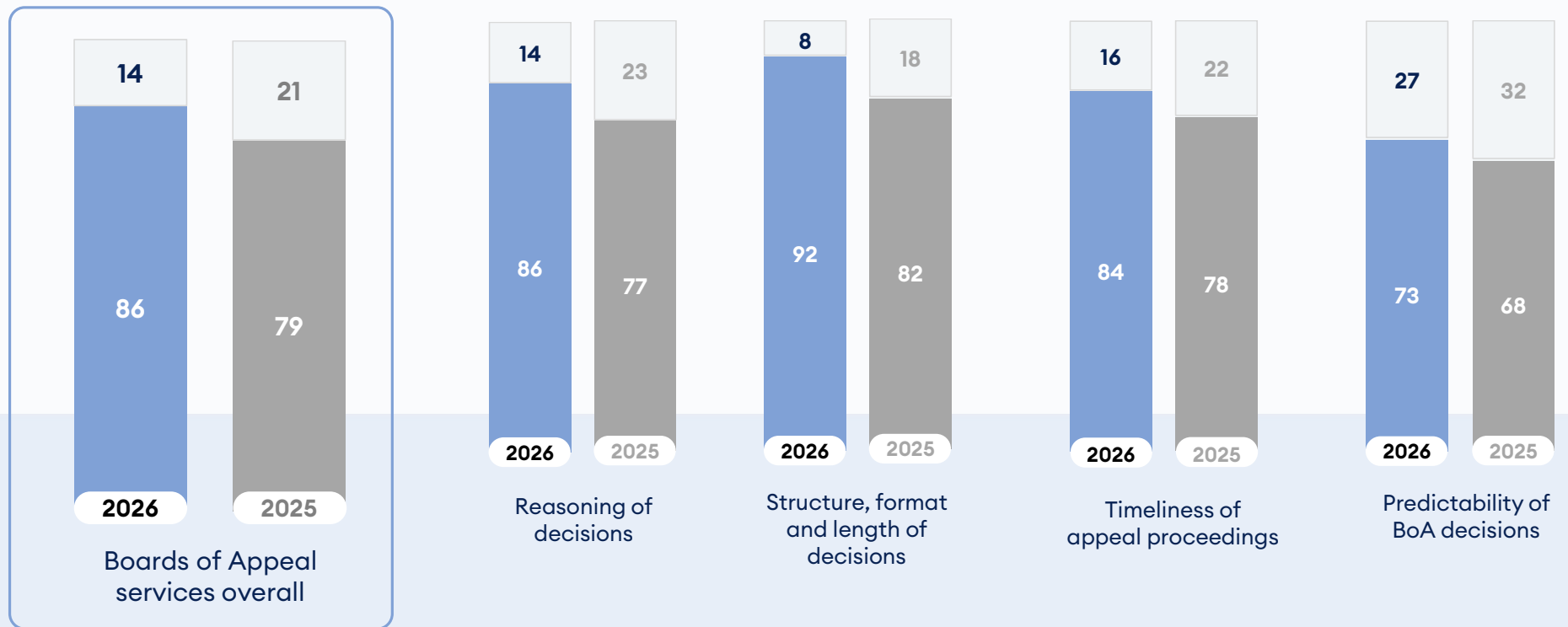
Consultation and perception of the **EUIPO** Guidelines



-  Consulted / agree (entirely, mostly, somewhat)
-  Remaining values

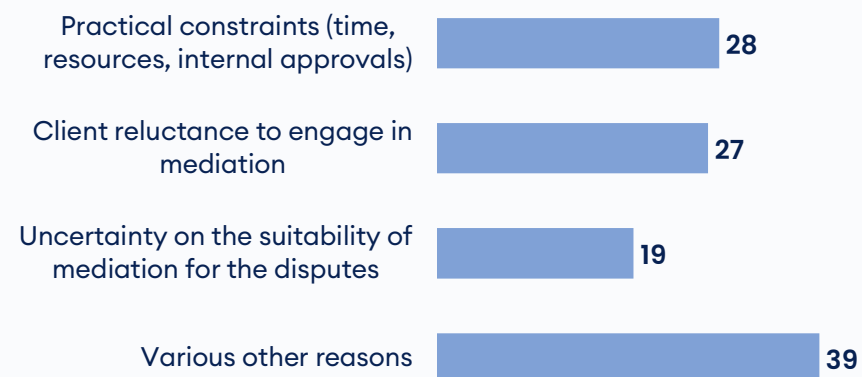
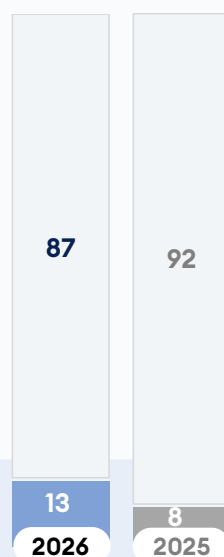
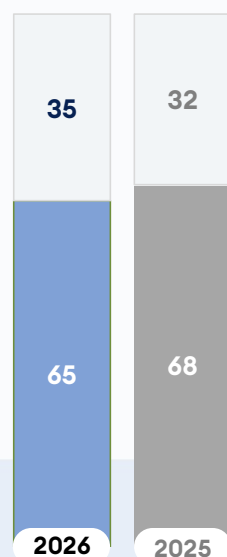
If Guidelines were consulted, users were asked three questions.
In 2025, to filter respondents, users were asked about their awareness of the Guidelines

EUIPO services related to Boards of Appeal



 Satisfied / agree (entirely, mostly, somewhat)
 Remaining values

EUIPO services related to mediation



Awareness and understanding* of mediation services

● Agree ● Remaining values

Used the EUIPO mediation services

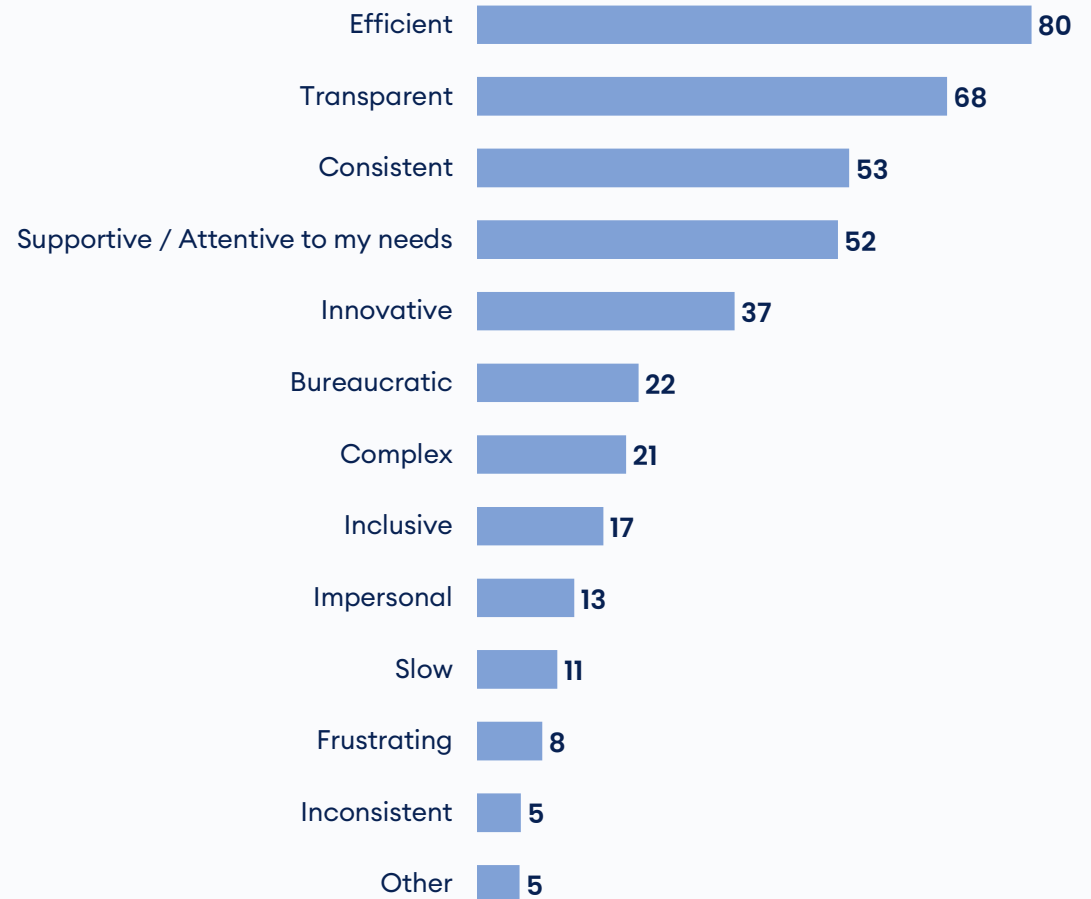
● Yes ● No

Barriers for not using the EUIPO mediation services (coded free-text comments)

*Asked all. The wording of this question has changed. In 2025, users were asked about awareness of the alternative dispute resolution at the EUIPO; in 2026, they were asked about their awareness of mediation services and whether they understand when they can be used.

Perception of the EUIPO

Which of the following words best describes your experience with the EUIPO?



Items sorted by mention frequency.