














2020 Market Monitoring Survey

The Consumer Market Monitoring Survey (MMS) assesses the performance of a range of product and service markets across the European Union, Iceland, Norway and the United Kingdom. It looks at consumers' experiences and perceptions of the markets using a standard set of indicators to allow consistent and comparable monitoring across markets, countries and survey waves. The indicators include both 'core' items, asked for all markets, as well as market-specific indicators that are asked for selected markets only (and in varying combinations). This factsheet covers the core indicators only.

MARKETS COVERED	
 New cars	 Clothing and footwear
 Bank accounts	 Insurance services
 Postal services	 TV subscriptions
 Mobile telephone services	 Internet provision
 Electricity services	 Gas services
 Recreational services	 Vehicle rental services
 Packaged holidays and tours	

TECHNICAL NOTE

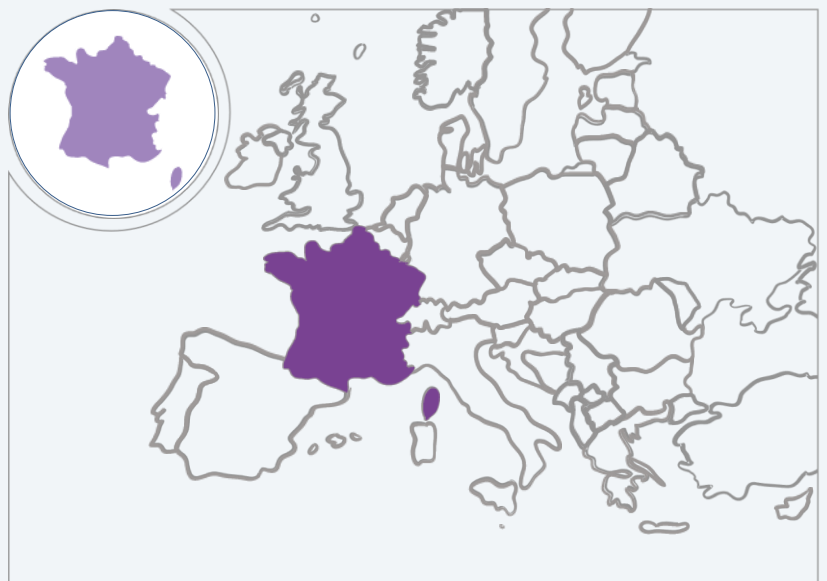
The MMS is conducted using CATI (Computer Assisted Telephone Interviews) and the target population is the general public aged 18 and older. Around 50,000 people are interviewed each wave across the 30 countries in scope. The 2020 wave of the survey was conducted between 27 July 2020 and 26 October 2020.

FURTHER INFORMATION

Survey microsite:
<https://public.tableau.com/views/ConsumerMarketMonitoringSurvey/Start?showVizHome=no>

EC website:
https://ec.europa.eu/info/policies/consumers/consumerprotection/evidence-based-consumer-policy/marketmonitoring_en

Email: JUST-E3@ec.europa.eu



OVERVIEW OF FINDINGS

The MMS contains seven core indicators: trust in markets; ratings of purchasing experiences; ease of comparing products/services; experience of problems giving cause for complaint; experience of detriment; complaining; and satisfaction with complaint outcomes.

In France, levels of trust in the thirteen markets covered range from a high of 95% for the postal services market, to a low of 84% for the electricity services market and the packaged holidays and tours market.

Between 86% (electricity services market) and 96% (recreational services market) of consumers in France report positive experiences of purchasing goods or services in the thirteen markets. Between 55% (postal services market) and 83% (clothing and footwear market and mobile telephone services market) find it easy to compare the offers of different retailers/providers/operators.

Between 6% and 14% of consumers in France have experienced a problem in the thirteen markets that they feel gave cause for complaint – compared with 7%-14% across the EU27 as a whole. Of this group, between 17% and 48% have experienced financial loss as a result of the problem, while between 70% and 88% have experienced other, non-financial impacts, such as a loss of time, anger, frustration, stress or anxiety.

Of all those who have experienced problems in France, between 40% (TV subscriptions market) and 84% (clothing and footwear market) went on to make a complaint.

How much do you trust the providers/retailers/operators overall?

Base: Adults (aged 18+); Data labels <5% not shown



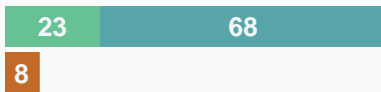
New cars



FR	EU27
93%	83%
7%	15%



Clothing and footwear



FR	EU27
91%	84%
8%	15%



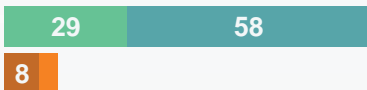
Bank accounts



FR	EU27
89%	78%
11%	22%



Insurance services



FR	EU27
87%	75%
13%	24%



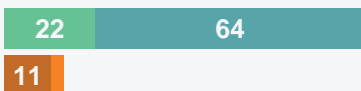
Postal services



FR	EU27
95%	85%
5%	14%



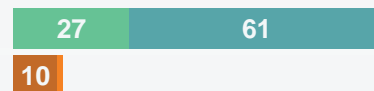
TV subscriptions



FR	EU27
86%	77%
14%	22%



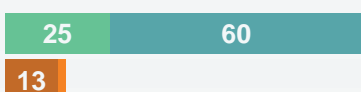
Mobile telephone services



FR	EU27
88%	77%
12%	23%



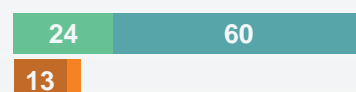
Internet provision



FR	EU27
85%	75%
15%	24%



Electricity services



FR	EU27
84%	77%
16%	21%



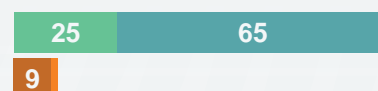
Gas services



FR	EU27
92%	82%
7%	17%



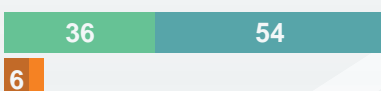
Recreational services



FR	EU27
89%	87%
10%	12%



Vehicle rental services



FR	EU27
90%	86%
9%	14%



Packaged holidays and tours



FR	EU27
84%	81%
13%	16%

How would you rate your experiences of purchasing products/services in this market?

Base: Adults (aged 18+); Data labels <5% not shown



New cars



	FR	EU27
Very positive	95%	94%
Mostly positive	4%	5%



Clothing and footwear



	FR	EU27
Very positive	94%	95%
Mostly positive	6%	4%



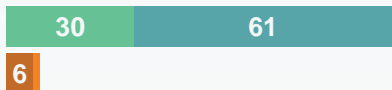
Bank accounts



	FR	EU27
Very positive	95%	89%
Mostly positive	5%	9%



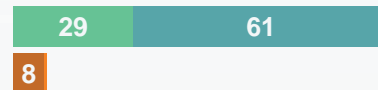
Insurance services



	FR	EU27
Very positive	92%	89%
Mostly positive	8%	9%



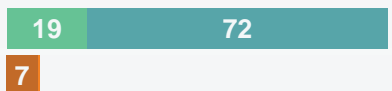
Postal services



	FR	EU27
Very positive	90%	91%
Mostly positive	8%	7%



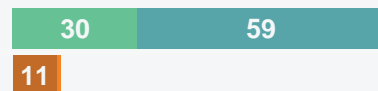
TV subscriptions



	FR	EU27
Very positive	91%	88%
Mostly positive	8%	10%



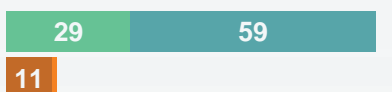
Mobile telephone services



	FR	EU27
Very positive	89%	89%
Mostly positive	11%	10%



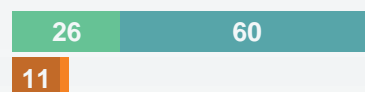
Internet provision



	FR	EU27
Very positive	88%	87%
Mostly positive	12%	11%



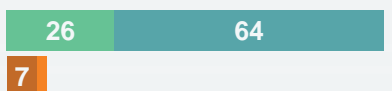
Electricity services



	FR	EU27
Very positive	86%	86%
Mostly positive	13%	10%



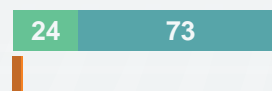
Gas services



	FR	EU27
Very positive	90%	89%
Mostly positive	10%	9%



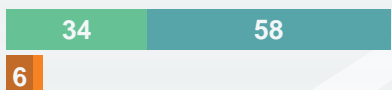
Recreational services



	FR	EU27
Very positive	96%	96%
Mostly positive	4%	3%



Vehicle rental services



	FR	EU27
Very positive	91%	93%
Mostly positive	9%	6%



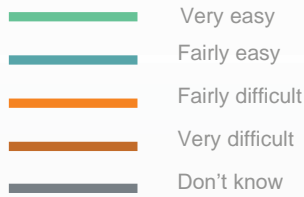
Packaged holidays and tours



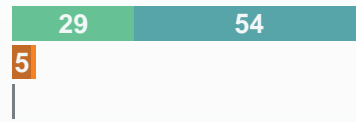
	FR	EU27
Very positive	91%	91%
Mostly positive	4%	6%

How easy or difficult was it to compare the services or products of different providers/retailers/operators?

Base: Adults (aged 18+); Data labels <5% not shown



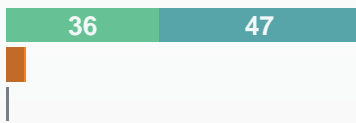
New cars



	FR	EU27
Very easy	82%	75%
Fairly easy	6%	6%
Fairly difficult	1%	4%



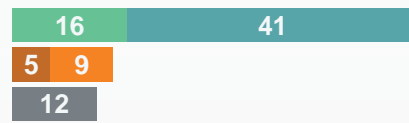
Clothing and footwear



	FR	EU27
Very easy	83%	79%
Fairly easy	4%	4%
Fairly difficult	1%	3%



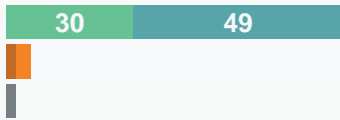
Bank accounts



	FR	EU27
Very easy	57%	57%
Fairly easy	14%	11%
Fairly difficult	12%	9%



Insurance services



	FR	EU27
Very easy	79%	65%
Fairly easy	6%	11%
Fairly difficult	2%	7%



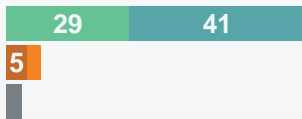
Postal services



	FR	EU27
Very easy	55%	64%
Fairly easy	6%	6%
Fairly difficult	15%	11%



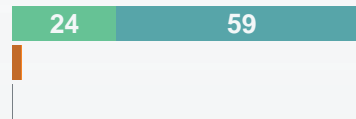
TV subscriptions



	FR	EU27
Very easy	70%	68%
Fairly easy	8%	8%
Fairly difficult	4%	7%



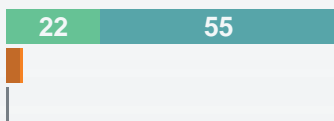
Mobile telephone services



	FR	EU27
Very easy	83%	71%
Fairly easy	2%	7%
Fairly difficult	0%	5%



Internet provision



	FR	EU27
Very easy	77%	70%
Fairly easy	4%	8%
Fairly difficult	1%	6%



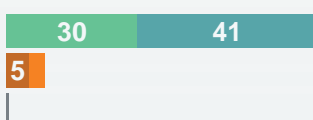
Electricity services



	FR	EU27
Very easy	74%	59%
Fairly easy	6%	11%
Fairly difficult	0%	12%



Gas services



	FR	EU27
Very easy	72%	61%
Fairly easy	9%	11%
Fairly difficult	1%	11%



Recreational services



	FR	EU27
Very easy	71%	75%
Fairly easy	13%	5%
Fairly difficult	3%	4%



Vehicle rental services



	FR	EU27
Very easy	78%	74%
Fairly easy	2%	5%
Fairly difficult	1%	4%



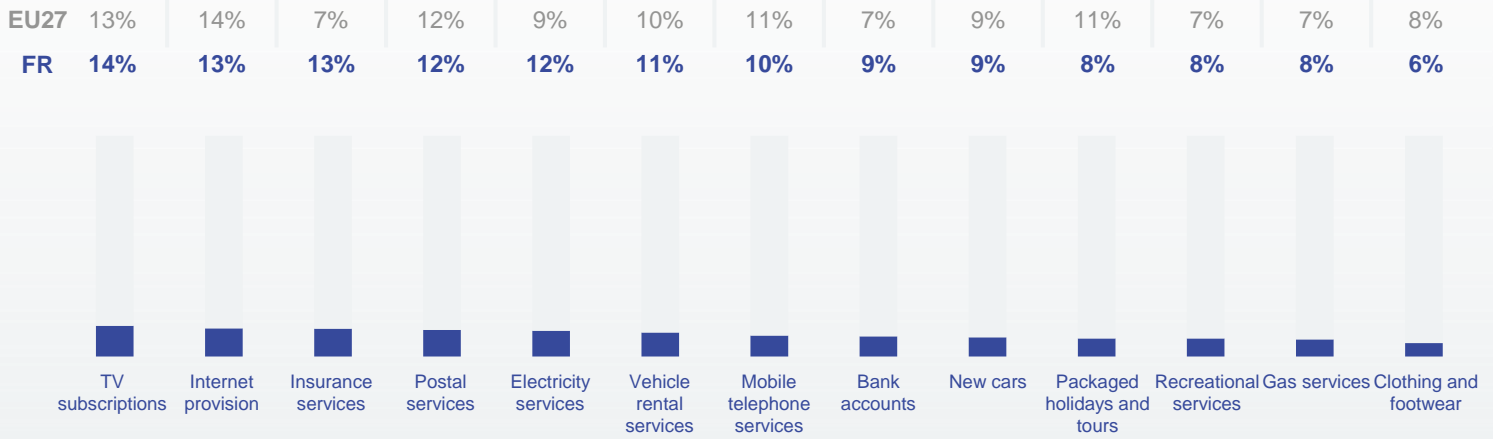
Packaged holidays and tours



	FR	EU27
Very easy	75%	71%
Fairly easy	5%	6%
Fairly difficult	2%	5%

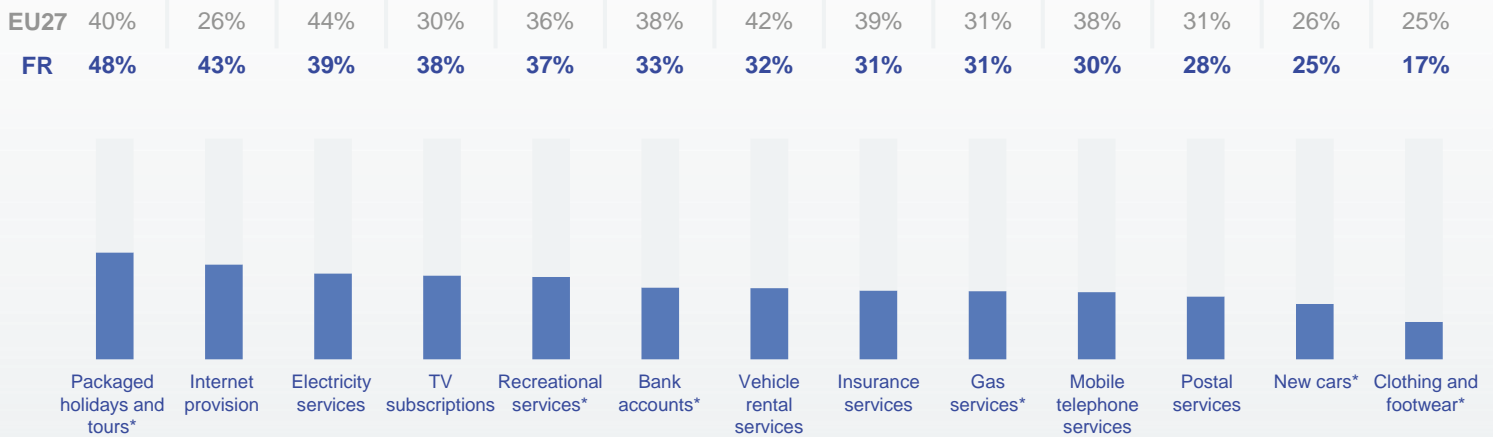
Have you experienced problems with the products or services you purchased? (% yes)

Base: Adults (aged 18+)



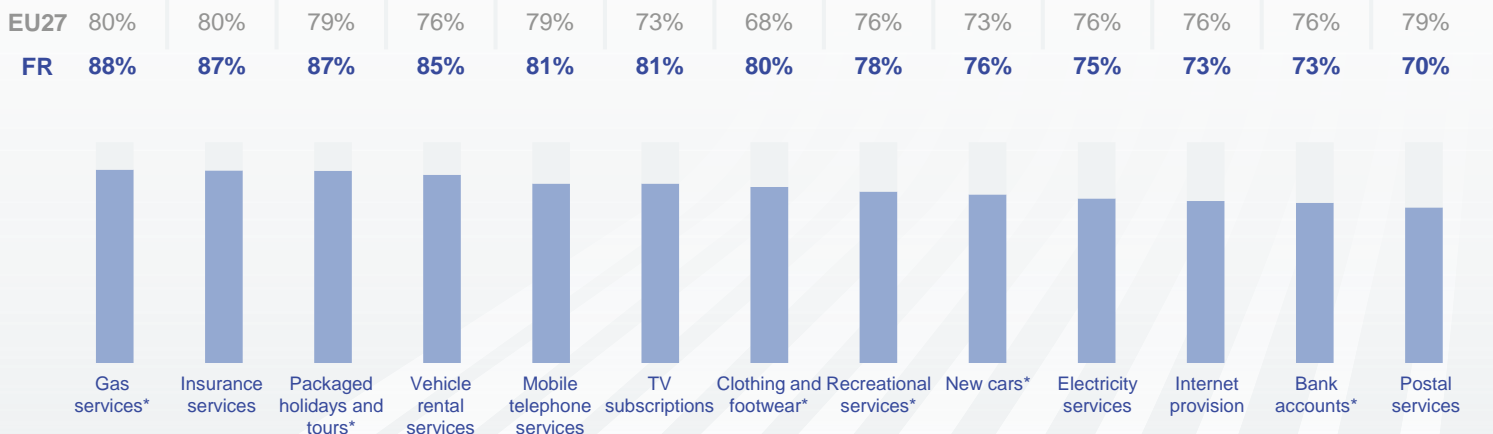
Did you personally experience financial loss? (% yes)

Base: Adults (aged 18+) who experienced a problem



Did you personally experience other non-financial impacts such as loss of time, anger, frustration, stress, anxiety? (% yes)

Base: Adults (aged 18+) who experienced a problem

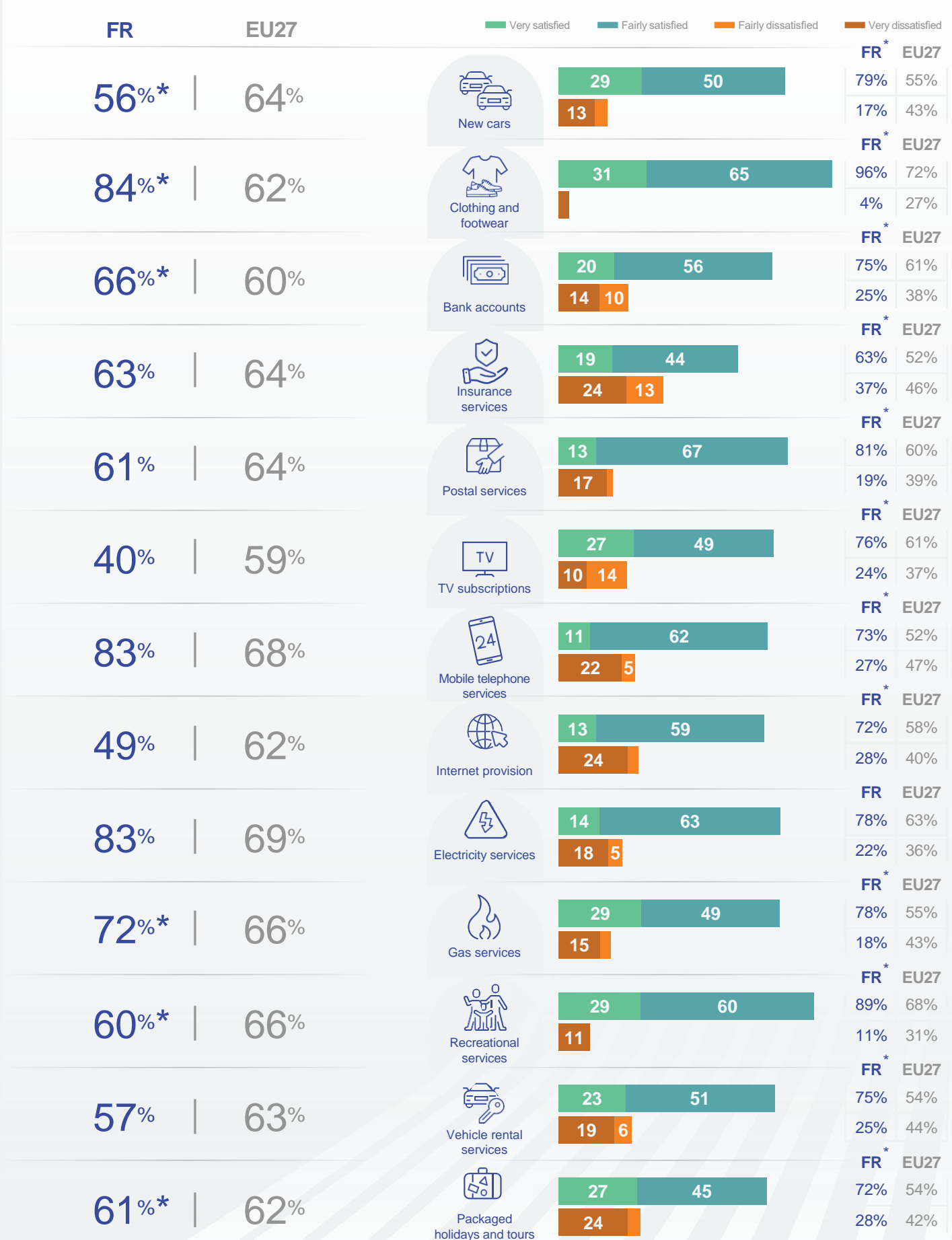


Thinking about the most recent problem did you make a complaint? (% yes)

Base: Adults (aged 18+) who experienced a problem

How satisfied were you with the complaint outcome?

Base: Adults (aged 18+) who made a complaint; Data labels <5% not shown



*Base size < 50
Percentages of 'don't know' responses are not shown here. As a result, the figures generally do not add up to 100%