Template for quality and metadata reporting

	New MMS[1]	New Consumer Market Monitoring survey
A	**Data description (metadata)**	

	Data description	Describe the main characteristics of the data set in an easily understandable manner, referring to the main data and indicators disseminated. This short description should be understood immediately and easily by the users.
		The New Consumer Market Monitoring Survey (MMS) assesses the performance of a range of goods and services markets across the 27 Member States of the European Union, as well as Iceland, Norway and the UK. 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 (around 50,000 people are interviewed each wave across the 30 countries in scope).
		The survey covers three broad pillars of the consumer experience in the markets concerned:
		• trust and confidence in traders; • choosing products and services; • and the in-market experience (including experience of problems and detriment).
		For each of these pillars, 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). Starting at the end of 2019, the new Consumer Market Monitoring Survey builds on the experience of the previous decade while adjusting to new realities and policy needs (therefore, data cannot be compared with those of waves before 2019).
		Nearly all the questions are of a qualitative nature: the survey is mostly based on respondents opinions and statements codified on qualitative scales (e.g. from never to always, from not at all important to very important etc.).
		More information on the technical note of the survey can be found at the link below: https://public.tableau.com/views/ConsumerMarketMonitoringSurvey/TechInfo?%3AshowVizHome=no
	Statistical population	Describe the target statistical population (one or more) which the data set refers to, i.e. the population about which information is to be sought.
		The target population for the survey includes all people aged 18 and above, resident in the country surveyed and having sufficient command of (one of) the respective national language(s) to answer the questionnaire. In addition, only people living in private households are interviewed. The sample excludes prisoners, residents of retirement homes, etc. who are difficult to contact in a telephone survey.
		Eligible respondents are screened based on their experience with the markets covered in the survey. Specifically they are invited to participate in the survey if they have made a purchase in the markets within a defined reference timeframe (1, 2 or 3 years – depending on the specific market).
	Reference period	Statistical variables refer to specific time periods, which can be a specific day or a specific period (e.g. a month, a fiscal year, a calendar year or several calendar years). When there is a mismatch between the target and the actual reference period, for instance when data are not available for the target reference period, the difference should also be highlighted.
		Reference periods depends on the market surveyed and on the specific question. They range from 1 to 3 years before the fieldwork takes place.
	Frequency of dissemination	The frequency with which the data is disseminated should be mentioned (e.g. monthly, quarterly, yearly). The frequency can also be expressed by using the codes released in the harmonised code list available for the European Statistical System.
		In principle, every market should be surveyed every 2 years. However, as not all the markets are surveyed at the same time, a survey wave is to be expected on average every 6 months.
	Geographical reference area	At European level: The geographical area covered by the data set disseminated (e.g. EU Members states, EU regions, USA, Japan, etc. as well as aggregates such as EU-27, EEA). At national level: the country, the

---

		regions and aggregates covered by the data set disseminated
		The survey has been conducted until now in all the 27 EU MS, IS, NO and UK. Data by NUTS regions are not disseminated.
	Unit of measure	The units of measures used for the data set disseminated should be listed (units of measures are e.g. Euro, %, number of persons). Also the exact use of magnitude (e.g. thousand, million) should be added.
		The unit of measures is % of persons for all the indicators disseminated, except for the one on financial detriment (collected in national currency and then transformed into Euro prior to dissemination).
	Basic statistical concepts and definitions	Describe in short the main statistical variables provided. The definitions and types of variables provided should be listed.
		The survey covers three broad pillars of the consumer experience in the markets concerned:
		trust and confidence in traders;
		choosing products and services;
		and the in-market experience (including experience of problems and detriment).
		For each of these pillars, the survey includes both 'core' indicators, asked for all markets, as well as market-specific indicators that are asked for selected markets only (and in varying combinations).
		The main concepts are defined in the questionnaire itself. The wording of the questions for each of the markets surveyed can be found in the slides provided at the link below:
		https://ec.europa.eu/info/publications/market-monitoring-2019-2020-presentation-results-market_en
	Classifications used	List all classifications which are used for the data set produced (with their detailed names).
		ISCED for the breakdown by education.
	Statistical Confidentiality	Legislative measures or other formal procedures which prevent unauthorised disclosure of data that identify a person or economic entity either directly or indirectly.
		There is no information disclosed that would enable identification of persons or specific economic entities.
B	**Data quality**	
	Relevance	Describe the degree to which statistical information meets current and potential needs of the users.
		The survey has been designed to support policy making on consumer issues. Ultimately, it aims at identifying whether markets are functioning properly for consumers and whether particular socio-demographic groups are experiencing specific problems in certain markets. Thanks to its flexible structure (core and specific questions) it can be rapidly adapted to cover emerging user needs. The survey has been used in the impact analysis of several legislative proposals related to the protection of consumers such as consumer credit, package travel, new measures related to green consumption.
	Timeliness	Indicate the length of time between data availability and the event or phenomenon they describe.
		The new market monitoring survey has started in 2019 (fieldwork of two waves between December 2019 and October 2020). Until now all the relevant markets have been covered once. The data has been made available for the first wave in July 2020 and for the second wave on 12 March 2021.
	Accuracy and reliability	*Source data*: Indicate if the data set is based on a survey or on administrative data sources. If sample surveys are used, some sample characteristics should also be given (e.g. gross and net sample size, type of sampling design, reporting domain etc.). If administrative registers are used, the description of registers should be given (source, year, primary purpose, potential deficiencies and solutions to address them, etc.)
		Data collection and methods used: Describe the method used to gather data from respondents (e.g. postal survey, CAPI, on-line survey, etc.). Some additional information on questionnaire design and testing, interviewer training, methods used to monitor non-response etc. should be provided here.
		Sampling
		Around 50,000 people are interviewed each wave across the 30 countries in scope.
		The survey is based on randomly drawn samples set at 500 consumers per market and per country in most of the EU countries and Norway. In Luxembourg, Cyprus, Malta and Iceland, the target is 250 consumers per market. No quotas are set for socio-demographic variables but the overall sample intake was monitored daily, to follow up on the overall distribution of the sample regarding gender, age, region and the possession of a mobile and/or a fixed phone in accordance with the sampling approach adopted.
		In every country, a random sample representative of the national population aged 18 or over is drawn. In other words, each person belonging to the target universe had a chance to participate in the survey. A dual sampling frame is used comprising both fixed line and mobile telephone numbers. As to be able to select the net sample from the gross sample, a screening question on respondents' experience with respect to the surveyed markets is foreseen. Specifically, respondents are invited to participate in the survey if they have made a purchase in the markets within a defined reference timeframe (1, 2 or 3 years),

Interviewing method

The survey relies on the CATI (Computer Assisted Telephone Interviewing) system.

Questionnaire

The MMS uses a standardised library of core and market-specific questions, which were developed, scripted and translated prior to the start of wave 1.

The questionnaire design relies on cognitive testing when new questions are introduced. Translations from the master questionnaire (in EN) into national languages are checked by both the Contractor and the Contracting Authority. In addition, piloting across all the 30 countries is executed before actual fieldwork.

Data cleaning, processing and validation

Besides questionnaire programming, data storage and the cleaning and analyses of data are also centralised by the Contractor to ensure a fully consistent approach across countries (including in terms of quality control) and to minimise potential errors occurring in data storage and cleaning in the countries. Many quality checks are implemented during the course of fieldwork to validate the data and to remove any cases that are considered to be problematic.

A second step in data cleaning includes consistency checks and treatment of missing responses. This step is aimed at identifying outlier patterns, such as a very high or very low proportion of non-responses to questions.

A minimum number of non-responses is nevertheless expected, as for most questions, respondents are allowed (though never explicitly asked) to give a "don't know" response. In this survey we leave non-responses unchanged, as the lack of response is often valid and relevant information in itself. In the questions used for weighting (age, gender, phone type), I don't know or refusal option is not allowed, so that non-responses are avoided.

Once the raw data are cleaned, the data are prepared for analysis and reporting.

The tables with all differences and indications of statistical significances (per country and per sociodemographic characteristics) can be found in the link below:

https://www.marketmonitoringsurvey.com/

Accessibility and clarity	*Publications*: Regular or ad-hoc publications in which the data are made easily available to users.

The following publications are made available to the users https://ec.europa.eu/info/policies/consumers/consumer-protection/evidence-based-consumer-policy/market-monitoring_en:

- Presentation of results by Market
- Factsheets by Market
- Factsheet by country

In addition, interactive tables and graphs are made available through a microsite

https://public.tableau.com/views/ConsumerMarketMonitoringSurvey/Start?:showVizHome=no

The full data tables can be found at the link below:

https://www.marketmonitoringsurvey.com/

Quality documentation: Documentation on procedures applied for quality management and quality assessment.

The Contractor provides a technical and an evaluation report, which, however, have not been published until now.

Coherence and comparability	*Geographical*: Describe any problems of comparability between countries or regions. The reasons for the problems should be described and as well the order of magnitude of the effects of the main sources of errors.

No sizable problems of data comparison across countries are to be expected. Translations of questionnaires are checked by both the Contractor and the Contracting Authority. However, as data reliability depends, all other things being equal, on the sample size, it is expected to be lower in country where the sample comprises 250 interviews rather than 500.

Over time: Provide information on the length of comparable time series, reference periods at which series breaks occur, the reasons for the breaks and treatments of them.

Until now all the markets have been covered by only one wave. The new MMS is not comparable with the previous version of the same survey, as the questionnaire has been thoroughly redesigned.

C	**Contact and update**	
Contact organisation	The name of the contact organisation for the data or metadata.
	Units E3 and 03 of Directorate General Justice and Consumers (European Commission)
Contact name	The name of the contact points for the data or metadata.
	Luca Protti, Mireille Busson.

Contact email address	E-mail address of the contact points for the data or metadata.
	JUST-E3@ec.europa.eu, JUST-03@ec.europa.eu,
Metadata update	The date on which a metadata element was inserted or modified in the database/on the website.
	12 July 2021