














# 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](https://ec.europa.eu/info/policies/consumers/consumerprotection/evidence-based-consumer-policy/marketmonitoring_en)

**Email:** [JUST-E3@ec.europa.eu](mailto: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 Ireland, levels of trust in the thirteen markets covered range from a high of 94% for the electricity services market and the postal services market, to a low of 73% for the recreational services market and the insurance services market.

Between 83% (insurance services market) and 97% (postal services market and gas services market) of consumers in Ireland report positive experiences of purchasing goods or services in the thirteen markets. Between 54% (recreational services market) and 84% (clothing and footwear market) find it easy to compare the offers of different retailers/providers/operators.

Between 9% and 17% of consumers in Ireland 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 8% and 41% have experienced financial loss as a result of the problem, while between 69% and 89% 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 Ireland, between 74% (clothing and footwear market) and 94% (bank accounts 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



IE	EU27
79%	83%
19%	15%



### Clothing and footwear



IE	EU27
89%	84%
10%	15%



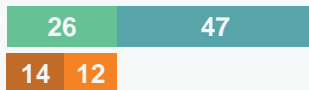
### Bank accounts



IE	EU27
80%	78%
20%	22%



### Insurance services



IE	EU27
73%	75%
26%	24%



### Postal services



IE	EU27
94%	85%
6%	14%



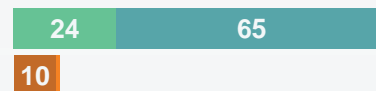
### TV subscriptions



IE	EU27
85%	77%
15%	22%



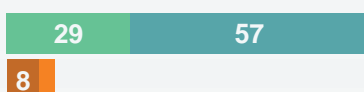
### Mobile telephone services



IE	EU27
89%	77%
11%	23%



### Internet provision



IE	EU27
86%	75%
12%	24%



### Electricity services



IE	EU27
94%	77%
5%	21%



### Gas services



IE	EU27
88%	82%
11%	17%



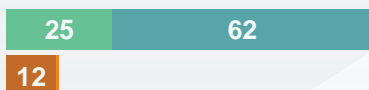
### Recreational services



IE	EU27
73%	87%
14%	12%



### Vehicle rental services



IE	EU27
87%	86%
12%	14%



### Packaged holidays and tours



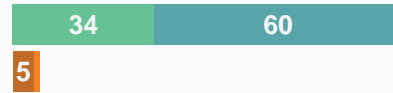
IE	EU27
81%	81%
15%	16%

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

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



## New cars



	IE	EU27
Very positive	93%	94%
Mostly positive	7%	5%



## Clothing and footwear



	IE	EU27
Very positive	93%	95%
Mostly positive	6%	4%



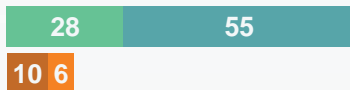
## Bank accounts



	IE	EU27
Very positive	87%	89%
Mostly positive	11%	9%



## Insurance services



	IE	EU27
Very positive	83%	89%
Mostly positive	16%	9%



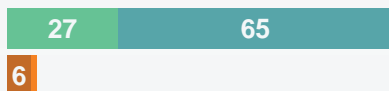
## Postal services



	IE	EU27
Very positive	97%	91%
Mostly positive	2%	7%



## TV subscriptions



	IE	EU27
Very positive	92%	88%
Mostly positive	7%	10%



## Mobile telephone services



	IE	EU27
Very positive	90%	89%
Mostly positive	10%	10%



## Internet provision



	IE	EU27
Very positive	88%	87%
Mostly positive	6%	11%



## Electricity services



	IE	EU27
Very positive	85%	86%
Mostly positive	15%	10%



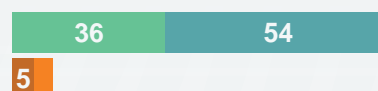
## Gas services



	IE	EU27
Very positive	97%	89%
Mostly positive	3%	9%



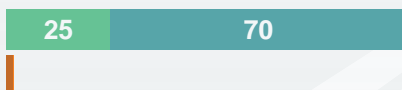
## Recreational services



	IE	EU27
Very positive	90%	96%
Mostly positive	10%	3%



## Vehicle rental services



	IE	EU27
Very positive	95%	93%
Mostly positive	2%	6%



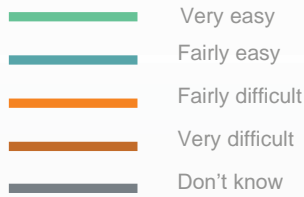
## Packaged holidays and tours



	IE	EU27
Very positive	88%	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



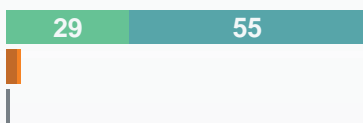
### New cars



	IE	EU27
Very easy	78%	75%
Fairly easy	5%	6%
Fairly difficult	0%	4%



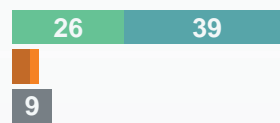
### Clothing and footwear



	IE	EU27
Very easy	84%	79%
Fairly easy	3%	4%
Fairly difficult	1%	3%



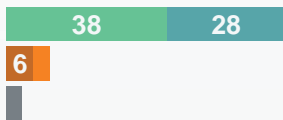
### Bank accounts



	IE	EU27
Very easy	65%	57%
Fairly easy	6%	11%
Fairly difficult	9%	9%



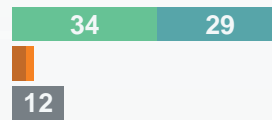
### Insurance services



	IE	EU27
Very easy	65%	65%
Fairly easy	10%	11%
Fairly difficult	4%	7%



### Postal services



	IE	EU27
Very easy	63%	64%
Fairly easy	5%	6%
Fairly difficult	12%	11%



### TV subscriptions



	IE	EU27
Very easy	66%	68%
Fairly easy	8%	8%
Fairly difficult	3%	7%



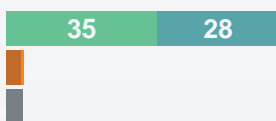
### Mobile telephone services



	IE	EU27
Very easy	82%	71%
Fairly easy	3%	7%
Fairly difficult	0%	5%



### Internet provision



	IE	EU27
Very easy	64%	70%
Fairly easy	4%	8%
Fairly difficult	4%	6%



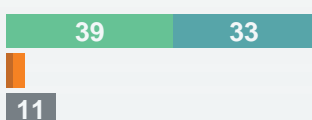
### Electricity services



	IE	EU27
Very easy	81%	59%
Fairly easy	7%	11%
Fairly difficult	0%	12%



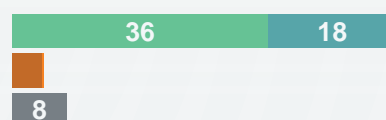
### Gas services



	IE	EU27
Very easy	71%	61%
Fairly easy	4%	11%
Fairly difficult	11%	11%



### Recreational services



	IE	EU27
Very easy	54%	75%
Fairly easy	4%	5%
Fairly difficult	8%	4%



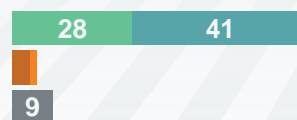
### Vehicle rental services



	IE	EU27
Very easy	77%	74%
Fairly easy	4%	5%
Fairly difficult	0%	4%



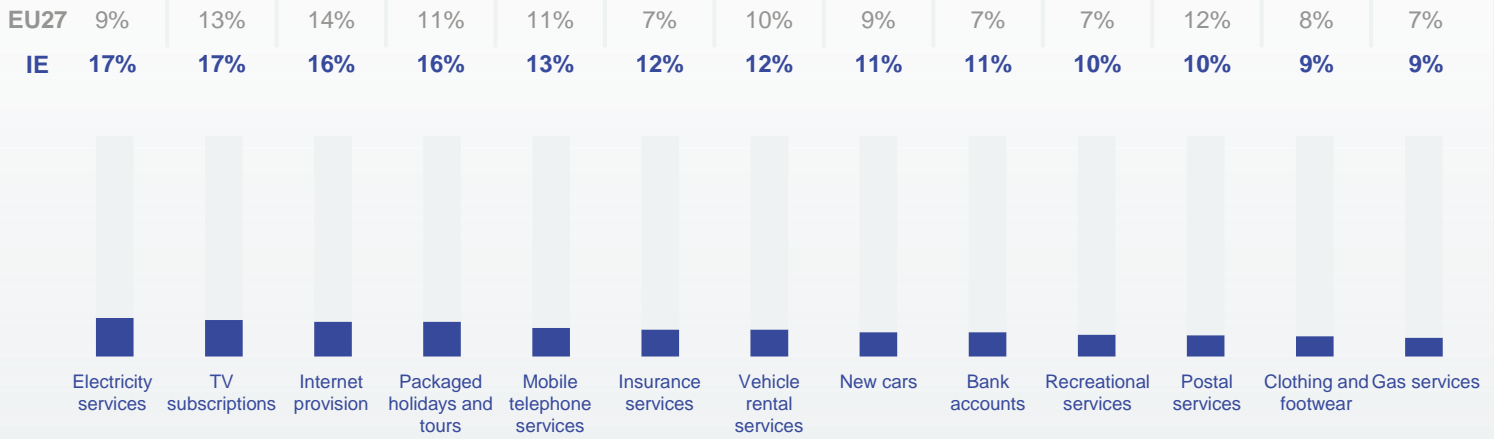
### Packaged holidays and tours



	IE	EU27
Very easy	69%	71%
Fairly easy	6%	6%
Fairly difficult	9%	5%

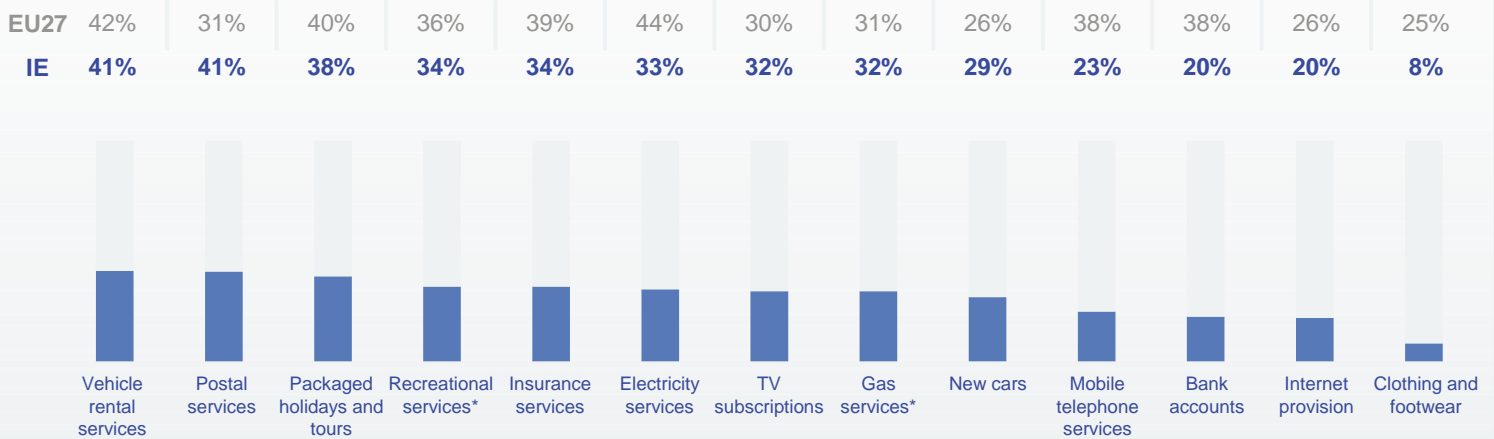
## Have you experienced problems with the products or services you purchased? (% yes)

Base: Adults (aged 18+)



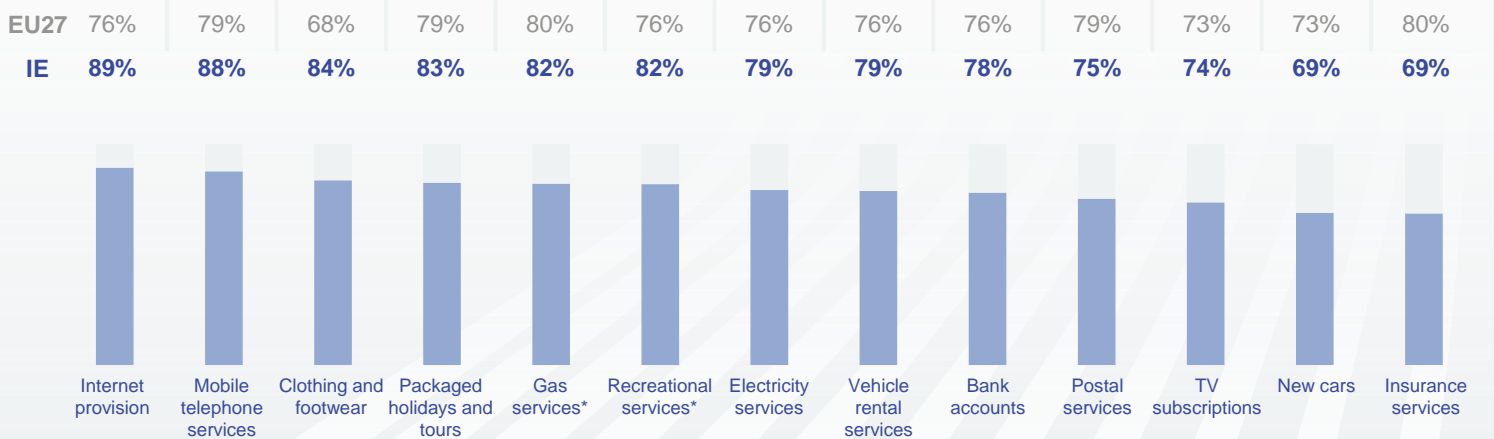
## Did you personally experience financial loss? (% yes)

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



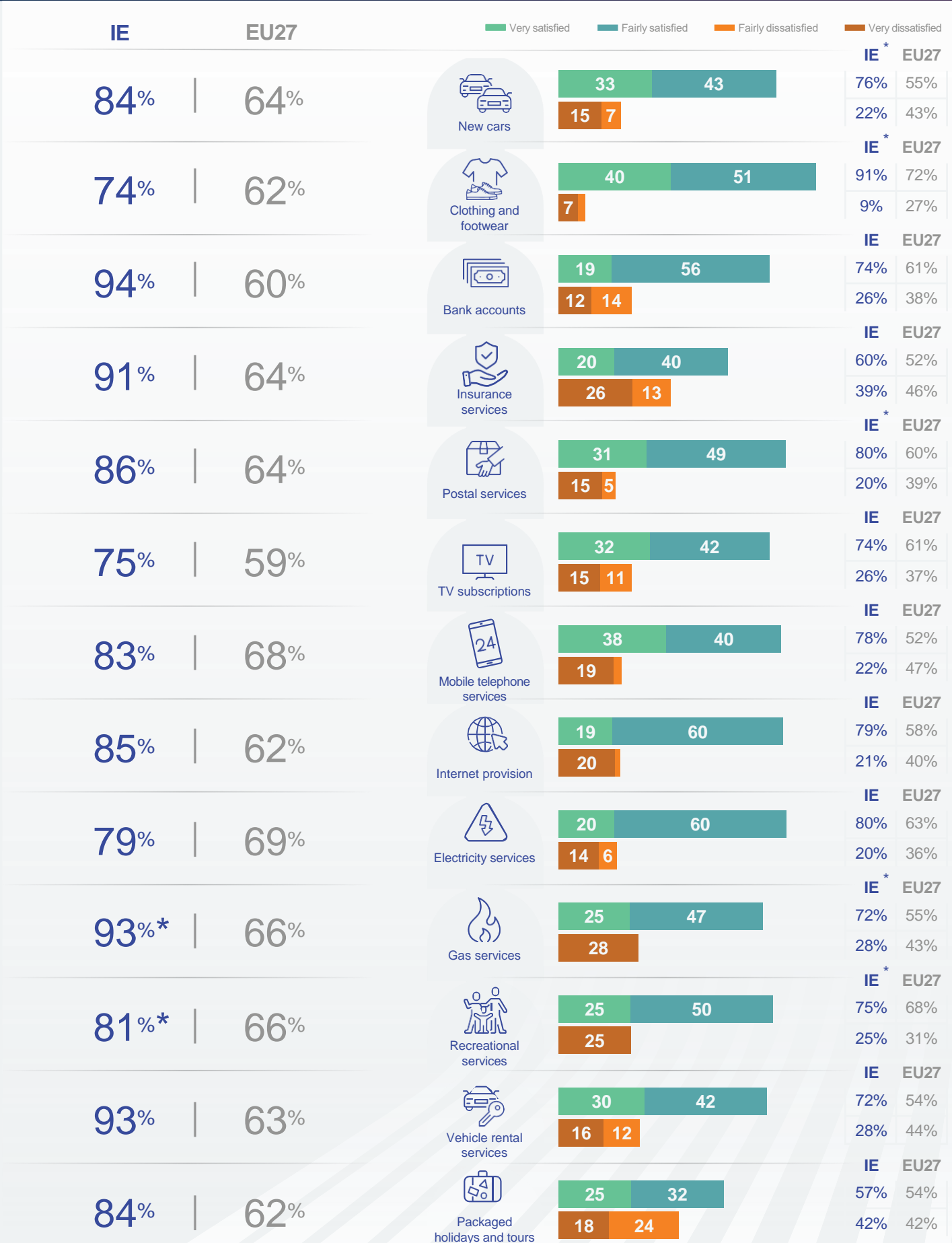
\*Base size < 50  
Percentages of 'don't know' responses are not shown here. As a result, the figures generally do not add up to 100%

## 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%