














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

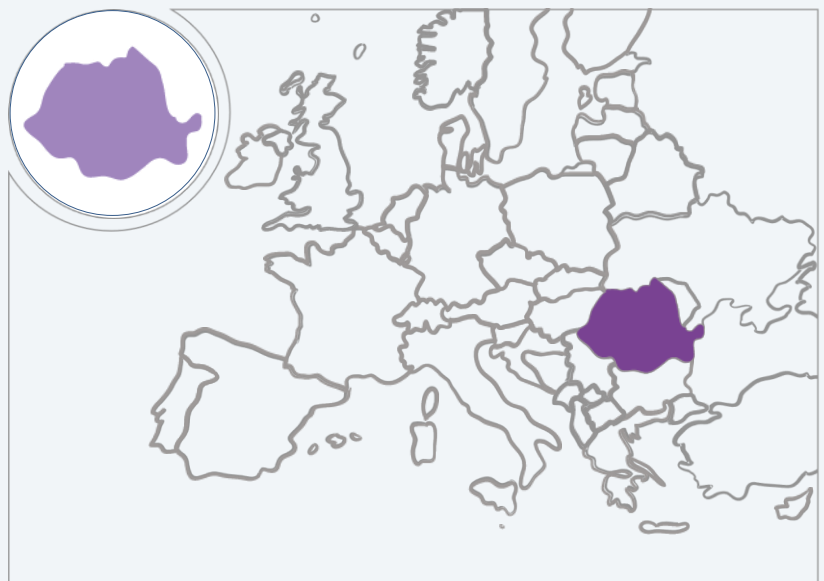
The MMS is conducted using CATI (Computer Assisted Telephone Interviews) and the target population is the general public aged 18 and older. Around 50,000 people are interviewed each wave across the 30 countries in scope. The 2020 wave of the survey was conducted between 27 July 2020 and 26 October 2020.

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 Romania, levels of trust in the thirteen markets covered range from a high of 78% for the vehicle rental services market, to a low of 58% for the clothing and footwear market.

Between 83% (electricity services market) and 93% (postal services market and vehicle rental services market) of consumers in Romania report positive experiences of purchasing goods or services in the thirteen markets. Between 53% (gas services market) and 78% (vehicle rental services market) find it easy to compare the offers of different retailers/providers/operators.

Between 4% and 19% of consumers in Romania 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 18% and 58% have experienced financial loss as a result of the problem, while between 51% and 82% 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 Romania, between 15% (insurance services market) and 46% (new cars 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



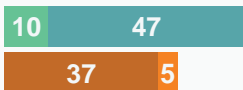
New cars



RO	EU27
74%	83%
24%	15%



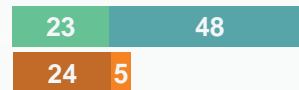
Clothing and footwear



RO	EU27
58%	84%
42%	15%



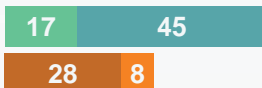
Bank accounts



RO	EU27
71%	78%
28%	22%



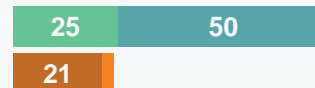
Insurance services



RO	EU27
62%	75%
36%	24%



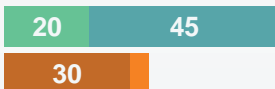
Postal services



RO	EU27
75%	85%
24%	14%



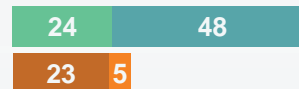
TV subscriptions



RO	EU27
65%	77%
34%	22%



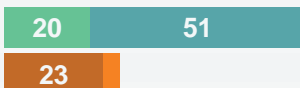
Mobile telephone services



RO	EU27
71%	77%
28%	23%



Internet provision



RO	EU27
72%	75%
27%	24%



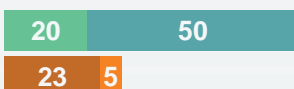
Electricity services



RO	EU27
64%	77%
34%	21%



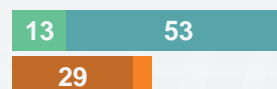
Gas services



RO	EU27
70%	82%
28%	17%



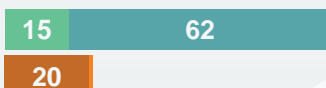
Recreational services



RO	EU27
66%	87%
33%	12%



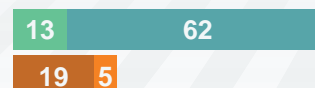
Vehicle rental services



RO	EU27
78%	86%
21%	14%



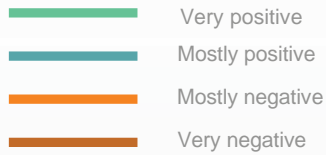
Packaged holidays and tours



RO	EU27
75%	81%
25%	16%

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

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



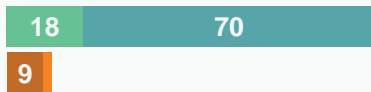
New cars



RO	EU27
92%	94%
7%	5%



Clothing and footwear



RO	EU27
88%	95%
11%	4%



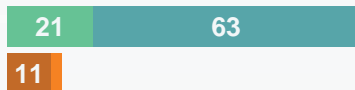
Bank accounts



RO	EU27
88%	89%
11%	9%



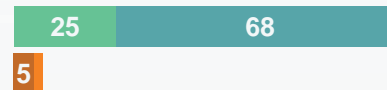
Insurance services



RO	EU27
84%	89%
13%	9%



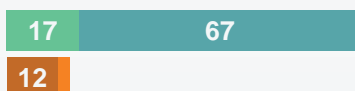
Postal services



RO	EU27
93%	91%
7%	7%



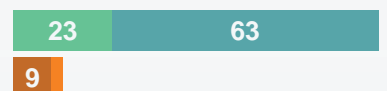
TV subscriptions



RO	EU27
84%	88%
15%	10%



Mobile telephone services



RO	EU27
87%	89%
12%	10%



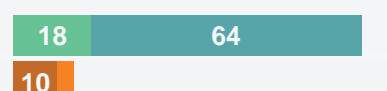
Internet provision



RO	EU27
88%	87%
10%	11%



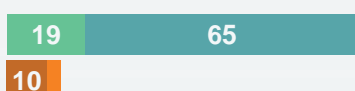
Electricity services



RO	EU27
83%	86%
14%	10%



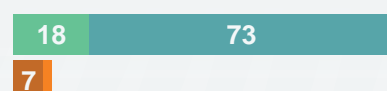
Gas services



RO	EU27
84%	89%
13%	9%



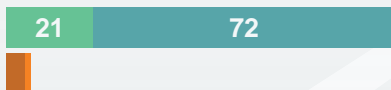
Recreational services



RO	EU27
91%	96%
9%	3%



Vehicle rental services



RO	EU27
93%	93%
6%	6%



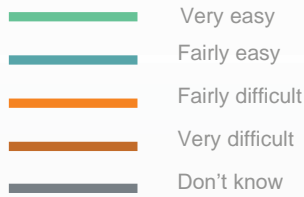
Packaged holidays and tours



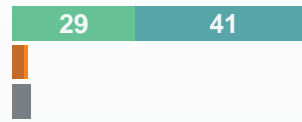
RO	EU27
90%	91%
9%	6%

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



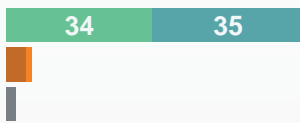
New cars



RO	EU27
70%	75%
4%	6%
4%	4%



Clothing and footwear



RO	EU27
70%	79%
6%	4%
2%	3%



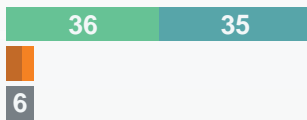
Bank accounts



RO	EU27
64%	57%
9%	11%
6%	9%



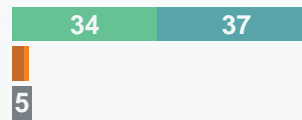
Insurance services



RO	EU27
71%	65%
6%	11%
6%	7%



Postal services



RO	EU27
71%	64%
4%	6%
5%	11%



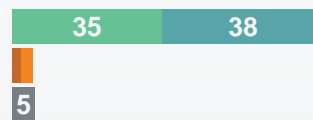
TV subscriptions



RO	EU27
68%	68%
6%	8%
7%	7%



Mobile telephone services



RO	EU27
73%	71%
5%	7%
5%	5%



Internet provision



RO	EU27
67%	70%
4%	8%
9%	6%



Electricity services



RO	EU27
56%	59%
8%	11%
14%	12%



Gas services



RO	EU27
53%	61%
11%	11%
16%	11%



Recreational services



RO	EU27
77%	75%
4%	5%
1%	4%



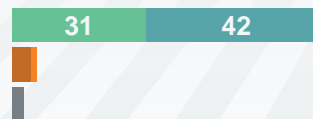
Vehicle rental services



RO	EU27
78%	74%
4%	5%
5%	4%



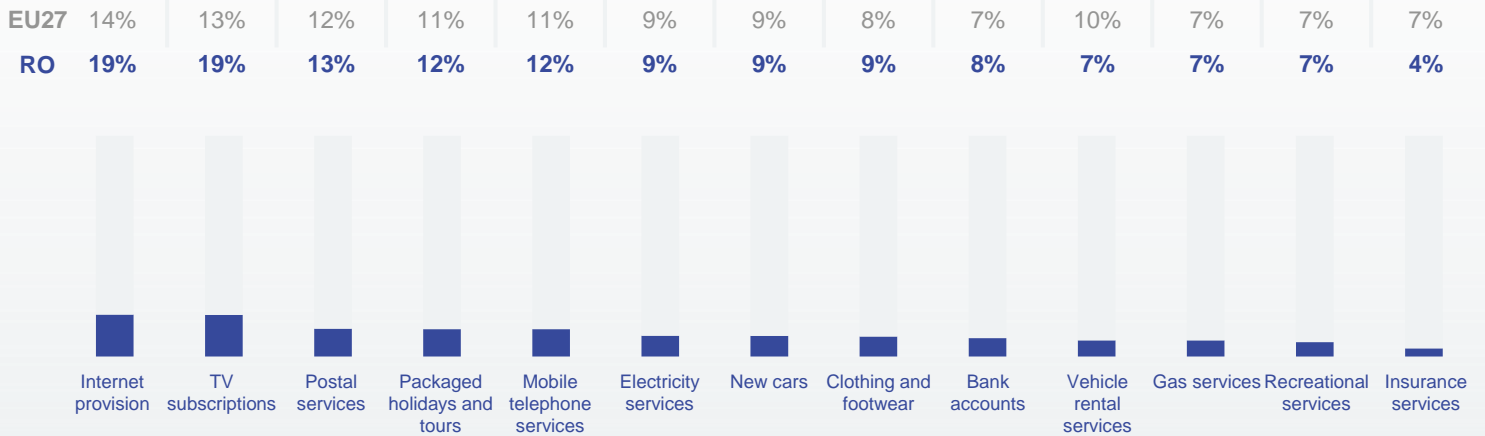
Packaged holidays and tours



RO	EU27
73%	71%
6%	6%
3%	5%

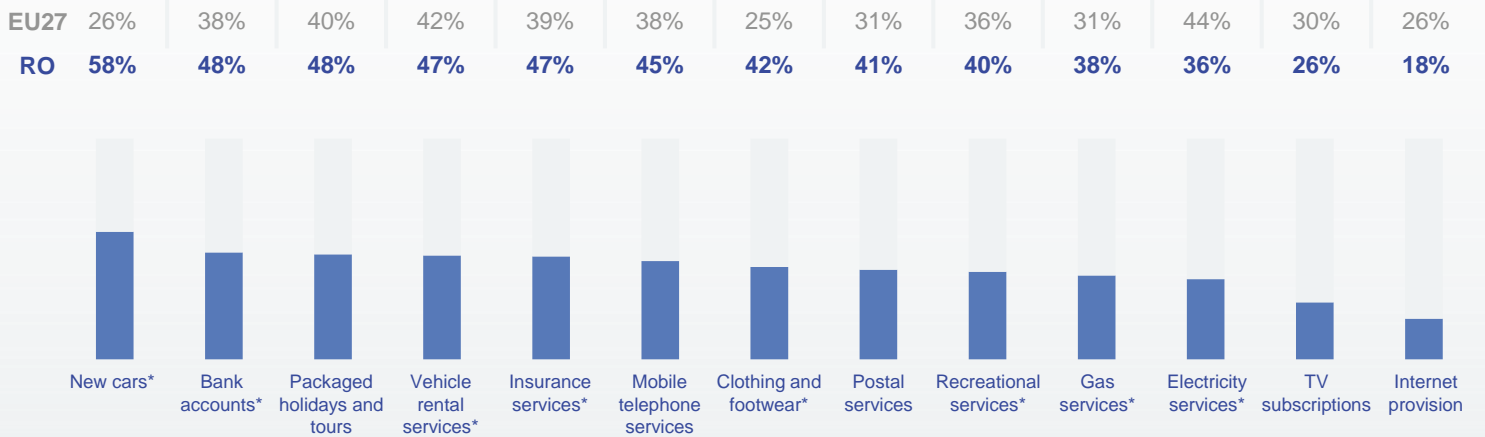
Have you experienced problems with the products or services you purchased? (% yes)

Base: Adults (aged 18+)



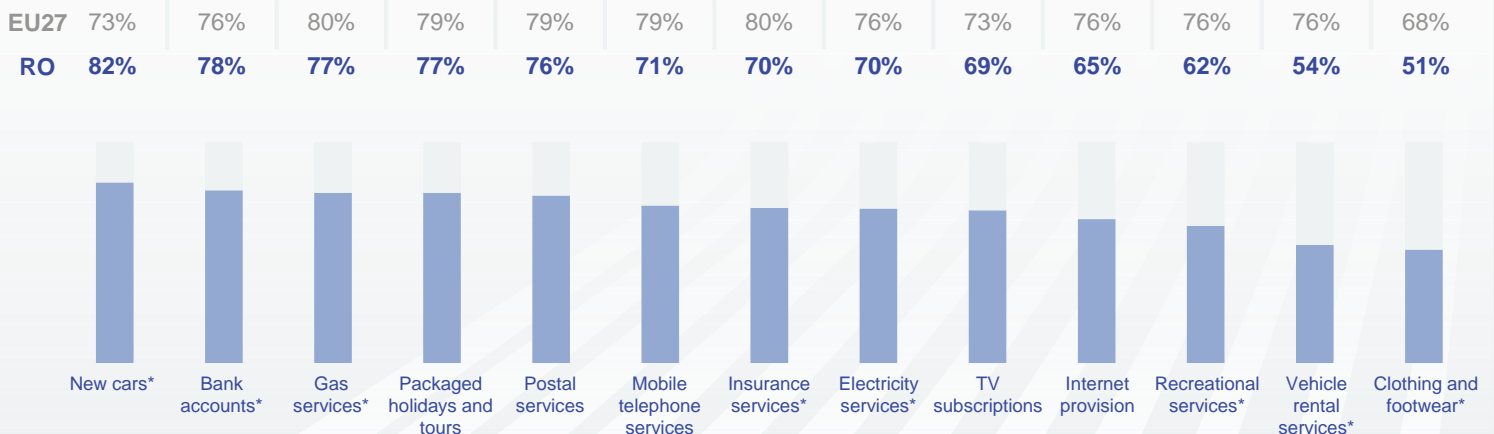
Did you personally experience financial loss? (% yes)

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

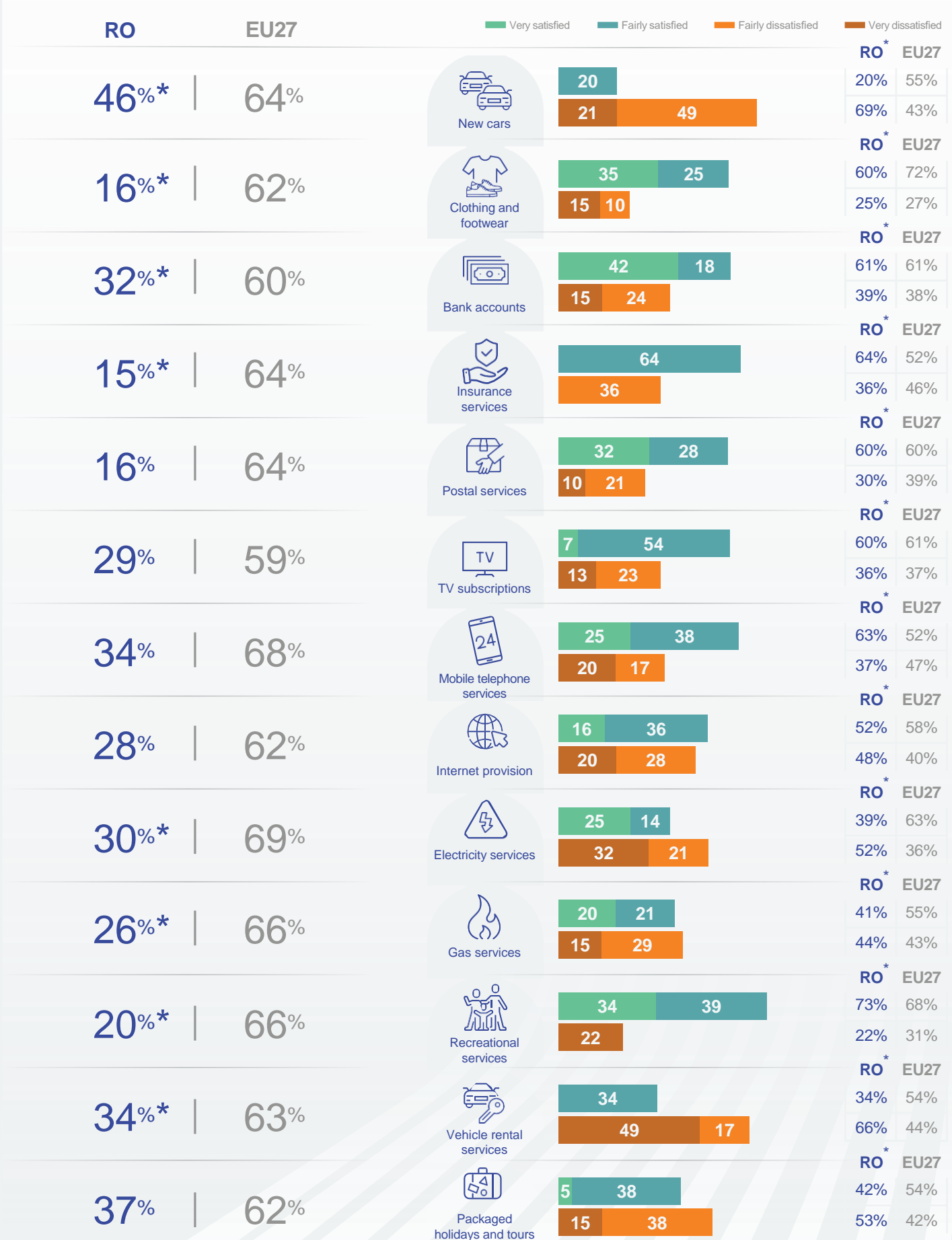


Thinking about the most recent problem did you make a complaint? (% yes)

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%