














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

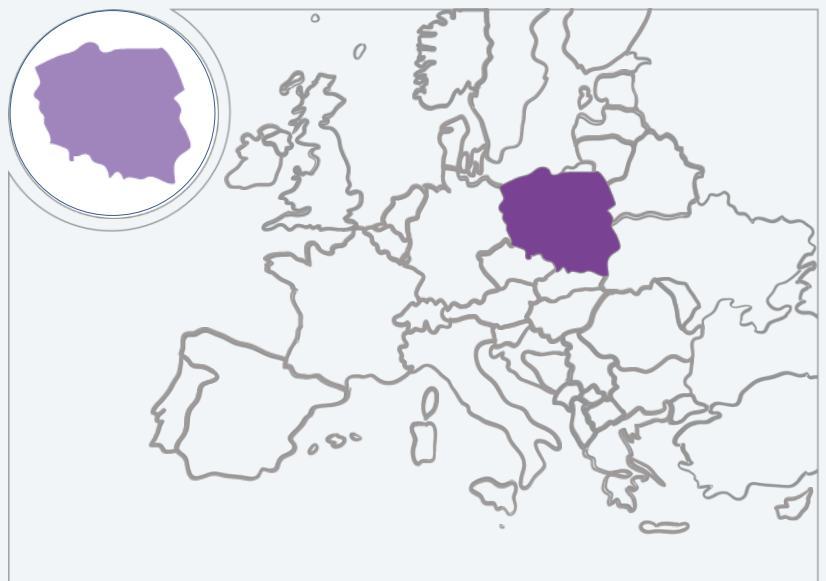
The MMS is conducted using CATI (Computer Assisted Telephone Interviews) and the target population is the general public aged 18 and older. Around 50,000 people are interviewed each wave across the 30 countries in scope. The 2020 wave of the survey was conducted between 27 July 2020 and 26 October 2020.

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 Poland, levels of trust in the thirteen markets covered range from a high of 76% for the gas services market, the recreational services market, and the vehicle rental services market, to a low of 60% for the packaged holidays and tours market.

Between 82% (mobile telephone services market) and 97% (recreational services market) of consumers in Poland report positive experiences of purchasing goods or services in the thirteen markets. Between 46% (electricity services market) and 75% (new cars market) find it easy to compare the offers of different retailers/providers/operators.

Between 5% and 20% of consumers in Poland 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 14% and 48% have experienced financial loss as a result of the problem, while between 52% and 83% have experienced other, non-financial impacts, such as a loss of time, anger, frustration, stress or anxiety.

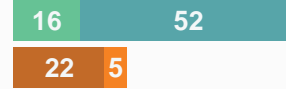
Of all those who have experienced problems in Poland, between 30% (electricity services market) and 71% (postal services market) went on to make a complaint.

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

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



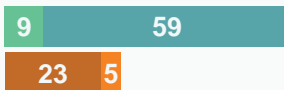
New cars



PL	EU27
68%	83%
27%	15%



Clothing and footwear



PL	EU27
69%	84%
28%	15%



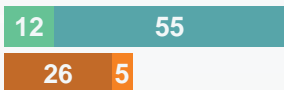
Bank accounts



PL	EU27
73%	78%
26%	22%



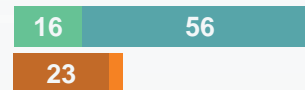
Insurance services



PL	EU27
67%	75%
30%	24%



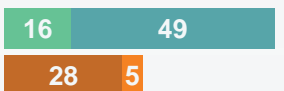
Postal services



PL	EU27
72%	85%
26%	14%



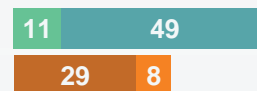
TV subscriptions



PL	EU27
64%	77%
33%	22%



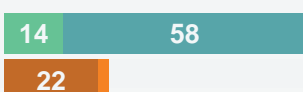
Mobile telephone services



PL	EU27
61%	77%
37%	23%



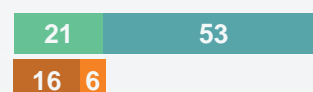
Internet provision



PL	EU27
72%	75%
25%	24%



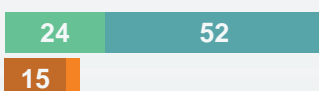
Electricity services



PL	EU27
74%	77%
22%	21%



Gas services



PL	EU27
76%	82%
18%	17%



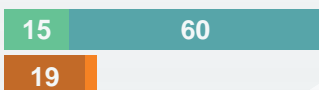
Recreational services



PL	EU27
76%	87%
22%	12%



Vehicle rental services



PL	EU27
76%	86%
22%	14%



Packaged holidays and tours



PL	EU27
60%	81%
32%	16%

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

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



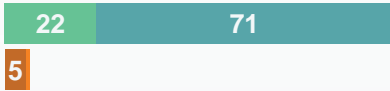
New cars



	PL	EU27
Very positive	94%	94%
Very negative	2%	5%



Clothing and footwear



	PL	EU27
Very positive	93%	95%
Very negative	6%	4%



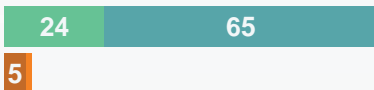
Bank accounts



	PL	EU27
Very positive	90%	89%
Very negative	7%	9%



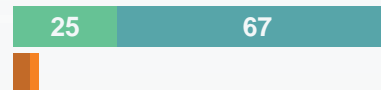
Insurance services



	PL	EU27
Very positive	89%	89%
Very negative	6%	9%



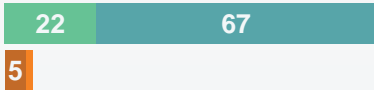
Postal services



	PL	EU27
Very positive	92%	91%
Very negative	6%	7%



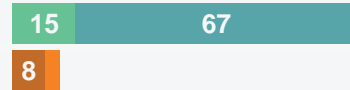
TV subscriptions



	PL	EU27
Very positive	89%	88%
Very negative	7%	10%



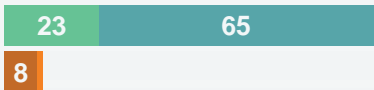
Mobile telephone services



	PL	EU27
Very positive	82%	89%
Very negative	11%	10%



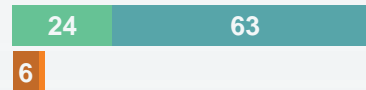
Internet provision



	PL	EU27
Very positive	88%	87%
Very negative	9%	11%



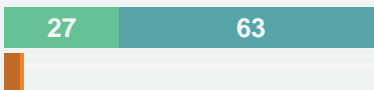
Electricity services



	PL	EU27
Very positive	87%	86%
Very negative	8%	10%



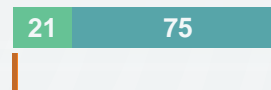
Gas services



	PL	EU27
Very positive	90%	89%
Very negative	5%	9%



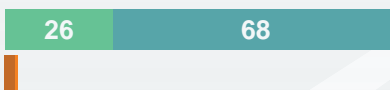
Recreational services



	PL	EU27
Very positive	97%	96%
Very negative	2%	3%



Vehicle rental services



	PL	EU27
Very positive	94%	93%
Very negative	3%	6%



Packaged holidays and tours



	PL	EU27
Very positive	88%	91%
Very negative	3%	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



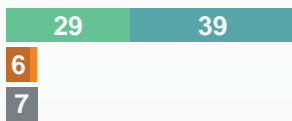
New cars



	PL	EU27
Very easy	75%	75%
Fairly easy	12%	6%
Fairly difficult	7%	4%



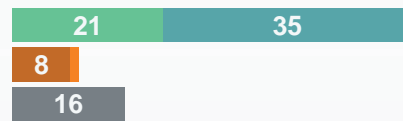
Clothing and footwear



	PL	EU27
Very easy	68%	79%
Fairly easy	7%	4%
Fairly difficult	7%	3%



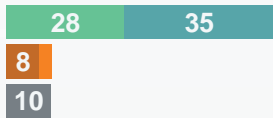
Bank accounts



	PL	EU27
Very easy	56%	57%
Fairly easy	9%	11%
Fairly difficult	16%	9%



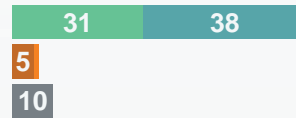
Insurance services



	PL	EU27
Very easy	63%	65%
Fairly easy	11%	11%
Fairly difficult	10%	7%



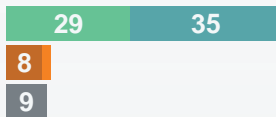
Postal services



	PL	EU27
Very easy	69%	64%
Fairly easy	6%	6%
Fairly difficult	10%	11%



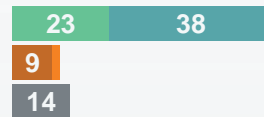
TV subscriptions



	PL	EU27
Very easy	64%	68%
Fairly easy	10%	8%
Fairly difficult	9%	7%



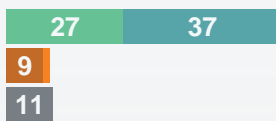
Mobile telephone services



	PL	EU27
Very easy	61%	71%
Fairly easy	11%	7%
Fairly difficult	14%	5%



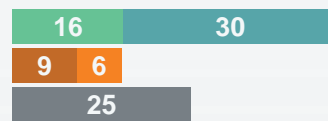
Internet provision



	PL	EU27
Very easy	64%	70%
Fairly easy	10%	8%
Fairly difficult	11%	6%



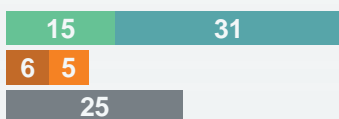
Electricity services



	PL	EU27
Very easy	46%	59%
Fairly easy	15%	11%
Fairly difficult	25%	12%



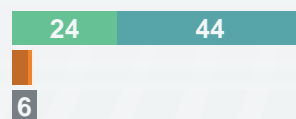
Gas services



	PL	EU27
Very easy	47%	61%
Fairly easy	11%	11%
Fairly difficult	25%	11%



Recreational services



	PL	EU27
Very easy	68%	75%
Fairly easy	5%	5%
Fairly difficult	6%	4%



Vehicle rental services



	PL	EU27
Very easy	67%	74%
Fairly easy	9%	5%
Fairly difficult	9%	4%



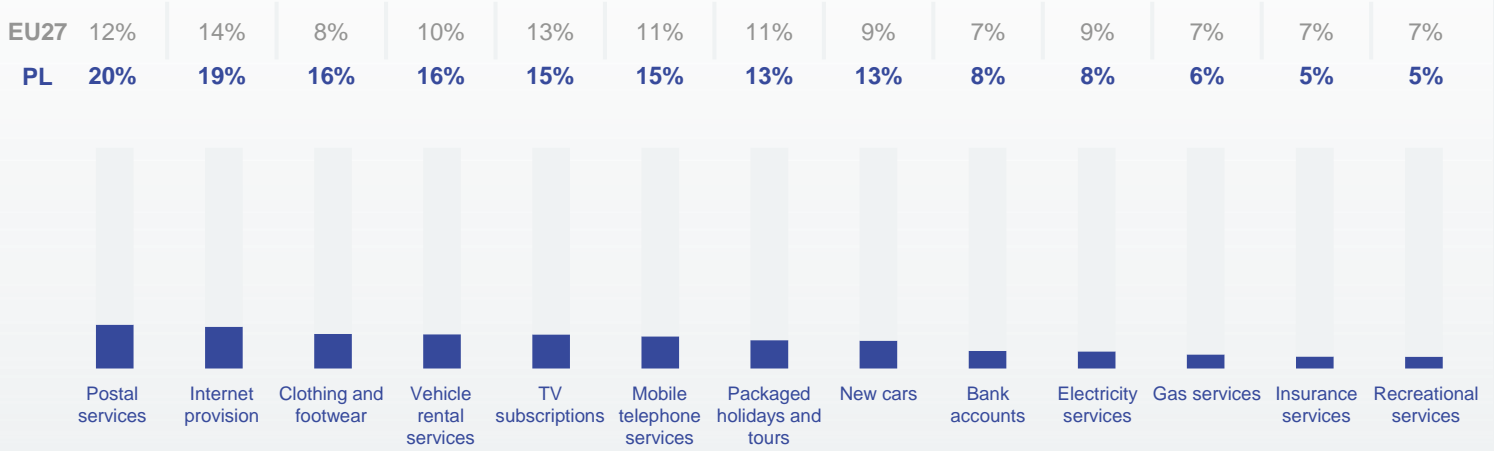
Packaged holidays and tours



	PL	EU27
Very easy	65%	71%
Fairly easy	7%	6%
Fairly difficult	10%	5%

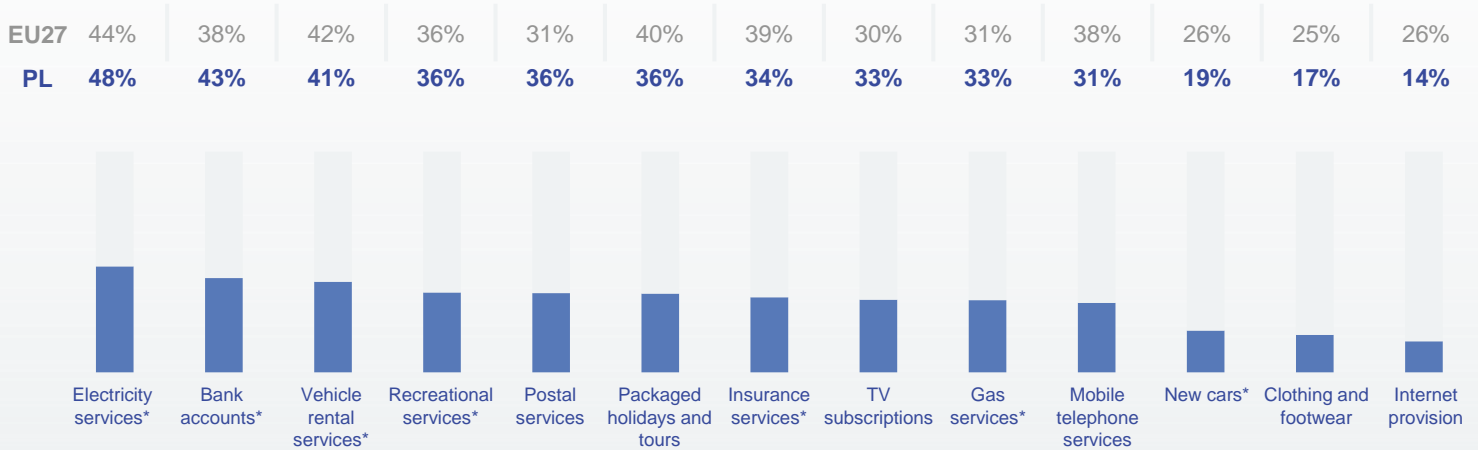
Have you experienced problems with the products or services you purchased? (% yes)

Base: Adults (aged 18+)



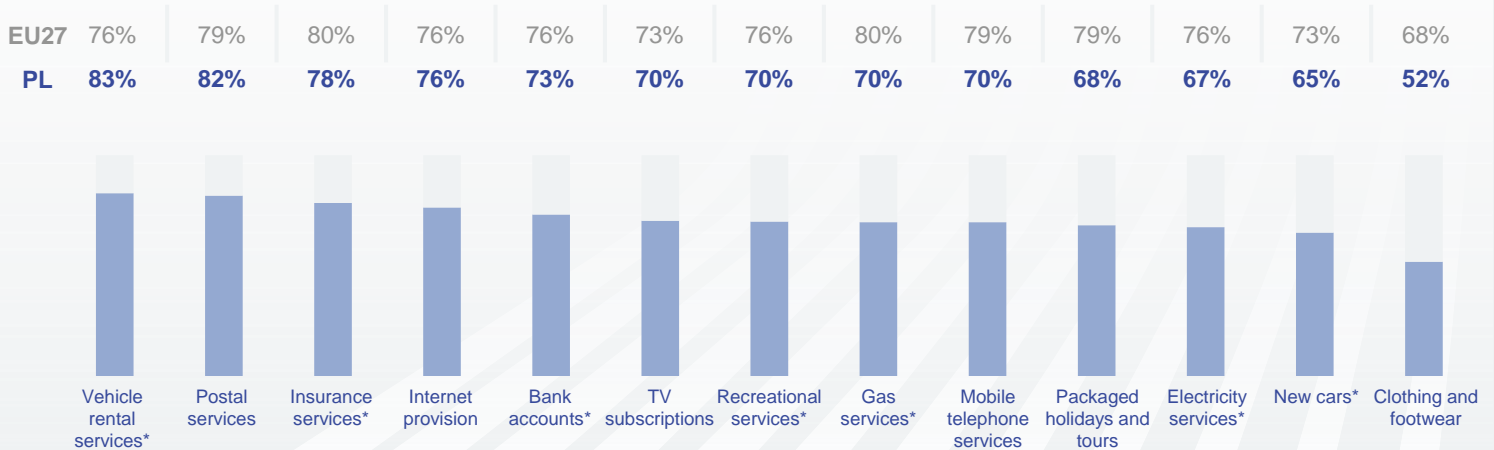
Did you personally experience financial loss? (% yes)

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



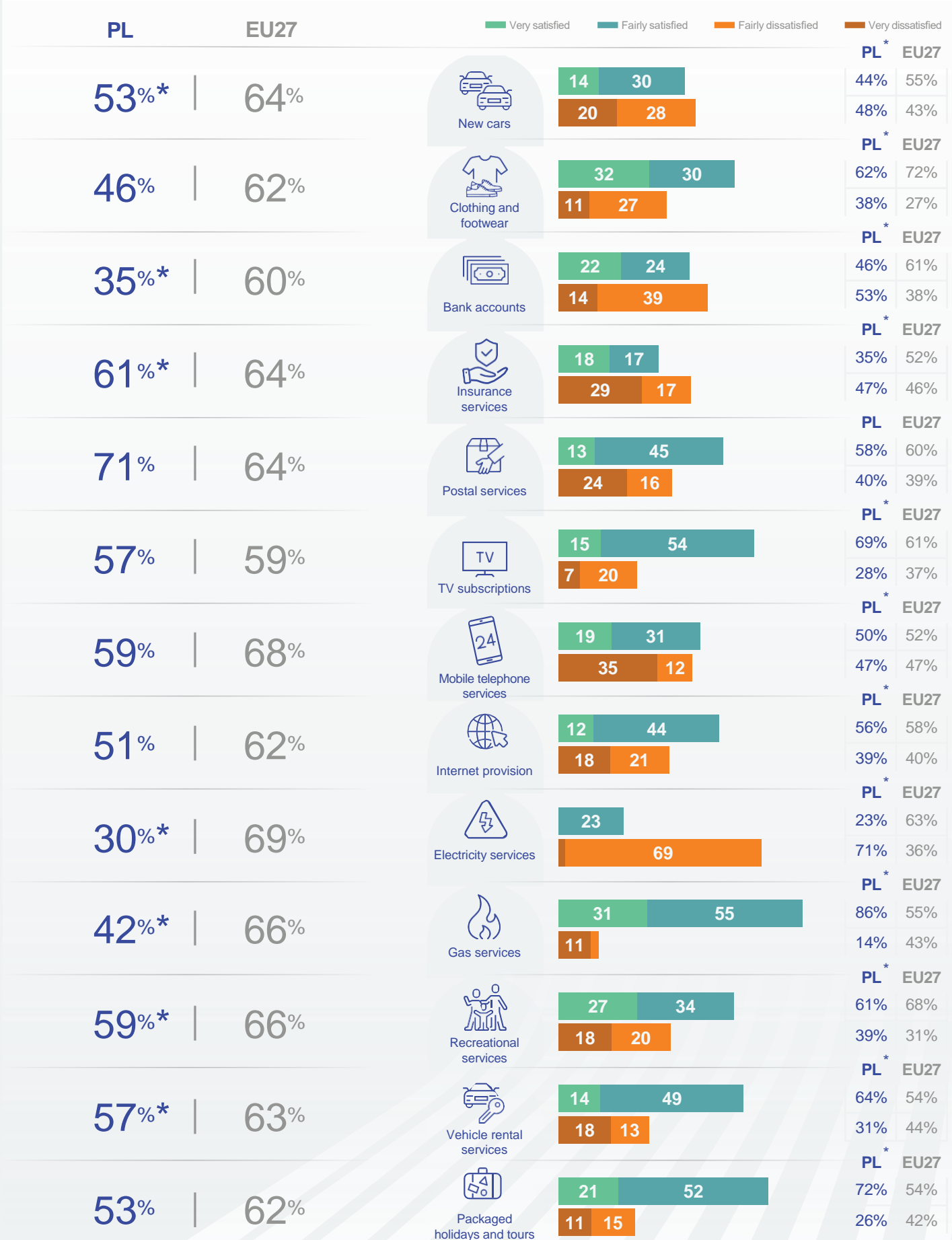
*Base size < 50
Percentages of 'don't know' responses are not shown here. As a result, the figures generally do not add up to 100%

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%