

## VEHICLE RENTAL SERVICES



# 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.



### CORE INDICATORS

**86%** trust providers

**93%** report positive experiences

**74%** find it easy to compare goods or services

**10%** of consumers have experienced a problem in this market

**76%** of those who have experienced a problem suffered detriment

**63%** of those who have experienced a problem made a complaint

**54%** of complainants were satisfied with the outcome



### 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

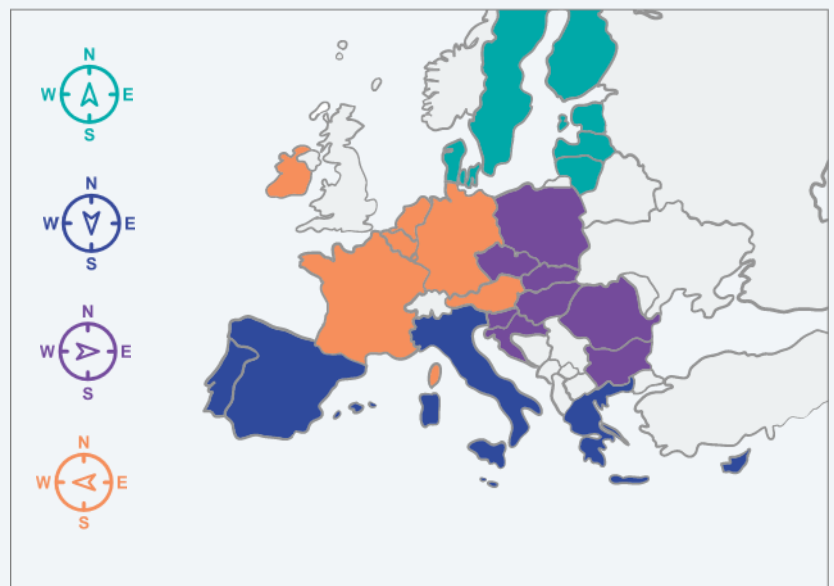
Survey microsite:

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

EC website:

[https://ec.europa.eu/info/policies/consumers/consumer-protection/evidence-based-consumer-policy/market-monitoring\\_en](https://ec.europa.eu/info/policies/consumers/consumer-protection/evidence-based-consumer-policy/market-monitoring_en)

Email: JUST-E3@ec.europa.eu



### OVERVIEW OF FINDINGS

Overall, 86% of consumers trust providers in the vehicle rental services market, while 14% do not.

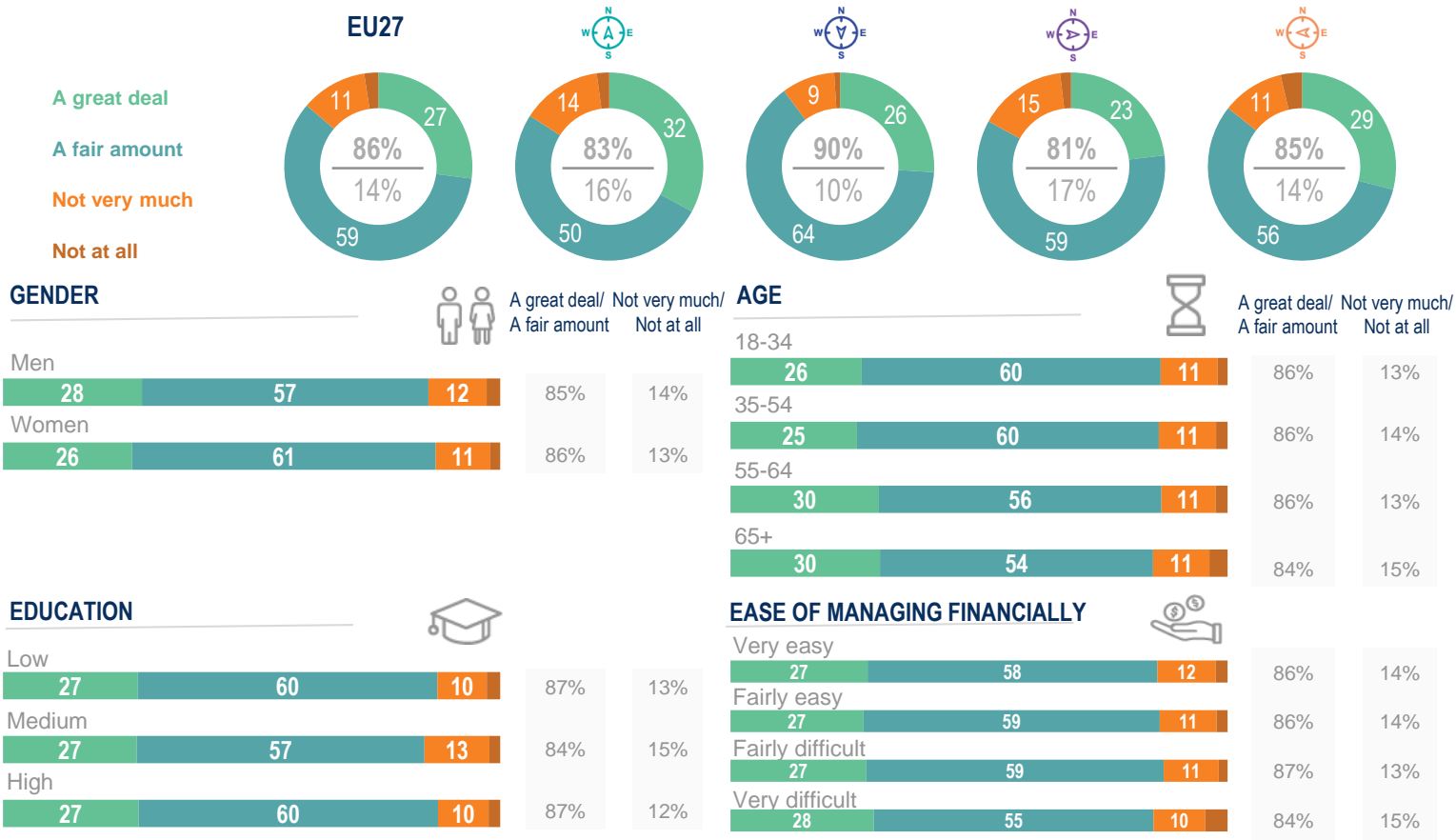
93% of consumers report positive experiences of making purchases in the market, while 6% report negative experiences. A total of 74% find it easy to compare the offers of different providers, while 5% find it difficult.

A total of 10% of consumers have experienced problems with services they purchased, or with providers, that they feel gave legitimate cause for complaint. Of this group, 42% have experienced financial loss while 76% have experienced other, non-financial impacts such as a loss of time, anger, frustration, stress or anxiety.

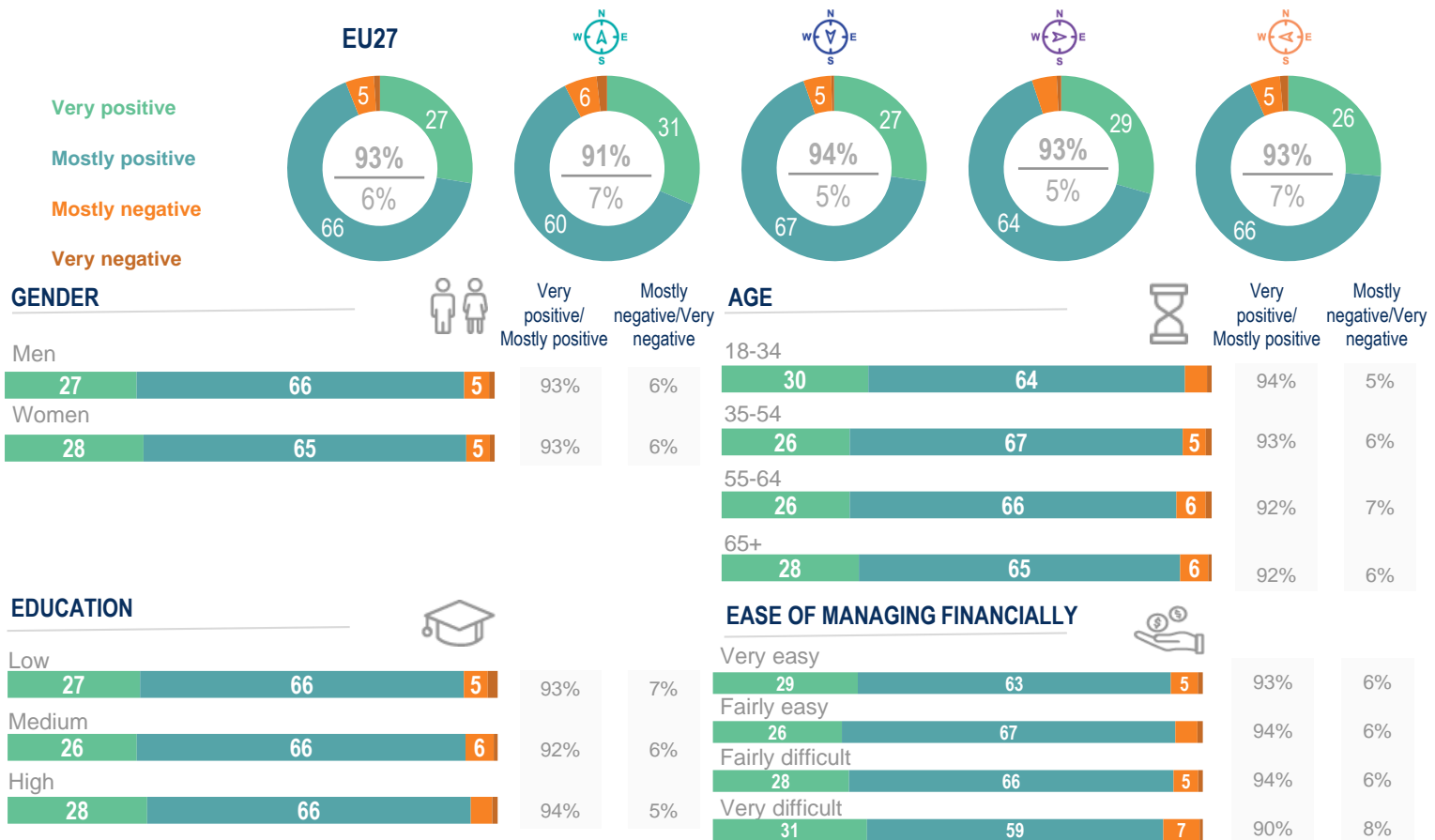
Of all those who have experienced problems the majority (63%) have gone on to make a complaint. Just over half (54%) reported being satisfied with the outcome of the complaint, while 44% reported being dissatisfied.



## How much do you trust the providers overall?

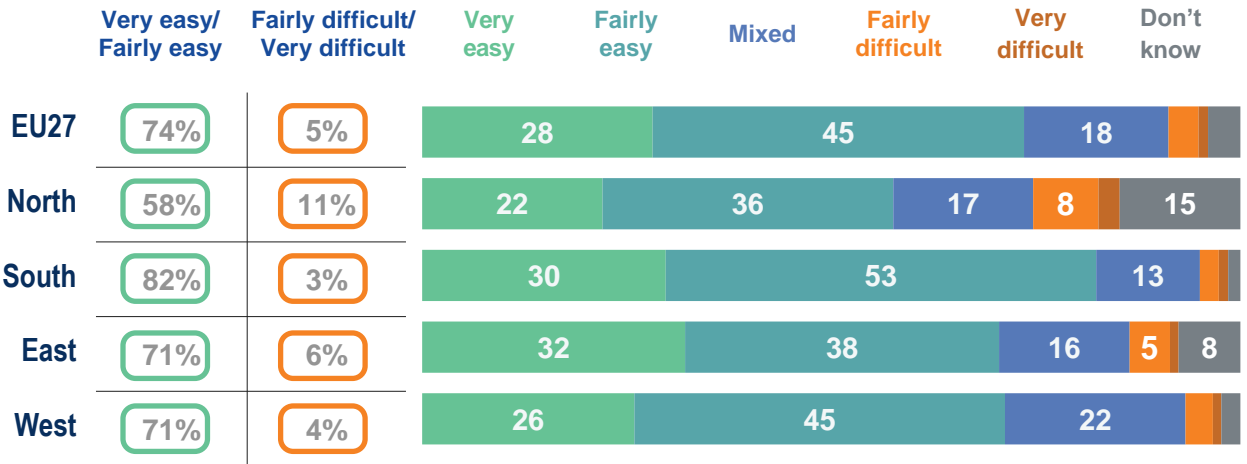


## How would you rate your experiences of purchasing services in this market?

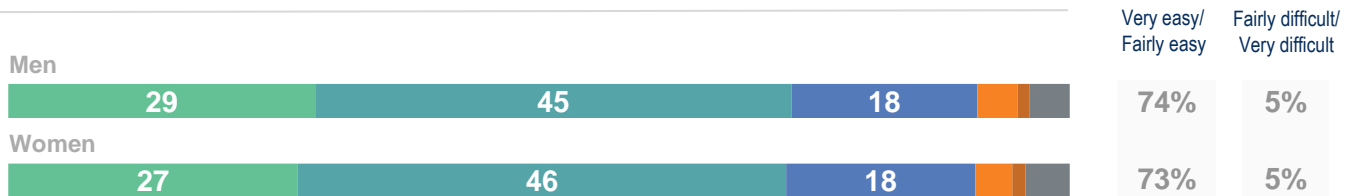




How easy or difficult was it to compare the services of different providers?



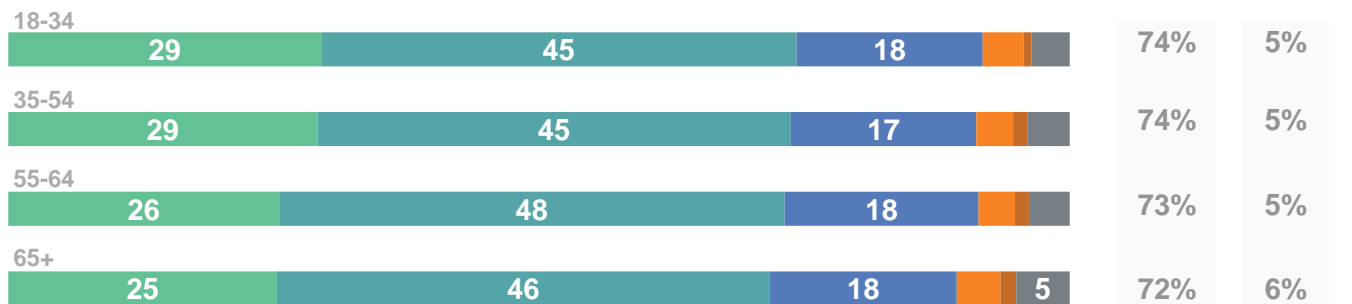
## GENDER



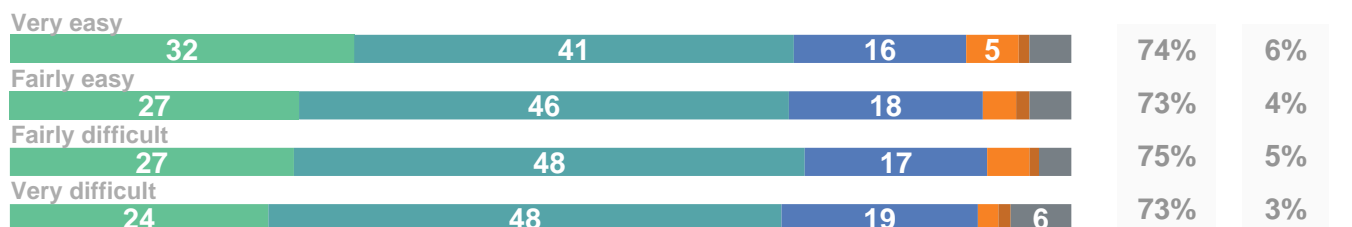
## EDUCATION



## AGE



## EASE OF MANAGING FINANCIALLY

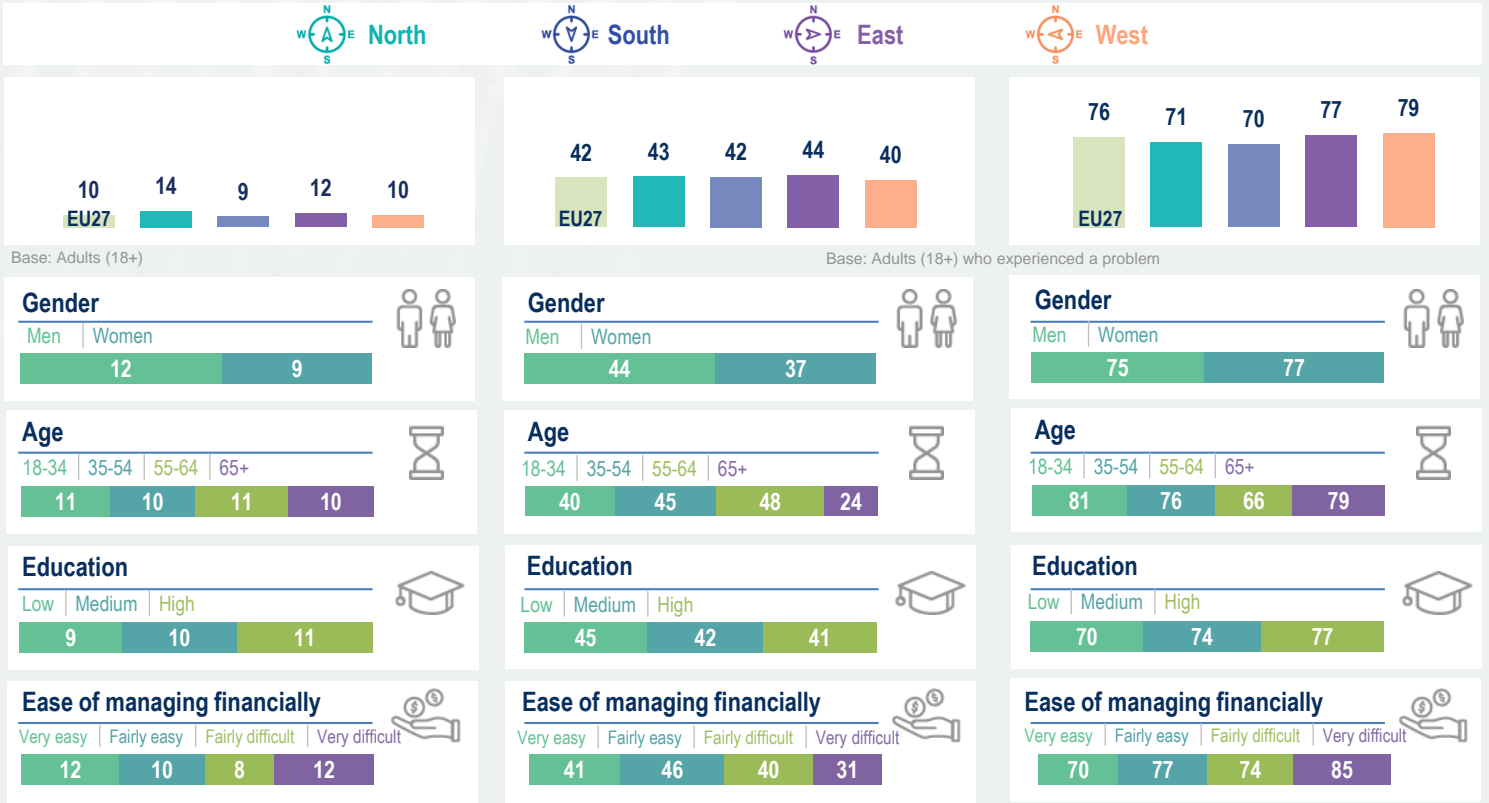




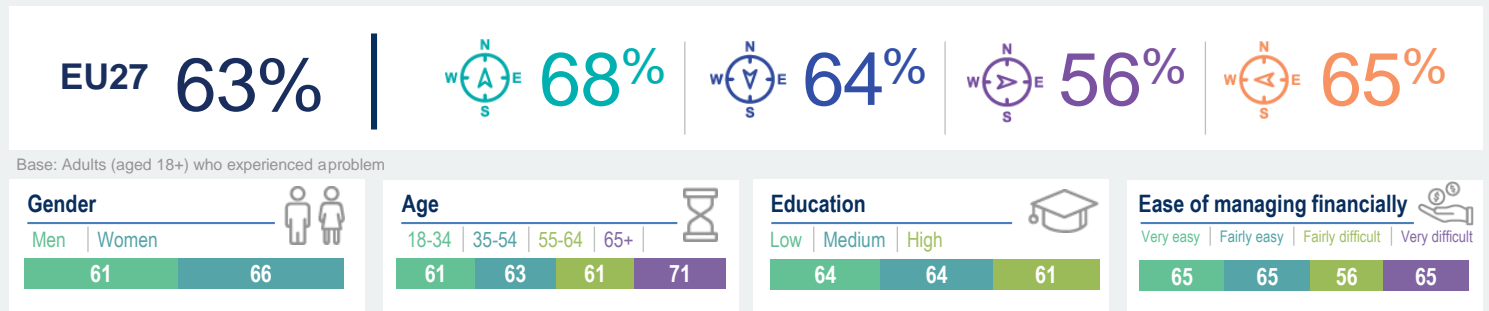
Have you experienced problems with the services you purchased? (% yes)

Did you personally experience financial loss? (% yes)

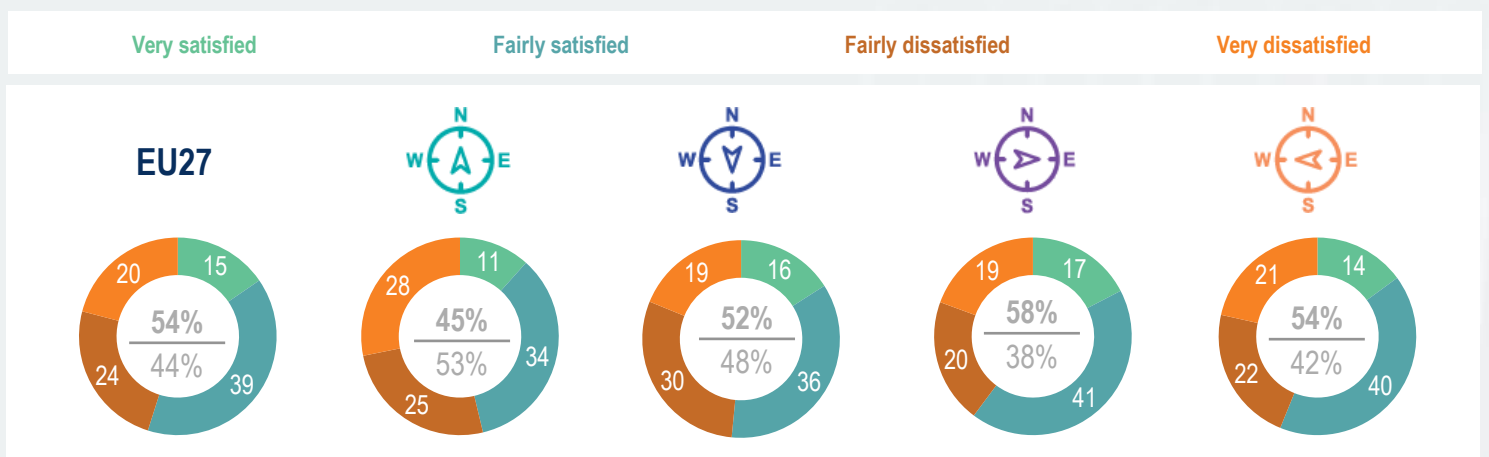
Did you personally experience other non-financial impacts such as loss of time, anger, frustration, stress, anxiety? (% yes)



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



How satisfied were you with the complaint outcome?



\*Base size < 50  
 Base: Adults (18+) who made a complaint  
 Data label not shown <5%  
 Percentages of 'don't know' responses are not shown here. As a result, the figures generally do not add up to 100%