
















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 Spain, levels of trust in the thirteen markets covered range from a high of 92% for the vehicle rental services market, to a low of 55% for the bank accounts market.

Between 79% (electricity services market) and 97% (postal services market) of consumers in Spain report positive experiences of purchasing goods or services in the thirteen markets. Between 58% (electricity services market) and 84% (clothing and footwear market) find it easy to compare the offers of different retailers/providers/operators.

Between 4% and 12% of consumers in Spain 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 54% have experienced financial loss as a result of the problem, while between 64% and 88% 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 Spain, between 64% (bank accounts market) and 89% (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



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 81% | 83% |
| a fair amount | 16% | 15% |



Clothing and footwear



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 85% | 84% |
| a fair amount | 12% | 15% |



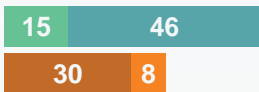
Bank accounts



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 55% | 78% |
| a fair amount | 44% | 22% |



Insurance services



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 61% | 75% |
| a fair amount | 38% | 24% |



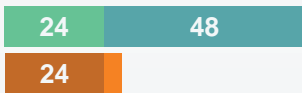
Postal services



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 88% | 85% |
| a fair amount | 10% | 14% |



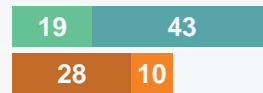
TV subscriptions



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 72% | 77% |
| a fair amount | 28% | 22% |



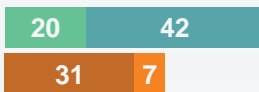
Mobile telephone services



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 62% | 77% |
| a fair amount | 38% | 23% |



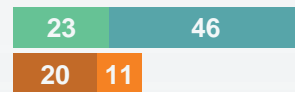
Internet provision



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 62% | 75% |
| a fair amount | 38% | 24% |



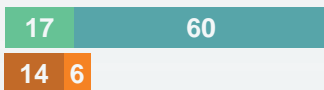
Electricity services



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 69% | 77% |
| a fair amount | 31% | 21% |



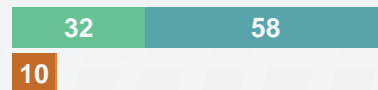
Gas services



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 77% | 82% |
| a fair amount | 21% | 17% |



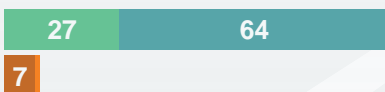
Recreational services



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 89% | 87% |
| a fair amount | 11% | 12% |



Vehicle rental services



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 92% | 86% |
| a fair amount | 8% | 14% |



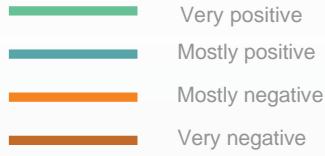
Packaged holidays and tours



| | ES | EU27 |
|---------------|-----|------|
| a great deal | 80% | 81% |
| a fair amount | 18% | 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



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 95% | 94% |
| Mostly positive | 60% | 60% |
| Mostly negative | 4% | 5% |
| Very negative | 0% | 0% |



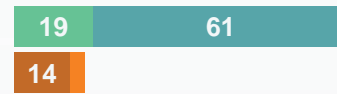
Clothing and footwear



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 94% | 95% |
| Mostly positive | 67% | 67% |
| Mostly negative | 4% | 4% |
| Very negative | 0% | 0% |



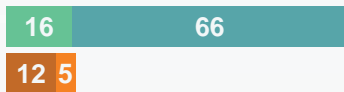
Bank accounts



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 80% | 89% |
| Mostly positive | 61% | 61% |
| Mostly negative | 17% | 9% |
| Very negative | 4% | 4% |



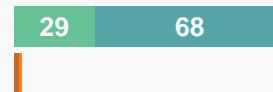
Insurance services



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 81% | 89% |
| Mostly positive | 66% | 66% |
| Mostly negative | 16% | 9% |
| Very negative | 5% | 5% |



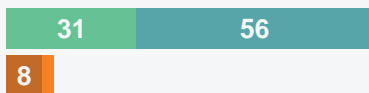
Postal services



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 97% | 91% |
| Mostly positive | 68% | 68% |
| Mostly negative | 0% | 0% |
| Very negative | 3% | 7% |



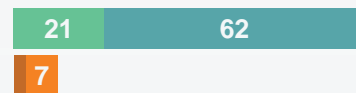
TV subscriptions



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 87% | 88% |
| Mostly positive | 56% | 56% |
| Mostly negative | 0% | 0% |
| Very negative | 11% | 10% |



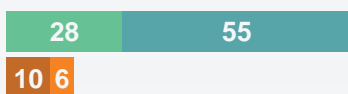
Mobile telephone services



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 84% | 89% |
| Mostly positive | 62% | 62% |
| Mostly negative | 0% | 0% |
| Very negative | 10% | 10% |



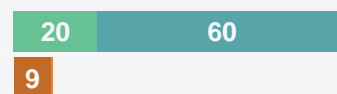
Internet provision



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 82% | 87% |
| Mostly positive | 55% | 55% |
| Mostly negative | 16% | 11% |
| Very negative | 6% | 6% |



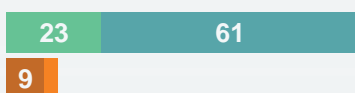
Electricity services



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 79% | 86% |
| Mostly positive | 60% | 60% |
| Mostly negative | 0% | 0% |
| Very negative | 9% | 10% |



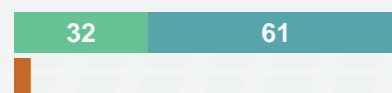
Gas services



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 84% | 89% |
| Mostly positive | 61% | 61% |
| Mostly negative | 0% | 0% |
| Very negative | 12% | 9% |



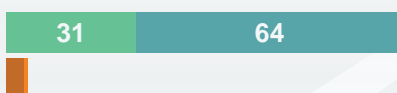
Recreational services



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 93% | 96% |
| Mostly positive | 61% | 61% |
| Mostly negative | 0% | 0% |
| Very negative | 4% | 3% |



Vehicle rental services



| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 95% | 93% |
| Mostly positive | 64% | 64% |
| Mostly negative | 0% | 0% |
| Very negative | 5% | 6% |



Packaged holidays and tours



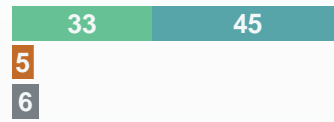
| | ES | EU27 |
|-----------------|-----|------|
| Very positive | 91% | 91% |
| Mostly positive | 65% | 65% |
| Mostly negative | 0% | 0% |
| Very negative | 6% | 6% |

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



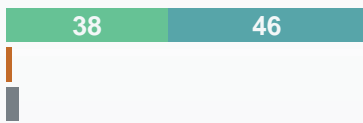
New cars



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 77% | 75% |
| Fairly easy | 5% | 6% |
| Fairly difficult | 6% | 4% |
| Very difficult | | |
| Don't know | | |



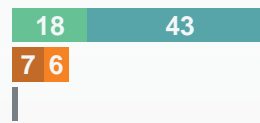
Clothing and footwear



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 84% | 79% |
| Fairly easy | 1% | 4% |
| Fairly difficult | 3% | 3% |
| Very difficult | | |
| Don't know | | |



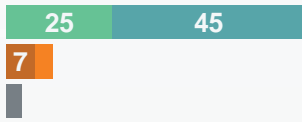
Bank accounts



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 61% | 57% |
| Fairly easy | 13% | 11% |
| Fairly difficult | 1% | 9% |
| Very difficult | | |
| Don't know | | |



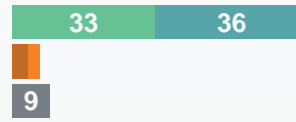
Insurance services



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 70% | 65% |
| Fairly easy | 11% | 11% |
| Fairly difficult | 4% | 7% |
| Very difficult | | |
| Don't know | | |



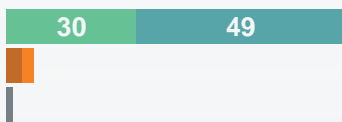
Postal services



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 69% | 64% |
| Fairly easy | 6% | 6% |
| Fairly difficult | 9% | 11% |
| Very difficult | | |
| Don't know | | |



TV subscriptions



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 79% | 68% |
| Fairly easy | 6% | 8% |
| Fairly difficult | 1% | 7% |
| Very difficult | | |
| Don't know | | |



Mobile telephone services



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 78% | 71% |
| Fairly easy | 4% | 7% |
| Fairly difficult | 1% | 5% |
| Very difficult | | |
| Don't know | | |



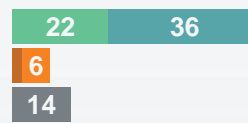
Internet provision



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 75% | 70% |
| Fairly easy | 5% | 8% |
| Fairly difficult | 4% | 6% |
| Very difficult | | |
| Don't know | | |



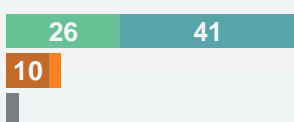
Electricity services



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 58% | 59% |
| Fairly easy | 9% | 11% |
| Fairly difficult | 14% | 12% |
| Very difficult | | |
| Don't know | | |



Gas services



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 67% | 61% |
| Fairly easy | 13% | 11% |
| Fairly difficult | 3% | 11% |
| Very difficult | | |
| Don't know | | |



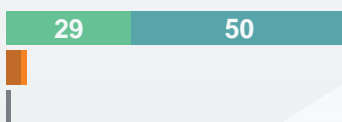
Recreational services



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 83% | 75% |
| Fairly easy | 5% | 5% |
| Fairly difficult | 5% | 4% |
| Very difficult | | |
| Don't know | | |



Vehicle rental services



| | ES | EU27 |
|------------------|-----|------|
| Very easy | 79% | 74% |
| Fairly easy | 5% | 5% |
| Fairly difficult | 1% | 4% |
| Very difficult | | |
| Don't know | | |



Packaged holidays and tours

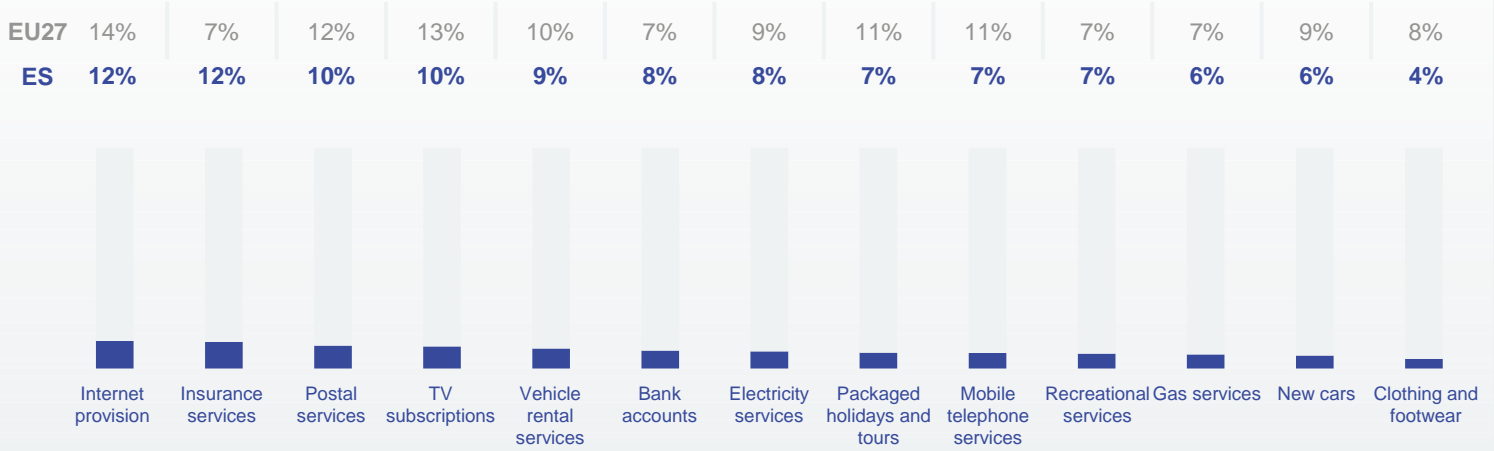


| | ES | EU27 |
|------------------|-----|------|
| Very easy | 76% | 71% |
| Fairly easy | 2% | 6% |
| Fairly difficult | 5% | 5% |
| Very difficult | | |
| Don't know | | |



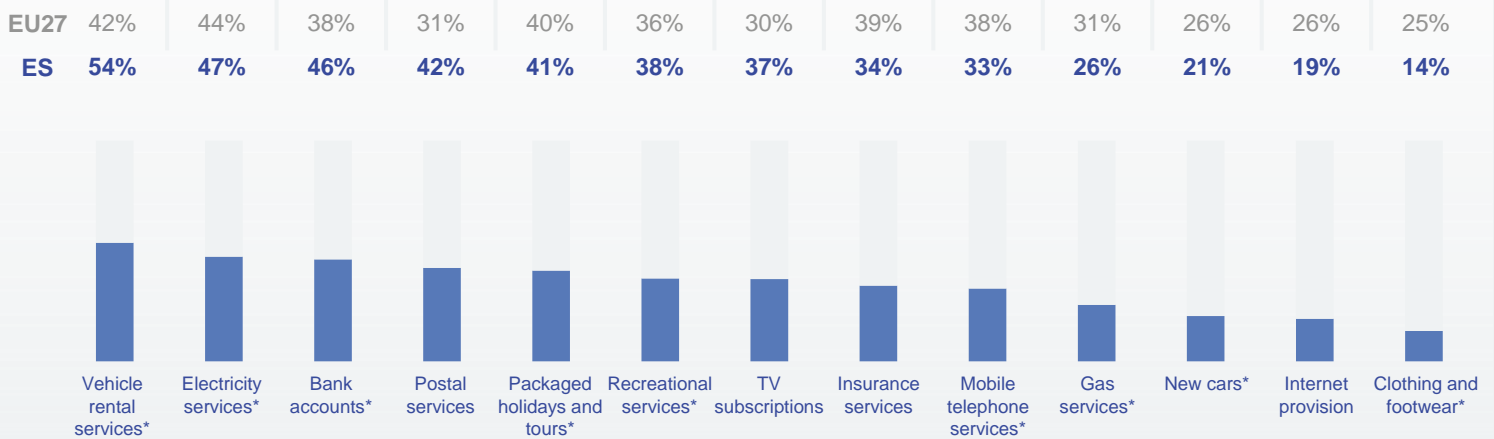
Have you experienced problems with the products or services you purchased? (% yes)

Base: Adults (aged 18+)



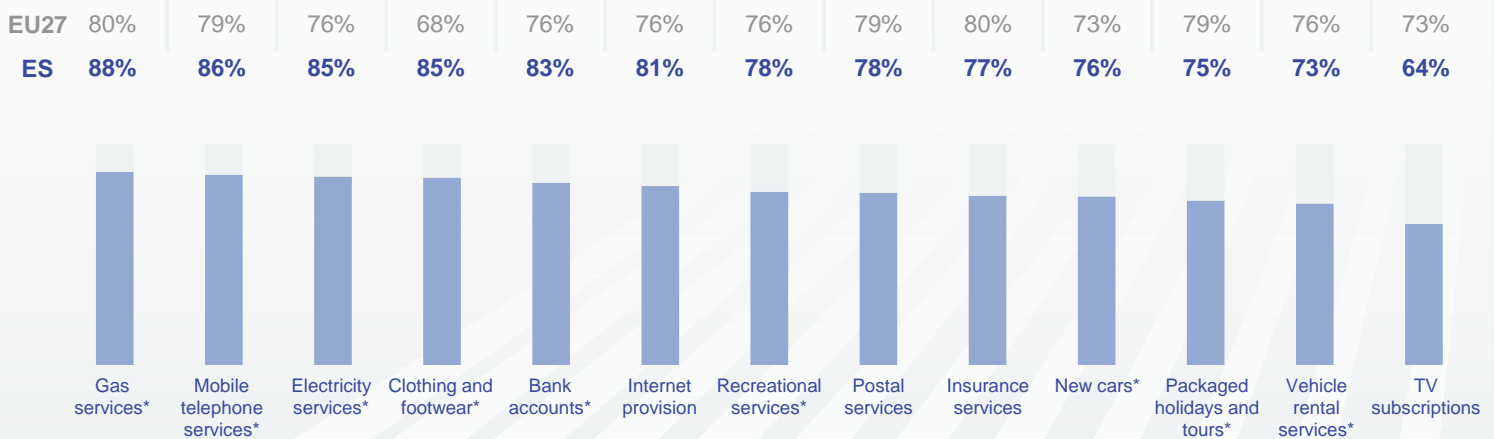
Did you personally experience financial loss? (% yes)

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%

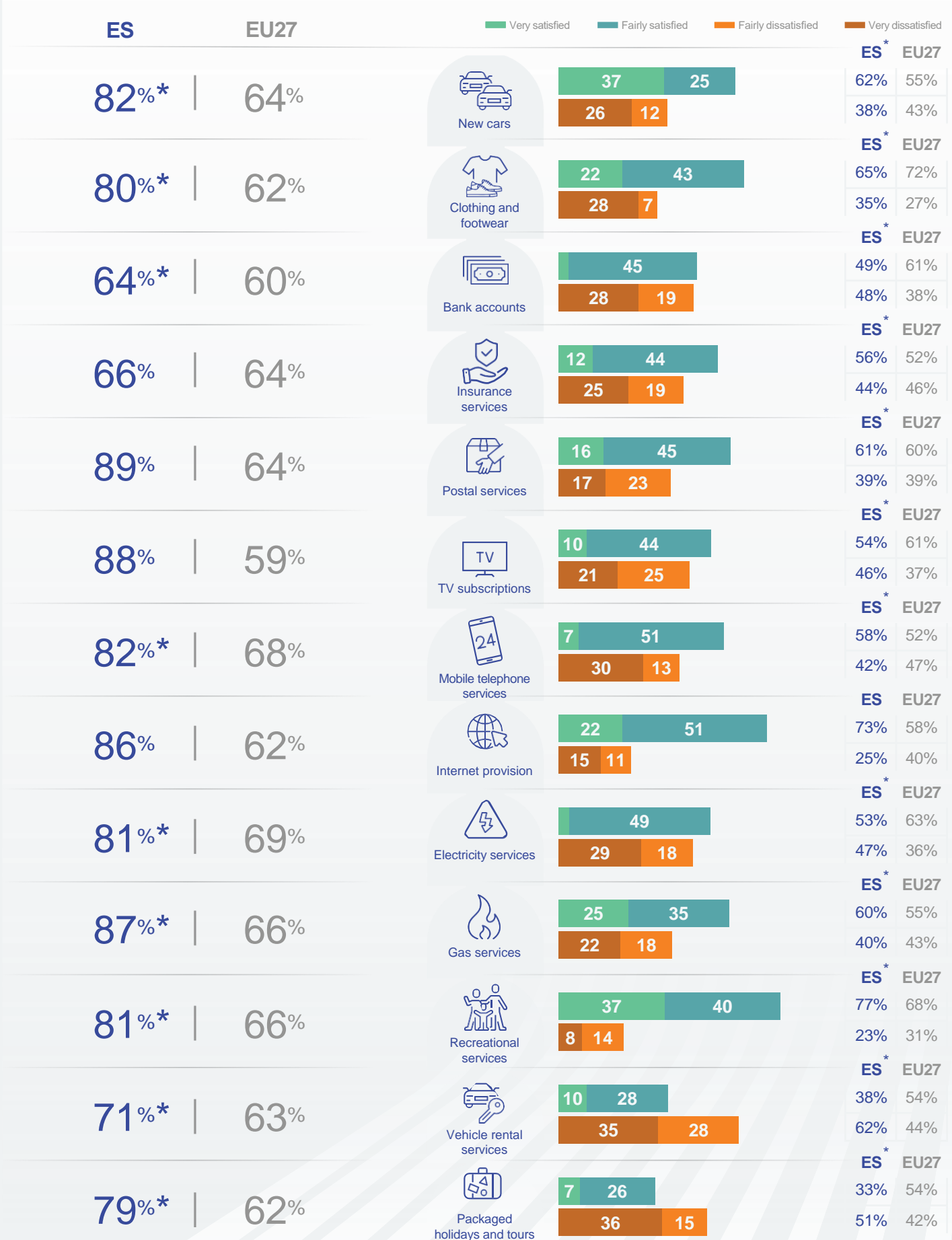


Thinking about the most recent problem did you make a complaint? (% yes)

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%