
















# 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 Portugal, levels of trust in the thirteen markets covered range from a high of 94% for the new cars market, to a low of 77% for the TV subscriptions market.

Between 83% (TV subscriptions market) and 98% (new cars market) of consumers in Portugal report positive experiences of purchasing goods or services in the thirteen markets. Between 67% (bank accounts market) and 96% (clothing and footwear market) find it easy to compare the offers of different retailers/providers/operators.

Between 7% and 20% of consumers in Portugal 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 32% and 54% have experienced financial loss as a result of the problem, while between 61% and 78% 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 Portugal, between 68% (bank accounts market) and 94% (internet provision 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



	PT	EU27
a great deal	94%	83%
a fair amount	6%	15%



### Clothing and footwear



	PT	EU27
a great deal	92%	84%
a fair amount	8%	15%



### Bank accounts



	PT	EU27
a great deal	83%	78%
a fair amount	17%	22%



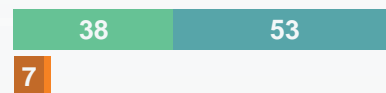
### Insurance services



	PT	EU27
a great deal	80%	75%
a fair amount	19%	24%



### Postal services



	PT	EU27
a great deal	91%	85%
a fair amount	9%	14%



### TV subscriptions



	PT	EU27
a great deal	77%	77%
a fair amount	23%	22%



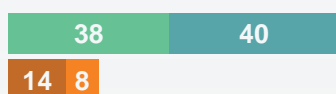
### Mobile telephone services



	PT	EU27
a great deal	86%	77%
a fair amount	14%	23%



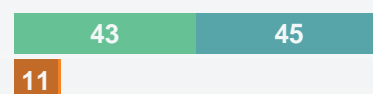
### Internet provision



	PT	EU27
a great deal	79%	75%
a fair amount	21%	24%



### Electricity services



	PT	EU27
a great deal	88%	77%
a fair amount	11%	21%



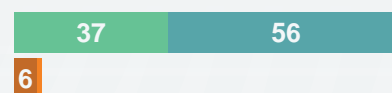
### Gas services



	PT	EU27
a great deal	91%	82%
a fair amount	9%	17%



### Recreational services



	PT	EU27
a great deal	93%	87%
a fair amount	7%	12%



### Vehicle rental services



	PT	EU27
a great deal	93%	86%
a fair amount	6%	14%



### Packaged holidays and tours



	PT	EU27
a great deal	90%	81%
a fair amount	9%	16%



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

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



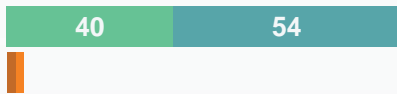
### New cars



PT	EU27
98%	94%
2%	5%



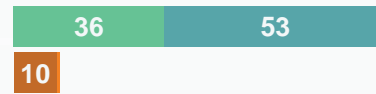
### Clothing and footwear



PT	EU27
94%	95%
4%	4%



### Bank accounts



PT	EU27
89%	89%
11%	9%



### Insurance services



PT	EU27
89%	89%
8%	9%



### Postal services



PT	EU27
92%	91%
7%	7%



### TV subscriptions



PT	EU27
83%	88%
16%	10%



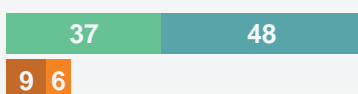
### Mobile telephone services



PT	EU27
90%	89%
10%	10%



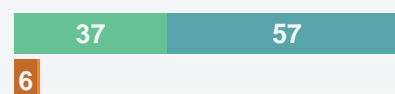
### Internet provision



PT	EU27
85%	87%
15%	11%



### Electricity services



PT	EU27
94%	86%
6%	10%



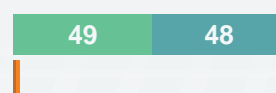
### Gas services



PT	EU27
92%	89%
8%	9%



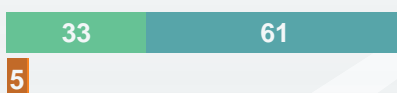
### Recreational services



PT	EU27
97%	96%
2%	3%



### Vehicle rental services



PT	EU27
95%	93%
5%	6%



### Packaged holidays and tours



PT	EU27
94%	91%
5%	6%

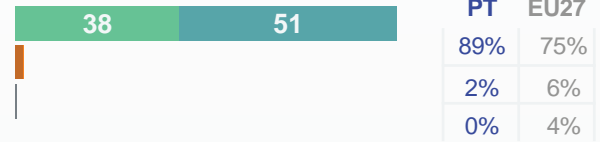


## How easy or difficult was it to compare the services or products of different providers/retailers/operators?

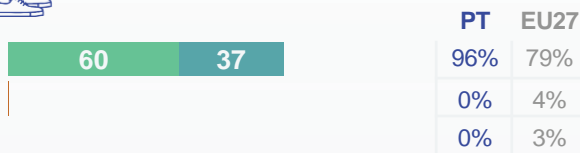
Base: Adults (aged 18+); Data labels <5% not shown



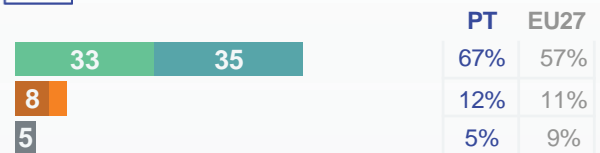
### New cars



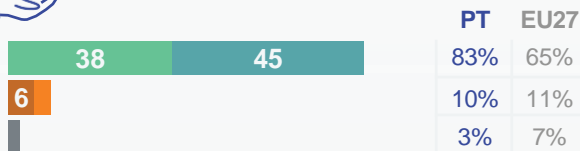
### Clothing and footwear



### Bank accounts



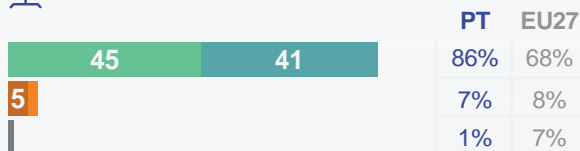
### Insurance services



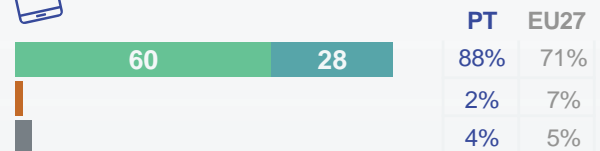
### Postal services



### TV subscriptions



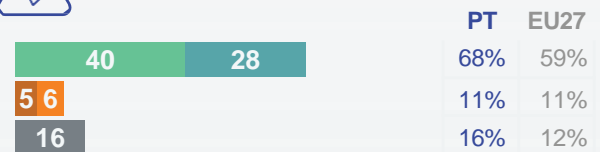
### Mobile telephone services



### Internet provision



### Electricity services



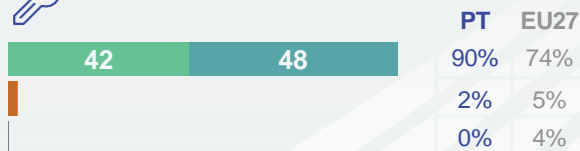
### Gas services



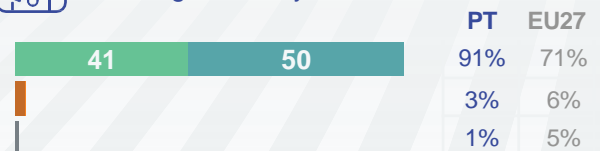
### Recreational services



### Vehicle rental services



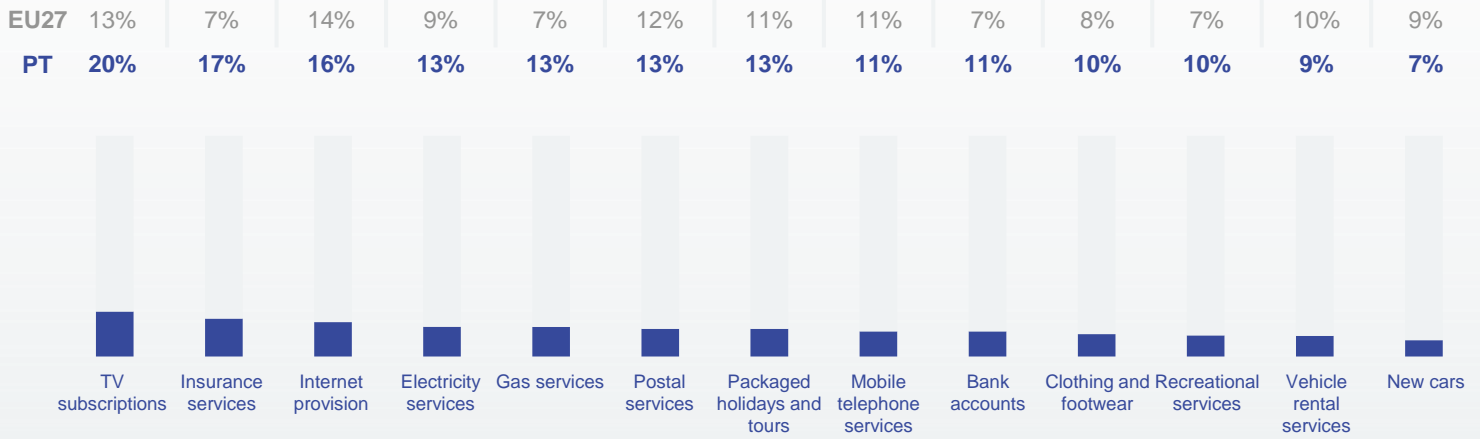
### Packaged holidays and tours





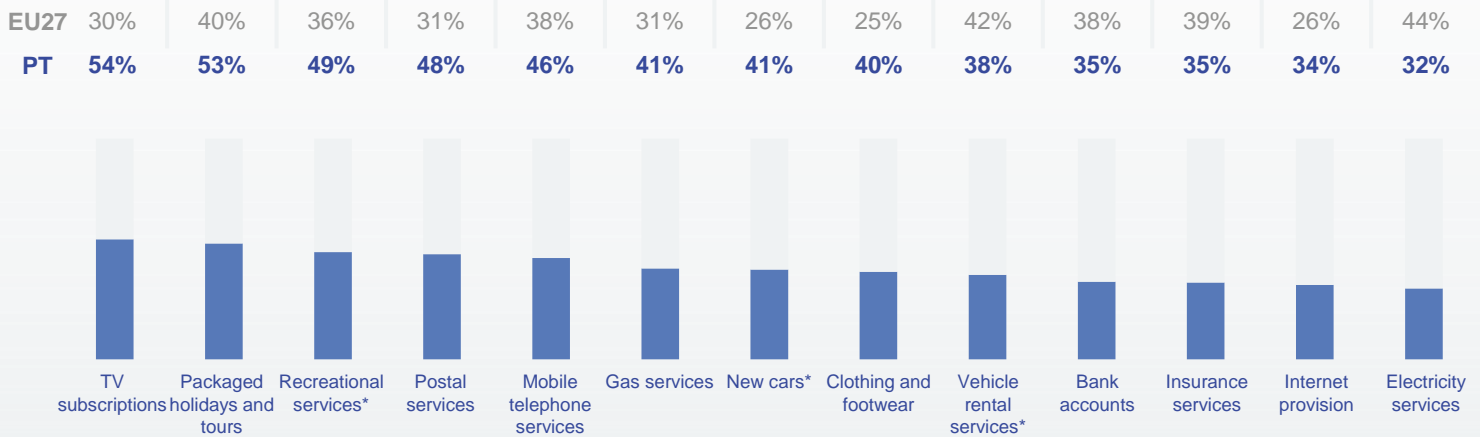
## Have you experienced problems with the products or services you purchased? (% yes)

Base: Adults (aged 18+)



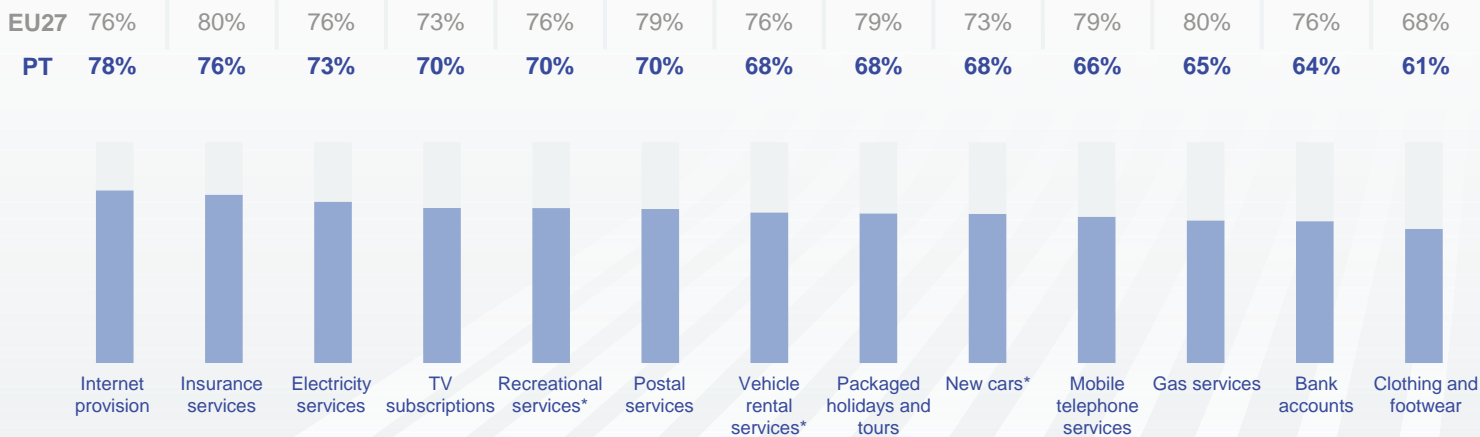
## Did you personally experience financial loss? (% yes)

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



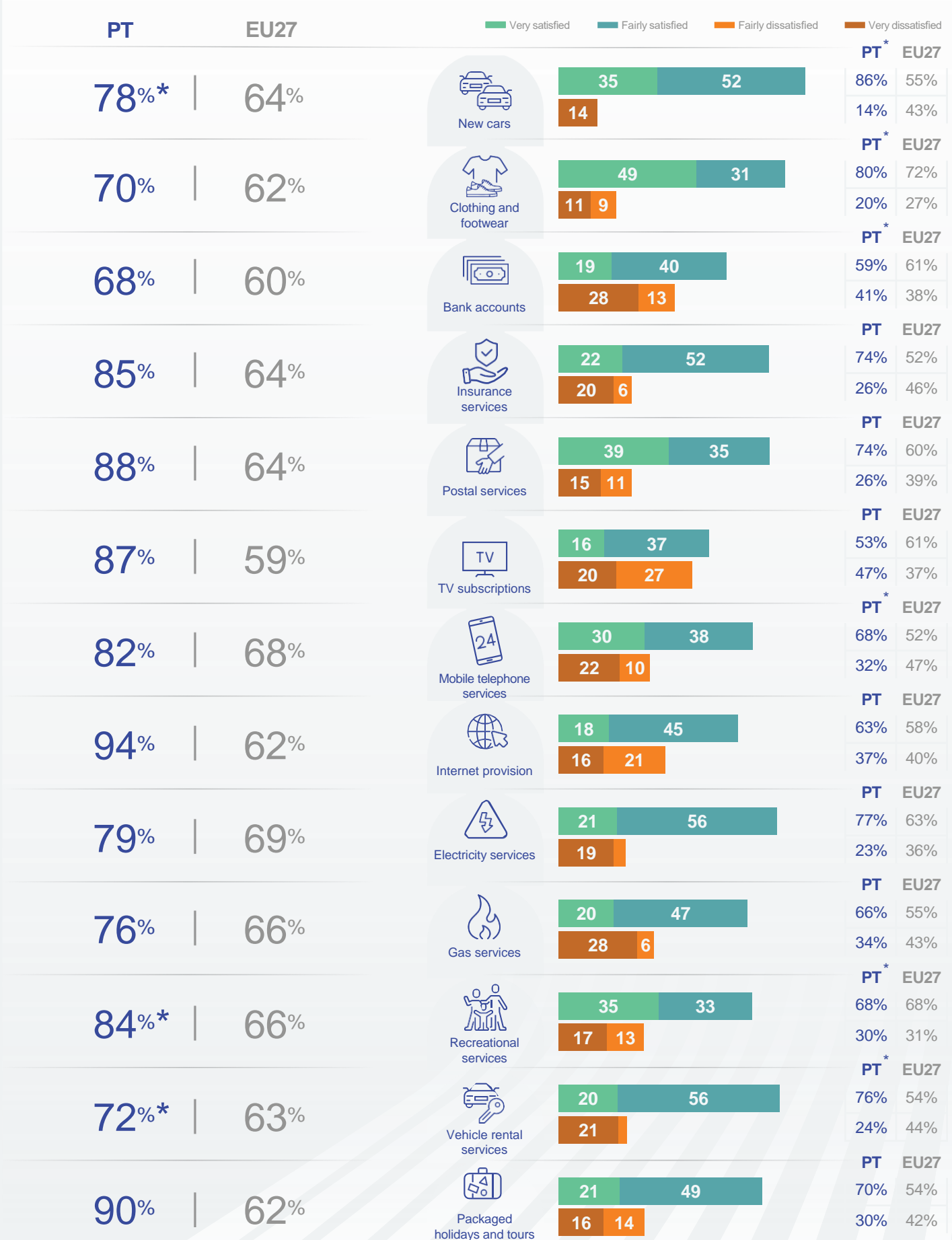


## Thinking about the most recent problem did you make a complaint? (% yes)

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% notshown



\*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%