

Norway



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	 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.

The 2020 MMS also covered the gas services market but this market was not included for Norway.

FURTHER INFORMATION

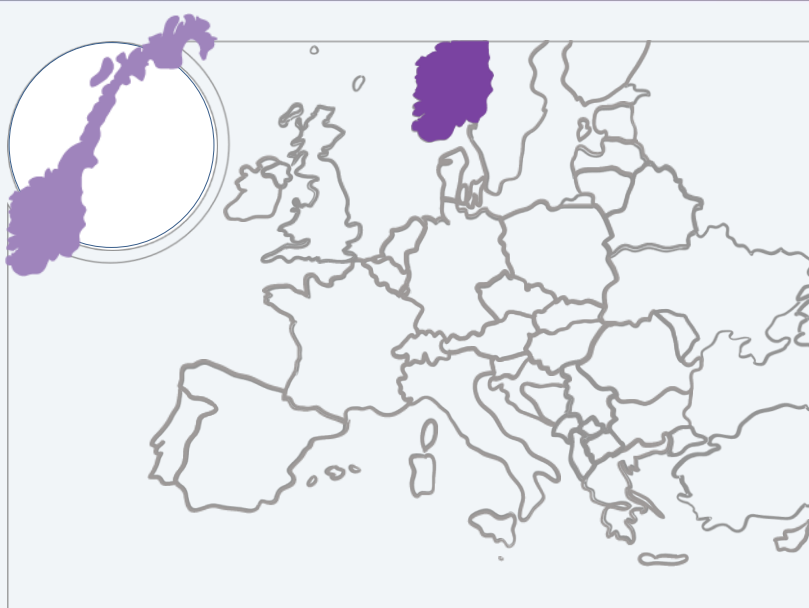
Survey microsite:

<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 Norway, levels of trust in the twelve markets covered range from a high of 97% for the bank accounts market, to a low of 86% for the electricity services market.

Between 89% (internet provision market) and 98% (clothing and footwear market and recreational services market) of consumers in Norway report positive experiences of purchasing goods or services in the twelve markets. Between 43% (postal services market) and 63% (new cars market) find it easy to compare the offers of different retailers/providers/operators.

Between 6% and 25% of consumers in Norway have experienced a problem in the twelve markets that they feel gave cause for complaint – compared with 7%-14% across the EU27 as a whole. Of this group, between 13% and 55% have experienced financial loss as a result of the problem, while between 49% 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 Norway, between 62% (bank accounts market) and 86% (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



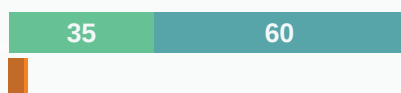
New cars



NO	EU27
95%	83%
5%	15%



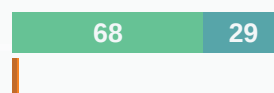
Clothing and footwear



NO	EU27
95%	84%
5%	15%



Bank accounts



NO	EU27
97%	78%
2%	22%



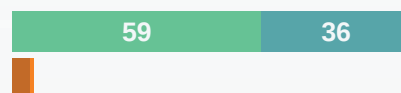
Insurance services



NO	EU27
90%	75%
9%	24%



Postal services



NO	EU27
95%	85%
5%	14%



TV subscriptions



NO	EU27
90%	77%
8%	22%



Mobile telephone services



NO	EU27
91%	77%
8%	23%



Internet provision



NO	EU27
88%	75%
11%	24%



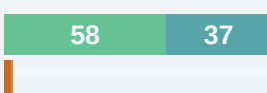
Electricity services



NO	EU27
86%	77%
13%	21%



Recreational services



NO	EU27
95%	87%
3%	12%



Vehicle rental services



NO	EU27
89%	86%
10%	14%



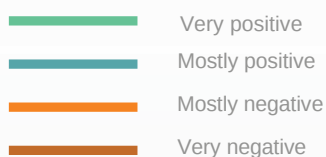
Packaged holidays and tours



NO	EU27
93%	81%
6%	16%

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

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



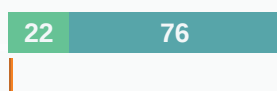
New cars



NO	EU27
97%	94%
1%	5%



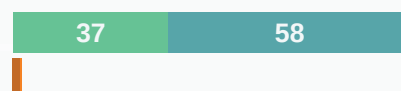
Clothing and footwear



NO	EU27
98%	95%
2%	4%



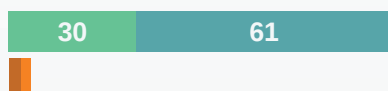
Bank accounts



NO	EU27
95%	89%
2%	9%



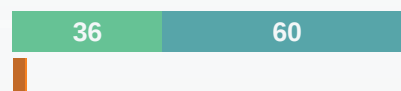
Insurance services



NO	EU27
91%	89%
5%	9%



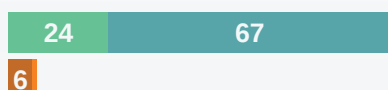
Postal services



NO	EU27
95%	91%
3%	7%



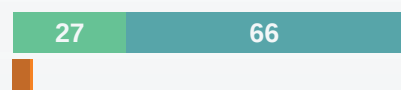
TV subscriptions



NO	EU27
91%	88%
7%	10%



Mobile telephone services



NO	EU27
93%	89%
5%	10%



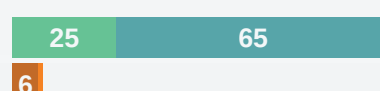
Internet provision



NO	EU27
89%	87%
9%	11%



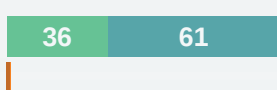
Electricity services



NO	EU27
90%	86%
7%	10%



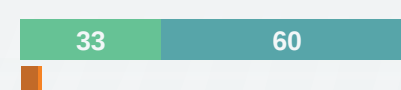
Recreational services



NO	EU27
98%	96%
1%	3%



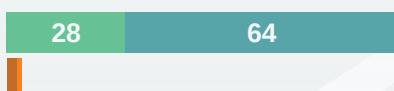
Vehicle rental services



NO	EU27
94%	93%
5%	6%



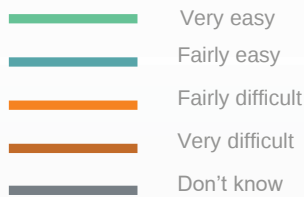
Packaged holidays and tours



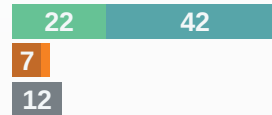
NO	EU27
93%	91%
4%	6%

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



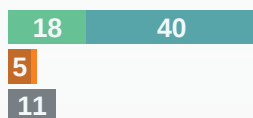
New cars



NO	EU27
63%	75%
9%	6%
12%	4%



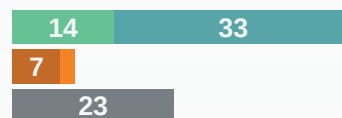
Clothing and footwear



NO	EU27
58%	79%
7%	4%
11%	3%



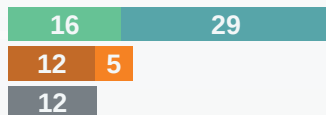
Bank accounts



NO	EU27
48%	57%
9%	11%
23%	9%



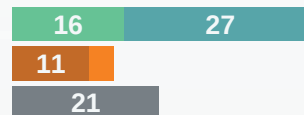
Insurance services



NO	EU27
45%	65%
17%	11%
12%	7%



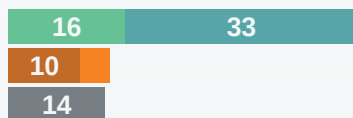
Postal services



NO	EU27
43%	64%
14%	6%
21%	11%



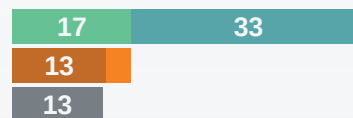
TV subscriptions



NO	EU27
49%	68%
14%	8%
14%	7%



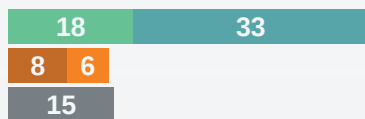
Mobile telephone services



NO	EU27
50%	71%
17%	7%
13%	5%



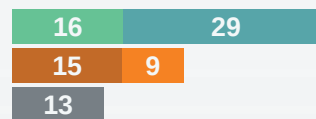
Internet provision



NO	EU27
51%	70%
14%	8%
15%	6%



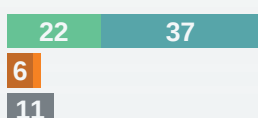
Electricity services



NO	EU27
44%	59%
24%	11%
13%	12%



Recreational services



NO	EU27
59%	75%
8%	5%
11%	4%



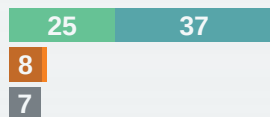
Vehicle rental services



NO	EU27
61%	74%
9%	5%
12%	4%



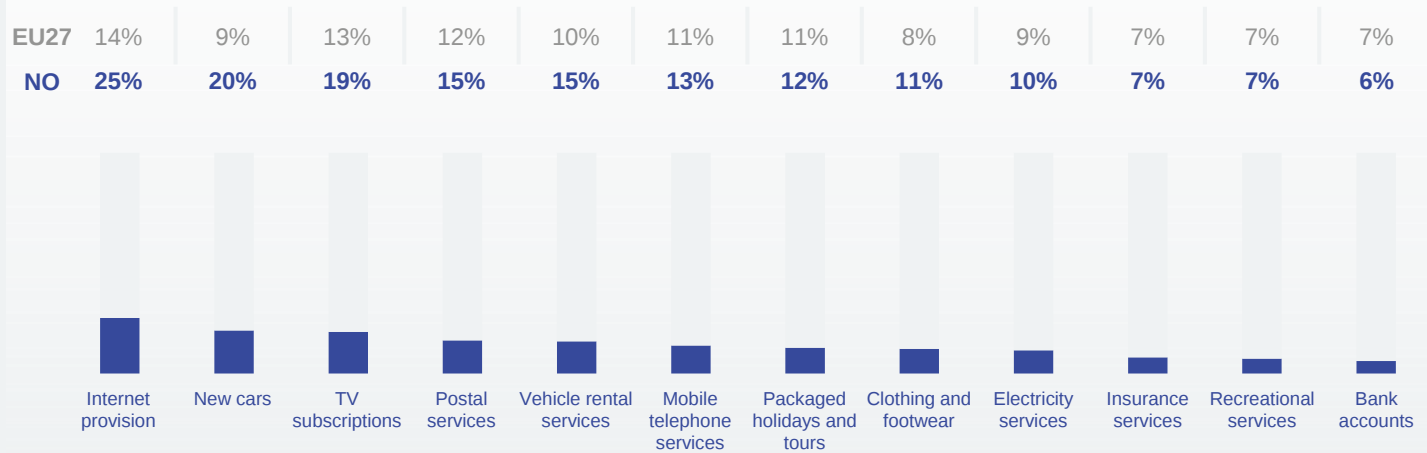
Packaged holidays and tours



NO	EU27
62%	71%
9%	6%
7%	5%

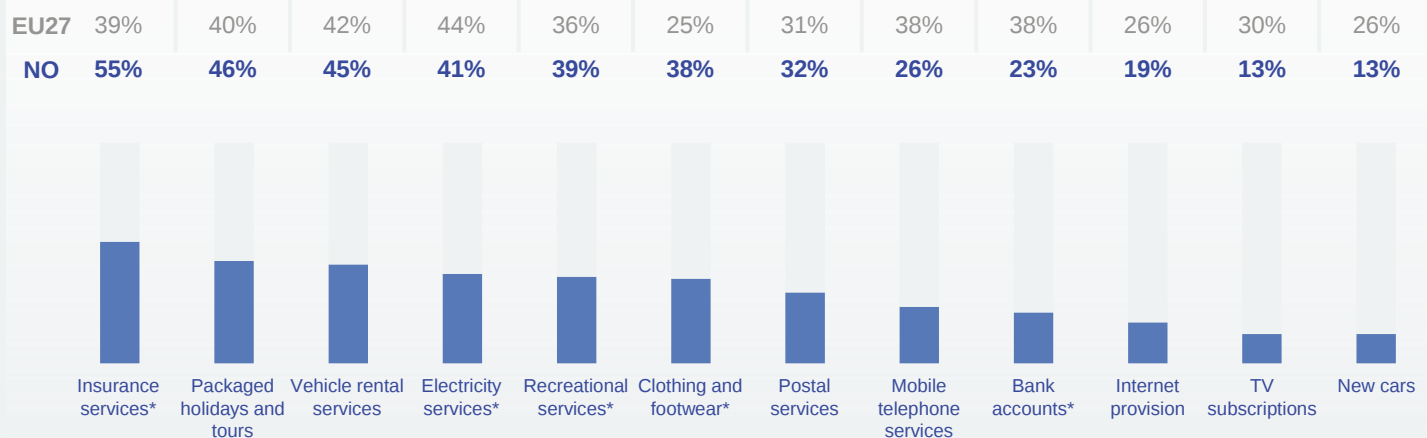
Have you experienced problems with the products or services you purchased? (% yes)

Base: Adults (aged 18+)



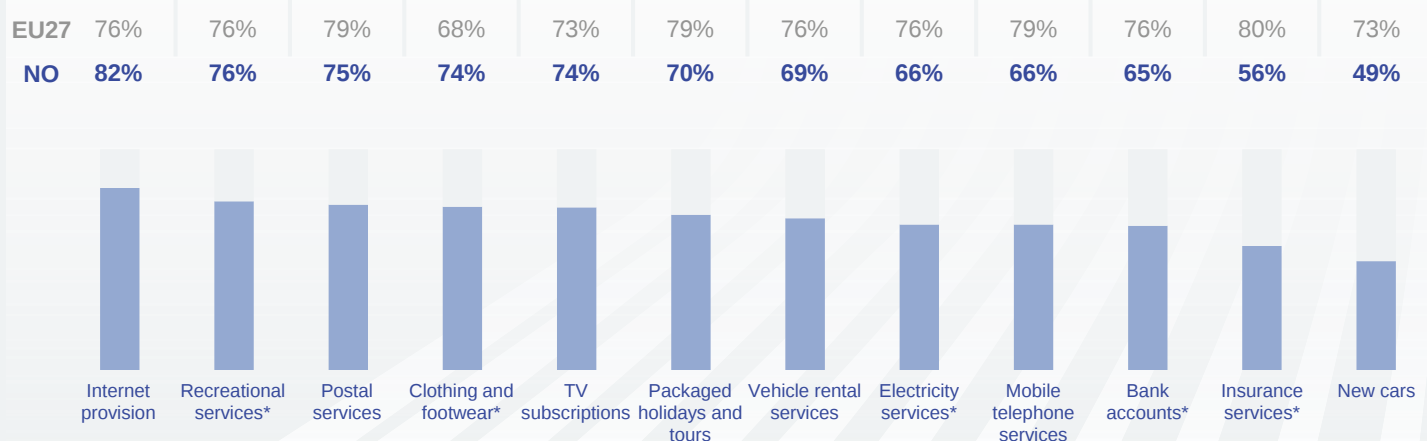
Did you personally experience financial loss? (% yes)

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

