

2024 CONSUMER SATISFACTION SURVEY RESULTS



CALIFORNIA DEPARTMENT OF
CONSUMER
AFFAIRS



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CALIFORNIA DEPARTMENT OF CONSUMER AFFAIRS | ARBITRATION CERTIFICATION PROGRAM

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INTRODUCTION

Pursuant to Business and Professions Code section 472.4(b) and the California Code of Regulations, title 16, section 3399.5(a)(5), the Arbitration Certification Program (ACP) must conduct an annual survey. The purpose of the survey is to measure the satisfaction of consumers who utilized state-certified arbitration programs to resolve their vehicle warranty disputes. The survey responses do not include consumers who may have resolved their warranty disputes through early contact with dealers, manufacturers' customer service representatives, or other mediation efforts.

METHODOLOGY

The ACP employed a single approach to efficiently conduct online surveys among consumers. These surveys were carried out in both English and Spanish. Contact details and names of individuals who lodged and concluded their disputes in 2024 were provided by each of the manufacturer's state-certified arbitration program administrators, namely BBB AUTO LINE, California Dispute Settlement Program (CDSP), and Consumer Arbitration Program for Motor Vehicles (CAP-Motors).

Consumers were sent an email containing a letter with guidelines and a hyperlink for submitting the survey via an online questionnaire. This survey, known as the Consumer Satisfaction Survey (CSS), is comprised of 13 questions. It was designed to gather the customers' perspectives on their recent interactions with the program, as well as their evaluations of the arbitration program staff, the representative from the vehicle manufacturer, the arbitrator, and the overall arbitration procedure.

CUMULATIVE 2024 SURVEY OVERVIEW

The ACP contacted 944 consumers who participated in the arbitration process between January and December of 2024. Of the 944 consumers contacted, 416 utilized the BBB AUTO LINE, 518 utilized the CDSP, and 10 utilized CAP-Motors.

The ACP received CSS responses from 98 of the 944 consumers contacted, resulting in a response rate of 10.4% and showing an increase from the 2023 response rate of 9.3%. The 2024 total responses include: 51 responses from consumers who utilized BBB AUTO LINE, 47 responses from consumers who utilized CDSP, and no responses from consumers who utilized CAP-Motors.

The following is a summary of the key findings of the 2024 Consumer Satisfaction Survey:

- **48%** of survey respondents rated their satisfaction with the certified third-party arbitration program as either "excellent," "good," or "satisfactory."
- **51%** of survey respondents rated their satisfaction with the certified third-party arbitration program as either "very poor" or "poor."
- **58%** of survey respondents rated their satisfaction with the arbitrator's fairness and the maintaining of neutrality as either "excellent," "good," or "satisfactory."
- **53%** of survey respondents rated their satisfaction with the arbitrator's understanding of key issues and concerns as either "excellent," "good," or "satisfactory."