

# 2025 CONSUMER SATISFACTION SURVEY RESULTS



CALIFORNIA DEPARTMENT OF  
**CONSUMER**  
AFFAIRS



APRIL 6, 2026

CALIFORNIA DEPARTMENT OF CONSUMER AFFAIRS | ARBITRATION CERTIFICATION PROGRAM

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## INTRODUCTION

Business and Professions Code section 472.4(b) and title 16, section 3399.5(a)(5) of the California Code of Regulations require the Arbitration Certification Program (ACP) to administer an annual Consumer Satisfaction Survey. The purpose of this survey is to assess the satisfaction of consumers who used state-certified arbitration programs to resolve vehicle warranty disputes. The survey does not capture feedback from consumers who resolved their concerns through early interactions with dealers, manufacturer customer service departments, or other mediation efforts.

## METHODOLOGY

To efficiently gather feedback, the ACP used a single online survey approach. Surveys were distributed in both English and Spanish. Each state-certified arbitration program administrator—Better Business Bureau Auto Line (BBB Auto Line), the California Dispute Settlement Program (CDSP), and the Consumer Arbitration Program for Motor Vehicles (CAP-Motors)—provided the ACP with contact information for individuals who filed and completed disputes in 2025.

Every consumer received an email containing an introductory letter with instructions and a hyperlink to the online questionnaire. The Consumer Satisfaction Survey (CSS or survey) consists of 13 questions designed to capture consumer perspectives on their recent experience with the certified arbitration programs. The survey evaluates interactions with program staff, the vehicle manufacturer's representative, the arbitrator, and the overall arbitration process.

## CUMULATIVE 2025 CONSUMER SATISFACTION SURVEY OVERVIEW

For the 2025 survey, ACP contacted 1,191 consumers who participated in the certified arbitration process between January and December of 2025. Of the consumers contacted, 395 utilized BBB Auto Line, 789 utilized the CDSP, and 7 utilized CAP-Motors.

ACP's survey received responses from 98 of the 1,191 consumers contacted for a response rate of 8.2%, showing a decrease from 2024's response rate of 10.4%. The 2025 total responses include: 37 responses from consumers who utilized BBB Auto Line, 58 responses from consumers who utilized CDSP, and 3 responses were received from consumers who utilized CAP-Motors.

The following is a summary of the key findings of the 2025 survey:

- The survey response rate was **8.2%**.
- A total of **60%** of respondents rated their satisfaction with the arbitration program as either "excellent," "good," or "satisfactory."
- A total of **38%** of respondents rated their satisfaction with the arbitration program as either "very poor," or "poor."
- A total of **45%** of the respondents rated their satisfaction with the arbitrator's fairness and the maintaining of neutrality as either "excellent," "good," or "satisfactory."
- A total of **39%** of the respondents rated their satisfaction with the arbitrator's understanding of key issues and concerns as either "excellent," "good," or "satisfactory."