New Zealand Consumer Survey 2022



CONSUMER CONFIDENCE

IN LAWS TO PROTECT THEM Consumer confidence that New Zealand has

misled or cheated by businesses has decreased

from **59%** in 2020 to **53%** in 2022

agree that you can generally

buy products and services and

feel confident that businesses

will do the right thing and not

try to mislead consumer when

74%

2020

72%

2022

70%

2022

making a purchase

Consumer experience in getting redress

to their problems

74%

2018

80%

2020

PRODUCT SAFETY

of consumers who took

action achieved a resolution

66%

2020

79%

2022

2018

may be better than the drop in

confidence suggests

70%

adequate laws to protect them from being

72%

The New Zealand Consumer Survey was conducted in late 2022 to measure consumers' awareness and knowledge of consumer laws, and their trust and confidence in the consumer regulatory system. It also explores how consumers behave when they experience problems with products and services. This nationally representative survey collected the views of over 2,000 New Zealanders. 2016 2018 2020 2022

56%

2018

2018

31%

27%

25%

49%

2020

73%

2020

55%

2022

67%

2022

2018

2020

2022





2022

2018

2020

2022

2018

2020

2022



OTHER PROBLEM SECTORS					
	Building repairs	(Mobile) Telecom	Electronics	Travel / holiday	Motor vehicles
% of consumers within this sector who had a problem with a purchase	24%	21%	19%	18%	15%
% of those who took action in response to their problem	71%	60%	66%	52%	57%
% of those who'd taken action, and achieved a satisfactory resolution	33%	50%	65%	30%	54%

48%

44%

41%

42%

40%



44%

agree there is

adequate access to

resolution services

perception could be tempered by negative experiences

Consumers who have experienced a problem in the last two years are less

likely to feel there is adequate access to dispute services, suggesting this