

The National Consumer Survey was conducted in November and December 2016, to understand New Zealand consumer awareness, confidence, and behaviour in relation to consumer matters and legislation. **1,246** people responded to the survey.

Experiencing consumer problems

Of the **100** consumers in our village.

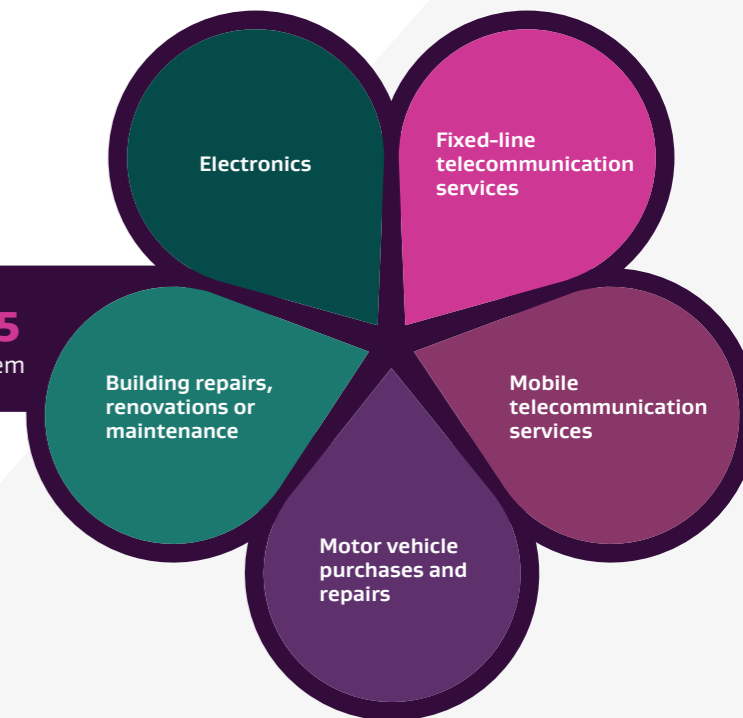


55 Experienced at least one problem with a product or service purchased in the past two years.

45 Had no problems or had not purchased a product or service in the past two years



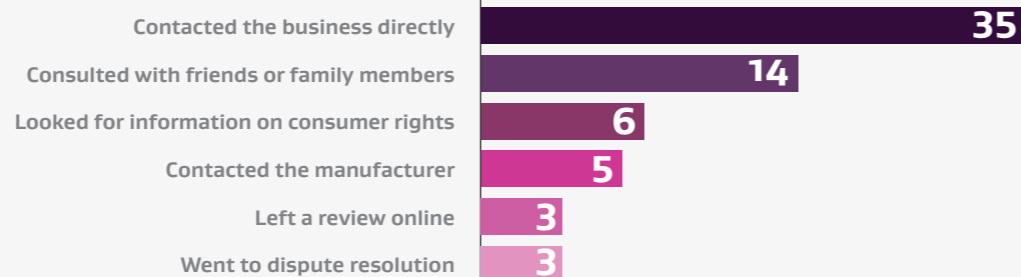
The most common problem areas for the **55** that experienced a problem



Of the **55** consumers who experienced a problem

37 **TOOK ACTION**

Actions taken (consumers may have taken more than one action)



Resolution For those who took action



Of the **55** consumers who experienced a problem

18 **DIDN'T TAKE ACTION**

Reasons for not taking action (consumers may have more than one reason)



To read the full survey results or find out more about your rights visit consumerprotection.govt.nz

Awareness of consumer laws is high

96

are aware that laws exist to protect their rights

65

have at least "moderate understanding" of the Consumer Guarantees Act

53

have at least "moderate understanding" of the Fair Trading Act

27

have at least "moderate understanding" of the Credit Contracts & Consumer Finance Act

Consumers generally trust businesses

75

agree that in New Zealand, you can generally buy products and services and feel confident businesses will do the right thing and not try to mislead or cheat you

56

consumers trust the information given to them by salespeople at least "most of the time"

Consumers seek out extra information when purchasing

56

agree they have enough information about their rights when purchasing products or services

57

seek out extra information to check the accuracy of product claims at least "most of the time"

62

look for endorsements such as star ratings and health check symbols at least "most of the time"