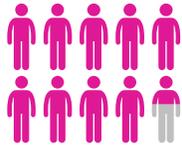


The New Zealand Consumer Survey was conducted in late 2018 to understand consumers' awareness and knowledge of consumer laws, and trust and confidence in the consumer regulatory system. It also explores how consumers behave when they experience problems with products and services. This nationally representative survey collected the views of over 2,500 New Zealanders.

## KNOWLEDGE OF RIGHTS



**Awareness of consumer laws remains high**  
**94%** are aware that laws exist to protect their consumer rights (similar to 2016, 96%)

*But...*

**Many report only knowing 'a little bit' or 'nothing' about their rights as a consumer**



**54%** of consumers only know 'a little bit' or 'nothing' about their rights as a consumer

*This is an increase from 2016 where 49% of consumers reported only knowing 'a little bit' or 'nothing' about their rights*

## TRUST & CONFIDENCE IN SYSTEM

**Consumers generally have trust and confidence in the consumer regulatory system**

**53%**  
 are confident they have enough information about their consumer rights

**58%**  
 agree that New Zealand has adequate laws to protect consumers from being misled or cheated by businesses

**74%**  
 agree you can generally buy products and services in New Zealand and feel confident businesses will do the right thing and not try to mislead or cheat you

*This is a decrease from 2016 where 66% of consumers agreed*

## CONSUMER JOURNEY

**56%**  
 of consumers report experiencing at least one problem with a product or service in the past two years

**THE PROBLEMS**  
 The following categories have the highest incidence rates:

Motor vehicle repairs, servicing or maintenance

Home-based telecommunication services

Building repairs, renovations, or maintenance

Electronics, electrical appliances or whiteware

Mobile telecommunication services

Real estate or property management

**47%** of consumers rated their most recent problem as having a 'moderate' or 'severe' impact on their everyday life

**72%** Took action

Most consumers who take action contact the business directly, but other actions include talking to friends or family, looking for information

**The problems where action was taken are more likely to have greater impact on consumers' everyday lives. 85% of consumers who noted their problem as having a severe impact on their everyday life took action**

**TAKING ACTION**  
 To try resolve their most recent problem

**28%** Took no action

Most consumers not taking action report facing a barrier, such as lacking time, or knowledge of what to do / where to go

**The problems where no action was taken are more likely to have less impact on consumers' everyday lives...but 15% of consumers who noted their problem as having a 'severe' impact on their everyday life took no action**

**49%** Consumer is happy with the outcome (resolved to satisfaction)

**Consumers are more likely to satisfactorily resolve problems noted as having less impact on their everyday lives**  
 58% of problems noted as having no or a slight impact were resolved to satisfaction, compared to 30% of problems that had a severe impact

**THE RESOLUTION**  
 For those taking action there are three possible resolution outcomes:

**40%** Consumer is not happy with the outcome (resolved but not to satisfaction or unlikely to resolve)

Consumer is not happy with the outcome (resolved but not to satisfaction or unlikely to resolve)

**11%** Still in process of resolving

**Consumers are more likely to unsatisfactorily resolve or be unlikely to resolve problems noted as having a greater impact on their everyday lives**  
 58% of problems noted as having a severe impact were either not resolved to satisfaction or unlikely to be resolved, compared to 33% of problems that had no or a slight impact