

Purpose of Research

The purpose of the research is to understand how the Commerce Commission is currently viewed by its stakeholders, how these perceptions have shifted over time, and where it needs to focus to strengthen perceptions. By increasing understanding and support for its work, the Commerce Commission will be better positioned to achieve its vision: making New Zealanders better off because markets work well and consumers and businesses are confident market participants.

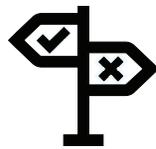
The research is based on a quantitative survey of stakeholders from various branches within the Commerce Commission. The results are representative of Commerce Commission stakeholders and, where applicable, have been compared to findings from similar research conducted in 2024. A total of 367 stakeholders participated in this survey.

Overall Performance

Agreement that Commerce Commission is...



65% (61% 2024)
Performing well in its role

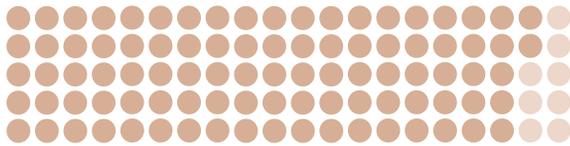


52% (48% 2024)
Performing well in its decision making

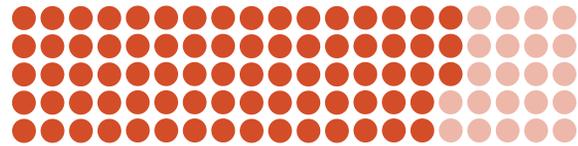


66%▲ (57% 2024)
Performing well in its communication and engagement

Awareness and Impact



92% (88% 2024) of stakeholders say they have at least a good understanding of what the Commerce Commission does



78% (76% 2024) of stakeholders overall perceive the Commerce Commission as impactful

Commerce Commission channel visibility 2025

Direct communications (e.g. emails, newsletters)	80%
News / media coverage	72%
The Commerce Commission website	64%
Word of mouth	31%
Social media (e.g. LinkedIn)	29%
Somewhere else	8%

Change in visibility compared to one year ago



40%
I'm hearing more



51%
About the same amount



5%
I'm hearing less

In 2025, perceptions that the Commerce Commission 'demonstrates knowledge and expertise in your industry/sector' have improved significantly

Agreement that Commerce Commission...



Areas stakeholders would like to see more of

