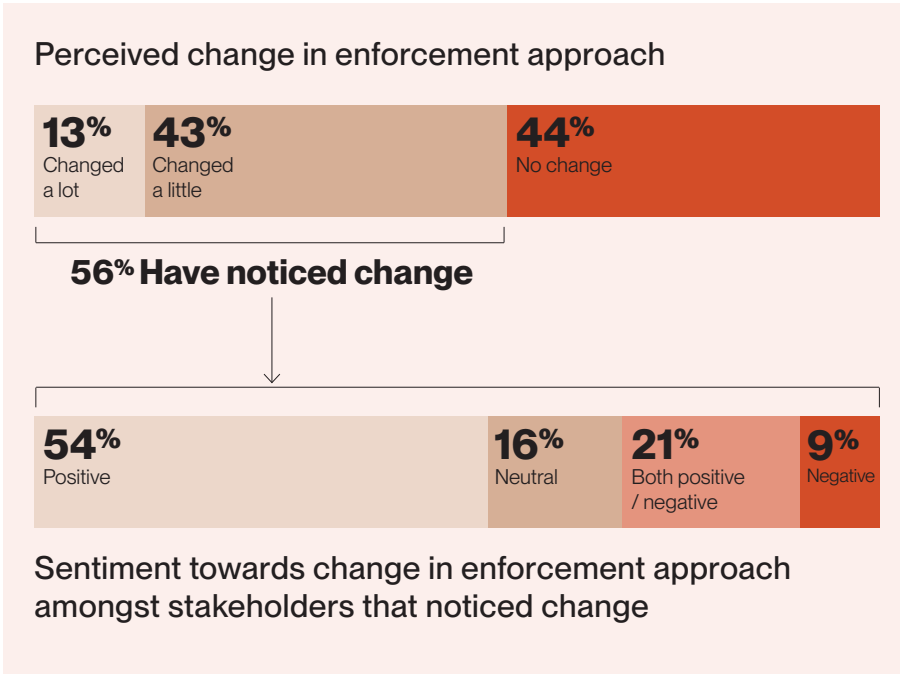


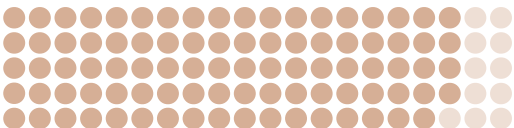
Purpose of Research

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 2022 and 2023. A total of 326 stakeholders participated in this survey.



Awareness and Impact



88% of stakeholders say they have at least a good understanding of what the Commerce Commission does
(89% 2023)



76% of stakeholders overall perceive the Commerce Commission as impactful
(72% 2023)

Overall Performance

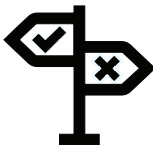
Agreement that Commerce Commission is...



61% (63% 2023)
Performing well in it's role



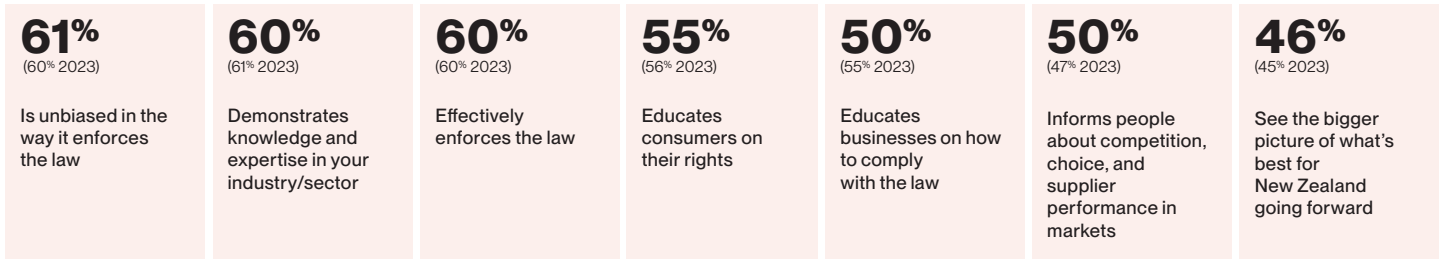
57% (62% 2023)
Performing well in it's communication and engagement



48% (47% 2023)
Performing well in it's decision making

The Commerce Commission demonstrates its greatest strength in the areas that are most important to stakeholders

Agreement that Commerce Commission...



Areas stakeholders would like to see more of

21% (25% 2023)
Industry guidelines and/or education programmes

20% (21% 2023)
Enforcement action by the Commerce Commission

18% (14% 2023)
Direct engagement with businesses

10% (10% 2023)
Market research or case studies