

Hi there,

I would like to submit on this please. Answers to the questions:

1. I use unit pricing ALL THE TIME at the supermarket. It is incredibly frustrating when it isn't consistently used, and reminds me that grocery stores actively try to confuse and deceive us to squeeze every last cent out of us.
2. Benefit is to cut through the spin which producers and stores use to trick us into buying what they want instead of what we need. It allows me to get the best value for my money. It rebalances the power to allow me to get what I want out of my weekly shop, rather than it just being about the retailer. It will make my weekly shop less confusing and more efficient.
3. I have no preference whether stores should educate consumers, but trust the Commerce Commission's recommendations on this.
4. It should apply to supermarkets especially. I don't care if it's not mandatory for the corner dairy - I go there for convenience, not price. Stores like the warehouse which are trying to force their way into the grocery market, but are large corporations, should also have to comply with mandatory unit pricing.
5. It should be required in store and online. I don't think it is necessary in video or audio advertising, but print advertising makes sense. Online, it should be mandatory for users to filter and sort on unit price, not just retail price.
6. Alcohol/tobacco: I don't see this as important either way. There is a tradeoff between making things consistent and easy for consumers to understand, and trying to discourage sales of goods which contribute to social harm.
7. Yes, there should be some prescriptive requirements to ensure that the information is displayed in a way that people can easily find what they need to.

Thanks,  
Jeremy