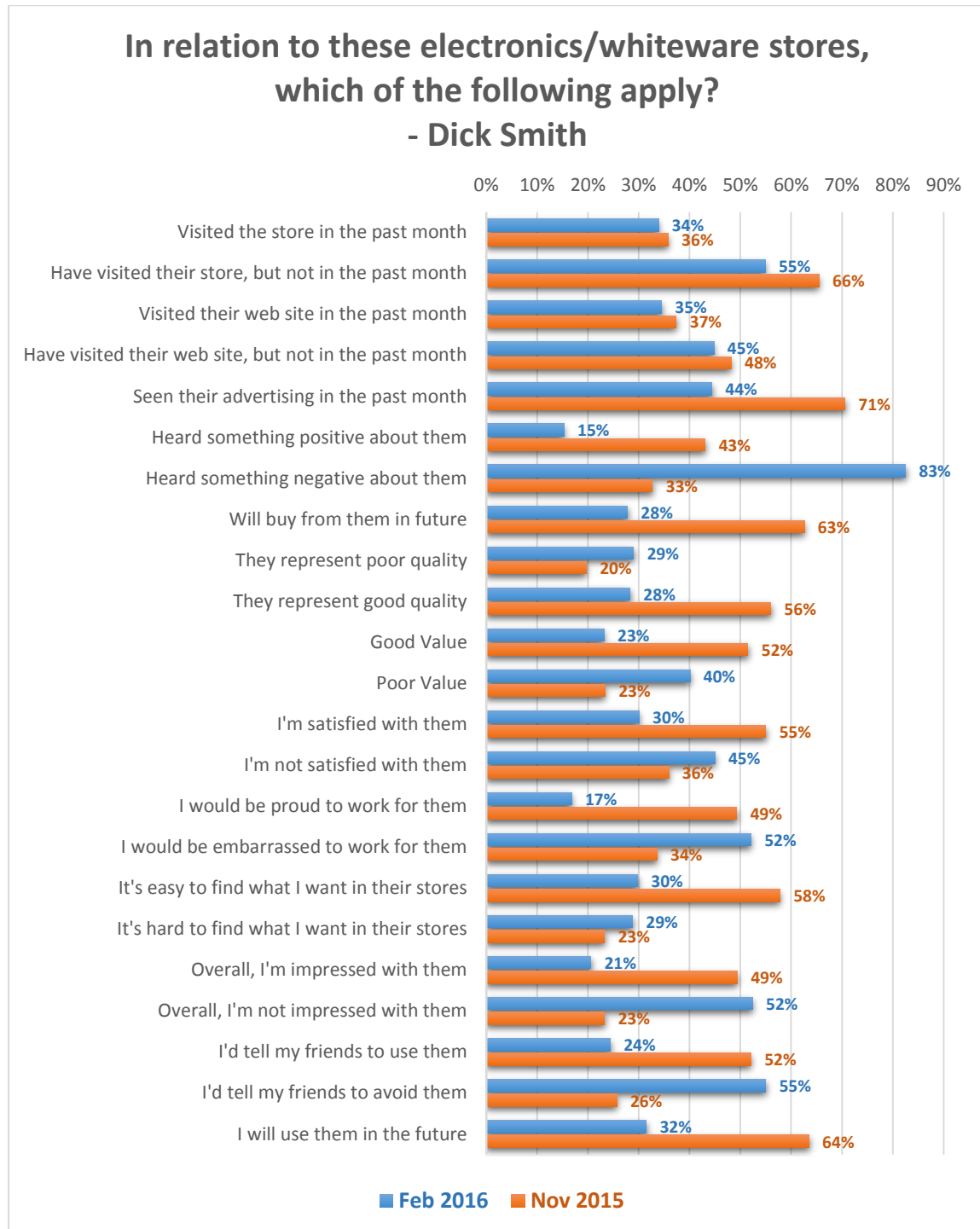


Horizon Research Brandtracker: Dick Smith

Perceptions of Dick Smith have worsened since November 2015 with 83% of respondents now having heard something negative about them. In particular, there have been significant negative changes in perceptions of quality, value, satisfaction with the store, whether respondents would work for the store, ease of finding what customers want, general overall impression and respondent recommendation.



Of particular concern is respondent recommendation, where 55% would now tell their friends to avoid Dick Smith, up from 26% in November 2015.

Results are from Horizon's Brandtracker service measuring adults' experiences with and perceptions of brands across 23 factors. The January 26- February 11, 2016, survey was of 1482 adults New Zealand-wide representing the adult population at the last census. At a 95% confidence level, the maximum margin of error is +/- 2.5%.

The Whiteware and IT Store Brandtracker measures the relative performance of Dick Smith, Farmers, The Good Guys, Harvey Norman, JB Hifi, Noel Leeming, PB Tech, 100%, Smith's City and The Warehouse.

Comparative brand performance tracking across all major retail sectors is available from Horizon.

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