Consumer Switching

A Qualitative and Quantitative Study Final Report

- Prepared for the Electricity Authority Te Mana Hiko

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Table of contents

1. Objectives and method

1.1 Background

In 2009, a Ministerial Review (Review) of the New Zealand electricity market took place. The Review recommended a number of measures aimed at improving competition, security of supply and governance. Cabinet considered those recommendations in December 2009.

The Review estimated that residential consumers could save, on average, $100 a year (or $150m a year in total across all consumers) by switching to the cheapest available retailer and noted that “consumer switching puts real pressure on retailers to improve their offerings”.

Consequently, Cabinet approved a $5m-per-year, contestable fund (the fund) for three years to promote the benefits of comparing and switching electricity retailers and to improve the capability of Consumer NZ’s Powerswitch website.

Cabinet agreed that the cost of the fund would be met from the levy on electricity industry participants. Specifically:

- $4.5m (around $1.5 million per year) will be administered by the Ministry of Consumer Affairs (MCA) to upgrade and promote the Powerswitch website; and
- $10.5m (around $3.5 million per year) will be administered by the Authority to develop and administer cost effective programmes to facilitate switching and familiarise consumers with the benefits of comparing and switching retailers.

To ensure the fund achieves its objectives and provides value for money for levy payers the Authority’s first step involved commissioning research on:

- The size and nature of the potential economic benefits from different levels of switching;
- The nature and relative magnitude of the barriers to achieving the potential benefits;
- What should be done over the next three years to address the barriers and realise the potential benefits (the programmes); and
- How to measure the success of the fund.

The effectiveness of the programmes will also be measured and reported on.

In support of the above this survey of consumer switching awareness and behaviour is intended to provide a useful baseline and measure for the proposed programmes of work. The survey will also provide a reasonable benchmark that can be used to measure changes in switching decision-making and behaviour over a period of 12, 24 and 36 months.

The survey will be one of several tools used to measure the success of the interventions.

1.2 Objectives

The research objectives are to provide both qualitative and quantitative information about residential consumers and small and medium enterprises (SME) on switching with respect to:

Objective 1:	*Consumer awareness and attitudes toward switching*
Objective 2:	*Identification of barriers to switching*
Objective 3:	*Reasons for considering switching*
Objective 4:	*What would make consumers more likely to consider switching (test range of incentives)*
Objective 5:	*Statistical information (who switches by demographic, and geographic location, etc)*
Objective 6:	*Information on switching experience (for those who have switched)*
Objective 7:	*Awareness and usefulness of other initiatives designed to promote switching*
Objective 8:	*Inputs into future programmes to address the barriers identified*

1.3 Method

1.3.1 Qualitative

The Electricity Authority's requirements were met by first undertaking focus groups to understand the nature of the drivers and barriers to switching as well as to test a range of incentives to consider switching and to learn about switching experiences. Focus groups were conducted among SME in Auckland as well as low and high income residential consumers in Auckland and Blenheim. Groups included those who had either switched or considered doing so in the past two years. The rationale for low income and high income groups was to more easily identify the extent to which financial and non-financial incentives acted to encourage switching. Findings not only provided insights into understanding drivers, barriers, incentives and experiences, but informed the design of the benchmark quantitative survey.

Six focus groups were conducted between 22-24 November 2010 with the following specifications:

GROUP	LOCATION	CRITERIA
1	**Auckland**	**Medium-low income** - Make household electricity supply purchase decisions - Household income below $65,000
2	**Auckland**	**SME** - Owner or senior manager - Employ 1-19 people - Make business electricity supplier purchase decision
3	**Auckland**	**Medium-high income** - Make household investment decisions - Household income of $65,000 or more
4	**Auckland**	**SME** - Owner or senior manager - Employ 1-19 people - Make business electricity supplier purchase decision
5	**Blenheim**	**Medium-low income** - Make household electricity supplier purchase decisions - Household income below $65,000
6	**Blenheim**	**Medium-high income** - Make household electricity supplier purchase decisions - Household income of $65,000 or more

1.3.2 Quantitative

Two surveys were carried out. These were a telephone survey among a nationally representative sample of those aged 18 years and over and an online survey among a nationally representative sample of SME. In both cases, respondents had to have either responsibility for or have a say in deciding who the electricity retailer the household or SME used.

General public survey

The general public survey was of n=1000 New Zealanders who were responsible for paying the electricity bill or had a say as to who their electricity provider was. Fieldwork was carried out from the 18th-26th January 2011. The margin of error for a 50% figure at the 95% confidence level for a sample size of 1000 is plus or minus 3.1%. Key demographic data of the sample for the general public survey is appended to the end of the general public section in this report.

To better understand switching and to provide direction for future communications strategies, a segmentation study was carried out to identify clusters of the population according to a range of factors including their propensity to switch, their attitudes, behaviour, demographics and media interests. This was carried out using cluster and key driver analysis.

➢ ***2008 study for the Electricity Commission***

Occasionally this report refers to a survey conducted by UMR for the former Electricity Commission in 2008. This current study is not a repeat of that earlier research. However, there is value in making some limited comparisons with the earlier findings.

➢ ***Segmentation: Cluster analysis***

Cluster analysis is a statistical tool for the segmentation of data. As an exploratory data analysis technique it is designed to reveal natural groupings of respondents in a given data set. The basic criterion used for this is distance; that is, data observations close together should fall into the same cluster while data observations far apart should be in different cluster groups. Ideally the observations within a cluster would be relatively homogenous, but different to those contained in other clusters.

In this survey respondents were asked about their attitude toward switching electricity companies, their general purchasing behaviours as well as psychographics and demographics. They were also required to rate a number of statements on zero to ten scales. Topics covered included:

- usefulness of information to compare electricity retail prices;
- importance of incentives from electricity providers;
- agreement with lifestyle statements and their view of power companies.

The cluster analysis was enhanced by performing prior factor analysis. This allowed for a greater number of variables to be incorporated into the cluster analysis and thus provided a richer and more accurate picture of the population in question. Factor analysis combines variables which can be on varying scales according to similar themes as defined by survey responses.

Cluster analysis then assigned each respondent to a 'Cluster' according to the responses they have given. This means that respondents within a cluster are more similar to each other than they are to those in other clusters, judged by the factors used. The five cluster solution chosen is efficient in terms of minimising the distance between all the members of any one cluster and that the members of each cluster are largely homogenous.

It should be noted that the descriptions of the clusters provide 'caricatures' of the groups, and do not 'typecast' every member of the cluster.

- ***Correlation/ Key driver analysis***

Correlation is a statistical technique which can show whether and how strongly pairs of variables are related. There are several different correlation techniques with the Pearson correlation being the most commonly used. The main result of a correlation is called the *correlation coefficient* (or "r"). It ranges from -1.0 to +1.0. The closer r is to +1 or -1, the more closely the two variables are related.

If r is close to 0, it means there is no relationship between the variables. If r is positive, it means that as one variable gets larger the other gets larger. If r is negative it means that as one gets larger, the other gets smaller (often called an "inverse" correlation).

The correlations by cluster show what drives each cluster to agree with the key statement "Power companies are pretty much the same - price is the only factor that can be different".

The survey was pilot tested before fieldwork was undertaken.

SME survey

The survey was conducted as a stand-alone online survey using UMR's SayIT panel[1]. Respondents were randomly selected to participate. To complete the survey, respondents needed to confirm that they were the owner or manager of a business employing less than 20 people and that they were responsible for making decisions on which retail power company supplies their business.

The survey was in the field from the 30th of November to the 14th of December. A total of n=537 respondents completed the survey resulting in a margin of error of ±4.2%. Key demographic data of the sample for the SME survey is appended to the end of the SME section in this report.

The survey was pilot tested before fieldwork was undertaken.

Appendices

A separate document, Appendices, contains the questionnaires and supplementary cross-tabulation tables for both surveys as well as the focus group discussion guide.

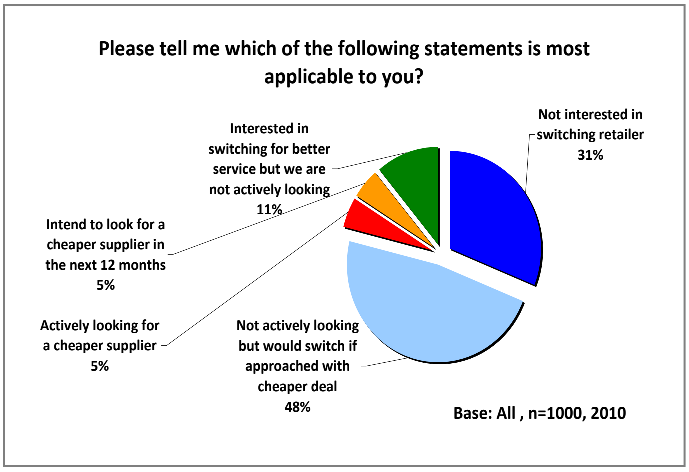
[1] The SayIT panel comprises approximately 25,000 people aged 18 years and over located around who have subscribed to take part in on-line research with UMR.

2. General public

2.1 Executive summary

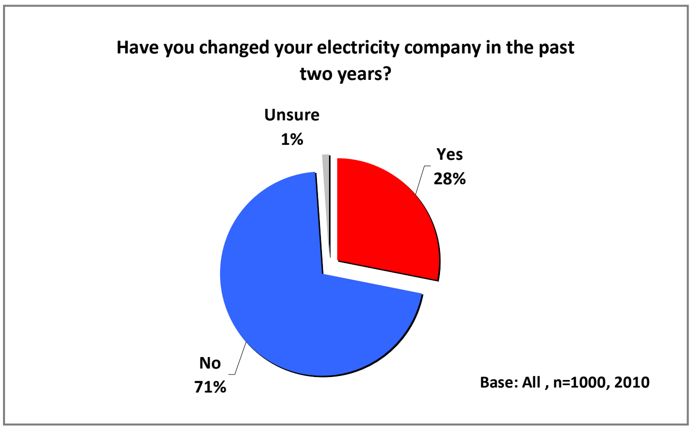
■ **Few actively looking to switch**

One in three (31%) were not interested in switching retailer, but almost half (48%) said they would switch if approached and offered a cheaper deal. However, very few (10%) are actively looking for or intend to look for a cheaper supplier. The main reasons for not switching were being happy with the current retailer's service and prices, and the perceived hassle of switching.



■ **Price drives switching, but most not switchers**

Most people[2] (71%) have not switched in the past two years even though less than half (44%) were satisfied[3] with the value for money they receive from their retail supplier. About a quarter (28%) had switched in the past two years and the overwhelming drivers to do so were a financial incentive from another retailer or a high bill. There is significantly less interest in switching where consumers are satisfied with value for money and general overall service from their retailer.



■ **Public attitudes to switching not homogenous - targeted strategies required to encourage switching**

Although price is critical to switching, attitudes to switching are far from homogenous. The public can be segmented into five clusters each with their own distinct attitudes, traits, demographic profile, media preferences and propensity to switch. They comprise Bargain Hunters (12% of the population), Battler Mums (26%), Generation Y (15%), Affluent, time-poor sceptics (26%) and Old, Status Quo (21%). Understanding the nature of these segments will enable strategies to encourage switching to be finely targeted and to make best use of resources.

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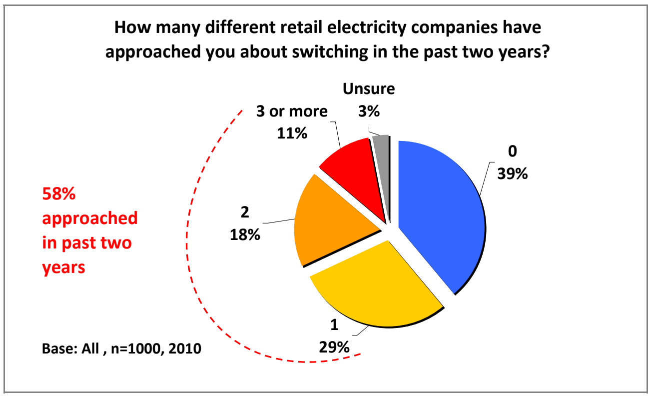
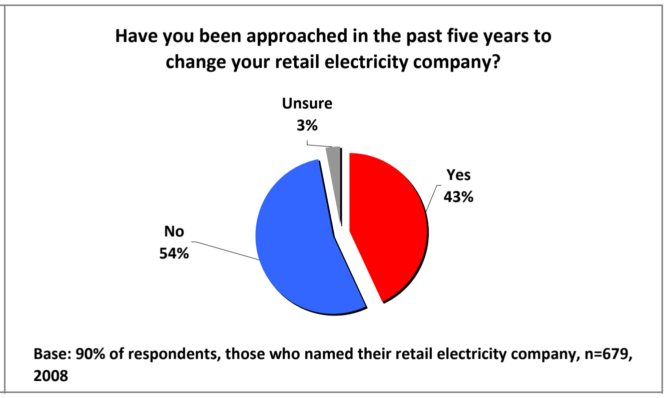
[2] Respondents to this survey were either the person in the household responsible for paying the electricity bill or had a say in who the household's electricity retailer was.

[3] Satisfaction was measured on a 1-5 scale where 1 meant 'very satisfied' and 5 'very dissatisfied'. Those who were satisfied are the aggregate of those who gave a '1' or a '2' rating.

Retailers actively making approaches, but more an urban focus

Even so, most (58%) said they had been approached by a retailer to switch in the past two years. This was a marked increase on 2008[4] when 43% reported they had been approached to switch retailer in the past five years. An increase in retailer activity may explain the apparent increase in switching. In 2008, 23% said they had switched retailer in the past five years compared to 28% who said in this survey that they had switched in the past two years. Retailer approaches are significantly higher in urban than provincial areas.



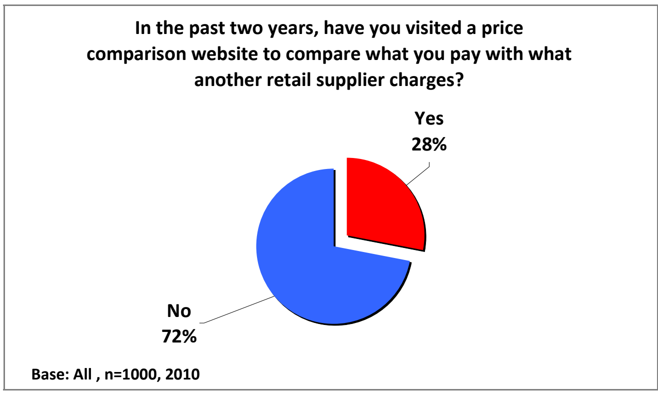


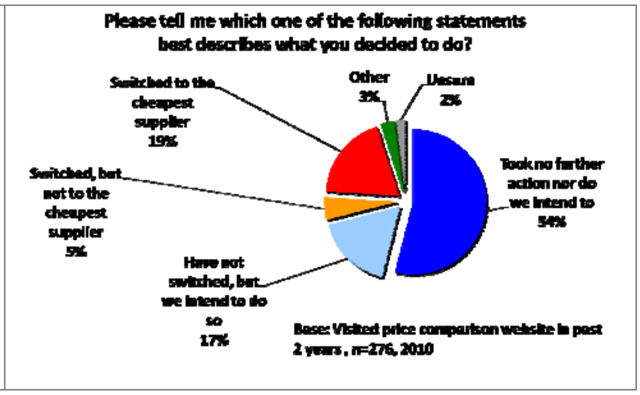
Retailers are the key information source and switching easy

Of those who had switched in the past two years, most (62%) had been approached by another retailer first and retail representatives were seen as the most useful sources of information to help with making the decision whether to switch. Those that have switched found it easy to do.

Role of price comparison websites

One quarter (28%) had visited a price comparison website in the past two years, but only 19% switched to the cheapest retailer according to the site with most (54%) taking no further action and did not intend to switch in the next 12 months. Of those who had not visited a price comparison website, almost half (44%) said they would be likely[5] to visit an independent website that could tell them the lowest cost retailer to meet their household needs and 39% were unlikely to visit such a site.



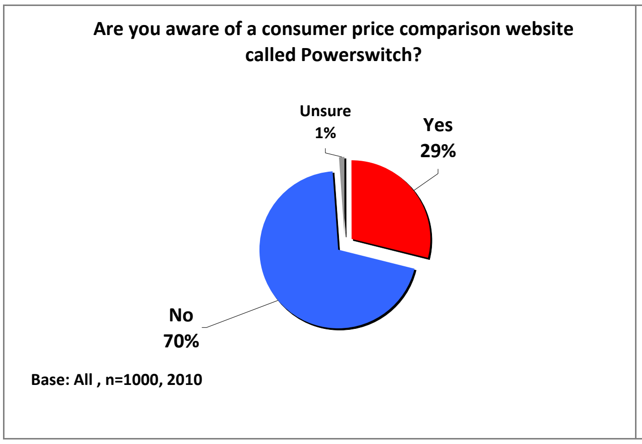


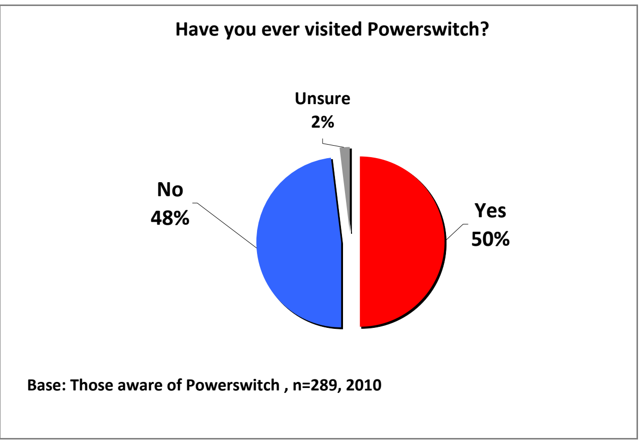
[4] UMR survey for the Electricity Commission on Retail Competition.

[5] Likelihood was measured on a 1-5 scale where 1 meant 'very likely' and 5 'very unlikely'. Those who were likely to visit such a website are the aggregate of those who gave a '1' or a '2' rating and those unlikely to are the aggregate of those who gave a '4' or a '5' rating.

Powerswitch awareness up, but still low

Almost one-third (29%) were aware of the Powerswitch website, but only 50% of those aware had ever visited it. A large majority of those who had visited it were satisfied with its ease of use (80%) and providing the information they wanted (78%). A somewhat smaller majority were satisfied with the accuracy of the information (62%). Awareness of Powerswitch has more than doubled since 2008 when only 13% said they were aware of it.





2.2 Objective 1: Consumer awareness and attitudes toward switching

The following section details responses related to the first objective of the study related to consumer awareness and attitudes towards switching.

■ Retailers actively making approaches

The initial qualitative research showed there was a high level of awareness about the ability to switch retailer in Auckland and Blenheim. Respondents in Auckland reported frequent approaches to switch retailer and more so than in Blenheim.

> *They ring often enough. One day one company will ring up and a couple of days later the other company will ring up because they probably know Mercury is ringing up one week and then you will get Genesis the next week to counteract the first one.* (Auckland, low to middle income, male)

The predominant retailer for Auckland respondents was Mercury Energy and for Blenheim it was TrustPower. Auckland respondents appeared to have a wider choice of retailer compared to Blenheim where Contact Energy was the only other retailer that respondents in the focus groups used.

The quantitative survey confirmed that nationwide most households (58%) had been approached at least once by a retailer about switching in the past two years. Almost one-third (29%) had been approached once, 18% twice and 11% three or more times.

NUMBER OF ELECTRICITY COMPANIES THAT HAVE APPROACHED YOU ABOUT SWITCHING

How many different retail electricity companies have approached you about switching in the past two years?

	2011 %
0	39
1	29
2	18
3 or more	11
Unsure	3

Base: All respondents; n=1000

Household income made no difference to the likelihood of being approached by a retailer, but the older people were the more likely they had been approached, for instance, 52% of those under 30 years had not been approached whereas only 34% of those over 60 had not been.

Retailer activity has shown a marked increase since 2008[6] when 43% reported they had been approached to switch retailer in the past five years. An increase in retailer activity may explain the apparent increase in switching. In 2008, 23% said they had switched retailer in the past five years compared to 28% who said in this survey that they had switched in the past two years.

[6] UMR survey in 2008 for the Electricity Commission on Retail Competition.

Retailer activity lower in provincial areas

Geographic location is a factor in the likelihood of being approached by a retailer. Retailer approaches are significantly lower in provincial areas than urban ones with 45% of North Island and 47% of South Island provincial areas saying they had not been approached compared to 32% in the greater Wellington and 34% in the greater Auckland areas. As the survey shows that TrustPower and Contact Energy have a significantly stronger presence in provincial areas, their customers have been approached the least with 49% of TrustPower's customers and 43% of Contact Energy saying they had not been approached. This compares with only 32% of Mercury Energy customers who have not been approached.

Even though TrustPower (40%) and Contact Energy (33%) had a higher proportion of their customers paying more than $200 a month and Meridian Energy (18%) has the lowest proportion, there was no evidence to show that retailers were targeting approaches to high power users. Although 49% of those spending less than $100 a month had not been approached this was not significantly different to the 43% spending $201-$300 and the 45% spending more than $300 who had not been approached.

Retailer	% of customers who pay less than $200/month	% of customers who pay more than $200/month
ALL	**70%**	**29%**[7]
TrustPower	59%	40%
Contact/Empower	67%	33%
Genesis/Energy Online	69%	31%
Mercury Energy	75%	23%
Meridian Energy	82%	18%

Consumers are primarily passively disposed to switching

The qualitative research showed that residential customers were somewhat indifferent toward their retail supplier neither expressing a particular like nor dislike of them. As long as power was available and prices seemed to be more or less the same, then there was little to distinguish one company from another.

> *I don't have any specific feelings about them, the electricity is there when I want it which is the most important thing.* (Auckland, low to middle income, male)

> *It's just a power company. As long as I've got power and as long as it's not too highly priced. I've got no loyalty to any one particular company and I'm 100% that if a better deal came along I'm more than happy to change*. (Auckland, medium to high income, female)

Unless consumers were aware of problems or that they were paying too much, there was little reason to entertain switching retailer.

> *I'm with the local TrustPower company and I have been since the beginning, and because I have no problems I don't need to change*. (Blenheim, low income, male)

The quantitative survey supported these findings. Most households (70%) say they most closely agree with the statement 'I generally stick with the same companies unless I have a poor service experience or their prices go up sharply then I look around', while 21% say they agree with 'I generally stick with the same

[7] 1% were 'unsure'

companies that provide me with products and services'. Only 8% said they most closely agree with 'I change companies often and will almost always take a better deal if that comes along'.

CONSUMER BEHAVIOUR	
Which of the following statements most closely describes your behaviour as a consumer?	
	2011 %
I generally stick with the same companies that provide me with products and services	21
I generally stick with the same companies unless I have a poor service experience or their prices go up sharply and then I look around	70
I change companies often and will almost always take a better deal if that comes along	8
Depends/ Other	1
Unsure	-

Base: All respondents; n=1000

It also showed that nationwide most people do not actively seek to switch retailer. Over three-quarters (76%) have not approached a retailer about switching in the past two years, but 14% had approached one retailer, 5% two retailers and 4% three or more.

NUMBER OF ELECTRICITY COMPANIES YOU HAVE APPROACHED ABOUT SWITCHING	
How many different retail electricity companies have you approached about switching in the past two years?	
	2011 %
0	76
1	14
2	5
3 or more	4
Unsure	1

Base: All respondents; n=1000

■ Likelihood of having approached a retailer changes by age, income and network

The profile of the minority (23%) that have proactively approached a retailer first about switching in the past two years declines with age. For example, 26% of those under 30 years had made at least one approach compared to 17% of those over 60 years. Households on annual incomes above $100,000 are most likely to make an approach first too with 31% having done so at least once in the past two years compared to 20% on $30,000 or less.

There was some variance according to network area too. For instance, 32% of those on the Orion and 27% of those on the Wellington Electricity Lines networks had made at least one approach to a retailer compared to 12% on the Eastland Networks and 16% on the WEL Networks. Although this might suggest that urban households are somewhat more proactive about approaching retailers, this is not the case in Auckland where only 22% had made at least one approach to a retailer in the past two years.

■ Inertia a key factor - an approach with a better price is critical

The focus groups identified inertia as a key factor with many just stating they could not be bothered switching.

Laziness on our part to a degree, but also the fact that it's just too bloody hard sometimes. What's the point? (Blenheim, medium to high income, male)

I just can't be bothered with the drama of having to go through the whole rigmarole of telephoning and selecting this, that and the other. (Auckland, low to middle income, female)

The survey found only moderate levels of satisfaction with retailers across five key indicators. A majority were satisfied with the general overall service (59%) and conducting actual meter readings not estimates (56%). Dissatisfaction was highest for 'value for money' (25% dissatisfied) and was between 15-18% for the other four attributes.

RELATIONSHIP WITH YOUR RETAILER

Using a 1-5 scale where 1 means 'very satisfied' and 5 'very dissatisfied', how satisfied or dissatisfied are you with your retailer on the following?

	Total satisfied %	Total Dissatisfied %
General overall service	59	15
Conducting actual meter readings not estimates	56	17
Value for money	44	25
The provision of extra services like online power usage information, FlyBuys, other loyalty rewards	42	18
Its commitment to your local community	32	18

Base: All respondents; n=1000

These relatively lower levels of satisfaction might have been expected to translate into higher levels of those actively looking to switch, but this was not the case. As the table below shows, only 10% are either actively looking or intend to look for a cheaper supplier in the next 12 months.

CONSUMER ATTITUDES TO SWITCHING ELECTRICITY COMPANY

Please tell me which of the following statements is most applicable to you?

	2011 %
We would switch if we were approached and offered a cheaper deal, but we are not actively looking	48
We are not interested in switching our electricity retail company and/or gas company	31
We would be interested in switching for better service but we are not actively looking for a better supplier	11
We are actively looking for a cheaper supplier	5
We intend to look for a cheaper supplier in the next 12 months	5
Other	-
Unsure	-

Base: All respondents; n=1000

However, it is clear that there is strong potential to increase switching. Almost half (48%) said they would switch if they were approached and offered a cheaper deal, but were not actively looking. Similarly, 11% would be interested in switching for better service, but were not actively looking for a better supplier. However, about one-third (31%) say they are not interested in switching.

Importance of price and service in influencing attitude to switching

Price and service are critical to switching attitudes. If consumers are satisfied with price and service, they are less inclined to consider switching. The survey found that 41% of those satisfied with 'value for money' from their retailer were not interested in switching compared to 16% of those who were dissatisfied. Similarly, 38% of those satisfied with 'general overall service' from their retailer were not interested in switching compared to 18% of those who were dissatisfied.

This suggests that given that passive attitudes consumers have toward switching that they need to be made aware that they could be getting a better price or service elsewhere if they are to consider switching.

Satisfaction by household income and monthly spend

Generally, those on higher household incomes had markedly lower levels of satisfaction with 'value for money', 'general overall service' and 'its commitment to your local community'.

Only 36% of those on annual household incomes of more than $100,000 were satisfied with 'value for money' compared with 53% of those on less than $30,000. Similarly, 54% of those on annual household incomes of more than $100,000 were satisfied with 'general overall service' compared with 68% of those on less than $30,000. And 22% of those on annual household incomes of more than $100,000 were satisfied with 'its commitment to your local community' compared with 40% of those on less than $30,000.

Also, those who paid less each month were more satisfied with these three attributes than those who paid more. While 65% of those who spend less than $100 a month were satisfied with 'value for money', only 31% of those who spend more than $300 a month were. 70% of those who spend less than $100 a month were satisfied with 'general overall service', but only 45% of those paying more than $300 a month were. And 36% of those who spend less than $100 a month were satisfied with 'its commitment to your local community', but only 23% of those paying more than $300 a month were.

This pattern was less pronounced for the attributes relating to extra services and actual meter readings though those on household incomes of less than $30,000 and those paying less than $100 a month continued to express the highest levels of satisfaction.

Satisfaction by retailer

There was no significant difference in satisfaction levels for 'general overall service' or for 'value for money' between the main retailers.

However, 53% of TrustPower customers were satisfied with 'its commitment to your local community' which was significantly higher than for the other retailers. Genesis Energy/Energy Online came next with 35% satisfied and Contact/Empower was lowest with 25% satisfied.

There was also significant variation for 'the provision of extra services like online power usage information, FlyBuys and other loyalty rewards' with 55% of Contact/Empower and 50% of TrustPower customers reporting they were satisfied. Meridian Energy customers expressed the lowest level of satisfaction (28%).

Variations were smaller for 'conducting actual meter readings, not estimates' with the highest satisfaction expressed by Mercury Energy customers (63%) and the lowest by Meridian Energy customers (50%).

Satisfaction by gas and electricity retailer

Dual fuel customers who were supplied by the same retailer had significantly higher levels of satisfaction about the 'the provision of extra services like online power usage information, FlyBuys and other loyalty rewards' than those supplied by two different retailers. Of those with the some retailer 45% were satisfied with these services compared to 31% who had different suppliers.

Somewhat higher levels of satisfaction for those with the one retailer were expressed for 'general overall service' (65% compared to 55% for this with different retailers) and for 'value for money' (47% compared to 41%).

Satisfaction by attitude to switching

Those not interested in switching were consistently the most satisfied across all five attributes while those who were actively looking for a cheaper supplier or intended to do so in the next 12 months were the least satisfied for the value for money and service attributes.

Those that had switched retailer in the past two years were somewhat more satisfied (52%) with 'value for money' from their retailer than those who had not (41%).

Attitudes of dual fuel consumers

Although there were relatively few respondents across the focus groups that had both gas and electricity, it was evident that there was a strong and clear preference to have a single company supplying both.

> *We're moving next month down to Palmerston North, moving into a house that's got gas so that changes what power companies you actually go to*. (Auckland, medium to high income, female)

One respondent did have different providers for gas and power, but saw no advantage in this - inertia had thus far acted as a barrier to switching.

Those that were not on gas too immediately saw the advantages of having one bill based on their experiences with other services.

> *Yeah, separate bills. I had that with the phone company. I was paying one outfit for internet and another outfit for the telephone*. [So you would change?] *Yes, so we could just pay one bill instead of paying two.* (Blenheim, low income, female)

It was also assumed that by obtaining two services from the one company that discounts would apply.

> *If it's like insurance and you've got two different things with the same power company you might get a discount I would imagine. I don't know but I would imagine*. [That's what you might look for?] *Yes.* (Auckland, medium to high income, female)

This may explain why the survey found that gas consumers were more active in approaching a retailer and why more retailers had approached them than those not on gas. More of those on gas with the same electricity retailer now (33%) had approached at least one retailer in the past two years than those who were not on gas (23%). Also, 56% of those without gas said they had been approached at least once compared to 67% of those on reticulated gas.

The survey also showed those with the same gas and electricity retailer were less interested in switching than those with a different retailer for both. 31% of those with a single retailer were not interested in switching compared to 24% of those who had different retailers.

Age a factor with interest in switching

The younger people are the more interested in switching. Almost one in two (42%) of those over 60 years say they are not interested in switching compared to one in five (22%) of those under 30 years.

Interest in switching by income and monthly spend

Interest in switching increases with household income and monthly spend on power. 36% of those on annual household incomes of less than $30,000 say they are not interested in switching compared to 26% on incomes above $100,000. Similarly, 39% of those who spend less than $100 a month are not interested in switching while 22% of those who spend more than $300 a month are. However, as the segmentation analysis in section 2.9 shows, those least likely to switch are those over 60 years who are quite set in their ways. A substantial number of this segment had low monthly power bills and were on low incomes.

2.3 Objective 2: Identification of barriers to switching

The following section details responses related to the second objective of the study related to barriers to switching.

- **Barriers that emerged from the qualitative research**

As indicated in the previous section, inertia was a factor in lack of interest in switching. The table below identifies the other barriers that emerged from the focus groups and some of the specific issues related to each barrier.

BARRIER TYPE	SPECIFIC CRITERIA
Distrust	- the bait (incentive) will be withdrawn after several months; - it will work out the same in the long-run with other companies matching; - concern about loss of anonymity, that is, once switched customers would become targets of other companies.
Anxiety about switching	- the drama and rigmarole of switching e.g. waiting on the telephone, changing automatic payments etc; - lack of confidence in dealing with contracts or concern over continuity of supply; - anxiety about administrative errors occurring e.g. no billing for several months then a large bill.
Financial	- the loss of the $320 ACET rebate (Auckland only); - connection and reconnection fees - unaware of price savings available; - confusion and lack of understanding of what different tariff rates in cents/kWh mean.
Inertia	- can't be bothered when nothing needs changing/not uncomfortable with current retailer/power is the same whatever the retailer/impersonal/no experience of retailer service; - timing of the cold-call from the retailer.
Loyalty to incumbent	- loss of loyalty rewards; - loyalty to the retailer arising from good service e.g. proactive approaches to put the consumer on a lower tariff due to lower usage (this emerged in Blenheim though it appears the discount for low usage may be due to an initiative by Marlborough Lines).

Barriers that emerged from the quantitative survey

The quantitative survey (see table following) confirmed that inertia was the dominant reason for not switching. Inertia was driven because these consumers were happy with service and price - 35% of those who had not switched in the past two years said they had not switched because they were happy with the service from their retailer and 24% said they were happy with the price. Second tier reasons include switching seemed too much hassle (13%), have not got round to it (8%) and too busy to investigate (7%). Distrust and anxiety about switching were lower order barriers in comparison with these.

REASONS FOR NOT SWITCHING

What are the main reasons for not switching?

	2011 %
Happy with service from current retail supplier	34.7
Happy with price of current retail supplier/current supplier will match any deals	24.0
Switching seemed too much hassle	13.2
Have not got round to looking into this	8.2
Too busy to investigate the best deals available	7.1
Did not trust there would be real gains from switching	4.3
Offer(s) were no cheaper	4.2
Lack of information on best deals available	3.1
No reason to change/Can't be bothered changing/Inertia	2.2
Was already locked into a contract	1.2
Concern about losing the rebate from the community owned lines company	1.2
No other retail supplier would take on my household	1.2
They are all the same	0.7
Have not been approached	0.7
Did not want to get locked into a contract	0.6
Electricity is such a small cost to my household it's not worth it	0.6
Concern about connection or disconnection fees	0.6
Lack of competition in my area	0.6
Concerned there might be a problem with continuity of supply if we switched	0.4
Have all/other services in one company/Prefer to deal with one	0.3
Unsure	2.9
Other	1.9

Base: Respondents who have NOT changed supplier in the past two years; n=721

Do electricity trust rebates/discounts act as a barrier?

Only very few (1.2%) mentioned fear of losing the rebate from their network company. This factor was explored more extensively in the focus groups to see whether those receiving a rebate or discount from an electricity trust identified this payment as coming from their retailer and hence might be less likely to switch. In the groups, there appeared to be far less awareness in Auckland than in Blenheim of the role of the local trust.

Awareness of the local lines company in Auckland was somewhat hazy despite the fact that half of those in the groups received a $320 rebate each year from the Auckland Consumer Energy Trust's (ACET) interest in Vector, the local lines company.

> *I knew someone would own all the lines and the others pay for use of those lines but I had no idea who owns those lines and who pays for the use of those lines.* (Auckland, low to middle income, male)

> [Did anyone else know their lines company was Vector?] *I've heard of it but didn't really know.* (Auckland, medium to high income, male)

As there was a perception that the ACET rebate was linked to the retailer, this presented a significant barrier to switching as recipients of the rebate expressed concern that if they switched they would not be eligible for it.

> [Does anybody here get a rebate?] *Yes. $300.* [Put your hand up if you get a rebate?] *Four.* [Who are you getting your rebate from?] *Mercury.* (Auckland, low to middle income, male)

In contrast, most of the Blenheim respondents knew their lines company was Marlborough Lines and were not confused over its role and did not identify rebates as coming from their retailer. This was because Marlborough Lines had a higher level of visibility in the smaller community.

> [Is there anything standing out that makes you aware of Marlborough Lines?] *Because they give you money back.* [*They give you a rebate*. (Interjection.)] (Blenheim, medium to high income, male)

> *They have a Christmas lights award which just says "Marlborough Lines brings you the Christmas lights of Marlborough" and they also sponsor a fireworks thing so they're quite visible*. (Blenheim, medium to high income, female)

There were limitations to how far this issue could be explored in the survey. The experience of the qualitative research in Auckland gave no confidence that respondents would know who their network company was and whether they received a discount or rebate from it (as opposed to their retailer).

- **Market share on a network basis inconclusive on whether trust rebates act as a barrier to switching**

However, based on the telephone numbers of respondents, we did identify the network company each household was serviced by. The sub-samples of respondents from each network company were too small in most cases to provide robust statistical data. However, using data from the largest networks where sub-samples were sufficiently large, we identified that there were differences in retail market share across the largest networks.

Mercury Energy has 52% of the share of those on the Vector network, Meridian has the largest share (33%) on the Orion network, and Genesis Energy has the largest share on the Powerco (44%), WEL Networks (51%) and Wellington Electricity Lines (50%) networks. TrustPower has 59% share on the Eastland Networks and Contact Energy the largest share (34%) on the Unison network followed by Energy Online (Genesis) at 30%.

No conclusions are drawn from this distribution to the influence of trust discounts/rebates. The most likely explanation may rest with the original acquisition of consumers that occurred when retail and network ownership was required to be separated and the rate of switching since for which there are many factors in play, the foremost being inertia.

2.4 Objective 3: Reasons for considering switching

The following section details responses related to the third objective of the study related to reasons for considering switching.

As has been shown, there is deep-seated consumer apathy toward active switching. This suggests that most consumers will need either to be approached or provided with information to even consider switching.

- **Switching driven by cost savings**

The dominant reason to emerge from the focus groups for considering switching was cost savings which generally needed to be substantial.

> *The price. It has just been related to cost savings because that has always had to be my priority as a solo parent.* (Auckland, low to middle income, female)
>
> *Price is the reason I change. I monitor - I mean if tomorrow TrustPower dropped their price I'd go to them for a month*. (Blenheim, medium to high income, male)

The inclination to switch became much stronger if savings were locked in for about a year.

Minimum six months probably twelve months at least. (Auckland, low to middle income, female)

Somewhat less frequently cited was a poor service experience.

> *Really bad service*. [When you say bad service, what are you talking about?] *If I had a problem that wasn't being resolved and you just couldn't get a decent reply out of the company. That really annoys me.* (Blenheim, low income, female)

Some respondents raised ethical reasons as a trigger though no-one in the groups owned to having switched for that reason alone.

In the same vein, a few said a retailer that sourced its power from renewable sources would act as a trigger though no-one in the groups had switched for this reason alone either. Some figured that such a retailer could be retailing at a lower price on the basis that those with large carbon footprints from fossil-fuelled energy sources would incur higher costs.

> *It would be the ones with the smaller carbon footprint would get the lower carbon taxes which hopefully means you pay less*. [So that would make a difference for you in all of the savings?] *It could, yes. In the future I think it will.* (Auckland, medium to high income, male)

However, as noted, few were dissatisfied with the service they were receiving or felt they were paying more than they would be to other retailers, so there was no evident reason to consider switching. As few were pro-active about researching retailer offers, many either needed to be approached by one or to be provided with the information to easily access information about costs savings before they would even consider switching.

Concern about a retailers' ethics was raised as a reason to consider switching though this did not seem to be a major trigger. In Blenheim, it was evident that a retailer that demonstrated commitment to the local community would be more highly regarded though the 'feel good' factor on its own will not persuade people to switch.

The survey backed up the qualitative findings. The dominant reasons given by switchers for changing retailer were a financial incentive from a retailer, cited by 41% of switchers, while 29% said they switched because of a high bill from their previous retailer.

Secondary reasons for switching included moving home (11%) and poor customer service from their previous retailer (11%).

The desire for bundled services was given as a reason for considering switching by very few. Only 3.6% either mentioned having the same supplier for gas and electricity or mentioned the electricity retailer supplied gas and offered a discount and 1.4% mentioned having other services e.g. broadband services with the retailer.

REASONS FOR SWITCHING

What were your reasons for switching electricity company on the most recent occasion you switched?

	2011 %
A financial incentive from the electricity retailer	40.9
High bill from your previous electricity retailer	29.0
Moved home	11.1
Poor customer service from previous electricity supplier	10.8
Personal approach from electricity retailer	2.9
Wanted to have gas with the same electricity supplier	1.8
Electricity retailer supplies gas and offers a discount	1.8
Recommendation from friends or family	1.4
Wanted to have other services e.g. broadband services with the electricity supplier	1.4
Visit to price comparison website	1.4
Energy saving advice from electricity retailer	0.7
Wanted to buy from a retailer producing electricity from sustainable sources	0.4
Advertisement/billboard	0.4
Electricity retailer sponsors local community activities	0.4
Advice from energy consultant	0.4
Unsure	0.7
Other	2.2

Base: Respondents who have changed supplier in the past two years; n=279

Importance of incentives

A number of incentives used by retailers were tested across the focus groups with respondents rating each on a 0-10 scale where 0 meant 'not at all important' and 10 'a very important' reason to consider switching. The mean ratings across all groups were calculated and the incentives ranked. It is important to note that the number of respondents in the groups was too small for these results to be statistically significant for all residential customers. However, the consistency across the groups was strongly indicative of the focus given to monetary benefits over other factors.

➢ ***Residential across all residential groups combined***

REASON FOR SWITCHING	0-10 MEAN RATING	RANK
Another retailer charges $200 a year less	**7.9**	**1**
Fixed power rates for 1-2 years (tested in 3 of 4 groups)	**7.4**	**2**
Another retailer provides a 10% discount for electronic payments/paying online-discount	**7.2**	**3**
Another retailer provides a 10% prompt payment discount	**7.1**	**4**
Another retailer offers loyalty rewards e.g. points that can be exchanged for goods from a catalogue e.g. FlyBuys	**6.5**	**5**
100% NZ owned (tested in 3 of 4 groups)	**6.4**	**6**
Better information on usage on power bill	**6.2**	**7**
Another retailer provides tips and useful information on how to save power	**6.1**	**8=**
Another retailer promotes itself for using renewable fuels and being environmentally friendly	**6.1**	**8=**
Time of use rates	**5.8**	**10**
Another retailer provides a one-off financial incentive to switch	**5.5**	**11=**
Another retailer reads your meter every month - it doesn't estimate usage at all	**5.5**	**11=**
Flexibility in how and when to pay - smooth pay, prepay etc.	**5.2**	**13**
Another retailer is a strong sponsor of local community activities	**5.0**	**14**
Another retailer supplies gas too, so everything is on one bill	**3.6***	**15****

Note:
* But the 3 on gas rated this a mean of 8.0.
** The 3 who were on gas gave ratings of '7',8' and'9'.

The subsequent survey provided confirmation that direct financial incentives were rated significantly more important[8] than offers of smart meters, retailers sponsoring local community initiatives or retailers using renewable energy sources (see table over page). The two most important incentives were 'a 10% discount for prompt payment' (87% rated this as important) and 'a $200 discount off your annual power bill' (81%).

Three other offers were rated as equally important on 74% - 'a 10% discount for electronic or online payments', 'detailed information on power usage' and 'your meter is read monthly, so you are billed actual reading, not estimates.' 'A fixed power rate for the next two years' was rated as important by 71%.

Somewhat lower ratings were given for 'a retail supplier uses renewable energy sources to generate electricity' (66%), 'smart meters that read your actual usage remotely give you information to manage your power usage (65%)' and 'a retail supplier sponsors local community initiatives' (54%).

[8] Importance was measured on a 0-10 scale where '0' meant 'not at all important' and 10 'very important'. Analysis was done on those who rated each incentive as important, that is, the aggregate of those who gave a '7-10' rating.

IMPORTANCE OF INCENTIVES		
Using a 0-10 scale where 1 means 'not at all important' and 10 'very important', how important are the following incentives that retail power companies offer?		
	Total important (7-10) %	**Total not important (0-3) %**
A 10% discount for prompt payment	87	5
A $200 discount off your current annual power bill	81	7
A 10% discount for electronic or online payments	74	14
Detailed information on power usage	74	8
Your meter is read monthly so you are billed actual readings, not estimates	74	8
A fixed power rate for the next two years	71	10
A retail supplier uses renewable energy sources to generate electricity	66	11
Smart meters that read your actual usage remotely and give you information to manage your power usage	65	13
A retail supplier sponsors local community initiatives	54	15

Base: All respondents; n=1000

➢ *Young and affluent rate online payment discount higher*

Those over 60 rated the online discount as significantly less important (mean rating 6.6) than those younger and particularly those under 30 years (mean rating 8.6). Those on annual household incomes of more than $100,000 rated an online discount significantly higher (mean rating 8.2) than low income households like those on less than $30,000 (mean rating 7.1).

➢ *Pacific Island and Asian consumers rate actual meter reading higher*

Pacific Island (mean rating 8.7) and Asian consumers (mean rating 8.6) rated actual meter readings rather than estimates significantly higher than the general population (mean rating 7.8).

➢ *Smart meters rated higher by younger, ethnic minorities and those with higher monthly bills*

Smart meters were rated higher among those under 30 (mean rating 7.6) than older consumers, for instance, those over 60 gave a mean rating of 6.6. Māori (mean rating 7.9), Pacific Island (mean rating 7.8) and Asian (mean rating 8.1) all gave higher mean ratings that the general population (7.2). And those paying less than $100 a month gave a mean rating of 6.4 compared to 8.3 for those paying more than $300 a month.

➢ *Local community support rated more important in South Island provincial areas and among Pacific Island consumers*

South Island provincial consumers rated local community initiatives by retailers significantly higher (mean rating 7.3) than the general population (6.3). This was also the case for Pacific Island consumers (mean rating 7.1).

2.5 Objective 4: What would make consumers more likely to consider switching

The following section details responses related to the fourth objective of the study related to what would make consumers more likely to consider switching.

■ Availability of information

As most consumers are largely passive, that is, most require an approach from a retailer to consider switching, a lot depends on the accessibility of information provided to them to consider switching. The previous sections have shown that more competitive price offering, including in the form of a financial incentive, is by far the most influential factor that will trigger switching apart from strong dissatisfaction with current pricing or service.

If pricing information is more readily available to consumers, then they are more likely to consider switching. The focus groups gave a strong pointer to the use of mass media.

■ Mass media

In the focus groups there was strong, unprompted support for the use of mass media communications to communicate about switching. All groups nominated advertising through television, radio and newspapers to direct people to a price comparison site.

> *I reckon a website advertised on TV or radio.* (Auckland, low to middle income, male)

> *TV and newspaper advertising*. (Blenheim, medium to high income, female)

> *The thing about a TV one is one that's going to captivate people and keep people interested. You see a lot of ads on TV and you don't necessarily know what they're about but you know what the ad is. As soon as you put the two together you think "oh yeah, beauty" so it comes to clever advertising, especially in a TV one*. (Auckland, medium to high income, male)

Online advertising was also seen as a primary communication channel.

> *Anything online basically, maybe not to the point where they're targeting all the people on databases and stuff, but just online adverts*. (Auckland, medium to high income, male)

Respondents in some groups suggested that switching could be promoted in conjunction with the Energywise campaign because it was seen to have a high level of cut-through to the public.

> *Everybody knows the Energywise ads so put it on TV and radio, everybody knows what those are.* (Auckland, low to middle income, female)

> *And there's the ad on TV, I think it's for heating and that, that guy.* [*Energy Spot.* (Interjection.)] *Even if they had something on there about - because he's always giving you ideas of how to save power and save heat, keep heat in the house*. [So that could possibly work there as well?] *Yeah.* (Auckland, medium to high income, female)

■ Information when buying an appliance or insulating the home

There was also strong support for providing information about switching or details of the Powerswitch website when people bought appliances.

If it's already in your mind that you're buying an appliance for that reason, I think it's proactive. (Blenheim, low income, female)

[Would it look out of place if when you're buying a new appliance for your home that there was also some information about switching power companies?] *It seems very appropriate, particularly if it was going to be a big huge thing on power.* (Auckland, medium to high income, male)

Again respondents saw such a campaign linking in with energy savings advice.

Maybe they should have the website on the energy rating sticker. (Auckland, low to middle income, female)

If there was a sticker on it that said this product is going to cost you $30 a year to run it at Mighty Power and $25 at Contact or whatever, instantaneously you're going to know exactly. (Blenheim, medium to high income, male)

For similar reasons, there was support for such information to be provided when purchasing insulation for the home.

[What about buying insulation, batts and stuff like that?] *When they did that insulation subsidy, if it was packaged in with that somehow it would have got my attention.* (Auckland, medium to high income, male)

When moving home

Respondents were also supportive of information being provided to people about different retail offerings when they moved house, bought an appliance or undertook activities like insulating their home.

[What about when you move house?] *There's a website where you can change address with New Zealand Post and there's a great new feature of clicking through things that they say "let this person know, let this person know" and then there would be - if you were moving house - would be a perfect place to advertise because you come across and you go "oh yes, I've got to let the IRD know, and I've got to let the passport people know". It's a prompting list, and then click power company and it could pop up and say "have you considered".* (Blenheim, medium to high income, female)

However, some said that the choice of retailer was often made well in advance of the shift to a new home.

You've already got that organised by the time the movers come to pack the house. You've got your power organised, you've got your power, phone and everything already set up to go. (Auckland, medium to high income, female)

Community newspapers

Although newspapers were cited as a channel, the local community newspapers, which were considered to be free and distributed to all homes, were regarded as the best newspaper channel to employ. These newspapers appeared to be well read.

Target more of the local papers over the big papers. Not a lot of people get the big paper but everybody gets the local paper. [So you're talking about the community papers there?]

Yeah. The Western Leader or North Shore Advertiser, the Central paper and everything. (Auckland, medium to high income, male)

We get three free papers and they're a good forum. [Are they well read?] *They seem to be.* (Blenheim, medium to high income, male)

They go to every household in Marlborough. (Blenheim, medium to high income, male)

■ Word of mouth

Word of mouth was also cited as an effective tool particularly in Blenheim.

The size of the town we're in, word of mouth is massive. That's huge. (Blenheim, medium to high income, male)

■ Direct mail

Flyers sent as part of a direct mail were not considered a useful channel to use. Much of this mail was regarded as junk mail that was unlikely to be read.

Who keeps their junk mail? There is so much. I will go through my junk mail looking for food savings and maybe something specific but if it is just one piece of paper I don't bother with it. (Auckland, low to middle income, female)

They tend to be seen as junk mail. (Blenheim, medium to high income, male)

However, personally addressed mail was likely to have a higher success rate.

If it's addressed to you personally, that does help. (Blenheim, medium to high income, female)

■ 0800 number

There was little enthusiasm for an 0800 number because of the frustrations that were associated with waiting to speak to someone.

[What about 0800 numbers, do they work for you at all?] *No, too slow. Often you wait ages to get connected*. (Blenheim, medium to high income, male)

Again, there was not a universal rejection of this channel as it provided a way of accessing information at no cost which was important for some on low incomes.

It's something I do a lot of because I'm on such a strict income. I like to shop around and get the best deal and if there's an 0800 number then I'm saving money on phone calls and toll calls so that makes it even easier for me to access it. And then I can talk to a real person too. (Blenheim, low income, female)

The subsequent survey tested seven different ways other than the mass media in which information could be made more readily available (see table over page). The most useful[9] sources were to receive information as part of the electricity bill (59%), as part of the information received when one moved home (56%) and an independent consumer website (53%). The least useful was a public notice in the local newspaper (29%). 43% thought a flyer in the mail and an 0800 number would be useful and 41% thought information on an electrical appliance would be useful.

[9] Usefulness was measured on a 0-10 scale where '0' meant 'not at all useful' and 10 'very useful'. Analysis was done on those who rated each channel as useful, that is, the aggregate of those who gave a '7-10' rating.

AVAILABILITY OF INFORMATION TO COMPARE PRICES *Using a 0-10 scale where 1 means 'not at all useful' and 10 'very useful', how useful would each of the following be in providing information to compare retail electricity prices?*		
	Total useful (7-10) **%**	**Total not useful (0-3)** **%**
As part of your electricity bill	59	16
As part of the information when you move home	56	18
An independent consumer website	53	23
A flyer in the mail	43	29
An 0800 number	43	30
As part of the information on electrical appliances	41	27
Public notice in the local newspaper	29	39

Base: All respondents; n=1000 (mean value excludes unsure)

Only a few significant differences emerged. Asian consumers tended to rate most of the channels higher in terms of their usefulness than other populations with the exception of information on an electrical appliance which Pacific Island consumers rated higher.

Those over 60 rated an independent consumer website significantly lower than other age groups as did households on an annual income less than $30,000 and those paying less than $100 a month on their bill. However, this was rated much higher by those who had visited Powerswitch.

An 0800 number was rated less useful by those under 30 years than by other age groups. The lower the household income the more highly this was rated.

■ Information sources switchers relied on

In contrast to the usefulness of the channels tested above, those that have switched in the last two years have been heavily dependent on the information provided to them when they are approached by a retailer. As noted earlier, an approach from a retailer is the dominant way in which consumers switch. Of seven prompted information sources, 35% of switchers said retail representatives visiting their home and representatives on the phone (29%) had been useful sources of information in helping them decide to switch. This is fairly conclusive evidence that level of retail activity is a driver of the likelihood of switching.

** See table following.*

INFORMATION THAT HELPED YOU TO DECIDE TO SWITCH	
On the most recent occasion you switched, which of the following were useful sources of information to help you to decide to switch?	
	2011 **%**
Retail representative visiting my home	34.8
Retail representative on the phone	29.0
A friend or family member	14.7
Retailer website	10.8
Independent price comparison website	10.8
Brochures/flyers and other direct mail	9.0
Newspaper advert/billboard	2.9
Unsure	3.9
Other	2.9

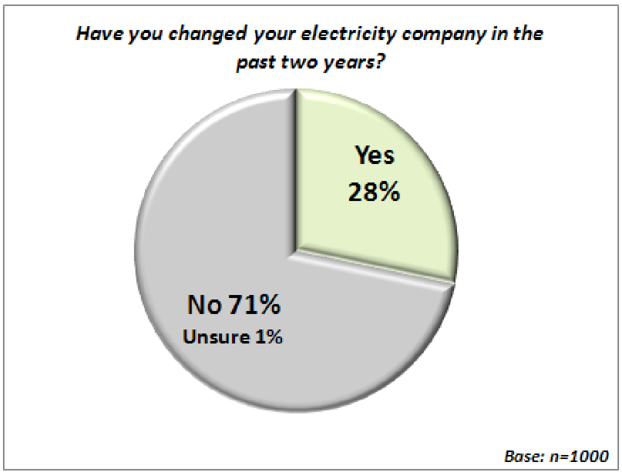
Base: Respondents who have changed supplier in the past two years; n=279

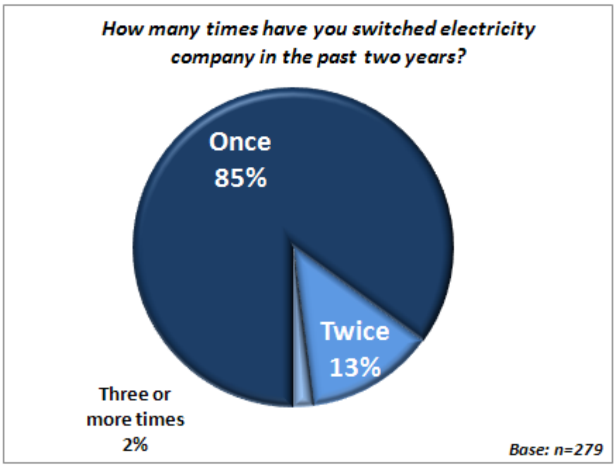
2.6 Objective 5: Statistical information on who switches

The following section details responses related to the fifth objective of the study related to statistical information on who switches.

Minority have switched and most of those who have were approached first

Slightly more than one quarter (28%) have switched retailer in the past two years. Of those that have switched in the past two years the vast majority (85%) have only switched once, 13% had switched twice and 2% had switched three or more times.





Most switchers (62%) were approached by a retailer first on the most recent occasion they switched while 36% approached another retailer first. Among switchers, men were more likely (39%) to approach another retailer first than women (32%). Also, switchers that had visited the Powerswitch website (55%) were more likely to make the approach first than switchers who had not visited it (36%).

Switching by location[10]

The highest levels of switching have occurred in Christchurch (43%) and greater Wellington (34%) and the lowest levels in the provincial South Island (21%). Switching in greater Auckland was also slightly lower (24%).

Switching by age, household income and monthly payment

Younger consumers are more likely to have switched than older ones. For instance, 31% of those under 30 years and 30% of those 30-44 years have switched compared with 24% of those over 60 years.

Those on annual household incomes of less than $30,000 were less likely to have switched than others with only 20% having switched compared to 32% of those on more than $100,000, 31% of those on $30-$50,000 and 31% of those on $50,001-$70,000.

[10] Data is only provided for larger population areas. Sample sizes would be too small to provide statistically robust data for areas such as small cities.

Switching by size of monthly power bill showed fewer differences. Those who pay $100-$200 a month were more likely to have switched (30%) compared to 72% of those paying less than $100 a month and 24% of those paying $201-$300 a month. While only 22% of those paying more than $300 a month had switched, the sample size of n=55 means the margin of error is sufficiently large as to show no significant difference to others.

■ Switching and price comparison sites

Almost half (47%) of those who had ever visited the Powerswitch website were switchers compared to 29% who had never visited it.

42% of those actively looking for a cheaper supplier or intend to look for one in the next 12 months have visited a site in the past two years. This was similar to the 41% of those who have switched in the last two years who had visited compared to 22% of those who had not switched over that time.

■ Retailer approaches dominate

An approach by a retail company in the first instance was far more dominant than switchers first approaching retailers. Only 36% of those who had switched in the past two years approached a retailer first compared to 62% where were approached by a retailer first.

MOST RECENT OCCASION: I APPROACHED ANOTHER COMPANY VS. ANOTHER COMPANY APPROACHED ME

On the most recent occasion you changed electricity company did you approach another company first or did they approach you first to switch?

	2011 %
I approached another company first to switch	36
Another company approached me first to switch	62
Unsure	2

Base: Respondents who have changed supplier in the past two years; n=279

■ Retail representatives the most useful sources of information

As noted in the previous section, retail representatives visiting homes (35%) and representatives on the phone (29%) were cited as the most useful of seven prompted sources of information to help those who had switched to decide whether to do so.

2.7 Objective 6: Information on switching experiences

The following section details responses related to the sixth objective of the study related to information on switching experiences.

- **Ease of switching**

The few in the focus groups that had switched found the process easy, were positively disposed toward it and would easily switch again. They stressed that all the work was done by the retailer.

> *It's quite easy, they normally do it for you. You fill out the form. It's not much of a hassle. Sometimes you have to change your bank payment thing.* (Auckland, medium to high income, female)

> *I got my old bill, a recent one that I've just paid, and then he had his bit of paper and it was quite a wee bit cheaper, and the good thing about it is they did all the changing for me. I didn't have to do nothing. They contacted our power company and so on.* [How long did it take for it to happen? How long was the conversation at the door?] *He was probably at home for about half an hour.* (Blenheim, low income, female)

The survey showed that those who had switched found it easy to do so. Over two-thirds (68%) said it was 'very easy' (rating of '1' on a 1-5 scale where 1 meant 'very easy') and 22% gave a '2' rating, thus 90% found it easy to switch.

Only 4% found it difficult (ratings of '4' or '5'). This equated to a very small sub-sample of just 12 respondents. The main reasons they gave for this were the hassle of changing over automatic payments or direct debits (n=4), filling out forms (n=3), lack of confirmation or switchover from the retailer (n=2), delays in switching (n=1) and problems with invoices (n=1).

EASY TO SWITCH

On the most recent occasion you switched, using a 1-5 scale where 1 means very easy, and 5 very difficult, how easy or difficult did you find it to switch?

	2011 %
1 - Very easy	68
2	22
TOTAL EASY	**90**
3	**6**
4	3
5 - Very difficult	1
TOTAL DIFFICULT	**4**
Unsure	-

Base: Respondents who have changed supplier in the past two years; n=279

- **Switchers more likely to switch again**

Once people had switched, it seemed that they were more likely to switch again because they had found the process easy.

> *Yeah, now that I've been through the process I would be less reluctant to - or I'd be more likely to switch power companies again some time in the future than I was before Contact came and saw me. So I'm not really feeling any great loyalty to Contact either.* (Auckland, medium to high income, male)

In the survey, those that had switched were significantly less likely to say they were not interested in switching - only 23% of switchers said this compared with 34% of non-switchers. Also, more than half of switchers (57%) said they would switch if they were approached with a cheaper deal compared to 45% of non-switchers.

- **Expected timeframe for switching**

There was an expectation by residential customers that it should not take more than two weeks to change to a new retailer. For some the current switchover time seemed excessively long though this was not regarded as a strong criticism of the process.

- **Switching power easier than other services**

Switching power companies was unanimously seen as a much easier thing to do than to switch telephone or Internet provider or bank.

> *We're swapping over from Telecom to Vodafone. I think that's worse than anything else you could ever think of, but the power one, we haven't had any trouble with them. The telephone one we have, internet connections, we've changed so many times it's not fu*nny. (Blenheim, low income, female)

The fact that the retailer took over the responsibility of managing the switch made it so much easier than switching other providers.

> *I've swapped other services too and the power was by far the easiest.* [What was it that made it so much easier?] *Because they did it*. (Blenheim, low income, female)

However, poor experience in switching other utilities could adversely influence the decision whether to switch electricity retailer.

> *That might have been what put me off because we changed from Telecom to Vodafone and it took a couple of months for the first bill to come through and it was a big bill when it did come through. If you could switch and then the next month it was a regular bill -* (Auckland, medium to high income, female)
>
> *I thought it took quite a long time, I did wonder if they had lost my form or something, it seemed to take at least a month.* [What is a reasonable period of time?] *I can't really recall how long it did take but it seemed more than what was reasonable like two months.* (Auckland, low to middle income, male)

Although switching power companies was unanimously seen as a much easier thing to do than to switch telephone or Internet provider or bank, those that had not switched envisaged the process would be problematic and were sceptical that there would be any real gains from switching. The reasons for this came down to the anxieties generated by anecdote and past poor experiences in switching services when dealing with call-centres, tardy invoicing and the hassles of changing payment systems. A few also believed there would be unforeseen costs, such as, connection and reconnection fees.

There's reconnection fees which I think is ludicrous. (Blenheim, medium to high income, male)

[Would you have imagined that there was a penalty?] *Yes, I would have thought there was some reconnection or connection process - there would be a cost and that would be a bit of an impediment from my point of view. If it was a straight transference I'd be reasonably comfortable*. (Blenheim, medium to high income, male)

Several sought the reassurance of some written confirmation that showed the switch had occurred correctly and at the right time.

I personally like to know if I make a decision like that that I am going to get some sort of confirmation. (Auckland, low to middle income, female)

You would have to have something so you definitely knew your previous company was cancelled. (Auckland, low to middle income, female)

While the survey supported the focus group findings, the sample size of those who had switched in the past two years and who found the process difficult was too small to draw statistical conclusions from though the data is reflective of the qualitative research.

REASONS FOR NOT FINDING IT EASY TO SWITCH

What were the reasons why you did not find it easy to switch?

	2011 n=12
The hassle of changing over automatic payment or direct debits	4
Difficulty in filling out forms or too many forms to fill out	3
No confirmation or update on the switch over from the retailer	2
Long delay in switching over	1
Problems with invoices	1
Other	1

Base: Respondents who have changed supplier in the past two years and rated the level of difficulty '4' or '5 - Very difficult'; n=12

2.8 Objective 7: Awareness and usefulness of other initiatives

The following section details responses related to the seventh objective of the study related to awareness and usefulness of other initiatives to encourage switching.

The research focused here on price comparison websites as the key initiative currently being used to encourage consumers to consider switching. Attitudes to the Powerswitch site were specifically researched.

■ Internet the first port of call

When respondents in the focus groups were asked how they would find out whether they were getting the best deal from their retailer, almost all respondents said the first place they would go to find out would be the Internet. As very few in the groups were aware of Powerswitch or a price comparison site, most said this would involve visiting retailer websites and making price comparisons for themselves. However, this was not seen as an easy process.

> *Check on the price per unit kilowatt of each power company and try and work it out and the line rental then get your bill. It would be a lot of work.* (Auckland, low to middle income, male)
>
> *Looking into how they're priced because they're priced differently in the different plans and comparing the cost to figure out if it actually is going to be cheaper can be quite tricky*. [So the complexity around all the different prices and plans?] *Yes, just different companies doing it slightly differently.* (Auckland, medium to high income, female)

■ Price comparison sites

The survey showed that one in four (28%) have visited a price comparison website in the past two years. Males (33%) were more likely to have visited one than females (22%). Also, only 13% of those on annual household incomes of less than $30,000 had visited compared to 39% of those with incomes of more than $100,000.

VISITED A PRICE COMPARISON WEBSITE

In the past two years, have you visited a price comparison website to compare what you pay with what another retail supplier charges?

	2011 %
Yes	28
No	72
Unsure	-

Base: All respondents; n=1000

■ Māori and Pacific Islanders less likely to have visited

Only 22% of Māori and 9% of Pacific Island consumers had visited a price comparison website in the past two years though care needs to be taken with the latter figure as the sample size is low (n=43). The comparable figure for Asian consumers was 29%.

Gas consumers more likely to have visited

37% of those on reticulated gas had visited a price comparison website in the past two years compared to 25% of those not on gas.

Most take no further action after visiting

Of those who had visited a price comparison site in the past two years, half (54%) took no further action nor did they intend to switch in the next 12 months while 19% switched to the cheapest retailer according to the site. A further 17% had not switched but intended to do so in the next 12 months and 5% switched but not to the cheapest retailer according to the site.

ACTION TAKEN AFTER VISITING PRICE COMPARISON WEBSITE

Please tell me which one of the following statements best describes what you decided to do?

	2011 %
We took no further action nor do we intend to switch in the next 12 months	54
We switched to the cheapest site supplier according to the site	19
We have not switched, but we intend to do so in the next 12 months	17
We switched, but not to the cheapest supplier according to the site	5
Other	3
Unsure	2

Base: Respondents who visited a price comparison website; n=276

Interest remains for those who have not visited a price comparison site

In the focus groups, those that had not been aware of them showed keen interest in them once they had been made aware. Some respondents asked for the Powerswitch Universal Resource Locator (URL) so they could visit the site.

This interest was reflected in the survey as of those who had not visited a price comparison website, almost half (44%) said they would be likely to visit an independent one that could tell them the lowest cost retailer that could meet their household needs. This included almost one-third (29%) who said they were very likely to visit one.

Even so, a large minority (39%) said they were not likely to visit such a site.

** See table following.*

LIKELIHOOD OF VISITING AN INDEPENDENT WEBSITE THAT COULD TELL YOU THE LOWEST COST RETAIL ELECTRICITY SUPPLIER TO MEET YOUR HOUSEHOLD NEEDS *Using a 1-5 scale where 1 means very likely, and 5 not at all likely, how likely would you be to visit an independent website that could tell you the lowest cost retail electricity supplier to meet your household needs?*	
	2011 **%**
1 - Very likely	29
2	15
TOTAL LIKELY	**44**
3	**16**
4	10
5 - Not likely at all	29
TOTAL NOT LIKELY	**39**
Unsure	1

Base: Respondents who have NOT visited a price comparison website; n=718

- **Keenest interest among males and those under 30 years**

Interest was higher among males (48%) than females (41%), and decreased with age - 57% of those aged less than 30 years were interested, but only 28% of those over 60 are.

- **Low awareness of Powerswitch**

Less than one-third (29%) are aware of the price comparison website Powerswitch.

AWARENESS OF THE 'POWERSWITCH' PRICE COMPARISON WEBSITE *Are you aware of a consumer price comparison website called Powerswitch?*	
	2011 **%**
Yes	29
No	70
Unsure	1

Base: All respondents; n=1000

Awareness was significantly higher in greater Wellington (45%) and Christchurch (40%) than in Auckland (21%). Awareness also increased by annual household income with 24% of those on $30,000 aware compared to 34% of those on over $100,000. Those on smaller power bills were more aware too as 34% of those with a monthly bill of less than $100 were aware compared to 26% of those with a bill $201-$300.

- **Very few visit, but younger people and those on higher incomes seem more likely to visit**

Of those who declared they were aware of the Powerswitch site, half (50%) said they had visited the site which equates to 14% of those surveyed.

VISITED THE 'POWERSWITCH' PRICE COMPARISON WEBSITE	
Have you ever visited Powerswitch?	
	2011 **%**
Yes	50
No	48
Unsure	2

Base: Respondents who are aware of the Powerswitch website; n=289

The likelihood of visiting the site appears to be higher among younger people and among those on higher annual household incomes though sample sizes are too small to provide robust evidence of this.

■ Visitors are satisfied with Powerswitch

In the focus groups, the few that had visited Powerswitch liked the site.

> *I actually regularly go into Consumer. You put in what you're currently paying and it brings up all the power companies and what you'd pay if you were with them so it gives you an idea. You can see that you could save $10 a month with this person*. (Auckland, medium to high income, female)

> *If I think my power's too high I'll use like Consumer's power change, is it? The Consumer website. They're up-to-date on all the different providers for the different areas so I'll just go there. I don't bother with advertising or anything like that*. (Blenheim, medium to high income, male)

The site was well laid out and easy to use.

> *It was pretty easy because you had like a current bill and you had to put in what you were currently being charged*. [How easy was it to use?] *Easy, it was like two minutes and you had the list of all the power companies and what they'd charge for a relative energy consumption so it was pretty easy.* (Auckland, medium to high income, female)

> *If something had been a hassle I would have remembered. The fact that I can't really remember, it must have been a breeze*. (Blenheim, low income, female)

The survey confirmed high levels of satisfaction among users of the site though there were significantly lower levels of satisfaction for the accuracy of information than for ease of use or for providing the information that was wanted. Those who had visited the site are satisfied with key aspects of its service. 80% were satisfied with its ease of use, 78% were satisfied it provided them with the information they wanted and 62% were satisfied with the accuracy of the information.

SATISFACTION WITH THE POWERSWITCH WEBSITE
Using a 1-5 scale where 1 means 'very satisfied' and 5 'not at all satisfied' how satisfied were you with the

following aspects of Powerswitch?		
	Total satisfied (1+2) %	**Total dissatisfied (4+5)** %
Easy to use	80	5
Providing you with the information you wanted	78	4
Accuracy of information	62	5

Base: All respondents; n=1000 (mean value excludes unsure)

In the focus groups, the only niggles to emerge were minor.

> [In terms of visiting it, how have you found that site?] *Fine. I get a bit frustrated at having to put in usage details when I can work it out myself.* (Blenheim, medium to high income, male)

> *I didn't think it was up-to-date when I had a look but it gave me a good idea of what was happening and then I went to the individual websites and had a look*. [Why didn't you think it was up-to-date? What gave you that feeling?] *I had my latest bill there and it was saying one thing and it was saying another.* (Blenheim, low income, female)

Some additional features were suggested such as a table of comparisons of local rates across retailers.

> *It would be nice to have had some of the other rates on. Daily rates for the higher things would have been good*. (Blenheim, low income, female)

> *All I want to know is a table of current prices for different companies. I know what plan I'm on and how much I use a year.* (Blenheim, medium to high income, male)

- **Presumption Powerswitch available only on subscription**

The major drawback of Powerswitch was the perception that it was available only on a subscriber basis.

> *There is some sort of website Energywise or something and I know there is Consumer but often you can't access that without paying.* (Auckland, low to middle income, male)

> *Yeah, I would be expecting to get charged or need to register to log on or something like that.* (Auckland, medium to high income, male)

> *If it's Consumer, of course, they would charge you*. (Blenheim, medium to high income, male)

Only one respondent thought it was a Government website because they had been introduced to the site by their case manager at Work and Income.

> *Yeah, that's what I did, I went to the internet. And WINZ actually did it for me too…* [How did you find that experience?] *Helpful because I knew I was getting the best rate that I could possibly get and that made my case manager happy to*. (Blenheim, low income, female)

- **Consumer credible**

However, the independence and credibility of Consumer was universally seen as a strong positive.

> *It's a nationally recognised organisation that effectively helps consumers in this country make wise decisions, wise choices, and I would trust it. They don't seem to have an agenda as far as I know.* (Blenheim, low income, male)

- **Those without computer access**

It was suggested in one group that those who either did not have access to a computer or were not confident transacting online could effectively utilise the site indirectly by phoning someone who could carry out the inquiry on their behalf.

> *You're discounting a whole lot of clients that way by just making it internet only because I know a lot of elderly who won't touch the internet. But they might go to a phone and do it that way.* (Blenheim, low income, female)

Other suggestions were to use Citizens Advice Bureau or libraries where Internet access or help was available for those who lacked confidence transacting online.

> *My wife was doing community help things and so they are part of or joined up with all consumers affairs and the Citizens Advice Bureau so she was the one who found out the website and came home and said "you have to have a look at this".* (Auckland, medium to high income, male)
>
> *I would suggest the library, because I used to go to the library to read Consumer reports.* (Blenheim, low income, female)
>
> *I use them a lot actually, Citizens Advice, to be hones*t. (Blenheim, low income, female)

However, one older respondent who did not have a computer at home said she would rely on her adult children rather than go to the library or to a Citizens Advice Bureau.

> [You don't have a computer and if I tell you now the name of the website you could go to how would you go about that?] *I would have to go to one of the children. I basically know what to do but I just don't have a computer in my house. After all the students went all the computers disappeared.* [Would you go to the public library?] *No.* [Citizens Advice Bureau?] *No.* (Auckland, low to middle income, female)

2.9 Objective 8: Inputs to future programmes to address the barriers identified

The following section details responses related to the eighth objective of the study related to providing inputs to future programmes to address the barriers to switching.

To inform campaigns designed to encourage greater switching a segmentation analysis was carried out. This identified that the sample population comprised five clusters reflecting their propensity to switch. These clusters in descending order of propensity to switch and with the proportion of the population they comprise are as follows:

Bargain hunters (12%)

This is the smallest of all the segments yet the one that will switch retailer most easily. As their name suggests, they are the most pro-active in seeking out the best deals available and are more likely to have switched in the past two years. They also have little loyalty to their current retailer. Higher proportions of Asian and Pacific peoples belong to this segment.

Battler Mums (26%)

This segment will also switch easily, but unlike the Bargain Hunters they are not actively seeking a new retailer. They are low-to-middle income householders with reasonably large power bills and are particularly prone to switching if they receive advice of a power increase.

Generation Y (15%)

The classic young urban professionals and dual-income-no-family segment are generally under 30 years of age. They are somewhat low users of power and do not read traditional media. They do not actively look for retail bargains, but they are highly likely to switch if they are given an incentive to do so. Internet based channels will have the best chance of connecting with them. They would find Powerswitch a useful and easy tool to use.

Affluent, time-poor sceptics (26%)

This is the most affluent segment that tends to be bigger power users. While this might suggest they would be the prime target for retailers wishing to grow their market, they tend not to switch even though they have no expressed loyalty to their current retailer. Lack of time is a much bigger problem than lack of money for them, so the more information they can be provided to help them decide whether to shift which they do not have to seek for themselves, the more likely they are to switch. Even so, their sceptical nature means they will need comparative pricing and demonstrated gain to convince them to do so.

Old, status quo (21%)

This older, conservative segment is dominated more by females and those on lower incomes. They are low users of power and express little or no interest in switching even if they are approached. Unlike Generation Y they spend a lot of time with traditional media, enjoy their routines and are very cautious when making decisions. They are least likely to use Powerswitch or similar price comparison websites.

More detail on the characteristics of each segment is set in the following pages to assist targeting of communications.

Bargain hunters (12%)

The smallest of all the segments yet the most pro-active in seeking out the best deals available and are more likely to include those who have switched in the past two years and are more likely to switch again. This is partly because they, like the affluent, time-poor sceptics, most distrust power companies who promise a better deal as they all end up charging the same, but in the case of the bargain hunter they switch before that happens whereas the time-poor sceptics are reluctant to switch because of that. Bargain hunters like all segments dislike signing contracts as they are worried about the small print, but this is more a factor for them than the other segments. However, they are confident about being able to make their own mind up and make on-the-spot decisions.

More likely to be:

- Male
- Aged 30-44
- Higher proportion of Asian and Pacific
- Have household income between $30-$50K

Electricity/Power Information:

- More likely to be actively looking for cheaper supplier OR intend to look for a cheaper supplier in next 12 months
- Have switched electricity supplier in past two years
- More likely to be aware of the Powerswitch website
- More likely to have visited a price comparison website
- More likely to be Contact Energy customers (almost 1/3rd)
- Dissatisfied with current provider - conducting actual meter readings/overall service/value for money
- Would find an 0800 number useful
- Would find an independent consumer website useful
- More likely to agree:
  - I have no loyalty to my power supplier
  - Power bills are confusing and hard to understand so it is hard to know if you are getting a better deal
  - I don't like signing contracts as I'm worried about the fine print
  - I don't trust power companies who promise a better deal as they all end up charging the same in the end

General purchasing/Switching/Shopping behaviours:

- More likely to change companies often and will almost always take a better deal if that comes along
- More likely to agree:
  - I like looking out for bargains and always go for the best deal
  - I know my own mind and can decide things on the spot
- Less likely to agree:
  - Even if I could save a few dollars, I probably couldn't be bothered making changes to what I do
- Have switched mobile phone provider/broadband/internet provider/car or home insurance provider

More likely to:

- Have a tertiary qualification
- Have bought or sold shares in the last year
- Like to keep up with latest fashion
- Like to keep up with latest technology

Less likely to agree with:

- o I don't think there's any point changing unless there is something wrong
- o Big companies are necessary to provide jobs and contribute to the economy

More likely to agree:

- o I constantly look out for new opportunities to do things differently
- o I feel my views are often different from the average New Zealander
- o I like to reflect and communicate how I feel about things

Battler Mums (26%)

These are the low to middle income householders with reasonably large power bills who are particularly prone to switching, but need to be approached and are highly likely to switch if they have received advice of a power increase. Of all the segments they have most problems with power bills finding them hard to understand and to know whether they are getting a good deal or not. Consequently, they tend to be more loyal to their power company as they are less likely to see that they may be disadvantaged. Ironically, they normally do look out for bargains.

This segment requires the most explanation about the benefits of making a switch. Once these are understood they are likely to switch after they have sought a second opinion.

More likely to be:

- o Female
- o Aged 30-44
- o Have household income between $50-$100K

Electricity/Power Information:

- o Big users ($200-$300 dollars per month on electricity)
- o Would switch electricity provider if approached and offered a cheaper deal, but NOT actively looking
- o Have switched electricity supplier in past two years (just over 1/3rd)
- o More likely to agree:
  - ▪ Power bills are confusing and hard to understand so it is hard to know if you are getting a better deal
  - ▪ I don't like signing contracts as I'm worried about the fine print
- o Less likely to agree: I have no loyalty to my power supplier

General purchasing/Shopping/Switching behaviours:

- o More likely to stick with same companies unless poor experience or price increase
- o Have switched broadband/internet provider
- o More likely to agree:
  - ▪ I like looking out for bargains and always going for the best deal
  - ▪ I am confident on the internet and use it to purchase goods and services
  - ▪ When I go out, I'm careful about how much money I spend
  - ▪ I am under financial pressure
  - ▪ I find it's always best to be cautious and get a second opinion on most things before making up my own mind
- o Less likely to agree:
  - ▪ Even if I could save a few dollars, I probably couldn't be bothered making changes to what I do

More likely to (Yes):

- o I read local community newspaper

- I have children under 18 living at home
- I often surf the net
- I'm involved in voluntary community activity

Less likely to (Yes):
- I drive everywhere I go
- I go overseas at least once every couple of years
- I have bought or sold shares in the last year
- I read the business news nearly every day

More likely to agree:
- Big companies are necessary to provide jobs and contribute to the economy
- I am ambitious and want to excel
- I am conscious of finding a balance between my work and home life
- I like to make new friends and expand my social network

Less likely to agree:
- I feel my views are often different from the average New Zealander
- I have routines I keep and don't like to change them

Generation Y (15%)

Dominated by those under 30 years of age, this segment are somewhat low users of power, but like the Battler Mums they are also under financial pressure and respond the most strongly to financial incentives to switch retailer. Internet based channels will have the best chance of connecting with them. They do not actively look to switch, but they are highly likely to switch if they are given an incentive to do so, but they are generally cautious and will seek a second opinion on most things before making up their mind.

More likely to be:
- Aged 18-29
- Higher proportion of Asian
- Have personal income between $50-$70K
- Have household income between $50-$70K

Electricity/Power Information:
- Medium users ($100-$200 per month)
- Satisfied with current supplier - value for money/provision of extra services
- Would switch electricity provider if approached and offered cheaper deal, but not actively looking
- Higher percentage of being approached by zero companies
- Rate importance of incentives high (of all the clusters)
    - $200 discount off your current annual power bill
    - 10% discount for electronic/online payments
    - 10% discount for prompt payment
    - Detailed information on power usage
    - Smart meters that read your actual usage remotely and give you information to manage your power usage
    - Your meter is read monthly so you are billed actual readings not estimates
- Less likely to agree:
    - I have no loyalty to my power supplier

General purchasing/Shopping/Switching behaviours

- Have switched broadband/ internet provider
- More likely to agree:
  - I am confident on the internet and use it to purchase goods and services
  - I am under financial pressure

More likely to (Yes):

- I like to keep up with the latest fashion
- I like to keep up with latest technology
- I often surf the net

Less likely to (Yes):

- I always read the local community newspapers thoroughly
- I have bought or sold shares in the last year
- I have children under 18 living at home
- I often do DIY
- I read the business news just about every day
- I read the newspaper or view it online nearly every day
- I'm involved in a lot of voluntary community activity

More likely to agree:

- I am ambitious and want to excel
- I like to make new friends and expand my social network
- I find it's always best to be cautious and get a second opinion on most things before making up my own mind
- I don't like signing contracts as I'm worried about the fine print

Less likely to agree:

- I like to think about and debate key issues of the day
- I don't make spontaneous decisions and like to take time to weigh things up

Affluent, time-poor sceptics (26%)

This is the most affluent segment that tends to be bigger users of power. They are time-poor and need information to be provided to them. They are sceptical by nature and are the segment that most distrusts power companies that offer a better deal believing that all companies end up charging the same in the end. To persuade this group to switch, they will need comparative pricing data across retailers and demonstrated gains that can be locked in for a specified time.

More likely to be:

- Male
- 45-59 years old
- Auckland
- Personal income $70K+
- Household income $70+
- Professionals/managers

Electricity/Power information:

- Bigger users ($200 dollars plus per month)
- Have NOT switched electricity supplier in past two years
- More likely to have visited a price comparison website
- Would find an independent consumer website useful

- Would find information when moving home useful
- Would find information as part of their electricity bill useful
- Would NOT find an 0800 number useful
- Rate importance of incentives high:
  - 10% discount for electronic/ online payments
- More likely to agree:
  - I have no loyalty to my power supplier
  - I don't trust power companies that offer a better deal as they all end up charging the same
- Less likely to agree:
  - Power bills are confusing and hard to understand so it is hard to know if you are getting a better deal

General purchasing/Switching/Shopping behaviours:

- More likely to stick with same companies unless poor experience or price increase
- More likely to agree:
  - Even if I could save a few dollars, I probably couldn't be bothered making changes to what I do
  - I am confident on the internet and use it to purchase goods and services
- Less likely to agree:
  - I don't like signing contracts as I'm worried about the fine print
  - I like looking out for bargains and always go for the best deal
  - When I go out I'm careful about how much money I spend
  - I am under financial pressure

More likely to (Yes):

- I drive everywhere I go
- I go overseas at least once every couple of years
- I have a tertiary qualification
- I have bought or sold shares in the last year
- I like to keep up with latest technology
- I often surf the net
- I read the business news just about every day
- I read the newspaper or view it online nearly every day

Less likely to (Yes):

- I have children under 18 living at home

More likely to agree:

- I don't make spontaneous decisions and like to take time to weigh things up
- I am a sporty, outdoors person
- I am conscious of finding a balance between my work and home life
- I like to think about and debate key issues of the day
- Lack of time is a much bigger problem for me than lack of money

Less likely to agree:

- I constantly look out for new opportunities to do things differently
- I like to reflect and communicate how I feel about things
- I like to make new friends and expand my social network

Old, status quo (21%)

The oldest segment that is dominated more by females and low users of power on lower incomes. They are the least likely of all segments to switch who are least attracted to financial incentives. They spend a lot of time with traditional media, enjoy sticking to their routines and are very cautious when making decisions. They are least likely to be Internet users, so they are least likely to use price comparison websites.

More likely to be:

- Female
- 60 plus years of age
- Lower personal income (less than $15K)
- Lower household income (less than $50K)
- Retired

Electricity/Power Information:

- Lower users (less than $100 per month)
- Have NOT switched electricity supplier in past two years
- Have NOT visited a price comparison website
- NOT aware of Powerswitch website
- NOT interested in switching
- Satisfied with current power supplier - value for money
- Would find a flyer in the mail useful
- Would find an 0800 number useful
- Would NOT find independent consumer website useful
- Would NOT find information when moving house useful
- Rate importance of incentives low
  - 10% discount for electronic/online payments
  - Smart meters that read your actual usage remotely and give you information to manage your power usage
- Less likely to agree: I have no loyalty to my power supplier

General Purchasing/Switching/Shopping behaviours:

- More likely to stick with the same companies
- More likely to agree:
  - Even if I could save a few dollars, I probably couldn't be bothered making changes to what I do
  - I don't like signing contracts as I'm worried about the fine print
- Less likely to agree:
  - I am confident on the internet and use it to purchase goods and services
- Have NOT switched: Mobile phone provider/Broadband provider/Car or home insurance/Bank

More likely to (Yes):

- I read the local community newspaper thoroughly
- I don't think there is any point changing unless there is something wrong

Less likely to (Yes):

- I go overseas at least once every couple of years
- I have a tertiary qualification
- I have bought or sold shares
- I have children under 18 living at home
- I like keeping up with the latest fashion
- I like keeping up with the latest technology
- I often do DIY

- I often surf the internet
- I read the business news just about every day
- I read the newspaper or view it online nearly every day

More likely to agree:

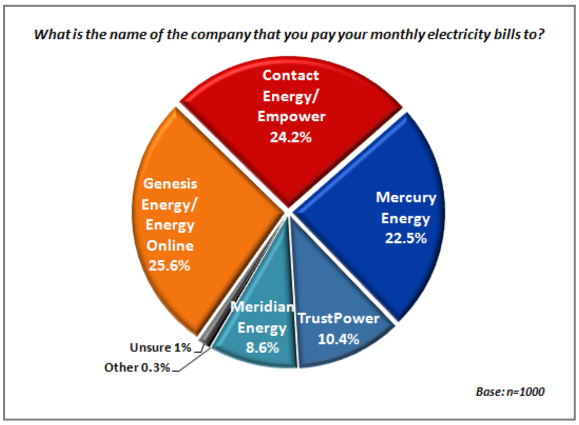
- I don't make spontaneous decisions and like to take time to weigh things up
- I feel my views are often different from the average New Zealander
- I find it's always best to get a second opinion on most things before making up my own mind
- I have routines and don't like to change them

Less likely to agree:

- I constantly look out for new opportunities to do things differently
- I am a sporty, outdoors person
- I am ambitious and want to excel
- I am conscious of finding a balance between my work and home life
- I like to make new friends and expand my social network
- Lack of time is a much bigger problem for me than lack of money

3. Market share profile

■ Overall retailer market share



The market share of the three largest retailers was more or less the same with 25.6% of respondents supplied by Genesis Energy/Energy Online, 24.2% by Contact Energy/Empower, and 22.5% by Mercury Energy. The only other significant market shares were held by TrustPower (10.4%) and Meridian Energy (8.6%).

■ Market share on a regional basis

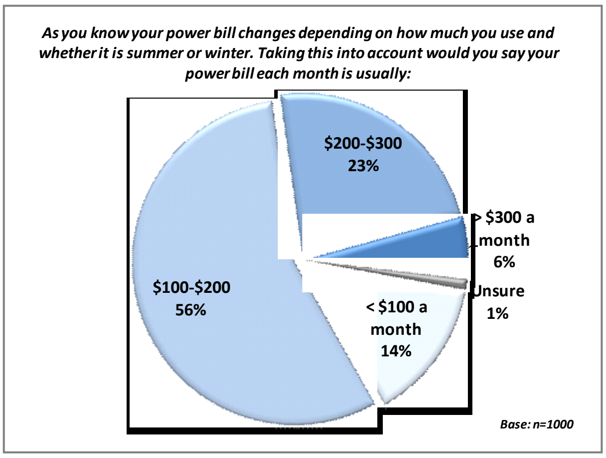
Market share across these retailers differed significantly on a broad regional basis. For instance, Mercury Energy had 50% of the greater Auckland market, Genesis Energy 50% of the greater Wellington area and Meridian had the largest share (32%) of the greater Christchurch area. TrustPower (38%) and Contact Energy (35%) had by far the largest shares of provincial South Island consumers. Genesis Energy also had the largest share of the provincial North Island (31%) followed by Contact (21%).

■ Market share on a network basis

Analysis of market share across the largest networks shows differences too. Mercury Energy has 52% of the share of those on the Vector network, Meridian has the largest share (33%) on the Orion network, and Genesis Energy has the largest share on the Powerco (44%), WEL Networks (51%) and Wellington Electricity Lines (50%) networks. TrustPower has 59% share on the Eastland Networks and Contact Energy the largest share (34%) on the Unison network followed by Energy Online (Genesis) at 30%.

■ Monthly billing and retail market share

Most respondents (56%) said their monthly power bill was more than \$100, but less than \$200 a month. A few (14%) said their monthly bill was less than \$100 and about a quarter (23%) said it was more than \$200 but less than \$300. Only 6% said they paid more than \$300 a month.

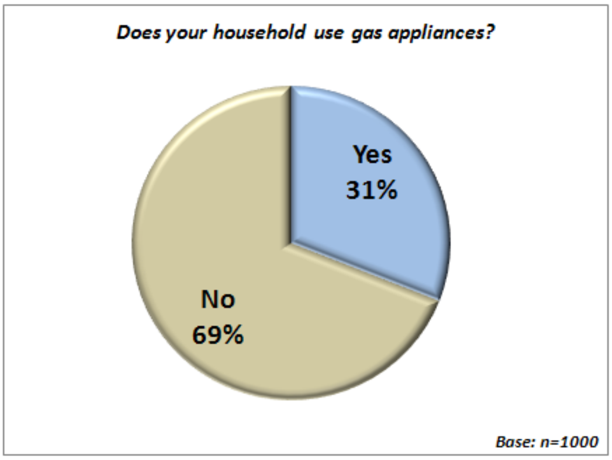


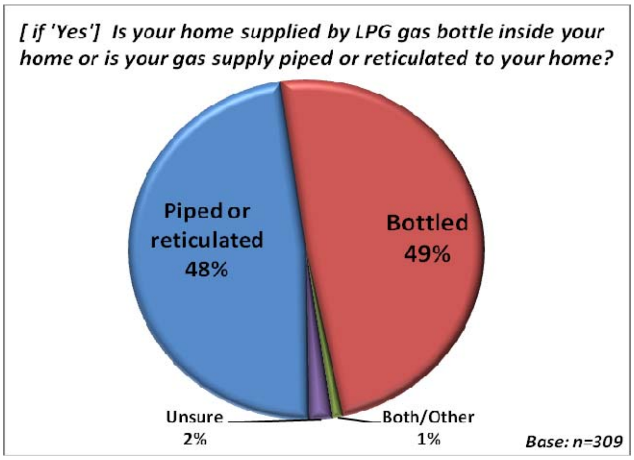
The following table shows the share of the market each of the main retailers has by amount paid each month. This shows that TrustPower has a higher proportion of its customers paying more than \$200 a month (40%) and Meridian Energy has the highest proportion customers paying less than \$200/month.

Retailer	% of customers who pay less than $200/month	% of customers who pay more than $200/month
ALL	**70%**	**29%[11]**
TrustPower	59%	40%
Contact/Empower	67%	33%
Genesis/Energy Online	69%	31%
Mercury Energy	75%	23%
Meridian Energy	82%	18%

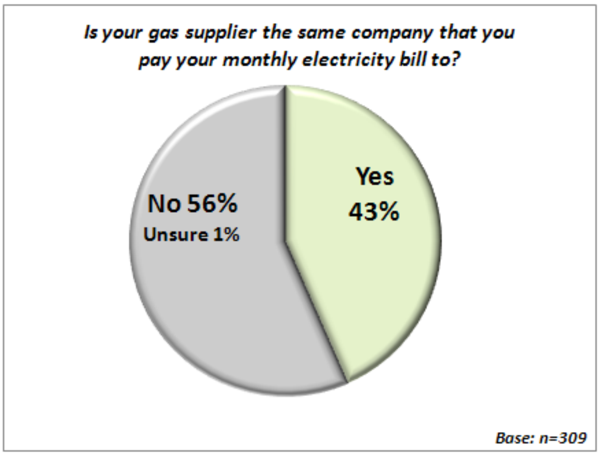
Gas and market share

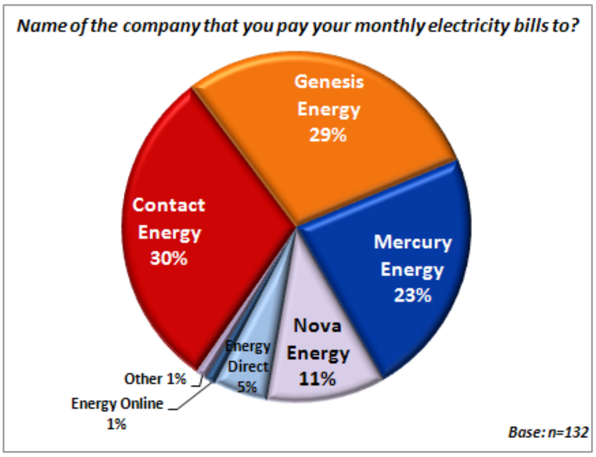
One-third of respondents (31%) had gas appliances. Those with gas appliances were more or less evenly split between those who had bottled gas only (49%) and those who were on reticulated supply (48%) with 1% on both and 2% unsure.





43% were supplied by the same electricity and gas retailer. Of these, 30% were with Contact Energy, 30% with Genesis Energy/Energy Online and 23% with Mercury Energy. Nova Energy had 11% of this joint supply market and Energy Direct 5%. Almost all (91%) of those who had the same gas and electricity retailer were on reticulated gas.





[11] 1% were 'unsure'

Most (56%) were supplied gas by a different retailer to the one that supplied their electricity. The vast majority (83%) of those on bottled gas had a different electricity retailer to their gas one. This was also true of almost all (94%) South Island gas consumers.

4. General Public demographic profile

SAMPLE INFORMATION/DEMOGRAPHICS	
	2011 %
Sex	
Male	48
Female	52
Age	
18-29	10
30-44	41
45-59	27
60+	22
Region	
Auckland	33
Wellington	10
Provincial North Island	33
Christchurch	11
Provincial South Island	13
Personal Income	
Less than $15,000	11
$15,001-25,000	10
$25,001-30,000	7
$30,001-40,000	11
$40,001-50,000	12
$50,001-70,000	15
More than $70,000	16
Income was nil/or made a loss	2
Prefer not to say	16
Household Income	
$20,000 or less	7
$20,000-30,000	8
$30,000-40,000	8
$40,001-50,000	10
$50,001-70,000	14
$70,001-100,000	18
More than $100,000	22
Income was nil/or made a loss	-
Prefer not to say	13
Ethnicity	
Māori	10
Pacific Island	4
Asian	7

Base: All respondents (n=1000)

ELECTRICITY PROVIDER	
What is the name of the company that you pay your monthly electricity bills to?	
	2011 **%**
Genesis Energy[12]	22.5
Mercury Energy	22.5
Contact Energy[13]	22.4
TrustPower	10.4
Meridian Energy	8.6
Energy Online	3.1
Nova Energy	1.8
Empower	1.8
Powershop NZ	1.3
Bay of Plenty Electricity	1.1
Energy Direct	0.9
Just Energy	0.7
Pulse Utilities	0.6
King Country Energy	0.4
Bosco Connect	0.3
Tiny Mighty Power	0.3
Unsure	1.0
Other	0.3

Base: All respondents; n=1000

MONTHLY SPEND ON POWER	
As you know your power bill changes depending on how much you use and whether it is summer or winter. Taking this into account would you say your power bill each month is usually:	
	2011 **%**
< $100 a month	14
$100-$200	56
$200-$300	23
$300-$400	4
$400-$500	1
> $500 a month	1
Unsure	1

Base: All respondents; n=1000

[12] In the report, data for Genesis Energy and Energy Online are aggregated.

[13] In the report, data for Contact Energy and Empower are aggregated.

5. SME

5.1 Executive summary

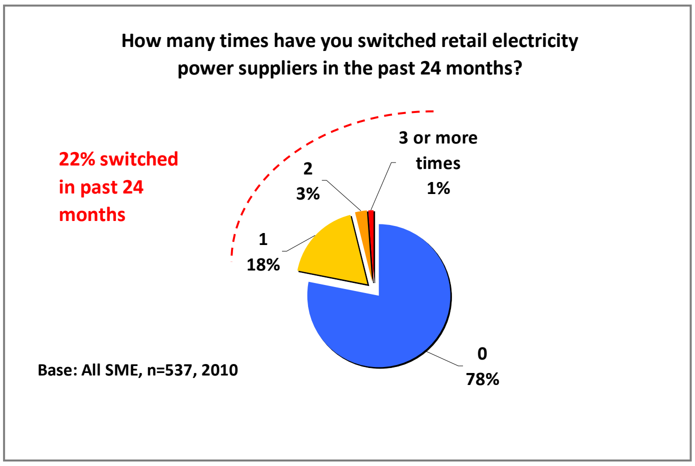
Overview

A large majority of SME have not switched in the past two years despite generally low levels of satisfaction with their retail supplier including value for money. The main barriers to switching are lack of trust that there will be real gains from doing so, lack of time and available information to investigate alternatives and the perceived hassle of switching. There is reasonable interest in visiting a price comparison website and in joining a business group that purchases power at a discount. There is a clear interest in switching if approached and offered a better deal. There is evidence to show that customised incentives for different SME sectors may be an attractive way of targeting SME to switch.

The minority who have switched retailers have found the process easy and switched primarily for financial reasons and poor service. However, only about half of those who have switched pro-actively approached a retailer.

5.1.1 Switchers

Only a small minority switch



Only a minority (22%) of SME have switched retail electricity supplier in the past two years. Slightly more of those who have switched proactively chose to switch a retailer (48%) while 41% were approached by one. Another 9% had moved and chose the legacy supplier.

Farming/agriculture was the group least likely to have switched with 90% saying they had not done so. There was an indication that small employees are more likely to have switched than larger ones. For instance, 24% of those who employ 1-5 people had switched, that is 96 of 408 compared with 6 of 48 of those who employ 11-19 people.

There was little difference in the behaviour between those that had the same gas supplier as electricity retailer with 83% of these saying they had not switched which was more or less the same as the 81% for those that had different suppliers.

Main reasons for switching

The main reasons for switching are a high bill from the previous retailer (cited by 29% of those who had switched), a financial incentive from the new retailer (20%), a visit to a price comparison website (20%), an approach from a retailer (17%) and poor customer service (15%).

- **Those who switch find it easy**

80% of those who have switched found it easy to do so with only 5% expressing difficulty. Only 5% of switchers found the process difficult with the main reasons given for this being delays in switching over, queuing on the telephone, the hassle of changing over automatic payments or direct debits and lack of confirmation of switch over from the retailer.

- **Internet most useful source of information for switchers**

The internet is the most useful source of information for those who have switched with 34% citing they had found an independent website useful and 24% had found a retailer's website as useful. The other useful sources of information were a retail representative (27%) and another business owner or colleague (20%).

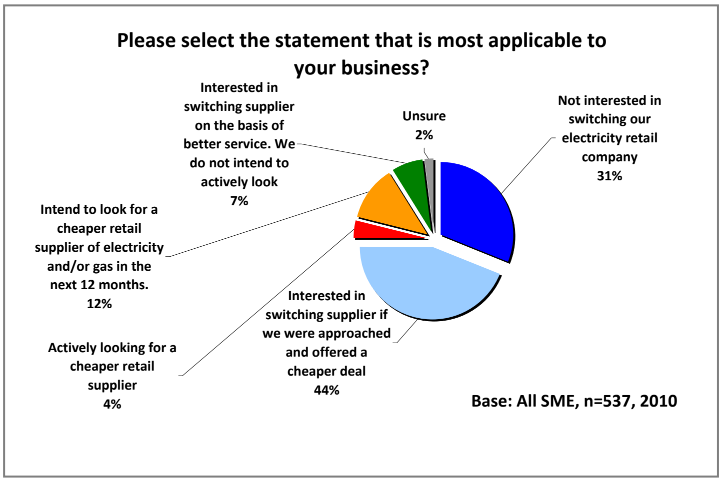
5.1.2 Non-switchers

- **Main barriers to switching**

Of the 78% of SME who had not switched retailer in the past two years, 43% cited lack of trust that there would be real gains as a barrier, 36% said switching seemed too much hassle, 36% were satisfied with their current retailer and 34% said they were too busy to investigate the best deals available. A quarter (25%) said they had not got round to looking into this and a fifth (21%) said there was a lack of information on the best deals available.

5.1.3 Attitudes of SME

- **Very few proactively looking to switch, but interest there if approached**



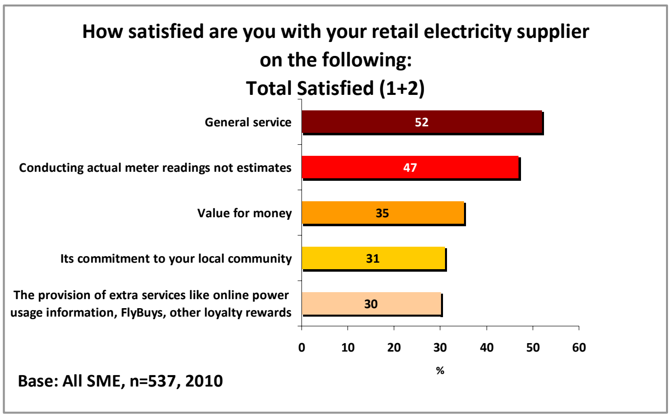
A plurality (44%) of SME would be interested in switching retailer if approached and offered a cheaper deal, but do not intend to look for such a deal themselves. Slightly fewer (31%) are not interested in switching. Only 12% said they intended to look for a cheaper retailer in the next 12 months and 7% would be interested in switching on the basis of better service but would not actively look for a cheaper supplier. Only 4% are actively looking for a cheaper retailer.

Interest in switching appeared higher in the retail and hospitality sectors with only 18% and 20% respectively saying they were not interested in switching though care needs to be taken with these figures given the small sample bases.

Contact's customers were significantly more likely to switch than those with other retailers - only 19% saying they would not switch.

Those with a different gas supplier were also slightly more likely to switch with 26% saying they would not compared with 31% of those with the same provider.

■ Generally low levels of satisfaction with current retailer



There are generally low levels of satisfaction[14] among SME with their current retailer across some key measures. About half (52%) are satisfied with the general service they get and conducting actual meter readings and not estimates (47%). However, only 35% are satisfied with the value for money, 31% with commitment to their local communities and 30% for the provision of extra services like loyalty rewards.

Among the main retailers, Contact customers gave the lowest level of satisfaction for value for money (23%) with Mercury Energy customers recording the highest satisfaction (40%). Switchers are also more satisfied (39%) than non-switchers (33%).

For general service, Genesis customers gave the lowest level of satisfaction (38%) and Meridian the highest level (60%). Manufacturing/industrial (42%) and hospitality (41%) gave the lowest satisfaction ratings for the sectors.

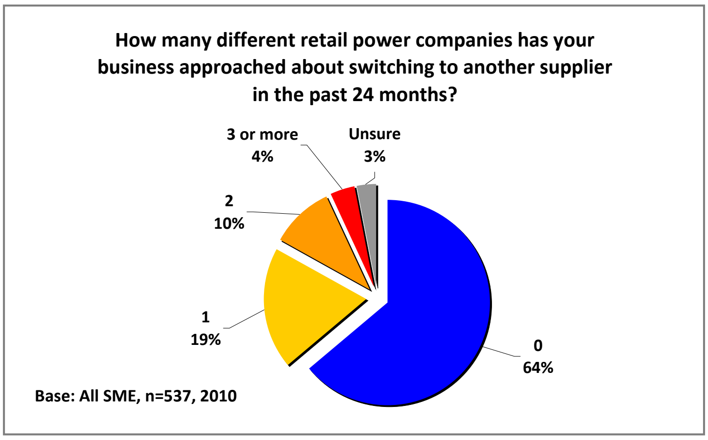
For commitment to local communities, TrustPower received the highest level of satisfaction (54%) and Genesis (20%) the least among the main retailers.

For loyalty rewards, Contact was rated the highest with 40% satisfied compared to the least satisfied - Genesis customers (21%).

Satisfaction for conducting actual meter readings saw Mercury Energy rated highest (57%) and Contact the least (41%).

5.1.4 Market activity

■ Most have not approached retailers



Most SME (64%) have not approached a retail power company about switching in the past two years while 19% have approached one retailer. A small number have been active in approaching companies with 10% having approached two companies and 4% have approached at least three.

Those with large power bills are no more active than those with small ones.

[14] Satisfaction was measured on a 1-5 scale where 1 meant 'very satisfied' and 5 'very dissatisfied'. Those who are satisfied are the sum of '1' + '2'.

About half have not been approached

About half (48%) of SME have not been approached by a retailer about switching in the past 24 month. However, a quarter (25%) have been approached once, 16% have been approached twice and 5% at least three times.

Farming/agriculture is the sector that has received the least approaches with 66% saying they had not been approached at all. Those that pay more a month though have had significantly fewer approaches than small consumers - 59% of those paying more than $1000 a month said they had not been approached while only 46% of those who pay less than $500 a month said this.

5.1.5 *Price comparison websites*

One fifth of SME who visit sites switch to site's cheapest retailer

About one quarter (27%) of SME said they had visited a price comparison website in the past 24 months. Of those who had visited a site, 21% switched to the cheapest retailer according to the site, but 42% took no further action and do not intend to switch in the next 12 months. A further 23% have not switched, but do intend to do so in the next 12 months and 10% switched but not to the cheapest retailer according to the site.

Switchers visit sites more than non-switchers with 50% of those who had switched in the last 24 months having visited one compared to 21% of non-switchers. Office based SME were also more likely to have visited one (34%). However, there was little difference in visits between those who pay less than $500 a month (29%) and those who pay more than $1000 a month (27%).

Demand for independent website - half likely to visit a site

Just over half of SME (52%) are likely[15] to visit an independent website that could tell them the lowest cost retail supplier to meet their business needs while 24% were unlikely to do so.

Those who pay more than $1000 a month were more likely to visit a site (63% compared to 52% for those paying less than $500 a month) as were those who had switched in the past 24 months (69%) and those that had a different gas provider (60%). Across the sectors, manufacturing (63%) and hospitality (60%) were the most likely to visit one.

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[15] Likelihood was measured on a 1-5 scale where 1 meant 'very likely' and 5 'very unlikely'. Those who are likely are the sum of '1' + '2'.

5.1.6 Business power purchase groups

■ Very few belong to a business power purchase group

Only 4% of SME belong to a business group that purchases its power at a discount from a single supplier. Membership was higher in the agriculture/farming sector (15%) and among those paying more than $1000 a month (15%).

■ Interest in joining a group though

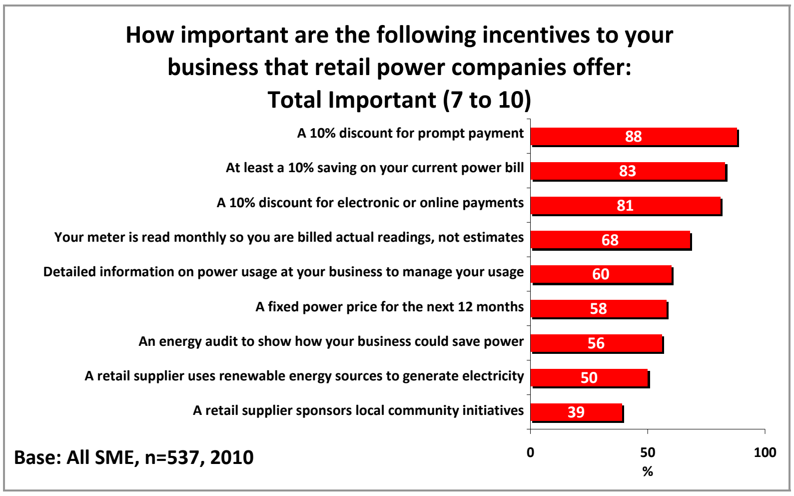
However, 40% of those who are not part of a business group that purchases its power at a discount are interested in joining one.

Interest was significantly higher among those paying more than $1000 a month (62% compared to 52% for those paying less than $500 a month) and for those in the Agriculture/farming sector (57%), hospitality (51%) and retail (48%) and much lower for office-based SME (28%).

5.1.7 Retailer incentives

■ Direct financial benefits the main incentives

Direct financial benefits are the most important incentives retailers can offer SME. Over 80% of SME rated as important[16] a 10% discount for prompt payment or for online payments and for a 10% saving on their current power bill. Somewhat less important were actual meter readings (68%), detailed information on power usage so businesses could manage their usage (61%), a fixed power price for the next 12 months (58%) and a business energy audit that showed how power could be saved (56%).



About half (50%) rated a retailer that used renewable energy sources and a minority (39%) rated a retailer who sponsored local community activities as important.

The retail sector was the one that gave the financial incentives the highest rating as important (7-10 on the scale with 97% rating a 10% discount for prompt payment as important, 93% rating the 10% discount of their current bill as important and 89% rating the discount for online payments as important. Higher levels of importance were placed on these factors by larger employers (employing 11-19) and those that had switched in the past 24 months.

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[16] Importance was measured on a 0-10 scale where 0 meant 'not at all important' and 10 'very important'. Those described here as rating an incentive as important are those who gave a rating in the 7-10 band, a neutral rating was in the 4-6 band and those who did rated incentives as unimportant rated in the 0-3 band.

The provision of detailed information on power usage so businesses could manage their usage was rated more highly as important by the agriculture/farming (75%) and hospitality (70%) sectors as well as those who pay more than $1000 a month (76%) and switchers (68%).

An energy audit was rated more highly as important by the hospitality (71%), manufacturing/industrial (68%) and agriculture/farming (66%) sectors as well as those who pay more than $1000 a month (72%).

Actual meter readings were rated more highly by the retail (82%) and hospitality sectors (78%) as important.

5.2 Objective 1: Consumer awareness and attitudes toward switching

The following section details responses related to the first objective of the study related to consumer awareness and attitudes towards switching.

Awareness of retail competition

In the focus groups, SME were fully aware of the ability to switch retailer and respondents expressed a more positive attitude toward switching than residential consumers.

> *You get offers to change all the time but it just seems too complicated. We are not high power users.* (Auckland, SME, male)

There was evidence of approaches made by retailers to SME in the Auckland market though this was something of a mixed bag.

> *I don't think I've ever had an offer from a power company that I can recall in the 10 years I've owned the business. We've had them at home*. (Auckland, SME, male)

Indeed, the nationwide SME survey showed retailers are less active in targeting SME to switch. It showed that 46% of SME had been approached at least once by a retailer about switching in the past two years. This was significantly fewer than the 58% of the general public who had been approached. A quarter (25%) had been approached (residential 28%), 16% twice (residential 18%) and 5% three or more times (residential 11%).

APPROACHED BY RETAIL POWER COMPANY

How many different retail power companies have approached your business about switching to become their customer in the past 24 months?

	2010 %
0	48
1	25
2	16
3 or more times	5
Unsure	6

Base: All respondents, n=537

Farming/agriculture is the sector that has received the least approaches with 66% saying they had not been approached at all. Those that pay more a month though have had significantly less approaches than small consumers with 59% of those paying more than $1000 a month saying they had not been approached while only 46% of those who pay less than $500 a month said this.

The focus groups found that a few SME in multi-tenanted buildings had no choice of retailer or relationship as the building's landlord manages these. This has obvious implications for retailers who wish to target SME for switching.

It is all done via the landlord, we have been in the premises for eight years, whether the power supply has changed in that time I wouldn't have any idea. [So how do you pay for your power at the moment?] *We are not separately metered in terms of our tenancy so it is just pro rata per square meterage.* (Auckland, SME, male)

Very few actively looking to switch, but interest there if approached

SME attitudes to switching reflected a very similar pattern to that displayed by residential consumers in the general public survey. This may have been because they tended to be lower users of power and because the groups included respondents whose businesses were run partly or wholly from their home.

A plurality (44%) of SME would be interested in switching retailer if approached and offered a cheaper deal, but do not intend to look for such a deal themselves. The corresponding figure for residential consumers from the general public survey was 48%. Slightly fewer (31%) are not interested in switching and this was the same figure for residential consumers. Only 12% said they intended to look for a cheaper retailer in the next 12 months (residential 11%) and 7% would be interested in switching on the basis of better service but would not actively look for a cheaper supplier (residential 5%). Only 4% are actively looking for a cheaper retailer (residential 5%).

ATTITUDES TOWARD SWITCHING

Please select the statement that is most applicable to your business?

	2010 %
We would be interested in switching retail electricity and/or gas supplier if we were approached and offered a cheaper deal, but we do not intend to actively look for a cheaper supplier	44
We are not interested in switching our electricity retail company and/or gas company	31
We intend to look for a cheaper retail supplier of electricity and/or gas in the next 12 months	12
We would be interested in switching retail electricity and/or gas supplier on the basis of better service. We do not in to actively look for a cheaper supplier	7
We are actively looking for a cheaper retail supplier for electricity and/or gas	4
Unsure	2

Base: All respondents, n=537

Interest in switching appeared higher in the retail and hospitality sectors with only 18% and 20% respectively saying they were not interested in switching though care needs to be taken with these figures given the small sample bases.

Contact's customers were significantly more likely to switch than those with other retailers - only 19% saying they would not switch.

Those with a different gas supplier were also slightly more likely to switch with 26% saying they would not compared with 31% of those with the same provider.

The survey also showed that most SME do not actively seek to switch retailer. Almost two-thirds (64%) had not approached another retail to switch in the past two years - the corresponding figure for residential consumers was 76%. Among SME 19% had approached one retail in that time, 10% had approached two and 4% had approached at least three.

ACTIVELY APPROACHED RETAIL POWER COMPANY *How many different retail power companies has your business approached about switching to another supplier in the past 24 months?*	2010 %
0	64
1	19
2	10
3 or more times	4
Unsure	3
Base: All respondents, n=537	

Focus groups showed SME to be more indifferent than residential consumers

Somewhat consistent with the data above, the focus groups revealed SME to be even more indifferent towards their retailer than residential consumers with none expressing any particular benefits they associated with their current retailer.

> *There isn't much difference between them.* (Auckland, SME, female)
>
> *I think they are faceless. They're brandless. There's probably guys in Mercury spending billions of dollars a year on their branding but to the middle New Zealander it's almost probably wasted in some ways. It's the difference between Firestone and Bridgestone. Really ... make any difference? Probably not*. (Auckland, SME, male)

SME also shared with residential consumers reservations about the real net gains to be made from switching.

Although there appeared to be little to differentiate retailers there were concerns about power price increases.

> *It is not as though the electricity you are getting from one company is blue or wrapped in a nicer paper or anything like that it is basically the same power. It is the bill that is the issue not the power itself. And it is going up very steeply in the last few months because our usage is down and our power bill is up. So I lie in fear and trembling of next winter.* (Auckland, SME, male)

Awareness of network company

SME were far more aware of their lines company in Auckland than residential customers and were clearer about the differing roles of the two types of companies. Thus, if attitudes toward switching are influenced by misconceptions that rebates from trusts linked to networks come from retailers, then SME are less likely to harbour that misconception.

> *If you want to complain about the problem with the power that is Vector and you can't do anything about that because there is only one supplier.* (Auckland, SME, male)

You do get some money back from Vector I think we got $300. (Auckland, SME, male)

■ Attitudes of dual fuel SME

Four SME across the two focus groups had dual fuel and all were with the same retailer for both services. This was highly rated by respondents and acted as a strong deterrent to switching as it was felt that switching would create more hassle than switching a single provider. There was clearly a strong preference for a single bill which made payments administratively simple.

> *I have gas and power with Contact. Been about four years since I shifted to the current premises. Chances of moving, unlikely for the hassle factor*. (Auckland, SME, male)

> [It's whether you're prepared to split them?] *Probably not, because it's so simple, it's one bill, online, it comes in.* [*That's a pretty good feature*. (Interjection.)] [Why is that so important then, one bill?] *One less piece of administration to deal with each month*. [*Yeah, that's actually worth something.* (Interjection.)] [Any other attractions of one bill?] *It's just administratively easy. That's why for example I'd never split my phone bill between Telecom and Vodafone and have two bills.* (Auckland, SME, male)

It was also felt that by having more than one service with a provider that a SME would have more leverage with the retailer if problems arose.

> *It gives you more pulling power with the company. If you've got more business and they start messing you around, you say "right, you're getting x-amount of money, I'll take it all elsewhere" so you've got more leverage*. (Auckland, SME, male)

5.3 Objective 2: Identification of barriers to switching

The following section details responses related to the second objective of the study related to barriers to switching.

■ Barriers that emerged from the qualitative research

Although the SME in the focus groups were fully aware of competing retail options, owners and senior managers said they were time poor and did not have ready access to independent information they could rely to show them what savings they could make. The table following summarises the main types of barriers identified with some explanation of the kinds of the specific concerns respondents presented.

BARRIER TYPE	SPECIFIC CONCERNS
Too busy/information not readily accessible	- too busy to investigate; - should not take more than 2 hours/can make better use of staff time; - cost of staff to manage switching that (estimated at about $60) must be off-set by savings made; - not much information for business owners - having to ring someone.
Anxiety about switching	- too much hassle to switch (changing automatic payments/direct debits); - errors may occur in switching; - concern about consequences of breaking current contract.
Financial	- need reasonable cost savings (10% minimum); - uncertainty of benefit/distrust that the offer is genuine or will last long; - not accepting credit card payments - want to get prompt payment discounts on credit card payments; - concerns about connection and reconnection fees.
Inertia	- inertia/already getting my power - not a big deal/ small power user; - several do not like cold-calls during working hours.
Loyalty to incumbent	- currently getting good service through supply security, accurate billing, actual readings and not estimates, response to problems e.g. power spikes, information on usage on bills, online billing.

■ SME owners busy

SME owners and managers find themselves very busy and weigh up the hassles of finding out for themselves or paying someone to find out the best deals seemed a marginal call to make to make switching worthwhile.

> *Too busy to do the investigation and find out the information that might be better.* [So how long should it take you to do this investigation?] *You should be able to have some sort of calculator the same way you do when you are switching banks.* (Auckland, SME, female)

> *If I was getting our administrator to do it we pay her $28 an hour so if she is going to spend two hours I want to save $60 very quickly.* [So it needs to be quick and efficient.] *Yes.* (Auckland, SME, male)

And if power was a small part of a SME's business costs, it did not seem worthwhile putting the effort in to save what was perceived to be a small cost.

> *We normally have computers and lights but we're not an industry taking megawatts of power so our power bill is puny compared to the wages and the other overheads so it's not really a big issue really*. (Auckland, SME, male)

> *My electric bill is not enough to warrant that amount of time input. There's other things that they could be doing which would be more - have a bigger effect on the bottom line than worrying about $100 a month power bill*. (Auckland, SME, male)

- **SME information not readily available**

SME noted that they felt retailers provided a lot more information to residential customers about the savings from switching. One SME described getting information from retailers was like getting hold of 'hen's teeth'.

> *For whatever reason they don't lay out the information to the business customers in the same way they do residential.* [So for business customers you have to ring someone to get the information?] *Yes.* (Auckland, SME, male)

> *They have to take responsibility for getting that information to us. Instead of us having to draw it out.* (Auckland, SME, female)

- **Retail plans confusing**

The apparent lack of information was matched for some by the complexity of differentiating between charging plans.

> *Some of the charging plans are quite mathematically complicated. It depends on your usage and when you use it so there's time and amount if you use a certain amount*. [*Whether Jupiter's aligned with Mars*. (Interjection.)] (Auckland, SME, male)

- **Scepticism about the gains**

There was scepticism about the financial gains that might be obtained.

> *I don't believe there is going to be a huge difference. I know there would be differences here and there but overall not, and they work on a reasonable margin so it would be swings and round-abouts.* (Auckland, SME, male)

> *Yes you might change and get a cheaper daily rate but then the kilowatt hours are higher so if you compare the two bills it may be $5 so what is the point of changing.* (Auckland, SME, male)

- **Distrust based on past experience**

Past experiences had taught some SME that any immediate gains were short-lived which suggested that switching was not worthwhile.

The only one I remember from way back was just very soon after we changed we got a letter saying their prices were all going up. It was very soon afterwards, six months maybe but it was still like why did we bother. They quoted us cheap and then popped the prices up. [Would that be a reason to consider changing?] *It's a reason to be a bit wary of the offer before you change.* (Auckland, SME, male)

They throw the lollies out, come to us and then they ramp it up at a later date. (Auckland, SME, male)

One SME that had switched some years ago said that he was uncertain whether he had actually made any gains from switching as there was no information he had to show that was the case.

> *We did switch a few years ago and that was to save money and I am not sure whether we did or not and I still don't know. I know we are paying more now but what I really need to know is am I paying more than if we had of stayed the same?* (Auckland, SME, male)

■ Don't fix what's not broken

Most SME had automated payments systems set up for paying their power bills which worked efficiently. There was therefore no evident reason to switch.

> *The other thing I appreciate is that I get all the bills electronically. I don't have any paper ones.* [*Online billing*. (Interjection.)] *It's great*. [Advantages of online billing for you?] *Save it on the server, save the PDF on the server and move on.* (Auckland, SME, male)

Indeed, the act of switching raised the risk that changes to systems might give rise to errors.

> *It's the hassle that you're going to actually not do the proper job yourself and you're going to end up forgetting to load the new information, end up with an overdue account because you actually don't get around to it yourself. It's your own fault, you know you're going to do it perhaps, so that hassle. So it's starting up your APs and what have you. I'm all about the integrity of the company as well*. (Auckland, SME, male)

> *The internet payments are all set up so you just press a button and you don't have to set anything to pay the bills.* [So it is the hassle of shifting?] *Yes. Ours is paid by internet banking and it is getting the bank account to pay into and the references and the way the supplier wants internet banking to come in and then there is the trial and error.* [*Did it work?* (Interjection)] *And the strife if it didn't, an overdue account that was paid but in actual fact it went somewhere into cyberspace. Our one they just hit Bill, Pay Genesis and everything is in there and all you enter is the value. It is $2 to change.* (Auckland, SME, female)

■ Several key barriers for SME far more pronounced than for residential

The quantitative survey (see over page) revealed a distinctly different pattern of reasons for not switching to those provided by residential consumers who in the main had stated that they were happy with the price and service from their current retailer. In the case of SME, distrust of real gains from switching (cited by 43%) as well as the hassle (36%) and being too busy to investigate the best deals (34%) or lacking information (21%) were far more to the fore as barriers.

* *See table following.*

REASONS FOR NOT SWITCHING *What were the main reasons for not switching?*	2010 %
Did not trust there would be real gains from switching	43
Switching seemed too much hassle	36
Happy with service from current retail supplier	36
Too busy to investigate the best deals available	34
Have not got round to looking into this	25
Lack of information on best deals available to my business	21
Offer(s) were no cheaper	17
Happy with price of current retail supplier/current supplier will match any deals	16
Electricity is such a small cost to my business it's not worth it	15
Concerned there might be a problem with continuity of supply if we switched	11
Concern about losing the rebate from the community owned lines company	11
Did not want to get locked into a contract	9
Was already locked into a contract	6
No other retail supplier would take on my business	1
If there was another reason, please name it	4
Unsure	1
Base: 78% of respondents, those who have not switched retail power supplier, n= 421	

■ Retail approach by phone unwelcome

An important finding from the focus groups was the strong dislike SME expressed to being approached by retailer to switch over the phone. This was not welcome as it interrupted business and there was a strong preference for a face-to-face approach which was consistent with how many of their contractual arrangements were arrived at.

> *We get approached a lot for power and phone opportunities and on the phone, if someone rings me I'm not interested. They never can see what you're doing and you're in the middle of stuff. The only ones we ever give a bit of a minute to are the people who actually cold-call, actually come in. They get a shot at it but the people that ring don't, we just blow them off*. (Auckland, SME, male)

> [Are others of that opinion too, that you need to see someone face-to-face? Is a phone call a turn-off?] *For me absolutely. I guess there's a number of calls that come through. I guess for us it's a little bit different in that half my time is spent at our home and half is spent out at other people's work, but if calls are coming through to that business line during the day then it's just "sorry".* (Auckland, SME, male)

> *The only person that's going to sell me new power is a professional salesperson that fronts up. That's the only way I'd be convinced to even bother listening*. (Auckland, SME, male)

5.4 Objective 3: Reasons for considering switching

The following section details responses related to the third objective of the study related to reasons for considering switching.

■ Cost savings drive switching

As with residential consumers, cost savings were also the main reason why SME would consider switching though SME were more likely to switch for a smaller inducement than residential consumers in the groups. Gains in the order of 10% on current billing would be needed for SME to overcome cost of switching.

> *10% is getting significant and Genesis or whoever it was on the phone a couple of months ago I didn't see that there would be a significant saving.* (Auckland, SME, male)

However, some SME were distrustful of the gains made though and as a result there was a desire to see some guarantee about locking in the savings for at least 12 months.

> *It would normally make me not bother changing because I think if I'm going to change it's going to go up anyway. But if someone says two years fixed and it's cheaper and everything else* - [Does that get over that distrust factor then?] *Yes, you've got to cost it out.* (Auckland, SME, male)

> [When you say long-term, how long-term is that for you?] *If it is going to creep up to the same as the existing supplier over the next five years - five years you might change because you would be ahead all that time but I suspect it is going to creep up in about six months.* (Auckland, SME, male)

In one group, a SME was in the process of switching and had been offered a 60-day trial period during which if the business was not satisfied that it was making savings the retailer would switch them back. This seemed like a reasonable trial period without obligation.

■ Indirect savings - ability to manage own power usage better

Although cost savings were the dominant reason why a SME would consider switching, there was a clear preference in one focus group to be able to manage their own power usage, for instance, through the use of smart meters which in turn would lead to savings. Such meters were seen to be able to provide details of power consumption and cost at any time of the day which could be linked to any particular operations.

> *Smart meters that can monitor my power and tell me how I can save money because that is the only way you can really save money.* (Auckland, SME, male)

In the same group the offer of an energy audit that could identify savings for a SME was also an attractive trigger. This desire for predictable costs was also reflected in support for actual meter readings so businesses could better understand their outgoings.

> *It is important to have a proper reading so that we know what our outgoings are. One minute you are paying $160 for an estimated reading then all of a sudden you are paying $380 for an estimated reading so you have to ask yourself the question, where is it gone, we haven't done anything.* (Auckland, SME, male)

Retailer to demonstrate the savings

As SME owners and managers were busy, they were more likely to appreciate the leg work of analysing their bills and demonstrating the gains to be done by someone else - possibly the retailer but preferably an independent body.

The people who want your business should be able to show you how it is going in comparison to the last 12 months. (Auckland, SME, male)

If I was going to be a new customer it would be a guaranteed period, like six months. Guarantee that you won't change for a certain period. (Auckland, SME, male)

Ethical issues

As was the case with the residential customers, concern about a retailers' ethics was raised as a trigger. It seemed that the influence of ethic would mean that a SME with these concerns would be less likely to switch to a company with poor ethics rather than to switch from one for that reason.

Quantitative survey

The quantitative survey asked those SME who had switched in the past two years their reason for doing so. This confirmed the dominance of price as the reason for switching with 29% citing a high bill from their previous retailer and 20% citing a financial incentive or a visit to a price comparison website. In comparison, far more switchers among residential consumers (41%) cited a financial incentive from a retailer and far fewer (1.4%) cited a visit to a price comparison website.

Several second tier triggers emerged more strongly among SME than they did for residential consumers such as energy saving advice from a retailer (8%), supply of gas as well as a discount (6%), retailer sponsors local community activities and flexible payments (3%).

REASON FOR SWITCHING RETAIL POWER SUPPLIER

What were your reasons for switching retail electricity supplier on the most recent occasion you switched your retail electricity supplier?

	2010 %
High bill from your previous electricity retailer	29
A financial incentive from the electricity retailer	20
Visit to price comparison website	20
Personal approach from electricity retailer	17
Poor customer service from previous electricity supplier	15
Visit to retailer website	9
Energy saving advice from electricity retailer	8
Moved premises	6
Recommendation from other business colleagues	6
Electricity retailer supplies gas and offers a discount	6
Wanted to buy from a retailer producing electricity from sustainable sources	4
Electricity retailer sponsors local community activities	3
Electricity retailer offers flexibility on when or how to pay	3
Direct mail from retailer	3
Desire to have gas with the same electricity supplier	2
Advertisement/billboard	2
Body corporate changed supplier	1
If there was another reason, please name it	10

Unsure	1

Base: 22% of respondents, those who have switched retail power supplier, n= 115
Note: multiple response, question will not add to 100%

Importance of incentives

A number of incentives used by retailers were tested in the SME focus groups with respondents rating each on a 0-10 scale where 0 meant 'not at all important' and 10 'a very important' reason to consider switching. The mean ratings across all groups were calculated and the incentives ranked. It is important to note that the number of respondents in the groups was too small for these results to be statistically significant for all residential customers. However, the consistency across the groups was strongly indicative of the focus given to monetary benefits over other factors.

REASON FOR SWITCHING	0-10 MEAN RATING	TOP TWO
Another retailer provides a 10% prompt payment discount	**7.3**	**1=**
Another retailer provides a 10% discount for electronic payments/paying online-discount	**7.3**	**1=**
Better information on usage on power bill	**7.0**	**3**
Another retailer charges $200 a year less	**6.8**	**4**
Fixed power rates for 1-2 years (only tested in one group)	**6.2**	**5**
Another retailer provides tips and useful information on how to save power	**6.1**	**6=**
Another retailer promotes itself for using renewable fuels and being environmentally friendly	**6.1**	**6=**
100% NZ owned (only tested in one group)	**6.0**	**8**
Another retailer reads your meter every month - it doesn't estimate usage at all	**5.4**	**9**
Another retailer offers loyalty rewards e.g. points that can be exchanged for goods from a catalogue e.g. FlyBuys	**5.1**	**10**
Time of use rates	**4.4**	**11**
Flexibility in how and when to pay - smooth pay, prepay etc	**4.3**	**12**
Another retailer is a strong sponsor of local community activities	**4.2**	**13=**
Another retailer provides a one-off financial incentive to switch	**4.2**	**13=**
Another retailer provides gas too, so everything is on one bill	**2.9 ***	**15 ****
Note: * But for the 4 on gas rated this a mean of 8.2. ** Rated highly by those on gas with 7, 8, 9 and 10.		

As was the case with residential respondents, those with dual fuel placed a high rating on having one bill.

The subsequent survey provided confirmation that direct financial incentives were rated significantly more important[17] than other offers like retailers sponsoring local community initiatives or retailers using renewable energy sources (see table over page). The three most important incentives were 'a 10% discount for prompt payment' (87% rated this as important) and 'at least a 10% saving on your current power bill' (85%) and 'a 10% discount for electronic or online payments' (81%).

[17] Importance was measured on a 0-10 scale where '0' meant 'not at all important' and 10 'very important'. Analysis was done on those who rated each incentive as important, that is, the aggregate of those who gave a '7-10' rating.

** See table following.*

IMPORTANCE OF INCENTIVES

Using a 0-10 scale where 1 means 'not at all important' and 10 'very important', how important are the following incentives that retail power companies offer?

	Total important (7-10) %	Total not important (0-3) %
A 10% discount for prompt payment	87	5
At least a 10% saving on your current power bill	85	4
A 10% discount for electronic or online payments	81	8
Your meter is read monthly so you are billed actual readings, not estimates	68	12
Detailed information on power usage	61	13
A fixed power rate for the next 12 months	58	15
An energy audit to show how your business could save power	57	19
A retail supplier uses renewable energy sources to generate electricity	51	20
A retail supplier sponsors local community initiatives	39	24

Base: All respondents; n=537

The retail sector was the one that gave the financial incentives the highest rating as important with 97% rating a 10% discount for prompt payment as important, 93% rating the 10% discount of their current bill as important and 89% rating the discount for online payments as important. Higher levels of importance were placed on these factors by larger employers (employing 11-19) and those that had switched in the past two years.

The provision of detailed information on power usage so businesses could manage their usage was rated more highly as important by the agriculture/farming (75%) and hospitality (70%) sectors as well as those who pay more than $1000 a month (76%) and switchers (68%).

An energy audit was rated more highly as important by the hospitality (71%), manufacturing/industrial (68%) and agriculture/farming (66%) sectors as well as those who pay more than $1000 a month (72%).

Actual meter readings were rated more highly by the retail (82%) and hospitality sectors (78%) as important.

5.5 Objective 4: What would make consumers more likely to consider switching

The following section details responses related to the fourth objective of the study related to what would make consumers more likely to consider switching.

■ Target SME's low satisfaction with value for money from retailers

As noted, direct financial benefits are the key incentive SME need to be more likely to switch. In comparison with residential consumers SME exhibit much lower levels of satisfaction with 'value for money' with only 34% saying they were satisfied compared to 44% of residential. Retailers and SME that paid more than $500 a month for their power were least satisfied with value for money.

SATISFACTION WITH RETAILERS

Using a 1-5 scale where 1 means 'very satisfied' and 5 'very dissatisfied', how satisfied are you with you retail electricity supplier on the following attributes?

	Total satisfied (1+2) %	Total dissatisfied (4+5) %
General overall service	52	11
Conducting actual meter readings not estimates	47	20
Value for money	34	28
Its commitment to your local community	31	20
The provision of extra services like online power usage information, FlyBuys, other loyalty rewards	30	28

Base: All respondents; n=537

It was evident in the focus groups that to overcome distrust of the benefits of switching that guaranteed savings for a fixed period of one to two years would be necessary. This was tested in one group and was well supported. Those SME that are higher users of power are prepared to take lower discounts of say 10% to consider switching compared with lower power users who would typically require a slightly higher discount to make switching worthwhile.

■ Low satisfaction for other attributes too

Indeed, apart from commitment to the local community, SME had significantly low satisfaction ratings than residential consumers for the remaining attributes. With respect to general overall service only 52% were satisfied (residential 59%), for conducting actual meter readings 47% were satisfied (residential 56%) and for the provision of extra services like online power usage and loyalty rewards only 30% were satisfied (residential 42%).

Manufacturing (42%) and Hospitality SME (41%) were least satisfied with general service. TrustPower stood out from the other main retailers being rated much higher (54%) for its commitment to your local community as did Contact Energy for the provision of loyalty rewards (40%) and Mercury Energy for conducting actual meter readings (57%).

In the focus groups, loyalty rewards carried some influence for SME and some evidently were attracted to the possibility of paying by business credit card in order to accumulate further loyalty rewards.

I would be more attracted to switching if they would accept credit card payment. Genesis do but they don't get the additional rebates. [So you want to be able to pay by credit card but still get the prompt payment discount?] *Yes because the advantage is the credit card is getting rewards.* (Auckland, SME, male)

[Any other reasons for shifting?] *I guess rewards would be a reason, if somebody said you get FlyBuys or Air Points.* (Auckland, SME, male)

However, some SME were quite clear that rewards did not cut it for them as a switching trigger and this should be considered a secondary reason behind direct financial benefits.

Also, in the focus groups, some SME some were aware of the capabilities of smart meters they felt that such devices would provide them with detailed information on how to manage their power consumption and thereby possibly make more significant savings than from a straight discount alone.

Other secondary reasons that might help switching included retailers promoting their use of renewable energy. This was seen as inherently good, but also from the commercial perspective that such retailers would incur lower costs by paying lower carbon emission costs. Also, as noted earlier, having one bill for electricity and gas was highly rated by dual fuel users.

■ Satisfaction with main retailers

Among the main retailers, Contact customers gave the lowest level of satisfaction for value for money (23%) with Mercury Energy customers recording the highest satisfaction (40%). Switchers are also more satisfied (39%) than non-switchers (33%).

For general service, Genesis customers gave the lowest level of satisfaction (38%) and Meridian the highest level (60%). Manufacturing/industrial (42%) and hospitality (41%) gave the lowest satisfaction ratings for the sectors.

For commitment to local communities, TrustPower received the highest level of satisfaction (54%) and Genesis (20%) the least among the main retailers.

For loyalty rewards, Contact was rated the highest with 40% satisfied compared to the least satisfied - genesis customers (21%).

Satisfaction for conducting actual meter readings saw Mercury Energy rated highest (57%) and Contact the least (41%).

■ Price comparison website

The two focus groups revealed hardly any awareness of price comparison sites for businesses. No-one had heard of either saveawatt.co.nz or switchme.co.nz when they were prompted though some knew of Powerswitch but realised it was not for businesses.

I'm not aware of any, no. (Auckland, SME, male)

I went to Consumer specifically when we were setting up a business to look but there was nothing there for business. (Auckland, SME, female)

The Internet was the first source of information SME said they would use if they were to inquire what the best deal was for their business.

We use the net mainly because during the day I'm working and I'm focused purely on making money and the night is when I do - I am a small business and night is when it's my time to try and develop the business that way, be efficient and all the rest of it. (Auckland, SME, male)

There was strong shown by SME in having access to a price comparison website to show them what they could save by switching.

A website with every rate on it and you just look - it would be like a Dutch auction. [So look at all the providers in your area, this is the price?] *It would be pretty harsh on them really. What are they going to do?* [But that would be ideal for you?] *Oh yeah, wouldn't it be, yeah*. (Auckland, SME, male)

The rates you are paying and the kilowatt hours you use per month in a bar graph and say we can save you money there. (Auckland, SME, male)

There was a strong desire for such a site to be independent of retailers.

I think it should be independent. If you are trying to make an informed decision it needs to be from an independent source. (Auckland, SME, male)

If it is funded by a power company that wants your business then obviously it is going to be biased. (Auckland, SME, male)

Some wanted a site to be able to provide more specialised information about how businesses were billed which might assist them to more effectively manage their power usage.

[What is the best way to get something like that across to business owners? What are you expecting from a website for business?] *For me I think it is an explanation of how business power is billed. But like what* [name deleted] *has been helping us with tonight the breakdown into the different components because if you can barter one off the other then you have to know. For me our power bill is fairly constant, winter time we have heating and summer time we have cooling, it is fairly constant through the year. But for someone in industry I imagine there may be times when they need to know this machinery or that machinery consumed more power.* (Auckland, SME, female)

Despite the low level of awareness of a price comparison site for businesses, the quantitative survey revealed that an independent price comparison site was the most cited source of information those SME who had switched had used to help them to decide to switch. The 34% that cited this as a source was significantly more than the 11% of residential consumers who cited an independent site.

* *See table following.*

SOURCES OF INFORMATION HELPING DECIDE SWITCH	
On the most recent occasion you switched, which of the following were useful sources of information to help you to decide to switch?	
	2010 %
Independent price comparison website	34
Retail representative	27
Retailer website	24
Another business owner or colleague	20
Brochures/flyers and other direct mail	7
Business organisation you belong to	5
Newspaper advert/billboard	4
Industry group website	3
If another source was useful, please name it	5

Base: 22% of respondents, those who have switched retail power supplier, n= 115
Note: multiple response, question will not add to 100%

Other significant departures from the residential switchers' experience a much higher use of retailer websites (24%; residential 11%), much lower levels of approaches from retailers (27%; residential 64% including both a phone and a personal visit) and the role played by other businesses (20%) and business organisations (5%).

All this strongly suggests the need for an easily accessible independent price comparison website for businesses. This is looked at in section 5.8.

5.6 Objective 5: Statistical information on who switches

The following section details responses related to the fifth objective of the study related to statistical information on who switches.

■ Only a small minority switch

Only a minority (22%) of SME have switched retail electricity supplier in the past two years, 18% had switched once, 3% twice and 1% had switched at least three tines. Slightly more of those who have switched (48%) approached a retailer while 41% were approached by one to switch. Another 9% had moved and chose the legacy supplier.

NO. OF TIMES SWITCHED RETAIL ELECTRICITY POWER SUPPLIERS

How many times have you switched retail electricity power suppliers in the past two years?

	2010 %
0	78
1	18
2	3
3 or more times	1
Unsure	-

Base: All respondents, n=537

■ Farming least likely to have switched

Farming/agriculture was the group least likely to have switched with only 10% saying they had done so in the past two years. In comparison, there was a higher level of switching by SME that were office based (24%), in retail (25%) manufacturing (23%) and operated mainly off site (27%). Only 17% of SME in the hospitality sector had switched over that time.

■ Small employees more likely to have switched

There was an indication that small employees were more likely to have switched than larger ones. For instance, 24% of those who employ 1-5 people had switched compared with 12% of those who employ 11-19 people and 17% of those who employ 6-10.

■ Gas supplier has no influence

There was little difference in the behaviour between those that had the same gas supplier as electricity retailer with 83% of these saying they had not switched which was more or less the same as the 81% for those that had different suppliers.

■ SME more proactive than residential in approaching retailers

Unlike residential consumers, SME were more active in approaching retailers to switch. Almost half (48%) of those who had switched in the last two years proactively chose to switch and slightly fewer (41% were approached by one. Only 36% of residential had made the approach to the retailer first when asked a similar but not the same question in the general public survey and 62% had been approached by a retailer first. This strongly suggests that retail activity targets residential consumers more than SME.

ACTION TAKEN TO SWITCH RETAIL ELECTRICITY POWER SUPPLIER *Which is the most applicable to you when you most recently switched electricity retailer?*	
	2010 **%**
You proactively chose to switch retailer	48
You were approached by a retailer	41
You moved and chose the legacy supplier	9
Other	1
Unsure	2
Base: 22% of respondents, those who have switched retail power supplier, n= 115	

5.7 Objective 6: Information on switching experiences

The following section details responses related to the sixth objective of the study related to switching experiences.

The switching experience for SME was somewhat different. One had been offered a 60-day trial period with a no-obligation switch back if the SME was unhappy after that period. This SME had been particularly impressed by the retailer's willingness to listen and to provide written information on the offer being made as well as analysis that showed how savings would be made.

Those that had not switched identified staff costs in the order of $30 an hour associated with inquiring into or managing the switching process, minor costs in changing automatic payments and having to handle minor details such as establishing how retailers wanted to be identified on bank statements when payments were made. The expectation was that it should take no more than a couple of hours to make a change and about a week to bring into practical effect.

- **Ease of switching**

In the focus groups, SME envisaged the process of switching to be reasonably straightforward and generally expressed a lower savings threshold would be required for them to switch. SME who had not switched were more confident about the process than residential customer who had not switched. None expressed any concerns about the process being difficult.

> *If you've got someone who's come to you with an offer to do it, in terms of actually the switch over and changing. It wouldn't be, for them, difficult to do I'm sure, but I think the difficulty lies with - well I perceive that as being a difficulty that lies with what I need to do to get the admin side of things up and organised*. (Auckland, SME, male)

Switching electricity retailer was considered a lot easier process than changing telecommunications company of bank.

> *I would have thought that the power company is just one thing coming in, so it's not a mobile, broadband and everything else*. (Auckland, SME, male)
>
> [What about changing banks?] *That's a nightmare. Absolute utter horror story*. (Auckland, SME, male)

There was also a suspicion among some on prompting that if they were behind in their payments with their retailer it might prevent from being able to switch, for instance, the retailer might carry out a credit check though some thought the new retailer would not care as long as they could sign a new customer on.

> *They'd start doing credit checks and things like that, so I suspect that you'd find that you'd probably have some difficulty moving*. (Auckland, SME, male)

The survey showed that that 80% of those SME that had switched in the past two years had found the process easy to do with only 5% finding it difficult.

** See table following.*

EASE OF SWITCHING	
Using a 1-5 scale where 1 means 'very easy' and 5 'very difficult' how easy of difficult did you find it to switch retail electricity company?	
	2010 %
1 - Very easy	53
2	27
TOTAL EASY (1+2)	**80**
3	15
4	2
5 - Very difficult	3
TOTAL DIFFICULT (4+5)	**5**
Unsure	-

Base: 22% of respondents, those who have switched retail power supplier, n= 115

The survey also reflected concerns expressed about switching for those who had experienced difficulty. However, the sample size of those who encountered difficulty is so small to enable statistically valid conclusions to be drawn from the data.

REASONS SWITCHING WAS NOT EASY	
What were the reasons why you did not find switching easy?	
	2010 n=
Long delay in switching over	11
The hassle of changing over automatic payment or direct debits	11
Queuing on the telephone to make the switch	9
No confirmation or update on the switch over from the retailer	8
Little understanding of our business processes	4
Difficulty in finding tariff or other relevant information	4
Problems with invoices	3
Difficulty in filling out forms or too many forms to fill out	2
If there was another reason, please name it	2
Unsure	1

Base: 4% of respondents, those who have switched retail power supplier and found it difficult, n= 23
Note: due to small sample size count has been used rather than percentages.

5.8 Objective 7: Awareness and usefulness of other initiatives designed to promote switching

The following section details responses related to the seventh objective of the study related to awareness and usefulness of other initiatives designed to promote switching.

As noted none of the SME in the groups were aware of any price comparison websites that could assist their business though there was some awareness of Powerswitch, though there was strong support to have such a site for businesses.

The survey shows that half of businesses (52%) would be likely to visit such a site, significantly more than the 44% of residential consumers who said they would.

LIKELIHOOD OF VISITING INDEPENDENT WEBSITE

Using a 1-5 scale where 1 means 'very likely' and 5 'not at all likely', how likely would you be to visit an independent website that could tell you the lowest cost retail electricity supplier to meet your business needs?

	2010 %
1 - Very likely	31
2	21
TOTAL LIKELY (1+2)	**52**
3	23
4	12
5 - Very unlikely	12
TOTAL UNHLIKELY (4+5)	**24**
Unsure	1

Base: all respondents, n= 537

Manufacturing (63%), Hospitality (60%) and SME that pay more than $1000 a month (66%) were most likely to visit such a site. Also, 69% of those SME that had switched in the past two years said they were likely to visit one compared to 48% who had not. As was the case with the residential research this indicates that switchers are more likely to seek opportunities to switch again.

■ Role of business discount purchasing group

Although only 4% of SME in the survey belonged to a business group that purchased its power at a discount from a single supplier, there was clearly major potential in belonging to such a group.

DOES YOUR BUSINESS BELONG TO A BUSINESS GROUP

Does your business belong to a group of businesses that purchases its power at a discount from a single supplier?

	2010 %
Yes	4

No	93
Unsure	3

Base: All respondents, n=537

Slightly fewer than half (40%) of SME who were not members of a discount purchasing group expressed interest in joining one. This would be another option for SME which might encourage switching retailers.

WOULD YOUR BUSINESS JOIN A BUSINESS GROUP *Would your business be interested in joining a group of companies that purchases its power at a discount from a single supplier?*	
	2010 **%**
Yes	40
No	44
Unsure	15

Base: Respondents that are not part of a business group, n=499

Interest was significantly higher among those paying more than $1000 a month (62% compared to 52% for those paying less than $500 a month) and for those in the agriculture/farming sector (57%), hospitality (51%) and retail (48%) and much lower for office-based SME (28%).

■ One fifth of SME who visit sites switch to site's cheapest retailer

About one quarter (27%) of SME said they had visited a price comparison website in the past 24 months.

VISITED A PRICE COMPARISON SITE *In the past 24 months, has your business visited a price comparison site to compare what your business pays with what it might pay with another retail supplier?*	
	2010 **%**
Yes	27
No	71
Unsure	1

Base: All respondents, n=537

Of those who had visited a site, 21% switched to the cheapest retailer according to the site, but 42% took no further action and do not intend to switch in the next 12 months. A further 23% have not switched, but do intend to do so in the next 12 months and 10% switched but not to the cheapest retailer according to the site.

Switchers visit sites more than non-switchers with 50% of those who had switched in the last 24 months having visited one compared to 21% of non-switchers. Office based SME were also more likely to have visited one (34%). However, there was little difference in visits between those who pay less than $500 a month (29%) and those who pay more than $1000 a month (27%).

OUTCOME OF VISITING A PRICE COMPARISON SITE	
What was the outcome?	
	2010 %
We took no further action nor do we intend to switch in the next 12 months.	42
We have not switched, but we intend to do so in the next 12 months.	23
We switched to the cheapest electricity retailer according to the price comparison site.	21
We switched, but not to the cheapest electricity retailer according to the price comparison site.	10

Base: 27% of respondents, those who have been to price comparison site, n= 146

5.9 Objective 8: Inputs into future programmes to address the barriers identified

The following section details responses related to the eighth objective of the study related to inputs to future programmes to address barriers to switching.

Apart from advertising through the mass media, the most useful channels for businesses to be aware of switching initiatives are their own business associations which regularly provide information of use to a wide variety of members. SME were also more supportive of receiving either personally addressed mail or preferably email to alert them to such advantages, though in the case of the latter, care would need to be taken to ensure that the email was not seen as spam or was deemed sufficiently important to open and read.

- **Mass media**

As was the case with residential consumers, SME spontaneously suggested the use of mass media advertising to get the switching message across.

> *Radio, TV, mass media*. (Auckland, SME, male)

> *You wouldn't have to have it often but I think at a few times at the right time, bang, on TV. Corporate power, website, check your deal. You'd be there. People would be inquisitive enough after seeing that to have a quick look and see if you're getting ripped or not. I can't really see that anything else would spark enough people for the investment you make in other formats to really work as well as that. You're dealing with pretty much everybody*. (Auckland, SME, male)

Advertising pop-ups on popular websites, such as news sites were suggested. Office based SME (34%) were more likely to have visited a price comparison website in the past two years than that 27% of all SME that had done so.

- **Energywise**

Some also identified a linkage to the Energywise advertising campaign.

> *There's that Energywise guy that does it on TV.* [*The Government one*. (Interjection.)] (Auckland, SME, male)

- **Trade or professional organisations**

The key communication channel for targeting only SME about switching was through their industry or professional organisations via magazines or through those organisations directly to members.

> *We have a building association and they do a lot of stuff now for us. They do phones. Petrol cards.* (Auckland, SME, male)

> *Industry perhaps associations*. [Any come to mind?] *I belong to the Arbitrators and Mediators Institute but I'm just thinking they quite often - in every newsletter they're always promoting "we've got this deal for members" and that type of thing, but in that particular instance it's not a high power use industry but if you were in some other industry, the cool*

store industry, something like that, perhaps that would be an avenue to get through their industry associations. I don't know what they have but presumably they do have something. (Auckland, SME, male)

In the survey, significantly more SME from the farming/agricultural sector (15%) belonged to a business group that purchased electricity at a discount than SME overall (4%). Also, significantly more SME from this sector (57%) and from hospitality (51%) expressed interest in joining a group of companies that purchased electricity at a discount from a single supplier compared to all SME (40%).

■ Direct mail and email

Generic direct mail to SME was unlikely to be read.

> *We get that thick out of the post box every time we go and you're sitting there and it's a bill or it's a bill or it's a bill or sometimes it's something interesting or it's the other thing. They all go in the bin. We don't literally have time to look at all of them.* (Auckland, SME, male)

> *I was told last week was if you want to get junk mail out put it out so it arrives Monday or Tuesday because everybody else puts it in on Wednesday, Thursday, Friday and it won't get read.* [Is this something you will think of as junk mail?] *I would call it junk mail.* (Auckland, SME, female)

> *The other issue I had was mailing things. A lot of businesses the boss may not open the mail either and you might just get all the invoices coming to your in-tray and that is it.* (Auckland, SME, male)

SME suggested personally addressed email or mail, though in the case of the former, care would need to be taken in how the email was headed up to avoid them from being deleted.

> *The first thing is to identify who the correct person is to go to and address it to him. If an envelope arrives and mail is addressed to me, it is given to me, but if it is to The Office Manager or the General Manager or To Whom it May Concern they never get opened. But if it has my name on it I am going to read it.* (Auckland, SME, male)

> *It comes back to individualising and recognising who the client is. It is like emails, a proposition coming via email to me would get deleted straight up. It might if it was addressed to me personally.* (Auckland, SME, male)

Emails though need to have an immediate eye-catching message to avoid the inclination to delete them.

> *When you go through the finger is on the delete button so it has to be something on that line that stops you.* (Auckland, SME, male)

■ Word of mouth

SME said one of the most effective ways of learning about benefits to business was through word of mouth.

> *Word of mouth is the most powerful.* (Auckland, SME, male)

They suggested that if a price comparison site for businesses was set up and worked well that it would not take long before word would get around.

> *Yes, if it was an independent website, say a government one that you could feed the things into easily and if it was of the order of 10% you would pay, you would be stupid not to.* (Auckland, SME, male)

Accountant

An accountant in one group said advice of this kind could be included as part of the annual review accountants had with their SME clients.

[You are an accountant. Do you think that's something that accountants would feel comfortable with?] *It's the sort of thing that you'd have when you do your annual review with the client and talk about wills and the trust minutes and whatever else it is. It's something that you probably should add to the list.* (Auckland, SME, male)

Targeting SME sectors

The sectors that spend the most on electricity a month are manufacturing, hospitality and agriculture. Of these, manufacturing and hospitality along with retail are the least satisfied with their electricity retailer for value for money and general overall service. Also, manufacturing and hospitality express a higher likelihood of visiting an independent price comparison website than the other sectors. This suggests that these three sectors (including retail as this sector is most sensitive to price signals) should be targeted to encourage them to consider financial incentives to switch.

6. SME Demographic profile

The following profiles the key demographic information of the SME sample.

SAMPLE INFORMATION/DEMOGRAPHICS	
	2010 %
No. of employees	
1-5	76
6-10	15
11-19	9
Kind of business	
Office based	23
Operate mainly offsite e.g. builder, plumber, electrical, transport	17
Farming	15
Manufacturing / industrial /engineering	12
Hospitality	6
Retail	5
Other	22
Electricity payment per month	
Less than $500	67
$501-$1000	19
$1001-$1,500	5
$1501-$3000	6
More than $3001	2
Unsure	1

Base: All respondents, n=537

NETWORK PROVIDER	
	2010 %
Vector	27.0
Orion	10.6
Wellington Electricity Lines Company	8.0
Eastland Networks	7.6
Powerco	6.7
WEL Networks	4.1
Unison Networks	3.7
Electra	3.0
Northpower	2.8
Aurora Energy	2.4
Alpine Energy	2.2
Multiple Networks	2.0
Counties Power	1.9
Electricity Ashburton	1.9
Marlborough Lines	1.9
Nelson Electricity	1.9
The Power Company/Electricity Invercargill	1.9
Otagonet	1.5
Top Energy	1.5
The Lines Company	1.3
Horizon Energy Distribution	1.1
Network Waitaki	1.1
Westpower	1.1
Network Tasman	.7
Waipa Networks	.7
Mainpower	.6
Ashburton Electricity	.4
Buller Electricity	.2
Cantralines	.2

Base: All respondents, n=537

RETAIL POWER COMPANY TO WHICH ELECTRICITY BILLS PAID	
What is the name of the retail power company that you pay your monthly electricity bills to?	
	2010 %
Contact Energy	21
Genesis Energy	20
Mercury Energy	18
Meridian Energy	16
TrustPower	12
Energy Online	4
Powershop NZ	3
Nova Energy	1
Bay of Plenty Electricity	1
Just Energy	1
Energy Direct	1
King Country Energy	1
Tiny Mighty Power	-
Pulse Utilities	-
Auckland Gas Company	-
Opunake Hydro	-
Simply Energy	-
Bosco Connect	-
If there is another company, please name it here	3

Base: All respondents, n=537

RETAIL POWER COMPANY TO WHICH GAS BILLS PAID	
If you are on gas supply too, is the name of the retail power company that you pay your monthly gas bills to the same as your electricity retailer?	
	2010 %
Yes	9
No, we have a different company supplying gas	13
No, we are not on gas	78
Unsure/don’t know	-

Base: All respondents, n=537

Consumer Switching

A Qualitative and Quantitative Study Appendices

- Prepared for the Electricity Authority Te Mana Hiko

[February 2011]

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Table of contents

1. General public questionnaire

General Public Survey

We are conducting a nationwide opinion poll about an important issue for New Zealand. We are doing it on behalf of the Electricity Authority to understand the public's views about switching electricity company. I would like to speak to someone in your household who is either responsible for paying the electricity bill or has a say in who your electricity company is.

Q1. What is the name of the company that you pay your monthly electricity bills to?

[**READ LIST**]

1. Contact Energy
2. Genesis Energy
3. Mercury Energy
4. Meridian Energy
5. TrustPower
6. Energy Online
7. Auckland Gas Company
8. Bay of Plenty Electricity
9. Bosco Connect
10. Energy Direct
11. Just Energy
12. King Country Energy

13. Nova Energy
14. Opunake Hydro
15. Powershop NZ
16. Pulse Utilities
17. Simply Energy
18. Tiny Mighty Power
19. Unsure/Don't know

Q1A. As you know your power bill changes depending on how much you use and whether it is summer or winter. Taking this into account would you say your power bill each month is about:

- less than $100 a month
- more than $100, but less than $200 a month
- more than $200, but less than $300 a month
- more than $300, but less than $400 a month
- more than $400, but less than $500 a month
- or more than $500 a month

Q2. Are you on gas supply?

[**If Q2=Yes, ASK Q2A, Q2B**]

Q2A. Are you on lpg bottled gas or is your gas supply piped or reticulated to your home?

- Bottled
- Piped or reticulated

Q2B. Is your gas supplier the same company that you pay your monthly electricity bill to?

[**READ LIST**]
- Yes
- No
- Unsure

Q3. Using a 1-5 scale where 1 means 'very satisfied' and 5 'not at all satisfied' how satisfied are you with your retail electricity company on the following?

1. Value for money
2. General overall service
3. Its commitment to your local community
4. The provision of extra services like online power usage information, FlyBuys, other loyalty rewards
5. Conducting actual meter readings not estimates

Q4. Have you changed your electricity company in the past two years?

- Yes
- No
- Unsure

[**If Q4=YES, ASK Q4A, Q4B, Q4C, Q4D**]

Q4A. How many times have you switched electricity company in the past two years?

1. 1
2. 2
3. 3 or more times
4. Unsure

Q4B. On the most recent occasion you changed electricity company did you approach another company first or did they approach you first to switch?

1. I approached another company to switch
2. Another company approached me first to switch?

Q4C. What were your reasons for switching electricity company on the most recent occasion you switched?

[**INTERVIEWER PROMPT: IF 2 OR MORE TIMES, PROMPT RESPONDENT FOR MOST RECENT**]

[**DO NOT READ**]

1. Personal approach from electricity retailer
2. A financial incentive from the electricity retailer
3. High bill from your previous electricity retailer
4. Moved home
5. Poor customer service from previous electricity supplier
6. Recommendation from friends or family
7. Desire to have gas with the same electricity supplier
8. Desire to have other services e.g. broadband services with the electricity supplier
9. Visit to price comparison website
10. Direct mail from retailer
11. Wanted to buy from a retailer producing electricity from sustainable sources
12. Visit to retailer website
13. Advertisement/billboard
14. Energy saving advice from electricity retailer
15. Electricity retailer sponsors local community activities
16. Electricity retailer supplies gas and offers a discount
17. Electricity retailer offers flexibility on when or how to pay
18. Body corporate changed supplier
19. Advice from energy consultant
20. Other

Q4D. On the most recent occasion you switched, which of the following were useful sources of information to help you to decide to switch?

[**READ LIST**]

1. Retail representative visiting my home
2. Retail representative on the phone
3. Brochures/flyers and other direct mail;
4. Retailer website
5. Independent price comparison website
6. Newspaper advert/billboard
7. A friend or family member
8. If another source was useful, please name it for example advice from an energy expert or advice from a budget advisor or Work and Income

Q4E. On the most recent occasion you switched, using a 1-5 scale where 1 means ‘very easy’ and 5 ‘very difficult’ how easy or difficult did you find it to switch?

[**If Q4E= ‘3’, ‘4’ or ‘5’, ASK Q4F**]

Q4F. What were the reasons why you did not find switching easy?

1. Difficulty in filling out forms or too many forms to fill out
2. Long delay in switching over
3. Problems with invoices
4. Queuing on the telephone to make the switch
5. The hassle of changing over automatic payment or direct debits
6. No confirmation or update on the switch over from the retailer
7. Other (specify)

[**If Q4= 'No' or 'unsure', ASK 4G**]

Q4G. What are the main reasons for not switching?

1. Happy with price of current retail supplier/current supplier will match any deals
2. Happy with service from current retail supplier
3. Did not trust there would be real gains from switching
4. Too busy to investigate the best deals available
5. Lack of information on best deals available
6. Switching seemed too much hassle
7. Have not got round to looking into this
8. Did not want to get locked into a contract
9. Was already locked into a contract
10. Concerned there might be a problem with continuity of supply if we switched
11. Electricity is such a small cost to my household it's not worth it
12. Offer(s) were no cheaper
13. Concern about losing the rebate from the community owned lines company
14. No other retail supplier would take on my household
15. concern about connection or disconnection fees
16. If there was another reason, please name it

[**ASK ALL**]

Q5. Please select the statement that is most applicable?

[**READ LIST**]

1. We are not interested in switching our electricity retail company and/or gas company?
2. We would switch if we were approached and offered a cheaper deal, but we are not actively looking
3. We are actively looking for a cheaper supplier
4. We intend to look for a cheaper supplier in the next 12 months.
5. We would be interested in switching for better service but we are not actively looking for a better supplier
6. Other [DO NOT READ]
7. Unsure [DO NOT READ]

Q6. How many different retail electricity companies have approached you about switching in the past two years?

1. 0
2. 1
3. 2
4. 3 or more
5. Unsure

Q7. How many different retail electricity companies have you approached about switching in the past two years?

1. 0
2. 1
3. 2
4. 3 or more
5. Unsure

Q8. In the past two years, have you visited a price comparison website to compare what you pay with what another retail supplier charges?

1. Yes
2. No
3. Unsure

[**If Q8=YES, ASK Q8A**]

Q8A What was the outcome?

1. We took no further action nor do we intend to switch in the next 12 months
2. We have not switched, but we intend to do so in the next 12 months.
3. We switched, but not to the cheapest supplier according to the site.
4. We switched to the cheapest supplier according to the site.
5. Other [DO NOT READ]
6. Unsure [DO NOT READ]

[**ASK ALL**]

Q9. Are you aware of a consumer price comparison website called Powerswitch?

[**If Q9=YES, ASK Q9A**]

Q9A. Have you ever visited Powerswitch?

1. Yes
2. No
3. Unsure

[If Q9A=YES, ASK Q9B]

Q9B. Using a 1-5 scale where 1 means 'very satisfied' and 5 'not at all satisfied' how satisfied were you with the following aspects of Powerswitch?

- Ease of use
- Providing you with the information you wanted
- Accuracy of information

[**If Q8=NO, ASK Q10**]

Q10. Using a 1-5 scale where 1 means 'very likely' and 5 'not at all likely', how likely would you be to visit an independent website that could tell you the lowest cost retail electricity supplier to meet your household needs?

Q11. Using a 0-10 scale where 0 means "not at all useful" and 10 means "very useful" how useful would each of the following ways of providing information to you to compare electricity retail prices:

[**RANDOMISE**]

- An independent consumer website
- A flyer in the mail
- An 0800 number
- As part of your electricity bill
- Public notice in the local newspaper
- As part of the information on electrical appliances
- As part of the information when you move home

Q12. Which of the following statement s most closely describes your behaviour as a consumer?

[**READ LIST**]

1. I generally stick with the same companies that provide me with products and services.
2. I generally stick with the same companies unless I have a poor service experience or their prices go up sharply and then I look around.
3. I change companies often and will almost always take a better deal if that comes along.

Q13. Using a 0-10 scale where 0 means 'not at all important' and 10 means 'very important', how important are the following incentives that retail power companies offer?

1. A 10% discount for prompt payment
2. A $200 discount off your current annual power bill
3. A 10% discount for electronic or online payments
4. Detailed information on power usage
5. A fixed power rate for the next two years
6. Your meter is read monthly so you are billed actual readings, not estimates
7. Smart meters that read your actual usage remotely and give you information to manage your power usage
8. A retail supplier uses renewable energy sources to generate electricity
9. A retail supplier sponsors local community initiatives

Q14. Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means 'strongly disagree' and 10 means 'strongly agree' how much do you disagree or agree with the following statements:

- I have routines I keep to and don't like to change them
- I constantly look out for new opportunities to do things differently
- I generally trust people and will give them a fair hearing
- I am confident on the Internet and use it to purchase goods and services
- I find it's always best to be cautious and get a second opinion on most things before making up my own mind
- I like looking out for bargains and always go for the best deal
- Even if I could save a few dollars I probably couldn't be bothered making changes to what I do
- I don't make spontaneous decisions and like to take time to weigh things up
- I know my own mind and can decide things on the spot
- I don't trust power companies who promise a better deal as they all end up charging the same
- Power bills are confusing and hard to understand so it is hard to know if you are getting a better deal
- I have no loyalty to my power supplier
- Power companies are pretty much the same - price is the only factor that can be different
- I don't like signing contracts as I'm worried about the fine print
- I feel my views are often different from the average New Zealander
- I am sick of being told what I can and can't do
- I like to reflect and communicate how I feel about things

Q15 Now here are some things people sometimes say about their lifestyle. Using a scale of 0-10 where 0 means you strongly disagree and 10 means you strongly agree, how much do you agree or disagree with the following statements.

[**RANDOMIZE**]

- I am conscious of finding a balance between my work and home life
- I am under financial pressure
- When I go out I'm careful about how much I spend
- I like to make new friends and expand my social network
- I like to think about and debate key issues of the day
- I am ambitious and want to excel and achieve
- I am a sporty, outdoors person
- Lack of time is a much bigger problem for me than lack of money
- Big companies are necessary to provide jobs and contribute to the economy
- Big companies only care about making profits

Q16 Please tell me if the following phrases apply to you?

[**RANDOMIZE**]

- I read the newspaper or view it online nearly every day
- I don't think there's any point in changing things unless there's something wrong
- I like to keep up with the latest technology
- I like to keep up with the latest fashions
- I have children aged under 18 living at home
- I have bought or sold shares in the last year

- I drive everywhere I go
- I go overseas at least once every couple of years
- I often surf the internet
- I often do DIY [DO IT YOURSELF] projects around the home
- I'm involved in a lot of voluntary community activity
- I read the business news just about every day
- I'm involved in a lot of conservation and environmental activities
- I always read the local community newspapers thoroughly

Q17. In the last two years have you switched:-

- Mobile telephone providers
- Broadband/internet provider
- Car or home insurance provider
- Bank

Demographics

These last questions are for statistical purposes only, to make sure we have an accurate sample. Once again I would like to remind you that any information you give me is confidential

Standard demographic questions – age, gender, location, income, occupation and ethnicity plus

DX. How long have you lived at your current residence?

- less than two years
- 2-5 years
- 5-10 years
- More than 10 years

DXX Which of the following describes the home you live in?

[**READ LIST**]

I am renting and looking to buy....................1
I am renting and not looking to buy.............2
I own my home freehold..............................3
I own my home with a mortgage.................4
I live at home with parents..........................5
[DO NOT READ] Other...................................6
[DO NOT READ] Unsure................................7
[DO NOT READ] Refused...............................8

DXXX How many people 18 years of age or older are currently living in your household, including yourself?

[**DO NOT READ**]

1..1
2..2
3..3
4..4
5 or more.................................5
Unsure.....................................6
Refused...................................7

DXXXX And how many people under the age of 18 years of age are currently living in your household?

[**DO NOT READ**]

1..1
2..2
3..3
4..4
5 or more.................................5
Unsure.....................................6
Refused...................................7

2. General public supplementary tables

MONTHLY SPEND ON POWER

As you know your power bill changes depending on how much you use and whether it is summer or winter. Taking this into account would you say your power bill each month is usually:
ban1 by q1a

	Base	< $100 a month	$100-$200	$200-$300	$300-$400	$400-$500	> $500 a month	Unsure
All	1000	14%	56%	23%	4%	1%	1%	1%
AREA								
Auckland	324	16%	59%	20%	3%	1%	0%	1%
Christchurch	109	17%	57%	20%	4%	0%	1%	1%
Wellington	102	14%	54%	25%	5%	2%	0%	0%
Provincial (NI)	332	14%	58%	22%	4%	1%	1%	0%
Provincial (SI)	133	12%	46%	33%	4%	1%	2%	2%
NETWORK								
Vector	310	16%	58%	21%	3%	1%	0%	1%
Orion	104	18%	56%	21%	4%	0%	0%	1%
Eastland Networks	51	18%	55%	23%	4%	0%	0%	0%
Unsion	44	9%	64%	25%	0%	0%	2%	0%
Powerco	95	14%	62%	21%	2%	0%	1%	0%
WEL Networks	55	14%	53%	24%	5%	2%	2%	0%
Wellington Electricity Lines	102	14%	54%	25%	5%	2%	0%	0%
Gender								
Male	480	12%	56%	25%	4%	1%	1%	1%
Female	520	17%	56%	21%	4%	1%	0%	1%
AGE GROUP								
18-29	98	14%	70%	13%	1%	0%	0%	2%
30-44	407	9%	58%	26%	5%	1%	0%	1%
45-59	274	13%	50%	28%	4%	2%	2%	1%
60 plus	221	27%	55%	16%	1%	0%	1%	0%
HOUSEHOLD INCOME								
$30,000 or less	149	31%	54%	13%	1%	1%	0%	0%
$30,001-50,000	177	17%	55%	24%	2%	0%	1%	1%
$50,001-70,000	139	13%	60%	18%	6%	1%	1%	1%
$70,001-100,000	182	7%	60%	27%	5%	0%	1%	0%
More than $100,000	218	8%	49%	29%	6%	4%	3%	1%
NZ Maori	97	15%	51%	28%	2%	2%	1%	1%
Pacific Island	43	16%	63%	19%	2%	0%	0%	0%
Asian	73	8%	69%	18%	4%	0%	0%	1%
ELECTRICITY COMPANY:								
Genesis/ Energy Online	256	14%	55%	25%	4%	1%	1%	0%
Mercury Energy	225	14%	61%	18%	3%	1%	1%	2%
Contact/ Empower	242	15%	52%	27%	5%	1%	0%	0%
TrustPower	104	11%	48%	33%	7%	0%	0%	1%
Meridian Energy	86	19%	63%	16%	1%	0%	1%	0%
No gas	689	16%	56%	22%	3%	1%	1%	1%
Gas provider same as electricity supplier	132	14%	55%	23%	5%	1%	1%	1%
Gas provider NOT same as electricity supplier	173	10%	58%	25%	4%	1%	1%	1%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS								
Yes	279	14%	61%	20%	3%	0%	1%	1%
No/ Unsure	721	15%	54%	24%	4%	1%	1%	1%

GAS APPLIANCES

Does your household use gas appliances?
ban1 by q2

	Base	Yes	No	Unsure/Don't know
All	1000	31%	69%	0%
AREA				
Auckland	324	30%	70%	0%
Christchurch	109	18%	81%	1%
Wellington	102	43%	57%	0%
Provincial (NI)	332	35%	65%	0%
Provincial (SI)	133	24%	76%	0%
NETWORK				
Vector	310	31%	69%	0%
Orion	104	17%	82%	1%
Eastland Networks	51	24%	76%	0%
Unsion	44	32%	68%	0%
Powerco	95	42%	58%	0%
WEL Networks	55	36%	64%	0%
Wellington Electricity Lines	102	43%	57%	0%
Gender				
Male	480	33%	67%	0%
Female	520	29%	71%	0%
AGE GROUP				
18-29	98	29%	70%	1%
30-44	407	29%	71%	0%
45-59	274	33%	67%	0%
60 plus	221	32%	68%	0%
HOUSEHOLD INCOME				
$30,000 or less	149	20%	80%	0%
$30,001-50,000	177	26%	73%	1%
$50,001-70,000	139	31%	69%	0%
$70,001-100,000	182	29%	71%	0%
More than $100,000	218	39%	61%	0%
NZ Maori	97	24%	76%	0%
Pacific Island	43	21%	79%	0%
Asian	73	37%	62%	1%
ELECTRICITY COMPANY:				
Genesis/ Energy Online	256	30%	70%	0%
Mercury Energy	225	26%	74%	0%
Contact/ Empower	242	34%	66%	0%
TrustPower	104	27%	72%	1%
Meridian Energy	86	33%	67%	0%
MONTHLY SPEND ON POWER				
< $100 a month	146	24%	75%	1%
$100-$200	561	31%	69%	0%
$201-$300	230	33%	67%	0%
> $300 a month	55	35%	65%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS				
Yes	279	35%	65%	0%
No/ Unsure	721	29%	71%	0%

GAS: BOTTLED OR PIPED/ RETICULATED

Is your home supplied by lpg gas bottle inside your home or is your gas supply piped or reticulated to your home?
ban1 by q2a

	Base	Bottled	Piped or reticulated	Both/Other	Unsure
All	309	49%	48%	1%	2%
AREA					
Auckland	97	47%	50%	0%	3%
Christchurch	20	90%	10%	0%	0%
Wellington	44	12%	86%	0%	2%
Provincial (NI)	116	46%	50%	2%	2%
Provincial (SI)	32	91%	6%	0%	3%
NETWORK					
Vector	95	46%	51%	0%	3%
Orion	18	94%	6%	0%	0%
Eastland Networks	12	50%	42%	8%	0%
Unsion	14	50%	50%	0%	0%
Powerco	40	23%	73%	2%	2%
WEL Networks	20	25%	65%	5%	5%
Wellington Electricity Lines	44	12%	86%	0%	2%
Gender					
Male	157	50%	47%	1%	2%
Female	152	47%	49%	1%	3%
AGE GROUP					
18-29	28	46%	54%	0%	0%
30-44	119	52%	44%	1%	3%
45-59	91	47%	50%	1%	2%
60 plus	71	47%	51%	1%	1%
HOUSEHOLD INCOME					
$30,000 or less	30	44%	53%	3%	0%
$30,001-50,000	47	53%	43%	0%	4%
$50,001-70,000	43	51%	44%	3%	2%
$70,001-100,000	53	60%	36%	2%	2%
More than $100,000	86	48%	51%	0%	1%
NZ Maori	23	57%	39%	0%	4%
Pacific Island	9	33%	67%	0%	0%
Asian	27	63%	37%	0%	0%
ELECTRICITY COMPANY:					
Genesis/ Energy Online	77	39%	58%	0%	3%
Mercury Energy	58	43%	50%	2%	5%
Contact/ Empower	82	54%	45%	1%	0%
TrustPower	28	96%	4%	0%	0%
Meridian Energy	28	57%	39%	0%	4%
MONTHLY SPEND ON POWER					
< $100 a month	35	43%	54%	3%	0%
$100-$200	174	50%	47%	1%	2%
$201-$300	77	53%	46%	0%	1%
> $300 a month	19	48%	47%	0%	5%
Gas provider same as electricity supplier	132	5%	91%	2%	2%
Gas provider NOT same as electricity supplier	173	83%	14%	1%	2%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS					
Yes	98	45%	50%	1%	4%
No/ Unsure	211	51%	47%	1%	1%

GAS PROVIDER SAME AS ELECTRICITY SUPPLIER

Is your gas supplier the same company that you pay your monthly electricity bill to?
ban1 by q2b

	Base	Yes	No	Unsure
All	309	43%	56%	1%
AREA				
Auckland	97	48%	50%	2%
Christchurch	20	0%	95%	5%
Wellington	44	68%	32%	0%
Provincial (NI)	116	46%	53%	1%
Provincial (SI)	32	6%	94%	0%
NETWORK				
Vector	95	50%	48%	2%
Orion	18	0%	94%	6%
Eastland Networks	12	25%	75%	0%
Unsion	14	50%	50%	0%
Powerco	40	63%	35%	2%
WEL Networks	20	65%	35%	0%
Wellington Electricity Lines	44	68%	32%	0%
Gender				
Male	157	44%	55%	1%
Female	152	41%	57%	2%
AGE GROUP				
18-29	28	46%	50%	4%
30-44	119	44%	54%	2%
45-59	91	36%	64%	0%
60 plus	71	47%	52%	1%
HOUSEHOLD INCOME				
$30,000 or less	30	53%	47%	0%
$30,001-50,000	47	38%	58%	4%
$50,001-70,000	43	44%	56%	0%
$70,001-100,000	53	34%	64%	2%
More than $100,000	86	43%	57%	0%
NZ Maori	23	39%	52%	9%
Pacific Island	9	67%	33%	0%
Asian	27	37%	59%	4%
ELECTRICITY COMPANY:				
Genesis/ Energy Online	77	52%	45%	3%
Mercury Energy	58	52%	48%	0%
Contact/ Empower	82	49%	50%	1%
TrustPower	28	0%	100%	0%
Meridian Energy	28	0%	96%	4%
MONTHLY SPEND ON POWER				
< $100 a month	35	51%	49%	0%
$100-$200	174	41%	58%	1%
$201-$300	77	40%	57%	3%
> $300 a month	19	47%	53%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS				
Yes	98	43%	57%	0%
No/ Unsure	211	43%	55%	2%

CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS

Have you changed your electricity company in the past two years?
ban1 by q4

	Base	Yes	No	Unsure
All	1000	28%	71%	1%
AREA				
Auckland	324	24%	75%	1%
Christchurch	109	43%	56%	1%
Wellington	102	34%	64%	2%
Provincial (NI)	332	27%	73%	0%
Provincial (SI)	133	21%	79%	0%
NETWORK				
Vector	310	23%	76%	1%
Orion	104	44%	55%	1%
Eastland Networks	51	20%	80%	0%
Unsion	44	30%	70%	0%
Powerco	95	33%	67%	0%
WEL Networks	55	36%	64%	0%
Wellington Electricity Lines	102	34%	64%	2%
Gender				
Male	480	29%	70%	1%
Female	520	27%	73%	0%
AGE GROUP				
18-29	98	31%	66%	3%
30-44	407	30%	70%	0%
45-59	274	27%	72%	1%
60 plus	221	24%	76%	0%
HOUSEHOLD INCOME				
$30,000 or less	149	20%	80%	0%
$30,001-50,000	177	31%	68%	1%
$50,001-70,000	139	31%	68%	1%
$70,001-100,000	182	25%	75%	0%
More than $100,000	218	32%	68%	0%
NZ Maori	97	23%	76%	1%
Pacific Island	43	26%	72%	2%
Asian	73	22%	77%	1%
ELECTRICITY COMPANY:				
Genesis/ Energy Online	256	22%	77%	1%
Mercury Energy	225	24%	76%	0%
Contact/ Empower	242	30%	69%	1%
TrustPower	104	14%	86%	0%
Meridian Energy	86	36%	64%	0%
MONTHLY SPEND ON POWER				
< $100 a month	146	27%	72%	1%
$100-$200	561	30%	69%	1%
$201-$300	230	24%	76%	0%
> $300 a month	55	22%	78%	0%
No gas	689	26%	73%	1%
Gas provider same as electricity supplier	132	32%	68%	0%
Gas provider NOT same as electricity supplier	173	32%	68%	0%

NUMBER OF TIMES YOU HAVE CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS

How many times have you switched electricity company in the past two years?
ban1 by q4a

	Base	Once	Twice	Three or more times	Unsure
All	279	85%	13%	2%	0%
AREA					
Auckland	78	83%	16%	1%	0%
Christchurch	47	85%	13%	2%	0%
Wellington	35	83%	11%	6%	0%
Provincial (NI)	91	88%	11%	1%	0%
Provincial (SI)	28	86%	14%	0%	0%
NETWORK					
Vector	72	82%	17%	1%	0%
Orion	46	85%	13%	2%	0%
Eastland Networks	10	70%	30%	0%	0%
Unsion	13	100%	0%	0%	0%
Powerco	31	84%	13%	3%	0%
WEL Networks	20	90%	10%	0%	0%
Wellington Electricity Lines	35	83%	11%	6%	0%
Gender					
Male	138	81%	16%	3%	0%
Female	141	89%	10%	1%	0%
AGE GROUP					
18-29	30	83%	17%	0%	0%
30-44	122	84%	14%	2%	0%
45-59	73	89%	10%	1%	0%
60 plus	54	85%	13%	2%	0%
HOUSEHOLD INCOME					
$30,000 or less	30	100%	0%	0%	0%
$30,001-50,000	55	85%	15%	0%	0%
$50,001-70,000	43	79%	16%	5%	0%
$70,001-100,000	45	91%	9%	0%	0%
More than $100,000	69	83%	14%	3%	0%
NZ Maori	22	82%	14%	4%	0%
Pacific Island	11	64%	27%	9%	0%
Asian	16	75%	25%	0%	0%
ELECTRICITY COMPANY:					
Genesis/ Energy Online	55	80%	13%	7%	0%
Mercury Energy	54	83%	15%	2%	0%
Contact/ Empower	73	85%	15%	0%	0%
TrustPower	15	87%	13%	0%	0%
Meridian Energy	31	87%	13%	0%	0%
MONTHLY SPEND ON POWER					
< $100 a month	40	90%	10%	0%	0%
$100-$200	169	83%	15%	2%	0%
$201-$300	55	89%	9%	2%	0%
> $300 a month	12	83%	17%	0%	0%
No gas	181	85%	13%	2%	0%
Gas provider same as electricity supplier	42	81%	14%	5%	0%
Gas provider NOT same as electricity supplier	56	88%	12%	0%	0%

MOST RECENT OCCASION: I APPROACHED ANOTHER COMPANY VS. ANOTHER COMPANY APPROACHED ME

On the most recent occasion you changed electricity company did you approach another company first or did they approach you first to switch?
ban1 by q4b

	Base	I approached another company first to switch	Another company approached me first to switch	Unsure
All	279	36%	62%	2%
AREA				
Auckland	78	29%	67%	4%
Christchurch	47	34%	64%	2%
Wellington	35	34%	66%	0%
Provincial (NI)	91	44%	54%	2%
Provincial (SI)	28	29%	71%	0%
NETWORK				
Vector	72	28%	68%	4%
Orion	46	35%	63%	2%
Eastland Networks	10	70%	30%	0%
Unsion	13	62%	38%	0%
Powerco	31	48%	52%	0%
WEL Networks	20	25%	70%	5%
Wellington Electricity Lines	35	34%	66%	0%
Gender				
Male	138	39%	57%	4%
Female	141	32%	67%	1%
AGE GROUP				
18-29	30	30%	70%	0%
30-44	122	42%	56%	2%
45-59	73	29%	67%	4%
60 plus	54	33%	67%	0%
HOUSEHOLD INCOME				
$30,000 or less	30	37%	63%	0%
$30,001-50,000	55	25%	73%	2%
$50,001-70,000	43	40%	58%	2%
$70,001-100,000	45	38%	58%	4%
More than $100,000	69	41%	59%	0%
NZ Maori	22	36%	64%	0%
Pacific Island	11	27%	73%	0%
Asian	16	19%	69%	12%
ELECTRICITY COMPANY:				
Genesis/ Energy Online	55	54%	44%	2%
Mercury Energy	54	28%	70%	2%
Contact/ Empower	73	27%	69%	4%
TrustPower	15	53%	47%	0%
Meridian Energy	31	23%	74%	3%
MONTHLY SPEND ON POWER				
< $100 a month	40	40%	60%	0%
$100-$200	169	33%	64%	3%
$201-$300	55	44%	54%	2%
> $300 a month	12	17%	83%	0%
No gas	181	32%	66%	2%
Gas provider same as electricity supplier	42	50%	50%	0%
Gas provider NOT same as electricity supplier	56	36%	61%	3%

EASY TO SWITCH

On the most recent occasion you switched, using a 1-5 scale where 1 means very easy, and 5 very difficult, how easy or difficult did you find it to switch?
ban1 by q4e

	Base	1 Very easy	2	3	4	5 Very difficult	Unsure
All	279	68%	22%	6%	3%	1%	0%
AREA							
Auckland	78	60%	26%	5%	5%	4%	0%
Christchurch	47	66%	30%	4%	0%	0%	0%
Wellington	35	77%	14%	6%	0%	3%	0%
Provincial (NI)	91	69%	20%	8%	3%	0%	0%
Provincial (SI)	28	78%	14%	4%	4%	0%	0%
NETWORK							
Vector	72	60%	25%	5%	6%	4%	0%
Orion	46	65%	31%	4%	0%	0%	0%
Eastland Networks	10	80%	10%	10%	0%	0%	0%
Unsion	13	62%	15%	15%	8%	0%	0%
Powerco	31	74%	16%	7%	3%	0%	0%
WEL Networks	20	60%	30%	5%	5%	0%	0%
Wellington Electricity Lines	35	77%	14%	6%	0%	3%	0%
Gender							
Male	138	66%	22%	6%	4%	2%	0%
Female	141	70%	22%	5%	2%	1%	0%
AGE GROUP							
18-29	30	77%	13%	3%	0%	7%	0%
30-44	122	66%	24%	6%	4%	0%	0%
45-59	73	68%	25%	3%	3%	1%	0%
60 plus	54	68%	19%	9%	2%	2%	0%
HOUSEHOLD INCOME							
$30,000 or less	30	67%	13%	6%	7%	7%	0%
$30,001-50,000	55	74%	13%	9%	0%	4%	0%
$50,001-70,000	43	65%	25%	5%	5%	0%	0%
$70,001-100,000	45	71%	20%	5%	4%	0%	0%
More than $100,000	69	62%	31%	4%	3%	0%	0%
NZ Maori	22	73%	9%	4%	9%	5%	0%
Pacific Island	11	73%	0%	18%	9%	0%	0%
Asian	16	81%	19%	0%	0%	0%	0%
ELECTRICITY COMPANY:							
Genesis/ Energy Online	55	67%	27%	2%	2%	2%	0%
Mercury Energy	54	72%	17%	4%	5%	2%	0%
Contact/ Empower	73	68%	22%	7%	3%	0%	0%
TrustPower	15	67%	27%	0%	6%	0%	0%
Meridian Energy	31	55%	29%	13%	0%	3%	0%
MONTHLY SPEND ON POWER							
< $100 a month	40	68%	12%	10%	8%	2%	0%
$100-$200	169	74%	20%	3%	2%	1%	0%
$201-$300	55	54%	29%	9%	4%	4%	0%
> $300 a month	12	41%	42%	17%	0%	0%	0%
No gas	181	70%	19%	5%	4%	2%	0%
Gas provider same as electricity supplier	42	74%	17%	9%	0%	0%	0%
Gas provider NOT same as electricity supplier	56	59%	34%	7%	0%	0%	0%

CONSUMER ATTITUDES TO SWITCHING ELECTRICITY COMPANY

Please tell me which of the following statements is most applicable to you?
ban1 by q5

	Base	We are not interested in switching our electricity retail company and/or gas company?	We would switch if we were approached and offered a cheaper deal, but we are not actively looking	We are actively looking for a cheaper supplier	We intend to look for a cheaper supplier in the next 12 months	We would be interested in switching for better service but we are not actively looking for a better supplier	Other	Unsure
All	1000	31%	48%	5%	5%	11%	0%	0%
AREA								
Auckland	324	31%	43%	6%	7%	13%	0%	0%
Christchurch	109	38%	50%	5%	0%	7%	0%	0%
Wellington	102	28%	54%	3%	7%	4%	2%	2%
Provincial (NI)	332	30%	49%	4%	4%	12%	0%	1%
Provincial (SI)	133	24%	53%	8%	1%	14%	0%	0%
NETWORK								
Vector	310	31%	43%	6%	7%	13%	0%	0%
Orion	104	36%	52%	5%	0%	7%	0%	0%
Eastland Networks	51	37%	47%	8%	0%	6%	0%	2%
Unsion	44	39%	43%	2%	2%	14%	0%	0%
Powerco	95	30%	47%	2%	5%	15%	0%	1%
WEL Networks	55	25%	55%	7%	4%	9%	0%	0%
Wellington Electricity Lines	102	28%	54%	3%	7%	4%	2%	2%
Gender								
Male	480	25%	52%	7%	5%	11%	0%	0%
Female	520	35%	45%	4%	4%	11%	0%	1%
AGE GROUP								
18-29	98	22%	57%	5%	5%	11%	0%	0%
30-44	407	24%	54%	6%	5%	11%	0%	0%
45-59	274	34%	45%	6%	5%	9%	1%	0%
60 plus	221	42%	37%	3%	4%	13%	0%	1%
HOUSEHOLD INCOME								
$30,000 or less	149	36%	40%	4%	3%	16%	0%	1%
$30,001-50,000	177	29%	45%	7%	7%	11%	0%	1%
$50,001-70,000	139	28%	56%	2%	3%	9%	1%	1%
$70,001-100,000	182	30%	52%	4%	5%	8%	0%	1%
More than $100,000	218	26%	54%	6%	4%	10%	0%	0%
NZ Maori	97	28%	58%	4%	5%	5%	0%	0%
Pacific Island	43	35%	28%	9%	12%	14%	2%	0%
Asian	73	25%	44%	12%	5%	14%	0%	0%
ELECTRICITY COMPANY:								
Genesis/ Energy Online	256	32%	51%	3%	4%	8%	1%	1%
Mercury Energy	225	31%	44%	5%	5%	14%	1%	0%
Contact/ Empower	242	23%	52%	7%	7%	11%	0%	0%
TrustPower	104	38%	38%	6%	3%	14%	0%	1%
Meridian Energy	86	36%	50%	4%	1%	8%	0%	1%
MONTHLY SPEND ON POWER								
< $100 a month	146	39%	37%	4%	4%	14%	1%	1%
$100-$200	561	31%	51%	5%	4%	9%	0%	0%
$201-$300	230	26%	49%	6%	5%	14%	0%	0%
> $300 a month	55	22%	49%	9%	7%	13%	0%	0%
No gas	689	32%	48%	5%	4%	11%	0%	0%
Gas provider same as electricity supplier	132	31%	46%	5%	5%	13%	0%	0%
Gas provider NOT same as electricity supplier	173	24%	53%	6%	5%	11%	0%	1%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS								
Yes	279	23%	57%	5%	5%	10%	0%	0%
No/ Unsure	721	34%	45%	5%	4%	11%	0%	1%

NUMBER OF ELECTRICITY COMPANIES THAT HAVE APPROACHED YOU ABOUT SWITCHING

How many different retail electricity companies have approached you about switching in the past two years?
ban1 by q6

	Base	0	1	2	3 or more	Unsure
All	1000	39%	29%	18%	11%	3%
AREA						
Auckland	324	34%	36%	17%	10%	3%
Christchurch	109	32%	24%	23%	18%	3%
Wellington	102	32%	28%	21%	15%	4%
Provincial (NI)	332	45%	25%	17%	10%	3%
Provincial (SI)	133	47%	24%	17%	9%	3%
NETWORK						
Vector	310	33%	37%	18%	9%	3%
Orion	104	31%	24%	24%	18%	3%
Eastland Networks	51	65%	15%	10%	10%	0%
Unsion	44	39%	27%	20%	7%	7%
Powerco	95	40%	29%	20%	11%	0%
WEL Networks	55	35%	24%	25%	11%	5%
Wellington Electricity Lines	102	32%	28%	21%	15%	4%
Gender						
Male	480	38%	27%	18%	14%	3%
Female	520	40%	30%	18%	9%	3%
AGE GROUP						
18-29	98	52%	26%	12%	5%	5%
30-44	407	40%	33%	16%	9%	2%
45-59	274	37%	23%	21%	16%	3%
60 plus	221	34%	28%	21%	13%	4%
HOUSEHOLD INCOME						
$30,000 or less	149	36%	32%	20%	9%	3%
$30,001-50,000	177	40%	27%	21%	11%	1%
$50,001-70,000	139	40%	27%	20%	9%	4%
$70,001-100,000	182	36%	30%	17%	12%	5%
More than $100,000	218	38%	28%	17%	14%	3%
NZ Maori	97	45%	28%	13%	10%	4%
Pacific Island	43	42%	28%	28%	2%	0%
Asian	73	42%	37%	11%	7%	3%
ELECTRICITY COMPANY:						
Genesis/ Energy Online	256	40%	26%	17%	13%	4%
Mercury Energy	225	32%	36%	20%	9%	3%
Contact/ Empower	242	43%	29%	17%	9%	2%
TrustPower	104	49%	18%	14%	16%	3%
Meridian Energy	86	37%	26%	20%	14%	3%
MONTHLY SPEND ON POWER						
< $100 a month	146	49%	24%	15%	10%	2%
$100-$200	561	34%	31%	20%	12%	3%
$201-$300	230	43%	28%	17%	10%	2%
> $300 a month	55	45%	18%	18%	13%	6%
No gas	689	41%	28%	18%	10%	3%
Gas provider same as electricity supplier	132	31%	34%	18%	15%	2%
Gas provider NOT same as electricity supplier	173	35%	27%	20%	15%	3%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS						
Yes	279	22%	37%	25%	14%	2%
No/ Unsure	721	46%	25%	15%	11%	3%

NUMBER OF ELECTRICITY COMPANIES YOU HAVE APPROACHED ABOUT SWITCHING

How many different retail electricity companies have you approached about switching in the past two years?
ban1 by q7

	Base	0	1	2	3 or more	Unsure
All	1000	76%	14%	5%	4%	1%
AREA						
Auckland	324	77%	13%	5%	4%	1%
Christchurch	109	70%	15%	7%	8%	0%
Wellington	102	70%	15%	10%	2%	3%
Provincial (NI)	332	77%	16%	4%	3%	0%
Provincial (SI)	133	77%	14%	5%	3%	1%
NETWORK						
Vector	310	79%	13%	4%	3%	1%
Orion	104	68%	15%	8%	9%	0%
Eastland Networks	51	86%	10%	2%	0%	2%
Unsion	44	70%	16%	5%	9%	0%
Powerco	95	72%	18%	7%	3%	0%
WEL Networks	55	84%	14%	2%	0%	0%
Wellington Electricity Lines	102	70%	15%	10%	2%	3%
Gender						
Male	480	73%	15%	6%	5%	1%
Female	520	79%	14%	4%	2%	1%
AGE GROUP						
18-29	98	72%	16%	8%	2%	2%
30-44	407	72%	15%	6%	6%	1%
45-59	274	78%	15%	4%	3%	0%
60 plus	221	83%	11%	5%	1%	0%
HOUSEHOLD INCOME						
$30,000 or less	149	80%	13%	6%	1%	0%
$30,001-50,000	177	77%	15%	3%	4%	1%
$50,001-70,000	139	76%	13%	7%	2%	2%
$70,001-100,000	182	76%	14%	4%	5%	1%
More than $100,000	218	69%	17%	7%	7%	0%
NZ Maori	97	74%	16%	5%	3%	2%
Pacific Island	43	72%	14%	12%	2%	0%
Asian	73	66%	21%	8%	1%	4%
ELECTRICITY COMPANY:						
Genesis/ Energy Online	256	75%	13%	7%	4%	1%
Mercury Energy	225	77%	13%	4%	5%	1%
Contact/ Empower	242	74%	17%	5%	3%	1%
TrustPower	104	83%	9%	3%	3%	2%
Meridian Energy	86	78%	11%	6%	5%	0%
MONTHLY SPEND ON POWER						
< $100 a month	146	81%	14%	4%	1%	0%
$100-$200	561	73%	15%	7%	4%	1%
$201-$300	230	78%	15%	4%	3%	0%
> $300 a month	55	76%	11%	6%	7%	0%
No gas	689	77%	12%	6%	4%	1%
Gas provider same as electricity supplier	132	67%	24%	6%	3%	0%
Gas provider NOT same as electricity supplier	173	79%	14%	5%	2%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS						
Yes	279	58%	29%	7%	6%	0%
No/ Unsure	721	83%	9%	5%	2%	1%

VISITED A PRICE COMPARISON WEBSITE

In the past two years, have you visited a price comparison website to compare what you pay with what another retail supplier charges?
ban1 by q8

	Base	Yes	No	Unsure
All	1000	28%	72%	0%
AREA				
Auckland	324	24%	75%	1%
Christchurch	109	28%	71%	1%
Wellington	102	33%	67%	0%
Provincial (NI)	332	28%	72%	0%
Provincial (SI)	133	32%	68%	0%
NETWORK				
Vector	310	24%	75%	1%
Orion	104	28%	71%	1%
Eastland Networks	51	20%	80%	0%
Unsion	44	30%	70%	0%
Powerco	95	37%	62%	1%
WEL Networks	55	25%	75%	0%
Wellington Electricity Lines	102	33%	67%	0%
Gender				
Male	480	33%	66%	1%
Female	520	22%	77%	1%
AGE GROUP				
18-29	98	29%	70%	1%
30-44	407	31%	68%	1%
45-59	274	26%	74%	0%
60 plus	221	23%	76%	1%
HOUSEHOLD INCOME				
$30,000 or less	149	13%	87%	0%
$30,001-50,000	177	26%	72%	2%
$50,001-70,000	139	32%	67%	1%
$70,001-100,000	182	30%	70%	0%
More than $100,000	218	39%	61%	0%
NZ Maori	97	22%	77%	1%
Pacific Island	43	9%	91%	0%
Asian	73	29%	70%	1%
ELECTRICITY COMPANY:				
Genesis/ Energy Online	256	27%	73%	0%
Mercury Energy	225	27%	72%	1%
Contact/ Empower	242	28%	71%	1%
TrustPower	104	24%	76%	0%
Meridian Energy	86	27%	72%	1%
MONTHLY SPEND ON POWER				
< $100 a month	146	22%	78%	0%
$100-$200	561	28%	71%	1%
$201-$300	230	32%	67%	1%
> $300 a month	55	24%	76%	0%
No gas	689	25%	74%	1%
Gas provider same as electricity supplier	132	37%	63%	0%
Gas provider NOT same as electricity supplier	173	33%	67%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS				
Yes	279	41%	59%	0%
No/ Unsure	721	22%	77%	1%

ACTION TAKEN AFTER VISITING PRICE COMPARISON WEBSITE

Please tell me which one of the following statements best describes what you decided to do?
ban1 by q8a

	Base	We took no further action nor do we intend to switch in the next 12 months	We have not switched, but we intend to do so in the next 12 months	We switched, but not to the cheapest supplier according to the site	We switched to the cheapest site supplier according to the site	Other	Unsure
All	276	54%	17%	5%	19%	3%	2%
AREA							
Auckland	76	57%	21%	1%	13%	4%	4%
Christchurch	31	52%	3%	10%	29%	6%	0%
Wellington	34	47%	15%	9%	23%	6%	0%
Provincial (NI)	93	47%	22%	6%	22%	1%	2%
Provincial (SI)	42	69%	12%	3%	14%	2%	0%
NETWORK							
Vector	74	57%	22%	0%	13%	4%	4%
Orion	29	48%	4%	10%	31%	7%	0%
Eastland Networks	10	50%	20%	10%	10%	10%	0%
Unsion	13	54%	0%	0%	46%	0%	0%
Powerco	35	43%	26%	8%	20%	0%	3%
WEL Networks	14	43%	14%	0%	36%	0%	7%
Wellington Electricity Lines	34	47%	15%	9%	23%	6%	0%
Gender							
Male	160	57%	14%	5%	18%	4%	2%
Female	116	49%	21%	5%	21%	2%	2%
AGE GROUP							
18-29	28	46%	21%	4%	25%	4%	0%
30-44	127	47%	22%	6%	21%	2%	2%
45-59	71	62%	16%	3%	15%	4%	0%
60 plus	50	62%	4%	6%	16%	6%	6%
HOUSEHOLD INCOME							
$30,000 or less	20	40%	30%	0%	30%	0%	0%
$30,001-50,000	46	35%	26%	9%	20%	6%	4%
$50,001-70,000	44	59%	7%	2%	30%	2%	0%
$70,001-100,000	54	65%	15%	2%	13%	2%	3%
More than $100,000	85	53%	18%	8%	19%	2%	0%
NZ Maori	21	43%	19%	0%	28%	5%	5%
Pacific Island	4	75%	0%	0%	25%	0%	0%
Asian	21	38%	33%	0%	29%	0%	0%
ELECTRICITY COMPANY:							
Genesis/ Energy Online	68	57%	12%	4%	24%	2%	1%
Mercury Energy	60	50%	23%	5%	13%	7%	2%
Contact/ Empower	68	54%	22%	3%	15%	3%	3%
TrustPower	25	76%	12%	0%	8%	4%	0%
Meridian Energy	23	44%	13%	13%	26%	4%	0%
MONTHLY SPEND ON POWER							
< $100 a month	32	47%	13%	3%	28%	6%	3%
$100-$200	155	50%	17%	6%	20%	4%	3%
$201-$300	74	64%	16%	5%	14%	1%	0%
> $300 a month	13	54%	31%	0%	15%	0%	0%
No gas	170	55%	19%	5%	16%	3%	2%
Gas provider same as electricity supplier	49	59%	10%	4%	23%	2%	2%
Gas provider NOT same as electricity supplier	57	44%	18%	5%	26%	7%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	113	32%	11%	11%	38%	4%	4%
No/ Unsure	163	69%	21%	1%	6%	2%	1%

AWARENESS OF THE 'POWERSWITCH' PRICE COMPARISON WEBSITE

Are you aware of a consumer price comparison website called Powerswitch?
ban1 by q9

	Base	Yes	No	Unsure
All	1000	29%	70%	1%
AREA				
Auckland	324	21%	76%	3%
Christchurch	109	40%	59%	1%
Wellington	102	45%	55%	0%
Provincial (NI)	332	28%	71%	1%
Provincial (SI)	133	28%	71%	1%
NETWORK				
Vector	310	22%	75%	3%
Orion	104	40%	59%	1%
Eastland Networks	51	29%	71%	0%
Unsion	44	27%	71%	2%
Powerco	95	30%	68%	2%
WEL Networks	55	27%	71%	2%
Wellington Electricity Lines	102	45%	55%	0%
Gender				
Male	480	30%	69%	1%
Female	520	27%	71%	2%
AGE GROUP				
18-29	98	30%	70%	0%
30-44	407	28%	70%	2%
45-59	274	30%	69%	1%
60 plus	221	30%	68%	2%
HOUSEHOLD INCOME				
$30,000 or less	149	24%	75%	1%
$30,001-50,000	177	25%	74%	1%
$50,001-70,000	139	30%	68%	2%
$70,001-100,000	182	34%	63%	3%
More than $100,000	218	34%	65%	1%
NZ Maori	97	21%	77%	2%
Pacific Island	43	16%	84%	0%
Asian	73	23%	77%	0%
ELECTRICITY COMPANY:				
Genesis/ Energy Online	256	26%	73%	1%
Mercury Energy	225	29%	69%	2%
Contact/ Empower	242	27%	71%	2%
TrustPower	104	34%	66%	0%
Meridian Energy	86	35%	64%	1%
MONTHLY SPEND ON POWER				
< $100 a month	146	34%	66%	0%
$100-$200	561	28%	70%	2%
$201-$300	230	26%	73%	1%
> $300 a month	55	29%	69%	2%
No gas	689	28%	71%	1%
Gas provider same as electricity supplier	132	33%	66%	1%
Gas provider NOT same as electricity supplier	173	31%	67%	2%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS				
Yes	279	39%	60%	1%
No/ Unsure	721	25%	73%	2%

VISITED THE 'POWERSWITCH' PRICE COMPARISON WEBSITE

Have you ever visited Powerswitch?
ban1 by q9a

	Base	Yes	No	Unsure
All	289	50%	48%	2%
AREA				
Auckland	70	48%	49%	3%
Christchurch	44	48%	48%	4%
Wellington	46	63%	35%	2%
Provincial (NI)	91	47%	52%	1%
Provincial (SI)	38	42%	58%	0%
NETWORK				
Vector	67	49%	48%	3%
Orion	42	50%	45%	5%
Eastland Networks	15	40%	60%	0%
Unsion	12	58%	42%	0%
Powerco	28	46%	50%	4%
WEL Networks	15	40%	60%	0%
Wellington Electricity Lines	46	63%	35%	2%
Gender				
Male	146	58%	40%	2%
Female	143	41%	57%	2%
AGE GROUP				
18-29	29	62%	38%	0%
30-44	114	52%	47%	1%
45-59	81	47%	49%	4%
60 plus	65	43%	54%	3%
HOUSEHOLD INCOME				
$30,000 or less	35	34%	66%	0%
$30,001-50,000	44	34%	64%	2%
$50,001-70,000	42	57%	38%	5%
$70,001-100,000	62	50%	48%	2%
More than $100,000	75	60%	39%	1%
NZ Maori	20	55%	45%	0%
Pacific Island	7	29%	71%	0%
Asian	17	53%	41%	6%
ELECTRICITY COMPANY:				
Genesis/ Energy Online	66	47%	50%	3%
Mercury Energy	65	57%	40%	3%
Contact/ Empower	65	54%	45%	1%
TrustPower	35	29%	68%	3%
Meridian Energy	30	47%	53%	0%
MONTHLY SPEND ON POWER				
< $100 a month	49	43%	55%	2%
$100-$200	159	52%	45%	3%
$201-$300	60	55%	45%	0%
> $300 a month	16	31%	69%	0%
No gas	191	46%	53%	1%
Gas provider same as electricity supplier	44	61%	39%	0%
Gas provider NOT same as electricity supplier	53	53%	40%	7%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS				
Yes	109	61%	36%	3%
No/ Unsure	180	42%	56%	2%

LIKELIHOOD OF VISITING AN INDEPENDENT WEBSITE THAT COULD TELL YOU THE LOWEST COST RETAIL ELECTRICITY SUPPLIER TO MEET YOUR HOUSEHOLD NEEDS

Using a 1-5 scale where 1 means very likely, and 5 not at all likely, how likely would you be to visit an independent website that could tell you the lowest cost retail electricity supplier to meet your household needs?
ban1 by q10

	Base	1 Very likely	2	3	4	5 Not at all likely	Unsure
All	718	29%	15%	16%	10%	29%	1%
AREA							
Auckland	244	32%	16%	13%	9%	30%	0%
Christchurch	77	25%	18%	22%	9%	26%	0%
Wellington	68	28%	13%	18%	13%	26%	2%
Provincial (NI)	238	27%	14%	17%	8%	32%	2%
Provincial (SI)	91	32%	15%	11%	12%	25%	5%
NETWORK							
Vector	232	32%	17%	13%	8%	29%	1%
Orion	74	24%	19%	22%	9%	26%	0%
Eastland Networks	41	34%	7%	12%	10%	34%	3%
Unsion	31	32%	10%	22%	10%	26%	0%
Powerco	59	27%	19%	15%	5%	32%	2%
WEL Networks	41	24%	15%	17%	15%	27%	2%
Wellington Electricity Lines	68	28%	13%	18%	13%	26%	2%
Gender							
Male	316	30%	18%	15%	10%	26%	1%
Female	402	28%	13%	16%	9%	32%	2%
AGE GROUP							
18-29	69	38%	19%	17%	12%	14%	0%
30-44	277	35%	17%	20%	10%	17%	1%
45-59	203	29%	15%	13%	8%	35%	0%
60 plus	169	17%	11%	12%	9%	48%	3%
HOUSEHOLD INCOME							
$30,000 or less	129	30%	12%	11%	6%	39%	2%
$30,001-50,000	128	31%	12%	18%	8%	30%	1%
$50,001-70,000	93	29%	18%	21%	13%	18%	1%
$70,001-100,000	128	35%	14%	14%	13%	23%	1%
More than $100,000	133	31%	23%	14%	8%	23%	1%
NZ Maori	75	31%	15%	8%	17%	28%	1%
Pacific Island	39	46%	13%	10%	5%	26%	0%
Asian	51	41%	21%	16%	8%	10%	4%
ELECTRICITY COMPANY:							
Genesis/ Energy Online	187	26%	13%	18%	12%	30%	1%
Mercury Energy	163	34%	17%	13%	8%	27%	1%
Contact/ Empower	172	34%	15%	11%	12%	27%	1%
TrustPower	79	25%	14%	13%	10%	32%	6%
Meridian Energy	62	24%	21%	28%	3%	24%	0%
MONTHLY SPEND ON POWER							
< $100 a month	114	19%	11%	16%	7%	45%	2%
$100-$200	401	29%	16%	15%	10%	28%	2%
$201-$300	155	37%	14%	17%	11%	21%	0%
> $300 a month	42	29%	24%	14%	7%	21%	5%
No gas	514	30%	15%	15%	9%	30%	1%
Gas provider same as electricity supplier	83	27%	12%	19%	10%	31%	1%
Gas provider NOT same as electricity supplier	116	31%	21%	16%	9%	20%	3%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	165	34%	16%	18%	4%	27%	1%
No/ Unsure	553	28%	15%	15%	11%	30%	1%

CONSUMER BEHAVIOUR

Which of the following statements most closely describes your behaviour as a consumer?
ban1 by q12

	Base	I generally stick with the same companies that provide me with products and services	I generally stick with the same companies unless I have a poor service experience or their prices go up sharply and then I look around	I change companies often and will almost always take a better deal if that comes along	Depends/ Other	Unsure
All	1000	21%	70%	8%	1%	0%
AREA						
Auckland	324	21%	69%	9%	1%	0%
Christchurch	109	20%	76%	4%	0%	0%
Wellington	102	21%	73%	6%	0%	0%
Provincial (NI)	332	18%	71%	10%	0%	1%
Provincial (SI)	133	29%	65%	5%	1%	0%
NETWORK						
Vector	310	22%	68%	9%	1%	0%
Orion	104	21%	75%	4%	0%	0%
Eastland Networks	51	21%	65%	14%	0%	0%
Unsion	44	14%	77%	7%	0%	2%
Powerco	95	14%	73%	12%	1%	0%
WEL Networks	55	25%	62%	13%	0%	0%
Wellington Electricity Lines	102	21%	73%	6%	0%	0%
Gender						
Male	480	19%	72%	9%	0%	0%
Female	520	24%	69%	6%	1%	0%
AGE GROUP						
18-29	98	17%	74%	9%	0%	0%
30-44	407	17%	73%	9%	1%	0%
45-59	274	19%	72%	7%	1%	1%
60 plus	221	33%	62%	5%	0%	0%
HOUSEHOLD INCOME						
$30,000 or less	149	38%	52%	9%	0%	1%
$30,001-50,000	177	23%	64%	11%	1%	1%
$50,001-70,000	139	16%	78%	6%	0%	0%
$70,001-100,000	182	14%	79%	7%	0%	0%
More than $100,000	218	13%	81%	6%	0%	0%
NZ Maori	97	29%	62%	8%	1%	0%
Pacific Island	43	28%	53%	19%	0%	0%
Asian	73	19%	58%	23%	0%	0%
ELECTRICITY COMPANY:						
Genesis/ Energy Online	256	22%	70%	8%	0%	0%
Mercury Energy	225	20%	73%	7%	0%	0%
Contact/ Empower	242	18%	71%	10%	1%	0%
TrustPower	104	28%	67%	5%	0%	0%
Meridian Energy	86	21%	76%	3%	0%	0%
MONTHLY SPEND ON POWER						
< $100 a month	146	35%	57%	8%	0%	0%
$100-$200	561	19%	72%	8%	1%	0%
$201-$300	230	19%	74%	6%	1%	0%
> $300 a month	55	20%	73%	7%	0%	0%
No gas	689	22%	69%	8%	1%	0%
Gas provider same as electricity supplier	132	20%	70%	9%	1%	0%
Gas provider NOT same as electricity supplier	173	16%	76%	8%	0%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS						
Yes	279	13%	74%	13%	0%	0%
No/ Unsure	721	24%	69%	6%	1%	0%

SATISFACTION WITH ELECTRICITY COMPANY - VALUE FOR MONEY

Using a 1-5 scale where 1 means - very satisfied, and 5 - not at all satisfied, how satisfied are you with your retail electricity company on the following?

Value for money
ban1 by q3_1

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	1000	18%	26%	28%	14%	11%	3%
AREA							
Auckland	324	15%	26%	29%	16%	11%	3%
Christchurch	109	28%	28%	20%	11%	10%	3%
Wellington	102	14%	22%	33%	12%	12%	7%
Provincial (NI)	332	20%	26%	27%	11%	13%	3%
Provincial (SI)	133	14%	27%	26%	23%	9%	1%
NETWORK							
Vector	310	16%	26%	29%	15%	11%	3%
Orion	104	28%	28%	21%	11%	10%	2%
Eastland Networks	51	27%	24%	27%	8%	10%	4%
Unsion	44	30%	27%	20%	9%	5%	9%
Powerco	95	23%	24%	25%	13%	14%	1%
WEL Networks	55	13%	31%	35%	5%	14%	2%
Wellington Electricity Lines	102	14%	22%	33%	12%	12%	7%
Gender							
Male	480	18%	27%	26%	13%	13%	3%
Female	520	18%	25%	29%	15%	10%	3%
AGE GROUP							
18-29	98	16%	33%	34%	7%	9%	1%
30-44	407	15%	26%	32%	15%	10%	2%
45-59	274	16%	24%	25%	16%	14%	5%
60 plus	221	26%	26%	20%	13%	10%	5%
HOUSEHOLD INCOME							
$30,000 or less	149	28%	25%	25%	9%	10%	3%
$30,001-50,000	177	19%	29%	27%	12%	10%	3%
$50,001-70,000	139	16%	27%	26%	17%	10%	4%
$70,001-100,000	182	15%	29%	27%	13%	13%	3%
More than $100,000	218	14%	22%	31%	19%	12%	2%
NZ Maori	97	21%	23%	32%	14%	10%	0%
Pacific Island	43	28%	21%	32%	7%	12%	0%
Asian	73	16%	33%	32%	10%	8%	1%
ELECTRICITY COMPANY:							
Genesis/ Energy Online	256	21%	28%	25%	10%	12%	4%
Mercury Energy	225	15%	27%	28%	16%	11%	3%
Contact/ Empower	242	17%	24%	29%	18%	10%	2%
TrustPower	104	15%	29%	25%	15%	14%	2%
Meridian Energy	86	14%	28%	39%	9%	8%	2%
MONTHLY SPEND ON POWER							
< $100 a month	146	34%	31%	21%	7%	5%	2%
$100-$200	561	18%	27%	29%	13%	10%	3%
$201-$300	230	9%	22%	29%	22%	15%	3%
> $300 a month	55	15%	16%	24%	13%	27%	5%
No gas	689	18%	26%	27%	15%	11%	3%
Gas provider same as electricity supplier	132	20%	27%	25%	16%	9%	3%
Gas provider NOT same as electricity supplier	173	15%	26%	30%	10%	14%	5%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	279	22%	30%	22%	16%	9%	1%
No/ Unsure	721	17%	24%	30%	13%	12%	4%

SATISFACTION WITH ELECTRICITY COMPANY - GENERAL OVERALL SERVICE

Using a 1-5 scale where 1 means - very satisfied, and 5 - not at all satisfied, how satisfied are you with your retail electricity company on the following?

General overall service
ban1 by q3_2

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	1000	25%	34%	25%	10%	5%	1%
AREA							
Auckland	324	23%	32%	31%	8%	5%	1%
Christchurch	109	40%	31%	19%	6%	2%	2%
Wellington	102	15%	42%	27%	9%	7%	0%
Provincial (NI)	332	26%	36%	20%	11%	5%	2%
Provincial (SI)	133	26%	29%	25%	15%	4%	1%
NETWORK							
Vector	310	24%	32%	31%	7%	6%	0%
Orion	104	38%	31%	20%	7%	2%	2%
Eastland Networks	51	37%	33%	12%	10%	8%	0%
Unsion	44	34%	39%	18%	4%	0%	5%
Powerco	95	26%	39%	17%	13%	4%	1%
WEL Networks	55	11%	47%	27%	7%	6%	2%
Wellington Electricity Lines	102	15%	42%	27%	9%	7%	0%
Gender							
Male	480	23%	38%	23%	10%	5%	1%
Female	520	28%	31%	27%	9%	4%	1%
AGE GROUP							
18-29	98	26%	41%	19%	9%	4%	1%
30-44	407	22%	35%	26%	11%	5%	1%
45-59	274	25%	35%	25%	9%	5%	1%
60 plus	221	33%	29%	23%	8%	5%	2%
HOUSEHOLD INCOME							
$30,000 or less	149	39%	29%	19%	7%	6%	0%
$30,001-50,000	177	23%	35%	26%	11%	2%	3%
$50,001-70,000	139	23%	37%	22%	11%	7%	0%
$70,001-100,000	182	23%	37%	25%	11%	4%	0%
More than $100,000	218	19%	35%	29%	12%	3%	2%
NZ Maori	97	25%	27%	33%	8%	6%	1%
Pacific Island	43	30%	25%	28%	12%	5%	0%
Asian	73	28%	34%	22%	12%	4%	0%
ELECTRICITY COMPANY:							
Genesis/ Energy Online	256	23%	39%	23%	9%	4%	2%
Mercury Energy	225	23%	34%	32%	7%	4%	0%
Contact/ Empower	242	26%	33%	26%	9%	5%	1%
TrustPower	104	34%	29%	21%	11%	5%	0%
Meridian Energy	86	27%	34%	24%	9%	4%	2%
MONTHLY SPEND ON POWER							
< $100 a month	146	40%	30%	18%	7%	5%	0%
$100-$200	561	26%	35%	23%	10%	4%	2%
$201-$300	230	17%	35%	30%	11%	7%	0%
> $300 a month	55	20%	25%	35%	13%	5%	2%
No gas	689	27%	33%	26%	9%	4%	1%
Gas provider same as electricity supplier	132	24%	41%	20%	11%	4%	0%
Gas provider NOT same as electricity supplier	173	21%	34%	24%	10%	8%	3%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	279	23%	39%	22%	9%	5%	2%
No/ Unsure	721	26%	32%	26%	10%	5%	1%

SATISFACTION WITH ELECTRICITY COMPANY - ITS COMMITMENT TO YOUR LOCAL COMMUNITY

Using a 1-5 scale where 1 means - very satisfied, and 5 - not at all satisfied, how satisfied are you with your retail electricity company on the following?

Its commitment to your local community
ban1 by q3_3

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	1000	16%	16%	26%	11%	7%	24%
AREA							
Auckland	324	14%	13%	28%	11%	5%	29%
Christchurch	109	16%	17%	24%	13%	2%	28%
Wellington	102	12%	11%	31%	14%	6%	26%
Provincial (NI)	332	20%	17%	23%	9%	9%	22%
Provincial (SI)	133	15%	23%	26%	11%	8%	17%
NETWORK							
Vector	310	15%	13%	29%	11%	5%	27%
Orion	104	16%	18%	25%	14%	2%	25%
Eastland Networks	51	45%	8%	23%	4%	10%	10%
Unsion	44	27%	25%	11%	14%	5%	18%
Powerco	95	17%	12%	22%	13%	8%	28%
WEL Networks	55	9%	24%	22%	7%	9%	29%
Wellington Electricity Lines	102	12%	11%	31%	14%	6%	26%
Gender							
Male	480	16%	17%	25%	11%	8%	23%
Female	520	17%	15%	26%	11%	5%	26%
AGE GROUP							
18-29	98	20%	10%	27%	6%	6%	31%
30-44	407	13%	17%	27%	14%	6%	23%
45-59	274	17%	16%	26%	11%	7%	23%
60 plus	221	20%	16%	23%	8%	7%	26%
HOUSEHOLD INCOME							
$30,000 or less	149	23%	17%	23%	7%	5%	25%
$30,001-50,000	177	20%	13%	28%	15%	7%	17%
$50,001-70,000	139	16%	18%	27%	11%	6%	22%
$70,001-100,000	182	12%	19%	24%	12%	6%	27%
More than $100,000	218	9%	13%	33%	15%	8%	22%
NZ Maori	97	14%	17%	20%	13%	10%	26%
Pacific Island	43	30%	12%	30%	7%	5%	16%
Asian	73	22%	18%	32%	12%	1%	15%
ELECTRICITY COMPANY:							
Genesis/ Energy Online	256	17%	18%	22%	9%	7%	27%
Mercury Energy	225	15%	16%	30%	9%	5%	25%
Contact/ Empower	242	14%	11%	27%	15%	7%	26%
TrustPower	104	30%	23%	19%	6%	8%	14%
Meridian Energy	86	15%	16%	30%	13%	3%	23%
MONTHLY SPEND ON POWER							
< $100 a month	146	23%	13%	25%	11%	4%	24%
$100-$200	561	16%	17%	27%	9%	5%	26%
$201-$300	230	13%	16%	24%	17%	9%	21%
> $300 a month	55	14%	9%	25%	15%	13%	24%
No gas	689	17%	16%	26%	11%	6%	24%
Gas provider same as electricity supplier	132	14%	17%	24%	10%	7%	28%
Gas provider NOT same as electricity supplier	173	14%	15%	28%	14%	8%	21%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	279	8%	16%	27%	13%	5%	31%
No/ Unsure	721	19%	16%	26%	10%	7%	22%

SATISFACTION WITH ELECTRICITY COMPANY - THE PROVISION OF EXTRA SERVICES LIKE ONLINE POWER USAGE INFORMATION, FLYBUYS, OTHER LOYALTY REWARDS

Using a 1-5 scale where 1 means - very satisfied, and 5 - not at all satisfied, how satisfied are you with your retail electricity company on the following?

The provision of extra services like online power usage information, FlyBuys, other loyalty rewards
ban1 by q3_4

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	1000	19%	23%	27%	11%	7%	13%
AREA							
Auckland	324	17%	23%	28%	13%	8%	11%
Christchurch	109	31%	14%	31%	6%	2%	16%
Wellington	102	16%	19%	35%	8%	8%	14%
Provincial (NI)	332	19%	26%	22%	11%	8%	14%
Provincial (SI)	133	16%	27%	26%	14%	6%	11%
NETWORK							
Vector	310	17%	23%	29%	13%	8%	10%
Orion	104	31%	14%	33%	7%	2%	13%
Eastland Networks	51	31%	29%	18%	4%	6%	12%
Unsion	44	21%	39%	11%	11%	7%	11%
Powerco	95	13%	22%	23%	16%	7%	19%
WEL Networks	55	13%	25%	36%	6%	7%	13%
Wellington Electricity Lines	102	16%	19%	35%	8%	8%	14%
Gender							
Male	480	18%	23%	27%	11%	8%	13%
Female	520	20%	23%	27%	12%	6%	12%
AGE GROUP							
18-29	98	31%	20%	26%	15%	4%	4%
30-44	407	17%	28%	28%	12%	6%	9%
45-59	274	17%	21%	28%	11%	9%	14%
60 plus	221	20%	19%	25%	10%	6%	20%
HOUSEHOLD INCOME							
$30,000 or less	149	32%	17%	24%	6%	8%	13%
$30,001-50,000	177	16%	23%	30%	15%	6%	10%
$50,001-70,000	139	19%	24%	28%	8%	5%	16%
$70,001-100,000	182	15%	27%	25%	16%	4%	13%
More than $100,000	218	15%	24%	29%	12%	10%	10%
NZ Maori	97	26%	26%	21%	9%	9%	9%
Pacific Island	43	21%	26%	23%	9%	14%	7%
Asian	73	21%	19%	32%	12%	5%	11%
ELECTRICITY COMPANY:							
Genesis/ Energy Online	256	15%	27%	29%	11%	5%	13%
Mercury Energy	225	16%	18%	30%	15%	10%	11%
Contact/ Empower	242	27%	28%	21%	10%	5%	9%
TrustPower	104	22%	28%	21%	11%	6%	12%
Meridian Energy	86	15%	13%	39%	9%	8%	16%
MONTHLY SPEND ON POWER							
< $100 a month	146	27%	20%	23%	7%	5%	18%
$100-$200	561	19%	24%	25%	11%	8%	13%
$201-$300	230	11%	25%	34%	16%	7%	7%
> $300 a month	55	25%	20%	29%	11%	4%	11%
No gas	689	20%	24%	26%	12%	6%	12%
Gas provider same as electricity supplier	132	19%	26%	26%	9%	6%	14%
Gas provider NOT same as electricity supplier	173	12%	19%	32%	12%	10%	15%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	279	18%	24%	26%	10%	9%	13%
No/ Unsure	721	20%	23%	27%	12%	6%	12%

SATISFACTION WITH ELECTRICITY COMPANY - CONDUCTING ACTUAL METER READINGS NOT ESTIMATES

Using a 1-5 scale where 1 means - very satisfied, and 5 - not at all satisfied, how satisfied are you with your retail electricity company on the following?

Conducting actual meter readings not estimates
ban1 by q3_5

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	1000	30%	26%	21%	9%	8%	6%
AREA							
Auckland	324	29%	25%	21%	11%	8%	6%
Christchurch	109	41%	19%	15%	7%	6%	12%
Wellington	102	22%	34%	23%	10%	10%	1%
Provincial (NI)	332	30%	25%	22%	9%	8%	6%
Provincial (SI)	133	30%	31%	18%	11%	8%	2%
NETWORK							
Vector	310	29%	25%	22%	9%	8%	7%
Orion	104	39%	20%	15%	6%	7%	13%
Eastland Networks	51	25%	35%	16%	2%	12%	10%
Unsion	44	43%	23%	18%	11%	5%	0%
Powerco	95	33%	22%	22%	10%	8%	5%
WEL Networks	55	16%	22%	29%	9%	13%	11%
Wellington Electricity Lines	102	22%	34%	23%	10%	10%	1%
Gender							
Male	480	31%	27%	19%	8%	9%	6%
Female	520	29%	25%	22%	11%	7%	6%
AGE GROUP							
18-29	98	30%	23%	25%	9%	9%	4%
30-44	407	28%	28%	19%	12%	7%	6%
45-59	274	29%	27%	21%	9%	10%	4%
60 plus	221	35%	23%	21%	6%	7%	8%
HOUSEHOLD INCOME							
$30,000 or less	149	37%	22%	21%	5%	8%	7%
$30,001-50,000	177	31%	25%	24%	8%	7%	5%
$50,001-70,000	139	26%	29%	18%	14%	9%	4%
$70,001-100,000	182	27%	31%	19%	11%	5%	7%
More than $100,000	218	31%	20%	23%	12%	10%	4%
NZ Maori	97	24%	19%	28%	7%	11%	11%
Pacific Island	43	21%	14%	28%	12%	18%	7%
Asian	73	33%	26%	18%	10%	8%	5%
ELECTRICITY COMPANY:							
Genesis/ Energy Online	256	29%	26%	21%	9%	8%	7%
Mercury Energy	225	38%	25%	18%	7%	5%	7%
Contact/ Empower	242	24%	28%	25%	9%	10%	4%
TrustPower	104	28%	29%	22%	9%	7%	5%
Meridian Energy	86	24%	26%	23%	14%	8%	5%
MONTHLY SPEND ON POWER							
< $100 a month	146	40%	22%	15%	9%	8%	6%
$100-$200	561	30%	27%	19%	10%	7%	7%
$201-$300	230	22%	28%	29%	8%	10%	3%
> $300 a month	55	36%	16%	26%	9%	9%	4%
No gas	689	32%	24%	21%	9%	8%	6%
Gas provider same as electricity supplier	132	28%	29%	23%	6%	10%	4%
Gas provider NOT same as electricity supplier	173	25%	29%	19%	12%	8%	7%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	279	30%	24%	19%	11%	9%	7%
No/ Unsure	721	30%	27%	21%	9%	8%	5%

SATISFACTION WITH POWERSWITCH - EASY TO USE

Using a 1-5 scale where 1 means very satisfied, and 5 not at all satisfied, how satisfied were you with the following aspects of Powerswitch?

Easy to use
ban1 by q9b_1

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	143	45%	35%	12%	4%	1%	3%
AREA							
Auckland	34	35%	41%	6%	6%	6%	6%
Christchurch	21	47%	24%	19%	5%	0%	5%
Wellington	29	38%	41%	10%	4%	0%	7%
Provincial (NI)	43	56%	30%	12%	2%	0%	0%
Provincial (SI)	16	44%	37%	19%	0%	0%	0%
NETWORK							
Vector	33	33%	43%	6%	6%	6%	6%
Orion	21	47%	24%	19%	5%	0%	5%
Eastland Networks	6	83%	17%	0%	0%	0%	0%
Unsion	7	57%	43%	0%	0%	0%	0%
Powerco	13	46%	31%	15%	8%	0%	0%
WEL Networks	6	17%	50%	33%	0%	0%	0%
Wellington Electricity Lines	29	38%	41%	10%	4%	0%	7%
Gender							
Male	84	44%	40%	11%	4%	0%	1%
Female	59	46%	27%	14%	3%	3%	7%
AGE GROUP							
18-29	18	56%	33%	11%	0%	0%	0%
30-44	59	37%	41%	14%	2%	3%	3%
45-59	38	47%	29%	13%	8%	0%	3%
60 plus	28	50%	32%	7%	4%	0%	7%
HOUSEHOLD INCOME							
$30,000 or less	12	50%	33%	17%	0%	0%	0%
$30,001-50,000	15	46%	27%	13%	7%	7%	0%
$50,001-70,000	24	42%	29%	17%	8%	0%	4%
$70,001-100,000	31	52%	36%	6%	0%	3%	3%
More than $100,000	45	42%	42%	9%	2%	0%	5%
NZ Maori	11	45%	55%	0%	0%	0%	0%
Pacific Island	2	0%	50%	0%	50%	0%	0%
Asian	9	44%	56%	0%	0%	0%	0%
ELECTRICITY COMPANY:							
Genesis/ Energy Online	31	48%	39%	7%	0%	0%	6%
Mercury Energy	37	38%	43%	8%	6%	0%	5%
Contact/ Empower	35	48%	29%	14%	0%	6%	3%
TrustPower	10	50%	40%	10%	0%	0%	0%
Meridian Energy	14	28%	36%	29%	7%	0%	0%
MONTHLY SPEND ON POWER							
< $100 a month	21	43%	33%	9%	10%	0%	5%
$100-$200	82	48%	32%	15%	2%	1%	2%
$201-$300	33	43%	42%	6%	0%	3%	6%
> $300 a month	5	40%	40%	20%	0%	0%	0%
No gas	88	46%	34%	11%	2%	2%	5%
Gas provider same as electricity supplier	27	45%	33%	11%	7%	0%	4%
Gas provider NOT same as electricity supplier	28	43%	39%	14%	4%	0%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	67	43%	31%	13%	6%	2%	5%
No/ Unsure	76	46%	38%	11%	1%	1%	3%

SATISFACTION WITH POWERSWITCH - PROVIDING YOU WITH THE INFORMATION YOU WANTED

Using a 1-5 scale where 1 means very satisfied, and 5 not at all satisfied, how satisfied were you with the following aspects of Powerswitch?

Providing you with the information you wanted
ban1 by q9b_2

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	143	41%	37%	13%	3%	1%	5%
AREA							
Auckland	34	26%	41%	12%	9%	3%	9%
Christchurch	21	43%	28%	24%	0%	0%	5%
Wellington	29	42%	38%	10%	0%	0%	10%
Provincial (NI)	43	49%	33%	14%	2%	2%	0%
Provincial (SI)	16	44%	50%	0%	6%	0%	0%
NETWORK							
Vector	33	24%	43%	12%	9%	3%	9%
Orion	21	43%	28%	24%	0%	0%	5%
Eastland Networks	6	83%	17%	0%	0%	0%	0%
Unsion	7	57%	29%	14%	0%	0%	0%
Powerco	13	46%	31%	23%	0%	0%	0%
WEL Networks	6	33%	33%	17%	17%	0%	0%
Wellington Electricity Lines	29	42%	38%	10%	0%	0%	10%
Gender							
Male	84	42%	38%	14%	1%	1%	4%
Female	59	39%	35%	10%	7%	2%	7%
AGE GROUP							
18-29	18	45%	44%	11%	0%	0%	0%
30-44	59	39%	34%	15%	7%	3%	2%
45-59	38	42%	37%	13%	3%	0%	5%
60 plus	28	39%	39%	7%	0%	0%	15%
HOUSEHOLD INCOME							
$30,000 or less	12	34%	33%	25%	0%	0%	8%
$30,001-50,000	15	40%	27%	20%	13%	0%	0%
$50,001-70,000	24	38%	42%	12%	4%	0%	4%
$70,001-100,000	31	45%	36%	13%	0%	3%	3%
More than $100,000	45	38%	47%	7%	2%	2%	4%
NZ Maori	11	46%	45%	9%	0%	0%	0%
Pacific Island	2	50%	50%	0%	0%	0%	0%
Asian	9	56%	22%	22%	0%	0%	0%
ELECTRICITY COMPANY:							
Genesis/ Energy Online	31	45%	39%	10%	0%	0%	6%
Mercury Energy	37	32%	38%	22%	3%	0%	5%
Contact/ Empower	35	43%	34%	6%	8%	6%	3%
TrustPower	10	40%	50%	0%	10%	0%	0%
Meridian Energy	14	43%	50%	7%	0%	0%	0%
MONTHLY SPEND ON POWER							
< $100 a month	21	47%	38%	5%	5%	0%	5%
$100-$200	82	45%	33%	16%	3%	1%	2%
$201-$300	33	27%	46%	9%	6%	3%	9%
> $300 a month	5	40%	40%	0%	0%	0%	20%
No gas	88	42%	34%	12%	5%	1%	6%
Gas provider same as electricity supplier	27	44%	30%	15%	4%	0%	7%
Gas provider NOT same as electricity supplier	28	32%	53%	11%	0%	4%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	67	40%	36%	13%	3%	2%	6%
No/ Unsure	76	41%	38%	12%	4%	1%	4%

SATISFACTION WITH POWERSWITCH - ACCURACY OF INFORMATION

Using a 1-5 scale where 1 means very satisfied, and 5 not at all satisfied, how satisfied were you with the following aspects of Powerswitch?

Accuracy of information
ban1 by q9b_3

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	143	32%	30%	18%	3%	2%	15%
AREA							
Auckland	34	20%	38%	18%	3%	6%	15%
Christchurch	21	43%	19%	19%	9%	0%	10%
Wellington	29	24%	38%	24%	0%	0%	14%
Provincial (NI)	43	42%	26%	14%	0%	2%	16%
Provincial (SI)	16	31%	25%	19%	6%	0%	19%
NETWORK							
Vector	33	18%	40%	18%	3%	6%	15%
Orion	21	43%	19%	19%	9%	0%	10%
Eastland Networks	6	50%	16%	0%	0%	17%	17%
Unsion	7	43%	29%	14%	0%	0%	14%
Powerco	13	46%	23%	16%	0%	0%	15%
WEL Networks	6	17%	33%	17%	0%	0%	33%
Wellington Electricity Lines	29	24%	38%	24%	0%	0%	14%
Gender							
Male	84	32%	33%	18%	4%	1%	12%
Female	59	32%	25%	19%	2%	3%	19%
AGE GROUP							
18-29	18	28%	44%	17%	0%	0%	11%
30-44	59	29%	34%	17%	2%	3%	15%
45-59	38	42%	21%	13%	8%	3%	13%
60 plus	28	28%	25%	29%	0%	0%	18%
HOUSEHOLD INCOME							
$30,000 or less	12	17%	8%	50%	8%	0%	17%
$30,001-50,000	15	33%	27%	20%	0%	13%	7%
$50,001-70,000	24	29%	29%	29%	0%	0%	13%
$70,001-100,000	31	39%	29%	13%	6%	3%	10%
More than $100,000	45	31%	40%	7%	2%	0%	20%
NZ Maori	11	46%	27%	0%	0%	9%	18%
Pacific Island	2	50%	50%	0%	0%	0%	0%
Asian	9	34%	33%	33%	0%	0%	0%
ELECTRICITY COMPANY:							
Genesis/ Energy Online	31	32%	36%	13%	3%	3%	13%
Mercury Energy	37	24%	19%	27%	3%	0%	27%
Contact/ Empower	35	31%	37%	12%	3%	6%	11%
TrustPower	10	40%	30%	20%	0%	0%	10%
Meridian Energy	14	36%	29%	21%	7%	0%	7%
MONTHLY SPEND ON POWER							
< $100 a month	21	33%	19%	24%	5%	0%	19%
$100-$200	82	35%	33%	18%	0%	3%	11%
$201-$300	33	27%	34%	15%	9%	3%	12%
> $300 a month	5	20%	20%	0%	0%	0%	60%
No gas	88	30%	28%	17%	5%	2%	18%
Gas provider same as electricity supplier	27	33%	22%	26%	0%	0%	19%
Gas provider NOT same as electricity supplier	28	39%	43%	14%	0%	4%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	67	31%	33%	16%	2%	3%	15%
No/ Unsure	76	33%	28%	20%	4%	1%	14%

USEFULNESS: AN INDEPENDENT CONSUMER WEBSITE

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

An independent consumer website
ban1 by q11_1

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	8%	6%	4%	5%	3%	13%	5%	8%	15%	9%	21%	3%	6.2
AREA														
Auckland	324	8%	4%	2%	6%	4%	12%	4%	11%	15%	9%	21%	4%	6.4
Christchurch	109	9%	7%	6%	2%	3%	11%	6%	7%	20%	8%	20%	1%	6.2
Wellington	102	7%	0%	2%	4%	3%	13%	3%	10%	12%	11%	32%	3%	7.2
Provincial (NI)	332	10%	8%	4%	5%	3%	15%	4%	7%	13%	8%	20%	3%	5.8
Provincial (SI)	133	6%	5%	8%	5%	4%	11%	5%	8%	19%	8%	19%	2%	6.2
NETWORK														
Vector	310	8%	4%	2%	6%	4%	12%	4%	11%	15%	9%	21%	4%	6.4
Orion	104	8%	7%	7%	2%	2%	10%	6%	8%	20%	9%	20%	1%	6.2
Eastland Networks	51	2%	10%	8%	4%	2%	19%	2%	6%	12%	8%	23%	4%	6.2
Unsion	44	9%	11%	9%	2%	5%	9%	7%	9%	7%	9%	23%	0%	5.7
Powerco	95	10%	7%	4%	5%	2%	14%	5%	5%	15%	12%	18%	3%	6.0
WEL Networks	55	14%	7%	4%	7%	2%	22%	2%	9%	13%	2%	14%	4%	5.1
Wellington Electricity Lines	102	7%	0%	2%	4%	3%	13%	3%	10%	12%	11%	32%	3%	7.2
Gender														
Male	480	6%	5%	4%	4%	3%	13%	4%	9%	18%	9%	22%	3%	6.5
Female	520	10%	6%	4%	6%	4%	13%	5%	8%	12%	8%	21%	3%	6.0
AGE GROUP														
18-29	98	2%	1%	2%	5%	8%	17%	2%	9%	24%	7%	21%	2%	6.9
30-44	407	3%	4%	4%	6%	4%	13%	6%	12%	14%	10%	24%	0%	6.8
45-59	274	8%	8%	4%	5%	2%	13%	5%	7%	14%	9%	24%	1%	6.2
60 plus	221	22%	7%	5%	2%	2%	12%	3%	4%	14%	5%	15%	9%	4.9
HOUSEHOLD INCOME														
$30,000 or less	149	20%	7%	5%	3%	1%	11%	3%	3%	7%	6%	27%	7%	5.4
$30,001-50,000	177	12%	6%	5%	4%	5%	12%	3%	6%	14%	11%	20%	2%	5.8
$50,001-70,000	139	4%	4%	2%	9%	2%	12%	5%	9%	22%	9%	22%	0%	6.7
$70,001-100,000	182	3%	7%	3%	4%	5%	13%	4%	12%	19%	9%	20%	1%	6.6
More than $100,000	218	3%	4%	3%	4%	3%	15%	7%	12%	15%	10%	24%	0%	6.8
NZ Maori	97	7%	6%	3%	10%	5%	13%	6%	7%	9%	8%	24%	2%	6.1
Pacific Island	43	5%	2%	2%	2%	12%	16%	5%	5%	12%	2%	37%	0%	6.9
Asian	73	6%	6%	1%	5%	4%	18%	1%	12%	14%	10%	22%	1%	6.5
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	10%	5%	2%	5%	2%	14%	4%	8%	13%	9%	24%	4%	6.3
Mercury Energy	225	8%	5%	3%	4%	6%	13%	4%	11%	16%	8%	20%	2%	6.3
Contact/ Empower	242	7%	7%	5%	6%	3%	13%	5%	8%	14%	9%	20%	3%	6.2
TrustPower	104	8%	6%	8%	4%	2%	17%	5%	6%	14%	8%	18%	4%	5.9
Meridian Energy	86	8%	6%	5%	3%	5%	8%	7%	10%	20%	7%	21%	0%	6.3
MONTHLY SPEND ON POWER														
< $100 a month	146	16%	7%	2%	5%	7%	14%	1%	5%	10%	9%	15%	9%	5.3
$100-$200	561	7%	5%	5%	5%	3%	13%	4%	10%	15%	9%	22%	2%	6.3
$201-$300	230	6%	6%	3%	4%	2%	13%	8%	8%	17%	7%	25%	1%	6.6
> $300 a month	55	9%	6%	4%	5%	2%	11%	5%	9%	18%	9%	22%	0%	6.3
No gas	689	9%	6%	4%	4%	3%	12%	5%	8%	15%	8%	23%	3%	6.3
Gas provider same as electricity supplier	132	8%	2%	5%	7%	5%	15%	3%	7%	14%	11%	20%	3%	6.3
Gas provider NOT same as electricity supplier	173	9%	5%	4%	6%	2%	14%	5%	12%	14%	10%	17%	2%	6.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	5%	3%	4%	5%	2%	14%	5%	9%	16%	11%	24%	2%	6.8
No/ Unsure	721	10%	6%	4%	5%	4%	13%	4%	8%	15%	8%	20%	3%	6.0

USEFULNESS: A FLYER IN THE MAIL

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

A flyer in the mail
ban1 by q11_2

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	9%	7%	8%	5%	3%	18%	6%	9%	12%	5%	17%	1%	5.5
AREA														
Auckland	324	7%	9%	5%	6%	4%	17%	7%	9%	13%	4%	19%	0%	5.7
Christchurch	109	11%	5%	11%	5%	4%	13%	5%	6%	17%	6%	17%	0%	5.6
Wellington	102	7%	6%	8%	9%	3%	16%	8%	6%	17%	3%	14%	3%	5.5
Provincial (NI)	332	10%	7%	7%	4%	3%	19%	6%	11%	9%	6%	17%	1%	5.5
Provincial (SI)	133	7%	6%	12%	6%	4%	22%	5%	11%	8%	4%	13%	2%	5.2
NETWORK														
Vector	310	7%	9%	5%	7%	4%	17%	7%	8%	13%	5%	18%	0%	5.7
Orion	104	10%	5%	10%	5%	4%	12%	5%	7%	17%	7%	18%	0%	5.8
Eastland Networks	51	10%	8%	8%	6%	0%	13%	12%	6%	19%	6%	12%	0%	5.5
Unsion	44	5%	7%	11%	0%	7%	27%	2%	7%	2%	9%	23%	0%	5.8
Powerco	95	15%	5%	5%	7%	3%	16%	4%	15%	9%	6%	15%	0%	5.3
WEL Networks	55	9%	7%	9%	2%	3%	24%	2%	7%	5%	4%	24%	4%	5.6
Wellington Electricity Lines	102	7%	6%	8%	9%	3%	16%	8%	6%	17%	3%	14%	3%	5.5
Gender														
Male	480	8%	9%	9%	5%	3%	18%	7%	10%	14%	4%	12%	1%	5.3
Female	520	9%	5%	7%	6%	4%	17%	6%	8%	10%	6%	21%	1%	5.8
AGE GROUP														
18-29	98	6%	10%	4%	9%	6%	23%	3%	9%	11%	2%	17%	0%	5.4
30-44	407	7%	5%	8%	5%	4%	17%	8%	12%	12%	5%	17%	0%	5.7
45-59	274	9%	8%	7%	6%	2%	18%	6%	8%	13%	5%	17%	1%	5.5
60 plus	221	13%	9%	8%	4%	3%	16%	5%	5%	11%	7%	17%	2%	5.3
HOUSEHOLD INCOME														
$30,000 or less	149	11%	7%	4%	3%	3%	16%	6%	7%	11%	5%	24%	3%	5.9
$30,001-50,000	177	8%	5%	4%	9%	4%	16%	5%	11%	13%	6%	18%	1%	5.9
$50,001-70,000	139	6%	7%	9%	4%	3%	22%	4%	9%	16%	7%	13%	0%	5.7
$70,001-100,000	182	6%	9%	10%	6%	4%	16%	6%	12%	14%	3%	14%	0%	5.5
More than $100,000	218	11%	7%	11%	5%	4%	18%	7%	10%	10%	2%	14%	1%	5.1
NZ Maori	97	10%	5%	6%	7%	1%	23%	5%	4%	7%	4%	28%	0%	5.9
Pacific Island	43	5%	9%	5%	2%	12%	14%	0%	7%	14%	0%	32%	0%	6.3
Asian	73	3%	5%	4%	7%	1%	11%	11%	11%	15%	7%	25%	0%	6.7
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	11%	6%	8%	6%	4%	15%	6%	7%	11%	7%	17%	2%	5.5
Mercury Energy	225	7%	11%	5%	6%	4%	16%	9%	8%	12%	4%	18%	0%	5.6
Contact/ Empower	242	7%	7%	7%	6%	3%	17%	6%	10%	13%	4%	19%	1%	5.8
TrustPower	104	9%	6%	14%	4%	3%	23%	5%	10%	10%	6%	10%	0%	5.0
Meridian Energy	86	9%	2%	9%	5%	3%	20%	5%	12%	14%	6%	15%	0%	5.7
MONTHLY SPEND ON POWER														
< $100 a month	146	11%	10%	7%	5%	3%	12%	6%	8%	12%	6%	18%	2%	5.4
$100-$200	561	8%	8%	7%	5%	4%	17%	5%	10%	13%	5%	17%	1%	5.6
$201-$300	230	7%	6%	8%	7%	4%	23%	8%	8%	10%	3%	15%	1%	5.4
> $300 a month	55	14%	4%	9%	2%	0%	20%	7%	11%	9%	4%	20%	0%	5.5
No gas	689	8%	8%	7%	5%	3%	17%	6%	9%	12%	6%	18%	1%	5.7
Gas provider same as electricity supplier	132	11%	5%	14%	9%	5%	19%	6%	9%	7%	1%	12%	2%	4.7
Gas provider NOT same as electricity supplier	173	10%	6%	6%	5%	5%	18%	9%	9%	16%	3%	13%	0%	5.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	9%	6%	8%	8%	3%	18%	6%	11%	10%	5%	15%	1%	5.5
No/ Unsure	721	9%	8%	7%	4%	4%	18%	7%	8%	12%	5%	17%	1%	5.6

USEFULNESS: AN INDEPENDENT CONSUMER WEBSITE

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

An independent consumer website
ban1 by q11_1

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	8%	6%	4%	5%	3%	13%	5%	8%	15%	9%	21%	3%	6.2
AREA														
Auckland	324	8%	4%	2%	6%	4%	12%	4%	11%	15%	9%	21%	4%	6.4
Christchurch	109	9%	7%	6%	2%	3%	11%	6%	7%	20%	8%	20%	1%	6.2
Wellington	102	7%	0%	2%	4%	3%	13%	3%	10%	12%	11%	32%	3%	7.2
Provincial (NI)	332	10%	8%	4%	5%	3%	15%	4%	7%	13%	8%	20%	3%	5.8
Provincial (SI)	133	6%	5%	8%	5%	4%	11%	5%	8%	19%	8%	19%	2%	6.2
NETWORK														
Vector	310	8%	4%	2%	6%	4%	12%	4%	11%	15%	9%	21%	4%	6.4
Orion	104	8%	7%	7%	2%	2%	10%	6%	8%	20%	9%	20%	1%	6.2
Eastland Networks	51	2%	10%	8%	4%	2%	19%	2%	6%	12%	8%	23%	4%	6.2
Unsion	44	9%	11%	9%	2%	5%	9%	7%	9%	7%	9%	23%	0%	5.7
Powerco	95	10%	7%	4%	5%	2%	14%	5%	5%	15%	12%	18%	3%	6.0
WEL Networks	55	14%	7%	4%	7%	2%	22%	2%	9%	13%	2%	14%	4%	5.1
Wellington Electricity Lines	102	7%	0%	2%	4%	3%	13%	3%	10%	12%	11%	32%	3%	7.2
Gender														
Male	480	6%	5%	4%	4%	3%	13%	4%	9%	18%	9%	22%	3%	6.5
Female	520	10%	6%	4%	6%	4%	13%	5%	8%	12%	8%	21%	3%	6.0
AGE GROUP														
18-29	98	2%	1%	2%	5%	8%	17%	2%	9%	24%	7%	21%	2%	6.9
30-44	407	3%	4%	4%	6%	4%	13%	6%	12%	14%	10%	24%	0%	6.8
45-59	274	8%	8%	4%	5%	2%	13%	5%	7%	14%	9%	24%	1%	6.2
60 plus	221	22%	7%	5%	2%	2%	12%	3%	4%	14%	5%	15%	9%	4.9
HOUSEHOLD INCOME														
$30,000 or less	149	20%	7%	5%	3%	1%	11%	3%	3%	7%	6%	27%	7%	5.4
$30,001-50,000	177	12%	6%	5%	4%	5%	12%	3%	6%	14%	11%	20%	2%	5.8
$50,001-70,000	139	4%	4%	2%	9%	2%	12%	5%	9%	22%	9%	22%	0%	6.7
$70,001-100,000	182	3%	7%	3%	4%	5%	13%	4%	12%	19%	9%	20%	1%	6.6
More than $100,000	218	3%	4%	3%	4%	3%	15%	7%	12%	15%	10%	24%	0%	6.8
NZ Maori	97	7%	6%	3%	10%	5%	13%	6%	7%	9%	8%	24%	2%	6.1
Pacific Island	43	5%	2%	2%	2%	12%	16%	5%	5%	12%	2%	37%	0%	6.9
Asian	73	6%	6%	1%	5%	4%	18%	1%	12%	14%	10%	22%	1%	6.5
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	10%	5%	2%	5%	2%	14%	4%	8%	13%	9%	24%	4%	6.3
Mercury Energy	225	8%	5%	3%	4%	6%	13%	4%	11%	16%	8%	20%	2%	6.3
Contact/ Empower	242	7%	7%	5%	6%	3%	13%	5%	8%	14%	9%	20%	3%	6.2
TrustPower	104	8%	6%	8%	4%	2%	17%	5%	6%	14%	8%	18%	4%	5.9
Meridian Energy	86	8%	6%	5%	3%	5%	8%	7%	10%	20%	7%	21%	0%	6.3
MONTHLY SPEND ON POWER														
< $100 a month	146	16%	7%	2%	5%	7%	14%	1%	5%	10%	9%	15%	9%	5.3
$100-$200	561	7%	5%	5%	5%	3%	13%	4%	10%	15%	9%	22%	2%	6.3
$201-$300	230	6%	6%	3%	4%	2%	13%	8%	8%	17%	7%	25%	1%	6.6
> $300 a month	55	9%	6%	4%	5%	2%	11%	5%	9%	18%	9%	22%	0%	6.3
No gas	689	9%	6%	4%	4%	3%	12%	5%	8%	15%	8%	23%	3%	6.3
Gas provider same as electricity supplier	132	8%	2%	5%	7%	5%	15%	3%	7%	14%	11%	20%	3%	6.3
Gas provider NOT same as electricity supplier	173	9%	5%	4%	6%	2%	14%	5%	12%	14%	10%	17%	2%	6.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	5%	3%	4%	5%	2%	14%	5%	9%	16%	11%	24%	2%	6.8
No/ Unsure	721	10%	6%	4%	5%	4%	13%	4%	8%	15%	8%	20%	3%	6.0

USEFULNESS: A FLYER IN THE MAIL

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

A flyer in the mail
ban1 by q11_2

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	9%	7%	8%	5%	3%	18%	6%	9%	12%	5%	17%	1%	5.5
AREA														
Auckland	324	7%	9%	5%	6%	4%	17%	7%	9%	13%	4%	19%	0%	5.7
Christchurch	109	11%	5%	11%	5%	4%	13%	5%	6%	17%	6%	17%	0%	5.6
Wellington	102	7%	6%	8%	9%	3%	16%	8%	6%	17%	3%	14%	3%	5.5
Provincial (NI)	332	10%	7%	7%	4%	3%	19%	6%	11%	9%	6%	17%	1%	5.5
Provincial (SI)	133	7%	6%	12%	6%	4%	22%	5%	11%	8%	4%	13%	2%	5.2
NETWORK														
Vector	310	7%	9%	5%	7%	4%	17%	7%	8%	13%	5%	18%	0%	5.7
Orion	104	10%	5%	10%	5%	4%	12%	5%	7%	17%	7%	18%	0%	5.8
Eastland Networks	51	10%	8%	8%	6%	0%	13%	12%	6%	19%	6%	12%	0%	5.5
Unsion	44	5%	7%	11%	0%	7%	27%	2%	7%	2%	9%	23%	0%	5.8
Powerco	95	15%	5%	5%	7%	3%	16%	4%	15%	9%	6%	15%	0%	5.3
WEL Networks	55	9%	7%	9%	2%	3%	24%	2%	7%	5%	4%	24%	4%	5.6
Wellington Electricity Lines	102	7%	6%	8%	9%	3%	16%	8%	6%	17%	3%	14%	3%	5.5
Gender														
Male	480	8%	9%	9%	5%	3%	18%	7%	10%	14%	4%	12%	1%	5.3
Female	520	9%	5%	7%	6%	4%	17%	6%	8%	10%	6%	21%	1%	5.8
AGE GROUP														
18-29	98	6%	10%	4%	9%	6%	23%	3%	9%	11%	2%	17%	0%	5.4
30-44	407	7%	5%	8%	5%	4%	17%	8%	12%	12%	5%	17%	0%	5.7
45-59	274	9%	8%	7%	6%	2%	18%	6%	8%	13%	5%	17%	1%	5.5
60 plus	221	13%	9%	8%	4%	3%	16%	5%	5%	11%	7%	17%	2%	5.3
HOUSEHOLD INCOME														
$30,000 or less	149	11%	7%	4%	3%	3%	16%	6%	7%	11%	5%	24%	3%	5.9
$30,001-50,000	177	8%	5%	4%	9%	4%	16%	5%	11%	13%	6%	18%	1%	5.9
$50,001-70,000	139	6%	7%	9%	4%	3%	22%	4%	9%	16%	7%	13%	0%	5.7
$70,001-100,000	182	6%	9%	10%	6%	4%	16%	6%	12%	14%	3%	14%	0%	5.5
More than $100,000	218	11%	7%	11%	5%	4%	18%	7%	10%	10%	2%	14%	1%	5.1
NZ Maori	97	10%	5%	6%	7%	1%	23%	5%	4%	7%	4%	28%	0%	5.9
Pacific Island	43	5%	9%	5%	2%	12%	14%	0%	7%	14%	0%	32%	0%	6.3
Asian	73	3%	5%	4%	7%	1%	11%	11%	11%	15%	7%	25%	0%	6.7
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	11%	6%	8%	6%	4%	15%	6%	7%	11%	7%	17%	2%	5.5
Mercury Energy	225	7%	11%	5%	6%	4%	16%	9%	8%	12%	4%	18%	0%	5.6
Contact/ Empower	242	7%	7%	7%	6%	3%	17%	6%	10%	13%	4%	19%	1%	5.8
TrustPower	104	9%	6%	14%	4%	3%	23%	5%	10%	10%	6%	10%	0%	5.0
Meridian Energy	86	9%	2%	9%	5%	3%	20%	5%	12%	14%	6%	15%	0%	5.7
MONTHLY SPEND ON POWER														
< $100 a month	146	11%	10%	7%	5%	3%	12%	6%	8%	12%	6%	18%	2%	5.4
$100-$200	561	8%	8%	7%	5%	4%	17%	5%	10%	13%	5%	17%	1%	5.6
$201-$300	230	7%	6%	8%	7%	4%	23%	8%	8%	10%	3%	15%	1%	5.4
> $300 a month	55	14%	4%	9%	2%	0%	20%	7%	11%	9%	4%	20%	0%	5.5
No gas	689	8%	8%	7%	5%	3%	17%	6%	9%	12%	6%	18%	1%	5.7
Gas provider same as electricity supplier	132	11%	5%	14%	9%	5%	19%	6%	9%	7%	1%	12%	2%	4.7
Gas provider NOT same as electricity supplier	173	10%	6%	6%	5%	5%	18%	9%	9%	16%	3%	13%	0%	5.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	9%	6%	8%	8%	3%	18%	6%	11%	10%	5%	15%	1%	5.5
No/ Unsure	721	9%	8%	7%	4%	4%	18%	7%	8%	12%	5%	17%	1%	5.6

USEFULNESS: AN 0800 NUMBER

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

An 0800 number
ban1 by q11_3

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	9%	6%	8%	7%	5%	15%	7%	8%	10%	5%	20%	0%	5.6
AREA														
Auckland	324	9%	8%	7%	6%	3%	14%	8%	8%	12%	4%	21%	0%	5.7
Christchurch	109	12%	4%	12%	7%	4%	13%	7%	7%	14%	5%	15%	0%	5.2
Wellington	102	6%	5%	6%	10%	9%	17%	13%	9%	8%	2%	14%	1%	5.4
Provincial (NI)	332	9%	6%	8%	5%	5%	17%	5%	8%	8%	6%	22%	1%	5.7
Provincial (SI)	133	7%	7%	8%	8%	8%	16%	4%	7%	13%	4%	18%	0%	5.4
NETWORK														
Vector	310	9%	7%	7%	6%	4%	14%	8%	8%	12%	4%	21%	0%	5.8
Orion	104	11%	5%	12%	7%	4%	13%	8%	7%	14%	5%	14%	0%	5.3
Eastland Networks	51	8%	10%	4%	8%	0%	8%	6%	10%	15%	8%	19%	4%	6.0
Unsion	44	11%	16%	4%	4%	7%	16%	5%	9%	5%	5%	18%	0%	5.0
Powerco	95	12%	6%	12%	5%	4%	17%	2%	5%	9%	7%	20%	1%	5.4
WEL Networks	55	7%	2%	4%	2%	9%	24%	7%	7%	5%	4%	29%	0%	6.3
Wellington Electricity Lines	102	6%	5%	6%	10%	9%	17%	13%	9%	8%	2%	14%	1%	5.4
Gender														
Male	480	9%	8%	8%	6%	6%	17%	7%	8%	10%	3%	18%	0%	5.4
Female	520	9%	5%	7%	8%	5%	14%	6%	7%	11%	6%	21%	1%	5.7
AGE GROUP														
18-29	98	7%	6%	9%	9%	9%	21%	7%	3%	6%	1%	22%	0%	5.3
30-44	407	7%	4%	9%	9%	7%	16%	8%	10%	7%	5%	18%	0%	5.6
45-59	274	10%	7%	7%	4%	4%	15%	5%	7%	14%	5%	22%	0%	5.7
60 plus	221	12%	10%	6%	4%	2%	13%	8%	6%	13%	5%	20%	1%	5.5
HOUSEHOLD INCOME														
$30,000 or less	149	11%	6%	5%	3%	1%	12%	5%	7%	10%	5%	34%	1%	6.4
$30,001-50,000	177	11%	7%	6%	6%	6%	12%	6%	7%	8%	6%	24%	1%	5.7
$50,001-70,000	139	9%	6%	10%	4%	4%	21%	5%	7%	9%	6%	19%	0%	5.6
$70,001-100,000	182	5%	9%	10%	8%	7%	18%	7%	7%	12%	2%	15%	0%	5.3
More than $100,000	218	9%	4%	9%	10%	8%	15%	12%	9%	10%	4%	10%	0%	5.1
NZ Maori	97	11%	3%	7%	5%	3%	14%	9%	6%	5%	5%	32%	0%	6.2
Pacific Island	43	3%	7%	9%	5%	2%	19%	2%	2%	5%	2%	44%	0%	6.7
Asian	73	3%	4%	3%	4%	1%	14%	7%	17%	8%	4%	34%	1%	7.1
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	9%	9%	7%	4%	6%	15%	7%	6%	11%	3%	22%	1%	5.6
Mercury Energy	225	7%	6%	9%	6%	4%	15%	7%	10%	12%	5%	19%	0%	5.7
Contact/ Empower	242	7%	9%	8%	7%	6%	12%	6%	8%	8%	5%	24%	0%	5.7
TrustPower	104	9%	2%	8%	10%	6%	16%	5%	11%	10%	7%	14%	2%	5.5
Meridian Energy	86	9%	5%	7%	13%	7%	16%	6%	6%	14%	3%	14%	0%	5.2
MONTHLY SPEND ON POWER														
< $100 a month	146	10%	10%	8%	6%	3%	14%	6%	4%	10%	5%	22%	2%	5.4
$100-$200	561	8%	6%	8%	7%	6%	16%	6%	9%	10%	4%	20%	0%	5.6
$201-$300	230	9%	7%	9%	6%	5%	14%	8%	7%	12%	6%	17%	0%	5.5
> $300 a month	55	13%	0%	6%	7%	5%	18%	7%	7%	13%	4%	20%	0%	5.7
No gas	689	8%	7%	8%	6%	5%	14%	6%	8%	10%	5%	23%	0%	5.7
Gas provider same as electricity supplier	132	11%	6%	10%	5%	6%	17%	7%	6%	10%	5%	15%	2%	5.2
Gas provider NOT same as electricity supplier	173	10%	6%	6%	11%	5%	18%	10%	8%	10%	4%	12%	0%	5.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	7%	5%	8%	5%	6%	16%	7%	8%	9%	5%	23%	1%	5.8
No/ Unsure	721	9%	7%	8%	7%	5%	15%	7%	8%	11%	4%	19%	0%	5.5

USEFULNESS: AS PART OF YOUR ELECTRICITY BILL

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

As part of your electricity bill
ban1 by q11_4

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	4%	4%	4%	4%	3%	13%	6%	8%	18%	8%	25%	3%	6.8
AREA														
Auckland	324	4%	4%	3%	4%	3%	12%	6%	9%	20%	8%	26%	1%	7.0
Christchurch	109	4%	4%	5%	3%	2%	13%	5%	10%	16%	12%	21%	5%	6.7
Wellington	102	2%	3%	2%	4%	3%	9%	11%	14%	15%	9%	25%	3%	7.2
Provincial (NI)	332	6%	5%	3%	5%	3%	13%	5%	6%	18%	8%	24%	4%	6.6
Provincial (SI)	133	4%	4%	5%	4%	4%	15%	7%	8%	17%	4%	26%	2%	6.5
NETWORK														
Vector	310	4%	4%	3%	4%	3%	12%	6%	9%	20%	8%	26%	1%	7.0
Orion	104	4%	3%	6%	3%	2%	13%	5%	10%	17%	11%	21%	5%	6.8
Eastland Networks	51	0%	6%	4%	2%	2%	14%	8%	2%	19%	6%	29%	8%	7.2
Unsion	44	2%	7%	7%	7%	7%	11%	2%	7%	14%	11%	23%	2%	6.4
Powerco	95	5%	5%	2%	5%	3%	15%	5%	9%	20%	5%	19%	7%	6.4
WEL Networks	55	13%	4%	4%	5%	2%	7%	5%	5%	13%	11%	29%	2%	6.4
Wellington Electricity Lines	102	2%	3%	2%	4%	3%	9%	11%	14%	15%	9%	25%	3%	7.2
Gender														
Male	480	4%	4%	4%	4%	2%	13%	6%	10%	20%	8%	23%	2%	6.8
Female	520	4%	5%	3%	4%	3%	13%	7%	7%	17%	8%	25%	4%	6.8
AGE GROUP														
18-29	98	1%	4%	1%	8%	4%	21%	6%	11%	13%	7%	22%	2%	6.6
30-44	407	3%	3%	3%	4%	3%	13%	7%	10%	19%	9%	25%	1%	7.0
45-59	274	3%	4%	6%	4%	3%	11%	6%	7%	19%	8%	25%	4%	6.9
60 plus	221	10%	7%	2%	2%	4%	12%	5%	5%	17%	6%	25%	5%	6.3
HOUSEHOLD INCOME														
$30,000 or less	149	7%	6%	5%	1%	1%	11%	7%	5%	17%	5%	28%	7%	6.6
$30,001-50,000	177	7%	5%	2%	3%	2%	18%	5%	7%	16%	6%	27%	2%	6.5
$50,001-70,000	139	1%	3%	3%	4%	4%	15%	4%	9%	23%	9%	21%	4%	7.0
$70,001-100,000	182	1%	4%	4%	4%	3%	14%	5%	9%	20%	11%	23%	2%	7.0
More than $100,000	218	2%	4%	3%	4%	4%	11%	11%	10%	20%	8%	23%	0%	6.9
NZ Maori	97	6%	3%	1%	8%	1%	16%	10%	5%	12%	6%	31%	1%	6.7
Pacific Island	43	2%	11%	0%	5%	5%	14%	7%	5%	16%	7%	28%	0%	6.6
Asian	73	2%	4%	3%	1%	4%	7%	8%	11%	15%	14%	30%	1%	7.5
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	5%	4%	3%	3%	3%	13%	4%	8%	20%	7%	26%	4%	6.9
Mercury Energy	225	2%	6%	3%	2%	4%	14%	10%	9%	14%	10%	25%	1%	6.8
Contact/ Empower	242	2%	4%	3%	6%	3%	12%	5%	7%	21%	10%	24%	3%	7.0
TrustPower	104	8%	3%	8%	4%	3%	15%	7%	8%	11%	3%	28%	2%	6.3
Meridian Energy	86	5%	2%	4%	6%	0%	10%	8%	16%	19%	9%	20%	1%	6.8
MONTHLY SPEND ON POWER														
< $100 a month	146	7%	8%	3%	5%	3%	12%	5%	10%	11%	7%	27%	2%	6.3
$100-$200	561	4%	4%	3%	5%	3%	12%	7%	7%	19%	9%	24%	3%	6.8
$201-$300	230	2%	3%	4%	3%	3%	14%	6%	9%	23%	7%	23%	3%	6.9
> $300 a month	55	2%	2%	5%	0%	5%	14%	4%	13%	11%	7%	35%	2%	7.3
No gas	689	5%	5%	3%	4%	3%	13%	6%	8%	16%	8%	25%	4%	6.7
Gas provider same as electricity supplier	132	1%	2%	5%	7%	5%	10%	8%	8%	23%	8%	21%	2%	6.8
Gas provider NOT same as electricity supplier	173	4%	4%	2%	4%	3%	14%	6%	11%	21%	6%	24%	1%	6.9
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	3%	2%	4%	7%	2%	12%	6%	9%	16%	10%	26%	3%	6.9
No/ Unsure	721	5%	5%	4%	3%	3%	13%	6%	8%	19%	7%	24%	3%	6.7

USEFULNESS: PUBLIC NOTICE IN THE LOCAL NEWSPAPER

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

Public notice in the local newspaper
ban1 by q11_5

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	12%	10%	10%	7%	5%	18%	7%	6%	7%	3%	13%	2%	4.7
AREA														
Auckland	324	15%	10%	8%	9%	3%	15%	8%	6%	9%	3%	13%	1%	4.6
Christchurch	109	12%	11%	15%	8%	7%	15%	5%	1%	8%	6%	11%	1%	4.4
Wellington	102	11%	9%	12%	12%	10%	14%	7%	4%	6%	2%	9%	4%	4.2
Provincial (NI)	332	12%	11%	8%	4%	6%	21%	6%	6%	5%	4%	16%	1%	4.8
Provincial (SI)	133	10%	7%	11%	7%	6%	19%	8%	7%	10%	1%	12%	2%	4.9
NETWORK														
Vector	310	15%	10%	9%	9%	4%	15%	7%	7%	9%	2%	12%	1%	4.6
Orion	104	10%	11%	14%	9%	8%	14%	6%	1%	9%	6%	11%	1%	4.5
Eastland Networks	51	6%	14%	10%	0%	2%	29%	2%	4%	8%	4%	19%	2%	5.3
Unsion	44	9%	9%	7%	7%	7%	23%	14%	2%	4%	2%	16%	0%	5.0
Powerco	95	13%	13%	5%	5%	5%	18%	5%	9%	4%	7%	14%	2%	4.9
WEL Networks	55	18%	9%	7%	6%	7%	15%	5%	4%	5%	4%	18%	2%	4.7
Wellington Electricity Lines	102	11%	9%	12%	12%	10%	14%	7%	4%	6%	2%	9%	4%	4.2
Gender														
Male	480	12%	12%	8%	7%	5%	17%	9%	5%	9%	3%	11%	2%	4.6
Female	520	13%	8%	11%	7%	5%	18%	6%	6%	6%	3%	15%	2%	4.7
AGE GROUP														
18-29	98	6%	9%	10%	9%	7%	22%	4%	4%	10%	1%	17%	1%	5.1
30-44	407	12%	7%	9%	7%	7%	19%	10%	7%	6%	2%	12%	2%	4.8
45-59	274	14%	13%	11%	7%	6%	18%	5%	5%	6%	3%	11%	1%	4.2
60 plus	221	15%	11%	9%	7%	2%	14%	5%	3%	10%	5%	16%	3%	4.8
HOUSEHOLD INCOME														
$30,000 or less	149	16%	11%	3%	6%	1%	19%	6%	5%	6%	4%	18%	5%	4.9
$30,001-50,000	177	12%	10%	6%	7%	3%	22%	5%	6%	8%	3%	17%	1%	5.1
$50,001-70,000	139	9%	12%	11%	7%	4%	19%	4%	4%	12%	4%	13%	1%	4.8
$70,001-100,000	182	8%	11%	13%	7%	5%	21%	9%	5%	9%	2%	10%	0%	4.6
More than $100,000	218	13%	7%	12%	10%	8%	15%	11%	9%	5%	2%	7%	1%	4.3
NZ Maori	97	12%	4%	4%	4%	3%	20%	10%	5%	14%	1%	23%	0%	5.8
Pacific Island	43	5%	18%	5%	2%	5%	16%	7%	14%	9%	0%	14%	5%	5.1
Asian	73	7%	3%	5%	5%	3%	21%	5%	11%	14%	4%	19%	3%	6.1
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	14%	7%	8%	8%	5%	15%	10%	4%	7%	6%	13%	3%	4.8
Mercury Energy	225	11%	11%	9%	8%	6%	19%	7%	8%	8%	2%	10%	1%	4.6
Contact/ Empower	242	14%	9%	10%	4%	6%	20%	6%	4%	7%	2%	16%	2%	4.7
TrustPower	104	11%	10%	8%	7%	5%	20%	6%	8%	7%	2%	16%	0%	4.9
Meridian Energy	86	6%	9%	17%	11%	6%	14%	8%	6%	11%	2%	9%	1%	4.6
MONTHLY SPEND ON POWER														
< $100 a month	146	11%	12%	7%	7%	6%	16%	4%	3%	10%	5%	16%	3%	4.9
$100-$200	561	13%	9%	10%	7%	5%	18%	9%	6%	7%	2%	13%	1%	4.7
$201-$300	230	12%	13%	9%	5%	7%	19%	6%	6%	7%	3%	11%	2%	4.5
> $300 a month	55	14%	5%	13%	15%	2%	15%	4%	7%	5%	5%	15%	0%	4.7
No gas	689	11%	11%	9%	7%	5%	17%	8%	5%	8%	3%	14%	2%	4.8
Gas provider same as electricity supplier	132	15%	9%	10%	7%	8%	20%	3%	7%	4%	3%	13%	1%	4.4
Gas provider NOT same as electricity supplier	173	14%	6%	13%	9%	5%	20%	7%	6%	6%	3%	10%	1%	4.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	11%	10%	13%	8%	5%	17%	6%	7%	6%	3%	13%	1%	4.5
No/ Unsure	721	13%	10%	8%	7%	6%	18%	7%	5%	8%	3%	13%	2%	4.7

USEFULNESS: AS PART OF THE INFORMATION ON ELECTRICAL APPLIANCES

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

As part of the information on electrical appliances
ban1 by q11_6

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	8%	7%	6%	6%	6%	16%	7%	9%	12%	5%	15%	3%	5.6
AREA														
Auckland	324	8%	7%	4%	7%	4%	16%	9%	7%	13%	6%	16%	3%	5.7
Christchurch	109	8%	6%	7%	5%	5%	19%	7%	10%	13%	5%	11%	4%	5.4
Wellington	102	8%	7%	6%	9%	10%	11%	7%	12%	12%	4%	12%	2%	5.4
Provincial (NI)	332	9%	6%	7%	6%	5%	15%	6%	10%	12%	5%	16%	3%	5.5
Provincial (SI)	133	2%	7%	8%	8%	8%	20%	5%	9%	10%	4%	17%	2%	5.7
NETWORK														
Vector	310	8%	6%	5%	6%	5%	16%	9%	7%	13%	5%	17%	3%	5.7
Orion	104	7%	6%	8%	5%	4%	20%	8%	10%	13%	5%	11%	3%	5.5
Eastland Networks	51	8%	6%	6%	2%	2%	19%	4%	4%	19%	8%	20%	2%	6.2
Unsion	44	9%	7%	7%	4%	7%	25%	5%	2%	7%	5%	20%	2%	5.4
Powerco	95	10%	11%	5%	7%	4%	16%	7%	12%	6%	4%	12%	6%	5.0
WEL Networks	55	9%	2%	13%	7%	4%	7%	9%	16%	16%	2%	15%	0%	5.6
Wellington Electricity Lines	102	8%	7%	6%	9%	10%	11%	7%	12%	12%	4%	12%	2%	5.4
Gender														
Male	480	9%	7%	6%	6%	6%	16%	8%	10%	11%	6%	13%	2%	5.4
Female	520	7%	6%	6%	7%	5%	16%	7%	8%	13%	4%	18%	3%	5.7
AGE GROUP														
18-29	98	5%	4%	6%	5%	7%	15%	12%	9%	14%	1%	19%	3%	5.9
30-44	407	6%	6%	7%	7%	5%	18%	8%	9%	14%	5%	14%	1%	5.7
45-59	274	6%	7%	7%	6%	7%	15%	7%	9%	11%	6%	17%	2%	5.7
60 plus	221	14%	9%	5%	6%	4%	15%	4%	9%	9%	5%	14%	6%	5.1
HOUSEHOLD INCOME														
$30,000 or less	149	9%	9%	3%	4%	5%	13%	5%	8%	13%	5%	20%	6%	5.8
$30,001-50,000	177	7%	8%	4%	4%	6%	17%	5%	10%	9%	6%	20%	4%	5.8
$50,001-70,000	139	4%	4%	6%	8%	7%	22%	8%	11%	11%	4%	14%	1%	5.8
$70,001-100,000	182	6%	4%	10%	5%	6%	20%	9%	8%	14%	2%	14%	2%	5.6
More than $100,000	218	6%	8%	6%	9%	7%	12%	12%	10%	15%	5%	10%	0%	5.4
NZ Maori	97	5%	6%	5%	4%	5%	11%	14%	6%	13%	5%	25%	1%	6.3
Pacific Island	43	3%	9%	9%	0%	9%	12%	5%	2%	12%	9%	28%	2%	6.4
Asian	73	4%	4%	2%	3%	6%	19%	12%	15%	12%	8%	15%	0%	6.4
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	9%	5%	5%	5%	7%	15%	9%	11%	10%	6%	16%	2%	5.7
Mercury Energy	225	6%	7%	5%	7%	7%	14%	8%	9%	11%	6%	17%	3%	5.8
Contact/ Empower	242	4%	7%	8%	7%	5%	19%	6%	8%	13%	4%	16%	3%	5.7
TrustPower	104	8%	3%	7%	7%	4%	21%	7%	6%	14%	6%	15%	2%	5.7
Meridian Energy	86	12%	8%	8%	9%	6%	12%	4%	16%	16%	3%	6%	0%	4.9
MONTHLY SPEND ON POWER														
< $100 a month	146	10%	12%	7%	7%	4%	15%	7%	8%	8%	5%	16%	1%	5.2
$100-$200	561	8%	6%	6%	6%	6%	15%	7%	9%	13%	5%	15%	4%	5.6
$201-$300	230	5%	5%	7%	8%	5%	19%	7%	10%	14%	5%	13%	2%	5.7
> $300 a month	55	9%	4%	5%	4%	7%	15%	11%	11%	13%	5%	16%	0%	5.8
No gas	689	8%	7%	6%	5%	6%	14%	7%	10%	12%	5%	17%	3%	5.7
Gas provider same as electricity supplier	132	9%	5%	7%	10%	9%	20%	5%	4%	13%	4%	11%	3%	5.1
Gas provider NOT same as electricity supplier	173	8%	5%	6%	10%	3%	20%	9%	11%	12%	3%	12%	1%	5.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	7%	5%	8%	7%	5%	15%	7%	9%	13%	4%	16%	4%	5.7
No/ Unsure	721	8%	7%	6%	6%	6%	17%	7%	9%	12%	5%	15%	2%	5.5

USEFULNESS: AS PART OF THE INFORMATION WHEN YOU MOVE HOME

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

As part of the information when you move home
ban1 by q11_7

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	5%	4%	5%	4%	3%	14%	4%	10%	15%	7%	24%	5%	6.6
AREA														
Auckland	324	6%	4%	5%	3%	1%	12%	5%	11%	15%	8%	25%	5%	6.6
Christchurch	109	5%	5%	3%	5%	3%	16%	3%	6%	18%	6%	25%	5%	6.6
Wellington	102	4%	2%	3%	4%	6%	11%	3%	14%	16%	10%	23%	4%	6.9
Provincial (NI)	332	6%	6%	5%	4%	3%	14%	4%	7%	13%	8%	24%	6%	6.4
Provincial (SI)	133	4%	1%	8%	3%	4%	16%	1%	11%	19%	4%	24%	5%	6.7
NETWORK														
Vector	310	6%	4%	5%	3%	1%	12%	6%	11%	16%	8%	23%	5%	6.6
Orion	104	5%	5%	3%	6%	3%	17%	3%	6%	16%	7%	25%	4%	6.6
Eastland Networks	51	6%	6%	8%	2%	0%	15%	2%	0%	6%	14%	35%	6%	6.8
Unsion	44	2%	4%	9%	5%	5%	16%	0%	7%	11%	11%	25%	5%	6.5
Powerco	95	8%	8%	4%	3%	4%	22%	1%	7%	13%	7%	19%	4%	5.9
WEL Networks	55	6%	0%	6%	5%	4%	7%	7%	7%	20%	7%	29%	2%	7.0
Wellington Electricity Lines	102	4%	2%	3%	4%	6%	11%	3%	14%	16%	10%	23%	4%	6.9
Gender														
Male	480	6%	4%	4%	4%	3%	15%	4%	10%	17%	7%	22%	4%	6.5
Female	520	5%	4%	5%	4%	3%	13%	4%	9%	14%	7%	26%	6%	6.7
AGE GROUP														
18-29	98	2%	3%	3%	3%	5%	18%	9%	9%	16%	5%	26%	1%	6.8
30-44	407	3%	2%	6%	3%	3%	15%	5%	13%	16%	7%	24%	3%	6.8
45-59	274	4%	4%	7%	4%	3%	12%	3%	9%	15%	7%	27%	5%	6.6
60 plus	221	13%	7%	1%	4%	2%	13%	1%	4%	15%	9%	20%	11%	5.9
HOUSEHOLD INCOME														
$30,000 or less	149	10%	9%	1%	2%	3%	14%	2%	5%	14%	6%	26%	8%	6.2
$30,001-50,000	177	8%	5%	3%	3%	2%	18%	5%	8%	12%	7%	23%	6%	6.3
$50,001-70,000	139	3%	2%	4%	7%	3%	17%	1%	10%	18%	11%	23%	1%	6.9
$70,001-100,000	182	3%	3%	5%	1%	2%	17%	3%	10%	19%	8%	27%	2%	7.1
More than $100,000	218	3%	2%	8%	3%	5%	8%	6%	14%	18%	6%	24%	3%	6.8
NZ Maori	97	6%	5%	6%	3%	2%	18%	3%	11%	9%	5%	30%	2%	6.5
Pacific Island	43	2%	7%	5%	2%	7%	9%	2%	5%	14%	5%	35%	7%	6.9
Asian	73	0%	4%	4%	3%	0%	15%	12%	8%	12%	7%	32%	3%	7.2
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	7%	4%	2%	4%	3%	13%	3%	11%	15%	8%	27%	3%	6.7
Mercury Energy	225	5%	5%	5%	3%	3%	13%	5%	10%	17%	8%	22%	4%	6.6
Contact/ Empower	242	3%	5%	5%	3%	2%	16%	4%	8%	16%	7%	25%	6%	6.7
TrustPower	104	7%	0%	10%	4%	1%	13%	2%	9%	14%	7%	25%	8%	6.5
Meridian Energy	86	4%	5%	6%	5%	1%	16%	6%	11%	15%	5%	21%	5%	6.3
MONTHLY SPEND ON POWER														
< $100 a month	146	8%	8%	3%	5%	4%	13%	4%	4%	14%	9%	21%	7%	6.1
$100-$200	561	6%	4%	4%	4%	3%	13%	4%	10%	15%	7%	25%	5%	6.6
$201-$300	230	3%	3%	6%	3%	3%	16%	2%	10%	18%	7%	25%	4%	6.9
> $300 a month	55	4%	2%	11%	4%	0%	14%	7%	16%	11%	9%	22%	0%	6.5
No gas	689	5%	4%	4%	4%	3%	16%	4%	8%	14%	7%	26%	5%	6.6
Gas provider same as electricity supplier	132	8%	2%	7%	5%	4%	9%	3%	13%	16%	12%	17%	4%	6.3
Gas provider NOT same as electricity supplier	173	5%	5%	6%	3%	2%	10%	3%	14%	18%	6%	23%	5%	6.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	6%	2%	3%	4%	3%	15%	3%	8%	15%	9%	28%	4%	6.9
No/ Unsure	721	5%	5%	6%	3%	3%	13%	4%	10%	15%	7%	23%	6%	6.5

USEFULNESS: AN 0800 NUMBER

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

An 0800 number
ban1 by q11_3

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	9%	6%	8%	7%	5%	15%	7%	8%	10%	5%	20%	0%	5.6
AREA														
Auckland	324	9%	8%	7%	6%	3%	14%	8%	8%	12%	4%	21%	0%	5.7
Christchurch	109	12%	4%	12%	7%	4%	13%	7%	7%	14%	5%	15%	0%	5.2
Wellington	102	6%	5%	6%	10%	9%	17%	13%	9%	8%	2%	14%	1%	5.4
Provincial (NI)	332	9%	6%	8%	5%	5%	17%	5%	8%	8%	6%	22%	1%	5.7
Provincial (SI)	133	7%	7%	8%	8%	8%	16%	4%	7%	13%	4%	18%	0%	5.4
NETWORK														
Vector	310	9%	7%	7%	6%	4%	14%	8%	8%	12%	4%	21%	0%	5.8
Orion	104	11%	5%	12%	7%	4%	13%	8%	7%	14%	5%	14%	0%	5.3
Eastland Networks	51	8%	10%	4%	8%	0%	8%	6%	10%	15%	8%	19%	4%	6.0
Unsion	44	11%	16%	4%	4%	7%	16%	5%	9%	5%	5%	18%	0%	5.0
Powerco	95	12%	6%	12%	5%	4%	17%	2%	5%	9%	7%	20%	1%	5.4
WEL Networks	55	7%	2%	4%	2%	9%	24%	7%	7%	5%	4%	29%	0%	6.3
Wellington Electricity Lines	102	6%	5%	6%	10%	9%	17%	13%	9%	8%	2%	14%	1%	5.4
Gender														
Male	480	9%	8%	8%	6%	6%	17%	7%	8%	10%	3%	18%	0%	5.4
Female	520	9%	5%	7%	8%	5%	14%	6%	7%	11%	6%	21%	1%	5.7
AGE GROUP														
18-29	98	7%	6%	9%	9%	9%	21%	7%	3%	6%	1%	22%	0%	5.3
30-44	407	7%	4%	9%	9%	7%	16%	8%	10%	7%	5%	18%	0%	5.6
45-59	274	10%	7%	7%	4%	4%	15%	5%	7%	14%	5%	22%	0%	5.7
60 plus	221	12%	10%	6%	4%	2%	13%	8%	6%	13%	5%	20%	1%	5.5
HOUSEHOLD INCOME														
$30,000 or less	149	11%	6%	5%	3%	1%	12%	5%	7%	10%	5%	34%	1%	6.4
$30,001-50,000	177	11%	7%	6%	6%	6%	12%	6%	7%	8%	6%	24%	1%	5.7
$50,001-70,000	139	9%	6%	10%	4%	4%	21%	5%	7%	9%	6%	19%	0%	5.6
$70,001-100,000	182	5%	9%	10%	8%	7%	18%	7%	7%	12%	2%	15%	0%	5.3
More than $100,000	218	9%	4%	9%	10%	8%	15%	12%	9%	10%	4%	10%	0%	5.1
NZ Maori	97	11%	3%	7%	5%	3%	14%	9%	6%	5%	5%	32%	0%	6.2
Pacific Island	43	3%	7%	9%	5%	2%	19%	2%	2%	5%	2%	44%	0%	6.7
Asian	73	3%	4%	3%	4%	1%	14%	7%	17%	8%	4%	34%	1%	7.1
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	9%	9%	7%	4%	6%	15%	7%	6%	11%	3%	22%	1%	5.6
Mercury Energy	225	7%	6%	9%	6%	4%	15%	7%	10%	12%	5%	19%	0%	5.7
Contact/ Empower	242	7%	9%	8%	7%	6%	12%	6%	8%	8%	5%	24%	0%	5.7
TrustPower	104	9%	2%	8%	10%	6%	16%	5%	11%	10%	7%	14%	2%	5.5
Meridian Energy	86	9%	5%	7%	13%	7%	16%	6%	6%	14%	3%	14%	0%	5.2
MONTHLY SPEND ON POWER														
< $100 a month	146	10%	10%	8%	6%	3%	14%	6%	4%	10%	5%	22%	2%	5.4
$100-$200	561	8%	6%	8%	7%	6%	16%	6%	9%	10%	4%	20%	0%	5.6
$201-$300	230	9%	7%	9%	6%	5%	14%	8%	7%	12%	6%	17%	0%	5.5
> $300 a month	55	13%	0%	6%	7%	5%	18%	7%	7%	13%	4%	20%	0%	5.7
No gas	689	8%	7%	8%	6%	5%	14%	6%	8%	10%	5%	23%	0%	5.7
Gas provider same as electricity supplier	132	11%	6%	10%	5%	6%	17%	7%	6%	10%	5%	15%	2%	5.2
Gas provider NOT same as electricity supplier	173	10%	6%	6%	11%	5%	18%	10%	8%	10%	4%	12%	0%	5.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	7%	5%	8%	5%	6%	16%	7%	8%	9%	5%	23%	1%	5.8
No/ Unsure	721	9%	7%	8%	7%	5%	15%	7%	8%	11%	4%	19%	0%	5.5

USEFULNESS: AS PART OF YOUR ELECTRICITY BILL

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

As part of your electricity bill
ban1 by q11_4

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	4%	4%	4%	4%	3%	13%	6%	8%	18%	8%	25%	3%	6.8
AREA														
Auckland	324	4%	4%	3%	4%	3%	12%	6%	9%	20%	8%	26%	1%	7.0
Christchurch	109	4%	4%	5%	3%	2%	13%	5%	10%	16%	12%	21%	5%	6.7
Wellington	102	2%	3%	2%	4%	3%	9%	11%	14%	15%	9%	25%	3%	7.2
Provincial (NI)	332	6%	5%	3%	5%	3%	13%	5%	6%	18%	8%	24%	4%	6.6
Provincial (SI)	133	4%	4%	5%	4%	4%	15%	7%	8%	17%	4%	26%	2%	6.5
NETWORK														
Vector	310	4%	4%	3%	4%	3%	12%	6%	9%	20%	8%	26%	1%	7.0
Orion	104	4%	3%	6%	3%	2%	13%	5%	10%	17%	11%	21%	5%	6.8
Eastland Networks	51	0%	6%	4%	2%	2%	14%	8%	2%	19%	6%	29%	8%	7.2
Unsion	44	2%	7%	7%	7%	7%	11%	2%	7%	14%	11%	23%	2%	6.4
Powerco	95	5%	5%	2%	5%	3%	15%	5%	9%	20%	5%	19%	7%	6.4
WEL Networks	55	13%	4%	4%	5%	2%	7%	5%	5%	13%	11%	29%	2%	6.4
Wellington Electricity Lines	102	2%	3%	2%	4%	3%	9%	11%	14%	15%	9%	25%	3%	7.2
Gender														
Male	480	4%	4%	4%	4%	2%	13%	6%	10%	20%	8%	23%	2%	6.8
Female	520	4%	5%	3%	4%	3%	13%	7%	7%	17%	8%	25%	4%	6.8
AGE GROUP														
18-29	98	1%	4%	1%	8%	4%	21%	6%	11%	13%	7%	22%	2%	6.6
30-44	407	3%	3%	3%	4%	3%	13%	7%	10%	19%	9%	25%	1%	7.0
45-59	274	3%	4%	6%	4%	3%	11%	6%	7%	19%	8%	25%	4%	6.9
60 plus	221	10%	7%	2%	2%	4%	12%	5%	5%	17%	6%	25%	5%	6.3
HOUSEHOLD INCOME														
$30,000 or less	149	7%	6%	5%	1%	1%	11%	7%	5%	17%	5%	28%	7%	6.6
$30,001-50,000	177	7%	5%	2%	3%	2%	18%	5%	7%	16%	6%	27%	2%	6.5
$50,001-70,000	139	1%	3%	3%	4%	4%	15%	4%	9%	23%	9%	21%	4%	7.0
$70,001-100,000	182	1%	4%	4%	4%	3%	14%	5%	9%	20%	11%	23%	2%	7.0
More than $100,000	218	2%	4%	3%	4%	4%	11%	11%	10%	20%	8%	23%	0%	6.9
NZ Maori	97	6%	3%	1%	8%	1%	16%	10%	5%	12%	6%	31%	1%	6.7
Pacific Island	43	2%	11%	0%	5%	5%	14%	7%	5%	16%	7%	28%	0%	6.6
Asian	73	2%	4%	3%	1%	4%	7%	8%	11%	15%	14%	30%	1%	7.5
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	5%	4%	3%	3%	3%	13%	4%	8%	20%	7%	26%	4%	6.9
Mercury Energy	225	2%	6%	3%	2%	4%	14%	10%	9%	14%	10%	25%	1%	6.8
Contact/ Empower	242	2%	4%	3%	6%	3%	12%	5%	7%	21%	10%	24%	3%	7.0
TrustPower	104	8%	3%	8%	4%	3%	15%	7%	8%	11%	3%	28%	2%	6.3
Meridian Energy	86	5%	2%	4%	6%	0%	10%	8%	16%	19%	9%	20%	1%	6.8
MONTHLY SPEND ON POWER														
< $100 a month	146	7%	8%	3%	5%	3%	12%	5%	10%	11%	7%	27%	2%	6.3
$100-$200	561	4%	4%	3%	5%	3%	12%	7%	7%	19%	9%	24%	3%	6.8
$201-$300	230	2%	3%	4%	3%	3%	14%	6%	9%	23%	7%	23%	3%	6.9
> $300 a month	55	2%	2%	5%	0%	5%	14%	4%	13%	11%	7%	35%	2%	7.3
No gas	689	5%	5%	3%	4%	3%	13%	6%	8%	16%	8%	25%	4%	6.7
Gas provider same as electricity supplier	132	1%	2%	5%	7%	5%	10%	8%	8%	23%	8%	21%	2%	6.8
Gas provider NOT same as electricity supplier	173	4%	4%	2%	4%	3%	14%	6%	11%	21%	6%	24%	1%	6.9
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	3%	2%	4%	7%	2%	12%	6%	9%	16%	10%	26%	3%	6.9
No/ Unsure	721	5%	5%	4%	3%	3%	13%	6%	8%	19%	7%	24%	3%	6.7

USEFULNESS: PUBLIC NOTICE IN THE LOCAL NEWSPAPER

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

Public notice in the local newspaper
ban1 by q11_5

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	12%	10%	10%	7%	5%	18%	7%	6%	7%	3%	13%	2%	4.7
AREA														
Auckland	324	15%	10%	8%	9%	3%	15%	8%	6%	9%	3%	13%	1%	4.6
Christchurch	109	12%	11%	15%	8%	7%	15%	5%	1%	8%	6%	11%	1%	4.4
Wellington	102	11%	9%	12%	12%	10%	14%	7%	4%	6%	2%	9%	4%	4.2
Provincial (NI)	332	12%	11%	8%	4%	6%	21%	6%	6%	5%	4%	16%	1%	4.8
Provincial (SI)	133	10%	7%	11%	7%	6%	19%	8%	7%	10%	1%	12%	2%	4.9
NETWORK														
Vector	310	15%	10%	9%	9%	4%	15%	7%	7%	9%	2%	12%	1%	4.6
Orion	104	10%	11%	14%	9%	8%	14%	6%	1%	9%	6%	11%	1%	4.5
Eastland Networks	51	6%	14%	10%	0%	2%	29%	2%	4%	8%	4%	19%	2%	5.3
Unsion	44	9%	9%	7%	7%	7%	23%	14%	2%	4%	2%	16%	0%	5.0
Powerco	95	13%	13%	5%	5%	5%	18%	5%	9%	4%	7%	14%	2%	4.9
WEL Networks	55	18%	9%	7%	6%	7%	15%	5%	4%	5%	4%	18%	2%	4.7
Wellington Electricity Lines	102	11%	9%	12%	12%	10%	14%	7%	4%	6%	2%	9%	4%	4.2
Gender														
Male	480	12%	12%	8%	7%	5%	17%	9%	5%	9%	3%	11%	2%	4.6
Female	520	13%	8%	11%	7%	5%	18%	6%	6%	6%	3%	15%	2%	4.7
AGE GROUP														
18-29	98	6%	9%	10%	9%	7%	22%	4%	4%	10%	1%	17%	1%	5.1
30-44	407	12%	7%	9%	7%	7%	19%	10%	7%	6%	2%	12%	2%	4.8
45-59	274	14%	13%	11%	7%	6%	18%	5%	5%	6%	3%	11%	1%	4.2
60 plus	221	15%	11%	9%	7%	2%	14%	5%	3%	10%	5%	16%	3%	4.8
HOUSEHOLD INCOME														
$30,000 or less	149	16%	11%	3%	6%	1%	19%	6%	5%	6%	4%	18%	5%	4.9
$30,001-50,000	177	12%	10%	6%	7%	3%	22%	5%	6%	8%	3%	17%	1%	5.1
$50,001-70,000	139	9%	12%	11%	7%	4%	19%	4%	4%	12%	4%	13%	1%	4.8
$70,001-100,000	182	8%	11%	13%	7%	5%	21%	9%	5%	9%	2%	10%	0%	4.6
More than $100,000	218	13%	7%	12%	10%	8%	15%	11%	9%	5%	2%	7%	1%	4.3
NZ Maori	97	12%	4%	4%	4%	3%	20%	10%	5%	14%	1%	23%	0%	5.8
Pacific Island	43	5%	18%	5%	2%	5%	16%	7%	14%	9%	0%	14%	5%	5.1
Asian	73	7%	3%	5%	5%	3%	21%	5%	11%	14%	4%	19%	3%	6.1
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	14%	7%	8%	8%	5%	15%	10%	4%	7%	6%	13%	3%	4.8
Mercury Energy	225	11%	11%	9%	8%	6%	19%	7%	8%	8%	2%	10%	1%	4.6
Contact/ Empower	242	14%	9%	10%	4%	6%	20%	6%	4%	7%	2%	16%	2%	4.7
TrustPower	104	11%	10%	8%	7%	5%	20%	6%	8%	7%	2%	16%	0%	4.9
Meridian Energy	86	6%	9%	17%	11%	6%	14%	8%	6%	11%	2%	9%	1%	4.6
MONTHLY SPEND ON POWER														
< $100 a month	146	11%	12%	7%	7%	6%	16%	4%	3%	10%	5%	16%	3%	4.9
$100-$200	561	13%	9%	10%	7%	5%	18%	9%	6%	7%	2%	13%	1%	4.7
$201-$300	230	12%	13%	9%	5%	7%	19%	6%	6%	7%	3%	11%	2%	4.5
> $300 a month	55	14%	5%	13%	15%	2%	15%	4%	7%	5%	5%	15%	0%	4.7
No gas	689	11%	11%	9%	7%	5%	17%	8%	5%	8%	3%	14%	2%	4.8
Gas provider same as electricity supplier	132	15%	9%	10%	7%	8%	20%	3%	7%	4%	3%	13%	1%	4.4
Gas provider NOT same as electricity supplier	173	14%	6%	13%	9%	5%	20%	7%	6%	6%	3%	10%	1%	4.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	11%	10%	13%	8%	5%	17%	6%	7%	6%	3%	13%	1%	4.5
No/ Unsure	721	13%	10%	8%	7%	6%	18%	7%	5%	8%	3%	13%	2%	4.7

USEFULNESS: AS PART OF THE INFORMATION ON ELECTRICAL APPLIANCES

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

As part of the information on electrical appliances
ban1 by q11_6

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	8%	7%	6%	6%	6%	16%	7%	9%	12%	5%	15%	3%	5.6
AREA														
Auckland	324	8%	7%	4%	7%	4%	16%	9%	7%	13%	6%	16%	3%	5.7
Christchurch	109	8%	6%	7%	5%	5%	19%	7%	10%	13%	5%	11%	4%	5.4
Wellington	102	8%	7%	6%	9%	10%	11%	7%	12%	12%	4%	12%	2%	5.4
Provincial (NI)	332	9%	6%	7%	6%	5%	15%	6%	10%	12%	5%	16%	3%	5.5
Provincial (SI)	133	2%	7%	8%	8%	8%	20%	5%	9%	10%	4%	17%	2%	5.7
NETWORK														
Vector	310	8%	6%	5%	6%	5%	16%	9%	7%	13%	5%	17%	3%	5.7
Orion	104	7%	6%	8%	5%	4%	20%	8%	10%	13%	5%	11%	3%	5.5
Eastland Networks	51	8%	6%	6%	2%	2%	19%	4%	4%	19%	8%	20%	2%	6.2
Unsion	44	9%	7%	7%	4%	7%	25%	5%	2%	7%	5%	20%	2%	5.4
Powerco	95	10%	11%	5%	7%	4%	16%	7%	12%	6%	4%	12%	6%	5.0
WEL Networks	55	9%	2%	13%	7%	4%	7%	9%	16%	16%	2%	15%	0%	5.6
Wellington Electricity Lines	102	8%	7%	6%	9%	10%	11%	7%	12%	12%	4%	12%	2%	5.4
Gender														
Male	480	9%	7%	6%	6%	6%	16%	8%	10%	11%	6%	13%	2%	5.4
Female	520	7%	6%	6%	7%	5%	16%	7%	8%	13%	4%	18%	3%	5.7
AGE GROUP														
18-29	98	5%	4%	6%	5%	7%	15%	12%	9%	14%	1%	19%	3%	5.9
30-44	407	6%	6%	7%	7%	5%	18%	8%	9%	14%	5%	14%	1%	5.7
45-59	274	6%	7%	7%	6%	7%	15%	7%	9%	11%	6%	17%	2%	5.7
60 plus	221	14%	9%	5%	6%	4%	15%	4%	9%	9%	5%	14%	6%	5.1
HOUSEHOLD INCOME														
$30,000 or less	149	9%	9%	3%	4%	5%	13%	5%	8%	13%	5%	20%	6%	5.8
$30,001-50,000	177	7%	8%	4%	4%	6%	17%	5%	10%	9%	6%	20%	4%	5.8
$50,001-70,000	139	4%	4%	6%	8%	7%	22%	8%	11%	11%	4%	14%	1%	5.8
$70,001-100,000	182	6%	4%	10%	5%	6%	20%	9%	8%	14%	2%	14%	2%	5.6
More than $100,000	218	6%	8%	6%	9%	7%	12%	12%	10%	15%	5%	10%	0%	5.4
NZ Maori	97	5%	6%	5%	4%	5%	11%	14%	6%	13%	5%	25%	1%	6.3
Pacific Island	43	3%	9%	9%	0%	9%	12%	5%	2%	12%	9%	28%	2%	6.4
Asian	73	4%	4%	2%	3%	6%	19%	12%	15%	12%	8%	15%	0%	6.4
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	9%	5%	5%	5%	7%	15%	9%	11%	10%	6%	16%	2%	5.7
Mercury Energy	225	6%	7%	5%	7%	7%	14%	8%	9%	11%	6%	17%	3%	5.8
Contact/ Empower	242	4%	7%	8%	7%	5%	19%	6%	8%	13%	4%	16%	3%	5.7
TrustPower	104	8%	3%	7%	7%	4%	21%	7%	6%	14%	6%	15%	2%	5.7
Meridian Energy	86	12%	8%	8%	9%	6%	12%	4%	16%	16%	3%	6%	0%	4.9
MONTHLY SPEND ON POWER														
< $100 a month	146	10%	12%	7%	7%	4%	15%	7%	8%	8%	5%	16%	1%	5.2
$100-$200	561	8%	6%	6%	6%	6%	15%	7%	9%	13%	5%	15%	4%	5.6
$201-$300	230	5%	5%	7%	8%	5%	19%	7%	10%	14%	5%	13%	2%	5.7
> $300 a month	55	9%	4%	5%	4%	7%	15%	11%	11%	13%	5%	16%	0%	5.8
No gas	689	8%	7%	6%	5%	6%	14%	7%	10%	12%	5%	17%	3%	5.7
Gas provider same as electricity supplier	132	9%	5%	7%	10%	9%	20%	5%	4%	13%	4%	11%	3%	5.1
Gas provider NOT same as electricity supplier	173	8%	5%	6%	10%	3%	20%	9%	11%	12%	3%	12%	1%	5.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	7%	5%	8%	7%	5%	15%	7%	9%	13%	4%	16%	4%	5.7
No/ Unsure	721	8%	7%	6%	6%	6%	17%	7%	9%	12%	5%	15%	2%	5.5

USEFULNESS: AS PART OF THE INFORMATION WHEN YOU MOVE HOME

Using a 0-10 scale where 0 means not at all useful, and 10 means very useful, how useful would each of the following be in providing information to compare electricity retail prices:

As part of the information when you move home
ban1 by q11_7

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	5%	4%	5%	4%	3%	14%	4%	10%	15%	7%	24%	5%	6.6
AREA														
Auckland	324	6%	4%	5%	3%	1%	12%	5%	11%	15%	8%	25%	5%	6.6
Christchurch	109	5%	5%	3%	5%	3%	16%	3%	6%	18%	6%	25%	5%	6.6
Wellington	102	4%	2%	3%	4%	6%	11%	3%	14%	16%	10%	23%	4%	6.9
Provincial (NI)	332	6%	6%	5%	4%	3%	14%	4%	7%	13%	8%	24%	6%	6.4
Provincial (SI)	133	4%	1%	8%	3%	4%	16%	1%	11%	19%	4%	24%	5%	6.7
NETWORK														
Vector	310	6%	4%	5%	3%	1%	12%	6%	11%	16%	8%	23%	5%	6.6
Orion	104	5%	5%	3%	6%	3%	17%	3%	6%	16%	7%	25%	4%	6.6
Eastland Networks	51	6%	6%	8%	2%	0%	15%	2%	0%	6%	14%	35%	6%	6.8
Unsion	44	2%	4%	9%	5%	5%	16%	0%	7%	11%	11%	25%	5%	6.5
Powerco	95	8%	8%	4%	3%	4%	22%	1%	7%	13%	7%	19%	4%	5.9
WEL Networks	55	6%	0%	6%	5%	4%	7%	7%	7%	20%	7%	29%	2%	7.0
Wellington Electricity Lines	102	4%	2%	3%	4%	6%	11%	3%	14%	16%	10%	23%	4%	6.9
Gender														
Male	480	6%	4%	4%	4%	3%	15%	4%	10%	17%	7%	22%	4%	6.5
Female	520	5%	4%	5%	4%	3%	13%	4%	9%	14%	7%	26%	6%	6.7
AGE GROUP														
18-29	98	2%	3%	3%	3%	5%	18%	9%	9%	16%	5%	26%	1%	6.8
30-44	407	3%	2%	6%	3%	3%	15%	5%	13%	16%	7%	24%	3%	6.8
45-59	274	4%	4%	7%	4%	3%	12%	3%	9%	15%	7%	27%	5%	6.6
60 plus	221	13%	7%	1%	4%	2%	13%	1%	4%	15%	9%	20%	11%	5.9
HOUSEHOLD INCOME														
$30,000 or less	149	10%	9%	1%	2%	3%	14%	2%	5%	14%	6%	26%	8%	6.2
$30,001-50,000	177	8%	5%	3%	3%	2%	18%	5%	8%	12%	7%	23%	6%	6.3
$50,001-70,000	139	3%	2%	4%	7%	3%	17%	1%	10%	18%	11%	23%	1%	6.9
$70,001-100,000	182	3%	3%	5%	1%	2%	17%	3%	10%	19%	8%	27%	2%	7.1
More than $100,000	218	3%	2%	8%	3%	5%	8%	6%	14%	18%	6%	24%	3%	6.8
NZ Maori	97	6%	5%	6%	3%	2%	18%	3%	11%	9%	5%	30%	2%	6.5
Pacific Island	43	2%	7%	5%	2%	7%	9%	2%	5%	14%	5%	35%	7%	6.9
Asian	73	0%	4%	4%	3%	0%	15%	12%	8%	12%	7%	32%	3%	7.2
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	7%	4%	2%	4%	3%	13%	3%	11%	15%	8%	27%	3%	6.7
Mercury Energy	225	5%	5%	5%	3%	3%	13%	5%	10%	17%	8%	22%	4%	6.6
Contact/ Empower	242	3%	5%	5%	3%	2%	16%	4%	8%	16%	7%	25%	6%	6.7
TrustPower	104	7%	0%	10%	4%	1%	13%	2%	9%	14%	7%	25%	8%	6.5
Meridian Energy	86	4%	5%	6%	5%	1%	16%	6%	11%	15%	5%	21%	5%	6.3
MONTHLY SPEND ON POWER														
< $100 a month	146	8%	8%	3%	5%	4%	13%	4%	4%	14%	9%	21%	7%	6.1
$100-$200	561	6%	4%	4%	4%	3%	13%	4%	10%	15%	7%	25%	5%	6.6
$201-$300	230	3%	3%	6%	3%	3%	16%	2%	10%	18%	7%	25%	4%	6.9
> $300 a month	55	4%	2%	11%	4%	0%	14%	7%	16%	11%	9%	22%	0%	6.5
No gas	689	5%	4%	4%	4%	3%	16%	4%	8%	14%	7%	26%	5%	6.6
Gas provider same as electricity supplier	132	8%	2%	7%	5%	4%	9%	3%	13%	16%	12%	17%	4%	6.3
Gas provider NOT same as electricity supplier	173	5%	5%	6%	3%	2%	10%	3%	14%	18%	6%	23%	5%	6.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	6%	2%	3%	4%	3%	15%	3%	8%	15%	9%	28%	4%	6.9
No/ Unsure	721	5%	5%	6%	3%	3%	13%	4%	10%	15%	7%	23%	6%	6.5

IMPORTANCE OF INCENTIVES ON OFFER - A 10% DISCOUNT FOR PROMPT PAYMENT

Using a 0-10 scale where 0 means not at all important, and 10 means very important, how important are the following incentives that retail power companies offer?

A 10% discount for prompt payment
ban1 by q13_1

	Base	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	Unsure	Mean
All	1000	2%	1%	1%	1%	1%	4%	2%	5%	15%	11%	56%	1%	8.7
AREA														
Auckland	324	1%	1%	0%	1%	1%	4%	3%	5%	14%	14%	55%	1%	8.7
Christchurch	109	4%	2%	2%	2%	1%	5%	2%	4%	15%	15%	48%	0%	8.2
Wellington	102	1%	2%	1%	2%	1%	0%	1%	10%	14%	10%	58%	0%	8.7
Provincial (NI)	332	2%	1%	1%	1%	0%	5%	2%	3%	16%	10%	57%	2%	8.7
Provincial (SI)	133	0%	1%	1%	0%	1%	4%	2%	7%	16%	9%	59%	0%	8.9
NETWORK														
Vector	310	1%	1%	1%	1%	1%	4%	3%	5%	14%	14%	54%	1%	8.7
Orion	104	3%	2%	2%	2%	1%	6%	2%	5%	15%	15%	47%	0%	8.2
Eastland Networks	51	4%	0%	0%	2%	0%	8%	2%	0%	12%	13%	53%	6%	8.5
Unsion	44	5%	2%	2%	2%	0%	0%	5%	5%	11%	9%	57%	2%	8.3
Powerco	95	2%	3%	2%	1%	1%	1%	2%	3%	16%	13%	55%	1%	8.5
WEL Networks	55	0%	0%	0%	2%	0%	9%	2%	2%	22%	9%	52%	2%	8.7
Wellington Electricity Lines	102	1%	2%	1%	2%	1%	0%	1%	10%	14%	10%	58%	0%	8.7
Gender														
Male	480	2%	2%	1%	1%	0%	5%	3%	6%	16%	11%	52%	1%	8.5
Female	520	1%	1%	1%	1%	1%	4%	1%	4%	15%	12%	58%	1%	8.8
AGE GROUP														
18-29	98	2%	0%	0%	0%	1%	1%	2%	8%	18%	11%	57%	0%	8.9
30-44	407	1%	2%	1%	1%	1%	5%	1%	5%	18%	12%	52%	1%	8.6
45-59	274	1%	0%	1%	2%	0%	5%	3%	4%	15%	11%	57%	1%	8.7
60 plus	221	3%	2%	2%	0%	1%	3%	3%	4%	10%	11%	60%	1%	8.6
HOUSEHOLD INCOME														
$30,000 or less	149	3%	2%	1%	1%	0%	6%	1%	2%	7%	7%	69%	1%	8.8
$30,001-50,000	177	2%	1%	1%	1%	1%	2%	2%	2%	16%	12%	58%	2%	8.8
$50,001-70,000	139	2%	1%	0%	0%	1%	4%	3%	3%	19%	15%	52%	0%	8.8
$70,001-100,000	182	0%	1%	1%	2%	1%	6%	3%	9%	16%	13%	48%	0%	8.5
More than $100,000	218	0%	2%	1%	2%	0%	3%	1%	6%	21%	12%	52%	0%	8.7
NZ Maori	97	1%	2%	1%	0%	1%	9%	2%	6%	13%	8%	56%	1%	8.5
Pacific Island	43	5%	5%	0%	2%	2%	5%	0%	2%	5%	12%	60%	2%	8.3
Asian	73	1%	1%	0%	0%	0%	5%	3%	4%	7%	10%	66%	3%	9.0
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	3%	2%	1%	1%	1%	5%	2%	5%	13%	11%	56%	0%	8.5
Mercury Energy	225	1%	1%	0%	0%	1%	4%	2%	5%	18%	12%	56%	0%	8.8
Contact/ Empower	242	1%	2%	1%	1%	0%	4%	1%	4%	15%	11%	59%	1%	8.8
TrustPower	104	2%	0%	0%	3%	0%	7%	5%	7%	11%	8%	55%	2%	8.5
Meridian Energy	86	1%	1%	0%	2%	2%	2%	0%	4%	16%	18%	54%	0%	8.8
MONTHLY SPEND ON POWER														
< $100 a month	146	1%	1%	1%	0%	1%	4%	1%	5%	13%	14%	57%	2%	8.8
$100-$200	561	2%	1%	1%	1%	1%	3%	2%	5%	16%	12%	55%	1%	8.6
$201-$300	230	1%	1%	1%	2%	1%	6%	1%	5%	17%	9%	56%	0%	8.6
> $300 a month	55	2%	0%	0%	2%	0%	7%	2%	2%	14%	13%	58%	0%	8.8
No gas	689	2%	1%	1%	1%	1%	5%	2%	4%	14%	11%	57%	1%	8.7
Gas provider same as electricity supplier	132	0%	1%	1%	0%	1%	1%	1%	8%	23%	11%	52%	1%	8.8
Gas provider NOT same as electricity supplier	173	2%	1%	1%	2%	0%	4%	3%	6%	15%	14%	52%	0%	8.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	2%	1%	2%	1%	1%	3%	2%	5%	13%	13%	56%	1%	8.7
No/ Unsure	721	1%	1%	1%	1%	1%	5%	2%	5%	16%	11%	55%	1%	8.7

IMPORTANCE OF INCENTIVES ON OFFER - A $200 DISCOUNT OFF YOUR CURRENT ANNUAL POWER BILL

Using a 0-10 scale where 0 means not at all important, and 10 means very important, how important are the following incentives that retail power companies offer?

A $200 discount off your current annual power bill
ban1 by q13_2

	Base	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	Unsure	Mean
All	1000	2%	2%	2%	1%	1%	7%	3%	7%	11%	10%	53%	1%	8.3
AREA														
Auckland	324	3%	1%	1%	1%	1%	5%	3%	8%	11%	9%	57%	0%	8.5
Christchurch	109	3%	4%	1%	0%	2%	5%	6%	6%	13%	13%	46%	1%	8.1
Wellington	102	0%	4%	1%	0%	3%	10%	4%	7%	10%	10%	48%	3%	8.2
Provincial (NI)	332	3%	2%	4%	1%	0%	7%	2%	6%	11%	9%	54%	1%	8.2
Provincial (SI)	133	1%	2%	1%	1%	1%	8%	2%	9%	12%	11%	51%	1%	8.4
NETWORK														
Vector	310	3%	1%	1%	1%	1%	5%	4%	8%	11%	8%	56%	1%	8.4
Orion	104	1%	4%	1%	0%	2%	5%	7%	6%	12%	13%	48%	1%	8.3
Eastland Networks	51	6%	0%	2%	0%	0%	9%	0%	4%	10%	8%	59%	2%	8.3
Unsion	44	7%	2%	7%	0%	0%	7%	2%	9%	9%	5%	52%	0%	7.6
Powerco	95	3%	3%	7%	1%	0%	3%	2%	5%	10%	12%	53%	1%	8.0
WEL Networks	55	2%	0%	0%	0%	0%	9%	2%	7%	9%	11%	56%	4%	8.7
Wellington Electricity Lines	102	0%	4%	1%	0%	3%	10%	4%	7%	10%	10%	48%	3%	8.2
Gender														
Male	480	3%	3%	2%	1%	1%	7%	5%	8%	12%	9%	48%	1%	7.9
Female	520	1%	1%	2%	0%	1%	6%	2%	7%	11%	10%	58%	1%	8.7
AGE GROUP														
18-29	98	2%	1%	1%	0%	0%	3%	4%	9%	18%	7%	55%	0%	8.6
30-44	407	1%	2%	1%	1%	1%	7%	4%	7%	10%	11%	54%	1%	8.4
45-59	274	2%	3%	2%	1%	1%	7%	3%	8%	13%	9%	50%	1%	8.2
60 plus	221	4%	2%	3%	1%	1%	7%	3%	5%	9%	9%	54%	2%	8.1
HOUSEHOLD INCOME														
$30,000 or less	149	3%	1%	2%	1%	1%	5%	1%	6%	5%	7%	67%	1%	8.6
$30,001-50,000	177	4%	1%	3%	0%	1%	3%	4%	4%	8%	11%	59%	2%	8.5
$50,001-70,000	139	1%	3%	1%	0%	1%	6%	3%	8%	12%	11%	53%	1%	8.5
$70,001-100,000	182	2%	1%	2%	0%	2%	9%	4%	10%	14%	12%	44%	0%	8.2
More than $100,000	218	1%	4%	2%	2%	2%	6%	4%	9%	17%	9%	43%	1%	8.0
NZ Maori	97	4%	2%	1%	0%	0%	6%	2%	3%	11%	5%	64%	2%	8.5
Pacific Island	43	5%	0%	2%	0%	0%	7%	2%	7%	0%	7%	70%	0%	8.6
Asian	73	1%	0%	0%	0%	1%	3%	4%	6%	7%	7%	70%	1%	9.1
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	5%	1%	3%	0%	0%	8%	4%	6%	9%	11%	52%	1%	8.1
Mercury Energy	225	2%	1%	1%	1%	2%	5%	4%	9%	13%	7%	54%	1%	8.4
Contact/ Empower	242	0%	4%	1%	1%	0%	5%	3%	7%	10%	10%	58%	1%	8.6
TrustPower	104	5%	1%	1%	1%	2%	11%	3%	6%	12%	8%	49%	1%	8.0
Meridian Energy	86	0%	5%	1%	0%	1%	7%	2%	5%	14%	14%	50%	1%	8.4
MONTHLY SPEND ON POWER														
< $100 a month	146	2%	1%	1%	1%	1%	6%	2%	7%	14%	13%	49%	3%	8.5
$100-$200	561	2%	3%	2%	1%	1%	7%	3%	6%	11%	9%	54%	1%	8.3
$201-$300	230	2%	1%	3%	2%	1%	6%	5%	7%	10%	9%	54%	0%	8.3
> $300 a month	55	2%	2%	0%	0%	2%	9%	2%	14%	9%	7%	51%	2%	8.3
No gas	689	2%	2%	2%	1%	1%	6%	4%	7%	11%	9%	54%	1%	8.3
Gas provider same as electricity supplier	132	0%	2%	3%	1%	1%	6%	4%	8%	11%	8%	55%	1%	8.4
Gas provider NOT same as electricity supplier	173	3%	1%	2%	1%	1%	9%	2%	8%	13%	13%	47%	0%	8.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	1%	2%	3%	1%	1%	6%	3%	6%	11%	11%	55%	0%	8.4
No/ Unsure	721	3%	2%	2%	1%	1%	7%	3%	7%	12%	9%	52%	1%	8.3

IMPORTANCE OF INCENTIVES ON OFFER - A 10% DISCOUNT FOR ELECTRONIC OR ONLINE PAYMENTS

Using a 0-10 scale where 0 means not at all important, and 10 means very important, how important are the following incentives that retail power companies offer?

A 10% discount for electronic or online payments
ban1 by q13_3

	Base	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	Unsure	Mean
All	1000	5%	4%	3%	2%	1%	7%	3%	7%	15%	11%	41%	1%	7.6
AREA														
Auckland	324	4%	3%	2%	2%	1%	6%	3%	4%	15%	13%	46%	1%	8.0
Christchurch	109	7%	5%	4%	3%	0%	6%	3%	7%	16%	9%	38%	2%	7.2
Wellington	102	2%	3%	3%	3%	0%	5%	7%	7%	12%	10%	44%	4%	7.9
Provincial (NI)	332	9%	4%	3%	1%	1%	9%	2%	10%	14%	10%	36%	1%	7.1
Provincial (SI)	133	3%	4%	1%	1%	1%	6%	1%	11%	17%	10%	44%	1%	8.0
NETWORK														
Vector	310	4%	3%	2%	2%	1%	7%	3%	4%	15%	13%	45%	1%	8.0
Orion	104	7%	5%	4%	3%	0%	7%	3%	8%	16%	9%	36%	2%	7.2
Eastland Networks	51	10%	8%	2%	2%	0%	10%	0%	2%	23%	10%	31%	2%	6.8
Unsion	44	7%	2%	5%	0%	0%	9%	5%	11%	2%	11%	46%	2%	7.6
Powerco	95	10%	2%	4%	0%	2%	8%	3%	12%	15%	9%	35%	0%	7.1
WEL Networks	55	11%	5%	4%	4%	0%	7%	0%	13%	13%	7%	34%	2%	6.7
Wellington Electricity Lines	102	2%	3%	3%	3%	0%	5%	7%	7%	12%	10%	44%	4%	7.9
Gender														
Male	480	5%	3%	2%	2%	1%	7%	3%	9%	16%	11%	40%	1%	7.7
Female	520	6%	5%	3%	2%	0%	7%	3%	6%	14%	10%	42%	2%	7.5
AGE GROUP														
18-29	98	1%	0%	1%	4%	0%	2%	1%	10%	19%	10%	52%	0%	8.6
30-44	407	2%	2%	3%	2%	1%	6%	3%	9%	16%	13%	43%	0%	8.0
45-59	274	7%	5%	2%	1%	0%	9%	3%	5%	18%	9%	39%	2%	7.4
60 plus	221	12%	6%	4%	2%	1%	9%	3%	6%	8%	9%	36%	4%	6.6
HOUSEHOLD INCOME														
$30,000 or less	149	14%	5%	3%	1%	0%	7%	1%	2%	7%	10%	48%	2%	7.1
$30,001-50,000	177	4%	4%	3%	2%	1%	6%	3%	10%	11%	11%	43%	2%	7.7
$50,001-70,000	139	3%	1%	4%	0%	0%	9%	2%	6%	16%	15%	43%	1%	8.1
$70,001-100,000	182	3%	4%	1%	4%	1%	8%	5%	10%	19%	12%	32%	1%	7.5
More than $100,000	218	2%	3%	2%	1%	1%	5%	1%	8%	22%	10%	44%	1%	8.2
NZ Maori	97	5%	1%	2%	3%	1%	7%	3%	7%	12%	8%	50%	1%	7.9
Pacific Island	43	5%	7%	5%	2%	0%	7%	0%	7%	5%	9%	53%	0%	7.6
Asian	73	3%	0%	4%	1%	0%	7%	1%	3%	9%	10%	59%	3%	8.5
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	10%	4%	2%	2%	1%	10%	4%	8%	10%	13%	34%	2%	7.0
Mercury Energy	225	2%	2%	3%	2%	1%	5%	4%	6%	16%	11%	47%	1%	8.1
Contact/ Empower	242	6%	4%	2%	1%	0%	6%	3%	5%	15%	13%	43%	2%	7.7
TrustPower	104	6%	6%	1%	3%	0%	7%	1%	11%	18%	6%	39%	2%	7.4
Meridian Energy	86	2%	5%	7%	2%	0%	6%	1%	6%	17%	12%	40%	2%	7.6
MONTHLY SPEND ON POWER														
< $100 a month	146	10%	8%	2%	1%	0%	8%	1%	5%	12%	12%	38%	3%	7.0
$100-$200	561	5%	4%	4%	1%	1%	7%	4%	6%	14%	12%	41%	1%	7.6
$201-$300	230	4%	0%	1%	3%	0%	7%	4%	11%	20%	8%	42%	0%	7.9
> $300 a month	55	7%	2%	0%	4%	0%	7%	0%	11%	14%	9%	42%	4%	7.7
No gas	689	6%	4%	3%	2%	1%	7%	2%	7%	14%	11%	42%	1%	7.6
Gas provider same as electricity supplier	132	3%	4%	5%	1%	1%	5%	6%	8%	14%	14%	36%	3%	7.6
Gas provider NOT same as electricity supplier	173	5%	3%	1%	1%	1%	8%	4%	9%	19%	8%	40%	1%	7.7
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	2%	4%	3%	2%	1%	7%	2%	9%	12%	11%	46%	1%	8.0
No/ Unsure	721	7%	4%	2%	2%	0%	7%	3%	7%	16%	11%	39%	2%	7.5

IMPORTANCE OF INCENTIVES ON OFFER - DETAILED INFORMATION ON POWER USAGE

Using a 0-10 scale where 0 means not at all important, and 10 means very important, how important are the following incentives that retail power companies offer?

Detailed information on power usage
ban1 by q13_4

	Base	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	Unsure	Mean
All	1000	2%	2%	2%	2%	2%	10%	6%	13%	19%	10%	32%	0%	7.6
AREA														
Auckland	324	3%	2%	2%	2%	2%	8%	4%	10%	20%	10%	36%	1%	7.7
Christchurch	109	3%	1%	2%	0%	5%	13%	5%	13%	22%	8%	28%	0%	7.4
Wellington	102	0%	3%	2%	3%	3%	10%	10%	15%	16%	11%	26%	1%	7.4
Provincial (NI)	332	2%	2%	2%	2%	2%	12%	8%	11%	15%	11%	33%	0%	7.6
Provincial (SI)	133	1%	1%	4%	2%	1%	7%	4%	20%	23%	8%	29%	0%	7.5
NETWORK														
Vector	310	3%	2%	2%	2%	2%	7%	4%	11%	19%	10%	37%	1%	7.7
Orion	104	2%	1%	2%	0%	5%	13%	6%	13%	22%	9%	27%	0%	7.4
Eastland Networks	51	0%	2%	0%	2%	0%	12%	6%	12%	15%	8%	41%	2%	8.1
Unsion	44	4%	0%	5%	0%	0%	14%	7%	18%	5%	11%	36%	0%	7.5
Powerco	95	1%	5%	3%	3%	3%	9%	7%	6%	19%	12%	32%	0%	7.4
WEL Networks	55	4%	2%	0%	0%	0%	13%	4%	14%	14%	11%	38%	0%	7.9
Wellington Electricity Lines	102	0%	3%	2%	3%	3%	10%	10%	15%	16%	11%	26%	1%	7.4
Gender														
Male	480	3%	2%	3%	2%	2%	11%	7%	14%	18%	7%	31%	0%	7.3
Female	520	1%	1%	2%	2%	2%	9%	5%	12%	19%	12%	34%	1%	7.8
AGE GROUP														
18-29	98	0%	0%	4%	2%	1%	8%	7%	12%	23%	10%	33%	0%	7.9
30-44	407	2%	2%	1%	1%	3%	7%	6%	11%	20%	11%	36%	0%	7.8
45-59	274	1%	2%	3%	2%	1%	12%	6%	16%	20%	7%	29%	1%	7.4
60 plus	221	4%	2%	3%	1%	4%	14%	5%	11%	13%	11%	31%	1%	7.2
HOUSEHOLD INCOME														
$30,000 or less	149	3%	1%	1%	1%	2%	11%	4%	6%	15%	9%	47%	0%	8.0
$30,001-50,000	177	2%	2%	2%	1%	3%	13%	3%	10%	16%	11%	36%	1%	7.7
$50,001-70,000	139	2%	1%	3%	0%	1%	4%	6%	17%	23%	12%	31%	0%	7.9
$70,001-100,000	182	0%	1%	1%	2%	2%	10%	8%	18%	20%	10%	28%	0%	7.7
More than $100,000	218	0%	3%	4%	2%	4%	10%	9%	13%	20%	11%	24%	0%	7.2
NZ Maori	97	3%	3%	3%	2%	2%	9%	1%	5%	17%	6%	49%	0%	7.8
Pacific Island	43	5%	7%	0%	0%	0%	7%	7%	2%	9%	7%	56%	0%	8.0
Asian	73	1%	0%	1%	0%	0%	4%	4%	10%	14%	10%	53%	3%	8.7
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	3%	3%	3%	2%	3%	11%	4%	10%	16%	11%	34%	0%	7.5
Mercury Energy	225	2%	1%	1%	1%	1%	9%	5%	11%	21%	13%	34%	1%	7.9
Contact/ Empower	242	1%	2%	3%	2%	2%	9%	7%	17%	17%	7%	33%	0%	7.5
TrustPower	104	3%	0%	2%	1%	2%	13%	7%	11%	15%	9%	36%	1%	7.7
Meridian Energy	86	1%	1%	2%	4%	3%	9%	7%	14%	33%	7%	19%	0%	7.3
MONTHLY SPEND ON POWER														
< $100 a month	146	2%	1%	1%	1%	4%	13%	6%	12%	23%	8%	28%	1%	7.5
$100-$200	561	2%	2%	2%	2%	2%	9%	6%	13%	18%	10%	34%	0%	7.7
$201-$300	230	2%	2%	2%	3%	2%	11%	6%	10%	17%	12%	33%	0%	7.6
> $300 a month	55	2%	2%	4%	0%	2%	11%	5%	14%	18%	11%	31%	0%	7.6
No gas	689	2%	2%	2%	2%	2%	9%	5%	11%	19%	11%	35%	0%	7.8
Gas provider same as electricity supplier	132	1%	4%	5%	1%	1%	10%	10%	14%	16%	8%	29%	1%	7.2
Gas provider NOT same as electricity supplier	173	2%	1%	2%	3%	3%	13%	8%	18%	17%	9%	24%	0%	7.2
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	2%	2%	3%	2%	3%	11%	5%	13%	15%	11%	33%	0%	7.5
No/ Unsure	721	2%	2%	2%	2%	2%	10%	6%	12%	20%	9%	32%	1%	7.6

IMPORTANCE OF INCENTIVES ON OFFER - A FIXED POWER RATE FOR THE NEXT TWO YEARS

Using a 0-10 scale where 0 means not at all important, and 10 means very important, how important are the following incentives that retail power companies offer?

A fixed power rate for the next two years
ban1 by q13_5

	Base	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	Unsure	Mean
All	1000	3%	2%	3%	2%	2%	10%	6%	9%	16%	9%	37%	1%	7.6
AREA														
Auckland	324	4%	2%	3%	2%	3%	12%	7%	8%	15%	8%	35%	1%	7.4
Christchurch	109	2%	2%	4%	4%	1%	6%	4%	10%	16%	12%	37%	2%	7.7
Wellington	102	1%	0%	5%	1%	1%	14%	4%	12%	14%	12%	33%	3%	7.7
Provincial (NI)	332	2%	2%	3%	2%	3%	10%	5%	8%	17%	8%	39%	1%	7.6
Provincial (SI)	133	2%	6%	1%	1%	2%	7%	6%	9%	21%	9%	36%	0%	7.6
NETWORK														
Vector	310	4%	2%	3%	2%	3%	12%	7%	8%	16%	8%	34%	1%	7.3
Orion	104	1%	2%	4%	4%	1%	7%	5%	10%	17%	12%	35%	2%	7.8
Eastland Networks	51	2%	0%	2%	0%	2%	14%	0%	8%	19%	6%	45%	2%	8.1
Unsion	44	4%	2%	5%	0%	9%	7%	5%	7%	11%	9%	41%	0%	7.4
Powerco	95	4%	4%	4%	4%	2%	5%	7%	5%	18%	10%	36%	1%	7.3
WEL Networks	55	0%	0%	2%	4%	4%	14%	4%	7%	16%	7%	42%	0%	7.9
Wellington Electricity Lines	102	1%	0%	5%	1%	1%	14%	4%	12%	14%	12%	33%	3%	7.7
Gender														
Male	480	2%	3%	3%	2%	3%	10%	6%	10%	18%	8%	34%	1%	7.4
Female	520	3%	3%	2%	2%	2%	11%	5%	7%	15%	10%	39%	1%	7.7
AGE GROUP														
18-29	98	0%	2%	3%	2%	4%	13%	8%	6%	22%	2%	37%	1%	7.5
30-44	407	4%	3%	3%	1%	3%	10%	5%	12%	16%	12%	30%	1%	7.3
45-59	274	1%	1%	3%	3%	2%	11%	7%	8%	19%	7%	37%	1%	7.7
60 plus	221	4%	3%	2%	1%	1%	8%	5%	4%	13%	9%	48%	2%	7.9
HOUSEHOLD INCOME														
$30,000 or less	149	5%	3%	3%	0%	2%	7%	2%	7%	11%	8%	52%	0%	8.0
$30,001-50,000	177	1%	2%	3%	1%	2%	9%	3%	8%	18%	8%	44%	1%	8.0
$50,001-70,000	139	2%	1%	1%	2%	1%	8%	6%	12%	21%	9%	36%	1%	7.9
$70,001-100,000	182	2%	1%	3%	2%	2%	13%	7%	10%	19%	9%	31%	1%	7.5
More than $100,000	218	3%	4%	4%	3%	3%	10%	8%	10%	18%	8%	28%	1%	7.1
NZ Maori	97	2%	1%	4%	1%	1%	16%	1%	8%	17%	6%	42%	1%	7.8
Pacific Island	43	5%	7%	2%	0%	0%	12%	5%	5%	16%	9%	37%	2%	7.3
Asian	73	3%	3%	1%	0%	3%	12%	3%	7%	15%	11%	42%	0%	7.9
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	4%	2%	4%	1%	2%	13%	5%	6%	19%	9%	34%	1%	7.4
Mercury Energy	225	4%	2%	1%	3%	3%	11%	8%	9%	16%	8%	34%	1%	7.4
Contact/ Empower	242	1%	5%	2%	1%	2%	9%	4%	10%	15%	9%	41%	1%	7.8
TrustPower	104	4%	3%	2%	1%	2%	9%	5%	9%	22%	6%	35%	2%	7.6
Meridian Energy	86	0%	1%	1%	4%	1%	9%	7%	13%	14%	13%	34%	3%	7.9
MONTHLY SPEND ON POWER														
< $100 a month	146	1%	2%	3%	3%	3%	10%	4%	10%	15%	10%	36%	3%	7.6
$100-$200	561	3%	2%	3%	2%	2%	11%	5%	8%	16%	9%	38%	1%	7.6
$201-$300	230	3%	3%	3%	1%	2%	10%	8%	9%	18%	8%	34%	1%	7.5
> $300 a month	55	3%	2%	2%	2%	2%	9%	7%	13%	20%	9%	31%	0%	7.5
No gas	689	3%	3%	3%	2%	2%	10%	5%	8%	17%	9%	37%	1%	7.6
Gas provider same as electricity supplier	132	2%	0%	7%	4%	4%	8%	5%	9%	12%	11%	37%	1%	7.5
Gas provider NOT same as electricity supplier	173	3%	3%	2%	1%	3%	13%	7%	10%	17%	8%	32%	1%	7.3
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	2%	1%	3%	3%	2%	10%	5%	9%	14%	9%	41%	1%	7.7
No/ Unsure	721	3%	3%	3%	2%	3%	10%	6%	8%	17%	9%	35%	1%	7.5

IMPORTANCE OF INCENTIVES ON OFFER - YOUR METER IS READ MONTHLY SO YOU ARE BILLED ACTUAL READINGS, NOT ESTIMATES

Using a 0-10 scale where 0 means not at all important, and 10 means very important, how important are the following incentives that retail power companies offer?

Your meter is read monthly so you are billed actual readings, not estimates
ban1 by q13_6

	Base	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	Unsure	Mean
All	1000	2%	2%	2%	2%	2%	10%	4%	7%	14%	11%	42%	2%	7.8
AREA														
Auckland	324	2%	3%	3%	1%	2%	7%	2%	6%	15%	11%	46%	2%	8.0
Christchurch	109	3%	3%	2%	4%	1%	8%	3%	6%	14%	15%	38%	3%	7.8
Wellington	102	2%	1%	0%	2%	3%	8%	11%	12%	13%	9%	38%	1%	7.8
Provincial (NI)	332	3%	1%	3%	2%	2%	12%	4%	6%	13%	9%	43%	2%	7.8
Provincial (SI)	133	1%	4%	2%	4%	1%	12%	5%	7%	14%	14%	35%	1%	7.6
NETWORK														
Vector	310	2%	3%	3%	1%	2%	8%	2%	7%	14%	10%	46%	2%	8.0
Orion	104	2%	3%	2%	5%	1%	8%	3%	7%	13%	15%	38%	3%	7.8
Eastland Networks	51	0%	0%	2%	0%	0%	19%	2%	4%	18%	10%	43%	2%	8.2
Unsion	44	4%	2%	7%	5%	0%	9%	5%	9%	9%	9%	41%	0%	7.3
Powerco	95	4%	2%	4%	2%	4%	12%	4%	6%	12%	9%	40%	1%	7.4
WEL Networks	55	2%	0%	2%	2%	0%	9%	4%	4%	14%	9%	49%	5%	8.4
Wellington Electricity Lines	102	2%	1%	0%	2%	3%	8%	11%	12%	13%	9%	38%	1%	7.8
Gender														
Male	480	3%	3%	3%	3%	2%	10%	5%	6%	15%	10%	38%	2%	7.5
Female	520	2%	2%	2%	1%	2%	9%	3%	8%	13%	12%	45%	1%	8.1
AGE GROUP														
18-29	98	2%	1%	1%	2%	1%	8%	5%	7%	19%	9%	44%	1%	8.1
30-44	407	2%	2%	2%	1%	2%	9%	4%	7%	15%	13%	42%	1%	8.1
45-59	274	2%	2%	3%	4%	2%	11%	4%	7%	12%	10%	41%	2%	7.6
60 plus	221	5%	4%	3%	2%	2%	9%	5%	7%	10%	10%	41%	2%	7.5
HOUSEHOLD INCOME														
$30,000 or less	149	3%	3%	2%	1%	3%	8%	2%	8%	3%	10%	56%	1%	8.2
$30,001-50,000	177	2%	2%	4%	2%	0%	5%	4%	6%	13%	11%	49%	2%	8.2
$50,001-70,000	139	1%	1%	1%	1%	0%	13%	4%	6%	18%	14%	40%	1%	8.1
$70,001-100,000	182	1%	4%	1%	1%	3%	11%	5%	11%	15%	11%	35%	2%	7.7
More than $100,000	218	3%	2%	4%	4%	1%	9%	5%	6%	16%	12%	37%	1%	7.5
NZ Maori	97	4%	2%	3%	0%	2%	5%	0%	6%	8%	13%	55%	2%	8.3
Pacific Island	43	2%	5%	0%	0%	0%	7%	0%	5%	7%	7%	67%	0%	8.7
Asian	73	0%	3%	0%	0%	3%	3%	1%	11%	16%	10%	48%	5%	8.6
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	3%	2%	3%	0%	2%	9%	4%	8%	13%	13%	41%	2%	7.9
Mercury Energy	225	2%	2%	1%	1%	2%	8%	2%	9%	14%	11%	47%	1%	8.2
Contact/ Empower	242	2%	3%	4%	2%	2%	10%	6%	6%	12%	8%	43%	2%	7.7
TrustPower	104	4%	2%	1%	6%	0%	20%	2%	7%	11%	12%	33%	2%	7.3
Meridian Energy	86	2%	5%	2%	2%	4%	7%	6%	4%	16%	16%	34%	2%	7.6
MONTHLY SPEND ON POWER														
< $100 a month	146	3%	1%	4%	1%	3%	11%	4%	6%	10%	12%	43%	2%	7.8
$100-$200	561	3%	3%	3%	2%	2%	9%	4%	6%	14%	12%	40%	2%	7.7
$201-$300	230	0%	1%	3%	3%	2%	10%	5%	7%	15%	10%	43%	1%	8.0
> $300 a month	55	4%	0%	0%	2%	2%	14%	0%	15%	9%	5%	49%	0%	8.0
No gas	689	3%	2%	3%	2%	2%	9%	4%	6%	12%	11%	44%	2%	7.8
Gas provider same as electricity supplier	132	1%	2%	2%	2%	2%	10%	6%	8%	17%	6%	42%	2%	7.9
Gas provider NOT same as electricity supplier	173	2%	2%	1%	2%	0%	14%	5%	10%	17%	14%	31%	2%	7.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	3%	2%	3%	3%	0%	7%	6%	6%	11%	11%	47%	1%	8.0
No/ Unsure	721	2%	3%	2%	2%	3%	11%	3%	7%	14%	11%	40%	2%	7.7

IMPORTANCE OF INCENTIVES ON OFFER - SMART METERS THAT READ YOUR ACTUAL USAGE REMOTELY AND GIVE YOU INFORMATION TO MANAGE YOUR POWER USEAGE

Using a 0-10 scale where 0 means not at all important, and 10 means very important, how important are the following incentives that retail power companies offer?

Smart meters that read your actual usage remotely and give you information to manage your power usage
ban1 by q13_7

	Base	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	Unsure	Mean
All	1000	4%	3%	3%	3%	3%	11%	4%	9%	15%	9%	32%	4%	7.2
AREA														
Auckland	324	4%	3%	3%	3%	2%	8%	5%	9%	11%	11%	36%	5%	7.4
Christchurch	109	4%	1%	3%	4%	4%	8%	5%	10%	15%	10%	33%	3%	7.4
Wellington	102	4%	4%	5%	4%	3%	9%	4%	10%	11%	8%	34%	4%	7.1
Provincial (NI)	332	4%	4%	3%	3%	5%	12%	4%	9%	15%	8%	30%	3%	6.9
Provincial (SI)	133	4%	2%	4%	1%	1%	17%	3%	4%	24%	9%	27%	4%	7.2
NETWORK														
Vector	310	3%	3%	3%	4%	2%	9%	5%	9%	11%	11%	35%	5%	7.4
Orion	104	3%	1%	3%	4%	4%	8%	6%	10%	15%	10%	33%	3%	7.5
Eastland Networks	51	4%	4%	4%	0%	0%	17%	0%	8%	14%	12%	33%	4%	7.3
Unsion	44	7%	2%	4%	5%	5%	18%	7%	7%	9%	9%	25%	2%	6.4
Powerco	95	3%	5%	3%	5%	11%	8%	2%	12%	13%	5%	30%	3%	6.7
WEL Networks	55	6%	0%	2%	0%	4%	9%	6%	5%	20%	5%	36%	7%	7.6
Wellington Electricity Lines	102	4%	4%	5%	4%	3%	9%	4%	10%	11%	8%	34%	4%	7.1
Gender														
Male	480	6%	3%	4%	3%	3%	10%	5%	7%	15%	9%	32%	3%	7.0
Female	520	2%	3%	3%	3%	3%	11%	4%	9%	15%	10%	32%	5%	7.4
AGE GROUP														
18-29	98	4%	1%	2%	2%	4%	6%	7%	15%	10%	7%	41%	1%	7.6
30-44	407	2%	3%	2%	3%	3%	10%	4%	9%	15%	12%	35%	2%	7.6
45-59	274	4%	3%	6%	4%	4%	11%	3%	7%	18%	6%	30%	4%	6.9
60 plus	221	6%	6%	4%	3%	2%	13%	4%	7%	12%	9%	26%	8%	6.6
HOUSEHOLD INCOME														
$30,000 or less	149	8%	5%	3%	3%	3%	9%	4%	8%	8%	4%	39%	6%	6.9
$30,001-50,000	177	2%	6%	2%	2%	3%	10%	5%	4%	17%	11%	34%	4%	7.4
$50,001-70,000	139	5%	2%	2%	0%	3%	10%	4%	13%	20%	9%	30%	2%	7.4
$70,001-100,000	182	1%	3%	2%	3%	3%	13%	5%	13%	14%	11%	31%	1%	7.4
More than $100,000	218	3%	1%	7%	5%	2%	8%	4%	8%	18%	10%	32%	2%	7.2
NZ Maori	97	4%	4%	1%	2%	2%	6%	2%	4%	14%	13%	45%	3%	7.9
Pacific Island	43	0%	12%	0%	0%	0%	9%	0%	12%	7%	12%	46%	2%	7.8
Asian	73	4%	3%	1%	0%	1%	4%	6%	7%	11%	10%	49%	4%	8.1
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	5%	4%	3%	3%	2%	8%	5%	11%	15%	8%	31%	5%	7.1
Mercury Energy	225	2%	2%	3%	3%	4%	9%	4%	8%	15%	11%	35%	4%	7.5
Contact/ Empower	242	4%	4%	2%	3%	2%	11%	4%	8%	13%	7%	38%	4%	7.3
TrustPower	104	7%	3%	3%	1%	1%	17%	1%	4%	19%	12%	28%	4%	7.1
Meridian Energy	86	2%	2%	6%	5%	5%	10%	4%	12%	16%	13%	24%	1%	7.0
MONTHLY SPEND ON POWER														
< $100 a month	146	7%	5%	4%	3%	3%	14%	4%	9%	11%	7%	25%	8%	6.4
$100-$200	561	4%	4%	3%	3%	3%	10%	5%	9%	14%	10%	31%	4%	7.2
$201-$300	230	3%	2%	3%	4%	5%	10%	3%	7%	17%	9%	35%	2%	7.3
> $300 a month	55	0%	0%	2%	3%	0%	13%	2%	4%	14%	9%	49%	4%	8.3
No gas	689	4%	3%	3%	3%	3%	10%	4%	7%	13%	10%	36%	4%	7.3
Gas provider same as electricity supplier	132	1%	2%	8%	4%	4%	10%	4%	9%	13%	11%	28%	6%	7.1
Gas provider NOT same as electricity supplier	173	5%	4%	2%	3%	3%	14%	5%	12%	22%	6%	21%	3%	6.7
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	4%	3%	4%	4%	4%	10%	3%	8%	13%	10%	34%	3%	7.2
No/ Unsure	721	4%	3%	3%	3%	3%	11%	5%	9%	15%	9%	31%	4%	7.2

IMPORTANCE OF INCENTIVES ON OFFER - A RETAIL SUPPLIER USES RENEWABLE ENERGY SOURCES TO GENERATE ELECTRICITY

Using a 0-10 scale where 0 means not at all important, and 10 means very important, how important are the following incentives that retail power companies offer?

A retail supplier uses renewable energy sources to generate electricity
ban1 by q13_8

	Base	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	Unsure	Mean
All	1000	3%	3%	3%	2%	2%	12%	6%	11%	17%	8%	30%	3%	7.3
AREA														
Auckland	324	4%	2%	2%	2%	3%	11%	6%	11%	18%	10%	28%	3%	7.2
Christchurch	109	5%	3%	1%	1%	1%	10%	6%	8%	22%	8%	34%	1%	7.5
Wellington	102	2%	4%	6%	1%	0%	12%	5%	10%	20%	6%	32%	2%	7.3
Provincial (NI)	332	3%	3%	3%	1%	2%	14%	5%	12%	15%	9%	28%	5%	7.2
Provincial (SI)	133	3%	0%	2%	3%	3%	14%	8%	13%	14%	5%	33%	2%	7.4
NETWORK														
Vector	310	4%	3%	2%	2%	3%	10%	6%	12%	17%	10%	28%	3%	7.2
Orion	104	4%	3%	1%	1%	1%	9%	7%	8%	22%	9%	34%	1%	7.6
Eastland Networks	51	4%	0%	6%	0%	0%	14%	8%	6%	15%	10%	35%	2%	7.5
Unsion	44	7%	0%	2%	2%	5%	9%	2%	7%	18%	12%	34%	2%	7.4
Powerco	95	2%	4%	3%	3%	3%	14%	4%	14%	14%	8%	26%	5%	7.0
WEL Networks	55	4%	2%	2%	0%	2%	11%	5%	11%	16%	13%	27%	7%	7.5
Wellington Electricity Lines	102	2%	4%	6%	1%	0%	12%	5%	10%	20%	6%	32%	2%	7.3
Gender														
Male	480	4%	4%	4%	2%	3%	12%	6%	12%	17%	7%	27%	2%	6.9
Female	520	2%	1%	2%	2%	1%	11%	7%	11%	17%	10%	32%	4%	7.7
AGE GROUP														
18-29	98	2%	2%	2%	2%	4%	17%	3%	16%	10%	5%	37%	0%	7.4
30-44	407	2%	2%	3%	2%	2%	13%	7%	11%	17%	10%	28%	3%	7.3
45-59	274	4%	2%	4%	2%	1%	10%	5%	13%	16%	8%	32%	3%	7.3
60 plus	221	6%	4%	1%	2%	2%	10%	6%	7%	20%	8%	28%	6%	7.1
HOUSEHOLD INCOME														
$30,000 or less	149	5%	2%	4%	1%	3%	7%	3%	7%	16%	7%	38%	7%	7.6
$30,001-50,000	177	4%	3%	3%	2%	2%	15%	7%	7%	18%	7%	29%	3%	7.2
$50,001-70,000	139	2%	2%	1%	1%	1%	11%	9%	11%	18%	9%	34%	1%	7.7
$70,001-100,000	182	4%	2%	1%	1%	3%	13%	6%	13%	15%	15%	26%	1%	7.4
More than $100,000	218	1%	2%	5%	3%	1%	12%	7%	18%	20%	6%	24%	1%	7.1
NZ Maori	97	4%	2%	3%	2%	3%	18%	3%	4%	11%	9%	37%	4%	7.3
Pacific Island	43	4%	7%	5%	2%	0%	5%	5%	14%	16%	5%	35%	2%	7.1
Asian	73	0%	0%	1%	0%	6%	8%	4%	10%	19%	1%	44%	7%	8.2
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	5%	2%	3%	1%	2%	12%	7%	14%	14%	9%	28%	3%	7.1
Mercury Energy	225	2%	3%	3%	2%	4%	13%	5%	12%	18%	7%	27%	4%	7.2
Contact/ Empower	242	2%	2%	3%	2%	2%	11%	5%	10%	18%	9%	32%	4%	7.5
TrustPower	104	5%	0%	3%	1%	0%	12%	6%	11%	12%	10%	38%	2%	7.7
Meridian Energy	86	4%	2%	1%	1%	1%	12%	6%	9%	26%	9%	29%	0%	7.5
MONTHLY SPEND ON POWER														
< $100 a month	146	4%	1%	2%	1%	1%	7%	6%	12%	19%	9%	33%	5%	7.7
$100-$200	561	4%	3%	3%	2%	2%	13%	6%	11%	15%	9%	29%	3%	7.2
$201-$300	230	2%	2%	3%	2%	2%	12%	6%	12%	22%	6%	29%	2%	7.4
> $300 a month	55	5%	4%	0%	2%	2%	16%	9%	11%	11%	9%	27%	4%	7.0
No gas	689	3%	2%	3%	2%	2%	11%	6%	10%	17%	10%	31%	3%	7.4
Gas provider same as electricity supplier	132	1%	5%	2%	0%	5%	18%	7%	11%	16%	6%	26%	3%	6.9
Gas provider NOT same as electricity supplier	173	5%	2%	2%	2%	2%	10%	7%	17%	17%	6%	27%	3%	7.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	4%	4%	2%	2%	1%	11%	6%	13%	16%	8%	32%	1%	7.3
No/ Unsure	721	3%	2%	3%	2%	2%	12%	6%	11%	17%	9%	29%	4%	7.3

IMPORTANCE OF INCENTIVES ON OFFER - A RETAIL SUPPLIER SPONSORS LOCAL COMMUNITY INITIATIVES

Using a 0-10 scale where 0 means not at all important, and 10 means very important, how important are the following incentives that retail power companies offer?

A retail supplier sponsors local community initiatives
ban1 by q13_9

	Base	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	Unsure	Mean
All	1000	4%	4%	3%	4%	4%	16%	9%	12%	17%	6%	19%	2%	6.5
AREA														
Auckland	324	5%	4%	3%	4%	5%	17%	8%	13%	16%	3%	20%	2%	6.3
Christchurch	109	4%	4%	1%	7%	3%	18%	9%	9%	14%	9%	19%	3%	6.5
Wellington	102	5%	4%	5%	8%	7%	14%	11%	14%	14%	3%	13%	2%	5.8
Provincial (NI)	332	5%	4%	3%	3%	5%	15%	10%	9%	17%	8%	19%	2%	6.5
Provincial (SI)	133	1%	1%	3%	1%	1%	19%	3%	17%	20%	10%	23%	1%	7.3
NETWORK														
Vector	310	5%	4%	3%	4%	5%	17%	8%	13%	16%	3%	20%	2%	6.3
Orion	104	3%	4%	1%	8%	3%	18%	9%	9%	13%	10%	19%	3%	6.6
Eastland Networks	51	4%	6%	4%	2%	4%	18%	4%	4%	25%	4%	23%	2%	6.6
Unsion	44	11%	2%	2%	5%	7%	16%	14%	0%	14%	7%	20%	2%	6.0
Powerco	95	5%	6%	3%	1%	5%	12%	16%	13%	14%	6%	18%	1%	6.3
WEL Networks	55	2%	2%	0%	3%	5%	25%	11%	11%	13%	11%	13%	4%	6.5
Wellington Electricity Lines	102	5%	4%	5%	8%	7%	14%	11%	14%	14%	3%	13%	2%	5.8
Gender														
Male	480	6%	4%	4%	4%	5%	18%	10%	13%	14%	5%	16%	1%	6.1
Female	520	3%	3%	2%	3%	3%	15%	8%	11%	19%	8%	22%	3%	6.9
AGE GROUP														
18-29	98	2%	3%	2%	3%	4%	18%	5%	15%	17%	4%	27%	0%	7.0
30-44	407	3%	2%	3%	4%	5%	15%	10%	15%	15%	7%	20%	1%	6.6
45-59	274	5%	5%	4%	2%	4%	17%	9%	9%	17%	6%	20%	2%	6.4
60 plus	221	7%	5%	2%	5%	4%	18%	6%	9%	18%	7%	15%	4%	6.1
HOUSEHOLD INCOME														
$30,000 or less	149	5%	5%	1%	2%	5%	15%	5%	9%	14%	7%	29%	3%	6.8
$30,001-50,000	177	5%	3%	2%	3%	2%	16%	11%	10%	20%	6%	21%	1%	6.7
$50,001-70,000	139	4%	2%	1%	4%	5%	17%	9%	11%	19%	9%	18%	1%	6.7
$70,001-100,000	182	2%	1%	4%	2%	5%	18%	11%	15%	15%	9%	18%	0%	6.8
More than $100,000	218	3%	5%	5%	7%	3%	18%	9%	17%	18%	4%	11%	0%	6.0
NZ Maori	97	1%	3%	2%	5%	5%	15%	4%	9%	12%	7%	34%	3%	7.2
Pacific Island	43	5%	9%	0%	5%	0%	9%	3%	9%	16%	9%	35%	0%	7.1
Asian	73	4%	3%	3%	4%	3%	8%	8%	14%	18%	4%	27%	4%	7.0
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	4%	4%	3%	4%	4%	15%	9%	12%	20%	7%	16%	2%	6.5
Mercury Energy	225	4%	5%	2%	4%	5%	18%	10%	12%	15%	4%	20%	1%	6.4
Contact/ Empower	242	4%	3%	4%	3%	3%	18%	7%	12%	16%	5%	23%	2%	6.7
TrustPower	104	5%	1%	2%	2%	3%	17%	5%	11%	22%	10%	20%	2%	7.0
Meridian Energy	86	1%	4%	2%	8%	6%	12%	11%	11%	17%	10%	17%	1%	6.7
MONTHLY SPEND ON POWER														
< $100 a month	146	6%	6%	3%	2%	5%	13%	9%	12%	22%	3%	16%	3%	6.3
$100-$200	561	4%	3%	3%	5%	4%	15%	9%	11%	15%	8%	21%	2%	6.5
$201-$300	230	3%	4%	4%	3%	2%	20%	8%	13%	19%	6%	17%	1%	6.6
> $300 a month	55	7%	0%	0%	2%	7%	24%	5%	18%	13%	0%	24%	0%	6.5
No gas	689	4%	4%	2%	4%	4%	16%	8%	11%	17%	6%	22%	2%	6.6
Gas provider same as electricity supplier	132	5%	5%	9%	3%	7%	18%	12%	11%	12%	2%	14%	2%	5.7
Gas provider NOT same as electricity supplier	173	6%	3%	1%	3%	3%	19%	7%	16%	19%	9%	13%	1%	6.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	4%	4%	4%	4%	6%	15%	7%	12%	14%	6%	22%	2%	6.5
No/ Unsure	721	4%	4%	2%	4%	4%	17%	9%	12%	18%	6%	18%	2%	6.5

I HAVE ROUTINES I KEEP TO AND DON'T LIKE TO CHANGE THEM

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I have routines I keep to and don't like to change them
ban1 by q14_1

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	2%	3%	5%	8%	5%	22%	10%	11%	13%	4%	16%	1%	6.1
AREA														
Auckland	324	3%	4%	5%	7%	4%	21%	12%	11%	12%	2%	18%	1%	6.0
Christchurch	109	2%	5%	3%	6%	7%	26%	8%	13%	12%	6%	12%	0%	6.0
Wellington	102	2%	2%	6%	8%	2%	24%	8%	15%	11%	7%	14%	1%	6.2
Provincial (NI)	332	2%	2%	7%	9%	7%	20%	8%	10%	15%	3%	16%	1%	6.0
Provincial (SI)	133	1%	2%	3%	9%	7%	26%	8%	10%	14%	6%	14%	0%	6.2
NETWORK														
Vector	310	2%	4%	5%	7%	4%	22%	13%	11%	12%	2%	17%	1%	6.1
Orion	104	1%	6%	3%	6%	8%	26%	8%	13%	12%	6%	11%	0%	6.0
Eastland Networks	51	2%	6%	6%	12%	0%	17%	4%	12%	17%	6%	18%	0%	6.2
Unsion	44	2%	0%	4%	7%	7%	16%	7%	7%	20%	5%	23%	2%	6.7
Powerco	95	0%	3%	13%	12%	9%	24%	11%	9%	7%	1%	11%	0%	5.3
WEL Networks	55	6%	2%	7%	5%	5%	15%	7%	15%	18%	2%	18%	0%	6.2
Wellington Electricity Lines	102	2%	2%	6%	8%	2%	24%	8%	15%	11%	7%	14%	1%	6.2
Gender														
Male	480	3%	2%	5%	7%	5%	24%	10%	11%	14%	4%	15%	0%	6.1
Female	520	2%	4%	5%	8%	5%	21%	9%	12%	13%	4%	16%	1%	6.1
AGE GROUP														
18-29	98	1%	2%	8%	9%	7%	20%	9%	10%	11%	3%	20%	0%	6.1
30-44	407	1%	4%	5%	10%	7%	24%	11%	11%	12%	4%	11%	0%	5.8
45-59	274	3%	3%	6%	7%	4%	24%	8%	12%	12%	3%	16%	2%	6.0
60 plus	221	3%	2%	5%	5%	4%	18%	8%	10%	18%	5%	22%	0%	6.6
HOUSEHOLD INCOME														
$30,000 or less	149	2%	2%	2%	3%	3%	17%	9%	9%	13%	5%	35%	0%	7.2
$30,001-50,000	177	2%	3%	5%	7%	5%	23%	11%	7%	13%	4%	19%	1%	6.2
$50,001-70,000	139	3%	4%	6%	9%	6%	20%	13%	10%	16%	4%	9%	0%	5.8
$70,001-100,000	182	2%	3%	6%	10%	6%	24%	7%	11%	13%	5%	12%	1%	5.9
More than $100,000	218	2%	2%	7%	10%	7%	24%	9%	18%	13%	2%	6%	0%	5.6
NZ Maori	97	4%	3%	6%	6%	7%	17%	8%	7%	10%	5%	26%	1%	6.3
Pacific Island	43	2%	2%	4%	5%	5%	21%	7%	7%	7%	5%	30%	5%	6.7
Asian	73	3%	4%	0%	8%	3%	19%	12%	18%	14%	3%	16%	0%	6.3
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	4%	2%	7%	7%	5%	21%	9%	12%	12%	4%	16%	1%	6.0
Mercury Energy	225	3%	4%	4%	6%	6%	22%	12%	8%	15%	2%	17%	1%	6.0
Contact/ Empower	242	1%	4%	4%	8%	5%	25%	7%	14%	11%	5%	16%	0%	6.2
TrustPower	104	1%	3%	3%	11%	3%	21%	8%	11%	20%	4%	15%	0%	6.3
Meridian Energy	86	2%	0%	8%	6%	8%	24%	6%	12%	17%	6%	11%	0%	6.0
MONTHLY SPEND ON POWER														
< $100 a month	146	3%	4%	6%	4%	1%	23%	9%	12%	12%	2%	23%	1%	6.4
$100-$200	561	3%	3%	5%	8%	6%	21%	9%	10%	14%	5%	15%	1%	6.0
$201-$300	230	0%	3%	4%	8%	7%	27%	10%	12%	13%	2%	13%	1%	6.0
> $300 a month	55	0%	6%	7%	7%	4%	16%	7%	20%	11%	6%	16%	0%	6.2
No gas	689	3%	3%	5%	8%	5%	22%	10%	10%	13%	4%	17%	0%	6.1
Gas provider same as electricity supplier	132	2%	5%	6%	11%	6%	21%	8%	13%	12%	2%	14%	0%	5.8
Gas provider NOT same as electricity supplier	173	2%	1%	6%	6%	7%	25%	7%	15%	16%	5%	9%	1%	6.0
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	3%	4%	5%	9%	6%	24%	10%	11%	9%	4%	15%	0%	5.8
No/ Unsure	721	2%	3%	6%	7%	5%	21%	9%	11%	15%	4%	16%	1%	6.2

I CONSTANTLY LOOK OUT FOR NEW OPPORTUNITIES TO DO THINGS DIFFERENTLY

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I constantly look out for new opportunities to do things differently
ban1 by q14_2

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	5%	3%	5%	6%	6%	20%	10%	13%	14%	4%	13%	1%	5.9
AREA														
Auckland	324	5%	3%	4%	7%	8%	17%	9%	13%	14%	5%	14%	1%	6.0
Christchurch	109	7%	2%	6%	5%	5%	25%	12%	14%	13%	6%	5%	0%	5.4
Wellington	102	2%	3%	6%	10%	6%	17%	8%	14%	10%	6%	16%	2%	6.1
Provincial (NI)	332	5%	4%	4%	6%	5%	20%	11%	13%	13%	3%	15%	1%	5.9
Provincial (SI)	133	3%	1%	7%	7%	7%	22%	11%	12%	17%	3%	9%	1%	5.8
NETWORK														
Vector	310	5%	3%	4%	7%	9%	17%	9%	13%	14%	5%	13%	1%	5.9
Orion	104	7%	2%	7%	6%	6%	23%	12%	14%	13%	5%	5%	0%	5.5
Eastland Networks	51	8%	6%	2%	4%	2%	31%	4%	16%	8%	2%	17%	0%	5.8
Unsion	44	7%	2%	5%	5%	2%	18%	14%	11%	11%	5%	20%	0%	6.2
Powerco	95	2%	2%	2%	4%	4%	20%	12%	14%	20%	3%	16%	1%	6.5
WEL Networks	55	9%	11%	5%	11%	11%	11%	11%	9%	14%	2%	4%	2%	4.6
Wellington Electricity Lines	102	2%	3%	6%	10%	6%	17%	8%	14%	10%	6%	16%	2%	6.1
Gender														
Male	480	4%	2%	5%	7%	6%	20%	9%	15%	14%	4%	14%	0%	6.0
Female	520	5%	3%	5%	7%	7%	20%	11%	11%	13%	4%	12%	2%	5.8
AGE GROUP														
18-29	98	3%	2%	2%	7%	8%	24%	7%	12%	10%	4%	20%	1%	6.2
30-44	407	3%	2%	5%	5%	6%	19%	10%	17%	15%	4%	13%	1%	6.2
45-59	274	4%	4%	4%	9%	6%	18%	11%	12%	14%	4%	12%	2%	5.8
60 plus	221	10%	3%	8%	5%	7%	21%	10%	8%	12%	5%	10%	1%	5.3
HOUSEHOLD INCOME														
$30,000 or less	149	8%	3%	3%	3%	4%	16%	7%	7%	18%	5%	25%	1%	6.5
$30,001-50,000	177	8%	2%	4%	6%	5%	20%	10%	10%	15%	6%	14%	0%	5.9
$50,001-70,000	139	4%	2%	4%	5%	10%	20%	12%	17%	15%	2%	8%	1%	5.8
$70,001-100,000	182	1%	4%	6%	8%	9%	23%	11%	13%	11%	5%	8%	1%	5.7
More than $100,000	218	2%	2%	5%	7%	7%	22%	10%	17%	16%	3%	9%	0%	5.9
NZ Maori	97	4%	4%	6%	4%	4%	18%	13%	8%	16%	3%	18%	2%	6.1
Pacific Island	43	11%	5%	5%	2%	5%	11%	5%	5%	14%	7%	28%	2%	6.3
Asian	73	7%	4%	0%	4%	7%	10%	8%	12%	14%	6%	27%	1%	6.7
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	5%	4%	6%	7%	7%	18%	9%	15%	11%	5%	12%	1%	5.7
Mercury Energy	225	7%	3%	7%	7%	12%	17%	8%	8%	12%	4%	14%	1%	5.6
Contact/ Empower	242	3%	3%	3%	7%	3%	17%	9%	14%	18%	5%	16%	2%	6.4
TrustPower	104	3%	2%	6%	6%	5%	29%	13%	15%	10%	1%	10%	0%	5.7
Meridian Energy	86	5%	1%	2%	6%	7%	24%	14%	15%	14%	8%	4%	0%	5.8
MONTHLY SPEND ON POWER														
< $100 a month	146	10%	3%	4%	10%	6%	14%	8%	13%	14%	5%	12%	1%	5.5
$100-$200	561	5%	3%	4%	7%	6%	20%	11%	13%	13%	4%	13%	1%	5.9
$201-$300	230	1%	3%	6%	7%	8%	21%	9%	12%	14%	4%	14%	1%	6.0
> $300 a month	55	2%	6%	7%	0%	5%	24%	5%	20%	16%	2%	13%	0%	6.1
No gas	689	5%	2%	6%	6%	7%	19%	10%	13%	13%	4%	14%	1%	5.9
Gas provider same as electricity supplier	132	2%	5%	5%	10%	10%	20%	11%	11%	13%	3%	9%	1%	5.5
Gas provider NOT same as electricity supplier	173	4%	4%	2%	6%	3%	22%	10%	15%	17%	5%	11%	1%	6.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	4%	2%	7%	5%	4%	18%	11%	12%	17%	4%	15%	1%	6.1
No/ Unsure	721	5%	3%	4%	7%	8%	21%	10%	13%	12%	4%	12%	1%	5.8

I GENERALLY TRUST PEOPLE AND WILL GIVE THEM A FAIR HEARING

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I generally trust people and will give them a fair hearing
ban1 by q14_3

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	1%	2%	1%	2%	2%	10%	6%	14%	25%	9%	27%	1%	7.6
AREA														
Auckland	324	1%	1%	1%	3%	2%	13%	8%	14%	23%	7%	26%	1%	7.5
Christchurch	109	0%	2%	0%	2%	1%	8%	14%	16%	21%	9%	27%	0%	7.7
Wellington	102	0%	2%	0%	5%	1%	9%	4%	19%	24%	8%	27%	1%	7.7
Provincial (NI)	332	1%	4%	3%	1%	1%	9%	4%	14%	24%	10%	28%	1%	7.6
Provincial (SI)	133	0%	0%	1%	2%	2%	9%	4%	13%	31%	10%	28%	0%	7.9
NETWORK														
Vector	310	1%	1%	0%	3%	3%	12%	8%	15%	23%	8%	25%	1%	7.5
Orion	104	0%	2%	0%	2%	1%	8%	14%	15%	21%	9%	28%	0%	7.7
Eastland Networks	51	2%	10%	6%	0%	0%	6%	2%	16%	23%	6%	29%	0%	7.1
Unsion	44	2%	5%	2%	2%	0%	9%	0%	21%	18%	14%	25%	2%	7.4
Powerco	95	0%	4%	4%	0%	0%	7%	4%	10%	32%	12%	27%	0%	7.7
WEL Networks	55	2%	2%	0%	5%	2%	14%	4%	16%	24%	5%	24%	2%	7.2
Wellington Electricity Lines	102	0%	2%	0%	5%	1%	9%	4%	19%	24%	8%	27%	1%	7.7
Gender														
Male	480	0%	2%	1%	1%	2%	11%	7%	15%	23%	9%	28%	1%	7.6
Female	520	1%	2%	1%	3%	1%	9%	6%	14%	26%	9%	27%	1%	7.6
AGE GROUP														
18-29	98	0%	1%	1%	1%	2%	11%	9%	15%	30%	4%	26%	0%	7.6
30-44	407	1%	2%	1%	2%	2%	11%	7%	16%	25%	9%	23%	1%	7.4
45-59	274	0%	2%	1%	2%	2%	11%	6%	14%	26%	6%	29%	1%	7.7
60 plus	221	0%	2%	1%	3%	1%	8%	4%	13%	21%	14%	32%	1%	7.9
HOUSEHOLD INCOME														
$30,000 or less	149	1%	5%	1%	4%	1%	5%	4%	8%	23%	10%	38%	0%	7.8
$30,001-50,000	177	1%	2%	2%	1%	1%	10%	6%	10%	23%	15%	29%	0%	7.8
$50,001-70,000	139	0%	1%	1%	3%	1%	13%	8%	15%	21%	8%	28%	1%	7.7
$70,001-100,000	182	0%	0%	2%	2%	3%	9%	7%	19%	27%	7%	23%	1%	7.5
More than $100,000	218	0%	2%	1%	3%	2%	9%	6%	19%	29%	7%	22%	0%	7.5
NZ Maori	97	1%	3%	2%	2%	2%	6%	6%	9%	30%	8%	29%	2%	7.7
Pacific Island	43	7%	7%	3%	2%	0%	9%	7%	7%	21%	2%	35%	0%	6.9
Asian	73	0%	3%	0%	4%	3%	7%	7%	14%	23%	7%	31%	1%	7.7
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	0%	2%	2%	2%	2%	10%	6%	15%	21%	8%	31%	1%	7.6
Mercury Energy	225	1%	1%	0%	2%	2%	12%	7%	16%	25%	9%	24%	1%	7.6
Contact/ Empower	242	0%	2%	2%	3%	2%	10%	5%	10%	26%	10%	29%	1%	7.6
TrustPower	104	1%	2%	2%	3%	2%	7%	4%	20%	27%	8%	24%	0%	7.5
Meridian Energy	86	0%	2%	1%	0%	0%	8%	13%	15%	28%	11%	22%	0%	7.7
MONTHLY SPEND ON POWER														
< $100 a month	146	1%	4%	2%	5%	1%	9%	6%	12%	23%	8%	28%	1%	7.4
$100-$200	561	1%	2%	1%	2%	2%	10%	6%	16%	25%	9%	25%	1%	7.6
$201-$300	230	0%	2%	1%	2%	1%	9%	7%	14%	26%	8%	29%	1%	7.7
> $300 a month	55	2%	0%	0%	0%	2%	18%	7%	11%	20%	7%	33%	0%	7.7
No gas	689	1%	3%	1%	2%	1%	11%	7%	13%	23%	8%	29%	1%	7.6
Gas provider same as electricity supplier	132	1%	2%	1%	5%	1%	13%	5%	17%	27%	11%	17%	0%	7.2
Gas provider NOT same as electricity supplier	173	0%	1%	1%	1%	2%	4%	5%	19%	31%	10%	25%	1%	8.0
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	0%	3%	1%	3%	1%	9%	7%	14%	23%	12%	27%	0%	7.7
No/ Unsure	721	1%	2%	1%	2%	2%	11%	6%	15%	25%	7%	27%	1%	7.6

I AM CONFIDENT ON THE INTERNET AND USE IT TO PURCHASE GOODS AND SERVICES

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I am confident on the Internet and use it to purchase goods and services
ban1 by q14_4

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	6%	6%	5%	3%	3%	9%	4%	6%	13%	10%	33%	2%	6.9
AREA														
Auckland	324	6%	6%	3%	4%	2%	10%	5%	5%	13%	10%	34%	2%	6.9
Christchurch	109	8%	5%	7%	3%	4%	11%	5%	7%	10%	12%	25%	3%	6.3
Wellington	102	1%	5%	6%	1%	1%	6%	2%	8%	13%	9%	46%	2%	7.8
Provincial (NI)	332	9%	6%	5%	3%	3%	9%	5%	5%	13%	8%	32%	2%	6.5
Provincial (SI)	133	4%	4%	4%	4%	3%	7%	4%	8%	13%	13%	32%	4%	7.1
NETWORK														
Vector	310	6%	5%	3%	3%	3%	9%	5%	5%	14%	10%	35%	2%	7.0
Orion	104	8%	6%	8%	3%	4%	10%	5%	8%	9%	11%	25%	3%	6.3
Eastland Networks	51	4%	8%	6%	2%	4%	15%	0%	4%	14%	8%	33%	2%	6.7
Unsion	44	7%	7%	2%	0%	0%	16%	2%	14%	18%	7%	25%	2%	6.7
Powerco	95	9%	5%	3%	1%	2%	8%	6%	3%	15%	12%	35%	1%	7.0
WEL Networks	55	15%	4%	13%	5%	4%	5%	7%	2%	7%	7%	27%	4%	5.6
Wellington Electricity Lines	102	1%	5%	6%	1%	1%	6%	2%	8%	13%	9%	46%	2%	7.8
Gender														
Male	480	6%	5%	4%	3%	2%	9%	5%	7%	14%	10%	33%	2%	7.0
Female	520	7%	6%	5%	3%	3%	9%	5%	5%	11%	9%	34%	3%	6.7
AGE GROUP														
18-29	98	0%	5%	4%	3%	0%	13%	4%	3%	19%	5%	44%	0%	7.7
30-44	407	1%	2%	3%	2%	2%	8%	4%	8%	12%	13%	44%	1%	8.0
45-59	274	8%	6%	5%	5%	4%	8%	4%	4%	16%	10%	29%	1%	6.6
60 plus	221	18%	11%	7%	4%	5%	10%	5%	5%	7%	6%	15%	7%	4.7
HOUSEHOLD INCOME														
$30,000 or less	149	18%	14%	7%	7%	5%	7%	3%	5%	3%	2%	26%	3%	4.8
$30,001-50,000	177	7%	5%	8%	3%	3%	12%	5%	3%	14%	8%	30%	2%	6.5
$50,001-70,000	139	2%	3%	3%	4%	3%	9%	7%	3%	17%	12%	35%	2%	7.5
$70,001-100,000	182	1%	4%	5%	1%	1%	9%	6%	7%	15%	10%	40%	1%	7.7
More than $100,000	218	2%	3%	1%	3%	2%	5%	3%	9%	16%	14%	42%	0%	8.0
NZ Maori	97	7%	5%	6%	3%	1%	13%	2%	3%	8%	7%	44%	1%	7.0
Pacific Island	43	5%	9%	0%	2%	2%	9%	5%	5%	9%	7%	47%	0%	7.3
Asian	73	6%	3%	5%	3%	1%	10%	4%	8%	19%	5%	36%	0%	7.2
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	7%	8%	6%	3%	2%	9%	3%	8%	9%	9%	34%	2%	6.6
Mercury Energy	225	7%	5%	5%	3%	2%	8%	6%	4%	14%	10%	34%	2%	6.9
Contact/ Empower	242	6%	5%	3%	5%	2%	9%	4%	4%	15%	9%	36%	2%	7.1
TrustPower	104	8%	5%	5%	3%	1%	9%	3%	11%	14%	12%	26%	3%	6.8
Meridian Energy	86	5%	4%	3%	2%	6%	9%	12%	6%	16%	12%	23%	2%	6.8
MONTHLY SPEND ON POWER														
< $100 a month	146	14%	8%	5%	2%	1%	10%	3%	5%	11%	10%	25%	6%	6.0
$100-$200	561	6%	6%	5%	4%	4%	10%	5%	5%	12%	8%	33%	2%	6.7
$201-$300	230	4%	4%	5%	1%	1%	6%	3%	7%	15%	12%	40%	2%	7.6
> $300 a month	55	2%	4%	4%	5%	2%	7%	7%	7%	11%	16%	33%	2%	7.4
No gas	689	7%	6%	6%	3%	3%	9%	4%	6%	11%	10%	32%	3%	6.7
Gas provider same as electricity supplier	132	3%	4%	3%	5%	1%	8%	4%	5%	16%	10%	39%	2%	7.5
Gas provider NOT same as electricity supplier	173	5%	5%	2%	3%	3%	10%	6%	5%	16%	11%	34%	0%	7.2
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	4%	7%	7%	2%	2%	8%	5%	7%	13%	8%	36%	1%	7.0
No/ Unsure	721	7%	5%	4%	4%	3%	9%	4%	6%	13%	10%	32%	3%	6.8

I FIND IT'S ALWAYS BEST TO BE CAUTIOUS AND GET A SECOND OPINION ON MOST THINGS BEFORE MAKING UP MY OWN MIND

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I find it's always best to be cautious and get a second opinion on most things before making up my own mind
ban1 by q14_5

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	3%	3%	5%	6%	5%	15%	7%	12%	16%	6%	22%	0%	6.6
AREA														
Auckland	324	3%	3%	4%	5%	3%	15%	7%	12%	18%	7%	23%	0%	6.8
Christchurch	109	3%	5%	5%	5%	5%	17%	7%	10%	13%	13%	17%	0%	6.3
Wellington	102	3%	0%	8%	8%	5%	15%	7%	17%	15%	4%	17%	1%	6.3
Provincial (NI)	332	4%	4%	4%	5%	4%	16%	7%	10%	17%	5%	23%	1%	6.5
Provincial (SI)	133	3%	3%	3%	7%	9%	14%	7%	13%	16%	3%	22%	0%	6.5
NETWORK														
Vector	310	2%	3%	4%	5%	4%	15%	7%	11%	18%	7%	24%	0%	6.8
Orion	104	3%	5%	6%	6%	6%	15%	8%	11%	13%	12%	15%	0%	6.3
Eastland Networks	51	6%	8%	4%	2%	2%	16%	8%	8%	19%	6%	19%	2%	6.3
Unsion	44	2%	0%	2%	4%	5%	14%	5%	11%	16%	5%	36%	0%	7.4
Powerco	95	2%	2%	4%	6%	4%	18%	10%	11%	20%	5%	18%	0%	6.5
WEL Networks	55	7%	6%	5%	5%	4%	24%	7%	11%	9%	4%	18%	0%	5.7
Wellington Electricity Lines	102	3%	0%	8%	8%	5%	15%	7%	17%	15%	4%	17%	1%	6.3
Gender														
Male	480	4%	4%	5%	5%	4%	16%	7%	13%	17%	6%	19%	0%	6.4
Female	520	2%	3%	4%	6%	5%	15%	7%	11%	16%	6%	24%	1%	6.7
AGE GROUP														
18-29	98	1%	3%	3%	7%	7%	21%	2%	12%	11%	6%	27%	0%	6.7
30-44	407	3%	2%	4%	6%	6%	15%	10%	13%	16%	5%	19%	1%	6.5
45-59	274	4%	4%	4%	6%	4%	18%	5%	10%	17%	6%	21%	1%	6.4
60 plus	221	3%	3%	7%	4%	2%	12%	6%	12%	19%	8%	24%	0%	6.8
HOUSEHOLD INCOME														
$30,000 or less	149	4%	5%	5%	2%	2%	10%	6%	8%	14%	5%	39%	0%	7.2
$30,001-50,000	177	4%	3%	5%	5%	3%	15%	6%	13%	14%	8%	24%	0%	6.7
$50,001-70,000	139	1%	1%	5%	8%	2%	15%	9%	14%	20%	7%	17%	1%	6.6
$70,001-100,000	182	2%	4%	5%	5%	8%	19%	4%	12%	16%	8%	16%	1%	6.3
More than $100,000	218	4%	3%	5%	9%	8%	19%	9%	11%	15%	4%	13%	0%	5.8
NZ Maori	97	2%	4%	5%	6%	3%	15%	3%	7%	14%	8%	33%	0%	7.0
Pacific Island	43	7%	0%	0%	0%	2%	7%	2%	5%	26%	5%	46%	0%	8.0
Asian	73	1%	3%	3%	7%	0%	7%	11%	7%	11%	8%	41%	1%	7.6
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	5%	4%	6%	3%	5%	16%	8%	13%	16%	5%	19%	0%	6.3
Mercury Energy	225	2%	2%	5%	5%	5%	15%	7%	11%	16%	6%	26%	0%	6.9
Contact/ Empower	242	2%	3%	4%	7%	3%	19%	5%	11%	17%	6%	23%	0%	6.7
TrustPower	104	3%	4%	6%	6%	7%	12%	7%	14%	16%	4%	20%	1%	6.4
Meridian Energy	86	6%	4%	2%	8%	6%	15%	7%	10%	15%	14%	13%	0%	6.2
MONTHLY SPEND ON POWER														
< $100 a month	146	3%	4%	6%	6%	2%	16%	5%	11%	16%	5%	25%	1%	6.6
$100-$200	561	3%	3%	4%	4%	5%	15%	8%	12%	17%	7%	22%	0%	6.7
$201-$300	230	1%	3%	6%	7%	6%	14%	7%	14%	17%	4%	20%	1%	6.5
> $300 a month	55	7%	4%	6%	16%	2%	27%	2%	7%	9%	5%	13%	2%	5.3
No gas	689	3%	4%	5%	5%	4%	15%	6%	11%	16%	7%	23%	1%	6.6
Gas provider same as electricity supplier	132	2%	1%	6%	10%	5%	13%	8%	15%	19%	5%	16%	0%	6.4
Gas provider NOT same as electricity supplier	173	3%	1%	3%	3%	6%	19%	10%	12%	16%	6%	20%	1%	6.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	4%	3%	4%	9%	4%	17%	7%	11%	16%	7%	18%	0%	6.3
No/ Unsure	721	3%	3%	5%	4%	5%	15%	7%	12%	17%	6%	23%	0%	6.7

I LIKE LOOKING OUT FOR BARGAINS AND ALWAYS GO FOR THE BEST DEAL

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I like looking out for bargains and always go for the best deal
ban1 by q14_6

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	3%	3%	3%	4%	4%	18%	9%	11%	15%	5%	24%	1%	6.8
AREA														
Auckland	324	5%	4%	3%	3%	2%	18%	8%	10%	16%	7%	24%	0%	6.7
Christchurch	109	2%	4%	2%	2%	4%	21%	11%	11%	15%	4%	24%	0%	6.8
Wellington	102	2%	0%	4%	5%	5%	22%	10%	7%	13%	5%	25%	2%	6.8
Provincial (NI)	332	4%	2%	2%	5%	5%	17%	9%	12%	14%	4%	25%	1%	6.7
Provincial (SI)	133	1%	2%	4%	4%	3%	11%	8%	17%	20%	5%	24%	1%	7.1
NETWORK														
Vector	310	5%	4%	3%	3%	2%	18%	8%	10%	17%	6%	24%	0%	6.7
Orion	104	2%	4%	2%	2%	5%	20%	11%	12%	15%	4%	23%	0%	6.7
Eastland Networks	51	4%	4%	0%	8%	2%	17%	12%	10%	14%	4%	25%	0%	6.6
Unsion	44	2%	2%	2%	0%	2%	27%	16%	5%	23%	0%	21%	0%	6.7
Powerco	95	1%	0%	3%	3%	3%	13%	11%	15%	15%	7%	28%	1%	7.3
WEL Networks	55	9%	2%	2%	7%	9%	25%	4%	9%	13%	4%	14%	2%	5.7
Wellington Electricity Lines	102	2%	0%	4%	5%	5%	22%	10%	7%	13%	5%	25%	2%	6.8
Gender														
Male	480	5%	3%	4%	5%	5%	17%	8%	11%	16%	4%	22%	0%	6.4
Female	520	2%	2%	2%	2%	3%	19%	9%	12%	15%	7%	26%	1%	7.1
AGE GROUP														
18-29	98	3%	1%	4%	2%	3%	18%	7%	9%	15%	4%	34%	0%	7.2
30-44	407	2%	2%	2%	4%	3%	15%	10%	13%	17%	7%	25%	0%	7.1
45-59	274	3%	4%	2%	4%	4%	23%	9%	12%	15%	3%	20%	1%	6.4
60 plus	221	6%	3%	5%	4%	4%	17%	6%	9%	13%	6%	25%	2%	6.5
HOUSEHOLD INCOME														
$30,000 or less	149	6%	3%	2%	4%	1%	13%	3%	11%	14%	5%	37%	1%	7.2
$30,001-50,000	177	5%	3%	2%	5%	3%	9%	8%	10%	15%	7%	33%	0%	7.2
$50,001-70,000	139	2%	1%	4%	2%	5%	19%	4%	9%	23%	9%	22%	0%	7.0
$70,001-100,000	182	1%	3%	3%	3%	4%	19%	13%	16%	14%	5%	18%	1%	6.6
More than $100,000	218	2%	3%	3%	5%	5%	23%	12%	13%	16%	3%	15%	0%	6.3
NZ Maori	97	5%	3%	3%	5%	1%	14%	12%	3%	15%	8%	31%	0%	6.9
Pacific Island	43	5%	9%	0%	5%	0%	9%	2%	5%	14%	5%	46%	0%	7.3
Asian	73	7%	4%	1%	3%	1%	10%	7%	8%	15%	6%	38%	0%	7.2
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	4%	3%	5%	5%	5%	19%	9%	10%	10%	6%	23%	1%	6.4
Mercury Energy	225	5%	2%	2%	5%	3%	16%	9%	10%	18%	4%	24%	2%	6.7
Contact/ Empower	242	3%	3%	2%	2%	3%	19%	8%	13%	15%	5%	27%	0%	6.9
TrustPower	104	1%	4%	3%	9%	4%	16%	7%	13%	18%	6%	19%	0%	6.6
Meridian Energy	86	0%	1%	2%	0%	5%	22%	9%	13%	14%	9%	25%	0%	7.2
MONTHLY SPEND ON POWER														
< $100 a month	146	6%	4%	5%	6%	6%	14%	9%	10%	10%	3%	25%	2%	6.3
$100-$200	561	3%	3%	2%	3%	4%	16%	8%	13%	16%	7%	24%	1%	6.9
$201-$300	230	2%	2%	3%	4%	3%	20%	10%	12%	16%	2%	26%	0%	6.8
> $300 a month	55	4%	2%	2%	4%	0%	36%	4%	5%	20%	5%	18%	0%	6.5
No gas	689	4%	3%	3%	4%	3%	16%	9%	11%	15%	5%	26%	1%	6.8
Gas provider same as electricity supplier	132	0%	3%	6%	3%	6%	21%	10%	11%	14%	5%	20%	1%	6.5
Gas provider NOT same as electricity supplier	173	3%	0%	1%	4%	3%	22%	8%	14%	18%	6%	21%	0%	7.0
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	2%	3%	2%	3%	2%	17%	8%	15%	15%	6%	26%	1%	7.0
No/ Unsure	721	4%	2%	3%	4%	4%	18%	9%	10%	16%	5%	24%	1%	6.7

EVEN IF I COULD SAVE A FEW DOLLARS I PROBABLY COULDN'T BE BOTHERED MAKING CHANGES TO WHAT I DO

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

Even if I could save a few dollars I probably couldn't be bothered making changes to what I do
ban1 by q14_7

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	4%	4%	5%	7%	5%	16%	7%	11%	15%	6%	19%	1%	6.2
AREA														
Auckland	324	3%	4%	3%	7%	3%	17%	8%	11%	15%	6%	22%	1%	6.5
Christchurch	109	5%	5%	6%	9%	5%	23%	4%	11%	10%	7%	14%	1%	5.7
Wellington	102	3%	3%	5%	2%	5%	12%	7%	16%	17%	10%	19%	1%	6.8
Provincial (NI)	332	4%	4%	6%	8%	7%	14%	5%	9%	17%	6%	19%	1%	6.1
Provincial (SI)	133	5%	5%	5%	5%	5%	16%	11%	13%	15%	6%	14%	0%	6.0
NETWORK														
Vector	310	3%	4%	3%	7%	3%	17%	9%	11%	15%	5%	22%	1%	6.5
Orion	104	5%	5%	4%	9%	5%	24%	4%	11%	10%	8%	14%	1%	5.9
Eastland Networks	51	4%	10%	4%	12%	0%	14%	4%	10%	17%	6%	17%	2%	6.0
Unsion	44	0%	5%	2%	14%	11%	16%	2%	14%	16%	9%	11%	0%	6.1
Powerco	95	4%	0%	11%	8%	11%	14%	4%	7%	13%	3%	25%	0%	6.2
WEL Networks	55	3%	4%	9%	13%	4%	9%	7%	7%	16%	4%	24%	0%	6.1
Wellington Electricity Lines	102	3%	3%	5%	2%	5%	12%	7%	16%	17%	10%	19%	1%	6.8
Gender														
Male	480	4%	4%	5%	7%	4%	16%	7%	12%	16%	7%	17%	1%	6.3
Female	520	4%	5%	5%	7%	6%	15%	7%	10%	14%	6%	20%	1%	6.2
AGE GROUP														
18-29	98	4%	6%	3%	7%	5%	19%	9%	12%	13%	5%	17%	0%	6.0
30-44	407	4%	6%	7%	9%	6%	16%	6%	12%	14%	5%	15%	0%	5.8
45-59	274	3%	3%	4%	8%	4%	17%	8%	9%	18%	5%	20%	1%	6.4
60 plus	221	5%	3%	4%	2%	3%	13%	5%	11%	15%	12%	25%	2%	7.0
HOUSEHOLD INCOME														
$30,000 or less	149	7%	6%	5%	2%	3%	19%	4%	8%	14%	7%	25%	0%	6.4
$30,001-50,000	177	3%	4%	4%	8%	5%	16%	7%	10%	9%	9%	24%	1%	6.5
$50,001-70,000	139	4%	5%	4%	9%	3%	16%	9%	14%	19%	4%	13%	0%	6.0
$70,001-100,000	182	2%	2%	6%	7%	7%	15%	7%	11%	16%	8%	18%	1%	6.4
More than $100,000	218	2%	6%	6%	7%	5%	15%	7%	13%	17%	7%	15%	0%	6.2
NZ Maori	97	6%	4%	9%	11%	5%	19%	5%	8%	8%	5%	20%	0%	5.6
Pacific Island	43	2%	7%	2%	5%	2%	7%	7%	14%	14%	7%	33%	0%	7.1
Asian	73	7%	5%	0%	4%	4%	14%	8%	15%	10%	7%	25%	1%	6.5
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	5%	3%	5%	6%	4%	14%	6%	12%	14%	10%	20%	1%	6.4
Mercury Energy	225	4%	4%	3%	9%	5%	16%	8%	12%	16%	4%	18%	1%	6.2
Contact/ Empower	242	4%	6%	5%	7%	3%	18%	7%	12%	16%	5%	17%	0%	6.1
TrustPower	104	3%	3%	8%	10%	4%	14%	8%	11%	14%	5%	19%	1%	6.2
Meridian Energy	86	4%	4%	8%	6%	7%	16%	8%	8%	17%	8%	14%	0%	6.0
MONTHLY SPEND ON POWER														
< $100 a month	146	5%	6%	6%	5%	5%	10%	9%	12%	10%	5%	25%	2%	6.3
$100-$200	561	4%	4%	5%	7%	4%	18%	6%	10%	18%	6%	17%	1%	6.2
$201-$300	230	3%	4%	5%	8%	6%	16%	7%	12%	13%	10%	15%	1%	6.2
> $300 a month	55	0%	7%	6%	6%	5%	9%	7%	11%	13%	5%	31%	0%	6.8
No gas	689	3%	5%	4%	7%	5%	17%	7%	11%	14%	7%	19%	1%	6.3
Gas provider same as electricity supplier	132	4%	3%	5%	6%	6%	15%	6%	10%	19%	8%	17%	1%	6.3
Gas provider NOT same as electricity supplier	173	6%	3%	7%	9%	3%	13%	7%	13%	19%	4%	15%	1%	6.0
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	6%	6%	4%	9%	8%	17%	6%	9%	14%	5%	14%	2%	5.7
No/ Unsure	721	3%	4%	5%	6%	4%	15%	7%	12%	16%	7%	20%	1%	6.4

I DON'T MAKE SPONTANEOUS DECISIONS AND LIKE TO TAKE TIME TO WEIGH THINGS UP

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I don't make spontaneous decisions and like to take time to weigh things up
ban1 by q14_8

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	2%	3%	3%	3%	3%	13%	6%	13%	18%	9%	27%	0%	7.2
AREA														
Auckland	324	2%	2%	1%	3%	4%	11%	6%	13%	18%	9%	31%	0%	7.4
Christchurch	109	3%	4%	1%	2%	3%	15%	8%	10%	16%	11%	27%	0%	7.1
Wellington	102	4%	2%	5%	9%	4%	9%	6%	15%	14%	11%	20%	1%	6.6
Provincial (NI)	332	2%	3%	3%	3%	2%	14%	6%	13%	18%	9%	26%	1%	7.2
Provincial (SI)	133	1%	4%	3%	2%	1%	15%	7%	11%	23%	6%	26%	1%	7.2
NETWORK														
Vector	310	2%	2%	1%	3%	4%	11%	6%	13%	18%	9%	31%	0%	7.4
Orion	104	3%	4%	1%	2%	3%	16%	9%	11%	15%	11%	25%	0%	7.1
Eastland Networks	51	2%	6%	8%	4%	0%	16%	6%	8%	23%	4%	23%	0%	6.6
Unsion	44	2%	0%	2%	2%	5%	14%	9%	14%	9%	11%	32%	0%	7.4
Powerco	95	0%	3%	3%	2%	4%	12%	2%	13%	21%	11%	28%	1%	7.5
WEL Networks	55	6%	2%	5%	7%	0%	16%	2%	11%	20%	11%	20%	0%	6.6
Wellington Electricity Lines	102	4%	2%	5%	9%	4%	9%	6%	15%	14%	11%	20%	1%	6.6
Gender														
Male	480	2%	3%	2%	2%	4%	14%	6%	13%	19%	9%	26%	0%	7.2
Female	520	2%	3%	2%	4%	2%	12%	7%	12%	17%	9%	29%	1%	7.2
AGE GROUP														
18-29	98	3%	2%	4%	3%	3%	21%	6%	9%	22%	7%	20%	0%	6.7
30-44	407	2%	4%	2%	4%	5%	11%	8%	15%	18%	8%	23%	0%	6.9
45-59	274	2%	2%	3%	4%	1%	15%	5%	13%	16%	10%	28%	1%	7.2
60 plus	221	1%	2%	2%	2%	1%	11%	6%	9%	18%	10%	38%	0%	7.8
HOUSEHOLD INCOME														
$30,000 or less	149	2%	3%	2%	2%	1%	8%	5%	9%	17%	10%	41%	0%	7.8
$30,001-50,000	177	2%	4%	2%	3%	2%	14%	7%	11%	14%	12%	28%	1%	7.3
$50,001-70,000	139	2%	4%	4%	4%	2%	11%	7%	14%	22%	6%	24%	0%	6.9
$70,001-100,000	182	2%	2%	3%	3%	4%	14%	6%	13%	23%	9%	20%	1%	7.1
More than $100,000	218	2%	2%	3%	4%	5%	17%	6%	15%	18%	9%	19%	0%	6.8
NZ Maori	97	3%	3%	1%	4%	2%	14%	5%	13%	21%	5%	29%	0%	7.2
Pacific Island	43	3%	2%	0%	2%	0%	7%	2%	7%	12%	9%	54%	2%	8.4
Asian	73	4%	3%	1%	1%	4%	8%	6%	15%	19%	10%	29%	0%	7.3
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	3%	2%	4%	3%	2%	15%	5%	13%	15%	8%	29%	1%	7.1
Mercury Energy	225	2%	1%	2%	4%	4%	8%	5%	16%	20%	9%	28%	1%	7.4
Contact/ Empower	242	2%	4%	1%	3%	4%	16%	7%	10%	17%	9%	27%	0%	7.1
TrustPower	104	0%	4%	6%	4%	1%	12%	8%	10%	21%	5%	29%	0%	7.1
Meridian Energy	86	4%	4%	1%	3%	1%	13%	9%	13%	17%	16%	19%	0%	7.0
MONTHLY SPEND ON POWER														
< $100 a month	146	3%	4%	1%	6%	1%	12%	7%	10%	13%	12%	30%	1%	7.2
$100-$200	561	2%	3%	3%	2%	3%	11%	6%	13%	20%	9%	27%	1%	7.3
$201-$300	230	2%	2%	3%	5%	3%	15%	5%	13%	17%	6%	29%	0%	7.1
> $300 a month	55	4%	2%	4%	0%	4%	27%	7%	14%	11%	7%	20%	0%	6.6
No gas	689	2%	3%	3%	3%	3%	12%	6%	11%	17%	10%	29%	1%	7.3
Gas provider same as electricity supplier	132	1%	3%	2%	6%	5%	13%	5%	18%	19%	10%	18%	0%	6.9
Gas provider NOT same as electricity supplier	173	2%	3%	2%	2%	2%	15%	8%	13%	21%	6%	25%	1%	7.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	2%	3%	1%	5%	3%	14%	8%	11%	17%	10%	25%	1%	7.1
No/ Unsure	721	2%	3%	3%	3%	3%	13%	6%	13%	18%	8%	28%	0%	7.2

I KNOW MY OWN MIND AND CAN DECIDE THINGS ON THE SPOT

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I know my own mind and can decide things on the spot
ban1 by q14_9

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	1%	1%	3%	2%	4%	11%	6%	13%	20%	8%	30%	1%	7.5
AREA														
Auckland	324	1%	2%	3%	3%	4%	10%	6%	11%	21%	9%	29%	1%	7.4
Christchurch	109	2%	2%	2%	3%	2%	11%	10%	15%	18%	7%	26%	2%	7.3
Wellington	102	0%	1%	0%	3%	2%	17%	8%	15%	20%	7%	27%	0%	7.5
Provincial (NI)	332	2%	1%	3%	2%	4%	10%	5%	15%	19%	9%	29%	1%	7.4
Provincial (SI)	133	0%	0%	1%	1%	5%	11%	8%	10%	20%	8%	36%	0%	7.9
NETWORK														
Vector	310	2%	2%	3%	2%	4%	10%	6%	11%	22%	8%	29%	1%	7.4
Orion	104	2%	2%	2%	3%	2%	10%	11%	16%	18%	7%	25%	2%	7.2
Eastland Networks	51	2%	2%	6%	4%	2%	14%	4%	14%	15%	4%	33%	0%	7.2
Unsion	44	0%	0%	2%	0%	5%	7%	9%	16%	16%	20%	25%	0%	7.8
Powerco	95	1%	2%	1%	3%	4%	9%	4%	18%	22%	9%	26%	1%	7.5
WEL Networks	55	4%	0%	7%	6%	2%	15%	5%	7%	16%	9%	29%	0%	7.0
Wellington Electricity Lines	102	0%	1%	0%	3%	2%	17%	8%	15%	20%	7%	27%	0%	7.5
Gender														
Male	480	1%	2%	3%	3%	4%	10%	6%	13%	21%	8%	29%	0%	7.5
Female	520	1%	1%	2%	2%	4%	12%	6%	13%	19%	9%	30%	1%	7.5
AGE GROUP														
18-29	98	0%	0%	4%	0%	0%	12%	6%	17%	26%	2%	33%	0%	7.8
30-44	407	0%	2%	2%	3%	5%	10%	7%	14%	21%	8%	28%	0%	7.5
45-59	274	1%	1%	2%	3%	3%	11%	7%	12%	19%	8%	32%	1%	7.6
60 plus	221	3%	1%	4%	3%	4%	13%	6%	9%	16%	13%	27%	1%	7.2
HOUSEHOLD INCOME														
$30,000 or less	149	1%	1%	1%	2%	4%	12%	2%	5%	18%	10%	44%	0%	8.1
$30,001-50,000	177	2%	0%	2%	2%	5%	13%	6%	12%	20%	7%	30%	1%	7.4
$50,001-70,000	139	1%	1%	4%	1%	4%	11%	6%	17%	17%	10%	27%	1%	7.4
$70,001-100,000	182	0%	2%	2%	3%	2%	9%	6%	18%	21%	9%	27%	1%	7.6
More than $100,000	218	0%	1%	3%	4%	4%	8%	8%	15%	24%	8%	25%	0%	7.4
NZ Maori	97	2%	2%	1%	1%	3%	7%	4%	6%	16%	17%	40%	1%	8.1
Pacific Island	43	2%	5%	5%	2%	5%	7%	5%	0%	9%	5%	53%	2%	7.7
Asian	73	2%	1%	3%	4%	1%	11%	12%	10%	19%	6%	30%	1%	7.3
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	1%	1%	2%	4%	2%	12%	5%	16%	19%	8%	29%	1%	7.5
Mercury Energy	225	1%	1%	3%	2%	6%	12%	6%	11%	23%	7%	27%	1%	7.3
Contact/ Empower	242	2%	2%	2%	3%	2%	10%	7%	12%	20%	7%	32%	1%	7.5
TrustPower	104	1%	0%	5%	2%	7%	13%	6%	8%	18%	8%	32%	0%	7.4
Meridian Energy	86	2%	0%	3%	1%	6%	6%	13%	12%	19%	16%	21%	1%	7.3
MONTHLY SPEND ON POWER														
< $100 a month	146	3%	4%	1%	1%	5%	11%	3%	7%	18%	15%	31%	1%	7.5
$100-$200	561	1%	1%	3%	2%	3%	12%	7%	14%	20%	7%	29%	1%	7.4
$201-$300	230	1%	0%	1%	4%	4%	8%	8%	15%	21%	7%	30%	1%	7.6
> $300 a month	55	0%	0%	2%	6%	2%	9%	5%	16%	16%	7%	35%	2%	7.8
No gas	689	1%	1%	2%	3%	4%	11%	8%	12%	18%	9%	30%	1%	7.5
Gas provider same as electricity supplier	132	0%	1%	4%	1%	4%	11%	5%	16%	23%	9%	25%	1%	7.5
Gas provider NOT same as electricity supplier	173	1%	1%	2%	3%	3%	13%	3%	15%	23%	5%	30%	1%	7.5
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	1%	2%	1%	3%	4%	10%	8%	14%	22%	7%	28%	0%	7.4
No/ Unsure	721	1%	1%	3%	2%	4%	11%	6%	13%	19%	9%	30%	1%	7.5

I DON'T TRUST POWER COMPANIES WHO PROMISE A BETTER DEAL AS THEY ALL END UP CHARGING THE SAME

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I don't trust power companies who promise a better deal as they all end up charging the same
ban1 by q14_10

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	4%	3%	3%	4%	7%	19%	7%	11%	13%	6%	20%	3%	6.4
AREA														
Auckland	324	3%	3%	3%	2%	6%	17%	9%	9%	14%	6%	27%	1%	6.9
Christchurch	109	4%	2%	2%	6%	9%	24%	5%	9%	13%	8%	17%	1%	6.3
Wellington	102	5%	4%	3%	3%	7%	14%	6%	15%	11%	8%	19%	5%	6.4
Provincial (NI)	332	6%	5%	3%	4%	6%	21%	5%	11%	13%	6%	17%	3%	6.1
Provincial (SI)	133	2%	1%	4%	8%	6%	21%	6%	15%	12%	4%	17%	4%	6.3
NETWORK														
Vector	310	3%	3%	3%	2%	6%	16%	8%	9%	15%	6%	28%	1%	6.9
Orion	104	3%	2%	2%	7%	9%	25%	6%	10%	12%	8%	15%	1%	6.2
Eastland Networks	51	8%	8%	2%	8%	2%	29%	4%	8%	11%	6%	10%	4%	5.3
Unsion	44	7%	2%	2%	2%	5%	21%	16%	9%	11%	2%	23%	0%	6.3
Powerco	95	3%	5%	4%	5%	5%	19%	8%	17%	10%	4%	16%	4%	6.0
WEL Networks	55	7%	2%	5%	2%	13%	15%	2%	7%	15%	9%	18%	5%	6.2
Wellington Electricity Lines	102	5%	4%	3%	3%	7%	14%	6%	15%	11%	8%	19%	5%	6.4
Gender														
Male	480	5%	3%	3%	4%	4%	19%	5%	14%	13%	5%	23%	2%	6.5
Female	520	4%	3%	3%	4%	8%	20%	7%	8%	13%	8%	18%	4%	6.3
AGE GROUP														
18-29	98	5%	0%	4%	6%	14%	21%	5%	9%	10%	4%	21%	1%	6.1
30-44	407	3%	4%	3%	4%	7%	21%	8%	14%	12%	5%	17%	2%	6.2
45-59	274	3%	2%	1%	5%	5%	19%	7%	8%	18%	6%	23%	3%	6.8
60 plus	221	7%	4%	6%	3%	3%	15%	4%	11%	10%	9%	24%	4%	6.4
HOUSEHOLD INCOME														
$30,000 or less	149	5%	4%	3%	3%	5%	19%	3%	9%	10%	5%	31%	3%	6.8
$30,001-50,000	177	5%	3%	5%	4%	5%	20%	5%	9%	15%	4%	22%	3%	6.4
$50,001-70,000	139	2%	5%	2%	6%	7%	20%	4%	10%	13%	10%	17%	4%	6.4
$70,001-100,000	182	4%	2%	2%	4%	10%	20%	7%	10%	13%	6%	19%	3%	6.4
More than $100,000	218	4%	2%	3%	5%	5%	19%	9%	17%	15%	6%	14%	1%	6.4
NZ Maori	97	5%	2%	6%	5%	3%	22%	10%	8%	6%	6%	25%	2%	6.3
Pacific Island	43	5%	5%	0%	2%	5%	12%	2%	9%	12%	0%	46%	2%	7.4
Asian	73	10%	6%	1%	1%	10%	12%	5%	11%	14%	7%	22%	1%	6.2
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	5%	3%	4%	4%	7%	15%	6%	11%	11%	8%	21%	5%	6.4
Mercury Energy	225	4%	2%	3%	5%	4%	16%	7%	10%	17%	6%	24%	2%	6.8
Contact/ Empower	242	5%	3%	2%	1%	6%	23%	8%	12%	12%	4%	23%	1%	6.5
TrustPower	104	4%	3%	3%	8%	5%	26%	7%	4%	16%	5%	14%	5%	6.0
Meridian Energy	86	4%	2%	4%	2%	14%	16%	8%	14%	15%	9%	11%	1%	6.2
MONTHLY SPEND ON POWER														
< $100 a month	146	6%	3%	5%	2%	7%	14%	4%	9%	16%	8%	23%	3%	6.5
$100-$200	561	4%	3%	2%	5%	7%	21%	6%	13%	12%	5%	19%	3%	6.3
$201-$300	230	3%	3%	4%	4%	3%	19%	9%	9%	13%	9%	21%	3%	6.6
> $300 a month	55	2%	2%	2%	2%	11%	14%	5%	13%	18%	7%	24%	0%	7.0
No gas	689	4%	3%	3%	3%	7%	21%	6%	9%	13%	6%	22%	3%	6.5
Gas provider same as electricity supplier	132	5%	5%	1%	5%	7%	12%	10%	15%	14%	5%	18%	3%	6.3
Gas provider NOT same as electricity supplier	173	5%	2%	2%	6%	5%	19%	6%	16%	13%	7%	17%	2%	6.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	3%	4%	4%	9%	9%	20%	7%	11%	10%	4%	17%	2%	5.9
No/ Unsure	721	4%	3%	3%	2%	5%	19%	7%	11%	14%	7%	22%	3%	6.6

POWER BILLS ARE CONFUSING AND HARD TO UNDERSTAND SO IT IS HARD TO KNOW IF YOU ARE GETTING A BETTER DEAL

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

Power bills are confusing and hard to understand so it is hard to know if you are getting a better deal
ban1 by q14_11

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	10%	7%	10%	9%	6%	15%	6%	9%	10%	4%	13%	1%	5.0
AREA														
Auckland	324	9%	9%	9%	9%	6%	15%	6%	8%	11%	3%	14%	1%	5.1
Christchurch	109	9%	9%	13%	9%	9%	16%	3%	7%	7%	3%	15%	0%	4.8
Wellington	102	10%	11%	10%	10%	5%	7%	5%	11%	8%	5%	15%	3%	5.0
Provincial (NI)	332	11%	5%	10%	8%	5%	16%	7%	10%	11%	4%	12%	1%	5.1
Provincial (SI)	133	8%	4%	11%	16%	8%	16%	5%	7%	8%	5%	11%	1%	4.9
NETWORK														
Vector	310	9%	8%	8%	9%	7%	16%	6%	8%	11%	3%	14%	1%	5.1
Orion	104	8%	9%	13%	9%	9%	16%	3%	8%	8%	3%	14%	0%	4.8
Eastland Networks	51	10%	8%	13%	6%	2%	12%	6%	12%	8%	4%	17%	2%	5.2
Unsion	44	14%	7%	4%	2%	5%	14%	16%	11%	18%	0%	9%	0%	5.2
Powerco	95	13%	4%	9%	11%	2%	19%	5%	11%	11%	6%	8%	1%	4.9
WEL Networks	55	13%	4%	5%	9%	13%	14%	4%	9%	9%	4%	16%	0%	5.2
Wellington Electricity Lines	102	10%	11%	10%	10%	5%	7%	5%	11%	8%	5%	15%	3%	5.0
Gender														
Male	480	10%	6%	10%	11%	6%	15%	6%	8%	10%	4%	13%	1%	5.0
Female	520	9%	9%	10%	8%	7%	15%	5%	9%	10%	4%	13%	1%	5.0
AGE GROUP														
18-29	98	8%	7%	12%	7%	7%	22%	5%	4%	5%	5%	18%	0%	5.1
30-44	407	9%	7%	9%	11%	7%	14%	7%	11%	8%	4%	12%	1%	5.0
45-59	274	10%	7%	11%	10%	6%	15%	4%	9%	12%	3%	11%	2%	4.9
60 plus	221	12%	8%	10%	7%	6%	13%	4%	6%	12%	4%	17%	1%	5.1
HOUSEHOLD INCOME														
$30,000 or less	149	11%	5%	3%	6%	7%	21%	4%	7%	8%	5%	22%	1%	5.7
$30,001-50,000	177	10%	4%	11%	10%	3%	14%	6%	7%	14%	4%	16%	1%	5.4
$50,001-70,000	139	9%	6%	12%	9%	8%	13%	7%	9%	9%	5%	11%	2%	4.9
$70,001-100,000	182	8%	9%	12%	8%	10%	14%	5%	13%	9%	3%	8%	1%	4.8
More than $100,000	218	10%	9%	11%	14%	6%	15%	6%	8%	9%	2%	9%	1%	4.5
NZ Maori	97	14%	4%	10%	4%	8%	18%	2%	12%	8%	4%	16%	0%	5.1
Pacific Island	43	14%	12%	7%	0%	5%	9%	7%	2%	7%	7%	28%	2%	5.6
Asian	73	7%	3%	3%	3%	4%	12%	8%	12%	11%	5%	29%	3%	6.7
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	11%	6%	10%	9%	5%	16%	6%	9%	10%	4%	12%	2%	4.9
Mercury Energy	225	10%	7%	10%	10%	7%	16%	4%	10%	10%	3%	12%	1%	4.9
Contact/ Empower	242	8%	9%	9%	10%	7%	16%	4%	7%	9%	5%	15%	1%	5.1
TrustPower	104	7%	10%	10%	14%	6%	12%	6%	9%	6%	4%	15%	1%	4.9
Meridian Energy	86	13%	8%	13%	2%	12%	10%	5%	10%	13%	1%	12%	1%	4.8
MONTHLY SPEND ON POWER														
< $100 a month	146	11%	8%	13%	8%	8%	12%	4%	5%	9%	3%	17%	2%	4.9
$100-$200	561	10%	6%	10%	10%	6%	15%	6%	9%	11%	3%	13%	1%	5.0
$201-$300	230	7%	9%	8%	11%	6%	16%	6%	9%	11%	3%	13%	1%	5.1
> $300 a month	55	13%	9%	11%	6%	4%	16%	4%	9%	5%	7%	16%	0%	5.0
No gas	689	9%	7%	10%	10%	6%	16%	6%	9%	9%	4%	13%	1%	5.0
Gas provider same as electricity supplier	132	11%	14%	9%	6%	7%	14%	5%	7%	13%	2%	11%	1%	4.7
Gas provider NOT same as electricity supplier	173	11%	4%	10%	10%	7%	11%	6%	10%	12%	3%	16%	0%	5.2
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	11%	8%	11%	11%	5%	15%	6%	8%	10%	5%	10%	0%	4.8
No/ Unsure	721	10%	7%	10%	9%	7%	15%	5%	9%	10%	3%	14%	1%	5.1

I HAVE NO LOYALTY TO MY POWER SUPPLIER

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I have no loyalty to my power supplier
ban1 by q14_12

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	7%	7%	6%	8%	7%	17%	5%	7%	14%	4%	17%	1%	5.6
AREA														
Auckland	324	7%	6%	5%	9%	7%	17%	5%	9%	13%	4%	17%	1%	5.6
Christchurch	109	6%	9%	9%	9%	5%	22%	5%	2%	12%	5%	14%	2%	5.2
Wellington	102	7%	4%	4%	9%	5%	15%	6%	8%	12%	2%	28%	0%	6.2
Provincial (NI)	332	9%	7%	7%	6%	9%	15%	5%	7%	15%	3%	16%	1%	5.4
Provincial (SI)	133	6%	7%	5%	9%	4%	18%	4%	10%	17%	5%	14%	1%	5.7
NETWORK														
Vector	310	7%	6%	5%	9%	7%	16%	5%	9%	14%	4%	17%	1%	5.7
Orion	104	7%	9%	9%	10%	5%	20%	5%	2%	12%	6%	13%	2%	5.1
Eastland Networks	51	14%	8%	8%	6%	6%	21%	10%	0%	12%	0%	15%	0%	4.8
Unsion	44	9%	9%	2%	2%	9%	30%	5%	7%	9%	2%	16%	0%	5.3
Powerco	95	6%	4%	6%	6%	11%	11%	1%	12%	22%	6%	14%	1%	5.9
WEL Networks	55	11%	9%	7%	3%	9%	13%	5%	4%	13%	4%	20%	2%	5.4
Wellington Electricity Lines	102	7%	4%	4%	9%	5%	15%	6%	8%	12%	2%	28%	0%	6.2
Gender														
Male	480	8%	6%	6%	8%	6%	15%	5%	6%	17%	4%	18%	1%	5.7
Female	520	7%	7%	6%	8%	7%	19%	6%	9%	11%	3%	16%	1%	5.4
AGE GROUP														
18-29	98	10%	6%	7%	8%	9%	21%	5%	3%	12%	5%	14%	0%	5.1
30-44	407	6%	6%	6%	7%	8%	16%	7%	10%	11%	3%	19%	1%	5.7
45-59	274	8%	7%	7%	8%	6%	17%	4%	7%	16%	4%	14%	2%	5.4
60 plus	221	8%	8%	4%	8%	4%	16%	2%	6%	18%	5%	19%	2%	5.8
HOUSEHOLD INCOME														
$30,000 or less	149	12%	8%	5%	4%	4%	17%	3%	4%	16%	3%	22%	2%	5.7
$30,001-50,000	177	8%	6%	5%	6%	6%	19%	6%	5%	19%	3%	16%	1%	5.7
$50,001-70,000	139	6%	9%	9%	12%	6%	18%	5%	6%	12%	4%	13%	0%	5.1
$70,001-100,000	182	7%	6%	7%	9%	7%	17%	7%	9%	13%	3%	14%	1%	5.4
More than $100,000	218	6%	5%	5%	10%	9%	16%	4%	10%	13%	5%	17%	0%	5.7
NZ Maori	97	14%	5%	6%	8%	8%	16%	3%	4%	10%	2%	22%	2%	5.3
Pacific Island	43	14%	7%	7%	3%	0%	5%	2%	12%	16%	2%	30%	2%	6.1
Asian	73	14%	15%	7%	10%	4%	12%	4%	4%	12%	2%	15%	1%	4.6
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	9%	5%	7%	6%	7%	14%	5%	8%	16%	4%	18%	1%	5.7
Mercury Energy	225	7%	6%	5%	9%	8%	19%	4%	7%	15%	4%	15%	1%	5.5
Contact/ Empower	242	8%	7%	6%	7%	5%	19%	5%	7%	11%	4%	20%	1%	5.7
TrustPower	104	10%	9%	9%	9%	5%	15%	5%	8%	14%	5%	11%	0%	5.0
Meridian Energy	86	6%	9%	6%	10%	4%	20%	6%	8%	12%	3%	15%	1%	5.4
MONTHLY SPEND ON POWER														
< $100 a month	146	10%	6%	6%	4%	9%	19%	5%	6%	12%	3%	19%	1%	5.6
$100-$200	561	7%	8%	6%	8%	6%	16%	5%	8%	14%	4%	17%	1%	5.6
$201-$300	230	7%	7%	5%	9%	6%	17%	7%	9%	14%	4%	15%	0%	5.5
> $300 a month	55	16%	0%	6%	11%	5%	16%	0%	2%	15%	2%	25%	2%	5.6
No gas	689	9%	6%	7%	7%	6%	17%	5%	8%	14%	3%	17%	1%	5.5
Gas provider same as electricity supplier	132	6%	4%	4%	9%	9%	14%	4%	9%	17%	5%	19%	0%	6.0
Gas provider NOT same as electricity supplier	173	4%	9%	5%	10%	5%	19%	6%	6%	13%	5%	17%	1%	5.7
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	6%	6%	5%	5%	5%	19%	6%	9%	13%	5%	21%	0%	6.0
No/ Unsure	721	8%	7%	6%	9%	7%	16%	5%	7%	14%	4%	16%	1%	5.4

POWER COMPANIES ARE PRETTY MUCH THE SAME - PRICE IS THE ONLY FACTOR THAT CAN BE DIFFERENT

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

Power companies are pretty much the same - price is the only factor that can be different
ban1 by q14_13

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	2%	2%	4%	5%	5%	14%	6%	12%	16%	8%	23%	3%	6.8
AREA														
Auckland	324	3%	2%	3%	5%	3%	12%	6%	12%	17%	7%	27%	3%	7.0
Christchurch	109	4%	1%	4%	4%	9%	14%	8%	16%	10%	6%	22%	2%	6.6
Wellington	102	2%	2%	5%	8%	8%	8%	4%	15%	16%	12%	19%	1%	6.7
Provincial (NI)	332	2%	3%	4%	6%	5%	17%	7%	10%	13%	7%	22%	4%	6.6
Provincial (SI)	133	1%	0%	4%	2%	5%	17%	5%	10%	25%	9%	18%	4%	7.1
NETWORK														
Vector	310	3%	3%	3%	4%	4%	13%	6%	12%	17%	6%	26%	3%	7.0
Orion	104	4%	1%	5%	4%	8%	14%	9%	15%	10%	6%	22%	2%	6.5
Eastland Networks	51	2%	6%	0%	12%	0%	21%	4%	12%	12%	4%	21%	6%	6.4
Unsion	44	2%	5%	0%	2%	14%	11%	2%	7%	23%	9%	23%	2%	6.9
Powerco	95	1%	5%	9%	5%	5%	15%	10%	7%	15%	5%	18%	5%	6.2
WEL Networks	55	0%	0%	6%	7%	4%	20%	5%	9%	13%	7%	27%	2%	7.0
Wellington Electricity Lines	102	2%	2%	5%	8%	8%	8%	4%	15%	16%	12%	19%	1%	6.7
Gender														
Male	480	2%	2%	4%	6%	4%	14%	5%	11%	18%	8%	25%	1%	6.9
Female	520	3%	3%	3%	5%	6%	14%	6%	13%	14%	7%	21%	5%	6.7
AGE GROUP														
18-29	98	1%	1%	12%	3%	3%	17%	9%	13%	9%	4%	26%	2%	6.6
30-44	407	3%	3%	3%	6%	6%	16%	6%	15%	16%	5%	19%	2%	6.5
45-59	274	2%	2%	2%	6%	6%	14%	4%	11%	17%	9%	23%	4%	6.9
60 plus	221	3%	2%	2%	3%	3%	10%	6%	7%	19%	11%	29%	5%	7.4
HOUSEHOLD INCOME														
$30,000 or less	149	4%	4%	1%	1%	3%	16%	5%	7%	13%	8%	32%	6%	7.2
$30,001-50,000	177	3%	2%	3%	3%	2%	15%	6%	12%	19%	5%	25%	5%	7.0
$50,001-70,000	139	4%	4%	4%	5%	6%	13%	7%	13%	17%	8%	17%	2%	6.4
$70,001-100,000	182	1%	1%	4%	8%	6%	15%	5%	13%	15%	9%	21%	2%	6.8
More than $100,000	218	1%	1%	5%	6%	9%	12%	7%	16%	18%	6%	19%	0%	6.7
NZ Maori	97	5%	0%	5%	6%	3%	13%	8%	12%	6%	7%	30%	5%	6.8
Pacific Island	43	2%	12%	2%	0%	0%	16%	7%	5%	9%	0%	40%	7%	6.9
Asian	73	3%	4%	4%	0%	3%	10%	7%	11%	19%	5%	34%	0%	7.3
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	3%	3%	4%	5%	7%	13%	4%	12%	15%	8%	22%	4%	6.7
Mercury Energy	225	3%	1%	2%	5%	5%	15%	8%	11%	16%	7%	24%	3%	6.9
Contact/ Empower	242	2%	2%	4%	3%	4%	15%	4%	9%	18%	9%	27%	3%	7.1
TrustPower	104	0%	3%	2%	8%	6%	15%	4%	12%	16%	8%	21%	5%	6.8
Meridian Energy	86	4%	1%	4%	6%	6%	13%	7%	17%	14%	9%	17%	2%	6.6
MONTHLY SPEND ON POWER														
< $100 a month	146	3%	5%	4%	3%	5%	16%	7%	10%	17%	4%	20%	6%	6.5
$100-$200	561	3%	2%	5%	5%	6%	13%	6%	12%	15%	7%	23%	3%	6.7
$201-$300	230	2%	1%	1%	5%	5%	16%	7%	11%	19%	10%	20%	3%	7.0
> $300 a month	55	0%	0%	0%	6%	0%	11%	0%	18%	18%	11%	36%	0%	8.1
No gas	689	3%	2%	3%	4%	5%	15%	6%	11%	15%	8%	24%	4%	6.8
Gas provider same as electricity supplier	132	2%	3%	9%	8%	6%	12%	6%	11%	20%	5%	16%	2%	6.2
Gas provider NOT same as electricity supplier	173	0%	2%	2%	6%	5%	13%	6%	15%	19%	7%	23%	2%	7.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	4%	4%	5%	6%	5%	12%	7%	11%	17%	7%	21%	1%	6.5
No/ Unsure	721	2%	2%	3%	4%	5%	15%	6%	12%	16%	7%	24%	4%	6.9

I DON'T LIKE SIGNING CONTRACTS AS I'M WORRIED ABOUT THE FINE PRINT

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I don't like signing contracts as I'm worried about the fine print
ban1 by q14_14

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	5%	5%	6%	6%	5%	16%	6%	10%	13%	6%	22%	0%	6.2
AREA														
Auckland	324	4%	4%	6%	6%	5%	16%	5%	8%	14%	8%	24%	0%	6.5
Christchurch	109	6%	5%	5%	5%	4%	16%	11%	9%	14%	3%	22%	0%	6.1
Wellington	102	4%	6%	5%	6%	7%	13%	4%	16%	14%	4%	20%	1%	6.2
Provincial (NI)	332	8%	5%	6%	7%	5%	15%	5%	9%	13%	6%	21%	0%	6.0
Provincial (SI)	133	3%	4%	4%	6%	7%	19%	7%	11%	12%	5%	21%	1%	6.3
NETWORK														
Vector	310	4%	4%	7%	6%	4%	16%	5%	8%	13%	9%	24%	0%	6.5
Orion	104	7%	5%	5%	6%	3%	16%	11%	10%	14%	3%	20%	0%	6.0
Eastland Networks	51	8%	10%	2%	12%	6%	10%	0%	6%	21%	6%	19%	0%	5.8
Unsion	44	7%	2%	2%	9%	2%	16%	12%	9%	7%	7%	27%	0%	6.4
Powerco	95	11%	3%	8%	10%	7%	16%	4%	9%	12%	7%	13%	0%	5.3
WEL Networks	55	5%	5%	11%	2%	4%	15%	4%	16%	9%	5%	24%	0%	6.1
Wellington Electricity Lines	102	4%	6%	5%	6%	7%	13%	4%	16%	14%	4%	20%	1%	6.2
Gender														
Male	480	6%	6%	4%	8%	6%	14%	5%	9%	13%	6%	23%	0%	6.1
Female	520	5%	3%	7%	5%	5%	17%	6%	10%	13%	6%	22%	1%	6.3
AGE GROUP														
18-29	98	6%	2%	3%	8%	6%	20%	6%	10%	12%	3%	24%	0%	6.2
30-44	407	6%	5%	5%	7%	7%	14%	6%	11%	13%	7%	19%	0%	6.0
45-59	274	4%	4%	7%	7%	6%	16%	7%	10%	11%	5%	22%	1%	6.2
60 plus	221	5%	5%	6%	3%	2%	16%	4%	7%	18%	8%	26%	0%	6.6
HOUSEHOLD INCOME														
$30,000 or less	149	5%	7%	4%	2%	2%	11%	4%	5%	13%	9%	37%	1%	7.0
$30,001-50,000	177	6%	3%	7%	5%	3%	15%	7%	5%	15%	8%	25%	1%	6.5
$50,001-70,000	139	5%	2%	4%	7%	4%	22%	5%	8%	17%	9%	17%	0%	6.3
$70,001-100,000	182	4%	4%	5%	10%	7%	14%	8%	15%	12%	4%	16%	1%	5.9
More than $100,000	218	5%	4%	6%	10%	10%	18%	6%	10%	11%	5%	15%	0%	5.6
NZ Maori	97	5%	8%	3%	6%	4%	16%	7%	9%	11%	9%	22%	0%	6.2
Pacific Island	43	7%	7%	7%	5%	0%	7%	5%	5%	11%	7%	37%	2%	6.7
Asian	73	6%	4%	3%	7%	1%	12%	7%	6%	15%	5%	34%	0%	6.9
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	7%	4%	8%	6%	6%	16%	5%	8%	12%	5%	23%	0%	6.0
Mercury Energy	225	5%	3%	5%	5%	5%	15%	5%	10%	14%	9%	23%	1%	6.6
Contact/ Empower	242	4%	4%	5%	8%	6%	17%	4%	12%	11%	5%	24%	0%	6.3
TrustPower	104	3%	5%	6%	9%	3%	18%	6%	9%	15%	6%	20%	0%	6.2
Meridian Energy	86	8%	7%	2%	7%	6%	9%	10%	12%	19%	6%	14%	0%	5.9
MONTHLY SPEND ON POWER														
< $100 a month	146	3%	5%	8%	5%	4%	16%	7%	8%	11%	7%	25%	1%	6.4
$100-$200	561	7%	5%	4%	6%	6%	17%	5%	9%	14%	5%	22%	0%	6.2
$201-$300	230	4%	5%	5%	9%	4%	12%	7%	11%	13%	9%	20%	1%	6.3
> $300 a month	55	3%	2%	13%	3%	7%	20%	4%	13%	9%	4%	22%	0%	6.0
No gas	689	6%	5%	6%	5%	5%	16%	6%	8%	13%	6%	23%	1%	6.3
Gas provider same as electricity supplier	132	4%	3%	6%	11%	5%	14%	5%	17%	14%	6%	15%	0%	6.0
Gas provider NOT same as electricity supplier	173	6%	5%	5%	8%	5%	14%	6%	10%	12%	6%	23%	0%	6.2
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	6%	7%	4%	7%	5%	15%	6%	10%	13%	5%	22%	0%	6.1
No/ Unsure	721	5%	4%	6%	6%	5%	16%	6%	10%	13%	7%	22%	0%	6.3

I FEEL MY VIEWS ARE OFTEN DIFFERENT FROM THE AVERAGE NEW ZEALANDER

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I feel my views are often different from the average New Zealander
ban1 by q14_15

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	5%	6%	8%	7%	7%	24%	8%	8%	12%	3%	10%	2%	5.3
AREA														
Auckland	324	5%	6%	5%	7%	7%	26%	10%	5%	13%	3%	12%	1%	5.5
Christchurch	109	5%	8%	12%	5%	7%	26%	6%	11%	7%	3%	8%	2%	4.9
Wellington	102	5%	4%	6%	9%	4%	18%	10%	12%	12%	9%	9%	2%	5.7
Provincial (NI)	332	6%	5%	10%	7%	7%	24%	7%	7%	10%	3%	11%	3%	5.2
Provincial (SI)	133	5%	6%	5%	10%	8%	25%	8%	10%	14%	1%	6%	2%	5.1
NETWORK														
Vector	310	5%	5%	5%	7%	7%	26%	11%	5%	13%	3%	11%	2%	5.5
Orion	104	4%	8%	12%	6%	7%	27%	6%	9%	8%	3%	8%	2%	5.0
Eastland Networks	51	4%	4%	10%	6%	2%	23%	8%	12%	8%	4%	17%	2%	5.8
Unsion	44	2%	4%	14%	7%	4%	23%	7%	11%	14%	5%	7%	2%	5.3
Powerco	95	3%	4%	12%	11%	10%	28%	3%	3%	8%	2%	12%	4%	5.0
WEL Networks	55	11%	9%	7%	6%	7%	25%	6%	5%	9%	0%	13%	2%	4.8
Wellington Electricity Lines	102	5%	4%	6%	9%	4%	18%	10%	12%	12%	9%	9%	2%	5.7
Gender														
Male	480	5%	5%	6%	7%	6%	24%	9%	10%	13%	4%	10%	1%	5.5
Female	520	6%	7%	9%	7%	7%	25%	7%	6%	10%	3%	10%	3%	5.1
AGE GROUP														
18-29	98	4%	7%	4%	8%	5%	32%	6%	9%	14%	3%	8%	0%	5.3
30-44	407	5%	6%	9%	8%	7%	23%	9%	8%	10%	3%	10%	2%	5.2
45-59	274	6%	3%	6%	9%	8%	26%	8%	8%	11%	3%	9%	3%	5.3
60 plus	221	6%	6%	9%	5%	5%	21%	8%	6%	14%	5%	13%	2%	5.5
HOUSEHOLD INCOME														
$30,000 or less	149	5%	3%	5%	7%	4%	20%	4%	7%	17%	8%	19%	1%	6.3
$30,001-50,000	177	6%	5%	8%	4%	5%	24%	7%	6%	15%	4%	14%	2%	5.6
$50,001-70,000	139	5%	10%	3%	7%	8%	30%	9%	8%	13%	1%	4%	2%	4.9
$70,001-100,000	182	2%	6%	13%	6%	10%	21%	10%	9%	10%	3%	9%	1%	5.2
More than $100,000	218	6%	5%	9%	11%	8%	27%	10%	8%	8%	3%	4%	1%	4.7
NZ Maori	97	9%	5%	7%	3%	2%	25%	9%	2%	19%	3%	12%	4%	5.4
Pacific Island	43	5%	9%	7%	0%	2%	21%	5%	2%	14%	9%	21%	5%	6.1
Asian	73	7%	4%	4%	6%	4%	17%	11%	11%	16%	4%	15%	1%	6.0
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	3%	4%	10%	7%	5%	26%	8%	7%	8%	4%	15%	3%	5.6
Mercury Energy	225	8%	4%	7%	8%	6%	26%	10%	8%	12%	1%	7%	3%	5.0
Contact/ Empower	242	5%	7%	4%	7%	10%	21%	7%	10%	12%	4%	12%	1%	5.5
TrustPower	104	3%	7%	9%	8%	4%	27%	7%	9%	15%	2%	7%	2%	5.2
Meridian Energy	86	8%	5%	11%	3%	12%	27%	8%	8%	5%	6%	6%	1%	4.8
MONTHLY SPEND ON POWER														
< $100 a month	146	8%	3%	6%	5%	5%	23%	5%	7%	12%	4%	19%	3%	5.9
$100-$200	561	6%	6%	7%	8%	8%	24%	9%	8%	10%	3%	9%	2%	5.2
$201-$300	230	2%	5%	11%	7%	6%	25%	9%	8%	14%	3%	8%	2%	5.3
> $300 a month	55	5%	9%	4%	9%	9%	20%	9%	9%	13%	2%	11%	0%	5.3
No gas	689	6%	6%	8%	8%	6%	24%	8%	7%	12%	3%	10%	2%	5.2
Gas provider same as electricity supplier	132	2%	7%	9%	7%	5%	27%	11%	6%	11%	3%	9%	3%	5.3
Gas provider NOT same as electricity supplier	173	5%	2%	6%	6%	10%	25%	8%	12%	10%	5%	10%	1%	5.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	7%	7%	8%	9%	5%	26%	6%	7%	12%	4%	8%	1%	5.0
No/ Unsure	721	4%	5%	8%	7%	8%	24%	9%	8%	11%	3%	11%	2%	5.4

I AM SICK OF BEING TOLD WHAT I CAN AND CAN'T DO

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I am sick of being told what I can and can't do
ban1 by q14_16

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	7%	5%	6%	6%	4%	20%	5%	7%	10%	5%	23%	2%	6.0
AREA														
Auckland	324	5%	5%	5%	7%	2%	22%	6%	8%	10%	5%	23%	2%	6.1
Christchurch	109	6%	5%	5%	5%	6%	21%	2%	10%	11%	6%	19%	4%	6.0
Wellington	102	10%	4%	5%	5%	4%	25%	5%	7%	9%	2%	22%	2%	5.7
Provincial (NI)	332	7%	7%	8%	5%	4%	18%	3%	7%	11%	6%	23%	1%	5.8
Provincial (SI)	133	6%	4%	6%	4%	4%	19%	8%	5%	13%	4%	26%	1%	6.2
NETWORK														
Vector	310	6%	5%	5%	8%	1%	22%	6%	8%	10%	5%	22%	2%	6.0
Orion	104	6%	5%	5%	6%	7%	22%	2%	9%	10%	6%	18%	4%	5.9
Eastland Networks	51	8%	8%	12%	8%	0%	17%	4%	10%	2%	4%	27%	0%	5.6
Unsion	44	5%	2%	9%	7%	9%	18%	2%	7%	7%	0%	34%	0%	6.3
Powerco	95	6%	8%	11%	3%	3%	12%	6%	6%	10%	12%	21%	2%	5.9
WEL Networks	55	7%	11%	5%	5%	0%	24%	2%	4%	13%	7%	22%	0%	5.8
Wellington Electricity Lines	102	10%	4%	5%	5%	4%	25%	5%	7%	9%	2%	22%	2%	5.7
Gender														
Male	480	6%	4%	6%	5%	4%	21%	4%	8%	12%	4%	24%	2%	6.2
Female	520	8%	7%	7%	6%	3%	20%	5%	6%	9%	6%	21%	2%	5.7
AGE GROUP														
18-29	98	3%	8%	4%	4%	3%	24%	7%	9%	6%	3%	29%	0%	6.3
30-44	407	7%	6%	6%	6%	5%	23%	3%	7%	13%	5%	18%	1%	5.7
45-59	274	7%	4%	7%	7%	2%	19%	6%	8%	8%	5%	24%	3%	6.1
60 plus	221	8%	4%	7%	4%	4%	16%	6%	6%	11%	5%	26%	3%	6.2
HOUSEHOLD INCOME														
$30,000 or less	149	7%	4%	5%	3%	6%	18%	3%	3%	9%	5%	37%	0%	6.6
$30,001-50,000	177	7%	6%	6%	2%	3%	20%	6%	10%	11%	6%	21%	2%	6.1
$50,001-70,000	139	3%	11%	9%	4%	4%	21%	6%	6%	8%	6%	21%	1%	5.7
$70,001-100,000	182	6%	5%	5%	9%	4%	20%	3%	9%	13%	7%	17%	2%	5.9
More than $100,000	218	8%	4%	7%	10%	4%	22%	6%	9%	10%	3%	16%	1%	5.5
NZ Maori	97	7%	11%	6%	3%	1%	20%	1%	3%	6%	8%	33%	1%	6.2
Pacific Island	43	12%	9%	9%	3%	2%	16%	5%	2%	14%	2%	26%	0%	5.6
Asian	73	3%	6%	3%	5%	4%	15%	12%	10%	12%	0%	27%	3%	6.5
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	8%	7%	8%	4%	3%	21%	4%	8%	9%	7%	19%	2%	5.7
Mercury Energy	225	7%	3%	7%	7%	1%	25%	5%	5%	13%	5%	19%	3%	5.9
Contact/ Empower	242	6%	4%	4%	7%	6%	18%	5%	6%	10%	5%	27%	2%	6.3
TrustPower	104	4%	5%	10%	5%	2%	16%	6%	10%	10%	2%	30%	0%	6.3
Meridian Energy	86	8%	8%	3%	5%	5%	20%	5%	9%	9%	6%	21%	1%	5.8
MONTHLY SPEND ON POWER														
< $100 a month	146	8%	6%	8%	5%	3%	22%	5%	5%	6%	3%	26%	3%	5.9
$100-$200	561	7%	5%	7%	6%	4%	20%	5%	7%	11%	5%	21%	2%	5.9
$201-$300	230	4%	4%	5%	5%	4%	19%	4%	9%	13%	7%	24%	2%	6.4
> $300 a month	55	13%	6%	5%	7%	4%	24%	2%	5%	5%	2%	25%	2%	5.4
No gas	689	7%	6%	7%	5%	4%	19%	4%	7%	10%	5%	24%	2%	6.0
Gas provider same as electricity supplier	132	4%	5%	8%	8%	2%	27%	6%	5%	12%	5%	17%	1%	5.7
Gas provider NOT same as electricity supplier	173	9%	5%	4%	6%	5%	19%	5%	12%	10%	3%	20%	2%	5.8
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	7%	7%	7%	6%	3%	22%	5%	8%	7%	4%	22%	2%	5.7
No/ Unsure	721	6%	5%	6%	6%	4%	20%	4%	7%	12%	5%	23%	2%	6.1

I LIKE TO REFLECT AND COMMUNICATE HOW I FEEL ABOUT THINGS

Now here are some things people sometimes say about themselves. Using a 0-10 scale, where 0 means strongly disagree and 10 means strongly agree. How much do you disagree or agree with the following statements:

I like to reflect and communicate how I feel about things
ban1 by q14_17

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	1%	2%	3%	3%	4%	17%	8%	13%	17%	7%	24%	1%	7.1
AREA														
Auckland	324	2%	1%	3%	1%	3%	17%	9%	13%	19%	6%	25%	1%	7.1
Christchurch	109	2%	3%	3%	3%	6%	18%	6%	13%	17%	7%	22%	0%	6.8
Wellington	102	1%	1%	1%	3%	4%	14%	9%	14%	16%	8%	28%	1%	7.4
Provincial (NI)	332	0%	3%	2%	5%	4%	17%	8%	12%	16%	8%	24%	1%	7.0
Provincial (SI)	133	2%	0%	3%	2%	5%	19%	6%	14%	17%	9%	23%	0%	7.1
NETWORK														
Vector	310	1%	1%	3%	1%	3%	18%	9%	13%	19%	6%	25%	1%	7.1
Orion	104	1%	3%	3%	3%	7%	19%	7%	12%	16%	7%	22%	0%	6.8
Eastland Networks	51	0%	8%	4%	15%	2%	8%	6%	4%	14%	4%	35%	0%	6.7
Unsion	44	0%	0%	0%	2%	2%	25%	7%	12%	27%	2%	23%	0%	7.3
Powerco	95	1%	1%	3%	3%	3%	15%	7%	16%	12%	12%	27%	0%	7.3
WEL Networks	55	0%	4%	2%	5%	7%	24%	11%	9%	11%	7%	18%	2%	6.5
Wellington Electricity Lines	102	1%	1%	1%	3%	4%	14%	9%	14%	16%	8%	28%	1%	7.4
Gender														
Male	480	2%	1%	2%	3%	4%	19%	7%	15%	19%	7%	21%	0%	6.9
Female	520	0%	2%	3%	2%	4%	16%	9%	11%	16%	8%	28%	1%	7.3
AGE GROUP														
18-29	98	2%	1%	4%	2%	4%	24%	8%	17%	12%	3%	23%	0%	6.7
30-44	407	1%	2%	2%	3%	4%	17%	10%	12%	17%	8%	24%	0%	7.1
45-59	274	1%	1%	2%	4%	4%	17%	8%	15%	16%	7%	23%	2%	7.1
60 plus	221	1%	2%	4%	2%	3%	14%	5%	10%	21%	9%	28%	1%	7.3
HOUSEHOLD INCOME														
$30,000 or less	149	1%	2%	2%	1%	3%	15%	3%	8%	18%	9%	38%	0%	7.8
$30,001-50,000	177	1%	4%	4%	2%	2%	14%	6%	14%	15%	7%	31%	0%	7.3
$50,001-70,000	139	2%	1%	1%	1%	2%	16%	12%	12%	22%	9%	22%	0%	7.2
$70,001-100,000	182	0%	2%	4%	4%	5%	19%	11%	13%	19%	8%	14%	1%	6.7
More than $100,000	218	1%	1%	2%	3%	6%	20%	9%	19%	16%	6%	17%	0%	6.8
NZ Maori	97	0%	2%	2%	3%	4%	20%	6%	6%	12%	6%	37%	2%	7.4
Pacific Island	43	0%	3%	2%	2%	5%	5%	5%	9%	16%	2%	51%	0%	8.1
Asian	73	0%	4%	3%	0%	0%	15%	6%	22%	12%	7%	30%	1%	7.4
ELECTRICITY COMPANY:														
Genesis/ Energy Online	256	2%	2%	2%	3%	4%	16%	7%	12%	19%	6%	26%	1%	7.1
Mercury Energy	225	1%	1%	2%	1%	4%	20%	12%	12%	17%	6%	23%	1%	7.1
Contact/ Empower	242	2%	2%	3%	2%	4%	17%	6%	16%	16%	7%	24%	1%	7.1
TrustPower	104	0%	3%	4%	8%	3%	18%	6%	10%	13%	8%	27%	0%	6.9
Meridian Energy	86	2%	4%	3%	3%	5%	19%	8%	9%	19%	9%	19%	0%	6.7
MONTHLY SPEND ON POWER														
< $100 a month	146	1%	1%	7%	1%	5%	15%	9%	12%	13%	6%	29%	1%	7.1
$100-$200	561	1%	2%	2%	2%	4%	16%	9%	12%	19%	8%	24%	1%	7.1
$201-$300	230	1%	2%	2%	4%	4%	20%	6%	13%	16%	7%	24%	1%	7.0
> $300 a month	55	2%	2%	2%	2%	2%	18%	7%	20%	13%	7%	25%	0%	7.1
No gas	689	2%	2%	3%	3%	4%	18%	7%	11%	16%	7%	26%	1%	7.1
Gas provider same as electricity supplier	132	0%	1%	1%	5%	5%	14%	10%	19%	18%	5%	21%	1%	7.1
Gas provider NOT same as electricity supplier	173	1%	2%	2%	1%	4%	17%	9%	13%	20%	10%	20%	1%	7.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	279	1%	2%	2%	3%	3%	18%	8%	13%	17%	10%	23%	0%	7.1
No/ Unsure	721	1%	2%	3%	3%	4%	17%	8%	13%	17%	6%	25%	1%	7.1

3. Online questionnaire

SME Electricity Survey

This research is being undertaken for the Electricity Authority (Authority).

The Authority is an independent Crown entity responsible for the efficient operation of the New Zealand electricity market. The Authority is in the process of commencing a number of initiatives to promote to consumers, the benefits of comparing and switching retailers. This programme of work is known as the Consumer Switching Fund.

Findings from this research will help inform the Authority's initiatives to encourage SMEs to be aware of the options available to them in their choice of electricity provider.

More information regarding the Authority and the Consumer Switching Fund can be found at www.ea.govt.nz

Q1. Please confirm you are the owner or manager of a business employing less than 20 people AND that you are responsible for making decisions about which retail power company supplies your business? Please note a self-employed person in a business that does not employ people is not included in this survey.

Yes [Go to Q2]
No [End Survey]
Unsure [End Survey]

Q2. How many people does your company employ?

1. 1-5
2. 6-10
3. 11-19

Q2A. Which of the following most closely fits your business?

1. Office based
2. Manufacturing / industrial /engineering
3. Retail e.g. shops, dairies, mini-marts
4. Farming
5. Hospitality e.g. cafes, restaurants, motel, pub
6. Operate mainly offsite e.g. builder, plumber, electrician, transport
7. If there is another business type, please name it here

Q3. Approximately how much does your company pay for electricity each month?

1. Less than $500
2. $501-$1000
3. $1001-$1,500
4. $1501-$3000
5. More than $3001
6. Don't know/unsure

Q4. Where is your company located?

[OPEN ENDED QUESTION]

Q5. What is the name of the retail power company that you pay your monthly electricity bills to?

1. Auckland Gas Company
2. Bay of Plenty Electricity
3. Bosco Connect
4. Contact Energy
5. Energy Direct
6. Energy Online
7. Genesis Energy
8. Just Energy
9. King Country Energy
10. Mercury Energy
11. Meridian Energy
12. Nova Energy
13. Opunake Hydro
14. Powershop NZ
15. Pulse Utilities
16. Simply Energy
17. Tiny Mighty Power
18. TrustPower
19. If there is another company, please name it here

Q5A If you are on gas supply too, is the name of the retail power company that you pay your monthly gas bills to the same as your electricity retailer?

1. Yes
2. No, we have a different company supplying gas
3. No, we are not on gas
4. Unsure/don't know

Q5B. Using a 1-5 scale where 1 means 'very satisfied' and 5 'not at all satisfied' how satisfied are you with your retail electricity supplier on the following attributes?

1. Value for money
2. General service
3. Its commitment to your local community
4. The provision of extra services like online power usage information, FlyBuys, other loyalty rewards
5. Conducting actual meter readings not estimates

Q6. How many times have you switched retail electricity power suppliers in the past 24 months?

1. 0
2. 1
3. 2
4. 3 or more times

[**If Q6= ‘1’, ‘2’ or ‘3 or more times’, ASK NQ and Q6A-Q6C**]

QNQ Which is the most applicable to you when you most recently switched electricity retailer?

1. You were approached by a retailer
2. You proactively chose to switch retailer
3. You moved and chose the retailer who was already supplying the premises
4. If there was another more applicable way, please name it

Q6A What were your reasons for switching retail electricity supplier on the most recent occasion you switched your retail electricity supplier?

1. Personal approach from electricity retailer
2. A financial incentive from the electricity retailer
3. High bill from your previous electricity retailer
4. Moved premises
5. Poor customer service from previous electricity supplier
6. Recommendation from other business colleagues
7. Desire to have gas with the same electricity supplier
8. Visit to price comparison website
9. Direct mail from retailer
10. Wanted to buy from a retailer producing electricity from sustainable sources
11. Visit to retailer website
12. Advertisement/billboard
13. Energy saving advice from electricity retailer
14. Electricity retailer sponsors local community activities
15. Electricity retailer supplies gas and offers a discount
16. Electricity retailer offers flexibility on when or how to pay
17. Body corporate changed supplier
18. Advice from energy consultant
19. If there was another reason, please name it

Q6B On the most recent occasion you switched, which of the following were useful sources of information to help you to decide to switch?

1. Retail representative
2. Brochures/flyers and other direct mail
3. Business organisation you belong to
4. Retailer website
5. Independent price comparison website
6. Industry group website
7. Newspaper advert/billboard
8. Another business owner or colleague
9. If another source was useful, please name it

Q6C Using a 1-5 scale where 1 means ‘very easy’ and 5 ‘very difficult’ how easy or difficult did you find it to switch retail electricity company?

[**If Q6C= ‘3’, ‘4’ or ‘5’, ASK Q6D**]

Q6D What were the reasons why you did not find switching easy?

1. Difficulty in filling out forms or too many forms to fill out
2. Long delay in switching over
3. Problems with invoices
4. Queuing on the telephone to make the switch
5. The hassle of changing over automatic payment or direct debits
6. Little understanding of our business processes
7. No confirmation or update on the switch over from the retailer
8. Difficulty in finding tariff or other relevant information
9. If there was another reason, please name it

(6E) [**If Q6= '0', ASK 6E**]

What were the main reasons for not switching? (tick all that apply)

1. Happy with price of current retail supplier/current supplier will match any deals
2. Happy with service from current retail supplier
3. Did not trust there would be real gains from switching
4. Too busy to investigate the best deals available
5. Lack of information on best deals available to my business
6. Switching seemed too much hassle
7. Have not got round to looking into this
8. Did not want to get locked into a contract
9. Was already locked into a contract
10. Concerned there might be a problem with continuity of supply if we switched
11. Electricity is such a small cost to my business it's not worth it
12. Offer(s) were no cheaper
13. Concern about losing the rebate from the community owned lines company
14. No other retail supplier would take on my business
15. If there was another reason, please name it

[**ASK ALL**]

Q7. Please select the statement that is most applicable to your business?

We are not interested in switching our electricity retail company and/or gas company.
We would be interested in switching retail electricity and/or gas supplier if we were approached and offered a cheaper deal, but we do not intend to actively look for a cheaper supplier.
We are actively looking for a cheaper retail supplier for electricity and/or gas
We intend to look for a cheaper retail supplier of electricity and/or gas in the next 12 months.
We would be interested in switching retail electricity and/or gas supplier on the basis of better service. We do not intend to actively look for a cheaper supplier.

Q8. How many different retail power companies has your business approached about switching to another supplier in the past 24 months?

1. 0
2. 1
3. 2
4. 3 or more

Q9. How many different retail power companies have approached your business about switching to become their customer in the past 24 months?

1. 0
2. 1
3. 2
4. 3 or more

Q10. In the past 24 months, has your business visited a price comparison site to compare what your business pays with what it might pay with another retail supplier?

1. Yes
2. No
3. Unsure

[**If Q10=Yes, ASK Q10A**]

Q10AWhat was the outcome?

1. We took no further action nor do we intend to switch in the next 12 months
2. We have not switched, but we intend to do so in the next 12 months.
3. We switched to the cheapest electricity retailer according to the price comparison site.
4. We switched, but not to the cheapest electricity retailer according to the price comparison site.

[**ASK ALL**]

Q11. Using a 1-5 scale where 1 means 'very likely' and 5 'not at all likely', how likely would you be to visit an independent website that could tell you the lowest cost retail electricity supplier to meet your business needs?

Q12. Does your business belong to a group of businesses that purchases its power at a discount from a single supplier?

1. Yes – please name the business group
2. No
3. Unsure

[**If Q12=No, ASK Q13A**]

Q13A. Would your business be interested in joining a group of companies that purchases its power at a discount from a single supplier?

1. Yes
2. No
3. Unsure

Q14 Using a 0-10 scale where 0 means ‘not at all important’ and 10 means ‘very important’, how important are the following incentives to your business that retail power companies offer?

1. At least a 10% saving on your current power bill
2. A 10% discount for prompt payment
3. A 10% discount for electronic or online payments
4. Detailed information on power usage at your business to manage your usage
5. A fixed power price for the next 12 months
6. An energy audit to show how your business could save power
7. Your meter is read monthly so you are billed actual readings, not estimates
8. A retail supplier uses renewable energy sources to generate electricity
9. A retail supplier sponsors local community initiatives

4. SME supplementary tables

NUMBER OF EMPLOYEES

		Number of employees			
		Base	1-5	6-10	11-19
		Count	Row N %	Row N %	Row N %
ALL	ALL	537	76%	15%	9%
Business type	Office based	162	80%	12%	8%
	Manufacturing / industrial /engineering	69	65%	22%	13%
	Retail e.g. shops, dairies, mini-marts	28	57%	36%	7%
	Farming/ Agriculture	86	88%	9%	2%
	Hospitality e.g. cafes, restaurants, motel, pub	40	75%	18%	8%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	81%	16%	3%
	Other	54	59%	11%	30%
Monthly Electricity Payment	Pay less than $500 a month	362	88%	10%	2%
	Pay $501-$1000 a month	103	57%	24%	18%
	Pay more than $1000 a month	66	41%	29%	30%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	81%	13%	6%
	Genesis Energy	107	77%	14%	9%
	Mercury Energy	94	65%	21%	14%
	Meridian Energy	86	70%	21%	9%
	TrustPower Energy	62	84%	10%	6%
	Other	76	82%	11%	8%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	74%	16%	10%
	Switched in past 24 months	115	83%	11%	5%
Retail power company for gas supply	Gas supplier same as electricity provider	48	81%	10%	8%
	Gas supplier different	69	74%	19%	7%

BUSINESS TYPE

		Business type							
		Base	Office based	Manufacturing / industrial /engineering	Retail e.g. shops, dairies, mini-marts	Farming/ Agriculture	Hospitality e.g. cafes, restaurants, motel, pub	Operate mainly offsite e.g. builder, plumber, electrician, transport	Other
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	30%	13%	5%	16%	7%	18%	10%
Number of employees	1-5	408	32%	11%	4%	19%	7%	19%	8%
	6-10	81	23%	19%	12%	10%	9%	20%	7%
	11-19	48	27%	19%	4%	4%	6%	6%	33%
Monthly Electricity Payment	Pay less than $500 a month	362	36%	11%	5%	11%	6%	23%	7%
	Pay $501-$1000 a month	103	23%	11%	9%	19%	10%	12%	17%
	Pay more than $1000 a month	66	6%	27%	3%	36%	15%	0%	12%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	25%	5%	5%	20%	11%	23%	11%
	Genesis Energy	107	32%	17%	5%	12%	5%	21%	9%
	Mercury Energy	94	43%	15%	3%	7%	6%	15%	11%
	Meridian Energy	86	22%	14%	13%	22%	7%	12%	10%
	TrustPower Energy	62	31%	13%	3%	26%	6%	11%	10%
	Other	76	29%	14%	1%	12%	9%	25%	9%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	29%	13%	5%	18%	8%	17%	10%
	Switched in past 24 months	115	34%	14%	6%	8%	6%	23%	10%
Retail power company for gas supply	Gas supplier same as electricity provider	48	54%	6%	0%	4%	13%	17%	6%
	Gas supplier different	69	25%	17%	1%	13%	17%	23%	3%

MONTHLY ELECTRICITY BILL

		Approximately how much does your company pay for electricity each month?						
		Base	less than $500	$501-$1000	$1001-$1,500	$1501-$3000	more than $3001	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	67%	19%	5%	6%	2%	1%
Number of employees	1-5	408	78%	14%	2%	3%	1%	1%
	6-10	81	43%	31%	11%	10%	2%	2%
	11-19	48	17%	40%	15%	19%	8%	2%
Business type	Office based	162	81%	15%	1%	1%	0%	1%
	Manufacturing / industrial /engineering	69	58%	16%	12%	10%	4%	0%
	Retail e.g. shops, dairies, mini-marts	28	61%	32%	7%	0%	0%	0%
	Farming/ Agriculture	86	48%	23%	6%	16%	6%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	40	50%	25%	15%	10%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	87%	12%	0%	0%	0%	1%
	Other	54	50%	31%	6%	6%	4%	4%
Monthly Electricity Payment	Pay less than $500 a month	362	100%	0%	0%	0%	0%	0%
	Pay $501-$1000 a month	103	0%	100%	0%	0%	0%	0%
	Pay more than $1000 a month	66	0%	0%	39%	45%	15%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	72%	17%	6%	2%	2%	1%
	Genesis Energy	107	69%	21%	4%	7%	0%	0%
	Mercury Energy	94	63%	24%	4%	6%	1%	1%
	Meridian Energy	86	57%	19%	9%	8%	5%	2%
	TrustPower Energy	62	71%	16%	3%	8%	2%	0%
	Other	76	72%	17%	1%	4%	3%	3%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	66%	21%	5%	6%	1%	1%
	Switched in past 24 months	115	74%	14%	3%	3%	6%	1%
Retail power company for gas supply	Gas supplier same as electricity provider	48	67%	31%	0%	2%	0%	0%
	Gas supplier different	69	64%	16%	10%	4%	4%	1%

RETAIL POWER COMPANY - SUMMARY TABLE

		Retail Power Company monthly electricity bills paid to						
		Base	Contact Energy	Genesis Energy	Mercury Energy	Meridian Energy	Trust Power Energy	Other
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	21%	20%	18%	16%	12%	14%
Number of employees	1-5	408	22%	20%	15%	15%	13%	15%
	6-10	81	17%	19%	25%	22%	7%	10%
	11-19	48	15%	21%	27%	17%	8%	13%
Business type	Office based	162	17%	21%	25%	12%	12%	14%
	Manufacturing / industrial /engineering	69	9%	26%	20%	17%	12%	16%
	Retail e.g. shops, dairies, mini-marts	28	21%	18%	11%	39%	7%	4%
	Farming/ Agriculture	86	26%	15%	8%	22%	19%	10%
	Hospitality e.g. cafes, restaurants, motel, pub	40	30%	13%	15%	15%	10%	18%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	27%	22%	14%	10%	7%	19%
	Other	54	22%	19%	19%	17%	11%	13%
Monthly Electricity Payment	Pay less than $500 a month	362	22%	20%	16%	14%	12%	15%
	Pay $501-$1000 a month	103	18%	21%	22%	16%	10%	13%
	Pay more than $1000 a month	66	17%	17%	17%	29%	12%	9%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	21%	22%	18%	16%	13%	11%
	Switched in past 24 months	115	22%	13%	17%	15%	8%	26%
Retail power company for gas supply	Gas supplier same as electricity provider	48	35%	35%	21%	0%	0%	8%
	Gas supplier different	69	22%	13%	16%	23%	10%	16%

RETAIL POWER COMPANY

		What is the name of the retail power company that you pay your monthly electricity bills to?																		
		Base	Auckland Gas Company	Bay of Plenty Electricity	Bosco Connect	Contact Energy	Energy Direct	Energy Online	Genesis Energy	Just Energy	King Country Energy	Mercury Energy	Meridian Energy	Nova Energy	Opunake Hydro	Powershop NZ	Pulse Utilities	Simply Energy	Tiny Mighty Power	Trust Power	Other
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	0%	1%	0%	21%	1%	4%	20%	1%	1%	18%	16%	1%	0%	3%	0%	0%	0%	12%	3%
Number of employees	1-5	408	0%	0%	0%	22%	1%	5%	20%	1%	1%	15%	15%	1%	0%	3%	0%	0%	0%	13%	2%
	6-10	81	0%	2%	0%	17%	0%	0%	19%	0%	0%	25%	22%	1%	0%	1%	0%	0%	0%	7%	5%
	11-19	48	0%	2%	0%	15%	0%	2%	21%	0%	0%	27%	17%	2%	0%	2%	0%	0%	0%	8%	4%
Business type	Office based	162	0%	1%	0%	17%	1%	3%	21%	1%	0%	25%	12%	1%	0%	4%	0%	0%	0%	12%	2%
	Manufacturing / industrial /engineering	69	0%	0%	0%	9%	1%	4%	26%	0%	0%	20%	17%	0%	0%	6%	1%	0%	0%	12%	3%
	Retail e.g. shops, dairies, mini-marts	28	0%	0%	0%	21%	0%	0%	18%	0%	0%	11%	39%	0%	0%	0%	0%	0%	0%	7%	4%
	Farming/ Agriculture	86	0%	2%	0%	26%	0%	3%	15%	1%	1%	8%	22%	0%	0%	0%	0%	0%	1%	19%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	40	0%	0%	0%	30%	0%	5%	13%	0%	5%	15%	15%	3%	0%	3%	0%	0%	0%	10%	3%
	Operate mainly offsite e.g. builder, plumber, electricia transport	98	0%	1%	0%	27%	0%	8%	22%	2%	0%	14%	10%	2%	0%	3%	0%	0%	1%	7%	2%
	Other	54	0%	0%	0%	22%	2%	0%	19%	2%	0%	19%	17%	0%	0%	2%	0%	0%	0%	11%	7%
Monthly Electricity Payment	Pay less than $500 a mont	362	0%	1%	0%	22%	1%	4%	20%	1%	1%	16%	14%	1%	0%	3%	0%	0%	0%	12%	2%
	Pay $501-$1000 a month	103	0%	0%	0%	18%	0%	4%	21%	0%	1%	22%	16%	1%	0%	2%	0%	0%	1%	10%	4%
	Pay more than $1000 a mo	66	0%	0%	0%	17%	0%	3%	17%	0%	0%	17%	29%	0%	0%	3%	0%	0%	0%	12%	3%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Genesis Energy	107	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Mercury Energy	94	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Meridian Energy	86	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%
	TrustPower Energy	62	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%
	Other	76	0%	7%	0%	0%	4%	28%	0%	7%	4%	0%	0%	7%	0%	21%	1%	0%	3%	0%	20%
Switched electricity pow suppliers in last 24 mo	Not switched in past 24 mo	421	0%	1%	0%	21%	0%	4%	22%	0%	0%	18%	16%	1%	0%	0%	0%	0%	0%	13%	3%
	Switched in past 24 month	115	0%	0%	0%	22%	2%	3%	13%	4%	1%	17%	15%	2%	0%	12%	0%	0%	1%	8%	2%
Retail power company gas supply	Gas supplier same as electricity provider	48	0%	0%	0%	35%	0%	2%	35%	0%	0%	21%	0%	6%	0%	0%	0%	0%	0%	0%	0%
	Gas supplier different	69	0%	1%	0%	22%	0%	7%	13%	0%	0%	16%	23%	0%	0%	4%	0%	0%	0%	10%	3%

GAS RETAILER SAME AS ELECTRICITY RETAILER

		If you are on gas supply too, is the name of the retail power company that you pay your monthly gas bills to the same as your electricity retailer?				
		Base	Yes	No, we have a different company supplying gas	No, we are not on gas	Unsure
		Count	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	9%	13%	78%	0%
Number of employees	1-5	408	10%	13%	78%	0%
	6-10	81	6%	16%	77%	1%
	11-19	48	8%	10%	81%	0%
Business type	Office based	162	16%	10%	73%	0%
	Manufacturing / industrial /engineering	69	4%	17%	78%	0%
	Retail e.g. shops, dairies, mini-marts	28	0%	4%	96%	0%
	Farming/ Agriculture	86	2%	10%	87%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	40	15%	30%	55%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	8%	16%	76%	0%
	Other	54	6%	4%	89%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	9%	12%	79%	0%
	Pay $501-$1000 a month	103	15%	11%	75%	0%
	Pay more than $1000 a month	66	2%	20%	79%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	15%	13%	71%	0%
	Genesis Energy	107	16%	8%	76%	0%
	Mercury Energy	94	11%	12%	78%	0%
	Meridian Energy	86	0%	19%	81%	0%
	TrustPower Energy	62	0%	11%	89%	0%
	Other	76	5%	14%	79%	1%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	10%	13%	77%	0%
	Switched in past 24 months	115	7%	11%	82%	0%
Retail power company for gas supply	Gas supplier same as electricity provider	48	100%	0%	0%	0%
	Gas supplier different	69	0%	100%	0%	0%

SATISFACTION WITH YOUR RETAIL ELECTRICITY SUPPLIER ON: VALUE FOR MONEY

		How satisfied are you with your retail electricity supplier on the following: Value for money						
		Base	1 Very Satisfied	2	3	4	5 Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	11%	24%	35%	17%	11%	3%
Number of employees	1-5	408	12%	24%	32%	16%	13%	3%
	6-10	81	6%	17%	47%	20%	6%	4%
	11-19	48	8%	31%	33%	17%	6%	4%
Business type	Office based	162	10%	28%	35%	16%	9%	2%
	Manufacturing / industrial /engineering	69	13%	13%	43%	19%	10%	1%
	Retail e.g. shops, dairies, mini-marts	28	7%	14%	39%	21%	11%	7%
	Farming/ Agriculture	86	10%	23%	30%	17%	13%	6%
	Hospitality e.g. cafes, restaurants, motel, pub	40	10%	18%	23%	23%	23%	5%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	10%	33%	29%	15%	11%	2%
	Other	54	13%	19%	48%	9%	7%	4%
Monthly Electricity Payment	Pay less than $500 a month	362	12%	25%	32%	19%	9%	4%
	Pay $501-$1000 a month	103	7%	21%	39%	14%	17%	3%
	Pay more than $1000 a month	66	9%	20%	44%	11%	15%	2%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	2%	21%	33%	19%	21%	5%
	Genesis Energy	107	7%	20%	38%	23%	9%	3%
	Mercury Energy	94	13%	27%	34%	13%	12%	2%
	Meridian Energy	86	10%	24%	42%	14%	6%	3%
	TrustPower Energy	62	10%	21%	42%	19%	8%	0%
	Other	76	29%	32%	18%	9%	7%	5%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	9%	24%	36%	17%	10%	4%
	Switched in past 24 months	115	17%	22%	29%	17%	15%	2%
Retail power company for gas supply	Gas supplier same as electricity provider	48	8%	25%	35%	17%	8%	6%
	Gas supplier different	69	9%	22%	32%	23%	12%	3%

UMR research

SATISFACTION WITH YOUR RETAIL ELECTRICITY SUPPLIER ON: GENERAL SERVICE

		How satisfied are you with your retail electricity supplier on the following: General service						
		Base	1 Very Satisfied	2	3	4	5 Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	16%	36%	35%	9%	3%	1%
Number of employees	1-5	408	16%	35%	36%	8%	3%	1%
	6-10	81	11%	38%	36%	11%	1%	2%
	11-19	48	23%	35%	33%	6%	0%	2%
Business type	Office based	162	16%	36%	36%	8%	2%	1%
	Manufacturing / industrial /engineering	69	13%	29%	45%	10%	3%	0%
	Retail e.g. shops, dairies, mini-marts	28	14%	29%	36%	18%	0%	4%
	Farming/ Agriculture	86	15%	42%	30%	8%	3%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	40	13%	28%	40%	10%	8%	3%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	19%	43%	30%	4%	3%	1%
	Other	54	19%	30%	37%	11%	0%	4%
Monthly Electricity Payment	Pay less than $500 a month	362	17%	38%	34%	8%	2%	1%
	Pay $501-$1000 a month	103	12%	31%	41%	10%	5%	2%
	Pay more than $1000 a month	66	17%	35%	33%	12%	3%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	12%	36%	36%	11%	5%	1%
	Genesis Energy	107	11%	27%	45%	13%	2%	2%
	Mercury Energy	94	19%	33%	40%	6%	1%	0%
	Meridian Energy	86	15%	45%	27%	8%	3%	1%
	TrustPower Energy	62	13%	44%	35%	6%	2%	0%
	Other	76	29%	34%	25%	4%	3%	5%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	15%	37%	36%	8%	3%	1%
	Switched in past 24 months	115	19%	33%	33%	10%	3%	3%
Retail power company for gas supply	Gas supplier same as electricity provider	48	15%	31%	42%	4%	4%	4%
	Gas supplier different	69	7%	43%	38%	9%	1%	1%

SATISFACTION WITH YOUR RETAIL ELECTRICITY SUPPLIER ON: ITS COMMITMENT TO YOUR LOCAL COMMUNITY

		How satisfied are you with your retail electricity supplier on the following: Its commitment to your local community						
		Base	1 Very Satisfied	2	3	4	5 Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	12%	19%	37%	13%	7%	13%
Number of employees	1-5	408	13%	17%	37%	13%	7%	13%
	6-10	81	5%	25%	33%	15%	5%	17%
	11-19	48	17%	23%	40%	4%	6%	10%
Business type	Office based	162	16%	16%	35%	15%	6%	12%
	Manufacturing / industrial /engineering	69	7%	16%	38%	12%	9%	19%
	Retail e.g. shops, dairies, mini-marts	28	11%	25%	25%	21%	4%	14%
	Farming/ Agriculture	86	13%	20%	34%	10%	10%	13%
	Hospitality e.g. cafes, restaurants, motel, pub	40	5%	10%	48%	13%	10%	15%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	9%	30%	38%	8%	5%	10%
	Other	54	15%	13%	41%	17%	2%	13%
Monthly Electricity Payment	Pay less than $500 a month	362	13%	19%	35%	13%	7%	13%
	Pay $501-$1000 a month	103	9%	18%	41%	16%	6%	11%
	Pay more than $1000 a month	66	9%	18%	38%	11%	9%	15%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	4%	20%	41%	15%	8%	12%
	Genesis Energy	107	7%	13%	46%	9%	10%	14%
	Mercury Energy	94	16%	17%	39%	13%	4%	11%
	Meridian Energy	86	13%	22%	28%	15%	7%	15%
	TrustPower Energy	62	23%	31%	24%	19%	3%	0%
	Other	76	14%	14%	34%	7%	5%	25%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	12%	20%	36%	12%	7%	12%
	Switched in past 24 months	115	10%	14%	38%	15%	5%	17%
Retail power company for gas supply	Gas supplier same as electricity provider	48	8%	19%	54%	2%	6%	10%
	Gas supplier different	69	7%	17%	39%	14%	7%	14%

SATISFACTION WITH YOUR RETAIL ELECTRICITY SUPPLIER ON: THE PROVISION OF EXTRA SERVICES

		How satisfied are you with your retail electricity supplier on the following: The provision of extra services like online power usage information, FlyBuys, other loyalty rewards						
		Base	1 Very Satisfied	2	3	4	5 Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	10%	20%	32%	17%	11%	11%
Number of employees	1-5	408	11%	20%	30%	17%	11%	10%
	6-10	81	5%	16%	36%	17%	12%	14%
	11-19	48	6%	23%	38%	10%	15%	8%
Business type	Office based	162	13%	20%	35%	14%	8%	10%
	Manufacturing / industrial /engineering	69	6%	12%	39%	16%	13%	14%
	Retail e.g. shops, dairies, mini-marts	28	7%	18%	36%	14%	11%	14%
	Farming/ Agriculture	86	10%	21%	26%	21%	14%	8%
	Hospitality e.g. cafes, restaurants, motel, pub	40	5%	13%	33%	15%	20%	15%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	12%	23%	28%	18%	9%	9%
	Other	54	4%	30%	26%	19%	13%	9%
Monthly Electricity Payment	Pay less than $500 a month	362	12%	23%	30%	17%	8%	10%
	Pay $501-$1000 a month	103	5%	19%	32%	17%	17%	11%
	Pay more than $1000 a month	66	6%	5%	38%	18%	23%	11%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	11%	29%	29%	14%	7%	10%
	Genesis Energy	107	7%	14%	30%	23%	17%	9%
	Mercury Energy	94	10%	19%	38%	14%	13%	6%
	Meridian Energy	86	7%	15%	35%	17%	13%	13%
	TrustPower Energy	62	10%	23%	31%	16%	10%	11%
	Other	76	16%	20%	26%	14%	8%	16%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	10%	21%	29%	18%	12%	10%
	Switched in past 24 months	115	10%	17%	40%	12%	9%	13%
Retail power company for gas supply	Gas supplier same as electricity provider	48	10%	29%	31%	8%	15%	6%
	Gas supplier different	69	6%	25%	32%	16%	14%	7%

SATISFACTION WITH YOUR RETAIL ELECTRICITY SUPPLIER ON: CONDUCTING ACTUAL METER READINGS NOT ESTIMATES

		How satisfied are you with your retail electricity supplier on the following: Conducting actual meter readings not estimates						
		Base	1 Very Satisfied	2	3	4	5 Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	21%	26%	29%	12%	8%	3%
Number of employees	1-5	408	22%	25%	29%	13%	9%	2%
	6-10	81	20%	28%	28%	10%	7%	6%
	11-19	48	21%	35%	33%	8%	0%	2%
Business type	Office based	162	23%	29%	29%	12%	4%	3%
	Manufacturing / industrial /engineering	69	23%	28%	30%	12%	7%	0%
	Retail e.g. shops, dairies, mini-marts	28	14%	32%	18%	11%	18%	7%
	Farming/ Agriculture	86	22%	16%	35%	15%	10%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	40	18%	23%	30%	8%	18%	5%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	21%	30%	29%	10%	7%	3%
	Other	54	19%	26%	28%	17%	7%	4%
Monthly Electricity Payment	Pay less than $500 a month	362	23%	26%	28%	12%	7%	3%
	Pay $501-$1000 a month	103	16%	27%	34%	10%	11%	3%
	Pay more than $1000 a month	66	20%	26%	29%	15%	9%	2%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	14%	27%	25%	20%	13%	1%
	Genesis Energy	107	14%	21%	38%	15%	7%	4%
	Mercury Energy	94	34%	23%	31%	5%	2%	4%
	Meridian Energy	86	19%	28%	30%	12%	9%	2%
	TrustPower Energy	62	11%	34%	29%	16%	8%	2%
	Other	76	37%	28%	21%	4%	7%	4%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	20%	27%	31%	12%	7%	3%
	Switched in past 24 months	115	26%	24%	24%	12%	10%	3%
Retail power company for gas supply	Gas supplier same as electricity provider	48	17%	21%	35%	15%	8%	4%
	Gas supplier different	69	17%	32%	30%	12%	9%	0%

NUMBER OF TIMES YOU SWITCHED RETAIL ELECTRICITY POWER SUPPLIERS

		How many times have you switched retail electricity power suppliers in the past 24 months?					
		Base	0	1	2	3 or more times	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	78%	18%	3%	1%	0%
Number of employees	1-5	408	76%	20%	4%	0%	0%
	6-10	81	83%	12%	1%	2%	1%
	11-19	48	88%	10%	2%	0%	0%
Business type	Office based	162	76%	18%	6%	0%	0%
	Manufacturing / industrial /engineering	69	77%	22%	0%	1%	0%
	Retail e.g. shops, dairies, mini-marts	28	75%	18%	7%	0%	0%
	Farming/ Agriculture	86	90%	9%	0%	1%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	40	83%	15%	3%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	73%	23%	3%	0%	0%
	Other	54	78%	17%	2%	2%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	77%	20%	4%	0%	0%
	Pay $501-$1000 a month	103	84%	12%	3%	1%	0%
	Pay more than $1000 a month	66	80%	17%	2%	2%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	78%	19%	3%	1%	0%
	Genesis Energy	107	86%	9%	4%	1%	0%
	Mercury Energy	94	80%	19%	1%	0%	0%
	Meridian Energy	86	80%	16%	3%	0%	0%
	TrustPower Energy	62	85%	11%	2%	2%	0%
	Other	76	59%	33%	7%	0%	1%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	100%	0%	0%	0%	0%
	Switched in past 24 months	115	0%	83%	15%	3%	0%
Retail power company for gas supply	Gas supplier same as electricity provider	48	83%	13%	4%	0%	0%
	Gas supplier different	69	81%	16%	0%	3%	0%

REASON FOR YOUR MOST RECENT SWITCH

		Which is the most applicable to you when you most recently switched electricity retailer?					
		Base	You were approached by a retailer	You proactively chose to switch retailer	You moved and chose the retailer who was already supplying the premises	If there was another more applicable way, please name it	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	115	41%	48%	9%	1%	2%
Number of employees	1-5	96	41%	49%	8%	0%	2%
	6-10	13	38%	38%	15%	8%	0%
	11-19	6	50%	50%	0%	0%	0%
Business type	Office based	39	36%	51%	10%	0%	3%
	Manufacturing / industrial /engineering	16	38%	56%	6%	0%	0%
	Retail e.g. shops, dairies, mini-marts	7	71%	14%	0%	14%	0%
	Farming/ Agriculture	9	22%	67%	11%	0%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	7	57%	14%	14%	0%	14%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	26	46%	46%	8%	0%	0%
	Other	11	36%	55%	9%	0%	0%
Monthly Electricity Payment	Pay less than $500 a month	85	41%	48%	9%	0%	1%
	Pay $501-$1000 a month	16	38%	44%	6%	6%	6%
	Pay more than $1000 a month	13	38%	54%	8%	0%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	25	52%	48%	0%	0%	0%
	Genesis Energy	15	40%	33%	20%	0%	7%
	Mercury Energy	19	42%	47%	11%	0%	0%
	Meridian Energy	17	41%	53%	0%	6%	0%
	TrustPower Energy	9	22%	22%	56%	0%	0%
	Other	30	37%	60%	0%	0%	3%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	0	0%	0%	0%	0%	0%
	Switched in past 24 months	115	41%	48%	9%	1%	2%
Retail power company for gas supply	Gas supplier same as electricity provider	8	50%	38%	13%	0%	0%
	Gas supplier different	13	46%	38%	15%	0%	0%

EASY TO SWITCH ELECTRICITY COMPANY

		Using a 1-5 scale where 1 means 'very easy' and 5 'very difficult' how easy or difficult did you find it to switch retail electricity company?						
		Base	1 - Very easy	2	3	4	5 - Very difficult	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	115	53%	27%	15%	2%	3%	0%
Number of employees	1-5	96	55%	27%	15%	1%	2%	0%
	6-10	13	46%	31%	8%	8%	8%	0%
	11-19	6	33%	17%	33%	0%	17%	0%
Business type	Office based	39	51%	31%	15%	0%	3%	0%
	Manufacturing / industrial /engineering	16	44%	44%	6%	0%	6%	0%
	Retail e.g. shops, dairies, mini-marts	7	43%	29%	14%	0%	14%	0%
	Farming/ Agriculture	9	67%	22%	0%	11%	0%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	7	71%	14%	14%	0%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	26	62%	19%	15%	4%	0%	0%
	Other	11	36%	18%	36%	0%	9%	0%
Monthly Electricity Payment	Pay less than $500 a month	85	58%	25%	15%	1%	1%	0%
	Pay $501-$1000 a month	16	38%	38%	19%	0%	6%	0%
	Pay more than $1000 a month	13	38%	31%	8%	8%	15%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	25	60%	16%	20%	0%	4%	0%
	Genesis Energy	15	40%	40%	7%	7%	7%	0%
	Mercury Energy	19	37%	42%	16%	0%	5%	0%
	Meridian Energy	17	53%	24%	18%	6%	0%	0%
	TrustPower Energy	9	44%	33%	22%	0%	0%	0%
	Other	30	67%	20%	10%	0%	3%	0%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	0	0%	0%	0%	0%	0%	0%
	Switched in past 24 months	115	53%	27%	15%	2%	3%	0%
Retail power company for gas supply	Gas supplier same as electricity provider	8	50%	38%	0%	0%	13%	0%
	Gas supplier different	13	54%	15%	15%	8%	8%	0%

MOST APPLICABLE TO YOUR BUSINESS - SWITCHING SUPPLIER

		Please select the statement that is most applicable to your business?						
		Base	We are not interested in switching our electricity retail company and/or gas company.	Would be interested in switching ... supplier if we were approached and offered a cheaper deal, but we do not intend . ..	We are actively looking for a cheaper retail supplier for electricity and/or gas	We intend to look for a cheaper retail supplier of electricity and/or gas in the next 12 months.	Would be interested in switching... supplier on the basis of better service. We do not intend to actively look...	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	31%	44%	4%	12%	7%	2%
Number of employees	1-5	408	32%	42%	5%	12%	7%	2%
	6-10	81	27%	51%	2%	11%	6%	2%
	11-19	48	29%	44%	2%	17%	8%	0%
Business type	Office based	162	33%	42%	2%	12%	7%	4%
	Manufacturing / industrial /engineering	69	22%	57%	0%	12%	9%	1%
	Retail e.g. shops, dairies, mini-marts	28	18%	57%	4%	14%	7%	0%
	Farming/ Agriculture	86	34%	42%	7%	12%	6%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	40	20%	58%	10%	5%	8%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	38%	35%	6%	14%	4%	3%
	Other	54	39%	35%	2%	13%	9%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	33%	43%	3%	12%	7%	2%
	Pay $501-$1000 a month	103	22%	51%	4%	14%	7%	2%
	Pay more than $1000 a month	66	32%	39%	9%	11%	8%	2%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	19%	47%	9%	20%	4%	1%
	Genesis Energy	107	33%	44%	1%	7%	12%	3%
	Mercury Energy	94	37%	39%	5%	12%	3%	3%
	Meridian Energy	86	36%	40%	2%	10%	9%	2%
	TrustPower Energy	62	35%	40%	2%	16%	6%	0%
	Other	76	32%	51%	4%	5%	5%	3%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	33%	44%	3%	10%	9%	2%
	Switched in past 24 months	115	25%	44%	10%	17%	1%	3%
Retail power company for gas supply	Gas supplier same as electricity provider	48	31%	42%	2%	13%	10%	2%
	Gas supplier different	69	26%	42%	6%	20%	4%	1%

NUMBER OF RETAIL POWER COMPANIES YOUR BUSINESS HAS APPROACHED

		How many different retail power companies has your business approached about switching to another supplier in the past 24 months?					
		Base	0	1	2	3 or more	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	64%	19%	10%	4%	3%
Number of employees	1-5	408	65%	19%	9%	4%	3%
	6-10	81	64%	20%	12%	1%	2%
	11-19	48	63%	15%	8%	10%	4%
Business type	Office based	162	64%	17%	10%	6%	3%
	Manufacturing / industrial /engineering	69	61%	20%	12%	4%	3%
	Retail e.g. shops, dairies, mini-marts	28	68%	21%	4%	4%	4%
	Farming/ Agriculture	86	72%	17%	7%	1%	2%
	Hospitality e.g. cafes, restaurants, motel, pub	40	63%	25%	10%	3%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	61%	17%	14%	4%	3%
	Other	54	63%	19%	6%	9%	4%
Monthly Electricity Payment	Pay less than $500 a month	362	65%	19%	9%	4%	3%
	Pay $501-$1000 a month	103	64%	20%	10%	4%	2%
	Pay more than $1000 a month	66	65%	17%	11%	8%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	66%	16%	12%	4%	3%
	Genesis Energy	107	71%	19%	7%	2%	1%
	Mercury Energy	94	60%	16%	13%	9%	3%
	Meridian Energy	86	66%	23%	8%	0%	2%
	TrustPower Energy	62	71%	16%	8%	3%	2%
	Other	76	51%	22%	9%	11%	7%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	74%	13%	8%	2%	3%
	Switched in past 24 months	115	29%	39%	17%	13%	2%
Retail power company for gas supply	Gas supplier same as electricity provider	48	63%	23%	8%	4%	2%
	Gas supplier different	69	64%	23%	6%	4%	3%

NUMBER OF DIFFERENT RETAIL POWER COMPANIES THAT HAVE APPROACHED YOUR BUSINESS ABOUT SWITCHING

		How many different retail power companies have approached your business about switching to become their customer in the past 24 months?					
		Base	0	1	2	3 or more	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	48%	25%	16%	5%	6%
Number of employees	1-5	408	48%	26%	16%	6%	5%
	6-10	81	47%	26%	16%	5%	6%
	11-19	48	50%	21%	15%	4%	10%
Business type	Office based	162	43%	26%	16%	9%	7%
	Manufacturing / industrial /engineering	69	43%	23%	20%	6%	7%
	Retail e.g. shops, dairies, mini-marts	28	39%	32%	11%	4%	14%
	Farming/ Agriculture	86	66%	21%	7%	0%	6%
	Hospitality e.g. cafes, restaurants, motel, pub	40	48%	35%	15%	3%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	42%	23%	22%	8%	4%
	Other	54	54%	26%	13%	2%	6%
Monthly Electricity Payment	Pay less than $500 a month	362	46%	26%	16%	6%	6%
	Pay $501-$1000 a month	103	47%	27%	18%	4%	4%
	Pay more than $1000 a month	66	59%	23%	9%	3%	6%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	50%	27%	14%	2%	7%
	Genesis Energy	107	43%	26%	20%	7%	5%
	Mercury Energy	94	43%	23%	17%	13%	4%
	Meridian Energy	86	43%	24%	21%	3%	8%
	TrustPower Energy	62	61%	26%	6%	2%	5%
	Other	76	51%	25%	12%	5%	7%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	53%	23%	14%	5%	6%
	Switched in past 24 months	115	30%	34%	23%	9%	5%
Retail power company for gas supply	Gas supplier same as electricity provider	48	29%	38%	21%	10%	2%
	Gas supplier different	69	38%	32%	22%	7%	1%

VISITED A PRICE COMPARISON SITE TO COMPARE PRICES

		In the past 24 months, has your business visited a price comparison site to compare what your business pays with what it might pay with another retail supplier?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
ALL	ALL	537	27%	71%	1%
Number of employees	1-5	408	30%	69%	1%
	6-10	81	16%	80%	4%
	11-19	48	21%	77%	2%
Business type	Office based	162	34%	64%	2%
	Manufacturing / industrial /engineering	69	22%	78%	0%
	Retail e.g. shops, dairies, mini-marts	28	14%	82%	4%
	Farming/ Agriculture	86	23%	76%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	40	28%	73%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	29%	69%	2%
	Other	54	24%	74%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	29%	70%	1%
	Pay $501-$1000 a month	103	20%	79%	1%
	Pay more than $1000 a month	66	27%	73%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	28%	70%	3%
	Genesis Energy	107	27%	71%	2%
	Mercury Energy	94	30%	69%	1%
	Meridian Energy	86	24%	74%	1%
	TrustPower Energy	62	15%	85%	0%
	Other	76	37%	62%	1%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	21%	78%	1%
	Switched in past 24 months	115	50%	48%	2%
Retail power company for gas supply	Gas supplier same as electricity provider	48	35%	63%	2%
	Gas supplier different	69	30%	68%	1%

OUTCOME OF VISITING PRICE COMPARISON SITE

		What was the outcome?					
		Base	We took no further action nor do we intend to switch in the next 12 months	We have not switched, but we intend to do so in the next 12 months.	We switched to the cheapest electricity retailer according to the price comparison site.	We switched, but not to the cheapest electricity retailer according to the price comparison site.	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	146	42%	23%	21%	10%	5%
Number of employees	1-5	123	44%	22%	20%	11%	4%
	6-10	13	38%	23%	23%	8%	8%
	11-19	10	20%	30%	30%	10%	10%
Business type	Office based	55	47%	22%	15%	15%	2%
	Manufacturing / industrial /engineering	15	27%	20%	40%	7%	7%
	Retail e.g. shops, dairies, mini-marts	4	25%	75%	0%	0%	0%
	Farming/ Agriculture	20	30%	20%	20%	15%	15%
	Hospitality e.g. cafes, restaurants, motel, pub	11	45%	18%	9%	9%	18%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	28	46%	29%	21%	4%	0%
	Other	13	46%	8%	38%	8%	0%
Monthly Electricity Payment	Pay less than $500 a month	106	46%	24%	16%	11%	3%
	Pay $501-$1000 a month	21	29%	33%	33%	5%	0%
	Pay more than $1000 a month	18	33%	6%	28%	11%	22%
Retail Power Company monthly electricity bills paid to	Contact Energy	31	35%	42%	10%	6%	6%
	Genesis Energy	29	55%	28%	3%	10%	3%
	Mercury Energy	28	57%	7%	18%	11%	7%
	Meridian Energy	21	43%	24%	29%	5%	0%
	TrustPower Energy	9	67%	22%	0%	11%	0%
	Other	28	11%	11%	54%	18%	7%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	88	59%	28%	3%	2%	7%
	Switched in past 24 months	58	16%	14%	47%	22%	2%
Retail power company for gas supply	Gas supplier same as electricity provider	17	59%	24%	6%	6%	6%
	Gas supplier different	21	43%	33%	5%	14%	5%

LIKELIHOOD OF VISITING AN INDEPENDENT WEBSITE THAT COULD TELL YOU THE LOWEST COST

		Using a 1-5 scale where 1 means 'very likely' and 5 'not at all likely', how likely would you be to visit an independent website that could tell you the lowest cost retail electricity supplier to meet your business needs?						
		Base	1 - Very likely	2	3	4	5 - Not at all likely	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	31%	21%	23%	12%	12%	1%
Number of employees	1-5	408	30%	23%	24%	12%	12%	1%
	6-10	81	33%	19%	22%	15%	10%	1%
	11-19	48	33%	17%	19%	15%	17%	0%
Business type	Office based	162	27%	20%	20%	15%	17%	1%
	Manufacturing / industrial /engineering	69	35%	28%	22%	10%	4%	1%
	Retail e.g. shops, dairies, mini-marts	28	39%	14%	25%	11%	11%	0%
	Farming/ Agriculture	86	33%	20%	22%	13%	12%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	40	40%	20%	28%	8%	5%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	30%	20%	30%	10%	10%	0%
	Other	54	24%	26%	19%	15%	15%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	29%	23%	23%	11%	13%	1%
	Pay $501-$1000 a month	103	28%	19%	24%	17%	10%	1%
	Pay more than $1000 a month	66	45%	18%	20%	9%	8%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	35%	19%	24%	13%	10%	0%
	Genesis Energy	107	31%	19%	23%	13%	14%	0%
	Mercury Energy	94	24%	24%	23%	13%	14%	1%
	Meridian Energy	86	35%	21%	26%	8%	10%	0%
	TrustPower Energy	62	27%	21%	19%	16%	16%	0%
	Other	76	30%	26%	20%	12%	8%	4%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	27%	21%	26%	13%	13%	1%
	Switched in past 24 months	115	45%	24%	12%	10%	9%	0%
Retail power company for gas supply	Gas supplier same as electricity provider	48	17%	27%	19%	21%	15%	2%
	Gas supplier different	69	35%	25%	14%	13%	13%	0%

BUSINESS BELONGS TO A GROUP OF BUSINESSES THAT PURCHASES ITS POWER AT A DISCOUNT

		Does your business belong to a group of businesses that purchases its power at a discount from a single supplier?			
		Base	Yes -please name the business group	No	Unsure
		Count	Row N %	Row N %	Row N %
ALL	ALL	537	4%	93%	3%
Number of employees	1-5	408	3%	94%	3%
	6-10	81	9%	89%	2%
	11-19	48	4%	94%	2%
Business type	Office based	162	1%	96%	3%
	Manufacturing / industrial /engineering	69	3%	90%	7%
	Retail e.g. shops, dairies, mini-marts	28	4%	96%	0%
	Farming/ Agriculture	86	15%	84%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	40	3%	93%	5%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	1%	97%	2%
	Other	54	4%	94%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	2%	95%	3%
	Pay $501-$1000 a month	103	4%	94%	2%
	Pay more than $1000 a month	66	15%	83%	2%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	3%	96%	2%
	Genesis Energy	107	2%	93%	5%
	Mercury Energy	94	2%	97%	1%
	Meridian Energy	86	10%	87%	2%
	TrustPower Energy	62	5%	94%	2%
	Other	76	4%	89%	7%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	4%	94%	2%
	Switched in past 24 months	115	6%	89%	5%
Retail power company for gas supply	Gas supplier same as electricity provider	48	0%	98%	2%
	Gas supplier different	69	4%	91%	4%

INTERESTED IN JOINING A GROUP OF COMPANIES THAT PURCHASES ITS POWER AT A DISCOUNT

		Would your business be interested in joining a group of companies that purchases its power at a discount from a single supplier?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
ALL	ALL	499	40%	44%	15%
Number of employees	1-5	382	37%	47%	15%
	6-10	72	46%	35%	19%
	11-19	45	58%	33%	9%
Business type	Office based	155	28%	59%	13%
	Manufacturing / industrial /engineering	62	48%	34%	18%
	Retail e.g. shops, dairies, mini-marts	27	48%	22%	30%
	Farming/ Agriculture	72	57%	29%	14%
	Hospitality e.g. cafes, restaurants, motel, pub	37	51%	32%	16%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	95	36%	51%	14%
	Other	51	41%	43%	16%
Monthly Electricity Payment	Pay less than $500 a month	345	34%	50%	16%
	Pay $501-$1000 a month	97	53%	34%	13%
	Pay more than $1000 a month	55	62%	24%	15%
Retail Power Company monthly electricity bills paid to	Contact Energy	107	43%	41%	16%
	Genesis Energy	100	38%	48%	14%
	Mercury Energy	91	40%	43%	18%
	Meridian Energy	75	44%	47%	9%
	TrustPower Energy	58	45%	36%	19%
	Other	68	34%	50%	16%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	397	40%	44%	16%
	Switched in past 24 months	102	41%	46%	13%
Retail power company for gas supply	Gas supplier same as electricity provider	47	38%	45%	17%
	Gas supplier different	63	41%	46%	13%

IMPORTANCE OF INCENTIVES: AT LEAST A 10% SAVING ON YOUR CURRENT POWER BILL

			How important are the following incentives to your business that retail power companies offer: At least a 10% saving on your current power bill											
		Base	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	1%	1%	1%	1%	2%	4%	5%	11%	12%	15%	45%	1%
Number of employees	1-5	408	1%	1%	1%	1%	2%	4%	5%	11%	11%	15%	47%	0%
	6-10	81	0%	1%	0%	1%	0%	5%	4%	7%	17%	19%	43%	2%
	11-19	48	2%	0%	0%	0%	2%	2%	4%	23%	19%	10%	38%	0%
Business type	Office based	162	2%	2%	1%	1%	3%	6%	5%	12%	18%	14%	37%	0%
	Manufacturing / industrial /engineering	69	3%	1%	0%	0%	3%	3%	3%	12%	25%	16%	35%	0%
	Retail e.g. shops, dairies, mini-marts	28	0%	0%	0%	0%	4%	0%	4%	11%	7%	21%	54%	0%
	Farming/ Agriculture	86	0%	0%	3%	1%	0%	2%	5%	12%	7%	17%	52%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	40	0%	3%	0%	0%	3%	3%	3%	5%	5%	13%	65%	3%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	1%	0%	0%	1%	1%	7%	5%	7%	5%	16%	55%	1%
	Other	54	2%	0%	2%	2%	2%	2%	7%	20%	11%	13%	37%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	1%	1%	1%	1%	2%	5%	4%	10%	13%	15%	46%	1%
	Pay $501-$1000 a month	103	1%	0%	1%	0%	3%	1%	5%	14%	11%	20%	45%	0%
	Pay more than $1000 a month	66	2%	2%	0%	2%	0%	3%	5%	14%	14%	14%	47%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	0%	1%	2%	0%	3%	4%	4%	10%	8%	15%	53%	0%
	Genesis Energy	107	1%	1%	0%	0%	1%	6%	7%	8%	20%	18%	39%	0%
	Mercury Energy	94	4%	2%	1%	1%	2%	1%	10%	10%	15%	14%	40%	0%
	Meridian Energy	86	2%	0%	2%	1%	2%	5%	3%	16%	8%	15%	43%	1%
	TrustPower Energy	62	0%	0%	0%	3%	0%	5%	2%	18%	11%	15%	47%	0%
	Other	76	0%	1%	0%	0%	4%	4%	0%	9%	12%	16%	51%	3%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	1%	1%	1%	1%	2%	4%	5%	12%	14%	15%	43%	0%
	Switched in past 24 months	115	2%	1%	1%	0%	2%	3%	3%	9%	9%	17%	53%	0%
Retail power company for gas supply	Gas supplier same as electricity provider	48	0%	2%	4%	0%	4%	10%	2%	6%	17%	15%	40%	0%
	Gas supplier different	69	3%	1%	1%	0%	3%	3%	7%	19%	13%	13%	36%	0%

IMPORTANCE OF INCENTIVES: A 10% DISCOUNT FOR PROMPT PAYMENT

		How important are the following incentives to your business that retail power companies offer: A 10% discount for prompt payment											
		Base	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	2%	1%	1%	1%	1%	3%	4%	10%	12%	17%	49%	1%
Number of employees	1-5	408	3%	1%	1%	1%	1%	2%	4%	10%	12%	16%	49%	1%
	6-10	81	1%	0%	0%	1%	0%	5%	2%	12%	10%	19%	48%	1%
	11-19	48	2%	0%	2%	0%	0%	2%	4%	6%	13%	21%	50%	0%
Business type	Office based	162	4%	1%	2%	1%	1%	3%	4%	9%	16%	19%	41%	0%
	Manufacturing / industrial /engineering	69	3%	0%	0%	0%	0%	3%	7%	16%	13%	20%	36%	1%
	Retail e.g. shops, dairies, mini-marts	28	0%	0%	0%	0%	0%	4%	0%	11%	4%	21%	61%	0%
	Farming/ Agriculture	86	2%	0%	0%	3%	2%	5%	0%	9%	9%	13%	55%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	40	3%	3%	0%	3%	0%	0%	5%	3%	5%	18%	63%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	1%	1%	0%	1%	2%	1%	4%	9%	11%	10%	58%	1%
	Other	54	2%	2%	2%	0%	0%	4%	4%	9%	9%	19%	48%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	3%	1%	1%	1%	1%	2%	4%	9%	12%	15%	49%	1%
	Pay $501-$1000 a month	103	1%	0%	1%	2%	1%	3%	3%	11%	10%	25%	44%	0%
	Pay more than $1000 a month	66	3%	2%	0%	0%	2%	3%	3%	9%	9%	12%	58%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	2%	0%	0%	4%	2%	2%	0%	7%	17%	11%	55%	1%
	Genesis Energy	107	2%	0%	0%	0%	1%	4%	6%	10%	14%	19%	45%	0%
	Mercury Energy	94	3%	2%	2%	1%	0%	2%	5%	11%	9%	20%	45%	0%
	Meridian Energy	86	2%	0%	1%	2%	0%	5%	5%	8%	12%	17%	48%	0%
	TrustPower Energy	62	2%	2%	0%	0%	2%	3%	3%	16%	5%	19%	48%	0%
	Other	76	4%	1%	1%	0%	1%	1%	3%	8%	9%	14%	53%	4%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	2%	1%	0%	1%	1%	3%	4%	10%	12%	17%	48%	0%
	Switched in past 24 months	115	3%	1%	2%	1%	0%	1%	3%	10%	9%	16%	53%	2%
Retail power company for gas supply	Gas supplier same as electricity provider	48	2%	2%	2%	4%	2%	4%	0%	10%	10%	19%	44%	0%
	Gas supplier different	69	1%	0%	1%	0%	0%	7%	3%	12%	17%	17%	41%	0%

IMPORTANCE OF INCENTIVES: A 10% DISCOUNT FOR ELECTRONIC OR ONLINE PAYMENTS

		How important are the following incentives to your business that retail power companies offer: A 10% discount for electronic or online payments											
		Base	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	4%	1%	1%	2%	2%	4%	4%	10%	10%	16%	45%	1%
Number of employees	1-5	408	4%	1%	2%	2%	2%	5%	5%	10%	9%	15%	44%	0%
	6-10	81	2%	0%	0%	0%	0%	4%	4%	7%	14%	20%	48%	1%
	11-19	48	4%	0%	0%	2%	0%	2%	2%	15%	13%	10%	52%	0%
Business type	Office based	162	5%	1%	1%	1%	2%	3%	6%	12%	14%	15%	39%	0%
	Manufacturing / industrial /engineering	69	1%	1%	1%	0%	0%	4%	6%	16%	12%	23%	35%	0%
	Retail e.g. shops, dairies, mini-marts	28	0%	0%	4%	0%	4%	4%	0%	7%	7%	18%	57%	0%
	Farming/ Agriculture	86	3%	0%	3%	5%	0%	9%	3%	7%	7%	12%	49%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	40	5%	3%	0%	3%	5%	3%	3%	0%	3%	20%	58%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	3%	0%	0%	1%	2%	4%	4%	9%	7%	14%	54%	1%
	Other	54	4%	4%	0%	4%	2%	4%	6%	11%	11%	11%	43%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	4%	1%	1%	1%	2%	5%	5%	9%	10%	15%	45%	1%
	Pay $501-$1000 a month	103	3%	0%	0%	4%	3%	4%	2%	14%	11%	19%	41%	0%
	Pay more than $1000 a month	66	2%	2%	3%	2%	0%	3%	5%	6%	6%	14%	59%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	4%	1%	1%	4%	2%	4%	2%	9%	10%	15%	48%	1%
	Genesis Energy	107	4%	1%	2%	1%	1%	3%	6%	11%	12%	18%	41%	1%
	Mercury Energy	94	4%	2%	1%	1%	2%	4%	6%	10%	11%	13%	46%	0%
	Meridian Energy	86	1%	1%	3%	2%	2%	7%	6%	5%	10%	19%	43%	0%
	TrustPower Energy	62	0%	2%	0%	3%	3%	8%	5%	15%	6%	15%	44%	0%
	Other	76	7%	0%	0%	0%	1%	3%	3%	12%	8%	14%	51%	1%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	4%	1%	2%	2%	2%	5%	5%	9%	11%	15%	43%	0%
	Switched in past 24 months	115	3%	1%	0%	1%	1%	3%	3%	13%	5%	17%	53%	1%
Retail power company for gas supply	Gas supplier same as electricity provider	48	0%	2%	0%	6%	2%	4%	4%	13%	15%	17%	38%	0%
	Gas supplier different	69	4%	1%	0%	0%	3%	9%	6%	9%	12%	17%	39%	0%

IMPORTANCE OF INCENTIVES: DETAILED INFORMATION ON POWER USAGE AT YOUR BUSINESS TO MANAGE YOUR USAGE

		How important are the following incentives to your business that retail power companies offer: Detailed information on power usage at your business to manage your usage												
		Base	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	4%	3%	2%	3%	4%	12%	11%	13%	15%	12%	20%	1%
Number of employees	1-5	408	5%	4%	1%	3%	4%	12%	9%	13%	15%	12%	21%	0%
	6-10	81	4%	1%	1%	4%	4%	10%	15%	14%	21%	11%	15%	1%
	11-19	48	4%	0%	8%	2%	6%	8%	15%	8%	8%	17%	23%	0%
Business type	Office based	162	7%	4%	6%	3%	4%	12%	15%	8%	19%	9%	12%	1%
	Manufacturing / industrial /engineering	69	1%	4%	1%	1%	7%	12%	9%	19%	16%	14%	14%	0%
	Retail e.g. shops, dairies, mini-marts	28	7%	0%	0%	7%	4%	18%	14%	7%	7%	14%	21%	0%
	Farming/ Agriculture	86	3%	1%	1%	5%	2%	5%	7%	16%	16%	15%	28%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	40	3%	0%	0%	5%	0%	13%	8%	8%	15%	20%	30%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	3%	4%	0%	1%	6%	15%	8%	18%	12%	8%	22%	1%
	Other	54	4%	2%	0%	6%	2%	11%	11%	11%	9%	17%	26%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	5%	4%	2%	3%	4%	14%	10%	12%	15%	12%	19%	0%
	Pay $501-$1000 a month	103	5%	2%	3%	5%	5%	5%	16%	13%	18%	12%	17%	1%
	Pay more than $1000 a month	66	3%	2%	0%	5%	3%	6%	6%	17%	14%	15%	30%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	4%	3%	2%	3%	4%	14%	6%	14%	13%	15%	21%	1%
	Genesis Energy	107	7%	3%	3%	3%	4%	14%	18%	11%	10%	12%	16%	0%
	Mercury Energy	94	3%	2%	1%	6%	4%	11%	15%	14%	12%	14%	18%	0%
	Meridian Energy	86	2%	5%	3%	3%	3%	15%	8%	7%	21%	8%	22%	1%
	TrustPower Energy	62	3%	6%	3%	3%	3%	8%	11%	16%	16%	11%	18%	0%
	Other	76	7%	0%	0%	1%	5%	4%	4%	16%	21%	13%	28%	1%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	5%	3%	2%	4%	4%	11%	11%	13%	14%	13%	18%	0%
	Switched in past 24 months	115	2%	3%	1%	0%	5%	13%	8%	12%	18%	11%	27%	0%
Retail power company for gas supply	Gas supplier same as electricity provider	48	0%	0%	4%	2%	6%	10%	13%	17%	17%	10%	21%	0%
	Gas supplier different	69	1%	3%	1%	0%	3%	12%	13%	22%	14%	16%	14%	0%

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IMPORTANCE OF INCENTIVES: A FIXED POWER PRICE FOR THE NEXT 12 MONTHS

		How important are the following incentives to your business that retail power companies offer: A fixed power price for the next 12 months												
		Base	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	6%	2%	3%	4%	4%	13%	9%	13%	11%	12%	22%	1%
Number of employees	1-5	408	5%	2%	4%	4%	4%	13%	9%	12%	11%	13%	22%	1%
	6-10	81	9%	1%	2%	6%	2%	11%	9%	19%	14%	12%	14%	1%
	11-19	48	4%	2%	0%	4%	4%	17%	10%	15%	8%	4%	29%	2%
Business type	Office based	162	7%	2%	4%	7%	6%	12%	10%	13%	15%	6%	17%	1%
	Manufacturing / industrial /engineering	69	4%	1%	3%	4%	1%	9%	13%	17%	14%	13%	17%	1%
	Retail e.g. shops, dairies, mini-marts	28	7%	4%	0%	4%	4%	11%	11%	25%	0%	11%	25%	0%
	Farming/ Agriculture	86	7%	1%	6%	1%	3%	14%	3%	12%	9%	15%	26%	2%
	Hospitality e.g. cafes, restaurants, motel, pub	40	3%	3%	3%	0%	10%	18%	5%	8%	3%	20%	28%	3%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	3%	2%	2%	3%	3%	14%	8%	12%	13%	16%	21%	1%
	Other	54	6%	0%	2%	7%	0%	13%	9%	11%	7%	13%	30%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	5%	2%	4%	6%	4%	13%	8%	12%	10%	12%	22%	1%
	Pay $501-$1000 a month	103	4%	1%	2%	3%	6%	12%	8%	18%	14%	14%	19%	0%
	Pay more than $1000 a month	66	11%	2%	2%	2%	0%	12%	11%	14%	11%	9%	27%	2%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	4%	0%	4%	4%	5%	13%	4%	9%	13%	14%	26%	3%
	Genesis Energy	107	9%	2%	2%	6%	4%	13%	13%	15%	11%	10%	14%	1%
	Mercury Energy	94	5%	1%	3%	6%	3%	7%	13%	14%	13%	7%	27%	0%
	Meridian Energy	86	5%	1%	6%	5%	7%	12%	8%	9%	6%	17%	24%	0%
	TrustPower Energy	62	2%	3%	3%	5%	3%	18%	6%	21%	11%	13%	15%	0%
	Other	76	7%	4%	1%	1%	1%	14%	7%	14%	13%	11%	22%	4%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	5%	2%	3%	5%	5%	14%	9%	12%	12%	12%	19%	1%
	Switched in past 24 months	115	6%	2%	3%	2%	3%	7%	8%	17%	10%	11%	32%	1%
Retail power company for gas supply	Gas supplier same as electricity provider	48	10%	2%	6%	6%	8%	8%	4%	10%	15%	8%	19%	2%
	Gas supplier different	69	7%	4%	3%	1%	4%	19%	10%	9%	13%	13%	16%	0%

IMPORTANCE OF INCENTIVES: AN ENERGY AUDIT TO SHOW HOW YOUR BUSINESS COULD SAVE POWER

		How important are the following incentives to your business that retail power companies offer: An energy audit to show how your business could save power												
		Base	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	5%	2%	6%	5%	4%	11%	8%	13%	12%	13%	18%	1%
Number of employees	1-5	408	6%	3%	6%	5%	4%	12%	7%	13%	12%	13%	18%	1%
	6-10	81	4%	1%	5%	5%	1%	10%	17%	9%	14%	11%	21%	2%
	11-19	48	6%	0%	6%	6%	2%	6%	2%	15%	17%	21%	19%	0%
Business type	Office based	162	7%	4%	9%	7%	9%	13%	7%	12%	12%	9%	11%	1%
	Manufacturing / industrial /engineering	69	4%	3%	7%	0%	1%	4%	12%	13%	13%	25%	17%	0%
	Retail e.g. shops, dairies, mini-marts	28	4%	0%	7%	7%	0%	7%	11%	11%	7%	14%	29%	4%
	Farming/ Agriculture	86	5%	1%	3%	6%	1%	10%	7%	13%	14%	13%	26%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	40	8%	0%	0%	3%	3%	10%	5%	8%	18%	15%	30%	3%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	4%	2%	5%	5%	2%	13%	13%	12%	11%	12%	18%	1%
	Other	54	6%	0%	2%	7%	2%	17%	4%	22%	9%	13%	17%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	7%	3%	6%	5%	4%	13%	9%	13%	12%	10%	17%	1%
	Pay $501-$1000 a month	103	1%	0%	8%	7%	2%	10%	7%	16%	15%	16%	19%	1%
	Pay more than $1000 a month	66	5%	0%	3%	3%	2%	6%	9%	9%	14%	26%	23%	2%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	5%	4%	5%	4%	3%	13%	7%	18%	11%	14%	15%	2%
	Genesis Energy	107	5%	0%	7%	7%	5%	13%	9%	10%	12%	13%	18%	0%
	Mercury Energy	94	6%	1%	5%	4%	4%	13%	11%	13%	12%	13%	18%	0%
	Meridian Energy	86	5%	2%	7%	3%	6%	8%	8%	13%	15%	14%	15%	3%
	TrustPower Energy	62	0%	5%	6%	8%	0%	10%	8%	19%	13%	11%	19%	0%
	Other	76	11%	3%	3%	5%	4%	11%	7%	4%	12%	13%	28%	1%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	6%	2%	6%	6%	4%	12%	7%	14%	13%	12%	19%	1%
	Switched in past 24 months	115	4%	4%	4%	3%	3%	9%	13%	10%	11%	18%	18%	0%
Retail power company for gas supply	Gas supplier same as electricity provider	48	0%	0%	6%	2%	10%	19%	8%	19%	13%	8%	15%	0%
	Gas supplier different	69	3%	3%	3%	1%	4%	16%	10%	14%	13%	17%	14%	0%

IMPORTANCE OF INCENTIVES: YOUR METER IS READ MONTHLY SO YOU ARE BILLED ACTUAL READINGS, NOT ESTIMATES

		How important are the following incentives to your business that retail power companies offer: Your meter is read monthly so you are billed actual readings, not estimates												
		Base	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	4%	1%	4%	3%	3%	10%	6%	14%	11%	14%	29%	0%
Number of employees	1-5	408	4%	1%	3%	4%	4%	10%	7%	13%	11%	13%	30%	0%
	6-10	81	5%	4%	6%	1%	1%	7%	5%	15%	12%	17%	25%	1%
	11-19	48	4%	0%	2%	2%	4%	15%	2%	19%	10%	15%	27%	0%
Business type	Office based	162	4%	2%	4%	5%	3%	15%	7%	15%	16%	11%	19%	0%
	Manufacturing / industrial /engineering	69	6%	0%	6%	4%	3%	3%	9%	13%	16%	14%	26%	0%
	Retail e.g. shops, dairies, mini-marts	28	4%	4%	7%	0%	0%	4%	0%	11%	7%	18%	46%	0%
	Farming/ Agriculture	86	2%	1%	5%	6%	7%	9%	9%	12%	7%	12%	30%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	40	3%	3%	5%	0%	3%	8%	3%	10%	3%	25%	40%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	5%	1%	1%	1%	1%	12%	6%	13%	10%	11%	38%	0%
	Other	54	2%	2%	2%	2%	6%	6%	4%	20%	9%	19%	28%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	5%	1%	4%	3%	3%	10%	7%	14%	13%	13%	28%	0%
	Pay $501-$1000 a month	103	3%	2%	3%	2%	3%	13%	7%	15%	7%	17%	29%	0%
	Pay more than $1000 a month	66	2%	3%	5%	6%	6%	5%	2%	14%	11%	15%	33%	0%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	4%	1%	0%	3%	4%	13%	5%	17%	12%	13%	28%	0%
	Genesis Energy	107	5%	0%	2%	4%	6%	8%	10%	16%	11%	14%	24%	0%
	Mercury Energy	94	5%	3%	2%	2%	2%	7%	3%	12%	16%	16%	31%	0%
	Meridian Energy	86	1%	1%	9%	5%	3%	7%	8%	10%	9%	14%	31%	0%
	TrustPower Energy	62	5%	5%	3%	6%	5%	15%	10%	13%	10%	10%	19%	0%
	Other	76	3%	0%	8%	1%	0%	9%	1%	13%	9%	14%	39%	1%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	4%	1%	3%	4%	4%	10%	7%	14%	12%	14%	27%	0%
	Switched in past 24 months	115	4%	2%	6%	1%	2%	9%	5%	14%	10%	11%	36%	0%
Retail power company for gas supply	Gas supplier same as electricity provider	48	2%	2%	0%	4%	2%	10%	6%	8%	19%	25%	21%	0%
	Gas supplier different	69	3%	1%	6%	3%	1%	13%	6%	22%	6%	12%	28%	0%

IMPORTANCE OF INCENTIVES: AT RETAIL SUPPLIER USES RENEWABLE ENERGY SOURCES TO GENERATE ELECTRICITY

		How important are the following incentives to your business that retail power companies offer: A retail supplier uses renewable energy sources to generate electricity												
		Base	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	8%	3%	3%	6%	4%	14%	10%	13%	11%	9%	17%	1%
Number of employees	1-5	408	8%	2%	3%	7%	3%	14%	10%	13%	10%	10%	19%	1%
	6-10	81	10%	5%	4%	5%	7%	15%	11%	11%	12%	9%	10%	1%
	11-19	48	13%	2%	2%	4%	4%	10%	8%	17%	17%	4%	19%	0%
Business type	Office based	162	10%	3%	5%	7%	4%	12%	8%	13%	14%	7%	17%	1%
	Manufacturing / industrial /engineering	69	9%	1%	1%	6%	4%	16%	7%	17%	9%	10%	19%	0%
	Retail e.g. shops, dairies, mini-marts	28	21%	4%	4%	4%	0%	11%	18%	7%	11%	4%	18%	0%
	Farming/ Agriculture	86	7%	2%	5%	7%	3%	14%	12%	10%	10%	13%	15%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	40	8%	3%	0%	3%	5%	18%	10%	10%	10%	15%	20%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	6%	4%	1%	4%	2%	14%	11%	14%	13%	9%	19%	1%
	Other	54	4%	0%	4%	13%	6%	15%	13%	13%	6%	11%	15%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	7%	2%	4%	6%	2%	14%	10%	13%	10%	10%	20%	1%
	Pay $501-$1000 a month	103	14%	1%	2%	8%	6%	15%	10%	15%	14%	6%	12%	0%
	Pay more than $1000 a month	66	6%	6%	2%	5%	9%	15%	12%	8%	12%	11%	14%	2%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	8%	2%	3%	7%	2%	13%	10%	13%	11%	12%	19%	1%
	Genesis Energy	107	14%	3%	3%	7%	2%	14%	9%	15%	9%	11%	12%	0%
	Mercury Energy	94	5%	2%	2%	6%	9%	11%	14%	11%	18%	5%	15%	2%
	Meridian Energy	86	7%	5%	6%	5%	3%	12%	13%	6%	9%	8%	27%	0%
	TrustPower Energy	62	3%	2%	3%	10%	3%	11%	11%	18%	10%	15%	13%	2%
	Other	76	11%	3%	3%	3%	3%	24%	4%	16%	9%	7%	18%	1%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	8%	2%	3%	7%	4%	13%	10%	13%	13%	9%	17%	1%
	Switched in past 24 months	115	9%	3%	3%	5%	3%	18%	10%	12%	6%	10%	18%	1%
Retail power company for gas supply	Gas supplier same as electricity provider	48	8%	0%	0%	8%	6%	15%	6%	19%	17%	10%	10%	0%
	Gas supplier different	69	1%	6%	1%	7%	6%	7%	10%	19%	9%	9%	25%	0%

IMPORTANCE OF INCENTIVES: A RETAIL SUPPLIER SPONSORS LOCAL COMMUNITY INITIATIVES

		How important are the following incentives to your business that retail power companies offer: A retail supplier sponsors local community initiatives												
		Base	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	537	11%	3%	5%	4%	5%	18%	12%	16%	9%	5%	9%	2%
Number of employees	1-5	408	11%	4%	5%	4%	5%	18%	12%	16%	9%	4%	10%	2%
	6-10	81	9%	0%	7%	5%	4%	21%	17%	12%	10%	6%	7%	1%
	11-19	48	15%	4%	4%	6%	4%	17%	6%	19%	8%	6%	10%	0%
Business type	Office based	162	12%	4%	6%	6%	2%	15%	13%	17%	9%	5%	8%	2%
	Manufacturing / industrial /engineering	69	7%	0%	6%	4%	7%	19%	16%	19%	9%	4%	9%	0%
	Retail e.g. shops, dairies, mini-marts	28	21%	4%	4%	0%	4%	18%	7%	18%	7%	4%	11%	4%
	Farming/ Agriculture	86	8%	5%	3%	2%	6%	23%	10%	15%	10%	6%	8%	2%
	Hospitality e.g. cafes, restaurants, motel, pub	40	10%	5%	3%	3%	8%	13%	20%	18%	5%	3%	15%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	98	12%	1%	7%	6%	6%	13%	10%	14%	11%	5%	11%	2%
	Other	54	7%	4%	6%	4%	6%	31%	7%	9%	9%	6%	9%	2%
Monthly Electricity Payment	Pay less than $500 a month	362	9%	3%	6%	4%	4%	20%	12%	15%	10%	5%	11%	2%
	Pay $501-$1000 a month	103	17%	2%	4%	8%	9%	16%	14%	16%	6%	4%	6%	1%
	Pay more than $1000 a month	66	8%	6%	3%	3%	6%	14%	12%	23%	11%	6%	8%	2%
Retail Power Company monthly electricity bills paid to	Contact Energy	112	11%	4%	6%	2%	4%	21%	10%	18%	10%	4%	8%	2%
	Genesis Energy	107	16%	2%	7%	4%	5%	19%	16%	13%	8%	2%	9%	0%
	Mercury Energy	94	9%	4%	5%	5%	6%	17%	12%	14%	10%	3%	12%	3%
	Meridian Energy	86	6%	3%	8%	6%	3%	10%	16%	14%	10%	8%	12%	2%
	TrustPower Energy	62	6%	0%	3%	5%	8%	21%	6%	21%	8%	10%	10%	2%
	Other	76	14%	4%	1%	7%	4%	22%	11%	17%	8%	4%	7%	1%
Switched electricity power suppliers in last 24 months	Not switched in past 24 months	421	10%	3%	5%	5%	5%	18%	14%	15%	9%	5%	10%	2%
	Switched in past 24 months	115	12%	5%	7%	3%	6%	18%	7%	17%	10%	3%	10%	1%
Retail power company for gas supply	Gas supplier same as electricity provider	48	13%	2%	8%	10%	4%	15%	6%	25%	6%	4%	4%	2%
	Gas supplier different	69	10%	6%	3%	4%	6%	16%	19%	13%	9%	3%	12%	0%

UMR research

5. Focus group discussion guide

Discussion Guide – Retail Competition

Standard introduction (5 minutes):

- Why focus groups?
- No right/wrong answers
- Confidentiality
- Right to pass on any questions
- Advise recording
- Logistics – duration, mobile calls, rest room, health and safety issues, emergency exits etc

Respondents introduce themselves (5 minutes)

Can we go round and introduce ourselves. If you could just give your name, where you're from and how many people live in your household.

Perceptions of current retailer (15 minutes)

Current retailer

- Please write down the company you pay your electricity bill to and if you are on gas the name of your gas company. Alongside that, write down roughly how long you've been with them and what you think of them – good, bad or whatever.

- And now also write down a number between 0 and 100 where 0 means there is no chance you would change to another power company and 100 means you would change at the drop of a hat.

[**First discuss first current power company capturing thoughts about each company. If necessary probe on price, service, brand, sponsorship activities to see how much these are factors in why they use them.**]

- What was your rating? What is your thinking behind that rating? [**briefly discuss**]

Other retailers

- Can you write down the names of any other electricity companies that operate in your area. [**identify awareness of other retailers and any mention of network company**]
- Now, put a line under what you have written and can you write down the name of the company that owns the lines that provide power to your house – if you think it's the same company – just say so.

Switching – awareness, drivers and barriers (30 minutes)

Has anyone ever considered switching their electricity company? Who has actually switched? [**identify and return to switchers later**]

NON SWITCHERs (Those of you have not switched)

- What are some of the reasons you have stayed with the one company? [**whiteboard list of reasons for not switching and then invite switchers to add to the list, check whether are incentives available in their local area to stay with their retailer – if in Auckland ask – Do you get a rebate on your power bill each year? If so, who do you get that from? Does it affect your choice of retail company?**]

Switching process (Barriers to switching)

1. How easy or difficult do you think it would be to change companies? [**probe complexity of electricity plans if not mentioned**]
2. How do you think you would go about changing companies?
3. How could it be made really easy for you to switch? What would you need to know/have happen? [**probe 'call at the door', 'phone call', 'email', 'postal form' from new retailer**]
4. Who would you want to get that information from? How would you like to get it?
5. What sort of things would make it difficult for you to switch? How different is it switching power companies than switching other services you buy? In what ways?
6. Is anyone aware if there is a cost to cancelling or disconnecting your arrangements with your retailer? [**If so**] Is that a reason why you may not switch?
7. Say you had fallen behind in payments to your power company? Would that make a difference to changing power companies if you were given an offer to do so? How?

Information needed to switch [Still staying with those who have not switched]

- How would you go about finding out whether you were getting the best deal from your power company? [**explore likely sources of information**]

- Do you believe you are getting the best price available? What do you base that on?

Reasons not to switch

- Now can all of you each choose the two strongest reasons for not switching from the list above – [**explore reasons for choices**]

Reasons for considering switching

- Did anyone consider switching, but didn't? What were the reasons for considering switching? [**list reasons for switching on whiteboard**]

SWITCHERs [Those of you who have switched]

Reasons for switching

- Please talk us through what happened to make you switch and how you went about it? [**Capture reasons for switching by adding to the list started above inviting non-switchers to add to the list]**

- Explore sources of information that helped switchers to switch

- Now, can all of you choose the two strongest reasons for switching from the list above – [**explore reasons for choices**]

Switching process (Barriers to switching)

1. How easy or difficult did you find switching?
2. What would have made it easier or improved the process for you?
3. How different is it switching power companies than switching other services you buy? In what ways?
4. If you have moved house, did you change power company? How did that come about? How aware were you of the choices of retailer you could have had?

ALL

Mixed power users

[**If not already covered**]

- Is anyone on gas as well as electricity? Who is your gas provider? [**identify any that are different to their electricity provider**]

- **[if different provider**] Do you prefer having different providers for electricity and gas? What are the advantages or disadvantages?

- [**if same provider**] How did it come about that the same company provides you with both? What are the advantages or disadvantages? [prove savings on dual energy bill and the degree to which they feel they would have to switch both if they were thinking of switching electricity]

PowerSwitch and other sites (15 minutes)

Awareness of Power Switch

[**Assuming PowerSwitch or other sites have been mentioned already**] One or two of you have referred to PowerSwitch [**or other sites if named NB with SME saveawatt.co.nz is the site that is more likely to be named**]

- Can I just get a feel for who else had heard of that website before coming along here this evening?

- So, who has actually visited that/a website that gives you power price information? How did you hear about it?

- What is the best way to make people more aware of websites like this to encourage then to use them? Where would you put the information?

- Do you know who runs the website? Does it matter who runs it?

User experience of Power Switch

- Tell us how you found using it – what you liked or disliked about it? How useful was it?

Alternative access to Power Switch

- Does anyone not have access to a computer at home? How would you like to get this sort of information given you don't have a computer?

- How could you access PowerSwitch if you didn't have a computer at home? Would any of you go to the trouble of trying to use someone else's computer?

- If not mentioned; How about dropping into a Citizens Advice Bureau, public library or an Internet café?

Communication channels (10 minutes)

We've talked about getting information online, but not everyone prefers getting information in that way or they might want other options too.

- What are the other ways you would like to get to get information about what's on offer, so you can make an informed choice? [**for each discuss reasons for using the channel**]

  [**if necessary prompt on the following**]
  - newspaper advertisements
  - household visit
  - 0800 number
  - brochure/flyer through the mail
  - information on your power bill
  - buying an appliance?
  - moving house
  - buying insulation?
  - getting other energy efficiency advice

Switching incentives (15 minutes)

- Are you aware of any offers that electricity companies make that try and get you to either join them or stay with them? What are some of the ones you know of?

[**Distribute Prompt 1**]

- Here's a list of incentives that others have identified [add to the list any incentives identified by the group that are not listed]. Please add……..to the bottom of the list

- Now, can you rate each on a 0-10 scale where 0 means 'not at all important' and 10 means 'very important' in terms of its importance in deciding which power company to choose. [**discuss reasons for ratings**]

- [**Prompt on…**]

  - awareness of support your retail provides to your community? What influence does it have on your views of the retailer/ does it affect your retail preferences? If so how?

- awareness of what your retailer does for renewable and sustainable energy use

- service you have received when you have had to call your retailer? How was the experience? What influence does it have on your views of the retailer/ does it affect your retail preferences? If so how?

Wrap Up (10 minutes)

- Finally, just write down on a 0-10 scale where 0 means “not at all likely” and 10 means “very likely” how likely you are to switch electricity retailers now. [**Elicit identifying reasons**]

- Is there anything anyone would like to add to the subject of switching retailers, helping people to make that choice or the barriers that prevent people from making that choice?

[**Standard wrap up and thanks**]

PROMPT 1

Here is a list of reasons some people have given for switching retailers. Please rate each of these for how important each is for you in deciding whether you would consider switching power companies where 0 means 'not at all important' and 10 means 'very important'. If you think any reasons are missing just add them to your list. Tick the top 2.

Reason for switching	0-10 Rating	Tick top 2
Another retailer charges $200 a year less		
Another retailer supplies gas too, so everything is on one bill		
Another retailer is a strong sponsor of local community activities		
Another retailer offers loyalty rewards e.g. points that can be exchanged for goods from a catalogue e.g. FlyBuys		
Another retailer reads your meter every month – it doesn't estimate usage at all		
Another retailer provides tips and useful information on how to save power		
Another retailer promotes itself for using renewable fuels and being environmentally friendly.		
Another retailer provides a 10% prompt payment discount		
Another retailer provides a 10% discount for electronic payments /paying online -discount		
Another retailer provides a one off financial incentive to switch		
Time of use rates		
Better information on usage on power bill		
Flexibility in how & when to pay – smooth pay, prepay etc.		