

# Consumer Switching A Quantitative Study Supplemented by Qualitative Research



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# Table of contents

1.	Objectives and method .....	3
1.1	Background .....	3
1.2	Method .....	4
1.2.1	Qualitative .....	4
1.2.2	Quantitative.....	4
2.	Executive Summary.....	6
3.	Retailer activity, consumer attitudes and switching behaviour .....	11
3.1	Retailer activity .....	11
3.2	Consumer activity .....	12
3.3	Satisfaction with retailers .....	15
4.	Switching - frequency, barriers, drivers and strategies to increase switching .....	17
4.1	Switching and its frequency .....	17
4.2	Barriers to switching .....	19
4.3	Drivers for switching .....	21
4.4	Strategies to encourage switching.....	25
5.	Communications channels to compare prices, price comparison websites and the whatsmynumber campaign.....	28
5.1	Usefulness of communications channels to compare prices.....	28
5.2	Price comparison websites .....	30
5.3	whatsmynumber campaign .....	31
6.	Segmentation analysis .....	38
6.1	Changes to segments .....	38
6.2	Stickiness of the market.....	38
6.3	Bargain hunters - (11%) .....	38
6.4	Battler Mums (23%) .....	40
6.5	Generation Y - (24%) .....	41
6.6	Affluent time-poor sceptics - (24%) .....	43
6.7	Old, status quo - (18%).....	45
7.	Demographic profile .....	47

# 1. Objectives and method

## 1.1 Background

In 2009, a Ministerial Review (Review) of the New Zealand electricity market took place. The review determined that residential consumers could save on electricity costs by switching to the cheapest available retailer. It also noted that “consumer switching puts real pressure on retailers to improve their offerings”.

Consequently, approval was given for a fund to promote the benefits of comparing and switching electricity retailers and to improve the capability of Consumer NZ’s Powerswitch website. To ensure the fund achieves its objectives and provides value for money for levy payers The Electricity Authority commissioned 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).
- How to measure the success of the fund.

In support of the above, this survey of consumer switching awareness and behaviour tracks changes from a baseline survey conducted in January 2011. It also includes additional questions which measure the impact of the whatsmynumber advertising campaign that was launched 29 May 2011 to encourage people to shop around for electricity and ran for three months.

The 2012 quantitative survey followed some qualitative research into the advertising campaign that was conducted in late 2011. The key objective of the research was to inform planning for the 2012 advertising campaign. Other objectives included understanding:

- why the campaign had not connected with some segments for whom there was every incentive to switch provider, such as, the Battler Mums, Affluent Time-Poor Sceptics and Generation Y<sup>1</sup> and how a better connection might be made in future;
- whether those that had switched as a result of the campaign had done so as a one-off or part of a now established habit;
- the motivations for switching;
- whether the emotional landscape had changed in terms of how power companies were perceived;
- whether people felt more empowered.

The findings from that research have been integrated into this report where appropriate.

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<sup>1</sup> In January 2011 UMR conducted a representative nationwide telephone survey of those aged 18 years and over who either pay their household electricity bill or have a say in who their retailer provider is. This survey segmented this population into ‘Bargain Hunters’, ‘Battler Mums’, ‘Generation Y’, ‘Affluent Time-Poor Sceptics’ and ‘Old Status Quo’. Battler Mums 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. Time-Poor Sceptics tend to be bigger power users, they tend not to switch even though they have no expressed loyalty to their current retailer. Lack of time is a bigger problem to them than lack of money.

## 1.2 Method

### 1.2.1 Qualitative

Six focus groups were held in Auckland and Napier an area with low levels of switching. The specifications of the groups were primarily to target segments, that had been identified from analysis of last year's quantitative survey, that were most likely to switch provider as well as switchers and the general public. The groups were conducted between 28-30 November 2011 with the following specifications:

GROUP	LOCATION	CRITERIA
1	Auckland	<b>Battler Mums</b> <ul style="list-style-type: none"><li>- Make household electricity supply purchase decisions</li><li>- 30-44 years</li><li>- Household income \$50,000-\$100,000</li></ul>
2	Auckland	<b>Generation Y</b> <ul style="list-style-type: none"><li>- Under 30 years</li></ul>
	Auckland	<b>Affluent Time-Poor Sceptics</b> <ul style="list-style-type: none"><li>- Make household investment decisions</li><li>- 45-59 years</li><li>- Personal income of more than \$70,000</li></ul>
4	Auckland	<b>Switchers</b> <ul style="list-style-type: none"><li>- Switched electricity provide in the past 6 months</li></ul>
5	Napier	<b>Battler Mums</b> <ul style="list-style-type: none"><li>- Make household electricity supply purchase decisions</li><li>- 30-44 years</li><li>- Household income \$50,000-\$100,000</li></ul>
6	Napier	<b>General Public</b> <ul style="list-style-type: none"><li>- Make household electricity supplier purchase decisions</li></ul>

### 1.2.2 Quantitative

#### General public survey

This was a telephone survey among a nationally representative sample of those aged 18 years and over who had either responsibility for paying the household electricity bill or who had a say in deciding who their electricity retailer was. The sample size was n=1000 and fieldwork was carried out from the 30<sup>th</sup> January to 7<sup>th</sup> February 2012. 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.

As was the case with the 2011 study, in order 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.

### ➤ **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.

## **Appendices**

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

## 2. Executive summary

### ■ Overview

Two key changes have occurred over the past 12 months. There has been an increase in the use of price comparison websites (whatsmynumber.org.nz and Powerswitch.org.nz) and retailer approaches to consumers about switching.

Despite this activity the evidence is that there has only been a small increase in those who have switched retailer. This is largely because consumers switch only when prompted by a poor price or service experience and over the past year satisfaction with retailers on measures like 'value for money' and 'general overall service' have improved.

Consumer inertia is still strongly in play. Most switching is dependent on approaches by retailers. Although there is a high degree of prompted awareness of the whatsmynumber campaign and one in four have visited its website, actual switching that can be directly attributed to the campaign or a visit to a price comparison website stands at about 10% of all households. A further 6% of all households have considered or intend to switch after visiting either the whatsmynumber or powerswitch websites.

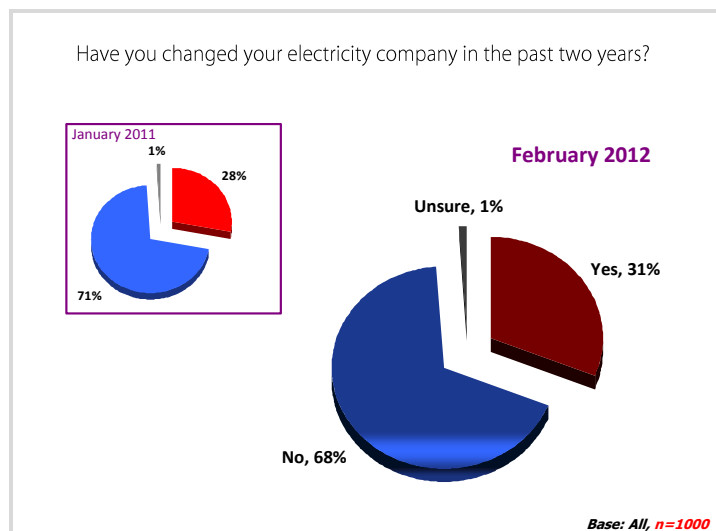
Financial savings remains the dominant driver for switching while the main barriers continue to be contentment with current price or service.

Even though the vast majority of consumers believe it is worthwhile reviewing whether they are on the best deal, there is still some way to go to ensure they do this frequently. Most think they should review matters once a year or less frequently.

There are clear pointers to encourage further switching. These include high profile promotion of switching by an acknowledged consumer advocate and refinements/enhancements to the whatsmynumber campaign. There is evidence to show that providing greater clarity about the independence of those behind the campaign and making the website URL more memorable in the television commercials will help along with assurances to address some anxieties about switching.

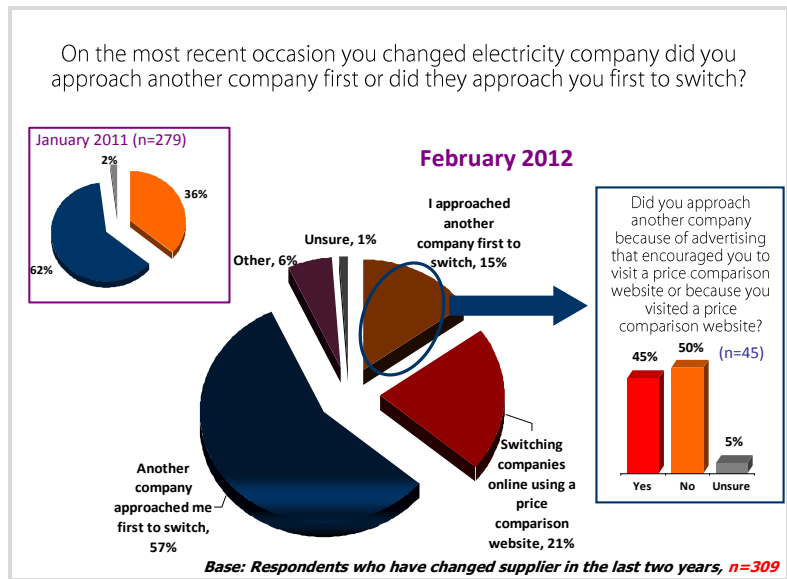
### ■ Slight increase in switching

There has been a slight increase in those who have switched retailer in the past two years from 28% to 31%. The number of times consumers have switched remains more or less unchanged with 84% having switched once (down 1% on 12 months ago), 13% having switched twice (no change) and 3% having switched three times (up 1%).



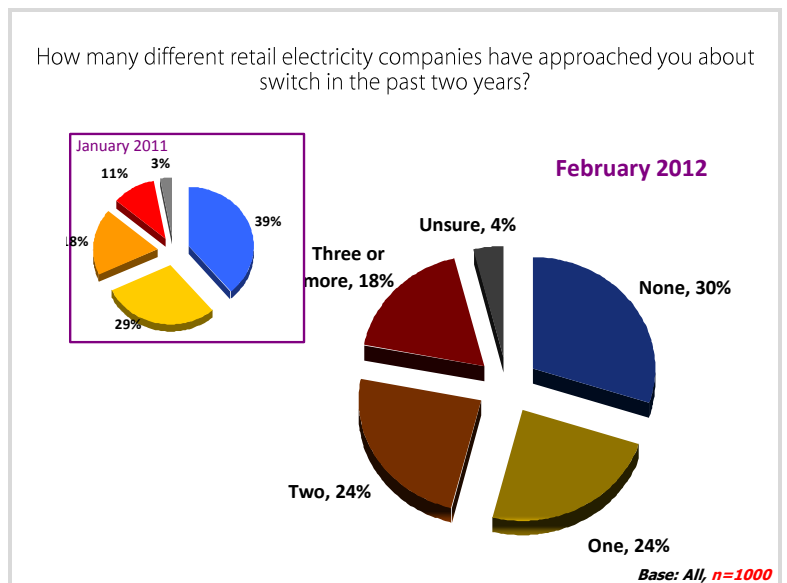
■ **Switching mainly dependent on retailer approaches, but comparison websites a driver too**

On the most recent occasion consumers switched, more than half (57%) did so as a result of being approached by another company compared to 15% who approached another company. However, 21% switched companies on-line using a price comparison website and of those who had approached another company almost half (45%) did so because of advertising that encouraged them to visit a price comparison website or because they had visited such a website.



■ **Significant increase in approach from retailers to consumers**

This was a significant improvement in retailer approaches to consumers. Last year, 39% said they had not been approached by a retailer in the past two years, but this year the number fell to 30%. Multiple approaches were also up with 24% (up 6%) saying they had been approached twice and 18% (up 7%) three or more times.



■ **Reasons for switching largely financial, but increased retailer activity and awareness of deals including price comparison websites were factors too**

The reasons for switching are largely financial with 41% mentioning a high bill from their previous retailer and 34% a financial incentive from their current retailer. Price comparison websites were mentioned by 11% as a reason for switching and 2% mentioned the whatsmynumber campaign.

■ **Consumer and independent website most effective strategies to encourage switching**

Of 12 strategies to encourage switching, two were rated as significantly more effective than the others on a 1-5 scale where 1 meant 'very effective' and 5 'not at all effective'. A majority (58%) rated 'an independent website that compares the prices of different retailers' as effective (1+2 on the scale) and 56% rated 'advice from a consumer's advocate like Fair Go or Consumer NZ'. Only 22% and 20% respectively rated these as ineffective (4+5).

■ **Most useful ways of providing price comparisons**

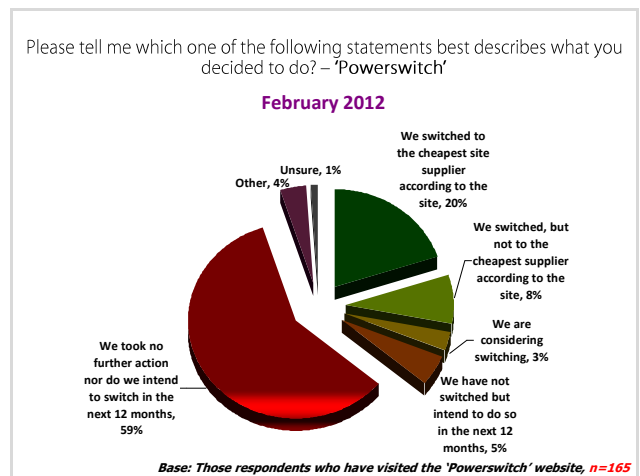
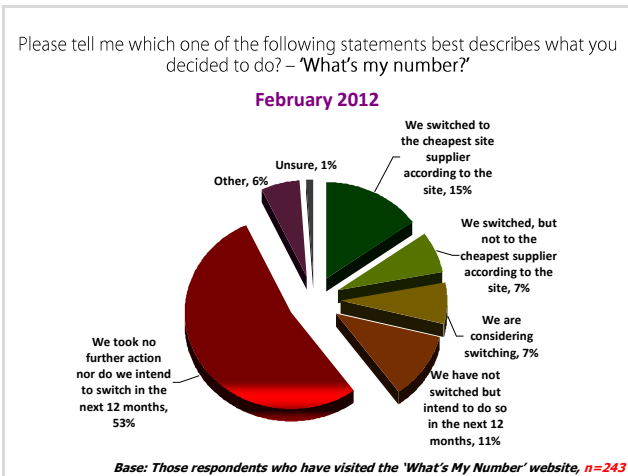
Just under half (47%) rated as useful (7-10 on a 0-10 scale where 0 means ‘not at all useful’ and 10 ‘very useful’) information to compare electricity prices in their power bill. The next most useful channels were ‘an independent consumer website’ (44%), ‘as part of the information when you move home’ (44%) and ‘as part of a campaign that promotes energy efficiency’ (42%).

■ **High awareness of whatsmynumber campaign and visitations to websites increase**

Well over two-thirds (71%) declared they were aware of the whatsmynumber campaign after being prompted with a description of it. Visitations to the Consumer NZ website powerswitch.co.nz were up by 3% to 17% and visitations to whatsmynumber stood at 24%<sup>2</sup>.

■ **Over half of visits to websites do not lead to switching**

Slightly more than half (59%) who visited the powerswitch website took no further action and did not intend on taking any further action. This was true of 53% who visited the whatsmynumber site. Of those who visited the powerswitch website 20% switched to the cheapest supplier according to the site. Even though it is not possible to switch retailer from the whatsmynumber site, those who visited it were asked what action they took after they had visited the site. Of these, 15% said they switched to the cheapest site according to the website. Of those who visited the powerswitch website 8% switched, but not to the cheapest supplier according to the site. The corresponding figure for the whatsmynumber site was 7%. Of those who visited the powerswitch website 5% had not switched, but intended to in the next 12 months. The corresponding figure for the whatsmynumber site was 11%.

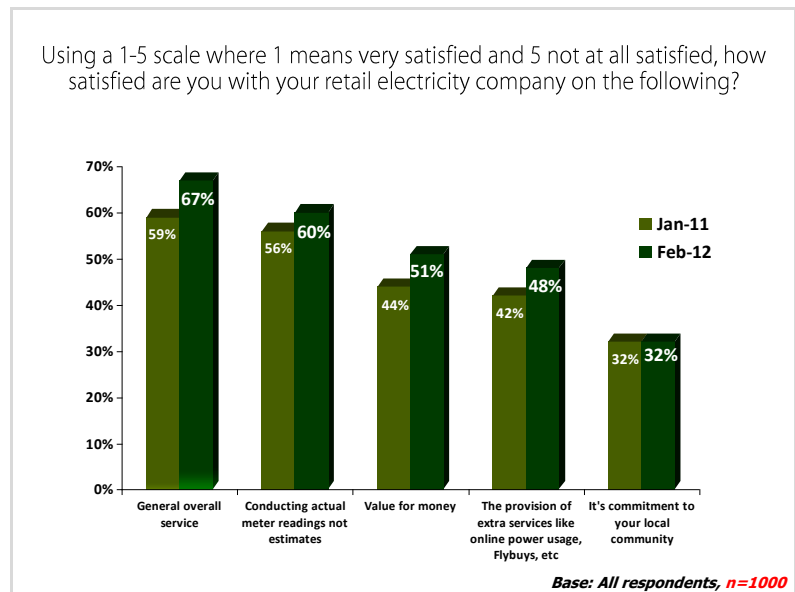


<sup>2</sup> The 2011 question asked ‘Have you visited powerswitch?’ and in 2012 the question asked was ‘Have you visited another consumer price comparison website called powerswitch?’ The whatsmynumber.org.nz website had not been created 12 months ago when the last survey took place.



## ■ Satisfaction with retailers improves

Consumers' satisfaction with their electricity retailer has improved in the past 12 months with respect to four of five measures. Satisfaction with 'general overall service' rose the most to 67% (up 8%). Apart from satisfaction with 'its commitment to your community' which remained the same on 32%, satisfaction rose for 'value for money' (up 7% to 51%), 'provision of extra services like on-line power usage information, FlyBuys or other loyalty rewards' (up 6% to 48%) and 'conducting actual meter readings not estimates' (up 4% to 60%).



## ■ 'Generation Y' segment grows - other shrink slightly

As was the case last year, additional analysis was carried out which resulted in segmenting the public into five clusters each with its own distinct attitudes, traits, demographic profile, media preferences and propensity to switch. Although price was critical to switching, attitudes to switching and responsiveness to ways to encourage switching differed across segments. Analysis showed that four of the five segments showed only slight changes within the margin of error in their size from last year. These were Bargain Hunters (11% of the population, down 1%), Battler Mums (23%, down 3%), Affluent, Time-Poor Sceptics (24%, down 2%) and Old, Status Quo (18%, down 3%). The Generation Y segment grew by 9% to 24%.

## ■ Bargain Hunters and Generation 'Y' responding most to the campaign

The Bargain Hunters (11%) and Generation Y (24%) are the two segments that appear to be accounting for the response to the whatsmynumber campaign. Significantly higher proportions of Bargain Hunters (39%) and Generation Y (34%) had visited the whatsmynumber website.

## ■ Generation 'Y'

The Generation Y segment is more satisfied with retailers for 'value for money' and 'general overall service', but more likely to be aware of the whatsmynumber campaign and visited the website. They do tend to stick with the same company unless they have a poor service experience. They are generally under 30, those highly likely to switch if incentivised to do so and are most responsive to Internet-based channels to encourage switching. They are also more likely to be female, urban and have lower personal incomes.

## ■ 'Bargain Hunters'

This segment is least satisfied with retailers for 'value for money' and 'general overall service', more likely to have switched in the past two years and are more responsive to most ways to encourage switching. As their name suggests, they are far more likely to be actively looking to switch or to be considering doing so and to visit an independent website. They are also more likely to have switched other services like mobile phone or broadband providers. This segment has a higher proportion of males and high power users, those 30-44 years of age and Asians.

### ■ **'Affluent Time-Poor Sceptics'**

This segment tends to be less satisfied with retailers 'general overall service' and 'commitment to your local community'. They are also more likely to stick with the same company unless they have a poor service experience. They are less likely to be under financial pressure or to look for bargains, but declare lower levels of loyalty to their power company and higher levels of confidence in using the Internet. They are more likely to have tertiary qualifications, to be male and in the 45-59 age group with high personal and household incomes.

### ■ **'Battler Mums'**

This segment shows no significant differences with respect to their satisfaction with their retailer or initiatives to consider switching. They are more likely to agree that even if they could save a few dollars they couldn't be bothered making changes to what they do and more likely not to change providers unless something is wrong. They are less likely to have visited the whatsmynumber website and are more cautious and seek second opinions. They are more likely to be female in the 30-44 age group on middle incomes (\$50,000-70,000).

### ■ **'Old, Status quo'**

This segment tends to be more satisfied with retailers in all areas except 'the provision of extra services' and less likely to have switched in the past two years. They were the least likely to rate any of the ways to encourage switching as effective though almost half (43%) considered advice from a consumer's advocate like Fair Go or Consumer NZ' as effective. They are less likely to be interested in switching, to be aware of the whatsmynumber campaign or to have visited the website. They are also more cautious and seek second opinions and more likely to stick to the company they are with. They are more likely to be in the 60 plus age group, to be female and to be on lower incomes and to be low users of power.

# 3. Retailer activity, consumer attitudes and switching behaviour

## 3.1 Retailer activity

[Have you noticed them doing anything different?] *Knocking on your door slightly more than they used to.* (Auckland, switchers, male)

*I've had two.* (Auckland, switchers, female)

*I've been telemarketed at least four times in the last 18 months by power companies to the point where I just say "no I'm not interested, thank you very much" and hang up. [But prior to that you hadn't - do you think there's an increased frequency?] I probably hadn't had a ring from any of them at all. They've all been very prominent in the last 12-18 months.* (Napier, General Public, female)

In the qualitative research, there was evidence of aggressive competition among retailers in Auckland. In every one of these groups, at least two or three had switched as a result of a pro-active approach on the behalf of a power company offering a better deal and others reported having been approached at least once in the past 12 months. In almost all cases where consumers had switched at some time they were unlikely to have done so unless they had been approached by a power company and in all cases the reason for switching was to get a better price.

Some competitive activity was reported in Napier too.

The quantitative survey confirmed that nationwide two-thirds of households (66%) had been approached at least once by a retailer about switching in the past two years. This was an increase of 8% on last year. A quarter (24%) had been approached once, 24% twice and 18% 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	2012	Percentage change
	%	%	%
None	39	30	-9
One	29	24	-5
Two	18	24	6
Three or more	11	18	7
Unsure	3	4	1

Base: All respondents; n=1000

There was a somewhat higher number of approaches to households in the highest income brackets with 72% of those on household incomes of more than \$100,000 being approached at least once compared to 59% on incomes of \$20,000 or less. In a reversal of last year's findings, older people were less likely to have been approached, for instance, 35% (up 1%) of those over 60 had not been approached compared with 27% (down 25%) of those under 30 years.

## ■ **Retailer activity lower in provincial areas**

Even though retailer approaches have increased in both urban and provincial areas, geographic location remains a factor in the likelihood of being approached by a retailer. Retailer approaches were lower in provincial areas than urban ones with 38% (down 7%) of North Island and 31% (down 16%) of South Island provincial areas saying they had not been approached compared to 24% (down 8%) in the greater Wellington and 27% (down 7%) Auckland areas. As was the case last year, the survey shows that TrustPower and Contact Energy customers have been approached less often than others with 37% (down 12%) of TrustPower's customers and 38% (down 5%) of Contact Energy's saying they had not been approached. This compares with only 23% of Mercury Energy and 21% of Meridian Energy's customers who have not been approached.

As was the case last year, there was no evidence to show that retailers were targeting approaches to high power users.

## **3.2 Consumer activity**

### ■ **Minority of consumers actively looking to switch, but loyalty weak**

*My power company is invisible, honestly I just pay the money and never deal with them, but that is quite nice. (Auckland, Battler Mums)*

*Mercury Energy was the only one I could think of. (Auckland, Battler Mums)*

[Did you have any other power companies down there?] *No, I didn't but I've heard of Genesis. That's the only other one I've heard of. (Napier, General Public, female)*

*Basically power's a commodity so if you're a consumer you just go for the lowest price. (Napier, General Public, male)*

The qualitative research showed that unless there had been a particularly poor service experience or a noticeably high electricity bill, few expressed strong opinions about electricity retailers. Indeed, the absence of any issues often translated into regarding the retailer positively.

It was evident though that consumers knowledge of retailers other than the personal experience of their current or immediate past retailer was shallow.

Loyalty to the incumbent retailer was also weak. In the vast majority of cases where respondents had switched over the past few years it had been as a result of being approached by a retailer offering a cheaper deal. Thus, loyalty to the incumbent power company was weak and to this extent the advertising campaign was right to have focused on cost savings for consumers as a switching trigger.

The quantitative survey supported these findings as they did last year. Most households (74%) said 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 19% said they agreed with 'I generally stick with the same companies that provide me with products and services'. Only 6% said they most closely agreed 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 you as a consumer?*

	2011	2012	Percentage change
	%	%	%
I generally stick with the same companies that provide me with products and services	21	19	-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	70	74	4
I change companies often and will almost always take a better deal if that comes along	8	6	-2
Depends/ Other	1	-	
Unsure	-	1	1

Base: All respondents; n=1000

### ■ Age, household income and monthly spend factors link to propensity to switch

Those over 60 (34%) were more likely to stick with the same companies than those in any of the other age brackets (ranging from 13% for those aged 30-44 years to 19% for those aged 45-59 years). As household income decreases there is more likelihood of sticking with the same companies with 12% of household incomes more than \$100,000 doing this compared to 25% of those under \$20,000. Also, those spending less than \$100 a month on electricity (28%) were more likely to stick with the same company than those paying more.

38% of TrustPower customers said they stuck with the same company which was much higher than for any of the other major retailers (18% of Contact, Genesis and Mercury customers said they stuck with the same company as did 19% of Meridian's customers).

### ■ Approaches to retailers

There was very little change in the number of those who said they had approached a retailer about switching in the past two years with 77% saying they had not made an approach and 21% saying that they had.

## 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	2012	Percentage change
	%	%	%
None	76	77	1
One	14	14	-
Two	5	3	-2
Three or more	4	4	-
Unsure	1	2	1

Base: All respondents; n=1000

## ■ Younger and higher spend consumers more likely to approach retailers about switching

The likelihood of approaching a retailer about switching declines with age. Almost one-third (30%) of those under 30 had approached a retailer about switching in the past two years compared to only 13% of those over 60 and 18% of those 45-59 years. Those with higher electricity bills were also more likely to be proactive with 34% of those paying more than \$300 a month saying they had approached a retailer compared to 19% of those paying less than \$100 a month.

Customers of Mercury Energy (13%) and TrustPower (14%) were less likely to have made an approach. On a regional basis, those from provincial South Island areas (29%) were more likely to have made an approach than other areas and those from provincial North Island areas (18%) were the least likely to have made an approach.

## ■ Little change in attitudes, but switching potential high with slight fall in non-switchers

There has been relatively little change in consumer attitudes to switching with almost half (49%) declaring they were prepared to switch for a cheaper deal but were not actively looking. This stresses the potential to increase switching. And on a positive note, those not interested in switching at all has fallen 5% to 26% in the past year.

CONSUMER ATTITUDES TO SWITCHING ELECTRICITY COMPANY			
<i>Please tell me which of the following statements is most applicable to you?</i>			
	2011	2012	Percentage change
	%	%	%
We would switch if we were approached and offered a cheaper deal, but we are not actively looking	48	49	1
We are not interested in switching our electricity retail company and/or gas company	31	26	-5
We would be interested in switching for better service but we are not actively looking for a better supplier	11	14	3
We are actively looking for a cheaper supplier	5	4	-1
We intend to look for a cheaper supplier in the next 12 months	5	6	1
Other	-	1	1
Unsure	-	-	-

Base: All respondents; n=1000

## ■ Age, gender, ethnicity, household income and monthly power bill links to attitudes

The likelihood of not being interested in switching at all increases with age and the lower the monthly spend. For instance, 43% spending \$100 or less a month are not interested compared to 16% spending more than \$300 a month. There was also a pattern that the higher the household income the less likelihood of not being interested in switching.

Also, 39% of those over 60 are not interested compared to 23% under 30.

Māori (17%) and Asians (16%) are also less likely to say they are not interested in switching. Males (22%) are less likely to say they are interested than females (31%).

Among customers of the major retailers, 40% of TrustPower customers said they were not interested in switching somewhat higher than for the other companies (23%-28%).

### 3.3 Satisfaction with retailers

#### ■ Satisfaction with retailers improves

Consumers' satisfaction with their electricity retailer has improved in the past 12 months with respect to four of five measures. Satisfaction with 'general overall service' rose the most to 67% (up 8%). Apart from satisfaction with 'its commitment to your community' which remained the same on 32%, satisfaction rose for 'value for money' (up 7% to 51%), 'provision of extra services like on-line power usage information, FlyBuys or other loyalty rewards' (up 6% to 48%) and 'conducting actual meter readings not estimates' (up 4% to 60%).

#### RELATIONSHIP WITH YOUR ELECTRICITY COMPANY (SUMMARY TABLE - '1' '2' TOTAL SATISFIED)

*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?*

	2011 %	2012 %	Percentage change %
General overall service	59	67	8
Conducting actual meter readings not estimates	56	60	4
Value for money	44	51	7
The provision of extra services like on-line power usage information, FlyBuys, other loyalty rewards	42	48	6
Its commitment to your local community	32	32	-

Base: All respondents; n=1000

#### ■ Monthly spend and having switched influences satisfaction with 'value for money'

Those who spend the most on their power bill - over \$300 a month - were least satisfied with 'value for money' from their retailer with 33% saying they were satisfied compared to 72% of those with bills of \$100 or less a month. Those who had switched in the past two years were significantly more satisfied with 'value for money' (60%) than those who had not (47%) as were those aged over 60 (58%).

■ **Monthly spend influences satisfaction with ‘general overall service’; TrustPower rated highest for service**

Similarly, those who spend more than \$300 a month were least satisfied with ‘general overall service’ with 50% satisfied compared to 81% of those paying \$100 or less a month. There was no difference in satisfaction between those who had changed retailer in the past two years and those who had not. TrustPower customers rated their retailer highest (77% satisfied) for service with the four other major retailers rated between 62%-67%.

■ **Monthly spend and having switched influences satisfaction with ‘commitment to local community’; TrustPower rated highest for local commitment**

Again those who spend more than \$300 a month were least satisfied with their retailer’s commitment to the local community with 24% satisfied compared to 41% of those who spend \$100 or less a month. However, those who had switched retailer in the past two years were slightly less satisfied (26%) on this measure than those who had not (35%). TrustPower customers rated their retailer highest (48% satisfied) for service with the four other major retailers rated between 29%-38%.

■ **Gender and retailer influence satisfaction with ‘the provision of extra services’**

Females (52%) were somewhat more satisfied with their retailer than males (45%) with respect to the provision of extra services. Mercury Energy (37%) and Meridian Energy (40%) customers expressed the lowest levels of satisfaction on this measure with Genesis (49%), TrustPower (55%) and Contact (56%) recording significantly higher levels of satisfaction.

■ **Monthly spend and retailer influence satisfaction with ‘actual meter readings not estimates’**

Those over 60 (68%) and those spending \$100 or less on their monthly bill were far more satisfied (72%) with actual meter readings than those spending more than \$300 a month (43%). Meridian Energy (49%) and Contact Energy (53%) recorded somewhat lower levels of satisfaction for this measure than TrustPower (67%), Mercury Energy (65%) and Genesis Energy (60%).



## 4. Switching - frequency, barriers, drivers and strategies to increase switching

### 4.1 Switching and its frequency

Although most (68%) have not switched retailer in the past two years, there has been a slight increase in those who have from 28% to 31%. Switching was higher in Christchurch (48%) and Wellington (38%) and lowest in the provincial North Island (24%). It was also higher among those under 30 (38%) and those with high monthly bills over \$300 (36%), lowest among TrustPower customers (17%) and highest among Meridian's (39%).

#### CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS

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

	2011	2012	Percentage change
	%	%	%
Yes	28	31	3
No	71	68	-3
Unsure	1	1	-

Base: All respondents; n=1000

The vast majority (84%) of those who have switched in the past two years have only done so once. There is no significant difference in the frequency of switching activity between the two surveys.

#### 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?*

	2011	2012	Percentage change
	%	%	%
<b>Base: n=</b>	<b>279</b>	<b>309</b>	<b>%</b>
Once	85	84	-1
Twice	13	13	-
Three or more times	2	3	1
Unsure	-	-	-

Base: Respondents who have changed supplier in the past two years

The fact that the frequency of switching has not changed is consistent with other data from the survey which showed that most people need to be approached by a retailer to switch.

The qualitative research found that those who did not believe it was worthwhile reviewing their current deal typically thought that any gains made from switching would be matched by others or that the gains would be too small or they lacked confidence in being able to compare deals. While the barriers to switching are addressed in the next section, these findings support the direction of the whatsmynumber campaign to focus on making consumers aware of the savings they could be making in an easy way.

Even though a large majority (80%) believe it is worthwhile reviewing which electricity retailer offers the best deal, the qualitative research found a low level of awareness of choice of retailer.

WORTHWHILE TO REVIEW BEST DEAL RETAILERS	
<i>Do you believe it is worthwhile reviewing which electricity retailer can offer you the best deal?</i>	
	2012 %
Yes	80
No	17
Unsure	3

Base: All respondents; n=1000

### ■ Age, monthly spend, retailer and switching influence views on reviewing best deal

Those aged over 60 were far less likely (62%) to believe it was worthwhile reviewing for the best deal than those under 30 (89%) or even those 45-59 years (79%). Similarly, 68% of those spending \$100 or less a month believed it was worthwhile reviewing compared to 83% spending more than \$300 a month. Trustpower customers (69%) were also less likely to believe it was worthwhile to review than customers of other major companies (79%-83%).

Those that had switched in the past two years (90%) were also more likely to believe in the merits of reviewing than those who had not (77%). Asians (91%) were also more likely to believe they should review.

### ■ Most favour reviewing annually or less frequently

Of those who thought it was worthwhile reviewing who could offer the best deal, most (60%) thought that should be done annually or longer.

FREQUENCY OF REVIEWING ELECTRICITY RETAILER DEAL	
<i>How often do you think you should review to see if you have got the best deal?</i>	
	2012 %
At least once a month	1
About every three months	9
About every six months	28
Once a year	49
Once every two years or more	11
Unsure	2

Base: All respondents; n=805

### ■ Asians and the young most frequent reviewers

Of those who thought it was worthwhile reviewing who could offer the best deal, Asians (56%) and those under 30 years (50%) thought the reviews should occur six monthly or more frequently.

## 4.2 Barriers to switching

### ■ Key barriers are happy with price and service

Almost half (46%) of those who had not switched said they had not done so because they were happy with the price from their current retailer and 39% were happy with the service provided. Other reasons included the hassle of switching (14% mentioned this), not trusting there would be real gains from switching (14%) and being too busy to investigate the best deals (11%). There were lower levels mentions of concerns about connection or disconnection fees, losing rebates and continuity of supply when switching.

REASONS FOR NOT SWITCHING	
<i>What are the main reasons for not switching?</i>	
	2012 %
<b>Base:</b>	<b>691</b>
Happy or no perceived problem with price of current retail supplier/current supplier will match any deals	46.0
Happy or no perceived problem with service from current retail supplier	38.9
Did not trust there would be real gains from switching	13.8
Switching seemed too much hassle	13.7
Too busy to investigate the best deals available	10.9
Offer(s) were no cheaper	9.0
Have not got round to looking into this	8.9
Lack of information on best deals available	8.9
Did not want to get locked into a contract	5.0
Was already locked into a contract	4.6
Electricity is such a small cost to my household it's not worth it	4.4
Concern about connection or disconnection fees	4.3
Concern about losing the rebate from the community owned lines company	3.6
Concerned there might be a problem with continuity of supply if we switched	3.5
Fear of loss of power during the change over period	1.6
No other retail supplier would take on my household	1.0
They are all the same	0.9
Have all/ other services in one company/ Prefer to deal with one	0.8
No reason to change/ Can't be bothered changing/ Inertia	0.7
Lack of competition in my area	0.5
Unsure	1.0
Other	2.6

Base: Respondents who have NOT changed supplier in the past two years; multiple response

### ■ Monthly spend strongest influence on being happy with price and service

Those who spent \$100 or less a month on their bill mentioned being happy with price (56%) significantly more often than those who paid more. Only 29% of those who paid more than \$300 a month cited this as a reason.

Similarly, those who spent \$100 or less a month on their bill mentioned being happy with service (54%) significantly more often than those who paid more. Only 41% of those who paid more than \$300 a month cited this as a reason.

TrustPower's customers were also more likely to cite price (54%) and service (48%) as barriers than the other major retailers.

## ■ Qualitative research suggests apathy lies behind happiness with price and service

*It's not so much you're happy with your current supplier - it's more that you're not pissed off.* (Napier, Battler Mums)

*I feel they are actually looking out for me and once a year they will send a review saying this is what you did last year and this is what you did this year and we think you are probably on the right plan based on that. And it looks to be quite legitimate.* (Auckland, Battler Mums)

*I didn't want to change. That's what kept me there - the smooth pay. You pay the same amount every time and I'm in debt and they won't ring you up and say I'm going to cut your power off.* (Napier, Battler Mums)

*I'm a bit of stats junky and you can go on their website and see your usage information ever since you've been with them, so you can see how your new fridge or dishwasher impacts on your power bills.* (Auckland, Under 30s, female)

In the qualitative research respondents, particularly those that had not or rarely switched, took the view that if 'it ain't broken, why fix it?' and needed something to annoy them about their retailer to consider switching.

These tended to be more middle-aged and older people who had experienced no service problems and believed there was little significant difference in price between retailers. In most cases, they would be aware of only a couple of other retailer options. Loyalty or apathy toward switching was borne from:

- complacency from years with the same provider without significant problems;
- pro-activity by the incumbent supplier e.g. review to advise if they are the best plan, smooth payment options, providing an ability for the consumer to track their usage;
- side benefits from incumbent e.g. FlyBuys, Brownie points, and;
- sponsorship and green initiatives by incumbent.

The main suggestion to dislodge complacency was to focus on the financial gain from switching. This would need to be substantial and guaranteed to be locked in for one to two years. Several in the groups regarded discounts that were currently in the market of 20% or more as substantial though these were linked to on-line payments.

## ■ Qualitative research - trust, hassles and being too busy

*That the saving doesn't eventuate. [Not necessarily any savings] Yeah, so at the moment you might have an initial saving but in six months' time when they put the rate up you're back to square one.* (Auckland, Affluent Sceptics, male)

The qualitative research also shed light on the lack of trust in real gains from switching. The rationale being that a good deal offered by one retailer would inevitably be matched by another.

The names of some retailers were not well known to some consumers, so lack of familiarity worked to suggest that one offering a better deal might not be as reliable. Others questioned the reliability of the potential savings reasoning that their household usage might be different from another of similar size and would also vary according to different circumstances during the course of the year. The following factors therefore worked to undermine the attractiveness of potential savings:

- sceptical about real gains over the medium term and 'no such thing as a free lunch';
- perceived lack of solidity of some providers that might be offering a better deal;
- individual usage different.

Many in the groups talked about how busy their lives were, so that even putting aside an hour to explore options, switch and set up new payment systems was too much. There were also a few on dual fuel whose preference for one bill made them reluctant to switch to another provider that was unable to give the same service. The hassles factor were:

- too busy/ time consuming/ other priorities than switching;
- hassle of changing banking details, direct debits, and;
- convenience of one bill for those on dual fuel.

One of the main ways of tackling the inertia associated with the hassle of switching was to show how easy it was to do, possibly drawing on some trusted, celebrity endorsement.

## **4.3 Drivers for switching**

### **■ Drivers largely financial**

The reasons for switching are largely financial with 41% mentioning a high bill from their previous retailer and 34% a financial incentive from their current retailer. One-fifth (21%) said they were aware of a better deal from another provider and 18% also mentioned an approach from a retailer (see table on next page).

Price comparison websites were mentioned by 11% as a reason for switching and 2% mentioned the whatsmynumber campaign. Other reasons included poor customer service (9%), moved home (8%), flexibility on when and how to pay (6%) and energy saving advice from retailers (4%).

### **■ High bill triggers switching more for those with high monthly bills**

The higher the monthly bill the more likely a high bill from the previous retailer is likely to be cited as a reason for switching. For example, 18% of those paying \$100 or less a month cited this compared to 60% of those paying more than \$300 a month.

## REASONS FOR SWITCHING

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

	2012 %
<i>Base: n=</i>	<b>309</b>
High bill from your previous electricity retailer	41.2
A financial incentive from the electricity retailer	33.7
Awareness of a better deal from another provider	20.8
Personal approach from electricity retailer	18.1
Visit to price comparison website	10.6
Poor customer service from previous electricity supplier	8.9
Moved home	7.7
Electricity retailer offers flexibility on when or how to pay	6.4
Recommendation from friends or family	5.2
Energy saving advice from electricity retailer	4.3
Visit to retailer website	4.0
Electricity retailer supplies gas and offers a discount	2.3
Electricity retailer sponsors local community activities	2.1
Advertising/post-it ads/whatsmynumber campaign	2.1
Advice from energy consultant	1.9
Direct mail from retailer	1.5
Wanted to buy from a retailer producing electricity from sustainable sources	1.3
Desire to have gas with the same electricity supplier	1.0
Body corporate changed supplier	1.0
Desire to have other services e.g. broadband services with the electricity supplier	0.7
Other	3.3

Base: Respondents who have changed supplier in the past two years; multiple response

### ■ Qualitative research points to need to for consumers to be approached

*I got a phone call and I said put what you are saying in writing and they did and we switched. (Battler Mums, Napier)*

In almost all cases where consumers had switched at some time they were unlikely to have done so unless they had been approached by a power company and in all cases the reason for switching was to get a better price. For instance, a Battler Mum in Napier on a rural property with a high power bill of about \$500 a month with a financial incentive to switch had only switched once and that was as a result of being approached.

### ■ Being approached critical influence on switching, but role of price comparison websites emerging too

The survey confirmed the qualitative findings. On the most reason occasion consumers switched, more than half (57%) did so as a result of being approached by another company compared to 15% who approached another company. However, 21% switched companies on-line using a price comparison website.

**CHANGED AS A RESULT OF: APPROACHING ANOTHER COMPANY/ BEING APPROACHED BY ANOTHER COMPANY/ SWITCHING COMPANIES ON-LINE USING PRICE COMPARISON WEBSITE**

*On the most recent occasion you changed electricity company did you change as a result of...*

	2012 %
<i>Base: n=</i>	<b>309</b>
Approaching another company to switch	15
Being approached by another company to switch	57
Switching companies on-line using a price comparison website	21
Unsure	1
Other	6

Base: Respondents who have changed supplier in the past two years

■ **Retailer activity has also increased**

The survey also recorded a significant improvement in retailer approaches to consumers. Last year, 39% said they had not been approached by a retailer in the past two years, but this year this number fell to 30%. Multiple approaches were also up with 24% (up 6%) saying they had been approached twice and 18% (up 7%) 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 %	2012 %	Percentage change %
None	39	30	-9
One	29	24	-5
Two	18	24	6
Three or more	11	18	7
Unsure	3	4	1

Base: All respondents; n=1000

■ **Retailer activity somewhat more focused on higher income and younger households**

Retailers made more approaches to households on higher incomes. For instance, 72% of those on household incomes over \$100,000 said they had been approached at least once, but only 59% of those on incomes on \$20,000 or less and 58% of those on incomes above \$20,000 and on \$30,000 or less had been approached at least once.

Similarly, 72% of those under 30 reported being approached at least once compared to 60% of those over 60.

■ **Influence of advertising and price comparison websites to prompt approaches by consumers**

Of those who had approached another company almost half (45%) did so because of advertising that encouraged them to visit a price comparison website or because they had visited such a website.

<b>APPROACHED ANOTHER COMPANY AS A RESULT VISITING A PRICE COMPARISON WEBSITE</b>	
<i>Did you approach another company because of advertising that encouraged you to visit a price comparison website or because you visited a price comparison website?</i>	
	<b>2012 %</b>
<b>Base: n=</b>	<b>45</b>
Yes	45
No	50
Unsure	5

Base: Respondents who have changed supplier in the past two years AND approached another company to switch

■ **Switching easy**

Almost all (91%) of those who switched in the last two years found it easy to do so.

<b>EASY TO SWITCH</b>			
<i>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 companies?</i>			
	<b>2011 %</b>	<b>2012 %</b>	<b>Percentage change %</b>
<b>Base: n=</b>	<b>279</b>	<b>309</b>	
1 - Very easy	68	68	-
2	22	23	1
<b>TOTAL EASY</b>	<b>90</b>	<b>91</b>	<b>1</b>
<b>3</b>	<b>6</b>	<b>5</b>	<b>-1</b>
4	3	2	-1
5 - Very difficult	1	1	-
<b>TOTAL DIFFICULT</b>	<b>4</b>	<b>3</b>	<b>-1</b>
Unsure	-	1	1

Base: Respondents who have changed supplier in the past two years

The very few who did not find it easy cited the hassle of changing automatic payments and direct debits, difficulty filling out forms and problems with meter readings.



## REASONS FOR NOT FINDING IT EASY TO SWITCH

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

	2012 n=
<b>Base: n=</b>	<b>10</b>
The hassle of changing over automatic payment or direct debits	1
Difficulty in filling out forms or too many forms to fill out	1
No confirmation or update on the switch over from the retailer	1
Long delay in switching over	2
Problems with invoices	2
Problems with meter readings	3
Other	1

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

## 4.4 Strategies to encourage switching

### ■ Qualitative used to identify potential strategies

A key reason for undertaking the qualitative research was to identify potential strategies that could be incorporated into the whatsmynumber campaign to encourage switching. Several of the more prominent suggestions were tested in the quantitative survey.

### ■ Independent website and advice from respected consumer advocate most influential strategies

Of 12 strategies to encourage switching, two were rated as significantly more effective than the others on a 1-5 scale where 1 meant 'very effective' and 5 'not at all effective'. A majority (58%) rated 'an independent website that compares the prices of different retailers' as effective (1+2 on the scale) and 56% rated 'advice from a consumer's advocate like Fair Go or Consumer NZ'. Only 22% and 20% respectively rated these as ineffective (4+5).

Two other strategies rated reasonably well with 44% rating 'reassurance that it is safe and easy to switch from an independent watchdog' as effective and 38% rating 'information in the mail from an independent government or consumer agency' as effective. A quarter (25%) and 32% respectively rated these as ineffective.

## EFFECTIVENESS OF STRATEGIES REGARDING SWITCHING RETAILERS (2012)

Using a 1-5 scale where 1 means very effective, and 5 not at all effective, how effective would each of the following be to encourage you to consider switching retailers?

	1 -Very effective %	2 %	Total '1' '2' %	3 %	4 %	5 - Not at all effective %	Total '4' '5' %	Unsure %
An independent website that compares the prices of different retailers	29	29	58	17	9	13	22	3
Advice from a consumer's advocate like Fair Go or Consumer NZ	23	33	56	22	8	12	20	2
Reassurance that it is safe and easy to switch from an independent watchdog	18	26	44	28	11	14	25	3
Information in the mail from an independent government or consumer agency	12	26	38	28	13	19	32	2
Stories of others who have switched easily	12	25	37	28	13	20	33	2
Advice from a budget advisor or Work and Income or Citizens Advice Bureau	11	22	33	23	12	27	39	5
An advert that shows you how to switch	11	21	32	29	14	23	37	2
Knowing that over four hundred thousand households have switched in the past year	9	21	30	28	15	24	39	3
Retailer website	8	16	24	29	17	26	43	4
An advert that tells the story of people who have switched	7	16	23	28	19	27	46	3
A visit to your home by a retail representative	9	14	23	22	17	36	53	2
A phone call from another retailer	6	14	20	24	21	34	55	1

Base: All respondents; n=1000

### ■ Strategies rate better than retailer approaches

The table of findings shows that all the strategies that were tested were rated as more effective than either of the ways consumers could be approached by retailers even though currently the majority that switch do so as a result of being approached by a retailer. Only 23% rated 'a visit to their home by a retail representative as effective' and 53% rated this as ineffective. The corresponding figures for 'a phone call from another retailer' were 20% and 55%.

### ■ Selecting strategies to target specific demographics

Advice from a consumer's group or advocate like Fair Go or Consumer NZ - rated as effective somewhat more by South Island provincial (63%), those under 30 (64%), Māori (62%) and those who had switched in the past two years (66%). Note that even though only 45% of those over 60 - the age demographic least likely to switch - thought this was effective, it was the most effective strategy for this age group.

*An independent website that compares the prices of different retailers* - rated as effective somewhat more in urban centres (62%-67%) than provincial areas (51%), by those under 30 (62%) and 30-44 (67%), Asians (64%) and those who had switched in the past two years (64%). Māori (51%) rated this as somewhat less effective and even though only 39% of those over 60 rated this as effective it was the second most effective strategy for them.

*Information in the mail from an independent government or consumer agency* - rated as effective somewhat more by Māori (45%) and Asians (44%). Even though only 30% of those over 60 rated this as effective it was the fourth most effective strategy for them.

*Reassurance that it is safe and easy to switch from an independent watchdog* - rated as effective somewhat more by those paying \$100 or less a month (48%) and Asians (49%). Even though 38% of those over 60 rated this as effective it was the third most effective strategy for them.

*Stories of others who have switched easily* - rated as effective somewhat more by Asians (50%), those under 30 (50%) and Māori (41%).

*Advice from a budget advisor or Work and Income or Citizens Advice Bureau* - rated as effective somewhat more by Asians (48%), Māori (45%) and those under 30 (44%). It did not rate well for those over 60 (25%) nor for those paying over \$300 a month (23%). There was also no significant difference by household income.

*An advert that shows you how to switch* - rated as effective somewhat more by Asians (46%).

*Knowing that over four hundred thousand households have switched in the past year* - rated as effective somewhat more by Asians (41%), Māori (39%), households on incomes less than \$20,000 (41%) and between 20,0001-\$30,000 (30%), those 30-44 (36%) and those under 30 (37%).

*An advert that tells the story of people who have switched* - rated as effective somewhat more by Asians (41%).

## 5. Communications channels to compare prices, price comparison websites and the whatsmynumber campaign

### 5.1 Usefulness of communications channels to compare prices

#### ■ Information with power bill and independent website most useful channels

There was an overall decline in the usefulness of ways to provide information to compare electricity prices from last year. Just under half (47%) rated as useful (7-10 on a 0-10 scale where 0 means 'not at all useful' and 10 'very useful') information to compare electricity prices in their power bill. The next most useful channels were 'an independent consumer website' (44%), 'as part of the information when you move home' (44%) and 'as part of a campaign that promotes energy efficiency' (42%).

#### AVAILABILITY OF INFORMATION TO COMPARE ELECTRICITY PRICES (SUMMARY TABLE - TOTAL USEFUL '7-10')

*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:*

	2011	2012	Percentage change
	%	%	%
As part of your electricity bill	59	47	-12
An independent consumer website	53	44	-9
As part of the information when you move home	56	44	-12
As part of a campaign that promotes energy efficiency	n/a	42	n/a
As part of the information on electrical appliances	41	33	-8
An 0800 number	43	31	-12
A fridge magnet with details of a price comparison website on it	n/a	30	n/a
A flyer in the mail	43	27	-16
On-line advertising on sites like Stuff, Herald and Trade Me	n/a	25	n/a
Public notice in the local newspaper	29	22	-7
Social media like Facebook	n/a	15	n/a

Base: All respondents; n=1000

#### ■ Selecting channels to target specific demographics

*As part of your electricity bill* - rated as useful somewhat more by Asians (62%), Māori (57%), those under 30 (62%), those 30-44 (53%). There was no significant difference in the rating provided by those who had switched and those who had not in the past two years. It was rated less useful by those paying less than \$100 a month (39%) and those over 60 (35%).

*An independent consumer website* - rated as useful somewhat more by Asians (58%), those 30-44 (54%) and under 30 (50%), and by households on higher incomes - 54% of those on incomes above \$100,000 and 55% of those on incomes \$70,000-\$100,000. There was no significant difference in the rating provided by those who had switched and those who had not in the past two years. It was not rated well by those paying less than \$100 a month (30%) and those over 60 (23%).

*As part of the information when you move home* - rated as useful somewhat more by Asians (57%), Māori (49%), those under 30 (51%) and those 30-44 (50%). There was slightly higher ratings for this channel as household income and monthly spend on electricity increased.

*As part of a campaign that promotes energy efficiency* - rated as useful somewhat more by Asians (54%), those spending more than \$300 a month on electricity (49%) and 30-44 (48%). It was rated less useful by those paying less than \$100 a month (35%) and those over 60 (35%).

*As part of the information on electrical appliances* - rated as useful somewhat more by Asians (51%) and those under 30 (44%). There was no significant difference in ratings by household income, monthly spend on electricity or by having switched in the past two years. It was rated less useful by those over 60 (26%).

*An 0800 number* - rated as useful somewhat more by Asians (47%), Māori (41%), households on incomes less than \$20,000 (42%) and between 20,0001-\$30,000 (46%). There was no significant difference in ratings by monthly spend on electricity or by having switched in the past two years. Females were more likely to find this useful (34%) than males (28%).

*A fridge magnet with details of a price comparison website on it* - rated as useful somewhat more by Asians (48%), those under 30 (46%), and mid-income households - 39% of those on incomes \$40,001-50,000. There was no significant difference in ratings by having switched in the past two years. It was not rated well by those paying less than \$100 a month (21%) and those over 60 (18%).

*A flyer in the mail* - rated as useful somewhat more by Asians (43%). There was no other major highlights across other demographics.

*On-line advertising on sites like Stuff, Herald and Trade Me* - rated as useful somewhat more by Asians (46%), Māori (38%) and those under 30 (37%). There was no other major highlights across other demographics though the usefulness of this channel was rated slightly lower as household income declined.

*Public notice in the local newspaper* - rated as useful somewhat more by Asians (37%) and Māori (29%). There was no other major highlights across other demographics.

*Social media like Facebook* - rated as useful somewhat more by Asians (35%) and those under 30 (33%). There was no other major highlights across other demographics.

## 5.2 Price comparison websites

### ■ Qualitative research shows consumers not confident they are on the best deal

*You might have the best deal this week and I might have the best deal next week. You just don't know.* (Battler Mum, Napier)

*I wouldn't say I was confident. I guess I'm content. I'm not confident.* (Auckland, Affluent Sceptics, male)

*I don't think there's much difference in the price of the actual unit of electricity and if you don't have that contact with or don't need that contact with the actual company you're dealing with, then you're not going to be faffing about for the lowest, lowest price, or most people aren't. As long as they're fairly even.* (Napier, General Public, female)  
*If I can do it on-line I'd much prefer to do it on-line.* (Auckland, Under 30s, female)

*You'd just google power companies and just look at their sites.* (Napier, Battler Mums)

In the focus groups, most were not confident they were on the best deal. For some, mainly the Battler Mums this was due to lack of knowledge.

Several assumed that retailers charged much the same as one another.

And a few, who had switched some time ago for what they were then advised as a good deal by their retailer, assumed they were still on the best rate.

The most common ways to investigate the best deals were either to 'google' power prices or some similar search title or to go to retailers' sites.

There were a few in the groups that were members of Consumer NZ and were therefore aware of the Powerswitch website and some recalled the whatsmynumber campaign as a source for information.

However, as noted earlier most do not actively check out whether they are on the best deal, and those that have switched have mainly done so after being approached by a retailer.

### ■ Half likely to visit independent price comparison website

Half (50%) say they are likely<sup>3</sup> to visit an independent website that could tell them the lowest cost retailer to meet their household needs. The likelihood of doing this declines with age as 59% of those under 30 and 60% of those 30-44 are likely to visit such a website compared to only 30% over 60.

Likelihood also increases with household income as 60% of those on incomes above \$100,000 likely to visit and 56% of those on incomes \$70,001-\$100,000. Asians are also more likely to visit (60%) as are those who have switched in the past two years (57%). Those who pay less than \$100 a month on electricity (36%) are least likely to visit.

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<sup>3</sup> Likelihood of visiting was measured on a 1-5 scale where 1 meant 'very likely' and 5 'not at all likely'. Those who gave a 1 or 2 rating are aggregated and described as likely to visit an independent website.

## 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?*

	2012 %
1 - Very likely	30
2	20
<b>TOTAL LIKELY</b>	<b>50</b>
<b>3</b>	<b>16</b>
4	9
5 - Not likely at all	24
<b>TOTAL NOT LIKELY</b>	<b>33</b>
Unsure	1

Base: All respondents; n=1000

### 5.3 whatsmynumber campaign

#### ■ Qualitative research shows whatsmynumber campaign liked and memorable

*It was quite funny watching it because it did seem it was a lot like what we were saying as a group.* (Under 30s, female)

*I just thought the ad was well done and it's quite funny.* (Auckland, Switchers, female)

*I reckon the post-it notes is really quirky and memorable. It sticks in your head quite a lot.* (Auckland, Under 30s, male)

The campaign was tested in all the groups by showing one of the campaign's television commercials (TVC). Respondents were shown the TVC twice and invited to note down their impressions of it. No prompting was provided about the TVC.

The vast majority of respondents said they recalled the TVCs and most in the Auckland groups liked it because they found it amusing.

The TVC was also memorable because of the use of post-it notes.

Several in the Auckland groups specially liked the cultural cross-section of society portrayed and described the characters as genuine and in both Auckland and Napier respondents noted how the characters in the TVC s reflect their own thinking.

Most identified at least one of the key points from the commercial after watching the TVC twice and being invited to take notes of their impressions:

- people don't know how much they can save on their power bill;
- there are a number of different power companies;
- that there is a website that can tell you how much you could save.

■ **High prompted awareness of campaign - varies most by age and ethnicity**

Although the advertising campaign which ran for three months, had last run in August 2011, over two-thirds (71%) declared they were aware of the whatsmynumber campaign after being prompted with a description of it. Awareness was higher among those under 30 (81%), those 30-44 (77%) and somewhat higher among females (74%) than males (68%).

Awareness was lower among Asians (59%), Māori (65%), those over 60 (56%) and among household incomes less than \$20,000 (46%).

There was no significant difference in awareness by monthly spend on electricity or by having switched in the past two years.

WHATSMYNUMBER ADVERTISING CAMPAIGN AWARENESS	
<i>I am going to describe a specific advertising campaign. In this campaign, people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead and the ad ends by directing you to a website called "whatsmynumber.org.nz" to find out the amount you could save. There is also outdoor advertising (such as billboards) and on-line showing people with a piece of paper stuck to their forehead directing you to the website. Have you seen this advertising campaign?</i>	
	2012 %
Yes	71
No	28
Unsure	1

Base: All respondents; n=1000

■ **Qualitative research found campaign raises curiosity and motivates, but inertia still in play**

*My first thing was I don't know why I haven't done it yet. Oh yes I have seen that ad a few times and I said the people in the ad are probably representative of the people I know. [So what is the answer to your question?] Why haven't I done it? Life gets busy and your focus is on other things at other times. (Auckland, Battler Mums)*

*I would never bother to go on-line to see what they're talking about because I wouldn't, my life's too busy. (Napier, General Public, female)*

Although several said that the TVC had excited their curiosity and made them feel that they should go to the website, they had not. When pressed to explain why this was the case, some said that they were too busy.

Others, who were comfortable with their provider said they would only be in a mood to respond if they were having a problem with their current provider. And there were some who tried to avoid watching TVCs.



## ■ Qualitative research found ambiguity around who was behind the campaign

*I've seen it before, but I don't know who it is with. (Auckland, Under 30s, male)*

*[It is the Electricity Authority. Who do you think the Electricity Authority might be?] Governing board of electricity companies. (Auckland, Battler Mums)*

*[Who do you think the Electricity Authority are?] It's the council and group of all the electricity companies. (Auckland, Switchers, male)*

*I haven't made it to the end of the ad to remember the website address. (Auckland, Under 30s, female)*

Although the general impression was that some kind of government watchdog organisation was behind the TVC, even in the artificial environment of the focus group room several were unsure who was behind it.

Even when told that the Electricity Authority was behind the advertising a few were unsure what this was with a few even thinking that this might be a body representing retailers.

There were also suggestions for the whatsmynumber website to be visible longer.

These factors together with inertia are likely to be inhibiting greater usage of the whatsmynumber website.

## ■ Visitations to price comparison websites have increased - more so for switchers, younger people, higher monthly spend and higher income

Despite the issues raised in the focus groups, the survey found that visitations to the Consumer NZ website powerswitch.co.nz were up by 3% to 17% and visitations to whatsmynumber stood at 24%<sup>4</sup>.

### VISITATIONS TO WEBSITES

*2011: Have you ever visited powerswitch?*

*2012: Have you visited another consumer price comparison website called powerswitch?*

*2012: Have you visited the price comparison website whatsmynumber.org.nz to compare what you pay with what another retail supplier charges?*

	2011 'powerswitch' %	2012 'powerswitch' %	2012 'whatsmynumber' %
Yes	14	17	24
No	84	81	75
Unsure	2	2	1

Base: All respondents; n=1000

\*Note in 2011 'Ease of use' was 'Easy to use'.

whatsmynumber asked before powerswitch in 2012 survey

<sup>4</sup> The 2011 question asked 'Have you visited powerswitch?' and in 2012 the question asked was 'Have you visited another consumer price comparison website called powerswitch?' The whatsmynumber.org.nz website had not been created 12 months when the last survey took place.

Visitations to the whatsmynumber site were higher for those under 30 (32%), those 30-44 (31%), those who had switched in the past two years (33%), those households on middle to high incomes (33% of those on \$50,001-\$70,000) and those spending \$201-\$300 a month on electricity (30%).

### ■ Over half of visits to websites did not lead to switching

Slightly more than half (53%) who visited the whatsmynumber website took no further action and did not intend on taking any further action. This was true of 59% who visited the powerswitch site.

22% of those who visited the whatsmynumber website switched and the corresponding figure for the powerswitch site was 28%. This means that of all households about 10% have switched after visiting one of these two sites.

In addition, after visiting the whatsmynumber site 18% said they either intended to switch in the next 12 months or were considering doing so. The corresponding figure for the powerswitch site was 8%. This means that of all households about 6% intend to or are considering switching after visiting one of these two sites.

Thus, about 16% of all households switch or consider switching or intend to switch after visiting either whatsmynumber or powerswitch websites.

ACTION TAKEN AFTER VISITING WEBSITES		
<i>Which of the following describes what you did after visiting the ....website?</i>		
	2012 'powerswitch' %	2012 'whatsmynumber' %
<i>Base: n=</i>	<b>165</b>	<b>243</b>
We took no further action nor do we intend to switch in the next 12 months	59	53
We have not switched, but we intend to do so in the next 12 months	5	11
We switched, but not to the cheapest supplier according to the site	8	7
We switched to the cheapest site supplier according to the site	20	15
We are considering switching	3	7
Other	4	6
Unsure	1	1

Base: Respondents who visited websites

### ■ Switchers the most likely to switch after visiting price comparison websites

Those who had switched in the past two years were far more likely to switch after visiting either the whatsmynumber or powerswitch websites than those who had not switched. Of those who had visited the whatsmynumber website, 52% switched afterwards and 54% of those who visited the powerswitch website did so too. The corresponding figures for non-switchers was 2% for whatsmynumber and 8% for powerswitch.

## ■ Males more likely to switch after using whatsmynumber website than females

Significantly more females (61%) were likely to take no further action after visiting the whatsmynumber site than males (45%). In terms of actually switching, 27% of males did so after visiting the site compared to 19% of females.

There was no significant difference between male and female behaviour after visiting the powerswitch website with 27% of males and 30% of females switching.

## ■ Qualitative research showed reluctance to switch on-line

*I won't click on any ad on-line because I think I'm going to get some virus. I won't touch anything. (Auckland, Under 30s, female)*

*I still would be hesitant about just pushing a button and switching power companies unlike I would with a phone company. I never batted an eyelid switching telephone companies but ... if the power goes off it's generally a big deal. If your phone cuts off, it's inconvenient and these days it's non-existent really with mobiles. I don't even have a landline any more. (Auckland, Switchers, male)*

*I don't like to be locked in and say you have to be with us for two years because again what if you decide you want to change and then you end up having to pay to get out of it. (Auckland, Battler Mums)*

*And the fear of getting locked in. [That it's something you can't get out of. (Interjection.)] (Auckland, Affluent Sceptics, male)*

*I think it would be contracts, it would be nice to have a fixed price but not an actual contract locked in. I am always putting off anything that is a contract, I think what if. (Auckland, Battler Mums)*

It was evident from the focus groups that some would still be reluctant to switch even if they saw the evidence on the website that they were not on the best deal. Reluctance arose partly from perceived risks such as getting a computer virus or that something would go wrong in the process which might lead to a loss of power. Loss of power for even an hour was a significant disruption and a far bigger issue than a loss of connection, say, in a transfer to another mobile phone provider.

A few were also concerned that they might be making the wrong decision if they moved away from their current retailer and were unhappy with the new supplier that they could not return to their old provider.

Another aspect to being locked in was the potential fish-hook in the fine print of any contract that the new retailer might have.

Some were a little reticent because they were unsure of the kind of service they might get from the retailer offering the best deal as cheapest did not always mean best.

All of these barriers to switching clearly pointed to the need for consumers to have some kind of guarantee that things would not go wrong in the switching process. Thus, if they got to the website and the information gave them more confidence to deal with their incumbent retailer, they would still need additional support to provide them with the confidence to actually switch. There was clearly a demand to receive additional information and the time to consider matters rather than making the switch directly on an on-line site.

## ■ Satisfaction with use of price comparison websites high

Most visitors were satisfied with three key aspects of their visit to the powerswitch and whatsmynumber websites - ease of use, the provision of information and the accuracy of it.

77% were satisfied with the ease of use of the whatsmynumber site, 72% with providing the information they wanted and 60% with the accuracy of the information.

77% were satisfied with the ease of use of the powerswitch site (down 3%), 77% with providing the information they wanted (down 1%) and 67% with the accuracy of the information (up 5%)<sup>5</sup>.

### SATISFACTION WITH WEBSITES (SUMMARY TABLE - TOTAL SATISFIED)

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 the ..... website?

	2011 'powerswitch' %	2012 'powerswitch' %	2012 'whatsmynumber' %
<b>Base: n=</b>	<b>143</b>	<b>165</b>	<b>243</b>
Ease of use*	80	77	77
Providing you with the information you wanted	78	77	72
Accuracy of information	62	67	60

Base: Respondents who visited the websites

\*Note in 2011 'Ease of use' was 'Easy to use'

### ■ Qualitative research indicated visitors endorse websites and likely to re-visit

*I went to one called what's my number? [That's the one. (Interjection.)] ... stuck on their head. [That's the one, a funny TV ad. (Interjection.)] [It's a brilliant ad. (Interjection.)] They do a comparison. I've used them before. [How did you find them?] Experience? It was pretty straightforward. You just fill in some information on a form and it starts giving you options. (Auckland, Switchers, male)*

*I switched using Powerswitch ... I'll do the comparison and for the sake of a phone call - I mean there's no admin on my part. It's sorted out and it's easy to do. (Auckland, Affluent Sceptics, male)*

*I'd absolutely go back to it and I'd recommend it to other people. When there's been a change in my prices may be that's when I'd go back again. (Auckland, Under 30s, female)*

There were very few in the groups who had actually been to the whatsmynumber website. Those that did spoke very positively about it.

The experience with Powerswitch was endorsed too.

<sup>5</sup> In the 2011 survey, respondents rated powerswitch as 'easy to use' and in 2012 on 'ease of use'.

[Going back to that Powerswitch website when, if ever, would you ever go back to it to check on -] *Periodically, generally do it about every six months ish. Generally set myself a reminder that I haven't looked at Powerswitch for a while.*  
[How do you set up that reminder for yourself?] *I put it in my diary.*  
(Auckland, Switchers, female)

In the case of the very few who had used the websites, it was clear that they would revisit the site either six monthly or annually. Those who said this were clearly people who were pro-active about checking their service provider costs. In the case of this Switcher, a reminder was diarised.

## 6. Segmentation analysis

### 6.1 Changes to segments

Additional analysis was carried out which resulted in segmenting the public into five clusters each with its own distinct attitudes, traits, demographic profile, media preferences and propensity to switch. Although price was critical to switching, attitudes to switching and responsiveness to ways to encourage switching differed across segments. Analysis showed that four of the five segments showed only slight changes in their size within the margin of error changes to the segmentation analysis carried out last year. These were Bargain Hunters (11% of the population, down 1%), Battler Mums (23%, down 3%), Affluent, Time-Poor Sceptics (24%, down 2%) and Old, Status Quo (18%, down 3%).

The Generation Y segment grew by 9% to 24%. This group was given its name because of the higher proportion of those under 30, but it does include those older who share many of the other characteristics of the segment. Although generally satisfied with their retailer this group would switch if approached with the right incentive and are more likely to visit the whatsmynumber website.

### 6.2 Stickiness of the market

Three of the segments, which account for 65% of those surveyed, present a major challenge to encourage them to switch. Old, Status Quo (18%) are low users of power, generally more satisfied with their retailer and are most unlikely to have switched providers of electricity and other services in the past two years. They are most unlikely to switch. Battler Mums (23%) have the second lowest visitations to the whatsmynumber website after the Old, Status Quo and they are second least likely to have switched retailer in the past two years. They will probably need a direct approach to get them to consider switching. The Affluent, Time-Poor Sceptics (24%) are somewhat closer to the Old, Status Quo and Battler Mums in terms of their likelihood to switch because they are less concerned about price. They are sensitive to poor service as a trigger for switching, but are more dependent on a direct approach to switch.

The Bargain Hunters (11%) and Generation Y are the two segments that appear to be accounting for the response to the whatsmynumber campaign. Significantly higher proportions of Bargain Hunters (39%) and Generation Y (34%) had visited the whatsmynumber website.

The following sections breakdown the main characteristics of each segment to assist with targeting communications.

### 6.3 Bargain hunters - (11%)

Significantly higher percentage of:

- Male.
- 30-44 years of age.
- Asian.

High users (\$200-\$400 per month 41% vs. 28% for All).

Less satisfied with their retail electricity company in the following areas:

- 'value for money' (Total satisfied = 26% vs. 51% for All);
- 'general overall service' (Total satisfied = 45% vs. 67% for All);
- 'its commitment to your local community' (Total satisfied = 22% vs. 32% for All);
- 'the extra provision of extra services like on-line power usage information, FlyBuys, other loyalty rewards' (Total satisfied = 33% vs. 48% for All);
- 'conducting actual meter readings not estimates' (Total satisfied = 50% vs. 60% for All).

Have changed electricity company in the past two years (40% vs. 31% for All).

Effectiveness of initiatives to encourage you to consider switching - total effective significant higher for:

- 'a visit to your home by a retail representative' (34% vs. 23% for All);
- 'information in the mail from an independent government or consumer agency' (50% vs. 38% for All);
- 'an independent website that compares the prices of different retailers' (67% vs. 58% for All);
- 'an advert that shows you how to switch' (41% vs. 32% for All);
- 'an advert that tells the story of people who have switched' (30% vs. 23% for All).

Actively looking (27% vs. 4% for All) OR Intend to look for a cheaper supplier in next 12 months (45% vs. 6% for All).

Likely to visit independent website that could tell you the lowest cost retail electricity supplier to meet household needs (84% vs. 50% for All).

Would find useful:

- an independent consumer website;
- a flyer in the mail;
- a fridge magnet with details of a price comparison website on it;
- 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;
- on-line advertising on sites like Stuff, The Herald and Trade Me;
- as part of a campaign that promotes energy efficiency.

More likely to change companies often and will almost always take a better deal (46% vs. 6% for All).

More likely to have visited 'whatsmynumber' website (39% vs. 24% for All).

More likely to have visited 'powerswitch' price comparison website (32% vs. 17% for All).

Believe it is worthwhile reviewing which electricity retailer can offer best deal (92% vs. 80% for All).

Less likely to agree:

- Even if I could save a few dollars I probably couldn't be bothered making changes to what I do (40% vs. 51% for All).

More likely to agree:

- I constantly look out for new opportunities to do things differently (70% vs. 36% for All).
- I am confident on the internet and use it to purchase goods and services (79% vs. 64% for All).
- I like looking out for bargains and always go for the best deal (72% vs. 52% for All).
- I have no loyalty to my power supplier (55% vs. 42% for All).
- I feel my views are often different from the average New Zealander (38% vs. 29% for All).
- I like to reflect and communicate how I feel about things (67% vs. 57% for All).
- It's easy to switch electricity provider (70% vs. 58% for All).
- You can save money by switching electricity provider (75% vs. 47% for All).
- I am conscious of finding a balance between my work and home life (83% vs. 68% for All).
- I am under financial pressure (45% vs. 32% for All).
- When I go out, I'm careful about how much money I spend (75% vs. 65% for All).
- I like to make new friends and expand my social network (64% vs. 53% for All).
- I like to think about and debate key issues of the day (72% vs. 57% for All).
- I am ambitious and want to excel and achieve (78% vs. 64% for All).
- Lack of time is a much bigger problem for me than lack of money (58% vs. 47% for All).
- Big companies only care about making profits (78% vs. 66% for All).

More like 'yes':

- I like to keep up with the latest technology (75% vs. 59% for All).
- I like to keep up with the latest fashions (35% vs. 27% for All).
- I have children aged under 18 living at home (55% vs. 41% for All).
- I drive everywhere I go (63% vs. 53% for All).
- I often surf the internet (86% vs. 72% for All).
- I'm involved in a lot of conservation and environmental activities (34% vs. 23% for All).
- I have a tertiary qualification (76% vs. 64% for All).

Less like 'yes':

- I don't think there is any point in changing things unless there's something wrong (55% vs. 71% for All).
- I always read the local community newspapers thoroughly (48% vs. 65% for All).

Have switched:

- Mobile (32% vs. 22% for All).
- Broadband/ Internet (39% vs. 26% for All).

## 6.4 Battler Mums (23%)

Significantly higher percentage of:

- Female.
- 30-44 years of age.
- Middle income (\$50,000 - \$70,000).

No significant differences with their satisfaction with their retail electricity company.

No difference between initiatives to encourage you to consider switching.

Likely to say that they would switch if approached but not actively looking (55% vs. 49% for All).

More likely to stick with the same company that provides products and services (24% vs. 19% for All).



Less likely to have visited 'powerswitch' price comparison website (11% vs. 17% for All).

Believe an annual review of which electricity retailer can offer best deal is appropriate (56% vs. 49% for All).

Less likely to agree:

- I constantly look out for new opportunities to do things differently (26% vs. 36% for All).
- I know my own mind and can decide things on the spot (56% vs. 65% for All).
- I like to make new friends and expand my social network (32% vs. 53% for All).
- I like to think about and debate key issues of the day (30% vs. 57% for All).
- I am ambitious and want to excel and achieve (52% vs. 64% for All).
- I am a sporty, outdoors person (32% vs. 50% for All).
- I like to reflect and communicate how I feel about things (44% vs. 57% for All).
- Lack of time is a much bigger problem for me than lack of money (37% vs. 47% for All).
- Big companies are necessary to provide jobs and contribute to the economy (63% vs. 70% for All).

More likely to agree:

- I have routines I keep to and don't like to change them (47% vs. 42% for All).
- I find it's always best to be cautious and get a second opinion on most things before making up my own mind (61% vs. 54% for All).
- Even if I could save a few dollars I probably couldn't be bothered making changes to what I do (63% vs 51% for All).
- I don't like signing contracts as I am worried about the fine print (56% vs. 49% for All).
- I am conscious of finding a balance between my work and home life (62% vs. 68% for All).

More likely yes:

- I don't think there's any point in changing things unless there is something wrong (87% vs. 71% for All).
- I have children under 18 living at home (61% vs. 41% for All).
- I drive everywhere I go (68% vs. 53% for All).

Less likely yes:

- I read the newspaper or view it on-line nearly every day (39% vs. 65% for All).
- I like to keep up with the latest technology (33% vs. 59% for All).
- I like to keep up with the latest fashions (11% vs. 27% for All).
- I have bought or sold shares in the last year (11% vs. 16% for All).
- I go overseas at least once every couple of years (37% vs. 52% for All).
- I'm involved in a lot of voluntary community activity (24% vs. 38% for All).
- I read the business news just about every day (5% vs. 29% for All).
- I'm involved in a lot of conservation and environmental activities (13% vs. 23% for All).
- I always read the local community newspapers thoroughly (57% vs. 65% for All).
- I have a tertiary qualification (54% vs. 64% for All).

## 6.5 Generation Y - (24%)

Significantly higher percentage of:

- Female.
- 18-29 years of age.
- Lower personal income.
- Urban.

More satisfied with their retail electricity company in the following areas:

- 'value for money' (Total satisfied = 63% vs. 51% for All);
- 'general overall service' (Total satisfied = 78% vs. 67% for All);
- 'the extra provision of extra services like on-line power usage information, FlyBuys, other loyalty rewards' (Total satisfied = 59% vs. 48% for All);
- 'conducting actual meter readings not estimates' (Total satisfied = 68% vs. 60% for All).

Effectiveness of initiatives to encourage you to consider switching - total effective significant higher for:

- 'retailer website' (30% vs. 24% for All);
- 'an independent website that compares the prices of different retailers' (70% vs. 58% for All);
- 'an advert that shows you how to switch' (39% vs. 32% for All);
- 'advice from a budget advisor or Work and Incomes or Citizen's Advice Bureau' (40% vs. 33% for All);
- 'stories of others who have switched easily' (48% vs. 37% for All).

Would switch if approached and offered a cheaper deal, but not actively looking (57% vs 49% for All).

Likely to visit independent website that could tell you the lowest cost retail electricity supplier to meet household needs (58% vs. 50% for All).

Would find useful

- an independent consumer website;
- a fridge magnet with details of a price comparison website on it;
- as part of your electricity bill;
- as part of the information on electrical appliances;
- as part of the information when you move home;
- social media like Facebook;
- on-line advertising on sites like Stuff, The Herald and Trade Me.

Generally stick with same companies unless they have a poor service experience or their prices go up sharply (88% vs.74% for All).

More likely to have seen 'whatsmynumber' advertising campaign (79% vs. 71% for All).

More likely to have visited 'whatsmynumber' website (34% vs. 24% for All).

More likely to believe it is worthwhile reviewing which electricity retailer can offer best deal (90% vs. 80% for All).

Less likely to agree:

- I have routines I keep to and don't like to change them (31% vs. 42% for All).
- Even if I could save a few dollars I probably couldn't be bothered making changes to what I do (36% vs. 51% for All).
- I don't make spontaneous decisions and like to take the time to weigh things up (55% vs. 65% for All).
- I don't trust power companies who promise a better deal as they all end up charging the same (31% vs. 44% for All).
- Power bills are confusing and hard to understand so it is hard to know if you are getting a better deal (29% vs. 36% for All).
- I have no loyalty to my power supplier (31% vs. 42% for All).

- Power companies are pretty much the same - price is the only factor that can be different (43% vs. 55% for All).
- I don't like signing contracts as I'm worried about the fine print (39% vs. 49% for All).
- I feel my views are often different from the average New Zealander (16% vs. 29% for All).
- I am sick of being told what I can and can't do (32% vs. 44% for All).
- Big companies only care about profits (59% vs. 66% for All).

More likely to agree:

- I am confident on the internet and use it to purchase goods and services (78% vs. 64% for All).
- I am conscious of finding a balance between my work and home life (74% vs. 68% for All).
- I am under financial pressure (42% vs. 32% for All).
- I like to make new friends and expand my social network (66% vs. 53% for All).
- I am ambitious and want to excel and achieve (77% vs. 64% for All).
- I am a sporty, outdoors person (59% vs. 50% for All).

More like 'yes':

- I like to keep up with the latest technology (80% vs. 59% for All).
- I like to keep up with the latest fashions (48% vs. 27% for All).
- I often surf the internet (93% vs. 72% for All).

Less like 'yes':

- I don't think there is any point in changing things unless there's something wrong (54% vs. 71% for All).
- I have bought or sold shares in the last year (3% vs. 16% for All).
- I drive everywhere I go (43% vs. 53% for All).
- I go overseas at least once every couple of years (45% vs. 52% for All).
- I read the business news just about every day (15% vs. 29% for All).

Have switched:

- Mobile (33% vs. 22% for All).
- Broadband/ Internet (40% vs. 26% for All).

## 6.6 Affluent Time-Poor Sceptics - (24%)

Significantly higher percentage of:

- Male.
- 45-59 years of age.
- Personal income \$70K +.
- Household income \$70K +.

Less satisfied with their retail electricity company in the following areas:

- 'general overall service' (Total satisfied = 60% vs. 67% for All);
- 'its commitment to your local community' (Total satisfied = 26% vs. 32% for All);
- 'conducting actual meter readings not estimates' (Total satisfied = 50% vs. 60% for All).

Effectiveness of initiatives to encourage you to consider switching - total effective significantly lower for:

- 'An advert that shows you how to switch' (Total effective = 24% vs. 32% for All).
- 'An advert that tells the story of people who have switched' (Total effective = 18% vs. 23% for All).
- 'Advice from a budget advisor or Work and Income or Citizen Advice Bureau' (Total effective = 25% vs. 33% for All).
- 'Knowing that over 400,000 households have switched in the past year' (Total effective = 24% vs. 30% for All).

Would switch if approached and offered a cheaper deal, but not actively looking (57% vs. 49% for All).

Would NOT find useful

- a flyer in the mail;
- a fridge magnet with details of a price comparison website on it;
- an 0800 number;
- public notice in the local newspaper;
- as part of the information on electrical appliances;
- social media like Facebook.

More likely to stick with the same companies unless have poor service experience or prices go up sharply (84% vs. 74% for All).

More likely to have visited 'powerswitch' price comparison website (21% vs. 17% for All).

Less likely to agree:

- I have routines I keep to and don't like to change them (35% vs. 42% for All).
- I find it's always best to be cautious and get a second opinion on most things before making up my own mind (45% vs. 54% for All).
- I like looking out for bargains and always go for the best deal (46% vs. 52% for All).
- I don't like signing contracts as I'm worried about the fine print (41% vs. 49% for All).
- I am under financial pressure (11% vs. 32% for All).
- When I go out, I'm careful about how much money I spend (50% vs. 65% for All).

More likely to agree:

- I am confident on the internet and use it to purchase goods and services (85% vs. 64% for All).
- I know my own mind and can decide things on the spot (77% vs. 65% for All).
- I have no loyalty to my power supplier (53% vs. 42% for All).
- Power companies are pretty much the same - price is the only factor that can be different (60% vs. 55% for All).
- I am conscious of finding a balance between my work and home life (76% vs. 68% for All).
- I like to think about and debate key issues of the day (71% vs. 57% for All).
- I am ambitious and want to excel and achieve (71% vs. 64% for All).
- I am a sporty, outdoors person (63% vs. 50% for All).
- Lack of time is a much bigger problem for me than lack of money (65% vs. 47% for All).
- Big companies are necessary to provide jobs and contribute to the economy (78% vs. 70% for All).

More like 'yes':

- I read the newspaper or view it on-line nearly every day (91% vs. 65% for All).
- I like to keep up with the latest technology (73% vs. 59% for All).
- I have bought or sold shares in the last year (39% vs. 16% for All).
- I go overseas at least once every couple of years (87% vs. 52% for All).
- I often surf the internet (87% vs. 72% for All).
- I read the business news just about every day (65% vs. 29% for All).
- I have a tertiary qualification (83% vs. 64% for All).

## 6.7 Old, Status Quo - (18%)

Significantly higher percentage of:

- Female.
- 60 plus years of age
- Lower household income (\$50,000 or less).
- Lower personal income (\$40,000 or less).

Low users (less than \$100 per month 27% vs. 13% for All).

Satisfied with their retail electricity company in all areas except for 'the provision of extra services'.

Less likely to have changed electricity company in the past two years (21% vs. 31% for All).

None of the statements would encourage switching - total effective methods significantly lower for:

- 'information in the mail from an independent government or consumer agency' (26% vs. 38% for All);
- 'retailer website' (16% vs. 24% for All);
- 'an independent website that compares the prices of different retailers' (30% vs. 58% for All);
- 'advice from a consumer's advocate like fair go or consumer NZ' (43% vs. 56% All);
- 'advice from a budget advisor or Work and Income or Citizen's Advice Bureau' (26% vs. 33% for All);
- 'stories from others who have switched easily' (24% vs. 37% for All);
- 'reassurance that it is safe and easy to switch from an independent watchdog' (35% vs. 44% for All).

Not interested in switching electrical retail and/or gas company (47% vs. 26% for All).

Not approached any electricity companies about switching (89% vs. 77% for All).

Less likely (1+2) to visit an independent website that could tell you the lowest cost retail electricity supplier to meet household needs (19% vs. 50% for All).

Would not find any of the ways of providing information useful (all significantly higher percentages for 0 -3 - not at all useful).

More likely to stick with the same company that provides products and services (40% vs. 19 % for All).

Less likely to have seen 'whatsmynumber campaign' (58% vs. 71% for All).

Less likely to have visited 'whatsmynumber' website (7% vs. 24% for All).

Less likely to have visited 'powerswitch' price comparison website (6% vs. 17% for All).

Do not think that it is worthwhile reviewing which electricity retailer can offer best deal (57% vs. 80% for All).

More likely to agree:

- I have routines I keep to and I don't like to change them (60% vs.42% for All).
- I find it's always best to be cautious and get a second opinion on most things before making up my mind (63% vs. 54% for All).
- I don't make spontaneous decisions and like to take time to weigh things up (76% vs. 65% for All).
- I don't trust power companies who promise a better deal as they all end up charging the same (54% vs. 44% for All).
- I don't like signing contracts as I am worried about the fine print (58% vs. 49% for All).

- I feel my views are often different from the average New Zealander (39% vs. 29% for All).
- I am sick of being told what I can and can't do (56% vs. 44% for All).
- When I go out, I'm careful about how much money I spend (77% vs. 65% for All).
- I like to think about and debate key issues of the day (67% vs. 57% for All).
- Big companies only care about making profits (74% vs. 66% for All).

Less likely to agree:

- I constantly look out for new opportunities to do things differently (23% vs. 36% for All).
- I am confident on the internet and use it to purchase goods and services (15% vs. 64% for All).
- I like looking out for bargains and always go for the best deal (44% vs. 52% for All).
- I know my own mind and I can decide on the spot (60% vs. 65% for All).
- You can save money by switching electricity provider (27% vs. 47% for All).
- I am conscious of finding a balance between my work and home life (48% vs. 68% for All).
- I am ambitious and want to excel and achieve (41% vs. 64% for All).
- I am a sporty, outdoors person (43% vs. 50% for All).
- Lack of time is a much bigger problem for me than lack of money (35% vs. 47% for All).
- Big companies are necessary to provide jobs and contribute to the economy (62% vs. 70% for All).

More likely to say 'yes':

- I don't think there's any point in changing things unless there's something wrong (84% vs. 71% for All).
- I always read the local community papers thoroughly (84% vs. 65% for All).

Less likely to say 'yes':

- I like to keep up with the latest technology (36% vs. 59% for All).
- I like to keep up with the latest fashions (16% vs. 27% for All).
- I have children aged under 18 living at home (6% vs. 41% for All).
- I have brought or sold shares in the last year (6% vs. 16% for All).
- I go overseas at least once every couple of years (32% vs. 52% for All).
- I often surf the internet (19% vs. 72% for All).
- I often do DIY projects around the home (60% vs. 71% for All).
- I have a tertiary qualification (38% vs. 64% for All).

Less likely to have switched:

- Mobile (10% vs. 22% for All).
- Broadband/ Internet (8% vs. 26% for All).
- Car or home insurance provider (13% vs. 19% for All).
- Bank (6% vs. 11% for All).

More likely to have personal responsibility for paying or deciding who the electricity company is (71% vs. 54% for All).

## 7. Demographic profile

SAMPLE INFORMATION/DEMOGRAPHICS		
	2011 %	2012 %
<b>Sex</b>		
Male	48	48
Female	52	52
<b>Age</b>		
18-29	10	10
30-44	41	41
45-59	27	27
60 plus	22	22
<b>Region</b>		
Auckland	33	33
Wellington	10	10
Provincial North Island	33	33
Christchurch	11	11
Provincial South Island	13	13
<b>Personal Income</b>		
Less than \$15,000	11	9
\$15,001-25,000	10	14
\$25,001-30,000	7	7
\$30,001-40,000	11	10
\$40,001-50,000	12	11
\$50,001-70,000	15	16
More than \$70,000	16	20
Income was nil/or made a loss	2	1
Prefer not to say	16	12
<b>Household Income</b>		
\$20,000 or less	7	6
\$20,000-30,000	8	8
\$30,000-40,000	8	6
\$40,001-50,000	10	11
\$50,001-70,000	14	15
\$70,001-100,000	18	19
More than \$100,000	22	24
Income was nil/or made a loss	-	-
Prefer not to say	13	11
<b>Ethnicity</b>		
Māori	10	11
Pacific Island	4	3
Asian	7	9

Base: All respondents (n=1000)

## ELECTRICITY PROVIDER

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

	2011	2012	Percentage change
	%	%	%
Contact Energy <sup>6</sup>	22.4	22.6	0.2
Genesis Energy <sup>7</sup>	22.5	21.2	-1.3
Mercury Energy	22.5	20.1	-2.4
Meridian Energy	8.6	10.1	1.5
TrustPower	10.4	8.0	-2.4
Energy On-line	3.1	4.1	1.0
Powershop NZ	1.3	3.8	2.5
Nova Energy	1.8	2.0	0.2
Just Energy	0.7	1.5	0.8
Empower	1.8	1.2	-0.6
Energy Direct	0.9	1.1	0.2
Bay of Plenty Electricity	1.1	0.6	-0.5
King Country Energy	0.4	0.6	0.2
Tiny Mighty Power	0.3	0.3	-
Pulse Utilities	0.6	0.2	-0.4
Bosco Connect	0.3	0.2	-0.1
Unsure	1.0	1.2	0.2
Other	0.3	1.2	0.9

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	2012	Percentage change
	%	%	%
< \$100 a month	14	13	-1
\$100-\$200	56	55	-1
\$200-\$300	23	24	1
\$300-\$400	4	4	-
\$400-\$500	1	1	-
> \$500 a month	1	1	-
Unsure	1	2	1

Base: All respondents; n=1000

<sup>6</sup> In the report, data for Contact Energy and Empower are aggregated.

<sup>7</sup> In the report, data for Genesis Energy and Energy On-line are aggregated.



# Appendices

## Consumer Switching A Quantitative Study Supplemented by Qualitative Research



[March 2012]



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# Table of contents

1. Supplementary tables.....	3
2. Quantitative survey .....	79
3. Focus group discussion guide .....	93

# 1. Supplementary tables

ELECTRICITY PROVIDER (TOP TEN).....	5
MONTHLY SPEND ON POWER.....	6
SATISFACTION WITH ELECTRICITY COMPANY - VALUE FOR MONEY.....	7
SATISFACTION WITH ELECTRICITY COMPANY - GENERAL OVERALL SERVICE.....	8
SATISFACTION WITH ELECTRICITY COMPANY - ITS COMMITMENT TO YOUR LOCAL COMMUNITY.....	9
SATISFACTION WITH ELECTRICITY COMPANY - THE PROVISION OF EXTRA SERVICES LIKE ONLINE POWER USAGE INFORMATION, FLYBUYS, OTHER LOYALTY REWARDS.....	10
SATISFACTION WITH ELECTRICITY COMPANY - CONDUCTING ACTUAL METER READINGS NOT ESTIMATES.....	11
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS.....	12
NUMBER OF TIMES YOU HAVE CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS.....	13
MOST RECENT OCCASION: I APPROACHED ANOTHER COMPANY VS. ANOTHER COMPANY APPROACHED ME.....	14
APPROACH INITIATED BY ADVERTISING.....	15
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - A VISIT TO YOUR HOME BY A RETAIL REPRESENTATIVE.....	16
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - A PHONE CALL FROM ANOTHER RETAILER.....	17
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - INFORMATION IN THE MAIL FROM AN INDEPENDENT GOVERNMENT OR CONSUMER AGENCY.....	18
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - RETAILER WEBSITE.....	19
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - AN INDEPENDENT WEBSITE THAT COMPARES THE PRICES OF DIFFERENT RETAILERS.....	20
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - AN ADVERT THAT SHOWS YOU HOW TO SWITCH.....	21
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - AN ADVERT THAT TELLS THE STORY OF PEOPLE WHO HAVE SWITCHED.....	22
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - ADVICE FROM A CONSUMER'S ADVOCATE LIKE FAIR GO OR CONSUMER NZ.....	23
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - ADVICE FROM A BUDGET ADVISOR OR WORK AND INCOME OR CITIZENS ADVICE BUREAU.....	24
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - STORIES OF OTHERS WHO HAVE SWITCHED EASILY.....	25
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - REASSURANCE THAT IT IS SAFE AND EASY TO SWITCH FROM AN INDEPENDENT WATCHDOG.....	26
EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - KNOWING THAT OVER 400,000 HOUSEHOLDS HAVE SWITCHED IN THE PAST YEAR.....	27
EASY TO SWITCH.....	28
CONSUMER ATTITUDES TO SWITCHING ELECTRICITY COMPANY.....	29
NUMBER OF ELECTRICITY COMPANIES THAT HAVE APPROACHED YOU ABOUT SWITCHING.....	30
NUMBER OF ELECTRICITY COMPANIES YOU HAVE APPROACHED ABOUT SWITCHING.....	31
LIKELIHOOD OF VISITING AN INDEPENDENT WEBSITE THAT COULD TELL YOU THE LOWEST COST RETAIL ELECTRICITY SUPPLIER TO MEET YOUR HOUSEHOLD NEEDS.....	32
USEFULNESS: AN INDEPENDENT CONSUMER WEBSITE.....	33
USEFULNESS: A FLYER IN THE MAIL.....	34
USEFULNESS: A FRIDGE MAGNET WITH DETAILS OF A PRICE COMPARISON WEBSITE ON IT.....	35
USEFULNESS: AN 0800 NUMBER.....	36
USEFULNESS: AS PART OF YOUR ELECTRICITY BILL.....	37
USEFULNESS: PUBLIC NOTICE IN THE LOCAL NEWSPAPER.....	38
USEFULNESS: AS PART OF THE INFORMATION ON ELECTRICAL APPLIANCES.....	39
USEFULNESS: AS PART OF THE INFORMATION WHEN YOU MOVE HOME.....	40
USEFULNESS: SOCIAL MEDIA LIKE FACEBOOK.....	41
USEFULNESS: ON-LINE ADVERTISING ON SITES LIKE STUFF, HERALD AND TRADE ME.....	42
USEFULNESS: AS PART OF A CAMPAIGN THAT PROMOTES ENERGY EFFICIENCY.....	43
CONSUMER BEHAVIOUR.....	44
SEEN WHATSMYNUMBER ADVERTISING CAMPAIGN.....	45
VISITATION TO WHATSMYNUMBER WEBSITE.....	46
ACTION TAKEN AFTER VISITING WHATSMYNUMBER WEBSITE.....	47
SATISFACTION WITH WHATSMYNUMBER WEBSITE - EASE OF USE.....	48
SATISFACTION WITH WHATSMYNUMBER WEBSITE - PROVIDING YOU WITH THE INFORMATION YOU WANTED.....	49
SATISFACTION WITH WHATSMYNUMBER WEBSITE - ACCURACY OF INFORMATION.....	50
VISITED POWERSWITCH PRICE COMPARISON WEBSITE.....	51
ACTION TAKEN AFTER VISITING PRICE COMPARISON WEBSITE.....	52
SATISFACTION WITH POWERSWITCH WEBSITE - EASE OF USE.....	53
SATISFACTION WITH POWERSWITCH WEBSITE - PROVIDING YOU WITH THE INFORMATION YOU WANTED.....	54
SATISFACTION WITH POWERSWITCH WEBSITE - ACCURACY OF INFORMATION.....	55
WORTHWHILE REVIEWING WHICH ELECTRICITY RETAILER CAN OFFER BEST DEAL.....	56
FREQUENCY OF REVIEW.....	57
I HAVE ROUTINES I KEEP TO AND DON'T LIKE TO CHANGE THEM.....	58
I CONSTANTLY LOOK OUT FOR NEW OPPORTUNITIES TO DO THINGS DIFFERENTLY.....	59
I GENERALLY TRUST PEOPLE AND WILL GIVE THEM A FAIR HEARING.....	60
I AM CONFIDENT ON THE INTERNET AND USE IT TO PURCHASE GOODS AND SERVICES.....	61
I FIND IT'S ALWAYS BEST TO BE CAUTIOUS AND GET A SECOND OPINION ON MOST THINGS BEFORE MAKING UP MY OWN MIND.....	62
I LIKE LOOKING OUT FOR BARGAINS AND ALWAYS GO FOR THE BEST DEAL.....	63
EVEN IF I COULD SAVE A FEW DOLLARS I PROBABLY COULDN'T BE BOTHERED MAKING CHANGES TO WHAT I DO.....	64
I DON'T MAKE SPONTANEOUS DECISIONS AND LIKE TO TAKE TIME TO WEIGH THINGS UP.....	65
I KNOW MY OWN MIND AND CAN DECIDE THINGS ON THE SPOT.....	66
I DON'T TRUST POWER COMPANIES WHO PROMISE A BETTER DEAL AS THEY ALL END UP CHARGING THE SAME.....	67
POWER BILLS ARE CONFUSING AND HARD TO UNDERSTAND SO IT IS HARD TO KNOW IF YOU ARE GETTING A BETTER DEAL.....	68
I HAVE NO LOYALTY TO MY POWER SUPPLIER.....	69

POWER COMPANIES ARE PRETTY MUCH THE SAME - PRICE IS THE ONLY FACTOR THAT CAN BE DIFFERENT.....	70
I DON'T LIKE SIGNING CONTRACTS AS I'M WORRIED ABOUT THE FINE PRINT.....	71
I FEEL MY VIEWS ARE OFTEN DIFFERENT FROM THE AVERAGE NEW ZEALANDER.....	72
I AM SICK OF BEING TOLD WHAT I CAN AND CAN'T DO.....	73
I LIKE TO REFLECT AND COMMUNICATE HOW I FEEL ABOUT THINGS.....	74
IT'S EASY TO SWITCH ELECTRICITY PROVIDER.....	75
YOU CAN SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER.....	76

**ELECTRICITY PROVIDER (TOP TEN)**

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

ban1 by q1

	Contact Base	Genesis Energy	Mercury Energy	Meridian Energy	Trust- Power	Energy Online	Power- Shop NZ	Nova Energy	Just Energy	Empower	
All	1000	22.6%	21.2%	20.1%	10.1%	8.0%	4.1%	3.8%	2.0%	1.5%	1.2%
<b>AREA</b>											
Auckland	324	25.3%	12.2%	43.7%	4.8%	0.2%	3.9%	4.9%	0.4%	0.0%	1.8%
Christchurch	109	17.4%	20.4%	15.2%	26.4%	5.9%	0.0%	8.2%	0.0%	0.0%	2.0%
Wellington	102	9.1%	45.0%	13.2%	10.6%	0.8%	2.0%	5.0%	4.8%	3.5%	1.0%
Provincial (NI)	332	20.5%	27.1%	5.5%	9.7%	11.3%	7.7%	2.1%	4.0%	1.9%	0.8%
Provincial (SI)	133	36.3%	11.1%	8.2%	10.2%	25.7%	0.0%	0.9%	0.0%	3.7%	0.0%
<b>NETWORK</b>											
Vector	174	23.2%	7.1%	53.8%	5.5%	0.0%	3.1%	4.3%	0.7%	0.0%	0.0%
Orion	101	15.7%	21.3%	15.6%	26.4%	5.1%	0.0%	8.9%	0.0%	0.0%	2.2%
Eastland Networks	52	26.3%	3.5%	4.1%	4.2%	49.5%	3.5%	0.0%	2.3%	3.1%	1.6%
Unsiion	45	31.2%	11.3%	2.3%	2.2%	4.4%	38.7%	2.2%	1.8%	0.0%	0.0%
Powerco	96	16.8%	33.4%	4.5%	10.2%	0.0%	5.7%	4.3%	11.8%	1.0%	0.0%
WEL Networks	61	15.1%	60.5%	3.2%	7.6%	7.0%	0.0%	3.0%	0.0%	0.0%	0.0%
Wellington Electricity Lines	102	9.1%	45.0%	13.2%	10.6%	0.8%	2.0%	5.0%	4.8%	3.5%	1.0%
<b>SEX</b>											
Male	480	24.3%	20.8%	17.1%	10.0%	7.6%	4.7%	3.8%	2.2%	1.0%	1.4%
Female	520	21.1%	21.7%	22.8%	10.1%	8.3%	3.5%	3.8%	1.7%	2.0%	0.9%
<b>AGE GROUP</b>											
18-29	98	23.7%	27.6%	21.3%	7.2%	4.7%	3.6%	4.7%	2.4%	2.4%	0.0%
30-44	407	25.5%	22.3%	19.2%	10.3%	5.9%	2.9%	5.0%	1.7%	0.7%	1.4%
45-59	274	20.4%	20.0%	22.8%	8.9%	8.9%	4.5%	3.5%	2.2%	1.8%	0.9%
60 plus	221	19.7%	18.0%	17.8%	12.5%	12.1%	5.9%	1.5%	1.8%	2.2%	1.5%
<b>HOUSEHOLD INCOME</b>											
\$20,000 or less	60	18.4%	20.5%	15.6%	14.2%	2.7%	2.7%	5.7%	4.0%	3.4%	2.7%
\$20,001-30,000	83	18.4%	13.6%	26.0%	14.8%	11.4%	2.9%	0.0%	2.9%	5.3%	0.0%
\$30,001-40,000	62	26.5%	19.2%	25.8%	2.9%	6.8%	4.9%	3.5%	0.0%	0.0%	0.0%
\$40,001-50,000	105	22.5%	22.2%	16.5%	11.0%	10.7%	3.9%	4.1%	3.9%	0.0%	0.0%
\$50,001-70,000	145	23.7%	21.2%	17.7%	9.9%	10.0%	4.2%	4.3%	0.7%	3.3%	2.2%
\$70,001-100,000	189	19.6%	22.3%	18.8%	9.9%	10.0%	5.2%	3.3%	1.7%	1.0%	2.0%
More than \$100,000	238	27.7%	24.7%	19.4%	8.1%	4.7%	3.1%	4.3%	1.8%	0.4%	0.4%
<b>Maori</b>											
Pacific Island	33	25.3%	13.9%	29.4%	9.0%	6.0%	0.0%	3.0%	0.0%	6.7%	0.0%
Asian	93	19.9%	22.7%	34.1%	6.2%	1.0%	3.3%	4.6%	1.3%	0.0%	0.0%
<b>MONTHLY SPEND ON POWER</b>											
< \$100 a month	129	22.2%	20.9%	18.3%	6.2%	8.2%	5.0%	9.4%	2.2%	1.9%	1.2%
\$100-\$200	546	23.7%	20.9%	19.7%	10.7%	7.3%	3.8%	3.4%	2.3%	1.1%	1.1%
\$201-\$300	244	19.5%	23.4%	23.5%	10.4%	8.8%	3.2%	2.1%	0.8%	2.6%	1.3%
> \$300 a month	67	26.0%	20.0%	14.4%	10.1%	11.6%	8.7%	3.3%	1.8%	0.0%	1.2%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>											
Yes	309	23.3%	16.2%	18.1%	12.8%	4.3%	2.6%	7.6%	4.9%	4.4%	0.0%
No/ Unsure	691	22.3%	23.5%	20.9%	8.9%	9.6%	4.7%	2.1%	0.6%	0.2%	1.7%

**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 how much would you say your power bill each month is:

ban1 by q1a

	Base	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	Unsure
All	1000	13%	55%	24%	4%	1%	1%	2%
<b>AREA</b>								
Auckland	324	14%	54%	24%	5%	1%	1%	1%
Christchurch	109	11%	59%	24%	4%	0%	0%	2%
Wellington	102	12%	55%	23%	3%	2%	0%	5%
Provincial (NI)	332	15%	53%	24%	4%	0%	3%	1%
Provincial (SI)	133	8%	55%	27%	6%	2%	1%	1%
<b>NETWORK</b>								
Vector	174	16%	52%	22%	6%	2%	0%	2%
Orion	101	12%	58%	23%	4%	0%	0%	3%
Eastland Networks	52	14%	48%	26%	4%	0%	8%	0%
Unison	45	8%	43%	39%	10%	0%	0%	0%
Powerco	96	14%	59%	20%	1%	0%	5%	1%
WEL Networks	61	17%	53%	23%	7%	0%	0%	0%
Wellington Electricity Lines	102	12%	55%	23%	3%	2%	0%	5%
<b>SEX</b>								
Male	480	13%	57%	23%	4%	1%	1%	1%
Female	520	13%	53%	26%	4%	1%	1%	2%
<b>AGE GROUP</b>								
18-29	98	14%	61%	18%	2%	1%	3%	1%
30-44	407	7%	55%	29%	5%	1%	2%	1%
45-59	274	10%	53%	28%	5%	1%	2%	1%
60 plus	221	26%	53%	14%	4%	0%	1%	2%
<b>HOUSEHOLD INCOME</b>								
\$20,000 or less	60	36%	49%	9%	1%	0%	4%	1%
\$20,001-30,000	83	17%	65%	11%	4%	1%	0%	2%
\$30,001-40,000	62	24%	54%	16%	0%	0%	0%	6%
\$40,001-50,000	105	18%	53%	21%	5%	1%	1%	1%
\$50,001-70,000	145	10%	65%	22%	2%	1%	0%	0%
\$70,001-100,000	189	8%	58%	29%	3%	1%	1%	0%
More than \$100,000	238	5%	44%	35%	9%	1%	4%	2%
Maori	110	10%	54%	28%	3%	2%	3%	0%
Pacific Island	33	3%	56%	32%	6%	0%	3%	0%
Asian	93	6%	66%	18%	7%	0%	1%	2%
<b>ELECTRICITY COMPANY</b>								
Contact/ Empower	238	13%	57%	21%	5%	2%	1%	1%
Genesis/ Energy Online	253	13%	53%	26%	6%	0%	1%	1%
Mercury Energy	201	12%	54%	29%	4%	0%	0%	1%
Meridian Energy	101	8%	58%	25%	3%	0%	3%	3%
TrustPower	80	13%	50%	27%	5%	3%	2%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>								
Yes	309	10%	57%	24%	5%	2%	1%	1%
No/ Unsure	691	14%	54%	24%	4%	0%	2%	2%

**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 in the following areas?

Value for money  
ban1 by q3\_1

	Base	1 Very satisfied	2	3	4 satisfied	5 Not at all	Unsure
All	1000	22%	29%	27%	10%	9%	3%
<b>AREA</b>							
Auckland	324	18%	31%	25%	13%	9%	4%
Christchurch	109	30%	26%	29%	6%	6%	3%
Wellington	102	22%	36%	22%	13%	4%	3%
Provincial (NI)	332	24%	25%	28%	8%	11%	4%
Provincial (SI)	133	22%	27%	27%	12%	9%	3%
<b>NETWORK</b>							
Vector	174	17%	31%	23%	15%	10%	4%
Orion	101	32%	26%	28%	6%	5%	3%
Eastland Networks	52	25%	28%	23%	9%	9%	6%
Unison	45	27%	25%	24%	11%	9%	4%
Powerco	96	22%	27%	29%	7%	13%	2%
WEL Networks	61	28%	23%	30%	0%	11%	8%
Wellington Electricity Lines	102	22%	36%	22%	13%	4%	3%
<b>SEX</b>							
Male	480	22%	28%	28%	10%	8%	4%
Female	520	23%	29%	25%	11%	9%	3%
<b>AGE GROUP</b>							
18-29	98	30%	27%	27%	6%	7%	3%
30-44	407	18%	27%	32%	11%	8%	4%
45-59	274	20%	32%	23%	11%	10%	4%
60 plus	221	29%	29%	20%	10%	9%	3%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	38%	23%	15%	3%	18%	3%
\$20,001-30,000	83	27%	24%	20%	10%	15%	4%
\$30,001-40,000	62	28%	36%	20%	3%	7%	6%
\$40,001-50,000	105	22%	29%	28%	9%	10%	2%
\$50,001-70,000	145	24%	29%	25%	13%	6%	3%
\$70,001-100,000	189	21%	26%	30%	13%	6%	4%
More than \$100,000	238	17%	30%	31%	9%	9%	4%
<b>Maori</b>							
Pacific Island	33	24%	13%	25%	21%	13%	4%
Asian	93	12%	33%	29%	11%	9%	6%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	19%	30%	29%	13%	5%	4%
Genesis/ Energy Online	253	21%	32%	28%	8%	8%	3%
Mercury Energy	201	14%	30%	27%	12%	12%	5%
Meridian Energy	101	19%	27%	29%	16%	6%	3%
TrustPower	80	30%	25%	23%	5%	13%	4%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	40%	32%	17%	5%	5%	1%
\$100-\$200	546	23%	29%	26%	10%	8%	4%
\$201-\$300	244	13%	28%	30%	15%	11%	3%
> \$300 a month	67	13%	20%	36%	10%	21%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	25%	35%	22%	9%	7%	2%
No/ Unsure	691	21%	26%	29%	11%	9%	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 in the following areas?

General overall service  
ban1 by q3\_2

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	1000	31%	36%	19%	8%	4%	2%
<b>AREA</b>							
Auckland	324	26%	36%	24%	9%	4%	1%
Christchurch	109	39%	31%	18%	6%	4%	2%
Wellington	102	36%	36%	13%	10%	2%	3%
Provincial (NI)	332	33%	36%	17%	7%	5%	2%
Provincial (SI)	133	29%	43%	17%	6%	2%	3%
<b>NETWORK</b>							
Vector	174	25%	36%	24%	10%	5%	0%
Orion	101	40%	32%	16%	6%	4%	2%
Eastland Networks	52	46%	25%	16%	3%	8%	2%
Unison	45	36%	36%	13%	6%	5%	4%
Powerco	96	31%	41%	16%	9%	3%	0%
WEL Networks	61	34%	38%	17%	2%	3%	6%
Wellington Electricity Lines	102	36%	36%	13%	10%	2%	3%
<b>SEX</b>							
Male	480	28%	40%	19%	7%	4%	2%
Female	520	34%	33%	20%	8%	4%	1%
<b>AGE GROUP</b>							
18-29	98	41%	35%	19%	1%	2%	2%
30-44	407	27%	39%	20%	8%	4%	2%
45-59	274	27%	35%	21%	10%	5%	2%
60 plus	221	38%	33%	15%	8%	4%	2%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	48%	18%	24%	4%	5%	1%
\$20,001-30,000	83	38%	32%	13%	7%	9%	1%
\$30,001-40,000	62	42%	38%	13%	6%	0%	1%
\$40,001-50,000	105	31%	32%	21%	7%	8%	1%
\$50,001-70,000	145	31%	42%	18%	5%	3%	1%
\$70,001-100,000	189	27%	42%	20%	8%	2%	1%
More than \$100,000	238	25%	38%	21%	9%	4%	3%
<b>Maori</b>							
Pacific Island	33	19%	14%	39%	12%	12%	4%
Asian	93	25%	39%	22%	9%	5%	0%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	30%	36%	22%	8%	3%	1%
Genesis/ Energy Online	253	31%	36%	17%	11%	3%	2%
Mercury Energy	201	23%	39%	24%	6%	6%	2%
Meridian Energy	101	22%	41%	19%	10%	4%	4%
TrustPower	80	43%	34%	16%	1%	4%	2%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	49%	32%	10%	6%	2%	1%
\$100-\$200	546	32%	38%	18%	7%	3%	2%
\$201-\$300	244	22%	36%	25%	10%	5%	2%
> \$300 a month	67	22%	28%	27%	11%	10%	2%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	28%	39%	21%	7%	3%	2%
No/ Unsure	691	32%	35%	19%	8%	4%	2%



**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 in the following areas?

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	15%	17%	25%	9%	8%	26%
<b>AREA</b>							
Auckland	324	13%	17%	25%	10%	9%	26%
Christchurch	109	16%	11%	33%	7%	7%	26%
Wellington	102	12%	18%	30%	9%	4%	27%
Provincial (NI)	332	19%	17%	22%	9%	9%	24%
Provincial (SI)	133	15%	18%	19%	10%	8%	30%
<b>NETWORK</b>							
Vector	174	12%	19%	26%	9%	8%	26%
Orion	101	17%	10%	31%	7%	8%	27%
Eastland Networks	52	33%	13%	14%	14%	6%	20%
Unison	45	13%	12%	29%	8%	5%	33%
Powerco	96	15%	18%	28%	4%	7%	28%
WEL Networks	61	19%	30%	22%	7%	9%	13%
Wellington Electricity Lines	102	12%	18%	30%	9%	4%	27%
<b>SEX</b>							
Male	480	15%	16%	25%	9%	8%	27%
Female	520	15%	18%	24%	9%	8%	26%
<b>AGE GROUP</b>							
18-29	98	19%	17%	28%	6%	6%	24%
30-44	407	14%	16%	29%	11%	9%	21%
45-59	274	12%	18%	23%	10%	9%	28%
60 plus	221	21%	18%	16%	6%	7%	32%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	32%	17%	12%	6%	6%	27%
\$20,001-30,000	83	18%	17%	18%	7%	10%	30%
\$30,001-40,000	62	18%	24%	14%	6%	12%	26%
\$40,001-50,000	105	17%	15%	28%	9%	9%	22%
\$50,001-70,000	145	19%	12%	30%	9%	5%	25%
\$70,001-100,000	189	13%	15%	26%	12%	9%	25%
More than \$100,000	238	10%	17%	29%	11%	8%	25%
<b>Maori</b>							
Pacific Island	33	15%	20%	25%	7%	15%	18%
Asian	93	13%	21%	26%	9%	12%	19%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	10%	19%	28%	8%	7%	28%
Genesis/ Energy Online	253	13%	18%	24%	8%	10%	27%
Mercury Energy	201	14%	17%	25%	8%	11%	25%
Meridian Energy	101	17%	21%	29%	13%	4%	16%
TrustPower	80	34%	14%	17%	9%	4%	22%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	24%	17%	19%	6%	4%	30%
\$100-\$200	546	16%	17%	26%	8%	7%	26%
\$201-\$300	244	10%	18%	27%	14%	8%	23%
> \$300 a month	67	9%	15%	23%	10%	22%	21%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	11%	15%	26%	9%	8%	31%
No/ Unsure	691	17%	18%	24%	9%	8%	24%

**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 in the following areas?

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	25%	23%	26%	10%	7%	9%
<b>AREA</b>							
Auckland	324	25%	20%	29%	11%	7%	8%
Christchurch	109	29%	20%	28%	10%	5%	8%
Wellington	102	27%	29%	26%	12%	3%	3%
Provincial (NI)	332	21%	24%	24%	9%	10%	12%
Provincial (SI)	133	28%	27%	20%	11%	4%	10%
<b>NETWORK</b>							
Vector	174	22%	18%	33%	9%	9%	9%
Orion	101	31%	18%	28%	10%	5%	8%
Eastland Networks	52	25%	33%	10%	9%	8%	15%
Unison	45	27%	21%	22%	8%	9%	13%
Powerco	96	18%	20%	35%	7%	9%	11%
WEL Networks	61	26%	27%	22%	7%	6%	12%
Wellington Electricity Lines	102	27%	29%	26%	12%	3%	3%
<b>SEX</b>							
Male	480	22%	23%	29%	10%	5%	11%
Female	520	28%	24%	22%	10%	8%	8%
<b>AGE GROUP</b>							
18-29	98	33%	24%	24%	7%	8%	4%
30-44	407	27%	23%	26%	11%	6%	7%
45-59	274	18%	27%	29%	12%	6%	8%
60 plus	221	25%	19%	23%	8%	8%	17%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	33%	13%	24%	8%	9%	13%
\$20,001-30,000	83	29%	24%	17%	8%	10%	12%
\$30,001-40,000	62	31%	16%	25%	4%	7%	17%
\$40,001-50,000	105	24%	21%	24%	12%	10%	9%
\$50,001-70,000	145	28%	28%	22%	12%	4%	6%
\$70,001-100,000	189	18%	27%	28%	11%	7%	9%
More than \$100,000	238	24%	24%	29%	11%	7%	5%
<b>Maori</b>							
Pacific Island	33	26%	23%	22%	4%	9%	16%
Asian	93	28%	23%	25%	5%	10%	9%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	34%	22%	23%	10%	4%	7%
Genesis/ Energy Online	253	23%	26%	23%	12%	7%	9%
Mercury Energy	201	15%	22%	33%	10%	10%	10%
Meridian Energy	101	14%	26%	34%	11%	8%	7%
TrustPower	80	28%	27%	19%	10%	4%	12%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	33%	24%	22%	5%	4%	12%
\$100-\$200	546	26%	21%	26%	11%	7%	9%
\$201-\$300	244	18%	26%	28%	12%	8%	8%
> \$300 a month	67	27%	29%	19%	4%	12%	9%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	26%	21%	29%	9%	5%	10%
No/ Unsure	691	24%	24%	25%	10%	8%	9%

**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 in the following areas?

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	35%	25%	21%	8%	5%	6%
<b>AREA</b>							
Auckland	324	33%	23%	24%	6%	7%	7%
Christchurch	109	40%	22%	17%	5%	7%	9%
Wellington	102	37%	25%	18%	10%	7%	3%
Provincial (NI)	332	36%	26%	19%	9%	4%	6%
Provincial (SI)	133	33%	30%	23%	6%	3%	5%
<b>NETWORK</b>							
Vector	174	31%	22%	23%	7%	10%	7%
Orion	101	43%	20%	17%	5%	6%	9%
Eastland Networks	52	37%	31%	12%	3%	7%	10%
Unison	45	35%	10%	34%	14%	0%	7%
Powerco	96	39%	31%	15%	10%	2%	3%
WEL Networks	61	40%	27%	20%	3%	3%	7%
Wellington Electricity Lines	102	37%	25%	18%	10%	7%	3%
<b>SEX</b>							
Male	480	31%	27%	20%	9%	7%	6%
Female	520	39%	23%	22%	6%	4%	6%
<b>AGE GROUP</b>							
18-29	98	25%	32%	28%	5%	4%	6%
30-44	407	32%	25%	23%	9%	5%	6%
45-59	274	35%	25%	17%	8%	7%	8%
60 plus	221	46%	22%	18%	6%	4%	4%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	39%	19%	26%	5%	5%	6%
\$20,001-30,000	83	39%	20%	22%	5%	8%	6%
\$30,001-40,000	62	34%	25%	21%	3%	4%	13%
\$40,001-50,000	105	37%	23%	25%	6%	5%	4%
\$50,001-70,000	145	41%	25%	14%	5%	8%	7%
\$70,001-100,000	189	32%	24%	25%	11%	4%	4%
More than \$100,000	238	29%	32%	19%	10%	6%	4%
<b>Maori</b>							
Pacific Island	33	22%	7%	36%	9%	15%	11%
Asian	93	24%	21%	25%	8%	12%	10%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	25%	28%	26%	8%	8%	5%
Genesis/ Energy Online	253	36%	24%	21%	8%	3%	8%
Mercury Energy	201	44%	21%	14%	7%	8%	6%
Meridian Energy	101	21%	28%	32%	10%	4%	5%
TrustPower	80	38%	29%	25%	4%	2%	2%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	42%	30%	13%	6%	5%	4%
\$100-\$200	546	36%	25%	21%	6%	5%	7%
\$201-\$300	244	34%	25%	22%	10%	5%	4%
> \$300 a month	67	26%	17%	28%	11%	11%	7%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	33%	26%	21%	8%	5%	7%
No/ Unsure	691	37%	25%	21%	7%	5%	5%

**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	31%	68%	1%
<b>AREA</b>				
Auckland	324	30%	70%	0%
Christchurch	109	48%	52%	0%
Wellington	102	38%	61%	1%
Provincial (NI)	332	24%	75%	1%
Provincial (SI)	133	31%	68%	1%
<b>NETWORK</b>				
Vector	174	29%	71%	0%
Orion	101	46%	54%	0%
Eastland Networks	52	13%	87%	0%
Unison	45	15%	81%	4%
Powerco	96	35%	64%	1%
WEL Networks	61	22%	77%	1%
Wellington Electricity Lines	102	38%	61%	1%
<b>SEX</b>				
Male	480	33%	67%	0%
Female	520	29%	70%	1%
<b>AGE GROUP</b>				
18-29	98	38%	62%	0%
30-44	407	34%	65%	1%
45-59	274	30%	70%	0%
60 plus	221	24%	75%	1%
<b>HOUSEHOLD INCOME</b>				
\$20,000 or less	60	25%	72%	3%
\$20,001-30,000	83	33%	67%	0%
\$30,001-40,000	62	30%	70%	0%
\$40,001-50,000	105	25%	75%	0%
\$50,001-70,000	145	35%	64%	1%
\$70,001-100,000	189	31%	68%	1%
More than \$100,000	238	35%	65%	0%
<b>Maori</b>				
Pacific Island	33	34%	66%	0%
Asian	93	30%	70%	0%
<b>ELECTRICITY COMPANY</b>				
Contact/ Empower	238	30%	69%	1%
Genesis/ Energy Online	253	23%	77%	0%
Mercury Energy	201	28%	72%	0%
Meridian Energy	101	39%	59%	2%
TrustPower	80	17%	83%	0%
<b>MONTHLY SPEND ON POWER</b>				
< \$100 a month	129	25%	75%	0%
\$100-\$200	546	32%	67%	1%
\$201-\$300	244	31%	69%	0%
> \$300 a month	67	36%	63%	1%

**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	309	84%	13%	3%	0%
<b>AREA</b>					
Auckland	98	82%	16%	2%	0%
Christchurch	52	92%	6%	2%	0%
Wellington	39	89%	8%	3%	0%
Provincial (NI)	79	80%	16%	4%	0%
Provincial (SI)	41	83%	12%	5%	0%
<b>NETWORK</b>					
Vector	50	85%	15%	0%	0%
Orion	46	91%	6%	3%	0%
Eastland Networks	7	82%	18%	0%	0%
Unison	7	85%	0%	15%	0%
Powerco	33	75%	21%	4%	0%
WEL Networks	13	85%	15%	0%	0%
Wellington Electricity Lines	39	89%	8%	3%	0%
<b>SEX</b>					
Male	159	81%	14%	5%	0%
Female	151	87%	11%	2%	0%
<b>AGE GROUP</b>					
18-29	37	81%	13%	6%	0%
30-44	137	84%	14%	2%	0%
45-59	81	84%	12%	4%	0%
60 plus	53	89%	9%	2%	0%
<b>HOUSEHOLD INCOME</b>					
\$20,000 or less	15	85%	15%	0%	0%
\$20,001-30,000	28	80%	20%	0%	0%
\$30,001-40,000	19	87%	13%	0%	0%
\$40,001-50,000	26	77%	18%	5%	0%
\$50,001-70,000	51	82%	10%	8%	0%
\$70,001-100,000	58	84%	12%	4%	0%
More than \$100,000	83	87%	10%	3%	0%
<b>Maori</b>					
Pacific Island	11	72%	8%	20%	0%
Asian	27	86%	11%	3%	0%
<b>ELECTRICITY COMPANY</b>					
Contact/ Empower	72	84%	14%	2%	0%
Genesis/ Energy Online	58	87%	9%	4%	0%
Mercury Energy	56	80%	16%	4%	0%
Meridian Energy	39	72%	25%	3%	0%
TrustPower	13	100%	0%	0%	0%
<b>MONTHLY SPEND ON POWER</b>					
< \$100 a month	32	97%	3%	0%	0%
\$100-\$200	176	83%	14%	3%	0%
\$201-\$300	75	85%	12%	3%	0%
> \$300 a month	24	73%	18%	9%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>					
Yes	309	84%	13%	3%	0%
No/ Unsure	0	0%	0%	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 change as a result of..  
ban1 by q4b

	Base	Approaching another company to switch	Being approached by another company to switch	Switching companies on-line using a price comparison website	Unsure	Other
All	309	15%	57%	21%	1%	6%
<b>AREA</b>						
Auckland	98	17%	57%	18%	1%	7%
Christchurch	52	16%	62%	20%	0%	2%
Wellington	39	12%	59%	24%	0%	5%
Provincial (NI)	79	12%	57%	22%	0%	9%
Provincial (SI)	41	17%	51%	22%	3%	7%
<b>NETWORK</b>						
Vector	50	22%	50%	16%	2%	10%
Orion	46	14%	63%	21%	0%	2%
Eastland Networks	7	0%	39%	49%	0%	12%
Unison	7	15%	43%	42%	0%	0%
Powerco	33	15%	55%	17%	0%	13%
WEL Networks	13	7%	54%	22%	0%	17%
Wellington Electricity Lines	39	12%	59%	24%	0%	5%
<b>SEX</b>						
Male	159	17%	54%	21%	1%	7%
Female	151	12%	62%	20%	0%	6%
<b>AGE GROUP</b>						
18-29	37	16%	59%	19%	0%	6%
30-44	137	15%	54%	22%	0%	9%
45-59	81	16%	58%	21%	2%	3%
60 plus	53	10%	64%	20%	1%	5%
<b>HOUSEHOLD INCOME</b>						
\$20,000 or less	15	15%	62%	8%	0%	15%
\$20,001-30,000	28	10%	73%	11%	0%	6%
\$30,001-40,000	19	19%	60%	15%	0%	6%
\$40,001-50,000	26	25%	47%	13%	3%	12%
\$50,001-70,000	51	15%	55%	22%	0%	8%
\$70,001-100,000	58	15%	60%	18%	0%	7%
More than \$100,000	83	11%	55%	28%	1%	5%
<b>Maori</b>						
Pacific Island	11	17%	54%	29%	0%	0%
Asian	27	15%	56%	21%	0%	8%
<b>ELECTRICITY COMPANY</b>						
Contact/ Empower	72	17%	61%	11%	0%	11%
Genesis/ Energy Online	58	21%	34%	39%	2%	4%
Mercury Energy	56	5%	87%	5%	0%	3%
Meridian Energy	39	13%	58%	24%	0%	5%
TrustPower	13	15%	79%	0%	0%	6%
<b>MONTHLY SPEND ON POWER</b>						
< \$100 a month	32	21%	43%	27%	0%	9%
\$100-\$200	176	12%	61%	18%	1%	8%
\$201-\$300	75	16%	58%	26%	0%	0%
> \$300 a month	24	22%	44%	21%	5%	8%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>						
Yes	309	15%	57%	21%	1%	6%
No/ Unsure	0	0%	0%	0%	0%	0%

**APPROACH INITIATED BY ADVERTISING**

Did you approach another company because of advertising that encouraged you to visit a price comparison website or because you visited a price comparison website?

ban1 by q4b2

	Base	Yes	No	Unsure
All	45	45%	50%	5%
<b>AREA</b>				
Auckland	16	32%	61%	7%
Christchurch	8	50%	50%	0%
Wellington	5	52%	48%	0%
Provincial (NI)	9	58%	31%	11%
Provincial (SI)	7	50%	50%	0%
<b>NETWORK</b>				
Vector	11	36%	53%	11%
Orion	6	49%	51%	0%
Eastland Networks	0	0%	0%	0%
Unison	1	0%	0%	100%
Powerco	5	81%	19%	0%
WEL Networks	1	0%	100%	0%
Wellington Electricity Lines	5	52%	48%	0%
<b>SEX</b>				
Male	27	38%	58%	4%
Female	18	56%	37%	7%
<b>AGE GROUP</b>				
18-29	6	80%	20%	0%
30-44	21	48%	47%	5%
45-59	13	45%	46%	9%
60 plus	6	0%	100%	0%
<b>HOUSEHOLD INCOME</b>				
\$20,000 or less	2	100%	0%	0%
\$20,001-30,000	3	42%	58%	0%
\$30,001-40,000	4	54%	46%	0%
\$40,001-50,000	7	54%	28%	18%
\$50,001-70,000	8	31%	69%	0%
\$70,001-100,000	9	37%	51%	12%
More than \$100,000	9	43%	57%	0%
<b>Maori</b>				
Pacific Island	2	49%	51%	0%
Asian	4	100%	0%	0%
<b>ELECTRICITY COMPANY</b>				
Contact/ Empower	13	50%	50%	0%
Genesis/ Energy Online	12	43%	57%	0%
Mercury Energy	3	0%	64%	36%
Meridian Energy	5	0%	76%	24%
TrustPower	2	59%	41%	0%
<b>MONTHLY SPEND ON POWER</b>				
< \$100 a month	7	63%	37%	0%
\$100-\$200	21	36%	58%	6%
\$201-\$300	12	58%	33%	9%
> \$300 a month	5	36%	64%	0%

**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - A VISIT TO YOUR HOME BY A RETAIL REPRESENTATIVE**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

A visit to your home by a retail representative  
ban1 by q4d\_1

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	9%	14%	22%	17%	36%	2%
<b>AREA</b>							
Auckland	324	10%	13%	24%	16%	36%	1%
Christchurch	109	10%	17%	25%	16%	30%	2%
Wellington	102	10%	22%	24%	13%	27%	4%
Provincial (NI)	332	9%	11%	22%	18%	39%	1%
Provincial (SI)	133	6%	18%	16%	22%	37%	1%
<b>NETWORK</b>							
Vector	174	13%	8%	24%	16%	38%	1%
Orion	101	11%	16%	25%	17%	29%	2%
Eastland Networks	52	21%	7%	19%	19%	33%	1%
Unsiion	45	4%	18%	30%	17%	31%	0%
Powerco	96	8%	14%	16%	14%	46%	2%
WEL Networks	61	7%	9%	30%	23%	31%	0%
Wellington Electricity Lines	102	10%	22%	24%	13%	27%	4%
<b>SEX</b>							
Male	480	10%	16%	23%	19%	31%	1%
Female	520	9%	13%	21%	15%	40%	2%
<b>AGE GROUP</b>							
18-29	98	12%	17%	27%	14%	30%	0%
30-44	407	8%	15%	24%	19%	33%	1%
45-59	274	11%	14%	20%	16%	37%	2%
60 plus	221	9%	11%	19%	15%	42%	4%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	21%	6%	15%	14%	43%	1%
\$20,001-30,000	83	9%	16%	25%	12%	36%	2%
\$30,001-40,000	62	11%	13%	20%	17%	36%	3%
\$40,001-50,000	105	14%	11%	26%	15%	33%	1%
\$50,001-70,000	145	11%	14%	28%	13%	33%	1%
\$70,001-100,000	189	4%	16%	22%	26%	31%	1%
More than \$100,000	238	8%	16%	22%	18%	35%	1%
<b>Maori</b>							
Pacific Island	33	8%	17%	42%	13%	20%	0%
Asian	93	15%	12%	26%	9%	38%	0%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	12%	14%	26%	17%	30%	1%
Genesis/ Energy Online	253	6%	13%	20%	18%	41%	2%
Mercury Energy	201	11%	15%	22%	17%	34%	1%
Meridian Energy	101	11%	11%	28%	15%	31%	4%
TrustPower	80	12%	14%	13%	18%	42%	1%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	9%	8%	21%	12%	48%	2%
\$100-\$200	546	10%	14%	24%	15%	35%	2%
\$201-\$300	244	8%	17%	21%	22%	31%	1%
> \$300 a month	67	16%	16%	20%	17%	30%	1%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	14%	20%	25%	16%	24%	1%
No/ Unsure	691	7%	12%	21%	17%	41%	2%



**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - A PHONE CALL FROM ANOTHER RETAILER**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

A phone call from another retailer  
ban1 by q4d\_2

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	6%	14%	24%	21%	34%	1%
<b>AREA</b>							
Auckland	324	6%	13%	27%	20%	32%	2%
Christchurch	109	5%	15%	26%	24%	28%	2%
Wellington	102	4%	17%	18%	27%	31%	3%
Provincial (NI)	332	6%	14%	22%	19%	39%	0%
Provincial (SI)	133	7%	10%	24%	23%	33%	3%
<b>NETWORK</b>							
Vector	174	6%	12%	27%	23%	31%	1%
Orion	101	4%	17%	24%	25%	28%	2%
Eastland Networks	52	11%	17%	20%	18%	34%	0%
Unison	45	4%	13%	23%	18%	42%	0%
Powerco	96	7%	15%	19%	13%	45%	1%
WEL Networks	61	3%	14%	24%	30%	29%	0%
Wellington Electricity Lines	102	4%	17%	18%	27%	31%	3%
<b>SEX</b>							
Male	480	6%	14%	25%	22%	31%	2%
Female	520	6%	13%	23%	21%	36%	1%
<b>AGE GROUP</b>							
18-29	98	3%	17%	31%	20%	29%	0%
30-44	407	4%	14%	28%	24%	29%	1%
45-59	274	10%	16%	20%	21%	32%	1%
60 plus	221	6%	10%	18%	17%	46%	3%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	17%	11%	18%	11%	42%	1%
\$20,001-30,000	83	5%	11%	25%	20%	36%	3%
\$30,001-40,000	62	6%	14%	27%	15%	37%	1%
\$40,001-50,000	105	9%	16%	23%	17%	33%	2%
\$50,001-70,000	145	8%	18%	29%	17%	26%	2%
\$70,001-100,000	189	3%	12%	25%	25%	34%	1%
More than \$100,000	238	4%	14%	23%	27%	31%	1%
<b>Maori</b>							
Pacific Island	33	7%	17%	44%	12%	20%	0%
Asian	93	4%	17%	32%	17%	28%	2%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	5%	13%	29%	24%	28%	1%
Genesis/ Energy Online	253	6%	15%	19%	18%	41%	1%
Mercury Energy	201	7%	13%	21%	24%	34%	1%
Meridian Energy	101	8%	13%	26%	21%	29%	3%
TrustPower	80	7%	12%	28%	16%	36%	1%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	5%	12%	22%	16%	44%	1%
\$100-\$200	546	6%	13%	25%	22%	33%	1%
\$201-\$300	244	7%	16%	27%	21%	29%	0%
> \$300 a month	67	7%	16%	15%	21%	38%	3%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	7%	20%	26%	22%	24%	1%
No/ Unsure	691	6%	10%	23%	21%	38%	2%

**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - INFORMATION IN THE MAIL FROM AN INDEPENDENT GOVERNMENT OR CONSUMER AGENCY**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

Information in the mail from an independent government or consumer agency  
ban1 by q4d\_3

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	12%	26%	28%	13%	19%	2%
<b>AREA</b>							
Auckland	324	15%	25%	29%	11%	18%	2%
Christchurch	109	13%	32%	27%	12%	14%	2%
Wellington	102	9%	32%	24%	19%	14%	2%
Provincial (NI)	332	12%	24%	29%	13%	22%	0%
Provincial (SI)	133	9%	23%	28%	16%	20%	4%
<b>NETWORK</b>							
Vector	174	19%	22%	31%	13%	13%	2%
Orion	101	12%	32%	26%	12%	15%	3%
Eastland Networks	52	20%	21%	25%	7%	27%	0%
Unison	45	6%	22%	42%	8%	19%	3%
Powerco	96	12%	24%	28%	15%	21%	0%
WEL Networks	61	15%	26%	34%	14%	11%	0%
Wellington Electricity Lines	102	9%	32%	24%	19%	14%	2%
<b>SEX</b>							
Male	480	12%	26%	26%	15%	20%	1%
Female	520	13%	25%	30%	12%	17%	3%
<b>AGE GROUP</b>							
18-29	98	10%	30%	32%	13%	14%	1%
30-44	407	13%	28%	31%	13%	14%	1%
45-59	274	13%	26%	26%	12%	20%	3%
60 plus	221	12%	18%	23%	16%	27%	4%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	14%	19%	22%	7%	33%	5%
\$20,001-30,000	83	7%	17%	36%	10%	27%	3%
\$30,001-40,000	62	10%	22%	24%	19%	21%	4%
\$40,001-50,000	105	17%	18%	30%	15%	18%	2%
\$50,001-70,000	145	17%	31%	26%	11%	12%	3%
\$70,001-100,000	189	11%	32%	27%	13%	16%	1%
More than \$100,000	238	11%	28%	29%	16%	15%	1%
<b>Maori</b>							
Pacific Island	33	16%	25%	29%	13%	10%	7%
Asian	93	26%	18%	23%	9%	19%	5%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	13%	24%	34%	12%	15%	2%
Genesis/ Energy Online	253	11%	28%	25%	14%	20%	2%
Mercury Energy	201	14%	26%	28%	12%	18%	2%
Meridian Energy	101	14%	25%	31%	14%	14%	2%
TrustPower	80	10%	20%	24%	18%	27%	1%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	8%	25%	24%	15%	25%	3%
\$100-\$200	546	13%	26%	28%	14%	17%	2%
\$201-\$300	244	13%	26%	33%	9%	17%	2%
> \$300 a month	67	10%	26%	24%	15%	24%	1%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	11%	27%	30%	14%	17%	1%
No/ Unsure	691	13%	25%	28%	13%	19%	2%

**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - RETAILER WEBSITE**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

Retailer website  
ban1 by q4d\_4

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	8%	16%	29%	17%	26%	4%
<b>AREA</b>							
Auckland	324	11%	15%	30%	17%	23%	4%
Christchurch	109	7%	17%	33%	16%	22%	5%
Wellington	102	2%	19%	30%	23%	22%	4%
Provincial (NI)	332	7%	14%	28%	16%	32%	3%
Provincial (SI)	133	9%	17%	30%	18%	23%	3%
<b>NETWORK</b>							
Vector	174	12%	16%	29%	17%	20%	6%
Orion	101	7%	17%	33%	15%	23%	5%
Eastland Networks	52	11%	6%	25%	13%	39%	6%
Unison	45	6%	12%	28%	14%	38%	2%
Powerco	96	9%	17%	25%	18%	27%	4%
WEL Networks	61	7%	19%	37%	14%	22%	1%
Wellington Electricity Lines	102	2%	19%	30%	23%	22%	4%
<b>SEX</b>							
Male	480	8%	18%	29%	17%	25%	3%
Female	520	8%	14%	30%	17%	27%	4%
<b>AGE GROUP</b>							
18-29	98	8%	22%	45%	13%	11%	1%
30-44	407	8%	18%	32%	19%	21%	2%
45-59	274	9%	16%	28%	18%	26%	3%
60 plus	221	7%	8%	18%	16%	42%	9%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	16%	7%	25%	8%	37%	7%
\$20,001-30,000	83	5%	14%	24%	14%	37%	6%
\$30,001-40,000	62	6%	12%	27%	12%	33%	10%
\$40,001-50,000	105	17%	13%	27%	14%	24%	5%
\$50,001-70,000	145	13%	16%	33%	12%	24%	2%
\$70,001-100,000	189	6%	20%	31%	22%	20%	1%
More than \$100,000	238	4%	17%	34%	23%	20%	2%
<b>Maori</b>							
Pacific Island	33	13%	14%	28%	26%	15%	4%
Asian	93	18%	17%	33%	10%	17%	5%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	11%	16%	29%	21%	20%	3%
Genesis/ Energy Online	253	7%	15%	29%	16%	27%	6%
Mercury Energy	201	7%	17%	29%	18%	25%	4%
Meridian Energy	101	2%	11%	34%	19%	30%	4%
TrustPower	80	8%	9%	29%	17%	33%	4%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	9%	9%	26%	12%	36%	8%
\$100-\$200	546	10%	16%	27%	19%	24%	4%
\$201-\$300	244	5%	15%	37%	18%	22%	3%
> \$300 a month	67	3%	21%	27%	15%	31%	3%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	9%	19%	28%	18%	24%	2%
No/ Unsure	691	7%	14%	30%	17%	27%	5%

**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - AN INDEPENDENT WEBSITE THAT COMPARES THE PRICES OF DIFFERENT RETAILERS**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

An independent website that compares the prices of different retailers  
ban1 by q4d\_5

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	29%	29%	17%	9%	13%	3%
<b>AREA</b>							
Auckland	324	34%	28%	16%	8%	11%	3%
Christchurch	109	29%	38%	13%	9%	8%	3%
Wellington	102	24%	40%	15%	11%	9%	1%
Provincial (NI)	332	26%	25%	21%	8%	17%	3%
Provincial (SI)	133	28%	23%	17%	14%	14%	4%
<b>NETWORK</b>							
Vector	174	37%	23%	17%	11%	8%	4%
Orion	101	29%	36%	14%	10%	8%	3%
Eastland Networks	52	28%	20%	18%	7%	22%	5%
Unison	45	19%	32%	19%	6%	19%	5%
Powerco	96	27%	20%	30%	6%	14%	3%
WEL Networks	61	24%	37%	17%	8%	11%	3%
Wellington Electricity Lines	102	24%	40%	15%	11%	9%	1%
<b>SEX</b>							
Male	480	30%	29%	18%	9%	12%	2%
Female	520	28%	28%	17%	9%	14%	4%
<b>AGE GROUP</b>							
18-29	98	37%	25%	23%	9%	6%	0%
30-44	407	34%	33%	16%	8%	8%	1%
45-59	274	25%	31%	17%	12%	13%	2%
60 plus	221	21%	18%	17%	9%	26%	9%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	28%	19%	17%	3%	28%	5%
\$20,001-30,000	83	23%	18%	20%	8%	24%	7%
\$30,001-40,000	62	19%	23%	25%	9%	20%	4%
\$40,001-50,000	105	27%	24%	25%	9%	13%	2%
\$50,001-70,000	145	34%	29%	15%	11%	8%	3%
\$70,001-100,000	189	29%	35%	18%	10%	7%	1%
More than \$100,000	238	34%	35%	13%	8%	9%	1%
<b>Maori</b>							
Maori	110	29%	22%	22%	7%	17%	3%
<b>Pacific Island</b>							
Pacific Island	33	23%	29%	20%	9%	19%	0%
<b>Asian</b>							
Asian	93	42%	22%	18%	11%	5%	2%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	30%	35%	17%	6%	10%	2%
Genesis/ Energy Online	253	30%	31%	14%	10%	12%	3%
Mercury Energy	201	31%	24%	21%	10%	11%	3%
Meridian Energy	101	24%	28%	20%	11%	13%	4%
TrustPower	80	16%	21%	19%	13%	26%	5%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	28%	19%	14%	13%	21%	5%
\$100-\$200	546	30%	28%	19%	9%	11%	3%
\$201-\$300	244	30%	33%	16%	9%	11%	1%
> \$300 a month	67	22%	31%	19%	8%	16%	4%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	32%	32%	17%	8%	10%	1%
No/ Unsure	691	28%	27%	18%	9%	14%	4%

**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - AN ADVERT THAT SHOWS YOU HOW TO SWITCH**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

An advert that shows you how to switch  
ban1 by q4d\_6

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	11%	21%	29%	14%	23%	2%
<b>AREA</b>							
Auckland	324	13%	22%	28%	14%	21%	2%
Christchurch	109	11%	24%	22%	19%	23%	1%
Wellington	102	6%	23%	35%	18%	16%	2%
Provincial (NI)	332	10%	18%	31%	11%	28%	2%
Provincial (SI)	133	8%	18%	30%	17%	24%	3%
<b>NETWORK</b>							
Vector	174	14%	23%	28%	13%	20%	2%
Orion	101	8%	24%	24%	18%	25%	1%
Eastland Networks	52	23%	10%	24%	11%	28%	4%
Unison	45	4%	15%	40%	15%	23%	3%
Powerco	96	10%	18%	31%	9%	28%	4%
WEL Networks	61	5%	17%	40%	14%	24%	0%
Wellington Electricity Lines	102	6%	23%	35%	18%	16%	2%
<b>SEX</b>							
Male	480	11%	20%	29%	16%	23%	1%
Female	520	11%	21%	29%	13%	24%	2%
<b>AGE GROUP</b>							
18-29	98	12%	24%	30%	14%	19%	1%
30-44	407	10%	23%	32%	18%	17%	0%
45-59	274	11%	20%	31%	9%	27%	2%
60 plus	221	11%	15%	21%	14%	33%	6%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	14%	13%	22%	12%	32%	7%
\$20,001-30,000	83	12%	19%	24%	15%	27%	3%
\$30,001-40,000	62	7%	31%	21%	11%	26%	4%
\$40,001-50,000	105	17%	22%	24%	12%	24%	1%
\$50,001-70,000	145	15%	22%	35%	5%	18%	5%
\$70,001-100,000	189	7%	20%	36%	16%	20%	1%
More than \$100,000	238	8%	19%	32%	20%	20%	1%
<b>Maori</b>							
Pacific Island	33	23%	24%	27%	19%	7%	0%
Asian	93	17%	29%	24%	6%	23%	1%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	13%	20%	32%	16%	17%	2%
Genesis/ Energy Online	253	9%	21%	28%	11%	28%	3%
Mercury Energy	201	11%	26%	26%	13%	22%	2%
Meridian Energy	101	9%	22%	30%	14%	24%	1%
TrustPower	80	12%	12%	29%	19%	23%	5%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	12%	17%	23%	15%	31%	2%
\$100-\$200	546	11%	22%	30%	13%	21%	3%
\$201-\$300	244	11%	22%	31%	14%	20%	2%
> \$300 a month	67	5%	12%	26%	23%	33%	1%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	11%	23%	32%	15%	18%	1%
No/ Unsure	691	10%	19%	28%	14%	26%	3%

**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - AN ADVERT THAT TELLS THE STORY OF PEOPLE WHO HAVE SWITCHED**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

An advert that tells the story of people who have switched  
ban1 by q4d\_7

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	7%	16%	28%	19%	27%	3%
<b>AREA</b>							
Auckland	324	9%	17%	30%	17%	23%	4%
Christchurch	109	10%	16%	31%	15%	25%	3%
Wellington	102	4%	18%	24%	25%	27%	2%
Provincial (NI)	332	5%	13%	28%	19%	31%	4%
Provincial (SI)	133	6%	15%	23%	21%	31%	4%
<b>NETWORK</b>							
Vector	174	10%	16%	32%	18%	20%	4%
Orion	101	10%	16%	30%	14%	27%	3%
Eastland Networks	52	12%	8%	31%	16%	31%	2%
Unison	45	2%	10%	36%	9%	39%	4%
Powerco	96	4%	11%	26%	17%	37%	5%
WEL Networks	61	7%	15%	30%	30%	16%	2%
Wellington Electricity Lines	102	4%	18%	24%	25%	27%	2%
<b>SEX</b>							
Male	480	6%	16%	29%	20%	26%	3%
Female	520	8%	16%	27%	18%	28%	3%
<b>AGE GROUP</b>							
18-29	98	6%	21%	32%	24%	16%	1%
30-44	407	7%	19%	30%	19%	23%	2%
45-59	274	7%	12%	28%	19%	30%	4%
60 plus	221	8%	10%	24%	15%	37%	6%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	9%	16%	25%	9%	32%	9%
\$20,001-30,000	83	9%	11%	26%	17%	28%	9%
\$30,001-40,000	62	5%	16%	28%	14%	35%	2%
\$40,001-50,000	105	14%	11%	27%	20%	27%	1%
\$50,001-70,000	145	8%	12%	37%	17%	22%	4%
\$70,001-100,000	189	5%	18%	31%	19%	26%	1%
More than \$100,000	238	5%	20%	26%	24%	23%	2%
<b>Ethnicity</b>							
Maori	110	7%	18%	31%	20%	21%	3%
Pacific Island	33	10%	21%	34%	20%	8%	7%
Asian	93	16%	25%	22%	12%	20%	5%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	6%	18%	27%	20%	25%	4%
Genesis/ Energy Online	253	7%	15%	30%	16%	28%	4%
Mercury Energy	201	8%	16%	31%	20%	22%	3%
Meridian Energy	101	5%	15%	24%	24%	28%	4%
TrustPower	80	10%	12%	28%	14%	34%	2%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	9%	14%	25%	16%	32%	4%
\$100-\$200	546	7%	15%	27%	20%	27%	4%
\$201-\$300	244	6%	18%	32%	18%	24%	2%
> \$300 a month	67	6%	16%	31%	18%	27%	2%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	7%	19%	29%	21%	23%	1%
No/ Unsure	691	7%	14%	28%	18%	29%	4%

**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - ADVICE FROM A CONSUMER'S ADVOCATE LIKE FAIR GO OR CONSUMER NZ**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

Advice from a consumer's advocate like Fair Go or Consumer NZ  
ban1 by q4d\_8

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	23%	33%	22%	8%	12%	2%
<b>AREA</b>							
Auckland	324	27%	31%	22%	8%	10%	2%
Christchurch	109	21%	36%	20%	9%	11%	3%
Wellington	102	17%	36%	24%	9%	11%	3%
Provincial (NI)	332	20%	33%	25%	5%	15%	2%
Provincial (SI)	133	26%	37%	15%	9%	10%	3%
<b>NETWORK</b>							
Vector	174	26%	29%	26%	9%	8%	2%
Orion	101	21%	36%	20%	9%	11%	3%
Eastland Networks	52	28%	23%	28%	3%	16%	2%
Unison	45	11%	35%	37%	0%	15%	2%
Powerco	96	27%	26%	22%	7%	16%	2%
WEL Networks	61	8%	53%	20%	8%	9%	2%
Wellington Electricity Lines	102	17%	36%	24%	9%	11%	3%
<b>SEX</b>							
Male	480	20%	36%	21%	8%	13%	2%
Female	520	25%	30%	24%	7%	11%	3%
<b>AGE GROUP</b>							
18-29	98	31%	33%	22%	7%	6%	1%
30-44	407	22%	37%	23%	9%	7%	2%
45-59	274	23%	35%	20%	5%	15%	2%
60 plus	221	22%	23%	22%	9%	20%	4%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	28%	24%	20%	3%	19%	6%
\$20,001-30,000	83	22%	30%	23%	5%	14%	6%
\$30,001-40,000	62	19%	31%	26%	3%	17%	4%
\$40,001-50,000	105	31%	26%	14%	11%	14%	4%
\$50,001-70,000	145	25%	35%	21%	9%	9%	1%
\$70,001-100,000	189	20%	40%	24%	9%	6%	1%
More than \$100,000	238	19%	39%	23%	8%	10%	1%
<b>Ethnicity</b>							
Maori	110	30%	32%	17%	5%	13%	3%
Pacific Island	33	20%	39%	13%	12%	9%	7%
Asian	93	31%	27%	29%	8%	3%	2%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	24%	36%	23%	8%	8%	1%
Genesis/ Energy Online	253	23%	32%	22%	6%	14%	3%
Mercury Energy	201	22%	32%	25%	10%	9%	2%
Meridian Energy	101	17%	39%	26%	3%	11%	4%
TrustPower	80	22%	22%	23%	10%	18%	5%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	25%	25%	17%	10%	19%	4%
\$100-\$200	546	24%	35%	22%	7%	10%	2%
\$201-\$300	244	22%	32%	26%	8%	11%	1%
> \$300 a month	67	19%	36%	20%	11%	13%	1%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	26%	40%	15%	9%	9%	1%
No/ Unsure	691	22%	30%	25%	7%	13%	3%

**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - ADVICE FROM A BUDGET ADVISOR OR WORK AND INCOME OR  
CITIZENS ADVICE BUREAU**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

Advice from a budget advisor or Work and Income or Citizens Advice Bureau  
ban1 by q4d\_9

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	11%	22%	23%	12%	27%	5%
<b>AREA</b>							
Auckland	324	13%	21%	26%	12%	23%	5%
Christchurch	109	19%	19%	20%	14%	26%	2%
Wellington	102	11%	31%	19%	13%	22%	4%
Provincial (NI)	332	7%	20%	25%	11%	30%	7%
Provincial (SI)	133	10%	22%	20%	12%	30%	6%
<b>NETWORK</b>							
Vector	174	15%	21%	26%	14%	19%	5%
Orion	101	17%	18%	21%	14%	28%	2%
Eastland Networks	52	10%	25%	29%	7%	27%	2%
Unison	45	7%	8%	32%	12%	31%	10%
Powerco	96	7%	21%	23%	10%	28%	11%
WEL Networks	61	4%	30%	26%	9%	28%	3%
Wellington Electricity Lines	102	11%	31%	19%	13%	22%	4%
<b>SEX</b>							
Male	480	9%	20%	24%	13%	29%	5%
Female	520	13%	23%	23%	11%	24%	6%
<b>AGE GROUP</b>							
18-29	98	18%	26%	33%	10%	12%	1%
30-44	407	12%	24%	26%	13%	22%	3%
45-59	274	11%	18%	21%	13%	28%	9%
60 plus	221	6%	19%	17%	11%	40%	7%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	13%	24%	22%	8%	28%	5%
\$20,001-30,000	83	12%	24%	25%	10%	25%	4%
\$30,001-40,000	62	10%	24%	22%	7%	25%	12%
\$40,001-50,000	105	14%	24%	24%	11%	22%	5%
\$50,001-70,000	145	14%	25%	29%	8%	19%	5%
\$70,001-100,000	189	12%	21%	24%	13%	25%	5%
More than \$100,000	238	7%	19%	20%	18%	32%	4%
<b>Maori</b>							
Pacific Island	33	19%	27%	32%	9%	6%	7%
Asian	93	27%	21%	25%	4%	17%	6%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	6%	23%	26%	16%	23%	6%
Genesis/ Energy Online	253	11%	18%	28%	9%	28%	6%
Mercury Energy	201	15%	23%	20%	12%	25%	5%
Meridian Energy	101	13%	22%	20%	16%	27%	2%
TrustPower	80	13%	18%	27%	10%	29%	3%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	9%	24%	19%	12%	31%	5%
\$100-\$200	546	11%	24%	22%	11%	26%	6%
\$201-\$300	244	13%	17%	26%	15%	25%	4%
> \$300 a month	67	6%	17%	28%	17%	28%	4%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	13%	21%	21%	14%	27%	4%
No/ Unsure	691	10%	22%	24%	11%	27%	6%



**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - STORIES OF OTHERS WHO HAVE SWITCHED EASILY**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

Stories of others who have switched easily  
ban1 by q4d\_10

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	12%	25%	28%	13%	20%	2%
<b>AREA</b>							
Auckland	324	11%	26%	30%	12%	18%	3%
Christchurch	109	19%	21%	32%	10%	17%	1%
Wellington	102	11%	25%	28%	15%	19%	2%
Provincial (NI)	332	11%	23%	25%	16%	23%	2%
Provincial (SI)	133	10%	29%	24%	9%	26%	2%
<b>NETWORK</b>							
Vector	174	10%	24%	33%	13%	15%	5%
Orion	101	18%	22%	32%	9%	18%	1%
Eastland Networks	52	11%	24%	24%	15%	24%	2%
Unison	45	6%	16%	32%	22%	19%	5%
Powerco	96	11%	23%	26%	15%	24%	1%
WEL Networks	61	11%	22%	30%	13%	20%	4%
Wellington Electricity Lines	102	11%	25%	28%	15%	19%	2%
<b>SEX</b>							
Male	480	12%	25%	27%	13%	21%	2%
Female	520	12%	25%	28%	13%	20%	2%
<b>AGE GROUP</b>							
18-29	98	14%	36%	26%	12%	12%	0%
30-44	407	13%	29%	29%	11%	17%	1%
45-59	274	10%	22%	29%	15%	21%	3%
60 plus	221	10%	15%	25%	14%	31%	5%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	12%	19%	19%	15%	32%	3%
\$20,001-30,000	83	11%	30%	21%	10%	25%	3%
\$30,001-40,000	62	3%	25%	36%	4%	28%	4%
\$40,001-50,000	105	16%	19%	30%	8%	25%	2%
\$50,001-70,000	145	13%	26%	28%	15%	15%	3%
\$70,001-100,000	189	10%	31%	30%	12%	17%	0%
More than \$100,000	238	12%	23%	31%	18%	15%	1%
<b>Maori</b>							
Pacific Island	33	14%	27%	40%	6%	9%	4%
Asian	93	20%	30%	21%	9%	17%	3%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	11%	25%	29%	13%	20%	2%
Genesis/ Energy Online	253	15%	20%	28%	12%	21%	4%
Mercury Energy	201	10%	24%	32%	15%	16%	3%
Meridian Energy	101	8%	25%	33%	12%	21%	1%
TrustPower	80	9%	22%	22%	14%	29%	4%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	10%	22%	28%	13%	25%	2%
\$100-\$200	546	12%	26%	29%	12%	18%	3%
\$201-\$300	244	12%	25%	26%	17%	20%	0%
> \$300 a month	67	11%	20%	24%	10%	33%	2%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	14%	34%	24%	11%	16%	1%
No/ Unsure	691	10%	20%	30%	14%	23%	3%

**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - REASSURANCE THAT IT IS SAFE AND EASY TO SWITCH FROM AN INDEPENDENT WATCHDOG**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

Reassurance that it is safe and easy to switch from an independent watchdog  
ban1 by q4d\_11

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	18%	26%	28%	11%	14%	3%
<b>AREA</b>							
Auckland	324	21%	25%	28%	10%	11%	5%
Christchurch	109	24%	29%	20%	10%	15%	2%
Wellington	102	13%	33%	29%	14%	9%	2%
Provincial (NI)	332	15%	26%	29%	10%	18%	2%
Provincial (SI)	133	16%	25%	29%	13%	15%	2%
<b>NETWORK</b>							
Vector	174	22%	24%	30%	12%	8%	4%
Orion	101	24%	30%	19%	10%	16%	1%
Eastland Networks	52	13%	23%	31%	11%	17%	5%
Unison	45	8%	14%	36%	16%	21%	5%
Powerco	96	15%	26%	28%	10%	20%	1%
WEL Networks	61	18%	29%	33%	9%	11%	0%
Wellington Electricity Lines	102	13%	33%	29%	14%	9%	2%
<b>SEX</b>							
Male	480	17%	27%	26%	11%	16%	3%
Female	520	18%	25%	30%	11%	13%	3%
<b>AGE GROUP</b>							
18-29	98	14%	25%	37%	14%	9%	1%
30-44	407	19%	29%	29%	10%	12%	1%
45-59	274	17%	28%	26%	12%	14%	3%
60 plus	221	18%	20%	24%	10%	21%	7%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	24%	23%	18%	10%	22%	3%
\$20,001-30,000	83	19%	22%	29%	7%	17%	6%
\$30,001-40,000	62	22%	19%	29%	8%	19%	3%
\$40,001-50,000	105	21%	23%	33%	12%	7%	4%
\$50,001-70,000	145	22%	25%	27%	7%	15%	4%
\$70,001-100,000	189	15%	33%	28%	12%	11%	1%
More than \$100,000	238	17%	27%	31%	12%	13%	0%
<b>Maori</b>							
Pacific Island	33	9%	16%	39%	23%	3%	10%
Asian	93	28%	21%	28%	11%	7%	5%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	18%	29%	26%	10%	15%	2%
Genesis/ Energy Online	253	21%	22%	28%	13%	14%	2%
Mercury Energy	201	15%	32%	30%	7%	11%	5%
Meridian Energy	101	14%	26%	30%	13%	15%	2%
TrustPower	80	13%	20%	35%	12%	15%	5%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	19%	29%	21%	11%	17%	3%
\$100-\$200	546	19%	25%	30%	10%	13%	3%
\$201-\$300	244	16%	30%	26%	13%	12%	3%
> \$300 a month	67	11%	26%	23%	17%	22%	1%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	21%	32%	22%	11%	12%	2%
No/ Unsure	691	16%	24%	30%	11%	15%	4%

**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - KNOWING THAT OVER 400,000 HOUSEHOLDS HAVE SWITCHED IN THE PAST YEAR**

Using a 1-5 scale where 1 means - very effective - and 5 means - not at all effective - how effective would each of the following be to encourage you to consider switching retailer?

Knowing that over four hundred thousand households have switched in the past year

ban1 by q4d\_12

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	9%	21%	28%	15%	24%	3%
<b>AREA</b>							
Auckland	324	11%	22%	29%	15%	20%	3%
Christchurch	109	12%	16%	33%	18%	19%	2%
Wellington	102	6%	28%	28%	15%	23%	0%
Provincial (NI)	332	9%	20%	26%	13%	28%	4%
Provincial (SI)	133	7%	18%	27%	16%	27%	5%
<b>NETWORK</b>							
Vector	174	13%	21%	28%	18%	17%	3%
Orion	101	11%	16%	34%	17%	20%	2%
Eastland Networks	52	10%	27%	31%	9%	18%	5%
Unison	45	7%	11%	36%	12%	24%	10%
Powerco	96	7%	18%	28%	11%	33%	3%
WEL Networks	61	5%	24%	30%	21%	17%	3%
Wellington Electricity Lines	102	6%	28%	28%	15%	23%	0%
<b>SEX</b>							
Male	480	9%	21%	29%	16%	22%	3%
Female	520	10%	20%	27%	14%	26%	3%
<b>AGE GROUP</b>							
18-29	98	10%	27%	29%	19%	14%	1%
30-44	407	11%	25%	31%	12%	19%	2%
45-59	274	8%	17%	28%	16%	27%	4%
60 plus	221	8%	14%	22%	16%	35%	5%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	9%	32%	11%	6%	31%	11%
\$20,001-30,000	83	9%	21%	27%	13%	27%	3%
\$30,001-40,000	62	6%	17%	21%	12%	38%	6%
\$40,001-50,000	105	11%	17%	36%	10%	23%	3%
\$50,001-70,000	145	14%	21%	31%	10%	19%	5%
\$70,001-100,000	189	11%	22%	30%	19%	17%	1%
More than \$100,000	238	8%	22%	29%	19%	21%	1%
<b>Maori</b>							
Maori	110	12%	27%	33%	8%	17%	3%
<b>Pacific Island</b>							
Pacific Island	33	13%	27%	34%	12%	10%	4%
<b>Asian</b>							
Asian	93	18%	23%	23%	14%	14%	8%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	12%	20%	30%	13%	22%	3%
Genesis/ Energy Online	253	9%	24%	26%	15%	23%	3%
Mercury Energy	201	10%	22%	26%	19%	21%	2%
Meridian Energy	101	6%	19%	27%	16%	30%	2%
TrustPower	80	11%	13%	34%	14%	25%	3%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	11%	17%	23%	15%	28%	6%
\$100-\$200	546	10%	22%	28%	14%	23%	3%
\$201-\$300	244	8%	22%	31%	16%	20%	3%
> \$300 a month	67	6%	15%	32%	17%	30%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	11%	25%	29%	13%	19%	3%
No/ Unsure	691	9%	19%	27%	16%	26%	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 companies?

ban1 by q4e

	Base	1 Very easy	2	3	4	5 Very difficult	Unsure
All	309	68%	23%	5%	2%	1%	1%
<b>AREA</b>							
Auckland	98	69%	23%	5%	2%	1%	0%
Christchurch	52	70%	24%	2%	0%	0%	4%
Wellington	39	53%	37%	4%	6%	0%	0%
Provincial (NI)	79	69%	20%	6%	5%	0%	0%
Provincial (SI)	41	73%	15%	9%	0%	3%	0%
<b>NETWORK</b>							
Vector	50	63%	29%	6%	2%	0%	0%
Orion	46	74%	20%	2%	0%	0%	4%
Eastland Networks	7	82%	18%	0%	0%	0%	0%
Unison	7	73%	27%	0%	0%	0%	0%
Powerco	33	83%	11%	6%	0%	0%	0%
WEL Networks	13	70%	15%	8%	7%	0%	0%
Wellington Electricity Lines	39	53%	37%	4%	6%	0%	0%
<b>SEX</b>							
Male	159	68%	22%	6%	2%	1%	1%
Female	151	67%	25%	5%	3%	0%	0%
<b>AGE GROUP</b>							
18-29	37	72%	19%	6%	0%	0%	3%
30-44	137	68%	23%	5%	3%	1%	0%
45-59	81	66%	27%	3%	3%	1%	0%
60 plus	53	67%	20%	9%	3%	0%	1%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	15	58%	21%	21%	0%	0%	0%
\$20,001-30,000	28	63%	20%	11%	3%	0%	3%
\$30,001-40,000	19	63%	32%	0%	5%	0%	0%
\$40,001-50,000	26	78%	19%	3%	0%	0%	0%
\$50,001-70,000	51	77%	10%	7%	4%	2%	0%
\$70,001-100,000	58	64%	30%	5%	1%	0%	0%
More than \$100,000	83	62%	30%	2%	3%	2%	1%
<b>Maori</b>							
Pacific Island	11	63%	16%	10%	11%	0%	0%
Asian	27	67%	18%	8%	3%	4%	0%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	72	69%	25%	4%	1%	0%	1%
Genesis/ Energy Online	58	76%	16%	4%	2%	2%	0%
Mercury Energy	56	61%	26%	9%	2%	0%	2%
Meridian Energy	39	57%	35%	6%	2%	0%	0%
TrustPower	13	87%	7%	6%	0%	0%	0%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	32	79%	12%	6%	3%	0%	0%
\$100-\$200	176	68%	23%	5%	2%	1%	1%
\$201-\$300	75	62%	31%	4%	3%	0%	0%
> \$300 a month	24	71%	17%	7%	0%	5%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	68%	23%	5%	2%	1%	1%
No/ Unsure	0	0%	0%	0%	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	26%	49%	4%	6%	14%	1%	0%
<b>AREA</b>								
Auckland	324	26%	48%	4%	8%	14%	0%	0%
Christchurch	109	20%	55%	1%	5%	18%	1%	0%
Wellington	102	25%	48%	6%	4%	14%	2%	1%
Provincial (NI)	332	30%	48%	4%	3%	14%	1%	0%
Provincial (SI)	133	25%	47%	5%	8%	15%	0%	0%
<b>NETWORK</b>								
Vector	174	30%	42%	3%	9%	15%	1%	0%
Orion	101	20%	54%	2%	6%	17%	1%	0%
Eastland Networks	52	40%	33%	8%	4%	15%	0%	0%
Unison	45	21%	58%	2%	2%	17%	0%	0%
Powerco	96	29%	48%	6%	5%	11%	1%	0%
WEL Networks	61	30%	56%	2%	3%	8%	0%	1%
Wellington Electricity Lines	102	25%	48%	6%	4%	14%	2%	1%
<b>SEX</b>								
Male	480	22%	52%	5%	5%	16%	0%	0%
Female	520	31%	46%	3%	6%	13%	1%	0%
<b>AGE GROUP</b>								
18-29	98	23%	57%	4%	6%	9%	1%	0%
30-44	407	21%	52%	5%	6%	16%	0%	0%
45-59	274	26%	50%	4%	6%	13%	1%	0%
60 plus	221	39%	37%	4%	4%	14%	1%	1%
<b>HOUSEHOLD INCOME</b>								
\$20,000 or less	60	39%	39%	4%	7%	11%	0%	0%
\$20,001-30,000	83	36%	43%	3%	5%	12%	1%	0%
\$30,001-40,000	62	32%	45%	1%	3%	18%	0%	1%
\$40,001-50,000	105	22%	45%	7%	10%	14%	2%	0%
\$50,001-70,000	145	22%	54%	5%	5%	13%	1%	0%
\$70,001-100,000	189	23%	53%	5%	5%	14%	0%	0%
More than \$100,000	238	23%	53%	4%	5%	15%	0%	0%
<b>Maori</b>								
Pacific Island	33	15%	63%	3%	3%	16%	0%	0%
Asian	93	16%	45%	13%	12%	14%	0%	0%
<b>ELECTRICITY COMPANY</b>								
Contact/ Empower	238	23%	52%	5%	6%	14%	0%	0%
Genesis/ Energy Online	253	26%	48%	6%	5%	13%	1%	1%
Mercury Energy	201	26%	48%	3%	8%	13%	2%	0%
Meridian Energy	101	28%	52%	1%	4%	15%	0%	0%
TrustPower	80	40%	35%	6%	3%	16%	0%	0%
<b>MONTHLY SPEND ON POWER</b>								
< \$100 a month	129	43%	44%	4%	1%	6%	1%	1%
\$100-\$200	546	27%	49%	3%	6%	15%	0%	0%
\$201-\$300	244	19%	50%	6%	7%	17%	1%	0%
> \$300 a month	67	16%	52%	6%	9%	14%	3%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>								
Yes	309	15%	62%	4%	7%	12%	0%	0%
No/ Unsure	691	31%	43%	4%	5%	16%	1%	0%

**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	30%	24%	24%	18%	4%
<b>AREA</b>						
Auckland	324	27%	25%	27%	19%	2%
Christchurch	109	24%	35%	20%	15%	6%
Wellington	102	24%	21%	29%	22%	4%
Provincial (NI)	332	38%	22%	20%	16%	4%
Provincial (SI)	133	31%	24%	23%	19%	3%
<b>NETWORK</b>						
Vector	174	26%	24%	29%	18%	3%
Orion	101	23%	34%	20%	17%	6%
Eastland Networks	52	61%	13%	14%	5%	7%
Unison	45	38%	11%	32%	17%	2%
Powerco	96	37%	29%	12%	19%	3%
WEL Networks	61	26%	25%	28%	19%	2%
Wellington Electricity Lines	102	24%	21%	29%	22%	4%
<b>SEX</b>						
Male	480	31%	24%	25%	18%	2%
Female	520	30%	25%	23%	17%	5%
<b>AGE GROUP</b>						
18-29	98	27%	29%	20%	23%	1%
30-44	407	29%	26%	26%	17%	2%
45-59	274	30%	19%	27%	18%	6%
60 plus	221	35%	25%	19%	16%	5%
<b>HOUSEHOLD INCOME</b>						
\$20,000 or less	60	38%	32%	15%	12%	3%
\$20,001-30,000	83	35%	26%	18%	14%	7%
\$30,001-40,000	62	27%	26%	28%	18%	1%
\$40,001-50,000	105	39%	28%	21%	10%	2%
\$50,001-70,000	145	25%	23%	29%	21%	2%
\$70,001-100,000	189	29%	21%	23%	23%	4%
More than \$100,000	238	26%	25%	26%	21%	2%
<b>Maori</b>						
Pacific Island	33	13%	41%	13%	33%	0%
Asian	93	28%	22%	30%	18%	2%
<b>ELECTRICITY COMPANY</b>						
Contact/ Empower	238	38%	24%	21%	14%	3%
Genesis/ Energy Online	253	28%	24%	23%	22%	3%
Mercury Energy	201	23%	27%	30%	15%	5%
Meridian Energy	101	21%	29%	32%	12%	6%
TrustPower	80	37%	18%	23%	18%	4%
<b>MONTHLY SPEND ON POWER</b>						
< \$100 a month	129	38%	24%	19%	16%	3%
\$100-\$200	546	27%	27%	25%	18%	3%
\$201-\$300	244	33%	22%	27%	15%	3%
> \$300 a month	67	34%	14%	15%	30%	7%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>						
Yes	309	17%	30%	28%	23%	2%
No/ Unsure	691	36%	22%	22%	15%	5%

**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	77%	14%	3%	4%	2%
<b>AREA</b>						
Auckland	324	77%	15%	3%	3%	2%
Christchurch	109	77%	16%	3%	3%	1%
Wellington	102	77%	17%	2%	3%	1%
Provincial (NI)	332	80%	11%	2%	5%	2%
Provincial (SI)	133	70%	20%	4%	5%	1%
<b>NETWORK</b>						
Vector	174	77%	16%	3%	2%	2%
Orion	101	79%	14%	2%	4%	1%
Eastland Networks	52	80%	8%	0%	9%	3%
Unsiion	45	89%	2%	2%	5%	2%
Powerco	96	82%	10%	2%	4%	2%
WEL Networks	61	76%	17%	2%	4%	1%
Wellington Electricity Lines	102	77%	17%	2%	3%	1%
<b>SEX</b>						
Male	480	75%	17%	3%	3%	2%
Female	520	79%	13%	2%	4%	2%
<b>AGE GROUP</b>						
18-29	98	70%	22%	2%	6%	0%
30-44	407	71%	18%	4%	4%	3%
45-59	274	81%	12%	3%	3%	1%
60 plus	221	85%	9%	1%	3%	2%
<b>HOUSEHOLD INCOME</b>						
\$20,000 or less	60	82%	10%	1%	4%	3%
\$20,001-30,000	83	79%	14%	2%	4%	1%
\$30,001-40,000	62	81%	13%	1%	5%	0%
\$40,001-50,000	105	78%	15%	3%	3%	1%
\$50,001-70,000	145	76%	13%	4%	4%	3%
\$70,001-100,000	189	80%	14%	2%	3%	1%
More than \$100,000	238	70%	19%	4%	5%	2%
<b>Maori</b>						
Maori	110	76%	16%	1%	6%	1%
Pacific Island	33	65%	22%	4%	6%	3%
Asian	93	68%	20%	6%	4%	2%
<b>ELECTRICITY COMPANY</b>						
Contact/ Empower	238	76%	15%	2%	5%	2%
Genesis/ Energy Online	253	77%	15%	2%	5%	1%
Mercury Energy	201	84%	6%	4%	3%	3%
Meridian Energy	101	77%	19%	4%	0%	0%
TrustPower	80	85%	7%	3%	4%	1%
<b>MONTHLY SPEND ON POWER</b>						
< \$100 a month	129	80%	15%	2%	2%	1%
\$100-\$200	546	78%	14%	3%	4%	1%
\$201-\$300	244	77%	15%	2%	4%	2%
> \$300 a month	67	66%	23%	5%	6%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>						
Yes	309	57%	33%	5%	4%	1%
No/ Unsure	691	86%	6%	2%	4%	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 q8

	Base	1 Very likely	2	3	4	5 Not at all likely	Unsure
All	1000	30%	20%	16%	9%	24%	1%
<b>AREA</b>							
Auckland	324	32%	20%	19%	8%	21%	0%
Christchurch	109	21%	24%	20%	9%	23%	3%
Wellington	102	33%	27%	16%	9%	15%	0%
Provincial (NI)	332	29%	19%	15%	9%	27%	1%
Provincial (SI)	133	31%	18%	10%	12%	28%	1%
<b>NETWORK</b>							
Vector	174	29%	23%	18%	8%	22%	0%
Orion	101	23%	23%	20%	10%	23%	1%
Eastland Networks	52	28%	15%	7%	10%	40%	0%
Unison	45	39%	2%	21%	14%	24%	0%
Powerco	96	18%	22%	18%	12%	29%	1%
WEL Networks	61	37%	23%	19%	6%	15%	0%
Wellington Electricity Lines	102	33%	27%	16%	9%	15%	0%
<b>SEX</b>							
Male	480	30%	21%	16%	9%	23%	1%
Female	520	29%	20%	17%	9%	24%	1%
<b>AGE GROUP</b>							
18-29	98	31%	28%	18%	10%	13%	0%
30-44	407	37%	23%	16%	9%	15%	0%
45-59	274	29%	20%	17%	11%	23%	0%
60 plus	221	17%	13%	14%	8%	45%	3%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	60	18%	14%	9%	11%	48%	0%
\$20,001-30,000	83	26%	17%	13%	6%	35%	3%
\$30,001-40,000	62	18%	22%	13%	9%	35%	3%
\$40,001-50,000	105	33%	17%	17%	8%	25%	0%
\$50,001-70,000	145	29%	23%	16%	11%	21%	0%
\$70,001-100,000	189	35%	21%	20%	9%	15%	0%
More than \$100,000	238	34%	26%	16%	8%	16%	0%
<b>Maori</b>							
Pacific Island	33	33%	12%	19%	10%	26%	0%
Asian	93	45%	17%	19%	5%	14%	0%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	238	31%	27%	12%	8%	21%	1%
Genesis/ Energy Online	253	33%	19%	20%	6%	21%	1%
Mercury Energy	201	26%	21%	20%	11%	22%	0%
Meridian Energy	101	25%	13%	17%	17%	28%	0%
TrustPower	80	22%	14%	11%	13%	38%	2%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	129	23%	13%	15%	7%	40%	2%
\$100-\$200	546	28%	22%	18%	9%	22%	1%
\$201-\$300	244	33%	24%	14%	11%	18%	0%
> \$300 a month	67	41%	9%	19%	11%	20%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	309	35%	22%	16%	7%	19%	1%
No/ Unsure	691	27%	20%	17%	10%	25%	1%



**USEFULNESS: AN INDEPENDENT CONSUMER WEBSITE**

Thinking about the different ways of providing information to compare electricity retail prices, 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 to you

An independent consumer website  
ban1 by q9\_1

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	11%	5%	6%	5%	6%	15%	7%	11%	16%	5%	12%	1%	5.5
<b>AREA</b>														
Auckland	324	9%	5%	4%	4%	7%	15%	6%	14%	14%	6%	14%	2%	5.8
Christchurch	109	7%	6%	8%	6%	7%	10%	7%	13%	15%	8%	12%	1%	5.7
Wellington	102	6%	3%	10%	6%	5%	11%	9%	7%	26%	9%	7%	1%	5.8
Provincial (NI)	332	16%	5%	4%	5%	5%	14%	9%	10%	15%	3%	12%	2%	5.1
Provincial (SI)	133	13%	4%	6%	3%	4%	22%	5%	12%	15%	5%	10%	1%	5.3
<b>NETWORK</b>														
Vector	174	8%	6%	5%	5%	7%	16%	5%	15%	11%	8%	13%	1%	5.7
Orion	101	7%	5%	8%	5%	8%	10%	7%	14%	16%	8%	12%	0%	5.7
Eastland Networks	52	21%	9%	3%	5%	4%	14%	6%	10%	10%	2%	13%	3%	4.6
Unison	45	13%	6%	4%	6%	8%	8%	5%	9%	16%	10%	13%	2%	5.6
Powerco	96	17%	2%	6%	10%	4%	16%	13%	10%	10%	1%	9%	2%	4.8
WEL Networks	61	10%	5%	2%	0%	4%	9%	11%	14%	33%	3%	9%	0%	6.1
Wellington Electricity Lines	102	6%	3%	10%	6%	5%	11%	9%	7%	26%	9%	7%	1%	5.8
<b>SEX</b>														
Male	480	9%	6%	6%	5%	5%	15%	7%	13%	16%	5%	12%	1%	5.6
Female	520	13%	4%	5%	5%	6%	14%	8%	10%	16%	6%	12%	1%	5.5
<b>AGE GROUP</b>														
18-29	98	5%	0%	6%	2%	8%	18%	11%	9%	19%	4%	18%	0%	6.4
30-44	407	6%	4%	5%	5%	5%	13%	8%	15%	20%	5%	14%	0%	6.1
45-59	274	12%	4%	6%	6%	4%	14%	8%	13%	12%	8%	12%	1%	5.6
60 plus	221	25%	10%	6%	4%	7%	17%	4%	4%	10%	3%	6%	4%	3.8
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	21%	7%	12%	7%	2%	19%	10%	2%	10%	1%	6%	3%	3.9
\$20,001-30,000	83	14%	10%	8%	2%	1%	20%	8%	7%	18%	3%	7%	2%	4.9
\$30,001-40,000	62	20%	6%	3%	4%	14%	12%	7%	5%	8%	7%	13%	1%	4.8
\$40,001-50,000	105	9%	8%	6%	4%	5%	17%	8%	14%	13%	4%	11%	1%	5.4
\$50,001-70,000	145	9%	2%	6%	7%	8%	15%	5%	14%	13%	6%	14%	1%	5.7
\$70,001-100,000	189	6%	4%	5%	6%	6%	10%	7%	13%	22%	5%	15%	1%	6.2
More than \$100,000	238	9%	4%	3%	3%	6%	12%	9%	16%	18%	8%	12%	0%	6.0
<b>Maori</b>														
Maori	110	10%	7%	6%	3%	4%	16%	4%	13%	15%	6%	14%	2%	5.7
<b>Pacific Island</b>														
Pacific Island	33	2%	6%	10%	6%	3%	26%	9%	3%	14%	3%	14%	4%	5.6
<b>Asian</b>														
Asian	93	5%	2%	6%	4%	5%	14%	6%	11%	22%	7%	18%	0%	6.5
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	10%	5%	5%	3%	7%	19%	4%	14%	15%	6%	11%	1%	5.7
Genesis/ Energy Online	253	11%	4%	4%	5%	5%	9%	10%	9%	22%	5%	14%	2%	5.8
Mercury Energy	201	9%	6%	6%	3%	8%	16%	7%	12%	13%	5%	13%	2%	5.6
Meridian Energy	101	13%	3%	5%	6%	5%	20%	8%	17%	14%	2%	7%	0%	5.2
TrustPower	80	18%	6%	8%	8%	2%	19%	6%	8%	10%	5%	10%	0%	4.6
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	19%	9%	7%	5%	7%	15%	6%	6%	13%	4%	7%	2%	4.4
\$100-\$200	546	10%	4%	5%	6%	6%	15%	7%	12%	16%	6%	12%	1%	5.6
\$201-\$300	244	9%	4%	5%	4%	6%	14%	9%	13%	14%	6%	14%	2%	5.9
> \$300 a month	67	10%	6%	7%	1%	1%	18%	9%	10%	21%	3%	13%	1%	5.7
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	11%	4%	6%	4%	7%	13%	6%	13%	15%	6%	14%	1%	5.7
No/ Unsure	691	12%	5%	5%	5%	5%	15%	8%	11%	16%	5%	11%	2%	5.4

**USEFULNESS: A FLYER IN THE MAIL**

Thinking about the different ways of providing information to compare electricity retail prices, 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 to you

A flyer in the mail  
ban1 by q9\_2

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean	
All	1000	12%	7%	8%	8%	8%	20%	10%	8%	8%	3%		8%	0%	4.6
<b>AREA</b>															
Auckland	324	10%	7%	9%	11%	9%	17%	9%	9%	7%	2%		9%	1%	4.6
Christchurch	109	8%	6%	9%	6%	13%	20%	12%	5%	7%	4%		9%	1%	4.9
Wellington	102	13%	5%	9%	10%	11%	23%	5%	8%	8%	2%		5%	1%	4.4
Provincial (NI)	332	15%	8%	6%	7%	7%	20%	11%	7%	9%	3%		7%	0%	4.5
Provincial (SI)	133	11%	8%	10%	5%	5%	24%	11%	7%	6%	4%		8%	1%	4.7
<b>NETWORK</b>															
Vector	174	9%	7%	8%	12%	11%	16%	9%	11%	4%	2%		11%	0%	4.8
Orion	101	8%	7%	9%	5%	12%	22%	13%	5%	7%	4%		8%	0%	4.8
Eastland Networks	52	21%	8%	5%	6%	16%	10%	5%	10%	6%	1%		12%	0%	4.3
Unison	45	12%	12%	10%	10%	7%	24%	0%	5%	10%	4%		6%	0%	4.2
Powerco	96	16%	6%	2%	10%	3%	25%	11%	5%	10%	3%		9%	0%	4.8
WEL Networks	61	9%	4%	6%	6%	7%	20%	24%	8%	8%	2%		5%	1%	5.0
Wellington Electricity Lines	102	13%	5%	9%	10%	11%	23%	5%	8%	8%	2%		5%	1%	4.4
<b>SEX</b>															
Male	480	12%	9%	9%	7%	9%	22%	9%	7%	6%	3%		7%	0%	4.4
Female	520	12%	6%	7%	9%	8%	18%	10%	9%	9%	3%		8%	1%	4.8
<b>AGE GROUP</b>															
18-29	98	6%	3%	11%	4%	5%	21%	13%	9%	11%	5%		11%	1%	5.5
30-44	407	10%	8%	8%	8%	9%	18%	13%	9%	7%	3%		7%	0%	4.7
45-59	274	11%	6%	7%	11%	10%	21%	8%	8%	8%	3%		7%	0%	4.7
60 plus	221	20%	9%	9%	7%	7%	21%	4%	5%	7%	2%		7%	2%	3.9
<b>HOUSEHOLD INCOME</b>															
\$20,000 or less	60	19%	9%	9%	11%	2%	16%	5%	7%	6%	0%		15%	1%	4.3
\$20,001-30,000	83	13%	9%	7%	2%	5%	23%	7%	8%	8%	7%		10%	1%	4.9
\$30,001-40,000	62	17%	5%	5%	6%	13%	19%	7%	7%	7%	4%		10%	0%	4.7
\$40,001-50,000	105	11%	7%	8%	10%	8%	14%	8%	9%	10%	3%		10%	2%	4.9
\$50,001-70,000	145	9%	9%	5%	8%	9%	18%	13%	6%	10%	3%		9%	1%	4.9
\$70,001-100,000	189	8%	8%	10%	13%	8%	20%	10%	7%	8%	3%		5%	0%	4.5
More than \$100,000	238	11%	7%	10%	7%	9%	22%	12%	10%	5%	2%		5%	0%	4.5
<b>Maori</b>															
Maori	110	9%	12%	6%	11%	7%	16%	8%	9%	4%	1%		17%	0%	4.9
<b>Pacific Island</b>															
Pacific Island	33	6%	3%	4%	6%	6%	31%	13%	12%	0%	0%		19%	0%	5.6
<b>Asian</b>															
Asian	93	6%	3%	5%	7%	6%	19%	10%	13%	14%	1%		15%	1%	5.8
<b>ELECTRICITY COMPANY</b>															
Contact/ Empower	238	15%	7%	7%	9%	8%	19%	6%	7%	9%	4%		9%	0%	4.6
Genesis/ Energy Online	253	15%	7%	6%	7%	7%	21%	12%	8%	8%	2%		6%	1%	4.5
Mercury Energy	201	5%	7%	10%	10%	12%	17%	10%	9%	7%	4%		8%	1%	4.9
Meridian Energy	101	11%	6%	4%	8%	11%	18%	12%	13%	9%	3%		5%	0%	4.8
TrustPower	80	19%	11%	11%	6%	6%	15%	6%	7%	7%	2%		10%	0%	4.1
<b>MONTHLY SPEND ON POWER</b>															
< \$100 a month	129	21%	6%	5%	9%	7%	20%	11%	3%	8%	1%		7%	2%	4.1
\$100-\$200	546	11%	9%	9%	8%	9%	19%	9%	9%	8%	3%		6%	0%	4.5
\$201-\$300	244	9%	5%	9%	9%	6%	21%	11%	7%	8%	3%		11%	1%	5.1
> \$300 a month	67	9%	7%	6%	11%	14%	17%	4%	10%	5%	8%		8%	1%	4.8
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>															
Yes	309	9%	6%	9%	10%	7%	19%	13%	7%	8%	4%		7%	1%	4.8
No/ Unsure	691	13%	8%	7%	8%	9%	20%	8%	8%	8%	2%		8%	1%	4.5

**USEFULNESS: A FRIDGE MAGNET WITH DETAILS OF A PRICE COMPARISON WEBSITE ON IT**

Thinking about the different ways of providing information to compare electricity retail prices, 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 to you

A fridge magnet with details of a price comparison website on it  
ban1 by q9\_3

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean	
All	1000	18%	8%	8%	7%	6%	16%	6%	9%	9%	4%		8%	1%	4.4
<b>AREA</b>															
Auckland	324	14%	7%	8%	6%	9%	15%	6%	11%	10%	5%		8%	1%	4.7
Christchurch	109	19%	8%	9%	10%	4%	14%	5%	10%	7%	5%		9%	0%	4.3
Wellington	102	18%	9%	5%	11%	4%	15%	9%	7%	10%	7%		4%	1%	4.3
Provincial (NI)	332	21%	8%	7%	5%	5%	18%	7%	10%	7%	3%		8%	1%	4.3
Provincial (SI)	133	17%	12%	12%	9%	4%	12%	6%	7%	12%	1%		8%	0%	4.1
<b>NETWORK</b>															
Vector	174	15%	8%	7%	5%	9%	15%	7%	12%	10%	4%		8%	0%	4.7
Orion	101	19%	9%	9%	10%	4%	15%	5%	10%	7%	4%		8%	0%	4.2
Eastland Networks	52	30%	10%	6%	3%	2%	18%	0%	8%	8%	0%		14%	1%	4.0
Unison	45	21%	6%	6%	4%	7%	20%	2%	16%	4%	3%		11%	0%	4.5
Powerco	96	20%	6%	11%	4%	3%	20%	6%	7%	10%	2%		10%	1%	4.4
WEL Networks	61	12%	11%	5%	8%	3%	13%	17%	14%	7%	6%		4%	0%	4.7
Wellington Electricity Lines	102	18%	9%	5%	11%	4%	15%	9%	7%	10%	7%		4%	1%	4.3
<b>SEX</b>															
Male	480	17%	9%	8%	7%	6%	16%	8%	10%	7%	3%		9%	0%	4.4
Female	520	18%	8%	9%	7%	6%	15%	5%	9%	11%	4%		7%	1%	4.4
<b>AGE GROUP</b>															
18-29	98	7%	6%	3%	9%	6%	19%	4%	17%	11%	7%		11%	0%	5.6
30-44	407	11%	7%	9%	8%	6%	16%	9%	11%	11%	4%		8%	0%	4.9
45-59	274	22%	7%	10%	6%	6%	15%	6%	7%	9%	4%		8%	0%	4.1
60 plus	221	30%	14%	7%	6%	5%	15%	3%	5%	4%	3%		6%	2%	3.3
<b>HOUSEHOLD INCOME</b>															
\$20,000 or less	60	24%	10%	5%	4%	5%	16%	5%	10%	2%	3%		13%	3%	4.2
\$20,001-30,000	83	12%	8%	10%	4%	2%	21%	3%	10%	11%	3%		14%	2%	5.1
\$30,001-40,000	62	27%	7%	6%	10%	9%	9%	2%	12%	5%	5%		8%	0%	3.9
\$40,001-50,000	105	12%	10%	6%	7%	5%	16%	5%	10%	13%	6%		10%	0%	5.0
\$50,001-70,000	145	14%	7%	11%	8%	9%	16%	4%	9%	11%	4%		7%	0%	4.5
\$70,001-100,000	189	16%	4%	7%	9%	4%	17%	9%	13%	8%	5%		8%	0%	4.8
More than \$100,000	238	16%	11%	12%	6%	9%	12%	10%	6%	10%	4%		4%	0%	4.1
<b>Maori</b>															
Pacific Island	33	0%	3%	7%	0%	3%	20%	7%	26%	9%	6%		19%	0%	6.7
Asian	93	7%	2%	6%	7%	7%	17%	6%	13%	11%	9%		15%	0%	5.9
<b>ELECTRICITY COMPANY</b>															
Contact/ Empower	238	14%	8%	8%	7%	7%	17%	5%	10%	11%	4%		8%	1%	4.6
Genesis/ Energy Online	253	17%	12%	7%	5%	5%	12%	8%	10%	10%	6%		7%	1%	4.4
Mercury Energy	201	15%	5%	8%	7%	6%	18%	8%	8%	10%	6%		9%	0%	4.8
Meridian Energy	101	17%	7%	14%	11%	8%	15%	5%	10%	3%	3%		7%	0%	3.9
TrustPower	80	33%	8%	6%	4%	5%	11%	6%	5%	10%	2%		10%	0%	3.7
<b>MONTHLY SPEND ON POWER</b>															
< \$100 a month	129	26%	8%	6%	7%	3%	23%	5%	7%	7%	3%		4%	1%	3.7
\$100-\$200	546	16%	9%	8%	7%	6%	16%	7%	9%	10%	4%		8%	0%	4.5
\$201-\$300	244	14%	7%	11%	7%	7%	14%	5%	11%	9%	5%		10%	0%	4.7
> \$300 a month	67	24%	11%	4%	6%	5%	13%	9%	7%	9%	5%		7%	0%	4.1
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>															
Yes	309	16%	9%	7%	10%	8%	14%	5%	10%	10%	4%		7%	0%	4.4
No/ Unsure	691	18%	8%	9%	6%	5%	16%	7%	9%	9%	4%		8%	1%	4.4

**USEFULNESS: AN 0800 NUMBER**

Thinking about the different ways of providing information to compare electricity retail prices, 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 to you

An 0800 number  
ban1 by q9\_4

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	12%	8%	7%	8%	8%	19%	7%	8%	9%	3%	11%	0%	4.8
<b>AREA</b>														
Auckland	324	9%	9%	8%	7%	7%	21%	9%	7%	10%	4%	8%	1%	4.8
Christchurch	109	10%	5%	9%	7%	8%	20%	10%	8%	8%	2%	13%	0%	5.0
Wellington	102	17%	7%	8%	9%	7%	19%	2%	5%	12%	7%	7%	0%	4.5
Provincial (NI)	332	15%	7%	5%	8%	9%	16%	7%	9%	8%	3%	13%	0%	4.8
Provincial (SI)	133	12%	8%	10%	7%	9%	16%	2%	9%	10%	3%	13%	1%	4.8
<b>NETWORK</b>														
Vector	174	10%	10%	10%	5%	9%	20%	7%	8%	8%	3%	10%	0%	4.6
Orion	101	10%	4%	8%	7%	9%	21%	11%	9%	7%	2%	12%	0%	5.0
Eastland Networks	52	16%	8%	4%	2%	8%	17%	6%	14%	4%	2%	19%	0%	5.1
Unison	45	15%	4%	4%	9%	11%	20%	14%	2%	10%	2%	9%	0%	4.7
Powerco	96	17%	7%	8%	10%	9%	12%	8%	10%	5%	2%	12%	0%	4.4
WEL Networks	61	9%	8%	2%	12%	7%	23%	10%	7%	13%	2%	7%	0%	4.9
Wellington Electricity Lines	102	17%	7%	8%	9%	7%	19%	2%	5%	12%	7%	7%	0%	4.5
<b>SEX</b>														
Male	480	12%	10%	5%	8%	9%	21%	7%	7%	8%	3%	10%	0%	4.6
Female	520	13%	6%	9%	8%	7%	16%	7%	8%	11%	4%	11%	0%	4.9
<b>AGE GROUP</b>														
18-29	98	5%	7%	6%	8%	8%	20%	9%	7%	12%	6%	12%	0%	5.5
30-44	407	9%	5%	8%	9%	8%	21%	8%	9%	10%	3%	10%	0%	5.0
45-59	274	14%	9%	8%	8%	9%	15%	7%	7%	8%	4%	11%	0%	4.6
60 plus	221	21%	11%	6%	4%	7%	19%	4%	5%	9%	3%	11%	0%	4.3
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	18%	11%	3%	3%	7%	11%	5%	9%	6%	7%	20%	0%	5.2
\$20,001-30,000	83	10%	5%	3%	2%	6%	23%	5%	6%	13%	7%	20%	0%	5.9
\$30,001-40,000	62	17%	10%	12%	6%	7%	19%	2%	8%	5%	4%	8%	2%	4.0
\$40,001-50,000	105	9%	8%	4%	6%	5%	23%	9%	11%	10%	3%	12%	0%	5.3
\$50,001-70,000	145	11%	6%	6%	9%	15%	16%	9%	7%	7%	4%	10%	0%	4.8
\$70,001-100,000	189	11%	8%	8%	15%	5%	17%	8%	5%	12%	4%	7%	0%	4.6
More than \$100,000	238	12%	9%	11%	5%	10%	20%	8%	7%	9%	2%	7%	0%	4.4
<b>Maori</b>														
Maori	110	10%	5%	6%	7%	7%	15%	9%	5%	11%	6%	19%	0%	5.7
<b>Pacific Island</b>														
Pacific Island	33	0%	7%	3%	6%	0%	34%	7%	15%	6%	6%	16%	0%	6.1
<b>Asian</b>														
Asian	93	3%	5%	6%	5%	6%	17%	10%	10%	16%	6%	15%	1%	6.1
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	11%	9%	6%	7%	10%	19%	7%	9%	8%	4%	10%	0%	4.8
Genesis/ Energy Online	253	16%	6%	8%	7%	7%	14%	8%	7%	12%	5%	10%	0%	4.8
Mercury Energy	201	8%	8%	11%	7%	7%	23%	7%	7%	9%	4%	9%	0%	4.8
Meridian Energy	101	12%	5%	5%	14%	7%	20%	5%	10%	10%	2%	10%	0%	4.8
TrustPower	80	16%	10%	9%	6%	5%	17%	4%	5%	8%	2%	18%	0%	4.7
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	18%	9%	7%	2%	8%	18%	3%	7%	9%	6%	12%	1%	4.7
\$100-\$200	546	11%	9%	7%	9%	8%	18%	7%	8%	9%	4%	10%	0%	4.8
\$201-\$300	244	11%	4%	9%	8%	6%	21%	8%	5%	11%	3%	14%	0%	5.1
> \$300 a month	67	14%	10%	3%	8%	14%	18%	5%	14%	9%	0%	5%	0%	4.4
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	11%	5%	6%	10%	10%	23%	5%	6%	11%	4%	9%	0%	4.9
No/ Unsure	691	13%	9%	8%	7%	7%	17%	8%	9%	8%	3%	11%	0%	4.7

**USEFULNESS: AS PART OF YOUR ELECTRICITY BILL**

Thinking about the different ways of providing information to compare electricity retail prices, 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 to you

As part of your electricity bill  
 ban1 by q9\_5

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	7%	4%	6%	5%	5%	18%	7%	12%	17%	6%	12%	1%	5.9
<b>AREA</b>														
Auckland	324	4%	3%	5%	5%	6%	15%	8%	14%	15%	10%	13%	2%	6.2
Christchurch	109	7%	3%	4%	10%	4%	18%	8%	12%	18%	4%	10%	2%	5.8
Wellington	102	7%	2%	9%	3%	4%	19%	7%	13%	17%	6%	11%	2%	5.8
Provincial (NI)	332	10%	5%	5%	4%	4%	21%	5%	12%	18%	4%	11%	1%	5.6
Provincial (SI)	133	8%	5%	6%	7%	6%	17%	4%	8%	18%	3%	17%	1%	5.8
<b>NETWORK</b>														
Vector	174	4%	3%	4%	7%	7%	16%	6%	12%	15%	9%	16%	1%	6.3
Orion	101	7%	4%	2%	10%	4%	20%	8%	13%	16%	3%	11%	2%	5.7
Eastland Networks	52	17%	5%	4%	6%	7%	21%	4%	9%	9%	6%	12%	0%	5.0
Unison	45	9%	10%	2%	3%	4%	14%	11%	11%	14%	5%	17%	0%	5.9
Powerco	96	9%	3%	6%	3%	4%	26%	1%	14%	22%	2%	7%	3%	5.6
WEL Networks	61	4%	6%	2%	7%	0%	15%	12%	17%	18%	8%	10%	1%	6.2
Wellington Electricity Lines	102	7%	2%	9%	3%	4%	19%	7%	13%	17%	6%	11%	2%	5.8
<b>SEX</b>														
Male	480	6%	5%	4%	6%	5%	19%	7%	13%	17%	4%	13%	1%	5.8
Female	520	8%	3%	6%	5%	5%	17%	6%	12%	18%	7%	12%	1%	5.9
<b>AGE GROUP</b>														
18-29	98	2%	2%	4%	6%	5%	13%	6%	23%	21%	7%	11%	0%	6.5
30-44	407	4%	3%	5%	4%	5%	18%	7%	15%	19%	7%	12%	1%	6.3
45-59	274	8%	4%	7%	7%	4%	19%	6%	11%	16%	5%	13%	0%	5.7
60 plus	221	15%	7%	6%	5%	5%	17%	6%	6%	12%	5%	12%	4%	5.0
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	13%	13%	4%	11%	1%	18%	3%	10%	6%	5%	12%	4%	4.7
\$20,001-30,000	83	7%	5%	6%	0%	4%	22%	6%	10%	15%	7%	17%	1%	6.1
\$30,001-40,000	62	9%	0%	8%	6%	9%	17%	1%	7%	16%	7%	17%	3%	5.9
\$40,001-50,000	105	5%	6%	9%	4%	4%	11%	8%	10%	21%	7%	15%	0%	6.0
\$50,001-70,000	145	3%	4%	4%	9%	3%	20%	5%	15%	18%	4%	14%	1%	6.2
\$70,001-100,000	189	4%	4%	5%	7%	4%	22%	7%	15%	17%	6%	9%	0%	5.9
More than \$100,000	238	7%	3%	6%	3%	6%	16%	9%	13%	19%	6%	12%	0%	6.0
<b>Maori</b>														
Maori	110	6%	4%	5%	3%	6%	16%	3%	14%	23%	5%	15%	0%	6.2
<b>Pacific Island</b>														
Pacific Island	33	3%	0%	0%	3%	3%	16%	3%	14%	19%	13%	22%	4%	7.3
<b>Asian</b>														
Asian	93	4%	3%	6%	7%	0%	14%	3%	12%	27%	4%	19%	1%	6.6
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	6%	4%	6%	5%	4%	19%	7%	10%	15%	9%	14%	1%	6.0
Genesis/ Energy Online	253	9%	5%	4%	4%	4%	15%	6%	16%	17%	6%	13%	1%	5.9
Mercury Energy	201	6%	2%	8%	6%	7%	18%	6%	10%	16%	7%	13%	1%	5.9
Meridian Energy	101	6%	2%	6%	8%	4%	21%	7%	14%	19%	3%	9%	1%	5.7
TrustPower	80	11%	3%	2%	10%	9%	19%	5%	6%	17%	1%	16%	1%	5.5
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	11%	6%	4%	7%	4%	19%	7%	8%	17%	5%	9%	3%	5.3
\$100-\$200	546	6%	4%	7%	4%	5%	18%	6%	14%	17%	6%	12%	1%	5.9
\$201-\$300	244	6%	3%	3%	7%	5%	20%	6%	13%	17%	7%	13%	0%	6.0
> \$300 a month	67	5%	10%	8%	3%	4%	13%	10%	7%	18%	4%	18%	0%	5.9
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	5%	4%	7%	5%	4%	19%	5%	12%	21%	7%	10%	1%	6.0
No/ Unsure	691	8%	4%	5%	5%	5%	17%	7%	13%	15%	6%	13%	2%	5.8

**USEFULNESS: PUBLIC NOTICE IN THE LOCAL NEWSPAPER**

Thinking about the different ways of providing information to compare electricity retail prices, 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 to you

Public notice in the local newspaper  
ban1 by q9\_6

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean	
All	1000	15%	9%	11%	9%	7%	18%	8%	8%	5%	2%		7%	1%	4.2
<b>AREA</b>															
Auckland	324	14%	9%	13%	9%	5%	18%	7%	9%	6%	2%		7%	1%	4.2
Christchurch	109	14%	13%	11%	9%	3%	18%	10%	9%	5%	1%		6%	1%	4.0
Wellington	102	13%	6%	12%	8%	9%	24%	7%	6%	6%	2%		5%	2%	4.2
Provincial (NI)	332	16%	10%	8%	9%	9%	17%	7%	9%	4%	2%		8%	1%	4.1
Provincial (SI)	133	17%	3%	7%	11%	12%	19%	7%	5%	8%	4%		7%	0%	4.4
<b>NETWORK</b>															
Vector	174	12%	9%	17%	11%	7%	12%	9%	7%	3%	2%		9%	2%	4.1
Orion	101	15%	12%	11%	10%	2%	19%	11%	8%	5%	1%		6%	0%	3.9
Eastland Networks	52	21%	11%	4%	9%	13%	12%	0%	4%	3%	5%		14%	4%	4.1
Unison	45	11%	10%	11%	10%	2%	14%	6%	19%	5%	0%		12%	0%	4.7
Powerco	96	17%	8%	5%	7%	7%	27%	10%	4%	6%	2%		7%	0%	4.3
WEL Networks	61	10%	11%	19%	12%	14%	11%	2%	10%	3%	2%		5%	1%	3.7
Wellington Electricity Lines	102	13%	6%	12%	8%	9%	24%	7%	6%	6%	2%		5%	2%	4.2
<b>SEX</b>															
Male	480	14%	9%	10%	10%	7%	19%	7%	9%	5%	1%		8%	1%	4.2
Female	520	16%	8%	11%	8%	8%	18%	8%	7%	6%	3%		6%	1%	4.2
<b>AGE GROUP</b>															
18-29	98	8%	1%	14%	8%	10%	23%	13%	7%	5%	4%		7%	0%	4.8
30-44	407	11%	9%	11%	10%	9%	18%	7%	10%	6%	2%		7%	0%	4.4
45-59	274	18%	10%	10%	6%	7%	21%	7%	9%	4%	1%		6%	1%	3.9
60 plus	221	22%	10%	8%	12%	4%	14%	6%	4%	6%	3%		8%	3%	3.8
<b>HOUSEHOLD INCOME</b>															
\$20,000 or less	60	16%	8%	11%	8%	5%	23%	5%	7%	1%	0%		12%	4%	4.1
\$20,001-30,000	83	14%	13%	9%	6%	3%	15%	7%	2%	10%	6%		13%	2%	4.7
\$30,001-40,000	62	19%	4%	7%	5%	12%	20%	7%	9%	6%	1%		10%	0%	4.5
\$40,001-50,000	105	14%	8%	11%	9%	4%	17%	6%	11%	6%	4%		9%	1%	4.5
\$50,001-70,000	145	12%	5%	8%	12%	9%	24%	7%	8%	5%	3%		6%	1%	4.4
\$70,001-100,000	189	11%	11%	10%	14%	8%	15%	8%	9%	5%	1%		7%	1%	4.1
More than \$100,000	238	13%	12%	14%	6%	8%	17%	10%	10%	5%	0%		4%	1%	3.9
<b>Maori</b>															
Maori	110	14%	12%	7%	4%	13%	12%	8%	8%	2%	4%		15%	1%	4.7
<b>Pacific Island</b>															
Pacific Island	33	3%	0%	13%	3%	9%	31%	13%	13%	0%	3%		12%	0%	5.5
<b>Asian</b>															
Asian	93	7%	2%	14%	9%	4%	14%	13%	13%	10%	3%		11%	0%	5.3
<b>ELECTRICITY COMPANY</b>															
Contact/ Empower	238	16%	8%	9%	8%	7%	21%	6%	9%	5%	2%		8%	1%	4.2
Genesis/ Energy Online	253	13%	9%	13%	10%	7%	20%	6%	9%	6%	1%		5%	1%	4.0
Mercury Energy	201	13%	10%	9%	9%	6%	16%	9%	9%	7%	1%		9%	2%	4.4
Meridian Energy	101	16%	6%	11%	13%	3%	17%	11%	6%	6%	5%		5%	1%	4.1
TrustPower	80	25%	9%	8%	6%	12%	10%	4%	2%	4%	4%		14%	2%	4.0
<b>MONTHLY SPEND ON POWER</b>															
< \$100 a month	129	22%	7%	12%	13%	8%	15%	6%	4%	5%	0%		6%	2%	3.4
\$100-\$200	546	13%	8%	10%	9%	8%	20%	8%	9%	5%	2%		7%	1%	4.3
\$201-\$300	244	13%	8%	11%	9%	6%	19%	6%	9%	8%	2%		9%	0%	4.4
> \$300 a month	67	18%	16%	11%	4%	13%	9%	5%	7%	5%	5%		6%	1%	3.7
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>															
Yes	309	13%	8%	12%	8%	10%	15%	8%	8%	8%	3%		6%	1%	4.3
No/ Unsure	691	16%	8%	10%	10%	6%	20%	7%	8%	4%	2%		8%	1%	4.1

**USEFULNESS: AS PART OF THE INFORMATION ON ELECTRICAL APPLIANCES**

Thinking about the different ways of providing information to compare electricity retail prices, 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 to you

As part of the information on electrical appliances  
ban1 by q9\_7

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	11%	5%	9%	8%	6%	18%	9%	10%	11%	3%	9%	1%	5.0
<b>AREA</b>														
Auckland	324	9%	7%	9%	8%	7%	17%	9%	10%	9%	4%	10%	1%	5.0
Christchurch	109	11%	5%	11%	8%	10%	13%	7%	14%	9%	3%	8%	1%	4.8
Wellington	102	13%	3%	8%	10%	4%	20%	10%	6%	14%	5%	6%	1%	4.9
Provincial (NI)	332	12%	5%	8%	8%	5%	19%	8%	11%	10%	4%	9%	1%	5.0
Provincial (SI)	133	11%	4%	6%	7%	7%	17%	10%	10%	17%	1%	10%	0%	5.2
<b>NETWORK</b>														
Vector	174	10%	6%	9%	8%	8%	16%	9%	8%	8%	5%	12%	1%	5.1
Orion	101	10%	5%	11%	9%	11%	14%	7%	15%	9%	2%	6%	1%	4.7
Eastland Networks	52	16%	8%	10%	6%	3%	14%	3%	13%	8%	4%	15%	0%	4.9
Unison	45	15%	4%	10%	4%	3%	16%	9%	15%	11%	2%	11%	0%	5.0
Powerco	96	14%	7%	7%	9%	4%	30%	4%	7%	7%	3%	6%	2%	4.4
WEL Networks	61	6%	3%	5%	12%	9%	15%	9%	16%	14%	5%	5%	1%	5.4
Wellington Electricity Lines	102	13%	3%	8%	10%	4%	20%	10%	6%	14%	5%	6%	1%	4.9
<b>SEX</b>														
Male	480	11%	6%	8%	10%	7%	18%	8%	11%	9%	3%	9%	0%	4.8
Female	520	10%	5%	9%	7%	6%	17%	9%	10%	12%	4%	9%	2%	5.1
<b>AGE GROUP</b>														
18-29	98	4%	2%	7%	6%	8%	22%	7%	14%	13%	5%	12%	0%	5.9
30-44	407	8%	4%	7%	9%	6%	18%	12%	11%	12%	4%	8%	1%	5.2
45-59	274	13%	6%	11%	7%	7%	15%	7%	13%	9%	3%	9%	0%	4.7
60 plus	221	16%	8%	9%	9%	6%	19%	5%	4%	10%	3%	9%	2%	4.4
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	15%	8%	8%	7%	10%	21%	2%	7%	5%	2%	15%	0%	4.6
\$20,001-30,000	83	10%	5%	8%	2%	5%	24%	5%	8%	8%	9%	13%	3%	5.4
\$30,001-40,000	62	15%	5%	9%	13%	6%	15%	6%	4%	13%	0%	11%	3%	4.5
\$40,001-50,000	105	5%	7%	7%	7%	6%	8%	13%	13%	18%	2%	14%	0%	5.7
\$50,001-70,000	145	8%	5%	6%	6%	9%	20%	10%	10%	8%	5%	12%	1%	5.3
\$70,001-100,000	189	9%	2%	8%	14%	3%	19%	9%	16%	14%	2%	4%	0%	5.0
More than \$100,000	238	10%	8%	12%	8%	8%	14%	10%	10%	10%	4%	6%	0%	4.7
<b>Maori</b>														
Maori	110	9%	6%	6%	6%	5%	18%	9%	7%	11%	4%	17%	2%	5.5
<b>Pacific Island</b>														
Pacific Island	33	6%	0%	12%	4%	6%	20%	6%	14%	6%	3%	23%	0%	6.0
<b>Asian</b>														
Asian	93	5%	3%	7%	5%	10%	12%	5%	14%	15%	5%	17%	2%	6.1
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	13%	3%	9%	6%	7%	15%	10%	12%	12%	3%	9%	1%	5.1
Genesis/ Energy Online	253	12%	5%	7%	8%	6%	19%	8%	10%	11%	5%	7%	2%	4.9
Mercury Energy	201	8%	7%	8%	8%	7%	18%	7%	11%	8%	5%	12%	1%	5.2
Meridian Energy	101	10%	5%	12%	12%	6%	19%	11%	8%	9%	0%	7%	1%	4.5
TrustPower	80	11%	7%	8%	10%	6%	17%	6%	7%	16%	4%	8%	0%	4.9
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	10%	6%	9%	5%	7%	22%	9%	11%	8%	3%	8%	2%	4.8
\$100-\$200	546	10%	5%	9%	8%	7%	16%	8%	12%	11%	4%	9%	1%	5.0
\$201-\$300	244	11%	6%	8%	11%	4%	19%	10%	9%	11%	3%	8%	0%	4.8
> \$300 a month	67	11%	4%	3%	9%	8%	19%	14%	5%	14%	2%	11%	0%	5.2
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	10%	5%	8%	8%	7%	20%	10%	10%	10%	4%	7%	1%	4.9
No/ Unsure	691	11%	5%	9%	8%	6%	17%	8%	11%	11%	3%	10%	1%	5.0

**USEFULNESS: AS PART OF THE INFORMATION WHEN YOU MOVE HOME**

Thinking about the different ways of providing information to compare electricity retail prices, 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 to you

As part of the information when you move home  
 ban1 by q9\_8

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean	
All	1000	10%	4%	6%	6%	4%	16%	8%	10%	15%	7%		12%	2%	5.6
<b>AREA</b>															
Auckland	324	6%	4%	7%	6%	4%	13%	9%	12%	15%	9%		13%	2%	6.0
Christchurch	109	10%	5%	3%	11%	3%	19%	9%	11%	9%	5%		12%	3%	5.4
Wellington	102	12%	3%	4%	7%	2%	16%	9%	9%	18%	12%		7%	1%	5.7
Provincial (NI)	332	14%	5%	7%	5%	5%	16%	5%	9%	15%	3%		13%	3%	5.2
Provincial (SI)	133	12%	4%	9%	5%	1%	16%	9%	9%	15%	5%		14%	1%	5.5
<b>NETWORK</b>															
Vector	174	5%	3%	7%	7%	6%	12%	10%	13%	13%	7%		15%	2%	6.0
Orion	101	10%	4%	3%	12%	3%	21%	9%	11%	10%	4%		10%	3%	5.3
Eastland Networks	52	19%	9%	5%	6%	5%	14%	6%	8%	4%	2%		19%	3%	4.7
Unison	45	13%	4%	7%	5%	8%	25%	7%	2%	9%	4%		12%	4%	5.0
Powerco	96	18%	2%	4%	7%	5%	23%	3%	9%	14%	2%		10%	3%	4.9
WEL Networks	61	4%	4%	7%	3%	4%	12%	5%	18%	26%	8%		8%	1%	6.2
Wellington Electricity Lines	102	12%	3%	4%	7%	2%	16%	9%	9%	18%	12%		7%	1%	5.7
<b>SEX</b>															
Male	480	9%	5%	8%	6%	4%	16%	7%	12%	13%	5%		12%	3%	5.4
Female	520	11%	4%	5%	6%	3%	15%	8%	9%	16%	8%		13%	2%	5.7
<b>AGE GROUP</b>															
18-29	98	4%	1%	4%	9%	4%	18%	8%	10%	19%	8%		14%	1%	6.4
30-44	407	5%	3%	7%	6%	5%	16%	8%	13%	17%	7%		13%	0%	6.0
45-59	274	12%	3%	8%	6%	2%	15%	9%	12%	14%	6%		11%	2%	5.4
60 plus	221	20%	9%	4%	6%	4%	15%	4%	4%	9%	5%		13%	7%	4.6
<b>HOUSEHOLD INCOME</b>															
\$20,000 or less	60	19%	7%	6%	8%	5%	18%	3%	6%	4%	2%		18%	4%	4.6
\$20,001-30,000	83	10%	4%	2%	7%	1%	26%	4%	9%	13%	7%		14%	3%	5.7
\$30,001-40,000	62	16%	9%	9%	5%	6%	15%	6%	5%	4%	10%		10%	5%	4.7
\$40,001-50,000	105	13%	8%	4%	5%	5%	8%	4%	8%	19%	8%		18%	0%	5.8
\$50,001-70,000	145	7%	3%	5%	9%	4%	20%	7%	10%	15%	5%		14%	1%	5.8
\$70,001-100,000	189	8%	2%	9%	7%	4%	15%	7%	13%	18%	9%		7%	1%	5.7
More than \$100,000	238	9%	3%	8%	5%	3%	15%	11%	12%	17%	6%		10%	1%	5.7
<b>Maori</b>															
Maori	110	11%	3%	5%	8%	3%	14%	6%	10%	13%	6%		20%	1%	5.9
<b>Pacific Island</b>															
Pacific Island	33	0%	0%	3%	6%	0%	16%	9%	7%	16%	7%		32%	4%	7.4
<b>Asian</b>															
Asian	93	4%	1%	6%	4%	7%	12%	8%	15%	15%	8%		19%	1%	6.6
<b>ELECTRICITY COMPANY</b>															
Contact/ Empower	238	10%	3%	7%	8%	4%	17%	5%	13%	13%	8%		11%	1%	5.6
Genesis/ Energy Online	253	13%	3%	5%	5%	4%	17%	7%	10%	17%	7%		8%	4%	5.4
Mercury Energy	201	6%	3%	5%	5%	4%	15%	10%	10%	14%	9%		16%	3%	6.2
Meridian Energy	101	14%	6%	8%	8%	4%	14%	7%	8%	15%	4%		11%	1%	5.0
TrustPower	80	12%	10%	7%	7%	3%	10%	8%	8%	12%	3%		18%	2%	5.2
<b>MONTHLY SPEND ON POWER</b>															
< \$100 a month	129	14%	3%	6%	9%	4%	16%	6%	7%	12%	5%		14%	4%	5.2
\$100-\$200	546	10%	5%	6%	5%	4%	16%	8%	11%	15%	7%		11%	2%	5.5
\$201-\$300	244	7%	3%	7%	7%	4%	15%	9%	10%	16%	7%		13%	2%	5.8
> \$300 a month	67	12%	4%	7%	8%	2%	15%	7%	11%	13%	7%		14%	0%	5.5
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>															
Yes	309	9%	4%	6%	8%	5%	18%	7%	11%	14%	8%		9%	1%	5.5
No/ Unsure	691	11%	4%	7%	5%	3%	14%	8%	10%	15%	6%		14%	3%	5.6



**USEFULNESS: SOCIAL MEDIA LIKE FACEBOOK**

Thinking about the different ways of providing information to compare electricity retail prices, 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 to you

Social media like Facebook  
ban1 by q9\_9

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean	
All	1000	29%	13%	9%	6%	6%	14%	5%	4%	4%	1%		6%	3%	3.2
<b>AREA</b>															
Auckland	324	23%	12%	9%	7%	6%	17%	7%	6%	4%	1%		7%	1%	3.6
Christchurch	109	27%	13%	9%	8%	7%	14%	6%	1%	4%	1%		8%	2%	3.2
Wellington	102	32%	15%	7%	4%	8%	15%	3%	3%	3%	0%		7%	3%	2.9
Provincial (NI)	332	35%	12%	8%	3%	6%	13%	3%	4%	4%	2%		6%	4%	3.0
Provincial (SI)	133	31%	14%	13%	8%	3%	7%	4%	4%	6%	1%		5%	4%	2.9
<b>NETWORK</b>															
Vector	174	22%	14%	9%	5%	9%	14%	6%	7%	4%	1%		8%	1%	3.6
Orion	101	27%	12%	10%	9%	5%	14%	7%	1%	4%	1%		8%	2%	3.2
Eastland Networks	52	36%	7%	11%	0%	4%	13%	2%	8%	4%	2%		8%	5%	3.2
Unison	45	35%	17%	7%	2%	3%	12%	7%	2%	0%	0%		9%	6%	2.8
Powerco	96	39%	14%	10%	2%	4%	11%	3%	4%	2%	2%		4%	5%	2.5
WEL Networks	61	23%	14%	5%	4%	8%	21%	3%	7%	7%	3%		4%	1%	3.6
Wellington Electricity Lines	102	32%	15%	7%	4%	8%	15%	3%	3%	3%	0%		7%	3%	2.9
<b>SEX</b>															
Male	480	26%	14%	11%	5%	5%	13%	5%	5%	4%	2%		7%	3%	3.3
Female	520	32%	11%	7%	6%	6%	15%	5%	4%	4%	1%		6%	3%	3.1
<b>AGE GROUP</b>															
18-29	98	10%	8%	6%	11%	6%	22%	4%	11%	6%	1%		15%	0%	5.0
30-44	407	21%	11%	12%	7%	6%	15%	8%	6%	5%	2%		6%	1%	3.7
45-59	274	38%	13%	9%	4%	7%	12%	2%	2%	4%	1%		6%	2%	2.7
60 plus	221	43%	18%	5%	4%	2%	10%	2%	1%	1%	2%		3%	9%	1.9
<b>HOUSEHOLD INCOME</b>															
\$20,000 or less	60	36%	11%	4%	6%	2%	13%	7%	4%	1%	0%		9%	7%	3.0
\$20,001-30,000	83	32%	19%	6%	2%	3%	17%	1%	1%	4%	1%		6%	8%	2.8
\$30,001-40,000	62	35%	15%	4%	6%	8%	8%	4%	5%	2%	5%		4%	4%	2.9
\$40,001-50,000	105	29%	13%	4%	4%	8%	14%	7%	4%	7%	1%		7%	2%	3.5
\$50,001-70,000	145	23%	16%	10%	4%	5%	17%	5%	5%	5%	1%		7%	2%	3.4
\$70,001-100,000	189	25%	13%	13%	9%	2%	14%	5%	4%	5%	1%		8%	1%	3.4
More than \$100,000	238	27%	12%	11%	6%	9%	13%	5%	6%	4%	2%		5%	0%	3.3
<b>Maori</b>															
Pacific Island	33	15%	7%	10%	3%	3%	27%	6%	12%	7%	0%		10%	0%	4.6
Asian	93	19%	6%	9%	5%	6%	14%	5%	7%	9%	1%		18%	1%	4.8
<b>ELECTRICITY COMPANY</b>															
Contact/ Empower	238	28%	11%	6%	6%	7%	15%	5%	7%	5%	2%		7%	1%	3.6
Genesis/ Energy Online	253	32%	15%	7%	6%	5%	13%	4%	3%	3%	2%		7%	3%	2.9
Mercury Energy	201	24%	11%	10%	6%	6%	16%	6%	4%	4%	2%		9%	2%	3.6
Meridian Energy	101	34%	13%	12%	8%	6%	11%	4%	3%	2%	0%		5%	2%	2.6
TrustPower	80	34%	16%	14%	2%	2%	9%	3%	5%	4%	0%		5%	6%	2.5
<b>MONTHLY SPEND ON POWER</b>															
< \$100 a month	129	35%	14%	7%	4%	4%	13%	5%	3%	5%	0%		5%	5%	2.7
\$100-\$200	546	28%	14%	7%	7%	5%	14%	5%	5%	4%	2%		6%	3%	3.2
\$201-\$300	244	24%	9%	14%	4%	7%	17%	4%	5%	4%	2%		8%	2%	3.6
> \$300 a month	67	36%	13%	7%	9%	9%	9%	3%	1%	5%	1%		6%	1%	2.7
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>															
Yes	309	23%	16%	9%	7%	7%	15%	4%	4%	5%	2%		6%	2%	3.3
No/ Unsure	691	32%	11%	9%	5%	5%	13%	5%	5%	4%	1%		7%	3%	3.1

**USEFULNESS: ON-LINE ADVERTISING ON SITES LIKE STUFF, HERALD AND TRADE ME**

Thinking about the different ways of providing information to compare electricity retail prices, 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 to you

On-line advertising on sites like Stuff, Herald and Trade Me  
ban1 by q9\_10

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	19%	9%	10%	8%	6%	15%	7%	7%	9%	3%	6%	1%	4.0
<b>AREA</b>														
Auckland	324	16%	10%	11%	9%	6%	16%	7%	6%	8%	4%	6%	1%	4.2
Christchurch	109	15%	8%	10%	12%	5%	17%	13%	6%	6%	2%	5%	1%	4.1
Wellington	102	21%	8%	13%	8%	4%	16%	5%	4%	12%	3%	6%	0%	3.9
Provincial (NI)	332	23%	9%	6%	7%	7%	13%	7%	8%	10%	2%	7%	1%	4.0
Provincial (SI)	133	20%	7%	14%	7%	8%	17%	3%	8%	4%	4%	7%	1%	3.9
<b>NETWORK</b>														
Vector	174	12%	11%	10%	11%	5%	16%	6%	8%	8%	4%	8%	1%	4.4
Orion	101	15%	8%	10%	11%	5%	17%	14%	6%	7%	2%	4%	1%	4.1
Eastland Networks	52	32%	11%	2%	6%	7%	6%	2%	14%	9%	0%	10%	1%	3.7
Unison	45	25%	4%	10%	9%	7%	16%	6%	5%	7%	0%	11%	0%	4.0
Powerco	96	22%	10%	6%	7%	4%	16%	5%	5%	13%	4%	6%	2%	4.1
WEL Networks	61	11%	7%	7%	9%	7%	14%	17%	13%	9%	2%	4%	0%	4.7
Wellington Electricity Lines	102	21%	8%	13%	8%	4%	16%	5%	4%	12%	3%	6%	0%	3.9
<b>SEX</b>														
Male	480	17%	9%	9%	9%	7%	15%	7%	7%	9%	3%	7%	1%	4.3
Female	520	22%	9%	10%	7%	6%	16%	7%	6%	8%	3%	5%	1%	3.8
<b>AGE GROUP</b>														
18-29	98	8%	4%	7%	12%	7%	12%	13%	10%	15%	5%	7%	0%	5.3
30-44	407	13%	7%	11%	9%	6%	17%	10%	8%	9%	3%	7%	0%	4.5
45-59	274	22%	8%	11%	7%	8%	17%	3%	6%	9%	3%	6%	0%	3.9
60 plus	221	34%	15%	6%	7%	5%	13%	3%	3%	4%	1%	5%	4%	2.8
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	27%	14%	4%	8%	3%	14%	5%	2%	3%	3%	13%	4%	3.7
\$20,001-30,000	83	26%	17%	13%	3%	2%	10%	6%	6%	3%	4%	7%	3%	3.3
\$30,001-40,000	62	31%	14%	3%	3%	8%	14%	3%	8%	7%	4%	5%	0%	3.5
\$40,001-50,000	105	19%	9%	3%	7%	4%	19%	10%	7%	10%	3%	9%	0%	4.5
\$50,001-70,000	145	15%	4%	11%	8%	11%	16%	9%	8%	9%	1%	7%	1%	4.4
\$70,001-100,000	189	12%	6%	13%	11%	4%	17%	7%	6%	14%	5%	5%	0%	4.6
More than \$100,000	238	15%	10%	10%	10%	8%	15%	6%	10%	10%	2%	4%	0%	4.1
<b>Maori</b>														
Pacific Island	33	8%	3%	10%	6%	3%	19%	14%	0%	10%	3%	20%	4%	5.5
Asian	93	10%	5%	7%	8%	7%	9%	8%	6%	19%	9%	12%	0%	5.5
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	15%	8%	9%	6%	7%	18%	6%	10%	7%	4%	8%	2%	4.4
Genesis/ Energy Online	253	21%	9%	11%	12%	5%	11%	6%	6%	10%	3%	5%	1%	3.8
Mercury Energy	201	15%	8%	11%	6%	8%	18%	8%	5%	8%	4%	8%	1%	4.3
Meridian Energy	101	27%	8%	7%	11%	6%	16%	11%	5%	4%	1%	4%	0%	3.4
TrustPower	80	33%	8%	10%	5%	9%	7%	2%	6%	8%	3%	8%	1%	3.4
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	28%	11%	6%	9%	5%	17%	5%	6%	6%	1%	4%	2%	3.3
\$100-\$200	546	18%	11%	9%	7%	6%	16%	7%	6%	10%	3%	6%	1%	4.1
\$201-\$300	244	15%	4%	12%	10%	6%	16%	8%	7%	10%	4%	8%	0%	4.5
> \$300 a month	67	25%	1%	13%	15%	12%	10%	4%	8%	3%	3%	6%	0%	3.6
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	17%	8%	10%	7%	7%	16%	7%	6%	12%	3%	6%	1%	4.3
No/ Unsure	691	21%	9%	9%	9%	6%	15%	7%	7%	7%	3%	6%	1%	3.9

**USEFULNESS: AS PART OF A CAMPAIGN THAT PROMOTES ENERGY EFFICIENCY**

Thinking about the different ways of providing information to compare electricity retail prices, 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 to you

As part of a campaign that promotes energy efficiency  
ban1 by q9\_11

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	7%	4%	5%	6%	5%	19%	11%	13%	14%	5%	10%	1%	5.7
<b>AREA</b>														
Auckland	324	6%	5%	3%	6%	4%	18%	11%	12%	16%	7%	11%	1%	5.9
Christchurch	109	5%	1%	3%	4%	8%	22%	10%	14%	19%	5%	9%	0%	6.0
Wellington	102	5%	4%	7%	11%	5%	17%	11%	13%	11%	6%	9%	1%	5.5
Provincial (NI)	332	7%	3%	5%	7%	5%	19%	13%	13%	14%	3%	10%	1%	5.6
Provincial (SI)	133	10%	3%	7%	5%	8%	15%	8%	13%	12%	7%	11%	1%	5.6
<b>NETWORK</b>														
Vector	174	5%	5%	3%	7%	3%	17%	14%	13%	13%	6%	14%	0%	6.0
Orion	101	6%	2%	3%	3%	8%	24%	10%	14%	18%	5%	7%	0%	5.9
Eastland Networks	52	15%	9%	3%	6%	2%	17%	7%	11%	10%	6%	12%	2%	5.1
Unison	45	2%	2%	9%	8%	3%	16%	9%	20%	9%	9%	11%	2%	6.1
Powerco	96	9%	2%	3%	11%	6%	19%	17%	8%	15%	0%	9%	1%	5.3
WEL Networks	61	3%	2%	3%	4%	5%	17%	20%	15%	18%	5%	5%	3%	6.1
Wellington Electricity Lines	102	5%	4%	7%	11%	5%	17%	11%	13%	11%	6%	9%	1%	5.5
<b>SEX</b>														
Male	480	7%	5%	4%	7%	6%	18%	12%	13%	13%	5%	9%	1%	5.5
Female	520	6%	2%	5%	5%	5%	19%	11%	13%	16%	6%	11%	1%	5.9
<b>AGE GROUP</b>														
18-29	98	2%	2%	8%	4%	6%	14%	18%	5%	24%	7%	10%	0%	6.2
30-44	407	3%	4%	3%	7%	5%	18%	12%	17%	14%	6%	11%	0%	6.1
45-59	274	8%	1%	5%	6%	5%	20%	12%	13%	16%	5%	8%	1%	5.6
60 plus	221	13%	7%	4%	8%	6%	19%	5%	9%	10%	4%	12%	3%	4.9
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	15%	7%	7%	12%	2%	19%	7%	6%	7%	3%	12%	3%	4.6
\$20,001-30,000	83	6%	3%	4%	6%	2%	24%	9%	9%	16%	8%	12%	1%	6.0
\$30,001-40,000	62	8%	9%	9%	7%	4%	10%	16%	6%	16%	2%	13%	0%	5.3
\$40,001-50,000	105	7%	4%	5%	2%	7%	18%	9%	12%	13%	7%	16%	0%	6.1
\$50,001-70,000	145	5%	5%	2%	7%	8%	19%	10%	13%	16%	6%	9%	0%	5.8
\$70,001-100,000	189	3%	3%	7%	7%	4%	20%	13%	16%	13%	7%	6%	1%	5.8
More than \$100,000	238	6%	2%	3%	6%	7%	16%	12%	18%	16%	5%	9%	0%	6.0
<b>Maori</b>														
Maori	110	7%	7%	5%	5%	5%	15%	7%	9%	14%	5%	20%	1%	5.9
<b>Pacific Island</b>														
Pacific Island	33	3%	0%	13%	6%	3%	17%	6%	3%	17%	0%	29%	3%	6.4
<b>Asian</b>														
Asian	93	6%	2%	6%	4%	6%	13%	9%	14%	15%	9%	16%	0%	6.3
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	6%	4%	3%	6%	8%	17%	7%	12%	18%	6%	12%	1%	5.9
Genesis/ Energy Online	253	6%	3%	3%	6%	5%	20%	14%	11%	15%	6%	10%	1%	5.9
Mercury Energy	201	5%	3%	5%	5%	4%	22%	12%	12%	13%	6%	13%	0%	6.0
Meridian Energy	101	9%	2%	7%	5%	11%	16%	13%	14%	11%	6%	5%	1%	5.3
TrustPower	80	14%	5%	6%	9%	2%	17%	10%	10%	12%	4%	10%	1%	5.0
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	11%	3%	5%	11%	1%	18%	13%	8%	12%	7%	8%	3%	5.2
\$100-\$200	546	6%	4%	4%	6%	6%	17%	11%	13%	16%	5%	11%	1%	5.9
\$201-\$300	244	6%	2%	5%	6%	7%	22%	9%	15%	12%	6%	9%	1%	5.7
> \$300 a month	67	6%	4%	4%	7%	5%	13%	12%	10%	21%	3%	15%	0%	6.1
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	6%	2%	6%	7%	6%	16%	10%	14%	18%	7%	8%	0%	5.8
No/ Unsure	691	7%	4%	4%	6%	5%	20%	12%	12%	13%	5%	11%	1%	5.7

**CONSUMER BEHAVIOUR**

Which of the following statements most closely describes you as a consumer?

ban1 by q10

	Base	I generally stick with the same companies	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	19%	74%	6%	0%	1%
<b>AREA</b>						
Auckland	324	16%	77%	7%	0%	0%
Christchurch	109	14%	77%	8%	1%	0%
Wellington	102	16%	79%	5%	0%	0%
Provincial (NI)	332	23%	71%	6%	0%	0%
Provincial (SI)	133	25%	70%	4%	0%	1%
<b>NETWORK</b>						
Vector	174	20%	73%	7%	0%	0%
Orion	101	15%	75%	9%	1%	0%
Eastland Networks	52	32%	55%	13%	0%	0%
Unsiion	45	14%	82%	2%	0%	2%
Powerco	96	18%	75%	7%	0%	0%
WEL Networks	61	27%	70%	3%	0%	0%
Wellington Electricity Lines	102	16%	79%	5%	0%	0%
<b>SEX</b>						
Male	480	19%	73%	8%	0%	0%
Female	520	20%	75%	4%	1%	0%
<b>AGE GROUP</b>						
18-29	98	15%	75%	10%	0%	0%
30-44	407	13%	80%	7%	0%	0%
45-59	274	19%	76%	4%	1%	0%
60 plus	221	34%	61%	5%	0%	0%
<b>HOUSEHOLD INCOME</b>						
\$20,000 or less	60	25%	61%	12%	0%	2%
\$20,001-30,000	83	27%	65%	8%	0%	0%
\$30,001-40,000	62	22%	76%	2%	0%	0%
\$40,001-50,000	105	23%	64%	11%	1%	1%
\$50,001-70,000	145	14%	80%	6%	0%	0%
\$70,001-100,000	189	19%	79%	2%	0%	0%
More than \$100,000	238	12%	81%	6%	0%	1%
<b>Maori</b>						
Pacific Island	33	28%	59%	13%	0%	0%
Asian	93	20%	71%	8%	0%	1%
<b>ELECTRICITY COMPANY</b>						
Contact/ Empower	238	18%	76%	5%	0%	1%
Genesis/ Energy Online	253	18%	76%	6%	0%	0%
Mercury Energy	201	18%	75%	6%	0%	1%
Meridian Energy	101	19%	76%	4%	1%	0%
TrustPower	80	38%	58%	4%	0%	0%
<b>MONTHLY SPEND ON POWER</b>						
< \$100 a month	129	28%	66%	3%	1%	2%
\$100-\$200	546	21%	73%	6%	0%	0%
\$201-\$300	244	13%	80%	7%	0%	0%
> \$300 a month	67	16%	74%	9%	1%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>						
Yes	309	10%	82%	8%	0%	0%
No/ Unsure	691	23%	71%	5%	0%	1%

**SEEN WHATSMYNUMBER ADVERTISING CAMPAIGN**

I am going to describe a specific advertising campaign. In this campaign, people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead and the ad ends by directing you to a website called "whatsmynumber.org.nz" to find out the amount you could save. There is also outdoor advertising (such as billboards) and on-line showing people with a piece of paper stuck to their forehead directing you to the website. Have you seen this advertising campaign?

ban1 by q11

	Base	Yes	No	Unsure
All	1000	71%	28%	1%
<b>AREA</b>				
Auckland	324	72%	27%	1%
Christchurch	109	66%	34%	0%
Wellington	102	73%	24%	3%
Provincial (NI)	332	73%	26%	1%
Provincial (SI)	133	67%	32%	1%
<b>NETWORK</b>				
Vector	174	70%	30%	0%
Orion	101	66%	34%	0%
Eastland Networks	52	67%	33%	0%
Unison	45	70%	30%	0%
Powerco	96	77%	23%	0%
WEL Networks	61	77%	20%	3%
Wellington Electricity Lines	102	73%	24%	3%
<b>SEX</b>				
Male	480	68%	31%	1%
Female	520	74%	25%	1%
<b>AGE GROUP</b>				
18-29	98	81%	19%	0%
30-44	407	77%	22%	1%
45-59	274	71%	28%	1%
60 plus	221	56%	41%	3%
<b>HOUSEHOLD INCOME</b>				
\$20,000 or less	60	46%	53%	1%
\$20,001-30,000	83	69%	30%	1%
\$30,001-40,000	62	68%	32%	0%
\$40,001-50,000	105	65%	35%	0%
\$50,001-70,000	145	76%	22%	2%
\$70,001-100,000	189	80%	20%	0%
More than \$100,000	238	75%	23%	2%
<b>Maori</b>				
Pacific Island	33	75%	25%	0%
Asian	93	59%	40%	1%
<b>ELECTRICITY COMPANY</b>				
Contact/ Empower	238	75%	24%	1%
Genesis/ Energy Online	253	74%	24%	2%
Mercury Energy	201	70%	29%	1%
Meridian Energy	101	66%	32%	2%
TrustPower	80	63%	36%	1%
<b>MONTHLY SPEND ON POWER</b>				
< \$100 a month	129	67%	31%	2%
\$100-\$200	546	73%	26%	1%
\$201-\$300	244	69%	29%	2%
> \$300 a month	67	74%	26%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>				
Yes	309	72%	27%	1%
No/ Unsure	691	71%	28%	1%

**VISITATION TO WHATSMYNUMBER WEBSITE**

Have you visited the price comparison website [whatsmynumber.org.nz](http://whatsmynumber.org.nz) to compare what you pay with what another retail supplier charges?

ban1 by q11x

	Base	Yes	No	Unsure
All	1000	24%	75%	1%
<b>AREA</b>				
Auckland	324	22%	77%	1%
Christchurch	109	22%	78%	0%
Wellington	102	28%	71%	1%
Provincial (NI)	332	25%	73%	2%
Provincial (SI)	133	26%	73%	1%
<b>NETWORK</b>				
Vector	174	22%	78%	0%
Orion	101	23%	77%	0%
Eastland Networks	52	23%	77%	0%
Unison	45	26%	74%	0%
Powerco	96	25%	72%	3%
WEL Networks	61	30%	67%	3%
Wellington Electricity Lines	102	28%	71%	1%
<b>SEX</b>				
Male	480	25%	74%	1%
Female	520	24%	75%	1%
<b>AGE GROUP</b>				
18-29	98	32%	68%	0%
30-44	407	31%	67%	2%
45-59	274	19%	80%	1%
60 plus	221	14%	85%	1%
<b>HOUSEHOLD INCOME</b>				
\$20,000 or less	60	15%	85%	0%
\$20,001-30,000	83	7%	93%	0%
\$30,001-40,000	62	11%	89%	0%
\$40,001-50,000	105	24%	75%	1%
\$50,001-70,000	145	33%	64%	3%
\$70,001-100,000	189	29%	71%	0%
More than \$100,000	238	29%	70%	1%
<b>Maori</b>				
Pacific Island	33	20%	80%	0%
Asian	93	28%	71%	1%
<b>ELECTRICITY COMPANY</b>				
Contact/ Empower	238	26%	74%	0%
Genesis/ Energy Online	253	26%	71%	3%
Mercury Energy	201	23%	76%	1%
Meridian Energy	101	22%	77%	1%
TrustPower	80	14%	86%	0%
<b>MONTHLY SPEND ON POWER</b>				
< \$100 a month	129	17%	83%	0%
\$100-\$200	546	24%	75%	1%
\$201-\$300	244	30%	69%	1%
> \$300 a month	67	23%	76%	1%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>				
Yes	309	33%	67%	0%
No/ Unsure	691	20%	78%	2%

**ACTION TAKEN AFTER VISITING WHATSMYNUMBER WEBSITE**

Which of the following describes what you did after visiting the whatsmynumber website?

ban1 by q11a

	Base	We took no further action nor 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	We are considering switching	Other	Unsure
All	243	53%	11%	7%	15%	7%	6%	1%
<b>AREA</b>								
Auckland	73	52%	14%	7%	14%	2%	11%	0%
Christchurch	24	50%	25%	0%	21%	0%	4%	0%
Wellington	28	44%	7%	19%	11%	12%	7%	0%
Provincial (NI)	82	56%	10%	4%	18%	6%	4%	2%
Provincial (SI)	35	59%	0%	12%	11%	18%	0%	0%
<b>NETWORK</b>								
Vector	38	65%	13%	2%	10%	0%	10%	0%
Orion	23	52%	26%	0%	18%	0%	4%	0%
Eastland Networks	12	47%	36%	0%	10%	7%	0%	0%
Unison	12	78%	7%	0%	7%	0%	8%	0%
Powerco	24	45%	0%	9%	22%	13%	11%	0%
WEL Networks	18	56%	12%	0%	22%	5%	0%	5%
Wellington Electricity Lines	28	44%	7%	19%	11%	12%	7%	0%
<b>SEX</b>								
Male	118	45%	11%	9%	18%	9%	8%	0%
Female	125	61%	10%	6%	13%	4%	5%	1%
<b>AGE GROUP</b>								
18-29	32	59%	15%	4%	7%	15%	0%	0%
30-44	127	50%	11%	8%	17%	5%	8%	1%
45-59	52	58%	7%	9%	16%	5%	5%	0%
60 plus	32	51%	13%	3%	15%	8%	8%	2%
<b>HOUSEHOLD INCOME</b>								
\$20,000 or less	9	79%	0%	10%	11%	0%	0%	0%
\$20,001-30,000	6	55%	29%	0%	16%	0%	0%	0%
\$30,001-40,000	7	28%	17%	0%	26%	29%	0%	0%
\$40,001-50,000	25	50%	24%	4%	14%	4%	4%	0%
\$50,001-70,000	48	51%	11%	13%	9%	8%	6%	2%
\$70,001-100,000	54	54%	9%	5%	16%	8%	7%	1%
More than \$100,000	69	53%	9%	8%	20%	4%	6%	0%
<b>Maori</b>								
Pacific Island	6	36%	15%	0%	49%	0%	0%	0%
Asian	26	57%	20%	0%	23%	0%	0%	0%
<b>ELECTRICITY COMPANY</b>								
Contact/ Empower	62	48%	12%	8%	14%	10%	8%	0%
Genesis/ Energy Online	67	66%	6%	5%	12%	6%	3%	2%
Mercury Energy	47	54%	15%	6%	4%	9%	10%	2%
Meridian Energy	22	40%	13%	13%	30%	0%	4%	0%
TrustPower	11	62%	18%	0%	11%	9%	0%	0%
<b>MONTHLY SPEND ON POWER</b>								
< \$100 a month	22	60%	16%	4%	11%	0%	9%	0%
\$100-\$200	131	54%	10%	10%	15%	6%	4%	1%
\$201-\$300	72	53%	8%	6%	16%	9%	7%	1%
> \$300 a month	15	36%	12%	0%	28%	12%	12%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>								
Yes	102	35%	4%	16%	36%	4%	5%	0%
No/ Unsure	141	67%	16%	1%	1%	8%	6%	1%

**SATISFACTION WITH WHATSMYNUMBER WEBSITE - EASE OF 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 the whats my number website?

Ease of use  
ban1 by q11b\_1

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	243	41%	36%	11%	4%	5%	3%
<b>AREA</b>							
Auckland	73	42%	37%	8%	9%	4%	0%
Christchurch	24	59%	33%	5%	3%	0%	0%
Wellington	28	32%	37%	14%	3%	7%	7%
Provincial (NI)	82	42%	31%	14%	2%	5%	6%
Provincial (SI)	35	33%	43%	13%	2%	6%	3%
<b>NETWORK</b>							
Vector	38	47%	32%	10%	6%	5%	0%
Orion	23	61%	30%	5%	4%	0%	0%
Eastland Networks	12	37%	9%	17%	0%	7%	30%
Unison	12	64%	27%	9%	0%	0%	0%
Powerco	24	39%	30%	18%	5%	8%	0%
WEL Networks	18	45%	37%	12%	0%	6%	0%
Wellington Electricity Lines	28	32%	37%	14%	3%	7%	7%
<b>SEX</b>							
Male	118	40%	36%	10%	8%	4%	2%
Female	125	42%	35%	12%	1%	5%	5%
<b>AGE GROUP</b>							
18-29	32	33%	33%	18%	8%	4%	4%
30-44	127	40%	41%	9%	3%	5%	2%
45-59	52	42%	32%	12%	2%	5%	7%
60 plus	32	54%	21%	10%	10%	5%	0%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	9	59%	0%	30%	0%	11%	0%
\$20,001-30,000	6	26%	45%	16%	13%	0%	0%
\$30,001-40,000	7	42%	41%	0%	0%	17%	0%
\$40,001-50,000	25	42%	38%	14%	6%	0%	0%
\$50,001-70,000	48	33%	36%	16%	2%	8%	5%
\$70,001-100,000	54	51%	34%	7%	6%	0%	2%
More than \$100,000	69	43%	36%	6%	6%	4%	5%
<b>Maori</b>							
Pacific Island	6	63%	37%	0%	0%	0%	0%
Asian	26	28%	39%	16%	5%	7%	5%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	62	43%	40%	12%	3%	0%	2%
Genesis/ Energy Online	67	43%	38%	9%	3%	5%	2%
Mercury Energy	47	33%	34%	11%	4%	11%	7%
Meridian Energy	22	43%	32%	13%	12%	0%	0%
TrustPower	11	16%	44%	21%	0%	8%	11%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	22	60%	17%	10%	8%	5%	0%
\$100-\$200	131	37%	37%	14%	5%	3%	4%
\$201-\$300	72	40%	42%	7%	3%	5%	3%
> \$300 a month	15	49%	26%	5%	0%	20%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	102	46%	37%	8%	2%	5%	2%
No/ Unsure	141	38%	35%	13%	6%	4%	4%



**SATISFACTION WITH WHATSMYNUMBER WEBSITE - 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 the whats my number website?

Providing you with the information you wanted  
ban1 by q11b\_2

	Base	1 Very satisfied	2	3	4 satisfied	5 Not at all Unsure	
All	243	40%	32%	10%	8%	7%	3%
<b>AREA</b>							
Auckland	73	47%	30%	6%	10%	7%	0%
Christchurch	24	59%	22%	15%	4%	0%	0%
Wellington	28	25%	42%	15%	4%	7%	7%
Provincial (NI)	82	40%	31%	10%	7%	7%	5%
Provincial (SI)	35	28%	39%	11%	11%	11%	0%
<b>NETWORK</b>							
Vector	38	45%	38%	3%	6%	8%	0%
Orion	23	57%	23%	16%	4%	0%	0%
Eastland Networks	12	27%	26%	10%	0%	17%	20%
Unison	12	76%	24%	0%	0%	0%	0%
Powerco	24	44%	30%	0%	9%	17%	0%
WEL Networks	18	45%	32%	23%	0%	0%	0%
Wellington Electricity Lines	28	25%	42%	15%	4%	7%	7%
<b>SEX</b>							
Male	118	42%	36%	5%	8%	7%	2%
Female	125	39%	28%	15%	8%	7%	3%
<b>AGE GROUP</b>							
18-29	32	41%	22%	22%	8%	7%	0%
30-44	127	41%	34%	8%	6%	8%	3%
45-59	52	40%	32%	7%	11%	5%	5%
60 plus	32	38%	36%	10%	8%	8%	0%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	9	70%	9%	21%	0%	0%	0%
\$20,001-30,000	6	0%	43%	57%	0%	0%	0%
\$30,001-40,000	7	42%	41%	17%	0%	0%	0%
\$40,001-50,000	25	47%	29%	5%	8%	7%	4%
\$50,001-70,000	48	40%	33%	9%	5%	11%	2%
\$70,001-100,000	54	51%	21%	7%	13%	6%	2%
More than \$100,000	69	37%	40%	8%	6%	4%	5%
<b>Maori</b>							
Pacific Island	6	81%	0%	0%	19%	0%	0%
Asian	26	40%	44%	0%	12%	4%	0%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	62	43%	35%	12%	5%	3%	2%
Genesis/ Energy Online	67	47%	34%	10%	3%	3%	3%
Mercury Energy	47	37%	22%	8%	16%	15%	2%
Meridian Energy	22	31%	45%	7%	13%	4%	0%
TrustPower	11	18%	36%	19%	0%	16%	11%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	22	45%	18%	18%	10%	5%	4%
\$100-\$200	131	42%	34%	9%	4%	8%	3%
\$201-\$300	72	39%	29%	13%	13%	4%	2%
> \$300 a month	15	30%	51%	0%	6%	13%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	102	44%	34%	5%	9%	6%	2%
No/ Unsure	141	37%	31%	14%	7%	8%	3%

**SATISFACTION WITH WHATSMYNUMBER WEBSITE - 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 the whats my number website?

Accuracy of information  
ban1 by q11b\_3

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	243	32%	28%	20%	5%	6%	9%
<b>AREA</b>							
Auckland	73	38%	19%	27%	4%	5%	7%
Christchurch	24	47%	29%	9%	7%	0%	8%
Wellington	28	14%	36%	19%	10%	7%	14%
Provincial (NI)	82	32%	31%	21%	1%	7%	8%
Provincial (SI)	35	25%	34%	15%	12%	5%	9%
<b>NETWORK</b>							
Vector	38	52%	8%	22%	2%	5%	11%
Orion	23	45%	31%	9%	7%	0%	8%
Eastland Networks	12	35%	20%	18%	0%	17%	10%
Unison	12	72%	17%	0%	0%	0%	11%
Powerco	24	30%	22%	32%	0%	16%	0%
WEL Networks	18	33%	50%	17%	0%	0%	0%
Wellington Electricity Lines	28	14%	36%	19%	10%	7%	14%
<b>SEX</b>							
Male	118	38%	27%	18%	6%	3%	8%
Female	125	27%	29%	22%	5%	8%	9%
<b>AGE GROUP</b>							
18-29	32	26%	22%	30%	3%	4%	15%
30-44	127	36%	29%	17%	2%	8%	8%
45-59	52	23%	33%	28%	9%	0%	7%
60 plus	32	39%	23%	13%	13%	7%	5%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	9	37%	11%	35%	0%	8%	9%
\$20,001-30,000	6	29%	32%	13%	26%	0%	0%
\$30,001-40,000	7	28%	24%	17%	0%	0%	31%
\$40,001-50,000	25	37%	26%	23%	3%	7%	4%
\$50,001-70,000	48	33%	27%	22%	7%	7%	4%
\$70,001-100,000	54	32%	28%	22%	4%	3%	11%
More than \$100,000	69	35%	30%	14%	3%	7%	11%
<b>Maori</b>							
Pacific Island	6	49%	32%	0%	19%	0%	0%
Asian	26	27%	24%	33%	0%	0%	16%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	62	33%	31%	21%	5%	3%	7%
Genesis/ Energy Online	67	35%	32%	16%	3%	2%	12%
Mercury Energy	47	25%	20%	28%	6%	13%	8%
Meridian Energy	22	34%	38%	7%	9%	8%	4%
TrustPower	11	18%	37%	17%	9%	8%	11%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	22	42%	16%	25%	4%	4%	9%
\$100-\$200	131	32%	28%	19%	6%	6%	9%
\$201-\$300	72	30%	30%	21%	6%	4%	9%
> \$300 a month	15	31%	37%	20%	0%	12%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	102	40%	27%	15%	4%	5%	9%
No/ Unsure	141	26%	29%	24%	6%	6%	9%

**VISITED POWERSWITCH PRICE COMPARISON WEBSITE**

Have you visited another consumer price comparison website called powerswitch?  
 ban1 by q12

	Base	Yes	No	Unsure
All	1000	17%	81%	2%
<b>AREA</b>				
Auckland	324	15%	81%	4%
Christchurch	109	22%	76%	2%
Wellington	102	22%	77%	1%
Provincial (NI)	332	13%	85%	2%
Provincial (SI)	133	19%	80%	1%
<b>NETWORK</b>				
Vector	174	11%	86%	3%
Orion	101	24%	74%	2%
Eastland Networks	52	15%	85%	0%
Unsiion	45	7%	88%	5%
Powerco	96	13%	87%	0%
WEL Networks	61	14%	84%	2%
Wellington Electricity Lines	102	22%	77%	1%
<b>SEX</b>				
Male	480	18%	80%	2%
Female	520	15%	83%	2%
<b>AGE GROUP</b>				
18-29	98	8%	91%	1%
30-44	407	22%	75%	3%
45-59	274	16%	82%	2%
60 plus	221	12%	87%	1%
<b>HOUSEHOLD INCOME</b>				
\$20,000 or less	60	12%	87%	1%
\$20,001-30,000	83	10%	89%	1%
\$30,001-40,000	62	7%	93%	0%
\$40,001-50,000	105	10%	86%	4%
\$50,001-70,000	145	24%	72%	4%
\$70,001-100,000	189	19%	79%	2%
More than \$100,000	238	20%	78%	2%
<b>Maori</b>				
Pacific Island	33	9%	91%	0%
Asian	93	15%	83%	2%
<b>ELECTRICITY COMPANY</b>				
Contact/ Empower	238	16%	81%	3%
Genesis/ Energy Online	253	19%	78%	3%
Mercury Energy	201	13%	85%	2%
Meridian Energy	101	19%	80%	1%
TrustPower	80	6%	94%	0%
<b>MONTHLY SPEND ON POWER</b>				
< \$100 a month	129	14%	84%	2%
\$100-\$200	546	17%	81%	2%
\$201-\$300	244	16%	80%	4%
> \$300 a month	67	15%	80%	5%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>				
Yes	309	24%	74%	2%
No/ Unsure	691	13%	85%	2%

**ACTION TAKEN AFTER VISITING PRICE COMPARISON WEBSITE**

Which of the following best describes what you did after visiting the powerswitch website?  
 ban1 by q12a

	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 according to the site	We are considering switching	Other	Unsure
All	165	59%	5%	8%	20%	3%	4%	1%
<b>AREA</b>								
Auckland	49	50%	7%	10%	21%	4%	6%	2%
Christchurch	24	70%	9%	4%	17%	0%	0%	0%
Wellington	22	67%	0%	11%	18%	0%	4%	0%
Provincial (NI)	45	69%	4%	2%	17%	2%	6%	0%
Provincial (SI)	25	41%	4%	17%	30%	8%	0%	0%
<b>NETWORK</b>								
Vector	18	55%	10%	5%	12%	7%	5%	6%
Orion	24	70%	9%	4%	17%	0%	0%	0%
Eastland Networks	8	37%	10%	0%	43%	0%	10%	0%
Unison	3	66%	0%	0%	34%	0%	0%	0%
Powerco	13	69%	7%	8%	10%	0%	6%	0%
WEL Networks	9	89%	0%	0%	11%	0%	0%	0%
Wellington Electricity Lines	22	67%	0%	11%	18%	0%	4%	0%
<b>SEX</b>								
Male	88	57%	8%	9%	18%	3%	4%	1%
Female	77	61%	3%	8%	22%	3%	3%	0%
<b>AGE GROUP</b>								
18-29	8	43%	0%	14%	28%	0%	0%	15%
30-44	89	59%	6%	10%	18%	3%	4%	0%
45-59	42	63%	3%	8%	23%	3%	0%	0%
60 plus	26	56%	10%	0%	22%	3%	9%	0%
<b>HOUSEHOLD INCOME</b>								
\$20,000 or less	7	50%	11%	0%	28%	0%	11%	0%
\$20,001-30,000	8	76%	0%	0%	24%	0%	0%	0%
\$30,001-40,000	4	20%	0%	80%	0%	0%	0%	0%
\$40,001-50,000	10	71%	12%	0%	9%	0%	8%	0%
\$50,001-70,000	35	53%	8%	8%	25%	3%	3%	0%
\$70,001-100,000	35	58%	8%	9%	16%	3%	3%	3%
More than \$100,000	48	63%	2%	9%	20%	4%	2%	0%
<b>Maori</b>								
Pacific Island	3	66%	0%	0%	34%	0%	0%	0%
Asian	14	57%	13%	0%	21%	0%	0%	9%
<b>ELECTRICITY COMPANY</b>								
Contact/ Empower	38	60%	2%	13%	14%	8%	3%	0%
Genesis/ Energy Online	49	62%	4%	2%	26%	2%	4%	0%
Mercury Energy	26	62%	7%	8%	15%	5%	3%	0%
Meridian Energy	19	68%	16%	0%	11%	0%	5%	0%
TrustPower	5	50%	0%	25%	25%	0%	0%	0%
<b>MONTHLY SPEND ON POWER</b>								
< \$100 a month	18	47%	0%	11%	33%	4%	5%	0%
\$100-\$200	95	66%	5%	7%	15%	1%	5%	1%
\$201-\$300	38	49%	11%	11%	24%	2%	3%	0%
> \$300 a month	10	60%	0%	0%	31%	9%	0%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>								
Yes	73	37%	2%	14%	40%	0%	5%	2%
No/ Unsure	92	77%	7%	4%	4%	5%	3%	0%

**SATISFACTION WITH POWERSWITCH WEBSITE - EASE OF 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 the powerswitch website?

Ease of use  
ban1 by q12b\_1

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	165	37%	40%	11%	4%	3%	5%
<b>AREA</b>							
Auckland	49	37%	37%	13%	2%	9%	2%
Christchurch	24	38%	33%	15%	5%	0%	9%
Wellington	22	28%	41%	22%	0%	0%	9%
Provincial (NI)	45	37%	47%	5%	9%	0%	2%
Provincial (SI)	25	41%	39%	5%	4%	3%	8%
<b>NETWORK</b>							
Vector	18	17%	36%	24%	0%	18%	5%
Orion	24	38%	33%	15%	5%	0%	9%
Eastland Networks	8	38%	50%	0%	12%	0%	0%
Unison	3	33%	67%	0%	0%	0%	0%
Powerco	13	48%	34%	10%	8%	0%	0%
WEL Networks	9	34%	55%	0%	11%	0%	0%
Wellington Electricity Lines	22	28%	41%	22%	0%	0%	9%
<b>SEX</b>							
Male	88	32%	40%	17%	3%	4%	4%
Female	77	43%	40%	4%	5%	3%	5%
<b>AGE GROUP</b>							
18-29	8	28%	14%	29%	0%	15%	14%
30-44	89	36%	44%	9%	6%	1%	4%
45-59	42	31%	40%	17%	3%	6%	3%
60 plus	26	50%	35%	3%	3%	3%	6%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	7	66%	23%	0%	11%	0%	0%
\$20,001-30,000	8	32%	35%	12%	0%	11%	10%
\$30,001-40,000	4	52%	48%	0%	0%	0%	0%
\$40,001-50,000	10	38%	51%	0%	0%	0%	11%
\$50,001-70,000	35	40%	36%	19%	5%	0%	0%
\$70,001-100,000	35	44%	33%	12%	6%	0%	5%
More than \$100,000	48	24%	48%	10%	2%	7%	9%
Maori	16	43%	51%	0%	6%	0%	0%
Pacific Island	3	34%	33%	0%	0%	33%	0%
Asian	14	22%	36%	25%	0%	17%	0%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	38	38%	47%	5%	5%	3%	2%
Genesis/ Energy Online	49	37%	39%	16%	6%	0%	2%
Mercury Energy	26	37%	31%	12%	0%	13%	7%
Meridian Energy	19	30%	43%	11%	10%	0%	6%
TrustPower	5	25%	25%	25%	0%	0%	25%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	18	53%	32%	4%	0%	0%	11%
\$100-\$200	95	31%	42%	14%	6%	3%	4%
\$201-\$300	38	38%	42%	12%	2%	0%	6%
> \$300 a month	10	40%	48%	0%	0%	12%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	73	41%	44%	10%	3%	1%	1%
No/ Unsure	92	33%	37%	12%	5%	5%	8%

**SATISFACTION WITH POWERSWITCH WEBSITE - 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 the powerswitch website?

Providing you with the information you wanted  
ban1 by q12b\_2

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	165	35%	42%	11%	4%	5%	3%
<b>AREA</b>							
Auckland	49	39%	44%	9%	0%	6%	2%
Christchurch	24	26%	60%	5%	5%	0%	4%
Wellington	22	36%	45%	5%	6%	4%	4%
Provincial (NI)	45	32%	40%	11%	6%	9%	2%
Provincial (SI)	25	41%	22%	26%	8%	0%	3%
<b>NETWORK</b>							
Vector	18	23%	54%	6%	0%	12%	5%
Orion	24	26%	60%	5%	5%	0%	4%
Eastland Networks	8	50%	50%	0%	0%	0%	0%
Unison	3	33%	33%	34%	0%	0%	0%
Powerco	13	44%	38%	0%	0%	18%	0%
WEL Networks	9	23%	34%	32%	11%	0%	0%
Wellington Electricity Lines	22	36%	45%	5%	6%	4%	4%
<b>SEX</b>							
Male	88	36%	39%	10%	5%	7%	3%
Female	77	33%	45%	12%	4%	3%	3%
<b>AGE GROUP</b>							
18-29	8	43%	29%	14%	0%	14%	0%
30-44	89	31%	48%	10%	3%	5%	3%
45-59	42	31%	40%	17%	9%	3%	0%
60 plus	26	53%	28%	3%	3%	7%	6%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	7	77%	12%	0%	0%	11%	0%
\$20,001-30,000	8	9%	47%	11%	0%	23%	10%
\$30,001-40,000	4	52%	28%	20%	0%	0%	0%
\$40,001-50,000	10	56%	21%	23%	0%	0%	0%
\$50,001-70,000	35	39%	49%	9%	3%	0%	0%
\$70,001-100,000	35	31%	49%	9%	6%	0%	5%
More than \$100,000	48	28%	41%	13%	7%	7%	4%
<b>Maori</b>							
Pacific Island	3	33%	34%	0%	0%	33%	0%
Asian	14	20%	55%	16%	0%	9%	0%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	38	40%	41%	11%	3%	5%	0%
Genesis/ Energy Online	49	34%	43%	10%	5%	6%	2%
Mercury Energy	26	41%	31%	8%	5%	12%	3%
Meridian Energy	19	24%	50%	16%	10%	0%	0%
TrustPower	5	25%	0%	75%	0%	0%	0%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	18	70%	20%	0%	0%	5%	5%
\$100-\$200	95	29%	47%	9%	7%	5%	3%
\$201-\$300	38	31%	45%	16%	3%	2%	3%
> \$300 a month	10	29%	41%	19%	0%	11%	0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	73	39%	48%	6%	6%	0%	1%
No/ Unsure	92	32%	37%	15%	3%	9%	4%

**SATISFACTION WITH POWERSWITCH WEBSITE - 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 the powerswitch website?

Accuracy of information  
ban1 by q12b\_3

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	165	30%	37%	12%	2%	5%	14%
<b>AREA</b>							
Auckland	49	38%	34%	8%	4%	6%	10%
Christchurch	24	33%	45%	18%	0%	0%	4%
Wellington	22	27%	36%	9%	4%	6%	18%
Provincial (NI)	45	22%	32%	20%	0%	7%	19%
Provincial (SI)	25	27%	47%	4%	5%	0%	17%
<b>NETWORK</b>							
Vector	18	29%	39%	10%	0%	12%	10%
Orion	24	33%	45%	18%	0%	0%	4%
Eastland Networks	8	42%	35%	0%	0%	0%	23%
Unison	3	33%	0%	67%	0%	0%	0%
Powerco	13	21%	20%	17%	0%	18%	24%
WEL Networks	9	23%	45%	32%	0%	0%	0%
Wellington Electricity Lines	22	27%	36%	9%	4%	6%	18%
<b>SEX</b>							
Male	88	30%	39%	10%	2%	5%	14%
Female	77	29%	36%	15%	3%	4%	13%
<b>AGE GROUP</b>							
18-29	8	43%	43%	0%	0%	14%	0%
30-44	89	28%	39%	15%	2%	3%	13%
45-59	42	26%	40%	11%	3%	6%	14%
60 plus	26	40%	28%	7%	3%	3%	19%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	7	61%	11%	17%	0%	11%	0%
\$20,001-30,000	8	24%	21%	23%	0%	11%	21%
\$30,001-40,000	4	52%	0%	20%	0%	0%	28%
\$40,001-50,000	10	47%	33%	0%	8%	0%	12%
\$50,001-70,000	35	37%	40%	12%	3%	0%	8%
\$70,001-100,000	35	28%	42%	8%	0%	0%	22%
More than \$100,000	48	17%	46%	13%	4%	10%	10%
<b>Maori</b>							
Pacific Island	3	33%	34%	0%	0%	33%	0%
Asian	14	14%	63%	14%	0%	9%	0%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	38	35%	36%	11%	3%	7%	8%
Genesis/ Energy Online	49	30%	37%	12%	4%	3%	14%
Mercury Energy	26	29%	24%	15%	4%	13%	15%
Meridian Energy	19	27%	39%	26%	0%	0%	8%
TrustPower	5	25%	50%	0%	0%	0%	25%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	18	41%	38%	0%	0%	0%	21%
\$100-\$200	95	26%	43%	11%	2%	5%	13%
\$201-\$300	38	29%	32%	21%	5%	2%	11%
> \$300 a month	10	40%	10%	19%	0%	12%	19%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	73	32%	44%	11%	1%	3%	9%
No/ Unsure	92	28%	32%	13%	3%	6%	18%

**WORTHWHILE REVIEWING WHICH ELECTRICITY RETAILER CAN OFFER BEST DEAL**

Do you believe it is worthwhile reviewing which electricity retailer can offer you the best deal?  
ban1 by q13a

	Base	Yes	No	Unsure
All	1000	80%	17%	3%
<b>AREA</b>				
Auckland	324	83%	15%	2%
Christchurch	109	81%	15%	4%
Wellington	102	83%	13%	4%
Provincial (NI)	332	78%	18%	4%
Provincial (SI)	133	77%	21%	2%
<b>NETWORK</b>				
Vector	174	81%	18%	1%
Orion	101	81%	15%	4%
Eastland Networks	52	75%	19%	6%
Unison	45	72%	19%	9%
Powerco	96	82%	15%	3%
WEL Networks	61	82%	15%	3%
Wellington Electricity Lines	102	83%	13%	4%
<b>SEX</b>				
Male	480	81%	16%	3%
Female	520	80%	17%	3%
<b>AGE GROUP</b>				
18-29	98	89%	7%	4%
30-44	407	89%	9%	2%
45-59	274	79%	18%	3%
60 plus	221	62%	33%	5%
<b>HOUSEHOLD INCOME</b>				
\$20,000 or less	60	67%	28%	5%
\$20,001-30,000	83	78%	19%	3%
\$30,001-40,000	62	77%	20%	3%
\$40,001-50,000	105	79%	18%	3%
\$50,001-70,000	145	84%	13%	3%
\$70,001-100,000	189	84%	14%	2%
More than \$100,000	238	85%	13%	2%
<b>Maori</b>				
Pacific Island	33	89%	7%	4%
Asian	93	91%	6%	3%
<b>ELECTRICITY COMPANY</b>				
Contact/ Empower	238	83%	13%	4%
Genesis/ Energy Online	253	81%	16%	3%
Mercury Energy	201	79%	19%	2%
Meridian Energy	101	80%	19%	1%
TrustPower	80	69%	27%	4%
<b>MONTHLY SPEND ON POWER</b>				
< \$100 a month	129	68%	29%	3%
\$100-\$200	546	81%	16%	3%
\$201-\$300	244	85%	12%	3%
> \$300 a month	67	83%	15%	2%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>				
Yes	309	90%	8%	2%
No/ Unsure	691	77%	20%	3%



**FREQUENCY OF REVIEW**

How often do you think you should review to see if you have got the best deal?  
 ban1 by q13b

	Base	At least once a month	About every three months	About every six months	Once a year	Once every two years or more	Unsure
All	805	1%	9%	28%	49%	11%	2%
<b>AREA</b>							
Auckland	270	1%	11%	29%	47%	10%	2%
Christchurch	88	2%	10%	27%	43%	18%	0%
Wellington	85	0%	7%	19%	53%	18%	3%
Provincial (NI)	259	1%	8%	31%	50%	8%	2%
Provincial (SI)	103	1%	10%	25%	49%	14%	1%
<b>NETWORK</b>							
Vector	141	0%	10%	27%	52%	9%	2%
Orion	81	3%	8%	27%	43%	19%	0%
Eastland Networks	39	0%	15%	24%	54%	5%	2%
Unison	32	0%	9%	31%	48%	10%	2%
Powerco	79	2%	4%	36%	49%	7%	2%
WEL Networks	50	0%	10%	32%	48%	8%	2%
Wellington Electricity Lines	85	0%	7%	19%	53%	18%	3%
<b>SEX</b>							
Male	389	1%	12%	28%	46%	11%	2%
Female	416	1%	7%	28%	51%	11%	2%
<b>AGE GROUP</b>							
18-29	88	1%	11%	38%	41%	9%	0%
30-44	364	2%	10%	27%	51%	9%	1%
45-59	216	1%	7%	26%	50%	14%	2%
60 plus	138	1%	9%	26%	44%	14%	6%
<b>HOUSEHOLD INCOME</b>							
\$20,000 or less	40	0%	16%	21%	45%	16%	2%
\$20,001-30,000	65	1%	7%	35%	39%	16%	2%
\$30,001-40,000	48	4%	13%	29%	42%	7%	5%
\$40,001-50,000	83	0%	16%	31%	38%	15%	0%
\$50,001-70,000	122	2%	5%	23%	60%	8%	2%
\$70,001-100,000	159	1%	9%	30%	50%	9%	1%
More than \$100,000	202	1%	9%	25%	53%	11%	1%
<b>Maori</b>							
Pacific Island	29	3%	28%	32%	25%	4%	8%
Asian	85	4%	17%	35%	32%	12%	0%
<b>ELECTRICITY COMPANY</b>							
Contact/ Empower	198	1%	12%	32%	45%	9%	1%
Genesis/ Energy Online	205	1%	9%	26%	50%	11%	3%
Mercury Energy	160	1%	7%	29%	48%	13%	2%
Meridian Energy	80	3%	6%	20%	57%	12%	2%
TrustPower	55	0%	11%	34%	43%	12%	0%
<b>MONTHLY SPEND ON POWER</b>							
< \$100 a month	87	0%	9%	31%	48%	10%	2%
\$100-\$200	443	2%	9%	27%	48%	12%	2%
\$201-\$300	207	2%	10%	29%	48%	11%	0%
> \$300 a month	55	0%	12%	26%	50%	8%	4%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>							
Yes	278	1%	12%	29%	46%	9%	3%
No/ Unsure	528	2%	8%	27%	49%	13%	1%

**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	4%	4%	8%	6%	7%	20%	9%	11%	13%	5%	13%	0%	5.7
<b>AREA</b>														
Auckland	324	4%	4%	6%	7%	6%	21%	12%	13%	10%	6%	11%	0%	5.7
Christchurch	109	4%	4%	9%	8%	5%	18%	12%	5%	18%	3%	14%	0%	5.8
Wellington	102	3%	4%	14%	8%	13%	23%	8%	5%	8%	5%	8%	1%	5.0
Provincial (NI)	332	5%	5%	7%	5%	7%	19%	6%	13%	14%	4%	15%	0%	5.8
Provincial (SI)	133	3%	4%	8%	5%	8%	23%	5%	11%	13%	3%	17%	0%	5.9
<b>NETWORK</b>														
Vector	174	3%	4%	5%	9%	5%	18%	11%	16%	9%	8%	12%	0%	5.9
Orion	101	4%	4%	9%	9%	5%	18%	13%	5%	15%	4%	14%	0%	5.7
Eastland Networks	52	7%	7%	4%	2%	8%	18%	3%	11%	22%	2%	14%	2%	5.9
Unison	45	8%	2%	0%	2%	6%	18%	3%	19%	17%	9%	16%	0%	6.5
Powerco	96	3%	4%	7%	7%	7%	21%	5%	14%	14%	5%	13%	0%	5.9
WEL Networks	61	6%	7%	16%	5%	9%	18%	8%	6%	11%	4%	10%	0%	5.0
Wellington Electricity Lines	102	3%	4%	14%	8%	13%	23%	8%	5%	8%	5%	8%	1%	5.0
<b>SEX</b>														
Male	480	5%	4%	6%	6%	7%	21%	9%	13%	13%	4%	12%	0%	5.7
Female	520	3%	4%	10%	6%	7%	20%	9%	10%	12%	5%	14%	0%	5.7
<b>AGE GROUP</b>														
18-29	98	6%	1%	13%	8%	7%	14%	12%	12%	10%	5%	12%	0%	5.4
30-44	407	3%	5%	8%	7%	8%	22%	10%	11%	13%	4%	9%	0%	5.4
45-59	274	5%	3%	8%	6%	7%	20%	8%	13%	13%	6%	11%	0%	5.7
60 plus	221	4%	5%	4%	4%	5%	21%	6%	9%	14%	4%	24%	0%	6.3
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	12%	1%	6%	4%	7%	20%	5%	8%	8%	5%	22%	2%	5.8
\$20,001-30,000	83	3%	6%	10%	5%	5%	20%	6%	11%	11%	5%	18%	0%	5.9
\$30,001-40,000	62	0%	6%	2%	10%	7%	21%	5%	11%	13%	5%	20%	0%	6.3
\$40,001-50,000	105	4%	7%	5%	2%	7%	14%	8%	16%	20%	3%	13%	1%	6.1
\$50,001-70,000	145	1%	5%	7%	7%	5%	27%	7%	14%	13%	3%	11%	0%	5.8
\$70,001-100,000	189	3%	3%	10%	7%	9%	23%	7%	11%	12%	6%	9%	0%	5.6
More than \$100,000	238	7%	4%	11%	7%	8%	16%	13%	9%	12%	4%	9%	0%	5.2
<b>Maori</b>														
Maori	110	9%	6%	7%	0%	2%	20%	7%	12%	10%	4%	22%	1%	6.0
<b>Pacific Island</b>														
Pacific Island	33	7%	12%	10%	7%	3%	15%	7%	7%	20%	0%	12%	0%	5.1
<b>Asian</b>														
Asian	93	4%	1%	6%	8%	3%	17%	9%	11%	17%	7%	17%	0%	6.3
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	4%	4%	9%	6%	8%	20%	8%	11%	14%	2%	14%	0%	5.7
Genesis/ Energy Online	253	5%	5%	10%	5%	6%	21%	9%	12%	13%	4%	10%	0%	5.5
Mercury Energy	201	4%	3%	6%	9%	6%	20%	9%	12%	8%	10%	13%	0%	5.9
Meridian Energy	101	5%	5%	5%	4%	8%	20%	16%	12%	8%	3%	14%	0%	5.7
TrustPower	80	3%	6%	5%	4%	8%	22%	0%	10%	18%	3%	20%	1%	6.2
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	5%	2%	10%	5%	4%	20%	6%	15%	11%	5%	16%	1%	5.9
\$100-\$200	546	4%	6%	7%	6%	6%	22%	8%	10%	14%	4%	13%	0%	5.7
\$201-\$300	244	3%	2%	8%	6%	9%	18%	14%	10%	13%	5%	12%	0%	5.8
> \$300 a month	67	9%	5%	8%	6%	14%	24%	1%	14%	3%	7%	9%	0%	5.0
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	5%	5%	9%	7%	8%	22%	8%	9%	16%	3%	8%	0%	5.3
No/ Unsure	691	4%	4%	7%	6%	7%	20%	9%	12%	11%	5%	15%	0%	5.9

**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	7%	5%	7%	8%	6%	22%	9%	12%	12%	3%	9%	0%	5.4
<b>AREA</b>														
Auckland	324	7%	6%	4%	9%	7%	22%	9%	12%	11%	4%	9%	0%	5.3
Christchurch	109	4%	4%	10%	9%	3%	23%	9%	10%	14%	2%	12%	0%	5.5
Wellington	102	3%	5%	8%	8%	13%	21%	6%	13%	14%	4%	5%	0%	5.2
Provincial (NI)	332	8%	4%	8%	6%	4%	22%	9%	13%	12%	3%	11%	0%	5.5
Provincial (SI)	133	7%	5%	6%	11%	7%	22%	7%	12%	13%	2%	8%	0%	5.2
<b>NETWORK</b>														
Vector	174	4%	7%	4%	10%	9%	25%	8%	12%	10%	2%	9%	0%	5.2
Orion	101	4%	3%	9%	10%	4%	24%	10%	10%	13%	1%	12%	0%	5.5
Eastland Networks	52	15%	3%	4%	4%	6%	17%	11%	10%	10%	6%	14%	0%	5.4
Unison	45	2%	0%	9%	0%	0%	33%	12%	10%	10%	7%	17%	0%	6.4
Powerco	96	6%	3%	11%	12%	4%	14%	10%	16%	16%	2%	6%	0%	5.3
WEL Networks	61	7%	3%	11%	2%	8%	24%	5%	13%	19%	0%	8%	0%	5.4
Wellington Electricity Lines	102	3%	5%	8%	8%	13%	21%	6%	13%	14%	4%	5%	0%	5.2
<b>SEX</b>														
Male	480	7%	3%	8%	8%	6%	22%	7%	12%	13%	3%	11%	0%	5.5
Female	520	7%	6%	6%	8%	6%	23%	9%	12%	12%	3%	8%	0%	5.2
<b>AGE GROUP</b>														
18-29	98	4%	3%	2%	6%	5%	30%	8%	17%	11%	5%	9%	0%	5.8
30-44	407	4%	3%	4%	8%	7%	22%	10%	15%	16%	3%	8%	0%	5.8
45-59	274	7%	4%	10%	9%	6%	20%	10%	11%	12%	3%	8%	0%	5.2
60 plus	221	13%	10%	9%	8%	5%	21%	5%	7%	7%	2%	13%	0%	4.6
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	11%	10%	6%	3%	5%	17%	11%	14%	6%	0%	17%	0%	5.1
\$20,001-30,000	83	12%	13%	6%	7%	2%	14%	6%	17%	8%	5%	10%	0%	4.9
\$30,001-40,000	62	8%	6%	8%	10%	9%	24%	2%	14%	9%	2%	8%	0%	4.9
\$40,001-50,000	105	3%	3%	7%	13%	6%	14%	7%	16%	17%	2%	12%	0%	5.7
\$50,001-70,000	145	6%	3%	6%	10%	7%	23%	4%	12%	12%	5%	11%	1%	5.5
\$70,001-100,000	189	6%	2%	10%	6%	5%	26%	9%	11%	15%	3%	7%	0%	5.4
More than \$100,000	238	4%	4%	5%	8%	6%	24%	14%	13%	13%	3%	6%	0%	5.5
<b>Maori</b>														
Maori	110	9%	2%	4%	4%	4%	18%	8%	13%	14%	6%	18%	0%	6.1
<b>Pacific Island</b>														
Pacific Island	33	4%	9%	4%	19%	3%	12%	11%	12%	10%	10%	6%	0%	5.3
<b>Asian</b>														
Asian	93	4%	2%	2%	8%	11%	17%	9%	12%	20%	4%	11%	0%	6.0
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	4%	4%	7%	7%	6%	24%	9%	12%	14%	3%	9%	1%	5.5
Genesis/ Energy Online	253	7%	4%	7%	8%	6%	22%	9%	13%	15%	2%	7%	0%	5.3
Mercury Energy	201	7%	8%	6%	8%	7%	25%	7%	11%	7%	4%	10%	0%	5.2
Meridian Energy	101	6%	4%	8%	9%	8%	21%	13%	7%	13%	2%	9%	0%	5.3
TrustPower	80	14%	7%	8%	8%	1%	23%	4%	16%	10%	2%	7%	0%	4.7
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	11%	7%	6%	9%	4%	22%	8%	12%	8%	1%	12%	0%	5.0
\$100-\$200	546	7%	5%	7%	7%	7%	23%	9%	11%	12%	3%	9%	0%	5.3
\$201-\$300	244	4%	3%	6%	8%	8%	23%	8%	13%	15%	4%	8%	0%	5.6
> \$300 a month	67	6%	0%	10%	14%	2%	16%	4%	18%	12%	3%	15%	0%	5.8
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	5%	3%	7%	8%	6%	21%	8%	15%	14%	3%	10%	0%	5.7
No/ Unsure	691	7%	6%	7%	8%	6%	23%	9%	11%	11%	3%	9%	0%	5.2

**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%	3%	2%	3%	13%	7%	16%	25%	8%	20%	0%	7.1
<b>AREA</b>														
Auckland	324	1%	2%	3%	2%	3%	15%	8%	16%	23%	10%	17%	0%	7.0
Christchurch	109	1%	2%	4%	4%	4%	12%	9%	23%	19%	6%	16%	0%	6.8
Wellington	102	0%	1%	2%	4%	4%	12%	7%	16%	26%	9%	19%	0%	7.2
Provincial (NI)	332	2%	2%	2%	2%	3%	13%	6%	14%	27%	6%	23%	0%	7.2
Provincial (SI)	133	2%	1%	2%	1%	2%	12%	6%	15%	28%	8%	23%	0%	7.4
<b>NETWORK</b>														
Vector	174	0%	4%	4%	3%	2%	18%	7%	11%	25%	12%	14%	0%	6.9
Orion	101	1%	2%	4%	3%	4%	13%	9%	24%	17%	6%	17%	0%	6.8
Eastland Networks	52	2%	1%	2%	0%	5%	10%	3%	4%	31%	8%	34%	0%	7.8
Unison	45	0%	0%	0%	0%	0%	18%	0%	17%	36%	7%	22%	0%	7.8
Powerco	96	4%	4%	2%	2%	1%	7%	7%	17%	29%	7%	20%	0%	7.1
WEL Networks	61	0%	2%	2%	5%	6%	8%	9%	14%	27%	5%	22%	0%	7.2
Wellington Electricity Lines	102	0%	1%	2%	4%	4%	12%	7%	16%	26%	9%	19%	0%	7.2
<b>SEX</b>														
Male	480	2%	3%	2%	2%	2%	13%	7%	19%	26%	6%	18%	0%	7.0
Female	520	0%	1%	3%	3%	3%	14%	7%	13%	24%	10%	22%	0%	7.3
<b>AGE GROUP</b>														
18-29	98	2%	0%	1%	2%	10%	14%	7%	17%	25%	11%	11%	0%	6.8
30-44	407	1%	1%	3%	3%	2%	15%	8%	18%	25%	7%	17%	0%	7.1
45-59	274	0%	3%	3%	3%	2%	11%	6%	16%	29%	9%	18%	0%	7.2
60 plus	221	3%	3%	3%	1%	2%	13%	8%	11%	19%	6%	31%	0%	7.2
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	3%	3%	3%	7%	3%	14%	6%	9%	11%	8%	33%	0%	7.0
\$20,001-30,000	83	3%	4%	2%	4%	1%	12%	8%	14%	18%	6%	28%	0%	7.0
\$30,001-40,000	62	3%	5%	1%	0%	4%	21%	5%	16%	14%	4%	27%	0%	6.9
\$40,001-50,000	105	0%	2%	4%	1%	4%	10%	8%	17%	26%	8%	20%	0%	7.3
\$50,001-70,000	145	3%	2%	1%	2%	2%	17%	4%	10%	31%	12%	16%	0%	7.2
\$70,001-100,000	189	1%	0%	5%	4%	2%	12%	9%	19%	27%	8%	12%	1%	6.9
More than \$100,000	238	0%	2%	1%	1%	4%	11%	7%	20%	28%	8%	18%	0%	7.3
<b>Maori</b>														
Maori	110	3%	2%	3%	2%	2%	15%	7%	12%	19%	11%	24%	0%	7.2
<b>Pacific Island</b>														
Pacific Island	33	0%	6%	7%	0%	4%	18%	6%	10%	26%	10%	13%	0%	6.6
<b>Asian</b>														
Asian	93	1%	1%	0%	4%	4%	13%	5%	14%	26%	9%	23%	0%	7.4
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	1%	2%	2%	1%	3%	13%	7%	16%	33%	5%	17%	0%	7.2
Genesis/ Energy Online	253	1%	4%	1%	3%	3%	12%	5%	17%	23%	8%	23%	0%	7.2
Mercury Energy	201	1%	1%	4%	3%	2%	18%	8%	13%	19%	11%	20%	0%	7.0
Meridian Energy	101	1%	1%	3%	3%	5%	10%	10%	20%	25%	10%	12%	0%	7.0
TrustPower	80	1%	2%	1%	2%	3%	10%	11%	12%	23%	11%	24%	0%	7.4
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	2%	3%	5%	1%	4%	15%	7%	14%	17%	6%	26%	0%	6.9
\$100-\$200	546	2%	2%	2%	3%	2%	13%	7%	16%	26%	7%	20%	0%	7.2
\$201-\$300	244	1%	3%	3%	2%	3%	15%	8%	15%	23%	11%	16%	0%	7.0
> \$300 a month	67	0%	0%	2%	0%	5%	12%	4%	17%	29%	11%	20%	0%	7.6
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	2%	1%	2%	4%	2%	11%	7%	20%	26%	8%	17%	0%	7.2
No/ Unsure	691	1%	3%	3%	2%	3%	14%	7%	14%	24%	8%	21%	0%	7.1

**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	8%	4%	5%	3%	2%	7%	5%	7%	16%	11%	30%	2%	6.9
<b>AREA</b>														
Auckland	324	6%	4%	4%	3%	2%	7%	5%	9%	13%	11%	34%	2%	7.2
Christchurch	109	7%	6%	7%	4%	1%	6%	6%	3%	17%	8%	33%	2%	6.8
Wellington	102	3%	4%	2%	1%	1%	6%	5%	7%	16%	14%	41%	0%	8.0
Provincial (NI)	332	12%	4%	4%	3%	4%	8%	4%	6%	18%	12%	24%	1%	6.4
Provincial (SI)	133	10%	6%	7%	3%	1%	5%	4%	6%	21%	9%	26%	2%	6.5
<b>NETWORK</b>														
Vector	174	6%	5%	3%	4%	3%	8%	4%	7%	14%	15%	29%	2%	7.0
Orion	101	8%	6%	5%	3%	1%	5%	6%	4%	17%	8%	36%	1%	6.9
Eastland Networks	52	16%	2%	2%	3%	1%	12%	4%	2%	18%	13%	26%	1%	6.5
Unison	45	5%	8%	7%	2%	0%	16%	0%	9%	14%	14%	23%	2%	6.5
Powerco	96	11%	1%	4%	4%	5%	8%	6%	5%	21%	8%	25%	2%	6.5
WEL Networks	61	12%	3%	5%	4%	2%	3%	4%	7%	16%	17%	26%	1%	6.7
Wellington Electricity Lines	102	3%	4%	2%	1%	1%	6%	5%	7%	16%	14%	41%	0%	8.0
<b>SEX</b>														
Male	480	6%	3%	5%	3%	2%	8%	5%	7%	17%	11%	31%	2%	7.1
Female	520	10%	5%	4%	4%	2%	7%	4%	6%	16%	11%	30%	1%	6.7
<b>AGE GROUP</b>														
18-29	98	1%	3%	6%	0%	1%	7%	8%	8%	11%	20%	35%	0%	7.8
30-44	407	3%	2%	4%	2%	3%	5%	4%	8%	18%	13%	38%	0%	7.8
45-59	274	6%	2%	5%	4%	2%	10%	5%	6%	20%	11%	28%	1%	7.0
60 plus	221	23%	11%	4%	5%	3%	8%	4%	5%	11%	4%	17%	5%	4.6
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	26%	12%	3%	3%	4%	5%	2%	5%	11%	4%	21%	4%	4.7
\$20,001-30,000	83	19%	12%	5%	6%	3%	7%	7%	7%	11%	4%	13%	6%	4.6
\$30,001-40,000	62	13%	7%	3%	4%	7%	7%	5%	7%	17%	10%	19%	1%	5.9
\$40,001-50,000	105	8%	5%	6%	6%	5%	5%	5%	4%	19%	12%	24%	1%	6.4
\$50,001-70,000	145	6%	3%	3%	2%	1%	10%	8%	6%	20%	11%	30%	0%	7.2
\$70,001-100,000	189	3%	1%	7%	3%	2%	8%	3%	8%	19%	13%	33%	0%	7.4
More than \$100,000	238	0%	1%	3%	1%	0%	6%	4%	7%	16%	17%	45%	0%	8.4
<b>Maori</b>														
Maori	110	11%	5%	6%	0%	0%	6%	0%	3%	21%	13%	34%	1%	7.0
<b>Pacific Island</b>														
Pacific Island	33	4%	9%	3%	5%	3%	15%	6%	4%	13%	13%	21%	4%	6.4
<b>Asian</b>														
Asian	93	5%	0%	1%	3%	4%	10%	10%	11%	18%	9%	29%	0%	7.3
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	6%	4%	3%	2%	2%	5%	6%	8%	18%	11%	34%	1%	7.3
Genesis/ Energy Online	253	8%	4%	4%	2%	2%	8%	2%	7%	16%	12%	34%	1%	7.1
Mercury Energy	201	8%	4%	4%	4%	2%	8%	6%	8%	14%	12%	28%	2%	6.8
Meridian Energy	101	10%	3%	7%	7%	3%	6%	5%	6%	20%	11%	21%	1%	6.2
TrustPower	80	13%	8%	5%	3%	2%	9%	6%	2%	21%	7%	22%	2%	5.9
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	17%	9%	4%	5%	3%	7%	2%	5%	16%	9%	20%	3%	5.5
\$100-\$200	546	8%	4%	5%	2%	2%	7%	6%	7%	13%	13%	31%	2%	6.9
\$201-\$300	244	3%	3%	5%	5%	2%	7%	3%	7%	26%	8%	31%	0%	7.3
> \$300 a month	67	5%	2%	4%	4%	2%	7%	3%	6%	9%	10%	48%	0%	7.7
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	5%	3%	5%	3%	2%	6%	4%	6%	16%	12%	37%	1%	7.4
No/ Unsure	691	10%	5%	4%	3%	2%	8%	5%	7%	16%	11%	27%	2%	6.6

**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	4%	3%	6%	6%	4%	16%	7%	12%	17%	6%	19%	0%	6.4
<b>AREA</b>														
Auckland	324	5%	3%	6%	4%	4%	16%	6%	13%	17%	6%	20%	0%	6.4
Christchurch	109	4%	7%	6%	5%	7%	10%	6%	13%	21%	6%	15%	0%	6.1
Wellington	102	3%	6%	7%	9%	5%	14%	11%	15%	11%	7%	12%	0%	5.8
Provincial (NI)	332	5%	1%	6%	6%	5%	14%	5%	11%	18%	6%	22%	1%	6.5
Provincial (SI)	133	3%	2%	5%	4%	3%	25%	9%	9%	16%	6%	18%	0%	6.4
<b>NETWORK</b>														
Vector	174	3%	4%	4%	4%	4%	14%	10%	12%	17%	6%	22%	0%	6.6
Orion	101	4%	7%	6%	4%	7%	10%	6%	13%	21%	7%	15%	0%	6.2
Eastland Networks	52	3%	0%	8%	2%	6%	10%	4%	7%	18%	11%	31%	0%	7.2
Unison	45	10%	0%	4%	5%	5%	13%	5%	10%	23%	4%	19%	2%	6.3
Powerco	96	3%	1%	6%	9%	4%	16%	3%	9%	21%	6%	21%	1%	6.6
WEL Networks	61	5%	4%	11%	7%	3%	11%	13%	15%	14%	3%	14%	0%	5.8
Wellington Electricity Lines	102	3%	6%	7%	9%	5%	14%	11%	15%	11%	7%	12%	0%	5.8
<b>SEX</b>														
Male	480	5%	3%	6%	5%	5%	17%	6%	11%	17%	7%	18%	0%	6.3
Female	520	4%	3%	6%	6%	3%	15%	7%	13%	17%	6%	20%	0%	6.5
<b>AGE GROUP</b>														
18-29	98	4%	2%	7%	7%	2%	19%	7%	16%	13%	6%	17%	0%	6.2
30-44	407	3%	3%	5%	5%	4%	16%	8%	16%	17%	5%	18%	0%	6.4
45-59	274	7%	3%	8%	6%	6%	17%	5%	9%	18%	7%	14%	0%	5.9
60 plus	221	5%	3%	3%	4%	4%	14%	4%	8%	18%	7%	29%	1%	6.9
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	1%	3%	0%	4%	4%	18%	4%	6%	17%	6%	36%	1%	7.4
\$20,001-30,000	83	4%	8%	6%	5%	0%	15%	3%	5%	18%	10%	26%	0%	6.6
\$30,001-40,000	62	1%	3%	7%	3%	3%	17%	8%	11%	15%	4%	28%	0%	6.9
\$40,001-50,000	105	4%	2%	3%	7%	3%	15%	3%	15%	21%	6%	21%	0%	6.7
\$50,001-70,000	145	3%	2%	5%	2%	7%	16%	6%	12%	19%	8%	20%	0%	6.7
\$70,001-100,000	189	5%	1%	6%	6%	4%	17%	9%	15%	18%	7%	12%	0%	6.2
More than \$100,000	238	6%	4%	10%	6%	7%	15%	9%	13%	14%	4%	12%	0%	5.6
<b>Maori</b>														
Maori	110	6%	2%	1%	4%	4%	14%	7%	10%	12%	10%	30%	0%	7.0
<b>Pacific Island</b>														
Pacific Island	33	0%	10%	4%	3%	0%	10%	9%	4%	36%	3%	21%	0%	6.9
<b>Asian</b>														
Asian	93	4%	2%	2%	2%	2%	17%	6%	12%	19%	8%	26%	0%	7.1
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	5%	2%	5%	6%	4%	17%	8%	13%	18%	4%	18%	0%	6.2
Genesis/ Energy Online	253	3%	4%	6%	7%	5%	15%	6%	14%	18%	5%	17%	0%	6.2
Mercury Energy	201	5%	3%	6%	3%	4%	16%	7%	12%	12%	8%	24%	0%	6.5
Meridian Energy	101	6%	3%	6%	5%	6%	17%	5%	13%	15%	12%	12%	0%	6.1
TrustPower	80	2%	1%	7%	3%	4%	8%	7%	11%	23%	6%	27%	1%	7.1
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	3%	3%	7%	2%	3%	20%	7%	8%	12%	9%	25%	1%	6.7
\$100-\$200	546	4%	2%	5%	6%	5%	15%	6%	12%	18%	6%	21%	0%	6.5
\$201-\$300	244	4%	4%	7%	6%	3%	16%	8%	15%	18%	6%	13%	0%	6.1
> \$300 a month	67	9%	8%	10%	6%	7%	12%	6%	5%	13%	6%	18%	0%	5.4
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	5%	4%	5%	6%	4%	15%	7%	11%	18%	7%	18%	0%	6.4
No/ Unsure	691	4%	3%	6%	5%	5%	16%	6%	13%	16%	6%	20%	0%	6.4

**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	4%	2%	4%	5%	5%	18%	10%	14%	14%	6%	18%	0%	6.4
<b>AREA</b>														
Auckland	324	4%	3%	3%	4%	4%	19%	9%	16%	15%	5%	18%	0%	6.4
Christchurch	109	3%	3%	5%	7%	2%	19%	10%	13%	11%	9%	18%	0%	6.4
Wellington	102	1%	1%	6%	2%	14%	18%	12%	10%	15%	4%	17%	0%	6.4
Provincial (NI)	332	5%	3%	4%	5%	5%	16%	11%	14%	14%	6%	17%	0%	6.3
Provincial (SI)	133	4%	1%	4%	5%	6%	17%	9%	15%	13%	4%	21%	1%	6.5
<b>NETWORK</b>														
Vector	174	2%	3%	5%	6%	4%	17%	12%	14%	13%	6%	18%	0%	6.4
Orion	101	3%	3%	4%	7%	2%	19%	10%	14%	11%	8%	19%	0%	6.4
Eastland Networks	52	9%	3%	4%	0%	4%	19%	5%	10%	15%	8%	22%	1%	6.4
Unison	45	2%	2%	3%	5%	9%	14%	14%	9%	10%	7%	25%	0%	6.7
Powerco	96	4%	1%	3%	6%	2%	18%	10%	23%	12%	9%	12%	0%	6.4
WEL Networks	61	5%	4%	9%	7%	7%	8%	12%	9%	21%	3%	15%	0%	6.0
Wellington Electricity Lines	102	1%	1%	6%	2%	14%	18%	12%	10%	15%	4%	17%	0%	6.4
<b>SEX</b>														
Male	480	4%	3%	4%	5%	6%	19%	11%	14%	12%	4%	18%	0%	6.2
Female	520	3%	2%	4%	5%	5%	17%	9%	14%	16%	7%	18%	0%	6.6
<b>AGE GROUP</b>														
18-29	98	2%	1%	4%	1%	5%	16%	10%	15%	14%	7%	25%	0%	7.0
30-44	407	2%	2%	3%	5%	6%	17%	9%	16%	18%	6%	16%	0%	6.6
45-59	274	4%	3%	4%	6%	6%	18%	11%	14%	11%	7%	16%	0%	6.2
60 plus	221	7%	3%	7%	3%	5%	20%	10%	11%	10%	3%	21%	0%	6.0
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	1%	4%	10%	5%	3%	10%	5%	18%	6%	4%	33%	1%	6.7
\$20,001-30,000	83	8%	3%	1%	4%	6%	14%	10%	11%	16%	4%	23%	0%	6.5
\$30,001-40,000	62	4%	6%	6%	3%	1%	24%	5%	15%	16%	6%	14%	0%	6.1
\$40,001-50,000	105	4%	3%	4%	5%	4%	15%	6%	16%	14%	8%	21%	0%	6.5
\$50,001-70,000	145	3%	1%	3%	6%	4%	18%	9%	12%	13%	7%	24%	0%	6.7
\$70,001-100,000	189	4%	2%	6%	8%	5%	17%	12%	14%	10%	7%	15%	0%	6.0
More than \$100,000	238	2%	2%	2%	3%	8%	21%	14%	15%	16%	5%	12%	0%	6.3
<b>Maori</b>														
Maori	110	6%	0%	2%	3%	4%	17%	9%	11%	9%	6%	33%	0%	7.0
<b>Pacific Island</b>														
Pacific Island	33	4%	12%	0%	4%	10%	12%	6%	12%	10%	14%	16%	0%	6.1
<b>Asian</b>														
Asian	93	2%	3%	3%	1%	5%	10%	6%	14%	26%	5%	25%	0%	7.2
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	4%	2%	1%	5%	7%	21%	11%	13%	12%	7%	16%	1%	6.4
Genesis/ Energy Online	253	3%	3%	4%	6%	7%	18%	9%	10%	14%	6%	20%	0%	6.4
Mercury Energy	201	4%	4%	5%	4%	5%	18%	9%	14%	14%	5%	18%	0%	6.3
Meridian Energy	101	3%	1%	4%	10%	3%	17%	15%	17%	15%	5%	10%	0%	6.1
TrustPower	80	8%	1%	6%	4%	2%	13%	6%	17%	18%	6%	19%	0%	6.4
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	5%	2%	6%	4%	3%	15%	9%	16%	15%	6%	19%	0%	6.4
\$100-\$200	546	4%	2%	3%	6%	5%	17%	10%	13%	14%	6%	20%	0%	6.4
\$201-\$300	244	2%	3%	5%	5%	6%	20%	12%	14%	13%	5%	14%	1%	6.1
> \$300 a month	67	5%	4%	2%	0%	6%	17%	6%	22%	15%	4%	19%	0%	6.5
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	4%	1%	3%	5%	3%	15%	8%	20%	16%	5%	20%	0%	6.7
No/ Unsure	691	4%	3%	4%	5%	6%	19%	11%	12%	13%	6%	17%	0%	6.2

**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	5%	5%	6%	6%	6%	14%	7%	9%	16%	7%	19%	0%	6.2
<b>AREA</b>														
Auckland	324	5%	5%	5%	3%	7%	15%	7%	10%	16%	9%	17%	1%	6.2
Christchurch	109	7%	5%	7%	10%	4%	14%	6%	5%	22%	10%	10%	0%	5.8
Wellington	102	5%	4%	7%	5%	7%	16%	7%	13%	18%	6%	12%	0%	5.9
Provincial (NI)	332	4%	4%	6%	8%	5%	11%	7%	9%	17%	4%	24%	1%	6.4
Provincial (SI)	133	6%	6%	4%	9%	7%	16%	6%	8%	11%	6%	20%	1%	5.9
<b>NETWORK</b>														
Vector	174	4%	6%	5%	2%	6%	17%	6%	10%	18%	10%	15%	1%	6.3
Orion	101	7%	5%	7%	11%	4%	14%	6%	5%	21%	10%	10%	0%	5.6
Eastland Networks	52	1%	6%	2%	11%	2%	14%	8%	7%	14%	6%	27%	2%	6.6
Unison	45	0%	5%	2%	8%	0%	14%	7%	14%	19%	5%	24%	2%	6.9
Powerco	96	5%	3%	7%	8%	6%	8%	5%	8%	19%	4%	27%	0%	6.5
WEL Networks	61	5%	0%	10%	7%	7%	9%	8%	11%	17%	7%	19%	0%	6.3
Wellington Electricity Lines	102	5%	4%	7%	5%	7%	16%	7%	13%	18%	6%	12%	0%	5.9
<b>SEX</b>														
Male	480	6%	5%	5%	6%	5%	14%	7%	9%	19%	7%	16%	1%	6.1
Female	520	4%	4%	6%	6%	7%	14%	7%	10%	14%	6%	21%	1%	6.3
<b>AGE GROUP</b>														
18-29	98	11%	6%	1%	8%	6%	18%	7%	7%	16%	8%	12%	0%	5.6
30-44	407	5%	3%	6%	7%	8%	14%	8%	10%	19%	6%	14%	0%	6.1
45-59	274	3%	6%	8%	6%	5%	12%	7%	10%	15%	8%	19%	1%	6.2
60 plus	221	5%	5%	5%	5%	4%	14%	5%	7%	15%	5%	29%	1%	6.6
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	7%	9%	8%	10%	5%	10%	5%	1%	13%	7%	25%	0%	5.8
\$20,001-30,000	83	4%	5%	7%	3%	3%	15%	6%	11%	16%	1%	27%	2%	6.4
\$30,001-40,000	62	4%	1%	5%	4%	8%	10%	5%	16%	14%	10%	23%	0%	6.8
\$40,001-50,000	105	5%	2%	7%	5%	5%	12%	7%	7%	21%	7%	22%	0%	6.6
\$50,001-70,000	145	5%	8%	4%	9%	9%	18%	5%	8%	13%	4%	16%	1%	5.6
\$70,001-100,000	189	6%	2%	6%	6%	6%	18%	8%	7%	17%	8%	15%	1%	6.1
More than \$100,000	238	3%	6%	6%	7%	6%	8%	8%	9%	21%	9%	16%	1%	6.3
<b>Maori</b>														
Maori	110	7%	7%	5%	6%	9%	11%	5%	4%	14%	8%	24%	0%	6.1
<b>Pacific Island</b>														
Pacific Island	33	7%	6%	4%	12%	10%	13%	3%	3%	17%	13%	12%	0%	5.7
<b>Asian</b>														
Asian	93	6%	2%	5%	0%	5%	15%	7%	8%	26%	7%	18%	1%	6.6
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	5%	4%	6%	7%	6%	15%	9%	12%	16%	4%	15%	1%	5.9
Genesis/ Energy Online	253	4%	5%	5%	6%	4%	13%	7%	11%	22%	5%	17%	1%	6.3
Mercury Energy	201	5%	4%	4%	3%	7%	18%	6%	6%	12%	12%	22%	1%	6.4
Meridian Energy	101	5%	4%	8%	9%	7%	8%	9%	10%	17%	7%	15%	1%	5.9
TrustPower	80	2%	1%	2%	10%	5%	12%	7%	7%	10%	10%	33%	1%	7.1
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	4%	6%	10%	7%	5%	11%	5%	7%	15%	4%	25%	1%	6.1
\$100-\$200	546	6%	3%	6%	5%	5%	16%	7%	11%	17%	5%	18%	1%	6.2
\$201-\$300	244	2%	7%	3%	8%	8%	14%	7%	6%	18%	11%	16%	0%	6.2
> \$300 a month	67	9%	6%	5%	6%	5%	10%	5%	9%	13%	7%	25%	0%	6.1
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	8%	7%	9%	8%	7%	11%	7%	9%	16%	5%	12%	1%	5.3
No/ Unsure	691	3%	4%	4%	6%	5%	15%	7%	9%	17%	7%	22%	1%	6.6



**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%	4%	13%	7%	11%	20%	8%	26%	0%	7.1
<b>AREA</b>														
Auckland	324	3%	3%	3%	3%	6%	14%	8%	10%	20%	5%	25%	0%	6.9
Christchurch	109	2%	3%	2%	2%	8%	15%	9%	9%	14%	8%	28%	0%	7.1
Wellington	102	2%	4%	5%	6%	6%	9%	8%	9%	26%	13%	12%	0%	6.5
Provincial (NI)	332	2%	2%	3%	3%	2%	11%	6%	12%	21%	9%	29%	0%	7.3
Provincial (SI)	133	1%	2%	3%	4%	3%	14%	7%	12%	18%	9%	27%	0%	7.2
<b>NETWORK</b>														
Vector	174	2%	2%	3%	3%	5%	16%	5%	11%	21%	6%	25%	1%	7.0
Orion	101	2%	3%	2%	2%	9%	17%	7%	8%	13%	8%	29%	0%	7.0
Eastland Networks	52	0%	5%	0%	2%	2%	7%	6%	18%	13%	2%	45%	0%	7.9
Unison	45	2%	0%	0%	6%	2%	11%	6%	17%	21%	9%	26%	0%	7.5
Powerco	96	0%	1%	4%	1%	1%	14%	4%	12%	21%	7%	35%	0%	7.8
WEL Networks	61	2%	3%	11%	7%	2%	8%	5%	12%	19%	16%	15%	0%	6.6
Wellington Electricity Lines	102	2%	4%	5%	6%	6%	9%	8%	9%	26%	13%	12%	0%	6.5
<b>SEX</b>														
Male	480	2%	3%	3%	3%	3%	13%	9%	12%	20%	8%	24%	0%	7.1
Female	520	3%	2%	3%	4%	6%	12%	5%	9%	21%	8%	27%	0%	7.0
<b>AGE GROUP</b>														
18-29	98	2%	0%	5%	6%	4%	23%	11%	7%	19%	5%	18%	0%	6.5
30-44	407	1%	3%	4%	4%	5%	12%	8%	13%	19%	8%	23%	0%	6.9
45-59	274	4%	2%	3%	2%	5%	11%	5%	12%	22%	10%	24%	0%	7.1
60 plus	221	2%	4%	1%	3%	2%	11%	6%	8%	20%	7%	36%	0%	7.5
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	4%	4%	3%	4%	3%	12%	4%	7%	18%	8%	33%	0%	7.1
\$20,001-30,000	83	3%	7%	2%	3%	2%	13%	6%	8%	23%	5%	28%	0%	6.9
\$30,001-40,000	62	2%	3%	0%	6%	3%	20%	4%	3%	15%	13%	30%	1%	7.2
\$40,001-50,000	105	1%	3%	1%	1%	4%	9%	7%	13%	25%	7%	29%	0%	7.6
\$50,001-70,000	145	0%	1%	3%	1%	3%	16%	6%	14%	19%	11%	26%	0%	7.5
\$70,001-100,000	189	1%	2%	4%	4%	6%	10%	8%	13%	21%	9%	22%	0%	7.0
More than \$100,000	238	3%	3%	5%	5%	4%	12%	8%	12%	19%	7%	22%	0%	6.7
<b>Maori</b>														
Maori	110	4%	1%	3%	4%	2%	13%	6%	7%	25%	5%	30%	0%	7.2
<b>Pacific Island</b>														
Pacific Island	33	0%	10%	10%	0%	0%	17%	13%	13%	6%	6%	21%	4%	6.2
<b>Asian</b>														
Asian	93	1%	2%	5%	4%	5%	18%	5%	10%	16%	7%	27%	0%	6.9
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	4%	3%	2%	4%	5%	13%	8%	14%	18%	8%	21%	0%	6.8
Genesis/ Energy Online	253	2%	2%	3%	4%	3%	13%	6%	11%	22%	10%	24%	0%	7.2
Mercury Energy	201	3%	2%	4%	2%	5%	14%	9%	7%	20%	5%	28%	1%	7.0
Meridian Energy	101	2%	1%	3%	5%	6%	10%	5%	12%	21%	10%	25%	0%	7.2
TrustPower	80	1%	5%	1%	3%	3%	11%	5%	9%	18%	7%	37%	0%	7.5
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	4%	2%	6%	3%	6%	8%	6%	6%	20%	12%	26%	1%	7.0
\$100-\$200	546	2%	3%	2%	3%	3%	13%	6%	11%	23%	8%	26%	0%	7.2
\$201-\$300	244	2%	3%	3%	4%	5%	14%	10%	12%	14%	8%	25%	0%	6.9
> \$300 a month	67	4%	4%	3%	6%	6%	10%	4%	18%	25%	2%	18%	0%	6.5
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	3%	2%	3%	4%	5%	11%	8%	12%	19%	9%	24%	0%	7.0
No/ Unsure	691	2%	3%	3%	3%	4%	13%	7%	10%	21%	8%	26%	0%	7.1

**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	2%	2%	4%	4%	4%	12%	7%	12%	18%	8%	27%	0%	7.1
<b>AREA</b>														
Auckland	324	2%	2%	5%	4%	4%	13%	7%	13%	16%	7%	26%	1%	7.0
Christchurch	109	3%	4%	5%	2%	3%	12%	8%	17%	13%	7%	25%	1%	6.8
Wellington	102	1%	1%	2%	5%	5%	8%	6%	11%	29%	11%	21%	0%	7.3
Provincial (NI)	332	2%	3%	4%	4%	5%	12%	5%	10%	18%	6%	30%	1%	7.1
Provincial (SI)	133	3%	3%	1%	3%	2%	10%	6%	13%	19%	11%	29%	0%	7.4
<b>NETWORK</b>														
Vector	174	2%	2%	7%	4%	3%	14%	7%	16%	17%	5%	22%	1%	6.7
Orion	101	3%	4%	5%	2%	2%	13%	8%	17%	13%	6%	27%	0%	6.9
Eastland Networks	52	5%	3%	5%	0%	2%	11%	3%	6%	11%	12%	42%	0%	7.6
Unison	45	0%	2%	4%	7%	4%	7%	7%	12%	27%	0%	30%	0%	7.3
Powerco	96	4%	3%	3%	2%	7%	9%	6%	10%	21%	5%	28%	2%	7.0
WEL Networks	61	0%	3%	5%	5%	5%	11%	9%	16%	17%	6%	23%	0%	6.8
Wellington Electricity Lines	102	1%	1%	2%	5%	5%	8%	6%	11%	29%	11%	21%	0%	7.3
<b>SEX</b>														
Male	480	2%	2%	4%	3%	4%	12%	7%	14%	21%	6%	25%	0%	7.1
Female	520	2%	2%	4%	4%	5%	11%	6%	10%	16%	10%	29%	1%	7.1
<b>AGE GROUP</b>														
18-29	98	1%	1%	2%	1%	7%	12%	10%	13%	23%	8%	22%	0%	7.2
30-44	407	3%	2%	2%	4%	4%	11%	6%	16%	19%	8%	25%	0%	7.1
45-59	274	1%	3%	5%	2%	3%	13%	5%	11%	18%	9%	30%	0%	7.2
60 plus	221	2%	4%	5%	5%	5%	11%	7%	7%	15%	7%	31%	1%	7.0
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	6%	2%	3%	10%	3%	11%	2%	8%	12%	5%	38%	0%	7.0
\$20,001-30,000	83	0%	6%	7%	5%	5%	10%	9%	5%	13%	10%	27%	3%	6.7
\$30,001-40,000	62	0%	4%	1%	1%	8%	31%	5%	10%	15%	3%	22%	0%	6.6
\$40,001-50,000	105	2%	2%	7%	1%	5%	9%	8%	13%	18%	5%	30%	0%	7.1
\$50,001-70,000	145	1%	2%	4%	2%	3%	14%	4%	10%	22%	8%	30%	0%	7.3
\$70,001-100,000	189	2%	2%	4%	6%	3%	10%	5%	14%	23%	9%	22%	0%	7.1
More than \$100,000	238	3%	1%	2%	2%	5%	7%	8%	17%	17%	11%	27%	0%	7.4
<b>Maori</b>														
Maori	110	1%	3%	0%	1%	2%	15%	3%	12%	16%	9%	37%	1%	7.8
<b>Pacific Island</b>														
Pacific Island	33	3%	6%	7%	6%	7%	12%	0%	7%	26%	6%	20%	0%	6.4
<b>Asian</b>														
Asian	93	5%	1%	4%	3%	4%	10%	7%	9%	19%	8%	30%	0%	7.1
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	3%	2%	4%	4%	5%	12%	6%	11%	19%	9%	24%	1%	7.0
Genesis/ Energy Online	253	2%	2%	4%	3%	3%	13%	7%	14%	20%	5%	27%	0%	7.1
Mercury Energy	201	3%	1%	6%	2%	4%	12%	5%	14%	19%	7%	27%	0%	7.1
Meridian Energy	101	3%	1%	2%	6%	5%	8%	6%	16%	11%	15%	27%	0%	7.2
TrustPower	80	2%	8%	2%	1%	0%	15%	6%	14%	10%	10%	32%	0%	7.1
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	1%	3%	3%	7%	3%	13%	5%	12%	18%	6%	28%	1%	7.1
\$100-\$200	546	2%	3%	4%	3%	4%	10%	7%	11%	20%	9%	27%	0%	7.2
\$201-\$300	244	3%	2%	4%	4%	4%	14%	5%	16%	16%	6%	26%	0%	7.0
> \$300 a month	67	6%	1%	2%	2%	8%	10%	5%	8%	15%	7%	36%	0%	7.3
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	2%	2%	2%	4%	5%	8%	9%	13%	21%	8%	26%	0%	7.2
No/ Unsure	691	2%	3%	4%	3%	4%	13%	5%	12%	17%	8%	28%	1%	7.1

**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	3%	3%	6%	6%	7%	21%	8%	10%	12%	4%	18%	2%	6.1
<b>AREA</b>														
Auckland	324	4%	2%	4%	6%	8%	22%	9%	10%	13%	4%	18%	0%	6.1
Christchurch	109	5%	4%	8%	8%	5%	21%	5%	10%	10%	5%	17%	2%	5.8
Wellington	102	3%	2%	6%	7%	9%	24%	8%	11%	12%	6%	10%	2%	5.7
Provincial (NI)	332	3%	2%	6%	6%	8%	19%	8%	8%	11%	5%	22%	2%	6.2
Provincial (SI)	133	4%	3%	6%	5%	5%	22%	9%	11%	13%	2%	18%	2%	6.1
<b>NETWORK</b>														
Vector	174	4%	4%	4%	5%	5%	23%	10%	10%	14%	6%	15%	0%	6.1
Orion	101	5%	4%	8%	8%	5%	23%	5%	10%	8%	5%	17%	2%	5.7
Eastland Networks	52	3%	4%	4%	7%	2%	25%	8%	4%	8%	5%	26%	4%	6.4
Unison	45	0%	0%	6%	7%	11%	23%	4%	7%	16%	0%	26%	0%	6.5
Powerco	96	3%	2%	10%	5%	4%	21%	6%	10%	14%	6%	16%	3%	6.1
WEL Networks	61	3%	0%	5%	5%	14%	12%	11%	11%	7%	11%	18%	3%	6.4
Wellington Electricity Lines	102	3%	2%	6%	7%	9%	24%	8%	11%	12%	6%	10%	2%	5.7
<b>SEX</b>														
Male	480	4%	3%	7%	6%	6%	20%	8%	11%	12%	5%	17%	1%	6.0
Female	520	4%	2%	4%	6%	8%	22%	8%	9%	12%	4%	19%	2%	6.1
<b>AGE GROUP</b>														
18-29	98	8%	4%	4%	4%	8%	26%	8%	11%	9%	6%	11%	1%	5.5
30-44	407	3%	2%	6%	8%	8%	24%	9%	11%	11%	3%	14%	1%	5.8
45-59	274	3%	1%	7%	5%	7%	20%	8%	8%	16%	5%	19%	1%	6.3
60 plus	221	3%	5%	6%	5%	5%	16%	5%	9%	11%	4%	27%	4%	6.5
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	8%	0%	7%	3%	9%	22%	4%	6%	8%	3%	22%	8%	5.9
\$20,001-30,000	83	6%	4%	10%	4%	4%	21%	9%	7%	9%	5%	19%	2%	5.8
\$30,001-40,000	62	3%	2%	6%	5%	8%	23%	5%	9%	15%	7%	17%	0%	6.3
\$40,001-50,000	105	4%	2%	3%	8%	2%	16%	9%	8%	18%	2%	25%	3%	6.6
\$50,001-70,000	145	3%	4%	7%	6%	5%	23%	7%	10%	12%	5%	18%	0%	6.0
\$70,001-100,000	189	2%	0%	8%	6%	10%	26%	7%	9%	11%	6%	14%	1%	5.9
More than \$100,000	238	4%	3%	5%	8%	8%	17%	12%	13%	11%	4%	14%	1%	5.9
<b>Maori</b>														
Maori	110	7%	7%	2%	2%	4%	17%	8%	13%	8%	8%	24%	0%	6.4
<b>Pacific Island</b>														
Pacific Island	33	7%	3%	0%	9%	4%	23%	3%	12%	16%	4%	19%	0%	6.2
<b>Asian</b>														
Asian	93	7%	1%	4%	7%	2%	21%	6%	9%	16%	5%	21%	1%	6.3
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	3%	3%	5%	10%	7%	24%	6%	13%	11%	1%	16%	1%	5.8
Genesis/ Energy Online	253	4%	2%	4%	5%	8%	22%	9%	8%	13%	5%	18%	2%	6.2
Mercury Energy	201	5%	0%	5%	6%	7%	18%	11%	12%	12%	6%	18%	0%	6.2
Meridian Energy	101	4%	4%	9%	3%	7%	20%	5%	13%	14%	10%	11%	0%	5.9
TrustPower	80	3%	4%	10%	3%	5%	21%	9%	4%	13%	4%	22%	2%	6.1
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	3%	1%	7%	6%	7%	21%	10%	10%	9%	4%	18%	4%	6.1
\$100-\$200	546	4%	3%	6%	8%	7%	21%	7%	10%	12%	4%	17%	1%	5.9
\$201-\$300	244	2%	2%	4%	5%	9%	23%	8%	10%	12%	6%	19%	0%	6.3
> \$300 a month	67	7%	4%	8%	5%	3%	13%	6%	9%	17%	2%	23%	3%	6.1
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	5%	3%	8%	8%	10%	20%	7%	11%	10%	3%	14%	1%	5.6
No/ Unsure	691	3%	3%	5%	5%	6%	22%	8%	9%	12%	5%	20%	2%	6.3

**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	9%	7%	12%	8%	7%	14%	6%	9%	11%	4%	12%	1%	5.0
<b>AREA</b>														
Auckland	324	9%	7%	10%	8%	6%	14%	6%	12%	9%	5%	13%	1%	5.2
Christchurch	109	12%	9%	14%	10%	5%	8%	6%	8%	12%	4%	12%	0%	4.7
Wellington	102	7%	6%	12%	8%	8%	15%	8%	6%	13%	6%	9%	2%	5.1
Provincial (NI)	332	10%	5%	13%	9%	6%	13%	5%	9%	14%	3%	12%	1%	5.1
Provincial (SI)	133	10%	7%	16%	8%	8%	17%	6%	5%	9%	4%	8%	2%	4.5
<b>NETWORK</b>														
Vector	174	7%	6%	9%	10%	7%	17%	5%	7%	9%	6%	16%	1%	5.3
Orion	101	13%	9%	16%	10%	4%	8%	5%	9%	12%	3%	11%	0%	4.6
Eastland Networks	52	13%	7%	6%	5%	7%	12%	4%	9%	19%	3%	15%	0%	5.4
Unison	45	4%	4%	11%	16%	6%	11%	0%	14%	23%	0%	9%	2%	5.4
Powerco	96	13%	5%	15%	11%	6%	10%	5%	8%	14%	4%	9%	0%	4.7
WEL Networks	61	7%	2%	19%	9%	7%	14%	5%	7%	15%	4%	11%	0%	5.1
Wellington Electricity Lines	102	7%	6%	12%	8%	8%	15%	8%	6%	13%	6%	9%	2%	5.1
<b>SEX</b>														
Male	480	10%	7%	12%	10%	7%	13%	5%	10%	11%	4%	10%	1%	4.8
Female	520	9%	6%	12%	7%	6%	14%	6%	9%	12%	5%	13%	1%	5.2
<b>AGE GROUP</b>														
18-29	98	7%	10%	12%	7%	5%	28%	6%	7%	7%	5%	6%	0%	4.6
30-44	407	7%	6%	13%	10%	7%	12%	7%	11%	11%	4%	11%	1%	5.0
45-59	274	9%	4%	13%	9%	8%	11%	5%	9%	12%	6%	13%	1%	5.2
60 plus	221	15%	8%	9%	6%	6%	14%	4%	8%	13%	3%	12%	2%	4.8
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	11%	3%	17%	3%	3%	22%	7%	6%	10%	2%	11%	5%	4.9
\$20,001-30,000	83	14%	12%	5%	9%	7%	17%	3%	6%	12%	3%	11%	1%	4.6
\$30,001-40,000	62	5%	5%	10%	13%	8%	12%	6%	4%	16%	2%	19%	0%	5.5
\$40,001-50,000	105	12%	4%	8%	9%	7%	10%	7%	15%	12%	4%	11%	1%	5.2
\$50,001-70,000	145	12%	9%	13%	6%	6%	15%	4%	9%	11%	3%	10%	2%	4.7
\$70,001-100,000	189	8%	5%	18%	8%	4%	13%	5%	9%	14%	5%	11%	0%	5.1
More than \$100,000	238	7%	6%	13%	10%	10%	11%	7%	11%	10%	5%	10%	0%	5.0
<b>Maori</b>														
Maori	110	7%	6%	6%	2%	9%	18%	7%	8%	11%	5%	20%	1%	5.9
<b>Pacific Island</b>														
Pacific Island	33	0%	13%	3%	8%	10%	13%	13%	10%	7%	6%	13%	4%	5.6
<b>Asian</b>														
Asian	93	7%	11%	8%	7%	2%	13%	5%	12%	13%	5%	16%	1%	5.5
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	11%	6%	14%	9%	6%	15%	7%	10%	8%	4%	8%	2%	4.7
Genesis/ Energy Online	253	9%	7%	12%	10%	6%	13%	5%	7%	12%	5%	12%	2%	5.0
Mercury Energy	201	7%	9%	12%	9%	7%	13%	5%	9%	9%	4%	15%	1%	5.1
Meridian Energy	101	14%	4%	12%	7%	5%	13%	7%	10%	15%	6%	7%	0%	4.9
TrustPower	80	11%	6%	10%	9%	3%	13%	5%	6%	19%	1%	17%	0%	5.3
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	9%	10%	16%	8%	5%	15%	6%	9%	7%	4%	9%	2%	4.5
\$100-\$200	546	11%	8%	11%	9%	7%	13%	5%	8%	12%	4%	11%	1%	4.8
\$201-\$300	244	6%	4%	12%	9%	7%	14%	6%	12%	12%	5%	13%	0%	5.4
> \$300 a month	67	9%	3%	15%	5%	6%	8%	6%	8%	16%	6%	15%	3%	5.6
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	11%	6%	12%	9%	7%	14%	7%	12%	11%	3%	7%	1%	4.7
No/ Unsure	691	9%	7%	12%	8%	6%	14%	5%	8%	12%	5%	13%	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	8%	6%	8%	7%	6%	17%	6%	8%	12%	5%	17%	0%	5.6
<b>AREA</b>														
Auckland	324	8%	7%	8%	9%	7%	17%	7%	10%	10%	5%	12%	0%	5.2
Christchurch	109	7%	6%	3%	8%	4%	18%	6%	8%	14%	4%	22%	0%	6.0
Wellington	102	7%	5%	8%	3%	9%	12%	7%	10%	10%	10%	18%	1%	5.9
Provincial (NI)	332	9%	6%	8%	6%	4%	20%	5%	7%	14%	4%	17%	0%	5.6
Provincial (SI)	133	8%	4%	9%	5%	6%	15%	6%	4%	14%	8%	21%	0%	5.9
<b>NETWORK</b>														
Vector	174	9%	6%	10%	12%	5%	15%	7%	12%	9%	5%	10%	0%	5.0
Orion	101	8%	6%	2%	8%	4%	18%	6%	9%	13%	3%	23%	0%	6.0
Eastland Networks	52	14%	5%	10%	2%	8%	17%	14%	3%	12%	2%	13%	0%	5.0
Unison	45	2%	7%	9%	5%	2%	22%	2%	17%	12%	4%	18%	0%	6.0
Powerco	96	6%	9%	11%	5%	3%	19%	6%	4%	13%	6%	18%	0%	5.6
WEL Networks	61	13%	2%	5%	12%	3%	20%	4%	10%	14%	2%	15%	0%	5.3
Wellington Electricity Lines	102	7%	5%	8%	3%	9%	12%	7%	10%	10%	10%	18%	1%	5.9
<b>SEX</b>														
Male	480	7%	6%	7%	6%	5%	17%	6%	8%	13%	6%	19%	0%	5.8
Female	520	9%	6%	9%	7%	6%	17%	7%	7%	12%	5%	15%	0%	5.3
<b>AGE GROUP</b>														
18-29	98	8%	7%	7%	3%	8%	19%	8%	12%	14%	4%	10%	0%	5.3
30-44	407	6%	4%	8%	8%	6%	17%	6%	11%	11%	6%	17%	0%	5.8
45-59	274	9%	6%	11%	7%	5%	15%	8%	4%	15%	5%	15%	0%	5.4
60 plus	221	11%	9%	4%	6%	5%	18%	4%	6%	9%	6%	22%	0%	5.6
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	24%	9%	4%	6%	5%	14%	7%	4%	5%	1%	19%	2%	4.4
\$20,001-30,000	83	10%	11%	6%	6%	5%	20%	7%	6%	7%	4%	18%	0%	5.2
\$30,001-40,000	62	10%	6%	6%	6%	3%	21%	2%	8%	9%	10%	19%	0%	5.7
\$40,001-50,000	105	9%	7%	10%	3%	5%	10%	8%	7%	15%	7%	19%	0%	5.8
\$50,001-70,000	145	3%	6%	10%	4%	5%	18%	7%	9%	14%	7%	17%	0%	6.0
\$70,001-100,000	189	5%	5%	10%	8%	7%	20%	5%	10%	15%	4%	11%	0%	5.5
More than \$100,000	238	7%	4%	8%	9%	4%	18%	5%	9%	14%	5%	17%	0%	5.7
<b>Maori</b>														
Maori	110	10%	9%	11%	3%	7%	16%	6%	4%	10%	2%	21%	1%	5.3
<b>Pacific Island</b>														
Pacific Island	33	4%	9%	14%	9%	7%	16%	9%	9%	3%	4%	16%	0%	5.1
<b>Asian</b>														
Asian	93	14%	3%	5%	8%	5%	21%	3%	11%	14%	3%	13%	0%	5.3
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	7%	5%	8%	5%	9%	16%	6%	8%	12%	6%	18%	0%	5.8
Genesis/ Energy Online	253	8%	5%	6%	7%	6%	17%	7%	10%	12%	4%	17%	1%	5.7
Mercury Energy	201	8%	7%	12%	11%	3%	17%	4%	9%	12%	5%	12%	0%	5.2
Meridian Energy	101	8%	6%	2%	7%	6%	18%	8%	6%	15%	7%	17%	0%	5.9
TrustPower	80	9%	7%	7%	7%	6%	16%	9%	3%	13%	3%	20%	0%	5.5
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	12%	6%	10%	9%	6%	12%	4%	6%	9%	6%	20%	0%	5.3
\$100-\$200	546	8%	6%	7%	6%	6%	18%	7%	8%	13%	5%	16%	0%	5.6
\$201-\$300	244	6%	6%	8%	6%	6%	20%	6%	8%	12%	5%	17%	0%	5.7
> \$300 a month	67	10%	9%	10%	6%	3%	10%	5%	10%	11%	8%	18%	0%	5.5
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	5%	5%	5%	6%	5%	20%	7%	8%	12%	7%	20%	0%	6.1
No/ Unsure	691	10%	6%	9%	7%	6%	16%	6%	8%	13%	4%	15%	0%	5.3

**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	3%	1%	5%	6%	6%	15%	7%	11%	15%	8%	21%	2%	6.6
<b>AREA</b>														
Auckland	324	3%	2%	5%	5%	4%	18%	7%	10%	15%	11%	18%	2%	6.6
Christchurch	109	7%	1%	3%	5%	10%	13%	7%	8%	13%	9%	23%	1%	6.5
Wellington	102	2%	1%	6%	8%	5%	12%	13%	13%	16%	4%	18%	2%	6.4
Provincial (NI)	332	2%	1%	6%	6%	6%	15%	7%	11%	15%	6%	23%	2%	6.6
Provincial (SI)	133	4%	1%	2%	8%	6%	15%	7%	11%	16%	6%	22%	2%	6.6
<b>NETWORK</b>														
Vector	174	3%	1%	3%	4%	4%	20%	6%	11%	16%	12%	17%	3%	6.8
Orion	101	7%	2%	3%	4%	10%	14%	7%	9%	11%	9%	23%	1%	6.4
Eastland Networks	52	3%	0%	7%	4%	2%	20%	11%	10%	13%	4%	24%	2%	6.6
Unison	45	2%	2%	4%	7%	0%	12%	9%	19%	16%	4%	23%	2%	6.9
Powerco	96	4%	1%	8%	7%	5%	9%	5%	9%	23%	6%	22%	1%	6.9
WEL Networks	61	0%	0%	9%	3%	8%	15%	10%	16%	7%	7%	22%	3%	6.6
Wellington Electricity Lines	102	2%	1%	6%	8%	5%	12%	13%	13%	16%	4%	18%	2%	6.4
<b>SEX</b>														
Male	480	3%	2%	4%	6%	5%	13%	8%	12%	15%	9%	21%	2%	6.7
Female	520	3%	1%	6%	6%	7%	17%	7%	9%	15%	7%	20%	2%	6.4
<b>AGE GROUP</b>														
18-29	98	2%	0%	10%	6%	9%	22%	10%	15%	8%	5%	12%	1%	5.8
30-44	407	2%	2%	5%	8%	6%	16%	7%	10%	14%	9%	20%	1%	6.4
45-59	274	3%	1%	4%	4%	7%	15%	8%	10%	16%	9%	21%	2%	6.7
60 plus	221	4%	2%	2%	5%	3%	12%	6%	10%	19%	6%	25%	6%	7.0
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	0%	0%	3%	3%	7%	17%	3%	10%	14%	4%	33%	6%	7.4
\$20,001-30,000	83	2%	0%	11%	4%	5%	13%	7%	7%	18%	6%	26%	1%	6.7
\$30,001-40,000	62	1%	3%	3%	3%	0%	30%	11%	7%	16%	7%	19%	0%	6.6
\$40,001-50,000	105	4%	4%	2%	4%	7%	11%	4%	17%	14%	6%	23%	4%	6.7
\$50,001-70,000	145	4%	1%	4%	7%	7%	17%	6%	8%	20%	6%	19%	1%	6.5
\$70,001-100,000	189	3%	1%	8%	9%	6%	14%	11%	14%	11%	6%	17%	0%	6.2
More than \$100,000	238	3%	0%	3%	6%	7%	13%	8%	13%	15%	13%	18%	1%	6.8
<b>Maori</b>														
Maori	110	3%	3%	7%	5%	3%	18%	8%	6%	12%	8%	25%	2%	6.6
<b>Pacific Island</b>														
Pacific Island	33	0%	0%	3%	15%	3%	19%	9%	11%	7%	17%	16%	0%	6.6
<b>Asian</b>														
Asian	93	1%	1%	1%	5%	5%	17%	3%	10%	16%	8%	32%	1%	7.4
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	4%	1%	5%	7%	5%	12%	11%	14%	14%	6%	19%	2%	6.4
Genesis/ Energy Online	253	2%	2%	5%	5%	7%	17%	6%	11%	16%	7%	20%	2%	6.5
Mercury Energy	201	3%	1%	6%	3%	2%	18%	6%	9%	16%	13%	21%	2%	6.9
Meridian Energy	101	4%	2%	2%	6%	14%	16%	10%	7%	18%	9%	10%	2%	6.1
TrustPower	80	4%	1%	2%	6%	3%	18%	7%	9%	16%	6%	27%	1%	6.9
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	5%	0%	5%	5%	7%	22%	6%	12%	15%	5%	13%	5%	6.1
\$100-\$200	546	3%	2%	5%	7%	5%	14%	8%	9%	15%	8%	22%	2%	6.6
\$201-\$300	244	3%	1%	4%	5%	7%	15%	6%	14%	15%	10%	19%	1%	6.7
> \$300 a month	67	2%	5%	4%	3%	8%	15%	3%	9%	18%	6%	24%	3%	6.7
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	4%	2%	5%	8%	7%	14%	7%	9%	15%	8%	20%	1%	6.4
No/ Unsure	691	3%	2%	5%	5%	5%	16%	8%	11%	15%	7%	21%	2%	6.7

**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	6%	4%	8%	7%	6%	15%	5%	9%	14%	6%	20%	0%	6.0
<b>AREA</b>														
Auckland	324	4%	5%	7%	6%	6%	14%	5%	10%	14%	6%	22%	1%	6.2
Christchurch	109	8%	3%	11%	5%	5%	18%	7%	9%	12%	5%	17%	0%	5.7
Wellington	102	10%	5%	9%	13%	9%	11%	5%	6%	18%	3%	10%	1%	5.0
Provincial (NI)	332	5%	4%	6%	9%	5%	15%	6%	9%	15%	4%	22%	0%	6.2
Provincial (SI)	133	6%	4%	9%	5%	8%	16%	4%	9%	11%	9%	19%	0%	6.0
<b>NETWORK</b>														
Vector	174	4%	6%	9%	3%	5%	14%	7%	9%	13%	5%	25%	0%	6.3
Orion	101	9%	3%	11%	5%	4%	20%	5%	7%	12%	6%	18%	0%	5.7
Eastland Networks	52	4%	3%	7%	2%	6%	14%	3%	5%	14%	7%	35%	0%	6.9
Unison	45	5%	7%	5%	17%	5%	18%	0%	6%	19%	4%	14%	0%	5.5
Powerco	96	8%	4%	9%	4%	3%	13%	5%	9%	21%	4%	19%	1%	6.0
WEL Networks	61	3%	2%	8%	15%	9%	10%	10%	10%	15%	2%	16%	0%	5.7
Wellington Electricity Lines	102	10%	5%	9%	13%	9%	11%	5%	6%	18%	3%	10%	1%	5.0
<b>SEX</b>														
Male	480	6%	5%	9%	8%	7%	16%	5%	9%	14%	4%	17%	0%	5.7
Female	520	5%	4%	6%	7%	6%	14%	6%	9%	14%	7%	22%	0%	6.2
<b>AGE GROUP</b>														
18-29	98	7%	5%	7%	12%	6%	15%	2%	11%	11%	8%	16%	0%	5.6
30-44	407	4%	3%	9%	9%	6%	14%	7%	11%	11%	5%	20%	1%	6.0
45-59	274	7%	5%	7%	5%	9%	17%	5%	6%	18%	6%	15%	0%	5.7
60 plus	221	5%	6%	7%	5%	3%	13%	4%	8%	17%	4%	27%	1%	6.4
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	9%	4%	5%	4%	0%	15%	2%	6%	15%	5%	33%	2%	6.7
\$20,001-30,000	83	5%	10%	5%	6%	3%	15%	4%	11%	10%	3%	26%	2%	6.1
\$30,001-40,000	62	1%	5%	7%	3%	4%	26%	3%	4%	21%	5%	21%	0%	6.4
\$40,001-50,000	105	5%	7%	8%	4%	5%	17%	2%	2%	17%	5%	28%	0%	6.3
\$50,001-70,000	145	9%	2%	9%	6%	6%	18%	6%	12%	12%	4%	16%	0%	5.7
\$70,001-100,000	189	5%	1%	10%	10%	6%	11%	6%	13%	17%	6%	14%	1%	5.9
More than \$100,000	238	4%	5%	8%	11%	10%	12%	8%	8%	13%	7%	14%	0%	5.6
<b>Maori</b>														
Maori	110	9%	5%	4%	9%	4%	13%	3%	7%	14%	7%	24%	1%	6.1
<b>Pacific Island</b>														
Pacific Island	33	7%	12%	6%	6%	4%	19%	4%	10%	13%	7%	12%	0%	5.3
<b>Asian</b>														
Asian	93	6%	1%	5%	3%	3%	17%	3%	5%	19%	10%	28%	0%	6.9
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	3%	2%	7%	10%	8%	15%	5%	10%	10%	8%	21%	1%	6.2
Genesis/ Energy Online	253	6%	5%	10%	7%	5%	16%	4%	8%	17%	5%	17%	0%	5.8
Mercury Energy	201	7%	7%	7%	5%	6%	18%	4%	8%	13%	5%	19%	1%	5.8
Meridian Energy	101	7%	5%	6%	8%	7%	15%	7%	12%	12%	4%	17%	0%	5.7
TrustPower	80	2%	3%	7%	2%	6%	8%	6%	11%	20%	5%	30%	0%	7.0
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	4%	3%	9%	8%	3%	20%	6%	1%	17%	3%	25%	1%	6.2
\$100-\$200	546	6%	4%	7%	7%	5%	13%	6%	10%	15%	6%	21%	0%	6.1
\$201-\$300	244	3%	4%	6%	9%	11%	18%	4%	11%	12%	5%	17%	0%	5.9
> \$300 a month	67	8%	7%	18%	3%	6%	14%	6%	6%	11%	7%	14%	0%	5.2
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	7%	4%	7%	8%	6%	16%	5%	10%	15%	4%	17%	1%	5.8
No/ Unsure	691	5%	4%	8%	7%	7%	14%	6%	8%	14%	6%	21%	0%	6.1

**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	6%	5%	9%	9%	7%	27%	7%	8%	8%	3%	10%	1%	5.1
<b>AREA</b>														
Auckland	324	6%	5%	8%	7%	6%	28%	8%	9%	9%	3%	10%	1%	5.2
Christchurch	109	6%	6%	10%	11%	10%	23%	4%	6%	9%	4%	9%	2%	4.9
Wellington	102	9%	4%	9%	8%	13%	28%	7%	10%	6%	2%	2%	2%	4.4
Provincial (NI)	332	5%	4%	10%	8%	5%	27%	7%	7%	10%	3%	12%	2%	5.3
Provincial (SI)	133	8%	7%	8%	12%	5%	27%	9%	7%	6%	0%	11%	0%	4.7
<b>NETWORK</b>														
Vector	174	4%	7%	7%	8%	6%	29%	9%	9%	8%	3%	10%	0%	5.2
Orion	101	6%	6%	10%	9%	8%	25%	4%	7%	9%	4%	10%	2%	5.0
Eastland Networks	52	6%	4%	10%	3%	10%	23%	8%	4%	8%	2%	20%	2%	5.5
Unison	45	0%	7%	13%	5%	2%	27%	5%	10%	14%	2%	13%	2%	5.6
Powerco	96	6%	2%	10%	12%	5%	26%	6%	8%	9%	3%	11%	2%	5.2
WEL Networks	61	8%	3%	11%	10%	8%	34%	8%	5%	3%	3%	4%	3%	4.4
Wellington Electricity Lines	102	9%	4%	9%	8%	13%	28%	7%	10%	6%	2%	2%	2%	4.4
<b>SEX</b>														
Male	480	5%	4%	9%	8%	6%	27%	7%	10%	9%	3%	11%	1%	5.3
Female	520	8%	6%	9%	9%	8%	27%	8%	5%	8%	2%	9%	1%	4.8
<b>AGE GROUP</b>														
18-29	98	4%	5%	8%	7%	13%	27%	7%	12%	6%	4%	7%	0%	5.1
30-44	407	6%	5%	10%	10%	8%	28%	8%	8%	8%	1%	7%	1%	4.8
45-59	274	8%	3%	8%	9%	5%	27%	8%	6%	9%	4%	12%	1%	5.3
60 plus	221	8%	7%	6%	6%	5%	25%	7%	7%	9%	3%	14%	3%	5.2
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	15%	4%	5%	7%	7%	18%	8%	7%	6%	3%	17%	3%	5.1
\$20,001-30,000	83	8%	6%	12%	4%	7%	32%	6%	3%	3%	1%	15%	3%	4.8
\$30,001-40,000	62	7%	5%	9%	5%	5%	29%	4%	5%	9%	10%	12%	0%	5.4
\$40,001-50,000	105	5%	3%	9%	11%	3%	21%	9%	12%	14%	2%	11%	0%	5.5
\$50,001-70,000	145	7%	6%	8%	5%	10%	29%	8%	8%	8%	2%	8%	1%	5.0
\$70,001-100,000	189	5%	4%	8%	9%	6%	32%	6%	9%	8%	4%	7%	2%	5.1
More than \$100,000	238	5%	6%	11%	12%	8%	25%	8%	10%	6%	2%	7%	0%	4.7
<b>Maori</b>														
Maori	110	7%	5%	5%	7%	3%	30%	5%	9%	10%	4%	15%	0%	5.6
<b>Pacific Island</b>														
Pacific Island	33	10%	12%	7%	11%	9%	20%	10%	4%	10%	0%	7%	0%	4.3
<b>Asian</b>														
Asian	93	3%	4%	5%	4%	6%	28%	10%	14%	10%	5%	10%	1%	5.8
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	6%	5%	11%	8%	7%	28%	6%	7%	9%	2%	11%	0%	5.0
Genesis/ Energy Online	253	7%	6%	9%	9%	7%	24%	7%	10%	9%	4%	6%	2%	4.9
Mercury Energy	201	7%	5%	8%	4%	8%	31%	9%	7%	9%	2%	9%	1%	5.1
Meridian Energy	101	7%	2%	8%	12%	13%	28%	7%	4%	3%	4%	10%	2%	4.9
TrustPower	80	10%	6%	8%	12%	3%	20%	8%	10%	11%	1%	11%	0%	5.0
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	8%	7%	6%	9%	5%	23%	10%	5%	8%	4%	13%	2%	5.2
\$100-\$200	546	7%	5%	8%	7%	8%	29%	7%	8%	9%	2%	9%	1%	5.1
\$201-\$300	244	5%	5%	11%	12%	7%	24%	7%	8%	8%	3%	9%	1%	5.0
> \$300 a month	67	5%	5%	12%	9%	6%	31%	7%	6%	6%	0%	13%	0%	5.0
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	8%	5%	10%	8%	9%	27%	7%	7%	9%	1%	8%	1%	4.8
No/ Unsure	691	6%	5%	8%	9%	6%	27%	8%	8%	8%	3%	11%	1%	5.2



**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	6%	5%	6%	6%	4%	21%	6%	6%	11%	5%	22%	2%	6.0
<b>AREA</b>														
Auckland	324	6%	6%	4%	7%	4%	23%	5%	6%	11%	7%	20%	1%	5.9
Christchurch	109	7%	6%	5%	7%	5%	18%	8%	4%	11%	2%	25%	2%	5.9
Wellington	102	4%	5%	10%	6%	5%	23%	7%	8%	10%	2%	17%	3%	5.6
Provincial (NI)	332	5%	4%	6%	6%	4%	20%	5%	6%	12%	4%	26%	2%	6.2
Provincial (SI)	133	9%	1%	7%	5%	3%	21%	8%	7%	6%	7%	23%	3%	6.0
<b>NETWORK</b>														
Vector	174	5%	8%	5%	7%	4%	22%	6%	5%	11%	7%	19%	1%	5.8
Orion	101	8%	6%	4%	7%	6%	17%	7%	3%	10%	3%	27%	2%	5.9
Eastland Networks	52	1%	4%	4%	2%	3%	24%	2%	12%	6%	2%	35%	5%	6.9
Unison	45	5%	4%	5%	9%	2%	13%	2%	9%	16%	4%	31%	0%	6.6
Powerco	96	5%	4%	6%	6%	2%	16%	4%	5%	19%	6%	25%	2%	6.5
WEL Networks	61	7%	4%	9%	9%	7%	29%	6%	4%	8%	4%	12%	1%	5.2
Wellington Electricity Lines	102	4%	5%	10%	6%	5%	23%	7%	8%	10%	2%	17%	3%	5.6
<b>SEX</b>														
Male	480	6%	7%	5%	6%	5%	18%	7%	7%	11%	3%	23%	2%	6.0
Female	520	6%	3%	6%	7%	3%	25%	5%	6%	10%	6%	21%	2%	6.0
<b>AGE GROUP</b>														
18-29	98	7%	1%	6%	8%	6%	23%	6%	11%	9%	5%	18%	0%	5.8
30-44	407	5%	6%	6%	8%	5%	23%	7%	7%	10%	4%	17%	2%	5.7
45-59	274	7%	3%	7%	3%	2%	23%	7%	5%	11%	5%	25%	2%	6.2
60 plus	221	6%	7%	4%	6%	5%	15%	3%	3%	12%	5%	31%	3%	6.4
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	6%	7%	4%	6%	2%	14%	2%	2%	17%	7%	29%	4%	6.4
\$20,001-30,000	83	6%	1%	3%	6%	3%	21%	4%	3%	11%	7%	30%	5%	6.7
\$30,001-40,000	62	5%	7%	1%	6%	11%	24%	3%	7%	3%	8%	22%	3%	5.9
\$40,001-50,000	105	6%	6%	5%	7%	3%	14%	6%	6%	13%	5%	26%	3%	6.2
\$50,001-70,000	145	4%	4%	8%	4%	3%	23%	6%	8%	12%	3%	23%	2%	6.2
\$70,001-100,000	189	7%	4%	7%	5%	2%	24%	8%	7%	12%	5%	18%	1%	5.8
More than \$100,000	238	6%	5%	5%	9%	4%	23%	7%	7%	9%	4%	20%	1%	5.8
<b>Maori</b>														
Maori	110	5%	5%	5%	3%	5%	25%	2%	5%	5%	5%	34%	1%	6.4
<b>Pacific Island</b>														
Pacific Island	33	0%	15%	0%	3%	0%	25%	4%	9%	17%	0%	23%	4%	6.3
<b>Asian</b>														
Asian	93	6%	5%	2%	10%	3%	15%	5%	10%	14%	7%	22%	1%	6.2
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	6%	3%	7%	5%	4%	24%	6%	8%	9%	4%	22%	2%	6.0
Genesis/ Energy Online	253	6%	6%	4%	6%	5%	22%	5%	6%	13%	3%	22%	2%	6.0
Mercury Energy	201	5%	5%	5%	5%	4%	23%	9%	5%	11%	7%	20%	1%	6.1
Meridian Energy	101	9%	8%	6%	8%	6%	23%	2%	5%	12%	2%	17%	2%	5.2
TrustPower	80	8%	3%	8%	6%	3%	11%	5%	9%	8%	7%	27%	5%	6.2
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	8%	4%	7%	4%	8%	16%	7%	3%	13%	4%	24%	2%	5.9
\$100-\$200	546	6%	5%	5%	6%	4%	21%	7%	6%	11%	5%	23%	1%	6.1
\$201-\$300	244	5%	6%	6%	5%	4%	27%	4%	8%	9%	6%	17%	3%	5.8
> \$300 a month	67	6%	2%	5%	10%	3%	19%	4%	7%	10%	0%	33%	1%	6.4
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	6%	4%	5%	8%	4%	20%	6%	7%	13%	6%	20%	1%	6.0
No/ Unsure	691	6%	5%	6%	6%	4%	22%	6%	6%	10%	4%	23%	2%	6.0

**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	3%	3%	4%	4%	4%	17%	8%	13%	19%	6%	19%	0%	6.6
<b>AREA</b>														
Auckland	324	2%	4%	5%	3%	3%	17%	9%	14%	18%	7%	18%	0%	6.6
Christchurch	109	3%	3%	7%	6%	4%	19%	7%	12%	16%	7%	16%	0%	6.2
Wellington	102	3%	1%	3%	5%	2%	10%	7%	17%	24%	8%	20%	0%	7.0
Provincial (NI)	332	4%	2%	4%	4%	5%	18%	8%	12%	19%	5%	19%	0%	6.5
Provincial (SI)	133	3%	3%	2%	3%	6%	18%	5%	10%	19%	6%	24%	1%	6.8
<b>NETWORK</b>														
Vector	174	3%	2%	4%	5%	4%	19%	10%	14%	16%	5%	18%	0%	6.5
Orion	101	3%	3%	7%	6%	4%	19%	8%	13%	14%	6%	17%	0%	6.2
Eastland Networks	52	9%	2%	5%	0%	0%	13%	8%	12%	19%	5%	27%	0%	6.8
Unison	45	2%	0%	5%	7%	7%	13%	9%	9%	22%	2%	24%	0%	6.8
Powerco	96	2%	2%	6%	4%	7%	22%	11%	14%	14%	5%	13%	0%	6.1
WEL Networks	61	1%	4%	3%	8%	4%	19%	3%	17%	22%	5%	14%	0%	6.4
Wellington Electricity Lines	102	3%	1%	3%	5%	2%	10%	7%	17%	24%	8%	20%	0%	7.0
<b>SEX</b>														
Male	480	3%	3%	6%	5%	6%	17%	8%	13%	18%	5%	16%	0%	6.3
Female	520	3%	2%	3%	3%	3%	17%	8%	13%	20%	7%	21%	0%	6.9
<b>AGE GROUP</b>														
18-29	98	5%	4%	8%	5%	5%	19%	6%	20%	8%	8%	12%	0%	5.9
30-44	407	2%	3%	3%	5%	5%	18%	9%	12%	20%	6%	17%	0%	6.6
45-59	274	2%	1%	6%	4%	4%	14%	8%	14%	21%	7%	19%	0%	6.8
60 plus	221	6%	4%	4%	3%	3%	17%	5%	10%	18%	5%	25%	0%	6.6
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	5%	6%	4%	3%	3%	19%	5%	12%	10%	5%	28%	0%	6.5
\$20,001-30,000	83	5%	4%	5%	0%	5%	18%	3%	9%	20%	2%	29%	0%	6.7
\$30,001-40,000	62	3%	1%	4%	3%	4%	17%	12%	14%	19%	3%	20%	0%	6.6
\$40,001-50,000	105	2%	7%	5%	5%	7%	13%	11%	13%	16%	5%	16%	0%	6.1
\$50,001-70,000	145	1%	1%	5%	3%	3%	20%	6%	8%	20%	9%	23%	1%	7.0
\$70,001-100,000	189	3%	2%	7%	7%	5%	17%	9%	12%	21%	5%	12%	0%	6.2
More than \$100,000	238	2%	2%	4%	4%	4%	16%	9%	16%	19%	8%	16%	0%	6.7
<b>Maori</b>														
Maori	110	5%	2%	8%	3%	3%	15%	6%	9%	15%	6%	28%	0%	6.7
<b>Pacific Island</b>														
Pacific Island	33	4%	12%	7%	10%	0%	16%	3%	7%	15%	10%	16%	0%	5.7
<b>Asian</b>														
Asian	93	7%	2%	1%	2%	5%	15%	7%	8%	21%	10%	20%	2%	6.7
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	2%	4%	5%	6%	4%	16%	7%	14%	17%	6%	19%	0%	6.4
Genesis/ Energy Online	253	2%	3%	5%	3%	4%	15%	6%	14%	23%	5%	20%	0%	6.8
Mercury Energy	201	3%	2%	4%	3%	4%	17%	11%	12%	18%	7%	19%	0%	6.7
Meridian Energy	101	3%	2%	4%	5%	7%	21%	8%	15%	13%	5%	17%	0%	6.3
TrustPower	80	7%	3%	5%	1%	3%	22%	6%	5%	25%	5%	18%	0%	6.4
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	3%	3%	6%	2%	5%	16%	7%	13%	18%	4%	23%	0%	6.7
\$100-\$200	546	3%	3%	4%	5%	4%	17%	9%	11%	18%	6%	20%	0%	6.5
\$201-\$300	244	3%	1%	6%	4%	3%	16%	6%	17%	21%	9%	14%	0%	6.6
> \$300 a month	67	1%	5%	2%	3%	3%	20%	3%	16%	16%	7%	24%	0%	6.9
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	3%	3%	5%	4%	3%	16%	7%	16%	21%	6%	16%	0%	6.6
No/ Unsure	691	3%	3%	4%	4%	5%	17%	8%	12%	18%	6%	20%	0%	6.6

**IT'S EASY TO SWITCH ELECTRICITY PROVIDER**

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:

It's easy to switch electricity provider  
ban1 by q14\_18

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	3%	2%	3%	4%	3%	15%	6%	12%	17%	7%	22%	6%	6.9
<b>AREA</b>														
Auckland	324	2%	2%	3%	4%	3%	17%	6%	12%	17%	6%	22%	6%	6.9
Christchurch	109	1%	2%	3%	4%	2%	14%	6%	9%	21%	8%	26%	4%	7.3
Wellington	102	1%	2%	1%	4%	8%	12%	4%	18%	20%	6%	21%	3%	7.0
Provincial (NI)	332	4%	2%	3%	4%	3%	14%	8%	11%	16%	7%	20%	8%	6.7
Provincial (SI)	133	4%	1%	2%	2%	4%	17%	3%	12%	16%	10%	26%	3%	7.1
<b>NETWORK</b>														
Vector	174	3%	3%	4%	5%	3%	18%	5%	14%	13%	6%	19%	7%	6.5
Orion	101	1%	3%	3%	3%	2%	14%	6%	10%	20%	6%	28%	4%	7.3
Eastland Networks	52	8%	2%	4%	2%	4%	12%	7%	10%	10%	11%	21%	9%	6.5
Unison	45	0%	0%	2%	8%	0%	10%	8%	17%	15%	7%	26%	7%	7.4
Powerco	96	1%	1%	5%	3%	2%	16%	7%	9%	19%	6%	24%	7%	7.1
WEL Networks	61	2%	4%	4%	4%	5%	11%	7%	13%	22%	6%	16%	6%	6.7
Wellington Electricity Lines	102	1%	2%	1%	4%	8%	12%	4%	18%	20%	6%	21%	3%	7.0
<b>SEX</b>														
Male	480	2%	2%	3%	4%	4%	14%	6%	11%	20%	7%	23%	4%	7.1
Female	520	4%	2%	3%	4%	3%	16%	6%	12%	14%	7%	22%	7%	6.8
<b>AGE GROUP</b>														
18-29	98	2%	0%	2%	5%	6%	23%	7%	14%	11%	5%	24%	1%	6.7
30-44	407	1%	2%	2%	3%	4%	15%	8%	12%	20%	7%	22%	4%	7.1
45-59	274	4%	1%	5%	4%	3%	15%	3%	14%	16%	9%	22%	4%	6.8
60 plus	221	4%	4%	3%	5%	1%	13%	3%	7%	17%	5%	24%	14%	6.8
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	7%	3%	5%	8%	0%	19%	5%	3%	18%	0%	25%	7%	6.2
\$20,001-30,000	83	2%	3%	2%	5%	1%	20%	3%	14%	11%	11%	21%	7%	6.8
\$30,001-40,000	62	3%	0%	6%	3%	7%	17%	5%	5%	12%	6%	27%	9%	6.8
\$40,001-50,000	105	5%	4%	2%	4%	3%	11%	6%	12%	17%	7%	20%	9%	6.7
\$50,001-70,000	145	1%	3%	1%	2%	4%	14%	8%	17%	15%	7%	24%	4%	7.1
\$70,001-100,000	189	0%	1%	3%	3%	6%	16%	6%	16%	19%	6%	21%	3%	7.1
More than \$100,000	238	3%	2%	3%	5%	2%	14%	6%	11%	20%	9%	21%	4%	7.0
<b>Maori</b>														
Maori	110	5%	2%	1%	5%	3%	15%	7%	10%	19%	4%	27%	2%	6.9
<b>Pacific Island</b>														
Pacific Island	33	0%	6%	4%	6%	0%	23%	13%	19%	12%	4%	13%	0%	6.2
<b>Asian</b>														
Asian	93	5%	1%	1%	3%	5%	20%	7%	7%	11%	9%	28%	3%	7.0
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	3%	2%	1%	5%	3%	14%	8%	10%	22%	7%	20%	5%	6.8
Genesis/ Energy Online	253	2%	2%	3%	3%	3%	14%	6%	13%	15%	7%	25%	7%	7.0
Mercury Energy	201	3%	1%	3%	4%	3%	18%	4%	16%	14%	5%	22%	7%	6.8
Meridian Energy	101	2%	0%	5%	5%	4%	13%	9%	12%	14%	12%	21%	3%	7.0
TrustPower	80	4%	4%	4%	4%	5%	20%	3%	8%	17%	5%	20%	6%	6.4
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	3%	2%	3%	3%	3%	18%	6%	11%	16%	8%	20%	7%	6.8
\$100-\$200	546	3%	2%	2%	4%	3%	13%	7%	12%	17%	7%	23%	7%	7.0
\$201-\$300	244	2%	2%	4%	4%	3%	19%	5%	14%	18%	6%	21%	2%	6.8
> \$300 a month	67	7%	1%	4%	6%	3%	17%	0%	7%	22%	6%	23%	4%	6.7
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	0%	1%	3%	2%	2%	10%	2%	10%	25%	11%	33%	1%	7.9
No/ Unsure	691	4%	2%	3%	5%	4%	17%	7%	13%	14%	5%	18%	8%	6.4

**YOU CAN SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER**

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:

You can save money by switching electricity provider  
ban1 by q14\_19

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	4%	3%	4%	5%	5%	21%	8%	11%	15%	3%	18%	3%	6.2
<b>AREA</b>														
Auckland	324	3%	3%	4%	4%	5%	21%	8%	10%	14%	4%	21%	3%	6.4
Christchurch	109	2%	5%	3%	3%	4%	20%	4%	16%	11%	3%	27%	2%	6.7
Wellington	102	3%	1%	1%	3%	7%	21%	10%	14%	22%	1%	15%	2%	6.5
Provincial (NI)	332	6%	4%	4%	6%	4%	23%	8%	11%	15%	3%	14%	2%	5.8
Provincial (SI)	133	5%	1%	5%	5%	6%	20%	7%	12%	16%	4%	16%	3%	6.2
<b>NETWORK</b>														
Vector	174	3%	3%	5%	6%	6%	24%	8%	9%	8%	5%	19%	4%	6.1
Orion	101	2%	5%	3%	3%	5%	21%	4%	14%	10%	2%	30%	1%	6.7
Eastland Networks	52	11%	5%	6%	8%	3%	17%	6%	9%	12%	6%	17%	0%	5.6
Unison	45	5%	6%	7%	4%	0%	20%	7%	13%	20%	0%	16%	2%	6.0
Powerco	96	7%	1%	2%	7%	3%	24%	8%	12%	14%	3%	16%	3%	6.0
WEL Networks	61	2%	6%	5%	3%	4%	27%	10%	14%	16%	0%	12%	1%	5.9
Wellington Electricity Lines	102	3%	1%	1%	3%	7%	21%	10%	14%	22%	1%	15%	2%	6.5
<b>SEX</b>														
Male	480	3%	4%	4%	3%	4%	21%	8%	12%	16%	3%	20%	2%	6.4
Female	520	5%	3%	3%	6%	5%	22%	7%	11%	15%	4%	16%	3%	6.1
<b>AGE GROUP</b>														
18-29	98	1%	0%	2%	1%	5%	20%	13%	19%	12%	3%	23%	1%	6.9
30-44	407	1%	2%	3%	4%	5%	22%	7%	12%	19%	3%	20%	2%	6.7
45-59	274	5%	3%	4%	6%	4%	21%	11%	9%	15%	4%	16%	2%	6.1
60 plus	221	10%	6%	5%	6%	5%	21%	2%	11%	11%	2%	15%	6%	5.4
<b>HOUSEHOLD INCOME</b>														
\$20,000 or less	60	15%	5%	4%	4%	3%	27%	2%	15%	6%	4%	14%	1%	5.1
\$20,001-30,000	83	5%	8%	1%	8%	6%	14%	2%	11%	18%	6%	14%	7%	6.0
\$30,001-40,000	62	5%	4%	4%	7%	3%	23%	2%	12%	11%	0%	26%	3%	6.2
\$40,001-50,000	105	3%	5%	3%	1%	4%	20%	5%	16%	20%	5%	16%	2%	6.5
\$50,001-70,000	145	5%	1%	4%	6%	3%	28%	12%	11%	12%	2%	15%	1%	6.0
\$70,001-100,000	189	2%	1%	4%	4%	6%	21%	10%	11%	17%	3%	19%	2%	6.5
More than \$100,000	238	2%	2%	4%	3%	4%	18%	10%	11%	18%	5%	22%	1%	6.8
<b>Maori</b>														
Maori	110	4%	1%	1%	2%	3%	22%	12%	13%	14%	5%	21%	2%	6.7
<b>Pacific Island</b>														
Pacific Island	33	0%	6%	0%	6%	3%	16%	13%	20%	6%	4%	22%	4%	6.6
<b>Asian</b>														
Asian	93	4%	2%	2%	2%	2%	20%	10%	8%	16%	5%	28%	1%	7.0
<b>ELECTRICITY COMPANY</b>														
Contact/ Empower	238	3%	3%	5%	3%	4%	19%	9%	13%	17%	3%	19%	2%	6.4
Genesis/ Energy Online	253	5%	3%	3%	4%	3%	27%	9%	12%	13%	3%	17%	1%	6.2
Mercury Energy	201	4%	4%	3%	5%	6%	21%	7%	9%	15%	3%	19%	4%	6.2
Meridian Energy	101	3%	3%	4%	5%	10%	23%	6%	9%	12%	5%	14%	6%	5.9
TrustPower	80	6%	2%	6%	10%	1%	21%	8%	8%	20%	2%	16%	0%	5.9
<b>MONTHLY SPEND ON POWER</b>														
< \$100 a month	129	7%	5%	4%	4%	5%	25%	7%	13%	13%	3%	11%	3%	5.6
\$100-\$200	546	5%	3%	4%	4%	4%	18%	8%	11%	16%	4%	20%	3%	6.4
\$201-\$300	244	2%	3%	2%	6%	5%	28%	8%	11%	15%	2%	17%	1%	6.2
> \$300 a month	67	3%	3%	4%	6%	3%	20%	3%	14%	16%	6%	20%	2%	6.5
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>														
Yes	309	1%	1%	2%	3%	3%	11%	6%	13%	22%	7%	29%	2%	7.4
No/ Unsure	691	6%	4%	4%	5%	5%	26%	8%	11%	12%	2%	14%	3%	5.7

**REASONS FOR SWITCHING (TOP TEN)**

What were your reasons for switching electricity company on the most recent occasion you switched?  
 ban1 by q4c

	Base	High bill from previous electricity retailer	Average financial incentives from the electricity retailer	Personal awareness of better deals from other electricity providers	Personal approach from electricity retailer website	Customer service from previous electricity supplier	Poor customer service from previous electricity supplier	Electricity retailer offers flexibility when pay	Recommendation from friends or family	Energy saving advice from electricity retailer	
All	309	41.2%	33.7%	20.8%	18.1%	10.6%	8.9%	7.7%	6.4%	5.2%	4.3%
<b>AREA</b>											
Auckland	98	44.9%	37.0%	19.0%	19.4%	9.1%	7.9%	7.9%	8.5%	6.5%	4.8%
Christchurch	52	48.4%	35.4%	27.9%	20.8%	13.1%	6.5%	8.1%	8.9%	6.1%	8.9%
Wellington	39	38.6%	24.5%	27.0%	21.7%	7.1%	8.7%	13.8%	5.0%	5.0%	5.6%
Provincial (NI)	79	32.5%	34.6%	21.1%	14.2%	12.6%	11.4%	4.0%	4.8%	4.7%	2.1%
Provincial (SI)	41	42.8%	31.0%	9.8%	15.3%	10.0%	10.0%	7.7%	2.9%	2.4%	0.0%
<b>NETWORK</b>											
Vector	50	41.2%	31.3%	22.8%	14.4%	11.3%	5.2%	7.3%	6.6%	11.0%	4.3%
Orion	46	48.1%	35.4%	29.3%	19.9%	14.8%	7.4%	9.1%	10.1%	6.9%	10.0%
Eastland Networks	7	18.3%	12.1%	30.4%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%
Unsiion	7	27.2%	72.8%	18.6%	43.0%	0.0%	14.9%	18.6%	0.0%	0.0%	0.0%
Powerco	33	37.5%	25.2%	17.1%	2.4%	13.3%	13.6%	2.9%	9.1%	5.8%	2.4%
WEL Networks	13	24.1%	37.2%	23.8%	7.5%	14.9%	7.5%	7.5%	0.0%	7.5%	0.0%
Wellington Electricity Lines	39	38.6%	24.5%	27.0%	21.7%	7.1%	8.7%	13.8%	5.0%	5.0%	5.6%
<b>SEX</b>											
Male	159	39.5%	38.2%	16.2%	15.6%	11.2%	11.0%	8.3%	5.3%	5.6%	3.7%
Female	151	43.1%	29.0%	25.7%	20.7%	9.9%	6.7%	7.0%	7.6%	4.8%	4.9%
<b>AGE GROUP</b>											
18-29	37	40.5%	37.5%	21.8%	9.3%	3.1%	12.5%	3.2%	3.1%	0.0%	3.1%
30-44	137	40.4%	31.3%	21.2%	17.0%	10.0%	7.8%	9.9%	4.3%	7.1%	2.8%
45-59	81	49.2%	31.4%	22.4%	20.8%	11.8%	6.0%	9.0%	11.9%	5.9%	6.0%
60 plus	53	31.7%	40.8%	16.8%	22.7%	15.3%	13.7%	3.1%	6.0%	3.0%	6.1%
<b>HOUSEHOLD INCOME</b>											
\$20,000 or less	15	11.8%	36.4%	14.4%	33.3%	12.0%	0.0%	0.0%	5.3%	11.8%	5.3%
\$20,001-30,000	28	37.4%	32.1%	13.1%	31.7%	6.5%	13.5%	0.0%	2.9%	0.0%	3.5%
\$30,001-40,000	19	59.1%	21.3%	24.2%	24.0%	5.2%	0.0%	11.8%	12.9%	0.0%	6.5%
\$40,001-50,000	26	44.7%	42.7%	21.8%	14.0%	7.8%	14.8%	6.8%	11.0%	3.2%	14.2%
\$50,001-70,000	51	45.9%	38.2%	23.3%	19.7%	10.6%	17.4%	10.9%	10.9%	4.3%	4.6%
\$70,001-100,000	58	45.4%	28.3%	21.8%	14.8%	9.8%	5.0%	12.7%	3.7%	3.3%	0.0%
More than \$100,000	83	37.6%	35.2%	21.1%	14.6%	14.6%	5.0%	7.2%	6.4%	8.6%	5.0%
<b>Maori</b>											
Pacific Island	11	43.9%	0.0%	0.0%	27.7%	8.9%	10.6%	8.9%	0.0%	17.8%	0.0%
Asian	27	44.8%	40.7%	10.7%	11.2%	10.1%	3.6%	0.0%	7.7%	7.1%	3.6%
<b>ELECTRICITY COMPANY</b>											
Contact/ Empower	72	33.6%	41.8%	12.2%	18.3%	2.4%	7.9%	15.8%	5.0%	5.5%	4.7%
Genesis/ Energy Online	58	47.0%	24.0%	23.2%	8.2%	13.7%	12.3%	10.6%	1.7%	5.1%	3.7%
Mercury Energy	56	46.8%	41.6%	30.5%	33.4%	9.7%	8.3%	4.3%	12.3%	3.2%	9.7%
Meridian Energy	39	30.6%	35.8%	25.4%	20.8%	16.6%	15.5%	0.0%	5.0%	3.0%	0.0%
TrustPower	13	38.9%	52.8%	29.7%	15.1%	17.9%	0.0%	0.0%	9.1%	0.0%	0.0%
<b>MONTHLY SPEND ON POWER</b>											
< \$100 a month	32	17.5%	32.8%	19.9%	14.4%	19.3%	15.3%	3.0%	6.3%	8.6%	6.3%
\$100-\$200	176	36.9%	33.8%	19.3%	19.0%	8.1%	9.4%	11.7%	4.7%	4.5%	5.2%
\$201-\$300	75	55.4%	34.9%	26.7%	16.3%	13.7%	5.5%	2.9%	6.9%	4.2%	2.7%
> \$300 a month	24	59.8%	28.0%	13.9%	20.6%	4.9%	9.0%	0.0%	9.9%	9.9%	0.0%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>											
Yes	309	41.2%	33.7%	20.8%	18.1%	10.6%	8.9%	7.7%	6.4%	5.2%	4.3%
No/ Unsure	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

**REASONS FOR NOT SWITCHING (TOP TEN)**

What are the main reasons for not switching?

ban1 by q4g

	Base	Happy or no perceived problem with price of current retailer/ supplier will match any deals	Happy or no perceived problem with service from current supplier	Did not trust there would be real gains from switching	Switching seemed too much hassle	Too busy to invest in the best Offer(s) were no cheaper	Lack of information on best deals	Have not got round to looking into this	Did not want to get locked into a contract	Was already locked into a contract	
All	691	46.0%	38.9%	13.8%	13.7%	10.9%	9.0%	8.9%	8.9%	5.0%	4.6%
<b>AREA</b>											
Auckland	226	44.0%	38.4%	15.0%	14.9%	13.6%	6.3%	9.6%	9.9%	5.9%	7.3%
Christchurch	57	39.5%	36.4%	7.9%	8.0%	11.2%	8.4%	9.0%	10.6%	3.5%	0.0%
Wellington	63	45.2%	33.7%	8.6%	11.8%	8.2%	7.9%	5.5%	6.6%	1.9%	6.0%
Provincial (NI)	253	49.0%	39.8%	14.8%	13.5%	9.4%	11.6%	8.5%	9.1%	4.8%	2.4%
Provincial (SI)	92	47.6%	42.8%	15.1%	16.1%	9.9%	10.1%	11.0%	6.0%	6.8%	5.7%
<b>NETWORK</b>											
Vector	124	44.6%	43.0%	17.2%	17.7%	14.0%	4.7%	9.3%	8.1%	9.3%	6.8%
Orion	55	36.9%	33.7%	8.2%	6.2%	9.6%	6.6%	7.3%	9.0%	1.5%	0.0%
Eastland Networks	45	46.8%	39.2%	10.6%	8.4%	13.6%	11.0%	10.9%	18.3%	5.4%	4.4%
Unsiion	38	49.5%	37.7%	14.4%	2.6%	0.0%	16.6%	8.3%	2.6%	3.3%	3.3%
Powerco	63	50.0%	43.0%	21.6%	25.1%	10.2%	13.9%	7.6%	9.5%	6.4%	0.0%
WEL Networks	48	61.0%	40.9%	14.9%	20.4%	8.6%	12.8%	9.3%	8.9%	6.5%	4.4%
Wellington Electricity Lines	63	45.2%	33.7%	8.6%	11.8%	8.2%	7.9%	5.5%	6.6%	1.9%	6.0%
<b>SEX</b>											
Male	321	50.7%	38.8%	12.3%	13.9%	13.0%	9.1%	11.7%	8.8%	5.8%	3.0%
Female	369	42.0%	39.1%	15.1%	13.5%	9.0%	9.0%	6.5%	8.9%	4.4%	6.0%
<b>AGE GROUP</b>											
18-29	61	50.1%	38.5%	7.8%	17.2%	7.8%	3.8%	9.7%	11.5%	5.7%	3.9%
30-44	270	42.5%	33.8%	11.9%	13.3%	11.5%	9.4%	7.9%	8.0%	2.9%	3.2%
45-59	193	48.5%	42.7%	20.7%	14.5%	14.5%	10.1%	10.7%	11.9%	8.8%	7.4%
60 plus	168	47.4%	43.0%	11.1%	12.0%	6.8%	9.2%	8.2%	5.8%	3.9%	3.9%
<b>HOUSEHOLD INCOME</b>											
\$20,000 or less	45	50.5%	34.0%	10.2%	11.1%	5.9%	1.8%	2.6%	5.5%	1.8%	5.8%
\$20,001-30,000	55	44.7%	41.6%	10.2%	14.8%	11.1%	8.8%	12.8%	9.1%	7.5%	8.8%
\$30,001-40,000	43	50.9%	45.5%	15.1%	23.1%	0.0%	3.7%	14.7%	13.1%	9.7%	4.0%
\$40,001-50,000	79	44.3%	40.6%	6.6%	14.8%	6.6%	6.6%	7.9%	8.0%	3.6%	5.5%
\$50,001-70,000	94	51.3%	34.9%	16.4%	8.3%	9.0%	5.2%	6.6%	8.2%	2.3%	1.3%
\$70,001-100,000	131	46.5%	43.3%	12.7%	8.9%	10.0%	11.7%	7.7%	5.1%	3.3%	1.6%
More than \$100,000	156	40.6%	36.3%	15.9%	19.7%	19.4%	14.1%	10.1%	12.2%	5.9%	7.6%
<b>Maori</b>											
Pacific Island	21	27.8%	39.9%	0.0%	24.1%	10.9%	5.4%	30.1%	15.4%	9.8%	0.0%
Asian	65	45.4%	31.5%	7.8%	9.3%	17.0%	4.8%	13.5%	8.9%	1.5%	3.3%
<b>ELECTRICITY COMPANY</b>											
Contact/ Empower	166	45.0%	36.7%	11.6%	14.0%	14.0%	9.0%	12.3%	11.2%	5.9%	0.6%
Genesis/ Energy Online	195	48.3%	40.8%	17.0%	17.1%	8.1%	14.8%	6.1%	9.9%	5.0%	2.2%
Mercury Energy	145	43.7%	36.5%	14.3%	14.1%	12.7%	2.2%	9.8%	7.7%	5.8%	11.3%
Meridian Energy	61	40.2%	35.2%	15.6%	5.5%	10.7%	11.3%	4.4%	6.4%	2.6%	1.9%
TrustPower	66	54.2%	48.3%	14.4%	21.2%	10.4%	7.5%	11.2%	8.5%	6.7%	11.0%
<b>MONTHLY SPEND ON POWER</b>											
< \$100 a month	97	56.2%	53.9%	10.2%	11.3%	5.7%	4.9%	4.2%	11.9%	2.9%	2.1%
\$100-\$200	370	47.7%	37.9%	13.6%	15.3%	11.2%	9.4%	8.6%	8.7%	7.4%	4.3%
\$201-\$300	169	40.6%	31.2%	15.3%	10.3%	14.4%	8.6%	14.3%	10.3%	2.7%	6.9%
> \$300 a month	42	28.6%	40.6%	17.4%	22.2%	6.1%	17.6%	4.3%	0.0%	0.0%	4.7%
<b>CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS</b>											
Yes	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No/ Unsure	691	46.0%	38.9%	13.8%	13.7%	10.9%	9.0%	8.9%	8.9%	5.0%	4.6%

## 2. Quantitative survey

---

INTRO [You have called: %KEY% in market: %MARKET%]

We are conducting a nationwide opinion poll about an important issue for New Zealand on behalf of the Electricity Authority, a government agency responsible for regulating the electricity market and promoting competition, to understand the public's views about switching electricity company.

I would like to speak to the person in your household who is responsible for paying the electricity bill or has a say in who your electricity company is. Is that you?

[INTERVIEWER - IF YES BUT NOT AT HOME, PLEASE MAKE APPOINTMENT  
[REINTRODUCE IF NECESSARY]

Proceed.....[] SP  
Don't proceed.....[] GO TO SEX

---

SEX INTERVIEWER: Enter sex of respondent  
Male.....1  
Female.....2

---

F1 Firstly, we need to make sure that we speak to people of all different ages. What age group are you in?  
Please stop me when I read out the appropriate age group.  
[READ LIST]

18-19.....1  
20-24.....2  
25-29.....3  
30-34.....4  
35-39.....5  
40-44.....6  
45-49.....7  
50-54.....8  
55-59.....9  
60-64.....0  
65-69.....1  
70-74.....2  
75 Plus.....3  
[DO NOT READ] Refused.....4

---

IF F1=' [DO NOT READ] Refused' ASK TERMINATE

---

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

[READ LIST ONLY IF RESPONDANT IS UNSURE]

- Contact Energy.....1
  - Genesis Energy.....2
  - Mercury Energy.....3
  - Meridian Energy.....4
  - TrustPower.....5
  - Energy Online.....6
  - Auckland Gas Company.....7
  - Bay of Plenty Electricity.....8
  - Bosco Connect.....9
  - Energy Direct.....0
  - Just Energy.....1
  - King Country Energy.....2
  - Nova Energy.....3
  - Opunake Hydro.....4
  - Powershop NZ.....5
  - Pulse Utilities.....6
  - Simply Energy.....7
  - Tiny Mighty Power.....8
  - Empower.....9
  - [DO NOT READ]Unsure/Don't know.....0
  - Other (specify) 1
- (43-45)

Specified Other

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 how much would you say your power bill each month is:

[READ LIST]

- less than \$100 a month.....1
- more than \$100, but less than \$200 a month.....2
- more than \$200, but less than \$300 a month.....3
- more than \$300, but less than \$400 a month.....4
- more than \$400, but less than \$500 a month.....5
- or more than \$500 a month.....6
- [DO NOT READ]Unsure/Don't know.....7

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 in the following areas?

[RANDOMIZE]

- 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

	-1-	-2-	-3-	-4-	-5-	SP
	(19)	(20)	(21)	(22)	(23)	
1 - Very satisfied	1	1	1	1	1	
2.....	2	2	2	2	2	
3.....	3	3	3	3	3	
4.....	4	4	4	4	4	
5 - Not at all satisfied.....	5	5	5	5	5	
[DO NOT READ]						
Unsure.....	6	6	6	6	6	

\*\*\*\*\*New Question\*\*\*\*\*



Q4 Have you changed your electricity company in the past two years?  
 Yes.....1  
 No.....2  
 Unsure.....3

---

IF Q4='Yes' ASK Q4A, Q4B, Q4C

---

Q4A How many times have you switched electricity company in the past two years?  
 1.....1  
 2.....2  
 3 or more times.....3  
 Unsure.....4

---

Q4B On the most recent occasion you changed electricity company did you change as a result of..  
 [READ LIST]

Approaching another company to switch.....1  
 Being approached by another company to switch....2  
 Switching companies on-line using a price comparison website.....3  
 [DO NOT READ]Don't Know/Unsure.....4  
 [DO NOT READ]Other.....5

---

IF Q4B='Approaching another company to switch' ASK Q4B2

---

Q4B2 Did you approach another company because of advertising that encouraged you to visit a price comparison website or because you visited a price comparison website?  
 Yes.....1  
 No.....2  
 Unsure.....3

---

ASK ALL

---

Q4C What were your reasons for switching electricity company on the most recent occasion you switched?  
 [MULTI]  
 [INTERVIEWER:IF REQUIRED PROMPT RESPONDENT FOR MOST RECENT SWITCH]  
 [DO NOT READ]

MP

Personal approach from electricity retailer.....1  
 A financial incentive from the electricity retailer.....2  
 High bill from your previous electricity retailer3  
 Moved home.....4  
 Poor customer service from previous electricity supplier.....5  
 Recommendation from friends or family.....6  
 Desire to have gas with the same electricity supplier.....7  
 Desire to have other services e.g. broadband services with the electricity supplier.....8  
 Visit to price comparison website.....9  
 Direct mail from retailer.....0  
 Wanted to buy from a retailer producing electricity from sustainable sources.....1  
 Visit to retailer website.....2  
 Awareness of a better deal from another provider.3  
 Energy saving advice from electricity retailer...4  
 Electricity retailer sponsors local community activities.....5  
 Electricity retailer supplies gas and offers a

discount.....6  
 Electricity retailer offers flexibility on when  
 or how to pay.....7  
 Body corporate changed supplier.....8  
 Advice from energy consultant.....9  
 MP  
 Advertising/post-it ads/whatsmynumber campaign...0  
 Don't Know/Unsure.....1  
 Other (specify) 2  
 (31-50)  
 Specified Other

---

ASK ALL

---

Q4D Using a 1-5 scale where 1 means - very effective - and 5 means - not  
 at all effective - how effective would each of the following be to  
 encourage you to consider switching retailer?  
 [RANDOMIZE]

- 1- A visit to your home by a retail representative
- 2- A phone call from another retailer
- 3- Information in the mail from an independent government or consumer  
agency
- 4- Retailer website
- 5- An independent website that compares the prices of different  
retailers
- 6- An advert that shows you how to switch
- 7- An advert that tells the story of people who have switched
- 8- Advice from a consumer's advocate like Fair Go or Consumer NZ
- 9- Advice from a budget advisor or Work and Income or Citizens Advice  
Bureau
- 10- Stories of others who have switched easily
- 11- Reassurance that it is safe and easy to switch from an independent  
watchdog
- 12- Knowing that over four hundred thousand households have switched in  
the past year

	-8-	-9-	-10-	-11-	-12-	
	(58)	(59)	(60)	(61)	(62)	SP
1 - very effective	1	1	1	1	1	
2.....	2	2	2	2	2	
3.....	3	3	3	3	3	
4.....	4	4	4	4	4	
5 -not at all effective.....	5	5	5	5	5	
Don't Know/Unsure.	6	6	6	6	6	

---

\*\*\*\*\*New Question\*\*\*\*\*

---

IF Q4='Yes' ASK Q4E

---

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 companies?

- 1 - Very easy.....1
- 2.....2
- 3.....3
- 4.....4
- 5 - Very difficult.....5
- [DO NOT READ] Unsure.....6

---

IF Q4E='3' OR Q4E='4' OR Q4E='5 - Very difficult' ASK Q4F

---

Q4F What were the reasons why you did not find it easy to switch?  
[DO NOT READ]

MP

Difficulty in filling out forms or too many  
forms to fill out.....1  
Long delay in switching over.....2  
Problems with invoices.....3  
Queuing on the telephone to make the switch.....4  
The hassle of changing over automatic payment or  
direct debits.....5  
No confirmation or update on the switch over  
from the retailer.....6  
Don't Know/Unsure.....7  
Other (specify) 8  
(8-27)

Specified Other

---

IF Q4='No' OR Q4='Unsure' ASK Q4G

---

Q4G What are the main reasons for not switching?  
[MULTI}  
[DO NOT READ]

MP

Happy or no perceived problem with price of  
current retail supplier/current supplier will  
match any deals.....1  
Happy or no perceived problem with service from  
current retail supplier.....2  
Did not trust there would be real gains from  
switching.....3  
Too busy to investigate the best deals available.4  
Lack of information on best deals available.....5  
Switching seemed too much hassle.....6  
Have not got round to looking into this.....7  
Did not want to get locked into a contract.....8  
Was already locked into a contract.....9

MP

Concerned there might be a problem with  
continuity of supply if we switched.....0  
Electricity is such a small cost to my household  
it's not worth it.....1  
Offer(s) were no cheaper.....2  
Concern about losing the rebate from the  
community owned lines company.....3  
No other retail supplier would take on my  
household.....4  
Concern about connection or disconnection fees...5  
Fear of loss of power during the change over  
period.....6  
Don't Know/Unsure.....7  
Other (specify) 8  
(30-49)

Specified Other

---

ASK ALL

---

Q5 Please tell me which of the following statements is most applicable to you?  
 [READ LIST]

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

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

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

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

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

Q8 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?

1 - Very likely.....1  
 2.....2  
 3.....3  
 4.....4  
 5 - Not at all likely.....5  
 [DO NOT READ] Unsure.....6

Q9 Thinking about the different ways of providing information to compare electricity retail prices, 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 to you  
 [11 = Unsure]  
 [RANDOMIZE]

- 1- An independent consumer website
  - 2- A flyer in the mail
  - 3- A fridge magnet with details of a price comparison website on it
  - 4- An 0800 number
  - 5- As part of your electricity bill
  - 6- Public notice in the local newspaper
  - 7- As part of the information on electrical appliances
  - 8- As part of the information when you move home
  - 9- Social media like Facebook
  - 10- On-line advertising on sites like Stuff, Herald and Trade Me
  - 11- As part of a campaign that promotes energy efficiency
- 8-      -9-      -10-      -11-  
 (68-69) (70-71) (72-73) (74-75)

0 TO 11..... \_\_\_\_\_

---

\*\*\*\*\*New Question\*\*\*\*\*

---

Q9B Do you have any other suggestions on ways to provide information to compare electricity retail prices?  
 (8-27)

---

Q10 Which of the following statements most closely describes you as a consumer?  
 [READ LIST]

- I generally stick with the same companies that provide me with products and services.....1
- 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.....2
- I change companies often and will almost always take a better deal if that comes along.....3
- [DO NOT READ]Depends/Other.....4
- [DO NOT READ]Unsure/Don't know.....5

---

Q11 I am going to describe a specific advertising campaign. In this campaign, people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead and the ad ends by directing you to a website called "whatsmynumber.org.nz" to find out the amount you could save. There is also outdoor advertising (such as billboards) and on-line showing people with a piece of paper stuck to their forehead directing you to the website. Have you seen this advertising campaign?

- Yes.....1
- No.....2
- Unsure.....3

---

Q11X Have you visited the price comparison website whatsmynumber.org.nz to compare what you pay with what another retail supplier charges?

- Yes.....1
- No.....2
- Unsure.....3

---

IF Q11X='Yes' ASK Q11A

Q11A Which of the following describes what you did after visiting the  
whatsmynumber website?  
[READ LIST]

- We took no further action nor do we intend to  
switch in the next 12 months.....1
- We have not switched, but we intend to do so in  
the next 12 months.....2
- We switched, but not to the cheapest supplier  
according to the site.....3
- We switched to the cheapest site supplier  
according to the site.....4
- We are considering switching.....5
- Other [DO NOT READ].....6
- Unsure [DO NOT READ].....7

Q11B 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  
the whats my number website?

- 1- Ease of use
- 2- Providing you with the information you wanted
- 3- Accuracy of information

	-1- (32)	-2- (33)	-3- (34)	SP
1 - very satisfied	1	1	1	
2.....	2	2	2	
3.....	3	3	3	
4.....	4	4	4	
5 - not at all satisfied.....	5	5	5	
[DO NOT READ]				
Unsure.....	6	6	6	

\*\*\*\*\*New Question\*\*\*\*\*

ASK ALL

Q12 Have you visited another consumer price comparison website called  
powerswitch?

- Yes.....1
- No.....2
- Unsure.....3

IF Q12='Yes' ASK Q12A

Q12A Which of the following best describes what you did after visiting  
the powerswitch website?  
[READ LIST]

- We took no further action nor do we intend to  
switch in the next 12 months.....1
- We have not switched, but we intend to do so in  
the next 12 months.....2
- We switched, but not to the cheapest supplier  
according to the site.....3
- We switched to the cheapest site supplier  
according to the site.....4
- We are considering switching.....5
- Other [DO NOT READ].....6
- Unsure [DO NOT READ].....7

Q12B	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 the powerswitch website?			
-1-	Ease of use			
-2-	Providing you with the information you wanted			
-3-	Accuracy of information			
	-1-	-2-	-3-	
	(37)	(38)	(39)	SP
1 - very satisfied	1	1	1	
2.....	2	2	2	
3.....	3	3	3	
4.....	4	4	4	
5 - not at all satisfied.....	5	5	5	
[DO NOT READ]				
Unsure.....	6	6	6	

\*\*\*\*\*New Question\*\*\*\*\*

ASK ALL

Q13A	Do you believe it is worthwhile reviewing which electricity retailer can offer you the best deal?		
	Yes.....	1	
	No.....	2	
	Unsure.....	3	

IF Q13A='Yes' ASK Q13B

Q13B	How often do you think you should review to see if you have got the best deal? [READ LIST]		
	At least once a month.....	1	
	About every three months.....	2	
	About every six months.....	3	
	Once a year.....	4	
	Once every two years or more.....	5	
	Unsure.....	6	

ASK ALL

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: [11 = Unsure] [RANDOMIZE]		
-1-	I have routines I keep to and don't like to change them		
-2-	I constantly look out for new opportunities to do things differently		
-3-	I generally trust people and will give them a fair hearing		
-4-	I am confident on the Internet and use it to purchase goods and services		
-5-	I find it's always best to be cautious and get a second opinion on most things before making up my own mind		
-6-	I like looking out for bargains and always go for the best deal		
-7-	Even if I could save a few dollars I probably couldn't be bothered making changes to what I do		
-8-	I don't make spontaneous decisions and like to take time to weigh things up		
-9-	I know my own mind and can decide things on the spot		
-10-	I don't trust power companies who promise a better deal as they all end up charging the same		
-11-	Power bills are confusing and hard to understand so it is hard to know if you are getting a better deal		

- 12- I have no loyalty to my power supplier
  - 13- Power companies are pretty much the same - price is the only factor that can be different
  - 14- I don't like signing contracts as I'm worried about the fine print
  - 15- I feel my views are often different from the average New Zealander
  - 16- I am sick of being told what I can and can't do
  - 17- I like to reflect and communicate how I feel about things
  - 18- It's easy to switch electricity provider
  - 19- You can save money by switching electricity provider
- 15-    -16-    -17-    -18-    -19-  
(70-71) (72-73) (74-75) (76-77) (78-79)

0 TO 11.....

\*\*\*\*\*New Question\*\*\*\*\*

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:

[11 = Unsure]

[RANDOMIZE]

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

-8-    -9-    -10-  
(22-23) (24-25) (26-27)

0 TO 11.....

\*\*\*\*\*New Question\*\*\*\*\*

Q16 Using yes or no, please tell me if the following phrases apply to you?

[RANDOMIZE]

- 1- I read the newspaper or view it online nearly every day
- 2- I don't think there's any point in changing things unless there's something wrong
- 3- I like to keep up with the latest technology
- 4- I like to keep up with the latest fashions
- 5- I have children aged under 18 living at home
- 6- I have bought or sold shares in the last year
- 7- I drive everywhere I go
- 8- I go overseas at least once every couple of years
- 9- I often surf the internet
- 10- I often do DIY [DO IT YOURSELF] projects around the home
- 11- I'm involved in a lot of voluntary community activity
- 12- I read the business news just about every day
- 13- I'm involved in a lot of conservation and environmental activities
- 14- I always read the local community newspapers thoroughly
- 15- I have a tertiary qualification

-15-  
(42)

SP

Yes..... 1  
No..... 2  
Unsure..... 3

\*\*\*\*\*New Question\*\*\*\*\*



Q17 In the last two years have you switched:

- 1- Mobile phone providers
- 2- Broadband/internet provider
- 3- Car or home insurance provider
- 4- Bank

	-1- (43)	-2- (44)	-3- (45)	-4- (46)	SP
Yes.....	1	1	1	1	
No.....	2	2	2	2	
Unsure.....	3	3	3	3	

\*\*\*\*\*New Question\*\*\*\*\*

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

DX In your household, who is responsible for either paying the electricity bill or has a say in who your electricity company is?  
 [READ LIST]

- Yourself.....1
- Yourself and your spouse or partner.....2
- Yourself and others in the household.....3
- Someone else.....4
- Other (specify) 5
- (48-67)
- Specified Other

D1 How long have you lived at your current residence?  
 less than two years.....1  
 2-5 years.....2  
 6-10 years.....3  
 More than 10 years.....4  
 [DO NOT READ]Unsure/Don't know.....5

D3 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

ROUTE(Q16(5)='No')GO F2

D4 And how many people under the age of 18 years of age are currently living in your household?  
 [DO NOT READ]

- 0.....1
- 1.....2
- 2.....3
- 3.....4
- 4.....5
- 5 or more.....6
- Unsure.....7
- Refused.....8

---

F2 What is your occupation?

(8-27)

---

F3 What is the approximate combined before tax income in your household. Please stop me when I read out the appropriate income range.

[READ LIST]

\$20,000 or less.....1  
\$20,001-30,000.....2  
\$30,001-40,000.....3  
\$40,001-50,000.....4  
\$50,001-70,000.....5  
\$70,001-100,000.....6  
More than \$100,000.....7  
Income was nil/or made a loss.....8  
[DO NOT READ] Refused.....9

---

F4 What is your total PERSONAL income, including income support, before tax. Please stop me when I read out the appropriate income range.

[READ LIST]

Less than \$15,000.....1  
\$15,001-25,000.....2  
\$25,001-30,000.....3  
\$30,001-40,000.....4  
\$40,001-50,000.....5  
\$50,001-70,000.....6  
More than \$70,000.....7  
Income was nil/or made a loss.....8  
[DO NOT READ] Refused.....9

---

F6 Which of the following ethnic groups do you belong to? One or several groups may apply to you.

[MULTI]

[CODE ALL THAT APPLY]

[READ LIST]

NZ Maori.....1  
NZ European.....2  
British.....3  
Other European.....4  
Pacific Island.....5  
Chinese.....6  
Indian.....7  
Other Asian.....8  
Other (specify) 9

(31-50)

Specified Other

---

RUR2 Do you live in a rural area or district that has a population of less than 2,000 people?

[DO NOT READ]

Yes.....1  
No.....2  
Unsure.....3

F20 Which ONE of these statements is true about your legal marital or civil union status?  
[INTERVIEWER: PROMPT - Please answer for your most recent]  
[READ LIST]

- a) I have never been legally married or in a civil union.....1
- b) I am divorced or my marriage has been dissolved.....2
- c) I am a widow / widower / bereaved civil union partner.....3
- d) I am permanently separated from my legal husband, wife or civil union partner.....4
- e) I am legally married.....5
- f) I am in a civil union.....6
- g) I am in a defacto relationship.....7
- [DO NOT READ] Unsure.....8
- [DO NOT READ] Refused.....9

---

AGECHK [READ IF NECESSARY] Just to confirm what was your age again?

- 18-19.....1
- 20-24.....2
- 25-29.....3
- 30-34.....4
- 35-39.....5
- 40-44.....6
- 45-49.....7
- 50-54.....8
- 55-59.....9
- 60-64.....0
- 65-69.....1
- 70-74.....2
- 75 Plus.....3
- [DO NOT READ] Refused.....4

---

IF AGECHK NOT F1 ASK AGEDIFF

---

AGEDIFF INTERVIEWER: Please enter the reason why the age is not the same as entered at the start of the survey  
(55-74)

---

ASK ALL

---

NAME Occasionally our supervisors call to ensure I have done the interview.  
May I have your first name only

---

PHCHK ....and can I confirm that your phone number is %KEY%  
Yes.....1  
No.....2

---

IF PHCHK='No' ASK STD

---

STD Could you please tell me the std code for your area  
[YOU CAN ONLY ENTER THE STD CODE 04 OR 4]  
1 TO 9 \_\_\_\_\_ (76)

PHONE .....and if you could tell me your phone number  
[ENTER ONLY THE RESPONDENTS 7 DIGIT PHONE NUMBER]

1000000 TO 9999999 \_\_\_\_\_ (8-14)

---

FOCUS Can we contact you in the future to take part in other studies -  
such as telephone surveys or focus discussion groups?

Yes.....1  
No / Unsure.....2

---

IF FOCUS='Yes' ASK I3

---

I3 Would you be willing to be contacted in the future by e-mail for  
research. We would not be selling or advertising anything, just  
asking for opinions.

[DO NOT READ]  
Yes.....1  
No.....2  
Unsure.....3

---

ASK ALL  
ROUTE(I3='No' OR I3='Unsure')GO SKIPI  
IF I3='Yes' ASK I5

---

I5 What is your email address?  
[RECORD EMAIL ADDRESS:]

(20-39)

---

ASK ALL

---

SKIPI CONTINUE

---

That's the end of this survey .....  
I would like to thank you for taking part.  
My name is %INAME% and if you have any queries about this survey you can ring  
my supervisor Pania Brown on (09)-373-8711.  
[\*CO:\*

## 3. 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 (25 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. Also, write down the names of any other power companies operating in your area.
- Finally, please 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 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]**
- What are the names of the other power companies operating in your area? What do you think of them – any positive or negative feelings?
- Have your views about power companies changed over the past 12 months? If so, in what ways? What has brought that about? If not, have you noticed them doing anything different over that time? If so, what?
- 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?

## The Campaign (15-20 minutes)

- We're going to have a look now at an advertisement that's been running on TV which you may have seen. As you watch it can you again jot down any thoughts or impressions you get from watching it. **[Play TVC for whatsmynumber]**
- What are your impressions of that campaign? **[explore in depth]** Do you think more of the same next year would encourage more people to switch or are some changes needed? If so, what sort? Why?
- Has anyone here been to that website? Tell us about that experience? Did you switch electricity retailer? **[explore reasons]**
- **[If switched]** Do you think you might go back to whatsmynumber?
  - If so, when? Why would you not go there, for instance, tomorrow or next week? Would you go there first to check deals or go to another site or contact your present retailer first? How likely are you to switch again in the next 12 months? Two years? Would you need a reminder to do so like another series of adverts or would you check what's on offer? How frequently are you likely to do that? Would you say you'll making switching a habit now or something that you'd only get round to do if you were dissatisfied with your retailer? **[explore reasons]**
  - What were your motivations for switching? Was it just the savings you could make? How much did having control over your retailer influence you? What about being able to act smarter? Would you have switched anyway if there had been no whatsmynumber campaign? What did you think when you first saw the campaign?
- **[If not switched]** What were your reasons for not making the switch?
  - Do you think you might go back to whatsmynumber? If so, when? Why would you not go there, for instance, tomorrow or next week? Would you go there first to check deals or go to another site or contact your present retailer first? Would you need a reminder to do so like another series of adverts or would you check what's on offer? How frequently are you likely to do that? What did you think when you first saw the campaign?

## Retail companies (30 minutes)

- Earlier I asked whether your views about retail power companies had changed. Now that you've seen the advert again – what does the ad make you think about power companies? Does it make you think any differently about them – if so, in what ways?
- Does whatsmynumber give you the confidence to deal with your power company and make the choices you want to make? If so, how does it do that? If not, what are the reasons?
- Do you have any concerns about using whatsmynumber? If so, what are they? Do you trust whatsmynumber to be giving you the correct information without any hidden costs, that is, that you will be better off by switching? Do you feel there may be any come-back from your power company if you switched using whatsmynumber? If so what is that? Do you feel there may be some hidden hooks in the deal if you switched to a new company? What are these and how could these issues be addressed for you? What would you need to know to give you confidence to switch?

## Non-Switchers (15-20 minutes)

- Some people would obviously benefit financially from switching – many people can find themselves a few hundred dollars a year better off but they just don't make the switch. Can each one of you just write down the main reasons that stop you switching even though you could be saving yourselves money. If there are other reasons you know of that people like you have for not switching put those down too. **[capture on whiteboard and discuss]**
- Can you split into two groups, choose a spokesperson to report back to the whole group and spend a few minutes identifying the sorts of things that might help people reluctant to switch to switch. Look at each of the reasons for not switching on the whiteboard and think of what would help for each one?
- How different is it switching power companies than switching other services you buy? In what ways?
- What would you need to know/have happen? **[probe 'call at the door', 'phone call', 'email', 'postal form' from new retailer, advisory groups like Church for PI, Grey Power for older, CAB etc]**
- Who would you want to get that information from? **[Trusted organisations? Trusted people?]** How would you like to get it?
- What's the main message they need to hear to reassure them about switching?

## Wrap up

Well, we're at the end of the discussion time. Before we finish up is there anything that anyone would like to add that might help those trying to encourage people to switch their retail provider?