

Shopping Around for Electricity Retailers

*A Quantitative Study among Small and
Medium Enterprise Consumers*

January 2013

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Introduction

1.1 Background

The objective of the Electricity Authority is to promote competition, reliable supply and efficient operation of the electricity market for the long-term benefit of consumers. This study looks at small and medium enterprises and their decision making process regarding switching between electricity suppliers.

1.2 Objectives

The key objectives of the research were to:

- Measure the drivers and barriers to shopping around for the best retail deal
- Measure behaviour and key indicators regarding switching and shopping around for electricity suppliers
- Rate the experience of using the business tool
- Identify effective ways of marketing the business tool to businesses.

1.3 Methodology

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

The survey was in the field from the 23rd of November to the 10th of December.

504 respondents completed the survey resulting in a margin of error of $\pm 4.4\%$.

Changes to the survey:

In 2012 'electricity supplier' has replaced the terms used in the 2010 survey – namely: 'retail power company', 'electricity retailer', 'retail electricity supplier', 'retail electricity power supplier' and 'retail electricity company'.

Where other questions have been changed, a note has been made at the base of the table.

Due to rounding, some tables do not add to 100%.

Appendix

There is an appendix to this document which includes the detailed tables and supplementary cross-tabulation tables.

1.4 Sample demographics

SAMPLE INFORMATION/DEMOGRAPHICS		
	2010 %	2012 %
<i>Base: n=</i>	537	504
Number of employees		
1-5	76	74
6-10	15	13
11-19	9	13
Business type		
Office based	23	22
Operate mainly offsite e.g. builder, plumber, electrical, transport	17	16
Farming	15	15
Manufacturing / industrial /engineering	12	10
Hospitality	6	7
Retail	5	7
Other	22	22
Electricity payment per month		
Less than \$500	67	65
\$501-\$1,000	19	16
\$1,001-\$1,500	5	7
\$1,501-\$3,000	6	7
More than \$3,001	2	3
Unsure	1	1

Base: All respondents

ELECTRICITY AS A PERCENTAGE OF YOUR TOTAL COSTS	
<i>Approximately what percentage of your total costs is electricity?</i>	
	2012 %
<i>Base: n=</i>	504
1%	34
2%-5%	42
6%-10%	13
More than 10%	5
Unsure	6

Base: All respondents

REGION SHOWING NETWORK PROVIDERS

Which of the following regions best describes where your business is located?

	2010 %	2012 %
<i>Base: n=</i>	537	504
Auckland: Vector/ Counties Power	27.7	25.8
Canterbury: Orion/ Alpine Energy/ MainPower/ Electricity Ashburton/ EA Networks	15.6	12.9
Wellington: Powerco	13.4	12.3
Waikato: Eastland Networks/ The Lines Company/ WEL Network/ Waipa	8.9	11.3
Manawatu-Whanganui/ Taranaki: Powerco/ Scanpower/ Centralines	6.3	8.6
Otago: Auroa/ PowerNet	4.8	6.0
Northland: Northpower/ Top Energy	4.3	5.8
Gisborne/ Hawkes Bay: Unison/ Eastland Network/ Centralines/ Scanpower	3.9	5.2
Bay of Plenty: Horizon Energy/ Powerco	6.1	5.2
Tasman/ Nelson: Network Tasman/ Nelson Electricity	2.6	2.4
Marlborough: Marlborough Lines	1.9	2.2
Southland: PowerNet	2.2	2.0
West Coast: Buller Electricity	1.5	0.6

Base: All respondents

Note: Respondents were only asked their location – 'Network Provider' has been derived according to the 'electricity.org.nz' website

RETAIL POWER COMPANY TO WHICH ELECTRICITY BILLS PAID

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

	2010 %	2012 %
Base: n=	537	504
Contact Energy	20.9	21.8
Genesis Energy	19.9	21.2
Mercury Energy	17.5	17.5
Meridian Energy	16.0	15.9
TrustPower	11.5	8.9
Energy Online	3.9	4.6
Powershop NZ	3.0	3.4
Nova Energy	0.9	1.8
Empower	1.5	1.2
King Country Energy	0.6	1.0
Just Energy	0.9	0.6
Energy Direct	0.6	0.4
Tiny Mighty Power	0.4	0.4
Bay of Plenty Electricity	0.9	0.2
Bosco Connect	-	0.2
Pulse Utilities/ Pulse Energy	0.2	0.2
Other	1.3	0.8

Base: All respondents

RETAIL POWER COMPANY TO WHICH GAS BILLS PAID

If you also have gas, is your gas supplier the same as your electricity supplier?

	2010 %	2012 %
Base: n=	537	504
Yes	9	12
No, we have a different company supplying gas	13	13
No, we are not on gas	78	75
Unsure	-	-

Base: All respondents

Executive summary

Similar to 2010, a large majority of SMEs have not switched in the past two years. The main barrier to switching was a lack of trust there would be any real gain, adequate service from their current supplier, and a perceived hassle of switching. There was interest in switching if approached with a better deal and most believed it was worthwhile to review their current deal. A majority believed businesses should review their electricity plan either annually or every two years. However, SMEs were less likely to actually shop around themselves and lacked confidence that good deals would last.

Promoting potential financial benefits appeared to be the best way to encourage shopping around with nearly two thirds of SME saying that savings of at least 15% would encourage them to shop around.

Among switchers the key drivers to switch were receiving a high bill, personal approaches or incentives from another supplier, visiting a price comparison site, and poor customer service. Over half of all SME had been approached by another supplier seeking their business, up 10% from 2010. Most SMEs found it easy to switch and the internet including a price comparison website were considered key sources of information. However, there was a decrease in those that pro-actively approached a retailer to switch this year; with a greater proportion switching after being approached by a supplier.

There was reasonable interest in visiting a price comparison website though nearly half of SMEs felt that a wait of ten business days for tenders to be made was an unacceptable period to wait from such a website. The best ways to encourage SME to visit the website were seen to be including information with the power bill and providing case studies on how businesses have saved money.

Around one-fifth of SME had visited the business section of the What's My Number website while around a quarter of these visitors had either switched or were considering it.

Satisfaction with current electricity suppliers remained moderate to low and electricity suppliers ranked lowest on competitiveness when compared to telecommunications and banks. However, SME believed it was relatively easy to switch electricity companies, ranking highest on ease of switching when compared to telecommunications and banks.

Choosing to switch

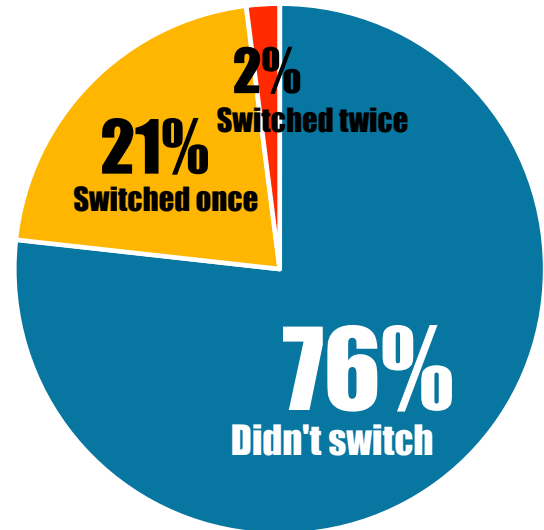
3.1 Switchers

■ Only a small minority switch

Again, similar to 2010, only a **minority** (23%) of SMEs **switched** electricity suppliers in the last two years. However, in 2012 over half of switchers (52%) were approached by a supplier (up 11%) and 41% pro-actively chose to switch (down 7%). Only 4% of SMEs had moved premises and continued with the current supplier.

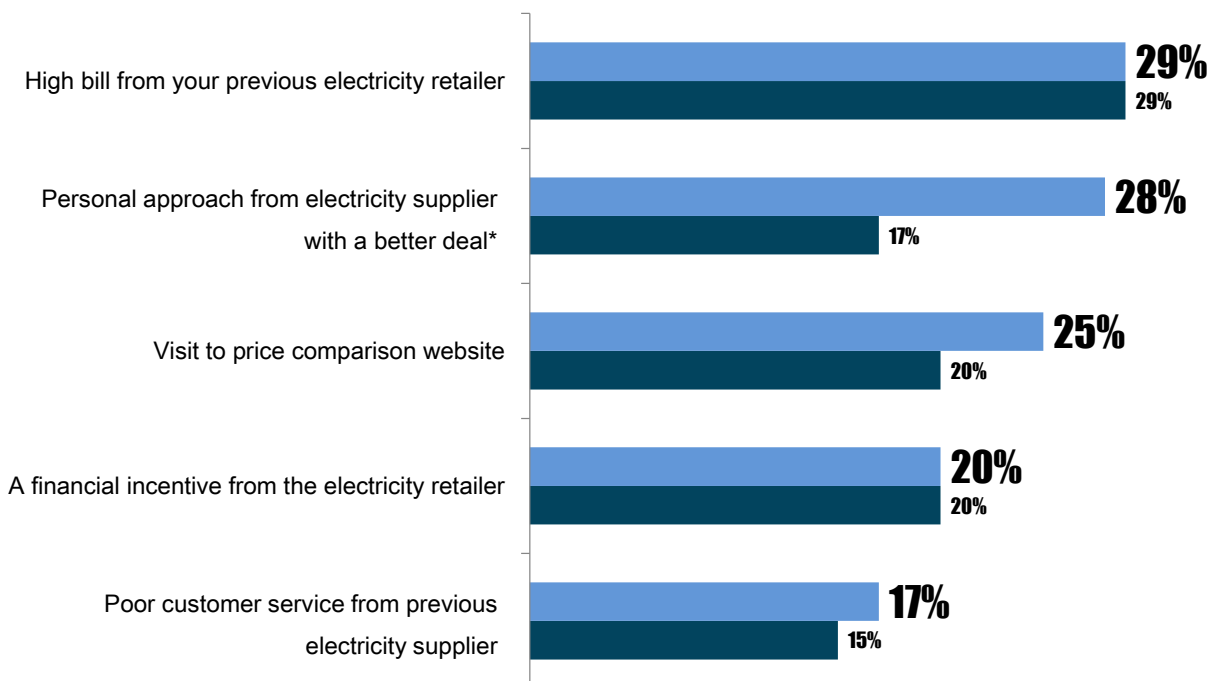
Farming remained the group least likely to have switched with 88% staying with their current supplier. In contrast, one third of the manufacturing/industrial/engineering group had switched at least once.

For those whose electricity bill was 1% or less of total costs, 30% replied that they had switched. Following from this 31% of those whose electricity bill was over 5% of total costs had switched. This is in comparison to 16% of those whose electricity bill was between 2% and 5% of their total cost.



■ Main reasons for switching

The main reasons for switching were similar to 2010. A **high bill** from the previous retailer remains the most cited reason (29%, unchanged). However, the second most popular reason - a personal approach from an electricity supplier with a better deal – increased by 11% to 28% this year.



■ 2012 ■ 2010

The other, most common reasons were: a visit to a price comparison website (25%), a financial incentive from the electricity retailer (20%) and poor customer service (17%).

Those who switch find it easy

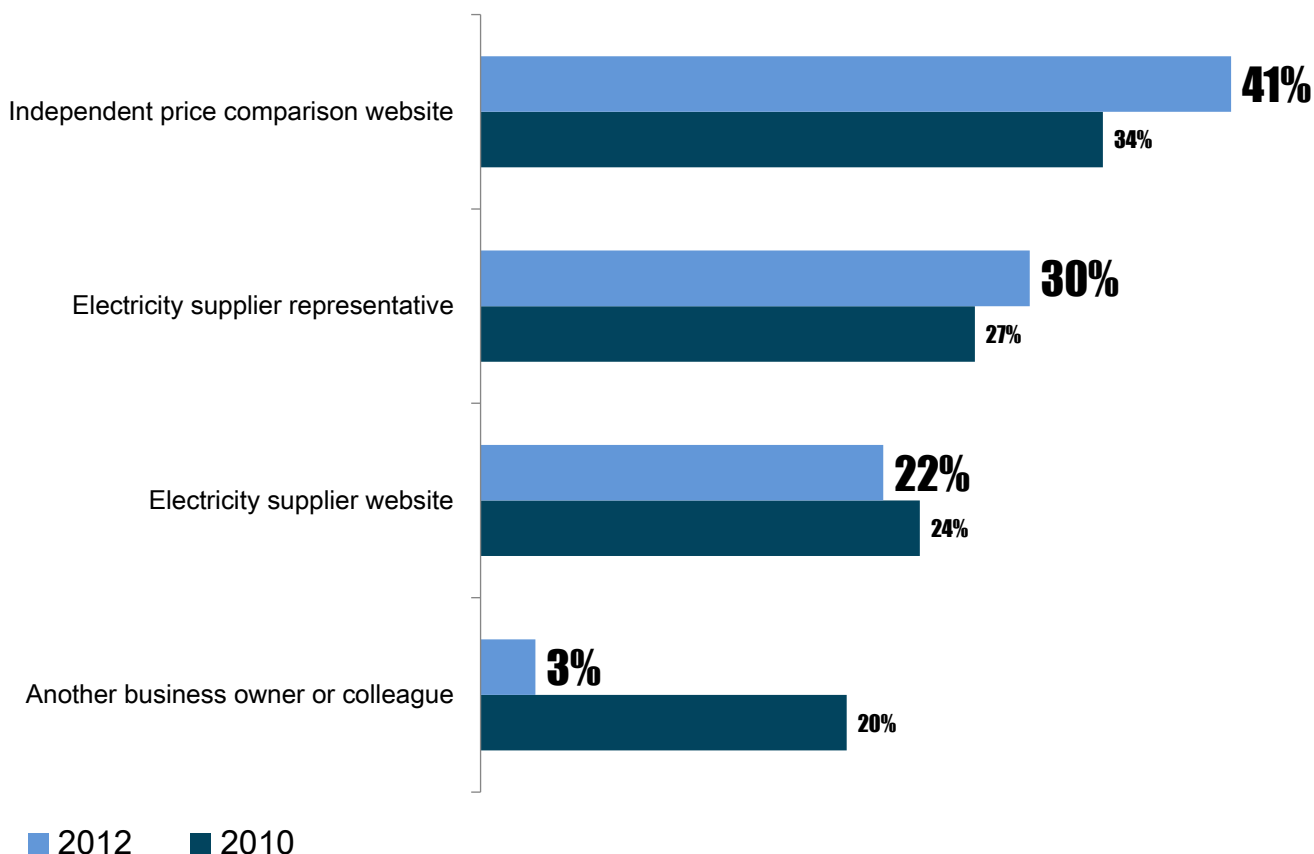
The **majority** of those who switched (82%) found it **easy**, while only 8% found it difficult.

Of those that had difficulty, the main reasons given were: the hassle of changing automatic payments, long telephone queues, delays in switching, lack of updates on the switchover progress and the difficulty or quantity of forms to fill out.



Internet most useful source of information for switchers

The **internet** remained the most useful source of information with 41% (up 7%) having found an independent price comparison website as useful and 22% having found an electricity supplier website as useful.

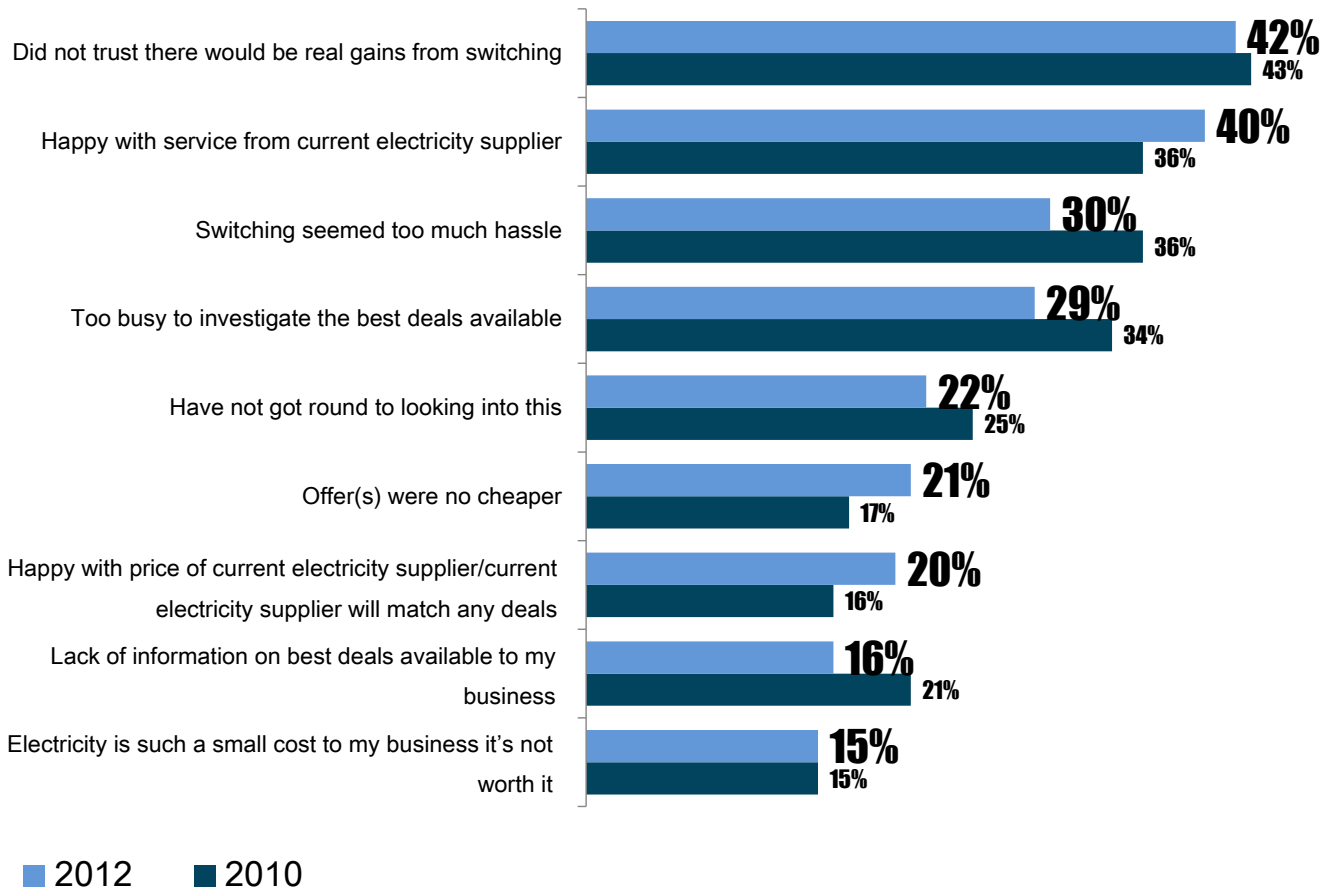


Thirty percent found an electricity supplier representative as useful . This year only 9% found another business owner or colleague to be a useful source of information (down 11%).

3.2 Non-switchers

■ Main barriers to switching

Barriers to switching remained similar to 2010. Of the 76% who did not switch suppliers in the past two years, 42% did not trust there would be **real gains** from switching, 40% were happy with their current service, 30% thought switching seemed like too much hassle and 29% were too busy to investigate the best deals. Around one in five had not got around to looking into switching, had no cheaper offers and/or were happy with current prices.



3.3 Attitudes of SMEs

■ Very few proactively looking to switch, but interested if approached

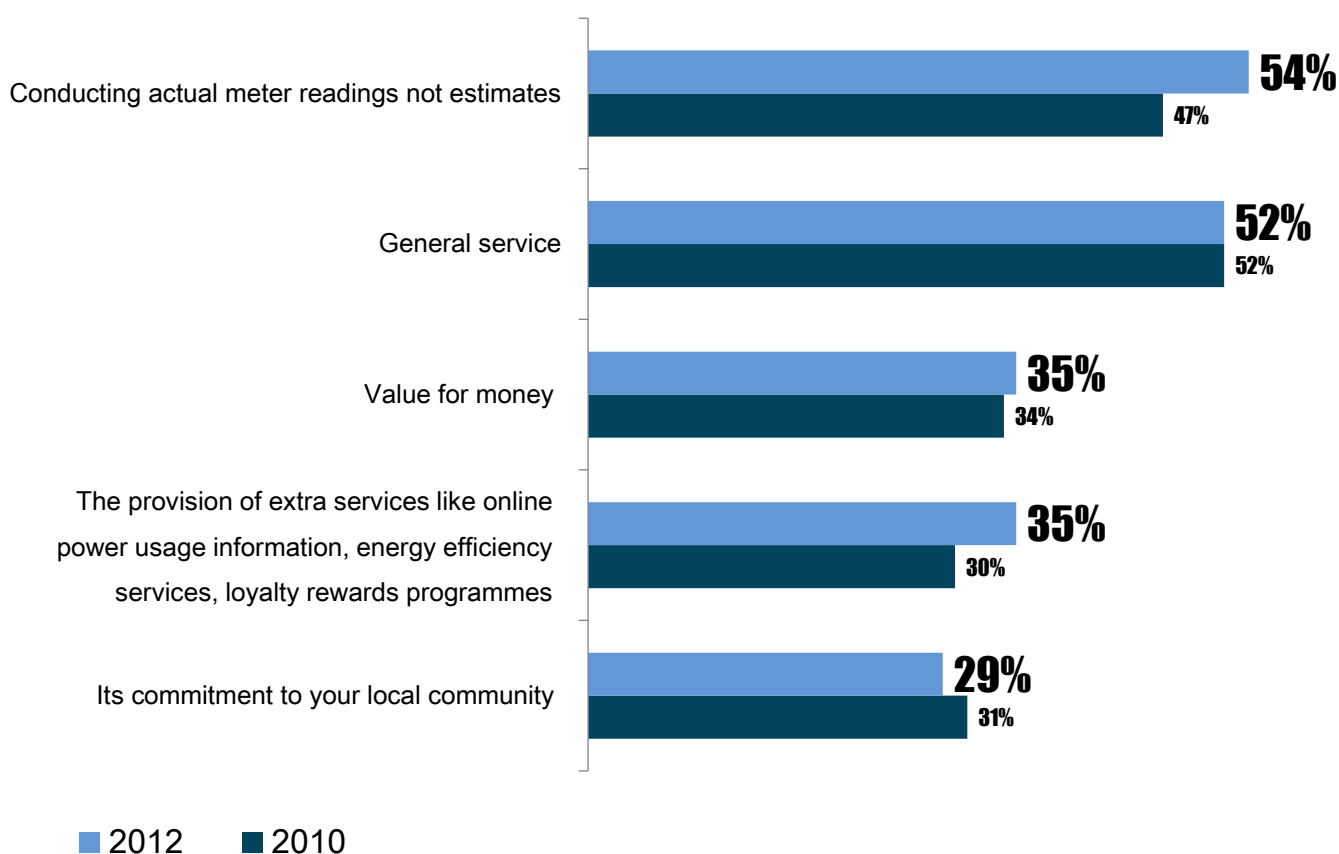
A relatively large proportion (42%), would be interested in switching electricity/gas supplier if approached and **offered** a **cheaper** deal but did not intend to actively look. A lower proportion was not interested in switching electricity/gas suppliers (36%) though this increased slightly since 2010 (5%). Nine percent intended to look for a cheaper supplier in the next 12 months, 6% would be interested in switching on the basis of better service but would not actively look, and 4% were actively looking for a cheaper supplier.

SMEs with over 6 employees were more likely to be interested in switching suppliers with 55% of those with 6-10 employees and 52% of those with 11-19 employees stating they would be interested in switching if approached with a cheaper deal. Canterbury was the region most likely to switch with 52% showing interest if approached with a cheaper deal.

Similar to 2010, interest in switching was higher in the hospitality sector with only 14% declaring they were not interested in switching their electricity supplier¹.

■ Generally low levels of satisfaction with current retailer

Levels of satisfaction² among SMEs with their current retailer across key measures remained moderate to low in 2012. The measure with the largest increase in satisfaction was ‘conducting actual meter readings, not estimates’ with 54% satisfied (up 7%), giving it the highest level of satisfaction. This was followed by ‘general service’ (52%), ‘provision of extra services’ and ‘value for money’ (35%) and ‘commitment to their local communities’ (29%).



Satisfaction was generally higher among customers of Trustpower, Mercury and Meridian Energy. Contact Energy customers were consistently the least satisfied across all measures.

¹ Care needs to be taken with this figure due to the small sample size.

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

For the value for money measure, Meridian customers were the most satisfied (39%) and Contact Energy customers were the least satisfied (23%).

For general service, Mercury received the highest level of satisfaction (59%) and Contact Energy received the lowest level (44%).

For commitment to local communities, Trustpower had the highest level of satisfaction (57%) and Contact Energy had the lowest level (22%).

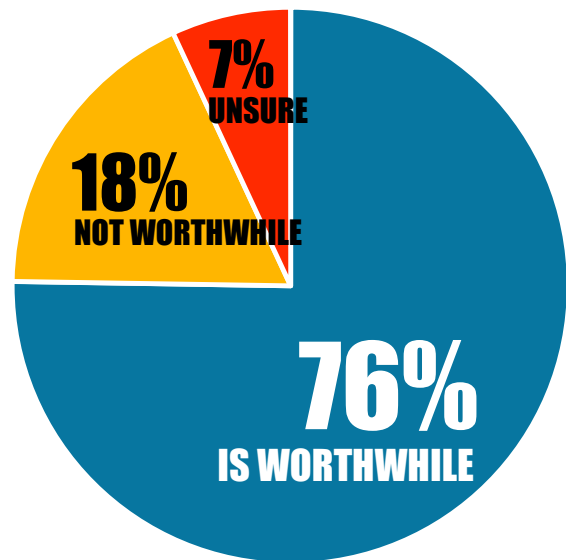
For provision of extra services (e.g. online power usage information, etc), Trustpower was rated the highest (43%) and Contact Energy the lowest (32%).

Satisfaction for conducting actual meter readings had Mercury rated highest (65%) and Contact Energy rated the lowest again (47%).

Majority believe it is worthwhile to review their electricity supplier and plan

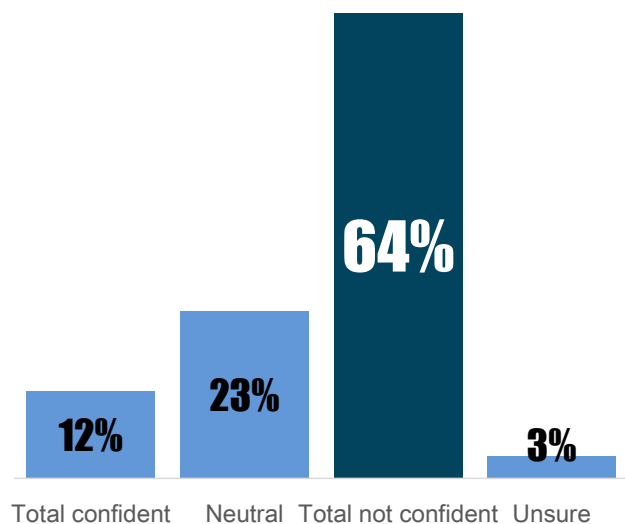
Just over three quarters of SMEs (76%) believed it was **worthwhile** to review which electricity supplier could offer them the best deal. Those that had switched suppliers in the past two years were more likely to think it worthwhile (87%), as did those in the manufacturing (87%) and hospitality (86%) sectors.

SMEs were most likely to believe that an **annual review** of their electricity plan was best (47%). Another 31% thought once every second year or more was best. Those who switched electricity supplier in the past two years were more likely to believe plans should be reviewed frequently. There was also a trend that SMEs whose electricity was a higher percentage of their total costs preferred more frequent revision periods than those for whom the cost as a percentage was less.



But lack confidence good deals will last

Only 12% of SMEs believed that if they switched to another electricity supplier, they would still be on the best deal in 12 months time. Sixty-four percent were not confident they would be on the best deal and 26% were neutral towards or unsure about the issue. Those that had switched suppliers in the past two years showed more confidence they would still be on the best deal (18%).



Market activity

4.1 Market activity

- Most have not approached electricity suppliers

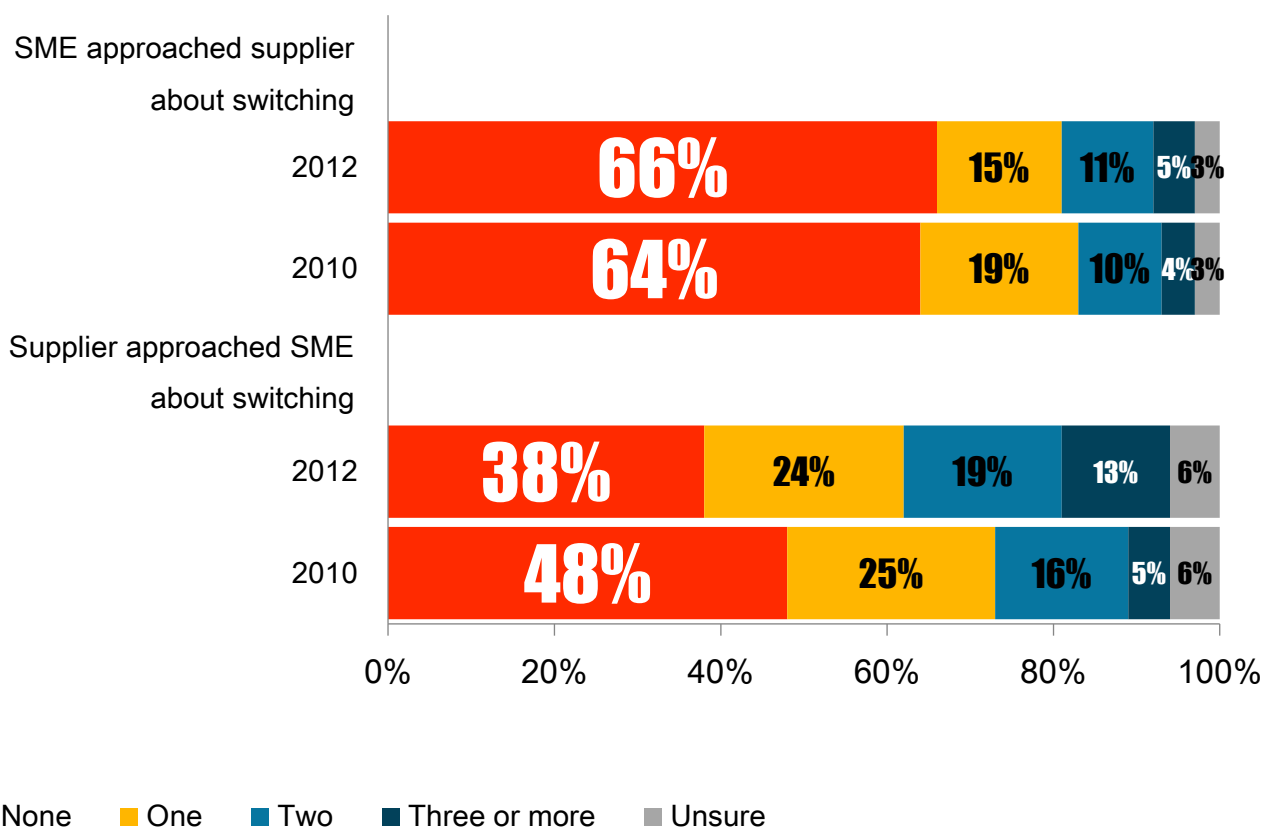
Two thirds of SMEs had not approached other electricity suppliers about switching in the past two years, 15% had approached one company, 11% had approached two companies and 5% had approached 3 or more companies. These results were similar to 2010.

SMEs in Wellington and those that are office based were more likely to have approached at least one other electricity supplier in the past 24 months (40% and 39% respectively had approached one or more). There was also a trend whereby the higher the percentage of a SME's total cost was made up of electricity, the more likely they were to approach other electricity suppliers. For SMEs whose electricity made up 1% or less of their total cost, 26% had approached other suppliers compared to 39% for SMEs whose electricity made up over 5% of their total cost.

- A small majority have been approached

The proportion of SMEs that had been **approached** by another supplier has **increased** from 2010. In 2012, 56% of SMEs had been approached by at least one electricity supplier (up 10%); 38% had not been approached at all.

Farming remains the sector that received the least number of approaches with 54% stating they had not been approached (down 12%). In contrast, competition was highest for office based SMEs with 70% having been approached by at least one electricity supplier in the past 24 months. As in 2010, those that paid more per month had fewer approaches than smaller consumers, with around half of those that paid more than \$500 having been approached compared to 60% of those that paid less than \$500 per month on electricity.

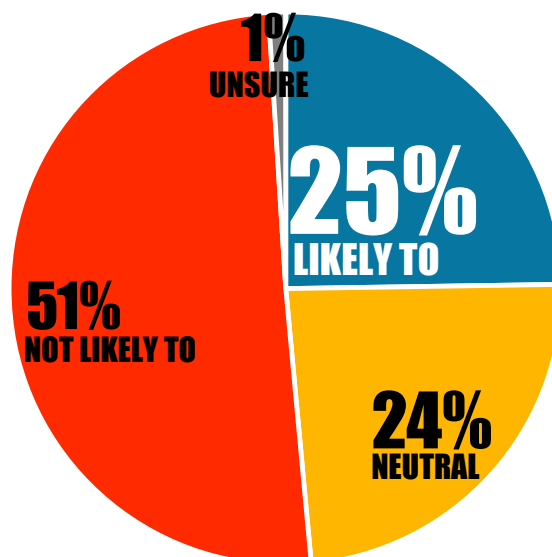


Majority not likely to shop around but can be encouraged with savings

Over half of SMEs (51%) claimed it was not likely they would **shop** around for the best electricity deal and a quarter thought it likely they would. Those that had switched suppliers in the past two years (45%) were located in Wellington or were in the manufacturing industry (33%) were more likely to shop around.

Over the past two years, the majority of SMEs have had no change in their drive to shop around for the best deals (60%). However, a greater proportion have become more likely to shop around (26%) than those that have become less likely (13%). Those 'very likely' to shop around were more likely to state that their behaviour had changed over the past two years.

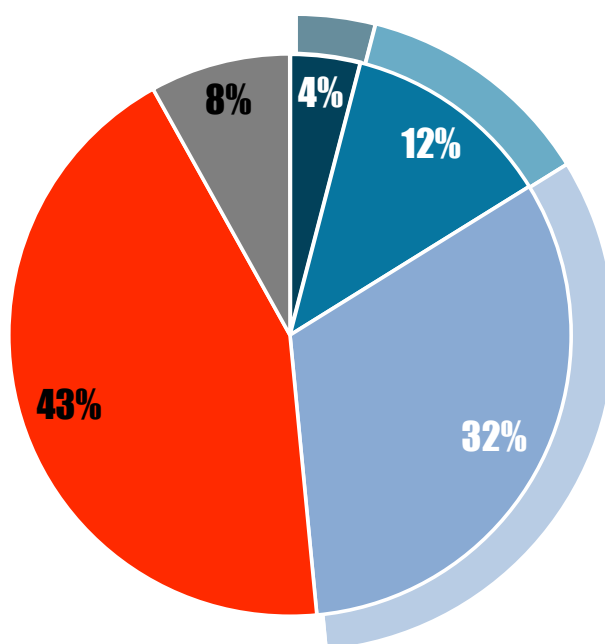
Savings on the business power bill of at least 10% would encourage about two fifths (39%) of SMEs to shop around for a better deal and savings of at least 15% would encourage 62% of SMEs to shop around. SMEs with over six employees, those that spent over \$1000 a month on electricity, those that have switched suppliers in the past two years and those in the manufacturing and hospitality industries were more likely to be tempted to shop around when promised savings of at least 10%.



Around half currently review their electricity plan at least annually

Just under half (48%) of SMEs reported shopping around and reviewing their electricity plan at least annually, with 32% of these SMEs doing it once per year. 43% shop around and review their supplier once every two years or more and 8% were unsure how often they did it.

SMEs in the hospitality industry and those that switched electricity suppliers in the past two years were more likely to shop around and review their plan at least annually (70% and 65% respectively) and SMEs with between 11 and 19 employees were less likely to (32%).



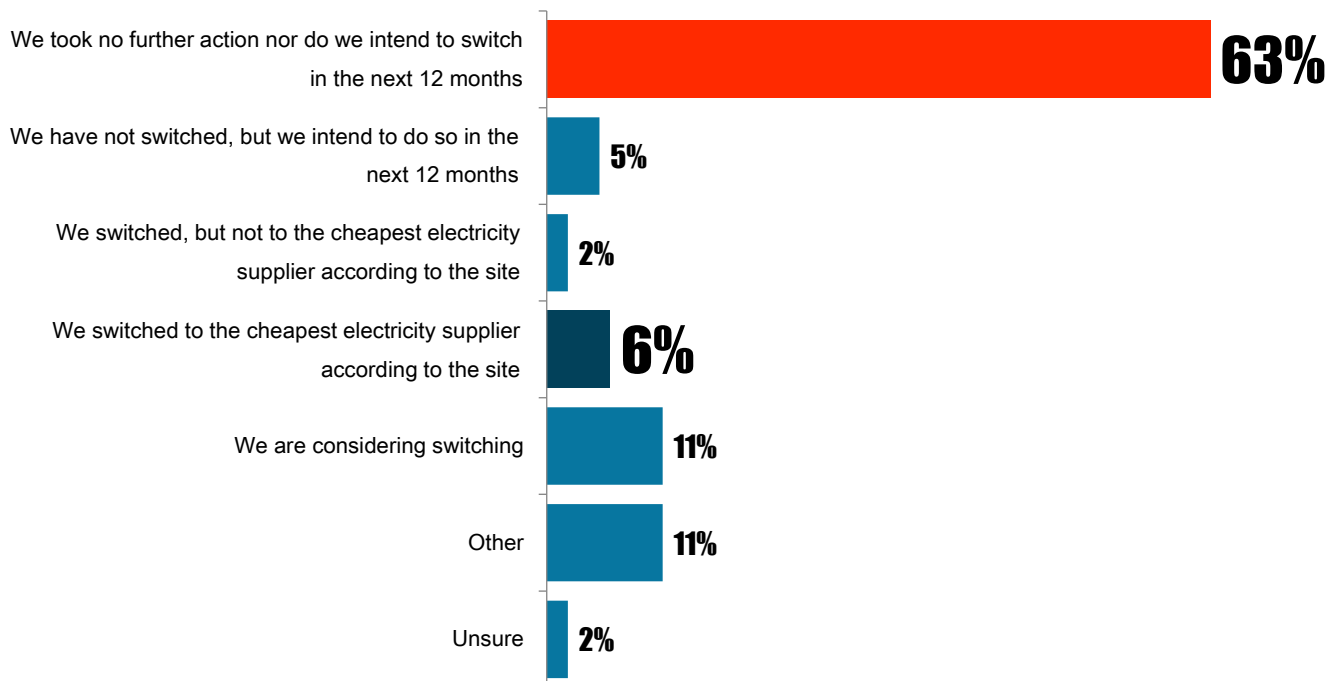
- About every three months
- About every six months
- Once a year
- Once every two years or more
- Unsure

4.2 Price comparison websites

- Almost a quarter have switched, or are considering doing so after visiting the What's My Number website

Recollection of the What's My Number campaign was **high** (84%). However, only 19% had visited the website. Of those that had visited the website, the majority took no action (63%), though almost a quarter had switched or were considering it.

Six percent switched to the cheapest electricity supplier according to the site, 2% switched to a supplier that wasn't the cheapest and 5% had not yet switched but intended to do so within 12 months. A further 11% were considering switching. SMEs in Auckland, those with between 6-10 employees, those whose electricity is more than 5% of their total costs and Contact Energy or Meridian customers were more likely to have switched or considered switching³.

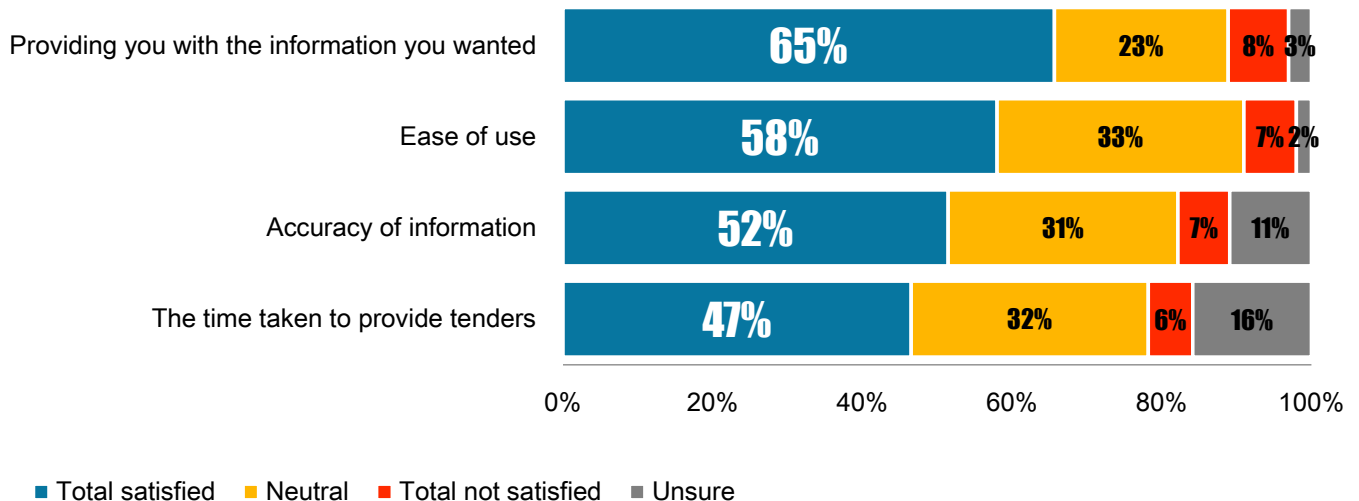


³ Due to the small sample sizes involved in those that visited whatsmynumber.org.nz and took action, these results must be interpreted carefully.

■ Satisfaction with business section of What's My Number website is moderate

Of those that had visited the What's My Number website, the attribute SMEs were most satisfied with was 'access to the information they wanted' (65%), followed by 'ease of using the site' (58%), 'accuracy of information on the site' (52%) and 'time taken to provide tenders' (47%).

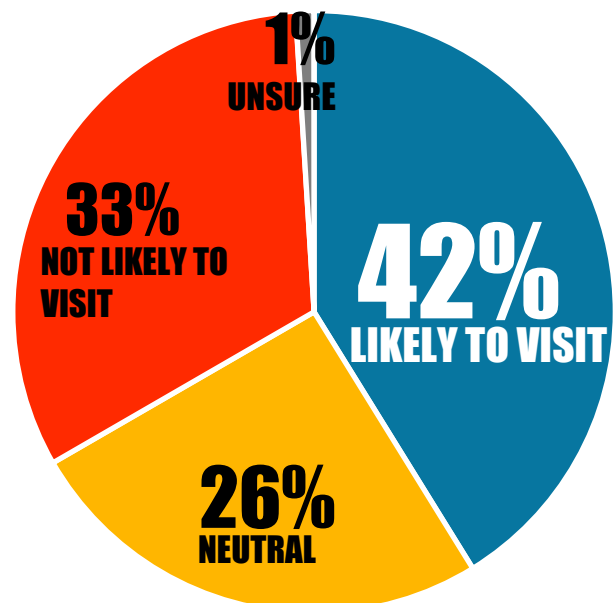
Although satisfaction was moderate across most attributes, dissatisfaction was minor (ranging from 6% to 8%) with a large minority of SMEs reporting they were neutral or unsure about the different attributes.



■ Demand for independent website – just over two fifths likely to visit

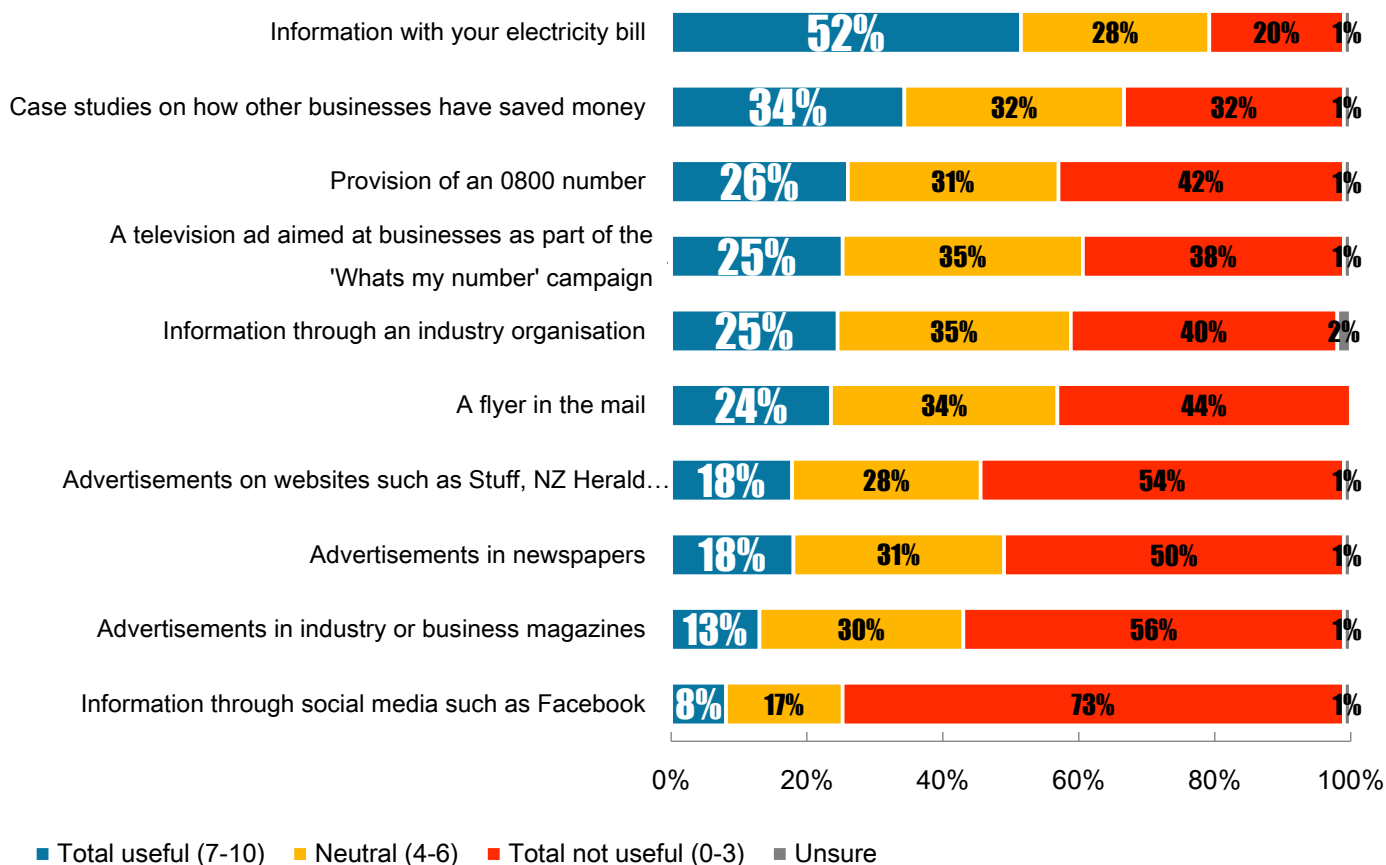
Just over two fifths of SMEs (42%) claimed they would be likely to visit an independent website that could tell them the lowest cost electricity supplier to meet their business needs, a decrease of 10% from 2010. A third stated they were unlikely to do so.

Those that switched electricity supplier in the last 24 months were more likely to visit an independent website (57%) compared to those that had not switched (36%). Those that paid between \$501 and \$1000 were less likely to visit the site (32%) than those that paid less than \$500 (44%) and over \$1000 (43%). Across the sectors, hospitality (50%) and manufacturing (47%) remained the most likely to visit a website. Occupations that mainly operate offsite were the least likely (34%).



Information with bill most useful way to encourage website visitation

Including **information** with a SME's electricity **bill** was seen as the most useful way of encouraging them to visit a price comparison website with over half (52%) reporting it useful.



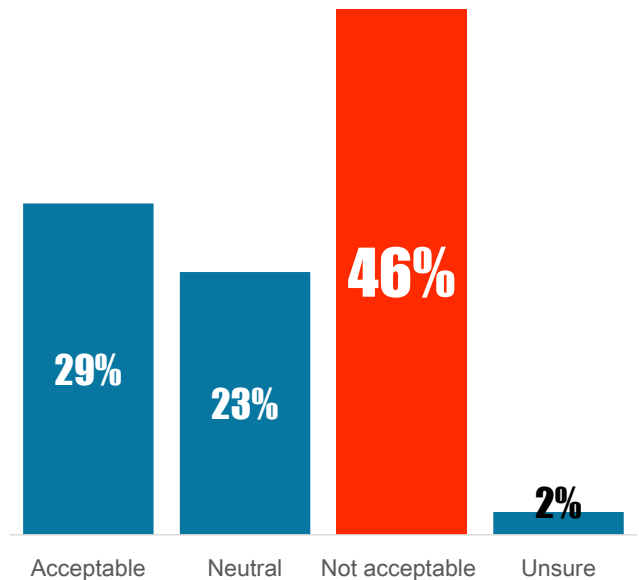
The next most useful method – ‘case studies on how other businesses have saved money’ – was far more divided, with opinion fairly evenly split between those that thought it useful, not useful and having a neutral opinion regarding its usefulness.

All other methods of encouragement were more likely to be seen as not useful by SMEs. Provision of an 0800 number, information through an industry organisation, a television ad as part of the What’s My Number campaign and flyers in the mail were only seen as useful by around a quarter of SMEs. Advertisements in newspapers and websites were seen as useful by 18%, advertisements in industry or business magazines by 13% and information through social media by 8%.

- Ten business days perceived as unacceptable for tenders

Nearly half of all SMEs believed ten business days was an unacceptable period to wait for tenders from electricity suppliers when using a price comparison website (46%). Around a third believed it to be an acceptable time period (29%) and the remaining 25% were either neutral about or unsure on the issue.

SMEs with more employees were more likely to believe the ten day time period was acceptable (37% that employed 6-10 people and 35% that employed 11-19 people) as did the hospitality (36%) and manufacturing (35%) sectors.

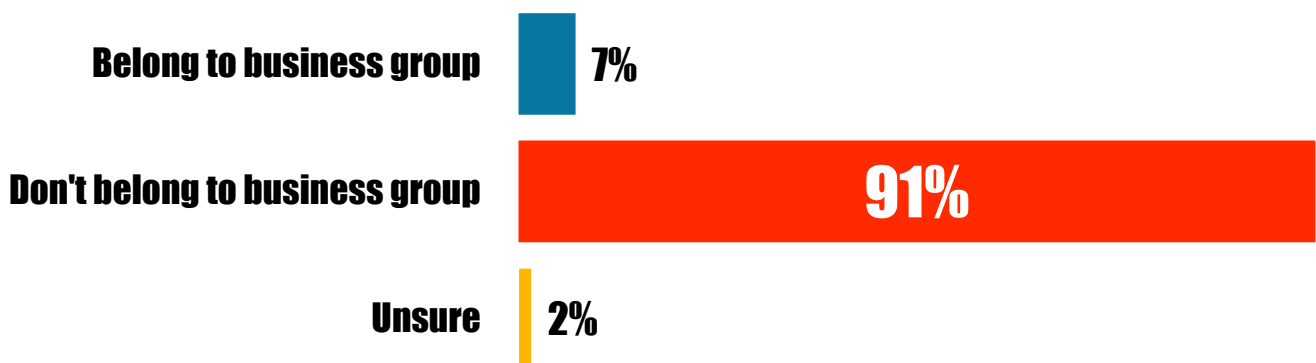


Industry characteristics

5.1 Business power purchase groups

- Very few belong to a business power purchase group

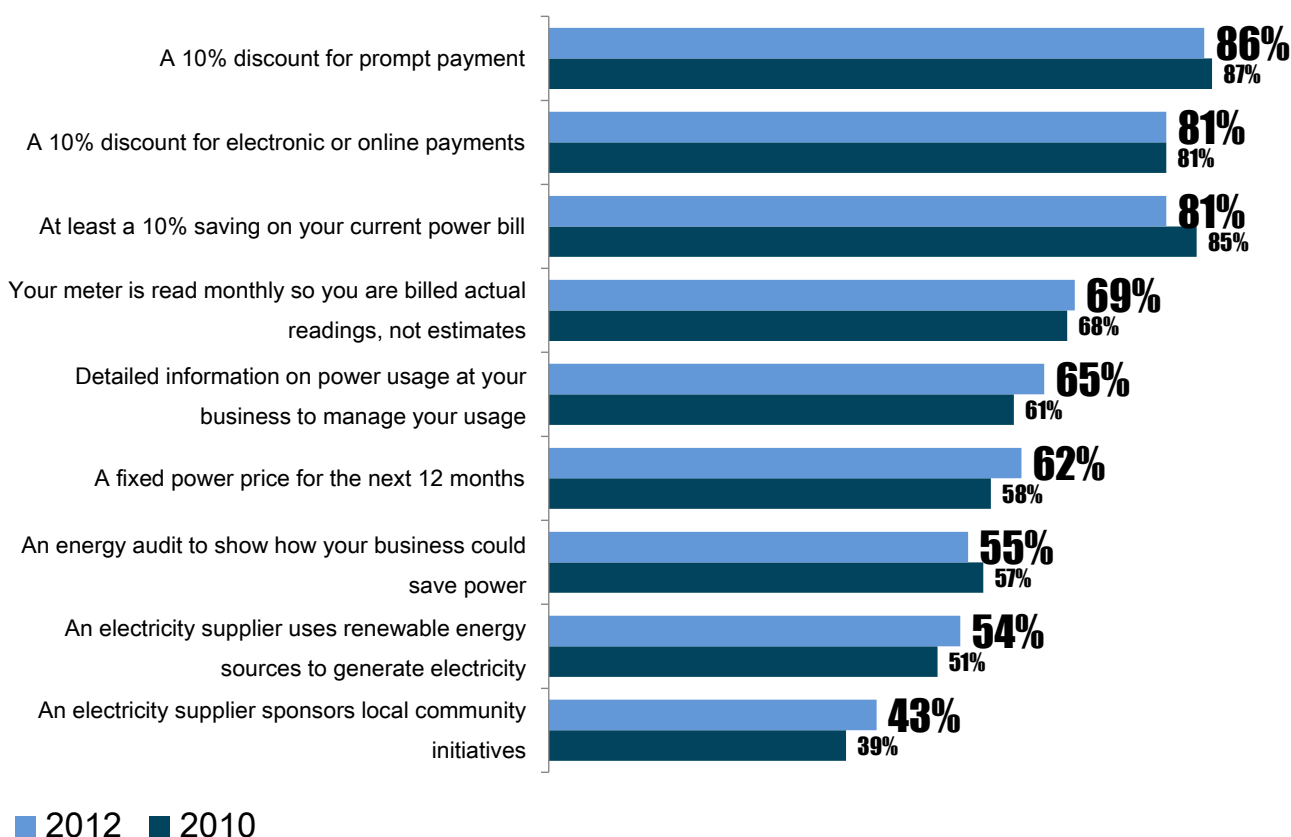
SMEs were slightly more likely to belong to a business group that purchases power at discount from a single electricity supplier in 2012 (7%, up 3%), though the number was still very low. Those in the farming sector and those who spend more than \$1000 per month on electricity were more likely to belong to a business group (28% and 19% respectively).



5.2 Supplier incentives

■ Direct financial benefits remain the main incentives

Incentives were rated similar in terms of importance⁴ to 2010. Direct **financial incentives** remain the most important to SMEs with over 80% rating a 10% discount for prompt or online payments and a 10% saving on their current power bill as important. Somewhat less important were actual meter readings (69%), detailed information on power usage so businesses could manage their usage (65%) and a fixed power price for the next 12 months (62%).



Just over half (55%) thought a business energy audit that showed how power could be saved and a supplier that uses renewable energy sources (54%) were important, and 43% rated a supplier that sponsors local community initiatives as important.

The hospitality sector was more likely to rate each incentive as important in 2012 as were SMEs whose electricity bill was greater than 5% of their total costs.

Larger employers (those with 11-19 employees) were more likely to rank the discount for online payments, detailed information on power usage, a fixed power price and an energy audit as important incentives.

Those whose electricity bill was over \$1000 per month were more likely to rate a fixed power price for 12 months and an energy audit as important.

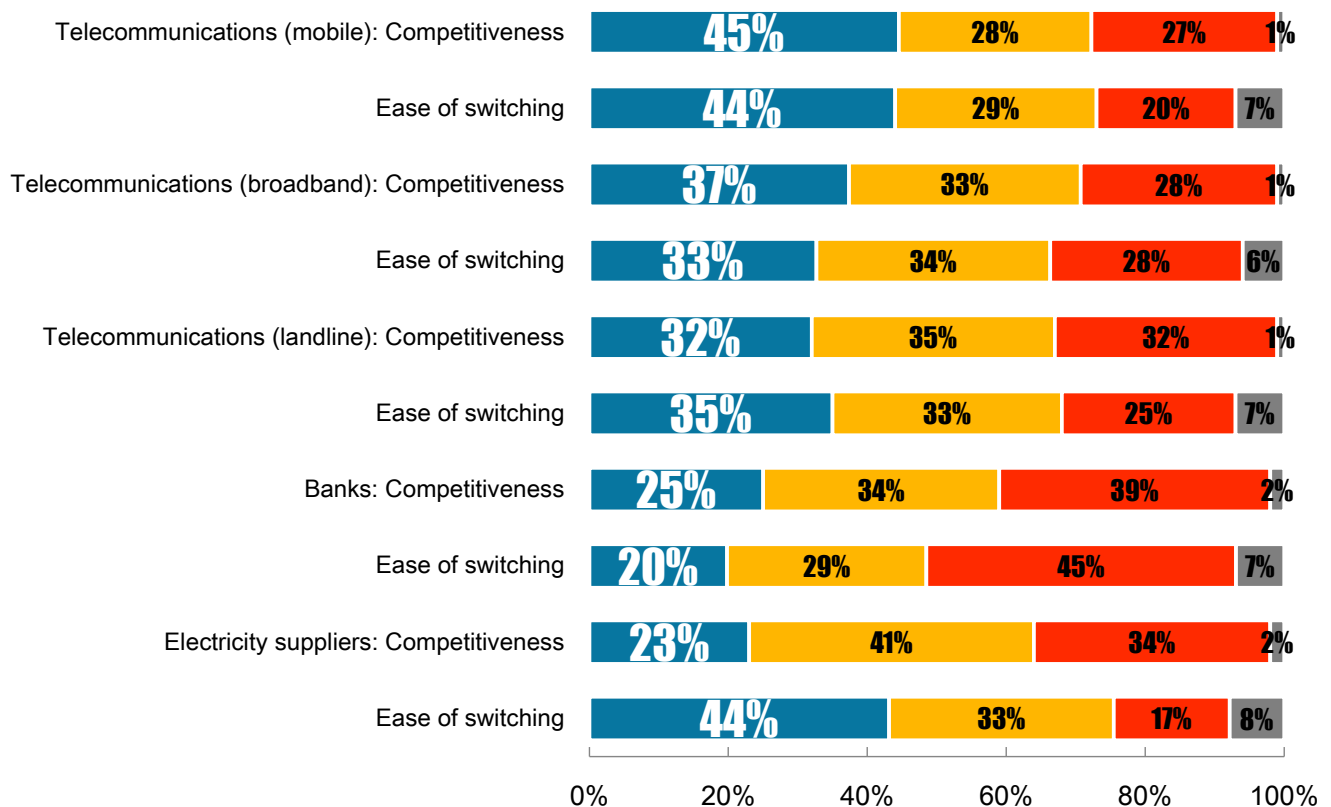
⁴ Importance was measured on a 0-10 scale where 0 meant 'not at all important' and 10 'very important'. Those who believe an incentive is important are the sum of '7' + '8' + '9' + '10'.

5.3 Industry comparisons

- Electricity suppliers score low on competitiveness, higher on ease of switching

SMEs ranked electricity suppliers **lowest** for **competitiveness**⁵ when compared to telecommunications and banks. Less than a quarter (23%) ranked them as competitive compared to 45% for mobile, 37% for broadband and 32% for landline telecommunications industries; 25% thought banks were competitive.

The outlook was more positive when the industries were ranked for **ease** of switching⁶, with electricity companies ranking **highest** along with the mobile telecommunications industry (44%). They were followed by landline (35%) and broadband telecommunications industries (33%) with banks ranking last (20%). Those that had switched electricity suppliers in the past two years were much more likely to rank them as being easy to switch between (63%).



■ Total competitive/easy to switch (7-10) ■ Neutral (4-6) ■ Total not competitive/not easy to switch (0-3) ■ Unsure

⁵ Competitiveness was measured on a 0-10 scale where 0 meant 'not at all competitive' and 10 'extremely competitive'. Those who rate it competitive are the sum of '7' + '8' + '9' + '10'.

⁶ Ease of switching was measured on a 0-10 scale where 0 meant 'not easy at all' and 10 'extremely easy'. Those who rate it easy to switch are the sum of '7' + '8' + '9' + '10'.

Appendix

Detailed tables

SUMMARY TABLE – SATISFACTION WITH ELECTRICITY SUPPLIER

Using a 1-5 scale where 1 means 'very satisfied' and 5 'not at all satisfied' how satisfied are you with your electricity supplier on the following attributes?:

	Percentage satisfied 1 + 2	
	2010 %	2012 %
<i>Base: n=</i>	537	504
Conducting actual meter readings not estimates	47	54
General service	52	52
The provision of extra services like online power usage information, energy efficiency services, loyalty rewards programmes*	30	35
Value for money	34	35
Its commitment to your local community	31	29

Base: All respondents

*Note, in 2010 statement read: *The provision of extra services like online power usage information, FlyBuys, other loyalty rewards*

SATISFACTION WITH ELECTRICITY SUPPLIER:

Using a 1-5 scale where 1 means 'very satisfied' and 5 'not at all satisfied' how satisfied are you with your electricity supplier on the following attributes?:

	2012							Unsure %
	1-Very satisfied %	2 %	Total satisfied %	3 %	4 %	5-Not at all satisfied %	Total not satisfied %	
Conducting actual meter readings not estimates	28	26	54	28	11	5	16	2
General service	17	35	52	36	8	3	11	2
The provision of extra services like online power usage information, energy efficiency services, loyalty rewards programmes	14	21	35	35	16	7	23	7
Value for money	12	23	35	36	18	9	27	2
Its commitment to your local community	10	19	29	33	15	6	21	16

Base: All respondents, n=504

SATISFACTION WITH RETAIL ELECTRICITY SUPPLIER:

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

	2010							
	1 - Very satisfied %	2 %	Total satisfied %	3 %	4 %	5 - Not at all satisfied %	Total not satisfied %	Unsure %
General service	16	36	52	35	9	3	11	1
Conducting actual meter readings not estimates	21	26	47	29	12	8	20	3
Value for money	11	24	34	35	17	11	28	3
Its commitment to your local community	12	19	31	37	13	7	20	13
The provision of extra services like online power usage information, FlyBuys, other loyalty rewards	10	20	30	32	17	11	28	11

Base: All respondents, n=537

NUMBER OF TIMES SWITCHED ELECTRICITY SUPPLIERS

How many times have you switched electricity suppliers in the past 24 months?

	2010 %	2012 %
Base: n=	537	504
0	78	76
1	18	21
2	3	2
3 or more	1	-
Unsure	-	-

Base: All respondents

Note, 2010 question read: *How many times have you switched retail electricity power suppliers in the past two years?*

ACTION TAKEN TO SWITCH ELECTRICITY SUPPLIER

Which is the most applicable to you when you most recently switched electricity supplier?

	2010 %	2012 %
Base: n=	115	118
You proactively chose to switch electricity supplier	48	41
You were approached by an electricity supplier	41	52
You moved and chose the electricity supplier who was already supplying the premises*	9	4
Other	1	3
Unsure	2	-

Base: Those who have switched at least once in the past 24 months

Response list in 2010 read:

* You moved and chose the legacy supplier

REASONS FOR SWITCHING ELECTRICITY SUPPLIER

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

	2010 %	2012 %
Base: n=	115	118
High bill from your previous electricity retailer	29	29
Personal approach from electricity supplier with a better deal*	17	28
Visit to price comparison website	20	25
A financial incentive from the electricity retailer	20	20
Poor customer service from previous electricity supplier	15	17
Moved premises	6	9
Energy saving advice from electricity supplier	8	8
Recommendation from other business colleagues	6	4
Visit to retailer website	9	3
Wanted to buy from a retailer producing electricity from sustainable sources	4	3
Electricity supplier sponsors local community activities	3	3
Electricity supplier offers flexibility on when or how to pay	3	3
Desire to have gas with the same electricity supplier	2	3
Advice from an energy consultant	-	3
Electricity supplier supplies gas and offers a discount	6	1
Direct mail from an electricity supplier	3	-
Advertisement/billboard	2	-
Body corporate changed supplier	1	-
Other	10	5
Unsure	1	2

Base: Those who have switched at least once in the past 24 months; multiple response question

*Response list in 2010 read: Personal approach from electricity retailer

SOURCES OF INFORMATION HELPING DECIDE SWITCH

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

	2010 %	2012 %
Base: n=	115	118
Independent price comparison website	34	41
Electricity supplier representative	27	30
Electricity supplier website	24	22
Another business owner or colleague	20	9
Brochures/ flyers and other direct mail	7	5
Business organisation you belong to	5	7
Newspaper advert/ billboard	4	1
Industry group website	3	3
Other	5	7
Unsure	6	7

Base: Those who have switched at least once in the past 24 months; multiple response question

EASE OF SWITCHING

Using a 1-5 scale where 1 means 'very easy' and 5 'very difficult' how easy or difficult did you find it to switch electricity supplier?

	2010 %	2012 %
Base: n=	115	118
1 - Very easy	53	56
2	27	26
TOTAL EASY (1+2)	80	82
3	15	10
4	2	5
5 - Very difficult	3	3
TOTAL DIFFICULT (4+5)	5	8
Unsure	-	-

Base: Those who have switched at least once in the past 24 months.

REASONS SWITCHING WAS NOT EASY

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

	2010 n=	2012 n=
Base: n=	23	21
The hassle of changing over automatic payment or direct debits	11	6
Queuing on the telephone to make the switch	9	6
Long delay in switching over	11	5
No confirmation or update on the switch over from the electricity supplier	8	5
Difficulty in filling out forms or too many forms to fill out	2	5
Problems with invoices	3	4
Little understanding of our business processes	4	2
Difficulty in finding tariff or other relevant information	4	2
Other	2	4
Unsure	1	1

Base: Those who have switched and did not find it easy; multiple response

Note: Due to small sample size count has been used rather than percentages.

REASONS FOR NOT SWITCHING

What were the main reasons for not switching?

	2010 %	2012 %
Base: n=	421	385
Did not trust there would be real gains from switching	43	42
Happy with service from current electricity supplier	36	40
Switching seemed too much hassle	36	30
Too busy to investigate the best deals available	34	29
Have not got round to looking into this	25	22
Offer(s) were no cheaper	17	21
Happy with price of current electricity supplier/current electricity supplier will match any deals	16	20
Lack of information on best deals available to my business	21	16
Electricity is such a small cost to my business it's not worth it	15	15
Did not want to get locked into a contract	9	12
Concerned there might be a problem with continuity of supply if we switched	11	8
Concern about losing the rebate from the community owned lines company	11	6
Was already locked into a contract	6	5
No other electricity supplier would take on my business	1	-
Other	4	3
Unsure	1	2

Base: Those who have not switched; multiple response

POTENTIAL REASONS FOR SWITCHING

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

	2010 %	2012 %
Base: n=	537	504
We would be interested in switching electricity supplier and/ or gas supplier if we were approached and offered a cheaper deal, but we do not intend to actively look for a cheaper electricity supplier.	44	42
We are not interested in switching our electricity supplier and/ or gas company.	31	36
We intend to look for a cheaper electricity supplier of electricity and/ or gas in the next 12 months.	12	9
We would be interested in switching electricity supplier and/ or gas supplier on the basis of better service. We do not intend to actively look for a cheaper electricity supplier.	7	6
We are actively looking for a cheaper electricity supplier for electricity and/ or gas	4	4
Unsure	2	2

Base: All respondents

ACTIVELY APPROACHED ELECTRICITY SUPPLIERS

How many different electricity suppliers has your business approached about switching to another supplier in the past 24 months?

	2010 %	2012 %
Base: n=	537	504
0	64	66
1	19	15
2	10	11
3 or more	4	5
Unsure	3	3

Base: All respondents

APPROACHED BY ELECTRICITY SUPPLIERS

How many different electricity suppliers have approached your business about switching to become their customer in the past 24 months?

	2010 %	2012 %
Base: n=	537	504
0	48	38
1	25	24
2	16	19
3 or more	5	13
Unsure	6	6

Base: All respondents

CONFIDENT STILL ON BEST DEAL IN 12 MONTHS TIME

Using a 1-5 scale where 1 means 'very confident' and 5 means 'not confident at all'. How confident would you be that if you switched to another electricity supplier you would still be on the best deal in 12 months time?

	2012 %
Base: n=	504
1 - Very confident	3
2	9
Total confident	12
3	23
4	25
5 - Not confident at all	39
Total not confident	64
Unsure	3

Base: All respondents. Question first asked 2012

LIKELY TO SHOP AROUND FOR BEST ELECTRICITY DEAL

Using a 1 to 5 scale where 1 is 'very likely' and 5 is 'not likely at all' – how likely are you to shop around for the best electricity deal?

	2012 %
Base: n=	504
1 - Very likely	12
2	13
Total likely	25
3	24
4	25
5 - Not likely at all	26
Total not likely	51
Unsure	1

Base: All respondents. Question first asked 2012

FREQUENCY OF SHOPPING AROUND AND REVIEWING ELECTRICITY PLAN

Generally how often do you shop around and review the electricity plan for your business?

	2012 %
Base: n=	504
At least once a month	-
About every three months	4
About every six months	12
Once a year	32
Once every two years or more	43
Unsure	8

Base: All respondents. Question first asked 2012

OVER PAST TWO YEARS: MORE OR LESS LIKELY TO SHOP AROUND FOR BEST ELECTRICITY PRICES

Over the past two years, have you become more likely or less likely to shop around for the best electricity prices or has there been no change in what you do?

	2012 %
Base: n=	504
More likely	26
Less likely	13
No change	60
Unsure	-

Base: All respondents
Question first asked 2012

EXPECTED SAVINGS ON POWER BILL TO ENCOURAGE YOU TO SHOP AROUND

What percentage of savings on your business power bill would be needed to encourage you to shop around?

	2012 %
Base: n=	504
Up to 5%	9
Between 6-10%	30
Between 11-15%	23
Between 16-20%	16
Or more than 20%	16
Unsure	5

Base: All respondents
Question first asked 2012

ADVERTISING RECALL: WHATS MY NUMBER

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 electricity supplier. 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 advertising online showing people with a piece of paper stuck on their forehead directing you to the website. Have you seen this advertising campaign?

	2012 %
Base: n=	504
Yes	84
No	14
Unsure	3

Base: All respondents. Question first asked 2012

VISITED 'MY BUSINESS' SECTION AT WHATS MY NUMBER WEBSITE

Have you visited the 'MyBusiness' section of the price comparison website whatsmynumber.org.nz to compare what your business pays with what another electricity supplier charges?

	2012 %
Base: n=	504
Yes	19
No	80
Unsure	1

Base: All respondents. Question first asked 2012

ACTION TAKEN AFTER VISITING 'MY BUSINESS' SECTION AT WHATS MY NUMBER WEBSITE

Which of the following describes what your business did after visiting the 'MyBusiness' section of the whatsmynumber website?

	2012 %
Base: n=	95
We took no further action nor do we intend to switch in the next 12 months	63
We have not switched, but we intend to do so in the next 12 months.	5
We switched, but not to the cheapest electricity supplier according to the site.	2
We switched to the cheapest electricity supplier according to the site.	6
We are considering switching	11
Other	11
Unsure	2

Base: Those who had visited the 'MyBusiness' section at whatsmynumber.org.nz. Question first asked 2012

SATISFACTION WITH 'MY BUSINESS' SECTION OF 'WHATS MY NUMBER' WEBSITE:

Using a 1-5 scale where 1 means 'very satisfied' and 5 'not at all satisfied' how satisfied were you with the following aspects of the 'MyBusiness' section of the 'whatsmynumber' website?

	2012							
	1- Very satisfied %	2 %	Total satisfied %	3 %	4 %	5- Not at all satisfied %	Total not satisfied %	Unsure %
Providing you with the information you wanted	23	42	65	23	7	1	8	3
Ease of use	24	34	58	33	7	-	7	2
Accuracy of information	19	33	52	31	5	2	7	11
The time taken to provide tenders	14	33	47	32	6	-	6	16

Base: Those who had visited the 'MyBusiness' section at whatsmynumber.org.nz, n=95.
Question first asked 2012

LIKELIHOOD OF VISITING INDEPENDENT WEBSITE

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

	2010 %	2012 %
Base: n=	537	504
1 Very likely	31	17
2	21	25
Total likely	52	42
3	23	26
4	12	17
5 Not at all likely	12	16
Total not likely	24	33
Unsure	1	1

Base: All respondents.

TIMEFRAME FOR TENDERS

Using a 1-5 scale where 1 means 'totally acceptable' and 5 means 'not acceptable at all' – if you went to a price comparison website how acceptable is 10 business days to wait for tenders from electricity suppliers?

	2012 %
Base: n=	504
1 Totally acceptable	12
2	17
Total acceptable	29
3	23
4	20
5 Not acceptable at all	26
Total not acceptable	46
Unsure	2

Base: All respondents.

Question first asked 2012

USEFULNESS OF THE FOLLOWING TO ENCOURAGE YOU TO VISIT A PRICE COMPARISON WEBSITE

Using a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful' – please rate how useful the following would be to encourage you to visit a price comparison website to get offers from electricity suppliers on a better deal for you?

	2012														
	0=Not at all useful						10=Very useful								
	0	1	2	3	Total 0-3 %	4	5	6	Total 4-6 %	7	8	9	10	Total 7-10 %	Unsure %
Information with your electricity bill	7	4	3	6	20	5	13	10	28	19	11	7	15	52	1
Case studies on how other businesses have saved money	14	5	5	8	32	7	14	11	32	15	8	3	8	34	1
Provision of an 0800 number	17	7	11	7	42	8	15	8	31	9	5	4	8	26	1
Information through an industry organisation	16	6	8	10	40	9	17	9	35	9	6	5	5	25	2
A television ad aimed at businesses as part of the 'Whats my number' campaign	15	8	7	8	38	6	17	12	35	10	6	2	7	25	1
A flyer in the mail	21	9	8	6	44	9	16	9	34	10	6	2	6	24	-
Advertisements in newspapers	23	9	9	9	50	9	15	7	31	8	5	1	4	18	1
Advertisements on websites such as Stuff, NZ Herald and Yahoo	27	8	11	8	54	10	11	7	28	8	6	1	3	18	1
Advertisements in industry or business magazines	23	11	10	12	56	6	18	6	30	6	4	1	2	13	1
Information through social media such as Facebook	44	13	8	8	73	5	9	3	17	4	2	-	2	8	1

Base: All respondents, n=504.
Question first asked 2012

WORTHWHILE REVIEWING ELECTRICITY SUPPLIER

Do you believe it is worthwhile reviewing which electricity supplier can offer you the best deal?

	2012 %
Base: n=	504
Yes	76
No	18
Unsure	7

Base: All respondents.
Question first asked 2012

FREQUENCY OF REVIEWING ELECTRICITY PLAN

How often do you think your business should review its electricity plan?

	2012 %
Base: n=	504
At least once a month	1
About every three months	3
About every six months	14
Once a year	47
Once every two years or more	31
Unsure	5

Base: All respondents.
Question first asked 2012

MEMBER OF A BUSINESS GROUP

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

	2012 %
Base: n=	504
Yes	7
No	91
Unsure	2

Base: All respondents.
Question first asked 2012

**SUMMARY TABLE –
IMPORTANCE OF THE FOLLOWING INCENTIVES OFFERED BY ELECTRICITY SUPPLIERS**

Using a 0-10 scale where 0 means 'not at all important' and 10 means 'very important', how important are the following incentives to your business that electricity suppliers offer?

	Percentage important 7 + 8 + 9 +10	
	2010 %	2012 %
<i>Base: n=</i>	537	504
A 10% discount for prompt payment	87	86
At least a 10% saving on your current power bill	85	81
A 10% discount for electronic or online payments	81	81
Your meter is read monthly so you are billed actual readings, not estimates	68	69
Detailed information on power usage at your business to manage your usage	61	65
A fixed power price for the next 12 months	58	62
An energy audit to show how your business could save power	57	55
An electricity supplier uses renewable energy sources to generate electricity	51	54
An electricity supplier sponsors local community initiatives	39	43

Base: All respondents

IMPORTANCE OF THE FOLLOWING INCENTIVES OFFERED BY ELECTRICITY SUPPLIERS

Using a 0-10 scale where 0 means 'not at all important' and 10 means 'very important', how important are the following incentives to your business that electricity suppliers offer?

	2012														
	0=Not at all important					10=Very important					Total 7-10 %	Unsure %			
	0 %	1 %	2 %	3 %	Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %			8 %	9 %	10 %
A 10% discount for prompt payment	2	1	-	2	5	1	3	5	9	12	16	14	44	86	-
At least a 10% saving on your current power bill	2	1	1	2	6	2	6	5	13	15	14	15	37	81	1
A 10% discount for electronic or online payments	2	2	1	2	7	1	4	6	11	11	17	13	40	81	1
Your meter is read monthly so you are billed actual readings, not estimates	3	1	2	3	9	4	9	9	22	11	14	12	32	69	-
Detailed information on power usage at your business to manage your usage	3	2	3	4	12	3	10	11	24	14	13	12	26	65	-
A fixed power price for the next 12 months	3	1	2	4	10	4	12	12	28	14	14	10	24	62	1
An energy audit to show how your business could save power	5	3	4	4	16	4	13	12	29	12	15	9	19	55	1
An electricity supplier uses renewable energy sources to generate electricity	9	3	4	4	20	5	12	9	26	10	12	10	22	54	-
An electricity supplier sponsors local community initiatives	10	5	3	8	26	5	15	11	31	13	9	7	14	43	1

Base: All respondents, n=504.

IMPORTANCE OF THE FOLLOWING INCENTIVES OFFERED BY ELECTRICITY SUPPLIERS

Using a 0-10 scale where 0 means 'not at all important' and 10 means 'very important', how important are the following incentives to your business that electricity suppliers offer?

	2010														
	0=Not at all important					10=Very important					Total 7-10 %	Unsure %			
	0 %	1 %	2 %	3 %	Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %			8 %	9 %	10 %
A 10% discount for prompt payment	2	1	1	1	5	1	3	4	7	10	12	17	49	87	1
At least a 10% saving on your current power bill	1	1	1	1	4	2	4	5	11	11	12	15	45	85	1
A 10% discount for electronic or online payments	4	1	1	2	8	2	4	4	11	10	10	16	45	81	1
Your meter is read monthly so you are billed actual readings, not estimates	4	1	4	3	12	3	10	6	20	14	11	14	29	68	-
Detailed information on power usage at your business to manage your usage	4	3	2	3	13	4	12	11	26	13	15	12	20	61	1
A fixed power price for the next 12 months	6	2	3	4	15	4	13	9	26	13	11	12	22	58	1
An energy audit to show how your business could save power	5	2	6	5	19	4	11	8	23	13	12	13	18	57	1
A retail supplier uses renewable energy sources to generate electricity	8	3	3	6	20	4	14	10	28	13	11	9	17	51	1
A retail supplier sponsors local community initiatives	11	3	5	4	24	5	18	12	35	16	9	5	9	39	2

Base: All respondents, n=537.

COMPETITIVENESS OF THE FOLLOWING IN TERMS OF OFFERING BEST DEALS TO YOUR BUSINESS

Using a 0-10 scale where 0 means 'not at all competitive' and 10 means 'extremely competitive', how competitive are the following in terms of offering the best deals to your business?

	2012														
	0=Not at all competitive						10=Extremely competitive								
	0	1	2	3	Total 0-3	4	5	6	Total 4-6	7	8	9	10	Total 7-10	Unsure
Telecommunications (mobile)	8	4	7	8	27	6	13	9	28	17	12	7	9	45	1
Telecommunications (broadband)	10	5	6	7	28	6	15	12	33	15	9	5	8	37	1
Telecommunications (landline)	11	5	7	9	32	9	15	11	35	12	7	6	7	32	1
Banks	14	8	8	9	39	7	17	10	34	11	6	4	4	25	2
Electricity suppliers	9	4	9	12	34	10	22	9	41	10	8	3	2	23	2

Base: All respondents, n=504.

EASE OF SWITCHING THE FOLLOWING SERVICES

Using a 0-10 scale where 0 means 'not easy at all' and 10 means 'extremely easy', how easy is it to switch suppliers for the following services?

	2012													Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %	8 %	9 %	10 %	Total 7-10 %	Unsure %
	0=Not easy at all						10=Extremely easy																	
	0	1	2	3																				
Electricity suppliers	5	2	3	7	17	9	14	10	33	12	11	8	13	44	8									
Telecommunications (mobile)	7	2	6	5	20	6	14	9	29	12	10	8	14	44	7									
Telecommunications (landline)	9	3	6	7	25	9	14	10	33	10	10	5	10	35	7									
Telecommunications (broadband)	10	4	6	8	28	9	16	9	34	9	10	5	9	33	6									
Banks	16	8	11	10	45	9	13	7	29	6	4	4	6	20	7									

Base: All respondents, n=504.

Supplementary tables

		How many people does your company employ?			
		Base	1-5	6-10	11-19
		Count	Row N %	Row N %	Row N %
All	.	504	74%	13%	13%
Region	Auckland	130	69%	12%	19%
	Wellington	62	81%	10%	10%
	Other North Island	181	77%	9%	13%
	Canterbury	65	66%	26%	8%
	Other South Island	66	73%	17%	11%
Number of employees	1-5	371	100%	0%	0%
	6-10	66	0%	100%	0%
	11-19	67	0%	0%	100%
Business type	Office based	113	74%	14%	12%
	Manufacturing / industrial /engineering	52	62%	12%	27%
	Retail e.g. shops, dairies, mini-marts	36	56%	25%	19%
	Farming	74	86%	8%	5%
	Hospitality e.g. cafes, restaurants, motel, pub	36	58%	25%	17%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	81%	15%	4%
	Other	112	75%	7%	18%
Monthly Electricity Payment	Pay less than \$500 a month	329	87%	9%	4%
	Pay \$501-\$1,000 a month	83	54%	23%	23%
	More than \$1,000 a month	88	42%	18%	40%
Electricity supplier	Contact Energy	110	76%	15%	9%
	Genesis Energy	107	69%	10%	21%
	Mercury Energy	88	68%	11%	20%
	Meridian Energy	80	81%	11%	8%
	TrustPower	45	67%	24%	9%
	Other	74	78%	12%	9%
Switched electricity supplier in past 24 months	Not switched	385	74%	12%	14%
	Yes, switched	118	72%	15%	13%
Electricity supplier same as gas supplier	Yes	61	79%	15%	7%
	No, we have a different company supplying gas	66	76%	12%	12%
Electricity as a percentage of total costs	1% or less	173	74%	12%	14%
	2-5%	210	74%	15%	11%
	More than 5%	90	72%	12%	16%

		Which of the following most closely fits your business?									
		Base	Office based	Manufacturing / industrial /engineering	Retail e.g. shops, dairies, mini-marts	Farming	Hospitality e.g. cafes, restaurants, motel, pub	Operate mainly offsite e.g. builder, plumber, electrician, transport	Other		
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %		
All	.	504	22%	10%	7%	15%	7%	16%	22%		
Region	Auckland	130	36%	12%	4%	3%	5%	15%	25%		
	Wellington	62	31%	10%	6%	2%	3%	21%	27%		
	Other North Island	181	15%	9%	6%	23%	10%	15%	20%		
	Canterbury	65	20%	9%	18%	25%	3%	9%	15%		
	Other South Island	66	9%	12%	6%	17%	9%	21%	26%		
Number of employees	1-5	371	23%	9%	5%	17%	6%	18%	23%		
	6-10	66	24%	9%	14%	9%	14%	18%	12%		
	11-19	67	19%	21%	10%	6%	9%	4%	30%		
Business type	Office based	113	100%	0%	0%	0%	0%	0%	0%		
	Manufacturing / industrial /engineering	52	0%	100%	0%	0%	0%	0%	0%		
	Retail e.g. shops, dairies, mini-marts	36	0%	0%	100%	0%	0%	0%	0%		
	Farming	74	0%	0%	0%	100%	0%	0%	0%		
	Hospitality e.g. cafes, restaurants, motel, pub	36	0%	0%	0%	0%	100%	0%	0%		
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	0%	0%	0%	0%	0%	100%	0%		
	Other	112	0%	0%	0%	0%	0%	0%	100%		
Monthly Electricity Payment	Pay less than \$500 a month	329	24%	9%	5%	9%	3%	21%	28%		
	Pay \$501-\$1,000 a month	83	29%	8%	13%	16%	11%	7%	16%		
	More than \$1,000 a month	88	10%	19%	8%	36%	17%	3%	6%		
Electricity supplier	Contact Energy	110	23%	10%	7%	9%	11%	16%	24%		
	Genesis Energy	107	26%	9%	7%	14%	7%	20%	18%		
	Mercury Energy	88	34%	5%	5%	13%	5%	15%	25%		
	Meridian Energy	80	11%	8%	11%	30%	8%	14%	19%		
	TrustPower	45	16%	20%	11%	20%	0%	16%	18%		
	Other	74	19%	16%	4%	7%	9%	15%	30%		
Switched electricity supplier in past 24 months	Not switched	385	22%	9%	7%	17%	7%	16%	23%		
	Yes, switched	118	25%	14%	8%	8%	8%	18%	19%		
Electricity supplier same as gas supplier	Yes	61	41%	7%	7%	2%	10%	16%	18%		
	No, we have a different company supplying gas	66	17%	9%	3%	18%	14%	23%	17%		
Electricity as a percentage of total costs	1% or less	173	27%	11%	8%	8%	3%	23%	21%		
	2-5%	210	21%	11%	6%	18%	8%	14%	22%		
	More than 5%	90	20%	8%	4%	20%	12%	11%	24%		

		Approximately how much does your company pay for electricity each month?						
		Base	less than \$500	\$501-\$1000	\$1001-\$1,500	\$1501-\$3000	more than \$3001	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	65%	16%	7%	7%	3%	1%
Region	Auckland	130	65%	18%	7%	8%	2%	1%
	Wellington	62	82%	5%	6%	5%	0%	2%
	Other North Island	181	63%	22%	6%	5%	4%	0%
	Canterbury	65	60%	12%	5%	14%	6%	3%
	Other South Island	66	61%	14%	14%	8%	5%	0%
Number of employees	1-5	371	77%	12%	5%	4%	1%	1%
	6-10	66	44%	29%	8%	11%	6%	3%
	11-19	67	19%	28%	16%	24%	12%	0%
Business type	Office based	113	71%	21%	4%	4%	0%	0%
	Manufacturing / industrial /engineering	52	54%	13%	8%	17%	8%	0%
	Retail e.g. shops, dairies, mini-marts	36	50%	31%	8%	6%	6%	0%
	Farming	74	39%	18%	18%	16%	9%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	36	31%	25%	17%	19%	6%	3%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	86%	7%	2%	1%	0%	2%
	Other	112	83%	12%	3%	1%	1%	1%
Monthly Electricity Payment	Pay less than \$500 a month	329	100%	0%	0%	0%	0%	0%
	Pay \$501-\$1,000 a month	83	0%	100%	0%	0%	0%	0%
	More than \$1,000 a month	88	0%	0%	41%	41%	18%	0%
Electricity supplier	Contact Energy	110	73%	13%	7%	5%	2%	1%
	Genesis Energy	107	64%	16%	11%	7%	2%	1%
	Mercury Energy	88	60%	24%	6%	7%	3%	0%
	Meridian Energy	80	56%	18%	8%	10%	9%	0%
	TrustPower	45	60%	24%	11%	2%	2%	0%
	Other	74	76%	8%	0%	12%	1%	3%
Switched electricity supplier in past 24 months	Not switched	385	63%	18%	9%	7%	3%	1%
	Yes, switched	118	73%	13%	3%	8%	3%	0%
Electricity supplier same as gas supplier	Yes	61	66%	23%	2%	7%	2%	2%
	No, we have a different company supplying gas	66	65%	12%	9%	9%	3%	2%
Electricity as a percentage of total costs	1% or less	173	80%	11%	6%	3%	0%	1%
	2-5%	210	63%	18%	7%	8%	4%	0%
	More than 5%	90	49%	23%	8%	13%	7%	0%

		Approximately, what percentage of your total costs is electricity					
		Base	1% or less	2-5%	6-10%	More than 10%	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	34%	42%	13%	5%	6%
Region	Auckland	130	43%	31%	18%	4%	5%
	Wellington	62	45%	40%	5%	5%	5%
	Other North Island	181	31%	46%	13%	3%	6%
	Canterbury	65	25%	40%	14%	9%	12%
	Other South Island	66	24%	53%	12%	5%	6%
Number of employees	1-5	371	35%	42%	13%	4%	6%
	6-10	66	30%	47%	11%	6%	6%
	11-19	67	37%	36%	15%	6%	6%
Business type	Office based	113	41%	40%	13%	3%	4%
	Manufacturing / industrial /engineering	52	37%	44%	12%	2%	6%
	Retail e.g. shops, dairies, mini-marts	36	36%	36%	8%	3%	17%
	Farming	74	18%	51%	18%	7%	7%
	Hospitality e.g. cafes, restaurants, motel, pub	36	17%	44%	22%	8%	8%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	48%	36%	9%	4%	4%
	Other	112	33%	41%	13%	6%	6%
Monthly Electricity Payment	Pay less than \$500 a month	329	42%	40%	10%	3%	5%
	Pay \$501-\$1,000 a month	83	23%	45%	19%	6%	7%
	More than \$1,000 a month	88	17%	47%	20%	8%	8%
Electricity supplier	Contact Energy	110	40%	42%	11%	5%	3%
	Genesis Energy	107	39%	36%	12%	4%	9%
	Mercury Energy	88	34%	35%	20%	6%	5%
	Meridian Energy	80	24%	53%	14%	5%	5%
	TrustPower	45	27%	51%	11%	4%	7%
	Other	74	35%	41%	11%	4%	9%
Switched electricity supplier in past 24 months	Not switched	385	32%	45%	12%	4%	7%
	Yes, switched	118	43%	30%	19%	5%	3%
Electricity supplier same as gas supplier	Yes	61	38%	33%	18%	7%	5%
	No, we have a different company supplying gas	66	39%	39%	11%	3%	8%
Electricity as a percentage of total costs	1% or less	173	100%	0%	0%	0%	0%
	2-5%	210	0%	100%	0%	0%	0%
	More than 5%	90	0%	0%	74%	26%	0%

		If you also have gas, is your gas supplier the same as your electricity supplier?				
		Base	Yes	No, we have a different company supplying gas	No, we are not on gas	Unsure
		Count	Row N %	Row N %	Row N %	Row N %
All	.	504	12%	13%	75%	0%
Region	Auckland	130	17%	9%	73%	1%
	Wellington	62	18%	18%	65%	0%
	Other North Island	181	12%	13%	75%	0%
	Canterbury	65	3%	9%	88%	0%
	Other South Island	66	8%	20%	73%	0%
Number of employees	1-5	371	13%	13%	73%	0%
	6-10	66	14%	12%	74%	0%
	11-19	67	6%	12%	82%	0%
Business type	Office based	113	22%	10%	68%	0%
	Manufacturing / industrial /engineering	52	8%	12%	81%	0%
	Retail e.g. shops, dairies, mini-marts	36	11%	6%	83%	0%
	Farming	74	1%	16%	82%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	36	17%	25%	58%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	12%	19%	68%	1%
	Other	112	10%	10%	80%	0%
Monthly Electricity Payment	Pay less than \$500 a month	329	12%	13%	75%	0%
	Pay \$501-\$1,000 a month	83	17%	10%	73%	0%
	More than \$1,000 a month	88	7%	16%	77%	0%
Electricity supplier	Contact Energy	110	21%	12%	67%	0%
	Genesis Energy	107	16%	7%	78%	0%
	Mercury Energy	88	14%	11%	75%	0%
	Meridian Energy	80	4%	20%	76%	0%
	TrustPower	45	0%	16%	84%	0%
	Other	74	8%	18%	73%	1%
Switched electricity supplier in past 24 months	Not switched	385	11%	12%	77%	0%
	Yes, switched	118	16%	17%	67%	0%
Electricity supplier same as gas supplier	Yes	61	100%	0%	0%	0%
	No, we have a different company supplying gas	66	0%	100%	0%	0%
Electricity as a percentage of total costs	1% or less	173	13%	15%	71%	1%
	2-5%	210	10%	12%	78%	0%
	More than 5%	90	17%	10%	73%	0%

		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 electricity supplier on the following attributes?)						
		Base	1 Very Satisfied	2	3	4	5 Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	12%	23%	36%	18%	9%	2%
Region	Auckland	130	10%	22%	36%	16%	13%	2%
	Wellington	62	15%	19%	37%	16%	10%	3%
	Other North Island	181	13%	23%	38%	15%	8%	3%
	Canterbury	65	11%	28%	32%	22%	5%	3%
	Other South Island	66	12%	20%	32%	27%	9%	0%
Number of employees	1-5	371	13%	24%	35%	17%	9%	3%
	6-10	66	11%	24%	30%	24%	9%	2%
	11-19	67	9%	15%	46%	19%	9%	1%
Business type	Office based	113	11%	26%	35%	20%	7%	2%
	Manufacturing / industrial /engineering	52	17%	23%	37%	10%	13%	0%
	Retail e.g. shops, dairies, mini-marts	36	11%	19%	33%	19%	14%	3%
	Farming	74	8%	19%	41%	20%	7%	5%
	Hospitality e.g. cafes, restaurants, motel, pub	36	11%	19%	47%	17%	6%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	11%	26%	35%	17%	9%	2%
	Other	112	14%	21%	31%	19%	12%	3%
Monthly Electricity Payment	Pay less than \$500 a month	329	13%	25%	33%	17%	10%	2%
	Pay \$501-\$1,000 a month	83	6%	27%	34%	22%	10%	2%
	More than \$1,000 a month	88	13%	9%	48%	19%	7%	5%
Electricity supplier	Contact Energy	110	5%	18%	36%	25%	15%	0%
	Genesis Energy	107	10%	16%	47%	16%	7%	4%
	Mercury Energy	88	11%	23%	35%	18%	10%	2%
	Meridian Energy	80	9%	30%	38%	14%	6%	4%
	TrustPower	45	16%	22%	29%	31%	2%	0%
	Other	74	26%	31%	22%	7%	11%	4%
Switched electricity supplier in past 24 months	Not switched	385	11%	23%	37%	19%	7%	3%
	Yes, switched	118	14%	21%	31%	16%	16%	1%
Electricity supplier same as gas supplier	Yes	61	11%	20%	44%	13%	10%	2%
	No, we have a different company supplying gas	66	6%	23%	30%	20%	17%	5%
Electricity as a percentage of total costs	1% or less	173	14%	21%	39%	15%	9%	2%
	2-5%	210	10%	26%	35%	18%	9%	2%
	More than 5%	90	9%	20%	37%	23%	10%	1%

		General service (Using a 1-5 scale where 1 means 'very satisfied' and 5 'not at all satisfied' how satisfied are you with your electricity supplier on the following attributes?)						
		Base	1 Very Satisfied	2	3	4	5 Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	17%	35%	36%	8%	3%	2%
Region	Auckland	130	18%	33%	37%	7%	2%	4%
	Wellington	62	18%	37%	29%	11%	5%	0%
	Other North Island	181	17%	35%	38%	6%	4%	1%
	Canterbury	65	12%	45%	35%	3%	3%	2%
	Other South Island	66	18%	29%	35%	15%	3%	0%
Number of employees	1-5	371	18%	37%	32%	7%	4%	2%
	6-10	66	14%	30%	42%	9%	2%	3%
	11-19	67	13%	30%	48%	7%	1%	0%
Business type	Office based	113	14%	38%	35%	9%	2%	2%
	Manufacturing / industrial /engineering	52	23%	29%	31%	6%	10%	2%
	Retail e.g. shops, dairies, mini-marts	36	14%	44%	36%	6%	0%	0%
	Farming	74	14%	42%	31%	8%	3%	3%
	Hospitality e.g. cafes, restaurants, motel, pub	36	14%	22%	58%	0%	6%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	17%	32%	37%	10%	2%	1%
	Other	112	20%	34%	33%	8%	4%	2%
Monthly Electricity Payment	Pay less than \$500 a month	329	18%	37%	33%	8%	4%	1%
	Pay \$501-\$1,000 a month	83	12%	37%	39%	6%	4%	2%
	More than \$1,000 a month	88	17%	26%	44%	9%	2%	1%
Electricity supplier	Contact Energy	110	15%	29%	42%	8%	5%	2%
	Genesis Energy	107	14%	32%	38%	11%	5%	0%
	Mercury Energy	88	19%	40%	32%	7%	2%	0%
	Meridian Energy	80	9%	41%	40%	5%	1%	4%
	TrustPower	45	22%	33%	33%	9%	2%	0%
	Other	74	26%	38%	24%	4%	4%	4%
Switched electricity supplier in past 24 months	Not switched	385	17%	36%	36%	8%	2%	2%
	Yes, switched	118	16%	33%	36%	7%	7%	1%
Electricity supplier same as gas supplier	Yes	61	11%	31%	46%	7%	3%	2%
	No, we have a different company supplying gas	66	12%	35%	35%	9%	8%	2%
Electricity as a percentage of total costs	1% or less	173	17%	32%	40%	6%	3%	2%
	2-5%	210	18%	39%	31%	9%	3%	1%
	More than 5%	90	12%	36%	39%	7%	6%	1%

		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 electricity supplier on the following attributes?)						
		Base	1 Very Satisfied	2	3	4	5 Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	10%	19%	33%	15%	6%	16%
Region	Auckland	130	11%	22%	35%	10%	5%	17%
	Wellington	62	5%	11%	32%	18%	2%	32%
	Other North Island	181	14%	17%	33%	17%	7%	13%
	Canterbury	65	8%	20%	42%	6%	9%	15%
	Other South Island	66	8%	29%	21%	24%	8%	11%
Number of employees	1-5	371	12%	19%	31%	15%	6%	18%
	6-10	66	5%	20%	44%	14%	8%	11%
	11-19	67	7%	21%	34%	13%	7%	16%
Business type	Office based	113	8%	17%	43%	12%	4%	16%
	Manufacturing / industrial /engineering	52	15%	23%	25%	10%	13%	13%
	Retail e.g. shops, dairies, mini-marts	36	6%	25%	28%	19%	6%	17%
	Farming	74	15%	20%	28%	19%	4%	14%
	Hospitality e.g. cafes, restaurants, motel, pub	36	6%	17%	36%	19%	11%	11%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	9%	21%	35%	15%	2%	19%
	Other	112	12%	18%	29%	13%	8%	21%
Monthly Electricity Payment	Pay less than \$500 a month	329	10%	19%	33%	14%	5%	19%
	Pay \$501-\$1,000 a month	83	10%	28%	27%	13%	10%	13%
	More than \$1,000 a month	88	11%	14%	38%	19%	7%	11%
Electricity supplier	Contact Energy	110	9%	13%	33%	16%	10%	19%
	Genesis Energy	107	6%	17%	40%	17%	6%	15%
	Mercury Energy	88	11%	25%	33%	10%	6%	15%
	Meridian Energy	80	8%	30%	30%	16%	3%	14%
	TrustPower	45	24%	33%	20%	18%	4%	0%
	Other	74	12%	7%	34%	11%	7%	30%
Switched electricity supplier in past 24 months	Not switched	385	11%	21%	32%	16%	5%	15%
	Yes, switched	118	9%	14%	35%	12%	10%	20%
Electricity supplier same as gas supplier	Yes	61	8%	13%	34%	13%	7%	25%
	No, we have a different company supplying gas	66	5%	23%	26%	17%	14%	17%
Electricity as a percentage of total costs	1% or less	173	13%	17%	36%	10%	3%	20%
	2-5%	210	9%	20%	32%	18%	5%	16%
	More than 5%	90	10%	23%	31%	14%	12%	9%

		The provision of extra services like online power usage information, energy efficiency services, loyalty rewards programmes (Using 1-5 scale where 1 means 'very satisfied' and 5 means 'not at all satisfied' how satisfied are you with your electricity...)						
		Base	1 Very Satisfied	2	3	4	5 Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	14%	21%	35%	16%	7%	7%
Region	Auckland	130	13%	21%	37%	15%	8%	7%
	Wellington	62	18%	19%	44%	10%	3%	6%
	Other North Island	181	14%	22%	32%	17%	8%	8%
	Canterbury	65	12%	18%	40%	17%	8%	5%
	Other South Island	66	17%	21%	24%	24%	6%	8%
Number of employees	1-5	371	16%	20%	34%	16%	6%	6%
	6-10	66	9%	23%	41%	15%	6%	6%
	11-19	67	9%	19%	31%	18%	12%	10%
Business type	Office based	113	12%	21%	41%	11%	9%	7%
	Manufacturing / industrial /engineering	52	13%	23%	27%	19%	13%	4%
	Retail e.g. shops, dairies, mini-marts	36	19%	17%	42%	11%	6%	6%
	Farming	74	15%	22%	27%	22%	7%	8%
	Hospitality e.g. cafes, restaurants, motel, pub	36	6%	25%	44%	17%	6%	3%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	12%	20%	33%	25%	1%	9%
	Other	112	20%	19%	33%	13%	8%	8%
Monthly Electricity Payment	Pay less than \$500 a month	329	17%	19%	34%	16%	7%	7%
	Pay \$501-\$1,000 a month	83	8%	25%	37%	13%	7%	8%
	More than \$1,000 a month	88	9%	22%	35%	20%	8%	6%
Electricity supplier	Contact Energy	110	17%	15%	36%	15%	10%	5%
	Genesis Energy	107	13%	26%	36%	15%	7%	4%
	Mercury Energy	88	11%	26%	32%	10%	11%	9%
	Meridian Energy	80	9%	24%	31%	26%	3%	8%
	TrustPower	45	16%	27%	40%	16%	2%	0%
	Other	74	20%	7%	35%	16%	7%	15%
Switched electricity supplier in past 24 months	Not switched	385	14%	22%	34%	18%	5%	6%
	Yes, switched	118	14%	15%	36%	12%	14%	8%
Electricity supplier same as gas supplier	Yes	61	11%	26%	39%	8%	7%	8%
	No, we have a different company supplying gas	66	8%	26%	27%	17%	14%	9%
Electricity as a percentage of total costs	1% or less	173	18%	18%	37%	13%	6%	8%
	2-5%	210	12%	22%	34%	17%	7%	8%
	More than 5%	90	13%	22%	32%	20%	10%	2%

		Conducting a actual meter readings not estimates (Using a 1-5 scale where means 'very satisfied' and 5 'not at all satisfied' how satisfied are you with your electricity supplier on the following attributes?)						
		Base	1 Very Satisfied	2	3	4	5 Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	28%	26%	28%	11%	5%	2%
Region	Auckland	130	26%	24%	32%	11%	5%	2%
	Wellington	62	34%	15%	29%	13%	5%	5%
	Other North Island	181	27%	30%	27%	10%	4%	1%
	Canterbury	65	28%	29%	26%	8%	5%	5%
	Other South Island	66	32%	24%	27%	11%	5%	2%
Number of employees	1-5	371	30%	28%	25%	11%	5%	2%
	6-10	66	24%	20%	35%	8%	8%	6%
	11-19	67	25%	21%	39%	12%	1%	1%
Business type	Office based	113	27%	24%	30%	13%	4%	2%
	Manufacturing / industrial /engineering	52	37%	23%	27%	4%	8%	2%
	Retail e.g. shops, dairies, mini-marts	36	33%	33%	28%	6%	0%	0%
	Farming	74	23%	38%	19%	12%	5%	3%
	Hospitality e.g. cafes, restaurants, motel, pub	36	22%	19%	39%	11%	8%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	25%	20%	38%	11%	4%	2%
	Other	112	32%	25%	22%	11%	5%	4%
Monthly Electricity Payment	Pay less than \$500 a month	329	31%	24%	26%	11%	5%	3%
	Pay \$501-\$1,000 a month	83	24%	33%	28%	8%	7%	0%
	More than \$1,000 a month	88	24%	25%	35%	11%	3%	1%
Electricity supplier	Contact Energy	110	20%	27%	29%	15%	8%	1%
	Genesis Energy	107	30%	22%	30%	11%	5%	2%
	Mercury Energy	88	35%	30%	27%	7%	1%	0%
	Meridian Energy	80	23%	29%	31%	10%	5%	3%
	TrustPower	45	27%	27%	33%	9%	2%	2%
	Other	74	38%	20%	19%	9%	5%	8%
Switched electricity supplier in past 24 months	Not switched	385	29%	28%	28%	10%	4%	2%
	Yes, switched	118	28%	20%	29%	14%	7%	3%
Electricity supplier same as gas supplier	Yes	61	31%	23%	33%	8%	5%	0%
	No, we have a different company supplying gas	66	29%	14%	32%	17%	5%	5%
Electricity as a percentage of total costs	1% or less	173	32%	23%	26%	12%	4%	3%
	2-5%	210	25%	30%	29%	10%	6%	1%
	More than 5%	90	29%	22%	30%	11%	6%	2%

		How many times have you switched electricity suppliers in the past 24 months?					
		Base	0	1	2	3 or more times	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	76 %	21 %	2 %	0 %	0 %
Region	Auckland	130	70 %	28 %	2 %	0 %	0 %
	Wellington	62	73 %	24 %	2 %	2 %	0 %
	Other North Island	181	81 %	18 %	1 %	0 %	0 %
	Canterbury	65	75 %	22 %	2 %	0 %	2 %
	Other South Island	66	82 %	15 %	3 %	0 %	0 %
Number of employees	1-5	371	77 %	21 %	2 %	0 %	0 %
	6-10	66	73 %	24 %	3 %	0 %	0 %
	11-19	67	78 %	22 %	0 %	0 %	0 %
Business type	Office based	113	73 %	23 %	4 %	0 %	0 %
	Manufacturing / industrial /engineering	52	67 %	29 %	2 %	2 %	0 %
	Retail e.g. shops, dairies, mini-marts	36	75 %	25 %	0 %	0 %	0 %
	Farming	74	88 %	11 %	1 %	0 %	0 %
	Hospitality e.g. cafes, restaurants, motel, pub	36	75 %	25 %	0 %	0 %	0 %
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	74 %	25 %	1 %	0 %	0 %
	Other	112	79 %	19 %	2 %	0 %	1 %
Monthly Electricity Payment	Pay less than \$500 a month	329	74 %	24 %	2 %	0 %	0 %
	Pay \$501-\$1,000 a month	83	82 %	17 %	1 %	0 %	0 %
	More than \$1,000 a month	88	81 %	18 %	1 %	0 %	0 %
Electricity supplier	Contact Energy	110	76 %	20 %	4 %	0 %	0 %
	Genesis Energy	107	80 %	19 %	1 %	0 %	0 %
	Mercury Energy	88	76 %	23 %	1 %	0 %	0 %
	Meridian Energy	80	76 %	20 %	4 %	0 %	0 %
	TrustPower	45	93 %	7 %	0 %	0 %	0 %
	Other	74	61 %	36 %	0 %	1 %	1 %
Switched electricity supplier in past 24 months	Not switched	385	100 %	0 %	0 %	0 %	0 %
	Yes, switched	118	0 %	92 %	8 %	1 %	0 %
Electricity supplier same as gas supplier	Yes	61	69 %	28 %	3 %	0 %	0 %
	No, we have a different company supplying gas	66	70 %	26 %	5 %	0 %	0 %
Electricity as a percentage of total costs	1% or less	173	71 %	27 %	3 %	0 %	0 %
	2-5%	210	83 %	15 %	1 %	0 %	0 %
	More than 5%	90	69 %	29 %	2 %	0 %	0 %

		Which is the most applicable to you when you most recently switched electricity supplier?					
		Base	You were approached by an electricity supplier	You proactively chose to switch electricity supplier	You moved and chose the electricity supplier who was already supplying the premises	If there was another more applicable way, please name it	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	118	52%	41%	4%	3%	0%
Region	Auckland	39	49%	46%	0%	5%	0%
	Wellington	17	47%	47%	0%	6%	0%
	Other North Island	35	40%	49%	11%	0%	0%
	Canterbury	15	80%	13%	0%	7%	0%
	Other South Island	12	67%	25%	8%	0%	0%
Number of employees	1-5	85	52%	41%	6%	1%	0%
	6-10	18	44%	56%	0%	0%	0%
	11-19	15	60%	20%	0%	20%	0%
Business type	Office based	30	53%	37%	10%	0%	0%
	Manufacturing / industrial /engineering	17	41%	47%	6%	6%	0%
	Retail e.g. shops, dairies, mini-marts	9	78%	11%	0%	11%	0%
	Farming	9	33%	56%	11%	0%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	9	44%	56%	0%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	21	67%	33%	0%	0%	0%
	Other	23	43%	48%	0%	9%	0%
Monthly Electricity Payment	Pay less than \$500 a month	86	53%	40%	5%	2%	0%
	Pay \$501-\$1,000 a month	15	53%	47%	0%	0%	0%
	More than \$1,000 a month	17	41%	41%	6%	12%	0%
Electricity supplier	Contact Energy	26	46%	50%	4%	0%	0%
	Genesis Energy	21	57%	29%	10%	5%	0%
	Mercury Energy	21	62%	33%	0%	5%	0%
	Meridian Energy	19	58%	37%	0%	5%	0%
	TrustPower	3	67%	33%	0%	0%	0%
	Other	28	39%	50%	7%	4%	0%
Switched electricity supplier in past 24 months	Not switched	0	0%	0%	0%	0%	0%
	Yes, switched	118	52%	41%	4%	3%	0%
Electricity supplier same as gas supplier	Yes	19	42%	42%	11%	5%	0%
	No, we have a different company supplying gas	20	60%	35%	0%	5%	0%
Electricity as a percentage of total costs	1% or less	51	53%	41%	2%	4%	0%
	2-5%	35	54%	37%	9%	0%	0%
	More than 5%	28	46%	43%	4%	7%	0%

	On the most recent occasion you switched, which of the following were useful sources of information to help you to decide to switch?											
	Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %		
All	118	30%	7%	5%	7%	22%	41%	3%	1%	9%	7%	
Region	Auckland	39	23%	10%	5%	5%	18%	44%	3%	3%	13%	8%
	Wellington	17	29%	6%	0%	12%	41%	12%	0%	0%	0%	12%
	Other North Island	35	37%	0%	6%	6%	20%	46%	3%	0%	9%	3%
	Canterbury	15	27%	13%	13%	13%	20%	20%	0%	0%	13%	0%
	Other South Island	12	33%	8%	0%	0%	17%	42%	0%	0%	8%	17%
Number of employees	1-5	85	27%	7%	5%	5%	24%	42%	2%	0%	1%	5%
	6-10	18	11%	11%	11%	6%	22%	50%	6%	6%	1%	22%
	11-19	15	67%	0%	0%	20%	13%	20%	7%	0%	0%	0%
	Office based	30	13%	10%	3%	7%	23%	50%	0%	0%	13%	7%
	Manufacturing / industrial / engineering	17	35%	0%	6%	12%	18%	41%	6%	0%	0%	12%
Business type	Retail e.g. shops, dairies, mini-marts	9	56%	22%	0%	1%	0%	1%	1%	0%	0%	0%
	Farming	9	33%	0%	0%	1%	33%	33%	0%	0%	33%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	9	44%	0%	1%	0%	33%	22%	0%	0%	1%	1%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	21	14%	10%	10%	5%	19%	43%	10%	0%	10%	10%
	Other	23	43%	4%	4%	4%	26%	48%	0%	4%	4%	0%
Monthly Electricity Payment	Pay less than \$500 a month	86	26%	8%	2%	2%	22%	44%	2%	1%	10%	5%
	Pay \$501-\$1,000 a month	15	47%	0%	20%	7%	13%	33%	0%	0%	13%	0%
	More than \$1,000 a month	17	35%	6%	6%	29%	29%	29%	12%	0%	0%	24%
	Contact Energy	26	35%	4%	4%	0%	19%	54%	0%	4%	8%	0%
	Genesis Energy	21	29%	5%	5%	5%	19%	19%	10%	0%	19%	14%
Electricity supplier	Genesis Energy	21	43%	10%	0%	10%	14%	24%	0%	0%	19%	0%
	Mercury Energy	19	21%	16%	5%	1%	26%	53%	5%	0%	5%	11%
	Meridian Energy	3	0%	33%	67%	0%	0%	33%	0%	0%	0%	0%
	TrustPower	28	25%	0%	4%	1%	32%	50%	4%	0%	0%	11%
	Other	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Switched electricity supplier in past 24 months	Yes, switched	118	30%	7%	5%	7%	22%	41%	3%	1%	9%	7%
	Yes	19	26%	1%	5%	16%	21%	47%	16%	0%	5%	11%
Electricity supplier same as gas supplier	No, we have a different company/in gas	20	40%	5%	5%	0%	20%	55%	0%	0%	5%	5%
	Yes	51	31%	6%	2%	2%	20%	49%	6%	2%	10%	4%
Electricity as a percentage of total costs	1% or less	35	26%	6%	9%	3%	23%	40%	0%	0%	1%	6%
	More than 5%	28	25%	7%	7%	2%	29%	32%	4%	0%	7%	14%

		Using a 1-5 scale where 1 means 'very easy' and 5 'very difficult' how easy or difficult did you find it to switch electricity supplier?						
		Base	1 - Very easy	2	3	4	5 - Very difficult	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	118	56%	26%	10%	5%	3%	0%
Region	Auckland	39	59%	23%	10%	5%	3%	0%
	Wellington	17	65%	18%	18%	0%	0%	0%
	Other North Island	35	54%	29%	6%	6%	6%	0%
	Canterbury	15	47%	27%	13%	13%	0%	0%
	Other South Island	12	50%	42%	8%	0%	0%	0%
Number of employees	1-5	85	58%	28%	8%	5%	1%	0%
	6-10	18	56%	22%	17%	6%	0%	0%
	11-19	15	47%	20%	13%	7%	13%	0%
Business type	Office based	30	63%	30%	3%	3%	0%	0%
	Manufacturing / industrial /engineering	17	59%	24%	12%	0%	6%	0%
	Retail e.g. shops, dairies, mini-marts	9	56%	11%	22%	11%	0%	0%
	Farming	9	33%	44%	11%	11%	0%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	9	56%	11%	11%	11%	11%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	21	62%	19%	19%	0%	0%	0%
	Other	23	48%	35%	4%	9%	4%	0%
Monthly Electricity Payment	Pay less than \$500 a month	86	63%	28%	6%	2%	1%	0%
	Pay \$501-\$1,000 a month	15	40%	20%	27%	13%	0%	0%
	More than \$1,000 a month	17	35%	24%	18%	12%	12%	0%
Electricity supplier	Contact Energy	26	54%	38%	4%	4%	0%	0%
	Genesis Energy	21	48%	24%	19%	5%	5%	0%
	Mercury Energy	21	52%	19%	19%	0%	10%	0%
	Meridian Energy	19	58%	16%	11%	16%	0%	0%
	TrustPower	3	33%	33%	33%	0%	0%	0%
	Other	28	68%	29%	0%	4%	0%	0%
Switched electricity supplier in past 24 months	Not switched	0	0%	0%	0%	0%	0%	0%
	Yes, switched	118	56%	26%	10%	5%	3%	0%
Electricity supplier same as gas supplier	Yes	19	42%	26%	21%	5%	5%	0%
	No, we have a different company supplying gas	20	55%	20%	5%	10%	10%	0%
Electricity as a percentage of total costs	1% or less	51	61%	27%	6%	4%	2%	0%
	2-5%	35	74%	17%	6%	3%	0%	0%
	More than 5%	28	21%	39%	25%	11%	4%	0%

		Please select the statement that is most applicable to your business?						
		Base Count	We are not interested in switching our electricity supplier and/or gas company. Row N %	We would be interested in switching electricity supplier and/or gas supplier if we were approached and offered a cheaper Row N %	We are actively looking for a cheaper electricity supplier for electricity and/or gas Row N %	We intend to look for a cheaper electricity supplier of electricity and/or gas in the next 12 months. Row N %	We would be interested in switching electricity supplier and/or gas supplier on the basis of better service. We do not Row N %	Unsure Row N %
All	.	504	36%	42%	4%	9%	6%	2%
Region	Auckland	130	37%	45%	4%	8%	4%	3%
	Wellington	62	47%	26%	5%	11%	10%	2%
	Other North Island	181	38%	42%	6%	7%	4%	3%
	Canterbury	65	26%	52%	3%	9%	9%	0%
	Other South Island	66	32%	45%	2%	11%	9%	2%
Number of employees	1-5	371	39%	39%	5%	9%	7%	3%
	6-10	66	30%	55%	2%	6%	6%	2%
	11-19	67	28%	52%	4%	10%	3%	1%
Business type	Office based	113	32%	43%	4%	11%	7%	3%
	Manufacturing / industrial /engineering	52	37%	46%	2%	10%	6%	0%
	Retail e.g. shops, dairies, mini-marts	36	39%	44%	3%	8%	3%	3%
	Farming	74	32%	38%	8%	9%	11%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	36	14%	58%	6%	14%	3%	6%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	49%	38%	1%	5%	5%	1%
	Other	112	40%	40%	4%	6%	5%	4%
Monthly Electricity Payment	Pay less than \$500 a month	329	40%	39%	4%	8%	6%	3%
	Pay \$501-\$1,000 a month	83	30%	47%	5%	10%	6%	2%
	More than \$1,000 a month	88	26%	52%	3%	11%	7%	0%
Electricity supplier	Contact Energy	110	32%	45%	5%	11%	4%	4%
	Genesis Energy	107	38%	38%	5%	9%	7%	2%
	Mercury Energy	88	35%	45%	5%	9%	6%	0%
	Meridian Energy	80	34%	43%	3%	13%	6%	3%
	TrustPower	45	47%	36%	2%	4%	9%	2%
	Other	74	38%	45%	5%	1%	7%	4%
Switched electricity supplier in past 24 months	Not switched	385	38%	42%	3%	8%	6%	3%
	Yes, switched	118	31%	43%	8%	12%	5%	1%
Electricity supplier same as gas supplier	Yes	61	30%	43%	3%	15%	5%	5%
	No, we have a different company supplying gas	66	33%	41%	6%	12%	6%	2%
Electricity as a percentage of total costs	1% or less	173	40%	41%	4%	4%	7%	3%
	2-5%	210	37%	43%	3%	9%	7%	1%
	More than 5%	90	30%	40%	8%	17%	3%	2%

		How many different electricity suppliers has your business approached about switching to another supplier in the past 24 months?					
		Base	0	1	2	3 or more	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	66%	15%	11%	5%	3%
Region	Auckland	130	65%	12%	15%	7%	2%
	Wellington	62	56%	19%	15%	6%	3%
	Other North Island	181	70%	13%	11%	3%	3%
	Canterbury	65	71%	17%	2%	3%	8%
	Other South Island	66	64%	21%	9%	6%	0%
Number of employees	1-5	371	64%	16%	12%	4%	3%
	6-10	66	73%	11%	6%	6%	5%
	11-19	67	70%	12%	9%	7%	1%
Business type	Office based	113	59%	19%	12%	8%	3%
	Manufacturing / industrial /engineering	52	58%	19%	8%	8%	8%
	Retail e.g. shops, dairies, mini-marts	36	67%	19%	8%	3%	3%
	Farming	74	72%	16%	8%	1%	3%
	Hospitality e.g. cafes, restaurants, motel, pub	36	69%	14%	17%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	73%	11%	11%	2%	2%
	Other	112	68%	10%	13%	7%	3%
Monthly Electricity Payment	Pay less than \$500 a month	329	65%	16%	10%	5%	3%
	Pay \$501-\$1,000 a month	83	76%	7%	13%	4%	0%
	More than \$1,000 a month	88	60%	18%	11%	7%	3%
Electricity supplier	Contact Energy	110	65%	18%	12%	2%	3%
	Genesis Energy	107	68%	12%	8%	8%	3%
	Mercury Energy	88	67%	9%	17%	7%	0%
	Meridian Energy	80	66%	19%	6%	4%	5%
	TrustPower	45	76%	9%	11%	4%	0%
	Other	74	58%	20%	11%	4%	7%
Switched electricity supplier in past 24 months	Not switched	385	75%	11%	9%	4%	2%
	Yes, switched	118	40%	28%	19%	9%	4%
Electricity supplier same as gas supplier	Yes	61	64%	16%	8%	8%	3%
	No, we have a different company supplying gas	66	59%	20%	12%	8%	2%
Electricity as a percentage of total costs	1% or less	173	71%	14%	8%	4%	4%
	2-5%	210	65%	16%	13%	5%	2%
	More than 5%	90	60%	16%	14%	9%	1%

		How many different electricity suppliers have approached your business about switching to become their customer in the past 24 months?					
		Base	0	1	2	3 or more	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	38 %	24 %	19 %	13 %	6 %
Region	Auckland	130	28 %	21 %	25 %	21 %	5 %
	Wellington	62	34 %	26 %	27 %	6 %	6 %
	Other North Island	181	43 %	21 %	18 %	13 %	4 %
	Canterbury	65	45 %	32 %	5 %	8 %	11 %
	Other South Island	66	44 %	32 %	14 %	6 %	5 %
Number of employees	1-5	371	36 %	26 %	20 %	13 %	5 %
	6-10	66	50 %	15 %	12 %	14 %	9 %
	11-19	67	39 %	24 %	16 %	12 %	9 %
Business type	Office based	113	23 %	32 %	25 %	13 %	7 %
	Manufacturing / industrial /engineering	52	40 %	23 %	17 %	12 %	8 %
	Retail e.g. shops, dairies, mini-marts	36	39 %	33 %	11 %	8 %	8 %
	Farming	74	54 %	18 %	15 %	8 %	5 %
	Hospitality e.g. cafes, restaurants, motel, pub	36	53 %	25 %	11 %	8 %	3 %
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	33 %	22 %	22 %	19 %	4 %
	Other	112	41 %	21 %	19 %	14 %	5 %
Monthly Electricity Payment	Pay less than \$500 a month	329	35 %	28 %	20 %	12 %	5 %
	Pay \$501-\$1,000 a month	83	45 %	13 %	22 %	14 %	6 %
	More than \$1,000 a month	88	42 %	24 %	14 %	13 %	8 %
Electricity supplier	Contact Energy	110	34 %	36 %	18 %	6 %	5 %
	Genesis Energy	107	35 %	21 %	20 %	18 %	7 %
	Mercury Energy	88	35 %	16 %	30 %	17 %	2 %
	Meridian Energy	80	44 %	24 %	15 %	10 %	8 %
	TrustPower	45	53 %	16 %	18 %	11 %	2 %
	Other	74	39 %	28 %	11 %	14 %	8 %
Switched electricity supplier in past 24 months	Not switched	385	45 %	22 %	18 %	10 %	6 %
	Yes, switched	118	17 %	32 %	23 %	22 %	6 %
Electricity supplier same as gas supplier	Yes	61	36 %	26 %	16 %	18 %	3 %
	No, we have a different company supplying gas	66	32 %	35 %	21 %	12 %	0 %
Electricity as a percentage of total costs	1% or less	173	36 %	29 %	16 %	13 %	6 %
	2-5%	210	43 %	22 %	21 %	10 %	4 %
	More than 5%	90	31 %	22 %	21 %	20 %	6 %

		Using a 1-5 scale where 1 means 'very confident' and 5 means 'not confident at all'. How confident would you be that if you switched to another electricity supplier you would still be on the best deal in 12 months time?						
		Base	1 - Very confident	2	3	4	5 - Not confident at all	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	3%	9%	23%	25%	39%	3%
Region	Auckland	130	4%	7%	25%	22%	40%	2%
	Wellington	62	3%	10%	23%	31%	32%	2%
	Other North Island	181	1%	10%	22%	25%	37%	4%
	Canterbury	65	2%	6%	20%	26%	45%	2%
	Other South Island	66	5%	9%	24%	20%	41%	2%
Number of employees	1-5	371	3%	8%	23%	25%	39%	2%
	6-10	66	3%	8%	15%	29%	39%	6%
	11-19	67	0%	13%	31%	18%	36%	1%
Business type	Office based	113	3%	7%	21%	27%	39%	3%
	Manufacturing / industrial /engineering	52	4%	12%	25%	25%	35%	0%
	Retail e.g. shops, dairies, mini-marts	36	0%	8%	22%	33%	36%	0%
	Farming	74	3%	5%	14%	30%	46%	3%
	Hospitality e.g. cafes, restaurants, motel, pub	36	0%	19%	25%	17%	33%	6%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	1%	10%	26%	22%	38%	2%
	Other	112	4%	6%	28%	20%	38%	4%
Monthly Electricity Payment	Pay less than \$500 a month	329	4%	7%	23%	26%	37%	2%
	Pay \$501-\$1,000 a month	83	0%	14%	19%	23%	39%	5%
	More than \$1,000 a month	88	0%	9%	27%	20%	42%	1%
Electricity supplier	Contact Energy	110	2%	6%	25%	27%	37%	3%
	Genesis Energy	107	0%	12%	27%	23%	35%	3%
	Mercury Energy	88	3%	7%	23%	25%	40%	2%
	Meridian Energy	80	1%	6%	16%	30%	43%	4%
	TrustPower	45	2%	9%	27%	18%	42%	2%
	Other	74	8%	11%	20%	20%	39%	1%
Switched electricity supplier in past 24 months	Not switched	385	2%	7%	23%	25%	41%	3%
	Yes, switched	118	4%	14%	23%	25%	32%	2%
Electricity supplier same as gas supplier	Yes	61	2%	10%	23%	34%	30%	2%
	No, we have a different company supplying gas	66	3%	12%	17%	23%	44%	2%
Electricity as a percentage of total costs	1% or less	173	3%	10%	21%	21%	42%	3%
	2-5 %	210	2%	8%	26%	28%	34%	2%
	More than 5%	90	2%	9%	22%	28%	38%	1%

		Using a 1 to 5 scale where 1 is 'very likely' and 5 is 'not likely at all' – how likely are you to shop around for the best electricity deal?						
		Base	1 - Very likely	2	3	4	5 - Not likely at all	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	12%	13%	24%	25%	26%	1%
Region	Auckland	130	13%	15%	24%	23%	22%	2%
	Wellington	62	18%	15%	24%	16%	26%	2%
	Other North Island	181	10%	9%	20%	31%	29%	1%
	Canterbury	65	11%	11%	28%	25%	26%	0%
	Other South Island	66	14%	17%	29%	20%	21%	0%
Number of employees	1-5	371	13%	13%	22%	23%	28%	1%
	6-10	66	12%	14%	26%	24%	23%	2%
	11-19	67	10%	6%	30%	36%	16%	1%
Business type	Office based	113	12%	12%	24%	30%	21%	2%
	Manufacturing / industrial /engineering	52	21%	12%	27%	21%	19%	0%
	Retail e.g. shops, dairies, mini-marts	36	14%	8%	28%	31%	19%	0%
	Farming	74	12%	8%	19%	34%	26%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	36	14%	14%	36%	17%	14%	6%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	7%	15%	27%	20%	30%	1%
	Other	112	12%	16%	17%	20%	36%	0%
Monthly Electricity Payment	Pay less than \$500 a month	329	13%	14%	20%	23%	29%	1%
	Pay \$501-\$1,000 a month	83	10%	11%	24%	33%	22%	1%
	More than \$1,000 a month	88	13%	10%	36%	23%	17%	1%
Electricity supplier	Contact Energy	110	17%	12%	19%	25%	26%	1%
	Genesis Energy	107	12%	13%	26%	27%	20%	2%
	Mercury Energy	88	7%	16%	22%	28%	27%	0%
	Meridian Energy	80	14%	13%	29%	20%	24%	1%
	TrustPower	45	0%	11%	22%	24%	42%	0%
	Other	74	18%	9%	24%	23%	23%	3%
Switched electricity supplier in past 24 months	Not switched	385	7%	12%	23%	26%	30%	1%
	Yes, switched	118	30%	15%	25%	19%	10%	1%
Electricity supplier same as gas supplier	Yes	61	21%	8%	20%	26%	21%	3%
	No, we have a different company supplying gas	66	15%	12%	33%	20%	20%	0%
Electricity as a percentage of total costs	1% or less	173	13%	10%	22%	24%	29%	1%
	2-5%	210	9%	15%	23%	26%	26%	1%
	More than 5%	90	20%	10%	27%	23%	19%	1%

		Generally how often do you shop around and review the electricity plan for your business?						
		Base	At least once a month	About every three months	About every six months	Once a year	Once every two years or more	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	244	0%	4%	12%	32%	43%	8%
Region	Auckland	68	0%	4%	12%	31%	49%	4%
	Wellington	35	3%	6%	14%	31%	31%	14%
	Other North Island	70	0%	7%	16%	39%	31%	7%
	Canterbury	32	0%	0%	13%	19%	53%	16%
	Other South Island	39	0%	0%	5%	33%	59%	3%
Number of employees	1-5	179	1%	6%	10%	35%	40%	8%
	6-10	34	0%	0%	18%	32%	41%	9%
	11-19	31	0%	0%	19%	13%	65%	3%
Business type	Office based	53	0%	4%	11%	36%	43%	6%
	Manufacturing / industrial / engineering	31	0%	10%	16%	19%	52%	3%
	Retail e.g. shops, dairies, mini-marts	18	0%	0%	6%	33%	50%	11%
	Farming	29	0%	3%	10%	21%	52%	14%
	Hospitality e.g. cafes, restaurants, motel, pub	23	0%	9%	13%	48%	30%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	40	3%	0%	8%	30%	48%	13%
	Other	50	0%	4%	18%	36%	34%	8%
Monthly Electricity Payment	Pay less than \$500 a month	154	1%	5%	11%	36%	38%	9%
	Pay \$501-\$1,000 a month	37	0%	5%	16%	32%	41%	5%
	More than \$1,000 a month	52	0%	0%	13%	19%	62%	6%
Electricity supplier	Contact Energy	53	0%	9%	6%	47%	26%	11%
	Genesis Energy	55	0%	2%	18%	29%	40%	11%
	Mercury Energy	39	0%	3%	10%	21%	59%	8%
	Meridian Energy	44	0%	0%	11%	27%	57%	5%
	TrustPower	15	0%	0%	7%	33%	60%	0%
	Other	38	3%	8%	18%	32%	34%	5%
Switched electricity supplier in past 24 months	Not switched	162	0%	4%	11%	26%	49%	10%
	Yes, switched	82	1%	5%	15%	44%	32%	4%
Electricity supplier same as gas supplier	Yes	30	0%	3%	13%	43%	37%	3%
	No, we have a different company supplying gas	40	0%	5%	8%	35%	43%	10%
Electricity as a percentage of total costs	1% or less	78	0%	5%	9%	32%	45%	9%
	2-5%	100	1%	3%	12%	34%	41%	9%
	More than 5%	51	0%	6%	18%	31%	43%	2%

		Over the past two years, have you become more likely or less likely to shop around for the best electricity prices or has there been no change in what you do?				
		Base	More likely	Less likely	No change	Unsure
		Count	Row N %	Row N %	Row N %	Row N %
All	.	504	26 %	13 %	60 %	0 %
Region	Auckland	130	31 %	14 %	55 %	1 %
	Wellington	62	32 %	11 %	56 %	0 %
	Other North Island	181	24 %	14 %	62 %	0 %
	Canterbury	65	22 %	15 %	63 %	0 %
	Other South Island	66	21 %	12 %	65 %	2 %
Number of employees	1-5	371	26 %	14 %	60 %	1 %
	6-10	66	26 %	12 %	62 %	0 %
	11-19	67	28 %	13 %	58 %	0 %
Business type	Office based	113	29 %	10 %	60 %	1 %
	Manufacturing / industrial /engineering	52	27 %	15 %	58 %	0 %
	Retail e.g. shops, dairies, mini-marts	36	22 %	19 %	56 %	3 %
	Farming	74	23 %	15 %	62 %	0 %
	Hospitality e.g. cafes, restaurants, motel, pub	36	33 %	14 %	53 %	0 %
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	20 %	20 %	60 %	0 %
	Other	112	29 %	9 %	63 %	0 %
Monthly Electricity Payment	Pay less than \$500 a month	329	27 %	12 %	60 %	0 %
	Pay \$501-\$1,000 a month	83	17 %	16 %	66 %	1 %
	More than \$1,000 a month	88	32 %	16 %	52 %	0 %
Electricity supplier	Contact Energy	110	25 %	15 %	60 %	0 %
	Genesis Energy	107	25 %	15 %	60 %	0 %
	Mercury Energy	88	23 %	16 %	61 %	0 %
	Meridian Energy	80	29 %	6 %	64 %	1 %
	TrustPower	45	16 %	13 %	71 %	0 %
	Other	74	36 %	15 %	47 %	1 %
Switched electricity supplier in past 24 months	Not switched	385	18 %	14 %	68 %	1 %
	Yes, switched	118	53 %	14 %	34 %	0 %
Electricity supplier same as gas supplier	Yes	61	30 %	18 %	52 %	0 %
	No, we have a different company supplying gas	66	39 %	15 %	45 %	0 %
Electricity as a percentage of total costs	1% or less	173	26 %	12 %	62 %	0 %
	2-5 %	210	24 %	13 %	63 %	0 %
	More than 5 %	90	31 %	18 %	51 %	0 %

		What percentage of savings on your business power bill would be needed to encourage you to shop around?						
		Base	Up to 5%	Between 6-10%	Between 11-15%	Between 16-20%	Or more than 20%	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	9%	30%	23%	16%	16%	5%
Region	Auckland	130	12%	30%	25%	15%	13%	5%
	Wellington	62	11%	27%	29%	8%	15%	10%
	Other North Island	181	7%	30%	22%	15%	21%	6%
	Canterbury	65	5%	29%	25%	26%	11%	5%
	Other South Island	66	14%	35%	17%	20%	14%	2%
Number of employees	1-5	371	9%	28%	24%	17%	16%	6%
	6-10	66	18%	29%	23%	12%	17%	2%
	11-19	67	3%	43%	21%	16%	12%	4%
Business type	Office based	113	10%	29%	27%	16%	10%	8%
	Manufacturing / industrial /engineering	52	15%	33%	23%	15%	10%	4%
	Retail e.g. shops, dairies, mini-marts	36	3%	39%	17%	25%	14%	3%
	Farming	74	11%	31%	20%	15%	22%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	36	14%	33%	25%	8%	19%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	9%	25%	26%	16%	20%	5%
	Other	112	5%	30%	21%	18%	18%	8%
Monthly Electricity Payment	Pay less than \$500 a month	329	9%	28%	25%	15%	16%	6%
	Pay \$501-\$1,000 a month	83	1%	37%	22%	24%	14%	1%
	More than \$1,000 a month	88	16%	33%	18%	13%	17%	3%
Electricity supplier	Contact Energy	110	9%	28%	26%	18%	17%	1%
	Genesis Energy	107	9%	31%	26%	11%	16%	7%
	Mercury Energy	88	10%	34%	19%	20%	14%	2%
	Meridian Energy	80	11%	26%	19%	23%	18%	4%
	TrustPower	45	2%	29%	24%	13%	24%	7%
	Other	74	9%	34%	23%	11%	9%	14%
Switched electricity supplier in past 24 months	Not switched	385	8%	29%	23%	19%	17%	5%
	Yes, switched	118	13%	36%	25%	8%	13%	4%
Electricity supplier same as gas supplier	Yes	61	10%	36%	28%	11%	10%	5%
	No, we have a different company supplying gas	66	11%	33%	20%	15%	18%	3%
Electricity as a percentage of total costs	1% or less	173	9%	27%	24%	17%	18%	5%
	2-5%	210	9%	35%	24%	13%	16%	4%
	More than 5%	90	12%	30%	20%	20%	14%	3%

		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 electricity supplier. The amount they could save is written on a piece of paper stuck on their			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	504	84%	14%	3%
Region	Auckland	130	80%	18%	2%
	Wellington	62	82%	13%	5%
	Other North Island	181	86%	13%	1%
	Canterbury	65	78%	15%	6%
	Other South Island	66	89%	9%	2%
Number of employees	1-5	371	82%	15%	2%
	6-10	66	83%	11%	6%
	11-19	67	90%	9%	1%
Business type	Office based	113	88%	10%	3%
	Manufacturing / industrial /engineering	52	88%	12%	0%
	Retail e.g. shops, dairies, mini-marts	36	92%	6%	3%
	Farming	74	73%	22%	5%
	Hospitality e.g. cafes, restaurants, motel, pub	36	92%	8%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	84%	16%	0%
	Other	112	79%	17%	4%
Monthly Electricity Payment	Pay less than \$500 a month	329	83%	14%	3%
	Pay \$501-\$1,000 a month	83	90%	10%	0%
	More than \$1,000 a month	88	82%	15%	3%
Electricity supplier	Contact Energy	110	83%	16%	1%
	Genesis Energy	107	88%	8%	4%
	Mercury Energy	88	81%	16%	3%
	Meridian Energy	80	76%	23%	1%
	TrustPower	45	84%	13%	2%
	Other	74	89%	7%	4%
Switched electricity supplier in past 24 months	Not switched	385	83%	14%	3%
	Yes, switched	118	86%	13%	1%
Electricity supplier same as gas supplier	Yes	61	87%	13%	0%
	No, we have a different company supplying gas	66	88%	11%	2%
Electricity as a percentage of total costs	1% or less	173	85%	12%	3%
	2-5%	210	84%	14%	2%
	More than 5%	90	79%	20%	1%

		Have you visited the 'MyBusiness' section of the price comparison website whatsmynumber.org.nz to compare what your business pays with what another electricity supplier charges?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	504	19%	80%	1%
Region	Auckland	130	19%	78%	2%
	Wellington	62	18%	79%	3%
	Other North Island	181	22%	78%	0%
	Canterbury	65	11%	88%	2%
	Other South Island	66	18%	82%	0%
Number of employees	1-5	371	21%	77%	1%
	6-10	66	14%	86%	0%
	11-19	67	10%	88%	1%
Business type	Office based	113	21%	77%	2%
	Manufacturing / industrial /engineering	52	19%	79%	2%
	Retail e.g. shops, dairies, mini-marts	36	14%	86%	0%
	Farming	74	12%	86%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	36	28%	72%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	14%	85%	1%
	Other	112	23%	76%	1%
Monthly Electricity Payment	Pay less than \$500 a month	329	21%	78%	1%
	Pay \$501-\$1,000 a month	83	16%	83%	1%
	More than \$1,000 a month	88	14%	84%	2%
Electricity supplier	Contact Energy	110	21%	79%	0%
	Genesis Energy	107	13%	85%	2%
	Mercury Energy	88	17%	82%	1%
	Meridian Energy	80	18%	81%	1%
	TrustPower	45	20%	80%	0%
	Other	74	27%	70%	3%
Switched electricity supplier in past 24 months	Not switched	385	19%	80%	1%
	Yes, switched	118	19%	79%	2%
Electricity supplier same as gas supplier	Yes	61	18%	80%	2%
	No, we have a different company supplying gas	66	29%	71%	0%
Electricity as a percentage of total costs	1% or less	173	20%	79%	1%
	2-5%	210	20%	80%	1%
	More than 5%	90	17%	82%	1%

		Which of the following describes what your business did after visiting the 'MyBusiness' section of the whatsmynum website?								
			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 electricity supplier according to the site.	We switched to the cheapest electricity supplier according to the site.	We are considering switching	Other	Unsure	
		Base Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	
All	.	95	63%	5%	2%	6%	11%	11%	2%	
Region	Auckland	25	32%	16%	8%	16%	8%	16%	4%	
	Wellington	11	73%	0%	0%	9%	9%	9%	0%	
	Other North Island	40	78%	3%	0%	3%	10%	8%	0%	
	Canterbury	7	86%	0%	0%	0%	0%	14%	0%	
	Other South Island	12	58%	0%	0%	0%	25%	8%	8%	
Number of employees	1-5	79	63%	6%	3%	5%	10%	10%	3%	
	6-10	9	44%	0%	0%	22%	22%	11%	0%	
	11-19	7	86%	0%	0%	0%	0%	14%	0%	
Business type	Office based	24	54%	8%	4%	4%	4%	25%	0%	
	Manufacturing / industrial /engineering	10	70%	0%	0%	10%	10%	0%	10%	
	Retail e.g. shops, dairies, mini-marts	5	60%	0%	0%	0%	20%	0%	20%	
	Farming	9	78%	11%	0%	0%	11%	0%	0%	
	Hospitality e.g. cafes, restaurants, motel, pub	10	40%	0%	0%	10%	40%	10%	0%	
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	82%	9%	0%	0%	9%	0%	0%	
	Other	26	65%	4%	4%	12%	4%	12%	0%	
Monthly Electricity Payment	Pay less than \$500 a month	69	70%	4%	3%	6%	7%	9%	1%	
	Pay \$501-\$1,000 a month	13	31%	15%	0%	8%	15%	23%	8%	
	More than \$1,000 a month	12	58%	0%	0%	8%	25%	8%	0%	
Electricity supplier	Contact Energy	23	43%	13%	4%	9%	22%	9%	0%	
	Genesis Energy	14	86%	0%	0%	0%	0%	14%	0%	
	Mercury Energy	15	60%	13%	0%	0%	13%	13%	0%	
	Meridian Energy	14	43%	0%	7%	7%	7%	21%	14%	
	TrustPower	9	89%	0%	0%	0%	11%	0%	0%	
	Other	20	75%	0%	0%	15%	5%	5%	0%	
Switched electricity supplier in past 24 months	Not switched	72	68%	6%	0%	3%	11%	10%	3%	
	Yes, switched	23	48%	4%	9%	17%	9%	13%	0%	
Electricity supplier same as gas supplier	Yes	11	45%	18%	9%	0%	9%	18%	0%	
	No, we have a different company supplying gas	19	42%	5%	5%	5%	26%	16%	0%	
Electricity as a percentage of total costs	1% or less	35	69%	6%	3%	6%	9%	9%	0%	
	2-5%	41	68%	2%	2%	2%	15%	7%	2%	
	More than 5%	15	40%	13%	0%	20%	0%	27%	0%	

		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 'MyBusiness' section of the 'whatsmynumber' website?)						
		Base	1 - Very satisfied	2	3	4	5 - Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	95	24%	34%	33%	7%	0%	2%
Region	Auckland	25	36%	32%	20%	8%	0%	4%
	Wellington	11	18%	36%	45%	0%	0%	0%
	Other North Island	40	20%	33%	40%	5%	0%	3%
	Canterbury	7	43%	29%	14%	14%	0%	0%
	Other South Island	12	8%	42%	33%	17%	0%	0%
Number of employees	1-5	79	22%	34%	34%	8%	0%	3%
	6-10	9	44%	0%	44%	11%	0%	0%
	11-19	7	29%	71%	0%	0%	0%	0%
Business type	Office based	24	21%	33%	42%	0%	0%	4%
	Manufacturing / industrial /engineering	10	10%	40%	40%	10%	0%	0%
	Retail e.g. shops, dairies, mini-marts	5	20%	40%	20%	20%	0%	0%
	Farming	9	22%	33%	44%	0%	0%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	10	30%	10%	40%	20%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	36%	18%	36%	9%	0%	0%
	Other	26	27%	46%	15%	8%	0%	4%
Monthly Electricity Payment	Pay less than \$500 a month	69	23%	36%	32%	6%	0%	3%
	Pay \$501-\$1,000 a month	13	23%	23%	46%	8%	0%	0%
	More than \$1,000 a month	12	25%	33%	25%	17%	0%	0%
Electricity supplier	Contact Energy	23	26%	26%	35%	13%	0%	0%
	Genesis Energy	14	7%	43%	43%	7%	0%	0%
	Mercury Energy	15	20%	40%	33%	0%	0%	7%
	Meridian Energy	14	21%	36%	36%	7%	0%	0%
	TrustPower	9	11%	22%	44%	22%	0%	0%
	Other	20	45%	35%	15%	0%	0%	5%
Switched electricity supplier in past 24 months	Not switched	72	19%	40%	31%	8%	0%	1%
	Yes, switched	23	39%	13%	39%	4%	0%	4%
Electricity supplier same as gas supplier	Yes	11	18%	36%	36%	9%	0%	0%
	No, we have a different company supplying gas	19	16%	32%	47%	5%	0%	0%
Electricity as a percentage of total costs	1% or less	35	20%	34%	34%	6%	0%	6%
	2-5%	41	17%	34%	39%	10%	0%	0%
	More than 5%	15	40%	33%	20%	7%	0%	0%

		Providing you with the information you wanted (Using a 1-5 scale where means 'very satisfied' and 5 'not at all satisfied' how satisfied were you with the following aspects of the 'MyBusiness' section of the 'whatsmynumber' website?)						
		Base	1 - Very satisfied	2	3	4	5 - Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	95	23%	42%	23%	7%	1%	3%
Region	Auckland	25	36%	36%	28%	0%	0%	0%
	Wellington	11	18%	36%	45%	0%	0%	0%
	Other North Island	40	20%	43%	20%	8%	3%	8%
	Canterbury	7	29%	43%	14%	14%	0%	0%
	Other South Island	12	8%	58%	8%	25%	0%	0%
Number of employees	1-5	79	24%	42%	24%	5%	1%	4%
	6-10	9	33%	11%	22%	33%	0%	0%
	11-19	7	0%	86%	14%	0%	0%	0%
Business type	Office based	24	21%	38%	38%	0%	0%	4%
	Manufacturing / industrial /engineering	10	10%	40%	20%	10%	10%	10%
	Retail e.g. shops, dairies, mini-marts	5	20%	40%	0%	20%	0%	20%
	Farming	9	22%	44%	33%	0%	0%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	10	40%	30%	0%	30%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	27%	45%	18%	9%	0%	0%
	Other	26	23%	50%	23%	4%	0%	0%
Monthly Electricity Payment	Pay less than \$500 a month	69	26%	39%	25%	4%	1%	4%
	Pay \$501-\$1,000 a month	13	23%	38%	23%	15%	0%	0%
	More than \$1,000 a month	12	8%	58%	17%	17%	0%	0%
Electricity supplier	Contact Energy	23	26%	43%	17%	9%	0%	4%
	Genesis Energy	14	0%	50%	43%	7%	0%	0%
	Mercury Energy	15	13%	60%	27%	0%	0%	0%
	Meridian Energy	14	29%	36%	21%	14%	0%	0%
	TrustPower	9	11%	33%	22%	22%	11%	0%
	Other	20	45%	30%	15%	0%	0%	10%
Switched electricity supplier in past 24 months	Not switched	72	15%	50%	22%	10%	1%	1%
	Yes, switched	23	48%	17%	26%	0%	0%	9%
Electricity supplier same as gas supplier	Yes	11	18%	45%	18%	18%	0%	0%
	No, we have a different company supplying gas	19	26%	37%	32%	5%	0%	0%
Electricity as a percentage of total costs	1% or less	35	26%	40%	26%	3%	0%	6%
	2-5%	41	20%	39%	22%	15%	2%	2%
	More than 5%	15	33%	40%	27%	0%	0%	0%

		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 aspect of the 'MyBusiness' section of the 'whatsmynumber' website?)						
		Base	1 - Very satisfied	2	3	4	5 - Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	95	19%	33%	31%	5%	2%	11%
Region	Auckland	25	28%	32%	28%	0%	0%	12%
	Wellington	11	18%	36%	27%	9%	0%	9%
	Other North Island	40	15%	28%	35%	8%	3%	13%
	Canterbury	7	29%	14%	43%	0%	0%	14%
	Other South Island	12	8%	58%	17%	8%	8%	0%
Number of employees	1-5	79	19%	30%	33%	5%	3%	10%
	6-10	9	33%	11%	33%	11%	0%	11%
	11-19	7	0%	86%	0%	0%	0%	14%
Business type	Office based	24	17%	25%	38%	8%	0%	13%
	Manufacturing / industrial /engineering	10	10%	30%	40%	10%	10%	0%
	Retail e.g. shops, dairies, mini-marts	5	20%	40%	0%	0%	20%	20%
	Farming	9	11%	33%	44%	0%	0%	11%
	Hospitality e.g. cafes, restaurants, motel, pub	10	30%	40%	20%	10%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	27%	36%	18%	9%	0%	9%
	Other	26	19%	35%	31%	0%	0%	15%
Monthly Electricity Payment	Pay less than \$500 a month	69	22%	28%	30%	6%	1%	13%
	Pay \$501-\$1,000 a month	13	23%	23%	46%	8%	0%	0%
	More than \$1,000 a month	12	0%	75%	17%	0%	8%	0%
Electricity supplier	Contact Energy	23	22%	26%	22%	13%	0%	17%
	Genesis Energy	14	0%	36%	50%	7%	0%	7%
	Mercury Energy	15	7%	47%	33%	0%	0%	13%
	Meridian Energy	14	21%	36%	36%	7%	0%	0%
	TrustPower	9	0%	33%	44%	0%	22%	0%
	Other	20	45%	25%	15%	0%	0%	15%
Switched electricity supplier in past 24 months	Not switched	72	13%	38%	32%	7%	3%	8%
	Yes, switched	23	39%	17%	26%	0%	0%	17%
Electricity supplier same as gas supplier	Yes	11	18%	36%	18%	9%	0%	18%
	No, we have a different company supplying gas	19	16%	32%	37%	0%	0%	16%
Electricity as a percentage of total costs	1% or less	35	23%	26%	20%	9%	0%	23%
	2-5%	41	12%	41%	37%	5%	5%	0%
	More than 5%	15	33%	27%	40%	0%	0%	0%

		The time taken to provide tenders (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 'MyBusiness' section of the 'whatsmynumber' website?)						
		Base	1 - Very satisfied	2	3	4	5 - Not at all satisfied	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	95	14%	33%	32%	6%	0%	16%
Region	Auckland	25	16%	36%	24%	4%	0%	20%
	Wellington	11	9%	9%	45%	9%	0%	27%
	Other North Island	40	10%	38%	30%	8%	0%	15%
	Canterbury	7	29%	29%	43%	0%	0%	0%
	Other South Island	12	17%	33%	33%	8%	0%	8%
Number of employees	1-5	79	14%	30%	34%	5%	0%	16%
	6-10	9	22%	11%	33%	22%	0%	11%
	11-19	7	0%	86%	0%	0%	0%	14%
Business type	Office based	24	13%	38%	33%	8%	0%	8%
	Manufacturing / industrial /engineering	10	0%	40%	40%	10%	0%	10%
	Retail e.g. shops, dairies, mini-marts	5	40%	20%	20%	0%	0%	20%
	Farming	9	11%	44%	11%	11%	0%	22%
	Hospitality e.g. cafes, restaurants, motel, pub	10	10%	10%	60%	10%	0%	10%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	27%	9%	45%	9%	0%	9%
	Other	26	12%	42%	19%	0%	0%	27%
Monthly Electricity Payment	Pay less than \$500 a month	69	16%	29%	30%	6%	0%	19%
	Pay \$501-\$1,000 a month	13	8%	31%	46%	8%	0%	8%
	More than \$1,000 a month	12	8%	50%	25%	8%	0%	8%
Electricity supplier	Contact Energy	23	17%	39%	30%	4%	0%	9%
	Genesis Energy	14	0%	36%	43%	14%	0%	7%
	Mercury Energy	15	7%	40%	27%	7%	0%	20%
	Meridian Energy	14	14%	29%	43%	7%	0%	7%
	TrustPower	9	11%	33%	44%	0%	0%	11%
	Other	20	25%	20%	15%	5%	0%	35%
Switched electricity supplier in past 24 months	Not switched	72	13%	38%	33%	7%	0%	10%
	Yes, switched	23	17%	17%	26%	4%	0%	35%
Electricity supplier same as gas supplier	Yes	11	18%	27%	45%	9%	0%	0%
	No, we have a different company supplying gas	19	5%	26%	32%	11%	0%	26%
Electricity as a percentage of total costs	1% or less	35	14%	29%	29%	6%	0%	23%
	2-5%	41	12%	34%	34%	10%	0%	10%
	More than 5%	15	20%	40%	27%	0%	0%	13%

		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 electricity supplier to meet your business needs?						
		Base	1 - Very likely	2	3	4	5 - Not at all likely	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	403	17%	25%	26%	17%	16%	1%
Region	Auckland	102	19%	24%	23%	17%	17%	2%
	Wellington	49	24%	20%	35%	10%	10%	0%
	Other North Island	141	15%	25%	26%	16%	18%	1%
	Canterbury	57	12%	25%	25%	23%	16%	0%
	Other South Island	54	15%	30%	24%	19%	13%	0%
Number of employees	1-5	287	17%	24%	25%	16%	17%	1%
	6-10	57	14%	25%	25%	25%	11%	2%
	11-19	59	15%	27%	29%	14%	15%	0%
Business type	Office based	87	14%	31%	24%	16%	14%	1%
	Manufacturing / industrial /engineering	41	27%	20%	24%	17%	12%	0%
	Retail e.g. shops, dairies, mini-marts	31	10%	26%	32%	26%	6%	0%
	Farming	64	11%	30%	22%	14%	23%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	26	27%	23%	15%	23%	12%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	69	17%	17%	29%	16%	17%	3%
	Other	85	18%	22%	28%	14%	18%	0%
Monthly Electricity Payment	Pay less than \$500 a month	257	19%	25%	25%	15%	16%	1%
	Pay \$501-\$1,000 a month	69	9%	23%	32%	25%	12%	0%
	More than \$1,000 a month	74	16%	27%	22%	15%	19%	1%
Electricity supplier	Contact Energy	87	17%	24%	23%	17%	18%	0%
	Genesis Energy	91	21%	21%	36%	9%	11%	2%
	Mercury Energy	72	14%	28%	28%	14%	17%	0%
	Meridian Energy	65	17%	23%	20%	26%	12%	2%
	TrustPower	36	6%	25%	17%	28%	25%	0%
	Other	52	19%	29%	21%	13%	17%	0%
Switched electricity supplier in past 24 months	Not switched	309	12%	24%	27%	18%	18%	1%
	Yes, switched	93	31%	26%	23%	13%	6%	1%
Electricity supplier same as gas supplier	Yes	49	14%	27%	33%	16%	10%	0%
	No, we have a different company supplying gas	47	19%	13%	43%	11%	15%	0%
Electricity as a percentage of total costs	1% or less	136	18%	21%	26%	13%	21%	0%
	2-5%	167	16%	29%	22%	17%	14%	2%
	More than 5%	74	19%	20%	31%	22%	8%	0%

Using a 1-5 scale where 1 means 'totally acceptable' and 5 means 'not acceptable at all' – if you went to a price comparison website how acceptable is 10 business days to wait for tenders from electricity suppliers?

		Base	1 - Totally acceptable	2	3	4	5 - Not acceptable at all	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	12%	17%	23%	20%	26%	2%
Region	Auckland	130	14%	11%	22%	24%	28%	2%
	Wellington	62	8%	13%	23%	23%	31%	3%
	Other North Island	181	10%	20%	25%	19%	23%	3%
	Canterbury	65	15%	12%	25%	22%	25%	2%
	Other South Island	66	12%	26%	20%	15%	27%	0%
Number of employees	1-5	371	11%	15%	25%	19%	27%	2%
	6-10	66	14%	23%	12%	27%	23%	2%
	11-19	67	16%	19%	22%	21%	21%	0%
Business type	Office based	113	12%	13%	25%	24%	23%	4%
	Manufacturing / industrial /engineering	52	23%	12%	23%	19%	21%	2%
	Retail e.g. shops, dairies, mini-marts	36	8%	22%	19%	19%	31%	0%
	Farming	74	14%	18%	24%	20%	24%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	36	8%	28%	22%	8%	31%	3%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	15%	17%	21%	19%	28%	0%
	Other	112	6%	16%	24%	23%	27%	4%
Monthly Electricity Payment	Pay less than \$500 a month	329	11%	16%	22%	22%	26%	2%
	Pay \$501-\$1,000 a month	83	12%	20%	28%	18%	20%	1%
	More than \$1,000 a month	88	15%	16%	23%	18%	27%	1%
Electricity supplier	Contact Energy	110	17%	16%	18%	20%	28%	0%
	Genesis Energy	107	10%	19%	30%	15%	24%	2%
	Mercury Energy	88	11%	9%	22%	31%	27%	0%
	Meridian Energy	80	8%	23%	25%	18%	24%	4%
	TrustPower	45	13%	24%	20%	22%	20%	0%
	Other	74	11%	12%	23%	19%	28%	7%
Switched electricity supplier in past 24 months	Not switched	385	12%	16%	24%	21%	24%	2%
	Yes, switched	118	12%	18%	21%	18%	31%	0%
Electricity supplier same as gas supplier	Yes	61	10%	16%	23%	26%	23%	2%
	No, we have a different company supplying gas	66	11%	12%	18%	18%	39%	2%
Electricity as a percentage of total costs	1% or less	173	9%	14%	23%	22%	30%	2%
	2-5%	210	14%	19%	27%	19%	21%	1%
	More than 5%	90	13%	16%	18%	26%	28%	0%

		A flyer in the mail (Using a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful' - please rate how useful the follow would be to encourage you to visit a price comparison website to get offers from electricity suppliers on a)											
	Base Count	0 - Not at all useful	1	2	3	4	5	6	7	8	9	10 - Very useful	Unsure
	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	504	21%	9%	8%	6%	9%	16%	9%	10%	6%	2%	6%	0%
Region													
Auckland	130	27%	10%	8%	3%	8%	14%	8%	8%	8%	0%	5%	1%
Wellington	62	19%	2%	3%	11%	10%	21%	8%	15%	6%	3%	2%	0%
Other North Island	181	20%	9%	8%	9%	10%	13%	9%	9%	4%	2%	7%	0%
Canterbury	65	11%	9%	8%	3%	9%	17%	14%	9%	6%	5%	8%	2%
Other South Island	66	23%	11%	9%	5%	3%	21%	6%	9%	5%	2%	8%	0%
1-5	371	20%	8%	7%	7%	8%	16%	10%	10%	6%	2%	6%	1%
6-10	66	24%	12%	12%	6%	9%	17%	6%	5%	5%	2%	3%	0%
11-19	67	24%	7%	7%	4%	10%	13%	6%	15%	4%	1%	6%	0%
Office based	113	19%	13%	8%	9%	10%	14%	9%	4%	9%	0%	4%	1%
Manufacturing / Industrial /engineering	52	29%	6%	8%	6%	10%	13%	4%	17%	0%	0%	8%	0%
Retail e.g. shops, dairies, mini-marts	36	11%	3%	14%	8%	17%	17%	11%	8%	3%	3%	6%	0%
Farming	74	19%	14%	8%	3%	5%	15%	12%	8%	7%	4%	5%	0%
Hospitality e.g. cafes, restaurants, motel, pub	36	19%	6%	8%	6%	11%	14%	6%	11%	6%	3%	11%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	16%	10%	9%	9%	4%	19%	12%	7%	5%	2%	7%	0%
Other	112	27%	4%	4%	4%	9%	17%	6%	14%	6%	2%	5%	1%
Monthly Electricity Payment													
Pay less than \$500 a month	329	20%	8%	7%	7%	9%	15%	9%	10%	7%	2%	6%	1%
Pay \$501-\$1,000 a month	83	17%	14%	11%	10%	11%	13%	11%	2%	4%	1%	6%	0%
More than \$1,000 a month	88	27%	7%	6%	2%	6%	22%	5%	16%	3%	2%	5%	0%
Electricity supplier													
Contact Energy	110	19%	7%	8%	6%	6%	16%	5%	10%	5%	4%	13%	0%
Genesys Energy	107	17%	7%	7%	7%	10%	18%	10%	8%	6%	2%	7%	0%
Mercury Energy	88	24%	10%	13%	3%	13%	14%	6%	8%	8%	0%	2%	0%
Merdian Energy	80	21%	10%	5%	4%	5%	20%	13%	11%	5%	1%	5%	0%
TuSPower	45	27%	11%	11%	7%	9%	11%	11%	11%	0%	0%	2%	0%
Other	74	22%	8%	1%	11%	8%	12%	9%	11%	9%	3%	3%	3%
Switched electricity supplier in past 24 months													
Not switched	385	22%	10%	7%	6%	8%	16%	9%	8%	6%	2%	6%	0%
Yes switched	118	19%	5%	8%	7%	9%	15%	8%	17%	3%	2%	6%	0%
Electricity supplier same as gas supplier													
Yes	61	13%	13%	8%	7%	10%	18%	8%	8%	8%	5%	2%	0%
No, we have a different company supplying gas	66	14%	5%	6%	8%	6%	24%	9%	15%	8%	0%	6%	0%
Electricity as a percentage of total costs													
1% or less	173	21%	10%	7%	10%	6%	19%	7%	8%	3%	3%	6%	0%
2-5%	210	23%	7%	10%	4%	9%	11%	10%	11%	7%	0%	7%	0%
More than 5%	90	13%	11%	6%	7%	10%	19%	8%	10%	9%	3%	4%	0%

	Provision of an 0800 number (Using a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful' - please rate how useful it would be to encourage you to visit a price comparison website to get offers from electricity suppliers...)												
	Base Count	0 - Not useful	1	2	3	4	5	6	7	8	9	10 - Very useful	Unsure
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	504	17%	7%	11%	7%	8%	15%	8%	9%	5%	4%	8%	1%
Region													
Auckland	130	17%	5%	15%	7%	11%	14%	5%	11%	5%	4%	8%	1%
Wellington	62	13%	11%	8%	3%	11%	19%	6%	8%	15%	0%	5%	0%
Other North Island	181	18%	8%	8%	8%	6%	13%	12%	8%	4%	5%	10%	0%
Canterbury	65	18%	6%	14%	8%	6%	11%	12%	12%	2%	5%	6%	2%
Other South Island	66	17%	6%	9%	11%	6%	20%	5%	9%	5%	5%	5%	5%
Number of employees													
1-5	371	16%	9%	9%	7%	8%	15%	9%	9%	6%	4%	8%	1%
6-10	66	20%	5%	18%	8%	8%	9%	3%	12%	6%	3%	9%	0%
11-19	67	18%	1%	12%	6%	9%	19%	12%	9%	1%	3%	7%	1%
Office based	113	20%	4%	13%	7%	7%	20%	3%	12%	4%	4%	4%	1%
Manufacturing / industrial / engineering	52	15%	6%	12%	4%	10%	15%	13%	10%	8%	2%	6%	0%
Retail e.g. shops, dairies, mini-marts	36	11%	6%	17%	11%	11%	11%	11%	6%	3%	6%	8%	0%
Farming	74	15%	14%	8%	5%	4%	9%	11%	11%	4%	9%	7%	3%
Hospitality e.g. cafes, restaurants, motel, pub	36	25%	6%	6%	0%	11%	11%	6%	8%	0%	0%	22%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	12%	11%	10%	9%	4%	12%	11%	10%	9%	4%	7%	1%
Monthly Electricity Payment													
Other	112	18%	4%	10%	9%	12%	16%	8%	8%	3%	3%	9%	1%
Pay less than \$500 a month	329	16%	6%	11%	9%	7%	15%	9%	9%	6%	3%	8%	1%
Pay \$501-\$1,000 a month	83	17%	10%	8%	2%	13%	13%	5%	13%	4%	5%	10%	0%
More than \$1,000 a month	88	20%	10%	11%	5%	5%	14%	9%	7%	5%	6%	8%	1%
Electricity supplier													
Contact Energy	110	19%	6%	8%	5%	5%	15%	8%	8%	5%	5%	14%	2%
Genes Energy	107	8%	8%	16%	5%	8%	20%	12%	12%	1%	3%	7%	0%
Mercury Energy	88	20%	8%	10%	3%	13%	13%	7%	9%	7%	3%	7%	0%
Meridian Energy	80	20%	9%	14%	10%	4%	11%	6%	10%	6%	4%	5%	1%
TusPower	45	22%	4%	7%	11%	13%	11%	7%	9%	4%	7%	4%	0%
Other	74	15%	5%	7%	12%	7%	15%	8%	7%	9%	4%	8%	3%
Not switched	385	16%	8%	10%	6%	9%	15%	9%	10%	5%	4%	7%	1%
Yes, switched	118	19%	3%	13%	8%	5%	14%	8%	8%	7%	4%	11%	0%
Electricity supplier same as gas supplier													
Yes	61	11%	7%	10%	8%	10%	18%	3%	11%	8%	2%	11%	0%
No, we have a different company supplying gas	66	29%	3%	5%	11%	5%	23%	3%	8%	3%	0%	11%	2%
Electricity as a percentage of total costs													
1% or less	173	19%	9%	12%	9%	6%	13%	8%	7%	4%	4%	9%	0%
2.5%	210	18%	6%	11%	4%	9%	13%	9%	9%	6%	4%	9%	1%
More than 5%	90	12%	6%	4%	7%	10%	19%	9%	16%	6%	4%	8%	0%

All	Information with your electricity bill (Using a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful' - please rate how useful the following would be to encourage you to visit a price comparison website to get offers from electricity...)												
	Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Region	Auckland	504	7%	4%	3%	6%	5%	13%	10%	19%	11%	7%	15%
	Wellington	130	5%	3%	5%	6%	3%	8%	9%	22%	14%	7%	16%
	Other North Island	62	5%	3%	2%	6%	3%	16%	13%	24%	8%	6%	11%
	Canterbury	181	9%	5%	4%	7%	6%	15%	7%	16%	8%	7%	18%
	Other South Island	65	3%	3%	3%	3%	8%	11%	22%	18%	11%	6%	11%
	Number of employees	66	8%	5%	2%	5%	12%	12%	5%	18%	18%	8%	14%
	1-5	371	7%	5%	3%	6%	12%	12%	9%	20%	11%	6%	14%
	6-10	66	6%	2%	2%	6%	5%	14%	15%	15%	12%	9%	14%
	11-19	67	3%	1%	6%	6%	4%	13%	10%	18%	9%	6%	21%
	Business type	113	7%	4%	4%	5%	3%	17%	12%	21%	12%	7%	7%
	Office based	52	8%	0%	8%	4%	4%	6%	15%	21%	13%	6%	15%
	Manufacturing / industrial / engineering	36	3%	0%	6%	3%	19%	11%	11%	11%	8%	1%	14%
	Retail e.g. shops, dairies, mini-marts	74	7%	7%	1%	11%	5%	7%	9%	22%	14%	7%	11%
	Farming	36	6%	6%	6%	8%	6%	6%	8%	14%	3%	0%	39%
	Hospitality e.g. cafes, restaurants, motel, pub	81	5%	4%	1%	6%	2%	20%	11%	14%	10%	6%	20%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	112	8%	4%	3%	4%	6%	10%	4%	22%	13%	8%	15%
	Other	329	8%	4%	4%	4%	5%	12%	9%	22%	11%	6%	15%
	Monthly Electricity Payment	83	5%	4%	2%	11%	8%	14%	7%	14%	11%	8%	13%
	Pay \$50-\$1,000 a month	88	2%	5%	3%	7%	3%	14%	13%	15%	13%	7%	19%
	More than \$1,000 a month	110	10%	3%	2%	4%	9%	16%	11%	11%	5%	6%	21%
	Electricity supplier	107	5%	6%	2%	7%	3%	14%	13%	20%	20%	9%	7%
	Genes Energy	88	5%	7%	6%	8%	5%	10%	6%	20%	15%	6%	13%
	Mercury Energy	80	6%	1%	4%	5%	8%	13%	14%	21%	15%	5%	9%
	Meridian Energy	45	9%	4%	2%	11%	4%	11%	7%	20%	16%	4%	11%
	TuSPower	74	5%	3%	5%	3%	8%	8%	5%	26%	11%	1%	19%
	Other	385	6%	5%	3%	6%	5%	14%	10%	19%	11%	6%	14%
	Switched electricity supplier in past 24 months	118	8%	2%	5%	4%	5%	8%	9%	19%	11%	9%	19%
	Yes, switched	61	5%	0%	3%	5%	3%	18%	7%	18%	15%	7%	20%
	Electricity supplier same as gas supplier	66	6%	3%	2%	6%	6%	12%	11%	23%	8%	11%	12%
	No, we have a different company supplying gas	173	7%	4%	3%	6%	8%	16%	10%	17%	6%	6%	17%
	Electricity as a percentage of total costs	210	9%	3%	4%	5%	4%	9%	7%	23%	15%	7%	13%
	2-5%	90	1%	6%	2%	9%	4%	19%	13%	10%	13%	7%	16%
	More than 5%												

		Advertisements in newspapers (Using a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful' – please rate how useful the following would be to encourage you to visit a price comparison website to get offers from electricity suppliers...)												
		Base Count	0 - Not at all useful	1	2	3	4	5	6	7	8	9	10 - Very useful	Unsure
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	23%	9%	9%	9%	9%	15%	7%	8%	5%	1%	4%	1%
Region	Auckland	130	28%	9%	12%	9%	7%	13%	6%	8%	2%	2%	4%	1%
	Wellington	62	16%	10%	6%	8%	15%	16%	8%	10%	8%	2%	2%	0%
	Other North Island	181	25%	10%	6%	10%	10%	13%	7%	8%	4%	0%	4%	1%
	Canterbury	65	12%	5%	12%	9%	9%	23%	11%	5%	5%	5%	3%	2%
	Other South Island	66	24%	6%	14%	6%	6%	18%	6%	8%	6%	0%	5%	2%
Number of employees	1-5	371	23%	9%	8%	9%	9%	15%	8%	9%	5%	1%	4%	1%
	6-10	66	24%	8%	14%	9%	11%	17%	8%	6%	2%	0%	3%	0%
	11-19	67	24%	10%	10%	9%	12%	13%	4%	3%	7%	1%	3%	1%
Business type	Office based	113	17%	10%	15%	8%	10%	19%	4%	10%	4%	1%	2%	1%
	Manufacturing / industrial / engineering	52	35%	4%	12%	10%	12%	8%	10%	6%	4%	0%	2%	0%
	Retail e.g. shops, dairies, mini-marts	36	17%	6%	14%	14%	8%	19%	6%	3%	3%	6%	6%	0%
	Farming	74	20%	11%	8%	11%	8%	12%	9%	11%	5%	1%	1%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	36	42%	0%	14%	6%	8%	6%	8%	8%	3%	0%	6%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	23%	7%	5%	6%	12%	20%	5%	9%	6%	1%	4%	1%
	Other	112	21%	13%	4%	11%	7%	15%	10%	4%	5%	1%	6%	2%
Monthly Electricity Payment	Pay less than \$500 a month	329	22%	9%	8%	9%	9%	16%	8%	8%	5%	1%	4%	2%
	Pay \$501-\$1,000 a month	83	23%	12%	11%	14%	11%	14%	2%	5%	2%	2%	2%	0%
	More than \$1,000 a month	88	25%	5%	13%	7%	9%	15%	10%	8%	3%	1%	5%	0%
Electricity supplier	Contact Energy	110	25%	7%	9%	6%	10%	17%	5%	6%	5%	1%	7%	1%
	Genesis Energy	107	19%	9%	9%	8%	10%	13%	7%	14%	4%	1%	4%	1%
	Mercury Energy	88	27%	15%	15%	6%	5%	14%	6%	7%	5%	1%	1%	0%
	Meridian Energy	80	23%	6%	5%	10%	13%	16%	13%	8%	5%	0%	1%	1%
	TuSPower	45	27%	9%	13%	13%	4%	18%	7%	4%	2%	0%	2%	0%
	Other	74	20%	5%	5%	15%	12%	15%	8%	3%	5%	4%	4%	3%
Switched electricity supplier in past 24 months	Not switched	385	23%	9%	9%	8%	10%	16%	7%	8%	4%	2%	3%	1%
	Yes, switched	118	25%	7%	10%	12%	7%	13%	8%	8%	6%	0%	4%	1%
Electricity supplier same as gas supplier	Yes	61	23%	5%	13%	5%	8%	18%	5%	10%	7%	3%	3%	0%
	No, we have a different company supplying gas	66	29%	3%	9%	11%	6%	21%	6%	5%	5%	0%	3%	3%
Electricity as a percentage of total costs	1% or less	173	26%	10%	9%	8%	12%	13%	6%	5%	4%	2%	5%	1%
	2.5% or more	210	21%	9%	11%	9%	10%	13%	8%	10%	4%	0%	3%	1%
	More than 5%	90	23%	4%	9%	11%	4%	22%	7%	8%	6%	1%	4%	0%

	Advertisements in industry or business magazines (Using a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful' - please how useful the following would be to encourage you to visit a price comparison website to get offers from)													
	Base Count	0 - Not useful	1	2	3	4	5	6	7	8	9	10 - Very useful	Unsure	
			Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %			
All	.	504	23%	11%	10%	12%	6%	18%	6%	6%	4%	1%	2%	1%
Region	Auckland	130	27%	12%	11%	13%	4%	12%	7%	3%	0%	2%	2%	1%
	Wellington	62	21%	8%	5%	21%	8%	18%	3%	8%	2%	2%	0%	0%
	Other North Island	181	24%	14%	9%	8%	6%	20%	4%	6%	5%	1%	2%	0%
	Canterbury	65	20%	8%	11%	6%	9%	23%	6%	8%	3%	3%	2%	2%
	Other South Island	66	21%	6%	12%	14%	2%	23%	6%	8%	3%	2%	3%	2%
	1-5	371	23%	12%	10%	12%	5%	18%	6%	6%	4%	1%	2%	1%
Number of employees	6-10	66	27%	5%	11%	9%	8%	20%	6%	8%	5%	2%	2%	0%
	11-19	67	24%	9%	9%	13%	7%	18%	6%	6%	0%	0%	1%	0%
	Office based	113	17%	12%	12%	12%	7%	19%	7%	8%	2%	1%	2%	1%
	Manufacturing / industrial / engineering	52	27%	12%	4%	17%	2%	21%	8%	4%	2%	2%	2%	0%
	Retail e.g. shops, dairies, mini-marts	36	17%	8%	11%	14%	8%	17%	3%	8%	14%	0%	0%	0%
	Farming	74	20%	15%	7%	8%	3%	19%	8%	8%	8%	1%	3%	0%
Business type	Hospitality e.g. cafes, restaurants, motel, pub	36	31%	8%	17%	17%	3%	11%	8%	0%	0%	3%	3%	
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	21%	12%	15%	9%	7%	17%	5%	4%	5%	2%	1%	1%
	Other	112	32%	7%	5%	10%	6%	21%	5%	5%	4%	0%	3%	2%
	Pay less than \$500 a month	329	24%	11%	11%	10%	6%	19%	6%	6%	3%	1%	2%	1%
	Pay \$501-\$1,000 a month	83	20%	16%	8%	12%	4%	19%	2%	8%	6%	0%	2%	1%
	More than \$1,000 a month	88	23%	8%	8%	16%	5%	15%	8%	5%	8%	2%	3%	0%
Electricity supplier	Contact Energy	110	25%	7%	16%	9%	6%	19%	3%	5%	2%	1%	5%	1%
	Genes Energy	107	15%	10%	8%	16%	6%	22%	7%	7%	5%	0%	2%	2%
	Mercury Energy	88	27%	17%	9%	6%	11%	18%	6%	7%	3%	4%	0%	0%
	Meridian Energy	80	30%	6%	6%	10%	6%	18%	11%	3%	3%	4%	0%	0%
	TuS Power	45	22%	13%	9%	7%	4%	20%	9%	7%	9%	0%	0%	0%
	Other	74	22%	14%	7%	14%	4%	20%	4%	5%	4%	1%	3%	3%
	Not switched	385	24%	11%	9%	13%	5%	18%	5%	7%	4%	1%	2%	1%
	Yes, switched	118	23%	9%	12%	7%	6%	20%	7%	4%	7%	3%	2%	1%
	Electricity supplier same as gas supplier	61	18%	11%	11%	10%	5%	15%	5%	8%	10%	2%	3%	2%
	Yes	66	27%	9%	6%	11%	3%	32%	3%	3%	3%	2%	0%	2%
	No, we have a different company supplying gas	173	27%	15%	10%	12%	6%	18%	5%	2%	2%	2%	1%	0%
	Electricity as a percentage of total costs	210	23%	8%	10%	12%	5%	20%	7%	7%	5%	0%	2%	1%
	More than 5%	90	18%	10%	9%	11%	4%	19%	4%	10%	8%	2%	3%	1%

		Information through an industry organisation (Using a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful' – please rate useful the following would be to encourage you to visit a price comparison website to get offers from ...)												
		Base Count	0 - Not at all useful	1	2	3	4	5	6	7	8	9	10 - Very useful	Unsure
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All		504	16%	6%	8%	10%	9%	17%	9%	9%	6%	5%	5%	2%
Region	Auckland	130	22%	5%	10%	10%	11%	13%	8%	7%	7%	4%	2%	2%
	Wellington	62	19%	6%	3%	11%	10%	19%	10%	6%	8%	3%	2%	2%
	Other North Island	181	17%	8%	7%	7%	8%	20%	9%	9%	3%	3%	7%	1%
	Canterbury	65	6%	5%	8%	15%	6%	17%	6%	14%	8%	8%	6%	2%
	Other South Island	66	9%	5%	11%	8%	6%	11%	17%	11%	9%	9%	5%	2%
Number of employees	1-5	371	17%	7%	8%	10%	9%	16%	10%	8%	6%	4%	4%	2%
	6-10	66	11%	6%	12%	11%	11%	17%	3%	12%	8%	3%	6%	2%
	11-19	67	15%	1%	3%	7%	6%	22%	12%	10%	7%	7%	6%	1%
	Office based	113	15%	5%	10%	9%	5%	26%	9%	12%	5%	2%	2%	1%
	Manufacturing / industrial / engineering	52	19%	8%	6%	8%	8%	12%	17%	6%	6%	4%	6%	2%
	Retail e.g. shops, dairies, mini-marts	36	8%	3%	17%	14%	6%	19%	6%	8%	6%	8%	3%	3%
	Farming	74	12%	9%	3%	8%	8%	14%	9%	14%	11%	7%	5%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	36	17%	3%	6%	3%	11%	19%	6%	6%	6%	3%	17%	6%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	15%	9%	5%	14%	15%	10%	11%	10%	1%	7%	4%	0%
Monthly Electricity Payment	Other	112	21%	4%	10%	10%	8%	15%	7%	6%	8%	4%	4%	3%
	Pay less than \$500 a month	329	18%	5%	9%	10%	8%	18%	9%	9%	5%	4%	3%	2%
	Pay \$501-\$1,000 a month	83	13%	7%	13%	7%	12%	16%	8%	8%	5%	1%	6%	2%
	More than \$1,000 a month	88	11%	8%	0%	9%	7%	14%	13%	9%	10%	9%	9%	1%
Electricity supplier	Contact Energy	110	15%	3%	12%	11%	8%	15%	8%	10%	4%	5%	9%	0%
	Genes's Energy	107	12%	7%	3%	6%	12%	24%	11%	9%	6%	3%	5%	2%
	Mercury Energy	88	22%	8%	9%	9%	8%	18%	9%	7%	6%	2%	2%	0%
	Meridian Energy	80	15%	5%	8%	15%	8%	8%	10%	11%	9%	6%	4%	3%
	TuSPower	45	20%	4%	11%	7%	2%	18%	11%	16%	7%	4%	0%	0%
	Other	74	15%	9%	5%	9%	9%	15%	7%	4%	8%	8%	4%	5%
	Not switched	385	17%	6%	7%	9%	10%	16%	10%	9%	6%	4%	4%	1%
	Yes, switched	118	14%	6%	10%	11%	4%	19%	7%	9%	5%	7%	6%	2%
Switched electricity supplier in past 24 months	Yes	61	13%	5%	11%	7%	7%	20%	7%	13%	7%	3%	8%	0%
Electricity supplier same as gas supplier	Yes	66	17%	2%	6%	14%	9%	24%	8%	3%	5%	6%	6%	2%
	No, we have a different company supplying gas	173	19%	7%	8%	16%	8%	18%	7%	6%	3%	3%	3%	1%
Electricity as a percentage of total costs	1% or less	210	15%	6%	10%	6%	10%	16%	10%	10%	8%	3%	5%	1%
	2.5-5%	90	12%	6%	4%	6%	7%	17%	13%	12%	8%	10%	6%	0%
	More than 5%													

	Case studies on how other businesses have saved money (Using a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful' please rate how useful the following would be to encourage you to visit a price comparison website to get offers ...)															
	Base Count	0 - Not at all useful										10 - Very useful	Unsure			
		Row N %	1	2	3	4	5	6	7	8	9			Row N %	Row N %	
All	504	14%	5%	5%	8%	7%	14%	11%	15%	12%	18%	12%	8%	3%	8%	1%
Region																
Auckland	130	12%	5%	5%	12%	6%	12%	12%	14%	12%	14%	14%	8%	2%	11%	2%
Wellington	62	21%	3%	0%	6%	10%	16%	13%	11%	11%	11%	11%	1%	5%	3%	0%
Other North Island	181	14%	8%	6%	8%	7%	15%	12%	14%	7%	14%	7%	3%	3%	7%	1%
Canterbury	65	12%	3%	8%	8%	6%	15%	8%	23%	6%	5%	5%	5%	5%	2%	2%
Other South Island	66	15%	3%	3%	6%	5%	17%	12%	15%	11%	3%	3%	3%	3%	9%	2%
1-5	371	15%	6%	3%	9%	7%	15%	12%	13%	8%	13%	8%	3%	3%	7%	1%
6-10	66	12%	2%	9%	11%	5%	14%	14%	20%	9%	20%	9%	0%	0%	5%	2%
11-19	67	10%	3%	7%	4%	6%	13%	7%	22%	7%	7%	6%	6%	6%	12%	0%
Business type																
Office based	113	14%	9%	4%	5%	7%	19%	12%	17%	5%	3%	3%	4%	3%	4%	1%
Manufacturing / industrial / engineering	52	19%	6%	4%	10%	13%	8%	21%	10%	4%	2%	4%	2%	4%	0%	0%
Retail e.g. shops, dairies, mini-marts	36	14%	0%	8%	8%	3%	19%	11%	11%	1%	6%	6%	8%	6%	0%	0%
Farming	74	14%	7%	4%	14%	3%	16%	4%	12%	14%	5%	5%	7%	7%	1%	1%
Hospitality e.g. cafes, restaurants, motel, pub	36	11%	6%	6%	8%	14%	11%	3%	8%	8%	8%	6%	6%	19%	0%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	11%	4%	4%	10%	9%	12%	14%	20%	4%	2%	9%	2%	9%	2%	2%
Other	112	15%	4%	5%	6%	4%	13%	12%	18%	12%	2%	8%	2%	8%	2%	2%
Monthly Electricity Payment																
Pay less than \$500 a month	329	15%	6%	3%	8%	6%	14%	13%	16%	9%	3%	3%	7%	7%	1%	1%
Pay \$501-\$1,000 a month	83	14%	2%	7%	8%	8%	11%	13%	18%	6%	2%	2%	7%	7%	1%	1%
More than \$1,000 a month	88	10%	7%	7%	9%	7%	19%	3%	11%	8%	6%	6%	11%	11%	1%	1%
Electricity supplier																
Contact Energy	110	15%	4%	5%	7%	9%	15%	13%	7%	8%	1%	1%	15%	15%	1%	1%
Genesis Energy	107	9%	5%	5%	5%	7%	19%	13%	16%	8%	5%	5%	7%	7%	1%	1%
Mercury Energy	88	16%	11%	5%	8%	6%	10%	11%	13%	10%	5%	6%	6%	6%	0%	0%
Meridian Energy	80	16%	1%	6%	9%	5%	14%	9%	21%	9%	4%	4%	4%	4%	3%	3%
TuS&Power	45	20%	7%	2%	7%	11%	13%	13%	13%	9%	0%	0%	4%	4%	0%	0%
Other	74	11%	5%	4%	16%	3%	15%	8%	23%	4%	4%	4%	4%	4%	3%	3%
Switched electricity supplier in past 24 months																
Not switched	385	15%	5%	4%	8%	7%	14%	11%	16%	9%	3%	3%	8%	8%	1%	1%
Yes, switched	118	11%	6%	8%	10%	6%	15%	11%	13%	6%	5%	5%	8%	8%	2%	2%
Electricity supplier same as gas supplier																
Yes	61	7%	3%	7%	8%	11%	15%	11%	11%	10%	5%	10%	5%	10%	2%	2%
No, we have a different company supplying gas	66	18%	2%	5%	8%	6%	18%	8%	12%	6%	8%	8%	8%	8%	3%	3%
Electricity as a percentage of total costs																
1% or less	173	17%	6%	3%	12%	8%	17%	9%	13%	5%	4%	6%	6%	6%	0%	0%
2.5%	210	13%	5%	6%	5%	7%	11%	16%	16%	11%	1%	7%	7%	7%	1%	1%
More than 5%	90	10%	7%	3%	8%	6%	14%	8%	14%	14%	6%	14%	14%	14%	2%	2%

	A television ad aimed at businesses as part of the 'Whatsmy number' campaign (Using a 0-10 scale where 0 means 'not at all useful' and means 'very useful' - please rate how useful the following would be to encourage you to visit a price comparison...)												
	Base Count	0 - Not useful	1	2	3	4	5	6	7	8	9	10 - Very useful	Unsure
All	504	15%	8%	7%	8%	6%	17%	12%	10%	6%	2%	7%	1%
Region													
Auckland	130	14%	8%	5%	8%	5%	18%	10%	10%	6%	2%	1%	2%
Wellington	62	13%	10%	6%	13%	8%	15%	11%	8%	11%	2%	3%	0%
Other North Island	181	19%	8%	5%	7%	6%	15%	13%	13%	5%	1%	7%	1%
Canterbury	65	15%	5%	9%	7%	9%	26%	8%	8%	0%	5%	3%	2%
Other South Island	66	11%	11%	14%	11%	6%	14%	15%	8%	9%	2%	5%	3%
Number of employees													
1-5	371	14%	8%	8%	7%	7%	19%	12%	10%	5%	2%	7%	1%
6-10	66	20%	8%	3%	14%	5%	12%	12%	12%	11%	0%	3%	2%
11-19	67	19%	9%	6%	9%	6%	15%	10%	10%	4%	1%	7%	1%
Business type													
Office based	113	13%	9%	4%	10%	11%	19%	13%	10%	6%	2%	2%	2%
Manufacturing / industrial / engineering	52	17%	2%	10%	6%	6%	15%	13%	13%	4%	4%	10%	0%
Retail e.g. shops, dairies, mini-marts	36	6%	6%	8%	11%	6%	14%	17%	14%	6%	6%	8%	0%
Farming	74	19%	12%	11%	5%	3%	22%	5%	8%	7%	1%	4%	3%
Hospitality e.g. cafes, restaurants, motel, pub	36	25%	6%	3%	8%	3%	14%	8%	6%	6%	6%	17%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	9%	10%	10%	6%	7%	16%	14%	12%	9%	0%	6%	1%
Other	112	19%	9%	4%	10%	5%	17%	11%	10%	4%	1%	9%	1%
Monthly Electricity Payment													
Pay less than \$500 a month	329	12%	7%	7%	9%	6%	17%	14%	11%	7%	2%	6%	1%
Pay \$501-\$1,000 a month	83	18%	13%	8%	6%	7%	14%	11%	10%	4%	1%	7%	0%
More than \$1,000 a month	88	23%	8%	7%	9%	6%	20%	3%	8%	3%	2%	8%	2%
Electricity supplier													
Contact Energy	110	16%	4%	6%	8%	7%	15%	10%	11%	7%	1%	12%	2%
Genesis Energy	107	13%	10%	8%	7%	6%	18%	15%	8%	7%	2%	5%	1%
Mercury Energy	88	16%	14%	5%	9%	6%	13%	14%	10%	8%	2%	5%	0%
Meridian Energy	80	18%	9%	11%	6%	5%	20%	8%	14%	3%	1%	5%	1%
TuSFPower	45	20%	11%	9%	13%	9%	11%	9%	11%	4%	0%	2%	0%
Other	74	11%	4%	3%	7%	7%	26%	12%	8%	5%	5%	9%	3%
Switched electricity supplier in past 24 months													
Not switched	385	16%	9%	7%	8%	7%	17%	11%	11%	6%	1%	6%	1%
Yes, switched	118	13%	6%	8%	8%	4%	18%	14%	9%	6%	4%	10%	0%
Electricity supplier same as gas supplier													
Yes	61	11%	8%	11%	5%	8%	15%	15%	3%	11%	0%	1%	0%
No, we have a different company supplying gas	66	18%	9%	8%	9%	3%	21%	12%	9%	3%	3%	3%	2%
Electricity as a percentage of total costs													
1% or less	173	16%	10%	9%	8%	6%	14%	13%	10%	5%	1%	9%	0%
2-5%	210	14%	7%	7%	9%	8%	16%	11%	12%	8%	2%	4%	2%
More than 5%	90	17%	8%	4%	8%	6%	24%	10%	6%	3%	2%	12%	0%

	Advertisements on web sites such as Stuff, NZ Herald and Yahoo (Using a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful' - please rate how useful the following would be to encourage you to visit a price comparison website to get ...)												
	Base Count	0 - Not useful	1	2	3	4	5	6	7	8	9	10 - Very useful	Unsure
All	504	27%	8%	11%	8%	10%	11%	7%	8%	6%	1%	3%	1%
Region													
Auckland	130	24%	8%	12%	6%	8%	12%	8%	7%	3%	3%	2%	1%
Wellington	62	18%	6%	6%	13%	11%	13%	3%	8%	16%	2%	2%	2%
Other North Island	181	28%	8%	10%	7%	12%	10%	6%	11%	4%	1%	4%	1%
Canterbury	65	31%	6%	15%	9%	9%	11%	9%	2%	3%	2%	2%	2%
Other South Island	66	35%	6%	14%	5%	6%	12%	11%	5%	3%	0%	3%	2%
Number of employees													
1-5	371	27%	8%	11%	7%	9%	12%	6%	8%	5%	2%	4%	1%
6-10	66	27%	2%	17%	9%	8%	11%	9%	9%	12%	0%	2%	2%
11-19	67	25%	9%	9%	9%	15%	9%	9%	9%	3%	1%	1%	0%
Business type													
Office based	113	20%	6%	11%	8%	9%	16%	10%	8%	8%	0%	3%	2%
Manufacturing / industrial / engineering	52	29%	8%	8%	6%	13%	15%	6%	8%	6%	0%	2%	0%
Retail e.g. shops, dairies, mini-marts	36	17%	6%	22%	11%	14%	11%	0%	8%	6%	0%	6%	0%
Farming	74	31%	11%	5%	11%	9%	9%	8%	7%	1%	1%	3%	1%
Hospitality e.g. cafes, restaurants, motel, pub	36	39%	3%	14%	6%	8%	8%	3%	8%	3%	3%	6%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	30%	7%	15%	6%	6%	10%	7%	10%	5%	2%	0%	1%
Monthly Electricity Payment													
Other	112	27%	9%	10%	6%	9%	8%	7%	6%	9%	3%	4%	2%
Pay less than \$500 a month	329	26%	7%	11%	8%	9%	11%	6%	7%	8%	2%	3%	2%
Pay \$501-\$1,000 a month	83	20%	13%	14%	5%	8%	13%	6%	12%	2%	1%	4%	0%
More than \$1,000 a month	88	34%	6%	10%	9%	11%	9%	9%	6%	2%	0%	2%	1%
Electricity supplier													
Contact Energy	110	30%	5%	11%	8%	8%	11%	8%	4%	8%	0%	5%	2%
Genes Energy	107	18%	8%	9%	7%	16%	12%	7%	13%	5%	3%	1%	1%
Mercury Energy	88	28%	10%	15%	9%	5%	9%	8%	7%	5%	2%	2%	0%
Meridian Energy	80	36%	5%	8%	5%	9%	9%	6%	10%	8%	1%	3%	1%
TuS Power	45	22%	9%	16%	11%	7%	20%	4%	4%	0%	0%	2%	0%
Other	74	26%	9%	11%	7%	11%	11%	5%	7%	5%	1%	4%	3%
Switched electricity supplier in past 24 months													
Not switched	385	27%	9%	10%	7%	10%	12%	7%	8%	5%	2%	3%	1%
Yes, switched	118	26%	4%	14%	9%	8%	9%	7%	7%	9%	1%	4%	1%
Electricity supplier same as gas supplier													
Yes	61	20%	10%	16%	5%	11%	11%	8%	7%	7%	2%	2%	0%
No, we have a different company supplying gas	66	27%	5%	12%	8%	8%	21%	9%	2%	3%	2%	2%	3%
Electricity as a percentage of total costs													
1% or less	173	31%	10%	9%	10%	6%	12%	8%	6%	6%	2%	1%	0%
2-5%	210	25%	5%	14%	7%	14%	10%	6%	9%	5%	0%	3%	2%
More than 5%	90	22%	8%	9%	8%	4%	16%	8%	9%	2%	2%	6%	0%

	Information through social media such as Facebook (Using a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful' - please rate how useful the following would be to encourage you to visit a price comparison website to get offers from ...)												
	Base Count	0 - Not useful	1	2	3	4	5	6	7	8	9	10 - Very useful	Unsure
	Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	504	44%	13%	8%	8%	5%	9%	3%	4%	2%	0%	2%	1%
Region													
Auckland	130	47%	15%	6%	7%	2%	10%	4%	3%	1%	2%	3%	2%
Wellington	62	39%	15%	8%	15%	3%	10%	6%	0%	3%	0%	2%	0%
Other North Island	181	43%	13%	8%	6%	7%	8%	3%	7%	2%	0%	3%	0%
Canterbury	65	49%	6%	9%	8%	9%	11%	2%	3%	2%	0%	0%	2%
Other South Island	66	44%	14%	12%	12%	5%	8%	2%	2%	0%	0%	2%	2%
Number of employees													
1-5	371	43%	14%	8%	8%	5%	9%	4%	4%	1%	1%	2%	1%
6-10	66	52%	8%	12%	11%	3%	8%	2%	0%	3%	0%	2%	2%
11-19	67	45%	13%	7%	6%	6%	9%	3%	4%	1%	0%	4%	0%
Office based	113	40%	19%	7%	9%	4%	12%	3%	3%	2%	0%	1%	2%
Manufacturing / industrial / engineering	52	50%	6%	8%	13%	12%	4%	4%	0%	0%	0%	4%	0%
Retail e.g. shops, dairies, mini-marts	36	33%	8%	14%	8%	8%	11%	3%	6%	6%	0%	3%	0%
Farming	74	54%	16%	11%	5%	1%	4%	0%	5%	1%	0%	1%	0%
Hospitality e.g. cafes, restaurants, motel, pub	36	58%	11%	8%	8%	3%	3%	0%	3%	0%	3%	3%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	40%	11%	10%	6%	4%	14%	6%	5%	1%	1%	1%	1%
Other	112	42%	12%	5%	9%	6%	9%	5%	4%	2%	0%	4%	1%
Monthly Electricity Payment													
Pay less than \$500 a month	329	43%	11%	8%	10%	5%	9%	5%	4%	2%	1%	3%	1%
Pay \$501-\$1,000 a month	83	40%	23%	8%	6%	6%	7%	2%	4%	1%	0%	2%	0%
More than \$1,000 a month	88	55%	13%	10%	6%	2%	9%	0%	2%	1%	0%	1%	1%
Electricity supplier													
Contact Energy	110	47%	7%	13%	9%	3%	10%	1%	4%	2%	0%	4%	1%
Genesis Energy	107	36%	11%	9%	10%	9%	9%	4%	4%	4%	1%	1%	1%
Mercury Energy	88	47%	23%	7%	6%	3%	5%	2%	3%	0%	1%	3%	0%
Meridian Energy	80	49%	11%	6%	10%	6%	6%	5%	3%	0%	1%	3%	0%
TuSPower	45	44%	13%	9%	13%	4%	9%	2%	2%	0%	0%	2%	0%
Other	74	43%	14%	4%	3%	3%	15%	7%	4%	1%	0%	4%	3%
Switched electricity supplier in past 24 months													
Not switched	385	44%	14%	10%	9%	5%	9%	2%	3%	2%	1%	2%	1%
Yes, switched	118	46%	11%	4%	8%	6%	8%	7%	6%	1%	0%	4%	0%
Electricity supplier same as gas supplier													
Yes	61	36%	15%	7%	15%	7%	15%	2%	0%	2%	0%	3%	0%
No, we have a different company supplying gas	66	50%	12%	8%	5%	8%	12%	3%	2%	0%	0%	0%	2%
Electricity as a percentage of total costs													
1% or less	173	45%	14%	12%	8%	3%	8%	3%	1%	2%	0%	3%	0%
2.5-5%	210	44%	11%	7%	10%	8%	7%	4%	6%	1%	0%	1%	1%
More than 5%	90	40%	16%	4%	8%	2%	17%	3%	3%	1%	1%	4%	0%

		Do you believe it is worthwhile reviewing which electricity supplier can offer you the best deal?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	504	76%	18%	7%
Region	Auckland	130	78%	14%	8%
	Wellington	62	71%	23%	6%
	Other North Island	181	74%	19%	7%
	Canterbury	65	74%	18%	8%
	Other South Island	66	80%	17%	3%
Number of employees	1-5	371	74%	19%	6%
	6-10	66	79%	14%	8%
	11-19	67	79%	12%	9%
Business type	Office based	113	73%	22%	5%
	Manufacturing / industrial /engineering	52	87%	10%	4%
	Retail e.g. shops, dairies, mini-marts	36	83%	11%	6%
	Farming	74	69%	22%	9%
	Hospitality e.g. cafes, restaurants, motel, pub	36	86%	11%	3%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	77%	17%	6%
	Other	112	71%	19%	10%
Monthly Electricity Payment	Pay less than \$500 a month	329	76%	19%	5%
	Pay \$501-\$1,000 a month	83	71%	20%	8%
	More than \$1,000 a month	88	81%	10%	9%
Electricity supplier	Contact Energy	110	77%	19%	4%
	Genesis Energy	107	72%	19%	9%
	Mercury Energy	88	72%	19%	9%
	Meridian Energy	80	76%	18%	6%
	TrustPower	45	76%	20%	4%
	Other	74	82%	11%	7%
Switched electricity supplier in past 24 months	Not switched	385	72%	20%	8%
	Yes, switched	118	87%	8%	4%
Electricity supplier same as gas supplier	Yes	61	82%	16%	2%
	No, we have a different company supplying gas	66	85%	15%	0%
Electricity as a percentage of total costs	1% or less	173	71%	23%	7%
	2-5%	210	78%	15%	7%
	More than 5%	90	80%	16%	4%

		How often do you think your business should review its electricity plan?						
		Base	At least once a month	About every three months	About every six months	Once a year	Once every two years or more	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	504	1%	3%	14%	47%	31%	5%
Region	Auckland	130	2%	4%	15%	48%	28%	4%
	Wellington	62	2%	0%	13%	55%	27%	3%
	Other North Island	181	0%	3%	16%	43%	32%	7%
	Canterbury	65	0%	0%	15%	46%	34%	5%
	Other South Island	66	0%	5%	11%	53%	30%	2%
Number of employees	1-5	371	1%	3%	14%	49%	28%	5%
	6-10	66	0%	0%	17%	41%	39%	3%
	11-19	67	0%	3%	13%	45%	36%	3%
Business type	Office based	113	1%	2%	11%	46%	34%	7%
	Manufacturing / industrial /engineering	52	2%	8%	19%	44%	27%	0%
	Retail e.g. shops, dairies, mini-marts	36	0%	0%	14%	61%	22%	3%
	Farming	74	0%	1%	14%	45%	39%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	36	3%	8%	31%	42%	17%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	0%	1%	12%	52%	31%	4%
	Other	112	0%	2%	13%	46%	30%	9%
Monthly Electricity Payment	Pay less than \$500 a month	329	1%	2%	14%	48%	29%	5%
	Pay \$501-\$1,000 a month	83	0%	4%	13%	45%	36%	2%
	More than \$1,000 a month	88	0%	2%	18%	45%	32%	2%
Electricity supplier	Contact Energy	110	1%	4%	15%	53%	25%	2%
	Genesis Energy	107	2%	1%	14%	52%	28%	3%
	Mercury Energy	88	0%	2%	13%	47%	34%	5%
	Meridian Energy	80	0%	0%	15%	46%	35%	4%
	TrustPower	45	0%	7%	13%	33%	38%	9%
	Other	74	0%	4%	16%	42%	28%	9%
Switched electricity supplier in past 24 months	Not switched	385	1%	2%	11%	48%	34%	4%
	Yes, switched	118	0%	4%	25%	47%	20%	4%
Electricity supplier same as gas supplier	Yes	61	0%	3%	18%	44%	30%	5%
	No, we have a different company supplying gas	66	2%	5%	17%	45%	32%	0%
Electricity as a percentage of total costs	1% or less	173	1%	2%	8%	49%	35%	5%
	2-5%	210	0%	4%	16%	46%	30%	4%
	More than 5%	90	0%	2%	22%	51%	22%	2%

		Does your business belong to a group of businesses that purchase its power at a discount from a single electricity supplier?			
		Base	Yes – please name the business group	No	Unsure
			Count	Row N %	Row N %
All	.	504	7%	91%	2%
Region	Auckland	130	4%	94%	2%
	Wellington	62	2%	97%	2%
	Other North Island	181	7%	93%	1%
	Canterbury	65	14%	80%	6%
	Other South Island	66	14%	86%	0%
Number of employees	1-5	371	7%	91%	2%
	6-10	66	6%	92%	2%
	11-19	67	9%	88%	3%
Business type	Office based	113	3%	96%	1%
	Manufacturing / industrial /engineering	52	4%	96%	0%
	Retail e.g. shops, dairies, mini-marts	36	8%	86%	6%
	Farming	74	28%	70%	1%
	Hospitality e.g. cafes, restaurants, motel, pub	36	6%	92%	3%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	2%	96%	1%
	Other	112	3%	95%	3%
Monthly Electricity Payment	Pay less than \$500 a month	329	4%	94%	2%
	Pay \$501-\$1,000 a month	83	8%	92%	0%
	More than \$1,000 a month	88	19%	80%	1%
Electricity supplier	Contact Energy	110	4%	95%	2%
	Genesis Energy	107	7%	91%	2%
	Mercury Energy	88	9%	91%	0%
	Meridian Energy	80	18%	81%	1%
	TrustPower	45	4%	96%	0%
	Other	74	0%	95%	5%
Switched electricity supplier in past 24 months	Not switched	385	7%	91%	2%
	Yes, switched	118	8%	91%	1%
Electricity supplier same as gas supplier	Yes	61	3%	97%	0%
	No, we have a different company supplying gas	66	9%	91%	0%
Electricity as a percentage of total costs	1% or less	173	8%	90%	2%
	2-5%	210	6%	93%	0%
	More than 5%	90	10%	89%	1%

	At least a 10% saving on your current power bill (Using a 0-10 scale where 0 means 'not at all important' and 10 means 'very important', how important are the following incentives to your business that electricity suppliers offer?)												
	Base Count	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
All	504	2%	1%	1%	2%	2%	6%	5%	15%	14%	15%	37%	1%
Region													
Auckland	130	2%	2%	1%	1%	2%	5%	5%	14%	16%	15%	38%	2%
Wellington	62	2%	2%	0%	6%	2%	5%	5%	26%	13%	16%	24%	0%
Other North Island	181	2%	1%	1%	2%	2%	7%	3%	13%	10%	15%	42%	1%
Canterbury	65	0%	0%	2%	5%	0%	5%	9%	14%	22%	14%	31%	0%
Other South Island	66	3%	0%	2%	2%	3%	5%	5%	17%	12%	11%	41%	2%
Number of employees													
1-5	371	2%	1%	1%	1%	3%	5%	5%	15%	14%	15%	36%	1%
6-10	66	0%	0%	0%	3%	0%	0%	11%	24%	14%	15%	33%	0%
11-19	67	0%	0%	3%	3%	0%	6%	3%	10%	12%	15%	49%	1%
Business type													
Office based	113	2%	2%	1%	3%	3%	7%	4%	22%	15%	9%	34%	2%
Manufacturing / Industrial / engineering	52	0%	0%	0%	0%	4%	4%	19%	13%	15%	38%	2%	
Retail e.g. shops, dairies, mini-marts	36	0%	0%	3%	3%	0%	0%	8%	17%	22%	36%	0%	
Farming	74	3%	0%	0%	3%	1%	7%	1%	16%	12%	19%	36%	1%
Hospitality e.g. cafes, restaurants, motel, pub	36	0%	0%	3%	3%	6%	3%	0%	6%	14%	8%	58%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	6%	0%	0%	4%	1%	6%	9%	12%	12%	19%	30%	1%
Other	112	0%	2%	1%	2%	2%	6%	5%	14%	14%	14%	39%	0%
Monthly Electricity Payment													
Pay less than \$500 a month	329	2%	1%	1%	1%	2%	5%	5%	16%	14%	15%	36%	1%
Pay \$501-\$1,000 a month	83	1%	1%	1%	1%	2%	5%	4%	20%	16%	16%	28%	1%
More than \$1,000 a month	88	1%	0%	0%	1%	2%	6%	9%	9%	11%	14%	51%	1%
Electricity supplier													
Contact Energy	110	4%	0%	0%	0%	1%	10%	5%	15%	10%	11%	39%	0%
Genesis Energy	107	2%	1%	0%	3%	2%	7%	5%	19%	12%	15%	34%	2%
Mercury Energy	88	0%	3%	2%	2%	1%	3%	6%	10%	17%	13%	42%	0%
Mendian Energy	80	1%	0%	1%	4%	0%	4%	3%	18%	19%	15%	35%	1%
TrustPower	45	2%	0%	2%	4%	0%	7%	18%	9%	24%	24%	33%	0%
Other	74	1%	0%	0%	1%	1%	5%	4%	14%	16%	16%	38%	3%
Switched electricity supplier in past 24 months	385	2%	1%	1%	2%	2%	6%	6%	16%	15%	15%	34%	1%
Not switched	118	2%	0%	1%	0%	1%	5%	2%	14%	11%	14%	47%	0%
Yes, switched	61	0%	2%	0%	2%	2%	11%	7%	16%	15%	18%	28%	0%
Electricity supplier same as gas supplier													
Yes	66	2%	0%	2%	6%	2%	2%	3%	18%	11%	15%	41%	0%
No, we have a different company supplying gas	173	2%	1%	1%	3%	2%	6%	3%	18%	10%	14%	38%	0%
Electricity as a percentage of total costs													
1% or less	210	2%	1%	1%	2%	2%	6%	4%	16%	14%	15%	36%	1%
More than 5%	90	0%	0%	0%	3%	1%	3%	7%	10%	19%	16%	40%	1%

	A 10% discount for prompt payment (Using a 0-10 scale where 0 means 'not at all important' and 10 means 'very important', how important are following incentives to your business that electricity suppliers offer?)												
	Base Count	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
All	504	2%	1%	0%	2%	1%	3%	5%	12%	16%	14%	44%	0%
Region													
Auckland	130	2%	2%	0%	1%	2%	4%	4%	10%	15%	15%	46%	1%
Wellington	62	3%	0%	0%	5%	0%	2%	8%	15%	16%	18%	34%	0%
Other North Island	181	2%	1%	1%	3%	1%	3%	3%	11%	14%	14%	48%	0%
Canterbury	65	0%	0%	0%	2%	3%	2%	8%	8%	31%	11%	37%	0%
Other South Island	66	2%	0%	0%	0%	2%	3%	6%	17%	12%	12%	47%	0%
Number of employees													
1-5	371	2%	1%	0%	2%	2%	2%	4%	11%	17%	15%	43%	0%
6-10	66	0%	0%	0%	2%	0%	2%	9%	14%	23%	11%	41%	0%
11-19	67	1%	0%	0%	0%	0%	6%	4%	13%	9%	13%	52%	0%
Business type													
Office based	113	3%	1%	0%	4%	3%	3%	7%	12%	17%	10%	41%	1%
Manufacturing / industrial / engine engineering	52	2%	0%	0%	2%	2%	0%	8%	15%	10%	17%	44%	0%
Retail e.g. shops, dairies, mini-marts	36	0%	0%	0%	0%	3%	8%	0%	11%	25%	17%	36%	0%
Farming	74	1%	1%	0%	1%	1%	1%	1%	9%	19%	15%	49%	0%
Hospitality e.g. cafes, restaurants, motel, pub	36	0%	0%	0%	3%	0%	3%	3%	3%	11%	8%	69%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	2%	1%	0%	1%	0%	2%	9%	16%	16%	16%	36%	0%
Other	112	2%	1%	1%	2%	0%	4%	4%	10%	17%	16%	45%	0%
Monthly Electricity Payment													
Pay less than \$500 a month	329	2%	1%	0%	2%	0%	2%	4%	11%	18%	15%	43%	0%
Pay \$501-\$1,000 a month	83	2%	0%	0%	1%	5%	2%	8%	18%	14%	14%	34%	0%
More than an \$1,000 a month	88	1%	1%	0%	2%	1%	2%	5%	7%	11%	11%	58%	0%
Electricity supplier													
Contact Energy	110	2%	0%	0%	1%	1%	4%	7%	13%	10%	12%	51%	0%
Genesis Energy	107	3%	1%	0%	3%	0%	4%	5%	18%	18%	13%	36%	0%
Mercury Energy	88	1%	2%	1%	3%	2%	3%	5%	9%	14%	15%	44%	0%
Meridian Energy	80	0%	0%	0%	0%	1%	0%	6%	8%	23%	14%	49%	0%
TrustPower	45	2%	0%	0%	2%	2%	2%	2%	16%	20%	20%	33%	0%
Other	74	3%	1%	0%	3%	1%	3%	3%	5%	19%	15%	46%	1%
Switched electricity supplier in past 24 months													
Not switched	385	2%	1%	0%	2%	1%	3%	6%	12%	18%	13%	43%	0%
Yes, switched	118	3%	1%	0%	3%	3%	2%	1%	11%	12%	18%	48%	0%
Electricity supplier same as gas supplier													
Yes	61	3%	0%	0%	2%	3%	3%	5%	13%	15%	21%	34%	0%
No, we have a different company supplying gas	66	0%	0%	0%	2%	2%	2%	5%	11%	15%	14%	52%	0%
Electricity as a percentage of total costs													
1% or less	173	2%	1%	0%	1%	2%	5%	8%	10%	12%	14%	45%	0%
2.5%	210	1%	1%	0%	2%	0%	1%	3%	13%	17%	14%	46%	0%
More than 5%	90	2%	0%	0%	4%	1%	2%	6%	11%	18%	17%	39%	0%

	A 10% discount for electronic or online payments (Using a 0-10 scale where 0 means 'not at all important' and 10 means 'Very important'. How important are the following incentives to your business that electricity suppliers offer?)												
	Base Count	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
All	504	2%	2%	1%	2%	1%	4%	6%	11%	17%	13%	40%	1%
Region													
Auckland	130	1%	2%	0%	2%	2%	5%	7%	9%	14%	13%	44%	1%
Wellington	62	3%	3%	0%	0%	0%	5%	8%	16%	21%	11%	29%	0%
Other North Island	181	4%	2%	1%	2%	1%	3%	4%	10%	15%	16%	42%	0%
Canterbury	65	0%	2%	0%	3%	2%	3%	8%	14%	26%	11%	31%	2%
Other South Island	66	2%	0%	2%	2%	2%	6%	3%	12%	18%	8%	45%	2%
Number of employees													
1-5	371	2%	2%	1%	2%	1%	5%	6%	11%	17%	13%	39%	1%
6-10	66	3%	0%	0%	0%	3%	2%	8%	12%	20%	12%	38%	0%
11-19	67	1%	0%	0%	0%	0%	4%	1%	12%	16%	15%	49%	0%
Business type													
Office based	113	4%	1%	0%	0%	3%	4%	8%	10%	18%	12%	39%	1%
Manufacturing / industrial / engineering	52	4%	2%	0%	4%	2%	2%	4%	19%	12%	13%	38%	0%
Retail e.g. shops, dairies, mini-marts	36	0%	0%	0%	0%	3%	6%	8%	14%	22%	17%	31%	0%
Farming	74	1%	1%	0%	0%	3%	9%	1%	8%	16%	18%	39%	0%
Hospitality e.g. cafes, restaurants, motel, pub	36	0%	0%	3%	0%	0%	0%	3%	3%	19%	6%	67%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	4%	2%	0%	2%	0%	5%	9%	16%	15%	14%	32%	1%
Other	112	1%	4%	2%	2%	0%	3%	5%	10%	20%	12%	42%	1%
Monthly Electricity Payment													
Pay less than \$500 a month	329	2%	2%	1%	2%	0%	3%	6%	12%	18%	13%	40%	1%
Pay \$501-\$1,000 a month	83	5%	0%	1%	2%	5%	6%	6%	12%	20%	12%	30%	0%
More than \$1,000 a month	88	2%	1%	0%	2%	2%	5%	3%	8%	13%	14%	50%	0%
Electricity supplier													
Contact Energy	110	2%	0%	1%	1%	2%	3%	8%	15%	10%	10%	46%	2%
Genesis Energy	107	4%	3%	1%	1%	0%	7%	8%	15%	19%	15%	30%	0%
Mercury Energy	88	1%	2%	1%	5%	2%	3%	6%	9%	15%	16%	40%	0%
Meridian Energy	80	0%	3%	0%	0%	0%	6%	6%	9%	23%	11%	43%	0%
TrustPower	45	4%	2%	0%	4%	2%	2%	0%	11%	20%	18%	36%	0%
Other	74	3%	1%	0%	4%	3%	3%	1%	5%	22%	12%	45%	1%
Switched electricity supplier in past 24 months													
Not switched	385	3%	2%	1%	2%	2%	4%	6%	11%	19%	11%	39%	1%
Yes, switched	118	1%	2%	0%	2%	1%	5%	3%	12%	13%	18%	42%	0%
Electricity supplier same as gas supplier													
Yes	61	2%	2%	2%	0%	5%	8%	5%	13%	13%	20%	31%	0%
No, we have a different company supplying gas	66	0%	0%	0%	0%	2%	2%	3%	12%	18%	15%	45%	2%
Electricity as a percentage of total costs													
1% or less	173	3%	2%	0%	0%	2%	5%	9%	9%	16%	10%	42%	0%
2.5%	210	2%	2%	1%	1%	1%	3%	5%	13%	16%	14%	40%	1%
More than 5%	90	0%	1%	1%	3%	1%	3%	3%	13%	20%	16%	38%	0%

	Detailed information on power usage at your business to manage your usage (Using a 0-10 scale where 0 means 'not at all important' and 10 m very important', how important are the following incentives to your business that electricity suppliers offer?)												
	Base Count	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
All	504	3%	2%	3%	4%	3%	10%	11%	14%	14%	12%	26%	0%
Region	Auckland	130	2%	1%	2%	0%	8%	11%	12%	20%	11%	28%	1%
	Wellington	62	8%	0%	0%	3%	18%	15%	15%	8%	13%	15%	0%
	Other North Island	181	3%	3%	3%	4%	9%	9%	13%	13%	12%	26%	0%
	Canterbury	65	0%	2%	6%	3%	3%	6%	11%	18%	9%	26%	0%
	Other South Island	66	5%	3%	6%	5%	5%	9%	11%	17%	3%	32%	0%
Number of employees	1-5	371	4%	2%	4%	4%	9%	9%	11%	14%	12%	25%	0%
	6-10	66	0%	5%	3%	5%	11%	11%	14%	15%	12%	24%	0%
	11-19	67	3%	0%	0%	1%	12%	7%	15%	13%	13%	33%	0%
Business type	Office based	113	3%	1%	7%	5%	7%	9%	18%	12%	9%	24%	1%
	Manufacturing / Industrial / engineering	52	4%	4%	2%	2%	4%	17%	8%	8%	15%	10%	0%
	Retail e.g. shops, dairies, mini-marts	36	0%	3%	6%	3%	0%	8%	17%	14%	8%	22%	0%
	Farming	74	1%	3%	0%	3%	5%	9%	15%	14%	9%	24%	0%
	Ho spatially e.g. cafes, restaurants, motel, pub	36	0%	0%	0%	3%	6%	8%	3%	11%	14%	47%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	9%	2%	1%	7%	1%	14%	14%	11%	10%	19%	0%
	Other	112	4%	1%	4%	3%	2%	7%	9%	17%	17%	28%	0%
Monthly Electricity Payment	Pay less than \$500 a month	329	5%	2%	4%	4%	3%	9%	11%	14%	13%	10%	0%
	Pay \$501-\$1,000 a month	83	0%	5%	2%	2%	4%	8%	14%	18%	12%	19%	0%
	More than \$1,000 a month	88	2%	0%	1%	5%	3%	11%	7%	10%	11%	36%	0%
Electricity supplier	Contact Energy	110	4%	2%	3%	5%	2%	15%	8%	12%	9%	33%	0%
	Genesys Energy	107	4%	0%	3%	4%	6%	13%	12%	15%	13%	20%	0%
	Mercury Energy	88	2%	2%	3%	0%	5%	9%	18%	8%	16%	31%	0%
	Meridian Energy	80	4%	1%	4%	4%	4%	5%	18%	15%	15%	19%	0%
	TrustPower	45	2%	7%	4%	2%	4%	11%	7%	16%	11%	22%	0%
	Other	74	4%	1%	3%	1%	5%	8%	8%	9%	20%	28%	1%
Switched electricity supplier in past 24 months	Not switched	385	3%	2%	2%	4%	10%	10%	12%	15%	12%	24%	0%
	Yes, switched	118	3%	1%	6%	3%	10%	7%	12%	14%	10%	31%	0%
Electricity supplier same as gas supplier	Yes	61	2%	0%	3%	7%	3%	13%	7%	16%	10%	28%	0%
	No, we have a different company supplying gas	66	2%	0%	2%	2%	11%	15%	15%	9%	11%	33%	0%
Electricity as a percentage of total costs	1% or less	173	4%	3%	6%	5%	3%	11%	10%	11%	10%	8%	0%
	2-5%	210	3%	1%	2%	5%	3%	8%	12%	16%	15%	12%	0%
	More than 5%	90	2%	1%	0%	1%	6%	10%	7%	18%	13%	24%	0%

	A fixed power price for the next 12 months (Using a 0-10 scale where 0 means 'not at all important' and 10 means 'Very important', how important is the following incentives to your business that electricity suppliers offer?)												
	Base Count	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	504	3%	1%	2%	4%	4%	12%	12%	14%	14%	10%	24%	1%
Region													
Auckland	130	2%	2%	2%	5%	4%	14%	16%	10%	12%	8%	25%	1%
Wellington	62	5%	2%	3%	5%	3%	6%	16%	18%	13%	11%	18%	0%
Other North Island	181	3%	1%	4%	3%	4%	9%	8%	15%	17%	9%	26%	1%
Canterbury	65	0%	0%	2%	3%	5%	15%	11%	14%	12%	14%	23%	2%
Other South Island	66	5%	0%	0%	2%	3%	15%	9%	18%	15%	9%	24%	0%
Number of employees													
1-5	371	3%	1%	3%	4%	5%	11%	12%	14%	12%	11%	24%	1%
6-10	66	0%	2%	0%	8%	3%	15%	11%	12%	20%	5%	24%	2%
11-19	67	3%	1%	0%	0%	0%	10%	12%	19%	19%	9%	25%	0%
Business type													
Office based	113	3%	2%	3%	6%	4%	16%	13%	12%	17%	9%	15%	1%
Manufacturing / industrial / engineering	52	2%	2%	4%	2%	2%	17%	8%	13%	13%	12%	25%	0%
Retail e.g. shops, dairies, mini-marts	36	3%	0%	0%	0%	0%	8%	22%	11%	22%	14%	19%	0%
Farming	74	1%	0%	5%	1%	11%	9%	5%	22%	11%	9%	23%	1%
Hospitality e.g. cafes, restaurants, motel, pub	36	0%	0%	0%	3%	8%	6%	3%	8%	14%	8%	50%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	4%	0%	1%	7%	0%	10%	12%	19%	12%	9%	26%	0%
Other	112	4%	1%	2%	3%	2%	11%	15%	13%	13%	10%	26%	1%
Monthly Electricity Payment													
Pay less than \$500 a month	329	3%	1%	3%	4%	3%	13%	12%	13%	15%	9%	24%	1%
Pay \$501-\$1,000 a month	83	2%	0%	4%	4%	7%	8%	14%	14%	18%	13%	14%	0%
More than \$1,000 a month	88	1%	2%	0%	2%	2%	10%	8%	19%	9%	9%	35%	1%
Electricity supplier													
Contact Energy	110	3%	0%	3%	3%	5%	15%	11%	12%	12%	9%	27%	1%
Genesis Energy	107	2%	1%	2%	3%	6%	5%	10%	19%	18%	7%	28%	0%
Mercury Energy	88	0%	2%	5%	8%	2%	14%	16%	15%	9%	20%	0%	
Meridian Energy	80	4%	0%	3%	3%	3%	13%	13%	11%	11%	16%	24%	1%
TrustPower	45	7%	0%	0%	0%	4%	13%	13%	18%	18%	7%	20%	0%
Other	74	4%	1%	1%	5%	3%	12%	8%	14%	19%	9%	22%	1%
Switched electricity supplier in past 24 months													
Yes, switched	118	3%	1%	2%	4%	3%	13%	7%	10%	17%	12%	28%	0%
Yes	61	2%	0%	2%	5%	5%	18%	8%	11%	13%	8%	26%	2%
Electricity supplier same as gas supplier													
No, we have a different company supplying gas	66	5%	0%	0%	0%	5%	15%	14%	11%	14%	8%	30%	0%
Electricity as a percentage of total costs													
1% or less	173	3%	1%	2%	5%	2%	13%	12%	14%	15%	9%	23%	1%
2-5%	210	3%	0%	3%	3%	4%	12%	10%	14%	15%	13%	23%	0%
More than 5%	90	1%	2%	2%	4%	3%	8%	14%	14%	12%	6%	32%	0%

	An energy audit to show how your business could save power (Using a 0-10 scale where 0 means 'not at all important' and 10 means 'very important') How important are the following incentives to your business that electricity suppliers offer?)												
	Base Count	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
All	504	5%	3%	4%	4%	4%	13%	12%	12%	15%	9%	19%	1%
Region													
Auckland	130	6%	2%	6%	5%	5%	12%	15%	12%	13%	6%	16%	2%
Wellington	62	8%	3%	0%	5%	5%	18%	16%	13%	13%	10%	11%	2%
Other North Island	181	2%	3%	4%	4%	4%	13%	7%	13%	17%	8%	24%	0%
Canterbury	65	2%	2%	8%	3%	2%	8%	15%	17%	15%	11%	18%	0%
Other South Island	66	9%	6%	2%	3%	3%	12%	12%	3%	17%	11%	20%	0%
Number of employees													
1-5	371	6%	4%	2%	5%	4%	13%	10%	11%	13%	9%	19%	1%
6-10	66	2%	0%	0%	0%	9%	8%	18%	15%	20%	12%	12%	0%
11-19	67	3%	0%	1%	1%	1%	15%	12%	15%	24%	3%	25%	0%
Business type													
Office based	113	5%	3%	5%	5%	5%	12%	16%	15%	11%	9%	12%	2%
Manufacturing / Industrial / engineering	52	2%	2%	6%	6%	6%	2%	17%	10%	8%	15%	13%	0%
Retail e.g. shops, dairies, mini-marts	36	0%	0%	6%	0%	0%	8%	31%	6%	14%	8%	19%	0%
Farming	74	1%	3%	5%	3%	3%	19%	5%	16%	18%	12%	15%	0%
Hospitality e.g. cafes, restaurants, motel, pub	36	0%	0%	3%	3%	3%	8%	3%	11%	14%	6%	50%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	12%	2%	1%	4%	5%	12%	12%	16%	15%	6%	14%	0%
Other	112	5%	6%	4%	4%	4%	11%	8%	9%	19%	6%	23%	1%
Monthly Electricity Payment													
Pay less than \$500 a month	329	6%	3%	5%	4%	5%	14%	12%	10%	13%	8%	19%	1%
Pay \$501-\$1,000 a month	83	2%	6%	0%	5%	4%	7%	12%	18%	20%	10%	14%	1%
More than \$1,000 a month	88	1%	0%	3%	2%	2%	13%	8%	15%	18%	10%	27%	0%
Electricity supplier													
Contact Energy	110	6%	4%	2%	4%	8%	11%	15%	11%	9%	7%	22%	2%
Genesis Energy	107	3%	1%	2%	3%	4%	19%	10%	13%	19%	6%	21%	0%
Mercury Energy	88	7%	2%	9%	3%	3%	9%	15%	13%	15%	9%	17%	0%
Merdian Energy	80	5%	1%	5%	3%	4%	14%	13%	15%	19%	9%	14%	0%
TusPower	45	2%	9%	2%	7%	2%	7%	7%	11%	18%	13%	22%	0%
Other	74	4%	4%	5%	7%	3%	14%	7%	11%	14%	11%	20%	1%
Switched electricity supplier in past 24 months													
Not switched	385	4%	3%	4%	4%	4%	14%	11%	15%	14%	9%	17%	1%
Yes, switched	118	7%	3%	6%	4%	6%	8%	12%	5%	18%	6%	25%	1%
Electricity supplier same as gas supplier													
Yes	61	3%	7%	5%	5%	5%	11%	13%	11%	13%	3%	23%	0%
No, we have a different company supplying gas	66	6%	2%	0%	5%	6%	15%	14%	6%	14%	5%	29%	0%
Electricity as a percentage of total costs													
1% or less	173	5%	4%	5%	3%	4%	14%	15%	8%	15%	4%	22%	1%
2-5%	210	4%	3%	3%	5%	4%	12%	9%	14%	16%	12%	17%	0%
More than 5%	90	3%	2%	8%	6%	3%	10%	9%	13%	14%	10%	21%	0%

	Your meter is read monthly so you are billed actual readings, not estimates (Using a 0-10 scale where 0 means not at all important and 10 means very important, how important are the following incentives to your business that electricity suppliers...)												
	Base Count	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
All	504	3%	1%	2%	3%	4%	9%	9%	11%	14%	12%	32%	0%
Region													
Auckland	130	1%	0%	2%	3%	4%	8%	9%	12%	12%	12%	37%	1%
Wellington	62	5%	0%	0%	5%	3%	23%	10%	18%	15%	8%	15%	0%
Other North Island	181	4%	2%	2%	2%	4%	8%	7%	8%	15%	11%	36%	0%
Canterbury	65	2%	0%	3%	5%	0%	8%	9%	20%	8%	20%	26%	0%
Other South Island	66	6%	0%	3%	5%	9%	6%	9%	3%	21%	8%	30%	0%
Number of employees													
1-5	371	3%	1%	2%	2%	4%	9%	8%	12%	13%	12%	33%	0%
6-10	66	5%	0%	3%	8%	6%	11%	11%	9%	14%	11%	24%	0%
11-19	67	1%	0%	3%	4%	6%	9%	9%	6%	19%	10%	31%	0%
Business type													
Office based	113	3%	0%	2%	5%	4%	13%	6%	16%	11%	13%	26%	1%
Manufacturing / industrial / engineering	52	2%	2%	2%	4%	10%	13%	8%	6%	15%	4%	35%	0%
Retail e.g. shops, dairies, mini-marts	36	0%	0%	0%	0%	3%	6%	14%	8%	22%	17%	31%	0%
Farming	74	4%	1%	5%	3%	0%	4%	7%	15%	12%	18%	31%	0%
Hospitality e.g. cafes, restaurants, motel, pub	36	0%	0%	0%	3%	8%	3%	6%	22%	0%	56%	0%	
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	5%	0%	2%	2%	2%	12%	9%	10%	16%	14%	27%	0%
Other	112	4%	1%	1%	4%	4%	8%	13%	9%	13%	11%	33%	0%
Monthly Electricity Payment													
Pay less than \$500 a month	329	4%	1%	1%	1%	3%	3%	9%	12%	15%	11%	31%	0%
Pay \$501-\$1,000 a month	83	1%	1%	2%	5%	8%	7%	8%	7%	17%	13%	29%	0%
More than \$1,000 a month	88	3%	0%	5%	5%	3%	5%	8%	9%	10%	14%	39%	0%
Electricity supplier													
Contact Energy	110	4%	0%	3%	3%	6%	9%	7%	11%	11%	11%	35%	0%
Genesis Energy	107	4%	0%	1%	4%	3%	9%	8%	14%	21%	10%	25%	0%
Mercury Energy	88	1%	1%	2%	3%	2%	10%	7%	11%	9%	15%	38%	0%
Meridian Energy	80	4%	0%	4%	4%	4%	5%	6%	15%	16%	15%	28%	0%
TuSPower	45	7%	2%	0%	4%	4%	13%	7%	9%	11%	11%	29%	0%
Other	74	1%	1%	1%	3%	5%	11%	12%	4%	16%	8%	35%	1%
Switched electricity supplier in past 24 months													
Not switched	385	4%	1%	2%	2%	5%	9%	12%	11%	15%	12%	29%	0%
Yes, switched	118	1%	0%	2%	3%	2%	12%	9%	11%	11%	10%	39%	0%
Electricity supplier same as gas supplier													
Yes	61	2%	0%	2%	3%	7%	8%	5%	8%	20%	11%	34%	0%
No, we have a different company supplying gas	66	3%	0%	0%	6%	5%	14%	5%	6%	15%	15%	32%	0%
Electricity as a percentage of total costs													
1% or less	173	3%	1%	2%	2%	4%	13%	8%	9%	18%	8%	33%	0%
2-5%	210	2%	1%	2%	6%	5%	9%	8%	13%	13%	12%	29%	0%
More than 5%	90	6%	0%	1%	2%	3%	3%	7%	10%	12%	20%	36%	0%

	An electricity supplier uses renewable energy sources to generate electricity (Using a 0-10 scale where 0 = not at all important and 10 = Very important, how important are the following incentives to your business that electricity suppliers...)												
	Base Count	0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	504	9%	3%	4%	4%	5%	12%	9%	10%	12%	10%	22%	0%
Region	Auckland	130	12%	5%	5%	2%	2%	14%	9%	11%	10%	22%	1%
	Wellington	62	6%	3%	2%	2%	8%	16%	11%	6%	15%	18%	2%
	Other North Island	181	8%	3%	5%	2%	5%	10%	8%	7%	13%	9%	0%
	Canterbury	65	8%	2%	3%	2%	8%	11%	9%	17%	14%	9%	0%
	Other South Island	66	14%	0%	2%	9%	6%	8%	9%	14%	6%	14%	0%
	Number of employees	371	7%	4%	4%	4%	5%	11%	9%	9%	12%	11%	25%
Business type	6-10	66	17%	0%	2%	5%	6%	12%	12%	24%	6%	8%	0%
	11-19	67	16%	1%	6%	4%	4%	16%	4%	4%	13%	6%	0%
	Office based	113	12%	2%	6%	4%	6%	14%	10%	6%	14%	10%	1%
	Manufacturing / industrial / engineering	52	13%	6%	8%	2%	2%	13%	10%	15%	4%	6%	0%
	Retail e.g. shops, dairies, mini-marts	36	6%	3%	0%	6%	11%	17%	11%	6%	8%	11%	0%
	Farming	74	7%	4%	5%	7%	5%	11%	5%	14%	15%	7%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	36	3%	0%	3%	3%	6%	6%	17%	11%	8%	8%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	15%	2%	1%	5%	1%	12%	9%	10%	10%	10%	0%
	Other	112	5%	4%	3%	3%	5%	8%	8%	11%	13%	14%	1%
	Monthly Electricity Payment	329	8%	2%	3%	4%	5%	11%	9%	9%	12%	12%	1%
	Electricity supplier	Pay less than \$500 a month	83	12%	5%	10%	5%	7%	12%	7%	12%	10%	8%
More than \$1,000 a month		88	14%	3%	3%	6%	3%	13%	9%	11%	10%	3%	0%
Contact Energy		110	12%	2%	3%	4%	5%	4%	9%	10%	14%	12%	0%
Genesis Energy		107	8%	4%	7%	1%	7%	14%	9%	9%	12%	7%	0%
Mercury Energy		88	10%	5%	6%	8%	2%	18%	8%	10%	10%	5%	1%
Meridian Energy		80	5%	1%	3%	4%	4%	6%	10%	11%	15%	10%	0%
TrustPower		45	11%	2%	2%	7%	4%	13%	11%	11%	13%	13%	0%
Other		74	9%	4%	3%	4%	5%	16%	4%	9%	5%	15%	1%
Switched electricity supplier in past 24 months		385	8%	3%	4%	4%	5%	12%	10%	10%	12%	11%	1%
Electricity supplier same as gas supplier		118	14%	3%	3%	3%	5%	8%	7%	11%	11%	7%	0%
Electricity as a percentage of total costs	Yes	61	7%	5%	7%	3%	2%	15%	16%	5%	8%	11%	0%
	No, we have a different company supplying gas	66	8%	3%	3%	3%	3%	11%	6%	8%	12%	14%	0%
	1% or less	173	12%	4%	6%	2%	3%	9%	10%	9%	10%	9%	1%
More than 5%	210	8%	3%	3%	5%	6%	12%	9%	12%	12%	9%	0%	
More than 5%	90	11%	1%	2%	6%	4%	13%	6%	8%	11%	16%	0%	

	Base Count	An electricity supplier sponsors local community initiatives (Using a 0-10 scale where 0 means 'not at all important' and 10 means 'very important' how important are the following incentives to your business that electricity suppliers offer?)											
		0 - Not at all important	1	2	3	4	5	6	7	8	9	10 - Very important	Unsure
All	504	10%	5%	3%	8%	5%	15%	11%	13%	9%	7%	14%	1%
Region	130	11%	4%	8%	8%	14%	12%	12%	7%	9%	5%	14%	2%
	62	5%	8%	2%	6%	3%	21%	16%	15%	6%	6%	8%	3%
	181	7%	6%	1%	7%	6%	17%	8%	13%	9%	9%	18%	0%
	65	14%	2%	3%	8%	3%	18%	15%	12%	6%	9%	9%	0%
Number of employees	66	15%	3%	0%	14%	2%	6%	9%	23%	14%	3%	12%	0%
	371	8%	5%	3%	7%	5%	16%	11%	13%	9%	8%	15%	1%
	66	17%	5%	2%	11%	6%	9%	20%	11%	8%	8%	5%	2%
	67	13%	3%	4%	10%	6%	16%	6%	15%	9%	1%	15%	0%
	11-19	12%	4%	5%	11%	5%	20%	12%	8%	6%	4%	10%	2%
Business type	113	12%	4%	5%	11%	5%	20%	12%	8%	6%	4%	10%	2%
	52	12%	8%	6%	10%	4%	12%	13%	13%	6%	10%	8%	0%
	36	6%	3%	0%	11%	6%	19%	17%	11%	11%	6%	11%	0%
	74	14%	5%	1%	8%	4%	19%	5%	20%	5%	5%	12%	0%
	36	3%	3%	0%	6%	17%	6%	11%	6%	8%	11%	31%	0%
	81	14%	4%	1%	5%	1%	20%	6%	17%	12%	7%	12%	0%
Monthly Electricity Payment	112	4%	5%	4%	7%	4%	9%	14%	13%	13%	7%	18%	2%
	329	8%	4%	2%	6%	4%	17%	12%	12%	10%	9%	15%	1%
	83	10%	5%	6%	12%	11%	13%	5%	19%	4%	4%	12%	0%
	88	16%	7%	3%	13%	5%	10%	10%	10%	9%	3%	13%	1%
Electricity supplier	110	10%	6%	1%	5%	5%	14%	8%	12%	11%	10%	16%	1%
	107	8%	7%	5%	5%	6%	21%	12%	10%	8%	3%	14%	1%
	88	9%	5%	8%	11%	8%	17%	10%	7%	7%	8%	9%	1%
	80	10%	1%	0%	10%	4%	9%	15%	25%	8%	3%	16%	0%
	45	7%	0%	2%	13%	2%	18%	11%	13%	13%	11%	9%	0%
	74	12%	5%	1%	8%	3%	15%	11%	12%	8%	8%	15%	1%
Switched electricity supplier in past 24 months	385	7%	4%	3%	8%	4%	16%	12%	14%	10%	7%	12%	1%
	118	16%	6%	3%	10%	7%	14%	8%	9%	4%	6%	18%	0%
Electricity supplier same as gas supplier	61	5%	8%	7%	8%	2%	20%	11%	8%	10%	5%	16%	0%
	66	11%	2%	2%	11%	3%	15%	9%	18%	11%	5%	15%	0%
Electricity as a percentage of total costs	173	10%	5%	5%	6%	4%	15%	10%	13%	7%	6%	17%	1%
	210	6%	6%	2%	11%	5%	18%	10%	13%	10%	7%	11%	1%
	90	13%	2%	1%	4%	8%	14%	9%	12%	11%	8%	17%	0%

	Electricity suppliers (Using a 0-10 scale where 0 means 'not at all competitive' and 10 means 'extremely competitive', how competitive are the following terms of offering the best deals to your business?)												
	Base Count	0 - Not at all competitive Row N %	1 Row N %	2 Row N %	3 Row N %	4 Row N %	5 Row N %	6 Row N %	7 Row N %	8 Row N %	9 Row N %	10 - Extremely competitive Row N %	Unsure Row N %
All	504	9%	4%	9%	12%	10%	22%	9%	10%	8%	3%	2%	2%
Region													
Auckland	130	10%	5%	8%	13%	7%	19%	10%	8%	13%	1%	2%	4%
Wellington	62	3%	0%	6%	13%	11%	24%	15%	13%	11%	2%	2%	0%
Other North Island	181	6%	4%	10%	9%	10%	24%	9%	12%	6%	4%	2%	3%
Canterbury	65	15%	6%	6%	17%	8%	18%	9%	9%	5%	3%	2%	2%
Other South Island	66	15%	5%	9%	9%	12%	21%	3%	9%	5%	5%	6%	2%
Number of employees													
1-5	371	9%	4%	9%	12%	9%	22%	8%	10%	9%	3%	2%	3%
6-10	66	1%	3%	6%	1%	14%	23%	8%	11%	8%	2%	5%	2%
11-19	67	7%	4%	9%	10%	9%	19%	16%	10%	4%	6%	1%	1%
Business type													
Office based	113	7%	3%	6%	11%	12%	27%	11%	9%	7%	4%	3%	2%
Manufacturing / Industrial / engineering	52	12%	2%	10%	10%	4%	17%	15%	8%	8%	10%	4%	2%
Retail e.g. shops, dairies, mini-marts	36	3%	6%	6%	14%	11%	19%	14%	17%	3%	8%	0%	0%
Farming	74	7%	5%	14%	16%	7%	18%	8%	9%	9%	0%	1%	5%
Hospitality e.g. cafes, restaurants, motel, pub	36	19%	3%	6%	8%	6%	22%	8%	3%	19%	3%	3%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	7%	4%	10%	15%	14%	22%	6%	9%	7%	0%	4%	2%
Other	112	12%	5%	8%	9%	10%	21%	7%	15%	7%	2%	2%	3%
Monthly Electricity Payment													
Pay less than \$500 a month	329	9%	4%	8%	12%	9%	23%	9%	11%	8%	3%	2%	2%
Pay \$501-\$1,000 a month	83	4%	6%	11%	13%	11%	20%	12%	12%	6%	0%	2%	2%
More than \$1,000 a month	88	15%	3%	8%	9%	10%	18%	9%	6%	10%	6%	2%	3%
Electricity supplier													
Contact Energy	110	9%	5%	11%	8%	7%	31%	6%	9%	5%	3%	3%	3%
Genesis Energy	107	7%	3%	7%	18%	9%	17%	15%	12%	6%	2%	2%	3%
Mercury Energy	88	9%	5%	14%	11%	8%	17%	11%	13%	8%	0%	2%	2%
Meridian Energy	80	9%	3%	10%	14%	13%	24%	9%	8%	6%	4%	3%	0%
TrustPower	45	13%	4%	4%	9%	7%	29%	7%	7%	9%	4%	2%	4%
Other	74	1%	5%	4%	8%	14%	14%	5%	12%	18%	7%	3%	3%
Switched electricity supplier in past 24 months	385	9%	4%	8%	14%	9%	22%	9%	11%	7%	3%	2%	3%
Yes, switched	118	8%	5%	10%	5%	12%	21%	10%	8%	11%	4%	3%	2%
Electricity supplier same as gas supplier	61	10%	3%	7%	15%	8%	25%	11%	15%	2%	3%	2%	0%
Yes	66	15%	0%	8%	11%	8%	23%	6%	12%	14%	2%	2%	2%
No, we have a different company supplying gas	173	8%	5%	8%	14%	8%	23%	9%	12%	8%	2%	2%	2%
Electricity as a percentage of total costs													
1% or less	210	8%	3%	10%	11%	10%	21%	10%	11%	8%	3%	2%	2%
2-5%	90	1%	3%	6%	9%	10%	24%	10%	8%	10%	2%	4%	2%

	Banks (Using a 0-10 scale where 0 means 'not at all competitive' and 10 means 'extremely competitive', how competitive are the following in terms of offering the best deals to your business?)												
	Base Count	0 - Not at all competitive	1	2	3	4	5	6	7	8	9	10 - Extremely competitive	Unsure
All	504	14%	8%	8%	9%	7%	17%	10%	11%	6%	4%	4%	2%
Region													
Auckland	130	16%	10%	6%	12%	4%	17%	7%	10%	7%	5%	4%	3%
Wellington	62	8%	6%	6%	8%	11%	24%	18%	8%	5%	3%	0%	2%
Other North Island	181	12%	5%	10%	8%	6%	17%	10%	14%	7%	4%	5%	2%
Canterbury	65	18%	6%	11%	9%	8%	15%	8%	9%	3%	6%	5%	2%
Other South Island	66	18%	14%	5%	8%	11%	14%	11%	9%	5%	2%	6%	0%
Number of employees													
1-5	371	13%	8%	8%	10%	10%	17%	10%	12%	5%	5%	3%	2%
6-10	66	14%	9%	8%	6%	6%	23%	9%	9%	8%	2%	5%	3%
11-19	67	21%	6%	7%	7%	6%	13%	13%	9%	7%	0%	9%	0%
Business type													
Office based	113	10%	10%	7%	11%	9%	18%	11%	12%	3%	4%	4%	4%
Manufacturing / Industrial / engineering	52	17%	10%	10%	10%	6%	17%	10%	2%	4%	6%	8%	2%
Retail e.g. shops, dairies, mini-marts	36	11%	8%	6%	14%	8%	19%	22%	6%	0%	3%	3%	0%
Farming	74	5%	9%	11%	7%	5%	12%	8%	15%	15%	8%	3%	1%
Ho spatially e.g. cafes, restaurants, motel, pub	36	33%	6%	6%	6%	6%	14%	11%	6%	8%	3%	3%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	12%	7%	5%	12%	9%	19%	9%	15%	2%	4%	4%	2%
Other	112	19%	4%	10%	6%	5%	20%	8%	13%	7%	3%	4%	1%
Monthly Electricity Payment													
Pay less than \$500 a month	329	13%	8%	7%	10%	7%	17%	12%	11%	5%	4%	3%	2%
Pay \$501-\$1,000 a month	83	14%	7%	11%	5%	4%	18%	8%	13%	5%	6%	8%	0%
More than \$1,000 a month	88	18%	8%	8%	9%	8%	16%	7%	8%	10%	2%	5%	1%
Electricity supplier													
Contact Energy	110	13%	9%	5%	13%	7%	15%	10%	10%	6%	4%	5%	2%
Genesis Energy	107	10%	3%	6%	8%	8%	21%	12%	16%	6%	4%	4%	2%
Mercury Energy	88	17%	9%	8%	9%	6%	16%	10%	8%	8%	5%	3%	1%
Meridian Energy	80	15%	8%	14%	9%	6%	19%	14%	4%	5%	3%	4%	1%
TrustPower	45	11%	16%	11%	2%	9%	16%	2%	18%	4%	4%	4%	2%
Other	74	19%	7%	7%	9%	5%	15%	8%	12%	4%	7%	4%	3%
Switched electricity supplier in past 24 months													
Not switched	385	13%	8%	9%	10%	7%	16%	10%	11%	5%	4%	5%	2%
Yes, switched	118	18%	8%	5%	6%	8%	20%	9%	11%	8%	3%	2%	3%
Electricity supplier same as gas supplier													
Yes	61	13%	13%	3%	11%	7%	21%	5%	15%	2%	5%	5%	0%
No, we have a different company supplying gas	66	21%	8%	9%	8%	5%	15%	11%	12%	3%	3%	5%	2%
Electricity as a percentage of total costs													
1% or less	173	12%	9%	9%	11%	8%	20%	11%	8%	5%	2%	5%	1%
2-5%	210	15%	7%	7%	9%	6%	14%	11%	14%	6%	5%	4%	2%
More than 5%	90	14%	9%	8%	9%	7%	20%	3%	11%	8%	7%	3%	1%

	Telecommunications (mobile) (Using a 0-10 scale where 0 means 'not at all competitive' and 10 means 'extremely competitive', how competitive are you following in terms of offering the best deals to your business?)												
	Base Count	0 - Not at all competitive	1	2	3	4	5	6	7	8	9	10 - Extremely competitive	Unsure
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	504	8%	4%	7%	8%	6%	13%	9%	17%	12%	7%	9%	1%
Region													
Auckland	130	11%	3%	7%	5%	7%	17%	8%	17%	11%	5%	9%	1%
Wellington	62	5%	0%	5%	6%	3%	10%	16%	16%	24%	3%	11%	0%
Other North Island	181	4%	6%	7%	12%	8%	13%	8%	15%	11%	8%	7%	1%
Canterbury	65	14%	5%	9%	5%	3%	12%	9%	18%	8%	9%	5%	3%
Other South Island	66	11%	2%	6%	8%	2%	14%	11%	20%	11%	6%	12%	0%
Number of employees													
1-5	371	8%	5%	7%	8%	6%	15%	9%	15%	12%	6%	7%	1%
6-10	66	11%	0%	8%	5%	3%	11%	9%	18%	11%	9%	15%	2%
11-19	67	6%	1%	3%	9%	6%	10%	10%	24%	12%	9%	9%	0%
20-49	113	4%	0%	7%	5%	8%	18%	12%	19%	14%	5%	8%	0%
Business type													
Office based	113	4%	0%	7%	5%	8%	18%	12%	19%	14%	5%	8%	0%
Manufacturing / Industrial / engineering	52	8%	4%	8%	12%	2%	10%	12%	17%	10%	8%	12%	0%
Retail e.g. shops, dairies, mini-marts	36	3%	3%	6%	3%	11%	14%	25%	17%	3%	11%	6%	0%
Farming	74	8%	11%	7%	11%	5%	12%	5%	18%	12%	5%	4%	1%
Hospitality e.g. cafes, restaurants, motel, pub	36	17%	3%	3%	8%	6%	11%	3%	19%	6%	8%	17%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	7%	6%	7%	9%	6%	11%	9%	11%	12%	7%	12%	1%
Other	112	12%	1%	7%	8%	4%	14%	6%	18%	16%	5%	6%	3%
Monthly Electricity Payment													
Pay less than \$500 a month	329	8%	3%	7%	9%	6%	12%	10%	17%	12%	6%	9%	1%
Pay \$501-\$1,000 a month	83	5%	7%	10%	5%	6%	23%	8%	12%	11%	8%	5%	0%
More than \$1,000 a month	88	14%	2%	3%	9%	11%	11%	7%	22%	11%	7%	9%	0%
Electricity supplier													
Contact Energy	110	9%	3%	8%	6%	5%	16%	9%	15%	11%	5%	10%	1%
Genesis Energy	107	7%	3%	5%	7%	6%	11%	13%	17%	14%	7%	9%	0%
Mercury Energy	88	8%	3%	10%	6%	7%	14%	9%	19%	10%	3%	9%	1%
Meridian Energy	80	9%	3%	6%	13%	5%	13%	9%	13%	15%	8%	6%	3%
TrustPower	45	2%	4%	7%	0%	9%	13%	11%	24%	13%	9%	4%	2%
Other	74	11%	7%	4%	14%	4%	14%	4%	16%	9%	8%	9%	0%
Switched electricity supplier in past 24 months													
Not switched	385	8%	4%	7%	8%	6%	14%	10%	18%	10%	7%	7%	1%
Yes, switched	118	7%	3%	6%	7%	6%	13%	8%	14%	19%	4%	13%	1%
Electricity supplier same as gas supplier													
Yes	61	11%	3%	13%	3%	10%	16%	11%	15%	10%	0%	7%	0%
No, we have a different company supplying gas	66	17%	2%	5%	6%	8%	17%	5%	14%	14%	5%	9%	2%
Electricity as a percentage of total costs													
1% or less	173	8%	3%	9%	6%	5%	14%	13%	16%	14%	4%	8%	1%
2-5%	210	6%	4%	7%	10%	5%	12%	8%	19%	10%	9%	10%	0%
More than 5%	90	10%	3%	3%	7%	9%	14%	6%	17%	12%	8%	9%	2%

Telecommunications (broadband) (Using a 0-10 scale where 0 means 'not at all competitive' and 10 means 'extremely competitive' - how competitive the following in terms of offering the best deals to your business?)														
	Base Count	0 - Not at all competitive										10 - Extremely competitive	Unsure	
		Row N %	1	2	3	4	5	6	7	8	9			Row N %
All	504	10%	5%	6%	7%	6%	15%	12%	15%	9%	5%	8%	8%	1%
Region														
Auckland	130	13%	5%	3%	10%	5%	18%	10%	14%	8%	4%	9%	2%	
Wellington	62	5%	2%	6%	3%	6%	8%	26%	21%	8%	6%	8%	0%	
Other/North Island	181	8%	4%	8%	7%	9%	15%	9%	12%	12%	7%	7%	1%	
Canterbury	65	14%	8%	6%	8%	2%	15%	14%	18%	6%	5%	3%	2%	
Other South Island	66	11%	6%	5%	6%	6%	11%	11%	18%	6%	2%	17%	3%	
Number of employees														
1-5	371	9%	6%	6%	8%	7%	14%	11%	15%	9%	5%	7%	1%	
6-10	66	14%	0%	5%	3%	5%	17%	15%	14%	9%	5%	12%	3%	
11-19	67	10%	3%	4%	7%	1%	15%	13%	18%	7%	6%	12%	1%	
Business type														
Office based	113	5%	2%	4%	9%	8%	21%	16%	15%	6%	7%	5%	2%	
Manufacturing / industrial / engineering	52	12%	4%	10%	6%	2%	15%	10%	13%	10%	4%	13%	2%	
Retail e.g. shops, dairies, mini-marts	36	3%	8%	6%	8%	6%	8%	14%	31%	3%	8%	6%	0%	
Farming	74	12%	8%	14%	9%	5%	16%	11%	11%	7%	4%	3%	0%	
Hospitality e.g. cafes, restaurants, motel, pub	36	31%	6%	3%	0%	8%	6%	11%	11%	8%	3%	14%	0%	
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	11%	7%	2%	9%	5%	11%	12%	12%	10%	5%	12%	2%	
Other	112	8%	3%	5%	6%	7%	14%	10%	17%	14%	4%	9%	2%	
Monthly Electricity Payment														
Pay less than \$500 a month	329	8%	4%	5%	7%	7%	14%	13%	15%	9%	5%	9%	2%	
Pay \$501-\$1,000 a month	83	13%	6%	7%	11%	7%	19%	8%	13%	7%	4%	4%	0%	
More than \$1,000 a month	88	14%	6%	8%	5%	2%	14%	10%	17%	8%	6%	10%	1%	
Electricity supplier														
Contact Energy	110	11%	3%	5%	6%	8%	18%	12%	16%	5%	5%	6%	3%	
Genesis Energy	107	9%	3%	8%	7%	4%	10%	15%	15%	7%	7%	7%	2%	
Mercury Energy	88	11%	7%	6%	10%	8%	15%	13%	13%	6%	1%	10%	1%	
Meridian Energy	80	11%	4%	5%	11%	8%	15%	10%	14%	6%	8%	9%	0%	
Tu Power	45	2%	7%	7%	2%	4%	16%	18%	18%	16%	2%	9%	0%	
Other	74	12%	8%	4%	5%	4%	15%	7%	16%	11%	5%	11%	1%	
Switched electricity supplier in past 24 months														
Not switched	385	9%	5%	7%	8%	6%	14%	12%	14%	9%	5%	8%	1%	
Yes, switched	118	12%	3%	2%	4%	7%	16%	13%	19%	9%	4%	9%	2%	
Electricity supplier same as gas supplier														
Yes	61	15%	2%	3%	7%	13%	18%	16%	13%	7%	2%	3%	2%	
No, we have a different company supplying gas	66	15%	8%	8%	2%	9%	15%	9%	11%	5%	3%	14%	3%	
Electricity as a percentage of total costs														
1% or less	173	13%	4%	6%	7%	8%	15%	13%	16%	6%	3%	9%	1%	
2-5%	210	7%	7%	7%	8%	5%	14%	11%	16%	9%	6%	8%	1%	
More than 5%	90	9%	1%	6%	7%	7%	14%	12%	13%	7%	7%	10%	1%	

	Telecommunications (landline) (Using a 0-10 scale where 0 means 'not at all competitive' and 10 means 'extremely competitive', how competitive is the following in terms of offering the best deals to your business?)												
	Base Count	0 - Not at all competitive	1	2	3	4	5	6	7	8	9	10 - Extremely competitive	Unsure
All	504	11%	5%	7%	9%	9%	15%	11%	12%	7%	6%	7%	1%
Region													
Auckland	130	16%	5%	9%	8%	8%	17%	7%	10%	5%	6%	8%	1%
Wellington	62	5%	8%	3%	6%	8%	15%	16%	13%	3%	3%	10%	2%
Other North Island	181	9%	3%	6%	9%	10%	14%	14%	14%	7%	8%	5%	1%
Canterbury	65	14%	9%	5%	6%	6%	18%	14%	12%	5%	6%	3%	2%
Other South Island	66	11%	3%	9%	14%	12%	11%	5%	11%	12%	3%	9%	2%
Number of employees													
1-5	371	11%	6%	7%	10%	9%	15%	9%	12%	8%	6%	5%	1%
6-10	66	14%	0%	6%	5%	8%	15%	12%	12%	6%	8%	12%	3%
11-19	67	9%	3%	4%	6%	7%	16%	19%	15%	4%	7%	7%	0%
Business type													
Office based	113	8%	4%	9%	8%	6%	20%	13%	11%	6%	6%	8%	1%
Manufacturing / Industrial / engineering	52	12%	2%	6%	10%	10%	13%	13%	12%	6%	8%	8%	2%
Retail e.g. shops, dairies, mini-marts	36	3%	3%	6%	3%	11%	22%	19%	17%	8%	8%	0%	0%
Farming	74	15%	8%	11%	9%	9%	11%	8%	9%	9%	7%	3%	0%
Hospitality e.g. cafes, restaurants, motel, pub	36	25%	6%	3%	6%	8%	6%	11%	8%	8%	8%	11%	0%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	11%	7%	5%	9%	10%	16%	10%	10%	7%	5%	9%	1%
Other	112	10%	5%	5%	12%	10%	13%	8%	17%	7%	4%	6%	3%
Monthly Electricity Payment													
Pay less than \$500 a month	329	10%	5%	7%	9%	9%	15%	10%	12%	7%	7%	8%	2%
Pay \$501-\$1,000 a month	83	12%	6%	8%	10%	7%	16%	14%	13%	6%	4%	4%	0%
More than \$1,000 a month	88	15%	6%	6%	6%	9%	14%	10%	13%	10%	7%	6%	0%
Electricity supplier													
Contact Energy	110	10%	4%	7%	9%	8%	18%	7%	12%	10%	6%	7%	1%
Genesis Energy	107	9%	7%	3%	9%	4%	15%	14%	17%	7%	7%	7%	1%
Mercury Energy	88	18%	8%	10%	8%	7%	14%	15%	7%	5%	5%	3%	1%
Meridian Energy	80	8%	4%	8%	10%	19%	16%	9%	6%	5%	8%	8%	1%
TrustPower	45	2%	0%	7%	7%	11%	9%	18%	13%	16%	9%	7%	2%
Other	74	16%	5%	7%	8%	8%	14%	7%	18%	4%	4%	8%	1%
Switched electricity supplier in past 24 months													
Not switched	385	10%	5%	7%	9%	9%	16%	11%	12%	8%	7%	5%	1%
Yes, switched	118	15%	4%	6%	8%	9%	12%	10%	13%	6%	4%	10%	3%
Electricity supplier same as gas supplier													
Yes	61	16%	3%	8%	7%	10%	28%	5%	11%	7%	0%	5%	0%
No, we have a different company supplying gas	66	14%	8%	8%	3%	14%	14%	14%	11%	8%	2%	11%	2%
Electricity as a percentage of total costs													
1% or less	173	11%	7%	10%	6%	10%	17%	11%	11%	6%	5%	6%	1%
2-5%	210	10%	4%	7%	10%	7%	14%	11%	13%	8%	7%	7%	1%
More than 5%	90	12%	4%	2%	10%	9%	14%	12%	11%	8%	8%	8%	1%

		Electricity suppliers (Using a 0-10 scale where 0 means 'not easy at all' and 10 means 'extremely easy' - how easy is it to switch suppliers for the following services?)												
		Base Count	Row N % 0 - Not easy at all	Row N % 1	Row N % 2	Row N % 3	Row N % 4	Row N % 5	Row N % 6	Row N % 7	Row N % 8	Row N % 9	Row N % 10 - Extremely easy	Row N % Unsure
All		504	5%	2%	3%	7%	9%	14%	10%	12%	11%	8%	13%	8%
Region	Auckland	130	7%	2%	2%	6%	8%	16%	11%	13%	11%	5%	13%	7%
	Wellington	62	0%	0%	3%	5%	5%	10%	11%	16%	18%	11%	15%	6%
	Other North Island	181	4%	1%	6%	10%	8%	12%	7%	11%	9%	9%	14%	9%
	Canterbury	65	9%	2%	2%	5%	9%	14%	14%	12%	12%	12%	8%	9%
	Other South Island	66	2%	3%	0%	6%	17%	20%	9%	5%	5%	6%	18%	9%
	1-5	371	5%	1%	3%	7%	9%	14%	10%	10%	12%	11%	7%	14%
Number of employees	6-10	66	3%	2%	5%	8%	11%	12%	6%	9%	12%	8%	17%	9%
	11-19	67	6%	3%	3%	7%	16%	16%	13%	12%	9%	9%	7%	7%
	Office based	113	5%	1%	4%	6%	20%	20%	7%	13%	13%	11%	8%	6%
	Manufacturing / Industrial / engineering	52	0%	4%	0%	8%	6%	12%	21%	12%	8%	10%	17%	4%
	Retail e.g. shops, dairies, mini-marts	36	3%	3%	6%	3%	19%	19%	14%	14%	8%	3%	11%	8%
	Farming	74	4%	0%	4%	19%	15%	11%	9%	8%	7%	5%	8%	9%
Business type	Hospitality e.g. cafes, restaurants, motel, pub	36	11%	0%	6%	6%	6%	11%	14%	6%	14%	0%	25%	3%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	81	6%	2%	0%	6%	7%	10%	6%	10%	11%	11%	17%	12%
	Other	112	4%	2%	4%	3%	13%	13%	7%	14%	11%	6%	14%	10%
	Monthly Electricity Payment	329	4%	2%	2%	5%	13%	13%	10%	12%	11%	8%	15%	9%
	Pay less than \$500 a month	83	5%	1%	8%	10%	12%	13%	4%	14%	8%	6%	12%	6%
	Pay \$501-\$1,000 a month	88	6%	2%	2%	13%	7%	17%	15%	8%	8%	8%	9%	6%
Electricity supplier	More than \$1,000 a month	110	4%	0%	3%	6%	12%	19%	10%	9%	6%	5%	19%	6%
	Contact Energy	107	5%	1%	4%	8%	11%	11%	10%	14%	15%	6%	7%	10%
	Genesis Energy	88	7%	3%	3%	8%	11%	11%	9%	15%	7%	9%	10%	6%
	Mercury Energy	80	4%	3%	4%	9%	14%	6%	9%	9%	15%	8%	13%	9%
	Meridian Energy	45	2%	4%	2%	9%	20%	7%	7%	7%	4%	9%	13%	16%
	TrustPower	74	5%	0%	3%	3%	4%	9%	15%	14%	14%	11%	18%	5%
	Other	385	5%	2%	4%	8%	11%	14%	10%	12%	8%	6%	11%	10%
	Switched electricity supplier in past 24 months	118	3%	1%	1%	4%	3%	13%	10%	11%	19%	13%	20%	2%
	Yes, switched	61	0%	0%	3%	11%	13%	16%	8%	18%	15%	7%	7%	2%
	Electricity supplier same as gas supplier	66	12%	0%	0%	6%	5%	17%	9%	6%	15%	11%	15%	5%
Electricity as a percentage of total costs	No. we have a different company supplying gas	173	6%	1%	2%	7%	6%	13%	9%	9%	12%	7%	20%	9%
	1% or less	210	2%	2%	4%	7%	10%	13%	11%	14%	9%	10%	11%	7%
	2-5%	90	2%	2%	4%	8%	20%	8%	12%	10%	10%	6%	8%	7%

	Banks (Using a 0-10 scale where 0 means 'not easy at all' and 10 means 'extremely easy', how easy is it to switch suppliers for the following service)												
	Base Count	0 - Not easy at all	1	2	3	4	5	6	7	8	9	10 - Extremely easy	Unsure
All	504	16%	8%	11%	10%	9%	13%	7%	6%	4%	4%	6%	7%
Region													
Auckland	130	20%	5%	10%	6%	8%	12%	8%	5%	8%	5%	6%	8%
Wellington	62	15%	6%	8%	16%	11%	8%	13%	5%	3%	0%	6%	8%
Other North Island	181	13%	9%	12%	10%	9%	13%	6%	8%	3%	6%	6%	7%
Canterbury	65	20%	6%	9%	8%	8%	17%	8%	8%	2%	3%	5%	6%
Other South Island	66	14%	12%	12%	12%	11%	17%	3%	5%	3%	2%	5%	6%
Number of employees													
1-5	371	15%	8%	9%	10%	10%	13%	6%	6%	4%	5%	6%	8%
6-10	66	21%	6%	12%	11%	8%	15%	8%	8%	5%	0%	3%	5%
11-19	67	19%	10%	15%	9%	3%	13%	12%	4%	1%	1%	4%	6%
Business type													
Office based	113	18%	7%	11%	10%	10%	18%	5%	4%	4%	4%	3%	6%
Manufacturing / industrial / engineering	52	19%	4%	8%	10%	10%	10%	12%	10%	2%	8%	8%	2%
Retail e.g. shops, dairies, mini-marts	36	17%	11%	14%	8%	6%	19%	6%	3%	0%	3%	3%	11%
Farming	74	14%	11%	12%	9%	9%	7%	4%	15%	5%	1%	7%	5%
Hospitality e.g. cafes, restaurants, motel, pub	36	14%	8%	17%	11%	8%	11%	6%	8%	3%	3%	8%	3%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	17%	9%	6%	11%	7%	11%	9%	6%	2%	4%	9%	9%
Other	112	14%	6%	11%	9%	10%	14%	8%	2%	6%	4%	5%	10%
Monthly Electricity Payment													
Pay less than \$500 a month	329	17%	6%	9%	10%	11%	13%	7%	5%	4%	5%	6%	8%
Pay \$501-\$1,000 a month	83	14%	12%	16%	8%	6%	12%	7%	7%	5%	1%	6%	5%
More than \$1,000 a month	88	15%	10%	13%	11%	5%	15%	7%	8%	1%	3%	6%	7%
Electricity supplier													
Contact Energy	110	16%	7%	14%	11%	9%	20%	2%	5%	4%	4%	5%	5%
Genesis Energy	107	18%	7%	7%	14%	10%	9%	10%	7%	4%	3%	6%	6%
Mercury Energy	88	20%	7%	9%	7%	8%	3%	9%	7%	7%	2%	11%	7%
Merdian Energy	80	5%	9%	11%	13%	13%	18%	5%	5%	3%	6%	3%	11%
TrustPower	45	20%	4%	9%	7%	4%	18%	7%	11%	4%	7%	4%	4%
Other	74	18%	12%	12%	4%	7%	12%	9%	4%	3%	4%	5%	9%
Switched electricity supplier in past 24 months													
Not switched	385	15%	6%	11%	11%	10%	14%	6%	7%	3%	4%	6%	6%
Yes, switched	118	18%	14%	8%	6%	5%	10%	9%	4%	7%	5%	4%	9%
Electricity supplier same as gas supplier													
Yes	61	11%	11%	8%	15%	5%	21%	3%	5%	5%	3%	8%	3%
No, we have a different company supplying gas	66	27%	5%	5%	17%	8%	6%	9%	8%	3%	3%	6%	5%
Electricity as a percentage of total costs													
1% or less	173	20%	5%	10%	10%	9%	11%	8%	6%	4%	3%	8%	6%
2-5%	210	13%	9%	12%	10%	9%	16%	8%	6%	2%	4%	4%	7%
More than 5%	90	13%	12%	10%	8%	9%	12%	3%	7%	8%	6%	4%	8%

Telecommunications (mobile) (Using a 0-10 scale where 0 means 'not easy at all' and 10 means 'extremely easy', how easy is it to switch suppliers the following services?)													
	Base Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	
		0 - Not easy at all	1	2	3	4	5	6	7	8	9	10 - Extremely easy	Unsure
All	504	7%	2%	6%	5%	6%	14%	9%	12%	10%	8%	14%	7%
Region													
Auckland	130	9%	2%	6%	2%	3%	15%	9%	11%	16%	8%	15%	5%
Wellington	62	2%	0%	5%	10%	6%	10%	5%	21%	10%	13%	15%	5%
Other North Island	181	7%	2%	6%	4%	7%	17%	9%	12%	7%	9%	14%	7%
Canterbury	65	11%	2%	5%	6%	11%	17%	9%	11%	9%	2%	6%	12%
Other South Island	66	3%	3%	6%	9%	6%	8%	14%	8%	8%	8%	21%	8%
Number of employees													
1-5	371	6%	2%	6%	5%	7%	16%	8%	11%	9%	8%	14%	8%
6-10	66	5%	0%	8%	8%	8%	8%	6%	14%	14%	8%	18%	6%
11-19	67	10%	1%	3%	4%	3%	10%	18%	13%	13%	7%	13%	1%
Business type													
Office based	113	5%	3%	7%	5%	5%	17%	4%	16%	12%	9%	12%	5%
Manufacturing / Industrial / engineering	52	4%	0%	0%	10%	6%	12%	13%	25%	6%	12%	12%	2%
Retail e.g. shops, dairies, mini-marts	36	3%	3%	6%	3%	8%	14%	11%	11%	14%	3%	11%	14%
Farming	74	4%	4%	7%	5%	7%	12%	14%	8%	4%	8%	16%	11%
Hospitality e.g. cafes, restaurants, motel, pub	36	19%	0%	3%	3%	3%	14%	14%	11%	6%	6%	19%	3%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	12%	1%	7%	5%	9%	12%	2%	5%	10%	9%	21%	6%
Other	112	4%	1%	5%	5%	6%	16%	12%	10%	14%	7%	12%	7%
Monthly Electricity Payment													
Pay less than \$500 a month	329	7%	2%	6%	6%	8%	14%	8%	11%	8%	9%	14%	8%
Pay \$501-\$1,000 a month	83	6%	2%	5%	6%	4%	17%	11%	16%	14%	5%	10%	5%
More than \$1,000 a month	88	7%	1%	6%	3%	5%	13%	14%	10%	10%	8%	19%	5%
Electricity supplier													
Contact Energy	110	6%	2%	4%	9%	9%	15%	10%	12%	5%	6%	16%	6%
Genesis Energy	107	7%	1%	4%	6%	7%	17%	8%	13%	9%	7%	15%	6%
Mercury Energy	88	9%	2%	6%	1%	5%	11%	10%	11%	18%	6%	14%	7%
Merdian Energy	80	6%	4%	10%	1%	6%	16%	11%	11%	5%	8%	10%	11%
TrustPower	45	2%	0%	4%	11%	7%	11%	4%	16%	11%	9%	16%	9%
Other	74	7%	1%	7%	5%	3%	14%	8%	9%	14%	15%	15%	3%
Switched electricity supplier in past 24 months													
Not switched	385	6%	2%	5%	6%	7%	15%	8%	12%	10%	6%	15%	7%
Yes, switched	118	8%	3%	6%	3%	3%	12%	14%	11%	10%	14%	12%	5%
Electricity supplier same as gas supplier													
Yes	61	3%	2%	5%	8%	10%	20%	7%	11%	11%	10%	13%	0%
No, we have a different company supplying gas	66	12%	2%	5%	5%	3%	12%	14%	9%	14%	9%	11%	6%
Electricity as a percentage of total costs													
1% or less	173	9%	2%	8%	6%	5%	8%	9%	8%	10%	12%	14%	8%
2-5%	210	5%	2%	5%	7%	7%	19%	9%	13%	9%	5%	17%	4%
More than 5%	90	4%	1%	3%	2%	7%	16%	10%	16%	11%	10%	10%	10%

Telecom municatons (broadband) (Using a 0-10 scale where 0 means 'not easy at all' and 10 means 'extremely easy', 'how easy is it to switch suppl for the following services?')													
	Base Count	0 - Not easy at all	1	2	3	4	5	6	7	8	9	10 - Extremely easy	Unsure
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	504	10%	4%	6%	8%	9%	16%	9%	9%	10%	5%	9%	6%
Region													
Auckland	130	12%	5%	5%	5%	7%	15%	9%	12%	12%	5%	8%	5%
Wellington	62	5%	2%	5%	5%	10%	16%	15%	16%	11%	3%	8%	5%
Other North Island	181	9%	5%	7%	8%	8%	16%	9%	7%	9%	9%	7%	6%
Canterbury	65	17%	0%	6%	11%	11%	17%	9%	6%	6%	2%	3%	12%
Other South Island	66	6%	5%	3%	9%	12%	15%	5%	5%	11%	3%	21%	6%
Number of employees													
1-5	371	10%	4%	6%	6%	9%	16%	9%	8%	9%	6%	9%	7%
6-10	66	6%	2%	9%	12%	11%	12%	8%	11%	12%	2%	12%	5%
11-19	67	10%	4%	1%	9%	4%	16%	12%	10%	13%	6%	6%	6%
Business type													
Office based	113	6%	7%	8%	6%	9%	17%	7%	13%	11%	5%	5%	5%
Manufacturin g / industrial /engineering	52	6%	4%	2%	13%	10%	12%	10%	19%	8%	10%	6%	2%
Retail e.g. shops, dairies, mini-marts	36	3%	3%	3%	11%	11%	17%	6%	6%	14%	0%	14%	14%
Farming	74	14%	5%	7%	7%	12%	16%	12%	5%	3%	7%	4%	8%
Hospitality e.g. cafes, restaurants, motel, pub	36	28%	3%	0%	6%	3%	17%	8%	3%	8%	8%	14%	3%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	12%	2%	5%	7%	7%	16%	4%	5%	12%	6%	16%	6%
Other	112	7%	2%	7%	6%	9%	16%	14%	8%	13%	3%	8%	7%
Monthly Electricity Payment													
Pay less than \$500 a month	329	9%	4%	6%	7%	9%	15%	9%	9%	9%	5%	10%	8%
Pay \$501-\$1,000 a month	83	11%	4%	6%	10%	7%	19%	8%	8%	12%	6%	4%	5%
More than \$1,000 a month	88	13%	6%	3%	7%	9%	16%	10%	9%	8%	6%	10%	3%
Electricity supplier													
Contact Energy	110	11%	5%	4%	6%	13%	15%	11%	4%	6%	6%	14%	6%
Genesis Energy	107	11%	2%	7%	10%	7%	17%	11%	10%	10%	4%	5%	6%
Mercury Energy	88	10%	8%	1%	6%	9%	10%	10%	15%	11%	5%	9%	6%
Meridian Energy	80	9%	5%	9%	4%	8%	26%	8%	9%	8%	1%	8%	8%
TrustPower	45	4%	0%	9%	18%	7%	16%	4%	7%	7%	7%	11%	11%
Other	74	9%	3%	7%	5%	8%	12%	7%	9%	18%	11%	7%	4%
Switched electricity supplier in past 24 months													
Not switched	385	10%	4%	6%	8%	9%	16%	9%	8%	10%	5%	10%	6%
Yes, switched	118	10%	5%	3%	7%	8%	15%	11%	11%	9%	7%	5%	8%
Electricity supplier same as gas supplier													
Yes	61	7%	7%	2%	10%	8%	23%	7%	10%	15%	3%	8%	2%
No, we have a different company supplying gas	66	18%	3%	9%	6%	5%	14%	8%	9%	12%	5%	8%	5%
Electricity as a percentage of total costs													
1% or less	173	10%	2%	9%	8%	8%	12%	8%	8%	9%	7%	11%	8%
2-5%	210	9%	5%	5%	8%	10%	18%	11%	11%	9%	4%	8%	4%
More than 5%	90	7%	4%	2%	6%	11%	20%	8%	8%	12%	6%	8%	9%

Telecommunications (landline) (Using a 0-10 scale where 0 means 'not easy at all' and 10 means 'extremely easy', how easy is it to switch suppliers the following services?)													
	Base Count	Row N % 0 - Not easy at all	Row N % 1	Row N % 2	Row N % 3	Row N % 4	Row N % 5	Row N % 6	Row N % 7	Row N % 8	Row N % 9	Row N % 10 - Extremely easy	Row N % Unsure
All	504	9%	3%	6%	7%	9%	14%	10%	10%	10%	5%	10%	7%
Region													
Auckland	130	12%	2%	6%	8%	5%	15%	8%	12%	13%	5%	8%	5%
Wellington	62	6%	3%	2%	6%	13%	16%	13%	16%	8%	2%	10%	5%
Other North Island	181	9%	4%	7%	6%	10%	13%	12%	9%	7%	7%	10%	7%
Canterbury	65	15%	2%	5%	8%	9%	14%	11%	6%	12%	2%	3%	14%
Other South Island	66	2%	3%	8%	8%	8%	15%	5%	9%	9%	8%	23%	5%
Number of employees													
1-5	371	10%	3%	7%	6%	9%	15%	10%	9%	9%	5%	10%	7%
6-10	66	8%	2%	8%	9%	9%	11%	5%	12%	14%	3%	14%	8%
11-19	67	9%	6%	0%	9%	7%	12%	13%	13%	10%	6%	9%	4%
Business type													
Office based	113	7%	4%	7%	6%	6%	19%	7%	12%	12%	6%	6%	5%
Manufacturing / Industrial engineering	52	4%	6%	0%	13%	6%	10%	12%	25%	10%	2%	8%	6%
Retail e.g. shops, dairies, mini-marts	36	6%	3%	6%	8%	11%	14%	11%	11%	11%	0%	11%	8%
Farming	74	8%	4%	8%	7%	12%	12%	11%	8%	7%	7%	7%	9%
Hospitality e.g. cafes, restaurants, motel, pub	36	28%	0%	3%	3%	6%	14%	6%	8%	8%	6%	17%	3%
Operate mainly offsite e.g. builder, plumber, electrician, transport	81	14%	1%	10%	5%	7%	12%	7%	1%	10%	6%	20%	6%
Other	112	7%	2%	4%	7%	12%	14%	14%	9%	9%	4%	8%	9%
Monthly Electricity Payment													
Pay less than \$500 a month	329	9%	3%	7%	7%	9%	14%	9%	10%	9%	5%	10%	9%
Pay \$501-\$1,000 a month	83	10%	2%	6%	10%	8%	16%	14%	7%	10%	5%	8%	4%
More than \$1,000 a month	88	9%	5%	3%	5%	9%	15%	8%	14%	11%	5%	14%	3%
Electricity supplier													
Contact Energy	110	7%	3%	6%	6%	10%	17%	9%	9%	6%	4%	15%	6%
Genesis Energy	107	9%	6%	2%	8%	10%	15%	15%	8%	10%	4%	7%	6%
Mercury Energy	88	15%	3%	3%	9%	3%	15%	9%	14%	11%	5%	6%	7%
Meridian Energy	80	9%	1%	11%	4%	9%	15%	11%	9%	10%	4%	9%	9%
TrustPower	45	2%	0%	9%	11%	9%	9%	7%	7%	7%	11%	16%	13%
Other	74	11%	3%	7%	4%	11%	11%	5%	14%	14%	7%	11%	4%
Switched electricity supplier in past 24 months													
Not switched	385	9%	2%	6%	6%	10%	14%	10%	10%	10%	5%	10%	7%
Yes, switched	118	12%	6%	4%	8%	4%	16%	9%	10%	9%	4%	9%	7%
Electricity supplier same as gas supplier													
Yes	61	5%	7%	3%	7%	11%	25%	7%	11%	13%	2%	10%	0%
No, we have a different company supplying gas	66	21%	3%	9%	5%	6%	12%	12%	8%	6%	6%	9%	3%
Electricity as a percentage of total costs													
1% or less	173	11%	3%	6%	6%	10%	13%	10%	6%	9%	5%	12%	8%
2-5%	210	7%	2%	7%	9%	8%	15%	11%	12%	10%	5%	10%	4%
More than 5%	90	9%	3%	2%	4%	10%	18%	7%	11%	11%	8%	7%	10%

