

Shopping Around for Electricity Retailers

*A Quantitative Study
among the General Public*

February 2013



AUCKLAND • WELLINGTON • SYDNEY

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Objectives and method

1.1 Background

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

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

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

A baseline survey was conducted in January 2011 to measure consumer switching awareness and behaviour. It was repeated in early 2012. Subsequent research highlighted that if consumers shop around for retailers this puts similar pressure on retailers to improve their offerings. The latest research was conducted in early 2013 and continued to track key indicators on switching behaviour while also exploring whether consumers were shopping around for deals from retailers. The survey also includes additional questions which measure the impact of the What’s my number advertising campaign that was launched in 2011 to encourage people to shop around for electricity.

1.2 Method

This report is based on results from a telephone survey among a nationally representative sample of those aged 18 years and over who had either responsibility for paying the household electricity bill or who had a say in deciding who their electricity retailer was. The sample size was n=1000 and fieldwork was carried out from the 31st January to 10th February 2013. The margin of error for a 50% figure at the 95% confidence level for a sample size of 1000 is plus or minus 3.1%.

Key demographic data of the sample for the general public survey is appended to the end of this report.

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

Segmentation: Cluster analysis

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

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

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

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

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

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

1.3 Appendices

A separate document, Appendices, contains the questionnaire and supplementary cross-tabulation tables.

A qualitative stage was also conducted prior to the quantitative research, this is fully reported in a separate qualitative report 'The What's My Number Campaign - Qualitative research among residential customers and small and medium enterprises'.

A separate quantitative study was also conducted among small to medium enterprises, this is fully reported in a separate quantitative report 'Shopping Around for Electricity Retailers – A Quantitative Study among Small and Medium Enterprises'.

Executive summary

■ Overview

The What's My Number campaign and visitation to the price comparison websites show a stronger link to switching in the latest monitor. While there has been a decline in the proportion of those switching due to approaches from power companies, the number of switchers has remained steady. This is partly due to an increase in those that have switched as a result of visiting price comparison websites (whatsmynumber.org.nz and powerswitch.org.nz), facilitated by an increase in awareness of the What's My Number campaign.

Despite these changes, the proportion of those that switch remained relatively constant. This may be because consumers mainly switch when prompted by perceived high prices or poor service, yet large proportions of respondents were relatively happy with their current supplier on these points. Complacency also plays a role, with only a third of respondents reporting they were likely to shop around for the best power deal.

Similar to 2012, there were two strategies that were clearly seen as more effective in encouraging switching – an 'independent website that compares the prices of different power companies' and 'advice from a consumer's advocate like Fair Go or Consumer NZ'. Evolving the What's My Number campaign to encourage repeat visitation, show the real benefits of shopping around, and reinforcing the independence of the site and link to Consumer NZ will encourage continued usage of the website and ultimately switching and shopping behaviour.

The fact that a large majority believe it is worthwhile to review whether they are on the best deal, yet a majority fail to do so, indicates that messages need to emphasise that real gains can be made from shopping around, and that it is easy to do.

■ Switching remains steady

The number of those who have switched retailer in the past two years remains steady, decreasing slightly from 31% to 30%. The number of times consumers have switched also remains relatively unchanged with 86% having switched once (up 2% on 2012), 12% having switched twice (down 1%) and 2% having switched at least three times (down 1%).

■ Switching mainly dependent on retailer approaches but comparison websites becoming increasingly important

On the most recent occasion consumers switched, just under half (49%, down 8% from 2012) did so as a result of being approached by another company while 15% directly approached another company (unchanged from 2012). Those that switched companies as a result of finding a better deal online using a price comparison website increased to 26% (up 5%).

■ Steady incidence of approaches from retailers to consumers

The number of retailer approaches to consumers remains very similar to 2012 and significantly higher than 2011. In 2013, a minority (29%, down 1%) had not been approached by a retailer in the past two years while 68% had been approached by at least one company during that period with almost one fifth (19%) being approached by three or more companies.

■ Reasons for switching remain largely financial with moving house and price comparison websites lower level factors

The reasons for switching largely related to financial factors with 30% being personally approached by a power company with a better deal, 29% mentioning a high bill from their previous retailer and 25% being offered a financial incentive from the power company. At lower levels, moving house (8%) and visiting a price comparison website (5%) were cited as reasons for switching.

■ Lack of motivation to shop around even though most think reviewing their deal would be worthwhile

A large majority (81%) think it would be worthwhile to review which company could offer them the best deal and a similar number (85%) think an annual review would be best. Even so, only a third (32%) report they are likely to shop around. This discrepancy may be partly explained when taking into account only one in five believe they would still be on the best deal one year after switching.

■ Independent website and advice from consumer advocate most effective strategies to encourage switching

Of 13 strategies to encourage switching, two were rated as significantly more effective than the others on a 1-5 scale where 1 meant 'very effective' and 5 'not at all effective'. Over half (53%) rated 'an independent website that compares the prices of different power companies' and 'advice from a consumer's advocate like Fair Go or Consumer NZ' as effective. Only 24% and 22% respectively rated these as ineffective.

■ Hard copy information, a price comparison website and inclusion in an energy efficiency campaign seen as most useful ways of providing price comparisons

Information in their power bill was rated the most useful way to compare electricity prices (47% rated as useful, 7-10 on a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful'), closely followed by; including it as part of the information given when moving homes (46%), an independent consumer website (45%) and as part of a campaign that promotes energy efficiency (44%).

- **High awareness of What's My Number campaign and visits to whatsmynumber.org.nz website increase, visits to powerswitch.org.nz down slightly**

Four in five respondents (82%) declared they were aware of the What's My Number campaign after being prompted with a description of it, a significant increase of 11% from last year. Visitations to the website also increased to 30% (up 6%). Visits to the Consumer NZ website powerswitch.org.nz fell by 3%, returning to the 2011 figure of 14%¹.

- **Around half of visits to websites do not lead to switching**

Although it is not possible to switch power companies using the whatsmynumber.org.nz site, those who visited it were asked what action they took after they had visited the site. Half of those that visited the whatsmynumber.org.nz site took no further action and did not intend to switch in the next year while almost a quarter (24%) switched after their visit.

The powerswitch.org.nz website had more respondents switch after visiting (29%), but the whatsmynumber.org.nz site caused a higher level of speculation with 21% considering switching or intending to in the next 12 months after their visit (compared to 13% for powerswitch.org.nz).

- **Information with power bill, text messages with cheaper deals, and a television ad most likely to encourage visitation to website**

Of a range of channels tested, information with their electricity bill (47% rated as useful, 7-10 on a 0-10 scale where 0 means 'not at all useful' and 10 means 'very useful') was rated the most useful method for encouraging people to visit a price comparison website, followed by an email or text message when a cheaper deal was available (37%), and a television ad (34%).

- **Satisfaction with the performance of power companies is steady**

Consumer satisfaction with their power company has remained steady in the past 12 months across most measures. The measure with the highest level of satisfaction was 'general overall service', which had 65% of respondents satisfied (down 2%). This was followed by 'conducting actual meter readings not estimates' of which 60% (unchanged) were satisfied.

Just under half (49%, up 1%) were satisfied with the 'provision of extra services like on-line power usage information, FlyBuys or other loyalty rewards' and 48% with 'value for money', which also had the largest change from 2012 – a slight decrease of 3%. The lowest level of satisfaction was for 'its commitment to your community', which under a third (31%, down 1%) of respondents were satisfied with.

¹ The 2011 question asked was 'Have you visited powerswitch.org.nz?' and in 2012 the question asked was 'Have you visited another consumer price comparison website called Powerswitch?'

Consumer segments

Five consumer segments were identified in the previous rounds of research based on analysis of respondents' attitudes, traits, demographic profile, media preferences and propensity to switch.

Three of the segments remain almost unchanged in the latest results; Bargain Hunters (12% of the population, up 1%), Battler Mums (22%, down 1%), and Affluent Time-poor Sceptics (26%, up 2%). The Generation Y segment decreased by 7% to 17%, while the Old, Status Quo increased by 5% to 23% (both reverting back to 2011 levels).

In past waves of research, Bargain Hunters and Generation Y have been the two segments most positively impacted by the What's My Number campaign. In the latest results, both Battler Mums and Affluent Sceptics are recording visitation to the website in line with other segments which appears to indicate that the campaign is making some headway with these audiences. Visitation remains low across the Old, Status Quo segment.

**Bargain
Hunters**
12%



Bargain Hunters are the most likely to switch power suppliers and shop around for the best deals. They are more likely to be male, aged between 30-44 years, and have dependent children.

Bargain Hunters are supporters of the price comparison websites recording the highest visitation to both whatsmynumber.org.nz and powerswitch.org.nz. The best ways to encourage visitation to the site are: information in a power bill, an email or text message when a cheaper deal is available, an 0800 number, a television advertisement, and an email or text reminder to visit the site.

Gen Y
17%



Gen Y are technically savvy and socially connected but feel under financial pressure. They are more likely to be female, aged 18-29 years of age, earning less than \$40,000 a year, and to never have been married.

Gen Y are the second most likely to have switched suppliers (33% compared with 30% of all). They are open to a better deal but are not actively looking with the perceived time and effort to explore options appearing to be a bit of a stumbling block for this segment.

This segment were more likely to have visited the whatsmynumber.org.nz site but were no more likely to have visited powerswitch.org.nz which may indicate that potential savings were not sufficient to continue onto powerswitch.org.nz or that this site was considered too time consuming. The best ways to encourage visitation to the site are: information in a power bill, an email or text message when a cheaper deal is available, and a television advertisement.

**Battler
Mums**
22%



Battler Mums show a lack of confidence and are more likely to seek a second opinion before making a decision. While they say they are under financial pressure, they are unlikely to chase small savings. They are more likely to be female, aged between 30-44 years of age, to have dependent children, and to be married.

Battler Mums were the third most likely to have switched over the past two years (31% compared to 30% of all). Like Gen Y, they are open to a cheaper deal but are not actively looking. They need to be convinced about the savings that can be made and also that switching is easy to do.

Battler Mums are more likely to have seen the What's My Number campaign and slightly more likely to have visited the website. The best ways to encourage visitation to the site are: information in a power bill, an email or text message when a cheaper deal is available, and a television advertisement.

**Affluent,
Sceptics
26%**



Affluent Time-Poor Sceptics are more likely to be well read, technically savvy, and less price sensitive. They are unlikely to switch companies unless they experience poor service or see a sharp price rise.

This segment recorded the same level of switching as Battler Mums with 31% (compared with 30% of all) claiming to have switched over the past two years. However, they are much more sceptical that there are lasting benefits from switching supplier.

Affluent Sceptics are more likely to have seen the What's My Number campaign and slightly more likely to have visited both the whatsmynumber.org.nz and powerswitch.org.nz website. The best ways to encourage visitation to the site are: information in a power bill, an email or text message when a cheaper deal is available, and a television advertisement.

**Old,
Status
Quo
23%**



Old, Status Quo don't like change and like to stick with companies they know. They are more likely to be on low incomes, aged 60 years or more, and be a widow or widower.

Old, Status Quo are the least likely to have switched (22% compared to 30% of all). They are much less likely to shop around for the best deal or believe it is easy to switch and that money can be saved by switching.

This segment was the least likely to have visited either the whatsmynumber.org.nz or powerswitch.org.nz website. The best ways to encourage visitation to the site are: information in a power bill, provision of a 0800 number, a flyer in the mail, and a television advertisement.

Industry comparisons

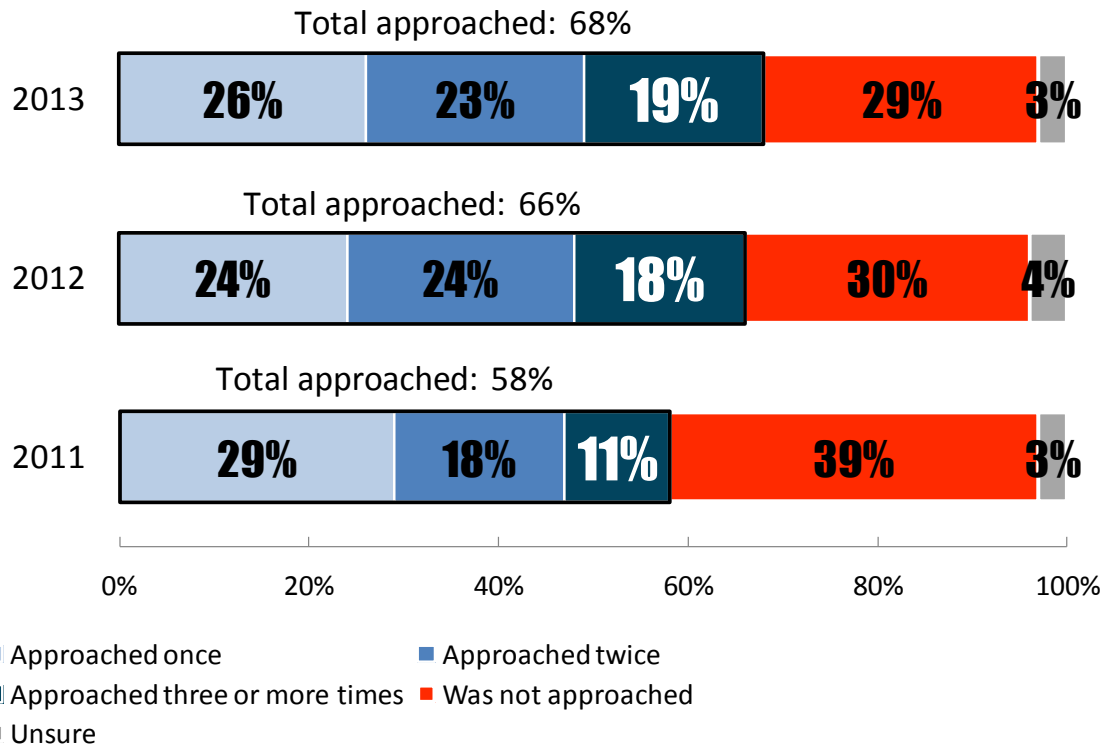
Power companies were rated similarly to other industries on competitiveness (64% rated as competitive, 5-10 on a 0-10 scale where 0 means 'not competitive at all' and 10 means 'extremely competitive') but behind broadband providers (67%). However, power companies (74%) were positively perceived for ease of switching ahead of mobile phone providers (68%), landline providers (64%), broadband providers (58%) and banks (56%).

Retailer and consumer activity

3.1 Retailer activity

■ Competition remains strong

Aggressive competition was still evident this year with 68% of households nationwide approached by power companies about switching in the past two years (up 2%). The incidence of being approached was similar to 2012 with just over a quarter (26%) approached once, 23% approached twice and 19% approached three or more times.



There was a trend whereby older people were more likely to be approached than younger people. In 2013, just under a quarter (24%, down 11%) of those over 60 had not been approached compared with 38% (up 11%) of those under 30 years old.

- Retailer activity lower in provincial areas

Retailer approaches have either increased or remained steady across most regions this year. Provincial areas still had the lowest rates of retail approaches with 38% having not been approached by any retailer in both the North and South Island provincial areas (unchanged in the North, up 7% in the South). Those in Auckland and Wellington were most likely to have been approached, with only 18% (down 9%) in Auckland and 23% (down 1%) in Wellington having not been approached.

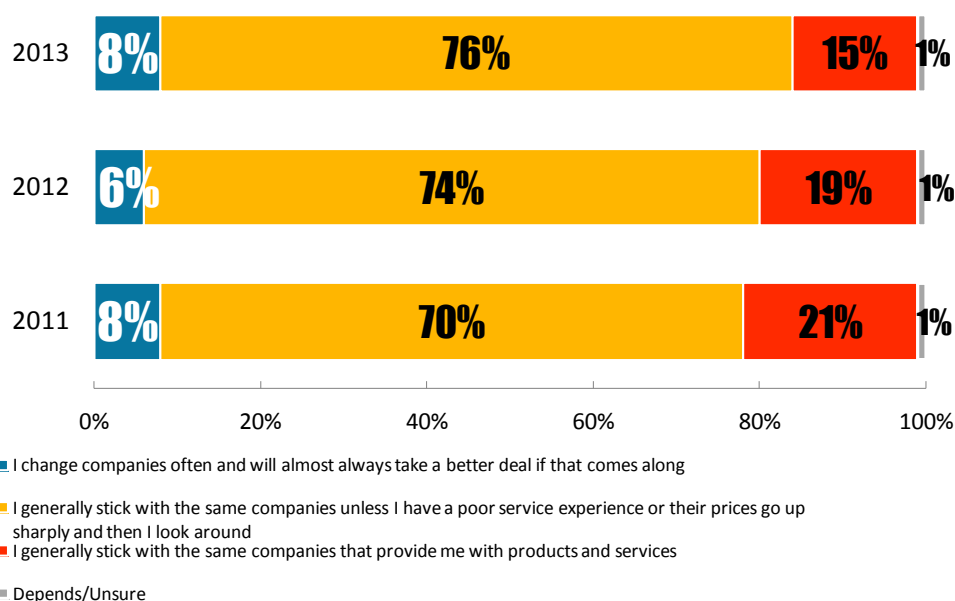
Similar to last year, Contact Energy customers were least likely to have been approached with 36% (down 2%) reporting they had not been approached. Mercury Energy customers were the most likely with only 19% (down 4%) having not been approached.

As has been the case for the previous two years, there was no evidence to show that retailers were targeting approaches to high power users.

3.2 Consumer activity

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

As with previous years, most households (76%) said they agree with the statement 'I generally stick with the same companies unless I have a poor service experience or their prices go up sharply and then I look around'. Those that agreed with the statement 'I generally stick with the same companies that provide me with products and services' continued to decline slightly to 15% (down 4%). A minority agreed with the statement 'I change companies often and will almost always take a better deal if that comes along' (8%).



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

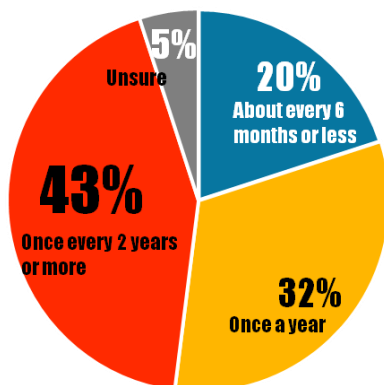
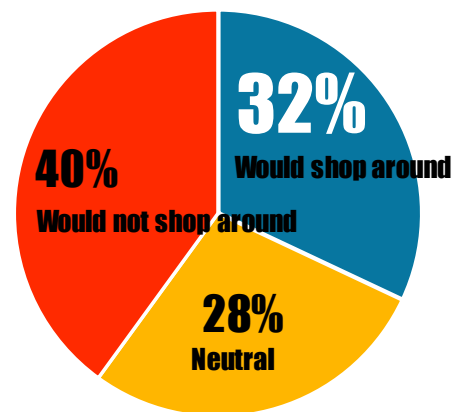
The main variables related to consumer switching remained the same as those found in 2012. There was a general trend of older respondents preferring to stick with the same companies and younger respondents being more open to switching. Those over 60 (26%) were significantly more likely to stick with the same companies than any other age bracket and those under 30 were the least likely (10%).

There was a similar trend for household income, with those on lower incomes being more likely to stick with the same companies. Only 10% of those with household incomes of more than \$70,000 believed they generally stick with the same companies compared to 25% of those with household incomes of \$30,000 or less. Furthermore, those that spend less than \$100 a month on their power bill were also more likely to stick with the same companies (25%) compared to those that are paying more (4% for those who pay more than \$300 per month).

TrustPower continues to have the largest proportion of respondents least likely to change with 24% preferring to stick with the same companies, compared to 15% of Contact and Mercury customers, 14% of Genesis and 13% of Meridian Customers.

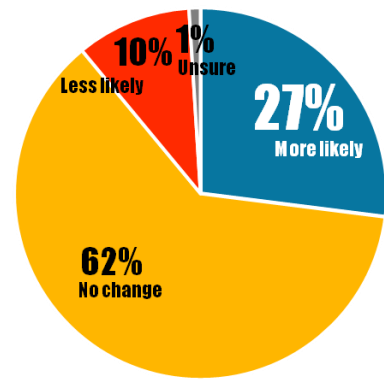
■ Larger proportion not likely to shop around for best deal but large minority eager

Two fifths of respondents were unlikely to shop around for the best power deal with those over 60 (51%) being significantly more unlikely to shop around. Additionally, a large minority (28%) were neutral towards the idea of shopping around. There were no differences in demographics for those that claimed they were likely to shop around for the best power deal (32%).



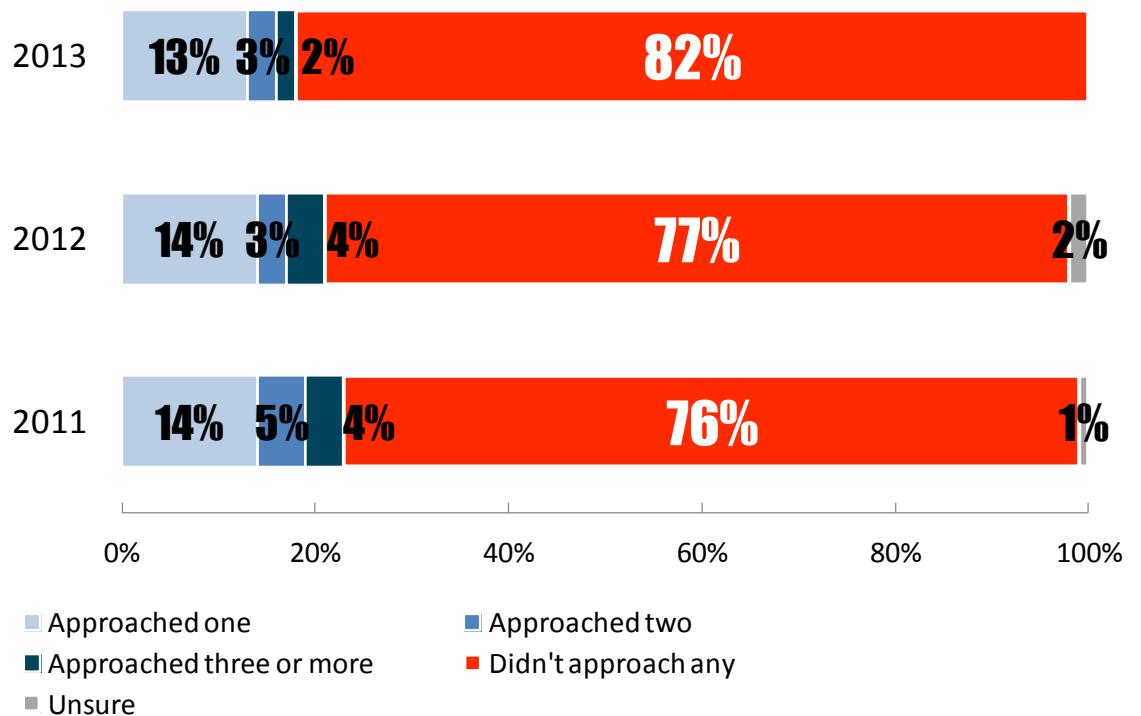
Of those that reported they were likely to shop around for the best deal or neutral towards the idea the most common frequency of reviewing which companies had the best deal was once every two years or more (43%) followed by once per year (32%); a smaller proportion (20%) reviewed every six months or less.

The majority thought their level of motivation to seek out the best power deal had not changed in the past two years (62%). Over a quarter (27%) thought they were more likely to seek a better deal and 10% thought they were less likely.



■ Approaches to retailers

There was a slight decrease in the number of those who said they had approached a retailer about switching in the past two years with 82% saying they had not made an approach (up 5%) and 18% stating they had.



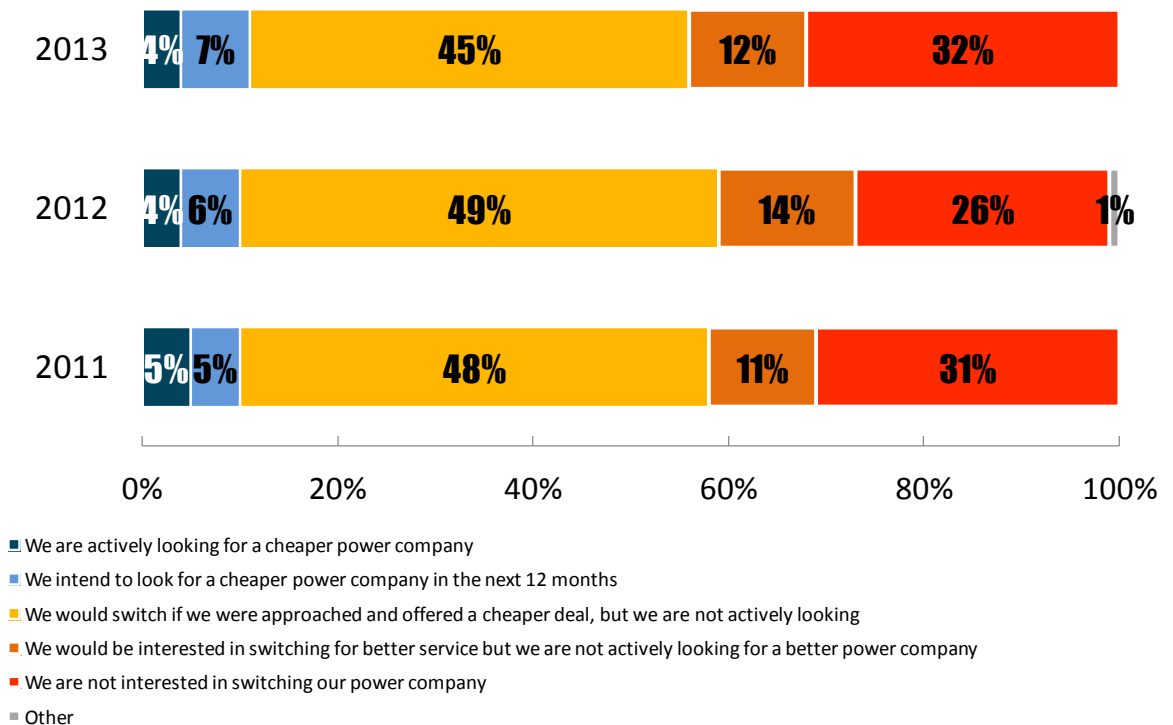
- Younger consumers more likely to approach retailers about switching

Although the number of approaches has decreased from 2012, the trends were similar. Younger people were more likely to approach retailers, with 23% of those under 30 having approached at least one in the past two years compared to 17% of those aged 45-59 and 8% of those over 60. Those with higher electricity bills were also slightly more likely to be proactive with 18% of those paying more than \$300 a month approaching retailers compared to 13% of those paying less than \$100 a month.

Mercury Energy was the only company whose customers were significantly less likely to approach other retailers (12% declared they had approached other retailers). Customers of Meridian Energy were the most likely to have approached other retailers (23%).

■ Attitudes remain consistent; switching potential stays high

Attitudes to switching have remained relatively consistent from 2011. The largest proportion of respondents declared they were prepared to switch for a cheaper deal but were not actively looking (45%, down 4%), again highlighting the potential to increase switching. However, those not interested in switching have increased to 32% (up 6%).



- Age, monthly power bill and gender links to attitudes

The two main trends concerning consumer attitudes to switching power companies involved age and the monthly spend on power. Older respondents and those with a low monthly power bill were less likely to be interested in switching; 45% of those over 60 were not interested in switching power companies compared to 27% of those between 30 and 44 years of age and 29% of those under 30. Furthermore, 43% of those whose power bill was under \$100 were content to remain with their current company compared to 28% of those whose power bill was over \$300 per month.

Gender also had a significant link to attitude with 36% of females not interested in switching companies compared to 28% of males.

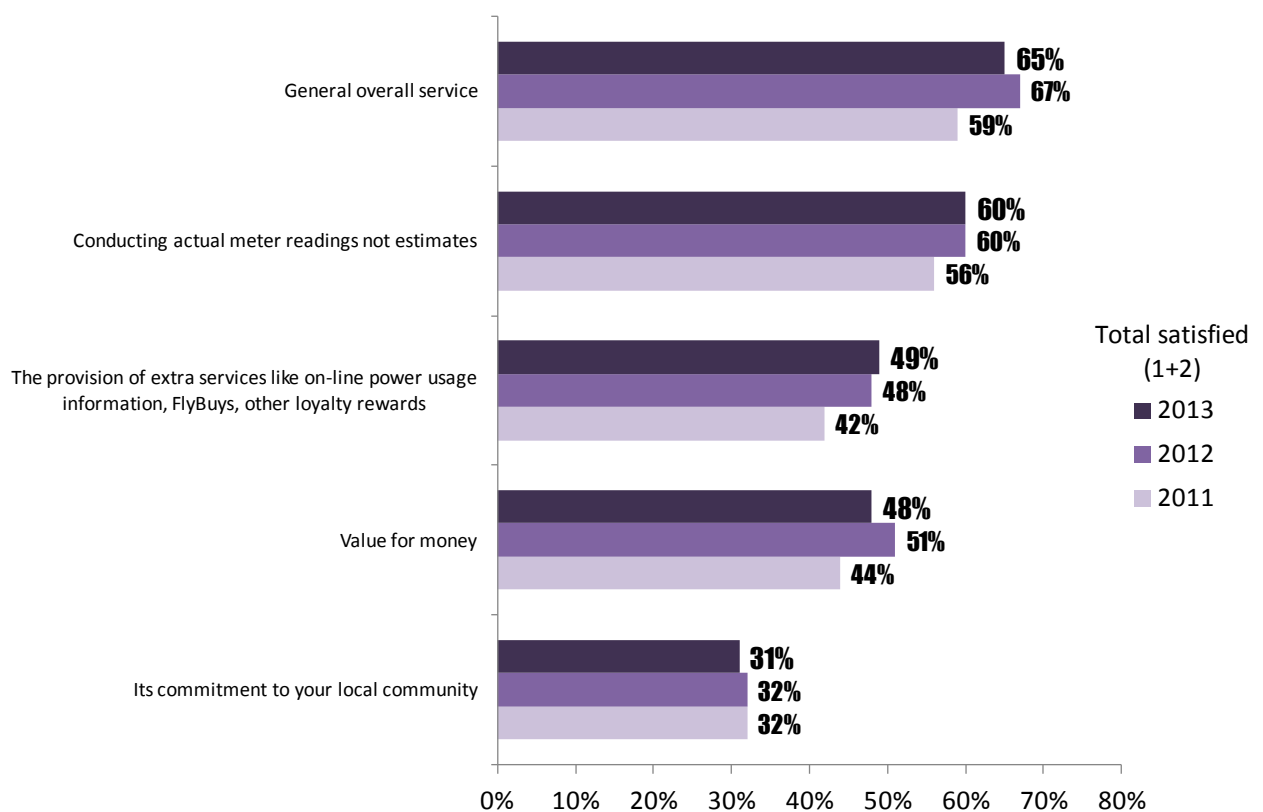
Among the major retailers, TrustPower customers were significantly more likely to state they were not interested in switching (48%) and Contact customers were the least likely (24%). Following this, 52% of Contact customers reported they would switch if approached with a cheaper deal compared with a third of TrustPower customers.

3.3 Satisfaction with power companies

■ Satisfaction with power companies remains steady

Consumers' satisfaction with their power company has remained steady from 2012 with changes of no more than 2% for four of the five measures. The largest change was for 'value for money', which decreased in satisfaction by 3% to 48% in 2013.

The measure with the highest level of satisfaction was 'general overall service' at 65% (down 2%), followed by 'conducting actual meter readings not estimates' at 60% (unchanged). The only increase in satisfaction was for 'provision of extra services like on-line power usage information, FlyBuys or other loyalty rewards' by a negligible 1% to 49% and the measure 'its commitment to your community' also changed by 1%, decreasing to 31%.



A few general trends emerged across the measures of satisfaction. Females, older respondents and those with cheaper monthly power bills (under \$100) were all more likely to be satisfied across any given measure. Those with expensive bills (over \$300 a month) were less likely to be satisfied.

- **General overall service influenced by monthly power bill, gender and age**

Respondents whose power bill amounted to less than \$100 per month were most satisfied with the 'general overall service' of their power company (75%) and those whose bill was over \$300 per month were the least satisfied (46%). Females and those aged over 60 were more likely to report being very satisfied (36% and 43% respectively). Unlike 2012, there were no significant differences in satisfaction between power companies for this measure.

- **Conducting actual meter readings, not estimates influenced by monthly power bill, age, region and retailer influence**

Those whose power bills were less than \$100 per month were more likely to be very satisfied (48%) with 'actual meter readings, not estimates' and 66% of them were satisfied overall. Those whose power bills were over \$300 were less likely to be satisfied with 51% reporting satisfaction overall. Respondents aged over 60 were also more likely to be satisfied (66%).

Those in Auckland were less likely to be satisfied (52%) when compared to the other regions (62%-64%). Additionally, customers of Contact Energy were less likely to be satisfied with conducting actual meter readings (50%) and those from Genesis and Mercury were more likely to be very satisfied (44% of customers from both were very satisfied and 61% and 62% respectively were satisfied overall).

- **Provision of extra services influenced by gender, age and monthly power bill**

Females (52%) were somewhat more satisfied with their retailer than males (46%) with respect to the provision of extra services. Younger respondents under 30 were also more satisfied (61%), although there were no significant differences between the older age groups (ranging from 47% to 49%).

As with other measures of satisfaction, those with cheaper monthly power bills were more satisfied than those with higher bills (53% of those with bills less than \$100 a month were satisfied compared to 35% of those with bills greater than \$300 a month). Mercury and Meridian customers were least satisfied with this measure (42% and 43% respectively).

- Value for money influenced by monthly power bill, time since switching power company, gender and age

Those who spend the most on their power bill (over \$300 a month) were significantly more likely to be dissatisfied with the 'value for money' from their retailer (36% dissatisfied). Following this, those with cheaper power bills were more likely to be satisfied with the value for money – 55% of those with power bills under \$100 a month were satisfied compared to 31% of those whose power bills were over \$300 a month.

Those who had changed power suppliers in the past two years were also more likely to be satisfied (54%) compared to those who had not (44%). Females and those aged over 60 were more likely to report being very satisfied (24% and 28% respectively, with 50% and 51% reporting satisfaction overall).

- Its commitment to your local community influenced by monthly power bill, time since switching power company, region and power company

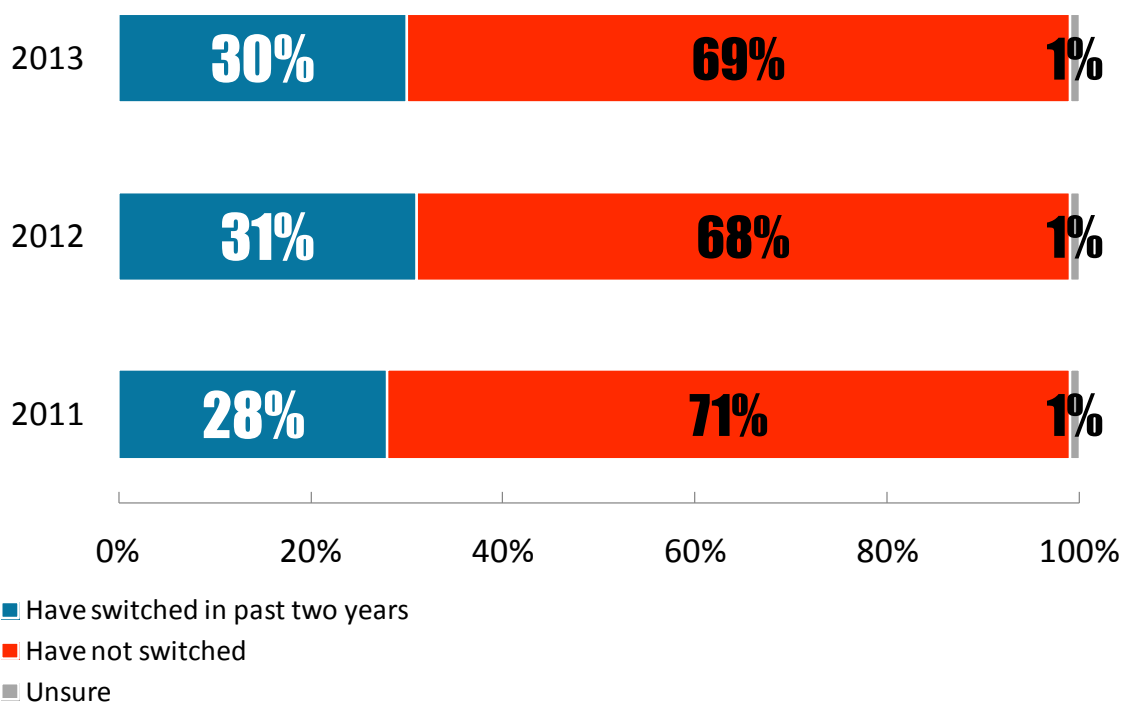
Those who spend more than \$300 a month were least satisfied with their retailer's commitment to the local community with 15% satisfied compared to 33% of those who spend \$100 or less a month. Additionally, those who had switched retailer in the past two years were slightly less satisfied (22%) on this measure than those who had not (34%).

Those in the North Island provincial regions were far more likely to be satisfied (40%) followed by the South Island provincial regions (33%). Auckland (26%), Christchurch (26%) and Wellington (16%) were less satisfied. TrustPower customers continue to rate their retailer highest (54% satisfied) with the four other major retailers rated between 22% and 31%.

Switching and shopping behaviour

4.1 Switching and its frequency

Consistent with previous years, most respondents had not switched power companies in the past two years (69%, up 1%) and 30% (down 1%) had. Switching remained highest in Christchurch (38%, down 10%) followed by the provincial South Island area (35%); it was lowest in the provincial North Island (27%, up 3%).



Similar to 2012, Meridian customers were far more likely to have switched (41%, up 2%) and TrustPower customers were the least likely (19%, up 2%). In contrast to 2012, the amount spent monthly on power had no influence on whether respondents had switched in the past two years.

The vast majority (86%) of those who had switched in the past two years only did so once. These results are almost identical to previous years.

4.2 Shopping around

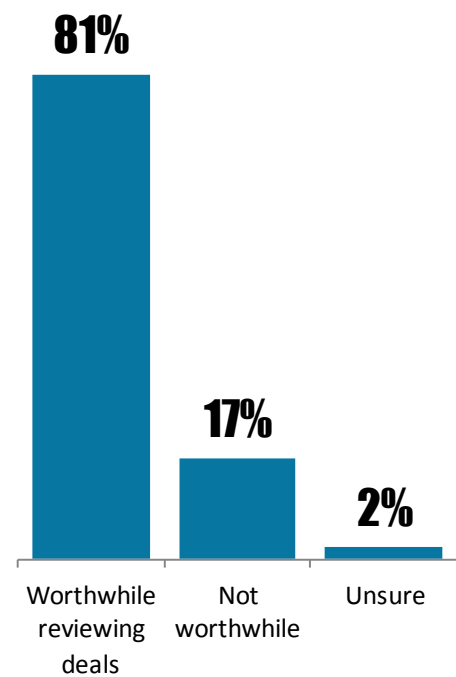
- Majority believe it is worthwhile to review best deal; influenced by age, monthly bill, power company and switching history

While around a third had switched companies in the past two years, a majority of respondents believe it is worthwhile reviewing which power company can offer the best deal (81%, up 1%).

Those aged over 60 were far less likely to believe it was worthwhile reviewing for the best power deal (64%) than any other age group (ages 18-59 ranged from 84%-88%). Those whose power bills were less than \$100 a month were also less likely to believe it was worthwhile (70%) than those with higher bills (84% of those whose bills were greater than \$300 thought it was worthwhile).

Additionally, TrustPower customers (74%) were less likely to believe it was worthwhile to review deals than customers of other major companies (79%-85%).

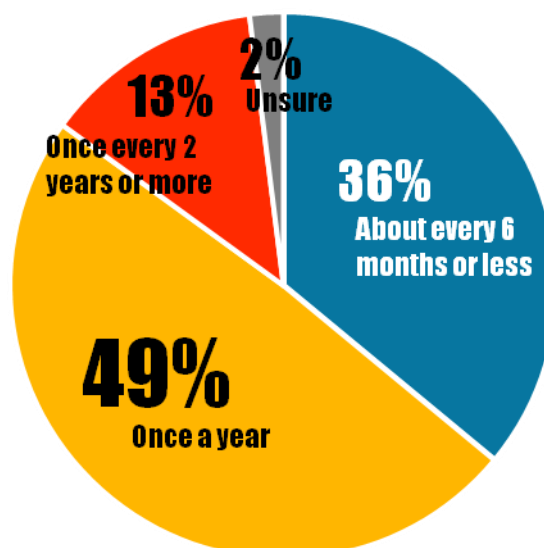
Those that had switched power companies in the past two years were significantly more likely to believe it worthwhile to review deals (91%) compared to those that had not (76%). These results are similar to 2012.



■ Most favour reviewing annually or less frequently

Of those that believe it is worthwhile reviewing power deals, almost half (49% same as in 2012) thought that once annually would be adequate and 13% (11% in 2012) believed a longer timeframe of once every two years or more was best. A large minority (36%) believed a shorter timeframe of every six months or less was better (down 2% from 2012).

Females were more likely to suggest reviewing times of annually or more (65%) compared to males (58%), as were those that had not switched companies in the past two years (66% compared to 54% that had). Respondents over 60 years of age were also more likely to suggest this longer reviewing timeframe (68%) compared to those under 30 (53%).



4.3 Barriers to switching

■ Key reasons for not switching are satisfaction with current price and service

Almost two fifths of respondents (39%) reported the reason they had not switched power companies in the past two years was because they were happy with the service from their current company (39%) or were happy with the prices (36%). Although other reasons were far less frequently cited, notable mentions included: switching seeming like a hassle (13%), not believing there would be any real gains (7%), not getting around to looking into it and being too busy to investigate (both 6%).

REASONS FOR NOT SWITCHING

What are the main reasons for not switching?

	2012 %
Base: n=	696
Happy with service from current power company	38.8
Happy with price of current power company/current power company will match any deals	36.3
Switching seemed too much hassle	12.9
Did not trust there would be real gains from switching	6.6
Have not got round to looking into this	6.3
Too busy to investigate the best deals available	5.8
Offer(s) were no cheaper	5.5
Lack of information on best deals available	3.4
Was already locked into a contract	3
No reason to change/ Can't be bothered changing/ Inertia	1.7
Current power company made a counter offer when I mentioned I was going to switch	1.2
Did not want to get locked into a contract	0.8
Current provider uses sustainable energy/is eco friendly	0.6
Concern about losing the rebate from the community owned lines company	0.5
No other power company would take on my household	0.5
Lack of competition in my area	0.5
Loyal to current company	0.5
Concerned there might be a problem with continuity of supply if we switched	0.4
Electricity is such a small cost to my household it's not worth it	0.4
They are all the same	0.3
Concern about connection or disconnection fees	0.2
Fear of loss of power during the changeover period	0.2
Unsure	1.7
Other	3.3

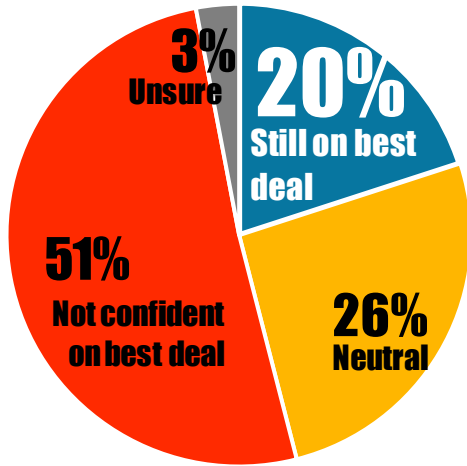
Base: Respondents who have NOT changed power companies in the past two years
NB: Multiple response question

- Reasons for not switching influenced by age, income and price

Those over 60 were more likely to state they were happy with their current level of service (45%) and those with over \$100,000 in household income were more likely to state switching seemed like too much hassle (18%).

Those whose monthly power bill was less than \$200 were more likely to cite being happy with their current prices as a reason for not switching (41% for those whose bill is \$100-\$200, 43% for those whose bill is less than \$100). Respondents whose bill is over \$300 were far less likely to cite being happy with price as a reason (22%).

- Majority not confident they would still be on best deal one year after switching



Over half of respondents (51%) were not confident they would still be on the best deal one year after switching power companies. Another 26% held no firm opinion on the issue, while only 20% were confident the deal they switched to would still be the best in 12 months.

Asians were more likely to express confidence (34%), as were those under 30 years of age (31%). Those whose power bills were over \$300 per month were the least confident (8%).

4.4 Drivers for switching

- Drivers largely financial

The top drivers for switching are all financially based with 30% switching due to being personally approached with a better deal, 29% switching due to a high bill from their previous power company and 25% being lured by a financial incentive from their current power company.

Less cited drivers included moving homes (8%), a visit to a price comparison website (5%) and poor customer service from the power company (4%).

REASONS FOR SWITCHING

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

	2013 %
Base: n=	304
Personal approach from a power company with a better deal	30.4
High bill from your previous power company	29
A financial incentive from the power company	25
Moved home	7.6
Visit to price comparison website	5.3
Poor customer service from previous power company	4
Power company also supplies gas and offers a discount for having both gas and electricity on the one bill	3
Recommendation from friends or family	1.5
Desire to have gas and electricity with the same supplier	1.5
Desire to have other services e.g. broadband services with the power company	1.4
Visit to power company website	1.1
Energy saving advice from a power company	1.1
Direct mail from a power company	0.7
Wanted a power company who produces electricity from sustainable sources	0.4
Advertisement/billboard	0.4
Power company offers flexibility on when or how to pay	0.4
Body corporate changed power company	0.4
Advice from energy consultant	0.4
Unsure	0.4
Other (specify)	7.3

Base: Respondents who have changed power companies in the past two years

NB: Multiple response question

- Those with high bills more likely to switch

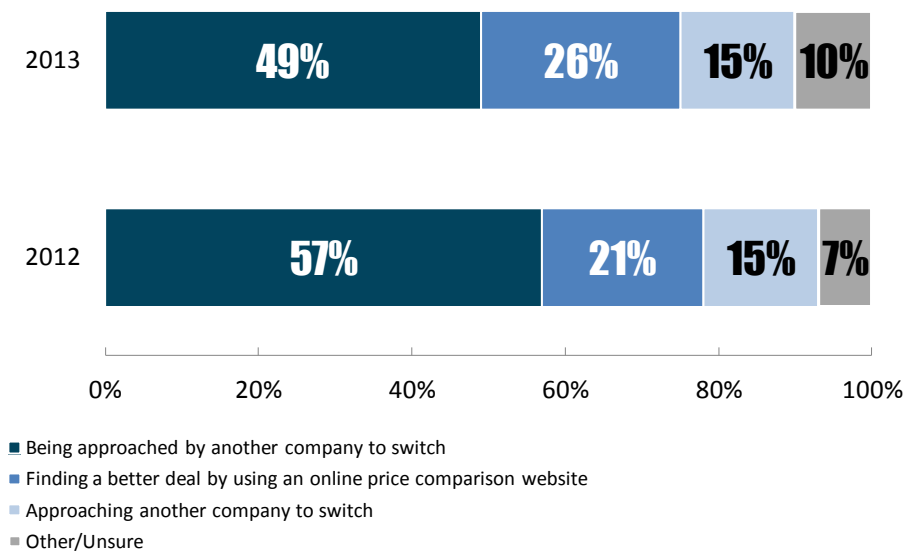
Those with higher monthly bills were more likely to report switching for financial reasons. Almost a third (32%) of those with a bill of over \$300 a month switched due to a financial incentive from the power company compared to 20% of those whose bill is under \$100. Additionally, 37% of customers whose monthly bills are over \$300 switched due to a high bill from their previous company compared to 25% of those whose monthly bills are under \$100.

Current Contact customers were more likely to have switched due to Contact having offered them a financial incentive (38%). Current Genesis customers were more likely to report having switched to Genesis due to high bill from previous companies (43%).

■ Being approached remains a critical influence on switching, though price comparison websites slowly gaining ground

The influence of being approached by another power company has waned this year though remains key overall with just under half of respondents switching as a result of being approached by another competitor (49%, down 8%). As power companies have maintained their level of approaching potential customers (68% of respondents had been approached, up 2% from 2012), this decrease does not appear to be attributable to a decline in the use of this strategy.

The use of a price comparison website is slowly gaining traction with 26% citing a website as the main reason behind switching, an increase of 5% from 2012. A minority of respondents (15%, unchanged) switched as a result of actively seeking out another power company.

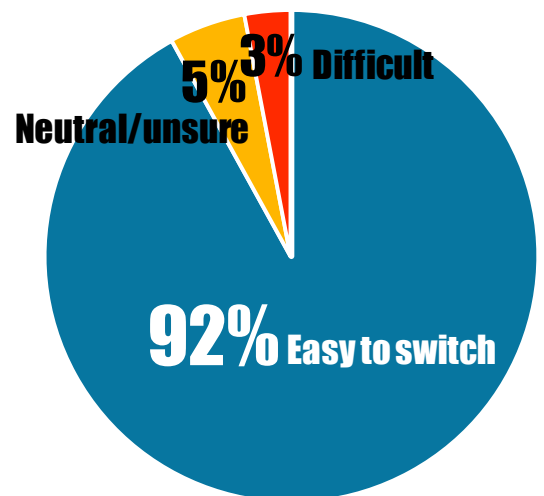


Respondents that had switched to Mercury were more likely to have done so due to having been approached by them (65%). Those that had switched to Genesis were more likely to have done so after using a price comparison website (36%).

■ Switching found to be easy

Consistent with previous years, almost all of those who switched power companies in the past two years found it to be an easy process (92%, up 1%).

The small minority who did not find it easy cited difficulty in filling out paperwork, delays in switching, the hassle of switching over payments and a lack of communication and updates between parties as the main issues.



4.5 Strategies to encourage switching

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

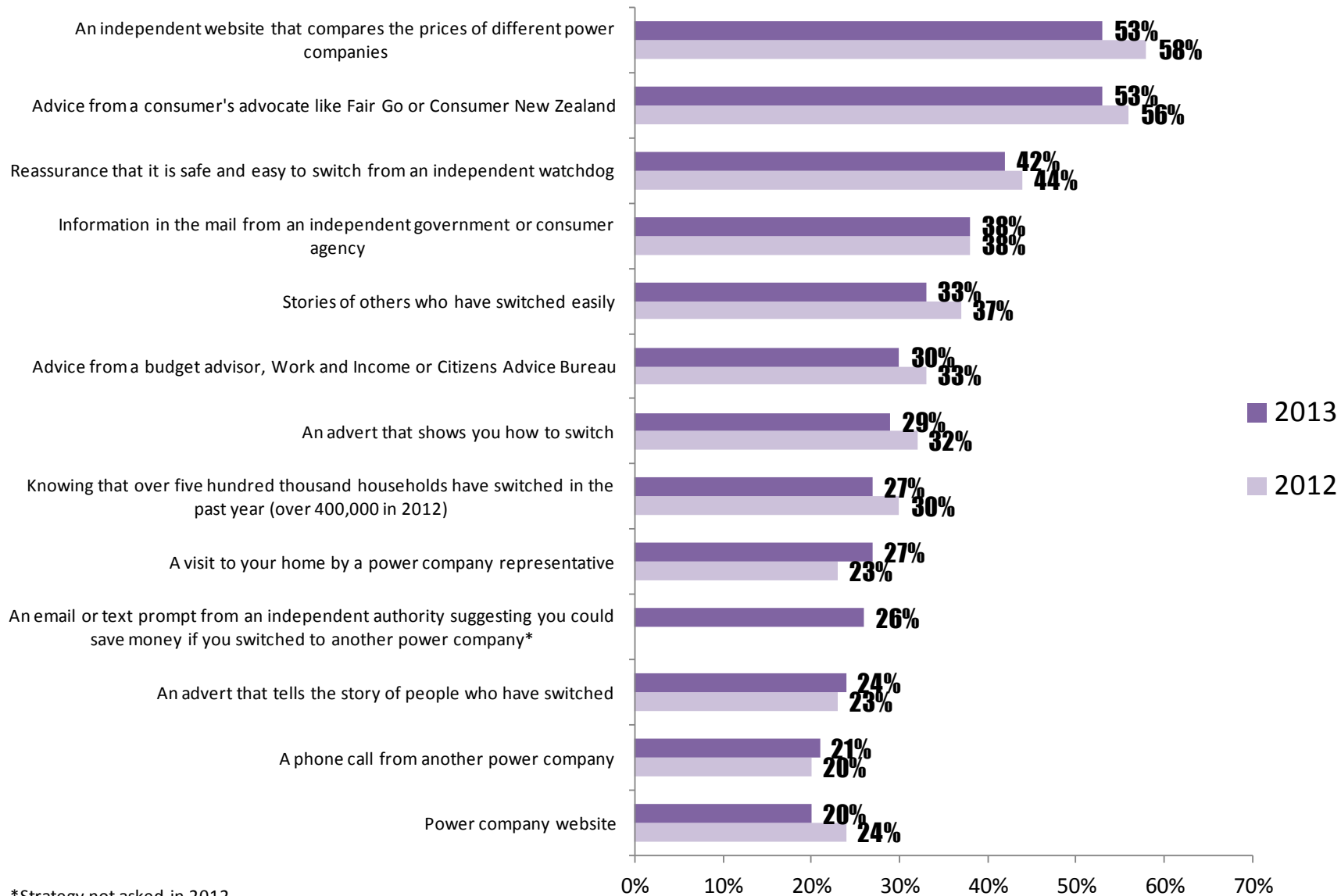
Ratings of effectiveness² of different strategies to encourage people to switch have predominately decreased slightly across most tested in 2013, though their rankings remain largely similar. Two strategies (of 13) were ranked above the rest in terms of effectiveness at encouraging people to switch power companies. Over half of respondents rated 'independent price comparison websites' and 'advice from a consumers advocate' as effective strategies at encouraging switching; both strategies having decreased slightly in effectiveness ratings from 2012 (both 53%, down 5% and 3% respectively).

Two other strategies that rated reasonably well were 'reassurance that it is safe and easy to switch from an independent watchdog' at 42% (down 2%) and 'information in the mail from an independent government or consumer agency' at 38% (unchanged). All other strategies were rated as effective by a third of respondents or less.

² Effectiveness is rated by combining '1+2' on a 1-5 scale where 1 means 'very effective' and 5 'not at all effective'

Effectiveness of pro-switching power company strategies

Using a 1-5 scale where 1 means very effective, and 5 not at all effective, how effective would each of the following be to encourage you to consider switching power companies? Total effective (1+2):



*Strategy not asked in 2012

- Alternate strategies rank better than retailer approaches

Strategies concerning being approached by power companies make up two of the three strategies that slightly increased in their effectiveness rating this year. However, even though the majority currently switch due to being approached, these strategies maintain a low ranking overall.

Just over a quarter (27%) rated 'a visit to their home by a retail representative' as effective (up 4%) and 21% rated 'a phone call from another retailer' as effective (up 1%). They were rated as ineffective by 51% and 56% of respondents respectively. The third retailer strategy which encourages switching was the 'power company website'. This was deemed as the least effective strategy overall with 20% of respondents reporting it as effective and 50% deeming it not effective.

- Selecting strategies to target specific demographics

Respondents over 60 years of age and those with power bills less than \$100 per month were less likely to rate each strategy as effective, with the exception of power company strategies.

An independent website that compares the prices of different power companies – significantly more likely to be rated as effective by those aged 30-44 (64%), with household incomes greater than \$100,000 (63%) and by those that had changed power companies in the past two years (67%). It was the second most effective strategy for those over 60 (37%). There were no significant differences by region or ethnicity for this strategy in 2013.

Advice from a consumer's advocate like Fair Go or Consumer NZ - more likely to be rated as effective by females (55%, compared to 49% of males), those aged from 30-44 (57%) and 45-59 (58%), those with larger household incomes (58% of those greater than \$100,000) and those that had changed power companies in the past two years (62%). Even though only 39% of those over 60 - the age demographic least likely to switch - thought this was effective, it was the most effective strategy for this age group.

Reassurance that it is safe and easy to switch from an independent watchdog - more likely to be rated as effective by those between 30 and 44 years of age (47%), that had switched power companies in the past two years (49%) and Asians (54%). Even though 34% of those over 60 rated this as effective it was the third most effective strategy for them.

Information in the mail from an independent government or consumer agency - there were no major highlights across most demographics. Even though only 31% of those over 60 rated this as effective it was the fourth most effective strategy for them.

Stories of others who have switched easily - more likely to be rated as effective by those between 30 and 44 years of age (37%) and those who have changed power companies in the past two years (38%). There was also a trend whereby this strategy was rated as more effective the higher the respondent's monthly power bill was - 24% of those whose monthly bill was less than \$100 determined it to be effective compared to 40% whose bill was over \$300.

Advice from a budget advisor or Work and Income or Citizens Advice Bureau - more likely to be rated as effective by Māori (42%), those with lower household incomes (42% of those with between \$20,000 and \$40,000) and those from Christchurch (43%). Additionally, this strategy did not rate well for those whose power bills were over \$300 per month (21%).

An advert that shows you how to switch - significantly more likely to be rated as effective by Māori (43%) and Asians (41%).

Knowing that over five hundred thousand households have switched in the past year - more likely to be rated as effective by those that had changed power companies in the past two years (32%) and by Māori (37%).

An email or text prompt from an independent authority suggesting you could save money if you switched to another power company - more likely to be rated as effective by those aged 30-44 (30%), that had changed companies in the past two years (31%), whose power bill was over \$300 per month (37%) and Asians (42%).

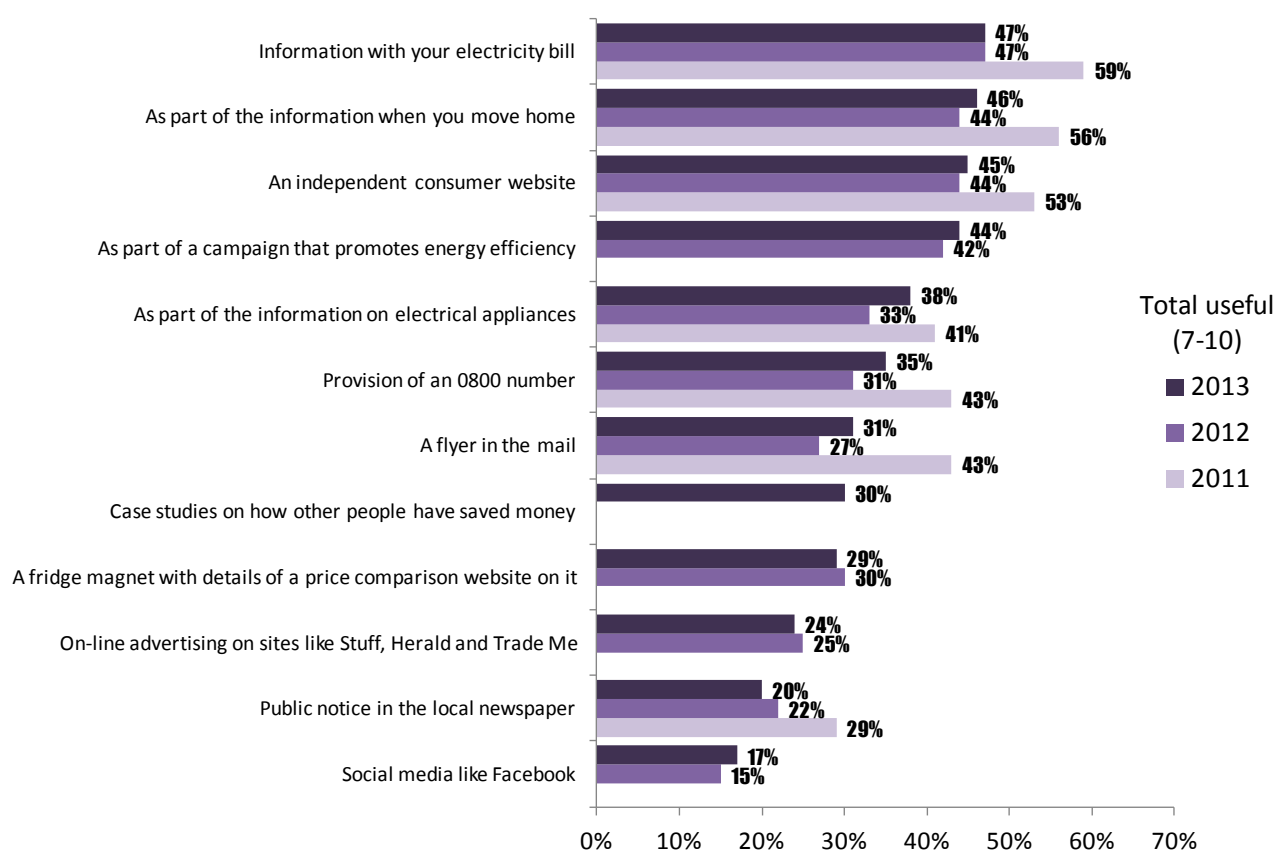
An advert that tells the story of people who have switched - more likely to be rated as effective by females (27%) than males (20%) and by Māori (36%). It was also more likely to be rated as effective by those on household incomes between \$20,000 and \$30,000 (36%).

Communicating to consumers

5.1 Usefulness of communications channels to compare prices

Information with power bill most useful channel

Perceived usefulness³ of methods to compare power company prices remained generally steady from 2012 to 2013, and remains lower than those found in 2011. Just under half (47%) of respondents rated 'information with your electricity bill' as a useful channel to compare power prices, unchanged from 2012. Following this, 'as part of the information when you move home' was rated as useful by 46% (up 2%), 'an independent consumer website' by 45% (up 1%) and 'as part of a campaign that promotes energy efficiency' by 44% (up 2%).



³ Usefulness is rated by combining '7-10' on a 1-10 scale where 0 means 'not at all useful' and 10 'very useful'

- Selecting channels to target specific demographics

Younger respondents under the age of 30 and Asians were two demographics more likely to report each communication channel as useful to compare power companies' prices. Females were also more likely. Those over the age of 60 were less likely to rate each communication channel as being useful.

Information with your electricity bill - more likely to be rated as useful by Asians (64%) and those from the provincial South Island area (57%). There was also a trend based on age with younger respondents more likely to think this method useful compared to older respondents (61% of those under 30 compared to 41% over 60). Those who had not switched companies in the past two years were significantly more likely to find this method useful (50%) compared to those who had (39%).

As part of the information when you move homes - more likely to be rated as useful by Asians (58%) and those whose monthly power bills were between \$201 and \$300 (54%). Once again, younger respondents were more likely to rate this channel as useful (51% of those under 45) compared to older respondents (32% of those over 60).

An independent consumer website - more likely to be rated as useful by Asians (55%), younger age groups (52% of those under 30 compared to 31% of those over 60) and those with higher household income (51% of those with over \$100,000 compared to 27% of those with \$20,000 or less). There was no significant difference in the rating provided by those who had switched and those who had not in the past two years.

As part of a campaign that promotes energy efficiency - more likely to be rated as useful by Asians (61%) and those under 30 (54%). Females were also significantly more likely to rate this channel as useful (49%) than males (39%). It was rated as less useful by those over 60 (37%).

As part of the information on electrical appliances - more likely to be rated as useful by Asians (49%). Females were significantly more likely to report this channel as useful (45%) than males (30%). Younger respondents were also more likely to find this channel useful (45% of those under 30) compared to older respondents (33% of those over 60). There was no significant difference in ratings by household income or by having switched in the past two years.

An 0800 number – significantly more likely to be rated as useful by Asian respondents (51%). It was also more likely to be rated as useful by respondents with lower power bills – 42% whose monthly bills were less than \$100 rated it useful compared to 17% of those whose bills were over \$300. Females were more likely to find this useful (37%) than males (32%).

A flyer in the mail - more likely to be rated as useful by Asians (39%). Those that had not changed companies in the past two years were slightly more likely to find flyers useful (32%) and those whose monthly bills were over \$300 were less likely to find them useful (18%).

Case studies on how other people have saved money - more likely to be rated as useful by younger respondents (38% of those under 30 compared to 23% over 60) and reported to be less useful by those with household incomes over \$100,000 (25%).

A fridge magnet with details of a price comparison website on it - more likely to be rated as useful by Asians (45%) and females (32%) when compared to males (27%). Younger respondents also rated this channel as more useful than older respondents (35% under 30 compared to 22% over 60). Those whose power bills were lower also rated this channel higher than those with higher power bills (35% who pay less than \$100 a month compared to 22% who pay over \$300).

On-line advertising on sites like Stuff, Herald and Trade Me - more likely to be rated as useful by Asians (40%), those under 30 (45%) and between 30 and 44 years of age (28%). There were no other major highlights across other demographics.

Public notice in the local newspaper – significantly more likely to be rated as useful among those whose household income was between \$30,000 and \$40,000 (32%). Males were less likely to rate them as useful (18%) compared to females (23%). This channel was also much less likely to be seen as useful by those whose monthly power bill was over \$300 (7%).

Social media like Facebook - more likely to be rated as useful by Asians (28%) and females (19%) when compared to males (14%). There was also a clear trend that showed younger respondents rating this channel much more highly than older respondents. Almost two in five (40%) respondents under 30 rated this channel as useful compared to only 6% of those over 60.

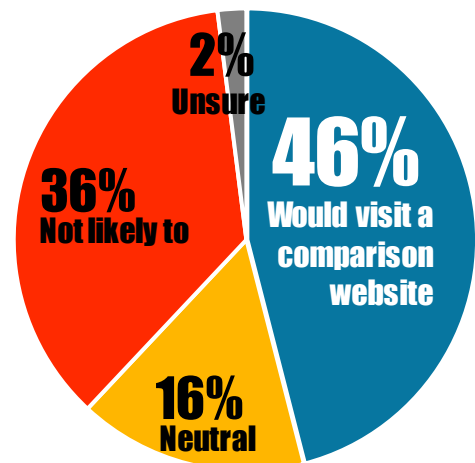
5.2 Price comparison websites

■ Just under half likely to visit independent price comparison website

Just under half (46%) of respondents reported they were likely to visit an independent price comparison website that could tell them the lowest cost power company to meet their household needs, a decrease of 4% from 2012.

Those who changed power companies in the past two years were more likely to state they would visit such a website (57% compared to 41% who had not) as were those with a household income over \$100,000 (53%).

Those between 30 and 44 years of age were also significantly more likely than any other age group to say they would visit such a website and those over 60 were least likely (54% and 32% respectively). Monthly power expenditure was also a factor with 49% of those whose bills are over \$300 a month likely to visit a price comparison website compared to 37% of those whose bills are less than \$100 a month.



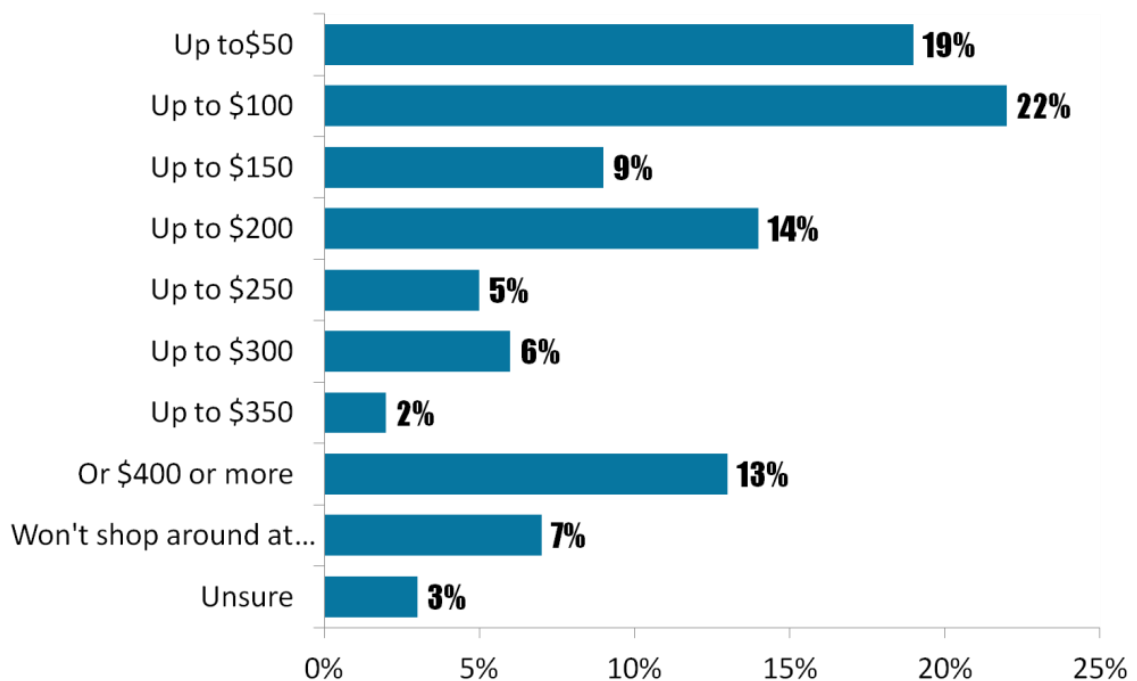
■ Almost two thirds would shop around on a price comparison website with savings of up to \$200 annually

Almost one fifth (19%) of respondents reported that savings of up to \$50 annually would be enough to make shopping around on a free and independent price comparison website worthwhile. If savings were from anywhere up to \$200, 64% reported they would shop around. A small minority (13%) would need savings of over \$400 to make it worthwhile and only 7% stated they wouldn't shop around at all.

Younger respondents under 30 were more likely to report that savings of anywhere up to \$200 on their annual power bill would make shopping around worthwhile (75%) and those over 60 were less likely (58%).

Respondents with lower power bills were more likely to think shopping around would be worthwhile for lower amounts of savings. Just under half (47%) of those whose monthly power bills were under \$100 would shop around for savings of anywhere up to \$100 annually compared to 27% of those whose monthly bills are over \$300. Savings of anywhere up to \$200 would capture the interest of 68% of those whose bills are under \$100 per month compared to 55% of those whose bills are over \$300 per month. Savings of up to \$400 or more annually were needed for a significant number (29%) of those whose bills are over \$300 a month to deem shopping around as worthwhile.

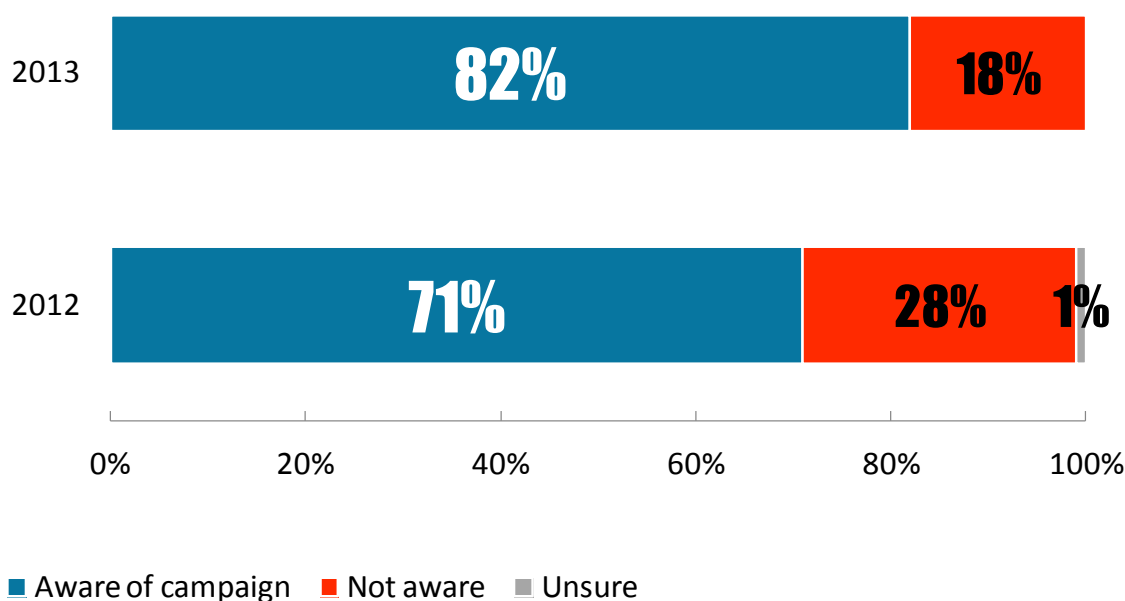
Interestingly, those whose monthly power bills are under \$100 were also significantly more likely to state they wouldn't shop around at all (16%); perhaps due to their annual bill being low enough as to make the effort of shopping around not worthwhile.



5.3 What's My Number campaign

■ High prompted awareness of campaign

A large majority of respondents (82%) declared having seen the What's My Number campaign after being prompted with a description of it; this is an 11 point increase in awareness from 2012.

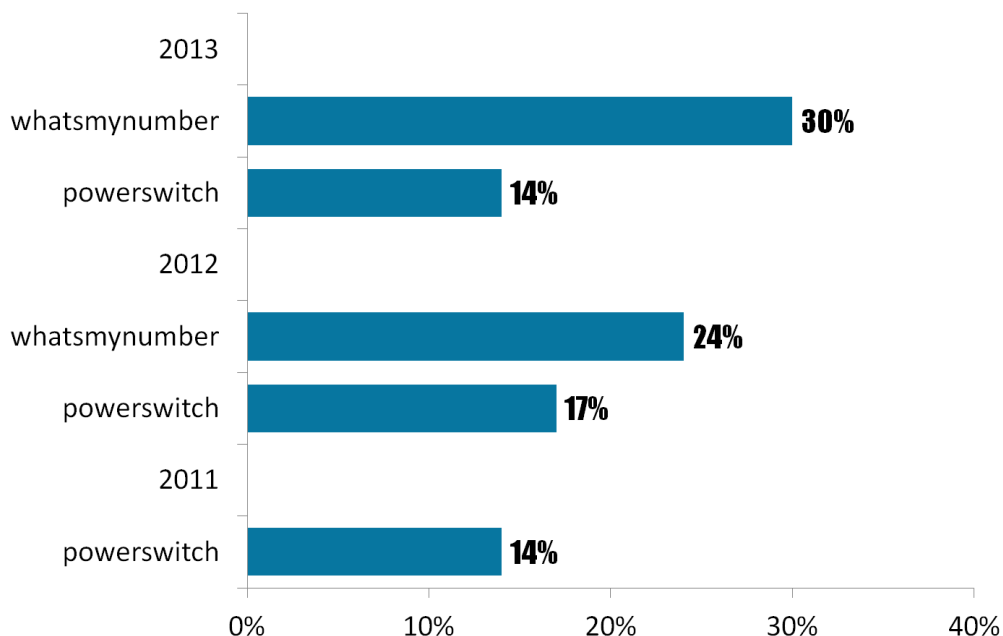


Awareness was higher for those between 30 and 44 years of age (88%), those with higher household incomes (88% with incomes between \$70,000-\$100,000 and 87% greater than \$100,000), those from Wellington (89%) and those who had changed power companies in the past two years (86%).

Awareness was lower among those with household incomes of \$20,000 or less (64%), whose power bills were less than \$100 a month (68%), Asians (64%), Māori (74%) and those under 30 or over 60 years of age (73% and 72% respectively).

■ Visitations to whatsmynumber.org.nz website increased, those to powerswitch.org.nz down slightly

Visitations to the whatsmynumber.org.nz website increased by 6% to 30% in 2013 and those to ConsumerNZ website powerswitch.org.nz were down 3% to 14% (the same level as 2011).



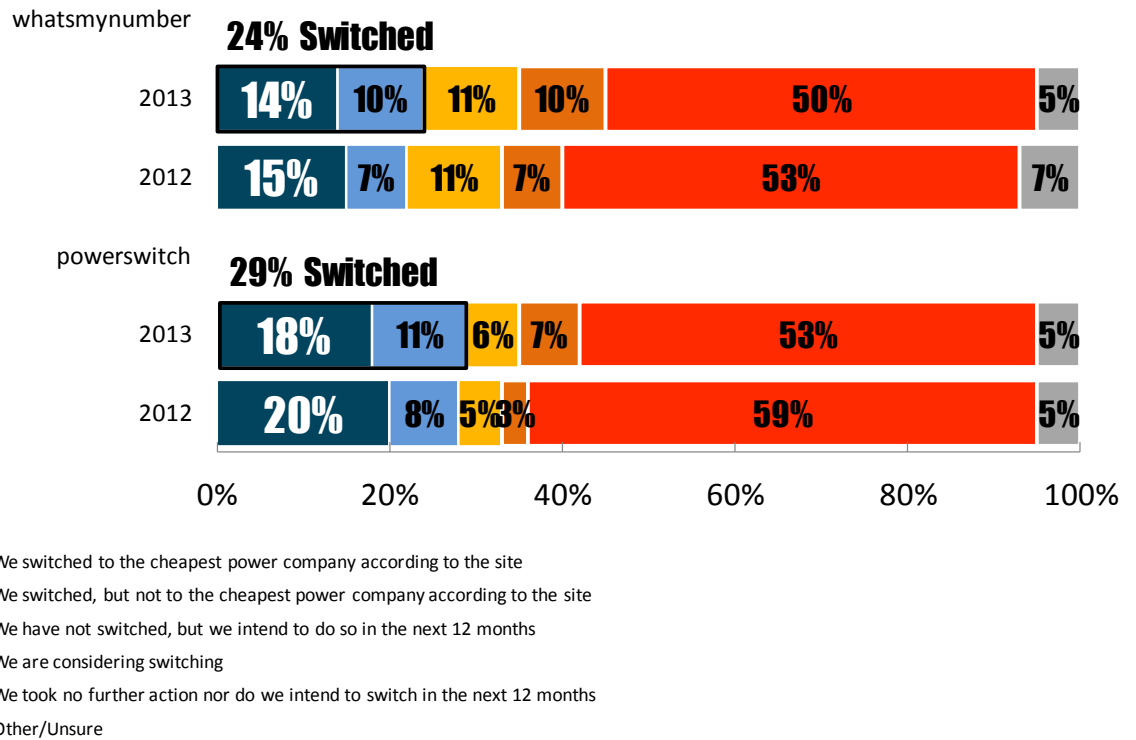
Visitations to whatsmynumber.org.nz were higher among those between 30 and 44 years of age (35%), those with a household income over \$100,000 (36%) and those that had switched power companies in the past two years (41%) – all groups which had declared a higher awareness of the advertising campaign. Visitations were much lower among those aged over 60 (18%).

■ Around half of visits to websites did not lead to switching

Half of those that visited the whatsmynumber.org.nz website took no further action and did not intend on taking any further action, down 3% from 2012. This was also true of 53% of those that visited the powerswitch.org.nz website (down 6%).

However, almost a quarter (23%) of those that visited the whatsmynumber.org.nz website did switch and another 21% intend to or are considering switching. This shows that overall, 45% of visitors to the whatsmynumber.org.nz website have already switched or are at least considering it.

For the powerswitch.org.nz site, 29% switched after a visit. Another 13% intend to, or are considering switching. In total, a higher proportion switched after visiting the powerswitch.org.nz website (5% more) than the whatsmynumber.org.nz website and a higher proportion were intending to or considering switching after visiting the whatsmynumber.org.nz website (8% more). These results are very similar to 2012.



- Previous switchers the most likely to switch after visiting price comparison websites

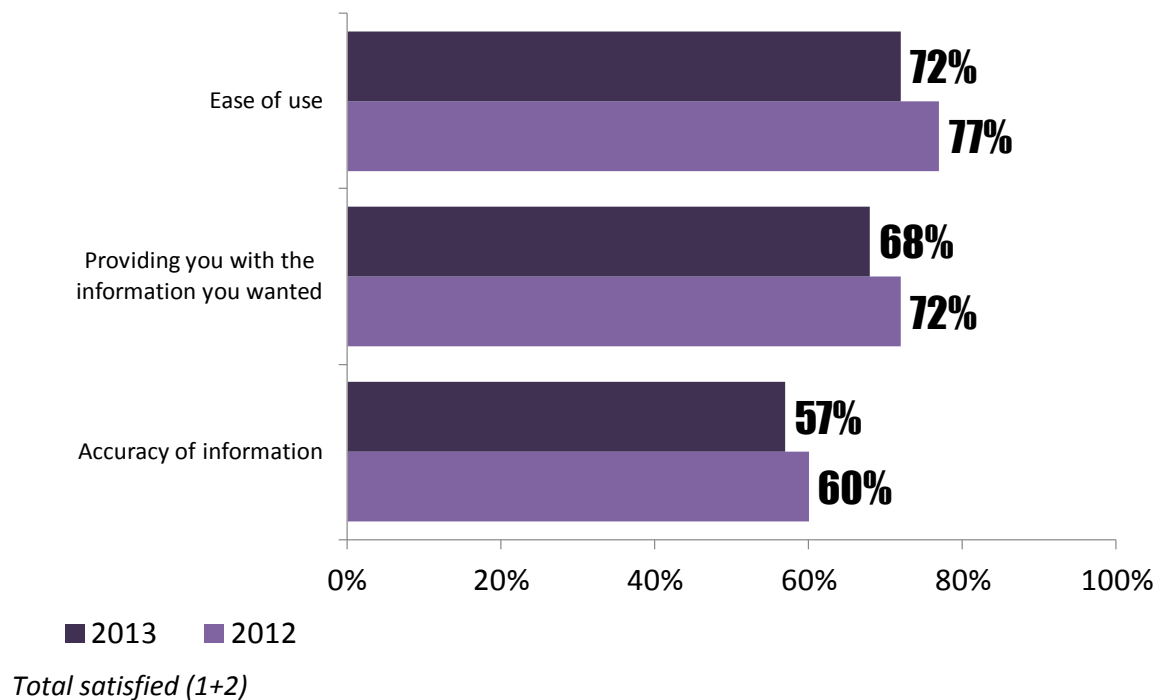
Similar to 2012, those that had switched in the past two years were far more likely to switch after visiting either the whatsmynumber.org.nz or powerswitch.org.nz websites than those who had not switched. Almost half (49%) of those that had switched in the past two years switched after visiting the whatsmynumber.org.nz website and 44% after visiting the powerswitch.org.nz website. Twenty-nine percent of those that had not switched in the past two years were intending to or considering switching after visiting the whatsmynumber.org.nz website (17% for powerswitch.org.nz).

■ Satisfaction with use of price comparison website relatively high

The majority were satisfied with all three key aspects of their visit to both the whatsmynumber.org.nz and powerswitch.org.nz websites - ease of use, the provision of information and the accuracy of information. Satisfaction was higher for the whatsmynumber.org.nz website across each aspect.

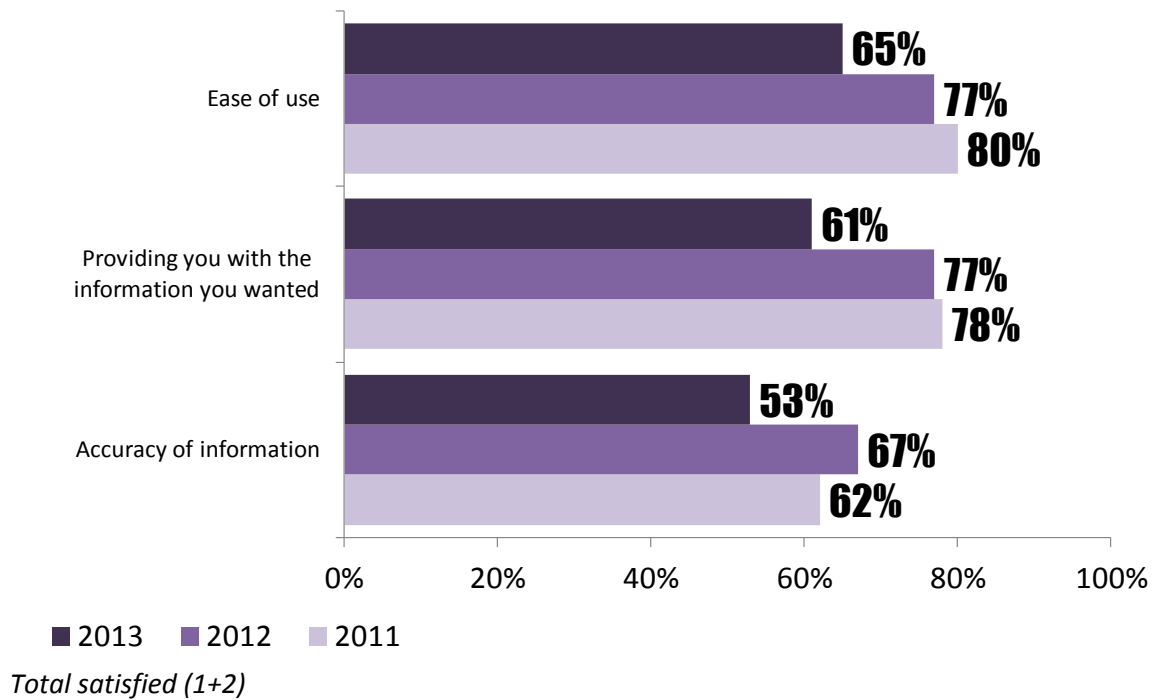
Satisfaction levels decreased slightly from 2012 for the whatsmynumber.org.nz website across each aspect; 72% were satisfied with ease of use (down 5%), 68% with providing the information they wanted (down 4%) and 57% with the accuracy of information (down 3%).

Satisfaction with the [whatsmynumber](http://whatsmynumber.org.nz) website



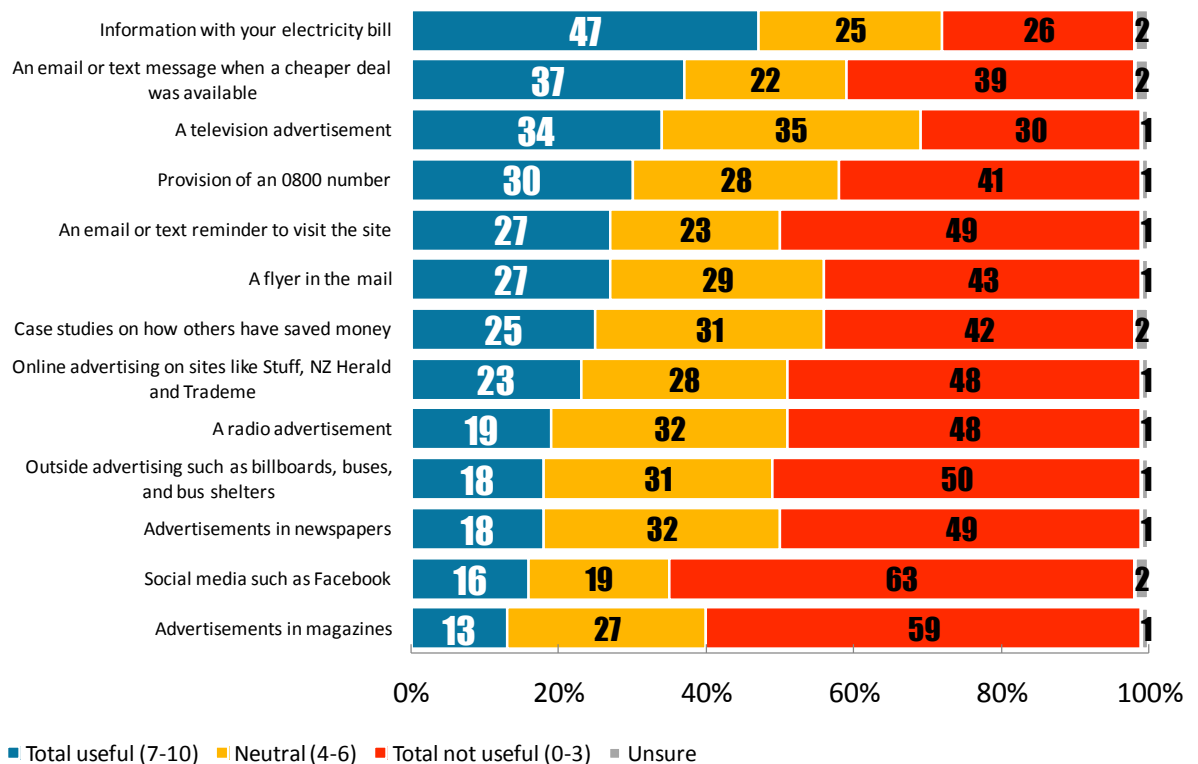
For the powerswitch.org.nz website satisfaction levels also decreased moderately from 2012; 65% were satisfied with ease of use (down 12%), 61% with providing the information they wanted (down 16%) and 53% with the accuracy of information (down 14%).

Satisfaction with the powerswitch website



■ Information with electricity bill most useful method to encourage visitation to a price comparison website

Almost half of respondents (47%) thought information with their electricity bill would be a useful method to encourage them to visit a free and independent price comparison website for a better deal. This was followed by an email or text message when a cheaper deal was available (37%), a television advertisement (34%), an 0800 number (30%), a flyer in the mail and an email or text reminder to visit the site (27%). Other methods were deemed useful by only a quarter of respondents or less.



- Selecting channels to target specific demographics

Younger respondents under 30 years of age, females and Asians were all more likely to rate any given method of encouragement to visit a price comparison website as useful. Those 60 years of age and over were less likely.

Information with your electricity bill - more likely to be rated as useful by Asians and those under the age of 30 (59%). Females also thought it would be more useful than males (50% compared to 43%).

An email or text message when a cheaper deal was available - more likely to be rated as useful by females (41%) than males (31%) and as more useful by younger respondents (45% under 30) compared to older respondents (26% of those 60 years of age or over). Those whose monthly power bills were under \$100 were also less likely to rate it as useful (29%).

A television advertisement - more likely to be rated as useful by Asians (50%) and by females (38%) compared to males (29%). It was also significantly more likely to be rated as useful by those under the age of 30 (48%) and less likely by those 60 and over (25%).

Provision of an 0800 number - more likely to be rated as useful by Māori (40%), Asians (48%), females (35%) and those under 30 (43%).

An email or text reminder to visit the site - more likely to be rated as useful by Asians (37%) and younger respondents (30% under 44 years of age). It was also rated as more useful by females (30%) compared to males (23%) and by those who had not changed power companies in the past two years (29%) compared to those that had (23%). It was less likely to be rated as useful by those whose power bills were under \$100 per month (18%).

A flyer in the mail - more likely to be rated as useful by Asians (42%), females (32%) and residents of Auckland (31%).

Case studies on how others have saved money – more likely to be rated as useful by Asians (39%) and those that have not switched power companies in the past two years (27%). Less likely to be rated as useful by those over 60 (17%) and those whose power bills are over \$300 a month (12%).

Online advertising on sites like Stuff, NZ Herald and Trademe - more likely to be rated as useful by Māori (36%), Asians (44%) and those under the age of 30 (40%). Less likely to be rated as useful for those over the age of 60 (12%).

Segmentation analysis

6.1 Key movements in segments

■ Minimal change to size of segments

Additional analysis was conducted to monitor the five segments identified from the previous rounds of research. The segments are based on analysis of respondents' attitudes, traits, demographic profile, media preferences and propensity to switch.

Three of the segments remained almost unchanged; Bargain Hunters (12% of the population, up 1%), Battler Mums (22%, down 1%), and Affluent Time-poor Sceptics (26%, up 2%). The Generation Y segment decreased by 7% to 17% (near 2011 levels of 15%) and the Old, Status Quo increased by 5% to 23% (also, bouncing back to 2011 levels of 21%).

■ Core segments

In past waves of research, Bargain Hunters and Generation Y have been the two segments most positively impacted by the What's My Number campaign. In the latest results, both Battler Mums and Affluent Sceptics are recording visitation in line with other segments which appears to indicate that the campaign is making some headway with these audiences. Among Old, Status Quo visitation remains low.

Bargain Hunters remain the segment most likely to switch and are actively seeking a better deal. Battler Mums and Gen Y are open to switching but are likely to need a direct approach to push them over the line. Affluent Sceptics and Old, Status Quo have significant reservations about the worth of chasing a better deal, as higher proportions agree that they are not confident that if they switched to another power company they'd be on the best deal in 12 months time. Additionally, Old, Status Quo dislike change and are more likely to stay with the same suppliers while Affluent Sceptics are less price sensitive.

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

6.2 Segment characteristics

■ Bargain Hunters (12%)



Bargain Hunters are more likely to be male, aged between 30-44 years, and have dependent children. They are more likely to change suppliers and seek to save money wherever they can. Satisfaction with their power company is lower and they correspondingly declare less loyalty.

- Switching and shopping behaviour

This segment is the most likely to have switched suppliers (40% compared with 30% of all) and to shop around. Over the past two years 51% say they have become more likely to shop around for the best deal and 48% say they intend to look for a cheaper power company in the next 12 months.

- Communications

Bargain Hunters are very likely to visit an independent price comparison website and recorded the highest visitation to both the whatsmynumber.org.nz and powerswitch.org.nz websites. The best ways to encourage visitation to the site are: information in a power bill, an email or text message when a cheaper deal is available, a 0800 number, a television advertisement, and an email or text reminder to visit the site.

Best ways to provide information to compare power prices are: an independent consumer website, information in a power bill, as part of a campaign that promotes energy efficiency, and as part of information when you move home.

- Key characteristics

Relationship with current provider	Behaviour/ attitude to switching power companies
<p>Less likely to be satisfied with their power company in the following areas (Total 1+2 = Total satisfied, where 1=Very satisfied):</p> <ul style="list-style-type: none"> • 'value for money' (Total satisfied = 29% vs. 48% for All); • 'general overall service' (Total satisfied = 43% vs. 65% for All); • 'its commitment to your local community' (Total satisfied = 22% vs. 31% for All); • 'conducting actual meter readings not estimates' (Total satisfied = 47% vs. 60% for All). 	<p>More likely to have switched:</p> <ul style="list-style-type: none"> • 40% have switched power company in the past two years (compared to 30% for All).
<p>More likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):</p> <ul style="list-style-type: none"> • Power bills are confusing and hard to understand so it is hard to know if you are getting a better deal (54% vs. 41% for All); • I have no loyalty to my power company (63% vs. 40% for All). 	<p>Attitude to switching power company:</p> <ul style="list-style-type: none"> • 28% actively looking for a cheaper power company (compared to 4% for All); • 48% intend to look for a cheaper power company in next 12 months (compared to 7% for All).
	<p>More likely to shop around (Total 1+2 = Total likely, where 1=Very likely):</p> <ul style="list-style-type: none"> • 69% say they are likely to shop around for the best power deal (compared to 32% for All); • Additionally, 51% say that over the past two years, they have become more likely to shop for the best deal for power (compared to 27% for All); • Believe it is worthwhile reviewing which power company can offer best deal (96% vs. 81% for All).
	<p>More likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):</p> <ul style="list-style-type: none"> • You can save money by switching (68% vs. 44% for All).

Consumer/ other behaviour - general	Effectiveness of initiatives to encourage you to consider switching
More likely to change companies often:	More effective (Total 1+2 = Total effective, where 1=Very effective):
<ul style="list-style-type: none"> 43% change companies often and will almost always take a better deal if that comes along (compared to 8% for All). 	<ul style="list-style-type: none"> 'an independent website that compares the prices of different power companies' (68% vs. 53% for All); 'an advert that shows you how to switch' (41% vs. 29% for All); 'advice from a budget advisor, Work and Income or Citizens Advice Bureau' (45% vs. 30% for All); 'stories of others who have switched easily' (49% vs. 33% for All); 'reassurance that it is safe and easy to switch from an independent watchdog' (57% vs. 42% for All); 'knowing that over 500,000 households have switched in the past year' (37% vs. 27% for All); 'an email or text prompt from an independent authority suggesting you could save money if you switched to another power company' (38% vs. 26% for All).
Less likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):	
<ul style="list-style-type: none"> Even if I could save a few dollars I probably couldn't be bothered making changes to what I do (28% vs. 50% for All). 	
More likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):	
<ul style="list-style-type: none"> I constantly look out for new opportunities to do things differently (58% vs. 35% for All); I like looking out for bargains and always go for the best deal (65% vs. 47% for All). 	
More likely 'yes'	Useful ways to compare power company prices
<ul style="list-style-type: none"> I read the business news just about every day (37% vs. 28% for All); Have switched Car or Home insurance provider in the last two years (32% vs. 23% for All); Have switched Bank in the last two years (23% vs. 14% for All). 	More useful (Total 7-10 where 10=Very useful):
Less likely 'yes'	<ul style="list-style-type: none"> an independent consumer website (58% vs. 45% for All); a flyer in the mail (40% vs. 31% for All); provision of an 0800 number (48% vs. 35% for All); case studies on how other people have saved money (43% vs. 30% for All); a fridge magnet with details of a price comparison website on it (44% vs. 29% for All); on-line advertising on sites like Stuff, The Herald and Trade Me (33% vs. 24% for All); as part of a campaign that promotes energy efficiency (54% vs. 44% for All).
Using the internet	
More likely to visit an independent website (Total 1+2 = Total likely, where 1=Very likely):	
<ul style="list-style-type: none"> 71% are likely to visit an independent website that could help to compare prices and tell them the lowest cost power company to meet their household needs (compared to 46% for All). 	
More likely to have visited:	
<ul style="list-style-type: none"> whatsmynumber.org.nz website (40% vs. 30% for All); powerswitch.org.nz price comparison website (28% vs. 14% for All). 	
Usefulness of the following to encourage you to visit a free and independent price comparison website to get offers from power companies on a better deal for you (Total 7-10, where 10=Very useful). More useful:	
<ul style="list-style-type: none"> A flyer in the mail (39% vs. 27% for All); Provision of an 0800 number (47% vs. 30% for All); Information with your electricity bill (59% vs. 47% for All); Advertising in magazines (18% vs. 13% for All); Case studies on how others have saved money (39% vs. 25% for All); A television advertisement (46% vs. 34% for All); Online advertising on sites like Stuff, NZ Herald and Trademe (37% vs. 23% for All); Social media such as facebook (24% vs. 16% for All); An email or text reminder to visit the site (44% vs. 27% for All); An email or text message when a cheaper deal was available (50% vs. 37% for All); Outside advertising such as billboards, buses, and bus shelters (28% vs. 18% for All); A radio advertisement (29% vs. 19% for All). 	

■ Gen Y (17%)



Gen Y are more likely to be female, aged 18-29 years of age, earning less than \$40,000 a year, and to never have been married. They are very social and technically savvy but feel under financial pressure. Declared satisfaction with their power company is higher than average.

- Switching and shopping behaviour

Gen Y are the second most likely to have switched suppliers (33% compared with 30% of all). They are open to a better deal but are not actively looking and they also are more likely to believe it is worthwhile reviewing their power plan. However, they are more likely to say that 'a lack of time is a much bigger problem for me than a lack of money' which may be the key stumbling block to changing behaviour across this segment.

- Communications

This segment were more likely to have visited the whatsmynumber.org.nz site but were not more likely to have visited powerswitch.org.nz. This may indicate that potential savings were not sufficient to continue onto powerswitch.org.nz or that this site was considered too time consuming. The best ways to encourage visitation to the site are: information in a power bill, an email or text message when a cheaper deal is available, and a television advertisement.

Best ways to provide information to compare power prices are: as part of a campaign that promotes energy efficiency, information in a power bill, an independent consumer website, and as part of information when you move home.

- Key characteristics

Relationship with current provider	Behaviour/ attitude to switching power companies
<p>More likely to be satisfied with their power company in the following areas (Total 1+2 = Total satisfied, where 1=Very satisfied):</p> <ul style="list-style-type: none"> • 'value for money' (Total satisfied = 59% vs. 48% for All); • 'general overall service' (Total satisfied = 75% vs. 65% for All); • 'its commitment to your local community' (Total satisfied = 38% vs. 31% for All); • 'the provision of extra services like online power usage information, energy efficiency services, other loyalty rewards' (Total satisfied = 66% vs. 49% for All). 	<p>No difference in their switching behaviour:</p> <ul style="list-style-type: none"> • 33% have switched power company in the past two years (compared to 30% for All).
<p>Less likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):</p> <ul style="list-style-type: none"> • I have no loyalty to my power company (31% vs. 40% for All). 	<p>Attitude to switching power company:</p> <ul style="list-style-type: none"> • 52% would switch if approached and offered a cheaper deal, but not actively looking (compared to 45% for All); • Believe it is worthwhile reviewing which power company can offer best deal (88% vs. 81% for All).

Consumer/ other behaviour - general	Effectiveness of initiatives to encourage you to consider switching
<p>More likely to change companies often:</p> <ul style="list-style-type: none"> Slightly more likely to change companies often and will almost always take a better deal (13% vs. 8% for All). 	<p>More effective (Total 1+2 = Total effective, where 1=Very effective):</p> <ul style="list-style-type: none"> 'a phone call from another power company' (30% vs. 21% for All); 'power company website' (28% vs. 20% for All); 'an independent website that compares the prices of different power companies' (63% vs. 53% for All); 'an advert that tells the story of people who have switched' (33% vs. 24% for All); 'advice from a budget advisor, Work and Income or Citizens Advice Bureau' (39% vs. 30% for All); 'knowing that over 500,000 households have switched in the past year' (36% vs. 27% for All).
<p>Less likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):</p> <ul style="list-style-type: none"> Even if I could save a few dollars I probably couldn't be bothered making changes to what I do (42% vs. 50% for All). 	<p>Useful ways to compare power company prices</p> <p>More useful (Total 7-10, where 10=Very useful):</p> <ul style="list-style-type: none"> an independent consumer website (54% vs. 45% for All); a flyer in the mail (42% vs. 31% for All); provision of an 0800 number (46% vs. 35% for All); information with your electricity bill (60% vs. 47% for All); case studies on how other people have saved money (49% vs. 30% for All); as part of the information on electrical appliances (52% vs. 38% for All); as part of the information when you move home (53% vs. 46% for All); a fridge magnet with details of a price comparison website on it (41% vs. 29% for All); social media like Facebook (47% vs. 17% for All); on-line advertising on sites like Stuff, The Herald and Trade Me (45% vs. 24% for All); as part of a campaign that promotes energy efficiency (61% vs. 44% for All).
<p>More likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):</p> <ul style="list-style-type: none"> I constantly look out for new opportunities to do things differently (49% vs. 35% for All); I like looking out for bargains and always go for the best deal (66% vs. 47% for All); I am under financial pressure (40% vs. 31% for All); I like to make new friends and expand my social network (61% vs. 47% for All); Lack of time is a much bigger problem for me than lack of money (54% vs. 46% for All). 	
<p>More likely 'yes'</p> <ul style="list-style-type: none"> I like to keep up with the latest technology (83% vs. 58% for All); I like to keep up with the latest fashions (64% vs. 22% for All); I drive everywhere I go (66% vs. 55% for All); I often surf the net (93% vs. 71% for All); Have switched mobile telephone provider (34% vs. 25% for All); Have switched broadband/ internet provider (33% vs. 26% for All). 	<p>Using the internet</p> <p>More likely to agree:</p> <ul style="list-style-type: none"> I am confident on the Internet and use it to purchase goods and services (81% vs. 64% for All).
<p>Less likely 'yes'</p> <ul style="list-style-type: none"> I'm involved in a lot of voluntary community activity (20% vs. 35% for All); I read the business news just about every day (20% vs. 28% for All); I have a tertiary qualification (45% vs. 64% for All). 	
<p>Believe that the following industries are competitive: (Total 7-10 = Total competitive, where 10=Extremely competitive):</p> <ul style="list-style-type: none"> Power companies (45% vs. 30% for All); Banks (48% vs. 35% for All); Mobile telephone provider (57% vs. 42% for All); Broadband provider (66% vs. 43% for All); Landline telephone provider (54% vs. 38% for All). 	<p>More likely to have visited:</p> <ul style="list-style-type: none"> Whatsmynumber.org.nz website (34% compared to 30% for All).
<p>Believe that that it is easy to switch: (Total 7-10 = Total easy, where 10=Extremely easy):</p> <ul style="list-style-type: none"> Power companies (61% vs. 52% for All); Mobile telephone provider (56% vs. 48% for All); Broadband provider (45% vs. 36% for All); Landline telephone provider (48% vs. 41% for All). 	<p>Usefulness of the following to encourage you to visit a free and independent price comparison website to get offers from power companies on a better deal for you (Total 7-10, where 10=Very useful). More useful:</p> <ul style="list-style-type: none"> A flyer in the mail (37% vs. 27% for All); Provision of an 0800 number (44% vs. 30% for All); Information with your electricity bill (65% vs. 47% for All); Advertising in magazines (21% vs. 13% for All); Case studies on how others have saved money (37% vs. 25% for All); A television advertisement (53% vs. 34% for All); Online advertising on sites like Stuff, NZ Herald and Trademe (41% vs. 23% for All); Social media such as facebook (39% vs. 16% for All); An email or text reminder to visit the site (39% vs. 27% for All); An email or text message when a cheaper deal was available (58% vs. 37% for All); Outside advertising such as billboards, buses, and bus shelters (31% vs. 18% for All); A radio advertisement (34% vs. 19% for All).

■ Battler Mums (22%)



Battler Mums are more likely to be female, aged between 30-44 years of age, to have dependent children, and to be married. They show a lack of confidence and are more likely to seek a second opinion before making a decision. While they say they are under financial pressure, they are unlikely to chase small savings.

- Switching and shopping behaviour

Battler Mums were the third most likely to have switched over the past two years (31% compared to 30% of all). Like Gen Y, they are open to a cheaper deal but are not actively looking and correspondingly, they are less likely to shop around for a better deal. This segment needs to be convinced about the savings that can be made and also that switching is easy to do.

- Communications

Battler Mums are more likely to have seen the What's My Number campaign and slightly more likely to have visited the website. However, they were no more likely to have visited the powerswitch.org.nz website.

Lower ratings were recorded across most strategies to encourage visitation to the site. The best ways to encourage visitation to the site are: information in a power bill, an email or text message when a cheaper deal is available, and a television advertisement.

Best ways to provide information to compare power prices are: information in a power bill, as part of information when you move home, and an independent consumer website.

- Key characteristics

Relationship with current provider	Behaviour/ attitude to switching power companies
Slightly less likely to be satisfied with their power company in the following areas (Total 1+2 = Total satisfied, where 1=Very satisfied):	No difference in their switching behaviour:
<ul style="list-style-type: none"> 'value for money' (Total satisfied = 40% vs. 48% for All); 'general overall service' (Total satisfied = 55% vs. 65% for All); 'its commitment to your local community' (Total satisfied = 21% vs. 31% for All); 'conducting actual meter readings not estimates' (Total satisfied = 54% vs. 60% for All). 	<ul style="list-style-type: none"> 31% have switched power company in the past two years (compared to 30% for All).
Less likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):	Attitude to switching power company:
<ul style="list-style-type: none"> I have no loyalty to my power company (32% vs. 40% for All). 	<ul style="list-style-type: none"> 53% would switch if approached and offered a cheaper deal, but not actively looking (compared to 45% for All).
	Less likely to shop around (Total 1+2 = Total likely, where 1=Very likely):
	<ul style="list-style-type: none"> 24% say they are likely to shop around for the best power deal (compared to 32% for All);
	More likely to give a neutral rating (Total 4-6 = Total neutral, where 10=Strongly agree):
	<ul style="list-style-type: none"> You can save money by switching power company (42% vs. 36% for All)

Consumer/ other behaviour - general	Effectiveness of initiatives to encourage you to consider switching
More likely to stick with same company:	No difference between Battler mums and All.
More likely to stick with same companies unless they have a poor service experience or prices go up sharply and then they look around (88% vs. 76% for All).	Useful ways to compare power company prices
Less likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):	Less useful (Total 7-10 where 10=Very useful):
<ul style="list-style-type: none"> I constantly look out for new opportunities to do things differently (26% vs. 35% for All); I feel my views are often different from the average New Zealander (22% vs. 31% for All); I am sick of being told what I can and can't do (34% vs. 40% for All); I like to think about and debate key issues of the day (31% vs. 54% for All); I am a sporty outdoors person (37% vs. 43% for All); Lack of time is a much bigger problem for me than lack of money (37% vs. 46% for All). 	<ul style="list-style-type: none"> provision of an 0800 number (27% vs. 35% for All); public notice in the local newspaper (14% vs. 20% for All).
More likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):	Using the internet
<ul style="list-style-type: none"> I find it's always best to be cautious and get a second opinion on most things before making up my own mind (60% vs. 54% for All); Even if I could save a few dollars I probably couldn't be bothered making changes to what I do (57% vs. 50% for All); I don't like signing contracts as I'm worried about the fine print (55% vs. 46% for All); I am conscious of finding a balance between my work and home life (76% vs. 67% for All) I am under financial pressure (39% vs. 31% for All). 	More likely to agree:
More likely 'yes'	<ul style="list-style-type: none"> I am confident on the Internet and use it to purchase goods and services (77% vs. 64% for All).
<ul style="list-style-type: none"> Have switched mobile phone provider (31% vs. 25% for All) I often surf the net (79% vs. 71% for All); I'm involved in a lot of voluntary community activity (42% vs. 35% for All); I have a tertiary qualification (77% vs. 64% for All). 	More likely to be aware of 'What's My Number' advertising campaign
Less likely 'yes'	<ul style="list-style-type: none"> 87% have seen the What's My Number advertising campaign' (compared to 82% for All).
<ul style="list-style-type: none"> I read the newspaper or view it online nearly every day (39% vs. 62% for All); I like to keep up with the latest technology (46% vs. 58% for All); I like to keep up with the latest fashions (13% vs. 22% for All); I drive everywhere I go (48% vs. 55% for All); I go overseas at least once every couple of years (42% vs. 51% for All); I read the business news just about every day (5% vs. 28% for All); I always read the local community newspapers thoroughly (39% vs. 57% for All). 	More likely to have visited:
	<ul style="list-style-type: none"> whatsmynumber.org.nz website (36% vs. 30% for All).
	Usefulness of the following to encourage you to visit a free and independent price comparison website to get offers from power companies on a better deal for you (Total 7-10, where 10=Very useful). Less useful:
	<ul style="list-style-type: none"> Provision of an 0800 number (24% vs. 30% for All); Information with your electricity bill (40% vs. 47% for All)

■ Affluent Time-Poor Sceptics (26%)



Affluent Time-Poor Sceptics are more likely to be male, married, and on higher incomes. They are more likely to be well read, less sensitive to price and technically savvy. They are unlikely to switch companies unless they experience poor service or see a sharp price rise.

- Switching and shopping behaviour

This segment recorded the same level of switching as Battler Mums with 31% (compared with 30% of all) claiming to have switched over the past two years. However, they are much more sceptical about the deals on offer with 58% stating they are not confident that if they switched power companies that they would still be on the best deal in 12 months time.

- Communications

Affluent Sceptics are more likely to have seen the What's My Number campaign and slightly more likely to have visited both the whatsmynumber.org.nz and powerswitch.org.nz website.

As found with Battler Mums, lower ratings were also recorded across most strategies to encourage visitation to the site. The best ways to encourage visitation to the site are: information in a power bill, an email or text message when a cheaper deal is available, and a television advertisement.

Best ways to provide information to compare power prices are: an independent consumer website, as part of information when you move home, as part of a campaign that promotes energy efficiency, and information in a power bill.

- Key characteristics

Relationship with current provider	Effectiveness of initiatives to encourage you to consider switching
<p>No difference to All. Members of this segment are likely to be as satisfied as All with their power company in the following areas (Total 1+2 = Total satisfied, where 1=Very satisfied):</p> <ul style="list-style-type: none"> • 'value for money' (Total satisfied = 46% vs. 48% for All); • 'general overall service' (Total satisfied = 68% vs. 65% for All); • 'its commitment to your local community' (Total satisfied = 29% vs. 31% for All); • 'the provision of extra services like online power usage information, energy efficiency services, other loyalty reward programmes' (Total satisfied = 45% vs. 49% for All); • 'conducting actual meter readings not estimates' (Total satisfied = 63% vs. 60% for All). 	<p>Less effective (Total 1+2 = Total effective, where 1=Very effective):</p> <ul style="list-style-type: none"> • 'an advert that shows you how to switch' (23% vs. 29% for All); • 'an advert that tells the story of people who have switched' (19% vs. 24% for All); • 'knowing that over 500,000 households have switched in the past year' (22% vs. 27% for All).
<p>Less likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):</p> <ul style="list-style-type: none"> • Power bills are confusing and hard to understand so it is hard to know if you are getting a better deal (28% vs. 41% for All). 	

Behaviour/ attitude to switching power companies	Useful ways to compare power company prices
No difference in their switching behaviour:	Less useful (Total 7-10 where 10=Very useful):
<ul style="list-style-type: none"> 31% have switched power company in the past two years (compared to 30% for All). 	<ul style="list-style-type: none"> a flyer in the mail (20% vs. 31% for All); provision of an 0800 number (23% vs. 35% for All); information with your electricity bill (35% vs. 47% for All); case studies on how other people have saved money (19% vs. 30% for All); as part of the information on electrical appliances (30% vs. 38% for All); a fridge magnet with details of a price comparison website on it (21% vs. 29% for All); social media like facebook (11% vs. 17% for All); as part of a campaign that promotes energy efficiency (36% vs. 44% for All).
Attitude to switching power company:	
<ul style="list-style-type: none"> 0% actively looking for a cheaper power company (compared to 4% for All); 0% intend to look for a cheaper power company in next 12 months (compared to 7% for All); 58% are NOT confident that if they switched to another power company they'd still be on the best deal in 12 months time (compared to 51% for All). 	
Consumer/ other behaviour - general	Using the internet
More likely to stick with the same companies:	More likely to agree:
<ul style="list-style-type: none"> 85% I generally stick with the same companies unless I have a poor service experience or their prices go up sharply and then I look around (compared to 76% for All). 	<ul style="list-style-type: none"> I am confident on the Internet and use it to purchase goods and services (85% vs. 64% for All).
More likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):	More likely to be aware of 'What's My Number' advertising campaign
<ul style="list-style-type: none"> Even if I could save a few dollars I probably couldn't be bothered making changes to what I do (61% vs. 50% for All); I feel my views are often different from the average New Zealander (39% vs. 31% for All); I am conscious of finding a balance between my work and home life (78% vs. 67% for All); I like to think about and debate key issues of the day (72% vs. 54% for All); Lack of time is a much bigger problem for me than lack of money (62% vs. 46% for All). 	<ul style="list-style-type: none"> 87% have seen the What's My Number advertising campaign (compared to 82% for All).
	More likely to have visited:
	<ul style="list-style-type: none"> Whatsmynumber.org.nz website (35% vs. 30% for All); powerswitch.org.nz price comparison website (18% vs. 14% for All).
	Usefulness of the following to encourage you to visit a free and independent price comparison website to get offers from power companies on a better deal for you (Total 7-10, where 10=Very useful). Less useful:
Less likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):	<ul style="list-style-type: none"> A flyer in the mail (15% vs. 27% for All); Provision of an 0800 number (18% vs. 30% for All); Information with your electricity bill (41% vs. 47% for All); Advertising in magazines (7% vs. 13% for All); Case studies on how others have saved money (17% vs. 25% for All); A television advertisement (26% vs. 34% for All); Social media such as facebook (9% vs. 16% for All); An email or text message when a cheaper deal was available (29% vs. 37% for All); A radio advertisement (12% vs. 19% for All).
<ul style="list-style-type: none"> I find it's always best to be cautious and get a second opinion on most things before making up my own mind (45% vs. 54% for All); I like looking out for bargains and always go for the best deal (38% vs. 47% for All); I don't like signing contracts as I'm worried about the fine print (32% vs. 46% for All); I am under financial pressure (15% vs. 31% for All). 	
More likely 'yes'	
<ul style="list-style-type: none"> I read the newspaper or view it online nearly every day (89% vs. 62% for All); I like to keep up with the latest technology (79% vs. 58% for All); I go overseas at least once every couple of years (75% vs. 51% for All); I often surf the internet (91% vs. 71% for All); I read the business news just about every day (54% vs. 28% for All); I have a tertiary qualification (81% vs. 64% for All). 	
Less likely 'yes'	
<ul style="list-style-type: none"> I like to keep up with the latest fashions (17% vs. 22% for All). 	

■ Old, Status Quo (23%)



Old, Status Quo are more likely to be on low incomes, aged 60 years or more, and be a widow or widower. They don't like change and like to stick with companies they know. They recorded higher satisfaction with their power company and have lower power bills.

- Switching and shopping behaviour

Old, Status Quo are the least likely to have switched (22% compared to 30% of all). There is also strong resistance to switching with 48% not interested in switching. They are much less likely to shop around for the best deal and are less likely to believe it is worthwhile to review the current deal with their power company. This segment is also less likely to believe it is easy to switch and that money can be saved by switching.

- Communications

This segment was the least likely to have visited either the whatsmynumber.org.nz or powerswitch.org.nz website.

They also recorded lower scores across the strategies to encourage visitation to the site. The best ways to encourage visitation to the site are: information in a power bill, provision of a 0800 number, a flyer in the mail, and a television advertisement.

Best ways to provide information to compare power prices are: information in a power bill, provision of a 0800 number, and as part of a campaign that promotes energy efficiency.

- Key characteristics

Relationship with current provider	Effectiveness of initiatives to encourage you to consider switching
<p>More likely to be satisfied with their power company in the following areas (Total 1+2 = Total satisfied, where 1=Very satisfied):</p> <ul style="list-style-type: none"> • 'value for money' (Total satisfied = 57% vs. 48% for All); • 'general overall service' (Total satisfied = 74% vs. 65% for All); • 'its commitment to your local community' (Total satisfied = 40% vs. 31% for All); • 'conducting actual meter readings not estimates' (Total satisfied = 69% vs. 60% for All). 	<p>Less effective (Total 1+2 = Total effective, where 1=Very effective):</p> <ul style="list-style-type: none"> • 'a visit to your home by a power company representative' (21% vs. 27% for All); • 'information in the mail from an independent government or consumer agency' (30% vs. 38% for All); • 'power company website' (15% vs. 20% for All); • 'an independent website that compares the prices of different power companies' (30% vs. 53% for All); • 'advice from a consumer's advocate like Fair Go or Consumer NZ' (40% vs. 53% for All); • 'advice from a budget advisor, Work and Income or Citizens Advice Bureau' (25% vs. 30% for All); • 'stories of others who have switched easily' (24% vs. 33% for All); • 'reassurance that it is safe and easy to switch from an independent watchdog' (29% vs. 42% for All); • 'knowing that over 500,000 households have switched in the past year' (22% vs. 27% for All); • 'an email or text prompt from an independent authority suggesting you could save money if you switched to another power company' (16% vs. 26% for All).
<p>Monthly spend on power:</p> <ul style="list-style-type: none"> • 23% reported that their power bill is less than \$100 per month (compared to 13% for All). 	

Behaviour/ attitude to switching power companies	Useful ways to compare power company prices
Less likely to have switched:	Less useful (Total 7-10 where 10=Very useful):
<ul style="list-style-type: none"> 22% have switched power company in the past two years (compared to 30% for All). 	<ul style="list-style-type: none"> an independent consumer website (24% vs. 45% for All); case studies on how other people have saved money (23% vs. 30% for All); as part of the information when you move home (36% vs. 46% for All); a fridge magnet with details of a price comparison website on it (21% vs. 29% for All); social media like facebook (4% vs. 17% for All); on-line advertising on sites like Stuff, The Herald and Trade Me (9% vs. 24% for All).
Attitude to switching power company:	More useful (Total 7-10 where 10=Very useful):
<ul style="list-style-type: none"> 48% are not interested in switching their power company (compared to 32% for All); 55% are NOT confident that if they switched to another power company they'd still be on the best deal in 12 months time (compared to 51% for All). 	<ul style="list-style-type: none"> provision of an 0800 number (40% vs. 35% for All); public notice in the local newspaper (26% vs. 20% for All).
Less likely to shop around (Total 1+2 = Total likely, where 1=Very likely):	Using the internet
<ul style="list-style-type: none"> 21% say they are likely to shop around for the best power deal (compared to 32% for All); Additionally, 14% say that over the past two years, they have become more likely to shop for the best deal for power (compared to 27% for All). 	Less likely to agree:
<ul style="list-style-type: none"> Less likely to believe it is worthwhile reviewing which power company can offer best deal (64% vs. 81% for All). 	<ul style="list-style-type: none"> I am confident on the Internet and use it to purchase goods and services (17% vs. 64% for All).
Less likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):	Less likely to visit an independent website (Total 1+2 = Total likely, where 1=Very likely):
<ul style="list-style-type: none"> It's easy to switch power company (46% vs. 54% for All); You can save money by switching power company (27% vs. 44% for All). 	<ul style="list-style-type: none"> 23% are likely to visit an independent website that could help to compare prices and tell them the lowest cost power company to meet their household needs (compared to 46% for All).
	Less likely to have visited:
	<ul style="list-style-type: none"> Whatsmynumber.org.nz website (10% vs. 30% for All); powerswitch.org.nz price comparison website (5% vs. 14% for All).
	Usefulness of the following to encourage you to visit a free and independent price comparison website to get offers from power companies on a better deal for you (Total 7-10, where 10=Very useful). Less useful:
	<ul style="list-style-type: none"> Information with your electricity bill (40% vs. 47% for All); Advertising in magazines (8% vs. 13% for All); Case studies on how others have saved money (18% vs. 25% for All); A television advertisement (25% vs. 34% for All); Online advertising on sites like Stuff, NZ Herald and Trademe (8% vs. 23% for All); Social media such as facebook (5% vs. 16% for All); An email or text reminder to visit the site (14% vs. 27% for All); An email or text message when a cheaper deal was available (21% vs. 37% for All); Outside advertising such as billboards, buses, and bus shelters (8% vs. 18% for All); A radio advertisement (12% vs. 19% for All).

Consumer/ other behaviour - general

Likely to stick with same companies:

- 31% generally stick with the same companies that provide me with products and services (compared to 15% for All).

Less likely to agree (Total 7-10 = Total agree, where 10=Strongly agree):

- I constantly look out for new opportunities to do things differently (19% vs. 35% for All);
- I generally trust people and give them a fair hearing (58% vs. 64% for All);
- I like looking out for bargains and always go for the best deal (34% vs. 47% for All);
- I am conscious of finding a balance between my work and home life (50% vs. 67% for All);
- I like to make new friends and expand my social network (31% vs. 47% for All);
- Lack of time is a much bigger problem for me than lack of money (32% vs. 46% for All).

More likely 'yes'

- I don't think there's any point in changing unless there is something wrong (85% vs. 73% for All);
- I always read the local community newspapers thoroughly (74% vs. 57% for All).

Less likely 'yes'

- I read the newspaper or view it online nearly every day (53% vs. 62% for All);
- I like to keep up with the latest technology (23% vs. 58% for All);
- I like to keep up with the latest fashions (8% vs. 22% for All);
- I go overseas at least once every couple of years (35% vs. 51% for All);
- I often surf the net (19% vs. 71% for All);
- I have a tertiary qualification (41% vs. 64% for All);
- Have switched mobile phone provider (14% vs. 25% for All);
- Have switched broadband/ internet provider (13% vs. 26% for All);
- Have switched Car or Home insurance provider (14% vs. 23% for All);
- Have switched bank (6% vs. 14% for All).

Less likely to believe that the following industries are competitive: (Total 7-10 = Total competitive, where 10=Extremely competitive):

- Banks (29% vs. 35% for All);
- Mobile telephone provider (25% vs. 42% for All);
- Broadband provider (24% vs. 43% for All);
- Landline telephone provider (31% vs. 38% for All).

Less likely to believe that that it is easy to switch: (Total 7-10 = Total easy, where 10=Extremely easy):

- Power companies (46% vs. 52% for All);
- Mobile telephone provider (36% vs. 48% for All);
- Broadband provider (22% vs. 36% for All);
- Landline telephone provider (35% vs. 41% for All).

Industry comparisons

7.1 Perceived competitiveness of different industries

- Industries rated similarly for competitiveness, power companies perceived to be just as competitive as telephone providers

All industries tested were perceived to have relatively similar levels of competition⁴. Broadband providers were perceived to be the most competitive of all industries tested (67%), closely followed by mobile telephone providers and power companies (64%). Landline telephone providers were seen as competitive by 63% of respondents and the industry perceived to be least competitive was banks (62%).

Younger respondents were more likely to rate power companies as competitive (71% of those under 30 and 67% of those 30-44) compared to older respondents (56% of those over 60). Those that had changed suppliers in the past two years were also more likely to rate them as competitive (70%).

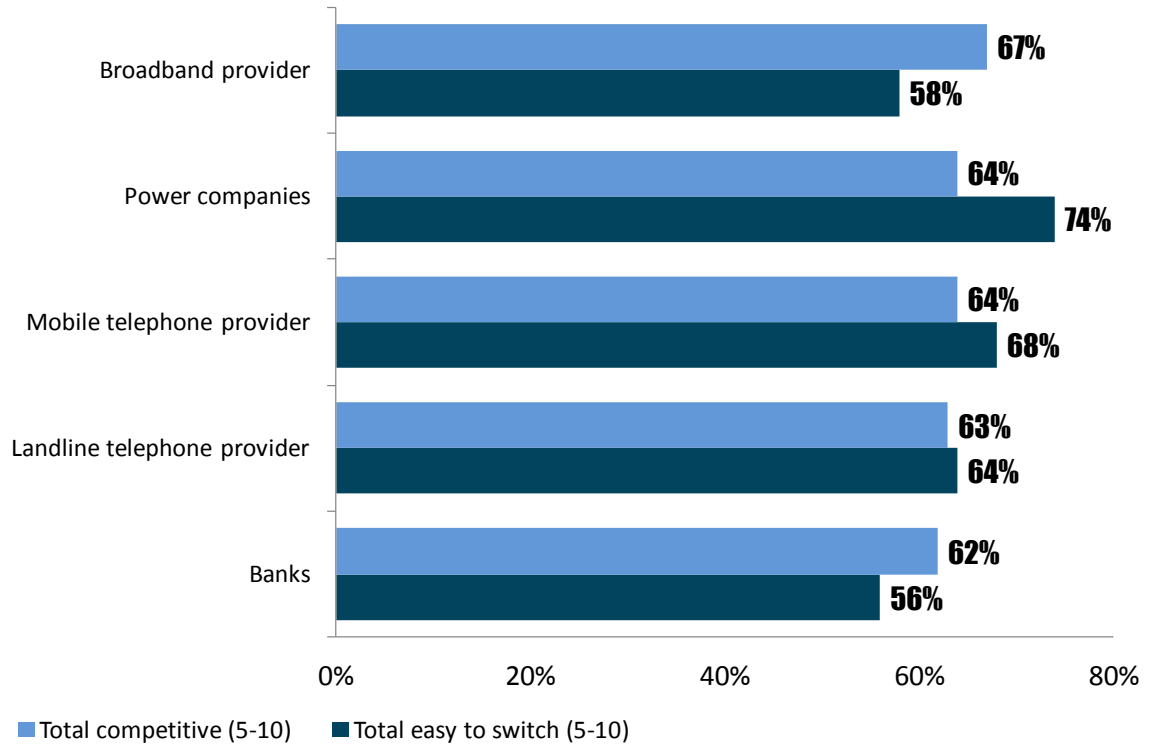
7.2 Perceived ease of switching providers in different industries

- Power companies perceived as being easiest to switch

There were clearer distinctions between industries when ranked by respondents for ease of switching. Power companies were rated as the easiest to switch between by almost three quarters of respondents (74%). Mobile telephone providers were perceived as the second easiest (68%), followed by landline telephone providers (64%) and broadband providers (58%). As with competitiveness, banks were rated the lowest on this indicator.

⁴ In this case, being competitive was defined by adding 5-10 from a scale of 1-10 where 0 meant 'not competitive at all' and 10 meant 'extremely competitive'

Those that spend more than \$300 per month on power were significantly less likely to rate switching between power companies as easy (58%) as were those over 60 (65%). Respondents that had switched power companies in the past two years were significantly more likely to report they were easy to switch between (92%).



Demographic profile

SAMPLE INFORMATION/DEMOGRAPHICS			
	2011 %	2012 %	2013 %
Sex			
Male	48	48	48
Female	52	52	52
Age			
18-29	10	10	10
30-44	41	41	41
45-59	27	27	27
60 plus	22	22	22
Region			
Auckland	33	33	32
Wellington	10	10	10
Provincial North Island	33	33	33
Christchurch	11	11	11
Provincial South Island	13	13	13
Personal Income			
Less than \$15,000	11	9	9
\$15,001-25,000	10	14	10
\$25,001-30,000	7	7	8
\$30,001-40,000	11	10	10
\$40,001-50,000	12	11	9
\$50,001-70,000	15	16	16
More than \$70,000	16	20	22
Income was nil/or made a loss	2	1	1
Prefer not to say	16	12	14
Household Income			
\$20,000 or less	7	6	5
\$20,000-30,000	8	8	6
\$30,000-40,000	8	6	8
\$40,001-50,000	10	11	7
\$50,001-70,000	14	15	16
\$70,001-100,000	18	19	20
More than \$100,000	22	24	26
Income was nil/or made a loss	-	-	-
Prefer not to say	13	11	12
Ethnicity			
Māori	10	11	8
Pacific Island	4	3	4
Asian	7	9	8

Base: All respondents; n=1000

ELECTRICITY PROVIDER

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

	2011	2012	2013	Difference (2013-2012)
	%	%	%	%
Genesis Energy ⁵	22.5	21.2	22.9	1.7
Contact Energy ⁶	22.4	22.6	21.1	-1.5
Mercury Energy	22.5	20.1	20.8	0.7
Meridian Energy	8.6	10.1	9.4	-0.7
TrustPower	10.4	8.0	8.2	0.2
Energy On-line	3.1	4.1	3.3	-0.8
Powershop NZ	1.3	3.8	3.2	-0.6
Nova Energy	1.8	2.0	2.5	0.5
Energy Direct	0.9	1.1	1.3	0.2
Just Energy	0.7	1.5	1.1	-0.4
Tiny Mighty Power	0.3	0.3	1.1	0.8
Empower	1.8	1.2	0.9	-0.3
Bosco Connect	0.3	0.2	0.3	0.1
King Country Energy	0.4	0.6	0.3	-0.3
Bay of Plenty Electricity	1.1	0.6	0.2	-0.4
Pulse Utilities	0.6	0.2	0.1	-0.1
Unsure	1.0	1.2	3.3	2.1
Other	0.3	1.2	-	-1.2

Base: All respondents; n=1000

MONTHLY SPEND ON POWER

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

	2011	2012	2013	Difference (2013-2012)
	%	%	%	%
< \$100 a month	14	13	13	-
\$100-\$200	56	55	52	-3
\$200-\$300	23	24	25	1
\$300-\$400	4	4	5	1
\$400-\$500	1	1	1	-
> \$500 a month	1	1	1	-
Unsure	1	2	3	1

Base: All respondents; n=1000

⁵ In the report, data for Genesis Energy and Energy On-line are aggregated.

⁶ In the report, data for Contact Energy and Empower are aggregated.

Detailed tables

CONSUMER BEHAVIOUR

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

	2011	2012	2013	Difference (2013-2012)
	%	%	%	%
I generally stick with the same companies that provide me with products and services	21	19	15	-4
I generally stick with the same companies unless I have a poor service experience or their prices go up sharply and then I look around	70	74	76	2
I change companies often and will almost always take a better deal if that comes along	8	6	8	2
Depends/ Other	1	-	-	-
Unsure	-	1	1	-

Base: All respondents; n=1000

LIKELIHOOD OF SHOPPING AROUND FOR BEST POWER 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 power deal?

	2013 %
1 - Very likely	16
2	16
TOTAL LIKELY	32
3	28
4	16
5 - Not likely at all	24
TOTAL NOT LIKELY	40
Unsure	-

Base: All respondents; n=1000

FREQUENCY OF REVIEWING WHICH POWER COMPANY HAS BEST DEAL

Generally how often do you shop around and review which power company has the best deal?

	2013 %
At least once a month	1
About every three months	4
About every six months	15
EVERY SIX MONTHS OR LESS	20
Once a year	32
Once every two years or more	43
Unsure	5

Base: Those that are likely to or neutral in opinion towards shopping for the best deal; n=602

LIKELIHOOD TO SHOP FOR BEST POWER DEAL OVER PAST TWO YEARS

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

	2013 %
More likely	27
Less likely	10
No change	62
Unsure	1

Base: All respondents; n=1000

NUMBER OF POWER COMPANIES THAT HAVE APPROACHED YOU ABOUT SWITCHING

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

	2011 %	2012 %	2013 %	Difference (2013-2012) %
None	39	30	29	-1
One	29	24	26	2
Two	18	24	23	-1
Three or more	11	18	19	1
TOTAL APPROACHED	58	66	68	2
Unsure	3	4	3	-1

Base: All respondents; n=1000

NUMBER OF POWER COMPANIES YOU HAVE APPROACHED ABOUT SWITCHING

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

	2011	2012	2013	Difference (2013-2012)
	%	%	%	%
None	76	77	82	5
One	14	14	13	-1
Two	5	3	3	-
Three or more	4	4	2	-2
TOTAL APPROACHED	23	21	18	-3
Unsure	1	2	-	-2

Base: All respondents; n=1000

CONSUMER ATTITUDES TO SWITCHING POWER COMPANY

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

	2011	2012	2013	Difference (2013-2012)
	%	%	%	%
We would switch if we were approached and offered a cheaper deal, but we are not actively looking	48	49	45	-4
We are not interested in switching our power company	31	26	32	6
We would be interested in switching for better service but we are not actively looking for a better power company	11	14	12	-2
We are actively looking for a cheaper power company	5	4	4	-
We intend to look for a cheaper power company in the next 12 months	5	6	7	1
Other	-	1	-	-1
Unsure	-	-	-	-

Base: All respondents; n=1000

**RELATIONSHIP WITH YOUR POWER COMPANY
(SUMMARY TABLE - '1 + 2' TOTAL SATISFIED)**

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

	2011	2012	2013	Difference (2013-2012)
	%	%	%	%
General overall service	59	67	65	-2
Conducting actual meter readings not estimates	56	60	60	-
The provision of extra services like on-line power usage information, FlyBuys, other loyalty rewards	42	48	49	1
Value for money	44	51	48	-3
Its commitment to your local community	32	32	31	-1

Base: All respondents; n=1000

WORTHWHILE REVIEWING POWER COMPANIES WITH BEST DEALS

Do you believe it is worthwhile reviewing which power company can offer you the best deal?

	2012	2013	Difference (2013-2012)
	%	%	%
Yes	80	81	1
No	17	17	-
Unsure	3	2	-1

Base: All respondents; n=1000

FREQUENCY OF REVIEWING POWER COMPANY DEAL

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

	2012	2013	Difference (2013-2012)
	%	%	%
Base: n=	805	808	%
At least once a month	1	3	2
About every three months	9	9	-
About every six months	28	24	-4
EVERY SIX MONTHS OR LESS	38	36	-2
Once a year	49	49	-
Once every two years or more	11	13	2
Unsure	2	2	-

Base: Those that believe it is worthwhile reviewing which power company can offer you the best deal

CHANGED POWER COMPANY IN PAST TWO YEARS

Have you changed your power company in the past two years?

	2011	2012	2013	Difference (2013-2012)
	%	%	%	%
Yes	28	31	30	-1
No	71	68	69	1
Unsure	1	1	1	-

Base: All respondents; n=1000

FREQUENCY OF CHANGING POWER COMPANIES IN PAST TWO YEARS

How many times have you switched power companies in the past two years?

	2011	2012	2013	Difference (2013-2012)
	%	%	%	%
Base: n=	279	309	304	%
Once	85	84	86	2
Twice	13	13	12	-1
Three or more times	2	3	2	-1
Unsure	-	-	-	-

Base: Respondents who have changed power companies in the past two years

CHANGED AS A RESULT OF: APPROACHING ANOTHER COMPANY/ BEING APPROACHED BY ANOTHER COMPANY/ FINDING DEAL ON PRICE COMPARISON WEBSITE

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

	2012 %	2013 %	Difference (2013-2012) %
Base: n=	309	304	
Approaching another company to switch	15	15	-
Being approached by another company to switch	57	49	-8
Finding a better deal by using an online price comparison website *	21	26	5
Unsure	1	2	1
Other	6	8	2

*In 2012, question read: switching companies on-line using a price comparison website
Base: Respondents who have changed power companies in the past two years

EASY TO SWITCH

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

	2011 %	2012 %	2013 %	Difference (2013-2012) %
Base: n=	279	309	304	
1 - Very easy	68	68	71	3
2	22	23	21	-2
TOTAL EASY	90	91	92	1
3	6	5	4	-1
4	3	2	2	-
5 - Very difficult	1	1	1	-
TOTAL DIFFICULT	4	3	3	-
Unsure	-	1	1	-

Base: Respondents who have changed power companies in the past two years

REASONS FOR NOT FINDING IT EASY TO SWITCH

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

	2013
Base: n=	10
Difficulty in filling out forms or too many forms to fill out	1
Long delay in switching over	1
The hassle of changing over automatic payment or direct debits	1
No confirmation or update on the switch over from the power companies	1
Other (verbatim):	
Pushed into changing was not really prepared for the change	1
Price comparison was hard to follow	1
Miscommunication and misleading information from them	1
Having to chase up to make sure it was correct - what was offered	1
Unsure	2

Base: Respondents who have changed power companies in the past two years and rated the level of difficulty '4' or '5 - Very difficult'

NB: Multiple response question

EFFECTIVENESS OF STRATEGIES REGARDING SWITCHING POWER COMPANIES (SUMMARY TABLE - '1 + 2' TOTAL EFFECTIVE)

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

	2012 %	2013 %	Difference (2013-2012) %
An independent website that compares the prices of different power companies	58	53	-5
Advice from a consumer's advocate like Fair Go or Consumer New Zealand	56	53	-3
Reassurance that it is safe and easy to switch from an independent watchdog	44	42	-2
Information in the mail from an independent government or consumer agency	38	38	-
Stories of others who have switched easily	37	33	-4
A visit to your home by a power company representative	23	27	4
Advice from a budget advisor, Work and Income or Citizens Advice Bureau	33	30	-3
Knowing that over five hundred thousand households have switched in the past year (over 400,000 in 2012)	30	27	-3
An email or text prompt from an independent authority suggesting you could save money if you switched to another power company*	-	26	-
An advert that shows you how to switch	32	29	-3
A phone call from another power company	20	21	1
An advert that tells the story of people who have switched	23	24	1
Power company website	24	20	-4

*Statement not measured in 2012

Base: All respondents; n=1000

EFFECTIVENESS OF STRATEGIES REGARDING SWITCHING POWER COMPANIES (2013)

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

	1 Very effective %	2 %	TOTAL EFFECTIVE (1+2) %	3 %	4 %	5 Not at all effective %	TOTAL NOT EFFECTIVE (4+5) %	Unsure %
An independent website that compares the prices of different power companies	23	30	53	21	9	15	24	2
Advice from a consumer's advocate like Fair Go or Consumer New Zealand	20	33	53	24	10	12	22	1
Reassurance that it is safe and easy to switch from an independent watchdog	15	27	42	28	12	15	27	3
Information in the mail from an independent government or consumer agency	12	26	38	27	14	20	34	1
Stories of others who have switched easily	9	24	33	30	16	19	35	2
Advice from a budget advisor, Work and Income or Citizens Advice Bureau	11	19	30	23	14	28	42	5
An advert that shows you how to switch	10	19	29	31	16	23	39	1
A visit to your home by a power company representative	11	16	27	21	15	36	51	1
Knowing that over five hundred thousand households have switched in the past year	8	19	27	29	16	25	41	3
An email or text prompt from an independent authority suggesting you could save money if you switched to another power company	7	19	26	24	17	32	49	1
An advert that tells the story of people who have switched	7	17	24	30	17	27	44	2
A phone call from another power company	8	13	21	22	20	36	56	1
Power company website	6	14	20	28	21	29	50	2

Base: All respondents; n=1000

**AVAILABILITY OF INFORMATION TO COMPARE ELECTRICITY PRICES
(SUMMARY TABLE - '1 + 2' TOTAL USEFUL)**

Using a 0-10 scale where 0 means not at all useful and 10 means very useful, how useful would each of the following ways be, in helping you to compare power company prices:

	2011	2012	2013	Difference (2013-2012)
	%	%	%	%
Information with your electricity bill*	59	47	47	-
As part of the information when you move home	56	44	46	2
An independent consumer website	53	44	45	1
As part of a campaign that promotes energy efficiency	n/a	42	44	2
As part of the information on electrical appliances	41	33	38	5
Provision of an 0800 number	43	31	35	4
A flyer in the mail	43	27	31	4
Case studies on how other people have saved money	n/a	n/a	30	n/a
A fridge magnet with details of a price comparison website on it	n/a	30	29	-1
On-line advertising on sites like Stuff, Herald and Trade Me	n/a	25	24	-1
Public notice in the local newspaper	29	22	20	-2
Social media like Facebook	n/a	15	17	2

Prior to 2013, question read 'as part of your electricity bill'
Base: All respondents; n=1000

AVAILABILITY OF INFORMATION TO COMPARE ELECTRICITY PRICES (2013)

Using a 0-10 scale where 0 means not at all useful and 10 means very useful, how useful would each of the following ways be, in helping you to compare power company prices:

	0	1	2	3	TOTAL NOT USEFUL (0-3)	4	5	6	NEUTRAL (4-6)	7	8	9	10	TOTAL USEFUL (7-10)	Unsure
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Information with your electricity bill*	9	4	6	6	25	4	14	9	27	10	14	7	16	47	1
As part of the information when you move home	10	4	4	5	23	3	16	7	26	11	14	7	14	46	5
An independent consumer website	11	5	5	6	27	4	14	7	25	10	13	8	14	45	3
As part of a campaign that promotes energy efficiency	8	3	5	5	21	5	17	10	32	12	14	6	12	44	3
As part of the information on electrical appliances	11	6	7	8	32	5	16	7	28	11	11	5	11	38	2
Provision of an 0800 number	12	7	7	8	34	6	16	8	30	7	10	5	13	35	1
A flyer in the mail	15	8	8	8	39	6	17	7	30	9	11	3	8	31	-
Case studies on how other people have saved money	12	7	7	11	37	7	16	8	31	9	10	4	7	30	2
A fridge magnet with details of a price comparison website on it	18	10	8	7	43	6	13	7	26	8	8	3	10	29	2
Online advertising on sites like Stuff, NZ Herald and Trademe	19	9	9	7	44	7	15	7	29	7	6	4	7	24	3
Public notice in the local newspaper	18	10	12	10	50	5	17	6	28	5	7	2	6	20	2
Social media such as Facebook	28	16	8	7	59	5	11	4	20	4	5	2	6	17	4

Prior to 2013, question read 'as part of your electricity bill'

Base: All respondents; n=1000

OTHER SUGGESTIONS ON WAYS TO PROVIDE ELECTRICITY PRICE COMPARISONS

Do you have any other suggestions on ways to provide information to compare electricity prices?

	2013 %
A website/on the internet	5
Advertising (TV/radio)	3
Through mail (flyers,pamphlets,etc)	2
Face to face (e.g. door knocking)	2
Make any information clear/simple/consistent	2
Information with power bills	1
Independent analysis	1
A TV programme (Fair go, documentary)	1
In newspapers	1
Word of mouth	1
Email	1
Phone/via txt	1
Produce more information (datasheets, charts)	1
Other	3
No	78

Base: All respondents; n=1000

NB: Multiple response question

LIKELIHOOD OF VISITING AN INDEPENDENT WEBSITE THAT COULD TELL YOU THE LOWEST COST POWER COMPANY TO MEET YOUR HOUSEHOLD NEEDS

Using a 1-5 scale where 1 means very likely and 5 not at all likely, how likely would you be to visit an independent website that could help you compare prices and tell you the lowest cost power company to meet your household needs?

	2012 %	2013 %	Difference (2013-2012) %
1 - Very likely	30	29	-1
2	20	17	-3
TOTAL LIKELY	50	46	-4
3	16	16	-
4	9	11	2
5 - Not likely at all	24	25	1
TOTAL NOT LIKELY	33	36	3
Unsure	1	2	1

NB: In 2012 question read: Using a 1-5 scale where 1 means very likely and 5 not at all likely, how likely would you be to visit an independent website that could tell you the lowest cost retail electricity supplier to meet your household needs?

Base: All respondents; n=1000

SAVINGS NEEDED TO MAKE SHOPPING AROUND WORTHWHILE

How much would you need to save off your annual power bill to make it worthwhile shopping around on a free and independent price comparison website?

	2013 %
Up to \$50	19
Up to \$100	22
Up to \$150	9
Up to \$200	14
TOTAL UP TO \$200	64
Up to \$250	5
Up to \$300	6
Up to \$350	2
Or \$400 or more	13
Won't shop around at all	7
Unsure	3

Base: All respondents; n=1000

WHAT'S MY NUMBER ADVERTISING CAMPAIGN AWARENESS

I am going to describe a specific advertising campaign. In this campaign, people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead and the ad ends by directing you to a website called "whatsmynumber.org.nz" to find out the amount you could save. There is also 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 %	2013 %	Difference (2013-2012) %
Yes	71	82	11
No	28	18	-10
Unsure	1	-	-1

NB: In 2012, question also mentioned outdoor advertising (such as billboards).

Base: All respondents; n=1000

WEBSITE VISITATION/SATISFACTION AND ACTION TAKEN AFTERWARD

- Have you visited the price comparison website whatsmynumber.org.nz to compare what you pay with what another retail supplier charges?
- Have you visited another consumer price comparison website called powerswitch.org.nz?
- Using a 1-5 scale where 1 means very satisfied and 5 not at all satisfied, how satisfied were you with the following aspects of the website?
- Which of the following describes what you did after visiting the website?

	powerswitch			whatsmynumber	
	2011 %	2012 %	2013 %	2012 %	2013 %
Visited the website					
Base: n=	1000	1000	1000	1000	1000
Yes	14	17	14	24	30
No	84	81	84	75	69
Unsure	2	2	2	1	1
Satisfaction with website (Total Satisfied, 1+2)					
Base: n=	143	165	142	243	299
Ease of use*	80	77	65	77	72
Providing you with the information you wanted	78	77	61	72	68
Accuracy of information	62	67	53	60	57
Action taken after visiting					
Base: n=		165	142	243	299
We took no further action nor do we intend to switch in the next 12 months		59	53	53	50
We have not switched, but we intend to do so in the next 12 months		5	6	11	11
We switched, but not to the cheapest power company according to the site		8	11	7	10
We switched to the cheapest power company according to the site		20	18	15	14
We are considering switching		3	7	7	10
Other		4	4	6	4
Unsure		1	1	1	1

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

Base (Visitation): All respondents

Base (Satisfaction and action taken): Respondents who visited the websites

SATISFACTION WITH THE WHATSMYNUMBER.ORG.NZ WEBSITE (2013)

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 whatsmynumber website?

	1 Very satisfied %	2 %	TOTAL SATISFIED (1+2) %	3 %	4 %	5 Not at all satisfied %	TOTAL NOT SATISFIED (4+5) %	Unsure %
Ease of use	46	26	72	13	7	3	10	5
Providing you with the information you wanted	44	24	68	17	5	9	14	1
Accuracy of information	32	25	57	19	7	5	12	12

Base: Respondents who visited the website; n=299

SATISFACTION WITH THE POWERSWITCH.ORG.NZ WEBSITE (2013)

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

	1 Very satisfied %	2 %	TOTAL SATISFIED (1+2) %	3 %	4 %	5 Not at all satisfied %	TOTAL NOT SATISFIED (4+5) %	Unsure %
Ease of use	39	26	65	19	7	3	10	6
Providing you with the information you wanted	32	29	61	20	6	6	12	7
Accuracy of information	26	27	53	21	7	5	12	14

Base: Respondents who visited the website; n=142

USEFULNESS OF METHODS TO ENCOURAGE VISITATION TO PRICE COMPARISON WEBSITES (2013)

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 free and independent price comparison website to get offers from power companies on a better deal for you?

	0	1	2	3	TOTAL NOT USEFUL (0-3)	4	5	6	NEUTRAL (4-6)	7	8	9	10	TOTAL USEFUL (7-10)	Unsure
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Information with your electricity bill	9	5	5	7	26	5	13	7	25	11	15	7	14	47	2
An email or text message when a cheaper deal was available	19	7	7	6	39	5	11	6	22	10	11	5	11	37	2
A television advertisement	13	5	6	6	30	7	16	12	35	9	11	5	9	34	1
Provision of an 0800 number	16	6	10	9	41	6	16	6	28	7	10	4	9	30	1
A flyer in the mail	18	8	8	9	43	6	15	8	29	8	8	3	8	27	1
An email or text reminder to visit the site	24	8	10	7	49	5	11	7	23	9	8	3	7	27	1
Case studies on how others have saved money	18	7	8	9	42	6	19	6	31	9	8	3	5	25	2
Online advertising on sites like Stuff, NZ Herald and Trademe	22	10	9	7	48	6	15	7	28	7	8	2	6	23	1
A radio advertisement	20	9	9	10	48	8	17	7	32	7	6	1	5	19	1
Advertisements in newspapers	20	8	11	10	49	7	17	8	32	6	5	2	5	18	1
Outside advertising such as billboards, buses, and bus shelters	21	10	9	10	50	8	16	7	31	6	6	2	4	18	1
Social media such as Facebook	33	14	9	7	63	5	10	4	19	4	4	2	6	16	2
Advertisements in magazines	28	11	11	9	59	8	15	4	27	6	3	1	3	13	1

Base: All respondents; n=1000

PERCEIVED COMPETITIVENESS OF DIFFERENT INDUSTRIES (2013)

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 you?

	0	1	2	3	4	TOTAL NOT COMPETITIVE (0-4)	5	6	7	8	9	10	TOTAL COMPETITIVE (5-10)	Unsure
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Broadband provider	8	2	5	6	4	25	16	8	14	14	6	9	67	8
Mobile telephone provider	10	3	5	6	5	29	15	7	12	15	6	9	64	7
Power companies	7	3	6	9	6	31	23	11	11	11	3	5	64	5
Landline telephone provider	10	3	8	4	6	31	17	8	11	14	5	8	63	6
Banks	10	5	7	6	5	33	17	10	10	13	4	8	62	5

Base: All respondents; n=1000

PERCEIVED EASE OF SWITCHING SUPPLIERS IN DIFFERENT INDUSTRIES (2013)

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?

	0	1	2	3	4	TOTAL NOT EASY AT ALL (0-4)	5	6	7	8	9	10	TOTAL EASY (5-10)	Unsure
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Power companies	3	2	3	3	4	15	13	9	11	17	7	17	74	11
Mobile telephone provider	4	2	4	4	3	17	12	8	9	14	8	17	68	15
Landline telephone provider	5	2	4	5	6	22	15	8	10	12	6	13	64	14
Broadband provider	5	3	5	6	5	24	15	7	10	12	4	10	58	18
Banks	5	4	8	6	7	30	15	6	8	11	5	11	56	14

Base: All respondents; n=1000

CONFIDENCE STILL ON BEST DEAL IN ONE YEAR

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 power company you would still be on the best deal in 12 months time?

	2013 %
1 - Very confident	8
2	12
TOTAL CONFIDENT	20
3	26
4	18
5 - Not confident at all	33
TOTAL NOT CONFIDENT	51
Unsure	3

Base: All respondents; n=1000

Appendices - Shopping Around for Electricity Retailers

*A Quantitative Study
among the General Public*

February 2013



AUCKLAND • WELLINGTON • SYDNEY

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ELECTRICITY PROVIDER

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

[READ LIST ONLY IF RESPONDANT IS UNSURE]

ban1 by qlx

	Contact Base	Energy Genesis	Mercury Energy	Meridia Energy	n TrustPo Energy	Energy wer	Online Empower	Just Energy	Nova Energy	Powersh op NZ	
All	1000	21.1%	22.9%	20.8%	9.4%	8.3%	3.3%	0.9%	1.1%	2.5%	3.2%
AREA											
Auckland	324	25.7%	15.4%	42.2%	6.2%	0.0%	3.2%	1.3%	0.3%	0.7%	1.8%
Christchurch	109	17.7%	27.6%	7.4%	28.8%	6.9%	0.0%	0.7%	0.0%	0.0%	7.2%
Wellington	102	13.4%	39.1%	15.2%	10.4%	0.0%	3.1%	0.0%	0.0%	6.9%	8.1%
Provincial (NI)	332	16.4%	26.6%	11.1%	5.6%	12.7%	5.9%	1.2%	1.1%	4.6%	2.2%
Provincial (SI)	133	30.7%	15.5%	8.4%	10.2%	24.7%	0.0%	0.0%	4.7%	0.0%	1.6%
SEX											
Male	480	22.7%	22.6%	21.3%	9.3%	8.3%	3.8%	0.8%	0.8%	1.6%	2.6%
Female	520	19.7%	23.2%	20.4%	9.5%	8.2%	2.9%	1.0%	1.3%	3.3%	3.7%
AGE GROUP											
18-29	98	28.6%	26.2%	15.4%	5.9%	4.8%	1.2%	0.0%	0.0%	1.2%	7.1%
30-44	407	21.2%	24.3%	19.0%	11.7%	6.1%	5.0%	1.1%	1.1%	2.6%	2.9%
45-59	274	21.9%	21.8%	22.2%	8.6%	8.6%	2.0%	1.2%	1.6%	2.7%	2.7%
60 plus	221	16.7%	20.1%	24.8%	7.8%	13.2%	2.8%	0.7%	1.1%	2.5%	2.5%
HOUSEHOLD INCOME											
\$20,000 or less	54	13.9%	23.0%	23.3%	15.1%	6.4%	0.0%	3.9%	3.4%	0.0%	1.9%
\$20,001-30,000	63	27.2%	18.7%	22.9%	4.6%	9.7%	5.5%	1.2%	1.2%	1.2%	1.8%
\$30,001-40,000	78	18.4%	22.0%	17.9%	7.7%	11.9%	1.4%	0.0%	1.4%	4.4%	2.4%
\$40,001-50,000	67	21.2%	15.9%	15.5%	10.0%	13.1%	4.8%	0.0%	1.6%	3.9%	5.6%
\$50,001-70,000	162	20.0%	25.4%	23.9%	4.5%	8.2%	3.0%	0.0%	0.7%	1.4%	5.4%
\$70,001-100,000	197	19.4%	24.4%	18.1%	10.7%	11.4%	2.7%	1.5%	1.5%	2.2%	3.9%
More than \$100,000	258	23.8%	23.5%	24.3%	9.9%	4.6%	2.9%	0.4%	0.4%	3.7%	1.6%
Income was nil/or made a loss	1	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prefer not to say	119	20.8%	22.3%	16.3%	13.7%	6.1%	6.5%	1.8%	0.9%	1.6%	2.9%
ETHNICITY											
NZ Maori	81	21.9%	20.5%	17.8%	6.6%	6.2%	5.4%	2.7%	4.0%	2.6%	1.3%
Pacific Island	40	24.6%	28.2%	36.4%	2.7%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%
Asian	75	29.8%	19.4%	26.4%	10.1%	0.0%	1.4%	2.5%	0.0%	3.0%	4.3%
MONTHLY SPEND ON POWER											
<\$100 a month	129	17.6%	27.9%	13.9%	10.7%	7.3%	4.8%	1.7%	2.0%	0.0%	5.0%
\$100-\$200	515	21.4%	23.0%	21.2%	7.5%	8.7%	3.6%	0.9%	0.8%	2.4%	3.9%
\$201-\$300	246	21.2%	19.6%	24.1%	13.1%	8.8%	2.6%	0.0%	1.3%	3.7%	1.4%
>\$300 a month	78	25.6%	24.7%	18.8%	12.1%	3.8%	2.8%	2.8%	0.0%	4.0%	0.0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS											
Yes	304	20.2%	19.0%	21.3%	12.6%	5.1%	3.1%	0.0%	1.0%	4.0%	6.5%
No/ Unsure	696	21.6%	24.6%	20.6%	8.0%	9.6%	3.4%	1.3%	1.2%	1.8%	1.7%

MONTHLY SPEND ON POWER

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

	Base	Less than \$100 a month	More than \$100, but less than \$200 a month	More than \$200, but less than \$300 a month	More than \$300, but less than \$400 a month	More than \$400, but less than \$500 a month	Or more than \$500 a month	Unsure
All	1000	13%	52%	25%	5%	1%	1%	3%
AREA								
Auckland	324	14%	49%	25%	5%	1%	2%	4%
Christchurch	109	17%	47%	27%	5%	2%	1%	1%
Wellington	102	9%	50%	27%	7%	4%	1%	2%
Provincial (NI)	332	13%	54%	23%	4%	2%	1%	3%
Provincial (SI)	133	9%	55%	22%	7%	1%	1%	5%
SEX								
Male	480	12%	52%	24%	6%	2%	1%	3%
Female	520	14%	51%	25%	5%	1%	1%	3%
AGE GROUP								
18-29	98	18%	55%	23%	0%	1%	1%	2%
30-44	407	7%	52%	27%	7%	2%	2%	3%
45-59	274	12%	47%	27%	7%	2%	2%	3%
60 plus	221	22%	54%	17%	3%	0%	0%	4%
HOUSEHOLD INCOME								
\$20,000 or less	54	30%	58%	7%	1%	0%	0%	4%
\$20,001-30,000	63	30%	52%	13%	0%	0%	0%	5%
\$30,001-40,000	78	16%	58%	22%	2%	0%	0%	2%
\$40,001-50,000	67	18%	47%	28%	2%	2%	0%	3%
\$50,001-70,000	162	10%	64%	19%	2%	1%	1%	3%
\$70,001-100,000	197	9%	53%	26%	8%	3%	0%	1%
More than \$100,000	258	4%	40%	36%	10%	2%	5%	3%
Income was nil/or made a loss	1	0%	100%	0%	0%	0%	0%	0%
Prefer not to say	119	20%	52%	18%	4%	0%	0%	6%
ETHNICITY								
NZ Maori	81	12%	49%	26%	5%	4%	0%	4%
Pacific Island	40	19%	46%	27%	5%	0%	3%	0%
Asian	75	7%	63%	26%	3%	0%	0%	1%
MONTHLY SPEND ON POWER								
<\$100 a month	129	100%	0%	0%	0%	0%	0%	0%
\$100-\$200	515	0%	100%	0%	0%	0%	0%	0%
\$201-\$300	246	0%	0%	100%	0%	0%	0%	0%
>\$300 a month	78	0%	0%	0%	65%	19%	16%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS								
Yes	304	12%	55%	22%	3%	3%	2%	3%
No/ Unsure	696	13%	50%	26%	6%	1%	1%	3%

SATISFACTION WITH POWER COMPANY - VALUE FOR MONEY

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

Value for money
ban1 by q3_1

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	1000	21%	27%	30%	12%	7%	3%
AREA							
Auckland	324	19%	23%	33%	16%	6%	3%
Christchurch	109	25%	31%	25%	11%	6%	2%
Wellington	102	12%	37%	29%	15%	6%	1%
Provincial (NI)	332	24%	26%	30%	7%	8%	5%
Provincial (SI)	133	20%	28%	28%	11%	9%	4%
SEX							
Male	480	17%	28%	34%	10%	7%	4%
Female	520	24%	26%	27%	13%	7%	3%
AGE GROUP							
18-29	98	25%	21%	36%	7%	6%	5%
30-44	407	19%	30%	30%	13%	6%	2%
45-59	274	16%	26%	34%	11%	9%	4%
60 plus	221	28%	23%	25%	12%	7%	5%
HOUSEHOLD INCOME							
\$20,000 or less	54	29%	18%	23%	12%	12%	6%
\$20,001-30,000	63	31%	15%	32%	7%	8%	7%
\$30,001-40,000	78	25%	30%	28%	12%	4%	1%
\$40,001-50,000	67	19%	32%	32%	9%	5%	3%
\$50,001-70,000	162	20%	27%	33%	13%	6%	1%
\$70,001-100,000	197	18%	28%	31%	14%	5%	4%
More than \$100,000	258	15%	30%	33%	11%	8%	3%
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%
Prefer not to say	119	28%	20%	24%	13%	9%	6%
ETHNICITY							
NZ Maori	81	20%	18%	34%	15%	9%	4%
Pacific Island	40	25%	16%	40%	8%	8%	3%
Asian	75	17%	31%	37%	10%	1%	4%
MONTHLY SPEND ON POWER							
<\$100 a month	129	33%	22%	31%	5%	4%	5%
\$100-\$200	515	24%	27%	30%	11%	5%	3%
\$201-\$300	246	12%	29%	31%	14%	9%	5%
>\$300 a month	78	10%	21%	31%	17%	19%	2%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	22%	32%	24%	12%	7%	3%
No/ Unsure	696	20%	24%	33%	12%	7%	4%

SATISFACTION WITH POWER COMPANY - GENERAL OVERALL SERVICE

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

General overall service
ban1 by q3_2

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	1000	32%	33%	22%	8%	3%	2%
AREA							
Auckland	324	29%	33%	22%	11%	4%	1%
Christchurch	109	33%	31%	26%	8%	1%	1%
Wellington	102	26%	35%	20%	12%	5%	2%
Provincial (NI)	332	34%	33%	21%	6%	3%	3%
Provincial (SI)	133	35%	29%	23%	9%	2%	2%
SEX							
Male	480	27%	36%	23%	9%	3%	2%
Female	520	36%	29%	21%	9%	3%	2%
AGE GROUP							
18-29	98	35%	32%	19%	11%	2%	1%
30-44	407	28%	37%	24%	8%	2%	1%
45-59	274	28%	33%	24%	9%	3%	3%
60 plus	221	43%	25%	17%	8%	4%	3%
HOUSEHOLD INCOME							
\$20,000 or less	54	47%	16%	19%	10%	3%	5%
\$20,001-30,000	63	40%	24%	24%	9%	3%	0%
\$30,001-40,000	78	39%	33%	14%	7%	3%	4%
\$40,001-50,000	67	33%	36%	20%	7%	2%	2%
\$50,001-70,000	162	28%	37%	21%	9%	3%	2%
\$70,001-100,000	197	28%	35%	22%	10%	2%	3%
More than \$100,000	258	26%	37%	25%	9%	2%	1%
Income was nil/or made a loss	1	0%	100%	0%	0%	0%	0%
Prefer not to say	119	38%	24%	25%	6%	6%	1%
ETHNICITY							
NZ Maori	81	28%	25%	29%	10%	5%	3%
Pacific Island	40	31%	43%	11%	10%	3%	2%
Asian	75	25%	28%	26%	13%	5%	3%
MONTHLY SPEND ON POWER							
<\$100 a month	129	47%	28%	13%	7%	3%	2%
\$100-\$200	515	31%	34%	23%	7%	3%	2%
\$201-\$300	246	27%	36%	21%	10%	4%	2%
>\$300 a month	78	19%	27%	27%	17%	6%	4%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	30%	34%	22%	9%	2%	3%
No/ Unsure	696	32%	32%	22%	9%	3%	2%

SATISFACTION WITH POWER COMPANY - ITS COMMITMENT TO YOUR LOCAL COMMUNITY

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

Its commitment to your local community
ban1 by q3_3

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	1000	15%	16%	24%	8%	6%	31%
AREA							
Auckland	324	12%	14%	24%	7%	6%	37%
Christchurch	109	14%	12%	32%	7%	4%	31%
Wellington	102	5%	11%	28%	7%	10%	39%
Provincial (NI)	332	20%	20%	21%	8%	7%	24%
Provincial (SI)	133	19%	14%	21%	10%	6%	30%
SEX							
Male	480	14%	16%	27%	8%	7%	28%
Female	520	16%	15%	21%	7%	6%	35%
AGE GROUP							
18-29	98	24%	14%	25%	8%	6%	23%
30-44	407	12%	17%	28%	9%	5%	29%
45-59	274	12%	13%	22%	7%	9%	37%
60 plus	221	21%	16%	19%	6%	6%	32%
HOUSEHOLD INCOME							
\$20,000 or less	54	25%	14%	15%	3%	4%	39%
\$20,001-30,000	63	14%	20%	26%	10%	5%	25%
\$30,001-40,000	78	28%	18%	18%	10%	5%	21%
\$40,001-50,000	67	16%	17%	26%	6%	3%	32%
\$50,001-70,000	162	16%	14%	25%	6%	10%	29%
\$70,001-100,000	197	12%	14%	28%	10%	4%	32%
More than \$100,000	258	10%	17%	25%	9%	8%	31%
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	100%
Prefer not to say	119	16%	12%	22%	3%	8%	39%
ETHNICITY							
NZ Maori	81	9%	19%	30%	7%	6%	29%
Pacific Island	40	20%	8%	26%	11%	5%	30%
Asian	75	16%	16%	24%	6%	5%	33%
MONTHLY SPEND ON POWER							
<\$100 a month	129	20%	13%	21%	6%	5%	35%
\$100-\$200	515	18%	16%	23%	7%	6%	30%
\$201-\$300	246	8%	19%	30%	8%	7%	28%
>\$300 a month	78	8%	7%	20%	12%	11%	42%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	10%	12%	23%	7%	7%	41%
No/ Unsure	696	17%	17%	25%	8%	6%	27%

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

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

The provision of extra services like online power usage information, energy efficiency services, other loyalty reward programmes
 ban1 by q3_4

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	1000	23%	26%	25%	10%	4%	12%
AREA							
Auckland	324	21%	26%	26%	8%	5%	14%
Christchurch	109	26%	24%	27%	10%	1%	12%
Wellington	102	22%	26%	21%	19%	4%	8%
Provincial (NI)	332	26%	26%	23%	9%	4%	12%
Provincial (SI)	133	21%	25%	28%	11%	3%	12%
SEX							
Male	480	18%	28%	25%	12%	4%	13%
Female	520	28%	24%	25%	9%	3%	11%
AGE GROUP							
18-29	98	28%	33%	17%	8%	4%	10%
30-44	407	22%	27%	26%	12%	3%	10%
45-59	274	20%	27%	28%	10%	3%	12%
60 plus	221	27%	20%	23%	9%	5%	16%
HOUSEHOLD INCOME							
\$20,000 or less	54	25%	18%	16%	7%	9%	25%
\$20,001-30,000	63	25%	24%	30%	6%	2%	13%
\$30,001-40,000	78	26%	30%	21%	9%	1%	13%
\$40,001-50,000	67	33%	22%	26%	10%	0%	9%
\$50,001-70,000	162	27%	24%	24%	9%	6%	10%
\$70,001-100,000	197	19%	33%	24%	11%	3%	10%
More than \$100,000	258	22%	27%	28%	12%	3%	8%
Income was nil/or made a loss	1	0%	0%	0%	100%	0%	0%
Prefer not to say	119	19%	17%	26%	10%	7%	21%
ETHNICITY							
NZ Maori	81	25%	19%	25%	14%	5%	12%
Pacific Island	40	31%	26%	19%	14%	10%	0%
Asian	75	14%	31%	37%	7%	4%	7%
MONTHLY SPEND ON POWER							
<\$100 a month	129	36%	17%	18%	8%	5%	16%
\$100-\$200	515	24%	28%	23%	9%	4%	12%
\$201-\$300	246	20%	26%	33%	10%	3%	8%
>\$300 a month	78	14%	21%	27%	20%	7%	11%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	23%	29%	22%	11%	3%	12%
No/ Unsure	696	24%	24%	26%	10%	4%	12%

SATISFACTION WITH POWER COMPANY - CONDUCTING ACTUAL METER READINGS NOT ESTIMATES

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

Conducting actual meter readings not estimates
ban1 by q3_5

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	1000	37%	23%	18%	8%	5%	9%
AREA							
Auckland	324	35%	17%	23%	8%	6%	11%
Christchurch	109	36%	28%	12%	5%	4%	15%
Wellington	102	39%	25%	10%	14%	6%	6%
Provincial (NI)	332	40%	22%	19%	6%	5%	8%
Provincial (SI)	133	34%	30%	17%	10%	3%	6%
SEX							
Male	480	36%	24%	20%	8%	5%	7%
Female	520	38%	22%	17%	7%	5%	11%
AGE GROUP							
18-29	98	39%	14%	22%	12%	5%	8%
30-44	407	34%	24%	20%	8%	5%	9%
45-59	274	33%	26%	20%	7%	6%	8%
60 plus	221	45%	21%	14%	5%	4%	11%
HOUSEHOLD INCOME							
\$20,000 or less	54	53%	8%	17%	2%	8%	12%
\$20,001-30,000	63	36%	24%	11%	11%	4%	14%
\$30,001-40,000	78	37%	21%	16%	12%	4%	10%
\$40,001-50,000	67	32%	25%	25%	4%	8%	6%
\$50,001-70,000	162	40%	21%	20%	5%	5%	9%
\$70,001-100,000	197	35%	25%	19%	7%	6%	8%
More than \$100,000	258	36%	25%	19%	9%	4%	7%
Income was nil/or made a loss	1	0%	100%	0%	0%	0%	0%
Prefer not to say	119	32%	21%	20%	10%	5%	12%
ETHNICITY							
NZ Maori	81	33%	20%	24%	8%	5%	10%
Pacific Island	40	34%	15%	24%	5%	14%	8%
Asian	75	24%	22%	27%	10%	4%	13%
MONTHLY SPEND ON POWER							
<\$100 a month	129	48%	18%	13%	7%	4%	10%
\$100-\$200	515	37%	23%	21%	7%	4%	8%
\$201-\$300	246	37%	24%	17%	9%	6%	7%
>\$300 a month	78	24%	27%	20%	8%	11%	10%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	38%	24%	15%	8%	5%	10%
No/ Unsure	696	37%	22%	20%	8%	5%	8%

CHANGED POWER COMPANY IN PAST TWO YEARS

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

	Base	Yes	No	Unsure
All	1000	30%	69%	1%
AREA				
Auckland	324	30%	69%	1%
Christchurch	109	38%	62%	0%
Wellington	102	29%	68%	3%
Provincial (NI)	332	27%	71%	2%
Provincial (SI)	133	35%	65%	0%
SEX				
Male	480	32%	68%	0%
Female	520	29%	69%	2%
AGE GROUP				
18-29	98	33%	67%	0%
30-44	407	36%	63%	1%
45-59	274	28%	70%	2%
60 plus	221	22%	78%	0%
HOUSEHOLD INCOME				
\$20,000 or less	54	27%	71%	2%
\$20,001-30,000	63	28%	72%	0%
\$30,001-40,000	78	29%	71%	0%
\$40,001-50,000	67	36%	64%	0%
\$50,001-70,000	162	31%	66%	3%
\$70,001-100,000	197	26%	72%	2%
More than \$100,000	258	36%	63%	1%
Income was nil/or made a loss	1	0%	100%	0%
Prefer not to say	119	25%	74%	1%
ETHNICITY				
NZ Maori	81	31%	66%	3%
Pacific Island	40	22%	78%	0%
Asian	75	37%	60%	3%
MONTHLY SPEND ON POWER				
<\$100 a month	129	29%	70%	1%
\$100-\$200	515	32%	67%	1%
\$201-\$300	246	27%	71%	2%
>\$300 a month	78	30%	70%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS				
Yes	304	100%	0%	0%
No/ Unsure	696	0%	99%	1%

NUMBER OF TIMES YOU HAVE CHANGED POWER COMPANY IN PAST TWO YEARS

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

	Base	Once	Twice	3 or more times	Unsure
All	304	86%	12%	2%	0%
AREA					
Auckland	98	86%	10%	4%	0%
Christchurch	41	87%	13%	0%	0%
Wellington	30	90%	10%	0%	0%
Provincial (NI)	89	85%	12%	3%	0%
Provincial (SI)	47	84%	16%	0%	0%
SEX					
Male	154	87%	10%	3%	0%
Female	150	85%	14%	1%	0%
AGE GROUP					
18-29	33	86%	11%	3%	0%
30-44	146	84%	15%	1%	0%
45-59	78	86%	11%	3%	0%
60 plus	48	92%	6%	2%	0%
HOUSEHOLD INCOME					
\$20,000 or less	15	80%	20%	0%	0%
\$20,001-30,000	18	81%	19%	0%	0%
\$30,001-40,000	22	83%	13%	4%	0%
\$40,001-50,000	24	87%	9%	4%	0%
\$50,001-70,000	51	89%	6%	5%	0%
\$70,001-100,000	51	85%	15%	0%	0%
More than \$100,000	94	87%	12%	1%	0%
Income was nil/or made a loss	0	0%	0%	0%	0%
Prefer not to say	30	83%	13%	4%	0%
ETHNICITY					
NZ Maori	25	84%	16%	0%	0%
Pacific Island	9	75%	25%	0%	0%
Asian	28	73%	23%	4%	0%
MONTHLY SPEND ON POWER					
<\$100 a month	37	92%	8%	0%	0%
\$100-\$200	167	84%	14%	2%	0%
\$201-\$300	67	82%	15%	3%	0%
>\$300 a month	23	95%	0%	5%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS					
Yes	304	86%	12%	2%	0%
No/ Unsure	0	0%	0%	0%	0%

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

On the most recent occasion you changed power company did you change as a result of..
 ban1 by q4bx

	Base	Approaching another company to switch	Being approached by another company to switch	Finding a better deal by using an online price comparison website	Unsure	Other
All	304	15%	49%	26%	2%	8%
AREA						
Auckland	98	11%	52%	26%	3%	8%
Christchurch	41	20%	39%	31%	0%	10%
Wellington	30	3%	68%	15%	7%	7%
Provincial (NI)	89	19%	44%	26%	1%	10%
Provincial (SI)	47	22%	44%	29%	2%	3%
SEX						
Male	154	16%	44%	28%	3%	9%
Female	150	15%	52%	24%	2%	7%
AGE GROUP						
18-29	33	11%	47%	21%	0%	21%
30-44	146	20%	45%	28%	3%	4%
45-59	78	11%	56%	23%	2%	8%
60 plus	48	12%	47%	30%	3%	8%
HOUSEHOLD INCOME						
\$20,000 or less	15	20%	60%	7%	0%	13%
\$20,001-30,000	18	19%	30%	21%	10%	20%
\$30,001-40,000	22	7%	76%	17%	0%	0%
\$40,001-50,000	24	18%	50%	15%	8%	9%
\$50,001-70,000	51	6%	48%	31%	2%	13%
\$70,001-100,000	51	21%	44%	31%	0%	4%
More than \$100,000	94	17%	50%	28%	1%	4%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%
Prefer not to say	30	16%	37%	32%	4%	11%
ETHNICITY						
NZ Maori	25	25%	37%	13%	0%	25%
Pacific Island	9	0%	25%	62%	0%	13%
Asian	28	19%	53%	24%	0%	4%
MONTHLY SPEND ON POWER						
<\$100 a month	37	11%	50%	17%	2%	20%
\$100-\$200	167	17%	48%	28%	3%	4%
\$201-\$300	67	11%	50%	28%	3%	8%
>\$300 a month	23	23%	41%	22%	0%	14%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS						
Yes	304	15%	49%	26%	2%	8%
No/ Unsure	0	0%	0%	0%	0%	0%

REASONS FOR SWITCHING

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

	Base	Personal approach with a better deal	A financial incentive from the power company	High bill from your previous power company	Moved home	Poor customer service from previous power company	Recommendation from friends or family	Desire to have gas and electricity same as previous company	Desire other services e.g. broadband with service with the power company	Visit to compare price website	Direct mail from a power company	
All	304	30.4%	25.0%	29.0%	7.6%	4.0%	1.5%	1.5%	1.4%	5.3%	0.7%	
AREA												
Auckland	98	34.4%	32.3%	21.7%	8.3%	3.1%	1.1%	3.5%	1.1%	5.8%	1.2%	
Christchurch	41	27.9%	24.9%	35.9%	5.5%	0.0%	2.7%	0.0%	1.9%	4.6%	0.0%	
Wellington	30	26.9%	23.3%	31.9%	10.7%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Provincial (NI)	89	32.2%	23.0%	27.5%	9.6%	3.6%	1.8%	0.0%	2.5%	8.7%	1.2%	
Provincial (SI)	47	22.8%	14.5%	39.0%	2.4%	8.1%	1.7%	2.3%	0.0%	1.7%	0.0%	
SEX												
Male	154	31.5%	20.3%	30.7%	6.3%	3.4%	1.2%	1.5%	1.3%	6.3%	0.0%	
Female	150	29.2%	29.7%	27.2%	9.0%	4.6%	1.7%	1.5%	1.4%	4.3%	1.5%	
AGE GROUP												
18-29	33	21.5%	17.9%	35.7%	17.8%	3.6%	0.0%	7.1%	3.6%	3.5%	3.5%	
30-44	146	28.1%	24.4%	32.6%	8.9%	5.1%	0.8%	0.0%	1.5%	5.2%	0.0%	
45-59	78	39.7%	27.2%	22.0%	2.7%	1.4%	1.4%	2.8%	0.0%	1.4%	1.4%	
60 plus	48	27.9%	27.9%	24.6%	4.9%	4.9%	4.9%	0.0%	1.7%	13.1%	0.0%	
HOUSEHOLD INCOME												
\$20,000 or less	15	34.6%	27.0%	25.6%	14.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
\$20,001-30,000	18	27.1%	5.8%	24.1%	22.0%	4.5%	6.0%	0.0%	0.0%	0.0%	0.0%	
\$30,001-40,000	22	38.4%	43.7%	14.3%	0.0%	5.3%	3.6%	0.0%	4.8%	3.5%	4.8%	
\$40,001-50,000	24	36.1%	17.6%	40.3%	13.6%	4.4%	0.0%	0.0%	4.4%	7.6%	0.0%	
\$50,001-70,000	51	31.1%	19.9%	30.0%	4.4%	4.2%	0.0%	0.0%	2.3%	6.0%	0.0%	
\$70,001-100,000	51	29.5%	20.6%	37.7%	4.2%	4.2%	0.0%	0.0%	0.0%	9.4%	0.0%	
More than \$100,000	94	29.1%	30.6%	28.2%	7.8%	3.5%	2.8%	3.7%	0.8%	4.3%	0.0%	
Income was nil/or made a loss	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Prefer not to say	30	23.5%	25.9%	21.0%	7.3%	5.2%	0.0%	3.5%	0.0%	5.2%	3.9%	
ETHNICITY												
NZ Maori	25	28.4%	12.6%	25.4%	9.2%	4.3%	0.0%	0.0%	4.2%	8.5%	4.2%	
Pacific Island	9	24.9%	0.0%	49.2%	13.4%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	
Asian	28	45.6%	26.9%	22.3%	7.8%	0.0%	0.0%	8.0%	0.0%	4.2%	0.0%	
MONTHLY SPEND ON POWER												
<\$100 a month	37	22.8%	20.3%	25.3%	17.3%	7.9%	0.0%	0.0%	2.9%	4.3%	0.0%	
\$100-\$200	167	33.1%	26.4%	30.9%	7.4%	2.2%	2.2%	2.0%	0.7%	5.8%	1.3%	
\$201-\$300	67	28.2%	21.8%	27.4%	4.9%	6.5%	0.0%	1.6%	1.2%	6.1%	0.0%	
>\$300 a month	23	27.4%	32.1%	36.9%	4.7%	4.7%	0.0%	0.0%	4.6%	3.3%	0.0%	
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS												
Yes	304	30.4%	25.0%	29.0%	7.6%	4.0%	1.5%	1.5%	1.4%	5.3%	0.7%	
No/ Unsure	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - A VISIT TO YOUR HOME BY A POWER COMPANY REPRESENTATIVE
ban1 by q4d_1

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	11%	16%	21%	15%	36%	1%
AREA							
Auckland	324	10%	15%	22%	14%	37%	2%
Christchurch	109	18%	13%	21%	10%	38%	0%
Wellington	102	12%	15%	19%	17%	33%	4%
Provincial (NI)	332	9%	18%	20%	16%	37%	0%
Provincial (SI)	133	14%	14%	20%	18%	32%	2%
SEX							
Male	480	11%	17%	19%	16%	36%	1%
Female	520	11%	15%	22%	15%	35%	2%
AGE GROUP							
18-29	98	7%	24%	20%	13%	36%	0%
30-44	407	14%	15%	22%	14%	33%	2%
45-59	274	10%	17%	18%	19%	35%	1%
60 plus	221	10%	12%	21%	13%	42%	2%
HOUSEHOLD INCOME							
\$20,000 or less	54	15%	18%	14%	14%	36%	3%
\$20,001-30,000	63	16%	12%	22%	16%	34%	0%
\$30,001-40,000	78	10%	15%	19%	17%	38%	1%
\$40,001-50,000	67	10%	17%	22%	11%	40%	0%
\$50,001-70,000	162	13%	12%	24%	17%	32%	2%
\$70,001-100,000	197	12%	19%	19%	15%	34%	1%
More than \$100,000	258	8%	14%	24%	19%	34%	1%
Income was nil/or made a loss	1	0%	100%	0%	0%	0%	0%
Prefer not to say	119	10%	19%	16%	6%	44%	5%
ETHNICITY							
NZ Maori	81	16%	17%	15%	14%	37%	1%
Pacific Island	40	10%	19%	19%	16%	36%	0%
Asian	75	11%	29%	24%	10%	22%	4%
MONTHLY SPEND ON POWER							
<\$100 a month	129	9%	10%	22%	14%	44%	1%
\$100-\$200	515	12%	16%	21%	16%	33%	2%
\$201-\$300	246	11%	19%	18%	15%	36%	1%
>\$300 a month	78	6%	14%	26%	17%	37%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	15%	18%	23%	15%	27%	2%
No/ Unsure	696	9%	15%	20%	15%	40%	1%

EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - A PHONE CALL FROM ANOTHER POWER COMPANY

ban1 by q4d_2

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	8%	13%	22%	20%	36%	1%
AREA							
Auckland	324	7%	14%	23%	17%	38%	1%
Christchurch	109	14%	12%	25%	16%	31%	2%
Wellington	102	7%	14%	13%	29%	36%	1%
Provincial (NI)	332	8%	13%	24%	21%	34%	0%
Provincial (SI)	133	10%	8%	22%	20%	39%	1%
SEX							
Male	480	9%	14%	19%	18%	39%	1%
Female	520	8%	11%	26%	21%	33%	1%
AGE GROUP							
18-29	98	6%	20%	18%	19%	36%	1%
30-44	407	11%	13%	25%	21%	30%	0%
45-59	274	6%	13%	24%	22%	34%	1%
60 plus	221	8%	9%	17%	16%	49%	1%
HOUSEHOLD INCOME							
\$20,000 or less	54	21%	9%	11%	15%	43%	1%
\$20,001-30,000	63	8%	14%	22%	20%	36%	0%
\$30,001-40,000	78	7%	14%	24%	15%	39%	1%
\$40,001-50,000	67	13%	4%	24%	16%	43%	0%
\$50,001-70,000	162	10%	13%	25%	20%	31%	1%
\$70,001-100,000	197	7%	13%	22%	24%	34%	0%
More than \$100,000	258	6%	14%	22%	24%	34%	0%
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%
Prefer not to say	119	8%	14%	23%	11%	41%	3%
ETHNICITY							
NZ Maori	81	17%	13%	25%	10%	35%	0%
Pacific Island	40	13%	14%	32%	18%	23%	0%
Asian	75	15%	22%	28%	8%	24%	3%
MONTHLY SPEND ON POWER							
<\$100 a month	129	8%	8%	20%	17%	44%	3%
\$100-\$200	515	8%	14%	22%	21%	35%	0%
\$201-\$300	246	10%	13%	23%	18%	36%	0%
>\$300 a month	78	5%	15%	29%	17%	34%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	10%	15%	23%	20%	30%	2%
No/ Unsure	696	8%	12%	22%	20%	38%	0%

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

ban1 by q4d_3

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	12%	26%	27%	14%	20%	1%
AREA							
Auckland	324	12%	30%	26%	12%	18%	2%
Christchurch	109	14%	22%	26%	19%	16%	3%
Wellington	102	8%	26%	25%	13%	26%	2%
Provincial (NI)	332	13%	26%	26%	15%	20%	0%
Provincial (SI)	133	12%	19%	33%	14%	20%	2%
SEX							
Male	480	10%	26%	29%	15%	18%	2%
Female	520	14%	26%	24%	14%	21%	1%
AGE GROUP							
18-29	98	11%	27%	29%	12%	20%	1%
30-44	407	10%	29%	28%	16%	16%	1%
45-59	274	18%	24%	28%	12%	17%	1%
60 plus	221	11%	20%	22%	14%	30%	3%
HOUSEHOLD INCOME							
\$20,000 or less	54	25%	16%	14%	14%	28%	3%
\$20,001-30,000	63	15%	17%	26%	13%	25%	4%
\$30,001-40,000	78	21%	27%	17%	14%	18%	3%
\$40,001-50,000	67	8%	25%	30%	11%	26%	0%
\$50,001-70,000	162	11%	25%	28%	14%	21%	1%
\$70,001-100,000	197	7%	32%	31%	15%	15%	0%
More than \$100,000	258	10%	29%	29%	16%	15%	1%
Income was nil/or made a loss	1	0%	0%	0%	100%	0%	0%
Prefer not to say	119	16%	18%	24%	11%	27%	4%
ETHNICITY							
NZ Maori	81	18%	21%	27%	14%	20%	0%
Pacific Island	40	18%	27%	24%	13%	18%	0%
Asian	75	12%	24%	34%	15%	12%	3%
MONTHLY SPEND ON POWER							
<\$100 a month	129	13%	18%	24%	12%	28%	5%
\$100-\$200	515	12%	25%	27%	17%	18%	1%
\$201-\$300	246	13%	30%	27%	13%	16%	1%
>\$300 a month	78	10%	31%	28%	9%	22%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	14%	28%	23%	13%	19%	3%
No/ Unsure	696	11%	25%	28%	15%	20%	1%

EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - POWER COMPANY WEBSITE

ban1 by q4d_4

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	6%	14%	28%	21%	29%	2%
AREA							
Auckland	324	7%	14%	25%	21%	31%	2%
Christchurch	109	8%	20%	26%	16%	27%	3%
Wellington	102	4%	20%	25%	25%	24%	2%
Provincial (NI)	332	6%	13%	29%	20%	31%	1%
Provincial (SI)	133	6%	11%	33%	19%	27%	4%
SEX							
Male	480	5%	14%	27%	24%	28%	2%
Female	520	8%	15%	28%	17%	30%	2%
AGE GROUP							
18-29	98	8%	18%	40%	17%	17%	0%
30-44	407	4%	17%	32%	22%	23%	2%
45-59	274	8%	13%	25%	22%	30%	2%
60 plus	221	8%	9%	16%	17%	46%	4%
HOUSEHOLD INCOME							
\$20,000 or less	54	15%	9%	15%	11%	38%	12%
\$20,001-30,000	63	9%	13%	30%	13%	34%	1%
\$30,001-40,000	78	6%	8%	37%	17%	27%	5%
\$40,001-50,000	67	8%	19%	21%	21%	28%	3%
\$50,001-70,000	162	7%	16%	25%	23%	28%	1%
\$70,001-100,000	197	2%	14%	34%	22%	26%	2%
More than \$100,000	258	7%	17%	28%	24%	24%	0%
Income was nil/or made a loss	1	0%	0%	0%	100%	0%	0%
Prefer not to say	119	6%	13%	20%	16%	44%	1%
ETHNICITY							
NZ Maori	81	11%	15%	23%	20%	30%	1%
Pacific Island	40	11%	12%	33%	16%	28%	0%
Asian	75	13%	23%	30%	15%	16%	3%
MONTHLY SPEND ON POWER							
<\$100 a month	129	6%	10%	21%	17%	43%	3%
\$100-\$200	515	8%	14%	29%	19%	28%	2%
\$201-\$300	246	7%	16%	27%	23%	25%	2%
>\$300 a month	78	1%	18%	26%	26%	28%	1%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	7%	15%	28%	21%	26%	3%
No/ Unsure	696	6%	14%	27%	20%	31%	2%

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

ban1 by q4d_5

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	23%	30%	21%	9%	15%	2%
AREA							
Auckland	324	26%	29%	22%	8%	13%	2%
Christchurch	109	25%	31%	18%	7%	14%	5%
Wellington	102	19%	39%	22%	8%	11%	1%
Provincial (NI)	332	22%	30%	21%	9%	17%	1%
Provincial (SI)	133	21%	29%	17%	10%	19%	4%
SEX							
Male	480	20%	33%	23%	9%	13%	2%
Female	520	27%	28%	19%	8%	16%	2%
AGE GROUP							
18-29	98	26%	28%	32%	6%	7%	1%
30-44	407	25%	39%	19%	8%	9%	0%
45-59	274	27%	25%	20%	12%	14%	2%
60 plus	221	15%	22%	20%	7%	30%	6%
HOUSEHOLD INCOME							
\$20,000 or less	54	29%	12%	14%	13%	23%	9%
\$20,001-30,000	63	14%	25%	28%	8%	20%	5%
\$30,001-40,000	78	20%	24%	18%	11%	25%	2%
\$40,001-50,000	67	20%	38%	17%	8%	14%	3%
\$50,001-70,000	162	27%	32%	17%	9%	14%	1%
\$70,001-100,000	197	20%	32%	26%	8%	13%	1%
More than \$100,000	258	28%	35%	22%	8%	7%	0%
Income was nil/or made a loss	1	0%	0%	0%	100%	0%	0%
Prefer not to say	119	21%	26%	19%	6%	23%	5%
ETHNICITY							
NZ Maori	81	36%	26%	13%	12%	13%	0%
Pacific Island	40	34%	26%	11%	10%	14%	5%
Asian	75	30%	29%	28%	5%	7%	1%
MONTHLY SPEND ON POWER							
<\$100 a month	129	22%	21%	22%	7%	24%	4%
\$100-\$200	515	25%	28%	21%	9%	15%	2%
\$201-\$300	246	23%	36%	19%	10%	12%	0%
>\$300 a month	78	22%	34%	26%	7%	10%	1%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	32%	35%	16%	5%	10%	2%
No/ Unsure	696	20%	28%	23%	10%	17%	2%

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

ban1 by q4d_6

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	10%	19%	31%	16%	23%	1%
AREA							
Auckland	324	9%	21%	29%	17%	23%	1%
Christchurch	109	12%	16%	29%	17%	24%	2%
Wellington	102	8%	24%	27%	15%	25%	1%
Provincial (NI)	332	9%	17%	33%	16%	24%	1%
Provincial (SI)	133	13%	16%	35%	16%	20%	0%
SEX							
Male	480	8%	18%	28%	19%	26%	1%
Female	520	11%	20%	33%	14%	21%	1%
AGE GROUP							
18-29	98	13%	16%	36%	13%	21%	1%
30-44	407	9%	21%	33%	18%	18%	1%
45-59	274	10%	19%	33%	15%	23%	0%
60 plus	221	9%	16%	22%	17%	34%	2%
HOUSEHOLD INCOME							
\$20,000 or less	54	23%	13%	20%	19%	21%	4%
\$20,001-30,000	63	16%	21%	31%	9%	21%	2%
\$30,001-40,000	78	7%	18%	32%	17%	22%	4%
\$40,001-50,000	67	10%	10%	36%	14%	30%	0%
\$50,001-70,000	162	8%	20%	28%	18%	25%	1%
\$70,001-100,000	197	8%	20%	32%	21%	19%	0%
More than \$100,000	258	8%	22%	35%	15%	19%	1%
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%
Prefer not to say	119	11%	15%	26%	13%	35%	0%
ETHNICITY							
NZ Maori	81	25%	18%	30%	6%	19%	2%
Pacific Island	40	8%	20%	38%	13%	19%	2%
Asian	75	11%	30%	28%	11%	20%	0%
MONTHLY SPEND ON POWER							
<\$100 a month	129	8%	11%	30%	15%	33%	3%
\$100-\$200	515	10%	20%	29%	17%	23%	1%
\$201-\$300	246	10%	20%	35%	15%	20%	0%
>\$300 a month	78	8%	21%	33%	20%	17%	1%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	12%	16%	28%	18%	25%	1%
No/ Unsure	696	9%	20%	32%	16%	22%	1%

EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - AN ADVERT THAT TELLS THE STORY OF PEOPLE WHO HAVE SWITCHED
ban1 by q4d_7

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	7%	17%	30%	17%	27%	2%
AREA							
Auckland	324	6%	16%	31%	15%	30%	2%
Christchurch	109	12%	17%	33%	9%	25%	4%
Wellington	102	3%	22%	26%	17%	29%	3%
Provincial (NI)	332	7%	15%	32%	20%	25%	1%
Provincial (SI)	133	6%	18%	25%	21%	28%	2%
SEX							
Male	480	7%	13%	28%	22%	28%	2%
Female	520	7%	20%	32%	13%	26%	2%
AGE GROUP							
18-29	98	6%	20%	35%	14%	25%	0%
30-44	407	7%	17%	36%	17%	21%	2%
45-59	274	6%	18%	28%	19%	28%	1%
60 plus	221	7%	14%	21%	17%	38%	3%
HOUSEHOLD INCOME							
\$20,000 or less	54	13%	12%	27%	13%	32%	3%
\$20,001-30,000	63	6%	30%	28%	9%	24%	3%
\$30,001-40,000	78	8%	21%	30%	12%	28%	1%
\$40,001-50,000	67	12%	15%	27%	17%	29%	0%
\$50,001-70,000	162	4%	17%	31%	18%	28%	2%
\$70,001-100,000	197	6%	16%	33%	23%	21%	1%
More than \$100,000	258	5%	18%	33%	18%	25%	1%
Income was nil/or made a loss	1	0%	0%	0%	100%	0%	0%
Prefer not to say	119	8%	10%	23%	13%	41%	5%
ETHNICITY							
NZ Maori	81	12%	24%	24%	8%	31%	1%
Pacific Island	40	10%	17%	40%	15%	18%	0%
Asian	75	11%	17%	34%	13%	19%	6%
MONTHLY SPEND ON POWER							
<\$100 a month	129	7%	15%	27%	11%	37%	3%
\$100-\$200	515	6%	18%	30%	19%	25%	2%
\$201-\$300	246	8%	17%	28%	17%	28%	2%
>\$300 a month	78	6%	12%	43%	16%	23%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	7%	18%	29%	17%	26%	3%
No/ Unsure	696	7%	16%	31%	17%	28%	1%

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

ban1 by q4d_8

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	20%	33%	24%	10%	12%	1%
AREA							
Auckland	324	22%	31%	25%	9%	12%	1%
Christchurch	109	21%	34%	23%	8%	11%	3%
Wellington	102	15%	38%	18%	16%	11%	2%
Provincial (NI)	332	18%	32%	27%	9%	13%	1%
Provincial (SI)	133	19%	35%	22%	11%	12%	1%
SEX							
Male	480	16%	33%	27%	10%	12%	2%
Female	520	22%	33%	22%	10%	12%	1%
AGE GROUP							
18-29	98	15%	33%	31%	5%	16%	0%
30-44	407	21%	36%	25%	9%	8%	1%
45-59	274	22%	36%	18%	12%	11%	1%
60 plus	221	15%	24%	28%	10%	20%	3%
HOUSEHOLD INCOME							
\$20,000 or less	54	27%	19%	14%	13%	23%	4%
\$20,001-30,000	63	18%	33%	26%	11%	10%	2%
\$30,001-40,000	78	18%	29%	29%	7%	16%	1%
\$40,001-50,000	67	25%	26%	24%	10%	15%	0%
\$50,001-70,000	162	18%	30%	27%	11%	13%	1%
\$70,001-100,000	197	17%	40%	25%	10%	7%	1%
More than \$100,000	258	17%	41%	21%	10%	10%	1%
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%
Prefer not to say	119	24%	24%	26%	7%	16%	3%
ETHNICITY							
NZ Maori	81	22%	33%	14%	9%	21%	1%
Pacific Island	40	28%	29%	25%	5%	13%	0%
Asian	75	23%	32%	22%	7%	12%	4%
MONTHLY SPEND ON POWER							
<\$100 a month	129	23%	22%	25%	9%	18%	3%
\$100-\$200	515	19%	34%	26%	9%	11%	1%
\$201-\$300	246	18%	38%	21%	10%	13%	0%
>\$300 a month	78	22%	32%	26%	12%	8%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	25%	37%	20%	7%	10%	1%
No/ Unsure	696	17%	32%	26%	11%	13%	1%

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

ban1 by q4d_9

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	11%	19%	23%	14%	28%	5%
AREA							
Auckland	324	10%	19%	25%	11%	32%	3%
Christchurch	109	21%	22%	17%	16%	16%	8%
Wellington	102	6%	17%	28%	17%	25%	7%
Provincial (NI)	332	11%	19%	23%	15%	29%	3%
Provincial (SI)	133	12%	22%	17%	14%	28%	7%
SEX							
Male	480	10%	19%	20%	16%	30%	5%
Female	520	13%	19%	25%	12%	27%	4%
AGE GROUP							
18-29	98	11%	21%	31%	11%	24%	2%
30-44	407	12%	22%	25%	16%	22%	3%
45-59	274	9%	19%	23%	12%	32%	5%
60 plus	221	13%	14%	15%	15%	36%	7%
HOUSEHOLD INCOME							
\$20,000 or less	54	18%	11%	20%	13%	33%	5%
\$20,001-30,000	63	17%	22%	23%	11%	21%	6%
\$30,001-40,000	78	12%	33%	14%	14%	18%	9%
\$40,001-50,000	67	18%	15%	24%	15%	25%	3%
\$50,001-70,000	162	9%	26%	19%	13%	30%	3%
\$70,001-100,000	197	8%	24%	27%	11%	27%	3%
More than \$100,000	258	9%	14%	24%	17%	31%	5%
Income was nil/or made a loss	1	0%	0%	0%	100%	0%	0%
Prefer not to say	119	13%	13%	23%	14%	30%	7%
ETHNICITY							
NZ Maori	81	21%	21%	18%	8%	28%	4%
Pacific Island	40	20%	19%	27%	10%	22%	2%
Asian	75	14%	20%	28%	11%	21%	6%
MONTHLY SPEND ON POWER							
<\$100 a month	129	12%	19%	21%	11%	32%	5%
\$100-\$200	515	10%	22%	24%	15%	24%	5%
\$201-\$300	246	14%	17%	21%	14%	31%	3%
>\$300 a month	78	9%	12%	26%	18%	29%	6%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	12%	20%	16%	14%	27%	11%
No/ Unsure	696	11%	19%	26%	14%	28%	2%

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

ban1 by q4d_10

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	9%	24%	30%	16%	19%	2%
AREA							
Auckland	324	9%	22%	34%	15%	18%	2%
Christchurch	109	12%	21%	30%	16%	18%	3%
Wellington	102	5%	29%	28%	15%	20%	3%
Provincial (NI)	332	8%	25%	29%	16%	20%	2%
Provincial (SI)	133	13%	24%	26%	20%	17%	0%
SEX							
Male	480	9%	22%	32%	17%	18%	2%
Female	520	10%	24%	29%	16%	19%	2%
AGE GROUP							
18-29	98	12%	15%	43%	14%	16%	0%
30-44	407	8%	29%	29%	18%	14%	2%
45-59	274	11%	23%	31%	16%	17%	2%
60 plus	221	9%	18%	26%	14%	30%	3%
HOUSEHOLD INCOME							
\$20,000 or less	54	20%	12%	24%	17%	21%	6%
\$20,001-30,000	63	11%	26%	28%	12%	19%	4%
\$30,001-40,000	78	11%	19%	30%	16%	24%	0%
\$40,001-50,000	67	9%	23%	27%	21%	20%	0%
\$50,001-70,000	162	10%	24%	30%	18%	17%	1%
\$70,001-100,000	197	6%	27%	34%	19%	14%	0%
More than \$100,000	258	9%	25%	33%	15%	17%	1%
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%
Prefer not to say	119	9%	21%	23%	14%	28%	5%
ETHNICITY							
NZ Maori	81	14%	21%	30%	12%	20%	3%
Pacific Island	40	16%	22%	41%	5%	16%	0%
Asian	75	8%	26%	32%	16%	12%	6%
MONTHLY SPEND ON POWER							
<\$100 a month	129	10%	14%	33%	12%	28%	3%
\$100-\$200	515	10%	23%	31%	17%	17%	2%
\$201-\$300	246	9%	26%	26%	18%	19%	2%
>\$300 a month	78	7%	33%	31%	13%	16%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	11%	27%	29%	15%	15%	3%
No/ Unsure	696	9%	22%	31%	17%	20%	1%

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

ban1 by q4d_11

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	15%	27%	28%	12%	15%	3%
AREA							
Auckland	324	12%	29%	27%	13%	16%	3%
Christchurch	109	18%	30%	23%	15%	12%	2%
Wellington	102	12%	30%	34%	7%	14%	3%
Provincial (NI)	332	15%	26%	28%	13%	16%	2%
Provincial (SI)	133	19%	21%	32%	12%	14%	2%
SEX							
Male	480	12%	29%	29%	12%	16%	2%
Female	520	16%	26%	27%	13%	15%	3%
AGE GROUP							
18-29	98	9%	25%	38%	13%	14%	1%
30-44	407	16%	31%	25%	14%	12%	2%
45-59	274	16%	27%	31%	12%	13%	1%
60 plus	221	14%	20%	26%	10%	24%	6%
HOUSEHOLD INCOME							
\$20,000 or less	54	25%	20%	20%	10%	22%	3%
\$20,001-30,000	63	15%	20%	32%	14%	10%	9%
\$30,001-40,000	78	12%	28%	29%	11%	18%	2%
\$40,001-50,000	67	11%	30%	18%	16%	22%	3%
\$50,001-70,000	162	17%	26%	26%	15%	16%	0%
\$70,001-100,000	197	14%	33%	29%	9%	13%	2%
More than \$100,000	258	14%	27%	34%	12%	12%	1%
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%
Prefer not to say	119	14%	25%	23%	12%	20%	6%
ETHNICITY							
NZ Maori	81	20%	22%	26%	11%	20%	1%
Pacific Island	40	16%	19%	27%	15%	19%	4%
Asian	75	13%	41%	23%	9%	12%	2%
MONTHLY SPEND ON POWER							
<\$100 a month	129	14%	17%	26%	12%	26%	5%
\$100-\$200	515	14%	31%	26%	13%	14%	2%
\$201-\$300	246	15%	26%	30%	13%	13%	3%
>\$300 a month	78	21%	24%	35%	7%	13%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	19%	30%	28%	8%	13%	2%
No/ Unsure	696	13%	26%	28%	14%	16%	3%

EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - KNOWING THAT OVER 500,000 HOUSEHOLDS HAVE SWITCHED IN THE PAST YEAR

ban1 by q4d_12

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	8%	19%	29%	16%	25%	3%
AREA							
Auckland	324	7%	21%	29%	14%	26%	3%
Christchurch	109	11%	19%	24%	20%	23%	3%
Wellington	102	4%	17%	28%	22%	25%	4%
Provincial (NI)	332	9%	21%	29%	14%	25%	2%
Provincial (SI)	133	10%	14%	31%	17%	25%	3%
SEX							
Male	480	6%	20%	29%	17%	24%	4%
Female	520	10%	19%	29%	14%	26%	2%
AGE GROUP							
18-29	98	10%	20%	31%	12%	26%	1%
30-44	407	7%	23%	34%	16%	18%	2%
45-59	274	9%	18%	27%	18%	26%	2%
60 plus	221	8%	13%	23%	14%	37%	5%
HOUSEHOLD INCOME							
\$20,000 or less	54	18%	16%	16%	16%	31%	3%
\$20,001-30,000	63	6%	22%	36%	8%	23%	5%
\$30,001-40,000	78	8%	20%	25%	16%	26%	5%
\$40,001-50,000	67	14%	18%	19%	17%	30%	2%
\$50,001-70,000	162	7%	19%	35%	14%	21%	4%
\$70,001-100,000	197	8%	19%	33%	15%	24%	1%
More than \$100,000	258	7%	19%	28%	20%	24%	2%
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%
Prefer not to say	119	7%	20%	27%	12%	29%	5%
ETHNICITY							
NZ Maori	81	16%	21%	22%	11%	29%	1%
Pacific Island	40	13%	25%	23%	13%	21%	5%
Asian	75	8%	26%	31%	10%	19%	6%
MONTHLY SPEND ON POWER							
<\$100 a month	129	7%	9%	30%	15%	35%	4%
\$100-\$200	515	8%	22%	28%	16%	23%	3%
\$201-\$300	246	9%	19%	28%	17%	25%	2%
>\$300 a month	78	9%	20%	35%	12%	24%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	9%	23%	26%	16%	22%	4%
No/ Unsure	696	8%	18%	30%	16%	26%	2%

**EFFECTIVENESS TO ENCOURAGE YOU TO CONSIDER SWITCHING - AN EMAIL OR TEXT PROMPT FROM AN INDEPENDENT AUTHORITY
SUGGESTING YOU COULD SAVE MONEY IF YOU SWITCHED TO ANOTHER POWER COMPANY**

ban1 by q4d_13

	Base	1 Very effective	2	3	4	5 Not at all effective	Unsure
All	1000	7%	19%	24%	17%	32%	1%
AREA							
Auckland	324	8%	20%	25%	17%	28%	2%
Christchurch	109	4%	21%	23%	18%	32%	2%
Wellington	102	12%	12%	20%	21%	33%	2%
Provincial (NI)	332	7%	20%	23%	15%	35%	0%
Provincial (SI)	133	9%	13%	24%	20%	32%	2%
SEX							
Male	480	6%	19%	25%	17%	31%	2%
Female	520	9%	18%	22%	18%	32%	1%
AGE GROUP							
18-29	98	6%	20%	29%	12%	32%	1%
30-44	407	8%	22%	25%	19%	25%	1%
45-59	274	8%	17%	25%	19%	30%	1%
60 plus	221	7%	13%	18%	13%	46%	3%
HOUSEHOLD INCOME							
\$20,000 or less	54	13%	21%	10%	12%	34%	10%
\$20,001-30,000	63	8%	16%	21%	23%	32%	0%
\$30,001-40,000	78	9%	18%	25%	17%	28%	3%
\$40,001-50,000	67	14%	17%	20%	12%	35%	2%
\$50,001-70,000	162	7%	18%	31%	13%	30%	1%
\$70,001-100,000	197	3%	24%	23%	21%	28%	1%
More than \$100,000	258	6%	18%	25%	21%	29%	1%
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%
Prefer not to say	119	11%	14%	18%	12%	43%	2%
ETHNICITY							
NZ Maori	81	16%	17%	20%	14%	31%	2%
Pacific Island	40	5%	26%	25%	26%	16%	2%
Asian	75	12%	30%	26%	8%	20%	4%
MONTHLY SPEND ON POWER							
<\$100 a month	129	8%	13%	19%	13%	46%	1%
\$100-\$200	515	8%	17%	25%	20%	28%	2%
\$201-\$300	246	7%	20%	24%	15%	33%	1%
>\$300 a month	78	7%	30%	19%	17%	25%	2%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	8%	23%	20%	15%	32%	2%
No/ Unsure	696	7%	17%	25%	18%	32%	1%

EASY TO SWITCH

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

	Base	1 Very easy	2	3	4	5 Very difficult	Unsure	Total easy	Neutral	Total difficult
All	304	71%	21%	4%	2%	1%	1%	91%	4%	4%
AREA										
Auckland	98	74%	20%	3%	1%	1%	1%	94%	3%	2%
Christchurch	41	77%	15%	2%	5%	0%	0%	93%	2%	5%
Wellington	30	69%	17%	4%	7%	3%	0%	86%	4%	10%
Provincial (NI)	89	69%	23%	6%	1%	1%	0%	92%	6%	2%
Provincial (SI)	47	65%	24%	7%	2%	0%	2%	89%	7%	2%
SEX										
Male	154	64%	26%	5%	2%	2%	1%	90%	5%	4%
Female	150	78%	15%	4%	3%	0%	1%	93%	4%	3%
AGE GROUP										
18-29	33	89%	11%	0%	0%	0%	0%	100%	0%	0%
30-44	146	70%	21%	4%	4%	0%	1%	92%	4%	4%
45-59	78	60%	25%	8%	3%	4%	0%	85%	8%	7%
60 plus	48	77%	18%	3%	0%	0%	2%	95%	3%	0%
HOUSEHOLD INCOME										
\$20,000 or less	15	87%	7%	5%	0%	0%	0%	95%	5%	0%
\$20,001-30,000	18	79%	10%	0%	6%	0%	4%	90%	0%	6%
\$30,001-40,000	22	83%	8%	4%	0%	0%	5%	92%	4%	0%
\$40,001-50,000	24	65%	13%	18%	4%	0%	0%	78%	18%	4%
\$50,001-70,000	51	71%	16%	6%	2%	4%	0%	87%	6%	6%
\$70,001-100,000	51	69%	29%	2%	0%	0%	0%	98%	2%	0%
More than \$100,000	94	64%	30%	2%	3%	1%	0%	93%	2%	5%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	30	79%	13%	4%	4%	0%	0%	93%	4%	4%
ETHNICITY										
NZ Maori	25	59%	17%	16%	9%	0%	0%	76%	16%	9%
Pacific Island	9	38%	24%	25%	0%	12%	0%	63%	25%	12%
Asian	28	85%	11%	0%	0%	0%	4%	96%	0%	0%
MONTHLY SPEND ON POWER										
<\$100 a month	37	81%	11%	3%	3%	0%	2%	92%	3%	3%
\$100-\$200	167	71%	21%	4%	3%	1%	1%	92%	4%	3%
\$201-\$300	67	71%	25%	2%	0%	3%	0%	95%	2%	3%
>\$300 a month	23	63%	18%	9%	9%	0%	0%	82%	9%	9%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS										
Yes	304	71%	21%	4%	2%	1%	1%	91%	4%	4%
No/ Unsure	0	0%	0%	0%	0%	0%	0%	0%	0%	0%

REASONS FOR NOT FINDING IT EASY TO SWITCH

(filtered down to 4-5)

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

ban1 by q4f

	Base	Difficulty in filling out forms or too many forms to switch	Long delay in switching over invoices	Problems with make the switch	Queuing on the telephone to make the direct debits	The hassle of changing over automatic payment or direct debits	No confirmation or update on the switch over from the power companies	Unsure	Other (specify)
All	11	10%	10%	0%	0%	10%	10%	20%	40%
AREA									
Auckland	2	0%	0%	0%	0%	0%	0%	50%	50%
Christchurch	2	50%	0%	0%	0%	0%	0%	0%	50%
Wellington	3	0%	0%	0%	0%	0%	34%	0%	66%
Provincial (NI)	2	0%	50%	0%	0%	0%	0%	50%	0%
Provincial (SI)	1	0%	0%	0%	0%	100%	0%	0%	0%
SEX									
Male	6	17%	0%	0%	0%	0%	16%	34%	33%
Female	4	0%	25%	0%	0%	25%	0%	0%	50%
AGE GROUP									
18-29	0	0%	0%	0%	0%	0%	0%	0%	0%
30-44	5	20%	20%	0%	0%	20%	0%	20%	20%
45-59	5	0%	0%	0%	0%	0%	20%	20%	60%
60 plus	0	0%	0%	0%	0%	0%	0%	0%	0%
HOUSEHOLD INCOME									
\$20,000 or less	0	0%	0%	0%	0%	0%	0%	0%	0%
\$20,001-30,000	1	0%	0%	0%	0%	0%	0%	0%	100%
\$30,001-40,000	0	0%	0%	0%	0%	0%	0%	0%	0%
\$40,001-50,000	1	0%	100%	0%	0%	0%	0%	0%	0%
\$50,001-70,000	3	0%	0%	0%	0%	34%	0%	33%	33%
\$70,001-100,000	0	0%	0%	0%	0%	0%	0%	0%	0%
More than \$100,000	4	0%	0%	0%	0%	0%	25%	25%	50%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	1	100%	0%	0%	0%	0%	0%	0%	0%
ETHNICITY									
NZ Maori	2	50%	0%	0%	0%	50%	0%	0%	0%
Pacific Island	1	0%	0%	0%	0%	0%	0%	0%	100%
Asian	0	0%	0%	0%	0%	0%	0%	0%	0%
MONTHLY SPEND ON POWER									
<\$100 a month	1	0%	0%	0%	0%	0%	0%	0%	100%
\$100-\$200	5	20%	20%	0%	0%	20%	0%	20%	20%
\$201-\$300	2	0%	0%	0%	0%	0%	49%	51%	0%
>\$300 a month	2	0%	0%	0%	0%	0%	0%	0%	100%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS									
Yes	11	10%	10%	0%	0%	10%	10%	20%	40%
No/ Unsure	0	0%	0%	0%	0%	0%	0%	0%	0%

REASONS FOR NOT SWITCHING

What are the main reasons for not switching?

ban1 by q4g

	Base	Happy with current power company / will match any deals	Happy with service from current power company	Did not trust there would be real gains from switching	Too busy to invest in the best available	Lack of information on best deals available	Switching seemed too much hassle	Have not got round to looking into this	Did not want to get locked into a contract	Was already locked into a contract	Continuity of supply if we switched	Concerned there might be a problem with
All	696	36.3%	38.8%	6.6%	5.8%	3.4%	12.9%	6.3%	0.8%	3.0%	0.4%	
AREA												
Auckland	226	29.5%	38.9%	8.7%	8.2%	3.1%	16.1%	6.1%	1.9%	6.7%	0.7%	
Christchurch	68	37.9%	43.1%	7.1%	3.9%	2.3%	11.7%	9.4%	0.0%	0.0%	0.0%	
Wellington	72	39.3%	33.7%	2.9%	2.9%	2.5%	11.5%	8.3%	0.0%	1.4%	0.0%	
Provincial (NI)	243	39.6%	38.9%	4.7%	5.2%	3.6%	11.7%	5.3%	0.4%	2.0%	0.4%	
Provincial (SI)	86	41.3%	38.9%	9.4%	4.7%	4.7%	10.0%	5.4%	0.0%	0.0%	0.0%	
SEX												
Male	326	38.7%	38.8%	6.4%	7.6%	3.5%	11.5%	5.7%	0.3%	2.6%	0.5%	
Female	370	34.3%	38.7%	6.8%	4.1%	3.2%	14.2%	6.8%	1.2%	3.3%	0.3%	
AGE GROUP												
18-29	65	34.0%	37.5%	0.0%	8.9%	3.6%	10.7%	10.8%	0.0%	0.0%	0.0%	
30-44	261	37.9%	37.4%	7.8%	6.2%	3.7%	9.9%	6.2%	1.2%	2.5%	0.4%	
45-59	196	33.9%	35.6%	5.5%	6.0%	2.2%	16.4%	6.5%	1.1%	3.8%	0.0%	
60 plus	173	37.6%	44.8%	8.6%	3.6%	4.1%	14.5%	4.5%	0.0%	4.1%	0.9%	
HOUSEHOLD INCOME												
\$20,000 or less	39	40.6%	43.1%	2.0%	12.6%	2.0%	16.8%	3.0%	0.0%	7.4%	0.0%	
\$20,001-30,000	45	32.3%	46.7%	3.5%	2.4%	4.0%	14.4%	8.1%	0.0%	4.1%	0.0%	
\$30,001-40,000	55	47.2%	33.3%	7.2%	5.3%	4.8%	7.0%	8.0%	1.9%	1.9%	0.0%	
\$40,001-50,000	43	33.0%	34.3%	1.8%	8.7%	6.1%	9.6%	15.7%	0.0%	2.5%	0.0%	
\$50,001-70,000	112	35.0%	34.6%	5.7%	6.4%	3.0%	11.8%	3.4%	1.9%	2.6%	0.0%	
\$70,001-100,000	146	40.2%	41.9%	10.1%	4.2%	2.8%	12.2%	4.0%	1.5%	3.8%	0.7%	
More than \$100,000	165	31.1%	34.9%	6.3%	5.3%	3.1%	18.2%	9.1%	0.0%	2.4%	0.5%	
Income was nil/or made a loss	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Prefer not to say	89	36.6%	45.9%	8.3%	6.0%	3.3%	8.8%	3.5%	0.0%	1.8%	0.9%	
ETHNICITY												
NZ Maori	56	32.6%	31.3%	1.9%	13.2%	0.0%	15.0%	9.1%	0.0%	0.0%	0.0%	
Pacific Island	31	44.5%	38.5%	10.3%	3.4%	7.1%	3.4%	2.5%	3.4%	9.3%	0.0%	
Asian	47	43.8%	40.8%	5.6%	12.0%	2.5%	21.8%	11.9%	0.0%	2.3%	1.7%	
MONTHLY SPEND ON POWER												
<\$100 a month	92	43.0%	46.2%	6.6%	5.2%	2.9%	11.2%	7.1%	0.0%	0.8%	0.0%	
\$100-\$200	348	41.2%	40.7%	7.0%	5.2%	3.1%	12.6%	4.6%	0.6%	3.5%	0.8%	
\$201-\$300	178	28.9%	35.1%	6.6%	4.8%	4.4%	15.6%	8.6%	1.8%	3.9%	0.0%	
>\$300 a month	55	21.6%	23.1%	6.8%	11.7%	3.9%	10.1%	7.3%	0.0%	1.9%	0.0%	
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS												
Yes	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
No/ Unsure	696	36.3%	38.8%	6.6%	5.8%	3.4%	12.9%	6.3%	0.8%	3.0%	0.4%	

CONSUMER ATTITUDES TO SWITCHING POWER COMPANY

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

	Base	We are not interested in switching our power company	We would switch if we were approached and offered a cheaper deal, but we are not actively looking	We are actively looking for a cheaper power company in the next 12 months.	We intend to look for a cheaper power company in the next 12 months.	We would be interested in switching for better service but we are not actively looking for a better power company	Other	Unsure
All	1000	32%	45%	4%	7%	12%	0%	0%
AREA								
Auckland	324	32%	41%	6%	8%	12%	0%	1%
Christchurch	109	34%	42%	2%	8%	14%	0%	0%
Wellington	102	27%	49%	1%	5%	17%	1%	0%
Provincial (NI)	332	36%	46%	3%	6%	9%	0%	0%
Provincial (SI)	133	28%	49%	4%	4%	14%	1%	0%
SEX								
Male	480	28%	46%	5%	7%	13%	1%	0%
Female	520	36%	44%	3%	6%	11%	0%	0%
AGE GROUP								
18-29	98	29%	50%	1%	8%	12%	0%	0%
30-44	407	27%	49%	4%	8%	12%	0%	0%
45-59	274	31%	43%	5%	6%	14%	1%	0%
60 plus	221	45%	36%	4%	4%	10%	1%	0%
HOUSEHOLD INCOME								
\$20,000 or less	54	39%	31%	6%	6%	18%	0%	0%
\$20,001-30,000	63	35%	41%	4%	5%	15%	0%	0%
\$30,001-40,000	78	35%	45%	3%	4%	11%	1%	1%
\$40,001-50,000	67	29%	49%	5%	3%	14%	0%	0%
\$50,001-70,000	162	27%	46%	3%	12%	12%	0%	0%
\$70,001-100,000	197	31%	52%	2%	6%	8%	0%	1%
More than \$100,000	258	31%	43%	6%	6%	13%	1%	0%
Income was nil/or made a loss	1	0%	100%	0%	0%	0%	0%	0%
Prefer not to say	119	42%	38%	1%	5%	12%	2%	0%
ETHNICITY								
NZ Maori	81	28%	51%	3%	5%	12%	1%	0%
Pacific Island	40	35%	26%	17%	14%	8%	0%	0%
Asian	75	15%	50%	8%	13%	12%	0%	2%
MONTHLY SPEND ON POWER								
<\$100 a month	129	43%	38%	1%	6%	11%	1%	0%
\$100-\$200	515	32%	45%	4%	5%	13%	1%	0%
\$201-\$300	246	29%	49%	5%	10%	7%	0%	0%
>\$300 a month	78	28%	42%	1%	9%	20%	0%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS								
Yes	304	21%	55%	6%	6%	11%	1%	0%
No/ Unsure	696	38%	40%	3%	7%	12%	0%	0%

NUMBER OF POWER COMPANIES THAT HAVE APPROACHED YOU ABOUT SWITCHING

How many different power companies have APPROACHED YOU about switching in the past two years?
 ban1 by q6

	Base	0	1	2	3 or more	Unsure
All	1000	29%	26%	23%	19%	3%
AREA						
Auckland	324	18%	25%	32%	20%	5%
Christchurch	109	33%	28%	19%	16%	4%
Wellington	102	23%	30%	16%	28%	3%
Provincial (NI)	332	38%	22%	19%	18%	3%
Provincial (SI)	133	38%	30%	16%	16%	0%
SEX						
Male	480	30%	24%	21%	22%	3%
Female	520	29%	27%	23%	17%	4%
AGE GROUP						
18-29	98	38%	25%	23%	9%	5%
30-44	407	31%	25%	21%	20%	3%
45-59	274	27%	27%	23%	19%	4%
60 plus	221	24%	24%	26%	22%	4%
HOUSEHOLD INCOME						
\$20,000 or less	54	35%	25%	17%	21%	2%
\$20,001-30,000	63	31%	25%	20%	19%	5%
\$30,001-40,000	78	27%	23%	20%	29%	1%
\$40,001-50,000	67	31%	27%	15%	23%	4%
\$50,001-70,000	162	32%	26%	21%	17%	4%
\$70,001-100,000	197	28%	31%	23%	17%	1%
More than \$100,000	258	29%	23%	24%	22%	2%
Income was nil/or made a loss	1	0%	100%	0%	0%	0%
Prefer not to say	119	26%	23%	30%	11%	10%
ETHNICITY						
NZ Maori	81	33%	26%	15%	25%	1%
Pacific Island	40	16%	23%	32%	29%	0%
Asian	75	25%	21%	32%	21%	1%
MONTHLY SPEND ON POWER						
<\$100 a month	129	31%	26%	18%	20%	5%
\$100-\$200	515	30%	23%	26%	17%	4%
\$201-\$300	246	25%	32%	20%	22%	1%
>\$300 a month	78	32%	26%	20%	20%	2%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS						
Yes	304	17%	28%	25%	29%	1%
No/ Unsure	696	35%	25%	21%	15%	4%

NUMBER OF POWER COMPANIES YOU HAVE APPROACHED ABOUT SWITCHING

How many different power companies have YOU APPROACHED about switching in the past two years?
ban1 by q7

	Base	0	1	2	3 or more	Unsure
All	1000	82%	13%	3%	2%	0%
AREA						
Auckland	324	83%	12%	3%	2%	0%
Christchurch	109	82%	16%	2%	0%	0%
Wellington	102	88%	7%	3%	2%	0%
Provincial (NI)	332	83%	11%	4%	2%	0%
Provincial (SI)	133	77%	17%	6%	0%	0%
SEX						
Male	480	81%	14%	4%	1%	0%
Female	520	83%	12%	3%	2%	0%
AGE GROUP						
18-29	98	77%	17%	5%	1%	0%
30-44	407	79%	16%	4%	1%	0%
45-59	274	83%	10%	4%	3%	0%
60 plus	221	92%	7%	1%	0%	0%
HOUSEHOLD INCOME						
\$20,000 or less	54	84%	15%	1%	0%	0%
\$20,001-30,000	63	77%	14%	7%	0%	2%
\$30,001-40,000	78	82%	12%	2%	4%	0%
\$40,001-50,000	67	77%	17%	5%	1%	0%
\$50,001-70,000	162	86%	9%	2%	3%	0%
\$70,001-100,000	197	84%	11%	4%	1%	0%
More than \$100,000	258	82%	14%	2%	2%	0%
Income was nil/or made a loss	1	100%	0%	0%	0%	0%
Prefer not to say	119	81%	12%	6%	1%	0%
ETHNICITY						
NZ Maori	81	79%	12%	7%	1%	1%
Pacific Island	40	71%	24%	5%	0%	0%
Asian	75	78%	12%	7%	3%	0%
MONTHLY SPEND ON POWER						
<\$100 a month	129	87%	8%	3%	2%	0%
\$100-\$200	515	81%	14%	4%	1%	0%
\$201-\$300	246	83%	13%	2%	2%	0%
>\$300 a month	78	82%	15%	3%	0%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS						
Yes	304	65%	28%	5%	2%	0%
No/ Unsure	696	90%	6%	3%	1%	0%

LIKELIHOOD OF VISITING AN INDEPENDENT WEBSITE THAT COULD TELL YOU THE LOWEST COST POWER COMPANY TO MEET YOUR HOUSEHOLD NEEDS

Using a 1 to 5 scale where 1 means - very likely, and 5 means - not at all likely, how likely would you be to visit an independent website that could help you compare prices and tell you the lowest cost power company to meet your household needs?

ban1 by q8

	Base	1 Very likely	2	3	4	5 Not at all likely	Unsure
All	1000	29%	17%	16%	11%	25%	2%
AREA							
Auckland	324	31%	16%	17%	11%	23%	2%
Christchurch	109	20%	21%	18%	14%	24%	3%
Wellington	102	27%	17%	22%	15%	19%	0%
Provincial (NI)	332	31%	14%	16%	9%	29%	1%
Provincial (SI)	133	30%	20%	13%	10%	23%	4%
SEX							
Male	480	26%	18%	20%	12%	22%	2%
Female	520	32%	15%	14%	9%	28%	2%
AGE GROUP							
18-29	98	31%	13%	19%	13%	23%	1%
30-44	407	35%	19%	16%	11%	17%	2%
45-59	274	29%	16%	17%	11%	25%	2%
60 plus	221	17%	15%	14%	10%	40%	4%
HOUSEHOLD INCOME							
\$20,000 or less	54	31%	9%	10%	7%	39%	4%
\$20,001-30,000	63	22%	12%	13%	4%	42%	7%
\$30,001-40,000	78	21%	16%	18%	10%	29%	6%
\$40,001-50,000	67	32%	16%	17%	12%	21%	2%
\$50,001-70,000	162	32%	15%	18%	11%	22%	2%
\$70,001-100,000	197	22%	21%	19%	16%	20%	2%
More than \$100,000	258	36%	17%	17%	12%	18%	0%
Income was nil/or made a loss	1	0%	0%	0%	0%	100%	0%
Prefer not to say	119	28%	17%	12%	6%	36%	1%
ETHNICITY							
NZ Maori	81	32%	19%	9%	4%	35%	1%
Pacific Island	40	45%	16%	13%	7%	16%	3%
Asian	75	35%	15%	16%	18%	13%	3%
MONTHLY SPEND ON POWER							
<\$100 a month	129	28%	9%	15%	8%	37%	3%
\$100-\$200	515	29%	16%	17%	11%	25%	2%
\$201-\$300	246	30%	20%	14%	13%	21%	2%
>\$300 a month	78	30%	19%	19%	10%	19%	3%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	38%	19%	14%	9%	19%	1%
No/ Unsure	696	25%	16%	18%	11%	28%	2%

USEFULNESS: AN INDEPENDENT CONSUMER WEBSITE

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

An independent consumer website
 ban1 by q9_1

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	11%	5%	5%	6%	4%	14%	7%	10%	13%	8%	14%	3%	5.6
AREA														
Auckland	324	9%	5%	5%	4%	4%	14%	9%	11%	11%	9%	15%	4%	5.8
Christchurch	109	11%	5%	5%	7%	5%	13%	6%	8%	16%	8%	13%	3%	5.6
Wellington	102	11%	5%	2%	6%	4%	8%	8%	15%	19%	7%	13%	2%	5.9
Provincial (NI)	332	12%	5%	7%	6%	3%	15%	7%	9%	12%	7%	15%	2%	5.5
Provincial (SI)	133	17%	4%	3%	8%	3%	14%	4%	11%	14%	8%	12%	2%	5.3
SEX														
Male	480	10%	5%	5%	7%	4%	15%	8%	12%	13%	7%	11%	3%	5.6
Female	520	13%	4%	5%	5%	4%	12%	7%	9%	13%	8%	17%	3%	5.7
AGE GROUP														
18-29	98	6%	2%	4%	6%	0%	17%	13%	12%	15%	10%	15%	0%	6.4
30-44	407	5%	5%	6%	6%	3%	15%	8%	13%	15%	7%	15%	2%	6.1
45-59	274	13%	4%	5%	6%	6%	13%	6%	8%	14%	9%	15%	1%	5.7
60 plus	221	24%	7%	5%	5%	5%	11%	5%	7%	8%	7%	9%	7%	4.4
HOUSEHOLD INCOME														
\$20,000 or less	54	29%	6%	2%	7%	0%	16%	4%	5%	0%	4%	18%	9%	4.2
\$20,001-30,000	63	22%	1%	3%	10%	3%	10%	7%	5%	15%	8%	10%	6%	4.9
\$30,001-40,000	78	16%	4%	6%	2%	5%	18%	8%	5%	10%	3%	16%	7%	5.3
\$40,001-50,000	67	11%	10%	7%	6%	7%	17%	4%	9%	10%	4%	14%	1%	5.0
\$50,001-70,000	162	11%	6%	4%	6%	4%	11%	7%	12%	13%	9%	16%	1%	5.8
\$70,001-100,000	197	7%	5%	6%	7%	2%	18%	8%	11%	14%	7%	14%	1%	5.8
More than \$100,000	258	4%	4%	6%	7%	5%	13%	9%	16%	16%	10%	9%	1%	6.0
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	10.0
Prefer not to say	119	18%	4%	7%	2%	4%	6%	5%	5%	16%	9%	19%	5%	5.6
ETHNICITY														
NZ Maori	81	18%	3%	6%	7%	5%	8%	12%	5%	11%	7%	18%	0%	5.3
Pacific Island	40	8%	3%	3%	3%	0%	16%	8%	5%	16%	5%	23%	10%	6.5
Asian	75	10%	4%	1%	1%	3%	8%	16%	6%	18%	10%	21%	2%	6.5
MONTHLY SPEND ON POWER														
<\$100 a month	129	20%	2%	4%	4%	3%	11%	4%	4%	13%	8%	20%	7%	5.5
\$100-\$200	515	12%	6%	6%	6%	3%	13%	8%	10%	13%	8%	12%	3%	5.5
\$201-\$300	246	7%	4%	5%	6%	5%	15%	7%	12%	16%	6%	16%	1%	6.0
>\$300 a month	78	7%	4%	4%	8%	5%	15%	7%	17%	12%	8%	13%	0%	5.9
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	6%	5%	5%	7%	6%	16%	8%	11%	13%	10%	12%	1%	5.8
No/ Unsure	696	14%	5%	5%	5%	3%	13%	7%	10%	13%	7%	15%	3%	5.5

USEFULNESS: A FLYER IN THE MAIL

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

A flyer in the mail
 ban1 by q9_2

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean	
All	1000	15%	8%	8%	8%	6%	17%	7%	9%	11%	3%		8%	0%	4.6
AREA															
Auckland	324	16%	7%	9%	7%	6%	15%	8%	9%	12%	4%		7%	0%	4.5
Christchurch	109	11%	9%	8%	11%	6%	17%	5%	7%	13%	2%		10%	1%	4.7
Wellington	102	17%	11%	7%	7%	7%	15%	7%	12%	8%	4%		5%	0%	4.2
Provincial (NI)	332	15%	8%	7%	9%	6%	17%	6%	9%	11%	2%		9%	1%	4.6
Provincial (SI)	133	13%	5%	6%	10%	5%	27%	5%	11%	8%	2%		6%	2%	4.7
SEX															
Male	480	14%	9%	8%	9%	7%	17%	8%	9%	9%	2%		7%	1%	4.4
Female	520	16%	7%	8%	8%	5%	17%	5%	9%	12%	3%		9%	1%	4.7
AGE GROUP															
18-29	98	4%	3%	11%	7%	4%	31%	7%	9%	13%	5%		6%	0%	5.3
30-44	407	12%	6%	8%	9%	6%	16%	9%	11%	12%	3%		8%	0%	4.8
45-59	274	19%	9%	8%	9%	7%	16%	5%	7%	8%	3%		8%	1%	4.2
60 plus	221	19%	12%	5%	8%	6%	16%	3%	8%	11%	2%		8%	2%	4.2
HOUSEHOLD INCOME															
\$20,000 or less	54	11%	9%	5%	14%	0%	19%	2%	10%	5%	2%		21%	2%	5.1
\$20,001-30,000	63	16%	2%	10%	6%	5%	18%	6%	6%	11%	5%		10%	5%	4.8
\$30,001-40,000	78	17%	2%	4%	5%	6%	23%	4%	7%	13%	6%		13%	0%	5.2
\$40,001-50,000	67	23%	4%	3%	11%	8%	11%	6%	9%	7%	7%		11%	0%	4.5
\$50,001-70,000	162	12%	8%	8%	10%	5%	20%	9%	7%	11%	2%		7%	1%	4.6
\$70,001-100,000	197	11%	6%	9%	9%	7%	20%	5%	12%	14%	2%		5%	0%	4.7
More than \$100,000	258	15%	11%	9%	9%	7%	16%	10%	10%	8%	2%		3%	0%	4.1
Income was nil/or made a loss	1	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	1.0
Prefer not to say	119	20%	9%	8%	5%	6%	13%	4%	6%	13%	4%		11%	1%	4.5
ETHNICITY															
NZ Maori	81	22%	5%	5%	9%	8%	12%	7%	6%	9%	1%		16%	0%	4.6
Pacific Island	40	11%	3%	5%	7%	4%	17%	8%	3%	16%	11%		15%	0%	5.8
Asian	75	6%	6%	7%	6%	6%	23%	7%	12%	11%	4%		12%	0%	5.5
MONTHLY SPEND ON POWER															
<\$100 a month	129	19%	5%	9%	8%	3%	16%	5%	8%	5%	7%		14%	1%	4.7
\$100-\$200	515	13%	8%	8%	8%	7%	18%	6%	10%	10%	3%		8%	1%	4.6
\$201-\$300	246	15%	8%	8%	8%	6%	16%	7%	9%	15%	1%		7%	0%	4.6
>\$300 a month	78	12%	13%	7%	14%	5%	19%	11%	8%	5%	3%		2%	1%	3.9
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS															
Yes	304	10%	6%	11%	12%	8%	23%	6%	11%	5%	2%		6%	0%	4.5
No/ Unsure	696	17%	9%	7%	7%	5%	15%	7%	8%	13%	3%		8%	1%	4.6

USEFULNESS: PROVISION OF AN 0800 NUMBER

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

Provision of an 0800 number
 ban1 by q9_3

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	12%	7%	7%	8%	6%	16%	8%	7%	10%	5%	13%	1%	5.0
AREA														
Auckland	324	14%	7%	9%	7%	6%	17%	6%	6%	11%	5%	11%	1%	4.8
Christchurch	109	12%	10%	6%	8%	5%	13%	13%	8%	9%	3%	12%	1%	4.9
Wellington	102	10%	11%	2%	12%	14%	15%	2%	9%	11%	3%	10%	1%	4.8
Provincial (NI)	332	9%	7%	7%	10%	3%	16%	7%	9%	10%	5%	15%	2%	5.4
Provincial (SI)	133	16%	2%	5%	6%	7%	17%	12%	6%	6%	4%	17%	2%	5.2
SEX														
Male	480	12%	7%	8%	11%	7%	14%	8%	8%	8%	5%	11%	1%	4.8
Female	520	12%	7%	6%	6%	5%	18%	7%	7%	11%	4%	15%	2%	5.3
AGE GROUP														
18-29	98	7%	7%	8%	10%	5%	11%	12%	8%	11%	7%	14%	0%	5.5
30-44	407	8%	7%	6%	9%	6%	20%	7%	7%	11%	3%	15%	1%	5.3
45-59	274	17%	5%	8%	8%	5%	15%	9%	9%	8%	5%	10%	1%	4.7
60 plus	221	15%	9%	6%	8%	7%	13%	5%	5%	9%	5%	14%	4%	4.8
HOUSEHOLD INCOME														
\$20,000 or less	54	14%	6%	5%	7%	5%	13%	4%	11%	9%	4%	19%	3%	5.3
\$20,001-30,000	63	10%	4%	5%	9%	7%	9%	11%	8%	13%	5%	15%	4%	5.6
\$30,001-40,000	78	11%	3%	4%	9%	2%	20%	11%	6%	7%	5%	20%	2%	5.7
\$40,001-50,000	67	13%	4%	8%	8%	4%	20%	8%	6%	8%	4%	16%	1%	5.1
\$50,001-70,000	162	12%	6%	9%	8%	2%	15%	8%	8%	8%	6%	16%	2%	5.2
\$70,001-100,000	197	8%	7%	6%	12%	7%	17%	8%	7%	13%	7%	8%	0%	5.2
More than \$100,000	258	14%	11%	8%	9%	9%	19%	7%	6%	8%	3%	6%	0%	4.2
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	10.0
Prefer not to say	119	13%	7%	6%	2%	6%	10%	7%	8%	12%	4%	21%	4%	5.6
ETHNICITY														
NZ Maori	81	14%	5%	1%	10%	7%	14%	9%	6%	11%	3%	20%	0%	5.4
Pacific Island	40	8%	3%	2%	3%	11%	16%	5%	3%	13%	10%	26%	0%	6.4
Asian	75	7%	3%	4%	10%	2%	9%	13%	6%	23%	8%	14%	1%	6.1
MONTHLY SPEND ON POWER														
<\$100 a month	129	19%	4%	6%	8%	3%	12%	5%	8%	4%	10%	20%	1%	5.3
\$100-\$200	515	9%	7%	7%	10%	6%	15%	8%	7%	12%	5%	13%	1%	5.2
\$201-\$300	246	13%	5%	9%	7%	5%	18%	8%	7%	10%	3%	14%	1%	5.0
>\$300 a month	78	11%	17%	5%	8%	12%	20%	7%	7%	4%	1%	5%	3%	4.0
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	9%	5%	8%	10%	8%	18%	10%	8%	10%	4%	10%	0%	5.1
No/ Unsure	696	13%	8%	6%	8%	5%	15%	7%	7%	10%	5%	14%	2%	5.0

USEFULNESS: INFORMATION WITH YOUR ELECTRICITY BILL

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

Information with your electricity bill
 ban1 by q9_4

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	9%	4%	6%	6%	4%	14%	9%	10%	14%	7%	16%	1%	5.9
AREA														
Auckland	324	9%	3%	5%	6%	3%	20%	8%	9%	14%	7%	16%	0%	5.9
Christchurch	109	7%	4%	8%	3%	8%	12%	8%	12%	17%	2%	18%	1%	5.9
Wellington	102	5%	7%	5%	4%	9%	11%	8%	9%	22%	8%	9%	3%	5.9
Provincial (NI)	332	11%	5%	6%	7%	3%	12%	11%	8%	11%	8%	15%	3%	5.6
Provincial (SI)	133	10%	2%	5%	4%	3%	11%	8%	14%	14%	9%	20%	0%	6.3
SEX														
Male	480	8%	4%	7%	7%	4%	13%	9%	10%	17%	7%	13%	1%	5.8
Female	520	10%	3%	5%	4%	4%	16%	9%	10%	12%	7%	18%	2%	6.0
AGE GROUP														
18-29	98	2%	4%	3%	5%	1%	13%	11%	12%	23%	8%	18%	0%	6.8
30-44	407	5%	4%	5%	4%	5%	15%	10%	13%	14%	7%	16%	2%	6.2
45-59	274	13%	2%	7%	8%	3%	15%	9%	7%	12%	9%	14%	1%	5.6
60 plus	221	14%	5%	8%	5%	5%	14%	6%	7%	13%	6%	15%	2%	5.3
HOUSEHOLD INCOME														
\$20,000 or less	54	14%	6%	7%	10%	2%	12%	5%	4%	7%	3%	25%	5%	5.4
\$20,001-30,000	63	14%	0%	8%	1%	4%	15%	10%	12%	12%	7%	16%	1%	5.8
\$30,001-40,000	78	9%	3%	4%	5%	5%	17%	9%	12%	7%	8%	20%	1%	6.1
\$40,001-50,000	67	15%	6%	6%	5%	3%	16%	10%	6%	10%	6%	17%	0%	5.3
\$50,001-70,000	162	11%	2%	6%	7%	4%	12%	8%	12%	12%	10%	15%	1%	5.9
\$70,001-100,000	197	5%	4%	7%	5%	3%	15%	10%	10%	19%	8%	13%	1%	6.1
More than \$100,000	258	6%	5%	6%	7%	6%	16%	10%	12%	16%	6%	10%	0%	5.7
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	10.0
Prefer not to say	119	10%	3%	4%	3%	2%	13%	8%	5%	17%	7%	24%	4%	6.4
ETHNICITY														
NZ Maori	81	8%	1%	5%	10%	4%	8%	12%	7%	12%	6%	26%	1%	6.3
Pacific Island	40	8%	3%	3%	7%	5%	11%	3%	3%	8%	15%	31%	3%	6.8
Asian	75	2%	3%	5%	6%	1%	13%	6%	10%	26%	9%	19%	0%	6.9
MONTHLY SPEND ON POWER														
<\$100 a month	129	16%	2%	5%	3%	3%	11%	10%	5%	12%	9%	23%	1%	5.9
\$100-\$200	515	7%	4%	8%	6%	4%	14%	8%	10%	14%	7%	16%	2%	5.9
\$201-\$300	246	7%	3%	3%	7%	4%	15%	11%	13%	15%	8%	13%	1%	6.0
>\$300 a month	78	9%	9%	4%	4%	7%	15%	7%	9%	17%	6%	12%	1%	5.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	7%	3%	9%	8%	5%	16%	12%	12%	13%	3%	11%	1%	5.5
No/ Unsure	696	10%	4%	5%	4%	4%	14%	8%	9%	14%	9%	18%	1%	6.1

USEFULNESS: PUBLIC NOTICE IN THE LOCAL NEWSPAPER

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

Public notice in the local newspaper
ban1 by q9_5

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean	
All	1000	18%	10%	12%	10%	5%	17%	6%	5%	7%	2%		6%	2%	3.8
AREA															
Auckland	324	20%	11%	13%	10%	6%	14%	5%	4%	9%	3%		4%	1%	3.6
Christchurch	109	13%	10%	13%	12%	2%	17%	6%	4%	7%	2%		9%	5%	4.1
Wellington	102	20%	17%	12%	11%	6%	17%	2%	5%	8%	0%		1%	1%	3.1
Provincial (NI)	332	15%	9%	11%	9%	5%	20%	6%	7%	5%	3%		8%	2%	4.2
Provincial (SI)	133	21%	6%	9%	9%	7%	15%	8%	7%	9%	1%		5%	3%	3.9
SEX															
Male	480	18%	11%	12%	12%	5%	17%	6%	5%	6%	2%		5%	1%	3.7
Female	520	17%	9%	11%	8%	6%	17%	6%	6%	8%	3%		6%	3%	4.0
AGE GROUP															
18-29	98	10%	15%	17%	9%	6%	19%	2%	5%	6%	6%		4%	1%	3.9
30-44	407	15%	10%	12%	12%	7%	18%	7%	5%	6%	2%		5%	1%	3.9
45-59	274	22%	10%	10%	6%	4%	18%	6%	5%	9%	2%		6%	2%	3.8
60 plus	221	22%	9%	11%	10%	4%	12%	4%	7%	7%	2%		8%	4%	3.8
HOUSEHOLD INCOME															
\$20,000 or less	54	25%	14%	6%	8%	4%	13%	3%	8%	2%	0%		10%	7%	3.5
\$20,001-30,000	63	17%	2%	17%	9%	5%	16%	4%	6%	4%	3%		10%	7%	4.2
\$30,001-40,000	78	18%	6%	6%	8%	3%	19%	5%	6%	13%	4%		9%	3%	4.6
\$40,001-50,000	67	21%	3%	14%	8%	12%	15%	4%	2%	9%	2%		9%	1%	4.0
\$50,001-70,000	162	17%	10%	11%	9%	4%	23%	3%	6%	8%	4%		5%	0%	4.0
\$70,001-100,000	197	12%	10%	14%	9%	8%	17%	9%	4%	8%	2%		5%	2%	4.0
More than \$100,000	258	18%	15%	13%	13%	5%	14%	7%	5%	4%	2%		4%	0%	3.3
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%		0%	0%	5.0
Prefer not to say	119	23%	9%	9%	8%	4%	14%	5%	7%	10%	2%		7%	2%	3.9
ETHNICITY															
NZ Maori	81	19%	9%	4%	8%	7%	18%	5%	5%	8%	3%		11%	3%	4.4
Pacific Island	40	8%	5%	3%	13%	5%	22%	3%	5%	13%	5%		18%	0%	5.6
Asian	75	6%	9%	7%	9%	9%	23%	10%	3%	11%	2%		10%	1%	4.9
MONTHLY SPEND ON POWER															
<\$100 a month	129	29%	5%	9%	6%	4%	16%	3%	4%	7%	3%		9%	5%	3.8
\$100-\$200	515	15%	11%	11%	10%	6%	19%	5%	7%	7%	2%		6%	1%	4.0
\$201-\$300	246	17%	11%	11%	11%	6%	16%	6%	5%	9%	1%		6%	1%	3.9
>\$300 a month	78	17%	11%	19%	12%	7%	12%	12%	0%	3%	3%		1%	3%	3.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS															
Yes	304	15%	11%	12%	9%	9%	17%	5%	6%	6%	2%		6%	2%	3.9
No/ Unsure	696	19%	10%	12%	10%	4%	16%	6%	5%	8%	2%		6%	2%	3.8

USEFULNESS: CASE STUDIES ON HOW OTHER PEOPLE HAVE SAVED MONEY

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

Case studies on how other people have saved money
 ban1 by q9_6

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	12%	7%	7%	11%	7%	16%	8%	9%	10%	4%	7%	2%	4.7
AREA														
Auckland	324	12%	6%	9%	11%	6%	21%	7%	6%	10%	5%	6%	1%	4.6
Christchurch	109	15%	5%	6%	13%	8%	15%	7%	5%	11%	5%	8%	2%	4.6
Wellington	102	13%	12%	2%	11%	9%	13%	10%	12%	9%	5%	4%	0%	4.5
Provincial (NI)	332	11%	8%	7%	11%	7%	10%	9%	12%	11%	3%	8%	3%	4.8
Provincial (SI)	133	13%	3%	4%	10%	8%	20%	6%	11%	8%	4%	10%	3%	5.0
SEX														
Male	480	13%	6%	7%	12%	8%	16%	9%	11%	8%	3%	6%	1%	4.6
Female	520	12%	7%	6%	11%	6%	16%	7%	7%	12%	6%	7%	3%	4.8
AGE GROUP														
18-29	98	7%	7%	5%	10%	10%	14%	9%	11%	14%	6%	7%	0%	5.3
30-44	407	6%	6%	4%	12%	8%	20%	9%	9%	12%	5%	7%	2%	5.2
45-59	274	14%	6%	7%	12%	7%	14%	9%	11%	9%	4%	6%	1%	4.5
60 plus	221	24%	8%	11%	9%	5%	10%	5%	6%	6%	3%	8%	5%	3.7
HOUSEHOLD INCOME														
\$20,000 or less	54	18%	10%	7%	6%	6%	20%	4%	6%	2%	2%	11%	8%	4.1
\$20,001-30,000	63	14%	7%	3%	16%	3%	13%	4%	9%	7%	12%	8%	4%	4.9
\$30,001-40,000	78	12%	2%	6%	16%	4%	17%	6%	6%	7%	5%	13%	6%	5.0
\$40,001-50,000	67	11%	8%	3%	10%	7%	17%	12%	14%	6%	2%	8%	2%	4.8
\$50,001-70,000	162	13%	5%	7%	13%	9%	14%	5%	9%	14%	4%	6%	1%	4.7
\$70,001-100,000	197	8%	4%	9%	11%	4%	16%	13%	12%	12%	4%	7%	0%	5.1
More than \$100,000	258	10%	11%	8%	12%	8%	17%	9%	9%	9%	4%	3%	0%	4.4
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	5.0
Prefer not to say	119	21%	3%	6%	6%	9%	13%	6%	6%	12%	3%	10%	5%	4.6
ETHNICITY														
NZ Maori	81	14%	6%	6%	9%	11%	16%	4%	11%	7%	5%	10%	1%	4.7
Pacific Island	40	5%	3%	3%	7%	0%	8%	10%	6%	15%	11%	29%	3%	7.0
Asian	75	9%	3%	3%	9%	7%	24%	10%	4%	10%	8%	9%	4%	5.4
MONTHLY SPEND ON POWER														
<\$100 a month	129	20%	6%	5%	12%	6%	11%	4%	9%	5%	5%	12%	5%	4.5
\$100-\$200	515	12%	6%	8%	11%	8%	16%	7%	9%	10%	4%	7%	2%	4.7
\$201-\$300	246	9%	5%	6%	10%	4%	19%	12%	8%	14%	6%	6%	1%	5.2
>\$300 a month	78	11%	15%	3%	18%	8%	13%	7%	8%	11%	3%	3%	0%	4.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	9%	5%	6%	13%	11%	18%	11%	9%	10%	3%	5%	0%	4.8
No/ Unsure	696	14%	7%	7%	10%	5%	15%	7%	9%	10%	5%	8%	3%	4.7

USEFULNESS: AS PART OF THE INFORMATION ON ELECTRICAL APPLIANCES

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

As part of the information on electrical appliances
ban1 by q9_7

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	11%	6%	7%	8%	5%	16%	7%	11%	11%	5%	11%	2%	5.1
AREA														
Auckland	324	12%	6%	8%	9%	4%	16%	6%	13%	12%	3%	9%	2%	5.0
Christchurch	109	12%	8%	6%	10%	4%	14%	7%	11%	7%	4%	16%	1%	5.1
Wellington	102	8%	9%	4%	12%	5%	18%	10%	12%	12%	2%	7%	1%	5.0
Provincial (NI)	332	12%	6%	7%	6%	5%	16%	8%	10%	12%	5%	11%	2%	5.2
Provincial (SI)	133	10%	2%	8%	9%	6%	17%	3%	9%	11%	9%	13%	3%	5.5
SEX														
Male	480	11%	7%	8%	10%	6%	18%	8%	10%	8%	3%	9%	2%	4.7
Female	520	12%	5%	5%	7%	3%	15%	6%	12%	14%	6%	13%	2%	5.5
AGE GROUP														
18-29	98	8%	5%	4%	8%	7%	15%	7%	20%	11%	4%	10%	1%	5.5
30-44	407	7%	6%	6%	9%	5%	17%	8%	12%	13%	4%	11%	2%	5.4
45-59	274	14%	6%	9%	10%	3%	13%	8%	9%	11%	4%	12%	1%	4.9
60 plus	221	18%	7%	6%	6%	4%	18%	3%	8%	8%	6%	11%	5%	4.7
HOUSEHOLD INCOME														
\$20,000 or less	54	20%	4%	7%	13%	7%	17%	0%	7%	5%	1%	16%	3%	4.5
\$20,001-30,000	63	15%	1%	1%	17%	4%	11%	1%	18%	11%	10%	10%	1%	5.4
\$30,001-40,000	78	12%	7%	4%	3%	2%	19%	4%	14%	11%	7%	10%	7%	5.4
\$40,001-50,000	67	16%	6%	6%	4%	3%	16%	8%	8%	11%	5%	15%	2%	5.2
\$50,001-70,000	162	12%	5%	7%	9%	2%	14%	8%	14%	11%	4%	11%	3%	5.2
\$70,001-100,000	197	5%	5%	10%	9%	6%	16%	11%	11%	12%	4%	10%	1%	5.3
More than \$100,000	258	9%	10%	9%	9%	6%	17%	7%	10%	11%	4%	7%	1%	4.8
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	10.0
Prefer not to say	119	18%	5%	2%	5%	2%	17%	5%	9%	15%	3%	17%	2%	5.4
ETHNICITY														
NZ Maori	81	10%	4%	8%	9%	8%	15%	4%	8%	12%	3%	18%	1%	5.4
Pacific Island	40	8%	5%	3%	5%	3%	11%	3%	8%	15%	7%	29%	3%	6.6
Asian	75	3%	3%	6%	10%	5%	16%	7%	14%	17%	2%	16%	1%	6.1
MONTHLY SPEND ON POWER														
<\$100 a month	129	23%	3%	1%	6%	3%	17%	4%	11%	9%	6%	16%	1%	5.1
\$100-\$200	515	9%	6%	7%	8%	5%	19%	6%	12%	11%	4%	10%	3%	5.2
\$201-\$300	246	11%	7%	9%	8%	5%	13%	7%	10%	13%	4%	12%	1%	5.2
>\$300 a month	78	11%	10%	9%	12%	3%	8%	15%	12%	13%	1%	6%	0%	4.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	9%	7%	8%	9%	6%	15%	9%	14%	11%	4%	7%	1%	5.0
No/ Unsure	696	12%	6%	6%	8%	4%	17%	6%	10%	11%	5%	13%	2%	5.2

USEFULNESS: AS PART OF THE INFORMATION WHEN YOU MOVE HOME

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

As part of the information when you move home
 ban1 by q9_8

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	10%	4%	4%	5%	3%	16%	7%	11%	14%	7%	14%	5%	5.8
AREA														
Auckland	324	12%	5%	2%	4%	2%	15%	8%	12%	13%	8%	14%	5%	5.8
Christchurch	109	10%	5%	5%	6%	2%	13%	9%	10%	13%	5%	19%	3%	5.9
Wellington	102	6%	5%	7%	9%	4%	9%	9%	11%	21%	8%	10%	1%	5.8
Provincial (NI)	332	10%	4%	3%	6%	5%	20%	5%	10%	13%	7%	11%	6%	5.6
Provincial (SI)	133	12%	2%	4%	2%	3%	14%	8%	10%	16%	6%	17%	6%	6.0
SEX														
Male	480	10%	5%	4%	6%	4%	16%	7%	12%	16%	6%	10%	4%	5.6
Female	520	10%	4%	3%	5%	3%	15%	7%	9%	13%	8%	17%	6%	6.0
AGE GROUP														
18-29	98	4%	2%	6%	6%	1%	21%	7%	13%	16%	12%	12%	0%	6.3
30-44	407	5%	4%	3%	3%	5%	17%	10%	12%	16%	6%	16%	3%	6.3
45-59	274	11%	4%	3%	7%	2%	14%	7%	11%	17%	7%	12%	5%	5.8
60 plus	221	22%	6%	4%	5%	3%	13%	3%	6%	8%	6%	12%	12%	4.5
HOUSEHOLD INCOME														
\$20,000 or less	54	19%	8%	2%	8%	2%	15%	4%	2%	18%	0%	6%	16%	4.2
\$20,001-30,000	63	19%	0%	9%	6%	3%	10%	4%	10%	9%	12%	11%	7%	5.2
\$30,001-40,000	78	11%	3%	2%	5%	1%	25%	2%	7%	14%	4%	14%	12%	5.7
\$40,001-50,000	67	13%	1%	1%	7%	2%	11%	12%	9%	14%	6%	19%	5%	6.1
\$50,001-70,000	162	11%	6%	5%	5%	4%	14%	4%	12%	13%	7%	15%	4%	5.6
\$70,001-100,000	197	4%	4%	5%	3%	5%	17%	5%	13%	20%	7%	15%	2%	6.3
More than \$100,000	258	8%	5%	3%	6%	4%	18%	12%	12%	13%	9%	8%	2%	5.7
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	10.0
Prefer not to say	119	16%	4%	0%	3%	2%	10%	7%	10%	13%	8%	22%	5%	6.1
ETHNICITY														
NZ Maori	81	9%	3%	2%	11%	5%	12%	5%	8%	13%	7%	21%	4%	6.1
Pacific Island	40	10%	3%	5%	8%	3%	5%	5%	3%	22%	7%	24%	5%	6.4
Asian	75	1%	2%	4%	4%	0%	15%	10%	19%	17%	9%	13%	6%	6.7
MONTHLY SPEND ON POWER														
<\$100 a month	129	21%	4%	3%	6%	2%	10%	9%	6%	8%	10%	15%	6%	5.2
\$100-\$200	515	10%	4%	4%	6%	3%	16%	7%	10%	15%	7%	13%	5%	5.8
\$201-\$300	246	6%	3%	3%	2%	4%	19%	5%	16%	17%	5%	16%	4%	6.4
>\$300 a month	78	9%	5%	5%	10%	4%	14%	13%	7%	12%	7%	11%	3%	5.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	6%	4%	4%	7%	2%	15%	12%	12%	15%	6%	13%	4%	6.0
No/ Unsure	696	12%	5%	3%	4%	4%	16%	5%	10%	14%	8%	14%	5%	5.7

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

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

A fridge magnet with details of a price comparison website on it
ban1 by q9_9

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	18%	10%	8%	7%	6%	13%	7%	8%	8%	3%	10%	2%	4.3
AREA														
Auckland	324	17%	6%	8%	6%	5%	14%	8%	10%	11%	3%	9%	3%	4.6
Christchurch	109	21%	14%	10%	5%	4%	9%	7%	7%	8%	7%	7%	1%	4.0
Wellington	102	16%	17%	7%	8%	7%	14%	6%	8%	7%	5%	5%	0%	3.9
Provincial (NI)	332	18%	12%	8%	9%	6%	11%	6%	6%	7%	3%	12%	2%	4.2
Provincial (SI)	133	19%	6%	8%	6%	8%	14%	6%	7%	7%	2%	15%	2%	4.6
SEX														
Male	480	18%	11%	8%	7%	7%	13%	7%	8%	8%	3%	8%	2%	4.2
Female	520	18%	10%	8%	6%	5%	13%	6%	7%	9%	4%	12%	2%	4.5
AGE GROUP														
18-29	98	12%	11%	7%	5%	4%	17%	8%	11%	8%	1%	15%	1%	5.0
30-44	407	12%	7%	8%	9%	8%	15%	5%	6%	12%	6%	10%	2%	4.9
45-59	274	21%	12%	10%	7%	3%	10%	9%	9%	6%	2%	9%	2%	4.0
60 plus	221	28%	14%	7%	4%	6%	10%	5%	6%	5%	2%	9%	4%	3.5
HOUSEHOLD INCOME														
\$20,000 or less	54	28%	4%	5%	8%	4%	12%	3%	7%	8%	0%	16%	5%	4.2
\$20,001-30,000	63	23%	8%	6%	6%	2%	10%	15%	8%	6%	3%	9%	4%	4.2
\$30,001-40,000	78	24%	5%	7%	8%	4%	15%	6%	3%	4%	5%	14%	5%	4.4
\$40,001-50,000	67	19%	10%	5%	8%	8%	13%	6%	4%	11%	4%	12%	0%	4.6
\$50,001-70,000	162	14%	11%	8%	4%	6%	15%	3%	11%	9%	4%	13%	2%	4.8
\$70,001-100,000	197	11%	10%	13%	8%	6%	14%	9%	8%	10%	2%	9%	0%	4.5
More than \$100,000	258	18%	14%	8%	8%	9%	11%	7%	7%	8%	3%	6%	1%	3.9
Income was nil/or made a loss	1	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1.0
Prefer not to say	119	25%	8%	4%	5%	3%	10%	6%	8%	9%	6%	11%	5%	4.4
ETHNICITY														
NZ Maori	81	19%	10%	4%	7%	12%	6%	4%	4%	11%	1%	22%	0%	4.9
Pacific Island	40	5%	5%	3%	3%	8%	16%	11%	5%	16%	5%	16%	7%	6.0
Asian	75	10%	3%	6%	7%	4%	16%	5%	13%	14%	4%	14%	4%	5.7
MONTHLY SPEND ON POWER														
<\$100 a month	129	21%	5%	7%	4%	3%	11%	11%	5%	11%	4%	15%	3%	4.9
\$100-\$200	515	17%	12%	7%	7%	6%	13%	7%	7%	8%	4%	10%	2%	4.4
\$201-\$300	246	18%	10%	10%	7%	5%	14%	5%	8%	10%	3%	10%	0%	4.3
>\$300 a month	78	17%	13%	13%	8%	8%	12%	4%	11%	7%	0%	4%	3%	3.7
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	14%	10%	8%	9%	8%	14%	8%	10%	7%	2%	9%	1%	4.4
No/ Unsure	696	20%	11%	8%	6%	5%	12%	6%	6%	9%	4%	11%	2%	4.3

USEFULNESS: SOCIAL MEDIA LIKE FACEBOOK

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

Social media such as Facebook
 ban1 by q9_10

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean		
All	1000	28%	16%	8%	7%	5%	11%	4%	4%	5%	2%		6%	4%	3.1	
AREA																
Auckland	324	30%	13%	11%	8%	5%	11%	2%	6%	5%	3%		4%	2%	3.0	
Christchurch	109	26%	21%	5%	5%	3%	15%	6%	3%	2%	3%		6%	5%	3.1	
Wellington	102	22%	17%	9%	7%	7%	11%	7%	3%	6%	0%		7%	4%	3.4	
Provincial (NI)	332	29%	17%	7%	6%	7%	8%	4%	5%	5%	2%		5%	5%	3.0	
Provincial (SI)	133	30%	12%	6%	7%	0%	14%	5%	2%	6%	4%		10%	4%	3.5	
SEX																
Male	480	29%	16%	10%	7%	7%	11%	3%	4%	4%	2%		4%	3%	2.8	
Female	520	28%	15%	7%	6%	4%	11%	5%	4%	5%	3%		7%	5%	3.3	
AGE GROUP																
18-29	98	11%	9%	8%	13%	5%	6%	6%	11%	11%	6%		12%	2%	4.9	
30-44	407	18%	13%	8%	9%	6%	15%	7%	5%	6%	2%		8%	3%	3.9	
45-59	274	37%	18%	11%	4%	5%	10%	2%	4%	2%	2%		3%	2%	2.4	
60 plus	221	46%	20%	6%	2%	3%	7%	1%	1%	2%	1%		2%	9%	1.6	
HOUSEHOLD INCOME																
\$20,000 or less	54	47%	9%	4%	2%	2%	10%	2%	4%	2%	4%		6%	8%	2.5	
\$20,001-30,000	63	29%	17%	6%	3%	6%	12%	7%	2%	0%	5%		5%	8%	3.0	
\$30,001-40,000	78	31%	11%	6%	8%	2%	8%	3%	1%	6%	4%		13%	7%	3.6	
\$40,001-50,000	67	31%	11%	10%	5%	4%	10%	3%	8%	6%	0%		10%	2%	3.4	
\$50,001-70,000	162	26%	21%	6%	4%	4%	16%	2%	6%	5%	2%		6%	2%	3.2	
\$70,001-100,000	197	24%	13%	12%	8%	5%	11%	5%	6%	6%	3%		3%	4%	3.2	
More than \$100,000	258	23%	18%	10%	11%	9%	9%	5%	3%	5%	2%		4%	1%	3.0	
Income was nil/or made a loss	1	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	1.0	
Prefer not to say	119	39%	13%	5%	3%	1%	12%	3%	4%	5%	2%		5%	8%	2.8	
ETHNICITY																
NZ Maori	81	24%	18%	9%	5%	5%	8%	6%	4%	2%	4%		7%	8%	3.2	
Pacific Island	40	15%	19%	5%	0%	2%	11%	6%	3%	7%	5%		19%	8%	4.8	
Asian	75	18%	6%	3%	13%	4%	20%	7%	7%	12%	5%		4%	1%	4.5	
MONTHLY SPEND ON POWER																
<\$100 a month	129	35%	14%	9%	7%	3%	8%	0%	2%	4%	4%		6%	8%	2.7	
\$100-\$200	515	27%	15%	8%	7%	6%	12%	4%	5%	5%	3%		5%	3%	3.2	
\$201-\$300	246	29%	16%	9%	7%	5%	10%	4%	4%	4%	3%		7%	2%	3.2	
>\$300 a month	78	24%	22%	7%	8%	5%	8%	10%	5%	6%	0%		1%	4%	2.9	
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS																
Yes	304		20%	16%	9%	9%	9%	12%	6%	5%	4%	2%		6%	2%	3.5
No/ Unsure	696		32%	15%	8%	6%	3%	11%	3%	4%	5%	3%		5%	5%	2.9

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

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

Online advertising on sites like Stuff, NZ Herald and Trademe
ban1 by q9_11

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean	
All	1000	19%	9%	9%	7%	7%	15%	7%	7%	6%	4%		7%	3%	4.1
AREA															
Auckland	324	17%	9%	9%	7%	8%	16%	6%	6%	8%	4%		8%	2%	4.3
Christchurch	109	20%	12%	7%	6%	8%	16%	7%	4%	6%	5%		6%	3%	3.9
Wellington	102	17%	9%	7%	7%	6%	15%	9%	10%	5%	5%		6%	4%	4.3
Provincial (NI)	332	21%	10%	10%	7%	6%	15%	5%	9%	4%	4%		6%	3%	3.9
Provincial (SI)	133	23%	6%	8%	7%	6%	13%	10%	6%	8%	3%		5%	5%	4.0
SEX															
Male	480	19%	10%	9%	7%	7%	15%	8%	7%	6%	4%		6%	2%	4.0
Female	520	20%	8%	8%	7%	6%	16%	6%	8%	6%	4%		7%	4%	4.1
AGE GROUP															
18-29	98	8%	4%	2%	5%	6%	21%	8%	17%	8%	10%		10%	1%	5.7
30-44	407	11%	9%	9%	8%	6%	18%	9%	8%	8%	4%		8%	2%	4.6
45-59	274	21%	10%	13%	9%	8%	16%	5%	5%	4%	3%		5%	1%	3.5
60 plus	221	37%	11%	7%	3%	6%	9%	2%	5%	5%	2%		6%	7%	2.9
HOUSEHOLD INCOME															
\$20,000 or less	54	31%	6%	5%	6%	4%	13%	4%	6%	5%	0%		8%	12%	3.4
\$20,001-30,000	63	32%	9%	6%	5%	8%	6%	5%	5%	7%	7%		4%	6%	3.4
\$30,001-40,000	78	20%	5%	10%	7%	2%	15%	7%	8%	4%	8%		12%	2%	4.6
\$40,001-50,000	67	23%	6%	12%	6%	8%	15%	6%	8%	3%	1%		9%	3%	3.8
\$50,001-70,000	162	21%	11%	7%	5%	8%	16%	3%	7%	10%	5%		6%	1%	4.1
\$70,001-100,000	197	12%	10%	8%	11%	9%	15%	8%	7%	8%	4%		6%	2%	4.3
More than \$100,000	258	14%	10%	12%	7%	7%	19%	9%	8%	6%	3%		5%	0%	4.1
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%		0%	0%	2.0
Prefer not to say	119	27%	6%	7%	4%	3%	16%	6%	7%	4%	4%		10%	6%	4.0
ETHNICITY															
NZ Maori	81	22%	6%	2%	10%	7%	11%	8%	4%	5%	9%		12%	4%	4.6
Pacific Island	40	10%	8%	3%	3%	0%	18%	8%	3%	8%	11%		26%	2%	6.2
Asian	75	13%	3%	4%	5%	4%	23%	7%	6%	14%	8%		12%	1%	5.5
MONTHLY SPEND ON POWER															
<\$100 a month	129	32%	7%	7%	6%	6%	8%	3%	8%	8%	3%		7%	5%	3.5
\$100-\$200	515	18%	9%	9%	6%	7%	16%	7%	8%	5%	5%		6%	4%	4.1
\$201-\$300	246	18%	6%	10%	8%	6%	20%	7%	6%	8%	3%		7%	1%	4.3
>\$300 a month	78	15%	16%	7%	9%	10%	16%	10%	3%	4%	5%		5%	0%	3.9
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS															
Yes	304	13%	11%	9%	9%	11%	15%	9%	6%	9%	2%		5%	1%	4.1
No/ Unsure	696	22%	8%	9%	6%	5%	16%	5%	8%	5%	5%		7%	4%	4.0

USEFULLNESS: AS PART OF A CAMPAIGN THAT PROMOTES ENERGY EFFICIENCY

Using a 0-10 scale where 0 means - not at all useful and 10 means - very useful how useful would each of the following ways be, in helping you to compare power company prices:

As part of a campaign that promotes energy efficiency
ban1 by q9_12

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	8%	3%	5%	5%	5%	17%	10%	12%	14%	6%	12%	3%	5.8
AREA														
Auckland	324	9%	1%	4%	7%	4%	16%	13%	10%	13%	7%	14%	2%	5.9
Christchurch	109	10%	3%	4%	7%	4%	16%	12%	13%	14%	4%	12%	1%	5.7
Wellington	102	6%	6%	6%	7%	5%	13%	13%	18%	10%	6%	8%	2%	5.5
Provincial (NI)	332	7%	3%	5%	4%	4%	20%	9%	13%	15%	5%	11%	4%	5.8
Provincial (SI)	133	9%	3%	7%	2%	6%	14%	6%	14%	17%	5%	14%	3%	5.8
SEX														
Male	480	8%	3%	5%	7%	5%	19%	11%	12%	12%	4%	11%	3%	5.5
Female	520	8%	3%	5%	4%	4%	15%	10%	13%	16%	7%	13%	2%	6.0
AGE GROUP														
18-29	98	4%	2%	8%	2%	0%	16%	13%	13%	14%	11%	16%	1%	6.5
30-44	407	4%	2%	5%	5%	6%	20%	12%	14%	14%	4%	12%	2%	6.0
45-59	274	10%	2%	4%	6%	4%	14%	12%	14%	14%	6%	12%	2%	5.8
60 plus	221	17%	6%	4%	7%	4%	15%	5%	7%	13%	6%	11%	5%	5.0
HOUSEHOLD INCOME														
\$20,000 or less	54	16%	8%	4%	3%	4%	18%	5%	7%	14%	4%	14%	3%	5.1
\$20,001-30,000	63	13%	1%	6%	8%	3%	18%	6%	7%	12%	10%	12%	4%	5.5
\$30,001-40,000	78	8%	1%	2%	5%	4%	17%	13%	8%	17%	7%	15%	3%	6.3
\$40,001-50,000	67	8%	2%	2%	1%	5%	26%	9%	12%	12%	5%	16%	2%	6.1
\$50,001-70,000	162	9%	2%	6%	5%	4%	13%	13%	14%	14%	7%	10%	3%	5.8
\$70,001-100,000	197	4%	4%	6%	4%	4%	15%	11%	15%	16%	5%	14%	2%	6.2
More than \$100,000	258	7%	3%	6%	8%	6%	20%	12%	13%	12%	4%	7%	2%	5.4
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	10.0
Prefer not to say	119	12%	3%	6%	5%	2%	11%	7%	12%	14%	6%	16%	6%	5.8
ETHNICITY														
NZ Maori	81	8%	5%	3%	5%	6%	14%	13%	8%	12%	0%	25%	1%	6.1
Pacific Island	40	8%	3%	3%	0%	0%	11%	8%	3%	10%	20%	32%	2%	7.3
Asian	75	1%	4%	3%	5%	2%	11%	12%	17%	14%	9%	21%	1%	6.9
MONTHLY SPEND ON POWER														
<\$100 a month	129	17%	4%	2%	6%	2%	11%	10%	10%	13%	6%	16%	3%	5.5
\$100-\$200	515	7%	3%	5%	4%	5%	18%	10%	13%	14%	6%	12%	3%	5.9
\$201-\$300	246	6%	2%	7%	5%	5%	18%	11%	12%	15%	6%	12%	1%	5.9
>\$300 a month	78	7%	4%	4%	9%	6%	11%	14%	18%	13%	1%	8%	5%	5.5
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	5%	2%	6%	5%	5%	16%	16%	16%	14%	5%	9%	1%	5.9
No/ Unsure	696	10%	3%	5%	5%	5%	17%	8%	11%	14%	6%	13%	3%	5.7

CONSUMER BEHAVIOUR

Which of the following statements most closely describes you as a consumer?
 ban1 by q10

	Base	I generally stick with the same companies	I generally stick with the same companies unless I have a poor service experience or their prices go up sharply and then I look around.	I change companies often and will almost always take a better deal if that comes along	Depends/Other	Unsure
All	1000	15%	76%	8%	0%	1%
AREA						
Auckland	324	12%	78%	9%	0%	1%
Christchurch	109	10%	85%	5%	0%	0%
Wellington	102	14%	78%	8%	0%	0%
Provincial (NI)	332	19%	72%	9%	0%	0%
Provincial (SI)	133	20%	74%	5%	1%	0%
SEX						
Male	480	15%	78%	6%	0%	1%
Female	520	15%	75%	10%	0%	0%
AGE GROUP						
18-29	98	10%	80%	9%	1%	0%
30-44	407	11%	79%	10%	0%	0%
45-59	274	15%	77%	8%	0%	0%
60 plus	221	26%	68%	5%	1%	0%
HOUSEHOLD INCOME						
\$20,000 or less	54	22%	65%	11%	2%	0%
\$20,001-30,000	63	27%	60%	11%	0%	2%
\$30,001-40,000	78	19%	75%	5%	1%	0%
\$40,001-50,000	67	24%	63%	13%	0%	0%
\$50,001-70,000	162	15%	77%	8%	0%	0%
\$70,001-100,000	197	8%	88%	4%	0%	0%
More than \$100,000	258	11%	79%	10%	0%	0%
Income was nil/or made a loss	1	0%	100%	0%	0%	0%
Prefer not to say	119	19%	71%	8%	1%	1%
ETHNICITY						
NZ Maori	81	21%	68%	11%	0%	0%
Pacific Island	40	19%	53%	28%	0%	0%
Asian	75	14%	64%	22%	0%	0%
MONTHLY SPEND ON POWER						
<\$100 a month	129	25%	65%	9%	0%	1%
\$100-\$200	515	14%	77%	9%	0%	0%
\$201-\$300	246	16%	77%	7%	0%	0%
>\$300 a month	78	4%	89%	5%	2%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS						
Yes	304	9%	79%	12%	0%	0%
No/ Unsure	696	18%	75%	7%	0%	0%

LIKELIHOOD OF SHOPPING AROUND FOR BEST POWER 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 power deal?
 ban1 by q10a

	Base	1 Very likely	2	3	4	5 Not at all likely	Unsure
All	1000	16%	16%	28%	16%	24%	0%
AREA							
Auckland	324	18%	16%	26%	15%	25%	0%
Christchurch	109	19%	12%	33%	12%	24%	0%
Wellington	102	7%	20%	33%	21%	19%	0%
Provincial (NI)	332	16%	18%	26%	14%	26%	0%
Provincial (SI)	133	17%	13%	29%	17%	24%	0%
SEX							
Male	480	15%	17%	29%	17%	22%	0%
Female	520	17%	15%	27%	15%	26%	0%
AGE GROUP							
18-29	98	14%	15%	28%	18%	25%	0%
30-44	407	17%	17%	32%	16%	18%	0%
45-59	274	16%	18%	29%	14%	23%	0%
60 plus	221	15%	13%	21%	14%	37%	0%
HOUSEHOLD INCOME							
\$20,000 or less	54	17%	8%	31%	8%	36%	0%
\$20,001-30,000	63	11%	12%	27%	14%	36%	0%
\$30,001-40,000	78	17%	15%	24%	15%	29%	0%
\$40,001-50,000	67	15%	15%	38%	14%	18%	0%
\$50,001-70,000	162	15%	20%	29%	14%	22%	0%
\$70,001-100,000	197	16%	16%	27%	21%	20%	0%
More than \$100,000	258	15%	18%	31%	16%	20%	0%
Income was nil/or made a loss	1	0%	0%	0%	100%	0%	0%
Prefer not to say	119	19%	16%	19%	13%	33%	0%
ETHNICITY							
NZ Maori	81	16%	18%	21%	13%	30%	2%
Pacific Island	40	36%	11%	16%	8%	29%	0%
Asian	75	22%	24%	24%	13%	17%	0%
MONTHLY SPEND ON POWER							
<\$100 a month	129	22%	11%	25%	11%	31%	0%
\$100-\$200	515	15%	16%	29%	16%	24%	0%
\$201-\$300	246	14%	19%	27%	17%	23%	0%
>\$300 a month	78	15%	20%	31%	8%	23%	3%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	23%	18%	23%	19%	17%	0%
No/ Unsure	696	13%	15%	30%	14%	28%	0%

FREQUENCY OF SHOPPING AROUND/ REVIEWING WHICH POWER COMPANY HAS BEST DEAL

Generally how often do you shop around and review which power company has the best deal?
 ban1 by q10b

	Base	At least once a month	About every three months	About every six months	Once a year	Once every two years or more	Unsure
All	602	1%	4%	15%	32%	43%	5%
AREA							
Auckland	194	2%	4%	14%	32%	41%	7%
Christchurch	70	0%	10%	15%	22%	52%	1%
Wellington	61	0%	0%	11%	35%	49%	5%
Provincial (NI)	198	1%	5%	16%	32%	41%	5%
Provincial (SI)	78	0%	1%	16%	37%	41%	5%
SEX							
Male	294	0%	3%	18%	30%	44%	5%
Female	308	1%	6%	11%	34%	43%	5%
AGE GROUP							
18-29	56	0%	6%	17%	35%	38%	4%
30-44	267	0%	5%	16%	33%	42%	4%
45-59	171	2%	3%	13%	34%	44%	4%
60 plus	108	1%	4%	12%	25%	49%	9%
HOUSEHOLD INCOME							
\$20,000 or less	31	7%	6%	7%	35%	42%	3%
\$20,001-30,000	32	0%	4%	19%	28%	38%	11%
\$30,001-40,000	44	2%	3%	19%	36%	33%	7%
\$40,001-50,000	46	0%	5%	19%	41%	31%	4%
\$50,001-70,000	104	0%	3%	17%	31%	44%	5%
\$70,001-100,000	116	1%	3%	10%	33%	49%	4%
More than \$100,000	165	1%	4%	14%	29%	49%	3%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%	0%
Prefer not to say	65	0%	9%	15%	30%	36%	10%
ETHNICITY							
NZ Maori	45	0%	10%	24%	26%	38%	2%
Pacific Island	25	3%	0%	25%	21%	42%	9%
Asian	52	4%	8%	18%	31%	25%	14%
MONTHLY SPEND ON POWER							
<\$100 a month	75	1%	6%	12%	28%	46%	7%
\$100-\$200	308	1%	4%	17%	34%	40%	4%
\$201-\$300	147	1%	3%	14%	29%	47%	6%
>\$300 a month	52	0%	6%	10%	36%	46%	2%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	195	1%	7%	17%	41%	30%	4%
No/ Unsure	406	1%	3%	13%	28%	50%	5%

OVER PAST TWO YEARS: BECOME MORE LIKELY OR LESS LIKELY TO SHOP FOR BEST DEAL FOR POWER

Over the past two years, have you become more likely or less likely to shop for the best deal for power, or has there been no change in what you do?
ban1 by q10c

	Base	More likely	Less likely	No change	Unsure
All	1000	27%	10%	62%	1%
AREA					
Auckland	324	32%	10%	58%	0%
Christchurch	109	18%	8%	74%	0%
Wellington	102	25%	15%	59%	1%
Provincial (NI)	332	27%	11%	62%	0%
Provincial (SI)	133	28%	6%	65%	1%
SEX					
Male	480	27%	10%	63%	0%
Female	520	28%	10%	62%	0%
AGE GROUP					
18-29	98	24%	9%	67%	0%
30-44	407	32%	10%	57%	1%
45-59	274	28%	10%	61%	1%
60 plus	221	18%	10%	72%	0%
HOUSEHOLD INCOME					
\$20,000 or less	54	28%	14%	56%	2%
\$20,001-30,000	63	21%	11%	68%	0%
\$30,001-40,000	78	31%	7%	62%	0%
\$40,001-50,000	67	31%	11%	58%	0%
\$50,001-70,000	162	30%	11%	58%	1%
\$70,001-100,000	197	25%	9%	65%	1%
More than \$100,000	258	28%	11%	60%	1%
Income was nil/or made a loss	1	0%	0%	100%	0%
Prefer not to say	119	24%	8%	68%	0%
ETHNICITY					
NZ Maori	81	26%	6%	68%	0%
Pacific Island	40	18%	21%	61%	0%
Asian	75	31%	10%	58%	1%
MONTHLY SPEND ON POWER					
<\$100 a month	129	17%	9%	74%	0%
\$100-\$200	515	27%	11%	62%	0%
\$201-\$300	246	34%	9%	56%	1%
>\$300 a month	78	23%	11%	65%	1%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS					
Yes	304	41%	12%	47%	0%
No/ Unsure	696	21%	9%	69%	1%

SEEN WHATSMYNUMBER ADVERTISING CAMPAIGN

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

Have you seen this advertising campaign?

ban1 by q11

	Base	Yes	No	Unsure
All	1000	82%	18%	0%
AREA				
Auckland	324	79%	20%	1%
Christchurch	109	84%	16%	0%
Wellington	102	89%	11%	0%
Provincial (NI)	332	81%	19%	0%
Provincial (SI)	133	83%	16%	1%
SEX				
Male	480	82%	18%	0%
Female	520	81%	18%	1%
AGE GROUP				
18-29	98	73%	26%	1%
30-44	407	88%	12%	0%
45-59	274	84%	16%	0%
60 plus	221	72%	27%	1%
HOUSEHOLD INCOME				
\$20,000 or less	54	64%	36%	0%
\$20,001-30,000	63	77%	23%	0%
\$30,001-40,000	78	81%	19%	0%
\$40,001-50,000	67	71%	27%	2%
\$50,001-70,000	162	84%	15%	1%
\$70,001-100,000	197	88%	11%	1%
More than \$100,000	258	87%	12%	1%
Income was nil/or made a loss	1	100%	0%	0%
Prefer not to say	119	73%	26%	1%
ETHNICITY				
NZ Maori	81	74%	26%	0%
Pacific Island	40	71%	29%	0%
Asian	75	64%	36%	0%
MONTHLY SPEND ON POWER				
<\$100 a month	129	68%	31%	1%
\$100-\$200	515	84%	16%	0%
\$201-\$300	246	85%	13%	2%
>\$300 a month	78	83%	17%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS				
Yes	304	86%	14%	0%
No/ Unsure	696	80%	19%	1%

VISITATION TO WHATSMYNUMBER WEBSITE

Have you visited the price comparison website whatsmynumber.org.nz to compare what you pay with what another power company charges?
banl by q11x

	Base	Yes	No	Unsure
All	1000	30%	69%	1%
AREA				
Auckland	324	30%	69%	1%
Christchurch	109	33%	67%	0%
Wellington	102	32%	66%	2%
Provincial (NI)	332	30%	69%	1%
Provincial (SI)	133	27%	72%	1%
SEX				
Male	480	27%	72%	1%
Female	520	33%	66%	1%
AGE GROUP				
18-29	98	33%	67%	0%
30-44	407	35%	64%	1%
45-59	274	31%	67%	2%
60 plus	221	18%	81%	1%
HOUSEHOLD INCOME				
\$20,000 or less	54	23%	75%	2%
\$20,001-30,000	63	18%	82%	0%
\$30,001-40,000	78	23%	76%	1%
\$40,001-50,000	67	29%	70%	1%
\$50,001-70,000	162	35%	64%	1%
\$70,001-100,000	197	33%	67%	0%
More than \$100,000	258	36%	63%	1%
Income was nil/or made a loss	1	0%	100%	0%
Prefer not to say	119	21%	76%	3%
ETHNICITY				
NZ Maori	81	27%	72%	1%
Pacific Island	40	21%	79%	0%
Asian	75	31%	68%	1%
MONTHLY SPEND ON POWER				
<\$100 a month	129	23%	76%	1%
\$100-\$200	515	29%	70%	1%
\$201-\$300	246	37%	61%	2%
>\$300 a month	78	32%	67%	1%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS				
Yes	304	41%	57%	2%
No/ Unsure	696	25%	74%	1%

ACTION TAKEN AFTER VISITING WHATSMYNUMBER WEBSITE

Which of the following describes what you did after visiting the whatsmynumber website?
 ban1 by q11a

	Base	We took no further action nor 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 we switched to the cheapest power company according to the site	We switched to the cheapest power company according to the site	We are considering switching to the site	Other	Unsure	Total switched
All	299	50%	11%	9%	14%	10%	4%	1%	24%
AREA									
Auckland	97	47%	17%	9%	13%	11%	2%	1%	22%
Christchurch	36	56%	12%	14%	8%	3%	3%	3%	23%
Wellington	33	58%	6%	6%	10%	13%	6%	0%	16%
Provincial (NI)	98	47%	8%	10%	17%	12%	6%	1%	27%
Provincial (SI)	36	53%	7%	9%	19%	6%	5%	0%	28%
SEX									
Male	129	50%	11%	8%	13%	11%	6%	2%	21%
Female	170	50%	11%	10%	15%	10%	3%	1%	26%
AGE GROUP									
18-29	33	43%	14%	7%	14%	14%	4%	4%	21%
30-44	142	48%	11%	11%	15%	11%	3%	1%	27%
45-59	84	43%	13%	9%	16%	11%	8%	0%	25%
60 plus	40	78%	6%	6%	6%	0%	2%	2%	12%
HOUSEHOLD INCOME									
\$20,000 or less	12	59%	15%	17%	0%	9%	0%	0%	17%
\$20,001-30,000	11	64%	19%	0%	17%	0%	0%	0%	17%
\$30,001-40,000	18	56%	13%	12%	7%	6%	6%	0%	19%
\$40,001-50,000	20	56%	6%	5%	11%	22%	0%	0%	16%
\$50,001-70,000	57	46%	10%	7%	17%	15%	4%	2%	23%
\$70,001-100,000	65	57%	12%	5%	14%	3%	6%	1%	20%
More than \$100,000	92	45%	9%	13%	17%	11%	6%	0%	30%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	25	42%	13%	16%	13%	13%	0%	4%	28%
ETHNICITY									
NZ Maori	21	40%	25%	5%	10%	10%	5%	5%	15%
Pacific Island	9	25%	13%	0%	37%	25%	0%	0%	37%
Asian	23	28%	29%	0%	14%	24%	5%	0%	14%
MONTHLY SPEND ON POWER									
<\$100 a month	30	65%	3%	11%	10%	8%	4%	0%	21%
\$100-\$200	152	51%	10%	9%	15%	9%	3%	2%	24%
\$201-\$300	90	44%	16%	10%	13%	13%	5%	0%	22%
>\$300 a month	25	50%	7%	9%	22%	9%	4%	0%	30%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS									
Yes	125	35%	5%	21%	28%	4%	5%	1%	49%
No/ Unsure	174	61%	15%	1%	4%	14%	4%	1%	5%

SATISFACTION WITH WHATSMYNUMBER WEBSITE - EASE OF USE

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

Ease of use
ban1 by q11b_1

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	299	46%	26%	13%	7%	3%	5%
AREA							
Auckland	97	48%	19%	14%	8%	5%	6%
Christchurch	36	31%	29%	25%	6%	3%	6%
Wellington	33	50%	29%	14%	7%	0%	0%
Provincial (NI)	98	46%	25%	12%	7%	5%	5%
Provincial (SI)	36	52%	38%	5%	3%	0%	2%
SEX							
Male	129	35%	36%	19%	4%	1%	5%
Female	170	54%	18%	10%	9%	5%	4%
AGE GROUP							
18-29	33	57%	25%	4%	7%	3%	4%
30-44	142	45%	27%	13%	6%	4%	5%
45-59	84	39%	28%	16%	8%	4%	5%
60 plus	40	53%	16%	17%	8%	0%	6%
HOUSEHOLD INCOME							
\$20,000 or less	12	61%	6%	9%	0%	9%	15%
\$20,001-30,000	11	64%	10%	17%	9%	0%	0%
\$30,001-40,000	18	24%	12%	26%	23%	6%	9%
\$40,001-50,000	20	32%	22%	19%	16%	6%	5%
\$50,001-70,000	57	55%	20%	13%	4%	0%	8%
\$70,001-100,000	65	37%	40%	10%	8%	3%	2%
More than \$100,000	92	48%	27%	14%	1%	5%	5%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%	0%
Prefer not to say	25	52%	26%	7%	15%	0%	0%
ETHNICITY							
NZ Maori	21	50%	20%	10%	10%	5%	5%
Pacific Island	9	37%	13%	25%	0%	13%	12%
Asian	23	33%	31%	19%	8%	5%	4%
MONTHLY SPEND ON POWER							
<\$100 a month	30	53%	15%	23%	4%	0%	5%
\$100-\$200	152	46%	26%	11%	9%	2%	6%
\$201-\$300	90	45%	30%	14%	6%	4%	1%
>\$300 a month	25	36%	25%	17%	5%	13%	4%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	125	48%	28%	12%	6%	3%	3%
No/ Unsure	174	44%	24%	14%	8%	4%	6%

SATISFACTION WITH WHATSMYNUMBER WEBSITE - PROVIDING YOU WITH THE INFORMATION YOU WANTED

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

Providing you with the information you wanted
ban1 by q11b_2

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	299	44%	24%	17%	5%	9%	1%
AREA							
Auckland	97	42%	20%	19%	5%	12%	2%
Christchurch	36	37%	29%	20%	5%	6%	3%
Wellington	33	47%	22%	22%	6%	3%	0%
Provincial (NI)	98	45%	26%	15%	4%	10%	0%
Provincial (SI)	36	54%	23%	11%	6%	6%	0%
SEX							
Male	129	41%	23%	19%	5%	10%	2%
Female	170	46%	24%	16%	5%	8%	1%
AGE GROUP							
18-29	33	64%	14%	11%	7%	0%	4%
30-44	142	42%	29%	14%	4%	10%	1%
45-59	84	35%	22%	24%	6%	12%	1%
60 plus	40	53%	14%	19%	6%	8%	0%
HOUSEHOLD INCOME							
\$20,000 or less	12	61%	24%	0%	0%	15%	0%
\$20,001-30,000	11	57%	26%	7%	0%	10%	0%
\$30,001-40,000	18	30%	17%	9%	21%	23%	0%
\$40,001-50,000	20	32%	38%	24%	6%	0%	0%
\$50,001-70,000	57	47%	23%	13%	8%	3%	6%
\$70,001-100,000	65	47%	27%	15%	3%	8%	0%
More than \$100,000	92	39%	23%	20%	4%	14%	0%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%	0%
Prefer not to say	25	57%	9%	34%	0%	0%	0%
ETHNICITY							
NZ Maori	21	45%	15%	20%	0%	20%	0%
Pacific Island	9	38%	12%	37%	0%	13%	0%
Asian	23	43%	27%	18%	3%	9%	0%
MONTHLY SPEND ON POWER							
<\$100 a month	30	46%	15%	20%	6%	13%	0%
\$100-\$200	152	47%	26%	16%	4%	5%	2%
\$201-\$300	90	42%	24%	15%	7%	12%	0%
>\$300 a month	25	32%	17%	29%	5%	17%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	125	46%	31%	12%	3%	7%	1%
No/ Unsure	174	43%	18%	20%	7%	11%	1%

SATISFACTION WITH WHATSMYNUMBER WEBSITE - ACCURACY OF INFORMATION

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

Accuracy of information
ban1 by q11b_3

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	299	32%	25%	19%	7%	5%	12%
AREA							
Auckland	97	32%	20%	20%	9%	6%	13%
Christchurch	36	25%	27%	27%	6%	9%	6%
Wellington	33	19%	39%	19%	9%	0%	14%
Provincial (NI)	98	36%	26%	18%	3%	4%	13%
Provincial (SI)	36	38%	23%	14%	9%	3%	13%
SEX							
Male	129	21%	32%	23%	7%	4%	13%
Female	170	40%	20%	17%	6%	5%	12%
AGE GROUP							
18-29	33	39%	32%	11%	7%	4%	7%
30-44	142	35%	26%	19%	5%	7%	8%
45-59	84	21%	25%	22%	9%	4%	19%
60 plus	40	35%	14%	23%	6%	2%	20%
HOUSEHOLD INCOME							
\$20,000 or less	12	63%	0%	15%	9%	6%	7%
\$20,001-30,000	11	41%	26%	10%	0%	0%	23%
\$30,001-40,000	18	30%	6%	30%	17%	12%	5%
\$40,001-50,000	20	39%	22%	21%	0%	5%	13%
\$50,001-70,000	57	30%	25%	18%	8%	2%	17%
\$70,001-100,000	65	26%	29%	25%	6%	5%	9%
More than \$100,000	92	27%	33%	17%	7%	7%	9%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%	0%
Prefer not to say	25	40%	17%	15%	4%	0%	24%
ETHNICITY							
NZ Maori	21	25%	30%	20%	5%	15%	5%
Pacific Island	9	38%	0%	49%	0%	13%	0%
Asian	23	20%	25%	30%	17%	0%	8%
MONTHLY SPEND ON POWER							
<\$100 a month	30	29%	25%	15%	4%	6%	21%
\$100-\$200	152	32%	25%	22%	6%	2%	13%
\$201-\$300	90	32%	29%	15%	9%	8%	7%
>\$300 a month	25	29%	13%	30%	4%	9%	15%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	125	35%	29%	16%	7%	5%	8%
No/ Unsure	174	29%	22%	22%	6%	5%	16%

VISITED POWERSWITCH PRICE COMPARISON WEBSITE

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

	Base	Yes	No	Unsure
All	1000	14%	84%	2%
AREA				
Auckland	324	14%	84%	2%
Christchurch	109	12%	86%	2%
Wellington	102	19%	73%	8%
Provincial (NI)	332	14%	84%	2%
Provincial (SI)	133	12%	87%	1%
SEX				
Male	480	16%	82%	2%
Female	520	12%	85%	3%
AGE GROUP				
18-29	98	12%	87%	1%
30-44	407	16%	81%	3%
45-59	274	16%	82%	2%
60 plus	221	9%	89%	2%
HOUSEHOLD INCOME				
\$20,000 or less	54	9%	87%	4%
\$20,001-30,000	63	10%	89%	1%
\$30,001-40,000	78	13%	87%	0%
\$40,001-50,000	67	12%	86%	2%
\$50,001-70,000	162	14%	84%	2%
\$70,001-100,000	197	15%	84%	1%
More than \$100,000	258	19%	77%	4%
Income was nil/or made a loss	1	0%	100%	0%
Prefer not to say	119	10%	88%	2%
ETHNICITY				
NZ Maori	81	16%	83%	1%
Pacific Island	40	11%	89%	0%
Asian	75	16%	83%	1%
MONTHLY SPEND ON POWER				
<\$100 a month	129	10%	87%	3%
\$100-\$200	515	15%	84%	1%
\$201-\$300	246	16%	81%	3%
>\$300 a month	78	13%	81%	6%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS				
Yes	304	26%	70%	4%
No/ Unsure	696	9%	89%	2%

ACTION TAKEN AFTER VISITING PRICE COMPARISON WEBSITE

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

	Base	We took no further action nor 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 power company according to the site	We switched to the cheapest power company according to the site	We are considering switching	Other	Unsure
All	142	53%	6%	11%	18%	7%	4%	1%
AREA								
Auckland	46	53%	5%	7%	20%	9%	2%	4%
Christchurch	13	50%	14%	22%	6%	8%	0%	0%
Wellington	19	67%	5%	6%	11%	6%	5%	0%
Provincial (NI)	46	51%	9%	7%	21%	5%	7%	0%
Provincial (SI)	16	46%	0%	27%	20%	7%	0%	0%
SEX								
Male	77	48%	9%	10%	22%	6%	4%	1%
Female	65	59%	3%	12%	13%	8%	3%	2%
AGE GROUP								
18-29	12	70%	0%	10%	20%	0%	0%	0%
30-44	67	48%	3%	16%	20%	10%	3%	0%
45-59	43	52%	13%	5%	15%	5%	5%	5%
60 plus	20	61%	8%	4%	19%	4%	4%	0%
HOUSEHOLD INCOME								
\$20,000 or less	5	55%	0%	22%	23%	0%	0%	0%
\$20,001-30,000	6	53%	17%	0%	30%	0%	0%	0%
\$30,001-40,000	10	71%	0%	21%	0%	0%	8%	0%
\$40,001-50,000	8	34%	10%	0%	42%	14%	0%	0%
\$50,001-70,000	22	54%	4%	10%	13%	19%	0%	0%
\$70,001-100,000	30	52%	14%	10%	13%	0%	7%	4%
More than \$100,000	49	50%	2%	14%	22%	6%	4%	2%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	11	64%	10%	0%	16%	10%	0%	0%
ETHNICITY								
NZ Maori	13	50%	9%	0%	25%	8%	8%	0%
Pacific Island	4	24%	0%	26%	50%	0%	0%	0%
Asian	12	35%	0%	19%	19%	18%	0%	9%
MONTHLY SPEND ON POWER								
<\$100 a month	12	74%	9%	0%	8%	9%	0%	0%
\$100-\$200	77	51%	7%	8%	20%	8%	5%	1%
\$201-\$300	39	53%	5%	16%	18%	5%	0%	3%
>\$300 a month	10	51%	10%	21%	18%	0%	0%	0%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS								
Yes	80	41%	3%	18%	26%	6%	3%	3%
No/ Unsure	62	68%	10%	2%	8%	7%	5%	0%

SATISFACTION WITH POWERSWITCH WEBSITE - EASE OF USE

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

Ease of use
ban1 by q12b_1

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	142	39%	26%	19%	7%	3%	6%
AREA							
Auckland	46	42%	15%	22%	7%	5%	9%
Christchurch	13	55%	8%	14%	8%	6%	9%
Wellington	19	26%	32%	17%	15%	5%	5%
Provincial (NI)	46	41%	36%	16%	0%	0%	7%
Provincial (SI)	16	27%	34%	25%	14%	0%	0%
SEX							
Male	77	32%	29%	20%	9%	4%	6%
Female	65	48%	22%	18%	3%	1%	8%
AGE GROUP							
18-29	12	30%	10%	30%	20%	0%	10%
30-44	67	37%	29%	21%	10%	2%	1%
45-59	43	38%	30%	12%	0%	5%	15%
60 plus	20	54%	15%	19%	4%	4%	4%
HOUSEHOLD INCOME							
\$20,000 or less	5	61%	22%	17%	0%	0%	0%
\$20,001-30,000	6	12%	25%	51%	0%	12%	0%
\$30,001-40,000	10	21%	29%	26%	12%	0%	12%
\$40,001-50,000	8	24%	38%	24%	0%	0%	14%
\$50,001-70,000	22	41%	29%	10%	5%	5%	10%
\$70,001-100,000	30	30%	25%	25%	7%	0%	13%
More than \$100,000	49	51%	24%	13%	8%	2%	2%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%	0%
Prefer not to say	11	42%	19%	19%	10%	10%	0%
ETHNICITY							
NZ Maori	13	25%	50%	9%	8%	0%	8%
Pacific Island	4	24%	0%	51%	0%	25%	0%
Asian	12	28%	28%	35%	0%	0%	9%
MONTHLY SPEND ON POWER							
<\$100 a month	12	34%	27%	24%	9%	6%	0%
\$100-\$200	77	40%	24%	18%	9%	3%	6%
\$201-\$300	39	40%	32%	13%	5%	3%	7%
>\$300 a month	10	28%	21%	41%	0%	0%	10%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	80	40%	27%	15%	7%	5%	6%
No/ Unsure	62	38%	24%	24%	7%	0%	7%

SATISFACTION WITH POWERSWITCH WEBSITE - PROVIDING YOU WITH THE INFORMATION YOU WANTED

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

Providing you with the information you wanted
ban1 by q12b_2

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	142	32%	29%	20%	6%	6%	7%
AREA							
Auckland	46	26%	25%	24%	9%	9%	7%
Christchurch	13	35%	20%	22%	6%	0%	17%
Wellington	19	20%	32%	27%	9%	6%	6%
Provincial (NI)	46	39%	34%	11%	4%	5%	7%
Provincial (SI)	16	40%	25%	28%	0%	7%	0%
SEX							
Male	77	24%	30%	25%	8%	7%	6%
Female	65	42%	26%	15%	4%	5%	8%
AGE GROUP							
18-29	12	20%	30%	30%	0%	10%	10%
30-44	67	37%	24%	24%	7%	5%	3%
45-59	43	22%	38%	12%	3%	10%	15%
60 plus	20	42%	23%	19%	16%	0%	0%
HOUSEHOLD INCOME							
\$20,000 or less	5	61%	17%	22%	0%	0%	0%
\$20,001-30,000	6	12%	17%	46%	25%	0%	0%
\$30,001-40,000	10	21%	21%	27%	8%	11%	12%
\$40,001-50,000	8	62%	0%	24%	0%	0%	14%
\$50,001-70,000	22	33%	37%	5%	5%	10%	10%
\$70,001-100,000	30	23%	37%	22%	4%	0%	14%
More than \$100,000	49	32%	32%	19%	6%	9%	2%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%	0%
Prefer not to say	11	43%	9%	29%	9%	10%	0%
ETHNICITY							
NZ Maori	13	25%	42%	8%	8%	9%	8%
Pacific Island	4	0%	24%	51%	0%	25%	0%
Asian	12	16%	28%	47%	0%	0%	9%
MONTHLY SPEND ON POWER							
<\$100 a month	12	17%	35%	24%	15%	9%	0%
\$100-\$200	77	30%	29%	20%	8%	6%	7%
\$201-\$300	39	44%	23%	18%	2%	8%	5%
>\$300 a month	10	28%	41%	21%	0%	0%	10%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	80	34%	31%	17%	5%	7%	6%
No/ Unsure	62	30%	25%	24%	7%	5%	9%

SATISFACTION WITH POWERSWITCH WEBSITE - ACCURACY OF INFORMATION

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

Accuracy of information
ban1 by q12b_3

	Base	1 Very satisfied	2	3	4	5 Not at all satisfied	Unsure
All	142	26%	27%	21%	7%	5%	14%
AREA							
Auckland	46	25%	26%	22%	9%	5%	13%
Christchurch	13	30%	20%	14%	14%	0%	22%
Wellington	19	26%	33%	16%	4%	5%	16%
Provincial (NI)	46	27%	27%	28%	0%	2%	16%
Provincial (SI)	16	20%	27%	12%	21%	13%	7%
SEX							
Male	77	21%	25%	23%	10%	7%	14%
Female	65	31%	28%	19%	5%	2%	15%
AGE GROUP							
18-29	12	30%	30%	10%	20%	0%	10%
30-44	67	29%	26%	21%	6%	5%	13%
45-59	43	20%	30%	20%	5%	8%	17%
60 plus	20	23%	23%	31%	8%	0%	15%
HOUSEHOLD INCOME							
\$20,000 or less	5	61%	22%	17%	0%	0%	0%
\$20,001-30,000	6	0%	47%	29%	12%	0%	12%
\$30,001-40,000	10	21%	18%	26%	12%	11%	12%
\$40,001-50,000	8	10%	42%	48%	0%	0%	0%
\$50,001-70,000	22	28%	19%	15%	10%	5%	23%
\$70,001-100,000	30	17%	33%	21%	7%	0%	22%
More than \$100,000	49	32%	26%	17%	8%	9%	8%
Income was nil/or made a loss	0	0%	0%	0%	0%	0%	0%
Prefer not to say	11	26%	19%	29%	0%	0%	26%
ETHNICITY							
NZ Maori	13	17%	17%	33%	0%	8%	25%
Pacific Island	4	0%	24%	25%	0%	51%	0%
Asian	12	9%	28%	35%	19%	0%	9%
MONTHLY SPEND ON POWER							
<\$100 a month	12	17%	26%	33%	6%	9%	9%
\$100-\$200	77	28%	24%	22%	10%	2%	14%
\$201-\$300	39	27%	30%	20%	5%	8%	10%
>\$300 a month	10	18%	30%	10%	0%	11%	31%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	80	34%	28%	14%	8%	4%	12%
No/ Unsure	62	14%	26%	30%	7%	5%	18%

AMOUNT NEEDED TO SAVE OFF YOUR ANNUAL POWER BILL TO MAKE IT WORTHWHILE

How much would you need to save off your annual power bill to make it worthwhile shopping around on a free and independent price comparison website?

ban1 by q12c

	Base	Up to \$50	Up to \$100	Up to \$150	Up to \$200	Up to \$250	Up to \$300	Up to \$350 or more	Or \$400 or more	Or you won't shop around at all	unsure	
All	1000	19%	22%	9%	14%	5%	6%	2%	13%	7%	3%	
AREA												
Auckland	324	18%	21%	8%	16%	5%	4%	3%	14%	7%	4%	
Christchurch	109	21%	23%	7%	20%	6%	5%	5%	6%	5%	2%	
Wellington	102	15%	21%	8%	17%	8%	8%	2%	14%	5%	2%	
Provincial (NI)	332	20%	23%	11%	10%	5%	7%	2%	12%	7%	3%	
Provincial (SI)	133	20%	23%	9%	10%	5%	8%	0%	14%	7%	4%	
SEX												
Male	480	20%	22%	10%	14%	5%	5%	3%	13%	6%	2%	
Female	520	18%	22%	8%	14%	5%	7%	2%	12%	7%	5%	
AGE GROUP												
18-29	98	28%	24%	12%	11%	2%	8%	1%	11%	1%	2%	
30-44	407	17%	23%	11%	15%	5%	7%	3%	14%	2%	3%	
45-59	274	15%	24%	9%	15%	6%	5%	2%	12%	9%	3%	
60 plus	221	23%	18%	5%	12%	5%	5%	1%	11%	15%	5%	
HOUSEHOLD INCOME												
\$20,000 or less	54	29%	22%	6%	11%	3%	6%	0%	4%	12%	7%	
\$20,001-30,000	63	22%	20%	11%	9%	1%	7%	0%	13%	12%	5%	
\$30,001-40,000	78	30%	16%	5%	12%	2%	8%	4%	10%	8%	5%	
\$40,001-50,000	67	25%	31%	7%	14%	2%	8%	0%	7%	6%	0%	
\$50,001-70,000	162	19%	26%	8%	13%	5%	7%	2%	9%	7%	4%	
\$70,001-100,000	197	14%	28%	14%	14%	6%	4%	3%	11%	4%	2%	
More than \$100,000	258	16%	16%	9%	18%	9%	7%	2%	17%	4%	2%	
Income was nil/or made a loss	1	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	
Prefer not to say	119	15%	20%	7%	12%	2%	5%	1%	20%	14%	4%	
ETHNICITY												
NZ Maori	81	21%	25%	5%	16%	0%	8%	3%	12%	8%	2%	
Pacific Island	40	15%	16%	19%	13%	3%	14%	2%	13%	5%	0%	
Asian	75	14%	23%	3%	14%	4%	7%	7%	21%	3%	4%	
MONTHLY SPEND ON POWER												
<\$100 a month	129	27%	20%	7%	14%	3%	4%	1%	4%	16%	4%	
\$100-\$200	515	21%	24%	8%	15%	4%	6%	2%	10%	6%	4%	
\$201-\$300	246	14%	20%	10%	12%	8%	8%	4%	18%	4%	2%	
>\$300 a month	78	11%	16%	12%	16%	4%	7%	1%	29%	3%	1%	
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS												
Yes	304	20%	24%	8%	16%	3%	8%	2%	13%	4%	2%	
No/ Unsure	696	19%	21%	9%	13%	6%	6%	2%	12%	8%	4%	

USEFULNESS: 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 following would be to encourage you to visit a free and independent price comparison website to get offers from power companies on a better deal for you?

A flyer in the mail
ban1 by q13_1

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	18%	8%	8%	9%	6%	15%	8%	8%	8%	3%	8%	1%	4.3
AREA														
Auckland	324	19%	6%	7%	11%	5%	13%	7%	10%	9%	3%	9%	1%	4.5
Christchurch	109	17%	10%	10%	7%	6%	15%	4%	10%	7%	4%	9%	1%	4.3
Wellington	102	19%	10%	9%	10%	10%	14%	6%	4%	10%	3%	5%	0%	3.9
Provincial (NI)	332	19%	9%	9%	7%	6%	16%	9%	7%	8%	2%	7%	1%	4.1
Provincial (SI)	133	14%	5%	7%	9%	6%	17%	12%	7%	9%	2%	11%	1%	4.8
SEX														
Male	480	18%	8%	9%	10%	6%	16%	9%	8%	7%	2%	6%	1%	4.0
Female	520	17%	8%	7%	7%	6%	15%	7%	8%	10%	4%	10%	1%	4.6
AGE GROUP														
18-29	98	8%	8%	9%	9%	11%	13%	10%	10%	12%	5%	5%	0%	4.7
30-44	407	15%	8%	8%	9%	5%	18%	9%	9%	8%	3%	8%	0%	4.5
45-59	274	19%	7%	6%	10%	6%	13%	8%	9%	8%	3%	10%	1%	4.4
60 plus	221	27%	8%	9%	6%	6%	15%	5%	5%	7%	2%	8%	2%	3.7
HOUSEHOLD INCOME														
\$20,000 or less	54	19%	7%	3%	9%	2%	17%	10%	6%	10%	2%	12%	3%	4.7
\$20,001-30,000	63	24%	6%	5%	7%	4%	8%	8%	5%	9%	8%	13%	3%	4.6
\$30,001-40,000	78	19%	5%	8%	3%	8%	21%	8%	5%	7%	6%	10%	0%	4.6
\$40,001-50,000	67	17%	11%	4%	8%	6%	18%	10%	5%	8%	1%	12%	0%	4.5
\$50,001-70,000	162	18%	10%	9%	5%	8%	11%	8%	11%	8%	4%	8%	0%	4.4
\$70,001-100,000	197	14%	5%	9%	9%	7%	21%	9%	10%	6%	2%	8%	0%	4.5
More than \$100,000	258	17%	11%	10%	12%	6%	14%	8%	8%	9%	1%	4%	0%	3.9
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	8.0
Prefer not to say	119	23%	5%	6%	9%	6%	11%	4%	8%	12%	3%	11%	2%	4.4
ETHNICITY														
NZ Maori	81	20%	12%	3%	1%	4%	12%	11%	8%	8%	2%	18%	1%	4.9
Pacific Island	40	13%	3%	5%	7%	3%	8%	11%	6%	14%	5%	25%	0%	6.0
Asian	75	15%	1%	8%	9%	9%	10%	6%	9%	14%	9%	10%	0%	5.2
MONTHLY SPEND ON POWER														
<\$100 a month	129	25%	6%	6%	7%	7%	15%	5%	7%	5%	2%	12%	3%	4.1
\$100-\$200	515	16%	10%	8%	8%	5%	15%	10%	8%	9%	3%	8%	0%	4.5
\$201-\$300	246	17%	6%	7%	9%	7%	17%	5%	9%	10%	3%	9%	1%	4.6
>\$300 a month	78	21%	8%	10%	16%	4%	14%	8%	7%	7%	1%	4%	0%	3.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	15%	8%	10%	8%	7%	16%	9%	10%	7%	2%	6%	2%	4.3
No/ Unsure	696	19%	8%	7%	9%	6%	15%	7%	7%	9%	3%	9%	1%	4.3

USEFULNESS: AN 0800 NUMBER

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 free and independent price comparison website to get offers from power companies on a better deal for you?

Provision of an 0800 number
ban1 by q13_2

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	16%	6%	10%	9%	6%	16%	6%	7%	10%	4%	9%	1%	4.6
AREA														
Auckland	324	19%	6%	8%	7%	6%	16%	6%	8%	9%	5%	9%	1%	4.5
Christchurch	109	18%	6%	11%	9%	4%	22%	7%	6%	5%	3%	8%	1%	4.2
Wellington	102	13%	12%	9%	9%	11%	8%	5%	14%	11%	3%	4%	1%	4.3
Provincial (NI)	332	13%	6%	12%	11%	4%	15%	6%	7%	10%	4%	10%	2%	4.6
Provincial (SI)	133	16%	3%	7%	6%	6%	19%	7%	5%	13%	1%	15%	2%	5.1
SEX														
Male	480	17%	6%	13%	9%	5%	16%	7%	7%	7%	3%	8%	2%	4.2
Female	520	15%	7%	7%	8%	6%	16%	5%	8%	12%	4%	11%	1%	4.8
AGE GROUP														
18-29	98	6%	8%	10%	7%	8%	12%	6%	16%	7%	7%	13%	0%	5.4
30-44	407	12%	6%	11%	11%	7%	17%	7%	6%	10%	4%	9%	0%	4.7
45-59	274	19%	4%	10%	9%	5%	16%	7%	8%	9%	3%	9%	1%	4.4
60 plus	221	23%	9%	8%	5%	4%	15%	4%	5%	10%	3%	10%	4%	4.1
HOUSEHOLD INCOME														
\$20,000 or less	54	17%	9%	0%	3%	0%	20%	6%	6%	10%	4%	19%	6%	5.3
\$20,001-30,000	63	17%	3%	10%	4%	7%	13%	5%	10%	11%	5%	11%	4%	4.9
\$30,001-40,000	78	15%	6%	6%	2%	6%	23%	4%	3%	18%	3%	13%	1%	5.2
\$40,001-50,000	67	20%	2%	8%	16%	4%	14%	8%	3%	11%	1%	13%	0%	4.5
\$50,001-70,000	162	15%	6%	13%	6%	7%	18%	5%	5%	8%	7%	10%	0%	4.6
\$70,001-100,000	197	11%	5%	13%	10%	7%	18%	8%	7%	10%	4%	6%	1%	4.6
More than \$100,000	258	16%	9%	12%	14%	7%	12%	6%	10%	7%	2%	5%	0%	3.9
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	7.0
Prefer not to say	119	20%	8%	4%	4%	3%	13%	4%	10%	11%	5%	15%	3%	5.0
ETHNICITY														
NZ Maori	81	21%	1%	3%	8%	7%	11%	7%	9%	12%	4%	15%	2%	5.1
Pacific Island	40	16%	3%	3%	3%	3%	19%	0%	2%	19%	12%	20%	0%	6.1
Asian	75	8%	4%	5%	11%	4%	13%	7%	11%	16%	9%	12%	0%	5.7
MONTHLY SPEND ON POWER														
<\$100 a month	129	23%	3%	7%	8%	5%	14%	3%	7%	7%	4%	15%	4%	4.6
\$100-\$200	515	14%	7%	10%	8%	6%	17%	5%	7%	12%	4%	9%	1%	4.7
\$201-\$300	246	13%	6%	10%	8%	8%	16%	8%	8%	9%	3%	10%	1%	4.7
>\$300 a month	78	18%	7%	12%	18%	5%	13%	7%	9%	4%	3%	3%	1%	3.7
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	10%	4%	14%	11%	7%	18%	7%	7%	9%	4%	7%	2%	4.6
No/ Unsure	696	18%	7%	8%	7%	5%	15%	6%	8%	10%	4%	11%	1%	4.5

USEFULNESS: 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 free and independent price comparison website to get offers from power companies on a better deal for you?

Information with your electricity bill
 ban1 by q13_3

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	9%	5%	5%	7%	5%	13%	7%	11%	15%	7%	14%	2%	5.7
AREA														
Auckland	324	9%	3%	5%	6%	5%	12%	7%	12%	15%	8%	16%	2%	6.0
Christchurch	109	10%	7%	5%	8%	4%	12%	8%	10%	11%	4%	19%	2%	5.6
Wellington	102	8%	9%	6%	6%	8%	14%	7%	11%	16%	8%	6%	1%	5.3
Provincial (NI)	332	11%	5%	5%	9%	4%	14%	7%	10%	14%	7%	12%	2%	5.5
Provincial (SI)	133	9%	3%	5%	6%	3%	16%	8%	11%	17%	5%	15%	2%	6.0
SEX														
Male	480	10%	6%	6%	8%	5%	13%	8%	12%	15%	6%	10%	1%	5.4
Female	520	9%	4%	4%	6%	4%	14%	7%	10%	15%	8%	17%	2%	6.0
AGE GROUP														
18-29	98	2%	1%	4%	5%	6%	12%	10%	14%	16%	15%	14%	1%	6.8
30-44	407	7%	4%	6%	7%	4%	14%	9%	11%	14%	8%	15%	1%	5.9
45-59	274	11%	6%	5%	9%	4%	13%	7%	11%	17%	5%	11%	1%	5.4
60 plus	221	16%	5%	3%	6%	5%	14%	5%	9%	13%	4%	15%	5%	5.3
HOUSEHOLD INCOME														
\$20,000 or less	54	11%	13%	5%	7%	0%	9%	4%	7%	18%	2%	18%	6%	5.3
\$20,001-30,000	63	15%	4%	3%	5%	4%	17%	9%	9%	10%	7%	13%	4%	5.3
\$30,001-40,000	78	11%	3%	2%	9%	6%	15%	4%	6%	14%	4%	26%	0%	6.1
\$40,001-50,000	67	10%	3%	5%	9%	4%	17%	6%	6%	13%	4%	19%	4%	5.7
\$50,001-70,000	162	10%	5%	5%	7%	4%	9%	9%	12%	13%	12%	14%	0%	5.9
\$70,001-100,000	197	8%	2%	6%	6%	6%	10%	10%	17%	15%	7%	12%	1%	5.9
More than \$100,000	258	4%	6%	5%	9%	7%	17%	8%	11%	17%	7%	9%	0%	5.7
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	8.0
Prefer not to say	119	17%	5%	6%	4%	1%	16%	4%	5%	14%	7%	16%	5%	5.4
ETHNICITY														
NZ Maori	81	14%	1%	3%	9%	3%	5%	8%	7%	16%	5%	26%	3%	6.2
Pacific Island	40	5%	3%	3%	5%	5%	3%	0%	3%	19%	15%	39%	0%	7.6
Asian	75	3%	3%	7%	4%	5%	8%	11%	10%	13%	15%	21%	0%	6.7
MONTHLY SPEND ON POWER														
<\$100 a month	129	15%	5%	3%	7%	4%	13%	4%	9%	9%	8%	20%	3%	5.6
\$100-\$200	515	10%	5%	5%	6%	5%	13%	8%	12%	15%	7%	13%	1%	5.7
\$201-\$300	246	5%	3%	6%	9%	4%	15%	7%	10%	18%	6%	15%	2%	6.0
>\$300 a month	78	8%	9%	7%	7%	4%	16%	7%	9%	14%	11%	8%	0%	5.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	7%	4%	8%	8%	5%	16%	8%	14%	13%	5%	10%	2%	5.5
No/ Unsure	696	10%	5%	4%	7%	4%	13%	7%	10%	15%	8%	15%	2%	5.8

USEFULNESS: 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 free and independent price comparison website to get offers from power companies on a better deal for you?

Advertisements in newspapers
ban1 by q13_4

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	20%	8%	11%	10%	7%	17%	8%	6%	5%	2%	5%	1%	3.8
AREA														
Auckland	324	20%	6%	11%	10%	6%	16%	9%	7%	5%	2%	7%	1%	3.9
Christchurch	109	16%	11%	7%	14%	5%	13%	5%	9%	6%	2%	10%	2%	4.2
Wellington	102	21%	9%	12%	9%	10%	18%	8%	5%	3%	2%	3%	0%	3.4
Provincial (NI)	332	22%	8%	12%	9%	8%	17%	7%	5%	6%	1%	5%	0%	3.6
Provincial (SI)	133	18%	9%	10%	9%	5%	22%	7%	5%	6%	4%	4%	1%	3.9
SEX														
Male	480	19%	8%	11%	11%	7%	16%	9%	6%	5%	2%	5%	1%	3.7
Female	520	21%	7%	11%	9%	6%	17%	6%	7%	6%	3%	6%	1%	3.9
AGE GROUP														
18-29	98	8%	18%	11%	12%	7%	21%	5%	6%	4%	2%	6%	0%	3.9
30-44	407	16%	7%	12%	11%	7%	17%	10%	6%	6%	2%	6%	0%	4.1
45-59	274	22%	6%	11%	7%	8%	17%	7%	8%	6%	2%	4%	2%	3.8
60 plus	221	31%	8%	10%	9%	4%	14%	5%	4%	5%	1%	6%	3%	3.2
HOUSEHOLD INCOME														
\$20,000 or less	54	31%	20%	3%	5%	5%	7%	3%	6%	9%	0%	7%	4%	3.1
\$20,001-30,000	63	30%	7%	9%	7%	1%	15%	7%	5%	5%	5%	6%	3%	3.6
\$30,001-40,000	78	24%	8%	4%	9%	2%	22%	7%	7%	8%	0%	9%	0%	4.1
\$40,001-50,000	67	19%	6%	10%	9%	11%	25%	5%	0%	4%	2%	9%	0%	3.9
\$50,001-70,000	162	20%	5%	14%	9%	9%	16%	4%	6%	8%	4%	5%	0%	3.9
\$70,001-100,000	197	16%	7%	8%	13%	10%	17%	14%	6%	3%	2%	4%	0%	4.0
More than \$100,000	258	16%	9%	16%	10%	7%	17%	7%	9%	5%	0%	3%	1%	3.7
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2.0
Prefer not to say	119	25%	6%	11%	8%	3%	16%	7%	4%	3%	4%	9%	4%	3.8
ETHNICITY														
NZ Maori	81	27%	4%	9%	2%	4%	20%	9%	3%	8%	1%	12%	1%	4.1
Pacific Island	40	10%	0%	3%	7%	0%	19%	5%	8%	14%	8%	26%	0%	6.6
Asian	75	13%	4%	11%	8%	10%	14%	9%	6%	9%	4%	12%	0%	4.8
MONTHLY SPEND ON POWER														
<\$100 a month	129	31%	6%	6%	7%	9%	11%	5%	4%	4%	5%	9%	3%	3.6
\$100-\$200	515	18%	9%	11%	9%	6%	18%	8%	7%	6%	2%	5%	1%	3.8
\$201-\$300	246	18%	6%	13%	10%	6%	20%	9%	5%	4%	2%	7%	0%	4.0
>\$300 a month	78	19%	10%	6%	15%	8%	15%	8%	7%	7%	1%	3%	1%	3.7
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	17%	6%	12%	10%	8%	19%	7%	8%	4%	2%	5%	2%	3.9
No/ Unsure	696	21%	9%	10%	10%	6%	16%	8%	5%	6%	2%	6%	1%	3.8

USEFULNESS: ADVERTISEMENTS IN MAGAZINES

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 free and independent price comparison website to get offers from power companies on a better deal for you?

Advertisements in magazines
ban1 by q13_5

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean	
All	1000	28%	11%	11%	9%	8%	15%	4%	6%	3%	1%		3%	1%	3.0
AREA															
Auckland	324	32%	9%	11%	8%	9%	14%	3%	5%	3%	1%		4%	1%	3.0
Christchurch	109	20%	17%	16%	8%	7%	11%	5%	6%	3%	0%		6%	1%	3.1
Wellington	102	27%	11%	11%	12%	8%	16%	4%	6%	3%	1%		1%	0%	2.9
Provincial (NI)	332	28%	12%	12%	10%	6%	16%	6%	4%	2%	1%		2%	1%	2.8
Provincial (SI)	133	24%	8%	7%	10%	9%	22%	1%	10%	3%	1%		2%	3%	3.4
SEX															
Male	480	27%	12%	12%	10%	8%	16%	5%	3%	2%	0%		4%	1%	2.8
Female	520	29%	10%	10%	8%	7%	15%	3%	8%	4%	1%		3%	2%	3.1
AGE GROUP															
18-29	98	20%	14%	10%	10%	13%	16%	2%	7%	6%	1%		1%	0%	3.3
30-44	407	22%	10%	11%	12%	8%	17%	5%	8%	2%	1%		4%	0%	3.4
45-59	274	31%	11%	11%	10%	7%	14%	4%	4%	3%	0%		3%	2%	2.8
60 plus	221	38%	11%	12%	4%	6%	15%	3%	1%	3%	0%		3%	4%	2.4
HOUSEHOLD INCOME															
\$20,000 or less	54	45%	9%	5%	7%	4%	11%	2%	2%	5%	0%		5%	5%	2.4
\$20,001-30,000	63	31%	11%	10%	5%	7%	17%	1%	7%	3%	1%		3%	4%	2.9
\$30,001-40,000	78	32%	8%	10%	4%	7%	17%	5%	3%	6%	3%		4%	1%	3.2
\$40,001-50,000	67	32%	7%	7%	10%	12%	15%	5%	1%	3%	2%		6%	0%	3.1
\$50,001-70,000	162	26%	12%	13%	9%	9%	15%	2%	8%	2%	0%		3%	1%	2.9
\$70,001-100,000	197	22%	13%	11%	11%	9%	17%	6%	5%	1%	2%		3%	0%	3.1
More than \$100,000	258	23%	12%	14%	12%	7%	15%	5%	6%	3%	1%		2%	0%	3.0
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%		0%	0%	2.0
Prefer not to say	119	37%	6%	8%	7%	4%	14%	4%	7%	3%	0%		6%	4%	2.9
ETHNICITY															
NZ Maori	81	40%	11%	5%	5%	9%	12%	8%	5%	0%	0%		4%	1%	2.6
Pacific Island	40	21%	8%	2%	5%	0%	37%	0%	3%	3%	8%		13%	0%	4.5
Asian	75	21%	4%	10%	9%	11%	25%	1%	3%	3%	0%		12%	1%	3.9
MONTHLY SPEND ON POWER															
<\$100 a month	129	37%	5%	10%	10%	9%	13%	3%	3%	1%	2%		3%	4%	2.6
\$100-\$200	515	26%	13%	11%	8%	7%	15%	4%	7%	4%	0%		4%	1%	3.1
\$201-\$300	246	25%	9%	14%	11%	7%	18%	4%	6%	2%	2%		2%	0%	3.1
>\$300 a month	78	29%	11%	9%	13%	10%	14%	3%	4%	3%	0%		3%	1%	2.8
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS															
Yes	304	23%	8%	11%	13%	8%	18%	2%	6%	4%	1%		4%	2%	3.3
No/ Unsure	696	30%	12%	11%	8%	8%	14%	5%	5%	2%	1%		3%	1%	2.9

USEFULNESS: CASE STUDIES ON HOW OTHERS 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 free and independent price comparison website to get offers from power companies on a better deal for you?

Case studies on how others have saved money
 ban1 by q13_6

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	18%	7%	8%	9%	6%	19%	6%	9%	8%	3%	5%	2%	4.2
AREA														
Auckland	324	19%	5%	9%	9%	6%	18%	7%	9%	9%	2%	6%	1%	4.2
Christchurch	109	15%	7%	13%	10%	5%	13%	6%	13%	4%	3%	7%	4%	4.2
Wellington	102	17%	12%	2%	7%	8%	25%	7%	9%	6%	6%	1%	0%	4.1
Provincial (NI)	332	18%	6%	9%	9%	7%	19%	6%	8%	9%	3%	5%	1%	4.1
Provincial (SI)	133	19%	6%	4%	12%	5%	20%	2%	10%	9%	2%	9%	2%	4.4
SEX														
Male	480	18%	6%	8%	10%	7%	19%	7%	9%	8%	2%	5%	1%	4.1
Female	520	18%	7%	8%	9%	5%	19%	5%	9%	8%	4%	6%	2%	4.3
AGE GROUP														
18-29	98	7%	8%	6%	14%	7%	25%	5%	13%	5%	4%	6%	0%	4.7
30-44	407	12%	6%	8%	11%	7%	20%	8%	9%	8%	4%	6%	1%	4.6
45-59	274	22%	5%	7%	8%	4%	20%	5%	9%	11%	2%	6%	1%	4.2
60 plus	221	29%	9%	12%	7%	6%	12%	4%	6%	6%	1%	4%	4%	3.2
HOUSEHOLD INCOME														
\$20,000 or less	54	22%	14%	7%	5%	6%	19%	6%	3%	6%	0%	7%	5%	3.6
\$20,001-30,000	63	19%	6%	5%	9%	7%	23%	4%	3%	11%	5%	4%	4%	4.2
\$30,001-40,000	78	18%	3%	10%	12%	7%	14%	3%	7%	9%	3%	12%	2%	4.5
\$40,001-50,000	67	16%	2%	9%	9%	9%	23%	2%	13%	8%	0%	8%	1%	4.5
\$50,001-70,000	162	15%	9%	10%	7%	6%	17%	6%	8%	11%	4%	7%	0%	4.4
\$70,001-100,000	197	14%	4%	8%	13%	5%	19%	7%	15%	7%	3%	4%	1%	4.4
More than \$100,000	258	19%	8%	8%	9%	7%	20%	9%	8%	6%	2%	3%	1%	3.9
Income was nil/or made a loss	1	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	4.0
Prefer not to say	119	24%	8%	7%	6%	4%	18%	3%	8%	8%	4%	6%	4%	3.9
ETHNICITY														
NZ Maori	81	27%	5%	3%	6%	7%	17%	7%	7%	11%	1%	7%	2%	4.0
Pacific Island	40	11%	0%	5%	3%	7%	11%	0%	5%	16%	8%	34%	0%	6.8
Asian	75	8%	5%	8%	7%	4%	25%	4%	13%	13%	6%	7%	0%	5.2
MONTHLY SPEND ON POWER														
<\$100 a month	129	25%	6%	9%	11%	4%	16%	4%	7%	5%	1%	8%	4%	3.7
\$100-\$200	515	16%	8%	7%	9%	7%	18%	6%	9%	9%	4%	6%	1%	4.3
\$201-\$300	246	16%	4%	8%	8%	6%	21%	5%	11%	10%	4%	5%	2%	4.5
>\$300 a month	78	21%	7%	13%	10%	5%	19%	10%	7%	3%	1%	1%	3%	3.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	14%	6%	9%	12%	9%	21%	7%	8%	5%	2%	5%	2%	4.1
No/ Unsure	696	20%	7%	8%	8%	5%	18%	6%	9%	9%	3%	6%	1%	4.2

USEFULNESS: A TELEVISION ADVERTISEMENT

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 free and independent price comparison website to get offers from power companies on a better deal for you?

A television advertisement
 ban1 by q13_7

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	13%	5%	6%	6%	7%	16%	12%	9%	11%	5%	9%	1%	5.0
AREA														
Auckland	324	13%	4%	4%	6%	7%	15%	12%	10%	12%	5%	11%	1%	5.3
Christchurch	109	10%	7%	6%	7%	5%	19%	15%	8%	9%	2%	10%	2%	5.1
Wellington	102	15%	4%	8%	4%	10%	21%	13%	7%	6%	6%	6%	0%	4.7
Provincial (NI)	332	15%	4%	8%	6%	7%	15%	12%	9%	11%	5%	8%	0%	4.9
Provincial (SI)	133	14%	4%	4%	6%	8%	17%	10%	8%	16%	4%	8%	1%	5.1
SEX														
Male	480	13%	4%	5%	7%	10%	17%	14%	10%	10%	2%	7%	1%	4.8
Female	520	13%	5%	7%	5%	5%	16%	11%	8%	12%	7%	11%	0%	5.2
AGE GROUP														
18-29	98	8%	2%	5%	6%	5%	14%	12%	12%	10%	12%	14%	0%	6.0
30-44	407	6%	3%	5%	5%	8%	19%	15%	9%	15%	5%	10%	0%	5.7
45-59	274	16%	4%	7%	7%	8%	14%	14%	10%	9%	4%	7%	0%	4.7
60 plus	221	25%	9%	8%	6%	5%	15%	5%	6%	9%	2%	8%	2%	3.8
HOUSEHOLD INCOME														
\$20,000 or less	54	22%	16%	3%	4%	4%	10%	6%	5%	9%	4%	13%	4%	4.2
\$20,001-30,000	63	24%	2%	6%	4%	4%	16%	8%	6%	12%	8%	8%	2%	4.7
\$30,001-40,000	78	14%	4%	8%	3%	9%	21%	3%	8%	10%	4%	16%	0%	5.2
\$40,001-50,000	67	19%	1%	4%	7%	6%	18%	11%	5%	17%	3%	9%	0%	5.0
\$50,001-70,000	162	13%	4%	8%	6%	7%	17%	11%	11%	7%	4%	12%	0%	5.1
\$70,001-100,000	197	7%	5%	7%	6%	8%	18%	16%	11%	11%	6%	5%	0%	5.2
More than \$100,000	258	9%	3%	6%	7%	10%	17%	17%	9%	13%	2%	7%	0%	5.1
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	8.0
Prefer not to say	119	19%	7%	3%	6%	4%	11%	10%	9%	10%	9%	11%	1%	5.0
ETHNICITY														
NZ Maori	81	15%	1%	2%	0%	5%	21%	14%	8%	11%	9%	13%	1%	5.7
Pacific Island	40	8%	0%	3%	3%	0%	18%	3%	8%	8%	13%	36%	0%	7.2
Asian	75	6%	6%	5%	6%	4%	13%	10%	10%	17%	4%	19%	0%	6.1
MONTHLY SPEND ON POWER														
<\$100 a month	129	21%	4%	6%	5%	7%	11%	10%	10%	7%	4%	12%	3%	4.7
\$100-\$200	515	13%	5%	7%	5%	7%	16%	12%	9%	12%	5%	9%	0%	5.1
\$201-\$300	246	10%	4%	5%	6%	6%	19%	12%	10%	13%	5%	10%	0%	5.4
>\$300 a month	78	12%	4%	5%	10%	12%	17%	16%	7%	8%	4%	5%	0%	4.8
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	9%	4%	5%	7%	9%	18%	14%	9%	11%	4%	9%	1%	5.3
No/ Unsure	696	16%	5%	6%	6%	6%	15%	11%	9%	11%	5%	9%	1%	4.9

USEFULNESS: ONLINE ADVERTISING ON SITES LIKE STUFF, NZ HERALD AND TRADEME

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 free and independent price comparison website to get offers from power companies on a better deal for you?

Online advertising on sites like Stuff, NZ Herald and Trademe
ban1 by q13_8

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	22%	10%	9%	7%	6%	15%	7%	7%	8%	2%	6%	1%	3.9
AREA														
Auckland	324	22%	6%	8%	5%	9%	17%	8%	7%	7%	3%	7%	1%	4.2
Christchurch	109	19%	11%	8%	6%	9%	16%	4%	5%	8%	1%	10%	3%	4.1
Wellington	102	17%	12%	6%	7%	5%	10%	14%	10%	12%	3%	3%	1%	4.3
Provincial (NI)	332	23%	13%	11%	6%	5%	15%	6%	6%	9%	1%	4%	1%	3.6
Provincial (SI)	133	25%	9%	9%	11%	4%	13%	7%	8%	5%	1%	7%	1%	3.6
SEX														
Male	480	21%	9%	9%	7%	7%	13%	8%	8%	8%	2%	6%	2%	3.9
Female	520	22%	10%	9%	6%	6%	17%	6%	6%	8%	2%	7%	1%	3.9
AGE GROUP														
18-29	98	8%	6%	6%	10%	7%	15%	8%	11%	18%	5%	6%	0%	5.2
30-44	407	12%	8%	9%	7%	7%	18%	9%	9%	9%	3%	8%	1%	4.7
45-59	274	25%	11%	8%	7%	8%	15%	7%	6%	6%	1%	5%	1%	3.5
60 plus	221	41%	12%	10%	3%	4%	10%	4%	4%	4%	0%	4%	4%	2.4
HOUSEHOLD INCOME														
\$20,000 or less	54	32%	10%	4%	6%	2%	8%	4%	7%	11%	0%	8%	8%	3.5
\$20,001-30,000	63	34%	9%	13%	5%	9%	9%	3%	2%	10%	3%	1%	2%	2.9
\$30,001-40,000	78	31%	6%	6%	8%	4%	24%	6%	0%	5%	0%	8%	2%	3.4
\$40,001-50,000	67	24%	8%	9%	4%	11%	9%	7%	8%	5%	2%	12%	1%	4.0
\$50,001-70,000	162	22%	12%	8%	7%	8%	17%	7%	5%	8%	1%	5%	0%	3.6
\$70,001-100,000	197	15%	8%	11%	5%	6%	18%	10%	11%	6%	3%	6%	1%	4.4
More than \$100,000	258	14%	11%	9%	8%	8%	17%	8%	9%	9%	2%	4%	1%	4.2
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2.0
Prefer not to say	119	30%	10%	7%	5%	3%	9%	6%	7%	9%	3%	9%	2%	3.8
ETHNICITY														
NZ Maori	81	26%	8%	6%	3%	5%	11%	4%	5%	19%	1%	11%	1%	4.4
Pacific Island	40	20%	3%	6%	3%	0%	11%	7%	5%	8%	5%	32%	0%	5.9
Asian	75	12%	7%	3%	3%	6%	17%	8%	9%	13%	7%	15%	0%	5.6
MONTHLY SPEND ON POWER														
<\$100 a month	129	32%	7%	5%	7%	6%	9%	8%	7%	6%	2%	6%	5%	3.5
\$100-\$200	515	21%	11%	9%	5%	6%	15%	6%	8%	10%	2%	6%	1%	4.0
\$201-\$300	246	18%	9%	8%	8%	6%	17%	10%	6%	7%	2%	8%	1%	4.2
>\$300 a month	78	21%	7%	6%	8%	9%	26%	6%	9%	3%	3%	2%	0%	3.8
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	17%	8%	9%	8%	9%	16%	7%	8%	9%	3%	4%	2%	4.1
No/ Unsure	696	24%	10%	9%	6%	5%	14%	7%	7%	8%	2%	7%	1%	3.8

USEFULNESS: 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 free and independent price comparison website to get offers from power companies on a better deal for you?

Social media such as Facebook
 ban1 by q13_9

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	33%	14%	9%	7%	5%	10%	4%	4%	4%	2%	6%	2%	2.9
AREA														
Auckland	324	33%	14%	9%	7%	6%	10%	3%	4%	4%	2%	5%	3%	2.8
Christchurch	109	33%	17%	9%	6%	3%	9%	4%	3%	4%	2%	9%	1%	3.0
Wellington	102	23%	14%	11%	10%	10%	6%	7%	5%	5%	2%	4%	3%	3.2
Provincial (NI)	332	34%	15%	11%	5%	5%	9%	4%	3%	6%	2%	5%	1%	2.7
Provincial (SI)	133	34%	9%	6%	9%	3%	13%	6%	5%	3%	1%	9%	2%	3.2
SEX														
Male	480	33%	16%	11%	7%	5%	9%	4%	4%	4%	1%	4%	2%	2.6
Female	520	32%	12%	8%	6%	6%	11%	5%	4%	5%	2%	7%	2%	3.1
AGE GROUP														
18-29	98	16%	6%	9%	5%	9%	9%	10%	8%	10%	5%	13%	0%	4.9
30-44	407	23%	11%	9%	10%	7%	13%	6%	5%	6%	2%	7%	1%	3.7
45-59	274	37%	19%	13%	6%	3%	7%	3%	2%	2%	1%	5%	2%	2.3
60 plus	221	53%	18%	8%	3%	3%	6%	0%	2%	2%	0%	0%	5%	1.2
HOUSEHOLD INCOME														
\$20,000 or less	54	46%	15%	4%	2%	2%	10%	4%	0%	2%	2%	8%	5%	2.4
\$20,001-30,000	63	37%	15%	12%	2%	4%	6%	2%	3%	3%	4%	7%	5%	2.7
\$30,001-40,000	78	38%	8%	7%	6%	9%	13%	3%	1%	1%	0%	10%	4%	2.9
\$40,001-50,000	67	32%	13%	11%	8%	5%	11%	5%	3%	3%	0%	8%	1%	2.9
\$50,001-70,000	162	28%	18%	10%	5%	3%	9%	5%	5%	6%	4%	6%	1%	3.2
\$70,001-100,000	197	28%	10%	12%	6%	7%	11%	7%	5%	7%	2%	4%	1%	3.3
More than \$100,000	258	29%	16%	10%	11%	6%	10%	4%	3%	5%	1%	5%	0%	2.8
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2.0
Prefer not to say	119	42%	14%	6%	4%	5%	8%	3%	6%	3%	1%	4%	4%	2.4
ETHNICITY														
NZ Maori	81	37%	13%	6%	6%	5%	8%	4%	3%	8%	1%	7%	2%	3.0
Pacific Island	40	26%	7%	3%	7%	5%	14%	3%	6%	2%	5%	22%	0%	4.6
Asian	75	17%	7%	6%	7%	10%	20%	6%	6%	14%	1%	5%	1%	4.3
MONTHLY SPEND ON POWER														
<\$100 a month	129	38%	11%	13%	4%	6%	8%	1%	2%	1%	2%	9%	5%	2.6
\$100-\$200	515	32%	14%	8%	7%	6%	9%	5%	4%	6%	2%	6%	1%	3.0
\$201-\$300	246	29%	17%	9%	7%	4%	13%	3%	4%	4%	2%	6%	2%	2.9
>\$300 a month	78	36%	11%	9%	11%	3%	5%	7%	4%	7%	3%	3%	1%	2.8
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	25%	14%	12%	8%	9%	11%	5%	2%	3%	3%	6%	2%	3.1
No/ Unsure	696	36%	14%	8%	6%	4%	9%	4%	5%	5%	1%	6%	2%	2.8

USEFULNESS: AN EMAIL OR TEXT REMINDER TO VISIT THE SITE

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 free and independent price comparison website to get offers from power companies on a better deal for you?

An email or text reminder to visit the site
ban1 by q13_10

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean	
All	1000	24%	8%	10%	7%	5%	11%	7%	9%	8%	3%		7%	1%	3.9
AREA															
Auckland	324	22%	6%	8%	7%	4%	12%	10%	11%	7%	3%		8%	2%	4.2
Christchurch	109	26%	15%	7%	8%	3%	8%	4%	8%	7%	3%		10%	1%	3.8
Wellington	102	25%	11%	10%	9%	7%	12%	4%	10%	5%	1%		6%	0%	3.5
Provincial (NI)	332	26%	7%	13%	5%	6%	11%	7%	6%	9%	3%		5%	2%	3.7
Provincial (SI)	133	22%	6%	10%	5%	6%	13%	3%	13%	9%	4%		8%	1%	4.4
SEX															
Male	480	24%	8%	11%	8%	5%	12%	7%	9%	7%	2%		5%	2%	3.7
Female	520	24%	7%	9%	6%	5%	11%	7%	9%	8%	5%		8%	1%	4.2
AGE GROUP															
18-29	98	14%	6%	8%	11%	6%	18%	7%	6%	12%	5%		7%	0%	4.6
30-44	407	17%	7%	11%	8%	7%	12%	7%	10%	9%	3%		9%	0%	4.4
45-59	274	27%	9%	11%	5%	3%	10%	10%	11%	5%	3%		5%	1%	3.7
60 plus	221	36%	9%	9%	5%	3%	9%	3%	8%	6%	2%		6%	4%	3.1
HOUSEHOLD INCOME															
\$20,000 or less	54	32%	10%	0%	0%	5%	13%	8%	4%	9%	2%		7%	10%	3.7
\$20,001-30,000	63	25%	8%	7%	4%	8%	11%	7%	8%	9%	6%		5%	2%	4.0
\$30,001-40,000	78	27%	4%	9%	6%	6%	17%	5%	8%	7%	0%		10%	1%	4.0
\$40,001-50,000	67	30%	4%	13%	9%	2%	11%	3%	8%	8%	3%		9%	0%	3.8
\$50,001-70,000	162	21%	9%	11%	6%	6%	9%	8%	7%	9%	5%		9%	0%	4.2
\$70,001-100,000	197	21%	4%	13%	8%	3%	11%	9%	11%	8%	3%		8%	1%	4.2
More than \$100,000	258	20%	11%	9%	8%	7%	12%	8%	12%	7%	3%		3%	0%	3.8
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%		0%	0%	2.0
Prefer not to say	119	31%	9%	9%	5%	4%	10%	4%	9%	5%	3%		8%	3%	3.5
ETHNICITY															
NZ Maori	81	31%	9%	5%	1%	5%	9%	11%	4%	13%	4%		7%	1%	3.9
Pacific Island	40	15%	5%	3%	3%	2%	6%	8%	3%	12%	8%		35%	0%	6.4
Asian	75	13%	4%	12%	9%	7%	15%	3%	7%	12%	4%		14%	0%	5.0
MONTHLY SPEND ON POWER															
<\$100 a month	129	37%	10%	8%	5%	5%	7%	6%	4%	4%	3%		7%	4%	3.0
\$100-\$200	515	22%	8%	10%	6%	5%	12%	7%	10%	9%	3%		7%	1%	4.1
\$201-\$300	246	22%	7%	9%	8%	4%	14%	8%	10%	7%	4%		7%	0%	4.2
>\$300 a month	78	21%	8%	16%	8%	3%	9%	10%	11%	6%	4%		4%	0%	3.8
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS															
Yes	304	19%	12%	14%	7%	6%	11%	7%	10%	5%	2%		6%	1%	3.7
No/ Unsure	696	26%	6%	8%	6%	5%	12%	7%	9%	9%	4%		7%	1%	4.0

USEFULNESS: AN EMAIL OR TEXT MESSAGE WHEN A CHEAPER DEAL WAS AVAILABLE

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 free and independent price comparison website to get offers from power companies on a better deal for you?

An email or text message when a cheaper deal was available
ban1 by q13_11

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	19%	7%	7%	6%	5%	11%	6%	10%	11%	5%	11%	2%	4.7
AREA														
Auckland	324	17%	7%	6%	6%	5%	13%	8%	10%	9%	6%	11%	2%	4.9
Christchurch	109	21%	9%	6%	10%	4%	7%	2%	9%	14%	4%	11%	3%	4.5
Wellington	102	16%	12%	8%	6%	6%	7%	7%	12%	13%	3%	10%	0%	4.6
Provincial (NI)	332	21%	6%	9%	4%	5%	11%	6%	10%	13%	5%	9%	1%	4.6
Provincial (SI)	133	21%	5%	7%	6%	7%	11%	7%	10%	7%	5%	13%	1%	4.7
SEX														
Male	480	19%	8%	7%	7%	6%	13%	7%	10%	10%	3%	8%	2%	4.5
Female	520	19%	7%	8%	5%	4%	9%	6%	10%	11%	7%	13%	1%	4.9
AGE GROUP														
18-29	98	10%	7%	7%	6%	7%	11%	7%	12%	12%	7%	14%	0%	5.5
30-44	407	11%	5%	7%	6%	6%	13%	8%	13%	12%	6%	13%	0%	5.4
45-59	274	22%	10%	8%	7%	6%	7%	8%	9%	9%	4%	8%	2%	4.2
60 plus	221	34%	9%	7%	4%	3%	11%	2%	5%	10%	2%	9%	4%	3.5
HOUSEHOLD INCOME														
\$20,000 or less	54	32%	8%	4%	4%	2%	7%	4%	9%	9%	0%	14%	7%	4.0
\$20,001-30,000	63	22%	10%	7%	1%	5%	14%	6%	7%	13%	5%	8%	2%	4.4
\$30,001-40,000	78	17%	8%	8%	6%	2%	19%	2%	5%	10%	6%	15%	2%	4.9
\$40,001-50,000	67	22%	1%	8%	8%	7%	17%	3%	9%	7%	3%	15%	0%	4.7
\$50,001-70,000	162	14%	8%	8%	8%	6%	8%	6%	11%	9%	9%	12%	1%	5.1
\$70,001-100,000	197	14%	4%	9%	6%	4%	10%	9%	16%	12%	3%	12%	1%	5.2
More than \$100,000	258	17%	10%	6%	6%	8%	8%	9%	10%	14%	5%	7%	0%	4.6
Income was nil/or made a loss	1	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	4.0
Prefer not to say	119	29%	9%	8%	4%	3%	12%	3%	8%	8%	5%	8%	3%	3.8
ETHNICITY														
NZ Maori	81	24%	6%	6%	3%	5%	7%	7%	9%	11%	7%	13%	2%	4.7
Pacific Island	40	12%	2%	3%	3%	0%	11%	3%	5%	11%	16%	34%	0%	6.9
Asian	75	12%	10%	6%	3%	5%	9%	10%	7%	13%	3%	22%	0%	5.5
MONTHLY SPEND ON POWER														
<\$100 a month	129	30%	8%	10%	8%	2%	5%	4%	7%	5%	5%	12%	4%	3.8
\$100-\$200	515	17%	7%	7%	4%	6%	13%	6%	10%	13%	5%	11%	1%	4.9
\$201-\$300	246	17%	9%	7%	7%	6%	10%	7%	10%	11%	4%	12%	0%	4.8
>\$300 a month	78	13%	8%	8%	8%	5%	7%	8%	17%	12%	8%	3%	3%	4.8
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	15%	9%	10%	5%	9%	10%	7%	12%	9%	3%	9%	2%	4.5
No/ Unsure	696	21%	7%	6%	6%	4%	11%	6%	10%	11%	6%	11%	1%	4.7

USEFULNESS: OUTSIDE ADVERTISING SUCH AS BILLBOARDS, BUSES, AND BUS SHELTERS

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 free and independent price comparison website to get offers from power companies on a better deal for you?

Outside advertising such as billboards, buses, and bus shelters
ban1 by q13_12

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean
All	1000	21%	10%	9%	10%	8%	16%	7%	6%	6%	2%	4%	1%	3.6
AREA														
Auckland	324	19%	7%	9%	8%	8%	15%	10%	8%	8%	2%	5%	1%	4.0
Christchurch	109	15%	19%	7%	9%	9%	16%	6%	4%	7%	1%	5%	2%	3.6
Wellington	102	17%	7%	9%	15%	5%	13%	13%	5%	10%	2%	4%	0%	4.1
Provincial (NI)	332	22%	11%	11%	10%	8%	18%	5%	5%	4%	1%	4%	1%	3.3
Provincial (SI)	133	29%	7%	8%	10%	7%	17%	4%	5%	4%	3%	3%	3%	3.2
SEX														
Male	480	21%	11%	10%	11%	8%	17%	8%	5%	4%	1%	3%	1%	3.4
Female	520	21%	8%	8%	9%	8%	15%	7%	7%	8%	2%	5%	2%	3.9
AGE GROUP														
18-29	98	11%	7%	6%	9%	11%	17%	7%	12%	13%	2%	5%	0%	4.7
30-44	407	14%	8%	9%	13%	9%	19%	9%	6%	6%	2%	5%	0%	4.2
45-59	274	21%	10%	12%	8%	7%	17%	8%	5%	7%	1%	3%	1%	3.6
60 plus	221	39%	14%	9%	6%	5%	10%	3%	3%	2%	1%	3%	5%	2.2
HOUSEHOLD INCOME														
\$20,000 or less	54	30%	12%	9%	4%	7%	13%	6%	0%	4%	0%	9%	6%	3.1
\$20,001-30,000	63	30%	7%	4%	9%	8%	16%	2%	7%	7%	7%	1%	2%	3.5
\$30,001-40,000	78	26%	7%	9%	8%	5%	14%	8%	4%	8%	0%	7%	4%	3.7
\$40,001-50,000	67	28%	7%	5%	9%	10%	16%	13%	4%	5%	0%	2%	1%	3.3
\$50,001-70,000	162	17%	10%	13%	13%	6%	16%	8%	6%	3%	1%	7%	0%	3.7
\$70,001-100,000	197	16%	7%	11%	8%	12%	23%	7%	7%	4%	2%	3%	0%	3.9
More than \$100,000	258	17%	12%	10%	12%	8%	15%	9%	6%	7%	1%	3%	0%	3.7
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2.0
Prefer not to say	119	29%	12%	4%	9%	3%	12%	5%	6%	9%	3%	5%	3%	3.5
ETHNICITY														
NZ Maori	81	26%	12%	4%	7%	8%	8%	13%	4%	6%	3%	8%	1%	3.8
Pacific Island	40	8%	5%	5%	11%	3%	18%	3%	5%	18%	3%	21%	0%	5.8
Asian	75	9%	10%	6%	6%	9%	19%	14%	7%	10%	4%	6%	0%	4.8
MONTHLY SPEND ON POWER														
<\$100 a month	129	31%	6%	8%	6%	9%	14%	2%	5%	5%	2%	8%	4%	3.4
\$100-\$200	515	18%	10%	10%	9%	7%	18%	8%	6%	7%	1%	5%	1%	3.8
\$201-\$300	246	22%	9%	9%	11%	8%	12%	11%	6%	6%	2%	3%	1%	3.6
>\$300 a month	78	18%	13%	9%	17%	7%	21%	5%	3%	4%	1%	1%	1%	3.3
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	15%	7%	10%	10%	10%	17%	7%	9%	7%	2%	4%	2%	4.0
No/ Unsure	696	24%	11%	9%	10%	6%	16%	7%	4%	6%	2%	4%	1%	3.5

USEFULNESS: A RADIO ADVERTISEMENT

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 free and independent price comparison website to get offers from power companies on a better deal for you?

A radio advertisement
 ban1 by q13_13

	Base	0 Not at all useful	1	2	3	4	5	6	7	8	9	10 Very useful	Unsure	Mean	
All	1000	20%	9%	9%	10%	8%	17%	7%	7%	6%	1%		5%	1%	3.8
AREA															
Auckland	324	20%	10%	7%	8%	7%	20%	9%	6%	5%	2%		5%	1%	3.8
Christchurch	109	15%	9%	12%	9%	11%	14%	10%	6%	7%	1%		4%	2%	3.8
Wellington	102	22%	8%	8%	14%	9%	12%	9%	8%	6%	0%		4%	0%	3.7
Provincial (NI)	332	21%	8%	10%	9%	9%	16%	5%	7%	6%	2%		5%	2%	3.7
Provincial (SI)	133	20%	7%	6%	9%	9%	19%	6%	7%	8%	0%		7%	2%	4.0
SEX															
Male	480	18%	9%	9%	10%	11%	18%	8%	6%	4%	1%		5%	1%	3.7
Female	520	22%	8%	8%	9%	6%	16%	7%	7%	8%	2%		5%	2%	3.8
AGE GROUP															
18-29	98	8%	7%	11%	12%	7%	21%	7%	12%	5%	6%		4%	0%	4.5
30-44	407	13%	7%	5%	12%	11%	18%	11%	8%	7%	2%		5%	1%	4.4
45-59	274	21%	9%	12%	7%	9%	16%	7%	7%	7%	0%		4%	1%	3.6
60 plus	221	38%	11%	10%	7%	5%	12%	2%	1%	3%	1%		6%	4%	2.5
HOUSEHOLD INCOME															
\$20,000 or less	54	31%	14%	6%	6%	7%	10%	6%	5%	2%	0%		7%	6%	3.0
\$20,001-30,000	63	28%	10%	7%	13%	2%	13%	4%	10%	5%	0%		5%	3%	3.3
\$30,001-40,000	78	35%	5%	6%	4%	6%	19%	1%	5%	10%	0%		7%	2%	3.5
\$40,001-50,000	67	26%	4%	7%	16%	10%	12%	7%	2%	8%	1%		7%	0%	3.6
\$50,001-70,000	162	16%	10%	8%	6%	7%	21%	7%	10%	5%	3%		6%	1%	4.2
\$70,001-100,000	197	13%	9%	10%	11%	12%	20%	8%	6%	6%	2%		2%	1%	4.0
More than \$100,000	258	16%	9%	10%	13%	9%	14%	12%	7%	6%	1%		2%	1%	3.8
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%		0%	0%	2.0
Prefer not to say	119	26%	6%	7%	6%	9%	19%	4%	4%	4%	1%		10%	4%	3.8
ETHNICITY															
NZ Maori	81	23%	7%	2%	5%	10%	15%	11%	8%	8%	1%		8%	2%	4.2
Pacific Island	40	15%	8%	2%	5%	0%	19%	11%	8%	11%	0%		21%	0%	5.4
Asian	75	11%	10%	4%	8%	11%	29%	3%	9%	3%	3%		7%	2%	4.4
MONTHLY SPEND ON POWER															
<\$100 a month	129	28%	8%	6%	5%	8%	21%	5%	5%	0%	2%		9%	3%	3.5
\$100-\$200	515	20%	8%	9%	10%	9%	17%	7%	7%	6%	1%		5%	1%	3.8
\$201-\$300	246	16%	9%	8%	10%	9%	17%	10%	6%	9%	2%		3%	1%	4.0
>\$300 a month	78	26%	9%	5%	13%	7%	15%	8%	7%	4%	1%		4%	1%	3.5
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS															
Yes	304	15%	9%	9%	11%	8%	17%	9%	8%	5%	2%		5%	2%	4.0
No/ Unsure	696	23%	8%	8%	9%	9%	17%	7%	6%	6%	1%		5%	1%	3.7

WORTHWHILE REVIEWING WHICH POWER COMPANY CAN OFFER BEST DEAL

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

	Base	Yes	No	Unsure
All	1000	81%	17%	2%
AREA				
Auckland	324	80%	16%	4%
Christchurch	109	79%	20%	1%
Wellington	102	78%	21%	1%
Provincial (NI)	332	83%	14%	3%
Provincial (SI)	133	80%	19%	1%
SEX				
Male	480	79%	17%	4%
Female	520	82%	16%	2%
AGE GROUP				
18-29	98	88%	8%	4%
30-44	407	86%	12%	2%
45-59	274	84%	14%	2%
60 plus	221	64%	33%	3%
HOUSEHOLD INCOME				
\$20,000 or less	54	70%	25%	5%
\$20,001-30,000	63	72%	27%	1%
\$30,001-40,000	78	77%	16%	7%
\$40,001-50,000	67	83%	16%	1%
\$50,001-70,000	162	84%	15%	1%
\$70,001-100,000	197	87%	11%	2%
More than \$100,000	258	81%	15%	4%
Income was nil/or made a loss	1	100%	0%	0%
Prefer not to say	119	76%	22%	2%
ETHNICITY				
NZ Maori	81	79%	19%	2%
Pacific Island	40	82%	8%	10%
Asian	75	81%	15%	4%
MONTHLY SPEND ON POWER				
<\$100 a month	129	70%	27%	3%
\$100-\$200	515	81%	16%	3%
\$201-\$300	246	85%	13%	2%
>\$300 a month	78	84%	15%	1%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS				
Yes	304	91%	7%	2%
No/ Unsure	696	76%	21%	3%

FREQUENCY OF REVIEW

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

	Base	At least once a month	About every three months	About every six months	Once a year	Once every two years or more	Unsure
All	808	3%	9%	24%	49%	13%	2%
AREA							
Auckland	260	5%	10%	26%	44%	12%	3%
Christchurch	86	3%	12%	20%	49%	13%	3%
Wellington	79	1%	3%	28%	55%	13%	0%
Provincial (NI)	277	2%	6%	25%	50%	14%	3%
Provincial (SI)	106	4%	14%	19%	53%	8%	2%
SEX							
Male	381	3%	9%	28%	44%	14%	2%
Female	426	3%	8%	22%	53%	12%	2%
AGE GROUP							
18-29	86	4%	15%	25%	42%	11%	3%
30-44	350	2%	9%	27%	51%	8%	3%
45-59	230	3%	8%	23%	49%	16%	1%
60 plus	141	4%	6%	20%	48%	20%	2%
HOUSEHOLD INCOME							
\$20,000 or less	38	14%	16%	24%	38%	3%	5%
\$20,001-30,000	45	7%	6%	18%	59%	10%	0%
\$30,001-40,000	60	3%	13%	23%	45%	13%	3%
\$40,001-50,000	56	5%	8%	25%	54%	8%	0%
\$50,001-70,000	135	3%	10%	27%	45%	11%	4%
\$70,001-100,000	171	2%	5%	25%	51%	15%	2%
More than \$100,000	210	1%	10%	22%	52%	15%	0%
Income was nil/or made a loss	1	0%	0%	0%	100%	0%	0%
Prefer not to say	91	0%	10%	29%	43%	12%	6%
ETHNICITY							
NZ Maori	64	2%	17%	40%	30%	5%	6%
Pacific Island	33	16%	22%	29%	33%	0%	0%
Asian	60	3%	21%	37%	26%	11%	2%
MONTHLY SPEND ON POWER							
<\$100 a month	90	4%	11%	21%	51%	11%	2%
\$100-\$200	418	3%	9%	25%	49%	11%	3%
\$201-\$300	210	3%	7%	25%	47%	16%	2%
>\$300 a month	66	0%	10%	21%	53%	13%	3%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	276	4%	13%	26%	45%	9%	3%
No/ Unsure	531	3%	6%	23%	51%	15%	2%

COMPETITIVENESS OF: POWER COMPANIES

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 you?

Power companies
ban1 by q13c_1

	Base	0 Not at all competitive	1	2	3	4	5	6	7	8	9	10 Extremely competitive	Unsure	Mean
All	1000	7%	3%	6%	9%	6%	23%	11%	11%	11%	3%	5%	5%	5.1
AREA														
Auckland	324	7%	2%	6%	8%	7%	21%	11%	11%	12%	3%	7%	5%	5.4
Christchurch	109	7%	5%	6%	11%	7%	24%	10%	10%	7%	2%	8%	3%	5.0
Wellington	102	8%	2%	4%	11%	9%	19%	11%	13%	12%	4%	3%	4%	5.1
Provincial (NI)	332	7%	5%	7%	7%	6%	25%	10%	10%	10%	2%	5%	6%	5.0
Provincial (SI)	133	6%	2%	7%	12%	5%	24%	12%	10%	10%	1%	3%	8%	5.0
SEX														
Male	480	7%	4%	7%	11%	7%	24%	9%	12%	9%	1%	5%	4%	4.9
Female	520	7%	3%	5%	7%	6%	22%	12%	9%	12%	4%	6%	7%	5.4
AGE GROUP														
18-29	98	5%	4%	6%	4%	8%	29%	7%	13%	12%	3%	7%	2%	5.5
30-44	407	5%	4%	5%	9%	7%	22%	14%	11%	12%	3%	5%	3%	5.3
45-59	274	8%	2%	7%	10%	6%	22%	11%	11%	11%	1%	4%	7%	4.9
60 plus	221	11%	5%	7%	8%	5%	22%	7%	7%	8%	3%	9%	8%	4.9
HOUSEHOLD INCOME														
\$20,000 or less	54	12%	1%	4%	10%	2%	33%	1%	6%	7%	4%	12%	8%	5.1
\$20,001-30,000	63	13%	1%	6%	7%	4%	21%	8%	10%	14%	2%	7%	7%	5.1
\$30,001-40,000	78	11%	2%	1%	10%	4%	28%	10%	3%	19%	4%	5%	3%	5.2
\$40,001-50,000	67	7%	6%	6%	6%	4%	27%	5%	13%	14%	2%	6%	4%	5.1
\$50,001-70,000	162	7%	4%	7%	11%	10%	15%	11%	10%	9%	3%	7%	6%	5.0
\$70,001-100,000	197	4%	1%	7%	10%	7%	25%	14%	13%	11%	3%	1%	4%	5.2
More than \$100,000	258	4%	4%	8%	7%	8%	23%	12%	14%	10%	2%	4%	4%	5.1
Income was nil/or made a loss	1	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	3.0
Prefer not to say	119	9%	6%	3%	8%	3%	20%	12%	7%	7%	1%	12%	12%	5.1
ETHNICITY														
NZ Maori	81	14%	6%	8%	6%	4%	18%	14%	9%	9%	3%	5%	4%	4.6
Pacific Island	40	8%	3%	6%	3%	5%	16%	13%	8%	18%	8%	12%	0%	6.0
Asian	75	3%	0%	2%	9%	5%	20%	5%	15%	17%	1%	19%	4%	6.6
MONTHLY SPEND ON POWER														
<\$100 a month	129	9%	3%	3%	6%	4%	27%	5%	10%	14%	3%	8%	8%	5.4
\$100-\$200	515	6%	3%	5%	10%	6%	23%	12%	10%	11%	3%	6%	5%	5.3
\$201-\$300	246	6%	4%	8%	9%	8%	20%	11%	12%	12%	1%	5%	4%	5.1
>\$300 a month	78	12%	5%	12%	9%	8%	23%	16%	5%	3%	3%	0%	4%	4.0
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	6%	2%	5%	8%	6%	24%	13%	14%	12%	3%	4%	3%	5.4
No/ Unsure	696	7%	4%	7%	9%	7%	22%	10%	9%	10%	2%	6%	7%	5.0

COMPETITIVENESS OF: 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 you?

Banks

ban1 by q13c_2

	Base	0 Not at all competitive	1	2	3	4	5	6	7	8	9	10 Extremely competitive	Unsure	Mean
All	1000	10%	5%	7%	6%	5%	17%	10%	10%	13%	4%	8%	5%	5.2
AREA														
Auckland	324	12%	4%	7%	4%	8%	15%	9%	11%	13%	5%	8%	4%	5.1
Christchurch	109	12%	12%	7%	4%	6%	18%	6%	11%	10%	2%	8%	4%	4.7
Wellington	102	11%	5%	5%	4%	5%	16%	10%	9%	16%	5%	9%	5%	5.4
Provincial (NI)	332	7%	3%	6%	10%	3%	18%	12%	9%	14%	4%	8%	6%	5.4
Provincial (SI)	133	9%	4%	9%	8%	5%	18%	10%	12%	12%	2%	8%	3%	5.1
SEX														
Male	480	11%	5%	8%	7%	7%	15%	10%	12%	12%	3%	7%	3%	4.9
Female	520	9%	5%	5%	6%	4%	18%	10%	9%	14%	4%	9%	7%	5.4
AGE GROUP														
18-29	98	9%	5%	2%	5%	7%	17%	10%	8%	12%	9%	11%	5%	5.7
30-44	407	7%	4%	6%	6%	5%	16%	13%	14%	14%	3%	9%	3%	5.6
45-59	274	10%	3%	7%	10%	5%	18%	10%	9%	15%	4%	5%	4%	5.0
60 plus	221	15%	8%	9%	4%	6%	17%	5%	7%	9%	2%	9%	9%	4.5
HOUSEHOLD INCOME														
\$20,000 or less	54	18%	6%	9%	8%	5%	19%	6%	3%	6%	0%	12%	8%	4.2
\$20,001-30,000	63	16%	4%	5%	7%	2%	18%	5%	12%	4%	5%	11%	11%	4.9
\$30,001-40,000	78	17%	2%	8%	5%	4%	14%	9%	9%	19%	4%	7%	2%	5.0
\$40,001-50,000	67	15%	6%	3%	9%	2%	20%	15%	10%	4%	4%	8%	4%	4.8
\$50,001-70,000	162	11%	4%	6%	8%	5%	16%	11%	9%	13%	5%	8%	4%	5.2
\$70,001-100,000	197	3%	5%	7%	4%	10%	18%	13%	12%	12%	5%	8%	3%	5.7
More than \$100,000	258	7%	5%	6%	8%	5%	17%	9%	14%	18%	4%	6%	1%	5.4
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	5.0
Prefer not to say	119	12%	6%	11%	4%	4%	12%	8%	5%	14%	1%	9%	14%	4.8
ETHNICITY														
NZ Maori	81	13%	8%	8%	5%	0%	13%	15%	5%	14%	3%	15%	1%	5.2
Pacific Island	40	13%	3%	7%	3%	4%	19%	7%	8%	14%	6%	16%	0%	5.6
Asian	75	4%	3%	6%	1%	8%	9%	15%	12%	23%	4%	11%	4%	6.3
MONTHLY SPEND ON POWER														
<\$100 a month	129	13%	3%	5%	7%	5%	15%	7%	8%	9%	6%	10%	12%	5.1
\$100-\$200	515	9%	5%	6%	6%	5%	18%	12%	9%	14%	4%	8%	4%	5.3
\$201-\$300	246	9%	5%	7%	7%	5%	16%	9%	13%	14%	4%	8%	3%	5.3
>\$300 a month	78	11%	6%	7%	10%	7%	15%	7%	11%	17%	1%	5%	3%	4.9
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	10%	4%	7%	8%	5%	14%	11%	11%	14%	4%	7%	5%	5.2
No/ Unsure	696	10%	5%	7%	6%	5%	18%	10%	10%	12%	3%	9%	5%	5.2

COMPETITIVENESS OF: MOBILE TELEPHONE PROVIDER

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 you?

Mobile telephone provider
ban1 by q13c_3

	Base	0 Not at all competitive	1	2	3	4	5	6	7	8	9	10 Extremely competitive	Unsure	Mean
All	1000	10%	3%	5%	6%	5%	15%	7%	12%	15%	6%	9%	7%	5.5
AREA														
Auckland	324	11%	2%	6%	5%	6%	16%	7%	9%	16%	6%	9%	7%	5.5
Christchurch	109	9%	0%	2%	8%	4%	16%	11%	14%	12%	3%	12%	9%	5.8
Wellington	102	11%	1%	4%	6%	5%	11%	7%	10%	20%	8%	9%	8%	5.9
Provincial (NI)	332	9%	4%	6%	6%	4%	15%	6%	13%	15%	6%	9%	7%	5.5
Provincial (SI)	133	8%	3%	5%	11%	7%	17%	8%	14%	11%	2%	8%	6%	5.2
SEX														
Male	480	10%	2%	7%	7%	6%	18%	9%	12%	13%	5%	6%	5%	5.2
Female	520	10%	3%	4%	6%	4%	13%	6%	11%	16%	6%	12%	9%	5.9
AGE GROUP														
18-29	98	5%	4%	4%	7%	5%	15%	11%	14%	14%	5%	15%	1%	6.1
30-44	407	6%	1%	3%	7%	6%	15%	7%	15%	18%	8%	10%	4%	6.1
45-59	274	8%	2%	7%	6%	5%	16%	8%	11%	15%	5%	8%	9%	5.5
60 plus	221	20%	4%	9%	5%	3%	16%	5%	5%	10%	2%	6%	15%	4.1
HOUSEHOLD INCOME														
\$20,000 or less	54	21%	6%	2%	10%	1%	16%	7%	10%	5%	0%	9%	13%	4.2
\$20,001-30,000	63	17%	1%	6%	3%	1%	24%	6%	6%	14%	1%	6%	15%	4.7
\$30,001-40,000	78	15%	3%	10%	4%	1%	18%	8%	5%	12%	4%	14%	6%	5.1
\$40,001-50,000	67	16%	3%	3%	3%	5%	16%	9%	9%	14%	6%	6%	10%	5.1
\$50,001-70,000	162	7%	4%	6%	9%	4%	14%	4%	16%	10%	8%	12%	6%	5.7
\$70,001-100,000	197	4%	2%	3%	7%	7%	18%	6%	16%	21%	6%	6%	4%	6.0
More than \$100,000	258	7%	2%	6%	5%	7%	13%	10%	12%	17%	7%	10%	4%	5.9
Income was nil/or made a loss	1	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	4.0
Prefer not to say	119	13%	1%	6%	7%	4%	12%	9%	7%	13%	4%	9%	15%	5.2
ETHNICITY														
NZ Maori	81	17%	1%	7%	7%	3%	9%	10%	13%	12%	5%	11%	5%	5.2
Pacific Island	40	13%	0%	8%	5%	2%	19%	8%	5%	11%	8%	21%	0%	5.8
Asian	75	5%	1%	6%	4%	5%	14%	6%	13%	24%	4%	13%	5%	6.3
MONTHLY SPEND ON POWER														
<\$100 a month	129	16%	3%	3%	1%	5%	21%	7%	14%	4%	3%	8%	15%	4.9
\$100-\$200	515	9%	2%	5%	9%	5%	14%	6%	11%	15%	6%	11%	7%	5.7
\$201-\$300	246	9%	3%	5%	5%	5%	15%	8%	13%	19%	5%	8%	5%	5.7
>\$300 a month	78	8%	1%	8%	5%	9%	15%	7%	12%	16%	8%	4%	7%	5.5
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	9%	1%	6%	7%	6%	13%	8%	13%	18%	6%	7%	6%	5.6
No/ Unsure	696	10%	3%	5%	6%	5%	16%	7%	11%	14%	5%	10%	8%	5.5

COMPETITIVENESS OF: BROADBAND PROVIDER

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 you?

Broadband provider
ban1 by q13c_4

	Base	0 Not at all competitive	1	2	3	4	5	6	7	8	9	10 Extremely competitive	Unsure	Mean
All	1000	8%	2%	5%	6%	4%	16%	8%	14%	14%	6%	9%	8%	5.7
AREA														
Auckland	324	7%	2%	7%	6%	4%	15%	8%	11%	15%	7%	11%	7%	5.8
Christchurch	109	9%	4%	3%	4%	6%	15%	13%	15%	10%	3%	9%	9%	5.5
Wellington	102	11%	0%	6%	7%	5%	14%	6%	17%	12%	5%	9%	8%	5.5
Provincial (NI)	332	8%	3%	4%	7%	4%	15%	7%	17%	14%	5%	8%	8%	5.7
Provincial (SI)	133	6%	2%	4%	6%	5%	17%	6%	11%	20%	6%	8%	9%	6.0
SEX														
Male	480	8%	3%	6%	8%	4%	17%	10%	12%	13%	5%	7%	7%	5.4
Female	520	8%	2%	4%	4%	4%	14%	6%	15%	16%	7%	11%	9%	6.0
AGE GROUP														
18-29	98	8%	2%	2%	1%	5%	17%	11%	15%	10%	10%	18%	1%	6.3
30-44	407	3%	2%	5%	5%	6%	14%	8%	16%	16%	8%	11%	6%	6.3
45-59	274	7%	1%	5%	9%	3%	15%	9%	17%	17%	4%	7%	6%	5.7
60 plus	221	17%	4%	7%	7%	2%	17%	4%	6%	11%	3%	5%	17%	4.4
HOUSEHOLD INCOME														
\$20,000 or less	54	21%	3%	4%	6%	4%	14%	6%	5%	6%	2%	10%	19%	4.4
\$20,001-30,000	63	11%	0%	3%	5%	0%	20%	4%	5%	15%	7%	12%	18%	5.9
\$30,001-40,000	78	10%	2%	9%	7%	2%	9%	10%	6%	24%	5%	11%	5%	5.7
\$40,001-50,000	67	10%	5%	2%	6%	7%	19%	5%	8%	16%	5%	6%	11%	5.3
\$50,001-70,000	162	8%	3%	8%	7%	3%	11%	11%	16%	12%	7%	8%	6%	5.5
\$70,001-100,000	197	3%	1%	2%	7%	4%	17%	10%	21%	16%	6%	7%	6%	6.2
More than \$100,000	258	5%	2%	5%	6%	7%	16%	6%	17%	15%	8%	9%	4%	6.0
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	5.0
Prefer not to say	119	12%	4%	5%	4%	4%	15%	7%	10%	9%	2%	13%	15%	5.3
ETHNICITY														
NZ Maori	81	15%	2%	7%	7%	1%	9%	9%	14%	15%	3%	13%	5%	5.4
Pacific Island	40	13%	0%	5%	11%	2%	8%	8%	7%	19%	8%	19%	0%	6.0
Asian	75	3%	0%	7%	4%	1%	12%	10%	9%	15%	7%	25%	7%	7.0
MONTHLY SPEND ON POWER														
<\$100 a month	129	14%	1%	3%	4%	3%	22%	5%	14%	8%	4%	6%	16%	5.0
\$100-\$200	515	7%	2%	6%	6%	4%	14%	8%	11%	17%	6%	11%	8%	6.0
\$201-\$300	246	6%	4%	3%	8%	5%	15%	9%	17%	14%	6%	9%	4%	5.8
>\$300 a month	78	7%	2%	10%	5%	6%	19%	11%	19%	10%	4%	3%	4%	5.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	6%	3%	4%	6%	5%	17%	8%	16%	13%	7%	9%	6%	5.9
No/ Unsure	696	9%	2%	5%	6%	4%	15%	8%	13%	15%	5%	9%	9%	5.7

COMPETITIVENESS OF: LANDLINE TELEPHONE PROVIDER

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 you?

Landline telephone provider
 ban1 by q13c_5

	Base	0 Not at all competitive	1	2	3	4	5	6	7	8	9	10 Extremely competitive	Unsure	Mean
All	1000	10%	3%	8%	4%	6%	17%	8%	11%	14%	5%	8%	6%	5.3
AREA														
Auckland	324	12%	3%	8%	3%	5%	16%	11%	11%	13%	7%	6%	5%	5.3
Christchurch	109	9%	4%	4%	8%	11%	21%	8%	10%	8%	2%	11%	4%	5.1
Wellington	102	12%	4%	11%	8%	10%	11%	7%	10%	14%	4%	4%	5%	4.7
Provincial (NI)	332	9%	4%	9%	3%	4%	17%	8%	12%	17%	3%	8%	6%	5.4
Provincial (SI)	133	7%	2%	6%	4%	5%	23%	3%	14%	16%	4%	8%	8%	5.6
SEX														
Male	480	10%	4%	9%	4%	7%	18%	9%	13%	13%	4%	5%	4%	5.0
Female	520	10%	3%	7%	4%	5%	17%	7%	10%	15%	5%	10%	7%	5.5
AGE GROUP														
18-29	98	7%	4%	4%	0%	7%	21%	7%	17%	15%	5%	11%	2%	5.9
30-44	407	6%	3%	8%	5%	6%	18%	10%	12%	13%	8%	8%	3%	5.7
45-59	274	12%	2%	8%	6%	6%	16%	8%	12%	17%	2%	5%	6%	5.0
60 plus	221	16%	5%	10%	2%	5%	16%	6%	8%	12%	2%	7%	11%	4.6
HOUSEHOLD INCOME														
\$20,000 or less	54	18%	4%	2%	5%	4%	21%	4%	7%	15%	2%	10%	8%	4.9
\$20,001-30,000	63	17%	1%	5%	0%	6%	18%	9%	15%	12%	3%	4%	10%	4.9
\$30,001-40,000	78	11%	1%	14%	0%	4%	17%	8%	8%	18%	3%	12%	4%	5.5
\$40,001-50,000	67	13%	3%	6%	2%	3%	17%	7%	6%	21%	4%	9%	9%	5.5
\$50,001-70,000	162	9%	3%	9%	3%	7%	13%	9%	18%	8%	5%	11%	5%	5.5
\$70,001-100,000	197	6%	2%	8%	6%	5%	20%	10%	16%	13%	6%	5%	3%	5.5
More than \$100,000	258	7%	5%	9%	5%	9%	16%	10%	10%	17%	6%	4%	2%	5.2
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	5.0
Prefer not to say	119	14%	5%	7%	6%	4%	19%	3%	3%	11%	2%	12%	14%	4.8
ETHNICITY														
NZ Maori	81	20%	1%	5%	5%	3%	12%	10%	9%	19%	4%	11%	1%	5.2
Pacific Island	40	16%	0%	5%	0%	2%	14%	7%	13%	17%	8%	18%	0%	6.0
Asian	75	6%	0%	4%	4%	6%	10%	14%	10%	22%	6%	15%	3%	6.4
MONTHLY SPEND ON POWER														
<\$100 a month	129	12%	4%	3%	3%	6%	17%	10%	9%	14%	4%	8%	10%	5.3
\$100-\$200	515	10%	3%	8%	4%	6%	17%	8%	11%	14%	5%	9%	5%	5.4
\$201-\$300	246	8%	4%	8%	4%	7%	20%	8%	13%	15%	3%	7%	3%	5.3
>\$300 a month	78	11%	5%	9%	10%	8%	16%	11%	8%	10%	7%	1%	4%	4.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	9%	3%	7%	3%	10%	16%	10%	13%	14%	5%	5%	5%	5.3
No/ Unsure	696	10%	3%	9%	5%	4%	18%	8%	11%	14%	4%	8%	6%	5.3

EASE OF SWITCHING: POWER COMPANIES

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?

Power companies
ban1 by q13d_1

	Base	0 Not easy at all	1	2	3	4	5	6	7	8	9	10 Extremely easy	Unsure	Mean
All	1000	3%	2%	3%	3%	4%	13%	9%	11%	17%	7%	17%	11%	6.7
AREA														
Auckland	324	4%	2%	4%	3%	3%	12%	9%	13%	15%	8%	16%	11%	6.6
Christchurch	109	3%	1%	4%	3%	2%	15%	13%	8%	20%	5%	20%	6%	6.8
Wellington	102	2%	5%	1%	4%	7%	11%	8%	10%	24%	5%	13%	10%	6.5
Provincial (NI)	332	3%	1%	3%	4%	5%	13%	8%	9%	17%	9%	17%	11%	6.8
Provincial (SI)	133	3%	1%	2%	2%	2%	11%	9%	13%	13%	5%	23%	16%	7.1
SEX														
Male	480	2%	2%	2%	5%	5%	13%	10%	9%	19%	8%	17%	8%	6.7
Female	520	4%	2%	4%	2%	3%	12%	8%	12%	15%	7%	17%	14%	6.7
AGE GROUP														
18-29	98	6%	0%	2%	4%	1%	13%	14%	12%	17%	12%	11%	8%	6.6
30-44	407	1%	1%	3%	3%	4%	13%	10%	12%	18%	8%	18%	9%	7.0
45-59	274	3%	2%	4%	3%	4%	13%	9%	12%	18%	5%	16%	11%	6.6
60 plus	221	6%	2%	2%	4%	5%	12%	5%	7%	13%	7%	21%	16%	6.6
HOUSEHOLD INCOME														
\$20,000 or less	54	5%	3%	0%	7%	8%	10%	6%	5%	13%	3%	24%	16%	6.5
\$20,001-30,000	63	3%	1%	3%	3%	2%	13%	4%	9%	17%	8%	21%	16%	7.1
\$30,001-40,000	78	3%	0%	4%	4%	3%	15%	8%	7%	17%	9%	17%	13%	6.8
\$40,001-50,000	67	3%	0%	1%	3%	2%	15%	8%	11%	19%	9%	20%	9%	7.2
\$50,001-70,000	162	4%	1%	6%	2%	2%	12%	9%	13%	14%	9%	16%	12%	6.7
\$70,001-100,000	197	1%	2%	2%	5%	4%	16%	10%	8%	17%	10%	15%	10%	6.8
More than \$100,000	258	2%	3%	3%	3%	5%	11%	12%	14%	21%	7%	12%	7%	6.6
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0.0
Prefer not to say	119	8%	2%	4%	2%	6%	10%	5%	9%	9%	4%	27%	14%	6.6
ETHNICITY														
NZ Maori	81	5%	3%	2%	7%	3%	9%	4%	11%	19%	4%	19%	14%	6.6
Pacific Island	40	11%	3%	5%	0%	3%	18%	13%	5%	14%	0%	15%	13%	5.7
Asian	75	6%	3%	4%	1%	3%	12%	5%	9%	14%	13%	22%	8%	6.8
MONTHLY SPEND ON POWER														
<\$100 a month	129	5%	0%	0%	3%	1%	10%	8%	9%	15%	11%	23%	15%	7.3
\$100-\$200	515	3%	2%	3%	3%	4%	15%	9%	9%	18%	7%	16%	11%	6.7
\$201-\$300	246	3%	2%	3%	3%	5%	10%	12%	11%	16%	7%	19%	9%	6.8
>\$300 a month	78	3%	4%	7%	5%	6%	8%	6%	15%	12%	5%	12%	17%	6.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	1%	0%	1%	3%	2%	7%	8%	14%	22%	14%	27%	1%	7.8
No/ Unsure	696	4%	2%	4%	3%	5%	15%	10%	9%	14%	5%	13%	16%	6.2

EASE OF SWITCHING: 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 services?

Banks

ban1 by q13d_2

	Base	0 Not easy at all	1	2	3	4	5	6	7	8	9	10 Extremely easy	Unsure	Mean
All	1000	5%	4%	8%	6%	7%	15%	6%	8%	11%	5%	11%	14%	5.5
AREA														
Auckland	324	5%	5%	9%	4%	7%	14%	6%	7%	11%	5%	10%	17%	5.5
Christchurch	109	8%	3%	10%	6%	3%	11%	6%	10%	11%	3%	17%	12%	5.7
Wellington	102	4%	5%	8%	9%	7%	15%	9%	8%	15%	3%	7%	10%	5.3
Provincial (NI)	332	4%	3%	6%	8%	7%	18%	7%	7%	9%	7%	12%	12%	5.7
Provincial (SI)	133	6%	7%	5%	6%	5%	12%	5%	10%	10%	7%	11%	16%	5.5
SEX														
Male	480	5%	5%	9%	6%	6%	15%	6%	9%	11%	5%	11%	12%	5.5
Female	520	6%	3%	6%	6%	7%	15%	6%	8%	11%	5%	12%	15%	5.6
AGE GROUP														
18-29	98	7%	4%	2%	6%	5%	13%	12%	12%	10%	7%	8%	14%	5.7
30-44	407	3%	4%	10%	6%	7%	18%	7%	9%	12%	5%	9%	10%	5.5
45-59	274	5%	5%	10%	9%	9%	13%	4%	7%	9%	4%	11%	14%	5.2
60 plus	221	8%	5%	4%	3%	3%	13%	5%	6%	10%	5%	18%	20%	6.0
HOUSEHOLD INCOME														
\$20,000 or less	54	7%	4%	3%	8%	10%	11%	0%	3%	2%	2%	30%	20%	6.1
\$20,001-30,000	63	5%	3%	6%	5%	4%	18%	4%	11%	5%	7%	11%	21%	5.6
\$30,001-40,000	78	4%	2%	7%	3%	1%	12%	6%	12%	12%	7%	14%	20%	6.3
\$40,001-50,000	67	3%	0%	14%	1%	8%	19%	5%	3%	16%	8%	13%	10%	6.0
\$50,001-70,000	162	5%	7%	8%	7%	3%	18%	6%	4%	11%	7%	11%	13%	5.4
\$70,001-100,000	197	2%	4%	7%	7%	10%	15%	7%	11%	13%	4%	12%	8%	5.8
More than \$100,000	258	5%	4%	10%	9%	8%	15%	8%	9%	11%	5%	6%	10%	5.1
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0.0
Prefer not to say	119	14%	3%	3%	4%	5%	11%	6%	7%	10%	2%	13%	22%	5.2
ETHNICITY														
NZ Maori	81	5%	4%	6%	5%	4%	18%	9%	5%	12%	3%	13%	16%	5.7
Pacific Island	40	5%	5%	3%	3%	0%	16%	13%	6%	10%	5%	21%	13%	6.4
Asian	75	7%	1%	7%	5%	6%	10%	7%	7%	16%	7%	22%	5%	6.4
MONTHLY SPEND ON POWER														
<\$100 a month	129	8%	4%	7%	6%	4%	11%	5%	7%	10%	4%	16%	18%	5.6
\$100-\$200	515	5%	4%	6%	6%	7%	17%	7%	8%	12%	4%	10%	14%	5.6
\$201-\$300	246	5%	4%	11%	6%	5%	12%	7%	9%	10%	7%	12%	12%	5.5
>\$300 a month	78	2%	5%	11%	7%	10%	22%	6%	8%	9%	4%	7%	9%	5.2
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	4%	4%	8%	6%	8%	14%	8%	7%	11%	6%	9%	15%	5.5
No/ Unsure	696	6%	4%	7%	6%	6%	15%	6%	9%	10%	5%	13%	13%	5.6

EASE OF SWITCHING: MOBILE TELEPHONE PROVIDER

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?

Mobile telephone provider
ban1 by q13d_3

	Base	0 Not easy at all	1	2	3	4	5	6	7	8	9	10 Extremely easy	Unsure	Mean
All	1000	4%	2%	4%	4%	3%	12%	8%	9%	14%	8%	17%	15%	6.5
AREA														
Auckland	324	4%	2%	4%	4%	2%	11%	9%	10%	11%	10%	17%	16%	6.6
Christchurch	109	5%	2%	4%	4%	3%	14%	7%	8%	16%	6%	16%	15%	6.5
Wellington	102	2%	5%	2%	2%	6%	8%	6%	12%	17%	12%	15%	13%	6.8
Provincial (NI)	332	5%	2%	4%	5%	4%	13%	7%	9%	14%	7%	16%	14%	6.4
Provincial (SI)	133	3%	2%	4%	3%	3%	11%	10%	9%	13%	3%	20%	19%	6.6
SEX														
Male	480	4%	2%	5%	6%	5%	13%	8%	9%	15%	7%	14%	12%	6.2
Female	520	4%	3%	2%	3%	1%	11%	8%	10%	13%	8%	19%	18%	6.8
AGE GROUP														
18-29	98	4%	1%	1%	5%	4%	12%	9%	5%	12%	13%	26%	8%	7.2
30-44	407	0%	2%	3%	4%	4%	12%	9%	11%	17%	9%	18%	11%	7.0
45-59	274	6%	3%	5%	5%	2%	11%	7%	11%	13%	7%	15%	15%	6.2
60 plus	221	10%	4%	5%	3%	3%	11%	5%	7%	10%	3%	11%	28%	5.4
HOUSEHOLD INCOME														
\$20,000 or less	54	11%	2%	5%	1%	3%	14%	2%	4%	5%	5%	26%	22%	6.2
\$20,001-30,000	63	6%	5%	1%	3%	0%	18%	7%	9%	4%	10%	16%	21%	6.2
\$30,001-40,000	78	7%	3%	0%	3%	1%	19%	5%	2%	20%	4%	19%	17%	6.5
\$40,001-50,000	67	3%	3%	5%	2%	3%	10%	6%	13%	15%	9%	11%	20%	6.5
\$50,001-70,000	162	2%	2%	5%	7%	3%	12%	7%	9%	8%	8%	19%	18%	6.6
\$70,001-100,000	197	2%	1%	3%	6%	4%	10%	11%	12%	19%	4%	15%	13%	6.6
More than \$100,000	258	3%	3%	4%	4%	3%	12%	9%	11%	17%	11%	14%	9%	6.6
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0.0
Prefer not to say	119	9%	2%	4%	1%	5%	9%	6%	7%	9%	7%	20%	21%	6.3
ETHNICITY														
NZ Maori	81	6%	3%	2%	3%	0%	13%	5%	7%	11%	14%	20%	16%	6.9
Pacific Island	40	11%	8%	3%	3%	0%	8%	8%	7%	5%	16%	21%	10%	6.2
Asian	75	4%	4%	1%	2%	6%	9%	9%	7%	14%	13%	24%	7%	7.0
MONTHLY SPEND ON POWER														
<\$100 a month	129	8%	2%	1%	4%	2%	8%	9%	9%	8%	9%	19%	21%	6.5
\$100-\$200	515	3%	2%	4%	4%	4%	13%	7%	8%	15%	8%	16%	16%	6.6
\$201-\$300	246	3%	3%	4%	3%	3%	12%	9%	12%	12%	9%	17%	13%	6.7
>\$300 a month	78	4%	4%	5%	4%	5%	11%	5%	12%	21%	4%	11%	14%	6.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	2%	2%	4%	4%	3%	11%	8%	10%	16%	9%	16%	15%	6.8
No/ Unsure	696	5%	3%	3%	4%	3%	12%	8%	9%	13%	7%	17%	16%	6.4

EASE OF SWITCHING: BROADBAND PROVIDER

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?

Broadband provider
ban1 by q13d_4

	Base	0 Not easy at all	1	2	3	4	5	6	7	8	9	10 Extremely easy	Unsure	Mean
All	1000	5%	3%	5%	6%	5%	15%	7%	10%	12%	4%	10%	18%	5.7
AREA														
Auckland	324	3%	3%	5%	6%	6%	14%	5%	11%	12%	5%	11%	19%	6.0
Christchurch	109	8%	3%	5%	9%	2%	16%	5%	6%	16%	1%	12%	17%	5.5
Wellington	102	4%	5%	4%	9%	7%	15%	10%	13%	7%	3%	5%	18%	5.3
Provincial (NI)	332	6%	3%	5%	6%	5%	15%	9%	9%	11%	4%	9%	18%	5.6
Provincial (SI)	133	8%	3%	4%	6%	6%	13%	6%	9%	13%	5%	13%	14%	5.8
SEX														
Male	480	5%	3%	5%	8%	8%	14%	6%	10%	13%	4%	9%	15%	5.5
Female	520	5%	3%	4%	5%	3%	15%	8%	9%	11%	5%	12%	20%	5.9
AGE GROUP														
18-29	98	5%	1%	3%	6%	6%	27%	5%	11%	11%	5%	11%	9%	5.8
30-44	407	3%	3%	4%	8%	6%	14%	9%	11%	13%	5%	12%	12%	6.1
45-59	274	6%	4%	5%	6%	5%	14%	8%	12%	11%	3%	10%	16%	5.6
60 plus	221	9%	4%	6%	4%	4%	11%	3%	3%	10%	2%	9%	35%	5.0
HOUSEHOLD INCOME														
\$20,000 or less	54	14%	5%	5%	4%	2%	8%	8%	4%	3%	0%	13%	34%	4.6
\$20,001-30,000	63	3%	8%	5%	3%	3%	20%	6%	4%	9%	4%	8%	27%	5.3
\$30,001-40,000	78	4%	4%	2%	5%	5%	18%	4%	7%	16%	3%	12%	20%	5.9
\$40,001-50,000	67	6%	4%	3%	6%	1%	12%	6%	13%	13%	6%	13%	17%	6.1
\$50,001-70,000	162	5%	4%	8%	8%	2%	14%	5%	10%	10%	5%	11%	18%	5.6
\$70,001-100,000	197	2%	2%	2%	9%	7%	13%	10%	12%	13%	3%	12%	15%	6.2
More than \$100,000	258	4%	3%	5%	7%	7%	17%	8%	13%	14%	6%	6%	10%	5.7
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0.0
Prefer not to say	119	11%	2%	7%	4%	6%	13%	2%	6%	9%	3%	13%	24%	5.2
ETHNICITY														
NZ Maori	81	5%	2%	5%	5%	3%	13%	10%	6%	18%	1%	12%	20%	5.9
Pacific Island	40	8%	0%	5%	6%	6%	2%	8%	8%	10%	5%	27%	15%	6.6
Asian	75	3%	4%	5%	3%	7%	20%	6%	9%	11%	7%	20%	5%	6.3
MONTHLY SPEND ON POWER														
<\$100 a month	129	8%	4%	4%	5%	3%	12%	5%	8%	6%	4%	10%	31%	5.4
\$100-\$200	515	4%	3%	4%	6%	6%	16%	8%	10%	11%	4%	9%	19%	5.7
\$201-\$300	246	4%	3%	5%	7%	5%	15%	7%	12%	15%	4%	12%	11%	6.0
>\$300 a month	78	5%	1%	9%	11%	5%	10%	6%	10%	15%	3%	12%	13%	5.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	5%	2%	7%	7%	6%	15%	6%	11%	9%	6%	10%	16%	5.7
No/ Unsure	696	5%	4%	4%	7%	5%	14%	7%	9%	13%	3%	10%	19%	5.7

EASE OF SWITCHING: LANDLINE TELEPHONE PROVIDER

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?

Landline telephone provider
ban1 by q13d_5

	Base	0 Not easy at all	1	2	3	4	5	6	7	8	9	10 Extremely easy	Unsure	Mean
All	1000	5%	2%	4%	5%	6%	15%	8%	10%	12%	6%	13%	14%	6.0
AREA														
Auckland	324	5%	2%	5%	5%	6%	14%	6%	10%	11%	8%	13%	15%	6.1
Christchurch	109	6%	2%	6%	8%	6%	14%	6%	9%	13%	2%	19%	9%	6.0
Wellington	102	5%	4%	3%	5%	12%	12%	10%	16%	10%	3%	5%	15%	5.4
Provincial (NI)	332	5%	2%	4%	6%	5%	16%	8%	8%	12%	7%	14%	13%	6.1
Provincial (SI)	133	4%	1%	4%	4%	5%	17%	8%	9%	12%	5%	15%	16%	6.3
SEX														
Male	480	4%	2%	5%	7%	8%	15%	7%	11%	12%	7%	11%	11%	6.0
Female	520	6%	2%	4%	4%	4%	14%	8%	9%	12%	5%	15%	17%	6.1
AGE GROUP														
18-29	98	5%	2%	2%	6%	7%	17%	12%	16%	6%	7%	12%	8%	6.0
30-44	407	3%	2%	4%	7%	8%	14%	8%	11%	14%	6%	13%	10%	6.1
45-59	274	5%	2%	5%	5%	5%	14%	7%	11%	12%	7%	12%	15%	6.1
60 plus	221	7%	3%	4%	3%	5%	16%	6%	5%	9%	4%	15%	23%	5.8
HOUSEHOLD INCOME														
\$20,000 or less	54	6%	4%	5%	5%	0%	16%	6%	2%	7%	3%	21%	25%	6.1
\$20,001-30,000	63	2%	3%	3%	0%	6%	17%	3%	8%	12%	4%	17%	25%	6.6
\$30,001-40,000	78	4%	1%	2%	3%	2%	21%	8%	8%	17%	7%	15%	12%	6.6
\$40,001-50,000	67	5%	2%	5%	5%	4%	15%	4%	10%	13%	4%	19%	14%	6.4
\$50,001-70,000	162	6%	4%	5%	9%	6%	12%	6%	9%	10%	8%	12%	13%	5.7
\$70,001-100,000	197	1%	2%	3%	5%	8%	16%	6%	14%	13%	6%	13%	13%	6.4
More than \$100,000	258	4%	1%	5%	8%	8%	15%	12%	11%	12%	6%	8%	10%	5.8
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0.0
Prefer not to say	119	11%	4%	4%	2%	9%	10%	8%	9%	9%	4%	16%	14%	5.7
ETHNICITY														
NZ Maori	81	8%	1%	4%	5%	4%	14%	4%	9%	15%	9%	16%	11%	6.3
Pacific Island	40	14%	3%	3%	5%	3%	5%	7%	6%	13%	8%	20%	13%	6.1
Asian	75	7%	3%	4%	0%	7%	13%	7%	13%	8%	9%	24%	5%	6.6
MONTHLY SPEND ON POWER														
<\$100 a month	129	7%	4%	3%	4%	4%	11%	8%	9%	6%	5%	16%	23%	5.9
\$100-\$200	515	4%	2%	3%	6%	8%	16%	7%	10%	13%	6%	11%	14%	6.0
\$201-\$300	246	5%	2%	5%	4%	5%	15%	8%	10%	13%	6%	17%	10%	6.3
>\$300 a month	78	4%	3%	5%	8%	8%	15%	8%	11%	11%	5%	8%	14%	5.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	5%	1%	5%	6%	6%	12%	9%	11%	13%	6%	12%	14%	6.1
No/ Unsure	696	4%	3%	4%	5%	7%	16%	7%	9%	11%	6%	14%	14%	6.0

CONFIDENT 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 power company you would still be on the best deal in 12 months time?
ban1 by q13e

	Base	1 Very confident	2	3	4	5 Not confident at all	Unsure
All	1000	8%	12%	26%	18%	33%	3%
AREA							
Auckland	324	9%	13%	21%	16%	39%	2%
Christchurch	109	12%	12%	31%	16%	25%	4%
Wellington	102	2%	13%	35%	20%	28%	2%
Provincial (NI)	332	9%	10%	23%	20%	35%	3%
Provincial (SI)	133	8%	12%	30%	20%	25%	5%
SEX							
Male	480	7%	11%	24%	19%	36%	3%
Female	520	9%	13%	27%	17%	31%	3%
AGE GROUP							
18-29	98	12%	19%	36%	13%	19%	1%
30-44	407	8%	14%	27%	22%	27%	2%
45-59	274	8%	10%	25%	16%	39%	2%
60 plus	221	7%	7%	19%	16%	44%	7%
HOUSEHOLD INCOME							
\$20,000 or less	54	17%	10%	8%	9%	54%	2%
\$20,001-30,000	63	9%	11%	32%	14%	27%	7%
\$30,001-40,000	78	7%	8%	22%	16%	40%	7%
\$40,001-50,000	67	14%	15%	27%	13%	27%	4%
\$50,001-70,000	162	11%	12%	27%	17%	28%	5%
\$70,001-100,000	197	5%	13%	31%	23%	27%	1%
More than \$100,000	258	6%	13%	25%	21%	35%	0%
Income was nil/or made a loss	1	0%	0%	0%	100%	0%	0%
Prefer not to say	119	10%	8%	23%	15%	39%	5%
ETHNICITY							
NZ Maori	81	13%	11%	21%	11%	41%	3%
Pacific Island	40	13%	14%	19%	11%	43%	0%
Asian	75	14%	20%	24%	18%	20%	4%
MONTHLY SPEND ON POWER							
<\$100 a month	129	14%	12%	24%	13%	31%	6%
\$100-\$200	515	8%	12%	26%	19%	33%	2%
\$201-\$300	246	8%	13%	27%	19%	31%	2%
>\$300 a month	78	4%	4%	29%	18%	42%	3%
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS							
Yes	304	10%	14%	27%	20%	26%	3%
No/ Unsure	696	8%	11%	25%	17%	36%	3%

I CONSTANTLY LOOK OUT FOR NEW OPPORTUNITIES TO DO THINGS DIFFERENTLY

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

I constantly look out for new opportunities to do things differently
 ban1 by q14_1

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	7%	4%	8%	8%	7%	22%	9%	11%	11%	3%	10%	0%	5.3
AREA														
Auckland	324	8%	5%	8%	7%	9%	17%	10%	10%	12%	3%	10%	1%	5.2
Christchurch	109	9%	2%	6%	8%	7%	29%	8%	12%	7%	2%	9%	1%	5.2
Wellington	102	8%	5%	7%	11%	8%	27%	11%	8%	9%	1%	5%	0%	4.8
Provincial (NI)	332	7%	3%	8%	7%	4%	21%	9%	13%	13%	5%	10%	0%	5.5
Provincial (SI)	133	7%	4%	8%	9%	8%	22%	9%	12%	8%	2%	11%	0%	5.2
SEX														
Male	480	6%	3%	8%	9%	5%	22%	10%	14%	11%	2%	9%	1%	5.4
Female	520	8%	5%	8%	6%	10%	21%	9%	9%	10%	4%	10%	0%	5.2
AGE GROUP														
18-29	98	8%	5%	4%	5%	8%	26%	10%	14%	9%	1%	10%	0%	5.3
30-44	407	3%	2%	7%	7%	7%	21%	12%	14%	13%	4%	10%	0%	5.8
45-59	274	8%	6%	9%	8%	7%	20%	9%	13%	9%	3%	8%	0%	5.0
60 plus	221	14%	4%	9%	10%	8%	23%	5%	4%	9%	3%	10%	1%	4.6
HOUSEHOLD INCOME														
\$20,000 or less	54	14%	2%	7%	10%	3%	24%	4%	9%	5%	4%	18%	0%	5.3
\$20,001-30,000	63	12%	9%	5%	8%	13%	16%	7%	7%	8%	3%	12%	0%	4.8
\$30,001-40,000	78	9%	4%	4%	10%	11%	22%	5%	9%	12%	2%	11%	1%	5.2
\$40,001-50,000	67	5%	2%	11%	11%	8%	22%	12%	3%	11%	3%	12%	0%	5.2
\$50,001-70,000	162	6%	4%	7%	9%	5%	25%	4%	15%	9%	4%	12%	0%	5.5
\$70,001-100,000	197	6%	4%	8%	9%	7%	21%	12%	15%	11%	2%	5%	0%	5.2
More than \$100,000	258	6%	3%	7%	6%	8%	22%	14%	13%	11%	3%	7%	0%	5.4
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2.0
Prefer not to say	119	11%	4%	9%	4%	4%	19%	8%	8%	15%	6%	10%	2%	5.3
ETHNICITY														
NZ Maori	81	11%	4%	8%	4%	5%	21%	5%	10%	18%	5%	9%	0%	5.4
Pacific Island	40	7%	8%	5%	3%	5%	22%	8%	11%	13%	5%	13%	0%	5.6
Asian	75	7%	3%	4%	3%	6%	15%	7%	19%	18%	4%	13%	1%	6.1
MONTHLY SPEND ON POWER														
<\$100 a month	129	11%	6%	7%	6%	6%	20%	12%	6%	5%	5%	15%	1%	5.2
\$100-\$200	515	7%	4%	9%	9%	7%	21%	8%	12%	10%	3%	10%	0%	5.2
\$201-\$300	246	5%	3%	6%	6%	9%	22%	10%	15%	13%	3%	8%	0%	5.5
>\$300 a month	78	10%	1%	7%	9%	5%	31%	8%	10%	15%	1%	3%	0%	4.9
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	4%	2%	7%	8%	7%	19%	14%	12%	14%	2%	10%	1%	5.6
No/ Unsure	696	9%	4%	8%	8%	7%	23%	8%	11%	10%	3%	9%	0%	5.1

I GENERALLY TRUST PEOPLE AND WILL GIVE THEM A FAIR HEARING

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

I generally trust people and will give them a fair hearing
ban1 by q14_2

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	1%	1%	3%	3%	3%	17%	7%	18%	21%	7%	18%	1%	7.0
AREA														
Auckland	324	0%	1%	2%	4%	2%	18%	9%	20%	19%	6%	18%	1%	7.1
Christchurch	109	1%	0%	4%	3%	1%	19%	4%	21%	18%	10%	19%	0%	7.0
Wellington	102	1%	1%	1%	3%	6%	13%	7%	18%	25%	7%	18%	0%	7.1
Provincial (NI)	332	1%	2%	4%	2%	4%	18%	6%	14%	25%	7%	16%	1%	6.9
Provincial (SI)	133	2%	3%	3%	3%	3%	10%	7%	18%	20%	7%	23%	1%	7.1
SEX														
Male	480	1%	2%	3%	3%	3%	15%	8%	17%	23%	7%	17%	1%	7.0
Female	520	1%	1%	2%	4%	3%	18%	6%	18%	20%	7%	19%	1%	7.0
AGE GROUP														
18-29	98	0%	0%	2%	4%	1%	21%	6%	17%	18%	8%	23%	0%	7.2
30-44	407	0%	1%	3%	2%	3%	17%	7%	20%	23%	6%	17%	1%	7.0
45-59	274	1%	1%	2%	4%	3%	14%	8%	18%	23%	9%	17%	0%	7.0
60 plus	221	3%	2%	3%	3%	3%	18%	7%	12%	19%	7%	21%	2%	6.8
HOUSEHOLD INCOME														
\$20,000 or less	54	2%	6%	0%	1%	5%	23%	5%	6%	25%	4%	18%	5%	6.6
\$20,001-30,000	63	3%	0%	1%	4%	6%	14%	5%	18%	21%	6%	22%	0%	7.0
\$30,001-40,000	78	1%	0%	3%	3%	1%	19%	6%	17%	24%	4%	21%	1%	7.1
\$40,001-50,000	67	0%	2%	4%	2%	5%	11%	6%	19%	24%	10%	17%	0%	7.1
\$50,001-70,000	162	0%	2%	1%	2%	1%	21%	6%	19%	19%	7%	21%	1%	7.2
\$70,001-100,000	197	1%	0%	3%	0%	3%	13%	6%	27%	19%	9%	18%	1%	7.3
More than \$100,000	258	1%	1%	4%	5%	3%	13%	9%	16%	25%	7%	15%	1%	6.9
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	10.0
Prefer not to say	119	3%	2%	2%	5%	2%	24%	9%	10%	17%	7%	18%	1%	6.6
ETHNICITY														
NZ Maori	81	3%	0%	6%	0%	3%	22%	4%	16%	21%	4%	21%	0%	6.9
Pacific Island	40	3%	0%	3%	5%	0%	25%	8%	15%	19%	7%	13%	2%	6.6
Asian	75	0%	1%	0%	3%	4%	24%	4%	22%	23%	6%	11%	2%	6.8
MONTHLY SPEND ON POWER														
<\$100 a month	129	3%	2%	2%	2%	3%	16%	6%	15%	16%	9%	26%	0%	7.1
\$100-\$200	515	1%	2%	3%	3%	3%	17%	7%	19%	21%	6%	17%	1%	6.9
\$201-\$300	246	0%	1%	3%	3%	3%	14%	9%	18%	24%	9%	16%	0%	7.1
>\$300 a month	78	1%	0%	2%	6%	3%	23%	4%	12%	24%	8%	16%	1%	6.9
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	0%	1%	4%	3%	3%	14%	9%	16%	21%	9%	19%	1%	7.2
No/ Unsure	696	2%	1%	2%	3%	3%	18%	6%	18%	22%	6%	18%	1%	6.9

I AM CONFIDENT ON THE INTERNET AND USE IT TO PURCHASE GOODS AND SERVICES

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

I am confident on the Internet and use it to purchase goods and services
 ban1 by q14_3

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	8%	3%	4%	2%	2%	10%	4%	8%	14%	11%	31%	3%	7.0
AREA														
Auckland	324	7%	3%	3%	2%	4%	9%	4%	9%	13%	11%	33%	2%	7.1
Christchurch	109	7%	2%	5%	2%	2%	12%	3%	7%	17%	10%	30%	3%	7.0
Wellington	102	7%	1%	2%	0%	3%	7%	2%	11%	15%	12%	37%	3%	7.7
Provincial (NI)	332	8%	3%	3%	4%	1%	9%	5%	7%	15%	10%	32%	3%	7.0
Provincial (SI)	133	10%	8%	7%	2%	2%	9%	4%	8%	13%	11%	22%	4%	6.1
SEX														
Male	480	7%	4%	4%	3%	3%	8%	4%	8%	15%	10%	31%	3%	6.9
Female	520	8%	2%	4%	2%	2%	11%	4%	9%	13%	10%	32%	3%	7.0
AGE GROUP														
18-29	98	5%	0%	2%	2%	1%	6%	7%	5%	11%	11%	50%	0%	8.0
30-44	407	2%	2%	1%	1%	2%	10%	2%	10%	16%	13%	40%	1%	7.9
45-59	274	5%	4%	6%	2%	2%	11%	5%	8%	19%	11%	24%	3%	6.8
60 plus	221	22%	6%	5%	5%	4%	9%	5%	7%	8%	5%	17%	7%	4.8
HOUSEHOLD INCOME														
\$20,000 or less	54	26%	5%	9%	3%	4%	13%	2%	5%	2%	2%	22%	7%	4.5
\$20,001-30,000	63	19%	1%	8%	1%	1%	21%	4%	4%	9%	10%	14%	8%	5.2
\$30,001-40,000	78	13%	3%	5%	2%	1%	17%	3%	8%	11%	9%	25%	3%	6.2
\$40,001-50,000	67	8%	4%	2%	5%	1%	6%	7%	15%	12%	11%	25%	4%	6.7
\$50,001-70,000	162	5%	4%	4%	2%	4%	9%	5%	9%	13%	8%	37%	0%	7.2
\$70,001-100,000	197	3%	1%	4%	3%	2%	6%	5%	9%	22%	14%	29%	2%	7.5
More than \$100,000	258	3%	4%	1%	1%	2%	6%	3%	9%	16%	14%	41%	0%	7.9
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	5.0
Prefer not to say	119	12%	4%	4%	4%	3%	11%	4%	5%	12%	5%	29%	7%	6.3
ETHNICITY														
NZ Maori	81	15%	1%	2%	2%	1%	11%	4%	6%	8%	11%	38%	1%	6.8
Pacific Island	40	5%	5%	3%	5%	6%	16%	2%	5%	13%	8%	29%	3%	6.6
Asian	75	7%	1%	1%	1%	2%	11%	4%	14%	23%	9%	25%	2%	7.2
MONTHLY SPEND ON POWER														
<\$100 a month	129	13%	7%	5%	4%	3%	11%	2%	5%	11%	3%	28%	8%	5.8
\$100-\$200	515	8%	3%	3%	2%	2%	9%	5%	7%	16%	12%	30%	3%	7.0
\$201-\$300	246	6%	3%	4%	1%	2%	10%	5%	10%	11%	12%	36%	0%	7.3
>\$300 a month	78	2%	2%	3%	3%	2%	11%	1%	12%	18%	10%	35%	1%	7.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	5%	3%	5%	2%	2%	8%	3%	9%	16%	10%	35%	2%	7.3
No/ Unsure	696	9%	3%	3%	3%	2%	10%	5%	8%	14%	11%	29%	3%	6.8

I FIND IT'S ALWAYS BEST TO BE CAUTIOUS AND GET A SECOND OPINION ON MOST THINGS BEFORE MAKING UP MY OWN MIND

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

I find it's always best to be cautious and get a second opinion on most things before making up my own mind
 ban1 by q14_4

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	5%	2%	6%	5%	6%	15%	7%	12%	15%	6%	21%	0%	6.4
AREA														
Auckland	324	4%	2%	5%	5%	5%	16%	6%	13%	14%	8%	22%	0%	6.5
Christchurch	109	5%	3%	6%	9%	8%	15%	10%	9%	12%	3%	19%	1%	5.9
Wellington	102	6%	2%	5%	9%	7%	11%	8%	16%	21%	4%	11%	0%	6.0
Provincial (NI)	332	5%	0%	6%	4%	5%	16%	7%	11%	14%	6%	25%	1%	6.7
Provincial (SI)	133	6%	5%	5%	5%	6%	17%	5%	11%	17%	5%	17%	1%	6.0
SEX														
Male	480	6%	3%	6%	6%	6%	15%	6%	14%	15%	6%	17%	0%	6.1
Female	520	4%	1%	4%	5%	6%	16%	7%	10%	15%	6%	25%	1%	6.7
AGE GROUP														
18-29	98	2%	1%	3%	8%	2%	19%	11%	7%	13%	4%	30%	0%	6.8
30-44	407	5%	2%	7%	6%	7%	16%	8%	12%	13%	8%	16%	0%	6.1
45-59	274	3%	2%	5%	6%	6%	14%	6%	13%	18%	5%	22%	0%	6.6
60 plus	221	9%	3%	5%	2%	4%	15%	4%	12%	15%	6%	24%	1%	6.4
HOUSEHOLD INCOME														
\$20,000 or less	54	6%	4%	6%	5%	3%	11%	1%	7%	17%	7%	29%	4%	6.7
\$20,001-30,000	63	4%	3%	3%	5%	3%	19%	9%	8%	18%	4%	23%	1%	6.6
\$30,001-40,000	78	6%	3%	2%	3%	4%	19%	3%	11%	11%	6%	32%	0%	6.8
\$40,001-50,000	67	3%	0%	5%	3%	4%	19%	8%	15%	16%	9%	18%	0%	6.7
\$50,001-70,000	162	4%	2%	6%	5%	5%	17%	7%	10%	15%	7%	22%	0%	6.5
\$70,001-100,000	197	5%	1%	5%	3%	8%	13%	8%	16%	15%	8%	18%	0%	6.5
More than \$100,000	258	4%	3%	7%	12%	7%	13%	7%	15%	13%	5%	14%	0%	5.9
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2.0
Prefer not to say	119	11%	1%	6%	0%	5%	18%	5%	6%	17%	3%	27%	1%	6.4
ETHNICITY														
NZ Maori	81	9%	3%	6%	3%	4%	15%	7%	8%	19%	5%	20%	1%	6.2
Pacific Island	40	5%	8%	0%	5%	0%	19%	0%	10%	11%	11%	28%	3%	6.7
Asian	75	3%	0%	9%	2%	1%	18%	8%	7%	14%	6%	29%	3%	7.0
MONTHLY SPEND ON POWER														
<\$100 a month	129	5%	3%	4%	3%	4%	13%	4%	12%	16%	4%	30%	2%	6.8
\$100-\$200	515	5%	1%	6%	6%	7%	16%	7%	10%	15%	7%	20%	0%	6.3
\$201-\$300	246	5%	3%	5%	5%	4%	16%	9%	16%	13%	4%	20%	0%	6.3
>\$300 a month	78	4%	1%	8%	6%	5%	19%	5%	15%	17%	4%	16%	0%	6.2
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	7%	1%	7%	8%	4%	19%	8%	10%	14%	5%	16%	1%	5.9
No/ Unsure	696	5%	2%	5%	4%	6%	14%	6%	13%	15%	7%	23%	0%	6.6

I LIKE LOOKING OUT FOR BARGAINS AND ALWAYS GO FOR THE BEST DEAL

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

I like looking out for bargains and always go for the best deal
 ban1 by q14_5

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	5%	2%	4%	6%	6%	20%	9%	12%	13%	5%	17%	1%	6.2
AREA														
Auckland	324	4%	2%	5%	7%	5%	21%	9%	15%	11%	4%	17%	0%	6.2
Christchurch	109	6%	1%	6%	6%	2%	21%	10%	16%	16%	1%	14%	1%	6.0
Wellington	102	6%	4%	4%	8%	8%	20%	11%	14%	11%	3%	10%	1%	5.6
Provincial (NI)	332	5%	2%	3%	5%	7%	20%	10%	7%	14%	7%	19%	1%	6.3
Provincial (SI)	133	3%	2%	1%	7%	6%	18%	9%	11%	17%	6%	19%	1%	6.5
SEX														
Male	480	3%	3%	5%	7%	7%	22%	10%	13%	12%	5%	12%	1%	5.9
Female	520	5%	1%	3%	6%	4%	19%	9%	11%	15%	5%	21%	1%	6.5
AGE GROUP														
18-29	98	2%	1%	0%	5%	5%	20%	2%	17%	14%	5%	29%	0%	7.1
30-44	407	3%	1%	5%	5%	6%	20%	9%	13%	15%	6%	16%	1%	6.4
45-59	274	5%	4%	4%	8%	5%	19%	15%	10%	11%	4%	15%	0%	5.8
60 plus	221	8%	3%	6%	7%	4%	21%	7%	9%	14%	4%	15%	2%	5.8
HOUSEHOLD INCOME														
\$20,000 or less	54	9%	0%	3%	5%	4%	18%	6%	9%	13%	2%	30%	1%	6.6
\$20,001-30,000	63	5%	3%	5%	6%	5%	15%	8%	10%	21%	4%	18%	0%	6.3
\$30,001-40,000	78	5%	1%	2%	6%	4%	17%	15%	9%	16%	4%	20%	1%	6.5
\$40,001-50,000	67	2%	0%	8%	5%	3%	21%	11%	6%	17%	6%	21%	0%	6.6
\$50,001-70,000	162	3%	1%	1%	4%	6%	22%	9%	14%	10%	8%	21%	1%	6.7
\$70,001-100,000	197	2%	4%	4%	7%	7%	18%	6%	15%	15%	7%	15%	0%	6.3
More than \$100,000	258	3%	2%	7%	9%	7%	23%	13%	12%	11%	3%	9%	1%	5.6
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	5.0
Prefer not to say	119	14%	1%	2%	6%	2%	19%	6%	11%	13%	4%	21%	1%	5.9
ETHNICITY														
NZ Maori	81	8%	1%	8%	6%	7%	15%	5%	7%	12%	5%	26%	0%	6.2
Pacific Island	40	3%	3%	3%	5%	3%	13%	13%	10%	5%	3%	37%	2%	7.0
Asian	75	6%	2%	2%	4%	1%	19%	7%	14%	11%	7%	27%	0%	6.8
MONTHLY SPEND ON POWER														
<\$100 a month	129	7%	1%	5%	7%	4%	19%	8%	9%	13%	4%	22%	1%	6.2
\$100-\$200	515	5%	2%	4%	6%	5%	20%	10%	12%	12%	6%	17%	1%	6.2
\$201-\$300	246	3%	2%	3%	6%	5%	19%	9%	15%	15%	5%	18%	0%	6.4
>\$300 a month	78	3%	1%	5%	12%	8%	28%	7%	12%	9%	4%	11%	0%	5.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	3%	1%	4%	6%	6%	18%	12%	12%	16%	6%	15%	1%	6.4
No/ Unsure	696	5%	2%	4%	7%	5%	21%	8%	12%	12%	5%	18%	1%	6.1

EVEN IF I COULD SAVE A FEW DOLLARS I PROBABLY COULDN'T BE BOTHERED MAKING CHANGES TO WHAT I DO

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

Even if I could save a few dollars I probably couldn't be bothered making changes to what I do
 ban1 by q14_6

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	4%	3%	5%	5%	7%	17%	8%	11%	13%	6%	20%	1%	6.3
AREA														
Auckland	324	5%	4%	3%	4%	5%	14%	10%	9%	15%	7%	24%	0%	6.5
Christchurch	109	4%	3%	4%	5%	4%	26%	7%	15%	14%	4%	14%	0%	6.1
Wellington	102	2%	1%	6%	3%	10%	13%	8%	14%	19%	6%	16%	2%	6.5
Provincial (NI)	332	4%	3%	6%	7%	8%	16%	6%	11%	10%	6%	21%	2%	6.1
Provincial (SI)	133	3%	6%	5%	3%	6%	24%	10%	8%	8%	8%	17%	2%	6.1
SEX														
Male	480	4%	4%	5%	4%	6%	17%	7%	12%	14%	6%	20%	1%	6.3
Female	520	4%	3%	4%	6%	8%	18%	9%	9%	11%	7%	20%	1%	6.3
AGE GROUP														
18-29	98	4%	4%	2%	2%	9%	23%	10%	7%	12%	7%	20%	0%	6.4
30-44	407	4%	5%	6%	6%	5%	18%	9%	12%	13%	6%	15%	1%	6.0
45-59	274	4%	3%	4%	4%	9%	14%	7%	13%	13%	6%	22%	1%	6.5
60 plus	221	6%	2%	4%	6%	5%	16%	6%	8%	13%	7%	26%	1%	6.6
HOUSEHOLD INCOME														
\$20,000 or less	54	12%	5%	6%	8%	5%	22%	2%	7%	7%	3%	23%	0%	5.5
\$20,001-30,000	63	6%	7%	5%	2%	7%	20%	6%	9%	9%	5%	21%	3%	6.0
\$30,001-40,000	78	5%	5%	7%	7%	6%	23%	10%	7%	7%	6%	16%	1%	5.6
\$40,001-50,000	67	0%	4%	4%	6%	11%	19%	11%	16%	8%	9%	11%	1%	6.1
\$50,001-70,000	162	3%	3%	2%	9%	3%	22%	6%	13%	12%	8%	18%	1%	6.4
\$70,001-100,000	197	3%	3%	6%	3%	8%	11%	9%	11%	18%	7%	21%	0%	6.6
More than \$100,000	258	4%	3%	5%	4%	6%	11%	10%	11%	14%	8%	23%	1%	6.6
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	5.0
Prefer not to say	119	7%	2%	3%	3%	8%	25%	7%	8%	15%	0%	21%	1%	6.0
ETHNICITY														
NZ Maori	81	9%	6%	9%	8%	9%	14%	5%	7%	9%	4%	19%	1%	5.4
Pacific Island	40	5%	11%	3%	3%	0%	22%	7%	8%	5%	13%	23%	0%	6.2
Asian	75	2%	4%	4%	4%	5%	18%	12%	8%	16%	3%	23%	1%	6.5
MONTHLY SPEND ON POWER														
<\$100 a month	129	6%	9%	3%	5%	6%	17%	8%	9%	8%	4%	24%	1%	6.0
\$100-\$200	515	4%	2%	5%	6%	7%	16%	9%	11%	13%	7%	19%	1%	6.3
\$201-\$300	246	5%	4%	5%	4%	7%	18%	7%	11%	14%	5%	19%	1%	6.2
>\$300 a month	78	3%	3%	3%	4%	8%	17%	8%	7%	13%	12%	22%	0%	6.7
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	6%	4%	6%	6%	7%	19%	10%	10%	11%	6%	14%	1%	5.8
No/ Unsure	696	4%	3%	4%	5%	6%	16%	7%	11%	13%	7%	23%	1%	6.5

I DON'T MAKE SPONTANEOUS DECISIONS AND LIKE TO TAKE TIME TO WEIGH THINGS UP

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

I don't make spontaneous decisions and like to take time to weigh things up
 ban1 by q14_7

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	2%	2%	3%	3%	4%	14%	6%	12%	18%	9%	26%	1%	7.1
AREA														
Auckland	324	3%	2%	3%	2%	4%	13%	7%	12%	17%	9%	28%	0%	7.2
Christchurch	109	0%	0%	6%	4%	4%	16%	8%	8%	21%	9%	24%	0%	7.1
Wellington	102	3%	1%	3%	5%	6%	12%	4%	22%	20%	6%	18%	0%	6.8
Provincial (NI)	332	3%	2%	3%	2%	5%	14%	5%	9%	19%	9%	28%	1%	7.1
Provincial (SI)	133	2%	5%	3%	1%	2%	17%	5%	16%	16%	8%	24%	1%	7.0
SEX														
Male	480	3%	2%	4%	4%	4%	14%	5%	14%	19%	9%	21%	1%	6.9
Female	520	2%	2%	3%	2%	4%	14%	7%	11%	17%	8%	30%	0%	7.3
AGE GROUP														
18-29	98	4%	1%	5%	1%	8%	25%	4%	9%	12%	5%	26%	0%	6.6
30-44	407	3%	2%	3%	3%	4%	16%	8%	14%	18%	9%	20%	0%	6.9
45-59	274	3%	2%	3%	3%	3%	11%	5%	15%	18%	9%	28%	0%	7.2
60 plus	221	1%	2%	3%	3%	4%	11%	5%	6%	21%	10%	33%	1%	7.6
HOUSEHOLD INCOME														
\$20,000 or less	54	4%	5%	4%	3%	9%	9%	6%	5%	11%	9%	34%	1%	6.9
\$20,001-30,000	63	3%	5%	2%	3%	1%	17%	7%	17%	15%	9%	21%	0%	6.8
\$30,001-40,000	78	7%	1%	3%	2%	2%	20%	10%	6%	18%	5%	26%	0%	6.8
\$40,001-50,000	67	0%	0%	5%	3%	3%	15%	5%	12%	16%	15%	26%	0%	7.5
\$50,001-70,000	162	1%	0%	4%	2%	3%	17%	5%	13%	18%	10%	27%	0%	7.4
\$70,001-100,000	197	1%	2%	3%	3%	5%	14%	7%	11%	21%	8%	24%	1%	7.2
More than \$100,000	258	3%	3%	4%	3%	6%	12%	5%	17%	18%	7%	22%	0%	6.8
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	6.0
Prefer not to say	119	5%	1%	3%	2%	2%	14%	3%	6%	19%	9%	34%	2%	7.4
ETHNICITY														
NZ Maori	81	5%	4%	1%	5%	3%	17%	4%	7%	15%	8%	30%	1%	6.9
Pacific Island	40	8%	3%	5%	3%	5%	11%	3%	5%	13%	11%	33%	0%	6.9
Asian	75	4%	0%	1%	3%	3%	13%	2%	13%	21%	7%	33%	0%	7.5
MONTHLY SPEND ON POWER														
<\$100 a month	129	3%	3%	2%	4%	6%	12%	7%	7%	15%	7%	33%	1%	7.2
\$100-\$200	515	2%	2%	3%	2%	4%	13%	6%	14%	18%	11%	24%	1%	7.2
\$201-\$300	246	3%	1%	5%	2%	3%	17%	5%	11%	18%	6%	29%	0%	7.1
>\$300 a month	78	2%	4%	8%	2%	6%	17%	8%	10%	20%	8%	15%	0%	6.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	2%	2%	4%	3%	4%	14%	6%	12%	21%	10%	21%	1%	7.0
No/ Unsure	696	3%	2%	3%	2%	4%	14%	6%	12%	17%	8%	28%	1%	7.2

I DON'T TRUST POWER COMPANIES WHO PROMISE A BETTER DEAL AS THEY ALL END UP CHARGING THE SAME

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

I don't trust power companies who promise a better deal as they all end up charging the same
 ban1 by q14_8

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	5%	2%	5%	6%	6%	20%	9%	11%	12%	5%	17%	2%	6.1
AREA														
Auckland	324	5%	1%	3%	5%	8%	21%	8%	11%	11%	5%	20%	2%	6.3
Christchurch	109	7%	4%	7%	9%	4%	17%	8%	12%	12%	1%	16%	3%	5.6
Wellington	102	4%	2%	1%	11%	8%	16%	11%	12%	12%	5%	18%	0%	6.2
Provincial (NI)	332	4%	3%	6%	5%	6%	22%	8%	10%	13%	4%	16%	3%	6.0
Provincial (SI)	133	5%	3%	6%	6%	6%	19%	12%	12%	10%	8%	12%	1%	5.8
SEX														
Male	480	3%	2%	5%	6%	7%	18%	9%	13%	12%	5%	18%	2%	6.3
Female	520	6%	3%	5%	6%	6%	23%	8%	9%	11%	4%	17%	2%	5.9
AGE GROUP														
18-29	98	5%	1%	4%	9%	8%	32%	6%	13%	10%	0%	11%	1%	5.5
30-44	407	3%	3%	5%	7%	6%	18%	11%	10%	13%	6%	16%	2%	6.1
45-59	274	3%	2%	4%	4%	8%	20%	8%	16%	11%	6%	17%	1%	6.3
60 plus	221	9%	3%	5%	6%	3%	19%	6%	6%	12%	3%	23%	5%	6.0
HOUSEHOLD INCOME														
\$20,000 or less	54	10%	6%	0%	3%	4%	17%	6%	10%	9%	0%	28%	7%	6.1
\$20,001-30,000	63	5%	8%	4%	3%	7%	32%	7%	8%	12%	4%	9%	1%	5.4
\$30,001-40,000	78	4%	0%	9%	7%	7%	21%	2%	10%	10%	5%	20%	5%	6.1
\$40,001-50,000	67	2%	2%	7%	8%	8%	28%	6%	7%	12%	3%	15%	2%	5.8
\$50,001-70,000	162	5%	3%	6%	5%	5%	24%	8%	9%	11%	6%	17%	1%	6.0
\$70,001-100,000	197	4%	1%	4%	8%	7%	18%	10%	16%	11%	4%	16%	1%	6.2
More than \$100,000	258	3%	3%	4%	6%	9%	17%	11%	13%	11%	5%	17%	1%	6.2
Income was nil/or made a loss	1	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	3.0
Prefer not to say	119	8%	3%	3%	5%	1%	17%	10%	7%	17%	5%	18%	6%	6.2
ETHNICITY														
NZ Maori	81	15%	0%	4%	10%	3%	13%	7%	9%	8%	4%	22%	5%	5.7
Pacific Island	40	5%	3%	5%	5%	8%	16%	2%	8%	13%	0%	32%	3%	6.5
Asian	75	7%	3%	4%	7%	4%	21%	3%	14%	14%	6%	15%	2%	6.0
MONTHLY SPEND ON POWER														
<\$100 a month	129	6%	5%	5%	4%	4%	21%	5%	12%	11%	1%	23%	3%	6.1
\$100-\$200	515	5%	2%	5%	7%	6%	22%	8%	12%	11%	6%	14%	2%	5.9
\$201-\$300	246	4%	3%	5%	6%	7%	15%	10%	10%	12%	5%	20%	3%	6.2
>\$300 a month	78	5%	2%	4%	5%	5%	23%	10%	10%	10%	6%	20%	0%	6.2
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	5%	4%	7%	7%	9%	20%	10%	11%	11%	5%	10%	1%	5.5
No/ Unsure	696	5%	2%	3%	6%	5%	20%	8%	11%	12%	5%	20%	3%	6.3

POWER BILLS ARE CONFUSING AND HARD TO UNDERSTAND SO IT IS HARD TO KNOW IF YOU ARE GETTING A BETTER DEAL

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

Power bills are confusing and hard to understand so it is hard to know if you are getting a better deal
 ban1 by q14_9

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	9%	5%	7%	9%	7%	15%	6%	10%	13%	4%	14%	1%	5.3
AREA														
Auckland	324	8%	4%	6%	10%	8%	17%	6%	10%	11%	4%	15%	1%	5.6
Christchurch	109	13%	8%	9%	10%	3%	19%	5%	11%	8%	0%	14%	0%	4.7
Wellington	102	10%	6%	8%	16%	8%	13%	6%	10%	12%	3%	8%	0%	4.7
Provincial (NI)	332	11%	6%	9%	8%	7%	10%	7%	8%	14%	6%	13%	1%	5.3
Provincial (SI)	133	6%	4%	6%	6%	5%	19%	8%	11%	16%	2%	15%	2%	5.7
SEX														
Male	480	9%	6%	8%	9%	5%	14%	7%	11%	14%	4%	12%	1%	5.3
Female	520	10%	5%	7%	9%	9%	15%	6%	8%	11%	4%	15%	1%	5.3
AGE GROUP														
18-29	98	8%	5%	3%	6%	6%	20%	7%	14%	18%	1%	12%	0%	5.7
30-44	407	7%	6%	9%	9%	7%	11%	10%	10%	11%	5%	14%	1%	5.4
45-59	274	9%	5%	6%	10%	8%	16%	3%	11%	13%	5%	14%	0%	5.5
60 plus	221	14%	6%	8%	9%	5%	18%	4%	5%	12%	3%	13%	3%	4.9
HOUSEHOLD INCOME														
\$20,000 or less	54	14%	7%	3%	7%	10%	11%	6%	1%	14%	6%	17%	4%	5.3
\$20,001-30,000	63	11%	8%	6%	7%	10%	14%	4%	7%	12%	6%	15%	0%	5.3
\$30,001-40,000	78	10%	5%	10%	9%	5%	18%	3%	8%	12%	3%	15%	2%	5.2
\$40,001-50,000	67	6%	3%	6%	12%	11%	12%	11%	9%	9%	6%	14%	1%	5.6
\$50,001-70,000	162	8%	7%	10%	8%	4%	16%	8%	6%	13%	3%	17%	0%	5.4
\$70,001-100,000	197	9%	3%	7%	10%	5%	11%	10%	14%	12%	2%	16%	1%	5.6
More than \$100,000	258	7%	7%	7%	11%	8%	15%	4%	13%	14%	5%	8%	1%	5.2
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	8.0
Prefer not to say	119	16%	4%	7%	6%	4%	21%	6%	6%	12%	3%	14%	1%	5.0
ETHNICITY														
NZ Maori	81	17%	5%	4%	5%	5%	12%	7%	7%	11%	3%	23%	1%	5.4
Pacific Island	40	15%	5%	6%	10%	8%	11%	8%	3%	8%	8%	16%	2%	5.1
Asian	75	5%	1%	5%	6%	9%	17%	12%	12%	9%	4%	20%	0%	6.1
MONTHLY SPEND ON POWER														
<\$100 a month	129	19%	9%	7%	8%	7%	9%	5%	7%	10%	2%	16%	1%	4.7
\$100-\$200	515	9%	5%	7%	9%	7%	17%	6%	9%	13%	3%	13%	2%	5.3
\$201-\$300	246	6%	6%	7%	10%	6%	13%	9%	10%	13%	5%	14%	1%	5.6
>\$300 a month	78	7%	2%	9%	11%	11%	14%	7%	11%	12%	5%	11%	0%	5.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	8%	4%	9%	12%	6%	12%	6%	11%	13%	4%	15%	0%	5.5
No/ Unsure	696	10%	6%	7%	8%	7%	16%	7%	9%	12%	4%	13%	1%	5.3

I HAVE NO LOYALTY TO MY POWER COMPANY

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

I have no loyalty to my power company
 ban1 by q14_10

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	8%	6%	6%	8%	6%	19%	6%	8%	11%	5%	16%	1%	5.5
AREA														
Auckland	324	9%	4%	6%	7%	9%	18%	6%	6%	9%	6%	19%	1%	5.6
Christchurch	109	6%	8%	6%	9%	3%	26%	5%	8%	13%	1%	14%	1%	5.3
Wellington	102	6%	4%	2%	6%	6%	25%	8%	13%	9%	7%	13%	1%	5.9
Provincial (NI)	332	9%	7%	8%	8%	5%	16%	6%	7%	12%	7%	14%	1%	5.4
Provincial (SI)	133	9%	6%	7%	9%	3%	20%	5%	8%	12%	4%	14%	3%	5.4
SEX														
Male	480	6%	5%	6%	8%	5%	17%	6%	9%	14%	5%	18%	1%	5.9
Female	520	11%	7%	6%	8%	6%	21%	6%	7%	8%	6%	13%	1%	5.1
AGE GROUP														
18-29	98	9%	10%	7%	7%	7%	24%	6%	4%	6%	7%	13%	0%	5.0
30-44	407	6%	5%	5%	9%	7%	20%	7%	9%	8%	7%	16%	1%	5.7
45-59	274	8%	5%	6%	8%	6%	16%	4%	8%	16%	5%	18%	0%	5.8
60 plus	221	13%	6%	8%	6%	4%	19%	6%	7%	12%	2%	14%	3%	5.0
HOUSEHOLD INCOME														
\$20,000 or less	54	8%	4%	8%	3%	4%	20%	5%	6%	9%	6%	24%	3%	6.0
\$20,001-30,000	63	8%	7%	11%	4%	5%	27%	6%	7%	13%	3%	8%	1%	5.0
\$30,001-40,000	78	7%	4%	2%	7%	10%	23%	6%	2%	11%	2%	22%	4%	5.9
\$40,001-50,000	67	7%	8%	12%	9%	4%	16%	7%	7%	8%	6%	16%	0%	5.2
\$50,001-70,000	162	13%	7%	4%	9%	7%	21%	4%	11%	8%	4%	11%	1%	4.9
\$70,001-100,000	197	7%	6%	7%	8%	5%	18%	7%	7%	14%	6%	15%	0%	5.6
More than \$100,000	258	5%	5%	4%	9%	8%	15%	8%	10%	13%	10%	13%	0%	5.9
Income was nil/or made a loss	1	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2.0
Prefer not to say	119	12%	6%	6%	7%	2%	22%	3%	6%	8%	1%	24%	3%	5.5
ETHNICITY														
NZ Maori	81	8%	3%	5%	5%	4%	15%	2%	7%	9%	7%	32%	3%	6.5
Pacific Island	40	12%	11%	3%	5%	3%	21%	5%	3%	8%	16%	13%	0%	5.3
Asian	75	7%	7%	2%	5%	3%	29%	10%	5%	6%	3%	20%	3%	5.7
MONTHLY SPEND ON POWER														
<\$100 a month	129	10%	6%	8%	5%	5%	19%	4%	7%	10%	3%	21%	2%	5.5
\$100-\$200	515	8%	6%	6%	9%	5%	19%	6%	8%	12%	6%	14%	1%	5.5
\$201-\$300	246	8%	5%	8%	8%	6%	22%	8%	6%	10%	5%	14%	0%	5.4
>\$300 a month	78	8%	2%	4%	8%	8%	14%	4%	12%	12%	10%	17%	1%	6.1
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	6%	4%	4%	8%	6%	21%	5%	7%	12%	6%	20%	1%	6.0
No/ Unsure	696	9%	6%	7%	8%	6%	19%	6%	8%	11%	5%	14%	1%	5.3

POWER COMPANIES ARE PRETTY MUCH THE SAME - PRICE IS THE ONLY FACTOR THAT CAN BE DIFFERENT

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

Power companies are pretty much the same - price is the only factor that can be different
 ban1 by q14_11

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	3%	2%	5%	4%	7%	17%	6%	12%	16%	7%	18%	3%	6.5
AREA														
Auckland	324	4%	1%	3%	4%	8%	16%	5%	10%	19%	9%	19%	2%	6.6
Christchurch	109	7%	1%	5%	5%	4%	20%	4%	8%	19%	6%	18%	3%	6.3
Wellington	102	1%	0%	3%	2%	12%	17%	6%	12%	15%	8%	21%	3%	6.9
Provincial (NI)	332	3%	3%	6%	5%	6%	18%	7%	13%	14%	6%	16%	3%	6.2
Provincial (SI)	133	1%	4%	6%	4%	5%	13%	6%	14%	15%	6%	22%	4%	6.7
SEX														
Male	480	3%	2%	5%	4%	8%	14%	5%	11%	18%	9%	19%	2%	6.6
Female	520	3%	2%	5%	4%	7%	20%	6%	12%	15%	6%	17%	3%	6.4
AGE GROUP														
18-29	98	4%	2%	4%	2%	5%	31%	5%	12%	13%	2%	20%	0%	6.3
30-44	407	2%	1%	4%	5%	9%	16%	7%	12%	17%	8%	16%	3%	6.5
45-59	274	4%	2%	7%	5%	6%	15%	7%	12%	17%	7%	16%	2%	6.3
60 plus	221	5%	3%	3%	5%	5%	14%	2%	11%	16%	7%	24%	5%	6.7
HOUSEHOLD INCOME														
\$20,000 or less	54	4%	8%	4%	6%	9%	22%	3%	2%	11%	7%	22%	2%	6.0
\$20,001-30,000	63	1%	6%	8%	0%	11%	20%	6%	12%	12%	4%	15%	5%	6.0
\$30,001-40,000	78	2%	3%	3%	6%	5%	25%	4%	8%	16%	2%	18%	8%	6.3
\$40,001-50,000	67	3%	0%	8%	5%	3%	18%	7%	13%	11%	12%	19%	1%	6.6
\$50,001-70,000	162	4%	1%	3%	6%	6%	15%	7%	13%	15%	6%	22%	2%	6.6
\$70,001-100,000	197	2%	1%	6%	3%	7%	15%	5%	15%	19%	9%	18%	0%	6.8
More than \$100,000	258	2%	1%	6%	4%	9%	16%	6%	11%	19%	8%	16%	2%	6.5
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	8.0
Prefer not to say	119	9%	2%	3%	5%	4%	15%	3%	12%	15%	5%	20%	7%	6.3
ETHNICITY														
NZ Maori	81	6%	3%	7%	3%	5%	21%	8%	5%	9%	9%	20%	4%	6.2
Pacific Island	40	4%	3%	5%	5%	3%	19%	5%	3%	6%	11%	33%	3%	6.8
Asian	75	4%	0%	0%	3%	2%	15%	8%	15%	18%	10%	21%	4%	7.2
MONTHLY SPEND ON POWER														
<\$100 a month	129	10%	2%	4%	2%	5%	12%	4%	11%	17%	7%	23%	3%	6.5
\$100-\$200	515	2%	2%	4%	5%	7%	17%	6%	13%	17%	7%	17%	3%	6.5
\$201-\$300	246	3%	1%	4%	3%	9%	18%	4%	11%	16%	7%	21%	3%	6.6
>\$300 a month	78	2%	3%	10%	4%	4%	24%	9%	8%	12%	8%	13%	3%	6.0
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	3%	2%	5%	6%	9%	13%	7%	14%	14%	7%	18%	2%	6.3
No/ Unsure	696	4%	2%	4%	4%	6%	19%	5%	11%	17%	7%	18%	3%	6.5

I DON'T LIKE SIGNING CONTRACTS AS I'M WORRIED ABOUT THE FINE PRINT

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

I don't like signing contracts as I'm worried about the fine print
ban1 by q14_12

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	6%	3%	6%	8%	7%	16%	7%	10%	12%	5%	19%	1%	5.9
AREA														
Auckland	324	6%	2%	4%	7%	7%	21%	5%	11%	11%	4%	21%	1%	6.1
Christchurch	109	8%	3%	9%	7%	7%	13%	6%	9%	12%	6%	19%	1%	5.8
Wellington	102	7%	4%	10%	13%	6%	13%	5%	10%	11%	0%	21%	0%	5.5
Provincial (NI)	332	5%	4%	7%	7%	8%	15%	7%	10%	14%	4%	17%	2%	5.8
Provincial (SI)	133	7%	4%	4%	8%	5%	14%	9%	9%	10%	7%	22%	1%	6.1
SEX														
Male	480	7%	3%	6%	8%	8%	17%	7%	10%	13%	5%	15%	1%	5.7
Female	520	5%	3%	6%	7%	6%	16%	6%	10%	11%	4%	24%	2%	6.1
AGE GROUP														
18-29	98	3%	6%	4%	5%	8%	14%	7%	11%	14%	5%	23%	0%	6.3
30-44	407	6%	2%	8%	9%	8%	13%	8%	9%	12%	6%	18%	1%	5.9
45-59	274	4%	4%	6%	9%	6%	19%	7%	12%	12%	3%	18%	0%	5.9
60 plus	221	10%	4%	6%	5%	5%	18%	4%	8%	11%	5%	21%	3%	5.8
HOUSEHOLD INCOME														
\$20,000 or less	54	10%	3%	8%	9%	3%	16%	3%	5%	9%	2%	26%	6%	5.8
\$20,001-30,000	63	6%	7%	6%	2%	1%	27%	6%	13%	18%	3%	11%	0%	5.7
\$30,001-40,000	78	5%	3%	8%	2%	5%	18%	7%	8%	14%	4%	24%	2%	6.4
\$40,001-50,000	67	4%	0%	3%	10%	10%	12%	10%	10%	17%	3%	19%	2%	6.3
\$50,001-70,000	162	4%	2%	5%	5%	5%	20%	8%	8%	11%	6%	26%	0%	6.5
\$70,001-100,000	197	4%	3%	9%	8%	8%	11%	7%	16%	14%	4%	15%	1%	5.9
More than \$100,000	258	8%	4%	7%	12%	11%	16%	6%	7%	10%	4%	14%	1%	5.2
Income was nil/or made a loss	1	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1.0
Prefer not to say	119	9%	2%	3%	6%	3%	15%	3%	10%	9%	8%	30%	2%	6.6
ETHNICITY														
NZ Maori	81	10%	8%	8%	6%	4%	10%	7%	3%	10%	5%	29%	0%	5.9
Pacific Island	40	5%	3%	0%	5%	3%	8%	8%	10%	3%	14%	38%	3%	7.4
Asian	75	2%	1%	3%	13%	5%	20%	6%	3%	18%	7%	19%	3%	6.4
MONTHLY SPEND ON POWER														
<\$100 a month	129	9%	4%	7%	3%	11%	16%	4%	9%	8%	3%	23%	3%	5.8
\$100-\$200	515	6%	3%	5%	7%	6%	17%	6%	10%	13%	5%	21%	1%	6.1
\$201-\$300	246	7%	3%	7%	9%	6%	16%	7%	12%	12%	4%	16%	1%	5.7
>\$300 a month	78	3%	4%	10%	11%	11%	10%	10%	10%	10%	4%	17%	0%	5.6
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	7%	2%	9%	8%	8%	16%	8%	9%	10%	4%	18%	1%	5.7
No/ Unsure	696	6%	4%	5%	7%	7%	16%	6%	10%	13%	5%	20%	1%	6.1

I FEEL MY VIEWS ARE OFTEN DIFFERENT FROM THE AVERAGE NEW ZEALANDER

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

I feel my views are often different from the average New Zealander
 ban1 by q14_13

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	5%	5%	8%	7%	7%	27%	7%	8%	9%	3%	11%	3%	5.3
AREA														
Auckland	324	5%	4%	8%	6%	8%	28%	8%	7%	9%	3%	11%	3%	5.3
Christchurch	109	6%	3%	9%	9%	7%	32%	8%	8%	7%	0%	9%	2%	4.9
Wellington	102	5%	7%	10%	8%	8%	26%	4%	9%	10%	2%	10%	1%	5.0
Provincial (NI)	332	5%	6%	8%	7%	7%	23%	7%	10%	10%	3%	10%	4%	5.3
Provincial (SI)	133	5%	3%	10%	3%	5%	33%	7%	7%	6%	4%	15%	2%	5.5
SEX														
Male	480	4%	4%	8%	6%	6%	27%	9%	10%	10%	3%	11%	2%	5.5
Female	520	6%	5%	9%	7%	7%	28%	6%	7%	7%	3%	11%	4%	5.1
AGE GROUP														
18-29	98	5%	7%	1%	0%	8%	36%	10%	12%	7%	2%	11%	1%	5.5
30-44	407	4%	4%	11%	8%	7%	26%	7%	9%	9%	3%	9%	3%	5.2
45-59	274	4%	5%	8%	7%	7%	27%	9%	8%	7%	4%	13%	1%	5.4
60 plus	221	9%	5%	8%	5%	4%	27%	5%	7%	10%	2%	13%	5%	5.2
HOUSEHOLD INCOME														
\$20,000 or less	54	15%	5%	7%	0%	7%	27%	7%	0%	12%	0%	12%	8%	4.8
\$20,001-30,000	63	7%	8%	5%	5%	1%	27%	3%	7%	16%	6%	12%	3%	5.6
\$30,001-40,000	78	6%	3%	11%	8%	10%	18%	3%	4%	11%	1%	19%	6%	5.4
\$40,001-50,000	67	3%	3%	8%	7%	8%	32%	6%	7%	9%	1%	13%	3%	5.5
\$50,001-70,000	162	4%	4%	9%	9%	3%	30%	9%	11%	5%	3%	11%	2%	5.3
\$70,001-100,000	197	4%	4%	9%	6%	8%	29%	11%	9%	8%	3%	8%	1%	5.2
More than \$100,000	258	4%	5%	9%	7%	9%	26%	8%	10%	8%	3%	10%	1%	5.2
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	8.0
Prefer not to say	119	6%	7%	7%	5%	4%	29%	4%	9%	8%	3%	13%	5%	5.3
ETHNICITY														
NZ Maori	81	12%	5%	4%	3%	4%	22%	7%	8%	16%	5%	10%	4%	5.4
Pacific Island	40	8%	8%	8%	3%	3%	24%	11%	3%	14%	5%	8%	5%	5.2
Asian	75	1%	3%	3%	8%	4%	27%	6%	15%	15%	1%	9%	8%	5.9
MONTHLY SPEND ON POWER														
<\$100 a month	129	7%	7%	7%	3%	7%	22%	8%	6%	8%	2%	18%	5%	5.5
\$100-\$200	515	5%	4%	8%	7%	6%	30%	8%	9%	9%	2%	10%	2%	5.3
\$201-\$300	246	6%	5%	9%	8%	8%	27%	7%	8%	7%	3%	9%	3%	5.0
>\$300 a month	78	3%	4%	13%	4%	10%	25%	3%	10%	13%	3%	12%	0%	5.4
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	6%	5%	10%	7%	7%	27%	8%	6%	8%	3%	10%	3%	5.1
No/ Unsure	696	5%	4%	8%	6%	7%	28%	7%	9%	9%	3%	11%	3%	5.4

I AM SICK OF BEING TOLD WHAT I CAN AND CAN'T DO

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

I am sick of being told what I can and can't do
 ban1 by q14_14

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	9%	6%	7%	5%	5%	22%	4%	7%	9%	5%	19%	2%	5.6
AREA														
Auckland	324	11%	6%	7%	4%	6%	25%	4%	6%	9%	4%	17%	1%	5.3
Christchurch	109	10%	4%	11%	8%	5%	16%	3%	10%	8%	3%	20%	2%	5.4
Wellington	102	7%	6%	5%	7%	3%	27%	5%	8%	9%	6%	13%	4%	5.5
Provincial (NI)	332	8%	7%	5%	4%	5%	21%	4%	9%	8%	5%	22%	2%	5.9
Provincial (SI)	133	6%	6%	8%	5%	6%	21%	5%	6%	8%	6%	21%	2%	5.8
SEX														
Male	480	6%	6%	6%	6%	4%	22%	5%	8%	10%	7%	18%	2%	5.8
Female	520	11%	7%	7%	4%	6%	22%	2%	8%	8%	3%	20%	2%	5.3
AGE GROUP														
18-29	98	6%	9%	5%	7%	2%	29%	2%	12%	4%	4%	19%	1%	5.5
30-44	407	9%	7%	9%	6%	6%	21%	4%	8%	9%	4%	16%	1%	5.2
45-59	274	9%	6%	5%	4%	5%	24%	4%	7%	9%	7%	19%	1%	5.8
60 plus	221	10%	4%	5%	3%	5%	19%	5%	5%	9%	4%	26%	5%	6.1
HOUSEHOLD INCOME														
\$20,000 or less	54	10%	11%	1%	3%	8%	15%	6%	5%	10%	0%	25%	6%	5.6
\$20,001-30,000	63	14%	8%	3%	0%	5%	16%	6%	4%	11%	7%	25%	1%	5.9
\$30,001-40,000	78	9%	6%	7%	3%	4%	24%	3%	6%	12%	4%	20%	2%	5.6
\$40,001-50,000	67	8%	1%	11%	3%	11%	11%	2%	5%	10%	3%	33%	2%	6.3
\$50,001-70,000	162	8%	11%	4%	3%	2%	28%	2%	12%	9%	5%	15%	1%	5.4
\$70,001-100,000	197	6%	5%	10%	5%	5%	20%	4%	9%	8%	8%	18%	2%	5.7
More than \$100,000	258	7%	5%	8%	8%	7%	26%	5%	8%	7%	5%	13%	1%	5.3
Income was nil/or made a loss	1	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.0
Prefer not to say	119	14%	4%	3%	6%	2%	22%	4%	3%	9%	2%	27%	4%	5.7
ETHNICITY														
NZ Maori	81	11%	5%	2%	5%	5%	16%	6%	7%	8%	4%	27%	4%	5.9
Pacific Island	40	8%	5%	3%	6%	5%	22%	3%	5%	13%	5%	25%	0%	6.1
Asian	75	12%	4%	0%	2%	4%	25%	3%	12%	14%	6%	15%	3%	5.9
MONTHLY SPEND ON POWER														
<\$100 a month	129	10%	6%	7%	4%	5%	18%	2%	6%	6%	3%	29%	4%	5.9
\$100-\$200	515	9%	6%	7%	5%	5%	22%	4%	8%	9%	4%	19%	2%	5.6
\$201-\$300	246	10%	7%	5%	6%	4%	22%	5%	10%	9%	6%	15%	1%	5.5
>\$300 a month	78	5%	4%	14%	3%	8%	31%	1%	3%	5%	7%	19%	0%	5.5
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	6%	8%	8%	3%	6%	22%	5%	7%	10%	3%	20%	2%	5.6
No/ Unsure	696	10%	5%	6%	6%	5%	22%	3%	8%	8%	6%	19%	2%	5.6

IT'S EASY TO SWITCH POWER COMPANY

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

It's easy to switch power company
ban1 by q14_15

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	3%	2%	3%	4%	5%	15%	6%	11%	18%	6%	19%	8%	6.7
AREA														
Auckland	324	4%	3%	3%	4%	5%	17%	5%	10%	16%	6%	20%	7%	6.5
Christchurch	109	4%	2%	3%	5%	4%	15%	7%	10%	14%	6%	22%	8%	6.7
Wellington	102	2%	2%	0%	7%	8%	17%	4%	11%	24%	5%	16%	4%	6.7
Provincial (NI)	332	3%	1%	3%	3%	5%	13%	5%	12%	19%	8%	17%	11%	6.9
Provincial (SI)	133	4%	3%	2%	4%	5%	13%	11%	12%	14%	4%	18%	10%	6.5
SEX														
Male	480	2%	2%	3%	4%	6%	15%	6%	11%	20%	5%	18%	8%	6.7
Female	520	5%	2%	3%	4%	4%	15%	5%	11%	16%	7%	19%	9%	6.6
AGE GROUP														
18-29	98	4%	2%	4%	1%	4%	21%	4%	18%	14%	7%	14%	7%	6.5
30-44	407	1%	2%	2%	4%	7%	14%	8%	11%	18%	7%	19%	7%	6.9
45-59	274	2%	3%	3%	5%	6%	14%	5%	13%	21%	4%	18%	6%	6.6
60 plus	221	9%	2%	3%	4%	1%	16%	3%	6%	16%	6%	20%	14%	6.4
HOUSEHOLD INCOME														
\$20,000 or less	54	9%	2%	4%	2%	2%	20%	4%	2%	13%	7%	26%	9%	6.5
\$20,001-30,000	63	6%	2%	2%	8%	3%	20%	1%	9%	18%	5%	17%	9%	6.3
\$30,001-40,000	78	4%	3%	0%	6%	4%	8%	5%	12%	23%	5%	18%	12%	6.8
\$40,001-50,000	67	4%	0%	3%	3%	5%	13%	8%	9%	12%	10%	25%	8%	7.0
\$50,001-70,000	162	3%	3%	2%	7%	5%	18%	6%	14%	11%	6%	18%	7%	6.4
\$70,001-100,000	197	0%	1%	4%	3%	6%	14%	8%	12%	19%	7%	19%	7%	7.0
More than \$100,000	258	2%	3%	3%	3%	7%	13%	6%	14%	22%	7%	14%	6%	6.6
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	8.0
Prefer not to say	119	7%	3%	2%	1%	5%	17%	2%	4%	15%	4%	24%	16%	6.6
ETHNICITY														
NZ Maori	81	3%	5%	1%	3%	4%	11%	5%	11%	14%	4%	26%	13%	7.0
Pacific Island	40	8%	5%	5%	0%	5%	24%	6%	8%	13%	0%	18%	8%	5.7
Asian	75	3%	2%	1%	6%	8%	9%	7%	10%	17%	9%	25%	3%	7.0
MONTHLY SPEND ON POWER														
<\$100 a month	129	5%	2%	2%	4%	5%	12%	4%	6%	15%	12%	22%	11%	6.9
\$100-\$200	515	3%	2%	3%	5%	5%	15%	6%	11%	19%	6%	18%	7%	6.6
\$201-\$300	246	3%	2%	3%	2%	4%	14%	7%	14%	18%	4%	20%	9%	6.8
>\$300 a month	78	4%	1%	3%	2%	10%	19%	3%	12%	15%	5%	13%	13%	6.3
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	0%	1%	2%	3%	4%	8%	6%	14%	23%	11%	28%	0%	7.7
No/ Unsure	696	5%	3%	3%	4%	6%	18%	6%	10%	15%	4%	14%	12%	6.2

YOU CAN SAVE MONEY BY SWITCHING POWER COMPANY

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

You can save money by switching power company
ban1 by q14_16

	Base	0 Strongly disagree	1	2	3	4	5	6	7	8	9	10 Strongly agree	Unsure	Mean
All	1000	4%	4%	4%	4%	5%	24%	7%	12%	13%	5%	14%	4%	6.1
AREA														
Auckland	324	3%	2%	6%	2%	4%	25%	8%	13%	14%	6%	13%	4%	6.2
Christchurch	109	4%	1%	3%	7%	8%	28%	1%	13%	12%	3%	17%	3%	6.1
Wellington	102	1%	5%	5%	4%	6%	18%	9%	14%	17%	4%	13%	4%	6.2
Provincial (NI)	332	4%	5%	1%	5%	5%	24%	8%	10%	11%	5%	15%	7%	6.0
Provincial (SI)	133	5%	6%	4%	5%	3%	26%	9%	9%	12%	5%	15%	1%	5.8
SEX														
Male	480	3%	4%	5%	4%	4%	22%	7%	14%	14%	7%	12%	4%	6.1
Female	520	5%	4%	3%	4%	5%	26%	7%	10%	12%	3%	17%	4%	6.0
AGE GROUP														
18-29	98	1%	3%	5%	2%	1%	24%	6%	20%	13%	6%	18%	1%	6.6
30-44	407	1%	3%	2%	4%	6%	25%	7%	13%	15%	5%	16%	3%	6.5
45-59	274	4%	5%	4%	3%	3%	23%	10%	11%	13%	5%	14%	5%	6.0
60 plus	221	10%	6%	5%	5%	6%	24%	5%	8%	10%	4%	10%	7%	5.1
HOUSEHOLD INCOME														
\$20,000 or less	54	11%	6%	7%	2%	7%	23%	4%	5%	7%	2%	22%	4%	5.4
\$20,001-30,000	63	5%	7%	2%	5%	4%	19%	6%	9%	12%	7%	18%	6%	6.2
\$30,001-40,000	78	3%	4%	3%	5%	1%	32%	8%	13%	14%	3%	6%	8%	5.8
\$40,001-50,000	67	4%	2%	2%	3%	5%	27%	6%	14%	13%	4%	17%	3%	6.4
\$50,001-70,000	162	3%	2%	1%	5%	4%	29%	7%	11%	13%	5%	16%	4%	6.4
\$70,001-100,000	197	3%	2%	3%	3%	3%	23%	9%	18%	16%	6%	11%	3%	6.4
More than \$100,000	258	2%	6%	4%	4%	7%	22%	9%	10%	12%	6%	14%	4%	6.0
Income was nil/or made a loss	1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	10.0
Prefer not to say	119	8%	6%	8%	4%	4%	20%	6%	9%	11%	2%	16%	6%	5.5
ETHNICITY														
NZ Maori	81	5%	8%	2%	3%	3%	19%	1%	11%	16%	4%	18%	10%	6.2
Pacific Island	40	5%	5%	3%	6%	2%	19%	10%	0%	13%	11%	21%	5%	6.4
Asian	75	3%	1%	5%	3%	3%	14%	9%	14%	19%	4%	21%	4%	6.8
MONTHLY SPEND ON POWER														
<\$100 a month	129	6%	4%	2%	2%	8%	23%	4%	10%	14%	2%	17%	8%	6.0
\$100-\$200	515	4%	4%	4%	5%	4%	23%	9%	11%	11%	6%	15%	4%	6.1
\$201-\$300	246	2%	3%	5%	2%	6%	25%	7%	13%	17%	3%	14%	3%	6.3
>\$300 a month	78	5%	5%	2%	1%	7%	32%	4%	14%	12%	6%	7%	5%	5.7
CHANGED ELECTRICITY SUPPLIER IN PAST TWO YEARS														
Yes	304	1%	1%	1%	3%	4%	18%	7%	14%	18%	8%	22%	3%	7.1
No/ Unsure	696	5%	5%	5%	4%	5%	27%	7%	11%	11%	4%	11%	5%	5.6

Quantitative survey

Final 3

EA Survey - Jan 2013

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

We are conducting a nationwide opinion poll about an important issue for New Zealand. We are doing it on behalf of the Electricity Authority to understand the public's views about switching power companies.

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

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

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

GOTOSMS

SEX INTERVIEWER: Enter sex of respondent

Male.....1
Female.....2

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

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

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

Thank you for your time. This is the end of the survey

ASK ALL

Q1 What is the name of the company that you pay your monthly electricity bills to?
[READ LIST ONLY IF RESPONDANT IS UNSURE]

- Contact Energy.....1
- Genesis Energy.....2
- Mega Energy.....3
- Mercury Energy.....4
- Meridian Energy.....5
- TrustPower.....6
- Energy Online.....7
- Empower.....8
- Bay of Plenty Electricity.....9
- Bosco Connect.....0
- Energy Direct.....1
- Just Energy.....2
- King Country Energy.....3
- Nova Energy.....4
- Opunake Hydro.....5
- Powershop NZ.....6
- Prime Energy.....7
- Pulse Energy.....8
- Tiny Mighty Power.....9
- [DO NOT READ]Unsure/Don't know.....0

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

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

Q2 Does your house also have a gas supply?
[DO NOT READ]

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

IF Q2='Yes' ASK

Q2A Is your gas supply piped into your home or do you have LPG bottled gas?
Bottled.....1
Piped into home.....2

Q2B Do you have the same power company supplying electricity and gas to your home?
[DO NOT READ]

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

ASK ALL

Q3 Using a 1-5 scale where 1 means - very satisfied, and 5 - not at all satisfied, how satisfied are you with your power company on the following?
[RANDOMIZE]

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

	-1- (25)	-2- (26)	-3- (27)	-4- (28)	-5- (29)	SP
1 - Very satisfied	1	1	1	1	1	
2.....	2	2	2	2	2	
3.....	3	3	3	3	3	
4.....	4	4	4	4	4	
5 - Not at all satisfied.....	5	5	5	5	5	
[DO NOT READ] Unsure.....	6	6	6	6	6	

*****New Question*****

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

IF Q4='Yes' ASK

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

Q4BX On the most recent occasion you changed power company did you change as a result of..

[READ LIST]

[INTERVIEWER: DO NOT PROMPT "OTHER"]

Approaching another company to switch.....1
Being approached by another company to switch...2
Finding a better deal by using an online price comparison website.....3
[DO NOT READ]Don't Know/Unsure.....4
Other (specify) 5

(41-60)

Specified Other

Q4C

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

[MULTI]

[INTERVIEWER:IF SWITCHED TWO OR MORE TIMES, PROMPT RESPONDENT FOR MOST RECENT TIME]

[DO NOT READ]

MP

Personal approach from a power company with a better deal.....1
A financial incentive from the power company.....2
High bill from your previous power company.....3
Moved home.....4
Poor customer service from previous power company5
Recommendation from friends or family.....6
Desire to have gas and electricity with the same supplier.....7
Desire to have other services e.g. broadband services with the power company.....8
Visit to price comparison website.....9
Direct mail from a power company.....0
Wanted a power company who produces electricity from sustainable sources.....1
Visit to power company website.....2
Advertisement/billboard.....3
Energy saving advice from a power company.....4
Power company sponsors local community activities5
Power company also supplies gas and offers a discount for having both gas and electricity on the one bill.....6
Power company offers flexibility on when or how to pay.....7
Body corporate changed power company.....8
Advice from energy consultant.....9

MP

Advertising/ Post-it ads/ whatsmynumber campaign.0
[DO NOT READ]Don't Know/Unsure.....1
Other (specify) 2

(36-55)

Specified Other

ASK ALL

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

- 1- A visit to your home by a power company representative
- 2- A phone call from another power company
- 3- Information in the mail from an independent government or consumer agency
- 4- Power company website
- 5- An independent website that compares the prices of different power companies
- 6- An advert that shows you how to switch
- 7- An advert that tells the story of people who have switched
- 8- Advice from a consumer's advocate like Fair Go or Consumer New Zealand
- 9- Advice from a budget advisor, Work and Income or Citizens Advice Bureau
- 10- Stories of others who have switched easily
- 11- Reassurance that it is safe and easy to switch from an independent watchdog
- 12- Knowing that over five hundred thousand households have switched in the past year
- 13- An email or text prompt from an independent authority suggesting you could save money if you switched to another power company

	-8-	-9-	-10-	-11-	-12-	-13-	
	(63)	(64)	(65)	(66)	(67)	(68)	SP
1 - very effective	1	1	1	1	1	1	
2.....	2	2	2	2	2	2	
3.....	3	3	3	3	3	3	
4.....	4	4	4	4	4	4	
5 -not at all effective.....	5	5	5	5	5	5	
Don't Know/Unsure.	6	6	6	6	6	6	

*****New Question*****

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

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

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

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

MP

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

Specified Other

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

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

MP

Happy with price of current power company/current power company will match any deals.....1
 Happy with service from current power company...2
 Did not trust there would be real gains from switching.....3
 Too busy to investigate the best deals available.4
 Lack of information on best deals available.....5
 Switching seemed too much hassle.....6
 Have not got round to looking into this.....7
 Did not want to get locked into a contract.....8
 Was already locked into a contract.....9
 Concerned there might be a problem with continuity of supply if we switched.....0
 Electricity is such a small cost to my household it's not worth it.....1
 Offer(s) were no cheaper.....2
 Concern about losing the rebate from the community owned lines company.....3
 No other power company would take on my household4
 Concern about connection or disconnection fees...5
 Fear of loss of power during the changeover period.....6
 Current power company made a counter offer when I mentioned I was going to switch.....7
 Don't Know/Unsure.....8
 Other (specify) 9
 (30-49)

Specified Other

ASK ALL

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

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

Q6 How many different power companies have APPROACHED YOU about switching in the past two years?

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

Q7 How many different power companies have YOU APPROACHED about switching in the past two years?

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

Q8 Using a 1 to 5 scale where 1 means - very likely, and 5 means - not at all likely, how likely would you be to visit an independent website that could help you compare prices and tell you the lowest cost power company to meet your household needs?

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

Q9 Using a 0-10 scale where 0 means - not at all useful, and 10 means - very useful, how useful would each of the following ways be, in helping you to compare power company prices:

[11 = Unsure]
[RANDOMIZE]

- 1- An independent consumer website
- 2- A flyer in the mail
- 3- Provision of an 0800 number
- 4- Information with your electricity bill
- 5- Public notice in the local newspaper
- 6- Case studies on how other people have saved money
- 7- As part of the information on electrical appliances
- 8- As part of the information when you move home
- 9- A fridge magnet with details of a price comparison website on it
- 10- Social media such as Facebook
- 11- Online advertising on sites like Stuff, NZ Herald and Trademe
- 12- As part of a campaign that promotes energy efficiency

*****New Question*****

Q9B Do you have any other suggestions on ways to provide information to compare electricity prices?

(8-27)

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

I generally stick with the same companies that provide me with products and services.....1
I generally stick with the same companies unless I have a poor service experience or their prices go up sharply and then I look around.....2
I change companies often and will almost always take a better deal if that comes along.....3
[DO NOT READ]Depends/Other.....4
[DO NOT READ]Unsure/Don't know.....5

Q10A 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 power deal?
1 - Very likely.....1
2.....2
3.....3
4.....4
5 - Not at all likely.....5
[DO NOT READ]Unsure.....6

IF Q10A='1 - Very likely' OR Q10A='2' OR Q10A='3' ASK

Q10B Generally how often do you shop around and review which power company has the best deal?
[READ LIST]

At least once a month.....1
About every three months.....2
About every six months.....3
Once a year.....4
Once every two years or more.....5
[DO NOT READ]Unsure.....6

ASK ALL

Q10C Over the past two years, have you become more likely or less likely to shop for the best deal for power, or has there been no change in what you do?
[DO NOT READ]

More likely.....1
Less likely.....2
No change.....3
Unsure.....4

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

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

Q11X Have you visited the price comparison website whatsmynumber.org.nz to compare what you pay with what another power company charges?
 Yes.....1
 No.....2
 Unsure.....3

IF Q11X='Yes' ASK

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

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

Q11B Using a 1-5 scale where 1 means - very satisfied - and 5 - not at
 all satisfied, how satisfied were you with the following aspects of
 the whats my number website?
 [RANDOMIZE]

-1-	Ease of use				
-2-	Providing you with the information you wanted				
-3-	Accuracy of information				
		-1-	-2-	-3-	
		(35)	(36)	(37)	SP
1 - very satisfied		1	1	1	
2.....		2	2	2	
3.....		3	3	3	
4.....		4	4	4	
5 - not at all					
satisfied.....		5	5	5	
[DO NOT READ]					
Unsure.....		6	6	6	

*****New Question*****

ASK ALL

Q12 Have you visited another consumer price comparison website called
 powerswitch?
 Yes.....1
 No.....2
 Unsure.....3

IF Q12='Yes' ASK

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

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

Q12B Using a 1-5 scale where 1 means - very satisfied - and 5 - not at all satisfied, how satisfied were you with the following aspects of the powerswitch website?
[RANDOMIZE]

-1- Ease of use				
-2- Providing you with the information you wanted				
-3- Accuracy of information				
	-1-	-2-	-3-	
	(40)	(41)	(42)	SP
1 - very satisfied	1	1	1	
2.....	2	2	2	
3.....	3	3	3	
4.....	4	4	4	
5 - not at all satisfied.....	5	5	5	
[DO NOT READ]				
Unsure.....	6	6	6	

*****New Question*****

ASK ALL

Q12C How much would you need to save off your annual power bill to make it worthwhile shopping around on a free and independent price comparison website?
[READ LIST]

- Up to \$50.....1
- Up to \$100.....2
- Up to \$150.....3
- Up to \$200.....4
- Up to \$250.....5
- Up to \$300.....6
- Up to \$350.....7
- Or \$400 or more.....8
- Or you won't shop around at all.....9
- [DO NOT READ]unsure.....0

Q13 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 free and independent price comparison website to get offers from power companies on a better deal for you?
 [11="UNSURE"]
 [RANDOMIZE]

- 1- A flyer in the mail
- 2- Provision of an 0800 number
- 3- Information with your electricity bill
- 4- Advertisements in newspapers
- 5- Advertisements in magazines
- 6- Case studies on how others have saved money
- 7- A television advertisement
- 8- Online advertising on sites like Stuff, NZ Herald and Trademe
- 9- Social media such as Facebook
- 10- An email or text reminder to visit the site
- 11- An email or text message when a cheaper deal was available
- 12- Outside advertising such as billboards, buses, and bus shelters
- 13- A radio advertisement

-8- -9- -10- -11- -12- -13-
 (59-60) (61-62) (63-64) (65-66) (67-68) (69-70)

0 TO 11..... _____

*****New Question*****

Q13A Do you believe it is worthwhile reviewing which power company can offer you the best deal?

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

IF Q13A='Yes' ASK

Q13B How often do you think you should review to see if you have got the best deal?

[READ LIST]

- At least once a month.....1
- About every three months.....2
- About every six months.....3
- Once a year.....4
- Once every two years or more.....5
- Unsure.....6

ASK ALL

Q13C 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 you?

[11="UNSURE"]
 [RANDOMIZE]

- 1- Power companies
- 2- Banks
- 3- Mobile telephone provider
- 4- Broadband provider
- 5- Landline telephone provider

-1- -2- -3- -4- -5-
 (73-74) (75-76) (77-78) (79-80) 4/8-9

0 TO 11..... _____

Q13D 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?
 [11="UNSURE"]
 [RANDOMIZE]

-1- Power companies
 -2- Banks
 -3- Mobile telephone provider
 -4- Broadband provider
 -5- Landline telephone provider

	-1-	-2-	-3-	-4-	-5-
	(10-11)	(12-13)	(14-15)	(16-17)	(18-19)

0 TO 11..... _____

*****New Question*****

Q13E 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 power company you would still be on the best deal in 12 months time?

1 - Very confident.....1
 2.....2
 3.....3
 4.....4
 5 - Not confident at all.....5
 Unsure.....6

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

-1- I constantly look out for new opportunities to do things differently
 -2- I generally trust people and will give them a fair hearing
 -3- I am confident on the Internet and use it to purchase goods and services
 -4- I find it's always best to be cautious and get a second opinion on most things before making up my own mind
 -5- I like looking out for bargains and always go for the best deal
 -6- Even if I could save a few dollars I probably couldn't be bothered making changes to what I do
 -7- I don't make spontaneous decisions and like to take time to weigh things up
 -8- I don't trust power companies who promise a better deal as they all end up charging the same
 -9- Power bills are confusing and hard to understand so it is hard to know if you are getting a better deal
 -10- I have no loyalty to my power company
 -11- Power companies are pretty much the same - price is the only factor that can be different
 -12- I don't like signing contracts as I'm worried about the fine print
 -13- I feel my views are often different from the average New Zealander
 -14- I am sick of being told what I can and can't do
 -15- It's easy to switch power company
 -16- You can save money by switching power company

	-15-	-16-
	(49-50)	(51-52)

0 TO 11..... _____

*****New Question*****

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

[11 = Unsure]
[RANDOMIZE]

- 1- I am conscious of finding a balance between my work and home life
- 2- I am under financial pressure
- 3- I like to make new friends and expand my social network
- 4- I like to think about and debate key issues of the day
- 5- I am a sporty, outdoors person
- 6- Lack of time is a much bigger problem for me than lack of money
- 7- Big companies only care about making profits

-1- -2- -3- -4- -5- -6- -7-
 (53-54) (55-56) (57-58) (59-60) (61-62) (63-64) (65-66)

0 TO 11.....

*****New Question*****

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

[RANDOMIZE]

- 1- I read the newspaper or view it online nearly every day
- 2- I don't think there's any point in changing things unless there's something wrong
- 3- I like to keep up with the latest technology
- 4- I like to keep up with the latest fashions
- 5- I drive everywhere I go
- 6- I go overseas at least once every couple of years
- 7- I often surf the internet
- 8- I'm involved in a lot of voluntary community activity
- 9- I read the business news just about every day
- 10- I always read the local community newspapers thoroughly
- 11- I have a tertiary qualification

	-8- (74)	-9- (75)	-10- (76)	-11- (77)	
Yes.....	1	1	1	1	SP
No.....	2	2	2	2	
Unsure.....	3	3	3	3	

*****New Question*****

Q17 In the last two years have you switched:

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

	-1- (78)	-2- (79)	-3- (80)	-4- 5/8	
Yes.....	1	1	1	1	SP
No.....	2	2	2	2	
Unsure.....	3	3	3	3	

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

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

Yourself.....1
Yourself and your spouse or partner.....2
Yourself and others in the household.....3
[DO NOT READ]Unsure.....4
Other (specify) 5
(10-29)
Specified Other

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

D2 How many people 18 years of age or older are currently living in your household, including yourself?
[DO NOT READ]

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

D3 And how many people under the age of 18 years of age are currently living in your household?
[DO NOT READ]

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

F2 What is your occupation?

(33-52)

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

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

F4	<p>What is your total PERSONAL income, including income support, before tax. Please stop me when I read out the appropriate income range. [READ LIST]</p> <p>Less than \$15,000.....1 \$15,001-25,000.....2 \$25,001-30,000.....3 \$30,001-40,000.....4 \$40,001-50,000.....5 \$50,001-70,000.....6 More than \$70,000.....7 Income was nil/or made a loss.....8 [DO NOT READ] Refused.....9</p>
F6	<p>Which of the following ethnic groups do you belong to? One or several groups may apply to you. [MULTI] [CODE ALL THAT APPLY] [READ LIST]</p> <p style="text-align: right;">MP</p> <p>NZ Maori.....1 NZ European.....2 British.....3 Other European.....4 Pacific Island.....5 Chinese.....6 Indian.....7 Other Asian.....8 Other (specify).....9 (56-75)</p> <p>Specified Other</p>
RUR2	<p>Do you live in a rural area or district that has a population of less than 2,000 people? [DO NOT READ]</p> <p>Yes.....1 No.....2 Unsure.....3</p>
F20	<p>Which ONE of these statements is true about your legal marital or civil union status? [INTERVIEWER: PROMPT - Please answer for your most recent] [READ LIST]</p> <p>a) I have never been legally married or in a civil union.....1 b) I am divorced or my marriage has been dissolved.....2 c) I am a widow / widower / bereaved civil union partner.....3 d) I am permanently separated from my legal husband, wife or civil union partner.....4 e) I am legally married.....5 f) I am in a civil union.....6 g) I am in a defacto relationship.....7 [DO NOT READ] Unsure.....8 [DO NOT READ] Refused.....9</p>

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

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

IF AGECHK NOT F1 ASK

AGEDIFF INTERVIEWER: Please enter the reason why the age is not the same as entered at the start of the survey

(8-27)

ASK ALL

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

PHCHKand can I confirm that your phone number is %KEY%

Yes.....	1
No.....	2

IF PHCHK='No' ASK

STD Could you please tell me the std code for your area
[YOU CAN ONLY ENTER THE STD CODE 04 OR 4]

1 TO 9 _____ (29)

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

1000000 TO 9999999 _____ (30-36)

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

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

IF FOCUS='Yes' ASK

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

[DO NOT READ]

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

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

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

(42-61)

ASK ALL

SKIPI CONTINUE

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