

# Exploring Usage of Website Tool among Small to Medium Enterprises

*Report for the Electricity Authority  
What's My Number Campaign*

A Quantitative Study  
August 2013



AUCKLAND • WELLINGTON • SYDNEY

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# Introduction

## 1.1 Background

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

## 1.2 Methodology

The survey was conducted as a stand-alone online survey using contacts from UMR's SayIT panel and Martins Business Database. Respondents were randomly selected to participate. To complete the survey, respondents needed to confirm they were the owner or manager of a business employing less than 20 people, had a monthly power bill of at least \$500, and were responsible for making decisions on which electricity supplier is chosen for their business.

### ■ Survey outcome

The survey was in the field from the 2<sup>nd</sup> of August to the 20<sup>th</sup> of August 2013.

318 respondents completed the survey resulting in a margin of error of  $\pm 5.5\%$ .

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

# Sample demographics

SAMPLE INFORMATION/DEMOGRAPHICS	
	2013 %
<b>Base: n=</b>	<b>318</b>
<b>Number of employees</b>	
1-5	26
6-10	33
11-19	35
Other	5
<b>Business type</b>	
Manufacturing / industrial /engineering	32
Office based	16
Hospitality e.g. cafes, restaurants, motel, pub	13
Farming	10
Retail e.g. shops, dairies, mini-marts	9
Operate mainly offsite e.g. builder, plumber, electrician, transport	3
Other	16
<b>Electricity payment per month</b>	
\$500-\$1000	54
\$1001-\$1,500	17
\$1501-\$3000	15
more than \$3001	11
Unsure	3

Base: All respondents

## REGION SHOWING NETWORK PROVIDERS

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

	2013 %
<b>Base: n=</b>	<b>318</b>
<b>Auckland:</b> Vector/ Counties Power	27
<b>Canterbury:</b> Orion/ Alpine Energy/ MainPower/ Electricity Ashburton/ EA Networks	15
<b>Marlborough:</b> Marlborough Lines	10
<b>Wellington:</b> Powerco	10
<b>Bay of Plenty:</b> Horizon Energy	9
<b>West Coast:</b> Buller Electricity	7
<b>Southland:</b> PowerNet	6
<b>Otago:</b> Auroa/ PowerNet	4
<b>Tasman/ Nelson:</b> Network Tasman/ Nelson Electricity	4
<b>Waikato:</b> Eastland Networks/ The Lines Company/ WEL Network/ Waipa	3
<b>Manawatu-Whanganui/ Taranaki:</b> Powerco/ Scanpower/ Centralines	2
<b>Northland:</b> Northpower/ Top Energy	2
<b>Gisborne/ Hawkes Bay:</b> Unison/ Eastland Network/ Centralines/ Scanpower	1

Base: All respondents

## RETAIL POWER COMPANY TO WHICH ELECTRICITY BILLS PAID

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

	2013 %
<b>Base: n=</b>	<b>318</b>
Contact Energy	21
Mercury Energy	19
Genesis Energy	17
Meridian Energy	15
TrustPower	9
Nova Energy	5
Energy Online	3
Powershop NZ	3
Tiny Mighty Power	2
King Country Energy	1
Empower	1
Other	3

Base: All respondents

# Report

## 3.1 Overview

The large majority of SMEs have not switched electricity suppliers in the past year, though a similar number agree there is a choice of supplier and that it is possible to switch. This may partly be due to the relatively low proportions that believe it is easy to switch or that money can be saved. Around a third were also on fixed contracts which will also be impacting on switching behaviour. For those that did switch the dominant reason were cost savings with the vast majority successfully finding cheaper plans and saving at least 10% on their previous plan.

Although only a minority were actively looking or intending to switch, the majority of SMEs were open to switching and believed it was worthwhile to review electricity retailers regularly. Those that had switched in the past year were equally as likely to have been approached as they were to seek out a new supplier proactively.

Around a third of businesses had visited the What's My Number website with less than half that number having visited its 'MyBusiness' section. The most cited reason for not visiting the website by those considering switching was that they lacked time or were too busy. The low awareness of business-targeted advertising for the website may have also played a role in its low rate of visitations. Although most of the SMEs that had changed suppliers in the past year had not used the website to switch, there are indications that respondents view the idea positively, with almost all of those that are currently considering or intending to switch reporting they would make use of the site.

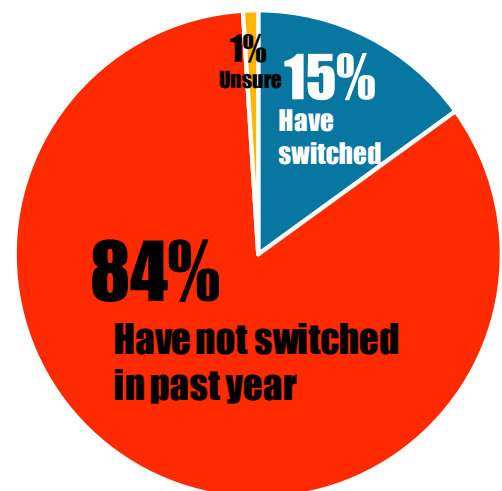
## 3.2 Switchers

### ■ Only a small minority switch

Only a **minority** (15%) of SMEs **switched** electricity suppliers in the past year, although 20% are actively looking or plan to switch in the next twelve months and 64% are open to the idea of switching.

None of those with businesses that operate mainly offsite had switched in the past year - though this group consisted of only 11 respondents and must be interpreted with caution. Farming was another group less likely to have switched with 91% staying with their current supplier. By comparison, the manufacturing/industrial/engineering group were most likely to switch with 21% having done so in the past year and 79% remaining with their supplier.

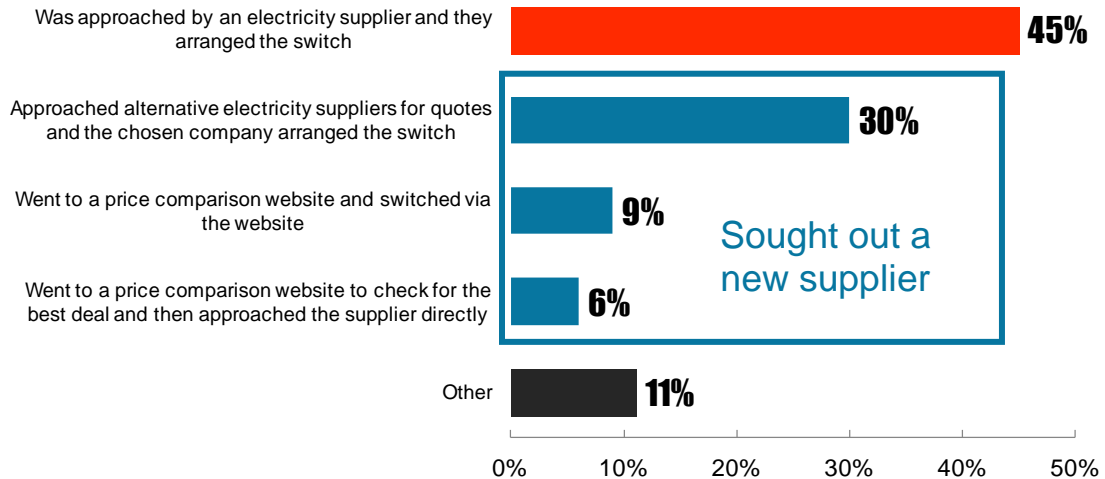
Other respondents less likely to have switched include those with businesses based in Wellington (91% had not) and those with a small number of employees (89% of those with 1-5 employees had not). SMEs that had switched in the past 12 months were most likely to have switched to Meridian or Contact Energy (21% of those that switched were each currently their cutomers).



Base: All respondents (n=318)

■ **Switchers were equally likely to have been approached or seek out a new deal**

Those that had switched in the past twelve months were just as likely to have done so as a result of being approached than actively seeking out a new electricity supplier (45% apiece). Of those that had actively searched for a new supplier, seeking out quotes from different companies was the most common arrangement (30%), with only 9% using the website to switch and 6% using the website initially to check for the best deal but then approaching the supplier directly.



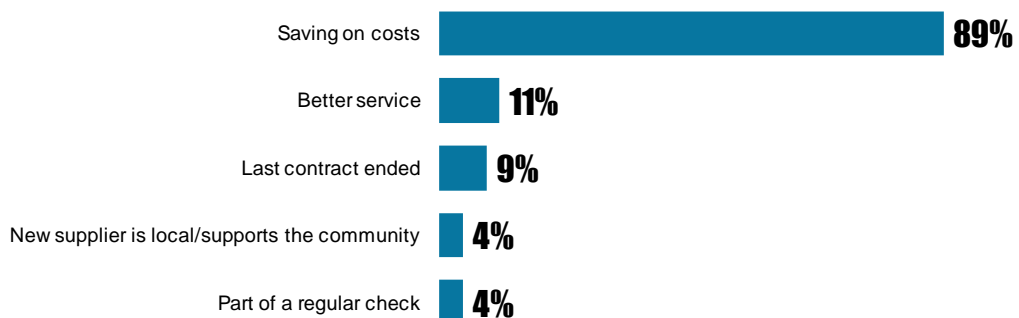
Base: Those that have switched suppliers in the past year (n=47)

These results indicate that some businesses maybe using the residential comparison site to compare deals or ascertain whether they may be able to get a better deal which is backed up by higher proportions that have visited [whatsmynumber.org.nz](http://whatsmynumber.org.nz) rather than the 'MyBusiness' section of the site.

There was no evidence that those who had seen the 'bear' campaign were more likely to use a price comparison website.

■ **Most common reason for switching was cost savings**

The most common reason for switching suppliers, by a long margin, was saving on costs with the vast majority citing this motive (89%). Less mentioned were better service (11%), that their last contract had ended (9%), they chose a new supplier that is local or supports the community (4%) and that it was a part of a regular check (4%).



Base: Those that have switched suppliers in the past year (n=47)  
\*Multiple response quesetion



## ■ Most find switching cost effective

The vast majority of those that switched found a plan **cheaper** than their old contract. Of these, a majority had achieved at least a 10% savings on their previous plan.



Base: Those that have switched suppliers in the past year (n=47)

Although subgroups of switchers are small, results indicate switching to cheaper plans was easiest in Auckland with all twenty switchers located there finding cheaper plans.

### 3.3 Attitudes of SMEs

#### ■ Even though cost savings real, only minority actively looking to switch

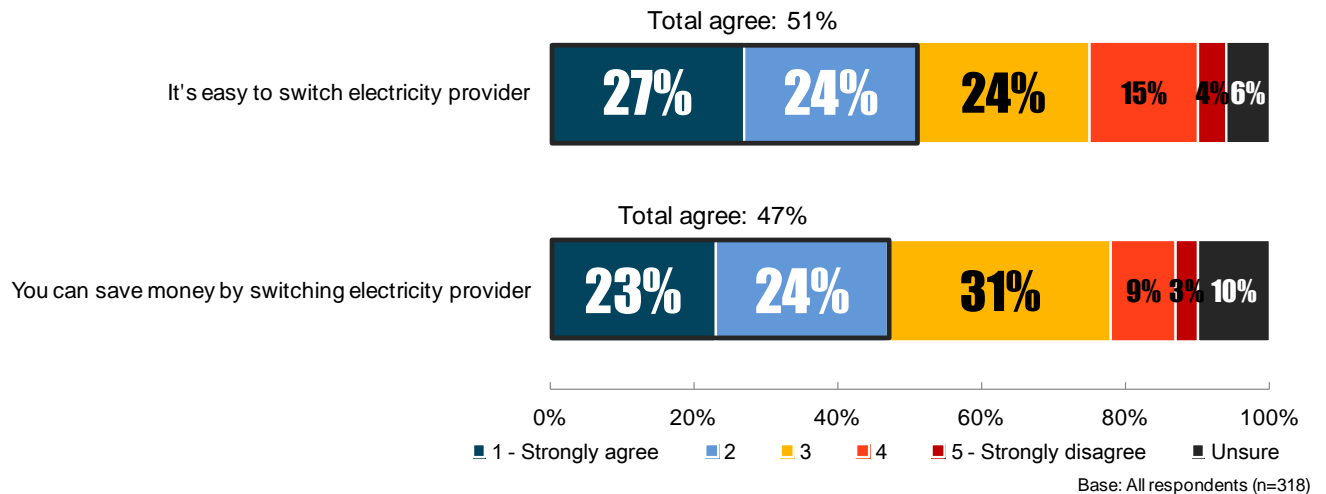
A minority (20%) of respondents are actively looking or intend to switch in the next twelve months (5% of respondents were **actively looking** for a cheaper plan at the time of the survey and another 15% intended to look). Encouragingly, the majority of respondents (64%) were **open to the idea** of switching with 57% reporting interest if approached with a cheaper deal and 7% on the basis of better service. Only 13% explicitly stated they were not interested in switching.

Office-based SMEs and customers of Mercury Energy were more likely to be open to switching (71% would switch if offered a cheaper plan), as were SMEs in the Canterbury and Auckland regions (69% and 64% respectively).



## ■ Perceptions that it is easy to switch and that money can be saved relatively low

The low proportion of SMEs actively looking to switch electricity providers may be due, in part, to a relatively **low belief** that it is easy to switch providers and that money can be saved. Just over half of respondents (51%) agreed it was easy to switch providers and under half (47%) agreed that money could be saved. Encouragingly, the remaining respondents were more likely to be neutral or unsure about their opinion on these subjects than to disagree.



SMEs in the hospitality industry (67%) and those in Wellington (64%) and Auckland (61%) were all more likely to agree it is easy to switch providers and those from Canterbury were less likely (38%).

SMEs in the hospitality (57%) and manufacturing (55%) industries, as well as those in Auckland (53%) were all more likely to agree money can be saved by switching. Those in the farming industry (31%) and with one to five employees (38%) were less likely.

In both cases, respondents that had actual experience switching in the past year were far more likely to agree with each statement. Three quarters of respondents that had switched agreed that the process was easy and 88% agreed that money could be saved.

Perceived ease of switching may be impacted by the fact that 34% of respondents claimed to be on a fixed term contract. Of these, a majority were on a two or three year contract (59% two years, 17% three years).

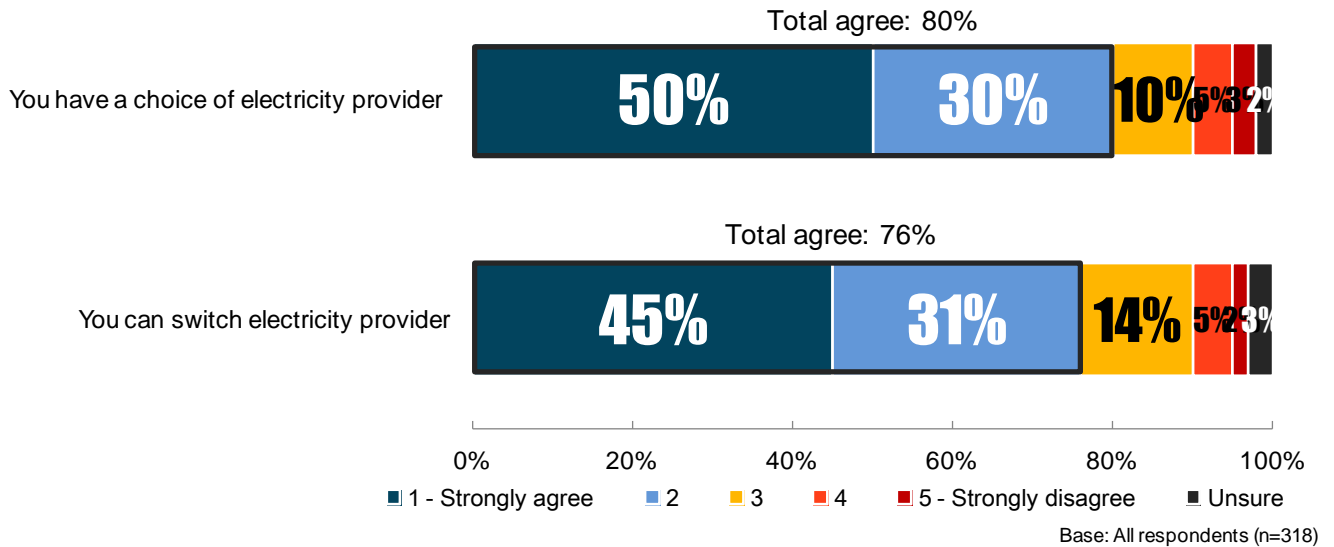
## ■ Perceptions that you can switch and that there is a choice relatively high

Although perceptions that it is easy to switch and that money can be saved are relatively low, **over three quarters** of respondents agree that it's possible to switch providers (76%) and that there is a choice of providers (80%). Only 7% disagree they can switch providers and 8% state there is no choice.

SMEs in Auckland and those with over ten employees were more likely to agree there is a choice of provider (89% and 88% respectively) and those in places other than Auckland and Wellington in the North Island were less likely (72%).

SMEs in Auckland (82%), Wellington (81%), those with over ten employees (82%) and in the farming (84%) and hospitality (81%) sectors were all more likely to agree it is possible to switch providers. Those in the retail industry were less likely (66%).

As with the previous statements, respondents that had actual experience switching in the past year were far more likely to agree with each statement; 92% that had switched providers in the past year agreed there is a choice of provider and 89% agreed you can switch providers.



### ■ Majority agree it is worthwhile to review their retailer regularly

Even though levels of agreement about ease and cost-effectiveness of switching are relatively low, the **majority** of respondents agree it is **worthwhile** to review electricity retailers on a regular basis (79%) and only 14% disagree.



Base: All respondents (n=318)

Those that had switched in the past year were most likely to agree (94%) – not surprising, given that most of them found cheaper plans. In addition, SMEs in the hospitality industry were more likely to agree (88%) and SMEs in farming were less likely (69%).

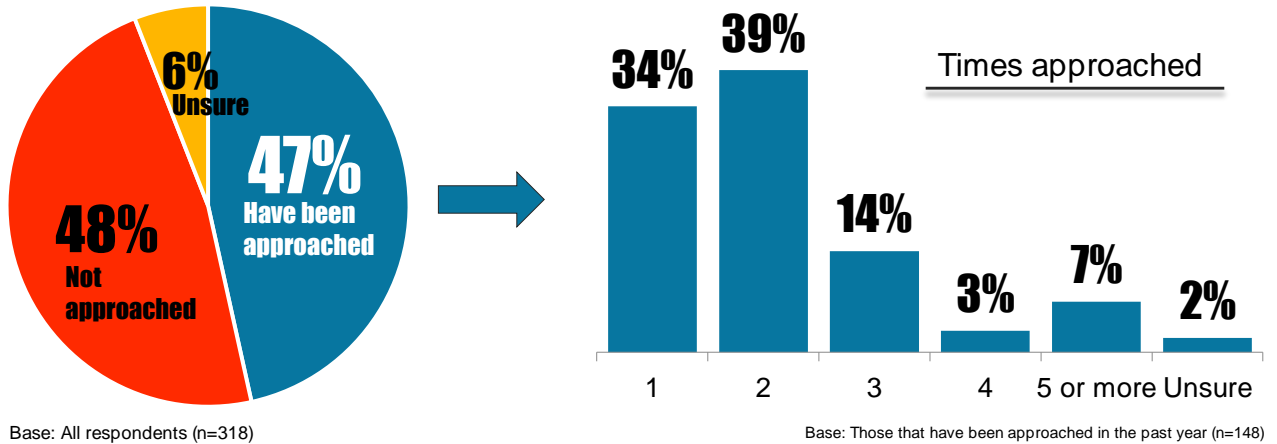
Those that had seen the new ‘bear’ campaign for What’s My Number were also more likely to agree (84%) that reviewing retailers is worthwhile.

This view is backed up by the fact that 70% felt that electricity costs were significant compared to other business overheads (51% ‘quite significant’ and 19% ‘very significant’).

### 3.4 Market activity

#### ■ Almost half of SMEs have been approached in past year

Almost **half** (47%) of SMEs surveyed had been approached in the past twelve months, a similar number had not been approached (48%) and 6% were unsure. Those in Auckland and with over ten employees were most likely to be approached (56% and 54% respectively).



Of those that had been approached, 34% had been approached once and 39% had been approached twice. Just under a quarter (24%) had been approached three times or more, of which 7% had been approached at least five times.

Office-based SMEs and those from Auckland were more likely to have been approached three times or more (37% and 34% respectively).

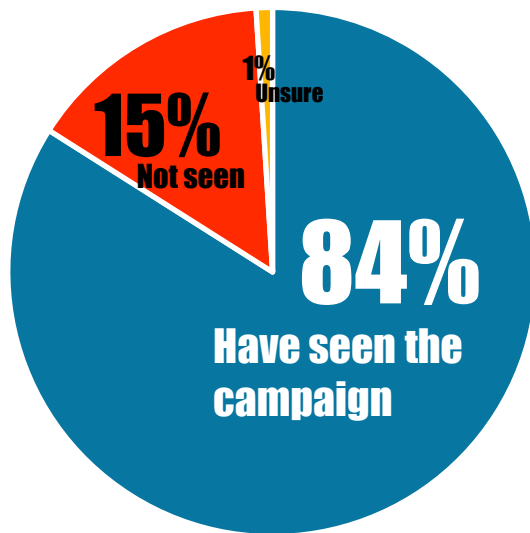
### 3.5 Campaign awareness and effectiveness

#### ■ Much higher awareness of post-it note campaign than new 'bear' campaign

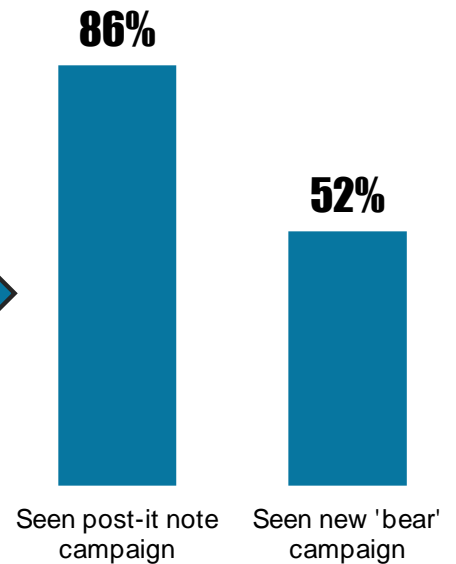
Awareness of the What's My Number campaign was high with 84% of respondents reporting they had seen some form of advertising for the website. SMEs in the retail and farming sectors showed slightly higher levels of awareness (93% and 91% respectively).

When prompted on specific advertising campaigns, the **post-it note** campaign was shown to have much **higher recognition** than the new 'bear' campaign. Not surprising given the length of time the post-it-note campaign had been in the market compared to the 'bear' campaign. Almost nine in ten (86%) were aware of the post-it note campaign compared to just over half (52%) that had seen the 'bear' campaign.

Regionally, those in Wellington were most likely to have seen the 'bear' campaign (59%) and those in the South Island (excluding the Canterbury region) were least likely (42%). SMEs in the farming and office-based sectors were also more likely to be aware of the new 'bear' campaign (66% and 61% respectively) and those in manufacturing were less likely (43%).



Base: All respondents (n=318)



### ■ Low awareness of business-targeted advertising

Advertising that specifically targets businesses had the **lowest** levels of awareness with only 14% claiming they had seen the following adverts.



Office based SMEs and those in Auckland were slightly more likely to declare awareness of this advertising (22% and 20% respectively).



*Could your business save money just by switching power companies?*

After reading her new electricity contracts in the mail, Jacqui Day, owner of Galvestra Print & Packaging, decided to find out if she was getting the best deal on her electricity.

"I had to do was grab a copy of an old bill, visit [whatsmynumber.org.nz/mybusiness](http://whatsmynumber.org.nz/mybusiness) and answer a few simple questions. From there I can see back and read. After a few days, vendors from electricity suppliers started coming in. The difference in price was incredible and the whole process was incredibly simple. I saved my business almost \$3000. That money will go towards developing products, and keeping jobs. I don't realise there was so much to save and it's not as hard as a young one might think."

Find out if you could save at [whatsmynumber.org.nz/mybusiness](http://whatsmynumber.org.nz/mybusiness)

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TE MAHA HIRU

### ■ Overall campaign effectiveness moderate

Overall campaign effectiveness was **moderate** with 38% that had seen any of the three advertising campaigns reporting they had made them consider checking on whether they were on the best pricing plan for their company and 59% reporting they had no effect. There were no real differences in effectiveness between regions.

## 3.6 Website visitation and effectiveness

### ■ One in three had visited What's My Number website

Nearly a third of respondents (29%) had visited [whatsmynumber.org.nz](http://whatsmynumber.org.nz) while 71% had not. Visits to the 'MyBusiness' section were lower with only 12% reporting they had visited it.

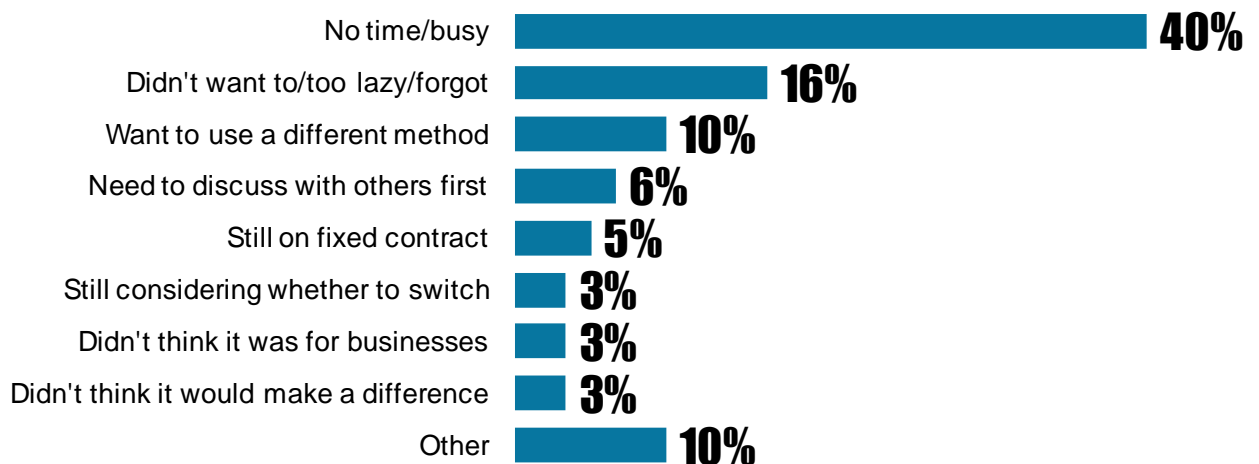


Base: All respondents (n=318)

SMEs based in Wellington were less likely to have visited [whatsmynumber.org.nz](http://whatsmynumber.org.nz) (18%) and those in the farming and hospitality sectors were more likely (38% and 36% respectively). Those in the farming sector were also more likely to have visited the 'MyBusiness' section of the website (22%).

### ■ Most common reason for not visiting the website was a lack of time

The most cited reason for not visiting the website, even after considering switching due to the campaign, was a lack of **time** or being too **busy** (40%). Following this were general feelings of not wanting too or being complacent/forgetting (16%) and wanting to use a different method such as talking over the phone (10%).



Base: Those that considered switching after seeing the campaign but didn't visit the website (n=62)  
\*Multiple response question

Less common reasons were the need to discuss it with others in the business first (6%), still having time left on a fixed contract (5%), still considering whether to switch, not realising the website was for businesses and not thinking it would make a difference (all 3%).

### ■ What's My Number's household comparison tool most common channel of finding 'MyBusiness' section

The What's My Number website's household comparison tool was, by far, the most common method of finding out about the 'MyBusiness' section of the website with over half (54%) of respondents citing this as the source of their awareness. This was followed by television adverts (22%) and the post-it note campaign (16%).

Online advertising and articles in magazines and newspapers both informed 8% of respondents about the 'MyBusiness' section while the 'bear' campaign adverts, information in the mail, and adverts in business magazines each informed 5% of respondents.

■ **Most common response to visiting 'MyBusiness' section was no action, though positive response from over a quarter**

The most common response after visiting the 'MyBusiness' section of the website was to take **no further action** or any intention to switch in the next year (41%). However, 27% either switched to the cheapest recommended supplier or were intending to or considering switching as a result of visiting the site (11% switched, 11% were considering switching and 5% did not switch, but intended to in the next year). Another 8% switched, but not to the cheapest recommended supplier.

Seven respondents ended up switching after visiting the website; however, only two of them actually used the What's My Number website to switch.

Of the six respondents that intended to switch or are considering switching after visiting the site, five of them reported they would use the site to switch and only one respondent was unsure as to whether they might use it.

# Tables

## TIMING OF SWITCH

*Approximately when did you switch?*

	2013 %
<b>Base: n=</b>	<b>47</b>
August 2013	6
July 2013	15
June 2013	6
May 2013	4
April 2013	6
March 2013	2
February 2013	9
January 2013	4
December 2012	9
November 2012	9
October 2012	4
September 2012	2
August 2012	13
July 2012	4
June 2012	6

Base: Those who have switched

## PERCENTAGE DIFFERENCE

*By approximately how much (in percentage terms) cheaper was the new pricing plan?*

	2013 %
<b>Base: n=</b>	<b>42</b>
2	5
3	2
4	2
5	14
6	2
8	2
9	2
10	29
12	5
15	17
20	14
75	2
100	2

Base: Those who have switched to a cheaper plan



## AWARENESS OF CAMPAIGN (whatsmynumber.org.nz) – GENERAL

*Have you seen a campaign that encourages households and businesses to check if they can save on their power bill by switching power companies at a web site called whatsmynumber.org.nz?*

	2013 %
<b>Base: n=</b>	<b>318</b>
Yes	84
No	15
Unsure	1

Base: All respondents

## AWARENESS OF CAMPAIGN (whatsmynumber.org.nz) – SPECIFIC 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 post it note stuck on their forehead. All the ads end by directing you to a website called 'whatsmynumber.org.nz' to find out the amount you could save. Have you read, seen or heard this advertising campaign?*

	2013 %
<b>Base: n=</b>	<b>318</b>
Yes	86
No	13
Unsure	1

Base: All respondents

## AWARENESS OF CAMPAIGN (whatsmynumber.org.nz) – SPECIFIC SET OF ADS

*Now I am going to describe a specific set of ads. In these ads, a man is sitting in his kitchen using a computer to see how much he can save by switching to a different power company, the ad says it is easy to do and would only be hard if he was sitting next to a bear and was covered with honey. The ads end by saying it is 'easy money' and directing you to a website called 'whatsmynumber.org.nz' to find out the amount you could save. The print, bus, billboard and website ads show a cartoon bear or tiger holding a post-it note saying it is 'easy money'. Have you seen these ads?*

	2013 %
<b>Base: n=</b>	<b>318</b>
Yes	52
No	42
Unsure	6

Base: All respondents

## AWARENESS OF CAMPAIGN (whatsmynumber.org.nz) – SPECIFIC IMAGES OF ADS

*And what about these adverts - have you seen these before?*

	2013 %
<b>Base: n=</b>	<b>318</b>
Yes	14
No	81
Unsure	5

Base: All respondents

## ADVERTISING ENCOURAGE YOU TO CONSIDER CHECKING IF YOU ARE ON BEST ELECTRICITY PRICING FOR YOUR COMPANY

*Did any of the ads you have seen make you consider checking you are on the best electricity pricing for your company?*

	2013 %
<b>Base: n=</b>	<b>294</b>
Yes	38
No	59
Unsure	2

Base: Seen any advertising

## 'MyBusiness' SECTION OF PRICE COMPARISON 'whatsmynumber.org.nz' WEBSITE

*Where did you hear about the 'MyBusiness' section of the price comparison website whatsmynumber.org.nz – was it...*

	2013 %
<b>Base: n=</b>	<b>37</b>
An ad campaign aimed at businesses	-
The campaign with the post-it notes	16
The ads with the man, bear, and honey	5
Online advertising	8
Television advert	22
In the mail	5
An advert in a business magazine	5
I visited the whatsmynumber web site's household comparison tool	54
I read an article about in a magazine or newspaper	8
Other	8

Base: Those who have been to the 'MyBusiness' section of price comparison website;  
Multiple response question

## ACTION TAKEN AFTER VISITING 'MYBUSINESS' SECTION OF PRICE COMPARISON WEBSITE

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

	2013 %
<b>Base: n=</b>	<b>37</b>
We took no further action nor do we intend to switch in the next 12 months	41
We have not switched, but we intend to do so in the next 12 months	5
We switched, but not to the cheapest electricity supplier according to the site	8
We switched to the cheapest electricity supplier according to the site	11
We are considering switching	11
Other:	24
Unsure	-

Base: Those who have been to the 'MyBusiness' section of price comparison website

## USE OF PRICE COMPARISON WEBSITE

*You said you intend or are considering switching - when you do, do you think you will use the whatsmynumber website to switch?*

	2013 %
<b>Base: n=</b>	<b>6</b>
Yes	83
No	-
Unsure	17

Base: Those who have been to the 'MyBusiness' section of price comparison website AND are considering switching

NB: Very small base

## USE OF PRICE COMPARISON WEBSITE (AMONG THOSE WHO SWITCHED)

*You said you ended up switching supplier - when you did switch did you use the whatsmynumber website to switch?*

	2013 %
<b>Base: n=</b>	<b>7</b>
Yes	29
No	71
Unsure	-

Base: Those who have been to the 'MyBusiness' section of price comparison website AND switched

NB: Very small base

## ELECTRICITY SPEND PER MONTH

*Thinking about how much your business spends on electricity per month, how significant is this cost compared to other business overheads?*

	2013 %
<b>Base: n=</b>	<b>318</b>
The cost is very significant	19
The cost is quite significant	51
The cost is not very significant	27
The cost of electricity is insignificant	3

Base: All respondents

## FIXED TERM CONTRACT

*Are you on a fixed term contract with your electricity supplier?*

	2013 %
<b>Base: n=</b>	<b>318</b>
Yes	34
No	58
Unsure	8

Base: All respondents

## TIME PERIOD OF FIXED TERM CONTRACT

*How long is your fixed term contract?*

	2013 %
<b>Base: n=</b>	<b>107</b>
One year	15
Two years	59
Three years	17
More than three years	-
Unsure	9

Base: Those who are on a fixed term contract

# Supplementary Tables

		How many people does your company employ?					
		Base	0	1-5	6-10	11-19	Other
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	318	1%	26%	33%	35%	4%
Region	Auckland	87	1%	9%	26%	55%	8%
	Wellington	22	0%	18%	32%	45%	5%
	Other North Island	112	1%	40%	30%	27%	2%
	Canterbury	47	2%	30%	45%	17%	6%
	Other South Island	50	0%	26%	40%	32%	2%
Number of employees	1-5	84	0%	100%	0%	0%	0%
	6-10	105	0%	0%	100%	0%	0%
	11-19	112	0%	0%	0%	100%	0%
Business type	Office based	51	0%	18%	33%	45%	4%
	Manufacturing / industrial /engineering	103	0%	17%	40%	39%	5%
	Retail e.g. shops, dairies, mini-marts	29	0%	31%	41%	28%	0%
	Farming	32	6%	75%	9%	6%	3%
	Hospitality e.g. cafes, restaurants, motel, pub	42	0%	38%	33%	26%	2%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	0%	18%	18%	64%	0%
	Other	50	2%	14%	32%	42%	10%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	2%	29%	38%	30%	1%
	More than \$1,000 a month	137	0%	24%	28%	42%	6%
Electricity supplier	Contact Energy	68	0%	25%	46%	28%	1%
	Genesis Energy	53	2%	32%	25%	36%	6%
	Mercury Energy	60	2%	15%	27%	48%	8%
	Meridian Energy	48	0%	42%	25%	29%	4%
	TrustPower	30	3%	30%	30%	37%	0%
	Other	59	0%	20%	41%	34%	5%
Switched electricity suppliers in past year	Yes, switched	47	0%	15%	38%	40%	6%
	Not switched	268	1%	28%	32%	35%	4%
Seen new 'bear' ad campaign	Have seen	164	0%	33%	28%	34%	5%
	Have not seen	135	2%	19%	39%	37%	3%

		Which of the following most closely fits your business?							
		Base	Office based	Manufacturing / industrial /engineering	Retail e.g. shops, dairies, mini-marts	Farming	Hospitality e.g. cafes, restaurants, motel, pub	Operate mainly offsite e.g. builder, plumber, electrician, transport	If there is another business type, please name it here
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	318	16%	32%	9%	10%	13%	3%	16%
Region	Auckland	87	22%	40%	3%	2%	9%	3%	20%
	Wellington	22	23%	32%	9%	5%	9%	5%	18%
	Other North Island	112	13%	28%	11%	12%	17%	5%	15%
	Canterbury	47	13%	30%	11%	21%	9%	0%	17%
	Other South Island	50	14%	32%	14%	12%	18%	2%	8%
Number of employees	1-5	84	11%	20%	11%	29%	19%	2%	8%
	6-10	105	16%	39%	11%	3%	13%	2%	15%
	11-19	112	21%	36%	7%	2%	10%	6%	19%
Business type	Office based	51	100%	0%	0%	0%	0%	0%	0%
	Manufacturing / industrial /engineering	103	0%	100%	0%	0%	0%	0%	0%
	Retail e.g. shops, dairies, mini-marts	29	0%	0%	100%	0%	0%	0%	0%
	Farming	32	0%	0%	0%	100%	0%	0%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	42	0%	0%	0%	0%	100%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	0%	0%	0%	0%	0%	100%	0%
	Other	50	0%	0%	0%	0%	0%	0%	100%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	25%	28%	13%	5%	8%	5%	17%
	More than \$1,000 a month	137	5%	38%	5%	18%	20%	1%	12%
Electricity supplier	Contact Energy	68	16%	38%	12%	4%	12%	4%	13%
	Genesis Energy	53	21%	23%	8%	9%	15%	8%	17%
	Mercury Energy	60	20%	40%	3%	8%	10%	3%	15%
	Meridian Energy	48	15%	21%	8%	27%	13%	2%	15%
	TrustPower	30	13%	40%	10%	7%	13%	3%	13%
	Other	59	10%	32%	14%	7%	17%	0%	20%
Switched electricity suppliers in past year	Yes, switched	47	19%	34%	13%	6%	11%	0%	17%
	Not switched	268	16%	32%	9%	11%	14%	4%	15%
Seen new 'bear' ad campaign	Have seen	164	19%	27%	10%	13%	14%	3%	15%
	Have not seen	135	13%	42%	9%	7%	12%	4%	14%

		Approximately how much does your company pay for electricity each month?					
		Base	\$500-\$1000	\$1001-\$1,500	\$1501-\$3000	more than \$3001	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	318	54%	17%	15%	11%	3%
Region	Auckland	87	53%	15%	13%	15%	5%
	Wellington	22	59%	9%	23%	5%	5%
	Other North Island	112	54%	18%	15%	10%	3%
	Canterbury	47	51%	17%	15%	13%	4%
	Other South Island	50	54%	22%	18%	6%	0%
Number of employees	1-5	84	58%	18%	15%	6%	2%
	6-10	105	62%	12%	13%	10%	2%
	11-19	112	46%	22%	17%	13%	2%
Business type	Office based	51	84%	10%	0%	4%	2%
	Manufacturing / industrial /engineering	103	47%	20%	17%	13%	3%
	Retail e.g. shops, dairies, mini-marts	29	76%	14%	7%	3%	0%
	Farming	32	25%	28%	25%	22%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	42	31%	17%	33%	17%	2%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	73%	18%	0%	0%	9%
	Other	50	58%	12%	14%	8%	8%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	100%	0%	0%	0%	0%
	More than \$1,000 a month	137	0%	39%	36%	25%	0%
Electricity supplier	Contact Energy	68	66%	7%	13%	7%	6%
	Genesis Energy	53	49%	21%	17%	11%	2%
	Mercury Energy	60	58%	17%	13%	10%	2%
	Meridian Energy	48	52%	13%	15%	19%	2%
	TrustPower	30	53%	27%	13%	7%	0%
	Other	59	41%	24%	20%	10%	5%
Switched electricity suppliers in past year	Yes, switched	47	51%	13%	17%	19%	0%
	Not switched	268	55%	18%	15%	9%	3%
Seen new 'bear' ad campaign	Have seen	164	55%	16%	14%	10%	5%
	Have not seen	135	54%	16%	18%	12%	0%



		What is the name of the electricity supplier that you pay your monthly electricity bills to?														
		Base	Contact Energy	Empower	Energy Direct	Energy Online	Genesis Energy	King Country Energy	Mercury Energy	Meridian Energy	Nova Energy	Powershop NZ	Pulse Energy	Tiny Mighty Power	Trust Power	Other
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	318	21%	1%	0%	3%	17%	1%	19%	15%	5%	3%	0%	2%	9%	3%
Region	Auckland	87	23%	2%	0%	7%	9%	0%	48%	3%	5%	1%	0%	0%	0%	1%
	Wellington	22	32%	0%	0%	0%	36%	0%	0%	0%	5%	9%	0%	5%	9%	5%
	Other North Island	112	15%	0%	1%	3%	27%	4%	9%	16%	8%	1%	0%	3%	12%	3%
	Canterbury	47	21%	4%	0%	0%	6%	0%	11%	38%	2%	11%	0%	0%	6%	0%
	Other South Island	50	28%	0%	0%	0%	8%	0%	6%	18%	0%	2%	2%	6%	24%	6%
Number of employees	1-5	84	20%	1%	1%	1%	20%	1%	11%	24%	4%	2%	1%	1%	11%	1%
	6-10	105	30%	1%	0%	4%	12%	2%	15%	11%	3%	5%	0%	3%	9%	6%
	11-19	112	17%	2%	0%	3%	17%	1%	26%	13%	7%	2%	0%	3%	10%	1%
Business type	Office based	51	22%	0%	0%	0%	22%	0%	24%	14%	2%	6%	0%	2%	8%	2%
	Manufacturing / industrial / engineering	103	25%	3%	0%	4%	12%	1%	23%	10%	3%	3%	0%	3%	12%	2%
	Retail e.g. shops, dairies, mini-marts	29	28%	3%	0%	3%	14%	0%	7%	14%	7%	3%	0%	7%	10%	3%
	Farming	32	9%	0%	3%	0%	16%	0%	16%	41%	3%	0%	3%	0%	6%	3%
	Hospitality e.g. cafes, restaurants, motel, pub	42	19%	0%	0%	5%	19%	7%	14%	14%	7%	5%	0%	0%	10%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	27%	0%	0%	0%	36%	0%	18%	9%	0%	0%	0%	0%	9%	0%
	Other	50	18%	0%	0%	4%	18%	0%	18%	14%	10%	2%	0%	2%	8%	6%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	26%	1%	0%	2%	15%	1%	20%	15%	4%	2%	0%	1%	9%	3%
	More than \$1,000 a month	137	14%	2%	1%	4%	19%	1%	18%	16%	7%	4%	1%	4%	10%	1%
Electricity supplier	Contact Energy	68	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Genesis Energy	53	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Mercury Energy	60	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%
	Meridian Energy	48	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
	TrustPower	30	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%
	Other	59	0%	7%	2%	15%	0%	7%	0%	0%	25%	17%	2%	12%	0%	14%
Switched electricity suppliers in past year	Yes, switched	47	21%	2%	0%	2%	6%	0%	9%	21%	15%	9%	0%	6%	2%	6%
	Not switched	268	21%	1%	0%	3%	19%	1%	21%	14%	3%	2%	0%	1%	11%	1%
Seen new 'bear' ad campaign	Have seen	164	24%	1%	1%	3%	15%	1%	20%	14%	4%	2%	0%	3%	9%	3%
	Have not seen	135	18%	1%	0%	3%	19%	2%	17%	16%	6%	4%	1%	1%	10%	1%

		Are you on a fixed term contract with your electricity supplier?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	318	34%	58%	8%
Region	Auckland	87	45%	49%	6%
	Wellington	22	41%	45%	14%
	Other North Island	112	35%	52%	13%
	Canterbury	47	17%	83%	0%
	Other South Island	50	24%	72%	4%
Number of employees	1-5	84	27%	65%	7%
	6-10	105	32%	55%	12%
	11-19	112	40%	56%	4%
Business type	Office based	51	18%	76%	6%
	Manufacturing / industrial /engineering	103	41%	51%	8%
	Retail e.g. shops, dairies, mini-marts	29	31%	59%	10%
	Farming	32	28%	72%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	42	43%	55%	2%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	27%	64%	9%
	Other	50	34%	48%	18%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	28%	63%	9%
	More than \$1,000 a month	137	42%	55%	3%
Electricity supplier	Contact Energy	68	32%	60%	7%
	Genesis Energy	53	32%	57%	11%
	Mercury Energy	60	43%	52%	5%
	Meridian Energy	48	27%	67%	6%
	TrustPower	30	33%	63%	3%
	Other	59	32%	56%	12%
Switched electricity suppliers in past year	Yes, switched	47	53%	38%	9%
	Not switched	268	31%	62%	7%
Seen new 'bear' ad campaign	Have seen	164	33%	62%	5%
	Have not seen	135	36%	56%	8%

		How long is your fixed term contract?						
		Base	One year	Two years	Three years	More than three years	Unsure	Other (please specify)
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	107	15%	59%	17%	0%	9%	0%
Region	Auckland	39	10%	64%	18%	0%	8%	0%
	Wellington	9	44%	22%	11%	0%	22%	0%
	Other North Island	39	18%	62%	13%	0%	8%	0%
	Canterbury	8	0%	63%	25%	0%	13%	0%
	Other South Island	12	8%	58%	25%	0%	8%	0%
Number of employees	1-5	23	26%	52%	13%	0%	9%	0%
	6-10	34	15%	62%	12%	0%	12%	0%
	11-19	45	9%	58%	24%	0%	9%	0%
Business type	Office based	9	0%	78%	0%	0%	22%	0%
	Manufacturing / industrial /engineering	42	19%	55%	17%	0%	10%	0%
	Retail e.g. shops, dairies, mini-marts	9	11%	67%	11%	0%	11%	0%
	Farming	9	11%	67%	11%	0%	11%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	18	22%	56%	22%	0%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	3	33%	33%	33%	0%	0%	0%
	Other	17	6%	59%	24%	0%	12%	0%
Monthly electricity payment	Pay \$500-\$1,000 a month	48	17%	65%	6%	0%	13%	0%
	More than \$1,000 a month	58	14%	55%	26%	0%	5%	0%
Electricity supplier	Contact Energy	22	18%	50%	14%	0%	18%	0%
	Genesis Energy	17	24%	59%	12%	0%	6%	0%
	Mercury Energy	26	8%	73%	15%	0%	4%	0%
	Meridian Energy	13	8%	62%	23%	0%	8%	0%
	TrustPower	10	10%	40%	40%	0%	10%	0%
	Other	19	21%	58%	11%	0%	11%	0%
Switched electricity suppliers in past year	Yes, switched	25	16%	56%	20%	0%	8%	0%
	Not switched	82	15%	60%	16%	0%	10%	0%
Seen new 'bear' ad campaign	Have seen	54	15%	56%	19%	0%	11%	0%
	Have not seen	49	16%	59%	16%	0%	8%	0%

		Do you believe it is worthwhile reviewing your electricity retailer on a regular basis?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	318	79%	14%	7%
Region	Auckland	87	78%	16%	6%
	Wellington	22	77%	23%	0%
	Other North Island	112	80%	14%	5%
	Canterbury	47	74%	13%	13%
	Other South Island	50	80%	8%	12%
Number of employees	1-5	84	76%	19%	5%
	6-10	105	77%	11%	11%
	11-19	112	81%	14%	4%
Business type	Office based	51	82%	18%	0%
	Manufacturing / industrial /engineering	103	80%	15%	6%
	Retail e.g. shops, dairies, mini-marts	29	72%	10%	17%
	Farming	32	69%	19%	13%
	Hospitality e.g. cafes, restaurants, motel, pub	42	88%	10%	2%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	82%	9%	9%
	Other	50	74%	14%	12%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	77%	16%	8%
	More than \$1,000 a month	137	80%	12%	7%
Electricity supplier	Contact Energy	68	84%	9%	7%
	Genesis Energy	53	70%	23%	8%
	Mercury Energy	60	77%	13%	10%
	Meridian Energy	48	83%	10%	6%
	TrustPower	30	70%	23%	7%
	Other	59	83%	12%	5%
Switched electricity suppliers in past year	Yes, switched	47	94%	4%	2%
	Not switched	268	76%	16%	8%
Seen new 'bear' ad campaign	Have seen	164	84%	12%	4%
	Have not seen	135	75%	15%	10%

		Do you have a choice of electricity provider (Using a 1-5 scale where 1 means 'strongly agree' and 5 'strongly disagree' – how much do you agree or disagree with the following?)						
		Base	1 - Strongly agree	2	3	4	5 - Strongly disagree	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	318	50%	30%	10%	5%	3%	2%
Region	Auckland	87	59%	30%	3%	3%	5%	0%
	Wellington	22	41%	41%	9%	5%	5%	0%
	Other North Island	112	44%	28%	13%	7%	4%	4%
	Canterbury	47	40%	38%	13%	6%	0%	2%
	Other South Island	50	60%	22%	14%	2%	0%	2%
Number of employees	1-5	84	43%	32%	14%	7%	1%	2%
	6-10	105	47%	29%	12%	4%	4%	5%
	11-19	112	54%	34%	5%	4%	3%	0%
Business type	Off ice based	51	53%	25%	16%	4%	2%	0%
	Manufacturing / industrial /engineering	103	50%	31%	10%	3%	2%	4%
	Retail e.g. shops, dairies, mini-marts	29	55%	17%	10%	14%	3%	0%
	Farming	32	44%	38%	16%	0%	0%	3%
	Hospitality e.g. cafes, restaurants, motel, pub	42	60%	26%	5%	7%	2%	0%
	Operate mainly of fsite e.g. builder, plumber, electrician, transport	11	27%	55%	9%	9%	0%	0%
	Other	50	42%	32%	8%	6%	8%	4%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	48%	30%	12%	6%	2%	2%
	More than \$1,000 a month	137	53%	31%	9%	3%	3%	2%
Electricity supplier	Contact Energy	68	46%	34%	13%	1%	4%	1%
	Genesis Energy	53	42%	34%	11%	8%	4%	2%
	Mercury Energy	60	52%	32%	7%	3%	2%	5%
	Meridian Energy	48	56%	29%	13%	2%	0%	0%
	TrustPower	30	57%	23%	17%	0%	3%	0%
	Other	59	51%	24%	5%	14%	3%	3%
Switched electricity suppliers in past year	Yes, switched	47	66%	26%	4%	4%	0%	0%
	Not switched	268	47%	31%	12%	5%	3%	2%
Seen new 'bear' ad campaign	Have seen	164	49%	31%	12%	5%	2%	1%
	Have not seen	135	51%	29%	10%	5%	2%	3%

		You can switch electricity provider (Using a 1-5 scale where 1 means 'strongly agree' and 5 'strongly disagree' – how much do you agree or disagree with the following?)						
		Base	1 - Strongly agree	2	3	4	5 - Strongly disagree	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	318	45%	31%	14%	5%	2%	3%
Region	Auckland	87	48%	34%	11%	2%	2%	1%
	Wellington	22	45%	36%	5%	5%	9%	0%
	Other North Island	112	40%	29%	17%	6%	3%	4%
	Canterbury	47	34%	36%	19%	9%	0%	2%
	Other South Island	50	60%	18%	14%	4%	0%	4%
Number of employees	1-5	84	40%	32%	20%	2%	1%	4%
	6-10	105	43%	26%	15%	8%	4%	5%
	11-19	112	46%	36%	12%	4%	1%	1%
Business type	Office based	51	53%	27%	14%	2%	2%	2%
	Manufacturing / industrial /engineering	103	41%	35%	17%	4%	1%	3%
	Retail e.g. shops, dairies, mini-marts	29	45%	21%	17%	14%	3%	0%
	Farming	32	50%	34%	13%	0%	0%	3%
	Hospitality e.g. cafes, restaurants, motel, pub	42	52%	29%	7%	10%	2%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	36%	36%	18%	9%	0%	0%
	Other	50	38%	28%	16%	4%	6%	8%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	42%	32%	16%	5%	2%	3%
	More than \$1,000 a month	137	49%	31%	12%	4%	1%	2%
Electricity supplier	Contact Energy	68	47%	32%	12%	4%	3%	1%
	Genesis Energy	53	45%	32%	11%	4%	4%	4%
	Mercury Energy	60	45%	35%	13%	0%	0%	7%
	Meridian Energy	48	44%	27%	27%	2%	0%	0%
	TrustPower	30	37%	27%	20%	10%	3%	3%
	Other	59	47%	27%	8%	12%	3%	2%
Switched electricity suppliers in past year	Yes, switched	47	57%	32%	6%	2%	2%	0%
	Not switched	268	43%	31%	16%	5%	2%	3%
Seen new 'bear' ad campaign	Have seen	164	45%	33%	16%	2%	2%	2%
	Have not seen	135	46%	27%	13%	8%	1%	4%

		It's easy to switch electricity provider (Using a 1-5 scale where 1 means 'strongly agree' and 5 'strongly disagree' – how much do you agree or disagree with the following?)						
		Base	1 - Strongly agree	2	3	4	5 - Strongly disagree	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	318	27%	24%	24%	15%	4%	6%
Region	Auckland	87	33%	28%	26%	6%	3%	3%
	Wellington	22	23%	41%	9%	23%	5%	0%
	Other North Island	112	24%	22%	20%	21%	4%	8%
	Canterbury	47	15%	23%	34%	19%	0%	9%
	Other South Island	50	38%	16%	26%	8%	6%	6%
Number of employees	1-5	84	20%	27%	23%	19%	5%	6%
	6-10	105	28%	20%	25%	16%	3%	9%
	11-19	112	29%	29%	24%	11%	4%	4%
Business type	Off ice based	51	22%	25%	31%	16%	2%	4%
	Manufacturing / industrial /engineering	103	23%	28%	25%	16%	2%	6%
	Retail e.g. shops, dairies, mini-marts	29	38%	14%	17%	21%	10%	0%
	Farming	32	31%	28%	22%	9%	0%	9%
	Hospitality e.g. cafes, restaurants, motel, pub	42	38%	29%	10%	19%	5%	0%
	Operate mainly of fsite e.g. builder, plumber, electrician, transport	11	18%	9%	36%	9%	0%	27%
	Other	50	26%	18%	28%	10%	8%	10%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	27%	23%	29%	11%	4%	6%
	More than \$1,000 a month	137	27%	27%	19%	19%	3%	5%
Electricity supplier	Contact Energy	68	24%	19%	28%	13%	3%	13%
	Genesis Energy	53	25%	23%	23%	19%	4%	8%
	Mercury Energy	60	33%	25%	23%	8%	2%	8%
	Meridian Energy	48	29%	29%	29%	10%	0%	2%
	TrustPower	30	27%	17%	20%	27%	10%	0%
	Other	59	27%	31%	19%	17%	7%	0%
Switched electricity suppliers in past year	Yes, switched	47	43%	32%	15%	9%	2%	0%
	Not switched	268	25%	23%	26%	15%	4%	7%
Seen new 'bear' ad campaign	Have seen	164	27%	25%	24%	16%	4%	3%
	Have not seen	135	28%	24%	23%	15%	3%	7%

		You can save money by switching electricity provider (Using a 1-5 scale where 1 means 'strongly agree' and 5 'strongly disagree' – how much do you agree or disagree with the following?)						
		Base	1 - Strongly agree	2	3	4	5 - Strongly disagree	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	318	23%	24%	31%	9%	3%	10%
Region	Auckland	87	37%	16%	25%	9%	6%	7%
	Wellington	22	18%	23%	45%	5%	0%	9%
	Other North Island	112	15%	28%	29%	12%	3%	13%
	Canterbury	47	19%	30%	34%	9%	2%	6%
	Other South Island	50	24%	24%	32%	6%	2%	12%
Number of employees	1-5	84	14%	24%	39%	10%	4%	10%
	6-10	105	21%	30%	23%	9%	3%	15%
	11-19	112	30%	20%	31%	9%	4%	6%
Business type	Off ice based	51	22%	25%	37%	2%	0%	14%
	Manufacturing / industrial /engineering	103	23%	32%	21%	10%	3%	11%
	Retail e.g. shops, dairies, mini-marts	29	31%	10%	34%	21%	0%	3%
	Farming	32	6%	25%	47%	6%	6%	9%
	Hospitality e.g. cafes, restaurants, motel, pub	42	31%	26%	21%	10%	7%	5%
	Operate mainly of fsite e.g. builder, plumber, electrician, transport	11	18%	18%	27%	18%	0%	18%
	Other	50	26%	12%	38%	8%	4%	12%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	21%	22%	32%	9%	2%	13%
	More than \$1,000 a month	137	25%	27%	29%	9%	5%	5%
Electricity supplier	Contact Energy	68	28%	19%	32%	9%	0%	12%
	Genesis Energy	53	17%	28%	32%	8%	4%	11%
	Mercury Energy	60	23%	17%	30%	13%	5%	12%
	Meridian Energy	48	25%	31%	31%	0%	2%	10%
	TrustPower	30	10%	27%	37%	13%	3%	10%
	Other	59	29%	25%	24%	12%	5%	5%
Switched electricity suppliers in past year	Yes, switched	47	62%	26%	13%	0%	0%	0%
	Not switched	268	17%	24%	34%	10%	4%	12%
Seen new 'bear' ad campaign	Have seen	164	24%	24%	33%	9%	4%	7%
	Have not seen	135	23%	27%	27%	10%	2%	12%



		Has your business been approached by an electricity supplier to switch over the past 12 months?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	318	47%	48%	6%
Region	Auckland	87	56%	40%	3%
	Wellington	22	45%	45%	9%
	Other North Island	112	50%	43%	7%
	Canterbury	47	28%	68%	4%
	Other South Island	50	40%	54%	6%
Number of employees	1-5	84	40%	58%	1%
	6-10	105	42%	53%	5%
	11-19	112	54%	37%	9%
Business type	Office based	51	37%	55%	8%
	Manufacturing / industrial /engineering	103	48%	45%	8%
	Retail e.g. shops, dairies, mini-marts	29	59%	41%	0%
	Farming	32	41%	59%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	42	62%	38%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	36%	55%	9%
	Other	50	40%	50%	10%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	46%	49%	5%
	More than \$1,000 a month	137	50%	45%	4%
Electricity supplier	Contact Energy	68	43%	50%	7%
	Genesis Energy	53	51%	43%	6%
	Mercury Energy	60	53%	43%	3%
	Meridian Energy	48	46%	52%	2%
	TrustPower	30	37%	53%	10%
	Other	59	46%	47%	7%
Switched electricity suppliers in past year	Yes, switched	47	74%	26%	0%
	Not switched	268	42%	52%	6%
Seen new 'bear' ad campaign	Have seen	164	46%	49%	5%
	Have not seen	135	49%	46%	5%

		In the past 12 months - about how many times has your business been approached by a different electricity supplier to switch?						
		Base	1	2	3	4	5 or more	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	148	34%	39%	14%	3%	7%	2%
Region	Auckland	49	22%	39%	20%	4%	10%	4%
	Wellington	10	40%	40%	10%	0%	10%	0%
	Other North Island	56	32%	41%	13%	4%	9%	2%
	Canterbury	13	69%	31%	0%	0%	0%	0%
	Other South Island	20	40%	40%	15%	5%	0%	0%
Number of employees	1-5	34	38%	41%	12%	0%	9%	0%
	6-10	44	23%	41%	16%	5%	9%	7%
	11-19	61	36%	39%	15%	5%	5%	0%
Business type	Office based	19	32%	32%	26%	0%	11%	0%
	Manufacturing / industrial /engineering	49	31%	41%	12%	2%	10%	4%
	Retail e.g. shops, dairies, mini-marts	17	35%	35%	24%	0%	0%	6%
	Farming	13	38%	38%	15%	0%	8%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	26	38%	46%	4%	12%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	4	25%	25%	25%	25%	0%	0%
	Other	20	35%	40%	10%	0%	15%	0%
Monthly electricity payment	Pay \$500-\$1,000 a month	78	27%	41%	19%	1%	9%	3%
	More than \$1,000 a month	69	41%	38%	9%	6%	6%	1%
Electricity supplier	Contact Energy	29	34%	48%	10%	3%	0%	3%
	Genesis Energy	27	22%	26%	30%	4%	15%	4%
	Mercury Energy	32	31%	34%	16%	6%	9%	3%
	Meridian Energy	22	32%	50%	9%	5%	5%	0%
	TrustPower	11	45%	55%	0%	0%	0%	0%
	Other	27	44%	33%	11%	0%	11%	0%
Switched electricity suppliers in past year	Yes, switched	35	34%	43%	14%	3%	3%	3%
	Not switched	113	34%	38%	14%	4%	9%	2%
Seen new 'bear' ad campaign	Have seen	76	38%	42%	11%	1%	5%	3%
	Have not seen	66	29%	36%	18%	6%	9%	2%

		Have you switched electricity suppliers in the past 12 months?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	318	15%	84%	1%
Region	Auckland	87	23%	77%	0%
	Wellington	22	9%	91%	0%
	Other North Island	112	11%	88%	2%
	Canterbury	47	11%	87%	2%
	Other South Island	50	16%	84%	0%
Number of employees	1-5	84	8%	89%	2%
	6-10	105	17%	83%	0%
	11-19	112	17%	83%	0%
Business type	Office based	51	18%	82%	0%
	Manufacturing / industrial /engineering	103	16%	83%	1%
	Retail e.g. shops, dairies, mini-marts	29	21%	79%	0%
	Farming	32	9%	91%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	42	12%	88%	0%
	Operate mainly of fsite e.g. builder, plumber, electrician, transport	11	0%	100%	0%
	Other	50	16%	80%	4%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	14%	86%	0%
	More than \$1,000 a month	137	17%	83%	0%
Electricity supplier	Contact Energy	68	15%	84%	1%
	Genesis Energy	53	6%	94%	0%
	Mercury Energy	60	7%	93%	0%
	Meridian Energy	48	21%	79%	0%
	TrustPower	30	3%	97%	0%
	Other	59	32%	64%	3%
Switched electricity suppliers in past year	Yes, switched	47	100%	0%	0%
	Not switched	268	0%	100%	0%
Seen new 'bear' ad campaign	Have seen	164	14%	85%	1%
	Have not seen	135	17%	83%	0%

		Please select the statement that is most applicable to your business?						
			We are not interested in switching our electricity supplier.	We would be interested in switching electricity supplier if we were approached and offered a cheaper deal, but we do not	We are actively looking for a cheaper electricity supplier for electricity	We intend to look for a cheaper electricity supplier of electricity in the next 12 months.	We would be interested in switching electricity supplier on the basis of better service. We do not intend to actively I	Unsure
		Base Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	271	13%	57%	5%	15%	7%	3%
Region	Auckland	67	9%	64%	0%	18%	7%	1%
	Wellington	20	15%	50%	15%	5%	10%	5%
	Other North Island	100	17%	52%	5%	15%	7%	4%
	Canterbury	42	10%	69%	5%	10%	5%	2%
	Other South Island	42	12%	50%	7%	24%	7%	0%
Number of employees	1-5	77	21%	53%	4%	9%	10%	3%
	6-10	87	9%	55%	7%	20%	6%	3%
	11-19	93	11%	61%	4%	17%	5%	1%
Business type	Office based	42	7%	71%	2%	10%	10%	0%
	Manufacturing / industrial /engineering	87	11%	54%	6%	22%	5%	2%
	Retail e.g. shops, dairies, mini-marts	23	9%	57%	4%	4%	17%	9%
	Farming	29	24%	45%	10%	7%	10%	3%
	Hospitality e.g. cafes, restaurants, motel, pub	37	8%	54%	8%	24%	3%	3%
	Operate mainly of fsite e.g. builder, plumber, electrician, transport	11	9%	91%	0%	0%	0%	0%
	Other	42	21%	52%	0%	17%	7%	2%
Monthly electricity payment	Pay \$500-\$1,000 a month	147	12%	60%	5%	12%	10%	1%
	More than \$1,000 a month	114	13%	56%	4%	20%	4%	2%
Electricity supplier	Contact Energy	58	9%	50%	7%	22%	9%	3%
	Genesis Energy	50	14%	62%	8%	8%	8%	0%
	Mercury Energy	56	5%	71%	0%	16%	7%	0%
	Meridian Energy	38	16%	58%	8%	5%	5%	8%
	TrustPower	29	24%	41%	3%	28%	3%	0%
	Other	40	18%	53%	3%	15%	8%	5%
Switched electricity suppliers in past year	Yes, switched	0	0%	0%	0%	0%	0%	0%
	Not switched	268	13%	58%	5%	16%	7%	2%
Seen new 'bear' ad campaign	Have seen	141	18%	53%	4%	17%	6%	1%
	Have not seen	112	6%	63%	5%	15%	8%	2%

		On the most recent time you switched, was the new pricing plan cheaper than the contract you were previously on?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	47	89%	6%	4%
Region	Auckland	20	100%	0%	0%
	Wellington	2	50%	50%	0%
	Other North Island	12	100%	0%	0%
	Canterbury	5	80%	20%	0%
	Other South Island	8	63%	13%	25%
Number of employees	1-5	7	86%	14%	0%
	6-10	18	89%	0%	11%
	11-19	19	95%	5%	0%
Business type	Office based	9	89%	11%	0%
	Manufacturing / industrial /engineering	16	94%	6%	0%
	Retail e.g. shops, dairies, mini-marts	6	83%	0%	17%
	Farming	3	67%	33%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	5	100%	0%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	0	0%	0%	0%
	Other	8	88%	0%	13%
Monthly electricity payment	Pay \$500-\$1,000 a month	24	92%	4%	4%
	More than \$1,000 a month	23	87%	9%	4%
Electricity supplier	Contact Energy	10	90%	10%	0%
	Genesis Energy	3	100%	0%	0%
	Mercury Energy	4	100%	0%	0%
	Meridian Energy	10	100%	0%	0%
	TrustPower	1	100%	0%	0%
	Other	19	79%	11%	11%
Switched electricity suppliers in past year	Yes, switched	47	89%	6%	4%
	Not switched	0	0%	0%	0%
Seen new 'bear' ad campaign	Have seen	23	91%	9%	0%
	Have not seen	23	87%	4%	9%

		Which is the most applicable to you when you most recently switched electricity supplier?							
			You were approached by an electricity supplier and they arranged the switch	You approached alternative electricity suppliers for quotes and the chosen company arranged the switch	You moved and chose the electricity supplier who was already supplying the premises	You went to a price comparison website and switched via the website	You went to a price comparison website to check for the best deal but then approached the supplier directly yourself	If there was another more applicable way, please name it	Unsure
		Base Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	47	45%	30%	0%	9%	6%	11%	0%
Region	Auckland	20	40%	20%	0%	15%	10%	15%	0%
	Wellington	2	50%	50%	0%	0%	0%	0%	0%
	Other North Island	12	67%	25%	0%	0%	0%	8%	0%
	Canterbury	5	0%	60%	0%	20%	20%	0%	0%
	Other South Island	8	50%	38%	0%	0%	0%	13%	0%
Number of employees	1-5	7	57%	43%	0%	0%	0%	0%	0%
	6-10	18	33%	44%	0%	6%	11%	6%	0%
	11-19	19	47%	16%	0%	11%	5%	21%	0%
Business type	Office based	9	44%	44%	0%	0%	11%	0%	0%
	Manufacturing / industrial /engineering	16	38%	25%	0%	13%	13%	13%	0%
	Retail e.g. shops, dairies, mini-marts	6	83%	17%	0%	0%	0%	0%	0%
	Farming	3	0%	100%	0%	0%	0%	0%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	5	20%	0%	0%	40%	0%	40%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	0	0%	0%	0%	0%	0%	0%	0%
	Other	8	63%	25%	0%	0%	0%	13%	0%
Monthly electricity payment	Pay \$500-\$1,000 a month	24	50%	38%	0%	0%	13%	0%	0%
	More than \$1,000 a month	23	39%	22%	0%	17%	0%	22%	0%
Electricity supplier	Contact Energy	10	10%	50%	0%	0%	20%	20%	0%
	Genesis Energy	3	33%	67%	0%	0%	0%	0%	0%
	Mercury Energy	4	100%	0%	0%	0%	0%	0%	0%
	Meridian Energy	10	60%	30%	0%	0%	0%	10%	0%
	TrustPower	1	0%	100%	0%	0%	0%	0%	0%
	Other	19	47%	16%	0%	21%	5%	11%	0%
Switched electricity suppliers in past year	Yes, switched	47	45%	30%	0%	9%	6%	11%	0%
	Not switched	0	0%	0%	0%	0%	0%	0%	0%
Seen new 'bear' ad campaign	Have seen	23	48%	39%	0%	4%	0%	9%	0%
	Have not seen	23	43%	22%	0%	13%	9%	13%	0%

		Have you seen a campaign that encourages households and businesses to check if they can save on their power bill by switching power companies at a web site called <a href="http://whatsmynumber.org.nz">whatsmynumber.org.nz</a> ?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	318	84%	15%	1%
Region	Auckland	87	89%	10%	1%
	Wellington	22	82%	18%	0%
	Other North Island	112	82%	17%	1%
	Canterbury	47	79%	21%	0%
	Other South Island	50	86%	14%	0%
Number of employees	1-5	84	87%	13%	0%
	6-10	105	82%	16%	2%
	11-19	112	84%	16%	0%
Business type	Office based	51	88%	12%	0%
	Manufacturing / industrial /engineering	103	83%	17%	1%
	Retail e.g. shops, dairies, mini-marts	29	93%	7%	0%
	Farming	32	91%	9%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	42	76%	24%	0%
	Operate mainly of fsite e.g. builder, plumber, electrician, transport	11	82%	18%	0%
	Other	50	80%	18%	2%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	83%	16%	1%
	More than \$1,000 a month	137	85%	15%	0%
Electricity supplier	Contact Energy	68	93%	7%	0%
	Genesis Energy	53	81%	19%	0%
	Mercury Energy	60	85%	13%	2%
	Meridian Energy	48	79%	21%	0%
	TrustPower	30	80%	20%	0%
	Other	59	81%	17%	2%
Switched electricity suppliers in past year	Yes, switched	47	83%	17%	0%
	Not switched	268	84%	15%	1%
Seen new 'bear' ad campaign	Have seen	164	94%	6%	0%
	Have not seen	135	72%	27%	1%

		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 post it note stuck on their forehead. All th			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	318	86%	13%	1%
Region	Auckland	87	90%	10%	0%
	Wellington	22	86%	14%	0%
	Other North Island	112	85%	14%	1%
	Canterbury	47	81%	17%	2%
	Other South Island	50	88%	12%	0%
Number of employees	1-5	84	88%	12%	0%
	6-10	105	85%	14%	1%
	11-19	112	87%	13%	0%
Business type	Office based	51	90%	10%	0%
	Manufacturing / industrial /engineering	103	83%	17%	1%
	Retail e.g. shops, dairies, mini-marts	29	100%	0%	0%
	Farming	32	84%	16%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	42	86%	14%	0%
	Operate mainly of fsite e.g. builder, plumber, electrician, transport	11	91%	9%	0%
	Other	50	82%	16%	2%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	86%	13%	1%
	More than \$1,000 a month	137	85%	14%	1%
Electricity supplier	Contact Energy	68	88%	12%	0%
	Genesis Energy	53	89%	11%	0%
	Mercury Energy	60	83%	13%	3%
	Meridian Energy	48	90%	10%	0%
	TrustPower	30	80%	20%	0%
	Other	59	85%	15%	0%
Switched electricity suppliers in past year	Yes, switched	47	89%	11%	0%
	Not switched	268	85%	14%	1%
Seen new 'bear' ad campaign	Have seen	164	98%	2%	0%
	Have not seen	135	73%	27%	0%



		Now I am going to describe a specific set of ads. In these ads, a man is sitting in his kitchen using a computer to see how much he can save by switching to a different power company, the ad says it is easy to do and would only be hard if he was sitting n			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	318	52%	42%	6%
Region	Auckland	87	56%	38%	6%
	Wellington	22	59%	32%	9%
	Other North Island	112	53%	44%	4%
	Canterbury	47	47%	45%	9%
	Other South Island	50	42%	50%	8%
Number of employees	1-5	84	64%	30%	6%
	6-10	105	44%	50%	6%
	11-19	112	50%	45%	5%
Business type	Office based	51	61%	33%	6%
	Manufacturing / industrial /engineering	103	43%	55%	2%
	Retail e.g. shops, dairies, mini-marts	29	55%	41%	3%
	Farming	32	66%	28%	6%
	Hospitality e.g. cafes, restaurants, motel, pub	42	55%	38%	7%
	Operate mainly of fsite e.g. builder, plumber, electrician, transport	11	45%	45%	9%
	Other	50	48%	38%	14%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	53%	43%	4%
	More than \$1,000 a month	137	47%	45%	7%
Electricity supplier	Contact Energy	68	59%	35%	6%
	Genesis Energy	53	47%	47%	6%
	Mercury Energy	60	55%	38%	7%
	Meridian Energy	48	48%	46%	6%
	TrustPower	30	47%	43%	10%
	Other	59	49%	47%	3%
Switched electricity suppliers in past year	Yes, switched	47	49%	49%	2%
	Not switched	268	52%	42%	6%
Seen new 'bear' ad campaign	Have seen	164	100%	0%	0%
	Have not seen	135	0%	100%	0%

		And what about these adv erts (images of business targeted ads), hav e you seen these before?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	318	14%	81%	5%
Region	Auckland	87	20%	75%	6%
	Wellington	22	18%	77%	5%
	Other North Island	112	12%	86%	3%
	Canterbury	47	13%	81%	6%
	Other South Island	50	8%	84%	8%
Number of employees	1-5	84	10%	86%	5%
	6-10	105	12%	82%	6%
	11-19	112	18%	79%	4%
Business ty pe	Off ice based	51	22%	78%	0%
	Manufacturing / industrial /engineering	103	11%	84%	5%
	Retail e.g. shops, dairies, mini-marts	29	14%	79%	7%
	Farming	32	9%	84%	6%
	Hospitality e.g. cafes, restaurants, motel, pub	42	12%	81%	7%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	0%	91%	9%
	Other	50	20%	74%	6%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	16%	80%	4%
	More than \$1,000 a month	137	12%	82%	7%
Electricity supplier	Contact Energy	68	15%	81%	4%
	Genesis Energy	53	21%	72%	8%
	Mercury Energy	60	15%	80%	5%
	Meridian Energy	48	13%	81%	6%
	TrustPower	30	10%	87%	3%
	Other	59	8%	88%	3%
Switched electricity suppliers in past year	Yes, switched	47	13%	81%	6%
	Not switched	268	14%	81%	5%
Seen new 'bear' ad campaign	Have seen	164	12%	84%	4%
	Have not seen	135	16%	81%	3%

		Did any of the ads you have seen make you consider checking you are on the best electricity pricing for your company?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	294	38%	59%	2%
Region	Auckland	82	39%	60%	1%
	Wellington	20	35%	65%	0%
	Other North Island	106	37%	61%	2%
	Canterbury	41	39%	54%	7%
	Other South Island	45	42%	56%	2%
Number of employees	1-5	79	42%	58%	0%
	6-10	94	39%	57%	3%
	11-19	104	38%	61%	2%
Business type	Office based	48	31%	69%	0%
	Manufacturing / industrial /engineering	93	39%	58%	3%
	Retail e.g. shops, dairies, mini-marts	29	31%	66%	3%
	Farming	32	34%	63%	3%
	Hospitality e.g. cafes, restaurants, motel, pub	36	44%	56%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	10	50%	40%	10%
	Other	46	46%	52%	2%
Monthly electricity payment	Pay \$500-\$1,000 a month	158	38%	59%	3%
	More than \$1,000 a month	126	39%	60%	1%
Electricity supplier	Contact Energy	64	44%	53%	3%
	Genesis Energy	51	41%	59%	0%
	Mercury Energy	54	43%	57%	0%
	Meridian Energy	46	26%	70%	4%
	TrustPower	26	27%	65%	8%
	Other	53	42%	57%	2%
Switched electricity suppliers in past year	Yes, switched	45	29%	71%	0%
	Not switched	246	40%	57%	3%
Seen new 'bear' ad campaign	Have seen	164	40%	59%	1%
	Have not seen	113	35%	62%	4%

		Have you visited the price comparison website whatsmynumber.org.nz?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	318	29%	71%	0%
Region	Auckland	87	32%	68%	0%
	Wellington	22	18%	82%	0%
	Other North Island	112	29%	71%	0%
	Canterbury	47	23%	74%	2%
	Other South Island	50	30%	70%	0%
Number of employees	1-5	84	29%	71%	0%
	6-10	105	26%	74%	0%
	11-19	112	29%	70%	1%
Business type	Office based	51	33%	67%	0%
	Manufacturing / industrial /engineering	103	27%	73%	0%
	Retail e.g. shops, dairies, mini-marts	29	28%	72%	0%
	Farming	32	38%	63%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	42	36%	64%	0%
	Operate mainly off site e.g. builder, plumber, electrician, transport	11	9%	91%	0%
	Other	50	20%	78%	2%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	29%	71%	0%
	More than \$1,000 a month	137	27%	72%	1%
Electricity supplier	Contact Energy	68	25%	75%	0%
	Genesis Energy	53	30%	70%	0%
	Mercury Energy	60	32%	68%	0%
	Meridian Energy	48	27%	71%	2%
	TrustPower	30	20%	80%	0%
	Other	59	34%	66%	0%
Switched electricity suppliers in past year	Yes, switched	47	32%	68%	0%
	Not switched	268	28%	72%	0%
Seen new 'bear' ad campaign	Have seen	164	36%	64%	0%
	Have not seen	135	22%	77%	1%

		Have you visited the 'My Business' section of the price comparison website <a href="http://whatsmynumber.org.nz">whatsmynumber.org.nz</a> to compare what your business pays with what another electricity supplier charges?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	318	12%	87%	1%
Region	Auckland	87	16%	84%	0%
	Wellington	22	9%	91%	0%
	Other North Island	112	11%	88%	1%
	Canterbury	47	6%	89%	4%
	Other South Island	50	12%	88%	0%
Number of employees	1-5	84	12%	87%	1%
	6-10	105	11%	87%	2%
	11-19	112	12%	88%	0%
Business type	Office based	51	14%	86%	0%
	Manufacturing / industrial /engineering	103	14%	85%	1%
	Retail e.g. shops, dairies, mini-marts	29	3%	90%	7%
	Farming	32	22%	78%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	42	14%	86%	0%
	Operate mainly off site e.g. builder, plumber, electrician, transport	11	0%	100%	0%
	Other	50	4%	96%	0%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	13%	86%	1%
	More than \$1,000 a month	137	10%	88%	1%
Electricity supplier	Contact Energy	68	9%	91%	0%
	Genesis Energy	53	15%	85%	0%
	Mercury Energy	60	17%	83%	0%
	Meridian Energy	48	4%	94%	2%
	TrustPower	30	3%	97%	0%
	Other	59	17%	80%	3%
Switched electricity suppliers in past year	Yes, switched	47	17%	79%	4%
	Not switched	268	11%	89%	0%
Seen new 'bear' ad campaign	Have seen	164	13%	87%	0%
	Have not seen	135	10%	88%	1%

		Where did you hear about the 'MyBusiness' section of the price comparison website <a href="http://whatsmynumber.org.nz">whatsmynumber.org.nz</a> – was it...										
			An ad campaign aimed at businesses	Other (please specify)	The campaign with the post-it notes	The ads with the man, bear, and honey	Online advertising	Television advert	In the mail	An advert in a business magazine	I visited the <a href="http://whatsmynumber.org.nz">whatsmy number</a> website's household comparison tool	I read an article about in a magazine or newspaper
		Base	Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	37	0%	8%	16%	5%	8%	22%	5%	5%	54%	8%
Region	Auckland	14	0%	7%	21%	7%	14%	43%	14%	7%	36%	7%
	Wellington	2	0%	0%	50%	50%	0%	50%	0%	0%	100%	0%
	Other North Island	12	0%	17%	0%	0%	0%	8%	0%	0%	67%	8%
	Canterbury	3	0%	0%	33%	0%	0%	0%	0%	0%	67%	0%
	Other South Island	6	0%	0%	17%	0%	17%	0%	0%	17%	50%	17%
Number of employees	1-5	10	0%	10%	0%	0%	0%	20%	0%	0%	50%	20%
	6-10	12	0%	0%	25%	0%	8%	0%	8%	8%	67%	0%
	11-19	13	0%	8%	23%	15%	15%	38%	8%	8%	54%	8%
Business type	Office based	7	0%	0%	43%	14%	14%	43%	14%	0%	86%	0%
	Manufacturing / industrial / engineering	14	0%	7%	21%	0%	7%	21%	7%	7%	43%	0%
	Retail e.g. shops, dairies, mini-marts	1	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%
	Farming	7	0%	14%	0%	0%	0%	0%	0%	0%	71%	14%
	Hospitality e.g. cafes, restaurants, motel, pub	6	0%	0%	0%	0%	0%	17%	0%	17%	50%	17%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Other	2	0%	50%	0%	50%	0%	50%	0%	0%	0%	50%
Monthly electricity payment	Pay \$500-\$1,000 a month	23	0%	4%	22%	9%	13%	30%	4%	4%	52%	9%
	More than \$1,000 a month	14	0%	14%	7%	0%	0%	7%	7%	7%	57%	7%
Electricity supplier	Contact Energy	6	0%	0%	33%	0%	0%	0%	0%	0%	83%	0%
	Genesis Energy	8	0%	25%	13%	13%	0%	25%	0%	13%	38%	13%
	Mercury Energy	10	0%	0%	20%	10%	20%	60%	20%	0%	40%	10%
	Meridian Energy	2	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%
	TrustPower	1	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%
	Other	10	0%	10%	10%	0%	0%	0%	0%	10%	60%	10%
Switched electricity suppliers in past year	Yes, switched	8	0%	13%	25%	13%	13%	25%	13%	13%	38%	13%
	Not switched	29	0%	7%	14%	3%	7%	21%	3%	3%	59%	7%
Seen new 'bear' ad campaign	Have seen	22	0%	5%	18%	9%	9%	27%	9%	9%	59%	9%
	Have not seen	14	0%	14%	14%	0%	7%	14%	0%	0%	43%	7%

		Which of the following describes what your business did after visiting the 'My Business' section of the whatsmynumber website?							
			We took no further action nor do we intend to switch in the next 12 months	We have not switched, but we intend to do so in the next 12 months.	We switched, but not to the cheapest electricity supplier according to the site.	We switched to the cheapest electricity supplier according to the site.	We are considering switching	Other	Unsure
		Base	Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
All	.	37	41%	5%	8%	11%	11%	24%	0%
Region	Auckland	14	29%	14%	7%	21%	0%	29%	0%
	Wellington	2	50%	0%	0%	0%	0%	50%	0%
	Other North Island	12	58%	0%	0%	8%	8%	25%	0%
	Canterbury	3	67%	0%	33%	0%	0%	0%	0%
	Other South Island	6	17%	0%	17%	0%	50%	17%	0%
Number of employees	1-5	10	60%	0%	0%	0%	10%	30%	0%
	6-10	12	33%	0%	17%	8%	8%	33%	0%
	11-19	13	31%	15%	8%	23%	15%	8%	0%
Business type	Office based	7	43%	29%	14%	0%	14%	0%	0%
	Manufacturing / industrial /engineering	14	36%	0%	14%	14%	0%	36%	0%
	Retail e.g. shops, dairies, mini-marts	1	100%	0%	0%	0%	0%	0%	0%
	Farming	7	43%	0%	0%	14%	29%	14%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	6	50%	0%	0%	0%	17%	33%	0%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	0	0%	0%	0%	0%	0%	0%	0%
	Other	2	0%	0%	0%	50%	0%	50%	0%
Monthly electricity payment	Pay \$500-\$1,000 a month	23	39%	9%	9%	9%	9%	26%	0%
	More than \$1,000 a month	14	43%	0%	7%	14%	14%	21%	0%
Electricity supplier	Contact Energy	6	33%	0%	17%	0%	17%	33%	0%
	Genesis Energy	8	50%	0%	0%	0%	25%	25%	0%
	Mercury Energy	10	50%	20%	0%	10%	0%	20%	0%
	Meridian Energy	2	50%	0%	0%	0%	50%	0%	0%
	TrustPower	1	100%	0%	0%	0%	0%	0%	0%
	Other	10	20%	0%	20%	30%	0%	30%	0%
Switched electricity suppliers in past year	Yes, switched	8	0%	13%	38%	38%	0%	13%	0%
	Not switched	29	52%	3%	0%	3%	14%	28%	0%
Seen new 'bear' ad campaign	Have seen	22	36%	9%	9%	5%	9%	32%	0%
	Have not seen	14	50%	0%	7%	21%	7%	14%	0%

		You said you intend or are considering switching - when you do, do you think you will use the whatsmynumber website to switch?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	6	83%	0%	17%
Region	Auckland	2	100%	0%	0%
	Wellington	0	0%	0%	0%
	Other North Island	1	100%	0%	0%
	Canterbury	0	0%	0%	0%
	Other South Island	3	67%	0%	33%
Number of employees	1-5	1	100%	0%	0%
	6-10	1	100%	0%	0%
	11-19	4	75%	0%	25%
Business type	Office based	3	100%	0%	0%
	Manufacturing / industrial /engineering	0	0%	0%	0%
	Retail e.g. shops, dairies, mini-marts	0	0%	0%	0%
	Farming	2	50%	0%	50%
	Hospitality e.g. cafes, restaurants, motel, pub	1	100%	0%	0%
	Operate mainly of fsite e.g. builder, plumber, electrician, transport	0	0%	0%	0%
	Other	0	0%	0%	0%
Monthly electricity payment	Pay \$500-\$1,000 a month	4	100%	0%	0%
	More than \$1,000 a month	2	50%	0%	50%
Electricity supplier	Contact Energy	1	100%	0%	0%
	Genesis Energy	2	100%	0%	0%
	Mercury Energy	2	100%	0%	0%
	Meridian Energy	1	0%	0%	100%
	TrustPower	0	0%	0%	0%
	Other	0	0%	0%	0%
Switched electricity suppliers in past year	Yes, switched	1	100%	0%	0%
	Not switched	5	80%	0%	20%
Seen new 'bear' ad campaign	Have seen	4	100%	0%	0%
	Have not seen	1	0%	0%	100%



		You said you intend or are considering switching - when you do, will you only use the whatsmynumber website to gather information and compare deals			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	1	0%	0%	100%
Region	Auckland	0	0%	0%	0%
	Wellington	0	0%	0%	0%
	Other North Island	0	0%	0%	0%
	Canterbury	0	0%	0%	0%
	Other South Island	1	0%	0%	100%
Number of employees	1-5	0	0%	0%	0%
	6-10	0	0%	0%	0%
	11-19	1	0%	0%	100%
Business type	Office based	0	0%	0%	0%
	Manufacturing / industrial /engineering	0	0%	0%	0%
	Retail e.g. shops, dairies, mini-marts	0	0%	0%	0%
	Farming	1	0%	0%	100%
	Hospitality e.g. cafes, restaurants, motel, pub	0	0%	0%	0%
	Operate mainly of fsite e.g. builder, plumber, electrician, transport	0	0%	0%	0%
	Other	0	0%	0%	0%
Monthly electricity payment	Pay \$500-\$1,000 a month	0	0%	0%	0%
	More than \$1,000 a month	1	0%	0%	100%
Electricity supplier	Contact Energy	0	0%	0%	0%
	Genesis Energy	0	0%	0%	0%
	Mercury Energy	0	0%	0%	0%
	Meridian Energy	1	0%	0%	100%
	TrustPower	0	0%	0%	0%
	Other	0	0%	0%	0%
Switched electricity suppliers in past year	Yes, switched	0	0%	0%	0%
	Not switched	1	0%	0%	100%
Seen new 'bear' ad campaign	Have seen	0	0%	0%	0%
	Have not seen	1	0%	0%	100%

		You said you ended up switching supplier - when you did switch did you use the whatsmynumber website to switch?			
		Base	Yes	No	Unsure
		Count	Row N %	Row N %	Row N %
All	.	7	29%	71%	0%
Region	Auckland	4	25%	75%	0%
	Wellington	0	0%	0%	0%
	Other North Island	1	100%	0%	0%
	Canterbury	1	0%	100%	0%
	Other South Island	1	0%	100%	0%
Number of employees	1-5	0	0%	0%	0%
	6-10	3	33%	67%	0%
	11-19	4	25%	75%	0%
Business type	Office based	1	0%	100%	0%
	Manufacturing / industrial /engineering	4	25%	75%	0%
	Retail e.g. shops, dairies, mini-marts	0	0%	0%	0%
	Farming	1	100%	0%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	0	0%	0%	0%
	Operate mainly of fsite e.g. builder, plumber, electrician, transport	0	0%	0%	0%
	Other	1	0%	100%	0%
Monthly electricity payment	Pay \$500-\$1,000 a month	4	0%	100%	0%
	More than \$1,000 a month	3	67%	33%	0%
Electricity supplier	Contact Energy	1	0%	100%	0%
	Genesis Energy	0	0%	0%	0%
	Mercury Energy	1	0%	100%	0%
	Meridian Energy	0	0%	0%	0%
	TrustPower	0	0%	0%	0%
	Other	5	40%	60%	0%
Switched electricity suppliers in past year	Yes, switched	6	17%	83%	0%
	Not switched	1	100%	0%	0%
Seen new 'bear' ad campaign	Have seen	3	0%	100%	0%
	Have not seen	4	50%	50%	0%

		Thinking about how much your business spends on electricity per month, how significant is this cost compared to other business overheads?				
		Base	The cost is very significant	The cost is quite significant	The cost is not very significant	The cost of electricity is Insignificant
		Count	Row N %	Row N %	Row N %	Row N %
All	.	318	19%	51%	27%	3%
Region	Auckland	87	20%	43%	33%	5%
	Wellington	22	14%	45%	32%	9%
	Other North Island	112	18%	55%	24%	3%
	Canterbury	47	23%	55%	21%	0%
	Other South Island	50	18%	52%	28%	2%
Number of employees	1-5	84	21%	51%	25%	2%
	6-10	105	17%	56%	24%	3%
	11-19	112	17%	46%	32%	4%
Business type	Office based	51	4%	41%	51%	4%
	Manufacturing / industrial /engineering	103	17%	51%	29%	2%
	Retail e.g. shops, dairies, mini-marts	29	24%	52%	24%	0%
	Farming	32	22%	50%	28%	0%
	Hospitality e.g. cafes, restaurants, motel, pub	42	29%	57%	10%	5%
	Operate mainly offsite e.g. builder, plumber, electrician, transport	11	9%	55%	27%	9%
	Other	50	26%	52%	16%	6%
Monthly electricity payment	Pay \$500-\$1,000 a month	171	14%	49%	33%	4%
	More than \$1,000 a month	137	25%	53%	19%	3%
Electricity supplier	Contact Energy	68	22%	46%	29%	3%
	Genesis Energy	53	23%	47%	26%	4%
	Mercury Energy	60	13%	45%	35%	7%
	Meridian Energy	48	13%	60%	27%	0%
	TrustPower	30	17%	67%	17%	0%
	Other	59	24%	49%	24%	3%
Switched electricity suppliers in past year	Yes, switched	47	32%	40%	28%	0%
	Not switched	268	17%	53%	27%	4%
Seen new 'bear' ad campaign	Have seen	164	18%	51%	26%	4%
	Have not seen	135	21%	50%	28%	1%