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## **More than 50% of Canterbury households switch electricity suppliers**



New figures from the Electricity Authority estimate over half of Canterbury households have switched electricity providers in the last five years. The figures show last year over 40,000 Canterbury households switched providers, and could have saved \$34,778,035 or an average of \$150.

Electricity Authority Chief Executive Carl Hansen is pleased so many local consumers are exploring their options. "With such high electricity usage in Canterbury, it's important that consumers ensure that they're on the best deal for their household."

"The New Zealand electricity market is very competitive. There is a wide range of deals and plans available to suit different families and lifestyles" he says. "We encourage all consumers to shop around."

"In the Canterbury region alone we saw four new brands enter the market last year, offering locals more options than ever before. Local consumers now have up to 14 electricity providers to choose from."

"It's important consumers realise that their choice of retailer makes no difference to the reliability of their electricity supply – those outcomes are affected by the performance of their local distribution network and by Transpower, and is the same regardless of which retailer consumers choose."

Kiwis in the Canterbury region are also estimated to have the highest average electricity consumption, more than 20% higher than the national average.

Across New Zealand we continue to see high switching rates. New figures from the Electricity Authority show that over 385,000 households switched electricity providers in 2014. If all eligible Kiwi households had switched to the cheapest electricity provider during the year they could have collectively saved \$281 million or an average of \$162 per household.

"As winter really starts to take a hold, now is the right time to check your plan," says Hansen. "Even if you've switched providers in the past, we encourage all consumers to regularly check, as offers change. Heading to the *What's My Number* website makes this easy."

"Checking your deal doesn't mean you have to change plans, and it doesn't have to be about finding the cheapest provider. Sometimes it's just a matter of knowing what alternative services are being offered and what other incentives might be right for you," Hansen says.

Changing electricity suppliers is very straightforward. A recent Electricity Authority [survey](#) of consumers showed that 90% found it easy. Once you have identified the potential savings on What's My Number you can simply click through to Consumer NZ's Powerswitch website to compare your options and start the switching process. Alternatively, you can call the new provider who will manage the change for you.

*What's My Number* is run by the Electricity Authority in partnership with Consumer NZ, and puts choice in consumers' hands by helping them to shop around. To find out if you're getting the best deal for your power, visit [www.whatsmynumber.org.nz](http://www.whatsmynumber.org.nz).

ENDS

## Northland

- 20% of consumers switched providers in 2014
- Average savings of \$133 per household

## Taranaki

- 20% of consumers switched providers in 2014
- Average savings of \$161 per household

## Marlborough

- 17% of consumers switched providers in 2014
- Average savings of \$172 per household

## Nelson

- 21% of consumers switched providers in 2014
- Average savings of \$185 per household

## Tasman

- 14% of consumers switched providers in 2014
- Average savings of \$143 per household

## West Coast

- 13% of consumers switched providers in 2014
- Average savings of \$224 per household

## Otago

- 18% of consumers switched providers in 2014
- Average savings of \$188 per household

## Southland

- 17% of consumers switched providers in 2014
- Average savings of \$130 per household

## Auckland

- 21% of consumers switched providers in 2014
- Average savings of \$136 per household

## Waikato

- 22% of consumers switched providers in 2014
- Average savings of \$147 per household

## Bay of Plenty

- 21% of consumers switched providers in 2014
- Average savings of \$318 per household

## East Coast

- 28% of consumers switched providers in 2014
- Average savings of \$218 per household

## Hawke's Bay

- 18% of consumers switched providers in 2014
- Average savings of \$115 per household

## Manawatu & Wanganui

- 20% of consumers switched providers in 2014
- Average savings of \$150 per household

## Wellington & Wairarapa

- 22% of consumers switched providers in 2014
- Average savings of \$177 per household

## Canterbury

- 17% of consumers switched providers in 2014
- Average savings of \$150 per household
- Customers have between 8-14 brands to choose from

**ELECTRICITY  
AUTHORITY**  
TE MANA HIKO



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## **Additional statistical breakdowns**

| <b>Sub region</b>         | <b>Switches</b> | <b>Switch rate</b> | <b>Average annual savings (\$)</b> | <b>Potential savings (\$)</b> |
|---------------------------|-----------------|--------------------|------------------------------------|-------------------------------|
| <b>North Canterbury</b>   | 3,361           | 12%                | \$94                               | \$2,726,868                   |
| <b>Central Canterbury</b> | 30,070          | 19%                | \$153                              | \$24,737,305                  |
| <b>Ashburton</b>          | 2,230           | 17%                | \$262                              | \$3,354,585                   |
| <b>South Canterbury</b>   | 4,423           | 17%                | \$142                              | \$3,706,314                   |
| <b>Waitaki</b>            | 1,334           | 14%                | \$130                              | \$1,282,236                   |