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Taranaki households most likely to switch electricity providers



Households in the Taranaki region are the most active in the electricity market, with 62 percent changing providers once or more in the last five years.

New figures from the Electricity Authority estimate last year 20 percent of Taranaki households (9,655) switched providers, and could have saved \$7,684,245 or on average annual saving of \$161.

Electricity Authority Chief Executive Carl Hansen is pleased so many consumers are exploring their options, and shopping around. "The average annual saving in Taranaki has increased by a massive 86 percent in 2014, the largest increase in New Zealand last year. We are encouraging all residents to take advantage of the potential saving and check their deal.

"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.

"In the Taranaki region alone we saw two new retailers enter the market last year, offering locals more options than ever before. Local consumers now have up to 15 brands to choose from, depending on their network.

"Its 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."

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.

ENDS



Taranaki

- 20% of consumers switched providers in 2014
- Average savings of \$161 per household
- Consumers have between 14 and 15 brands to choose from

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

Southland

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

Northland

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

Nelson

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

Marlborough

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

Canterbury

- 17% of consumers switched providers in 2014
- Average savings of \$150 per household

Otago

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

**ELECTRICITY
AUTHORITY**
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