Electricity Authority

Electricity Consumers' Survey

December 2016

UMR
RESEARCH

Contents

Objectives and method

1.1 Background

The Electricity Authority (the Authority) is an independent Crown entity responsible for the efficient operation of the New Zealand electricity market. The Authority is the electricity market regulator - regulating the electricity market by developing and setting the market rules, enforcing and administering them and monitoring the market's performance.

The Authority promotes competition in, reliable supply by, and the efficient operation of, the New Zealand electricity industry for the long-term benefit of consumers.

The Authority research shows that consumers are more likely to participate in the retail electricity market and/ or make decisions about their electricity usage if they can easily access information that will effectively inform those decisions.

In 2015, the Authority commissioned market research to explore the decision making process and the role information may play in driving decisions. Further research was commissioned in 2016 to track movements in key metrics over the past year.

1.2 Objectives

The key objective of the research was to provide ongoing measures of 'how consumers make choices (or decisions) regarding electricity offers', including both deals and retailer choices.

Other specific objectives are to:

- Measure why consumers do (or do not) make decisions about their electricity provider – this includes decisions around shopping around, reviewing, and switching.
- Measure how consumers make these decisions and to identify the key sources of information they use to make these decisions.
- Measure why they make the decisions or choices observed including the decision not to shop around or switch or be engaged with the electricity market in any way.
- Measure perceptions of whether particular processes or tools would make decisions and choices easier.
- Track key metrics over time.

1.3 Method

The report is based on results from an online survey among a nationally representative sample of New Zealanders aged 18 years and over. The sample size was n=1,200 and fieldwork was carried out from the 5th to 12th October 2016. The margin of error for a 50% figure at the 95% confidence level for a sample size of 1,200 is plus or minus 2.8%.

Due to rounding, some charts may not add to 100%.

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

Significance testing

The T-statistic was used to test for differences between specified groups with any significant differences noted in the report. The *t*-test is a two-tailed test. For each test, a P-value is computed which is the probability that the difference is significant. Any P-value less than or equal to 0.05 indicates a difference that is significant at the 95% confidence level.

Executive summary

Overall

Results in the latest Electricity Consumers' Survey were stable compared to 2015. Most changes were within a few percentage points and not significantly different.

A few changes to note - passive reviewing appeared to be increasing compared to active reviewing with 36% reviewing the deal with their current retailer but not switching (up 2%), while 30% actively investigated deals from other retailers (down 6%) but also not switching.

Switching levels remained much the same as 2015 with 12% switching plans with their current retailer (up 1%) and 17% switching to another retailer (down 3%). However, among switchers sources of information used in decision making moved much more towards digital channels and away from phone contact. This trend was in conjunction with retailer activity declining, with around three in five respondents (57%) indicating they were approached about switching in the last two years, down 12% from 2014 when this question was last asked.

For switchers, pricing factors, terms and conditions of the contract, and company sustainability – were also factors that appeared to increase in importance compared to 2015.

View of household suppliers

Satisfaction remained high across all five household suppliers with banks and mobile phone providers slightly ahead, 82% and 74% respectively. On 69%, electricity retailers had higher satisfaction than internet providers and insurance providers. A majority (81%) of the sample had input or made the decision on the selection of their electricity retailer, which was the lowest proportion of the five providers again this year. Electricity retailer ranked second for both likelihood (21% likely) of switching and ease (60% easy) of switching, however it had the lowest level of care about which retailer is used (74%). The proportion of people who thought it worthwhile to actively shop around for new electricity providers (66%) also ranked second for each just behind internet providers. While the proportion who thought it was worthwhile to review electricity providers was ranked third (38%) just behind insurance providers.

Electricity retailer:

69% satisfied (↓ from 72%)

81% make the decisions (no change)

21% likely to switch (↓ from 23%)

60% think it easy to switch (↑ from 59%)

74% care (↓ from 75%)

38% think worthwhile to review (↑ from 37%)

66% think worthwhile to actively shop around (↑ from 65%)

View of electricity retailer

Respondents rated their electricity retailer on five different attributes, around two-thirds of respondents rated 'being well established', 'the payments solutions they offer' and 'overall quality of customer service' positively (69%, 68% and 65% respectively). Three-fifths of respondents rated 'the electricity plans they offer' and 'overall value of money for the products and services' positively (60% and 59% respectively).

Two out of three people indicated they were confident they could choose the right deal for their household while over half (57%) said they were confident they have all the information they need to compare offers.

67% confident they will choose the deal that is right for their household (no change)

57% confident they have all the information they need to compare different offers (🡅 from 55%)

Reviewing and shopping around

36% reviewed their current offer with their current electricity retailer to see if they were on an okay deal but didn't switch as a result (🡅 from 30%)

30% actively investigated different offers or plans from other electricity retailers but didn't switch as a result (🡇 from 36%)

Over a third of respondents claimed to have reviewed their current offer with their retailer but did not end up switching; and 30% actively investigated different offers or plans from other electricity retailers but did not make the switch over the last 12 months. In total, nearly a third of respondents (31%) claimed to review or actively investigate different offers or plans but did not end up switching at all during the last 12 months.

The most common sources of information for reviewing or shopping around among those that did not end up switching was a price comparison website (55%) and a general internet search (43%).

The main reasons they did not switch after reviewing or shopping around was that they regularly check which provider is the cheapest or just review out of general curiosity (46%) and that their current retailer had a better price or deal (18%).

Switching

Over the last year around one in ten (12%) indicated they had switched the plan they were on with their existing retailer. In total, 55% made some choice to review or switch their plan or provider (down from 59% in 2015). Nearly one-fifth (17%) of respondents indicated they had switched electricity retailers in the last 12 months. Around a quarter (24%) of the overall sample indicated they either switched the plan they were on with their existing retailer or switched electricity retailer in the last 12 months.

12% switched the plan they were on with their existing retailer (🡅 from 11%)

17% switched electricity retailer (🡇 from 20%)

The main reasons for switching were for a better price (56%) followed by 14% that said switching had resulted from moving house. The main information used for switching were price comparison websites (40%) and a general internet search (33%).

While seeming quite low, the level of switching in New Zealand compares favourably to Australia. In a study conducted in 2015[1], 23% of consumers in Australia declared they had changed energy company or plan in the past 12 months compared with 24%[2] in New Zealand.

Barriers to taking action

Across respondents that had not reviewed or switched their electricity retailer, the main reasons for this behaviour were they were happy with their current plan or retailer, followed by not being the decision maker and being too busy, or that it was too much hassle to review or switch.

Price related factors were considered the most important for respondents overall when considering switching. This was followed by factors around the contract and lastly factors about what the company was like.

Nearly a third of people said they would need $250 or more a year to consider switching, 27% said they would switch for $150-250, 22% said they would switch for $150 or less, and 19% were unsure.

83% said the price per kilowatt hour is important (no change)

74% said the plans available to you in your area is important (🡇 from 75%)

61% said the brand and reputation of the company is important (🡇 from 63%)

[1]Source: Australian Energy Market Commission: Consumer Research for 2015, Nationwide Review of Competition in the Retail Energy Market, June 2015.
2 Note: based on total sample i.e. individual consumers are only counted once.

Information usage and needs

If comparing retailers, a majority (77%) would look at the electricity rate, and 61% would look at the size of the monthly bill. Fewer people would look at contract factors such as type of rate (51%) and any termination fee (44%).

Electricity retailer and price comparison websites were the preferred places for getting information on different electricity retailers. The preferred channels to provide information were websites (67%) and via email (42%). Most (89%) could not think of any information that was missing or had expected to find but had found was unavailable.

Preferred place of information:

63% Electricity retailer (↑ from 62%)

61% Price comparison website (↓ from 63%)

14% General advertising (↓ from 16%)

Around half of the sample said that it was easy to compare offers when deciding whether to switch electricity retailers and 17% said it was difficult; similar rating as banks. Generally, people felt it was easier to compare mobile and internet providers (60% and 55% respectively) than electricity retailers while insurance providers were harder (37% easy). The two main reasons people gave for the ease of comparing electricity retailers were access to online information and comparison websites (29-37% each). The main reasons people had problems comparing electricity retailers were the lack of clarity in the prices and the lack of information on deals (14-18% each).

Options for utilising retail data

Interest remained high for a more detailed comparison website. Over two-thirds of respondents expressed an interest in a detailed comparison website for electricity retailers while only 9% were not interested. The main reason they were interested was they felt it would make it easier and be more convenient to compare prices and would save time (43%). While the key reason for a lack of interest was they were happy with their current provider or they did not want to change (36%).

Comparison website:

67% Interested (↓ from 69%)

9% Uninterested (↑ from 8%)

Third party or broker:

21% Interested (↓ from 22%)

45% Uninterested (↑ from 43%)

Just over a fifth (21%) of the sample expressed an interest in a third party or broker who would do comparison analysis on their behalf while 45% said they were not interested. The main reasons for interest in this service were the belief the broker was an expert and could provide information (33%), followed by it would make it easier (32%), saving money (15%) and being able to get unbiased information from the provider (15%). Around two in five (42%) of those who were not interested in this service said they felt they could just do it themselves and therefore did not need a third party.

View of household suppliers

3.1 Satisfaction

Electricity retailer ranked mid-range, just below banks and mobile providers

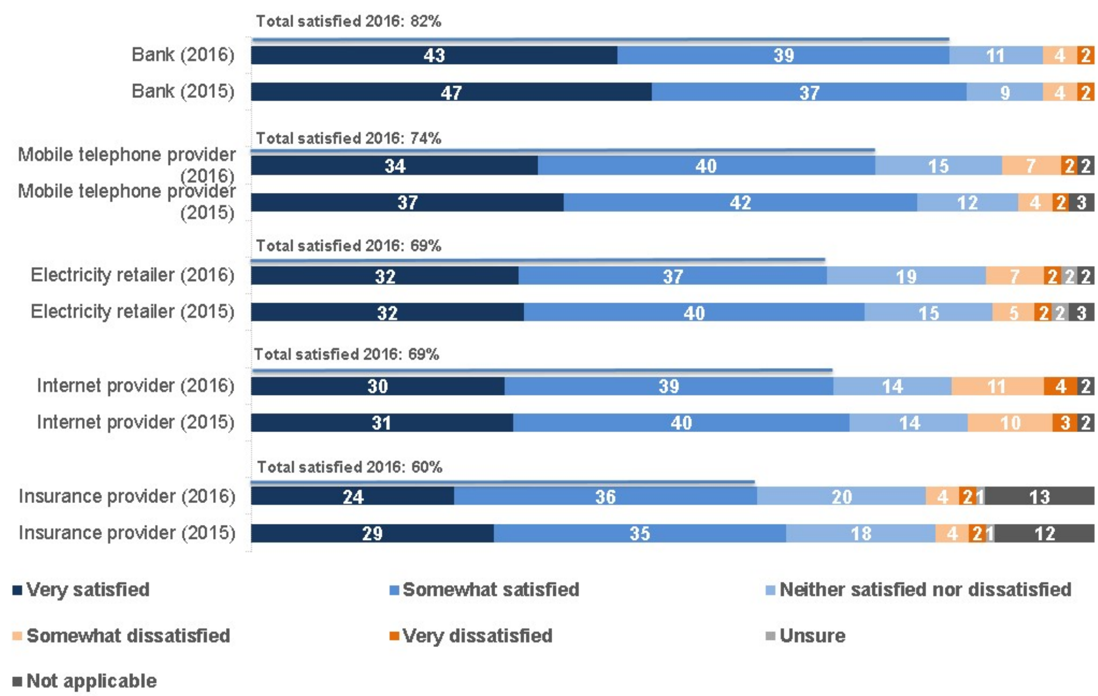
Banks were the highest rated household suppliers in terms of satisfaction. A majority (82%, up 2% on last year) of respondents said they were satisfied (very satisfied + somewhat satisfied) with their bank. Around three-quarters of respondents were satisfied with their mobile telephone provider (74%, down slightly from 79%).

Sixty-nine percent of respondents indicated they were satisfied with their electricity provider, down 3% from last year. The same proportion (69%) were satisfied with their internet provider (69%, up 2% from 2015).

Three in five respondents (60%) were satisfied with their insurance provider, down 4% from 2015.

A small proportion (2%) said that the questions on electricity provider were not 'applicable' and they were excluded from other relevant questions.

Satisfaction with household services



Base: All respondents (n=1,200)

■ Young respondents less satisfied with their electricity retailer

Younger respondents (18-29) were less likely to be satisfied with their electricity retailer (only 57% satisfaction). A similar trend was also across ratings for internet providers and insurance providers.

Respondents who believed it was easy to switch providers were also much more likely to be satisfied (76%) than those who thought it was difficult (67%).

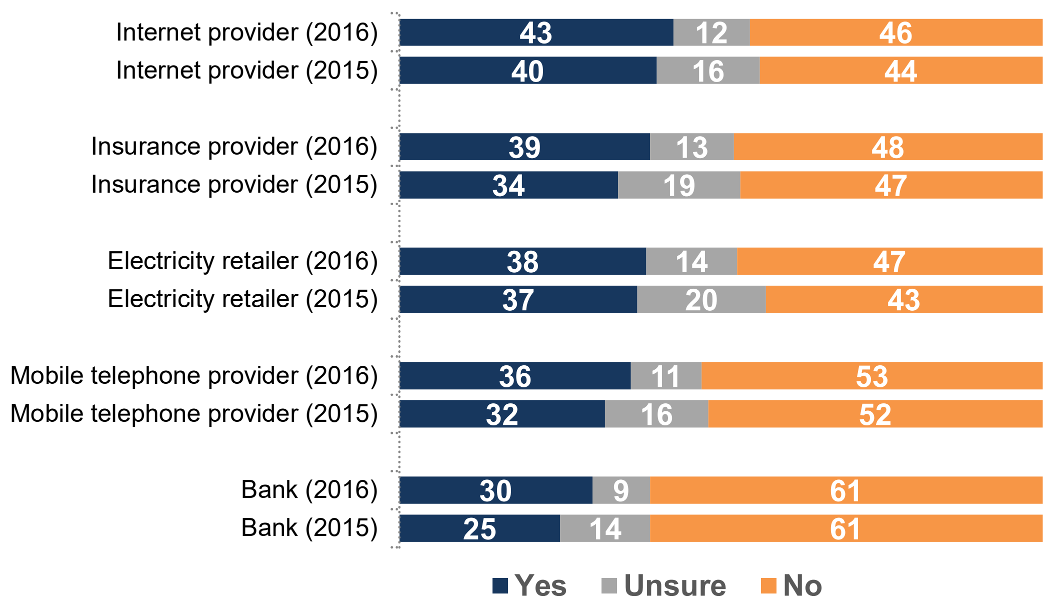
3.2 Worthwhile reviewing

■ Internet providers perceived as most worthwhile to review

Around two-fifths of respondents (43%, up 3% from 2015) said they think it is worthwhile reviewing their internet provider, slightly lower proportion (39%, up 5%) for their insurance retailer. A similar percentage indicated it was worthwhile reviewing their electricity retailer (38%, up 1%). Over a third (36%, up 4%) stated that it was worthwhile reviewing their mobile telephone provider and 30% for their bank (up 5% from 2015).

Electricity retailers had the highest proportion who were 'unsure' (14%) and the second lowest proportion of people (47%) who said that it was not worthwhile reviewing.

Worthwhile reviewing household services



**Base: All (2016); excludes 'not applicable'. Internet provider (n=1,181), Electricity retailer (n=1,173), Insurance provider (n=1,046), Mobile telephone provider (n=1,179) and Bank (n=1,200).*
**Base: All (2015); excludes 'not applicable'. Internet provider (n=1,177), Electricity retailer (n=1,170), Insurance provider (n=1,060), Mobile telephone provider (n=1,167) and Bank (n=1,200).*

Those with dependent children more likely to think reviewing retailers worthwhile

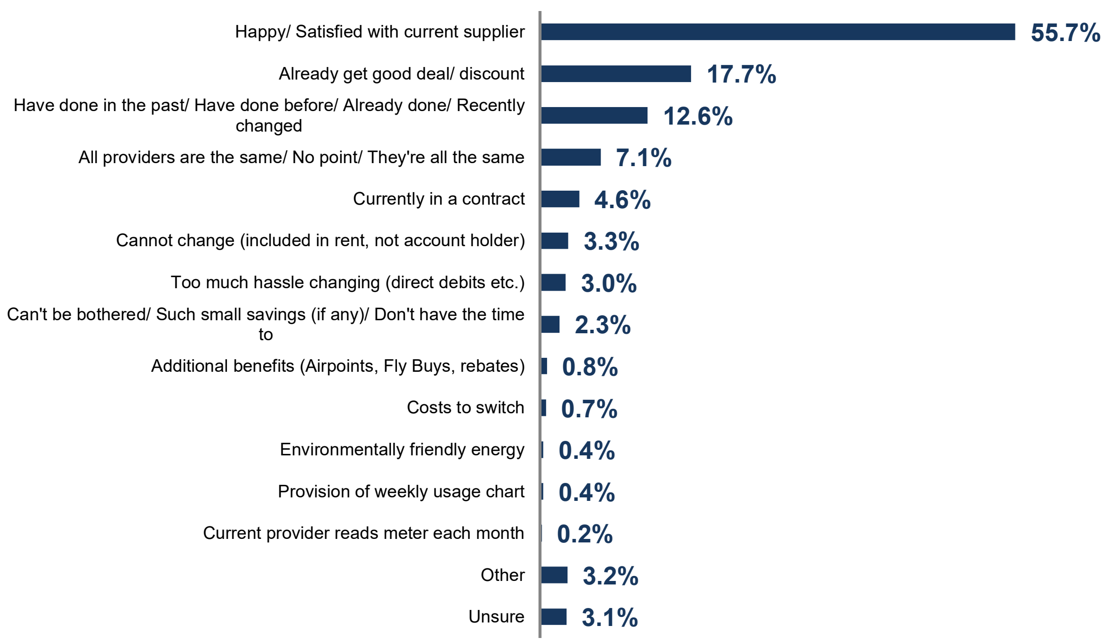
Those with dependent children (49%), read the business news most days (47%), in full time work (47%), have a university qualification (47%), people who go overseas at least once every couple of years (44%) and those who like to keep up with the latest technology (42%) were all more likely to think it is worthwhile reviewing electricity retailers than those overall (38%).

There was high correlation across those that believed it was worthwhile to review the retailer with the following questions - dissatisfaction, likelihood to switch or having recently switched, thinking it is easy to switch, being the decision maker, and caring about the provider used. These questions showed high correlation throughout the survey.

Majority who think it not worthwhile reviewing are happy with their supplier

The results were consistent with the previous year. For those who declared it was not worthwhile reviewing their electricity provider, the main reasons for this view were that they were happy with their current supplier (56%, 57% in 2015) or they already have a good deal (18% in 2016 and 2015). This was followed by that they had already done so (13%, 14% in 2015) and that they felt all the providers were the same (7%, 8% in 2015).

Reasons not worthwhile reviewing electricity retailer



Base: Respondents who think it is not worthwhile to review their electricity retailer (n=558).
Note: Multiple response question

3.3 Worthwhile actively shopping around

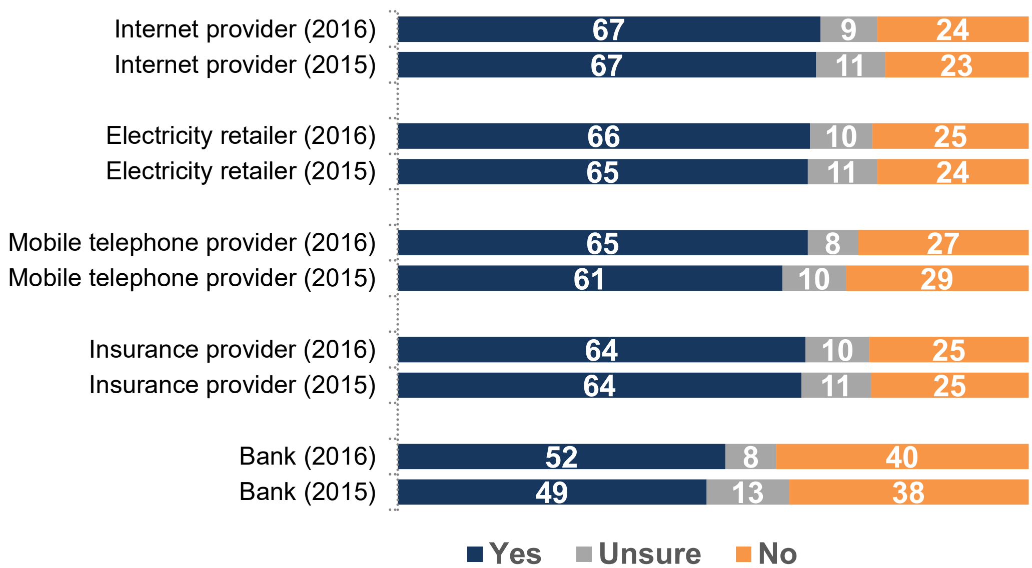
Two thirds consider it worthwhile to actively shop around for electricity retailers

There were higher rates of people thinking it worthwhile to actively shop around for different household services compared to reviewing services. This year's figures are consistent with the 2015 results.

Around two-thirds (67%) said it was worthwhile actively shopping around for internet providers and 66% for electricity retailers.

A similar percent of respondents thought that it was worthwhile actively shopping around for their mobile telephone providers (65%), and insurance providers (64%). Around half (52%) thought it worthwhile actively shopping around for banks.

Worthwhile actively shopping around for household services



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**Base: All (2015); excludes 'not applicable'. Internet provider (n=1,177), Electricity retailer (n=1,170), Insurance provider (n=1,060), Mobile telephone provider (n=1,167) and Bank (n=1,200).*

Higher income households more likely to think actively shopping around for electricity retailer is worthwhile

There was a trend by household income, where 60% of people with incomes less than $40,000 and 71% of people with incomes over $40,000 thought it was worthwhile to shop around. There were also differences by age. People over 60 were less likely to say it was worthwhile (54%) than their younger counterparts, while those with dependent children

(75%), people with full-time jobs (72%), people with university degrees (71%), people who go overseas every couple of year (69%) and people who often surf the internet (68%) were all more likely.

As noted earlier, there was also high correlation with the question on whether it was worthwhile to review the provider, along with, dissatisfaction, high likelihood of switching, being the decision maker, caring about the provider used and having recently switched retailer.

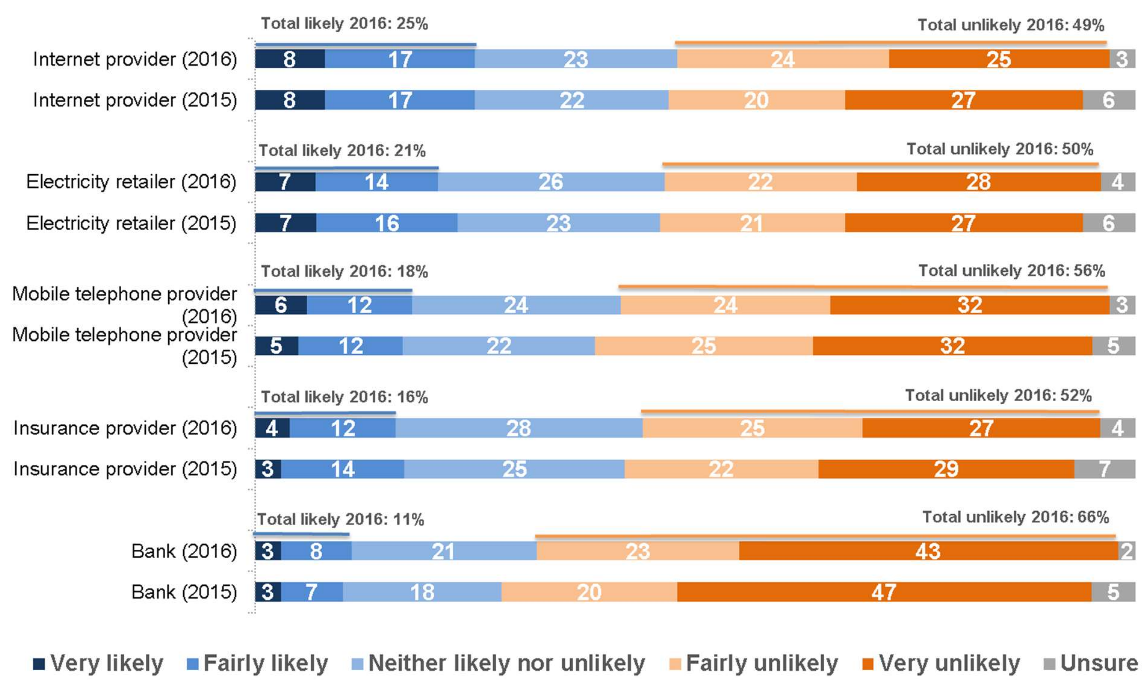
3.4 Likelihood of switching

■ One in five respondents likely to switch electricity retailers

The proportions of respondents indicating they are likely to switch providers was very similar to the previous year.

In terms of total likelihood (very likely + fairly likely) of switching, people were most likely to switch internet provider. A quarter of people said they would be likely to switch their Internet provider, 21% for electricity retailer, 18% for mobile phone provider, 16% for insurance provider and 11% for their bank.

Likelihood of switching household services



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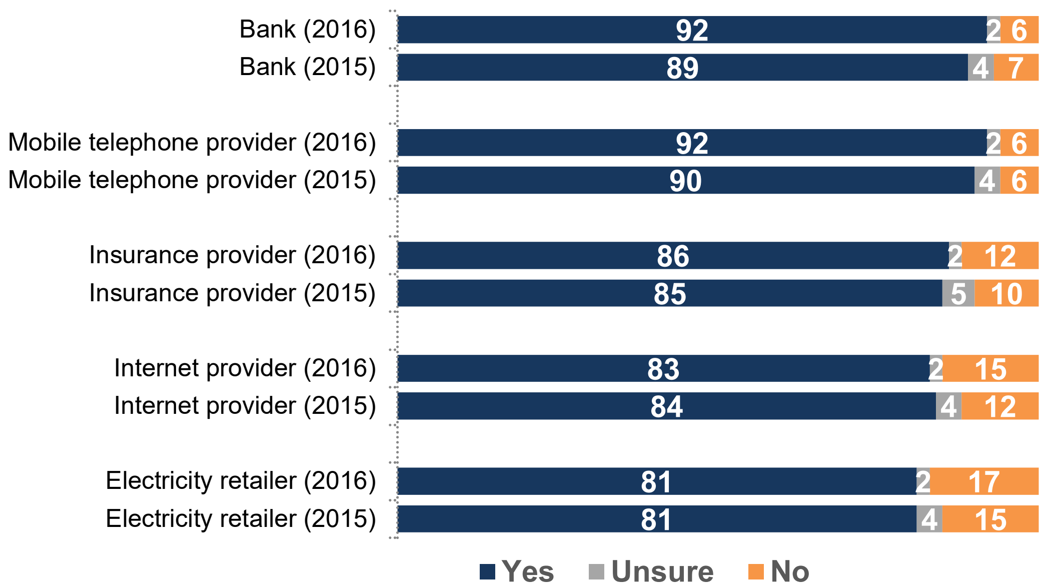
3.5 Decision maker

■ Four in five respondents are the decision maker for electricity retailer

A clear majority made the decision or had input into their bank provider and their mobile telephone provider (both 92%). For insurance this was 86%, internet provider 83% and electricity retailer 81%. These results are on par with last year.

For the electricity retailer, age was a significant factor of whether the respondent was a key decision maker; 47% of people under 30 compared to 88% of people 30-59 and 92% of people 60 and over indicated they contribute to the decision. Respondents who were working part time (69%), unemployed (66%), studying (35%), living with their parents (22%), and living with three or more adults (63%) were all less likely to be decision makers.

Decision maker for household services



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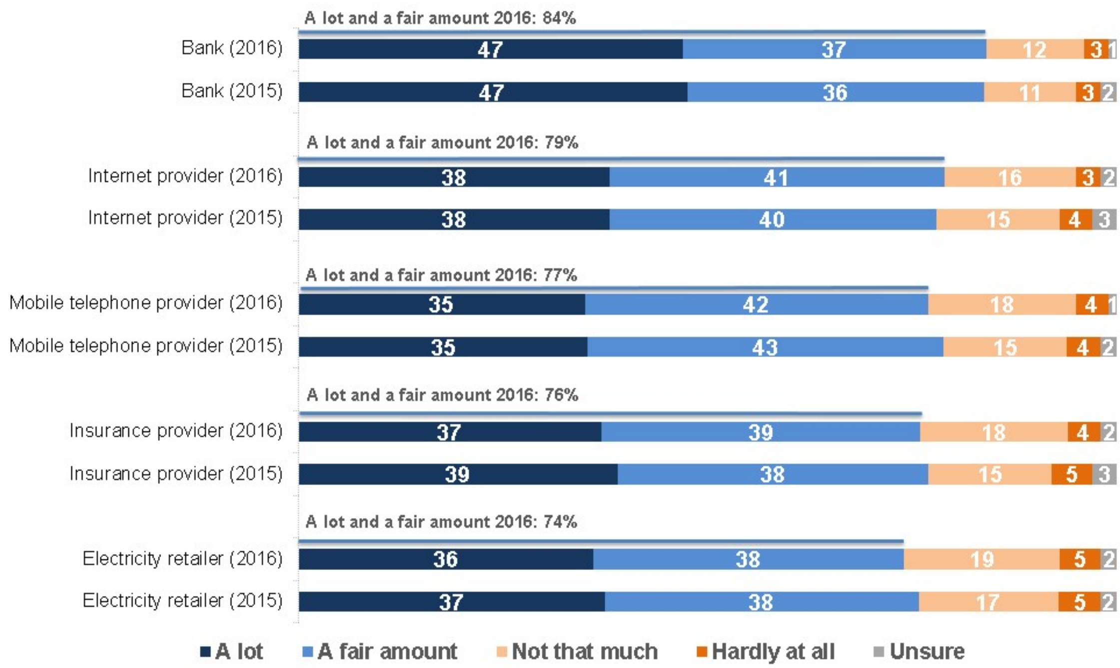
3.6 Level of 'care'

Electricity retailer had lowest levels of care

The level of care for household services was very similar to last year, with all services receiving similar ratings.

For banks, 84% said they care a lot or a fair amount about their choice, 79% about their internet provider, 77% care about their mobile provider, and 76% about their insurance provider. Respondents showed the lowest level of care for their electricity retailer at 74%.

Level of 'care' associated with household services



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Decision makers have higher levels of care

Respondents who identified themselves as making the decisions or having input into the choice of electricity retailer were much more likely to say they care a lot or a fair amount about which they choose; 81% of decision makers care in contrast to 48% of people who are not.

Those over sixty were more likely to care about the electricity retailer they choose (83%) compared to those under 30 (61%). Females (80%) were also more likely to care about the electricity retailer they choose than males (68%).

Those who think it is worthwhile actively shopping around (77%), were likely to switch (81%), and believed it was easy to switch (81%) were all more likely to care about the electricity supplier they choose.

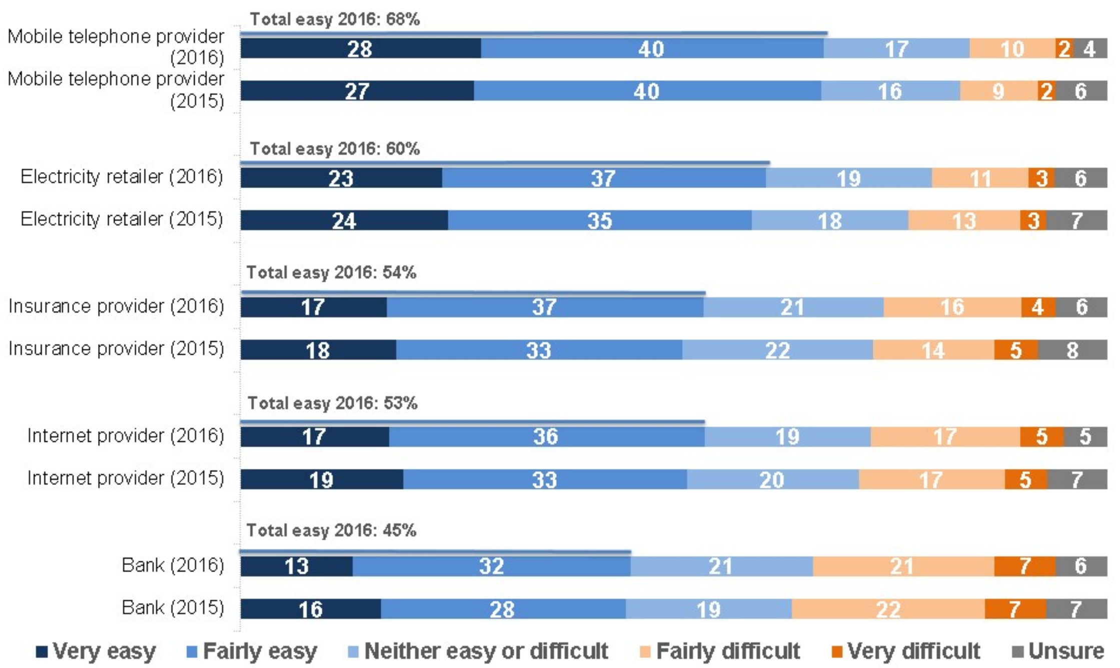
3.7 Ease of switching

■ Majority think it is easy to switch electricity providers

Around two-thirds (68%) of respondents thought switching mobile phone providers was very easy or fairly easy. Three in five respondents (60%) indicated that switching electricity retailers was easy (23% very easy and 37% fairly easy).

Insurance and internet providers had slightly lower levels of perceived ease of switching (54% and 53% respectively) and banks were much lower on 45%.

Ease of switching household services



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■ Decision makers found switching easier

Decision makers were more likely to rate switching as easy, with 66% reporting switching electricity retailers was very easy or fairly easy compared to 34% of non-decision makers. Those who were satisfied with their electricity retailer, thought it was worthwhile reviewing or actively shopping around, were likely to switch, care about their supplier and were confident about the information they can access were all more likely to think switching was easy (all between 65-72% total ease).

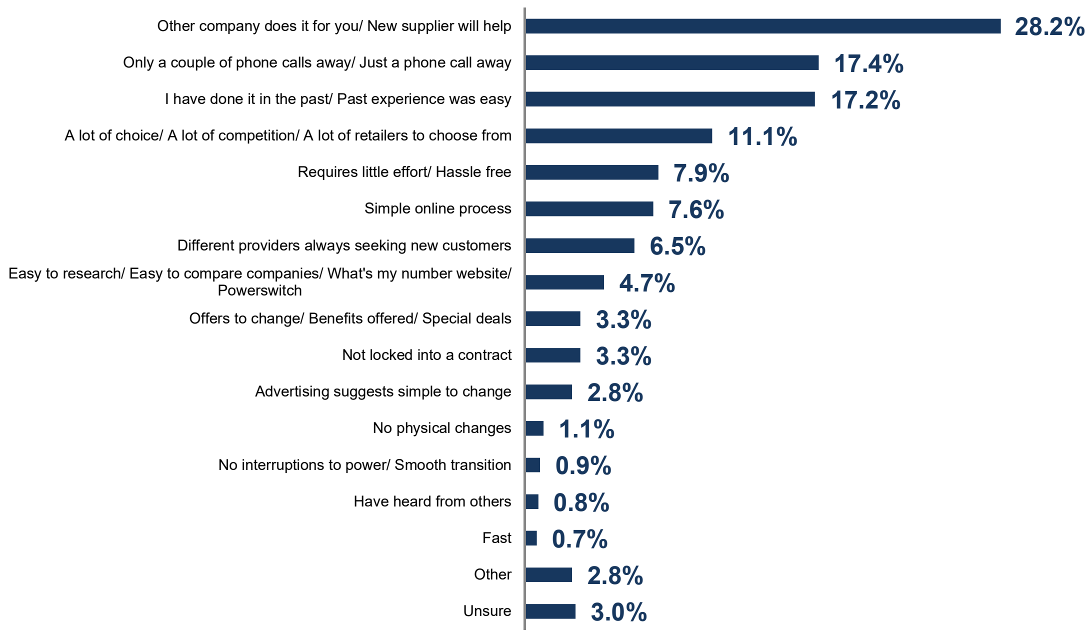
3.7.1 Reasons why switching perceived easy

■ Knowledge the new supplier will help

The most frequently cited reason for people who think it was easy to switch electricity retailers was that the new supplier will do most of the work for you (28%, 27% in 2015). The next most cited reason (17%, 16% in 2015) was that it just takes a couple of phone calls, followed by that the respondent had already done so in the past and found it easy (17%, 18% in 2015) and 11% that there was a lot of competition (10% in 2015).

Switching electricity retailers requires little effort, simple online process, different providers were looking for customers and that it is easy to research and compare companies featured at lower levels (all 5-8%)

Reasons why easy to switch electricity retailer



Base: Respondents who think it is fairly easy or very easy to switch electricity retailer (n=707).
Note: Multiple response question

3.7.2 Reasons why switching perceived as difficult

■ Concern over effort and costs involved in switching

The two most commonly mentioned reasons why switching was viewed as difficult was that it takes too much effort (22%) and the disconnection and other fees that are involved with switching (19%, 22% in 2015). 15% cited that something could go wrong in the process of switching (25% in 2015) and 13% stated they were currently on a contract.

Other reasons given were the amount of time it takes, that it was not their decision, the amount of paperwork, satisfaction with current provider and would need to do research and would find it hard to know the true cost and therefore get the best deal (all 4-7%).

Reasons why it is difficult to switch electricity retailer

Why do you think it is difficult to switch electricity retailer?

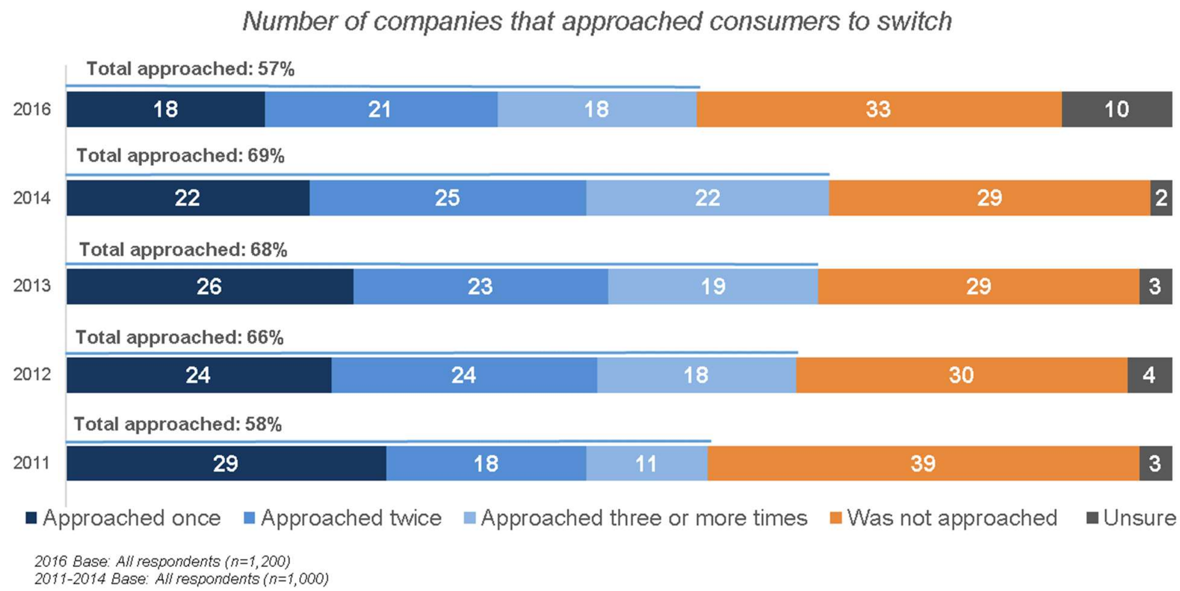
	All ***%***
Hassle/ Too much effort	22.4
Contract break fee/ Disconnection fees/ Other fees/ Hidden costs	19.3
Something could go wrong/ Don't want hassle if something goes wrong/ Like to keep things simple/ Power cut off	15.0
Currently on a contact	12.7
Time	7.1
Not my decision	4.8
Paperwork	4.0
Satisfied with current provider/ Okay with current provider/ No need to change	4.0
Would need to do research/ Would need to look into options/ Difficult to know true costs long term	3.5
Past experience/ Have tried in the past	2.9
Have heard negative stories	2.6
Limited suppliers in my area/ Boundary issues	2.4
Current provider can make it hard	2.3
Have poor credit rating	1.7
Long process/ Don't like the process	1.2
Have been with current provider for quite some time/ Like long term history	1.2
Currently on pre-pay	1.2
They are all the same/ No point in changing	0.6
Other	2.9
Unsure	7.0

Base: Respondents who think it is fairly difficult or very difficult to switch electricity retailers (n=173).
Note: Multiple response question

3.8 Approached by electricity retailers to switch

Direct retailer activity appears to have declined, recording its lowest level since 2011. This year around three in five respondents (57%) indicated they were approached about switching in the last two years, down 12% from 2014. Close to one in five respondents (18%) indicated they were approached once (down 4% from 2014), twenty-one percent said they were approached twice (down 4% from 2014) and eighteen percent stated they were approached three times in the last two years (down 4% from 2014). While a third (33%) said they were not approached over the last two years and 10% were unsure.

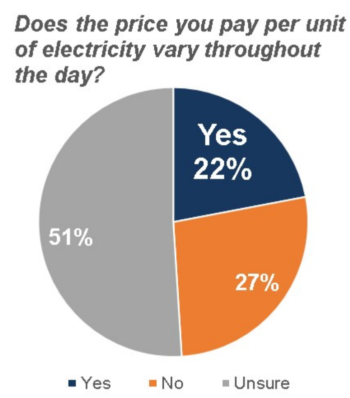
Number of companies that approached consumers to switch



3.9 Variable plan

Around one in five respondents (22%) were aware that the price they pay per unit of electricity varies throughout the day. Half of the respondents (51%) indicated they were unsure and over a quarter (27%) said the price per unit of electricity does not change throughout the day.

Respondents who care which electricity supplier they choose were more likely to state they were aware the price they pay per unit of electricity varies throughout the day (25% compared to 22%).



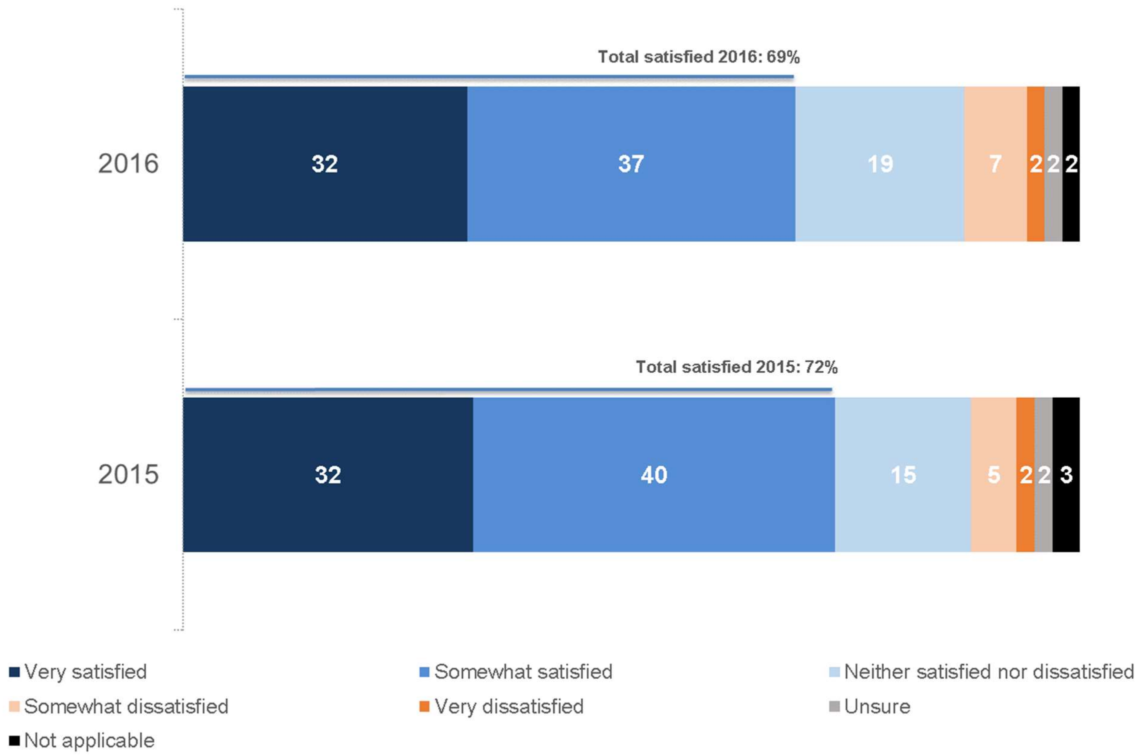
View of retailer

4.1 Satisfaction with retailer

Majority satisfied with retailer but slight decline from 2015

Over a two-thirds (69%) of respondents were satisfied with their retailer. Satisfaction has decreased slightly from 72% that were satisfied in 2015.

Satisfaction with electricity retailer



Base: All respondents (n=1,200)

4.2 Electricity retailer attribute ratings

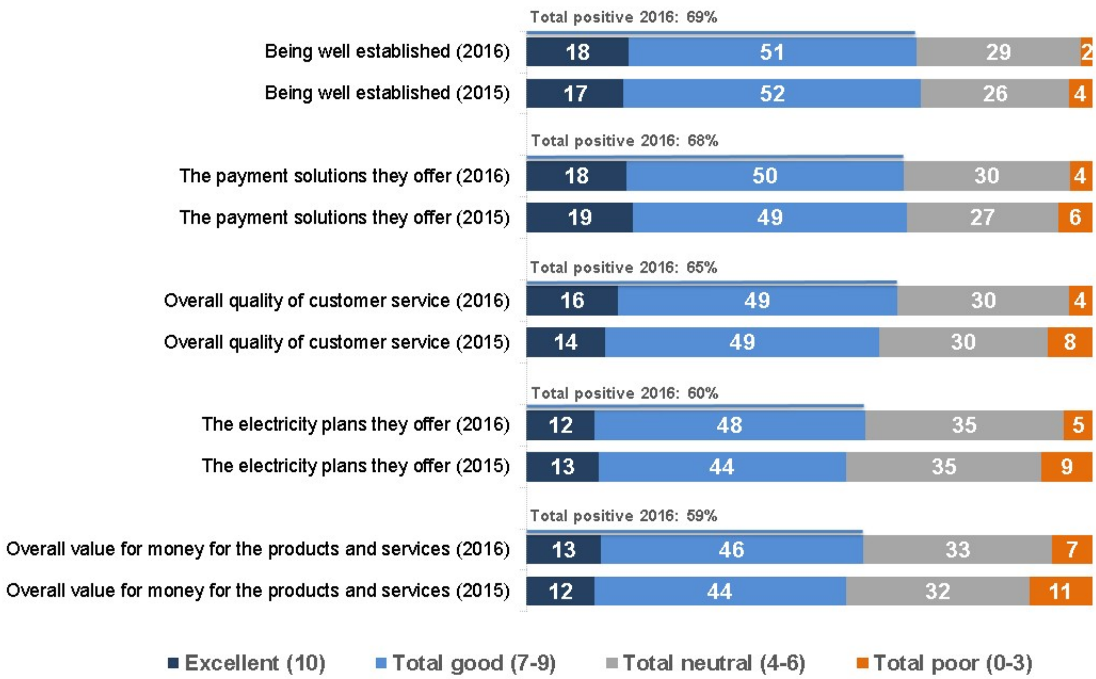
A majority rated their retailer positively

The results this year were consistent with the previous year, with small increases in some attributes. Each attribute had a majority of respondents giving their electricity retailer a positive rating.

'Being well established' and 'the payments solutions they offer' had the highest positive ratings of 68-69% (7-10, on a 0-10 scale where 10 is excellent and 0 is very poor). Around two-thirds (65%) gave their electricity retailer a positive rating for the 'overall quality of customer service'. Three in five respondents (60%) gave 'the electricity plans they offer' a positive rating and a similar percentage (59%) gave the 'overall value of money for the products and services' a positive rating.

There was a trend throughout, with decision makers giving higher positive ratings than non-decision makers. A similar trend was evident among those who care about which electricity retailer they choose; they gave higher positive ratings than those who do not care.

Electricity retailer attribute ratings



Base: All respondents (n=1,200)

■ Trend by age for 'being well established'

Age appears to be a factor in perception of being well established with 60% people under 30 giving a positive rating, 66% of people between 30 and 44 years, 70% of 45-59 year olds and 79% of people 60 years and over. This may in part be due to older respondents tending to use more established retailers.

■ Decision makers, females and older respondents rate 'payment solutions offered' highly

Older respondents were more likely than respondents under 30 years to give a positive rating for the payment solutions their retailer offers (77% compared to 53%).

Decision makers were more likely to give a positive rating for the payment solutions offered than their counterparts (73% compared to 51%)

Female respondents (72%) were more likely to give a positive rating for the payment solutions their retailer offers than male respondents (62%).

Those unlikely to switch gave higher ratings for ‘quality of customer service’

Those respondents who indicated it was unlikely they would switch retailers were more likely to give the overall quality of customer service a positive rating than those who were likely to switch (80% compared to 51%).

Older respondents (those 60 years or over) were more likely than the youngest cohort (under 30 years) to give a positive rating for the overall quality of customer service; 72% compared to 54%.

Female respondents were more likely to give a positive rating for customer service than male respondents; 69% compared to 59%.

Decision makers rated ‘electricity plans offered’ more positively

Decision makers were more likely to give a positive rating for the electricity plans offered than their counterparts (64% compared to 46%)

There appears to be a trend by age, as age increases so does the rating for electricity plans offered with 47% people under 30 giving a positive rating, 58% of people between 30 and 44 years, 62% of 45-59 year olds and 70% of people 60 years and over.

Female respondents were more likely to give a positive rating for the electricity plans offered by their retailer than males (64% compared to 55%).

Dissatisfaction with electricity supplier linked to ‘value for money’

Respondents who were dissatisfied or neither satisfied nor dissatisfied had low ratings for value for money with only 25% giving a positive rating compared to 74% of those satisfied.

Respondents who believe it is worthwhile reviewing their provider were more likely to give a lower rating for value for money than those who think it is not worthwhile (49% compared to 66%). There was a similar trend among those who believe actively shopping around is worthwhile, these respondents were more likely to give a lower rating for value for money than those who do not think it is worthwhile shopping around (57% compared to 64%)

4.3 Likelihood of switching

Overs 60s lower likelihood of switching

There was a general trend in terms of age, as age increases the percentage of respondents that indicated it was likely they would switch decreases. Older respondents were more likely to indicate they would not switch, with 59% of those over 60 years unlikely to switch electricity retailer compared to 47% of people below 60.

Those who have a University qualification (27%), those who work full time (27%) and those that read the business news most days (29%) were more likely to switch their electricity retailer.

Those who think it worthwhile to review and actively shop around for electricity retailers are more likely to switch their electricity retailer (44% and 29% respectively). Also, 24% of people who declared that switching is easy were likely to switch.

Those who were confident they have the information they need to compare the different offers available were less likely to switch (17%) than people who said they were not confident (32%).

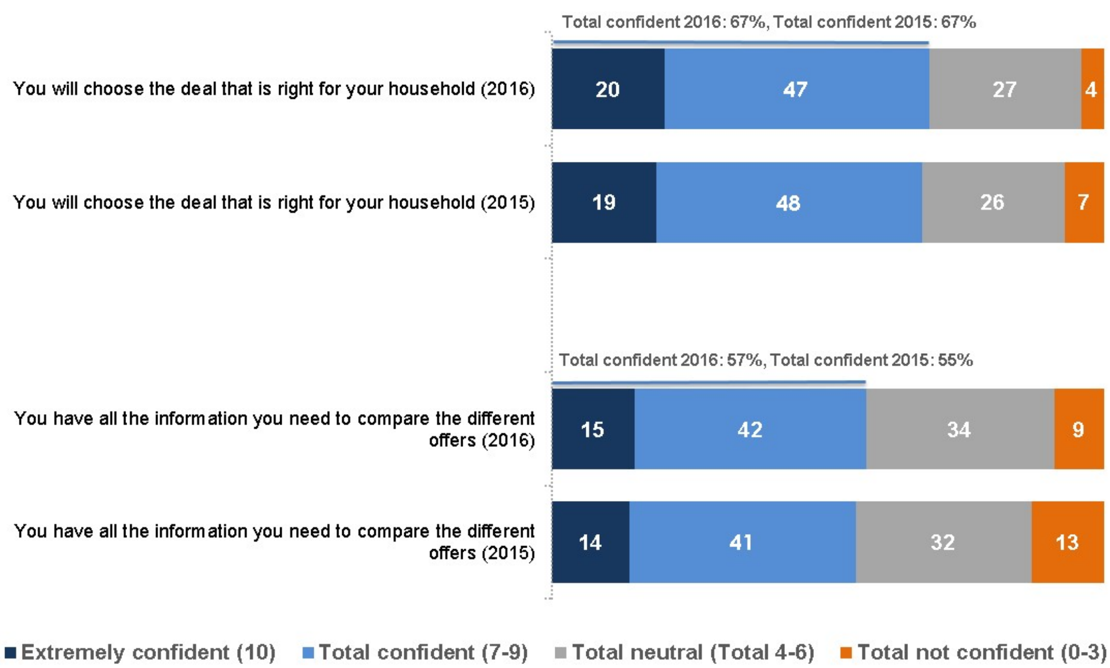
4.4 Confidence in choosing and comparing deals

Majority confident about having information to compare and choose the right deals and offers

Two out of three people were confident that they will choose the right deal for their household (combined 7 to 10, on a scale where 10 is extremely confident and 0 is not confident at all). A minority (4%) said they were not confident (0 to 3 on the same scale).

Close to three-fifths of respondents (57%) were confident that they have all the information they need to compare the different offers. While around one in ten respondents indicate they were not confident.

Confidence – choosing and comparing deals and offers



Base: All respondents (n=1,200)

Confidence highly correlated with other positive factors

Confidence in having all the information needed to compare different offers was higher among those who were satisfied, were unlikely to switch, find switching easy, are the decision maker and care about which electricity retailer they choose (62-69%).

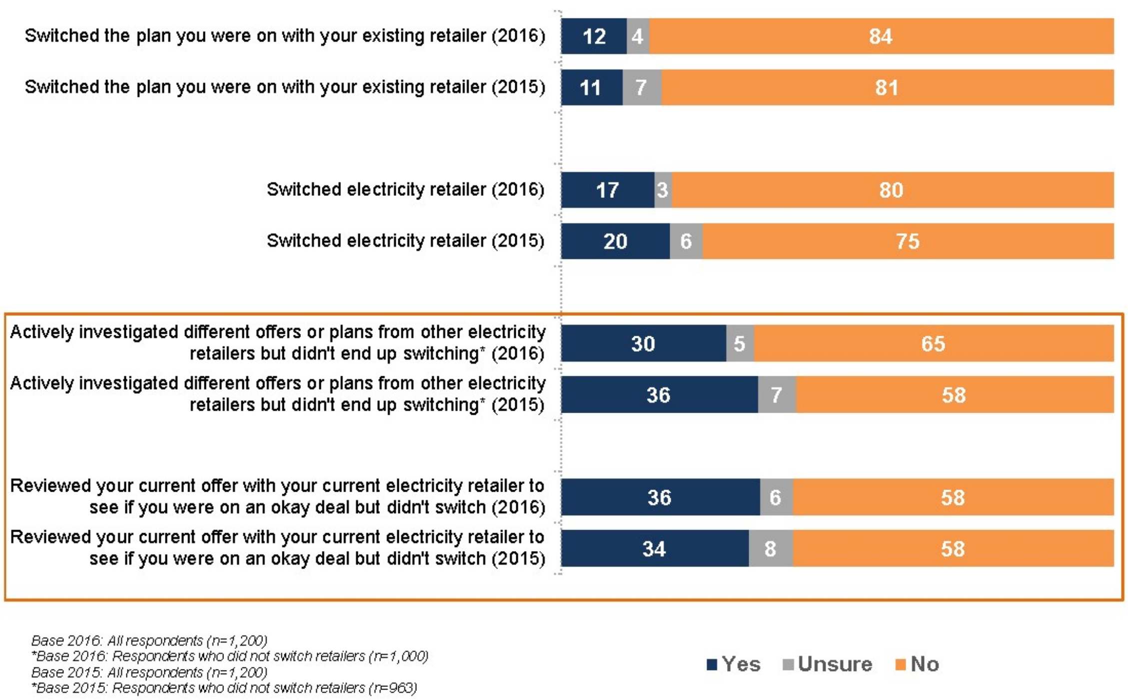
Confidence in choosing the deal that is right for them was much higher among those who were unlikely to switch, were satisfied with their current provider, care about which electricity retailer they choose, find switching easy, are the decision maker and think it is worthwhile reviewing their electricity retailer (73%-80%).

Reviewing and shopping around

5.1 Actual behaviour – reviewing and shopping around

Over a third of respondents (36%) indicated they reviewed their current offer with their retailer but did not switch. Just under a third (30%) actively investigated different offers or plans from other electricity retailers but did not end up switching. This amounts to 372 respondents who either investigated or reviewed their plan or other offers but did not switch after doing so (31% of the overall sample). In total 55% made a choice to review or switch their plan or provider in the last year. In the 2015 survey 59% of respondents made a choice to review or switch their plan or provider in the previous 12-month period.

Actual behaviour – reviewing, shopping around, switching behaviour



5.2 Information sources

■ Majority used a price comparison website

Across reviewers that had not switched, the most common information sources used were a price comparison website (55%, down 1% since 2015), a general internet search (43%, down 2%), a retailer's website (39%, up 3%), and looking at the price/best price/saving (28%, down 2%). All the other resources had levels of use of 24% or below.

When asked which information sources had been most useful, a price comparison website was considered most useful (35%, down 5%), followed by an internet search (12%, down 1%), and using a retailer website (10%, up 1%).

Information used in decision making – tracking

Reviewing				
	When reviewing your current electricity deal or investigating different electricity offers and plans what information sources did you use?*		***Thinking about the information sources you used when investigating different retailers or plans, which one was most useful in helping with your decision whether or not to switch?***	
	2015	***2016***	***2015***	***2016***
Base: n=	***388***	***372***	***388***	***372***
Price comparison website	55.7	55.4	38.6	35.0
Google/general internet search	45.0	42.7	12.5	11.7
Retailer website	35.8	38.5	8.9	9.8
Looked at price/best price/saving	29.8	28.0	8.3	8.3
Door-to-door sales person visiting the home	17.8	23.7	5.6	7.4
Received a call from a sales person	23.0	22.0	6.8	5.7
Brochures/flyers and other direct mail	23.4	21.3	4.0	4.6
A friend or family member	17.8	18.4	3.6	2.7
Phoned the retailer	9.5	14.6	3.5	6.7
General advertising e.g. TV, Radio, Newspaper advertisement	11.7	13.5	1.2	1.9
Media article/advertisement segment	5.1	4.6	0.2	-
Outdoor advertising e.g. billboards, buses	1.8	2.3	-	-
Community support organisation	1.5	1.3	0.6	0.5
Financial counsellor	-	0.6	-	0.3
Other	3.4	2.6	1.9	1.9
Unsure	2.3	2.0	2.3	2.0
None of them were useful	3.1	1.6	2.0	1.6

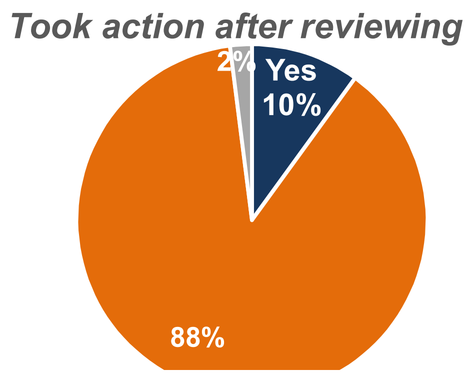
Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan.
*Note: Multiple response question

5.3 Actions taken after reviewing information

■ One in ten of those who reviewed or shopped around took some action

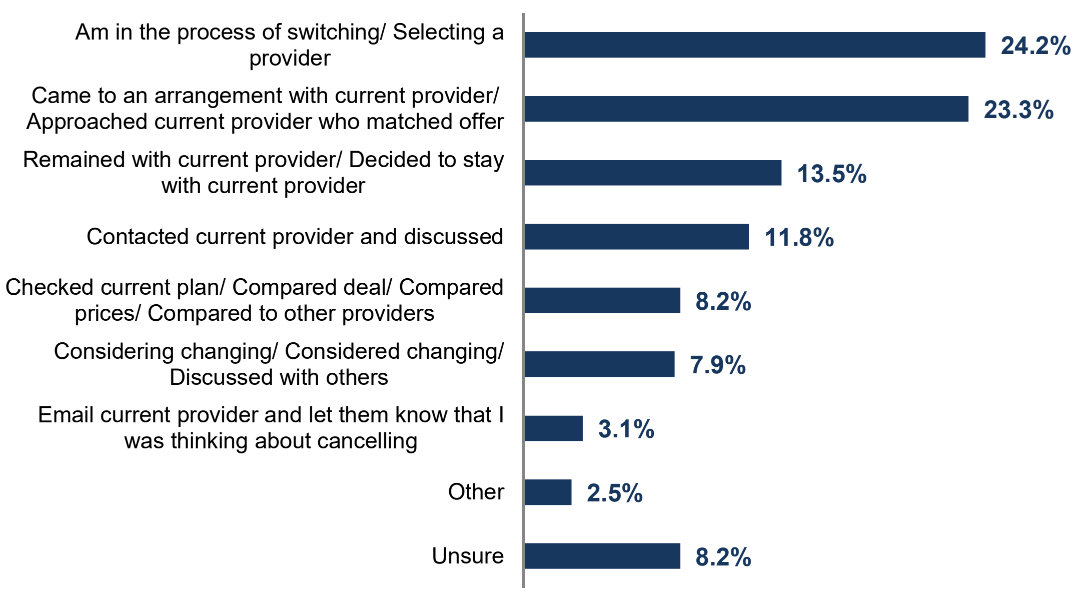
This year, a lower proportion of respondents had taken action after reviewing or shopping around. One in ten of those who reviewed or shopped around took some action (down 9% from 2015).

Of the small sample of those reviewers who took action 24% mentioned that they were in the process of switching or selecting a provider, 23% mentioned that they came to an agreement with their current provider. Deciding to stay with current provider, contacted current provider and discussed, compared prices or checked current plan, considered changing and discussed with others were all cited by between 8-14%.



Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan (n=372).

What action did you take with this information?



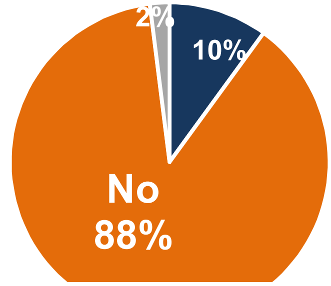
Base: Respondents who took action after reviewing information (n=36)
Note: Multiple response question

Majority could not improve on current plan

The majority (88%) of those that reviewed or shopped around did not take any action (up 11% from 2015).

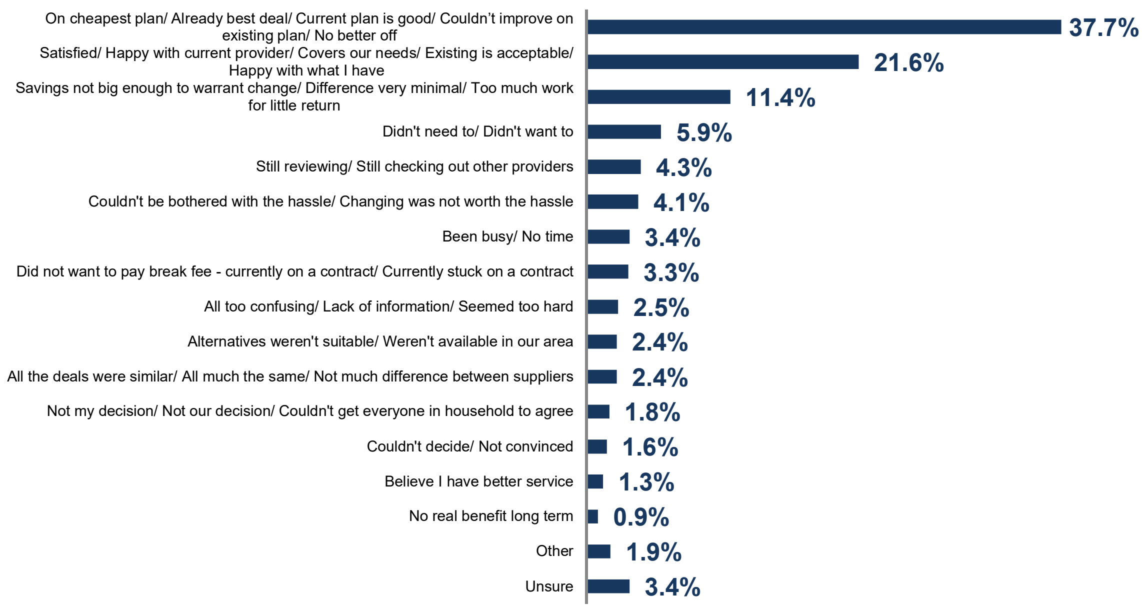
Of these, 38% mentioned they were already on the best deal and could not improve on their existing plan. Followed by 22% who mentioned they were happy with their current provider, 11% mentioning the savings are not big enough to warrant switching and 6% cited they did not need or want to switch. All the other reasons rated 4% or less of the subsample.

Took action after reviewing



Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan (n=372).

Reasons took no action



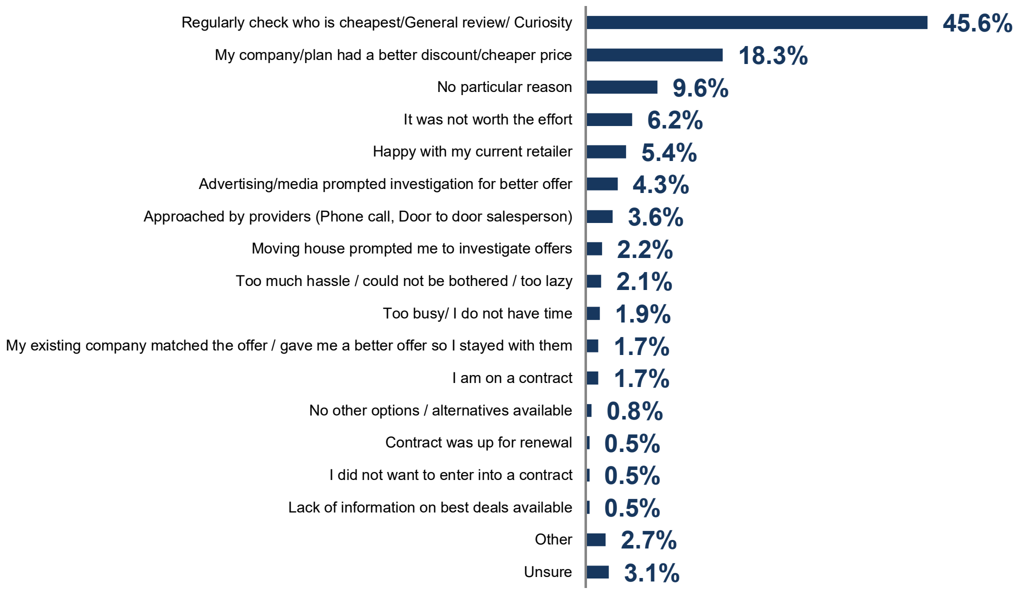
Base: Respondents who did not take action after reviewing information (n=326).
Note: Multiple response question

Regular checking main reason for not switching

The main reasons given for not switching after reviewing or shopping around were that they regularly check who is the cheapest (46%, up 9%), that their current provider was cheaper (18%, up 8%) and it was not worth the effort (6%, up 1%). Ten percent mentioned that there was no particular reason for not switching electricity providers.

Following on from this between 4-5% were either happy with their current retailer, advertising or media prompted an investigation or were approached by electricity providers. All other various reasons were given by 2% of the sample or less.

Reason investigated or reviewed deal but did not change plan or provider



Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch or change their plan (n=372).
Note: Multiple response question

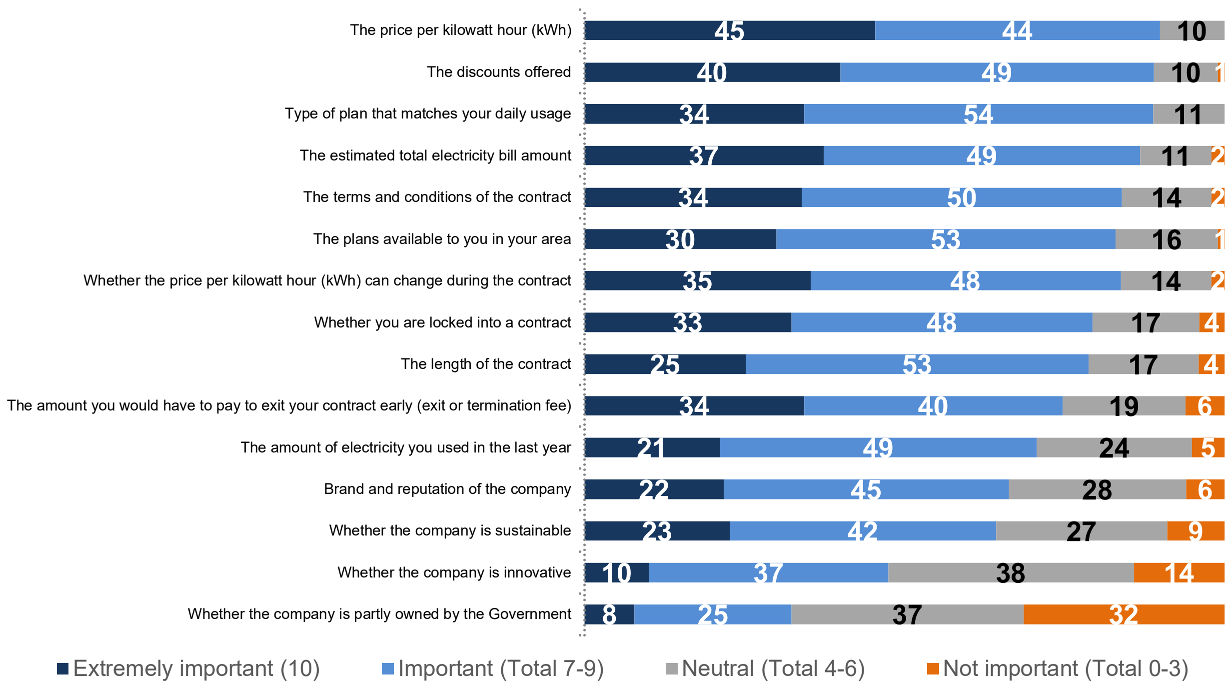
5.4 Switching factors: reviewers

■ Most important factors if considering switching were price related

For reviewers the important factors to weigh up if switching were mostly price related. A vast majority (89%, down 3%) of reviewers gave an important rating (7-10, on a 0 to 10 scale where 10 is extremely important and 0 is not at all important) for the price per kilowatt hour with 45% saying it was extremely important. The discounts offered were also rated important by the majority of respondents (89%, up 1%). The type of plan that matches your daily usage was rate important by 88% of respondents. Followed by the estimated total electricity bill amount, the terms and conditions of the contract, the plans available to you in your area and whether the price per kilowatt hour (kWh) can change during the contract were all between 83% and 86%.

Similar to last year the least important factors were related to brand and reputation – whether the company is innovative and whether it is partly government owned, 47% and 33% respectively.

Switching factors – by those who reviewed or actively investigated



Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan (n=372).

Switching factors – by those who reviewed or actively investigated – tracking

If you were going to switch electricity provider or change your plan, please rate how important each of these factors would be, where 0 means not at all important and 10 means extremely important?	2015 TOTAL IMPORTANT (7-10) %	2016 TOTAL IMPORTANT (7-10) %
Base: n=	*388*	*372*
The price per kilowatt hour (kWh)	92	89
The discounts offered	88	89
Type of plan that matches your daily usage	88	88
The estimated total electricity bill amount	88	86
The terms and conditions of the contract	85	84
The plans available to you in your area	84	83
Whether the price per kilowatt hour (kWh) can change during the contract	86	83
Whether you are locked into a contract	77	81
The length of the contract	78	78
The amount you would have to pay to exit your contract early (exit or termination fee)	79	74
The amount of electricity you used in the last year	70	70
Brand and reputation of the company	64	67
Whether the company is sustainable	68	65
Whether the company is innovative	43	47
Whether the company is partly owned by the Government	26	33

Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan.

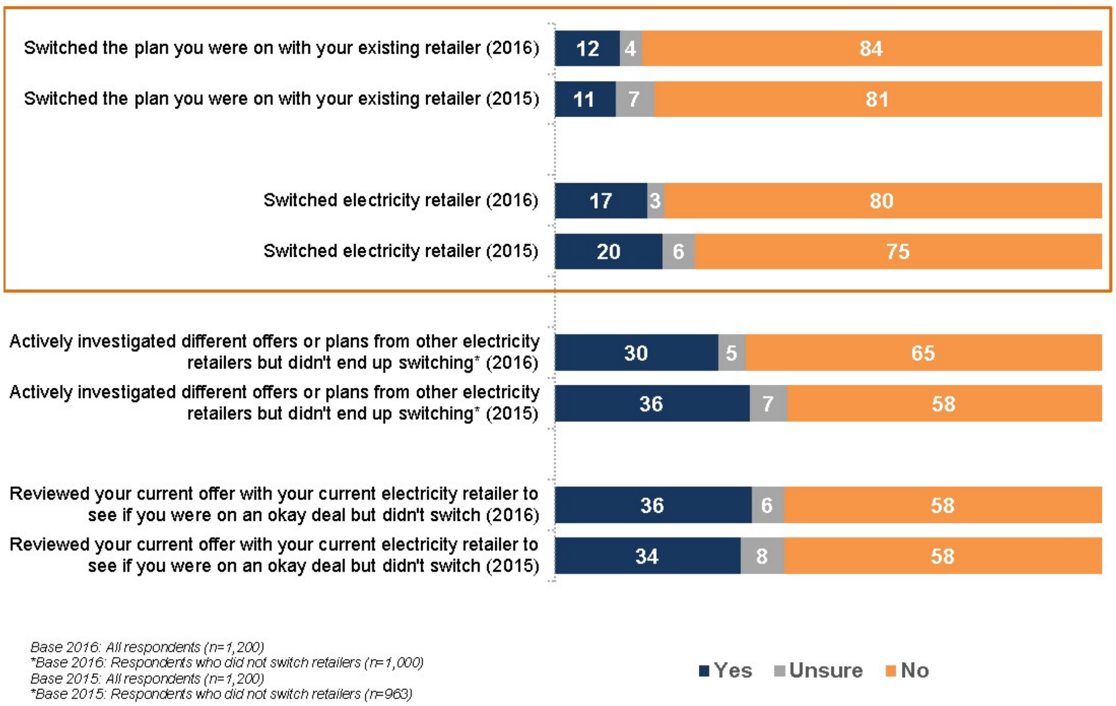
Switching

6.1 Actual behaviour – switching plan or retailer

■ Close to a fifth of people switched retailer in the last 12 months

Around one in ten respondents (12%, up 1% from 2015) switched the plan they were on with their existing retailer while 17% switched retailers (down 3%). In total, nearly a quarter of respondents (24%) either switched the plan they were on or switched their retailer.

Actual behaviour – reviewing, shopping around, switching behaviour



■ People were switching to other smaller electricity retailers

Other smaller companies' customers were more likely to have switched retailer in the last year than any of the main retailers; 25% of the smaller retailers were switchers compared to 10-22% of the larger retailers.

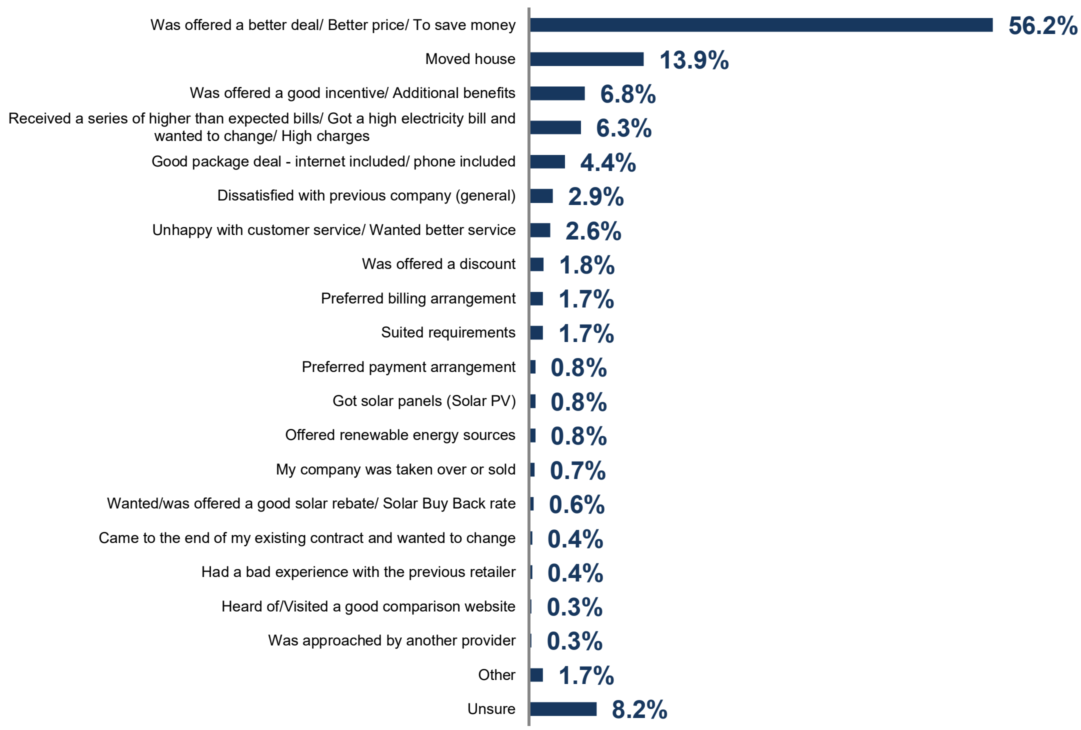
People who had been at their current residence for less than two years were much more likely to have switched retailer (24%) particularly compared to people who have been at their current residence for 10 years (12%).

6.2 Reasons for switching

■ Better price main reason by far for switching

Of those who had changed their retailer or plan, 56% did so because they wanted to save money or were offered a better deal (down 4% from 2015). This year 14% mentioned they switched because they moved house (same percentage as last year). Seven percent mentioned they were offered an incentive or additional benefits, followed by 6% who indicated they switched due to receiving a series of higher than expected bills. Other reasons were mentioned at much lower levels and included: good package deal including internet and/or phone (4%, down 1%), dissatisfied with previous company (3%, up 2%) and unhappy with customer service (3%, down 1%). The other reasons were all cited by 2% or less of the subsample.

Reasons for changing electricity retailer or plan



Base: Respondents who switched electricity retailer and/or switched the current electricity plan. (n=282)
Note: Multiple response question

6.3 Information sources used in decision to switch

Price comparison website most useful information source

The information sources used by many switchers were a price comparison website (40%, up 5%), a Google/general internet search (33%, up 7%), looking at the price/ best price or savings (29%, up 3%), going to the retailer website (27%, up 2%) and receiving a call from a sales person (20%, up 4%).

The information sources considered most useful were a price comparison website (20%, up 2%) and receiving a call from a sales person (13%, up 4%).

Information used in decision making – tracking

Switching				
	The last time you changed your electricity retailer or plan, which of the following information sources did you use to help with your decision?*		***Thinking about the information sources you used when changing your electricity retailer or plan, which one was most useful in helping with your decision to switch?***	
	2015	***2016***	***2015***	***2016***
Base: n=	***319***	***282***	***319***	***282***
Price comparison website	35.3	39.9	17.6	20.8
Google/general internet search	25.9	32.5	6.3	8.6
Looked at price/best price/saving	25.9	28.8	9.0	10.8
Retailer website	24.7	27.1	5.5	7.7
Received a call from a sales person	15.5	19.9	9.1	12.9
Phoned the retailer	28.6	18.8	17.9	8.3
Door-to-door sales person visiting the home	15.5	14.2	11.0	9.0
A friend or family member	17.2	13.9	6.5	4.7
Brochures/flyers and other direct mail	10.3	8.9	3.4	2.6
General advertising e.g. TV, Radio, Newspaper advertisement	10.5	8.5	2.6	2.5
Media article/advertisement segment	3.7	3.1	0.5	0.4
Community support organisation	3.2	1.4	1.3	0.4
Outdoor advertising e.g. billboards, buses	2.8	1.4	-	0.3
Financial counsellor	2.2	0.3	0.8	0.3
Other	4.4	6.2	2.0	5.8
Unsure	2.0	1.7	1.6	1.7
Did not use any information sources	8.9	3.3	5.1	3.3

Base: Respondents who switched electricity retailer and/or switched the current electricity plan.
*Note: Multiple response question

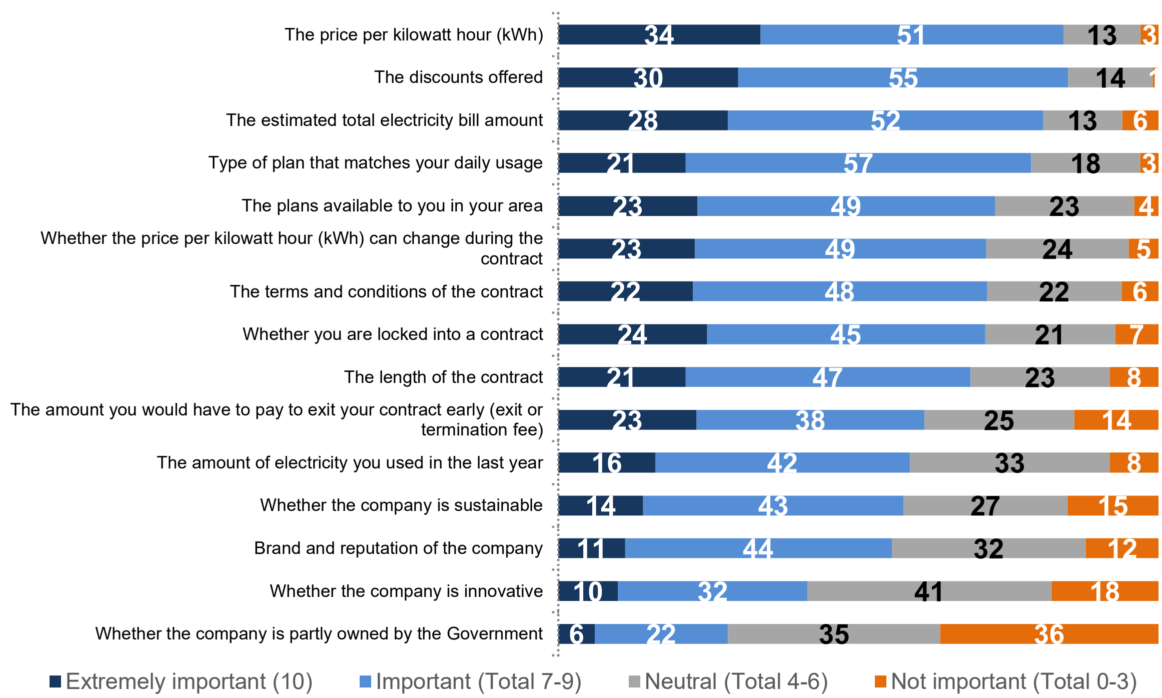
6.4 Switching factors: switchers

Switchers most important factors if switching are price related

For switchers, the most important factors used to weigh up when switching were also price related. However, switchers put less importance on all factors than reviewers. Every factor had a rating of important (7-10) that was 4% to 14% (average 9%) lower than reviewers; however, the order of the factors in terms of importance was much the same.

Switchers gave an importance rating for the price per kilowatt hour of 85% (up 7%) and discounts offered of 85% (up 8%), while estimated bill and type of plan that matches daily usage rated slightly lower on 80% (up 5%) and 78% (up 4%) respectively. Whether the company was innovative and partly government owned were again the lowest rated factors on 42% (up 6%) and 28% (up 8%) respectively.

Switching factors – by switchers



Base: Respondents who switched electricity retailer and/or switched the current electricity plan (n=282).

Switching factors – by switchers – tracking

For each of these factors please rate how important it was in your decision to switch your electricity retailer or plan where 0 means not at all important and 10 means extremely important?	2015 TOTAL IMPORTANT (7-10) %	2016 TOTAL IMPORTANT (7-10) %
Base: n=	*319*	*282*
The price per kilowatt hour (kWh)	78	85
The discounts offered	77	85
The estimated total electricity bill amount	75	80
Type of plan that matches your daily usage	74	78
The plans available to you in your area	70	72
Whether the price per kilowatt hour (kWh) can change during the contract	67	72
The terms and conditions of the contract	59	70
Whether you are locked into a contract	63	69
The length of the contract	61	68
The amount you would have to pay to exit your contract early (exit or termination fee)	62	61
The amount of electricity you used in the last year	58	58
Whether the company is sustainable	49	57
Brand and reputation of the company	59	55
Whether the company is innovative	36	42
Whether the company is partly owned by the Government	20	28

Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan.

Barriers to taking action

7.1 Reasons not reviewed or switched

Being happy with current retailer key barrier to reviewing or switching

For those that had not reviewed or switched retailer, the main reasons for not taking these actions were that they were happy with their retailer (35%, same as previous year), contract is not in their name (11%, up 6%), too much hassle to bother doing anything about it (11%, up 2%), already on the best plan (9%) and too busy (9%, down 2%). Lesser mentioned reasons were in relation to lack of interest or other priorities, a belief that all electricity retailers are the same and that they are locked into a contract (all 4-7%). Other reasons received less than 3% each.

Reasons not reviewed or switched

Base: Respondents who did not review current offer, investigate different offers or plans, switch electricity retailer or switch current plan (n=546).
Note: Multiple response question

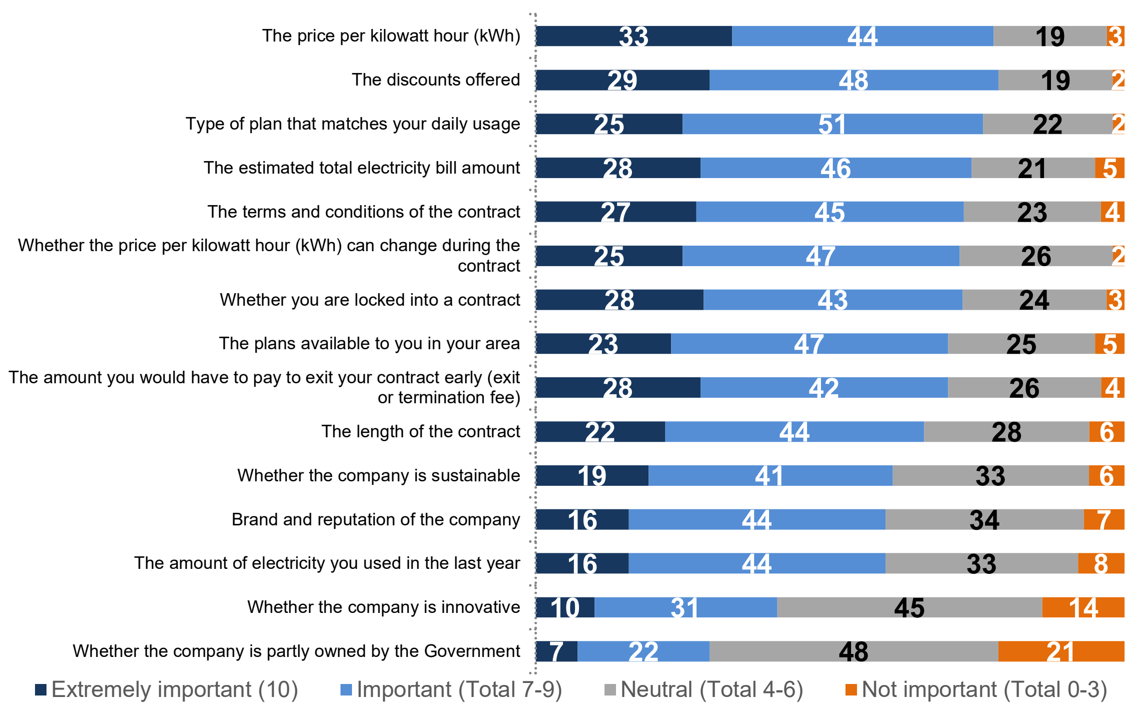
7.2 Switching factors: non-switchers

■ Price related factors strongest for non-switchers

Respondents who have not switched or reviewed the plans in the past 12 months gave ratings of importance (7-10, on a 0 to 10 scale where 10 is extremely important and 0 is not at all important) that were on average 9% lower than reviewers.

The rankings of the factors were again very similar to reviewers and switchers with price related factors as the most important, followed by factors around the contract and lastly factors about what the company was like. Price per kilowatt hour, discounts offered, type of plan and estimated bill were all rated between 74-77% important while the lowest ratings were for whether the company was innovative and partly government owned, 41% and 29% respectively.

Switching factors – by non-switchers



Base: Respondents who did not review current offer, investigate different offers or plans, switch electricity retailers or switch current plan (n=546).

Switching factors – by non-switchers – tracking

If you were going to switch electricity provider or change your plan, please rate how important each of these factors would be, where 0 means not at all important and 10 means extremely important?

	2015 TOTAL IMPORTANT (7-10) %	2016 TOTAL IMPORTANT (7-10) %
Base: n=	*432*	*546*
The price per kilowatt hour (kWh)	**79**	**77**
The discounts offered	**78**	**77**
Type of plan that matches your daily usage	**79**	**76**
The estimated total electricity bill amount	**78**	**74**
The terms and conditions of the contract	**73**	**72**
Whether the price per kilowatt hour (kWh) can change during the contract	**75**	**72**
Whether you are locked into a contract	**69**	**71**
The amount you would have to pay to exit your contract early (exit or termination fee)	**71**	**70**
The plans available to you in your area	**73**	**70**
The length of the contract	**67**	**66**
Brand and reputation of the company	**65**	**60**
The amount of electricity you used in the last year	**61**	**60**
Whether the company is sustainable	**61**	**60**
Whether the company is innovative	**44**	**41**
Whether the company is partly owned by the Government	**31**	**29**

Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan.

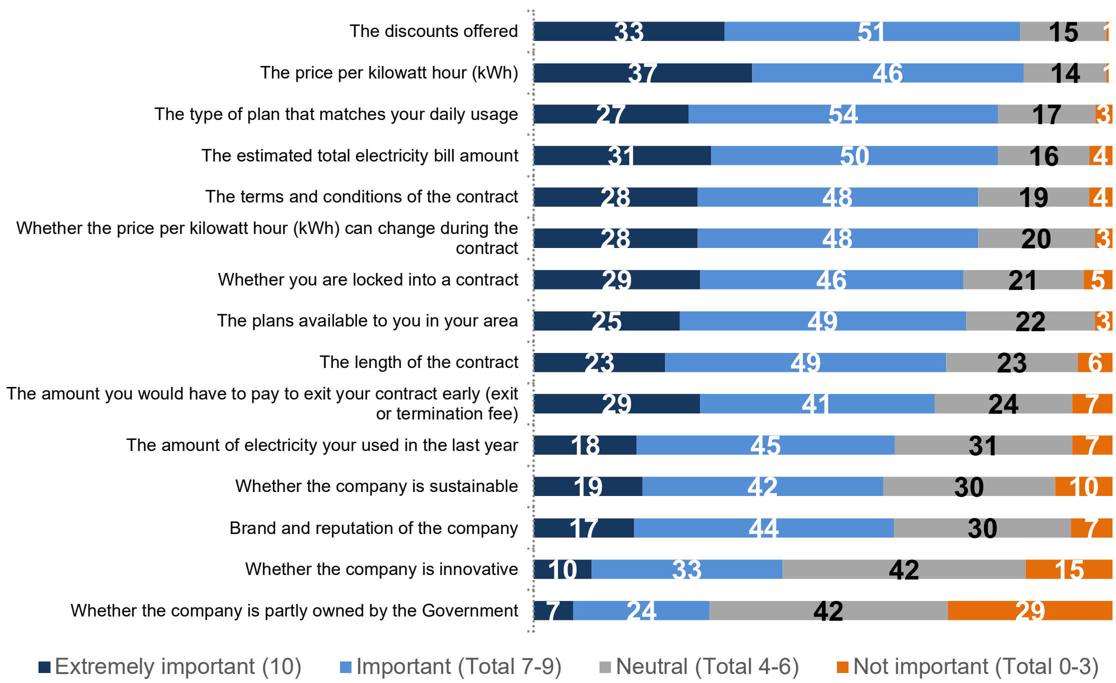
7.3 Switching factors: overall

■ Key factors were around price and discounts

Over all respondents, price related factors were rated as the most important, followed by factors around the contract and lastly factors related to the brand and image of the company.

The discounts offered and the price per kilowatt hour were the top two factors again this year, 84% (up 1% from 2015) and 83% (same as 2015 result) respectively. The lowest ratings continue to be whether the company is innovative (43%, up 2%) and whether it is partly government owned (31%, up 4%).

Switching factors – overall



Base: All respondents, excluding not applicable (n=1,173).

Switching factors – overall – tracking

If you were going to switch electricity provider or change your plan, please rate how important each of these factors would be, where 0 means not at all important and 10 means extremely important?		
	2015 TOTAL IMPORTANT (7-10) %	2016 TOTAL IMPORTANT (7-10) %
Base: n=	*1139*	*1173*
The discounts offered	**83**	**84**
The price per kilowatt hour (kWh)	**83**	**83**
Type of plan that matches your daily usage	**80**	**81**
The estimated total electricity bill amount	**81**	**81**
The terms and conditions of the contract	**74**	**76**
Whether the price per kilowatt hour (kWh) can change during the contract	**75**	**76**
Whether you are locked into a contract	**71**	**75**
The plans available to you in your area	**75**	**74**
The length of the contract	**69**	**72**
The amount you would have to pay to exit your contract early (exit or termination fee)	**70**	**70**
The amount of electricity you used in the last year	**64**	**63**
Whether the company is sustainable	**61**	**61**
Brand and reputation of the company	**63**	**61**
Whether the company is innovative	**41**	**43**
Whether the company is partly owned by the Government	**27**	**31**

Base: *All respondents, excluding not applicable*

Level of importance strongly associated with confidence, care and age

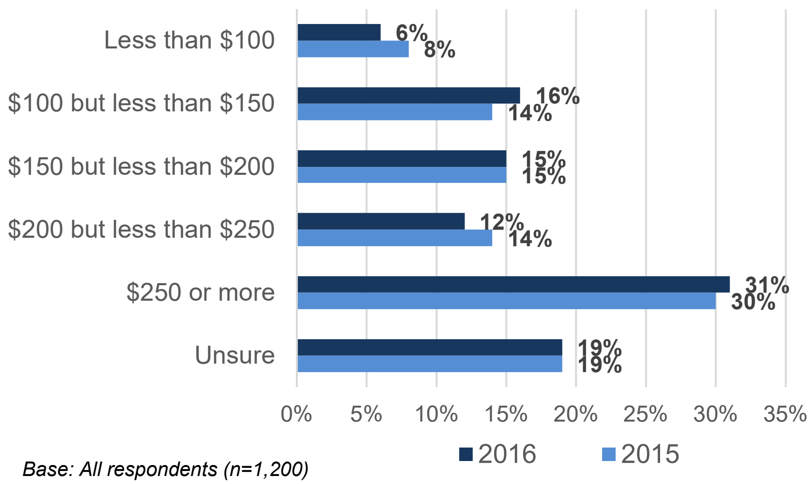
The same trends emerged this year when looking at the level of importance by confidence, care and age. Respondents who indicated they care about their provider gave higher ratings than their counterparts for every factor by an average of 16%. Also respondents with confidence in having adequate information and being able to select the best deal were much more likely to have higher ratings of importance than the overall sample by an average of 6%. There was a tendency for people under the age of 30 years to give on average 7% lower levels of importance than older respondents.

7.4 Saving needed to consider switching

■ Almost a third of respondents would need to save over $250 to switch

The figures are very similar to the 2015 results. A minority (6%) of respondents said the minimum amount of money they would need to save annually on their electricity bill in order to seriously consider changing their company or plan was $100 or less. Around half (49%) said they would consider switching if the savings were $250 or less and 31% would if savings were $250 or more, while 19% were unsure.

Savings needed to consider switching electricity company or plan



Base: All respondents (n=1,200)

People who had switched in the last year had lower expectations with 44% considering switching for less than $200 compared with 36% of non-switchers. Age was also a factor with 43% of respondents under 44 years, 37% of 45-59 years and 28% of over 60 years considering switching for $200 or less.

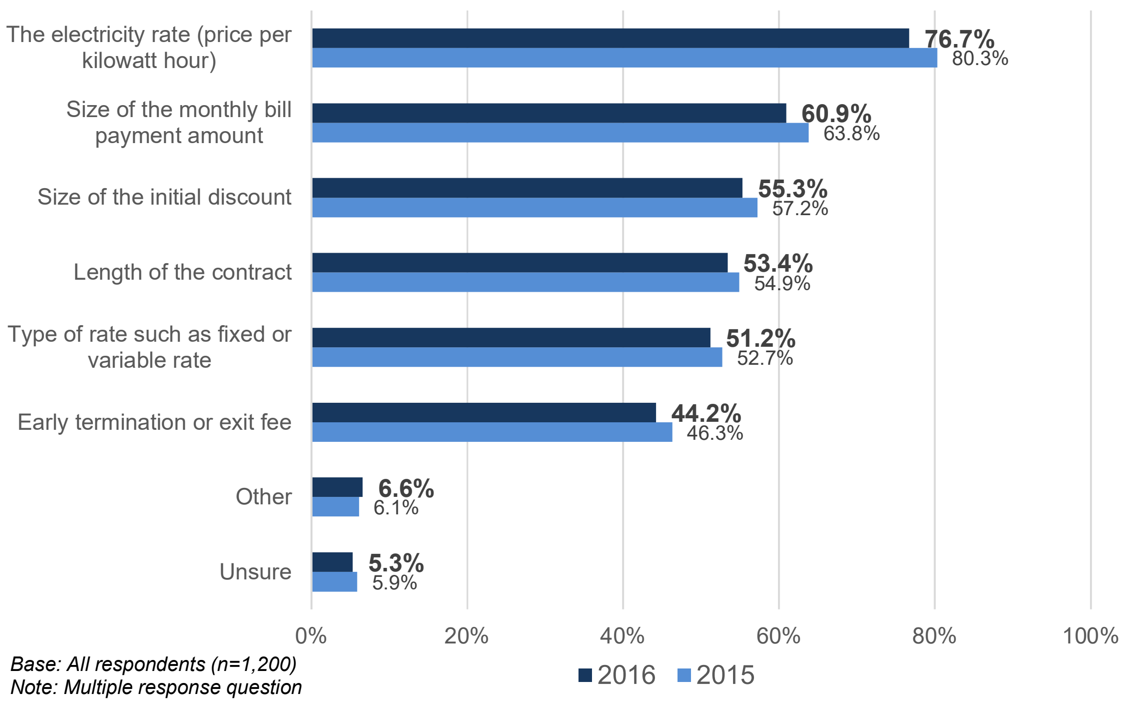
Information usage and needs

8.1 Information used when comparing retailers

■ Electricity rates main information people would use when comparing options

A majority (78%, down 2% from 2015) of respondents said they would look at the electricity rate when comparing retailer options or plans and 61% (down 3% from 2015) said they would look at the size of the monthly bill payment amount. There were between 52% and 55% who would look at size of the discount, length of the contract and type of rate, while a smaller proportion would look at early termination fees (44%, down 2%).

Information used for comparing electricity retailers



Base: All respondents (n=1,200)
Note: Multiple response question

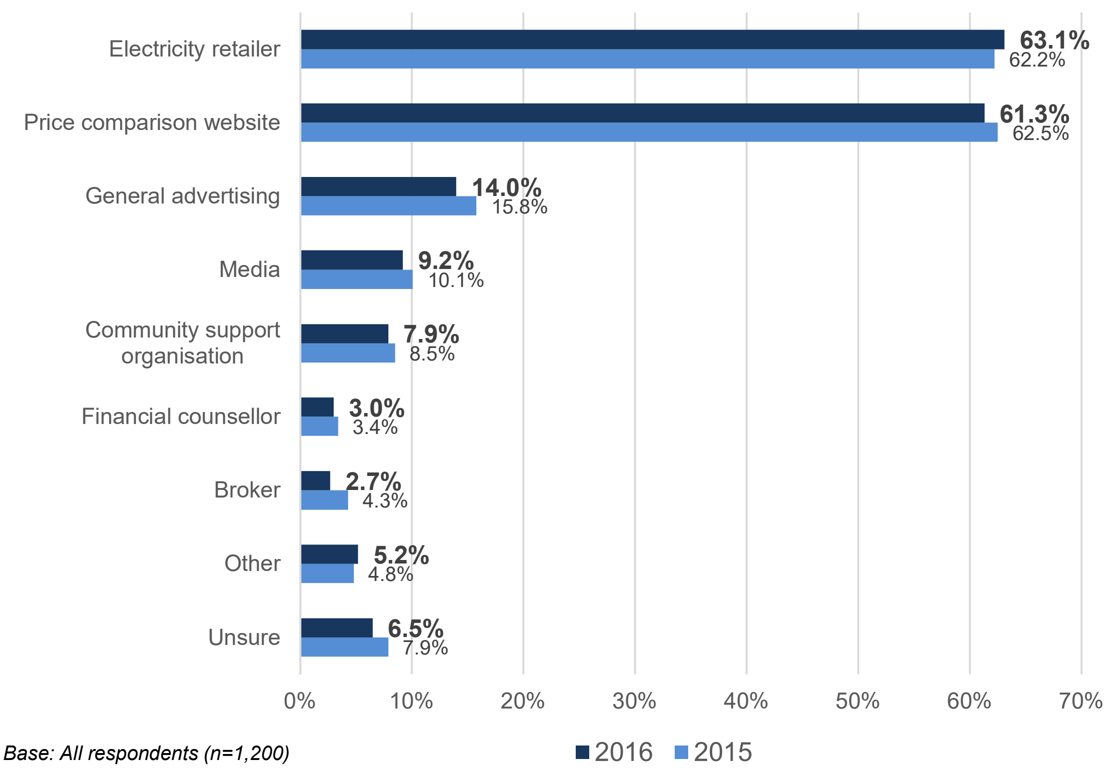
People under 30 years, non-decision makers, unemployed, students, and those who did not think it was worthwhile reviewing or shopping around for electricity providers were much more likely to be unsure about what sort of information they would look for (6-16%).

8.2 Preferred method of accessing information

■ Electricity retailers and price comparison websites the preferred method of accessing information

Accessing information from the electricity retailer and a price comparison website remain the most preferred, 63% and 61% respectively. General advertising, media and community support groups were next on 14%, 9% and 8% respectively. Financial counsellors and brokers featured at lower levels (around 3%).

Preferred method of accessing information



Base: All respondents (n=1,200)
Note: Multiple response question

Media (18%) featured higher for people under the age of 30 years compared to their older cohorts (all on 7%). Those over 60 years were more likely to indicate they prefer to get information from community support organisations (13% compared to 8% overall). Those who hold a university degree were more likely to prefer to use a price comparison website (69% compared to 61% overall).

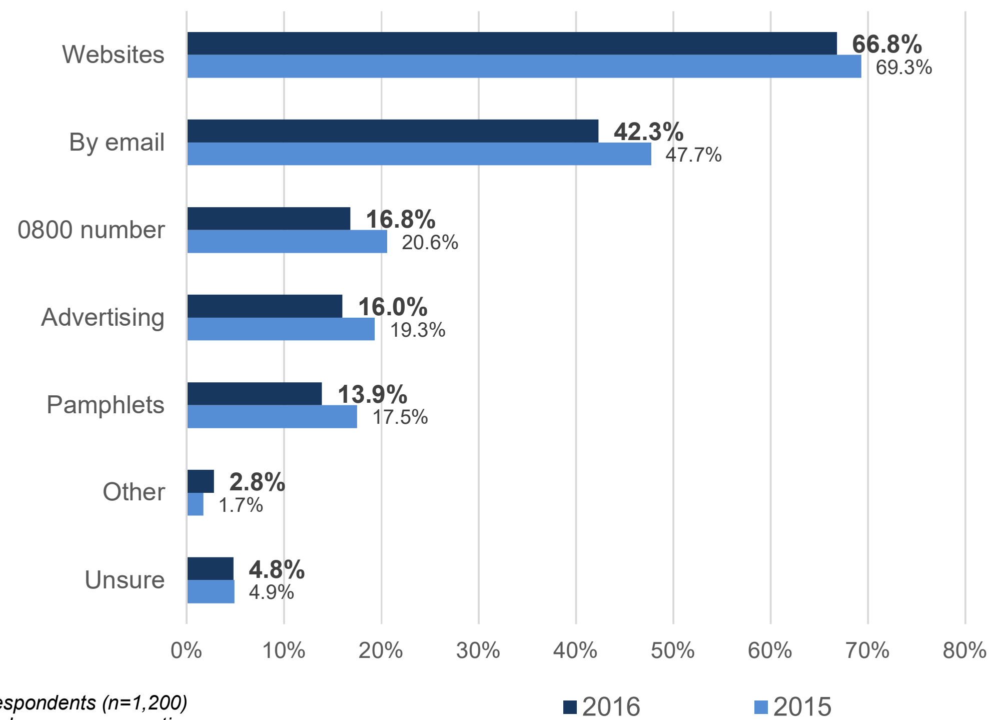
8.3 Best way to access information

Internet best way for getting information

Similar to last year, a majority (67%, down 2% from 2015) of respondents said websites would be the best way to access this information, while 42% (down 6%) preferred email. 0800 number, advertising and pamphlets featured at lower levels, 14-17%.

People over the age of 60 years were more likely to nominate email (53%), 0800 numbers (23%) and pamphlets (20%), while people under 60 were more likely to suggest websites (71%). This appears to suggest that respondents over 60 years old are more passive seekers of information while those under 60 years are more active seekers of information.

Best way to access information



Base: All respondents (n=1,200)
Note: Multiple response question

8.4 Missing sources of information

Majority do not think there is any missing sources of information

A vast majority (89%) of people were either unsure or did not think there were any sources of information that they had expected to find information but were disappointed to find it was unavailable. There were no significant types of information that were seen as missing.

The single most mentioned type of missing information was cited by less than 3% of respondents and related to enhancing information accessed through websites, namely, websites lacking specific details on price comparison or retailer websites, specific details on conditions and fees, and the costs of switching.

Missing sources of information – information expected to find but was unavailable

Are there any sources of information you expected to find but you were disappointed to find was unavailable?

	All %	N=
No/Unsure	89.3%	1071
Specific details on price comparison or provider's website/ Specifics on conditions and fees/ Costs of switching	2.9%	35
Advertising/ Media/ Newspaper/ Pamphlets/ Post/ Radio/ Social media	1.4%	16
Information is confusing/ Difficulty analysing information/ Information is unclear	1.3%	16
Phone call from electricity provider/ Door to door sales person/ Email from provider/ Post from provider	1.2%	14
Comparison websites/ Prices on websites	1.1%	14
Face-to-face/ Direct contact	0.9%	11
Word of mouth/ Friends and family discussions or recommendations/ Community support or advice	0.7%	9
Information about provider (NZ owned, renewable energy)	0.4%	5
Reviews	0.3%	4
Locations providers operate	0.3%	3
0800 number	0.2%	2
Apps	0.1%	1
Other	0.5%	7

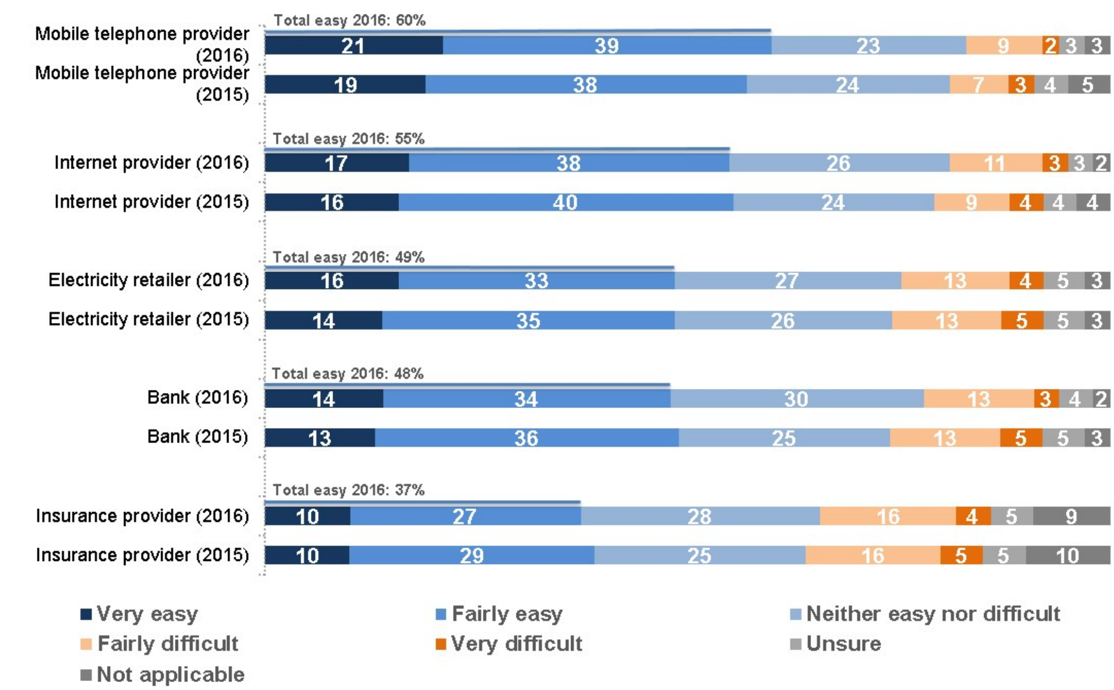
Base: All respondents (n=1,200)

8.5 Difficulty comparing offers

■ Electricity retailers lag behind mobile providers and internet providers on ease of comparison

Results this year were similar to the 2015 figures. Three in five respondents (60%) claimed it was easy (very easy or fairly easy) to compare offers from mobile telephone providers. Fifty-five percent of respondents thought comparing internet provider offers were easy. Around half of respondents indicated it was easy to compare offers for electricity retailers and banks (49% and 48% respectively). Insurance providers were considered the least easy to compare, only 37% of respondents rated them easy to compare.

Difficulty comparing offers when deciding to switch household services



Base: All respondents (n=1,200)

■ Switchers and reviewers think comparing prices is easier

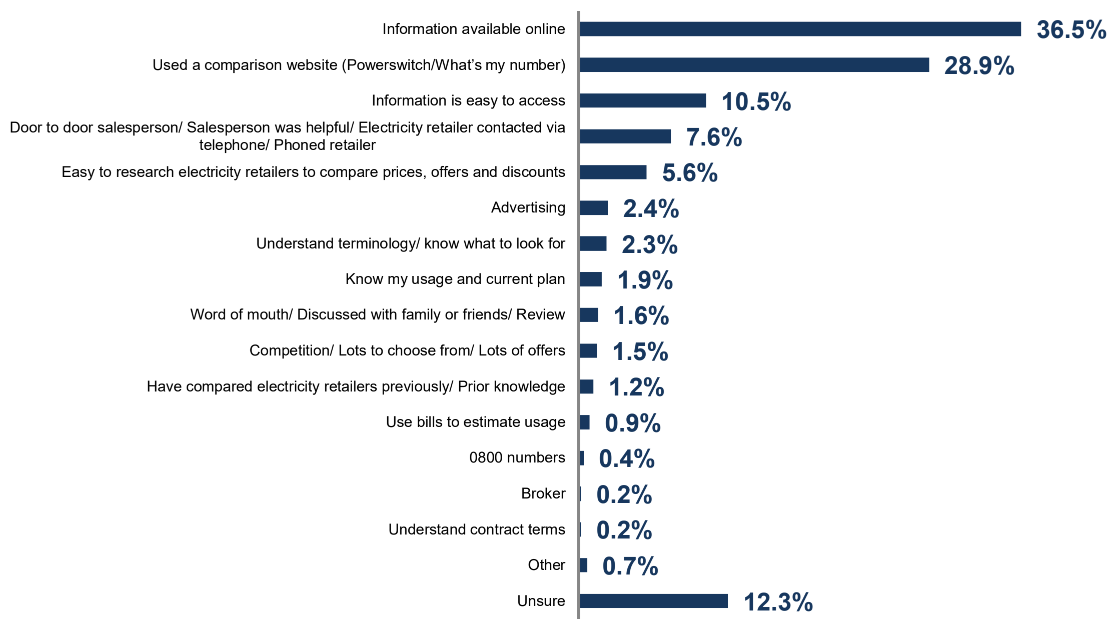
Those who care about their electricity retailer were more likely (54%) to think it was easy to compare offers than those who have indicated they do not care as much (39%). Respondents who had switched retailer or plans in the past year (60%) and those who had reviewed their plans but had not switched (62%) thought it was easier to compare offers than people who had not switched (34%).

8.5.1 Reasons for being easy to compare electricity retailers

■ Having online services main reason for ease of comparison

Mentions of availability of online information (37%, up 8% from 2015) and comparison websites (29%, down 1%) were the most frequently cited reasons for why people thought it was easy to compare electricity retailers. Easy access to information, helpful salespeople (either door to door or customer service representatives over the phone) and ease of researching electricity retailers' prices, offers and discounts were also frequently mentioned on 6-11%. All other reasons mentioned were less than 3%.

Reasons easy to compare electricity retailers



Base: Respondents who found it fairly easy or very easy to compare different offers when deciding whether or not to switch electricity retailer (n=585).
Note: Multiple response question

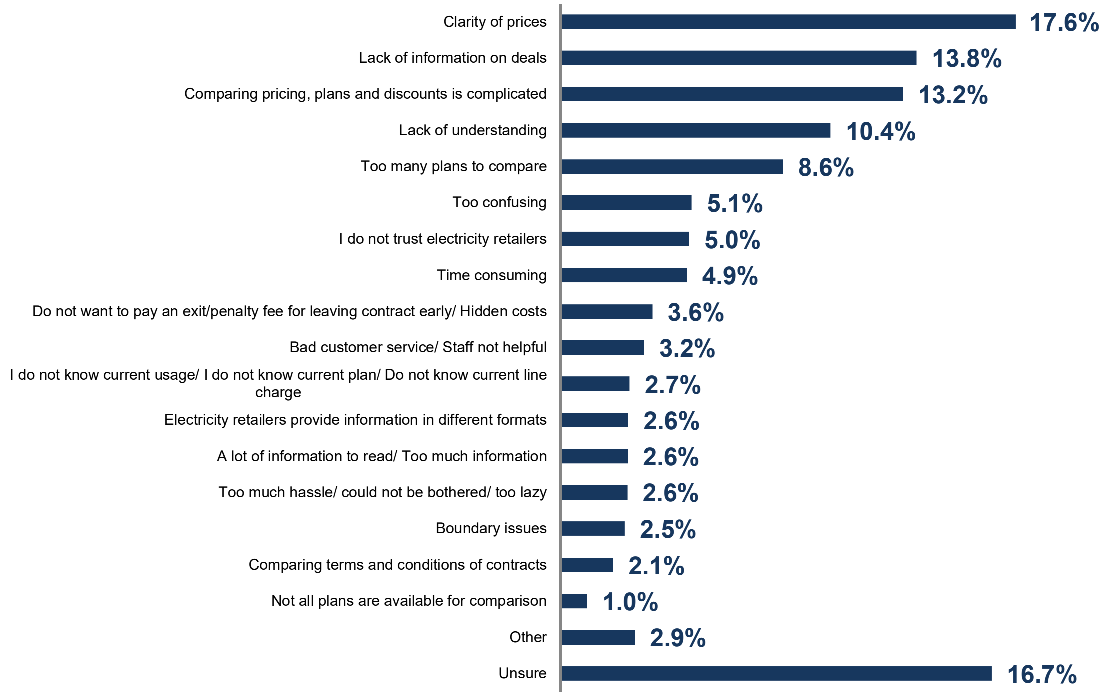
8.5.2 Reasons for being difficult to compare electricity retailers

■ Lack of clarity and confusion on pricing lead to problems comparing retailers

Reasons for believing that comparing electricity offers to be difficult were more varied than the reasons why it is easy. Clarity of prices and lack of information on deals were the main reasons people found it difficult to compare retailers (14-18%), followed by the complicated nature of comparing pricing, plans and discounts (13.2%).

Other reasons that were frequently mentioned were the lack of understanding, too many plans to compare, too confusing, a lack of trust in electricity retailers and too time consuming (5-10%).

Reasons had problems comparing electricity retailers



Base: Respondents who found it fairly difficult or very difficult to compare different offers when deciding whether or not to switch electricity retailer (n=198).
Note: Multiple response question

Retail data options

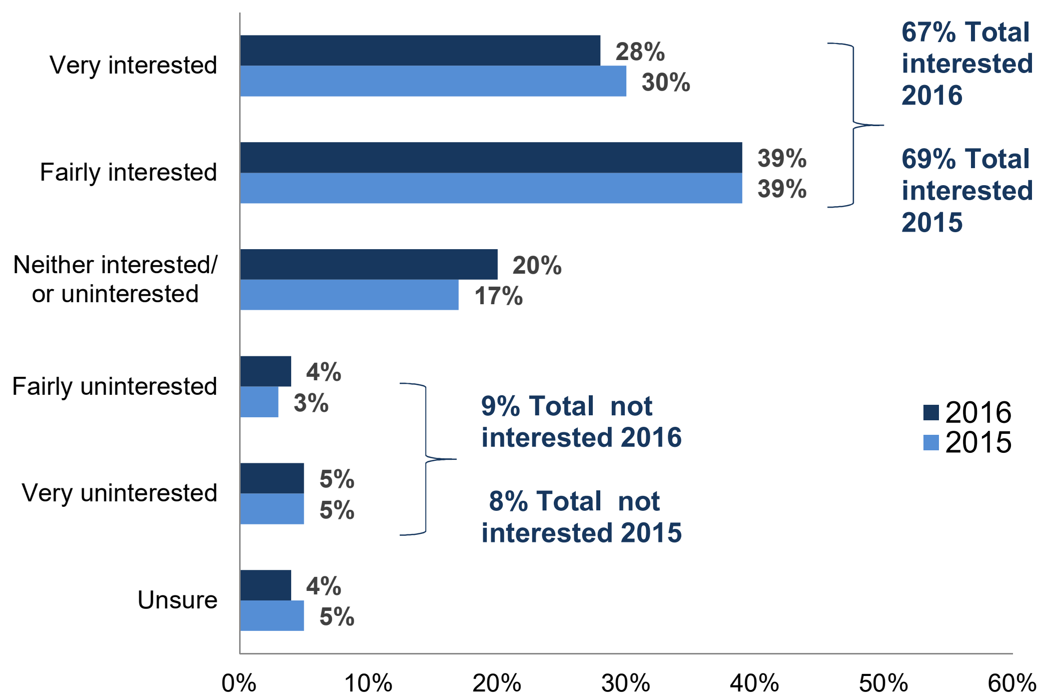
9.1 Interest in a comparison website

■ High interest in comparison website

Two thirds (67%, down 2% from 69% in 2015) of respondents expressed interest in a detailed comparison website like WebJet, while one in five respondents (20%) indicated they were neither interested nor uninterested and 9% said they were not interested.

Those who care which electricity retailer they choose, work full time, decision makers, those who think it is easy to switch electricity providers, those who think it is worthwhile to review and shop around and those who indicated it was likely they would switch were all more likely to express interest in a detailed comparison website (69-85%).

Interest in a comparison website



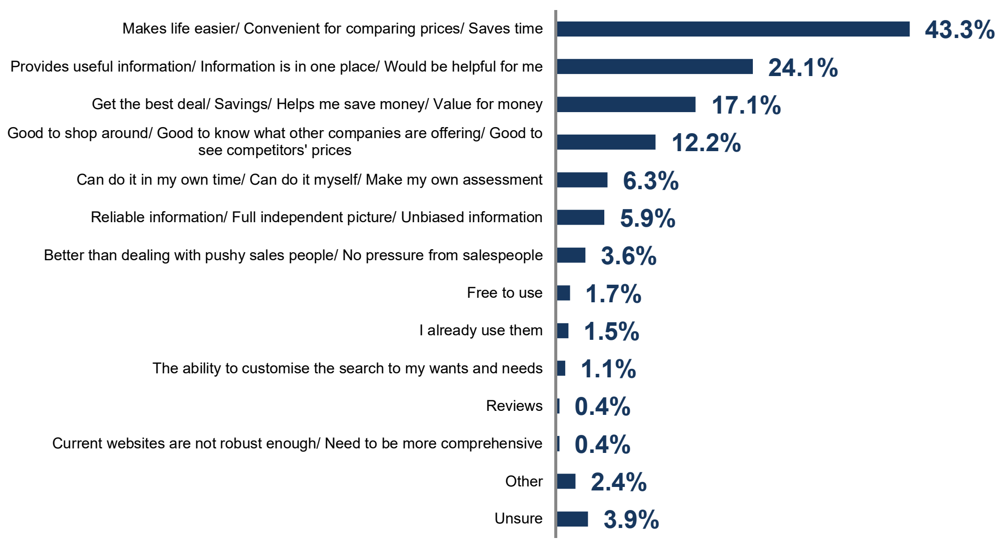
Base: All respondents (n=1,200)

9.1.1 Reasons for interest in comparison website

Makes it easier

Forty-three percent of people interested in a price comparison said it was because it would be easy or convenient for comparing prices. Followed by 24% who mentioned that the price comparison website would provide useful information in the one place, 17% mentioned that the website would help save money by getting the best deal and 12% cited that it was good to shop around and know what other retailers are offering. Other reasons featured at lower levels, can make own assessment in their own time (6%), website would provide reliable and unbiased information (6%) and that the website would be better than dealing with pushy sales people (4%). Other reasons were mentioned by under 2% of interested respondents.

Reasons interested in a comparison website



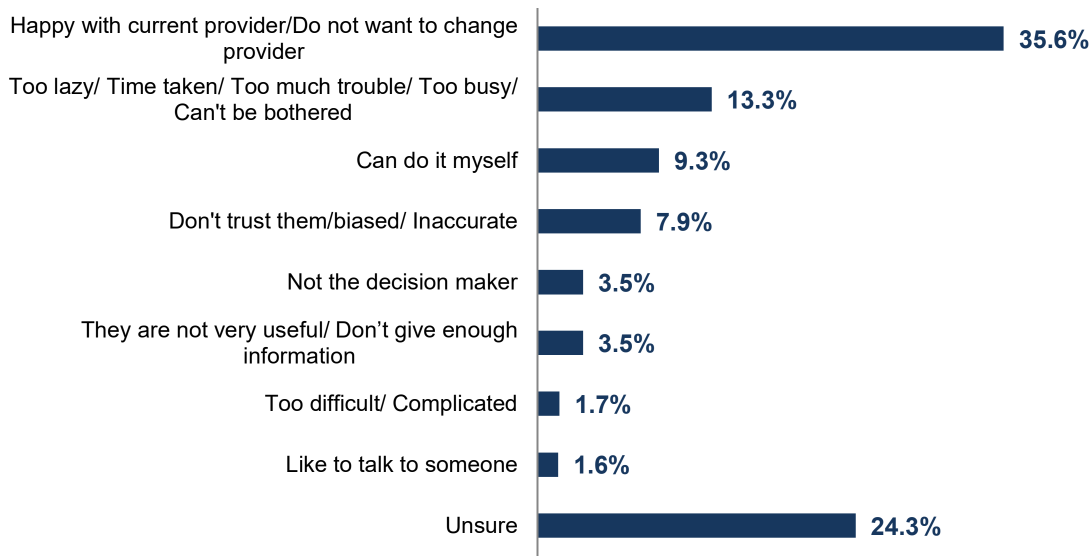
Base: Respondents who were fairly interested or very interested in a comparison website (n=795).
Note: Multiple response question

9.1.2 Reasons not interested in comparison website

■ Do not want to change provider

The results were similar to last year, the main reasons people were not interested in a comparison website were that they were happy with their current provider and did not want to change (36%, down 5%) and that it felt like it was too much trouble to use such a website (13%, down 4%). Being able to do it themselves, not trusting the sites, not the decision maker and that they do not give enough information were other frequently cited reasons (4-9%).

Reasons not interested in a comparison website



Base: Respondents who were fairly uninterested or very uninterested in a comparison website (n=113).

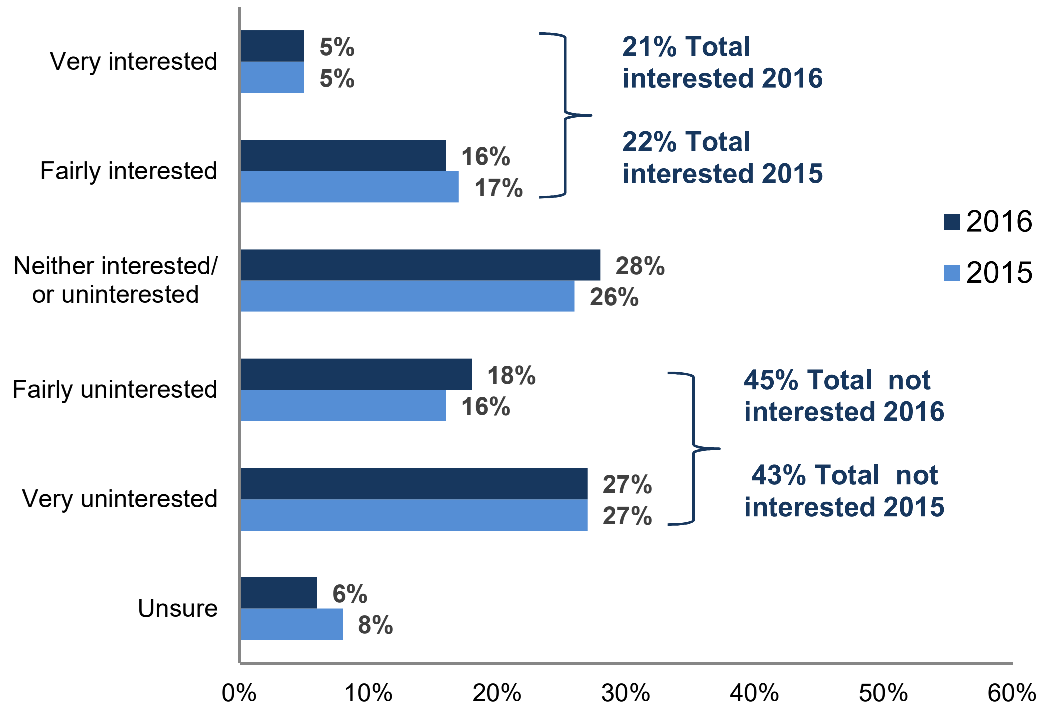
9.2 Interest in a third party or broker service

Low interest in third party service

Similar to last year's findings, there was lower interest in a third party service with around one in five respondents (21%, compared to 22% in 2015) declaring they were very interested or fairly interested in a third party or broker who would do comparison analysis for them. Over a quarter (28%) were neither interested nor uninterested and 45% said they were not interested.

Those who were said they were likely to switch providers (38%), dissatisfied with their current electricity retailer (33%), those working full time (26%) and those who think it is worthwhile reviewing (27%) and shopping around (24%) were more likely to be interested in a third party service.

Interest in a third party or broker service



Base: All respondents (n=1,200)

9.2.1 Reasons for interest in third party service

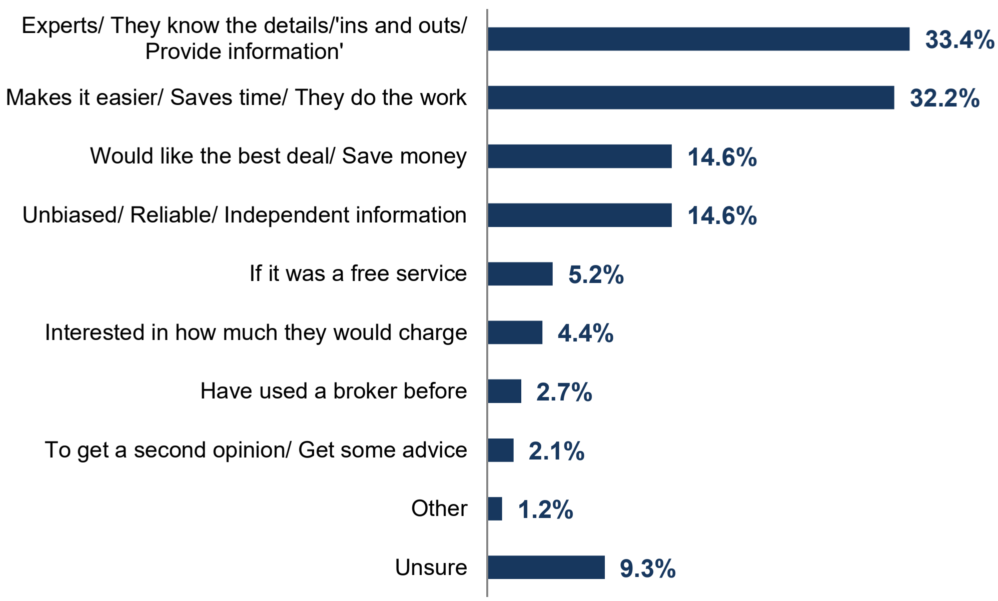
■ Access to experts and third party services makes it easier

The most commonly mentioned reasons by those interested were the knowledge brokers have and the information these experts offer (33%, up 13%) and that it would save time and make the process easier (32%, up 4%).

Other common reasons included that they would help to get the best deal to save money (15, up 2%) and would provide reliable independent information (15%, down 2%).

Cost related reasons were next with 5% mentioning they would be interested if it was a free service and 4% mentioning they would be interested in knowing how much they charge.

Reasons interested in a third party broker service



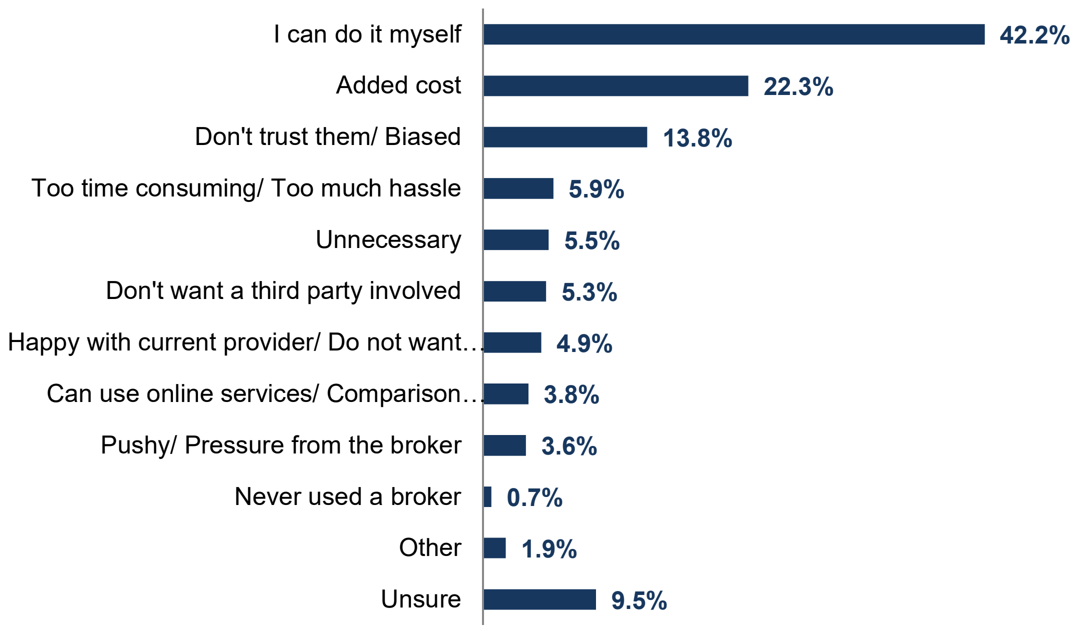
Base: Respondents who were fairly interested or very interested in a third party or broker service (n=252).
Note: Multiple response question

9.2.2 Reasons not interested in third party service

Can do it myself

The most commonly mentioned reasons remain the same this year. The main reason people were not interested in a third party service was the belief that they could do it themselves (42%, down 2%), followed by the concern over the extra cost for using a third party (22%, down 4%) and not trusting a third party to be unbiased (14%, up 2%). Lesser reasons were that it would be too much hassle, that it was unnecessary, that they do not want a third party involved, that they were happy with their current provider, they can use online services and they would feel pressured from the broker (4-6%).

Reasons not interested in a third party or broker service



Base: Respondents who were fairly uninterested or very uninterested in a third party or broker service (n=535).
Note: Multiple response question

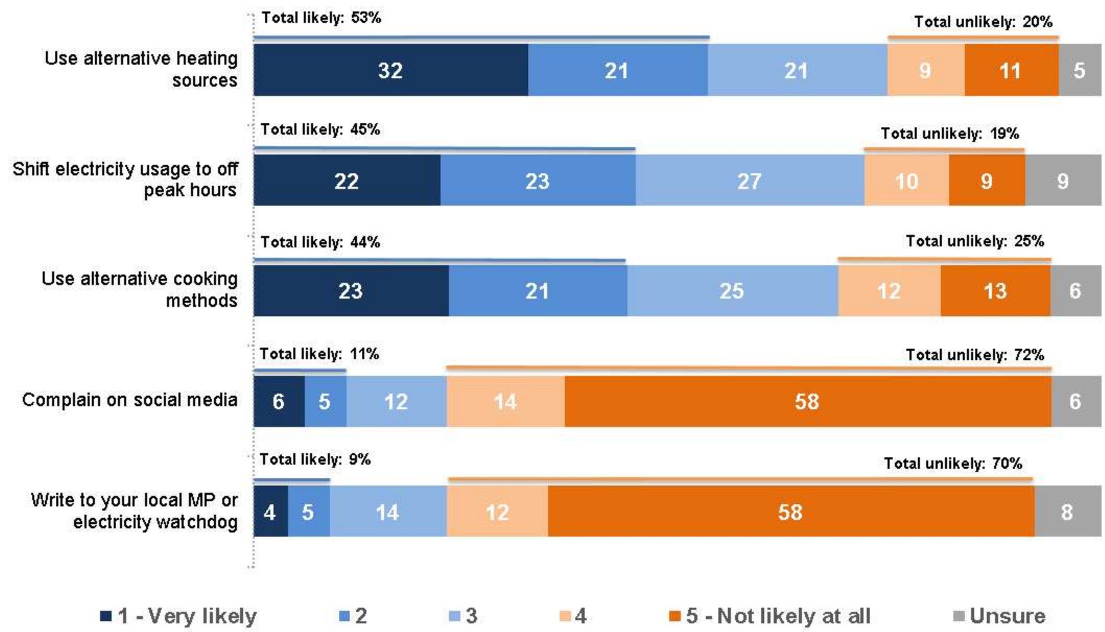
Energy shortage scenario testing

Respondents were presented with a scenario of an energy shortage due to water levels in the South Island hydro storage lakes. Respondents were asked how likely it was for certain actions to be taken if they were asked to save electricity.

Over half (53%) indicated it was likely they would use alternative heating sources in this scenario. Forty-five percent of respondents said it was likely they would shift their electricity usage to off peak hours and a similar proportion (44%) claimed it was likely they would use alternative cooking sources.

Around one in ten respondents (11%) stated it was likely they would complain on social media in this scenario. A minority (9%) stated it was likely they would write to their local MP or electricity watchdog.

Likelihood of taking actions during energy shortage



**Base: All; excludes 'not applicable'. Internet provider (n=1,177), Electricity retailer (n=1,170), Mobile telephone provider (n=1,167), Insurance provider (n=1,060) and Bank (n=1,200).*

Appendix

11.1 Demographic profile

Sample information/ demographics

	2016
	%
Sex	
Male	48
Female	52
Age	
18-29	21
30-44	25
45-59	27
60 plus	26
Region	
Auckland	33
Wellington	11
Provincial North Island	31
Christchurch	13
Provincial South Island	11
Household income	
Less than $20,000	8
$20,001-30,000	13
$30,001-40,000	8
$40,001-50,000	8
$50,001-60,000	6
$60,001-70,000	6
$70,001-80,000	6
$80,001-90,000	4
$90,001-100,000	6
More than $100,000	15
Income was nil/or made a loss	1
Would prefer not to say	19
Dependent children	
Yes	28
No/Unsure	72
Home ownership	
Renting	34
Own my home freehold	23
Own my home with a mortgage	28
Live at home with my parents	9
Other	4
Prefer not to say	2

Base: All respondents (n=1,200)

Electricity provider

What is the name of the company that you pay your monthly electricity bills to?	2015	2016
	%	**%**
Genesis Energy	21.7	21.9
Contact Energy	23.1	19.6
Mercury Energy	14.9	16.2
TrustPower	11.1	10.9
Meridian Energy	7.4	9.4
Powershop NZ	4.9	3.6
Energy Online	3.8	2.9
Nova Energy	3.3	2.7
Pulse Energy	1.2	1.7
Glo-Bug	0.9	1.5
Grey Power Electricity	1.5	1.4
Electric Kiwi	-	1.1
Flick Electric	0.4	0.8
Just Energy	0.4	0.7
Tiny Mighty Power	0.8	0.6
Bosco Connect	0.3	0.4
Simply Energy	-	0.1
Bay of Plenty Electricity	-	0.1
Opunake Hydro	-	0.1
Energy Direct	0.7	0.1
Hampton Electric		0.1
Empower	0.1	-
King Country Energy	0.1	-
Mega Energy	0.1	-
Payless Energy	0.1	-
Other	1.2	1.1
Unsure	1.8	2.9

Base: All respondents (n=1,200)

Average electricity bill

*How much on average is your monthly **summer/winter** bill (that would be in….)*		
	2015	**2016**
	%	**%**
Summer (that would be in December, January and February)		
Less than $100 a month	19	23
From $100, but less than $200 a month	46	42
From $200, but less than $300 a month	14	14
From $300, but less than $400 a month	4	3
$400 or more a month	2	1
Unsure/prefer not to say	15	18
Winter (that would be in June, July and August)		
Less than $100 a month	7	8
From $100, but less than $200 a month	32	32
From $200, but less than $300 a month	27	26
From $300, but less than $400 a month	13	13
$400 or more a month	9	5
Unsure/prefer not to say	12	16

Base: All respondents (n=1,200)

11.2 Tables

Summary table

Summary table – 2016

	How satisfied are you with your provider of the following services? Please think about your main provider.*	Base*:	Do you think it is worthwhile reviewing your provider of the following services?	Do you think it is worthwhile to actively shop around for the best deal for your supplier of:	How likely are you to switch the following providers?	Are you the person that makes the decision about using the following suppliers or has input in that decision for your household?	How much do you care about the following suppliers you choose for your household?	How easy or difficult do you think it is to switch your provider of the following services?
	TOTAL SATISFIED %		Yes %	Yes %	TOTAL LIKELY %	Yes %	TOTAL A LOT + A FAIR AMOUNT %	TOTAL EASY %
Bank	82	*1,200*	30	52	11	92	84	45
Mobile telephone provider	74	*1,179*	36	65	18	92	77	68
Electricity retailer	69	*1,173*	38	66	21	81	74	60
Internet provider	69	*1,181*	43	67	25	83	79	53
Insurance provider	60	*1,046*	39	64	16	86	76	54

*Base: All respondents (n=1200); excludes 'not applicable' where relevant

Summary table – 2015

	How satisfied are you with your provider of the following services? Please think about your main provider.*	Base*:	Do you think it is worthwhile reviewing your provider of the following services?	Do you think it is worthwhile to actively shop around for the best deal for your supplier of:	How likely are you to switch the following providers?	Are you the person that makes the decision about using the following suppliers or has input in that decision for your household?	How much do you care about the following suppliers you choose for your household?	How easy or difficult do you think it is to switch your provider of the following services?
	TOTAL SATISFIED %		Yes %	Yes %	TOTAL LIKELY %	Yes %	TOTAL A LOT + A FAIR AMOUNT %	TOTAL EASY %
Bank	84	*1200*	25	49	10	89	83	44
Mobile telephone provider	79	*1167*	32	61	17	90	78	67
Electricity retailer	72	*1170*	37	65	23	81	75	59
Internet provider	71	*1177*	40	67	25	84	78	52
Insurance provider	64	*1060*	34	64	17	85	77	51

*Base: All respondents (n=1200); excludes 'not applicable' where relevant

Satisfaction with providers - 2016

How satisfied are you with your provider of the following services? Please think about your main provider.

	Very satisfied %	Somewhat satisfied %	TOTAL SATISFIED %	Neither satisfied nor dissatisfied %	Somewhat dissatisfied %	Very dissatisfied %	TOTAL DISSATISFIED %	Unsure %	Not applicable %
Bank	43	39	**82**	**11**	4	2	**6**	-	-
Mobile telephone provider	34	40	**74**	**15**	7	2	**9**	-	2
Electricity retailer	32	37	**69**	**19**	7	2	**9**	2	2
Internet provider	30	39	**69**	**14**	11	4	**15**	-	2
Insurance provider	24	36	**60**	**20**	4	2	**6**	1	13

Base: All respondents (n=1,200)

Satisfaction with providers – 2015

How satisfied are you with your provider of the following services? Please think about your main provider.

	Very satisfied %	Somewhat satisfied %	TOTAL SATISFIED %	Neither satisfied nor dissatisfied %	Somewhat dissatisfied %	Very dissatisfied %	TOTAL DISSATISFIED %	Unsure %
Bank	47	37	**84**	**9**	4	2	**6**	-
Mobile telephone provider	37	42	**79**	**12**	4	2	**6**	-
Electricity retailer	32	40	**72**	**15**	5	2	**7**	2
Internet provider	31	40	**71**	**14**	10	3	**13**	-
Insurance provider	29	35	**64**	**18**	4	2	**6**	1

Base: All respondents (n=1200)

Reviewing provider - 2016

Do you think it is worthwhile reviewing your provider of the following services?				
	Base: n=	**Yes %**	**No %**	**Unsure %**
Internet provider	*1,181*	43	46	12
Insurance provider	*1,046*	39	48	13
Electricity retailer	*1,173*	38	47	14
Mobile telephone provider	*1,179*	36	53	11
Bank	*1,200*	30	61	9

*Base: All; excludes 'not applicable'

Reviewing provider – 2015

Do you think it is worthwhile reviewing your provider of the following services?				
	Base: n=	**Yes %**	**No %**	**Unsure %**
Internet provider	*1177*	40	44	16
Electricity retailer	*1170*	37	43	20
Insurance provider	*1060*	34	47	19
Mobile telephone provider	*1167*	32	52	16
Bank	*1200*	25	61	14

*Base: All; excludes 'not applicable'

Shopping around - 2016

Do you think it is worthwhile to actively shop around for the best deal for your supplier of the following services?				
	Base: n=	**Yes %**	**No %**	**Unsure %**
Internet provider	*1,181*	67	24	9
Electricity retailer	*1,173*	66	25	10
Mobile telephone provider	*1,179*	65	27	8
Insurance provider	*1,046*	64	25	10
Bank	*1,200*	52	40	8

*Base: All; excludes 'not applicable'

Shopping around – 2015

Do you think it is worthwhile to actively shop around for the best deal for your supplier of the following services?

	Base: n=	Yes %	No %	Unsure %
Internet provider	*1177*	67	23	11
Electricity retailer	*1170*	65	24	11
Insurance provider	*1060*	64	25	11
Mobile telephone provider	*1167*	61	29	10
Bank	*1200*	49	38	13

*Base: All; excludes ‘not applicable’

Likelihood of switching - 2016

How likely are you to switch the following providers?	*Base: n=*	Very likely %	Fairly likely %	TOTAL LIKELY %	Neither likely or unlikely %	Fairly unlikely %	Very unlikely %	TOTAL UNLIKELY %	Unsure %
Internet provider	*1,181*	8	17	**25**	**23**	24	25	**49**	3
Electricity retailer	*1,173*	7	14	**21**	**26**	22	28	**50**	4
Mobile telephone provider	*1,179*	6	12	**18**	**24**	24	32	**56**	3
Insurance provider	*1,046*	4	12	**16**	**28**	25	27	**52**	4
Bank	*1,200*	3	8	**11**	**21**	23	43	**66**	2

*Base: All; excludes 'not applicable'

Likelihood of switching – 2015

How likely are you to switch the following providers?	*Base: n=*	Very likely %	Fairly likely %	TOTAL LIKELY %	Neither likely or unlikely %	Fairly unlikely %	Very unlikely %	TOTAL UNLIKELY %	Unsure %
Internet provider	*1177*	8	17	**25**	**22**	20	27	**47**	6
Electricity retailer	*1170*	7	16	**23**	**23**	21	27	**48**	6
Mobile telephone provider	*1167*	5	12	**17**	**22**	25	32	**57**	5
Insurance provider	*1060*	3	14	**17**	**25**	22	29	**51**	7
Bank	*1200*	3	7	**10**	**18**	20	47	**67**	5

*Base: All; excludes 'not applicable'

Decision maker - 2016

Are you the person that makes the decision about using the following suppliers or has input in that decision for your household?	Base: n=	Yes %	No %	Unsure %
Mobile telephone provider	*1,179*	92	6	2
Bank	*1,200*	92	6	2
Insurance provider	*1,046*	86	12	2
Internet provider	*1,181*	83	15	2
Electricity retailer	*1,173*	81	17	2

*Base: All; excludes 'not applicable'

Decision maker – 2015

Are you the person that makes the decision about using the following suppliers or has input in that decision for your household?	Base: n=	Yes %	No %	Unsure %
Mobile telephone provider	*1167*	90	6	4
Bank	*1200*	89	7	4
Insurance provider	*1060*	85	10	5
Internet provider	*1177*	84	12	4
Electricity retailer	*1170*	81	15	4

*Base: All; excludes 'not applicable'

Level of care about choice of supplier - 2016

Some people care a great deal about the household suppliers they choose, some don't care at all - how much do you care about the following suppliers you choose for your household?

	Base: n=	A lot %	A fair amount %	TOTAL A LOT + A FAIR AMOUNT %	Not that much %	Hardly at all %	TOTAL NOT THAT MUCH + HARDLY AT ALL %	Unsure %
Bank	*1,200*	47	37	**84**	12	3	**15**	1
Internet provider	*1,181*	38	41	**79**	16	3	**19**	2
Mobile telephone provider	*1,179*	35	42	**77**	18	4	**22**	1
Insurance provider	*1,046*	37	39	**76**	18	4	**22**	2
Electricity retailer	*1,173*	36	38	**74**	19	5	**24**	2

*Base: All; excludes 'not applicable'

Level of care about choice of supplier – 2015

Some people care a great deal about the household suppliers they choose, some don't care at all - how much do you care about the following suppliers you choose for your household?

	Base: n=	A lot %	A fair amount %	TOTAL A LOT + A FAIR AMOUNT %	Not that much %	Hardly at all %	TOTAL NOT THAT MUCH + HARDLY AT ALL %	Unsure %
Bank	*1200*	47	36	**83**	11	3	**14**	2
Internet provider	*1177*	38	40	**78**	15	4	**19**	3
Mobile telephone provider	*1167*	35	43	**78**	15	4	**19**	2
Insurance provider	*1060*	39	38	**77**	15	5	**20**	3
Electricity retailer	*1170*	37	38	**75**	17	5	**22**	2

*Base: All; excludes 'not applicable'

Perceived ease of switching providers in different industries - 2016

How easy or difficult do you think it is to switch your provider of the following services?

	Base: n=	Very Easy %	Fairly Easy %	TOTAL EASY %	Neither easy or difficult %	Fairly difficult %	Very difficult %	TOTAL DIFFICULT %	Unsure %
Mobile telephone provider	*1,179*	28	40	**68**	**17**	10	2	**12**	4
Electricity retailer	*1,173*	23	37	**60**	**19**	11	3	**14**	6
Insurance provider	*1,046*	17	37	**54**	**21**	16	4	**20**	6
Internet provider	*1,181*	17	36	**53**	**19**	17	5	**22**	5
Bank	*1,200*	13	32	**45**	**21**	21	7	**28**	6

*Base: All; excludes 'not applicable'

Perceived ease of switching providers in different industries – 2015

How easy or difficult do you think it is to switch your provider of the following services?

	Base: n=	Very Easy %	Fairly Easy %	TOTAL EASY %	Neither easy or difficult %	Fairly difficult %	Very difficult %	TOTAL DIFFICULT %	Unsure %
Mobile telephone provider	*1167*	27	40	**67**	**16**	9	2	**11**	6
Electricity retailer	*1170*	24	35	**59**	**18**	13	3	**16**	7
Internet provider	*1177*	19	33	**52**	**20**	17	5	**22**	7
Insurance provider	*1060*	18	33	**51**	**22**	14	5	**19**	8
Bank	*1200*	16	28	**44**	**19**	22	7	**29**	7

*Base: All; excludes 'not applicable'

View of retailer

Electricity retailer - 2016

How would you rate your electricity retailer on the following – using a 0 to 10 scale where 0 means very poor and 10 means excellent?

	0=Very poor												10=Excellent	
	0 %	1 %	2 %	3 %	Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %	8 %	9 %	10 %	Total 7-10 %
Being well established	1	-	-	1	**2**	3	16	10	**29**	16	20	15	18	**69**
The payment solutions they offer	1	1	1	1	**4**	3	18	9	**30**	16	19	15	18	**68**
Overall quality of customer service	1	-	1	2	**4**	3	18	9	**30**	17	19	13	16	**65**
The electricity plans they offer	1	1	1	2	**5**	4	20	11	**35**	17	18	13	12	**60**
Overall value for money for the products and services	1	1	2	3	**7**	4	18	11	**33**	16	17	13	13	**59**

Base: All respondents (n=1,200)

Electricity retailer – 2015

How would you rate your electricity retailer on the following – using a 0 to 10 scale where 0 means very poor and 10 means excellent?															
	0=Very poor													10=Excellent	
	0 %	1 %	2 %	3 %	Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %	8 %	9 %	10 %	Total 7-10 %
Being well established	1	1	1	1	**4**	2	15	9	**26**	16	17	19	17	**69**
The payment solutions they offer	2	1	1	2	**6**	3	14	10	**27**	16	17	16	19	**68**
Overall quality of customer service	2	1	2	3	**8**	4	16	10	**30**	16	18	15	14	**63**
The electricity plans they offer	2	1	2	4	**9**	4	19	12	**35**	17	15	12	13	**57**
Overall value for money for the products and services	3	1	3	4	**11**	4	17	11	**32**	15	16	13	12	**56**

Base: All respondents (n=1200)

Electricity options - 2016

When it comes to electricity options and offers available in your area, how confident are you about the following? Please use a scale of 0 to 10, where 0 means you are not at all confident and 10 means that you are extremely confident. How confident are you that …															
	0=Not at all confident												10=Extremely confident		
	0 %	1 %	2 %	3 %	Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %	8 %	9 %	10 %	Total 7-10 %
You will choose the deal that is right for your household	2	-	1	1	**4**	3	14	10	**27**	16	17	14	20	**67**
You have all the information you need to compare the different offers	3	1	2	3	**9**	6	16	12	**34**	15	16	11	15	**57**

Base: All respondents (n=1,200)

Electricity options – 2015

When it comes to electricity options and offers available in your area, how confident are you about the following? Please use a scale of 0 to 10, where 0 means you are not at all confident and 10 means that you are extremely confident. How confident are you that …														
	0=Not at all confident												10=Extremely confident	
	0 %	1 %	2 %	3 %	Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %	8 %	9 %	10 %	Total 7-10 %
You will choose the deal that is right for your household	2	1	1	3	**7**	4	13	9	**26**	17	17	14	19	**67**
You have all the information you need to compare the different offers	3	2	3	5	**13**	6	15	11	**32**	16	14	11	14	**55**

Base: All respondents (n=1200)

Approached by electricity retailers - 2016

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

	All %
Base: n=	***1,200***
None	33
One	18
Two	21
Three or more	18
Unsure	10

Base: All respondents.

Reviewing, shopping around, switching behaviour - 2016

In the past 12 months, have you…

	Base: n=	Yes %	No %	Unsure %
Reviewed your current offer with your current electricity retailer to see if you were on an okay deal but didn't switch	*1,200*	36	58	6
Actively investigated different offers or plans from other electricity retailers but didn't end up switching*	*1,000*	30	65	5
Switched electricity retailer	*1,200*	17	80	3
Switched the plan you were on with your existing retailer	*1,200*	12	84	4

*Base: Respondents who did not switch retailers (n=1,000)
Base: All respondents (n=1,200)

Reviewing, shopping around, switching behaviour – 2015

In the past 12 months, have you…

	Base: n=	Yes %	No %	Unsure %
Actively investigated different offers or plans from other electricity retailers but didn't end up switching*	*963*	36	58	7
Reviewed your current offer with your current electricity retailer to see if you were on an okay deal but didn't switch	*1200*	34	58	8
Switched electricity retailer	*1200*	20	75	6
Switched the plan you were on with your existing retailer	*1200*	11	81	7

*Base: Respondents who did not switch retailers (n=963)
Base: All respondents (n=1200)

Information used in decision making - 2016

Reviewing	*When reviewing your current electricity deal or investigating different electricity offers and plans what information sources did you use?**	*Thinking about the information sources you used when investigating different retailers or plans, which one was most useful in helping with your decision whether or not to switch?*
Base: n=	***372***	***372***
Price comparison website	55.4	35.0
Google/general internet search	42.7	11.7
Retailer website	38.5	9.8
Looked at price/best price/saving	28.0	8.3
Door-to-door sales person visiting the home	23.7	7.4
Received a call from a sales person	22.0	5.7
Brochures/flyers and other direct mail	21.3	4.6
A friend or family member	18.4	2.7
Phoned the retailer	14.6	6.7
General advertising e.g. TV, Radio, Newspaper advertisement	13.5	1.9
Media article/advertisement segment	4.6	-
Outdoor advertising e.g. billboards, buses	2.3	-
Community support organisation	1.3	0.5
Financial counsellor	0.6	0.3
Other	2.6	1.9
Unsure	2.0	2.0
None of them were useful	1.6	1.6

Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan.
*Note: Multiple response question

Information used in decision making – 2015

Reviewing	*When reviewing your current electricity deal or investigating different electricity offers and plans what information sources did you use?**	*Thinking about the information sources you used when investigating different retailers or plans, which one was most useful in helping with your decision whether or not to switch?*
Base: n=	***388***	***388***
Price comparison website	55.7	38.6
Google/general internet search	45.0	12.5
Retailer website	35.8	8.9
Looked at price/best price/saving	29.8	8.3
Brochures/flyers and other direct mail	23.4	4.0
Received a call from a sales person	23.0	6.8
Door-to-door sales person visiting the home	17.8	5.6
A friend or family member	17.8	3.6
General advertising e.g. TV, Radio, Newspaper advertisement	11.7	1.2
Phones retailer	9.5	3.5
Media article/advertisement segment	5.1	0.2
None of them were useful	3.1	2.0
Outdoor advertising e.g. billboards, buses	1.8	-
Community support organisation	1.5	0.6
Financial counsellor	-	-
Unsure	2.3	2.3
Other	3.4	1.9

Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan.
*Note: Multiple response question

Action taken after review - 2016

Did you actually take any action after reviewing this information?	
	%
Base: n=	***372***
Yes	10
No	88
Unsure	2

Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan.

Did you take action after reviewing? – 2015

Did you actually take any action after reviewing this information?	
	%
Base: n=	***388***
Yes	19
No	77
Unsure	4

Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan.

Switching factors – by those who reviewed or actively investigated - 2016

If you were going to switch electricity provider or change your plan, please rate how important each of these factors would be, where 0 means not at all important and 10 means extremely important?

	0=Not at all important												10=Extremely important	
	0 %	1 %	2 %	3 %	Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %	8 %	9 %	10 %	Total 7-10 %
The price per kilowatt hour (kWh)	-	-	-	-	-	2	3	5	10	9	16	19	45	89
The discounts offered	-	-	-	1	1	1	4	5	10	9	19	21	40	89
Type of plan that matches your daily usage	-	-	-	-	-	1	6	4	11	16	20	18	34	88
The estimated total electricity bill amount	1	-	-	1	2	1	5	5	11	10	18	21	37	86
The terms and conditions of the contract	-	-	-	2	2	1	6	7	14	13	19	18	34	84
Whether the price per kilowatt hour (kWh) can change during the contract	1	-	-	1	2	1	6	7	14	13	16	19	35	83
The plans available to you in your area	1	-	-	-	1	2	7	7	16	14	20	19	30	83
Whether you are locked into a contract	1	1	1	1	4	2	7	8	17	11	19	18	33	81
The length of the contract	2	1	-	1	4	1	9	7	17	13	21	19	25	78
The amount you would have to pay to exit your contract early (exit or termination fee)	2	1	1	2	6	2	10	7	19	9	16	15	34	74
The amount of electricity you used in the last year	2	1	-	2	5	3	11	10	24	19	18	12	21	70
Brand and reputation of the company	2	-	1	3	6	2	13	13	28	14	16	15	22	67
Whether the company is sustainable	4	1	2	2	9	3	15	9	27	12	16	14	23	65
Whether the company is innovative	6	1	2	5	14	6	21	11	38	13	14	10	10	47
Whether the company is partly owned by the Government	15	4	7	6	32	8	22	7	37	8	10	7	8	33

Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan (n=372).

Switching factors – by those who reviewed or actively investigated – 2015

If you were going to switch electricity provider or change your plan, please rate how important each of these factors would be, where 0 means not at all important and 10 means extremely important?

	Not at all important												Extremely important	
	0 %	1 %	2 %	3 %	Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %	8 %	9 %	10 %	Total 7-10 %
The price per kilowatt hour (kWh)	-	-	1	1	**2**	1	3	3	**7**	10	17	22	43	**92**
The estimated total electricity bill amount	1	1	-	-	**2**	1	6	3	**10**	13	16	20	39	**88**
The discounts offered	1	-	-	-	**1**	1	4	5	**10**	8	17	26	37	**88**
Type of plan that matches your daily usage	-	-	-	-	**-**	1	5	6	**12**	13	23	20	32	**88**
Whether the price per kilowatt hour (kWh) can change during the contract	1	-	-	1	**2**	1	6	6	**13**	10	20	21	35	**86**
The terms and conditions of the contract	1	-	-	1	**2**	2	5	7	**14**	12	20	23	30	**85**
The plans available to you in your area	-	-	-	1	**1**	3	6	6	**15**	14	19	20	31	**84**
The amount you would have to pay to exit your contract early (exit or termination fee)	3	-	1	3	**7**	2	8	6	**16**	11	16	17	35	**79**
The length of the contract	1	1	1	1	**4**	2	8	7	**17**	15	16	18	29	**78**
Whether you are locked into a contract	2	-	2	1	**5**	2	10	6	**18**	13	12	21	31	**77**
The amount of electricity you used in the last year	1	-	1	2	**4**	3	12	10	**25**	16	19	14	21	**70**
Whether the company is sustainable	2	1	2	3	**8**	2	13	9	**24**	17	18	14	19	**68**
Brand and reputation of the company	3	2	3	3	**11**	4	9	12	**25**	18	13	16	17	**64**
Whether the company is innovative	6	2	3	5	**16**	5	20	15	**40**	12	13	9	9	**43**
Whether the company is partly owned by the Government	16	4	5	8	**33**	7	23	11	**41**	6	5	8	7	**26**

Base: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailers or change their plan. (n=388)

Information used in decision making - 2016

Switching	*The last time you changed your electricity retailer or plan, which of the following information sources did you use to help with your decision?**	*Thinking about the information sources you used when changing your electricity retailer or plan, which one was most useful in helping with your decision to switch?*
Base: n=	***282***	***282***
Price comparison website	39.9	20.8
Google/general internet search	32.5	8.6
Looked at price/best price/saving	28.8	10.8
Retailer website	27.1	7.7
Received a call from a sales person	19.9	12.9
Phoned the retailer	18.8	8.3
Door-to-door sales person visiting the home	14.2	9.0
A friend or family member	13.9	4.7
Brochures/flyers and other direct mail	8.9	2.6
General advertising e.g. TV, Radio, Newspaper advertisement	8.5	2.5
Media article/advertisement segment	3.1	0.4
Outdoor advertising e.g. billboards, buses	1.4	0.3
Community support organisation	1.4	0.4
Financial counsellor	0.3	0.3
Other	6.2	5.8
Unsure	1.7	1.7
Did not use any information sources	3.3	3.3

Base: Respondents who switched electricity retailer and/or switched the current electricity plan.
*Note: Multiple response question

Information used in decision making – 2015

Switching		
	The last time you changed your electricity retailer or plan, which of the following information sources did you use to help with your decision?*	***Thinking about the information sources you used when changing your electricity retailer or plan, which one was most useful in helping with your decision to switch?***
Base: n=	***319***	***319***
Price comparison website	35.3	17.6
Phoned the retailer	28.6	17.9
Google/general internet search	25.9	6.3
Looked at price/best price/saving	25.9	9.0
Retailer website	24.7	5.5
A friend or family member	17.2	6.5
Door-to-door sales person visiting the home	15.5	11.0
Received a call from a sales person	15.5	9.1
General advertising e.g. TV, Radio, Newspaper advertisement	10.5	2.6
Brochures/flyers and other direct mail	10.3	3.4
Did not use any information sources	8.9	5.1
Media article/advertisement segment	3.7	0.5
Community support organisation	3.2	1.3
Outdoor advertising e.g. billboards, buses	2.8	-
Financial counsellor	2.2	0.8
Unsure	2.0	1.6
Other	4.4	2.0

Base: Respondents who switched electricity retailer and/or switched the current electricity plan.
*Note: Multiple response question

Switching factors – by switchers - 2016

For each of these factors please rate how important it was in your decision to switch your electricity retailer or plan where 0 means not at all important and 10 means extremely important?														
	0=Not at all important											**10=Extremely important**		
	0 %	**1 %**	**2 %**	**3 %**	**Total 0-3 %**	**4 %**	**5 %**	**6 %**	**Total 4-6 %**	**7 %**	**8 %**	**9 %**	**10 %**	**Total 7-10 %**
The price per kilowatt hour (kWh)	1	-	1	1	**3**	2	5	6	**13**	13	20	18	34	**85**
The discounts offered	1	-	-	-	**1**	3	8	3	**14**	14	21	20	30	**85**
The estimated total electricity bill amount	2	-	2	2	**6**	2	5	6	**13**	14	18	20	28	**80**
Type of plan that matches your daily usage	1	-	1	1	**3**	2	8	8	**18**	14	21	22	21	**78**
Whether the price per kilowatt hour (kWh) can change during the contract	2	1	1	1	**5**	4	11	9	**24**	15	19	15	23	**72**
The plans available to you in your area	2	1	-	1	**4**	4	8	11	**23**	16	18	15	23	**72**
The terms and conditions of the contract	3	1	1	1	**6**	4	10	8	**22**	18	15	15	22	**70**
Whether you are locked into a contract	3	2	1	1	**7**	1	11	9	**21**	11	20	14	24	**69**
The length of the contract	4	1	2	1	**8**	5	10	8	**23**	14	20	13	21	**68**
The amount you would have to pay to exit your contract early (exit or termination fee)	7	2	3	2	**14**	4	13	8	**25**	11	16	11	23	**61**
The amount of electricity you used in the last year	4	1	1	2	**8**	6	15	12	**33**	13	18	11	16	**58**
Whether the company is sustainable	5	1	4	5	**15**	6	12	9	**27**	17	15	11	14	**57**
Brand and reputation of the company	5	2	3	2	**12**	5	17	10	**32**	16	16	12	11	**55**
Whether the company is innovative	8	2	4	4	**18**	11	19	11	**41**	11	14	7	10	**42**
Whether the company is partly owned by the Government	21	5	5	5	**36**	8	18	9	**35**	10	7	5	6	**28**

Base: Respondents who switched electricity retailer and/or switched the current electricity plan (n=282).

Switching factors – by switchers – 2015

For each of these factors please rate how important it was in your decision to switch your electricity retailer or plan where 0 means not at all important and 10 means extremely important?

	Not at all important												Extremely important	
	0 %	1 %	2 %	3 %	Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %	8 %	9 %	10 %	Total 7-10 %
The price per kilowatt hour (kWh)	3	-	1	2	**6**	1	9	7	**17**	13	17	15	33	**78**
The discounts offered	2	1	1	1	**5**	1	8	8	**17**	11	17	17	32	**77**
The estimated total electricity bill amount	3	-	-	1	**4**	2	11	7	**20**	14	16	16	29	**75**
Type of plan that matches your daily usage	2	1	1	1	**5**	2	12	8	**22**	13	20	15	26	**74**
The plans available to you in your area	2	1	-	2	**5**	3	14	9	**26**	15	19	14	22	**70**
Whether the price per kilowatt hour (kWh) can change during the contract	2	2	2	1	**7**	3	16	8	**27**	14	16	12	25	**67**
Whether you are locked into a contract	4	1	2	2	**9**	4	14	9	**27**	12	15	12	24	**63**
The amount you would have to pay to exit your contract early (exit or termination fee)	8	2	1	3	**14**	5	12	8	**25**	10	16	13	23	**62**
The length of the contract	5	2	1	4	**12**	3	14	11	**28**	12	13	15	21	**61**
The terms and conditions of the contract	3	1	2	3	**9**	4	16	11	**31**	10	13	12	24	**59**
Brand and reputation of the company	5	-	2	3	**10**	5	17	10	**32**	16	18	10	15	**59**
The amount of electricity you used in the last year	8	1	1	4	**14**	2	18	8	**28**	15	15	12	16	**58**
Whether the company is sustainable	9	2	2	3	**16**	7	20	9	**36**	12	10	11	16	**49**
Whether the company is innovative	11	4	3	5	**23**	5	22	13	**40**	12	9	5	10	**36**
Whether the company is partly owned by the Government	26	6	5	6	**43**	7	21	8	**36**	9	4	2	5	**20**

Base: Respondents who switched electricity retailer and/or switched the current electricity plan. (n=319)

Switching factors – by non-switchers - 2016

If you were going to switch electricity provider or change your plan, please rate how important each of these factors would be, where 0 means not at all important and 10 means extremely important?

	0=Not at all important												10=Extremely important	
	0 %	1 %	2 %	3 %	Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %	8 %	9 %	10 %	Total 7-10 %
The price per kilowatt hour (kWh)	3	-	-	-	**3**	2	12	5	**19**	11	18	15	33	**77**
The discounts offered	2	-	-	-	**2**	1	14	4	**19**	12	17	19	29	**77**
Type of plan that matches your daily usage	2	-	-	-	**2**	2	14	6	**22**	15	19	17	25	**76**
The estimated total electricity bill amount	3	1	-	1	**5**	2	15	4	**21**	11	19	16	28	**74**
Whether the price per kilowatt hour (kWh) can change during the contract	2	-	-	-	**2**	3	16	7	**26**	12	20	15	25	**72**
The terms and conditions of the contract	2	1	-	1	**4**	1	15	7	**23**	15	18	12	27	**72**
Whether you are locked into a contract	2	-	-	1	**3**	3	16	5	**24**	14	16	13	28	**71**
The amount you would have to pay to exit your contract early (exit or termination fee)	3	-	-	1	**4**	2	18	6	**26**	13	16	13	28	**70**
The plans available to you in your area	3	1	-	1	**5**	2	16	7	**25**	13	19	15	23	**70**
The length of the contract	3	1	1	1	**6**	2	19	7	**28**	11	19	14	22	**66**
The amount of electricity you used in the last year	4	1	1	2	**8**	3	20	10	**33**	16	18	10	16	**60**
Brand and reputation of the company	3	1	1	2	**7**	3	20	11	**34**	12	18	14	16	**60**
Whether the company is sustainable	3	-	1	2	**6**	3	20	10	**33**	14	15	12	19	**60**
Whether the company is innovative	6	2	3	3	**14**	7	26	12	**45**	12	12	7	10	**41**
Whether the company is partly owned by the Government	11	3	3	4	**21**	7	31	10	**48**	10	8	4	7	**29**

Base: Respondents who did not review current offer, investigate different offers or plans, switch electricity retailer or switch current plan (n=546).

Switching factors – by non-switchers – 2015

If you were going to switch electricity provider or change your plan, please rate how important each of these factors would be, where 0 means not at all important and 10 means extremely important?

	Not at all important												Extremely important	
	0 %	1 %	2 %	3 %	Total 0-3 %	4 %	5 %	6 %	Total 4-6 %	7 %	8 %	9 %	10 %	Total 7-10 %
The price per kilowatt hour (kWh)	3	-	1	-	**4**	3	9	6	**18**	10	17	17	35	**79**
Type of plan that matches your daily usage	2	-	-	-	**2**	2	10	7	**19**	15	19	16	29	**79**
The estimated total electricity bill amount	3	-	-	1	**4**	2	9	7	**18**	12	16	17	33	**78**
The discounts offered	2	-	-	-	**2**	2	8	7	**17**	12	16	18	32	**78**
Whether the price per kilowatt hour (kWh) can change during the contract	2	-	-	1	**3**	2	11	8	**21**	13	19	18	25	**75**
The plans available to you in your area	2	-	1	1	**4**	2	12	10	**24**	15	16	17	25	**73**
The terms and conditions of the contract	3	-	1	1	**5**	3	11	9	**23**	15	16	14	28	**73**
The amount you would have to pay to exit your contract early (exit or termination fee)	4	1	1	2	**8**	3	11	9	**23**	12	13	14	32	**71**
Whether you are locked into a contract	3	1	1	1	**6**	4	13	9	**26**	10	14	15	30	**69**
The length of the contract	3	1	1	1	**6**	3	13	9	**25**	13	16	14	24	**67**
Brand and reputation of the company	3	1	1	2	**7**	3	15	11	**29**	16	16	14	19	**65**
The amount of electricity you used in the last year	4	1	1	3	**9**	2	17	13	**32**	16	16	12	17	**61**
Whether the company is sustainable	4	1	1	3	**9**	4	17	10	**31**	14	15	11	21	**61**
Whether the company is innovative	6	2	3	4	**15**	6	21	14	**41**	13	12	8	11	**44**
Whether the company is partly owned by the Government	15	3	6	6	**30**	7	23	10	**40**	10	6	6	9	**31**

Base: Respondents who did not review current offer, investigate different offers or plans, switch electricity retailer or switch current plan. (n=432)

Summary of switching factors

Comparison of switching factors – 2016

Switchers: For each of these factors please rate how important it was in your decision to switch your electricity retailer or plan where 0 means not at all important and 10 means extremely important?
Reviewers and did not review or switch: If you were going to switch electricity provider or change your plan, please rate how important each of these factors would be, where 0 means not at all important and 10 means extremely important?

	Switchers	Reviewers	Did not switch or review
	TOTAL IMPORTANT (7-10) %	TOTAL IMPORTANT (7-10) %	TOTAL IMPORTANT (7-10) %
Base: n=	*282*	*372*	*546*
The price per kilowatt hour (kWh)	85	89	77
The discounts offered	85	89	77
The estimated total electricity bill amount	80	86	74
Type of plan that matches your daily usage	78	88	76
Whether the price per kilowatt hour (kWh) can change during the contract	72	83	72
The plans available to you in your area	72	83	70
The terms and conditions of the contract	70	84	72
Whether you are locked into a contract	69	81	71
The length of the contract	68	78	66
The amount you would have to pay to exit your contract early (exit or termination fee)	61	74	70
The amount of electricity you used in the last year	58	70	60
Whether the company is sustainable	57	65	60
Brand and reputation of the company	55	67	60
Whether the company is innovative	42	47	41
Whether the company is partly owned by the Government	28	33	29

Base:
For switchers: Respondents who switched electricity retailer and/or switched the current electricity plan or reviewed their plan or actively investigated different offers or plans.
For reviewers: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailer or change their plan.
For respondents who did not review or switch: Respondents who did not review current offer, investigate different offers or plans, switch electricity retailer or switch current plan.

Comparison of switching factors – 2015

Switchers: For each of these factors please rate how important it was in your decision to switch your electricity retailer or plan where 0 means not at all important and 10 means extremely important?
Reviewers and did not review or switch: If you were going to switch electricity provider or change your plan, please rate how important each of these factors would be, where 0 means not at all important and 10 means extremely important?

	Switchers	Reviewers	Did not switch or review
	TOTAL IMPORTANT (7-10) %	TOTAL IMPORTANT (7-10) %	TOTAL IMPORTANT (7-10) %
Base: n=	*319*	*388*	*432*
The price per kilowatt hour (kWh)	78	92	79
The discounts offered	77	88	78
The estimated total electricity bill amount	75	88	78
Type of plan that matches your daily usage	74	88	79
The plans available to you in your area	70	84	73
Whether the price per kilowatt hour (kWh) can change during the contract	67	86	75
Whether you are locked into a contract	63	77	69
The amount you would have to pay to exit your contract early (exit or termination fee)	62	79	71
The length of the contract	61	78	67
The terms and conditions of the contract	59	85	73
Brand and reputation of the company	59	64	65
The amount of electricity you used in the last year	58	70	61
Whether the company is sustainable	49	68	61
Whether the company is innovative	36	43	44
Whether the company is partly owned by the Government	20	26	31

Base:
For switchers: Respondents who switched electricity retailer and/or switched the current electricity plan or reviewed their plan or actively investigated different offers or plans.
For reviewers: Respondents who reviewed current offer or actively investigated different offers or plans but did not switch retailer or change their plan.
For respondents who did not review or switch: Respondents who did not review current offer, investigate different offers, switch electricity retailer or current plan.

Savings needed to consider switching electricity company or plan - 2016

What is the minimum amount of money you would need to save annually on your electricity bill in order to seriously consider changing your company or plan?	
	All ***%***
Base: n=	***1200***
Less than $100	6
$100 but less than $150	16
$150 but less than $200	15
$200 but less than $250	12
$250 or more	31
Unsure	19

Base: All respondents

Savings needed to consider switching electricity company or plan – 2015

What is the minimum amount of money you would need to save annually on your electricity bill in order to seriously consider changing your company or plan?	
	All ***%***
Base: n=	***1200***
Less than $100	8
$100 but less than $150	14
$150 but less than $200	15
$200 but less than $250	14
$250 or more	30
Unsure	19

Base: All respondents

Information used for comparing electricity retailers - 2016

What information would you look for when comparing electricity retailer options or plans? Please choose your preferred options from the list below and add any information that is not on this list.	All %
Base: n=	***1,200***
The electricity rate (price per kilowatt hour)	76.7
Size of the monthly bill payment amount	60.9
Size of the initial discount	55.3
Length of the contract	53.4
Type of rate such as fixed or variable rate	51.2
Early termination or exit fee	44.2
Other	6.6
Unsure	5.3

Base: All respondents.
Note: Multiple response question

Information used for comparing electricity retailers – 2015

What information would you look for when comparing electricity retailer options or plans? Please choose your preferred options from the list below and add any information that is not on this list.	All %
Base: n=	***1200***
The electricity rate (price per kilowatt hour)	80.3
Size of the monthly bill payment amount	63.8
Size of the initial discount	57.2
Length of the contract	54.9
Type of rate such as fixed or variable rate	52.7
Early termination or exit fee	46.3
Other	6.1
Unsure	5.9

Base: All respondents.
Note: Multiple response question

Preferred method of accessing information - 2016

Where or who would you prefer to get your information from? Please choose your preferred options from the list below and add any that are not on this list.	
	All ***%***
Base: n=	***1,200***
Electricity retailer	63.1
Price comparison website	61.3
General advertising	14.0
Media	9.2
Community support organisation	7.9
Financial counsellor	3.0
Broker	2.7
Other	5.2
Unsure	6.5

Base: All respondents
Note: Multiple response question

Preferred method of accessing information – 2015

Where or who would you prefer to get your information from? Please choose your preferred options from the list below and add any that are not on this list.	
	All ***%***
Base: n=	***1200***
Price comparison website	62.5
Electricity retailer	62.2
General advertising	15.8
Media	10.1
Community support organisation	8.5
Broker	4.3
Financial counsellor	3.4
Other	4.8
Unsure	7.9

Base: All respondents
Note: Multiple response question

Best way to access information - 2016

What would be the best way to get this information to you? Please choose your preferred options from list below and add any that are not on this list.	
	All ***%***
Base: n=	***1200***
Websites	66.8
By email	42.3
0800 number	16.8
Advertising	16.0
Pamphlets	13.9
Other	2.8
Unsure	4.8

Base: All respondents
Note: Multiple response question

Best way to access information – 2015

What would be the best way to get this information to you? Please choose your preferred options from list below and add any that are not on this list.	
	All ***%***
Base: n=	***1200***
Websites	69.3
By email	47.7
0800 number	20.6
Advertising	19.3
Pamphlets	17.5
Other	1.7
Unsure	4.9

Base: All respondents
Note: Multiple response question

Ease of comparing different offers - 2016

How difficult is it for you to compare the different offers when deciding whether or not to switch your supplier of the following services?

	Very easy %	Fairly easy %	TOTAL EASY %	Neither easy or difficult %	Fairly difficult %	Very difficult %	TOTAL DIFFICULT %	Unsure %	Not applicable %
Mobile telephone provider	21	39	**60**	**23**	9	2	**11**	3	3
Internet provider	17	38	**55**	**26**	11	3	**14**	3	2
Electricity retailer	16	33	**49**	**27**	13	4	**17**	5	3
Bank	14	34	**48**	**30**	13	3	**16**	4	2
Insurance provider	10	27	**37**	**28**	16	4	**20**	5	9

Base: All respondents (n=1,200)

Ease of comparing different offers – 2015

How difficult is it for you to compare the different offers when deciding whether or not to switch your supplier of the following services?

	Very easy %	Fairly easy %	TOTAL EASY %	Neither easy or difficult %	Fairly difficult %	Very difficult %	TOTAL DIFFICULT %	Unsure %	Not applicable %
Mobile telephone provider	19	38	**57**	**24**	7	3	**10**	4	5
Internet provider	16	40	**56**	**24**	9	4	**13**	4	4
Electricity retailer	14	35	**49**	**26**	13	5	**18**	5	3
Bank	13	36	**49**	**25**	13	5	**18**	5	3
Insurance provider	10	29	**39**	**25**	16	5	**21**	5	10

Base: All respondents (n=1200)

Retail data options

Comparison website - 2016

How interested would you be in visiting a comparison website that will provide tailored information outlining all the options that are available to meet your needs, based off tariff and consumption data? We envisage it to be similar to the WebJet website that lists all flights for a specific route, based on your needs while cutting out the deals that aren't compatible.	
	All **%**
Base: n=	***1,200***
Very interested	28
Fairly interested	39
TOTAL INTERESTED	**67**
Neither interested/ or uninterested	**20**
Fairly uninterested	4
Very uninterested	5
TOTAL UNINTERESTED	**9**
Unsure	4

Base: All respondents

Comparison website – 2015

How interested would you be in visiting a comparison website that will provide tailored information outlining all the options that are available to meet your needs, based off tariff and consumption data? We envisage it to be similar to the WebJet website that lists all flights for a specific route, based on your needs while cutting out the deals that aren't compatible.	
	All **%**
Base: n=	***1200***
Very interested	30
Fairly interested	39
TOTAL INTERESTED	**69**
Neither interested/ or uninterested	**17**
Fairly uninterested	3
Very uninterested	5
TOTAL UNINTERESTED	**8**
Unsure	5

Base: All respondents

Third party or broker service - 2016

How interested would you be in using a third party or broker who would do the comparison analysis for you? They would be able to assess the options and provide expert advice, like a mortgage broker. We envisage you will contact them by telephone and they may offer this service for a range of suppliers like insurance, as well as electricity.	
	All **%**
Base: n=	***1,200***
Very interested	5
Fairly interested	16
TOTAL INTERESTED	**21**
Neither interested/ or uninterested	**28**
Fairly uninterested	18
Very uninterested	27
TOTAL UNINTERESTED	**45**
Unsure	6

Base: All respondents

Third party or broker service – 2015

How interested would you be in using a third party or broker who would do the comparison analysis for you? They would be able to assess the options and provide expert advice, like a mortgage broker. We envisage you will contact them by telephone and they may offer this service for a range of suppliers like insurance, as well as electricity.	
	All **%**
Base: n=	***1200***
Very interested	5
Fairly interested	17
TOTAL INTERESTED	**22**
Neither interested/ or uninterested	**26**
Fairly uninterested	16
Very uninterested	27
TOTAL UNINTERESTED	**43**
Unsure	8

Base: All respondents