

12 July 2010

NAME

ADDRESS 1

ADDRESS 2

ADDRESS 3

Dear (Honorific & Surname),

## **Disrupted Power Supply Survey**

### **Tell us how much lost power supply costs your household**

New Zealanders quite reasonably expect electricity to be always available, but sometimes power supply is lost. When this happens it can disrupt what you are doing and can cost you money, especially if the power supply is off for long enough and you can't work or food goes off.

**We would like you to take part in a survey that will help us understand how a loss of power supply may affect your household.** Your responses will help inform key policy decisions and help manage New Zealand's power supply better for you and all New Zealanders. We have asked UMR Research, an independent research company, to conduct this survey for us.

As a gesture of appreciation for your contribution to helping us improve the reliability of power supply, we've **given you a voucher for an efficient light bulb to thank you in the hope that you will complete the survey and return it by Friday 6 August 2010 in the freepost envelope provided.**

Your contact details were obtained from a random sample of residential consumers, provided by electricity retailers and distributors, solely for the purpose of this research. Responses will remain confidential, with information being aggregated and individual input will not be identifiable. The questionnaire will take **approximately 15 minutes.**

I hope you will complete and return the questionnaire as a good response rate to the survey will play its part in improving reliability of power supply to your home and the wider community.

More information about the survey is in the **Information Sheet overleaf.**

I thank you in advance for your help with the Disrupted Power Supply Survey.

Yours sincerely,



David Caygill

Chair

Please turn over ➔

## INFORMATION SHEET FOR COMMONLY ASKED QUESTIONS

**Q. What's the research for?**

A. The Electricity Commission wants to know the impacts to households of disruptions to their electricity power supply to inform decisions about security of electricity power supply for you and all New Zealanders.

**Q. What does the research involve for you?**

A. The research involves completing the attached questionnaire and returning it to UMR.

**Q. How will my answers be used?**

A. Your responses will form part of a large scale statistical analysis of all completed surveys to help us determine electricity power supply disruption costs for New Zealand.

**Q. How will my information/privacy be protected?**

A. Your individual answers will be grouped with other responses. At no stage will anyone other than the researchers be able to identify your individual answers, thereby protecting your confidentiality.

UMR is a member of AMRO (Association of Market Research Organisations) and conforms with the highest standards of market research practice. This includes complying with strict guidelines regarding the collection and storage of information and the confidentiality of participants.

**Q. Who do I contact if I have any questions/comments about the research or need clarification over some of the questions?**

A. If you would like to know more about the research or need clarification over some of the questions, please contact

- Alice Kan at UMR on 0800-8255-867 or [alice@umr.co.nz](mailto:alice@umr.co.nz)
- the Electricity Commission on 0800 718 629 or [surveyuse@electricitycommission.govt.nz](mailto:surveyuse@electricitycommission.govt.nz)

**Q. Where can I get further information about the research?**

A. Background information on the Electricity Commission and its functions can be found at:

- [www.electricitycommission.govt.nz](http://www.electricitycommission.govt.nz)

Information relating specifically to the survey is available at:

- [www.electricitycommission.govt.nz/opdev/transmis/unserved-energy](http://www.electricitycommission.govt.nz/opdev/transmis/unserved-energy)

The key findings from the research will be available on the Electricity Commission website by September 2010.

**Q. Where can I redeem my voucher?**

A. These can be redeemed at The Warehouse.