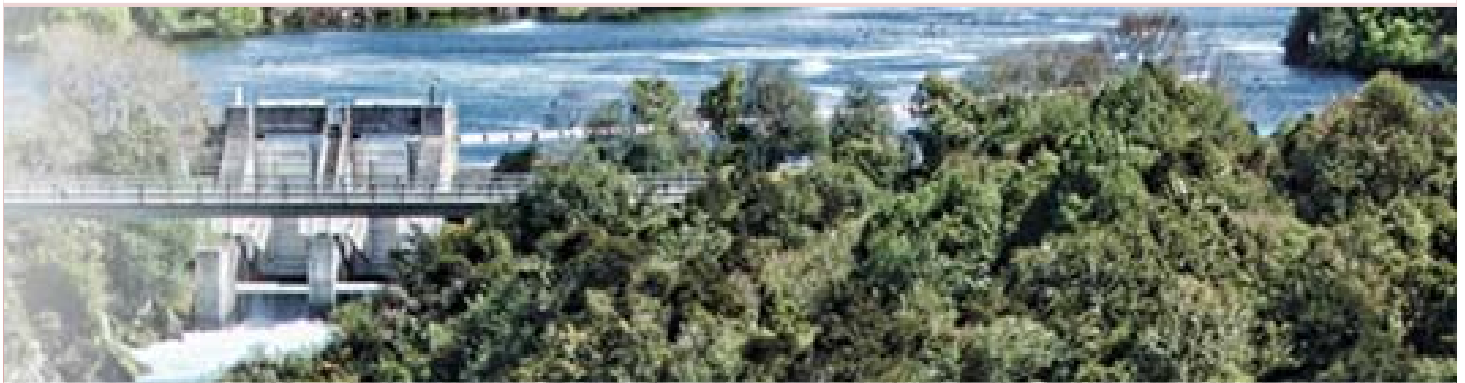


# Advertising Tracker Module

## *UMR Omnibus Survey*



**May 2011**



**WELLINGTON**  
3 Collina Terrace  
Thorndon  
WELLINGTON 6011  
NEW ZEALAND  
Tel: +64 4 473 1061  
Fax: +64 4 472 3501

**AUCKLAND**  
11 Earle Street  
Parnell  
AUCKLAND 1052  
NEW ZEALAND  
Tel: +64 9 373 8700  
Fax: +64 9 373 8704

**SYDNEY**  
Level One, Suite 105  
332-342 Oxford Street  
SYDNEY NSW 2022  
AUSTRALIA  
Tel: +61 2 9386 1622  
Fax: +61 2 9386 1633

Email: [umr@umr.co.nz](mailto:umr@umr.co.nz)  
Website: [www.umr.co.nz](http://www.umr.co.nz)  
Facebook: [www.facebook.com/umr.research](http://www.facebook.com/umr.research)

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# 1. Methodology

Results in this report are based upon questions asked in the UMR Research nation-wide omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.

Fieldwork was conducted from the 26<sup>th</sup> to 31<sup>st</sup> May 2011 at UMR Research's national interview facility in Auckland.

The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is  $\pm 3.6\%$ .

## 2. Report

### 2.1 Executive summary

#### ■ Majority agree it is easy to switch electricity provider

Most (63%) of those responsible for paying the household electricity bill<sup>1</sup> agree<sup>2</sup> it is easy to switch electricity provider while only 13% disagree and 15% neither agree nor disagree with the remainder (9%) unable to give an answer.

#### ■ Vast majority say they have a choice of provider

The vast majority (84%) of those responsible for paying the household electricity bill agree they have a choice of electricity provider while only 6% disagree and 8% neither agree nor disagree with the remainder (2%) unable to give an answer.

#### ■ Vast majority also agree they can switch provider

Similarly the vast majority (79%) of those responsible for paying the household electricity bill agree they can switch electricity provider while only 8% disagree and 11% neither agree nor disagree with the remainder (2%) unable to give an answer.

#### ■ But many yet to be convinced of savings from switching

Only half (49%) of those responsible for paying the household electricity bill agree that they can save money by switching, electricity provider, 23% disagree and 22% neither agree nor disagree with the remainder (6%) unable to give an answer.

#### ■ Even so most believe it is worthwhile reviewing their retail provider regularly

Most (69%) of those responsible for paying the household electricity bill believe it is worthwhile reviewing their electricity retailer on a regular basis, but 29% do not believe it is and 2% are unsure.

#### ■ In the last three months...

- 42% discussed electricity options with others
- 37% checked their potential annual savings if they changed to a cheaper plan or provider
- 23% contacted their existing supplier to review their pricing plan
- 19% contacted an electricity supplier other than their current provider
- 11% switched electricity supplier or are just about to switch.

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<sup>1</sup> All responses in this report are from those who either pay the electricity bill in their household or have a say in who their electricity provider is. This was 88% of the total sample or n=663.

<sup>2</sup> Respondents were asked to rate their level of agreement on a 1-5 scale where 1 meant 'strongly agree' and 5 'strongly disagree'. Those who agree gave a '1' or '2' rating and those who disagree a '4' or '5' rating.

## 2.2 Fewer rural and Maori agree they have choices

Although 84% agreed that they had a choice of electricity provider, there were significantly fewer from rural areas (69%) and Maori (72%) who agreed. Similarly, although 79% agree they can switch provider, only 68% rural and 69% Maori agree.

Wellingtonians had the highest level of agreement that they could switch provider with 96% in agreement compared with 80% in Auckland, 81% in Christchurch and 76% in provincial areas.

Those on higher incomes were more likely to agree they had a choice of provider or that they could switch provider. Of those on a personal income of more than \$70,000, 90% agreed they had a choice of provider compared to 79% of those on incomes of less than \$15,000.<sup>a</sup> Similarly, 86% of those on more than \$70,000 agreed they could switch provider compared to 74% of those on incomes of less than \$15,000.

## 2.3 Fewer rural and Maori also say it's easy to switch provider

Consistent with the previous section, while 63% agreed it was easy to switch provider, there were fewer from rural areas (53%) and Maori (55%) who agreed. Although 49% agree they can save money by switching provider, only 44% rural agree though 53% of Maori do agree.

There were no significant differences by income, age or gender with respect to the ease of switching providers. However, 70% of Wellingtonians agreed it was easy to switch – this was the highest level of agreement of the main geographic areas.

There were also no significant differences by income or gender with respect to agreeing that savings could be made from switching, there were differences by age. Only 42% of those over 60 years agreed they could save money by switching compared to 52% of those under 30 years. The highest levels of agreement that savings could be made were from Christchurch (61%) and Auckland (53%) compared with Wellington (46%), provincial New Zealand (45%) and rural areas (44%).

Those who agree they can save money by switching were significantly more likely to have engaged in activities over the last three months that were consistent with checking or comparing prices or switching. They were also more likely to agree that they could switch provider or to agree it was easy to switch.

## 2.4 Reviewers V non-reviewers of retailers

Slightly over two-thirds (69%) believe it is worthwhile to review their retailer regularly and 29% do not. The older people get the less likely they are to believe it is worthwhile with 59% of those over 60 believing it is compared to 75% of those under 30. There is a slight difference between males (67% believe it is worth while) and females (71%).

On a regional basis, a higher proportion of those from Christchurch (80%) and a lower proportion from provincial areas (65%) believed it was worthwhile.

Maori (74%) were more likely to believe it was worthwhile than non-Maori and non Pacific Islanders (68%),

Those who believed it was worthwhile were also significantly more inclined to have engaged in activities over the last three months that were consistent with checking or comparing prices or switching. They were also more likely to agree that they could switch provider or to agree it was easy to switch.

## 2.5 Activities in the last three months

### ■ Discussed options with others

58% have not discussed electricity options with others. Rural (60%) and provincial people (60%) are less likely to have done this than those in urban areas like Wellington (53%) and Christchurch (51%).

Those under 30 (63%) are less likely to have discussed options than those over 60 (58%).

There were no significant differences by gender or income.

### ■ Checked annual potential savings if were to change to a cheaper plan or provider

62% have not checked their potential annual savings if they were to change to a cheaper plan or provider and 37% have. Rural (63%) and provincial people (66%) are less likely to have done this than those in urban areas like Wellington (57%) and Auckland (58%).

Those under 30 (71%) are less likely to have checked than those over 60 (65%).

There were no significant differences by gender or income.

### ■ Contacted existing supplier to review pricing plan

77% have not contacted their existing supplier to review their pricing plan and 23% have. Those in rural areas (30%) and Maori (34%) were more likely to have made contact.

Those on higher incomes were less likely to have made contact with only 17% of those on personal incomes over \$70,000 having done so compared to 26% of those on incomes less than \$15,000.

There were no significant differences by gender or age.

### ■ Contacted a supplier different to current provider

81% have not contacted a supplier different to their current provider and 19% have.

There were no significant differences by gender, age, income, ethnicity or location.

### ■ Switched electricity provider or just about to

88% have not switched electricity supplier nor are they just about to while 11% have or are about to. Of the 30-44 year age group 17% had switched or were about to compared to only 8% of those under 30.

There were no significant differences by gender, income or location.

### 3. Topline Tables

#### RESPONSIBLE FOR PAYING THE ELECTRICITY BILL

*Are you responsible for paying the electricity bill in your household or have a say in who your electricity bill is?*

	May 2011 %
Yes	88
No	12
Unsure	-

Base: All respondents, n=750

#### AGREE OR DISAGREE – YOU HAVE A CHOICE OF ELECTRICITY PROVIDER

*Using a 1 to 5 scale where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree that:*

*“You have a choice of electricity provider”*

	May 2011 %
1 – Strongly agree	63
2	21
<b>Total agree</b>	<b>84</b>
<b>3 - Neutral</b>	<b>8</b>
4	2
5 – Strongly disagree	4
<b>Total disagree</b>	<b>6</b>
Do not know enough / Unsure	2

Base: 88% of respondents, those who are responsible for paying the electricity bill, n=663

#### AGREE OR DISAGREE – YOU CAN SWITCH ELECTRICITY PROVIDER

*Using a 1 to 5 scale where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree that:*

*“You can switch electricity provider”*

	May 2011 %
1 – Strongly agree	60
2	19
<b>Total agree</b>	<b>79</b>
<b>3 - Neutral</b>	<b>11</b>
4	3
5 – Strongly disagree	5
<b>Total disagree</b>	<b>8</b>
Do not know enough / Unsure	2

Base: 88% of respondents, those who are responsible for paying the electricity bill, n=663

## AGREE OR DISAGREE – IT'S EASY TO SWITCH ELECTRICITY PROVIDER

Using a 1 to 5 scale where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree that:

*"It's easy to switch electricity provider"*

	May 2011 %
1 – Strongly agree	42
2	21
<b>Total agree</b>	<b>63</b>
<b>3 - Neutral</b>	<b>15</b>
4	5
5 – Strongly disagree	8
<b>Total disagree</b>	<b>13</b>
Do not know enough / Unsure	9

Base: 88% of respondents, those who are responsible for paying the electricity bill, n=663

## AGREE OR DISAGREE – YOU CAN SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER

Using a 1 to 5 scale where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree that:

*"You can save money by switching electricity provider"*

	May 2011 %
1 – Strongly agree	31
2	18
<b>Total agree</b>	<b>49</b>
<b>3 - Neutral</b>	<b>22</b>
4	10
5 – Strongly disagree	13
<b>Total disagree</b>	<b>23</b>
Do not know enough / Unsure	6

Base: 88% of respondents, those who are responsible for paying the electricity bill, n=663

## RESPONSIBLE FOR PAYING THE ELECTRICITY BILL

Do you believe it is worthwhile reviewing your electricity retailer on a regular basis?

	May 2011 %
Yes	69
No	29
Unsure	2

Base: 88% of respondents, those who are responsible for paying the electricity bill, n=663



## LAST THREE MONTHS

*In the last three months have you...: (IN ORDER)*

	May 2011		
	Yes %	No %	Unsure %
Discussed electricity options with others	42	58	-
Checked your potential annual savings on electricity if you were to change to a cheaper plan or provider	37	62	1
Contacted your existing electricity supplier to review your pricing plan	23	77	-
Contacted an electricity supplier different to your current provider	19	81	-
Switched electricity supplier or are about to switch	11	88	1

Base: 88% of respondents, those who are responsible for paying the electricity bill, n=663

## 6. Supplementary Tables

<b>RESPONSIBLE FOR PAYING THE ELECTRICITY BILL</b>	<b>11</b>
<b>AGREE OR DISAGREE - YOU HAVE A CHOICE OF ELECTRICITY PROVIDER</b>	<b>12</b>
<b>AGREE OR DISAGREE - YOU CAN SWITCH ELECTRICITY PROVIDER</b>	<b>13</b>
<b>AGREE OR DISAGREE - IT'S EASY TO SWITCH ELECTRICITY PROVIDER</b>	<b>14</b>
<b>AGREE OR DISAGREE - YOU CAN SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER</b>	<b>15</b>
<b>REVIEWING ELECTRICITY PROVIDER REGULARLY</b>	<b>16</b>
<b>LAST THREE MONTHS - DISCUSSED ELECTRICITY OPTIONS WITH OTHERS</b>	<b>17</b>
<b>LAST THREE MONTHS - CHECKED YOUR POTENTIAL ANNUAL SAVINGS ON ELECTRICITY</b>	<b>18</b>
<b>LAST THREE MONTHS - CONTACTED YOUR EXISTING ELECTRICITY SUPPLIER TO REVIEW YOUR PRICING PLAN</b>	<b>19</b>
<b>LAST THREE MONTHS - CONTACTED AN ELECTRICITY SUPPLIER DIFFERENT TO YOUR CURRENT PROVIDER</b>	<b>20</b>
<b>LAST THREE MONTHS - SWITCHED ELECTRICITY SUPPLIERS OR ARE JUST ABOUT TO SWITCH</b>	<b>21</b>

**RESPONSIBLE FOR PAYING THE ELECTRICITY BILL**

Are you responsible for paying the electricity bill in your household or have a say in who your electricity provider is?

	Base	Yes	No	Unsure
ALL	750	88%	12%	0%
<b>LOCATION</b>				
Auckland	241	87%	13%	0%
Wellington	77	85%	15%	0%
Christchurch	82	87%	13%	0%
Provincial	350	90%	10%	0%
Rural	131	87%	13%	0%
North Is	568	88%	12%	0%
South Is	182	89%	11%	0%
<b>SEX</b>				
Male	359	88%	12%	0%
Female	391	89%	11%	0%
<b>AGE GROUP</b>				
Under 30	157	73%	27%	0%
30-44	225	92%	8%	0%
45-59	196	93%	7%	0%
60 Plus	172	92%	8%	0%
<b>OCCUPATION</b>				
Professionals, Managers	178	94%	6%	0%
Technicians, Associates	93	89%	11%	0%
Clerks & Sales	107	88%	12%	0%
Blue collar	113	88%	12%	0%
Students	36	59%	41%	0%
Retired	121	91%	9%	0%
Homemaker	53	90%	10%	0%
Not employed	33	82%	18%	0%
Self employed	11	91%	9%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	118	79%	21%	0%
\$15,001-25,000	105	86%	14%	0%
\$25,001-30,000	57	90%	10%	0%
\$30,001-40,000	56	86%	14%	0%
\$40,001-50,000	73	98%	2%	0%
\$50,001-70,000	117	95%	5%	0%
More than \$70,000	139	91%	9%	0%
<b>ETHNICITY</b>				
Pacific Island	37	69%	31%	0%
Maori	83	83%	17%	0%
Non Maori/Non PI	635	90%	10%	0%



**AGREE OR DISAGREE - YOU HAVE A CHOICE OF ELECTRICITY PROVIDER**

Using a 1-5 scale where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree that: You have a choice of electricity provider

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	663	63%	21%	8%	2%	4%	1%	1%
LOCATION								
Auckland	210	69%	19%	6%	3%	2%	1%	0%
Wellington	66	54%	36%	7%	1%	1%	0%	1%
Christchurch	71	68%	15%	3%	3%	5%	5%	1%
Provincial	317	61%	21%	10%	2%	5%	0%	1%
Rural	115	51%	18%	14%	3%	11%	2%	1%
North Is	502	64%	21%	8%	2%	4%	1%	0%
South Is	161	62%	19%	8%	3%	4%	2%	2%
SEX								
Male	315	62%	25%	9%	2%	2%	0%	0%
Female	348	65%	18%	6%	2%	5%	2%	2%
AGE GROUP								
Under 30	115	53%	31%	6%	2%	4%	2%	2%
30-44	208	64%	20%	7%	3%	4%	1%	1%
45-59	181	68%	21%	7%	1%	3%	0%	0%
60 Plus	159	66%	15%	10%	2%	4%	1%	2%
OCCUPATION								
Professionals, Managers	167	62%	26%	6%	2%	2%	0%	2%
Technicians, Associates	82	74%	15%	8%	0%	0%	3%	0%
Clerks & Sales	95	71%	21%	5%	1%	2%	0%	0%
Blue collar	100	53%	27%	9%	1%	8%	1%	1%
Students	21	56%	23%	0%	11%	10%	0%	0%
Retired	110	69%	12%	10%	2%	3%	2%	2%
Homemaker	48	57%	30%	7%	2%	2%	2%	0%
Not employed	27	42%	11%	24%	8%	15%	0%	0%
Self employed	10	87%	13%	0%	0%	0%	0%	0%
PERSONAL INCOME								
Less than \$15,000	93	61%	18%	11%	3%	6%	1%	0%
\$15,001-25,000	91	66%	19%	8%	1%	4%	1%	1%
\$25,001-30,000	51	56%	27%	3%	2%	9%	0%	3%
\$30,001-40,000	48	66%	13%	12%	5%	0%	4%	0%
\$40,001-50,000	71	59%	28%	9%	3%	1%	0%	0%
\$50,001-70,000	111	65%	20%	7%	2%	5%	1%	0%
More than \$70,000	126	64%	26%	4%	1%	2%	1%	2%
ETHNICITY								
Pacific Island	26	73%	14%	13%	0%	0%	0%	0%
Maori	68	48%	24%	13%	4%	7%	4%	0%
Non Maori/Non PI	574	65%	21%	7%	2%	3%	1%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	460	68%	19%	7%	3%	3%	0%	0%
No	188	55%	25%	9%	1%	5%	2%	3%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER								
Agree	526	73%	20%	4%	1%	1%	0%	1%
Disagree	53	29%	15%	11%	14%	31%	0%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER								
Agree	418	72%	21%	5%	1%	0%	0%	1%
Disagree	89	43%	24%	10%	7%	15%	1%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER								
Agree	327	74%	22%	2%	1%	1%	0%	0%
Disagree	149	58%	17%	10%	3%	8%	1%	3%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS								
Yes	279	69%	20%	6%	2%	3%	0%	0%
No	385	60%	22%	9%	2%	4%	2%	1%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE								
Yes	246	71%	17%	7%	2%	3%	0%	0%
No	408	60%	23%	8%	2%	4%	2%	1%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW								
Yes	151	67%	20%	8%	1%	4%	0%	0%
No	510	63%	21%	7%	3%	4%	1%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER								
Yes	129	71%	18%	7%	2%	2%	0%	0%
No	535	62%	22%	8%	2%	4%	1%	1%
SWITCHED ELECTRICITY SUPPLIER								
Yes	75	68%	18%	12%	1%	1%	0%	0%
No	581	64%	21%	7%	2%	4%	1%	1%



**AGREE OR DISAGREE - YOU CAN SWITCH ELECTRICITY PROVIDER**

Using a 1-5 scale where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree that: You can switch electricity provider

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	663	60%	19%	11%	3%	5%	1%	1%
LOCATION								
Auckland	210	60%	20%	12%	5%	2%	1%	0%
Wellington	66	63%	33%	1%	1%	2%	0%	0%
Christchurch	71	71%	10%	8%	4%	1%	5%	1%
Provincial	317	58%	18%	13%	2%	7%	1%	1%
Rural	115	51%	17%	12%	6%	11%	2%	1%
North Is	502	60%	21%	10%	3%	5%	1%	0%
South Is	161	61%	13%	14%	4%	4%	3%	1%
SEX								
Male	315	60%	21%	11%	3%	4%	0%	1%
Female	348	61%	17%	11%	3%	5%	2%	1%
AGE GROUP								
Under 30	115	46%	26%	21%	1%	4%	2%	0%
30-44	208	61%	20%	9%	5%	4%	1%	0%
45-59	181	67%	16%	7%	4%	5%	0%	1%
60 Plus	159	63%	16%	12%	2%	4%	2%	1%
OCCUPATION								
Professionals, Managers	167	65%	19%	8%	6%	2%	0%	0%
Technicians, Associates	82	66%	19%	10%	0%	2%	3%	0%
Clerks & Sales	95	66%	20%	9%	2%	3%	0%	0%
Blue collar	100	52%	20%	13%	5%	7%	2%	1%
Students	21	46%	24%	20%	0%	10%	0%	0%
Retired	110	66%	15%	9%	1%	5%	2%	2%
Homemaker	48	47%	24%	19%	2%	5%	0%	3%
Not employed	27	35%	18%	19%	8%	16%	4%	0%
Self employed	10	87%	13%	0%	0%	0%	0%	0%
PERSONAL INCOME								
Less than \$15,000	93	57%	17%	14%	3%	7%	2%	0%
\$15,001-25,000	91	67%	11%	11%	1%	7%	1%	2%
\$25,001-30,000	51	48%	24%	17%	1%	8%	0%	2%
\$30,001-40,000	48	63%	19%	4%	7%	0%	7%	0%
\$40,001-50,000	71	63%	15%	10%	6%	6%	0%	0%
\$50,001-70,000	111	62%	22%	8%	3%	4%	1%	0%
More than \$70,000	126	64%	22%	9%	2%	3%	0%	0%
ETHNICITY								
Pacific Island	26	76%	6%	3%	6%	9%	0%	0%
Maori	68	48%	21%	15%	4%	8%	4%	0%
Non Maori/Non PI	574	61%	19%	11%	3%	4%	1%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	460	67%	18%	9%	3%	3%	0%	0%
No	188	47%	20%	17%	5%	8%	2%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER								
Agree	560	67%	21%	8%	2%	2%	0%	0%
Disagree	38	15%	2%	17%	25%	38%	3%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER								
Agree	418	72%	21%	5%	1%	1%	0%	0%
Disagree	89	37%	11%	15%	15%	21%	1%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER								
Agree	327	72%	20%	6%	1%	1%	0%	0%
Disagree	149	51%	14%	12%	7%	14%	1%	1%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS								
Yes	279	68%	19%	6%	3%	4%	0%	0%
No	385	55%	19%	14%	4%	5%	2%	1%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE								
Yes	246	68%	20%	6%	2%	4%	0%	0%
No	408	57%	18%	13%	4%	5%	2%	1%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW								
Yes	151	65%	20%	10%	1%	4%	0%	0%
No	510	59%	19%	11%	4%	5%	1%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER								
Yes	129	69%	21%	6%	1%	3%	0%	0%
No	535	58%	18%	12%	4%	5%	2%	1%
SWITCHED ELECTRICITY SUPPLIER								
Yes	75	67%	21%	6%	3%	3%	0%	0%
No	581	60%	18%	12%	3%	5%	1%	1%



**AGREE OR DISAGREE - IT'S EASY TO SWITCH ELECTRICITY PROVIDER**

Using a 1-5 scale where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree that:  
 that: It's easy to switch electricity provider

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	663	42%	21%	15%	5%	8%	6%	3%
LOCATION								
Auckland	210	44%	21%	16%	7%	7%	4%	1%
Wellington	66	34%	36%	14%	4%	3%	6%	3%
Christchurch	71	46%	18%	19%	4%	4%	6%	3%
Provincial	317	40%	20%	14%	6%	10%	7%	3%
Rural	115	32%	21%	16%	8%	15%	4%	4%
North Is	502	40%	22%	15%	6%	8%	6%	3%
South Is	161	44%	20%	16%	5%	8%	5%	2%
SEX								
Male	315	39%	25%	17%	8%	5%	4%	2%
Female	348	44%	19%	13%	4%	10%	7%	3%
AGE GROUP								
Under 30	115	34%	28%	22%	8%	4%	2%	2%
30-44	208	44%	24%	13%	5%	8%	4%	2%
45-59	181	40%	17%	14%	5%	11%	9%	4%
60 Plus	159	45%	18%	14%	5%	7%	8%	3%
OCCUPATION								
Professionals, Managers	167	39%	21%	16%	7%	8%	7%	2%
Technicians, Associates	82	47%	21%	15%	3%	3%	5%	6%
Clerks & Sales	95	45%	23%	13%	7%	6%	4%	2%
Blue collar	100	36%	20%	21%	5%	11%	4%	3%
Students	21	19%	46%	20%	0%	10%	5%	0%
Retired	110	47%	20%	11%	5%	7%	8%	2%
Homemaker	48	39%	27%	12%	3%	13%	2%	4%
Not employed	27	39%	10%	14%	15%	7%	11%	4%
Self employed	10	80%	0%	13%	0%	7%	0%	0%
PERSONAL INCOME								
Less than \$15,000	93	41%	24%	13%	5%	14%	2%	1%
\$15,001-25,000	91	48%	23%	5%	5%	10%	6%	3%
\$25,001-30,000	51	45%	16%	17%	8%	3%	8%	3%
\$30,001-40,000	48	41%	19%	17%	9%	4%	10%	0%
\$40,001-50,000	71	41%	17%	20%	5%	7%	4%	6%
\$50,001-70,000	111	42%	22%	13%	6%	9%	5%	3%
More than \$70,000	126	36%	29%	19%	5%	6%	4%	1%
ETHNICITY								
Pacific Island	26	58%	7%	3%	13%	14%	5%	0%
Maori	68	41%	14%	18%	6%	12%	7%	2%
Non Maori/Non PI	574	41%	23%	15%	5%	7%	6%	3%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	460	49%	21%	14%	4%	6%	4%	2%
No	188	26%	22%	18%	8%	14%	9%	3%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER								
Agree	560	46%	23%	13%	5%	6%	5%	2%
Disagree	38	8%	8%	17%	15%	37%	10%	5%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER								
Agree	526	50%	24%	12%	4%	4%	4%	2%
Disagree	53	13%	4%	10%	19%	42%	8%	4%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER								
Agree	327	52%	21%	14%	3%	5%	4%	1%
Disagree	149	36%	16%	13%	11%	14%	5%	5%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS								
Yes	279	51%	20%	12%	6%	7%	3%	1%
No	385	35%	23%	17%	5%	8%	8%	4%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE								
Yes	246	51%	25%	11%	5%	6%	2%	0%
No	408	36%	19%	17%	6%	9%	9%	4%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW								
Yes	151	54%	22%	10%	5%	8%	1%	0%
No	510	38%	22%	16%	6%	8%	7%	3%
CONTACTED DIFFERENT ENERGY SUPPLIER								
Yes	129	54%	25%	9%	4%	8%	0%	0%
No	535	39%	21%	16%	6%	8%	7%	3%
SWITCHED ELECTRICITY SUPPLIER								
Yes	75	65%	20%	8%	3%	4%	0%	0%
No	581	39%	22%	16%	5%	8%	7%	3%



**AGREE OR DISAGREE - YOU CAN SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER**

Using a 1-5 scale where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree that: You can save money by switching electricity provider

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	663	31%	18%	22%	10%	13%	4%	2%
LOCATION								
Auckland	210	34%	19%	22%	10%	12%	2%	1%
Wellington	66	24%	22%	25%	12%	12%	4%	1%
Christchurch	71	43%	18%	17%	7%	5%	6%	4%
Provincial	317	28%	17%	23%	10%	15%	5%	2%
Rural	115	26%	18%	18%	12%	17%	7%	2%
North Is	502	30%	18%	23%	9%	14%	4%	2%
South Is	161	33%	19%	19%	11%	10%	6%	2%
SEX								
Male	315	29%	20%	25%	9%	11%	3%	3%
Female	348	32%	17%	19%	10%	15%	6%	1%
AGE GROUP								
Under 30	115	22%	30%	18%	18%	5%	6%	1%
30-44	208	35%	20%	20%	9%	12%	2%	2%
45-59	181	35%	14%	27%	7%	15%	1%	1%
60 Plus	159	28%	14%	21%	7%	17%	9%	4%
OCCUPATION								
Professionals, Managers	167	34%	12%	24%	12%	14%	2%	2%
Technicians, Associates	82	37%	17%	24%	9%	8%	4%	1%
Clerks & Sales	95	37%	26%	17%	7%	11%	2%	0%
Blue collar	100	24%	25%	26%	10%	9%	4%	2%
Students	21	25%	41%	16%	0%	2%	16%	0%
Retired	110	27%	14%	18%	10%	17%	9%	5%
Homemaker	48	31%	18%	21%	16%	12%	2%	0%
Not employed	27	6%	25%	32%	4%	27%	0%	6%
Self employed	10	61%	0%	25%	0%	14%	0%	0%
PERSONAL INCOME								
Less than \$15,000	93	31%	21%	16%	11%	14%	4%	3%
\$15,001-25,000	91	31%	14%	14%	13%	16%	9%	3%
\$25,001-30,000	51	29%	24%	17%	9%	17%	4%	0%
\$30,001-40,000	48	40%	20%	24%	2%	7%	7%	0%
\$40,001-50,000	71	26%	19%	27%	13%	8%	3%	4%
\$50,001-70,000	111	29%	19%	22%	14%	12%	3%	1%
More than \$70,000	126	36%	18%	31%	7%	6%	1%	1%
ETHNICITY								
Pacific Island	26	52%	6%	22%	7%	13%	0%	0%
Maori	68	27%	26%	13%	8%	17%	9%	0%
Non Maori/Non PI	574	31%	18%	23%	10%	12%	4%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	460	39%	24%	17%	8%	9%	2%	1%
No	188	12%	7%	35%	15%	21%	8%	2%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER								
Agree	560	35%	20%	20%	9%	11%	3%	2%
Disagree	38	7%	13%	24%	11%	34%	11%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER								
Agree	526	37%	20%	20%	8%	10%	3%	2%
Disagree	53	8%	8%	19%	17%	42%	6%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER								
Agree	418	39%	19%	20%	7%	12%	2%	1%
Disagree	89	15%	14%	24%	17%	24%	5%	1%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS								
Yes	279	40%	20%	17%	7%	14%	2%	0%
No	385	24%	17%	26%	12%	12%	6%	3%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE								
Yes	246	43%	19%	16%	6%	14%	1%	1%
No	408	23%	19%	25%	12%	12%	6%	3%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW								
Yes	151	44%	18%	14%	9%	12%	2%	1%
No	510	27%	19%	24%	10%	13%	5%	2%
CONTACTED DIFFERENT ENERGY SUPPLIER								
Yes	129	43%	20%	15%	7%	12%	2%	1%
No	535	28%	18%	24%	10%	13%	5%	2%
SWITCHED ELECTRICITY SUPPLIER								
Yes	75	53%	21%	13%	3%	9%	1%	0%
No	581	28%	18%	23%	11%	13%	5%	2%



**REVIEWING ELECTRICITY PROVIDER REGULARLY**

Do you believe it is worthwhile reviewing your electricity retailer on a regular basis?

	Base	Yes	No	Unsure
ALL	663	69%	29%	2%
LOCATION				
Auckland	210	71%	28%	1%
Wellington	66	72%	27%	1%
Christchurch	71	80%	13%	7%
Provincial	317	65%	33%	2%
Rural	115	70%	30%	0%
North Is	502	69%	29%	2%
South Is	161	70%	26%	4%
SEX				
Male	315	67%	30%	3%
Female	348	71%	27%	2%
AGE GROUP				
Under 30	115	75%	22%	3%
30-44	208	79%	19%	2%
45-59	181	64%	34%	2%
60 Plus	159	59%	38%	3%
OCCUPATION				
Professionals, Managers	167	69%	29%	2%
Technicians, Associates	82	73%	23%	4%
Clerks & Sales	95	73%	26%	1%
Blue collar	100	71%	26%	3%
Students	21	88%	12%	0%
Retired	110	57%	39%	4%
Homemaker	48	70%	28%	2%
Not employed	27	79%	18%	3%
Self employed	10	74%	26%	0%
PERSONAL INCOME				
Less than \$15,000	93	71%	28%	1%
\$15,001-25,000	91	67%	29%	4%
\$25,001-30,000	51	63%	35%	2%
\$30,001-40,000	48	67%	27%	6%
\$40,001-50,000	71	73%	26%	1%
\$50,001-70,000	111	71%	28%	1%
More than \$70,000	126	72%	26%	2%
ETHNICITY				
Pacific Island	26	85%	15%	0%
Maori	68	74%	21%	5%
Non Maori/Non PI	574	68%	30%	2%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	560	72%	27%	1%
Disagree	38	69%	29%	2%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	526	74%	24%	2%
Disagree	53	55%	45%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	418	77%	22%	1%
Disagree	89	51%	48%	1%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	327	88%	11%	1%
Disagree	149	52%	46%	2%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS				
Yes	279	81%	18%	1%
No	385	61%	36%	3%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE				
Yes	246	87%	13%	0%
No	408	59%	38%	3%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW				
Yes	151	87%	13%	0%
No	510	64%	33%	3%
CONTACTED DIFFERENT ENERGY SUPPLIER				
Yes	129	90%	10%	0%
No	535	64%	33%	3%
SWITCHED ELECTRICITY SUPPLIER				
Yes	75	89%	11%	0%
No	581	67%	31%	2%





LAST THREE MONTHS - DISCUSSED ELECTRICITY OPTIONS WITH OTHERS

Within the last three months have you: Discussed electricity options with others

	Base	Yes	No	Unsure
ALL	663	42%	58%	0%
LOCATION				
Auckland	210	42%	58%	0%
Wellington	66	47%	53%	0%
Christchurch	71	49%	51%	0%
Provincial	317	40%	60%	0%
Rural	115	40%	60%	0%
North Is	502	40%	60%	0%
South Is	161	47%	53%	0%
SEX				
Male	315	41%	59%	0%
Female	348	43%	57%	0%
AGE GROUP				
Under 30	115	37%	63%	0%
30-44	208	46%	54%	0%
45-59	181	40%	60%	0%
60 Plus	159	42%	58%	0%
OCCUPATION				
Professionals, Managers	167	44%	56%	0%
Technicians, Associates	82	41%	59%	0%
Clerks & Sales	95	47%	53%	0%
Blue collar	100	39%	61%	0%
Students	21	50%	50%	0%
Retired	110	44%	56%	0%
Homemaker	48	34%	66%	0%
Not employed	27	33%	67%	0%
Self employed	10	19%	81%	0%
PERSONAL INCOME				
Less than \$15,000	93	49%	51%	0%
\$15,001-25,000	91	34%	66%	0%
\$25,001-30,000	51	49%	51%	0%
\$30,001-40,000	48	43%	57%	0%
\$40,001-50,000	71	42%	58%	0%
\$50,001-70,000	111	37%	63%	0%
More than \$70,000	126	46%	54%	0%
ETHNICITY				
Pacific Island	26	42%	58%	0%
Maori	68	35%	65%	0%
Non Maori/Non PI	574	43%	57%	0%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	460	49%	51%	0%
No	188	27%	73%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	560	44%	56%	0%
Disagree	38	32%	68%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	526	46%	54%	0%
Disagree	53	35%	65%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	418	47%	53%	0%
Disagree	89	43%	57%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	327	51%	49%	0%
Disagree	149	38%	62%	0%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE				
Yes	246	73%	27%	0%
No	408	24%	76%	0%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW				
Yes	151	71%	29%	0%
No	510	33%	67%	0%
CONTACTED DIFFERENT ENERGY SUPPLIER				
Yes	129	84%	16%	0%
No	535	32%	68%	0%
SWITCHED ELECTRICITY SUPPLIER				
Yes	75	86%	14%	0%
No	581	36%	64%	0%

LAST THREE MONTHS - CHECKED YOUR POTENTIAL ANNUAL SAVINGS ON ELECTRICITY....

Within the last three months have you: Checked your potential annual savings on electricity if you were to change to a cheaper plan or provider

	Base	Yes	No	Unsure
ALL	663	37%	62%	1%
LOCATION				
Auckland	210	41%	58%	1%
Wellington	66	42%	57%	1%
Christchurch	71	40%	59%	1%
Provincial	317	33%	66%	1%
Rural	115	37%	63%	0%
North Is	502	37%	62%	1%
South Is	161	38%	61%	1%
SEX				
Male	315	35%	63%	2%
Female	348	39%	60%	1%
AGE GROUP				
Under 30	115	29%	71%	0%
30-44	208	46%	52%	2%
45-59	181	35%	64%	1%
60 Plus	159	32%	65%	3%
OCCUPATION				
Professionals, Managers	167	38%	61%	1%
Technicians, Associates	82	38%	62%	0%
Clerks & Sales	95	47%	52%	1%
Blue collar	100	32%	66%	2%
Students	21	53%	47%	0%
Retired	110	32%	64%	4%
Homemaker	48	34%	66%	0%
Not employed	27	31%	66%	3%
Self employed	10	24%	76%	0%
PERSONAL INCOME				
Less than \$15,000	93	37%	62%	1%
\$15,001-25,000	91	34%	66%	0%
\$25,001-30,000	51	40%	58%	2%
\$30,001-40,000	48	33%	63%	4%
\$40,001-50,000	71	42%	55%	3%
\$50,001-70,000	111	36%	64%	0%
More than \$70,000	126	40%	58%	2%
ETHNICITY				
Pacific Island	26	38%	62%	0%
Maori	68	33%	66%	1%
Non Maori/Non PI	574	37%	61%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	460	46%	53%	1%
No	188	17%	83%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	560	39%	60%	1%
Disagree	38	32%	63%	5%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	526	41%	58%	1%
Disagree	53	27%	73%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	418	45%	54%	1%
Disagree	89	29%	69%	2%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	327	47%	52%	1%
Disagree	149	33%	67%	0%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS				
Yes	279	64%	35%	1%
No	385	17%	81%	2%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW				
Yes	151	74%	24%	2%
No	510	26%	73%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER				
Yes	129	82%	17%	1%
No	535	26%	72%	2%
SWITCHED ELECTRICITY SUPPLIER				
Yes	75	80%	19%	1%
No	581	32%	67%	1%



**LAST THREE MONTHS - CONTACTED YOUR EXISTING ELECTRICITY SUPPLIER TO REVIEW YOUR PRICING PLAN**

Within the last three months have you: Contacted your existing electricity supplier to review your pricing plan

	Base	Yes	No	Unsure
ALL	663	23%	77%	0%
LOCATION				
Auckland	210	24%	76%	0%
Wellington	66	17%	83%	0%
Christchurch	71	21%	79%	0%
Provincial	317	23%	76%	1%
Rural	115	30%	68%	2%
North Is	502	22%	78%	0%
South Is	161	26%	73%	1%
SEX				
Male	315	21%	79%	0%
Female	348	24%	75%	1%
AGE GROUP				
Under 30	115	25%	75%	0%
30-44	208	23%	77%	0%
45-59	181	20%	80%	0%
60 Plus	159	24%	75%	1%
OCCUPATION				
Professionals, Managers	167	18%	82%	0%
Technicians, Associates	82	18%	82%	0%
Clerks & Sales	95	27%	73%	0%
Blue collar	100	23%	76%	1%
Students	21	39%	61%	0%
Retired	110	25%	73%	2%
Homemaker	48	26%	74%	0%
Not employed	27	22%	78%	0%
Self employed	10	24%	76%	0%
PERSONAL INCOME				
Less than \$15,000	93	26%	74%	0%
\$15,001-25,000	91	25%	73%	2%
\$25,001-30,000	51	27%	73%	0%
\$30,001-40,000	48	23%	77%	0%
\$40,001-50,000	71	32%	67%	1%
\$50,001-70,000	111	19%	81%	0%
More than \$70,000	126	17%	83%	0%
ETHNICITY				
Pacific Island	26	31%	69%	0%
Maori	68	34%	66%	0%
Non Maori/Non PI	574	21%	78%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	460	28%	71%	1%
No	188	11%	89%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	560	23%	76%	1%
Disagree	38	17%	83%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	526	24%	75%	1%
Disagree	53	15%	85%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	418	27%	72%	1%
Disagree	89	21%	79%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	327	29%	71%	0%
Disagree	149	21%	78%	1%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS				
Yes	279	38%	61%	1%
No	385	12%	88%	0%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE				
Yes	246	45%	54%	1%
No	408	9%	91%	0%
CONTACTED DIFFERENT ENERGY SUPPLIER				
Yes	129	61%	38%	1%
No	535	14%	86%	0%
SWITCHED ELECTRICITY SUPPLIER				
Yes	75	53%	45%	2%
No	581	18%	82%	0%

**LAST THREE MONTHS - CONTACTED AN ELECTRICITY SUPPLIER DIFFERENT TO YOUR CURRENT PROVIDER**

Within the last three months have you: Contacted an electricity supplier different to your current provider

	Base	Yes	No	Unsure
ALL	663	19%	81%	0%
LOCATION				
Auckland	210	20%	80%	0%
Wellington	66	27%	73%	0%
Christchurch	71	23%	77%	0%
Provincial	317	16%	84%	0%
Rural	115	22%	78%	0%
North Is	502	20%	80%	0%
South Is	161	18%	82%	0%
SEX				
Male	315	19%	81%	0%
Female	348	20%	80%	0%
AGE GROUP				
Under 30	115	13%	87%	0%
30-44	208	25%	75%	0%
45-59	181	17%	83%	0%
60 Plus	159	19%	81%	0%
OCCUPATION				
Professionals, Managers	167	19%	81%	0%
Technicians, Associates	82	20%	80%	0%
Clerks & Sales	95	28%	72%	0%
Blue collar	100	18%	82%	0%
Students	21	22%	78%	0%
Retired	110	20%	80%	0%
Homemaker	48	6%	94%	0%
Not employed	27	26%	74%	0%
Self employed	10	0%	100%	0%
PERSONAL INCOME				
Less than \$15,000	93	21%	79%	0%
\$15,001-25,000	91	15%	85%	0%
\$25,001-30,000	51	20%	80%	0%
\$30,001-40,000	48	22%	78%	0%
\$40,001-50,000	71	25%	75%	0%
\$50,001-70,000	111	25%	75%	0%
More than \$70,000	126	16%	84%	0%
ETHNICITY				
Pacific Island	26	12%	88%	0%
Maori	68	20%	80%	0%
Non Maori/Non PI	574	19%	81%	0%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	460	25%	75%	0%
No	188	7%	93%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	560	20%	80%	0%
Disagree	38	12%	88%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	526	22%	78%	0%
Disagree	53	8%	92%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	418	24%	76%	0%
Disagree	89	17%	83%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	327	25%	75%	0%
Disagree	149	17%	83%	0%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS				
Yes	279	39%	61%	0%
No	385	5%	95%	0%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE				
Yes	246	43%	57%	0%
No	408	5%	95%	0%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW				
Yes	151	52%	48%	0%
No	510	10%	90%	0%
SWITCHED ELECTRICITY SUPPLIER				
Yes	75	70%	30%	0%
No	581	13%	87%	0%

LAST THREE MONTHS - SWITCHED ELECTRICITY SUPPLIERS OR ARE JUST ABOUT TO SWITCH

Within the last three months have you: Switched electricity supplier or are just about to switch

	Base	Yes	No	Unsure
ALL	663	11%	88%	1%
LOCATION				
Auckland	210	13%	87%	0%
Wellington	66	11%	89%	0%
Christchurch	71	11%	88%	1%
Provincial	317	10%	88%	2%
Rural	115	13%	83%	4%
North Is	502	12%	87%	1%
South Is	161	9%	89%	2%
SEX				
Male	315	11%	87%	2%
Female	348	12%	88%	0%
AGE GROUP				
Under 30	115	8%	90%	2%
30-44	208	17%	82%	1%
45-59	181	8%	91%	1%
60 Plus	159	10%	89%	1%
OCCUPATION				
Professionals, Managers	167	13%	87%	0%
Technicians, Associates	82	10%	90%	0%
Clerks & Sales	95	15%	84%	1%
Blue collar	100	14%	82%	4%
Students	21	6%	94%	0%
Retired	110	8%	92%	0%
Homemaker	48	7%	91%	2%
Not employed	27	11%	83%	6%
Self employed	10	0%	100%	0%
PERSONAL INCOME				
Less than \$15,000	93	11%	87%	2%
\$15,001-25,000	91	7%	91%	2%
\$25,001-30,000	51	9%	91%	0%
\$30,001-40,000	48	13%	85%	2%
\$40,001-50,000	71	15%	85%	0%
\$50,001-70,000	111	12%	88%	0%
More than \$70,000	126	13%	86%	1%
ETHNICITY				
Pacific Island	26	11%	80%	9%
Maori	68	12%	86%	2%
Non Maori/Non PI	574	11%	88%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	460	14%	85%	1%
No	188	4%	95%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	560	12%	87%	1%
Disagree	38	4%	96%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	526	13%	86%	1%
Disagree	53	8%	91%	1%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	418	15%	84%	1%
Disagree	89	6%	89%	5%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	327	17%	81%	2%
Disagree	149	6%	94%	0%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS				
Yes	279	23%	76%	1%
No	385	3%	96%	1%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE				
Yes	246	25%	75%	0%
No	408	3%	95%	2%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW				
Yes	151	26%	71%	3%
No	510	7%	93%	0%
CONTACTED DIFFERENT ENERGY SUPPLIER				
Yes	129	41%	58%	1%
No	535	4%	95%	1%