

# Advertising Tracker

*Report for the Electricity Authority  
What's My Number Campaign*

UMR Omnibus Results

May 2013



AUCKLAND • WELLINGTON • SYDNEY

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# 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 16<sup>th</sup> May to 22<sup>nd</sup> May 2013 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  $\pm 3.6\%$ .

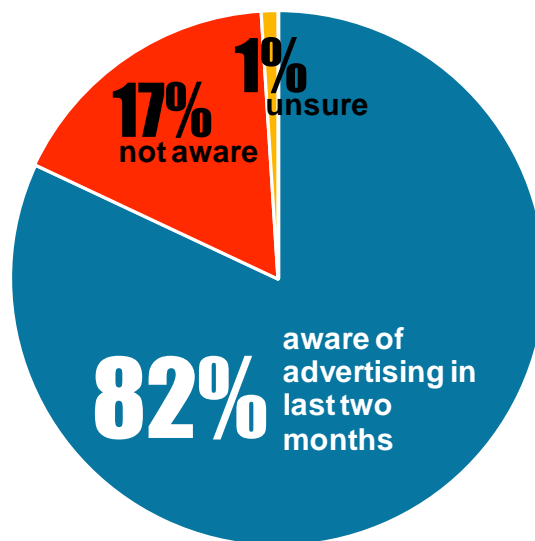
# Executive summary

## 1. Advertising recall

### 1.1 Awareness of advertising

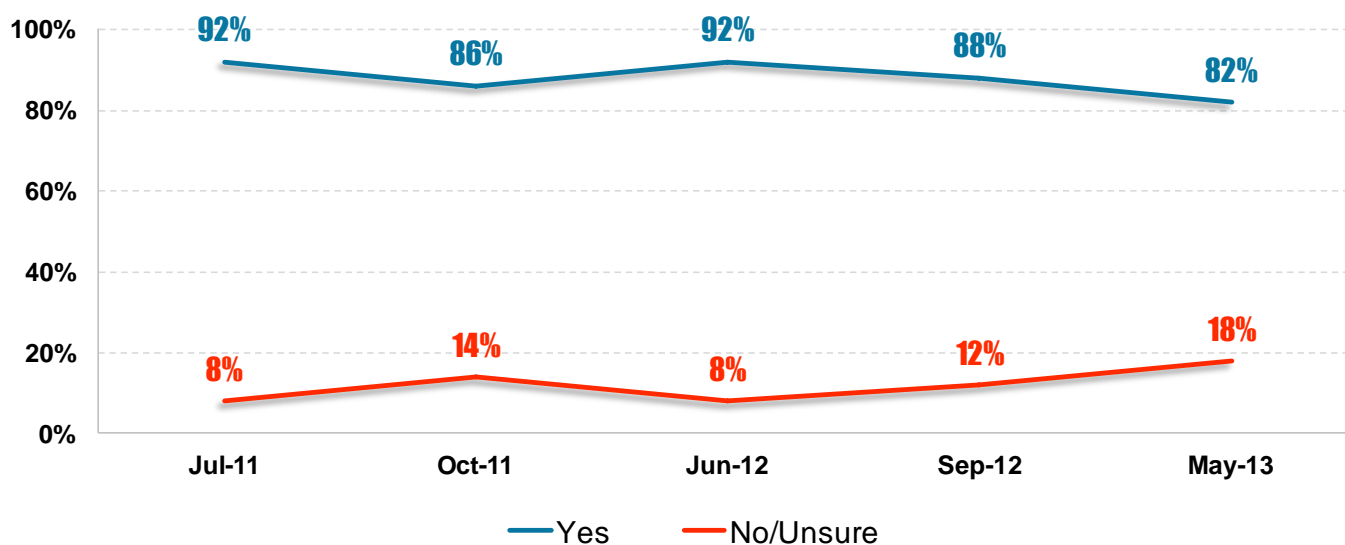
The majority of respondents (82%) could recall seeing or hearing advertising in the last two months that encourages people to switch, a slight decrease from September 2012.

Those from Christchurch and the South Island were more likely to recall advertising (91% and 90% respectively) and those with higher incomes were less likely (75% of those on over \$70,000).



Base: Bill paying respondents (n=619)

### Awareness of advertising

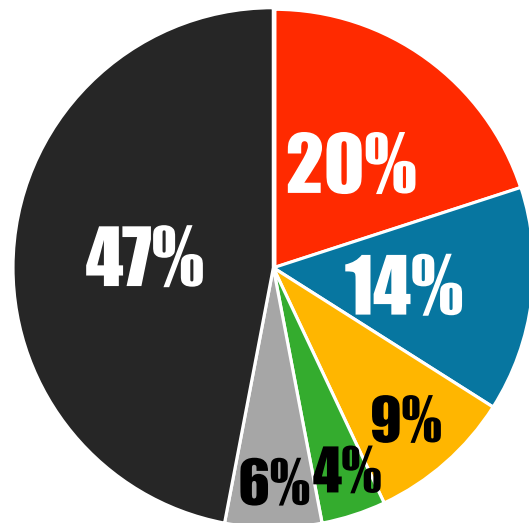


## 1.2 Campaign attribution

The most commonly cited organisation behind the campaign in May 2013 was 'a power company' (20%), increasing significantly (up 10%) from September 2012 and the first time this has been cited more than What's My Number since 2011.

What's My Number was the second most popular response (cited by 14%), followed by a website to help you change power company (9%) and Powerswitch (4%). Almost half of respondents were unsure who was behind the campaign (47%).

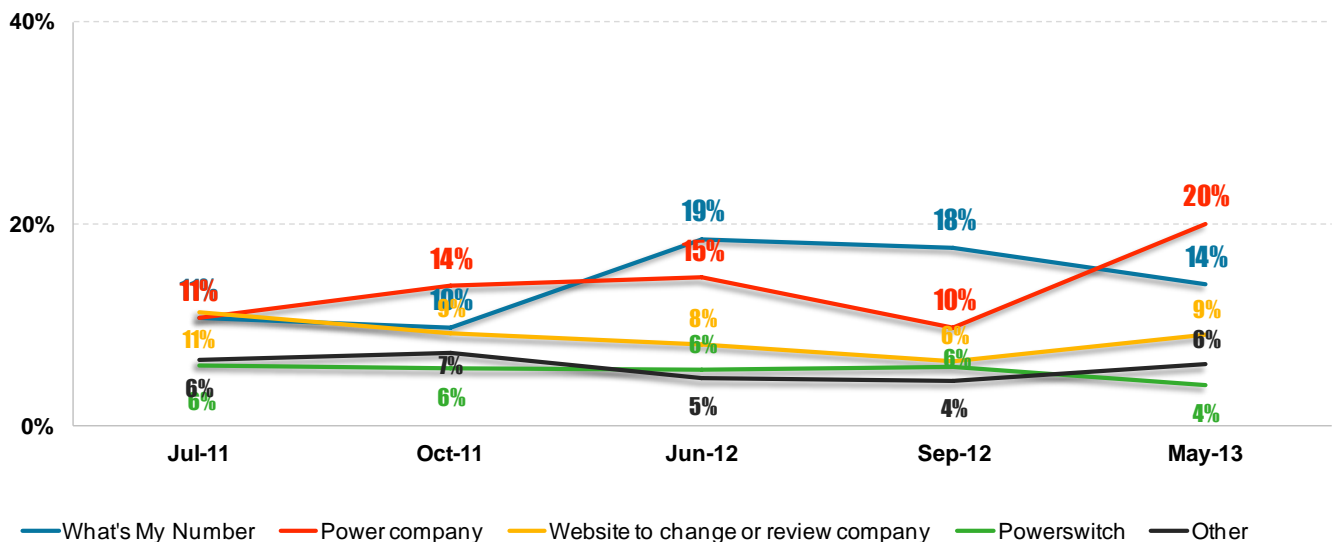
Recollection of What's My Number was higher among younger respondents (25% of those under 30 and 20% of those 30-44) and those from Wellington (22%). It was lower among older respondents (3% of those over 60) and those from Christchurch (8%).

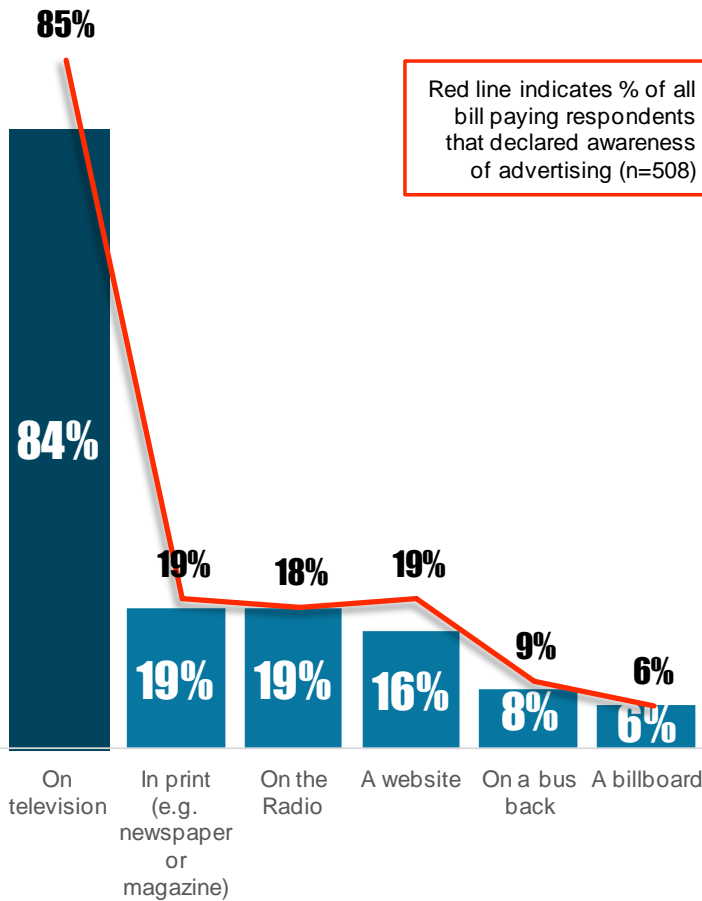


- Power company
- Whats my number
- A website to help you to change power company
- PowerSwitch
- Other
- Unsure

Base: Bill paying respondents that declared awareness of advertising (n=508)

## Recall of organisation in advertising





Base: Bill paying respondents that declared awareness of advertising but didn't mention 'What's My Number', (n=436)

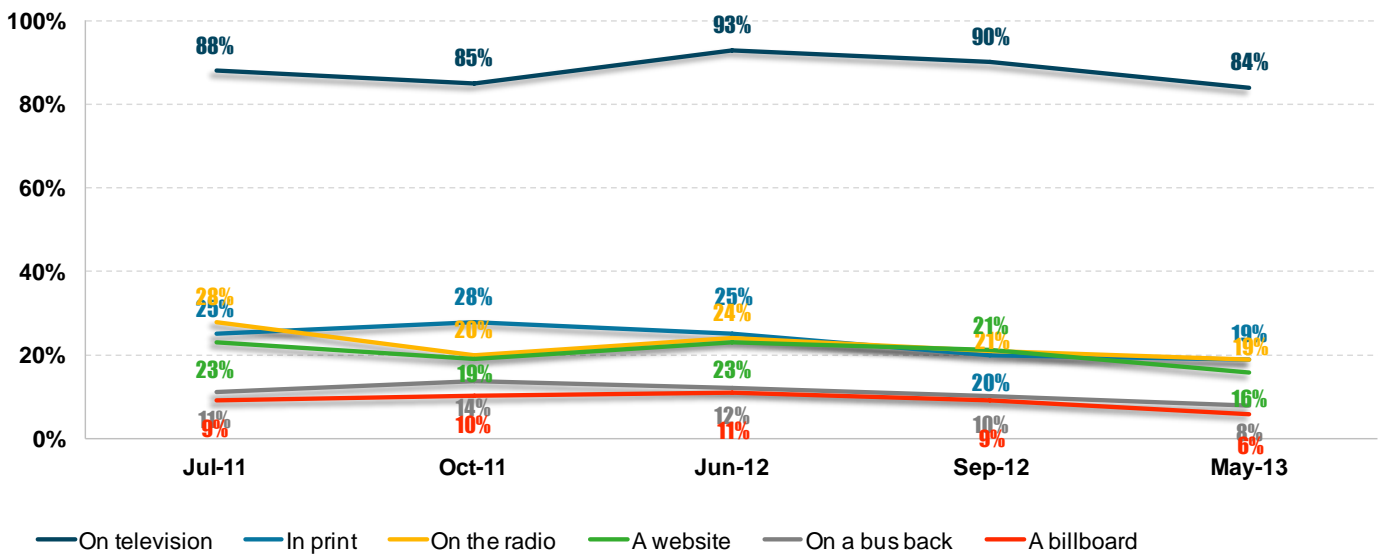
### 1.3 Channels driving awareness

Awareness of the What's My Number campaign has decreased slightly across all forms of media in May 2013. The two largest decreases from September 2012 were for television and websites (down 6% and 5% respectively).

Even so, television remains the dominant channel for raising awareness of the campaign (84%), far ahead of print (19%), radio (19%) and websites (16%). Buses and billboards were the least cited sources (8% and 6% respectively).

Respondents that were aware of the campaign and had already mentioned What's My Number as the reason for the campaign, were slightly more likely than those that had not mentioned What's My Number as the reason for the campaign (the number tracked in previous surveys) to have seen What's My Number advertised on websites (19%, 3% higher).

### Awareness of advertising

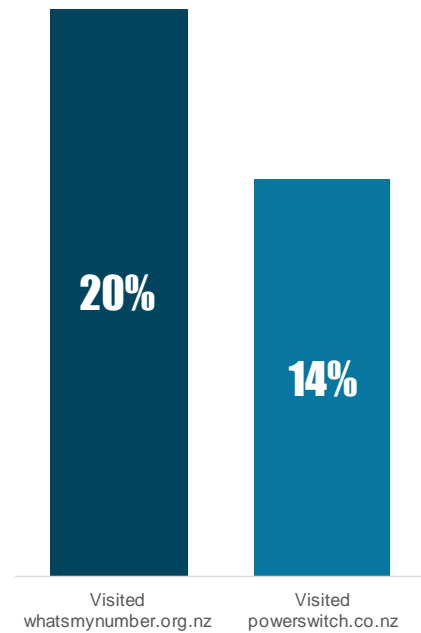


## 2. Campaign effectiveness

### 2.1 Website visitations

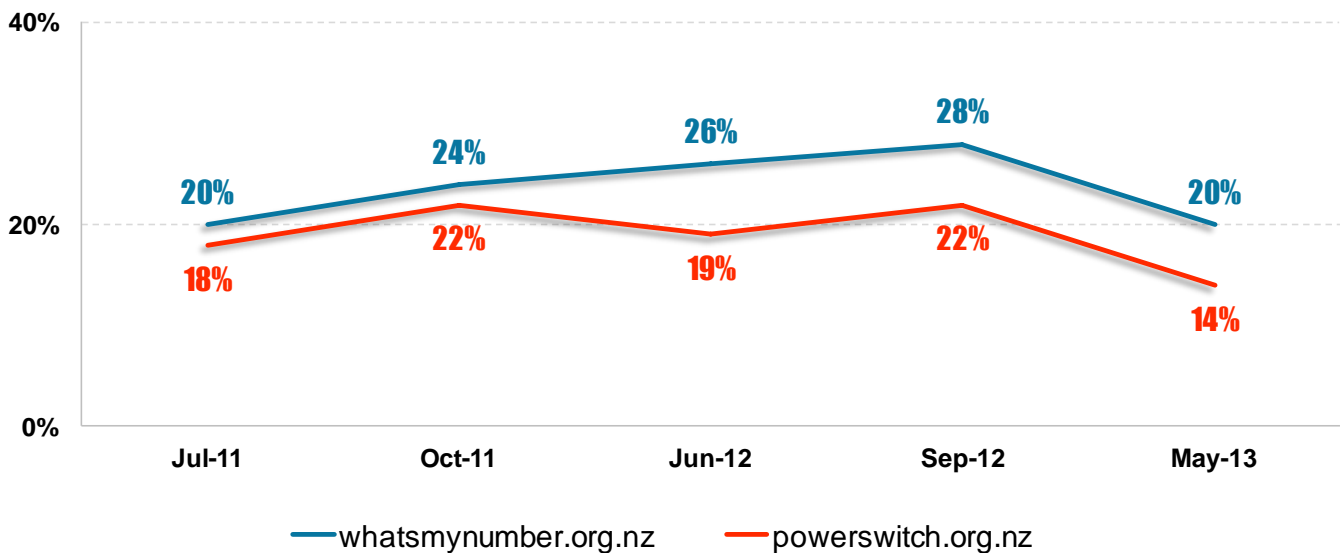
Visits to both the What's My Number and Powerswitch websites have slowed this year, with visits to What's My Number showing the first decrease since tracking began. Of those aware of the campaign, 20% had visited What's My Number and 14% visited Powerswitch, both decreasing by 8% from September 2012.

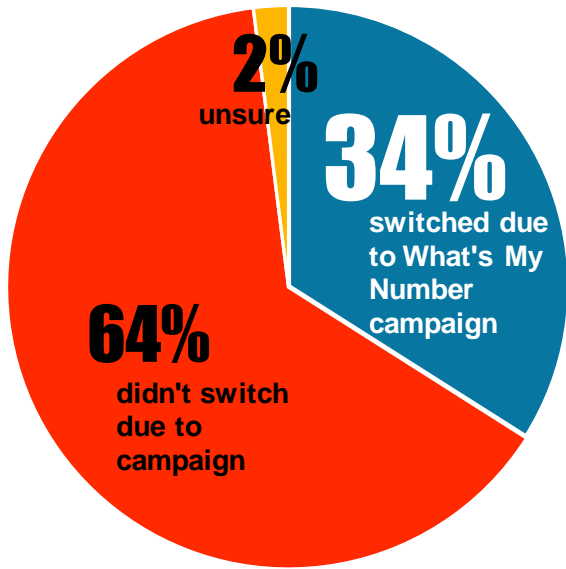
Visits to What's My Number were higher among those 30-44 years and those under 30 (27% and 26%). Respondents who had checked potential annual savings in the last three months (41%), who had contacted a different supplier (37%) and those who had switched in the last three months (33%) were also more likely to have visited. The same groups were also more likely to have visited the Powerswitch website.



Base: Bill paying respondents that were aware of the 'What's My Number' advertising prompted and unprompted, (n=453)

### Website visitation





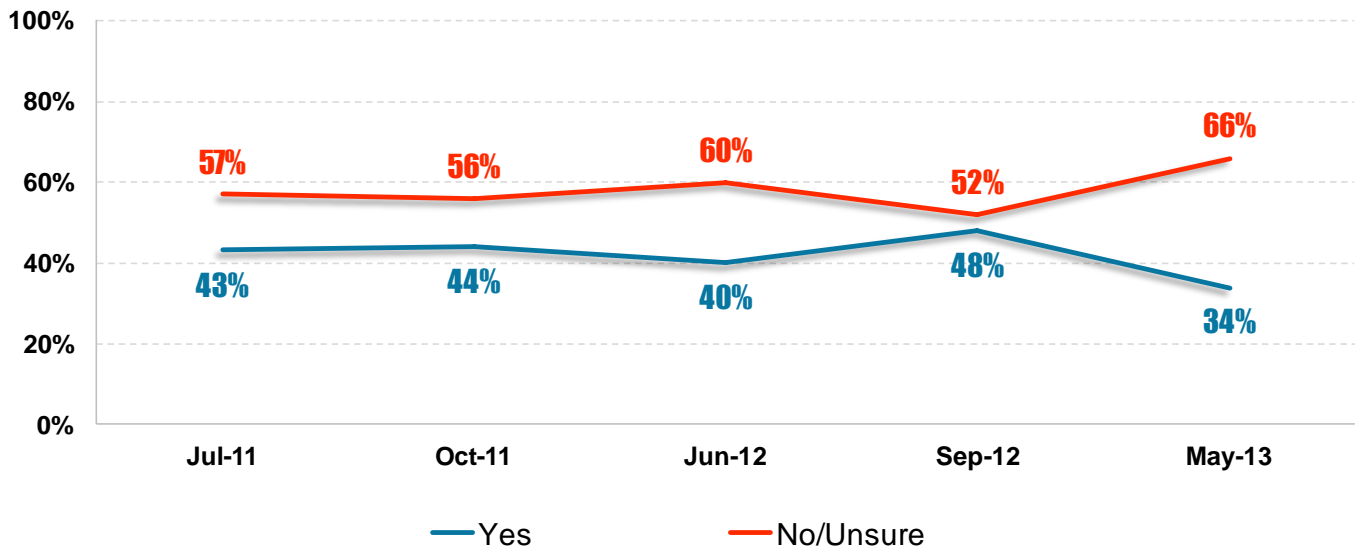
## 2.2 Those that switched did so as a result of the campaign

Of those that had switched in the last three months or were about to do so (n=51), around a third (34%) said it was because of What's My Number, down 14% from September 2012.

Almost twice as many did not attribute their switch to the campaign or were unsure (66%).

Base: Bill paying respondents that have switched in the last 3 months or are about to switch supplier (n=51)

Switched/Switching because of What's My Number campaign

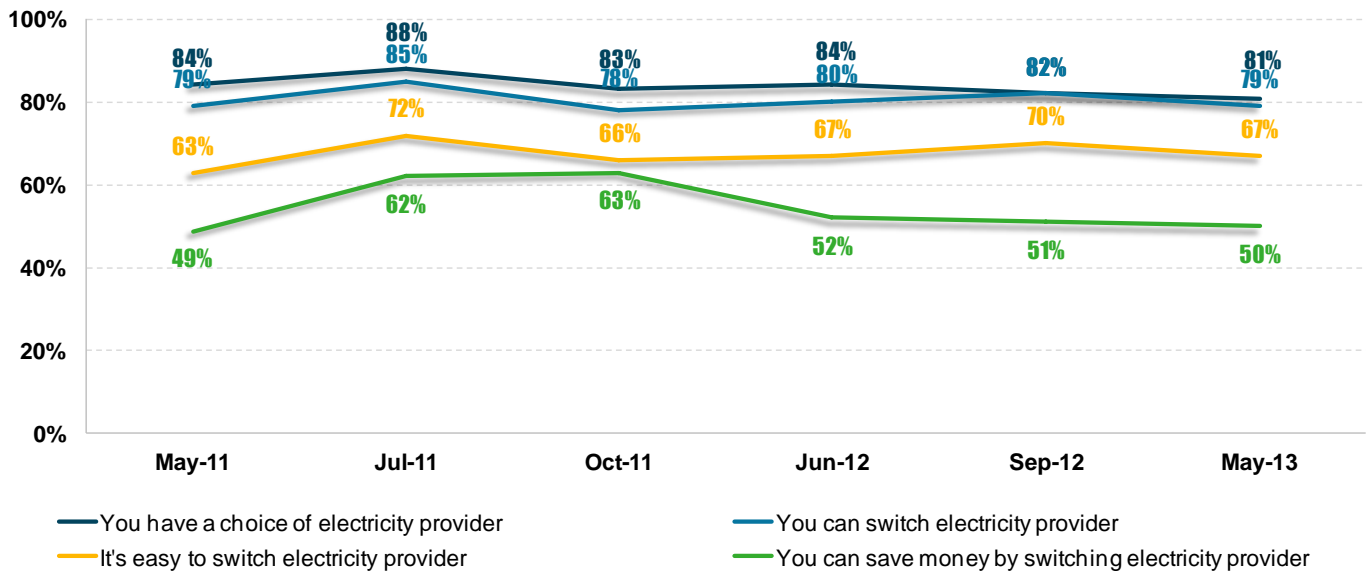




### 3. Attitudes toward switching

The Electricity Authority’s key measures to assess propensity to switch remained relatively static in the latest monitor.

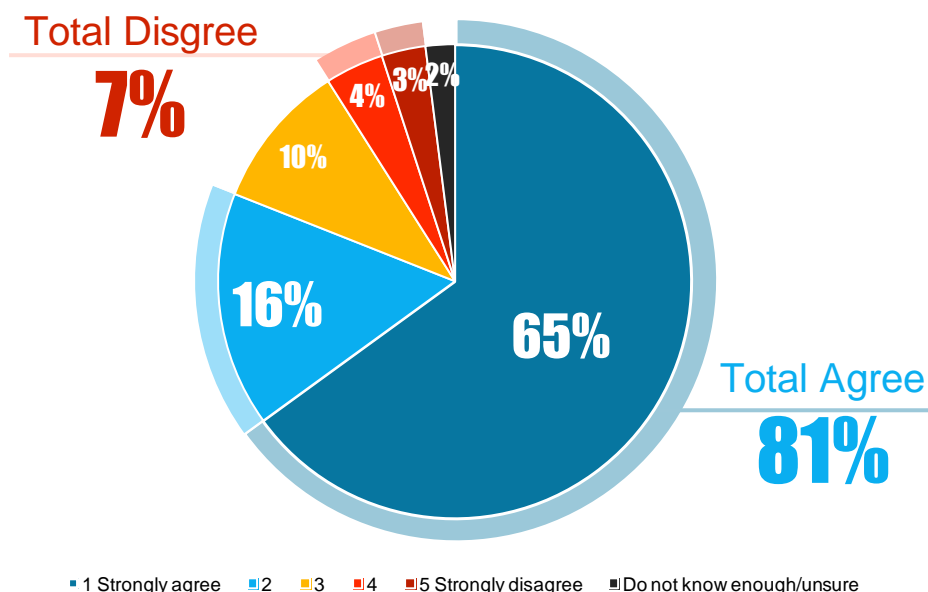
Attitudes toward switching - total agree (1+2)



#### 3.1 Choice of provider

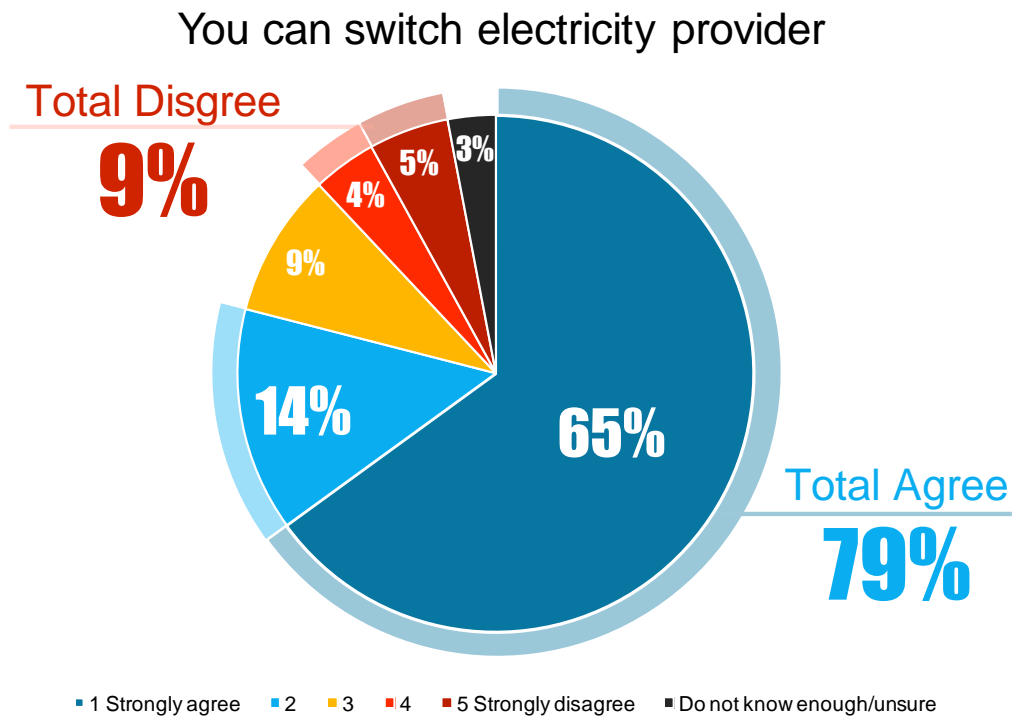
Almost unchanged from September 2012, a vast majority (81%) agreed that they ‘have a choice of electricity provider’ (down 1%).

You have a choice of electricity provider



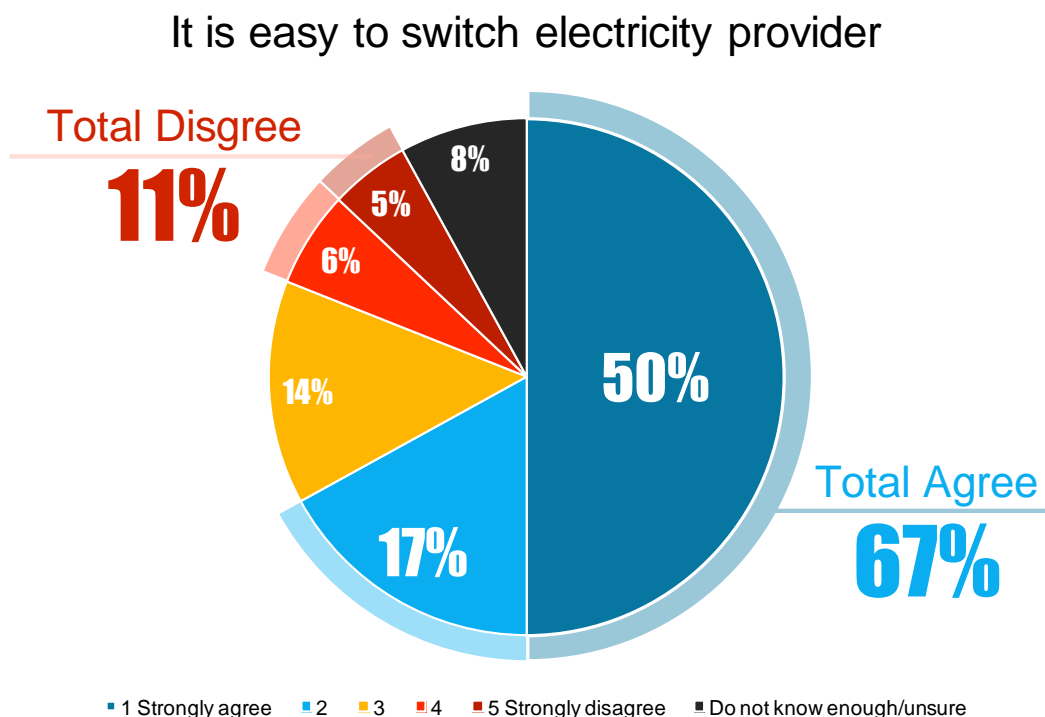
### 3.2 Ability to switch provider

Results were also similar for those who agree they 'can switch electricity provider' with 79% agreeing (down 3%) and only 9% disagreeing.



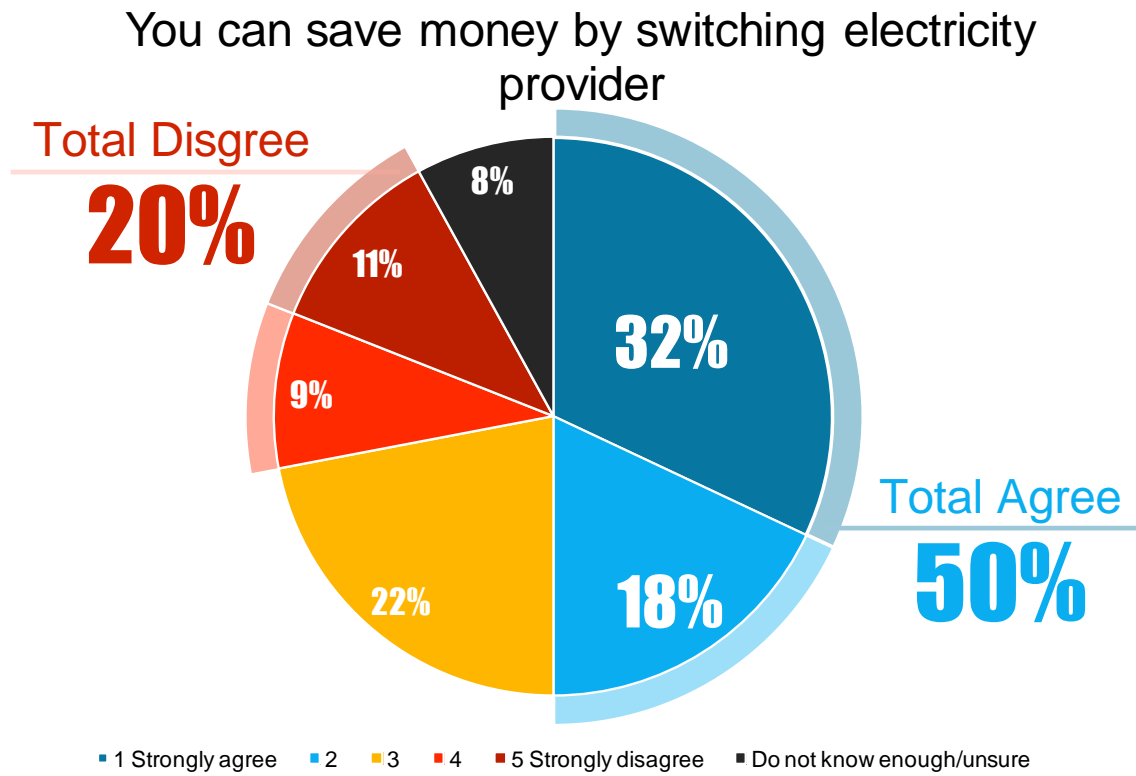
### 3.3 Easy to switch provider

Levels of agreement for those that thought it was 'easy to switch electricity provider' decreased by 3% to 67%. This figure was significantly higher among those who had switched in the last 12 months (88%).



### 3.4 You can save money by switching provider

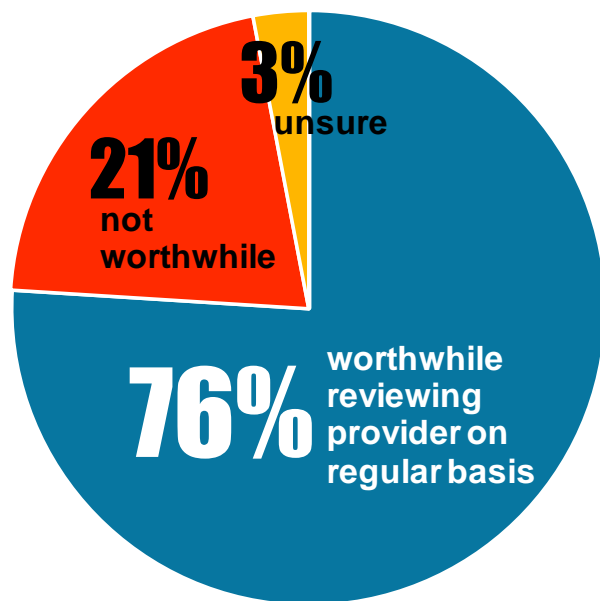
Half of respondents agreed you can save money by switching electricity provider. This figure was significantly higher for those who have switched in the last three months (74%) and in the last 12 months (76%) and somewhat higher among those who visited the What's My Number website (64%) or Powerswitch (70%).



### 3.5 Belief that it is worthwhile reviewing retailer on a regular basis

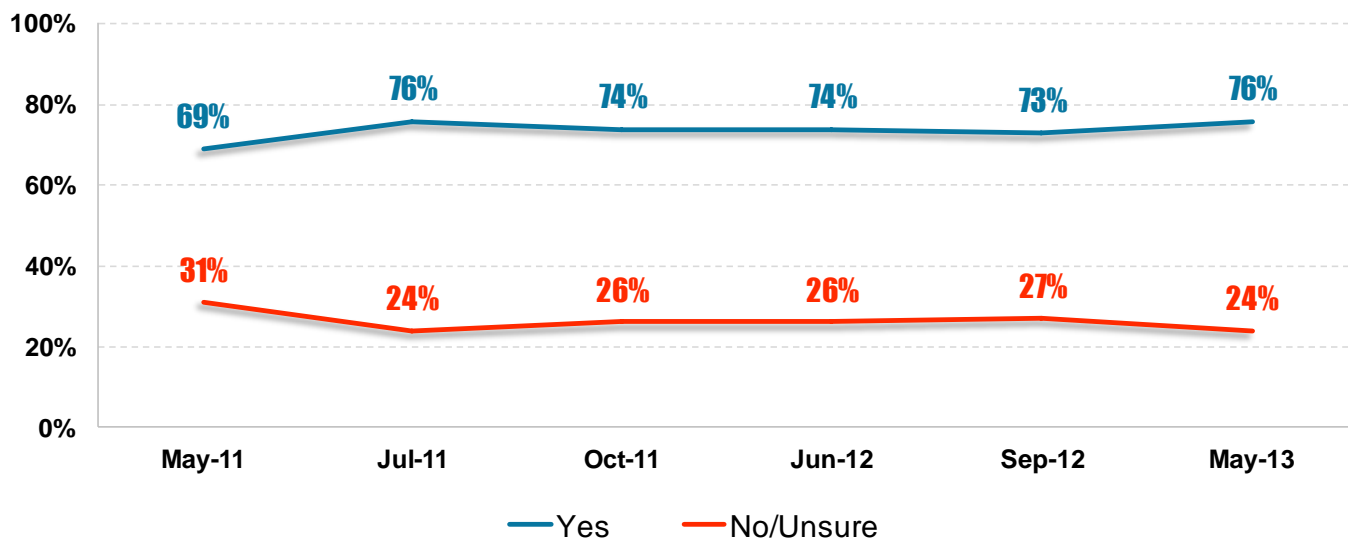
Around three quarters of respondents (76%) believed it was worthwhile reviewing their electricity retailer regularly, a result similar to previous years (up 3%). The figure is significantly higher for those who have switched in the last 12 months (90%) and those that agree you can save money by switching provider (85%).

It was also higher among those 30 to 44 years of age (82%), under 30 (81%) and Wellingtonians (82%).



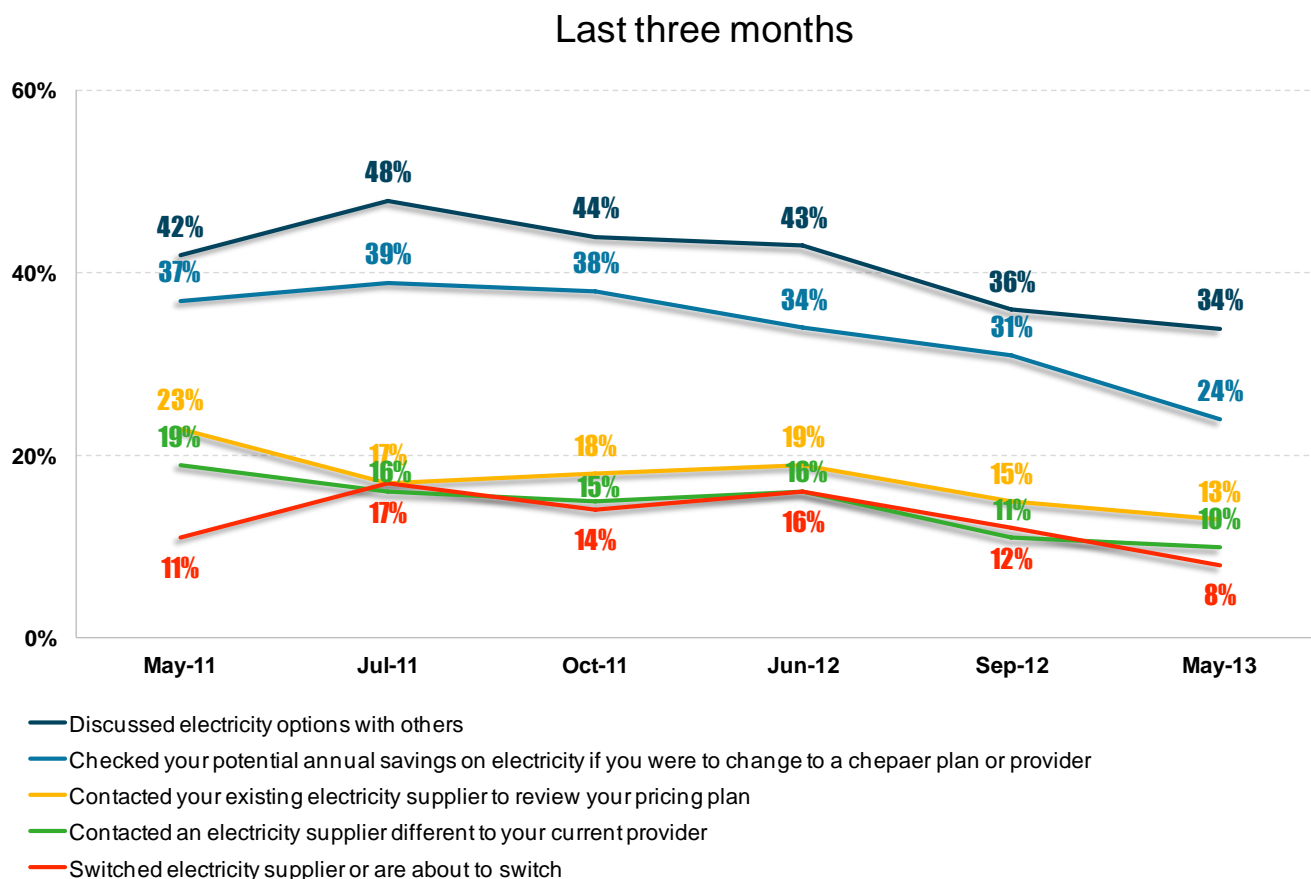
Base: Bill paying respondents (n=619)

#### Reviewing electricity retailer



## 4. Switching behaviours - in the last three months

The number of respondents that carried out various switching behaviours fell in the latest monitor. Two behaviours in particular had significant drops from September 2012 – ‘checking potential annual savings’ and ‘switching or planning on switching electricity suppliers’.



### 4.1 Discussed electricity options

‘Discussing electricity options with others’ remained the most popular switching behaviour. Just over a third (34%) reported engaging in this behaviour, significantly below the peak of 48% recorded in July 2011. Those from Christchurch (40%) and with lower personal incomes (around 40% of those with under \$30,000 annually) were more likely to have held these discussions.

### 4.2 Checked savings

The number who had checked their potential savings if they were to switch to another provider fell 7% to 24% from September. Aucklanders (32%) and those with lower incomes (31% of those with less than \$15,000) were more likely to have done this. Of those who had visited the What’s My Number website as a result of the advertising campaign, 56% said they had checked their savings in the last three months.

### 4.3 Contacted supplier

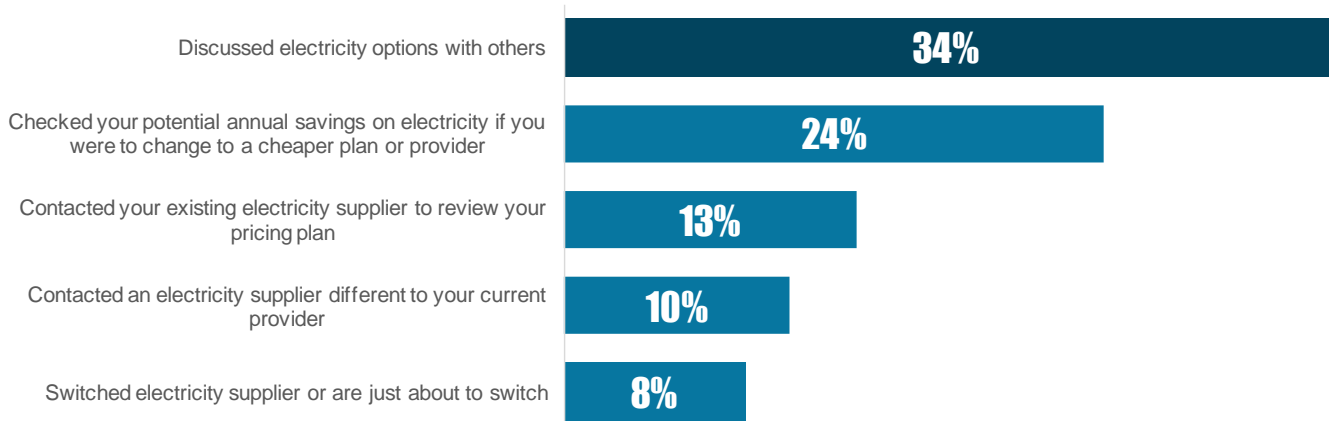
Only 13% have contacted their electricity supplier in the past three months to review their pricing plan, remaining similar to September 2012 with a fall of 6% from June 2012. Half of those that had contacted a different energy supplier in the last year also contacted their own to review their plan. Those who have switched in the past three months (30%) are also more likely to have done this.

### 4.4 Contacted another provider

A small minority (10%) had contacted another provider other than their current one, remaining steady from September 2012. Younger people (15% of those under 30), those with lower incomes (16% of those with less than \$15,000), those who visited a price comparison website (18% who visited What's My Number and 21% who visited Powerswitch) or have switched (47% in the last three months) were more likely to have made such contact.

### 4.5 Switched or about to

Only 8% had switched supplier in the last three months or were about to do so, a decrease of 4% from September last year. Those from Christchurch were more likely to have done so (16%) as were those who had visited the What's My Number (14%) or Powerswitch (16%) websites. Two in five respondents that had contacted a different energy supplier in the last three months and 21% of those that checked their potential annual savings in the last three months ended up switching.



Base: Bill paying respondents (n=619)

# Main report

## 5. Overview

The purpose of the Omnibus report is to track the What's My Number campaign and consumers' propensity to switch provider. It should be noted that this latest survey was undertaken when the campaign was not in the market.

### ■ Slight decrease across most key indicators and lower awareness of What's My Number campaign, but increase in belief it is worthwhile to review retailer

Although awareness of advertising that encourages people to switch remains high, it has decreased from September 2012. Television advertisements remain the most recalled channel in 2013, though they also had the largest decrease in the number that cited them. Other channels have similar levels of recollection to the last survey in September 2012. Those that can recall What's My Number have decreased with a larger proportion of consumers reporting various power companies to be behind the advertising campaign.

Following this, visits to [whatsmynumber.org.nz](http://whatsmynumber.org.nz) and [powerswitch.org.nz](http://powerswitch.org.nz) have decreased with only a third of those that have switched electricity provider in the last three months, or claim they are about to switch, attributing this to the What's My Number campaign – down 14% from the September 2012 measure. This represents about 3% of those who either pay the household electricity bill or have a say on who their electricity supplier is and equates to half the level it was in September 2012.

The number of consumers that have engaged in behaviours associated with consumers' propensity to switch have also decreased since the last tracking survey in September 2012. However, only two behaviours have decreased significantly since the last survey – 'checking the potential annual savings on electricity by changing plans or providers' and 'switching or planning on switching suppliers'.

Those that believe it is worthwhile to regularly review their electricity retailer have increased slightly and a significantly higher proportion of consumers that have switched in the last 12 months agree that you can save money by switching.

In May 2013, 20% of those who pay the household electricity bill or have a say in who their provider is have switched in the past 12 months.

## 5.1. Awareness of the campaign

### ■ Awareness of the campaign remains very high

Awareness of the advertising campaign in the last two months remained high at 82%, though this is the lowest level of awareness recorded since tracking began and is 10% down on the 92% peak recorded in June 2012. Awareness levels are consistently high across most demographics with the highest levels occurring in Christchurch (91%) and are lowest among those with personal incomes over \$70,000 (75%).

### ■ Power companies highest recall behind campaign

In contrast to the surveys undertaken in 2012, various power companies (Meridian, Genesis, Mercury, Contact, Trustpower) were most often cited as the source of the campaign this year (20%, up 10%) when asked which organisation the ad was promoting.

What's My Number fell 4% becoming the second most cited source behind the campaign (14%), followed by 9% that recalled a website to help you change power company and 4% that recalled Powerswitch. More respondents were able to name organisations in May 2013, with those stating they were unsure who was behind the campaign falling 9% to 47%. Recall of What's My Number was higher among those under 30 and those between 30 and 44 (25% and 20% respectively) as well as Wellington residents (22%).

RECALL ORGANISATION IN ADVERTISING					
<i>As far as you can recall - what organisation or power saving initiative was the ad promoting?</i>					
	July 2011 %	Oct 2011 %	Jun 2012 %	Sept 2012 %	May 2013 %
Power company (Meridian, Genesis, Mercury, Contact, Trustpower)	10.6	13.8	14.6	9.7	<b>19.9</b>
What's My Number	10.7	9.7	18.5	17.6	<b>14.1</b>
A website to help you to change or review power company	11.3	9.1	8.1	6.4	<b>8.4</b>
Powerswitch	6.0	5.6	5.5	5.8	<b>4.3</b>
Saving money / power	1.8	2.5	1.5	1.2	<b>3.8</b>
Powershop	1.1	1.1	0.4	1.6	<b>0.8</b>
Government or government organisation	0.9	1.2	0.4	0.2	<b>0.2</b>
Consumer magazine	0.4	0.6	0.2	0.3	<b>0.2</b>
Insulation	-	-	0.5	-	-
Electricity Authority	0.5	0.3	0.2	-	-
Other	1.7	1.5	1.5	1.2	<b>1.0</b>
Unsure	54.9	54.6	48.6	56.0	<b>47.3</b>

Base: Bill paying respondents who said they remember advertising about encouraging people to check how much they could save by switching power company (2013, n=508)



## ■ Awareness across all channels down slightly

Television remained the dominant channel for raising awareness of the campaign with 84% of those who had seen, heard or read about the campaign citing it, down 6% from September last year. All other channels had far lower levels of awareness with print and radio advertising being the next most cited at 19%.

Websites were the only other channel besides television to have a significant decrease when compared to September 2012, being cited by 16% (down 5%). On the back of a bus and billboards had the lowest levels of awareness at 8% and 6% respectively.

### AWARENESS OF ADVERTISING

*I am going to describe a specific advertising campaign. In this campaign, people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead. A recent ad in the campaign shows the comedian Jackie Brown talking to a homemaker about how she could save by switching to a different power company. All the ads end by directing you to a website called [whatsmynumber.org.nz](http://whatsmynumber.org.nz) to find out the amount you could save. Please tell me if you have read, seen or heard this advertising campaign. Have you read, seen or heard it:*

	July 2011 %	Oct 2011 %	Jun 2012 %	Sept 2012 %	May 2013 %
On television	88	85	93	90	<b>84</b>
In print such as in a newspaper or magazine	25	28	25	20	<b>19</b>
On the radio	28	20	24	21	<b>19</b>
A website	23	19	23	21	<b>16</b>
On a bus back	11	14	12	10	<b>8</b>
A billboard	9	10	11	9	<b>6</b>

Base: Bill paying respondents who had seen, read or heard the advertising campaign in the last two months but didn't mention What's My Number' as the organisation, n=436

Reported levels of awareness were generally higher across each channel for those in the under 30 age category.

## 5.3. Campaign effectiveness

### ■ Increase in visits to websites

Visits to both websites have fallen this year with 20% of those aware of the campaign visiting What's My Number and 14% visiting Powerswitch (both down 8%).

Visits to What's My Number were significantly higher among those 30-44 years of age (27% of those aware of the campaign) and those under 30 (26%) compared to 13% of those 45-59 years of age and 12% of those 60 and over. Wellingtonians were also more likely to visit this website (26%) as were those who had switched in the last 12 months (28%) or the last three months (33%) and those who had checked their potential annual savings in the last three months (41%).

Groups were similar for those more likely to visit [powerswitch.org.nz](http://powerswitch.org.nz) with 19% of those 30-44 years of age and 21% of those under 30 having visited the site compared to 9% of those 45-59 years and

10% of those 60 and over. Again, Wellingtonians were more likely to visit the site (23%) as were those who had switched in the last 12 months (24%) or the last three months (28%) and those who had checked their potential annual savings in the last three months (27%).

#### ■ **A third of recent switchers did so as a result of the campaign**

Of those that had switched in the last three months or were about to do so (n=51), 34% said it was because of What's My Number campaign. The sample size is too small to draw definitive conclusions, but it indicates that males are more likely than females to switch due to the campaign and that those under 30 are more likely to report the campaign as their reason for switching.

## 5.4. Attitudes toward switching - key indicators remain much the same

Those with higher personal incomes, that had experience switching providers in the past year, had checked their potential annual savings or visited the What's My Number or Powerswitch websites were generally more likely to agree with each of the statements concerning switching.

#### ■ **Choice of provider and ability to switch**

A high proportion continue to agree that they have a choice of provider (81%; down 1% on September) and that they can switch electricity provider (79%; down 3%). These figures are somewhat higher for those on the higher incomes and those who have switched in the past 12 months. Of those on incomes of more than \$70,000, 85% agree they have a choice of provider and 87% agree they can switch. Of those who switched in the past 12 months, 89% agree they have a choice of provider and 87% agree they can switch.

#### ■ **Perception that it is easy to switch decreased slightly**

Just over two thirds (67%) agree that it is easy to switch providers in May 2013 (down 3%). Those from Christchurch were more likely to agree with this (75%), as were those on high incomes (79% of those on more than \$70,000 annually) and those that had visited the Powerswitch website. Respondents that had switched in the last 12 months were significantly more likely to report it as being easy to switch (88%).

#### ■ **Half agree you can save money by switching**

Half agree you can save money by switching (down 1%). Those from Christchurch and the South Island were more likely to agree (63% and 61% respectively), as were the younger age groups (60% of those under 30 and 57% of those 30-44). Similar to previous statements, those with personal incomes of more than \$70,000 were also more likely to agree with this statement (56%).

Other respondents that were more likely to agree with this statement included those that had discussed options with others (59%), had checked their potential annual savings (61%), had contacted a different energy supplier (64%), visited the What's My Number (64%) or Powerswitch websites (70%) and those that had switched suppliers in the past year (76%).

## 5.5. Switching behaviours

### ■ Large majority continue to believe it is worthwhile to review retailers regularly

Although measures of switching behaviours and awareness of advertising have decreased in May 2013, the proportion that believe it important to regularly review their electricity retailer has increased slightly this year to 76% (up 3%).

Similar to the previous survey, older people are less inclined to believe reviewing their retailer worthwhile with 62% believing it is compared to 82% of those under 44 years of age. Those who have switched in the last 12 months (90%) or contacted a different energy supplier in the last three months (90%) and visitors to the Powerswitch (83%) or What's My Number websites (78%) are far more likely to believe it is worthwhile.

### ■ However, significant drop across all switching indicators in the last three months

Even though a large majority believe it is worthwhile reviewing their electricity retailer regularly, only a minority actually carried out behaviours consistent with this in the last three months. Additionally, most measures decreased slightly from September 2012.

The largest decrease was by 7% for 'checked their potential annual savings on electricity if they were to change to a cheaper plan or provider' to 24% (down 13% on the benchmark), making it the second most engaged in behaviour. The other behaviours had only minor decreases. In descending order of engagement:

- 34% (down 2% on September) discussed electricity options with others; down 8% on the benchmark.
- 13% (down 2% on September) contacted their existing supplier to review their pricing plan; down 10% on the benchmark.
- 10% (down 1% on September) contacted an electricity supplier other than their current provider; down 9% on the benchmark.
- 8% (down 4% on September) switched electricity supplier or are just about to; down 3% on the benchmark.

# Supplementary tables

## RESPONSIBLE FOR PAYING ELECTRICITY BILL

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

easupp by ea1

	Base	Yes	No	Unsure
ALL	750	83%	17%	0%
LOCATION				
Auckland	241	79%	21%	0%
Wellington	77	85%	15%	0%
Christchurch	82	84%	16%	0%
Provincial	350	84%	16%	0%
Rural	143	77%	22%	1%
North Is	568	82%	18%	0%
South Is	182	84%	16%	0%
SEX				
Male	359	81%	19%	0%
Female	391	84%	16%	0%
AGE GROUP				
Under 30	157	52%	48%	0%
30-44	225	88%	12%	0%
45-59	196	90%	10%	0%
60 Plus	172	94%	6%	0%
OCCUPATION				
Professionals, Managers	230	86%	14%	0%
Technicians, Trade workers	52	81%	19%	0%
Community, Personal service workers	48	87%	13%	0%
Clerks, Admin & Sales	75	87%	13%	0%
Blue collar	74	80%	20%	0%
Students	52	41%	59%	0%
Retired	110	95%	5%	0%
Homemaker	39	93%	5%	2%
Not employed	45	71%	29%	0%
Self employed	17	87%	13%	0%
PERSONAL INCOME				
Less than \$15,000	124	66%	34%	0%
\$15,001-30,000	138	78%	22%	0%
\$30,001-50,000	177	89%	11%	0%
\$50,001-70,000	98	92%	8%	0%
More than \$70,000	130	92%	8%	0%
ETHNICITY				
Pacific Island	37	54%	46%	0%
Maori	82	80%	20%	0%
Non Maori/Non PI	637	84%	16%	0%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	467	100%	0%	0%
No	133	100%	0%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	501	100%	0%	0%
Disagree	44	100%	0%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	488	100%	0%	0%
Disagree	51	100%	0%	0%

STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER					
Agree	412	100%	0%	0%	
Disagree	68	100%	0%	0%	
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER					
Agree	314	100%	0%	0%	
Disagree	120	100%	0%	0%	
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)					
Yes	213	100%	0%	0%	
No	406	100%	0%	0%	
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)					
Yes	152	100%	0%	0%	
No	461	100%	0%	0%	
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)					
Yes	78	100%	0%	0%	
No	539	100%	0%	0%	
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)					
Yes	59	100%	0%	0%	
No	559	100%	0%	0%	
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)					
Yes	51	100%	0%	0%	
No	563	100%	0%	0%	
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)					
Yes	123	100%	0%	0%	
No	492	100%	0%	0%	
VISITED WEBSITES					
Whats My Number	88	100%	0%	0%	
Powerswitch	64	100%	0%	0%	
SWITCHED BECAUSE OF ADVERTISING					
Yes	18	100%	0%	0%	
No	33	100%	0%	0%	

SWITCHED ELECTRICITY COMPANY

In the last twelve months have you switched your electricity supplier?

easupp by ea9

	Base	Yes	No	Unsure
ALL	619	20%	79%	1%
LOCATION				
Auckland	190	21%	79%	0%
Wellington	66	26%	74%	0%
Christchurch	69	23%	77%	0%
Provincial	294	17%	82%	1%
Rural	110	14%	84%	2%
North Is	465	21%	78%	1%
South Is	153	17%	83%	0%
SEX				
Male	292	22%	78%	0%
Female	327	18%	81%	1%
AGE GROUP				
Under 30	82	25%	75%	0%
30-44	198	21%	78%	1%
45-59	177	21%	79%	0%
60 Plus	161	16%	83%	1%
OCCUPATION				
Professionals, Managers	198	19%	80%	1%
Technicians, Trade workers	42	22%	76%	2%
Community, Personal service workers	42	33%	67%	0%
Clerks, Admin & Sales	65	12%	88%	0%
Blue collar	59	19%	81%	0%
Students	21	33%	67%	0%
Retired	105	17%	81%	2%
Homemaker	36	17%	83%	0%
Not employed	32	24%	76%	0%
Self employed	15	18%	82%	0%
PERSONAL INCOME				
Less than \$15,000	82	23%	75%	2%
\$15,001-30,000	108	18%	81%	1%
\$30,001-50,000	157	21%	79%	0%
\$50,001-70,000	91	15%	85%	0%
More than \$70,000	120	23%	76%	1%
ETHNICITY				
Pacific Island	20	19%	81%	0%
Maori	66	20%	80%	0%
Non Maori/Non PI	535	20%	79%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	467	24%	76%	0%
No	133	8%	91%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	501	22%	77%	1%
Disagree	44	20%	80%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	488	22%	77%	1%
Disagree	51	16%	84%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	412	26%	73%	1%
Disagree	68	17%	83%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	314	30%	70%	0%
Disagree	120	7%	92%	1%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	213	24%	76%	0%
No	406	18%	81%	1%

CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	152	32%	68%	0%
No	461	16%	83%	1%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	78	27%	73%	0%
No	539	19%	80%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	59	47%	53%	0%
No	559	17%	82%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	51	70%	28%	2%
No	563	15%	84%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	123	100%	0%	0%
No	492	0%	100%	0%
VISITED WEBSITES				
Whats My Number	88	29%	71%	0%
Powerswitch	64	34%	64%	2%
SWITCHED BECAUSE OF ADVERTISING				
Yes	18	48%	52%	0%
No	33	83%	14%	3%

ELECTRICITY STATEMENT TESTING - 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  
 easupp by ea2\_1

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	619	65%	16%	10%	4%	3%	1%	1%
LOCATION								
Auckland	190	69%	17%	7%	4%	1%	1%	1%
Wellington	66	72%	9%	14%	0%	2%	2%	1%
Christchurch	69	60%	16%	10%	7%	4%	0%	3%
Provincial	294	61%	17%	10%	4%	5%	2%	1%
Rural	110	65%	18%	7%	4%	5%	1%	0%
North Is	465	65%	16%	9%	4%	3%	2%	1%
South Is	153	66%	15%	10%	3%	5%	0%	1%
SEX								
Male	292	63%	18%	11%	3%	3%	1%	1%
Female	327	67%	14%	8%	4%	4%	1%	2%
AGE GROUP								
Under 30	82	59%	16%	12%	11%	2%	0%	0%
30-44	198	70%	17%	7%	1%	4%	1%	0%
45-59	177	63%	17%	9%	3%	4%	1%	3%
60 Plus	161	63%	14%	12%	3%	4%	3%	1%
OCCUPATION								
Professionals, Managers	198	62%	18%	10%	5%	3%	0%	2%
Technicians, Trade workers	42	65%	20%	10%	3%	2%	0%	0%
Community, Personal service workers	42	73%	20%	2%	0%	5%	0%	0%
Clerks, Admin & Sales	65	70%	20%	8%	1%	1%	0%	0%
Blue collar	59	70%	7%	14%	4%	4%	1%	0%
Students	21	70%	19%	0%	11%	0%	0%	0%
Retired	105	65%	13%	10%	2%	5%	3%	2%
Homemaker	36	63%	14%	8%	2%	5%	4%	4%
Not employed	32	41%	19%	22%	9%	6%	3%	0%
Self employed	15	91%	6%	0%	3%	0%	0%	0%
PERSONAL INCOME								
Less than \$15,000	82	66%	14%	5%	3%	5%	5%	2%
\$15,001-30,000	108	66%	14%	10%	4%	2%	2%	2%
\$30,001-50,000	157	62%	17%	8%	6%	6%	0%	1%
\$50,001-70,000	91	57%	23%	11%	6%	1%	0%	2%
More than \$70,000	120	69%	16%	10%	1%	3%	0%	1%
ETHNICITY								
Pacific Island	20	65%	23%	8%	0%	4%	0%	0%
Maori	66	72%	10%	10%	2%	4%	0%	2%
Non Maori/Non PI	535	64%	17%	10%	4%	3%	1%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	467	68%	17%	8%	2%	3%	1%	1%
No	133	56%	14%	10%	9%	5%	3%	3%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER								
Agree	501	80%	20%	0%	0%	0%	0%	0%
Disagree	44	0%	0%	0%	52%	48%	0%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER								
Agree	488	73%	16%	6%	2%	2%	0%	1%
Disagree	51	37%	12%	10%	13%	23%	2%	3%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER								
Agree	412	74%	16%	5%	2%	2%	1%	0%
Disagree	68	37%	15%	21%	10%	14%	3%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER								
Agree	314	75%	16%	5%	2%	2%	0%	0%
Disagree	120	60%	14%	8%	5%	7%	4%	2%



DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)									
Yes	213	72%	13%	8%	2%	4%	1%	0%	
No	406	61%	18%	10%	4%	3%	2%	2%	
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)									
Yes	152	74%	13%	6%	3%	3%	0%	1%	
No	461	62%	17%	10%	4%	3%	2%	2%	
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)									
Yes	78	74%	13%	6%	3%	2%	0%	2%	
No	539	64%	17%	10%	4%	3%	1%	1%	
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)									
Yes	59	82%	7%	6%	4%	0%	0%	1%	
No	559	63%	17%	10%	4%	4%	1%	1%	
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)									
Yes	51	77%	11%	5%	5%	2%	0%	0%	
No	563	64%	16%	10%	4%	4%	1%	1%	
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)									
Yes	123	76%	13%	4%	5%	2%	0%	0%	
No	492	62%	17%	11%	3%	4%	2%	1%	
VISITED WEBSITES									
Whats My Number	88	70%	18%	3%	4%	3%	1%	1%	
Powerswitch	64	76%	13%	1%	5%	3%	2%	0%	
SWITCHED BECAUSE OF ADVERTISING									
Yes	18	81%	5%	10%	4%	0%	0%	0%	
No	33	74%	15%	2%	6%	3%	0%	0%	

ELECTRICITY STATEMENT TESTING - 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 easupp by ea2\_2

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	619	65%	14%	9%	4%	5%	2%	1%
LOCATION								
Auckland	190	68%	11%	8%	4%	4%	4%	1%
Wellington	66	78%	9%	9%	0%	3%	0%	1%
Christchurch	69	59%	18%	9%	3%	9%	2%	0%
Provincial	294	61%	16%	10%	4%	5%	2%	2%
Rural	110	68%	14%	8%	1%	7%	1%	1%
North Is	465	65%	13%	9%	4%	4%	3%	2%
South Is	153	63%	18%	9%	3%	6%	1%	0%
SEX								
Male	292	62%	16%	8%	3%	6%	3%	2%
Female	327	67%	12%	10%	4%	4%	2%	1%
AGE GROUP								
Under 30	82	61%	14%	11%	6%	4%	2%	2%
30-44	198	67%	14%	7%	5%	4%	2%	1%
45-59	177	67%	15%	8%	2%	5%	1%	2%
60 Plus	161	61%	14%	12%	2%	6%	4%	1%
OCCUPATION								
Professionals, Managers	198	67%	16%	7%	5%	3%	1%	1%
Technicians, Trade workers	42	63%	22%	0%	7%	2%	2%	4%
Community, Personal service workers	42	71%	9%	10%	2%	4%	2%	2%
Clerks, Admin & Sales	65	66%	22%	9%	0%	3%	0%	0%
Blue collar	59	62%	11%	10%	1%	9%	3%	4%
Students	21	65%	3%	26%	0%	6%	0%	0%
Retired	105	64%	12%	11%	3%	5%	3%	2%
Homemaker	36	57%	12%	13%	5%	11%	2%	0%
Not employed	32	55%	8%	16%	5%	5%	8%	3%
Self employed	15	73%	13%	11%	3%	0%	0%	0%
PERSONAL INCOME								
Less than \$15,000	82	57%	10%	13%	4%	9%	4%	3%
\$15,001-30,000	108	61%	13%	14%	4%	5%	2%	1%
\$30,001-50,000	157	66%	16%	3%	5%	7%	1%	2%
\$50,001-70,000	91	64%	13%	15%	3%	2%	1%	2%
More than \$70,000	120	70%	17%	5%	4%	2%	2%	0%
ETHNICITY								
Pacific Island	20	62%	4%	28%	6%	0%	0%	0%
Maori	66	64%	12%	8%	5%	4%	3%	4%
Non Maori/Non PI	535	65%	15%	9%	3%	5%	2%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	467	68%	14%	8%	3%	4%	2%	1%
No	133	56%	15%	13%	4%	9%	2%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER								
Agree	501	73%	14%	6%	2%	3%	1%	1%
Disagree	44	32%	11%	8%	17%	26%	4%	2%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER								
Agree	488	82%	18%	0%	0%	0%	0%	0%
Disagree	51	0%	0%	0%	44%	56%	0%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER								
Agree	412	76%	14%	4%	2%	3%	0%	1%
Disagree	68	31%	9%	24%	16%	16%	4%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER								
Agree	314	74%	15%	5%	3%	3%	0%	0%
Disagree	120	56%	11%	12%	8%	9%	3%	1%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)									
Yes	213	70%	13%	6%	4%	5%	1%	1%	
No	406	62%	15%	11%	3%	4%	3%	2%	
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)									
Yes	152	74%	9%	6%	3%	6%	1%	1%	
No	461	61%	16%	10%	4%	5%	2%	2%	
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)									
Yes	78	69%	17%	6%	2%	3%	1%	2%	
No	539	64%	14%	10%	4%	5%	2%	1%	
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)									
Yes	59	74%	5%	9%	4%	6%	0%	2%	
No	559	64%	15%	9%	4%	5%	2%	1%	
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)									
Yes	51	79%	12%	2%	0%	7%	0%	0%	
No	563	63%	15%	10%	4%	4%	2%	2%	
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)									
Yes	123	79%	8%	5%	2%	5%	0%	1%	
No	492	61%	16%	10%	4%	5%	3%	1%	
VISITED WEBSITES									
Whats My Number	88	72%	12%	7%	5%	3%	1%	0%	
Powerswitch	64	79%	7%	0%	6%	7%	0%	1%	
SWITCHED BECAUSE OF ADVERTISING									
Yes	18	88%	5%	0%	0%	7%	0%	0%	
No	33	74%	16%	2%	0%	8%	0%	0%	

ELECTRICITY STATEMENT TESTING - 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:

It's easy to switch electricity provider  
 easupp by ea2\_3

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	619	50%	17%	14%	6%	5%	5%	3%
LOCATION								
Auckland	190	52%	17%	17%	4%	4%	4%	2%
Wellington	66	60%	12%	14%	4%	4%	2%	4%
Christchurch	69	55%	20%	9%	8%	5%	2%	1%
Provincial	294	45%	16%	14%	8%	6%	8%	3%
Rural	110	54%	16%	9%	7%	4%	6%	4%
North Is	465	50%	16%	15%	6%	4%	6%	3%
South Is	153	50%	18%	11%	8%	7%	5%	1%
SEX								
Male	292	47%	17%	16%	6%	5%	7%	2%
Female	327	53%	16%	13%	6%	5%	4%	3%
AGE GROUP								
Under 30	82	49%	8%	19%	10%	12%	0%	2%
30-44	198	48%	20%	15%	5%	6%	5%	1%
45-59	177	52%	18%	14%	6%	5%	4%	1%
60 Plus	161	50%	16%	11%	6%	1%	10%	6%
OCCUPATION								
Professionals, Managers	198	45%	21%	13%	8%	6%	4%	3%
Technicians, Trade workers	42	49%	16%	22%	2%	3%	6%	2%
Community, Personal service workers	42	57%	19%	17%	3%	0%	4%	0%
Clerks, Admin & Sales	65	54%	16%	10%	5%	6%	6%	3%
Blue collar	59	53%	10%	11%	4%	11%	9%	2%
Students	21	43%	13%	28%	4%	8%	4%	0%
Retired	105	57%	11%	9%	6%	1%	10%	6%
Homemaker	36	39%	24%	23%	5%	7%	0%	2%
Not employed	32	44%	8%	25%	14%	6%	3%	0%
Self employed	15	71%	15%	9%	0%	0%	5%	0%
PERSONAL INCOME								
Less than \$15,000	82	47%	13%	17%	9%	6%	5%	3%
\$15,001-30,000	108	52%	15%	13%	9%	3%	5%	3%
\$30,001-50,000	157	46%	14%	15%	6%	9%	5%	5%
\$50,001-70,000	91	46%	19%	17%	4%	3%	9%	2%
More than \$70,000	120	56%	23%	10%	6%	2%	2%	1%
ETHNICITY								
Pacific Island	20	46%	4%	31%	0%	19%	0%	0%
Maori	66	58%	8%	13%	6%	8%	5%	2%
Non Maori/Non PI	535	49%	18%	14%	6%	4%	6%	3%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	467	55%	17%	13%	5%	4%	4%	2%
No	133	34%	15%	19%	7%	9%	10%	6%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER								
Agree	501	57%	17%	12%	4%	3%	5%	2%
Disagree	44	25%	14%	13%	17%	21%	4%	6%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER								
Agree	488	58%	19%	12%	3%	2%	4%	2%
Disagree	51	30%	8%	13%	19%	23%	4%	3%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER								
Agree	412	75%	25%	0%	0%	0%	0%	0%
Disagree	68	0%	0%	0%	57%	43%	0%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER								
Agree	314	64%	16%	9%	4%	3%	2%	2%
Disagree	120	38%	13%	16%	12%	11%	7%	3%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)									
Yes	213	58%	18%	11%	4%	6%	1%	2%	
No	406	46%	16%	16%	7%	4%	8%	3%	
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)									
Yes	152	59%	17%	11%	4%	6%	2%	1%	
No	461	47%	16%	16%	7%	4%	7%	3%	
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)									
Yes	78	60%	17%	9%	4%	3%	6%	1%	
No	539	49%	16%	15%	7%	5%	5%	3%	
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)									
Yes	59	70%	13%	5%	4%	8%	0%	0%	
No	559	48%	17%	15%	6%	5%	6%	3%	
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)									
Yes	51	76%	11%	3%	4%	6%	0%	0%	
No	563	48%	17%	15%	7%	4%	6%	3%	
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)									
Yes	123	77%	11%	3%	3%	6%	0%	0%	
No	492	43%	18%	17%	7%	5%	7%	3%	
VISITED WEBSITES									
Whats My Number	88	52%	18%	12%	6%	11%	1%	0%	
Powerswitch	64	63%	13%	8%	3%	13%	0%	0%	
SWITCHED BECAUSE OF ADVERTISING									
Yes	18	85%	5%	0%	0%	10%	0%	0%	
No	33	71%	14%	4%	6%	5%	0%	0%	

ELECTRICITY STATEMENT TESTING - 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  
 easupp by ea2\_4

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	619	32%	18%	22%	9%	11%	5%	3%
LOCATION								
Auckland	190	33%	19%	23%	8%	8%	6%	3%
Wellington	66	32%	17%	21%	9%	17%	3%	1%
Christchurch	69	50%	13%	20%	6%	6%	2%	3%
Provincial	294	28%	19%	22%	10%	12%	5%	4%
Rural	110	31%	16%	19%	6%	14%	7%	7%
North Is	465	29%	19%	23%	10%	11%	5%	3%
South Is	153	43%	18%	19%	5%	8%	3%	4%
SEX								
Male	292	31%	21%	23%	8%	9%	5%	3%
Female	327	34%	15%	21%	10%	12%	4%	4%
AGE GROUP								
Under 30	82	37%	23%	19%	7%	10%	4%	0%
30-44	198	37%	20%	21%	8%	9%	3%	2%
45-59	177	25%	21%	25%	10%	9%	3%	7%
60 Plus	161	33%	11%	20%	10%	14%	9%	3%
OCCUPATION								
Professionals, Managers	198	31%	22%	24%	9%	5%	4%	5%
Technicians, Trade workers	42	32%	30%	12%	15%	11%	0%	0%
Community, Personal service workers	42	36%	18%	22%	4%	14%	4%	2%
Clerks, Admin & Sales	65	26%	19%	22%	18%	10%	4%	1%
Blue collar	59	30%	17%	26%	1%	14%	4%	8%
Students	21	31%	24%	21%	6%	10%	4%	4%
Retired	105	37%	11%	17%	9%	15%	9%	2%
Homemaker	36	40%	13%	23%	0%	20%	3%	1%
Not employed	32	30%	7%	26%	20%	6%	8%	3%
Self employed	15	46%	9%	21%	0%	18%	6%	0%
PERSONAL INCOME								
Less than \$15,000	82	33%	15%	20%	8%	16%	5%	3%
\$15,001-30,000	108	36%	15%	13%	11%	13%	6%	6%
\$30,001-50,000	157	33%	21%	20%	11%	10%	1%	4%
\$50,001-70,000	91	29%	15%	36%	4%	8%	6%	2%
More than \$70,000	120	31%	25%	19%	13%	6%	5%	1%
ETHNICITY								
Pacific Island	20	39%	28%	25%	4%	4%	0%	0%
Maori	66	38%	11%	24%	6%	9%	5%	7%
Non Maori/Non PI	535	32%	19%	21%	9%	11%	5%	3%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	467	39%	19%	21%	6%	8%	4%	3%
No	133	16%	18%	23%	16%	19%	5%	3%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER								
Agree	501	38%	19%	18%	8%	10%	4%	3%
Disagree	44	16%	12%	27%	15%	17%	8%	5%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER								
Agree	488	38%	19%	20%	8%	8%	4%	3%
Disagree	51	21%	14%	13%	17%	24%	7%	4%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER								
Agree	412	43%	18%	19%	7%	8%	3%	2%
Disagree	68	11%	22%	16%	22%	17%	6%	6%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER								
Agree	314	64%	36%	0%	0%	0%	0%	0%
Disagree	120	0%	0%	0%	46%	54%	0%	0%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)

Yes	213	41%	18%	21%	10%	7%	1%	2%
No	406	28%	19%	22%	8%	12%	7%	4%

CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)

Yes	152	44%	17%	22%	8%	7%	1%	1%
No	461	29%	19%	21%	9%	12%	6%	4%

CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)

Yes	78	41%	12%	21%	12%	8%	1%	5%
No	539	32%	19%	22%	8%	11%	5%	3%

CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)

Yes	59	54%	10%	21%	7%	7%	0%	1%
No	559	30%	19%	22%	9%	11%	5%	4%

SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)

Yes	51	62%	12%	18%	1%	4%	0%	3%
No	563	30%	19%	22%	10%	11%	5%	3%

SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)

Yes	123	63%	13%	15%	4%	4%	0%	1%
No	492	25%	20%	23%	10%	12%	6%	4%

VISITED WEBSITES

Whats My Number	88	44%	20%	20%	9%	6%	1%	0%
Powerswitch	64	52%	18%	15%	8%	7%	0%	0%

SWITCHED BECAUSE OF ADVERTISING

Yes	18	51%	10%	27%	4%	0%	0%	8%
No	33	68%	12%	14%	0%	6%	0%	0%

REVIEWING ELECTRICITY RETAILER

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

easupp by ea3

	Base	Yes	No	Unsure
ALL	619	76%	21%	3%
LOCATION				
Auckland	190	74%	23%	3%
Wellington	66	82%	17%	1%
Christchurch	69	79%	21%	0%
Provincial	294	74%	22%	4%
Rural	110	78%	20%	2%
North Is	465	75%	22%	3%
South Is	153	77%	20%	3%
SEX				
Male	292	74%	24%	2%
Female	327	77%	19%	4%
AGE GROUP				
Under 30	82	81%	17%	2%
30-44	198	82%	15%	3%
45-59	177	78%	19%	3%
60 Plus	161	62%	35%	3%
OCCUPATION				
Professionals, Managers	198	81%	18%	1%
Technicians, Trade workers	42	75%	23%	2%
Community, Personal service workers	42	81%	17%	2%
Clerks, Admin & Sales	65	75%	20%	5%
Blue collar	59	76%	20%	4%
Students	21	83%	17%	0%
Retired	105	64%	33%	3%
Homemaker	36	73%	16%	11%
Not employed	32	62%	32%	6%
Self employed	15	91%	9%	0%
PERSONAL INCOME				
Less than \$15,000	82	72%	20%	8%
\$15,001-30,000	108	73%	24%	3%
\$30,001-50,000	157	74%	24%	2%
\$50,001-70,000	91	74%	22%	4%
More than \$70,000	120	83%	17%	0%
ETHNICITY				
Pacific Island	20	79%	21%	0%
Maori	66	80%	12%	8%
Non Maori/Non PI	535	75%	22%	3%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	467	100%	0%	0%
No	133	0%	100%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	501	79%	19%	2%
Disagree	44	52%	42%	6%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	488	79%	19%	2%
Disagree	51	63%	34%	3%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	412	82%	16%	2%
Disagree	68	62%	32%	6%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	314	85%	14%	1%
Disagree	120	57%	39%	4%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	213	83%	15%	2%
No	406	72%	25%	3%



CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	152	82%	16%	2%
No	461	74%	23%	3%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	78	80%	15%	5%
No	539	75%	22%	3%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	59	90%	7%	3%
No	559	74%	23%	3%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	51	88%	9%	3%
No	563	74%	23%	3%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	123	90%	9%	1%
No	492	72%	25%	3%
VISITED WEBSITES				
Whats My Number	88	78%	20%	2%
Powerswitch	64	83%	17%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	18	88%	9%	3%
No	33	87%	10%	3%

AWARENESS OF ADVERTISING ABOUT SWITCHING

Can you remember seeing or hearing any advertising in the last two months encouraging people to find out how much they could save if they switched to a different power company?

easupp by ea5

	Base	Yes	No	Unsure
ALL	619	82%	17%	1%
LOCATION				
Auckland	190	78%	21%	1%
Wellington	66	84%	16%	0%
Christchurch	69	91%	8%	1%
Provincial	294	82%	16%	2%
Rural	110	83%	15%	2%
North Is	465	79%	19%	2%
South Is	153	90%	9%	1%
SEX				
Male	292	80%	18%	2%
Female	327	84%	15%	1%
AGE GROUP				
Under 30	82	81%	19%	0%
30-44	198	80%	18%	2%
45-59	177	83%	15%	2%
60 Plus	161	83%	15%	2%
OCCUPATION				
Professionals, Managers	198	83%	16%	1%
Technicians, Trade workers	42	87%	10%	3%
Community, Personal service workers	42	79%	19%	2%
Clerks, Admin & Sales	65	85%	14%	1%
Blue collar	59	82%	17%	1%
Students	21	84%	16%	0%
Retired	105	81%	17%	2%
Homemaker	36	71%	29%	0%
Not employed	32	82%	18%	0%
Self employed	15	78%	12%	10%
PERSONAL INCOME				
Less than \$15,000	82	81%	18%	1%
\$15,001-30,000	108	84%	16%	0%
\$30,001-50,000	157	87%	12%	1%
\$50,001-70,000	91	82%	14%	4%
More than \$70,000	120	75%	24%	1%
ETHNICITY				
Pacific Island	20	85%	15%	0%
Maori	66	80%	20%	0%
Non Maori/Non PI	535	82%	16%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	467	83%	15%	2%
No	133	81%	18%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	501	83%	15%	2%
Disagree	44	84%	16%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	488	82%	16%	2%
Disagree	51	81%	19%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	412	82%	16%	2%
Disagree	68	82%	18%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	314	85%	14%	1%
Disagree	120	81%	17%	2%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	213	86%	12%	2%
No	406	80%	19%	1%

CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)

Yes	152	86%	12%	2%
No	461	81%	18%	1%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	78	81%	19%	0%
No	539	82%	16%	2%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	59	79%	21%	0%
No	559	82%	16%	2%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	51	84%	14%	2%
No	563	82%	17%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	123	84%	15%	1%
No	492	82%	17%	1%
VISITED WEBSITES				
Whats My Number	88	100%	0%	0%
Powerswitch	64	100%	0%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	18	87%	13%	0%
No	33	82%	15%	3%

RECALL OF ORGANISATION IN ADVERTISING

As far as you can recall - what organisation or power saving initiative was the ad promoting?

ea5a

	Base	Trustpower	PowerSwitch	What's my power number	My power company	Unsure	PowerShop	Government	Consumer magazine	Electricity Authority	Other
ALL	508	20%	4%	14%	9%	47%	1%	0%	0%	0%	1%
LOCATION											
Auckland	148	21%	4%	14%	9%	49%	1%	0%	0%	0%	0%
Wellington	55	16%	8%	22%	10%	37%	1%	0%	0%	0%	0%
Christchurch	62	24%	5%	8%	14%	44%	0%	0%	0%	0%	3%
Provincial	242	19%	3%	14%	7%	50%	0%	1%	0%	0%	1%
Rural	92	20%	4%	11%	7%	52%	0%	0%	0%	0%	2%
North Is	369	21%	4%	15%	8%	47%	1%	0%	0%	0%	1%
South Is	139	16%	5%	13%	10%	49%	0%	0%	0%	0%	2%
SEX											
Male	234	18%	3%	14%	6%	52%	0%	1%	0%	0%	1%
Female	274	22%	6%	14%	11%	43%	1%	0%	0%	0%	1%
AGE GROUP											
Under 30	66	19%	3%	25%	7%	44%	0%	0%	0%	0%	0%
30-44	159	21%	6%	20%	12%	38%	0%	0%	1%	0%	0%
45-59	148	18%	3%	13%	7%	51%	1%	1%	0%	0%	2%
60 Plus	135	20%	5%	3%	7%	57%	1%	0%	0%	0%	1%
OCCUPATION											
Professionals, Managers	164	19%	6%	16%	13%	42%	0%	0%	0%	0%	1%
Technicians, Trade workers	37	14%	3%	21%	2%	58%	2%	0%	0%	0%	0%
Community, Personal service workers	33	23%	3%	10%	13%	51%	0%	0%	0%	0%	0%
Clerks, Admin & Sales	55	16%	6%	21%	5%	43%	2%	0%	2%	0%	2%
Blue collar	49	28%	2%	12%	6%	44%	1%	0%	0%	0%	2%
Students	18	27%	0%	19%	3%	51%	0%	0%	0%	0%	0%
Retired	85	20%	6%	3%	5%	61%	0%	0%	0%	0%	1%
Homemaker	26	13%	3%	23%	9%	36%	6%	0%	0%	0%	0%
Not employed	26	27%	0%	7%	3%	45%	0%	5%	0%	0%	0%
Self employed	12	12%	7%	15%	19%	47%	0%	0%	0%	0%	0%
PERSONAL INCOME											
Less than \$15,000	66	29%	3%	18%	5%	40%	0%	0%	0%	0%	2%
\$15,001-30,000	91	23%	6%	11%	10%	46%	0%	0%	0%	0%	1%
\$30,001-50,000	137	18%	2%	16%	9%	52%	1%	0%	0%	0%	1%
\$50,001-70,000	74	14%	7%	12%	12%	45%	1%	0%	1%	0%	0%
More than \$70,000	90	21%	6%	15%	5%	44%	0%	1%	0%	0%	1%
ETHNICITY											
Pacific Island	17	30%	4%	4%	8%	50%	4%	0%	0%	0%	0%
Maori	53	32%	4%	7%	6%	43%	1%	0%	0%	0%	0%
Non Maori/Non PI	440	18%	5%	15%	9%	47%	1%	0%	0%	0%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER											
Yes	389	20%	5%	16%	8%	46%	1%	0%	0%	0%	1%
No	107	22%	2%	8%	9%	52%	1%	1%	1%	0%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER											
Agree	415	21%	5%	14%	9%	47%	1%	0%	0%	0%	1%
Disagree	37	17%	2%	18%	10%	45%	0%	0%	0%	0%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER											
Agree	401	20%	5%	15%	9%	46%	1%	0%	0%	0%	1%
Disagree	42	22%	0%	24%	5%	44%	0%	0%	0%	0%	0%

STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER											
Agree	340	21%	5%	15%	9%	44%	1%	0%	0%	0%	1%
Disagree	56	22%	8%	17%	8%	42%	0%	2%	0%	0%	1%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER											
Agree	267	19%	6%	17%	10%	44%	1%	0%	0%	0%	1%
Disagree	97	22%	4%	12%	4%	53%	0%	1%	0%	0%	2%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)											
Yes	183	24%	6%	19%	9%	35%	2%	0%	0%	0%	0%
No	324	18%	4%	11%	8%	54%	0%	0%	0%	0%	2%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)											
Yes	131	18%	5%	23%	6%	41%	2%	0%	0%	0%	1%
No	373	21%	4%	11%	9%	49%	0%	1%	0%	0%	1%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)											
Yes	63	22%	4%	17%	14%	39%	2%	0%	0%	0%	0%
No	443	20%	4%	14%	8%	48%	1%	0%	0%	0%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)											
Yes	47	30%	4%	25%	6%	33%	0%	0%	0%	0%	0%
No	460	19%	4%	13%	9%	49%	1%	0%	0%	0%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)											
Yes	43	35%	0%	16%	10%	35%	0%	0%	0%	0%	0%
No	461	18%	5%	14%	8%	49%	1%	0%	0%	0%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)											
Yes	103	22%	5%	21%	9%	39%	1%	0%	0%	0%	1%
No	401	20%	4%	12%	8%	49%	1%	0%	0%	0%	1%
VISITED WEBSITES											
Whats My Number	88	13%	9%	37%	8%	28%	0%	0%	0%	0%	2%
Powerswitch	64	13%	12%	31%	10%	33%	0%	0%	0%	0%	1%
SWITCHED BECAUSE OF ADVERTISING											
Yes	15	30%	0%	33%	12%	25%	0%	0%	0%	0%	0%
No	27	39%	0%	6%	10%	38%	0%	0%	0%	0%	0%

RECALL OF ORGANISATION IN ADVERTISING

As far as you can recall - what organisation or power saving initiative was the ad promoting?

easupp by ea5a

	Base	Power / Money saving	Pink Batts
ALL	508	4%	0%
LOCATION			
Auckland	148	2%	0%
Wellington	55	6%	0%
Christchurch	62	2%	0%
Provincial	242	5%	0%
Rural	92	4%	0%
North Is	369	3%	0%
South Is	139	5%	0%
SEX			
Male	234	5%	0%
Female	274	2%	0%
AGE GROUP			
Under 30	66	2%	0%
30-44	159	2%	0%
45-59	148	4%	0%
60 Plus	135	6%	0%
OCCUPATION			
Professionals, Managers	164	3%	0%
Technicians, Trade workers	37	0%	0%
Community, Personal service workers	33	0%	0%
Clerks, Admin & Sales	55	3%	0%
Blue collar	49	5%	0%
Students	18	0%	0%
Retired	85	4%	0%
Homemaker	26	10%	0%
Not employed	26	13%	0%
Self employed	12	0%	0%
PERSONAL INCOME			
Less than \$15,000	66	3%	0%
\$15,001-30,000	91	3%	0%
\$30,001-50,000	137	1%	0%
\$50,001-70,000	74	8%	0%
More than \$70,000	90	7%	0%
ETHNICITY			
Pacific Island	17	0%	0%
Maori	53	7%	0%
Non Maori/Non PI	440	4%	0%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER			
Yes	389	3%	0%
No	107	3%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER			
Agree	415	2%	0%
Disagree	37	8%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER			
Agree	401	3%	0%
Disagree	42	5%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER			
Agree	340	4%	0%
Disagree	56	0%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER			

Agree	267	2%	0%
Disagree	97	2%	0%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)			
Yes	183	5%	0%
No	324	3%	0%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)			
Yes	131	4%	0%
No	373	4%	0%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)			
Yes	63	2%	0%
No	443	4%	0%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)			
Yes	47	2%	0%
No	460	4%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)			
Yes	43	4%	0%
No	461	4%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)			
Yes	103	2%	0%
No	401	5%	0%
VISITED WEBSITES			
Whats My Number	88	3%	0%
Powerswitch	64	0%	0%
SWITCHED BECAUSE OF ADVERTISING			
Yes	15	0%	0%
No	27	7%	0%

AWARENESS OF ADVERTISING - TELEVISION

I am going to describe a specific advertising campaign. In this campaign, people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead. A recent ad in the campaign shows the comedian Jackie Brown talking to a homemaker about how she could save by switching to a different power company. All the ads end by directing you to a website called [whatsmynumber.org.nz](http://whatsmynumber.org.nz). to find out the amount you could save. Please tell me if you have read, seen or heard this advertising

On television  
 easupp by ea6\_1

	Base	Yes	No	Unsure
ALL	508	85%	14%	1%
LOCATION				
Auckland	148	84%	15%	1%
Wellington	55	76%	22%	2%
Christchurch	62	91%	9%	0%
Provincial	242	87%	11%	2%
Rural	92	90%	9%	1%
North Is	369	84%	14%	2%
South Is	139	89%	10%	1%
SEX				
Male	234	83%	16%	1%
Female	274	87%	11%	2%
AGE GROUP				
Under 30	66	93%	7%	0%
30-44	159	89%	10%	1%
45-59	148	86%	13%	1%
60 Plus	135	77%	21%	2%
OCCUPATION				
Professionals, Managers	164	86%	13%	1%
Technicians, Trade workers	37	81%	16%	3%
Community, Personal service workers	33	87%	13%	0%
Clerks, Admin & Sales	55	91%	7%	2%
Blue collar	49	92%	8%	0%
Students	18	86%	14%	0%
Retired	85	74%	23%	3%
Homemaker	26	84%	16%	0%
Not employed	26	90%	10%	0%
Self employed	12	96%	4%	0%
PERSONAL INCOME				
Less than \$15,000	66	91%	9%	0%
\$15,001-30,000	91	86%	11%	3%
\$30,001-50,000	137	85%	14%	1%
\$50,001-70,000	74	87%	12%	1%
More than \$70,000	90	80%	17%	3%
ETHNICITY				
Pacific Island	17	100%	0%	0%
Maori	53	93%	7%	0%
Non Maori/Non PI	440	84%	14%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	389	86%	13%	1%
No	107	83%	14%	3%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	415	88%	11%	1%
Disagree	37	64%	31%	5%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	401	88%	11%	1%
Disagree	42	68%	28%	4%



STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	340	86%	13%	1%
Disagree	56	88%	9%	3%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	267	88%	11%	1%
Disagree	97	83%	14%	3%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	183	87%	12%	1%
No	324	84%	14%	2%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	131	87%	12%	1%
No	373	85%	14%	1%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	63	89%	8%	3%
No	443	85%	14%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	47	91%	9%	0%
No	460	85%	14%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	43	77%	21%	2%
No	461	86%	13%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	103	85%	14%	1%
No	401	85%	13%	2%
VISITED WEBSITES				
Whats My Number	88	95%	5%	0%
Powerswitch	64	96%	4%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	81%	19%	0%
No	27	74%	23%	3%

AWARENESS OF ADVERTISING - NEWSPAPER, MAGAZINE, PRINT MEDIA

I am going to describe a specific advertising campaign. In this campaign, people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead. A recent ad in the campaign shows the comedian Jackie Brown talking to a homemaker about how she could save by switching to a different power company. All the ads end by directing you to a website called [whatsmynumber.org.nz](http://whatsmynumber.org.nz). to find out the amount you could save. Please tell me if you have read, seen or heard this advertising In print such as in a newspaper or magazine easupp by ea6\_2

	Base	Yes	No	Unsure
ALL	508	19%	76%	5%
LOCATION				
Auckland	148	18%	75%	7%
Wellington	55	20%	77%	3%
Christchurch	62	16%	80%	4%
Provincial	242	20%	76%	4%
Rural	92	11%	86%	3%
North Is	369	20%	76%	4%
South Is	139	18%	77%	5%
SEX				
Male	234	18%	77%	5%
Female	274	20%	76%	4%
AGE GROUP				
Under 30	66	18%	79%	3%
30-44	159	19%	78%	3%
45-59	148	21%	74%	5%
60 Plus	135	18%	75%	7%
OCCUPATION				
Professionals, Managers	164	18%	79%	3%
Technicians, Trade workers	37	13%	87%	0%
Community, Personal service workers	33	22%	75%	3%
Clerks, Admin & Sales	55	20%	72%	8%
Blue collar	49	25%	65%	10%
Students	18	16%	84%	0%
Retired	85	21%	72%	7%
Homemaker	26	28%	72%	0%
Not employed	26	15%	79%	6%
Self employed	12	8%	92%	0%
PERSONAL INCOME				
Less than \$15,000	66	21%	75%	4%
\$15,001-30,000	91	17%	79%	4%
\$30,001-50,000	137	17%	76%	7%
\$50,001-70,000	74	23%	72%	5%
More than \$70,000	90	18%	78%	4%
ETHNICITY				
Pacific Island	17	29%	66%	5%
Maori	53	22%	75%	3%
Non Maori/Non PI	440	18%	77%	5%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	389	19%	76%	5%
No	107	19%	79%	2%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	415	19%	77%	4%
Disagree	37	24%	69%	7%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	401	20%	75%	5%
Disagree	42	11%	89%	0%

STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	340	21%	74%	5%
Disagree	56	20%	80%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	267	20%	75%	5%
Disagree	97	21%	77%	2%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	183	22%	73%	5%
No	324	17%	78%	5%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	131	23%	71%	6%
No	373	18%	78%	4%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	63	29%	63%	8%
No	443	18%	78%	4%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	47	38%	55%	7%
No	460	17%	79%	4%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	43	34%	60%	6%
No	461	18%	78%	4%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	103	20%	76%	4%
No	401	19%	76%	5%
VISITED WEBSITES				
Whats My Number	88	29%	64%	7%
Powerswitch	64	32%	60%	8%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	46%	36%	18%
No	27	25%	75%	0%

AWARENESS OF ADVERTISING - ON A BUS BACK

I am going to describe a specific advertising campaign. In this campaign, people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead. A recent ad in the campaign shows the comedian Jackie Brown talking to a homemaker about how she could save by switching to a different power company. All the ads end by directing you to a website called [whatsmynumber.org.nz](http://whatsmynumber.org.nz). to find out the amount you could save. Please tell me if you have read, seen or heard this advertising  
On a bus back  
easupp by ea6\_3

	Base	Yes	No	Unsure
ALL	508	9%	88%	3%
LOCATION				
Auckland	148	13%	83%	4%
Wellington	55	15%	83%	2%
Christchurch	62	13%	83%	4%
Provincial	242	3%	94%	3%
Rural	92	3%	96%	1%
North Is	369	8%	88%	4%
South Is	139	8%	90%	2%
SEX				
Male	234	10%	87%	3%
Female	274	8%	89%	3%
AGE GROUP				
Under 30	66	15%	83%	2%
30-44	159	8%	89%	3%
45-59	148	8%	86%	6%
60 Plus	135	6%	93%	1%
OCCUPATION				
Professionals, Managers	164	5%	91%	4%
Technicians, Trade workers	37	3%	96%	1%
Community, Personal service workers	33	8%	88%	4%
Clerks, Admin & Sales	55	16%	84%	0%
Blue collar	49	19%	74%	7%
Students	18	5%	84%	11%
Retired	85	7%	92%	1%
Homemaker	26	9%	88%	3%
Not employed	26	13%	87%	0%
Self employed	12	8%	92%	0%
PERSONAL INCOME				
Less than \$15,000	66	4%	93%	3%
\$15,001-30,000	91	7%	90%	3%
\$30,001-50,000	137	13%	82%	5%
\$50,001-70,000	74	7%	91%	2%
More than \$70,000	90	6%	91%	3%
ETHNICITY				
Pacific Island	17	25%	75%	0%
Maori	53	11%	83%	6%
Non Maori/Non PI	440	7%	90%	3%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	389	8%	88%	4%
No	107	8%	91%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	415	9%	88%	3%
Disagree	37	6%	88%	6%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	401	8%	89%	3%
Disagree	42	12%	85%	3%

STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	340	8%	89%	3%
Disagree	56	9%	89%	2%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	267	6%	91%	3%
Disagree	97	8%	91%	1%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	183	6%	92%	2%
No	324	10%	86%	4%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	131	7%	91%	2%
No	373	9%	88%	3%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	63	7%	88%	5%
No	443	8%	89%	3%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	47	10%	86%	4%
No	460	8%	89%	3%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	43	16%	80%	4%
No	461	8%	89%	3%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	103	8%	86%	6%
No	401	9%	89%	2%
VISITED WEBSITES				
Whats My Number	88	13%	84%	3%
Powerswitch	64	10%	87%	3%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	31%	69%	0%
No	27	8%	85%	7%

AWARENESS OF ADVERTISING - A WEBSITE

I am going to describe a specific advertising campaign. In this campaign, people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead. A recent ad in the campaign shows the comedian Jackie Brown talking to a homemaker about how she could save by switching to a different power company. All the ads end by directing you to a website called [whatsmynumber.org.nz](http://whatsmynumber.org.nz). to find out the amount you could save. Please tell me if you have read, seen or heard this advertising

A website  
easupp by ea6\_4

	Base	Yes	No	Unsure
ALL	508	19%	79%	2%
LOCATION				
Auckland	148	19%	78%	3%
Wellington	55	24%	76%	0%
Christchurch	62	22%	77%	1%
Provincial	242	17%	81%	2%
Rural	92	14%	85%	1%
North Is	369	19%	79%	2%
South Is	139	18%	81%	1%
SEX				
Male	234	18%	80%	2%
Female	274	20%	79%	1%
AGE GROUP				
Under 30	66	41%	59%	0%
30-44	159	25%	72%	3%
45-59	148	12%	87%	1%
60 Plus	135	9%	89%	2%
OCCUPATION				
Professionals, Managers	164	22%	76%	2%
Technicians, Trade workers	37	24%	76%	0%
Community, Personal service workers	33	23%	77%	0%
Clerks, Admin & Sales	55	12%	85%	3%
Blue collar	49	20%	80%	0%
Students	18	37%	63%	0%
Retired	85	10%	88%	2%
Homemaker	26	16%	81%	3%
Not employed	26	22%	74%	4%
Self employed	12	15%	85%	0%
PERSONAL INCOME				
Less than \$15,000	66	17%	82%	1%
\$15,001-30,000	91	20%	79%	1%
\$30,001-50,000	137	19%	80%	1%
\$50,001-70,000	74	24%	73%	3%
More than \$70,000	90	15%	82%	3%
ETHNICITY				
Pacific Island	17	26%	70%	4%
Maori	53	27%	73%	0%
Non Maori/Non PI	440	17%	81%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	389	20%	78%	2%
No	107	17%	83%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	415	21%	77%	2%
Disagree	37	22%	78%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	401	21%	77%	2%
Disagree	42	20%	80%	0%

STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	340	21%	77%	2%
Disagree	56	24%	76%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	267	24%	74%	2%
Disagree	97	8%	91%	1%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	183	28%	71%	1%
No	324	14%	84%	2%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	131	34%	65%	1%
No	373	14%	84%	2%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	63	24%	76%	0%
No	443	18%	80%	2%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	47	30%	70%	0%
No	460	18%	80%	2%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	43	29%	71%	0%
No	461	18%	80%	2%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	103	24%	75%	1%
No	401	18%	80%	2%
VISITED WEBSITES				
Whats My Number	88	59%	41%	0%
Powerswitch	64	65%	35%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	50%	50%	0%
No	27	17%	83%	0%

AWARENESS OF ADVERTISING - A BILLBOARD

I am going to describe a specific advertising campaign. In this campaign, people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead. A recent ad in the campaign shows the comedian Jackie Brown talking to a homemaker about how she could save by switching to a different power company. All the ads end by directing you to a website called [whatsmynumber.org.nz](http://whatsmynumber.org.nz). to find out the amount you could save. Please tell me if you have read, seen or heard this advertising

A billboard  
easupp by ea6\_5

	Base	Yes	No	Unsure
ALL	508	6%	91%	3%
LOCATION				
Auckland	148	9%	86%	5%
Wellington	55	10%	89%	1%
Christchurch	62	9%	84%	7%
Provincial	242	3%	96%	1%
Rural	92	3%	96%	1%
North Is	369	6%	91%	3%
South Is	139	6%	90%	4%
SEX				
Male	234	7%	90%	3%
Female	274	6%	91%	3%
AGE GROUP				
Under 30	66	15%	85%	0%
30-44	159	6%	90%	4%
45-59	148	3%	92%	5%
60 Plus	135	6%	92%	2%
OCCUPATION				
Professionals, Managers	164	3%	93%	4%
Technicians, Trade workers	37	3%	92%	5%
Community, Personal service workers	33	13%	87%	0%
Clerks, Admin & Sales	55	7%	92%	1%
Blue collar	49	10%	87%	3%
Students	18	8%	82%	10%
Retired	85	6%	94%	0%
Homemaker	26	4%	93%	3%
Not employed	26	20%	77%	3%
Self employed	12	0%	89%	11%
PERSONAL INCOME				
Less than \$15,000	66	9%	86%	5%
\$15,001-30,000	91	5%	94%	1%
\$30,001-50,000	137	5%	92%	3%
\$50,001-70,000	74	10%	88%	2%
More than \$70,000	90	3%	91%	6%
ETHNICITY				
Pacific Island	17	31%	69%	0%
Maori	53	15%	84%	1%
Non Maori/Non PI	440	5%	92%	3%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	389	7%	90%	3%
No	107	7%	91%	2%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	415	7%	90%	3%
Disagree	37	4%	88%	8%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	401	6%	91%	3%
Disagree	42	6%	92%	2%



STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	340	6%	91%	3%
Disagree	56	6%	92%	2%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	267	6%	91%	3%
Disagree	97	7%	90%	3%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	183	6%	87%	7%
No	324	6%	93%	1%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	131	8%	86%	6%
No	373	6%	92%	2%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	63	12%	83%	5%
No	443	5%	92%	3%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	47	11%	84%	5%
No	460	6%	91%	3%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	43	15%	73%	12%
No	461	6%	92%	2%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	103	5%	91%	4%
No	401	7%	90%	3%
VISITED WEBSITES				
Whats My Number	88	13%	85%	2%
Powerswitch	64	15%	81%	4%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	28%	56%	16%
No	27	9%	82%	9%

AWARENESS OF ADVERTISING - ON THE RADIO

I am going to describe a specific advertising campaign. In this campaign, people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead. A recent ad in the campaign shows the comedian Jackie Brown talking to a homemaker about how she could save by switching to a different power company. All the ads end by directing you to a website called [whatsmynumber.org.nz](http://whatsmynumber.org.nz). to find out the amount you could save. Please tell me if you have read, seen or heard this advertising  
 On the Radio  
 easupp by ea6\_6

	Base	Yes	No	Unsure
ALL	508	18%	79%	3%
LOCATION				
Auckland	148	20%	78%	2%
Wellington	55	5%	93%	2%
Christchurch	62	22%	73%	5%
Provincial	242	20%	78%	2%
Rural	92	19%	77%	4%
North Is	369	17%	81%	2%
South Is	139	21%	75%	4%
SEX				
Male	234	19%	78%	3%
Female	274	18%	80%	2%
AGE GROUP				
Under 30	66	32%	65%	3%
30-44	159	22%	75%	3%
45-59	148	14%	83%	3%
60 Plus	135	13%	85%	2%
OCCUPATION				
Professionals, Managers	164	15%	82%	3%
Technicians, Trade workers	37	32%	66%	2%
Community, Personal service workers	33	24%	76%	0%
Clerks, Admin & Sales	55	3%	95%	2%
Blue collar	49	33%	61%	6%
Students	18	23%	77%	0%
Retired	85	16%	84%	0%
Homemaker	26	15%	78%	7%
Not employed	26	21%	76%	3%
Self employed	12	19%	81%	0%
PERSONAL INCOME				
Less than \$15,000	66	15%	81%	4%
\$15,001-30,000	91	17%	82%	1%
\$30,001-50,000	137	25%	74%	1%
\$50,001-70,000	74	14%	80%	6%
More than \$70,000	90	16%	80%	4%
ETHNICITY				
Pacific Island	17	26%	69%	5%
Maori	53	20%	78%	2%
Non Maori/Non PI	440	18%	80%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	389	20%	77%	3%
No	107	13%	85%	2%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	415	19%	78%	3%
Disagree	37	18%	80%	2%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	401	20%	77%	3%
Disagree	42	12%	88%	0%

STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	340	20%	77%	3%
Disagree	56	22%	76%	2%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	267	22%	75%	3%
Disagree	97	11%	87%	2%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	183	23%	73%	4%
No	324	16%	83%	1%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	131	23%	72%	5%
No	373	16%	82%	2%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	63	23%	73%	4%
No	443	18%	80%	2%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	47	24%	74%	2%
No	460	18%	80%	2%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	43	28%	70%	2%
No	461	18%	80%	2%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	103	20%	80%	0%
No	401	18%	79%	3%
VISITED WEBSITES				
Whats My Number	88	18%	76%	6%
Powerswitch	64	22%	69%	9%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	41%	54%	5%
No	27	22%	78%	0%

OVERALL PROMPTED AD AWARENESS - BILL PAYERS

easupp by ea6b

	Base	Yes	No
ALL	619	72%	28%
LOCATION			
Auckland	190	68%	32%
Wellington	66	68%	32%
Christchurch	69	82%	18%
Provincial	294	74%	26%
Rural	110	76%	24%
North Is	465	69%	31%
South Is	153	82%	18%
SEX			
Male	292	69%	31%
Female	327	76%	24%
AGE GROUP			
Under 30	82	75%	25%
30-44	198	74%	26%
45-59	177	75%	25%
60 Plus	161	66%	34%
OCCUPATION			
Professionals, Managers	198	75%	25%
Technicians, Trade workers	42	73%	27%
Community, Personal service workers	42	72%	28%
Clerks, Admin & Sales	65	79%	21%
Blue collar	59	77%	23%
Students	21	79%	21%
Retired	105	63%	37%
Homemaker	36	61%	39%
Not employed	32	74%	26%
Self employed	15	75%	25%
PERSONAL INCOME			
Less than \$15,000	82	76%	24%
\$15,001-30,000	108	77%	23%
\$30,001-50,000	157	76%	24%
\$50,001-70,000	91	73%	27%
More than \$70,000	120	64%	36%
ETHNICITY			
Pacific Island	20	85%	15%
Maori	66	76%	24%
Non Maori/Non PI	535	72%	28%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER			
Yes	467	74%	26%
No	133	70%	30%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER			
Agree	501	75%	25%
Disagree	44	56%	44%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER			
Agree	488	74%	26%
Disagree	51	59%	41%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER			
Agree	412	73%	27%
Disagree	68	76%	24%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER			
Agree	314	77%	23%
Disagree	120	71%	29%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)			
Yes	213	78%	22%
No	406	69%	31%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)			
Yes	152	77%	23%
No	461	71%	29%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)			
Yes	78	75%	25%
No	539	72%	28%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)			
Yes	59	72%	28%
No	559	72%	28%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)			
Yes	51	69%	31%
No	563	73%	27%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)			
Yes	123	73%	27%
No	492	72%	28%
VISITED WEBSITES			
Whats My Number	88	97%	3%
Powerswitch	64	99%	1%
SWITCHED BECAUSE OF ADVERTISING			
Yes	18	77%	23%
No	33	63%	37%

OVERALL PROMPTED AD AWARENESS - THOSE WHO DIDN'T MENTION WHAT'S MY NUMBER

easupp by ea6c

	Base	Yes	No
ALL	547	70%	30%
LOCATION			
Auckland	169	65%	35%
Wellington	54	65%	35%
Christchurch	64	81%	19%
Provincial	261	71%	29%
Rural	100	74%	26%
North Is	411	66%	34%
South Is	136	80%	20%
SEX			
Male	259	66%	34%
Female	288	73%	27%
AGE GROUP			
Under 30	65	71%	29%
30-44	166	71%	29%
45-59	159	72%	28%
60 Plus	157	66%	34%
OCCUPATION			
Professionals, Managers	172	72%	28%
Technicians, Trade workers	35	75%	25%
Community, Personal service workers	38	70%	30%
Clerks, Admin & Sales	53	75%	25%
Blue collar	53	75%	25%
Students	18	75%	25%
Retired	102	62%	38%
Homemaker	30	56%	44%
Not employed	30	72%	28%
Self employed	13	71%	29%
PERSONAL INCOME			
Less than \$15,000	70	73%	27%
\$15,001-30,000	98	74%	26%
\$30,001-50,000	135	73%	27%
\$50,001-70,000	82	70%	30%
More than \$70,000	107	61%	39%
ETHNICITY			
Pacific Island	19	85%	15%
Maori	62	75%	25%
Non Maori/Non PI	467	69%	31%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER			
Yes	405	71%	29%
No	124	68%	32%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER			
Agree	442	73%	27%
Disagree	37	51%	49%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER			
Agree	430	72%	28%
Disagree	41	51%	49%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER			
Agree	359	70%	30%
Disagree	59	74%	26%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER			
Agree	267	74%	26%
Disagree	108	70%	30%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)			
Yes	178	76%	24%
No	369	67%	33%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)			
Yes	121	72%	28%
No	420	69%	31%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)			
Yes	67	71%	29%
No	478	70%	30%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)			
Yes	47	67%	33%
No	499	70%	30%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)			
Yes	44	68%	32%
No	498	70%	30%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)			
Yes	101	70%	30%
No	442	70%	30%
VISITED WEBSITES			
Whats My Number	56	100%	0%
Powerswitch	45	100%	0%
SWITCHED BECAUSE OF ADVERTISING			
Yes	12	81%	19%
No	31	61%	39%

## WEBSITE VISITATION - WHATSMYNUMBER.ORG.NZ

As a result of this advertisement, did you:

Visit the website [whatsmynumber.org.nz](http://whatsmynumber.org.nz)  
easupp by ea7\_1

	Base	Yes	No	Unsure
ALL	453	20%	80%	0%
LOCATION				
Auckland	131	22%	78%	0%
Wellington	47	26%	74%	0%
Christchurch	57	24%	74%	2%
Provincial	219	16%	84%	0%
Rural	85	9%	91%	0%
North Is	327	19%	81%	0%
South Is	126	20%	79%	1%
SEX				
Male	204	15%	85%	0%
Female	249	23%	77%	0%
AGE GROUP				
Under 30	63	26%	74%	0%
30-44	149	27%	72%	1%
45-59	133	13%	87%	0%
60 Plus	107	12%	87%	1%
OCCUPATION				
Professionals, Managers	149	22%	78%	0%
Technicians, Trade workers	34	28%	72%	0%
Community, Personal service workers	30	19%	81%	0%
Clerks, Admin & Sales	51	15%	83%	2%
Blue collar	46	12%	88%	0%
Students	17	36%	64%	0%
Retired	66	13%	86%	1%
Homemaker	23	26%	74%	0%
Not employed	23	17%	83%	0%
Self employed	11	16%	84%	0%
PERSONAL INCOME				
Less than \$15,000	63	14%	86%	0%
\$15,001-30,000	83	22%	77%	1%
\$30,001-50,000	122	17%	82%	1%
\$50,001-70,000	66	25%	75%	0%
More than \$70,000	78	17%	83%	0%
ETHNICITY				
Pacific Island	17	15%	85%	0%
Maori	51	16%	84%	0%
Non Maori/Non PI	388	20%	80%	0%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	350	20%	80%	0%
No	93	19%	81%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	382	20%	79%	1%
Disagree	26	24%	76%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	367	20%	79%	1%
Disagree	31	24%	76%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	305	20%	80%	0%
Disagree	53	28%	72%	0%



STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	244	23%	76%	1%
Disagree	88	14%	85%	1%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	170	25%	74%	1%
No	284	16%	84%	0%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	118	41%	58%	1%
No	332	12%	88%	0%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	59	25%	73%	2%
No	393	19%	81%	0%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	44	37%	63%	0%
No	409	18%	82%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	37	33%	67%	0%
No	414	18%	81%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	93	28%	72%	0%
No	357	18%	82%	0%
VISITED WEBSITES				
Whats My Number	88	100%	0%	0%
Powerswitch	64	78%	21%	1%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	49%	51%	0%
No	21	22%	78%	0%

## WEBSITE VISITATION - POWERSWITCH.CO.NZ

As a result of this advertisement, did you:

Visit the website powerswitch.co.nz  
easupp by ea7\_2

	Base	Yes	No	Unsure
ALL	453	14%	84%	2%
LOCATION				
Auckland	131	13%	84%	3%
Wellington	47	23%	77%	0%
Christchurch	57	11%	86%	3%
Provincial	219	14%	86%	0%
Rural	85	8%	92%	0%
North Is	327	15%	83%	2%
South Is	126	12%	87%	1%
SEX				
Male	204	13%	86%	1%
Female	249	15%	83%	2%
AGE GROUP				
Under 30	63	21%	79%	0%
30-44	149	19%	78%	3%
45-59	133	9%	91%	0%
60 Plus	107	10%	88%	2%
OCCUPATION				
Professionals, Managers	149	15%	84%	1%
Technicians, Trade workers	34	16%	82%	2%
Community, Personal service workers	30	19%	81%	0%
Clerks, Admin & Sales	51	16%	82%	2%
Blue collar	46	14%	86%	0%
Students	17	16%	84%	0%
Retired	66	13%	86%	1%
Homemaker	23	12%	84%	4%
Not employed	23	4%	90%	6%
Self employed	11	23%	77%	0%
PERSONAL INCOME				
Less than \$15,000	63	10%	88%	2%
\$15,001-30,000	83	18%	81%	1%
\$30,001-50,000	122	14%	85%	1%
\$50,001-70,000	66	16%	83%	1%
More than \$70,000	78	12%	87%	1%
ETHNICITY				
Pacific Island	17	0%	100%	0%
Maori	51	14%	86%	0%
Non Maori/Non PI	388	15%	83%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	350	15%	84%	1%
No	93	12%	85%	3%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	382	15%	84%	1%
Disagree	26	20%	80%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	367	15%	84%	1%
Disagree	31	26%	68%	6%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	305	16%	83%	1%
Disagree	53	20%	78%	2%

STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	244	18%	81%	1%
Disagree	88	11%	86%	3%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	170	22%	77%	1%
No	284	10%	88%	2%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	118	27%	71%	2%
No	332	10%	89%	1%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	59	25%	73%	2%
No	393	13%	86%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	44	31%	69%	0%
No	409	12%	86%	2%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	37	28%	72%	0%
No	414	13%	85%	2%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	93	24%	74%	2%
No	357	12%	87%	1%
VISITED WEBSITES				
Whats My Number	88	57%	39%	4%
Powerswitch	64	100%	0%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	44%	56%	0%
No	21	18%	82%	0%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS

Within the last three months have you:

Discussed electricity options with others  
easupp by ea4\_1

	Base	Yes	No	Unsure
ALL	619	34%	66%	0%
LOCATION				
Auckland	190	37%	63%	0%
Wellington	66	30%	70%	0%
Christchurch	69	40%	60%	0%
Provincial	294	33%	67%	0%
Rural	110	27%	73%	0%
North Is	465	35%	65%	0%
South Is	153	32%	68%	0%
SEX				
Male	292	33%	67%	0%
Female	327	36%	64%	0%
AGE GROUP				
Under 30	82	32%	68%	0%
30-44	198	35%	65%	0%
45-59	177	34%	66%	0%
60 Plus	161	35%	65%	0%
OCCUPATION				
Professionals, Managers	198	36%	64%	0%
Technicians, Trade workers	42	30%	70%	0%
Community, Personal service workers	42	37%	63%	0%
Clerks, Admin & Sales	65	24%	76%	0%
Blue collar	59	36%	64%	0%
Students	21	54%	46%	0%
Retired	105	32%	68%	0%
Homemaker	36	41%	59%	0%
Not employed	32	39%	61%	0%
Self employed	15	34%	66%	0%
PERSONAL INCOME				
Less than \$15,000	82	41%	59%	0%
\$15,001-30,000	108	39%	61%	0%
\$30,001-50,000	157	32%	68%	0%
\$50,001-70,000	91	33%	67%	0%
More than \$70,000	120	35%	65%	0%
ETHNICITY				
Pacific Island	20	21%	79%	0%
Maori	66	39%	61%	0%
Non Maori/Non PI	535	34%	66%	0%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	467	38%	62%	0%
No	133	23%	77%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	501	36%	64%	0%
Disagree	44	30%	70%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	488	36%	64%	0%
Disagree	51	36%	64%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	412	39%	61%	0%
Disagree	68	32%	68%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	314	39%	61%	0%
Disagree	120	31%	69%	0%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	213	100%	0%	0%
No	406	0%	100%	0%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	152	69%	31%	0%
No	461	23%	77%	0%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	78	64%	36%	0%
No	539	30%	70%	0%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	59	77%	23%	0%
No	559	30%	70%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	51	64%	36%	0%
No	563	31%	69%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	123	42%	58%	0%
No	492	33%	67%	0%
VISITED WEBSITES				
Whats My Number	88	48%	52%	0%
Powerswitch	64	57%	43%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	18	65%	35%	0%
No	33	62%	38%	0%

CHECKED POTENTIAL SAVINGS WITH OTHER PROVIDERS

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  
 easupp by ea4\_2

	Base	Yes	No	Unsure
ALL	619	24%	75%	1%
LOCATION				
Auckland	190	32%	67%	1%
Wellington	66	20%	80%	0%
Christchurch	69	29%	71%	0%
Provincial	294	19%	79%	2%
Rural	110	22%	77%	1%
North Is	465	24%	75%	1%
South Is	153	25%	74%	1%
SEX				
Male	292	23%	76%	1%
Female	327	25%	74%	1%
AGE GROUP				
Under 30	82	21%	79%	0%
30-44	198	23%	77%	0%
45-59	177	26%	73%	1%
60 Plus	161	26%	71%	3%
OCCUPATION				
Professionals, Managers	198	21%	78%	1%
Technicians, Trade workers	42	13%	87%	0%
Community, Personal service workers	42	31%	69%	0%
Clerks, Admin & Sales	65	21%	79%	0%
Blue collar	59	28%	70%	2%
Students	21	42%	58%	0%
Retired	105	26%	72%	2%
Homemaker	36	27%	71%	2%
Not employed	32	26%	71%	3%
Self employed	15	37%	63%	0%
PERSONAL INCOME				
Less than \$15,000	82	31%	66%	3%
\$15,001-30,000	108	28%	71%	1%
\$30,001-50,000	157	25%	74%	1%
\$50,001-70,000	91	17%	83%	0%
More than \$70,000	120	19%	81%	0%
ETHNICITY				
Pacific Island	20	42%	58%	0%
Maori	66	16%	81%	3%
Non Maori/Non PI	535	25%	74%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	467	26%	73%	1%
No	133	19%	80%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	501	26%	73%	1%
Disagree	44	22%	76%	2%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	488	26%	73%	1%
Disagree	51	26%	74%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	412	28%	71%	1%
Disagree	68	22%	77%	1%

STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	314	29%	70%	1%
Disagree	120	19%	81%	0%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	213	49%	50%	1%
No	406	11%	88%	1%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	152	100%	0%	0%
No	461	0%	100%	0%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	78	52%	48%	0%
No	539	20%	79%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	59	75%	25%	0%
No	559	19%	80%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	51	61%	37%	2%
No	563	21%	78%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	123	39%	60%	1%
No	492	21%	78%	1%
VISITED WEBSITES				
Whats My Number	88	56%	44%	0%
Powerswitch	64	50%	50%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	18	59%	41%	0%
No	33	62%	35%	3%

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  
easupp by ea4\_3

	Base	Yes	No	Unsure
ALL	619	13%	87%	0%
LOCATION				
Auckland	190	13%	87%	0%
Wellington	66	15%	85%	0%
Christchurch	69	10%	90%	0%
Provincial	294	12%	87%	1%
Rural	110	10%	89%	1%
North Is	465	13%	86%	1%
South Is	153	11%	89%	0%
SEX				
Male	292	11%	89%	0%
Female	327	14%	85%	1%
AGE GROUP				
Under 30	82	12%	88%	0%
30-44	198	15%	85%	0%
45-59	177	10%	90%	0%
60 Plus	161	12%	87%	1%
OCCUPATION				
Professionals, Managers	198	10%	90%	0%
Technicians, Trade workers	42	4%	96%	0%
Community, Personal service workers	42	4%	94%	2%
Clerks, Admin & Sales	65	16%	83%	1%
Blue collar	59	26%	74%	0%
Students	21	7%	93%	0%
Retired	105	14%	85%	1%
Homemaker	36	8%	92%	0%
Not employed	32	22%	78%	0%
Self employed	15	12%	88%	0%
PERSONAL INCOME				
Less than \$15,000	82	14%	86%	0%
\$15,001-30,000	108	16%	83%	1%
\$30,001-50,000	157	13%	87%	0%
\$50,001-70,000	91	8%	91%	1%
More than \$70,000	120	12%	88%	0%
ETHNICITY				
Pacific Island	20	8%	92%	0%
Maori	66	17%	83%	0%
Non Maori/Non PI	535	12%	87%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	467	13%	86%	1%
No	133	9%	90%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	501	14%	86%	0%
Disagree	44	9%	89%	2%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	488	14%	86%	0%
Disagree	51	7%	93%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	412	15%	85%	0%
Disagree	68	8%	92%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	314	13%	87%	0%
Disagree	120	13%	87%	0%



DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	213	23%	76%	1%
No	406	7%	93%	0%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	152	27%	73%	0%
No	461	8%	92%	0%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	78	100%	0%	0%
No	539	0%	100%	0%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	59	50%	50%	0%
No	559	9%	91%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	51	30%	70%	0%
No	563	11%	89%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	123	17%	82%	1%
No	492	12%	88%	0%
VISITED WEBSITES				
Whats My Number	88	17%	83%	0%
Powerswitch	64	22%	78%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	18	29%	71%	0%
No	33	31%	69%	0%

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  
 easupp by ea4\_4

	Base	Yes	No	Unsure
ALL	619	10%	90%	0%
LOCATION				
Auckland	190	14%	86%	0%
Wellington	66	6%	94%	0%
Christchurch	69	12%	88%	0%
Provincial	294	7%	93%	0%
Rural	110	8%	91%	1%
North Is	465	9%	91%	0%
South Is	153	11%	89%	0%
SEX				
Male	292	10%	90%	0%
Female	327	9%	91%	0%
AGE GROUP				
Under 30	82	15%	85%	0%
30-44	198	9%	90%	1%
45-59	177	9%	91%	0%
60 Plus	161	7%	93%	0%
OCCUPATION				
Professionals, Managers	198	8%	92%	0%
Technicians, Trade workers	42	3%	97%	0%
Community, Personal service workers	42	10%	88%	2%
Clerks, Admin & Sales	65	8%	92%	0%
Blue collar	59	17%	83%	0%
Students	21	18%	82%	0%
Retired	105	8%	92%	0%
Homemaker	36	9%	91%	0%
Not employed	32	15%	85%	0%
Self employed	15	11%	89%	0%
PERSONAL INCOME				
Less than \$15,000	82	16%	84%	0%
\$15,001-30,000	108	9%	90%	1%
\$30,001-50,000	157	9%	91%	0%
\$50,001-70,000	91	3%	97%	0%
More than \$70,000	120	10%	90%	0%
ETHNICITY				
Pacific Island	20	26%	74%	0%
Maori	66	7%	93%	0%
Non Maori/Non PI	535	9%	91%	0%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	467	12%	88%	0%
No	133	3%	97%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	501	11%	89%	0%
Disagree	44	5%	95%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	488	10%	90%	0%
Disagree	51	12%	88%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	412	12%	88%	0%
Disagree	68	11%	89%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	314	12%	88%	0%
Disagree	120	7%	93%	0%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	213	21%	78%	1%
No	406	3%	97%	0%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	152	29%	70%	1%
No	461	3%	97%	0%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	78	38%	62%	0%
No	539	5%	95%	0%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	59	100%	0%	0%
No	559	0%	100%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	51	47%	53%	0%
No	563	6%	94%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	123	23%	77%	0%
No	492	7%	93%	0%
VISITED WEBSITES				
Whats My Number	88	18%	82%	0%
Powerswitch	64	21%	79%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	18	49%	51%	0%
No	33	45%	55%	0%

SWITCHED ELECTRICITY SUPPLIER OR ARE JUST ABOUT TO SWITCH

Within the last three months have you:

Switched electricity supplier or are just about to switch  
easupp by ea4\_5

	Base	Yes	No	Unsure
ALL	619	8%	91%	1%
LOCATION				
Auckland	190	12%	88%	0%
Wellington	66	10%	90%	0%
Christchurch	69	16%	83%	1%
Provincial	294	4%	95%	1%
Rural	110	6%	93%	1%
North Is	465	8%	91%	1%
South Is	153	10%	90%	0%
SEX				
Male	292	9%	90%	1%
Female	327	8%	92%	0%
AGE GROUP				
Under 30	82	10%	90%	0%
30-44	198	10%	89%	1%
45-59	177	7%	91%	2%
60 Plus	161	6%	94%	0%
OCCUPATION				
Professionals, Managers	198	7%	92%	1%
Technicians, Trade workers	42	4%	96%	0%
Community, Personal service workers	42	15%	83%	2%
Clerks, Admin & Sales	65	3%	95%	2%
Blue collar	59	17%	81%	2%
Students	21	3%	97%	0%
Retired	105	7%	93%	0%
Homemaker	36	7%	93%	0%
Not employed	32	16%	84%	0%
Self employed	15	13%	87%	0%
PERSONAL INCOME				
Less than \$15,000	82	12%	88%	0%
\$15,001-30,000	108	5%	94%	1%
\$30,001-50,000	157	8%	90%	2%
\$50,001-70,000	91	6%	94%	0%
More than \$70,000	120	11%	88%	1%
ETHNICITY				
Pacific Island	20	26%	74%	0%
Maori	66	7%	90%	3%
Non Maori/Non PI	535	8%	91%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	467	10%	89%	1%
No	133	3%	96%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	501	9%	90%	1%
Disagree	44	8%	92%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	488	9%	90%	1%
Disagree	51	7%	89%	4%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	412	11%	88%	1%
Disagree	68	8%	91%	1%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	314	12%	88%	0%
Disagree	120	2%	96%	2%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	213	15%	83%	2%
No	406	5%	95%	0%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	152	21%	77%	2%
No	461	4%	95%	1%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	78	19%	81%	0%
No	539	7%	92%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	59	40%	60%	0%
No	559	5%	94%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	51	100%	0%	0%
No	563	0%	100%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	123	29%	71%	0%
No	492	3%	96%	1%
VISITED WEBSITES				
Whats My Number	88	14%	86%	0%
Powerswitch	64	16%	84%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	18	100%	0%	0%
No	33	100%	0%	0%

SWITCHED/SWITCHING BECAUSE OF WHAT'S MY NUMBER CAMPAIGN

Did you switch or are you thinking about switching as a result of the ad campaign "Whats my number?"

easupp by ea8

	Base	Yes	No	Unsure
ALL	51	34%	64%	2%
LOCATION				
Auckland	22	39%	61%	0%
Wellington	7	14%	86%	0%
Christchurch	11	23%	77%	0%
Provincial	11	51%	42%	7%
Rural	6	14%	86%	0%
North Is	36	36%	62%	2%
South Is	15	30%	70%	0%
SEX				
Male	26	40%	57%	3%
Female	25	29%	71%	0%
AGE GROUP				
Under 30	8	70%	30%	0%
30-44	20	28%	72%	0%
45-59	13	32%	68%	0%
60 Plus	10	24%	68%	8%
OCCUPATION				
Professionals, Managers	13	48%	46%	6%
Technicians, Trade workers	2	0%	100%	0%
Community, Personal service workers	6	11%	89%	0%
Clerks, Admin & Sales	2	51%	49%	0%
Blue collar	10	62%	38%	0%
Students	1	0%	100%	0%
Retired	7	24%	76%	0%
Homemaker	2	36%	64%	0%
Not employed	5	16%	84%	0%
Self employed	2	0%	100%	0%
PERSONAL INCOME				
Less than \$15,000	9	25%	75%	0%
\$15,001-30,000	6	45%	55%	0%
\$30,001-50,000	13	32%	68%	0%
\$50,001-70,000	5	18%	82%	0%
More than \$70,000	13	35%	59%	6%
ETHNICITY				
Pacific Island	5	64%	36%	0%
Maori	5	33%	67%	0%
Non Maori/Non PI	42	32%	66%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	45	34%	64%	2%
No	5	34%	66%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	45	34%	64%	2%
Disagree	4	21%	79%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	46	35%	63%	2%
Disagree	4	32%	68%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	44	36%	62%	2%
Disagree	5	33%	67%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	38	28%	70%	2%
Disagree	3	29%	71%	0%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	32	35%	63%	2%
No	18	34%	66%	0%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	31	33%	64%	3%
No	19	39%	61%	0%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	15	34%	66%	0%
No	36	35%	63%	2%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	24	36%	61%	3%
No	27	33%	67%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	51	34%	64%	2%
No	0	0%	0%	0%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	36	24%	76%	0%
No	14	64%	31%	5%
VISITED WEBSITES				
Whats My Number	12	62%	38%	0%
Powerswitch	10	64%	36%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	18	100%	0%	0%
No	33	0%	100%	0%