

Advertising Tracker

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

UMR Omnibus Results

October 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 3rd to the 8th October 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 $\pm 3.6\%$. Most questions in this survey are aimed at those responsible for paying the electricity bill in their household or having a say in who their electricity provider is. As this subgroup is made up of 627 people, the margin of error for this sample size for a 50% figure at the '95% confidence level' is $\pm 3.9\%$.

Executive summary

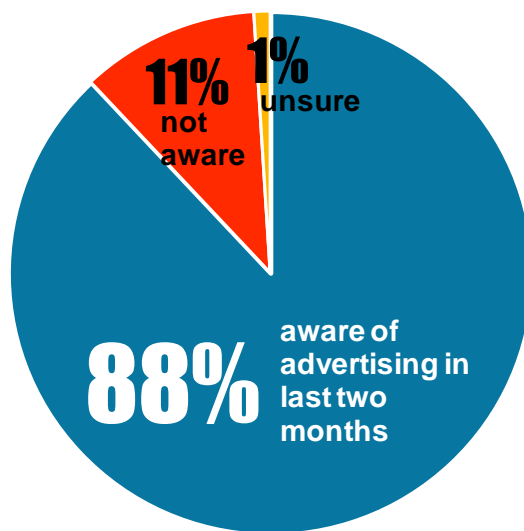
1. Advertising recall

1.1 Awareness of advertising

The vast majority of respondents (88%) could recall seeing or hearing advertising in the last two months that encourages people to switch – results identical to July, showing a consistent trend overall.

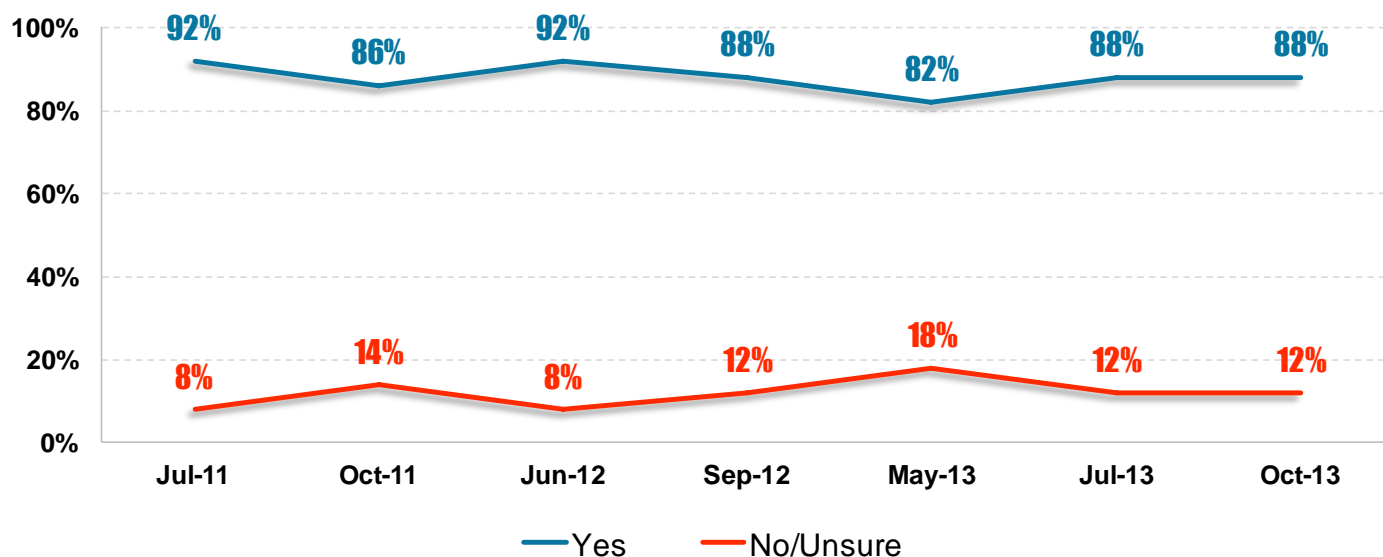
Those under the age of 30 were more likely to have seen the advertising (94%), as were white collar workers (94%) and those on lower personal incomes (92% of those earning \$30,000 or less annually). Females were significantly more likely to recall the advertising (91%) compared to males (85%).

Although care must be taken when interpreting small subgroups, the results indicate that awareness was lower in Christchurch (84%).



Base: Bill paying respondents (n=627)

Awareness of advertising



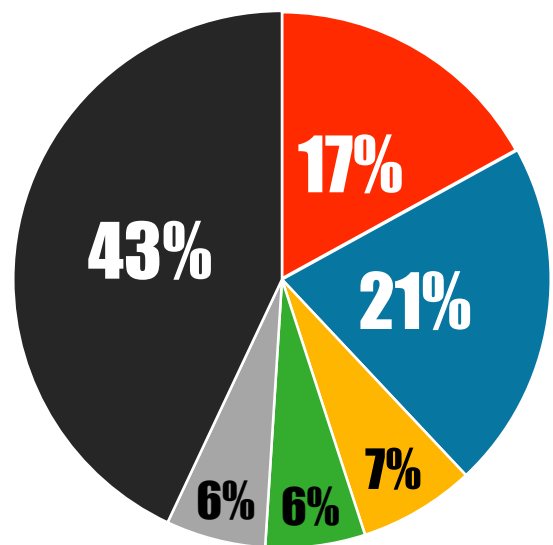
1.2 Campaign attribution

What's My Number has surpassed a 'power company' to become the most cited organisation behind the switching campaign this month (21%, up 2%), bringing it to the highest level of unprompted recollection since tracking began.

The proportion that cited a 'power company' fell to 17% (down 5%) and those that cited a 'website to help you change power company' fell to 7% (down 2%). Respondents that could specifically name Powerswitch increased to 6% (up 3%) and the proportion unsure who was behind the campaign remained steady at 43% (up 1%).

Similar to July, attribution of What's My Number to the campaign was higher among younger respondents (26% of those under 30 and 32% of those 30-44), those from Christchurch (28%) and those that had checked their potential annual savings in the past three months (29%). Those that had visited the What's My Number website were far more likely to cite What's My Number as the organisation behind the campaign (38%).

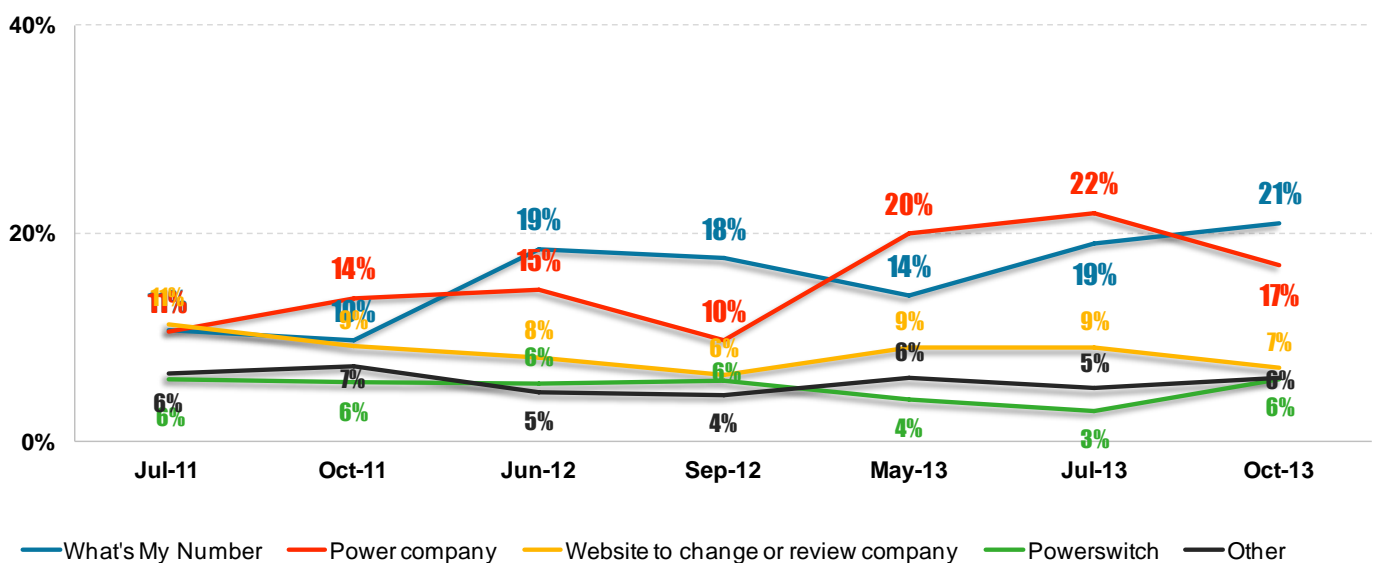
Older respondents were less likely to know What's My Number was behind the campaign (14% of those 45-59 and 10% of those 60 plus).



- 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=552)

Recall of organisation in advertising



1.3 Awareness of specific advertisements

Two advertisements were run during the latest tracking period – one featuring a ‘bear’ and one featuring ‘Jaquie Brown’.

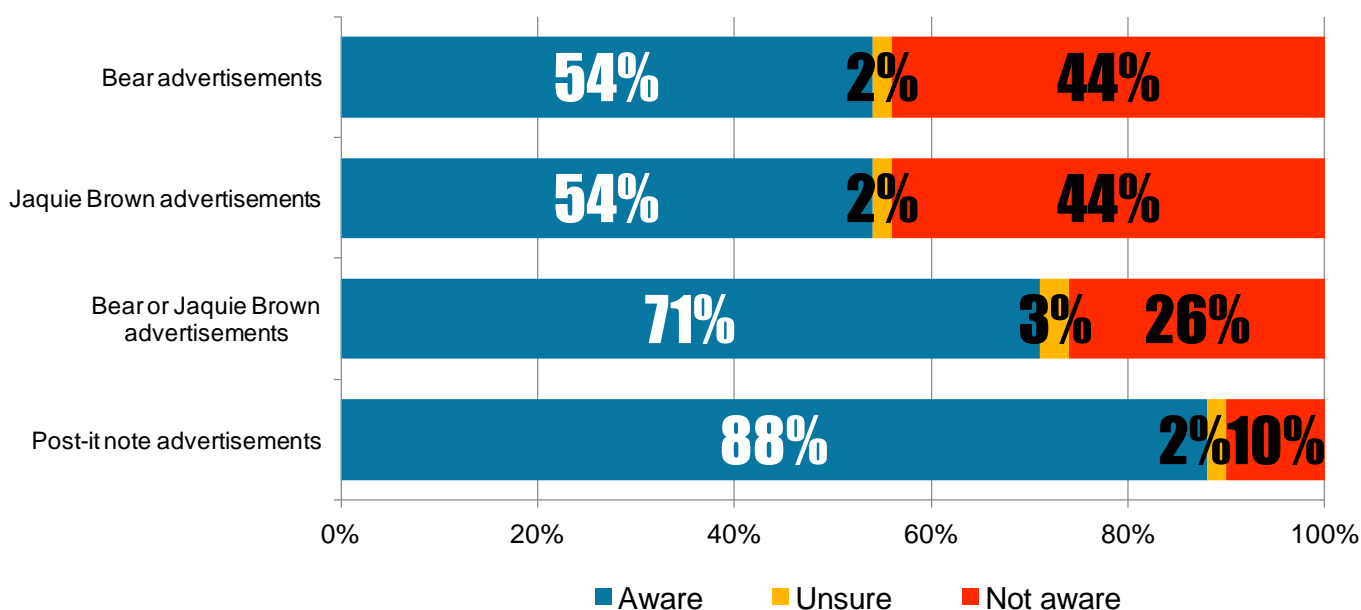
Overall, 71% of respondents that were aware of advertising in the past two months were able to recall either the ‘bear’ or ‘Jaquie Brown’ advertisements. However, a large majority (88%) continued to recall the post-it note campaign generally, maintaining a consistent trend for the overall What’s My Number campaign (down 2% from July).

Taken individually, the ‘bear’ and ‘Jaquie Brown’ advertisements both have the same level of awareness with 54% of bill payers that can recall having read, seen or heard these ads in the last two months. Although the same proportion was able to recollect each advertisement, they are made up of different types of respondents.

Respondents that recall the ‘bear’ advertisements were more likely to be younger (65% for under 30’s), from Christchurch (63%), white collar workers (63%), those that had contacted their existing supplier/ different supplier in the past three months to review their plan (67%/ 61%), and those that have visited the What’s My Number website (62%) and Powerswitch website (61%).

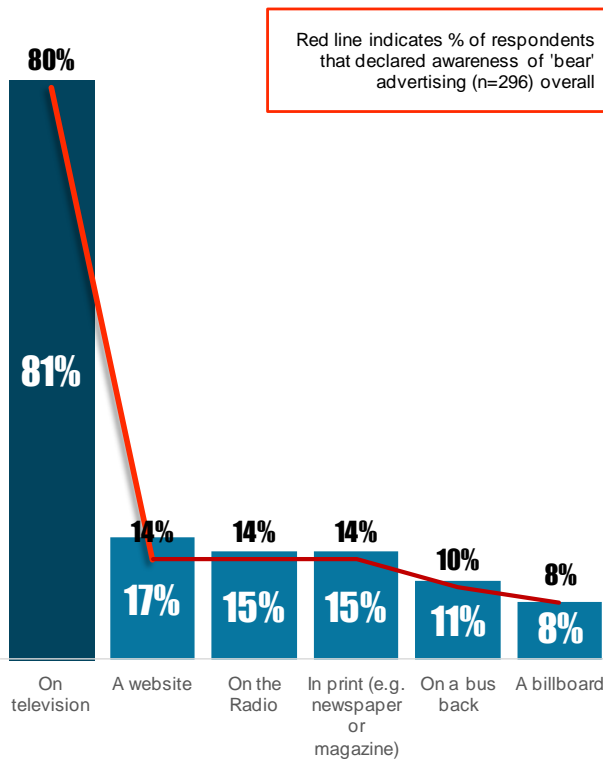
Respondents that recall the ‘Jaquie Brown’ advertisements showed less variation, however, females (59%) were more likely to recall the ad than males (48%), as were Aucklanders (59%), and those that had switched in the past 12 months (62%). While indicative due to small sample sizes, the ad also seemed stronger across homemakers (68%).

Respondents that had switched in the last three months were more likely to recall the ‘bear’ advertising when compared to the ‘Jaquie Brown’ advertisements (62% vs. 58%); however, those that had switched in the past 12 months were more likely to recall the ‘Jaquie Brown’ advertisements (62% vs. 55%).



Base: Respondents that have seen, read or heard advertising encouraging consumers to switch electricity providers in the past two months, n=552.

1.4 Channels driving awareness



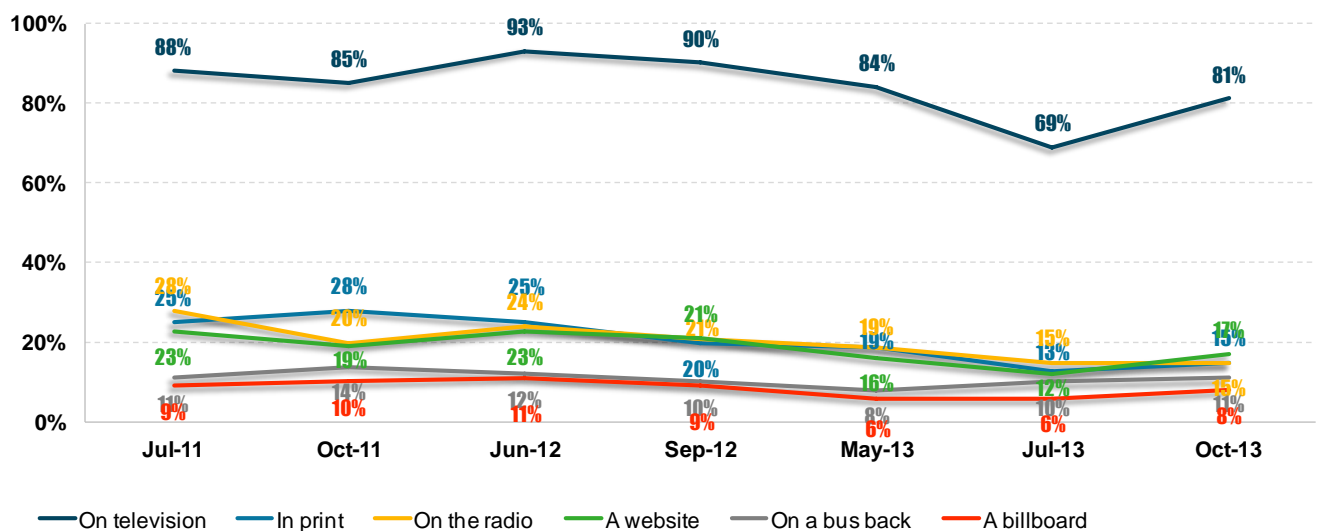
Base: Bill paying respondents that declared awareness of 'bear' advertising but didn't mention 'What's My Number'. (n=225)

Although overall awareness of the specific What's My Number campaign executions decreased slightly this month, those that were aware were more likely to report having seen the advertisements across various forms of media. When measuring awareness of the 'bear' advertisements across communications channels, increases were seen across the board in comparison to July measures. Measures were not taken for the 'Jaquie Brown' advertisement as this was only shown on television.

Television remains the dominant channel for raising awareness of the campaign with 81% reporting having seen the 'bear' advertisement on television, up 12% from July but still slightly below measures recorded in previous surveys for the post-it campaign.

All other channels were recalled by far lower proportions with almost one in five recalling websites (17%), closely followed by the radio (15%) and in print (15%). Similar to previous surveys, buses and billboards were the least cited sources (11% and 8% respectively).

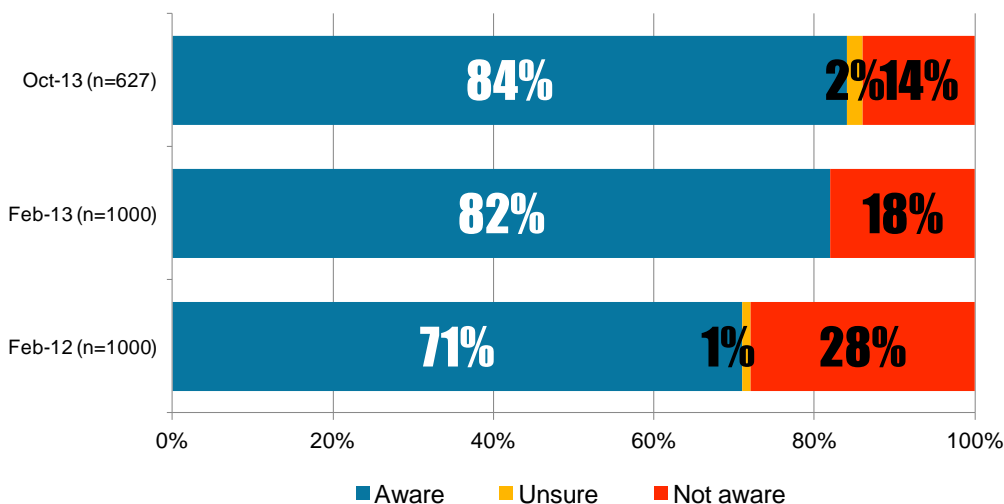
Awareness of advertising



Note: Awareness across media channels in July and October 2013 relates only to the latest 'bear' advertising while ratings prior to this related to the general 'post-it note' advertising.

1.5 Overall awareness of post-it note campaign

Bill payer's awareness of the overall post-it note campaign has been measured in previous surveys. Awareness has slowly increased since tracking began in early 2012, rising 2 points in the latest results.



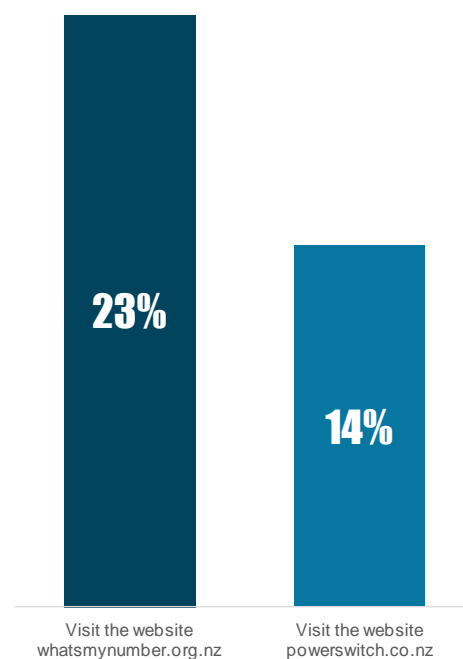
2. Campaign effectiveness

2.1 Website visitations

Visits to the What's My Number website have increased this month with almost a quarter (23%, up 6%) that were aware of the advertising having visited it – the best result this year. Visits to Powerswitch were lower in comparison and remained steady from July (14%, up 2%).

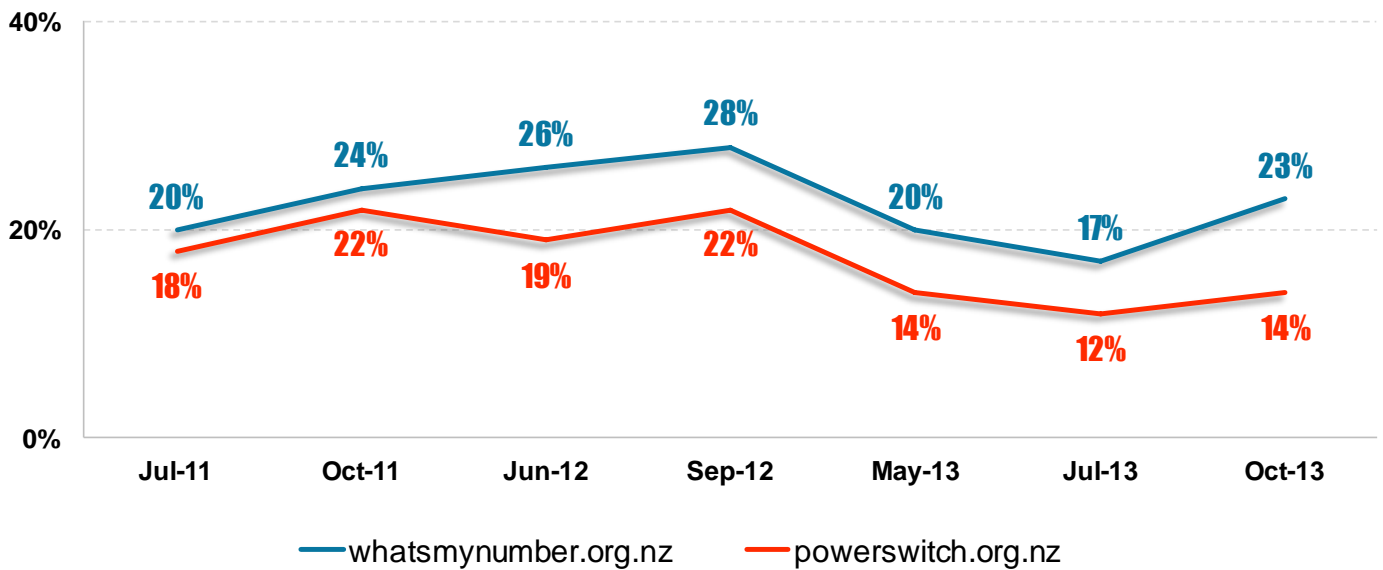
Visits to the What's My Number website were higher among younger respondents (34% of those under 30) and those earning between \$30,000 and \$70,000 annually (30%). They were also higher among those who believe you can save money by switching electricity providers (30%), switched suppliers in the past three months (37%), contacted their existing (37%) and different (41%) energy suppliers in the past three months to review their plan and those who checked their potential annual savings if they were to change in the past three months (49%).

Respondents that had visited one website were more likely to have visited the other. Three quarters that visited Powerswitch had visited the What's My Number website and 48% of those that visited the What's My Number website had visited the Powerswitch website.



Base: Bill paying respondents that were aware of the 'What's My Number' advertising prompted and unprompted, (n=547)

Website visitation

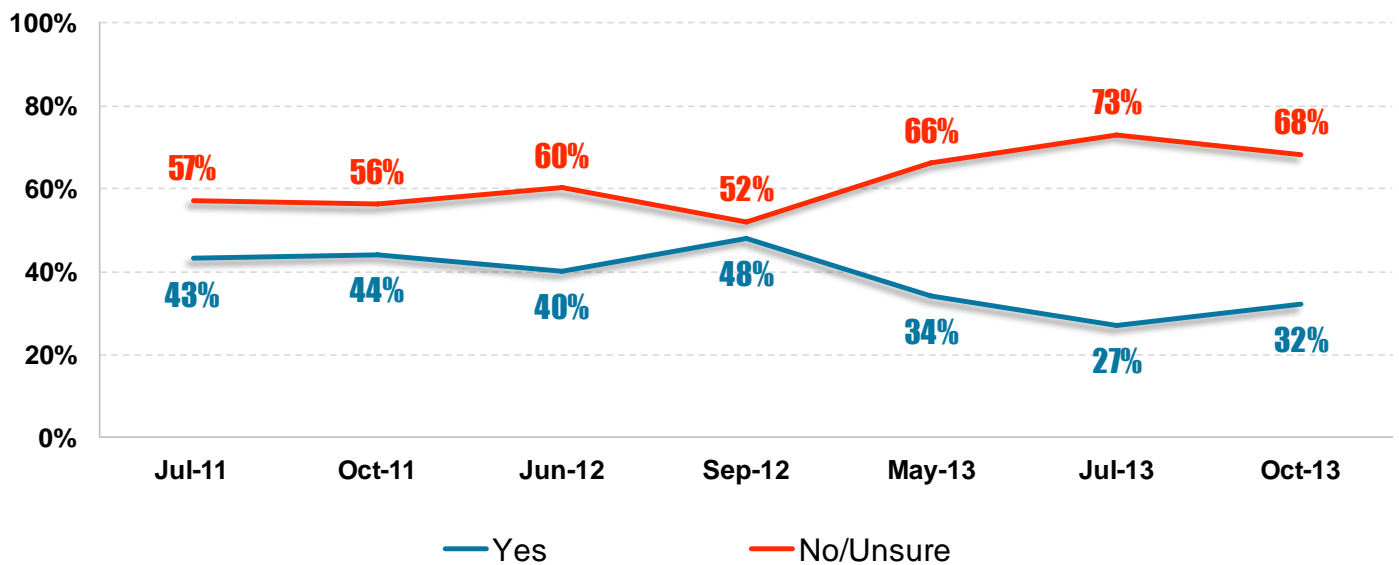


2.2 Switching as a result of the campaign

Of those that had switched in the last three months or were about to do so (n=71), almost a third (32%) said it was because of What's My Number, recovering 5% from July 2013 – the month with the lowest result since tracking began.

Over twice as many did not attribute their switch to the campaign or were unsure (68%).

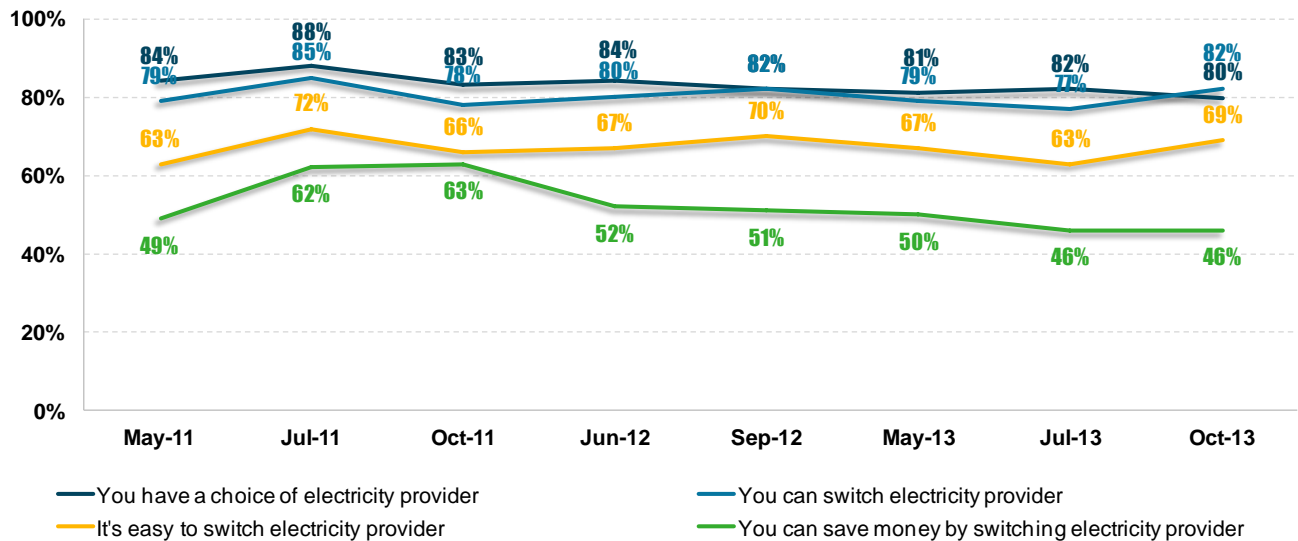
Switched/Switching because of What's My Number campaign



3. Attitudes toward switching

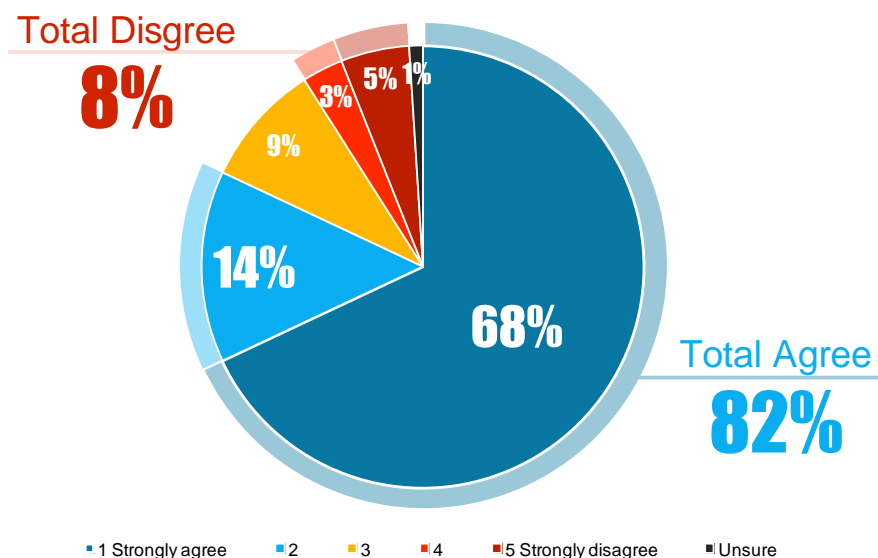
Overall, attitudes towards switching were more positive in October when compared to July. Two of the Electricity Authority’s key measures to assess propensity to switch increased from July and another two remained steady. Those between 30 and 44 years of age, that had visited the What’s My Number or Powerswitch websites and those that had switched in the past 12 months were more likely to agree with statements testing attitudes towards switching. Those that agreed with any one statement were also more likely to agree with any other statement.

Attitudes toward switching - total agree (1+2)



3.1 Ability to switch provider

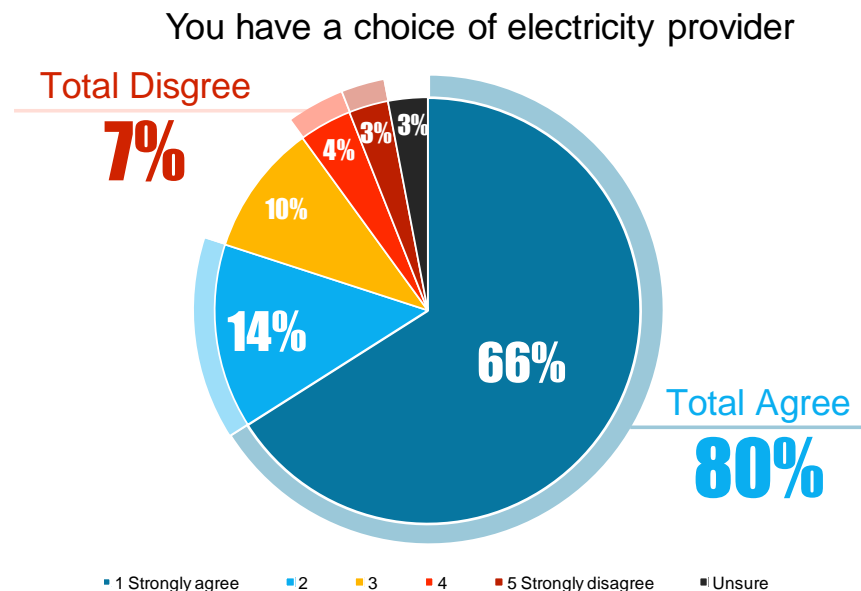
You can switch electricity provider



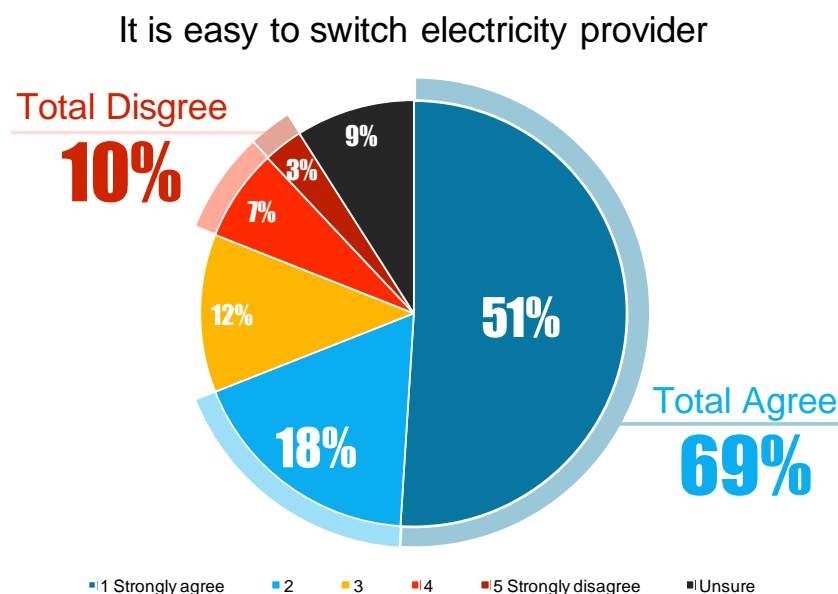
This statement increased by 5% from July with a large majority (82%) now agreeing they ‘can switch electricity provider’, making it the most agreeable of all four statements testing attitudes towards switching. Only 8% disagreed with this statement.

3.2 Choice of provider

Maintaining a trend consistent with previous surveys, a majority (80%) agreed that they 'have a choice of electricity provider' (down 2%). Those from Wellington (87%) and those between 30 and 59 years of age (85%) were more likely to agree with this statement.



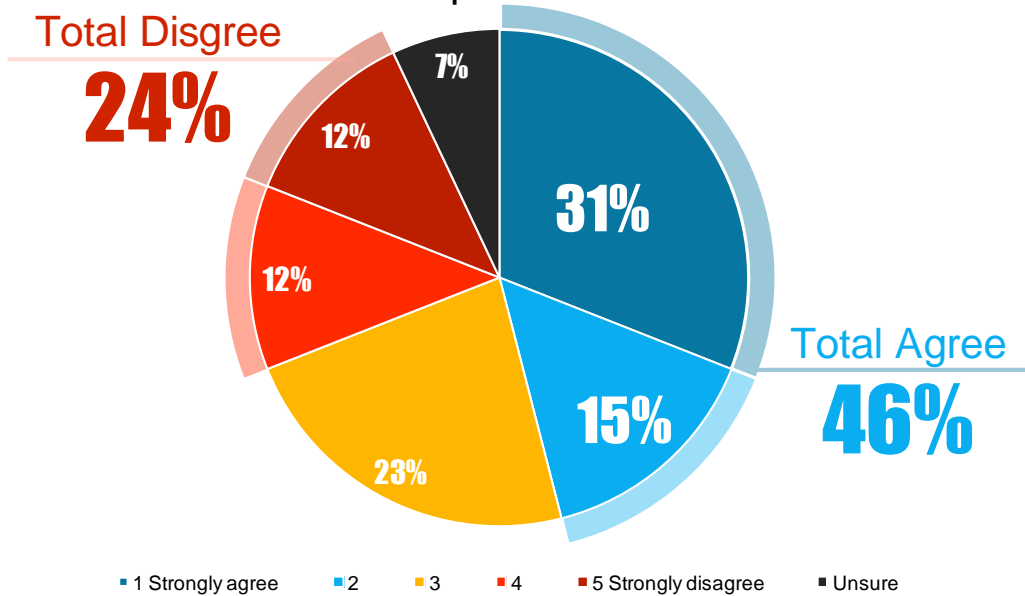
3.3 Easy to switch provider



The level of agreement for those that thought it was 'easy to switch electricity provider' improved the most compared to the other statements from July with an increase of 6% to 69%. Those from Christchurch (75%) and those earning more than \$70,000 a year (74%) were more likely to agree with this statement.

3.4 Saving money by switching provider

You can save money by switching electricity provider



Similar to July, just under half (46%) of respondents agreed you can save money by switching electricity provider and 24% disagreed, making it the least agreeable statement tested by a margin.

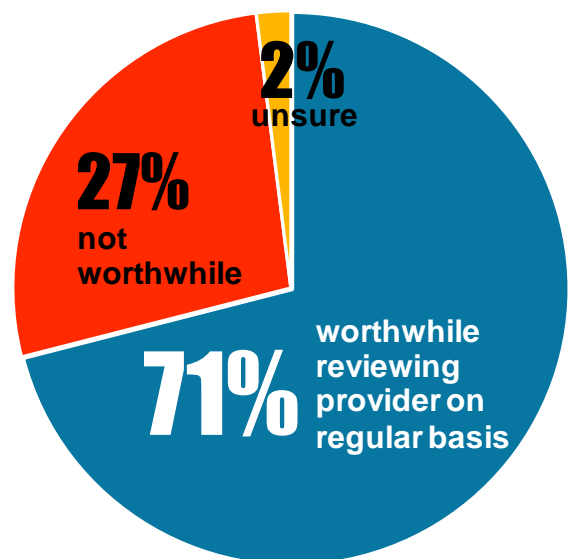
Respondents under 45 years of age (54%) were more likely to agree with this statement. Those that checked the potential annual savings if they were to change (56%), had contacted a different energy supplier in the last three months (62%), that visited the Powerswitch (57%) or What's My Number (63%) websites and those that switched in the last three months (57%) or in the last 12 months (63%) were also more likely to agree.

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

Under three quarters of respondents (71%) reported it was worthwhile reviewing their electricity retailer regularly (down 1%) - results almost identical to those recorded earlier in July.

Those under the age of 30 (83%), between 30 and 44 (78%), community or personal service workers (83%), those from Auckland (77%) and those on personal income of less than \$15,000 (76%) were all more likely to believe it is worthwhile to regularly review their provider.

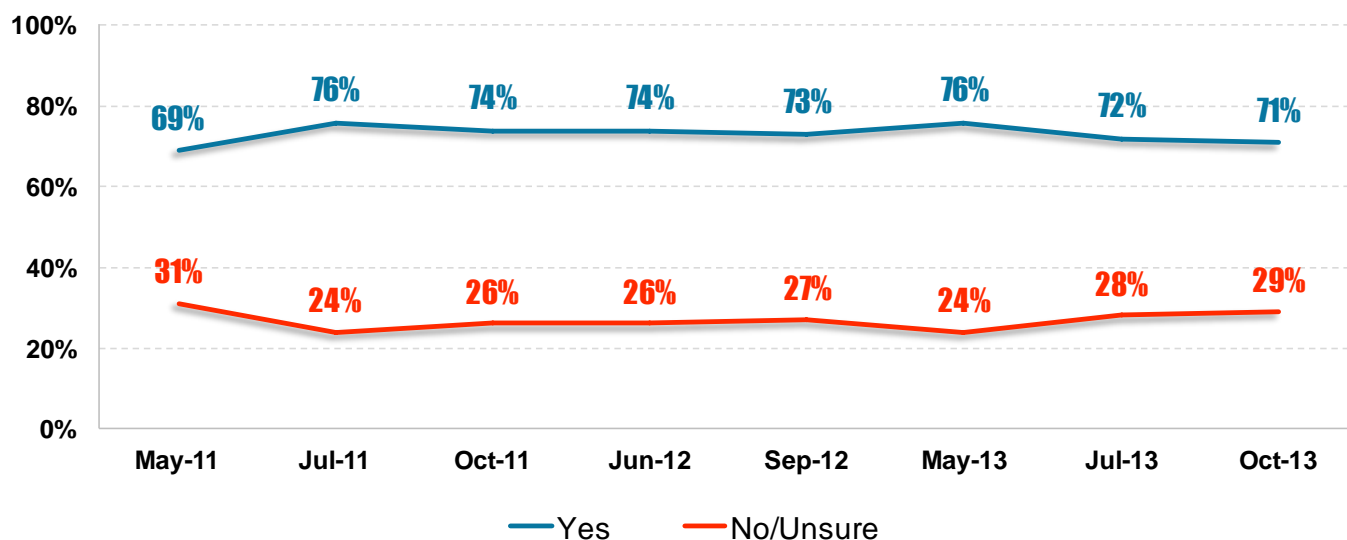
The figures are significantly higher for those who believe there is money to be saved and who engage in switching behaviours. The vast majority that switched providers in the past three months



Base: Bill paying respondents (n=627)

(94%) believe it is worthwhile to regularly review providers, as do 87% that switched in the past 12 months. Eighty-five percent of those who believe you can save money by switching providers believe it is worthwhile. Among those that take action - 88% that contacted a different supplier, 84% of those that checked their potential annual savings and 83% that contacted their existing supplier in the past three months –regular reviews were also more likely to be seen as worthwhile.

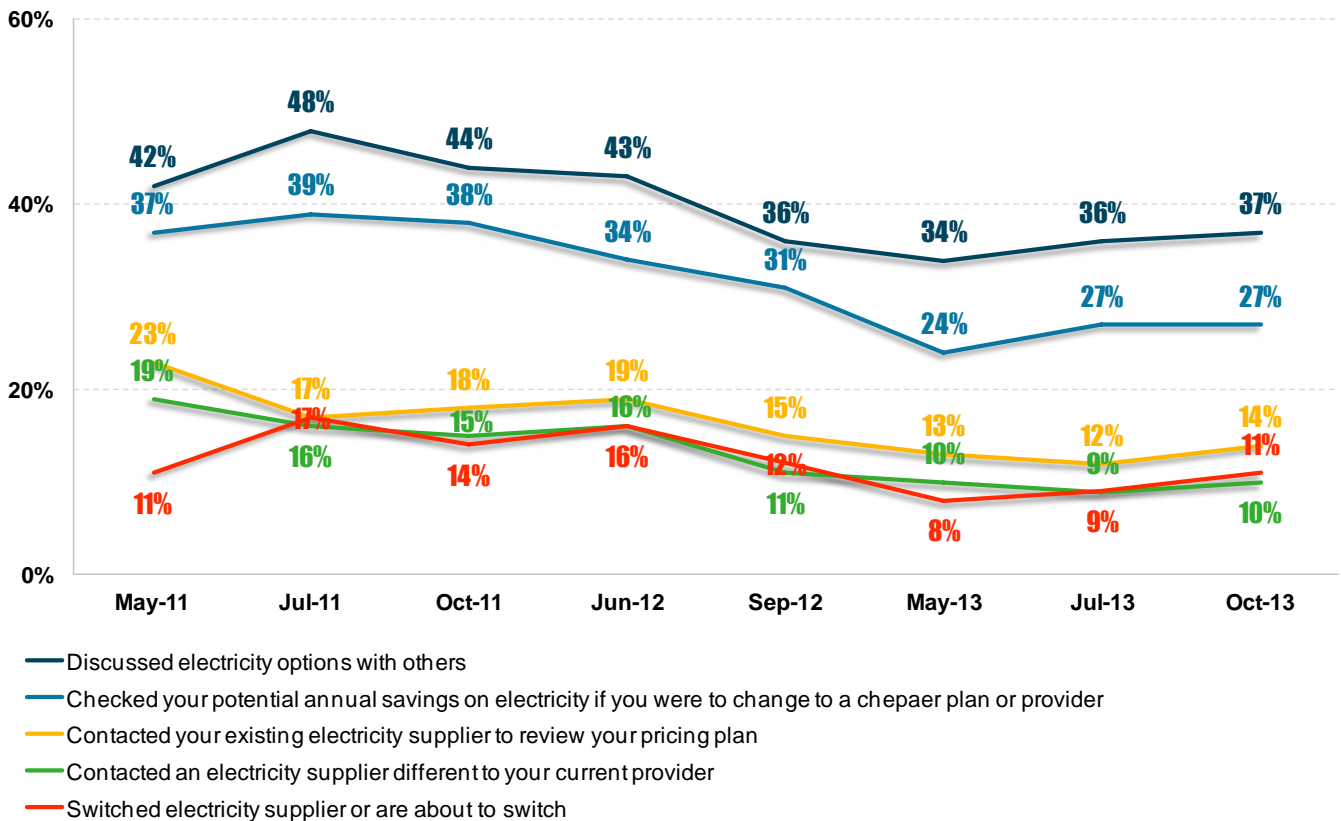
Reviewing electricity retailer



4. Switching behaviours - in the last three months

The number of respondents that carried out various switching behaviours generally remained consistent in the latest monitor. The largest changes were increases of 2% for ‘contacting your existing supplier to review your pricing plan’ and ‘switched electricity supplier or are about to switch’.

Last three months



4.1 Discussed electricity options

'Discussing electricity options with others' remains the most popular switching behaviour with over a third (37%) engaging in this behaviour, a negligible increase of 1% over July 2013 and 11% down on the peak of 48% recorded in July 2011.

Those that had visited the What's My Number (51%) or Powerswitch (53%) websites, under 30 years of age (46%), white collar workers (45%), those that thought they could save money by switching providers (44%) and those earning over \$70,000 annually (43%) were more likely to have held these discussions. Those that engaged in any of the switching behaviours were significantly more likely to have discussed electricity options with others.

4.2 Checked savings

The number who had checked their potential savings if they were to switch to another provider remained unchanged from July with 27% having done so.

Respondents earning between \$30,000 and \$50,000 (38%), white collar (35%), community or personal service (37%) and blue collar (38%) workers, those that are under 30 years of age (36%), that thought they could save money by switching providers (33%) and those that believe it worthwhile to review their provider (32%) were all more likely to have checked potential savings.

Those that engaged in any of the switching behaviours were all more likely to have checked potential savings.

Of those who had visited the What's My Number website as a result of the advertising campaign, 61% said they had checked their savings in the last three months, as had 69% of those that visited Powerswitch.

4.3 Contacted supplier

The proportion that contacted their electricity supplier in the past three months to review their pricing plan was similar to that recorded in July with 14% having done so (up 2%).

Just under half (45%) of those that had contacted a different energy supplier in the past three months had also contacted their own to review their plan. Those that visited the What's My Number (22%) or Powerswitch (31%) websites and those that discussed electricity options with others (20%) were also more likely.

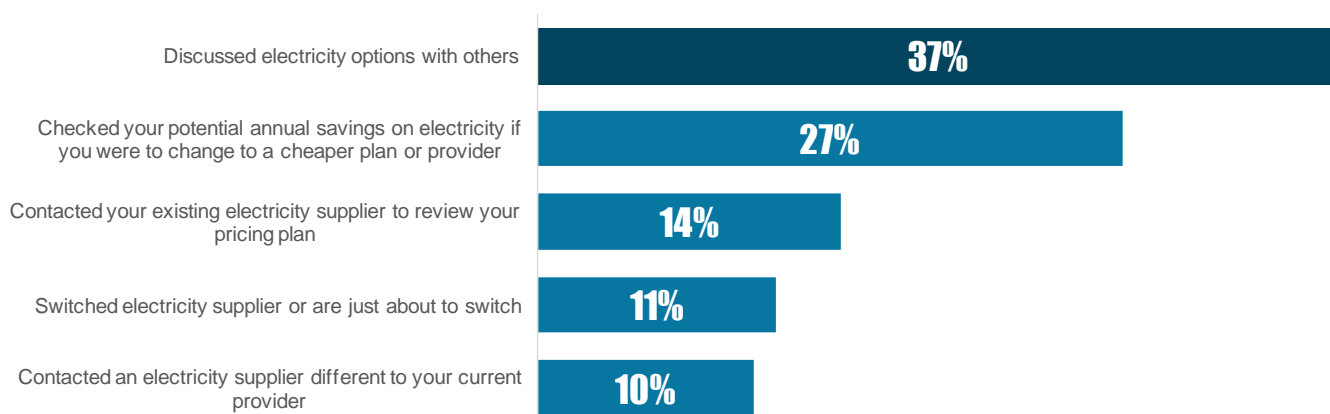
4.4 Contacted another provider

A small minority (10%) had contacted another provider other than their current one, remaining steady from July 2013. Those that had contacted their current provider to review their plan were also more likely to have contacted a different provider (35%). One in five that had discussed electricity options with others and a similar proportion that visited the What's My Number and Powerswitch websites (20% and 23% respectively) had also made contact.

4.5 Switched or about to

Just over one in ten (11%) had switched suppliers in the last three months or were about to do so, up slightly from July 2013. Respondents that engaged in switching behaviours were far more likely to have switched in the last three months, with a quarter of those that checked potential annual savings in the last three months and half of those that contacted a different supplier having switched.

Technicians or trade workers (25%), those that had visited the What's My Number and Powerswitch websites (19% and 22% respectively), those under the age of 30 (20%) and those from Auckland (16%) were all more likely to have switched.



Base: Bill paying respondents (n=627)

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. This latest survey was undertaken during the beginning of a new advertising campaign.

- **Most key indicators steady to positive, lower awareness of What's My Number campaign when prompted - but higher levels of advertisement penetration**

The vast majority are aware of advertising that encourages people to switch in October 2013, though a much lower proportion (21%) attribute the advertising to What's My Number on an unprompted basis. When prompted on specific advertisements, recollection of the 'bear' and 'Jaquie Brown' advertisements is slightly lower in October than overall recollection of the bear advertisements in July. However, awareness of the bear advertisements across various channels is higher in October - with television remaining the most recalled advertising channel by a wide margin.

Visits to whatsmynumber.org.nz have increased from July to the highest levels this year and visits to powerswitch.org.nz remain relatively steady. Following this, the proportion that attribute their choice to switch electricity suppliers in the last three months to the What's My Number campaign has also increased to 32%, breaking away from July's all-time low but remaining 16% behind the peak in September 2012. This represents less than 4% of those who either pay the household electricity bill, or have a say on who their electricity supplier is.

The proportion of respondents that have engaged in behaviours associated with consumers' propensity to switch remain relatively steady from July this year, with discussing electricity options with others remaining the most engaged in behaviour.

Those that believe it is worthwhile to regularly review their electricity retailer also remains steady - though the result is slightly low historically - and those that believe you can save money by switching follows suit.

In October 2013, 11% of those who pay the household electricity bill or have a say in who their provider is have switched in the past three months and 19% in the past twelve months.

5.1. Awareness of the campaign

■ Awareness of a campaign encouraging switching

Awareness of an advertising campaign in the last two months that encourages people to find out how much they could save by switching remains at 88% this month - the same as July and down 4% on the peak recorded in June 2012. Awareness levels are consistently high across most demographics, with younger respondents being most likely to declare awareness (94% of those under 30).

Females were more likely to declare awareness than males (91% compared to 85%) and those on lower incomes were more likely to declare awareness than those on higher incomes (92% of those earning \$30,000 or less compared to 86% earning more than \$70,000). Those that disagreed you 'can switch electricity provider' had the lowest level of awareness of the campaign (82%).

■ What's My Number highest recall behind campaign

In a reversal from July, What's My Number was the most in cited source of the campaign in October with one fifth (21%, up 2%) of respondents citing it when asked which organisation the ad was promoting, followed by various power companies (Meridian, Genesis, Mercury, Contact, Trustpower) at 17% (down 5%).

Other sources were less frequently recalled, with a website to help you change power company being the third most cited source (7%), followed by Powerswitch (6%).

Similar to July, more respondents were able to name an organisation compared to earlier surveys, with those stating they were unsure who was behind the campaign remaining low at 43% (up 1%) - the second lowest proportion of respondents unsure since tracking began.

Recall of What's My Number was higher among those earning over \$70,000 (30%), those that had checked their potential annual savings if they were to switch (29%) and those from Christchurch (28%). It was also higher among younger respondents with 26% of those under 30 years of age and 32% of those between 30 and 44 able to recall it compared to 14% of those between 45 and 59 and 10% of those 60 years of age and over.

Recall was highest among those that visited the What's My Number website with 38% of those that visited the website attributing the advertising campaign to What's My Number.

RECALL ORGANISATION IN ADVERTISING

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

	July 2011 %	Oct 2011 %	Jun 2012 %	Sept 2012 %	May 2013 %	July 2013 %	Oct 2013 %
What's My Number	10.7	9.7	18.5	17.6	14.1	19.4	20.7
Power company (Meridian, Genesis, Mercury, Contact, Trustpower)	10.6	13.8	14.6	9.7	19.9	21.9	17.4
A website to help you to change or review power company	11.3	9.1	8.1	6.4	8.4	8.4	6.9
Powerswitch	6.0	5.6	5.5	5.8	4.3	2.8	5.6
Government or government organisation (e.g. EECA)	0.9	1.2	0.4	0.2	0.2	0.4	1.6
Powershop	1.1	1.1	0.4	1.6	0.8	0.5	1.4
Saving money / power	1.8	2.5	1.5	1.2	3.8	2.3	
Insulation	-	-	0.5	-	-	0.4	-
Consumer magazine	0.4	0.6	0.2	0.3	0.2	0.3	-
Electricity Authority	0.5	0.3	0.2	-	-	0.2	-
Other	1.7	1.5	1.5	1.2	1.0	1.9	3.6
Unsure	54.9	54.6	48.6	56.0	47.3	41.5	42.8

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=552)

■ Awareness of the current campaign lower

Awareness of the current campaign is slightly lower this month when compared to July. In October, 71% of respondents that were aware of advertising in the past two months could recall either the 'bear' or 'Jaquie Brown' advertisements, or both, compared to 77% that could recall the What's My Number advertising in July.

There were some differences in demographics within each group that could recall each advertisement of the current campaign. The 'bear' advertisement was more likely to be recalled by younger respondents under 30 years of age (65% compared to 44% of those 60 and over), those from Christchurch (63%) and white collar workers (63%).

The 'Jaquie Brown' advertisement also was more likely to be recalled by those from Christchurch (60%), as well as those from Auckland (59%), those with less than \$15,000 of personal income (60%) and females (59%). It was less likely to be recalled by those from Wellington (44%), with more than \$70,000 of personal income (48%) and males (48%).

■ Awareness across most channels up

Television remained the dominant channel for raising awareness of the campaign with 81% of those who had seen, heard or read about the bear advertisement citing it. All other channels had far lower levels of awareness with on a website being the second most cited source (17%), followed by the radio (15%), in print (15%), on a bus back (11%) and a billboard (8%).

AWARENESS OF ADVERTISING

And can you tell me if you have read, seen or heard the following ads in the past two months?

A man is in his kitchen using a computer to see how much he can save by switching power companies. The ad says this is easy and would only be hard if he was sitting next to a bear and covered with honey, it then directs you to a website called " whatsmynumber.org.nz ", You may have also seen related ads like print or billboard ads that show a bear or tiger.

If yes: Please tell me if you have read, seen or heard any of the ads featuring the man, bear or tiger: *

	July 2011 %	Oct 2011 %	Jun 2012 %	Sept 2012 %	May 2013 %	July 2013 %	Oct 2013 %
On television	88	85	93	90	84	69	81
A website	23	19	23	21	16	12	17
On the radio	28	20	24	21	19	15	15
In print such as in a newspaper or magazine	25	28	25	20	19	13	15
On a bus back	11	14	12	10	8	10	11
A billboard	9	10	11	9	6	6	8

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 (2013, n=225)

* Question has changed from July 2013

■ Awareness of the original campaign versus the current campaign

The original campaign featuring post-it notes stuck to people's foreheads was found to have a higher level of awareness than the current campaign which features advertisements with both a bear and with Jaquie Brown. In October 2013, 88% of bill-payers that were aware of advertising in the past two months could recall the post-it note campaign when prompted compared to 71% of bill-payers that declared awareness of the current campaign.

5.3. Campaign effectiveness

■ Increase in visits to What's My Number

Visits to the What's My Number website have increased this month with 23% of those aware of the campaign visiting it (up 5%). Visits to Powerswitch have remained somewhat steady (14%, up 2%).

Visits to What's My Number were higher among those under 30 (34%) and those earning between \$30,000 and \$70,000 annually (30%). Those who believe you can save money by switching electricity providers (30%), switched suppliers in the past three months (37%) and contacted their existing (37%) and different (41%) energy suppliers in the past three months to review their plan were also more likely to have visited the website, as had half (49%) of those who checked their potential annual savings if they were to change in the past three months.

Groups were similar for those more likely to visit powerswitch.org.nz, with 19% of those under 30 having visited the site compared to just 8% of those 60 and over. Furthermore, over a third (35%) of those that checked potential annual savings in the past three months, 32% that contacted their existing supplier, 31% that contacted a different supplier and 27% that switched suppliers in the last three months visited the Powerswitch website.

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

A third (32%) of those that had switched in the last three months or were about to do so (n=71), said it was because of the What's My Number campaign - up 5% from July earlier this year. The sample size is too small to draw definitive conclusions about subgroups but there are indications that younger respondents and those on lower personal incomes were more likely to switch as a result of the campaign.

5.4. Attitudes toward switching – slightly more positive overall

Similar to previous surveys, those with higher personal incomes, that had engaged in switching behaviours – in particular, those that had switched providers in the past year – and those that visited the What's My Number or Powerswitch websites were generally more likely to agree with each of the statements concerning switching. Those that agreed with any statement testing attitudes to switching were also more likely to agree with any other statement.

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

A high proportion continue to agree that they can switch electricity provider (82%; up 5%) and that they have a choice of provider (80%; down 2% on July). These figures are higher for those on higher incomes, that have visited the What's My Number or Powerswitch websites and those who have switched in the past 12 months. Of those on incomes of more than \$70,000, 90% agree they can switch and 86% agree they have a choice of provider. Of those who switched in the past 12 months, 85% agree they have a choice of provider.

■ **Perception that it is easy to switch increased**

Over two thirds (69%) agree that it is easy to switch providers in October 2013 (up 6%). Those 30-44 years of age (79%), white collar workers (77%) and those on higher incomes (74% of those on over \$70,000 annually) were more likely to agree with this.

Respondents that had switched in the last 12 months were also more likely to report it as being easy to switch (75%), as were those that had visited the What's My Number (79%) and Powerswitch (78%) websites.

■ **Under half agree you can save money by switching**

Under half agree you can save money by switching, remaining at a low for this measure and unchanged from July. Younger respondents were more likely to agree with this statement (55% under 30 and 54% 30-44 years of age), as were professionals, managers and white collar workers (53%).

Those that had taken actionable steps were much more likely to agree there were savings to be had. Those that checked potential savings if they were to switch in the past three months and those that contacted a different energy supplier were more likely to agree (56% and 62% respectively), as were those that had checked the What's My Number (63%) and Powerswitch websites (57%). Respondents that had changed suppliers in the past twelve months were among those most likely to agree there were savings to be had (63%).

5.5. Switching behaviours

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

Similar to July, under three quarters of respondents reported that it was worthwhile to regularly review their electricity retailer (71%, down 1%) in October 2013; a decrease of 5% from the peak in May earlier this year.

Those from Auckland are slightly more likely to believe reviewing their electricity retailer is worthwhile (77%), as are younger respondents (83% of those under 30 compared to 59% of those 60 and over).

Those that agreed you could save money by switching providers were far more likely to agree reviewing retailers is worthwhile (85%), as were respondents who engaged in switching behaviours and visitors to the What's My Number and Powerswitch websites (85%). Those that had switched providers in the past three months were among those most likely to believe reviewing retailers is worthwhile (94%).

■ Switching behaviours remain somewhat steady

Similar to previous surveys, even though a large majority believe it is worthwhile to review their electricity retailer regularly, a minority carried out switching behaviours consistent with this in the last three months. These measures have remained steady with those recorded in July:

- 37% (up 1% on July) discussed electricity options with others; down 5% on the benchmark.
- 27% (unchanged) checked their potential annual savings on electricity if they were to change plans or providers; down 10% on the benchmark.
- 14% (up 2%) contacted their existing supplier to review their pricing plan; down 9% on the benchmark.
- 11% (up 2%) switched electricity supplier or are just about to; the same as the benchmark.
- 10% (down 1%) contacted an electricity supplier other than their current provider; down 9% on the benchmark.

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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?

	Base	Yes	No	Unsure
ALL	750	84%	16%	0%
LOCATION				
Auckland	241	78%	22%	0%
Wellington	77	91%	9%	0%
Christchurch	82	86%	14%	0%
Provincial	350	86%	14%	0%
Rural	163	87%	13%	0%
North Is	568	83%	17%	0%
South Is	182	87%	13%	0%
SEX				
Male	359	85%	15%	0%
Female	391	83%	17%	0%
AGE GROUP				
Under 30	157	61%	38%	1%
30-44	225	89%	11%	0%
45-59	196	90%	10%	0%
60 Plus	172	90%	10%	0%
OCCUPATION				
Professionals, Managers	264	86%	14%	0%
Technicians, Trade workers	54	91%	9%	0%
Community, Personal service workers	55	83%	17%	0%
Clerks, Admin & Sales	109	88%	12%	0%
Blue collar	59	83%	15%	2%
Students	30	35%	65%	0%
Retired	96	92%	8%	0%
Homemaker	34	75%	25%	0%
Not employed	30	59%	41%	0%
Self employed	9	86%	14%	0%
PERSONAL INCOME				
Less than \$15,000	102	71%	29%	0%
\$15,001-30,000	132	85%	15%	0%
\$30,001-50,000	147	86%	14%	0%
\$50,001-70,000	122	94%	6%	0%
More than \$70,000	143	89%	11%	0%
ETHNICITY				
Pacific Island	37	77%	23%	0%
Maori	82	76%	23%	1%
Non Maori/Non PI	631	85%	15%	0%

SWITCHED ELECTRICITY COMPANY

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

	Base	Yes	No	Unsure
ALL	627	19%	81%	0%
LOCATION				
Auckland	187	22%	77%	1%
Wellington	70	19%	81%	0%
Christchurch	70	16%	83%	1%
Provincial	299	18%	82%	0%
Rural	142	20%	79%	1%
North Is	469	20%	80%	0%
South Is	158	16%	83%	1%
SEX				
Male	304	19%	80%	1%
Female	323	18%	82%	0%
AGE GROUP				
Under 30	95	24%	76%	0%
30-44	199	19%	80%	1%
45-59	177	19%	80%	1%
60 Plus	154	14%	85%	1%
OCCUPATION				
Professionals, Managers	227	18%	82%	0%
Technicians, Trade workers	50	24%	76%	0%
Community, Personal service workers	46	16%	82%	2%
Clerks, Admin & Sales	96	24%	75%	1%
Blue collar	49	6%	94%	0%
Students	11	0%	100%	0%
Retired	88	12%	88%	0%
Homemaker	25	37%	63%	0%
Not employed	18	16%	75%	9%
Self employed	8	54%	46%	0%
PERSONAL INCOME				
Less than \$15,000	72	17%	82%	1%
\$15,001-30,000	112	23%	76%	1%
\$30,001-50,000	126	22%	78%	0%
\$50,001-70,000	115	15%	85%	0%
More than \$70,000	127	18%	81%	1%
ETHNICITY				
Pacific Island	29	14%	86%	0%
Maori	62	30%	70%	0%
Non Maori/Non PI	536	18%	81%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	445	23%	77%	0%
No	167	7%	92%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	506	20%	79%	1%
Disagree	43	14%	86%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	512	20%	79%	1%
Disagree	47	11%	89%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	432	20%	79%	1%
Disagree	67	22%	78%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	287	26%	73%	1%
Disagree	147	11%	88%	1%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	232	28%	71%	1%
No	395	13%	86%	1%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	170	27%	73%	0%

No	451	16%	84%	0%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	85	20%	80%	0%
No	538	18%	81%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	65	43%	57%	0%
No	555	15%	84%	1%
SWITCHED ELECRTCITY SUPPLIER (LAST 3 MONTHS)				
Yes	71	80%	20%	0%
No	551	11%	88%	1%
SWITCHED ELECRTCITY SUPPLIER (LAST 12 MONTHS)				
Yes	118	100%	0%	0%
No	505	0%	100%	0%
VISITED WEBSITES				
Whats My Number	125	27%	71%	2%
Powerswitch	80	28%	72%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	23	69%	31%	0%
No	47	86%	14%	0%

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

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	627	66%	14%	10%	4%	3%	1%	2%
LOCATION								
Auckland	187	67%	11%	15%	5%	2%	0%	0%
Wellington	70	67%	20%	9%	2%	0%	0%	2%
Christchurch	70	65%	17%	10%	5%	2%	0%	1%
Provincial	299	66%	15%	8%	3%	5%	1%	2%
Rural	142	59%	18%	7%	5%	9%	2%	0%
North Is	469	67%	14%	11%	4%	3%	0%	1%
South Is	158	65%	16%	8%	4%	3%	2%	2%
SEX								
Male	304	61%	18%	11%	5%	3%	1%	1%
Female	323	71%	11%	10%	3%	3%	0%	2%
AGE GROUP								
Under 30	95	64%	10%	9%	7%	9%	0%	1%
30-44	199	70%	15%	11%	1%	2%	0%	1%
45-59	177	70%	15%	7%	5%	1%	1%	1%
60 Plus	154	59%	17%	15%	3%	3%	0%	3%
OCCUPATION								
Professionals, Managers	227	70%	15%	9%	3%	1%	1%	1%
Technicians, Trade workers	50	51%	17%	17%	6%	9%	0%	0%
Community, Personal service workers	46	71%	18%	8%	3%	0%	0%	0%
Clerks, Admin & Sales	96	78%	7%	7%	2%	4%	1%	1%
Blue collar	49	58%	6%	13%	10%	10%	3%	0%
Students	11	38%	62%	0%	0%	0%	0%	0%
Retired	88	58%	18%	13%	4%	3%	0%	4%
Homemaker	25	79%	8%	9%	4%	0%	0%	0%
Not employed	18	59%	18%	15%	0%	3%	0%	5%
Self employed	8	56%	11%	26%	0%	7%	0%	0%
PERSONAL INCOME								
Less than \$15,000	72	65%	11%	11%	3%	7%	0%	3%
\$15,001-30,000	112	69%	14%	8%	4%	3%	0%	2%
\$30,001-50,000	126	70%	18%	8%	2%	0%	1%	1%
\$50,001-70,000	115	61%	13%	18%	7%	1%	0%	0%
More than \$70,000	127	70%	16%	7%	3%	3%	0%	1%
ETHNICITY								
Pacific Island	29	43%	17%	35%	5%	0%	0%	0%
Maori	62	59%	10%	18%	5%	8%	0%	0%
Non Maori/Non PI	536	68%	15%	8%	4%	3%	0%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	445	70%	13%	9%	4%	3%	0%	1%
No	167	57%	17%	14%	3%	4%	2%	3%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER								
Agree	506	82%	18%	0%	0%	0%	0%	0%
Disagree	43	0%	0%	0%	56%	44%	0%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER								
Agree	512	76%	14%	6%	1%	1%	1%	1%
Disagree	47	22%	15%	18%	22%	21%	0%	2%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER								
Agree	432	78%	13%	5%	2%	0%	1%	1%
Disagree	67	26%	21%	20%	13%	17%	0%	3%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER								
Agree	287	79%	13%	5%	1%	2%	0%	0%
Disagree	147	64%	9%	11%	8%	6%	0%	2%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)								
Yes	232	73%	11%	8%	4%	3%	0%	1%
No	395	62%	17%	12%	3%	3%	1%	2%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)								
Yes	170	74%	10%	10%	4%	2%	0%	0%
No	451	63%	16%	11%	4%	3%	1%	2%

CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)									
Yes	85	69%	14%	9%	5%	2%	0%	1%	
No	538	66%	15%	10%	4%	3%	1%	1%	
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)									
Yes	65	70%	6%	16%	7%	1%	0%	0%	
No	555	66%	16%	10%	3%	3%	1%	1%	
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)									
Yes	71	70%	8%	12%	6%	4%	0%	0%	
No	551	66%	15%	10%	4%	3%	0%	2%	
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)									
Yes	118	75%	10%	10%	4%	1%	0%	0%	
No	505	64%	16%	10%	4%	3%	1%	2%	
VISITED WEBSITES									
Whats My Number	125	74%	9%	11%	3%	2%	0%	1%	
Powerswitch	80	75%	11%	8%	5%	1%	0%	0%	
SWITCHED BECAUSE OF ADVERTISING									
Yes	23	79%	4%	8%	0%	9%	0%	0%	
No	47	65%	11%	13%	9%	2%	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

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	627	68%	14%	9%	3%	5%	0%	1%
LOCATION								
Auckland	187	71%	11%	11%	3%	4%	0%	0%
Wellington	70	69%	15%	10%	1%	2%	0%	3%
Christchurch	70	64%	16%	13%	1%	6%	0%	0%
Provincial	299	67%	15%	8%	2%	6%	0%	2%
Rural	142	59%	17%	12%	3%	7%	1%	1%
North Is	469	67%	13%	10%	3%	5%	0%	2%
South Is	158	70%	15%	9%	2%	4%	0%	0%
SEX								
Male	304	67%	14%	10%	3%	5%	0%	1%
Female	323	68%	14%	9%	2%	5%	0%	2%
AGE GROUP								
Under 30	95	69%	9%	11%	2%	9%	0%	0%
30-44	199	71%	14%	9%	2%	4%	0%	0%
45-59	177	68%	16%	8%	3%	4%	0%	1%
60 Plus	154	62%	14%	11%	4%	5%	1%	3%
OCCUPATION								
Professionals, Managers	227	72%	14%	7%	3%	3%	0%	1%
Technicians, Trade workers	50	54%	16%	17%	6%	7%	0%	0%
Community, Personal service workers	46	63%	19%	13%	0%	3%	0%	2%
Clerks, Admin & Sales	96	75%	14%	6%	1%	4%	0%	0%
Blue collar	49	67%	2%	10%	3%	16%	2%	0%
Students	11	59%	32%	9%	0%	0%	0%	0%
Retired	88	58%	15%	12%	4%	7%	0%	4%
Homemaker	25	79%	3%	13%	0%	5%	0%	0%
Not employed	18	72%	22%	6%	0%	0%	0%	0%
Self employed	8	66%	0%	34%	0%	0%	0%	0%
PERSONAL INCOME								
Less than \$15,000	72	64%	11%	5%	3%	14%	0%	3%
\$15,001-30,000	112	64%	16%	15%	2%	2%	0%	1%
\$30,001-50,000	126	72%	11%	12%	3%	2%	0%	0%
\$50,001-70,000	115	61%	20%	9%	5%	5%	0%	0%
More than \$70,000	127	76%	14%	7%	1%	2%	0%	0%
ETHNICITY								
Pacific Island	29	50%	25%	20%	0%	5%	0%	0%
Maori	62	60%	6%	17%	5%	10%	1%	1%
Non Maori/Non PI	536	70%	14%	8%	3%	4%	0%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	445	71%	11%	10%	2%	6%	0%	0%
No	167	61%	21%	9%	3%	3%	0%	3%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER								
Agree	506	76%	15%	5%	1%	2%	0%	1%
Disagree	43	26%	5%	18%	16%	31%	2%	2%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER								
Agree	512	83%	17%	0%	0%	0%	0%	0%
Disagree	47	0%	0%	0%	34%	66%	0%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER								
Agree	432	81%	13%	3%	1%	2%	0%	0%
Disagree	67	30%	15%	15%	14%	24%	0%	2%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER								
Agree	287	79%	11%	5%	1%	4%	0%	0%
Disagree	147	61%	13%	9%	5%	10%	0%	2%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)								
Yes	232	77%	10%	6%	1%	5%	0%	1%
No	395	63%	16%	12%	3%	5%	0%	1%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)								
Yes	170	71%	11%	9%	2%	7%	0%	0%

No	451	67%	15%	10%	3%	4%	0%	1%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)								
Yes	85	72%	12%	8%	2%	6%	0%	0%
No	538	67%	14%	10%	3%	5%	0%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)								
Yes	65	75%	8%	12%	0%	5%	0%	0%
No	555	67%	15%	9%	3%	5%	0%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)								
Yes	71	76%	9%	4%	5%	6%	0%	0%
No	551	67%	15%	10%	2%	5%	0%	1%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)								
Yes	118	81%	6%	8%	3%	2%	0%	0%
No	505	64%	16%	10%	3%	6%	0%	1%
VISITED WEBSITES								
Whats My Number	125	79%	6%	6%	4%	5%	0%	0%
Powerswitch	80	79%	11%	5%	2%	3%	0%	0%
SWITCHED BECAUSE OF ADVERTISING								
Yes	23	89%	7%	0%	4%	0%	0%	0%
No	47	69%	10%	6%	6%	9%	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

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	627	51%	18%	12%	7%	3%	5%	4%
LOCATION								
Auckland	187	54%	16%	14%	7%	3%	2%	4%
Wellington	70	44%	28%	11%	2%	1%	7%	7%
Christchurch	70	53%	22%	10%	7%	2%	4%	2%
Provincial	299	49%	16%	11%	10%	4%	6%	4%
Rural	142	44%	16%	13%	10%	4%	9%	4%
North Is	469	49%	19%	13%	7%	3%	5%	4%
South Is	158	55%	15%	9%	9%	2%	5%	5%
SEX								
Male	304	48%	23%	12%	7%	1%	5%	4%
Female	323	53%	14%	12%	8%	5%	4%	4%
AGE GROUP								
Under 30	95	44%	20%	13%	14%	4%	4%	1%
30-44	199	60%	19%	10%	3%	3%	2%	3%
45-59	177	48%	19%	11%	11%	3%	5%	3%
60 Plus	154	46%	15%	13%	6%	3%	8%	9%
OCCUPATION								
Professionals, Managers	227	52%	20%	13%	7%	3%	2%	3%
Technicians, Trade workers	50	49%	8%	13%	17%	3%	6%	4%
Community, Personal service workers	46	51%	12%	8%	6%	6%	10%	7%
Clerks, Admin & Sales	96	55%	22%	8%	6%	3%	5%	1%
Blue collar	49	39%	17%	21%	10%	7%	4%	2%
Students	11	32%	51%	8%	0%	0%	9%	0%
Retired	88	46%	17%	12%	6%	2%	9%	8%
Homemaker	25	81%	6%	4%	0%	0%	3%	6%
Not employed	18	41%	36%	13%	0%	0%	5%	5%
Self employed	8	44%	11%	11%	16%	11%	0%	7%
PERSONAL INCOME								
Less than \$15,000	72	48%	21%	8%	9%	8%	4%	2%
\$15,001-30,000	112	51%	14%	12%	8%	4%	5%	6%
\$30,001-50,000	126	51%	18%	16%	7%	2%	4%	2%
\$50,001-70,000	115	51%	16%	12%	10%	1%	6%	4%
More than \$70,000	127	53%	21%	12%	8%	1%	3%	2%
ETHNICITY								
Pacific Island	29	49%	6%	30%	15%	0%	0%	0%
Maori	62	45%	20%	11%	8%	9%	3%	4%
Non Maori/Non PI	536	51%	19%	11%	7%	3%	5%	4%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	445	56%	18%	11%	7%	3%	3%	2%
No	167	37%	20%	14%	8%	5%	9%	7%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER								
Agree	506	58%	20%	9%	5%	1%	4%	3%
Disagree	43	17%	9%	12%	32%	16%	5%	9%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER								
Agree	512	59%	20%	9%	4%	2%	4%	2%
Disagree	47	15%	11%	12%	34%	20%	3%	5%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER								
Agree	432	73%	27%	0%	0%	0%	0%	0%
Disagree	67	0%	0%	0%	71%	29%	0%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER								
Agree	287	63%	18%	9%	3%	2%	3%	2%
Disagree	147	45%	19%	11%	8%	6%	4%	7%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)								
Yes	232	56%	18%	8%	9%	4%	3%	2%
No	395	48%	18%	14%	6%	3%	6%	5%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)								
Yes	170	58%	17%	11%	7%	3%	4%	0%

No	451	48%	19%	12%	8%	3%	5%	5%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)								
Yes	85	57%	14%	13%	11%	2%	2%	1%
No	538	50%	19%	12%	7%	3%	5%	4%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)								
Yes	65	56%	12%	18%	8%	2%	4%	0%
No	555	50%	19%	11%	7%	3%	5%	5%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)								
Yes	71	54%	17%	17%	10%	1%	1%	0%
No	551	50%	19%	11%	7%	4%	5%	4%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)								
Yes	118	66%	9%	13%	11%	1%	0%	0%
No	505	47%	20%	11%	7%	4%	6%	5%
VISITED WEBSITES								
Whats My Number	125	66%	13%	9%	7%	2%	2%	1%
Powerswitch	80	64%	14%	14%	5%	2%	1%	0%
SWITCHED BECAUSE OF ADVERTISING								
Yes	23	66%	25%	9%	0%	0%	0%	0%
No	47	46%	13%	22%	15%	2%	2%	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

	Base	1 Strongly agree	2	3	4	5 Strongly disagree	Do not know enough	Unsure
ALL	627	31%	15%	23%	12%	12%	2%	5%
LOCATION								
Auckland	187	27%	14%	28%	12%	13%	2%	4%
Wellington	70	26%	21%	22%	8%	16%	4%	3%
Christchurch	70	35%	10%	31%	11%	10%	3%	0%
Provincial	299	34%	14%	20%	12%	11%	2%	7%
Rural	142	30%	15%	24%	8%	12%	3%	8%
North Is	469	31%	15%	24%	11%	12%	2%	5%
South Is	158	33%	12%	24%	14%	11%	2%	4%
SEX								
Male	304	32%	15%	22%	13%	12%	3%	3%
Female	323	30%	14%	25%	11%	12%	2%	6%
AGE GROUP								
Under 30	95	38%	17%	19%	18%	7%	0%	1%
30-44	199	34%	20%	21%	10%	12%	1%	2%
45-59	177	31%	10%	25%	11%	13%	3%	7%
60 Plus	154	24%	12%	28%	11%	13%	4%	8%
OCCUPATION								
Professionals, Managers	227	36%	17%	24%	11%	8%	1%	3%
Technicians, Trade workers	50	28%	7%	35%	6%	13%	8%	3%
Community, Personal service workers	46	33%	17%	10%	16%	16%	3%	5%
Clerks, Admin & Sales	96	43%	10%	16%	13%	12%	0%	6%
Blue collar	49	20%	12%	30%	14%	16%	2%	6%
Students	11	24%	34%	33%	0%	0%	9%	0%
Retired	88	18%	14%	30%	10%	16%	4%	8%
Homemaker	25	38%	20%	20%	10%	9%	0%	3%
Not employed	18	17%	22%	24%	15%	17%	5%	0%
Self employed	8	28%	0%	32%	22%	11%	0%	7%
PERSONAL INCOME								
Less than \$15,000	72	30%	21%	15%	13%	13%	1%	7%
\$15,001-30,000	112	30%	8%	32%	10%	13%	3%	4%
\$30,001-50,000	126	34%	18%	25%	7%	12%	1%	3%
\$50,001-70,000	115	33%	15%	23%	13%	8%	3%	5%
More than \$70,000	127	34%	14%	22%	17%	11%	1%	1%
ETHNICITY								
Pacific Island	29	27%	16%	44%	8%	3%	0%	2%
Maori	62	28%	14%	21%	26%	5%	1%	5%
Non Maori/Non PI	536	32%	15%	23%	10%	13%	2%	5%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER								
Yes	445	38%	17%	20%	10%	10%	2%	3%
No	167	15%	8%	32%	16%	16%	4%	9%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER								
Agree	506	37%	15%	20%	10%	11%	3%	4%
Disagree	43	8%	12%	30%	26%	19%	2%	3%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER								
Agree	512	35%	16%	22%	11%	10%	2%	4%
Disagree	47	11%	16%	22%	21%	28%	0%	2%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER								
Agree	432	39%	15%	20%	10%	12%	1%	3%
Disagree	67	11%	14%	33%	18%	14%	1%	9%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER								
Agree	287	68%	32%	0%	0%	0%	0%	0%
Disagree	147	0%	0%	0%	50%	50%	0%	0%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)								
Yes	232	41%	13%	19%	12%	9%	2%	4%
No	395	26%	15%	27%	12%	13%	2%	5%

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

Yes	170	43%	13%	18%	10%	13%	0%	3%
No	451	27%	16%	26%	12%	11%	3%	5%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)								
Yes	85	35%	9%	22%	10%	18%	2%	4%
No	538	31%	15%	24%	12%	11%	2%	5%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)								
Yes	65	51%	11%	13%	6%	18%	0%	1%
No	555	29%	15%	25%	12%	11%	3%	5%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)								
Yes	71	47%	10%	21%	8%	10%	1%	3%
No	551	29%	15%	24%	12%	12%	3%	5%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)								
Yes	118	53%	10%	18%	8%	6%	2%	3%
No	505	26%	16%	25%	13%	13%	2%	5%
VISITED WEBSITES								
Whats My Number	125	47%	16%	13%	10%	13%	0%	1%
Powerswitch	80	47%	10%	17%	13%	13%	0%	0%
SWITCHED BECAUSE OF ADVERTISING								
Yes	23	62%	7%	13%	10%	8%	0%	0%
No	47	41%	13%	25%	7%	10%	0%	4%

REVIEWING ELECTRICITY RETAILER

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

	Base	Yes	No	Unsure
ALL	627	71%	27%	2%
LOCATION				
Auckland	187	77%	21%	2%
Wellington	70	67%	29%	4%
Christchurch	70	73%	27%	0%
Provincial	299	68%	30%	2%
Rural	142	63%	34%	3%
North Is	469	73%	24%	3%
South Is	158	66%	34%	0%
SEX				
Male	304	71%	26%	3%
Female	323	71%	27%	2%
AGE GROUP				
Under 30	95	83%	16%	1%
30-44	199	78%	21%	1%
45-59	177	66%	31%	3%
60 Plus	154	59%	37%	4%
OCCUPATION				
Professionals, Managers	227	71%	27%	2%
Technicians, Trade workers	50	77%	20%	3%
Community, Personal service workers	46	83%	15%	2%
Clerks, Admin & Sales	96	72%	27%	1%
Blue collar	49	74%	23%	3%
Students	11	79%	21%	0%
Retired	88	59%	39%	2%
Homemaker	25	70%	30%	0%
Not employed	18	64%	31%	5%
Self employed	8	73%	11%	16%
PERSONAL INCOME				
Less than \$15,000	72	76%	23%	1%
\$15,001-30,000	112	74%	24%	2%
\$30,001-50,000	126	72%	25%	3%
\$50,001-70,000	115	70%	28%	2%
More than \$70,000	127	71%	28%	1%
ETHNICITY				
Pacific Island	29	76%	24%	0%
Maori	62	77%	18%	5%
Non Maori/Non PI	536	70%	28%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	445	100%	0%	0%
No	167	0%	100%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	506	74%	24%	2%
Disagree	43	72%	26%	2%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	512	71%	27%	2%
Disagree	47	74%	22%	4%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	432	76%	22%	2%
Disagree	67	61%	34%	5%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	287	85%	14%	1%
Disagree	147	63%	36%	1%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	232	80%	19%	1%
No	395	66%	31%	3%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				

Yes	170	84%	15%	1%
No	451	66%	31%	3%
CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	85	83%	15%	2%
No	538	69%	29%	2%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	65	88%	12%	0%
No	555	69%	29%	2%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	71	94%	5%	1%
No	551	68%	30%	2%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	118	87%	11%	2%
No	505	68%	30%	2%
VISITED WEBSITES				
Whats My Number	125	85%	14%	1%
Powerswitch	80	85%	14%	1%
SWITCHED BECAUSE OF ADVERTISING				
Yes	23	96%	4%	0%
No	47	94%	6%	0%

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?

	Base	Yes	No	Unsure
ALL	627	88%	11%	1%
LOCATION				
Auckland	187	87%	11%	2%
Wellington	70	89%	11%	0%
Christchurch	70	84%	13%	3%
Provincial	299	89%	10%	1%
Rural	142	85%	14%	1%
North Is	469	89%	10%	1%
South Is	158	84%	14%	2%
SEX				
Male	304	85%	14%	1%
Female	323	91%	8%	1%
AGE GROUP				
Under 30	95	94%	6%	0%
30-44	199	86%	13%	1%
45-59	177	89%	9%	2%
60 Plus	154	86%	12%	2%
OCCUPATION				
Professionals, Managers	227	87%	12%	1%
Technicians, Trade workers	50	87%	13%	0%
Community, Personal service workers	46	89%	11%	0%
Clerks, Admin & Sales	96	94%	6%	0%
Blue collar	49	88%	9%	3%
Students	11	70%	30%	0%
Retired	88	85%	12%	3%
Homemaker	25	92%	8%	0%
Not employed	18	91%	9%	0%
Self employed	8	84%	16%	0%
PERSONAL INCOME				
Less than \$15,000	72	92%	8%	0%
\$15,001-30,000	112	92%	7%	1%
\$30,001-50,000	126	87%	13%	0%
\$50,001-70,000	115	87%	13%	0%
More than \$70,000	127	86%	10%	4%
ETHNICITY				
Pacific Island	29	73%	23%	4%
Maori	62	91%	9%	0%
Non Maori/Non PI	536	89%	10%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	445	89%	10%	1%
No	167	88%	10%	2%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	506	90%	9%	1%
Disagree	43	84%	16%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	512	91%	8%	1%
Disagree	47	82%	16%	2%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	432	90%	9%	1%
Disagree	67	86%	13%	1%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	287	89%	10%	1%
Disagree	147	91%	9%	0%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	232	92%	7%	1%
No	395	86%	13%	1%

CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	170	91%	8%	1%
No	451	87%	12%	1%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	85	92%	8%	0%
No	538	88%	11%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	65	91%	8%	1%
No	555	88%	11%	1%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	71	83%	15%	2%
No	551	89%	10%	1%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	118	87%	12%	1%
No	505	88%	11%	1%
VISITED WEBSITES				
Whats My Number	125	91%	9%	0%
Powerswitch	80	89%	11%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	23	84%	16%	0%
No	47	82%	15%	3%

RECALL OF NAME OF ADVERTISEMENT

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

easuppx by ea5a

	Base	Trustpower (Meridian)	PowerSwitch	Whats my number	A website to help you to change power company	Unsure	Powershop	Government (ECCA)	Other
ALL	552	17%	6%	21%	7%	43%	1%	2%	3%
LOCATION									
Auckland	163	20%	4%	22%	7%	41%	1%	2%	3%
Wellington	62	12%	7%	25%	8%	37%	3%	5%	3%
Christchurch	59	22%	4%	28%	2%	39%	2%	2%	1%
Provincial	268	16%	7%	17%	8%	46%	1%	1%	4%
Rural	121	13%	8%	16%	8%	47%	0%	1%	7%
North Is	419	18%	6%	19%	8%	43%	2%	1%	3%
South Is	133	14%	5%	25%	4%	44%	1%	2%	5%
SEX									
Male	258	16%	7%	19%	6%	44%	2%	1%	5%
Female	294	19%	5%	21%	8%	42%	1%	2%	2%
AGE GROUP									
Under 30	90	22%	2%	26%	6%	35%	0%	1%	8%
30-44	172	16%	9%	32%	7%	29%	2%	3%	2%
45-59	158	12%	7%	14%	7%	52%	3%	2%	3%
60 Plus	133	22%	2%	10%	6%	56%	0%	1%	3%
OCCUPATION									
Professionals, Managers	197	14%	6%	24%	8%	40%	2%	3%	3%
Technicians, Trade workers	43	12%	9%	15%	2%	58%	0%	0%	4%
Community, Personal service workers	41	24%	8%	16%	9%	38%	0%	0%	5%
Clerks, Admin & Sales	91	21%	7%	23%	7%	40%	0%	0%	2%
Blue collar	44	7%	2%	19%	11%	55%	0%	0%	6%
Students	7	18%	0%	41%	0%	41%	0%	0%	0%
Retired	75	27%	1%	11%	6%	49%	0%	1%	5%
Homemaker	23	9%	12%	21%	3%	36%	0%	10%	9%
Not employed	16	26%	0%	16%	10%	38%	10%	0%	0%
Self employed	6	12%	13%	41%	0%	34%	0%	0%	0%
PERSONAL INCOME									
Less than \$15,000	66	26%	7%	18%	8%	38%	0%	3%	0%
\$15,001-30,000	103	15%	3%	18%	6%	48%	4%	2%	4%
\$30,001-50,000	110	21%	8%	24%	5%	37%	0%	1%	4%
\$50,001-70,000	101	19%	5%	15%	8%	45%	0%	3%	5%
More than \$70,000	109	12%	5%	30%	8%	39%	2%	1%	3%
ETHNICITY									
Pacific Island	21	9%	4%	26%	0%	61%	0%	0%	0%
Maori	56	27%	6%	9%	7%	47%	0%	0%	4%
Non Maori/Non PI	475	16%	6%	22%	7%	42%	1%	2%	4%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER									
Yes	397	20%	6%	21%	6%	40%	1%	2%	4%
No	147	10%	5%	20%	8%	51%	2%	1%	3%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER									
Agree	453	18%	6%	22%	7%	40%	1%	2%	4%
Disagree	36	14%	6%	15%	9%	52%	0%	0%	4%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER									
Agree	465	17%	6%	21%	7%	41%	2%	2%	4%
Disagree	39	16%	4%	18%	7%	50%	2%	0%	3%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER									
Agree	390	17%	7%	22%	7%	39%	2%	2%	4%
Disagree	58	20%	5%	20%	5%	49%	1%	0%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER									
Agree	256	17%	7%	23%	9%	37%	2%	2%	3%
Disagree	133	19%	6%	19%	4%	47%	1%	1%	3%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)									
Yes	213	18%	7%	26%	6%	36%	2%	2%	3%
No	339	17%	5%	17%	8%	47%	1%	1%	4%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)									
Yes	154	19%	10%	29%	10%	27%	0%	2%	3%
No	392	17%	4%	18%	5%	48%	2%	2%	4%

CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)									
Yes	79	20%	6%	20%	1%	48%	1%	0%	4%
No	471	17%	5%	21%	8%	42%	1%	2%	4%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)									
Yes	59	18%	10%	22%	16%	28%	1%	0%	5%
No	488	17%	5%	21%	6%	45%	1%	2%	3%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)									
Yes	59	21%	7%	21%	11%	31%	1%	2%	6%
No	489	17%	6%	21%	6%	44%	1%	2%	3%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)									
Yes	103	24%	7%	22%	7%	31%	0%	2%	7%
No	446	16%	5%	21%	7%	46%	1%	1%	3%
VISITED WEBSITES									
Whats My Number	114	14%	9%	38%	6%	28%	1%	2%	2%
Powerswitch	71	17%	20%	28%	9%	24%	0%	2%	0%
SWITCHED BECAUSE OF ADVERTISING									
Yes	19	27%	5%	38%	7%	23%	0%	0%	0%
No	39	17%	8%	14%	12%	35%	2%	3%	9%

AWARENESS OF ADVERTISING (ORIGINAL)

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 post-it note stuck on their forehead. The ads end by directing you to a website called " whatsmynumber.org.nz ". Please tell me if you have read, seen or heard this advertising campaign?

	Base	Yes	No	Unsure
ALL	627	84%	14%	2%
LOCATION				
Auckland	187	85%	14%	1%
Wellington	70	85%	15%	0%
Christchurch	70	82%	16%	2%
Provincial	299	83%	14%	3%
Rural	142	81%	17%	2%
North Is	469	85%	13%	2%
South Is	158	80%	18%	2%
SEX				
Male	304	81%	17%	2%
Female	323	86%	12%	2%
AGE GROUP				
Under 30	95	91%	9%	0%
30-44	199	85%	14%	1%
45-59	177	88%	10%	2%
60 Plus	154	73%	22%	5%
OCCUPATION				
Professionals, Managers	227	84%	15%	1%
Technicians, Trade workers	50	85%	13%	2%
Community, Personal service workers	46	82%	11%	7%
Clerks, Admin & Sales	96	92%	8%	0%
Blue collar	49	87%	13%	0%
Students	11	81%	19%	0%
Retired	88	71%	22%	7%
Homemaker	25	97%	3%	0%
Not employed	18	80%	20%	0%
Self employed	8	74%	26%	0%
PERSONAL INCOME				
Less than \$15,000	72	84%	9%	7%
\$15,001-30,000	112	81%	18%	1%
\$30,001-50,000	126	86%	13%	1%
\$50,001-70,000	115	88%	11%	1%
More than \$70,000	127	87%	11%	2%
ETHNICITY				
Pacific Island	29	70%	30%	0%
Maori	62	88%	11%	1%
Non Maori/Non PI	536	84%	14%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	445	86%	12%	2%
No	167	81%	17%	2%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	506	86%	12%	2%
Disagree	43	81%	19%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	512	86%	12%	2%
Disagree	47	75%	21%	4%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	432	87%	12%	1%
Disagree	67	79%	15%	6%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	287	90%	9%	1%
Disagree	147	83%	17%	0%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				

Yes	232	88%	10%	2%
No	395	81%	16%	3%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	170	89%	10%	1%
No	451	82%	16%	2%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	85	83%	16%	1%
No	538	84%	13%	3%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	65	86%	14%	0%
No	555	84%	14%	2%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	71	85%	15%	0%
No	551	84%	14%	2%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	118	85%	13%	2%
No	505	84%	14%	2%
VISITED WEBSITES				
Whats My Number	125	100%	0%	0%
Powerswitch	80	98%	2%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	23	90%	10%	0%
No	47	83%	17%	0%

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

	Base	Yes	No
ALL	513	80%	20%
LOCATION			
Auckland	152	81%	19%
Wellington	55	82%	18%
Christchurch	53	76%	24%
Provincial	253	80%	20%
Rural	122	78%	22%
North Is	389	82%	18%
South Is	124	74%	26%
SEX			
Male	253	78%	22%
Female	259	83%	17%
AGE GROUP			
Under 30	72	88%	12%
30-44	144	80%	20%
45-59	156	86%	14%
60 Plus	141	71%	29%
OCCUPATION			
Professionals, Managers	180	81%	19%
Technicians, Trade workers	43	82%	18%
Community, Personal service workers	39	80%	20%
Clerks, Admin & Sales	75	90%	10%
Blue collar	41	84%	16%
Students	8	74%	26%
Retired	80	68%	32%
Homemaker	20	96%	4%
Not employed	15	76%	24%
Self employed	5	60%	40%
PERSONAL INCOME			
Less than \$15,000	61	81%	19%
\$15,001-30,000	93	77%	23%
\$30,001-50,000	100	82%	18%
\$50,001-70,000	100	87%	13%
More than \$70,000	94	84%	16%
ETHNICITY			
Pacific Island	23	63%	37%
Maori	57	87%	13%
Non Maori/Non PI	432	80%	20%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER			
Yes	361	82%	18%
No	138	77%	23%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER			
Agree	408	83%	17%
Disagree	38	78%	22%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER			
Agree	412	83%	17%
Disagree	40	71%	29%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER			
Agree	345	84%	16%
Disagree	55	75%	25%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER			
Agree	229	87%	13%
Disagree	122	80%	20%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)			
Yes	177	84%	16%
No	336	78%	22%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)			
Yes	126	85%	15%
No	381	79%	21%

CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)			
Yes	70	80%	20%
No	440	81%	19%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)			
Yes	52	83%	17%
No	456	80%	20%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)			
Yes	58	81%	19%
No	450	80%	20%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)			
Yes	96	81%	19%
No	414	80%	20%
VISITED WEBSITES			
Whats My Number	82	100%	0%
Powerswitch	60	98%	2%
SWITCHED BECAUSE OF ADVERTISING			
Yes	15	86%	14%
No	42	81%	19%

AWARENESS OF ADVERTISING - JAQUIE BROWN AD

And can you tell me if you have read, seen or heard the following ads in the past two months?

The comedian Jaquie Brown is talking to a homemaker about how she could save by switching power companies. This ad directs you to a website called " whatsmynumber.org.nz "

	Base	Yes	No	Unsure
ALL	552	54%	44%	2%
LOCATION				
Auckland	163	59%	37%	4%
Wellington	62	44%	52%	4%
Christchurch	59	60%	36%	4%
Provincial	268	52%	47%	1%
Rural	121	55%	45%	0%
North Is	419	54%	43%	3%
South Is	133	54%	44%	2%
SEX				
Male	258	48%	49%	3%
Female	294	59%	39%	2%
AGE GROUP				
Under 30	90	55%	43%	2%
30-44	172	58%	38%	4%
45-59	158	51%	47%	2%
60 Plus	133	51%	47%	2%
OCCUPATION				
Professionals, Managers	197	52%	46%	2%
Technicians, Trade workers	43	54%	46%	0%
Community, Personal service workers	41	56%	33%	11%
Clerks, Admin & Sales	91	54%	46%	0%
Blue collar	44	46%	51%	3%
Students	7	59%	18%	23%
Retired	75	56%	42%	2%
Homemaker	23	68%	32%	0%
Not employed	16	68%	32%	0%
Self employed	6	46%	46%	8%
PERSONAL INCOME				
Less than \$15,000	66	60%	38%	2%
\$15,001-30,000	103	50%	48%	2%
\$30,001-50,000	110	55%	42%	3%
\$50,001-70,000	101	55%	45%	0%
More than \$70,000	109	48%	47%	5%
ETHNICITY				
Pacific Island	21	48%	52%	0%
Maori	56	57%	35%	8%
Non Maori/Non PI	475	54%	44%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	397	56%	41%	3%
No	147	49%	49%	2%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	453	55%	42%	3%
Disagree	36	56%	44%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	465	55%	42%	3%
Disagree	39	56%	42%	2%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	390	55%	42%	3%
Disagree	58	47%	52%	1%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	256	57%	41%	2%
Disagree	133	53%	42%	5%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	213	55%	43%	2%
No	339	53%	44%	3%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	154	54%	43%	3%
No	392	54%	44%	2%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	79	49%	50%	1%
No	471	55%	42%	3%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	59	49%	49%	2%
No	488	55%	43%	2%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	59	58%	40%	2%
No	489	53%	44%	3%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	103	62%	36%	2%
No	446	52%	45%	3%
VISITED WEBSITES				
Whats My Number	114	54%	41%	5%
Powerswitch	71	47%	47%	6%
SWITCHED BECAUSE OF ADVERTISING				
Yes	19	78%	18%	4%
No	39	51%	49%	0%

AWARENESS OF ADVERTISING - BEAR OR TIGER AD

And can you tell me if you have read, seen or heard the following ads in the past two months?

A man is in his kitchen using a computer to see how much he can save by switching power companies. The ad says this is easy and would only be hard if he was sitting next to a bear and covered with honey, it then directs you to a website called " whatsmynumber.org.nz ", You may have also seen related ads like print or billboard ads that show a bear or tiger.

	Base	Yes	No	Unsure
ALL	552	54%	44%	2%
LOCATION				
Auckland	163	54%	44%	2%
Wellington	62	52%	48%	0%
Christchurch	59	63%	37%	0%
Provincial	268	51%	46%	3%
Rural	121	50%	47%	3%
North Is	419	53%	44%	3%
South Is	133	54%	45%	1%
SEX				
Male	258	52%	45%	3%
Female	294	55%	44%	1%
AGE GROUP				
Under 30	90	65%	35%	0%
30-44	172	56%	43%	1%
45-59	158	53%	45%	2%
60 Plus	133	44%	52%	4%
OCCUPATION				
Professionals, Managers	197	57%	40%	3%
Technicians, Trade workers	43	53%	47%	0%
Community, Personal service workers	41	48%	52%	0%
Clerks, Admin & Sales	91	63%	36%	1%
Blue collar	44	59%	41%	0%
Students	7	65%	35%	0%
Retired	75	43%	53%	4%
Homemaker	23	46%	54%	0%
Not employed	16	51%	49%	0%
Self employed	6	46%	46%	8%
PERSONAL INCOME				
Less than \$15,000	66	57%	41%	2%
\$15,001-30,000	103	45%	53%	2%
\$30,001-50,000	110	58%	38%	4%
\$50,001-70,000	101	55%	44%	1%
More than \$70,000	109	53%	45%	2%
ETHNICITY				
Pacific Island	21	56%	44%	0%
Maori	56	49%	51%	0%
Non Maori/Non PI	475	54%	44%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	397	56%	42%	2%
No	147	49%	49%	2%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	453	55%	43%	2%
Disagree	36	53%	47%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	465	53%	45%	2%
Disagree	39	57%	43%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	390	56%	42%	2%
Disagree	58	49%	51%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	256	54%	45%	1%

Disagree	133	56%	40%	4%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	213	56%	43%	1%
No	339	52%	45%	3%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	154	59%	40%	1%
No	392	52%	46%	2%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	79	67%	32%	1%
No	471	52%	46%	2%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	59	61%	37%	2%
No	488	53%	45%	2%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	59	62%	38%	0%
No	489	53%	45%	2%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	103	55%	43%	2%
No	446	53%	45%	2%
VISITED WEBSITES				
Whats My Number	114	62%	36%	2%
Powerswitch	71	61%	36%	3%
SWITCHED BECAUSE OF ADVERTISING				
Yes	19	79%	21%	0%
No	39	55%	45%	0%

AWARENESS OF ADVERTISING - TELEVISION

Please tell me if you have read, seen or heard any of the ads featuring the man, bear or tiger.:

On television

	Base	Yes	No	Unsure
ALL	296	81%	17%	2%
LOCATION				
Auckland	88	79%	21%	0%
Wellington	33	81%	11%	8%
Christchurch	37	90%	8%	2%
Provincial	138	79%	19%	2%
Rural	61	85%	14%	1%
North Is	223	81%	17%	2%
South Is	73	81%	17%	2%
SEX				
Male	134	84%	15%	1%
Female	162	79%	19%	2%
AGE GROUP				
Under 30	58	82%	18%	0%
30-44	96	83%	14%	3%
45-59	84	89%	11%	0%
60 Plus	58	66%	29%	5%
OCCUPATION				
Professionals, Managers	111	80%	18%	2%
Technicians, Trade workers	23	75%	22%	3%
Community, Personal service workers	19	95%	5%	0%
Clerks, Admin & Sales	57	90%	9%	1%
Blue collar	26	80%	20%	0%
Students	5	73%	27%	0%
Retired	32	58%	35%	7%
Homemaker	11	96%	4%	0%
Not employed	8	100%	0%	0%
Self employed	3	71%	29%	0%
PERSONAL INCOME				
Less than \$15,000	38	79%	19%	2%
\$15,001-30,000	46	70%	25%	5%
\$30,001-50,000	64	83%	17%	0%
\$50,001-70,000	56	84%	15%	1%
More than \$70,000	58	87%	10%	3%
ETHNICITY				
Pacific Island	12	40%	60%	0%
Maori	27	90%	7%	3%
Non Maori/Non PI	257	82%	16%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	221	82%	16%	2%
No	72	76%	21%	3%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	251	82%	16%	2%
Disagree	19	84%	16%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	248	82%	16%	2%
Disagree	22	85%	15%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	217	83%	16%	1%
Disagree	28	81%	19%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	137	84%	14%	2%
Disagree	75	79%	17%	4%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	120	81%	16%	3%

No	176	81%	18%	1%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	91	84%	15%	1%
No	204	80%	18%	2%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	53	80%	20%	0%
No	243	81%	17%	2%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	36	67%	31%	2%
No	258	83%	15%	2%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	36	67%	31%	2%
No	257	83%	15%	2%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	57	74%	22%	4%
No	238	83%	16%	1%
VISITED WEBSITES				
Whats My Number	71	83%	16%	1%
Powerswitch	43	75%	23%	2%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	72%	28%	0%
No	21	63%	33%	4%

AWARENESS OF ADVERTISING - NEWSPAPER, MAGAZINE, PRINT MEDIA

Please tell me if you have read, seen or heard any of the ads featuring the man, bear or tiger.:

In print such as in a newspaper or magazine

	Base	Yes	No	Unsure
ALL	296	15%	82%	3%
LOCATION				
Auckland	88	16%	80%	4%
Wellington	33	8%	87%	5%
Christchurch	37	12%	84%	4%
Provincial	138	16%	81%	3%
Rural	61	10%	87%	3%
North Is	223	15%	81%	4%
South Is	73	13%	84%	3%
SEX				
Male	134	17%	77%	6%
Female	162	13%	86%	1%
AGE GROUP				
Under 30	58	12%	88%	0%
30-44	96	15%	81%	4%
45-59	84	15%	82%	3%
60 Plus	58	16%	78%	6%
OCCUPATION				
Professionals, Managers	111	12%	84%	4%
Technicians, Trade workers	23	21%	79%	0%
Community, Personal service workers	19	13%	75%	12%
Clerks, Admin & Sales	57	17%	81%	2%
Blue collar	26	27%	73%	0%
Students	5	0%	100%	0%
Retired	32	13%	80%	7%
Homemaker	11	8%	92%	0%
Not employed	8	0%	100%	0%
Self employed	3	29%	71%	0%
PERSONAL INCOME				
Less than \$15,000	38	13%	87%	0%
\$15,001-30,000	46	14%	84%	2%
\$30,001-50,000	64	21%	76%	3%
\$50,001-70,000	56	10%	87%	3%
More than \$70,000	58	17%	73%	10%
ETHNICITY				
Pacific Island	12	40%	60%	0%
Maori	27	28%	67%	5%
Non Maori/Non PI	257	12%	85%	3%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	221	13%	83%	4%
No	72	21%	78%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	251	16%	80%	4%
Disagree	19	0%	100%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	248	15%	81%	4%
Disagree	22	10%	90%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	217	14%	82%	4%
Disagree	28	16%	84%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	137	13%	84%	3%
Disagree	75	8%	86%	6%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	120	16%	82%	2%

No	176	14%	82%	4%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	91	19%	78%	3%
No	204	13%	84%	3%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	53	20%	80%	0%
No	243	13%	83%	4%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	36	22%	78%	0%
No	258	14%	82%	4%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	36	16%	84%	0%
No	257	14%	82%	4%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	57	17%	80%	3%
No	238	14%	83%	3%
VISITED WEBSITES				
Whats My Number	71	22%	76%	2%
Powerswitch	43	29%	69%	2%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	26%	74%	0%
No	21	9%	91%	0%

AWARENESS OF ADVERTISING - ON A BUS BACK

Please tell me if you have read, seen or heard any of the ads featuring the man, bear or tiger.:

On a bus back

	Base	Yes	No	Unsure
ALL	296	11%	86%	3%
LOCATION				
Auckland	88	15%	82%	3%
Wellington	33	12%	79%	9%
Christchurch	37	7%	93%	0%
Provincial	138	10%	88%	2%
Rural	61	7%	93%	0%
North Is	223	12%	84%	4%
South Is	73	8%	91%	1%
SEX				
Male	134	8%	88%	4%
Female	162	15%	83%	2%
AGE GROUP				
Under 30	58	14%	82%	4%
30-44	96	14%	84%	2%
45-59	84	12%	84%	4%
60 Plus	58	4%	93%	3%
OCCUPATION				
Professionals, Managers	111	8%	85%	7%
Technicians, Trade workers	23	15%	85%	0%
Community, Personal service workers	19	24%	72%	4%
Clerks, Admin & Sales	57	17%	83%	0%
Blue collar	26	15%	85%	0%
Students	5	17%	83%	0%
Retired	32	5%	93%	2%
Homemaker	11	10%	90%	0%
Not employed	8	0%	100%	0%
Self employed	3	0%	100%	0%
PERSONAL INCOME				
Less than \$15,000	38	18%	82%	0%
\$15,001-30,000	46	12%	85%	3%
\$30,001-50,000	64	13%	87%	0%
\$50,001-70,000	56	7%	87%	6%
More than \$70,000	58	13%	80%	7%
ETHNICITY				
Pacific Island	12	38%	62%	0%
Maori	27	7%	93%	0%
Non Maori/Non PI	257	11%	86%	3%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	221	11%	85%	4%
No	72	13%	86%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	251	11%	85%	4%
Disagree	19	24%	76%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	248	11%	85%	4%
Disagree	22	19%	81%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	217	8%	88%	4%
Disagree	28	29%	71%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	137	13%	84%	3%
Disagree	75	10%	86%	4%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	120	15%	81%	4%

No	176	9%	88%	3%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	91	19%	78%	3%
No	204	8%	89%	3%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	53	13%	86%	1%
No	243	11%	86%	3%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	36	19%	79%	2%
No	258	11%	86%	3%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	36	25%	75%	0%
No	257	10%	87%	3%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	57	16%	83%	1%
No	238	10%	86%	4%
VISITED WEBSITES				
Whats My Number	71	16%	83%	1%
Powerswitch	43	17%	81%	2%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	46%	54%	0%
No	21	10%	90%	0%

AWARENESS OF ADVERTISING - A WEBSITE

Please tell me if you have read, seen or heard any of the ads featuring the man, bear or tiger.:

A website

	Base	Yes	No	Unsure
ALL	296	17%	82%	1%
LOCATION				
Auckland	88	14%	85%	1%
Wellington	33	35%	65%	0%
Christchurch	37	18%	82%	0%
Provincial	138	16%	82%	2%
Rural	61	21%	78%	1%
North Is	223	16%	83%	1%
South Is	73	20%	77%	3%
SEX				
Male	134	19%	79%	2%
Female	162	15%	84%	1%
AGE GROUP				
Under 30	58	40%	60%	0%
30-44	96	15%	83%	2%
45-59	84	12%	87%	1%
60 Plus	58	6%	93%	1%
OCCUPATION				
Professionals, Managers	111	19%	79%	2%
Technicians, Trade workers	23	20%	80%	0%
Community, Personal service workers	19	8%	92%	0%
Clerks, Admin & Sales	57	20%	80%	0%
Blue collar	26	26%	74%	0%
Students	5	27%	55%	18%
Retired	32	0%	98%	2%
Homemaker	11	0%	100%	0%
Not employed	8	54%	46%	0%
Self employed	3	0%	100%	0%
PERSONAL INCOME				
Less than \$15,000	38	21%	77%	2%
\$15,001-30,000	46	12%	86%	2%
\$30,001-50,000	64	26%	71%	3%
\$50,001-70,000	56	18%	82%	0%
More than \$70,000	58	12%	88%	0%
ETHNICITY				
Pacific Island	12	20%	80%	0%
Maori	27	24%	76%	0%
Non Maori/Non PI	257	17%	82%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	221	19%	80%	1%
No	72	13%	85%	2%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	251	17%	82%	1%
Disagree	19	33%	67%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	248	17%	82%	1%
Disagree	22	14%	86%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	217	15%	84%	1%
Disagree	28	27%	73%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	137	24%	74%	2%
Disagree	75	11%	89%	0%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	120	23%	75%	2%

No	176	14%	85%	1%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	91	23%	74%	3%
No	204	15%	85%	0%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	53	17%	81%	2%
No	243	18%	81%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	36	30%	67%	3%
No	258	16%	83%	1%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	36	26%	70%	4%
No	257	16%	83%	1%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	57	20%	78%	2%
No	238	17%	82%	1%
VISITED WEBSITES				
Whats My Number	71	30%	69%	1%
Powerswitch	43	21%	74%	5%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	28%	72%	0%
No	21	25%	69%	6%

AWARENESS OF ADVERTISING - A BILLBOARD

Please tell me if you have read, seen or heard any of the ads featuring the man, bear or tiger.:

A billboard

	Base	Yes	No	Unsure
ALL	296	8%	90%	2%
LOCATION				
Auckland	88	9%	88%	3%
Wellington	33	20%	77%	3%
Christchurch	37	5%	93%	2%
Provincial	138	5%	93%	2%
Rural	61	3%	97%	0%
North Is	223	9%	88%	3%
South Is	73	3%	95%	2%
SEX				
Male	134	11%	86%	3%
Female	162	5%	93%	2%
AGE GROUP				
Under 30	58	17%	83%	0%
30-44	96	10%	88%	2%
45-59	84	2%	93%	5%
60 Plus	58	4%	93%	3%
OCCUPATION				
Professionals, Managers	111	11%	87%	2%
Technicians, Trade workers	23	0%	88%	12%
Community, Personal service workers	19	9%	91%	0%
Clerks, Admin & Sales	57	9%	91%	0%
Blue collar	26	7%	93%	0%
Students	5	0%	100%	0%
Retired	32	2%	93%	5%
Homemaker	11	0%	100%	0%
Not employed	8	0%	90%	10%
Self employed	3	29%	71%	0%
PERSONAL INCOME				
Less than \$15,000	38	6%	94%	0%
\$15,001-30,000	46	8%	88%	4%
\$30,001-50,000	64	10%	88%	2%
\$50,001-70,000	56	8%	92%	0%
More than \$70,000	58	10%	86%	4%
ETHNICITY				
Pacific Island	12	11%	89%	0%
Maori	27	26%	74%	0%
Non Maori/Non PI	257	6%	91%	3%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	221	9%	88%	3%
No	72	5%	95%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	251	9%	88%	3%
Disagree	19	0%	100%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	248	8%	89%	3%
Disagree	22	0%	100%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	217	8%	89%	3%
Disagree	28	3%	97%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	137	9%	90%	1%
Disagree	75	8%	87%	5%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	120	9%	87%	4%

No	176	7%	92%	1%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	91	12%	85%	3%
No	204	6%	92%	2%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	53	15%	83%	2%
No	243	6%	91%	3%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	36	22%	78%	0%
No	258	6%	91%	3%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	36	21%	71%	8%
No	257	6%	92%	2%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	57	15%	80%	5%
No	238	6%	92%	2%
VISITED WEBSITES				
Whats My Number	71	10%	87%	3%
Powerswitch	43	14%	84%	2%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	29%	71%	0%
No	21	15%	72%	13%

AWARENESS OF ADVERTISING - ON THE RADIO

Please tell me if you have read, seen or heard any of the ads featuring the man, bear or tiger.:

On the Radio

	Base	Yes	No	Unsure
ALL	296	15%	82%	3%
LOCATION				
Auckland	88	16%	79%	5%
Wellington	33	7%	89%	4%
Christchurch	37	4%	94%	2%
Provincial	138	21%	79%	0%
Rural	61	21%	77%	2%
North Is	223	17%	80%	3%
South Is	73	12%	86%	2%
SEX				
Male	134	18%	79%	3%
Female	162	13%	85%	2%
AGE GROUP				
Under 30	58	25%	75%	0%
30-44	96	16%	80%	4%
45-59	84	17%	79%	4%
60 Plus	58	3%	96%	1%
OCCUPATION				
Professionals, Managers	111	13%	84%	3%
Technicians, Trade workers	23	31%	61%	8%
Community, Personal service workers	19	0%	100%	0%
Clerks, Admin & Sales	57	19%	79%	2%
Blue collar	26	25%	75%	0%
Students	5	20%	80%	0%
Retired	32	5%	93%	2%
Homemaker	11	18%	78%	4%
Not employed	8	28%	62%	10%
Self employed	3	0%	100%	0%
PERSONAL INCOME				
Less than \$15,000	38	23%	77%	0%
\$15,001-30,000	46	9%	88%	3%
\$30,001-50,000	64	16%	82%	2%
\$50,001-70,000	56	17%	80%	3%
More than \$70,000	58	17%	78%	5%
ETHNICITY				
Pacific Island	12	11%	89%	0%
Maori	27	30%	68%	2%
Non Maori/Non PI	257	14%	83%	3%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	221	16%	81%	3%
No	72	15%	85%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	251	15%	82%	3%
Disagree	19	26%	74%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	248	15%	82%	3%
Disagree	22	22%	78%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	217	15%	82%	3%
Disagree	28	20%	80%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	137	14%	85%	1%
Disagree	75	16%	79%	5%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	120	17%	80%	3%

No	176	14%	84%	2%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	91	18%	81%	1%
No	204	14%	82%	4%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	53	18%	78%	4%
No	243	15%	83%	2%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	36	20%	78%	2%
No	258	15%	82%	3%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	36	31%	65%	4%
No	257	13%	84%	3%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	57	22%	76%	2%
No	238	14%	83%	3%
VISITED WEBSITES				
Whats My Number	71	14%	84%	2%
Powerswitch	43	22%	77%	1%
SWITCHED BECAUSE OF ADVERTISING				
Yes	15	40%	60%	0%
No	21	25%	69%	6%

WEBSITE VISITATION - WHATSMYNUMBER.ORG.NZ

As a result of this advertisement, did you:

Visit the website whatsmynumber.org.nz

	Base	Yes	No	Unsure
ALL	547	23%	76%	1%
LOCATION				
Auckland	160	27%	73%	0%
Wellington	61	25%	70%	5%
Christchurch	59	19%	81%	0%
Provincial	267	21%	77%	2%
Rural	121	17%	81%	2%
North Is	414	23%	76%	1%
South Is	133	22%	76%	2%
SEX				
Male	261	22%	76%	2%
Female	286	24%	75%	1%
AGE GROUP				
Under 30	91	34%	64%	2%
30-44	174	25%	73%	2%
45-59	161	22%	78%	0%
60 Plus	122	13%	86%	1%
OCCUPATION				
Professionals, Managers	196	24%	75%	1%
Technicians, Trade workers	44	24%	74%	2%
Community, Personal service workers	40	35%	63%	2%
Clerks, Admin & Sales	92	26%	73%	1%
Blue collar	45	30%	64%	6%
Students	9	34%	66%	0%
Retired	71	6%	94%	0%
Homemaker	24	19%	77%	4%
Not employed	14	24%	76%	0%
Self employed	6	0%	100%	0%
PERSONAL INCOME				
Less than \$15,000	65	24%	75%	1%
\$15,001-30,000	93	18%	79%	3%
\$30,001-50,000	113	30%	69%	1%
\$50,001-70,000	104	30%	70%	0%
More than \$70,000	114	21%	77%	2%
ETHNICITY				
Pacific Island	21	35%	65%	0%
Maori	56	31%	66%	3%
Non Maori/Non PI	470	21%	78%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	397	27%	72%	1%
No	141	13%	87%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	452	23%	76%	1%
Disagree	38	19%	79%	2%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	459	23%	75%	2%
Disagree	39	29%	69%	2%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	388	25%	73%	2%
Disagree	56	19%	80%	1%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	265	30%	68%	2%
Disagree	126	23%	75%	2%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	215	30%	68%	2%
No	332	18%	81%	1%

CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	157	49%	51%	0%
No	386	12%	86%	2%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	75	37%	62%	1%
No	470	21%	78%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	61	41%	59%	0%
No	483	21%	78%	1%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	64	37%	63%	0%
No	480	21%	77%	2%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	106	31%	69%	0%
No	437	20%	78%	2%
VISITED WEBSITES				
Whats My Number	125	100%	0%	0%
Powerswitch	80	75%	20%	5%
SWITCHED BECAUSE OF ADVERTISING				
Yes	20	71%	29%	0%
No	43	22%	78%	0%

WEBSITE VISITATION - POWERSWITCH.CO.NZ

As a result of this advertisement, did you:

Visit the website powerswitch.co.nz

	Base	Yes	No	Unsure
ALL	547	14%	85%	1%
LOCATION				
Auckland	160	12%	87%	1%
Wellington	61	14%	85%	1%
Christchurch	59	10%	88%	2%
Provincial	267	17%	82%	1%
Rural	121	13%	87%	0%
North Is	414	14%	86%	0%
South Is	133	17%	81%	2%
SEX				
Male	261	15%	84%	1%
Female	286	14%	85%	1%
AGE GROUP				
Under 30	91	19%	81%	0%
30-44	174	16%	83%	1%
45-59	161	15%	84%	1%
60 Plus	122	8%	92%	0%
OCCUPATION				
Professionals, Managers	196	13%	85%	2%
Technicians, Trade workers	44	16%	82%	2%
Community, Personal service workers	40	15%	85%	0%
Clerks, Admin & Sales	92	21%	79%	0%
Blue collar	45	23%	77%	0%
Students	9	34%	66%	0%
Retired	71	6%	94%	0%
Homemaker	24	13%	87%	0%
Not employed	14	6%	94%	0%
Self employed	6	0%	100%	0%
PERSONAL INCOME				
Less than \$15,000	65	15%	85%	0%
\$15,001-30,000	93	12%	88%	0%
\$30,001-50,000	113	23%	77%	0%
\$50,001-70,000	104	15%	83%	2%
More than \$70,000	114	13%	85%	2%
ETHNICITY				
Pacific Island	21	29%	71%	0%
Maori	56	23%	77%	0%
Non Maori/Non PI	470	13%	86%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	397	17%	82%	1%
No	141	8%	91%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	452	15%	84%	1%
Disagree	38	14%	86%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	459	16%	83%	1%
Disagree	39	11%	89%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	388	16%	83%	1%
Disagree	56	10%	90%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	265	17%	81%	2%
Disagree	126	17%	83%	0%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	215	20%	79%	1%
No	332	11%	89%	0%

CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	157	35%	64%	1%
No	386	6%	93%	1%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	75	32%	68%	0%
No	470	12%	87%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	61	31%	69%	0%
No	483	13%	86%	1%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	64	27%	71%	2%
No	480	13%	86%	1%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	106	21%	78%	1%
No	437	13%	86%	1%
VISITED WEBSITES				
Whats My Number	125	48%	50%	2%
Powerswitch	80	100%	0%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	20	39%	53%	8%
No	43	20%	80%	0%

DISCUSSED ELECTRICITY OPTIONS WITH OTHERS

Within the last three months have you:

Discussed electricity options with others

	Base	Yes	No	Unsure
ALL	627	37%	63%	0%
LOCATION				
Auckland	187	39%	61%	0%
Wellington	70	39%	61%	0%
Christchurch	70	34%	66%	0%
Provincial	299	36%	64%	0%
Rural	142	27%	73%	0%
North Is	469	38%	62%	0%
South Is	158	36%	64%	0%
SEX				
Male	304	35%	65%	0%
Female	323	39%	61%	0%
AGE GROUP				
Under 30	95	46%	54%	0%
30-44	199	41%	59%	0%
45-59	177	38%	62%	0%
60 Plus	154	25%	75%	0%
OCCUPATION				
Professionals, Managers	227	39%	61%	0%
Technicians, Trade workers	50	36%	64%	0%
Community, Personal service workers	46	37%	63%	0%
Clerks, Admin & Sales	96	45%	55%	0%
Blue collar	49	38%	62%	0%
Students	11	21%	79%	0%
Retired	88	26%	74%	0%
Homemaker	25	35%	65%	0%
Not employed	18	36%	64%	0%
Self employed	8	34%	66%	0%
PERSONAL INCOME				
Less than \$15,000	72	31%	69%	0%
\$15,001-30,000	112	40%	60%	0%
\$30,001-50,000	126	38%	62%	0%
\$50,001-70,000	115	32%	68%	0%
More than \$70,000	127	43%	57%	0%
ETHNICITY				
Pacific Island	29	51%	49%	0%
Maori	62	36%	64%	0%
Non Maori/Non PI	536	36%	64%	0%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	445	42%	58%	0%
No	167	26%	74%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	506	38%	62%	0%
Disagree	43	38%	62%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	512	39%	61%	0%
Disagree	47	29%	71%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	432	40%	60%	0%
Disagree	67	45%	55%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	287	44%	56%	0%
Disagree	147	34%	66%	0%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	232	100%	0%	0%
No	395	0%	100%	0%

CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	170	63%	37%	0%
No	451	27%	73%	0%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	85	56%	44%	0%
No	538	34%	66%	0%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	65	72%	28%	0%
No	555	33%	67%	0%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	71	75%	25%	0%
No	551	32%	68%	0%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	118	55%	45%	0%
No	505	33%	67%	0%
VISITED WEBSITES				
Whats My Number	125	51%	49%	0%
Powerswitch	80	53%	47%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	23	70%	30%	0%
No	47	76%	24%	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

	Base	Yes	No	Unsure
ALL	627	27%	72%	1%
LOCATION				
Auckland	187	26%	73%	1%
Wellington	70	27%	73%	0%
Christchurch	70	26%	74%	0%
Provincial	299	28%	70%	2%
Rural	142	22%	77%	1%
North Is	469	27%	72%	1%
South Is	158	28%	72%	0%
SEX				
Male	304	27%	72%	1%
Female	323	27%	72%	1%
AGE GROUP				
Under 30	95	36%	63%	1%
30-44	199	30%	70%	0%
45-59	177	28%	70%	2%
60 Plus	154	16%	82%	2%
OCCUPATION				
Professionals, Managers	227	25%	75%	0%
Technicians, Trade workers	50	21%	79%	0%
Community, Personal service workers	46	37%	63%	0%
Clerks, Admin & Sales	96	35%	64%	1%
Blue collar	49	38%	59%	3%
Students	11	33%	67%	0%
Retired	88	17%	81%	2%
Homemaker	25	37%	63%	0%
Not employed	18	15%	85%	0%
Self employed	8	10%	90%	0%
PERSONAL INCOME				
Less than \$15,000	72	27%	69%	4%
\$15,001-30,000	112	29%	69%	2%
\$30,001-50,000	126	38%	62%	0%
\$50,001-70,000	115	22%	78%	0%
More than \$70,000	127	24%	76%	0%
ETHNICITY				
Pacific Island	29	33%	67%	0%
Maori	62	28%	70%	2%
Non Maori/Non PI	536	27%	72%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	445	32%	67%	1%
No	167	15%	84%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	506	28%	71%	1%
Disagree	43	25%	72%	3%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	512	27%	72%	1%
Disagree	47	31%	67%	2%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	432	30%	70%	0%
Disagree	67	25%	71%	4%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	287	33%	67%	0%
Disagree	147	26%	72%	2%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	232	46%	53%	1%
No	395	16%	83%	1%

CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	170	100%	0%	0%
No	451	0%	100%	0%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	85	49%	48%	3%
No	538	23%	76%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	65	75%	24%	1%
No	555	21%	78%	1%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	71	61%	38%	1%
No	551	23%	76%	1%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	118	38%	61%	1%
No	505	24%	75%	1%
VISITED WEBSITES				
Whats My Number	125	61%	38%	1%
Powerswitch	80	69%	30%	1%
SWITCHED BECAUSE OF ADVERTISING				
Yes	23	61%	39%	0%
No	47	61%	39%	0%

CONTACTED YOUR EXISTING ELECTRICITY SUPPLIER TO REVIEW YOUR PRICING PLAN

Within the last three months have you:

Contacted your existing electricity supplier to review your pricing plan

	Base	Yes	No	Unsure
ALL	627	14%	86%	0%
LOCATION				
Auckland	187	17%	82%	1%
Wellington	70	10%	90%	0%
Christchurch	70	10%	90%	0%
Provincial	299	13%	86%	1%
Rural	142	8%	91%	1%
North Is	469	14%	85%	1%
South Is	158	12%	88%	0%
SEX				
Male	304	13%	86%	1%
Female	323	15%	85%	0%
AGE GROUP				
Under 30	95	16%	84%	0%
30-44	199	14%	85%	1%
45-59	177	14%	86%	0%
60 Plus	154	11%	88%	1%
OCCUPATION				
Professionals, Managers	227	12%	87%	1%
Technicians, Trade workers	50	9%	91%	0%
Community, Personal service workers	46	18%	82%	0%
Clerks, Admin & Sales	96	13%	87%	0%
Blue collar	49	19%	81%	0%
Students	11	13%	87%	0%
Retired	88	13%	86%	1%
Homemaker	25	9%	91%	0%
Not employed	18	10%	84%	6%
Self employed	8	38%	62%	0%
PERSONAL INCOME				
Less than \$15,000	72	16%	84%	0%
\$15,001-30,000	112	12%	87%	1%
\$30,001-50,000	126	14%	85%	1%
\$50,001-70,000	115	13%	86%	1%
More than \$70,000	127	16%	84%	0%
ETHNICITY				
Pacific Island	29	24%	76%	0%
Maori	62	16%	82%	2%
Non Maori/Non PI	536	13%	87%	0%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	445	16%	83%	1%
No	167	8%	92%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	506	14%	86%	0%
Disagree	43	14%	86%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	512	14%	86%	0%
Disagree	47	14%	84%	2%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	432	14%	85%	1%
Disagree	67	17%	82%	1%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	287	13%	87%	0%
Disagree	147	16%	82%	2%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	232	20%	79%	1%
No	395	10%	90%	0%

CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	170	25%	75%	0%
No	451	9%	90%	1%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	85	100%	0%	0%
No	538	0%	100%	0%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	65	45%	55%	0%
No	555	10%	90%	0%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	71	26%	74%	0%
No	551	12%	88%	0%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	118	15%	83%	2%
No	505	14%	86%	0%
VISITED WEBSITES				
Whats My Number	125	22%	78%	0%
Powerswitch	80	31%	69%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	23	19%	81%	0%
No	47	28%	72%	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

	Base	Yes	No	Unsure
ALL	627	10%	89%	1%
LOCATION				
Auckland	187	14%	84%	2%
Wellington	70	13%	87%	0%
Christchurch	70	6%	94%	0%
Provincial	299	9%	90%	1%
Rural	142	12%	88%	0%
North Is	469	12%	87%	1%
South Is	158	7%	93%	0%
SEX				
Male	304	12%	87%	1%
Female	323	9%	90%	1%
AGE GROUP				
Under 30	95	14%	86%	0%
30-44	199	12%	87%	1%
45-59	177	10%	87%	3%
60 Plus	154	5%	95%	0%
OCCUPATION				
Professionals, Managers	227	10%	90%	0%
Technicians, Trade workers	50	7%	93%	0%
Community, Personal service workers	46	14%	86%	0%
Clerks, Admin & Sales	96	18%	82%	0%
Blue collar	49	10%	87%	3%
Students	11	13%	87%	0%
Retired	88	6%	94%	0%
Homemaker	25	7%	90%	3%
Not employed	18	0%	94%	6%
Self employed	8	6%	94%	0%
PERSONAL INCOME				
Less than \$15,000	72	11%	87%	2%
\$15,001-30,000	112	10%	90%	0%
\$30,001-50,000	126	12%	88%	0%
\$50,001-70,000	115	7%	93%	0%
More than \$70,000	127	13%	86%	1%
ETHNICITY				
Pacific Island	29	22%	78%	0%
Maori	62	8%	90%	2%
Non Maori/Non PI	536	10%	89%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	445	13%	86%	1%
No	167	5%	95%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	506	10%	90%	0%
Disagree	43	13%	87%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	512	11%	89%	0%
Disagree	47	7%	93%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	432	10%	89%	1%
Disagree	67	10%	88%	2%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	287	14%	85%	1%
Disagree	147	10%	89%	1%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	232	20%	79%	1%
No	395	5%	94%	1%

CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	170	29%	70%	1%
No	451	3%	96%	1%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	85	35%	65%	0%
No	538	7%	92%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	65	100%	0%	0%
No	555	0%	100%	0%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	71	46%	52%	2%
No	551	6%	93%	1%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	118	24%	73%	3%
No	505	7%	92%	1%
VISITED WEBSITES				
Whats My Number	125	20%	80%	0%
Powerswitch	80	23%	77%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	23	59%	41%	0%
No	47	41%	56%	3%

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

	Base	Yes	No	Unsure
ALL	627	11%	88%	1%
LOCATION				
Auckland	187	16%	82%	2%
Wellington	70	13%	87%	0%
Christchurch	70	5%	95%	0%
Provincial	299	9%	90%	1%
Rural	142	10%	89%	1%
North Is	469	12%	87%	1%
South Is	158	9%	91%	0%
SEX				
Male	304	12%	87%	1%
Female	323	10%	89%	1%
AGE GROUP				
Under 30	95	20%	80%	0%
30-44	199	11%	88%	1%
45-59	177	12%	88%	0%
60 Plus	154	6%	93%	1%
OCCUPATION				
Professionals, Managers	227	12%	87%	1%
Technicians, Trade workers	50	25%	75%	0%
Community, Personal service workers	46	7%	93%	0%
Clerks, Admin & Sales	96	17%	83%	0%
Blue collar	49	6%	94%	0%
Students	11	0%	100%	0%
Retired	88	4%	94%	2%
Homemaker	25	9%	88%	3%
Not employed	18	0%	94%	6%
Self employed	8	21%	79%	0%
PERSONAL INCOME				
Less than \$15,000	72	9%	91%	0%
\$15,001-30,000	112	13%	86%	1%
\$30,001-50,000	126	15%	85%	0%
\$50,001-70,000	115	10%	89%	1%
More than \$70,000	127	9%	91%	0%
ETHNICITY				
Pacific Island	29	14%	86%	0%
Maori	62	12%	86%	2%
Non Maori/Non PI	536	11%	88%	1%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	445	15%	84%	1%
No	167	2%	97%	1%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	506	11%	88%	1%
Disagree	43	17%	83%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	512	12%	88%	0%
Disagree	47	17%	83%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	432	11%	88%	1%
Disagree	67	12%	88%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	287	14%	86%	0%
Disagree	147	9%	90%	1%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	232	23%	76%	1%
No	395	5%	94%	1%

CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	170	25%	73%	2%
No	451	6%	93%	1%
CONTACTED EXISING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	85	21%	78%	1%
No	538	10%	90%	0%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	65	50%	50%	0%
No	555	6%	93%	1%
SWITCHED ELECRTICITY SUPPLIER (LAST 3 MONTHS)				
Yes	71	100%	0%	0%
No	551	0%	100%	0%
SWITCHED ELECRTICITY SUPPLIER (LAST 12 MONTHS)				
Yes	118	48%	51%	1%
No	505	3%	96%	1%
VISITED WEBSITES				
Whats My Number	125	19%	81%	0%
Powerswitch	80	22%	78%	0%
SWITCHED BECAUSE OF ADVERTISING				
Yes	23	100%	0%	0%
No	47	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?"

	Base	Yes	No	Unsure
ALL	71	32%	66%	2%
LOCATION				
Auckland	31	38%	61%	1%
Wellington	9	41%	59%	0%
Christchurch	4	35%	65%	0%
Provincial	28	22%	75%	3%
Rural	15	38%	62%	0%
North Is	57	35%	63%	2%
South Is	14	20%	80%	0%
SEX				
Male	38	33%	64%	3%
Female	33	31%	69%	0%
AGE GROUP				
Under 30	19	46%	54%	0%
30-44	22	36%	62%	2%
45-59	21	24%	76%	0%
60 Plus	9	11%	81%	8%
OCCUPATION				
Professionals, Managers	28	30%	66%	4%
Technicians, Trade workers	12	27%	73%	0%
Community, Personal service workers	3	28%	72%	0%
Clerks, Admin & Sales	16	62%	38%	0%
Blue collar	3	0%	100%	0%
Retired	4	0%	100%	0%
Homemaker	2	0%	100%	0%
Self employed	2	0%	100%	0%
PERSONAL INCOME				
Less than \$15,000	7	63%	37%	0%
\$15,001-30,000	14	58%	42%	0%
\$30,001-50,000	19	20%	80%	0%
\$50,001-70,000	12	21%	75%	4%
More than \$70,000	12	21%	79%	0%
ETHNICITY				
Pacific Island	4	65%	35%	0%
Maori	8	29%	71%	0%
Non Maori/Non PI	59	30%	68%	2%
WORTHWHILE REVIEWING ELECTRICITY PROVIDER				
Yes	66	33%	66%	1%
No	4	25%	75%	0%
STATEMENTS - HAVE CHOICE OF ELECTRICITY PROVIDER				
Agree	55	34%	64%	2%
Disagree	7	30%	70%	0%
STATEMENTS - CAN SWITCH ELECTRICITY PROVIDER				
Agree	60	36%	62%	2%
Disagree	8	11%	89%	0%
STATEMENTS - EASY TO SWITCH ELECTRICITY PROVIDER				
Agree	50	41%	56%	3%
Disagree	8	0%	100%	0%
STATEMENTS - SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER				
Agree	41	38%	62%	0%
Disagree	13	32%	64%	4%
DISCUSSED ELECTRICITY OPTIONS WITH OTHERS (LAST 3 MONTHS)				
Yes	53	30%	68%	2%
No	18	38%	62%	0%
CHECKED POTENTIAL ANNUAL SAVINGS IF YOU CHANGE (LAST 3 MONTHS)				
Yes	43	32%	67%	1%
No	27	32%	68%	0%

CONTACTED EXISTING ELECTRICITY SUPPLIER TO REVIEW (LAST 3 MONTHS)				
Yes	18	23%	73%	4%
No	53	35%	64%	1%
CONTACTED DIFFERENT ENERGY SUPPLIER (LAST 3 MONTHS)				
Yes	33	41%	59%	0%
No	37	25%	72%	3%
SWITCHED ELECTRICITY SUPPLIER (LAST 3 MONTHS)				
Yes	71	32%	66%	2%
SWITCHED ELECTRICITY SUPPLIER (LAST 12 MONTHS)				
Yes	57	28%	71%	1%
No	14	50%	47%	3%
VISITED WEBSITES				
Whats My Number	24	60%	40%	0%
Powerswitch	17	46%	51%	3%
SWITCHED BECAUSE OF ADVERTISING				
Yes	23	100%	0%	0%
No				