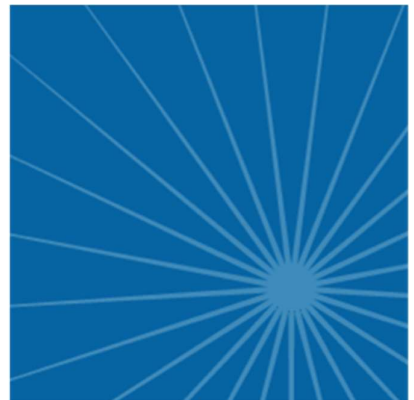


Electricity Authority

Advertising tracker

Telephone Omnibus Results

August 2017



Contents

Contents	1
Methodology	3
Key Findings	4
1 Overview.....	4
2 Advertising recall	6
2.1 Awareness of advertising	6
2.2 Campaign attribution	7
2.3 Awareness of television advertisement.....	8
2.4 Trendline comparison – TV advertising	8
2.5 Ads delivered via other channels	9
2.6 Awareness of specific executions of ‘stripe’ ad.....	10
2.7 Channels driving awareness	11
3 Campaign effectiveness	12
3.1 Website visitation.....	12
3.2 Campaign outcome – checking/switching current deal.....	13
3.3 Switching directly attributable the campaign.....	14
4 Attitudes and behaviour.....	15
4.1 Attitudes towards switching.....	15
4.2 Reviewing choice of retailer	16
4.3 Switching behaviours – in last three months.....	17
4.4 Switching behaviours – in past year.....	19
Supplementary tables	20

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 11th to the 16th of August 2017 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 – the terms 'respondents' and 'bill payers' are used interchangeably. As this subgroup is made up of 584 people, the margin of error for this sample size for a 50% figure at the '95% confidence level' is $\pm 4.0\%$.

The sample sizes for bill payers under 30 (n=42) and bill payers living in the Wellington region (n=49) are small. As such, any references to these two subgroups on this report should be regarded as indicative results.

Key Findings

1 Overview

Awareness of the campaign has improved this year. Recall of advertising that encourages people to check how much they could save on their power increased from 68% in 2016 to 79% this year. Of those that could recall any advertising, 17% (on an unprompted basis) recalled the connection with the What's My Number campaign. Prompted recall was higher than 2016, with 79% recalling the 'Post-it note' television ad compared with 72% that had seen at least one of the three ads that ran that year.

Across ads delivered by other channels – 21% had seen an ad with a *'picture with words written across stripes of different colours with a message about finding yearly power savings of \$164 by going to whatsmynumber.org.nz*. When considering awareness of the different versions of the ad with a *'picture with words written across stripes'*, the highest recall was for the ad referring to an *'impulse getaway'* with 34% recall and the ad referring to *'the time it takes for the match to start, you could find yearly savings'* on 25%.

Visitation to the Powerswitch website remained the same as 2016 at 9%. Visitation to the What's My Number website was up slightly on 12% (up 2%). Of those that had switched electricity suppliers in the last month, 24% (up 3%) attributed the switch to the What's My Number campaign.

Of bill-payers who had seen at least one of the adverts, the proportion that claimed to have checked or considered checking their power deal because of the campaign rose in this monitor (16%, up 4%). While those that have actually switched or were planning to switch remained steady (9%, up 1%).

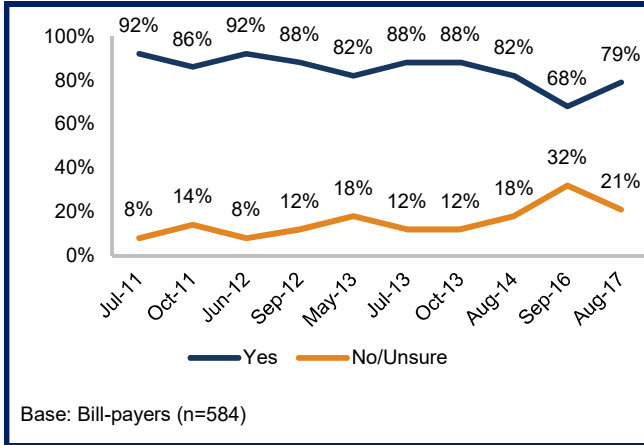
Those that believed it is worthwhile to regularly review their electricity retailer reduced slightly (68%, down 3%).

Looking at switching behaviour, 8% (up 2%) of bill-payers had switched or are considering switching in the past three months while over the past 12 months, 13% (down 3%) claimed to have switched supplier.

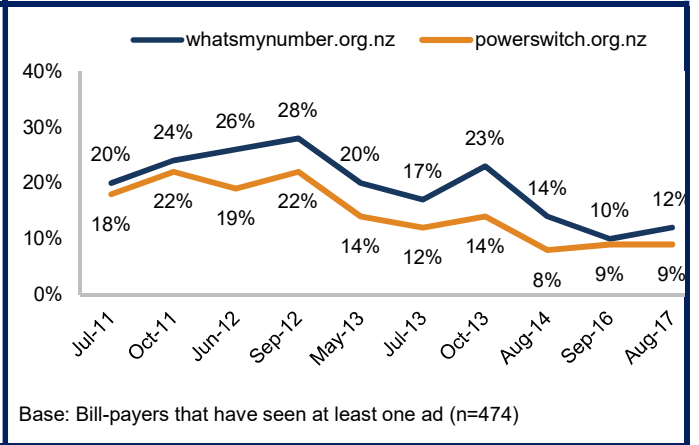
2017 OVERVIEW: 'WHAT'S MY NUMBER' CAMPAIGN EVALUATION

OVERALL CAMPAIGN MOVEMENTS

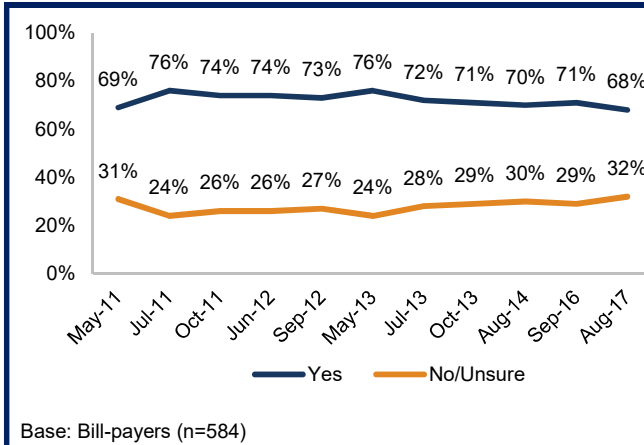
Aware of advertising about checking power deal



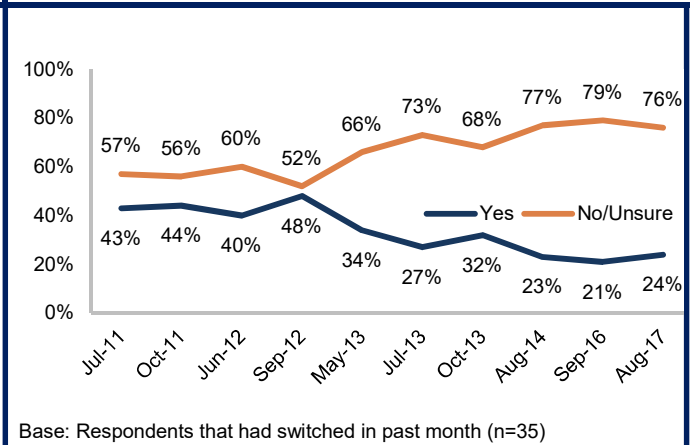
Website visitation



Worthwhile reviewing electricity retailer

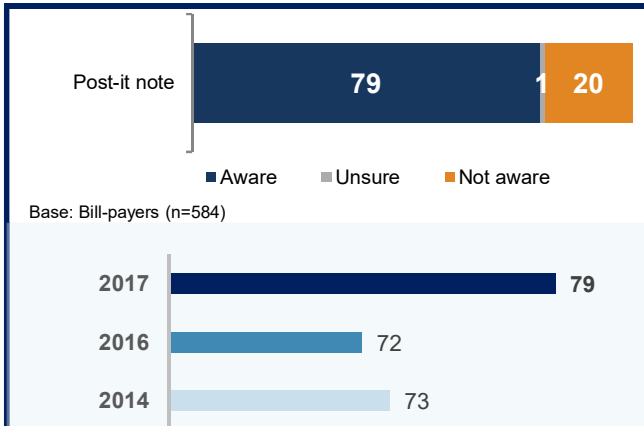


Switched/ or switching because of campaign

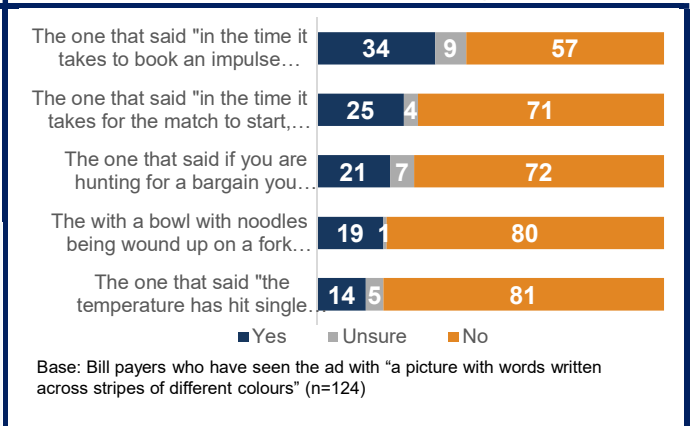


AWARENESS OF CAMPAIGN ELEMENTS

Aware of 'television' advertising



Aware of 'other channel' advertising



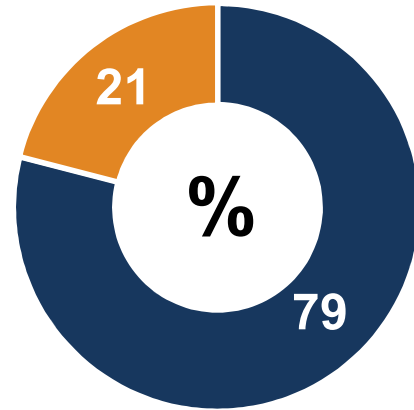
2 Advertising recall

2.1 Awareness of advertising

Almost four fifths (79%) of bill paying respondents recalled seeing or hearing advertising in the last two months that encourages people to check how much they could save on their power deal. This is up 11% from 2016.

Under 30s were less likely to have seen/heard of any advertising (57%, down 12%). This is also true for those with a personal income less than \$40,000 (70% awareness of advertising).

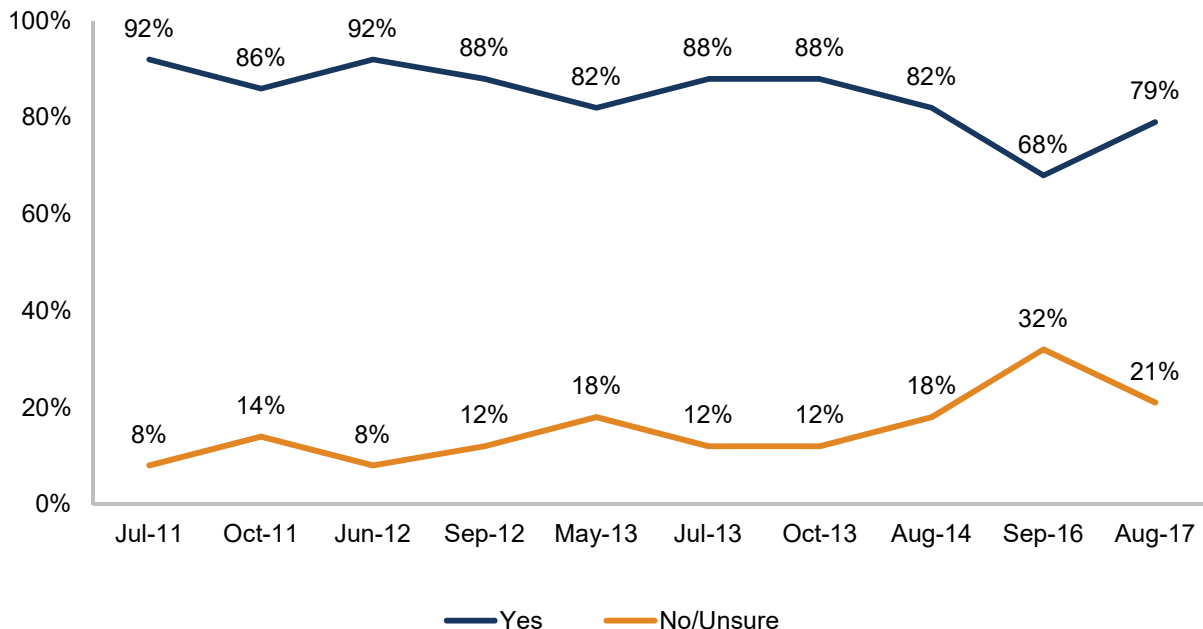
Awareness of advertising in the last two months



■ Aware ■ Not aware

Base: Bill payers (n=584)

Awareness of advertising - tracking



2.2 Campaign attribution

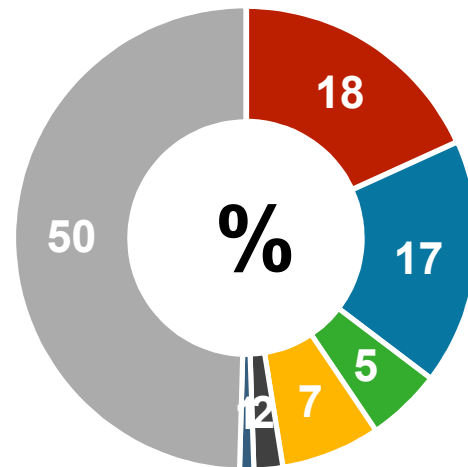
Just below a fifth (18%, down 16%) attributed the advertising to a power company. Attribution of advertising to a power company has now returned to a similar level recorded in August 2014. The What's My Number campaign was recalled by 17% - up 6% from 2016.

There was a small increase of 3% who attributed the advertising to Powerswitch (7%), while 5% linked the advertising to a website to change or review a power company (no change).

Those with dependent children were more likely to recall the What's My Number campaign (25%) than those without dependent children (12%). They were also more likely to recall Powerswitch (11%) compared to those without dependent children (5%).

Respondents in Wellington were much more likely to cite Powerswitch (14%).

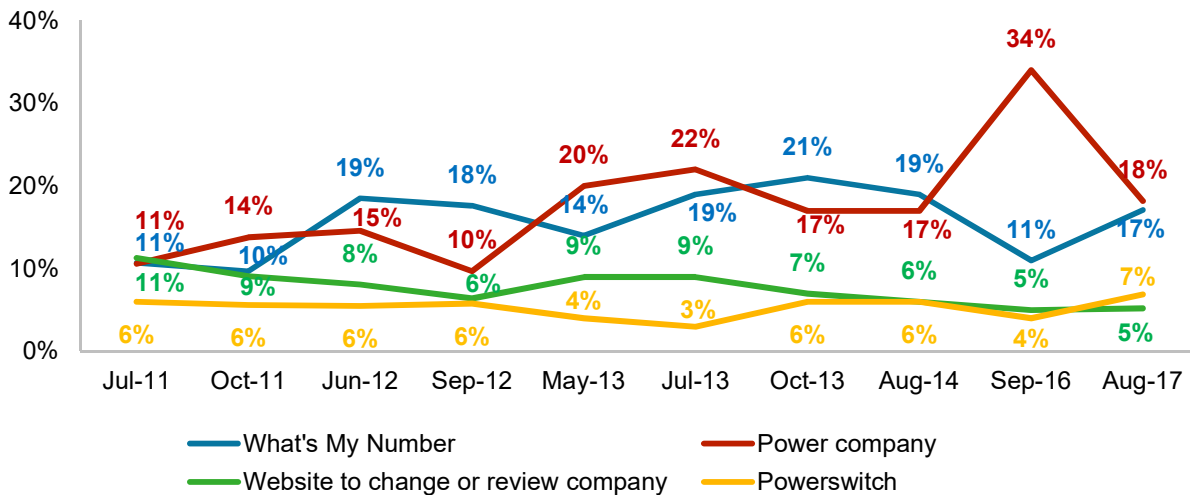
Recall of organisation in advertising



- Power company
- What's My Number
- Website to change or review company
- Powerswitch
- EECA
- Consumer NZ
- Unsure

Base: Bill paying respondents that declared awareness of advertising (n=458)

Recall of organisation in advertising - tracking



Base: Bill-payers that declared awareness of advertising (n=458)

2.3 Awareness of television advertisement

Only one television advertisement was run in the latest campaign which featured the Post-it note elements from the original campaign. Nearly four fifths of respondents (79%) declared that they had seen the ad with *'the amount they could save written on a piece of paper stuck to their forehead'*.

Those living rural areas and those in the South Island were more likely to have seen this ad at 84% (each) declared they have seen this ad.

Respondents with a personal income between \$40,000-70,000 were also more likely to have seen this ad (83%) compared to those earning less than \$40,000 (77%) and those earning more \$70,000 (75%).

University qualified respondents were less likely to declare awareness of this advertisement (76%) than those with other qualifications (82%). Under 30s were also less likely to declare awareness of the advertisement (69%).

TV advertising awareness

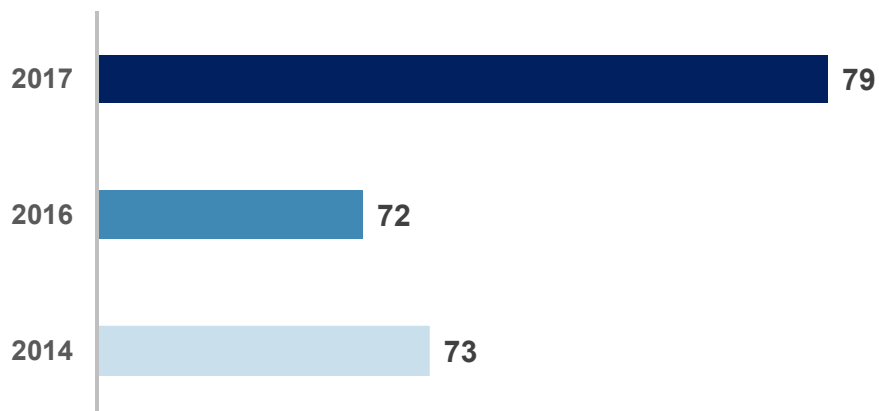


Base: Bill-payers (n=584)

2.4 Trendline comparison – TV advertising

Overall awareness of the television campaign was higher in 2017 with 79% of bill payers that had seen the campaign compared with 72% that had seen at least one of the three advertisements run in 2016.

Aware of TV advertising - trendline

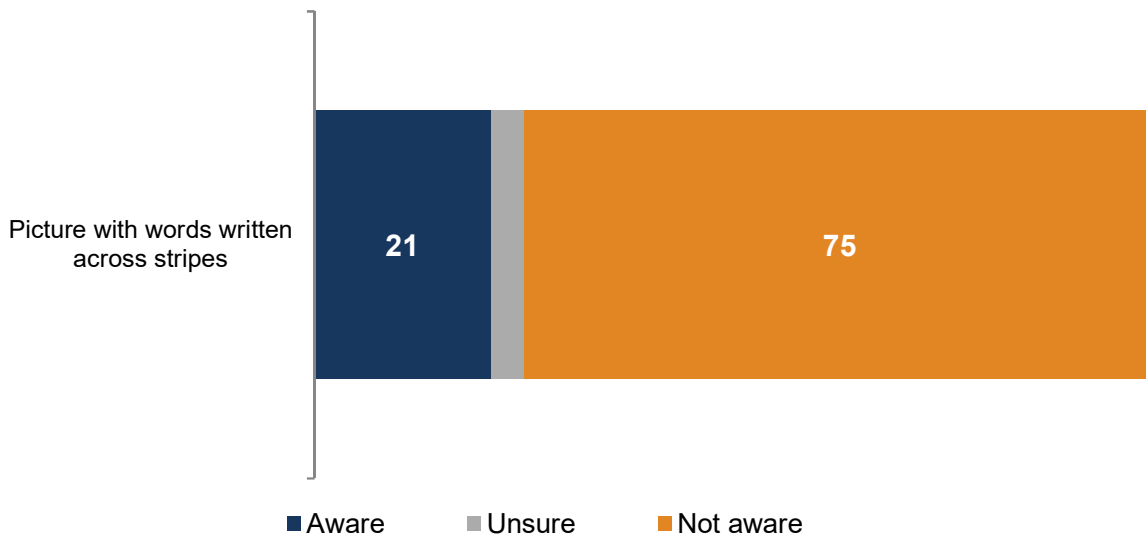


2.5 Ads delivered via other channels

A range of other ads were run across multiple channels (excluding television). All the ads featured a picture with words written across coloured stripes. Just over a fifth claimed to have seen an ad featuring a 'picture with words written across stripes of different colours with a message about finding yearly power savings of \$164 by going to 'whatsmynumber.org.nz'.

Those who had visited whatsmynumber.org.nz or powerswitch.co.nz, that had claimed to have checked or intended to check, or had switched or intended to switch suppliers - declared greater awareness of the ad.

General advertising awareness - 'stripe' execution via other channels



Base: Bill-payers (n=584)

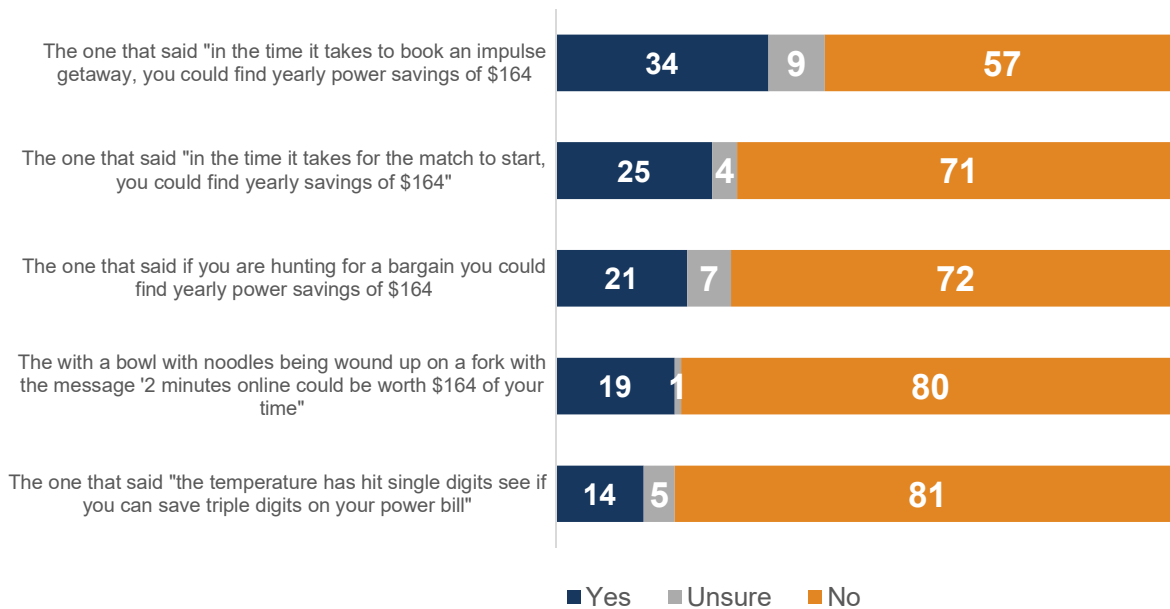
2.6 Awareness of specific executions of 'stripe' ad

This year respondents were asked if they have seen the different versions of the ad with *"a picture with words written across stripes of different colours"*. Of the five different versions tested, *the one that said "in the time it takes to book an impulse getaway, you could find yearly power savings of \$164"* received the most awareness, with a third (34%) declaring awareness. This was followed by the ad *that said "in the time it takes for the match to start, you could find yearly savings of \$164"* on 25% declared awareness.

The ad *that said "if you are hunting for a bargain you could find yearly power savings of \$164"* and the one with the message *"2 minutes online could be worth \$164 of your time"* were both seen by around a fifth (21% and 19% respectively).

Just over 1 in 10 (14%) declared awareness of the ad with the message *"the temperature has hit single digits, see if you can save triple digits on your power bill"*.

Awareness - specific executions (%)



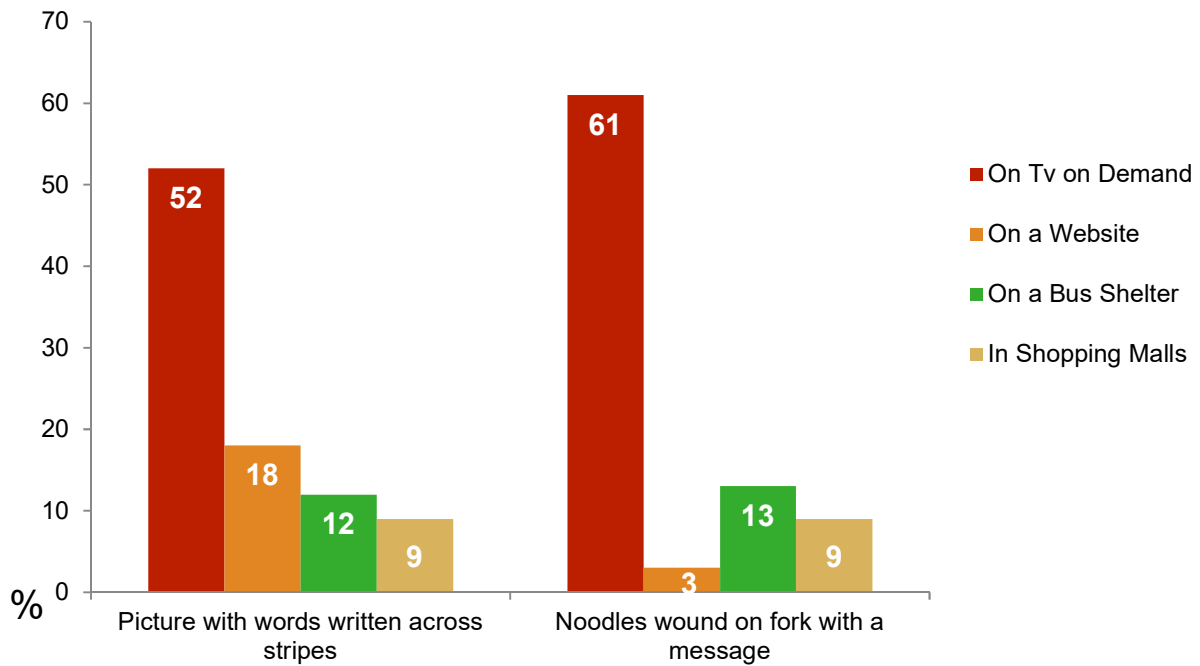
Base: Bill payers who have seen the ad with *"a picture with words written across stripes of different colours"* (n=124)

2.7 Channels driving awareness

To get an indication of the most effective channels for the 'stripe' executions – respondents that had seen an ad with 'a picture with words written across stripes of different colours with a message about finding yearly power savings of \$164 by going to 'whatsmynumber.org.nz' or the ad with 'a bowl with noodles being wound up on a fork' were asked where they had seen the ads.

As found last year, TV on demand was the most common channel for people to have seen the advertisements.

Channels driving awareness



Base: Those who have seen each respective advert

3 Campaign effectiveness

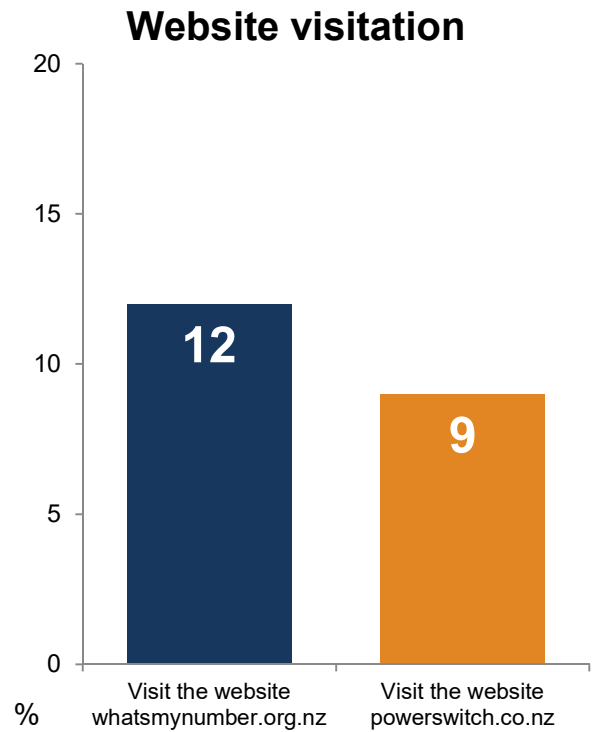
3.1 Website visitation

Declared visitation to the whatsmynumber.org.nz website and the powerswitch.co.nz website remained relatively static this year.

Of those that had seen at least one of the adverts, 12% (up 2%) had visited whatsmynumber.org.nz as a result. Respondents aged between 30-44 were more likely to have visited the website (19%) as a result of the campaign as were those with dependent children (18%). Those who had seen the ad with the “*picture with words written across stripes of different colours*” tended to visit the website more (16%).

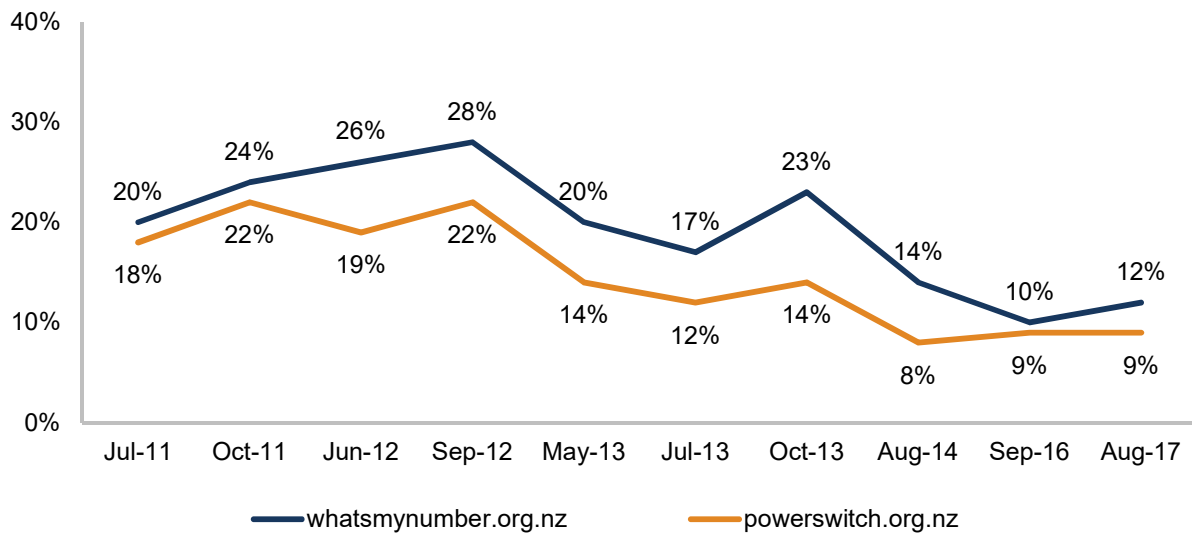
The same as last year, 9% of people claimed to have visited powerswitch.org.nz. Aucklanders were slightly more likely to visit the Powerswitch website as a result of the campaign (13%). Those over 60 were less likely to visit the website (5%).

University qualified respondents who were aware of the advertising were more likely to have visited both websites (whatsmynumber.org.nz, 15% and powerswitch.org.nz, 13%) than those with lower level qualifications.



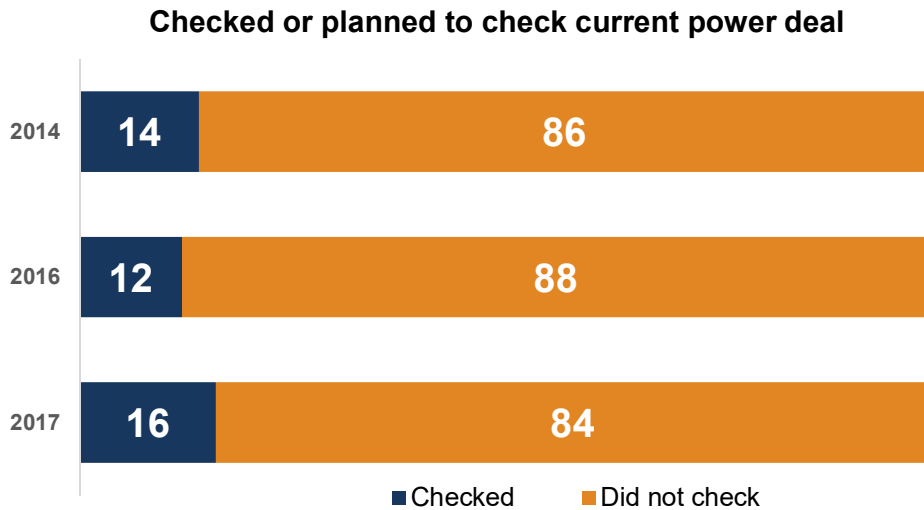
Base: Bill payers who have seen at least one of any of the adverts (n=474)

Website visitation - tracking



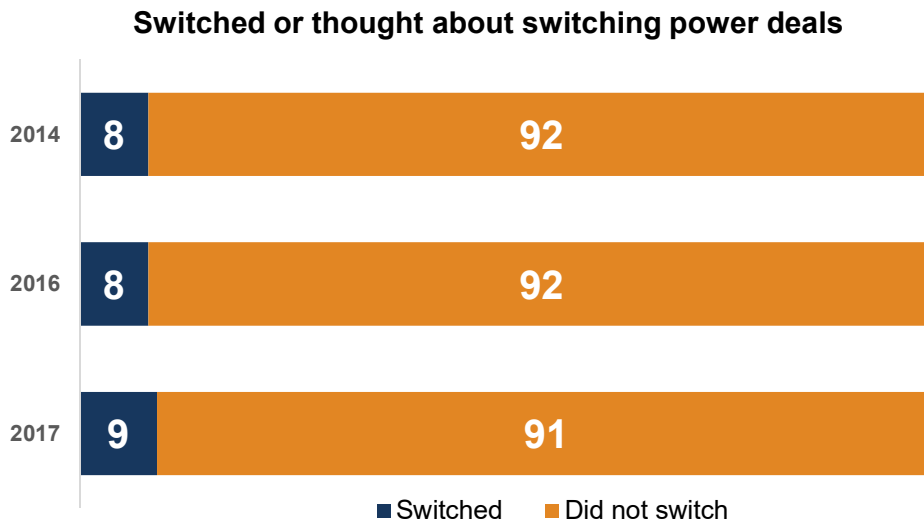
3.2 Campaign outcome – checking/switching current deal

Those that had seen at least one of the advertisements were asked whether they had checked or planned to check power deals as a result of the ad campaign. 16% said they checked and/or plan to check their current power deal as a result of the campaign (up 4% from 2016).



Base: Bill paying respondents who have seen at least one advert (n=474)

Just under 10% said they had switched or were thinking about switching due to the campaign (up 1% from 2016).

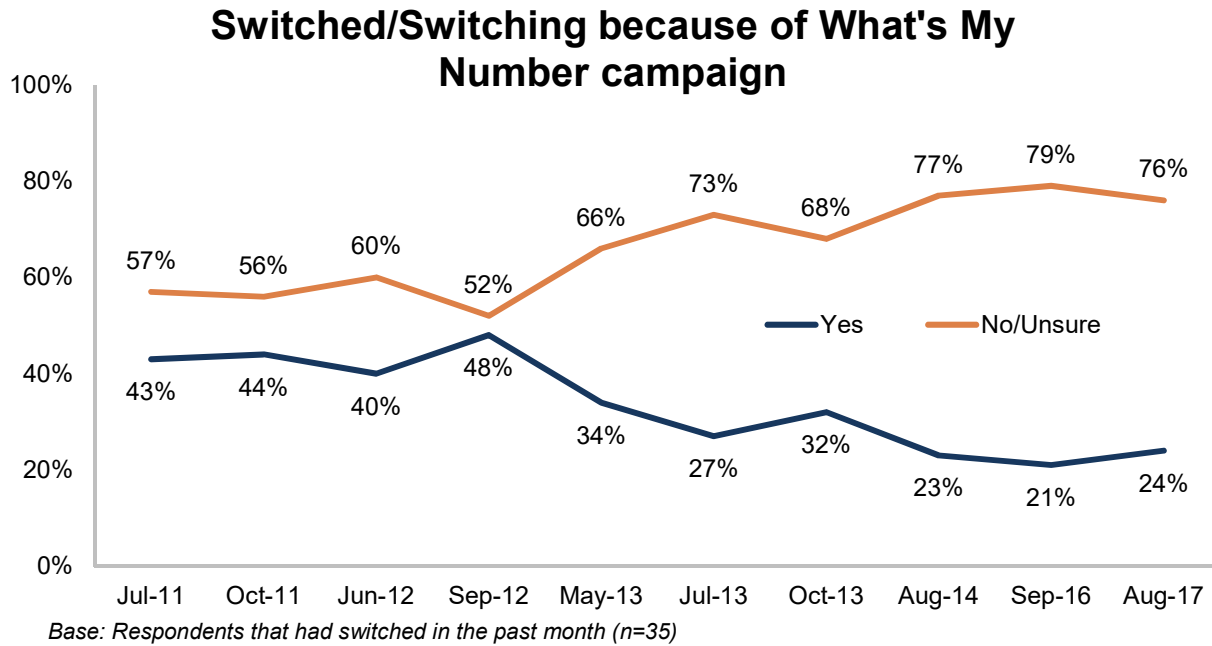


Base: Bill paying respondents who have seen at least one advert (n=474)

Those who have seen an element of the campaign were more likely to check or think about checking their current power deal (19%) than those who were not aware of the campaign (10%). This correlation also applied to those who switched or were thinking about switching (11% to 4%). Older respondents (45+) were less likely to switch or thinking about switching (6%) than those aged under 45 years (14%).

3.3 Switching directly attributable the campaign

To get a more accurate idea of the proportion that had switched due to the campaign, the same question about switching as a result of the What's My Number campaign was analysed by a subgroup of respondents that had actually switched in the last month, or were about to do so. Of the 35 respondents that had switched in the past month, 24% (up 3%) said it was due to What's My Number.



4 Attitudes and behaviour

4.1 Attitudes towards switching

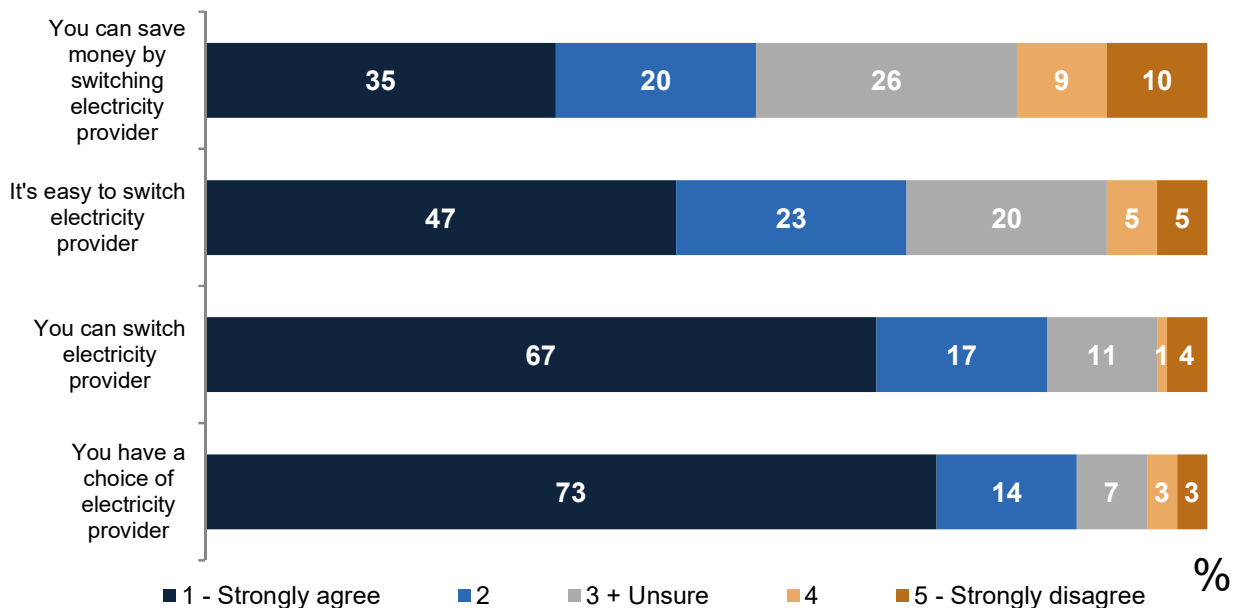
Overall, attitudes towards switching remained relatively static. The measure, *'you can save money by switching'* rose 6% in agreement from last year to 55%. For all measures, those who had seen the What's My Number campaign were more likely to agree with the switching measures than those who were not aware of the campaign. Those with dependent children were also more inclined to agree with all the four measures than those without dependent children. This held true for Wellingtonians and those aged between 30-44 who also generally tended to agree more with these measures.

87% (up 4%) of bill-payers agreed (1+2) that they have a choice of electricity provider. This is the second highest rating achieved since July 2011. Females respondents were slightly more inclined to agree with this measure (90%) when compared to males (84%). Those aged between 30-44 also had a greater tendency to agree (93%) than those younger (77%) or older (86%).

84% (up 3%) of respondents agree that *'You can switch electricity provider'*. Wealthier respondents (personal income more than \$70k) were more likely to agree with this measure (91%) than those earning \$70k or less (85%).

70% of bill-payers thought that *'It is easy to switch electricity provider'*, this increased 2% from 2016. Like the previous survey, those who switched supplier in the last year tended to agree more with this statement (83%) than those who did not switch (67%). Wealthier respondents (personal income more than \$70k) were more likely to agree with this measure (81%) than those earning \$70k or less (70%). Males had a greater tendency to agree with this measure (73%) than females (67%).

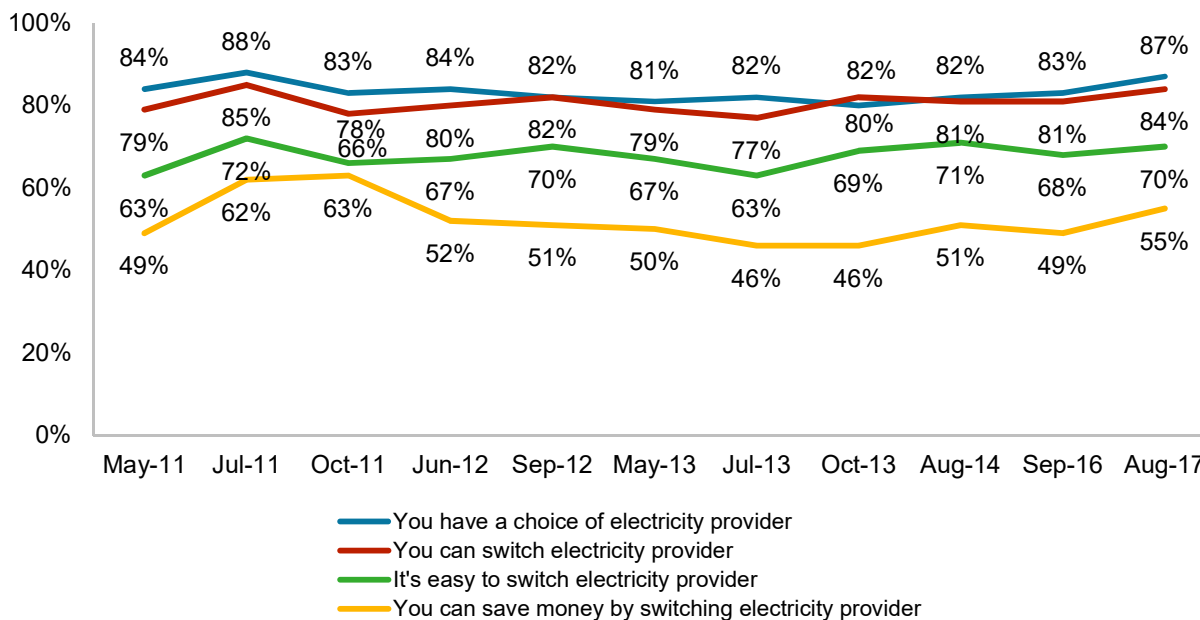
Attitudes towards switching



Base: Bill payers (n=584)

Over half (55%) of the bill payers agreed that 'You can save money by switching electricity provider'. Those who had switched suppliers had a greater tendency to agree (88%) with this statement than those who had not (50%). Males were more likely to agree with this statement (58%) than females (51%).

Attitudes toward switching - total agree (1+2)



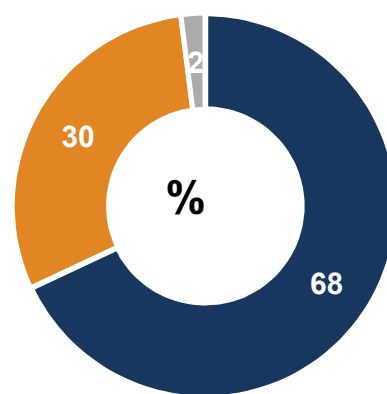
4.2 Reviewing choice of retailer

The proportion of bill-payers who think that it is worthwhile to review their electricity retailer regularly remained relatively steady this survey with 68% believing it is worthwhile (down 3% from last year).

Respondents aged between 30-44 were much more likely to believe it was worthwhile reviewing (81%) as were Wellingtonians (76%). Like the previous survey, those with dependent children were also more likely to think it is worthwhile (82%), as opposed to those without dependent children (59%).

All of those who had seen the campaign thought it was worthwhile reviewing their retailer. Those who had visited the whatsmynumber.org.nz website were more likely to think it was worthwhile to review regularly (84%). This was also true for those who had visited powerswitch.co.nz (88%).

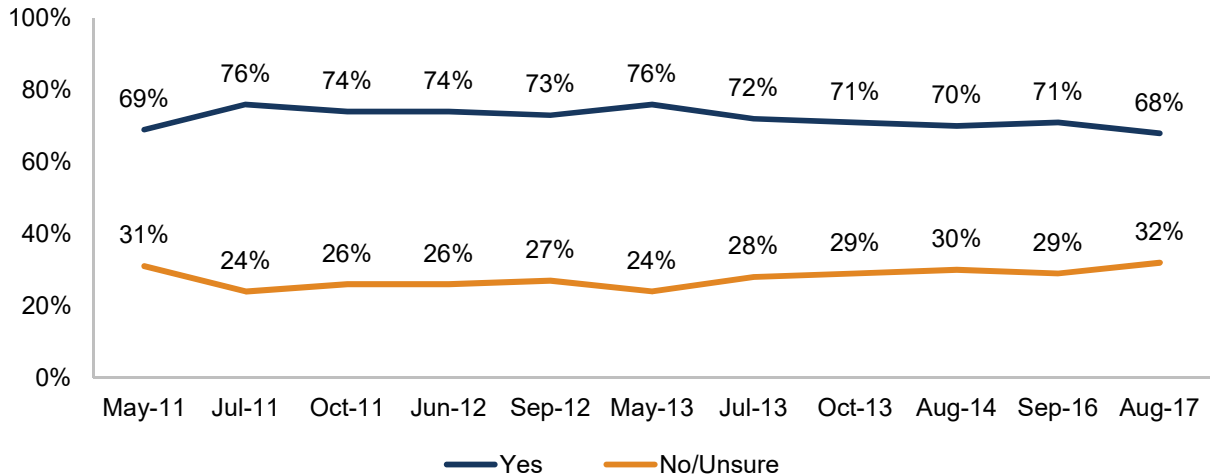
Reviewing electricity retailer



- Worthwhile reviewing regularly
- Not worthwhile
- Unsure

Base: Bill payers (n=584)

Reviewing electricity retailer

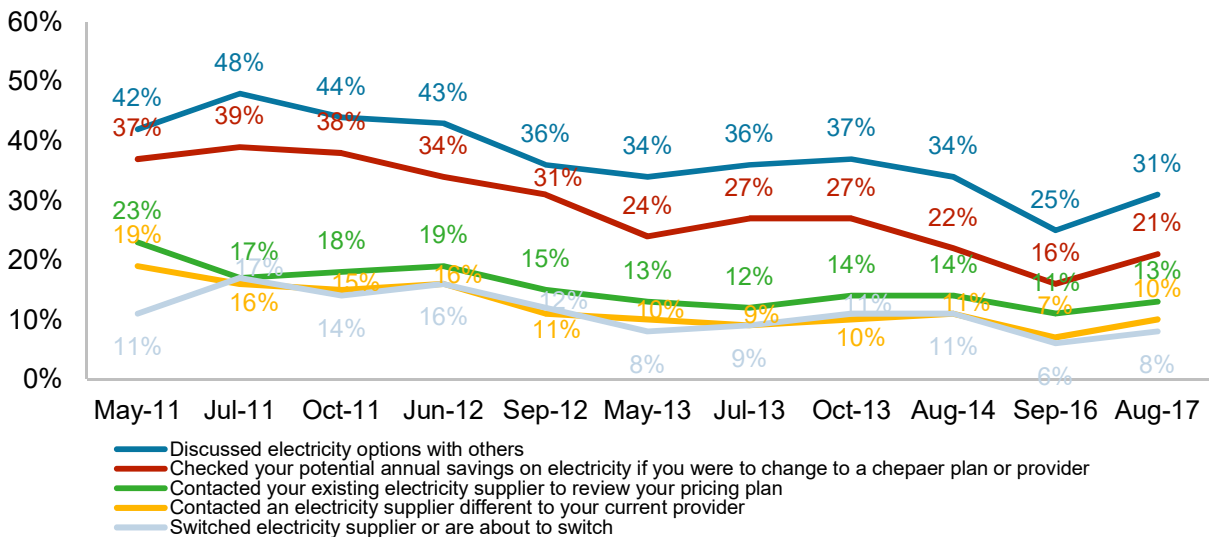


4.3 Switching behaviours – in last three months

To gain an indication of more recent behaviour, in the latest monitor respondents were asked to note behaviour over the past three months.

There has been an increase in all declared actions. The biggest increases came from the actions of discussing options and checking annual savings (up 6% and 5% respectively). Other actions had an increase ranging between 2-3%.

Last three months - tracking



Base: Bill-payers (n=584)

Those who have seen elements of the campaign generally tended to declare higher levels of action across the behaviours. Those with dependent children when compared to those without dependent children also declared higher levels of action. This correlation was strongest for discussing electricity options (38% to 27%) and checking annual savings (27% to 17%).

Discussed electricity options

'Discussing electricity options with others' was still the most popular switching behaviour with almost a third (31%, up 6%) engaging in this behaviour.

Those that had visited the whatsmynumber.org.nz (47%) or powerswitch.co.nz (45%) websites, those aged under 30 years (39%) and those living in Christchurch (41%) were more likely to have held these discussions. It must be noted that the sample sizes of these subgroups are small and thus these results are only indicative.

Checked Savings

'Checked your potential annual savings on electricity if you were to change to a cheaper plan' continued to be the second most popular behaviour at 21% (up 5%).

Those that claimed to have seen an advert on switching had a much higher chance of checking their savings than people who had not (28% to 7%).

Those that visited the Powerswitch website were also more likely to check the potential annual savings than those who had not visited the site (53% compared to 18%). This was also true for those who had visited the What's My Number website compared to those who had not visited the site (55% to 17%).

Contacted supplier

The proportion that had contacted their existing electricity supplier in the past month about a deal was up 2% to 13%.

Under 30s were much less likely to take this action (4%). Those aware of advertising were more likely to contact their supplier (16%) than those not aware of the advertising (7%).

Contacted another provider

This survey 10% (up 3%) of bill paying respondents contacted an electricity supplier different from the current supplier about a deal.

None of the under 30s (n=42) exhibited on this behaviour. Those who declared visitation to powerswitch.co.nz (34%) and whatsmynumber.org.nz (26%) were more likely to contact another provider.

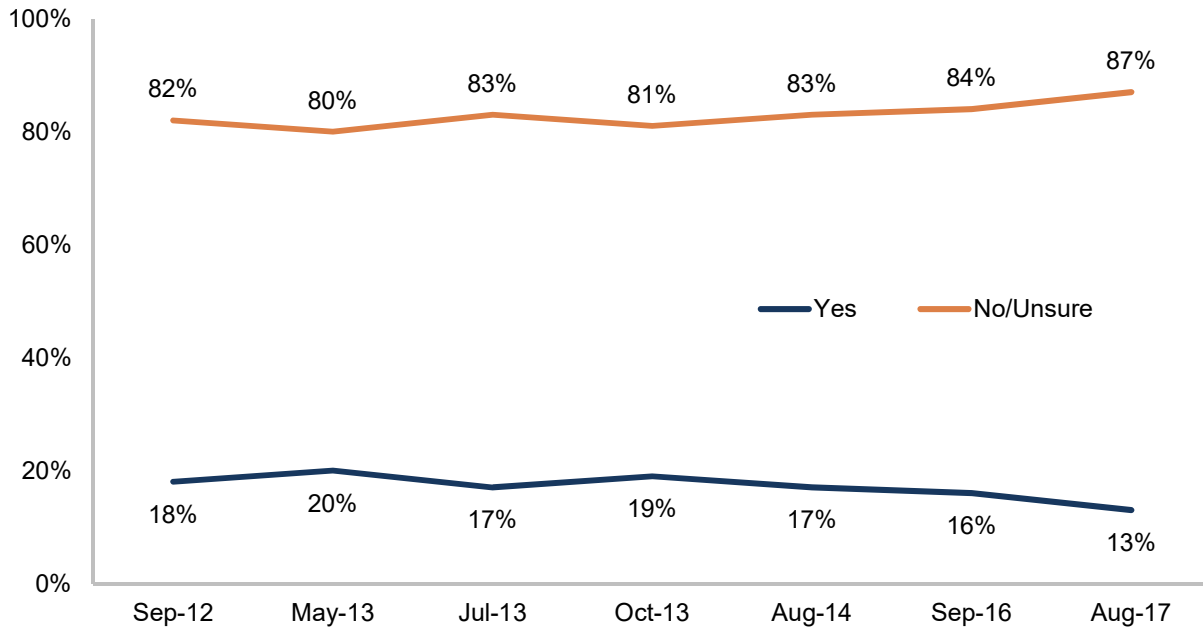
Switched or about to

Just under 1 in 10 (8%, up 2%) of bill paying respondents claimed to have 'Switched electricity supplier or were about to switch'. Those aware of the advertising were more likely to have switched or considered switching (11%) than those not aware of the advertising (1%).

4.4 Switching behaviours – in past year

Declared switching over the last 12 months declined slightly, down 3% to 13%. Those who have seen the campaign were more likely to have switched in the last twelve months (16%) than those who were not aware of the campaign.

Switched in the last 12 months - tracking



Base: Bill-payers (n=584)

Supplementary tables

ELECTRICITY BILL PAYER	21
SWITCHED SUPPLIER IN THE PAST YEAR.....	23
AGREEMENT TESTING - YOU HAVE A CHOICE OF ELECTRICITY PROVIDER	25
AGREEMENT TESTING - YOU CAN SWITCH ELECTRICITY PROVIDER.....	27
AGREEMENT TESTING - ITS EASY TO SWITCH ELECTRICITY PROVIDER.....	29
AGREEMENT TESTING - YOU CAN SAVE MONEY BY SWITCHING ELECTRICITY PROVIDER	31
REVIWEING YOUR ELECTRCITY RETAILER.....	33
ADVERTISING ON SAVING	35
ORGANISATION AD WAS PROMOTING	37
TV AD – POST-IT NOTE	39
ADVERT - A PICTURE ACROSS STRIPES OF DIFFERENT COLOURS	41
ADVERT OTHER CHANNELS- A PICTURE ACROSS STRIPES OF DIFFERENT COLOURS	43
DIFFERENT AD VERSION AWARENESS	45
DIFFERENT VERSION OF ADS – FORK WITH NOODLE.....	47
ADVERT OTHER CHANNEL - FORK WITH A MESSAGETWO MINUTE NOODLE.	48
DIFFERENT VERSION OF ADS- HUNTING FOR A BARGAIN	50
DIFFERENT VERSION OF ADS - TEMPERATURE HIT SINGLE DIGITS	53
DIFFERENT VERSION OF ADS - IMPULSE GETAWAY	55
DIFFERENT VERSION OF ADS - MATCH START	57
ADVERTISEMENT RESULT- VISIT THE WEBSITE WHATSMYNUMBER.ORG.NZ	59
ADVERTISEMENT RESULT - VISIT THE WEBSITE POWERSWITCH.CO.NZ.....	61
LAST THREE MONTHS - DICSUSSED ELECTRICITY OPTIONS WITH OTHERS	63
LAST THREE MONTHS - CHECKED FOR POTENTIAL ANNUAL SAVINGS	65
LAST THREE MONTHS – CONTACTED SUPPLIER	67
LAST THREE MONTHS - CONTACTED ANOTHER SUPPLIER.....	69
LAST THREE MONTHS - SWTICHD SUPPLIER OR ABOUT TO SWITCH.....	71
RESULTS OF WHATS MY NUMBER CAMPAIGN – CHECK OR THINKING OF CHECKING POWER DEAL	73
RESULT OF WHATS MY NUMBER CAMPAIGN – SWITCH OR THINKING OF SWITCHING COMPANIES.....	75

ELECTRICITY BILL PAYER

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	78%	22%	0%
LOCATION				
Auckland	248	76%	24%	0%
Wellington	73	68%	31%	1%
Christchurch	86	79%	21%	0%
Provincial	343	81%	19%	0%
Rural	138	79%	21%	0%
North Is	568	77%	23%	0%
South Is	182	81%	19%	0%
SEX				
Male	359	78%	22%	0%
Female	391	78%	22%	0%
AGE GROUP				
Under 30	156	27%	73%	0%
30-44	195	88%	12%	0%
45-59	202	95%	5%	0%
60 Plus	197	91%	9%	0%
PERSONAL INCOME				
Less than \$40,000	154	71%	29%	0%
\$40,001-70,000	134	86%	13%	1%
More than \$70,000	174	89%	11%	0%
ETHNICITY				
Pacific Island	16	51%	49%	0%
Maori	85	66%	34%	0%
Asian	34	75%	25%	0%
Non Maori/PI/Asian	623	80%	20%	0%
HOUSE SITUATION				
Dependent children	245	90%	10%	0%
No dependent children	503	72%	28%	0%
EDUCATION				
Up to secondary school level	237	72%	28%	0%
Polytech/trade qualifications	163	79%	21%	0%
University qualification	349	81%	18%	1%
BILL PAYER				
Yes	584	100%	0%	0%
No	166	0%	99%	1%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	73	100%	0%	0%
No	511	100%	0%	0%
AGREE (1+2)				
Have a choice of provider	508	100%	0%	0%
Can switch provider	494	100%	0%	0%
Easy to switch	407	100%	0%	0%
Save money by switching	319	100%	0%	0%
SEEN AD ABOUT SWITCHING				
Yes	395	100%	0%	0%
No	189	100%	0%	0%
SEEN TV ADVERTS				
Sticker on forehead	603	77%	23%	0%

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
OTHER ADVERTS				
Picture with words across stripes	169	74%	25%	1%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	81	85%	15%	0%
Hunting for a bargain	37	69%	31%	0%
Temperature	23	76%	24%	0%
Impulse getaway	60	70%	29%	1%
Waiting for match	46	69%	28%	3%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	74	72%	28%	0%
No	550	76%	24%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	57	74%	26%	0%
No	568	76%	24%	0%
...CHECK CURRENT DEAL				
Yes	86	89%	11%	0%
No	538	74%	26%	0%
...SWITCH SUPPLIER				
Yes	49	83%	17%	0%
No	575	75%	25%	0%
LAST THREE MONTHS				
Discussed providers	180	100%	0%	0%
checked savings	121	100%	0%	0%
Contacted current supplier	78	100%	0%	0%
Contacted other supplier	56	100%	0%	0%
Switched supplier	45	100%	0%	0%

SWITCHED SUPPLIER IN THE PAST YEAR

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

	Base	Yes	No	Unsure
ALL	584	13%	87%	0%
LOCATION				
Auckland	188	12%	87%	1%
Wellington	49	18%	82%	0%
Christchurch	68	12%	88%	0%
Provincial	279	12%	88%	0%
Rural	109	13%	87%	0%
North Is	436	13%	87%	0%
South Is	148	11%	89%	0%
SEX				
Male	280	12%	88%	0%
Female	304	13%	87%	0%
AGE GROUP				
Under 30	42	18%	82%	0%
30-44	171	16%	84%	0%
45-59	192	12%	88%	0%
60 Plus	178	8%	91%	1%
PERSONAL INCOME				
Less than \$40,000	109	17%	83%	0%
\$40,001-70,000	115	14%	86%	0%
More than \$70,000	155	12%	88%	0%
ETHNICITY				
Pacific Island	8	9%	91%	0%
Maori	56	10%	90%	0%
Asian	26	24%	76%	0%
Non Maori/PI/Asian	497	12%	88%	0%
HOUSE SITUATION				
Dependent children	220	17%	83%	0%
No dependent children	363	10%	90%	0%
EDUCATION				
Up to secondary school level	170	16%	84%	0%
Polytech/trade qualifications	129	9%	90%	1%
University qualification	284	12%	88%	0%
BILL PAYER				
Yes	584	13%	87%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	73	100%	0%	0%
No	511	0%	100%	0%
AGREE (1+2)				
Have a choice of provider	508	14%	86%	0%
Can switch provider	494	14%	86%	0%
Easy to switch	407	15%	85%	0%
Save money by switching	319	20%	80%	0%
SEEN AD ABOUT SWITCHING				
Yes	395	16%	84%	0%
No	189	4%	95%	1%
SEEN TV ADVERTS				
Sticker on forehead	462	13%	87%	0%

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

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	10%	90%	0%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	13%	87%	0%
Hunting for a bargain	26	5%	95%	0%
Temperature	17	0%	100%	0%
Impulse getaway	42	7%	93%	0%
Waiting for match	31	5%	95%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	20%	80%	0%
No	420	11%	88%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	17%	83%	0%
No	432	12%	88%	0%
...CHECK CURRENT DEAL				
Yes	77	10%	90%	0%
No	396	13%	87%	0%
...SWITCH SUPPLIER				
Yes	41	23%	77%	0%
No	433	12%	88%	0%
LAST THREE MONTHS				
Discussed providers	180	20%	80%	0%
checked savings	121	21%	79%	0%
Contacted current supplier	78	16%	84%	0%
Contacted other supplier	56	28%	72%	0%
Switched supplier	45	53%	47%	0%

AGREEMENT 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	584	73%	14%	7%	3%	3%	0%	0%
LOCATION								
Auckland	188	72%	17%	7%	2%	2%	0%	0%
Wellington	49	80%	12%	4%	1%	3%	0%	0%
Christchurch	68	70%	14%	10%	1%	5%	0%	0%
Provincial	279	73%	13%	7%	3%	3%	0%	1%
Rural	109	78%	12%	2%	5%	3%	0%	0%
North Is	436	73%	15%	7%	2%	2%	0%	1%
South Is	148	71%	12%	7%	4%	4%	1%	1%
SEX								
Male	280	71%	13%	8%	5%	3%	0%	0%
Female	304	74%	16%	6%	1%	2%	0%	1%
AGE GROUP								
Under 30	42	43%	34%	6%	17%	0%	0%	0%
30-44	171	80%	13%	4%	1%	2%	0%	0%
45-59	192	74%	13%	10%	1%	2%	0%	0%
60 Plus	178	71%	13%	7%	2%	5%	1%	1%
PERSONAL INCOME								
Less than \$40,000	109	60%	22%	11%	3%	4%	0%	0%
\$40,001-70,000	115	77%	16%	5%	1%	1%	0%	0%
More than \$70,000	155	75%	15%	5%	4%	1%	0%	0%
ETHNICITY								
Pacific Island	8	66%	25%	9%	0%	0%	0%	0%
Maori	56	77%	19%	3%	0%	1%	0%	0%
Asian	26	69%	26%	5%	0%	0%	0%	0%
Non Maori/PI/Asian	497	72%	14%	8%	3%	3%	0%	0%
HOUSE SITUATION								
Dependent children	220	79%	14%	4%	1%	2%	0%	0%
No dependent children	363	69%	14%	9%	4%	3%	0%	1%
EDUCATION								
Up to secondary school level	170	75%	13%	6%	0%	5%	1%	0%
Polytech/trade qualifications	129	65%	18%	12%	3%	1%	0%	1%
University qualification	284	74%	14%	6%	4%	2%	0%	0%
BILL PAYER								
Yes	584	73%	14%	7%	3%	3%	0%	0%
No	0	0%	0%	0%	0%	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR								
Yes	73	81%	12%	6%	0%	1%	0%	0%
No	511	71%	15%	7%	3%	3%	0%	1%
AGREE (1+2)								
Have a choice of provider	508	83%	17%	0%	0%	0%	0%	0%
Can switch provider	494	80%	13%	4%	2%	1%	0%	0%
Easy to switch	407	81%	13%	4%	1%	1%	0%	0%
Save money by switching	319	83%	11%	3%	1%	2%	0%	0%
SEEN AD ABOUT SWITCHING								
Yes	395	77%	13%	5%	2%	3%	0%	0%
No	189	63%	19%	12%	3%	3%	0%	0%
SEEN TV ADVERTS								
Sticker on forehead	462	75%	13%	7%	2%	3%	0%	0%
OTHER ADVERTS								
Picture with words across stripes	124	78%	13%	5%	2%	1%	0%	1%
VERSION OF PICTURE AD								
Bowl of noodles wound on fork	69	79%	11%	5%	1%	2%	1%	1%
Hunting for a bargain	26	73%	15%	6%	3%	3%	0%	0%
Temperature	17	74%	12%	10%	0%	0%	0%	4%
Impulse getaway	42	80%	12%	3%	2%	1%	0%	2%
Waiting for match	31	83%	8%	4%	2%	3%	0%	0%

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
RESULT OF ADS...								
...VISIT WHATSMYNUMBER.ORG.NZ								
Yes	54	80%	7%	10%	3%	0%	0%	0%
No	420	74%	14%	7%	2%	3%	0%	0%
...VISIT POWERSWITCH.CO.NZ								
Yes	42	89%	4%	5%	2%	0%	0%	0%
No	432	74%	14%	7%	2%	3%	0%	0%
...CHECK CURRENT DEAL								
Yes	77	69%	19%	7%	4%	1%	0%	0%
No	396	76%	12%	7%	1%	3%	1%	0%
...SWITCH SUPPLIER								
Yes	41	85%	13%	0%	2%	0%	0%	0%
No	433	74%	13%	8%	2%	3%	0%	0%
LAST THREE MONTHS								
Discussed providers	180	74%	17%	3%	3%	3%	0%	0%
checked savings	121	78%	12%	3%	5%	2%	0%	0%
Contacted current supplier	78	73%	15%	6%	2%	4%	0%	0%
Contacted other supplier	56	87%	10%	2%	1%	0%	0%	0%
Switched supplier	45	89%	3%	5%	0%	3%	0%	0%

AGREEMENT 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	584	67%	17%	9%	1%	4%	1%	1%
LOCATION								
Auckland	188	71%	17%	5%	2%	3%	1%	1%
Wellington	49	78%	15%	4%	0%	3%	0%	0%
Christchurch	68	67%	17%	9%	1%	6%	0%	0%
Provincial	279	63%	18%	12%	1%	4%	1%	1%
Rural	109	73%	9%	13%	1%	3%	1%	0%
North Is	436	67%	18%	8%	1%	4%	1%	1%
South Is	148	67%	16%	10%	1%	4%	2%	0%
SEX								
Male	280	67%	17%	9%	1%	4%	1%	1%
Female	304	67%	17%	8%	2%	4%	1%	1%
AGE GROUP								
Under 30	42	45%	23%	28%	0%	4%	0%	0%
30-44	171	72%	20%	5%	2%	1%	0%	0%
45-59	192	71%	18%	7%	0%	3%	1%	0%
60 Plus	178	64%	13%	10%	2%	7%	2%	2%
PERSONAL INCOME								
Less than \$40,000	109	64%	20%	11%	1%	4%	0%	0%
\$40,001-70,000	115	62%	23%	11%	1%	1%	1%	1%
More than \$70,000	155	72%	19%	5%	2%	2%	0%	0%
ETHNICITY								
Pacific Island	8	58%	42%	0%	0%	0%	0%	0%
Maori	56	64%	16%	15%	2%	3%	0%	0%
Asian	26	55%	35%	5%	0%	5%	0%	0%
Non Maori/PI/Asian	497	69%	16%	8%	1%	4%	1%	1%
HOUSE SITUATION								
Dependent children	220	72%	18%	6%	2%	2%	0%	0%
No dependent children	363	65%	17%	10%	1%	5%	1%	1%
EDUCATION								
Up to secondary school level	170	67%	13%	11%	1%	6%	1%	1%
Polytech/trade qualifications	129	67%	17%	11%	1%	3%	1%	0%
University qualification	284	68%	20%	6%	2%	3%	1%	0%
BILL PAYER								
Yes	584	67%	17%	9%	1%	4%	1%	1%
No	0	0%	0%	0%	0%	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR								
Yes	73	79%	12%	6%	1%	2%	0%	0%
No	511	66%	18%	9%	1%	4%	1%	1%
AGREE (1+2)								
Have a choice of provider	508	74%	16%	6%	1%	2%	1%	0%
Can switch provider	494	80%	20%	0%	0%	0%	0%	0%
Easy to switch	407	75%	18%	4%	0%	2%	0%	1%
Save money by switching	319	77%	14%	5%	1%	3%	0%	0%
SEEN AD ABOUT SWITCHING								
Yes	395	72%	18%	6%	1%	2%	1%	0%
No	189	58%	16%	14%	2%	7%	1%	2%
SEEN TV ADVERTS								
Sticker on forehead	462	68%	15%	10%	1%	4%	1%	1%
OTHER ADVERTS								
Picture with words across stripes	124	69%	19%	7%	1%	3%	0%	1%
VERSION OF PICTURE AD								
Bowl of noodles wound on fork	69	68%	14%	12%	0%	4%	1%	1%
Hunting for a bargain	26	69%	16%	9%	0%	6%	0%	0%
Temperature	17	67%	13%	10%	0%	10%	0%	0%
Impulse getaway	42	74%	20%	3%	0%	3%	0%	0%
Waiting for match	31	76%	14%	2%	0%	8%	0%	0%

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
RESULT OF ADS...								
...VISIT WHATSMYNUMBER.ORG.NZ								
Yes	54	77%	10%	7%	2%	4%	0%	0%
No	420	67%	16%	10%	1%	4%	1%	1%
...VISIT POWERSWITCH.CO.NZ								
Yes	42	78%	15%	7%	0%	0%	0%	0%
No	432	67%	16%	10%	1%	4%	1%	1%
...CHECK CURRENT DEAL								
Yes	77	64%	18%	14%	1%	2%	1%	0%
No	396	69%	15%	9%	1%	4%	1%	1%
...SWITCH SUPPLIER								
Yes	41	83%	14%	1%	0%	0%	2%	0%
No	433	66%	16%	10%	2%	4%	1%	1%
LAST THREE MONTHS								
Discussed providers	180	72%	15%	9%	1%	2%	0%	1%
checked savings	121	74%	18%	6%	1%	1%	0%	0%
Contacted current supplier	78	59%	29%	7%	0%	4%	1%	0%
Contacted other supplier	56	82%	16%	2%	0%	0%	0%	0%
Switched supplier	45	78%	16%	4%	0%	2%	0%	0%

AGREEMENT TESTING - ITS 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	584	47%	23%	11%	5%	5%	6%	3%
LOCATION								
Auckland	188	50%	25%	11%	4%	4%	3%	3%
Wellington	49	50%	30%	10%	1%	4%	5%	0%
Christchurch	68	44%	20%	15%	10%	6%	4%	1%
Provincial	279	45%	21%	10%	6%	4%	10%	4%
Rural	109	49%	18%	16%	5%	4%	6%	2%
North Is	436	48%	24%	10%	5%	4%	6%	3%
South Is	148	41%	19%	16%	7%	5%	9%	3%
SEX								
Male	280	48%	25%	10%	5%	3%	6%	3%
Female	304	46%	21%	12%	6%	6%	6%	3%
AGE GROUP								
Under 30	42	36%	22%	18%	7%	0%	11%	6%
30-44	171	50%	25%	10%	6%	4%	3%	2%
45-59	192	48%	28%	9%	3%	4%	5%	3%
60 Plus	178	45%	16%	13%	6%	7%	9%	4%
PERSONAL INCOME								
Less than \$40,000	109	44%	22%	10%	9%	6%	6%	3%
\$40,001-70,000	115	46%	28%	13%	5%	2%	2%	4%
More than \$70,000	155	51%	30%	8%	5%	2%	3%	1%
ETHNICITY								
Pacific Island	8	41%	18%	15%	9%	17%	0%	0%
Maori	56	53%	22%	15%	2%	1%	7%	0%
Asian	26	75%	22%	3%	0%	0%	0%	0%
Non Maori/PI/Asian	497	44%	23%	11%	6%	5%	7%	4%
HOUSE SITUATION								
Dependent children	220	52%	25%	8%	6%	3%	3%	3%
No dependent children	363	44%	22%	13%	5%	5%	8%	3%
EDUCATION								
Up to secondary school level	170	46%	19%	12%	7%	6%	7%	3%
Polytech/trade qualifications	129	45%	20%	13%	4%	5%	7%	6%
University qualification	284	48%	26%	10%	5%	3%	6%	2%
BILL PAYER								
Yes	584	47%	23%	11%	5%	5%	6%	3%
No	0	0%	0%	0%	0%	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR								
Yes	73	70%	13%	13%	4%	0%	0%	0%
No	511	43%	24%	11%	6%	5%	7%	4%
AGREE (1+2)								
Have a choice of provider	508	51%	24%	9%	5%	3%	5%	3%
Can switch provider	494	51%	25%	9%	4%	3%	5%	3%
Easy to switch	407	67%	33%	0%	0%	0%	0%	0%
Save money by switching	319	60%	22%	9%	2%	2%	3%	2%
SEEN AD ABOUT SWITCHING								
Yes	395	52%	23%	8%	5%	4%	5%	3%
No	189	35%	23%	16%	7%	6%	9%	4%
SEEN TV ADVERTS								
Sticker on forehead	462	48%	22%	11%	6%	4%	6%	3%
OTHER ADVERTS								
Picture with words across stripes	124	53%	22%	10%	5%	4%	3%	3%
VERSION OF PICTURE AD								
Bowl of noodles wound on fork	69	47%	16%	18%	3%	7%	6%	3%
Hunting for a bargain	26	48%	21%	4%	8%	6%	3%	10%
Temperature	17	43%	40%	12%	0%	0%	5%	0%
Impulse getaway	42	54%	23%	10%	5%	3%	2%	3%
Waiting for match	31	42%	35%	7%	0%	5%	3%	8%

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
RESULT OF ADS...								
...VISIT WHATSMYNUMBER.ORG.NZ								
Yes	54	68%	14%	9%	3%	3%	1%	2%
No	420	46%	23%	12%	6%	4%	6%	3%
...VISIT POWERSWITCH.CO.NZ								
Yes	42	67%	14%	11%	1%	4%	0%	3%
No	432	46%	23%	12%	6%	4%	6%	3%
...CHECK CURRENT DEAL								
Yes	77	46%	27%	20%	1%	2%	3%	1%
No	396	49%	21%	10%	7%	4%	6%	3%
...SWITCH SUPPLIER								
Yes	41	54%	25%	17%	0%	0%	4%	0%
No	433	48%	22%	11%	6%	4%	6%	3%
LAST THREE MONTHS								
Discussed providers	180	53%	21%	10%	6%	4%	2%	4%
checked savings	121	57%	17%	9%	6%	3%	2%	6%
Contacted current supplier	78	61%	12%	10%	6%	6%	3%	2%
Contacted other supplier	56	73%	10%	5%	7%	5%	0%	0%
Switched supplier	45	73%	16%	6%	0%	3%	2%	0%

AGREEMENT 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	584	35%	20%	19%	9%	10%	5%	2%
LOCATION								
Auckland	188	36%	19%	23%	10%	4%	5%	3%
Wellington	49	34%	30%	12%	15%	7%	2%	0%
Christchurch	68	37%	19%	15%	6%	18%	5%	0%
Provincial	279	34%	18%	19%	9%	12%	5%	3%
Rural	109	34%	15%	21%	6%	11%	8%	5%
North Is	436	35%	20%	20%	10%	9%	4%	2%
South Is	148	34%	19%	18%	8%	14%	6%	1%
SEX								
Male	280	35%	23%	20%	9%	8%	4%	1%
Female	304	34%	17%	18%	10%	12%	6%	3%
AGE GROUP								
Under 30	42	22%	26%	20%	6%	19%	7%	0%
30-44	171	40%	27%	16%	8%	7%	1%	1%
45-59	192	34%	18%	23%	9%	9%	5%	2%
60 Plus	178	33%	13%	18%	12%	13%	7%	4%
PERSONAL INCOME								
Less than \$40,000	109	29%	17%	21%	11%	16%	4%	2%
\$40,001-70,000	115	39%	26%	18%	7%	7%	2%	1%
More than \$70,000	155	33%	30%	17%	13%	5%	1%	1%
ETHNICITY								
Pacific Island	8	66%	19%	15%	0%	0%	0%	0%
Maori	56	32%	21%	14%	12%	13%	5%	3%
Asian	26	60%	22%	8%	10%	0%	0%	0%
Non Maori/PI/Asian	497	33%	20%	21%	9%	10%	5%	2%
HOUSE SITUATION								
Dependent children	220	40%	23%	19%	8%	6%	4%	0%
No dependent children	363	32%	18%	19%	10%	12%	5%	4%
EDUCATION								
Up to secondary school level	170	35%	16%	21%	8%	12%	6%	2%
Polytech/trade qualifications	129	31%	22%	19%	10%	11%	4%	3%
University qualification	284	36%	21%	18%	10%	9%	4%	2%
BILL PAYER								
Yes	584	35%	20%	19%	9%	10%	5%	2%
No	0	0%	0%	0%	0%	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR								
Yes	73	64%	24%	7%	0%	2%	2%	1%
No	511	31%	19%	21%	11%	11%	5%	2%
AGREE (1+2)								
Have a choice of provider	508	38%	21%	18%	8%	9%	4%	2%
Can switch provider	494	38%	20%	18%	9%	9%	4%	2%
Easy to switch	407	43%	22%	18%	6%	7%	3%	1%
Save money by switching	319	64%	36%	0%	0%	0%	0%	0%
SEEN AD ABOUT SWITCHING								
Yes	395	43%	22%	18%	7%	6%	3%	1%
No	189	18%	15%	21%	14%	19%	8%	5%
SEEN TV ADVERTS								
Sticker on forehead	462	36%	20%	19%	9%	10%	4%	2%
OTHER ADVERTS								
Picture with words across stripes	124	42%	16%	19%	7%	12%	3%	1%
VERSION OF PICTURE AD								
Bowl of noodles wound on fork	69	40%	14%	21%	9%	10%	3%	3%
Hunting for a bargain	26	40%	23%	14%	0%	23%	0%	0%
Temperature	17	36%	27%	22%	5%	6%	0%	4%
Impulse getaway	42	41%	14%	18%	4%	14%	7%	2%
Waiting for match	31	41%	24%	22%	5%	8%	0%	0%

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
RESULT OF ADS...								
...VISIT WHATSMYNUMBER.ORG.NZ								
Yes	54	57%	16%	12%	7%	5%	3%	0%
No	420	34%	21%	19%	10%	10%	4%	2%
...VISIT POWERSWITCH.CO.NZ								
Yes	42	63%	13%	12%	5%	5%	2%	0%
No	432	34%	21%	19%	10%	10%	4%	2%
...CHECK CURRENT DEAL								
Yes	77	42%	35%	16%	3%	2%	2%	0%
No	396	35%	17%	19%	11%	11%	5%	2%
...SWITCH SUPPLIER								
Yes	41	47%	27%	20%	2%	0%	4%	0%
No	433	35%	20%	18%	10%	11%	4%	2%
LAST THREE MONTHS								
Discussed providers	180	42%	21%	17%	9%	9%	1%	1%
checked savings	121	50%	18%	18%	6%	7%	1%	0%
Contacted current supplier	78	42%	10%	20%	17%	7%	3%	1%
Contacted other supplier	56	63%	11%	14%	10%	2%	0%	0%
Switched supplier	45	74%	16%	7%	2%	0%	1%	0%

REVIWEING YOUR ELECTRCITY RETAILER

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

	Base	Yes	No	Unsure
ALL	584	68%	30%	2%
LOCATION				
Auckland	188	66%	31%	3%
Wellington	49	76%	24%	0%
Christchurch	68	68%	31%	1%
Provincial	279	67%	31%	2%
Rural	109	65%	34%	1%
North Is	436	68%	30%	2%
South Is	148	66%	33%	1%
SEX				
Male	280	69%	30%	1%
Female	304	67%	30%	3%
AGE GROUP				
Under 30	42	53%	47%	0%
30-44	171	81%	18%	1%
45-59	192	70%	29%	1%
60 Plus	178	56%	39%	5%
PERSONAL INCOME				
Less than \$40,000	109	73%	26%	1%
\$40,001-70,000	115	76%	23%	1%
More than \$70,000	155	75%	25%	0%
ETHNICITY				
Pacific Island	8	83%	17%	0%
Maori	56	59%	38%	3%
Asian	26	84%	16%	0%
Non Maori/PI/Asian	497	68%	30%	2%
HOUSE SITUATION				
Dependent children	220	82%	17%	1%
No dependent children	363	59%	38%	3%
EDUCATION				
Up to secondary school level	170	64%	34%	2%
Polytech/trade qualifications	129	64%	32%	4%
University qualification	284	72%	27%	1%
BILL PAYER				
Yes	584	68%	30%	2%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	73	89%	10%	1%
No	511	65%	33%	2%
AGREE (1+2)				
Have a choice of provider	508	70%	28%	2%
Can switch provider	494	72%	26%	2%
Easy to switch	407	73%	26%	1%
Save money by switching	319	81%	18%	1%
SEEN AD ABOUT SWITCHING				
Yes	395	100%	0%	0%
No	189	0%	94%	6%
SEEN TV ADVERTS				
Sticker on forehead	462	69%	29%	2%

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

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	76%	24%	0%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	71%	28%	1%
Hunting for a bargain	26	66%	34%	0%
Temperature	17	86%	14%	0%
Impulse getaway	42	84%	16%	0%
Waiting for match	31	74%	26%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	84%	13%	3%
No	420	68%	31%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	88%	12%	0%
No	432	68%	30%	2%
...CHECK CURRENT DEAL				
Yes	77	81%	18%	1%
No	396	67%	31%	2%
...SWITCH SUPPLIER				
Yes	41	87%	13%	0%
No	433	68%	30%	2%
LAST THREE MONTHS				
Discussed providers	180	78%	21%	1%
checked savings	121	90%	10%	0%
Contacted current supplier	78	82%	17%	1%
Contacted other supplier	56	92%	8%	0%
Switched supplier	45	94%	6%	0%

ADVERTISING ON SAVING

Can you remember seeing or hearing any advertising in the last two months encouraging people to check how much they could save on their power deal?

	Base	Yes	No	Unsure
ALL	584	79%	19%	2%
LOCATION				
Auckland	188	82%	16%	2%
Wellington	49	82%	15%	3%
Christchurch	68	81%	15%	4%
Provincial	279	75%	23%	2%
Rural	109	76%	23%	1%
North Is	436	78%	20%	2%
South Is	148	79%	19%	2%
SEX				
Male	280	76%	22%	2%
Female	304	80%	17%	3%
AGE GROUP				
Under 30	42	57%	38%	5%
30-44	171	81%	18%	1%
45-59	192	80%	18%	2%
60 Plus	178	79%	18%	3%
PERSONAL INCOME				
Less than \$40,000	109	70%	27%	3%
\$40,001-70,000	115	86%	12%	2%
More than \$70,000	155	80%	19%	1%
ETHNICITY				
Pacific Island	8	81%	19%	0%
Maori	56	82%	18%	0%
Asian	26	73%	21%	6%
Non Maori/PI/Asian	497	78%	19%	3%
HOUSE SITUATION				
Dependent children	220	77%	22%	1%
No dependent children	363	79%	18%	3%
EDUCATION				
Up to secondary school level	170	77%	22%	1%
Polytech/trade qualifications	129	79%	20%	1%
University qualification	284	79%	17%	4%
BILL PAYER				
Yes	584	79%	19%	2%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	73	78%	20%	2%
No	511	79%	19%	2%
AGREE (1+2)				
Have a choice of provider	508	79%	19%	2%
Can switch provider	494	79%	18%	3%
Easy to switch	407	80%	18%	2%
Save money by switching	319	83%	15%	2%
SEEN AD ABOUT SWITCHING				
Yes	395	81%	16%	3%
No	189	72%	27%	1%
SEEN TV ADVERTS				
Sticker on forehead	462	89%	10%	1%

Can you remember seeing or hearing any advertising in the last two months encouraging people to check how much they could save on their power deal?

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	93%	5%	2%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	96%	3%	1%
Hunting for a bargain	26	91%	6%	3%
Temperature	17	87%	9%	4%
Impulse getaway	42	95%	3%	2%
Waiting for match	31	98%	2%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	97%	3%	0%
No	420	88%	11%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	93%	7%	0%
No	432	88%	10%	2%
...CHECK CURRENT DEAL				
Yes	77	99%	1%	0%
No	396	86%	12%	2%
...SWITCH SUPPLIER				
Yes	41	93%	7%	0%
No	433	88%	10%	2%
LAST THREE MONTHS				
Discussed providers	180	85%	15%	0%
checked savings	121	91%	9%	0%
Contacted current supplier	78	87%	11%	2%
Contacted other supplier	56	87%	13%	0%
Switched supplier	45	83%	17%	0%

ORGANISATION AD WAS PROMOTING

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

	Base	Power company (Meridian, Genesis, Mercury, Contact, Trustpower)	Power-switch	Whats my number	A website to help you to change power company	Unsure	EECA	Consumer NZ
ALL	458	18%	7%	17%	5%	50%	2%	1%
LOCATION								
Auckland	153	17%	9%	14%	6%	52%	2%	0%
Wellington	41	21%	14%	21%	3%	35%	4%	2%
Christchurch	55	16%	9%	13%	7%	54%	0%	1%
Provincial	209	19%	4%	19%	5%	49%	2%	2%
Rural	82	14%	3%	15%	5%	59%	0%	4%
North Is	340	19%	7%	17%	5%	48%	2%	2%
South Is	117	16%	7%	17%	5%	53%	1%	1%
SEX								
Male	213	20%	10%	18%	5%	43%	3%	1%
Female	245	16%	4%	17%	5%	55%	1%	2%
AGE GROUP								
Under 30	24	0%	0%	25%	10%	52%	0%	13%
30-44	139	18%	12%	29%	4%	36%	1%	0%
45-59	154	20%	8%	14%	3%	51%	4%	0%
60 Plus	141	19%	2%	7%	8%	60%	2%	2%
PERSONAL INCOME								
Less than \$40,000	77	19%	5%	24%	3%	43%	2%	4%
\$40,001-70,000	99	18%	7%	18%	4%	53%	0%	0%
More than \$70,000	124	19%	12%	22%	6%	36%	5%	0%
ETHNICITY								
Pacific Island	7	24%	0%	14%	12%	50%	0%	0%
Maori	45	10%	3%	20%	5%	54%	8%	0%
Asian	19	25%	7%	24%	0%	44%	0%	0%
Non Maori/PI/Asian	389	19%	8%	17%	5%	49%	1%	1%
HOUSE SITUATION								
Dependent children	170	15%	11%	25%	4%	40%	3%	2%
No dependent children	286	20%	5%	12%	5%	55%	2%	1%
EDUCATION								
Up to secondary school level	130	21%	5%	16%	4%	52%	2%	0%
Polytech/trade qualifications	101	20%	4%	18%	5%	52%	0%	1%
University qualification	225	16%	9%	17%	6%	47%	3%	2%
BILL PAYER								
Yes	458	18%	7%	17%	5%	50%	2%	1%
No	0	0%	0%	0%	0%	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR								
Yes	57	29%	8%	12%	3%	48%	0%	0%
No	401	17%	7%	18%	5%	50%	2%	1%
AGREE (1+2)								
Have a choice of provider	402	19%	7%	17%	5%	49%	2%	1%
Can switch provider	390	19%	7%	17%	6%	48%	2%	1%
Easy to switch	325	18%	8%	19%	4%	46%	3%	2%
Save money by switching	264	18%	8%	22%	4%	45%	2%	1%
SEEN AD ABOUT SWITCHING								
Yes	322	19%	9%	19%	5%	45%	2%	1%
No	136	16%	3%	14%	6%	59%	2%	0%
SEEN TV ADVERTS								
Sticker on forehead	411	17%	7%	18%	4%	51%	2%	1%
OTHER ADVERTS								
Picture with words across stripes	116	17%	9%	13%	7%	48%	3%	3%
VERSION OF PICTURE AD								
Bowl of noodles wound on fork	67	24%	3%	16%	7%	46%	4%	0%
Hunting for a bargain	23	26%	13%	17%	7%	32%	5%	0%
Temperature	15	10%	12%	23%	7%	40%	8%	0%
Impulse getaway	40	14%	7%	13%	11%	44%	3%	8%
Waiting for match	31	25%	5%	16%	16%	34%	4%	0%

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

	Base	Power company (Meridian, Genesis, Mercury, Contact, Trustpower)	Power- switch	Whats my number	A website to help you to change power company	Unsure	EECA	Consumer NZ
RESULT OF ADS...								
...VISIT WHATSMYNUMBER.ORG.NZ								
Yes	52	6%	19%	36%	7%	32%	0%	0%
No	368	19%	5%	16%	4%	53%	2%	1%
...VISIT POWERSWITCH.CO.NZ								
Yes	39	15%	20%	25%	7%	31%	0%	2%
No	381	17%	6%	18%	4%	52%	2%	1%
...CHECK CURRENT DEAL								
Yes	76	11%	11%	38%	6%	33%	1%	0%
No	343	18%	6%	14%	4%	54%	2%	2%
...SWITCH SUPPLIER								
Yes	38	11%	9%	29%	8%	41%	2%	0%
No	382	18%	7%	17%	4%	51%	2%	1%
LAST THREE MONTHS								
Discussed providers	152	17%	8%	22%	8%	43%	1%	1%
checked savings	111	22%	12%	16%	8%	40%	1%	1%
Contacted current supplier	68	29%	6%	17%	5%	40%	3%	0%
Contacted other supplier	49	29%	10%	22%	8%	31%	0%	0%
Switched supplier	38	30%	4%	19%	5%	40%	2%	0%

TV AD - POST-IT NOTE

The ad where people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead. It ends by saying it will only take 2 minutes to check and directs you to a website called whatsmynumber.org.nz.

	Base	Yes	No	Unsure
ALL	584	79%	20%	1%
LOCATION				
Auckland	188	76%	24%	0%
Wellington	49	74%	25%	1%
Christchurch	68	82%	18%	0%
Provincial	279	81%	17%	2%
Rural	109	84%	15%	1%
North Is	436	78%	21%	1%
South Is	148	84%	16%	0%
SEX				
Male	280	77%	23%	0%
Female	304	81%	18%	1%
AGE GROUP				
Under 30	42	69%	24%	7%
30-44	171	80%	19%	1%
45-59	192	78%	22%	0%
60 Plus	178	82%	18%	0%
PERSONAL INCOME				
Less than \$40,000	109	77%	20%	3%
\$40,001-70,000	115	83%	16%	1%
More than \$70,000	155	75%	24%	1%
ETHNICITY				
Pacific Island	8	81%	19%	0%
Maori	56	88%	12%	0%
Asian	26	73%	27%	0%
Non Maori/PI/Asian	497	79%	20%	1%
HOUSE SITUATION				
Dependent children	220	78%	21%	1%
No dependent children	363	80%	19%	1%
EDUCATION				
Up to secondary school level	170	84%	14%	2%
Polytech/trade qualifications	129	79%	20%	1%
University qualification	284	76%	24%	0%
BILL PAYER				
Yes	584	79%	20%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	73	80%	18%	2%
No	511	79%	20%	1%
AGREE (1+2)				
Have a choice of provider	508	80%	19%	1%
Can switch provider	494	78%	21%	1%
Easy to switch	407	80%	19%	1%
Save money by switching	319	82%	18%	0%
SEEN AD ABOUT SWITCHING				
Yes	395	81%	19%	0%
No	189	76%	22%	2%
SEEN TV ADVERTS				
Sticker on forehead	462	100%	0%	0%

The ad where people are asked how much they could save a year by switching to a different power company. The amount they could save is written on a piece of paper stuck on their forehead. It ends by saying it will only take 2 minutes to check and directs you to a website called whatsmynumber.org.nz.

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	93%	7%	0%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	96%	4%	0%
Hunting for a bargain	26	94%	6%	0%
Temperature	17	95%	5%	0%
Impulse getaway	42	97%	3%	0%
Waiting for match	31	97%	3%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	99%	1%	0%
No	420	97%	3%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	91%	9%	0%
No	432	98%	2%	0%
...CHECK CURRENT DEAL				
Yes	77	98%	2%	0%
No	396	98%	2%	0%
...SWITCH SUPPLIER				
Yes	41	98%	2%	0%
No	433	98%	2%	0%
LAST THREE MONTHS				
Discussed providers	180	81%	19%	0%
checked savings	121	81%	19%	0%
Contacted current supplier	78	80%	20%	0%
Contacted other supplier	56	84%	16%	0%
Switched supplier	45	75%	25%	0%

ADVERT - A PICTURE ACROSS STRIPES OF DIFFERENT COLOURS

A picture with words written across stripes of different colours with a message about finding yearly power savings of one hundred and sixty four dollars by going to "whatsmynumber.org.nz".

	Base	Yes	No	Unsure
ALL	584	21%	75%	4%
LOCATION				
Auckland	188	24%	71%	5%
Wellington	49	18%	81%	1%
Christchurch	68	22%	78%	0%
Provincial	279	20%	77%	3%
Rural	109	21%	75%	4%
North Is	436	22%	74%	4%
South Is	148	19%	79%	2%
SEX				
Male	280	22%	73%	5%
Female	304	21%	77%	2%
AGE GROUP				
Under 30	42	17%	83%	0%
30-44	171	21%	75%	4%
45-59	192	19%	78%	3%
60 Plus	178	25%	71%	4%
PERSONAL INCOME				
Less than \$40,000	109	19%	78%	3%
\$40,001-70,000	115	25%	73%	2%
More than \$70,000	155	19%	78%	3%
ETHNICITY				
Pacific Island	8	42%	49%	9%
Maori	56	25%	75%	0%
Asian	26	40%	60%	0%
Non Maori/PI/Asian	497	20%	76%	4%
HOUSE SITUATION				
Dependent children	220	21%	76%	3%
No dependent children	363	21%	75%	4%
EDUCATION				
Up to secondary school level	170	21%	75%	4%
Polytech/trade qualifications	129	21%	75%	4%
University qualification	284	22%	75%	3%
BILL PAYER				
Yes	584	21%	75%	4%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	73	16%	80%	4%
No	511	22%	75%	3%
AGREE (1+2)				
Have a choice of provider	508	22%	74%	4%
Can switch provider	494	22%	74%	4%
Easy to switch	407	23%	74%	3%
Save money by switching	319	23%	74%	3%
SEEN AD ABOUT SWITCHING				
Yes	395	24%	72%	4%
No	189	16%	81%	3%
SEEN TV ADVERTS				
Sticker on forehead	462	25%	71%	4%

A picture with words written across stripes of different colours with a message about finding yearly power savings of one hundred and sixty four dollars by going to "whatsmynumber.org.nz".

	Base	Yes	No	Unsure
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	36%	60%	4%
No	420	25%	71%	4%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	30%	69%	1%
No	432	26%	70%	4%
...CHECK CURRENT DEAL				
Yes	77	35%	61%	4%
No	396	25%	71%	4%
...SWITCH SUPPLIER				
Yes	41	46%	47%	7%
No	433	24%	72%	4%
LAST THREE MONTHS				
Discussed providers	180	17%	78%	5%
checked savings	121	23%	71%	6%
Contacted current supplier	78	33%	67%	0%
Contacted other supplier	56	22%	73%	5%
Switched supplier	45	17%	76%	7%

ADVERT OTHER CHANNELS- A PICTURE ACROSS STRIPES OF DIFFERENT COLOURS

	Base	TV	Website	Bus Shelters	Shopping malls
ALL	124	52%	18%	12%	9%
LOCATION					
Auckland	45	54%	16%	19%	2%
Wellington	9	51%	16%	25%	16%
Christchurch	15	44%	5%	5%	8%
Provincial	55	52%	23%	5%	13%
Rural	23	57%	21%	4%	0%
North Is	96	56%	19%	13%	8%
South Is	28	35%	13%	6%	13%
SEX					
Male	62	51%	17%	15%	8%
Female	62	52%	18%	8%	9%
AGE GROUP					
Under 30	7	100%	44%	30%	0%
30-44	36	39%	26%	18%	11%
45-59	36	58%	16%	7%	10%
60 Plus	44	49%	9%	7%	7%
PERSONAL INCOME					
Less than \$40,000	21	64%	31%	9%	5%
\$40,001-70,000	29	60%	23%	8%	14%
More than \$70,000	30	35%	19%	17%	10%
ETHNICITY					
Pacific Island	3	0%	25%	25%	0%
Maori	14	34%	25%	14%	8%
Asian	10	77%	22%	36%	0%
Non Maori/PI/Asian	98	52%	17%	9%	10%
HOUSE SITUATION					
Dependent children	47	52%	28%	18%	8%
No dependent children	77	51%	12%	8%	9%
EDUCATION					
Up to secondary school level	35	50%	13%	14%	15%
Polytech/trade qualifications	27	55%	16%	6%	6%
University qualification	63	51%	21%	12%	6%
BILL PAYER					
Yes	124	52%	18%	12%	9%
No	0	0%	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR					
Yes	12	37%	42%	18%	6%
No	113	53%	15%	11%	9%
AGREE (1+2)					
Have a choice of provider	114	51%	19%	13%	8%
Can switch provider	110	51%	20%	12%	8%
Easy to switch	94	55%	22%	13%	8%
Save money by switching	73	46%	16%	17%	7%
SEEN AD ABOUT SWITCHING					
Yes	94	52%	19%	13%	8%
No	30	50%	15%	8%	11%
SEEN TV ADVERTS					
Sticker on forehead	116	54%	17%	12%	9%
OTHER ADVERTS					
Picture with words across stripes	124	52%	18%	12%	9%
VERSION OF PICTURE AD					
Bowl of noodles wound on fork	23	65%	8%	16%	16%
Hunting for a bargain	26	47%	28%	20%	9%
Temperature	17	68%	24%	25%	17%
Impulse getaway	42	67%	23%	21%	8%
Waiting for match	31	62%	13%	16%	15%

	Base	TV	Website	Bus Shelters	Shopping malls
RESULT OF ADS...					
...VISIT WHATSMYNUMBER.ORG.NZ					
Yes	20	56%	28%	0%	11%
No	105	51%	16%	14%	8%
...VISIT POWERSWITCH.CO.NZ					
Yes	13	61%	33%	13%	8%
No	112	51%	16%	11%	9%
...CHECK CURRENT DEAL					
Yes	27	66%	18%	26%	0%
No	98	48%	18%	8%	11%
...SWITCH SUPPLIER					
Yes	19	51%	24%	36%	0%
No	106	52%	17%	7%	10%
LAST THREE MONTHS					
Discussed providers	30	45%	38%	13%	9%
checked savings	28	51%	35%	14%	10%
Contacted current supplier	25	49%	29%	9%	12%
Contacted other supplier	12	41%	61%	13%	8%
Switched supplier	8	42%	61%	11%	13%

DIFFERENT AD VERSION AWARENESS

	Base	at least one	all 5	none
ALL	124	66%	2%	34%
LOCATION				
Auckland	45	59%	1%	41%
Wellington	9	52%	0%	48%
Christchurch	15	86%	0%	14%
Provincial	55	68%	3%	32%
Rural	23	60%	0%	40%
North Is	96	63%	0%	37%
South Is	28	74%	6%	26%
SEX				
Male	62	67%	2%	33%
Female	62	65%	1%	35%
AGE GROUP				
Under 30	7	100%	0%	0%
30-44	36	77%	2%	23%
45-59	36	58%	0%	42%
60 Plus	44	57%	3%	43%
PERSONAL INCOME				
Less than \$40,000	21	71%	0%	29%
\$40,001-70,000	29	75%	3%	25%
More than \$70,000	30	66%	0%	34%
ETHNICITY				
Pacific Island	3	60%	0%	40%
Maori	14	73%	0%	27%
Asian	10	61%	0%	39%
Non Maori/PI/Asian	98	66%	2%	34%
HOUSE SITUATION				
Dependent children	47	78%	2%	22%
No dependent children	77	58%	2%	42%
EDUCATION				
Up to secondary school level	35	69%	3%	31%
Polytech/trade qualifications	27	60%	3%	40%
University qualification	63	66%	0%	34%
BILL PAYER				
Yes	124	66%	2%	34%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	12	48%	0%	52%
No	113	68%	2%	32%
AGREE (1+2)				
Have a choice of provider	114	64%	2%	36%
Can switch provider	110	66%	1%	34%
Easy to switch	94	66%	1%	34%
Save money by switching	73	64%	3%	36%
SEEN AD ABOUT SWITCHING				
Yes	94	66%	2%	34%
No	30	66%	0%	34%
SEEN TV ADVERTS				
Sticker on forehead	116	67%	2%	33%
OTHER ADVERTS				
Bowl of noodles wound on fork	23	100%	9%	0%
Picture with words across stripes	124	66%	2%	34%
VERSION OF PICTURE AD				
Hunting for a bargain	26	100%	8%	0%
Temperature	17	100%	12%	0%
Impulse getaway	42	100%	5%	0%
Waiting for match	31	100%	6%	0%

BOWL OF NOODLES SEEN ON...				
TV on demand	14	100%	9%	0%
Website	1	100%	0%	0%
Bus shelter	3	100%	26%	0%
Shopping Malls	2	100%	40%	0%
PICTURE ACROSS STRIPES SEEN ON...				
TV on demand	64	76%	2%	24%
Website	22	79%	0%	21%
Bus shelter	14	94%	6%	6%
Shopping Malls	11	77%	7%	23%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	20	58%	0%	42%
No	105	67%	2%	33%
...VISIT POWERSWITCH.CO.NZ				
Yes	13	88%	0%	12%
No	112	63%	2%	37%
...CHECK CURRENT DEAL				
Yes	27	79%	0%	21%
No	98	62%	2%	38%
...SWITCH SUPPLIER				
Yes	19	79%	0%	21%
No	106	63%	2%	37%
LAST THREE MONTHS				
Discussed providers	30	70%	0%	30%
checked savings	28	67%	0%	33%
Contacted current supplier	25	76%	3%	24%
Contacted other supplier	12	77%	0%	23%
Switched supplier	8	80%	0%	20%

DIFFERENT VERSION OF ADS - FORK WITH NOODLE

Please tell me if you have read, seen or heard any ads featuring the following message and graphics. A bowl with noodles being wound up on a fork with the message "2 minutes online could be worth one hundred and sixty four dollars of your time".

	Base	Yes	No	Unsure
ALL	124	19%	80%	1%
LOCATION				
Auckland	45	22%	78%	0%
Wellington	9	8%	92%	0%
Christchurch	15	18%	82%	0%
Provincial	55	17%	80%	3%
Rural	23	8%	89%	3%
North Is	96	17%	82%	1%
South Is	28	24%	74%	2%
SEX				
Male	62	21%	77%	2%
Female	62	17%	83%	0%
AGE GROUP				
Under 30	7	56%	44%	0%
30-44	36	19%	81%	0%
45-59	36	7%	93%	0%
60 Plus	44	22%	75%	3%
PERSONAL INCOME				
Less than \$40,000	21	13%	87%	0%
\$40,001-70,000	29	16%	81%	3%
More than \$70,000	30	15%	85%	0%
ETHNICITY				
Pacific Island	3	0%	100%	0%
Maori	14	15%	85%	0%
Asian	10	39%	61%	0%
Non Maori/PI/Asian	98	17%	81%	2%
HOUSE SITUATION				
Dependent children	47	20%	80%	0%
No dependent children	77	18%	80%	2%
EDUCATION				
Up to secondary school level	35	22%	74%	4%
Polytech/trade qualifications	27	16%	84%	0%
University qualification	63	18%	82%	0%
BILL PAYER				
Yes	124	19%	80%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	12	25%	75%	0%
No	113	18%	81%	1%
AGREE (1+2)				
Have a choice of provider	114	17%	82%	1%
Can switch provider	110	17%	82%	1%
Easy to switch	94	16%	84%	0%
Save money by switching	73	18%	82%	0%
SEEN AD ABOUT SWITCHING				
Yes	94	16%	83%	1%
No	30	25%	73%	2%

SEEN TV ADVERTS					
Sticker on forehead	116	20%	79%	1%	
OTHER ADVERTS					
Picture with words across stripes	124	19%	80%	1%	
VERSION OF PICTURE AD					
Hunting for a bargain	26	30%	70%	0%	
Temperature	17	25%	75%	0%	
Impulse getaway	42	22%	78%	0%	
Waiting for match	31	28%	72%	0%	
RESULT OF ADS...					
...VISIT WHATSMYNUMBER.ORG.NZ					
Yes	20	26%	74%	0%	
No	105	17%	82%	1%	
...VISIT POWERSWITCH.CO.NZ					
Yes	13	34%	66%	0%	
No	112	17%	82%	1%	
...CHECK CURRENT DEAL					
Yes	27	20%	80%	0%	
No	98	18%	80%	2%	
...SWITCH SUPPLIER					
Yes	19	17%	83%	0%	
No	106	19%	80%	1%	
LAST THREE MONTHS					
Discussed providers	30	26%	71%	3%	
checked savings	28	21%	79%	0%	
Contacted current supplier	25	29%	71%	0%	
Contacted other supplier	12	28%	72%	0%	
Switched supplier	8	20%	80%	0%	

ADVERT OTHER CHANNEL - FORK WITH A MESSAGE ...TWO MINUTE NOODLE...

	Base	TV	Website	Bus Shelters	Shopping malls
ALL	23	61%	3%	13%	9%
LOCATION					
Auckland	10	74%	0%	15%	0%
Wellington	1	100%	0%	0%	0%
Christchurch	3	0%	0%	0%	44%
Provincial	9	61%	8%	16%	8%
Rural	2	54%	0%	0%	0%
North Is	16	80%	0%	14%	0%
South Is	7	12%	12%	12%	30%

SEX

Male	13	62%	6%	10%	9%
Female	10	60%	0%	17%	8%
AGE GROUP					
Under 30	4	46%	0%	0%	0%
30-44	7	49%	11%	14%	0%
45-59	2	49%	0%	0%	51%
60 Plus	10	78%	0%	21%	8%
PERSONAL INCOME					
Less than \$40,000	3	73%	0%	37%	0%
\$40,001-70,000	5	40%	0%	0%	26%
More than \$70,000	4	71%	19%	0%	0%
ETHNICITY					
Pacific Island	0	0%	0%	0%	0%
Maori	2	100%	0%	0%	0%
Asian	4	46%	0%	0%	0%
Non Maori/PI/Asian	17	60%	5%	18%	12%
HOUSE SITUATION					
Dependent children	10	49%	8%	10%	0%
No dependent children	14	69%	0%	15%	15%
EDUCATION					
Up to secondary school level	8	58%	0%	19%	25%
Polytech/trade qualifications	4	62%	0%	23%	0%
University qualification	11	62%	7%	5%	0%
BILL PAYER					
Yes	23	61%	3%	13%	9%
No	0	0%	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR					
Yes	3	0%	27%	0%	0%
No	20	70%	0%	15%	10%
AGREE (1+2)					
Have a choice of provider	19	63%	4%	16%	4%
Can switch provider	18	62%	4%	12%	0%
Easy to switch	15	58%	5%	10%	0%
Save money by switching	13	61%	6%	14%	6%
SEEN AD ABOUT SWITCHING					
Yes	16	68%	5%	15%	5%
No	8	46%	0%	9%	16%
SEEN TV ADVERTS					
Sticker on forehead	23	61%	3%	13%	9%
OTHER ADVERTS					
Picture with words across stripes	23	61%	3%	13%	9%
VERSION OF PICTURE AD					
Bowl of noodles wound on fork	23	61%	3%	13%	9%
Hunting for a bargain	8	62%	0%	19%	10%
Temperature	4	82%	0%	41%	18%
Impulse getaway	9	60%	0%	27%	9%
Waiting for match	9	73%	0%	35%	9%
RESULT OF ADS...					
...VISIT WHATSMYNUMBER.ORG.NZ					
Yes	5	71%	16%	19%	0%
No	18	58%	0%	11%	11%
...VISIT POWERSWITCH.CO.NZ					
Yes	4	100%	0%	37%	0%
No	19	52%	4%	8%	11%
...CHECK CURRENT DEAL					
Yes	5	50%	0%	0%	0%
No	18	64%	5%	17%	11%
...SWITCH SUPPLIER					
Yes	3	18%	0%	18%	0%
No	20	68%	4%	12%	10%
LAST THREE MONTHS					
Discussed providers	8	44%	10%	20%	0%
checked savings	6	49%	14%	17%	0%
Contacted current supplier	7	74%	0%	24%	11%
Contacted other supplier	3	100%	0%	45%	0%
Switched supplier	2	100%	0%	100%	0%

DIFFERENT VERSION OF ADS- HUNTING FOR A BARGAIN

There were different versions of this ad, did you see the following versions?

The one that said if you're hunting for a bargain you could find yearly power savings of one hundred and sixty four dollars

	Base	Yes	No	Unsure
ALL	124	21%	72%	7%
LOCATION				
Auckland	45	20%	74%	6%
Wellington	9	16%	84%	0%
Christchurch	15	19%	81%	0%
Provincial	55	23%	67%	10%
Rural	23	10%	80%	10%
North Is	96	19%	73%	8%
South Is	28	26%	71%	3%
SEX				
Male	62	18%	77%	5%

Female	62	24%	68%	8%
AGE GROUP				
Under 30	7	0%	100%	0%
30-44	36	20%	69%	11%
45-59	36	20%	73%	7%
60 Plus	44	25%	70%	5%
PERSONAL INCOME				
Less than \$40,000	21	20%	76%	4%
\$40,001-70,000	29	17%	75%	8%
More than \$70,000	30	22%	70%	8%
ETHNICITY				
Pacific Island	3	25%	75%	0%
Maori	14	44%	56%	0%
Asian	10	22%	78%	0%
Non Maori/PI/Asian	98	17%	74%	9%
HOUSE SITUATION				
Dependent children	47	18%	73%	9%
No dependent children	77	23%	72%	5%
EDUCATION				
Up to secondary school level	35	33%	59%	8%
Polytech/trade qualifications	27	15%	77%	8%
University qualification	63	16%	78%	6%
BILL PAYER				
Yes	124	21%	72%	7%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	12	10%	68%	22%
No	113	22%	73%	5%
AGREE (1+2)				
Have a choice of provider	114	20%	73%	7%
Can switch provider	110	20%	72%	8%
Easy to switch	94	19%	74%	7%
Save money by switching	73	22%	70%	8%
SEEN AD ABOUT SWITCHING				
Yes	94	18%	75%	7%
No	30	29%	64%	7%
SEEN TV ADVERTS				
Sticker on forehead	116	21%	72%	7%

There were different versions of this ad, did you see the following versions?

The one that said if you're hunting for a bargain you could find yearly power savings of one hundred and sixty four dollars

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	21%	72%	7%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	23	34%	63%	3%
Hunting for a bargain	26	100%	0%	0%
Temperature	17	38%	62%	0%
Impulse getaway	42	25%	70%	5%
Waiting for match	31	43%	54%	3%

RESULT OF ADS...

...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	20	8%	81%	11%
No	105	23%	71%	6%
...VISIT POWERSWITCH.CO.NZ				
Yes	13	26%	74%	0%
No	112	20%	72%	8%
...CHECK CURRENT DEAL				
Yes	27	19%	76%	5%
No	98	21%	72%	7%
...SWITCH SUPPLIER				
Yes	19	16%	84%	0%
No	106	22%	70%	8%
LAST THREE MONTHS				
Discussed providers	30	23%	66%	11%
checked savings	28	26%	60%	14%
Contacted current supplier	25	22%	71%	7%
Contacted other supplier	12	25%	75%	0%
Switched supplier	8	27%	73%	0%

DIFFERENT VERSION OF ADS - TEMPERATURE HIT SINGLE DIGITS

There were different versions of this ad, did you see the following versions?

The one that said "the temperature has hit single digits see if you can save triple digits on your power bill"

	Base	Yes	No	Unsure
ALL	124	14%	81%	5%
LOCATION				
Auckland	45	13%	79%	8%
Wellington	9	16%	84%	0%
Christchurch	15	5%	95%	0%
Provincial	55	16%	80%	4%
Rural	23	8%	89%	3%
North Is	96	15%	80%	5%
South Is	28	8%	89%	3%
SEX				
Male	62	16%	78%	6%
Female	62	12%	85%	3%
AGE GROUP				
Under 30	7	0%	100%	0%
30-44	36	24%	69%	7%
45-59	36	11%	85%	4%
60 Plus	44	10%	86%	4%
PERSONAL INCOME				
Less than \$40,000	21	15%	85%	0%
\$40,001-70,000	29	25%	72%	3%
More than \$70,000	30	9%	79%	12%
ETHNICITY				
Pacific Island	3	0%	100%	0%
Maori	14	22%	70%	8%
Asian	10	7%	93%	0%
Non Maori/PI/Asian	98	13%	82%	5%
HOUSE SITUATION				
Dependent children	47	20%	76%	4%
No dependent children	77	10%	85%	5%
EDUCATION				
Up to secondary school level	35	20%	74%	6%
Polytech/trade qualifications	27	16%	84%	0%
University qualification	63	9%	85%	6%
BILL PAYER				
Yes	124	14%	81%	5%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	12	0%	67%	33%
No	113	15%	83%	2%
AGREE (1+2)				
Have a choice of provider	114	13%	82%	5%
Can switch provider	110	13%	82%	5%
Easy to switch	94	15%	80%	5%
Save money by switching	73	15%	79%	6%
SEEN AD ABOUT SWITCHING				
Yes	94	16%	79%	5%
No	30	8%	89%	3%
SEEN TV ADVERTS				
Sticker on forehead	116	14%	81%	5%

There were different versions of this ad, did you see the following versions?

The one that said "the temperature has hit single digits see if you can save triple digits on your power bill"

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	14%	81%	5%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	23	19%	73%	8%
Hunting for a bargain	26	25%	71%	4%
Temperature	17	100%	0%	0%
Impulse getaway	42	19%	79%	2%
Waiting for match	31	28%	66%	6%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	20	9%	80%	11%
No	105	15%	82%	3%
...VISIT POWERSWITCH.CO.NZ				
Yes	13	35%	65%	0%
No	112	11%	84%	5%
...CHECK CURRENT DEAL				
Yes	27	21%	79%	0%
No	98	12%	82%	6%
...SWITCH SUPPLIER				
Yes	19	20%	80%	0%
No	106	13%	82%	5%
LAST THREE MONTHS				
Discussed providers	30	11%	80%	9%
checked savings	28	9%	84%	7%
Contacted current supplier	25	17%	83%	0%
Contacted other supplier	12	27%	64%	9%
Switched supplier	8	36%	64%	0%

DIFFERENT VERSION OF ADS - IMPULSE GETAWAY

There were different versions of this ad, did you see the following versions?

The one that said "in the time it takes to book an impulse getaway you could find yearly power savings of one hundred and sixty four dollars"

	Base	Yes	No	Unsure
ALL	124	34%	57%	9%
LOCATION				
Auckland	45	25%	67%	8%
Wellington	9	21%	71%	8%
Christchurch	15	53%	37%	10%
Provincial	55	38%	52%	10%
Rural	23	45%	51%	4%
North Is	96	32%	59%	9%
South Is	28	41%	51%	8%
SEX				
Male	62	34%	58%	8%
Female	62	34%	56%	10%
AGE GROUP				
Under 30	7	74%	26%	0%
30-44	36	40%	48%	12%
45-59	36	32%	63%	5%
60 Plus	44	24%	65%	11%
PERSONAL INCOME				
Less than \$40,000	21	59%	37%	4%
\$40,001-70,000	29	36%	52%	12%
More than \$70,000	30	30%	60%	10%
ETHNICITY				
Pacific Island	3	60%	40%	0%
Maori	14	32%	53%	15%
Asian	10	29%	71%	0%
Non Maori/PI/Asian	98	35%	56%	9%
HOUSE SITUATION				
Dependent children	47	47%	42%	11%
No dependent children	77	25%	67%	8%
EDUCATION				
Up to secondary school level	35	34%	59%	7%
Polytech/trade qualifications	27	42%	55%	3%
University qualification	63	30%	57%	13%
BILL PAYER				
Yes	124	34%	57%	9%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	12	25%	60%	15%
No	113	35%	57%	8%
AGREE (1+2)				
Have a choice of provider	114	34%	57%	9%
Can switch provider	110	36%	54%	10%
Easy to switch	94	35%	57%	8%
Save money by switching	73	32%	58%	10%
SEEN AD ABOUT SWITCHING				
Yes	94	38%	53%	9%
No	30	22%	70%	8%
SEEN TV ADVERTS				
Sticker on forehead	116	35%	56%	9%

There were different versions of this ad, did you see the following versions?

The one that said "in the time it takes to book an impulse getaway you could find yearly power savings of one hundred and sixty four dollars"

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	34%	57%	9%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	23	40%	46%	14%
Hunting for a bargain	26	41%	52%	7%
Temperature	17	46%	39%	15%
Impulse getaway	42	100%	0%	0%
Waiting for match	31	51%	38%	11%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	20	29%	63%	8%
No	105	35%	56%	9%
...VISIT POWERSWITCH.CO.NZ				
Yes	13	29%	71%	0%
No	112	34%	56%	10%
...CHECK CURRENT DEAL				
Yes	27	46%	48%	6%
No	98	30%	60%	10%
...SWITCH SUPPLIER				
Yes	19	46%	54%	0%
No	106	32%	58%	10%
LAST THREE MONTHS				
Discussed providers	30	31%	52%	17%
checked savings	28	32%	54%	14%
Contacted current supplier	25	33%	60%	7%
Contacted other supplier	12	28%	57%	15%
Switched supplier	8	46%	54%	0%

DIFFERENT VERSION OF ADS - MATCH START

There were different versions of this ad, did you see the following versions?

The one that said "in the time it takes for the match to start you could find yearly savings of one hundred and sixty four dollars"

	Base	Yes	No	Unsure
ALL	124	25%	71%	4%
LOCATION				
Auckland	45	20%	75%	5%
Wellington	9	29%	71%	0%
Christchurch	15	29%	66%	5%
Provincial	55	28%	69%	3%
Rural	23	21%	79%	0%
North Is	96	24%	73%	3%
South Is	28	30%	65%	5%
SEX				
Male	62	23%	73%	4%
Female	62	27%	69%	4%
AGE GROUP				
Under 30	7	0%	100%	0%
30-44	36	27%	65%	8%
45-59	36	22%	76%	2%
60 Plus	44	31%	67%	2%
PERSONAL INCOME				
Less than \$40,000	21	23%	74%	3%
\$40,001-70,000	29	24%	73%	3%
More than \$70,000	30	29%	63%	8%
ETHNICITY				
Pacific Island	3	0%	100%	0%
Maori	14	22%	78%	0%
Asian	10	0%	100%	0%
Non Maori/PI/Asian	98	28%	67%	5%
HOUSE SITUATION				
Dependent children	47	25%	68%	7%
No dependent children	77	25%	73%	2%
EDUCATION				
Up to secondary school level	35	37%	61%	2%
Polytech/trade qualifications	27	22%	75%	3%
University qualification	63	20%	75%	5%
BILL PAYER				
Yes	124	25%	71%	4%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	12	12%	73%	15%
No	113	26%	71%	3%
AGREE (1+2)				
Have a choice of provider	114	25%	71%	4%
Can switch provider	110	26%	70%	4%
Easy to switch	94	26%	71%	3%
Save money by switching	73	28%	69%	3%
SEEN AD ABOUT SWITCHING				
Yes	94	25%	71%	4%
No	30	27%	70%	3%
SEEN TV ADVERTS				
Sticker on forehead	116	26%	70%	4%

There were different versions of this ad, did you see the following versions?

The one that said "in the time it takes for the match to start you could find yearly savings of one hundred and sixty four dollars"

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	25%	71%	4%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	23	38%	55%	7%
Hunting for a bargain	26	53%	47%	0%
Temperature	17	51%	44%	5%
Impulse getaway	42	38%	62%	0%
Waiting for match	31	100%	0%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	20	10%	82%	8%
No	105	28%	69%	3%
...VISIT POWERSWITCH.CO.NZ				
Yes	13	20%	80%	0%
No	112	26%	70%	4%
...CHECK CURRENT DEAL				
Yes	27	25%	75%	0%
No	98	25%	70%	5%
...SWITCH SUPPLIER				
Yes	19	33%	67%	0%
No	106	24%	72%	4%
LAST THREE MONTHS				
Discussed providers	30	29%	63%	8%
checked savings	28	18%	79%	3%
Contacted current supplier	25	24%	76%	0%
Contacted other supplier	12	21%	79%	0%
Switched supplier	8	32%	68%	0%

ADVERTISEMENT RESULT- VISIT THE WEBSITE WHATSMYNUMBER.ORG.NZ

As a result of any of these advertisements, did you:

Visit the website whatsmynumber.org.nz

	Base	Yes	No	Unsure
ALL	474	12%	87%	1%
LOCATION				
Auckland	152	15%	85%	0%
Wellington	36	6%	89%	5%
Christchurch	57	10%	90%	0%
Provincial	228	10%	88%	2%
Rural	92	9%	90%	1%
North Is	348	13%	86%	1%
South Is	125	9%	90%	1%
SEX				
Male	223	12%	87%	1%
Female	250	11%	88%	1%
AGE GROUP				
Under 30	29	6%	94%	0%
30-44	138	19%	81%	0%
45-59	156	13%	85%	2%
60 Plus	150	4%	94%	2%
PERSONAL INCOME				
Less than \$40,000	84	12%	88%	0%
\$40,001-70,000	97	16%	82%	2%
More than \$70,000	123	11%	88%	1%
ETHNICITY				
Pacific Island	7	0%	100%	0%
Maori	50	7%	93%	0%
Asian	19	33%	67%	0%
Non Maori/PI/Asian	400	11%	87%	2%
HOUSE SITUATION				
Dependent children	175	18%	81%	1%
No dependent children	297	8%	91%	1%
EDUCATION				
Up to secondary school level	144	8%	91%	1%
Polytech/trade qualifications	106	9%	90%	1%
University qualification	223	15%	84%	1%
BILL PAYER				
Yes	474	12%	87%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	58	19%	80%	1%
No	415	11%	88%	1%
AGREE (1+2)				
Have a choice of provider	417	11%	87%	2%
Can switch provider	395	12%	87%	1%
Easy to switch	333	13%	85%	2%
Save money by switching	266	15%	84%	1%
SEEN AD ABOUT SWITCHING				
Yes	330	14%	85%	1%
No	143	6%	93%	1%
SEEN TV ADVERTS				
Sticker on forehead	462	12%	87%	1%

As a result of any of these advertisements, did you:

Visit the website whatsmynumber.org.nz

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	16%	83%	1%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	10%	89%	1%
Hunting for a bargain	26	6%	94%	0%
Temperature	17	10%	90%	0%
Impulse getaway	42	13%	87%	0%
Waiting for match	31	6%	94%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	100%	0%	0%
No	420	0%	99%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	53%	46%	1%
No	432	7%	92%	1%
...CHECK CURRENT DEAL				
Yes	77	27%	72%	1%
No	396	8%	90%	2%
...SWITCH SUPPLIER				
Yes	41	26%	74%	0%
No	433	10%	89%	1%
LAST THREE MONTHS				
Discussed providers	148	17%	82%	1%
checked savings	101	29%	69%	2%
Contacted current supplier	66	20%	80%	0%
Contacted other supplier	48	30%	68%	2%
Switched supplier	35	18%	82%	0%

ADVERTISEMENT RESULT - VISIT THE WEBSITE POWERSWITCH.CO.NZ

As a result of any of these advertisements, did you:

Visit the website powerswitch.co.nz	Base	Yes	No	Unsure
ALL	474	9%	90%	1%
LOCATION				
Auckland	152	13%	85%	2%
Wellington	36	4%	96%	0%
Christchurch	57	4%	96%	0%
Provincial	228	8%	90%	2%
Rural	92	8%	91%	1%
North Is	348	10%	88%	2%
South Is	125	5%	94%	1%
SEX				
Male	223	10%	89%	1%
Female	250	8%	90%	2%
AGE GROUP				
Under 30	29	18%	82%	0%
30-44	138	13%	86%	1%
45-59	156	7%	90%	3%
60 Plus	150	5%	94%	1%
PERSONAL INCOME				
Less than \$40,000	84	9%	91%	0%
\$40,001-70,000	97	9%	87%	4%
More than \$70,000	123	12%	88%	0%
ETHNICITY				
Pacific Island	7	0%	100%	0%
Maori	50	9%	90%	1%
Asian	19	26%	74%	0%
Non Maori/PI/Asian	400	8%	90%	2%
HOUSE SITUATION				
Dependent children	175	12%	85%	3%
No dependent children	297	7%	92%	1%
EDUCATION				
Up to secondary school level	144	5%	93%	2%
Polytech/trade qualifications	106	5%	93%	2%
University qualification	223	13%	86%	1%
BILL PAYER				
Yes	474	9%	90%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	58	13%	85%	2%
No	415	8%	90%	2%
AGREE (1+2)				
Have a choice of provider	417	9%	89%	2%
Can switch provider	395	10%	88%	2%
Easy to switch	333	10%	89%	1%
Save money by switching	266	12%	86%	2%
SEEN AD ABOUT SWITCHING				
Yes	330	11%	87%	2%
No	143	3%	95%	2%
SEEN TV ADVERTS				
Sticker on forehead	462	8%	90%	2%

As a result of any of these advertisements, did you:

Visit the website powerswitch.co.nz

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	10%	86%	4%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	11%	89%	0%
Hunting for a bargain	26	13%	87%	0%
Temperature	17	26%	74%	0%
Impulse getaway	42	9%	90%	1%
Waiting for match	31	8%	92%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	41%	49%	10%
No	420	5%	95%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	100%	0%	0%
No	432	0%	98%	2%
...CHECK CURRENT DEAL				
Yes	77	16%	80%	4%
No	396	7%	92%	1%
...SWITCH SUPPLIER				
Yes	41	26%	72%	2%
No	433	7%	91%	2%
LAST THREE MONTHS				
Discussed providers	148	13%	87%	0%
checked savings	101	22%	75%	3%
Contacted current supplier	66	17%	83%	0%
Contacted other supplier	48	30%	70%	0%
Switched supplier	35	23%	77%	0%

LAST THREE MONTHS - DISCUSSED ELECTRICITY OPTIONS WITH OTHERS

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

	Base	Yes	No	Unsure
ALL	584	31%	69%	0%
LOCATION				
Auckland	188	27%	73%	0%
Wellington	49	36%	64%	0%
Christchurch	68	41%	57%	2%
Provincial	279	30%	70%	0%
Rural	109	28%	72%	0%
North Is	436	28%	72%	0%
South Is	148	38%	61%	1%
SEX				
Male	280	31%	68%	1%
Female	304	30%	70%	0%
AGE GROUP				
Under 30	42	39%	61%	0%
30-44	171	37%	63%	0%
45-59	192	27%	72%	1%
60 Plus	178	27%	73%	0%
PERSONAL INCOME				
Less than \$40,000	109	37%	62%	1%
\$40,001-70,000	115	31%	69%	0%
More than \$70,000	155	30%	70%	0%
ETHNICITY				
Pacific Island	8	20%	80%	0%
Maori	56	21%	77%	2%
Asian	26	40%	60%	0%
Non Maori/PI/Asian	497	31%	69%	0%
HOUSE SITUATION				
Dependent children	220	38%	62%	0%
No dependent children	363	27%	73%	0%
EDUCATION				
Up to secondary school level	170	31%	68%	1%
Polytech/trade qualifications	129	25%	75%	0%
University qualification	284	34%	66%	0%
BILL PAYER				
Yes	584	31%	69%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	73	50%	50%	0%
No	511	28%	72%	0%
AGREE (1+2)				
Have a choice of provider	508	32%	68%	0%
Can switch provider	494	32%	68%	0%
Easy to switch	407	33%	67%	0%
Save money by switching	319	35%	65%	0%
SEEN AD ABOUT SWITCHING				
Yes	395	35%	65%	0%
No	189	21%	79%	0%
SEEN TV ADVERTS				
Sticker on forehead	462	32%	68%	0%

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

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	24%	75%	1%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	36%	64%	0%
Hunting for a bargain	26	27%	68%	5%
Temperature	17	20%	80%	0%
Impulse getaway	42	22%	75%	3%
Waiting for match	31	28%	72%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	47%	53%	0%
No	420	29%	71%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	45%	55%	0%
No	432	30%	70%	0%
...CHECK CURRENT DEAL				
Yes	77	45%	55%	0%
No	396	29%	71%	0%
...SWITCH SUPPLIER				
Yes	41	43%	57%	0%
No	433	30%	70%	0%
LAST THREE MONTHS				
Discussed providers	180	100%	0%	0%
checked savings	121	75%	24%	1%
Contacted current supplier	78	47%	53%	0%
Contacted other supplier	56	72%	28%	0%
Switched supplier	45	67%	33%	0%

LAST THREE MONTHS - CHECKED FOR POTENTIAL ANNUAL SAVINGS

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	584	21%	79%	0%
LOCATION				
Auckland	188	20%	80%	0%
Wellington	49	16%	84%	0%
Christchurch	68	26%	74%	0%
Provincial	279	21%	79%	0%
Rural	109	15%	85%	0%
North Is	436	19%	81%	0%
South Is	148	27%	73%	0%
SEX				
Male	280	20%	79%	1%
Female	304	21%	79%	0%
AGE GROUP				
Under 30	42	17%	83%	0%
30-44	171	24%	76%	0%
45-59	192	24%	75%	1%
60 Plus	178	15%	85%	0%
PERSONAL INCOME				
Less than \$40,000	109	25%	75%	0%
\$40,001-70,000	115	24%	76%	0%
More than \$70,000	155	21%	78%	1%
ETHNICITY				
Pacific Island	8	12%	88%	0%
Maori	56	18%	82%	0%
Asian	26	27%	73%	0%
Non Maori/PI/Asian	497	21%	79%	0%
HOUSE SITUATION				
Dependent children	220	27%	73%	0%
No dependent children	363	17%	83%	0%
EDUCATION				
Up to secondary school level	170	21%	79%	0%
Polytech/trade qualifications	129	17%	82%	1%
University qualification	284	23%	77%	0%
BILL PAYER				
Yes	584	21%	79%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	73	36%	64%	0%
No	511	19%	81%	0%
AGREE (1+2)				
Have a choice of provider	508	22%	78%	0%
Can switch provider	494	23%	77%	0%
Easy to switch	407	22%	78%	0%
Save money by switching	319	26%	74%	0%
SEEN AD ABOUT SWITCHING				
Yes	395	28%	72%	0%
No	189	7%	93%	0%
SEEN TV ADVERTS				
Sticker on forehead	462	21%	79%	0%

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
OTHER ADVERTS				
Picture with words across stripes	124	22%	78%	0%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	27%	73%	0%
Hunting for a bargain	26	27%	73%	0%
Temperature	17	15%	85%	0%
Impulse getaway	42	21%	79%	0%
Waiting for match	31	16%	84%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	55%	45%	0%
No	420	17%	83%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	53%	47%	0%
No	432	18%	82%	0%
...CHECK CURRENT DEAL				
Yes	77	36%	64%	0%
No	396	19%	81%	0%
...SWITCH SUPPLIER				
Yes	41	40%	60%	0%
No	433	20%	80%	0%
LAST THREE MONTHS				
Discussed providers	180	51%	49%	0%
checked savings	121	100%	0%	0%
Contacted current supplier	78	47%	53%	0%
Contacted other supplier	56	78%	22%	0%
Switched supplier	45	62%	38%	0%

LAST THREE MONTHS - CONTACTED SUPPLIER

Within the last three months have you:

Contacted your existing electricity supplier to review your pricing plan	Base	Yes	No	Unsure
ALL	584	13%	87%	0%
LOCATION				
Auckland	188	15%	85%	0%
Wellington	49	14%	86%	0%
Christchurch	68	12%	88%	0%
Provincial	279	13%	87%	0%
Rural	109	11%	89%	0%
North Is	436	13%	87%	0%
South Is	148	14%	86%	0%
SEX				
Male	280	12%	88%	0%
Female	304	15%	85%	0%
AGE GROUP				
Under 30	42	4%	96%	0%
30-44	171	13%	87%	0%
45-59	192	16%	84%	0%
60 Plus	178	13%	87%	0%
PERSONAL INCOME				
Less than \$40,000	109	11%	89%	0%
\$40,001-70,000	115	18%	82%	0%
More than \$70,000	155	15%	85%	0%
ETHNICITY				
Pacific Island	8	12%	88%	0%
Maori	56	10%	90%	0%
Asian	26	26%	74%	0%
Non Maori/PI/Asian	497	13%	87%	0%
HOUSE SITUATION				
Dependent children	220	14%	86%	0%
No dependent children	363	13%	87%	0%
EDUCATION				
Up to secondary school level	170	13%	87%	0%
Polytech/trade qualifications	129	14%	86%	0%
University qualification	284	13%	87%	0%
BILL PAYER				
Yes	584	13%	87%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	73	17%	83%	0%
No	511	13%	87%	0%
AGREE (1+2)				
Have a choice of provider	508	14%	86%	0%
Can switch provider	494	14%	86%	0%
Easy to switch	407	14%	86%	0%
Save money by switching	319	13%	87%	0%
SEEN AD ABOUT SWITCHING				
Yes	395	16%	84%	0%
No	189	7%	93%	0%
SEEN TV ADVERTS				
Sticker on forehead	462	14%	86%	0%

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

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	20%	80%	0%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	21%	79%	0%
Hunting for a bargain	26	22%	78%	0%
Temperature	17	25%	75%	0%
Impulse getaway	42	20%	80%	0%
Waiting for match	31	20%	80%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	25%	75%	0%
No	420	12%	88%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	27%	73%	0%
No	432	13%	87%	0%
...CHECK CURRENT DEAL				
Yes	77	13%	87%	0%
No	396	14%	86%	0%
...SWITCH SUPPLIER				
Yes	41	15%	85%	0%
No	433	14%	86%	0%
LAST THREE MONTHS				
Discussed providers	180	21%	79%	0%
checked savings	121	31%	69%	0%
Contacted current supplier	78	100%	0%	0%
Contacted other supplier	56	51%	49%	0%
Switched supplier	45	36%	64%	0%

LAST THREE MONTHS - CONTACTED ANOTHER SUPPLIER

Within the last three months have you:

Contacted an electricity supplier different to your current provider

	Base	Yes	No	Unsure
ALL	584	10%	90%	0%
LOCATION				
Auckland	188	10%	90%	0%
Wellington	49	12%	88%	0%
Christchurch	68	10%	90%	0%
Provincial	279	9%	91%	0%
Rural	109	5%	95%	0%
North Is	436	9%	91%	0%
South Is	148	11%	89%	0%
SEX				
Male	280	10%	90%	0%
Female	304	10%	90%	0%
AGE GROUP				
Under 30	42	0%	100%	0%
30-44	171	13%	87%	0%
45-59	192	12%	88%	0%
60 Plus	178	6%	94%	0%
PERSONAL INCOME				
Less than \$40,000	109	14%	86%	0%
\$40,001-70,000	115	10%	90%	0%
More than \$70,000	155	10%	90%	0%
ETHNICITY				
Pacific Island	8	0%	100%	0%
Maori	56	8%	92%	0%
Asian	26	11%	89%	0%
Non Maori/PI/Asian	497	10%	90%	0%
HOUSE SITUATION				
Dependent children	220	13%	87%	0%
No dependent children	363	7%	93%	0%
EDUCATION				
Up to secondary school level	170	14%	86%	0%
Polytech/trade qualifications	129	8%	92%	0%
University qualification	284	8%	92%	0%
BILL PAYER				
Yes	584	10%	90%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	73	21%	79%	0%
No	511	8%	92%	0%
AGREE (1+2)				
Have a choice of provider	508	11%	89%	0%
Can switch provider	494	11%	89%	0%
Easy to switch	407	11%	89%	0%
Save money by switching	319	13%	87%	0%
SEEN AD ABOUT SWITCHING				
Yes	395	13%	87%	0%
No	189	3%	97%	0%
SEEN TV ADVERTS				
Sticker on forehead	462	10%	90%	0%

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

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	10%	90%	0%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	14%	86%	0%
Hunting for a bargain	26	12%	88%	0%
Temperature	17	20%	80%	0%
Impulse getaway	42	8%	92%	0%
Waiting for match	31	8%	92%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	26%	74%	0%
No	420	8%	92%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	34%	66%	0%
No	432	8%	92%	0%
...CHECK CURRENT DEAL				
Yes	77	11%	89%	0%
No	396	10%	90%	0%
...SWITCH SUPPLIER				
Yes	41	23%	77%	0%
No	433	9%	91%	0%
LAST THREE MONTHS				
Discussed providers	180	22%	78%	0%
checked savings	121	36%	64%	0%
Contacted current supplier	78	37%	62%	1%
Contacted other supplier	56	100%	0%	0%
Switched supplier	45	50%	50%	0%

LAST THREE MONTHS - SWITCHED SUPPLIER OR ABOUT TO SWITCH.

Within the last three months have you:

Switched electricity supplier or are just about to switch

	Base	Yes	No	Unsure
ALL	584	8%	92%	0%
LOCATION				
Auckland	188	7%	93%	0%
Wellington	49	8%	92%	0%
Christchurch	68	12%	88%	0%
Provincial	279	7%	92%	1%
Rural	109	7%	92%	1%
North Is	436	7%	92%	1%
South Is	148	10%	90%	0%
SEX				
Male	280	9%	90%	1%
Female	304	7%	93%	0%
AGE GROUP				
Under 30	42	0%	100%	0%
30-44	171	12%	88%	0%
45-59	192	5%	95%	0%
60 Plus	178	9%	90%	1%
PERSONAL INCOME				
Less than \$40,000	109	11%	89%	0%
\$40,001-70,000	115	9%	91%	0%
More than \$70,000	155	9%	91%	0%
ETHNICITY				
Pacific Island	8	0%	100%	0%
Maori	56	13%	87%	0%
Asian	26	3%	97%	0%
Non Maori/PI/Asian	497	7%	92%	1%
HOUSE SITUATION				
Dependent children	220	10%	90%	0%
No dependent children	363	6%	93%	1%
EDUCATION				
Up to secondary school level	170	10%	89%	1%
Polytech/trade qualifications	129	7%	93%	0%
University qualification	284	7%	93%	0%
BILL PAYER				
Yes	584	8%	92%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	73	33%	66%	1%
No	511	4%	96%	0%
AGREE (1+2)				
Have a choice of provider	508	8%	92%	0%
Can switch provider	494	9%	91%	0%
Easy to switch	407	10%	90%	0%
Save money by switching	319	13%	86%	1%
SEEN AD ABOUT SWITCHING				
Yes	395	11%	89%	0%
No	189	1%	98%	1%
SEEN TV ADVERTS				
Sticker on forehead	462	7%	92%	1%

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

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	6%	93%	1%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	9%	91%	0%
Hunting for a bargain	26	8%	92%	0%
Temperature	17	16%	84%	0%
Impulse getaway	42	8%	92%	0%
Waiting for match	31	8%	92%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	12%	88%	0%
No	420	7%	92%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	19%	81%	0%
No	432	6%	93%	1%
...CHECK CURRENT DEAL				
Yes	77	9%	91%	0%
No	396	7%	92%	1%
...SWITCH SUPPLIER				
Yes	41	21%	79%	0%
No	433	6%	93%	1%
LAST THREE MONTHS				
Discussed providers	180	17%	82%	1%
checked savings	121	23%	77%	0%
Contacted current supplier	78	21%	79%	0%
Contacted other supplier	56	40%	59%	1%
Switched supplier	45	100%	0%	0%

RESULTS OF WHATS MY NUMBER CAMPAIGN - CHECK OR THINKING OF CHECKING POWER DEAL

Did you CHECK or are thinking about checking your current power deal as a result of the ad campaign "What's my number?"

	Base	Yes	No	Unsure
ALL	474	16%	83%	1%
LOCATION				
Auckland	152	19%	80%	1%
Wellington	36	25%	75%	0%
Christchurch	57	13%	86%	1%
Provincial	228	14%	85%	1%
Rural	92	13%	85%	2%
North Is	348	17%	83%	0%
South Is	125	16%	82%	2%
SEX				
Male	223	20%	79%	1%
Female	250	13%	86%	1%
AGE GROUP				
Under 30	29	42%	58%	0%
30-44	138	22%	77%	1%
45-59	156	11%	88%	1%
60 Plus	150	11%	88%	1%
PERSONAL INCOME				
Less than \$40,000	84	14%	85%	1%
\$40,001-70,000	97	22%	78%	0%
More than \$70,000	123	19%	80%	1%
ETHNICITY				
Pacific Island	7	13%	87%	0%
Maori	50	17%	81%	2%
Asian	19	58%	42%	0%
Non Maori/PI/Asian	400	14%	85%	1%
HOUSE SITUATION				
Dependent children	175	21%	79%	0%
No dependent children	297	13%	86%	1%
EDUCATION				
Up to secondary school level	144	10%	89%	1%
Polytech/trade qualifications	106	19%	81%	0%
University qualification	223	19%	80%	1%
BILL PAYER				
Yes	474	16%	83%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	58	13%	87%	0%
No	415	17%	82%	1%
AGREE (1+2)				
Have a choice of provider	417	16%	83%	1%
Can switch provider	395	16%	83%	1%
Easy to switch	333	17%	82%	1%
Save money by switching	266	22%	77%	1%
SEEN AD ABOUT SWITCHING				
Yes	330	19%	80%	1%
No	143	10%	89%	1%
SEEN TV ADVERTS				
Sticker on forehead	462	16%	83%	1%

Did you CHECK or are thinking about checking your current power deal as a result of the ad campaign "What's my number?"

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	21%	78%	1%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	20%	79%	1%
Hunting for a bargain	26	19%	77%	4%
Temperature	17	32%	68%	0%
Impulse getaway	42	29%	71%	0%
Waiting for match	31	21%	75%	4%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	39%	61%	0%
No	420	13%	86%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	31%	69%	0%
No	432	15%	84%	1%
...CHECK CURRENT DEAL				
Yes	77	100%	0%	0%
No	396	0%	99%	1%
...SWITCH SUPPLIER				
Yes	41	66%	31%	3%
No	433	12%	88%	0%
LAST THREE MONTHS				
Discussed providers	148	24%	75%	1%
checked savings	101	27%	72%	1%
Contacted current supplier	66	15%	85%	0%
Contacted other supplier	48	17%	81%	2%
Switched supplier	35	20%	80%	0%

RESULT OF WHATS MY NUMBER CAMPAIGN - SWITCH OR THINKING OF SWITCHING COMPANIES

And did you SWITCH or are you thinking about switching as a result of the ad campaign "Whats my number?"

	Base	Yes	No	Unsure
ALL	474	9%	89%	2%
LOCATION				
Auckland	152	14%	85%	1%
Wellington	36	14%	84%	2%
Christchurch	57	4%	95%	1%
Provincial	228	5%	92%	3%
Rural	92	5%	93%	2%
North Is	348	10%	88%	2%
South Is	125	6%	92%	2%
SEX				
Male	223	11%	86%	3%
Female	250	7%	92%	1%
AGE GROUP				
Under 30	29	15%	85%	0%
30-44	138	12%	84%	4%
45-59	156	6%	93%	1%
60 Plus	150	6%	92%	2%
PERSONAL INCOME				
Less than \$40,000	84	9%	88%	3%
\$40,001-70,000	97	9%	90%	1%
More than \$70,000	123	8%	90%	2%
ETHNICITY				
Pacific Island	7	0%	100%	0%
Maori	50	8%	90%	2%
Asian	19	32%	68%	0%
Non Maori/PI/Asian	400	8%	90%	2%
HOUSE SITUATION				
Dependent children	175	11%	86%	3%
No dependent children	297	7%	91%	2%
EDUCATION				
Up to secondary school level	144	9%	88%	3%
Polytech/trade qualifications	106	4%	94%	2%
University qualification	223	10%	88%	2%
BILL PAYER				
Yes	474	9%	89%	2%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	58	16%	84%	0%
No	415	8%	90%	2%
AGREE (1+2)				
Have a choice of provider	417	10%	89%	1%
Can switch provider	395	10%	88%	2%
Easy to switch	333	10%	88%	2%
Save money by switching	266	11%	87%	2%
SEEN AD ABOUT SWITCHING				
Yes	330	11%	87%	2%
No	143	4%	95%	1%
SEEN TV ADVERTS				
Sticker on forehead	462	9%	89%	2%

And did you SWITCH or are you thinking about switching as a result of the ad campaign
 "Whats my number?"

	Base	Yes	No	Unsure
OTHER ADVERTS				
Picture with words across stripes	124	15%	84%	1%
VERSION OF PICTURE AD				
Bowl of noodles wound on fork	69	12%	87%	1%
Hunting for a bargain	26	12%	84%	4%
Temperature	17	22%	68%	10%
Impulse getaway	42	21%	77%	2%
Waiting for match	31	20%	78%	2%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	54	20%	80%	0%
No	420	7%	91%	2%
...VISIT POWERSWITCH.CO.NZ				
Yes	42	26%	72%	2%
No	432	7%	91%	2%
...CHECK CURRENT DEAL				
Yes	77	35%	57%	8%
No	396	3%	96%	1%
...SWITCH SUPPLIER				
Yes	41	100%	0%	0%
No	433	0%	98%	2%
LAST THREE MONTHS				
Discussed providers	148	12%	85%	3%
checked savings	101	16%	83%	1%
Contacted current supplier	66	9%	91%	0%
Contacted other supplier	48	19%	81%	0%
Switched supplier	35	24%	76%	0%