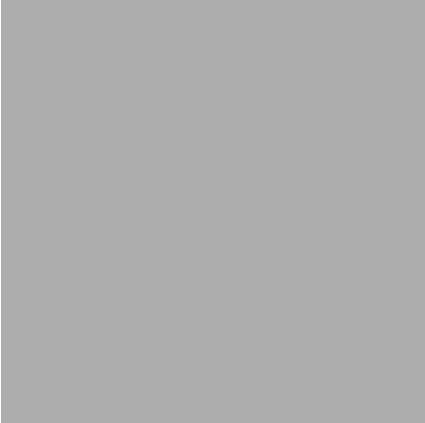


Electricity Authority

Advertising tracker

Telephone Omnibus Results

September 2016



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Methodology

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

Fieldwork was conducted from the 31st of August to 5th September 2016 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 601 people, the margin of error for this sample size for a 50% figure at the '95% confidence level' is $\pm 4.0\%$.

Key Findings

1 Overview

Campaign cut through has declined this year which may be linked to only relatively small refinements being made to the campaign since 2014. Recall of advertising that encourages people to check how much they could save on their power declined from 82% in 2014 to 68% in 2016. Of those that could recall any advertising, 11% (on an unprompted basis) recalled the advertising to be part of the What's My Number campaign. Prompted recall was higher, with 65% that recalled the 'noisy child' television ad, followed by the 'golf cart' ad on 51% and the 'loud patient' ad on 27%. Overall, 72% had seen at least one of the ads from the campaign, similar to 2014 (73%).

Across ads delivered by other channels – 28% had seen at least one of the four executions run this year, up 4% from 24% in 2014. The 'woman by a stack of paper' was recalled the most on 12% followed by the 'noodle' ad on 10%, the 'house' ad on 9%, and the 'hamster' ad on 7%. The fact that 28% had seen at least one of these executions indicates that each targeted quite distinct audiences.

Visitation to the Powerswitch website remained steady at 9% but declined slightly for the What's My Number website on 10% (down 4%). However, of those that had switched electricity suppliers in the last month, 21% attributed the switch to the What's My Number campaign.

Of bill-payers who have seen at least one of the adverts, proportions of respondents that claimed to have checked or considered checking their power deal (12%) as a result of the campaign and that have actually switched or were planning to switch (8%) remained steady this year.

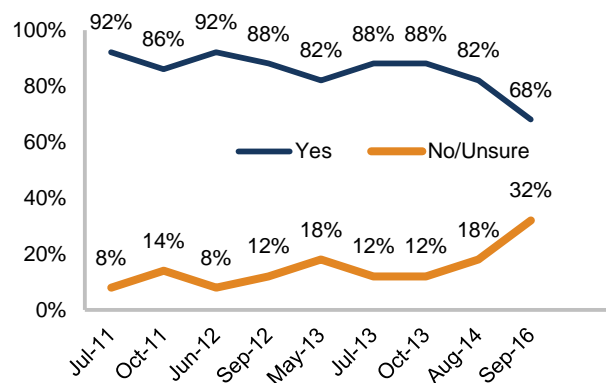
Those that believed it is worthwhile to regularly review their electricity retailer also remained steady (71%).

Looking at switching behaviour, 6% of bill-payers had switched or are considering switching in the past month and 16% claimed to have switched supplier in the past twelve months.

2016 OVERVIEW: 'WHAT'S MY NUMBER' CAMPAIGN EVALUATION

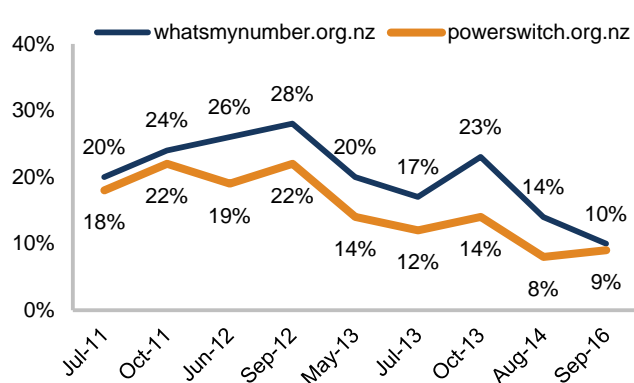
OVERALL CAMPAIGN MOVEMENTS

Aware of advertising about checking power deal



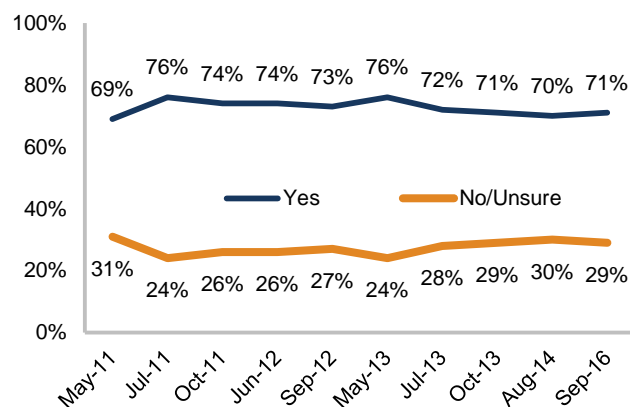
Base: Bill-payers (n=601)

Website visitation



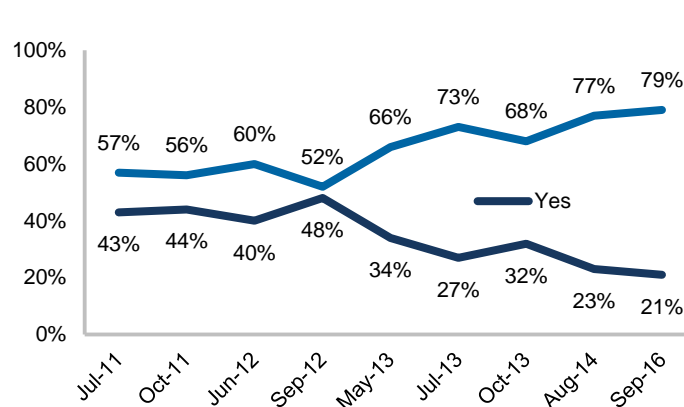
Base: Bill-payers that have seen at least one ad (n=456)

Worthwhile reviewing electricity retailer



Base: Bill-payers (n=601)

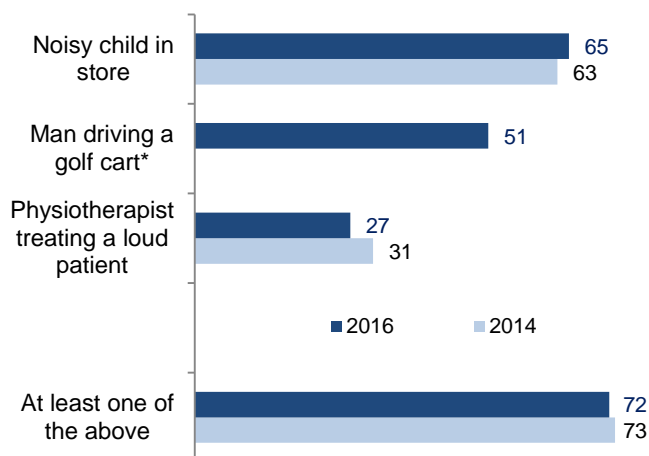
Switched/ or switching because of campaign



Base: Respondents that had switched in past month (n=30)

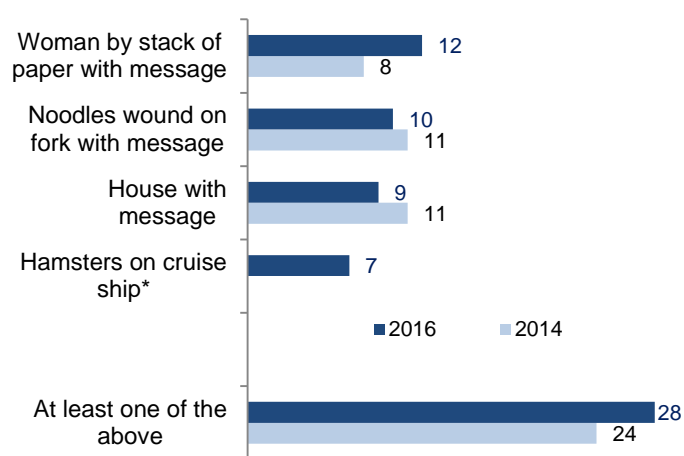
AWARENESS OF CAMPAIGN ELEMENTS

Aware of 'television' advertising



Base: Bill-payers (n=601)
* Not asked in 2014

Aware of 'other channel' advertising



Base: Bill-payers (n=601)
* Not asked in 2014

2 Advertising recall

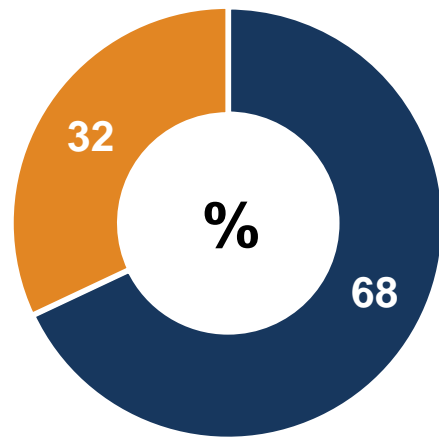
2.1 Awareness of advertising

Just over two thirds (68%) of bill paying respondents recalled seeing or hearing advertising in the last month that encourages people to check how much they could save on their power deal.

This was a drop of 14% from August 2014 (from 82% to 68%), although the question was changed slightly in 2016 to tracking awareness in the past month from the past two months.

Maori respondents were less likely to see the advertising (58%), whereas non Maori/non PI respondents were more likely to have seen the advertising (70%). Greater proportions of females declared that they were aware of the advertising than males (71% and 65% respectively). Older respondents (60 plus) were more likely to have seen/heard any advertising (72%) followed by the younger respondents (under 30s) with 69%.

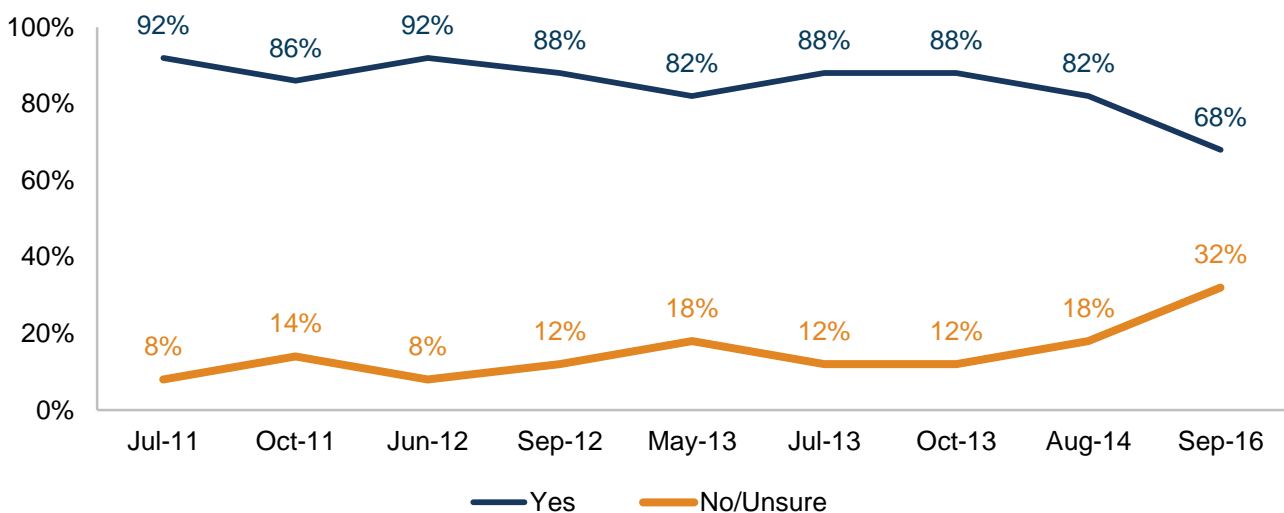
Awareness of advertising



■ Aware ■ Not aware

Base: Bill payers (n=601)

Awareness of advertising - tracking



2.2 Campaign attribution

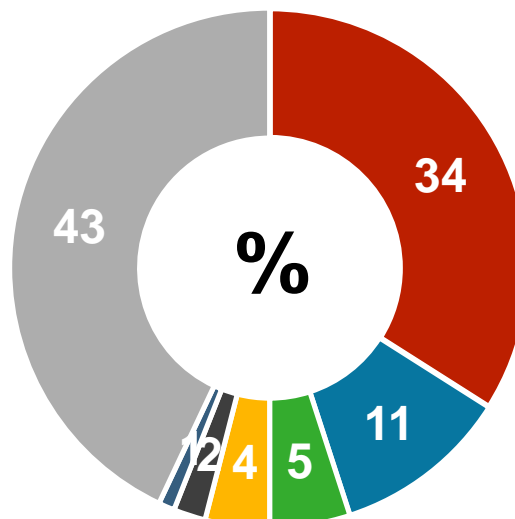
Just over a third of (34%) attributed the advertising to a 'power company'. This was a 17% increase (34% from 17%) from August 2014. It has now overtaken the What's My Number campaign, which dropped by 8% from 19% in August 2014 to 11%.

Those that cited 'a website to help you to change power company' and those that cited 'Powerswitch' remained relatively stable at 5% and 4% respectively.

Males were more likely to attribute the advertising to the What's My Number campaign than females (13% and 8% respectively), while more females were likely to attribute the ads to a 'power company' than males (36% and 32%).

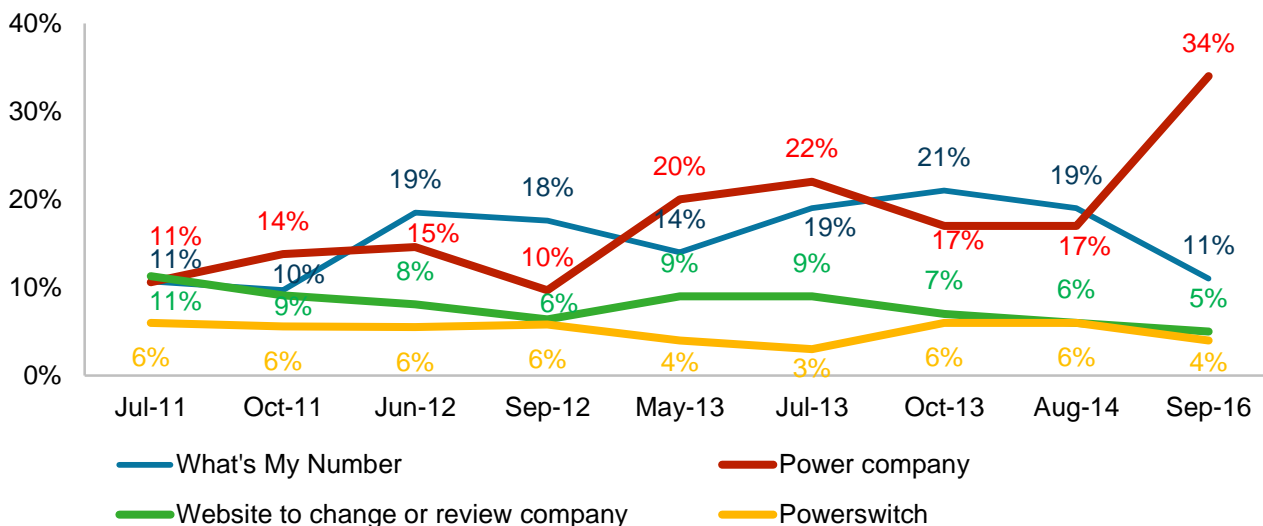
Those living in rural or provincial areas were more likely to cite the What's My Number campaign (14% each), whereas those living in Auckland and Wellington regions were more likely to nominate a 'power company' to be behind the campaign (37% each).

Recall of organisation in advertising



- Power company
- What's My Number
- Website to change or review company
- Powerswitch
- Government organisations (e.g. EECA)
- Other
- Unsure

Recall of organisation in advertising - tracking



Base: Bill-payers that declared awareness of advertising (n=410)

2.3 Awareness of specific advertisements

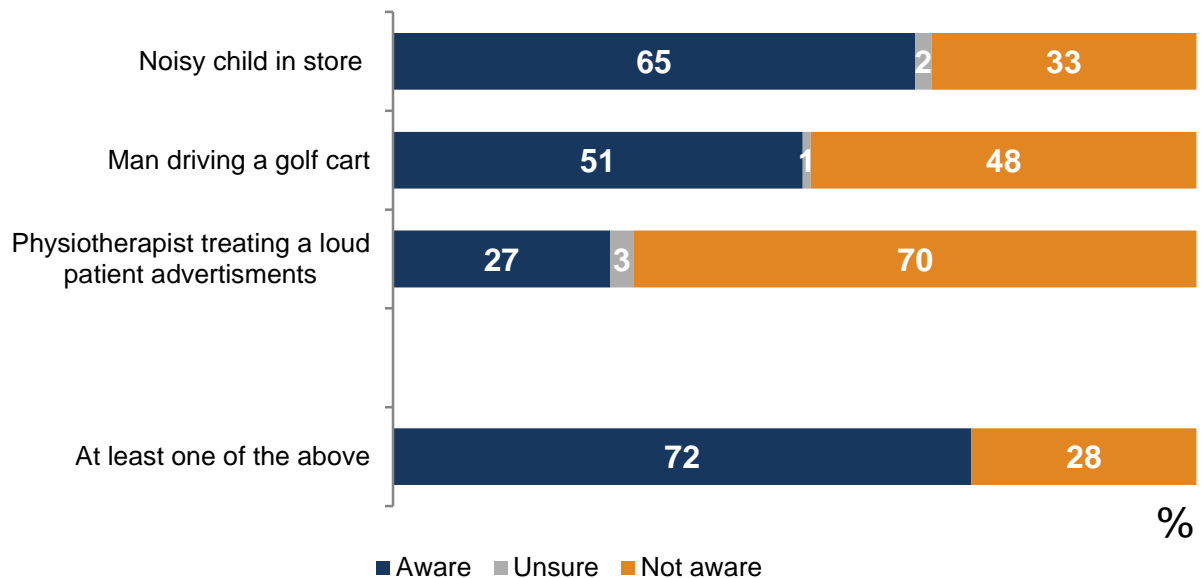
Awareness of the What's My Number television advertisements was tested in the latest survey. Of those that had seen advertising in the past month or so, nearly three quarters (72%) of bill-payers had seen as least one of the three ads.

Of the three television ads the one featuring a 'Woman enduring a noisy child' recorded the highest recall. Nearly two-thirds (65%) claimed to have seen the 'noisy child' advert. Similar to 2014, there appeared to be higher awareness across females with 69% claiming to have seen the ad compared to 61% of males. Declared awareness among older respondents (60 plus) was also higher on 71%.

Over half (51%) claimed to have seen the ad of the 'Man driving the golf cart'. This ad was new and was not run in 2014. Male respondents were much more likely to recollect this advert than the female respondents (58% compared to 44%). Respondents in the Wellington region declared a much lower awareness (37%) of this advert compared to respondents in the other regions.

Under a third (27%) of respondents said they saw the 'Physiotherapist treating a loud patient' advert. Declared awareness was higher among under 30-year-old respondents (36%) and individuals earning between \$15,001-\$30,000 (36%).

TV advertising awareness 2016

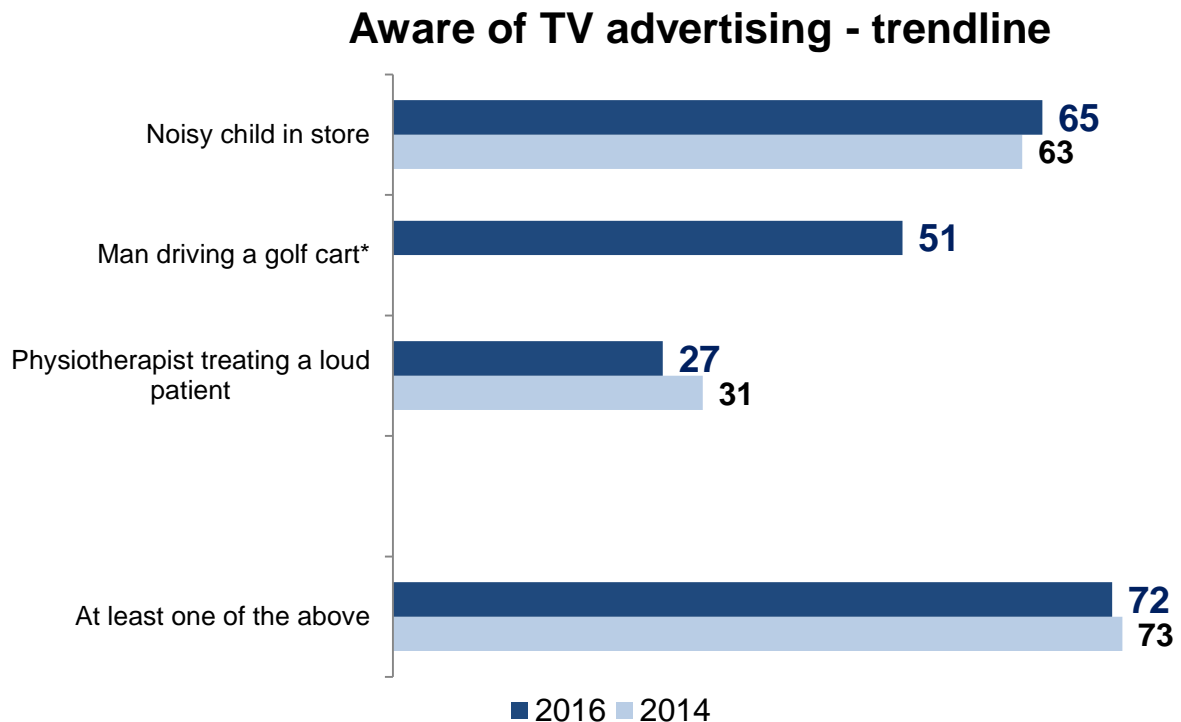


Base: Bill-payers (n=601)

2.4 Trendline comparison – TV advertising

Overall awareness was similar to 2014 with 72% of bill payers that had seen at least one of the three advertisements (down 1% this year).

Awareness of the 'noisy child' advert was up 2% to 65% from 63% awareness in 2014. While awareness of the 'Physiotherapist treating a loud patient' advert was down 4% to 27% from 31% in 2014.



Base: Bill-payers (n=601)

* Not asked in 2014

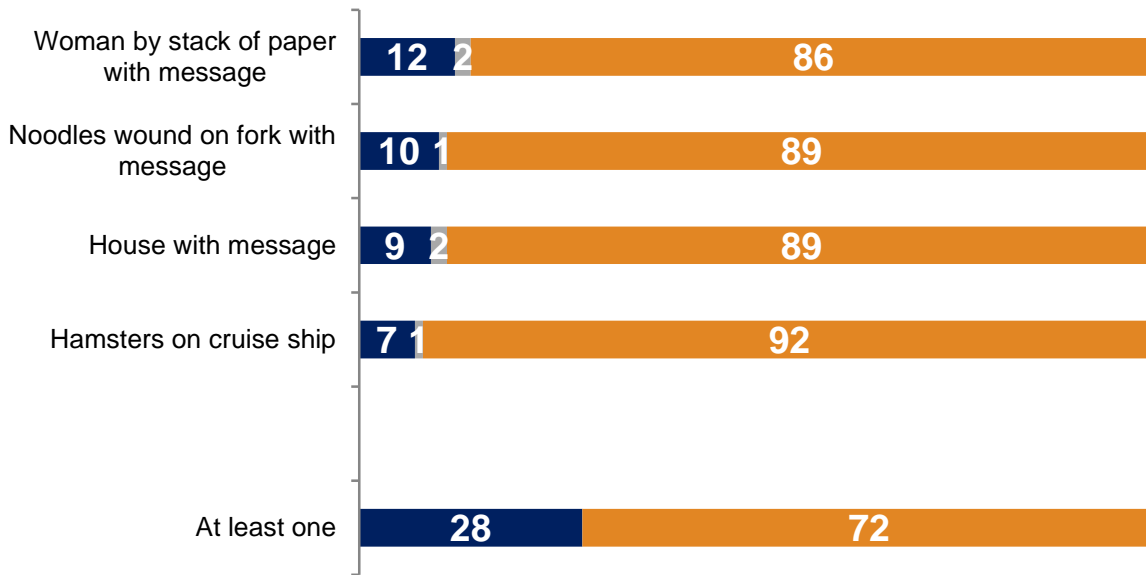
2.5 Ads delivered via other channels

Four other adverts were tested which had been delivered via a variety of channels excluding television. As found in 2014, awareness was lower than for the television executions, ranging from 7% to 12% awareness for each ad. Indicating that each ad targeted different audiences, 28% had seen at least one of the four ads.

People under 30 were more likely to be reached by these adverts as 55% can remember seeing one claimed to have seen at least one of the ads, while only 24% of people above 30 had seen one of them. Greater proportions of Wellington respondents declared that they were aware of at least one advert (37%).

The advertisements of a 'Woman standing near a stack of paper' and of 'Noodles wound on a fork' had higher levels of awareness (12% and 10% respectively). The advertisements of a 'House with a message' and of 'Hamsters on a cruise ship with a message' had slightly lower awareness levels (9% and 7% respectively).

Other channels - advertising awareness



Base: Bill-payers (n=601)

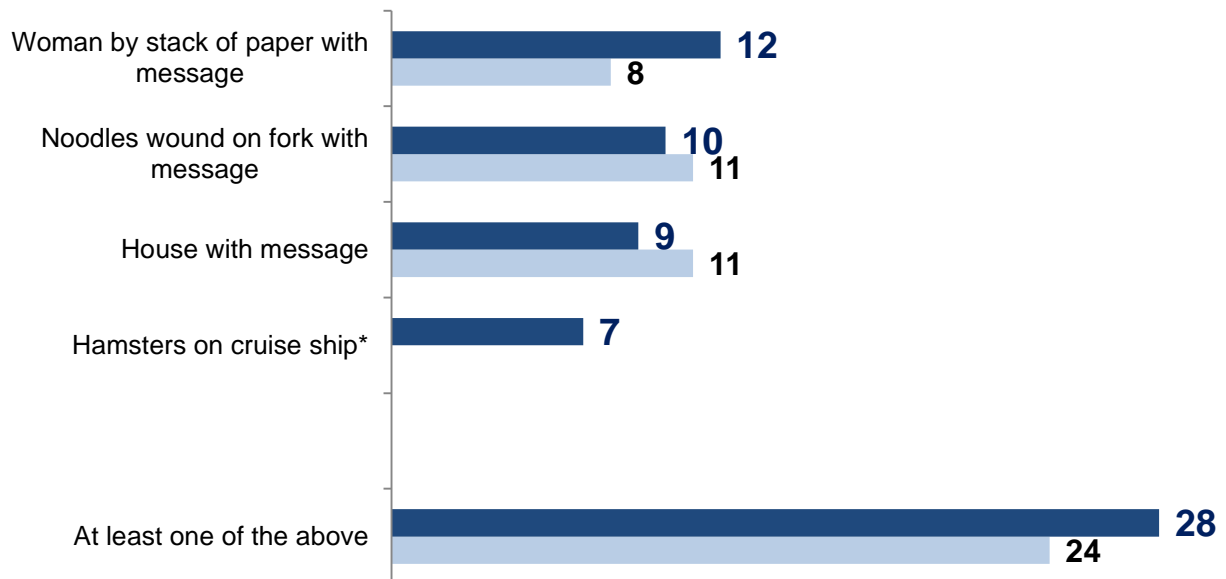
■ Aware ■ Unsure ■ Not aware

2.6 Trendline comparison – ads via other channels

Overall awareness was similar to 2014 with 28% of bill payers that had seen at least one of the four advertisements (up 4% this year).

Awareness of the specific ads were like 2014, with the largest change being an increase in awareness of the 'woman by a stack of paper' which rose 4% to 12% in 2016.

Other channel advertising - trendline



Base: Bill-payers (n=601)

* Not asked in 2014

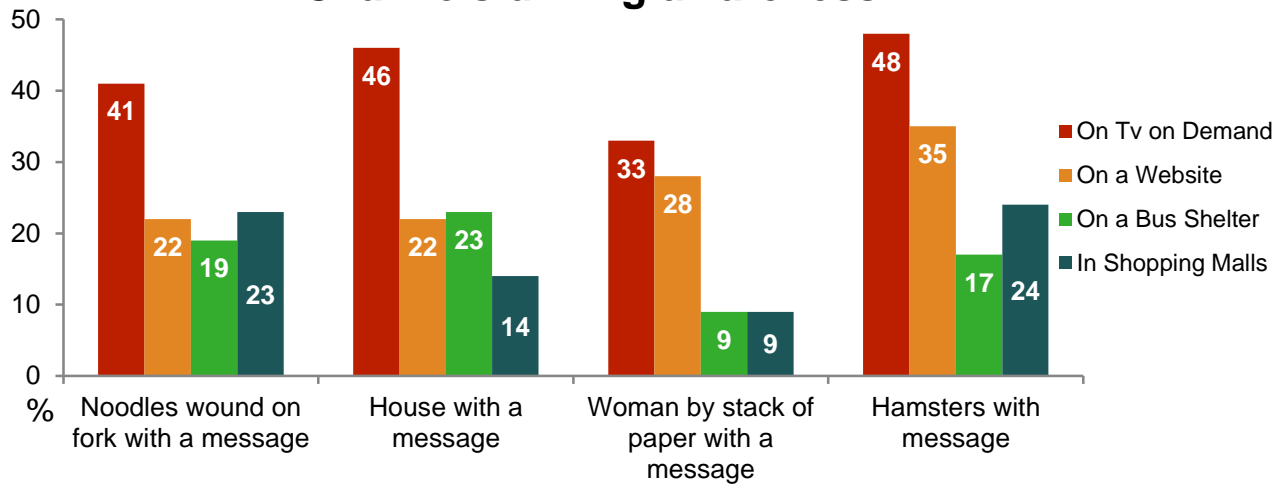
■ 2016 ■ 2014

Channels used

Just as in 2014, TV on demand was the most common channel for people to have seen the advertisements.

Under 30s were generally more likely to have seen these ads via a website than the other age groups. None of the respondents over 60 declared that they saw the 'House with a message' via a website.

Channels driving awareness



Base: Those who have seen each respective advert

3 Campaign effectiveness

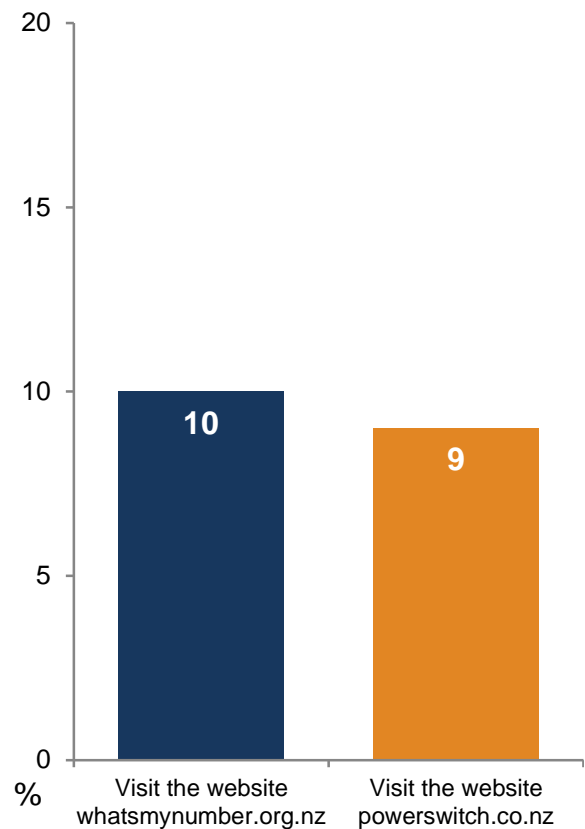
3.1 Website visitation

Declared visitation to the whatsmynumber.org.nz website continued to decrease in the latest survey while visitation to the Powerswitch site remained steady narrowing the visitation gap between the sites.

Of those that had seen at least one of the adverts, 10% had visited whatsmynumber.org.nz as a result; this is down 4% on August 2014. Just as in 2014, people who saw the 'House with a message' advert (small sub sample of n=53 so care is needed) were more likely to visit the website as a result (29%) than respondents who saw the other adverts.

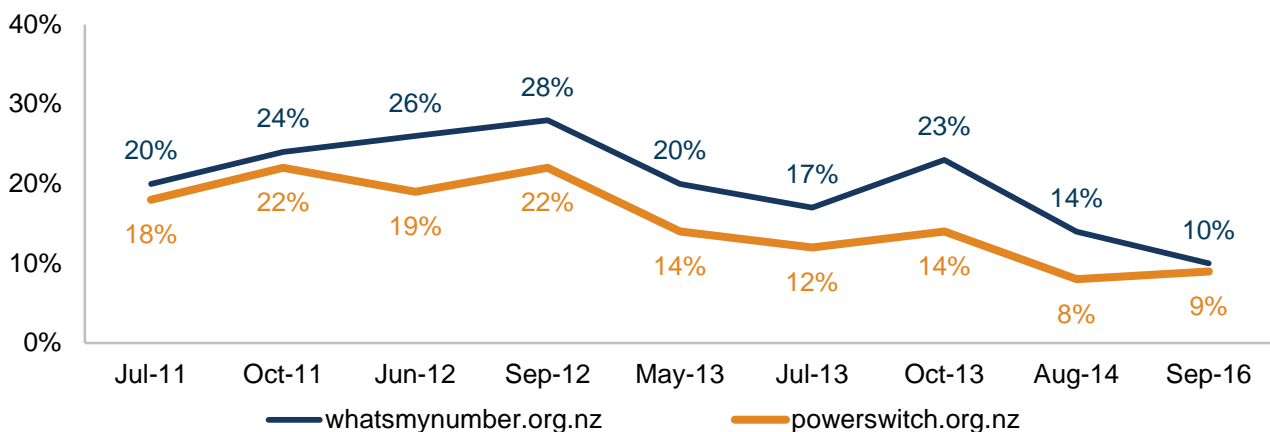
9% of people visited powerswitch.org.nz after seeing at least one of the adverts; this was an increase of 1% from 2014. Again, people who saw the picture of a 'House with a message' were more inclined to visit the Powerswitch website (24%, up 6% from 2014).

Website visitation



Base: Bill-payers who have seen at least one of any of the adverts (n=456)

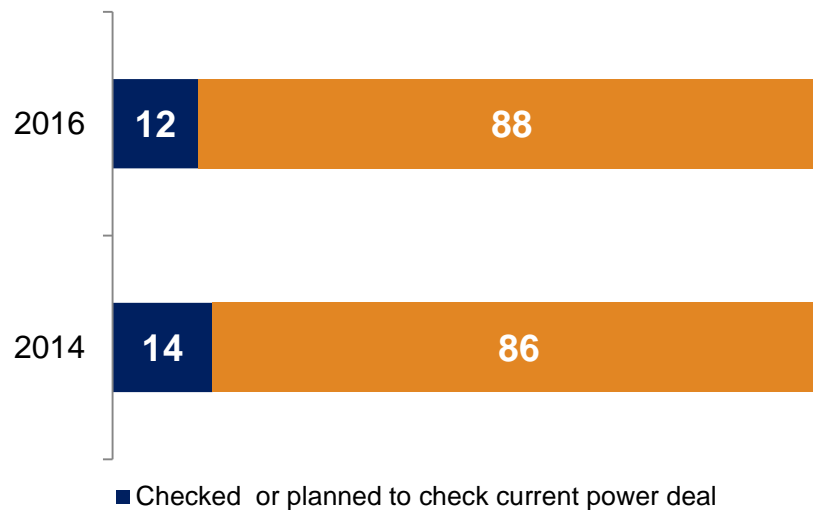
Website visitation - tracking



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. 12% said they checked and/or plan to check their current power deal as a result of the campaign (down 2% from 2014) while 8% said they had switched or were thinking about switching due to the campaign (same as 2014).

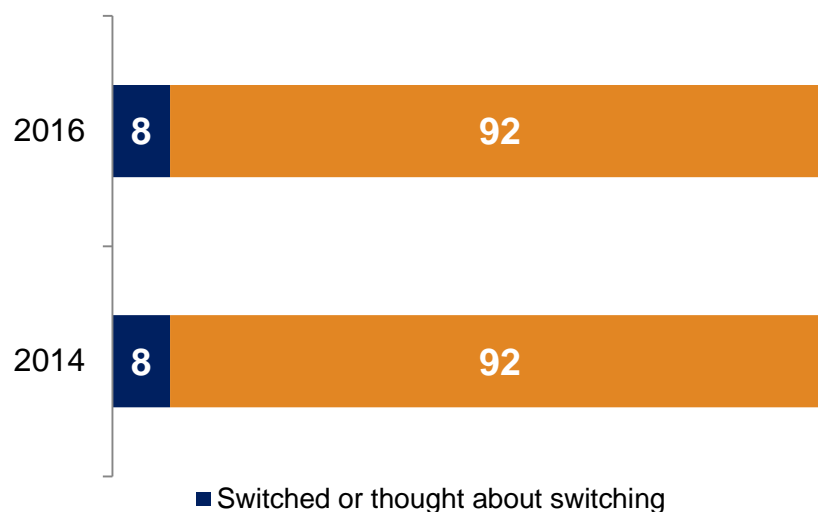
Checked or planned to check current power deal



Base: Bill-payers who have seen at least one advert (n=456)

This year, those aged under 30 were far more likely to check or think about checking their current power deal (33%), additionally, they also had a greater tendency to switch or think about switching their current power deal (26%).

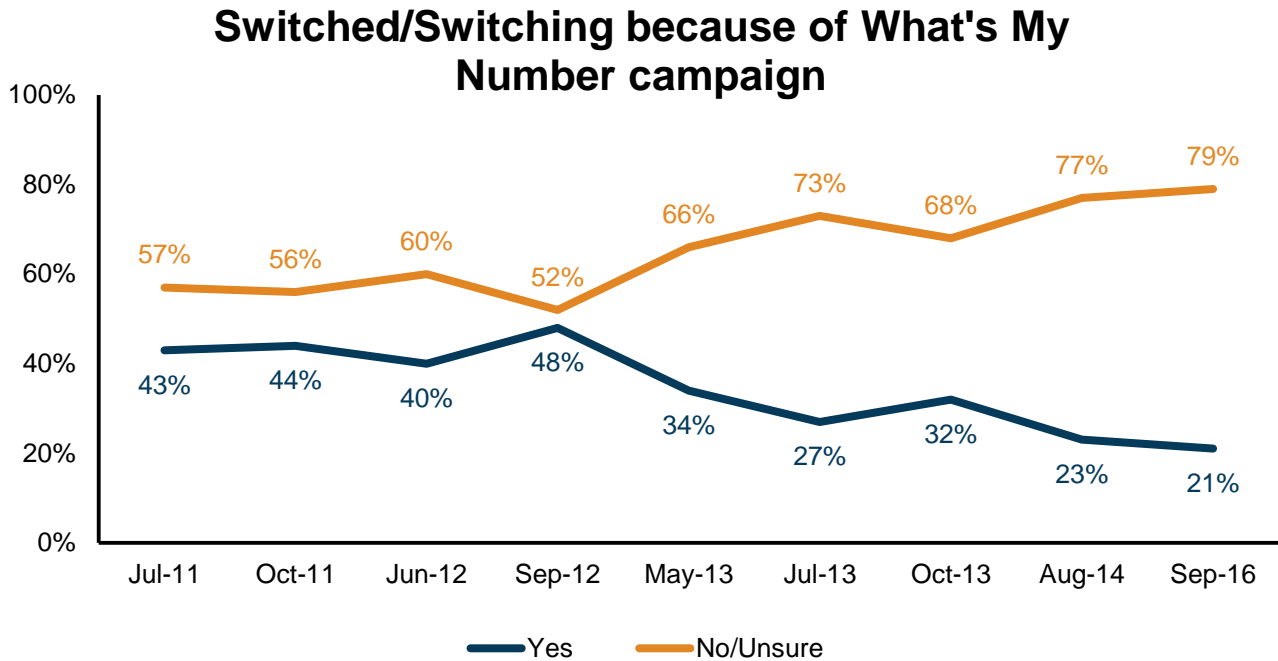
Switched or thought about switching power deals



Base: Bill-payers who have seen at least one advert (n=456)

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 30 respondents that had switched in the past month, 21% said it was due to What's My Number – down 2% on the last measure recorded in August 2014.

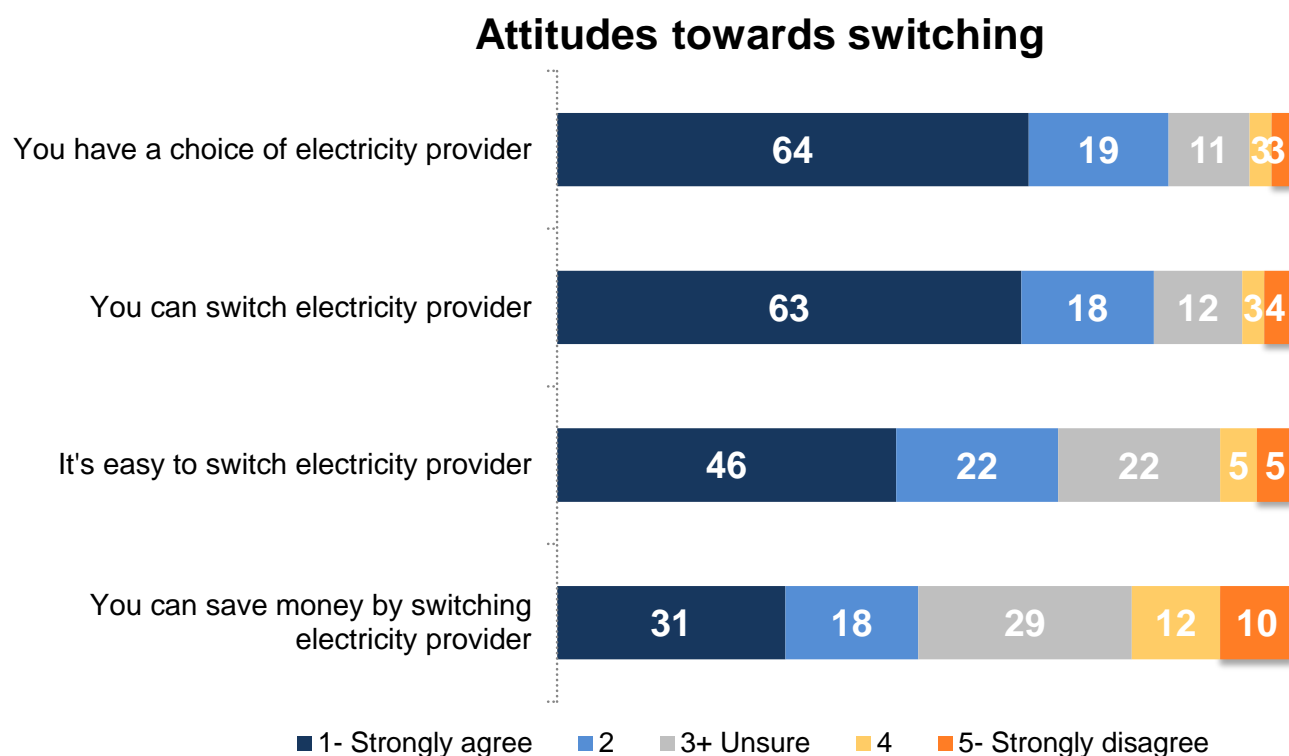


Base: Respondents that had switched in the past month (n=30)

4 Attitudes and behaviour

4.1 Attitudes towards switching

Overall, attitudes towards switching remained steady from August 2014. All of the measures to assess propensity to switch remained much the same (differences ranging from 0-3%). Males, those with dependent children and those that agree (1+2, on a 1-5 scale where 1 is strongly agree and 5 is strongly disagree) with the other statements were more likely to agree with each of the four statements.



Base: Bill-payers (n=601)

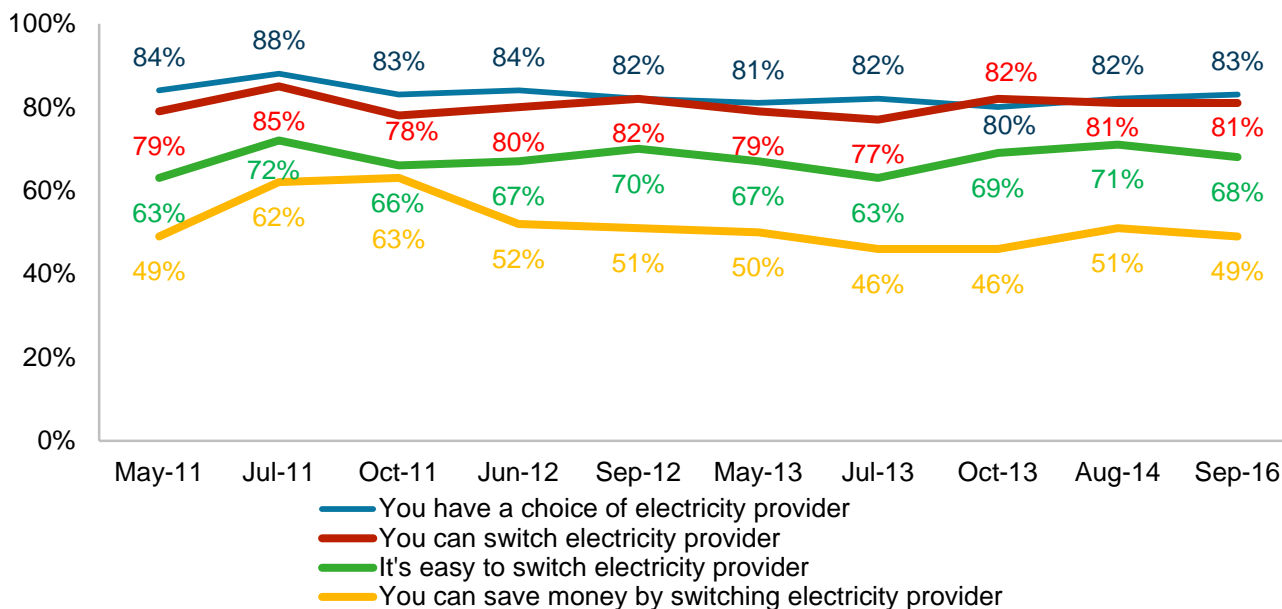
83% (up 1%) of bill-payers agreed (1+2) that they have a choice of electricity provider. This has remained relatively steady since tracking began generally ranging between 80% to 84%, apart from July 2011 where it was on 88%. For this statement bill-payers who have seen advertising about switching power company were no different from those who have not (84% and 83% respectively). Christchurch respondents were much more likely to agree (95%) with this statement than those living in other regions.

81% of respondents agree that 'You can switch electricity provider', same as August 2014. 84% of males agreed with this statement compared to 78% of females. Those who had seen advertisement about switch companies were slightly more likely to agree (82%) than those who did not (78%). Christchurch respondents were again much more likely to agree (92%) with this statement than those living in other regions.

68% of bill-payers thought that 'It is easy to switch electricity provider', this decreased 3% from August 2014. Like the previous survey, those who switched supplier in the last year tended to agree more with this statement (77%) than those who did not switch (66%). Respondents who had seen the ad campaign about switching were also more likely to agree (71%) than those who did not (63%).

Slightly less people in the latest results agreed that 'You can save money by switching electricity provider' (49% agreed, down 2%). However, almost a third (29%) of people gave a neutral answer to this and 22% of respondents disagreed (4+5). Those who had switched suppliers had a greater tendency to agree (66%) with this statement than those who had not (46%). Christchurch respondents were also more likely to agree (63%) with this statement.

Attitudes toward switching - total agree (1+2)



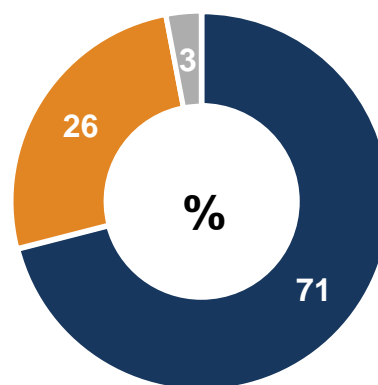
4.2 Reviewing choice of retailer

The proportion of bill-payers who think that it is worthwhile to review their electricity retailer regularly remained steady this survey with 71% believing it is worthwhile (up 1% from 2014).

Younger respondents (under 30s) tended to be more likely to think it was worthwhile to review electricity supplier (79%) and older respondents were less likely to think it was worthwhile (62%). Greater proportions of males thought that it worthwhile to review the electricity supplier (76%) than females (67%). Like the previous survey, those with dependent children were also more likely to think it is worthwhile (78%), as opposed to those without dependent children (67%).

People who had switched in the last year were again more likely (83%) to think reviewing their electricity retailer was worthwhile. Those who had seen an advert about switching were also more likely to think it was worthwhile; 75% compared to those who had not on 64%.

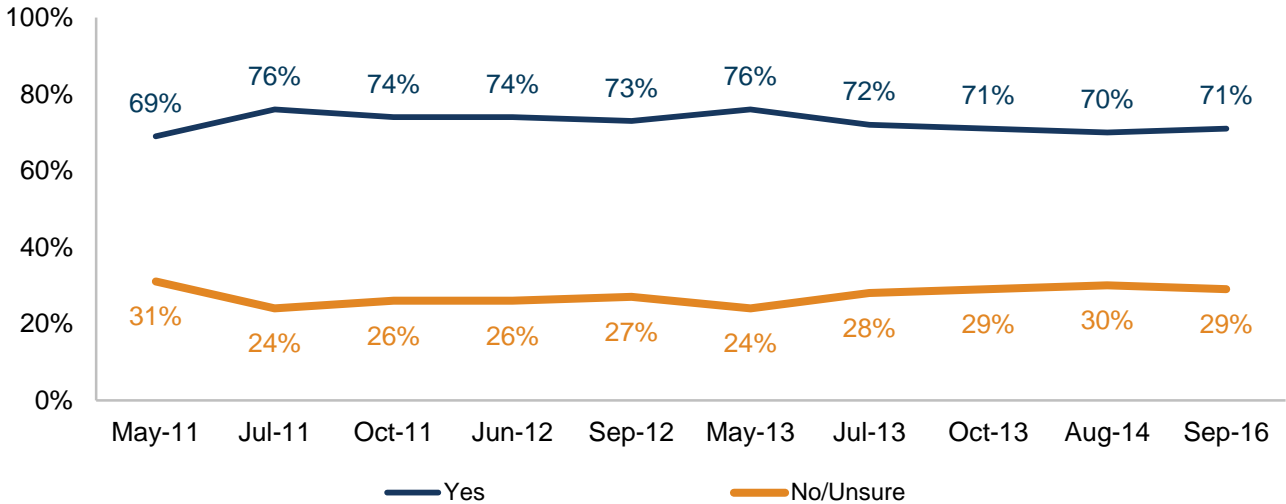
Reviewing electricity retailer



- Worthwhile reviewing regularly
- Not worthwhile
- Unsure

Base: Bill payers (n=601)

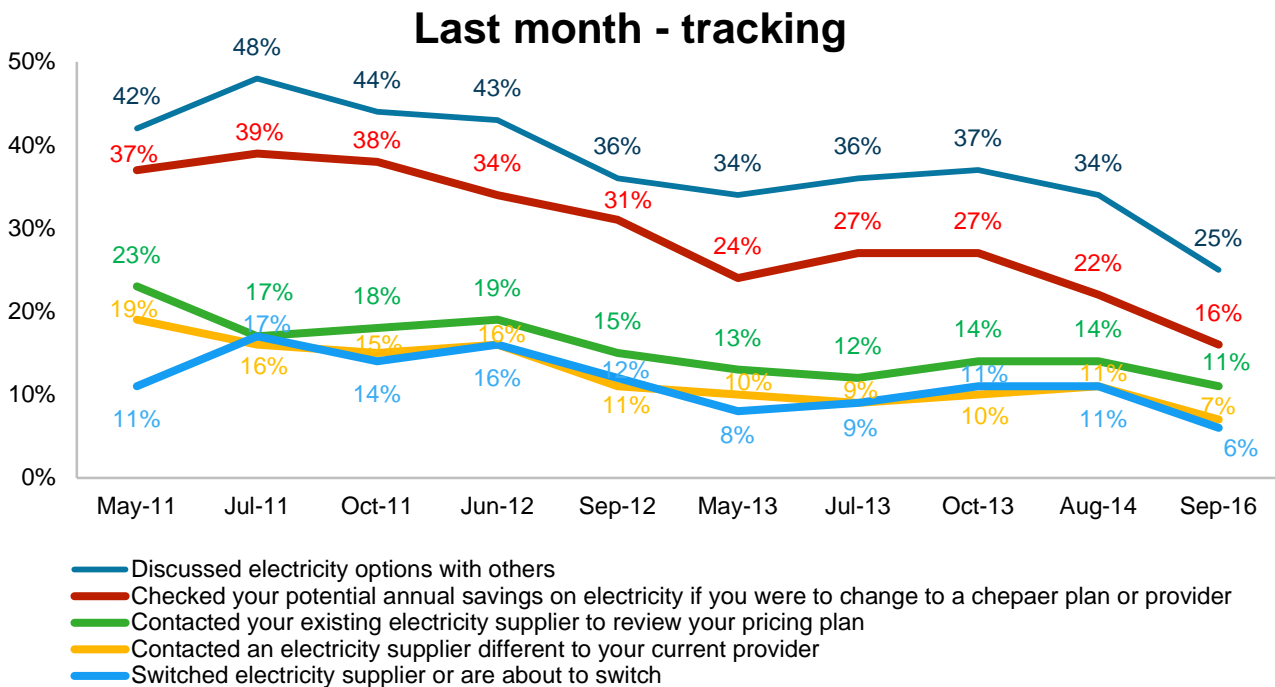
Reviewing electricity retailer- tracking



4.3 Switching behaviours – in last month

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

This resulted in a drop in declared actions – particularly, the switching and checking of deals. Overall trends remained similar with ‘Discussing electricity options with others’ and ‘Checked your potential annual savings on electricity if you were to change to a cheaper plan’ continuing to be the most common actions.



Base: Bill-payers (n=601)

Also, across each behaviour – those that had seen various campaign elements or visited the websites often declared higher levels of action.

Discussed electricity options

'Discussing electricity options with others' is still the most popular switching behaviour with a quarter (25%) engaging in this behaviour.

Those that had visited the whatsmynumber.org.nz (36%) or powerswitch.org.nz (40%) websites, those aged under 30 years (37%) and those who have seen the 'woman by a stack of paper' advert (34%) were more likely to have held these discussions.

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 with 16% of people engaging in it.

Those that claimed to have seen an advert on switching had a much higher chance of checking their savings than people who did not (18% to 11%) and those that visited the Powerswitch website were also more likely to check the potential annual savings than those who did not visit the site (54% compared to 14%). Christchurch respondents were also more likely to check their potential annual savings (23%) than respondents from other regions.

Contacted supplier

The proportion that contacted their existing electricity supplier in the past month about a deal was now at 11%.

Individuals who visited the Powerswitch website were more likely to have contacted their electricity supplier than those who had not (28% to 10%). People who declared that they saw the 'hamsters with a message' advert had a greater tendency to contact their supplier (22%).

Contacted another provider

This survey 7% of bill paying respondents contacted an electricity supplier different from the current supplier about a deal.

Those aged under 30 years (15%), those who visited the What's My Number website and Powerswitch website (18% and 16% respectively) had a greater tendency to contact another supplier.

Switched or about to

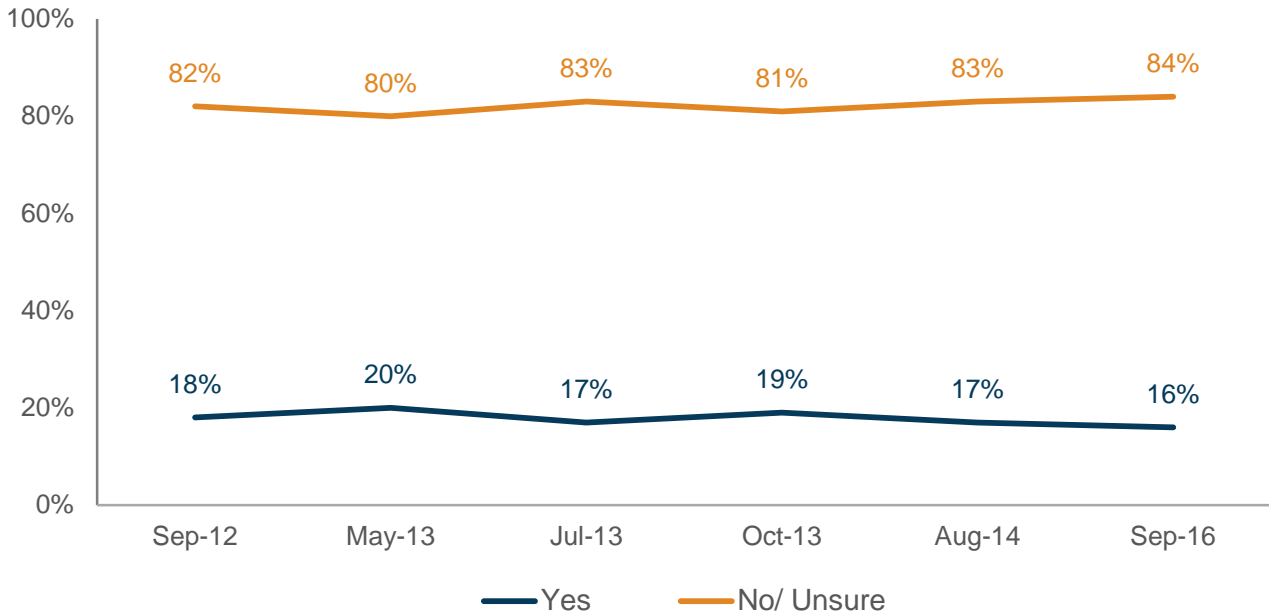
Only 6% of bill paying respondents claimed to have 'Switched electricity supplier or were about to switch'.

For those that had visited the Powerswitch website switching was higher at 11% compared to 6% of those who had not visited the website.

4.4 Switching behaviours – in past year

Declared switching over the last 12 months remained stable on 16% compared with 17% in 2014. Switching was higher among those aged between 30-44 years on 23%.

Switched in last 12 months - tracking



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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	80%	20%	0%
LOCATION				
Auckland	248	76%	23%	1%
Wellington	75	87%	13%	0%
Christchurch	81	83%	17%	0%
Provincial	346	81%	19%	0%
Rural	150	79%	21%	0%
North Is	568	79%	20%	1%
South Is	182	83%	17%	0%
SEX				
Male	359	79%	20%	1%
Female	391	81%	19%	0%
AGE GROUP				
Under 30	156	46%	52%	2%
30-44	195	88%	12%	0%
45-59	202	88%	12%	0%
60 Plus	197	91%	9%	0%
ETHNICITY				
Pacific Island	40	58%	42%	0%
Maori	85	80%	20%	0%
Asian	47	61%	39%	0%
Non Maori/PI/Asian	583	83%	17%	0%
HOUSEHOLD INCOME				
Less than \$50,000	208	81%	18%	1%
\$50,001-100,000	226	86%	14%	0%
More than \$100,000	203	85%	15%	0%
HOUSE SITUATION				
Dependent children	266	88%	12%	0%
No dependent children	483	76%	24%	0%
HOUSEHOLD TYPE				
One adult	168	90%	10%	0%
Two adults	459	85%	15%	0%
Three or more adults	121	50%	50%	0%
RELATIONSHIP				
Single	278	66%	33%	1%
Partner	385	90%	10%	0%
HOUSING				
Renting	168	77%	21%	2%
Have a mortgage	241	91%	9%	0%
Own home freehold	267	88%	12%	0%
EDUCATION				
Up to secondary school level	244	73%	27%	0%
Polytech/trade qualifications	183	80%	18%	2%
University qualification	313	86%	14%	0%
OCCUPATION				
Retired	142	89%	11%	0%
Student	65	37%	63%	0%
Self-employed	157	90%	10%	0%
Full-time work	365	85%	14%	1%
Part-time work	151	71%	29%	0%
Homemaker	117	82%	18%	0%
PROFESSION				
Manager	101	84%	16%	0%
Professional	170	91%	9%	0%
Clerical/admin	54	81%	19%	0%
Sales/service	71	62%	38%	0%
Labour/trade	87	78%	19%	3%

SWITCHED SUPPLIER IN THE PAST YEAR

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

	Base	Yes	No	Unsure
ALL	601	16%	83%	1%
LOCATION				
Auckland	188	19%	80%	1%
Wellington	66	12%	86%	2%
Christchurch	68	16%	81%	3%
Provincial	280	16%	84%	0%
Rural	118	9%	91%	0%
North Is	450	16%	83%	1%
South Is	151	17%	82%	1%
SEX				
Male	284	16%	83%	1%
Female	317	16%	83%	1%
AGE GROUP				
Under 30	72	18%	80%	2%
30-44	172	23%	76%	1%
45-59	179	14%	86%	0%
60 Plus	179	12%	88%	0%
PERSONAL INCOME				
Less than \$15,000	46	24%	76%	0%
\$15,001-30,000	123	18%	82%	0%
\$30,001-50,000	105	18%	80%	2%
\$50,001-70,000	91	13%	85%	2%
More than \$70,000	145	13%	86%	1%
ETHNICITY				
Pacific Island	23	33%	67%	0%
Maori	68	14%	86%	0%
Non Maori/Non PI	534	17%	82%	1%
DEPENDENT CHILDREN				
Yes	234	21%	79%	0%
No	367	13%	86%	1%
EDUCATION				
Up to secondary school level	177	13%	87%	0%
Polytech/trade qualifications	147	15%	82%	3%
University qualification	270	19%	81%	0%
BILL PAYER				
Yes	601	16%	83%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	100%	0%	0%
No	503	0%	99%	1%
AGREE (1+2)				
Have a choice of provider	500	16%	83%	1%
Can switch provider	487	16%	83%	1%
Easy to switch	409	19%	81%	0%
Save money by switching	296	22%	77%	1%
SEEN AD ABOUT SWITCHING				
Yes	410	13%	86%	1%
No	191	23%	77%	0%
SEEN TV ADVERTS				
Woman working in a toy store	391	15%	84%	1%
Physiotherapist with loud patient	161	10%	89%	1%
Man Driving a Golf Cart	304	13%	86%	1%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	12%	88%	0%
Picture of house with message	53	13%	87%	0%
Woman standing next to paper stack	75	17%	83%	0%
Hamsters eating NZ cuisine	43	9%	86%	5%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	18%	82%	0%
Website	14	23%	77%	0%
Bus shelter	11	28%	72%	0%
Shopping Malls	16	8%	92%	0%

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

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	3%	97%	0%
Website	14	25%	75%	0%
Bus shelter	13	3%	97%	0%
Shopping Malls	10	8%	92%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	24%	76%	0%
Website	22	14%	86%	0%
Bus shelter	7	34%	66%	0%
Shopping Malls	7	34%	66%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	10%	85%	5%
Website	10	20%	80%	0%
Bus shelter	7	14%	86%	0%
Shopping Malls	8	13%	87%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	13%	85%	2%
No	409	15%	84%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	27%	73%	0%
No	416	13%	86%	1%
...CHECK CURRENT DEAL				
Yes	55	11%	88%	1%
No	402	15%	84%	1%
...SWITCH SUPPLIER				
Yes	34	35%	65%	0%
No	422	13%	86%	1%
LAST MONTHS				
Discussed providers	150	23%	75%	2%
checked savings	94	25%	74%	1%
Contacted current supplier	62	26%	74%	0%
Contacted other supplier	42	29%	70%	1%
Switched supplier	36	49%	51%	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	601	64%	19%	10%	3%	3%	1%	0%
LOCATION								
Auckland	188	72%	12%	11%	2%	3%	0%	0%
Wellington	66	54%	15%	24%	2%	3%	2%	0%
Christchurch	68	64%	31%	2%	2%	1%	0%	0%
Provincial	280	62%	21%	9%	3%	4%	1%	0%
Rural	118	55%	27%	7%	5%	5%	0%	1%
North Is	450	66%	16%	11%	3%	3%	1%	0%
South Is	151	60%	26%	7%	3%	3%	1%	0%
SEX								
Male	284	65%	20%	9%	3%	3%	0%	0%
Female	317	64%	17%	12%	3%	3%	1%	0%
AGE GROUP								
Under 30	72	58%	28%	11%	0%	3%	0%	0%
30-44	172	74%	12%	8%	2%	4%	0%	0%
45-59	179	59%	24%	10%	3%	3%	0%	1%
60 Plus	179	64%	17%	13%	3%	1%	2%	0%
PERSONAL INCOME								
Less than \$15,000	46	52%	22%	12%	4%	5%	2%	3%
\$15,001-30,000	123	55%	22%	16%	2%	4%	1%	0%
\$30,001-50,000	105	80%	11%	6%	3%	0%	0%	0%
\$50,001-70,000	91	68%	15%	11%	3%	3%	0%	0%
More than \$70,000	145	63%	23%	7%	3%	4%	0%	0%
ETHNICITY								
Pacific Island	23	34%	8%	38%	0%	20%	0%	0%
Maori	68	59%	16%	16%	2%	7%	0%	0%
Non Maori/Non PI	534	65%	19%	10%	3%	2%	1%	0%
DEPENDENT CHILDREN								
Yes	234	66%	19%	9%	3%	3%	0%	0%
No	367	64%	19%	11%	2%	3%	1%	0%
EDUCATION								
Up to secondary school level	177	63%	16%	13%	3%	4%	1%	0%
Polytech/trade qualifications	147	70%	16%	5%	5%	3%	1%	0%
University qualification	270	63%	21%	12%	1%	2%	1%	0%
BILL PAYER								
Yes	601	64%	19%	10%	3%	3%	1%	0%
No	0	0%	0%	0%	0%	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR								
Yes	98	69%	12%	11%	6%	2%	0%	0%
No	503	64%	20%	10%	2%	3%	1%	0%
AGREE (1+2)								
Have a choice of provider	500	78%	22%	0%	0%	0%	0%	0%
Can switch provider	487	72%	19%	7%	1%	1%	0%	0%
Easy to switch	409	75%	18%	5%	1%	1%	0%	0%
Save money by switching	296	76%	18%	4%	1%	1%	0%	0%
SEEN AD ABOUT SWITCHING								
Yes	410	66%	18%	11%	2%	2%	1%	0%
No	191	62%	21%	9%	3%	4%	1%	0%
SEEN TV ADVERTS								
Woman working in a toy store	391	65%	18%	11%	3%	2%	1%	0%
Physiotherapist with loud patient	161	66%	20%	7%	3%	2%	1%	1%
Man Driving a Golf Cart	304	67%	19%	9%	2%	2%	1%	0%
OTHER ADVERTS								
Bowl of noodles wound on fork	60	67%	11%	15%	5%	2%	0%	0%
Picture of house with message	53	68%	14%	12%	2%	2%	0%	2%
Woman standing next to paper stack	75	58%	22%	16%	1%	3%	0%	0%
Hamsters eating NZ cuisine	43	56%	20%	15%	0%	7%	2%	0%
BOWL OF NOODLES SEEN ON...								
TV on demand	22	79%	0%	9%	7%	5%	0%	0%
Website	14	60%	32%	0%	0%	8%	0%	0%
Bus shelter	11	81%	0%	9%	0%	10%	0%	0%
Shopping Malls	16	46%	19%	28%	0%	7%	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
PICTURE OF HOUSE SEEN ON...								
TV on demand	24	73%	4%	18%	0%	5%	0%	0%
Website	14	56%	24%	12%	0%	8%	0%	0%
Bus shelter	13	78%	14%	0%	0%	8%	0%	0%
Shopping Malls	10	49%	40%	0%	0%	11%	0%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...								
TV on demand	23	33%	19%	43%	0%	5%	0%	0%
Website	22	51%	23%	21%	0%	5%	0%	0%
Bus shelter	7	83%	0%	0%	0%	17%	0%	0%
Shopping Malls	7	83%	0%	0%	0%	17%	0%	0%
HAMSTERS EATING NZ CUISINE								
TV on demand	19	63%	6%	20%	0%	11%	0%	0%
Website	10	60%	11%	18%	0%	11%	0%	0%
Bus shelter	7	71%	0%	0%	0%	16%	13%	0%
Shopping Malls	8	19%	38%	15%	0%	28%	0%	0%
RESULT OF ADS...								
...VISIT WHATSMYNUMBER.ORG.NZ								
Yes	48	63%	24%	3%	5%	5%	0%	0%
No	409	67%	17%	12%	2%	1%	1%	0%
...VISIT POWERSWITCH.CO.NZ								
Yes	41	72%	9%	8%	6%	3%	2%	0%
No	416	66%	18%	11%	2%	2%	1%	0%
...CHECK CURRENT DEAL								
Yes	55	63%	27%	5%	1%	2%	2%	0%
No	402	67%	16%	12%	3%	1%	1%	0%
...SWITCH SUPPLIER								
Yes	34	61%	33%	3%	3%	0%	0%	0%
No	422	67%	16%	12%	2%	2%	1%	0%
LAST MONTHS								
Discussed providers	150	59%	24%	9%	3%	3%	1%	1%
checked savings	94	69%	18%	7%	2%	1%	3%	0%
Contacted current supplier	62	64%	17%	12%	3%	2%	2%	0%
Contacted other supplier	42	66%	24%	8%	2%	0%	0%	0%
Switched supplier	36	74%	12%	14%	0%	0%	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	601	63%	18%	11%	3%	4%	1%	0%
LOCATION								
Auckland	188	66%	16%	8%	3%	6%	1%	0%
Wellington	66	68%	17%	7%	0%	7%	1%	0%
Christchurch	68	62%	30%	5%	2%	1%	0%	0%
Provincial	280	60%	16%	14%	4%	4%	1%	1%
Rural	118	54%	25%	10%	4%	6%	0%	1%
North Is	450	65%	16%	10%	3%	5%	1%	0%
South Is	151	56%	23%	13%	4%	3%	1%	0%
SEX								
Male	284	63%	21%	9%	3%	4%	0%	0%
Female	317	63%	15%	12%	3%	5%	2%	0%
AGE GROUP								
Under 30	72	67%	10%	10%	6%	7%	0%	0%
30-44	172	67%	15%	9%	4%	4%	0%	1%
45-59	179	57%	28%	9%	2%	3%	1%	0%
60 Plus	179	63%	14%	13%	3%	5%	2%	0%
PERSONAL INCOME								
Less than \$15,000	46	46%	11%	24%	6%	11%	2%	0%
\$15,001-30,000	123	58%	20%	13%	2%	6%	1%	0%
\$30,001-50,000	105	76%	11%	5%	5%	3%	0%	0%
\$50,001-70,000	91	70%	20%	5%	3%	2%	0%	0%
More than \$70,000	145	56%	24%	13%	2%	3%	1%	1%
ETHNICITY								
Pacific Island	23	57%	13%	0%	10%	20%	0%	0%
Maori	68	57%	19%	19%	0%	5%	0%	0%
Non Maori/Non PI	534	64%	18%	9%	4%	4%	1%	0%
DEPENDENT CHILDREN								
Yes	234	66%	17%	10%	4%	3%	0%	0%
No	367	61%	19%	11%	3%	5%	1%	0%
EDUCATION								
Up to secondary school level	177	60%	16%	15%	2%	6%	1%	0%
Polytech/trade qualifications	147	65%	21%	4%	4%	5%	1%	0%
University qualification	270	64%	18%	11%	3%	3%	0%	1%
BILL PAYER								
Yes	601	63%	18%	11%	3%	4%	1%	0%
No	0	0%	0%	0%	0%	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR								
Yes	98	68%	12%	7%	6%	7%	0%	0%
No	503	62%	19%	11%	3%	4%	1%	0%
AGREE (1+2)								
Have a choice of provider	500	70%	19%	7%	2%	2%	0%	0%
Can switch provider	487	78%	22%	0%	0%	0%	0%	0%
Easy to switch	409	75%	18%	4%	1%	2%	0%	0%
Save money by switching	296	71%	20%	6%	1%	2%	0%	0%
SEEN AD ABOUT SWITCHING								
Yes	410	66%	16%	11%	3%	2%	1%	1%
No	191	56%	22%	9%	3%	9%	1%	0%
SEEN TV ADVERTS								
Woman working in a toy store	391	64%	18%	11%	3%	3%	1%	0%
Physiotherapist with loud patient	161	64%	18%	10%	3%	4%	0%	1%
Man Driving a Golf Cart	304	64%	19%	10%	3%	3%	1%	0%
OTHER ADVERTS								
Bowl of noodles wound on fork	60	69%	12%	12%	4%	3%	0%	0%
Picture of house with message	53	62%	10%	24%	0%	4%	0%	0%
Woman standing next to paper stack	75	62%	19%	16%	1%	2%	0%	0%
Hamsters eating NZ cuisine	43	51%	18%	21%	0%	6%	2%	2%
BOWL OF NOODLES SEEN ON...								
TV on demand	22	70%	12%	6%	7%	5%	0%	0%
Website	14	56%	8%	31%	0%	5%	0%	0%
Bus shelter	11	77%	14%	3%	0%	6%	0%	0%
Shopping Malls	16	72%	0%	28%	0%	0%	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
PICTURE OF HOUSE SEEN ON...								
TV on demand	24	70%	14%	16%	0%	0%	0%	0%
Website	14	61%	16%	23%	0%	0%	0%	0%
Bus shelter	13	63%	8%	21%	0%	8%	0%	0%
Shopping Malls	10	52%	0%	48%	0%	0%	0%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...								
TV on demand	23	72%	6%	20%	0%	2%	0%	0%
Website	22	63%	23%	14%	0%	0%	0%	0%
Bus shelter	7	86%	0%	14%	0%	0%	0%	0%
Shopping Malls	7	86%	0%	14%	0%	0%	0%	0%
HAMSTERS EATING NZ CUISINE								
TV on demand	19	65%	23%	7%	0%	0%	0%	5%
Website	10	69%	18%	13%	0%	0%	0%	0%
Bus shelter	7	58%	15%	14%	0%	0%	13%	0%
Shopping Malls	8	43%	27%	30%	0%	0%	0%	0%
RESULT OF ADS...								
...VISIT WHATSMYNUMBER.ORG.NZ								
Yes	48	61%	17%	14%	2%	6%	0%	0%
No	409	65%	18%	10%	3%	3%	1%	0%
...VISIT POWERSWITCH.CO.NZ								
Yes	41	68%	6%	12%	8%	6%	0%	0%
No	416	64%	19%	10%	3%	3%	1%	0%
...CHECK CURRENT DEAL								
Yes	55	72%	10%	15%	1%	2%	0%	0%
No	402	63%	19%	10%	3%	4%	1%	0%
...SWITCH SUPPLIER								
Yes	34	64%	12%	18%	3%	3%	0%	0%
No	422	64%	18%	10%	3%	4%	1%	0%
LAST MONTHS								
Discussed providers	150	59%	17%	14%	5%	3%	1%	1%
checked savings	94	68%	17%	9%	3%	1%	2%	0%
Contacted current supplier	62	60%	12%	21%	1%	4%	2%	0%
Contacted other supplier	42	63%	19%	14%	2%	2%	0%	0%
Switched supplier	36	70%	28%	2%	0%	0%	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	601	46%	22%	14%	5%	5%	6%	2%
LOCATION								
Auckland	188	53%	23%	13%	3%	4%	3%	1%
Wellington	66	35%	21%	19%	10%	3%	6%	6%
Christchurch	68	37%	28%	6%	12%	4%	8%	5%
Provincial	280	46%	20%	16%	4%	7%	7%	0%
Rural	118	44%	24%	11%	6%	10%	2%	3%
North Is	450	48%	22%	15%	4%	5%	5%	1%
South Is	151	40%	21%	13%	8%	7%	9%	2%
SEX								
Male	284	50%	24%	12%	4%	5%	3%	2%
Female	317	42%	20%	16%	6%	6%	9%	1%
AGE GROUP								
Under 30	72	40%	21%	24%	2%	4%	6%	3%
30-44	172	53%	23%	9%	5%	4%	3%	3%
45-59	179	43%	25%	15%	7%	3%	6%	1%
60 Plus	179	43%	19%	13%	5%	10%	9%	1%
PERSONAL INCOME								
Less than \$15,000	46	49%	16%	16%	9%	5%	5%	0%
\$15,001-30,000	123	39%	23%	11%	7%	12%	7%	1%
\$30,001-50,000	105	54%	22%	9%	4%	3%	7%	1%
\$50,001-70,000	91	45%	19%	18%	5%	1%	9%	3%
More than \$70,000	145	41%	31%	17%	4%	3%	2%	2%
ETHNICITY								
Pacific Island	23	34%	0%	43%	0%	13%	10%	0%
Maori	68	39%	24%	20%	3%	10%	4%	0%
Non Maori/Non PI	534	47%	22%	13%	5%	5%	6%	2%
DEPENDENT CHILDREN								
Yes	234	48%	24%	16%	5%	2%	3%	2%
No	367	45%	21%	13%	5%	7%	8%	1%
EDUCATION								
Up to secondary school level	177	45%	23%	16%	4%	8%	3%	1%
Polytech/trade qualifications	147	50%	25%	7%	4%	7%	6%	1%
University qualification	270	44%	20%	18%	6%	3%	7%	2%
BILL PAYER								
Yes	601	46%	22%	14%	5%	5%	6%	2%
No	0	0%	0%	0%	0%	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR								
Yes	98	56%	21%	16%	4%	1%	0%	2%
No	503	44%	22%	14%	5%	6%	7%	2%
AGREE (1+2)								
Have a choice of provider	500	52%	24%	11%	4%	3%	5%	1%
Can switch provider	487	52%	25%	10%	4%	2%	5%	2%
Easy to switch	409	67%	33%	0%	0%	0%	0%	0%
Save money by switching	296	59%	23%	8%	4%	2%	3%	1%
SEEN AD ABOUT SWITCHING								
Yes	410	48%	23%	12%	5%	5%	5%	2%
No	191	42%	21%	18%	5%	7%	6%	1%
SEEN TV ADVERTS								
Woman working in a toy store	391	46%	23%	15%	5%	4%	6%	1%
Physiotherapist with loud patient	161	47%	25%	9%	8%	4%	5%	2%
Man Driving a Golf Cart	304	49%	20%	13%	5%	4%	7%	2%
OTHER ADVERTS								
Bowl of noodles wound on fork	60	53%	20%	19%	4%	3%	1%	0%
Picture of house with message	53	49%	29%	7%	7%	4%	4%	0%
Woman standing next to paper stack	75	35%	22%	27%	6%	2%	3%	5%
Hamsters eating NZ cuisine	43	36%	28%	19%	9%	3%	5%	0%
BOWL OF NOODLES SEEN ON...								
TV on demand	22	64%	22%	7%	0%	5%	2%	0%
Website	14	33%	28%	31%	0%	8%	0%	0%
Bus shelter	11	75%	13%	3%	0%	9%	0%	0%
Shopping Malls	16	37%	0%	53%	0%	7%	3%	0%

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
PICTURE OF HOUSE SEEN ON...								
TV on demand	24	54%	27%	0%	3%	8%	8%	0%
Website	14	46%	39%	7%	0%	8%	0%	0%
Bus shelter	13	62%	16%	0%	14%	8%	0%	0%
Shopping Malls	10	50%	21%	0%	18%	11%	0%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...								
TV on demand	23	37%	20%	31%	5%	7%	0%	0%
Website	22	43%	12%	34%	6%	5%	0%	0%
Bus shelter	7	69%	0%	14%	0%	17%	0%	0%
Shopping Malls	7	69%	0%	14%	0%	17%	0%	0%
HAMSTERS EATING NZ CUISINE								
TV on demand	19	43%	38%	5%	6%	6%	2%	0%
Website	10	20%	56%	9%	0%	11%	4%	0%
Bus shelter	7	42%	15%	14%	0%	16%	13%	0%
Shopping Malls	8	14%	27%	0%	39%	14%	6%	0%
RESULT OF ADS...								
...VISIT WHATSMYNUMBER.ORG.NZ								
Yes	48	39%	29%	16%	1%	4%	6%	5%
No	409	48%	22%	15%	5%	4%	5%	1%
...VISIT POWERSWITCH.CO.NZ								
Yes	41	63%	13%	9%	9%	3%	3%	0%
No	416	45%	24%	15%	4%	4%	6%	2%
...CHECK CURRENT DEAL								
Yes	55	52%	28%	13%	2%	2%	3%	0%
No	402	46%	22%	15%	5%	4%	6%	2%
...SWITCH SUPPLIER								
Yes	34	51%	32%	12%	3%	2%	0%	0%
No	422	47%	22%	15%	5%	4%	6%	1%
LAST MONTHS								
Discussed providers	150	48%	19%	18%	5%	3%	4%	3%
checked savings	94	60%	19%	14%	3%	1%	1%	2%
Contacted current supplier	62	52%	14%	21%	7%	4%	2%	0%
Contacted other supplier	42	59%	12%	24%	3%	2%	0%	0%
Switched supplier	36	73%	12%	14%	0%	0%	1%	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	601	31%	18%	23%	12%	10%	3%	3%
LOCATION								
Auckland	188	37%	16%	22%	10%	9%	4%	2%
Wellington	66	24%	18%	29%	16%	6%	5%	2%
Christchurch	68	34%	29%	15%	15%	4%	2%	1%
Provincial	280	28%	18%	24%	12%	13%	2%	3%
Rural	118	23%	21%	23%	13%	17%	1%	2%
North Is	450	31%	18%	24%	12%	10%	3%	2%
South Is	151	32%	20%	19%	14%	10%	2%	3%
SEX								
Male	284	29%	22%	18%	14%	11%	3%	3%
Female	317	32%	15%	27%	11%	9%	4%	2%
AGE GROUP								
Under 30	72	38%	16%	21%	9%	7%	3%	6%
30-44	172	42%	16%	18%	14%	7%	1%	2%
45-59	179	23%	22%	26%	14%	11%	2%	2%
60 Plus	179	26%	17%	24%	11%	13%	6%	3%
PERSONAL INCOME								
Less than \$15,000	46	27%	22%	18%	9%	14%	5%	5%
\$15,001-30,000	123	27%	21%	17%	17%	13%	4%	1%
\$30,001-50,000	105	35%	16%	22%	11%	9%	2%	5%
\$50,001-70,000	91	29%	19%	24%	18%	9%	0%	1%
More than \$70,000	145	28%	20%	28%	11%	9%	1%	3%
ETHNICITY								
Pacific Island	23	14%	13%	35%	8%	30%	0%	0%
Maori	68	41%	12%	20%	13%	9%	3%	2%
Non Maori/Non PI	534	30%	19%	23%	12%	10%	3%	3%
DEPENDENT CHILDREN								
Yes	234	35%	21%	21%	12%	7%	2%	2%
No	367	28%	17%	24%	12%	12%	4%	3%
EDUCATION								
Up to secondary school level	177	27%	14%	24%	13%	14%	5%	3%
Polytech/trade qualifications	147	29%	19%	22%	13%	11%	3%	3%
University qualification	270	34%	20%	23%	12%	7%	2%	2%
BILL PAYER								
Yes	601	31%	18%	23%	12%	10%	3%	3%
No	0	0%	0%	0%	0%	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR								
Yes	98	45%	21%	21%	5%	8%	0%	0%
No	503	28%	18%	23%	14%	10%	4%	3%
AGREE (1+2)								
Have a choice of provider	500	36%	20%	20%	12%	7%	3%	2%
Can switch provider	487	35%	21%	22%	12%	6%	2%	2%
Easy to switch	409	40%	20%	20%	9%	7%	2%	2%
Save money by switching	296	63%	37%	0%	0%	0%	0%	0%
SEEN AD ABOUT SWITCHING								
Yes	410	31%	20%	23%	13%	9%	2%	2%
No	191	32%	14%	23%	11%	12%	5%	3%
SEEN TV ADVERTS								
Woman working in a toy store	391	31%	18%	23%	13%	9%	4%	2%
Physiotherapist with loud patient	161	30%	21%	24%	12%	8%	3%	2%
Man Driving a Golf Cart	304	31%	19%	23%	13%	9%	3%	2%
OTHER ADVERTS								
Bowl of noodles wound on fork	60	36%	23%	14%	17%	9%	1%	0%
Picture of house with message	53	35%	15%	20%	14%	6%	4%	6%
Woman standing next to paper stack	75	24%	23%	30%	18%	4%	1%	0%
Hamsters eating NZ cuisine	43	33%	16%	15%	13%	11%	12%	0%
BOWL OF NOODLES SEEN ON...								
TV on demand	22	31%	30%	4%	13%	20%	2%	0%
Website	14	44%	15%	0%	28%	13%	0%	0%
Bus shelter	11	42%	23%	10%	15%	10%	0%	0%
Shopping Malls	16	39%	11%	28%	6%	13%	3%	0%

REVIEWING YOUR ELECTRICITY RETAILER

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

	Base	Yes	No	Unsure
ALL	601	71%	26%	3%
LOCATION				
Auckland	188	74%	23%	3%
Wellington	66	70%	29%	1%
Christchurch	68	75%	19%	6%
Provincial	280	69%	28%	3%
Rural	118	73%	22%	5%
North Is	450	71%	26%	3%
South Is	151	72%	25%	3%
SEX				
Male	284	76%	22%	2%
Female	317	67%	29%	4%
AGE GROUP				
Under 30	72	79%	19%	2%
30-44	172	79%	18%	3%
45-59	179	71%	28%	1%
60 Plus	179	62%	33%	5%
PERSONAL INCOME				
Less than \$15,000	46	72%	28%	0%
\$15,001-30,000	123	68%	28%	4%
\$30,001-50,000	105	74%	21%	5%
\$50,001-70,000	91	75%	23%	2%
More than \$70,000	145	73%	26%	1%
ETHNICITY				
Pacific Island	23	85%	15%	0%
Maori	68	67%	29%	4%
Non Maori/Non PI	534	72%	25%	3%
DEPENDENT CHILDREN				
Yes	234	78%	21%	1%
No	367	67%	29%	4%
EDUCATION				
Up to secondary school level	177	65%	30%	5%
Polytech/trade qualifications	147	80%	19%	1%
University qualification	270	70%	27%	3%
BILL PAYER				
Yes	601	71%	26%	3%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	83%	13%	4%
No	503	69%	28%	3%
AGREE (1+2)				
Have a choice of provider	500	73%	24%	3%
Can switch provider	487	72%	25%	3%
Easy to switch	409	76%	22%	2%
Save money by switching	296	82%	15%	3%
SEEN AD ABOUT SWITCHING				
Yes	410	75%	22%	3%
No	191	64%	33%	3%
SEEN TV ADVERTS				
Woman working in a toy store	391	74%	24%	2%
Physiotherapist with loud patient	161	74%	24%	2%
Man Driving a Golf Cart	304	73%	24%	3%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	88%	11%	1%
Picture of house with message	53	81%	19%	0%
Woman standing next to paper stack	75	71%	27%	2%
Hamsters eating NZ cuisine	43	76%	20%	4%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	85%	15%	0%
Website	14	95%	5%	0%
Bus shelter	11	84%	16%	0%
Shopping Malls	16	97%	3%	0%

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

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	96%	4%	0%
Website	14	77%	23%	0%
Bus shelter	13	70%	30%	0%
Shopping Malls	10	60%	40%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	76%	21%	3%
Website	22	90%	10%	0%
Bus shelter	7	86%	14%	0%
Shopping Malls	7	86%	14%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	69%	27%	4%
Website	10	58%	34%	8%
Bus shelter	7	71%	17%	12%
Shopping Malls	8	56%	44%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	88%	11%	1%
No	409	71%	27%	2%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	77%	23%	0%
No	416	73%	25%	2%
...CHECK CURRENT DEAL				
Yes	55	92%	8%	0%
No	402	70%	27%	3%
...SWITCH SUPPLIER				
Yes	34	92%	8%	0%
No	422	72%	26%	2%
LAST MONTHS				
Discussed providers	150	79%	20%	1%
checked savings	94	81%	16%	3%
Contacted current supplier	62	78%	20%	2%
Contacted other supplier	42	80%	20%	0%
Switched supplier	36	86%	14%	0%

ADVERTISING ON SAVING

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

	Base	Yes	No	Unsure
ALL	601	68%	31%	1%
LOCATION				
Auckland	188	70%	30%	0%
Wellington	66	62%	34%	4%
Christchurch	68	72%	27%	1%
Provincial	280	68%	31%	1%
Rural	118	71%	28%	1%
North Is	450	68%	31%	1%
South Is	151	69%	29%	2%
SEX				
Male	284	65%	35%	0%
Female	317	71%	27%	2%
AGE GROUP				
Under 30	72	69%	27%	4%
30-44	172	65%	35%	0%
45-59	179	67%	31%	2%
60 Plus	179	72%	27%	1%
PERSONAL INCOME				
Less than \$15,000	46	71%	27%	2%
\$15,001-30,000	123	75%	23%	2%
\$30,001-50,000	105	66%	32%	2%
\$50,001-70,000	91	70%	30%	0%
More than \$70,000	145	63%	36%	1%
ETHNICITY				
Pacific Island	23	69%	31%	0%
Maori	68	58%	40%	2%
Non Maori/Non PI	534	70%	29%	1%
DEPENDENT CHILDREN				
Yes	234	69%	29%	2%
No	367	68%	31%	1%
EDUCATION				
Up to secondary school level	177	71%	28%	1%
Polytech/trade qualifications	147	74%	25%	1%
University qualification	270	64%	34%	2%
BILL PAYER				
Yes	601	68%	31%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	56%	40%	4%
No	503	70%	29%	1%
AGREE (1+2)				
Have a choice of provider	500	69%	30%	1%
Can switch provider	487	69%	29%	2%
Easy to switch	409	71%	28%	1%
Save money by switching	296	70%	28%	2%
SEEN AD ABOUT SWITCHING				
Yes	410	100%	0%	0%
No	191	0%	96%	4%
SEEN TV ADVERTS				
Woman working in a toy store	391	77%	22%	1%
Physiotherapist with loud patient	161	84%	15%	1%
Man Driving a Golf Cart	304	78%	22%	0%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	76%	24%	0%
Picture of house with message	53	87%	10%	3%
Woman standing next to paper stack	75	79%	16%	5%
Hamsters eating NZ cuisine	43	79%	21%	0%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	71%	29%	0%
Website	14	60%	40%	0%
Bus shelter	11	80%	20%	0%
Shopping Malls	16	66%	34%	0%

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

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	90%	10%	0%
Website	14	92%	8%	0%
Bus shelter	13	84%	16%	0%
Shopping Malls	10	89%	11%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	83%	17%	0%
Website	22	82%	10%	8%
Bus shelter	7	69%	31%	0%
Shopping Malls	7	69%	31%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	89%	11%	0%
Website	10	89%	11%	0%
Bus shelter	7	84%	16%	0%
Shopping Malls	8	86%	14%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	82%	14%	4%
No	409	73%	26%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	68%	28%	4%
No	416	75%	24%	1%
...CHECK CURRENT DEAL				
Yes	55	85%	15%	0%
No	402	73%	26%	1%
...SWITCH SUPPLIER				
Yes	34	68%	27%	5%
No	422	75%	24%	1%
LAST MONTHS				
Discussed providers	150	80%	18%	2%
checked savings	94	78%	20%	2%
Contacted current supplier	62	75%	22%	3%
Contacted other supplier	42	65%	29%	6%
Switched supplier	36	65%	29%	6%

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)	PowerSwitch	Whats my number	A website to help you to change power company	Unsure	Government or government organisation	Other (e.g.EECA)	
ALL	410	34%	4%	11%	5%	43%	1%	2%	
LOCATION									
Auckland	130	37%	6%	9%	2%	43%	2%	1%	
Wellington	41	37%	5%	8%	5%	41%	2%	2%	
Christchurch	49	27%	9%	2%	14%	48%	0%	0%	
Provincial	190	33%	2%	14%	5%	42%	1%	3%	
Rural	84	32%	3%	14%	7%	43%	0%	1%	
North Is	306	36%	4%	11%	4%	42%	2%	1%	
South Is	104	27%	7%	10%	8%	45%	0%	3%	
SEX									
Male	185	32%	3%	13%	4%	44%	1%	3%	
Female	225	36%	5%	8%	6%	42%	2%	1%	
AGE GROUP									
Under 30	49	47%	8%	15%	9%	12%	5%	4%	
30-44	111	32%	3%	16%	6%	41%	1%	1%	
45-59	120	36%	5%	8%	5%	45%	0%	1%	
60 Plus	129	30%	3%	7%	2%	55%	1%	2%	
PERSONAL INCOME									
Less than \$15,000	33	37%	0%	11%	5%	37%	10%	0%	
\$15,001-30,000	92	46%	2%	8%	4%	38%	1%	1%	
\$30,001-50,000	69	30%	11%	11%	6%	38%	1%	3%	
\$50,001-70,000	64	35%	1%	11%	5%	47%	1%	0%	
More than \$70,000	91	27%	7%	15%	8%	39%	0%	4%	
ETHNICITY									
Pacific Island	16	89%	0%	0%	0%	11%	0%	0%	
Maori	39	51%	0%	8%	0%	41%	0%	0%	
Non Maori/Non PI	371	32%	5%	11%	6%	43%	1%	2%	
DEPENDENT CHILDREN									
Yes	162	37%	7%	9%	8%	36%	2%	1%	
No	248	32%	3%	11%	3%	48%	1%	2%	
EDUCATION									
Up to secondary school level	125	40%	3%	7%	4%	43%	1%	2%	
Polytech/trade qualifications	108	38%	1%	9%	6%	44%	1%	1%	
University qualification	172	27%	8%	14%	5%	42%	2%	2%	
BILL PAYER									
Yes	410	34%	4%	11%	5%	43%	1%	2%	
No	0	0%	0%	0%	0%	0%	0%	0%	
SWITCHED SUPPLIER IN LAST YEAR									
Yes	55	34%	7%	5%	6%	46%	1%	1%	
No	355	34%	4%	11%	5%	43%	1%	2%	
AGREE (1+2)									
Have a choice of provider	342	31%	5%	11%	6%	44%	1%	2%	
Can switch provider	338	35%	5%	10%	5%	42%	1%	2%	
Easy to switch	289	33%	6%	11%	3%	43%	2%	2%	
Save money by switching	208	31%	8%	11%	7%	40%	2%	1%	
SEEN AD ABOUT SWITCHING									
Yes	410	34%	4%	11%	5%	43%	1%	2%	
No	0	0%	0%	0%	0%	0%	0%	0%	
SEEN TV ADVERTS									
Woman working in a toy store	300	34%	5%	12%	5%	42%	1%	1%	
Physiotherapist with loud patient	134	34%	5%	16%	7%	35%	1%	2%	
Man Driving a Golf Cart	238	33%	5%	14%	5%	40%	1%	2%	
OTHER ADVERTS									
Bowl of noodles wound on fork	45	39%	6%	14%	0%	39%	2%	0%	
Picture of house with message	46	35%	0%	16%	6%	29%	7%	7%	
Woman standing next to paper stack	59	48%	10%	9%	7%	24%	0%	2%	
Hamsters eating NZ cuisine	34	37%	0%	16%	3%	44%	0%	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)	PowerSwitch	Whats my number	A website to help you to change power company	Unsure	Government or government organisati on Other (e.g.EECA)	
BOWL OF NOODLES SEEN ON...								
TV on demand	16	45%	7%	23%	0%	25%	0%	0%
Website	8	28%	0%	47%	0%	25%	0%	0%
Bus shelter	9	53%	0%	18%	0%	29%	0%	0%
Shopping Malls	11	70%	0%	10%	0%	20%	0%	0%
PICTURE OF HOUSE SEEN ON...								
TV on demand	22	37%	0%	30%	0%	12%	11%	10%
Website	12	63%	0%	0%	16%	21%	0%	0%
Bus shelter	11	35%	0%	14%	4%	17%	0%	30%
Shopping Malls	9	56%	0%	10%	9%	25%	0%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...								
TV on demand	19	58%	12%	8%	0%	22%	0%	0%
Website	18	60%	10%	14%	11%	5%	0%	0%
Bus shelter	5	31%	0%	21%	0%	48%	0%	0%
Shopping Malls	5	31%	0%	21%	0%	48%	0%	0%
HAMSTERS EATING NZ CUISINE								
TV on demand	17	50%	0%	9%	0%	41%	0%	0%
Website	9	16%	0%	33%	0%	51%	0%	0%
Bus shelter	6	33%	0%	30%	0%	37%	0%	0%
Shopping Malls	7	72%	0%	0%	0%	28%	0%	0%
RESULT OF ADS...								
...VISIT WHATSMYNUMBER.ORG.NZ								
Yes	39	38%	6%	26%	4%	22%	2%	2%
No	300	33%	5%	9%	5%	45%	1%	2%
...VISIT POWERSWITCH.CO.NZ								
Yes	28	39%	5%	22%	14%	20%	0%	0%
No	312	33%	5%	10%	4%	44%	2%	2%
...CHECK CURRENT DEAL								
Yes	46	32%	14%	15%	12%	27%	0%	0%
No	293	34%	3%	10%	4%	45%	2%	2%
...SWITCH SUPPLIER								
Yes	23	47%	10%	13%	10%	20%	0%	0%
No	316	32%	5%	11%	5%	44%	1%	2%
LAST MONTHS								
Discussed providers	120	36%	5%	9%	8%	39%	3%	0%
checked savings	73	39%	3%	10%	8%	37%	1%	2%
Contacted current supplier	47	31%	0%	8%	4%	55%	2%	0%
Contacted other supplier	27	45%	3%	13%	6%	32%	0%	1%
Switched supplier	23	35%	3%	0%	15%	45%	0%	2%

TV ADVERT - WOMAN WORKING IN TOY STORE

Now can you tell me if you have seen the following ads on television in the past month or so? They all show people working in bad jobs and finish with a person saying they would have to work for many hours in this job or they could earn the same amount in power savings in just a few minutes by going to a website called "whatsmynumber.org.nz" and ends by saying "don't forget to check".

The ad which shows a woman working in a toy store, having to endure the sounds of a toy being squeezed over and over by a child.

	Base	Yes	No	Unsure
ALL	601	65%	33%	2%
LOCATION				
Auckland	188	59%	39%	2%
Wellington	66	59%	35%	6%
Christchurch	68	70%	29%	1%
Provincial	280	69%	30%	1%
Rural	118	69%	31%	0%
North Is	450	63%	35%	2%
South Is	151	70%	29%	1%
SEX				
Male	284	61%	37%	2%
Female	317	69%	29%	2%
AGE GROUP				
Under 30	72	67%	29%	4%
30-44	172	56%	44%	0%
45-59	179	67%	31%	2%
60 Plus	179	71%	26%	3%
PERSONAL INCOME				
Less than \$15,000	46	65%	35%	0%
\$15,001-30,000	123	69%	29%	2%
\$30,001-50,000	105	67%	30%	3%
\$50,001-70,000	91	67%	32%	1%
More than \$70,000	145	61%	39%	0%
ETHNICITY				
Pacific Island	23	54%	46%	0%
Maori	68	56%	36%	8%
Non Maori/Non PI	534	66%	33%	1%
DEPENDENT CHILDREN				
Yes	234	62%	37%	1%
No	367	67%	31%	2%
EDUCATION				
Up to secondary school level	177	72%	26%	2%
Polytech/trade qualifications	147	70%	30%	0%
University qualification	270	57%	40%	3%
BILL PAYER				
Yes	601	65%	33%	2%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	58%	41%	1%
No	503	66%	32%	2%
AGREE (1+2)				
Have a choice of provider	500	65%	33%	2%
Can switch provider	487	66%	32%	2%
Easy to switch	409	66%	33%	1%
Save money by switching	296	65%	33%	2%
SEEN AD ABOUT SWITCHING				
Yes	410	73%	25%	2%
No	191	48%	50%	2%
SEEN TV ADVERTS				
Woman working in a toy store	391	100%	0%	0%
Physiotherapist with loud patient	161	96%	3%	1%
Man Driving a Golf Cart	304	86%	12%	2%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	72%	26%	2%
Picture of house with message	53	81%	19%	0%
Woman standing next to paper stack	75	78%	17%	5%
Hamsters eating NZ cuisine	43	78%	22%	0%

Now can you tell me if you have seen the following ads on television in the past month or so? They all show people working in bad jobs and finish with a person saying they would have to work for many hours in this job or they could earn the same amount in power savings in just a few minutes by going to a website called "whatsmynumber.org.nz" and ends by saying "don't forget to check".

The ad which shows a woman working in a toy store, having to endure the sounds of a toy being squeezed over and over by a child.

	Base	Yes	No	Unsure
BOWL OF NOODLES SEEN ON...				
TV on demand	22	57%	43%	0%
Website	14	71%	29%	0%
Bus shelter	11	65%	35%	0%
Shopping Malls	16	91%	9%	0%
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	94%	6%	0%
Website	14	67%	33%	0%
Bus shelter	13	84%	16%	0%
Shopping Malls	10	92%	8%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	78%	19%	3%
Website	22	91%	9%	0%
Bus shelter	7	71%	29%	0%
Shopping Malls	7	71%	29%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	70%	30%	0%
Website	10	64%	36%	0%
Bus shelter	7	58%	42%	0%
Shopping Malls	8	79%	21%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	92%	8%	0%
No	409	85%	13%	2%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	83%	17%	0%
No	416	86%	12%	2%
...CHECK CURRENT DEAL				
Yes	55	89%	11%	0%
No	402	85%	12%	3%
...SWITCH SUPPLIER				
Yes	34	82%	15%	3%
No	422	86%	12%	2%
LAST MONTHS				
Discussed providers	150	65%	34%	1%
checked savings	94	69%	29%	2%
Contacted current supplier	62	77%	23%	0%
Contacted other supplier	42	70%	30%	0%
Switched supplier	36	76%	24%	0%

TV ADVERT - PHYSIOTHERAPIST

Now can you tell me if you have seen the following ads on television in the past month or so? They all show people working in bad jobs and finish with a person saying they would have to work for many hours in this job or they could earn the same amount in power savings in just a few minutes by going to a website called "whatsmynumber.org.nz" and ends by saying "don't forget to check".

The ad which shows a physiotherapist treating a patient in his office who reacts a lot more loudly and with more relief than normal.

	Base	Yes	No	Unsure
ALL	601	27%	70%	3%
LOCATION				
Auckland	188	22%	74%	4%
Wellington	66	25%	74%	1%
Christchurch	68	27%	70%	3%
Provincial	280	31%	66%	3%
Rural	118	33%	67%	0%
North Is	450	26%	71%	3%
South Is	151	29%	68%	3%
SEX				
Male	284	27%	70%	3%
Female	317	27%	70%	3%
AGE GROUP				
Under 30	72	36%	57%	7%
30-44	172	23%	74%	3%
45-59	179	29%	68%	3%
60 Plus	179	25%	73%	2%
PERSONAL INCOME				
Less than \$15,000	46	22%	76%	2%
\$15,001-30,000	123	36%	63%	1%
\$30,001-50,000	105	29%	69%	2%
\$50,001-70,000	91	34%	64%	2%
More than \$70,000	145	20%	77%	3%
ETHNICITY				
Pacific Island	23	0%	90%	10%
Maori	68	20%	73%	7%
Non Maori/Non PI	534	28%	70%	2%
DEPENDENT CHILDREN				
Yes	234	29%	68%	3%
No	367	25%	72%	3%
EDUCATION				
Up to secondary school level	177	29%	67%	4%
Polytech/trade qualifications	147	32%	67%	1%
University qualification	270	22%	74%	4%
BILL PAYER				
Yes	601	27%	70%	3%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	17%	80%	3%
No	503	29%	68%	3%
AGREE (1+2)				
Have a choice of provider	500	28%	69%	3%
Can switch provider	487	27%	70%	3%
Easy to switch	409	28%	68%	4%
Save money by switching	296	28%	69%	3%
SEEN AD ABOUT SWITCHING				
Yes	410	33%	63%	4%
No	191	14%	85%	1%
SEEN TV ADVERTS				
Woman working in a toy store	391	40%	56%	4%
Physiotherapist with loud patient	161	100%	0%	0%
Man Driving a Golf Cart	304	44%	52%	4%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	31%	68%	1%
Picture of house with message	53	45%	50%	5%
Woman standing next to paper stack	75	34%	65%	1%
Hamsters eating NZ cuisine	43	42%	53%	5%

Now can you tell me if you have seen the following ads on television in the past month or so? They all show people working in bad jobs and finish with a person saying they would have to work for many hours in this job or they could earn the same amount in power savings in just a few minutes by going to a website called "whatsmynumber.org.nz" and ends by saying "don't forget to check".

The ad which shows a physiotherapist treating a patient in his office who reacts a lot more loudly and with more relief than normal.

	Base	Yes	No	Unsure
BOWL OF NOODLES SEEN ON...				
TV on demand	22	29%	71%	0%
Website	14	14%	86%	0%
Bus shelter	11	48%	52%	0%
Shopping Malls	16	27%	73%	0%
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	44%	52%	4%
Website	14	48%	44%	8%
Bus shelter	13	76%	16%	8%
Shopping Malls	10	88%	12%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	34%	63%	3%
Website	22	48%	52%	0%
Bus shelter	7	36%	64%	0%
Shopping Malls	7	36%	64%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	50%	50%	0%
Website	10	31%	69%	0%
Bus shelter	7	40%	45%	15%
Shopping Malls	8	86%	0%	14%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	68%	31%	1%
No	409	31%	65%	4%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	57%	40%	3%
No	416	33%	63%	4%
...CHECK CURRENT DEAL				
Yes	55	45%	52%	3%
No	402	34%	62%	4%
...SWITCH SUPPLIER				
Yes	34	41%	48%	11%
No	422	35%	62%	3%
LAST MONTHS				
Discussed providers	150	31%	65%	4%
checked savings	94	34%	64%	2%
Contacted current supplier	62	35%	64%	1%
Contacted other supplier	42	28%	65%	7%
Switched supplier	36	21%	71%	8%

TV ADVERT - GOLF CART

Now can you tell me if you have seen the following ads on television in the past month or so? They all show people working in bad jobs and finish with a person saying they would have to work for many hours in this job or they could earn the same amount in power savings in just a few minutes by going to a website called "whatsmynumber.org.nz" and ends by saying "don't forget to check".

The ad which shows a man driving a golf cart collecting golf balls, who has to try and get a golf ball that is stuck in a tree.

	Base	Yes	No	Unsure
ALL	601	51%	48%	1%
LOCATION				
Auckland	188	45%	54%	1%
Wellington	66	37%	60%	3%
Christchurch	68	60%	40%	0%
Provincial	280	55%	44%	1%
Rural	118	62%	38%	0%
North Is	450	47%	52%	1%
South Is	151	60%	39%	1%
SEX				
Male	284	58%	42%	0%
Female	317	44%	54%	2%
AGE GROUP				
Under 30	72	51%	49%	0%
30-44	172	38%	61%	1%
45-59	179	58%	40%	2%
60 Plus	179	55%	44%	1%
PERSONAL INCOME				
Less than \$15,000	46	42%	58%	0%
\$15,001-30,000	123	54%	46%	0%
\$30,001-50,000	105	54%	46%	0%
\$50,001-70,000	91	52%	45%	3%
More than \$70,000	145	48%	52%	0%
ETHNICITY				
Pacific Island	23	31%	69%	0%
Maori	68	52%	45%	3%
Non Maori/Non PI	534	50%	49%	1%
DEPENDENT CHILDREN				
Yes	234	46%	53%	1%
No	367	53%	46%	1%
EDUCATION				
Up to secondary school level	177	56%	44%	0%
Polytech/trade qualifications	147	57%	43%	0%
University qualification	270	44%	54%	2%
BILL PAYER				
Yes	601	51%	48%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	39%	61%	0%
No	503	53%	46%	1%
AGREE (1+2)				
Have a choice of provider	500	52%	47%	1%
Can switch provider	487	52%	47%	1%
Easy to switch	409	52%	47%	1%
Save money by switching	296	51%	47%	2%
SEEN AD ABOUT SWITCHING				
Yes	410	58%	41%	1%
No	191	34%	65%	1%
SEEN TV ADVERTS				
Woman working in a toy store	391	67%	32%	1%
Physiotherapist with loud patient	161	82%	17%	1%
Man Driving a Golf Cart	304	100%	0%	0%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	57%	43%	0%
Picture of house with message	53	63%	35%	2%
Woman standing next to paper stack	75	55%	44%	1%
Hamsters eating NZ cuisine	43	83%	17%	0%

Now can you tell me if you have seen the following ads on television in the past month or so? They all show people working in bad jobs and finish with a person saying they would have to work for many hours in this job or they could earn the same amount in power savings in just a few minutes by going to a website called "whatsmynumber.org.nz" and ends by saying "don't forget to check".

The ad which shows a man driving a golf cart collecting golf balls, who has to try and get a golf ball that is stuck in a tree.

	Base	Yes	No	Unsure
BOWL OF NOODLES SEEN ON...				
TV on demand	22	65%	35%	0%
Website	14	60%	40%	0%
Bus shelter	11	55%	45%	0%
Shopping Malls	16	52%	48%	0%
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	73%	25%	2%
Website	14	61%	35%	4%
Bus shelter	13	84%	16%	0%
Shopping Malls	10	79%	21%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	55%	45%	0%
Website	22	52%	48%	0%
Bus shelter	7	50%	50%	0%
Shopping Malls	7	50%	50%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	84%	16%	0%
Website	10	62%	38%	0%
Bus shelter	7	70%	30%	0%
Shopping Malls	8	100%	0%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	72%	26%	2%
No	409	66%	34%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	73%	26%	1%
No	416	66%	33%	1%
...CHECK CURRENT DEAL				
Yes	55	63%	35%	2%
No	402	67%	32%	1%
...SWITCH SUPPLIER				
Yes	34	63%	36%	1%
No	422	67%	32%	1%
LAST MONTHS				
Discussed providers	150	52%	48%	0%
checked savings	94	54%	46%	0%
Contacted current supplier	62	54%	45%	1%
Contacted other supplier	42	58%	42%	0%
Switched supplier	36	55%	45%	0%

TV ADVERT AWARENESS

	Base	at least one	all 3	none
ALL	601	72%	21%	28%
LOCATION				
Auckland	188	69%	17%	31%
Wellington	66	64%	17%	36%
Christchurch	68	79%	23%	21%
Provincial	280	75%	25%	25%
Rural	118	75%	30%	25%
North Is	450	71%	21%	29%
South Is	151	77%	24%	23%
SEX				
Male	284	72%	24%	28%
Female	317	73%	19%	27%
AGE GROUP				
Under 30	72	71%	27%	29%
30-44	172	64%	16%	36%
45-59	179	74%	26%	26%
60 Plus	179	79%	20%	21%
PERSONAL INCOME				
Less than \$15,000	46	79%	15%	21%
\$15,001-30,000	123	76%	28%	24%
\$30,001-50,000	105	72%	26%	28%
\$50,001-70,000	91	73%	27%	27%
More than \$70,000	145	69%	16%	31%
ETHNICITY				
Pacific Island	23	57%	0%	43%
Maori	68	68%	14%	32%
Non Maori/Non PI	534	73%	22%	27%
DEPENDENT CHILDREN				
Yes	234	70%	22%	30%
No	367	74%	21%	26%
EDUCATION				
Up to secondary school level	177	81%	24%	19%
Polytech/trade qualifications	147	77%	27%	23%
University qualification	270	64%	17%	36%
BILL PAYER				
Yes	601	72%	21%	28%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	62%	14%	38%
No	503	74%	23%	26%
AGREE (1+2)				
Have a choice of provider	500	72%	22%	28%
Can switch provider	487	73%	22%	27%
Easy to switch	409	74%	22%	26%
Save money by switching	296	71%	22%	29%
SEEN AD ABOUT SWITCHING				
Yes	410	80%	27%	20%
No	191	56%	9%	44%
SEEN TV ADVERTS				
Woman working in a toy store	391	100%	33%	0%
Physiotherapist with loud patient	161	100%	80%	0%
Man Driving a Golf Cart	304	100%	42%	0%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	86%	21%	14%
Picture of house with message	53	90%	36%	10%
Woman standing next to paper stack	75	88%	23%	12%
Hamsters eating NZ cuisine	43	91%	35%	9%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	86%	22%	14%
Website	14	78%	14%	22%
Bus shelter	11	71%	41%	29%
Shopping Malls	16	100%	24%	0%

PICTURE OF HOUSE SEEN ON...				
TV on demand	24	98%	41%	2%
Website	14	88%	33%	12%
Bus shelter	13	92%	68%	8%
Shopping Malls	10	100%	67%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	95%	25%	5%
Website	22	100%	36%	0%
Bus shelter	7	86%	36%	14%
Shopping Malls	7	86%	36%	14%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	94%	38%	6%
Website	10	78%	19%	22%
Bus shelter	7	83%	29%	17%
Shopping Malls	8	100%	66%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	97%	55%	3%
No	409	95%	25%	5%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	99%	45%	1%
No	416	95%	27%	5%
...CHECK CURRENT DEAL				
Yes	55	98%	34%	2%
No	402	95%	27%	5%
...SWITCH SUPPLIER				
Yes	34	94%	22%	6%
No	422	95%	29%	5%
LAST MONTHS				
Discussed providers	150	74%	24%	26%
Checked savings	94	77%	26%	23%
Contacted current supplier	62	80%	24%	20%
Contacted other supplier	42	81%	19%	19%
Switched supplier	36	79%	16%	21%

ADVERT OTHER CHANNELS - NOODLES WOUND ON FORK WITH A MESSAGE

Please tell me if you have read, seen or heard an ad where a bowl of two minute noodles is being wound up on a fork with the message "it only takes two minutes to check your power deal".

	Base	Yes	No	Unsure
ALL	601	10%	89%	1%
LOCATION				
Auckland	188	8%	92%	0%
Wellington	66	14%	83%	3%
Christchurch	68	10%	88%	2%
Provincial	280	10%	88%	2%
Rural	118	9%	90%	1%
North Is	450	10%	89%	1%
South Is	151	11%	88%	1%
SEX				
Male	284	12%	87%	1%
Female	317	8%	90%	2%
AGE GROUP				
Under 30	72	18%	82%	0%
30-44	172	8%	90%	2%
45-59	179	8%	91%	1%
60 Plus	179	11%	88%	1%
PERSONAL INCOME				
Less than \$15,000	46	12%	86%	2%
\$15,001-30,000	123	18%	81%	1%
\$30,001-50,000	105	10%	89%	1%
\$50,001-70,000	91	8%	90%	2%
More than \$70,000	145	8%	91%	1%
ETHNICITY				
Pacific Island	23	24%	76%	0%
Maori	68	15%	85%	0%
Non Maori/Non PI	534	9%	89%	2%
DEPENDENT CHILDREN				
Yes	234	7%	91%	2%
No	367	12%	87%	1%
EDUCATION				
Up to secondary school level	177	13%	86%	1%
Polytech/trade qualifications	147	9%	90%	1%
University qualification	270	9%	90%	1%
BILL PAYER				
Yes	601	10%	89%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	7%	91%	2%
No	503	11%	88%	1%
AGREE (1+2)				
Have a choice of provider	500	9%	89%	2%
Can switch provider	487	10%	88%	2%
Easy to switch	409	11%	88%	1%
Save money by switching	296	12%	87%	1%
SEEN AD ABOUT SWITCHING				
Yes	410	11%	87%	2%
No	191	8%	92%	0%
SEEN TV ADVERTS				
Woman working in a toy store	391	11%	87%	2%
Physiotherapist with loud patient	161	11%	87%	2%
Man Driving a Golf Cart	304	11%	87%	2%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	100%	0%	0%
Picture of house with message	53	23%	77%	0%
Woman standing next to paper stack	75	27%	72%	1%
Hamsters eating NZ cuisine	43	35%	65%	0%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	100%	0%	0%
Website	14	100%	0%	0%
Bus shelter	11	100%	0%	0%
Shopping Malls	16	100%	0%	0%

Please tell me if you have read, seen or heard an ad where a bowl of two minute noodles is being wound up on a fork with the message "it only takes two minutes to check your power deal".

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	33%	67%	0%
Website	14	23%	77%	0%
Bus shelter	13	22%	78%	0%
Shopping Malls	10	19%	81%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	45%	52%	3%
Website	22	43%	57%	0%
Bus shelter	7	64%	36%	0%
Shopping Malls	7	64%	36%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	33%	67%	0%
Website	10	66%	34%	0%
Bus shelter	7	72%	28%	0%
Shopping Malls	8	20%	80%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	14%	86%	0%
No	409	13%	85%	2%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	18%	80%	2%
No	416	13%	86%	1%
...CHECK CURRENT DEAL				
Yes	55	25%	72%	3%
No	402	11%	88%	1%
...SWITCH SUPPLIER				
Yes	34	32%	64%	4%
No	422	12%	87%	1%
LAST MONTHS				
Discussed providers	150	10%	89%	1%
checked savings	94	11%	87%	2%
Contacted current supplier	62	10%	87%	3%
Contacted other supplier	42	14%	82%	4%
Switched supplier	36	9%	91%	0%

ADVERT- TWO MINUTE NOODLE - SEEN WHERE?

Did you see it...:

	Base TV on demand		Website	Bus Shelters	Shopping Malls	Seen at least one	None of the above
ALL	70	41%	22%	19%	23%	66%	34%
LOCATION							
Auckland	18	43%	25%	21%	0%	54%	46%
Wellington	10	30%	0%	35%	44%	91%	9%
Christchurch	8	27%	0%	21%	27%	38%	62%
Provincial	34	47%	33%	13%	29%	72%	28%
Rural	11	15%	30%	19%	59%	67%	33%
North Is	53	42%	26%	21%	25%	74%	26%
South Is	18	41%	12%	13%	18%	45%	55%
SEX							
Male	36	50%	28%	17%	24%	72%	28%
Female	34	32%	17%	22%	22%	60%	40%
AGE GROUP							
Under 30	19	49%	44%	6%	46%	90%	10%
30-44	14	54%	26%	52%	15%	82%	18%
45-59	14	52%	20%	8%	24%	68%	32%
60 Plus	23	20%	3%	17%	9%	37%	63%
PERSONAL INCOME							
Less than \$15,000	6	68%	31%	0%	35%	68%	32%
\$15,001-30,000	24	27%	28%	23%	36%	70%	30%
\$30,001-50,000	11	38%	11%	28%	0%	56%	44%
\$50,001-70,000	7	20%	9%	16%	0%	24%	76%
More than \$70,000	11	37%	36%	8%	38%	75%	25%
ETHNICITY							
Pacific Island	8	40%	0%	0%	60%	100%	0%
Maori	10	29%	43%	42%	51%	84%	16%
Non Maori/Non PI	60	43%	19%	15%	19%	63%	37%
DEPENDENT CHILDREN							
Yes	19	57%	15%	30%	28%	93%	7%
No	52	36%	25%	15%	22%	57%	43%
EDUCATION							
Up to secondary school level	28	31%	21%	25%	36%	69%	31%
Polytech/trade qualifications	16	52%	15%	14%	10%	68%	32%
University qualification	24	44%	30%	17%	15%	62%	38%
BILL PAYER							
Yes	60	38%	23%	19%	28%	66%	34%
No	11	62%	20%	19%	0%	71%	29%
SWITCHED SUPPLIER IN LAST YEAR							
Yes	7	55%	44%	44%	18%	90%	10%
No	53	35%	20%	16%	29%	62%	38%
AGREE (1+2)							
Have a choice of provider	47	38%	27%	20%	23%	63%	37%
Can switch provider	49	38%	18%	22%	24%	64%	36%
Easy to switch	44	44%	19%	23%	14%	64%	36%
Save money by switching	35	39%	23%	21%	23%	65%	35%
SEEN AD ABOUT SWITCHING							
Yes	45	35%	18%	20%	24%	62%	38%
No	14	45%	38%	16%	39%	76%	24%
SEEN TV ADVERTS							
Woman working in a toy store	52	33%	23%	18%	29%	60%	40%
Physiotherapist with loud patient	20	38%	15%	28%	22%	52%	48%
Man Driving a Golf Cart	39	43%	21%	18%	22%	63%	37%
OTHER ADVERTS							
Bowl of noodles wound on fork	70	41%	22%	19%	23%	66%	34%
Picture of house with message	17	79%	41%	27%	28%	91%	9%
Woman standing next to paper stack	21	49%	27%	25%	44%	86%	14%
Hamsters eating NZ cuisine	17	68%	56%	33%	34%	98%	2%
BOWL OF NOODLES SEEN ON...							
TV on demand	29	100%	27%	23%	18%	100%	0%
Website	16	50%	100%	38%	40%	100%	0%
Bus shelter	14	49%	44%	100%	30%	100%	0%
Shopping Malls	16	33%	38%	25%	100%	100%	0%
PICTURE OF HOUSE SEEN ON...							
TV on demand	13	88%	39%	35%	29%	96%	4%
Website	3	65%	100%	35%	65%	100%	0%
Bus shelter	3	100%	38%	63%	63%	100%	0%
Shopping Malls	2	100%	58%	58%	100%	100%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...							
TV on demand	11	60%	19%	17%	50%	100%	0%
Website	10	56%	39%	20%	64%	100%	0%
Bus shelter	4	71%	71%	78%	78%	100%	0%
Shopping Malls	4	71%	71%	78%	78%	100%	0%

Did you see it...:

	Base TV on demand	Website	Bus Shelters	Shopping Malls	Seen at least one	None of the above	
HAMSTERS EATING NZ CUISINE							
TV on demand	8	100%	24%	45%	30%	100%	0%
Website	7	84%	77%	46%	23%	100%	0%
Bus shelter	5	84%	61%	80%	42%	100%	0%
Shopping Malls	2	100%	71%	71%	100%	100%	0%
RESULT OF ADS...							
...VISIT WHATSMYNUMBER.ORG.NZ							
Yes	8	73%	68%	30%	22%	90%	10%
No	62	37%	16%	18%	24%	63%	37%
...VISIT POWERSWITCH.CO.NZ							
Yes	8	84%	34%	26%	36%	84%	16%
No	63	36%	21%	18%	22%	64%	36%
...CHECK CURRENT DEAL							
Yes	14	55%	43%	5%	43%	78%	22%
No	56	38%	17%	23%	18%	63%	37%
...SWITCH SUPPLIER							
Yes	12	43%	46%	6%	54%	80%	20%
No	59	41%	18%	22%	17%	64%	36%
LAST MONTHS							
Discussed providers	15	36%	51%	24%	28%	75%	25%
checked savings	10	50%	31%	27%	15%	72%	28%
Contacted current supplier	6	27%	73%	19%	54%	100%	0%
Contacted other supplier	6	17%	77%	0%	58%	94%	6%
Switched supplier	3	24%	36%	60%	0%	60%	40%

ADVERT OTHER CHANNELS - HOUSE WITH MESSAGE

And have you read, seen or heard an ad where a picture of houses with the message "last month another twenty-eight thousand three hundred and forty-four Kiwis found a better power deal."

	Base	Yes	No	Unsure
ALL	601	9%	89%	2%
LOCATION				
Auckland	188	6%	91%	3%
Wellington	66	6%	91%	3%
Christchurch	68	7%	92%	1%
Provincial	280	12%	86%	2%
Rural	118	7%	92%	1%
North Is	450	8%	89%	3%
South Is	151	11%	88%	1%
SEX				
Male	284	9%	90%	1%
Female	317	9%	88%	3%
AGE GROUP				
Under 30	72	21%	74%	5%
30-44	172	8%	89%	3%
45-59	179	9%	91%	0%
60 Plus	179	5%	92%	3%
PERSONAL INCOME				
Less than \$15,000	46	25%	75%	0%
\$15,001-30,000	123	12%	86%	2%
\$30,001-50,000	105	6%	91%	3%
\$50,001-70,000	91	5%	93%	2%
More than \$70,000	145	6%	93%	1%
ETHNICITY				
Pacific Island	23	0%	100%	0%
Maori	68	6%	89%	5%
Non Maori/Non PI	534	9%	89%	2%
DEPENDENT CHILDREN				
Yes	234	10%	88%	2%
No	367	8%	89%	3%
EDUCATION				
Up to secondary school level	177	14%	83%	3%
Polytech/trade qualifications	147	9%	90%	1%
University qualification	270	5%	93%	2%
BILL PAYER				
Yes	601	9%	89%	2%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	7%	92%	1%
No	503	9%	88%	3%
AGREE (1+2)				
Have a choice of provider	500	9%	88%	3%
Can switch provider	487	8%	90%	2%
Easy to switch	409	10%	87%	3%
Save money by switching	296	9%	88%	3%
SEEN AD ABOUT SWITCHING				
Yes	410	11%	86%	3%
No	191	4%	95%	1%
SEEN TV ADVERTS				
Woman working in a toy store	391	11%	86%	3%
Physiotherapist with loud patient	161	15%	83%	2%
Man Driving a Golf Cart	304	11%	86%	3%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	20%	76%	4%
Picture of house with message	53	100%	0%	0%
Woman standing next to paper stack	75	17%	81%	2%
Hamsters eating NZ cuisine	43	27%	72%	1%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	40%	60%	0%
Website	14	50%	45%	5%
Bus shelter	11	39%	55%	6%
Shopping Malls	16	28%	72%	0%

And have you read, seen or heard an ad where a picture of houses with the message "last month another twenty-eight thousand three hundred and forty-four Kiwis found a better power deal."

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	100%	0%	0%
Website	14	100%	0%	0%
Bus shelter	13	100%	0%	0%
Shopping Malls	10	100%	0%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	24%	73%	3%
Website	22	23%	77%	0%
Bus shelter	7	31%	69%	0%
Shopping Malls	7	31%	69%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	28%	70%	2%
Website	10	52%	48%	0%
Bus shelter	7	46%	54%	0%
Shopping Malls	8	52%	48%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	32%	63%	5%
No	409	9%	88%	3%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	32%	68%	0%
No	416	10%	87%	3%
...CHECK CURRENT DEAL				
Yes	55	29%	65%	6%
No	402	9%	88%	3%
...SWITCH SUPPLIER				
Yes	34	28%	61%	11%
No	422	10%	88%	2%
LAST MONTHS				
Discussed providers	150	11%	83%	6%
checked savings	94	12%	85%	3%
Contacted current supplier	62	11%	86%	3%
Contacted other supplier	42	13%	78%	9%
Switched supplier	36	6%	83%	11%

ADVERT- HOUSE WITH A MESSAGE

Did you see it...:

	Base TV on demand		Website Bus Shelters		Shopping Malls	Seen at least one	None of the above
ALL	74	46%	22%	23%	14%	71%	29%
LOCATION							
Auckland	23	42%	19%	28%	8%	78%	22%
Wellington	4	62%	25%	25%	0%	87%	13%
Christchurch	6	26%	32%	12%	19%	64%	36%
Provincial	41	49%	22%	21%	19%	66%	34%
Rural	12	41%	0%	8%	18%	44%	56%
North Is	54	41%	27%	24%	15%	72%	28%
South Is	20	57%	10%	19%	14%	68%	32%
SEX							
Male	35	56%	28%	31%	9%	81%	19%
Female	40	37%	17%	16%	19%	62%	38%
AGE GROUP							
Under 30	31	53%	26%	26%	14%	83%	17%
30-44	14	53%	13%	30%	12%	73%	27%
45-59	18	31%	35%	22%	20%	62%	38%
60 Plus	11	40%	0%	4%	11%	47%	53%
PERSONAL INCOME							
Less than \$15,000	13	24%	25%	9%	12%	57%	43%
\$15,001-30,000	20	45%	32%	18%	27%	77%	23%
\$30,001-50,000	12	71%	0%	55%	0%	80%	20%
\$50,001-70,000	5	67%	10%	17%	29%	67%	33%
More than \$70,000	11	32%	38%	24%	0%	73%	27%
ETHNICITY							
Pacific Island	2	100%	0%	0%	0%	100%	0%
Maori	10	18%	17%	25%	24%	53%	47%
Non Maori/Non PI	64	50%	23%	22%	13%	74%	26%
DEPENDENT CHILDREN							
Yes	27	47%	23%	31%	29%	81%	19%
No	48	45%	22%	18%	6%	65%	35%
EDUCATION							
Up to secondary school level	35	33%	29%	20%	17%	66%	34%
Polytech/trade qualifications	20	61%	26%	31%	21%	83%	17%
University qualification	18	51%	6%	19%	3%	65%	35%
BILL PAYER							
Yes	53	46%	26%	25%	19%	73%	27%
No	21	45%	14%	17%	3%	64%	36%
SWITCHED SUPPLIER IN LAST YEAR							
Yes	7	12%	51%	6%	12%	69%	31%
No	46	51%	22%	28%	20%	74%	26%
AGREE (1+2)							
Have a choice of provider	44	43%	25%	28%	21%	76%	24%
Can switch provider	38	53%	27%	25%	14%	76%	24%
Easy to switch	42	47%	28%	25%	17%	76%	24%
Save money by switching	26	44%	28%	15%	14%	73%	27%
SEEN AD ABOUT SWITCHING							
Yes	46	47%	27%	24%	20%	77%	23%
No	7	35%	16%	31%	16%	50%	50%
SEEN TV ADVERTS							
Woman working in a toy store	59	51%	18%	25%	17%	73%	27%
Physiotherapist with loud patient	30	48%	28%	43%	33%	83%	17%
Man Driving a Golf Cart	40	59%	20%	34%	20%	78%	22%
OTHER ADVERTS							
Bowl of noodles wound on fork	17	75%	19%	18%	12%	94%	6%
Picture of house with message	74	46%	22%	23%	14%	71%	29%
Woman standing next to paper stack	14	44%	30%	37%	29%	73%	27%
Hamsters eating NZ cuisine	17	71%	37%	42%	17%	100%	0%
BOWL OF NOODLES SEEN ON...							
TV on demand	13	85%	16%	22%	15%	100%	0%
Website	7	70%	46%	16%	16%	100%	0%
Bus shelter	4	100%	25%	42%	25%	100%	0%
Shopping Malls	5	79%	45%	40%	42%	100%	0%
PICTURE OF HOUSE SEEN ON...							
TV on demand	34	100%	11%	27%	10%	100%	0%
Website	16	23%	100%	26%	37%	100%	0%
Bus shelter	17	54%	25%	100%	36%	100%	0%
Shopping Malls	11	32%	57%	56%	100%	100%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...							
TV on demand	7	68%	17%	30%	30%	68%	32%
Website	5	39%	83%	81%	81%	100%	0%
Bus shelter	2	54%	100%	54%	54%	100%	0%
Shopping Malls	2	54%	100%	54%	54%	100%	0%

Did you see it...:

	Base TV on demand		Website	Bus Shelters	Shopping Malls	Seen at least one	None of the above
HAMSTERS EATING NZ CUISINE							
TV on demand	10	90%	31%	43%	11%	100%	0%
Website	9	75%	49%	40%	12%	100%	0%
Bus shelter	3	69%	100%	69%	36%	100%	0%
Shopping Malls	4	54%	54%	100%	74%	100%	0%
RESULT OF ADS...							
...VISIT WHATSMYNUMBER.ORG.NZ							
Yes	19	57%	37%	42%	28%	93%	7%
No	55	42%	17%	16%	10%	63%	37%
...VISIT POWERSWITCH.CO.NZ							
Yes	14	37%	48%	44%	42%	87%	13%
No	60	48%	16%	18%	8%	67%	33%
...CHECK CURRENT DEAL							
Yes	20	40%	43%	38%	22%	87%	13%
No	54	48%	15%	17%	12%	65%	35%
...SWITCH SUPPLIER							
Yes	11	17%	53%	27%	20%	84%	16%
No	63	50%	17%	22%	14%	68%	32%
LAST MONTHS							
Discussed providers	16	19%	40%	32%	42%	67%	33%
checked savings	11	14%	59%	35%	45%	82%	18%
Contacted current supplier	7	30%	39%	71%	71%	88%	12%
Contacted other supplier	6	31%	58%	54%	54%	89%	11%
Switched supplier	2	72%	0%	0%	0%	72%	28%

ADVERT OTHER CHANNELS - WOMAN NEAR STACK

And have you have read, seen or heard an ad where a woman is standing near a stack of papers with the message "earning your money is hard, saving on power can be easy".

	Base	Yes	No	Unsure
ALL	601	12%	86%	2%
LOCATION				
Auckland	188	5%	92%	3%
Wellington	66	24%	73%	3%
Christchurch	68	16%	82%	2%
Provincial	280	14%	86%	0%
Rural	118	16%	83%	1%
North Is	450	11%	87%	2%
South Is	151	16%	83%	1%
SEX				
Male	284	12%	87%	1%
Female	317	13%	85%	2%
AGE GROUP				
Under 30	72	32%	68%	0%
30-44	172	10%	88%	2%
45-59	179	12%	85%	3%
60 Plus	179	7%	92%	1%
PERSONAL INCOME				
Less than \$15,000	46	12%	88%	0%
\$15,001-30,000	123	18%	81%	1%
\$30,001-50,000	105	12%	86%	2%
\$50,001-70,000	91	12%	87%	1%
More than \$70,000	145	10%	87%	3%
ETHNICITY				
Pacific Island	23	24%	76%	0%
Maori	68	13%	87%	0%
Non Maori/Non PI	534	12%	86%	2%
DEPENDENT CHILDREN				
Yes	234	16%	82%	2%
No	367	10%	88%	2%
EDUCATION				
Up to secondary school level	177	17%	82%	1%
Polytech/trade qualifications	147	9%	89%	2%
University qualification	270	12%	86%	2%
BILL PAYER				
Yes	601	12%	86%	2%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	13%	86%	1%
No	503	12%	86%	2%
AGREE (1+2)				
Have a choice of provider	500	12%	86%	2%
Can switch provider	487	12%	86%	2%
Easy to switch	409	11%	87%	2%
Save money by switching	296	12%	86%	2%
SEEN AD ABOUT SWITCHING				
Yes	410	14%	84%	2%
No	191	8%	91%	1%
SEEN TV ADVERTS				
Woman working in a toy store	391	15%	83%	2%
Physiotherapist with loud patient	161	16%	82%	2%
Man Driving a Golf Cart	304	14%	84%	2%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	34%	63%	3%
Picture of house with message	53	25%	72%	3%
Woman standing next to paper stack	75	100%	0%	0%
Hamsters eating NZ cuisine	43	22%	76%	2%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	42%	58%	0%
Website	14	35%	60%	5%
Bus shelter	11	47%	47%	6%
Shopping Malls	16	57%	43%	0%

And have you have read, seen or heard an ad where a woman is standing near a stack of papers with the message "earning your money is hard, saving on power can be easy".

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	21%	75%	4%
Website	14	31%	61%	8%
Bus shelter	13	39%	53%	8%
Shopping Malls	10	41%	59%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	100%	0%	0%
Website	22	100%	0%	0%
Bus shelter	7	100%	0%	0%
Shopping Malls	7	100%	0%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	34%	66%	0%
Website	10	24%	76%	0%
Bus shelter	7	44%	41%	15%
Shopping Malls	8	35%	51%	14%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	24%	74%	2%
No	409	16%	82%	2%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	27%	73%	0%
No	416	15%	83%	2%
...CHECK CURRENT DEAL				
Yes	55	22%	78%	0%
No	402	16%	82%	2%
...SWITCH SUPPLIER				
Yes	34	23%	77%	0%
No	422	16%	82%	2%
LAST MONTHS				
Discussed providers	150	17%	80%	3%
checked savings	94	18%	81%	1%
Contacted current supplier	62	23%	77%	0%
Contacted other supplier	42	16%	82%	2%
Switched supplier	36	10%	87%	3%

ADVERT- WOMEN NEAR STACK

Did you see it...:

	Base TV on demand	Website	Bus Shelters	Shopping Malls	Seen at least one	None of the above	
ALL	87	33%	28%	9%	9%	54%	46%
LOCATION							
Auckland	16	36%	13%	12%	12%	54%	46%
Wellington	17	37%	27%	6%	6%	44%	56%
Christchurch	12	43%	3%	17%	17%	51%	49%
Provincial	43	27%	40%	8%	8%	59%	41%
Rural	21	12%	31%	10%	10%	47%	53%
North Is	61	30%	27%	10%	10%	49%	51%
South Is	26	40%	28%	8%	8%	67%	33%
SEX							
Male	39	38%	26%	14%	14%	58%	42%
Female	48	28%	29%	6%	6%	51%	49%
AGE GROUP							
Under 30	30	45%	47%	7%	7%	77%	23%
30-44	20	29%	25%	17%	17%	50%	50%
45-59	22	31%	17%	8%	8%	46%	54%
60 Plus	15	18%	7%	8%	8%	26%	74%
PERSONAL INCOME							
Less than \$15,000	10	56%	20%	20%	20%	76%	24%
\$15,001-30,000	23	41%	51%	10%	10%	67%	33%
\$30,001-50,000	14	42%	15%	10%	10%	57%	43%
\$50,001-70,000	12	22%	26%	0%	0%	40%	60%
More than \$70,000	17	8%	14%	9%	9%	25%	75%
ETHNICITY							
Pacific Island	6	100%	80%	0%	0%	100%	0%
Maori	9	13%	24%	14%	14%	39%	61%
Non Maori/Non PI	78	35%	28%	9%	9%	56%	44%
DEPENDENT CHILDREN							
Yes	41	31%	39%	5%	5%	59%	41%
No	46	35%	18%	13%	13%	50%	50%
EDUCATION							
Up to secondary school level	36	44%	27%	16%	16%	54%	46%
Polytech/trade qualifications	17	33%	47%	0%	0%	81%	19%
University qualification	34	21%	18%	7%	7%	41%	59%
BILL PAYER							
Yes	75	31%	29%	9%	9%	52%	48%
No	12	45%	17%	13%	13%	67%	33%
SWITCHED SUPPLIER IN LAST YEAR							
Yes	13	43%	24%	18%	18%	75%	25%
No	62	28%	30%	7%	7%	47%	53%
AGREE (1+2)							
Have a choice of provider	60	20%	27%	9%	9%	47%	53%
Can switch provider	61	30%	31%	9%	9%	52%	48%
Easy to switch	43	31%	28%	11%	11%	58%	42%
Save money by switching	36	31%	29%	15%	15%	61%	39%
SEEN AD ABOUT SWITCHING							
Yes	59	33%	31%	8%	8%	55%	45%
No	16	25%	24%	13%	13%	41%	59%
SEEN TV ADVERTS							
Woman working in a toy store	70	34%	32%	9%	9%	58%	42%
Physiotherapist with loud patient	29	34%	40%	8%	8%	65%	35%
Man Driving a Golf Cart	45	31%	25%	10%	10%	53%	47%
OTHER ADVERTS							
Bowl of noodles wound on fork	21	54%	49%	20%	20%	69%	31%
Picture of house with message	14	47%	36%	15%	15%	69%	31%
Woman standing next to paper stack	87	33%	28%	9%	9%	54%	46%
Hamsters eating NZ cuisine	10	50%	29%	39%	39%	68%	32%
BOWL OF NOODLES SEEN ON...							
TV on demand	10	66%	56%	29%	29%	85%	15%
Website	6	37%	69%	52%	52%	69%	31%
Bus shelter	5	35%	38%	61%	61%	76%	24%
Shopping Malls	9	61%	71%	36%	36%	84%	16%
PICTURE OF HOUSE SEEN ON...							
TV on demand	6	73%	32%	18%	18%	73%	27%
Website	4	26%	100%	49%	49%	100%	0%
Bus shelter	5	39%	80%	21%	21%	80%	20%
Shopping Malls	4	48%	100%	27%	27%	100%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...							
TV on demand	29	100%	33%	8%	8%	100%	0%
Website	24	39%	100%	14%	14%	100%	0%
Bus shelter	8	26%	41%	100%	100%	100%	0%
Shopping Malls	8	26%	41%	100%	100%	100%	0%

Did you see it...:

	Base TV on demand		Website Bus Shelters		Shopping Malls	Seen at least one	None of the above
HAMSTERS EATING NZ CUISINE							
TV on demand	8	67%	27%	40%	40%	79%	21%
Website	4	30%	56%	56%	56%	56%	44%
Bus shelter	4	27%	72%	72%	72%	72%	28%
Shopping Malls	3	83%	41%	41%	41%	83%	17%
RESULT OF ADS...							
...VISIT WHATSMYNUMBER.ORG.NZ							
Yes	14	32%	47%	11%	11%	63%	37%
No	74	33%	24%	9%	9%	52%	48%
...VISIT POWERSWITCH.CO.NZ							
Yes	11	37%	66%	22%	22%	83%	17%
No	76	32%	22%	8%	8%	50%	50%
...CHECK CURRENT DEAL							
Yes	13	27%	40%	12%	12%	71%	29%
No	74	34%	25%	9%	9%	51%	49%
...SWITCH SUPPLIER							
Yes	8	40%	31%	18%	18%	78%	22%
No	79	32%	27%	9%	9%	52%	48%
LAST MONTHS							
Discussed providers	25	30%	35%	12%	12%	65%	35%
checked savings	17	40%	40%	14%	14%	69%	31%
Contacted current supplier	14	34%	38%	0%	0%	61%	39%
Contacted other supplier	7	43%	71%	0%	0%	100%	0%
Switched supplier	4	28%	45%	28%	28%	73%	27%

ADVERT OTHER CHANNELS - HAMSTERS WITH A MESSAGE

And have you have read, seen or heard an ad where a number of hamsters are eating New Zealand cuisine on a cruise ship with the message, "not everything online is a waste of time, you could find hundreds in Power savings in two minutes."

	Base	Yes	No	Unsure
ALL	601	7%	92%	1%
LOCATION				
Auckland	188	7%	92%	1%
Wellington	66	11%	89%	0%
Christchurch	68	3%	97%	0%
Provincial	280	7%	92%	1%
Rural	118	4%	95%	1%
North Is	450	8%	91%	1%
South Is	151	4%	96%	0%
SEX				
Male	284	8%	91%	1%
Female	317	6%	94%	0%
AGE GROUP				
Under 30	72	10%	90%	0%
30-44	172	7%	91%	2%
45-59	179	8%	91%	1%
60 Plus	179	4%	96%	0%
PERSONAL INCOME				
Less than \$15,000	46	5%	95%	0%
\$15,001-30,000	123	10%	89%	1%
\$30,001-50,000	105	6%	93%	1%
\$50,001-70,000	91	9%	91%	0%
More than \$70,000	145	7%	92%	1%
ETHNICITY				
Pacific Island	23	7%	93%	0%
Maori	68	13%	86%	1%
Non Maori/Non PI	534	6%	93%	1%
DEPENDENT CHILDREN				
Yes	234	7%	92%	1%
No	367	7%	93%	0%
EDUCATION				
Up to secondary school level	177	8%	91%	1%
Polytech/trade qualifications	147	7%	92%	1%
University qualification	270	7%	93%	0%
BILL PAYER				
Yes	601	7%	92%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	4%	94%	2%
No	503	8%	92%	0%
AGREE (1+2)				
Have a choice of provider	500	6%	93%	1%
Can switch provider	487	6%	93%	1%
Easy to switch	409	7%	92%	1%
Save money by switching	296	7%	92%	1%
SEEN AD ABOUT SWITCHING				
Yes	410	8%	91%	1%
No	191	5%	94%	1%
SEEN TV ADVERTS				
Woman working in a toy store	391	9%	91%	0%
Physiotherapist with loud patient	161	11%	89%	0%
Man Driving a Golf Cart	304	11%	88%	1%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	25%	74%	1%
Picture of house with message	53	22%	75%	3%
Woman standing next to paper stack	75	12%	88%	0%
Hamsters eating NZ cuisine	43	100%	0%	0%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	42%	54%	4%
Website	14	69%	31%	0%
Bus shelter	11	48%	52%	0%
Shopping Malls	16	35%	65%	0%

And have you have read, seen or heard an ad where a number of hamsters are eating New Zealand cuisine on a cruise ship with the message, "not everything online is a waste of time, you could find hundreds in Power savings in two minutes."

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	31%	66%	3%
Website	14	39%	61%	0%
Bus shelter	13	35%	65%	0%
Shopping Malls	10	29%	71%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	22%	78%	0%
Website	22	14%	86%	0%
Bus shelter	7	61%	39%	0%
Shopping Malls	7	61%	39%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	100%	0%	0%
Website	10	100%	0%	0%
Bus shelter	7	100%	0%	0%
Shopping Malls	8	100%	0%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	11%	89%	0%
No	409	9%	90%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	20%	77%	3%
No	416	8%	91%	1%
...CHECK CURRENT DEAL				
Yes	55	15%	85%	0%
No	402	8%	91%	1%
...SWITCH SUPPLIER				
Yes	34	20%	77%	3%
No	422	8%	91%	1%
LAST MONTHS				
Discussed providers	150	9%	90%	1%
checked savings	94	9%	88%	3%
Contacted current supplier	62	15%	82%	3%
Contacted other supplier	42	13%	82%	5%
Switched supplier	36	5%	94%	1%

ADVERT- HAMSTERS WITH A MESSAGE

Did you see it...:

	Base TV on demand		Website	Bus Shelters	Shopping Malls	Seen at least one	None of the above
ALL	55	48%	35%	17%	24%	75%	25%
LOCATION							
Auckland	24	39%	48%	17%	34%	76%	24%
Wellington	7	55%	29%	25%	15%	65%	35%
Christchurch	2	100%	0%	0%	0%	100%	0%
Provincial	21	50%	27%	15%	17%	74%	26%
Rural	5	16%	18%	0%	0%	34%	66%
North Is	48	47%	33%	19%	26%	72%	28%
South Is	7	49%	52%	0%	7%	95%	5%
SEX							
Male	31	66%	29%	17%	17%	80%	20%
Female	24	24%	43%	16%	31%	68%	32%
AGE GROUP							
Under 30	20	46%	56%	16%	32%	84%	16%
30-44	13	79%	40%	22%	4%	92%	8%
45-59	15	35%	15%	15%	42%	62%	38%
60 Plus	8	23%	12%	11%	0%	46%	54%
PERSONAL INCOME							
Less than \$15,000	2	61%	59%	41%	20%	100%	0%
\$15,001-30,000	14	31%	48%	14%	30%	83%	17%
\$30,001-50,000	9	74%	39%	20%	0%	83%	17%
\$50,001-70,000	8	45%	10%	0%	13%	45%	55%
More than \$70,000	11	45%	27%	29%	19%	63%	37%
ETHNICITY							
Pacific Island	6	0%	71%	0%	71%	71%	29%
Maori	9	23%	13%	13%	21%	44%	56%
Non Maori/Non PI	46	52%	39%	17%	24%	80%	20%
DEPENDENT CHILDREN							
Yes	21	46%	41%	10%	38%	78%	22%
No	33	48%	31%	21%	15%	72%	28%
EDUCATION							
Up to secondary school level	18	59%	22%	22%	22%	85%	15%
Polytech/trade qualifications	13	59%	37%	0%	0%	68%	32%
University qualification	24	32%	45%	21%	37%	70%	30%
BILL PAYER							
Yes	43	45%	24%	16%	18%	67%	33%
No	12	57%	73%	19%	43%	100%	0%
SWITCHED SUPPLIER IN LAST YEAR							
Yes	4	47%	53%	24%	27%	100%	0%
No	39	45%	21%	15%	17%	64%	36%
AGREE (1+2)							
Have a choice of provider	32	40%	22%	15%	14%	64%	36%
Can switch provider	29	57%	31%	17%	18%	77%	23%
Easy to switch	27	56%	29%	14%	11%	78%	22%
Save money by switching	21	49%	19%	23%	10%	67%	33%
SEEN AD ABOUT SWITCHING							
Yes	34	50%	27%	17%	19%	79%	21%
No	9	24%	12%	12%	12%	24%	76%
SEEN TV ADVERTS							
Woman working in a toy store	39	49%	23%	13%	18%	69%	31%
Physiotherapist with loud patient	22	61%	32%	18%	31%	81%	19%
Man Driving a Golf Cart	40	52%	22%	12%	19%	71%	29%
OTHER ADVERTS							
Bowl of noodles wound on fork	17	50%	40%	29%	9%	79%	21%
Picture of house with message	17	58%	52%	18%	23%	100%	0%
Woman standing next to paper stack	10	75%	35%	40%	26%	84%	16%
Hamsters eating NZ cuisine	55	48%	35%	17%	24%	75%	25%
BOWL OF NOODLES SEEN ON...							
TV on demand	11	73%	50%	36%	14%	100%	0%
Website	9	22%	56%	32%	12%	66%	34%
Bus shelter	6	69%	57%	71%	20%	100%	0%
Shopping Malls	6	44%	27%	36%	27%	44%	56%
PICTURE OF HOUSE SEEN ON...							
TV on demand	12	74%	56%	18%	18%	100%	0%
Website	6	48%	69%	48%	34%	100%	0%
Bus shelter	7	59%	51%	30%	56%	100%	0%
Shopping Malls	3	37%	37%	37%	100%	100%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...							
TV on demand	5	100%	22%	22%	43%	100%	0%
Website	3	69%	68%	100%	37%	100%	0%
Bus shelter	4	77%	50%	74%	27%	100%	0%
Shopping Malls	4	77%	50%	74%	27%	100%	0%

Did you see it...:

	Base TV on demand		Website	Bus Shelters	Shopping Malls	Seen at least one	None of the above
HAMSTERS EATING NZ CUISINE							
TV on demand	26	100%	35%	21%	23%	100%	0%
Website	19	47%	100%	22%	29%	100%	0%
Bus shelter	9	60%	48%	100%	36%	100%	0%
Shopping Malls	13	46%	44%	25%	100%	100%	0%
RESULT OF ADS...							
...VISIT WHATSMYNUMBER.ORG.NZ							
Yes	9	66%	78%	26%	13%	90%	10%
No	46	44%	27%	15%	26%	72%	28%
...VISIT POWERSWITCH.CO.NZ							
Yes	8	55%	53%	25%	56%	90%	10%
No	47	46%	32%	15%	18%	72%	28%
...CHECK CURRENT DEAL							
Yes	11	50%	44%	9%	11%	69%	31%
No	44	47%	33%	18%	27%	76%	24%
...SWITCH SUPPLIER							
Yes	7	39%	16%	13%	16%	54%	46%
No	48	49%	38%	17%	25%	78%	22%
LAST MONTHS							
Discussed providers	14	42%	7%	21%	36%	70%	30%
checked savings	9	48%	23%	10%	36%	71%	29%
Contacted current supplier	10	12%	9%	0%	31%	41%	59%
Contacted other supplier	5	21%	20%	0%	21%	41%	59%
Switched supplier	2	100%	0%	0%	0%	100%	0%

OTHER CHANNEL ADVERT AWARENESS

	Base	at least one	all 3	none
ALL	601	28%	0%	72%
LOCATION				
Auckland	188	22%	0%	78%
Wellington	66	37%	0%	63%
Christchurch	68	31%	0%	69%
Provincial	280	29%	1%	71%
Rural	118	29%	0%	71%
North Is	450	26%	0%	74%
South Is	151	31%	1%	69%
SEX				
Male	284	27%	1%	73%
Female	317	28%	0%	72%
AGE GROUP				
Under 30	72	55%	1%	45%
30-44	172	21%	0%	79%
45-59	179	27%	1%	73%
60 Plus	179	23%	0%	77%
PERSONAL INCOME				
Less than \$15,000	46	35%	2%	65%
\$15,001-30,000	123	38%	1%	62%
\$30,001-50,000	105	26%	0%	74%
\$50,001-70,000	91	28%	1%	72%
More than \$70,000	145	22%	0%	78%
ETHNICITY				
Pacific Island	23	31%	0%	69%
Maori	68	30%	0%	70%
Non Maori/Non PI	534	27%	1%	73%
DEPENDENT CHILDREN				
Yes	234	29%	0%	71%
No	367	27%	1%	73%
EDUCATION				
Up to secondary school level	177	36%	1%	64%
Polytech/trade qualifications	147	25%	1%	75%
University qualification	270	23%	0%	77%
BILL PAYER				
Yes	601	28%	0%	72%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	24%	0%	76%
No	503	28%	1%	72%
AGREE (1+2)				
Have a choice of provider	500	27%	0%	73%
Can switch provider	487	27%	0%	73%
Easy to switch	409	28%	0%	72%
Save money by switching	296	29%	1%	71%
SEEN AD ABOUT SWITCHING				
Yes	410	33%	0%	67%
No	191	17%	1%	83%
SEEN TV ADVERTS				
Woman working in a toy store	391	33%	0%	67%
Physiotherapist with loud patient	161	39%	1%	61%
Man Driving a Golf Cart	304	33%	1%	67%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	100%	5%	0%
Picture of house with message	53	100%	5%	0%
Woman standing next to paper stack	75	100%	4%	0%
Hamsters eating NZ cuisine	43	100%	7%	0%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	100%	13%	0%
Website	14	100%	15%	0%
Bus shelter	11	100%	17%	0%
Shopping Malls	16	100%	13%	0%

PICTURE OF HOUSE SEEN ON...				
TV on demand	24	100%	8%	0%
Website	14	100%	15%	0%
Bus shelter	13	100%	8%	0%
Shopping Malls	10	100%	11%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	100%	8%	0%
Website	22	100%	9%	0%
Bus shelter	7	100%	31%	0%
Shopping Malls	7	100%	31%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	100%	15%	0%
Website	10	100%	11%	0%
Bus shelter	7	100%	30%	0%
Shopping Malls	8	100%	14%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	54%	2%	46%
No	409	34%	0%	66%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	57%	3%	43%
No	416	34%	0%	66%
...CHECK CURRENT DEAL				
Yes	55	57%	2%	43%
No	402	33%	0%	67%
...SWITCH SUPPLIER				
Yes	34	64%	3%	36%
No	422	34%	0%	66%
LAST MONTHS				
Discussed providers	150	33%	1%	67%
Checked savings	94	35%	0%	65%
Contacted current supplier	62	39%	0%	61%
Contacted other supplier	42	33%	0%	67%
Switched supplier	36	23%	0%	77%

ADVERTISEMENT RESULT - VISIT WHATSMYNUMBER

As a result of any of these advertisements, did you:
Visit the website whatsmynumber.org.nz

	Base	Yes	No	Unsure
ALL	456	10%	89%	1%
LOCATION				
Auckland	137	10%	90%	0%
Wellington	50	3%	97%	0%
Christchurch	53	18%	81%	1%
Provincial	217	11%	88%	1%
Rural	90	9%	91%	0%
North Is	338	8%	92%	0%
South Is	118	17%	82%	1%
SEX				
Male	214	9%	91%	0%
Female	243	12%	87%	1%
AGE GROUP				
Under 30	54	23%	77%	0%
30-44	118	11%	88%	1%
45-59	138	8%	92%	0%
60 Plus	145	8%	91%	1%
PERSONAL INCOME				
Less than \$15,000	37	6%	93%	1%
\$15,001-30,000	98	18%	81%	1%
\$30,001-50,000	83	10%	90%	0%
\$50,001-70,000	69	11%	89%	0%
More than \$70,000	105	6%	94%	0%
ETHNICITY				
Pacific Island	15	0%	100%	0%
Maori	51	11%	89%	0%
Non Maori/Non PI	405	10%	89%	1%
DEPENDENT CHILDREN				
Yes	177	14%	85%	1%
No	280	8%	91%	1%
EDUCATION				
Up to secondary school level	146	11%	89%	0%
Polytech/trade qualifications	118	15%	84%	1%
University qualification	187	7%	92%	1%
BILL PAYER				
Yes	456	10%	89%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	66	9%	89%	2%
No	390	11%	89%	0%
AGREE (1+2)				
Have a choice of provider	381	11%	89%	0%
Can switch provider	374	10%	90%	0%
Easy to switch	319	10%	90%	0%
Save money by switching	223	10%	89%	1%
SEEN AD ABOUT SWITCHING				
Yes	340	12%	88%	0%
No	117	7%	92%	1%
SEEN TV ADVERTS				
Woman working in a toy store	391	11%	88%	1%
Physiotherapist with loud patient	161	20%	80%	0%
Man Driving a Golf Cart	304	11%	89%	0%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	11%	88%	1%
Picture of house with message	53	29%	71%	0%
Woman standing next to paper stack	75	15%	83%	2%
Hamsters eating NZ cuisine	43	12%	87%	1%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	22%	76%	2%
Website	14	34%	66%	0%
Bus shelter	11	22%	78%	0%
Shopping Malls	16	11%	86%	3%

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

Visit the website whatsmynumber.org.nz

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	29%	71%	0%
Website	14	52%	48%	0%
Bus shelter	13	42%	58%	0%
Shopping Malls	10	53%	47%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	15%	82%	3%
Website	22	24%	76%	0%
Bus shelter	7	22%	78%	0%
Shopping Malls	7	22%	78%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	11%	87%	2%
Website	10	31%	65%	4%
Bus shelter	7	16%	84%	0%
Shopping Malls	8	14%	80%	6%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	100%	0%	0%
No	409	0%	99%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	43%	54%	3%
No	416	7%	93%	0%
...CHECK CURRENT DEAL				
Yes	55	31%	68%	1%
No	402	8%	92%	0%
...SWITCH SUPPLIER				
Yes	34	27%	71%	2%
No	422	9%	91%	0%
LAST MONTHS				
Discussed providers	117	15%	85%	0%
checked savings	78	18%	81%	1%
Contacted current supplier	52	18%	82%	0%
Contacted other supplier	35	24%	76%	0%
Switched supplier	30	13%	87%	0%

ADVERTISEMENT RESULT - VISIT POWERSWITCH

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

Visit the website Powerswitch.co.nz

	Base	Yes	No	Unsure
ALL	456	9%	91%	0%
LOCATION				
Auckland	137	9%	91%	0%
Wellington	50	8%	92%	0%
Christchurch	53	13%	87%	0%
Provincial	217	8%	92%	0%
Rural	90	3%	97%	0%
North Is	338	8%	92%	0%
South Is	118	11%	89%	0%
SEX				
Male	214	8%	92%	0%
Female	243	10%	90%	0%
AGE GROUP				
Under 30	54	13%	87%	0%
30-44	118	9%	91%	0%
45-59	138	10%	90%	0%
60 Plus	145	7%	93%	0%
PERSONAL INCOME				
Less than \$15,000	37	11%	89%	0%
\$15,001-30,000	98	12%	87%	1%
\$30,001-50,000	83	12%	88%	0%
\$50,001-70,000	69	5%	95%	0%
More than \$70,000	105	6%	94%	0%
ETHNICITY				
Pacific Island	15	0%	100%	0%
Maori	51	11%	89%	0%
Non Maori/Non PI	405	9%	91%	0%
DEPENDENT CHILDREN				
Yes	177	10%	90%	0%
No	280	8%	92%	0%
EDUCATION				
Up to secondary school level	146	10%	90%	0%
Polytech/trade qualifications	118	11%	88%	1%
University qualification	187	7%	93%	0%
BILL PAYER				
Yes	456	9%	91%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	66	16%	83%	1%
No	390	8%	92%	0%
AGREE (1+2)				
Have a choice of provider	381	9%	91%	0%
Can switch provider	374	8%	92%	0%
Easy to switch	319	10%	90%	0%
Save money by switching	223	10%	90%	0%
SEEN AD ABOUT SWITCHING				
Yes	340	8%	92%	0%
No	117	11%	88%	1%
SEEN TV ADVERTS				
Woman working in a toy store	391	9%	91%	0%
Physiotherapist with loud patient	161	15%	85%	0%
Man Driving a Golf Cart	304	10%	90%	0%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	12%	88%	0%
Picture of house with message	53	24%	76%	0%
Woman standing next to paper stack	75	15%	85%	0%
Hamsters eating NZ cuisine	43	19%	81%	0%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	29%	71%	0%
Website	14	19%	81%	0%
Bus shelter	11	18%	82%	0%
Shopping Malls	16	17%	83%	0%

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

Visit the website Powerswitch.co.nz

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	16%	84%	0%
Website	14	50%	50%	0%
Bus shelter	13	47%	53%	0%
Shopping Malls	10	58%	42%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	18%	82%	0%
Website	22	33%	67%	0%
Bus shelter	7	37%	63%	0%
Shopping Malls	7	37%	63%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	24%	76%	0%
Website	10	42%	58%	0%
Bus shelter	7	30%	70%	0%
Shopping Malls	8	59%	41%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	36%	64%	0%
No	409	6%	94%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	100%	0%	0%
No	416	0%	100%	0%
...CHECK CURRENT DEAL				
Yes	55	22%	77%	1%
No	402	7%	93%	0%
...SWITCH SUPPLIER				
Yes	34	26%	72%	2%
No	422	8%	92%	0%
LAST MONTHS				
Discussed providers	117	14%	86%	0%
checked savings	78	28%	72%	0%
Contacted current supplier	52	22%	78%	0%
Contacted other supplier	35	18%	82%	0%
Switched supplier	30	15%	85%	0%

LAST MONTH - DISCUSSED ELECTRICITY OPTIONS

Within the last month have you:

Discussed electricity options with others

	Base	Yes	No	Unsure
ALL	601	25%	75%	0%
LOCATION				
Auckland	188	18%	81%	1%
Wellington	66	20%	80%	0%
Christchurch	68	27%	73%	0%
Provincial	280	31%	69%	0%
Rural	118	23%	77%	0%
North Is	450	25%	75%	0%
South Is	151	24%	76%	0%
SEX				
Male	284	25%	75%	0%
Female	317	25%	74%	1%
AGE GROUP				
Under 30	72	37%	63%	0%
30-44	172	26%	74%	0%
45-59	179	16%	84%	0%
60 Plus	179	27%	72%	1%
PERSONAL INCOME				
Less than \$15,000	46	34%	66%	0%
\$15,001-30,000	123	28%	72%	0%
\$30,001-50,000	105	27%	73%	0%
\$50,001-70,000	91	20%	79%	1%
More than \$70,000	145	23%	77%	0%
ETHNICITY				
Pacific Island	23	29%	71%	0%
Maori	68	25%	75%	0%
Non Maori/Non PI	534	25%	75%	0%
DEPENDENT CHILDREN				
Yes	234	25%	75%	0%
No	367	25%	75%	0%
EDUCATION				
Up to secondary school level	177	22%	78%	0%
Polytech/trade qualifications	147	28%	71%	1%
University qualification	270	26%	74%	0%
BILL PAYER				
Yes	601	25%	75%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	35%	65%	0%
No	503	23%	77%	0%
AGREE (1+2)				
Have a choice of provider	500	25%	75%	0%
Can switch provider	487	24%	76%	0%
Easy to switch	409	25%	75%	0%
Save money by switching	296	29%	71%	0%
SEEN AD ABOUT SWITCHING				
Yes	410	29%	71%	0%
No	191	16%	84%	0%
SEEN TV ADVERTS				
Woman working in a toy store	391	25%	75%	0%
Physiotherapist with loud patient	161	29%	71%	0%
Man Driving a Golf Cart	304	26%	74%	0%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	25%	75%	0%
Picture of house with message	53	30%	70%	0%
Woman standing next to paper stack	75	34%	66%	0%
Hamsters eating NZ cuisine	43	33%	67%	0%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	24%	76%	0%
Website	14	57%	43%	0%
Bus shelter	11	31%	69%	0%
Shopping Malls	16	25%	75%	0%

Within the last month have you:

Discussed electricity options with others

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	12%	88%	0%
Website	14	46%	54%	0%
Bus shelter	13	38%	62%	0%
Shopping Malls	10	65%	35%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	33%	67%	0%
Website	22	40%	60%	0%
Bus shelter	7	45%	55%	0%
Shopping Malls	7	45%	55%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	31%	69%	0%
Website	10	9%	91%	0%
Bus shelter	7	43%	57%	0%
Shopping Malls	8	66%	34%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	36%	64%	0%
No	409	25%	75%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	40%	60%	0%
No	416	24%	76%	0%
...CHECK CURRENT DEAL				
Yes	55	53%	47%	0%
No	402	22%	78%	0%
...SWITCH SUPPLIER				
Yes	34	62%	38%	0%
No	422	23%	77%	0%
LAST MONTHS				
Discussed providers	150	100%	0%	0%
checked savings	94	66%	34%	0%
Contacted current supplier	62	59%	41%	0%
Contacted other supplier	42	78%	22%	0%
Switched supplier	36	70%	30%	0%

LAST MONTH - CHECKED FOR POTENTIAL ANNUAL SAVINGS

Within the last month 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	601	16%	84%	0%
LOCATION				
Auckland	188	13%	87%	0%
Wellington	66	11%	89%	0%
Christchurch	68	23%	77%	0%
Provincial	280	17%	83%	0%
Rural	118	9%	90%	1%
North Is	450	14%	86%	0%
South Is	151	20%	80%	0%
SEX				
Male	284	18%	82%	0%
Female	317	14%	86%	0%
AGE GROUP				
Under 30	72	15%	85%	0%
30-44	172	17%	83%	0%
45-59	179	13%	87%	0%
60 Plus	179	17%	83%	0%
PERSONAL INCOME				
Less than \$15,000	46	15%	85%	0%
\$15,001-30,000	123	16%	83%	1%
\$30,001-50,000	105	17%	83%	0%
\$50,001-70,000	91	14%	86%	0%
More than \$70,000	145	15%	85%	0%
ETHNICITY				
Pacific Island	23	16%	84%	0%
Maori	68	13%	87%	0%
Non Maori/Non PI	534	16%	84%	0%
DEPENDENT CHILDREN				
Yes	234	18%	82%	0%
No	367	14%	86%	0%
EDUCATION				
Up to secondary school level	177	12%	88%	0%
Polytech/trade qualifications	147	21%	79%	0%
University qualification	270	15%	85%	0%
BILL PAYER				
Yes	601	16%	84%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	24%	76%	0%
No	503	14%	86%	0%
AGREE (1+2)				
Have a choice of provider	500	16%	84%	0%
Can switch provider	487	16%	84%	0%
Easy to switch	409	18%	82%	0%
Save money by switching	296	18%	82%	0%
SEEN AD ABOUT SWITCHING				
Yes	410	18%	82%	0%
No	191	11%	89%	0%
SEEN TV ADVERTS				
Woman working in a toy store	391	17%	83%	0%
Physiotherapist with loud patient	161	20%	80%	0%
Man Driving a Golf Cart	304	17%	83%	0%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	17%	83%	0%
Picture of house with message	53	21%	79%	0%
Woman standing next to paper stack	75	23%	76%	1%
Hamsters eating NZ cuisine	43	21%	79%	0%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	23%	77%	0%
Website	14	23%	77%	0%
Bus shelter	11	25%	75%	0%
Shopping Malls	16	9%	91%	0%

Within the last month have you:

Checked your potential annual savings on electricity if you were to change to a cheaper plan or provider

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	6%	94%	0%
Website	14	48%	52%	0%
Bus shelter	13	30%	70%	0%
Shopping Malls	10	50%	50%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	30%	70%	0%
Website	22	31%	69%	0%
Bus shelter	7	36%	64%	0%
Shopping Malls	7	36%	64%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	22%	78%	0%
Website	10	20%	80%	0%
Bus shelter	7	14%	86%	0%
Shopping Malls	8	42%	58%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	29%	71%	0%
No	409	16%	84%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	54%	46%	0%
No	416	14%	86%	0%
...CHECK CURRENT DEAL				
Yes	55	29%	70%	1%
No	402	16%	84%	0%
...SWITCH SUPPLIER				
Yes	34	38%	62%	0%
No	422	16%	84%	0%
LAST MONTHS				
Discussed providers	150	41%	58%	1%
checked savings	94	100%	0%	0%
Contacted current supplier	62	58%	42%	0%
Contacted other supplier	42	67%	33%	0%
Switched supplier	36	51%	49%	0%

LAST MONTH - CONTACTED SUPPLIER

Within the last month have you:

Contacted your existing electricity supplier to review your pricing plan

	Base	Yes	No	Unsure
ALL	601	11%	89%	0%
LOCATION				
Auckland	188	10%	89%	1%
Wellington	66	8%	92%	0%
Christchurch	68	8%	92%	0%
Provincial	280	12%	88%	0%
Rural	118	10%	90%	0%
North Is	450	11%	88%	1%
South Is	151	8%	92%	0%
SEX				
Male	284	10%	90%	0%
Female	317	11%	88%	1%
AGE GROUP				
Under 30	72	11%	89%	0%
30-44	172	14%	86%	0%
45-59	179	8%	91%	1%
60 Plus	179	8%	91%	1%
PERSONAL INCOME				
Less than \$15,000	46	14%	86%	0%
\$15,001-30,000	123	11%	89%	0%
\$30,001-50,000	105	9%	90%	1%
\$50,001-70,000	91	9%	90%	1%
More than \$70,000	145	10%	90%	0%
ETHNICITY				
Pacific Island	23	8%	92%	0%
Maori	68	19%	81%	0%
Non Maori/Non PI	534	9%	90%	1%
DEPENDENT CHILDREN				
Yes	234	14%	86%	0%
No	367	8%	92%	0%
EDUCATION				
Up to secondary school level	177	9%	91%	0%
Polytech/trade qualifications	147	13%	85%	2%
University qualification	270	10%	90%	0%
BILL PAYER				
Yes	601	11%	89%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	16%	83%	1%
No	503	9%	91%	0%
AGREE (1+2)				
Have a choice of provider	500	10%	89%	1%
Can switch provider	487	9%	90%	1%
Easy to switch	409	10%	89%	1%
Save money by switching	296	11%	89%	0%
SEEN AD ABOUT SWITCHING				
Yes	410	12%	88%	0%
No	191	8%	91%	1%
SEEN TV ADVERTS				
Woman working in a toy store	391	12%	88%	0%
Physiotherapist with loud patient	161	13%	87%	0%
Man Driving a Golf Cart	304	11%	89%	0%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	10%	90%	0%
Picture of house with message	53	13%	87%	0%
Woman standing next to paper stack	75	19%	81%	0%
Hamsters eating NZ cuisine	43	22%	78%	0%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	7%	93%	0%
Website	14	32%	68%	0%
Bus shelter	11	10%	90%	0%
Shopping Malls	16	20%	80%	0%

Within the last month have you:

Contacted your existing electricity supplier to review your pricing plan

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	9%	91%	0%
Website	14	20%	80%	0%
Bus shelter	13	37%	63%	0%
Shopping Malls	10	48%	52%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	21%	79%	0%
Website	22	25%	75%	0%
Bus shelter	7	0%	100%	0%
Shopping Malls	7	0%	100%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	6%	94%	0%
Website	10	9%	91%	0%
Bus shelter	7	0%	100%	0%
Shopping Malls	8	39%	61%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	19%	81%	0%
No	409	11%	89%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	28%	72%	0%
No	416	10%	90%	0%
...CHECK CURRENT DEAL				
Yes	55	21%	79%	0%
No	402	10%	90%	0%
...SWITCH SUPPLIER				
Yes	34	29%	71%	0%
No	422	10%	90%	0%
LAST MONTHS				
Discussed providers	150	25%	75%	0%
checked savings	94	39%	61%	0%
Contacted current supplier	62	100%	0%	0%
Contacted other supplier	42	58%	42%	0%
Switched supplier	36	27%	73%	0%

LAST MONTH - CONTACTED ANOTHER SUPPLIER

Within the last month have you:

Contacted an electricity supplier different to your current provider

	Base	Yes	No	Unsure
ALL	601	7%	93%	0%
LOCATION				
Auckland	188	4%	96%	0%
Wellington	66	4%	96%	0%
Christchurch	68	12%	88%	0%
Provincial	280	8%	91%	1%
Rural	118	7%	93%	0%
North Is	450	6%	94%	0%
South Is	151	10%	89%	1%
SEX				
Male	284	8%	92%	0%
Female	317	6%	93%	1%
AGE GROUP				
Under 30	72	15%	85%	0%
30-44	172	8%	92%	0%
45-59	179	5%	94%	1%
60 Plus	179	5%	95%	0%
PERSONAL INCOME				
Less than \$15,000	46	3%	95%	2%
\$15,001-30,000	123	7%	93%	0%
\$30,001-50,000	105	5%	94%	1%
\$50,001-70,000	91	7%	93%	0%
More than \$70,000	145	9%	91%	0%
ETHNICITY				
Pacific Island	23	11%	89%	0%
Maori	68	10%	89%	1%
Non Maori/Non PI	534	7%	93%	0%
DEPENDENT CHILDREN				
Yes	234	9%	90%	1%
No	367	5%	95%	0%
EDUCATION				
Up to secondary school level	177	5%	95%	0%
Polytech/trade qualifications	147	10%	89%	1%
University qualification	270	7%	93%	0%
BILL PAYER				
Yes	601	7%	93%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	12%	86%	2%
No	503	6%	94%	0%
AGREE (1+2)				
Have a choice of provider	500	8%	92%	0%
Can switch provider	487	7%	93%	0%
Easy to switch	409	7%	93%	0%
Save money by switching	296	9%	91%	0%
SEEN AD ABOUT SWITCHING				
Yes	410	7%	93%	0%
No	191	8%	92%	0%
SEEN TV ADVERTS				
Woman working in a toy store	391	8%	92%	0%
Physiotherapist with loud patient	161	7%	93%	0%
Man Driving a Golf Cart	304	8%	92%	0%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	9%	91%	0%
Picture of house with message	53	11%	89%	0%
Woman standing next to paper stack	75	9%	91%	0%
Hamsters eating NZ cuisine	43	13%	87%	0%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	4%	96%	0%
Website	14	32%	68%	0%
Bus shelter	11	0%	100%	0%
Shopping Malls	16	20%	80%	0%

Within the last month have you:

Contacted an electricity supplier different to your current provider

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	7%	93%	0%
Website	14	24%	76%	0%
Bus shelter	13	23%	77%	0%
Shopping Malls	10	30%	70%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	12%	88%	0%
Website	22	22%	78%	0%
Bus shelter	7	0%	100%	0%
Shopping Malls	7	0%	100%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	6%	94%	0%
Website	10	11%	89%	0%
Bus shelter	7	0%	100%	0%
Shopping Malls	8	15%	85%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	18%	82%	0%
No	409	7%	93%	0%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	16%	84%	0%
No	416	7%	93%	0%
...CHECK CURRENT DEAL				
Yes	55	18%	82%	0%
No	402	7%	93%	0%
...SWITCH SUPPLIER				
Yes	34	37%	63%	0%
No	422	6%	94%	0%
LAST MONTHS				
Discussed providers	150	21%	78%	1%
checked savings	94	30%	70%	0%
Contacted current supplier	62	38%	62%	0%
Contacted other supplier	42	100%	0%	0%
Switched supplier	36	41%	57%	2%

LAST MONTH - SWITCHED SUPPLIER OR ABOUT TO SWITCH

Within the last month have you:

Switched electricity supplier or are just about to switch	Base	Yes	No	Unsure
ALL	601	6%	94%	0%
LOCATION				
Auckland	188	6%	94%	0%
Wellington	66	4%	94%	2%
Christchurch	68	9%	91%	0%
Provincial	280	6%	94%	0%
Rural	118	3%	97%	0%
North Is	450	6%	94%	0%
South Is	151	7%	93%	0%
SEX				
Male	284	7%	93%	0%
Female	317	5%	95%	0%
AGE GROUP				
Under 30	72	8%	92%	0%
30-44	172	9%	91%	0%
45-59	179	5%	95%	0%
60 Plus	179	4%	95%	1%
PERSONAL INCOME				
Less than \$15,000	46	4%	96%	0%
\$15,001-30,000	123	4%	96%	0%
\$30,001-50,000	105	10%	89%	1%
\$50,001-70,000	91	2%	98%	0%
More than \$70,000	145	8%	92%	0%
ETHNICITY				
Pacific Island	23	14%	86%	0%
Maori	68	14%	86%	0%
Non Maori/Non PI	534	5%	95%	0%
DEPENDENT CHILDREN				
Yes	234	9%	91%	0%
No	367	5%	95%	0%
EDUCATION				
Up to secondary school level	177	6%	93%	1%
Polytech/trade qualifications	147	7%	93%	0%
University qualification	270	5%	95%	0%
BILL PAYER				
Yes	601	6%	94%	0%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	98	18%	82%	0%
No	503	4%	96%	0%
AGREE (1+2)				
Have a choice of provider	500	6%	94%	0%
Can switch provider	487	7%	93%	0%
Easy to switch	409	8%	92%	0%
Save money by switching	296	9%	91%	0%
SEEN AD ABOUT SWITCHING				
Yes	410	6%	94%	0%
No	191	7%	93%	0%
SEEN TV ADVERTS				
Woman working in a toy store	391	7%	93%	0%
Physiotherapist with loud patient	161	5%	95%	0%
Man Driving a Golf Cart	304	7%	93%	0%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	5%	95%	0%
Picture of house with message	53	4%	96%	0%
Woman standing next to paper stack	75	5%	95%	0%
Hamsters eating NZ cuisine	43	4%	96%	0%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	4%	96%	0%
Website	14	8%	92%	0%
Bus shelter	11	17%	83%	0%
Shopping Malls	16	0%	100%	0%

Within the last month have you:

Switched electricity supplier or are just about to switch

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	7%	93%	0%
Website	14	0%	100%	0%
Bus shelter	13	0%	100%	0%
Shopping Malls	10	0%	100%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	5%	95%	0%
Website	22	8%	92%	0%
Bus shelter	7	16%	84%	0%
Shopping Malls	7	16%	84%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	10%	90%	0%
Website	10	0%	100%	0%
Bus shelter	7	0%	100%	0%
Shopping Malls	8	0%	100%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	8%	91%	1%
No	409	6%	93%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	11%	89%	0%
No	416	6%	93%	1%
...CHECK CURRENT DEAL				
Yes	55	5%	95%	0%
No	402	7%	93%	0%
...SWITCH SUPPLIER				
Yes	34	18%	82%	0%
No	422	5%	94%	1%
LAST MONTHS				
Discussed providers	150	17%	83%	0%
checked savings	94	20%	80%	0%
Contacted current supplier	62	16%	84%	0%
Contacted other supplier	42	35%	65%	0%
Switched supplier	36	100%	0%	0%

RESULT 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 "Whats my number?"

	Base	Yes	No	Unsure
ALL	456	12%	87%	1%
LOCATION				
Auckland	137	7%	92%	1%
Wellington	50	13%	86%	1%
Christchurch	53	15%	83%	2%
Provincial	217	14%	85%	1%
Rural	90	14%	86%	0%
North Is	338	12%	87%	1%
South Is	118	12%	87%	1%
SEX				
Male	214	12%	88%	0%
Female	243	12%	86%	2%
AGE GROUP				
Under 30	54	33%	62%	5%
30-44	118	10%	89%	1%
45-59	138	9%	91%	0%
60 Plus	145	9%	90%	1%
PERSONAL INCOME				
Less than \$15,000	37	15%	85%	0%
\$15,001-30,000	98	15%	85%	0%
\$30,001-50,000	83	12%	87%	1%
\$50,001-70,000	69	6%	94%	0%
More than \$70,000	105	13%	87%	0%
ETHNICITY				
Pacific Island	15	0%	100%	0%
Maori	51	11%	84%	5%
Non Maori/Non PI	405	12%	87%	1%
DEPENDENT CHILDREN				
Yes	177	11%	89%	0%
No	280	12%	86%	2%
EDUCATION				
Up to secondary school level	146	9%	89%	2%
Polytech/trade qualifications	118	14%	85%	1%
University qualification	187	13%	87%	0%
BILL PAYER				
Yes	456	12%	87%	1%
No	0	0%	0%	0%
SWITCHED SUPPLIER IN LAST YEAR				
Yes	66	9%	91%	0%
No	390	13%	86%	1%
AGREE (1+2)				
Have a choice of provider	381	13%	86%	1%
Can switch provider	374	12%	87%	1%
Easy to switch	319	14%	85%	1%
Save money by switching	223	14%	84%	2%
SEEN AD ABOUT SWITCHING				
Yes	340	14%	85%	1%
No	117	7%	92%	1%
SEEN TV ADVERTS				
Woman working in a toy store	391	13%	86%	1%
Physiotherapist with loud patient	161	15%	85%	0%
Man Driving a Golf Cart	304	11%	88%	1%
OTHER ADVERTS				
Bowl of noodles wound on fork	60	23%	77%	0%
Picture of house with message	53	30%	70%	0%
Woman standing next to paper stack	75	16%	84%	0%
Hamsters eating NZ cuisine	43	19%	81%	0%
BOWL OF NOODLES SEEN ON...				
TV on demand	22	36%	64%	0%
Website	14	46%	54%	0%
Bus shelter	11	6%	94%	0%
Shopping Malls	16	38%	62%	0%

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

	Base	Yes	No	Unsure
PICTURE OF HOUSE SEEN ON...				
TV on demand	24	17%	83%	0%
Website	14	63%	37%	0%
Bus shelter	13	38%	62%	0%
Shopping Malls	10	42%	58%	0%
WOMAN NEXT TO PAPER STACK SEEN ON...				
TV on demand	23	15%	85%	0%
Website	22	23%	77%	0%
Bus shelter	7	14%	86%	0%
Shopping Malls	7	14%	86%	0%
HAMSTERS EATING NZ CUISINE				
TV on demand	19	14%	86%	0%
Website	10	20%	80%	0%
Bus shelter	7	14%	86%	0%
Shopping Malls	8	15%	85%	0%
RESULT OF ADS...				
...VISIT WHATSMYNUMBER.ORG.NZ				
Yes	48	35%	61%	4%
No	409	9%	90%	1%
...VISIT POWERSWITCH.CO.NZ				
Yes	41	29%	69%	2%
No	416	10%	89%	1%
...CHECK CURRENT DEAL				
Yes	55	100%	0%	0%
No	402	0%	99%	1%
...SWITCH SUPPLIER				
Yes	34	69%	23%	8%
No	422	7%	92%	1%
LAST MONTHS				
Discussed providers	117	25%	71%	4%
checked savings	78	20%	77%	3%
Contacted current supplier	52	22%	76%	2%
Contacted other supplier	35	27%	62%	11%
Switched supplier	30	10%	76%	14%

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	456	8%	91%	1%
LOCATION				
Auckland	137	3%	95%	2%
Wellington	50	4%	94%	2%
Christchurch	53	12%	84%	4%
Provincial	217	10%	89%	1%
Rural	90	10%	90%	0%
North Is	338	7%	92%	1%
South Is	118	8%	90%	2%
SEX				
Male	214	7%	92%	1%
Female	243	8%	90%	2%
AGE GROUP				
Under 30	54	26%	74%	0%
30-44	118	8%	90%	2%
45-59	138	4%	95%	1%
60 Plus	145	4%	95%	1%
PERSONAL INCOME				
Less than \$15,000	37	9%	91%	0%
\$15,001-30,000	98	9%	91%	0%
\$30,001-50,000	83	8%	89%	3%
\$50,001-70,000	69	1%	97%	2%
More than \$70,000	105	7%	91%	2%
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Pacific Island	15	0%	100%	0%
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