

[REDACTED]

28 July 2025

Dear [REDACTED]

**Re: Official Information Act Request: Investment into surveys among adult New Zealanders**

Thank you for your email on Monday 30 June in which you requested information under the Official Information Act 1982. You requested:

*For each year (financial or calendar, whatever is easiest) with the 10-year period 2015-2024, please provide detailed information on how much your agency/crown entity has spent on the commissioning of surveys among adult New Zealanders (i.e. I am not interested in customer only surveys).*

*Within each of the 10 years, I seek a list of all such surveys – their name, cost (rounded to nearest \$5-\$10k is fine), sample frame and sample size, and their purpose (i.e. performance measurement, informing investment, or other – please state reason).*

*I am essentially looking for a written collation of information (e.g. a table which might look like the following), I do not need related records. Some of the information requested is likely to have already been collated in relation to annual Estimates questions, although some further information is likely to be needed to be added.*

EECA's response is attached to this letter as **appendix one**.

Note, the below information is being withheld under Section 18e of the Official Information Act: that the document alleged to contain the information requested does not exist or, despite reasonable efforts to locate it, cannot be found.

- Market Research (2016, value \$54,000)
- Auckland Showerhead research project (2018, value \$20,000)

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.eeca.govt.nz/about/news-and-corporate/official-information/> with your personal information removed.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'MH', followed by a long horizontal stroke and a small 'd' at the end.

Megan Hurnard  
**Group Manager, Insights Data and Communications**

## Appendix One: Response table

Survey name	Cost (excl. GST)	Sample frame	Sample size	Purpose
2015				
EECA Energy Rating Labels Quantitative research	\$46,350	<p>20 focus groups total across Auckland &amp; Wellington with 6-8 participants each.</p> <p>Online survey of recent purchasers (12 months) across 6x categories. 1205 surveys total.</p> <p>Phone interviews with stakeholders regarding 7x appliances. 19 interviews conducted.</p> <p>Phase two: 30 in-home face-to-face interviews with decision-makers and recent purchasers (past six months) of either heat pumps, refrigerators or washing machines.</p> <p>Spread across a mix of demographics: age, gender and household income</p>	<p>140 focus group members</p> <p>1205 survey respondents</p> <p>19 phone interviews</p> <p>30 face-to-face interviews</p>	This summary report covers two components of a wider research programme into understanding the role of energy-efficient labels in people's decision-making process.
EECA Business Monitor 2015	\$44,900	<ul style="list-style-type: none"> <li>In 2015, the Business Monitor was for the first time conducted solely</li> </ul>	531	<ul style="list-style-type: none"> <li>The primary motivation of the Business Monitor is to set and measure the progress of fundamental areas, specifically SOI</li> </ul>

		<p>online using the Research Now online panel.</p> <ul style="list-style-type: none"> <li>• 175 interviews were achieved amongst medium, large and super-large energy users ensuring that views of a variety of businesses falling across the three main areas of industrial, commercial and transport.</li> <li>• 114 of these interviews were obtained amongst those in CSuite roles and 61 amongst those in Ops roles.</li> <li>• Interviews skewed towards larger energy using businesses.</li> <li>• The data is weighted to be representative based on figures from the 2012 Business Information Project using energy spend and business size</li> </ul>		<p>targets and business plan reporting for EECA Business.</p> <ul style="list-style-type: none"> <li>• In the Sprint version of the monitor, the research gauges awareness of, attitudes towards, and willingness to engage with energy management within business structure, as well awareness of organisations that operate within this space e.g. EECA &amp; EECA Business.</li> </ul>
Energy Spot Evaluation 2015	\$35,625	<p>Age: over 18 years old</p> <p>Region: nationally representative</p> <p>Sample excludes those who have completed EECA surveys in the last 6 months.</p>	809	<p>The Energy Spot campaign has been on air for 7 years with over 30 episodes having flighted.</p> <p>An evaluation of the effectiveness of The Energy Spot campaign has been conducted annually since 2009. This study repeats questions asked in the EECA / Ipsos consumer monitor with a larger sample size and therefore greater statistical reliability.</p>

				<p>The purpose of this research is to:</p> <ul style="list-style-type: none"> <li>• Conduct annual Energy Spot research that will allow EECA to get a strong view on public attitudes towards the campaign.</li> <li>• Understand the role of The Energy Spot and whether it encourages energy efficiency improvements.</li> <li>• Provide insights into the role The Energy Spot could play in helping consumers understand what energy efficiency improvements they could do next.</li> </ul>
EECA Consumer Monitor 2015/16  (quarterly reports)	\$173,550	The sample is made up of a general population sample from the Research Now panel.	<p>Jan-Mar 2015: 752</p> <p>April-Jun 2015: 1,501</p> <p>Jul-Sept 2015: 747</p> <p>Oct-Dec 2015: 977</p>	EECA's Consumer Monitor tracks the awareness, attitudes and behaviours of New Zealanders in relation to energy efficiency, conservation and renewable energy. It provides a snapshot of what and how New Zealanders are thinking.
<b>2016</b>				
Residential Deep Dive Qualitative Research	\$49,000	New Zealand homeowners of insulated and uninsulated homes.	20	Qualitative research into how households think, feel and act in relation to 'home performance' problems. This research uses the Otago University Energy Cultures framework. This research is being used to inform next steps for the campaign.

EECA Labels – Qualitative Pathfinder	\$65,105	<p>Thirty (30) in-home face-to-face interviews of up to 90 minutes were conducted during May and June 2016.</p> <ul style="list-style-type: none"> <li>• Participants were decision-makers and recent purchasers (past six months) of either heat pumps, refrigerators or washing machines. In a few cases the purchase of refrigerator and washing machine was conducted within the same journey.</li> <li>• There were four broad regions covered – Northland, Auckland, Otago and Southland as indicated. A good mix of metro, provincial and rural participants.</li> <li>• Participants were spread across a mix of demographics such as age, gender and household income.</li> </ul>	30	<p>Following up on EECA labels research conducted in 2015, this project aims to provide detailed consumer journeys for the purchase of heat pumps, refrigerators and washing machines.</p> <ul style="list-style-type: none"> <li>• The EECA labels of focus for this project are the Energy Rating Label and ENERGY STAR.</li> <li>• In particular EECA wants to understand: <ul style="list-style-type: none"> <li>○ What the key influencing factors are during the different stages of the shopper journey;</li> <li>○ What influence labels have in the purchase decision of shoppers;</li> <li>○ The opportunities for EECA to increase their influence in the decision-making process.</li> </ul> </li> </ul>
EECA Business Monitor Sprint 2016	\$45,000 (\$29K billed in 2016/17)	<p>The Business Monitor was conducted solely online using the Research Now online panel (~15 mins).</p> <ul style="list-style-type: none"> <li>• 2016 was the first year we interviewed solely medium and</li> </ul>	200 businesses	<ul style="list-style-type: none"> <li>• The primary motivation of the Business Monitor is to set and measure the progress of fundamental areas, specifically SOI targets and business plan reporting for EECA Business.</li> <li>• In the Sprint version of the monitor, the research gauges awareness of, attitudes</li> </ul>

		<p>large energy users, excluding the Top-200 energy-using businesses, e.g. Super-Large Energy Users.</p> <ul style="list-style-type: none"> <li>• The data is weighted to be representative based on figures from the 2012 Business Information Project using energy spend and business size.</li> </ul>		<p>towards, and willingness to engage with energy management within business structure, as well awareness of organisations that operate within this space, e.g. EECA and EECA Business.</p>
EECA Consumer Monitor 2016/17	\$181,575	New Zealanders (representative in terms of age, gender, region).	<p>Jan-Mar 2016: 755</p> <p>Apr – Jun 2016: 750</p> <p>Jul – Sept 2016: 750</p> <p>Oct – Dec 2016: 757</p>	EECA's Consumer Monitor tracks the awareness, attitudes and behaviours of New Zealanders in relation to energy efficiency, conservation and renewable energy. It provides a snapshot of what and what New Zealanders are thinking.
EV Research Stage 1 Qualitative Research	\$61,365	Phase 1: Qual research. 30 interviews total with decision or joint decision-maker for car purchase. Across Auckland (20) and Christchurch (10). With people with a household income level greater than \$60,000 PA.	30	Understand people's relationship with their car to identify how EVs can be positioned to meet the motivational needs of car owners.
EV TVC concept testing	\$22,750	<p>Age: over 16 years old</p> <p>Region: nationally representative</p>	505	Evaluate the EV TV spot.

Labels - Pathfinder mapping	\$32,553	<p>Participants were decision-makers and recent purchasers (past six months) of either heat pumps, refrigerators or washing machines.</p> <p>There were four broad regions covered – Northland, Auckland, Otago and Southland as indicated. A good mix of metro, provincial and rural participants.</p> <ul style="list-style-type: none"><li>• Participants were spread across a mix of demographics such as age, gender and household income.</li></ul>	30	<p>Following up on EECA labels research conducted in 2015, this project aims to provide detailed consumer journeys for the purchase of heat pumps, refrigerators and washing machines.</p> <p>The EECA labels of focus for this project are the Energy Rating Label and ENERGY STAR. In particular EECA wants to understand:</p> <ul style="list-style-type: none"><li>• What the key influencing factors are during the different stages of the shopper journey;</li><li>• What influence labels have in the purchase decision of shoppers;</li><li>• The opportunities for EECA to increase their influence in the decision-making process.</li></ul>
Market research	\$54,000	Withheld under section 18e- Information not found.		
2017				
Censydiam Stage 2 Quantitative - General/EV	\$58,140	Phase 2: Quant research. 1000 respondents.	1,030	Understand people’s relationship with their car to identify how EVs can be positioned to meet the motivational needs of car owners.
Landlord Quantitative research	\$29,800	<p>197 amateur landlords. They own 1-2 rental properties, representing 249 properties in the sample.</p> <p>48 semi-professional landlords. They own 3 or more rental properties,</p>	245	EECA wanted to support the early uptake of insulation compliance for rental properties by running a communications campaign. Several hypothesis were developed to why uptake was low based on existing research EECA commissioned further research to fully understand the needs and motivations



		representing 164 properties in the sample.		of landlords and how they segment (semi-professional and amateur ‘ma’ and ‘pa’) from a quantitative perspective. The aim was to identify the most relevant communication messages to accelerate uptake of compliance with the new insulation requirements for rental properties.
Consumer monitor	\$168,998	New Zealanders (representative in terms of age, gender, region).	Estimate 3,000 (~750 per quarter)	EECA’s Consumer Monitor tracks the awareness, attitudes and behaviours of New Zealanders in relation to energy efficiency, conservation and renewable energy. It provides a snapshot of what and what New Zealanders are thinking.
Lighting research	\$22,800	We interviewed a nationally representative sample for this study based on age, gender & region.	502	Provide an updated understanding of the role of efficient lighting in the home. Measure known and identify potentially unknown barriers towards efficient lighting options among NZ consumers to understand if there has been a shift in perceptions. Understand whether people are happy with current energy-efficient lighting alternatives (particularly LEDs) vs. incandescent.
<b>2018</b>				
Summary of climate change market themes	\$9,500	Adults aged 18-64 in NZ.	501	Examines public opinion across a range of issues across the globe.

				In this particular, there were a set of questions related to opinions around climate change.
Qualitative research on feebate proposal	\$38,500	<p>All participants were required to have a household income above \$60,000 NZD; we recruited a mixture of:</p> <p>Household mid income: \$60,000 – \$100,000 NZD</p> <p>Household high income: Above \$100,000 NZD</p>	24	This research will provide EECA and MoT with an understanding of acceptability towards the introduction of a Feebate Scheme and acceptability of different Feebate levels.
Plunket antenatal research	\$16,866	We conducted an online survey with 377 parents that were either expecting a child in the next 9 months or parents with a child 4 years and below. The parents were recruited using SSI's New Zealand national representative panel.	377	<p>Behavioural Science Research: Nudges to get parents to create a healthy home environment.</p> <p>Research Question 1. Is antenatal a good time to get parents to take actions?</p> <p>Research Question 2. Check antenatal parents' understanding of healthy homes.</p> <p>Research Question 3. What are the barriers to create a behaviour change?</p>
Auckland City showerhead research project	\$20,000	<i>Withheld under section 18e- Information not found.</i>		

EV/Fleet manager research	\$66,300	<p><b>Quantitative CATI survey of Fleet Managers and Business Owners (n=200)</b></p> <p>We spoke to businesses who had a minimum of 5 light vehicles in their fleet and the person spoken to was a fleet manager or other fleet decision-maker.</p> <p><b>Qualitative Research</b> <b>Fleet Manager interviews (n=12)</b></p> <p>We spoke to a variety of fleet managers with different vehicle types and vehicle arrangements, i.e. pool vehicles.</p>	<p>Survey: 200</p> <p>Interviews: 12</p>	Understand if the barriers for private fleets have shifted or changed and how EECA might be able to influence and support purchasing decisions when it comes to electric vehicles.
Consumer monitor	\$119,377	New Zealanders (representative in terms of age, gender, region).	3,000 (750 per quarter)	Monitor the mood of the nation around climate change, energy efficiency and topics like EVs.
Foundation market research (qualitative and quantitative) to support new consumer and business campaigns	\$213,646	New Zealanders spread across life stage, age, gender, ethnicity. Businesses spread across industry sector and size.	<p>Qualitative: 30</p> <p>Quantitative: 1,415</p>	Seeks to inform what beliefs New Zealanders have around climate change, emissions and energy efficiency, and where engaging hearts and minds could be influential, and with what types of people. As such it forms part of a toolbox of information that EECA can use to encourage people to take action.

2019				
Lighting research (note this research was completed September 2018)	\$12,500	People who are responsible for the purchase of light bulbs accessed via an online sample.	1,003	<p>Follow-up questions to 2017 Ipsos lighting research. This research examines the following:</p> <ul style="list-style-type: none"> <li>• How much would people be prepared to pay for a LED light bulb?</li> <li>• How would people feel if incandescent light bulbs were no longer available in supermarkets and hardware stores?</li> <li>• What practical difficulties, if any, would this cause?</li> <li>• What types of light bulbs would people switch to?</li> <li>• Would people just not replace bulbs?</li> <li>• How would they feel – angry, neutral, positive?</li> </ul>
Climate change communication research – desktop study plus focus group testing	\$66,238	Representative of Kiwis in terms of age, gender, ethnicity and region.	500	Harness the insight we already have around climate messaging and kiwi cultural codes to produce a resource that can successfully guide organisations' messaging around climate change.
Business research monitor	\$31,250	<p>Sample:</p> <ul style="list-style-type: none"> <li>• All to be businesses with 3 + employees.</li> <li>• Mix of industries - but all need to have at least 2 vehicles they use for business (eg: company cars, vans, etc).</li> </ul>	15	How do we motivate businesses to take action on clean and clever energy use over the next 12 months.

		<ul style="list-style-type: none"> <li>• Need to have a business premise.</li> <li>• At least half to be involved in some type manufacturing.</li> <li>• Business efficiency seekers/environmental realists</li> </ul>		
EVMe focus groups	\$4,890	People who had exposure to the EVMe app through the previous rounds of testing, with only two participants seeing it for the first time.	12	Highlights key findings and outlines next steps required to close off the design phase of EVMe.
WKH barriers and motivations	\$20,000	New Zealanders (representative in terms of age, gender, region).	22	Identify and understand the barriers and motivations for taking up Warmer Kiwi Homes grants.
Consumer monitor	\$88,500	New Zealanders (representative in terms of age, gender, region).	3,000 (750 per quarter)	Monitor the mood of the nation around climate change, energy efficiency and topics like EVs.
Business monitor	\$41,500	NZ business decisions makers who are responsible for energy or transport decisions.	500	Monitors the mood of the nation around climate change, energy efficiency and topics like EVs. It tracks New Zealanders' response to key issues and initiatives relevant to EECA through two tracking monitors. The monitors are designed to assess how we're going vs. our strategic focus areas.
Hospital Research	\$31,938	Small and large DHBs nationwide.	7	To gain an understanding of the challenges DHBs face in implementing energy efficiency projects and to uncover ways that EECA could support DHBs to assist them to invest in energy efficiency initiatives

LED Bulbs concept testing	\$8,900	New Zealanders (representative in terms of age, gender, region).	400	Drive interest and preference for LED bulbs.
<b>2020</b>				
Smart Charging research	\$46,138	Of a total of 671 total responses: <ul style="list-style-type: none"> <li>• 220 were Current EV Owners</li> <li>• 451 were considering buying an EV within the next 5 years ('Considerers')</li> </ul>	671	We wanted to understand how best to encourage uptake of EV smart chargers. We wanted a clear understanding on the 'who, what, where, when, how' for EECA's communications and programme planning. This work will also inform EECA's partners.
Connecting with Businesses	\$31,734	Decision-makers in small to medium enterprises across New Zealand.	15	The mood and sentiment of businesses now to inform new campaign development. <ul style="list-style-type: none"> <li>• Specific information that will inform tactics</li> <li>• Where businesses are at - motivations and pain points</li> <li>• Information that will resonate</li> <li>• Cost and what combination of other factors</li> <li>• In what specific areas (e.g: transport, premises, new ways of working)</li> <li>• Building on short term behaviour changes, cultural shifts (or structural changes).</li> <li>• What solutions and information businesses may want?</li> </ul>
SME Nudges research	\$9,600	Decision makers from SMEs, semi-urban or rural areas across NZ.	388	Testing and evaluating which nudges trigger a positive automatic response for reducing carbon emissions.

Consumer Monitor	\$88,500	New Zealanders (representative in terms of age, gender, region).	3,000 (750 per quarter)	Monitor the mood of the nation around climate change, energy efficiency and topics like EVs.
Business Monitor	\$42,710	NZ business decisions makers who are responsible for energy or transport decisions.	623	Monitors the mood of the nation around climate change, energy efficiency and topics like EVs. It tracks New Zealanders' response to key issues and initiatives relevant to EECA through two tracking monitors. The monitors are designed to assess how we're going vs. our strategic focus areas.
<b>2021</b>				
Electric Vehicle Charging Habits	\$14,300 plus a \$500 incentive prize	EV owners.	932	To better understand the charging habits of private light passenger EV owners, and to gain insights into the use of public EV charging. EECA believes the public and end consumer perspectives and insights are key to understand how to mobilise New Zealanders to be clean and clever energy users. The results of the survey are intended to provide evidence based research and insights for both industry and government into EV charging infrastructure.
Testing transport campaign lines	\$5,195	New Zealanders (representative in terms of age, gender, region).	367	Testing potential campaign messaging.

Consumer Monitor	\$98,693	New Zealanders (representative in terms of age, gender, region).	3000 (750 per quarter)	Monitor the mood of the nation around climate change, energy efficiency and topics like EVs.
Business Monitor (Nov 21 & May 22)	\$59,420	NZ business decisions makers who are responsible for energy or transport decisions.	Nov: 514 May: 537	Monitors the mood of the nation around climate change, energy efficiency and topics like EVs. It tracks New Zealanders' response to key issues and initiatives relevant to EECA through two tracking monitors. The monitors are designed to assess how we're going vs. our strategic focus areas.
Gen Less 3.0 Focus Group testing	\$16,700	New Zealanders (representative in terms of age, gender, region).	15	To explore the System 1 emotional response and relevance of the new Gen Less campaign.
Gen Less 3.0 Campaign Dip	\$5,830	New Zealanders (representative in terms of age, gender, region).	250	To measure the comprehension and short- and long-term behaviour change of Gen Less 3.0 campaign.
<b>2022</b>				
Gen Less 3.0 Mash Up Creative Concept testing	\$11,650	New Zealanders (representative in terms of age, gender, region).	450	To inform future development of the Gen Less 3.0 campaign. This research was designed to explore three different versions of the ad's creative to work out the optimal future direction – which version resonates most strongly with audiences and will influence them in the way we want.



Business Qualitative Research Stage 1	\$30,540	NZ business decisions makers who are responsible for energy or transport decisions.	15	Understand motivations, barriers, and triggers to action to inform the ongoing campaign and EECA activity.
Business Qualitative Research Stage 2	\$20,360	NZ business decisions makers who are responsible for energy or transport decisions.	15	To inform business strategy and a 2023 campaign, we need to understand the perspective of business decision makers about where they are on their journey to reducing emissions and finding out what will motivate them to act.
Business Monitor (Nov 22 & May 23)	\$69,640	NZ business decisions makers who are responsible for energy or transport decisions.	Nov: 521 May: 508	Monitors the mood of the nation around climate change, energy efficiency and topics like EVs. It tracks New Zealanders' response to key issues and initiatives relevant to EECA through two tracking monitors. The monitors are designed to assess how we're going vs. our strategic focus areas.
Consumer Monitor FY23	\$109,270	New Zealanders (representative in terms of age, gender, region).	3,000 (750 per quarter)	Monitors the mood of the nation relating to climate change, energy emissions and efficiency, and topics like electric vehicles. We use insights from three key sources to track New Zealanders' response to key issues and initiatives relevant to EECA and to track how we're going vs our strategic focus areas.
TVNZ Climate Special results	\$14,900	New Zealanders (representative in terms of age, gender, region).	200	Measure climate beliefs, impact of different actions, comprehension of the campaign and brand attribution/performance before and after special aired.

2023				
EV Public Charging	\$18,900	BEV and PHEV owners in New Zealand, aged 18+.	605	To update our understanding of current charging habits of BEV and PHEV owners Insights from this research help demonstrate the dynamic between residential and public charging, including motivators and barriers to public charging. The research will help to inform future investment in the public charging network across New Zealand.
Winter Energy pre campaign baseline	\$9,700	Those aged 25 or over, with an annual household income of less than \$100k and who describe their financial position as 'uncomfortable' or 'very uncomfortable'.	838	<ol style="list-style-type: none"> <li>1. Assess EECA's and Consumer NZ's Winter Energy Savings campaign performance against top-level metrics (recall of campaign materials, message out-take, claimed actions taken and any overall claimed impact)</li> <li>2. Provide learnings on campaign that can be used for future campaigns to help Kiwis save on power bills (tone, messenger, perceived efficacy)</li> <li>3. Provide an overall assessment of success against the intervention logic</li> </ol>
Business Campaign - Creative Testing	\$15,900	New Zealanders (representative in terms of age, gender, region).	150	Test campaign key messages that would most resonate and motivate business decision makers.

Business Monitor Dip	\$12,200	NZ business decisions makers who are responsible for energy or transport decisions.	152	Prior to launching the business campaign, this research tested campaign messages that would most resonate and motivate the business audience.
Consumer Monitor FY24	\$68,012	New Zealanders (representative in terms of age, gender, region).	3,000 (750 per quarter)	EECA's market research programme monitors the mood of the nation relating to climate change, energy emissions and efficiency, and topics like electric vehicles. We use insights from three key sources to track New Zealanders' response to key issues and initiatives relevant to EECA and to track how we're going vs our strategic focus areas.
Business monitor - quarterly reporting	\$128,480	New Zealand businesses of all sizes, sampling business decision makers in relevant areas including decision makers responsible for personnel, vehicle or energy decisions.	Q1-2: 1,008 Q3-4: 1,026	This research monitors the mood of the nation around climate change, energy efficiency and topics like EVs. It tracks New Zealanders' response to key issues and initiatives relevant to EECA through two tracking monitors.
Electrify my home - appliance report	\$56,400	New Zealand homeowners.	1,400	<ul style="list-style-type: none"> <li>Determine the current stock of appliance/systems in the house that have the potential to be electrified in a smart way.</li> <li>Assess awareness and consideration of smart electrification options.</li> <li>Assess triggers and timeframes for change</li> <li>Assess high level motivations and barriers to change</li> <li>Understand general awareness levels of smart/renewable</li> </ul>

Consumer monitor deep dive	\$20,000	New Zealanders (representative in terms of age, gender, region).	750	Reviewing 3 years of consumer monitor data to see macro trends and analysis.
Business campaign report	\$12,000	New Zealanders (representative in terms of age, gender, region).	508	Research to measure the impact of the 2023 business campaign 'The Future of Business is Low Emissions' with a business audience.
Commute Campaign Concept Testing	\$11,700	Commuters in main centres – defined as those aged between 18 and 69, working or studying, living in Auckland, Wellington, Canterbury or Waikato region and identifying as living within an urban or suburban area. We also excluded those who worked or studied mainly from home.	507	To inform creative execution - identifying which campaign of two concepts will best fulfil the campaign objective.
Transport Monitor FY24	\$85,400	New Zealanders (representative in terms of age, gender, region).	1,039	To gain insight on New Zealanders' transport behaviour and the context of their choices, including motivations, barriers and attitudes.
<b>2024</b>				
Switch On Baseline collection	\$43,000	NZ adults who met the following criteria: <ul style="list-style-type: none"> <li>Currently own their home</li> <li>Identify as financially comfortable</li> </ul>	723	The aim of this research is to provide a baseline measure on the awareness, knowledge and current levels of understanding that New Zealand homeowners have of home electrification,

		<ul style="list-style-type: none"> <li>• Are decision makers for their household bills</li> <li>• Live in a single occupancy (or flat-share) with a household income of \$70k or above, or live as a couple of family, with a household income of \$100k or above</li> </ul>		and to gauge the current landscape for future implementation.
Smart Charger Research	\$58,430	A consumer panel of 18+ EV owners and considerers.	253	Gain insight to understand important and compelling factors in the purchase decision that will influence smart charger consideration, including the impact of possible interventions such as EECA approved style labelling.
Switch On Concept Testing	\$26,500	<p>Families – with 1 or more dependent kids at home</p> <ul style="list-style-type: none"> <li>• Empty nesters – no kids in the household, aged 55+</li> <li>• Renovator intenders – homeowners with a minimum household income of \$100k or more, who are looking to carry out renovations / home improvements in the next 2 years. This group can be of any age, and with or without children at home.</li> </ul>	12-15	Consumer insight into the most effective campaign creative options.
Electrify - Trades perspective	\$93,700	Tradespeople (plumbers, electricians).	322	EECA aims to increase homeowners' awareness and consideration towards more efficient appliances and needs insight to

				enrich understanding of how tradespeople influence across the purchase journey.
Consumer monitor	\$54,288	New Zealanders (representative in terms of age, gender, region).	750 per quarter	EECA's market research programme monitors the mood of the nation relating to energy emissions and efficiency, and topics like electric vehicles. We use insights to track New Zealanders' response to key issues and initiatives relevant to EECA and to track how we're going vs our strategic focus areas.
Business monitor	\$48,250	New Zealand business decision makers.	680	The purpose of the business monitor is to distinctly understand businesses' relationship with energy, in particular EECA's three focus areas: <ul style="list-style-type: none"> <li>• Empowering Energy Users</li> <li>• Energy Efficiency First</li> <li>• Accelerate Renewables</li> </ul>