EECA Consumer Energy Monitor

Q3 FY25

June 2025

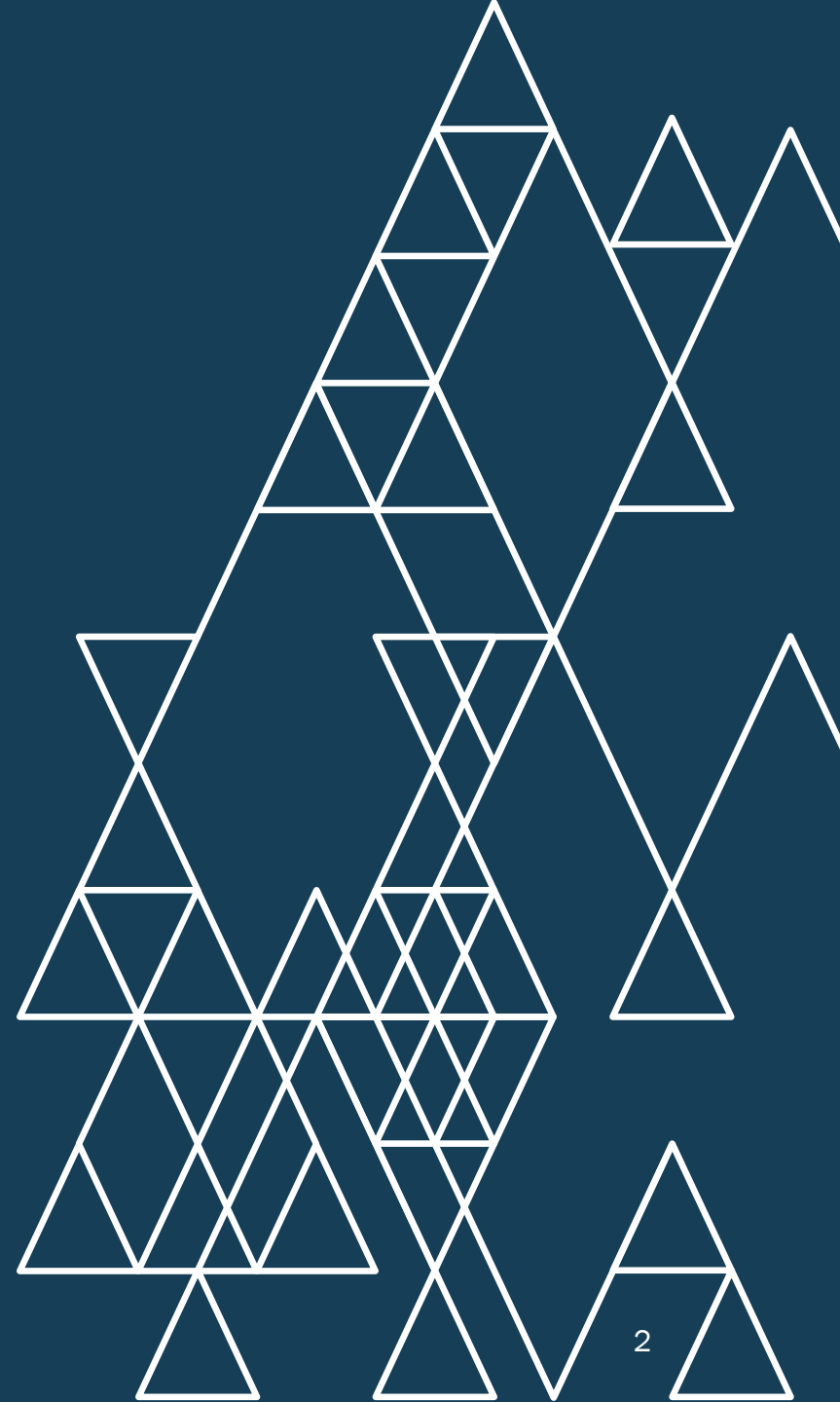
TE TARI TIAKI PŪNGAO
ENERGY EFFICIENCY & CONSERVATION AUTHORITY

Background

This study is designed to understand New Zealanders' relationship with energy:

The monitor captures data on how New Zealanders are interacting with energy in their home. Alongside broader behavioural and attitudinal trends, this study allows EECA to assess how to further empower households to use energy more efficiently.

This report includes results from July 2024 to March 2025.



Methodology

Each quarter, approximately 750 New Zealanders aged 18+ take part in an online survey designed to capture insight in the following areas:

- Context of energy use (house age, energy supply, household structure etc.)
- Approach to energy consumption (how aware they are of their energy costs, their sentiment towards this, what actions – if any – they are aware they could take to reduce energy use, and what they actually do)
- Broader attitudes towards energy, knowledge of renewables and appetite to find out more
- Awareness and engagement with EECA and related brands.

This report explores four key sub-groups, which were identified as having lower levels of energy efficiency awareness and action. These were:

- Households with higher electricity bills
- People who do not perceive their homes as warm
- Households with children
- Non-homeowners

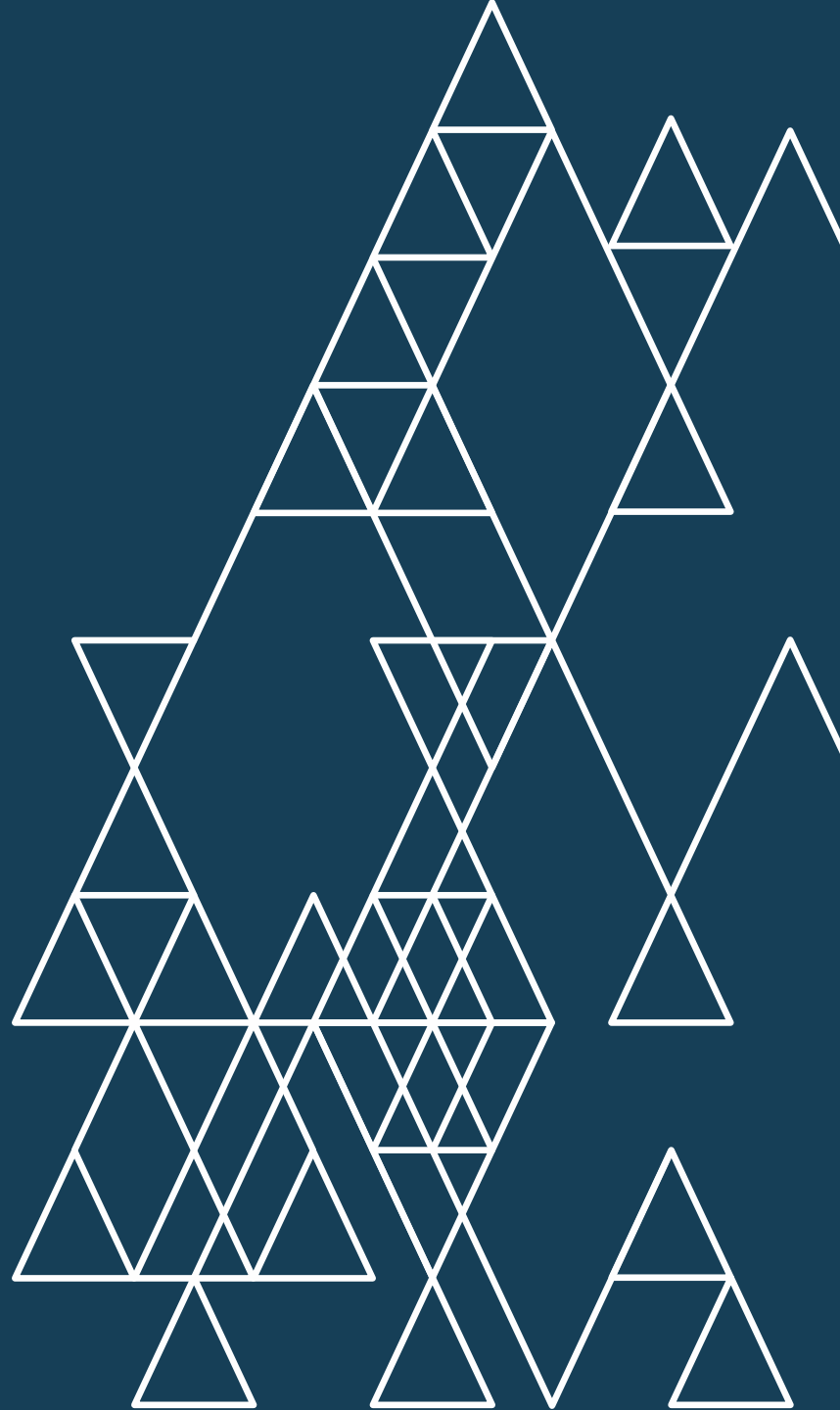
The sample is nationally representative based on age, gender and region.

This quarter, n=758 took part in the study, giving a margin of error of +/- 3.8% at a 95% confidence interval. Fieldwork took place from 19/01/25 – 22/03/25.

In total, a sample of 2,308 survey responses were analysed, across the 3 quarters.

Executive Summary

- New Zealanders have a reasonable awareness of actions that will make a meaningful difference to their energy usage and bills through winter.
    - However, there is further potential to increase awareness of using appliances off-peak, reducing draughts, installing LED lights and cleaning heat pump filters.
- There is room to strengthen the uptake and regularity of all the energy efficiency actions – even actions with high awareness.
    - Particularly around targeted appliance use – LED lights, cleaning heat pump filters, and reducing draughts – to help NZ homes be more efficient and reduce power bills.
- Households that have children, and households that have higher electricity bills, have the greatest opportunity to take more actions to be energy efficient.
- There is further potential to increase New Zealanders' awareness and usage of off-peak energy plans.
    - Particularly among non-homeowners and those in colder homes, as they have the lowest use of off-peak energy plans.



EECA

This report

- With winter around the corner, it's timely to highlight the actions that all New Zealanders can take to use energy more efficiently and save money in the process.
- The actions reported on here have been identified as the ones that will make a meaningful difference to how much energy New Zealanders use and the size of their energy bills through the winter period.

This report details

1. The identified actions, and their potential impact on energy usage and bills.
2. New Zealanders' current awareness and uptake of these behaviours.
3. A focus on some important sub-groups of the population and identifying which behaviours they undertake to use energy more efficiently.
4. More detailed information around behaviours around off-peak energy usage.

Eight key actions would make a meaningful difference in reducing energy use and bills for Kiwi households

The identified actions, and their potential impact on energy usage and bills

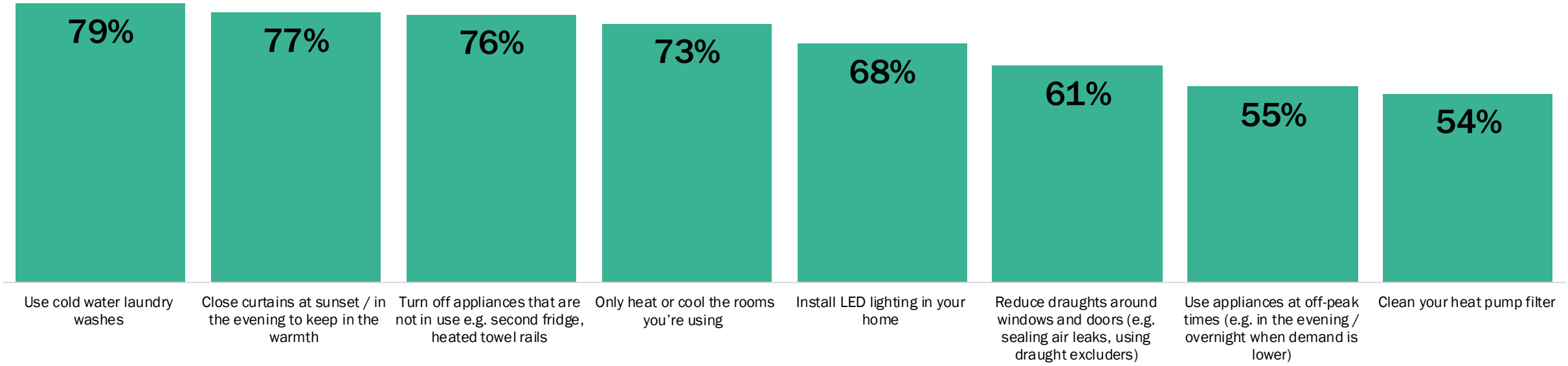
Action	Avg. % of home electricity consumption	Achievable reduction	Annual kWh savings	Annual $ savings
Only heat or cool the rooms you're using	26%	50%	945	$310
Turn off appliances that are not in use e.g., second fridge, heated towel rails	26%	33%	608	$200
Use appliances at off-peak times (e.g., in the evening / overnight when demand is lower)	21%	0%	0	$150
Reduce draughts around windows and doors (e.g., sealing air leaks, using draught excluders)	26%	15%	283	$90
Install LED lighting in your home	5%	80%	276	$90
Close curtains at sunset / in the evening to keep in the warmth	26%	13%	249	$80
Clean your heat pump filter	20%	10%	145	$50
Use cold water laundry washes	30%	4%	89	$30

Source: EECA internal analysis. Projected savings rounded to the nearest $10 interval.

New Zealanders tend to have a good level of awareness of most energy efficiency actions

New Zealanders could stand to improve awareness around shifting the use of appliances to off-peak times, and to clean heat pump filters to help save on their power bills.

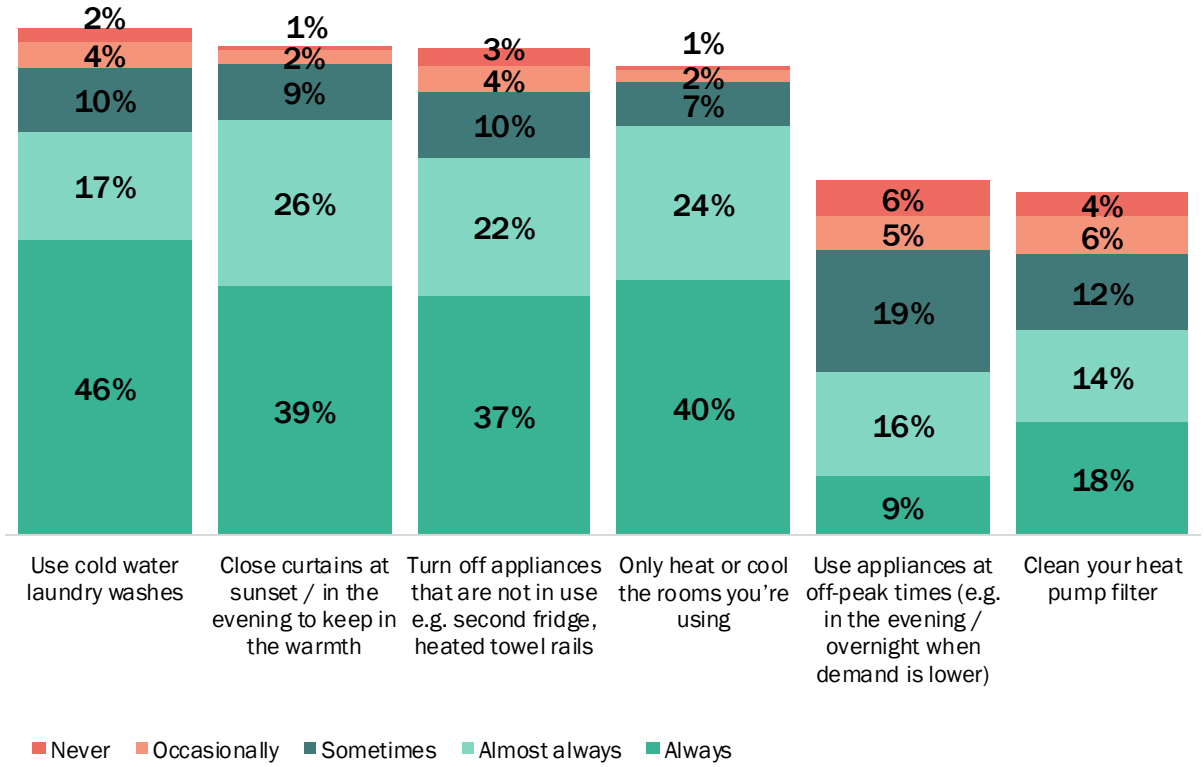
Awareness of efficiency actions to take



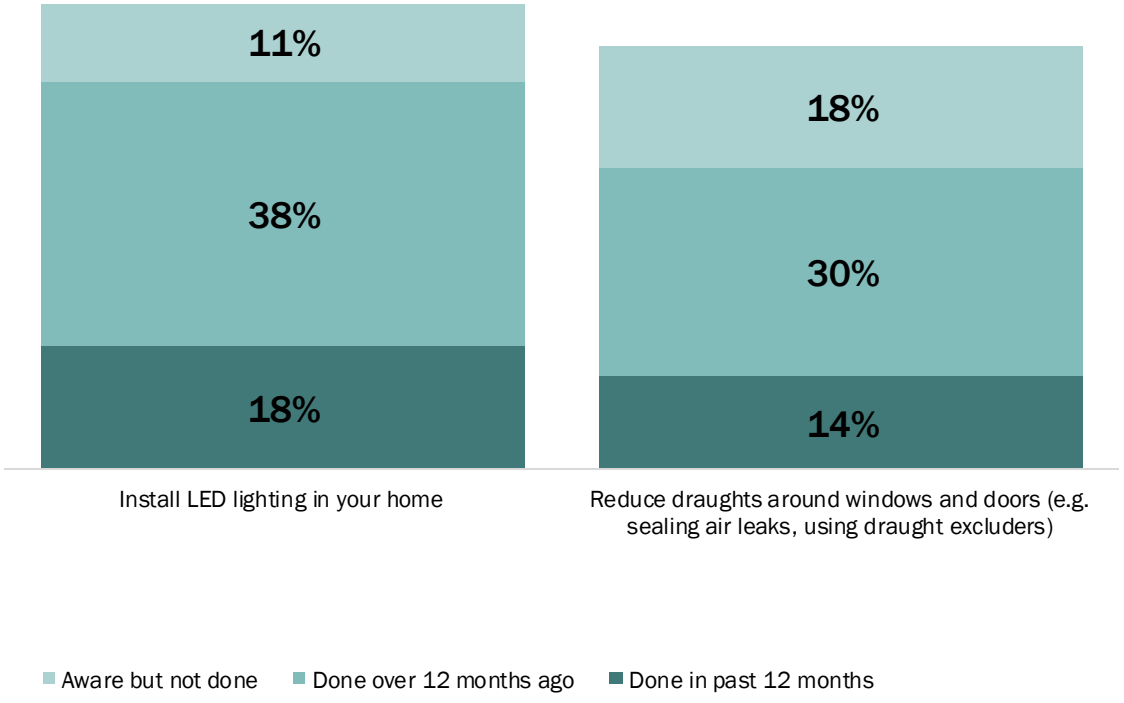
Q. Before today, were you aware of any of the following actions you could take to make your household energy use more efficient or increase your use of renewable energy?
By aware we mean you have heard of it in the past, you don't necessarily have to have done it.
Base: All Respondents Jan-Mar 25 n=758

There is room to strengthen uptake – even for the actions that have regular commitment

Uptake of low-cost actions



Uptake of actions that require investment



Q. And how often, if ever, do you do these in order to make your household energy use more efficient or increase your use of renewable energy?
Q. And which, if any, have you done?
Base: All Respondents Jan-Mar 25 n=758

Breaking down the data further

A view of sub-groups that are notably different to the rest of the population

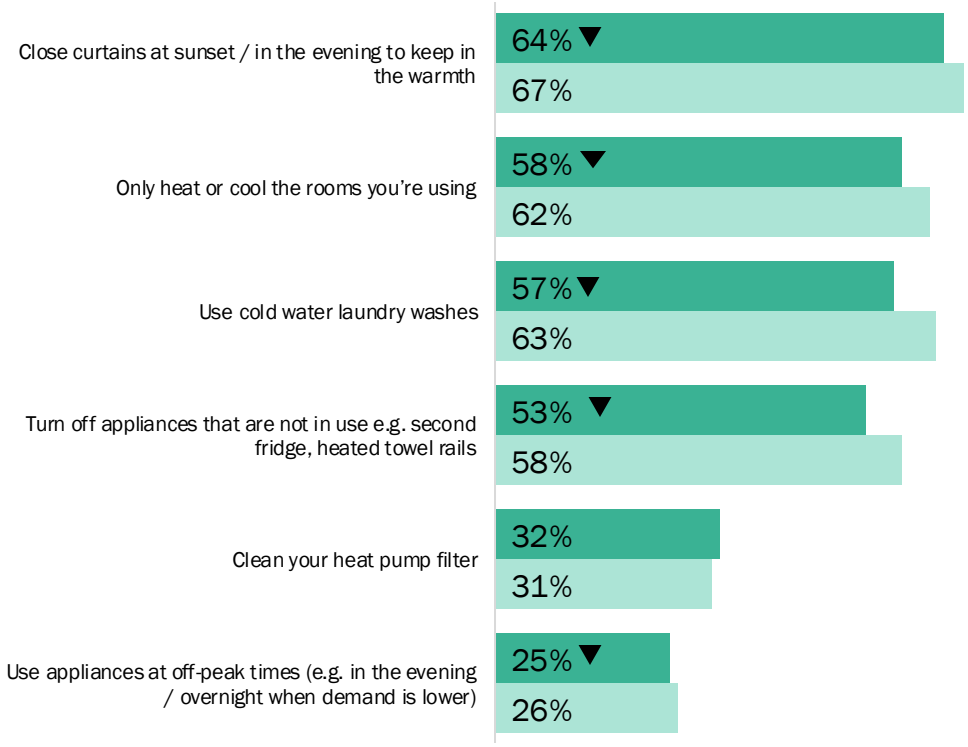
- Households with higher electricity bills
- People who do not perceive their homes as warm
- Households with children
- Non-homeowners

Households with higher electricity bills are less likely to undertake energy efficiency and saving measures

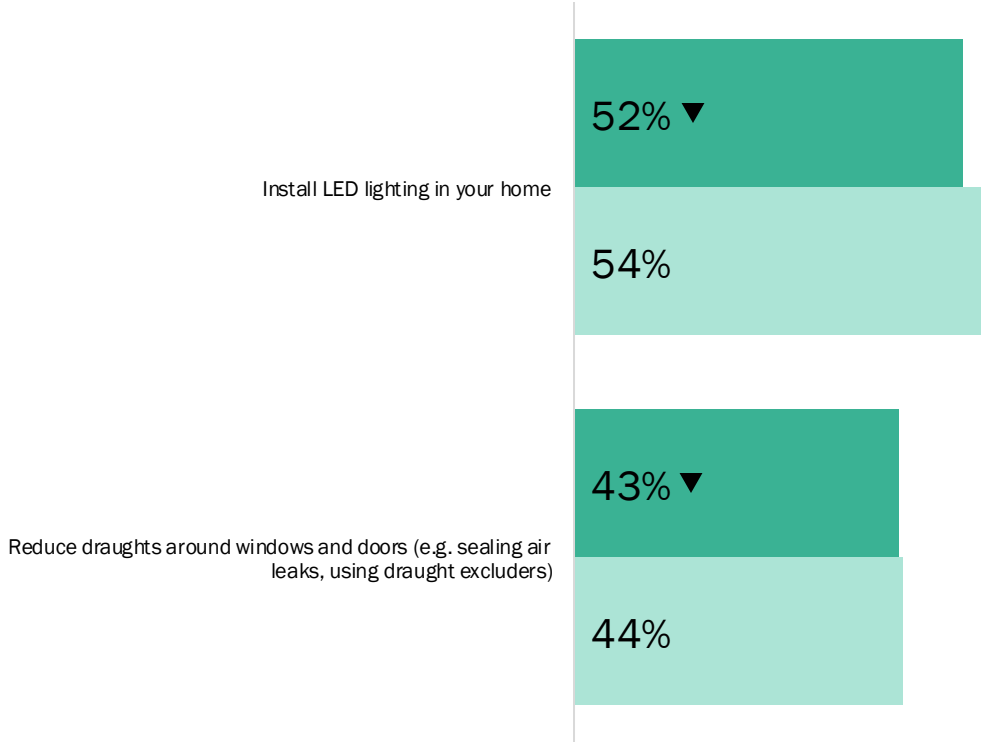
Breaking down the data further:
Higher Electricity Bills

This sub-group could stand from a broad targeting of behaviours across nearly all measures. The greatest relative gains could be found in closing curtains in the evening, only heating rooms in use, using cold water washes, turning off unused appliances.

% Always / Almost Always Doing Low-Cost Actions



% Ever Done Investment Actions



Higher energy bills
Total population

▲▼ Significantly higher or lower compared to other groups

EECA

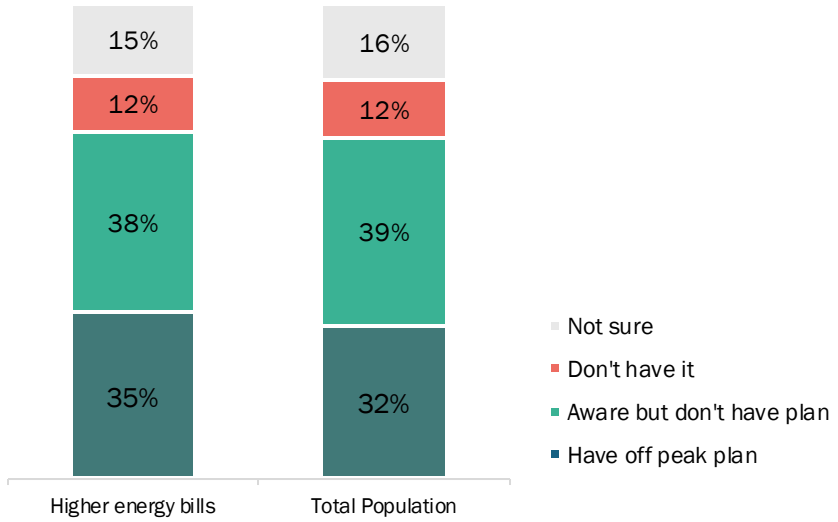
Q. And how often, if ever, do you do these in order to make your household energy use more efficient or increase your use of renewable energy?
Q. And which, if any, have you done?
Base: Total population Jul 24 – Mar 25 n =2308, Higher electricity bills (>$200) Jul 24 – Mar 25 n=855

Although less likely to be taking actions to reduce energy usage, these households are more likely to be shopping around for cheaper electricity rates

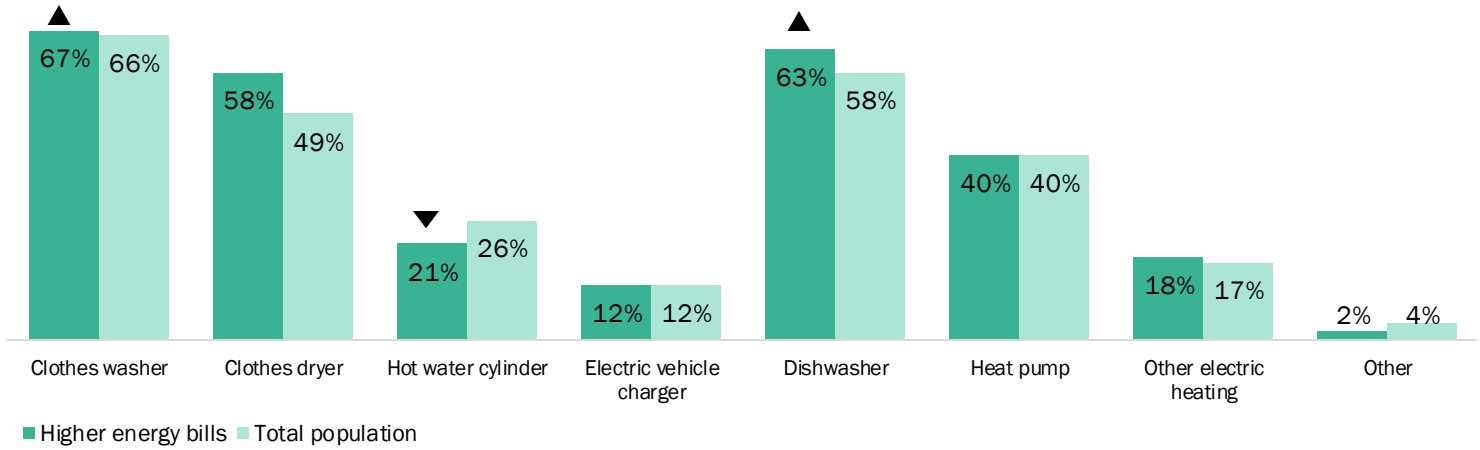
There could be an opportunity for this sub-group to make better use of off-peak plans and behaviours – of those with an off-peak plan, a greater proportion are using it a little rather than a lot.

Breaking down the data further:
Higher Electricity Bills

Off-peak pricing plans



Appliances used off-peak

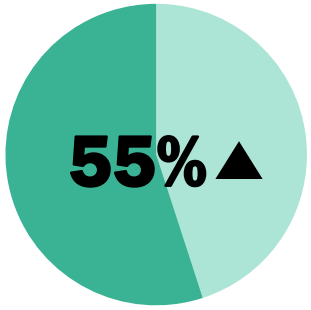


Of those with off-peak plans:

42% use off-peak power a lot
vs 42% Total population

46% use it a little
vs 45% Total population

12% don't use it or unsure
vs 13% Total population



Of electricity bill payers

have shopped around or changed supplier in the last 12 months (vs 51% of electricity bill payers across the total population)

Q. Are you currently on an electricity plan which has off-peak pricing?
Q. Do you or your household change your power usage to take advantage of off-peak power?
Q. What appliance(s) do you use during times of off-peak power to reduce your energy costs?

Q. Have you done any of the following in the past 12 months? (Shopped around for a new electricity supplier by comparing prices / services OR Engaged a new supplier / switched electricity providers)
Base: Total population Jul 24 – Mar 25 n=741 to 2308, Higher electricity bills (>$200) Jul 24 – Mar 25 n=299 to 855

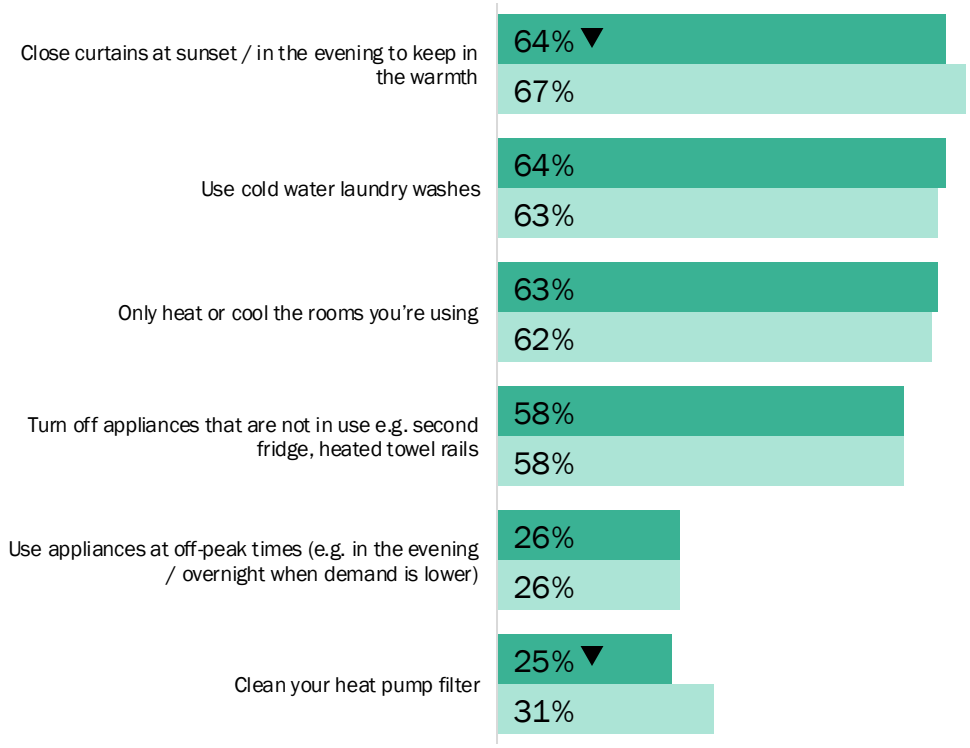
▲▼ Significantly higher or lower compared to other groups

Those who don't perceive their homes as warm are less likely to be taking some low-cost actions that could improve this

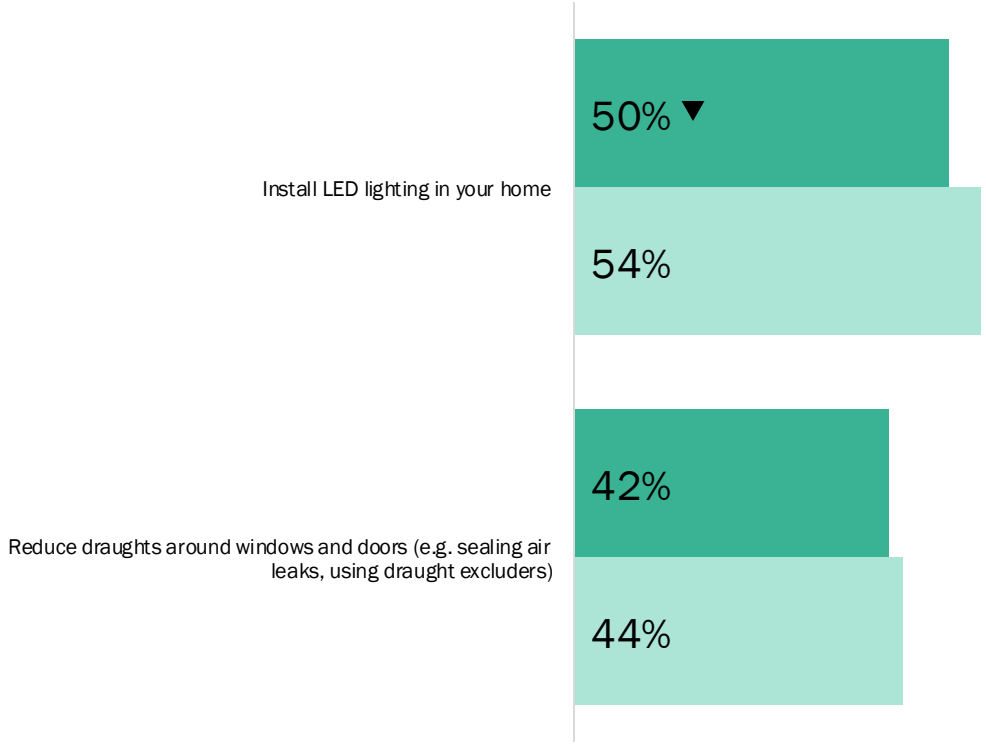
Particularly, they're less likely to be closing curtains in the evening, and cleaning heat pump filters.

Breaking down the data further:
Don't Perceive their Home as Warm

% Always / Almost Always Doing Low-Cost Actions



% Ever Done Investment Actions



Q. And how often, if ever, do you do these in order to make your household energy use more efficient or increase your use of renewable energy?
Q. And which, if any, have you done?
Base: Total population Jul 24 – Mar 25 n =2308, Don't perceive their home as warm & cosy (1-3 score out of 5) Jul 24 – Mar 25 n=1,028

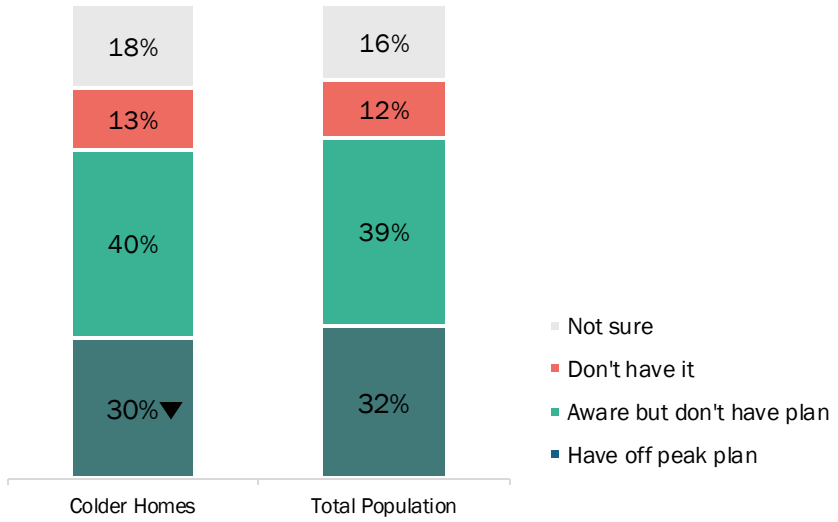
Colder Homes Total population

▲▼ Significantly higher or lower compared to other groups

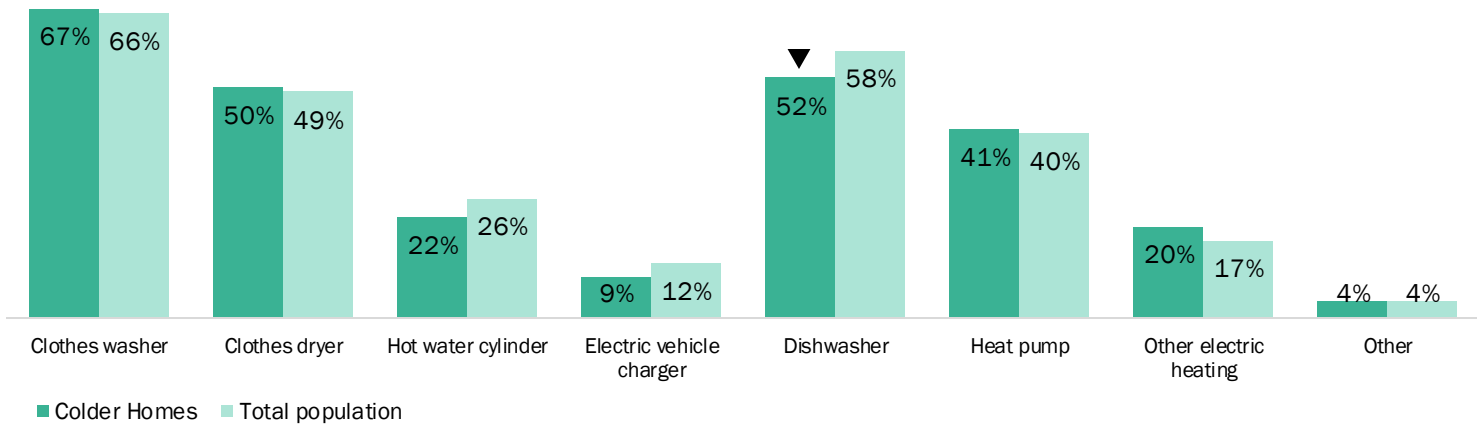
There's opportunity to increase adoption of off-peak plans with this sub-group, and encourage off-peak power use with those who do have them

Breaking down the data further:
Don't Perceive their Home as Warm

Off-peak pricing plans



Appliances used off-peak

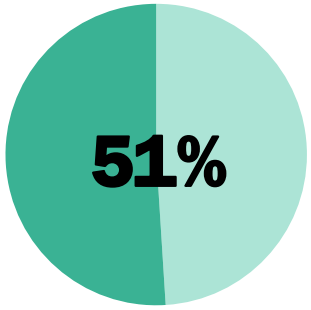


Of those with off-peak plans:

37%▼ use off-peak power a lot
vs 42% Total population

49% use it a little
vs 45% Total population

14% don't use it or unsure
vs 13% Total population



Of electricity bill payers

have shopped around or changed supplier in the last 12 months (vs 51% of electricity bill payers across the total population)

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Q. Are you currently on an electricity plan which has off-peak pricing?
Q. Do you or your household change your power usage to take advantage of off-peak power?
Q. What appliance(s) do you use during times of off-peak power to reduce your energy costs?

Q. Have you done any of the following in the past 12 months? (Shopped around for a new electricity supplier by comparing prices / services OR Engaged a new supplier / switched electricity providers)
Base: Total population Jul 24 – Mar 25 n=741 to 2308, Don't perceive their home as warm & cosy (1-3 score out of 5) Jul 24 – Mar 25 n=304 to 1,028

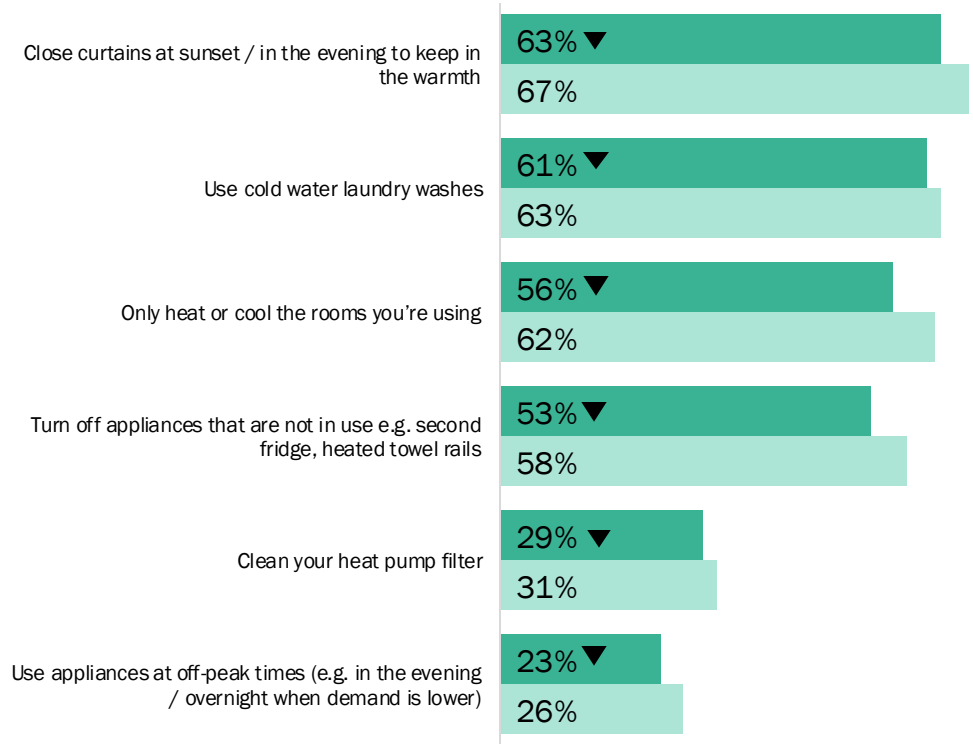
▲▼ Significantly higher or lower compared to other groups

There is a lot of opportunity for households with children to increase their energy efficiency actions and lower their energy bills

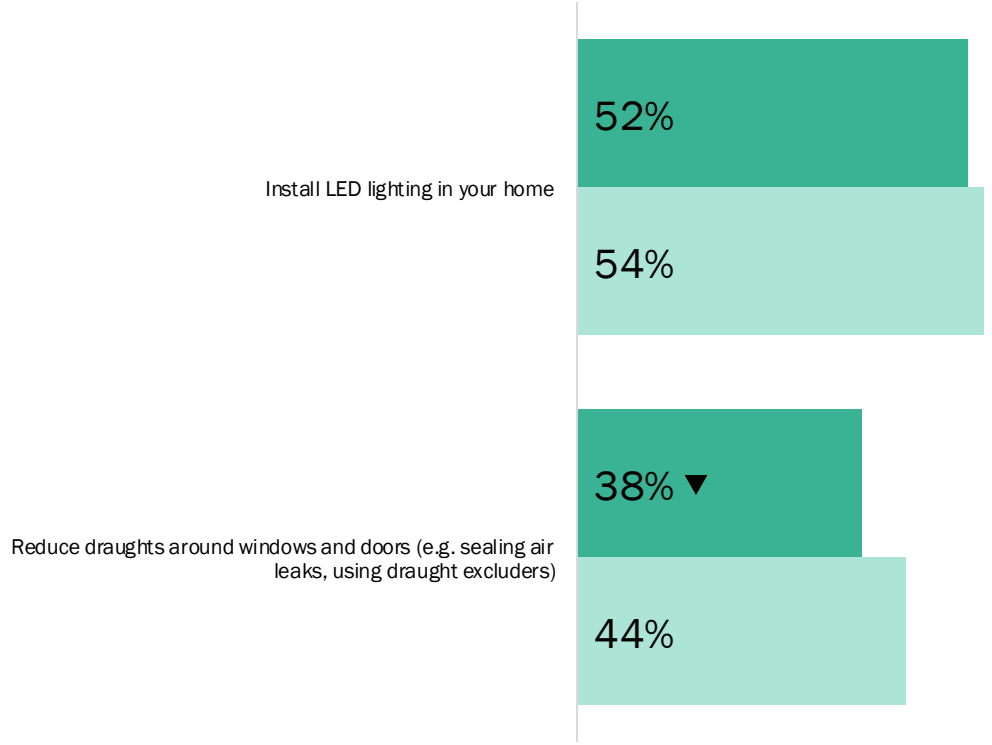
This sub-group under-index on all but one of the actions compared to average, in particular they have lower levels of action around only heating or cooling rooms that are in use and turning of appliances that are not in use, which are the top two energy savings actions a household could take.

Breaking down the data further:
Households with Children

% Always / Almost Always Doing Low-Cost Actions



% Ever Done Investment Actions



HH With Children
Total population

▲▼ Significantly higher or lower compared to other groups

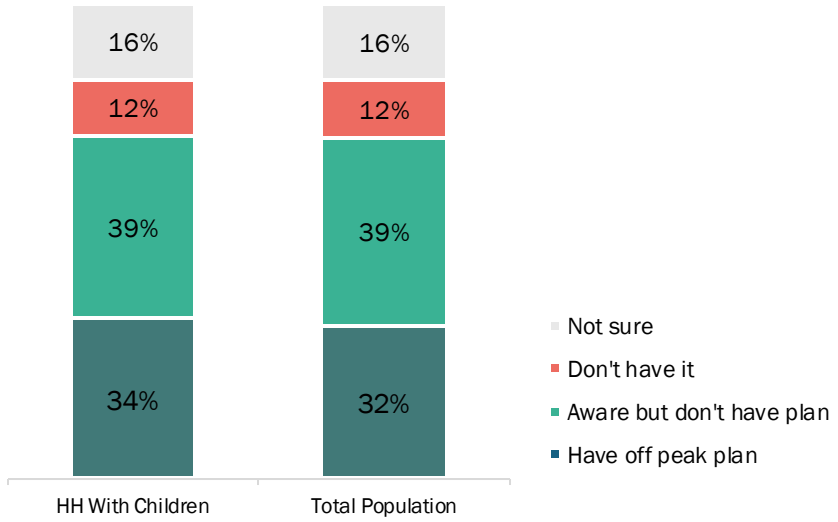
Q. And how often, if ever, do you do these in order to make your household energy use more efficient or increase your use of renewable energy?
Q. And which, if any, have you done?
Base: Total population Jul 24 – Mar 25 n =2308, Households with children Jul 24 – Mar 25 n=941

Over half of households with children have shopped around or changed electricity suppliers recently – more than any other sub-group

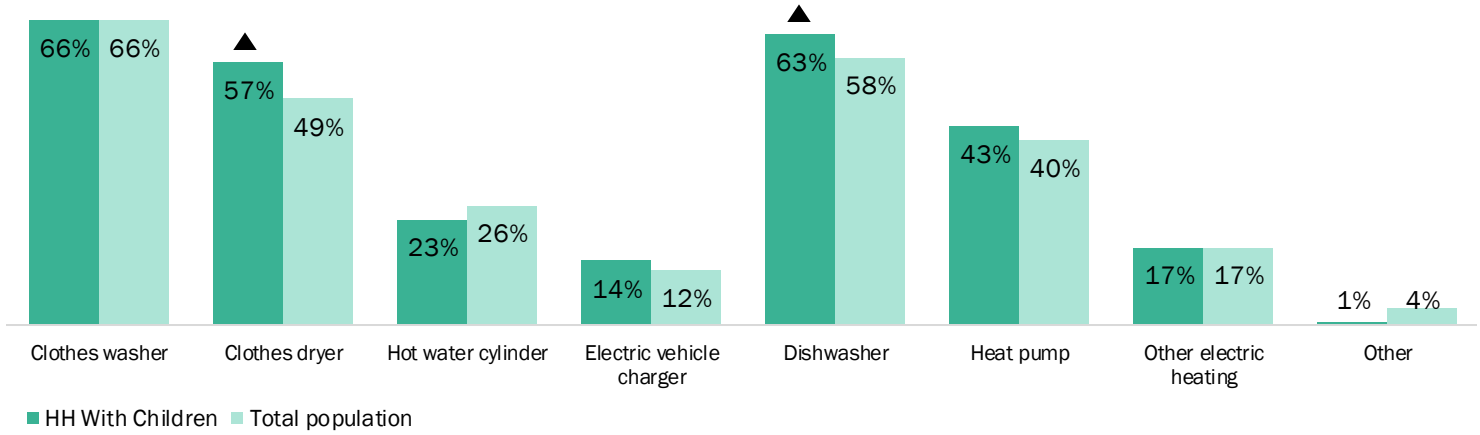
Amongst those with off-peak plans, households with children are more likely to shift their power usage to take advantage of them.

Breaking down the data further:
Households with Children

Off-peak pricing plans



Appliances used off-peak

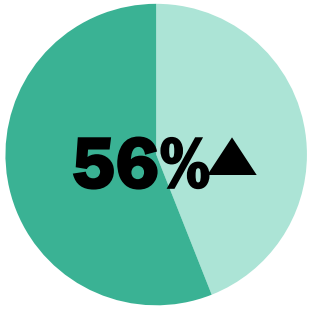


Of those with off-peak plans:

47%▲ use off-peak power a lot
vs 42% Total population

42% use it a little
vs 45% Total population

10% don't use it or unsure
vs 13% Total population



Of electricity bill payers

have shopped around or changed supplier in the last 12 months (vs 51% of electricity bill payers across the total population)

EECA

Q. Are you currently on an electricity plan which has off-peak pricing?
Q. Do you or your household change your power usage to take advantage of off-peak power?
Q. What appliance(s) do you use during times of off-peak power to reduce your energy costs?

Q. Have you done any of the following in the past 12 months? (Shopped around for a new electricity supplier by comparing prices / services OR Engaged a new supplier / switched electricity providers)
Base: Total population Jul 24 – Mar 25 n=741 to 2308, Households with children Jul 24 – Mar 25 n=315 to 941

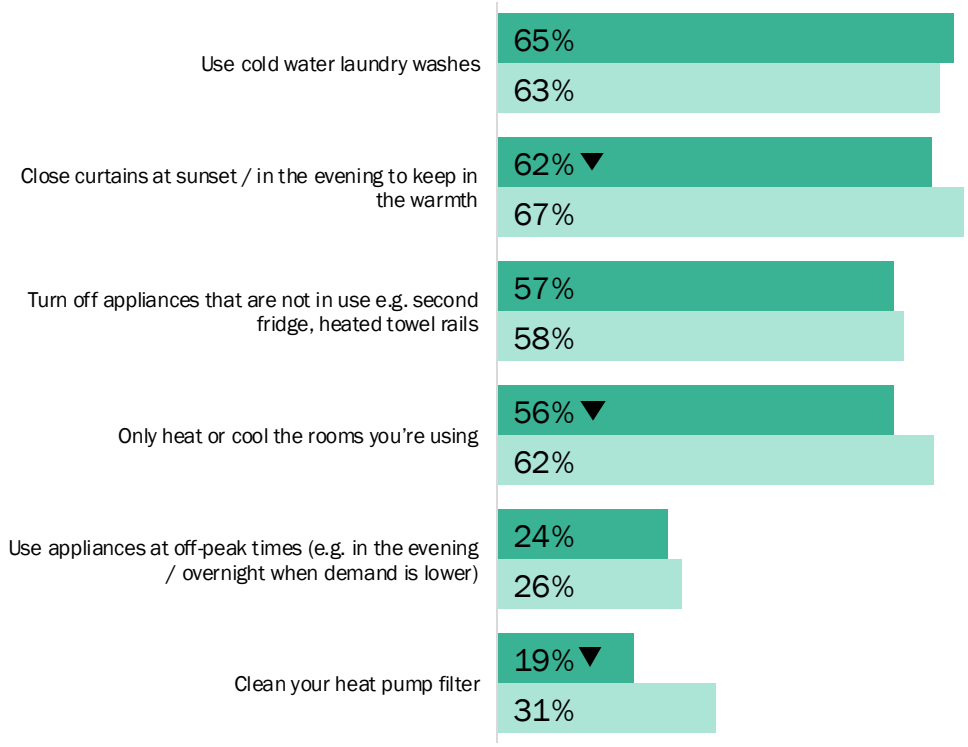
▲▼ Significantly higher or lower compared to other groups

Those who currently don't own homes are less likely to take energy saving actions

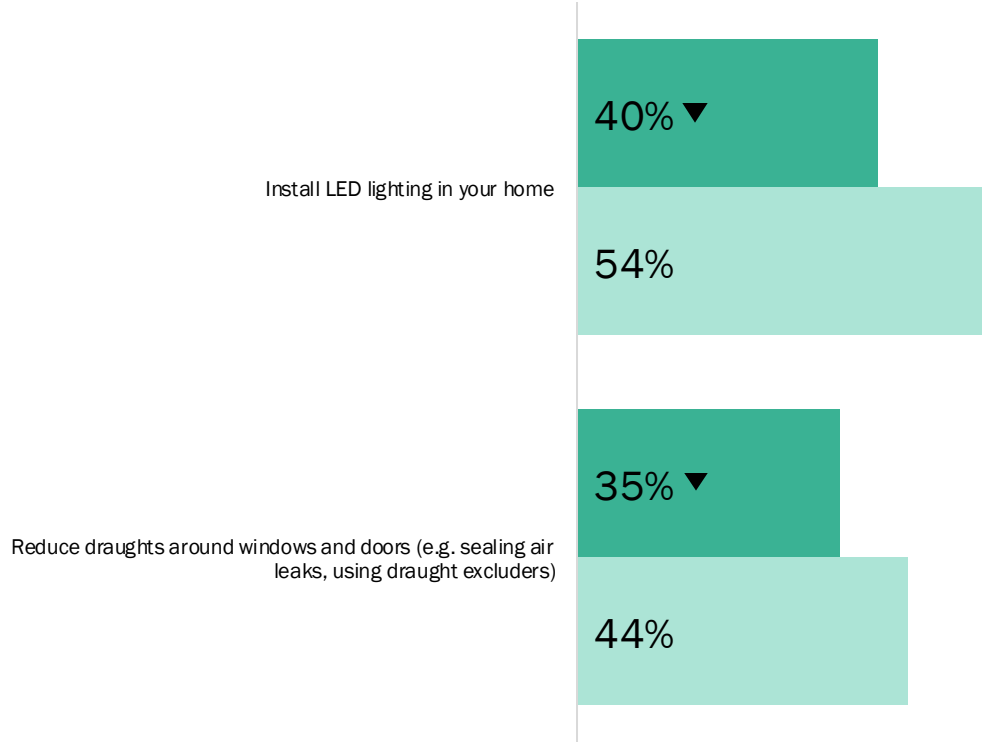
They particularly score lower than the rest of the population in having taken investment actions.

Breaking down the data further:
Non-Homeowners

% Always / Almost Always Doing Low-Cost Actions



% Ever Done Investment Actions



Q. And how often, if ever, do you do these in order to make your household energy use more efficient or increase your use of renewable energy?
Q. And which, if any, have you done?
Base: Total population Jul 24 – Mar 25 n =2308, Non-Homeowners Jul 24 – Mar 25 n=809

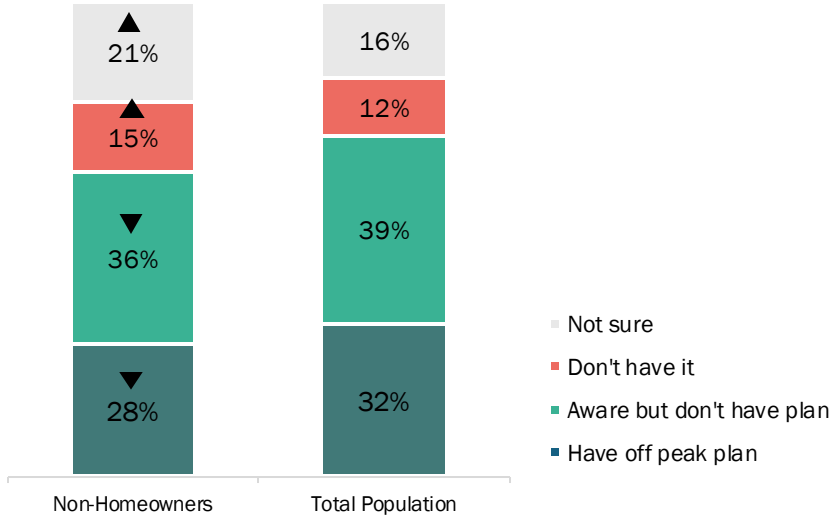
Non-Homeowners
Total population

▲▼ Significantly higher or lower compared to other groups

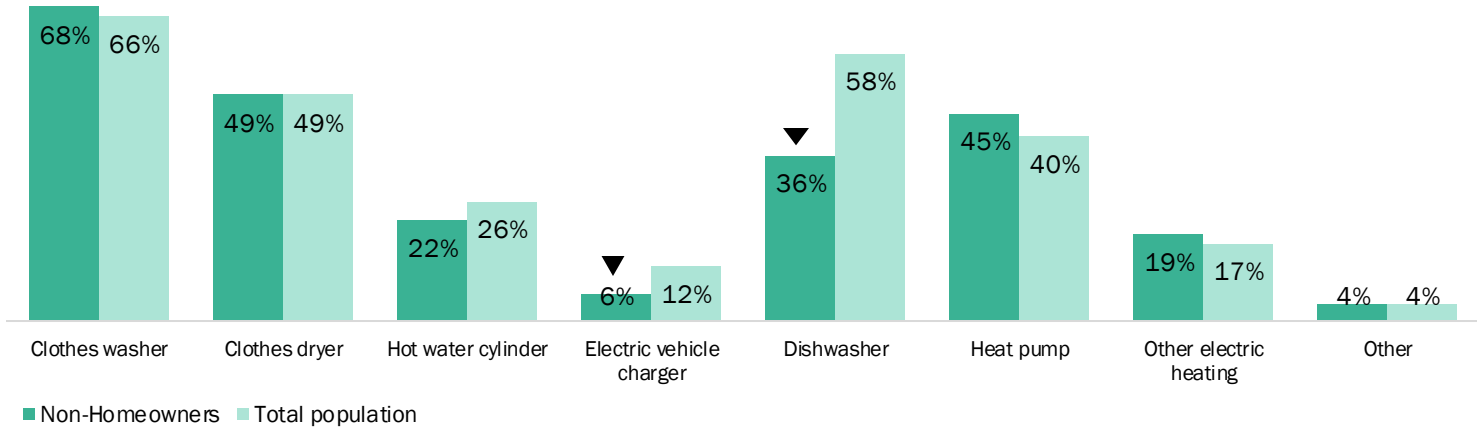
Non-homeowners are less likely to be aware of off-peak plans and use appliances off-peak

Breaking down the data further:
Non-Homeowners

Off-peak pricing plans



Appliances used off-peak

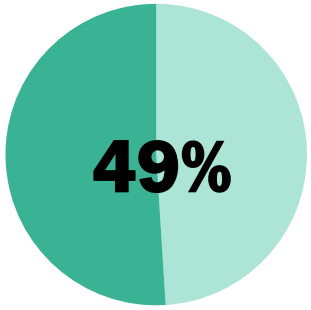


Of those with off-peak plans:

43% use off-peak power a lot
vs 42% Total population

41% use it a little
vs 45% Total population

16% don't use it or unsure
vs 13% Total population



Of electricity bill payers

have shopped around or changed supplier in the last 12 months (vs 51% of electricity bill payers across the total population)

Q. Are you currently on an electricity plan which has off-peak pricing?
Q. Do you or your household change your power usage to take advantage of off-peak power?
Q. What appliance(s) do you use during times of off-peak power to reduce your energy costs?

Q. Have you done any of the following in the past 12 months? (Shopped around for a new electricity supplier by comparing prices / services OR Engaged a new supplier / switched electricity providers)
Base: Total population Jul 24 – Mar 25 n=741 to 2308, Non-Homeowners Jul 24 – Mar 25 n=246 to 809

▲▼ Significantly higher or lower compared to other groups