



colmar brunton

Energy Efficiency

June 2005



Meridian Energy

Method - overview

- 500 telephone interviews with the person in the household 'responsible for making decisions about appliances in the home'.
- 250 interviews with people living in Timaru and 250 with people living in Christchurch.
- Interviewing conducted in May, 2005.



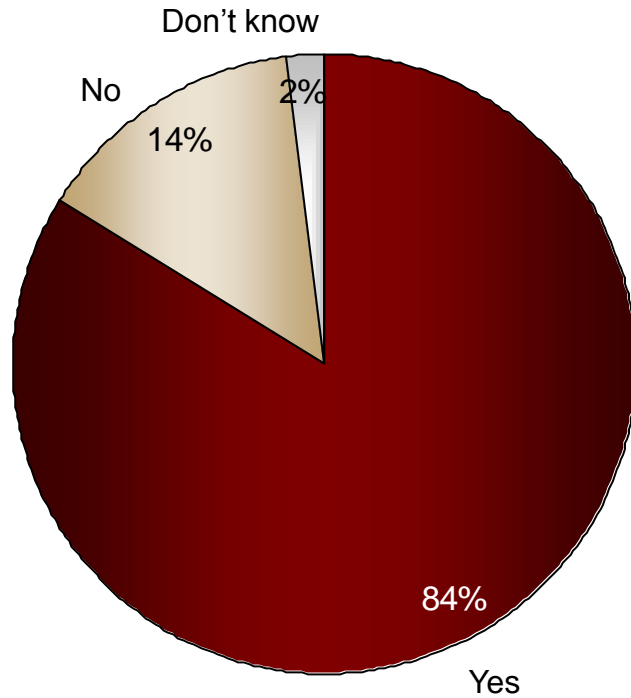


Background energy efficiency questions

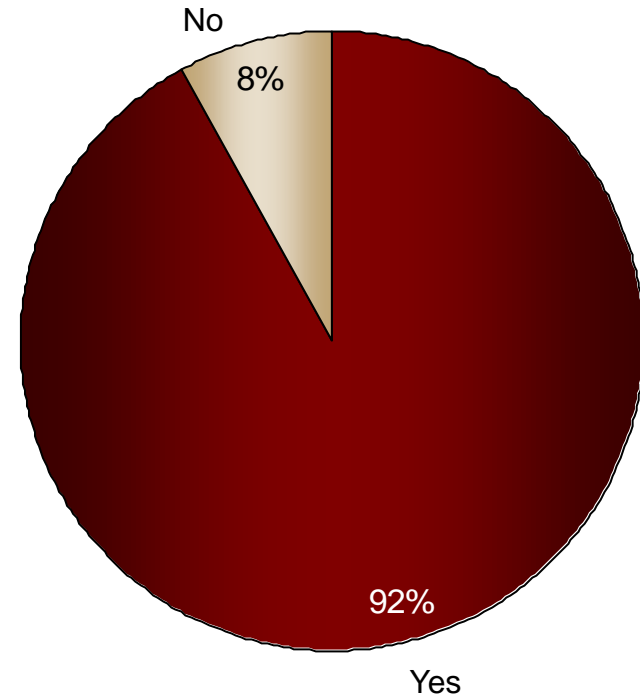


Awareness of energy efficient products

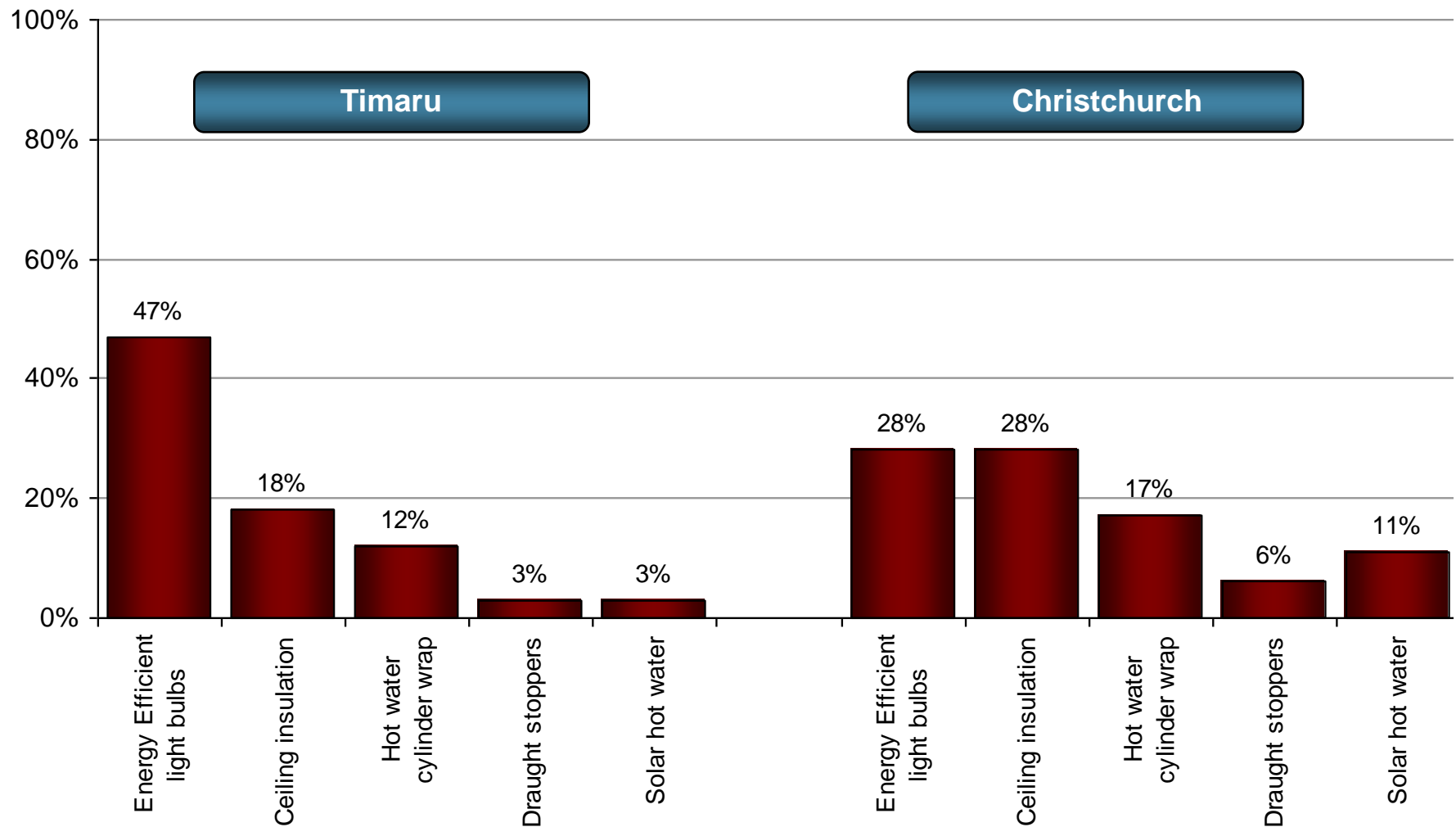
Timaru



Christchurch



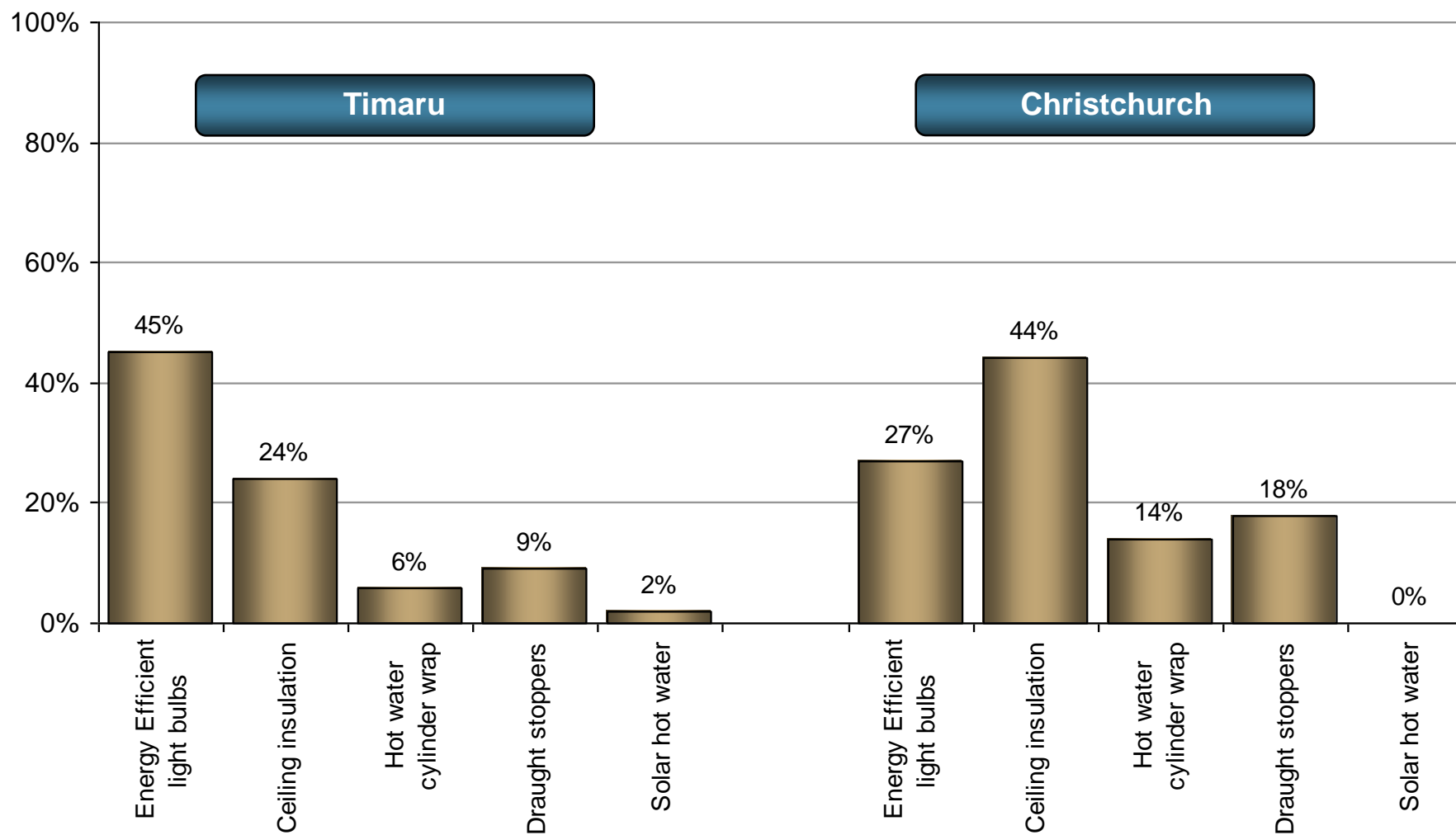
Energy efficient products aware of - unprompted



Base: All Respondents (Timaru n=250, Christchurch n=250)



Energy efficient products used - prompted

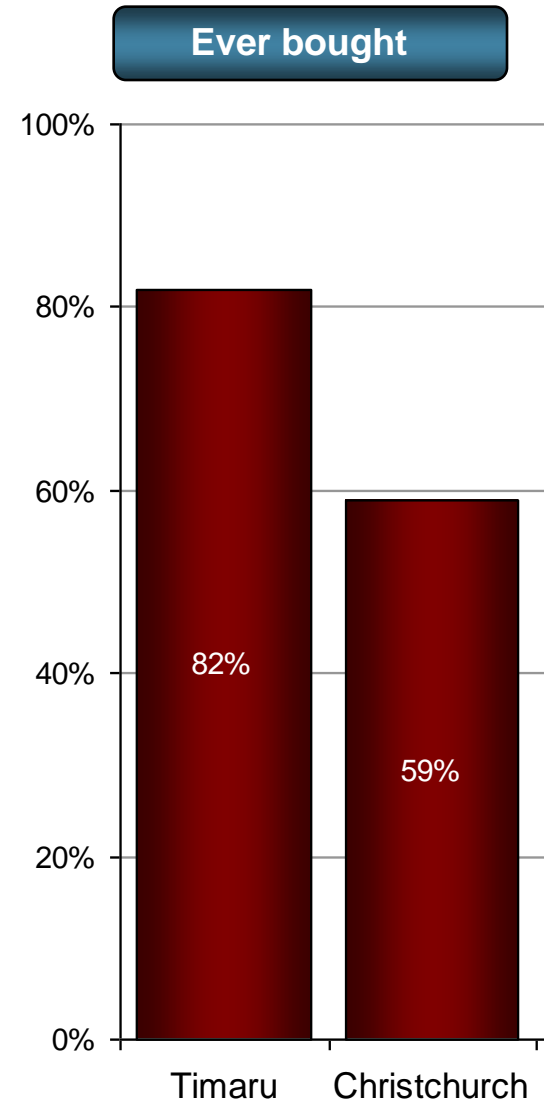
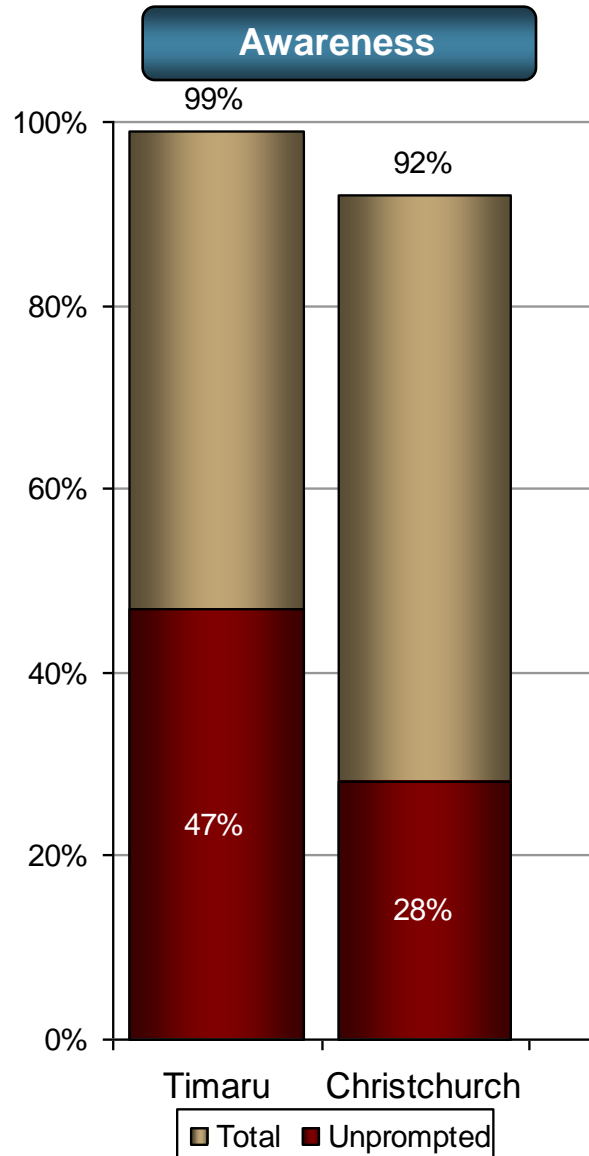


Base: All Respondents (Timaru n=250, Christchurch n=250)



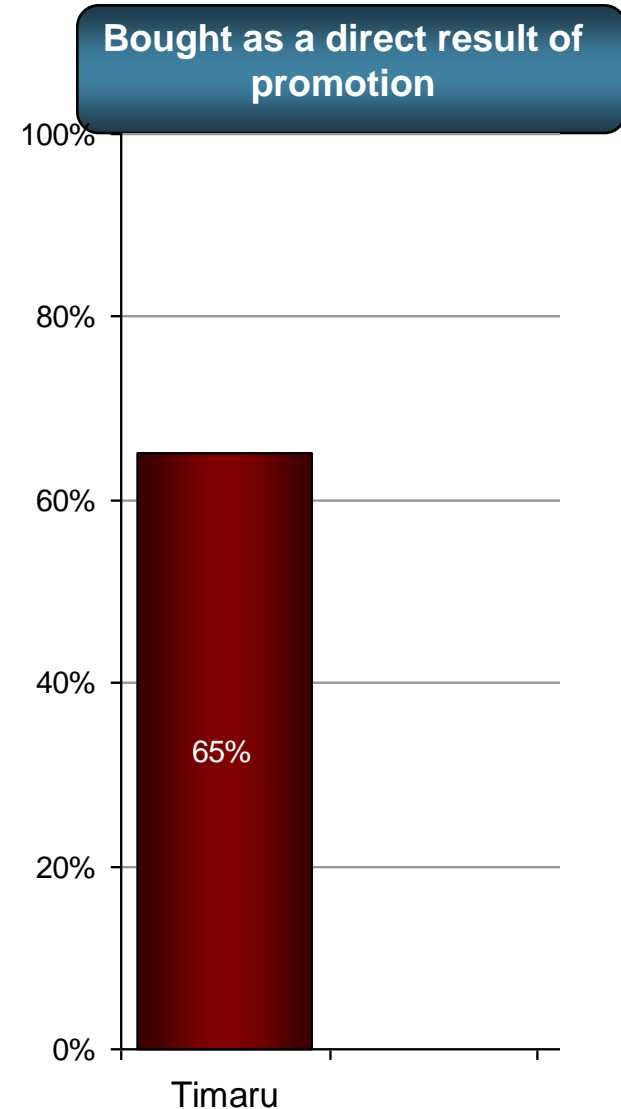
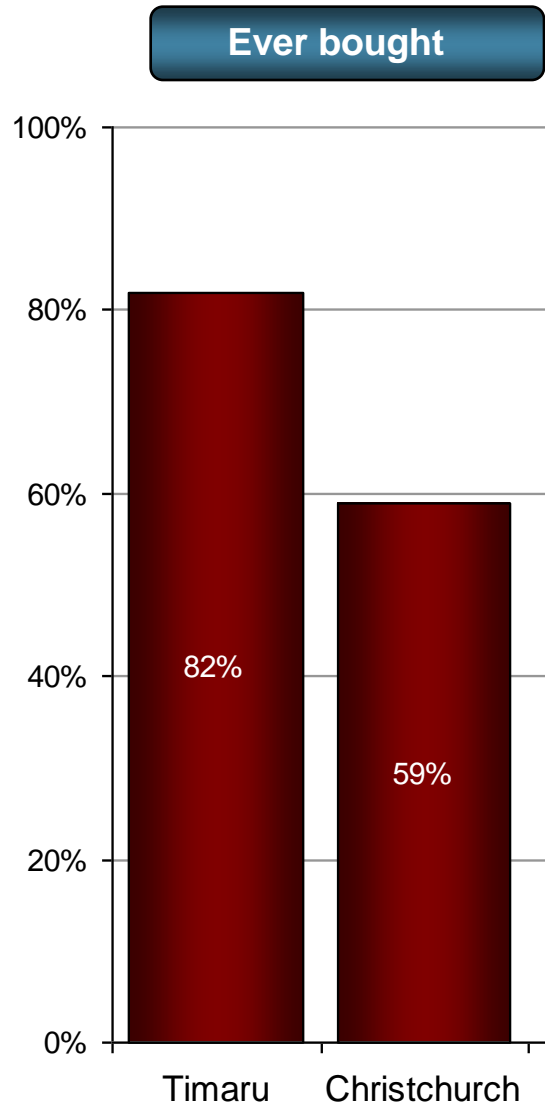
Evaluation of the Timaru promotion

Awareness and purchase of bulbs in Timaru compared to Christchurch



Base: All Respondents (Timaru n=250, Christchurch n=250)

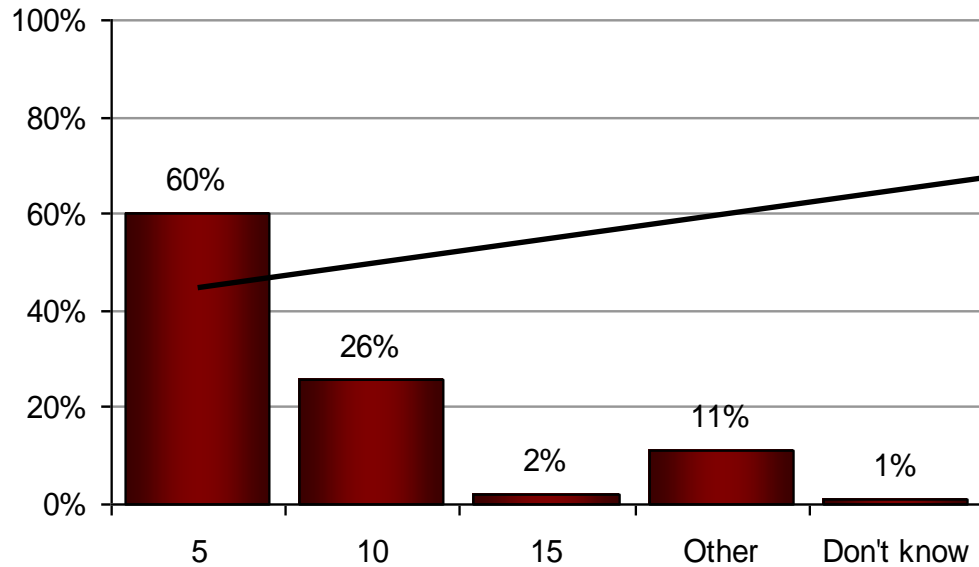
Purchase in general and specifically as a result of Energy Mad promotion



Base: All Respondents (Timaru n=250, Christchurch n=250)

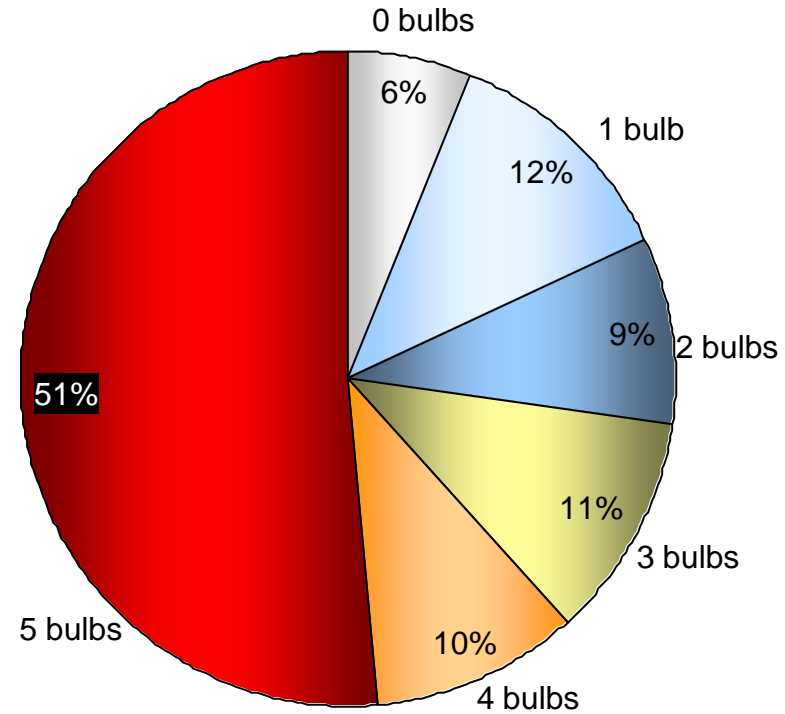
Bulbs bought and installed

Number of bulbs bought



Average number bought: 6.8

Number installed (those who bought 5)

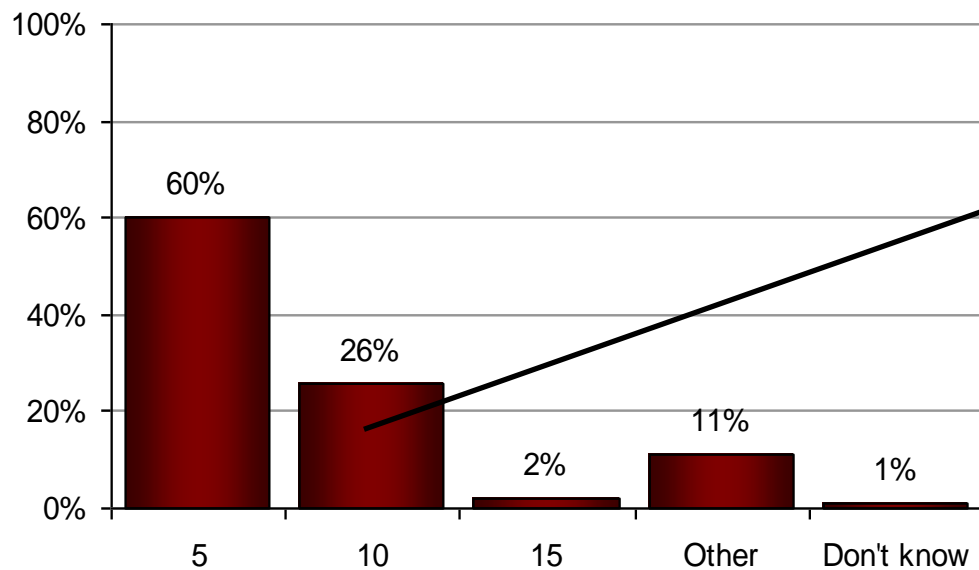


Average number installed: 3.66

Average number still installed: 3.46

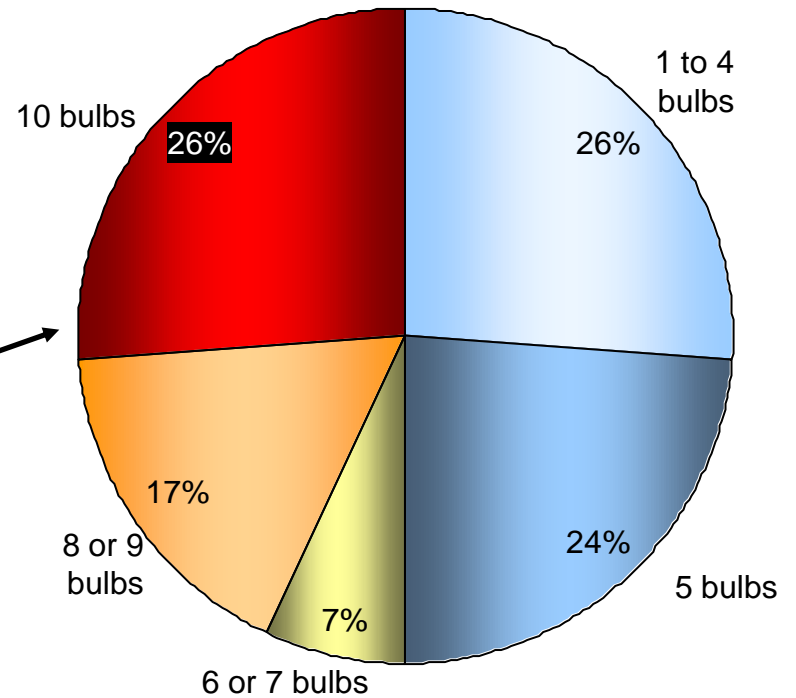
Bulbs bought and installed, cont.

Number of bulbs bought



Average number bought: 6.8

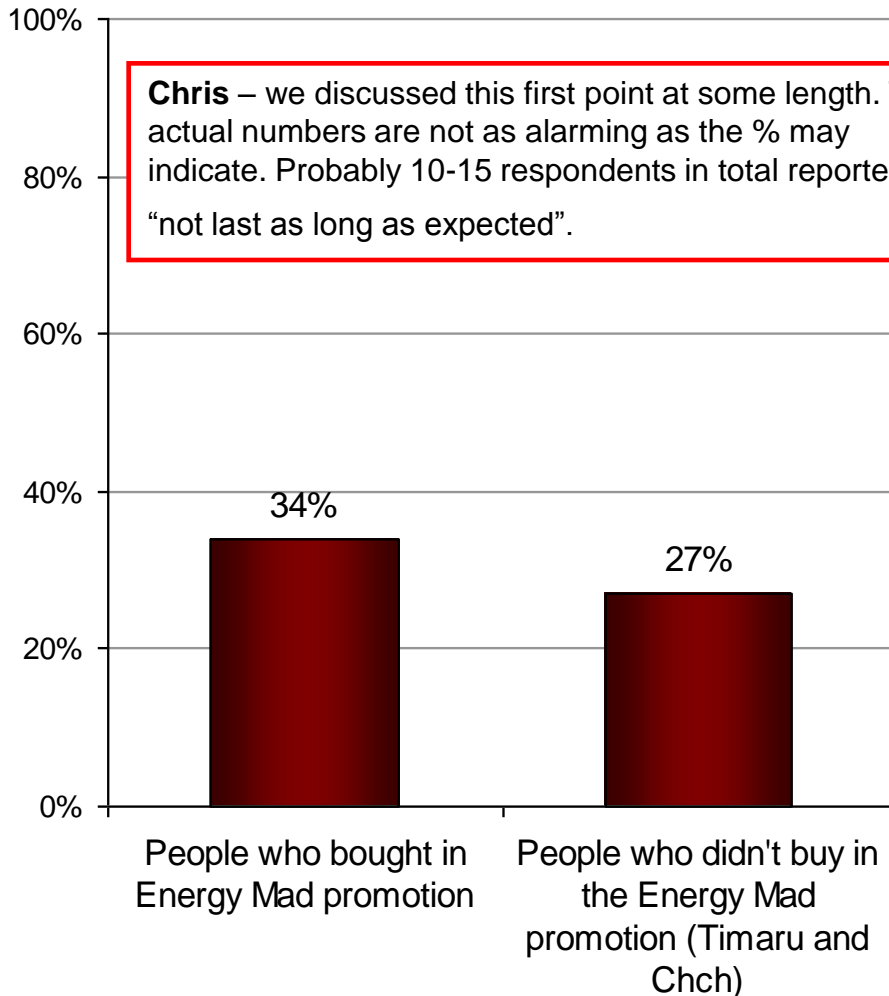
Number installed (those who bought 10)



Average number installed: 6.52

Average number still installed: 6.29

Problems with energy efficient light bulbs

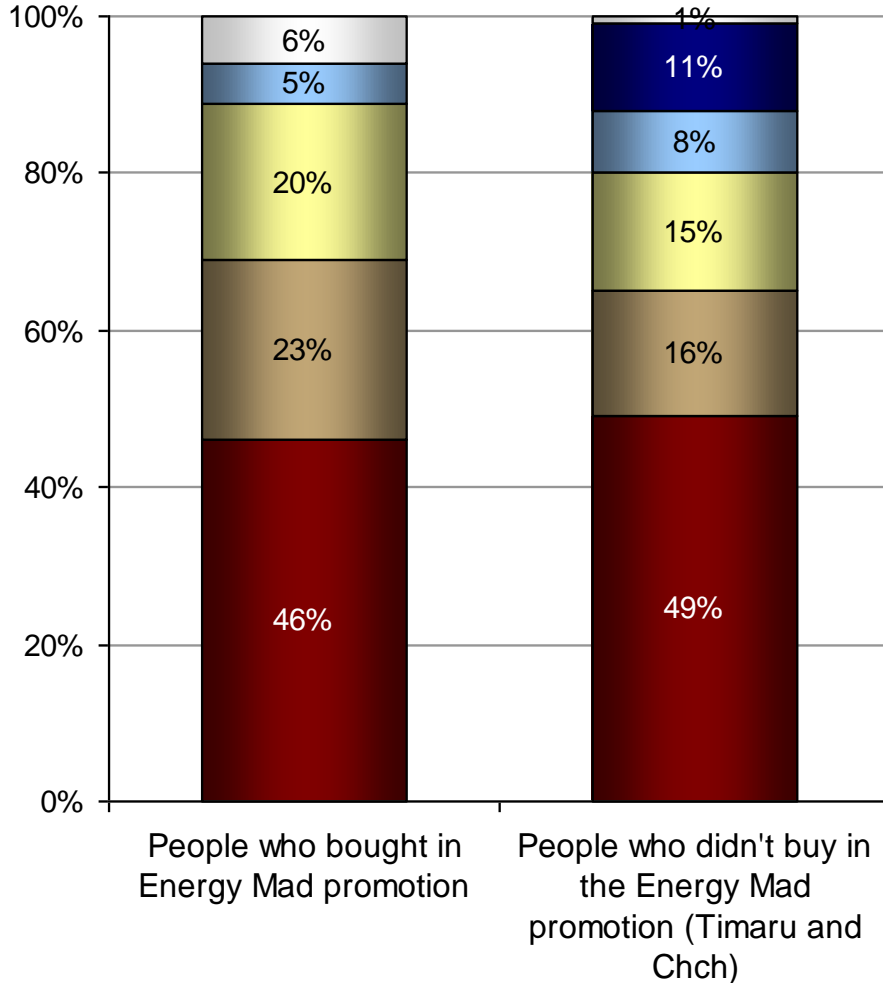


Chris – we discussed this first point at some length. The actual numbers are not as alarming as the % may indicate. Probably 10-15 respondents in total reported “not last as long as expected”.

Problems

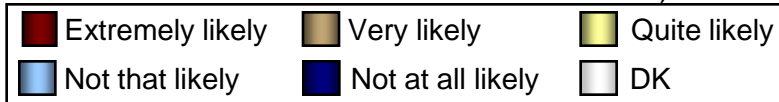
- **Not last as long as expected** (24% Energy Mad, 25% others)
“The light bulb blew after about 6 months”
- **Not as bright** (18% Energy Mad, 15% others)
“It’s darker, doesn’t throw out as much.”
- **Slow to reach full brightness** (15% Energy Mad, 18% others)
“They didn’t light up in the amount of time I wanted them to light up in.”
- **Bulbs broke** (12% Energy Mad, 16% others)
“One light bulb fell apart in my hands when I went to put it in.”
- **Flickering** (10% Energy Mad, 20% others)
“One of the bulbs kept flickering when turned on.”

Likelihood of buying energy efficient light bulbs again



Reasons for not buying in future

- Not as bright (35%)
"Because they don't give off as much light as the regular ones."
- Slow to reach full brightness (15%)
"It takes so long for them to warm up and give the same amount of light as normal ones, it's not worth it."
- Cost (13%)
"Because I found the light they gave was very harsh and almost fluorescent."
- Look of the bulbs (6%)
"I have spot lights and they don't suit them, they look horrid."



Base: Those who have bought bulbs as part of the Energy Mad promotion (n=163), people in Christchurch and those in Timaru who didn't buy as part of Energy Mad but have bought before (n=123).





Summary



Summary



- Energy Mad's Timaru promotion:
 - Created a high level of awareness and trial of energy efficient bulbs.
 - It appears that some of the bulbs might have been of low quality but this doesn't seem to have harmed intention to repurchase.
 - Appears to have resulted in lasting behaviour – i.e., a strong intention to buy energy efficient bulbs in the future.
- Christchurch promotion:
 - There is a marked preference for round energy efficient bulbs.
 - A promotion increases the likelihood that someone will buy energy efficient bulbs.
 - The key piece of information to communicate is that they are as bright as regular bulbs (once warmed up).



