



# New Zealand small electricity consumer sentiment survey 2023

The New Zealand Small Electricity Consumer Sentiment survey was conducted for the second time in mid-2023 to understand residents' and small business' views of the NZ electricity sector. The survey collected the views of 500 small businesses and 1,000 residents.

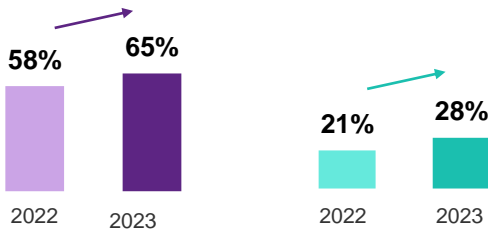
## Affordability and resilience remain the top two concerns for both residential and small business consumers.

Households Small business

### New Zealanders are increasingly concerned about:



#### The cost of power

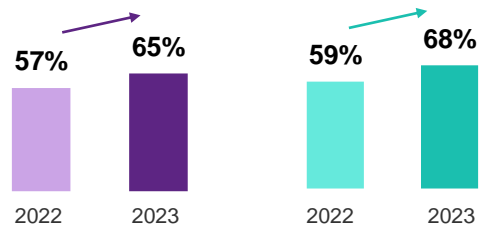


Households concerned about electricity costs

Small businesses feeling the pressure of power bills on their finances



#### The electricity system's resilience to extreme weather events

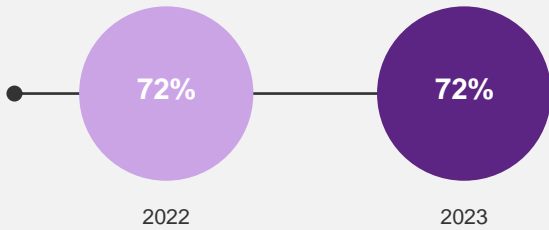


Households

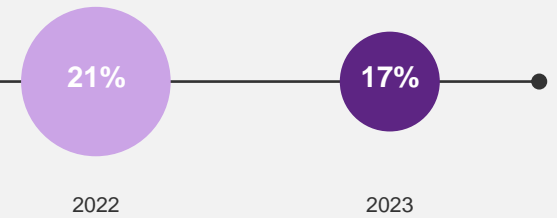
Small businesses

### Overall, household satisfaction with power companies remains static, but there's been a drop in those who are very satisfied

#### Overall satisfaction



#### Very satisfied



Satisfaction is lowest for Māori, Pacific peoples and younger people (aged 30-39)

### What New Zealanders think are the key issues for the future management of the electricity sector

