



# Consumer Advocacy Council Capital NZ

October 2022



TALBOT MILLS

Research

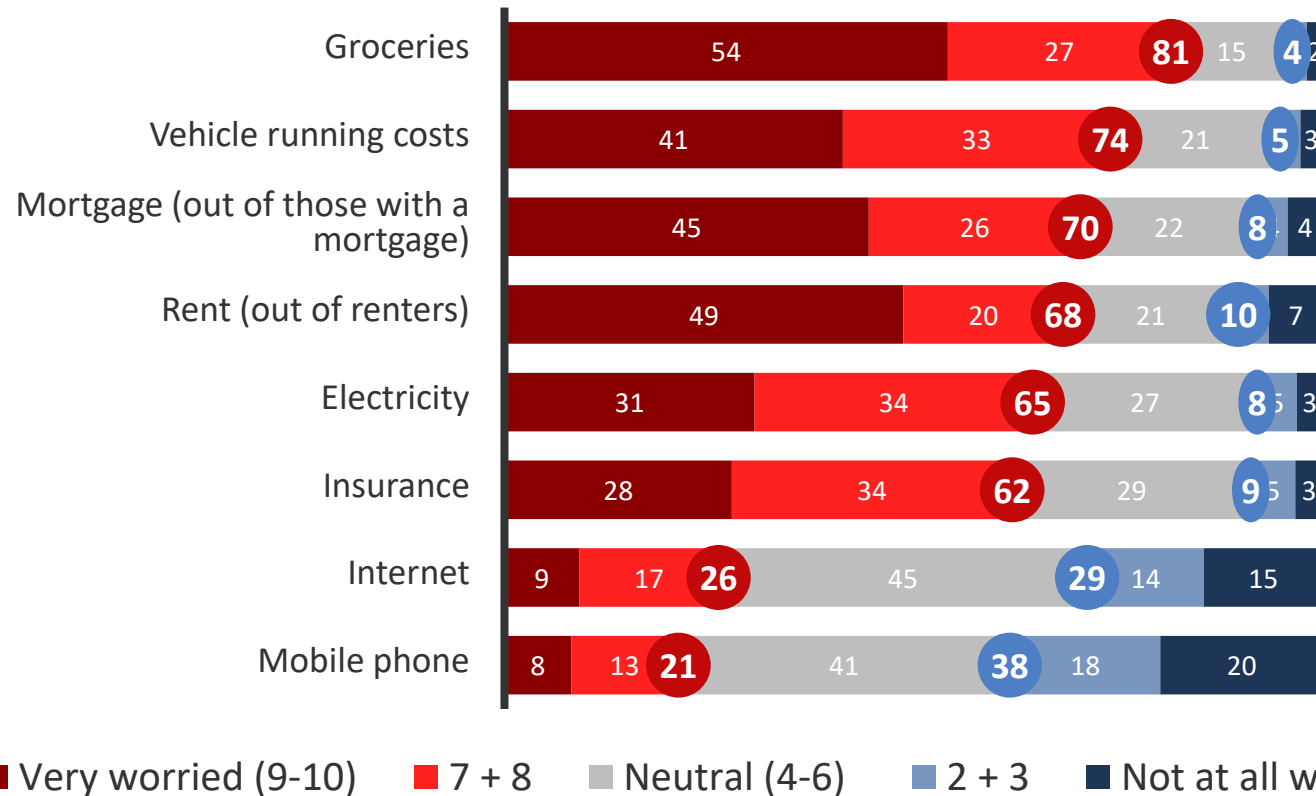
# Methodology

- Results in this report are based upon questions asked in a Talbot Mills Research nation-wide online survey. The sample was nationally representative of approximately 100 adults a day in New Zealand.
- Fieldwork for the latest online survey was conducted between 11<sup>th</sup> to the 24<sup>th</sup> October 2022.
- The effective maximum sampling error for a sample size of 1441 at the 95% confidence level is  $\pm 2.8\%$ .
- All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%. (For example:  $2.7 + 3.5 = 6.2$  would appear:  $3 + 4 = 6$ ).



# About four fifths said they were worried (7-10) about cost of groceries, with vehicle costs (74%) coming in closer after

**Q: How worried are you about the following household costs? (%)**



With the exception of mobiles and internet, women were more likely to say they were worried (56-84%) about all these things than men (46-70%).

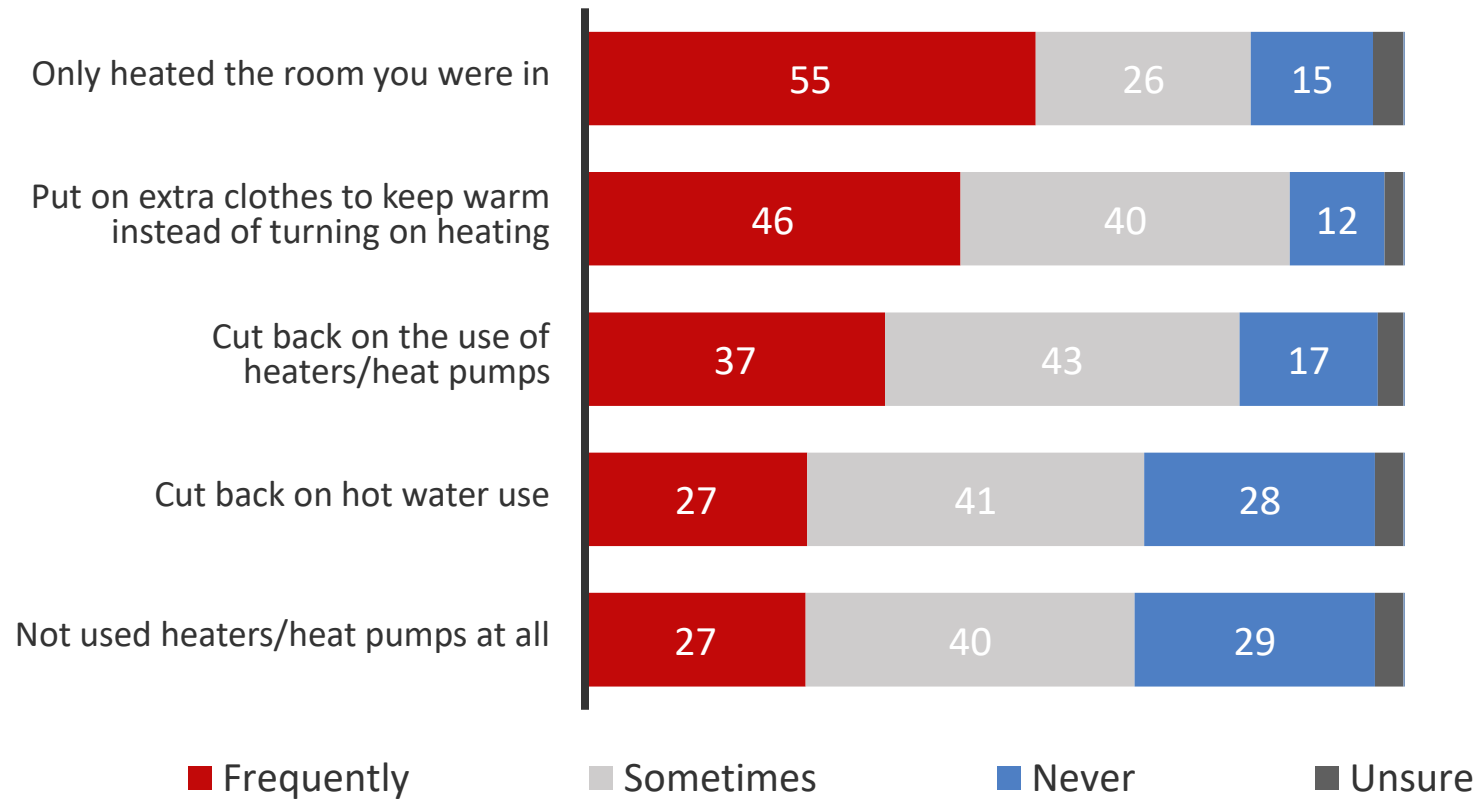
Likewise, with the exception of mobiles and internet, those with children were more likely to say they were worried (56-82%) about all these things than those without (49-75%).



Base: All (n=1441), Those with a mortgage (n=423), Renters (n=554)

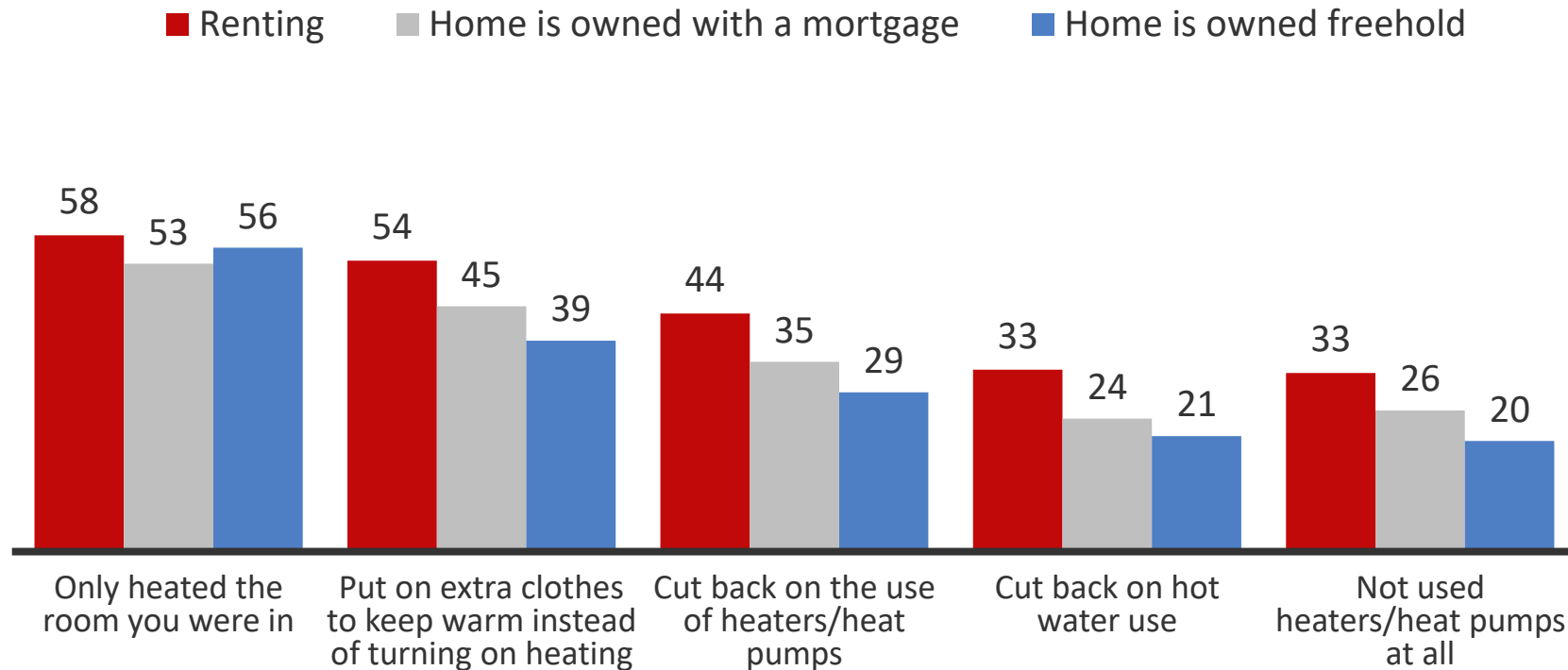
# Only heating rooms being used and putting on extra clothes were the most common electricity reducing measures done in the past 12 months.

**Q:** Over the past 12 months, has your household done any of the following to reduce electricity costs? (%)



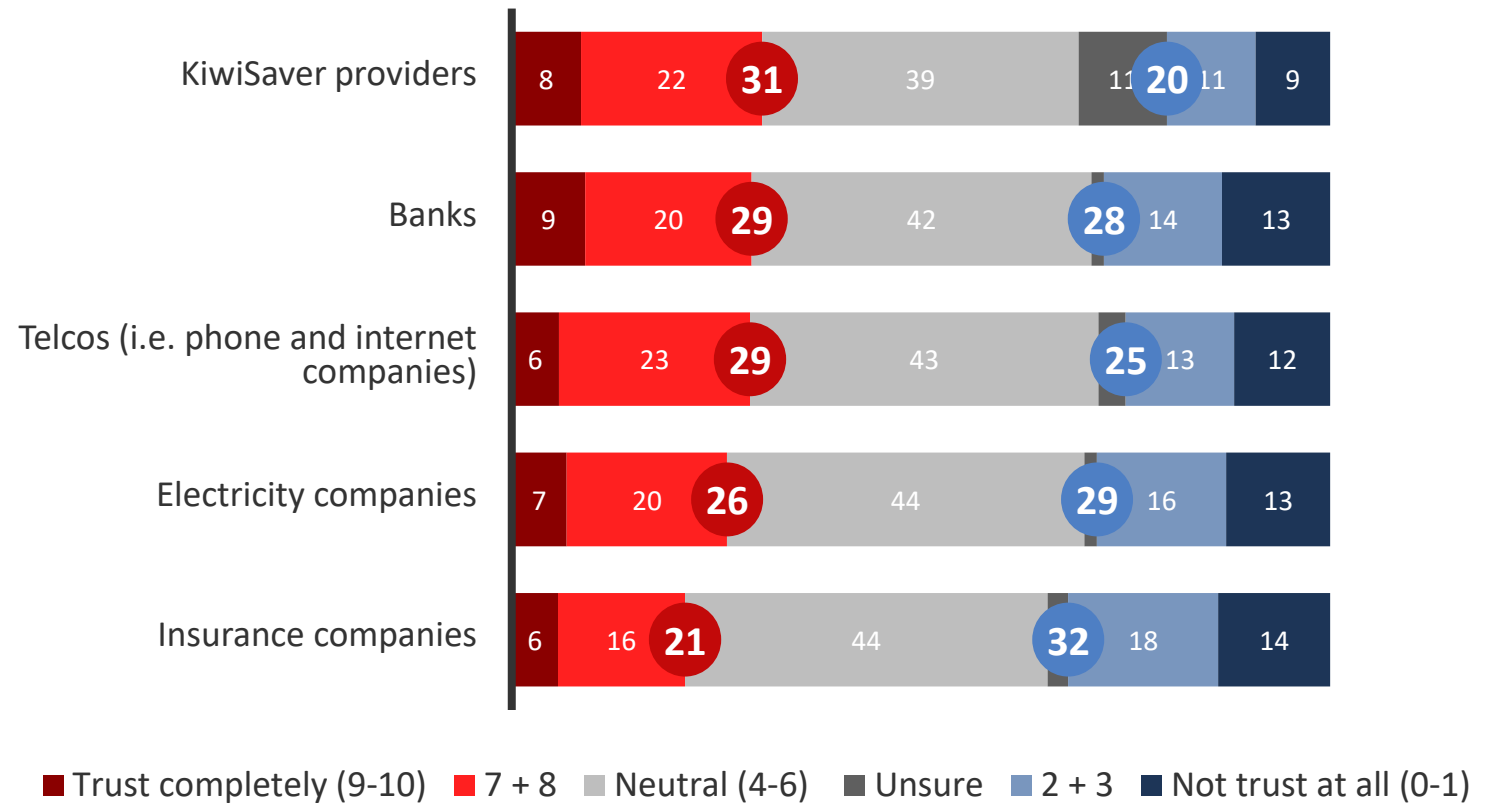
# Renters were more likely to have done the following actions frequently in the past 12 months to reduce electricity costs

**Q:** Over the past 12 months, has your household done any of the following to reduce electricity costs? (% Frequently)



# Trust in industries to provide good value for money was mostly neutral

**Q:** *To what extent do you trust the following companies to provide good value for money for their customers? (%)*



Base: All (n=1441)