



Consumer Advocacy Council Capital NZ

October 2022



TALBOT MILLS

Research

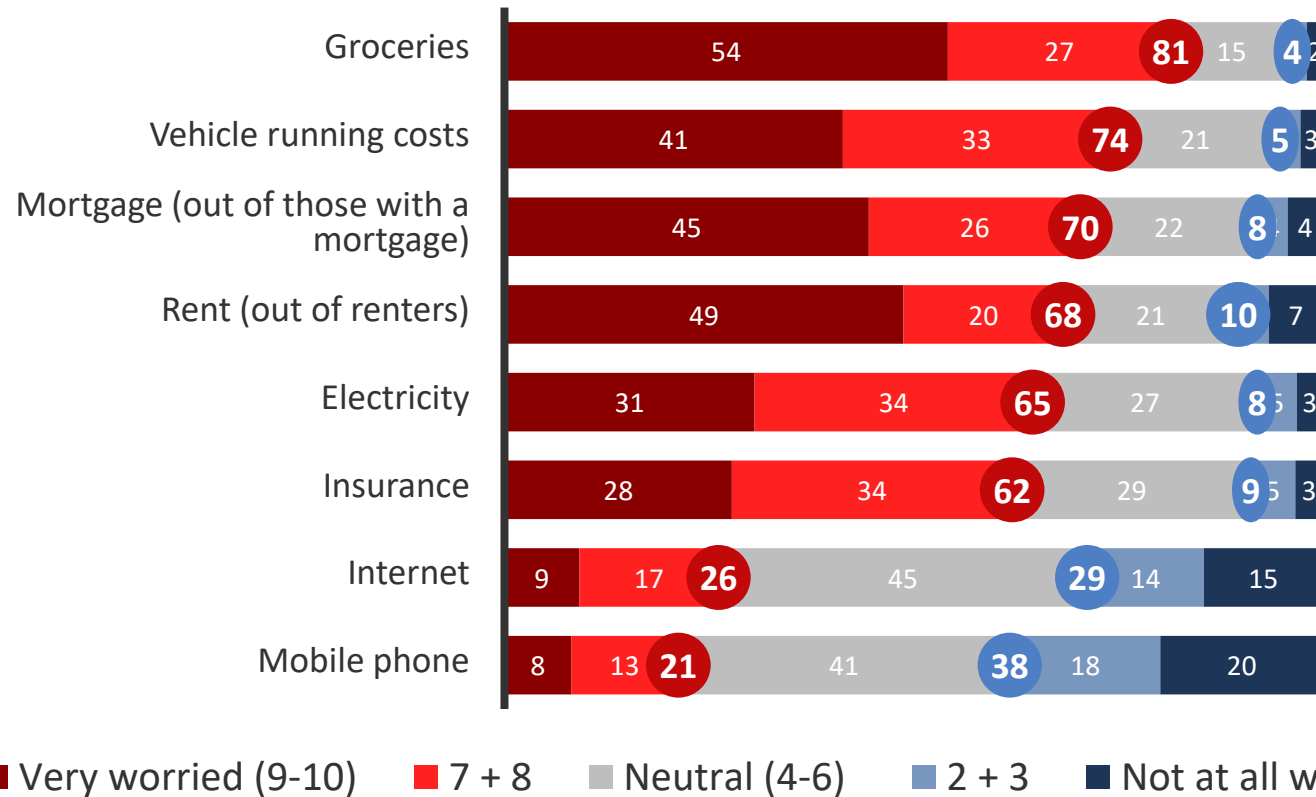
Methodology

- 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 11th to the 24th 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%).

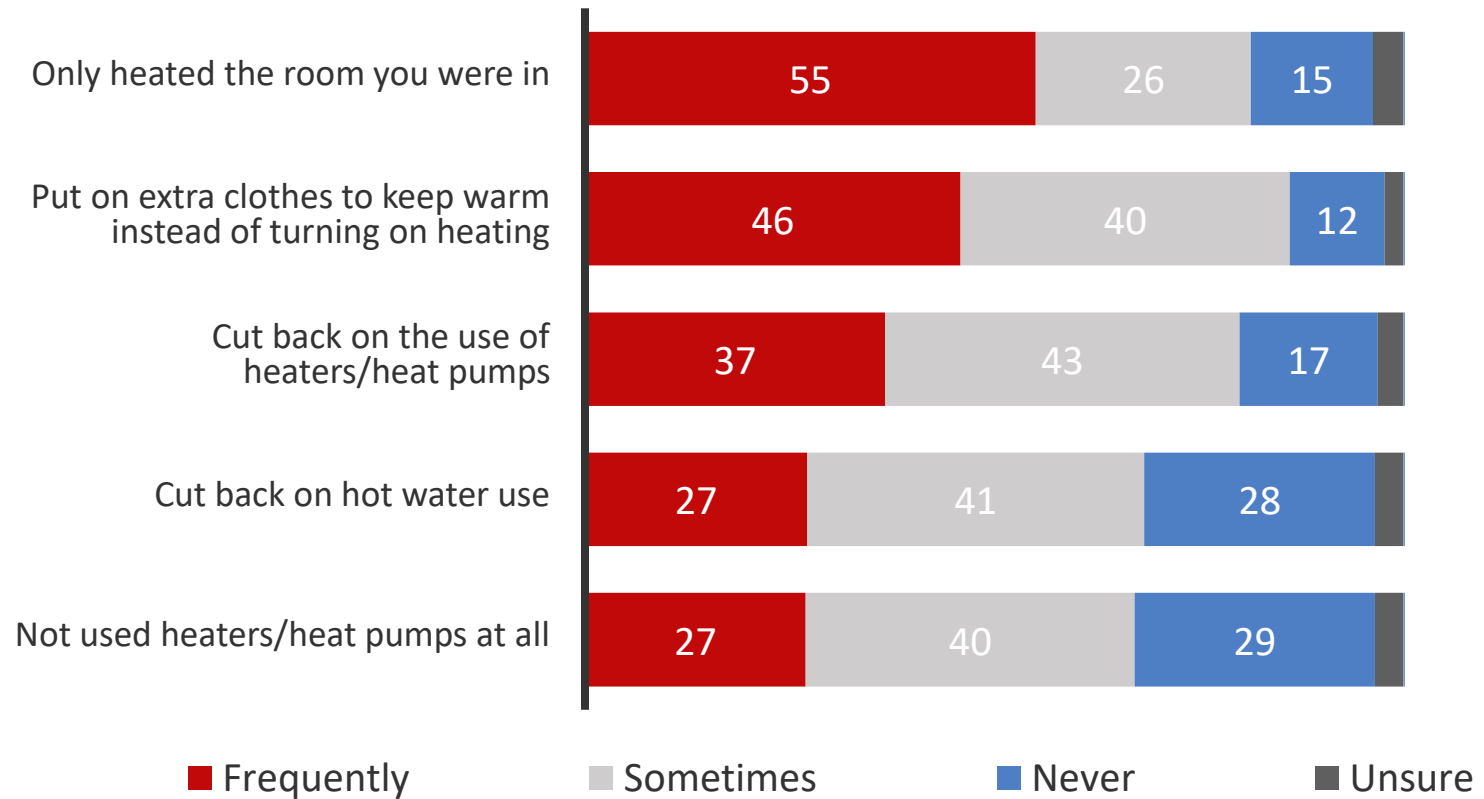
Likewise, with the exception of mobiles and internet, those with children were more likely to say they were worried (56-82%) about all these things than those without (49-75%).



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

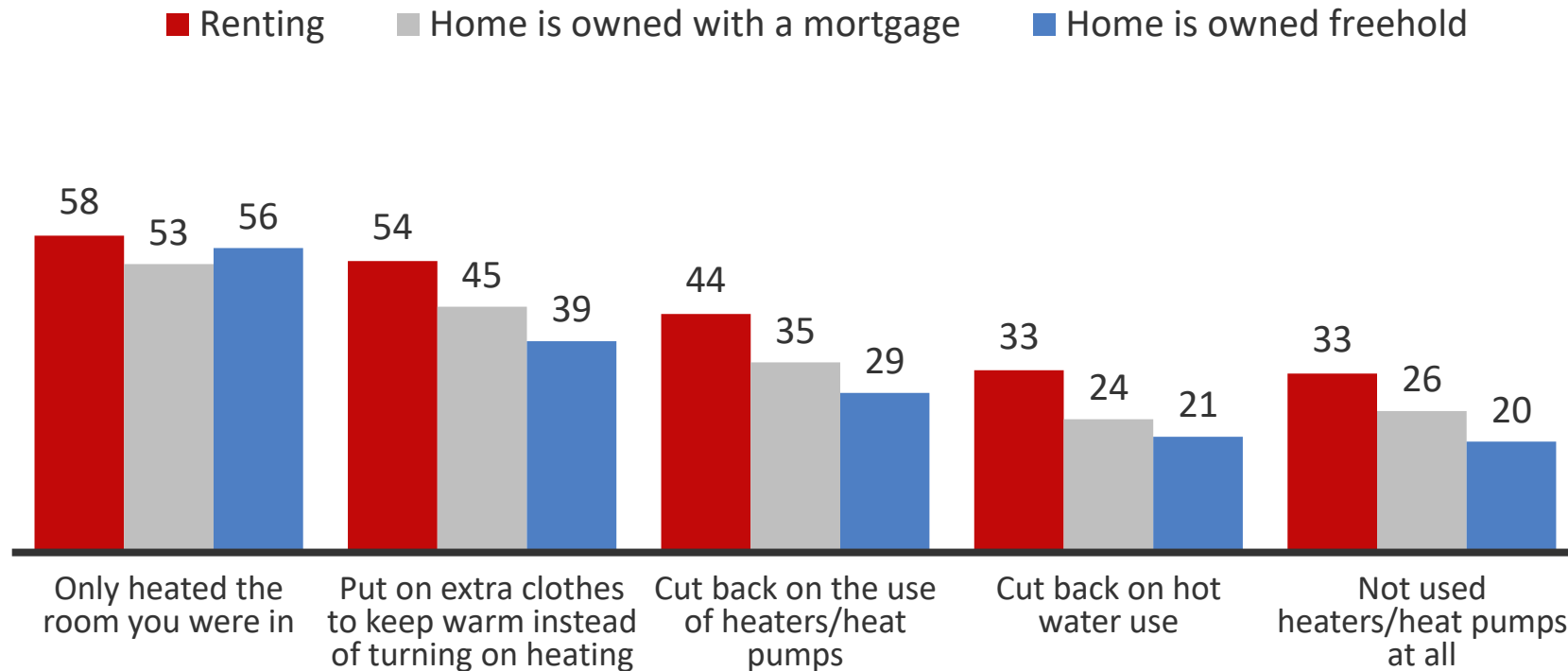
Only heating rooms being used and putting on extra clothes were the most common electricity reducing measures done in the past 12 months.

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



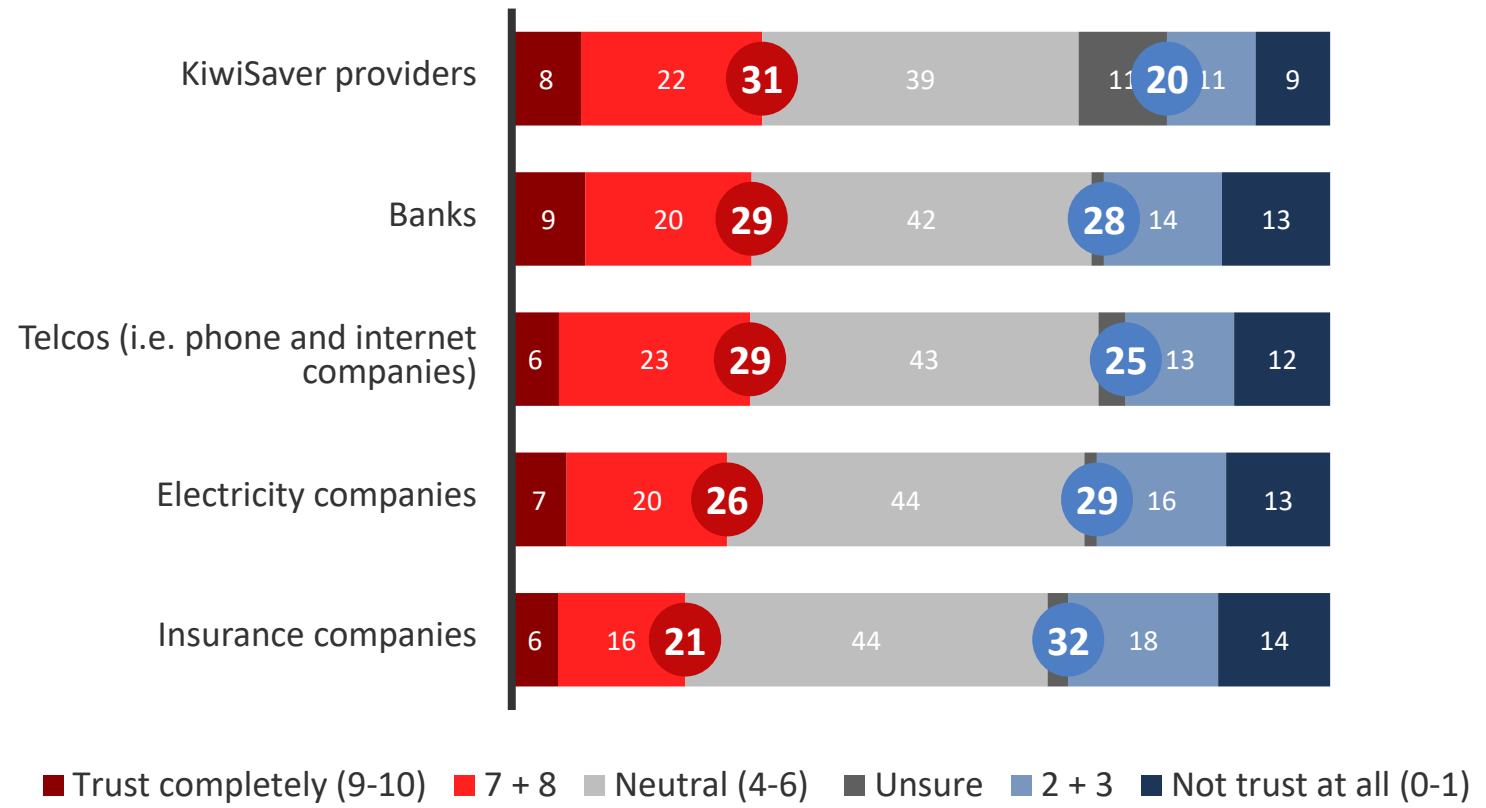
Renters were more likely to have done the following actions frequently in the past 12 months to reduce electricity costs

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)