

# CURIA RESEARCH REPORT: Auckland Electricity Poll

January 2015



## Auckland Electricity Poll - January 2015

**Client:** **Entrust.**  
**At the time of the poll, Entrust was known as the Auckland Energy Consumer Trust (AECT).**

**Poll Dates:** Thursday 29th January 2015.

**Target Population:** Adults in Auckland who pay the power bill.

**Sample Population:** Adults in Auckland who pay the power bill who are contactable on a landline.

**Sample Size:** 500 respondents agreed to participate.

**Sample Selection:** A random selection of 10,000 Auckland phone numbers.

**Weighting:** The results are weighted to reflect the overall adult population in terms of gender, age and household income.

**Sample Error:** Based on this sample of 500 respondents, the maximum sampling error (for a result of 50%) is +/- 4.4%, at the 95% confidence level.

**Code Compliance:** This poll was conducted in accordance with the New Zealand Political Polling Code, the Research Association New Zealand Code of Practice and the International Chamber of Commerce/ European Society for Opinion and Market Research Code on Market and Social Research.



## Have you heard of the Auckland Energy Consumer Trust (AECT)?

HEARD OF AECT	COUNT	COL %
YES	272	55%
NO	222	45%
<b>TOTAL:</b>	<b>495</b>	<b>100%</b>

HEARD OF AECT BY GENDER + AGE	GENDER		AGE		
	FEMALE	MALE	18 - 39	40 - 60	61+
	COL %				
YES	51	60	56	57	51
NO	49	40	44	43	49
<b>TOTAL:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

HEARD OF AECT BY INCOME	INCOME					
	QUINTILE 1	QUINTILE 2	QUINTILE 3	QUINTILE 4	QUINTILE 5	QUINTILE 6
	COL %					
YES	46	48	45	71	66	55
NO	54	52	55	29	34	45
<b>TOTAL:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

How much do you know about what the AECT does? Would you say you know a lot, a fair amount, not much or hardly anything?

KNOWLEDGE OF AECT	COUNT	COL %
A LOT	9	3%
A FAIR AMOUNT	119	44%
NOT MUCH	69	25%
HARDLY ANYTHING	76	28%
<b>TOTAL:</b>	<b>272</b>	<b>100%</b>

KNOWLEDGE OF AECT BY GENDER + AGE	GENDER		AGE		
	FEMALE	MALE	18 - 39	40 - 60	61+
	COL %				
A LOT	1	5	0	7	4
A FAIR AMOUNT	40	47	51	38	41
NOT MUCH	35	16	19	32	25
HARDLY ANYTHING	24	32	31	23	30
<b>TOTAL:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

KNOWLEDGE OF AECT BY INCOME	INCOME					
	QUINTILE 1	QUINTILE 2	QUINTILE 3	QUINTILE 4	QUINTILE 5	REFUSED
	COL %					
A LOT	0	10	0	0	7	3
A FAIR AMOUNT	54	36	60	36	35	48
NOT MUCH	25	15	20	32	36	35
HARDLY ANYTHING	21	15	20	32	36	35
<b>TOTAL:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## In a few words, what is your understanding of what the AECT does?

UNDERSTANDING OF AECT	COUNT	COL %
MAJOR SHAREHOLDER OF VECTOR	35	27%
GIVES DIVIDENDS TO HOUSEHOLDS	47	37%
DEALS WITH GOVT ON REGULATORY ISSUES	2	1%
PROVIDES GUIDANCE TO VECTOR	5	4%
OTHER	22	17%
UNSURE	17	13%
<b>TOTAL:</b>	<b>128</b>	<b>100%</b>

UNDERSTANDING OF AECT BY GENDER + AGE	GENDER		AGE		
	FEMALE	MALE	18 - 39	40 - 60	61+
	COL %				
MAJOR SHAREHOLDER OF VECTOR	4	45	22	31	29
GIVES DIVIDENDS TO HOUSEHOLDS	53	25	28	47	37
DEALS WITH GOVT ON REGULATORY ISSUES	0	2	0	2	3
PROVIDES GUIDANCE TO VECTOR	0	7	10	0	0
OTHER	23	13	25	10	16
UNSURE	19	8	15	10	15
<b>TOTAL:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

UNDERSTANDING OF AECT BY INCOME	INCOME					
	QUINTILE 1	QUINTILE 2	QUINTILE 3	QUINTILE 4	QUINTILE 5	REFUSED
	COL %					
MAJOR SHAREHOLDER OF VECTOR	0	16	26	38	44	34
GIVES DIVIDENDS TO HOUSEHOLDS	40	75	35	42	17	22
DEALS WITH GOVT ON REGULATORY ISSUES	5	0	3	0	0	0
PROVIDES GUIDANCE TO VECTOR	0	0	0	0	0	21
OTHER	44	9	6	20	29	0
UNSURE	10	0	29	0	10	24
<b>TOTAL:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

How good a job do you think the AECT does overall? Would you say they do a very poor, poor, average, good or very good job?

AECT PERFORMANCE	COUNT	COL %
VERY POOR	2	2%
POOR	2	2%
AVERAGE	15	12%
GOOD	34	26%
VERY GOOD	14	11%
UNSURE	60	47%
<b>TOTAL:</b>	<b>128</b>	<b>100%</b>

AECT PERFORMANCE BY GENDER + AGE	GENDER		AGE		
	FEMALE	MALE	18 - 39	40 - 60	61+
	COL %				
VERY POOR	4	0	0	3	4
POOR	2	1	0	3	3
AVERAGE	14	10	17	15	0
GOOD	23	29	29	20	32
VERY GOOD	6	15	0	14	25
UNSURE	49	45	55	46	36
<b>TOTAL:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

AECT PERFORMANCE BY INCOME	INCOME					
	QUINTILE 1	QUINTILE 2	QUINTILE 3	QUINTILE 4	QUINTILE 5	REFUSED
	COL %					
VERY POOR	0	0	5	5	0	0
POOR	0	0	0	0	0	9
AVERAGE	0	0	23	11	12	21
GOOD	28	64	13	34	17	12
VERY GOOD	13	0	13	6	20	13
UNSURE	59	36	46	44	51	45
<b>TOTAL:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

UNDERSTANDING TEXT REPLIES	COUNT
CHEAPER PRICES	2
DIVIDENDS	2
DOESN'T APPLY TO AREA	2
GIVE OUT DIVIDENDS	1
GIVE OUT MONEY	4
GROUP OF SHAREHOLDERS	2
KEEP PRICES DOWN	2
LOOK AFTER ASSETS	2
MAJOR SHAREHOLDER VECTOR	1
MONITORS PERFORMANCE	1
NON-PROFIT	1
NOTICES	2
OVERSEE ELECTRICITY IN AUCKLAND	1
PAY DIVIDENDS	1
PAYS DIVIDENDS	1
POWER	1
PROTECT CUSTOMERS	2
PROVIDES SUPPORT	5
SEND MONEY	2
SHAREHOLDER	1
SHAREHOLDER OF VECTOR	2
UNSURE	3

The AECT is a major shareholder in the electricity lines company Vector. Each year, it distributes a dividend from Vector’s profits to Auckland residents in the Trust’s area. That dividend was \$335 in 2014. Some people have proposed that the Trust be wound up, and that Auckland Council be given ownership of its shares in Vector to help fund Council projects. What is your preference?

- The AECT remains in place, using profits from Vector to provide dividends to local households in the Trust’s area.
- The shareholding of Vector be transferred to Auckland Council, so they can use the profits to fund Council projects.

AECT FUTURE	COUNT	COL %
AECT REMAIN AND PROVIDE DIVIDENDS	378	78%
VECTOR TRANSFERRED TO AUCKLAND COUNCIL	77	16%
UNSURE	30	6%
<b>TOTAL:</b>	<b>485</b>	<b>100%</b>

AECT FUTURE BY GENDER + AGE	GENDER		AGE		
	FEMALE	MALE	18 - 39	40 - 60	61+
	COL %				
AECT REMAIN AND PROVIDE DIVIDENDS	76	79	75	78	81
VECTOR TRANSFERRED TO AUCKLAND COUNCIL	16	16	19	17	11
UNSURE	8	4	6	5	8
<b>TOTAL:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

AECT FUTURE BY INCOME	INCOME					
	QUINTILE 1	QUINTILE 2	QUINTILE 3	QUINTILE 4	QUINTILE 5	REFUSED
	COL %					
AECT REMAIN AND PROVIDE DIVIDENDS	89	84	80	78	67	69
VECTOR TRANSFERRED TO AUCKLAND COUNCIL	3	14	17	20	27	14
UNSURE	8	2	4	2	6	16
<b>TOTAL:</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



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