



Centameter Survey
for
POWER SAVE
MARKETING LTD



Background

The Centameter is an innovative new electronic device, which measures in real time the amount of electricity being used and displays the cost per hour on a portable display located inside the home or business. The Centameter encourages people to save power by constantly monitoring how much they're using and how much it's costing. By knowing which appliances use a lot of electricity, customers can adopt new energy saving practices and reduce their power bill accordingly.

Power Save Marketing Ltd commissioned a telephone survey amongst recent purchasers of Centameters to measure how effective the Centameter has been in its stated goals. This report analyses the results of that survey.

The target population for the survey was people (households) who had recently purchased a Centameter. A pre-coded interview script was developed and TELElink was commissioned to collect the data during the first week of November 2004. The final sample size (number of successfully completed interviews) was 207, which has an associated margin of error of $\pm 6.9\%$. The response rate for the survey was 76.7%, which is very good for a telephone survey.

Key Findings

- Over two-thirds of respondents had changed their energy consumption behaviour as a result of their Centameter.
- Three-quarters of respondents considered that their Centameter had helped them to become more energy efficient.
- Over two-thirds of respondents indicated that their Centameter had been helpful in educating their children or other family members in becoming more energy efficient.
- One-third of respondents stated that their power bill had reduced as a result of using the Centameter. However, it is possible that a number of households who had purchased a Centameter had not had their power usage read and consequently were not in a position to state whether or not their bill had been reduced.
- Ninety-two percent of respondents said that they have or would recommend the Centameter to others.

Results

The results are presented for each of the five questions that were asked. The results of each question have been cross-tabulated by household income range.

1. Has the Centameter changed your behaviour in regard to energy consumption in your home?

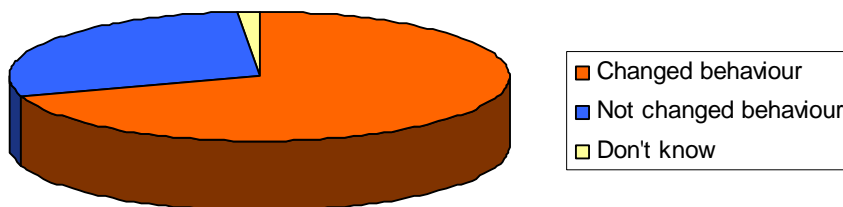
Table 1 shows that overall, over two-thirds of respondents had changed their energy consumption behaviour as a result of the Centameter. This is shown graphically in figure 1.

Table 1 also shows that there is some evidence that the Centameter has a greater impact on changing energy consumption behaviour for higher income homes. However, due to the small number of respondents in some of the income ranges, caution should be taken when interpreting these results. Seventy-four percent of respondents from homes with incomes over \$50,000 per annum reported that they had changed their behaviour, compared with 53% of homes with incomes under \$20,000. This result is not unexpected as low income households already use less energy¹, and therefore they would have less ability to cut back on energy use.

Table 1 Changed energy consumption behaviour as a result of a Centameter, by household income range

	Under \$20,000		\$20,000 - \$30,000		\$30,000 - \$50,000		Over \$50,000		Refused		Overall	
Changed behaviour	9	53%	11	61%	20	65%	97	74%	8	80%	145	70%
Not changed behaviour	8	47%	7	39%	10	32%	32	24%	2	20%	59	29%
Don't know	0	0%	0	0%	1	3%	2	2%	0	0%	3	1%
Total	17	100%	18	100%	31	100%	131	100%	10	100%	207	100%

Figure 1 Changed energy consumption behaviour as a result of a Centameter, overall



¹ Household Expenditure Survey, Statistics New Zealand, 2001

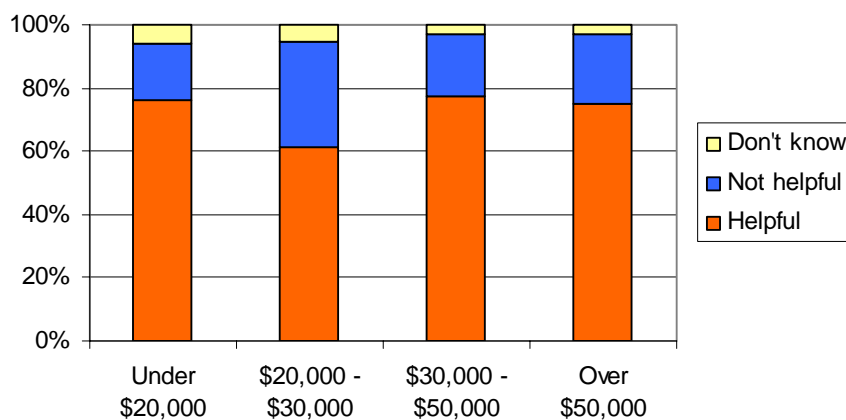
2. Has the Centameter helped you to become more energy efficient?

Table 2 shows that almost three-quarters of respondents considered that the Centameter had helped them to become more energy efficient. This is a similar proportion to those who had changed their energy consumption behaviour as a result of the Centameter. However, unlike the previous question, the proportion of people who found the Centameter helpful in becoming more energy efficient was similar across all household income ranges (again, noting the small number of respondents in some income ranges). This is shown in figure 2.

Table 2 Value of Centameter in becoming more energy efficient, by household income range

	Under \$20,000		\$20,000 - \$30,000		\$30,000 - \$50,000		Over \$50,000		Refused		Overall	
Helpful	13	76%	11	61%	24	77%	98	75%	8	80%	154	74%
Not helpful	3	18%	6	33%	6	19%	29	22%	2	20%	46	22%
Don't know	1	6%	1	6%	1	3%	4	3%	0	0%	7	3%
Total	17	100%	18	100%	31	100%	131	100%	10	100%	207	100%

Figure 2 Value of Centameter in becoming more energy efficient, by household income range



3. Has the Centameter helped educate your children or other family members to become more energy efficient?

Overall, over two-thirds of respondents indicated that they found the Centameter helpful in educating their children or other family members in becoming more energy efficient, as shown in table 3. Again, there was no real pattern evident across income ranges, although those households with incomes over \$50,000 found the Centameter most helpful in educating children or other family members in becoming more energy efficient followed by households with incomes of less than \$20,000.

Table 3 Value of Centameter in educating family to become more energy efficient, by household income range

	Under \$20,000		\$20,000 - \$30,000		\$30,000 - \$50,000		Over \$50,000		Refused		Overall	
Helpful	11	65%	10	56%	18	58%	101	77%	8	80%	148	71%
Not helpful	6	35%	7	39%	13	42%	28	21%	2	20%	56	27%
Don't know	0	0%	1	6%	0	0%	2	2%	0	0%	3	1%
Total	17	100%	18	100%	31	100%	131	100%	10	100%	207	100%

4. Has using the Centameter helped you reduce your power bill?

The researchers understand that at the time of the data collection a number of households who had purchased a Centameter had not had their power usage read and consequently were not in a position to state with certainty whether or not the Centameter had helped them to reduce their power bill.

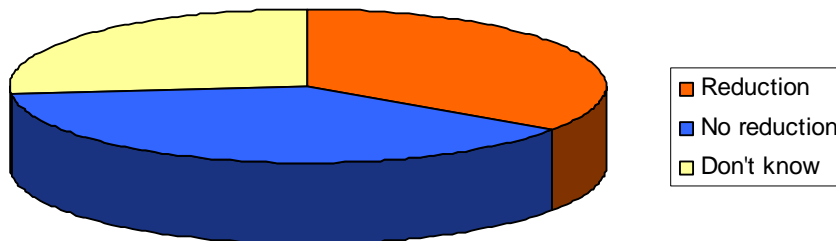
Table 4 shows that overall, one-third of respondents stated that their power bill had reduced as a result of using a Centameter. This is low given that in question one, two-thirds of respondents stated that they had changed their energy consumption behaviour as a result of the Centameter. Just over a quarter of respondents said that they did not know whether or not the Centameter had reduced their power bill. This is shown graphically in figure 3.

Approximately the same proportion of respondents in each income range indicated that their power bills had not been reduced as a result of using a Centameter. However, there was no pattern evident in the proportion of households who did indicate a reduction in their power bill.

Table 4 Reduction in power bill as a result of using a Centameter, by household income range

	Under \$20,000	\$20,000 - \$30,000	\$30,000 - \$50,000	Over \$50,000	Refused	Overall
Reduction	3 18%	8 44%	13 42%	46 35%	2 20%	72 35%
No reduction	6 35%	7 39%	9 29%	53 40%	5 50%	80 39%
Don't know	8 47%	3 17%	9 29%	32 24%	3 30%	55 27%
Total	17 100%	18 100%	31 100%	131 100%	10 100%	207 100%

Figure 3 Reduction in power bill as a result of using a Centameter, overall



5. Have you or would you recommend the Centameter to others?

There was an overwhelming endorsement for this product with 92% of respondents saying that they have or would recommend the Centameter to others. Only 6% said that they have not and would not recommend the Centameter to others. There was no pattern evident across the income ranges in endorsement for the Centameter. This is shown in table 5.

Table 5 Recommend the Centameter to others, by household income range

	Under \$20,000	\$20,000 - \$30,000	\$30,000 - \$50,000	Over \$50,000	Refused	Overall
Have or would recommend	17 100%	17 94%	26 84%	122 93%	8 80%	190 92%
Have not and would not recommend	0 0%	1 6%	5 16%	6 5%	1 10%	13 6%
Don't know	0 0%	0 0%	0 0%	3 2%	1 10%	4 2%
Total	17 100%	18 100%	31 100%	131 100%	10 100%	207 100%