

Understanding consumers' knowledge, uptake and use of Off-peak electricity plans

April 2024



Overview

- “Off-peak” power plans incentivise consumers to reduce the electricity load at peak times through lower price tariffs.
- EECA wanted to understand the penetration of these plans at a national level and understand the difference by those that own their own home with and without a mortgage and those that rent.
- These insights look to understand awareness of off-peak electricity pricing, current uptake of off-peak plans and then for those with an off-peak plan whether it changes their energy use behaviour.

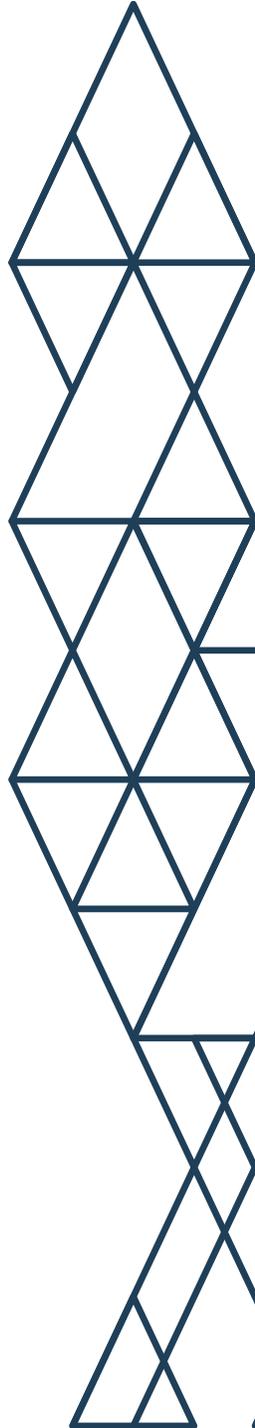
Methodology

- Four questions were inserted into a nationally representative sample survey (N=1036) of 18+ New Zealanders over two waves in March 2023. Answers are self-reported with a margin of error of 3.04% at a confidence interval of 95%



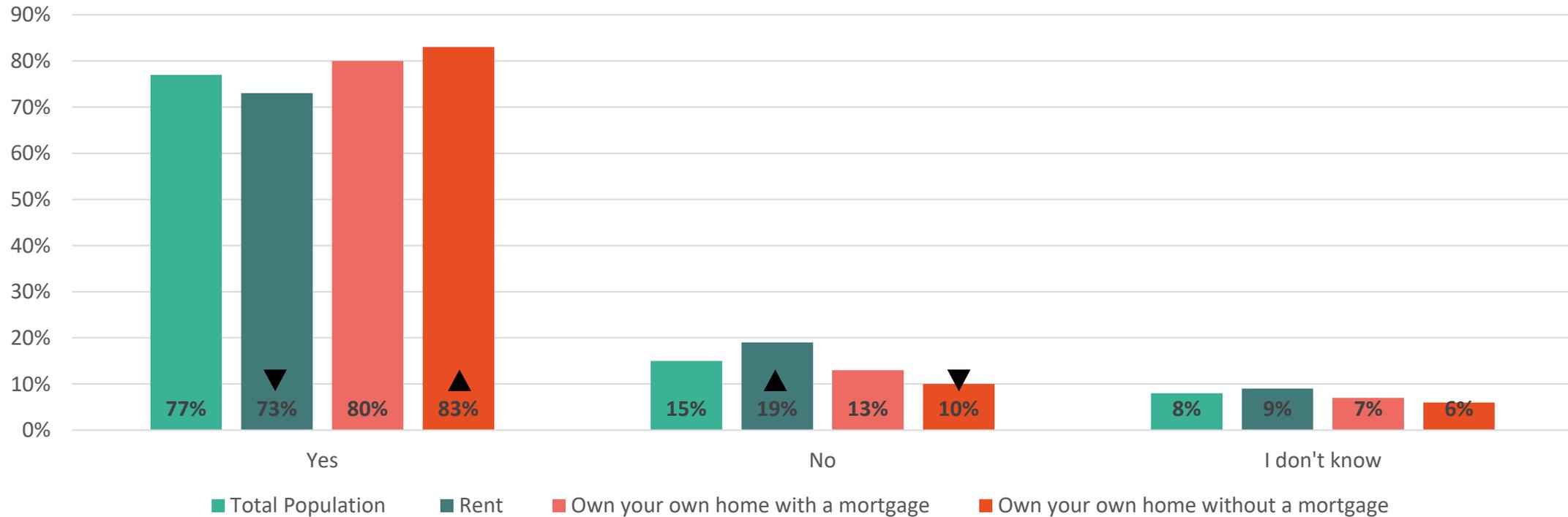
Key Findings

- Knowledge of cheaper power availability at off-peak is high – over three-quarters of people. Knowledge tends to be higher among those that own their home. Renters under index on their knowledge of off-peak pricing plans, while those who own a home without a mortgage significantly over index.
- Knowledge does not automatically transfer to behaviour. Only 38% of those aware (30% total) report being on an off-peak power plan. Conversion is highest amongst the lowest knowledge market – renters (45%), suggesting growing knowledge among renters would be beneficial.
- 1 in 5 of those with a plan don't take advantage of off-peak power. Half of those that do shift their behaviour only do so in a small way, signalling that plan uptake alone only has so much impact on peak use reduction.



Knowledge of cheaper power at off-peak is high and is highest among those that own their own home

Before this survey, did you know it could be cheaper to use power at different off-peak times of the day?



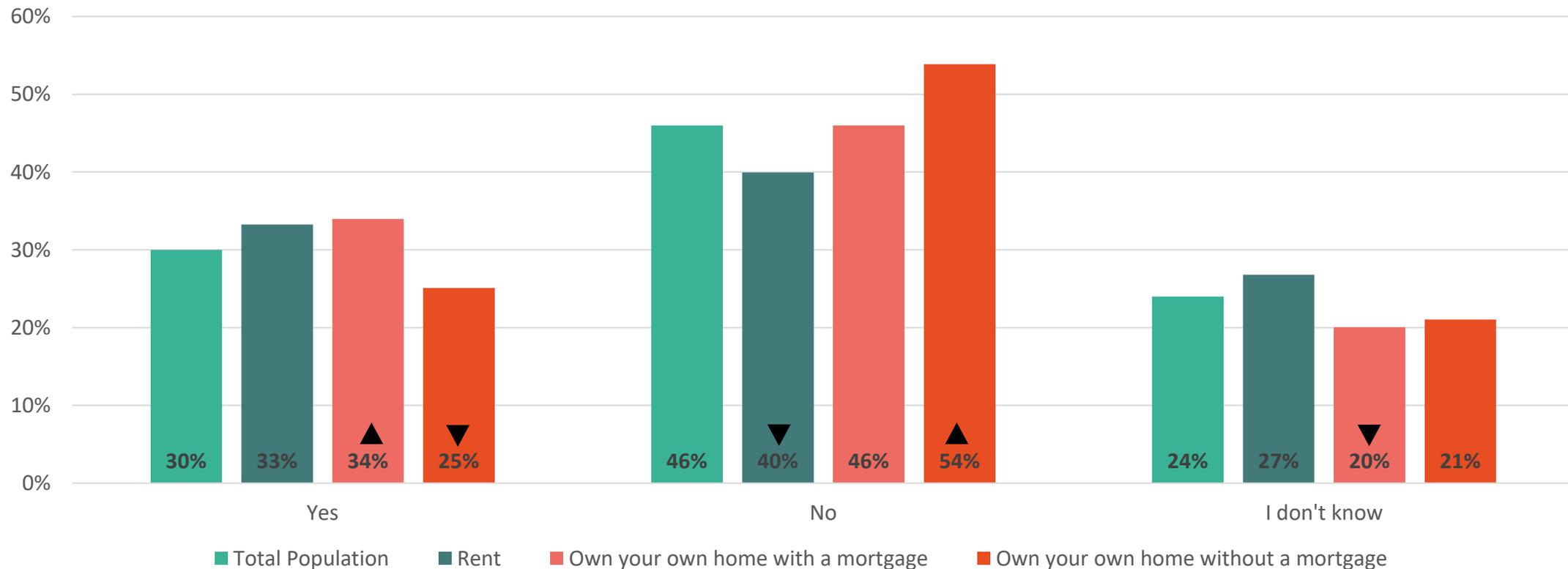
DEMAND_KNOW: Before this survey, did you know it could be cheaper to use power at different off-peak times of the day?

Base: Total population n=1036, Renters n=376. Own your home with a mortgage n=329, Own your own home without a mortgage n=275

▼▲ Significantly lower/higher than other

But this high knowledge does not translate into adoption of off-peak plans

Are you currently on an off peak pricing plan?



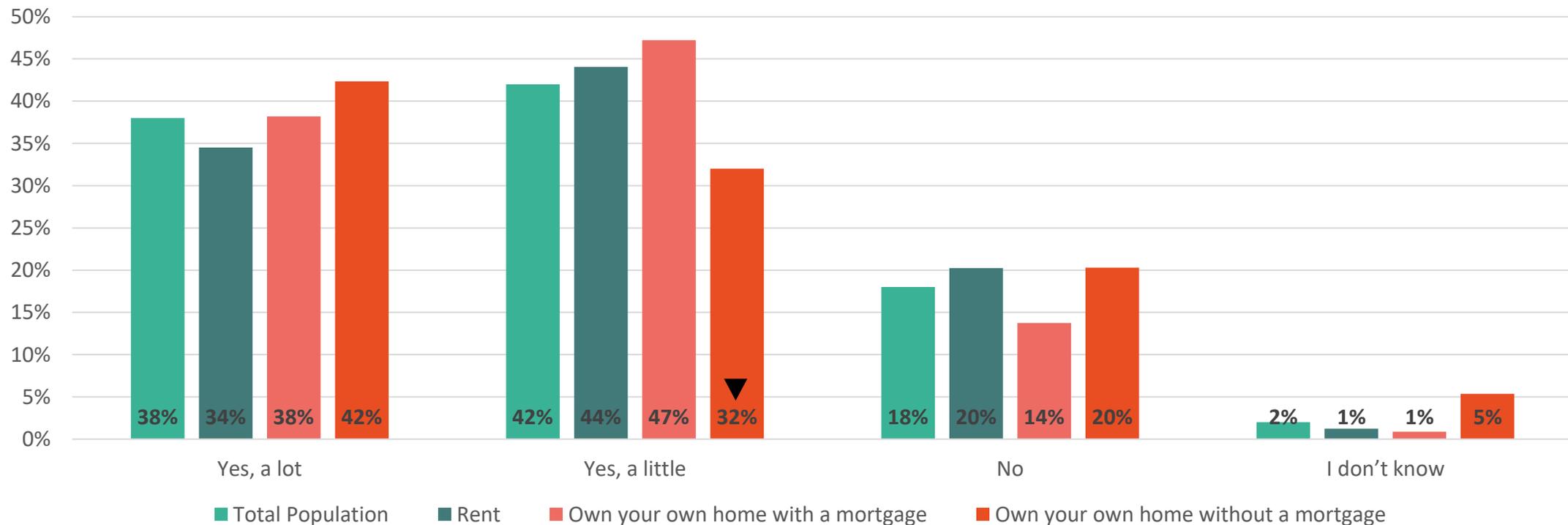
DEMAND_USE: Are you currently on an electricity plan which has lower prices at different times of day? This is also known as off-peak pricing.

Base: Total population n=1036, Renters n=376. Own your home with a mortgage n=329, Own your own home without a mortgage n=275

▼▲ Significantly lower/higher than other

When people are on a plan, 4 out of 5 say they use it to some degree

Does your household change your power usage to take advantage of your off-peak power plan. (Asked of those with off-peak power plans)



POWER_USE: Do you and your household change your power usage to take advantage of off-peak power?
 Base: Total population n=306, Renters n=117. Own your home with a mortgage n=116, Own your own home without a mortgage n=65

▼▲ Significantly lower/higher than other