

EECA response to WPQ 10124

Answer:

Department or entity	Survey	Organisation	Commissioned date	Cost
EECA	Business Monitor Dip	TRA	Jul-23	\$12,200
EECA	Consumer Monitor FY24	TRA	Jul-23	\$68,012
EECA	Business monitor - quarterly reporting	TRA	Jul-23	\$128,480
EECA	Electrify my home - appliance report	TRA	Aug-23	\$56,400
EECA	Consumer monitor deep dive	TRA	Sep-23	\$20,000
EECA	Business campaign report	TRA	Oct-23	\$12,000
EECA	Transport Monitor FY24	TRA	Dec-23	\$85,400
EECA	Switch On Baseline collection	TRA	Feb-24	\$43,000
EECA	Smart Charger Research	TRA	Feb-24	\$58,430
EECA	Electrify - Trades perspective	TRA	May-24	\$93,700
EECA	Consumer Energy monitor FY25	TRA	Jul-24	\$135,720
EECA	Business Energy monitor FY25	TRA	Jul-24	\$96,500
EECA	Transport Tracker research	TRA	Jul-24	\$19,208
EECA	EV Roadie campaign measurement	TRA	Mar-25	\$10,000

EECA	EV Charging Research	TRA	Apr-25	\$65,000
	Winter Savings Concept Testing	TRA	Apr-25	\$29,030
EECA	Solar on Farms initial	Gravitas OPG	May-25	\$13,290
EECA	Winter Savings Campaign Evaluation FY25 – data collection	Verian Group NZ Limited	Jul-25	\$39,920
EECA	Solar on Farms follow- up	Gravitas OPG	Aug-25	\$23,300
EECA	Consumer energy monitor FY26	Verian Group NZ Limited	Sep-25	\$44,548
EECA	Business energy monitor FY26	Verian Group NZ Limited	Sep-25	\$70,194

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Organisation	Date Commissioned	Total Cost	Subject Matter
Perceptive Group Limited	Jun and Sep 2024	\$55,375	Market Research into consumer segmentation.
AK Research & Consulting	May and Jun 2024	\$40,000	Surveys of electricity market consumer and participant perceptions
The Navigators limited	Jul and Aug 2025	\$45.880	Survey of residential and small business consumer sentiment
The Navigators limited	Sep to Nov 2025	\$55,155	Building representative consumer profiles for our new Consumer Comparison and Switching website
Edge AI limited T/a 2B connected	Sep to Nov 2025	\$4,348	Inbound Call Handling related to the Consumer Comparison and Switching Survey