

# Methodology



⑩ Face to face interviews



⑩ Respondent: Female house owners aged 30 to 50 years

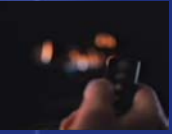
⑩ Area: Auckland and Wellington

⑩ Interview length: 20 minutes



⑩ Weekends in field: 13, 14, 20 & 21 July and 14-18 August 2002

⑩ Sample size: n = 250 weighted to reflect the combined Wellington and Auckland populations



– North Auckland 14%

– West Auckland 12%

– Central Auckland 25%

– South & East Auckland 22%

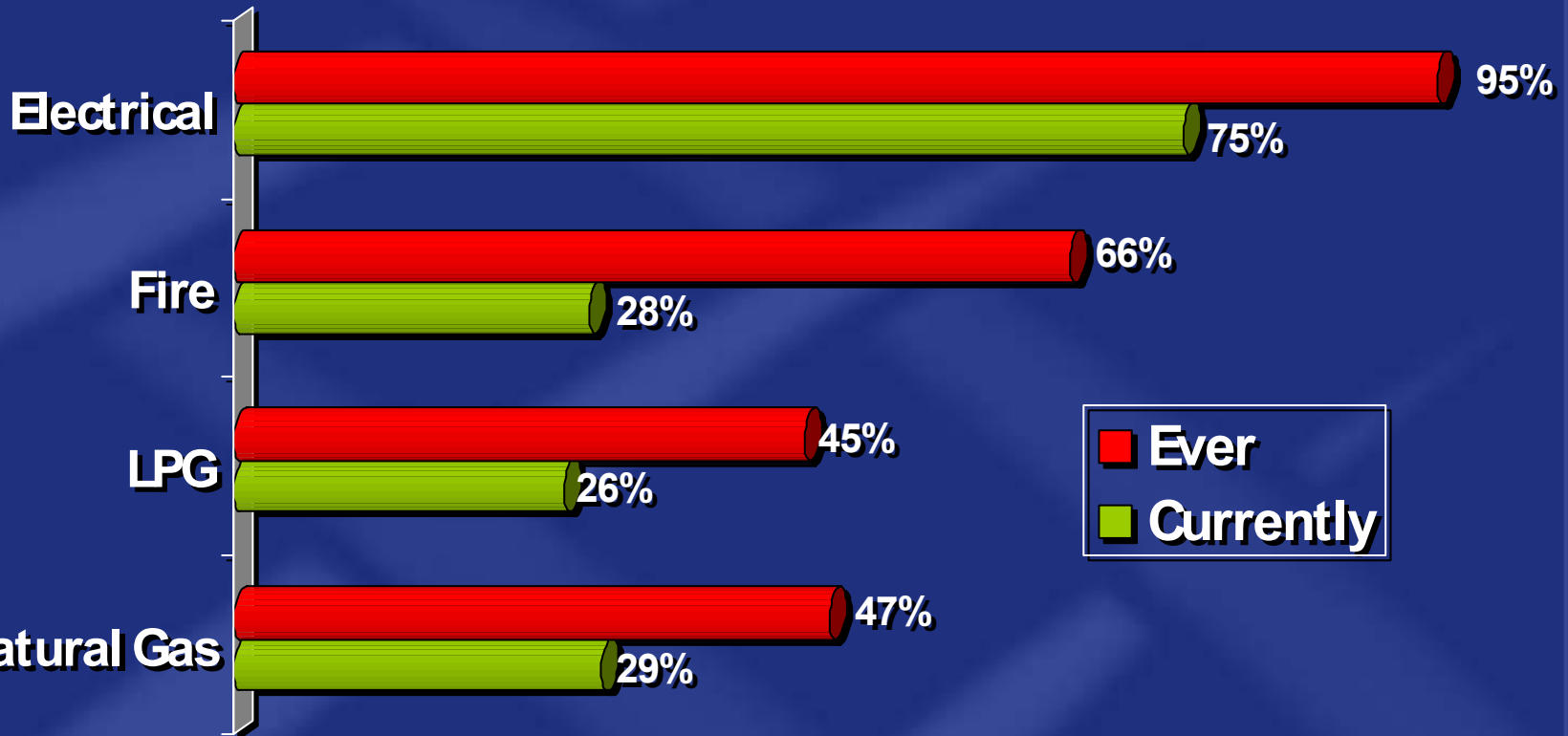
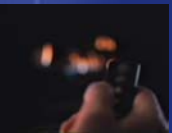
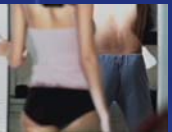
– Wellington 27%



# **Heating, Cooking and Hot Water - Usage and Disposition**

# Usage for Heating...

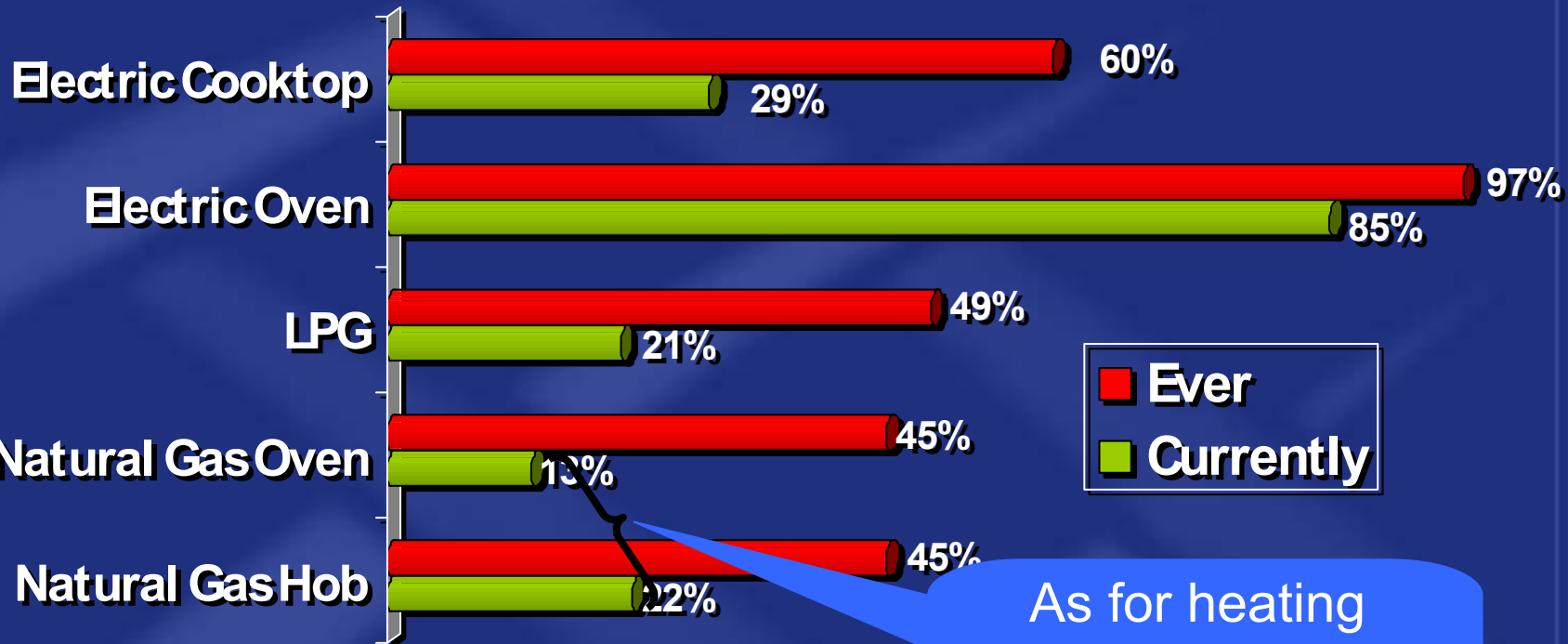
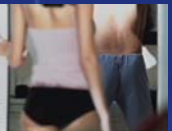
⑩ Almost one in three using natural gas for heating



BASE: 250

# Usage for Cooking...

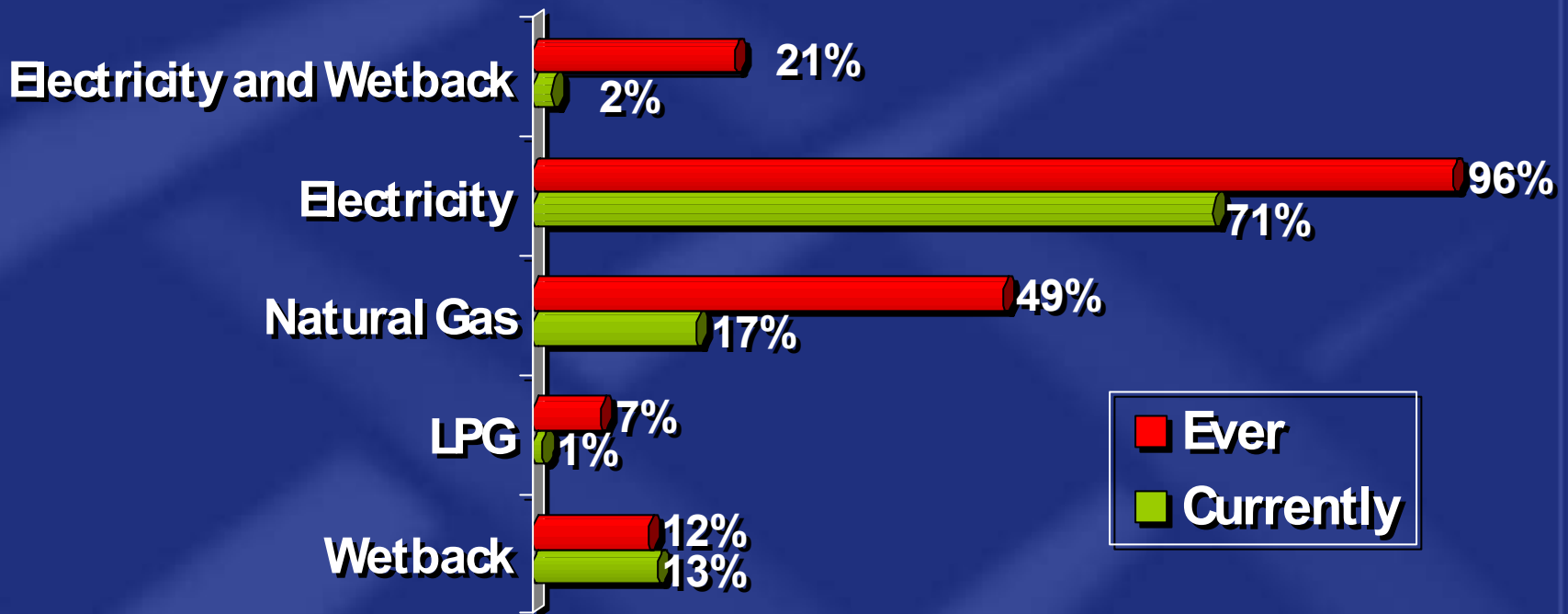
- ⑩ While 1 in 5 are using NG hobs only 1 in 8 use a NG oven



BASE: 250

# Usage for Hot Water...

- ⑩ 1 in 2 people have at some stage used Natural Gas for Water Heating purposes, while only 1 in 6 are current users

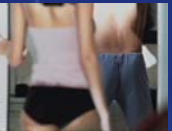


BASE: 250

# Disposition scale



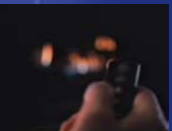
⑩ **INSIST:** Only way I would ever use



⑩ **PREFER:** One of my preferred ways



⑩ **DESIRE:** Not one of my preferred ways but from what I've heard about it recently I'd like to try it



⑩ **ACCEPT:** Not one of my preferred ways but I would use it under certain circumstances



⑩ **NO OPINION:** Heard of this but don't know much about it

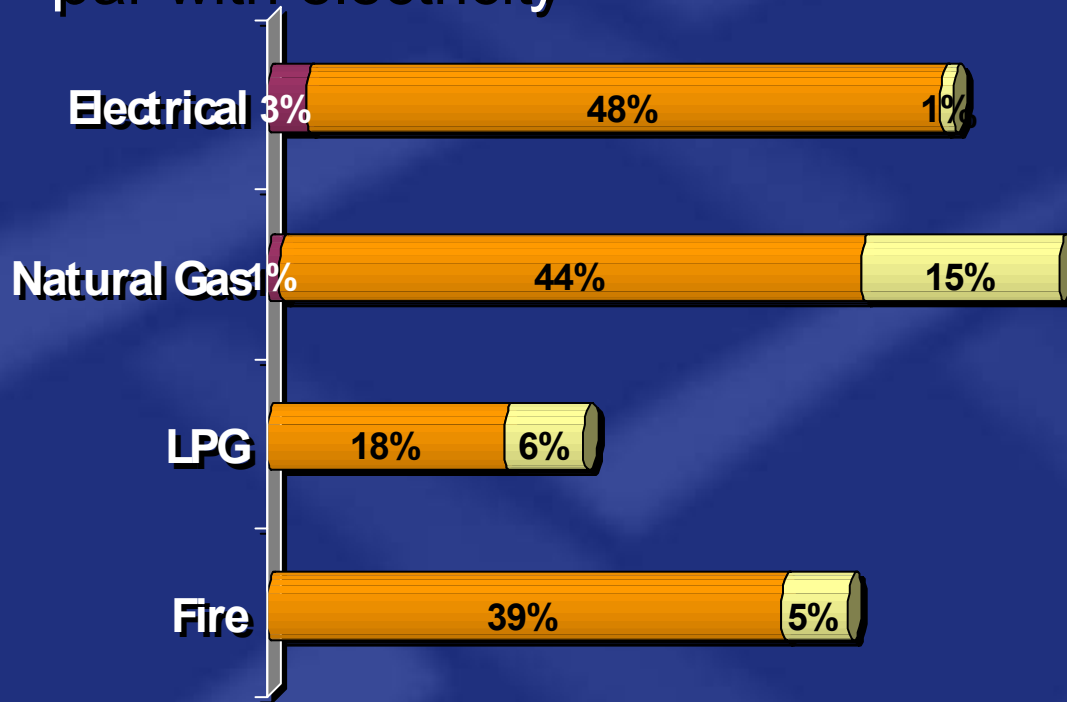
⑩ **UNAWARE:** Never heard of this



⑩ **REJECT:** Would never willingly use this

# Disposition for Heating

- ⑩ Favourable disposition towards Natural Gas but still on par with electricity



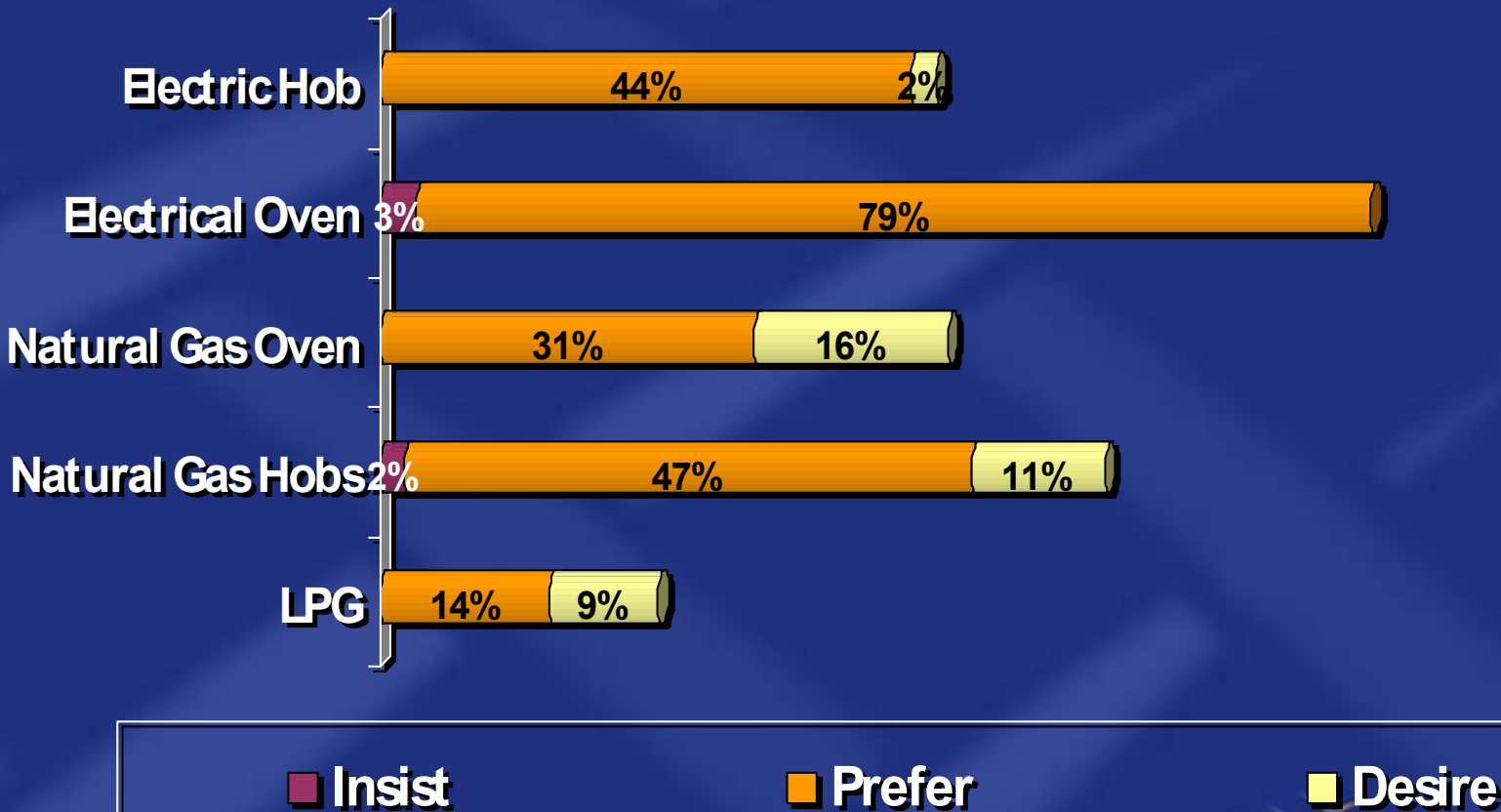
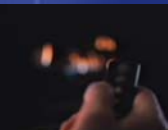
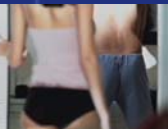
■ Insist

■ Prefer

■ Desire

BASE: 250

# Disposition for Cooking



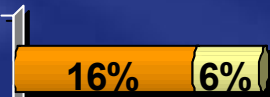
BASE: 250



# Disposition for Heating Hot Water

⑩ Preference/ desire still higher for electricity

Electricity and Wetback



Wetback



Electricity



Natural Gas



LPG



■ Insist

■ Prefer

■ Desire

BASE: 250