



Media Release
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SOUTH ISLANDERS MOST STRESSED ABOUT POWER BILLS

Sixty one percent of Dunedin residents and 43% of Christchurch residents dread receiving their power bills reveals a new customer satisfaction survey.

The results were released today to coincide with the launch in New Zealand of Canstar Blue – an organisation devoted to providing Kiwis with customer satisfaction ratings on a wide range of products and services.

CANSTAR CANNEX – New Zealand National Manager, Derek Bonnar, said 2,500 kiwis were asked to rate their satisfaction with the heat pump they had purchased. Heat pump manufacturers included in the ratings were: Daikin, Fujitsu, Mitsubishi and Panasonic.

“Daikin heat pumps received the maximum five star rating in seven of the eight customer satisfaction categories including: overall satisfaction, after sale service, reliability, ease of use, functionality, noise and energy efficiency. Fujitsu was awarded top spot for price, and came a close second on all the other customer satisfaction categories,” said Derek.

While Daikin came up trumps for customer satisfaction, the survey also highlighted consumers’ feelings towards power bills.

“South Islanders were up to 20% more worried about their power bills than those in the North Island. This isn’t that surprising given that they generally face colder winters than their northern cousins.

“In addition, the younger we are the more likely it is that we’re not going to welcome the arrival of our power bill. Fifty two percent of Generation Y survey respondents (those born in the 1980s and 90s) were worried about their power bill, as opposed to only 41% of Baby Boomers (born from 1940-60),” said Derek.

The survey also found that kiwi men are more likely than women to turn on the aircon in the hotter months.

Canstar Blue’s customer satisfaction survey of heat pumps was conducted in New Zealand by independent professional market research company Colmar Brunton, Australia.

Canstar Blue is the brainchild of financial research and ratings company, CANSTAR CANNEX which has been operating in New Zealand for nearly a decade.

It will provide New Zealanders with the latest customer satisfaction ratings on products and services free of charge via the website www.canstarblue.co.nz.

“Consumers will undoubtedly feel more confident about a purchase if hundreds of other Kiwis rate it highly,” said Derek.

To view the full results of the Canstar Blue survey go to www.canstarblue.co.nz

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About Canstar Blue:

Canstar Blue New Zealand was launched today by CANSTAR CANNEX, New Zealand and Australia’s premier researcher of retail finance information for more than 350 institutions across the finance sector. Canstar Blue will release regular surveys to measure and track New Zealand customer satisfaction to help consumers make the best purchasing decisions for their needs. Canstar Blue also provide customer satisfaction ratings in Australia.

About CANSTAR CANNEX:

Founded in 1992, CANSTAR CANNEX Pty Limited is Australia and New Zealand's premier researcher of retail finance information for over 350 institutions such as banks, building societies, credit unions, finance companies, brokers, mortgage originators, life companies and finance related internet portals. CANSTAR CANNEX customers use the extensive database for competitor analysis as well as a means of disseminating their product range. This information is also distributed to print and electronic media for publication and to agents, accountants, brokers and internet portals for use in advising their clients.

What are the Canstar Blue ratings?

Canstar Blue uses market research to determine customer satisfaction ratings across a range of products and services including banking, telecommunications and electronics in Australia and New Zealand. Results are freely available to consumers who are encouraged to use the ratings as a guide to product excellence. The results can be seen at www.canstarblue.co.nz. New ratings are added regularly.

Heat Pump Results

Brand	Overall *	Price	After sales service	Reliability	Ease of use	Functionality	Noise	Energy efficiency
Daikin	★★★★★	★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Fujitsu	★★★★	★★★★★	★★★★	★★★★	★★★★★	★★★★	★★★★	★★★★
Mitsubishi	★★★★	★★★	★★★	★★★★	★★★★	★★★★	★★★	★★★
Panasonic	★★★	★★★★	★★★	★★★	★★★★	★★★★	★★★	★★★

* Overall satisfaction is an individual rating and not a combined total of all ratings