



# *Customer Satisfaction*

Eco Design Advisor Service  
2010 National Survey

In the early part of 2011, a comprehensive customer survey was undertaken by the advisors on behalf of the EDA national network, and provided a resounding endorsement for the value of the work they undertake. The survey was compiled and analysed by an independent research consultant (Lois Easton) and found 91.8% of participants indicated that they had made or intended to make changes as a result of the advice given.

Over 600 EDA customers surveyed over the summer of 2010-2011. 146 responded (24% response rate)

Most homeowners making changes to existing homes.

9.8% were involved in new home building projects

## Motivations for seeking advice



- Making homes warmer was main motivating factor
- Improving energy efficiency and reducing environmental impacts were also high priority
- Regional differences around some other motivators were found
  - in Tauranga, saving running costs was an important factor
  - Nelson keen to find out about solar hot water and passive solar design
  - concern about mould and damp was particularly significant in Auckland
- Findings confirm other research
  - poor standard of insulation and low temperatures in New Zealand homes are main concern
  - energy efficiency and environmental concern are secondary

Findings confirm other research that the poor standard of insulation and low temperatures in New Zealand homes means that households are very focussed on addressing these issues.

## Most common improvements



- The most common interventions made or planned were:
  - ceiling insulation
  - underfloor insulation
  - Curtains, drapes or Roman blinds
  - energy efficient lighting
  - hot water cylinder wrap/pipe lagging
  - accessing government funding

Change Made or Intended	National participants %
Ceiling Insulation	60
Bulk underfloor insulation	47
Lined curtains/ drapes/ Roman blinds	46
Energy efficient lighting	32
Hot water cylinder wrap/ pipe lagging	30
Government funding	25
Double or secondary glazing	24
Underfloor vapour barrier	23
Bathroom extract fan	23

91.8% of participants indicated that they had made, or intended to make, changes as a result of the advice given

The top five changes were ceiling insulation, underfloor insulation, lined curtains, drapes or Roman blinds, and hot water cylinder wraps and lagging. In addition, a quarter of the respondents intended to or had taken advantage of the Government insulation and heating subsidies (EECA, Warm up NZ: Heat Smart.)

Other interventions that proved popular were double or secondary glazing, underfloor vapour barriers, bathroom extractors, reducing downlights and efficient showerheads.

## Regional differences



- Nelson respondents more likely than average to install
  - curtains (79%)
  - underfloor insulation (70%)
  - energy efficient lighting (41%)
  - solar or heat pump hot water systems (29.2%)
- Wellington respondents more likely to install
  - curtains (50%)
  - heat pumps (29%)
  - accessing Government subsidies (35%)
  - changing behaviour (26%)
- Auckland respondents more likely to install
  - double or secondary glazing (27%),
  - rainwater tanks (26%)
  - wall insulation (22%)
  - water efficient toilets (19%)

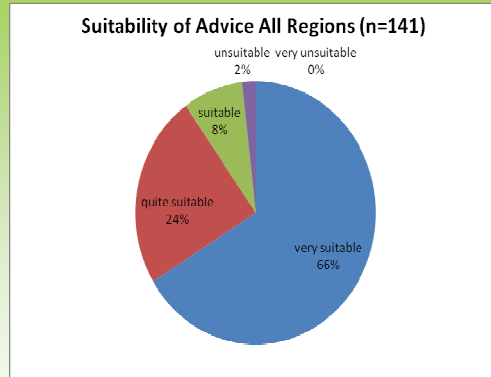
Wellington respondents were less likely to install insulation or damp proof membranes underfloor

Auckland respondents were less likely to access Government Subsidies

## Was the advice suitable?



- Overwhelming majority (98%) found the advice suitable, quite suitable or very suitable
- 2% found the advice unsuitable,
- Right depth of advice, few gaps in information



Advice was given at about the right depth, and there were few gaps, the main one being where the advisor was unable to recommend suppliers or tradespeople, which is a restriction they have in order to retain their independence

## Barriers to uptake



- The main obstacles to implementing the advice identified by respondents were:
  - the cost of more sustainable products/ systems;
  - sourcing products and systems
  - finding suitable tradespeople

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the cost of more sustainable products/ systems;  
sourcing products and systems (particularly in Auckland)  
finding suitable tradespeople (particularly in Auckland and Wellington).

## Future research direction



- Future surveys should focus on
  - better quantifying the actions taken by users of the service, and
  - what impacts this has had on the performance and sustainability of their homes

Researcher Lois Easton recommended that, due to the overwhelming satisfaction levels in this and preceding surveys, future research should focus on better quantifying the actions taken by users of the service, and what impacts this has had on the performance and sustainability of their homes.