



Global Research
TURNING INFORMATION INTO INSIGHT

EA Networks Customer Survey Results

Summary Report

2025

EA networks

Overview

This report contains the key customer satisfaction survey results for EA Networks.



Overall EA Networks customer satisfaction



EA Networks key performance areas



Service assessments



Brand awareness and ownership assessment



Electricity supply and resilience



Electricity pricing



Sponsorship and advocacy



Advertising

In total,
1,361

respondents completed the online survey in November 2025.

The margin of error for results with a confidence interval of 95% was calculated as:

- > Total sample (1,361 respondents): +/- 2.62%
- > Urban sample (1045 respondents): +/- 2.99%
- > Rural sample (297 respondents): +/- 5.67%
- > Semi-rural sample (227 respondents): +/- 6.49%

When possible, the percentage score differences between rural and urban respondents has been presented.

The survey was broadly distributed via an email database across all EA Networks areas.



Results



Results

Customer Satisfaction with Overall Performance

Overall Satisfaction Results

	Number of respondents	Satisfied	Dissatisfied	Satisfied – change from 2023
Overall satisfaction: electricity and fibre networks, reliability of supply, communication, and reputation	1,359	88%	1%	-2%



“

What Customers Love

Quality of infrastructure is front of most people's minds, it's the most direct, regular interaction people have with EA. Community sponsorships, the EA centre separates it from being a soulless uncaring corporate.

Great having underground power in Ashburton

You do a good job now so just keep doing it and try and keep costs down if possible.



”

What Customers Want Improved

Keep doing what you are doing but perhaps a bit more work on getting lines underground and reducing risk of outages.

Reducing the overall power cost to residential consumers. Power bills have continued to rise significantly every year. It makes it very hard for older people living on their own & young families struggling to make ends meet.

Improve infrastructure to better utilise solar.

Key performance areas

Customer Appraisals

	Number of respondents	Agree	Disagree	Agree – change from 2023
Overall, EA Networks: Communicates well with consumers	1,345	74%	4%	+3%
Overall, EA Networks: Cares about the environment	1,343	62%	1%	+2%
Overall, EA Networks: Uses modern technology	1,345	67%	2%	-1%
Overall, EA Networks: Is a reliable and trustworthy organisation	1,342	85%	2%	-2%
Overall, EA Networks: Does a good job of minimising power outages	1,358	85%	1%	-2%
Overall, EA Networks: Uses efficient operating procedures	1,342	64%	2%	-4%

What Customers Love



Power reliability is much better than 16 years ago when we moved to the area.

Does great job in proactive maintenance

“ *Good on EA to have the foresight to put our lines underground. It was expensive but during the recent high winds it paid for it.*

What Customers Want Improved



Neither mod tech, or cares for the environment is not evident to me, environment care is a common slogan these days within business and operates purely as a marketing stunt, the fact that highly treated H5 H6 timber posts are put into the ground to leach arsenic, and concrete posts are not environment friendly to manufacture, so really underground is the way to go using the correct materials.

Brand awareness and ownership assessment

How well customers know EA Networks

	Number of respondents	% Aware	Awareness – change from 2023
Correct responses			
Provides power to properties in Mid Canterbury, and fixes outages	1,354	94%	+1%
Sponsors local sports, arts and cultural groups	1,354	44%	+7%
Incorrect responses			
Maintains Mid Canterbury's roading network	1,354	4%	-1%
I don't know – I have never heard of EA Networks	1,354	0%	-1%
Manages Mid Canterbury's water supply	1,354	5%	0%
I don't know – but I have heard of EA Networks	1,354	2%	0%
Manages the swimming pool and stadium	1,354	37%	+10%

Ownership and discount credit

	Number of respondents	% Positive	Positive – change from 2023
Awareness that consumers receive a deferred discount credit	1,361	88%	+3%
Importance of local ownership	1,361	95%	+1%
Willingness to gift discount to energy advocacy fund	1,359	16%	N/A

Electricity supply resilience

Experiences of Power Outages

1,361 respondents answered this question.

	Number of respondents	Agree	Disagree	Agree – change from 2023
Experienced a power outage in the last 12 months	1,361	27%	66%	+1%

Number of power outages:

- > 367 respondents answered this question
- > 2% of respondents selected zero outages
- > 33% of respondents selected 1 outage
- > 44% of respondents selected 2 – 3 outages
- > 10% of respondents selected 4 – 5 outages
- > 5% of respondents selected 6 or more outages
- > 6% of respondents didn't know

Perceptions of EA Networks When the Power Goes Out

	Number of respondents	Agree	Disagree	Agree – change from 2023
It was easy to get information about the outage	311	65%	18%	+6%
Power was restored within a reasonable timeframe	345	91%	3%	+5%
Information received about the outage was accurate	337	69%	11%	0%

How People Would Prefer to Receive Power Outage Updates

	Number of respondents	Positive	Positive - change from 2023
Awareness of text or email service about outages	1,361	64%	N/A
Use of text message service	483	58%	N/A

What Customers Love



“

The outages we've had have been so short term it wasn't a problem. Planned outages are never a surprise because we receive information about it long before planned date, thanks guys.

You guys do a very good job under trying weather events. Thank you.

What Customers Want Improved



“

Inform the details of power outage more broadly to the general public.

Get info onto the page promptly as that is our go-to. Not having close neighbours means it is hard to tell if the problem is ours or more widespread - our main questions will always be - do you know about this or is it just us, what is the cause and how long do you think the outage may last - we are dependent on power for home and stock water and stock electric fencing as well as all the domestic reasons and need to ensure stock safety and security.

Electricity Pricing

Pricing Fairness

	Number of respondents	Agree	Disagree	Agree – change from 2023
Fairness of total electricity bill price and of 30% of electricity bill going towards network infrastructure	1,251	67%	11%	N/A

Balancing Prices and Service Levels

	Number of respondents	Keep things the same	Willing to increase bill amount	Reduce bill amount	Keep the same – change since 2023
Willingness to pay higher lines charges to reduce potential for outages	1,356	67%	4%	12%	N/A

Price differentiation based on location

Results remained virtually unchanged in 2025 compared to 2021 and 2023.

	Number of respondents	Yes, fully	Yes, to some degree	No, all pay the same
Should pricing differ based on where a consumer's electricity connection is located, and the cost of getting power to that connection, or should all consumers pay the same rate regardless	1,357	10%	52%	29%

Changes to power use

	Number of respondents	Positive	Change from 2023
Reduction in electricity use to reduce costs	1,361	65%	N/A

What Customers Said

Fitted solar panels. Manage usage or time of use.

Make sure that item not in use are turned off at the wall or unplugged.

“

All lighting is LED, fewer lights used, well serviced equipment/appliances, served pump.

Wetback fire and looking at solar panels.

“

Replaced all incandescent lighting with LEDs, replaced oven with newer more efficient unit, replaced hot water cylinder with newer more efficient unit, reduced overall consumption to realistically lower levels by more controlled use. Improvement in power bills has been noted.

To reduce electricity usage, one can make behavioural changes, upgrade to more efficient appliances and equipment, and use smart home devices to automate energy savings. Tackling a home's biggest energy drains, such as heating and cooling, will offer the most significant impact.

Service assessments

Customer Appraisals of Services

	Number of respondents	Positive	Negative	Positive – change from 2023
Tree vegetation/trimming - ease to interact with EA Networks	44	75%	14%	+8%
Tree vegetation/trimming - satisfaction	44	72%	14%	+5%
New power connection - satisfaction	72	88%	7%	+3%
New power connection - ease to interact with EA Networks	72	83%	9%	0%
Complaint - ease to interact with EA Networks	8	76%	13%	-6%
Other service - satisfaction	76	75%	13%	-12%
Fibre installation - satisfaction	43	79%	12%	-17%
Fibre installation - ease to interact with EA Networks	43	72%	7%	-20%
Other service - ease to interact with EA Networks	76	67%	12%	-21%
Complaint - satisfaction	8	38%	38%	-35%
On-property service – ease of interaction	61	84%	7%	N/A
On-property service - satisfaction	61	93%	0%	N/A
Change to power supply – ease of interaction	26	88%	4%	N/A
Change to power supply – satisfaction	26	88%	4%	N/A
Electricity fault report – ease of interaction	116	83%	7%	N/A
Electricity fault – satisfaction	116	91%	4%	N/A

	Number of respondents	Positive	Negative	Positive – change from 2023
Solar energy inquiry or connection – ease of interaction	24	84%	0%	N/A
Solar energy inquiry or connection – satisfaction	24	92%	0%	N/A
Safety disconnection – ease of interaction	19	89%	5%	N/A
Safety disconnection - satisfaction	19	89%	5%	N/A

What Customers Love

New power connections: *Excellent communication and information was readily available.*

Tree/vegetation trimming: *great communication and a tidy job.*

Complaints: *We had new underground power installed in the area but my street box was left in a mess and in front of pathway. End product was great. Thank you. What you could have improved on...done job correct first time ha.*



Fibre: *Communication was super easy and they turned up when they said they would.*

Other services: *Excellent communication in regards to putting the power cables under ground when at the property I rent at.*

“ **On-property service:** *Excellent communication from the guy in charge, met on site, talked through options etc, no problem at all.*

Change to power supply: *Very easy process and I could understand what they were saying.*

Electricity fault report: *Husband rang to report an accident he came across where a power pole was broken. Quick support was sent to site and safety of in involved was paramount.*

Solar energy inquiry or connection: *Checked the installation was done to the proper standard and gave it a tick! I was happy to hear that it was a tidy job.*

Safety disconnection: *Very helpful and efficient.*

What Customers Want Improved

New power connections: *took a long time to give a connection date then delayed the connection.*

Tree/vegetation trimming: *Communication, notified EA networks and got told it would be sorted but never got sorted for a further 3 months in which got done spontaneously without telling us.*

Complaints: *Quick response. Defensive answer.*



Fibre: *Communication between ultimate broadband could have been better although I think it was ultimate broadband side that needed to do better. It seemed to take longer than id expected to get a technician out to update the fiber box.*

Other services: *A planned power outage was not advised and we would have made other plans when this occurred.*

“ **On-property service** *You charge your ridiculous amount and don't engage with the customers electrician to ensure what you're doing is actually what the customer needs.*

Change to power supply *One of the capacity changes we did was lost in the system and we had to ring up to see where it was at.*

Electricity fault report: *An on-online portal to log or view faults would be helpful.*

Solar energy inquiry or connection: *Had to chase a couple of times to get an engineer on site - communication wasn't fantastic.*

Safety disconnection: *I spent 2 hours, every day, for 2 weeks, trying to get Contact energy to send the job to EA. Not EA's fault, but a massive system failure. Trade related issues need to be handled by trade savvy folk. Not dopy retailers.*

Sponsorship and advocacy

Support for EA Networks' Involvement in Community Sponsorship

	Number of respondents	Agree	Disagree	Agree - change from 2023
How strongly do you agree or disagree that EA Networks should be actively involved in sponsorship activity in the local community?	1,361	81%	6%	+1%
Support for sponsoring energy wellness and education initiatives	1,331	81%	8%	N/A

Respondents were also asked how much EA Networks should contribute to Energy wellness and education initiatives. 1283 respondents answered this question:

- > 19% of respondents selected \$250,000 (the upper limit of the scale)
- > 9% of respondents selected a figure between \$200,001 - \$249,000
- > 13% of respondents selected a figure between \$150,001 - \$200,000
- > 23% of respondents selected a figure between \$100,001 - \$150,000
- > 19% of respondents selected a figure between \$50,001 - \$100,000
- > 14% of respondents selected a figure between \$1.00 - \$50,000
- > 3% of respondents selected \$0.00 (the lowest end of the scale)

How the Community Thinks Sponsorship Funding Should be Distributed



What Customers Love

Community sponsorship keeps the results of profit local, and makes it apparent to people.

Contributing to the sports facility was an excellent spend of funds. perhaps rather than making lots of small donations to arts or organisations one large donation that would have huge effect that may mean a worthwhile cause happens that many benefit from, Like the sports complex.

What Customers Want Improved

You would be spreading the fund more fairly if you didn't sponsor and kept power cheaper.

Put the money into schools educating kids, as this will benefit the future when kids become adults.

Advertising

Awareness of Health and Safety Advertising

This question was answered by 1361 respondents in total. The table contains the respondents who had seen each ad.

	I have seen this ad	% change since 2023
Keep safe when trimming trees near power lines (trimming trees).	37%	+4%
Keep safe when digging or moving equipment (moving equipment)	27%	+2%
Help us keep our power network safe (digging).	27%	+4%
Keep safe when using portable generators (using generators).	18%	+2%

Effectiveness of Health and Safety Advertising

This question was answered by 823 respondents in total. The table contains the number of respondents who selected each option.

	I have seen this ad	% change since 2023
No difference to what I have always done	51%	+11%
It raised my awareness of safety, but I didn't do much differently	38%	N/A
I saw the ads and it changed my behaviour	9%	N/A
Other	3%	N/A

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