

Using data to enhance consumer information in Australia and New Zealand

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Background

- Providing easy to understand, accurate information is key to helping consumers choose more efficient products.
- In Australia and New Zealand, much of this is provided through the E3 programme.
- The main tool is the energy rating label on products



- We have used traditional advertising/POS to compliment energy rating labels.
- There is also a searchable online database, with rating information.
- This presentation covers two projects being developed by the E3 programme to enhance consumer information:
 - The zoned energy rating label (ZERL)
 - Mobile/online energy rating information



Mobile/ online energy rating information

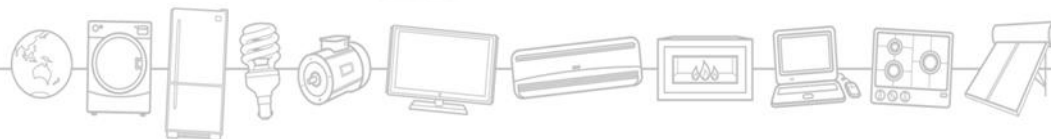
- The rise of online shopping and open data bring new challenges and opportunities for delivering energy rating information to consumers.
- The E3 programme has looked at this three ways.
 - Mobile responsive website/rating tool
 - Smartphone App
 - Embedding rating information in other websites

- Case study



Smartphone App

- A smartphone app was developed which accesses the energy rating database to calculate running costs.
- [Link to video](#)

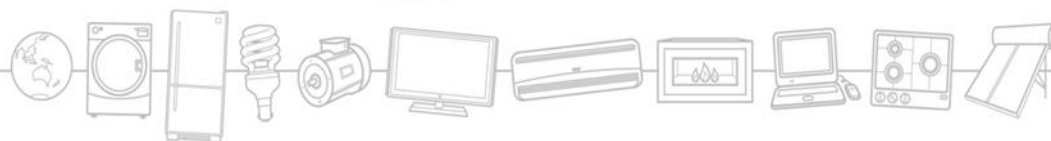


Mobile responsive website and calculator tool

- The issue with an app, is that consumers have to make the effort to download it.
- The energy rating website has been upgraded to be more mobile responsive.

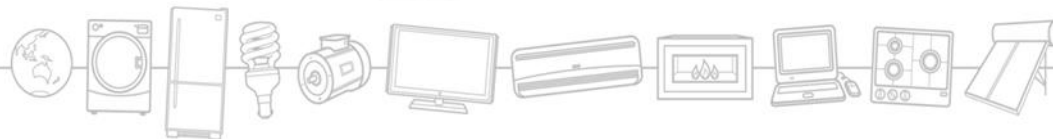


- The [Energy Rating Calculator](#) allows you to search for a particular model number and compare it to other models.
- New features currently being added



Embedding energy rating information

- Embedding information into other sites where consumers might be shopping (e.g. appliance retailers) makes it easier still.
- <http://www.energyrating.gov.au/retailers/labellingresources>
- Good uptake so far from retailers.



Example of embedded rating information

This type of system has been running for some time on the New Zealand Vehicle Fuel Economy programme. This example from the popular trademe website

The screenshot shows the trademe website interface. The top navigation bar includes links like 'Find Someone', 'Holiday Houses', 'Travelbug', 'LifeDirect', 'MotorWeb', 'OldFriends', 'Harmony', and 'Trade Me Insurance'. The main header features the trademe logo and navigation links: 'Browse', 'Sell', 'My Trade Me', 'Community', 'Register', and 'Log in'. A search bar is prominently displayed with the text 'in toyota' and a search icon. Below the search bar, there are tabs for 'Motors', 'Used cars', 'New cars', 'Motorbikes', 'Boats & marine', 'Sell my vehicle', and 'Insure my vehicle'. The main content area displays a listing for a 'Toyota Corolla GL 2004'. The listing includes the asking price of '\$6,000 Or Near Offer', the listing date 'Sun, 13 Dec 2015', and a 'Watchlist' button. A 'MotorWeb Basic Report' section provides detailed specifications: 'On Road Costs: Included', 'Number plate: CEH870', 'Kilometres: 157,000km', 'Body: Red, 5 door, Hatchback', 'Fuel type: Petrol', 'Engine: 4 cylinder, 1794cc', 'Transmission: Automatic', 'History: 2 owners, Imported', 'Registration expires: Jan 2016', 'WOF expires: Apr 2016', and 'Model Detail: GL'. A 'Features' section lists 'ABS brakes', 'Air conditioning', 'Central locking', 'Driver airbag', 'Passenger airbag', and 'Power steering'. A 'Fuel Economy info' section, highlighted with a blue circle, shows a 'FUEL ECONOMY 4' rating and '8.1L / 100KM'. Below this, it states 'Annual fuel cost of \$2,270' and 'Fuel economy is 8.1L per 100km.' A large photo of the red car is shown on the right, with a 'View full size photos' link. At the bottom, there are advertisements for GE Money and Trade Me Insurance, and a link to 'Research 92 new Toyota models'.

Trade Me | Find Someone | Holiday Houses | Travelbug | LifeDirect | MotorWeb | OldFriends | Harmony | Trade Me Insurance

9:31 am, 14 Dec

trademe Where Kiwis buy and sell

Browse Sell My Trade Me Community Register Log in

Search in toyota

Watchlist Favourites Cart

Motors Used cars New cars Motorbikes Boats & marine Sell my vehicle Insure my vehicle NEW

trademe motors

Used cars New cars

Any body style

Toyota

Any model

Price range: Any to Any

Year: Any to Any

Keywords:

NZ Auckland

Search Reset

Advanced car search

Buying

Watchlist

Items I won

Items I lost

My favourites

Recently viewed

Selling

List an item

Items I'm selling

Sold items

Unsold items

Trade Me Motors > Used Cars > Toyota

Toyota Corolla GL 2004

Listing #: 999663842

Asking price: \$6,000 Or Near Offer Listed: Sun, 13 Dec 2015

Watchlist

MotorWeb Basic Report Get vehicle report

On Road Costs: Included

Number plate: CEH870

Kilometres: 157,000km

Body: Red, 5 door, Hatchback

Fuel type: Petrol

Engine: 4 cylinder, 1794cc

Transmission: Automatic

History: 2 owners, Imported

Registration expires: Jan 2016

WOF expires: Apr 2016

Model Detail: GL

Features:

ABS brakes

Air conditioning

Central locking

Driver airbag

Passenger airbag

Power steering

Fuel Economy info: (Source: Energywise)

FUEL ECONOMY 4

8.1L / 100KM

Annual fuel cost of \$2,270

Fuel economy is 8.1L per 100km.

Photo 1 of 14

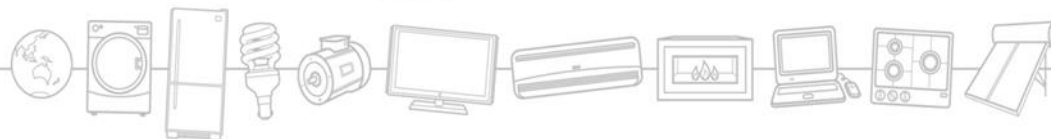
View full size photos

Advertisement

Turn the dream into reality. Get finance now. GE Money CONTINUE

Grab an insurance quote for this car Trade Me Insurance

Research 92 new Toyota models

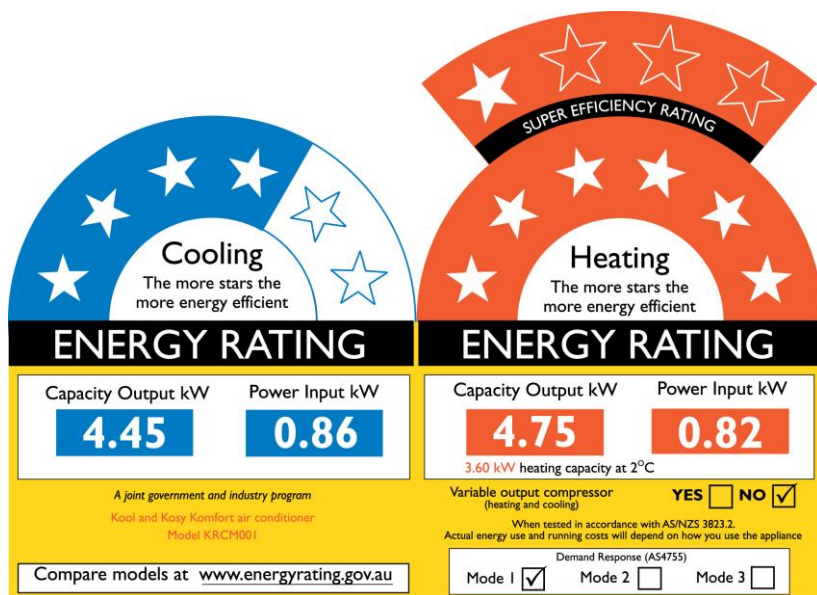


Zoned energy rating label

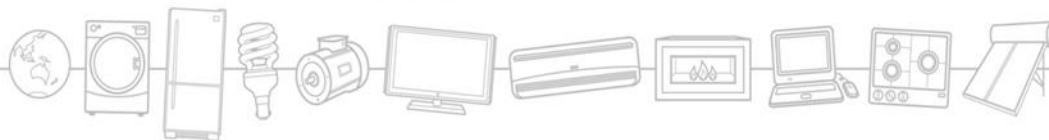
- Water heating and space conditioning account for over 60% of average Australian and New Zealand household energy use
- The performance, energy efficiency and likely operating hours of many of these appliances can vary depending on where they are installed
- Consumers (as well as retailers and installers) have insufficient information to make informed appliance choices/recommendations



Air conditioner Energy Rating Label

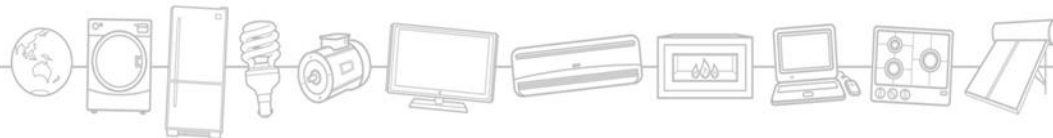


- Testing and label data based on a single temperature point (for each heating and cooling)
- Testing with units at full capacity
- Appropriate sizing can be difficult for consumers (and some installers) to determine, particularly for colder climates
- Operating costs hard to determine

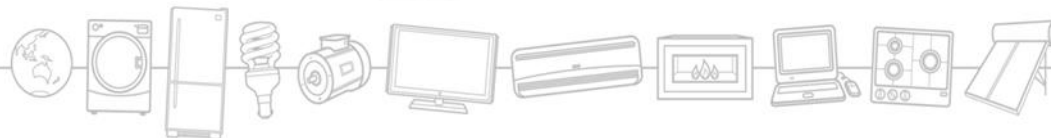
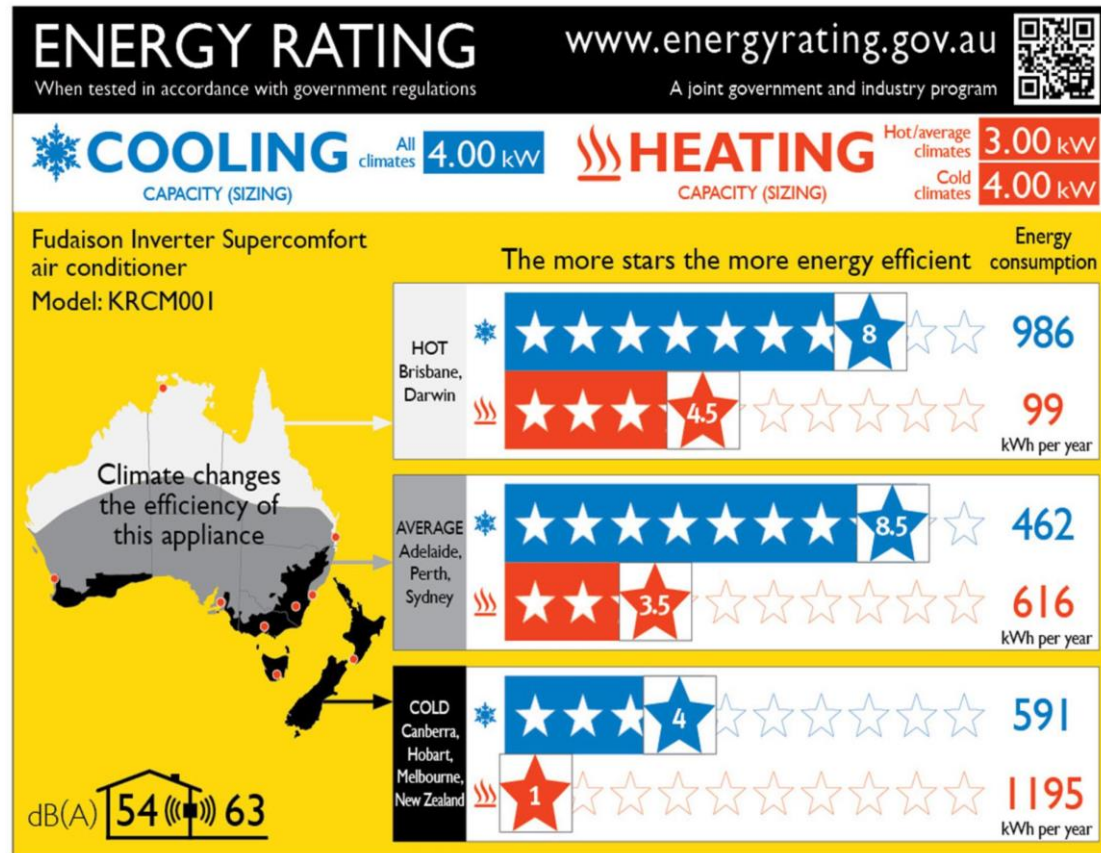


Zoned Energy Rating Label

- Displays efficiency and energy consumption across three distinct climate zones (Australia and New Zealand)
- Opportunity to display additional information valuable to consumers (and installers)
- Further online tools to give engaged consumers more detailed information (and for retailers to use as a selling point)
- Similar to EU and US labels including seasonal efficiency and climate zone maps

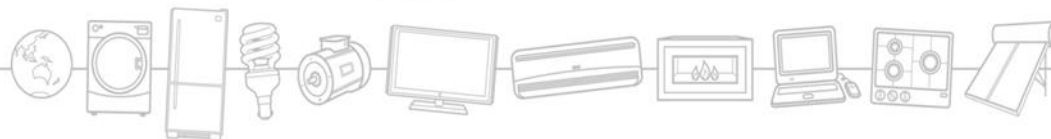


The ZERL (air conditioners)



Benefits of a zoned label

- Energy efficiency gains without changes to models
- Incentivises manufacturers to supply products that are efficient in warmer and colder climates
- Provide opportunities for tailored information (to 87 house rating zones) to be accessed, such as more accurate running cost estimates (e.g. through QR code, web tools)
- Technology neutral – provides a level playing field (particularly important for future labelling of water heaters)



Market research

- The zoned label performed as effectively, and in some cases, significantly *more* effectively than the existing label – despite it substantially increasing the amount of information being presented
- Consumer comprehension ranged from 50 to 80% in the online survey, with 70-80% finding the correct ‘more efficient’ product



Results – most efficient product

Heating

73%



16%

74%



16%

77%



15%

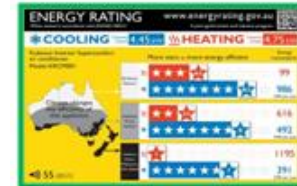
Cooling

69%



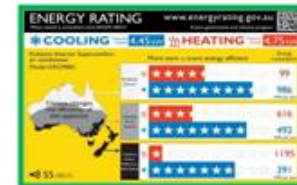
20%

70%

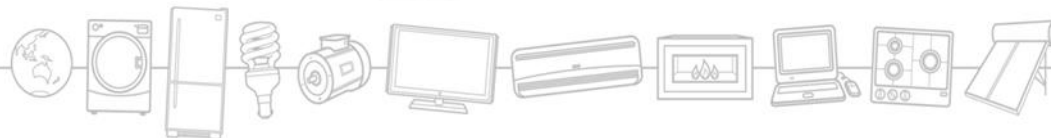


20%




69%

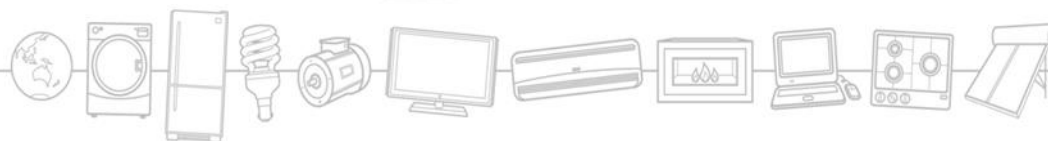


23%



Results – identify number of stars

	Proportion stating correct star rating for their zone (heating)	Proportion stating correct star rating for their zone (cooling)
Current 	36%	49%
'Boxed' 	70%	71%
Non-'boxed' 	74%	77%



Summary

- The E3 programme is putting a lot of effort currently into enhancing the information available to consumers both in terms of the type and detail, and the availability at time of purchase.
- The best results seem to be coming from considering consumer behaviour and presenting the right information at the right time.

