



Consumer-Based

Brand Value Analysis



Executive Summary

'Healthy Home Solutions' is a not for profit online service brand concept focused on facilitating New Zealand home owners with making their homes warmer, healthier and more energy efficient. The service will be funded by strategic alliances with industry partners. The concept is an online information service/tool integrated with a smartphone application, offering homeowners the ability to enter in the details of their home and living situation. The tool then generates a comprehensive report offering non-biased information regarding healthy home solutions specific to the consumer's home.

Key research findings were:

- There is a unified awareness of the unhealthy state of many homes in New Zealand, with the most common cited reason being a lack of sufficient insulation.
- There is a general understanding of the importance of ensuring that homes are warm, dry and healthy to live in.
- Seeking online information is common, however more so as a guide due to the generic nature of the information provided.
- Value could be seen in a non-biased online tool that offered information and advice specific to consumer's homes, with no product installer affiliation or selling component.
- Participants would consider an online tool to have more credibility and be a trusted source of information if it was endorsed by a trusted and recognised organisation or institution.

It was established that further research would be required in answering two key questions:

- How relevant is this service offering when consumers still value the in-home experience of having industry professionals offer on the spot information and advice?



- Will consumers trust a free-to-use service that is endorsed or sponsored by product brands? These strategic alliances are financially crucial to the operational success of the service, and the brand.

Key strategic recommendations offered to 'Healthy Home Solutions' brand strategy team are:

- Strategic alliances must be made with non-industry related, respected and trusted organisations that are willing to endorse the 'Healthy Home Solutions' service brand e.g. 'Plunket' and the 'District Health Boards'.
- Offerings and strategies must be developed in order to differentiate from the already cluttered online information space.
- The service must be kept up to date with the latest in industry advancements and regulation changes, keeping relevant and current.
- The smartphone app must be a powerful and comprehensive tool, able to exceed expectations in offering home solutions for every situation.

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Introduction

In New Zealand there are estimated to be around 750,000 homes with insufficient ceiling and underfloor insulation with many more homes being inadequately heated and ventilated (EECA, N.D). 'Healthy Home Solutions' objective is to help homeowners to rectify this overwhelming problem.

This report is a consumer-based brand value analysis developed around a small qualitative research project consisting of three interviewees. We start by outlining the theoretical approaches adopted in the research interview process and go on to discuss the research analysis, identifying key response themes, patterns and pattern deviations. We then outline how 'Healthy Home Solutions' service is likely to look from a consumer's perspective and identify any additional research that may be required. Next we highlight the branding implications of our key research findings and finish by offering strategic recommendations to the 'Healthy Home Solutions' brand strategy team.

1.0 Research Brief

A research brief was prepared pre-research in order to culminate our ideas and thinking, giving a focus and direction to the research process as well as laying a foundation for the overall brand value analysis. In the brief we describe our brand idea and the market and consumer that the brand is targeted to. We outline our research objectives and give clear directions as to the aspects of brand equity that we need to research. Finally we identify any limitations and methodological issues that may be apparent in our research process.

(See appendix 1 to view research brief)



2.0 Qualitative Research Project

Research is a learning process. The grounded theory approach to qualitative research was first developed by Glazer and Strauss in the 1950's (Licqurish & Seibold, 2011). *"Grounded theory methods consist of systematic yet flexible guidelines for collecting and analysing qualitative data to construct theories grounded in the data themselves"* (Charmaz, Constructing Grounded Theory: A Practical Guide Through Qualitative Analysis, 2006).

The Grounded theory approach to qualitative research has no fixed outline of questioning. The idea is to have a conversation with participants, with an open mind in order to gain an insight into their thoughts, perceptions and lives while answering the *'what, why and how'* questions of qualitative research (Charmaz, Constructionism and the Grounded Theory Method, 2008). By applying this approach to our research we were able to dive into the minds of our interviewees and extract valuable insight into our brand idea from a customer prospective.

A theoretical sampling approach to participant selection was adopted in order to speak to the right people and to develop our research based on our learnings from each interview. Semi-structured interviews in an informal setting were developed from one lead in question, with further questions being pulled from the discussions themselves. This allowed for a greater understanding of the participants thoughts and ideas, unfolding layers of information and insight. Data was then analysed with our learnings being taken into the next interview.

Three participants were selected from diverse backgrounds in order to provide a broad basis of response. Due to a small sample number, this allowed for somewhat of a balance in our research by covering a wider demographic of respondent, and therefore an insight more representative of New Zealand's greater population. Interviews were conducted in private homes, in a one to one situation and ranged in time from 25-50 minutes. Interviews were based on the research brief developed by our project team, discussed in section 1.

3.0 Research Analysis

In order to identify commonalities, differences and themes in our data, interviews were summarised and recorded in text units by order of conversation, then analysed using a 'mind map' method of analysis. Themes were identified within the text units of each participants interview summary and then cross-referenced against the other participants summaries in order to find commonalities, differences and patterns of response.

(See appendix 2 to view interview summaries and analysis)

3.1 Response - Themes

Interviews were conducted in a consistent fashion, each starting with the same lead in question; "What is your view on the healthy state of New Zealand homes?" This set the tone for the interview, creating a strong focus on the functional side of the brand idea rather than on the online service-branding concept. In hindsight more probing into branding, particularly views and perception of trust and experiences with online service brands may have been beneficial in this brand value analysis process. Good insight was gained into this area, however this could have been more in depth.

Key themes of discussion that came out of the interviews were:

- Experience – All three participants shared personal experiences relevant to the health of homes, regarding the situations in their own homes and measures that they have taken to rectify and prevent issues.
- Health – Two out of three of the participants discussed the health implications of living in an unhealthy home. It can be noted that both of these participants have children, where as the other participant does not.
- Awareness – All three participants showed awareness of New Zealand's healthy housing issues as well as of common methods of rectifying those problems.
- Upgrading – All three participants have taken measures after building/buying their homes to make living healthier or more efficient, and would consider further measures.

- Information – All three participants sort some kind of information in order to better understand the best solutions for their home. All at some point in this process used online resources.
- Benefits/value – All three of the participants discussed the benefits of installing healthier or more efficient home solutions and spoke of the value in a non-biased information service tailored to their home.
- Brands – Participants spoke of the significance of finding information that is honest and trustworthy, non-representative of any particular product or installer brands, but endorsed by credible brands.

3.2 Response - Common Patterns

Within the analysed data many common patterns were evident with participants holding a generally common view of the importance of ensuring that homes are warm, dry and healthy to live in. Responses were also fairly consistent regarding factors that would contribute to participants considering using an online tool for the purpose of finding information on healthy home solutions.

The following common patterns emerged from participant responses:

- There is a unified awareness of the unhealthy state of many homes in New Zealand, with the most common cited reason being a lack of sufficient insulation.
- Aluminium windows although common in modern homes are a cause for damp with condensation and a lack of drainage. This can cause issues with mildew and mould.
- Home maintenance is an important factor in keeping a home healthy, by fixing and preventing any sources of drafts and leaks.
- All participants have improved their living environment in some way since building or buying their homes, and would consider doing more.
- Friends and their experiences are an important source of information when considering home solution options.
- Seeking online information was common with all participants, however more so as a basic guide due to it's generic nature.

- All participants could see value in a non-biased online tool that offered information and advice specific to their home with no product installer affiliation or selling component.
- Participants would consider an online tool to have more credibility and be a trusted source of information if it was endorsed by a recognised organisation such as 'Registered Master Builders' or relevant websites such as 'The Energy Spot'.
- Participants are still likely to use an online tool if it is endorsed by product brands but would not trust the information as much.

3.2 Response - Pattern Deviations

Overall, participants 'A' and 'C' were very similar in their approach and thinking to healthy homes and the brand idea. These participants both represented families, one with younger children and the other with teenage children. Participant 'B's (a young couple) views varied in certain areas:

- The importance of health considerations when creating a healthy home. This was not disputed by participant 'B', but was not discussed either, suggesting it was considered of lower importance than comfortable living. Participants 'A' and 'C' both noted the importance of health factors.
- Participants 'A' and 'C' noted the value in in-home consultations with industry professionals as a method of gaining relevant, home specific information, where as participant 'B' did not, favouring work colleagues for advice.
- Participants 'A' and 'C' noted the cost benefits in having an efficient home are important, but the health benefits are more significant. Participant 'B' did not reference any benefits to personal health, more so to comfort of living.
- Participant 'B' could see value in an online tool but would probably not use it, as little additional information is required.
- Participant 'C' varied slightly in respect to product brand endorsements, suggesting that product brands could endorse the service but not product installers.

The majority of the response deviations identified here are regarding participant 'B's responses. This may be due to this participant's particular profession and skill set and/or possibly age, as well as family composition, having no children to consider.

3.3 Response Discussion

The response patterns and themes identified in this qualitative research project provide a true insight into what potential customers value and see to be important in their home living. Although there are slight deviations in some patterns there is a general consensus and understanding of the importance of living in a healthy home, whether that be for health reasons or for simple living comfort. This is a fundamental driver behind the 'Healthy Home Solutions' concept and brand idea.

Our research shows that consumers are already looking online to seek information regarding healthy home solutions. The need for comprehensive, tailored, honest and non-biased information came through as a strong response pattern, identifying an opportunity in the market to provide consumers with a tool with which to facilitate their information gathering process. Respondents also identified the importance of an online tool being endorsed by a recognised and respected organisation to add credibility as well as 'Trust' to the service. Endorsement by product installers would be seen to deplete the trust value of the service and potentially of the 'Healthy Home Solutions' brand. Product brand endorsement however may or may not have completely negative effects, if done correctly. This issue can be further examined in the brand strategy process.

Deviations in response patterns offer an opportunity to identify potential differing segments in the market, based on general values and understandings loosely related to some demographic factors. This can be further investigated in the brand strategy process.

3.4 How 'Healthy Home Solutions' Looks To Customers

Based on participant responses and what they see as being important to them when engaging with an online service brand, the following factors have been identified regarding the 'Healthy Home Solutions' brand concept.

- **Free** online/mobile service/tool.
- **Professional** uncluttered look, easy to navigate.
- Offers **personalised** information tailored to my situation.
- No reference to or endorsement from any **product installers**.
- Provides honest **un-biased** information.
- **Up to date** and relevant information.
- **Endorsements** from recognised and relevant organisations e.g. Registered Master Builders, The Energy Spot.
- Service is not trying to sell anything, provides **information only**.
- Possibility of endorsements from **Product Brands** (must tread carefully)

3.5 Additional Research Requirements

It has been identified that two key research questions need further investigation; an aspect of and an issue with the information gathering process that are valued by consumers. They are regarding in-home professional advice and product brand endorsement/sponsorship.

In-home Professional Advice

Consumers value the in-home experience of having industry professionals offer on the spot information and advice. However, it is also noted that these professionals are representing a particular brand and are ultimately trying to sell something. It is quite possible that all the consumer is looking for is good advice. 'Healthy Home Solutions' offers exactly that, 'good advice'. However being an automated online service brand there is no human interaction experience, or opportunity for consumers to engage with a real person, in their home in real time.



This is an issue that may need to be investigated further with additional qualitative research. There is a need to understand the relevancy of this service and to what capacity a service such as 'Healthy Home Solutions' will actually be used, and whether consumers will confidently rely on the information provided. Consumers may still prefer, for their own research process to speak to an in-home professional. This could have a negative impact on the usefulness and relevance of the service.

Product Brand Endorsement

A second issue of concern that would need further investigation is the endorsement of 'Healthy Home Solutions' service by product brands, as sponsorship by product brands is financially crucial in the operational success of this 'Not for Profit, Online Service Brand'. With additional qualitative research it may be able to be determined whether or not this business model is a realistic option when considering the possible impact on the credibility and trust of the service. Equally it may be possible to identify a workable solution where both service credibility and trust, and financial backing are achieved.

3.6 Branding Implications

Key branding implications emerging from this qualitative research project relate to the endorsement and/or sponsorship of 'Healthy Home Solutions' online service by product and installation brands, the impact of competition both on and offline, the relevance of this online service brand in an in-home service industry and the need to be associated with trusted and recognised organisations.

Endorsement/Sponsorship

As discussed earlier it is important to investigate and understand the impact of acquiring industry partners that may create a negative perception of the brand, concerning the trust and credibility of the information that is being provided. Although 'Healthy Home Solutions' need to form industry relationships in order to attain financial support, it must be considered closely, as for a brand

specialising in providing information there is nothing more important than trust and credibility.

Competition

There is no shortage of information available to consumers that are researching healthy home solutions, both on and offline. Local installers are only too happy to offer their advice and there are many online resources, both professional and government offering their services. 'Healthy Home Solutions' must offer something different, differentiating from other resources and services while offering a meaningful service and brand experience.

Relevance

The question of relevance is an important one and one that must be answered. If consumers are not yet ready to rely on an online service to provide them with the information that they require to make their homes healthier, then there is no point in offering the service. "Healthy Home Solutions" must prove their relevance by offering a service that answers all the questions, but also develops a meaningful brand/consumer relationship built around the trust and relevance of the information being provided.

Industry Partners

Industry partners are a crucial component of 'Healthy Home Solutions' business model. In order to offer a comprehensive and feature rich, free 'Not for Profit' service, there must be industry supporters. The challenge is to develop a credible and trusted service while still offering an incentive for product brands to come on-board. This issue may be able to be balanced with the endorsement of respected industry organisations such as those mentioned earlier; 'Registered Master Builders' and 'The Energy Spot', as well as other not for profit and government organisations such as 'Plunket' and the 'District Health Boards'.

4.0 Recommendations

Based on qualitative research and the points and issues raised in this report, the following recommendations can be made to the 'Healthy Home Solutions' brand strategy team.

- Further qualitative research is required in order to answer key question concerning the in-home person-to-person information exchange and the endorsement/sponsorship by product brands.
- Strategic alliances must be made with non-industry related, respected and trusted organisations that are willing to endorse the 'Healthy Home Solutions' service brand e.g. 'Plunket' and the 'District Health Boards'.
- Offerings and strategies must be developed in order to differentiate from the already cluttered online information space.
- Features of the online service as well as the smartphone app must be developed to humanise the service and brand experience, creating a more interactive and personal offering.
- The service must be kept up to date with the latest in industry advancements and regulation changes, keeping relevant and current.
- The smartphone app must be a powerful and comprehensive tool, able to exceed expectations in offering home solutions for every situation. This service is the key brand differentiator.

References

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Appendices

Appendix 1 – Research Brief

Healthy Home Solutions Research Brief

The brand idea:

This not-for-profit online service brand offers a free service is an online and smartphone based resource, providing homeowners with solutions to making their homes, warmer, healthier and more energy efficient, providing long-term sustainable living. The smartphone application or website tool's key function is to gather home details, including geographic location, home dimensions by room, current heating situation, insulation and ventilation details and family composition. The tool then generates a comprehensive report offering non-biased information regarding healthy home solutions specific to the consumer's home, in consideration of local council regulations. Consumers are then offered the option to remedy any issues identified by being connected with industry specialist's i.e. strategic partners and sponsors.

Market and consumer for the brand:

In New Zealand there are estimated to be around 750,000 homes with insufficient ceiling and underfloor insulation with many more homes being inadequately heated. This can cause serious health issues with cold and damp living conditions causing mildew. There are however measures that can be taken to make homes warmer and healthier (EECA, N.D). The target consumer for 'Healthy Home Solutions' services are New Zealand home owners who are concerned about the health of their home or who are seeking non-biased advice while in the process of building a new home or renovating.

Research Objectives:

- Determine awareness of healthy living standards and the health implications of living in an unhealthy home.
- Whether consumers see any value in spending money on improving their home living standards.
- Identifying if consumers are concerned about sustainability in their home living.
- What experiences have our consumers had with online, automated services?
- How much do our consumers know about legislation and council regulations, do they monitor their own home over time?
- Are their favoured home depot or home improvement channels, why?
- Where do our consumers currently source information regarding home heating and upgrades to their living environment?

Aspects of Brand Equity to be Researched:

The key brand equity questions that need to be answered relate to the perceived value of 'Healthy Home Solutions' service offering. Whether consumers are comfortable with accepting advice from an automated online system or whether they would prefer to speak to a real person, as well as whether there is value seen in the offer of non-biased advice specific to the individual consumer's home. Another key issue to be investigated is in the relationship between consumer trust and online service brands, and the implications that this may have on 'Healthy Home Solution' service offering.



Methodological Issues:

- Sample size is very small with only 6 interviewees. Consumer insight will be able to be found but this is by no means a comprehensive representation of all of New Zealand
- The majority of interviewees were Auckland based with arguably a lower impact of unhealthy homes compared to other areas due to having a more temperate climate.
- Interviewee qualification is to be a homeowner. It is likely that the majority of New Zealand's unhealthy homes are rental properties where the owner may have little concern for the healthiness of the home, as he/she is not living in it.
- Time is a limiting factor determining the research sample size.

Appendix 2 – Interview Summaries and Analysis

Participant Demographics

A)	Gender:	Male	Homeowner:	Yes
	Age:	35-44	City/Town:	Taupo
	Profession:	Chef	Family composition:	2a 4c (U10yrs)

B)	Gender:	Male	Homeowner:	Yes
	Age:	25-34	City/Town:	New Lyn
	Profession:	Refrigeration Engineer	Family composition:	2a

C)	Gender:	Female	Homeowner:	Yes
	Age:	45-54	City/Town:	Kumeu
	Profession:	Travel Tutor	Family composition:	2a 2c (teenage)

Research Response Themes

Individual Interview Analysis – Participant ‘A’	
Response – Text Unit	Themes
1) New Zealand homes commonly are uninsulated, cold and damp. There is no insulation in internal walls and usually no underfloor insulation. I have lived in the US on several occasions with my family and I found that houses were warm, fully insulated, double-glazed and most houses had full internal heating systems with heat distribution and many had a central boiler. New Zealand homes are generally not warm and not healthy.	Experience, health, awareness
2) I would rate my home of average healthiness, but I’m working on it. I replaced the fireplace, installed a heat distribution system, underfloor insulation and double ceiling insulation. But it’s still cold. I still have mould and damp. The aluminium windows are cold and cause condensation because they don’t have sufficient drainage. We are constantly cleaning off mould from the walls and window frames, mainly in one of the back bedrooms. In winter the fire is going 24/7, but the heat distribution system is not efficient enough, so I’m going to modify it to make it better by adding another unit pulling warm air from the ceiling space. Then heat will be drawn from the lounge, above the fire and from the ceiling. It will improve our situation, but may not fix it. I am also making sure that my house has no drafts and leaks anywhere. It’s nearly 20 years old so I have to keep up with the maintenance too.	Experience, health, awareness, upgrading

3) I first sort information after seeing advertising on TV for grants. Energywise I think. We looked into getting the heat pump grant so went online to check the criteria and we had to double insulate our ceiling and put in underfloor insulation to qualify. Then an installer came to our home to give a free consultation but we didn't end up getting one. We didn't see enough benefits for the price, compared to our fireplace. We also had an HRV guy come in and try to sell us a system; really we just wanted the information from him though. A friend has a homemade HRV type of system, so that's where we got the idea to do ours.	Experience, awareness, Information
4) I don't really see any further cost benefits by installing the extra distribution unit, maybe we'll save on one small heater. The main benefit will be in having a healthier and more comfortable living environment, with hopefully no mould. When we bought the house it was ridiculous, freezing cold and damp. It had a fireplace, but it wasn't very good. Putting the new, more efficient fireplace in with a wetback has saved on power in the winter by heating the water, and putting in thermal curtains, the insulation, distribution system and under-tile heating in the bathroom has just made the house much more comfortable to live in. I guess it's more efficient to heat too, use less wood to keep it warm.	Experience, health, benefits,
5) Making my home healthier has always been a consideration. Just keeping everyone healthy, especially the kids. I'm involved in rugby and a lot of the kids there every week are sick and have sniffly noses. Their homes would have a lot to do with that. I didn't really seek much advice, most of it was just common sense; insulation, curtains, better fireplace. I did get some good information from the home consultations though. The only time I really tried to find information was after the Energywise TV ads, to see what the criteria was.	Health, information
6) I can see real value in a service that offers advice specific to your home, like the tech specs and tips and ideas, as long as there was no connection to product brands and installers. It would have to be non-biased advice, because those guys are essentially trying to sell their own products.	Information, brands, value
7) I don't use many online service brands but I use Vodafone and BNZ banking quite regularly on my phone. I like the simple but effective approach that both companies have developed to their mobile service. I really like the convenience of the mobile applications. I don't really think about security with those two companies, I've used them for a long time and trust that they're going to look after me. If something happened then I know that it will get sorted out because of who they are. The worst experience I can think of was with Sony Eriksson, trying to update my phone and the online information was incorrect. Took me a couple of days of ringing around and checking forums to get it sorted. A real pain.	Experience, brands
8) I would be fine to use an online service as long as it was endorsed by a recognised institution, e.g. Master Builders NZ. For me that would give it credibility, I would see it as a trustworthy source of information. If it was only endorsed by product suppliers and installers then I would still use the information but wouldn't trust it as much. As long as the site isn't trying to	Brands, information

sell anything really. Just providing information that I can use wherever I want. I prefer to talk to someone who can actually answer questions right there.

Individual Interview Analysis – Participant ‘B’	
Response – Text Unit	Themes
1) Insulation’s a big issue in New Zealand I guess. Houses need to be better insulated. It’s changing though, new houses are pretty good, double glazing’s becoming more popular. Homes need to keep warm and dry, heat pumps are the most efficient bang for ya buck.	Awareness
2) My home’s not too bad, it’s quite small and the heat pump heats it easily, cold if it’s not on though. I would consider putting in underfloor insulation, ceiling’s done, maybe double batted. House is a Lockwood, so walls are solid timber, no insulation, just silver paper. The front door has a bend in it so it lets a draft in, I should fix that really. The alloy windows have a lot of condensation, especially in the mornings, heat pump helps but can still get damp. I’ve thought about sealing my roof, there’s this special sealing paint you can get, makes your house more airtight and efficient to heat.	Experience, awareness, upgrading, benefits
3) I work in refrigeration so I got a lot of information from work colleagues who have worked in home heating. I looked online for stuff but didn’t really need too much more information. When I look for underfloor insulation I’ll probably look online for different options.	Information
4) Dehumidification is really important and the best way to stop damp. Heat pumps do it a little bit, but not really that well. Air movement in general can reduce moisture and mildew, with ventilation or even having a window open.	Experience, awareness
5) Modern fires are pretty good, efficient and economically heat. Gas is another option but they produce a lot of moisture, I can’t see how that’s a good thing.	Experience, awareness,
6) I search online if I am looking for something in particular. Yesterday I was looking at efficiency ratings, there was good information. I would only use online information as a guideline I think. Like the ratings of equipment, costs and requirements. That sort of stuff. I look at product websites, but I don’t trust their information completely, like about the best options, they just want me to buy their stuff.	Information, brands
7) Yeh I guess an online tool would be good If it was specific to my house. I would probably consider the information more if it wasn’t a product website and wasn’t trying to sell anything. But I don’t really need much more information though, I don’t know if I would use it.	Information, brands

Individual Interview Analysis – Participant ‘C’	
Response – Text Unit	Themes
1) I remember hearing a story about a visiting Climatologist who travelled all over New Zealand looking at our homes, and concluded that New Zealanders live in Climatical denial, thinking that they live in a sub-tropical country; but New Zealand is not. I am originally from Holland where the climate is much colder, but living conditions are a lot warmer and more comfortable. Houses are all insulated and have central heating systems. New Zealand is quite wet, hot in the summer but cold in the winter. And wet. Homes lack in insulation and are cold. I lived in a rented flat in Remurewa years ago and it was the coldest place I’ve ever lived in. It was more than damp, water used to run down the walls. We became sick, there was no insulation, no ventilation and we used a gas heater. We ended up stripping the wallpaper and painting the walls with a special paint to try to address the mould, but it was still bad. The landlord wasn’t interested in doing anything about it.	Experience, health, awareness, upgrading
2) We built our house 10 years ago. It has concrete floors and is a sunny home. It gets all day sun and holds the warmth, I guess because it’s well insulated. About a year ago we installed a heat pump to replace our gas heater. The heat pump is really good, didn’t see a jump in our power bill, we’re very happy with it. We still get mould though, around our alloy windows on the south side of the house. We need to keep windows open really because the windows have no drain or ventilation so they get really wet.	Experience, health, upgrading, benefits
3) When we were building we were advised by our builders on insulation options but not on heating or ventilation options. This was 10 years ago though. When we started to think about heating options we first got advice from friends who had a heat pump in their home. We then went to a home show in Henderson two speak to someone about heat pumps. All of the companies were there and some installers. We spoke to four installers and had two come to give us a quote, then booked one to install a heat pump. We did find some good information online but it was all generic, the in-home inspection and quote was invaluable. We also looked at an HRV system and had an in-home quote. We were actually just asking for advice but were sent a salesperson who tried to sell us a system, not the best experience. They contacted us via their annual ring around.	Experience, awareness, Information
4) I actually think that New Zealand’s high rate of asthma is due to the housing situation.	Health
5) If we were to build again we would install window vents to let the rooms breath without having to have a window open. We would put smaller windows in, not right to the floor and not as many ranch sliders. So much aluminium and glass is what causes our mould problems. We would also put in tiles and under-tile heating	Experience, upgrading
6) Energy efficiency was an important consideration for us when we were building our house. It still is now. We use to use gas heating because it was reasonably cheap to run but that’s gotten more expensive recently. And it caused a lot of moisture, we had to run a dehumidifier.	Experience, efficiency

7) An online tool would be a great resource for getting information. If you could get all the info you needed in one place and it wasn't trying to sell you something. I would consider it if the advice was neutral.	Information, brand, value
8) I know about the insulation rebate but I don't know how much it would cost to insulate a house that had no insulation. I think it would be so expensive that people just don't do it.	Awareness, upgrade
9) In Holland most houses have a central heating system running from a boiler. Our neighbours have quite a large house and they have a main fire with a heat distribution system. Their house is always quite warm.	Experience, awareness
10) I thought that overall, information regarding our heat pump was fairly easy to find online. We also used the government (energy savings?) website, so worked out roughly what size unit we would need, and the electricity consumption. This was helpful, to have some information before we talked to installers.	Information
11) An automated online service would have to be free for a start, have a professional and clean look and be uncluttered and easy to navigate. It would have to have no references to specific installation companies, maybe have brands of heat pumps etc, but would ideally have a full range, not just the main brands. The service would have to be kept up to date, and reflect a "last updated" date to convey its relevance and maybe have links to other sites such as the energy spot or other relevant sites.	Brand, information