

choice

THE PEOPLE'S WATCHDOG

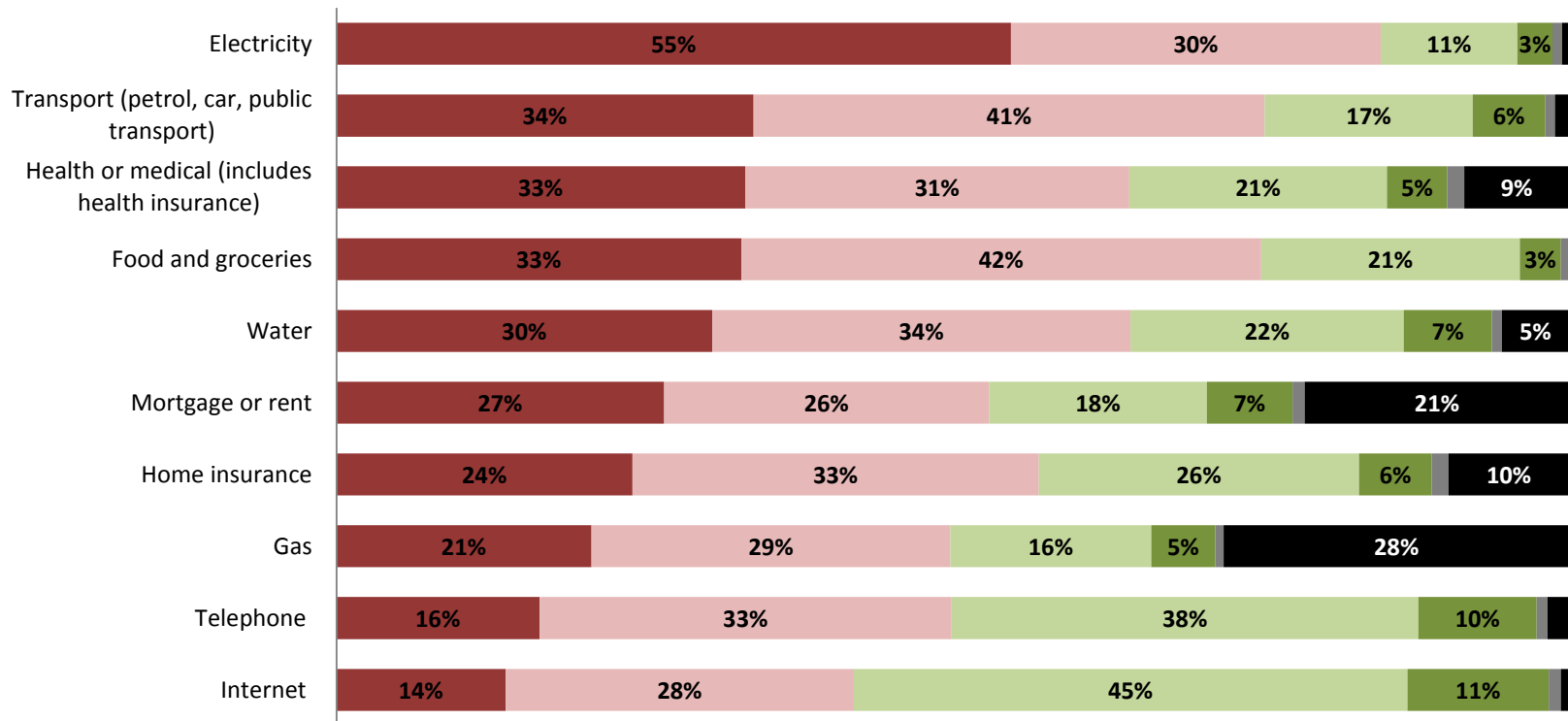
More heat than light:
Consumers and their views
on electricity

Katrina Lee, Strategic Policy Advisor

Concern about specific household expenses

Question: Please indicate how concerned or unconcerned you are about the current costs of each specific expense for your household.
N=1020

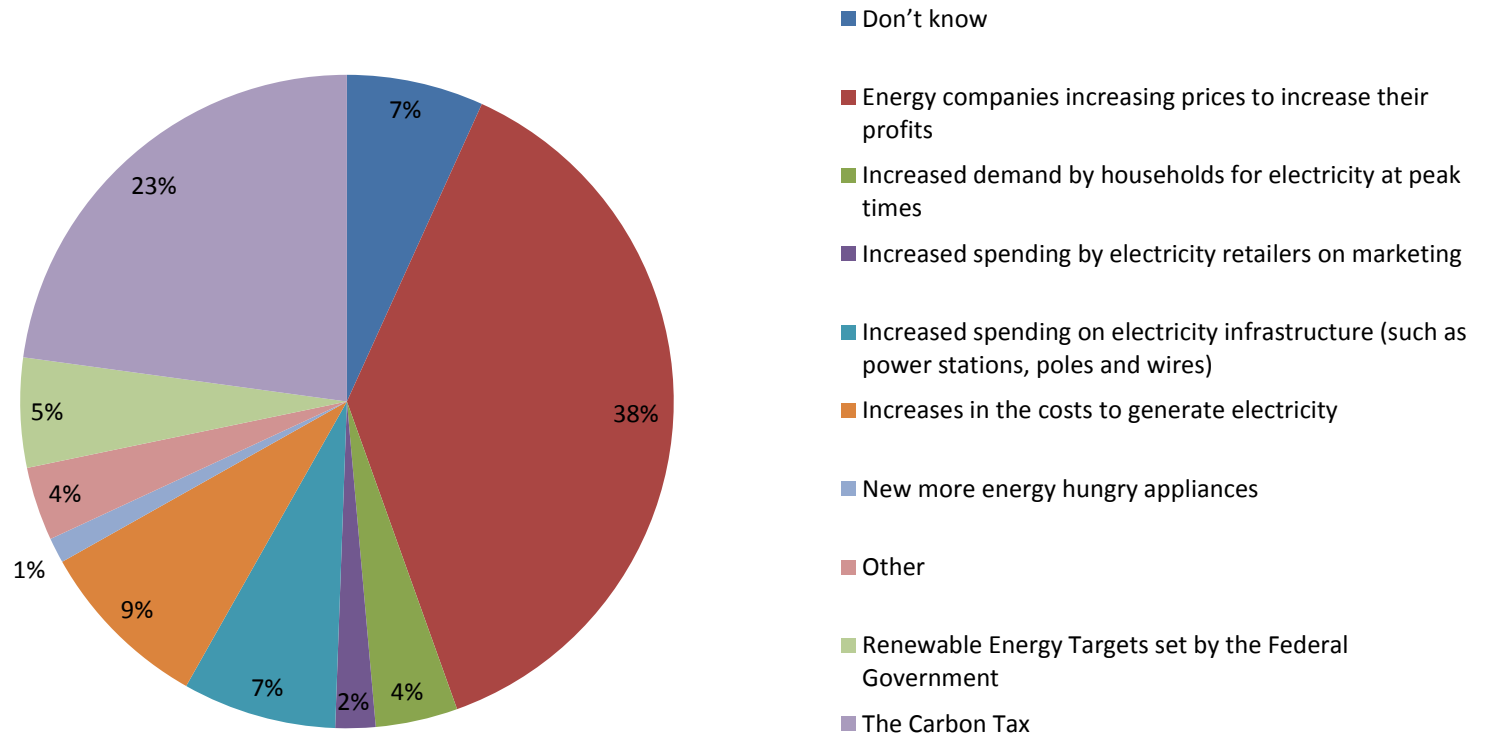
■ Very concerned ■ Quite concerned ■ Not very concerned ■ Not at all concerned ■ Don't know ■ Household doesn't have this expense



Perceived main reason for past rise in electricity prices

Question: Here is a list of possible reasons that electricity prices may have risen in recent years. Of these, which do you believe is the main reason that electricity prices have risen?

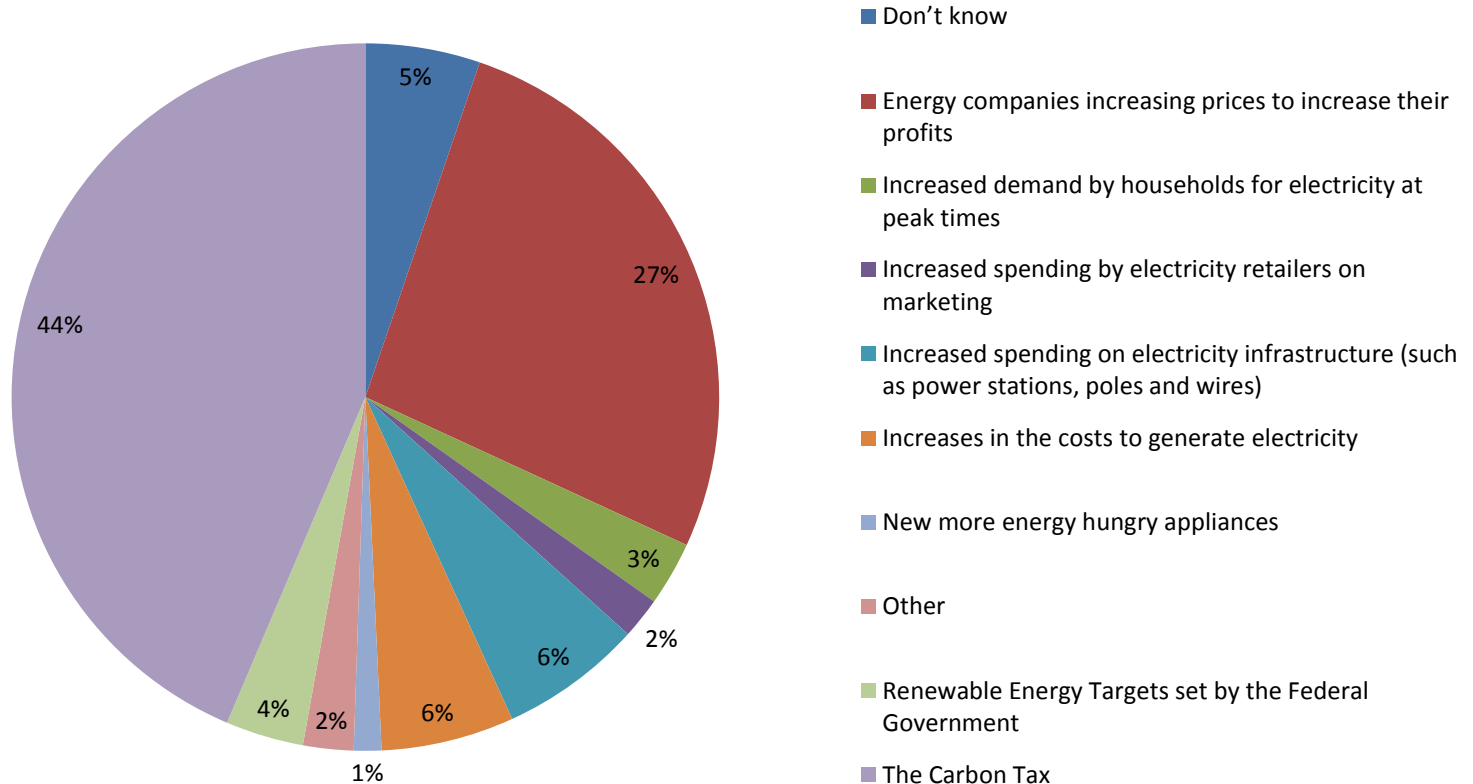
BASE: Respondents indicating they believed electricity costs had risen "a lot" or "a little" over the last few years, N=959



Perceived main reason for future rise in electricity prices

Question: Here is a list of possible reasons which may lead to a rise in electricity prices in the next 5 years. Of these, which do you believe is the main reason that electricity prices may rise?

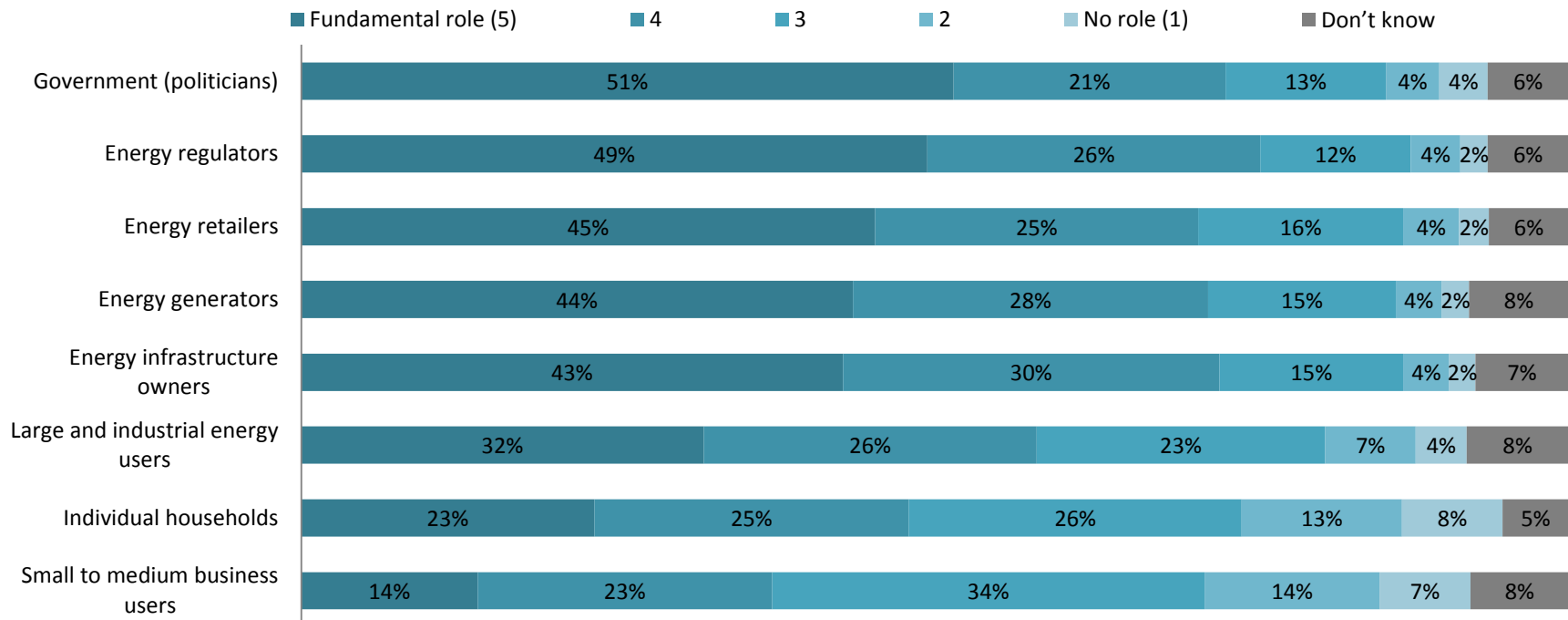
BASE: Respondents indicating they believed electricity costs would rise "a lot" or "a little" in the next few years, N=954



Perceived role of various institutions in minimising household electricity bills

Question: Here is a list of the different groups of people who could have an impact on the cost of electricity. Please indicate how important you believe each group's role is in helping minimise household electricity bills?

N=1020

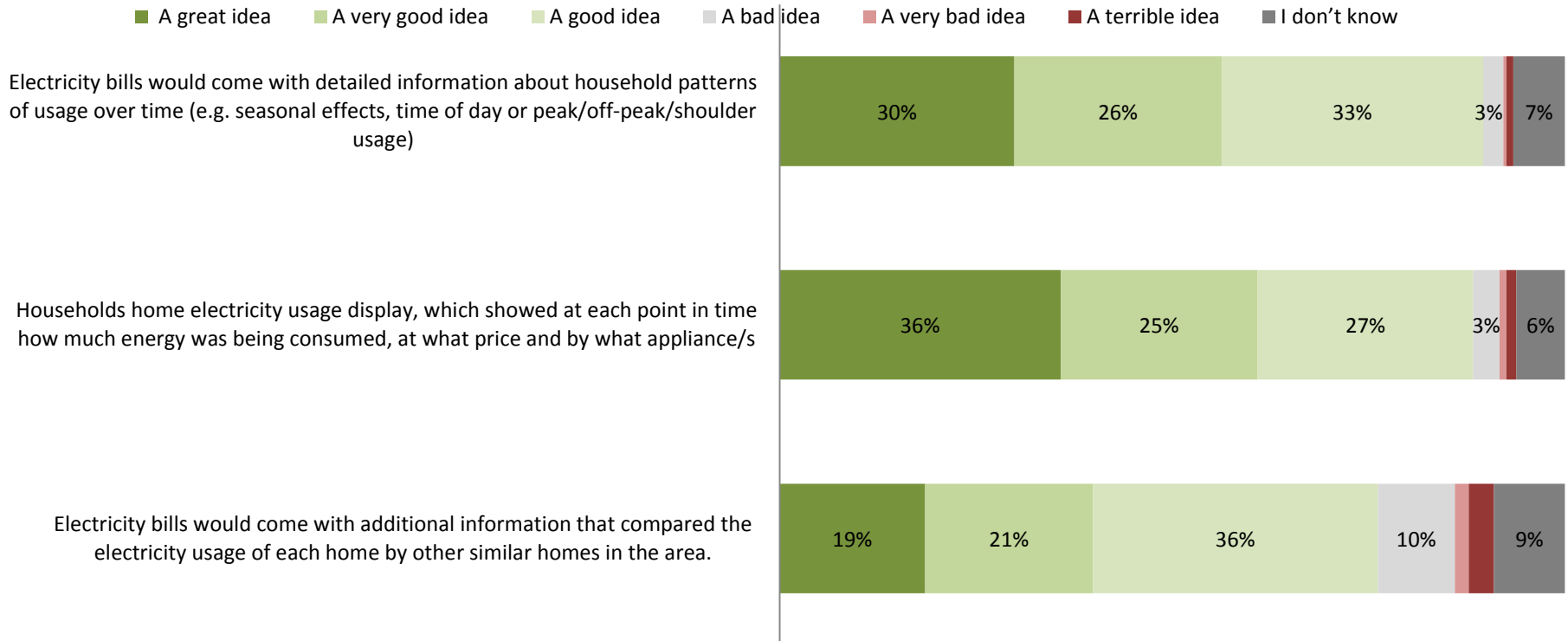


Sorted by % rating as having a "fundamental role"

Reactions to ideas for reducing household electricity bills

Question: There are many different possibilities when it comes to ways of saving electricity and reducing household energy costs. Here are just some ideas to which we'd like to capture your reactions. Please rate each idea in terms of how good you think it would be in helping reduce your household electricity.

N=1020



Reactions to ideas for reducing household electricity bills

There are many different possibilities when it comes to ways of saving electricity and reducing household energy costs. Here are just some ideas to which we'd like to capture your reactions. Please rate each idea in terms of how good you think it would be in helping reduce your household electricity.

N=1020

