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AUSTRALIAN ENERGY MARKET COMMISSION

Review of the Effectiveness of Competition in Electricity and Gas Retail Markets

Prepared for: Australian Energy Market Commission
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CONTENTS

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Section 1
Introduction

This document is a report by McGregor Tan Research on the research conducted for the Australian Energy Market Commission (AEMC) into the effectiveness of competition in electricity and gas markets in South Australia.

Background

1.1 The Australian Energy Market Commission (AEMC) is required to review and publicly report on the effectiveness of competition in the electricity and natural gas retail markets in each NEM jurisdiction (retail competition reviews). In 2007, the AEMC conducted its review of energy markets in Victoria and, in March 2008, formally commenced its review of South Australian energy markets. Reviews are also scheduled for New South Wales in 2009 and, if required, in the Australian Capital Territory in 2010.

1.2 The objective of the retail competition reviews is to assess the effectiveness of competition in the electricity and gas retail markets of a jurisdiction for the purpose of retaining, removing or reintroducing retail energy price controls. The AEMC is required to assess the effectiveness of competition in the relevant market(s) and recommend ways to:

- Phase out price controls if competition is found to be effective; or
- Promote competition where competition is found not to be effective.

1.3 The AEMC is required to assess the effectiveness of competition on the basis of criteria developed by the MCE, namely:

- Independent rivalry within the market;
- Ability of suppliers to enter the market;
- The exercise of market choice by customers;
- Differentiated products and services;
- Prices and profit margins; and
- Customer switching behaviour.

1.4 McGregor Tan Research is also assisting the AEMC to assess the effectiveness of competition through the collection and analysis of quantitative data about the attitudes and experience of small customers in the electricity and gas retail markets in South Australia.

1.5 This research will assist the AEMC in its analysis of the following matters:

- Customer awareness of full retail competition and the opportunity to choose an energy retailer;
- The extent to which small customers participate in the market;
- The extent to which small customers respond to marketing activities undertaken by retailers;
- The propensity of small customers to switch retailer, and the rationale or motivation underlying the decision (not) to switch;
- The ease of obtaining and comparing information about energy offers;
- The attitudes to dual fuel products;
- The quality of small customers' experience in the competitive market;
- Geographic and demographic differences in small customers' attitudes to and experience of the South Australia energy market(s);
- To the extent quantifiable, changes in these matters over time.

Methodology

1.6 Quantitative and qualitative research was conducted amongst both Residents and Businesses in the Adelaide metropolitan area and regional South Australia whose consumption of electricity and gas is less than 160 MW and less than 1TJ respectively.

1.7 The quantitative research was conducted using Computer Assisted Telephone Interview (CATI) Surveys, as outlined below:

- A survey of 1,200 residents in South Australia, comprising 800 in the Adelaide metropolitan area and 400 in regional South Australia
- A survey of 650 businesses in South Australia, comprising 400 in the Adelaide metropolitan area and 250 in regional South Australia

1.8 The qualitative research was conducted via eight focus group discussions, as outlined below:

- One group of business owners in each of Mt Gambier, Whyalla and Adelaide, covering a range of business types
- One group of householders in each of Mt Gambier and Whyalla, and two groups in Adelaide, with a mix of age and gender
- One group of elderly householders in Adelaide, with a mix of gender

1.9 Both quantitative and qualitative phases of the research were undertaken in April 2008.

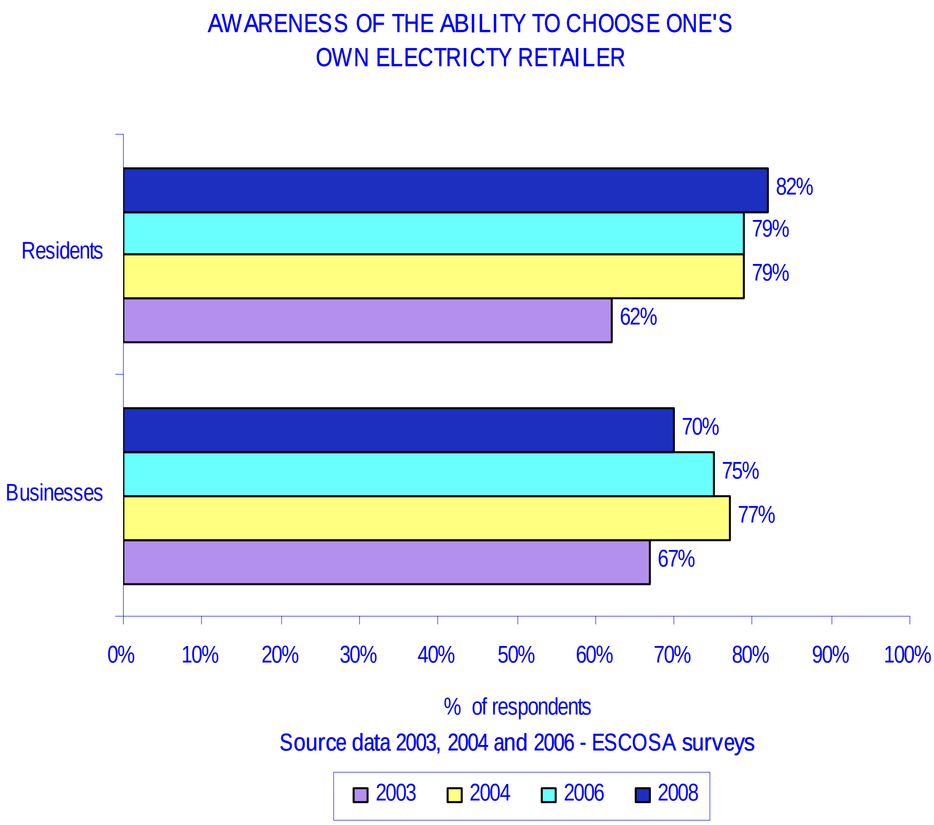
Section 2
Executive Summary

The following Executive Summary covers the key findings of the research. We would like to state at the outset that the information gained from the focus group research supported the findings of the telephone surveys.

2.1 Key Findings - Electricity

There is a high level of awareness of the ability to choose one's own electricity retailer amongst both Residents (82%) and Businesses (70%), although the incidence is clearly higher among Residents.

For Residents, this also represents an ongoing trend of rising awareness since 2003, while for Businesses there has been a decline in the latest two measurements.

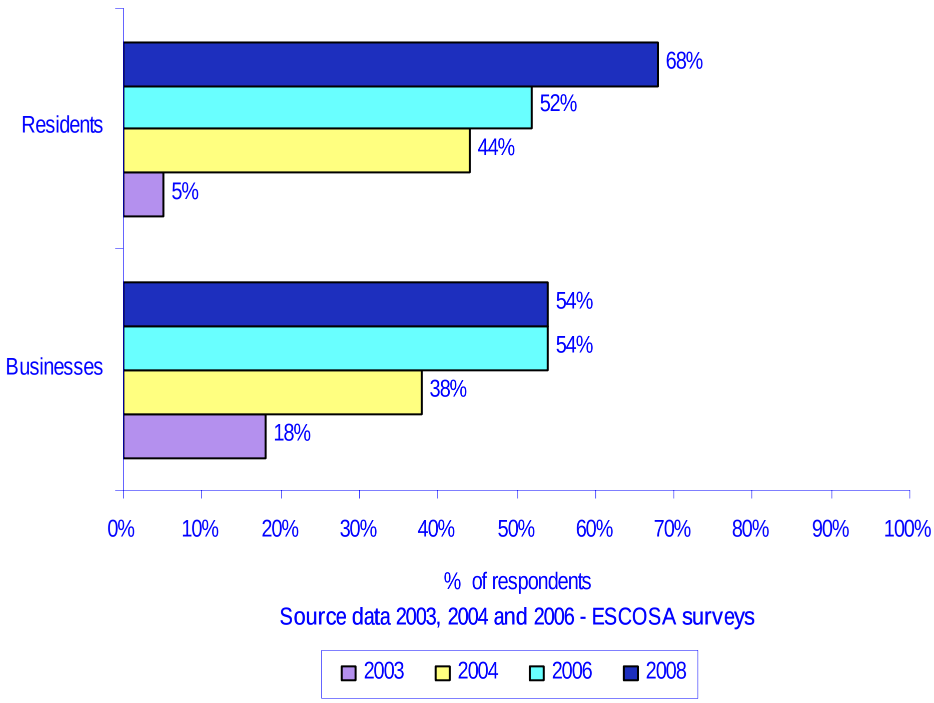


The incidences of having been approached by an electricity company and made an offer of a contract stood at more than two thirds of the Residents surveyed (68%) and more than half (54%) of the Businesses. Further, many

Residents (52%) and Businesses (46%) had been approached on more than one occasion.

This again represents a generally rising trend, particularly for Residents, as evidenced by the following chart.

INCIDENCE OF BEING APPROACHED BY AN ELECTRICTY COMPANY AND MADE AN OFFER OF CONTRACT



The main methods of electricity companies contacting Residents were identified as a door to door sales consultant (55%) and a telephone sales consultant (52%), while for Businesses a telephone sales consultant (71%) was the main method, followed by a door to door sales consultant (26%).

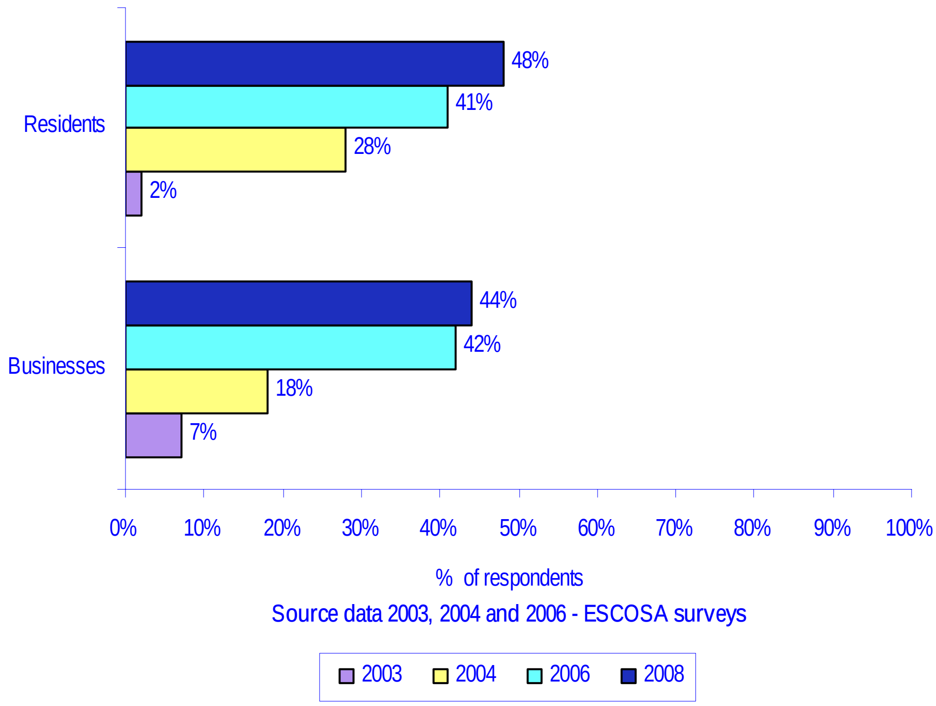
Small proportions of both Residents (10%) and Businesses (8%) had actually approached an electricity retailer themselves, suggesting that most of the activity in the market is generated by the retailers. Telephone was clearly the main method of approach among both groups – Residents 77% and Businesses 90%.

Almost half of both the Residents (48%) and Businesses (44%) surveyed indicated that they had changed their electricity provider since January

2003. Further, not insignificant proportions from both groups (Residents 21%, Businesses 17%) stated that they had changed their electricity retailer on more than one occasion.

The results for both Residents and Businesses represent a continuing rising trend of changing electricity retailer, as outlined in the following chart.

INCIDENCE OF CHANGING ELECTRICTY RETAILER



The main driver of change was, overwhelmingly, price/ cost, which was named by 70% of Residents and 85% of Businesses. Small proportions also identified the offer of a green energy contract, to be with the same retailer for both electricity and gas, and being offered a cash incentive.

The transfer process was considered to be easy by very high proportions of both Residents (90%) and Businesses (85%).

There were also very high levels of satisfaction among those who had switched electricity retailer that the new electricity company had delivered what they were looking for – 81% for Residents and 76% for Businesses.

Among those who had not changed electricity retailer, there were low incidences of changing their existing arrangements with their current retailer – 9% for both Residents and Businesses. Among these small groups, price/ cost was again identified as the main driver of change.

Two main reasons for not changing the way that electricity is supplied to them were identified by both groups, those being:

- Happy with my current retailer – Residents 69%, Businesses 64%
- Could not be bothered/ too much effort – Residents 17%, Businesses 26%

The incidences of looking for information to assist in making decisions about changing electricity supply arrangements were quite low – 13% among Residents and 9% among Businesses.

Three main sources of information were used by these respondents – the Internet (Residents 46%, Businesses 55%), the retailer (Residents 26%, Businesses 36%) and a representative of the retailer (Residents 15%, Businesses 13%).

Most of the Residents (80%) and Businesses (69%) surveyed indicated that the retailer who had approached them had provided them with written or verbal communications about their offers.

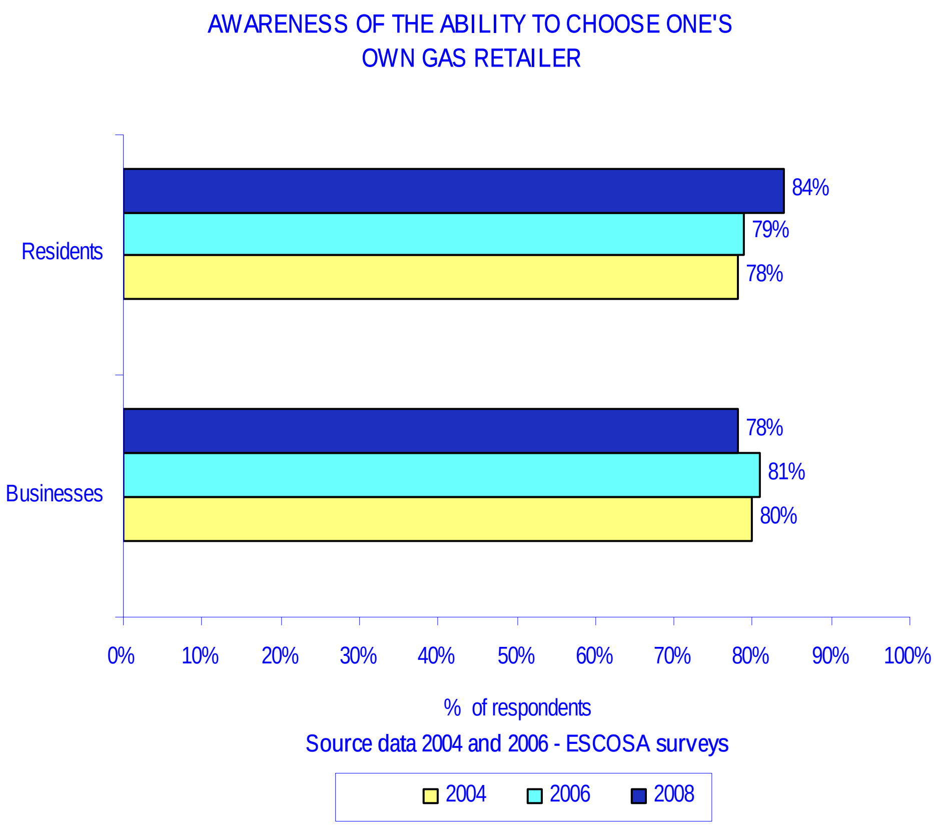
There were generally high levels of agreement among both the Residents and Businesses that had looked for, or received information, that the information was easy to obtain, was easy to understand and had provided sufficient them with information to make an informed choice.

2.2 *Key Findings - Gas*

Many of the Residents (63%) and Businesses (45%) surveyed indicated that they have the same retailer for both electricity and gas.

Awareness of the ability to choose one's own gas retailer was high among both Residents (84%) and Businesses (78%).

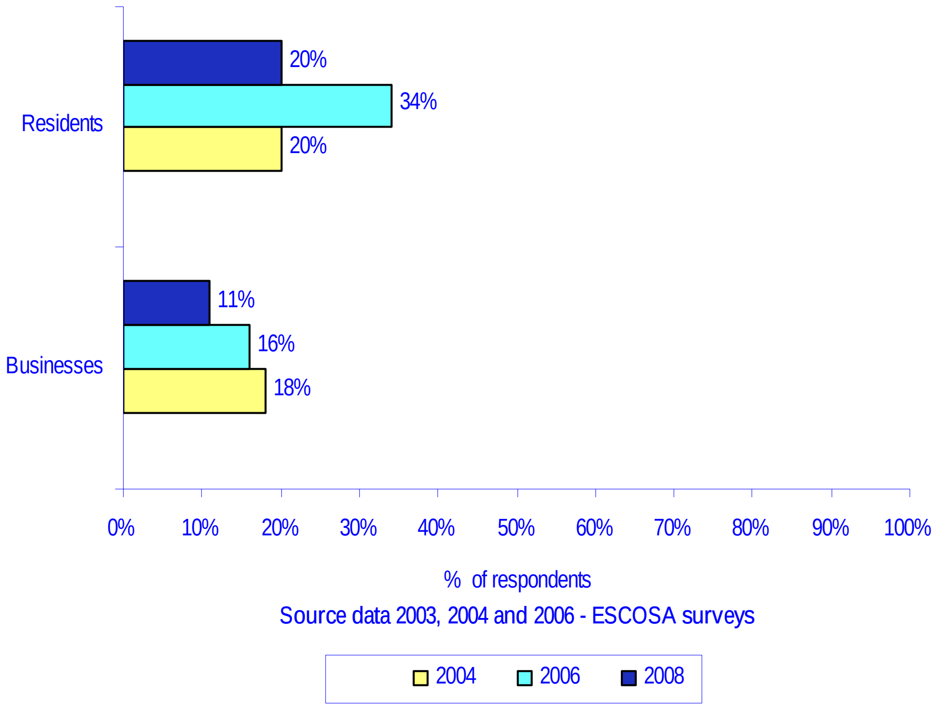
For Residents, this represents a small trend of rising awareness since 2004, while for Businesses these results have remained at a similar level, as outlined in the following chart.



The incidences of having been approached by a gas company and offered a contract were relatively low, standing at 20% of the Residents surveyed and 11% of Businesses.

These findings represent a decline on the findings recorded in the 2006 ESCOSA Survey, as outlined in the following chart.

INCIDENCE OF BEING APPROACHED BY A GAS COMPANY AND MADE AN OFFER OF CONTRACT



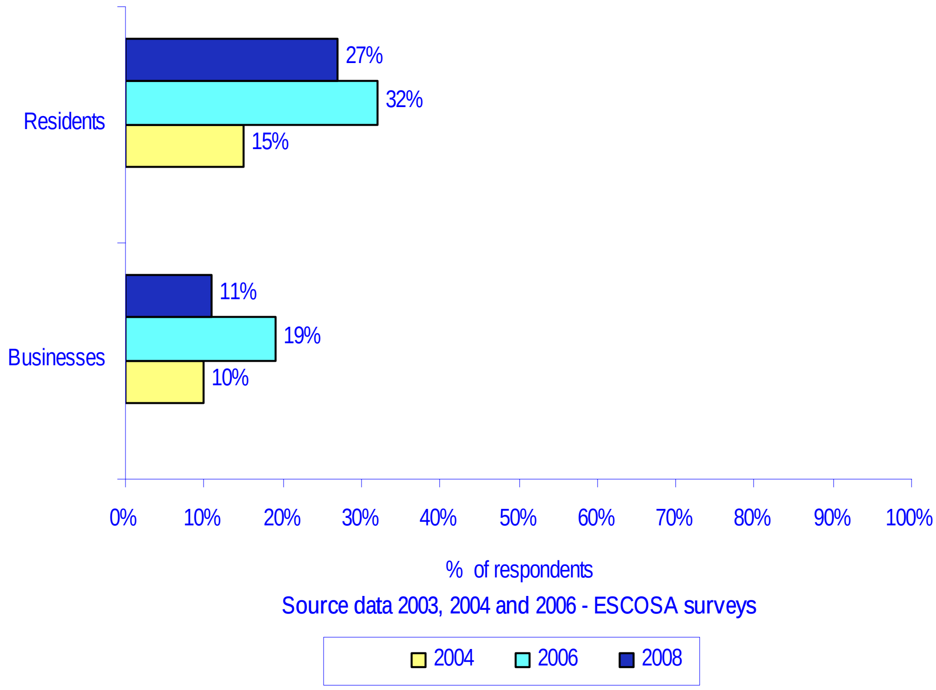
The main methods of gas companies contacting Residents were identified as a door to door sales consultant (61%) or a telephone sales consultant (39%), while for Businesses a telephone sales consultant (57%) was clearly the main method, followed by a door to door sales consultant (43%).

Very small proportions of both Residents (5%) and Businesses (3%) had actually approached a gas retailer themselves, again suggesting that most of the activity in the market is generated by the retailer. Telephone was clearly the main method of approach among both groups – Residents 90% and Businesses 100%.

More than one quarter of the Residents (27%) and approximately one in ten of the Businesses (11%) surveyed indicated that they had changed the company that sells them gas. Further, not insignificant proportions of these respondents from both groups (Residents 14%, Businesses 14%) stated that they had changed their gas retailer on more than one occasion.

The results for both Residents and Businesses represent a fall compared to the 2006 results, as outlined in the following chart.

INCIDENCE OF CHANGING GAS RETAILER



The main drivers of change were price/ cost, which was named by 63% of Residents and 43% of Businesses, and to be with the same company for both electricity and gas – Residents 25%, Businesses 14%. Smaller proportions also identified the offer of a green energy contract.

The transfer process was considered to be easy by a very high proportion of Residents (95%) and most Businesses (57%).

There were very high levels of satisfaction among those who had switched gas retailer that the new gas company had delivered what they were looking for – 86% for Residents and 72% for Businesses.

Among those who had not changed gas retailer, there were very low incidences of changing their existing arrangements with their current retailer – 3% for Residents and 5% for Businesses.

Among these small groups, price/ cost was identified as the main driver of change, particularly among Businesses.

Two main reasons for not changing the way that gas is supplied to them were identified by both Residents and Businesses, those being:

- Happy with my current retailer – Residents 75%, Businesses 50%
- Could not be bothered/ too much effort – Residents 13%, Businesses 24%

The incidences of looking for information to assist in making decisions about changing gas supply arrangements were very low – 4% among Residents and 6% among Businesses.

The main sources of information used by these few respondents were identified as the Internet, the retailer or a representative of the retailer.

Most of the Residents (85%) and Businesses (71%) surveyed indicated that the retailer who had approached them had provided them with written or verbal communications about their offers.

There were relatively high levels of agreement among the Residents surveyed that had looked for or received information, that the information was easy to obtain, was easy to understand and had provided them with sufficient information to make an informed choice. These ratings were significantly lower among Businesses.

2.3 ***Key Findings - General***

For approximately one quarter of both the Residents (26%) and Businesses (21%) surveyed, payment of energy bills impacts on their ability to meet other expenditures. The proportion of disposal income or revenue spent on energy bills was also similar – Residents 6.4%, Businesses 7.5%.

Many of the Residents (51%) and Businesses (39%) surveyed indicated that they had been offered an incentive by an energy company to encourage them to purchase electricity and/or gas from them.

Lower retail prices, reliability of supply and green energy were identified as the incentives having the greatest influence on both Residents and Businesses.

The overwhelming majority of both the Residents (81%) and Businesses (85%) surveyed stated that they had never experienced any problems with their energy retailer. Small proportions, however, identified the fact that they felt pressured into signing a contract with an electricity retailer, the actual price they were charged did not match the prices quoted or they were told things about the terms and conditions of the contract that did not prove to be true.

Small proportions of the Residents and Businesses surveyed (11% for both) indicated that they had made a complaint about their electricity or gas company.

Both Residents and Businesses displayed relatively high levels of confidence in the following in relation to their energy supply:

- I am able to access the information I need to choose the electricity of gas offer that best suits my needs
- I am able to choose the electricity or gas offer that best suits my needs

Similar proportions of both customer groups (Residents 19%, Business 20%) indicated that they were aware of the availability of independent assistance to assist them in making energy decisions, such as the Essential Services Commission of South Australia's Estimator Service.

2.4 Key Finding – Focus Groups

There was generally high awareness of the competitive nature of the energy retail market. Most participants knew they could change their energy supplier, both for electricity and gas.

A number of participants had been approached by rival retailers in order to negotiate better terms than they were receiving from their current provider.

Whilst there was a degree of resistance to unsolicited approaches, most changes to other retailers were mainly due to being offered a better deal, particularly in terms of the tariffs. Their strongest resistance was to sales calls on the phone, and most of those who had changed retailer indicated that it had been through a sales visit to their home or business.

There was, however, some level of indifference towards the idea of changing a retailer - with a *"cannot be bothered"* attitude, because the gains to be made in some cases were perceived as minor, especially among business participants, some of whom indicated that they were too busy to give up the time needed to explore this.

For some, a lack of detailed information on how to go about changing retailer had led to a lack of confidence to explore the opportunities of the competitive market.

Very few participants had approached a retailer to discuss a deal. Many said that if they understood these issues better, they would be more likely to take the initiative.

Sales pitches often failed when consumers were required to agree there and then to a deal, without the opportunity to consider the offer in writing or compare it with their current contract or other offers. Consumers also resisted being tied to a term contract with an exit fee for early termination.

Many consumers disliked verbal contracts on the phone, having to record their consent, often with no written copy of what they had agreed. There was confusion whether such a contract was subject to "cooling-off".

A lower price was the principal reason for changing retailers. They also attached importance to local back-up service being assured, and therefore disliked interstate or overseas call centres as the main point of contact.

Many participants did not consider incentives as an important consideration in their decision to change energy retailer. An appealing incentive, however, was the early payment bonus offered by some retailers. Some described the gift of low usage light globes and economy shower heads as a bonus when entering into a "green energy" contract.

A website, enabling them to compare the deals on offer, to decide which suited them best, was attractive to them.

The main message to come from this element of the research was that participants needed more information, not only about how the energy retail market operated, but especially about the nature of the various deals being offered. They generally wished to have a better understanding of this and how they could benefit in other ways.

Most participants did not know who many of the energy retailers were, and whom they could approach for a better deal. Most knew only the names of the better known retailers (AGL and Origin), other than their own supplier.

When asked how they would find out about these retailers, the common response was through Google. But they would prefer an official site listing all registered energy retailers.

The findings from this element of the research indicate that providing better information and understanding of the opportunities that exist would encourage more people to take full advantage of the competitive nature of the energy retail market.

2.5 Overview

The research findings indicate that there is a high level of awareness of the ability to choose one's own retailer for both electricity and gas.

The incidences of having been approached by energy retailers, and having taken up offers of contract amongst both Residents and Businesses is significantly higher for electricity than for gas.

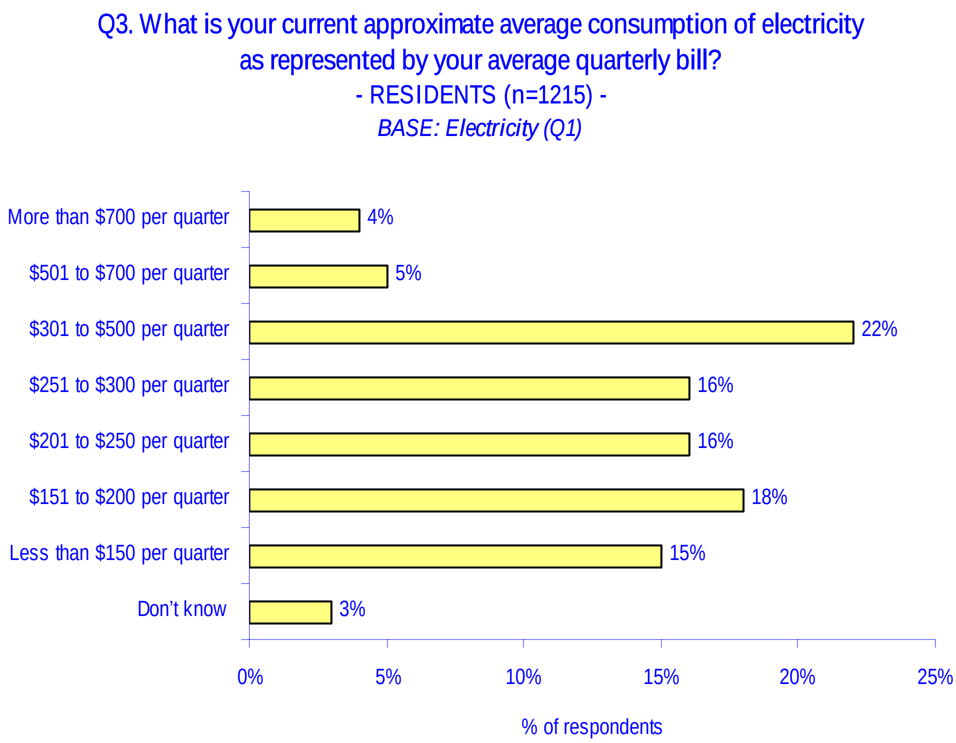
Section 3
Analysis – Electricity Market

3.1 Average Consumption

3.1.1 Those surveyed were asked what was their current approximate average consumption of electricity as represented by their average bill. Residents were asked to respond to this question on the basis of a quarterly bill and Businesses on the basis of a monthly bill.

Residents

3.1.2 Almost one quarter (22%) of the Residents surveyed indicated that their average electricity consumption was between $301 and $500 per quarter. The following graph illustrates the average quarterly bills for all households.



3.1.3 Concession holders or households with lower incomes were more likely to indicate that their average energy consumption was lower than those without energy concessions or higher income households.

3.1.4 Residents in the Adelaide metropolitan area or those aged over 65 were also more likely to have lower consumption of electricity in comparison to those living in regional South Australia or those aged under 65.

3.1.5 There were variances in electricity consumption across some households types which are equivalent in size but have different gross household incomes, as outlined below. A Low Income household is defined as one with an annual income of less than $50,000 per annum and a Higher Income is $50,000 and over per annum.

$151 to $200 per quarter

- Single, living on my own – Low Income: 26%, Higher Income: 22%
- Live with partner/ spouse without dependent children – Low income: 26%, Higher income: 11%

$251 to $300 per quarter

- Live with partner/ spouse without dependent children – Low income: 16%, Higher income: 24%

$501 to $700 per quarter

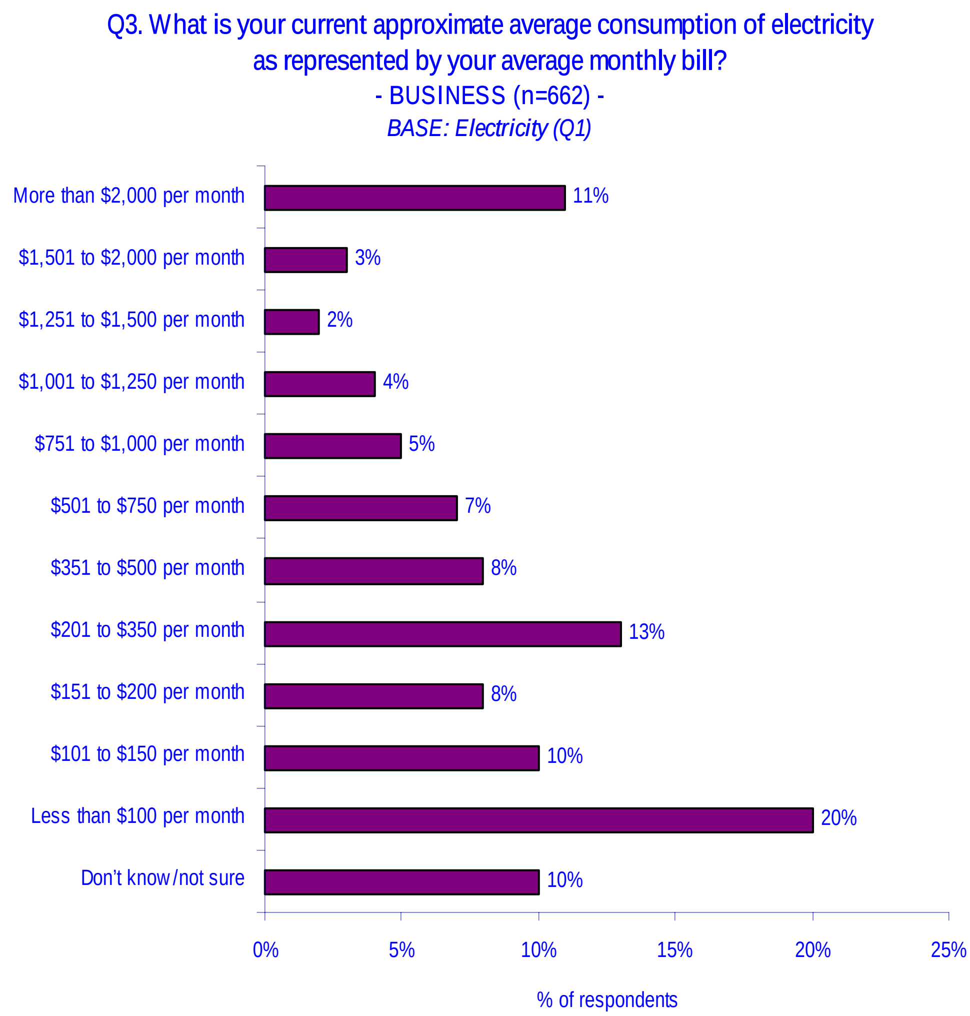
- Two adults with dependent child or children – Low income: 8%, Higher income: 12%

More than $700 per quarter

- Two adults with dependent child or children – Low income: 8%, Higher income: 7%

Business

3.1.6 There was a range of electricity consumption identified among the Businesses surveyed, as outlined in the following chart.



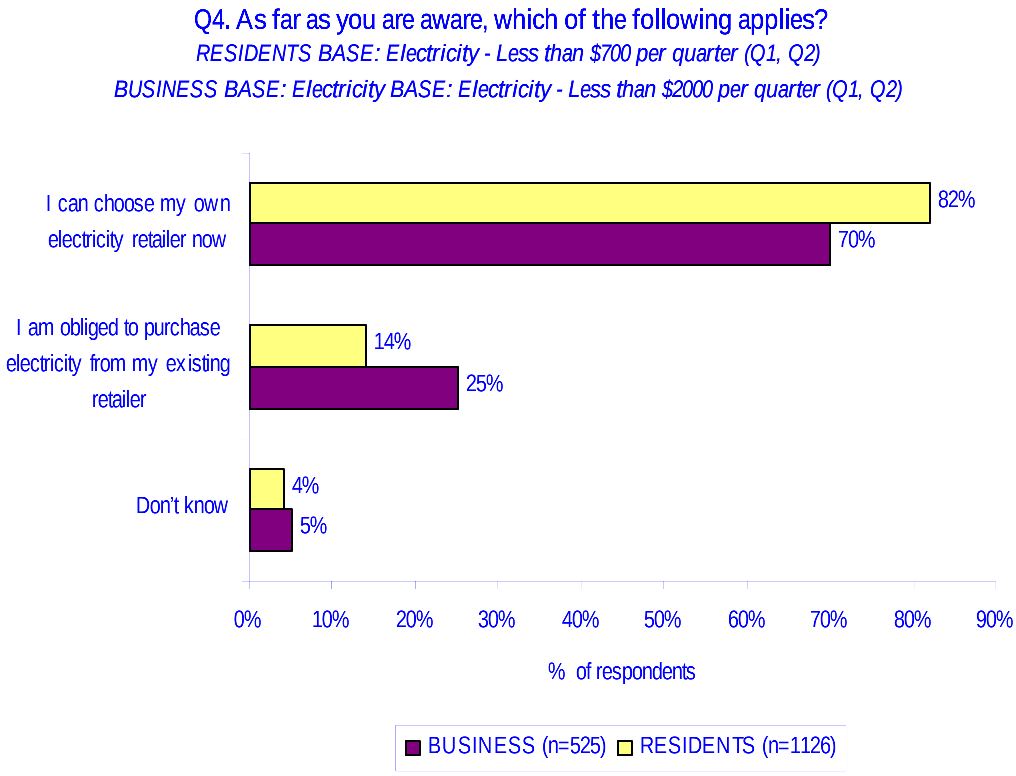
3.1.7 Higher proportions of Businesses with electricity only (22%) or those located in the Eastern suburbs (34%) indicated that their average monthly bill was less than $100 per month.

3.2 *Awareness of Choice of Electricity Retailer*

3.2.1 Respondents were read a list of options related to choosing an electricity retailer and asked which of these applied to them.

3.2.2 Awareness of choice of retailer was high, with over four in five Residents (82%) and seven in ten Businesses (70%) indicating that they could choose their own electricity retailer now.

3.2.3 Significantly lower proportions of Residents (14%) and Businesses (25%) indicated that they were obliged to purchase electricity from their existing retailer.



3.2.4 Among Residents, higher proportions of those living in the Adelaide metropolitan area (84%), those aged under 65 (84%), those who are not concession holders (84%) or those living in higher income households (89%) indicated that they could choose their own electricity retailer now.

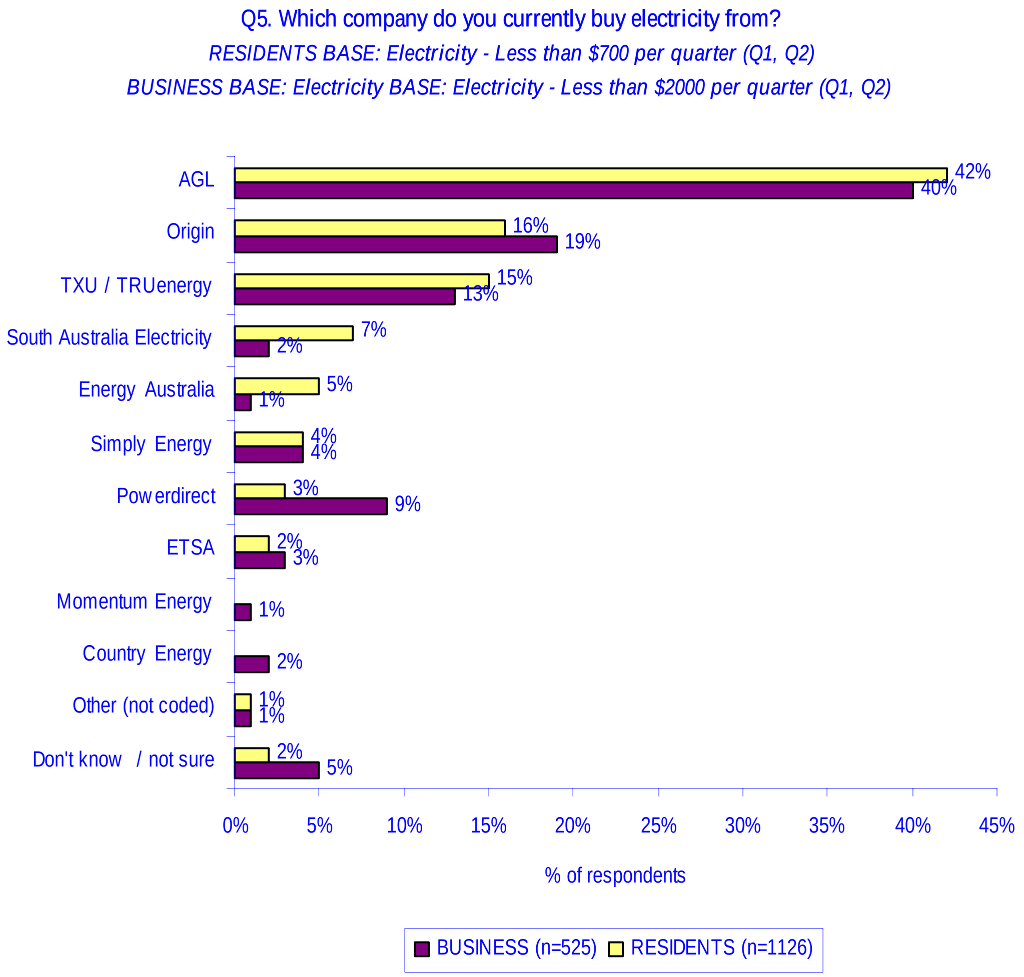
3.2.5 Conversely, Residents living in regional South Australia (18%) or low income households (18%) were more likely to indicate that they were obliged to purchase electricity from their existing retailer.

3.2.6 For Businesses, these findings were relatively consistent among the groups surveyed.

3.3 Current Electricity Retailer

3.3.1 Those surveyed were asked from which company do they currently buy electricity.

3.3.2 AGL was named as the main electricity provider for both Residents (42%) and Businesses (40%), followed by Origin (Residents 16%, Business 19%) and TXU/ TRUenergy (Residents 15%, Business 13%), as outlined in the following chart.



3.3.3 Residents with both electricity and reticulated natural gas (24%), those living in the Adelaide metropolitan area (19%) or those in higher income households (20%) were more likely to name Origin as their electricity retailer.

3.3.4 Businesses located in regional South Australia (47%) and, in particular, the York Peninsula area (59%) were more likely to identify AGL as the company from which they currently purchase electricity.

3.3.5 Higher proportions of Businesses located in the Adelaide Metropolitan area (25%), and in particular, the Northern (30%) or Southern (31%) suburbs, indicated that Origin was their electricity retailer.

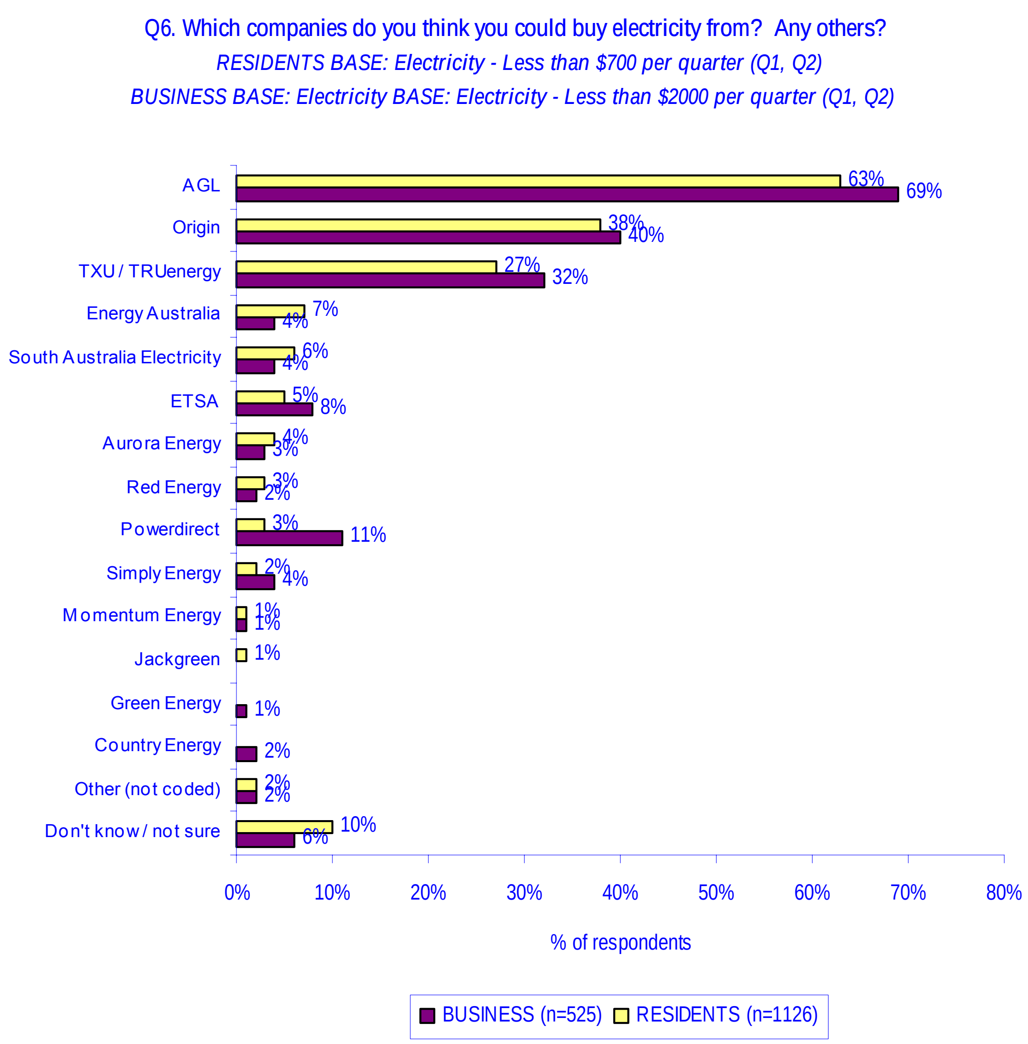
3.3.6 There was also a higher incidence of Businesses located in regional South Australia (14%), in particular the South East (27%), who named Powerdirect as their electricity retailer, while the Businesses located in the Northern suburbs (24%) were more likely to identify TXU/ TRUenergy.

3.4 *Electricity Providers*

3.4.1 Respondents were then asked from which companies did they think they could buy electricity.

3.4.2 AGL was again named by Residents (63%) and Businesses (69%) as the main company from which they thought they could buy electricity. Origin (Residents 38%, Businesses 40%) ranked second and TXU/ TRUenergy (Residents 27%, Business 32%) third.

3.4.3 The full list of electricity retailers named for both Residents and Businesses is outlined in the chart below.



3.4.4 The main variances to these responses among the groups surveyed were:

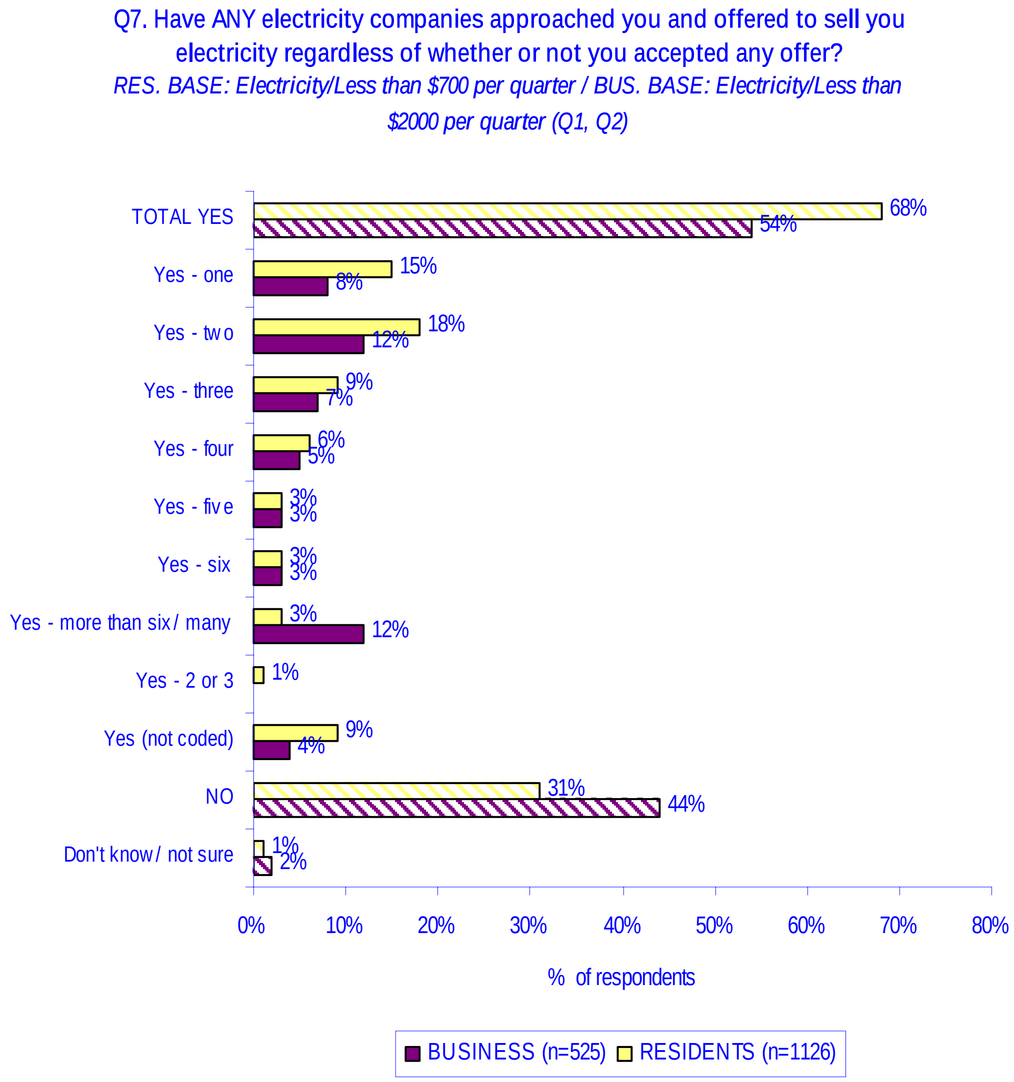
- Higher proportions of Residents with both electricity and reticulated natural gas (47%), those living in the Adelaide metropolitan area (44%), those aged under 65 (40%), those not receiving a concession (41%), those in higher income households (44%), those with a Tertiary education (43%) or those living in Northern (46%) or Western (50%) suburbs named Origin as a retailer they could buy electricity from
- Residents with electricity and reticulated natural gas (32%), those living in the Adelaide metropolitan area (31%), those in higher income households (32%) or those living in Northern suburbs (42%) were more likely to name TXU/ TRUenergy as an electricity retailer
- Higher proportions of Businesses located in regional South Australia identified AGL (81%) or Powerdirect (18%) as an electricity retailer from which they could buy electricity
- Businesses located in Adelaide's Northern suburbs (54%) were more likely to name Origin, while the incidence of naming TXU/ TRUenergy was significantly higher among the Businesses located in the Adelaide metropolitan area (37%)

3.5 Offers of Contract

Incidence of Receiving an Offer of an Electricity Contract

3.5.1 Those surveyed were asked if any electricity companies had approached them and offered to sell them electricity, regardless of whether or not they had accepted any offers.

3.5.2 Almost seven in ten Residents (68%) and over half of the Businesses (54%) indicated that they had been approached by a retailer. For many from both groups, multiple approaches had been made, as outlined in the following chart.



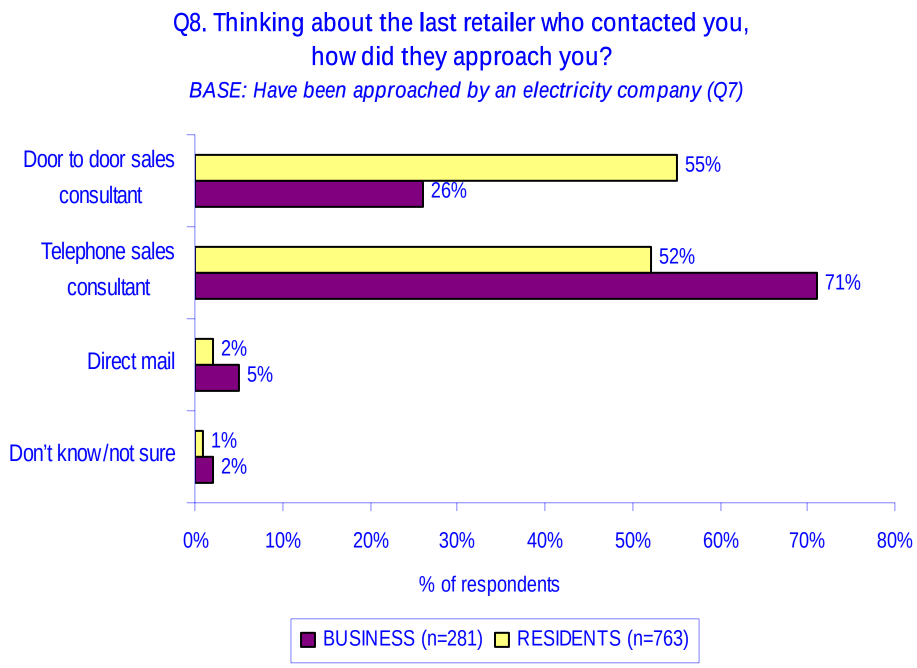
3.5.3 Businesses located in regional South Australia (60%) were more likely than those located in the Adelaide metropolitan area (49%) to indicate that they were offered a market contract by an electricity retailer.

Method of Contact

3.5.4 Respondents were asked, thinking about the last retailer who contacted them, how were they approached.

3.5.5 For Residents, a door to door consultant (55%) and a telephone sales consultant (52%) were the main methods of contact.

3.5.6 For Businesses, a telephone sales consultant (71%) was the main method of contact, followed by a door to door sales consultant (26%).



3.5.7 Residents with both electricity and reticulated natural gas (66%), those living in the Adelaide metropolitan area (60%), renters (79%) or those living in the Northern suburbs (70%) were more likely to indicate that they were approached by a door to door consultant.

3.5.8 Residents with electricity only (60%), those living in regional South Australia (61%), owners occupiers (54%) or those living in the Barossa Valley area (79%) were more likely to indicate that they were approached by a telephone consultant.

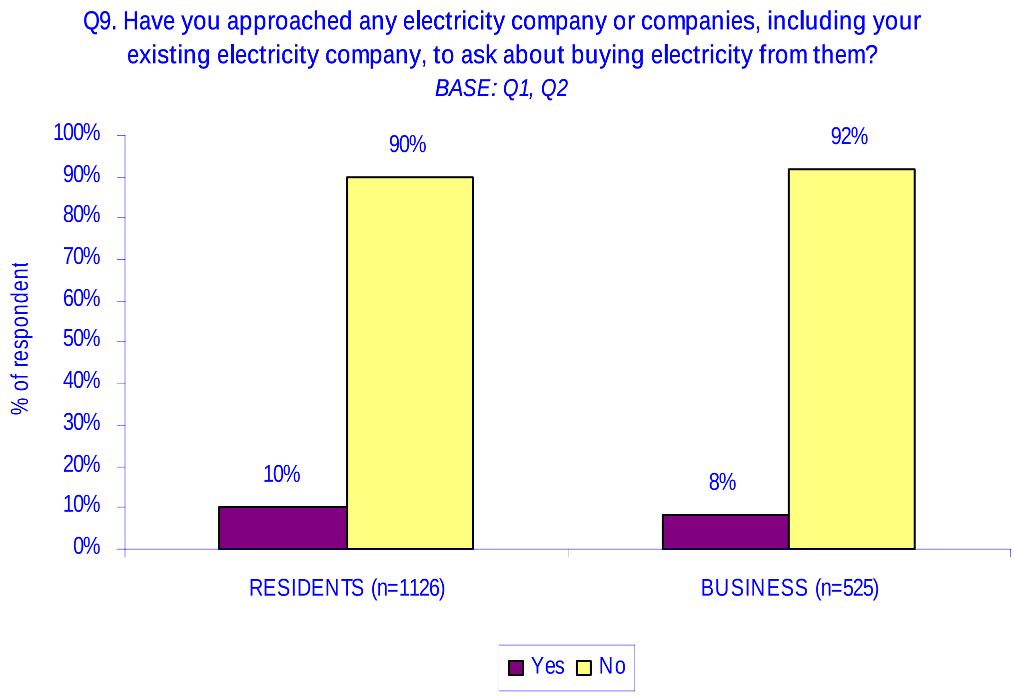
3.5.9 Businesses located in the Adelaide metropolitan area (36%), in particular those located in the Eastern suburbs (40%), were more likely to indicate that they were approached by a door to door sales consultant.

3.5.10 Higher proportions of Businesses located in Regional South Australia (87%), in particular in the Barossa Valley (92%) or the Yorke Peninsula areas (86%), indicated that they were approached by a telephone sales consultant.

Incidence of Approaching an Electricity Retailer

3.5.11 Those surveyed were then asked if they had approached any electricity company or companies, including their existing electricity company, to ask about buying electricity from them.

3.5.12 Similar proportions from both customer groups (Residents 10%, Businesses 8%) indicated that they had approached a company to ask about buying electricity from them.



3.5.13 Residents from higher income households (13%) or those with a Tertiary education (13%) were more likely to indicate that they had approached a company to ask about buying electricity from them.

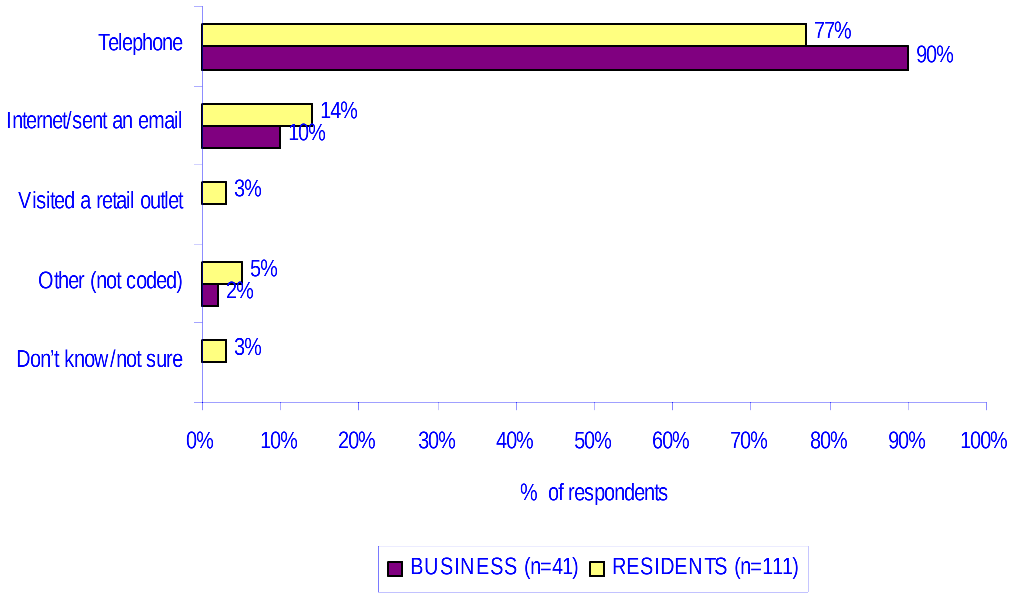
Method of Contact

3.5.14 Respondents who indicated that they had approached an electricity retailer were asked, thinking about the last electricity company they approached, how they did this.

3.5.15 The telephone (Residents 77%, Business 90%) was named as the main method of contact, while the Internet/ sending an email (Residents 14%, Business 10%) was the second most common response.

Q10. Thinking about the last electricity company that you approached, how did you do this?

BASE: Have approached a retailer (Q9)



3.5.16 While these findings were generally consistent in relation to the groups naming the telephone, those who do not have a concession (20%), higher income households (21%) or those with a Tertiary education (20%) were more likely to indicate that they had approached an electricity retailer through the Internet/ sending an email.

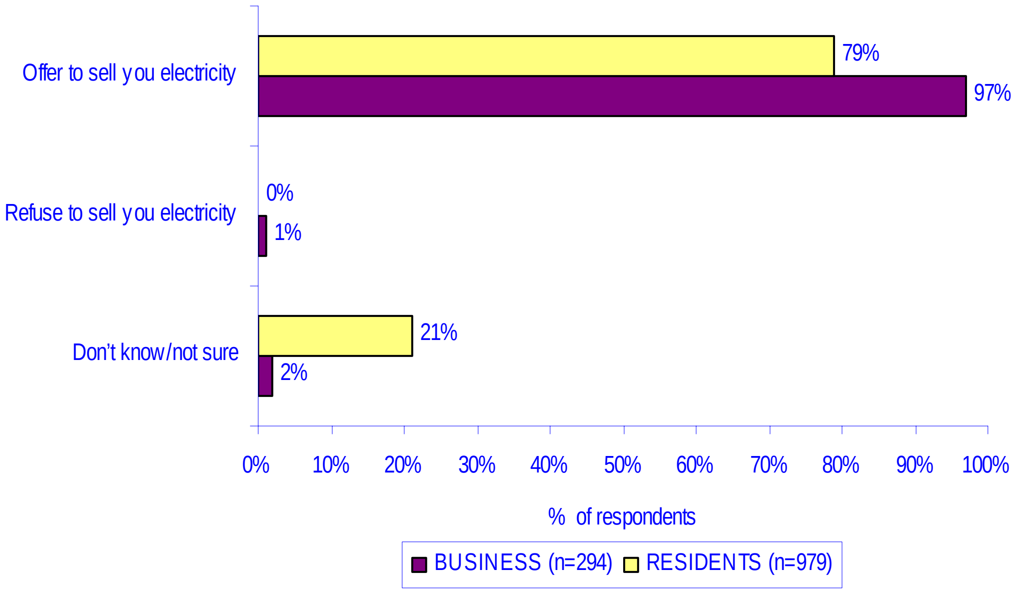
Offer of an Electricity Contract After Being Approached/ Approached Voluntarily

3.5.17 Those who indicated that they had been approached by or approached a retailer were asked if they were offered a contract.

3.5.18 More than three quarters of Residents (79%), and almost all Businesses (97%), indicated that they were offered a contract when they were approached or had voluntarily approached an electricity retailer.

Q11. Did any of them ...

BASE: Have been approached/voluntarily approached retailer (Q7 or Q9)



3.5.19 These findings were generally consistent among the groups surveyed.

3.6 Change of Electricity Provider

Change of Electricity Provider Since January 2003

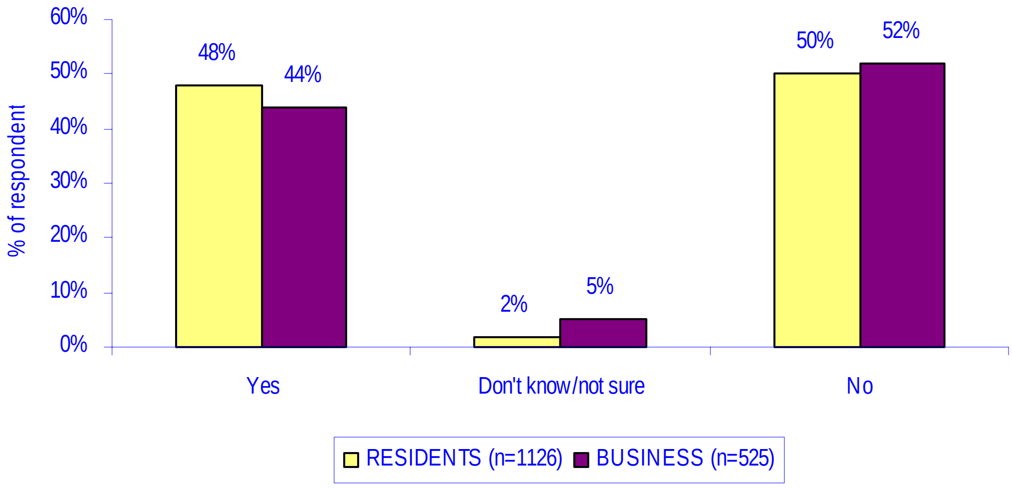
3.6.1 Those surveyed were asked if they had changed the company that sells them electricity since January 2003.

3.6.2 Almost half (Residents 48%, Businesses 44%) of those from both groups indicated that they had changed company since that time.

Q12. Have you changed the company that sells you electricity since January 2003?

RESIDENTS BASE: Electricity - Less than $700 per quarter (Q1, Q2)

BUSINESS BASE: Electricity BASE: Electricity - Less than $2000 per quarter (Q1, Q2)



3.6.3 Among Residents, those who were more likely to indicate that they changed electricity retailer were those with both electricity and reticulated natural gas (54%) or higher income households (53%).

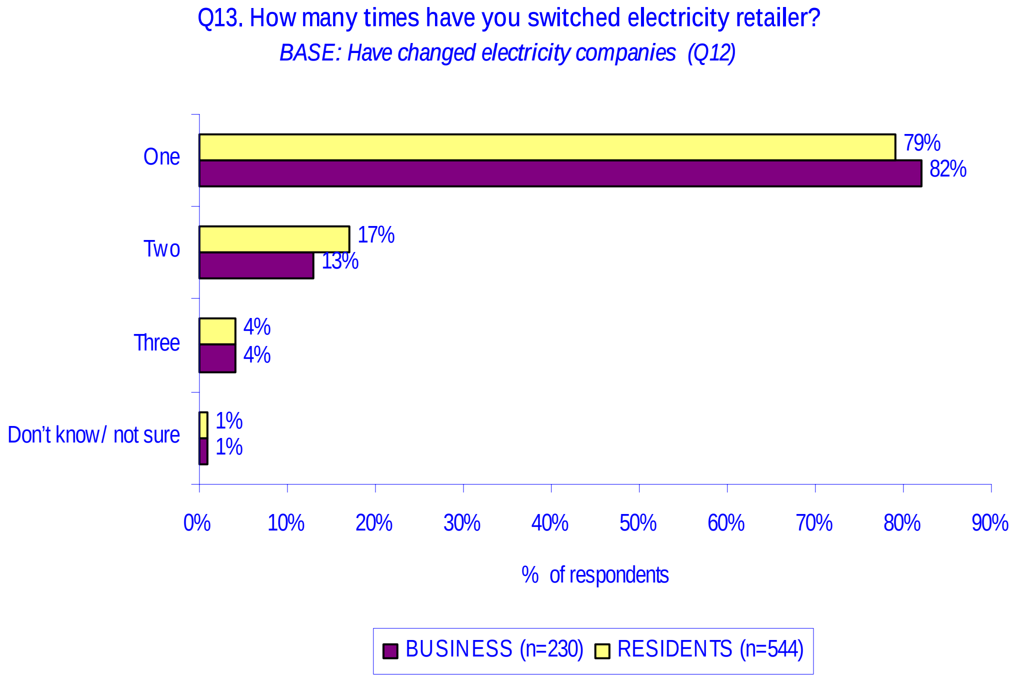
3.6.4 Retail Businesses (50%) or Businesses located in the Northern suburbs (58%) were also more likely to indicate that they had changed their electricity retailer since January 2003.

Number of Times Retailers Have Been Switched

3.6.5 Those who indicated that they had changed electricity companies since January 2003 were asked how many times they had switched retailers.

3.6.6 Most of these respondents from both groups (Residents 79%, Business 82%) indicated that they had switched electricity retailers once.

3.6.7 There were, however, a number of those surveyed from both groups who indicated that they have switched retailers more than once, as outlined in the following chart.



3.6.8 There were relatively few variances to these responses among the groups surveyed.

Ease of the Transfer Process

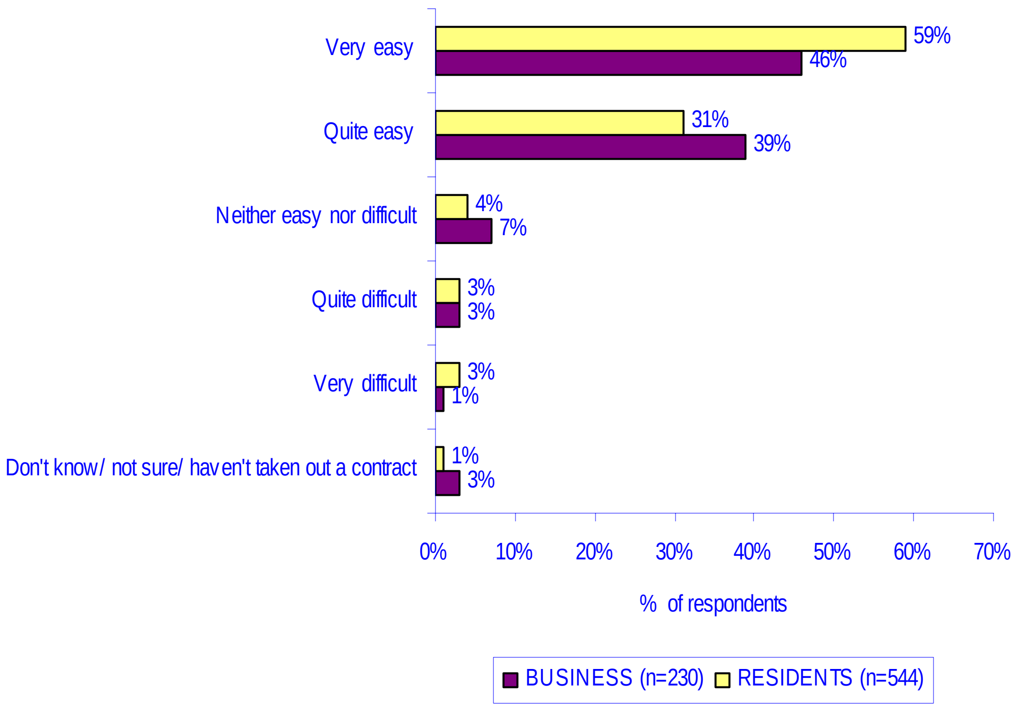
3.6.9 Those who indicated that they had changed electricity retailer since January 2003 were then asked, thinking about the last time they changed their electricity company, how easy was the transfer process.

3.6.10 Approximately nine in ten respondents (Residents 90%, Business 85%) stated that the transfer process was easy. The scaled responses were as follows:

- Very easy (Residents 59%, Businesses 46%)
- Quite easy (Residents 31%, Businesses 39%)
- Neither easy nor difficult (Residents 4%, Businesses 7%)
- Quite difficult (Residents 3%, Businesses 3%)
- Very difficult (Residents 3%, Businesses 1%)

Q14. Thinking about the last time you changed your electricity company, how easy was the transfer process?

BASE: Have changed electricity companies (Q12)



Main Drivers of Change

3.6.11 Those who indicated that they had changed their electricity company since January 2003 were asked, thinking about the last time they changed their electricity company, what the main driver for their decision was.

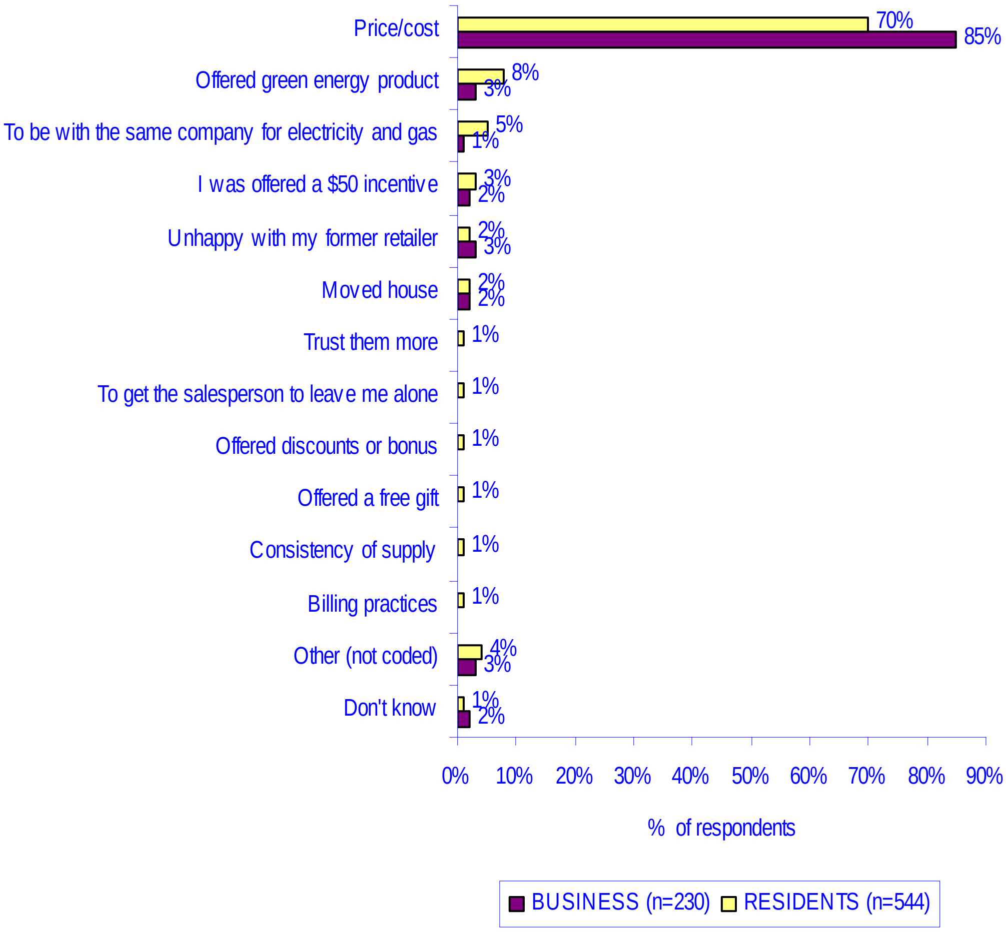
3.6.12 The price/ cost (Residents 70%, Business 85%) was clearly identified as the main driver of change.

3.6.13 A number of other drivers were named by significantly lower proportions of respondents, including:

- Offered green energy product (Residents 8%, Business 3%)
- To be with the same company for electricity and gas (Residents 5%, Business 1%)
- I was offered a $50 incentive (Residents 3%, Business 2%)
- Unhappy with my former retailer (Residents 2%, Business 3%)

Q15. Thinking about the last time you changed your electricity company, what was the main driver in your decision?

BASE: Have changed electricity companies (Q12)

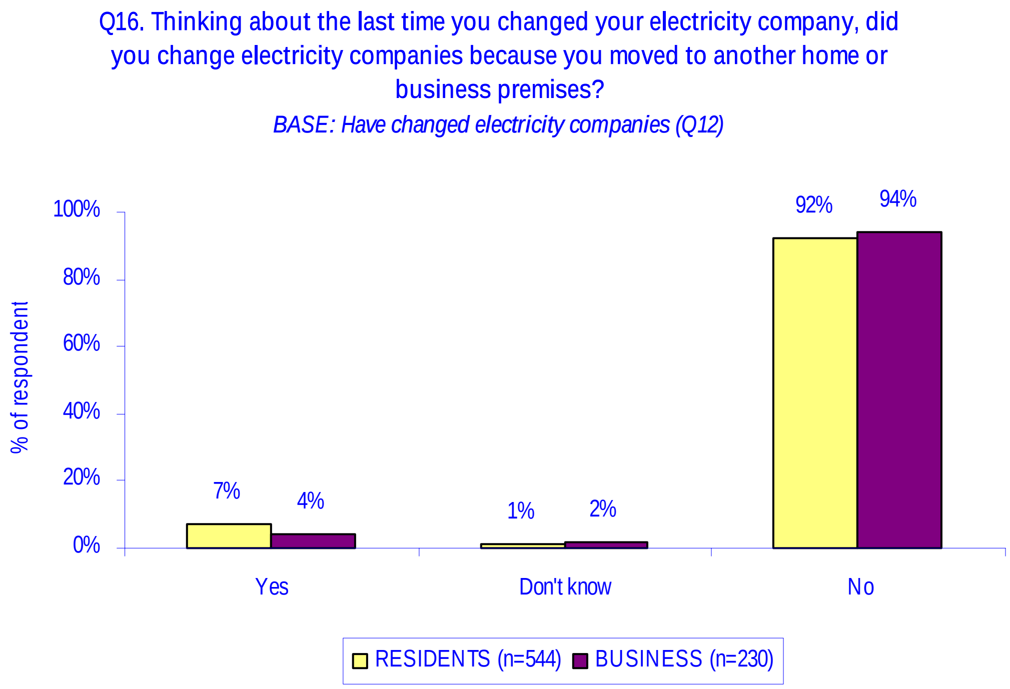


3.6.14 Among the Residents surveyed, those who were more likely to name the price/ cost as their main driver for switching electricity company were those with electricity only (76%), Residents in regional South Australia (77%) or owner-occupiers (71%).

Switching Electricity Provider as a Result of Relocating

3.6.15 Those who indicated that they had switched electricity companies since January 2003 were asked if they changed their electricity company because they moved to another home or business premises.

3.6.16 Small proportions of those who changed electricity companies (Residents 7%, Business 4%) indicated that they switched because they moved home or business premises.



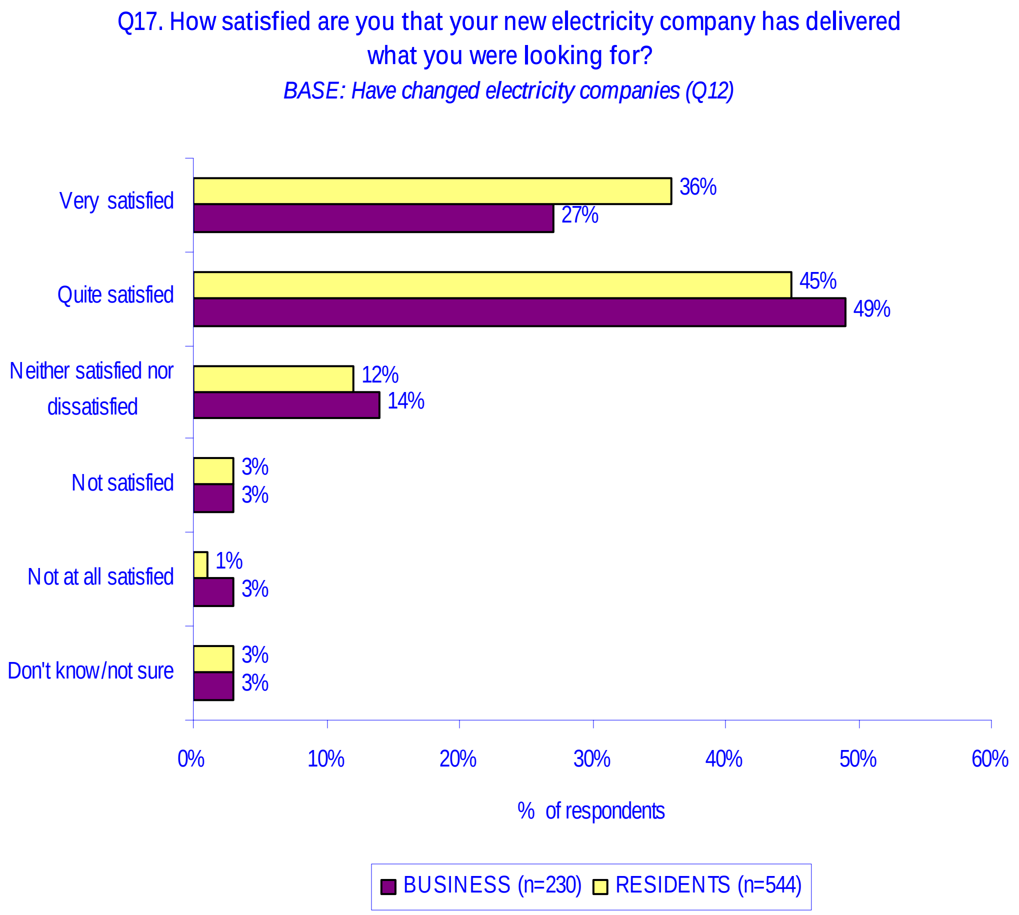
3.6.17 These findings were generally consistent among the groups surveyed.

Satisfaction with New Electricity Company

3.6.18 Those who indicated that they had changed electricity company since January 2003 were asked how satisfied they were that their new electricity company has delivered what they were looking for.

3.6.19 The levels of satisfaction with the new electricity companies were very high, with 81% of Residents and 76% of Businesses indicating that they were satisfied. The scaled responses were as follows:

- Very satisfied (Residents 36%, Business 27%)
- Quite satisfied (Residents 45%, Business 49%)
- Neither satisfied nor dissatisfied (Residents 12%, Business 14%)
- Not satisfied (Residents 3%, Business 3%)
- Not at all satisfied (Residents 1%, Business 3%)



3.6.20 These findings were generally consistent amongst the groups surveyed.

Residents - Additional Analysis

3.6.21 Switching electricity companies was considered to be quite or very easy among those who changed provider once (91%), twice (88%) or three times (85%).

3.6.22 While the cost/ price was a driver of switching companies amongst those who had changed once (72%), those who had switched companies twice were more likely to do so because they were offered a green energy product (14%).

3.6.23 The levels of satisfaction with the new provider amongst those who switched electricity companies was higher among those who had changed provider once (83%), compared to those who changed provider twice (75%).

3.6.24 The drivers named for switching electricity companies, in particular the price/ cost were consistent with the satisfaction levels with the new electricity company.

3.6.25 Those aged under 65 (9%) or males of any age (10%) were more likely to name the offering of a green energy product as a main driver for switching electricity companies.

3.6.26 A slightly higher proportion of concession holders (5%), compared to those without concession (2%), named the fact that they were offered a $50 incentive as a driver for switching electricity companies.

Business - Additional Analysis

3.6.27 Switching electricity companies was considered to be quite or very easy amongst those who changed provider once (88%), in comparison to those who had changed twice (73%).

3.6.28 Conversely, Businesses that indicated that they changed electricity provider twice (17%) were more likely to indicate that the process was difficult when compared to those that had switched once (3%).

3.6.29 Further, Businesses that changed electricity providers once (79%) were more likely than those that changed twice (63%) to indicate that they were satisfied with their new electricity company.

3.7 *Using the Cooling Off Period to Cancel a Contract*

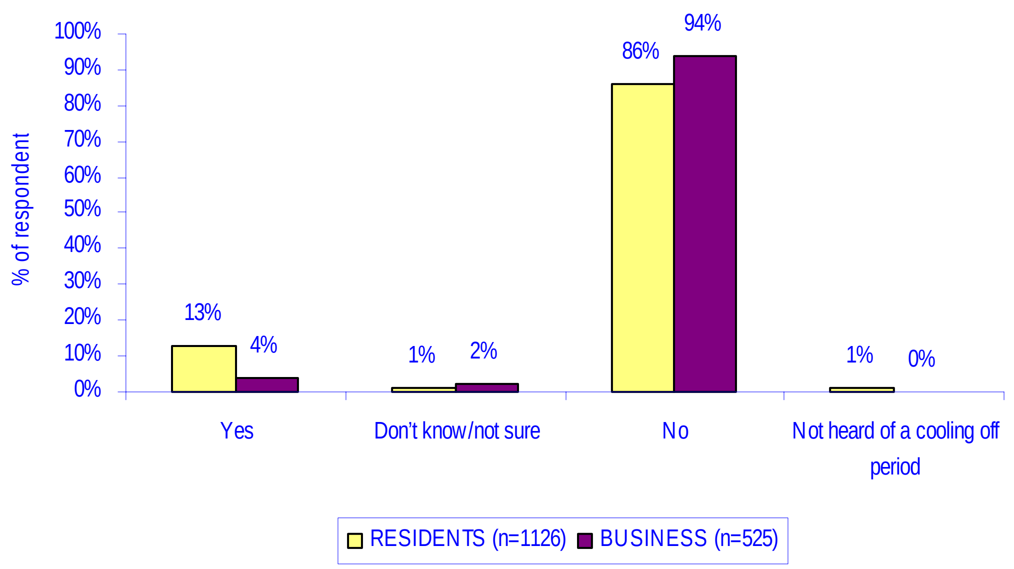
3.7.1 Those surveyed were asked if they had ever, at any stage, entered into a contract and used the cooling off period to cancel.

3.7.2 While over one in ten Residents (13%) indicated that they used the cooling off period to cancel a contract, just 4% of the Businesses surveyed indicated that they had done so.

Q19. Have you, at any stage, entered into a contract and used the cooling off period to cancel?

RESIDENTS BASE: Electricity - Less than $700 per quarter (Q1, Q2)

BUSINESS BASE: Electricity BASE: Electricity - Less than $2000 per quarter (Q1, Q2)



3.7.3 Amongst Residents, low income households (14%) or those living in the South East area (23%) were more likely to indicate that they used the cooling off period to cancel a contract.

3.7.4 For Businesses, higher proportions of those with both electricity and reticulated natural gas (11%) or those located in Southern suburbs of Adelaide (10%) indicated that they had used the cooling off period to cancel a contract.

3.8 Remaining With the Same Electricity Retailer

Reasons for Not Changing Retailer

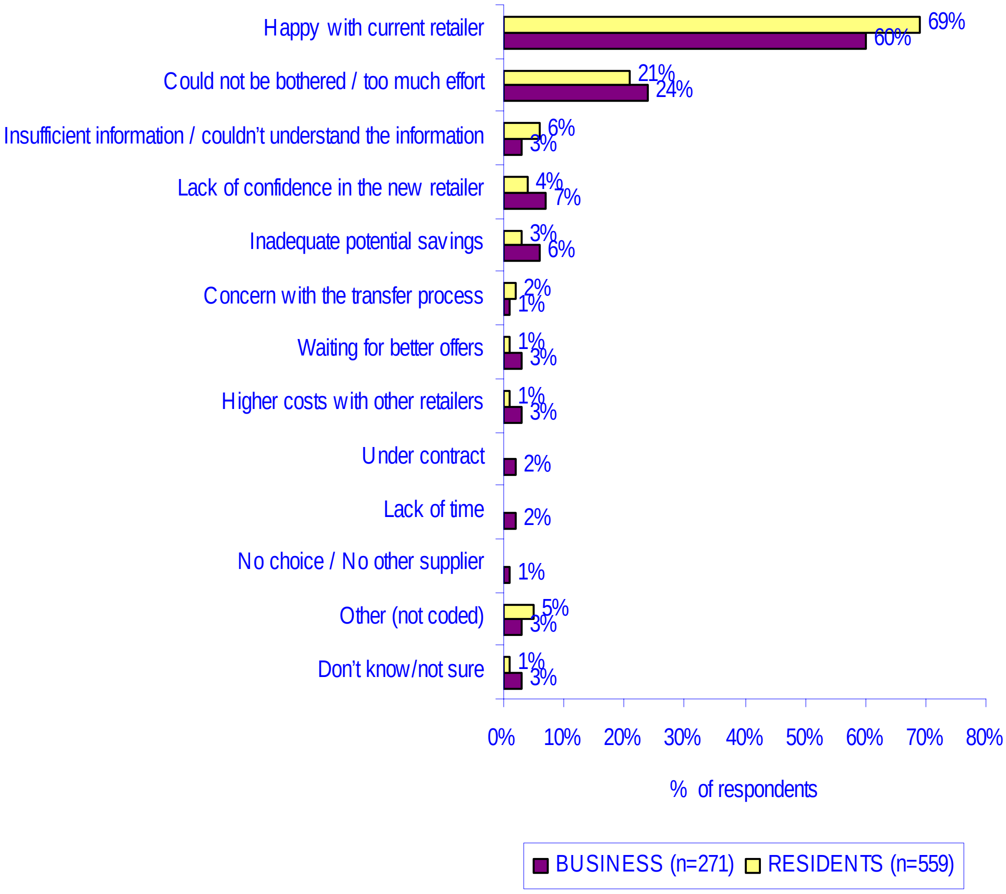
3.8.1 Respondents who indicated that they had not changed electricity companies were asked why they had not done so.

3.8.2 Various reasons for not changing electricity retailers were named, however, the majority of respondents (Residents 69%, Business 60%) indicated that they were happy with their current retailer.

3.8.3 Other reasons named included:

- Could not be bothered/ too much effort (Residents 21%, Business 24%)
- Insufficient information/ could not understand the information (Residents 6%, Business 3%)
- Lack of confidence in the new retailer (Residents 4%, Business 7%)
- Inadequate potential savings (Residents 3%, Business 6%)
- Concern with the transfer process (Residents 2%, Business 1%)

Q20. Why haven't you changed electricity company?
BASE: Have not changed electricity companies (Q12)

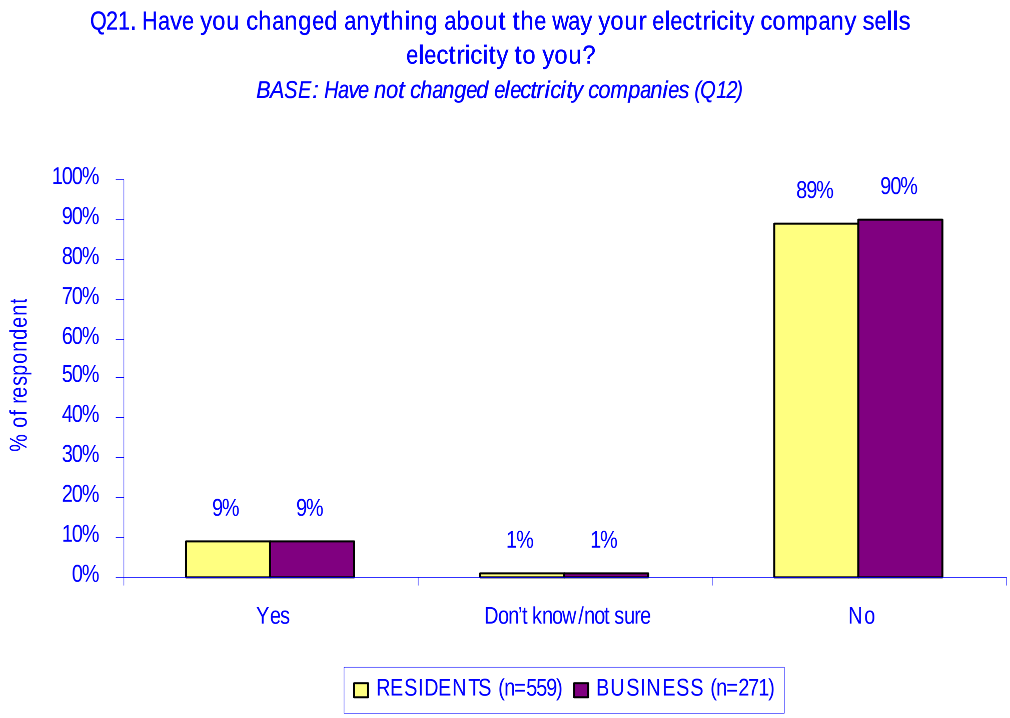


3.8.4 Among Residents, those aged 65 plus (84%), those living in the Adelaide metropolitan area (72%), concession holders (77%), low income households (73%) or those with up to secondary education level (73%) were more likely to indicate that they had not changed electricity providers because they were happy with their current retailer.

Changing Terms of Contract with Retailer

3.8.5 Those surveyed were asked if they had changed anything about the way their electricity company sells electricity to them, that is, different rates, different type of electricity, been given a gift or incentive to agree to a different type of supply arrangement/ contract, etc.

3.8.6 Just under one in ten (9%) of both the Residents and Businesses surveyed indicated that they had changed the way their electricity company sells them electricity.



3.8.7 Residents with electricity only (14%) or those with a Tertiary education (13%) were more likely to indicate that they had changed the way their electricity company sells them electricity.

3.8.8 The following tables show the responses to this question split into the responses about the freedom to choose an electricity retailer and the obligation to purchase electricity from the existing retailer.

Q4. As far as you are aware, which of the following applies?		Q21. Have changed anything about the way the electricity company sells electricity to you?		
		Yes	Don't know/ not sure	No
RESIDENTS	I can choose my own electricity retailer now	79%	100%	83%
	I am obliged to purchase electricity from my existing retailer	21%	0%	10%
	Don't know	0%	0%	7%
	No. of Respondents	52	8	500
BUSINESS	I can choose my own electricity retailer now	79%	33%	73%
	I am obliged to purchase electricity from my existing retailer	21%	0%	22%
	Don't know	0%	67%	6%
	No. of Respondents	24	3	244

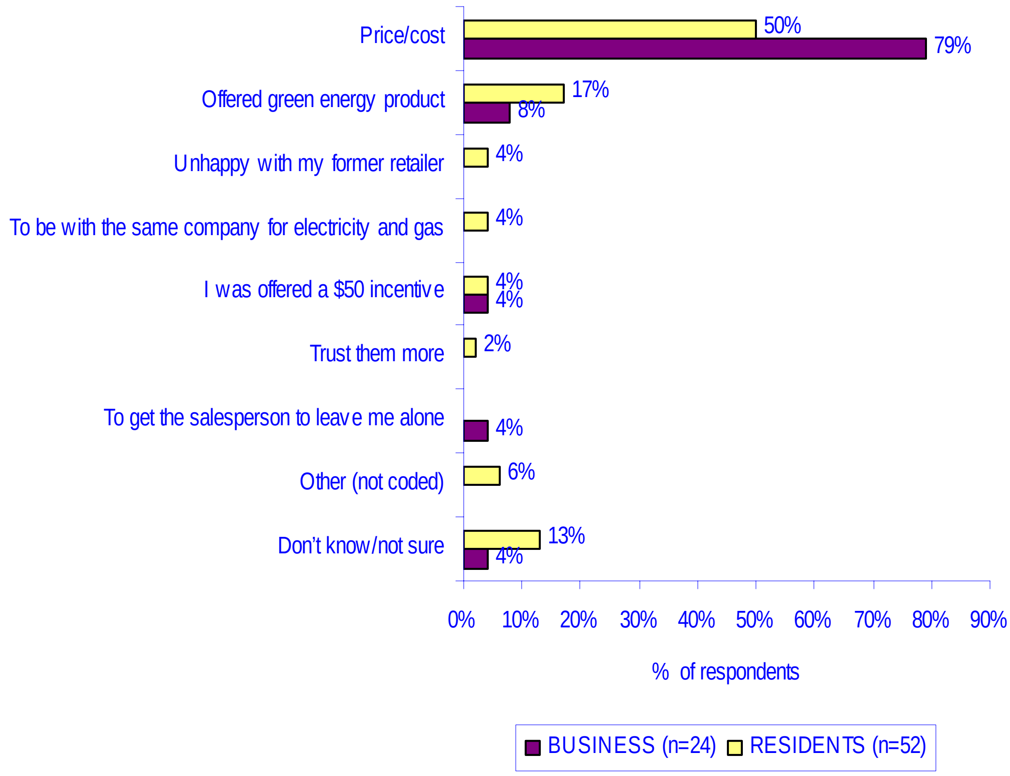
Main Drivers of Change of Electricity Supply Arrangements

3.8.9 Those who had changed the way that electricity was supplied to them were asked, thinking about the last time they changed their electricity supply arrangements with their electricity company, what was the main driver for their decision.

3.8.10 The price/ cost was (Residents 50%, Business 79%) was named again as the main driver in respondent's decision to change their electricity supply arrangements with their electricity company.

3.8.11 Other drivers named included having been offered green energy product (Residents 17%, Business 8%) and the offer of a $50 incentive (Residents 4%, Business 4%).

Q22. Thinking about the last time you changed your electricity supply arrangements with your electricity company, what was the main driver in your decision?
BASE: Not changed company, changed way electricity supplied (Q21)



3.8.12 There were few variances to these responses among the groups surveyed.

Satisfaction with New Electricity Supply Arrangements

3.8.13 Those who had changed the way their electricity was supplied were asked how satisfied they were that their new electricity supply arrangements have delivered what they were looking for.

3.8.14 The levels of satisfaction with the new electricity supply arrangements were high, with 67% of Residents and 79% of Businesses indicating that they were satisfied. The scaled responses were as follows:

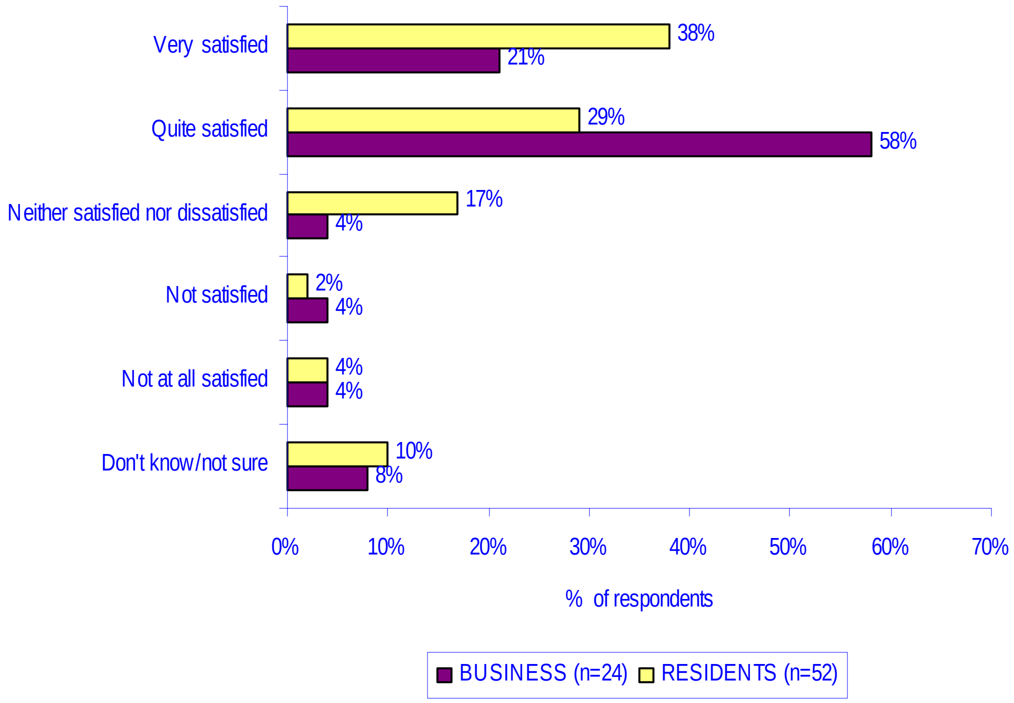
- Very satisfied (Residents 38%, Business 21%)
- Quite satisfied (Residents 29%, Business 58%)
- Neither satisfied nor dissatisfied (Residents 17%, Business 4%)

➢ Not satisfied (Residents 2%, Business 4%)

➢ Not at all satisfied (Residents 4%, Business 4%)

Q23. How satisfied are you that your new electricity supply arrangements have delivered what you were looking for?

BASE: Not changed company, changed way electricity supplied (Q21)



3.8.15 These responses were generally consistent amongst the groups surveyed.

3.8.16 As outlined in the following table, there were no major variances when cross-tabulations of customer satisfaction with the main drivers of change were undertaken.

Q22. Thinking about the last time you changed your electricity supply arrangements with your electricity company, what was the main driver in your decision?		23. How satisfied are you that your new electricity supply arrangements have delivered what you were looking for?						
		TOTAL	Not at all satisfied	Not satisfied	Neither satisfied nor dissatisfied	Quite satisfied	Very satisfied	Don't know/ not sure
RESIDENTS	Price/cost	50%	100%	100%	44%	40%	60%	20%
	Offered green energy product	17%	0%	0%	44%	20%	10%	0%
	I was offered a $50 incentive	4%	0%	0%	11%	7%	0%	0%
	To be with the same company for electricity and gas	4%	0%	0%	0%	7%	5%	0%
	Unhappy with my former retailer	4%	0%	0%	0%	13%	0%	0%
	Trust them more	2%	0%	0%	0%	0%	5%	0%
	Other (not coded)	6%	0%	0%	0%	0%	10%	20%
	Don't know/not sure	13%	0%	0%	0%	13%	10%	60%
	No. of Respondents	52	2	1	9	15	20	5
BUSINESS	Price/cost	79%	100%	0%	100%	86%	80%	50%
	Offered green energy product	8%	0%	0%	0%	7%	20%	0%
	I was offered a $50 incentive	4%	0%	0%	0%	7%	0%	0%
	To get the salesperson to leave me alone	4%	0%	100%	0%	0%	0%	0%
	Don't know/ not sure	4%	0%	0%	0%	0%	0%	50%
	No. of Respondents	24	1	1	1	14	5	2

Reasons for Not Making Changes to the Way to Electricity is Purchased

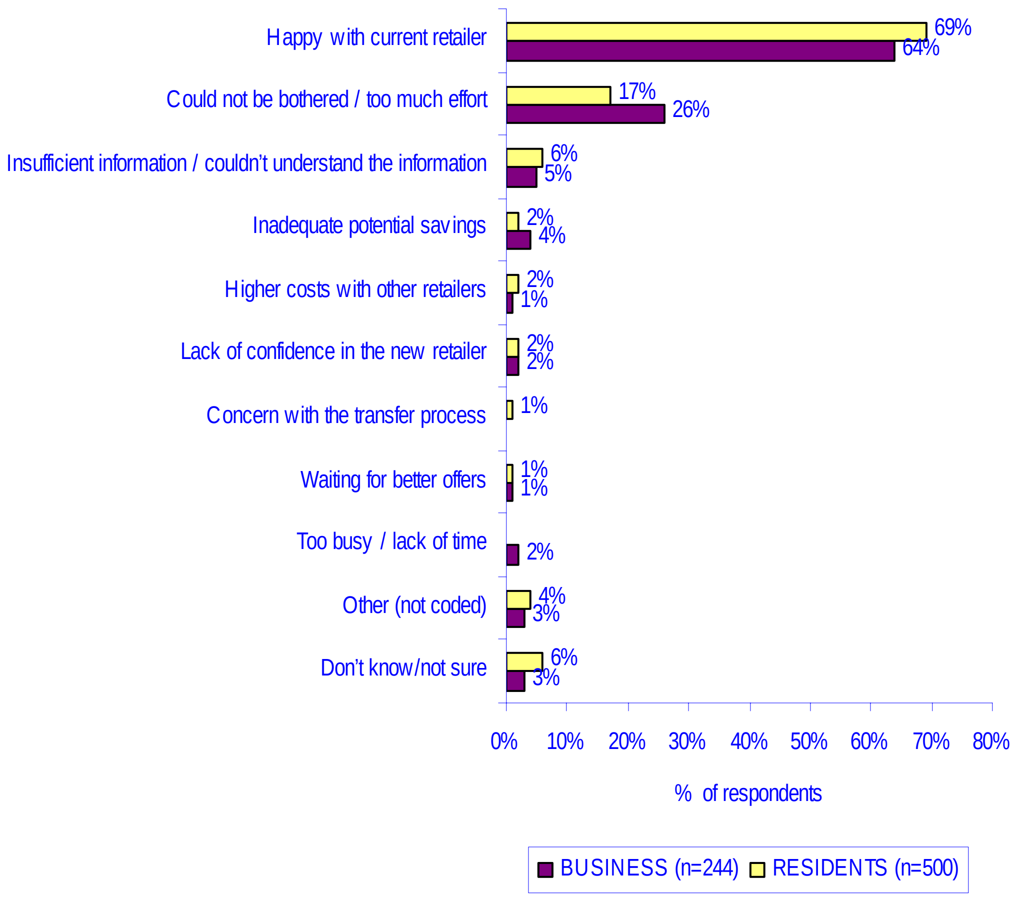
3.8.17 Respondents who had not changed the way electricity is supplied to them were asked why they had not done so.

3.8.18 Being happy with their current retailer (Residents 69%, Business 64%) was again the main reason for not changing the way electricity is supplied.

3.8.19 Other reasons named included:

- Could not be bothered/ too much effort (Residents 17%, Businesses 26%)
- Insufficient information/ could not understand the information (Residents 6%, Businesses 5%)
- Lack of confidence in the new retailer (Residents 2%, Businesses 2%)
- Higher costs with other retailers (Residents 2%, Businesses 1%)
- Inadequate potential savings (Residents 2%, Businesses 4%)

Q25. Why haven't you made any changes to the way you buy electricity?
BASE: Have not changed the way electricty is supplied (Q21)



3.8.20 Those aged 65 plus (82%) or concession holders (77%) were more likely to indicate that they had not changed the way electricity is supplied to them because they were happy with their current retailer.

3.8.21 A higher proportion of Businesses located in regional South Australia (34%) indicated that they did not change the way electricity is supplied to them because they could not be bothered/ too much effort.

3.9 Likelihood of Changing Supply Arrangements with Current Provider, or Switching to Another Supplier

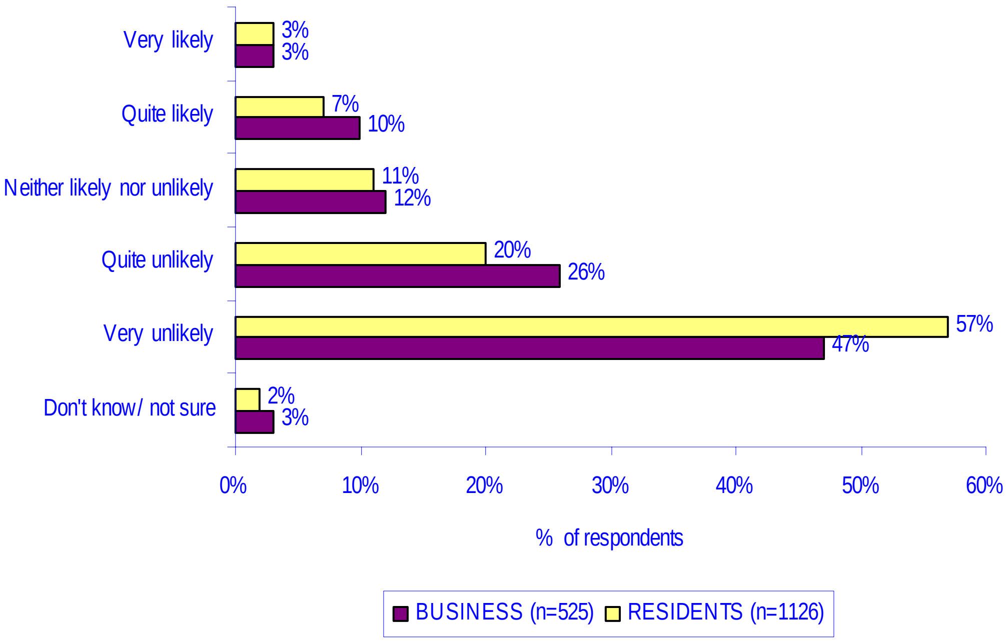
3.9.1 Those surveyed were asked how likely was it, that in the next twelve months, they will change their supply arrangements with their current electricity company, or switch to another electricity company.

3.9.2 Approximately three quarters of respondents (Residents 77%, Business 72%) indicated that it was quite or very unlikely that they would do so. However, 10% of Residents and 13% of Businesses indicated that they were likely to do so.

3.9.3 The scaled responses were as follows:

- Very likely (Residents 3%, Business 3%)
- Quite likely (Residents 7%, Business 10%)
- Neither unlikely nor likely (Residents 11%, Business 12%)
- Quite unlikely (Residents 20%, Business 26%)
- Very unlikely (Residents 57%, Business 47%)

Q26. In the next twelve months, how likely is it that you will change your supply arrangements with your current electricity company or switch to another electricity company? *(Q1, Q2)*



3.9.4 Among Residents, higher proportions of the following groups indicated that they would be quite or very unlikely to change their arrangements with their current supplier, or switch to another provider:

- Those aged over 65 (86%)
- Concession holders (83%)
- Low income households (81%)
- Respondents with up to secondary education (79%)

3.9.5 Conversely, Residents who were quite or very likely to make new arrangements with their current supplier or switch to another provider were more likely to be:

- Those aged under 65 (13%)
- No concession holders (13%)
- Higher income households (14%)

3.9.6 While higher proportions of the Businesses located in regional South Australia (79%) indicated that it was quite or very unlikely they would be making new arrangements with a current supplier or switching to another provider, Businesses located in the Adelaide metropolitan area (17%) were more likely to consider that possibility as likely.

3.9.7 As shown in the following table, there were few variances when analysing the likelihood of changing the way electricity is provided or switching to a new provider in the next twelve months with the number of times that respondents have changed electricity retailers.

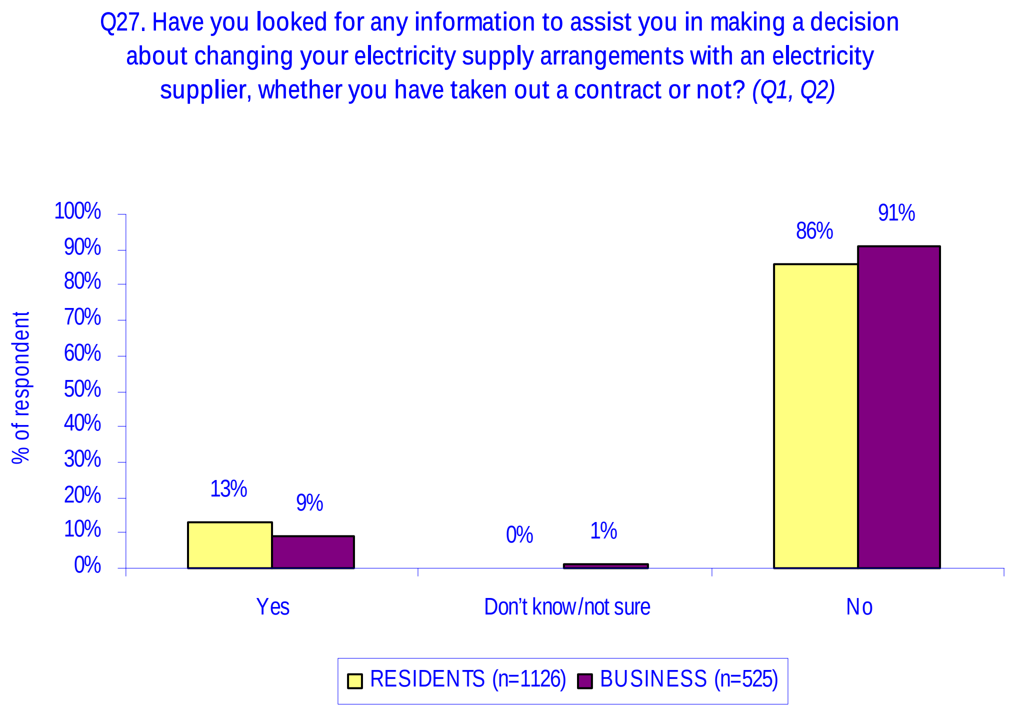
Q26. In the next twelve months, how likely is it that you will change your supply arrangements with your current electricity company or switch to another electricity company?		Q13. How many times have you switched electricity retailer?			
		TOTAL	One	Two	Three
RESIDENTS	Very likely	3%	2%	3%	10%
	Quite likely	7%	8%	5%	15%
	Neither unlikely nor likely	11%	13%	13%	20%
	Quite unlikely	20%	23%	27%	15%
	Very unlikely	57%	51%	47%	35%
	Don't know/ not sure	2%	2%	3%	5%
	No. of Respondents	1126	428	91	20
BUSINESS	Very likely	3%	4%	13%	11%
	Quite likely	10%	11%	10%	22%
	Neither likely nor unlikely	12%	14%	20%	11%
	Quite unlikely	26%	27%	23%	11%
	Very unlikely	47%	42%	30%	44%
	Don't know/ not sure	3%	3%	3%	0%
	No. of Respondents	525	189	30	9

3.10 Information

Incidences of Looking for Information

3.10.1 Those surveyed were asked if they had looked for information to assist them in making a decision about changing their electricity supply arrangements with an electricity supplier, whether they had taken out a contract or not.

3.10.2 Approximately one in ten respondents from each group (Residents 13%, Business – 9%) indicated that they had looked for information.

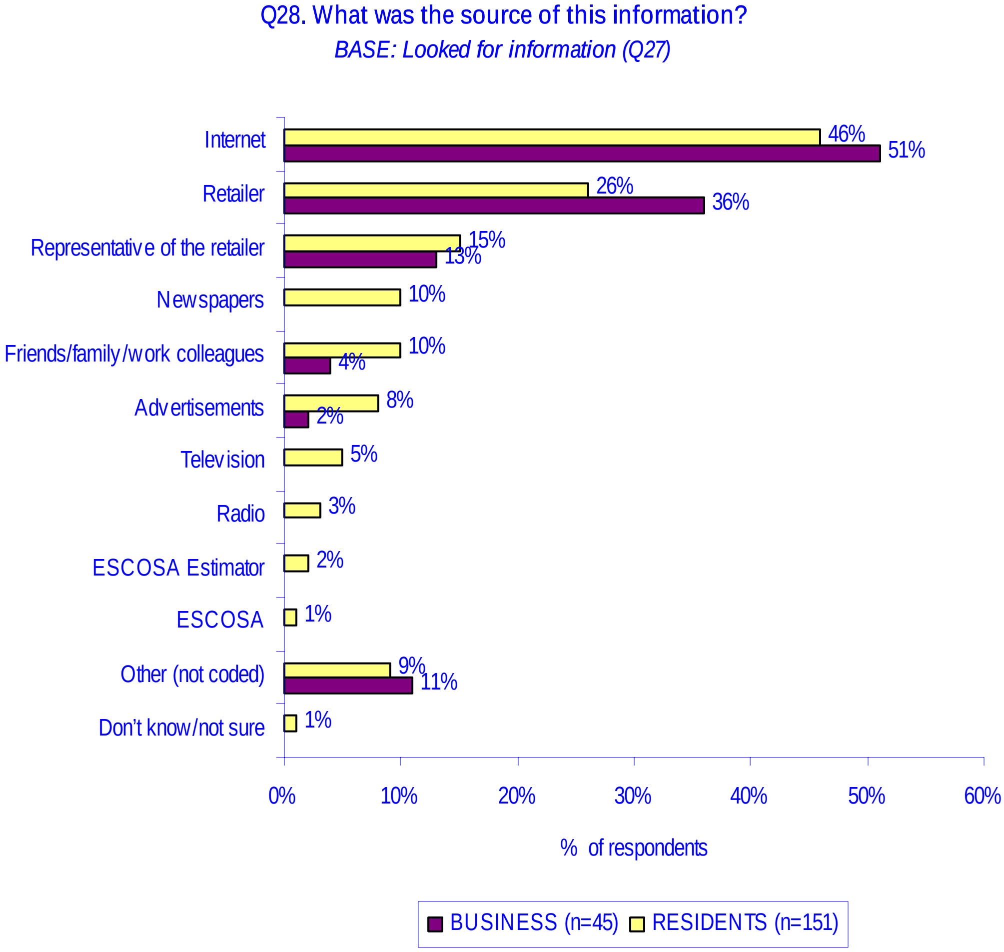


3.10.3 Residents from higher income households (18%), those with a Tertiary education (18%), those aged under 65 (15%) or those living in the Barossa Valley area (22%) were more likely to indicate that they had looked for information.

Sources of Information

3.10.4 Those who indicated that they had looked for information to assist them in making a decision were asked what was the source this of information.

3.10.5 The Internet (Residents 46%, Business 51%) was the main source of information named, followed by a retailer (Residents 26%, Business 36%), a representative of the retailer (Residents 15%, Business 13%), and friends/ family/ work colleagues (Residents 10%, Business 4%).



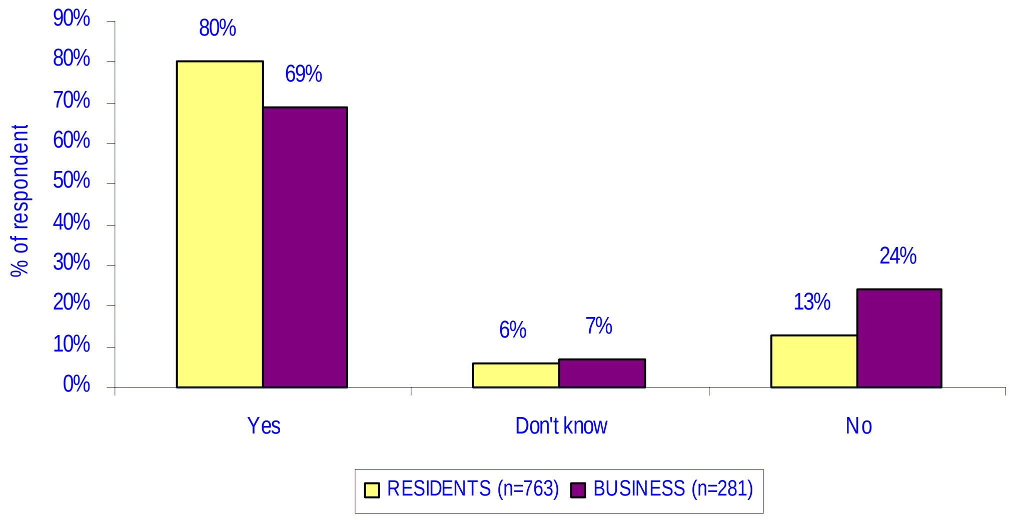
3.10.6 Residents who do not hold a concession (52%) or higher income households (58%) were more likely to name the Internet as a source of information.

Retailer's Provision of Information

3.10.7 Respondents were asked, thinking back to the last retailer who contacted them, if the retailer provided them with written or verbal information about the offer to sell electricity to them.

3.10.8 Four in five Residents (80%) and seven in ten (69%) Businesses indicated that they were provided with written or verbal information about the retailer's offer to sell electricity to them.

Q29. Thinking back to the last retailer who contacted you, did that retailer provide you with written or verbal information about its offer to sell electricity to you?
BASE: Have been approached by a electricity company (Q7)



3.10.9 Businesses located in Metropolitan Adelaide (77%), in particular those located in the Northern suburbs (85%), were more likely to indicate that they were provided with written or verbal information about the retailer's offer to sell electricity to them.

3.10.10 The following table illustrates how respondents were approached, and if they were provided with written or verbal information about the offer.

Q29. Thinking back to the last retailer who contacted you, did that retailer provide you with written or verbal information about its offer to sell electricity to you?		Q8. Thinking about the last retailer who contacted you, how did they approach you?			
		TOTAL	Door to door sales consultant	Telephone sales consultant	Direct mail
RESIDENTS	Yes	80%	82%	81%	93%
	No	13%	13%	12%	7%
	Don't know	6%	5%	7%	0%
	No. of Respondents	763	420	297	15
BUSINESS	Yes	69%	74%	66%	87%
	No	24%	20%	27%	7%
	Don't know	7%	5%	7%	7%
	No. of Respondents	281	74	200	15

Attitudes Towards the Information Provided

3.10.11 Those who indicated that they had looked for information, or were given information by retailers, were asked to rate their level of agreement with a number of statements relating to the information they received. They were asked to use an scale of 1 to 5, where 5 represents strongly agree and 1 represents strongly disagree.

3.10.12 It is generally accepted that an average rating of 4.0 or above represents a very high level of agreement, an average rating of 3.5 represents a relatively high level of agreement, and an average rating of 3.0 represents a mixed response.

3.10.13 Based on these parameters, Residents showed relatively high levels of agreement with the following statements:

- *The information was easy to obtain* - average rating of 3.7
- *There was sufficient information for me to make an informed choice* - average rating of 3.5
- *The information was easy to understand* - average rating of 3.5

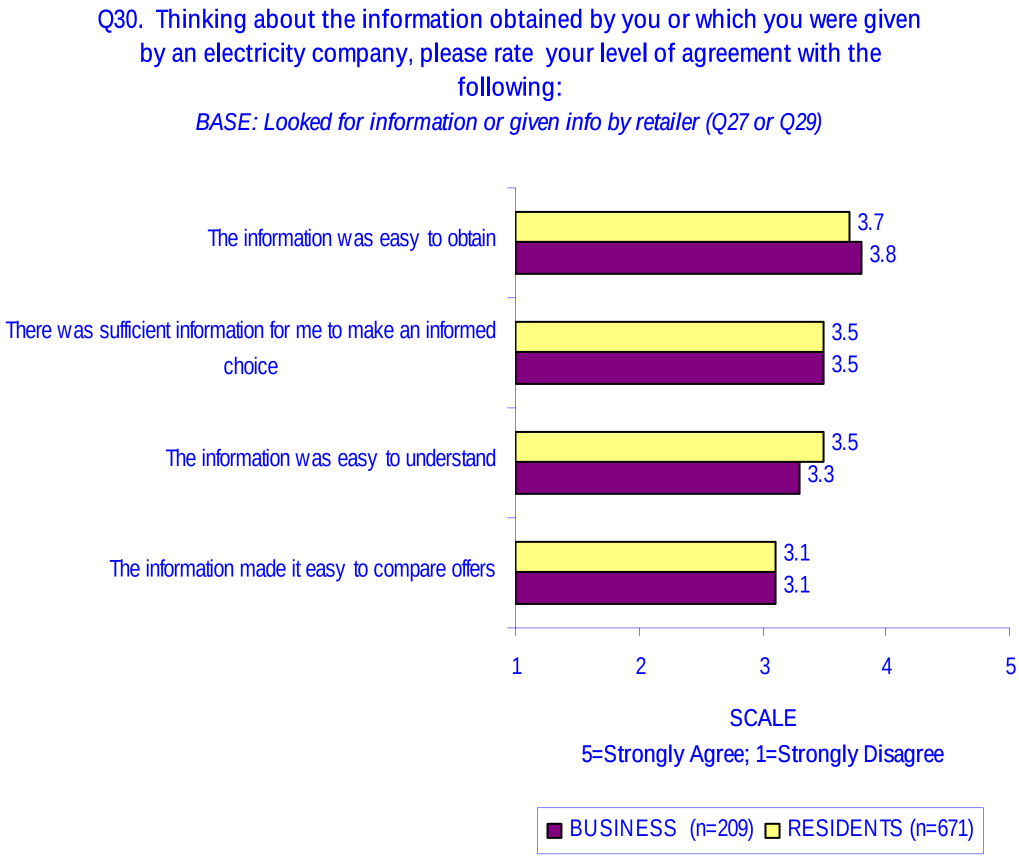
3.10.14 Residents recorded a mixed level of agreement with the statement *the information made easy to compare offers*, with an average rating of 3.1.

3.10.15 Businesses recorded relatively high levels of agreement with the following statements:

- *The information was easy to obtain* - average rating of 3.8
- *There was sufficient information for me to make an informed choice* - average rating of 3.5

3.10.16 Businesses recorded mixed levels of agreement with the following statements:

- *The information was easy to understand* - average rating of 3.3
- *The information made easy to compare offers* - average rating of 3.1



3.10.17 The following chart shows the variances in these ratings when compared to the number of times respondents had switched electricity retailer.

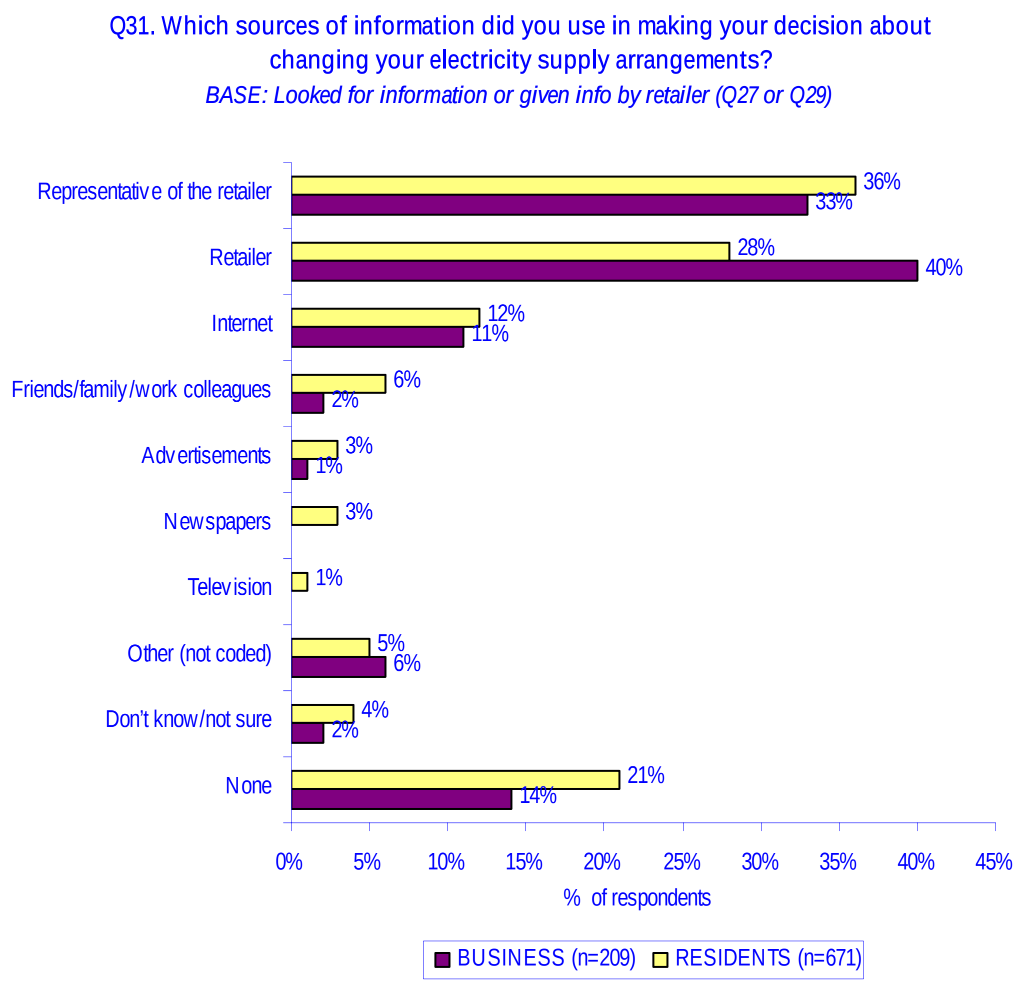
Q30. Please rate on a scale of 1 to 5 where 5 is strongly agree and 1 is strongly disagree your level of agreement with the following:		Q13. How many times have you switched electricity retailer?			
		TOTAL	One	Two	Three
RESIDENTS	The information was easy to obtain	3.7	3.8	4.0	4.2
	The information was easy to understand	3.5	3.7	3.9	3.6
	The information made it easy to compare offers	3.1	3.4	3.5	3.6
	There was sufficient information for me to make an informed choice	3.5	3.8	4.0	4.1
BUSINESS	The information was easy to obtain	3.8	3.9	3.7	3.7
	The information was easy to understand	3.3	3.5	2.9	3.6
	The information made it easy to compare offers	3.1	3.3	2.8	2.9
	There was sufficient information for me to make an informed choice	3.5	3.7	3.2	3.6

Sources of Information Used

3.10.18 Those who indicated that they looked for information, or were given information by a retailer were asked which sources of information they used in making their decision about changing their electricity supply arrangements.

3.10.19 Residents mainly used a representative of the retailer (36%), the retailer itself (28%) or the Internet (12%) as their main sources of information.

3.10.20 Businesses named the retailer itself (40%), a representative of the retailer (33%) or the Internet (11%) as the main sources of information they used in making their decision about changing their electricity supply arrangements.



3.10.21 A representative of the retailer was more likely to be named by Residents without a concession (39%) or those living in the South East area (55%).

3.10.22 Also among Residents, the Internet was named as a source of information by higher proportions of those aged under 65 (13%), those without a concession (15%), higher income households (18%) or those with a Tertiary education (19%).

Improving Available Information

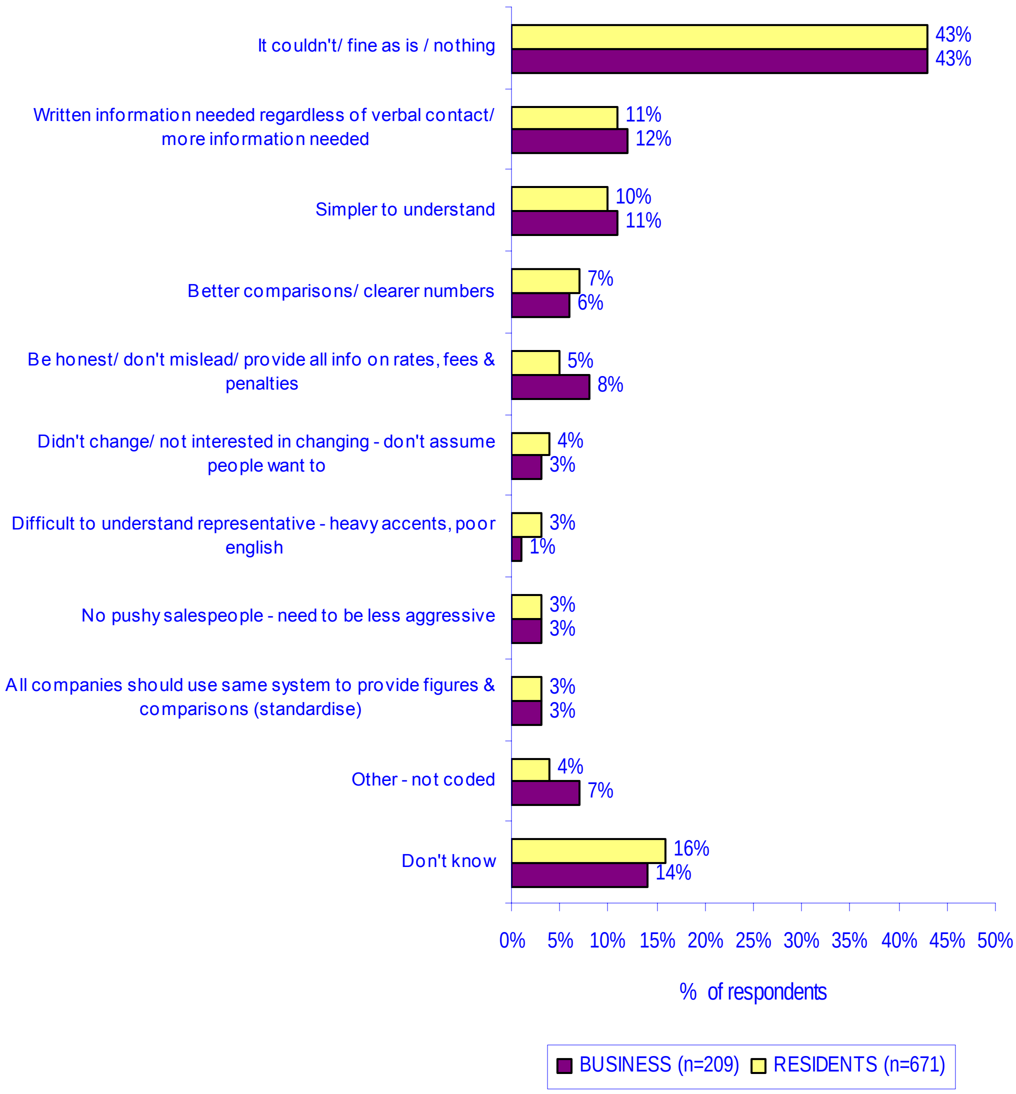
3.10.23 Those who indicated that they had looked for information, or were given information by a retailer, were asked how the information they received could be improved. This question was open-ended.

3.10.24 Many respondents (43% for both Residents and Business) indicated that the information they received could not be improved/ is fine as is, however, small proportions named some ways of improving this information, including:

- Written information needed regardless of verbal contact/ more information needed (Residents 11%, Business 12%)
- Simpler to understand (Residents 10%, Business 11%)
- Better comparisons/ clearer numbers (Residents 7%, Business 6%)
- Be honest/ do not mislead/ provide all information on rates, fees and penalties (Residents 5%, Business 8%)

Q32. How could the information you received have been improved?

BASE: Looked for information or given info by retailer (Q27 or Q29)



3.10.25 Residents aged 65 plus (50%), those with up to secondary education (46%) or those living in the South East area (61%) were more likely to indicate the information could not be improved, it is fine as it is.

3.10.26 Residents with a Tertiary education were more likely to suggest information that is simpler to understand (13%) and better comparisons/ clearer numbers (12%), with the latter also named by higher proportions of those without concessions (9%) or higher income households (10%).

3.11 Attitudes Towards Electricity Bills

3.11.1 Those surveyed were asked to rate their level of agreement with two statements related to their electricity bill. They were asked to use a scale of 1 to 5, where 5 represents strongly agree and 1 represents strongly disagree.

3.11.2 Based on the parameters previously identified, Residents showed a very high level of agreement with the statement *my electricity bill is easy to understand in its current format* - average rating of 4.1.

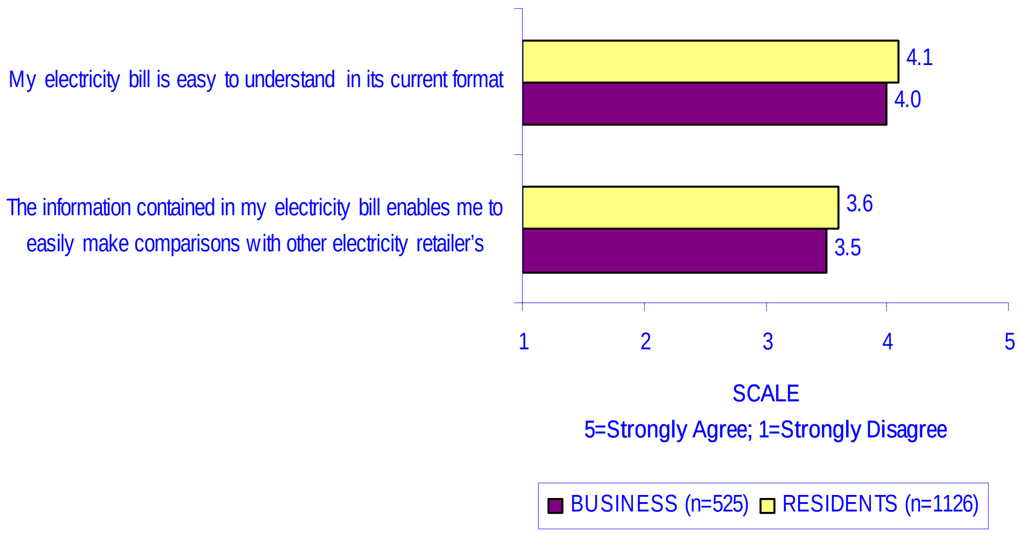
3.11.3 Residents also recorded a relatively high level of agreement with the statement *the information contained in my electricity bill enables me to easily make comparisons with other electricity retailers* - average rating of 3.6.

3.11.4 Businesses also recorded a very high level of agreement with the statement *my electricity bill is easy to understand in its current format* - average rating of 4.0, while a relatively high level of agreement was recorded for the statement *the information contained in my electricity bill enables me to easily make comparisons with other electricity retailer's* - average rating of 3.5.

Q33. Please rate the following in relation to the ease of understanding your current electricity bills?

RESIDENTS BASE: Electricity - Less than $700 per quarter (Q1, Q2)

BUSINESS BASE: Electricity BASE: Electricity - Less than $2000 per quarter (Q1, Q2)



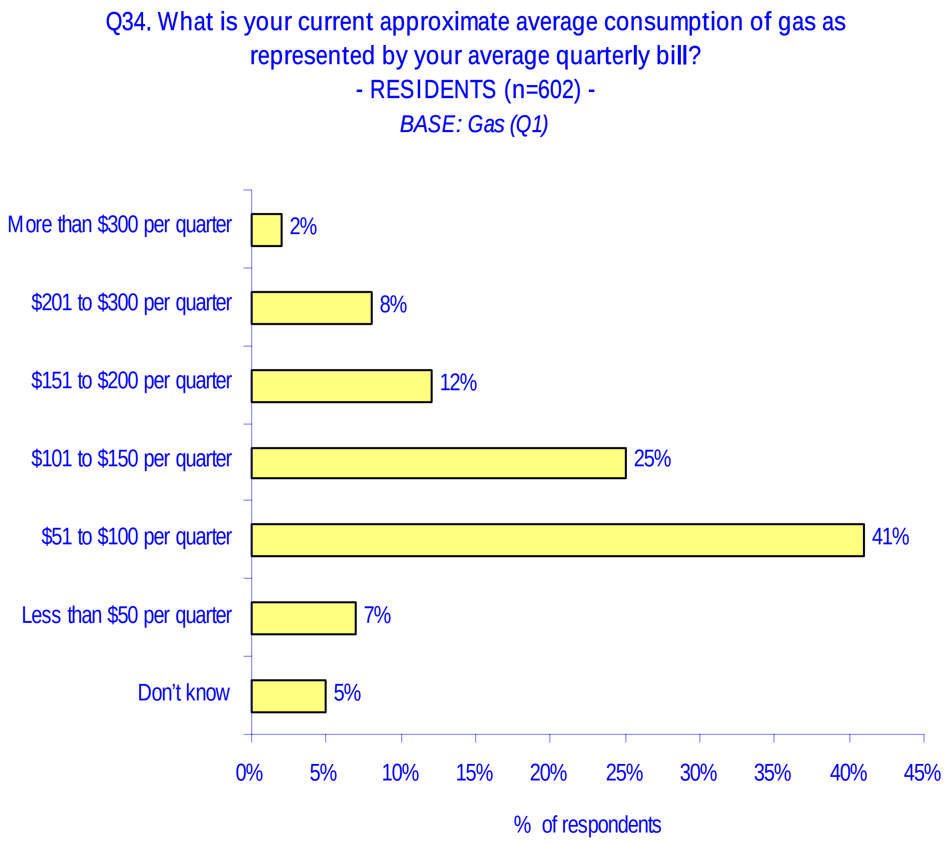
Section 4
Analysis – Gas Market

4.1 Average Consumption

4.1.1 Those surveyed were asked what their approximate average consumption of gas is as represented by their average bill. Residents were asked to respond to this question on the basis of a quarterly bill and Businesses on the basis of a monthly bill.

Residents

4.1.2 Almost half (48%) of the Residents surveyed indicated that their gas bill was $100 or less per quarter. The proportional responses for each quarterly bill range are outlined in the following chart.



4.1.3 Respondents aged over 65 (52%), concession holders (49%) or low income households (47%) were more likely to indicate that their average consumption of gas as represented by their average quarterly bill was between $51 and $100.

4.1.4 Higher proportions of those aged under 65 (10%), males (11%) or higher income households (11%) indicated that their average gas consumption as represented by their average quarterly bill was between $201 and $300.

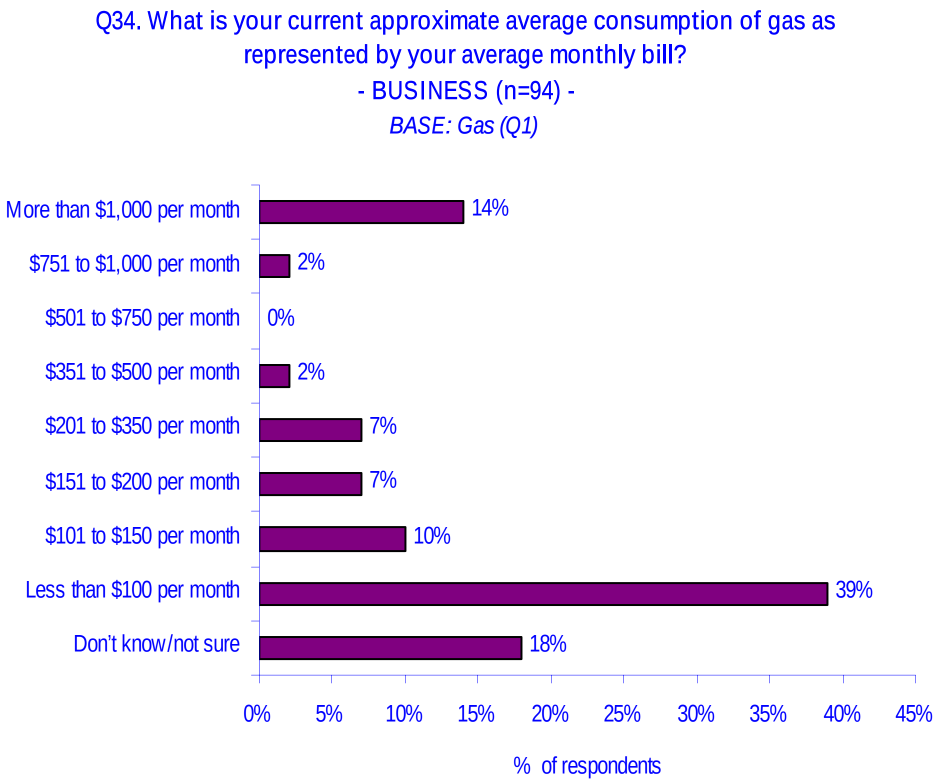
4.1.5 The following table outlines the differences in the responses among the different household types which are similar in size but different in gross household income.

Q34. What is your current approximate average consumption of gas as represented by your average quarterly bill?	TYPE OF HOUSEHOLD					
	Single, live on my own - Low income	Single, live on my own - Higher income	Single, live in shared household - Low income	Single, live in shared household - Higher income	Live with partner/ spouse without dependent children - Low income	Live with partner/ spouse without dependent children - Higher income
Less than $50 per quarter	9%	21%	6%	17%	6%	6%
$51 to $100 per quarter	60%	62%	44%	33%	42%	44%
$101 to $150 per quarter	13%	7%	25%	17%	26%	23%
$151 to $200 per quarter	9%	7%	19%	8%	13%	13%
$201 to $300 per quarter	4%	0%	6%	25%	5%	9%
More than $300 per quarter	1%	0%	0%	0%	0%	1%
Don't know	4%	3%	0%	0%	8%	3%
No. of Respondents	108	29	16	12	142	77

Q34. What is your current approximate average consumption of gas as represented by your average quarterly bill?	TYPE OF HOUSEHOLD					
	Single adult, with dependent child or children - Low income	Single adult, with dependent child or children - Higher income	Two adults with dependent child or children - Low income	Two adults with dependent child or children - Higher income	Two or more adults with dependent child or children - Low income	Two or more adults with dependent child or children - Higher income
Less than $50 per quarter	0%	0%	13%	2%	0%	5%
$51 to $100 per quarter	54%	11%	22%	28%	33%	5%
$101 to $150 per quarter	8%	56%	34%	33%	33%	36%
$151 to $200 per quarter	38%	11%	9%	13%	0%	9%
$201 to $300 per quarter	0%	11%	13%	11%	22%	27%
More than $300 per quarter	0%	0%	3%	8%	0%	5%
Don't know	0%	11%	6%	6%	11%	14%
No. of Respondents	13	9	32	133	9	22

Business

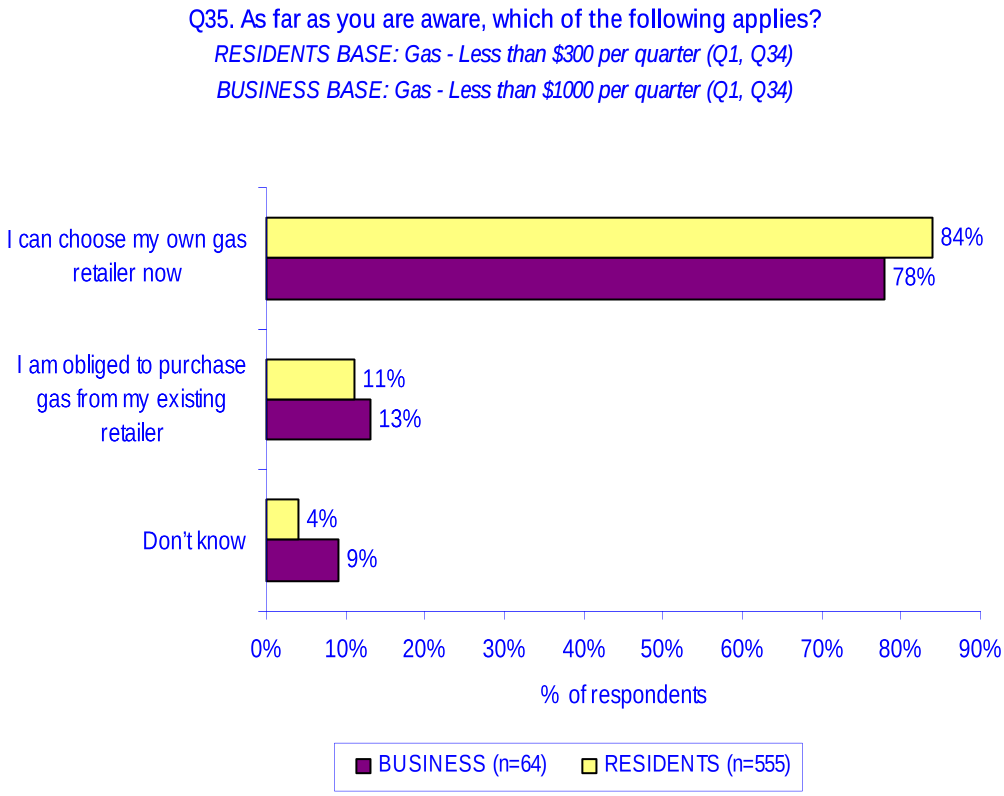
4.1.6 Almost half (49%) of the Businesses surveyed indicated that their average monthly gas bill was $150 per month or less. All responses are outlined in the following chart.



4.2.1 Respondents were read a list of options relating to choosing a gas retailer and asked which of these applied to them.

4.2.2 Awareness of choice of retailer was very high among both Residents (84%) and Businesses (78%).

4.2.3 Significantly lower proportions of both Residents (11%) and Businesses (13%) indicated that they were obliged to purchase gas from their existing retailer.



4.2.4 Residents aged under 65 (86%), females (88%), or those without concessions (87%) were more likely to indicate that they could choose their own gas retailer now.

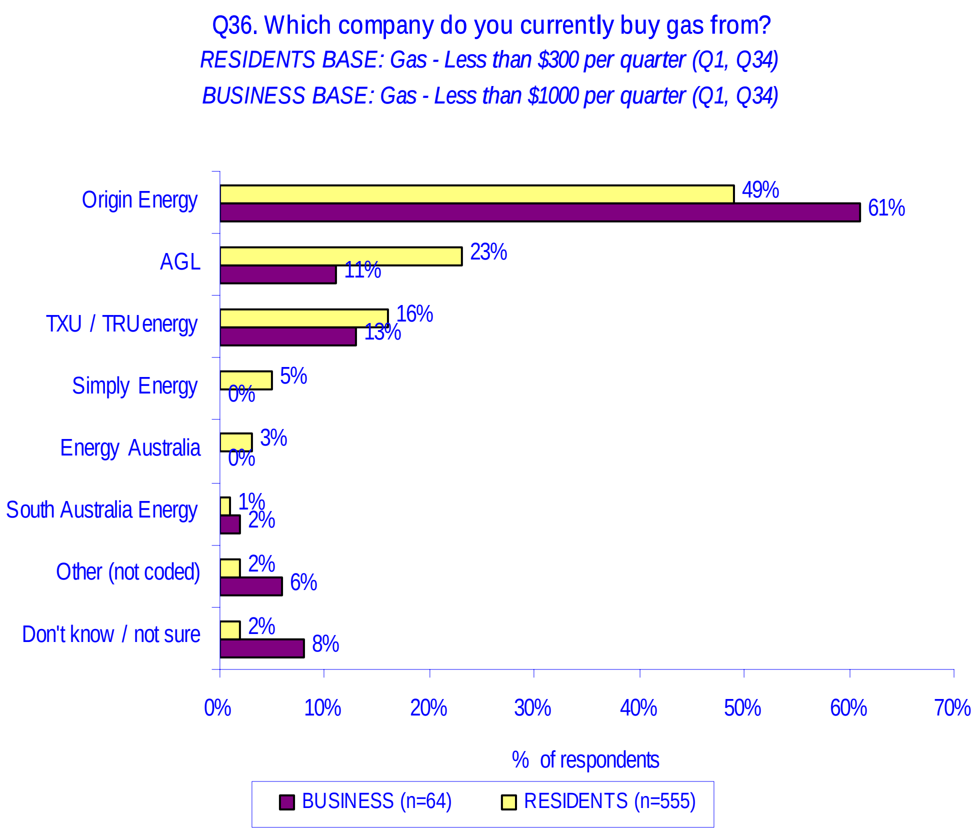
4.2.5 The incidences of awareness of the ability to change gas retailers were not significantly different, whether or not the Residents or Businesses had changed their retailer.

AWARENESS OF THE ABILITY TO CHOOSE ONE'S OWN GAS RETAILER		HAVE YOU CHANGED THE COMPANY THAT SELLS YOU GAS SINCE JANUARY 2003?			
		TOTAL	Yes	Don't know/ not sure	No
RESIDENTS	I can choose my own electricity retailer now	84%	81%	89%	85%
	I am obliged to purchase electricity from my existing retailer	11%	17%	11%	9%
	Don't know	4%	2%	0%	5%
BUSINESSES	I can choose my own electricity retailer now	84%	80%	100%	85%
	I am obliged to purchase electricity from my existing retailer	11%	10%	0%	9%
	Don't know	4%	10%	0%	5%

4.3 *Current Gas Retailer*

4.3.1 Those surveyed were asked which company they currently buy gas from.

4.3.2 Origin Energy, named by 61% of Businesses and 49% of Residents was identified as the main gas retailer. The other retailers named included AGL (Residents 23%, Businesses 11%) and TXU/ TRUenergy (Residents 16%, Businesses 13%).



4.3.3 Those currently buying gas from Origin Energy were more likely to be Residents from regional South Australia (82%), those aged under 65 (52%) or those without concessions (54%).

4.3.4 Concession holders (30%) were more likely than non concession holders (19%) to indicate that they buy gas from AGL.

4.3.5 Higher proportions of those living in the Adelaide metropolitan area (17%), those aged over 65 (22%), males (20%) or low income households (20%) were more likely to indicate that they buy gas from TXU/ TRUenergy.

4.4 *Incidence of Having the Same Gas and Electricity Retailer*

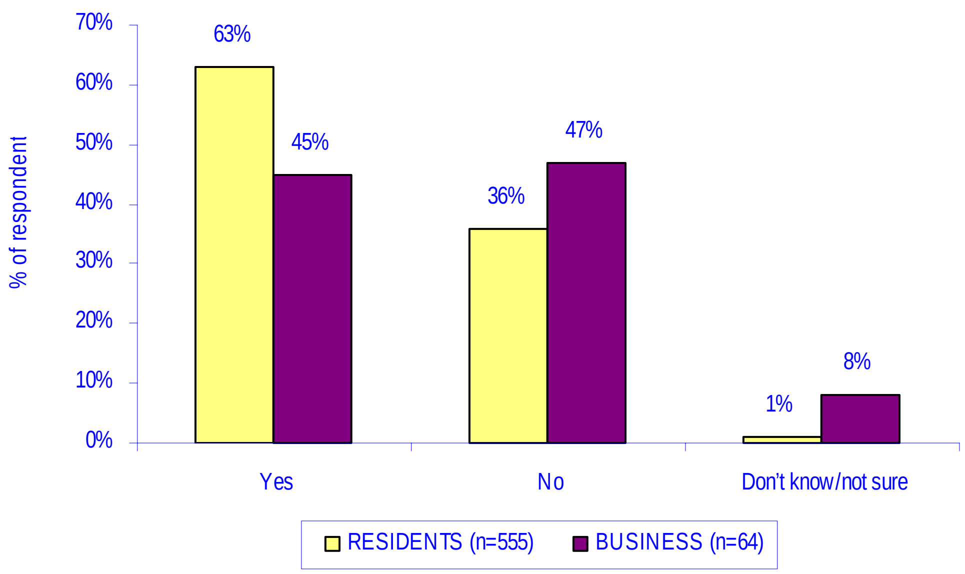
4.4.1 Respondents were asked if they have the same retailer for both electricity and gas.

4.4.2 The incidences of having the same retailer for both electricity and gas stood at approximately two thirds of Residents (63%) and almost half (45%) of the Businesses surveyed.

Q37. Do you have the same retailer for both electricity and gas?

RESIDENTS BASE: Gas - Less than $300 per quarter (Q1, Q34)

BUSINESS BASE: Gas - Less than $1000 per quarter (Q1, Q34)

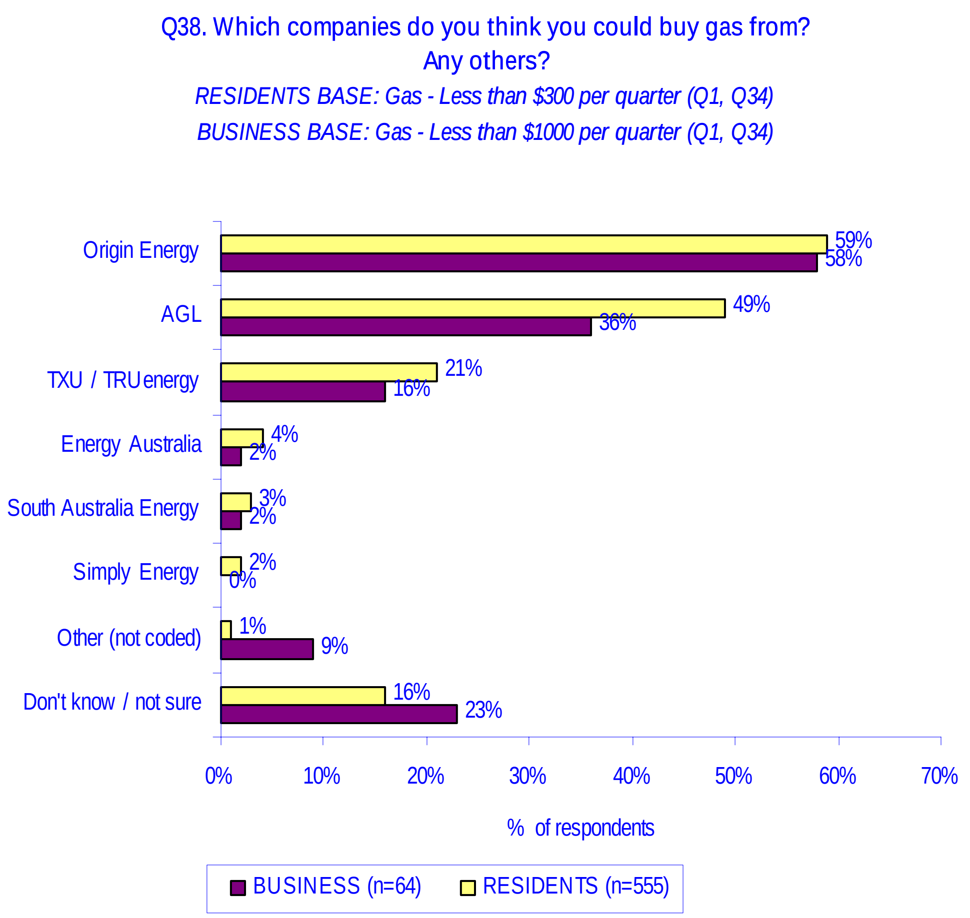


4.4.3 Residents living in the Adelaide metropolitan area (66%) were more likely than those living in Regional South Australia (30%) to indicate that they had the same retailer for both electricity and gas. A significantly higher proportion of Residents living in the Northern suburbs (71%) reported having the same retailer for both fuels.

4.5 Gas Providers

4.5.1 Those surveyed were then asked from which companies they thought they could buy gas from.

4.5.2 Origin, AGL and TXU/ TRUenergy were most frequently identified by both Residents and Businesses as a gas retailer, as outlined in the following chart.



4.5.3 The incidence of Residents naming Origin Energy as a gas provider was higher amongst those aged under 65 (62%), those without concessions (63%) or higher income households (65%).

4.5.4 Residents from the Adelaide metropolitan area were more likely to name AGL (51%) or TXU/ TRUenergy (22%) as companies from which they could buy gas.

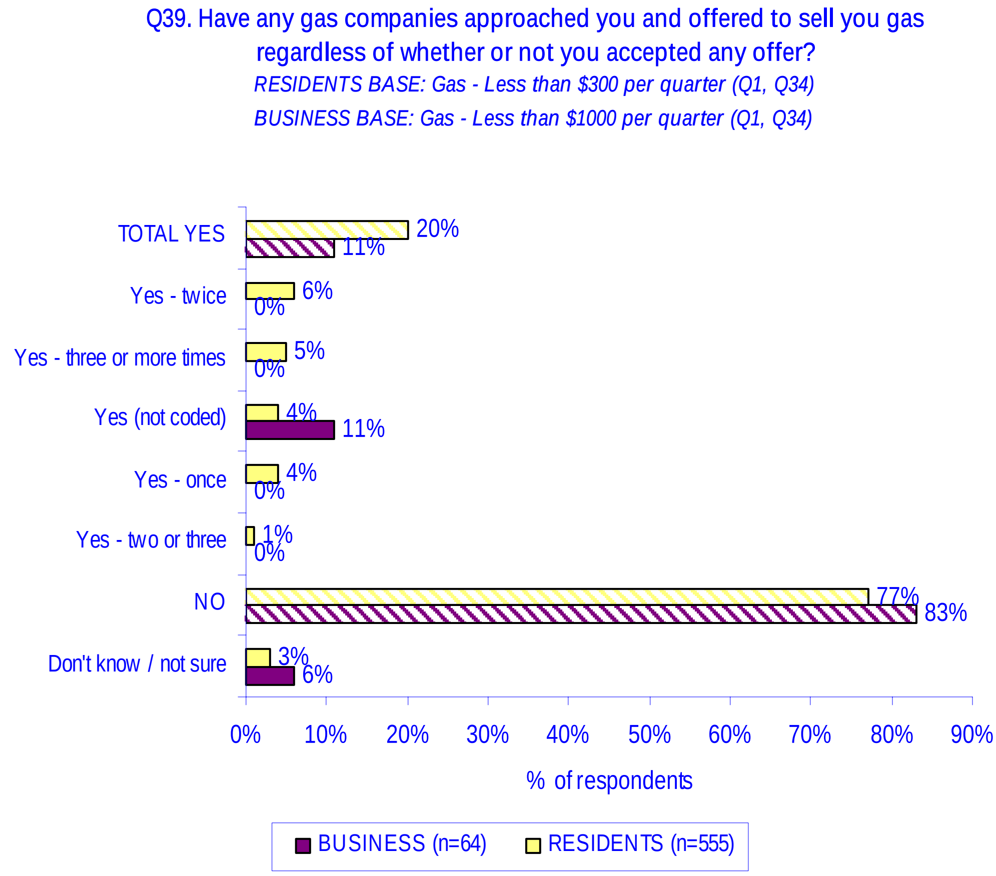
4.6 Offers of Contract

Incidence of Receiving an Offer of a Gas Contract

4.6.1 Respondents were asked if any gas companies had approached them and offered to sell them gas, regardless of whether or not they accepted any offer.

4.6.2 The proportions of the groups who had been approached were relatively low – 20% for Residents and 11% for Businesses.

4.6.3 Some had been approached on several occasions, as outlined in the following table.



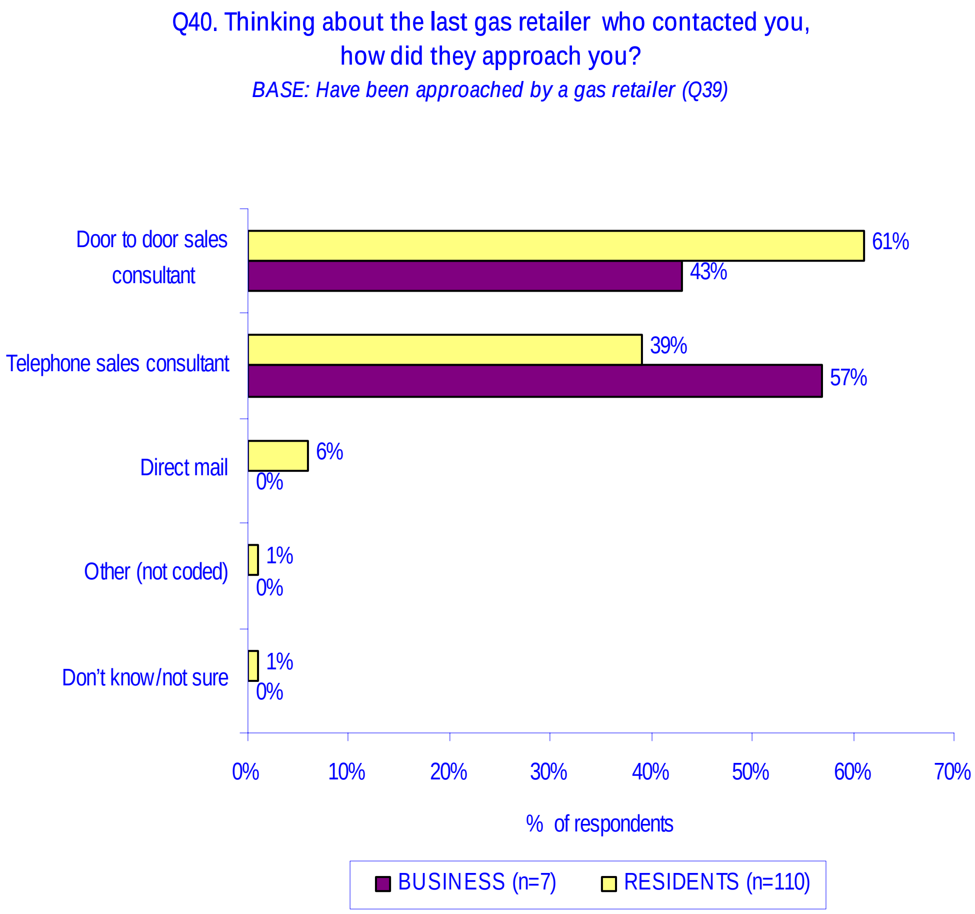
54

4.6.4 Residents living at the Northern suburbs (26%) were more likely to indicate that they had been approached by a gas company offering to sell them gas.

Method of Contact

4.6.5 Those who had been contacted by a retailer were asked, thinking about the last retailer who contacted them, how they had been approached.

4.6.6 Door to door sales and telephone were clearly the main methods of contact, although Residents were more likely than Businesses to be contacted door to door, while Businesses were more likely to be contacted by telephone.



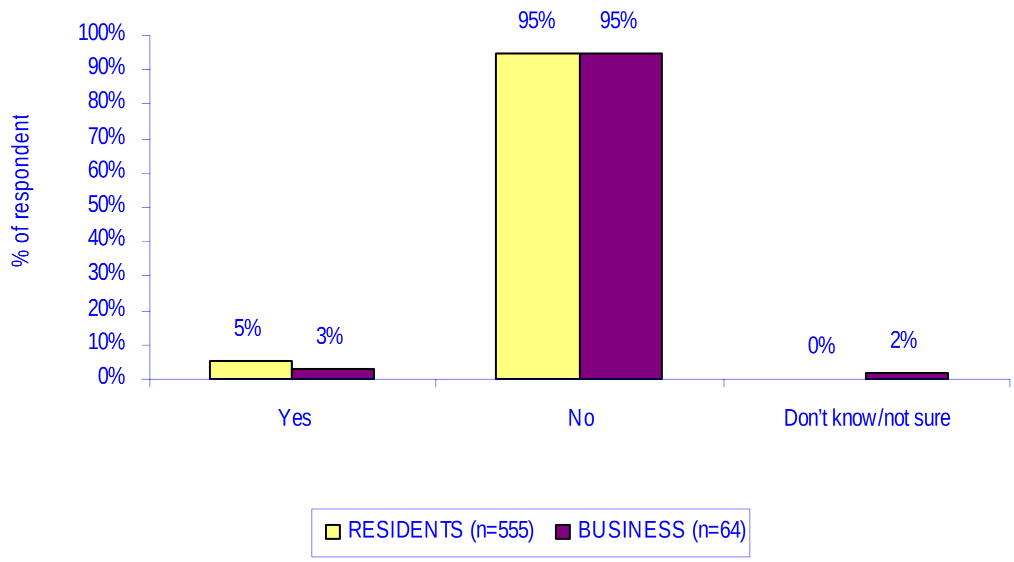
4.6.7 Among Residents, females (50%) were more likely than males (29%) to indicate that they had been approached by a telephone sales consultant.

Incidence of Approaching a Gas Retailer

4.6.8 Those surveyed were asked if they had approached any gas company or companies, to ask about buying gas from them.

4.6.9 The incidences of having approached a gas company were low, with just 5% of Residents and 3% of Businesses indicating that they had done so.

Q41. Have you approached any gas company or companies, including your existing gas company, to ask about buying gas from them?
RESIDENTS BASE: Gas - Less than $300 per quarter (Q1, Q34)
BUSINESS BASE: Gas - Less than $1000 per quarter (Q1, Q34)



4.6.10 There were very few variances to these responses among the groups surveyed.

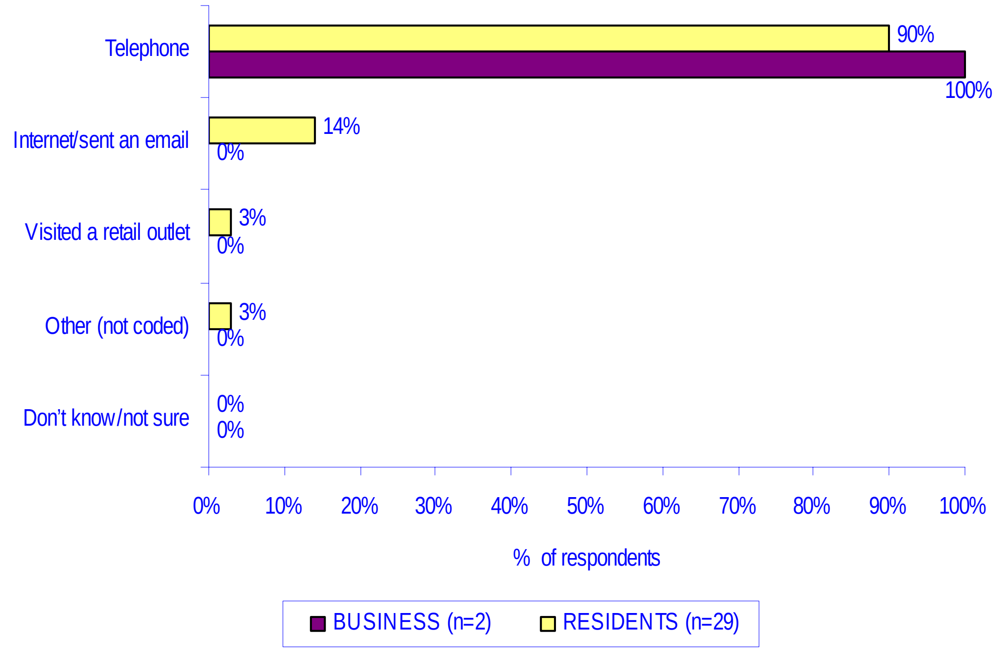
Method of Contact

4.6.11 Respondents who had approached a gas retailer were asked, thinking about the last gas company that you approached, how did you do this.

4.6.12 The overwhelming majority of approaches for both Businesses (100%) and Residents (90%) were made by telephone.

Q42. Thinking about the last gas company that you approached, how did you do this?

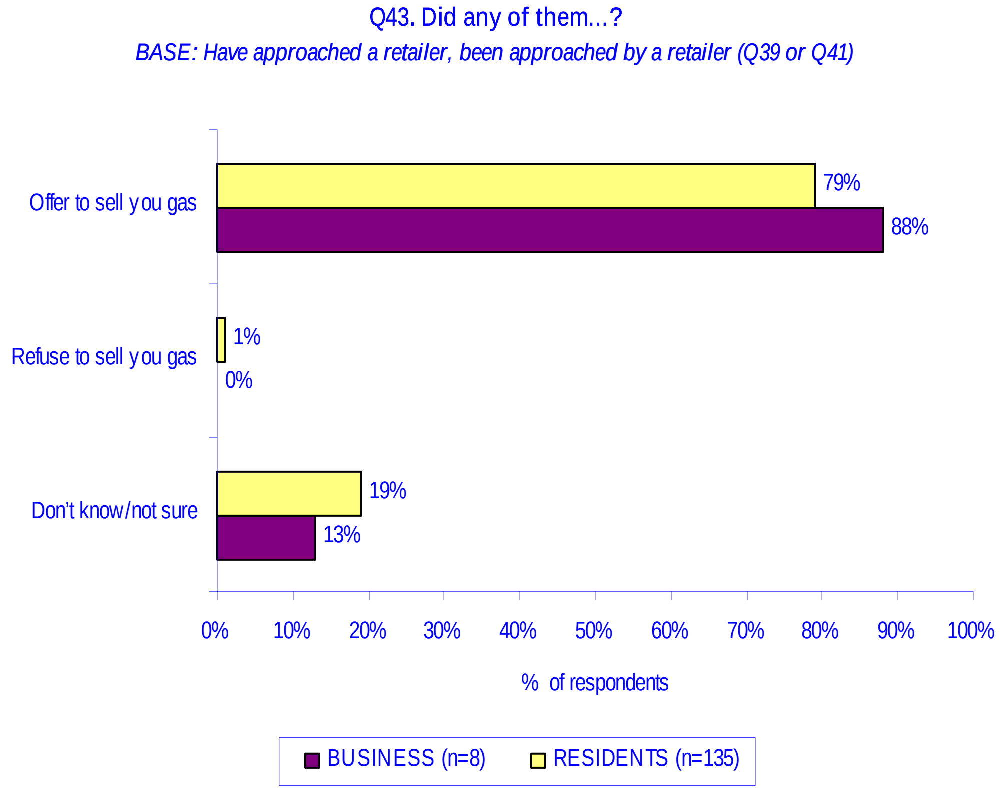
BASE: Have approached a retailer (Q41)



4.6.13 There were no variances to these responses among the groups surveyed.

Offer of a Gas Contract After Being Approached/ Approached Voluntarily

4.6.14 High proportions of Residents (79%), and almost all Businesses (88%) indicated that they were offered a contract when they were approached by, or voluntarily approached, a gas retailer.



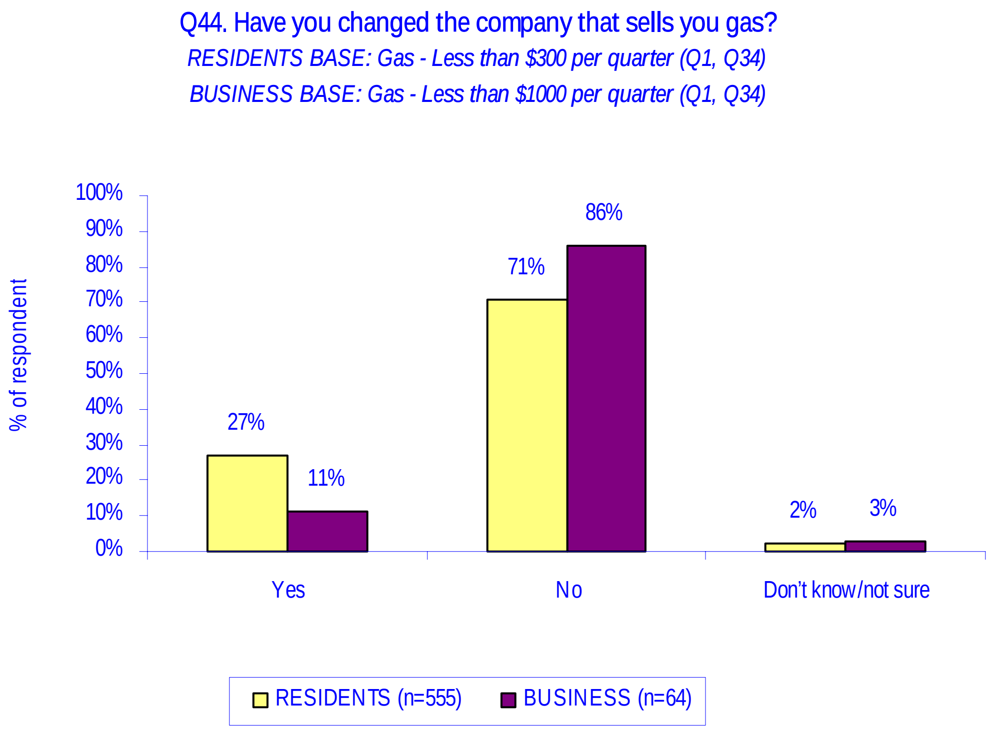
4.6.15 These findings were generally consistent among the groups surveyed.

4.7 Change of Gas Provider

Change of Gas Provider

4.7.1 Those surveyed were asked if they had changed the company that sells them gas.

4.7.2 A significantly higher proportion of Residents (27%) than Businesses (11%) indicated that they have changed the company that sells them gas.

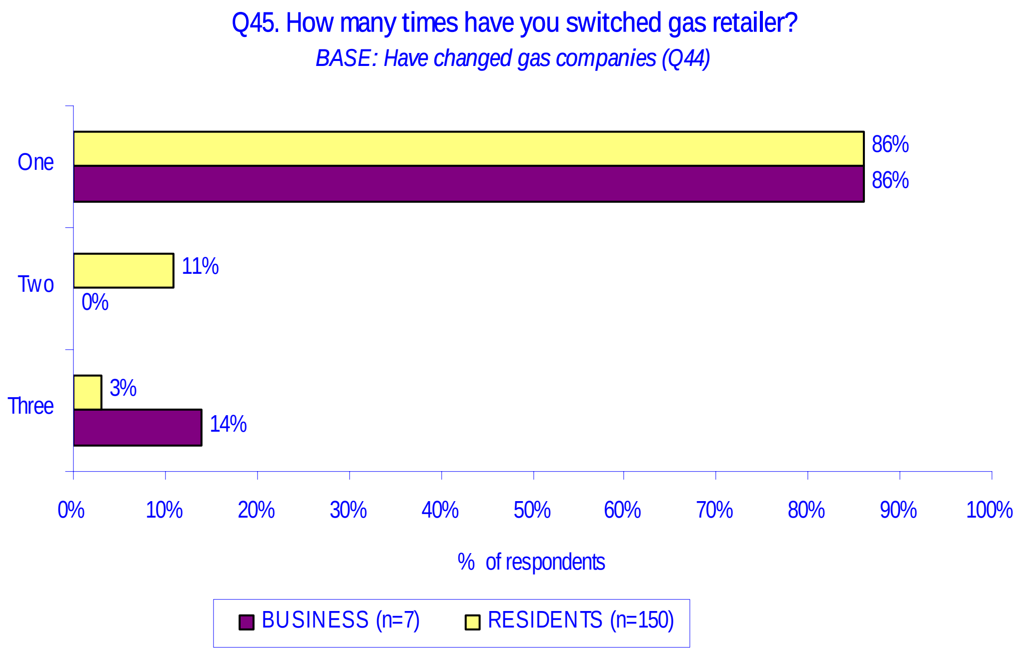


4.7.3 Residents in the Adelaide metropolitan area (29%) were more likely to indicate that they had changed the company that sells them gas.

Number of Times Retailers Have Been Switched

4.7.4 Those who indicated that they had changed gas retailers were asked how many times they had switched gas retailers.

4.7.5 Multiple switching was not common, with 86% of both the Residents and Businesses surveyed indicating that they had switched gas retailer once.

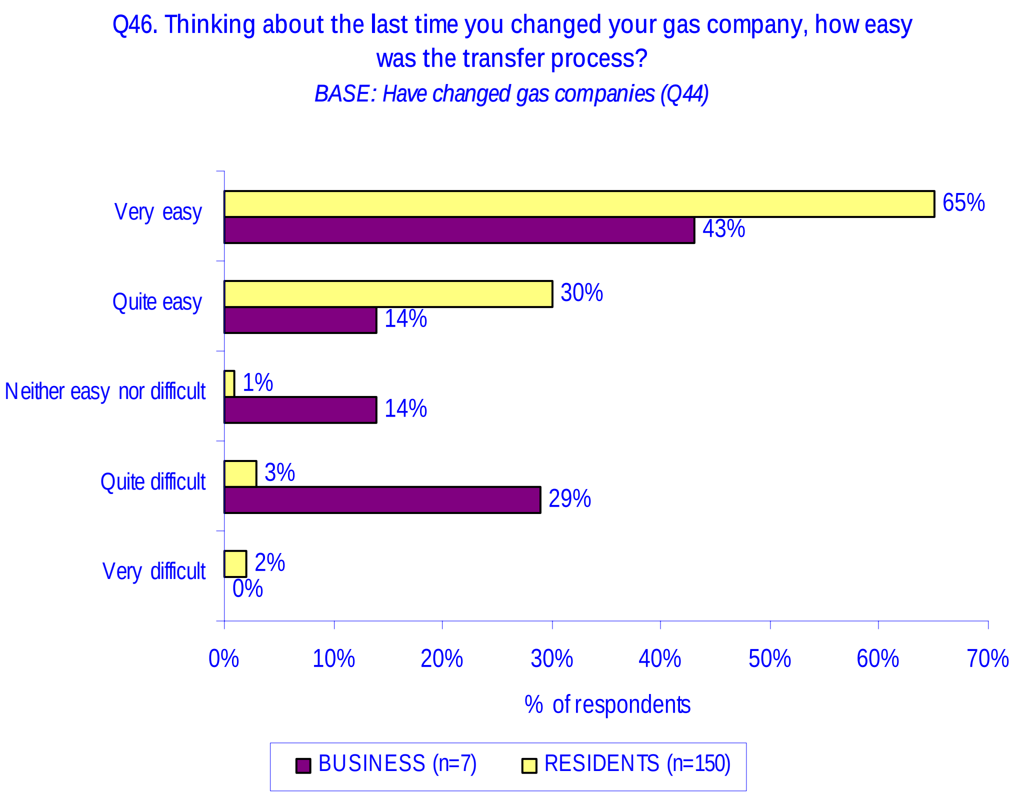


4.7.6 These results were generally consistent among the groups surveyed.

Ease of the Transfer Process

4.7.7 Those who indicated that they had changed their gas retailer were then asked, thinking about the last time they changed their gas company, how easy was the transfer process.

4.7.8 The overwhelming majority of Residents (95%) indicated that the process was easy. This proportion fell to 57% amongst the small number of Businesses who had changed their gas retailer.



4.7.9 Switching gas companies was considered to be quite or very easy amongst those who changed provider once (95%), twice (94%) or three times (100%).

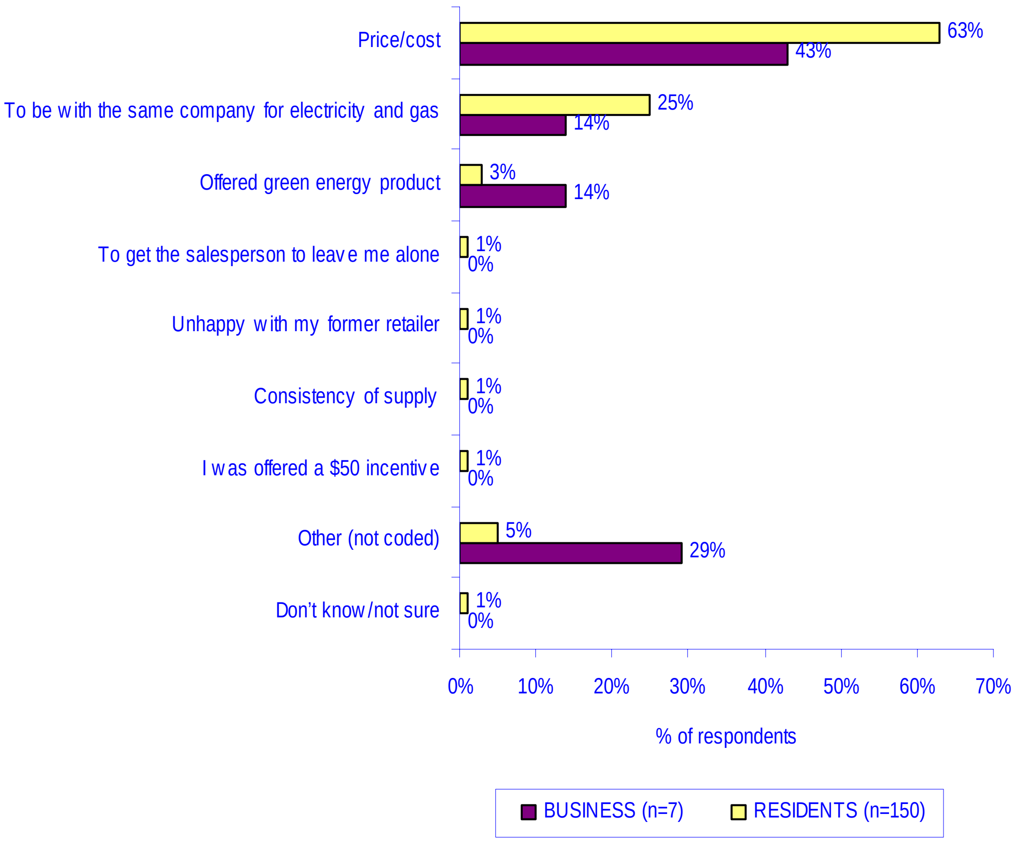
Main Drivers of Change

4.7.10 Those who had changed their gas provider were asked, thinking about the last time you changed your gas company, what was the main driver of your decision.

4.7.11 Price/ cost (Residents 63%, Businesses 43%) and to be with the same retailer for both electricity and gas (Residents 25%, Businesses 14%) were clearly the main motivators in the decision to change retailers.

Q47. Thinking about the last time you changed your gas company, what was the main driver in your decision?

BASE: Have changed gas companies (Q44)



4.7.12 Higher proportions of Residents who had switched three times (80%) or twice (69%) named the price/ cost as a driver for changing provider, in comparison to those who had switched just once (62%).

4.7.13 A higher proportion of Residents who switched once (26%) named to be with the same company for electricity and gas as a driver for changing gas provider.

4.7.14 Further analysis for Businesses was not possible due to the small number of respondents meeting these criteria.

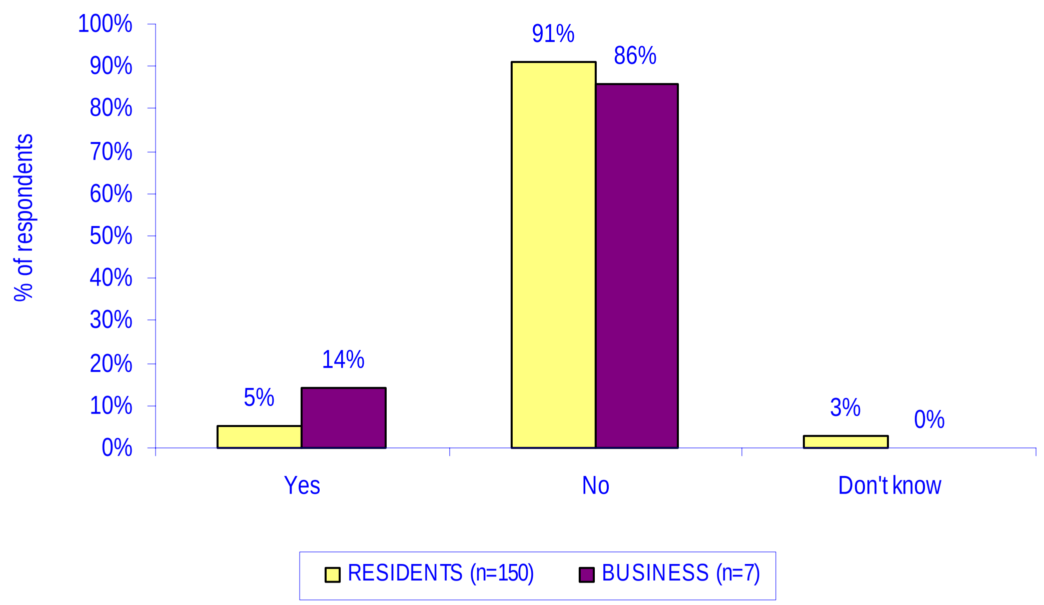
Switching Gas Provider as a Result of Relocating

4.7.15 Those surveyed were asked if they changed their gas company because they moved to another home or business premises.

4.7.16 Relatively few of the Residents (5%) and Businesses (14%) surveyed indicated that this was the case.

Q48. Did you change gas companies because you moved to another business premises?

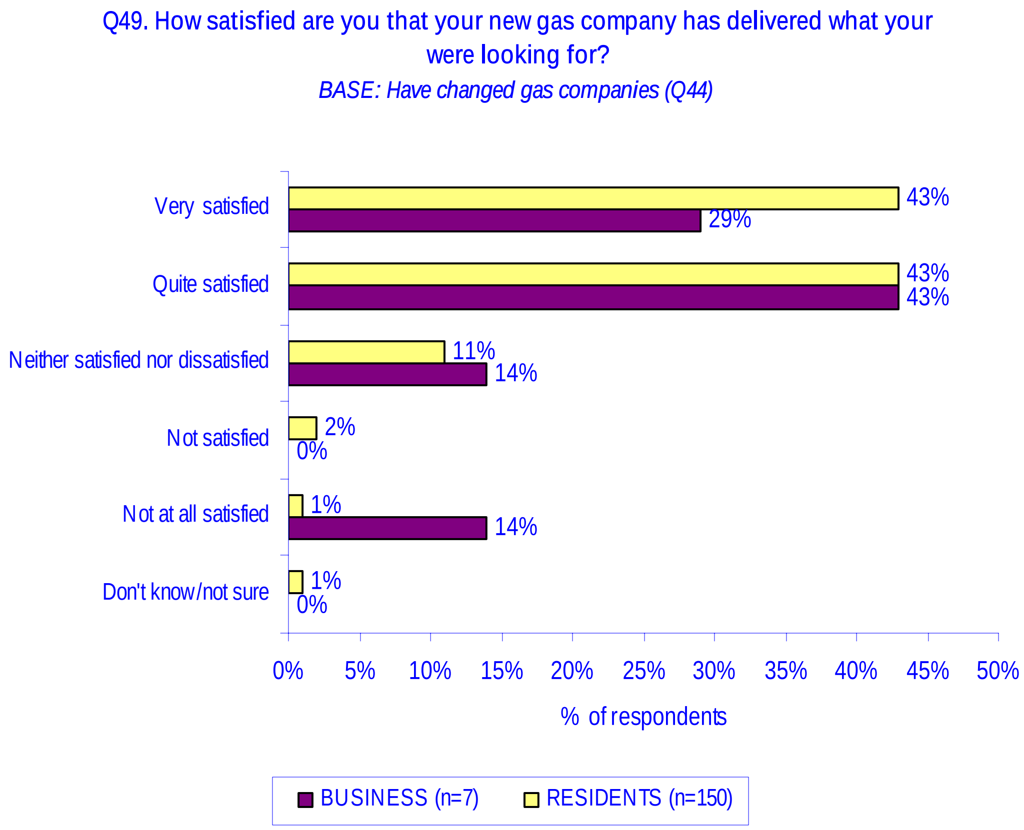
BASE: Have changed gas companies (Q44)



Satisfaction with New Gas Company

4.7.17 Those who indicated that they had changed gas company were asked how satisfied they were that their new gas company has delivered what they were looking for.

4.7.18 The levels of satisfaction among both groups was very high – 86% for Residents and 72% for Businesses.



4.7.19 Residents who had switched gas providers once (89%) indicated a higher level of satisfaction compared to those who changed gas providers twice (75%).

4.7.20 The following chart undertakes further analysis, cross-tabulating the main drivers for switching gas providers among Residents with the levels of satisfaction with the new provider.

RESIDENTS							
Q47. Thinking about the last time you changed your gas supply arrangements with your gas company, what was the main driver in your decision?	Q49. How satisfied are you that your new gas supply arrangements have delivered what you were looking for?						
	TOTAL	Not at all satisfied	Not satisfied	Neither satisfied nor dissatisfied	Quite satisfied	Very satisfied	Don't know/ not sure
Price/cost	63%	0%	67%	71%	69%	58%	0%
To be with the same company for electricity and gas	25%	100%	33%	12%	20%	31%	0%
Offered green energy product	3%	0%	0%	6%	2%	3%	0%
I was offered a $50 incentive	1%	0%	0%	6%	2%	0%	0%
Consistency of supply	1%	0%	0%	0%	2%	2%	0%
Unhappy with my former retailer	1%	0%	0%	0%	2%	0%	0%
To get the salesperson to leave me alone	1%	0%	0%	0%	2%	0%	0%
Other (not coded)	5%	0%	0%	6%	3%	5%	100%
Don't know/not sure	1%	0%	0%	0%	0%	2%	0%
No. of Respondents	150	1	3	17	64	64	1

4.8 *Using the Cooling Off Period to Cancel a Contract*

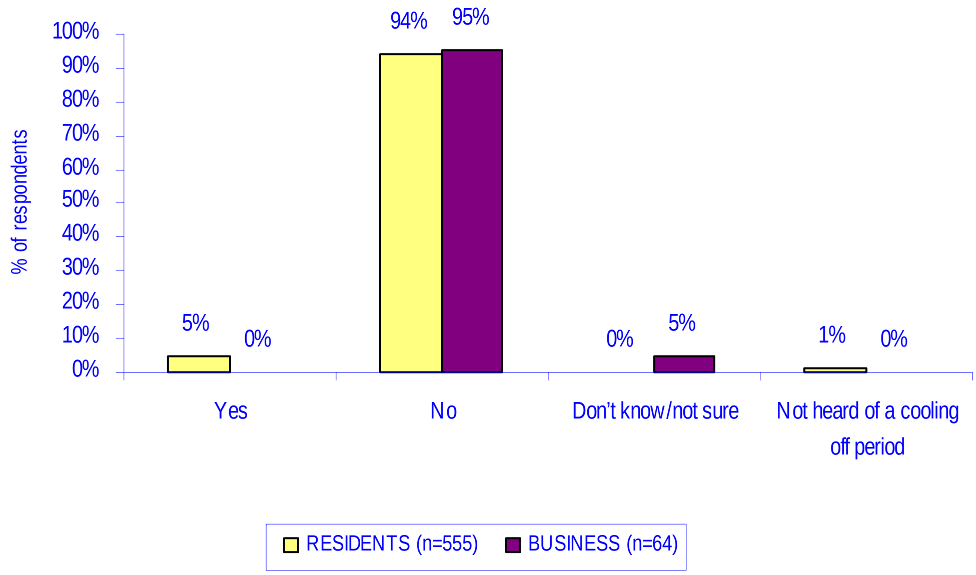
4.8.1 Those surveyed were asked if they had ever, at any stage, entered into a contract and used the cooling off period to cancel.

4.8.2 The incidences of using the cooling off period were either very low or non-existent - Residents 5% and Businesses 0%.

Q51. Have you, at any stage, entered into a contract and used the cooling off period to cancel?

RESIDENTS BASE: Gas - Less than $300 per quarter (Q1, Q34)

BUSINESS BASE: Gas - Less than $1000 per quarter (Q1, Q34)



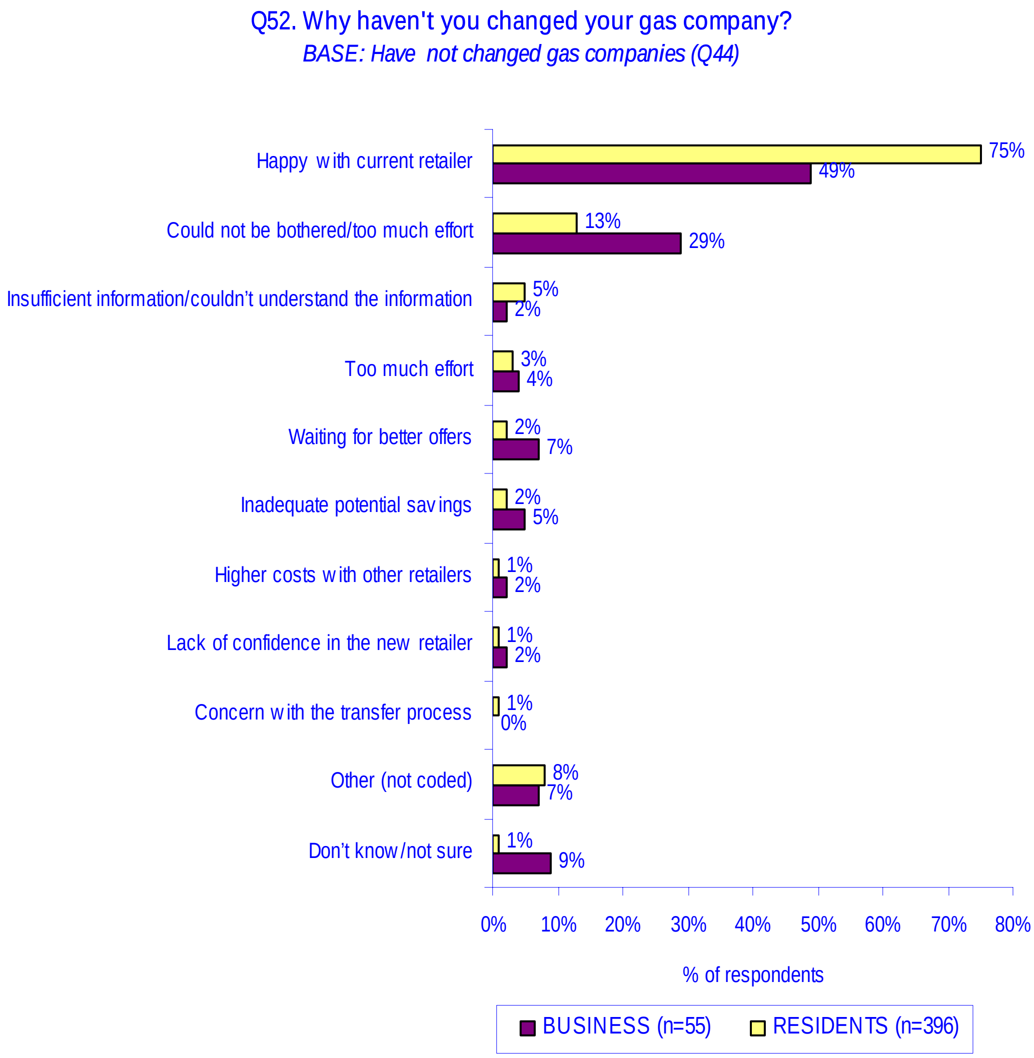
4.8.3 There results were consistent among the groups surveyed.

4.9 Remaining With the Same Gas Retailer

Reasons for Not Changing Retailer

4.9.1 Respondents who had not changed gas company were asked why they had not done so.

4.9.2 Two main reasons emerged, those being that they were happy with their current retailer (Residents 75%, Businesses 49%) and could not be bothered/ too much effort (Residents 13%, Businesses 29%).

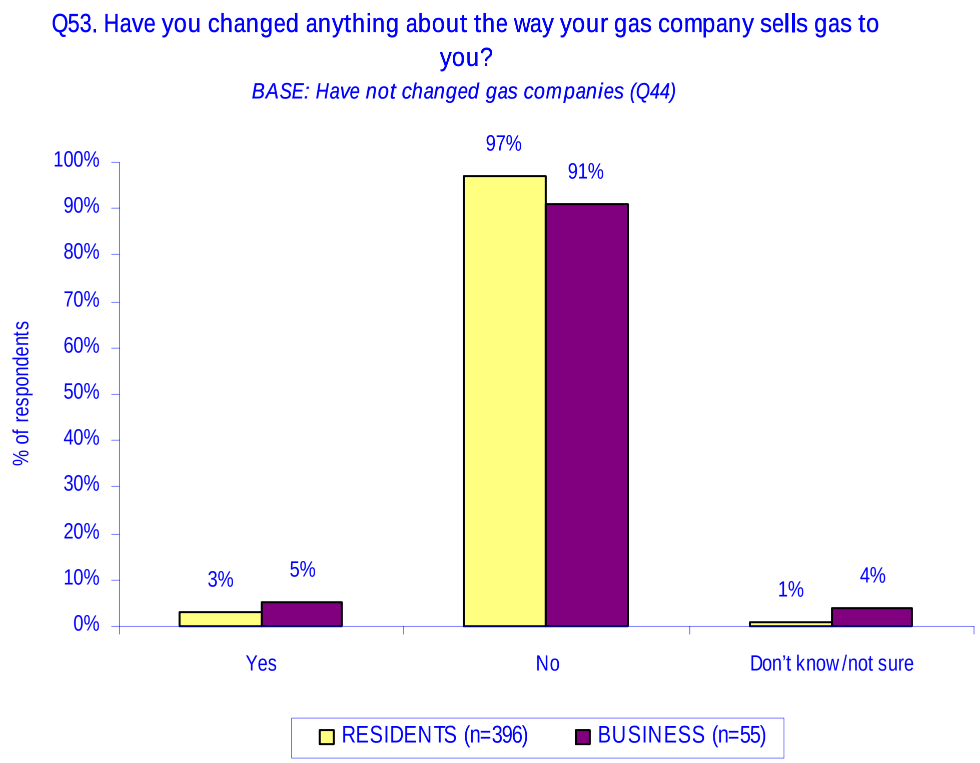


4.9.3 Residents living in the Adelaide metropolitan area (77%) were more likely than those living in Regional South Australia (56%) to indicate that they did not change gas providers because they were happy with their current retailer.

Changing Terms of Contract with Retailer

4.9.4 Those who indicated that they had not changed gas retailer were asked if they had changed anything about the way their gas company sells gas to them, that is, different rates, different type of gas, been given a gift or incentive to agree to a different type of supply arrangement/ contract, etc.

4.9.5 Very few of either the Residents (3%) or Businesses (5%) surveyed indicated that they had done so.



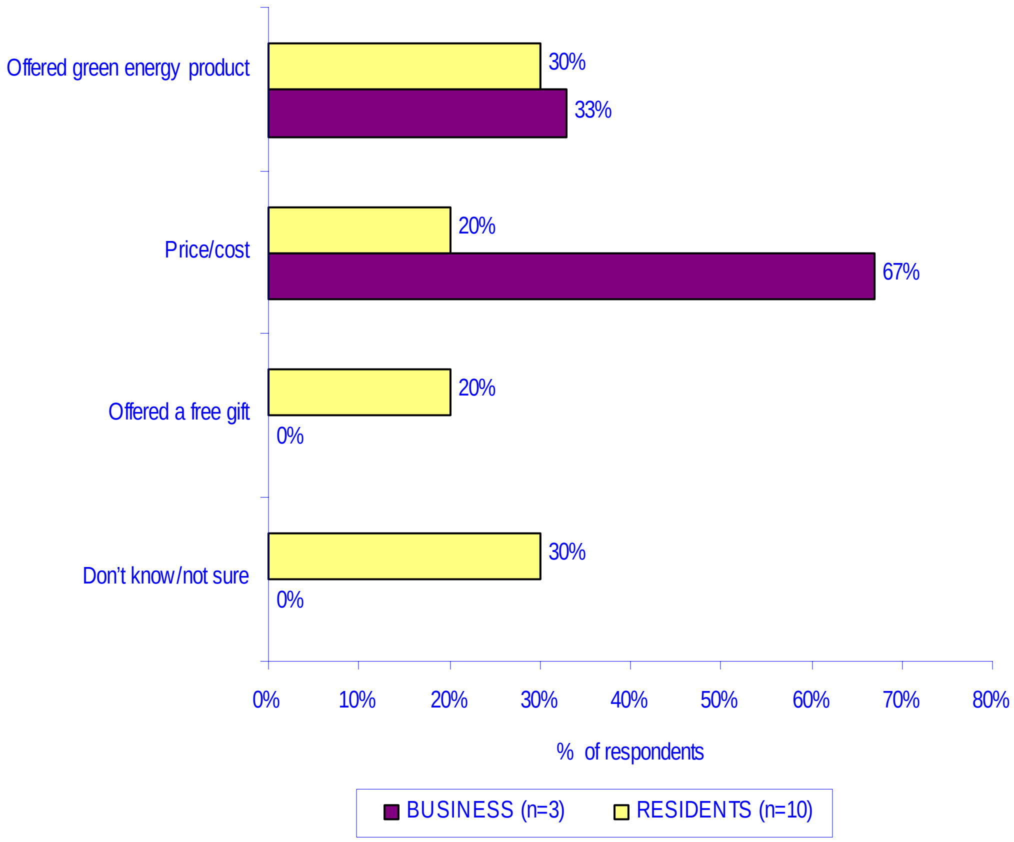
4.9.6 Among the ten Residents who did change something about the way their gas company sells gas to them, eight previously mentioned that they could choose their own gas provider now.

Main Drivers of Change of Gas Supply Arrangements

4.9.7 Those who had changed the way that gas was supplied were asked, thinking about the last time you changed your gas supply arrangements with your gas company, what was the main driver in your decision.

4.9.8 Among those who had changed their arrangements, a number of reasons were identified, including the price/ cost, being offered a green energy product and being offered a free gift for Residents, as outlined in the following chart.

Q54. Thinking about the last time you changed your gas supply arrangements with your gas company, what was the main driver in your decision?
BASE: Not changed company, changed way gas is supplied (Q53)

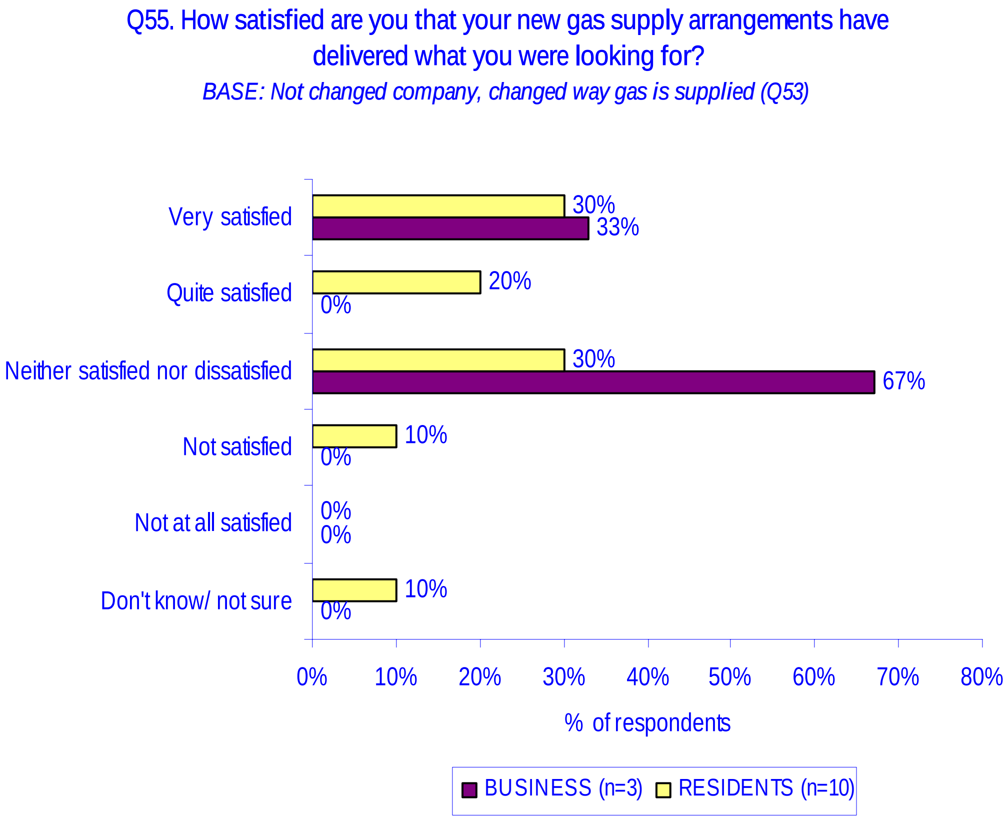


4.9.9 Further analysis was not possible due to the small samples meeting these criteria.

Satisfaction with New Gas Supply Arrangements

4.9.10 Those who indicated that they had changed the way their gas was supplied were asked how satisfied they were that their new gas supply arrangements have delivered what they were looking for.

4.9.11 Among these very small proportions of respondents, the levels of satisfaction were mixed - 33% for Businesses and 50% for Residents.

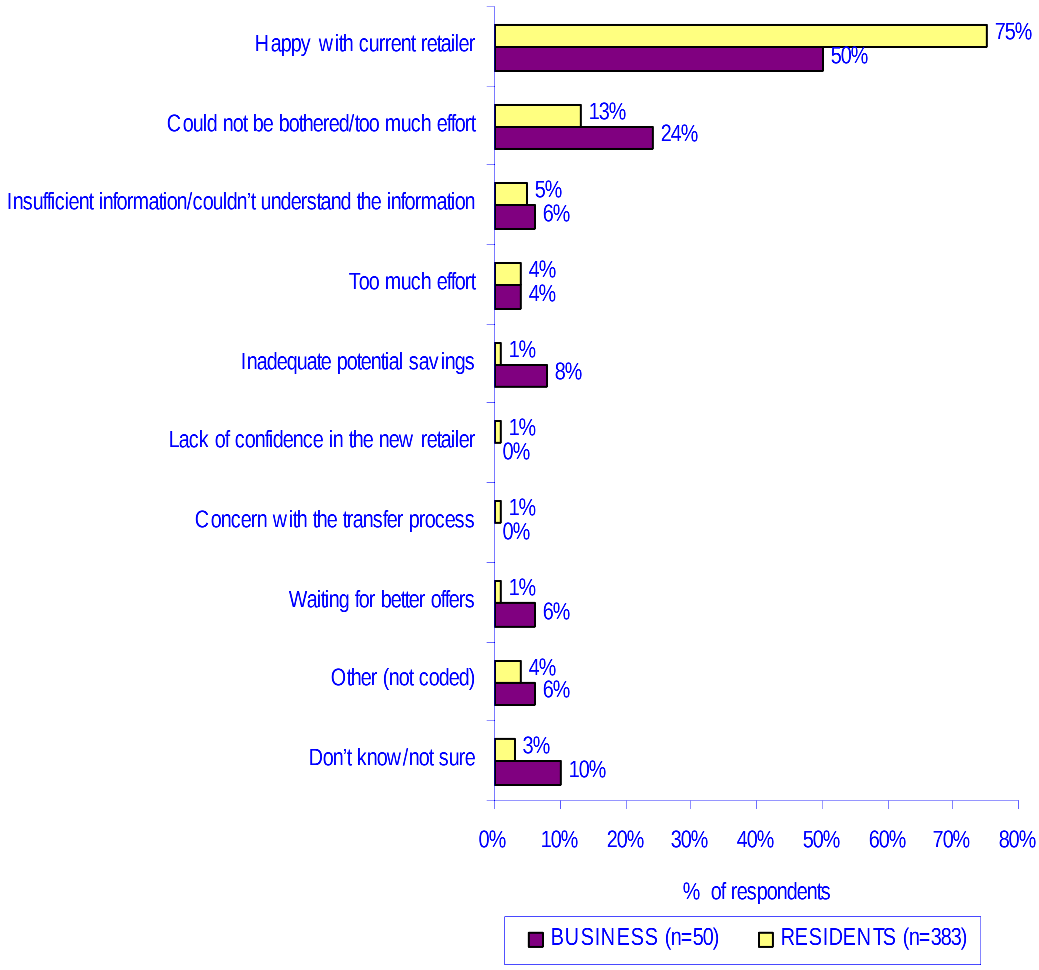


Reasons for Not Making Changes to the Way Gas is Purchased

4.9.12 Respondents who had not changed the way gas is supplied to them were asked why they had not done so.

4.9.13 Two principal reasons emerged, those being that those surveyed are happy with their current retailer (Residents 75%, Businesses 50%) or that they could not be bothered/ too much effort (Residents 13%, Businesses 24%).

Q57. Why haven't you made any changes to the way you buy gas?
BASE: Have not changed way gas is supplied (Q53)

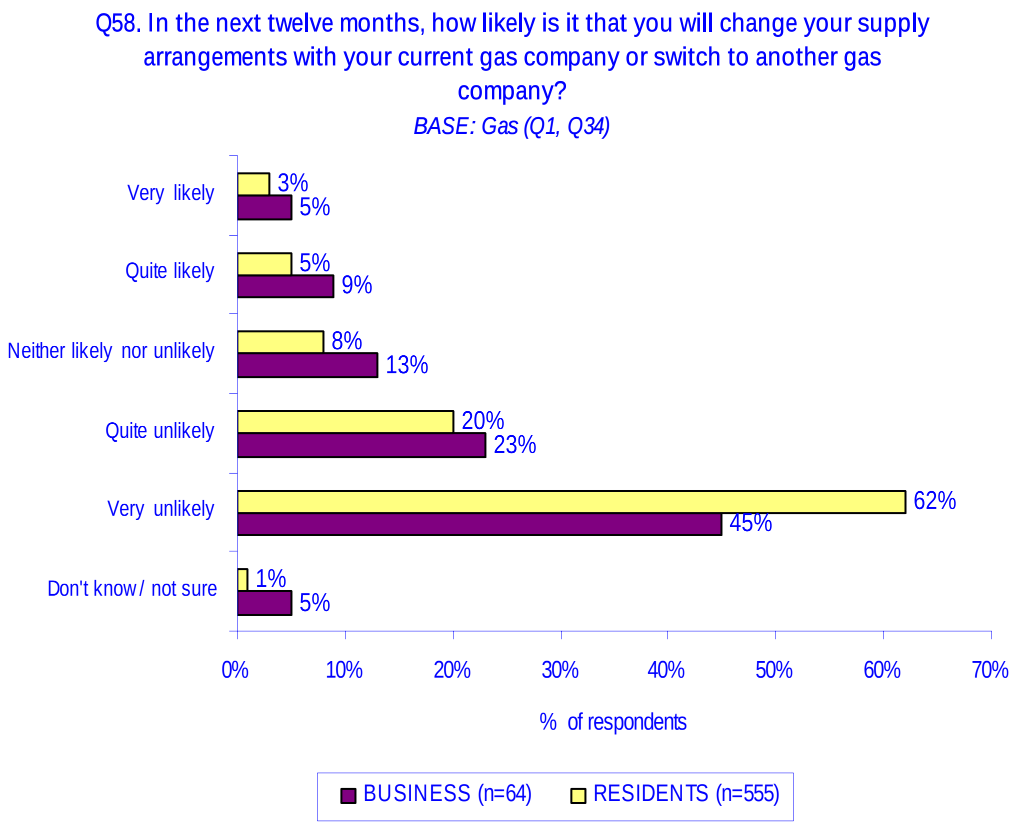


4.9.14 Residents of the Adelaide metropolitan area (78%) were more likely than those living in regional South Australia (49%) to indicate that they did not change the way they buy gas because they were happy with their current retailer.

4.10 Likelihood of Changing Supply Arrangements with Current Provider, or Switching to Another Supplier

4.10.1 Those surveyed were asked how likely was it that in the next twelve months they will change their supply arrangements with their current gas company, or switch to another gas company.

4.10.2 The likelihood of changing supply arrangements in the next twelve months is quite low, standing at 9% for Residents and 13% for Businesses.



4.10.3 Concession holders (89%) or those aged over 65 (91%) were more likely to indicate that it was not likely that in the next twelve months they will change their supply arrangements with their current gas company or switch to another gas company.

4.10.4 Conversely, a higher proportion of those aged under 65 (10%) indicated that they are likely to do so in the next twelve months.

4.10.5 Residents who had changed gas retailer once (14%) were more likely to indicate that a change the supply arrangements with their current gas company or switch to another gas company is likely to occur.

4.11 Information

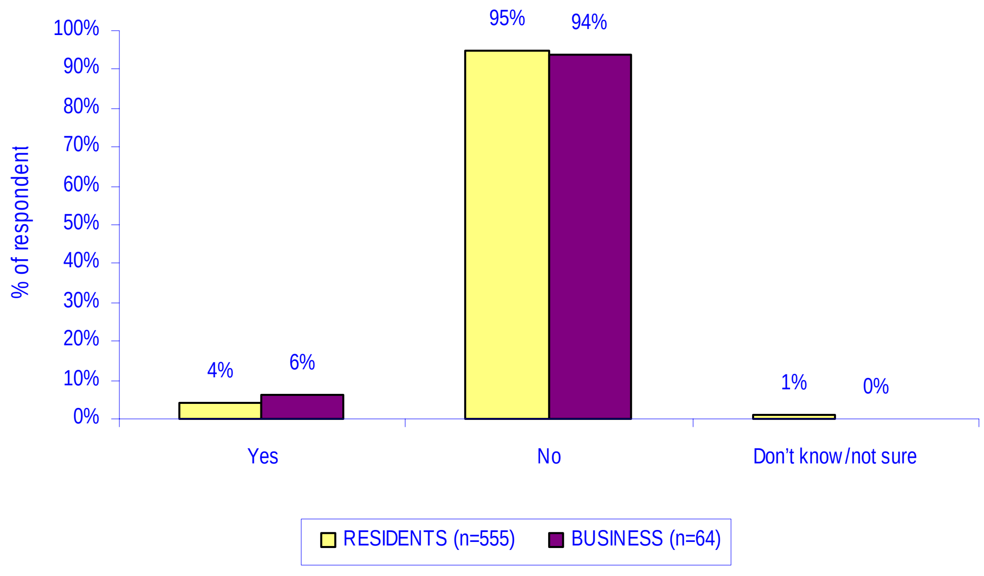
Incidences of Looking for Information

4.11.1 Those surveyed were asked if they had looked for information to assist them in making a decision about moving to a market contract with a gas company, whether they had taken out a contract or not.

4.11.2 Few respondents from both groups (Residents 4% and Businesses 6%) indicated that they had looked for information to assist them in making a decision.

Q59. Have you looked for any information to assist you in making your decision about moving to a market contract with a gas company, whether you have taken out a contract or not?

BASE: Gas (Q1, Q34)

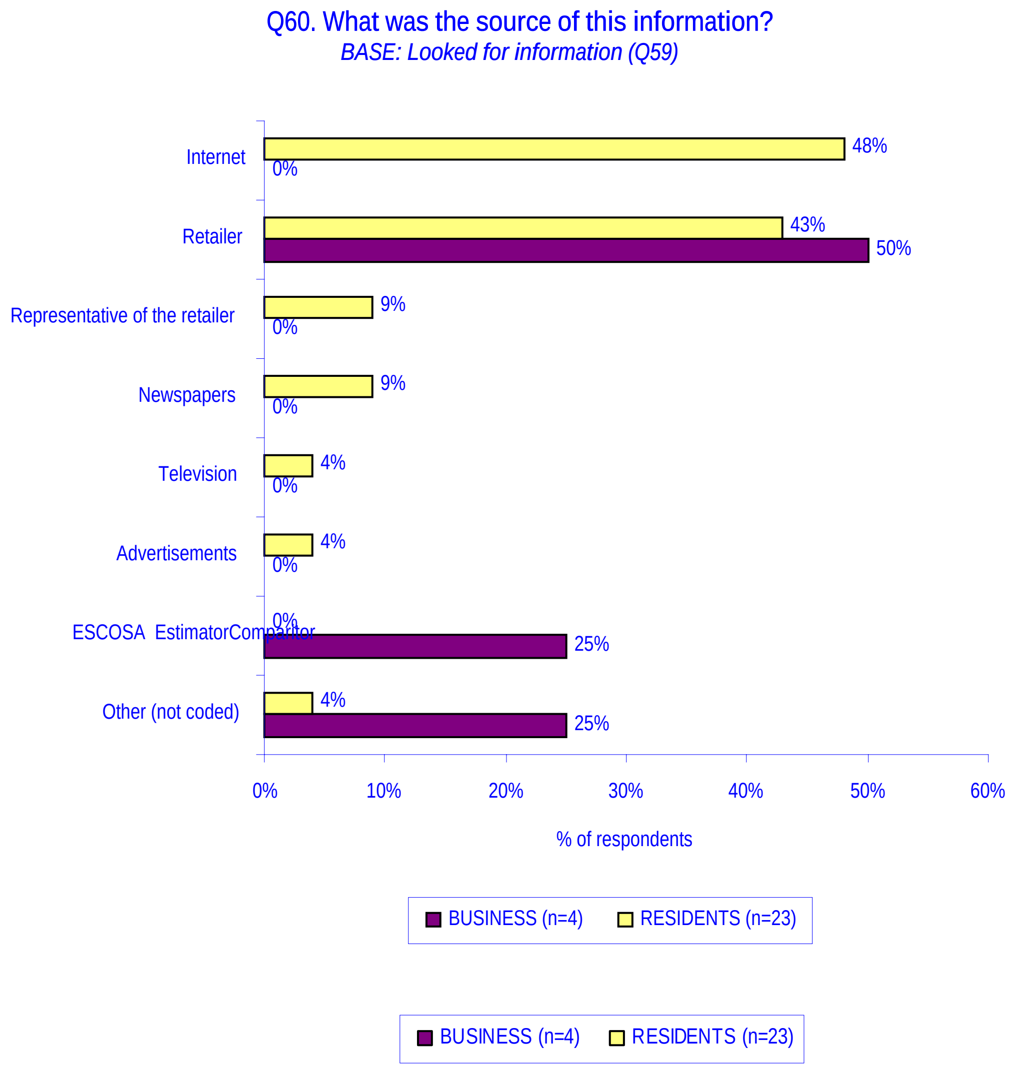


4.11.3 Residents living in the Southern suburbs (7%) were more likely to indicate that they had looked for information.

Sources of Information

4.11.4 Those who had looked for information to assist them in making a decision about changing their gas supply arrangements with a gas supplier, whether they had taken out a contract or not, asked what this source of information was.

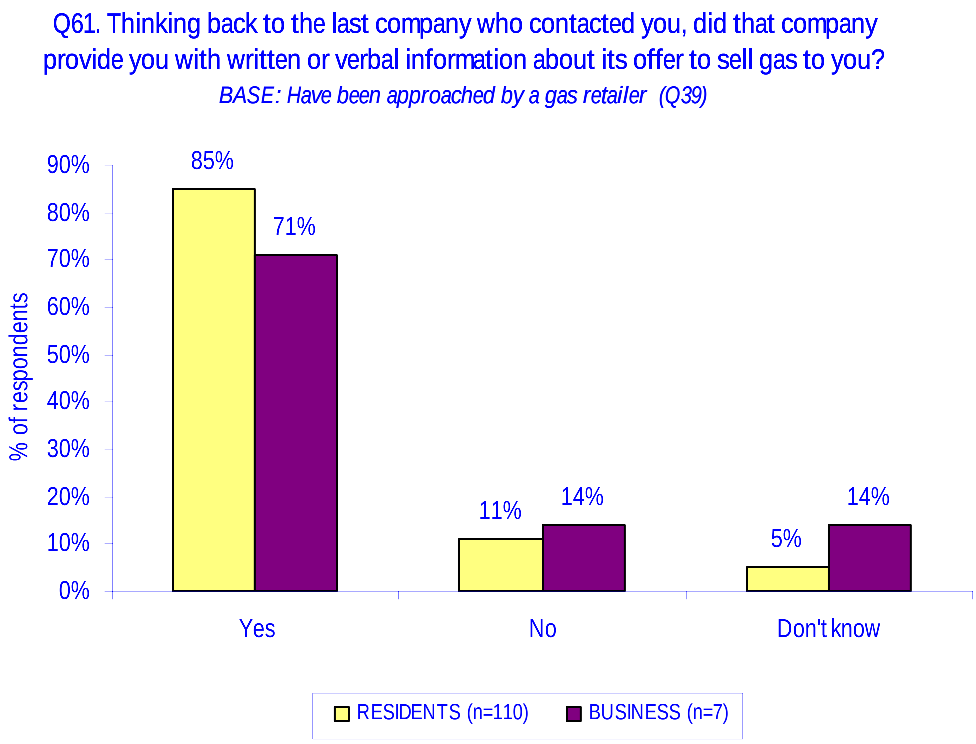
4.11.5 For Residents, the Internet (48%) and the retailer (43%) were clearly the main sources of information, while for Businesses the retailer (50%) and the ESCOSA Estimator Comparator (25%) were the most commonly named



Retailer's Provision of Information

4.11.6 Respondents were asked to think back to the last retailer who contacted them, and then asked if the retailer provided them with written or verbal information about their offer to sell electricity to them.

4.11.7 High proportions of both Residents (85%) and Businesses (71%) indicated that the last company that contacted them had provided them with written or verbal communications.



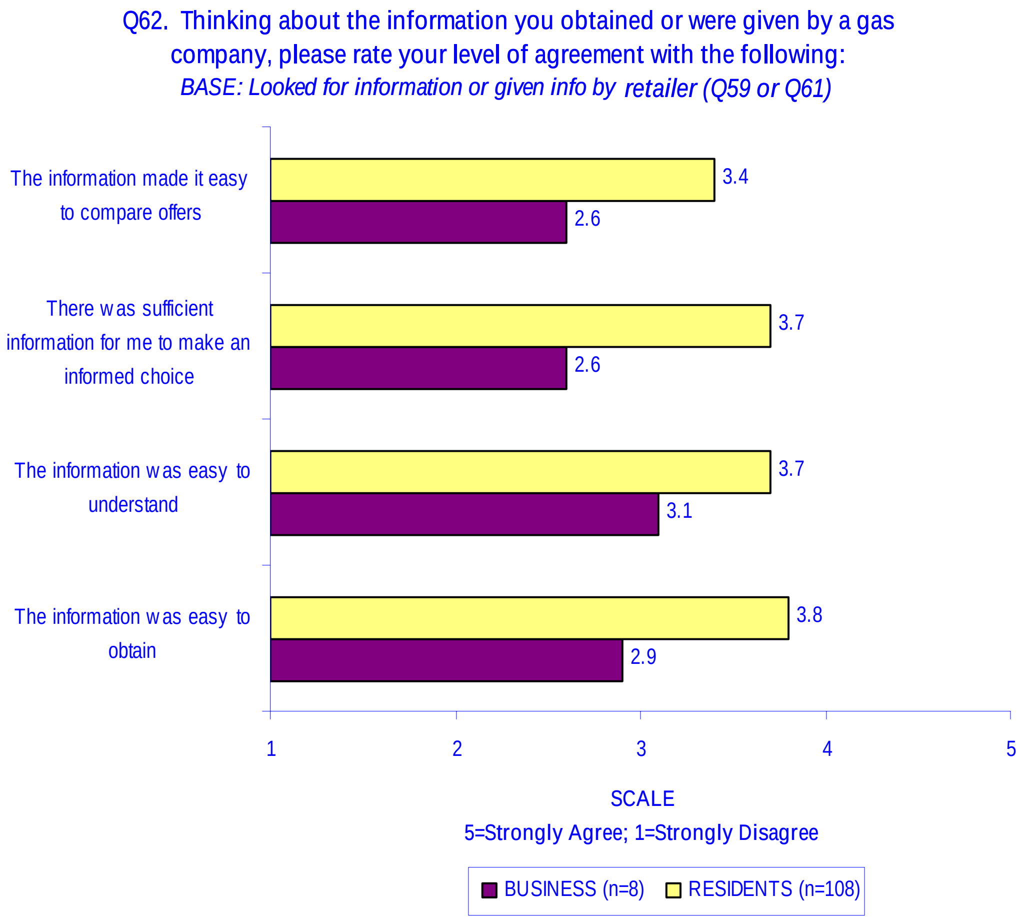
4.11.8 A slightly higher proportion of Residents (85%) who were approached by door to door sales consultants indicated that they were provided with written or verbal information, compared to those who were contacted by telephone sales consultants (79%).

4.11.9 Residents located in the Southern suburbs (91%) showed a higher incidence of receiving written or verbal information about the providers' offer to sell gas to them.

Attitudes Towards the Information Provided

4.11.10 Those who indicated that they had looked for information, or were given information by retailers, were asked to rate their level of agreement with a list of statements related to the information they received. They were asked to use a scale of 1 to 5, where 5 represents strongly agree and 1 represents strongly disagree.

4.11.11 Residents were considerably more satisfied than Businesses with the information provided, as outlined in the following chart. These results should, however, be treated with caution as the Business sample was very small.



4.11.12 The following chart shows the variances to these ratings when compared to the number of times Residents had switched gas retailer.

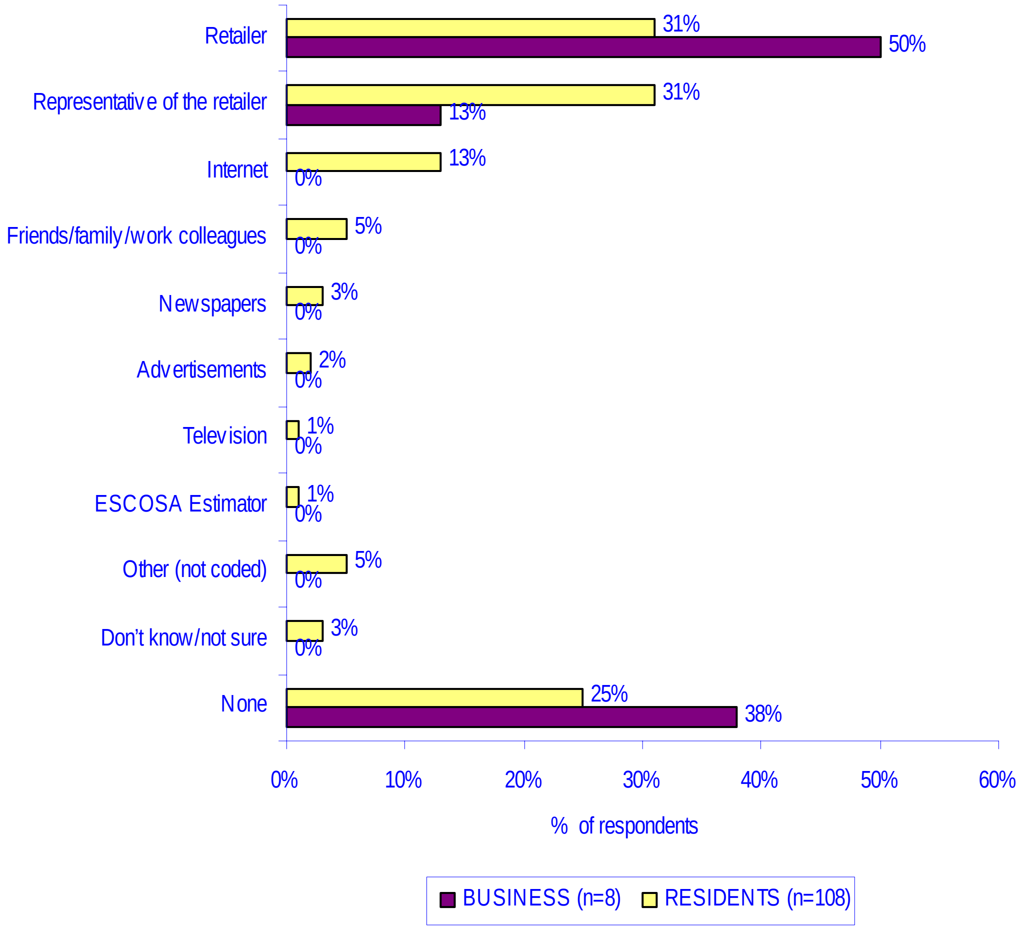
RESIDENTS			
Q62. Please rate on a scale of 1 to 5 where 5 is strongly agree and 1 is strongly disagree your level of agreement with the following:	Q45. How many times have you switched gas retailer?		
	TOTAL	One	Two
The information was easy to obtain	3.8	3.9	4.4
The information was easy to understand	3.7	3.9	4.5
The information made it easy to compare offers	3.4	3.6	4.4
There was sufficient information for me to make an informed choice	3.7	3.9	4.4

Sources of Information Used

4.11.13 Those who indicated that they had looked for information, or were given information by a retailer were then asked which sources of information they used in making their decision about changing their gas supply arrangements.

4.11.14 The retailer (Residents 31%, Businesses 50%) and a representative of the retailer (Residents 31%, Businesses 13%) were the main sources of information used in making decisions about gas retailers.

Q63. Which sources of information did you use in making your decision about changing your gas supply arrangements?
BASE: Looked for information or given info by a retailer (Q59 or Q61)



4.11.15 The Internet was more likely to be named as a source of information by those living in higher income households (20%), while a representative of the retailer was more likely to be named by Residents living in the Northern suburbs (47%).

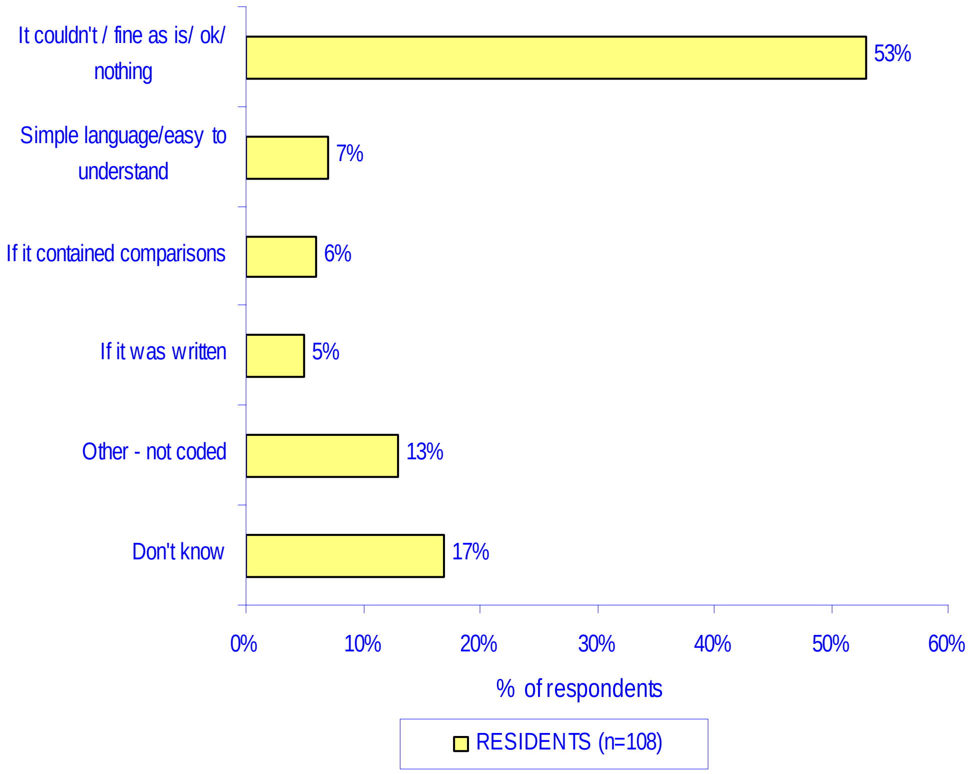
Improving Available Information

4.11.16 Those surveyed who indicated that they had looked for information, or were given information by a retailer, were asked how could the information they received have been improved.

4.11.17 More than half (53%) of the Residents surveyed indicated that the information required no change. Some, however, suggested using simple language that is easy to understand and having information that contained comparisons.

Q64. How could the information you received have been improved?

BASE: Looked for information or given info by a retailer (Q59 or Q61)



4.11.18 Residents in higher income households (12%) or those with a Tertiary education (15%) were more likely to indicate that the information could be improved if it contained comparisons.

4.12 Attitudes Towards Gas Bills

4.12.1 Those surveyed were asked to rate their level of agreement with two statements related to their gas bill. They were asked to use a scale of 1 to 5, where 5 represents strongly agree and 1 represents strongly disagree.

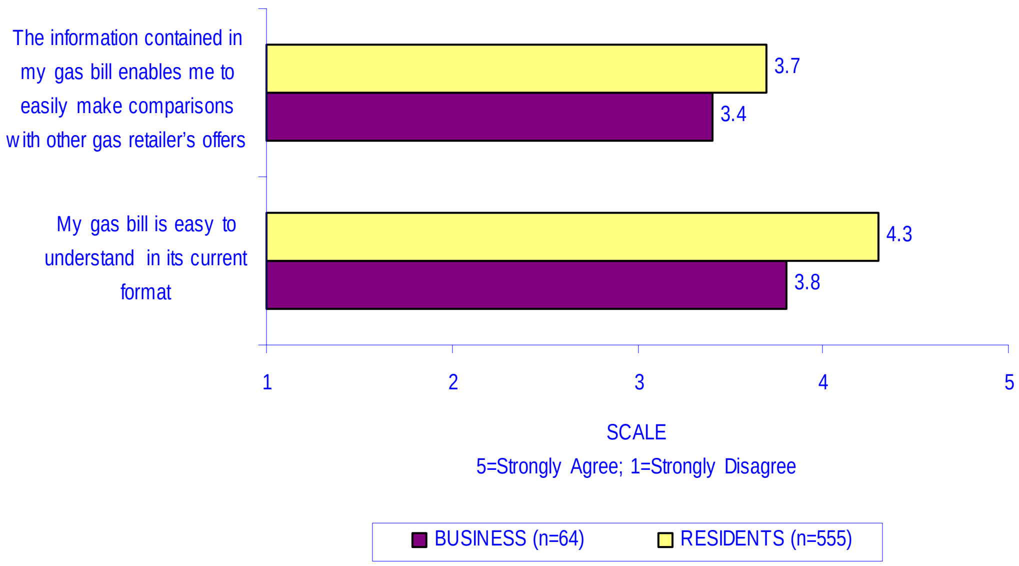
4.12.2 Residents recorded a very high level of agreement with the statement *my gas bill is easy to understand in its current format.* Residents also recorded relatively high levels of agreement that *the information contained in their gas bill enables them to easily make comparisons with other gas retailers offers*.

4.12.3 Businesses recorded lower levels of agreement for both statements, as outlined in the following chart.

Q65. Please rate the following in relation to the ease of understanding your current gas bills.

RESIDENTS BASE: Gas - Less than $300 per quarter (Q1, Q34)

BUSINESS BASE: Gas - Less than $1000 per quarter (Q1, Q34)



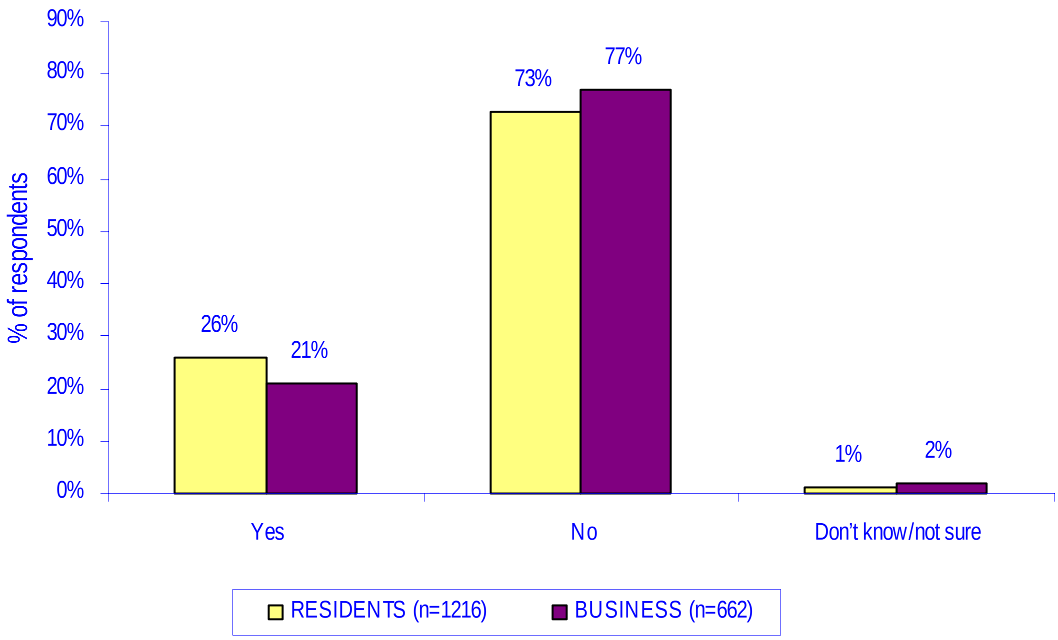
Section 5
Analysis – General

5.1. *Impact of Energy Bills on Other Expenditure*

5.1.1 Those surveyed were asked if the payment of their energy bills impacts on their ability to meet other expenditures.

5.1.2 Similar proportions of both customer groups (Residents 26%, Businesses 21%) indicated that the payment of their energy bills did impact on their ability to meet other expenditures. However, the majority of respondents (Residents 73%, Businesses 77%) felt that this was not the case.

Q66. Does the payment of your energy bills impact on your ability to meet other expenditures?



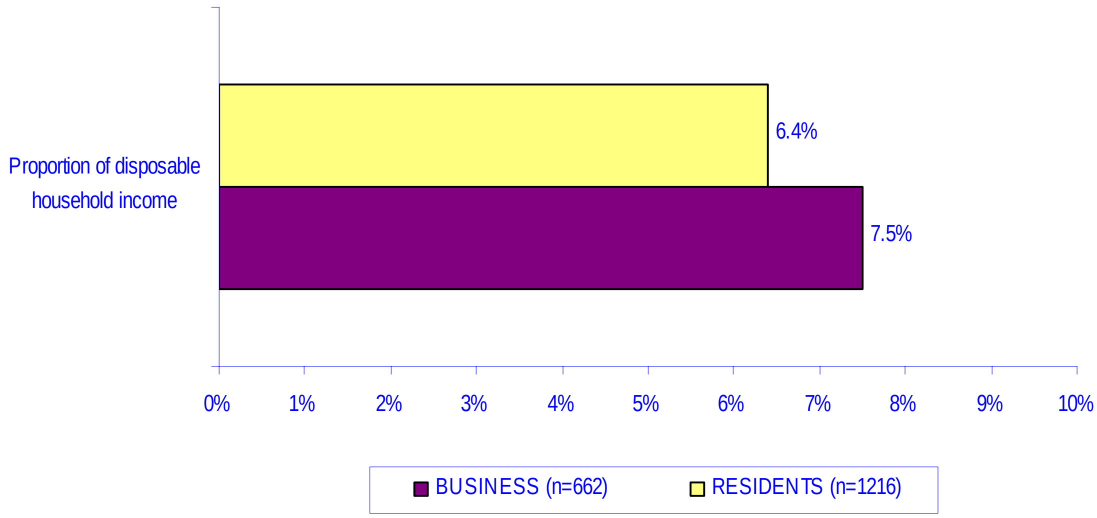
5.1.3 Residents aged over 65 (80%), those in higher income households (77%) or those in owner-occupied households (75%) were more likely to indicate that payment of energy bills did not impact their ability to meet other expenditures.

5.2. *Proportion of Income/ Revenue Spent on Energy Bills*

5.2.1 Respondents were asked approximately what proportion of their disposable income/ business revenue is spent on energy bills.

5.2.2 Both customer groups indicated that they spent similar proportions of income/ revenue on energy bills (Residents 6.4%, Business 7.5%).

Q67. Approximately what proportion of your disposable household income/ revenue is spent on energy bills?



5.3. Incentives to Buy Electricity or Gas

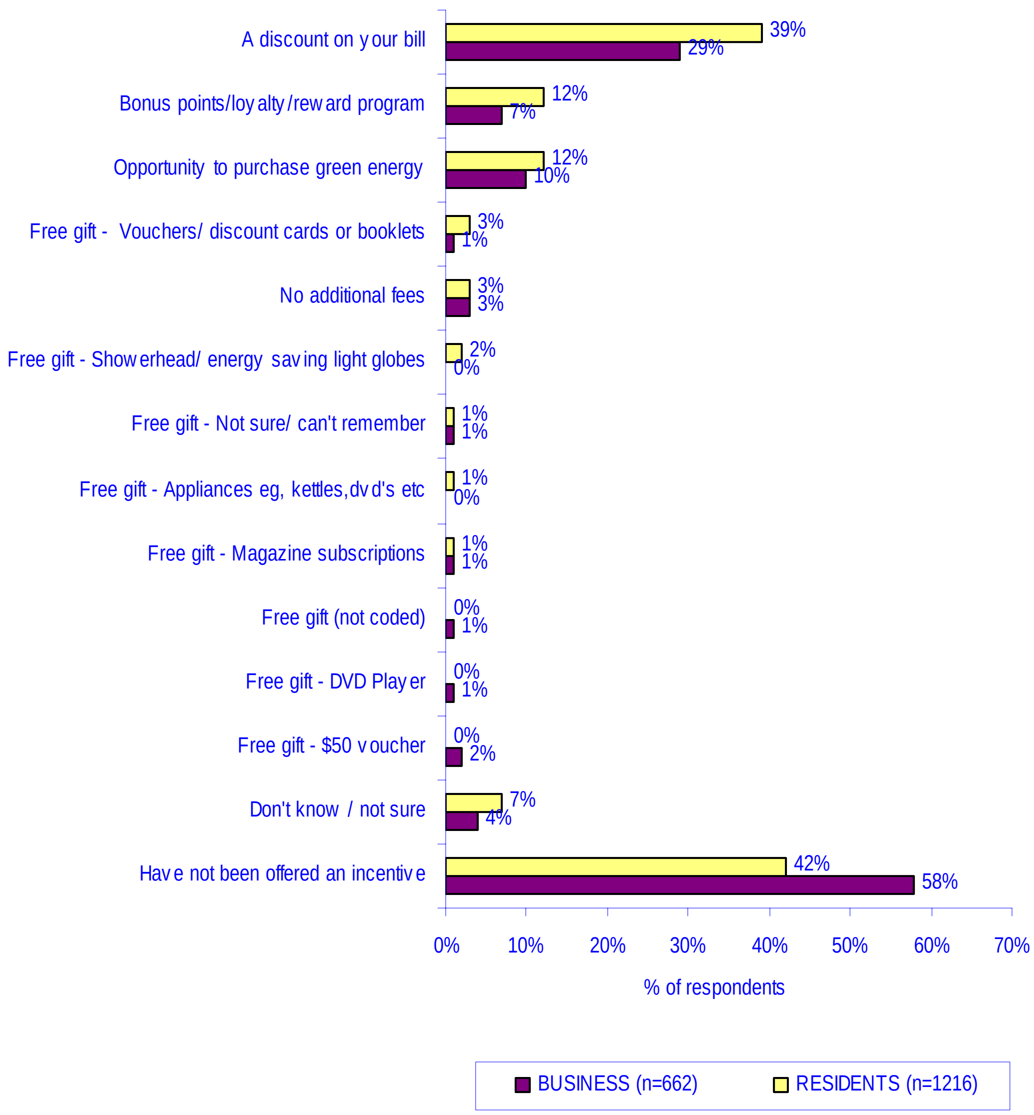
Incidence of Incentive Offers

5.3.1 Those surveyed were asked if they had ever been offered an incentive from an energy company to buy electricity and/ or gas from them.

5.3.2 Many Residents (51%) and Businesses (39%) indicated that they had received an offer of an incentive.

5.3.3 A bonus points/ loyalty/ reward program (Residents 12%, Businesses 7%) and an opportunity to purchase green energy (Residents 12%, Businesses 10%) were also named as incentives by notable proportions of both groups.

Q68. Have you ever been offered an incentive from an energy company to buy electricity and/or gas from them?



5.3.4 Residents living in the Adelaide metropolitan area (14%), those aged under 65 (14%), those without a concession (14%), those in higher income households (16%) or those with a Tertiary education (15%) were more likely to state that they had been given an opportunity to purchase green energy.

5.3.5 Businesses in the Adelaide metropolitan area (13%) or manufacturers (20%) were also more likely to indicate that they had been given an opportunity to purchase green energy.

Influence of Incentives

5.3.6 Respondents were asked to rate, on a scale of 1 to 5, where 5 is very influential and 1 is no influence at all, how influential the following incentives were in encouraging them to switch retailers.

5.3.7 It is generally considered that an average rating of 2.5 or under represents low or very low influence, 3.0 a mixed response, 3.5 a relatively high influence, 4.0 is very influential and 4.5 or above is extremely influential.

5.3.8 Based on these parameters, the incentive of lower retail prices was considered to be very influential for Residents (average rating of 4.1). Additionally, there was a relatively high level of influence placed on the reliability of supply as an incentive to switch retailers (average rating of 3.7).

5.3.9 All other incentives for Residents had mixed to low levels of influence, as outlined below:

- Green energy (average rating of 3.4)
- Early payment bonuses (average rating of 3.3)
- Improved customer service (average rating of 3.0)
- Having electricity and gas with one retailer (average rating of 2.9)
- Free gifts (average rating of 1.9)

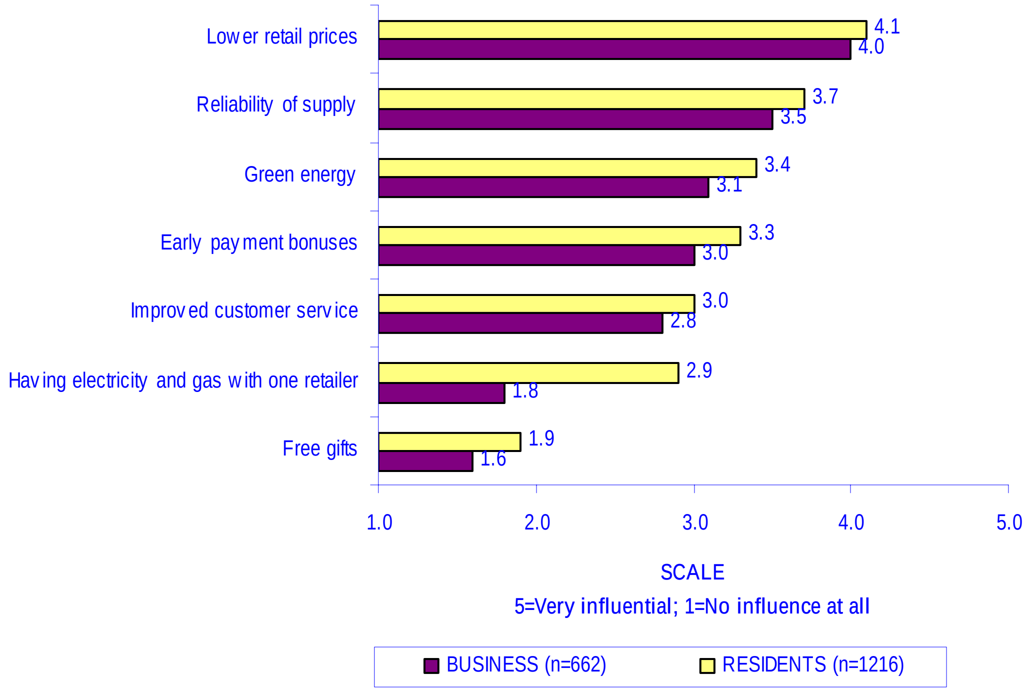
5.3.10 The incentive of lower retail prices (average rating of 4.0) was also considered to be very influential for Businesses, and a relatively high level of influence was also placed on the reliability of supply (average rating of 3.5).

5.3.11 All other incentives for Businesses recorded mixed to low levels of influence, as outlined below:

- Green energy (average rating of 3.1)
- Early payment bonuses (average rating of 3.0)
- Improved customer service (average rating of 2.8)

- Having electricity and gas with one retailer (average rating of 1.8)
- Free gifts (average rating of 1.6)

Q69. How influential are the following incentives in encouraging you to switch retailers?



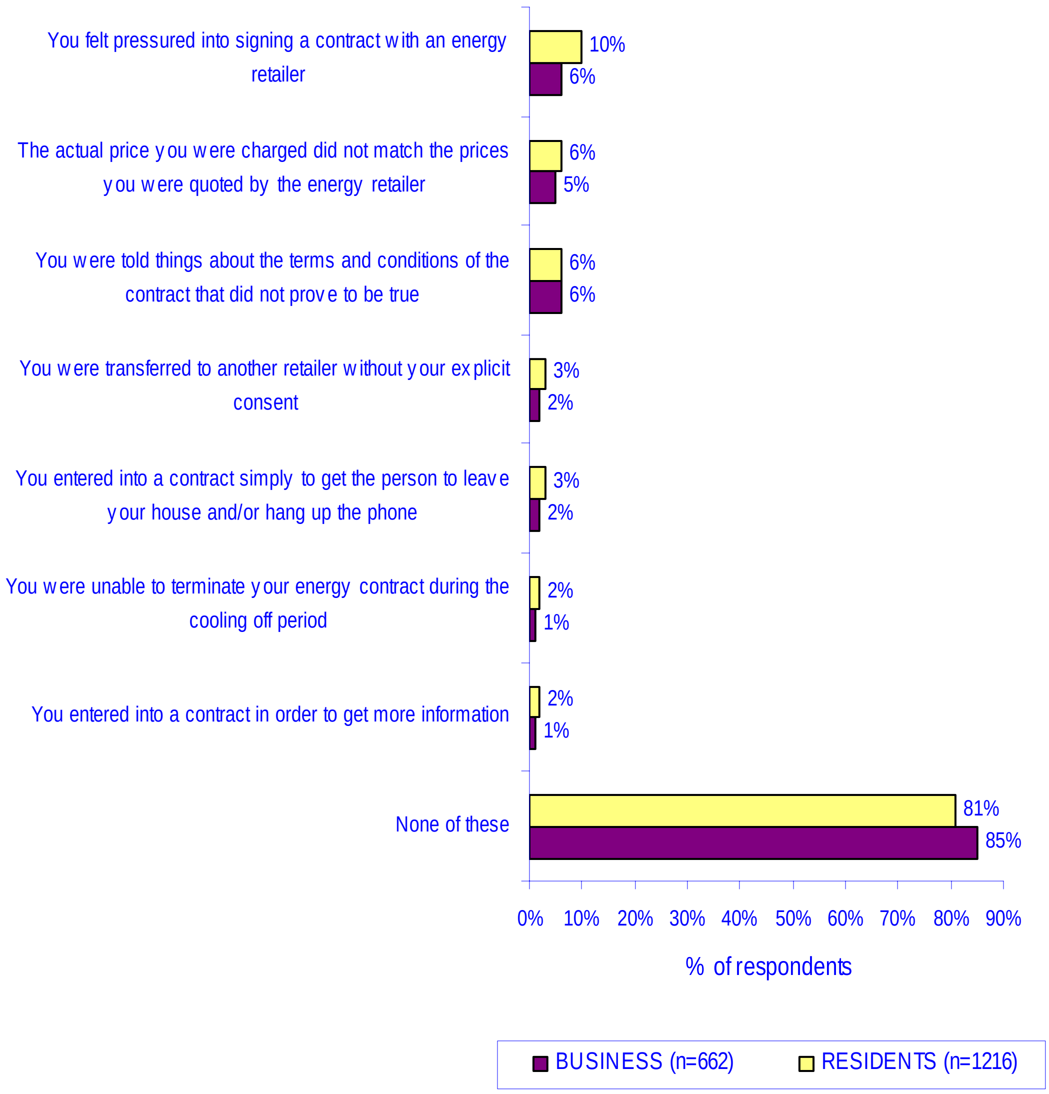
5.4. Problems with Energy Retailers

5.4.1 Those surveyed were asked if they had ever experienced any problems with their energy retailer.

5.4.2 The overwhelming majority (Residents 81%, Business 85%) of respondents stated that they had not had any problems. Small proportions of Residents and Businesses indicated that they had experienced the following:

- The respondent felt pressured into signing a contract with an energy retailer (Residents 10%, Business 6%)
- The actual price charged did not match the prices quoted by the energy retailer (Residents 6%, Business 5%)
- The respondent was told things about the terms and conditions of the contract that did not prove to be true (Residents 6%, Business 6%)

Q70. Have you experienced any of the following?



5.4.3 Residents living in rental properties (18%) were more likely to indicate that they felt pressured into signing a contract with an energy retailer.

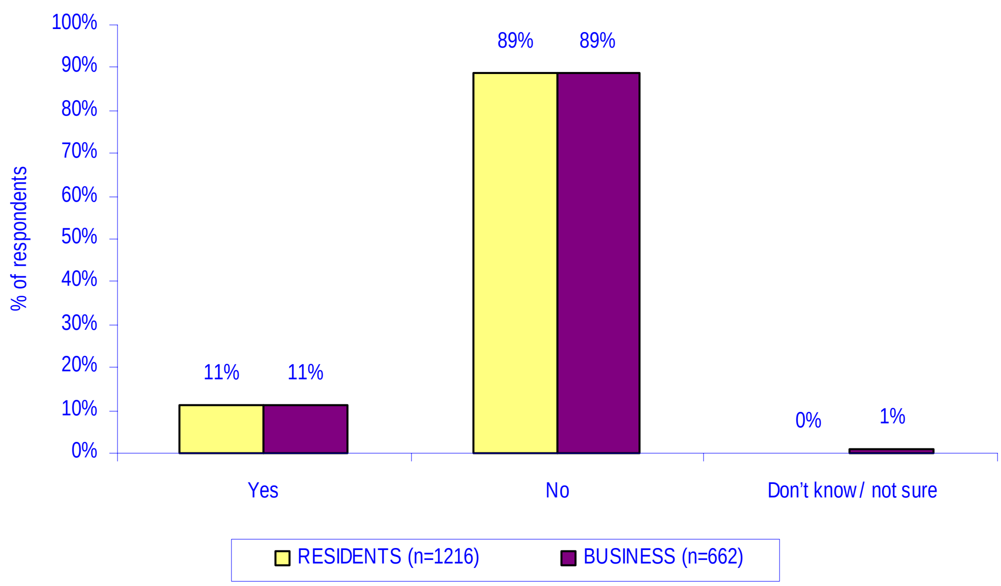
5.5. Complaints to Energy Retailers

Incidence of Complaints

5.5.1 Respondents were asked if they had ever made a complaint about their electricity or gas company.

5.5.2 The overwhelming majority - 89% for both Residents and Businesses stated that they had never made a complaint.

Q71. Have you ever made a complaint about your electricity or gas company?



5.5.3 These responses were generally consistent among the groups surveyed.

5.5.4 The following table shows the variances among those who made a complaint about their electricity or gas company and the pressures they felt when doing so.

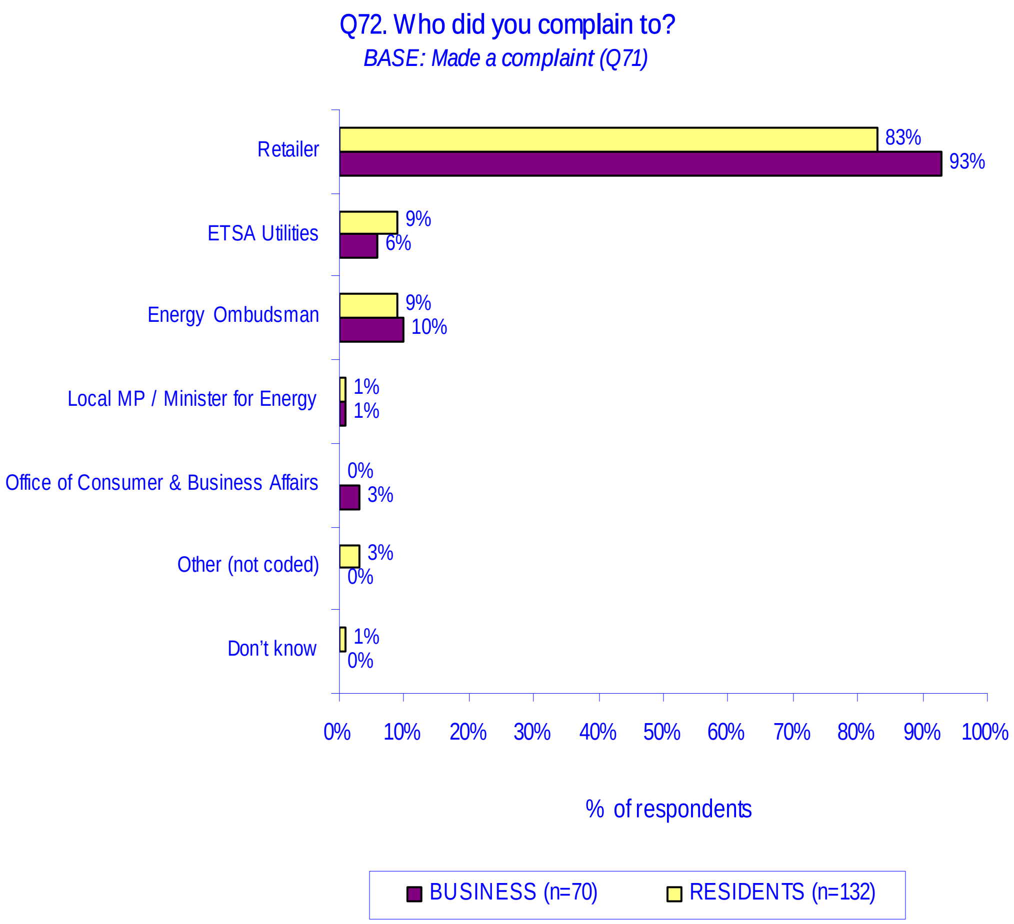
Q70. Have you experienced any of the following?		Q71. Have you ever made a complaint about your electricity or gas company?			
		TOTAL	Yes	Don't know	No
RESIDENTS	You felt pressured into signing a contract with an energy retailer	10%	10%	0%	10%
	You were told things about the terms and conditions of the contract that did not prove to be true	6%	14%	0%	5%
	The actual price you were charged did not match the prices you were quoted by the energy retailer	6%	11%	0%	5%
	You entered into a contract simply to get the person to leave your house and/or hang up the phone	3%	5%	0%	3%
	You were transferred to another retailer without your explicit consent	3%	7%	0%	2%
	You entered into a contract in order to get more information	2%	3%	0%	2%
	You were unable to terminate your energy contract during the cooling off period	2%	2%	50%	1%
	None of these	81%	74%	50%	82%
	No. of Respondents	1216	132	2	1082
BUSINESS	You felt pressured into signing a contract with an energy retailer	6%	7%	0%	6%
	You were told things about the terms and conditions of the contract that did not prove to be true	6%	26%	0%	4%
	The actual price you were charged did not match the prices you were quoted by the energy retailer	5%	16%	0%	4%
	You entered into a contract simply to get the person to leave your house and/or hang up the phone	2%	1%	0%	2%
	You were transferred to another retailer without your explicit consent	2%	6%	0%	2%
	You entered into a contract in order to get more information	1%	1%	0%	1%
	You were unable to terminate your energy contract during the cooling off period	1%	1%	0%	1%
	None of these	85%	64%	100%	88%
	No. of Respondents	662	70	5	587

Who Respondents Complained To

5.5.5 Those who indicated that they had made a complaint were then asked who they complained to.

5.5.6 The majority of respondents (Residents 83%, Business 93%) indicated that they made their complaint to the energy retailer. Smaller proportions also named the following:

- ETSA Utilities (Residents 9%, Business 6%)
- Energy Ombudsman (Residents 9%, Business 10%)

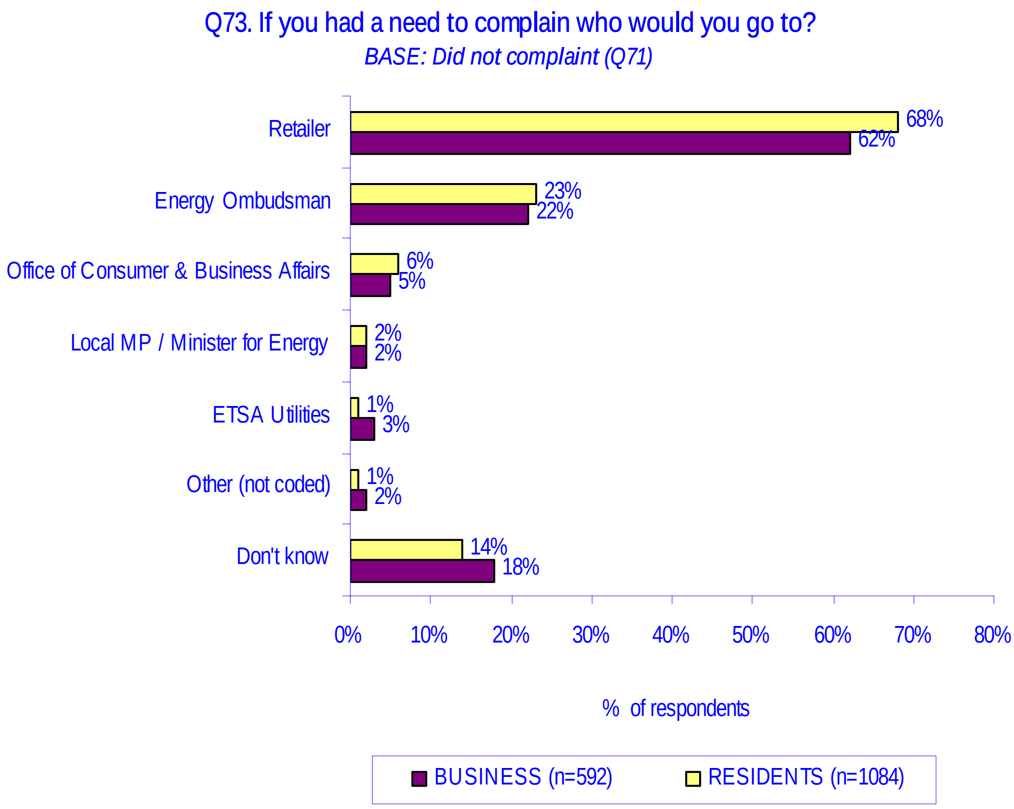


5.5.7 There were few variances to these responses among the groups surveyed.

Who Respondents Would Complain To

5.5.8 Those who indicated that they had not made a complaint were asked who they would complain to if they had a need to do so.

5.5.9 More than two thirds of Residents (68%) and over three in five Businesses (62%) indicated that they would complain to their retailer. Additionally, over one in five Residents (23%) and Businesses (22%) stated that they would complain to the Energy Ombudsman.



5.5.10 Residents with electricity and reticulated natural gas (72%), those in the Adelaide metropolitan area (72%) or females (72%) were more likely to name the retailer.

5.5.11 Conversely, Residents aged under 65 (25%), those in higher income households (28%) or those with a Tertiary education (28%) were more likely to name the Energy Ombudsman.

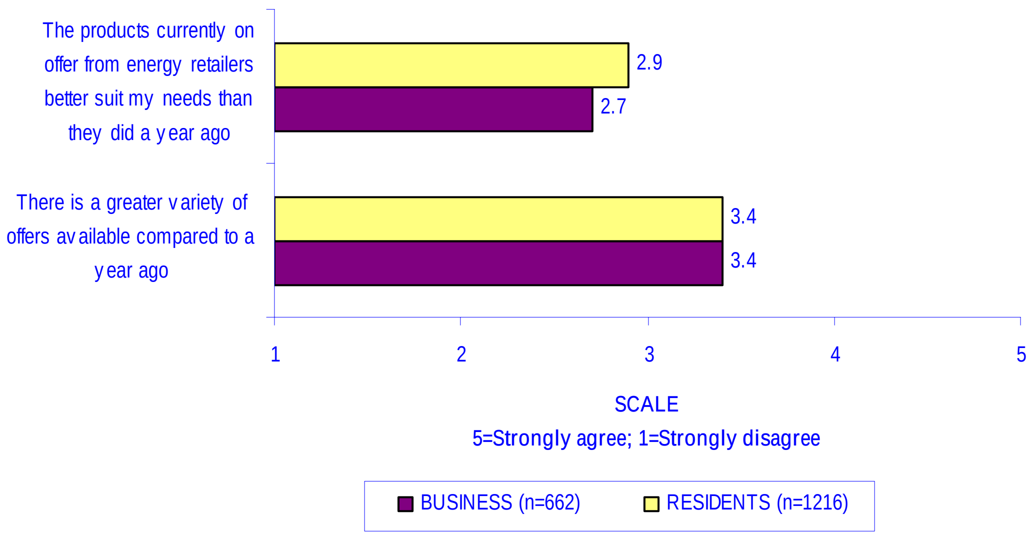
5.6. *Offers from Energy Retailers*

5.6.1 Those surveyed were asked to rate, on a scale of 1 to 5 where 5 is strongly agree and 1 is strongly disagree, the following statements in relation to new offers, billing options, special offers, product promotion, rebates etc.

5.6.2 Based on the parameters outlined earlier, there were mixed to low levels of agreement among both customer groups with the following statements, as shown below:

- The products currently on offer from energy retailers better suit my needs than they did a year ago (Residents average rating of 2.9, Businesses average rating of 2.7)
- There is a greater variety of offers available compared to a year ago (Residents average rating of 3.4, Businesses average rating of 3.4)

Q74. Please rate the following statements in relation to new offers, billing options, special offers, product promotions, rebates, etc.



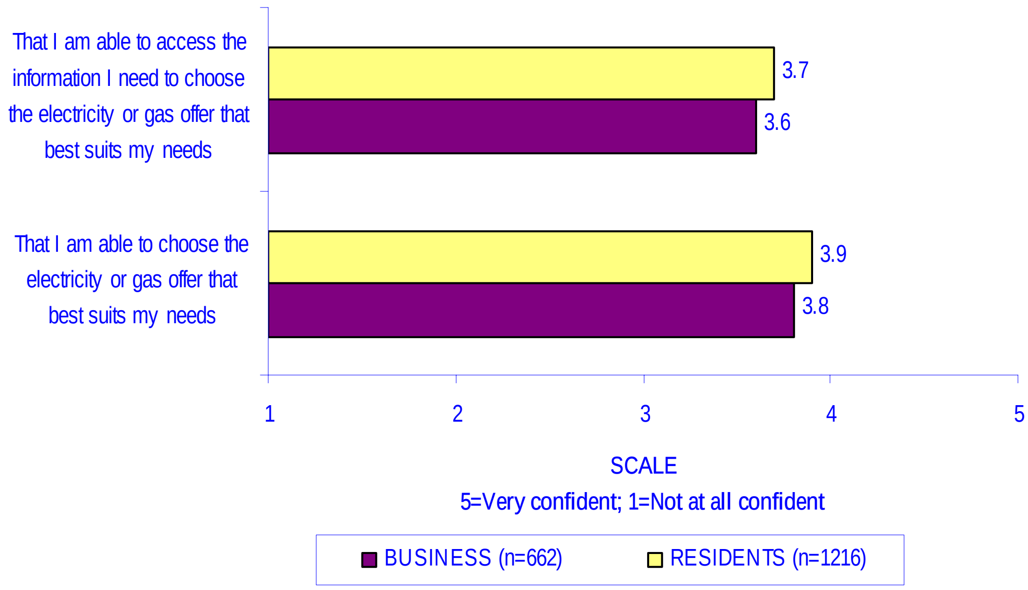
5.7. *Confidence in Choice of Energy*

5.7.1 Respondents were asked to rate, on a scale of 1 to 5 where 5 is very confident and 1 is not at all confident, their level of confidence in key aspects related to their choice of energy consumption.

5.7.2 Both customer groups showed relatively high levels of confidence in each of the key aspects presented, as outlined below:

- I am able to access the information I need to choose the electricity of gas offer that best suits my needs (Residents average rating of 3.7, Business average rating of 3.6)
- I am able to choose the electricity or gas offer that best suits my needs (Residents average rating of 3.9, Business average rating of 3.8)

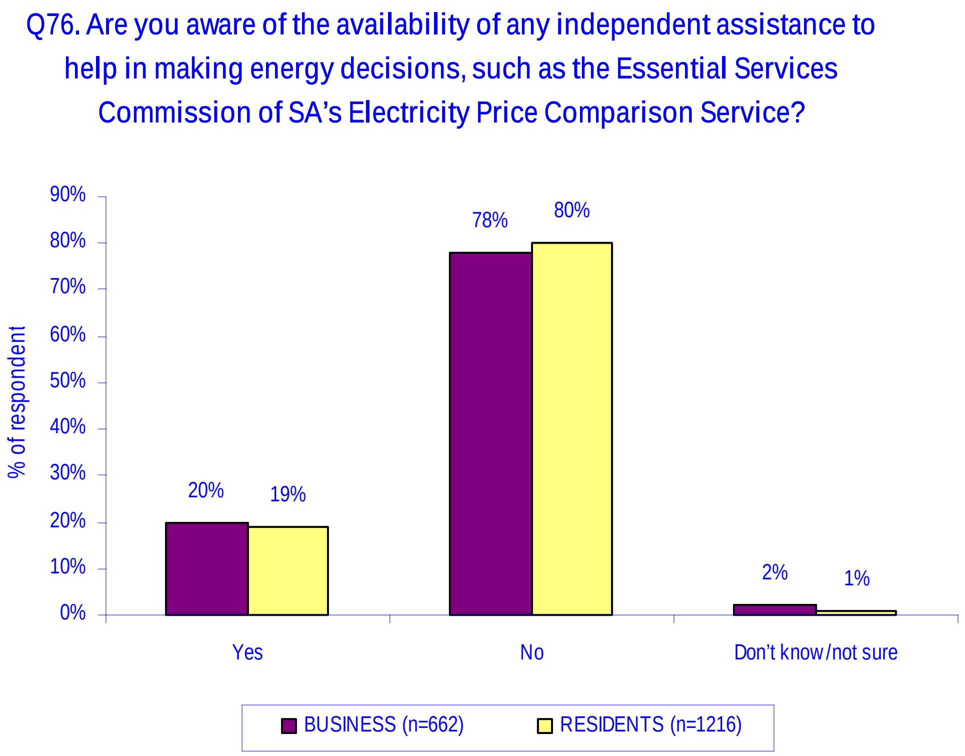
Q75. Please rate your level of confidence in the following:



5.8. *Awareness of Availability of Independent Assistance*

5.8.1 Those surveyed were asked if they were aware of the availability of any independent assistance to help in making energy decisions, such as the Essential Services Commission of South Australia's Estimator Service.

5.8.2 Similar proportions of both customer groups (Residents 19%, Business 20%) indicated that they were aware of the availability of independent assistance.



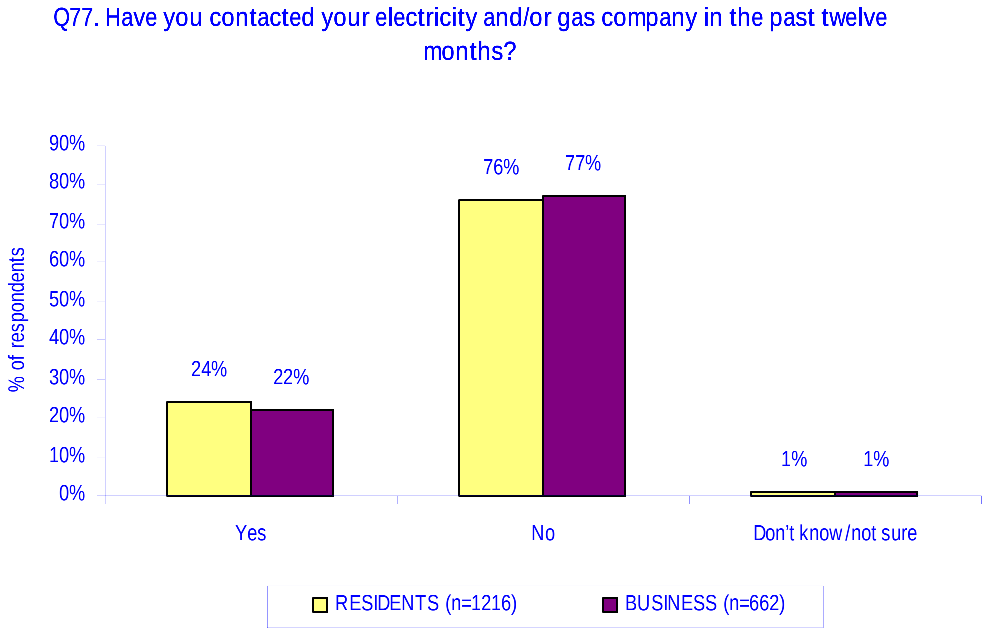
5.8.3 These responses were generally consistent among the groups surveyed.

5.9. Contact with Electricity/ Gas Companies in the Past Twelve Months

Incidence of Contact

5.9.1 Respondents were asked if they had contacted their electricity and/ or gas company in the past twelve months.

5.9.2 More than one in five respondents from both customer groups (Residents 24%, Business 22%) indicated that they had contacted their electricity and/ or gas company in the past twelve months.



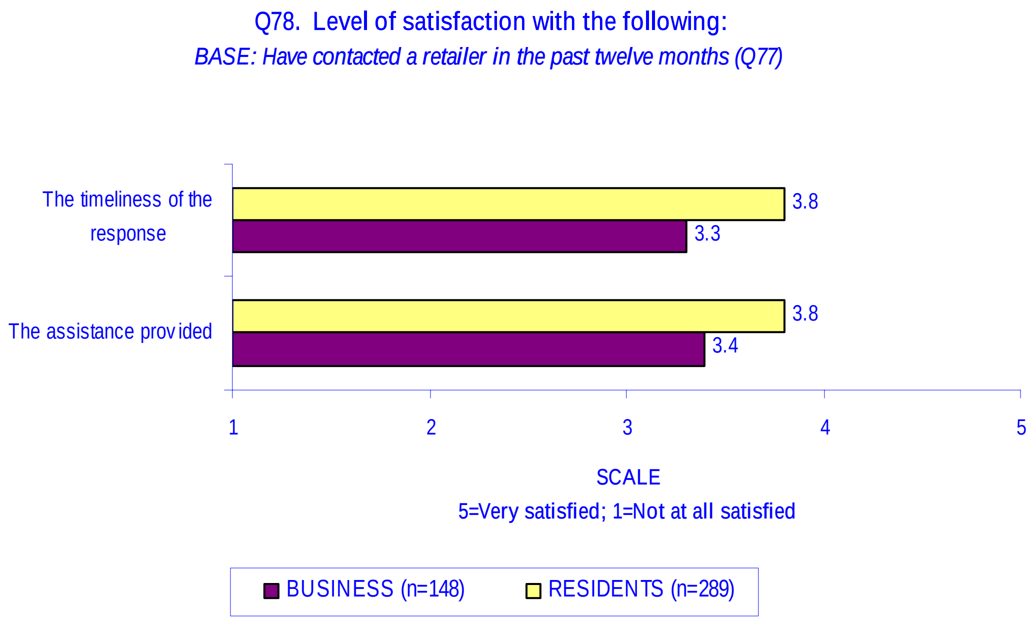
5.9.3 There were few variances to these responses among the groups surveyed.

Satisfaction with Contact

5.9.4 Those surveyed were then asked to rate, on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied they were with key aspects of their contact with the energy retailer.

5.9.5 Among Residents, there were relatively high levels of satisfaction attributed to both the timeliness of the response and the assistance provided (average ratings of 3.8).

5.9.6 For Businesses, both ratings were lower, as outlined in the following chart.



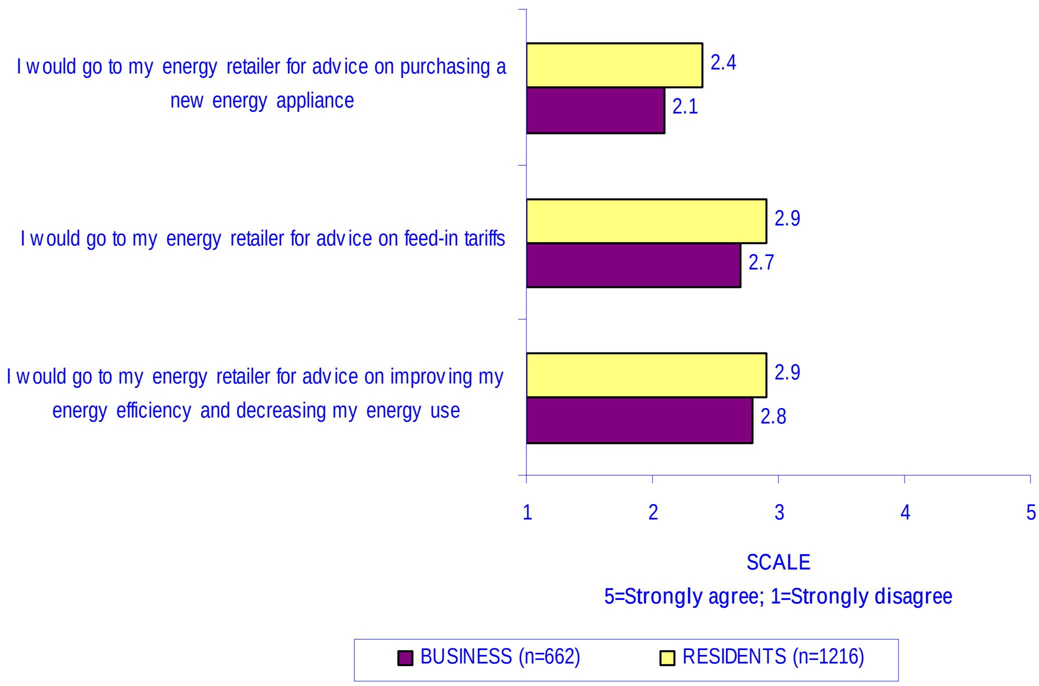
5.10. *Likelihood of Seeking Advice from Energy Retailer*

5.10.1 Respondents were asked to rate, on a scale of 1 to 5 where 5 is strongly agree and 1 is strongly disagree, their level of agreement with a number of statements.

5.10.2 In relation to the likelihood of seeking advice from their energy retailer, there were low to relatively low levels of agreement among both customer groups, as shown below:

- I would go to my energy retailer for advice on purchasing a new energy appliance (Residents average rating of 2.4, Business average rating of 2.1)
- I would go to my energy retailer for advice on feed-in tariffs (Residents average rating of 2.9, Business average rating of 2.7)
- I would go to my energy retailer for advice on improving my energy efficiency and decreasing my energy use (Residents average rating of 2.9, Business average rating of 2.8)

Q79. Level of agreement with the following statements:



Section 6
Analysis - Qualitative Research

6.1 Participants in these focus groups

6.1.1 We asked the group participants to outline the extent and nature of their current usage of electricity and gas. As a general overview, all of them of course had electricity supplied to them, and a third to a half of each group also had gas, with several rural participants having bottled gas, whilst others had reticulated mains gas. Only a few had both their electricity and gas provided by the same supplier.

6.1.2 With the business groups, we asked them to specify the nature of their business, in order to better inform the context of their comments during the focus group discussions.

6.1.3 The **business group in Mount Gambier** represented a range of business owners from sole traders to a large bulk transport operator. They included a nail technician, crash repairer, manufacturer of garage doors, kitchen manufacturer, florist and a bulk transport operator.

6.1.4 The **business group in Whyalla** included owners/managers of 10-pin bowling, fashion, hardware, picture framing and building services including lock smith enterprises.

6.1.5 The **business group in Adelaide** included an importer of various goods from overseas, a bicycle retailer, engineering supplies, project consultant, clothing wholesaler and retailer, a manufacturing enterprise and picture framing.

6.1.6 Most of the **householder group in Mount Gambier** had both electricity and gas at home (some of them had bottled gas), and roughly half of them had changed their supplier for one or other – in some cases both.

6.1.7 The **householder group in Whyalla** included participants who had changed their energy retailer several times. Most of them had both electricity and gas at home. They had changed supplier mainly because of price, and in all cases those who had changed supplier had done so following an approach from energy retailers.

6.1.8 Participants in the **householder groups in Adelaide** seemed more inclined to purchase energy from AGL or Origin than in other groups, with several using one or other for both their electricity and gas supplies.

6.1.9 Participants in the **group of older people in Adelaide** included people who had made the change from one retailer to another, as well as several who had resisted the idea of changing.

6.2 *Awareness of competition*

6.2.1 We asked the group participants to outline their awareness and understanding of competition in the retail electricity and gas markets in South Australia, and to explain specifically the extent of their knowledge of their ability to change their suppliers and/or the existing arrangements with their current supplier.

6.2.2 We asked the groups if they were aware of the companies from whom they could purchase electricity and/or gas. If so, how had they obtained this information? If not, where would they seek this information? The following comments were typical of the business owners or managers who participated in this study.

> *"I've not been contacted much by phone or in person. I get information from different companies in the post, but I haven't done anything about it, because I'm too busy. I guess it would help a lot if there was an organisation that gives you a range of quotes."*

6.2.3 All the participants in the **business group in Mount Gambier** said they were aware that electricity and gas were sold by various different retailers, and that they were broadly aware of the competitive nature of the market, but it became clear very early on in our discussion with them that it was not an issue of uppermost importance in their day to day operations.

> *"I don't know a great deal about the competition, except that there are different companies out there offering deals."*

> *"Different companies have sent me information in the post, and I've had an occasional phone call. I've not been contacted a lot – not as often as you get phoned by the people selling phone deals."*

6.2.4 A couple of these participants shook their heads in response to our query whether they were aware of the extent of competition in the supply of energy, indicating they knew very little about it. Only a couple of these participants had actually set about changing their supplier of electricity or gas.

6.2.5 When we asked this group if they knew who to approach – or how to find out who to approach – if they decided to investigate changing their supplier of electricity, they were mostly aware of just a few company names in this field, and mentioned Momentum, AGL and SA Energy. A couple of participants were not aware of (or could not recall) which company was providing them with their energy supply.

> *"I'm not sure."*
>
> *"To be honest, if I had to check with other retailers, I would not know where to start. Probably Google, keying in energy company SA, or something like that."*
>
> *"I'd go through Yellow Pages."*
>
> *"I've been with AGL for a long time – probably too long. I definitely need to have a look into it."*

6.2.6 The **business group in Whyalla** was also aware of the competitive nature of the energy retail market. They also made it clear they were fairly conservative in their approach to seeking a better deal.

> *"It's like the mobile phone – it's one of the areas where someone is always trying to sell you a better deal. I always try to adopt a rational approach to this kind of service. I stick with a supplier for a certain period, rather than using up my energy trying to find another supplier."*
>
> *"Finding the right provider for energy can be complicated. It's like comparing apples with oranges, trying to work out which is best."*

6.2.7 Some said they had actually investigated finding an alternative retailer.

"I reviewed our position only last week."

"I use the services of a broker, who specialises in finding the best deal for small businesses. It's very helpful and saves a lot of time. You have to have all the bills in front of you. They've saved me quite a lot in telecommunications, and I've saved 10% from my energy bills. The broker contacted me, sat down and went through it all with me."

6.2.8 They all seemed to be aware of what was involved in changing their supplier.

6.2.9 Most of the participants in the **business group in Adelaide** said they were aware of the nature of competition within the energy retail market, and some had taken advantage of the opportunity to change their energy supplier.

"As I recall it started five to seven years ago."

6.2.10 When we asked if they thought it had benefited them in their own day to day costs, one of the participants expressed doubt.

"I don't think so."

6.2.11 Most of the participants in the **householder group in Mount Gambier** said they were aware of the competitive nature of the energy retail market, but many of them admitted they had only minimal understanding of how it worked.

"When we moved into our house, it was the first time I had ever used gas. I wanted to know more about how the market worked, and went into the internet, but became totally confused. I found a website which had details of all the energy providers in South Australia. I found it by Googling via the SA Government site, SA Central. But it didn't make anything any clearer, since every provider had five or six listings and options, along with questions and answers, along with a range of special offers to entice you to go with them. It was all very well, but

most of them did not operate in country towns, so it was a total waste of my time."

6.2.12 Another participant did not feel comfortable with the conditions attached to some of the energy deals offered by some retailers.

"They include a range of benefits and incentives, including discount vouchers and magazine subscriptions, but all of them required you to sign up to the company for at least two years."

6.2.13 All the participants in the **householder group in Whyalla** were aware of the competitive nature of the energy retail market, mainly because most of them had engaged in research and/or discussions about their own access to energy. They were also aware of the potential risks associated with switching retailer.

"Yes, but not about the nuts and bolts of the industry or how it works."

"My feeling is what's the point? I might save $100 this year, but who knows what my new supplier will be charging in 12 months? Am I really going to save much, especially if I have to pay a cancellation fee to move on?

"It's a bit like petrol discounting. You hear of a service station on the other side of town offering cheaper petrol, and you go there to fill up, ignoring the cost of driving there for the cheaper price."

6.2.14 Although the **householder groups in Adelaide** knew they could change to another company, several made the comment, when describing their current situation that they had *"always been with"* AGL or Origin or both.

"I've stuck with AGL ever since ETSA was deregulated, and I've never seen any reason to change."

"We connected with Origin for our gas, because it seemed the obvious thing to do."

6.2.15 Participants in the **group of older people in Adelaide** were also aware that they could change their energy retailer, since many of them had already done so, or they had been approached to do so, but had refused to change.

> *"It's actually quite a complicated process. We changed our supplier a year ago, and were later on contacted by the company we had left. A salesman called at the door and proceeded to tell me what a fool I'd been to make the change, and he persuaded me to go back to the first company. Idiot that I was, I signed up with him, mainly to get rid of him. Afterwards, I realised I had been stupid and tried to get out of it. It proved very hard to cancel the agreement, and it involved me going to Consumer Affairs. Eventually I got out of it. It taught me a lesson not to be pressured into anything, especially if they call at a bad time."*

6.3 Consumer Behaviour

6.3.1 We asked the group participants to explain in more detail their actual behaviour in relation to buying their energy:

- if they had ever approached an energy retailer with a view to buying energy from them – why, how they went about it, and the outcome;
- if they had ever been approached by an energy retailer to switch from their existing retailer; how the approach had been made; and the outcome;
- if they had actually switched their electricity or gas retailer – how often – how easy it had been to make the change; and the outcome;
- whether they had approached their current retailer to vary arrangements governing the supply of energy; and the outcome;
- in all of the above cases, we probed them on their satisfaction with their experience – had they been satisfied? – why/why not;
- if their experience with any of the above had been poor, whether they had complained to anyone about this or about other matters relating to their supply of electricity or gas – if so, to whom? – what was the outcome? – if they had not complained, why not?

6.3.2 In all cases, with regard to the various options, we also explored the reasons why participants did not change their energy retailer – more specifically:

- why those who had not sought to change their retailer had not done so;
- why those who had been approached to switch retailers had not done so;
- why those who had not approached their current retailer to vary the arrangements relating to supply had not done so.

6.3.3 It should be noted that common to all the groups was a lack of specific knowledge about the issues we asked each group about; an equally widespread element of indifference and/or cynicism; and extensive repetition of almost identical comments. Our report of these comments seeks to synthesise their responses with an emphasis on clarity rather than endless repetition of the same or very similar remarks.

Business perceptions

6.3.4 In all the groups, participants complained about the phone calls they received from people selling them various services or offers, especially those from phone companies and electricity suppliers.

> *"I hate being interrupted. They always phone when I'm busy, during the day in the office or at home in the evening."*
>
> *"I ask them to fax me details of what they're offering, and most times they refuse to do that, so I refuse to discuss it with them."*
>
> *"I get quite a lot of calls from electricity companies – the most recent was six weeks ago. On this occasion the guy told me he'd be able to offer our company a deal costing less than what we pay at the moment. I offered to get my latest account, and what he proposed was 5c a kilowatt more than we were actually paying."*

6.3.5 Several of the participants in the **business group in Mount Gambier** had opted to do nothing to alter the arrangements already in place for the supply of energy.

> *"I only recently took over the business, and stuck to what was in place. I didn't really question anything about electricity. I just checked the bottom line for the business as a whole, and thought it all looked OK. The meter was read, and I signed up with the existing supplier, and haven't even thought about changing this."*
>
> *"When you take over a business you assume that what they have in place must be best for it – for a while at least. Maybe it's something I'll look at later on."*

> *"It's the same when you buy a house. The conveyancer gets the meter read, and you take on responsibility for the existing contract from the day you take official possession of the house."*

> *"I don't remember choosing an energy supplier. It was a done deal, as far as I can remember, as part of the settlement of the house."*

> *"I'm not sure. I think I carried on the contract I had with AGL from my previous house – we simply changed the address."*

6.3.6 There was a high level of uncertainty and confusion among these participants. Only one of these business owners/managers appeared to monitor energy expenditure on a regular basis.

> *"We're a large operation, so I'm generally aware of our current arrangements and the amount we pay each month. We're members of the Greenhouse Challenge. We have to tell them how much power the business uses, in terms of diesel, petrol, electricity and gas – bottled gas, that is. They do the sums and tell us how much pollution we're creating."*

6.3.7 Of the few participants in this group who had actually changed their supplier for her home, one of them admitted that it had not been due to any serious consideration on her part.

> *"I got talked into changing my supplier for our electricity at home. It was all done over the phone. I didn't have a lot of time to discuss it, so I just agreed to get rid of the guy. I haven't done anything about the electricity at work. I'm quite pleased, because the cost of our electricity has gone down at home – plus I get a monthly bill now."*

6.3.8 Some knew very little about what they had done, but some were aware of what their friends or others had done in this regard.

> *"A friend of mine tried to change to another company, but was told she was under contract and couldn't change. So, for that reason, I've been hesitant to try and do anything. I assume I've*

got a contract as well, although I'm not too sure where to find out about it."

6.3.9 Some seemed reluctant to make phone calls about this, in case they were put under pressure by the companies concerned. Others were reassuring about this.

> *"I've been told by these companies not to worry about any existing contract, and that they can easily fix it for you and get you out of it."*

6.3.10 When we asked the participants who had changed their energy retailer – or who had considered doing so but not gone through with it – to comment on the process, one of their main complaints related to the way in which they were contracted by some of the retailers with whom they had dealt.

> *"After they have persuaded you to go through with the deal, you are taken through a verbal screed which they say is being recorded, and you are asked to confirm acceptance of specific points. The trouble with this is that it's hard to keep track of what you have said and what you have agreed to. They have different ways – from one company to another – of asking these questions. You run the risk of saying yes to something, not realising it is tying you to a contract."*

> *"The worst thing about this is they do not give you a written copy of what you have signed up for. You have nothing in writing to which you can refer, when comparing what they're offering with what you've already got, or with anybody else's offer. The first you know about your new contract is when you get your first bill."*

6.3.11 Some felt frustrated by being transferred to multiple call centre operators before their questions were answered.

> *"They have this script, and if they feel they're not getting anywhere with you, because maybe you keep asking questions to clarify what they're asking you to accept, they pass you on to*

> *somebody else, and if necessary on to their supervisor. In my case, by this time I've had enough, and I hang up."*

6.3.12 Some were unsure if they had a formal contract with their current electricity supplier.

> *"I don't have any kind of signed written document, so I can only assume I don't have a contract. I assume this must be the case, or the people who say they can easily switch my account to them must be lying."*

> *"I'm not sure if I have a formal contract. If I did enter into one, it would have been several years ago, probably when they first deregulated ETSA, so any contract entered into by me at that time would have expired by now."*

6.3.13 Several were concerned over the extent to which they were expected to trust people they had never met.

> *"You get these phone calls from people who claim to represent this or that company, but how can you be really sure? I'm not so worried about the companies offering to sell me electricity, but I certainly don't trust the people phoning on behalf of phone companies."*

> *"You never really know if they are telling you the whole story when they ring. I'm always reluctant to take them at their word, especially when they are trying to convince me I'll be better off with them."*

6.3.14 Many of these participants said they were reluctant to discuss these issues when they received unsolicited sales calls.

> *"I just tell them I'm happy with the deal I've got."*

> *"I'd definitely listen to what they had to say, provided it's convenient. If it isn't, I'll try to arrange a different time to talk."*

> *"If they phone when I'm cooking, I tell them I'm busy."*

> *"I just say 'not interested' and hang up. I don't want to get caught for ages talking to them."*

> *"They always ring at the wrong time, when I'm preparing tea, or I'm just not in the mood."*

> *"The trouble is they phone at equally difficult times during the day."*

6.3.15 They all agreed with the following heartfelt comment.

> *"If you are busy running your business, it's just too hard to take the time to talk to them."*

6.3.16 It was the fact that they were mostly unsolicited calls that annoyed them most.

> *"Discussing my electricity and gas arrangements is something I'd rather occurred when I call them. I'd get a list of companies who can help me, and I'd call each of them. But if they call me without me asking them to do so, I'm just not interested."*

6.3.17 Several admitted that they hung up on unsolicited calls, not because they did not believe they had something to offer them, but because they were annoyed to be receiving the call.

> *"Besides, I don't think it's good business practice to be doing this sort of thing over the phone with someone you don't know. You have to be able to trust the person you're doing business with. All too often, business scams originate on the phone. I'm not that trusting."*

> *"I certainly don't like giving out any personal details about myself to someone I don't know."*

6.3.18 The only case where a participant had asked for changes in their arrangements with their current retailer had related to payment of the bill.

> *"I asked for a monthly bill instead of quarterly. I hate it when all the bills come in at the same time each quarter."*

6.3.19 Some of the participants in the **business group in Whyalla** said they were aware of the opportunity to change their supplier of energy, but were very cautious before agreeing to anything.

> *"I'm very resistant to being presented with a deal which has a vague reference to "conditions apply", and my experience of the energy deals is there are always conditions attached. They need to be a lot more up front about them."*

> *"We are constantly pressured by companies selling mobile phones and energy deals. The laws should be tightened to protect the consumer."*

6.3.20 Several of these participants said they hesitated to do anything to change their current arrangements relating to energy supply, because the costs involved were not significant enough to warrant the time involved.

> *"Whenever I'm asked to review something like this, I look at it in relation to total turnover and costs. We use a reasonable amount of electricity, but not a huge amount, and a variance of 10% one way or the other is not going to make much difference. Frankly, it's not worth the time and effort involved to change."*

> *"I keep a close watch on all our costs. If anything goes up suddenly, I check with my supplier to ask what's going on. That hasn't happened with electricity."*

> *"No one has presented me with a convincing argument that my business will gain by changing my supplier of electricity."*

6.3.21 Some made it clear they were annoyed by the amount of pressure put on them by suppliers.

> *"I resent getting phone calls at 6pm or later. I hang up when I know it's a sales pitch for something or other."*

> *"You get all these calls offering you a service or a product which will cost less than what you're currently paying. But the chances are, if you look into it, you will lose one or more of the benefits you're currently enjoying. It's like free phone calls you*

may get with your current supplier, only to find you lose them for a marginal reduction in the cost of phone calls. I'm just as attentive when it comes to offers for energy deals. You can end up worse off, if you're not careful. I tell them to stuff it most of the time."

The pressure from suppliers selling a variety of goods and services has reduced the willingness of some participants to deal with companies offer to sell energy products.

"We get pestered all the time with offers on mobile phones, and you get very cynical as soon as the phone goes at certain times of the day – it's always in the evening when you're about to have tea or watch evening TV."

6.3.22 One of the participants recounting his experience of switching.

"I changed my supplier five or six years ago. It saved me money to start with, but then it seemed to even out with what I was paying before. It just didn't seem worth the effort. If I were to change again – and I may do so just to keep people on their toes – I know it will be hard to make the right comparisons, and I'll have to take into account a range of things like summer tariff, winter tariff – it can be like comparing apples and pears trying to work it all out. But, in my case, if someone is genuinely offering me a saving of 10%, I'll look at it, because that mounts up to a tidy sum, given our current spending. If only they could make it easier to work it out and get the best deal. If only they used the same language – even though it's mostly gobbledegook, it would help if it was the same gobbledegook!"

6.3.23 All of those who had actually changed their energy supplier said it had been as a result of an approach from a retailer. Their experience of the process varied.

"The main complaint I have is they won't give you anything in writing. They want you to sign up to a deal there and then with little or no chance to think it through carefully."

> *"In my case, I was contacted by Power Direct, and they offered to send someone round to see me, which was actually quite unusual. A guy came and persuaded me to change to his company, but before I finally decided I thought about it, and he came back again – then I signed up. I didn't feel I was being pressurised. It had the effect of convincing me I'd get good service from the company if I signed up."*

6.3.24 Some commented on the process of signing up to a new retailer over the phone.

> *"It works OK for signing you up, and I don't have a strong objection to it, but it becomes very difficult if you want to cancel the contract. I had decided to change my phone contract and phoned the supplier to cancel. They insisted on going through all my details, but when it came to my date of birth they said it was incorrect, and that I could not cancel the contract. I mean – am I likely to get my birth date wrong? I was dealing with an Indian guy, of course. We went back and forth. I had to send a fax of my driver's licence and the bill, but they lost it, and the guy dealing with me wasn't available. It just went on and on, and I was getting very angry. They totally lost the plot, although it was all eventually sorted out. I'd be very reluctant to sign up to an energy deal with the same process."*

> *"My experience with energy companies suggests they are a lot better at handling these things."*

6.3.25 One of them spoke about the benefits of having used the services of a broker.

> *"They really earn their money, because they sort out all the problems for you. I certainly got the best deal available for my phone by using a broker. It means you don't have to deal with all these Indian guys phoning you at all times. I just hang up."*

6.3.26 Although these participants seemed comfortable about the switching process and had few direct complaints of their own, most said they would refuse to go along with a process with which they were unhappy or to accept terms they did not like.

> *"If you're very unhappy with the way they operate, I suppose you can always go to the Energy Commissioner, but I don't think they have much clout in the market – not in reality."*

> *"If I have an arrangement with a supplier, and the price suddenly shoots up, I'm on to them like a shot and ask what's going on, arguing they've gone way outside ACCC guidelines. It usually works."*

> *"The trouble with electricity is you don't really have a clue what you ought to be paying. The prices go up and down during the course of the year for reasons which are hard to understand. Whenever I've challenged them, they've told me it's all down to the market driving the price up or down. You're actually powerless to do anything."*

6.3.27 The issue which upset them the most related to the actual process of signing up customers for energy supply.

> *"I'm really unhappy you can't get a written copy of what you've agreed. They say they have a recording on file of you agreeing to the terms of the contract, but how do you get to hear it – who would listen to it if you want to query anything? … The people who sell these deals and sign you up – whether it's for a phone or for energy – don't have any principles. They're most casual staff in transit, who have no responsibility for customer service later on."*

6.3.28 Some said firmly there should always be a follow-up written contract after having entered into a verbal agreement, albeit it had been recorded. Some said their experiences with energy companies had been satisfactory.

> *"The energy sector seems to be better, but even some of these companies sent out young kids to do their door-to-door negotiation and sales with businesses. When you ask them for details of something, they have no idea if it's not written in their script."*

> *"When we dealt with Power Direct, we got everything in writing."*

> *"We had a guy from Origin at our door. He would not come inside, so we sat at the front door. I had to phone Origin to get his authorisation number to prove he was who he said he was. They then told me whatever I agreed to would be subject to five days cooling-off during which I could cancel the agreement. We actually decided to cancel, after having thought about it all. I phoned to do so, but was told it had to be done on a special form, which was a bit annoying, but at least we had no real problem cancelling it."*

6.3.29 We asked if they believed that contracts entered into were subject to a cooling-off period.

> *"I think so, but I'm not sure."*

> *"I think there's legislation to that effect."*

6.3.30 A couple of the participants in the **business group in Adelaide** had taken a proactive approach to the issue.

> *"On a quiet day recently, I got my secretary to shop around for ways of saving on our day-to-day operational costs, including electricity and other basic services. I would certainly change supplier if there was a good case to do so. We concluded that the various energy deals vary by about 3c a kw. The best rate appears to be around 15c or 16c."*

> *"I've changed supplier three times in the last five years, mainly to get a better price each time."*

6.3.31 Others indicated they had been less proactive.

> *"As a bicycle retailer, my electricity bill is not large, so I don't bother too much about it. When they first deregulated the market, I changed supplier, but I would only consider changing if I was unhappy with the service being provided, and I don't have any grounds for complaint. I hardly ever need to contact them, and when I have it has been fine."*

> *"The only time we changed our supplier was when we moved offices."*

> *"I've never bothered to change because the rates they all charge seem pretty much the same."*

> *"We're quite a large manufacturing business. We haven't changed our supplier. I have this suspicion that, as soon as you change, they might change their pricing policy, and you're back where you started. I can't be bothered to save only a marginal cost. It's only when you have a problem of some kind that you think you might need to change suppliers, but that hasn't been the case for energy with us."*

> *"We've stuck with the same supplier since day 1. We get people phoning to get you to change, and I've looked at it from time to time. But then I'm angry with myself, because the amount we'd save is so small I wish I hadn't even wasted the time checking."*

6.3.32 None of these participants had approached an energy retailer of their own accord, with a view to changing their supplier.

> *"You'd only do so if you're sure you're going to get a better deal from someone else. In my opinion, the best you can hope for is is saving of $80 to $100 a year, so what's the point?"*

> *"The only reason I'd bother is to make some kind of protest against my current supplier – or more likely all I'd do is threaten to change supplier. Sometimes a bit of politics is a good thing."*

6.3.33 In the event that they were to make an approach to other retailers, we asked the group how they would go about identifying the companies they could approach.

> *"Through the internet."*

> *"I'd Google."*

6.3.34 We asked if they knew any other energy supply companies. They mentioned AGL, Origin, TRU Electricity and SA Electricity.

6.3.35 None of these participants had had any experiences when dealing with energy retailers that prompted them to lodge a formal complaint.

6.3.36 Some had been unhappy, when changing retailers, with the arrangements during the overlapping period between one supplier and another.

> *"There's the period when you're still under contract to your original supplier and the time when the new supplier takes over. You don't want to be paying twice for the same amount of energy. It can get complex unravelling what you paid for in advance and in arrears."*

> *"That's yet another reason why it would be good if there was an independent broker who could be used to work out these details. A bit like a real estate conveyancer. We always accept without question what they tell us we owe, and we settled accordingly."*

6.3.37 Whilst some participants in this group could see the merit of having one supplier provide both electricity and gas, others could not see any necessity to do this.

> *"I'd be more convinced it was a good idea if I got one bill for both electricity and gas, but I don't. We still get separate bills."*

6.3.38 We asked those who had changed their energy supplier why they had done so.

> *"It was price. Only marginal, I admit, but it seemed worthwhile at the time. I checked with our existing supplier, and got no reply, so that was the decider."*

> *"It was the result of a call from another retailer. It was a South Australian company, and he had a good spiel, so I thought I'd listen. It was fractionally cheaper, plus we were offered a further discount if we paid before the due date. We've been with them for a couple of years, and I don't really see any reason for changing."*

6.3.39 Most of them admitted that they rarely gave a cold caller the chance to outline a case for change.

> *"To be honest, my first reaction is to tell them to go away."*

> *"I just don't have the time, so I shut them off quickly as well."*

> *"Most callers get short shrift from me. If I want to change a supplier, I'll make the calls myself."*

> *"The trouble is they always call when you're busy."*

6.3.40 One of them said it would be better for companies like these to send them a written document with details of what they could offer.

> *"It's better if they send a leaflet. I normally look at stuff that comes in the post. It's how I handled our phone company. I got a leaflet, and it looked attractive."*

"I told my existing phone company what I had been offered. They said they would get back to me, which they did and improved my deal with them. I haven't done this yet with my energy supplier, but that's mainly because I don't see much of a gain to be made."

Householder perceptions

6.3.41 Some participants in the **householder group in Mount Gambier** said they had made approaches to energy retailers.

"When we came here, we rang some of them up to find out what they had to offer. I had looked them up in Yellow Pages. I got all the information I needed, and made my decision based on that."

"I'm happier to be ringing them for information I need, rather than have them ring me to try and sign me up to their service."

6.3.42 We asked the participants how they would find out who to approach on these matters. Did they know which companies provided energy in South Australia?

"We all know ETSA used to do it all, and that AGL took over the sales side of their operation when it was deregulated."

"We found ourselves almost automatically with AGL."

"When we decided to find another retailer, I asked the girls at work who they were with. One of the companies provided green energy, so we went with them."

6.3.43 One of the participants asked a pertinent question.

"Do energy retailers have to be registered to sell electricity and gas?"

6.3.44 Most participants had been approached by sales representatives of the retailers.

> *"A person came to our door and asked if I wanted to change my energy supplier. I hadn't intended making a change, but he convinced me to use the same supplier for both electricity and gas."*

6.3.45 Some participants had experienced a lot of pressure from salesmen, and felt strongly this should not be allowed to happen.

> *"I had a guy call at our house. I couldn't really understand him very well, and I asked him several times to go. But he persisted in trying to get me to consider his offer. He even came inside the house. It was just unreal. I couldn't see any benefit to us from what he was proposing. I contacted his company to complain, but it took so many calls, and I was passed from one person to the next, I gave up."*

> *"We've had similar problems with calls from salesmen while I was at work. I used to work for Consumer Affairs, and we received lots of calls from pensioners who had been harassed by these salesmen. They didn't understand what was being proposed, and eventually, they told me, the only way to get rid of them was to sign up."*

> *"Most of these salesmen pressure you. When they called us I didn't have the time or I chose not to bother to make the time to discuss it. I'm happy to pay the bill for what we're currently getting. It seems about right to me, compared with what other companies are offering. When I get phone calls or people knocking on the door, I react badly against them, especially when they won't take no for an answer."*

> *"The other issue is that people are pressured into agreeing to sign up there and then without being given enough time to think about it. People want the best deal, but they want time to consider it and compare it with what they have got."*

> *"What really annoys me is that the salesmen they send out door knocking are young and inexperienced, and often can't speak English properly."*

6.3.46 One participant pointed out that there were remedies if people felt that strongly.

> *"You can always go to the Electricity Ombudsman if you're really unhappy with how these companies operate."*

6.3.47 None of the other participants in the group knew there was an energy ombudsman. None had actually made any formal complaint.

> *"Most people go to Consumer Affairs."*

6.3.48 Participants were also annoyed by the frequency of phone calls selling them various goods and services in the evening. They made the point that it was mainly phone companies who did this, and not usually energy companies.

> *"The reason energy companies don't phone is that so many people are on don't call registers. That's why they have reverted to having salesmen on the road door knocking."*

6.3.49 On another topic, one of the participants asked if it was right that an exit fee could be charged when a person was moving house.

> *"I discovered that they charge you an exit fee if you are moving house, and even when they can't supply electricity or gas to the house where you are moving to. That really sucks."*

6.3.50 A common complaint in this group was that many of them had not been given a written copy of the new contract.

> *"It's all done over the phone. The minute you say yes to anything, they record it – even confirming your name. They don't give you a copy of what you've agreed. The next thing you get is a bill."*

6.3.51 None of them had felt so strongly that they took the matter up formally.

6.3.52 Some made the point that they had not experienced such behaviour.

> *"When we signed up we were given a brief document summarising what we had agreed and a week later we received a letter with all the details."*

> *"The mobile phone companies – for all their faults – will send you a printed version of what you agreed, and a form enabling you to respond that you don't agree."*

> *"In effect, it's a cooling-off period. It's provided for in laws governing door to door salesmen."*

> *"Our experience was quite good. We had a rep come to our door and outlined the deal. I liked the sound of it and said I wanted details and time to consider. He agreed to this, and gave me his phone number. We eventually agreed to sign up, because we felt it had been our choice, when on other occasions we have felt totally pressured by the salesman. Once we had agreed, we had to go through the terms of the contract on the phone and give our verbal assent."*

> *"I had a visit from a man from India. I have a technique. I offer visiting salesman a seat on our verandah and listen carefully to what they have to say. In this case, I said I would compare what he was proposing with what we already pay. He offered to go through it with me. True enough his proposal was considerably cheaper. So we signed up on the spot. We were on an AGL contract, which was binding for five years, with a buy-out fee. But changing companies saved us enough to cover the cost of the buy-out, so the change was well worthwhile. What appealed to me more about the new deal was that it included green energy."*

6.3.53 We asked the group if their experiences dealing with gas retailers were the same as what they had outlined about their dealings with electricity retailers. Most said they had made no effort to change their gas supplier and had not been approached by other retailers to switch to them.

"When we bought our house, we had to make a quick decision about who to approach for gas, and Origin seemed the obvious choice."

"Dealing with the gas companies is not the same kind of issue."

6.3.54 However, some had changed their supplier and explained why.

"I wasn't happy with the way Origin marketed their services, so I went to another retailer."

"I went to Origin for both electricity and gas, because they offered to reduce both bills if we did so."

6.3.55 Some had had bad experiences with gas.

"I spent two years renting with gas, and swore I'd never use it again."

6.3.56 Overall, people did not identifying major problems stemming from their dealings with energy retailers. However, they said the whole process could be improved.

"Because I was making the approaches, I was in the driving seat."

"It was fine."

"If you knew what to ask and what you wanted, it would be easier. The main problem is having the time – or making the time – to discuss all the issues involved."

6.3.57 One of the female participants in the **householder group in Whyalla** spoke with satisfaction about her move to Origin for both electricity and gas supply.

"A salesman called at the house, and I fired a whole load of questions at him, and he had all the answers. I got $50 off the first two bills, provided I signed up with Origin for two years."

6.3.58 Others had similar stories, saying that, following an approach from a rival retailer, they had changed supplier because the price they offered had been cheaper than their existing contract.

> *"We were getting bills from interstate for our electricity and decided we wanted to deal with a South Australian company. It meant paying an exit fee of $80. We didn't like it, but we paid it. In fact, we saved more than the $80 in our first bill."*

> *"Someone called at our door, and we asked them for identification to make sure they were who they said they were. After a lengthy discussion, he convinced me to move, and we signed up. The clincher for me was a 10-day cooling-off period. I did not feel I had been pressured into agreeing."*

6.3.59 We asked those who had changed their energy retailer why they had done so.

> *"Mainly because we received a call from another company, and they persuaded us to switch to them."*

6.3.60 None of the participants had taken the first step themselves. They had all reacted to a call from a rival retailer.

6.3.61 We asked if any of them had approached their existing supplier to vary their contract.

> *"I tried that, and ended up having a huge row with them."*

> *"I got them to agree to a lower price, but when the paperwork came through, it wasn't what we had agreed on the phone, and that led to negotiations back and forth."*

> *"It's just not worth all the effort, simply to get a reduction of $10."*

6.3.62 We asked those who had not changed energy retailer why they had not done so.

"We thought about it, but some of our friends had changed companies, but had then changed back, because they had not realised the company they went to was not based in South Australia."

"My brother changed to Origin, but he returned to AGL. I thought why bother chopping and changing?"

"I've been with AGL for several years. They contacted me with an offer of a 5% discount, provided I signed up with them for two years. I said no. I didn't want to be tied down in this way."

6.3.63 Participants expressing concern about where their supplier was based explained the reasons for their concern.

"You need a local company in case of any fault and you need service support. If you're dealing with an interstate company, you may find yourself waiting for a day or two before you get any kind of response."

6.3.64 For some the reason they had stayed with their current supplier was simple.

"I'm with AGL, and have had no problems with them. Why change?"

6.3.65 However, other participants were less satisfied with their experiences with their suppliers.

"The cost of getting out of a contract has gone up a lot. It used to be about $25, but now it's around $80 to $100."

"The prices in South Australia have increased a lot. Local companies used to be the cheapest in the country. We're currently paying twice what they pay in New South Wales."

"The trouble is they never tell you when your contract is due to expire or even if it has expired. This allows them to increase the price of your electricity without warning you, because you are no longer protected by your contract. You have to be very alert when you get your bill. The increase in price is usually

very gradual, but it soon mounts up, and you find you're paying a lot more than you thought."

6.3.66 Some were critical with the level of service.

"If you need to speak to them, it always takes ages to get to the right person. They promise to ring you back, but they never do. If you had contacted them to complain about something, you end up saying stuff it, it's not worth it. That's how they get away with ripping you off."

6.3.67 Some of the participants had had bad experiences with their supplier, which had led them to make complaints about their performance.

"We were with TruEnergy and had a written contract. They increased the price, which was not consistent with the terms of the contract. We made a lot of calls and got nowhere, and eventually went to Consumer Affairs. The company ended up paying me to get out of the contract, because I had threatened to go to the media."

6.3.68 There were some comments about phone calls and salesmen at the door.

"It really annoys me that they always ring you in the evening when you're watching TV or having your tea."

"The phone calls are mainly for the mobile phone companies. I've found that energy companies rely more on door to door salesmen."

"And they don't seem to observe the rules about how late to call. We've been getting callers at our door as late as 8pm."

6.3.69 We asked participants if they had gone through the same process in relation to their gas supply. A couple had done so.

"It was cheaper if we went to one supplier for both electricity and gas. It saved us about $50."

"I refused to combine the two. I was always happy with SA Gas, which became Origin, so I've stuck with them."

6.3.70 We asked participants in the **householder groups in Adelaide** who had changed their energy retailers why they had done so.

"I got a phone call from Origin. They have been providing us with gas. They asked if I wanted a better rate and to have our electricity through them as well. It was that easy. I've been very happy ever since, dealing with just one company for both."

"It was all so easy. Someone came to the door and explained clearly and logically why it was in our interest to change supplier. We concluded that we wouldn't be any worse off, and that if we combined the change with some changes in our habits and the way we used electricity, we could be a lot better off. So we agreed to make the change. Our main motivation was that our existing supplier had been bought by a Chinese company, and we wanted to be with a company that was based in South Australia."

6.3.71 Some had not been happy with the outcome.

"It was really because we were approached by another company to make the change. The guy from TruEnergy offered us a better rate. As it happened, when our first bill came, we saw they were charging us more not less. They told us it depended on what rate we were on, or something like that, but it didn't make sense. We were using the same amount of electricity, but paying more for it."

6.3.72 We asked those who had changed if they had been happy with the process of switching retailer.

"I'm always dubious when you get talked through the terms of your contract on the phone. You are asked to constantly respond to their questions, to the point it becomes almost routine for you to say yes to whatever they are asking. You end

up not listening properly, and you don't really know what you've agreed to."

6.3.73 Several were unsure if, having gone through this process, they had subsequently received a written copy of their agreement.

6.3.74 We asked those who had not changed their supplier why they had not done so.

"Better the devil you know is my attitude."

"My attitude is AGL is still the ETSA we all used to know. It has been around for donkeys years. It's a brand I'm comfortable with. I just stay put with people who provide me a service.

"AGL have a loyalty program. They contacted us and offered us a rebate of $6 if we stayed with them. So we said OK, we will."

"My reason for not changing is I don't understand how it all works. How can newcomers make money in this market?"

"I feel a lot more comfortable staying with what I know."

6.3.75 Some of them recounted their actual experiences.

"A few years ago, a couple of young guys from Origin called at the door, offering us a discount of 5% to 6% if we accepted their offer immediately and signed a long term contract. We said no way."

"I always refuse if they try to pressure you into agreeing on the spot."

"If we do agree to anything like that, we always check that it's subject to a cooling-off period. If not, we say no."

"We had a similar approach with a cheaper price. We told AGL, our current provider, and they immediately offered to match the price."

6.3.76 Part of the reason why several participants had not changed their supplier was due to their reaction when approached to do so.

> *"I knocked them back, because they wouldn't give me a written version of what they were trying to sell me. I need to be able to digest that sort of stuff without feeling pressured. Certainly not over the phone. We were approached at the door, and we agreed to change because we were able to sit down and have a discussion in a relaxed situation. It was only when we had agreed that we let him inside to go through it all with us on paper."*

> *"It all depends on what you're doing when they call."*

> *"We had salesmen calling just as we were sitting down to tea. So we said no, come back another time."*

> *"Apparently they're not supposed to call after 6pm."*

6.3.77 Some participants had experienced difficulty in dissuading salesmen from trying to get them to agree to accept their offer.

> *"We had a guy who just wouldn't take no for an answer. He kept persisting and asking to see one of our bills. I kept telling him we were happy with our current provider."*

> *"I don't like it when they call at the door. I feel invaded by it, because I'm a single parent. It's usually men who call, and whilst most of them are very nice, you never know. Besides, I don't like discussing my affairs at the door."*

6.3.78 Several of these participants had private phone numbers or they had registered not to receive unsolicited sales calls.

> *"If I want something, I prefer to make my own approaches to find it."*

> *"They can advertise on TV and I'll follow it up."*

6.3.79 We asked those who preferred to make their own approaches to retailers, how they found out which companies to approach. Which ones did they already know? They listed the main companies, AGL, Origin and TruEnergy.

> *"There's also that company which offers pay as you go. They advertise on TV, but I can't remember their name."*

6.3.80 We read out the list of retailers, and several commented they had never heard of many of them. None of these participants had looked in Yellow Pages.

6.3.81 We asked these participants if they regularly checked their power bills, and several said they did.

> *"I always look at the graph on the back of the bill."*

> *"I noticed a big discrepancy once and phoned them up, and they admitted it had been due to someone unintentionally transposing the numbers. I thought that was a bit of a worry."*

> *"My wife reads our meter every Monday morning and writes it down very carefully. When we noticed a big error, she was able to trace it back without any problem and they corrected it."*

6.3.82 We asked participants if their experiences with gas companies was the same as their experiences with electricity retailers. Some said yes, others disagreed.

> *"I've generally found Origin offers a better service than AGL."*

> *"You never know till you have a problem. I've never needed to call on the gas company – I simply pay the bill, and it all seems to be OK."*

6.3.83 The participants who had switched discussed whether their experience was satisfactory and, if not, how they responded.

> *"If I was that unhappy, I'd have gone to the head of the organisation."*

> *"I'd phone their head office, although I think there's also an energy ombudsman."*
>
> *"It would have to be a very bad experience to warrant doing that."*
>
> *"If you do lodge a formal complaint, the chances are you'll get a robot answering the phone."*
>
> *"The only time I complained was when a particularly pushy guy wouldn't let it go. I asked for a leaflet and called his customer service centre. All I got was a response saying they'd take note of it."*

Perceptions of older participants

6.3.84 Several participants in other groups had spoken about the vulnerability of older people to being pressured into entering into agreements with suppliers as a result of pressure on the phone or at the door. The **group of older people in Adelaide** confirmed that this was often the case.

6.3.85 Several of the participants said they had been persuaded to sign agreements without being given the chance to think about all the implications. Some said their own parents had similar experiences.

> *"My Mum gets caught if they call or phone when she's watching TV or getting the evening meal. She recently changed her electricity company without going into all the details. My sister, who lives with her, was livid she had let someone in the house in the first place."*

6.3.86 We asked those who had approached other retailers of their own volition why they had done so – what had motivated them to take the first step?

> *"When they first deregulated ETSA, my husband did a spreadsheet setting out all the options. We were with AGL to start with, and then decided to go to TRU, when they announced they had green energy. We accessed them through the Adelaide Energy Cooperative."*

6.3.87 We asked those who had refused to change their energy supplier why they had not proceeded.

> *"Our consumption is so low, as well as the bill, it's just not worth the effort of doing so."*

> *"We say no usually because they're so pushy."*

> *"As far as we were concerned there was no need to leave ETSA when it was deregulated. We didn't want to enter into a contract with AGL either. We were happy to leave things the way they'd always been. The only change we asked for was to receive a monthly bill."*

> *"We've had people knocking at the door. They can't ring us because we're on the do not phone register. AGL offered us a $50 voucher to sign a contract with them for two years. We said no, we were happy with how things were."*

> *"We were approached by TruEnergy and a Victorian company with offers of 7% less than we're paying."*

> *"I guess it's feeling happy in your own comfort zone. It's why I resist change and stay put with what I know. I never give these people a chance to tell me if they can actually offer me something better, simply because I resent their intrusion. The best way to get to me is for them to send me something in writing or advertise on TV, so I can follow it up for myself."*

> *"We were with AGL and moved on to different retailers twice, but still haven't got what we thought we were getting. We may well go back to AGL again, mainly because [inaudible] Energy won't give us any credit for the solar power we hope to be putting into the network."*

> *"We had someone at the door from Aurora - you know, the pay as you go people. They asked if we had seen their ad. I wasn't in the mood to discuss it, since we have only recently moved to AGL. I believe you're better off with the devil you know. We went to the Adelaide Home Show and were offered a deal by TruEnergy. I liked what they were telling us, and asked if I*

could take the leaflet with me to compare it with what we had, but they refused to give us anything, saying we had to agree to their offer there and then. So I refused. I'm not in favour of that kind of pressure."

"A friend of mine is associated with a business that helps businesses to save money on things like energy. They checked us out and said there was no point in us changing because our energy consumption was so low."

6.3.88 Some of these participants said they had had similar experiences with gas companies to those they had had when discussing electricity. However, most said they were far less concerned, since their expenditure on gas was much less.

"It's not worth the effort."

"We opted to use the same company for both electricity and gas, expecting them to come through with one bill. We're still getting separate bills, which is annoying."

"Look, call it apathy, but I just can't be bothered to change."

6.3.89 For some participants, a barrier to change was their lack of understanding of how the whole system worked.

"I just don't understand how one company can offer electricity more cheaply than another."

"I've also asked that. The power comes from the same source, it uses the same lines, it has the same transformers – how can it cost less with one as opposed to another supplier?"

6.3.90 Some were unhappy that a typical energy contract had an exit fee, which they quoted at being anything from $55 to $100.

"I can understand you having to pay an exit fee if you sign up for two years and move on because you get a better offer elsewhere. But they also charge the fee when you move

house, even though I wanted to use the same company in the new house."

6.4 Criteria for choosing electricity and gas retailers

6.4.1 We asked the participants to indicate the criteria they applied when deciding which retailer to use for their electricity and gas, and which of these were most important to them. We asked the participants to rate their current supplier on these criteria.

6.4.2 We asked the group participants a number of related questions concerning both their attitudes and their behaviour in relation to changing their energy retailer or the existing arrangements with their current retailer:

- Had they been motivated to have both their electricity and gas supplied by the same retailer? Had this been a deliberate move or had it happened more or less by chance? If they had chosen to do this, why?
- Had they been offered any incentives to change their energy retailer or to stay with their current retailer? What had been the nature of these incentives? Had they been attractive? Had they been influenced by these incentives, whether to change or stay?
- For those who had changed their energy retailer, how satisfied had they been with the process? Had it achieved the desired outcome?

6.4.3 In the case of all eight groups, and virtually all the participants in each group, price was mentioned as the main criterion by which they judged the merit of being with one retailer as opposed to another. For many – if not most – of these participants, price was often the only criterion.

6.4.4 The **business group in Mount Gambier:**

> *"There aren't many questions you can ask, other than how much?"*
>
> *"You need to know if there are any hidden costs. For instance, is there a supply charge? A charge to get connected, or – if you've got bottled gas – is there a supply charge?"*

6.4.5 For the **business group in Whyalla** the main criterion for changing to a different energy retailer was price, and whether there would be a real saving.

> *"It really does come down to the price, especially the summer tariff. We have to keep the place cool for our customers."*
>
> *"The trouble is unravelling the summer tariff from the winter tariff when your bill overlaps the two periods."*

6.4.6 There were mixed reactions to the idea of having the same supplier for both electricity and gas.

> *"I'm not keen on the idea. I prefer to keep things like this separate."*
>
> *"My daughter was offered a 5% discount off both bills if she agreed to let Origin supply both."*

6.4.7 The main criterion for seeking to change their energy supplier, according to the **business group in Adelaide,** would be if there was a significant cost saving. We asked what other criteria they might apply.

> *"I'd want to know if service calls would be handled locally, or if they would be dealt with by a remote call centre. If it was based in India, I just would not pursue the idea of going with the supplier concerned."*
>
> *"It really pisses me off when I have a problem, and I call them, only to find I'm talking to a computer or to someone who has no idea where we are, let alone have any local contacts."*
>
> *"For me it's a given. It has to be an Australian company – preferably South Australia if they want me on board."*

6.4.8 Another concern for some of these participants was the nature and duration of any contract they would be expected to enter into.

> *"I don't want to be locked into a long-term contract."*

6.4.9 We asked this group whether being offered any incentives, either to change supplier or to remain with their existing supplier, would influence them. They all indicated it would not do so.

> *"Getting a gift of some kind would have no impact on me. However, if a retailer did give me something like light globes or a shower head, which I understand one of them does, I'd see it purely as a bonus – not an incentive to sign up with them."*

> *"I changed to a supplier providing green energy. This in fact costs us more, but we were doing something positive for the environment."*

6.4.10 This raised the topic of green energy, and we asked if any of them (apart from the previous speaker) had considered going to a supplier which offered it.

> *"For a start, I don't really know what they mean by green energy. Is it a case of having solar panels on your roof – or what?"*

> *"All I know about solar energy is that it is very expensive to install, and it takes years to recover your investment."*

6.4.11 We asked those who had entered into discussion with any of the energy retailers concerning a possible change whether they were happy with current provisions for dealing with any changes.

> *"I will never commit myself to a contract when my only contact with a company is on the phone. I always insist on getting details in writing or I won't proceed."*

> *"But most energy retailers refuse to let you have anything in writing."*

6.4.12 The **householder group in Mount Gambier** said there was really only one issue at stake for them in seeking a new energy supplier, and that was a cheaper price.

"You have to probe them for all the facts, because they won't volunteer anything you don't ask about."

6.4.13 Participants then identified the other issues they considered important when considering whether to change their supplier.

"If they offer you a $50 discount voucher, is there a retail outlet in town where you can use it? It's no good if the only place to use it is several hours away."

"You need to know what level of back-up service you will get. Is there a local service support or is it several hours away? How long you may have to wait if you experience a problem?"

6.4.14 We asked this group if they had been offered any incentives to sign up with any of the retailers, some of them indicated they had.

"I was offered a free magazine subscription. I went for Cleo. They offered quite a range of options. For me it was a "might as well" factor in my decision, but these incentives were not the main reason for my decision. Price for the service they provided was my main reason for deciding what to do. The incentive was really a bonus."

6.4.15 We asked the group if green energy was an attractive feature which influenced their choice of company.

"I was pleased to be told that the company I was talking to obtained their energy by green means."

"I don't think it's such a big factor. It's nice to know if they do. It was never something I asked about."

"I was offered green energy, but it would have cost me an extra 14c a kw. I couldn't see why it should cost more."

6.4.16 Some were confused what this all meant.

"How do they make green energy? What does it mean?"

6.4.17 We asked if an early payment discount appealed to them.

> *"I always pay my bills early, so it would definitely be nice to get a reduction for doing this, however small it might be."*

> *"I'd be happier to have a company that was more relaxed if occasionally you are late in paying the bill. Some of them are very rigid – if you don't phone before the due date, and things like that."*

6.4.18 The **householder group in Whyalla** said that, apart from price, their main concern when considering which retailer to use was to make sure it was a South Australian company.

> *"The trouble is that companies often carry a name which leads you to think they may be local, when in reality there are owned overseas, but the critical thing you want to know is where the service support will be coming from."*

6.4.19 One of them said they had been offered energy-saving light globes and a shower head if they switched to another supplier.

> *"When you consider the cost of the globes and shower head, it was actually quite a good deal, and the goods arrived promptly. I was very happy with this offer."*

6.4.20 Some had been offered green energy, but were not sure what this all meant.

> *"No one has really explained to me what green energy actually is."*

> *"Is it something to do with having solar energy panels on your roof?"*

6.4.21 None of them had sought information about green energy products.

6.4.22 We asked if any had been offered an early payment bonus. Only one participant had followed this up.

"They told us if we paid our bill seven days prior to the due date, there would be a 10% discount. So we did."

6.4.23 We asked those who had changed their energy supplier if they had been happy with the process.

"Once we had found the right company which suited our needs, it was fine, and it still is for the moment."

"In all the circumstances, I suppose it all went OK."

6.4.24 The key criteria for selecting a retailer for participants in the **householder groups in Adelaide** were similar to what others had already indicated.

"Accessibility is critical. If I phone them for assistance, I don't want to be waiting for ages for someone at a call centre."

"A key thing for me is to be able to easily understand what they're offering. They have to be able to explain it in plain English. I have a very low tolerance level. If they expect me to jump through hoops and roll under the hedge, they can think again – as simple as that. I tend to stick with the devil I know."

"At the end of the day, it's still ETSA which delivers the power. The companies selling electricity have to explain where they come into it."

6.4.25 One of them asked who was responsible in the event of a power cut – ETSA or the retailer? Their responses indicated there was some uncertainty.

"ETSA is responsible for the infrastructure which delivers the power. It must be them."

"But you're paying AGL or whoever for the service, so they have a responsibility as well."

6.4.26 Opting for a company which offered green energy was not seen as responding to an incentive, so much as doing the right thing.

"When we were moving into our new home, we had to find a supplier for gas, and we knew Origin had an environmental policy. Plus they offered other incentives."

"The reason I went to Origin was because they had the green option. You pay a bit extra, knowing they use it to help find better reserves for energy, and to put something back into the environment. Their aim is to be carbon neutral, and that's a good thing."

"I think it's about $30 a year more, but they provide you with useful information on how to save on your use of power."

6.4.27 Others were unsure what it all meant, but for some one thing was clear – they were not prepared to pay extra for green energy.

"I do what I can as an individual to help protect the environment, but not if it's going to cost me more in terms of electricity or gas. We already pay enough as it is."

"But why does it cost more? Shouldn't it cost less? I'm afraid money is a premium issue for me, and even $30 can make a difference."

6.4.28 As for other incentives, some referred to those offered by Origin to those who signed up for their green energy deal.

"They offered us a shower head and low energy light globes."

"I got a backpack from TruEnergy."

"Origin offered us a discount of $50 or a magazine subscription, if we renewed our contract with them."

6.4.29 We asked if any of them had been offered an early payment bonus.

"We were told if we paid a fortnight early, we'd get a discount of $10 or $15. It wasn't a factor in our decision to go with them, because we weren't actually aware of it at the time we signed up. It seemed like an extra bonus when we learned about it."

"It's a good idea. Some councils do this, and Australia Post do it if you renew your post box early."

6.4.30 We asked this group what would motivate them to change to another retailer.

"I think I'd take it more seriously if there was a website I could consult or if I could go to a one-stop shop which gave me details of all the retail offers."

"Today Tonight had a story about a website which did that."

"Apparently the Government tried to set up a service like this, but it didn't work."

6.4.31 The **group of older people in Adelaide** said that the criteria or guidelines they followed when discussing these matters with energy retailers included checking carefully what they were currently paying for these services.

"When you're talking to them, you need to have your bills with you."

"I like the idea of getting a discount off any bill you pay ahead of schedule."

"Instead of them trying to lock you into a contract, you should be trying to get them to commit not to increase their price for a specified period. Otherwise, you have no assurance they won't increase their prices in six months."

"I check the history of any company I'm thinking of using."

"Plus who owns it."

6.4.32 Several of them agreed that they preferred to be with a company that was based in South Australia.

"If I was planning to change, it would certainly be a factor."

"It's really all about service. You need to have someone local to be sure you will get decent service. The main test is how they handle calls.."

6.4.33 Some of them spoke about the vouchers and incentives some companies offered.

"I was offered a free DVD player. As it happened, I had no need of one, but I help at a residential aged care facility, so this was ideal for them. So I signed up with a new company, just to get this gift. The cost saving was significant enough to make it interesting for me. I think I've done well, and I got a nice gift as a bonus."

6.4.34 Most of them indicated, however, that being offered incentives of this kind was not likely to encourage them to go with one company over another.

"A $50 voucher? So what? It would only be usable in an AGL shop. What am I likely to want to buy that's worth $50 or more?"

6.4.35 One of the participants had been given a booklet of vouchers for use at other retailers, but admitted she had never used any of them.

6.4.36 The only incentive which appealed to any of them was the early payment discount.

6.4.37 When we asked them if they would be interested in a company which offered them green energy, many of these participants asked what it was. Some attempted to provide the answers.

"It comes from renewable resources – wind or solar energy."

"It makes me feel I'm doing something for the environment, although I think a lot of the companies involved are making exaggerated claims."

"AGL offered conversion to green energy, but the cost would be higher. I don't want to seem selfish, but I think I'm already

paying enough for my energy, and I'm not interesting in paying more."

6.4.38 There was a short diversion on to the topic of solar power, with some participants expressing interest in using this within their own domestic environment.

6.5 Information

6.5.1 We asked the groups if they had ever looked for information relating to these matters. If so, where? Where would they have expected or preferred to find this information? Was it actually available through their preferred medium?

6.5.2 We also asked them what type of information they needed to make an informed decision on these matters. What information had been most important to them? Had it been readily available?

6.5.3 We were also keen to establish how the provision of information or the information itself could have been improved to make it more useful to them. Was there sufficient information? Had it been easy to understand? Had they been able to make comparisons between offers and other related information? How could all this be improved?

6.5.4 The **business group in Whyalla** said it would be helpful to be given information to help them handle these issues.

> *"It would be helpful to have a list of all the terminology used by the energy companies, along with a list of the questions we should be asking."*
>
> *"Yet in standard language we can all understand."*
>
> *"It's quite easy to understand the phone deals being offered, but I honestly don't understand the whole basis of electricity deals. How is it that getting energy from one company can be cheaper than if you deal with another supplier."*

6.5.5 The **business group in Adelaide** listed a number of areas of information they would need.

> *"You need to know what rate the supplier would be charging."*
>
> *"How easy it would be to transfer from one supplier to another."*

"How long it takes to make the transfer."

6.5.6 Some added that they would greatly welcome an advisory leaflet, explaining the issues and how best to ensure you get the best deal possible.

"There ought to be a checklist of issues you need to resolve and clarify, so you can make a proper assessment."

6.5.7 When we asked the **householder group in Mount Gambier** what information they needed to make the right decisions for themselves, they reiterated that they needed to know all the details relating to cost, what service back-up there was and any other contractual obligations were involved.

6.5.8 We asked the **householder group in Whyalla** what information they would have liked when considering changing their retailer.

"Better information we could compare with what we were doing and with what others were offering."

"We only changed supplier because they approached us and convinced us it was a good thing to do."

"I've found I don't really know what questions to ask them, apart from how much."

6.5.9 Some offered their checklist. It included knowing about seasonal fluctuations in price, exit fees, the level of support service, and how accessible were they.

"I judge the quality of service by knowing if they deal with calls themselves or if they hide behind a call centre. If so, where is it?"

6.5.10 We asked the group if they were considering approaching retailers to make a change, how they would find out which ones to approach. The response was to "Google". However, none of them had actually done so.

6.5.11 The **group of older people in Adelaide** said they would value better information on how different companies structured their fees, so they could compare one with another more easily.

> *"But what I really want is a better understanding on how the whole market works. The broader picture."*

6.6 Other relevant factors

6.6.1 We were keen to establish the extent to which the burden of paying for their use of energy impacted on participants' ability to meet other business or household expenditure. Was it a severe burden for them? What proportion of their disposable household income – or their actual expenditure – was spent on energy bills?

6.6.2 Did they believe that increasing competition between energy retailers had reduced the actual cost to them and thus eased this burden in any way?

6.6.3 Most of the participants in the **business group in Mount Gambier** did not seem to rate the cost of energy as a major factor for them in running their businesses. Only a couple of them indicated it was an issue of concern.

> *"I don't actually pay the electricity bill myself, since I'm renting a room in someone else's business, and I pay my share of the bills. I was taken aback at the cost of power for my area as the nail technician. It was $200 for my first three months. All I use is an ultra-violet light, two wax pots and some lighting and heating. I thought $25 a week was quite expensive."*

6.6.4 Others laughed saying how wonderful it would be for them to have such a bill!

> *"There is so much pressure on anyone running a small business these days. You really don't have the time to spare to check out this kind of expenditure or ways of saving on the cost of electricity. When I got the call to come to this discussion, it was a kind of jolt for me to give it some thought, which is one of the reasons I've come. I get a much bigger bill than this lady – about $1,000 a month – but I've been too busy to look into ways of reducing it."*

6.6.5 We asked whether they adopted a similar attitude towards the cost of their power bills at home. Somewhat surprisingly, their response was quite different.

"I do more to conserve on the use of energy at home than at work."

"I think of things differently at home because it's me that's paying the bills from out of my own pocket."

"At work, we switch off the lights and that sort of thing, but overall that doesn't really achieve much. But that's down to my business – not me personally."

6.6.6 However, not all participants shared this view.

"They are equally important to me."

6.6.7 Most of these participants made it clear that the cost of electricity and gas were not onerous to them, and consequently they were not inclined to spend time dealing with a change of retail supplier.

"So long as the cost remains as it is – not too horrendous – I'd rather go on paying it than go through the exercise of discussing and signing up for another arrangement."

6.6.8 We asked the **business group in Whyalla** how significant was the cost of energy to their overheads and business operation. They said it was significant, but did not rank as their highest priority.

"It's uppermost, but not our highest overhead."

"For us it's wages, rent and freight that are the top three costs."

"You're always aware of the cost of utilities like electricity. We've been with our current provider for a few years. It's a bit like your phone costs – not the most essential item, but you can't do without it."

6.6.9 Participants in the **business group in Adelaide** also shook their heads when we asked them if their electricity cost was a major part of their operational overhead.

"It's quite a minor cost, relatively speaking."

"I used to own some restaurants, and it was more of a concern then, but not now."

"In the summer period you're more aware of the cost, because of running an air conditioning system, and it also depends to what extent we are running all our machines."

"You just accept that it's a cost that's built into the overall cost of production."

"The costs are incidental, but we do try and save on them, mostly by turning off lights and the air conditioning when they're not needed."

6.6.10 Several of the participants in the **householder group in Mount Gambier** said that paying the energy bills constituted a significant financial burden for them.

"Especially if you're unemployed or on a pension."

"You worry if you can't pay that you might be cut off."

"It doesn't worry me a lot, because they usually give you extra time to pay. My problem is not having access to a phone during the day to discuss it with them."

"For me paying these bills is a constant juggling act."

"People get to know the system. The one thing you can defer is usually your rent. You can't allow your power or gas to be cut off, because you have to keep the kids warm, and of course you have to be able to feed them."

"As an unemployed student, I'm always juggling the bills. One of the reasons I signed up to my current provider is that they offered an internet service or a card to enable you to make periodic payments. Then when the main bill comes in, it's a case of topping it off with a reasonably small payment. It makes it more manageable."

6.6.11 The **householder group in Whyalla** did not indicate that they experienced quite the same level of financial burden in relation to their energy bills.

> *"It's a major priority, but it doesn't worry me all that much."*
>
> *"You can make things easier for yourself by opting for a monthly bill."*
>
> *"Or you can get a payment card to make regular payments of $20 here or $50 there, so that the bill is not so large when it does arrive."*
>
> *"I was actually surprised that my bill wasn't so bad this summer."*

6.6.12 Several participants in the **householder groups in Adelaide** said paying for their energy was a significant part of their household budget.

> *"It's the third most expensive item after housing and food."*
>
> *"Along with the car. You like to think you could manage to save, but you never can."*
>
> *"I suppose the phone would come next."*

6.7 Overall perceptions

6.7.1 Towards the end of our discussion with each group, we asked them to reflect on their own experiences with electricity and gas retailers. Did they believe that current provisions had encouraged them to consider changing retailer, and thus help to establish greater competition between retailers?

6.7.2 We asked them, finally, if they had any suggestions or recommendations which might improve things for themselves, including the increase of competition between energy retailers.

6.7.3 The **business group in Mount Gambier** remained somewhat sceptical about the benefits of being able to choose their retailer, preferring to stick with their *status quo*, whatever it might be.

> *"My suspicion is that, OK, I may get a reduction of 2c a kw this week but the chances are that they'll increase their price in a few weeks, and I'll be back to where I started."*

> *"The main issue for me is the time it takes to discuss the terms of your agreement. That's why I always get stroppy and say just go away, I'm too busy."*

6.7.4 Participants stressed the need to make the whole process of change a lot easier, and especially more understandable to them.

> *"If I knew with more confidence how to go about it, and which company could offer me what I want, that would be good – half the work would have been done for me."*

> *"If they tell us who does what, the initiative is then with us to approach the right retailer who suits our needs."*

> *"We need to be told which retailers are authentic suppliers of electricity – as approved by the Commission."*

6.7.5 Even with this help, some indicated they would hesitate to commit too much of their time.

"It works only if you devote the time to reading all the stuff in the first place. You mean to do these things – a whole load of things you ought to do for your business. If I received details in the post, then maybe I'd follow it up – but it's still a big maybe."

"My first priority is always to run the business. Worrying about how much I spend on energy is only a small part of the whole process of making a profit."

6.7.6 Given that participants in the **business group in Whyalla** were aware of retail competition, we asked them if they felt that competition had been beneficial to them.

"Up to a point. The trouble is they've made it so complex."

"Even though we all know about it, I think a lot of people are scared to take the first step, because there are so many penalties associated with changing supplier."

6.7.7 One of these participants lamented over what he called a loss of "business etiquette" in terms of day-to-day dealings with suppliers and others.

"It's so hard to get a real and fair price for products and services these days. Instead of being told how much, people are always shifting ground to find what the market will bear."

"That's why I go through a broker. You're spared all that hassle when he comes back and tells you the best price and terms he has got for you. If you're on your own in these things, you've got no idea."

6.7.8 They did not seem to think there had been any significant benefit to them as a result of the introduction of full retail competition.

"The whole process is so volatile. The only area that is in any way regulated is that portion of the cost which the Government determines. The reality is prices have continued to rise."

"I still come back to the fact that the most you can hope to save is 10%, and that's not a lot of money on a typical energy bill."

6.7.9 The **householder group in Mount Gambier** did not have much to add, except to suggest that it would suit some of these participants to have a broker working on their behalf to secure the best deal for them.

"It's what they do with health insurance. It would be good here too."

6.7.10 One of the participants remembered at this late stage that there was an ESCOSA website, but none of the others had heard of it.

"I've seen a website for ESCOSA."

6.7.11 The overall reaction from the **householder group in Whyalla** was generally that the benefits of switching retailers were outweighed by the time required to earch for a new deal.

"I just can't be bothered."

"The bills are not so large that it's worth the effort."

"It's certainly too much of an effort to be ringing round."

6.7.12 When we asked them if – like others – they would welcome the services of a broker to do this for them, they were dismissive of the idea.

"It's not worth it. For a house, yes, for sure, but not just to find a better deal for energy."

"It works for health insurance, but that's a much bigger expenditure."

"It's not so much a broker I'd like, but a much simpler way of comparing like with like."

6.7.13 When we asked the **householder group in Adelaide** for any final comment or suggestion, some returned to the point of a one-stop shop or help line.

"Maybe the Energy Commission or whatever it's called could do this, so all you have to do is ring a number for advice."

"I'd like to be given the equivalent of frequently asked questions, so I'd know what to ask them."

6.7.14 We asked them, if such a service were provided, how they would get to know about it.

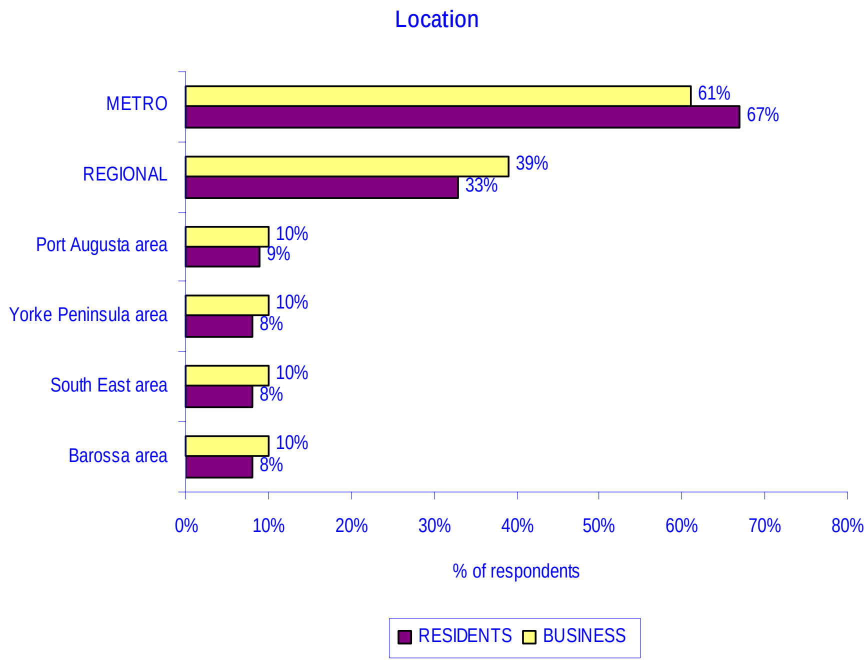
"They could include details on the phone bill."

"Or they could use TV to keep us better informed."

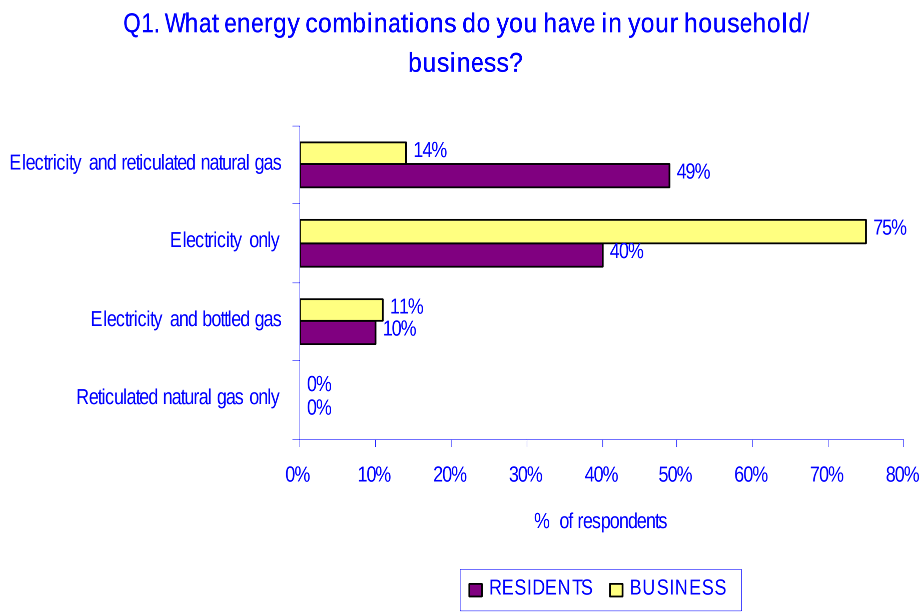
Appendix 1:
About The Research

Who was involved

Location

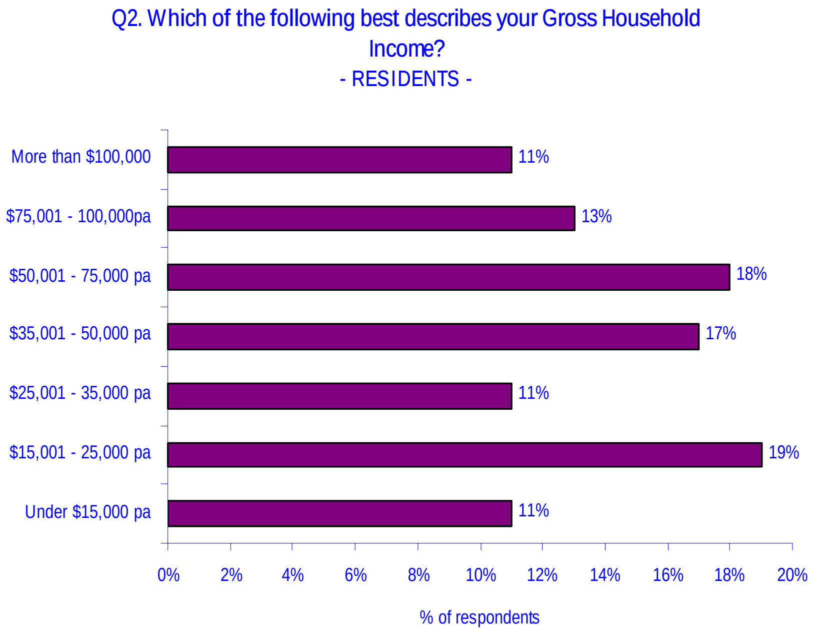


Energy Combination

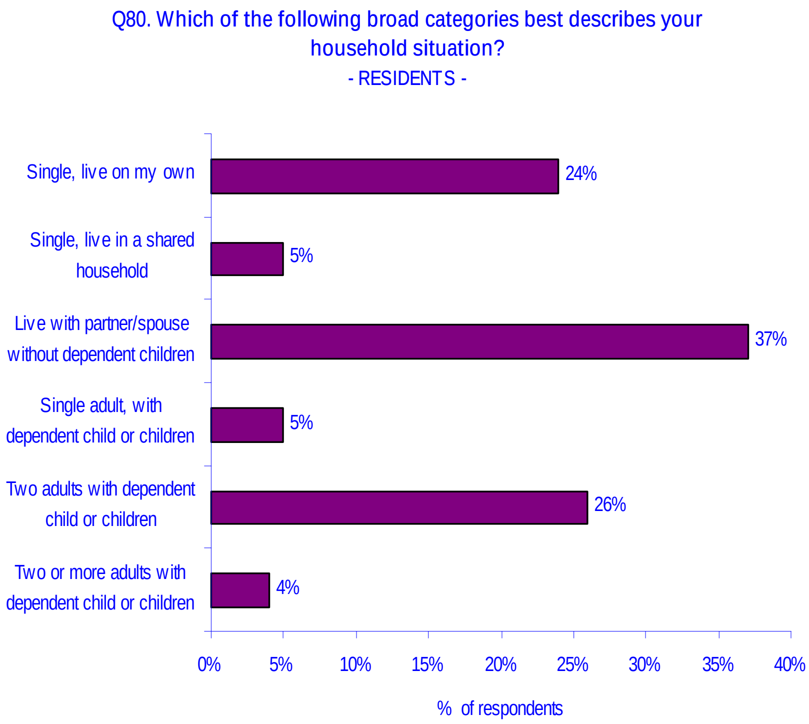


Residents Profile

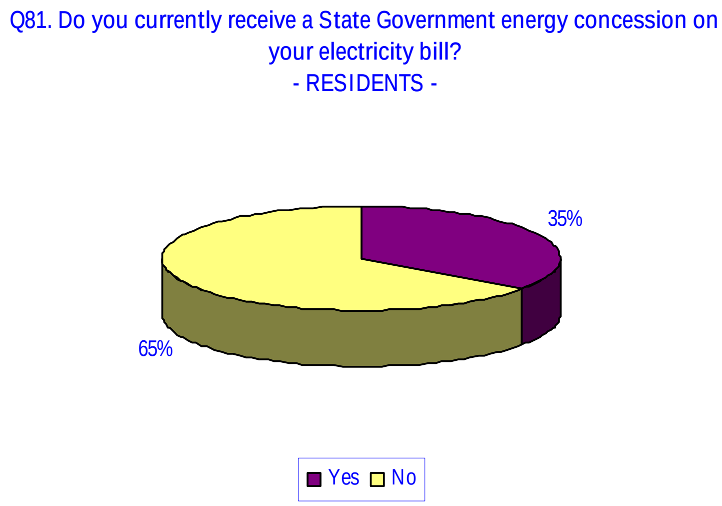
Gross Household Income



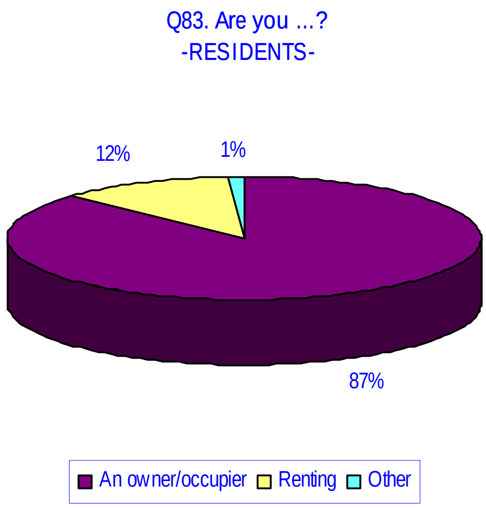
Household Composition



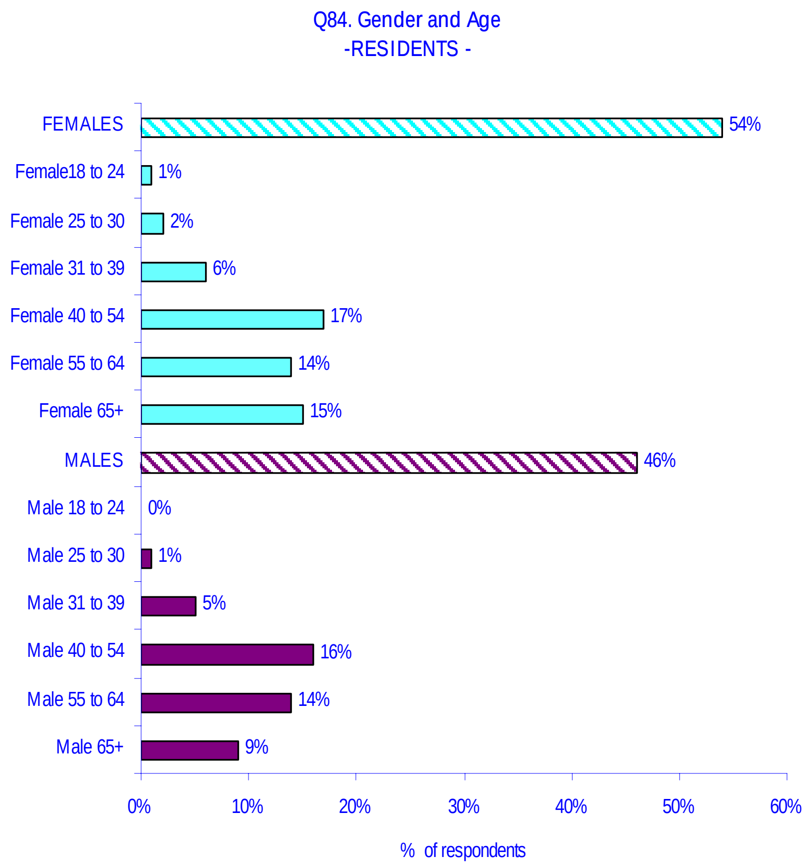
Concession Holder



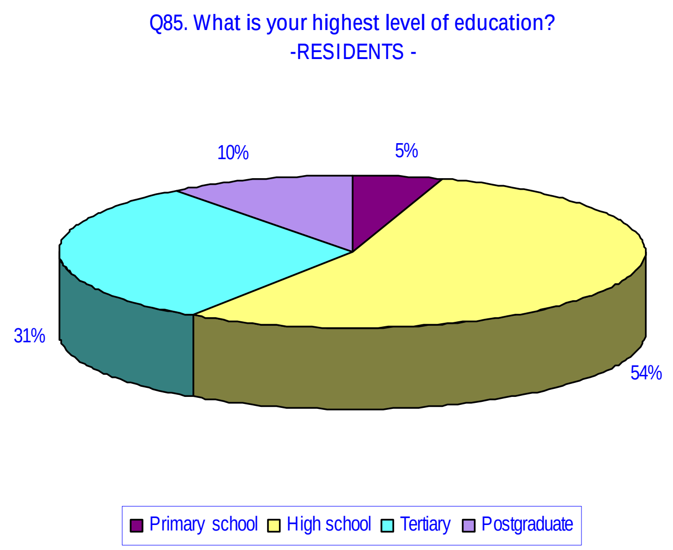
Owning/ Renting



Gender and Age



Level of Education



Postcode Allocations

Northern Suburbs

5008, 5010, 5012, 5013, 5081, 5082, 5083, 5084, 5085, 5086, 5087, 5088, 5093, 5094, 5095, 5098, 5096, 5106, 5107, 5108, 5109, 5110, 5111, 5112, 5113, 5114, 5115, 5116, 5117, 5118, 5120, 5121, 5125, 5127

Southern Suburbs

5034, 5039, 5041, 5042, 5043, 5044, 5046, 5048, 5050, 5052, 5061, 5062, 5063, 5064, 5047, 5049, 5051, 5153, 5156, 5157, 5158, 5159, 5160, 5161, 5162, 5163, 5164, 5165, 5166, 5167, 5168, 5169, 5170, 5171, 5173, 5174

Eastern Suburbs

5065, 5066, 5067, 5068, 5069, 5070, 5071, 5072, 5073, 5074, 5075, 5076, 5140, 5141, 5089, 5090, 5091, 5092, 5097, 5126, 5131, 5132, 5133, 5134, 5135, 5136, 5137, 5138, 5139, 5141, 5142, 5144, 5150, 5151, 5152, 5154, 5155

Western Suburbs

5007, 5009, 5011, 5014, 5021, 5022, 5023, 5024, 5025, 5027, 5031, 5032, 5033, 5035, 5037, 5038, 50405045, 5015, 5016, 5017, 5018, 5019, 5020

City/ North Adelaide

5000, 5001, 5006

Appendix 2: Additional Comments

This section lists a **selection** of responses, made by individual interviewees, which did not fit within the coded responses.

These comments are included for completeness, but always remember they are **minor responses**, **negligible** in relation to the main, coded data. *In other words, remember that these are generally* ***isolated comments****, providing flavour but not constituting the main ingredients.*

RESIDENTS

5. Which company do you currently buy electricity from?

Filter: Other (not coded)

GREEN ENERGY
NOT WANTING TO DISCLOSE WHO THEY USE AS PROVIDER.
ROXBY POWER AND ELECTRICITY SUPPLY
SA POWER.
SYMMETRY

6. Which companies do you think you could buy electricity from? Any others?

Filter: Other (not coded)

ADELAIDE ELECTRIC NO 7% LOADING IN THE SUMMERS.
APA GROUP.
BORAL
ENERGY SA
ENERGY SAQ
ERGON ENERGY.
FUNNY GREEN SYMBOL L SHAPE.
GREEN
GREEN ENERGY.
GREEN POWER
INVESTRA.
IPRIMUS
ONE THAT IS SUPPORTED BY THE FARMERS FEDERATION.
RAA...
SA ENERGY

7. Have ANY electricity companies approached you and offered to sell you electricity regardless of whether or not you accepted any offer?

Filter: Yes

1 COMPANY.

1 OR 2 COMPANIES.

2 COMPANIES.

2 OR 3 COMPANIES,

3 -4 TIMES A MONTH

3 COMPANIES.

3 OR 4 COMPANIES.

3 OR 4 TIMES

3 OR 4 TIMES IN THE LAST 6 MONTHS.

4 OR 5 COMPANIES.

5 OR 6 TIMES

6 TIMES IN THE LAST 3 WEEKS.

A NUMBER OF TIMES, CAN'T COUNT HOW MANY.

ABOUT ONCE A MONTH.

ABOUT ONCE EVERY SIX MONTHS OR SO.

ABOUT TWICE A YEAR.

AT LEAST ONCE A MONTH.

BETWEEN THREE AND FIVE TIMES.

CAN'T GIVE YOU A NUMBER BUT QUITE FREQUENTLY.

CANT REMEMBER

COULDN'T SAY.

DON'T KNOW.

ENERGY AUSTRALIA

FIVE OR SIX LAST SIX YEARS.

FIVE TIMES IN THE LAST YEAR.

FROM VICTORIA

IT WAS LAST YEAR OR PERHAPS THE YEAR BEFORE. NOTHING RECENTLY.

MAYBE 1 OR 2

MORE THAN 4

NO IDEA.

NOT SURE HOW MANY TIMES

NOT SURE, HANGS UP THE CALLS BEFORE THEY CAN ANSWER

ONCE A MONTH A WHILE AGO.

ONCE EVERY 2-3 MONTHS.

ONCE OR TWICE

ONCE OR TWICE EVERY 2 TO 3 YEARS.

ONE OR THREE EVERY 3MTHS

ORIGIN

OVER THE LAST 12 MONTHS NOT THAT MUCH BUT PRIOR TO THAT IT WAS A WEEKLY BASIS.

PROBABLY AROUND THREE TO FOUR TIMES IN THE PAST YEAR.

QUITE A FEW PHONE CALLS AND KNOCKS ON THE DOOR.

QUITE A FEW TIMES.

RED ELECTRICITY

RINGING NIGHT AND DAY ABOUT 1-2 YEARS AGO.

ROUGHLY ONCE EVERY TWO MONTHS.

SEVERAL - ABOUT ONCE A MONTH.

SEVERAL TIMES

SIMPLY ENERGY AND TRU ENERGY

SOUTH AUSTRALIAN

SOUTH AUSTRALIA ELECTRICITY

THREE OR FOUR

THREE OR FOUR TIMES A YEAR.

THREE OR FOUR TIMES IN LAST QUARTER

TRUE ENERGY

TWICE A YEAR

TWICE IN 3 MONTHS

TXU APPROACHED 2 OR 3 TIMES

8. Thinking about the last retailer who contacted you, how did they approach you?

Filter: Other (not coded)

EMPLOYEE OFFER

10. Thinking about the last electricity company that you approached, how did you do this?

Filter: Other (not coded)

CAME TO THE DOOR.

DOOR KNOCK

DOOR TO DOOR SALES REPRESENTATIVE CAME TO MY DOOR.

SAW AN AD IN THE ADVERTISER AND RANG THEM, IT WAS ALL TOO HARD.

THROUGH DAUGHTER

THROUGH RAA

11. Did any of them ...Refuse to sell you electricity

Filter: Refuse to sell you electricity

NO

THEY REFUSED ME BECAUSE I WAS TOO OLD, BUT THAT WAS ABOUT 10 YEARS AGO.

15. Thinking about the last time you changed your electricity company, what was the main driver in your decision?

Filter: Other (not coded)

ABSOLUTELY NO INPUT, JUST GOT A LETTER IN THE MAIL SAYING HE HAD CHANGED.

AGL MOVED THEIR MAIN OFFICE TO MELBOURNE.

BECAUSE IT WAS GENERATED BY WIND POWER - NOT JUST GREEN ENERGY GENERICALLY.

BETTER SERVICE.

BUY BACK MY SOLA POWER

COMPANY I WAS WITH WERE BOUGHT OUT.

CONTROL OVER ELECTRICITY USAGE AND THE FINANCIAL COSTS.

HAD SHARES IN ORIGIN

HE HAD THE GIFT OF THE GAB. IT SOUNDED GOOD.

HELP SALESPERSON GET THROUGH UNIVERSITY.

I WORK FOR ORIGIN GREEN

MOVED FROM QLD. REAL ESTATE AGENT RECOMMENDED TO USE AGL -RENTING

NOT AN OVERSEAS COMPANY, WAS AN AUSTRALIAN ONE.

REFERRED BY A FAMILY MEMBER.

SA COMPANY -MONEY STAYS IN SA

STATE GOVERNMENT RECOMMENDED IT WAS ONE OF THE COMPANIES WE SHOULD GO WITH.

THEY CLAIMED TO HAVE THE SAME RATE

TO PROMOTE COMPETITION

WANTED AN AUSTRALIAN COMPANY.

WANTED TO GO WITH COMPANY THAT OWNED THE POWER STATION ,...

WE HAD TWO HOUSES AND WHEN WE WENT BACK IT WAS EASY TO GO WITH THEM.

18. Why were you dissatisfied? Open ended

BECAUSE OF ALL THE TROUBLE WE HAD WHEN WE CHANGED. THEY HAD TROUBLE READING METERS AND SENT US BILLS THAT WE DIDN'T OWE.

BECAUSE THEY LIED TO GET BUSINESS

COULD BE CHEAPER.

DID NOT GET WHAT YOU EXPECTED

HIGH BILL

I SEEM TO BE PAYING LOT FOR MY ELECTRICITY

IT APPEARS THAT THERE IS NO BENEFIT. THERE IS NO FINANCIAL BENEFIT

IT WAS MEANT TO BE CHEAPER, BUT IT NOT AT ALL LIKE IT WAS MEANT TO BE.

JUST SIMPLY THAT THE BILL WAS DEARER

LOST OFF PEAK RATE ON HOT WATER. J TARIFF.

NO CHANGE IN PRICE

PRICE INCREASED!

PROMISED ME A CHEAPER DEAL AND IT IS THE SAME PRICE AS BEFORE I CHANGED.

RIDICULOUSLY HIGH RATES. NO SAY IN THE MATTER.

THE BILL DOES NOT SEEM TO HAVE LOWERED IN FACT IS SEEMS TO HAVE GONE UP SLIGHTLY. WE ARE TRYING TO WORK OUT WHAT IT IS THAT IS BUMPING IT UP.

THE PRICE HAS INCREASED AND I MAY LOOK AT CHANGING BECAUSE SO EXPENSIVE.

THE PRICE THAT THEY QUOTED ME HAS GONE UP

THE PRICES HAVE GONE UP AS TO WHAT THEY TOLD ME.

THERE HAS BEEN BILLING ERRORS. AND ADDRESS ERRORS.

THERE HAVE BEEN A LOT OF ADMINISTRATION PROBLEMS.

THERE PRICES IN THE END DID NOT MAKE ANY DIFFERENCE TO WHAT WE HAD BEFORE. THE BONUS INCENTIVES THEY OFFERED WERE TOO MUCH HASSLE TO TAKE ADVANTAGE OF.

THEY DON'T HAVE THE ABILITY TO READ MY METER BOX.

THEY PROMISED DIRECT DEBITS BUT NOW I FIND THAT THEY CAN'T DO IT.

20. Why haven't you changed electricity company?

Filter: Other (not coded)

CAN ONLY GET THE ONE RETAILER.

DO NOT LIKE DEALING WITH THE COMPANIES OVER THE PHONE, I WOULD LIKE TO HAVE THE LITERATURE TO MAKE DECISIONS AND NOT BE PUT UNDER PRESSURE.

DON'T LIKE BEING PUSHED INTO A DECISION

EASIER TO HAVE GAS WITH ELECTRICITY.

GET A DISCOUNT FROM THE SA FARMERS FEDERATION.

HAVE BEEN ON A CONTRACT

HAVE SOLAR PANELS AND SELL ELEC. BACK TO GRID

I ALSO HAVE SOLAR, SO NEED A COMPANY THAT WILL BUY BACK TO SOLAR ELECTRICITY,

I BUY LOCAL.

I CURRENTLY UNDER CONTRACT WITH THE COMPANY I'M WITH - I'M STUCK IN IT.

I WAS ONCE AN OWNER OF AN ELECTRICITY COMPANY AND I AM NOT FOR PRIVATE TRADERS

IN CONTRACT THAT I WOULD HAVE TO PAY TO GET OUT OF

JUST MOVE IN THE LAST SIX MONTHS.

KEEP AUSTRALIAN IN A JOB

LAST FEW YEARS HAVE BEEN UNDER A CONTRACT.,

NEVER THOUGHT ABOUT IT.

NO CHOICE

NOT A HUGE PRIORITY.

NOT AWARE I COULD CHANGE.

NOT DISSATISFIED ENOUGH.

NOT SURE IF I CAN GET IT FROM SOMEONE ELSE.

NOT THE SERVICES AVAILABLE.

PREFER OF FREEDOM OF CHOICE AND NOT LOCKED INTO CONTRACT

PUSHY SALESPEOPLE HAVE PUT ME OFF OF CHANGING TO ANOTHER COMPANY.

THEY HAVE AN AGREEMENT WITH SOCIAL SECURITY THEY TAKE MONEY OUT OF OUR PAYMENTS TO COVER COSTS OF BILL

UNDER CONTRACT WITH THE ONE I AM WITH.

WANT TO SEE IT IN WRITING BEFORE DECISION MADE

WANTED TO BUY GREEN ENERGY- BUT CANT GUARANTEE THEY CAN SUPPLY TOTAL GREEN ENERGY- CURRENTLY UNABLE TO SUPPLY ENOUGH

WE ARE UNDER CONTRACT WITH CURRENT PROVIDER

22. Thinking about the last time you changed your electricity supply arrangements with your electricity company, what was the main driver in your decision?

Filter: Other (not coded)

ALWAYS WITH SAME RETAILER

JOHN OLSEN, PREMIER OF SA. DIDN'T LIKE THE WAY HE SOLD OUT THE STATE

THE WAY I PAY MY BILL WITH A CARD AT THE POST OFFICE.

WENT ON TO A SYSTEM CALLED STAY CONNECTED

24. Why were you dissatisfied with your new electricity arrangements? Open ended

BECAUSE THEY WERE GOING TO CUT OF THE ELECTRICITY A FEW MONTHS AGO BECAUSE WE HAVE BEEN WITH THEM FOR 12 MONTHS AND THE LAST MONTH WAS SUPPOSED TO BE FREE AND THEY DIDN'T TAKE IT OFF THE BILL AND WHEN I COMPLAINED ABOUT IT THEY BEGAN TO SEND ME ABUSIVE LETTERS AND CONTINUED O CHARGE ME.

COULD GO MORE SOLAR...

PRICE KEEPS GOING UP REGARDLESS.

25. Why haven't you made any changes to the way you buy electricity?

Filter: Other (not coded)

AFTER 12 MONTHS THE RATES GO UP-FIXED ONLY FOR 12 MONTHS

CONSIDERED GREEN ENERGY, BUT WANT TO RESEARCH FURTHER

DO NOT KNOW WHAT IS ON OFFER

DOESN'T THINK IT MAKES A DIFFERENCE

FREEDOM OF CHOICE REQUIRED

GREEN ENERGY NOT GUARANTEED

HAVE BEEN ON A SET CONTRACT

I DIDN'T KNOW YOU CAN CHANGE ANYTHING.

I HAVE TRIED TO APPROACH OUR COMPANY ABOUT HAVING ONE BILL INSTEAD OF 2 DIFFERENT SUPPLY CHARGES AS WE HAVE TWO POWER SUPPLIES. WE WERE DISAPPOINTED THAT NO BETTER DEAL WAS OFFERED OR CHANGES MADE.

I'M UNDER A SPECIFIC CONTRACT.

IT WAS ON WHEN I MOVED IN.

MOVING HOUSE TOO MUCH.

NEVER EVEN THOUGH ABOUT IT.

NO CHOICE.

NO ONE HAS APPROACHED ME TO CHANGE.

NO OTHER COMPETITION.

NOT A FAIR PLAYING FIELD IF GOVT ALLOWS MAIN COMPANY GIVES OUT PERSONAL DETAILS TO OTHER COMPANIES

NOT A LOT OF OFFERS IN OUR REGION.

STILL UNDER CONTRACT

WAITING FOR RAISE.

WASN'T AWARE THAT I COULD.

WE SIGNED A 3 YEAR CONTRACT

<u>*28. What was the source of this information?*</u>

Filter: Advertisements

ADS.

BROCHURES, TV.

BROCHURES, ALSO THE ADVERTISER

GOVERNMENT COMPARISON.

I ANSWERED TO AN AD WHICH THEN TOOK ME ON A BOAT TRIP AND THEIR WERE CURRENT CUSTOMERS ON THIS TRIP WHICH TOLD EVERYONE ELSE HOW GOOD THE COMPANY WAS.

IN THE ADVERTISER ABOUT EVERY 6 TO 12 MONTHS.

LETTERBOX DROPS. ADS ON TV.

LOCAL PRESS- THE LEADER AND AT LOCAL FAIR

MAGAZINE

PAMPHLETS AND HOME SHOWS.

TELEVISION ADS.

THE ADS REGARDING THE "PAY AS YOU GO" SCHEME ON TELEVISION.

<u>*28. What was the source of this information?*</u>

Filter: Other (not coded)

ANY INFORMATION IN BROCHURES RE SOLAR ENERGY SUPPLY.

BROCHURE.

BY LETTER

CHOICE MAGAZINE.

LOOKED AT BROCHURES

MAGAZINE WITH RENEWABLE SOLAR ENERGY

MAIL AND TELEPHONE.

MAIL OUT

PAMPHLET IN MAIL

PAMPHLETS FROM TRU ENERGY

TELEPHONE

<u>*31. Which sources of information did you use in making your decision about changing your electricity supply arrangements?*</u>

Filter: Advertisements

BROCHURES

BROCHURES GIVEN TO HER

DOCUMENTATION FROM COMPANY

DON'T KNOW

GOVERNMENT AD IN THE NEWSPAPER.

I READ INFORMATION FROM THE SHARE HOLDERS.

LETTER BOX BROCHURES.

LOCAL PRESS, LOCAL FAIR

LOOKED IN THE ADVERTISER FIRST AND THEN COMPARED WITH ANOTHER RETAILER THEN ASKED MY ORIGINAL RETAILER IF THEY COULD BETTER THE DEAL.

MAGAZINE

OFFERING 25 DOLLARS A BILL CHEAPER AND IT IS

OVER THE PHONE

PAMPHLETS.

31. Which sources of information did you use in making your decision about changing your electricity supply arrangements?

Filter: Other (not coded)

A COMPARISON OF THEIR RATES WITH AN CURRENT ACCOUNT FROM MY OTHER SUPPLIER.

BROCHURES AND BILLS

CHOICE MAGAZINE.

COMPANY DOCUMENTATION/ INFORMATION

COMPARED BILLS TO OTHER BILLS, SO COMPARISONS

COMPARING ELECTRICITY ACCOUNTS.

COMPARISONS WITH MY PREVIOUS BILLS AND LITERATURE SUPPLIED BY THE RETAILER.

DID NOT CHANGE

DIDN'T CHANGE.

EASIER TO HAVE BOTH GAS AND ELECTRICITY ALSO GREEN ENERGY VERY IMPORTANT

EXPERIENCE.

I ALSO WENT BACK TO LOOK AT PAST BILLS FROM THE OLD COMPANY.

I HAD INFORMATION SENT OUT TO ME IN THE WAY OF BROCHURES AND SUCH.

IN THE MAIL, LETTER.

INFORMATION ON GREEN ENERGY.

INFORMATION VERBALLY PROVIDED TO ME AND INFORMATION SENT TO ME IN THE MAIL.

INTIMIDATING LETTER.

JUST A FEELING

KNOWLEDGE OF THE COMPANY AND KNOWING HOW WELL I AM LOOKED AFTER BY AGL

NO INTENTIONS OF CHANGING ANYTHING WITH AGL WHAT SO EVER

PAMPHLETS AND DIRECT COMPARISON OF BILLS

PAMPHLETS.

PHONE , BROCHURES,

PROMOTIONAL PACK FROM RETAILER.

RECEIVED WRITTEN INFO

SET OF PAMPHLETS -5 TO READ

SOME OF OUR PREVIOUS BILLS

SPREADSHEET COMPARISON.

TELEPHONE CALL

THE BILLING STATEMENT

THE COST

WHAT WAS SAID TO ME AND SENT OUT TO ME FROM THE RETAILER.

WRITTEN AND PHONE INFORMATION.

WRITTEN FROM INFORMATION FROM THE RETAILER.

WRITTEN INFORMATION SUPPLIED BY RETAILER CONFIRMED THE VERBAL INFORMATION THEY GAVE ME.

WRITTEN INFORMATION HAT THEY SUPPLIED

32. How could the information you received have been improved? Open ended

Filter: Other - not coded

AT THE DOOR.

BETTER DISCOUNT

DISCOUNT CARD COULD HAVE WORKED AND IT DID NOT FROM COLES.

DON'T CALL AROUND AT TEA TIME

GIVE MORE QUIET TIME TO READ THE INFO BETTER

I WOULD RATHER TALK FACE - TO - FACE WITH SOMEONE RATHER THAN WAIT ON THE PHONE, OR READ THE PAMPHLETS

IF IT WERE SENT FASTER.

IT COULD NOT HAVE - PERHAPS THE REPRESENTATIVE COULD HAVE SPELT BETTER.

JUST BE MORE COMPETITIVE AND MAKE IT MORE COMPETITIVE THAN THE CURRENT SUPPLIER.

MAKING PRIOR APPOINTMENTS BEFORE TURNING UP AT DOOR.

MORE RESPONSIVE

MUCH CLEARER AND LESS TARIFF RANGES...

NOT KEEN ON DOOR-TO-DOOR SO A LOT.

NOT REALLY BUT I WOULD LIKE MONTHLY BILLS INSTEAD OF QUARTERLY.

NOTION OF BEING ABLE TO ARRANGE A METER READING AT A PARTICULAR TIME.

SEND VERY EXPENSIVE MARKETING PACKAGES AND CLAIM TO BE GREEN. LESS PAPER.

SHOULD NOT COME TO HOMES LATE AT NIGHT WHEN THEY ARE TOLD THAT CANT GO INTO THE RESPONDENTS HOME, VERY HARD TO COMPLETE PAPER WORK.

THE INFORMATION COULD HAVE BEEN EMAILED INSTEAD OF POSTED

THEY REPRESENTATIVES SHOULDN'T MAKE DOOR CALLS SO LATE AT NIGHT, AND THEY SHOULD HAVE REPRESENTATIVES THAT SPEAK ENGLISH PROPERLY.

TO PROVIDE EXPLANATIONS OF TRACEABILITY OF THE ELECTRICITY SO WE CAN BE SURE THAT WE DO GET WIND GENERATED POWER. AND HOW THEY DISTRIBUTE THE INCOME THEY MAKE FROM SALES.

TOO MUCH INFORMATION

TOOK A LONG TIME TO CALL BACK AND ANSWER THE QUESTIONS I HAD.

TV ADVERTISING.

WORDED IN A DAY TO DAY MANNER PEOPLE DON'T KNOW HOW MANY KW THEY ARE GOING TO USE AND GO OVER THEIR ALLOWANCE

36. Which company do you currently buy gas from?

Filter: Other (not coded)

BORAL
CAMBRIDGE GAS
CLEAN HEAT, BOTTLE GAS
CLEAN HEAT.
ETSA
GREEN ENERGY
LGAS.
NOT HAPPY TO DISCLOSE THE RETAILER THEY ARE USING.
PFELIER.
SYMMETRY

38. Which companies do you think you could buy gas from? Any others?

Filter: Other (not coded)

BORAL

39. Have ANY gas companies approached you offering to sell you gas regardless of whether or not you accepted any offer?

BASE: Yes

1
1 COMPANY.
1 OR 2 COMPANIES.
2 COMPANIES.
3 COMPANIES.
ABOUT EVERY MONTH.
ANNOYINGLY TOO OFTEN.
EVERY FEW WEEKS EITHER AT THE DOOR OR ON THE PHONE.
FEW TIMES.
NOT SURE.
ONCE AT THE DOOR SINCE CHRISTMAS, BUT A FEW ON THE PHONE.
QUITE OFTEN. ABOUT ONCE A MONTH AT THE LEAST.
THREE OR FOUR.
WOULDN'T HAVE ANY IDEA ON THE NUMBER OF TIMES APPROACHED

40. Thinking about the last gas retailer who contacted you, how did they approach you?

Filter: Other (not coded)

INTERNET

42. Thinking about the last gas company that you approached, how did you do this?

Filter: Other (not coded)

SOMETHING MAY HAVE BEEN SENT IN THE POST THAT I READ.

43. Did any of them...Refuse to sell you gas

Filter: Refuse to sell you gas

CAN'T GET IT INTO THE AREA

NO

47. Thinking about the last time you changed your gas company, what was the main driver in your decision?

Filter: Other (not coded)

DIRECT DEBIT

FREQUENT FLYER POINTS.

HELP SALESPERSON GET THROUGH UNIVERSITY.

MOVED HOUSE.

OFFERED DISCOUNT

THEY FIRED A LOT OF STAFF.

WASN'T ABLE TO SWITCH NAME ON BILL

50. Why were you dissatisfied? Open ended

AGL IS NOT PROVIDED THE CUSTOMER SERVICE FOR THE BILLING NOT SUPPLING THE BILLS ITS GETTING LOST IN THE SYSTEM BILLS ARE LOST. THEY KEEP GIVING ME ESTIMATED ACCOUNTS .

BECAUSE THEY LIED ABOUT THE PRICE AND CONDITIONS.

THERE'S BEEN BILLING ERROR AND ADDRESS AND BAD CUSTOMER SERVICE.

THEY CHARGE A LATE PAYMENT FEE IF YOU ARE EVEN ONE DAY LATE WITH PAYMENT.

TOO EXPENSIVE.

52. Why haven't you changed your gas company?

BASE: Other (not coded)

ADVANTAGE TO HAVE ELECTRICITY & GAS WITH SAME RETAILER.
CAN'T CHANGE, IT'S THE ONLY SUPPLIER TO THE AREA.
DIDN'T KNOW THERE WERE ANY OTHER GAS SUPPLIERS.
DON'T KNOW WHO I CAN GO TO.
FREEDOM OF CHOICE DO NOT WANT CONTRACT
HAVE BEEN IN A CONTRACT
HAVE MOVED TO RETIREMENT HOME AND HAVE TO USE ORIGIN, FIRST TIME HAVE HAD GAS
HAVE NOT HAD THE TIME.
HAVE NOT THOUGHT ABOUT IT .
HAVE SHARES INN ORIGIN
I AM IN A CONTRACT THAT I WOULD HAVE TO PAY TO GET OUT OF
IF SOMEONE HAS A MONOPOLY HOW DO YOU KEEP THE PRICE DOWN
JUST GOT IT IN LAST YEAR.
LANDLORD WILL NOT ALLOW
LOCKED INTO A CONTRACT
NEVER THOUGHT ABOUT IT.
NO CHOICE
NO CHOICE, ORIGIN IS THE ONLY ONE IN MT GAMBIER.
NO ONE HAS CONTACTED ME
NO OTHER COMPETITORS
NO ONE HAS APPROACHED US WITH A BETTER OFFER.
NOTHING WORTH WHILE TO CHANGE FOR.
ONLY JUST HAD GAS INSTALLED
STANDARD COSTS, DOESN'T REALLY MATTER.
THE COMPANY WE APPROACHED DID NOT OFFER GAS.
THERE'S NO COMPETITION.
TO HAVE GAS AND ELECTRICITY WITH THE SAME COMPANY.
UNDER CONTRACT
WE HAVE NO OPTIONS,..
WE HAVE NO CHOICE.

56. Why were you dissatisfied with your new gas supply arrangements? Open ended

BECAUSE WHEN MOVING THEY SENT US SOME WRONG BILLS

57. Why haven't you made any changes to the way you buy gas?

Filter: Other (not coded)

CAN'T THINK OF ANY CHANGES I'D WANT TO MAKE.
DON'T KNOW WHO TO GO TO.
HAVE BEEN IN A CONTRACT
HAVE NO CHOICE AS LIVING IN A RETIREMENT HOME
HAVE NO OPTIONS.
LANDLORD WILL NOT ALLOW THEM TO SWITCH
NEW GAS SUPPLIER
NO CHOICE
NO OTHER COMPETITION.
NOT THAT MANY OPTIONS.
ON CONTRACT
TOO EASY TO GET ON WITH AND GO WITH THE FLOW
WE DON'T USE THAT MUCH ANYWAYS.
WE HAVE NO CHOICE, BOTTLED GAS IS THE ONLY WAY WE CAN GET GAS.

60. What was the source of this information?

BASE: Advertisements

LEAFLETS.

60. What was the source of this information?

Filter: Other (not coded)

CHOICE MAGAZINE.

63. Which sources of information did you use in making your decision about changing your gas supply arrangements?

Filter: Advertisements

BROCHURE

63. Which sources of information did you use in making your decision about changing your gas supply arrangements?

Filter: Other (not coded)

HAVE NOT CHANGED
LETTER IN THE MAIL.
MAIL

THROUGH MY WORK AT THE TIME.
WRITTEN INFORMATION

64. How could the information you received have been improved? Open ended

Filter: Other - not coded

AT THE DOOR..
DID NOT CHA NGE
HAVE NOT CHANGED
HAVEN'T RECEIVED ANYTHING AS YET TO COMPARE TO
JUST MORE INFORMATION.
NOT COME LATE AT NIGHT WHEN DARK
NOT INTERESTED.
PROVIDE MORE TECHNICAL INFORMATION THAN JUST THE STAR RATINGS.
SAME AS ELECTRICITY ANSWER.
SAME I DON'T LIKE BEEN APPROACHED.
STAYED WITH THE EXISTING COMPANY
THEY COULD HAVE GIVEN ME THEIR WEBSITE ADDRESS.
THEY COULD HAVE TOLD ME ABOUT GREEN POWER WHICH I COULDN'T CHANGE TO UNDER MY CURRENT CONTRACT.
TOO PUSHY.

68. Have you ever been offered an incentive from an energy company to buy electricity and/or gas from them?

Filter: Free gift (not coded)

$50
445
FOOTBALL PROMOTIONAL PRODUCTS AND A PLASTIC FOOTBALL.
IT WASN'T VERY INFLUENTIAL.
ONE COMPANY OFFERED ME A FREE TRIP.

72. Who did you complain to?

Filter: Other (not coded)

A NUMBER WITH AGL.
DIFFERENT RETAILER
FAMILY AND YOUTH SERVICES.
I DIDN'T COMPLAIN.

73. If you had need to complain who would you go to?

Filter: Other (not coded)

ACCC.

ACCOUNTANT.

GO TO RADIO STATION 5AA TO LEON BYNER

HOUSING TRUST NEED TO BE TOLD FIRST. THEY SEND THE REPAIRER.

I GO TO MY ELECTRICIAN.

LEON BYNER ON 5AA.

LOCAL POWER PEOPLE AT CLEVE

LOOK ON THE INTERNET

MY MANAGER- I WORK FOR AGL.

PHONE LEON BYNER ON 5AA

POLICE FOR FRAUD.

RING RETAILER AGL PHONE NO ON ELECTRICITY ACCOUNT.

SOLICITOR.

THE ACCC

THE YELLOW PAGES.

YELLOW PAGES

83. Are you …?

Filter: Other

CARETAKER

FAMILY OWNED.

HOUSE SITTING.

I LIVE MY PARENTS HOUSE RENT FREE.

I ONLY PAY RATES

JUST SOLD HOUSE

MY SON OWNS THE HOUSE WE LIVE HERE RENT FREE.

REFUSED

SON OWNS IT, WE LIVE IN IT.

BUSINESS

Q2. What type of business are you in? Other - specify

Filter: Other (not coded)

2ND HAND
ACCOUNTING
ADMI OFFICES SEMI GOV
ADVERTISING.
AERIAL AGRICULTURE
AGED CARE
ANIMAL SHELTER.
AQUACULTURE
ARMAND GROWRS
BOWLING CLUB.
BUSINESS SERVICES.
CHARITY
CHEMIST
CHILD CARE CENTRE.
CHURCH
COMMUNITY NOT FOR PROFIT ORGANIZATION.
COMMUNITY SERVICES.
CONSULTANTS.
CONSULTING
CONSULTING ENGINEERING.
CONVEYANCING SERVICE (LEGAL).
COSTUME HIRE
DIGITAL PRINTING
DIGITAL REPAIRS
DOG BOARDING.
ELECTRICAL CONTRACTOR
ENGINEERING AND AGENT FOR ENERGY PRODUCTS.
ENGINEERING CONSULTING.
ENGINEERING.
ENTERTAINMENT
EXPORT
FINANCIAL SERVICES
FISHERMEN
FISHING.
FOOTBALL CLUB
FRATERNAL BROTHERHOOD
FURNITURE REPAIRS AND RESTORATION
GARDENING CONTRACTOR.
GOVT WORKS DEPT.
GRAPHIC DESIGN.

Handyman
Hire industry
Horse Dentist
Human Services.
Industrial
Insurance Agents.
Justice
Law
Lawn contractor
Lawyer
Legal.
Leisure.
Local government
Management consultants
management consulting
mechanical repairs
Non Govt. Not for Profit Organization.
Not profit Organisation.
Office General practice support and Govt initiatuive rollout.
office furniyure repair
Office.
pa hire
Pastoral.
Plumbing
post
Primary Industry.
Primary Producer.
Primary Production.
Printing
Professional Services.
Property
Property investor.
Real Estate.
Recreation.
Recycle fruit and veg boxes.
refregiration mechanic
refrigiration
Religious Organisation.
Retirement
Road Maintenance.
School Photography.
Scientific Projects
Service Funeral
Service industry
Service.
Sign writer.

SOCIAL CLUB.
SPORT.
SPORTING CLUB.
STUDENT ACCOMMODATION.
TOOL MAKING.
TOURISM
TOWN PLANNING
TRADE
TRADE SERVICES.
TRADE UNION.
TRAINING.
TRAVEL
VET.
VISITOR INFORMATION CENTRE.
WASTE MANAGEMENT
WINDOW TINTING
YOGA SCHOOL

Q5. Which company do you currently buy electricity from?

BASE: Other (not coded)

DALFOAM.
DISTRICT COUNCIL OF COOBER PEDY
ENERGY PLUS.
ONE STEEL.
THE GOVERNMENT PROVIDER.

Q6. Which companies do you think you could buy electricity from? Any others?

BASE: Other (not coded)

DALFOAM.
DISTRICT COUNCIL OF COOBER PEDY
ENERGEX.
ONE STEEL
SYNERGY.
THE ORIGINAL GOVERNMENT PROVIDER.
UNITED ENERGY.

Q7. Have ANY electricity companies approached you and offered to sell you electricity regardless of whether or not you accepted any offer?

BASE: Yes (not coded)

DO NOT KNOW.
SEVEN TIMES.
THREE IN THE LAST SIX MONTHS.
ANNUALLY
UNKNOWN.
RARELY
3-6 TIMES PER YEAR
2 PER YEAR.
3-4 TIMES PER YEAR OVER THE LAST 3 YEARS.
ONE EVERY 6 MONTHS
8
SEVEN TIMES IN LAST 12 MONTHS.
LAST 12 MONTHS IT HAS DECLINED , BUT BEFORE THAT, I WAS GETTING APPROACHED EVERY COUPLE OF MONTHS.

Q10. Thinking about the last electricity company that you approached, how did you do this? Other - specify

BASE: Other (not coded)

LETTER.

Q11. Did any of them …?

BASE: Refuse to sell you electricity (not coded)

THEY ASKED WHICH COMPANY WE ARE WITH, WHEN WE TOLD THEM THEY SAID THEY COULD NOT GIVE US A PRICE OR SELL US ELECTRICITY AS THEY OWNED THE COMPANY WE WERE BUYING ENERGY FROM.
WE HAVE A METER WHICH CAN ONLY BE PROVIDED BY AGL.

Q15. Thinking about the last time you changed your electricity company, what was the main driver in your decision?

BASE: Other (not coded)

CHANGE BUSINESS
I WAS OFFERED #100 CREDIT.
INDUSTRIAL RELATIONS WITH THE COMPANY WERE GOOD.
JUST TO GIVE THEM A GO.

So that the House and Business was with the same Retailer.

We belong to a Co-operative which has given us a really good deal and very convenient.

Q18. Why were you dissatisfied? Open ended

Changed their quoted rates before I was actually transferred over to new company and messed up the transfer process by delaying transfer time.

Did not get the price reduction we were promised, they added so many fees and charges to the bill we ended up paying more than we were before we changed over.

I changed over to what I thought had no caarbon omissions. Now I believe that I am not on that, and I was not advised, other than a note on the bill.

It's hard to get through to them and they don't give me good service

Mainly the way they billed and a couple of outages related to the company itself.

Put the price up and I am locked in for three years

That's the prices are not as cheap as what they said they would be.

The contract they got me to sign included our home and sheds in the deal and I was required to provide our ABN to get the deal with the 3 premises, but when I realised that they had renegged on the deal and said they could only do it for the business. We have still got the house and sheds with AGL and we are disappointed with them as they did not deliver what they were contracted to deliver.

The rates that they offered us are really not that much cheaper than anyone else.

The savings are not there that we were originally told about.

There has been a lack of clarity on the contract conditions and also a lack of business acrimin including transfer fees and wrong details. They also got confused with the discounts on the home and the business. They are also very difficult to get hold of via phone.

There has on many occasions been problems with the billing from our retailer. This has happened with other providers we have had.

They keep putting up the rates. They are confusing the structure of their cost depending what time of the year it is and are not clear about it.

They promised me a 10%reduction on our electricity bills. They drew up a new contract at a dearer price and gave us 10% off but the price was 20% dearer than our original price. We went to consumer affairs, not really happy, so will change, most likely to AGL

We had to have a temporary connnection and they got the buildings and connections confused.

Q20. Why haven't you changed electricity company?

BASE: Other (not coded)

Cannot because of meter.

ETSA is strll one of the big companies and we thought their buying power would ne better in time of crisis.

Go through a gov dept.

I do not approached by phone to change my supply, it is not appropriate and they can be quite rude.

I have just started to get the benefits from my current retailer .

New to the shop.

On principle.

The deception in the industry with retailers not being honest and knowing what they were selling. The representatives were aggressive and unprofessional in their approach to businessess directly in our area.

THEY WANT TO KNOW WHAT YOU SPEND & LOCK YOU IN A PRICE BRACKET TO CONTROL THE MARKET. THIS IS PRICE FIXING.

Q24. Why were you dissatisfied with your new electricity arrangements? Open ended

THE DIFFERENCE BETWEEN THE SUMMER AND WINTER MONTHS, AND OFF PEAK TIMES, SHOULD BE AT A FIXED RATE.

THE PRICE OF ELECTRICITY HAS GONE THROUGH THE ROOF.

Q25. Why haven't you made any changes to the way you buy electricity?

BASE: Other (not coded)

CANNOT BECAUSE OF THE METER. CANNOT REMEMBER WHY THIS IS SO.

DID NOT WANT TO BE LOCKED IN WITH ANOTHER CONTRACT.

DIDN'T KNOW WE COULD.

IT IS CURRENTLY IN THE PIPELINE.

NEW TO THE SHOP.

NO ONE ELSE HAS ELECTRICITY.

NOT EVEN THOUGHT ABOUT IT.

NOT INDIVIDUALLY METERED.

Q28. What was the source of this information?

BASE: Advertisements (not coded)

IT WAS A TV ADVERTISING CANT RECALL ANYTHING ELES .IT WAS ON ABOUT A YEAR AGO

BASE: Other (not coded)

ENERGY ACTION

MAIL.

OWNER OF BUSINESS PREMISES.

PAMPHLETS AND PHONE CALLS.

YELLOW PAGES.

Q31. Which sources of information did you use in making your decision about changing your electricity supply arrangements?

BASE: Advertisements (not coded)

NEWSPAPER LOCAL MESSENGER PROMOTIONS, JUST A SELF PROMOTION.

NO IDEA TOO LONG AGO.

BASE: Other (not coded)

A COMPANY WHO WORKS OUT THE BEST RATES FOR SMALL BUSINESS, CORPORATE CHOICE

BILL COMPARISONS.

BROCHURE MAIL OUT.

BROCHURE.

COMPARED A BILL WITH WHAT THEY WERE OFFERING.

COMPARISON OF ACCOUNTS.

DIRECT MAIL.

HAVE NOT CHANGED.

HAVE NOT MADE A CHANGE.

I HAVE NOT CHANGED.

OWNER OF BUSINESS PREMISES.

THAT DECISION IS STILL IN THE PIPELINE.

WE HAVE NOT CHANGED.

Q32. How could the information you received have been improved?

BASE: Other (not coded)

BY HAVING AN INDEPENDENT SOURCE WHICH COMPARES APPLES WITH APPLES. HOW CAN A GREEN ENERGY SUPPLIER GUARANTEE THEY ARE SUPPLYING YOU WITH GREEN ENERGY RATHER THAN JUST CHARGING YOU FOR IT.? THE ELECRICITY IS ALL COMING FROM THE ONE GRID. SOME OF THE COMPANIES DO NOT SUPPORT SOLAR POWER AND EXCESS BEING PUT BAKC INTO THE GRID.

BY MATCHING WHAT THEY SAY VERBALLY AND HAVING THAT BACKED UP IN THE CONTRACT. THEY SHOULD ALSO NOTIFY US THAT WE HAVE AN OPTION TO CANCEL IF THE DETAILS ON THE CONTRACT DO NOT MATCH WHAT WE WERE TOLD VERBALLY.

COUPLE OF MONTHS DOWN THE TRACK THEY PUT THE PRICE UP AND THE AGREEMENT WAS ONE YEAR. NO OTHER COMMENTS.

ENERGY ACTION

HAVE A WEB SITE I CAN USE

I HAD DIFFICULTY ON CONTACTING THEM WHILE THE CHANGEOVER WAS HAPPENING TO OUR NEW CHURCH. WE NOTIFIED THEM AND TALKED TO THEM , BUT STILL GOT AN ACCOUNT FROM THEM EVEN THOUGH WE AHD NOTIFEID THEM THAT I DID NOT WANT THEM AT OUR NEW CHURCH .

IT WAS BY MAIL AND THERE WAS NO FOLLOW UP CONTACT, NO PHONE CALL

MADE IT EASIER TO GET

MAKE IT EASY FOR ME TO ASK MORE QUESTION AS THEY DID NOT HAVE THE ANSWERS TO THE QUSTION WE ASKED

NO COMMENT.

THE PERSON I SPOKE TO ON THE OHONE DIDN'T KNOW ENOUGH TO HELP.

THEY NEED TO HAVE SOMEONE WHO KNEW WHAT THEY WERE TALKIN ABOUT

THEY SHOULD COME OUT TO THE PROPERTY TO CHECK OUT THE SITUATION AS WE HAVE 3 METRES, RATHER THAN TRYING TO ASSESS THE SITUATION OVER THE PHONE. THE WAY THEY DAY IT IE VERBALLY TURNED THE WHOLE QUOTE OF RATES AND BILLING ARRANGEMENTS INTO CHAOS. THEY SHOULD HAVE HAD ONE CONTRACT SENT OUT TO COVER ALL THREE METRES RATHER THAN SENDING OUT THREE CONTRACTS.

TO REGISTER TO GET ELECTRICITY PUT ON, THIS PROCESS OVER THE PHONE VIA AN ACTUAL PERSON AND CONFIRMATION BY A PRE-RECORDED MESSAGE IS FAR TO EXCESSIVE AS IS THE 14 PAGE CONTRACT. THEY NEED TO CUT DOWN THE PROCESS AND THE ECESSIVENESS OF TOO MUCH INFORMATION.

Q36. Which company do you currently buy gas from?

BASE: Other (not coded)

BORAL.
KLEENHEAT.
SIMPLY ENERGY

Q38. Which companies do you think you could buy gas from ? Any others?

BASE: Other (not coded)

BORAL.
KLEENHEAT.
POWER DIRECT.
SIMPLY ENERGY.

Q39. Have ANY gas companies approached you and offered to sell you gas regardless of whether or not you accepted any offer?

BASE: Yes (not coded)

1
2
2-3 TIMES
40
ONE.
TWENTY TIMES.

Q47. Thinking about the last time you changed your gas company, what was the main driver in your decision?

BASE: Other (not coded)

MOVED PREMISES.
TO GO GREEN

Q50. Why were you dissatisfied? Open ended

I SIGNED UP WITH AGL TO PROVIDE A BUNDLED BILL WITH MY ELECTRICITY ABOUT 4 MONTHS OR MORE AGO AND NOTHING HAS HAPPENED. SO WE ARE NOT GETTING THE BENEFITS THEY PROMISED.

Q52. Why haven't you changed gas company?

BASE: Other (not coded)

CONVENIENCE.
NEW TO THE BUSINESS.
NOT A HIGH BILL.

Q57. Why haven't you made any changes to the way you buy gas?

BASE: Other (not coded)

NEW TO THE BUSINESS.
NOT AN ISSUE.

Q60. What was the source of this information?

BASE: Other (not coded)

TELEPHONE.

Q64. How could the information you received have been improved? Open ended

IN WRITTEN FORM.
MAKE THE INFORMATION MORE USER FRIENDLY WITH BETTER COMPARISONS OF RATES & PRICES.
MORE MEANINGFUL COMPARISONS ABOUT TARIFFS EG A COMMON DENOMINATOR TO ENABLE COMPARISONS BETWEEN COMPANIES.
NO COMMENT.
NONE.
WOULD LIKE IT BACKED UP BY INDERPENDANT INFORMATION

Q68. Have you ever been offered an incentive from an energy company to buy electricity and/or gas from them?

Filter: Free gift (not coded)

AFL FOOTBALL CLUB MEMBERSHIP FOR CARLTON
CAPPUCCINO MAKER
DISCOUNT ON THE RAA MEMBERSHIP.
ELECTRIC KETTLE.
ENERGY SAVING GLOBES AND SHOWER WATER SAVING HEADS.
LIGHT GLOBES.

PLASMA TV
TV'S ELECTRICAL GOODS

Q73. If you had need to complain who would you go to?

Filter: Other (not coded)

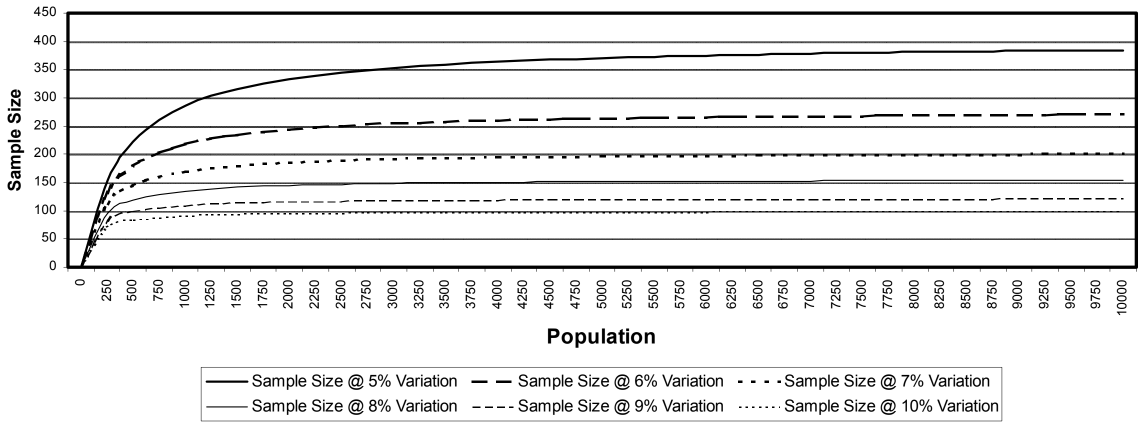
A BROKER.
AER. (AUST. ENERGY REGULATOR). MINISTER FOR ENERGY.
AGL
I WOULD CHECK ON THE NET TOFIND THE APPROPRIATE PERSON
LEON BYNER ON RADIO 5AA
OUR LANDLORD
OWNERS OF THE BUILDING.
PRESS
RADIO STATION 5AA

Appendix 3:
Sampling Tolerance

It should be borne in mind throughout this report that all data based on sample surveys are subject to a sampling tolerance. That is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table below). Only variations clearly designated as *significantly* different are statistically valid differences and these are clearly pointed out in the Key Findings section of this report. Other divergences are within the normal range of fluctuation at a 95% confidence level, they should be viewed with some caution and not treated as statistically reliable changes.

MARGIN OF ERROR TABLE (95% confidence level)										
SAMPLE SIZE ↓	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5
500	2	3	3	4	4	4	4	4	4	5
600	2	2	3	3	4	4	4	4	4	4
700	2	2	3	3	3	4	4	4	4	4
800	2	2	3	3	3	3	3	4	4	4
900	2	2	2	3	3	3	3	3	3	3
1000	1	2	2	3	3	3	3	3	3	3
1500	1	2	3	2	2	2	3	3	3	3
2000	1	1	2	2	2	2	2	2	2	2
3000	1	1	1	2	2	2	2	2	2	2

Optimum Sample Sizes to Ensure the Given Maximum Variation



Appendix 4:
Questionnaires

Project No: [illegible]

AEMC - RESIDENTS SURVEY
APRIL [illegible]

Good ...... my name is ...... from McGregor Tan Research, the independent market research company. We are conducting a survey about competition in the electricity and gas market for the Australian Energy Market Commission and would like to speak to the main person in the **household** who makes decisions about the purchase of electricity and/or gas.

1. What energy combinations do you have in your household? **Read out, single response**
   1 ...... Electricity and reticulated natural gas — **Complete Sections 1, 2 & 3**
   2 ...... Electricity and bottled gas — **Complete Sections 1 & 3 ONLY**
   3 ...... Electricity only — **Complete Sections 1 & 3 ONLY**
   4 ...... Reticulated natural gas only — **Complete Sections 2 & 3 ONLY**
   5 ...... Bottled gas or reticulated LPG only — **Thank and terminate**
   6 ...... Don't know/not sure — **Thank and terminate**

2. Which of the following best describes your Gross Household Income?
   Read out
   1 ...... Under $15,000 pa
   2 ...... $15,001 - 25,000 pa
   3 ...... $25,001 - 35,000 pa
   4 ...... $35,001 - 50,000 pa
   5 ...... $50,001 - 75,000 pa
   6 ...... $75,001 - 100,000pa
   7 ...... More than $100,000
   8 ...... Refused — **Thank and terminate**

SECTION 1 – ELECTRICITY (codes 1-3 in Q1)

3. What is your current **approximate** average consumption of electricity as represented by your average quarterly bill?
   Read out, single response
   (Interviewer note - we are looking for the best or closest approximation)
   1 ...... Less than $150 per quarter
   2 ...... $151 to $200 per quarter
   3 ...... $201 to $250 per quarter
   4 ...... $251 to $300 per quarter
   5 ...... $301 to $500 per quarter
   6 ...... $501 to $750 per quarter
   7 ...... More than $750 per quarter — **Go to Section 2**
   8 ...... Don't know — **Go to Section 2**

4. As far as you are aware, which of the following applies?
   Read out, rotate, single response
   1 ...... I can choose my own electricity retailer now
   2 ...... I am obliged to purchase electricity from my existing retailer
   3 ...... Don't know

5. Which company do you currently buy electricity from? **Unprompted single response**
   (Interviewer note: if the respondent is confused as to who is the current retailer, the retailer selected should be the one they have moved, or are moving to)
   01 ...... AGL
   02 ...... Aurora Energy
   03 ...... Country Energy
   04 ...... Energy Australia
   05 ...... Jackgreen
   06 ...... Momentum Energy
   07 ...... Origin
   08 ...... Powerdirect
   09 ...... Red Energy
   10 ...... South Australia Electricity
   11 ...... TXU / TRUenergy
   12 ...... ETSA
   13 ...... Other - **specify**
   14 ...... Don't know/not sure

6. Which companies do you think you could buy electricity from? Any others?
   Unprompted multiple response
   01 ...... AGL
   02 ...... Aurora Energy
   03 ...... Country Energy
   04 ...... Energy Australia
   05 ...... Jackgreen
   06 ...... Momentum Energy
   07 ...... Origin
   08 ...... Powerdirect
   09 ...... Red Energy
   10 ...... South Australia Electricity
   11 ...... TXU / TRUenergy
   12 ...... ETSA
   13 ...... Other - **specify**
   14 ...... Don't know/not sure

7. Have ANY electricity companies approached you and offered to sell you electricity regardless of whether or not you accepted any offer?
   01 ...... Yes - **specify number of times approached** — **Go to Q8**
   02 ...... Don't know/not sure — **Go to Q9**
   03 ...... No — **Go to Q9**

8. **Have been approached (code 1 in Q7)**
   Thinking about the last retailer who contacted you, how did they approach you? **Unprompted multiple response**
   01 ...... Door to door sales consultant
   02 ...... Telephone sales consultant
   03 ...... Direct mail
   04 ...... Other - **specify**
   05 ...... Don't know/not sure

9. **ASK ALL:** Have you approached any electricity company or companies, including your existing electricity company, to ask about buying electricity from them?
   1 ...... Yes — **Go to Q10**
   2 ...... Don't know/not sure — **Go to Q11**
   3 ...... No — **Go to Q11**

10. **Have approached a retailer (code 1 in Q8)**
Thinking about the last electricity company that you approached, how did you do this?
Unprompted multiple response
01 ..... Telephone
02 ..... Visited a retail outlet
03 ..... Internet/sent an email
04 ..... Other - **specify**
05 ..... Don't know/not sure

11. **Have been approached by or have voluntarily approached a retailer (code 1 in Q7 or Q8)**
Did any of them ... **read out**
01 ..... Refuse to sell you electricity – **specify why and probe fully**
02 ..... Don't know/not sure
03 ..... Offer to sell you electricity

12. **ASK ALL:** Have you changed the company that sells you electricity since January [illegible]?
1 ..... Yes **Go to Q13**
2 ..... Don't know/not sure **Go to [illegible]**
3 ..... No **Go to [illegible]**

13. **Have changed electricity companies (code 1 in Q12)**
How many times have you switched electricity retailer?
1 ..... One
2 ..... Two
3 ..... Three
4 ..... Four
5 ..... Five
6 ..... More than five times
7 ..... Don't know/ not sure

14. **Have changed electricity companies (code 1 in Q12)**
Thinking about the last time you changed your electricity company, how easy was the transfer process?
5 ..... Very easy
4 ..... Quite easy
3 ..... Neither easy nor difficult
2 ..... Quite difficult
1 ..... Very difficult
6 ..... Don't know/not sure/haven't taken out a contract

15. **Have changed electricity companies (code 1 in Q12)** Thinking about the last time you changed your electricity company, what was the main driver in your decision? **Unprompted single response**
01 ..... I was offered a [illegible] incentive
02 ..... To be with the same company for electricity and gas
03 ..... Unhappy with my former retailer
04 ..... To get the salesperson to leave me alone
05 ..... Consistency of supply
06 ..... Offered green energy product
07 ..... Price/cost
08 ..... Offered a free gift
09 ..... Trust them more
10 ..... Other - **specify**
11 ..... Don't know/not sure

16. **Have changed electricity companies (code 1 in Q12)** Thinking about the last time you changed your electricity company, did you change electricity companies because you moved to another home or business premises?
1 ..... Yes
2 ..... No
3 ..... Don't know

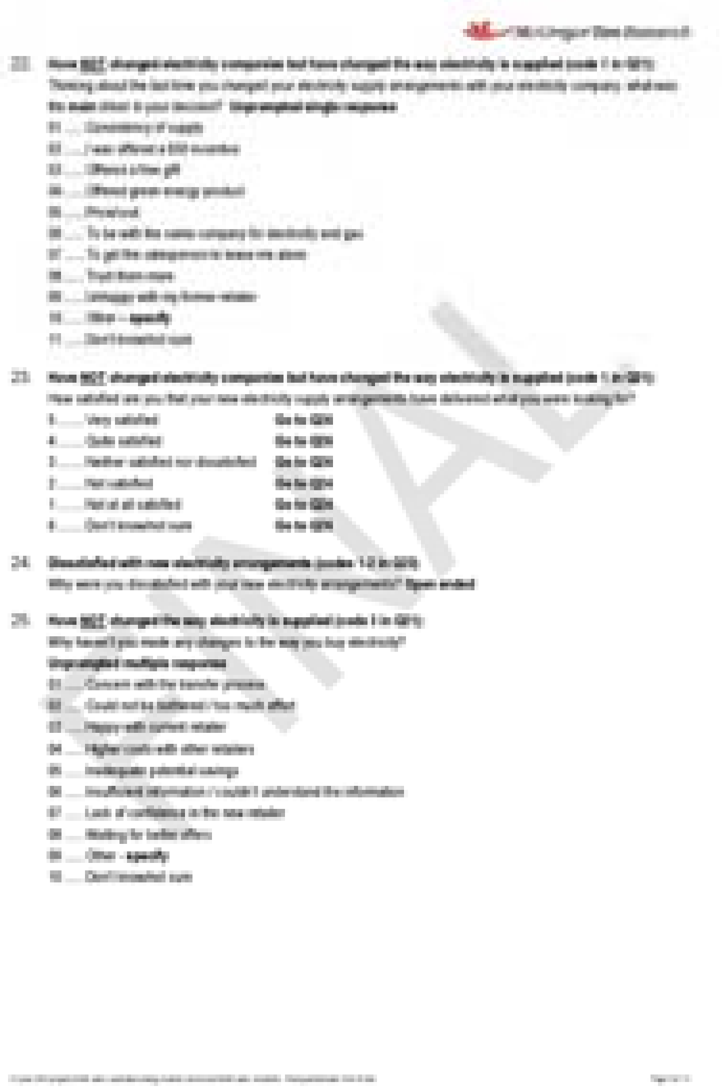
17. **Have changed electricity companies (code 1 in Q12)** How satisfied are you that your new electricity company has delivered what you were looking for?
5 ..... Very satisfied **Go to Q19**
4 ..... Quite satisfied **Go to Q19**
3 ..... Neither satisfied nor dissatisfied **Go to Q19**
2 ..... Not satisfied **Go to Q18**
1 ..... Not at all satisfied **Go to Q18**
6 ..... Don't know/not sure **Go to Q19**

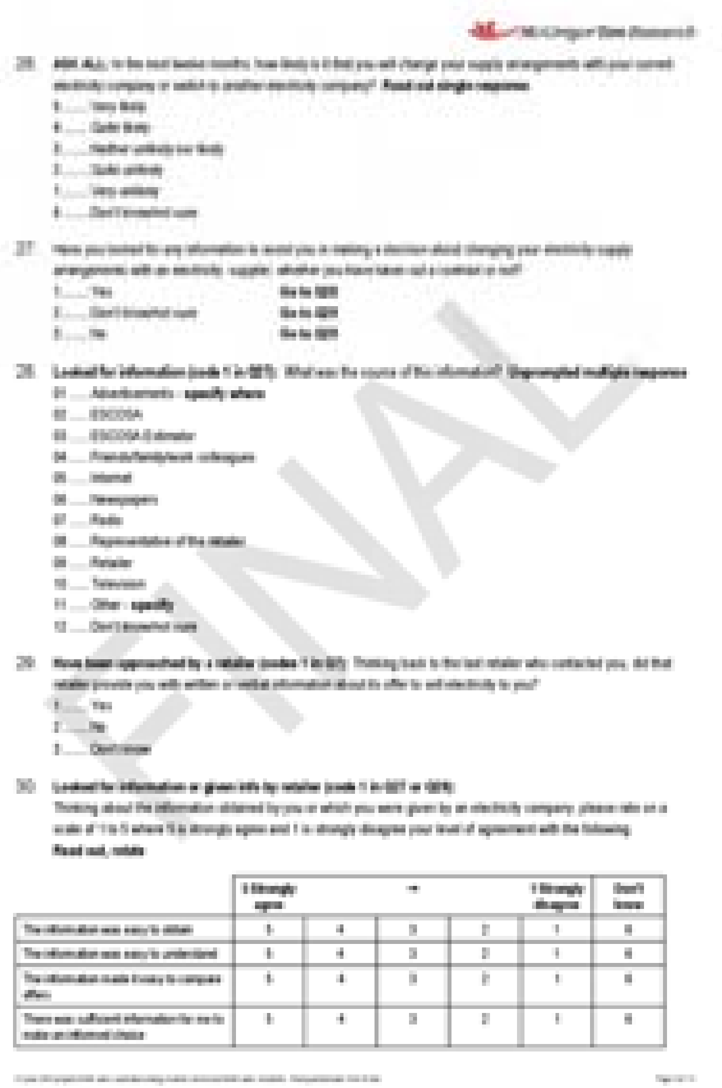
18. **Dissatisfied with new electricity company (codes 1-2 in Q17)**
Why were you dissatisfied? **Open ended**

19. **ASK ALL:** Have you, at any stage, entered into a contract and used the cooling off period to cancel?
1 ..... Yes
2 ..... Don't know/not sure
3 ..... No
4 ..... Not heard of a cooling off period

20. **Have NOT changed electricity companies (codes 3 in Q12)** Why haven't you changed electricity company?
Unprompted multiple response
01 ..... Concern with the transfer process
02 ..... Could not be bothered / too much effort
03 ..... Happy with current retailer
04 ..... Higher costs with other retailers
05 ..... Inadequate potential savings
06 ..... Insufficient information / couldn't understand the information
07 ..... Lack of confidence in the new retailer
08 ..... Waiting for better offers
09 ..... Other - **specify**
10 ..... Don't know/not sure

21. **Have NOT changed electricity companies (codes 3 in Q12)** Have you changed anything about the way your electricity company sells electricity to you?
(Interviewer note: that is, have you agreed to pay different rates, buy a different type of electricity, been given a gift or incentive to agree to a different type of supply arrangement/contract).
1 ..... Yes **Go to Q22**
2 ..... Don't know/not sure **Go to [illegible]**
3 ..... No **Go to [illegible]**


FINAL


FINAL

31. **Looked for information or given info by a retailer (code 1 in Q27 or Q29)**
Which sources of information did you use in making your decision about changing your electricity supply arrangements?
Unprompted multiple response
01 ..... Advertisements - **specify where**
02 ..... ESCOSA
03 ..... ESCOSA Estimator
04 ..... Friends/family/work colleagues
05 ..... Internet
06 ..... Newspapers
07 ..... Radio
08 ..... Representative of the retailer
09 ..... Retailer
10 ..... Television
11 ..... Other - **specify**
12 ..... Don't know/not sure
13 ..... None

32. **Looked for information or given info by a retailer (code 1 in Q27 or Q29)**
How could the information you received have been improved?
Open ended, probe for both content and medium

33. **ASK ALL:** On a scale of 1 to 5, where 5 is strongly agree and 1 is strongly disagree, please rate the following in relation to the ease of understanding your current electricity bill? **Read out, rotate**

	Strongly agree				Strongly disagree	Don't know
My electricity bill is easy to understand in its current format	5	4	3	2	1	6
The information contained in my electricity bill enables me to easily make comparisons with other electricity retailer's offers	5	4	3	2	1	6

SECTION 2 - GAS (codes 1 or 4 in Q3)

34. What is your current approximate average consumption of gas as represented by your average quarterly bill?
Read out, single response
(Interviewers note - we are looking for the best or closest approximation)
1 ..... Less than $50 per quarter
2 ..... $51 to $100 per quarter
3 ..... $101 to $150 per quarter
4 ..... $151 to $200 per quarter
5 ..... $201 to $250 per quarter
6 ..... More than $250 per quarter **Go to Section 3**
7 ..... Don't know **Go to Section 3**

35. As far as you are aware, which of the following applies?
Read out, rotate, single response
1 ..... I can choose my own gas retailer now
2 ..... I am obliged to purchase gas from my existing retailer
3 ..... Don't know

36. Which company do you currently buy gas from?
Unprompted single response (Interviewers note - If the respondent is confused as to who is the current retailer, the retailer selected should be the one they have moved, or are moving to)
01 ..... AGL
02 ..... Energy Australia
03 ..... Origin Energy
04 ..... South Australia Energy
05 ..... TXU / TRUenergy
06 ..... Other - **specify**
07 ..... Don't know/not sure

37. Do you have the same retailer for both electricity and gas?
1 ..... Yes
2 ..... Don't know/Not sure
3 ..... No
4 ..... Don't have reticulated gas

38. Which companies do you think you could buy gas from? Any others?
Unprompted multiple response
01 ..... AGL
02 ..... Energy Australia
03 ..... Origin Energy
04 ..... South Australia Energy
05 ..... TXU / TRUenergy
06 ..... Other - **specify**
07 ..... Don't know/not sure

39. Have ANY gas companies approached you offering to sell you gas regardless of whether or not you accepted any offer?
01 ..... Yes - **specify number of times approached** **Go to Q40**
02 ..... Don't know/not sure **Go to Q41**
03 ..... No **Go to Q41**

40. **Have been approached by a gas company (code 1 in Q39)**
Thinking about the last gas retailer who contacted you, how did they approach you? **Unprompted multiple response**
01 ..... Door to door sales consultant
02 ..... Telephone sales consultant
03 ..... Direct mail
04 ..... Other - **specify**
05 ..... Don't know/not sure

41. **ASK ALL:** Have you approached any gas company or companies, including your existing gas company, to ask about buying your gas from them?
1 ..... Yes **Go to Q42**
2 ..... Don't know/not sure **Go to Q44**
3 ..... No **Go to Q44**

42. **Have approached a retailer (code 1 in Q41)**
Thinking about the last gas company that you approached, how did you do this?
Unprompted multiple response
01 ..... Telephone
02 ..... Visited a retail outlet
03 ..... Internet/sent an email
04 ..... Other - **specify**
05 ..... Don't know/not sure

43. **Have approached a retailer or been approached by a retailer (code 1 in Q39 or Q41):** Did any of them:
01 ..... Refuse to sell you gas - **specify why and probe fully**
02 ..... Don't know/not sure
03 ..... Offer to sell you gas

44. **ASK ALL:** Have you changed the company that sells you gas?
1 ..... Yes **Go to Q45**
2 ..... Don't know/not sure **Go to Q51**
3 ..... No **Go to Q51**

45. **Have changed gas companies (codes 1 in Q44)**
How many times have you switched gas retailer?
1 ..... One
2 ..... Two
3 ..... Three
4 ..... Four
5 ..... Five
6 ..... More than five times

FINAL

46. **Have changed gas companies (code 1 in Q44)**
Thinking about the last time you changed your gas company, how easy was the transfer process?
5 ..... Very easy
4 ..... Quite easy
3 ..... Neither easy nor difficult
2 ..... Quite difficult
1 ..... Very difficult
6 ..... Don't know/not sure/haven't taken out a contract

47. **Have changed gas companies (code 1 in Q44):** Thinking about the last time you changed your gas company, what was the main driver in your decision? **Unprompted single response**
01 ..... I was offered a $XX incentive
02 ..... To be with the same company for electricity and gas
03 ..... Unhappy with my former retailer
04 ..... To get the salesperson to leave me alone
05 ..... Consistency of supply
06 ..... Offered green energy product
07 ..... Price/cost
08 ..... Offered a free gift
09 ..... Trust them more
10 ..... Other - **specify**
11 ..... Don't know/not sure

48. **Have changed gas companies (codes 1 in Q44):** Did you change gas companies because you moved to another home or business premises?
01 ..... Yes
02 ..... No
03 ..... Don't know

49. **Have changed gas companies (codes 1 in Q44):** How satisfied are you that your new gas company has delivered what you were looking for?
5 ..... Very satisfied **Go to Q51**
4 ..... Quite satisfied **Go to Q51**
3 ..... Neither satisfied nor dissatisfied **Go to Q51**
2 ..... Not satisfied **Go to Q50**
1 ..... Not at all satisfied **Go to Q50**
6 ..... Don't know/not sure **Go to Q51**

50. **Dissatisfied with contract (codes 1-2 in Q49)**
Why were you dissatisfied? **Open ended**

51. **ASK ALL:** Have you, at any stage, entered into a contract and used the cooling off period to cancel?
1 ..... Yes
2 ..... Don't know/not sure
3 ..... No
4 ..... Not heard of a cooling off period

FINAL

52. **Have NOT changed gas companies (code 3 in Q46):** Why haven't you changed your gas company?
Unprompted multiple response
01 ..... Concern with the transfer process
02 ..... Could not be bothered/too much effort
03 ..... Happy with current retailer
04 ..... Higher costs with other retailers
05 ..... Inadequate potential savings
06 ..... Insufficient information/couldn't understand the information
07 ..... Lack of confidence in the new retailer
08 ..... Too much effort
09 ..... Waiting for better offers
10 ..... Other - **specify**
11 ..... Don't know/not sure

53. **Have NOT changed gas companies (code 3 in Q46):** Have you changed anything about the way your gas company sells gas to you?
(Interviewer note: that is, have you agreed to pay different rates, buy a different type of gas, been given a gift or incentive to agree to a different type of supply arrangement/contract)
1 ..... Yes **Go to Q54**
2 ..... Don't know/not sure **Go to Q57**
3 ..... No **Go to Q57**

54. **Have NOT changed gas companies but have changed the way gas is supplied (code 1 in Q53):**
Thinking about the last time you changed your gas supply arrangements with your gas company, what was the main driver in your decision? **Unprompted single response**
01 ..... Consistency of supply
02 ..... I was offered a $[illegible] incentive
03 ..... Offered green energy product
04 ..... Offered a free gift
05 ..... Price/cost
06 ..... To be with the same company for electricity and gas
07 ..... To get the salesperson to leave the place
08 ..... Trust them more
09 ..... Unhappy with my former retailer
10 ..... Other - **specify**
11 ..... Don't know/not sure

55. **Have NOT changed gas companies but have changed the way gas is supplied (code 1 in Q53):**
How satisfied are you that your new gas supply arrangements have delivered what you were looking for?
5 ..... Very satisfied **Go to Q58**
4 ..... Quite satisfied **Go to Q58**
3 ..... Neither satisfied nor dissatisfied **Go to Q58**
2 ..... Not satisfied **Go to Q56**
1 ..... Not at all satisfied **Go to Q56**
6 ..... Don't know/not sure **Go to Q58**

56. **Dissatisfied with new gas supply arrangements (codes 1-2 in Q55):**
Why were you dissatisfied with your new gas supply arrangements? **Open ended**

57. **Have NOT changed the way gas is supplied (codes 2-3 in Q53):**
Why haven't you made any changes to the way you buy gas? **Unprompted multiple response**
01 ..... Concern with the transfer process
02 ..... Could not be bothered/too much effort
03 ..... Happy with current retailer
04 ..... Higher costs with other retailers
05 ..... Inadequate potential savings
06 ..... Insufficient information/couldn't understand the information
07 ..... Lack of confidence in the new retailer
08 ..... Too much effort
09 ..... Waiting for better offers
10 ..... Other - **specify**
11 ..... Don't know/not sure

58. **ASK ALL:** In the next twelve months, how likely is it that you will change your supply arrangements with your current gas company or switch to another gas company? **Read out, single response**
5 ..... Very likely
4 ..... Quite likely
3 ..... Neither unlikely nor likely
2 ..... Quite unlikely
1 ..... Very unlikely
6 ..... Don't know/not sure

59. Have you looked for any information to assist you in making your decision about moving to a market contract with a gas company, whether you have taken out a contract or not?
1 ..... Yes **Go to Q60**
2 ..... Don't know/not sure **Go to Q61**
3 ..... No **Go to Q61**

60. **Looked for information (code 1 in Q59):** What was the source of the information? **Unprompted multiple response**
01 ..... Advertisements - **specify where**
02 ..... ESCOSA
03 ..... ESCOSA Comparator
04 ..... Friends/family/work colleagues
05 ..... Internet
06 ..... Newspapers
07 ..... Radio
08 ..... Representative of the retailer
09 ..... Retailer
10 ..... Television
11 ..... Other - **specify**
12 ..... Don't know/not sure

70. Have you experienced any of the following? **Read out, rotate, multiple responses**
01 ..... The actual price you were charged did not match the prices you were quoted by the energy retailer
02 ..... You entered into a contract in order to get more information
03 ..... You felt pressured into signing a contract with an energy retailer
04 ..... You were told things about the terms and conditions of the contract that did not prove to be true
05 ..... You were transferred to another retailer without your explicit consent
06 ..... You were unable to terminate your energy contract during the cooling off period
07 ..... You entered into a contract simply to get the person to leave your house and/ or hang up the phone
08 ..... None of these

71. Have you ever made a complaint about your electricity or gas company?
1 ..... Yes **Go to Q72**
2 ..... Don't know/ not sure **Go to Q73**
3 ..... No **Go to Q73**

72. **Made a complaint (code 1 in Q71):** Who did you complain to?
Unprompted, multiple responses
01 ..... Energy Ombudsman
02 ..... ETSA Utilities
03 ..... Envestra
04 ..... Local MP/ Minister for Energy
05 ..... Office of Consumer & Business Affairs
06 ..... Retailer
07 ..... Other – **specify**
08 ..... Don't know

73. **Did not complain (codes 2 or 3 in Q71):** If you had need to complain who would you go to?
Unprompted, multiple responses
01 ..... Energy Ombudsman
02 ..... ETSA Utilities
03 ..... Envestra
04 ..... Local MP/ Minister for Energy
05 ..... Office of Consumer & Business Affairs
06 ..... Retailer
07 ..... Other – **specify**
08 ..... Don't know

74. **ASK ALL:** On a scale of 1 to 5, where 5 is strongly agree and 1 is strongly disagree, please rate the following statements in relation to new offers, billing options, special offers, product promotions, rebates, etc. **Read out, rotate**

	Strongly agree		◆		Strongly disagree	Don't know
The products currently on offer from energy retailers better suit my needs than they did a year ago	5	4	3	2	1	6
There is a greater variety of offers available compared to a year ago	5	4	3	2	1	6

75. On a scale of 1 to 5, where 5 is very confident and 1 is not at all confident, please rate your level of confidence in the following. **Read out, rotate**

	Very confident		◆		Not at all confident	Don't know
That I am able to choose the electricity or gas offer that best suits my needs	5	4	3	2	1	6
That I am able to access the information I need to choose the electricity or gas offer that best suits my needs	5	4	3	2	1	6

76. Are you aware of the availability of any independent assistance to help in making energy decisions, such as the Essential Services Commission of SA's Electricity Price Comparison Service?
1 ..... Yes
2 ..... Don't know/not sure
3 ..... No

77. Have you contacted your electricity and/or gas company in the past twelve months?
1 ..... Yes **Go to Q78**
2 ..... Don't know/not sure **Go to Q79**
3 ..... No **Go to Q79**

78. **Have contacted a retailer in the past twelve months (code 1 in Q77):** How satisfied were you with the following. Please rate on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied. **Read out, rotate**

	Very satisfied		◆		Not at all satisfied	Don't know
The timeliness of the response	5	4	3	2	1	6
The assistance provided	5	4	3	2	1	6

79. **ASK ALL:** On a scale of 1 to 5, where 5 is strongly agree and 1 is strongly disagree, please rate the following statements. **Read out, rotate**

	Strongly agree		◆		Strongly disagree	Don't know
I would go to my energy retailer for advice on purchasing a new energy appliance	5	4	3	2	1	6
I would go to my energy retailer for advice on improving my energy efficiency and decreasing my energy use	5	4	3	2	1	6
I would go to my energy retailer for advice on fixed-in tariffs	5	4	3	2	1	6

CLASSIFICATIONS

D0. Which of the following broad categories best describes your household situation?
Read out, single response
1 ..... Single, live on my own
2 ..... Single, live in a shared household
3 ..... Live with partner/spouse without dependent children
4 ..... Single adult, with dependent child or children
5 ..... Two adults with dependent child or children
6 ..... Two or more adults with dependent child or children

D1. Do you currently receive a State Government energy concession on your electricity bill?
1 ..... Yes
2 ..... No

D2. How many people live in your household? **Unprompted single response**
01 ..... One
02 ..... Two
03 ..... Three
04 ..... Four
05 ..... Five
06 ..... Six
07 ..... Seven
08 ..... Eight
09 ..... Nine
10 ..... Ten
11 ..... More than ten
12 ..... Don't know/not sure

D3. Are you ...? **read out, single response**
01 ..... An owner/occupier
02 ..... Renting
03 ..... Other – **specify**
04 ..... Don't know/not sure

D4. Gender and age
11 ..... Male 18 to 24
12 ..... Male 25 to 30
13 ..... Male 31 to 39
14 ..... Male 40 to 54
15 ..... Male 55 to 64
16 ..... Male 65+
21 ..... Female 18 to 24
22 ..... Female 25 to 30
23 ..... Female 31 to 39
24 ..... Female 40 to 54
25 ..... Female 55 to 64
26 ..... Female 65+

FINAL

D5. What is your highest level of education? **Read out, single response**
01 ..... Primary school
02 ..... High school
03 ..... Tertiary
04 ..... Postgraduate
05 ..... Other – **specify**
06 ..... Refused

D6. Metro/Regional
1 ..... Metro
2 ..... Regional

D7. Postcode

FINAL

Project No: [illegible]

AEMC - BUSINESS SURVEY
APRIL 2008

Good ……, my name is …… from McGregor Tan Research, the independent market research company. We are conducting a survey about competition in the electricity and gas market for the Australian Energy Market Commission and would like to speak to the main person in the **business** who makes decisions about the purchase of electricity and/or gas.

1. What energy combination do you have in your business? **Read out, single response**
   - 1 ….. Electricity and reticulated natural gas — **Complete Sections 1, 2 & 3**
   - 2 ….. Electricity and bottled gas — **Complete Sections 1 & 3 ONLY**
   - 3 ….. Electricity only — **Complete Sections 1 & 3 ONLY**
   - 4 ….. Reticulated natural gas only — **Complete Sections 2 & 3 ONLY**
   - 5 ….. Bottled gas or reticulated LPG only — **Thank and terminate**
   - 6 ….. Don't know/not sure — **Thank and terminate**

2. What type of business are you in? **Read out, single response**
   - 01 ….. Retail
   - 02 ….. Manufacturing
   - 03 ….. Wholesale
   - 04 ….. Finance
   - 05 ….. Hospitality (accommodation, pubs, cafés & restaurants)
   - 06 ….. Transport
   - 07 ….. Communications
   - 08 ….. Other - **specify**

SECTION 1 - ELECTRICITY (codes 1-3 in Q1)

3. What is your current approximate average consumption of electricity as represented by your average **monthly bill**? **Read out single response**
   - 01 ….. Less than $100 per month
   - 02 ….. $101 to $150 per month
   - 03 ….. $151 to $200 per month
   - 04 ….. $201 to $250 per month
   - 05 ….. $251 to $500 per month
   - 06 ….. $501 to $750 per month
   - 07 ….. $751 to $1,000 per month
   - 08 ….. $1,001 to $1,250 per month
   - 09 ….. $1,251 to $1,500 per month
   - 10 ….. $1,501 to $2,000 per month
   - 11 ….. More than $2,000 per month — **Go to Section 2**
   - 12 ….. Don't know/not sure — **Go to Section 2**

4. As far as you are aware, which of the following applies? **Read out, rotate, single response**
   - 1 ….. I can choose my own electricity retailer now
   - 2 ….. I am obliged to purchase electricity from my existing retailer
   - 3 ….. Don't know

5. Which company do you currently buy electricity from? **Unprompted single response** (Interviewer note - if the respondent is confused as to who is the current retailer, the retailer selected should be the one they have moved, or are moving to)
   - 01 ….. AGL
   - 02 ….. Aurora Energy
   - 03 ….. Country Energy
   - 04 ….. Energy Australia
   - 05 ….. Jackgreen
   - 06 ….. Momentum Energy
   - 07 ….. Origin
   - 08 ….. Powerdirect
   - 09 ….. Red Energy
   - 10 ….. South Australia Electricity
   - 11 ….. TXU / TRUenergy
   - 12 ….. ETSA
   - 13 ….. Other - **specify**
   - 14 ….. Don't know/not sure

6. Which companies do you think you could buy electricity from? Any others? **Unprompted multiple response**
   - 01 ….. AGL
   - 02 ….. Aurora Energy
   - 03 ….. Country Energy
   - 04 ….. Energy Australia
   - 05 ….. Jackgreen
   - 06 ….. Momentum Energy
   - 07 ….. Origin
   - 08 ….. Powerdirect
   - 09 ….. Red Energy
   - 10 ….. South Australia Electricity
   - 11 ….. TXU / TRUenergy
   - 12 ….. ETSA
   - 13 ….. Other - **specify**
   - 14 ….. Don't know/not sure

7. Have ANY electricity companies approached you and offered to sell you electricity regardless of whether or not you accepted any offer?
   - 01 ….. Yes - **specify number of times approached** — **Go to Q8**
   - 02 ….. Don't know/not sure — **Go to Q9**
   - 03 ….. No — **Go to Q9**

8. **Have been approached (code 1 in Q7)**
   Thinking about the last retailer who contacted you, how did they approach you? **Unprompted multiple response**
   - 01 ….. Door to door sales consultant
   - 02 ….. Telephone sales consultant
   - 03 ….. Direct mail
   - 04 ….. Other - **specify**
   - 05 ….. Don't know/not sure

9. **ASK ALL:** Have you approached any electricity company or companies, including your existing electricity company, to ask about buying electricity from them?
   - 1 ….. Yes — **Go to Q10**
   - 2 ….. Don't know/not sure — **Go to Q11**
   - 3 ….. No — **Go to Q11**

McGregor Tan Research

10. **Have approached a retailer (code 1 in Q9)**
Thinking about the last electricity company that you approached, how did you do this?
Unprompted multiple response
01 ...... Telephone
02 ...... Visited a retail outlet
03 ...... Internet/sent an email
04 ...... Other - **specify**
05 ...... Don't know/not sure

11. **Have been approached by or have electricity approached a retailer (code 1 in Q7 or Q9)**
Did any of them ... **read out**
01 ...... Refuse to sell you electricity - **specify why and probe fully**
02 ...... Don't know/not sure
03 ...... Offer to sell you electricity

12. **ASK ALL:** Have you changed the company that sells you electricity since January [illegible]?
1 ...... Yes **Go to Q13**
2 ...... Don't know/not sure **Go to Q19**
3 ...... No **Go to Q19**

13. **Have changed electricity companies (code 1 in Q12)**
How many times have you switched electricity retailer?
1 ...... One
2 ...... Two
3 ...... Three
4 ...... Four
5 ...... Five
6 ...... More than five times
7 ...... Don't know/not sure

14. **Have changed electricity companies (code 1 in Q12)**
Thinking about the last time you changed your electricity company, how easy was the transfer process?
5 ...... Very easy
4 ...... Quite easy
3 ...... Neither easy nor difficult
2 ...... Quite difficult
1 ...... Very difficult
6 ...... Don't know/not sure/haven't taken out a contract

15. **Have changed electricity companies (code 1 in Q12)** Thinking about the last time you changed your electricity company, what was the main driver in your decision? **Unprompted single response**
01 ...... I was offered a $50 incentive
02 ...... To be with the same company for electricity and gas
03 ...... Unhappy with my former retailer
04 ...... To get the salesperson to leave me alone
05 ...... Consistency of supply
06 ...... Offered green energy product
07 ...... Price/cost
08 ...... Offered a free gift
09 ...... Trust them more
10 ...... Other - **specify**
11 ...... Don't know/not sure

FINAL

16. **Have changed electricity companies (code 1 in Q12)** Thinking about the last time you changed your electricity company, did you change electricity companies because you moved to another business premises?
1 ...... Yes
2 ...... No
3 ...... Don't know

17. **Have changed electricity companies (code 1 in Q12)** How satisfied are you that your new electricity company has delivered what you were looking for?
5 ...... Very satisfied **Go to Q19**
4 ...... Quite satisfied **Go to Q19**
3 ...... Neither satisfied nor dissatisfied **Go to Q19**
2 ...... Not satisfied **Go to Q18**
1 ...... Not at all satisfied **Go to Q18**
6 ...... Don't know/not sure **Go to Q19**

18. **Dissatisfied with new electricity company (codes 1-2 in Q17)**
Why were you dissatisfied? **Open ended**

19. **ASK ALL:** Have you, at any stage, entered into a contract and used the cooling off period to cancel?
1 ...... Yes
2 ...... Don't know/not sure
3 ...... No
4 ...... Not heard of a cooling off period

20. **Have NOT changed electricity companies (code 3 in Q12)** Why haven't you changed electricity company?
Unprompted multiple response
01 ...... Concern with the transfer process
02 ...... Could not be bothered / too much effort
03 ...... Happy with current retailer
04 ...... Higher costs with other retailers
05 ...... Inadequate potential savings
06 ...... Insufficient information / couldn't understand the information
07 ...... Lack of confidence in the new retailer
08 ...... Waiting for better offers
09 ...... Other - **specify**
10 ...... Don't know/not sure

21. **Have NOT changed electricity companies (code 3 in Q12)** Have you changed anything about the way your electricity company sells electricity to you?
(Interviewer note: that is, have you agreed to pay different rates, buy a different type of electricity, been given a gift or incentive to agree to a different type of supply arrangement/contract).
1 ...... Yes **Go to Q22**
2 ...... Don't know/not sure **Go to Q26**
3 ...... No **Go to Q26**

FINAL

31. **Looked for information or given info by a retailer(code 1 in Q27 or Q28)**
Which sources of information did you use in making your decision about changing your electricity supply arrangements?
Unprompted multiple response
01 ..... Advertisements - **specify where**
02 ..... ESCOSA
03 ..... ESCOSA Estimator
04 ..... Friends/family/work colleagues
05 ..... Internet
06 ..... Newspapers
07 ..... Radio
08 ..... Representative of the retailer
09 ..... Retailer
10 ..... Television
11 ..... Other - **specify**
12 ..... Don't know/not sure
13 ..... None

32. **Looked for information or given info by a retailer(code 1 in Q27 or Q28)**
How could the information you received have been improved?
Open ended, probe for both content and medium

33. **ASK ALL:** On a scale of 1 to 5, where 5 is strongly agree and 1 is strongly disagree, please rate the following in relation to the ease of understanding your current electricity bill? **Read out, rotate**

	Strongly agree				Strongly disagree	Don't know
My electricity bill is easy to understand, in its current format	5	4	3	2	1	6
The information contained in my electricity bill enables me to easily make comparisons with other electricity retailer's offers	5	4	3	2	1	6

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SECTION 3 - GAS (codes 1 or 4 in Q3)

34. What is your current approximate average consumption of gas as represented by your average **monthly bill**?
Read out single response
01 ..... Less than $100 per month
02 ..... $101 to $150 per month
03 ..... $151 to $200 per month
04 ..... $201 to $350 per month
05 ..... $351 to $500 per month
06 ..... $501 to $750 per month
07 ..... $751 to $1,000 per month
08 ..... More than $1,000 per month **Go to Section 4**
09 ..... Don't know/not sure **Go to Section 4**

35. As far as you are aware, which of the following applies?
Read out, rotate, single response
1 ..... I can choose my own gas retailer now
2 ..... I am obliged to purchase gas from my existing retailer
3 ..... Don't know

36. Which company do you currently buy gas from?
Unprompted single response (Interviewer note - If the respondent is confused as to who is the current retailer, the retailer selected should be the one they have signed, or are dealing to)
01 ..... AGL
02 ..... Energy Australia
03 ..... Origin Energy
04 ..... South Australia Energy
05 ..... TXU / TRUenergy
06 ..... Other - **specify**
07 ..... Don't know/not sure

37. Do you have the same retailer for both electricity and gas?
1 ..... Yes
2 ..... Don't know/not sure
3 ..... No
4 ..... Don't have reticulated gas

38. Which companies do you think you could buy gas from? Any others?
Unprompted multiple response
01 ..... AGL
02 ..... Energy Australia
03 ..... Origin Energy
04 ..... South Australia Energy
05 ..... TXU / TRUenergy
06 ..... Other - **specify**
07 ..... Don't know/not sure

39. Have ANY gas companies approached you offering to sell you gas regardless of whether or not you accepted any offer?
01 ..... Yes - **specify number of times approached** **Go to Q40**
02 ..... Don't know/not sure **Go to Q41**
03 ..... No **Go to Q41**

40. **Have been approached by a gas company (code 1 in Q39)**
Thinking about the last gas retailer who contacted you, how did they approach you? **Unprompted multiple response**
01 ..... Door to door sales consultant
02 ..... Telephone sales consultant
03 ..... Direct mail
04 ..... Other - **specify**
05 ..... Don't know/not sure

41. **ASK ALL:** Have you approached any gas company or companies, including your existing gas company, to ask about buying your gas from them?
1 ..... Yes **Go to Q42**
2 ..... Don't know/not sure **Go to Q43**
3 ..... No **Go to Q43**

42. **Have approached a retailer (code 1 in Q41)**
Thinking about the last gas company that you approached, how did you do this?
Unprompted multiple response
01 ..... Telephone
02 ..... Visited a retail outlet
03 ..... Internet and an email
04 ..... Other - **specify**
05 ..... Don't know/not sure

43. **Have approached a retailer or been approached by a retailer (code 1 in Q39 or Q41):** Did any of them
01 ..... Refuse to sell you gas - **specify why and probe fully**
02 ..... Don't know/not sure
03 ..... Offer to sell you gas

44. **ASK ALL:** Have you changed the company that sells you gas?
1 ..... Yes **Go to Q45**
2 ..... Don't know/not sure **Go to Q51**
3 ..... No **Go to Q51**

45. **Have changed gas companies (codes 1 in Q44)**
How many times have you switched gas retailer?
1 ..... One
2 ..... Two
3 ..... Three
4 ..... Four
5 ..... Five
6 ..... More than five times
7 ..... Don't know

46. **Have changed gas companies (codes 1 in Q44)**
Thinking about the last time you changed your gas company, how easy was the transfer process?
5 ..... Very easy
4 ..... Quite easy
3 ..... Neither easy nor difficult
2 ..... Quite difficult
1 ..... Very difficult
6 ..... Don't know/not sure/haven't taken out a contract

47. **Have changed gas companies (codes 1 in Q44):** Thinking about the last time you changed your gas company, what was the main driver in your decision? **Unprompted single response**
01 ..... I was offered a $[illegible] incentive
02 ..... To be with the same company for electricity and gas
03 ..... Unhappy with my former retailer
04 ..... To get the cheapest price
05 ..... Consistency of supply
06 ..... Offered green energy product
07 ..... Price/cost
08 ..... Offered a free gift
09 ..... Trust them more
10 ..... Other - **specify**
11 ..... Don't know/not sure

48. **Have changed gas companies (codes 1 in Q44):** Did you change gas companies because you moved to another business premises?
01 ..... Yes
02 ..... No
03 ..... Don't know

49. **Have changed gas companies (codes 1 in Q44):** How satisfied are you that your new gas company has delivered what you were looking for?
5 ..... Very satisfied **Go to Q51**
4 ..... Quite satisfied **Go to Q51**
3 ..... Neither satisfied nor dissatisfied **Go to Q51**
2 ..... Not satisfied **Go to Q50**
1 ..... Not at all satisfied **Go to Q50**
6 ..... Don't know/not sure **Go to Q51**

50. **Dissatisfied with contract (codes 1-2 in Q49)**
Why were you dissatisfied? **Open ended**

51. **ASK ALL:** Have you, at any stage, entered into a contract and used the cooling off period to cancel?
1 ..... Yes
2 ..... Don't know/not sure
3 ..... No
4 ..... Not heard of a cooling off period

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52. **Have NOT changed gas companies (code [illegible] in [illegible])**: Why haven't you changed your gas company?
Unprompted multiple response
01 ...... Concern with the transfer process
02 ...... Could not be bothered/too much effort
03 ...... Happy with current retailer
04 ...... Higher costs with other retailers
05 ...... Inadequate potential savings
06 ...... Insufficient information/couldn't understand the information
07 ...... Lack of confidence in the new retailer
08 ...... Too much effort
09 ...... Waiting for better offers
10 ...... Other - **specify**
11 ...... Don't know/not sure

53. **Have NOT changed gas companies (code [illegible] in [illegible])**: Have you changed anything about the way your gas company sells gas to you?
(Interviewer note: that is, have you agreed to pay different rates, buy a different type of gas, been given a gift or incentive to agree to a different type of supply arrangement/contract)
1 ...... Yes **Go to [illegible]**
2 ...... Don't know/not sure **Go to [illegible]**
3 ...... No **Go to [illegible]**

54. **Have NOT changed gas companies but have changed the way gas is supplied (code 1 in [illegible])**
Thinking about the last time you changed your gas supply arrangements with your gas company, what was the main driver in your decision? **Unprompted single response**
01 ...... Consistency of supply
02 ...... I was offered a [illegible] incentive
03 ...... Offered green energy product
04 ...... Offered a free gift
05 ...... [illegible]
06 ...... To be with the same company for electricity and gas
07 ...... To get the salesperson to leave the door
08 ...... Trust them more
09 ...... Unhappy with my former retailer
10 ...... Other - **specify**
11 ...... Don't know/not sure

55. **Have NOT changed gas companies but have changed the way gas is supplied (code 1 in [illegible])**
How satisfied are you that your new gas supply arrangements have delivered what you were looking for?
5 ...... Very satisfied **Go to [illegible]**
4 ...... Quite satisfied **Go to [illegible]**
3 ...... Neither satisfied nor dissatisfied **Go to [illegible]**
2 ...... Not satisfied **Go to [illegible]**
1 ...... Not at all satisfied **Go to [illegible]**
6 ...... Don't know/not sure **Go to [illegible]**

56. **Dissatisfied with new gas supply arrangements (codes 1-2 in [illegible])**
Why were you dissatisfied with your new gas supply arrangements? **Open ended**

57. **Have NOT changed the way gas is supplied (codes [illegible] in [illegible])**
Why haven't you made any changes in the way you buy gas? **Unprompted multiple response**
01 ...... Concern with the transfer process
02 ...... Could not be bothered/too much effort
03 ...... Happy with current retailer
04 ...... Higher costs with other retailers
05 ...... Inadequate potential savings
06 ...... Insufficient information/couldn't understand the information
07 ...... Lack of confidence in the new retailer
08 ...... Too much effort
09 ...... Waiting for better offers
10 ...... Other - **specify**
11 ...... Don't know/not sure

58. **ASK ALL:** In the next twelve months, how likely is it that you will change your supply arrangements with your current gas company or switch to another gas company? **Read out, single response**
5 ...... Very likely
4 ...... Quite likely
3 ...... Neither unlikely nor likely
2 ...... Quite unlikely
1 ...... Very unlikely
6 ...... Don't know/not sure

59. Have you looked for any information to assist you in making your decision about moving to a market contract with a gas company, whether you have taken out a contract or not?
1 ...... Yes **Go to [illegible]**
2 ...... Don't know/not sure **Go to [illegible]**
3 ...... No **Go to [illegible]**

60. **Looked for information (code 1 in [illegible])**: What was the source of the information? **Unprompted multiple response**
01 ...... Advertisements - **specify where**
02 ...... ESCOSA
03 ...... ESCOSA Comparator
04 ...... Friends/family/work colleagues
05 ...... Internet
06 ...... Newspapers
07 ...... Radio
08 ...... Representative of the retailer
09 ...... Retailer
10 ...... Television
11 ...... Other - **specify**
12 ...... Don't know/not sure

FINAL

FINAL

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CLASSIFICATIONS

S0 Metro/Regional

1 ..... Metro

2 ..... Regional

S1 Postcode

FINAL

Project: AEMC

Effectiveness of Competition in Electricity and Gas Markets

Focus Group Discussion Guide:

Please NOTE: This is not a questionnaire per se , but a guide or tool for the moderator in the conduct of the groups, so that all the points we want covered, are raised.

We allow the interviewer flexibility to address these open topic cues in their own style or way. The discussion is flexible to allow completeness in areas that are of interest to the participants and meaningful to the topic of the research.

Introduction of Moderator, Project Specifics

1. Introduction, privacy
2. Today we are talking about competition in the retail electricity and gas markets in South Australia and would appreciate your experiences and opinions.

Awareness of and interest in Competition

3. What do you know about competition in the retail electricity and gas markets in South Australia? *Probe fully.*
4. Are you aware that you able to chose your own retailer for electricity and gas? How long has this been possible?
5. Are you aware that you can change existing arrangements with your current retailer?
6. Which companies do you think you can purchase electricity and/or gas from?
7. Are you interested in choosing your electricity and/or gas supplier (as compared to choosing your telephony supplier, insurance company, bank etc)? Why/why not?
8. If uninterested, what might motivate interest? e.g. price rises, alternative price structures (time of use, fixed vs variable charges, capped tariffs, tracker tariffs etc) alternative energy sources, energy advice.

Criteria for Choosing Electricity and Gas Retailers

9. By which criteria do you appraise electricity and gas retailers?
10. What is the relative importance of these criteria?
11. How would you rate your current electricity and/or gas retailer on these criteria?

12. How important is it for you to have had previous experience with an energy supplier and/or to know their brand name?

Consumer Behaviours

13. Have you ever approached an energy retailer to ask about buying energy from them? Why? How did you go about this? Were you refused? Why?
14. Were you happy with the experience? Why/why not?
15. Have you ever been approached by an energy retailer to switch from your existing retailer? How was the approach made?
16. Were you happy with the experience? Why/why not?
17. If your experience was poor, did you complain to anyone? Who did you complain to? What was the outcome? Have you complained about other matters relating to your electricity and gas retailers? About what, to whom and what was the outcome?
18. How many of you have switched electricity retailer? How often? How easy was it to change?
19. How many of you have switched gas retailers? How often? How easy was it to change?
20. What influenced you to change?
21. Do you believe there are any benefits in having both electricity and gas with one retailer? What are they? Has this encouraged you to switch retailers?
22. Were there any incentives offered to you to change your electricity and/or gas supplier? What were they? How attractive were these incentives? How much of an influence were they on your decision to change? *Probe for pricing (both level and structure of tariffs, e.g. fixed vs variable charges, tracker tariffs, capped tariffs, time of use tariffs etc,) gifts, green energy, early payment bonuses and better customer service.*
23. How would you describe your level of satisfaction with the process of changing retailers? Has the new retailer delivered what you were looking for? Why/why not?
24. Have any of you changed your arrangements with your existing gas or electricity to retailer? Why? What changes occurred? How satisfied were you that the retailer delivered what you were looking for?
25. Overall, what, if any, were the differences in your experiences between electricity and gas retailers?

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26. For those who have not changed retailers, why haven't you done so? Probe fully. What, specifically, would encourage you to change? (e.g. how much of a price rise? What sort of alternative price structures, incentives, products, advice?)

Information

27. Have you ever looked for any information about changing your electricity and/or gas retailer? Where did you look? Where would you have preferred to look? Was the information available through your preferred medium?

28. Have you ever been given information by a retailer (including your current retailer) about buying your electricity/gas from them? What information were you given? Were you able to understand it? Did it allow you to compare their offers with the arrangements that you currently have in place for buying electricity/gas?

29. What type of information did you need to make an informed decision? What information is the most important in allowing you to make an informed decision? Was this information readily available? Why/why not?

30. How could the provision of information have been improved? *Probe for insufficient information, too much information/overload, difficult to understand, confusing, unable to compare offers, etc*

31. Do you think the information that is currently available enables you choose the offers that best suit your needs? Why/why not?

32. Are you aware of the ESCOSA Estimator? Have you used it? Why/why not? How useful did you find it? Why?

Now distribute the electricity and gas information and brochures to group participants.

33. How would you rate these as sources of information? Why?

34. Do they provide the information you need to make an informed decision? Why/why not?

35. In what ways could these information sources be improved?

Personal Circumstances

36. Does the payment of your energy bills impact on your ability to meet other household expenditures? How severely?

37. What proportion of your disposable household income would be spent on energy bills?

38. Would you be more/less interested in choosing and possibly changing your energy supplier if your energy bills were a higher proportion of your income?

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Comments and Suggestions

39. If you had any suggestions or recommendations to the authorities overseeing competition in the electricity and gas markets, what would they be?

Thank and close.

Appendix 5:
How To Read The Computer Tabulations

The computer tabulations in the report show the comparisons between [1] the answers given by the total number of respondents and [2] those given by the various subgroups. This is done in the form of percentages. Under certain data, you may notice the presence of + or - signs. These indicate where there is a statistically significant difference between the responses of the subgroup (eg. males, people over 65, etc) and the group as a whole. When the responses of the subgroup are significantly less than the group as a whole, this is shown by a minus (-) sign. If, on the other hand, there is a significantly higher response by the subgroup, then a plus (+) sign appears. The degree of significance of difference is also indicated. Where a single (- or +), double (-- or ++) or triple (--- or +++) sign occurs, you can be, respectively, 90%, 95% or 99% sure that the subgroup is in fact answering differently to the group as a whole, and that it is not just a random fluctuation in the data. (See example below)

Please note that, because of rounding, answers in single response questions will not always sum precisely to 100%.

In addition, as the base for percentages is the number of *respondents* answering a particular question (rather than the number of *responses*) multiple response questions sum to more than 100%.

Example: How would you describe yourself?

		GENDER		AGE GROUP				
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55+
Complete non-smoker	298 72%	148 70%	150 74%	59 67%	56 63% -	55 69%	78 76%	50 89% +++
No. of respondents	416 100%	212 100%	204 100%	88 100%	89 100%	80 100%	103 100%	56 100%

89% of all 55+ year olds said that they are complete non-smokers. We are 99% sure that this age group's response is significantly higher than the total of 72% (triple plus (+++) sign)

72% of all respondents said that they were complete non-smokers

74% of all females surveyed said that they were complete non-smokers. This is not a significantly different proportion to the total of 72% (no plus or minus signs)

63% of all 25-34 year olds said that they were complete non-smokers. We are 90% sure that this age group's response is significantly fewer that the total of 72% (single minus (-) sign)