

CRE Aspirations

*UMR Omnibus Survey among
Residential Consumers*

February 2013



AUCKLAND • WELLINGTON • SYDNEY

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Methodology

Results in this report are based upon questions asked in the UMR Research nation-wide Omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.

Fieldwork was conducted from the 24th to 29th January 2013 at UMR Research's national interview facility in Auckland.

The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.

Results have been tracked from questions asked in a UMR Omnibus survey conducted in August 2011.

There is one change to note between the question asked in 2013 compared to the question asked in 2011. On the industry ratings the statement tested in 2013 was:

- *There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost to consumers of power cuts versus the cost of maintaining electricity supply.*

In 2011 the statement was:

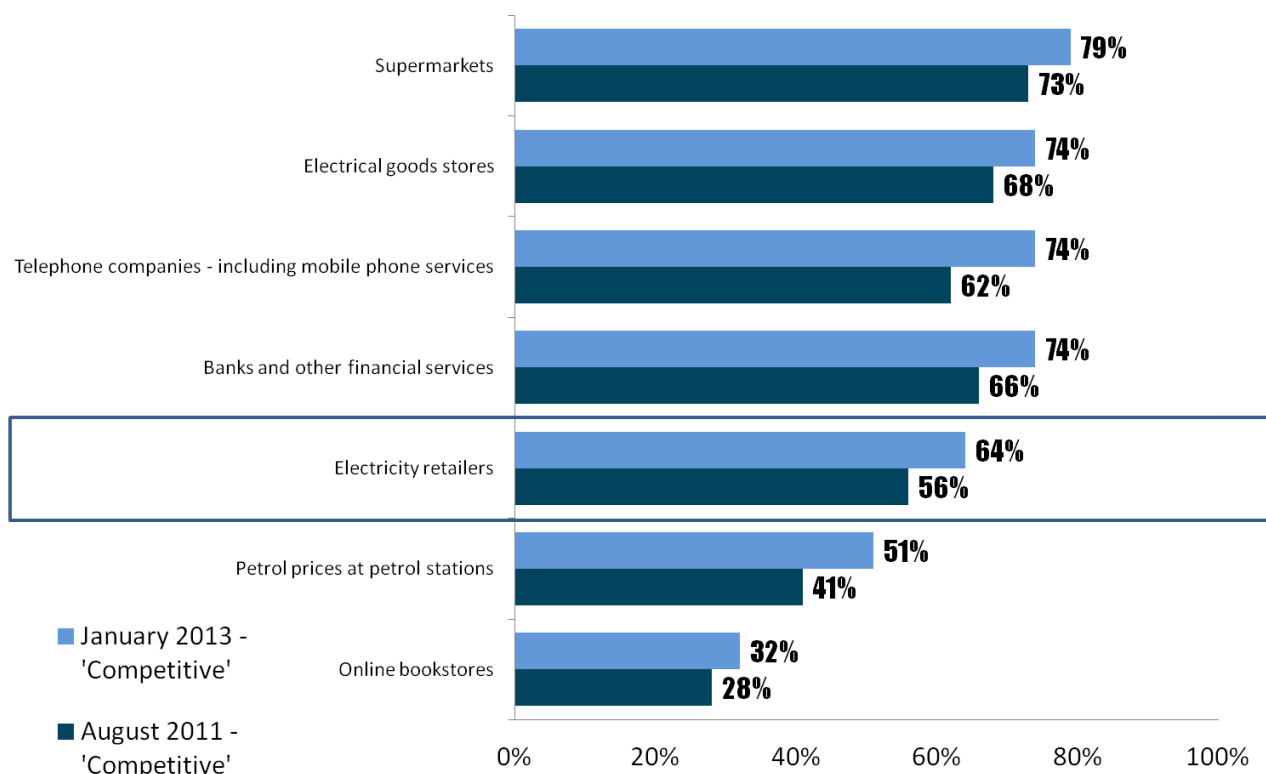
- *There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost of power cuts versus the cost of maintaining power lines, which is funded by the fixed daily charge on your electricity bill.*

Executive summary

A majority think electricity retailers are competitive

A majority (64%) of the general public continue to think of electricity retailers as competitive¹, an increase of 8% from 2011. However, of these 19% thought the level of competitiveness was 'just adequate' and a relatively large minority still believe they are not competitive (25%). Those who pay the household electricity bill or have a say on who their electricity retailer is ('bill payers') have similar results to the general public. They rate the competitiveness of electricity retailers slightly higher (68%) and the same proportion (25%) deems them as not competitive. Those who don't pay the household electricity bill or don't help to choose their electricity retailer were significantly more likely to report they were unsure (28%) about the level of competition in the industry. As a result, the proportions of those that think the industry is competitive (55%) and those that think it is not (17%) are both lower than for bill payers.

COMPETITIVENESS OF BUSINESSES (TOTAL 'COMPETITIVE')



There were increases in perceived competitiveness across all categories tested, although the largest increases were recorded for telephone companies (up 12%), petrol stations (10%), electricity retailers (8%) and banks/ financial services (8%). These sectors have seen significant marketing activity and media coverage over the past few years.

¹ Competitiveness was measured on a 0-10 scale where 0 meant 'not at all competitive', 5 meant 'just adequate' and 10 'extremely competitive.'

■ Demographic analysis of perceived competitiveness across different businesses

As a general trend, females were more likely to rate businesses as competitive than males were. Additionally, respondents that ranked one type of business as competitive were more likely to rank other types of business as competitive.

Continues to be high level of unsure or have no firm opinions on electricity industry

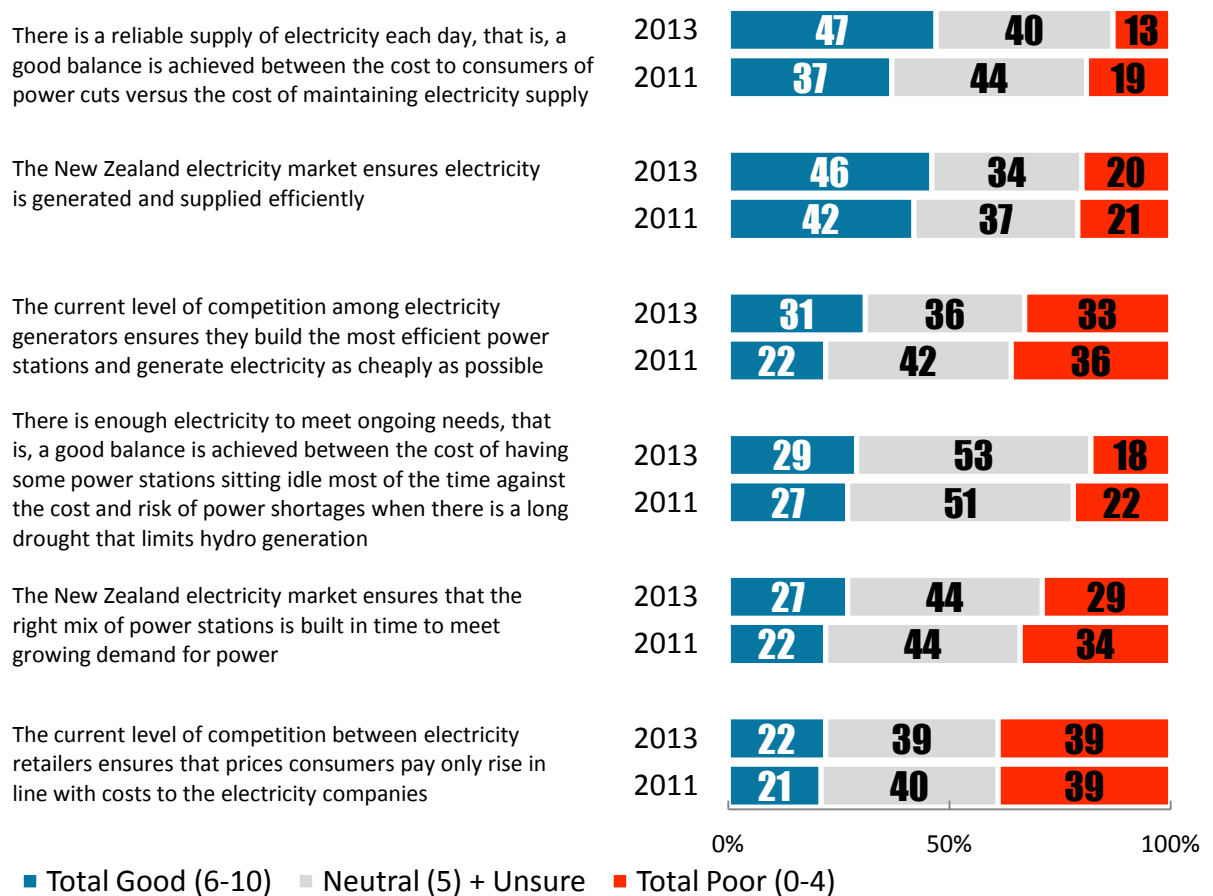
The trend of a plurality of respondents being unsure or neutral about aspects of the electricity industry continues; with at least a third of respondents either not knowing enough about the industries competitiveness, reliability and efficiency to rate them or choosing a neutral rating reflecting their lack of a firm opinion.

The statement that gathered the most uncertain responses with over half (53%) reporting they were either unsure or held no firm opinion was:

- *There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation.*

Of those with a firm view the feeling was positive, with a slight majority ranking the aspect as good.

ELECTRICITY INDUSTRY RATINGS



■ More rate electricity industry reliability and efficiency as good

Almost half of the general public rated the electricity industry as good² and a minority as poor on the following statements:

- *There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost to consumers of power cuts versus the cost of maintaining electricity supply³*
- *The New Zealand electricity market ensures electricity is generated and supplied efficiently.*

■ Level of competition and having the right mix of stations rated more poorly

More of the general public rated the electricity industry as poor than good on the following statements:

- *The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies.*
- *The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheap as possible.*
- *The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power.*

■ Demographic analysis of ratings about aspects of the electricity industry

Generally, males, those between the ages of 45 and 59 and those earning higher incomes (over \$70,000) were more likely to rate any given aspect of the electricity industry poorly.

Those that rated any aspect of the electricity industry as poor were also more likely to rate other aspects of the industry as poor. Furthermore, those that rated electricity retailers as uncompetitive were more likely to rate each statement as poor when compared to those that rated them as competitive.

² Ratings were on a 0-10 scale where 0 meant 'very poor', 5 'neutral' and 10 'extremely good'. Those who gave a 6-10 rating are described as rating a statement as 'good', those who gave a 0-4 rating are described as rating statements as 'poor'. Those who chose the neutral 5 rating are deemed to have no firm opinions on the statements.

³ As noted in the methodology this statement changed from 2011, where it read: '*There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost of power cuts versus the cost of maintaining power lines, which is funded by the fixed daily charge on your electricity bill*'

Main Report

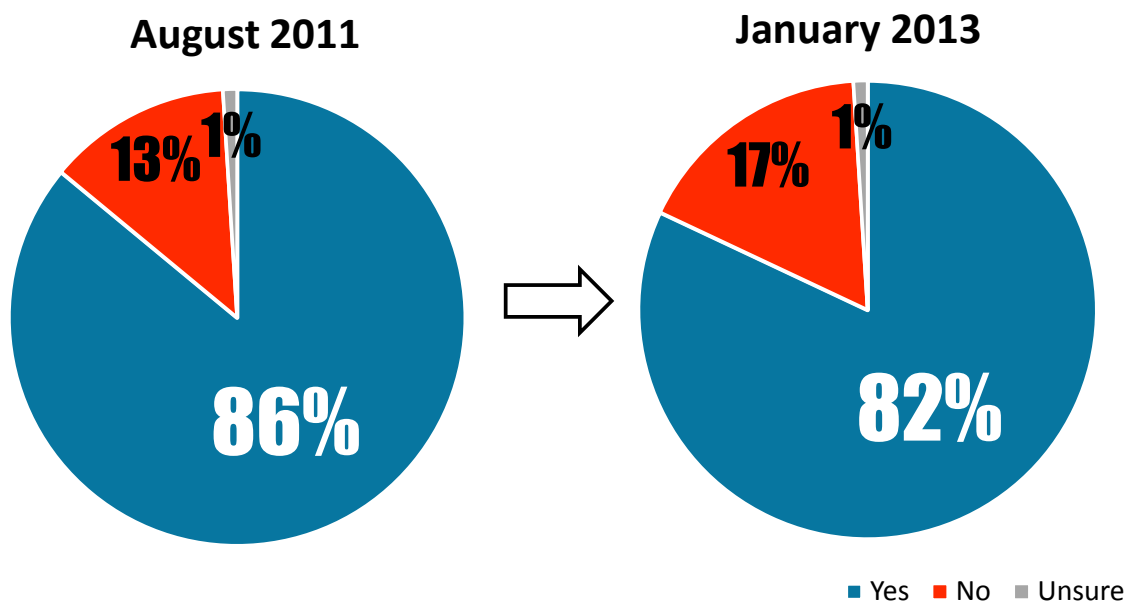
2.1 Survey profile

A very high proportion (82%) of those surveyed were bill payers, similar to the proportion surveyed in 2011 (86%).

This report focuses on the general public's perceptions as opposed to the bill payer. As the latter represent a very high proportion of the general public, there is no significant difference between the results of the two groups. However, some differences do arise between bill payers and non-bill payers. Where this occurs this is noted as will be the case for other demographics.

BILL PAYING DEMOGRAPHIC

Are you responsible for paying the electricity bill in your household or have a say in who your electricity provider is?

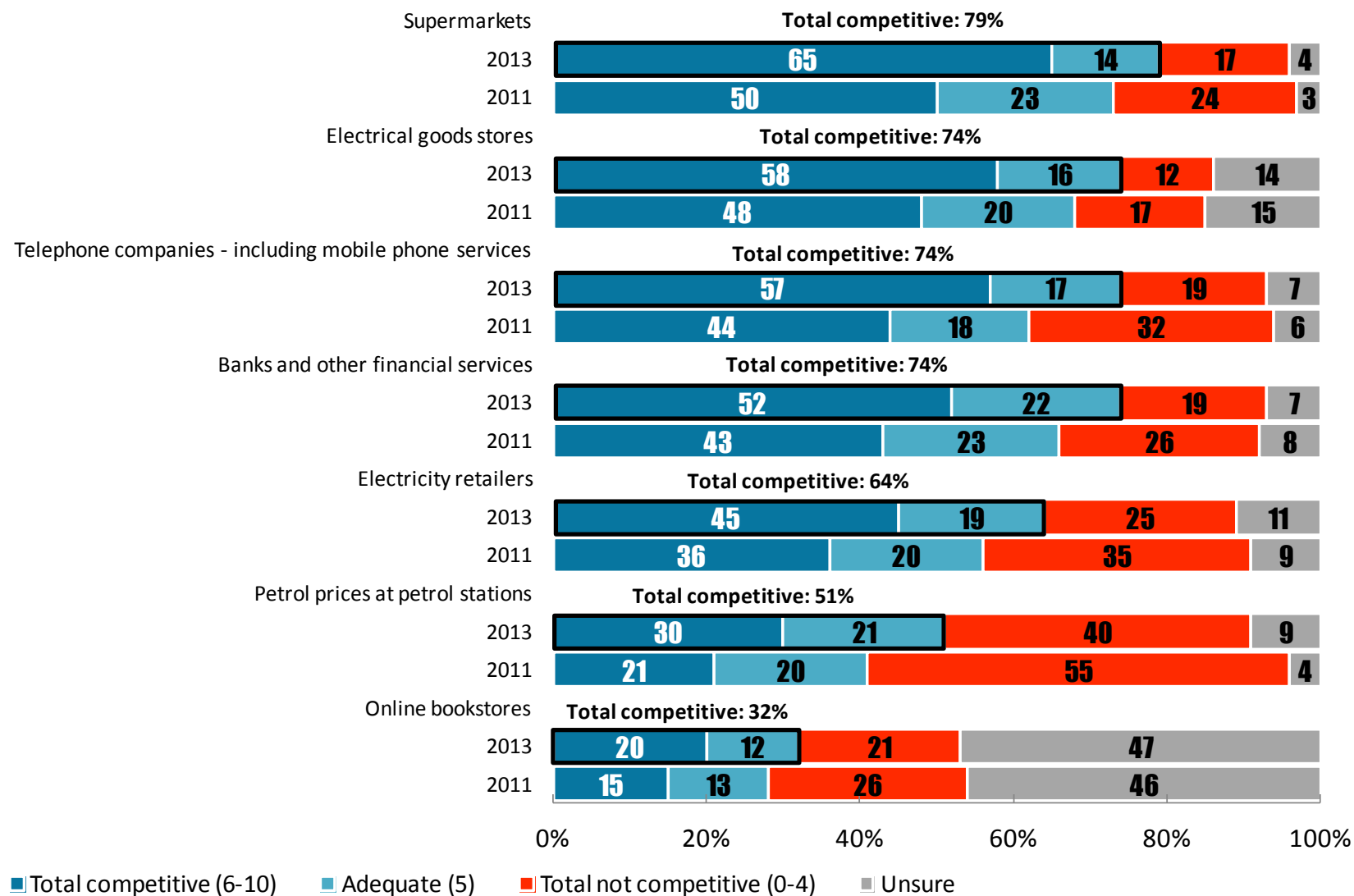


2.2 Electricity retailers relatively low rating for competitiveness

Similar to 2011, only petrol companies were rated as significantly less competitive than electricity retailers when compared with six other retail businesses. Supermarkets, electrical goods stores, banks or other financial services and telephone companies were rated as more competitive. Although fewer rated online bookstores as competitive, almost half did not know enough about them to provide a rating. As the small majority of those that did provide ratings thought they were competitive, they were only slightly less competitive than electricity retailers.

COMPETITIVENESS OF BUSINESSES

Using a 0-10 scale where 0 means not at all competitive, 5 means just adequate and 10 means extremely competitive, how competitive are the following businesses in terms of working to get your business and offering you the best deals? If you do not know enough, just say so.



■ Electricity retailers

Almost two thirds (64%) rated electricity retailers as competitive and 25% rated them as uncompetitive. However, 19% of those that rated them as competitive thought the level of competition was 'just adequate'. Those that thought electricity retailers were competitive have increased from last year (up 8%), balanced by a decrease in the proportion that thought they weren't competitive (down 10%).

■ Supermarkets - most competitive

Supermarkets were rated the most competitive with 79% (up 6% from 2011) rating them so and 17% (down 7%) as uncompetitive. Those rating their competitiveness as 'just adequate' also decreased to 14% (down 9%) in 2013; this shows that competitiveness to a level above 'just adequate' has increased by 15% from 2011.

■ Electrical goods stores - second most competitive

Three businesses had competitive ratings of 74% this year; however they can still be ranked in order of competitiveness by excluding those that rated competition levels as 'just adequate'. Electrical goods stores were rated second most competitive with 74% rating them competitive overall and 58% rating them as competitive at a level above 'just adequate'. Twelve percent rated them as uncompetitive. They also attracted the second highest number of those 'unsure' and unable to provide a rating (14%), behind online bookstores.

■ Telephone companies including mobile phone services - third most competitive

Telephone companies, including mobile phone services, were rated third most competitive in 2013 ahead of banks and other financial services which ranked third in 2011. Seventy-four percent rated them as competitive and 19% as uncompetitive. A large minority (17%) rated their competitiveness as 'just adequate'.

■ Banks and other financial services - fourth most competitive

Banks and other financial services were rated fourth most competitive with 74% rating them so and 19% as uncompetitive. Again, a large minority (22%) rated their competitiveness as 'just adequate'.

■ Petrol stations (petrol prices) - least competitive

Petrol stations were rated least competitive with 51% rating them so and 40% as uncompetitive. Over one in five (21%) rated their competitiveness as 'just adequate'.

■ Online bookstores - many uncertain

Similar to 2011, online bookstores stood out among those tested for having a very high number unsure and unable to rate their competitiveness (47%). Almost a third (32%) rated them as competitive and 21% rated them as uncompetitive.

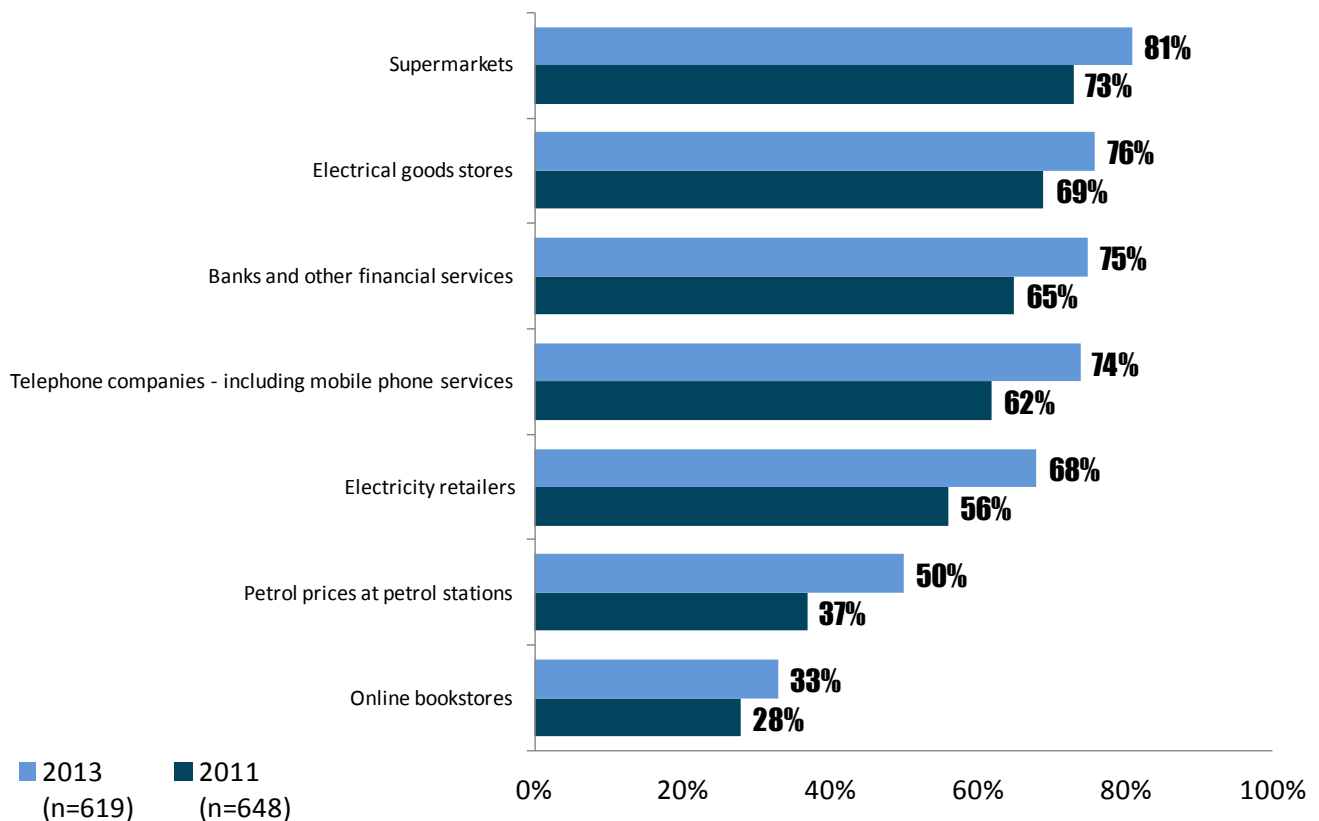
■ Tracking from 2011

Across bill payers perceived competitiveness increased for all categories and the increases were generally larger than across the total population. The largest increases were recorded for petrol stations (up 13%), telephone companies (12%), and electricity retailers (12%).

COMPETITIVENESS OF BUSINESSES: BILL-PAYERS

Using a 0-10 scale where 0 means not at all competitive, 5 means just adequate and 10 means extremely competitive, how competitive are the following businesses in terms of working to get your business and offering you the best deals? If you do not know enough, just say so.

Total competitive (5-10):



■ Bill payers compared with non-bill payers

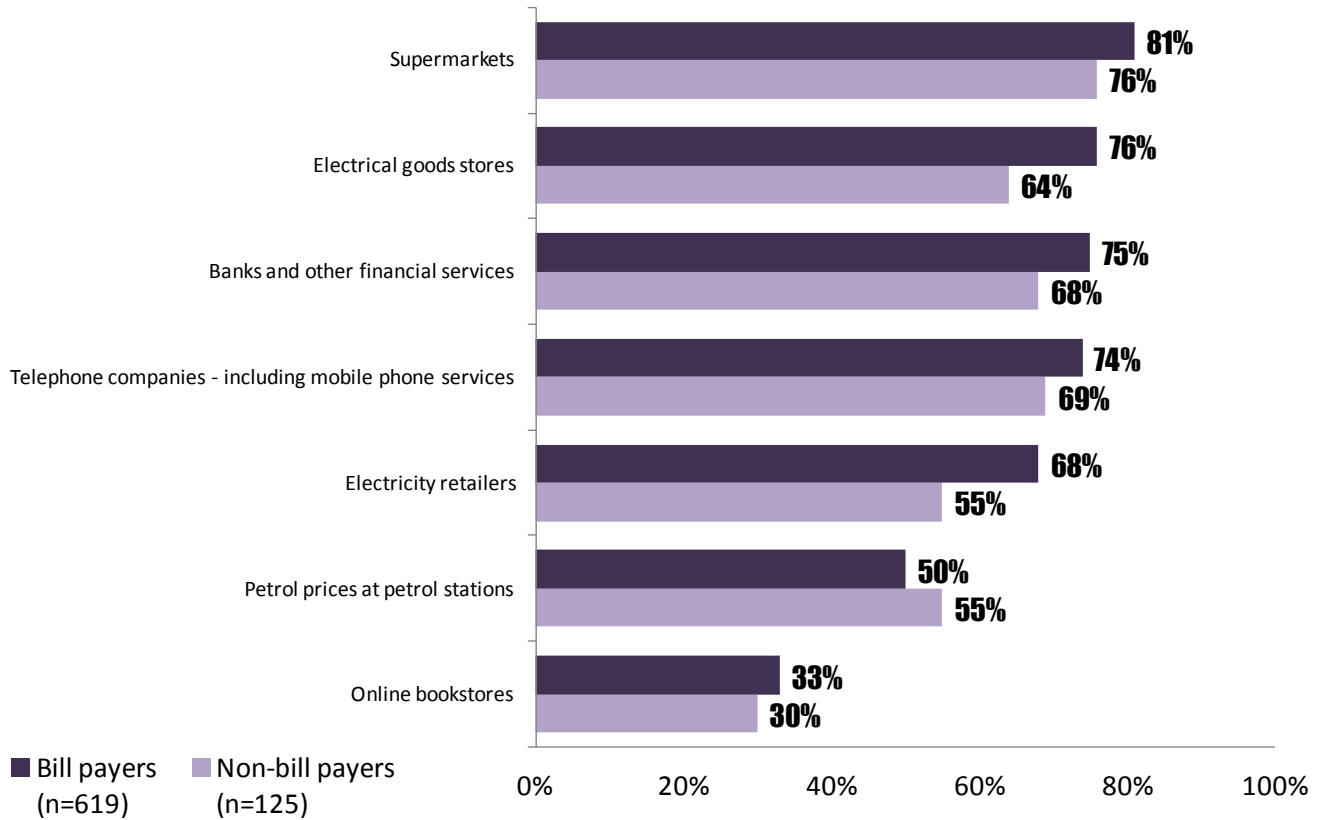
As previously mentioned, due to bill payers making up much of the overall general public sample their results are very similar to the overall results. Non-bill payers differed, rating most businesses as less competitive than their bill paying counterparts. The only business they were more likely to rank as competitive was for petrol prices at petrol stations.

The largest difference was for electricity retailers of which 68% of bill payers reported as competitive compared to 55% (13% less) of non-bill payers. This was followed by electrical goods stores with 76% of bill payers ranking them as competitive compared to 64% of non-bill payers (12% less).

COMPETITIVENESS OF BUSINESSES: BILL-PAYERS COMPARED WITH NON BILL-PAYERS

Using a 0-10 scale where 0 means not at all competitive, 5 means just adequate and 10 means extremely competitive, how competitive are the following businesses in terms of working to get your business and offering you the best deals? If you do not know enough, just say so.

Total competitive (5-10):



2.3 Rating of aspects of the electricity industry

Ratings increased across the board for each of the six aspects of the electricity industry's performance measured in 2013. Similar to 2011, aspects related to efficient supply and reliability rated better than those related to competitiveness with almost half of respondents rating them as good. The other four aspects were rated as good by less than a third of respondents and three of them had greater proportions rating them as poor. Measures for all aspects showed large minorities reporting they did not know enough to be able to provide a rating or providing a 'neutral' rating of 5 reflecting they did not have firm opinions either way.

■ Reliable supply of electricity each day - rated best

Almost half (47%) rated the electricity industry as good for *'There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost to consumers of power cuts versus the cost of maintaining electricity supply'*, an increase of 10% over 2011. A minority (13%, down 6% from 2011) rated it as poor with 25% providing a neutral answer and 15% unsure. As noted earlier this statement was changed in 2013⁴ which may have impacted on this result.

■ Market ensures electricity is generated and supplied efficiently – rated second best

Similar to 2011, a plurality (46%, up 4%) rated the electricity industry as good for *'The New Zealand electricity market ensures electricity is generated and supplied efficiently'*, and 20% (down 1%) rated it as poor with 21% providing a neutral answer and 13% unsure.

■ Enough electricity to meet ongoing needs – non-committal but weighted positively

A plurality (29%) also rated the electricity industry as good for *'There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation'* and 18% rated it as poor– results very similar to 2011. Over half (53%) either provided a neutral answer (25%) or were unsure (28%).

■ Level of competition ensures most efficient power stations built and generation is as cheap as possible – a polarised rating

A third rated the electricity industry as poor for *'The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible'*, this was only slightly above the 31% that rated it as good. Although a slightly larger proportion of respondents viewed this aspect negatively, it has still improved from 2011 with an increase of 9% in those that rated it as good. A further 19% provided a neutral answer and 17% were unsure.

⁴ As noted in the methodology this statement changed from 2011, where it read: *'There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost of power cuts versus the cost of maintaining power lines, which is funded by the fixed daily charge on your electricity bill'*

■ **Electricity market ensures the right mix of power stations built in time to meet demand – also polarised**

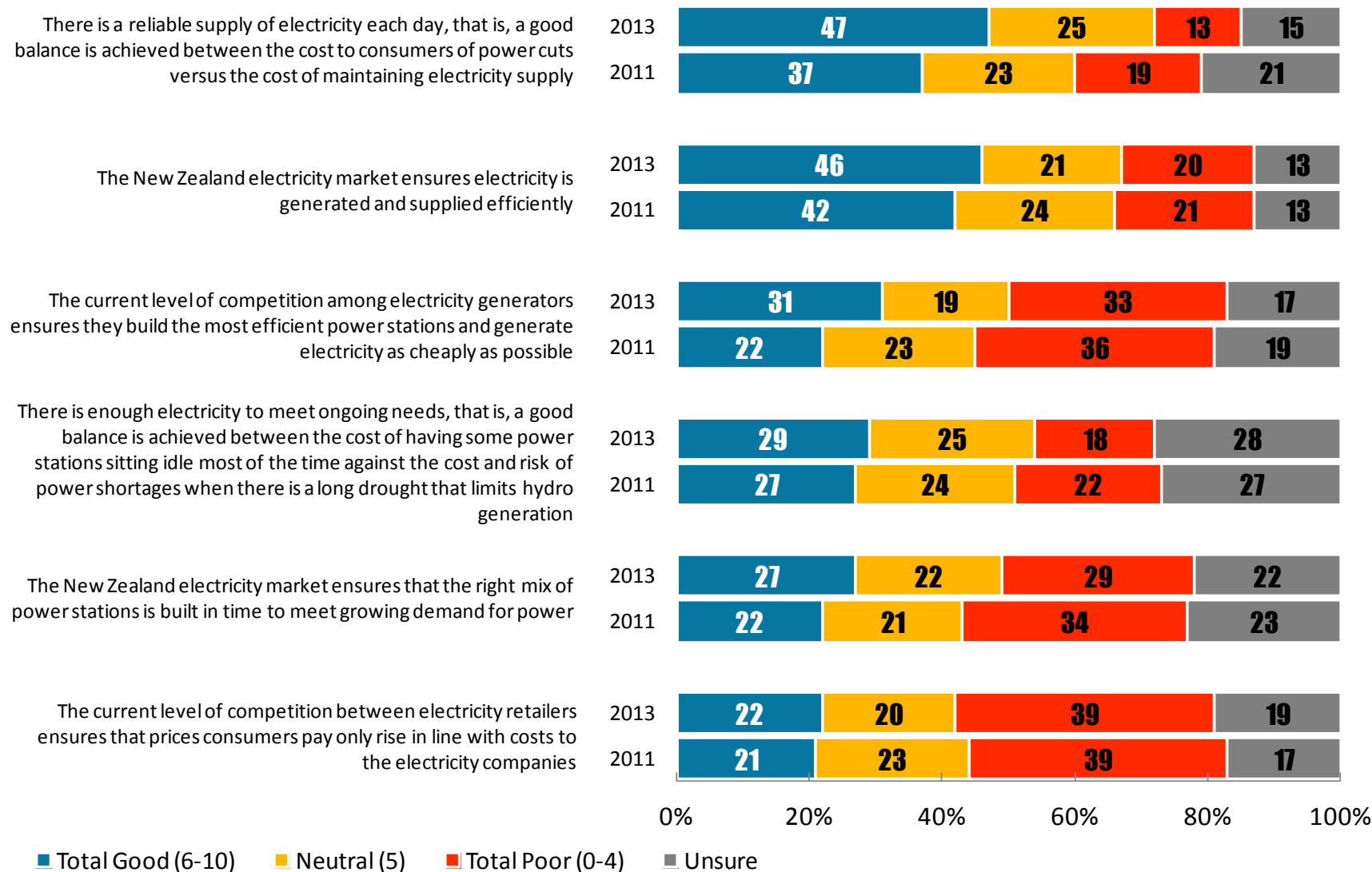
Over a quarter (29%) rated the electricity industry as poor for *'The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power'* and almost the same number rated it as good (27%). Similar to the above aspect, this gap has decreased in 2013. Relatively large proportions also provided a neutral answer (22%) and were unsure (22%).

■ **Level of competition between retailers ensures consumer prices only rise in line with electricity companies' costs - rates most poorly**

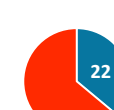
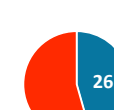
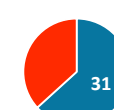
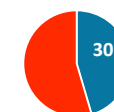
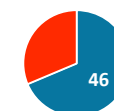
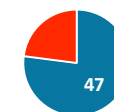
The worst performance was recorded for *'The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies'* with 39% rating this aspect as poor, 22% rating it as good, 20% providing a neutral answer and 19% unsure. These results are very similar to 2011.

ELECTRICITY INDUSTRY RATINGS

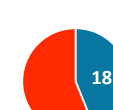
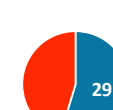
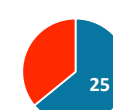
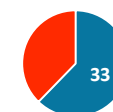
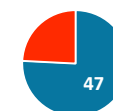
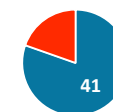
Using a 0-10 scale where 0 means extremely poor, 5 means neutral and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.



Bill payers
(2013)



Non-bill
payers
(2013)



■ Tracking from 2011

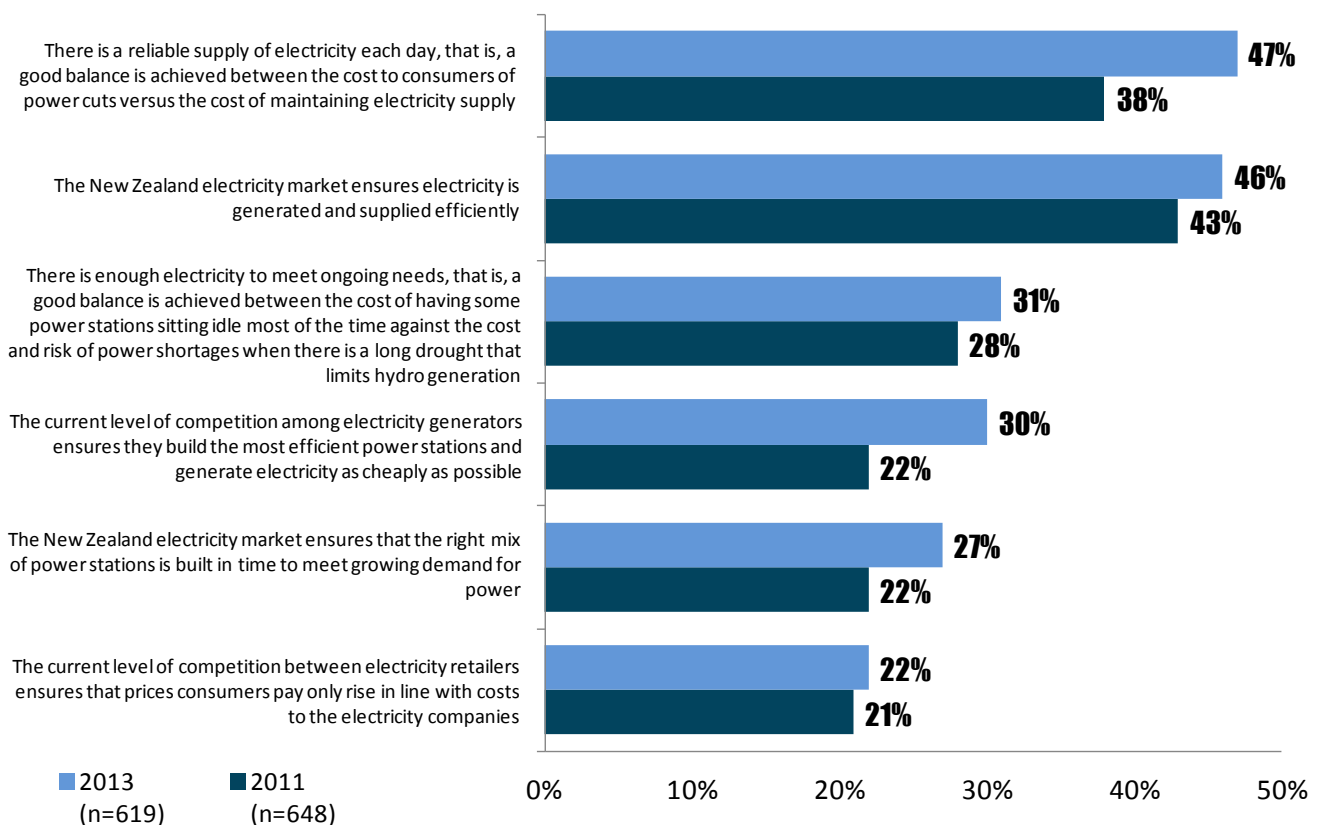
Across bill payers ratings of 'good' for each aspect of the electricity industry increased across the board.

The aspect concerning a reliable supply of electricity each day had the largest increase to 47% (up 9%), making it highest ranked aspect overall. However, this may be due to a change in the wording of the statement at noted earlier. There was one other notable increase for *'The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible'* where the rating increased by 8% to 30%.

ELECTRICITY INDUSTRY RATINGS: BILL-PAYERS

Using a 0-10 scale where 0 means extremely poor, 5 means neutral and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.

Total good (6-10):



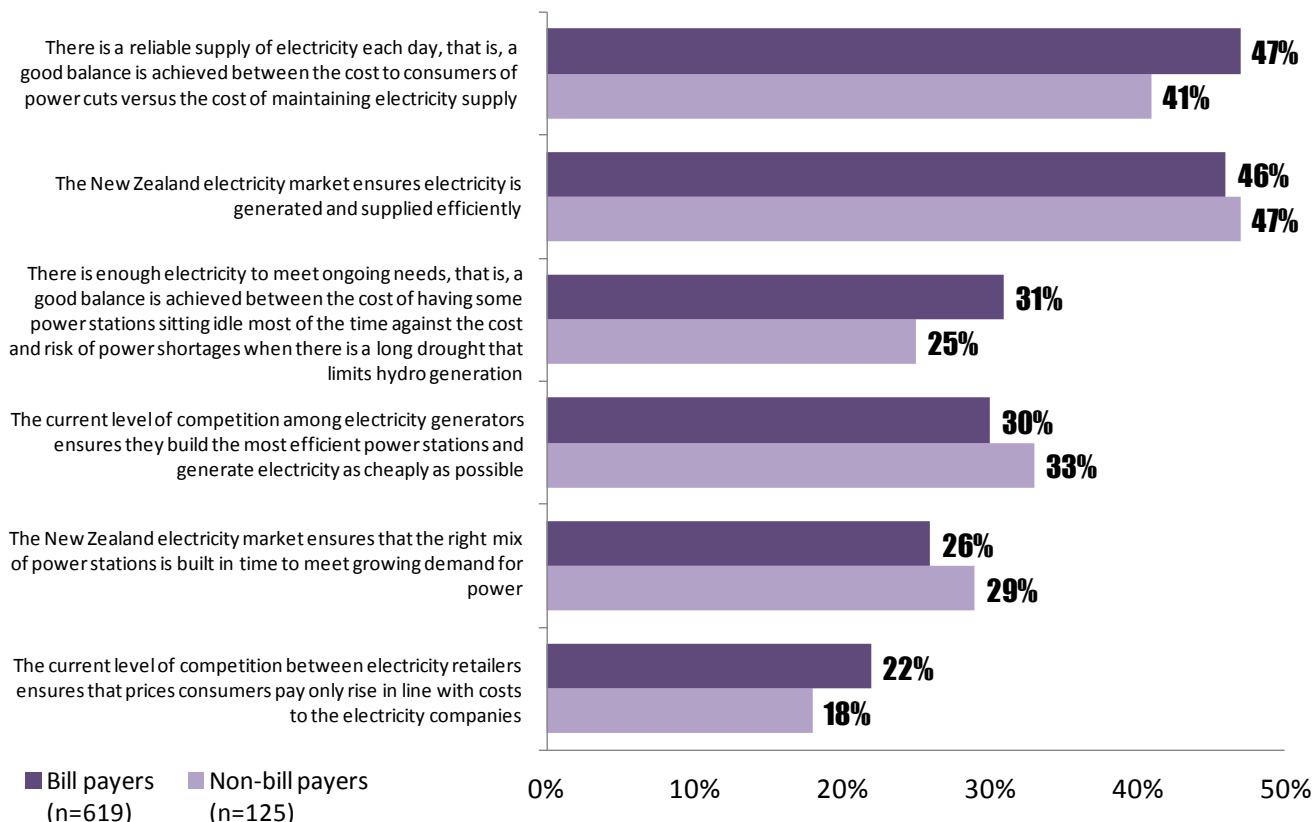
■ Bill payers compared with non-bill payers

Ratings for bill payers were almost identical to the general public. Comparing bill payers with non-bill payers there were similar ratings recorded for most aspects of the electricity industry, with non-bill payers rating two aspects more poorly. The two aspects were *'There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation'* and *'There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost to consumers of power cuts versus the cost of maintaining electricity supply'* - with non-bill payers rating both lower (6% less).

ELECTRICITY INDUSTRY RATINGS: BILL-PAYERS COMPARED WITH NON BILL-PAYERS

Using a 0-10 scale where 0 means extremely poor, 5 means neutral and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.

Total good (6-10):



Detailed Tables and Demographics

ELECTRICITY BILL PAYERS

Are you responsible for paying the electricity bill in your household or have a say in who your electricity provider is?

	August 2011 (n=750) %	January 2013 (n=750) %
Yes	86	82
No	13	17
Unsure	1	1

COMPETITIVENESS OF BUSINESSES (SUMMARY - COMPETITIVE)

*Using a 0-10 scale where 0 means **not at all competitive**, 5 means **just adequate** and 10 means **extremely competitive**, how competitive are the following businesses in terms of working to get your business and offering you the best deals? If you do not know enough, just say so.*

	August 2011			January 2013		
	ALL (n=750) %	Bill payers (n=648) %	Non-bill payers (n=99) %	ALL (n=750) %	Bill payers (n=619) %	Non-bill payers (n=125) %
Supermarkets	73	73	74	79	81	76
Electrical goods stores	68	69	67	74	76	64
Banks and other financial services	66	65	63	74	75	68
Telephone companies - including mobile phone services	62	62	62	74	74	69
Electricity retailers	56	56	64	64	68	55
Petrol prices at petrol stations	41	37	56	51	50	55
Online bookstores	28	28	27	32	33	30

Demographic analysis: competitiveness of businesses

As a general trend, females were more likely to rate businesses as competitive than males were. Additionally, respondents that ranked one type of business as competitive were more likely to rank other types of business as competitive. Those that rated aspects of the electricity industry as 'good' were also more likely to rank any given business as competitive.

■ Electricity retailers

- Similar to 2011, females (72%) were more likely to rate electricity retailers as competitive than males (58%).
- Those between 45-59 years of age were least likely to believe they were competitive (59%) and those over 60 were most likely to believe they were (73%)
- Blue collar workers were the least likely of any occupation to believe retailers were competitive (56%), with a third claiming they were not competitive.
- Again, similar to 2011 those in the highest income band (over \$70,000 per annum) were least likely to rate them as competitive (57% reported they were, 37% reported they were not).
- Those who rated each of the attributes of the electricity industry in New Zealand as good were also more likely to rate it as competitive. This was most noticeable for those who agreed that the current level of competition between retailers ensures prices only rise in line with increased costs, where 85% that agreed with the statement also thought the industry was competitive.
- Likewise, those that rated each of the attributes as poor also tended to believe the electricity industry was less competitive. This was most noticeable for those that rated the reliability of electricity supply each day as poor, with 42% of them stating the electricity industry was not competitive.

■ Supermarkets

- Females (85%) were more likely to rate supermarkets as competitive than males (75%).
- Blue collar workers were much less likely to think of supermarkets as competitive (67%) than those in other occupations.
- Those earning between \$25,000 and \$50,000 were more likely to think they were competitive (92%).

■ Electrical goods stores

- Those between 30 and 34 years of age were more likely to rate electrical goods stores as competitive (84%).
- Those earning more than \$70,000 were also more likely to rate them as competitive (84%).

■ Banks and other financial services

- Males were more likely than the general public to rate banks as uncompetitive (24%).
- Those between 45 and 59 years of age were also more likely to rate them as uncompetitive (25%).
- Blue collar workers and those earning less than \$25,000 were less likely to rate them as competitive (66% and 68% respectively).
- Those in occupational roles of professionals or managers were more likely to rate them as competitive (79%).

■ Telephone companies including mobile phone services

- Females were more likely than males to rate telephone companies as competitive (79% compared to 68%). A quarter of males thought they weren't competitive.
- Those between 30 and 44 years of age were more likely to believe they were not competitive (24%).
- Those of Maori ethnicity were more likely to believe they were competitive (88%), followed by those in clerks and sales occupations (83%) and those earning between \$50,000 and \$70,000 annually (82%).

■ Petrol stations (petrol prices)

- Respondents from Wellington were less likely to view prices from petrol stations as competitive (37% compared to 51% for the general public).
- Females were more likely to see them as competitive (56%, compared to 44% of males). Almost half of males (47%) thought they were not competitive.
- Those under the age of 30 were most likely to view them as competitive (65%), those older than 30 were much less likely to view them as competitive.
- Those of Maori ethnicity were also more likely to view them as competitive (71%), as were those in clerks and sales occupations (64%).

■ Online bookstores

- Respondents from Auckland and professionals or managers were more likely to see online bookstores as uncompetitive (26% and 28% respectively, compared to 21% for the general public).
- Females and those between 30 and 44 years of age were more likely to see them as competitive (36% and 37% respectively).
- Those over the age of 45 were much more likely to state they were unsure as to the competitive nature of the industry.

COMPETITIVENESS OF BUSINESSES (OVERALL)

Using a 0-10 scale where 0 means **not at all competitive**, 5 means **just adequate** and 10 means **extremely competitive**, how competitive are the following businesses in terms of working to get your business and offering you the best deals? If you do not know enough, just say so.

	January 2013						
	Petrol prices at petrol stations %	Telephone companies - including mobile phone services %	Supermarkets %	Online bookstores %	Electrical goods stores %	Banks and other financial services %	Electricity retailers %
0 - Not at all competitive	11	3	3	7	2	3	5
1	6	2	2	3	1	3	3
2	8	3	3	4	2	2	5
3	8	6	5	3	3	6	5
4	7	5	4	4	4	5	7
Total non-competitive	40	19	17	21	12	19	25
5 - Just adequate	21	17	14	12	16	22	19
6	7	9	11	4	10	9	9
7	6	14	16	6	14	15	13
8	8	16	20	6	18	16	11
9	3	6	7	2	7	5	5
10 - Extremely competitive	6	12	11	2	9	7	7
Total competitive	51	74	79	32	74	74	64
Unsure	9	7	4	47	14	7	11

Base: All respondents, n=750

COMPETITIVENESS OF BUSINESSES (BILL PAYERS)

Using a 0-10 scale where 0 means **not at all competitive**, 5 means **just adequate** and 10 means **extremely competitive**, how competitive are the following businesses in terms of working to get your business and offering you the best deals? If you do not know enough, just say so.

	January 2013						
	Petrol prices at petrol stations %	Telephone companies - including mobile phone services %	Supermarkets %	Online bookstores %	Electrical goods stores %	Banks and other financial services %	Electricity retailers %
0 - Not at all competitive	12	3	3	7	2	3	5
1	7	2	2	2	1	2	3
2	9	3	3	5	2	2	5
3	8	7	5	2	3	7	5
4	7	5	4	4	4	5	7
Total non-competitive	43	20	17	20	12	19	25
5 - Just adequate	21	19	15	13	16	22	19
6	7	9	11	4	9	10	10
7	6	14	17	5	14	15	14
8	9	15	20	7	20	16	12
9	2	6	7	2	7	5	5
10 - Extremely competitive	5	11	11	2	10	7	8
Total competitive	50	74	81	33	76	75	68
Unsure	7	6	2	47	12	6	7

Base: 82% of respondents, those who pay the electricity bill or have a say in who the electricity provider is, n=619

COMPETITIVENESS OF BUSINESSES (NON-BILL PAYERS)

Using a 0-10 scale where 0 means **not at all competitive**, 5 means **just adequate** and 10 means **extremely competitive**, how competitive are the following businesses in terms of working to get your business and offering you the best deals? If you do not know enough, just say so.

	January 2013						
	Petrol prices at petrol stations %	Telephone companies - including mobile phone services %	Supermarkets %	Online bookstores %	Electrical goods stores %	Banks and other financial services %	Electricity retailers %
0 - Not at all competitive	8	3	3	9	4	4	4
1	4	5	3	3	4	3	1
2	4	2	-	-	1	1	4
3	5	4	5	7	3	3	3
4	6	5	3	6	2	7	5
Total non-competitive	27	19	14	25	14	18	17
5 - Just adequate	22	13	15	11	15	21	21
6	5	6	11	4	12	3	7
7	8	14	12	7	12	14	10
8	5	16	22	3	10	18	9
9	6	6	6	2	7	5	4
10 - Extremely competitive	9	14	10	3	8	7	4
Total competitive	55	69	76	30	64	68	55
Unsure	18	12	10	45	22	14	28

Base: 17% of respondents, those who pay the electricity bill or have a say in who the electricity provider is, n=125

RATING ELECTRICITY INDUSTRY (SUMMARY - GOOD)

Using a 0-10 scale where 0 means extremely poor, 5 means neutral and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.

	August 2011			January 2013		
	ALL (n=750) %	Bill payers (n=648) %	Non-bill payers (n=99) %	ALL (n=750) %	Bill payers (n=619) %	Non-bill payers (n=125) %
There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost to consumers of power cuts versus the cost of maintaining electricity supply*	37	38	28	47	47	41
The New Zealand electricity market ensures electricity is generated and supplied efficiently	42	43	43	46	46	47
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	22	22	20	31	30	33
There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation	27	28	26	29	31	25
The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power	22	22	27	27	27	29
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	21	21	21	22	22	18

* In August 2011, the statement read: "There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost of power cuts versus the cost of maintaining power line, which is funded by the fixed daily charge on your electricity bill"

Demographic analysis: rating the electricity industry

Generally, males, those between the ages of 45 and 59 and those earning higher incomes over \$70,000 were more likely to rate any given aspect of the electricity industry poorly.

Those that rated any aspect of the electricity industry as poor were also more likely to rate other aspects of the industry as poor. Furthermore, those that rated electricity retailers as uncompetitive were more likely to rate each statement as poor when compared to those that rated them as competitive.

■ Reliable supply of electricity each day

- Those in Auckland were less likely to rate this aspect as poor (8%) and those from provincial and rural New Zealand were more likely (16% and 20% respectively).
- Those between the ages of 45 and 59 (20%), blue collar workers (24%) and technicians or associates (26%) were also more likely to rate this as poor.
- Those with incomes between \$50,000 and \$70,000 were more likely to rate this aspect as good (57%).
- Those that rated the industry as poor for other aspects in this section were also far more likely to rate it as poor for this statement too. This was most marked for *'There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation'* – of those who rated that as poor, 39% rated this statement as poor.
- Those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (23%) than those who rated them as competitive (11%).

■ Market ensures electricity is generated and supplied efficiently

- Those between the ages of 45 and 59 were more likely to rate this aspect as poor (34%) as were professionals and managers (26%).
- There was a trend that as personal income increased the likelihood of rating this aspect as poor also increased. Seventeen percent of those on less than \$25,000 rated it as poor compared to 25% of those on over \$70,000.
- Those that rated the industry as poor for other aspects in this section were also far more likely to rate it as poor for this statement too. This was most marked for *'There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost to consumers of power cuts versus the cost of maintaining electricity supply'* – of those who rated that as poor, 55% rated this statement as poor.
- Those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (31%) than those who rated them as competitive (16%).

- **Level of competition ensures most efficient power stations built and generation is as cheap as possible**
 - Those under 30 were more likely to rate this aspect as good (41%) and those between 45 and 59 were much more likely to rate it as poor (49%).
 - Males were also more likely than females to rate it as poor (37% compared to 31%).
 - Professionals or managers and those earning over \$70,000 were significantly more likely to rate this aspect as poor (47% and 49% respectively).
 - Again, those that rated the industry as poor for other aspects in this section were also far more likely to rate it as poor for this statement too. This was most marked for the statement concerning the reliable supply of electricity each day - of those who rated it as poor, 70% rated this statement as poor.
 - Those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (56%) than those who rated them as competitive (27%).

- **Enough electricity to meet ongoing needs**
 - Aucklanders were less likely to rate this aspect as poor (12%).
 - Those between 30 and 59 and those with a personal income over \$70,000 were more likely to rate it as poor (23% and 24% respectively).
 - Females were more likely to report being unsure (32%) about this aspect and males were slightly more likely than females to rate it as good (32% compared to 27% respectively).
 - Again, those that rated the industry as poor for other aspects in this section were also far more likely to rate it as poor for this statement too. This was once again most marked for the statement concerning the reliable supply of electricity each day - of those who rated it as poor, 48% rated this statement as poor.
 - Those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (30%) than those who rated them as competitive (14%).

- **Electricity market ensures the right mix of power stations built in time to meet demand**
 - Males were more likely to rate this aspect as poor (35%) and females were more likely to be unsure of what to rate this aspect (27%).
 - Respondents between the ages of 45 and 59 were far more likely to rate this aspect as poor (46%) compared to any other age group. Younger respondents were more likely to rate this aspect as good.
 - Professionals or managers were also more likely to rate this aspect as poor (35%).
 - A trend can be seen whereby those on lower incomes are less likely to rate this aspect poorly and those on higher income are more likely to. Twenty-three percent of those on less than \$25,000 report this aspect as poor compared to 38% of those on over \$70,000.
 - Those that rated the industry as poor for other aspects in this section were also far more likely to rate it as poor for this statement too. This was most marked for the statement '*the New Zealand electricity market ensures electricity is generated and supplied efficiently*' - of those who rated it as poor, 72% rated this statement as poor.
 - Those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (42%) than those who rated them as competitive (26%).

■ **Level of competition between retailers ensures consumer prices only rise in line with electricity companies' costs**

- Males were more likely to rate this aspect as poor (42%, compared to 35% of females). Females were also more likely than the general public to be unsure as to what they should rate this aspect (22%) as were those under the age of 30 (32%).
- Respondents between 30 and 44 years old and those between 45 and 59 were much more likely to rate this aspect poorly (46% and 53% respectively), as were professionals or managers (48%).
- As income increased, so did the likelihood of rating this aspect poorly. Thirty-two percent of those on less than \$25,000 rated it poorly compared to 55% of those earning over \$70,000.
- Those that rated the industry as poor for other aspects in this section were also far more likely to rate it as poor for this statement too. This was most marked for the statement concerning the reliable supply of electricity each day - of those who rated it as poor, 74% rated this statement as poor.
- Those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (64%) than those who rated them as competitive (32%).

RATING ELECTRICITY INDUSTRY (OVERALL)

Using a 0-10 scale where 0 means extremely poor, 5 means neutral and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.

	January 2013													
	0 – Extremely poor %	1 %	2 %	3 %	4 %	TOTAL Poor %	5 – Neutral %	6 %	7 %	8 %	9 %	10 - Extremely good %	TOTAL Good %	Unsure %
There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost to consumers of power cuts versus the cost of maintaining electricity supply	1	-	1	4	7	13	25	9	12	13	5	8	47	15
The New Zealand electricity market ensures electricity is generated and supplied efficiently	2	2	3	5	8	20	21	8	13	15	4	6	46	13
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	6	2	7	10	8	33	19	10	10	6	1	4	31	17
There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation	2	1	3	4	8	18	25	7	10	7	2	3	29	28
The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power	4	2	6	8	9	29	22	7	10	6	1	3	27	22
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	7	5	8	10	9	39	20	8	7	5	1	1	22	19

Base: All respondents, n=750

RATING ELECTRICITY INDUSTRY (BILL PAYERS)

Using a 0-10 scale where 0 means extremely poor, 5 means neutral and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.

	January 2013													
	0 – Extremely poor %	1 %	2 %	3 %	4 %	TOTAL Poor %	5 – Neutral %	6 %	7 %	8 %	9 %	10 - Extremely good %	TOTAL Good %	Unsure %
There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost to consumers of power cuts versus the cost of maintaining electricity supply	2	-	1	4	7	14	25	9	12	14	5	7	47	14
The New Zealand electricity market ensures electricity is generated and supplied efficiently	2	2	4	6	7	21	22	8	14	15	4	5	46	11
There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation	3	1	3	4	7	18	26	7	11	8	2	3	31	25
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	6	3	8	11	8	36	19	10	9	6	1	4	30	15
The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power	5	3	7	8	8	31	23	7	9	6	1	3	26	20
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	7	5	8	10	9	39	20	8	7	5	1	1	22	19

Base: 82% of respondents, those who pay the electricity bill or have a say in who the electricity provider is, n=619

RATING ELECTRICITY INDUSTRY (NON-BILL PAYERS)

Using a 0-10 scale where 0 means extremely poor, 5 means neutral and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.

	January 2013													
	0 – Extremely poor %	1 %	2 %	3 %	4 %	TOTAL Poor %	5 – Neutral %	6 %	7 %	8 %	9 %	10 - Extremely good %	TOTAL Good %	Unsure %
The New Zealand electricity market ensures electricity is generated and supplied efficiently	1	1	-	3	10	15	14	9	11	16	1	10	47	24
There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost to consumers of power cuts versus the cost of maintaining electricity supply	1	2	-	1	6	10	26	5	11	9	3	13	41	23
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	2	-	3	6	9	20	18	11	15	2	1	4	33	29
The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power	2	-	2	7	13	24	18	6	13	6	1	3	29	29
There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation	-	-	1	2	11	14	22	9	6	6	1	3	25	39
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	2	4	7	7	5	23	22	3	5	5	1	4	18	35

Base: 17% of respondents, those who pay the electricity bill or have a say in who the electricity provider is, n=125

Supplementary tables

COMPETITIVENESS OF BUSINESSES - PETROL PRICES AT PETROL STATIONS

Using a 0-10 scale where 0 means not at all competitive, 5 means just adequate, and 10 means extremely competitive, how competitive are the following businesses in terms of working to get your business and offering you the best deals. If you do not know enough, just say so.[0 = Not at all competitive][5 = Just adequate][10 = Extremely competitive][11 = Unsure]

Petrol prices at petrol stations

	Base	0 Not at all competi tive	1	2	3	4	5 Just adequ ate	6	7	8	9	10 Extreme ly competi tive	Unsur e
ALL	750	11%	6%	8%	8%	7%	21%	7%	6%	8%	3%	6%	9%
LOCATION													
Auckland	241	11%	5%	6%	9%	9%	24%	9%	6%	7%	2%	5%	7%
Wellington	77	11%	7%	9%	9%	5%	19%	5%	7%	3%	1%	2%	22%
Christchurch	82	10%	5%	9%	7%	6%	25%	6%	8%	10%	0%	4%	10%
Provincial	350	11%	7%	9%	7%	7%	18%	6%	6%	10%	4%	8%	7%
Rural	128	7%	7%	6%	11%	8%	25%	5%	6%	9%	3%	7%	6%
North Is	568	11%	6%	8%	8%	7%	21%	7%	6%	8%	3%	6%	9%
South Is	182	10%	6%	11%	8%	7%	21%	5%	8%	10%	2%	4%	8%
SEX													
Male	359	14%	7%	9%	8%	9%	19%	6%	7%	6%	3%	3%	9%
Female	391	8%	5%	8%	8%	6%	22%	8%	6%	10%	2%	8%	9%
AGE GROUP													
Under 30	157	12%	4%	3%	1%	3%	28%	6%	6%	13%	3%	9%	12%
30-44	225	12%	6%	10%	10%	8%	21%	6%	9%	7%	2%	5%	4%
45-59	196	9%	8%	11%	11%	8%	20%	7%	6%	6%	2%	4%	8%
60 Plus	172	12%	5%	8%	7%	8%	16%	8%	4%	8%	3%	6%	15%
OCCUPATION													
Professionals, Managers	230	10%	7%	8%	12%	7%	20%	8%	8%	6%	3%	6%	5%
Technicians, Associates	43	12%	5%	8%	1%	23%	28%	0%	9%	1%	2%	2%	9%
Clerks & Sales	106	7%	5%	5%	8%	4%	28%	7%	8%	12%	1%	8%	7%
Blue collar	119	11%	8%	11%	5%	4%	24%	2%	8%	10%	3%	4%	10%
Students	41	17%	0%	4%	2%	3%	20%	24%	0%	7%	9%	7%	7%
Retired	116	10%	6%	7%	7%	7%	16%	7%	4%	9%	3%	6%	18%
Homemaker	43	8%	9%	10%	9%	6%	19%	4%	3%	14%	0%	11%	7%
Not employed	38	21%	6%	7%	6%	9%	10%	5%	5%	6%	3%	3%	19%
Self employed	9	21%	0%	30%	0%	21%	10%	9%	0%	9%	0%	0%	0%
PERSONAL INCOME													
Less than \$15,000	109	17%	5%	8%	5%	1%	25%	4%	2%	6%	4%	6%	17%
\$15,001-25,000	103	12%	4%	6%	10%	7%	22%	7%	6%	8%	1%	8%	9%
\$25,001-30,000	48	10%	1%	13%	7%	9%	23%	10%	10%	4%	2%	5%	6%
\$30,001-40,000	73	8%	4%	3%	8%	5%	28%	7%	8%	13%	0%	9%	7%
\$40,001-50,000	68	12%	9%	8%	11%	9%	19%	2%	13%	4%	0%	6%	7%
\$50,001-70,000	111	13%	5%	5%	6%	9%	21%	11%	7%	10%	2%	5%	6%
More than \$70,000	139	7%	9%	13%	12%	9%	17%	6%	9%	7%	5%	3%	3%
ETHNICITY													
Pacific Island	37	0%	6%	3%	5%	5%	29%	2%	7%	17%	8%	15%	3%
Maori	82	7%	2%	2%	6%	7%	25%	9%	8%	7%	6%	16%	5%
Non Maori/Non PI	635	12%	7%	9%	8%	7%	20%	7%	6%	8%	2%	4%	10%
BILL PAYER													
Yes	619	12%	7%	9%	8%	7%	21%	7%	6%	9%	2%	5%	7%
No	125	8%	4%	4%	5%	6%	22%	5%	8%	5%	6%	9%	18%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	0%	0%	0%	0%	0%	41%	13%	13%	16%	6%	11%	0%
Non-competitive (0-4)	301	27%	15%	21%	19%	18%	0%	0%	0%	0%	0%	0%	0%

BUSINESSES-PHONE COMPANIES

Competitive (5-10)	552	8%	5%	7%	7%	7%	23%	8%	8%	10%	3%	7%	7%
Non-competitive (0-4)	145	22%	12%	15%	12%	7%	15%	4%	2%	2%	2%	1%	6%

BUSINESSES-SUPERMARKETS

Competitive (5-10)	604	7%	4%	7%	6%	8%	24%	8%	8%	10%	3%	7%	8%
Non-competitive (0-4)	117	33%	17%	15%	15%	4%	9%	1%	0%	2%	2%	0%	2%

BUSINESSES-ONLINE BOOKSTORES

Competitive (5-10)	240	7%	5%	9%	9%	10%	16%	9%	10%	10%	3%	7%	5%
Non-competitive (0-4)	158	18%	7%	8%	5%	6%	27%	7%	8%	5%	2%	3%	4%

BUSINESSES-ELEC. GOODS STORES

Competitive (5-10)	557	9%	6%	9%	8%	8%	21%	8%	7%	10%	3%	7%	4%
Non-competitive (0-4)	91	32%	10%	10%	8%	3%	15%	6%	7%	0%	1%	0%	8%

BUSINESSES-BANKS & FIN. SERVS

Competitive (5-10)	555	7%	5%	7%	7%	8%	23%	7%	8%	10%	3%	7%	8%
Non-competitive (0-4)	140	24%	13%	15%	11%	6%	15%	5%	4%	1%	1%	1%	4%

BUSINESSES-ELEC. RETAILERS

Competitive (5-10)	490	8%	4%	7%	7%	7%	24%	7%	8%	11%	3%	7%	7%
Non-competitive (0-4)	180	18%	12%	14%	12%	7%	15%	7%	4%	4%	1%	2%	4%

ELEC. INDSTRY-ENOUGH ELECTRICITY

Good (6-10)	222	12%	4%	9%	5%	8%	22%	9%	8%	8%	4%	6%	5%
Neutral	190	13%	5%	7%	7%	6%	23%	7%	7%	10%	2%	7%	6%
Poor (0-4)	129	16%	12%	11%	11%	7%	14%	4%	6%	7%	1%	4%	7%

ELEC. INDSTRY-RELIABLE SUPPLY

Good (6-10)	346	11%	6%	8%	6%	7%	20%	10%	7%	11%	4%	4%	6%
Neutral	188	11%	2%	7%	12%	7%	26%	4%	6%	8%	1%	9%	7%
Poor (0-4)	101	16%	14%	12%	5%	6%	23%	3%	6%	3%	0%	5%	7%

ELEC. INDSTRY-SUPPLIED EFFICIENTLY

Good (6-10)	349	9%	6%	9%	6%	8%	21%	8%	6%	9%	4%	8%	6%
Neutral	157	15%	5%	6%	5%	8%	24%	6%	9%	11%	1%	3%	7%
Poor (0-4)	146	12%	6%	15%	14%	5%	20%	6%	5%	5%	2%	3%	7%

ELEC. INDSTRY-RIGHT MIX STATIONS

Good (6-10)	202	8%	6%	9%	4%	8%	20%	11%	6%	9%	6%	5%	8%
Neutral	165	10%	6%	8%	7%	6%	25%	5%	5%	11%	2%	9%	6%
Poor (0-4)	217	16%	6%	8%	15%	6%	19%	6%	7%	7%	1%	4%	5%

ELEC. INDSTRY-COMPETITION & EFFIC

Good (6-10)	230	10%	2%	8%	3%	7%	26%	8%	7%	11%	5%	6%	7%
Neutral	139	7%	4%	7%	9%	8%	28%	6%	7%	7%	1%	11%	5%
Poor (0-4)	252	14%	8%	12%	12%	5%	17%	6%	5%	8%	2%	3%	8%

ELEC. INDSTRY-COMPETITION & PRICES

Good (6-10)	166	7%	3%	6%	5%	9%	21%	9%	9%	13%	6%	8%	4%
Neutral	152	10%	4%	9%	8%	10%	21%	8%	6%	9%	1%	7%	7%
Poor (0-4)	288	13%	10%	11%	11%	7%	22%	5%	5%	6%	1%	3%	6%

COMPETITIVENESS OF BUSINESSES - TELEPHONE COMPANIES (INCLUDING MOBILE PHONE SERVICES)

Using a 0-10 scale where 0 means not at all competitive, 5 means just adequate, and 10 means extremely competitive, how competitive are the following businesses in terms of working to get your business and offering you the best deals. If you do not know enough, just say so.[0 = Not at all competitive][5 = Just adequate][10 = Extremely competitive][11 = Unsure]

Telephone companies - including mobile phone services

	Base	0 Not at all competi tive	1	2	3	4	5 Just adequ ate	6	7	8	9	10 Extreme ly competi tive	Unsur e
ALL	750	3%	2%	3%	6%	5%	17%	9%	14%	16%	6%	12%	7%
LOCATION													
Auckland	241	3%	3%	2%	4%	5%	19%	5%	16%	17%	6%	13%	7%
Wellington	77	3%	2%	2%	6%	3%	19%	8%	14%	13%	6%	15%	9%
Christchurch	82	3%	1%	0%	9%	7%	16%	11%	13%	20%	3%	11%	6%
Provincial	350	4%	2%	4%	7%	4%	17%	11%	13%	15%	6%	10%	7%
Rural	128	1%	3%	4%	11%	2%	18%	9%	13%	13%	6%	13%	7%
North Is	568	4%	2%	3%	6%	4%	19%	7%	14%	16%	6%	12%	7%
South Is	182	2%	1%	3%	7%	7%	14%	15%	11%	16%	5%	11%	8%
SEX													
Male	359	4%	4%	3%	8%	6%	17%	9%	14%	12%	5%	11%	7%
Female	391	3%	1%	3%	4%	3%	18%	8%	14%	19%	7%	13%	7%
AGE GROUP													
Under 30	157	4%	6%	1%	3%	4%	13%	9%	7%	19%	9%	19%	6%
30-44	225	2%	1%	4%	9%	8%	17%	11%	14%	14%	5%	12%	3%
45-59	196	3%	2%	6%	7%	1%	20%	7%	20%	17%	5%	9%	3%
60 Plus	172	4%	1%	0%	4%	5%	20%	8%	13%	14%	6%	7%	18%
OCCUPATION													
Professionals, Managers	230	3%	3%	2%	7%	6%	16%	11%	18%	17%	4%	11%	2%
Technicians, Associates	43	1%	0%	7%	4%	6%	9%	5%	22%	27%	6%	5%	8%
Clerks & Sales	106	2%	1%	4%	5%	2%	17%	8%	10%	20%	9%	19%	3%
Blue collar	119	5%	3%	7%	10%	1%	14%	6%	12%	14%	3%	16%	9%
Students	41	3%	3%	0%	3%	3%	21%	9%	6%	29%	6%	13%	4%
Retired	116	3%	1%	0%	4%	4%	23%	9%	11%	9%	7%	7%	22%
Homemaker	43	2%	0%	2%	7%	3%	23%	14%	7%	11%	13%	9%	9%
Not employed	38	6%	9%	3%	3%	22%	17%	4%	17%	3%	3%	8%	5%
Self employed	9	0%	0%	0%	37%	9%	24%	8%	5%	9%	8%	0%	0%
PERSONAL INCOME													
Less than \$15,000	109	4%	4%	0%	3%	10%	19%	6%	9%	12%	9%	11%	13%
\$15,001-25,000	103	6%	2%	1%	5%	2%	23%	11%	12%	16%	6%	7%	9%
\$25,001-30,000	48	4%	2%	9%	13%	7%	19%	4%	11%	14%	11%	6%	0%
\$30,001-40,000	73	4%	0%	4%	7%	1%	11%	6%	16%	19%	6%	20%	6%
\$40,001-50,000	68	1%	1%	1%	11%	3%	12%	16%	17%	18%	3%	13%	4%
\$50,001-70,000	111	2%	4%	2%	4%	4%	19%	6%	15%	21%	5%	16%	2%
More than \$70,000	139	3%	3%	3%	7%	4%	17%	15%	17%	14%	5%	8%	4%
ETHNICITY													
Pacific Island	37	3%	0%	0%	0%	5%	25%	0%	3%	21%	12%	31%	0%
Maori	82	2%	1%	1%	0%	4%	11%	11%	12%	18%	8%	28%	4%
Non Maori/Non PI	635	3%	3%	3%	7%	5%	18%	9%	15%	15%	5%	9%	8%
BILL PAYER													
Yes	619	3%	2%	3%	7%	5%	19%	9%	14%	15%	6%	11%	6%
No	125	3%	5%	2%	4%	5%	13%	6%	14%	16%	6%	14%	12%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	1%	1%	2%	3%	3%	17%	10%	15%	20%	8%	16%	4%
Non-competitive (0-4)	301	6%	4%	5%	11%	6%	18%	10%	13%	11%	4%	6%	6%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	0%	0%	0%	0%	0%	24%	12%	19%	21%	8%	16%	0%
Non-competitive (0-4)	145	17%	12%	15%	32%	24%	0%	0%	0%	0%	0%	0%	0%

BUSINESSES-SUPERMARKETS														
Competitive (5-10)	604	2%	1%	1%	5%	4%	19%	10%	16%	18%	7%	13%	4%	
Non-competitive (0-4)	117	10%	9%	11%	16%	10%	15%	7%	5%	6%	1%	2%	8%	
BUSINESSES-ONLINE BOOKSTORES														
Competitive (5-10)	240	2%	4%	1%	6%	5%	20%	11%	13%	18%	7%	12%	1%	
Non-competitive (0-4)	158	9%	1%	4%	9%	7%	11%	7%	20%	16%	6%	10%	0%	
BUSINESSES-ELEC. GOODS STORES														
Competitive (5-10)	557	2%	2%	3%	6%	4%	17%	10%	15%	17%	7%	13%	4%	
Non-competitive (0-4)	91	11%	7%	5%	13%	13%	20%	4%	11%	10%	2%	2%	2%	
BUSINESSES-BANKS & FIN. SERVS														
Competitive (5-10)	555	1%	1%	2%	6%	3%	18%	10%	15%	18%	8%	14%	4%	
Non-competitive (0-4)	140	11%	7%	8%	9%	12%	16%	9%	9%	8%	2%	4%	5%	
BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	490	2%	2%	2%	3%	3%	19%	9%	15%	19%	8%	14%	4%	
Non-competitive (0-4)	180	7%	5%	7%	17%	11%	17%	10%	10%	9%	2%	3%	2%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	222	1%	2%	1%	5%	5%	14%	13%	15%	20%	10%	11%	3%	
Neutral	190	4%	2%	3%	6%	7%	21%	8%	14%	14%	3%	11%	7%	
Poor (0-4)	129	6%	4%	7%	12%	4%	16%	7%	12%	15%	3%	8%	6%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	346	3%	2%	1%	4%	6%	15%	11%	16%	19%	6%	13%	4%	
Neutral	188	3%	1%	2%	7%	3%	24%	9%	14%	13%	7%	12%	5%	
Poor (0-4)	101	7%	3%	9%	10%	5%	20%	10%	14%	7%	2%	6%	7%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	349	2%	3%	1%	6%	6%	16%	9%	14%	18%	7%	13%	5%	
Neutral	157	4%	1%	4%	6%	2%	22%	7%	15%	14%	8%	11%	6%	
Poor (0-4)	146	6%	3%	5%	10%	5%	19%	13%	15%	9%	4%	7%	4%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	202	1%	1%	0%	5%	8%	12%	11%	14%	22%	8%	13%	5%	
Neutral	165	3%	1%	1%	6%	3%	21%	6%	17%	13%	6%	15%	8%	
Poor (0-4)	217	4%	3%	6%	11%	4%	21%	12%	12%	11%	5%	6%	5%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	230	2%	2%	0%	3%	5%	16%	9%	13%	19%	12%	16%	3%	
Neutral	139	3%	1%	3%	4%	4%	25%	9%	16%	11%	3%	16%	5%	
Poor (0-4)	252	5%	3%	5%	12%	5%	15%	9%	15%	14%	3%	8%	6%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	166	2%	2%	0%	3%	4%	15%	10%	17%	20%	11%	13%	3%	
Neutral	152	4%	0%	5%	7%	5%	21%	11%	8%	16%	5%	13%	5%	
Poor (0-4)	288	4%	3%	3%	10%	6%	17%	10%	16%	13%	4%	8%	6%	

COMPETITIVENESS OF BUSINESSES - SUPERMARKETS

Using a 0-10 scale where 0 means not at all competitive, 5 means just adequate, and 10 means extremely competitive, how competitive are the following businesses in terms of working to get your business and offering you the best deals. If you do not know enough, just say so.[0 = Not at all competitive][5 = Just adequate][10 = Extremely competitive][11 = Unsure]

Supermarkets

	Base	0 Not at all competi tive	1	2	3	4	5 Just adequ ate	6	7	8	9	10 Extreme ly competi tive	Unsur e
ALL	750	3%	2%	3%	5%	4%	14%	11%	16%	20%	7%	11%	4%
LOCATION													
Auckland	241	2%	1%	3%	5%	2%	19%	10%	17%	17%	9%	11%	4%
Wellington	77	4%	0%	1%	2%	1%	11%	10%	17%	25%	7%	14%	8%
Christchurch	82	2%	0%	1%	3%	6%	15%	16%	19%	22%	8%	6%	2%
Provincial	350	3%	3%	3%	6%	5%	12%	11%	15%	21%	5%	13%	3%
Rural	128	3%	5%	2%	6%	4%	14%	17%	13%	16%	6%	11%	3%
North Is	568	3%	2%	3%	4%	3%	15%	10%	16%	20%	7%	13%	4%
South Is	182	2%	0%	2%	7%	5%	14%	15%	17%	22%	6%	7%	3%
SEX													
Male	359	4%	2%	3%	7%	5%	15%	10%	17%	19%	6%	8%	4%
Female	391	2%	1%	3%	3%	2%	14%	12%	15%	22%	7%	15%	4%
AGE GROUP													
Under 30	157	2%	4%	1%	5%	2%	11%	16%	15%	17%	8%	13%	6%
30-44	225	3%	1%	3%	6%	5%	17%	10%	19%	20%	5%	10%	1%
45-59	196	3%	3%	5%	4%	3%	12%	9%	19%	22%	6%	11%	3%
60 Plus	172	2%	0%	2%	4%	5%	17%	10%	12%	22%	8%	13%	5%
OCCUPATION													
Professionals, Managers	230	1%	1%	4%	5%	4%	17%	9%	21%	20%	5%	12%	1%
Technicians, Associates	43	0%	0%	0%	0%	5%	12%	16%	22%	28%	8%	6%	3%
Clerks & Sales	106	4%	1%	3%	2%	4%	8%	14%	13%	28%	9%	11%	3%
Blue collar	119	6%	4%	4%	8%	4%	14%	12%	12%	15%	6%	8%	7%
Students	41	0%	1%	0%	8%	0%	15%	9%	12%	22%	6%	24%	3%
Retired	116	1%	1%	1%	3%	3%	16%	11%	13%	21%	7%	15%	8%
Homemaker	43	2%	7%	0%	3%	5%	7%	15%	18%	16%	12%	13%	2%
Not employed	38	6%	3%	8%	7%	0%	19%	11%	15%	14%	5%	5%	7%
Self employed	9	0%	0%	0%	44%	5%	33%	9%	0%	9%	0%	0%	0%
PERSONAL INCOME													
Less than \$15,000	109	1%	3%	3%	7%	2%	12%	11%	12%	22%	5%	15%	7%
\$15,001-25,000	103	3%	3%	1%	5%	2%	17%	11%	13%	23%	8%	11%	3%
\$25,001-30,000	48	2%	0%	6%	0%	0%	12%	12%	19%	20%	8%	21%	0%
\$30,001-40,000	73	2%	1%	3%	7%	3%	13%	18%	11%	20%	6%	13%	3%
\$40,001-50,000	68	2%	0%	0%	4%	5%	18%	13%	26%	21%	4%	7%	0%
\$50,001-70,000	111	4%	4%	2%	5%	6%	13%	7%	14%	24%	10%	8%	3%
More than \$70,000	139	1%	1%	4%	6%	5%	17%	8%	22%	19%	7%	8%	2%
ETHNICITY													
Pacific Island	37	0%	0%	0%	0%	0%	21%	17%	11%	14%	16%	21%	0%
Maori	82	4%	1%	1%	3%	2%	16%	8%	14%	19%	8%	20%	4%
Non Maori/Non PI	635	3%	2%	3%	5%	4%	14%	11%	17%	21%	6%	10%	4%
BILL PAYER													
Yes	619	3%	2%	3%	5%	4%	15%	11%	17%	20%	7%	11%	2%
No	125	3%	3%	0%	5%	3%	15%	11%	12%	22%	6%	10%	10%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	1%	0%	1%	1%	2%	16%	11%	16%	27%	9%	15%	1%
Non-competitive (0-4)	301	5%	4%	6%	10%	7%	13%	11%	18%	13%	4%	7%	2%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	2%	1%	1%	2%	2%	14%	12%	19%	25%	8%	13%	1%
Non-competitive (0-4)	145	6%	6%	9%	15%	8%	17%	8%	12%	8%	3%	7%	1%

BUSINESSES-SUPERMARKETS														
Competitive (5-10)	604	0%	0%	0%	0%	0%	18%	14%	20%	25%	9%	14%	0%	
Non-competitive (0-4)	117	17%	12%	17%	31%	23%	0%	0%	0%	0%	0%	0%	0%	
BUSINESSES-ONLINE BOOKSTORES														
Competitive (5-10)	240	2%	2%	3%	4%	3%	16%	10%	19%	21%	7%	12%	1%	
Non-competitive (0-4)	158	6%	1%	2%	5%	4%	13%	14%	18%	22%	3%	12%	0%	
BUSINESSES-ELEC. GOODS STORES														
Competitive (5-10)	557	2%	1%	2%	4%	4%	13%	10%	18%	24%	8%	13%	1%	
Non-competitive (0-4)	91	9%	7%	8%	13%	3%	16%	14%	13%	8%	0%	6%	3%	
BUSINESSES-BANKS & FIN. SERVS														
Competitive (5-10)	555	2%	1%	2%	3%	3%	13%	12%	19%	23%	8%	12%	2%	
Non-competitive (0-4)	140	8%	6%	7%	12%	7%	17%	10%	11%	10%	2%	8%	2%	
BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	490	2%	1%	2%	3%	2%	15%	10%	18%	25%	8%	12%	2%	
Non-competitive (0-4)	180	6%	4%	5%	10%	7%	15%	13%	13%	12%	4%	10%	1%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	222	2%	2%	0%	5%	2%	9%	13%	21%	23%	8%	13%	2%	
Neutral	190	4%	2%	2%	5%	5%	22%	5%	18%	17%	5%	12%	3%	
Poor (0-4)	129	5%	3%	6%	5%	5%	15%	14%	12%	20%	6%	8%	1%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	346	1%	2%	1%	4%	3%	14%	13%	19%	21%	9%	11%	2%	
Neutral	188	3%	1%	2%	3%	3%	19%	11%	17%	19%	6%	14%	2%	
Poor (0-4)	101	7%	1%	5%	11%	7%	11%	6%	16%	19%	3%	8%	6%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	349	1%	2%	1%	4%	4%	10%	12%	19%	22%	8%	14%	3%	
Neutral	157	4%	1%	4%	3%	2%	23%	11%	15%	20%	5%	10%	2%	
Poor (0-4)	146	4%	2%	4%	10%	4%	18%	11%	16%	17%	5%	6%	3%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	202	1%	1%	1%	4%	3%	14%	11%	21%	23%	8%	12%	1%	
Neutral	165	2%	3%	1%	4%	3%	20%	12%	13%	19%	7%	12%	4%	
Poor (0-4)	217	5%	3%	4%	8%	6%	13%	10%	13%	20%	7%	8%	3%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	230	0%	2%	1%	4%	1%	14%	12%	15%	27%	8%	14%	2%	
Neutral	139	3%	1%	0%	2%	4%	26%	13%	14%	19%	6%	11%	1%	
Poor (0-4)	252	5%	1%	5%	8%	6%	11%	10%	18%	18%	5%	10%	3%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	166	1%	1%	1%	4%	2%	9%	13%	19%	25%	10%	13%	2%	
Neutral	152	3%	1%	1%	5%	2%	22%	13%	11%	20%	9%	10%	3%	
Poor (0-4)	288	4%	3%	5%	7%	4%	16%	9%	20%	16%	6%	8%	2%	

COMPETITIVENESS OF BUSINESSES - ONLINE BOOKSTORES

Using a 0-10 scale where 0 means not at all competitive, 5 means just adequate, and 10 means extremely competitive, how competitive are the following businesses in terms of working to get your business and offering you the best deals. If you do not know enough, just say so.[0 = Not at all competitive][5 = Just adequate][10 = Extremely competitive][11 = Unsure]

Online bookstores

	Base	0 Not at all competi tive	1	2	3	4	5 Just adequ ate	6	7	8	9	10 Extreme ly competi tive	Unsur e
ALL	750	7%	3%	4%	3%	4%	12%	4%	6%	6%	2%	2%	47%
LOCATION													
Auckland	241	9%	2%	5%	5%	5%	13%	4%	4%	6%	2%	2%	43%
Wellington	77	10%	0%	8%	3%	7%	4%	8%	7%	6%	0%	3%	44%
Christchurch	82	6%	0%	1%	0%	0%	18%	5%	1%	7%	2%	2%	58%
Provincial	350	6%	4%	3%	3%	3%	12%	4%	8%	5%	2%	2%	48%
Rural	128	5%	4%	3%	3%	6%	12%	3%	6%	4%	2%	1%	51%
North Is	568	8%	3%	5%	3%	4%	12%	4%	6%	6%	2%	2%	45%
South Is	182	6%	1%	3%	2%	1%	12%	6%	6%	6%	3%	1%	53%
SEX													
Male	359	9%	3%	5%	5%	2%	10%	4%	6%	5%	1%	2%	48%
Female	391	6%	2%	3%	2%	5%	14%	5%	5%	7%	3%	2%	46%
AGE GROUP													
Under 30	157	10%	5%	2%	3%	8%	19%	4%	9%	1%	1%	4%	34%
30-44	225	8%	5%	7%	3%	3%	14%	5%	6%	8%	3%	1%	37%
45-59	196	7%	1%	5%	6%	3%	8%	4%	5%	7%	1%	3%	50%
60 Plus	172	5%	0%	2%	0%	1%	7%	4%	3%	7%	2%	1%	68%
OCCUPATION													
Professionals, Managers	230	9%	3%	7%	4%	5%	15%	5%	6%	6%	3%	2%	35%
Technicians, Associates	43	11%	2%	2%	3%	7%	10%	4%	15%	6%	0%	0%	40%
Clerks & Sales	106	6%	3%	4%	5%	6%	13%	6%	4%	6%	1%	3%	43%
Blue collar	119	6%	4%	3%	6%	2%	9%	1%	3%	3%	1%	3%	59%
Students	41	5%	3%	3%	0%	10%	29%	4%	19%	4%	1%	0%	22%
Retired	116	6%	0%	2%	0%	1%	3%	4%	1%	9%	2%	1%	71%
Homemaker	43	6%	0%	2%	0%	1%	17%	9%	6%	6%	2%	0%	51%
Not employed	38	13%	2%	4%	0%	0%	10%	3%	9%	5%	0%	8%	46%
Self employed	9	0%	0%	0%	0%	0%	0%	5%	8%	24%	10%	0%	53%
PERSONAL INCOME													
Less than \$15,000	109	10%	1%	2%	3%	4%	6%	6%	12%	4%	1%	2%	49%
\$15,001-25,000	103	7%	1%	3%	2%	2%	16%	5%	4%	7%	0%	1%	52%
\$25,001-30,000	48	9%	5%	4%	3%	3%	13%	7%	5%	5%	6%	0%	40%
\$30,001-40,000	73	6%	4%	3%	1%	9%	12%	0%	2%	7%	1%	2%	53%
\$40,001-50,000	68	11%	3%	4%	2%	4%	13%	4%	7%	7%	3%	0%	42%
\$50,001-70,000	111	7%	3%	4%	4%	5%	13%	7%	5%	7%	3%	3%	39%
More than \$70,000	139	8%	3%	9%	6%	2%	14%	1%	6%	8%	1%	2%	40%
ETHNICITY													
Pacific Island	37	7%	2%	3%	5%	15%	24%	2%	8%	3%	0%	0%	31%
Maori	82	8%	1%	6%	6%	4%	8%	5%	8%	5%	1%	4%	44%
Non Maori/Non PI	635	7%	3%	4%	3%	3%	12%	4%	6%	6%	2%	2%	48%
BILL PAYER													
Yes	619	7%	2%	5%	2%	4%	13%	4%	5%	7%	2%	2%	47%
No	125	9%	3%	0%	7%	6%	11%	4%	7%	3%	2%	3%	45%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	6%	2%	4%	3%	6%	14%	4%	5%	8%	2%	2%	44%
Non-competitive (0-4)	301	10%	3%	5%	3%	1%	12%	4%	8%	5%	2%	2%	45%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	6%	2%	5%	3%	5%	13%	5%	5%	7%	2%	2%	45%
Non-competitive (0-4)	145	15%	7%	4%	4%	2%	12%	3%	9%	3%	1%	2%	38%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	604	7%	2%	5%	4%	4%	13%	5%	5%	7%	2%	2%	44%
Non-competitive (0-4)	117	12%	6%	3%	0%	3%	9%	3%	10%	3%	2%	1%	48%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	240	0%	0%	0%	0%	0%	38%	13%	18%	19%	6%	6%	0%
Non-competitive (0-4)	158	35%	12%	20%	15%	18%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	557	6%	2%	5%	3%	3%	15%	5%	7%	7%	2%	2%	43%
Non-competitive (0-4)	91	23%	9%	3%	5%	9%	4%	3%	6%	2%	1%	0%	35%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	555	6%	2%	4%	3%	4%	14%	5%	6%	7%	2%	2%	45%
Non-competitive (0-4)	140	16%	5%	7%	4%	4%	8%	2%	7%	5%	0%	3%	39%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	490	6%	3%	5%	3%	5%	13%	5%	5%	7%	2%	2%	44%
Non-competitive (0-4)	180	14%	3%	4%	5%	2%	13%	4%	7%	5%	1%	2%	40%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	222	4%	3%	2%	5%	6%	17%	3%	6%	8%	3%	2%	41%
Neutral	190	13%	2%	5%	2%	3%	12%	6%	6%	7%	1%	1%	42%
Poor (0-4)	129	9%	2%	9%	5%	5%	10%	3%	8%	5%	1%	2%	41%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	346	7%	3%	3%	4%	4%	15%	4%	5%	7%	2%	2%	44%
Neutral	188	9%	1%	6%	3%	4%	12%	5%	8%	6%	1%	1%	44%
Poor (0-4)	101	10%	3%	7%	4%	5%	9%	3%	5%	6%	2%	1%	45%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	349	6%	3%	2%	3%	5%	14%	4%	5%	7%	3%	2%	46%
Neutral	157	9%	2%	5%	1%	2%	14%	5%	7%	6%	1%	1%	47%
Poor (0-4)	146	12%	1%	10%	7%	4%	7%	5%	7%	5%	1%	1%	40%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	202	6%	4%	4%	5%	4%	12%	6%	7%	7%	2%	4%	39%
Neutral	165	9%	2%	3%	2%	6%	19%	4%	4%	4%	1%	2%	44%
Poor (0-4)	217	7%	1%	6%	4%	3%	9%	4%	7%	9%	2%	1%	47%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	230	7%	3%	3%	3%	5%	9%	5%	6%	7%	3%	3%	46%
Neutral	139	8%	1%	3%	4%	2%	23%	5%	5%	7%	2%	1%	39%
Poor (0-4)	252	9%	3%	6%	3%	5%	9%	4%	6%	6%	1%	1%	47%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	166	5%	3%	4%	4%	5%	12%	5%	8%	8%	2%	2%	42%
Neutral	152	8%	2%	6%	5%	3%	15%	7%	5%	7%	0%	1%	41%
Poor (0-4)	288	10%	2%	6%	3%	4%	11%	4%	6%	5%	2%	2%	45%

COMPETITIVENESS OF BUSINESSES - ELECTRICAL GOODS STORES

Using a 0-10 scale where 0 means not at all competitive, 5 means just adequate, and 10 means extremely competitive, how competitive are the following businesses in terms of working to get your business and offering you the best deals. If you do not know enough, just say so.[0 = Not at all competitive][5 = Just adequate][10 = Extremely competitive][11 = Unsure]

Electrical goods stores

	Base	0 Not at all competi tive	1	2	3	4	5 Just adequ ate	6	7	8	9	10 Extreme ly competi tive	Unsur e
ALL	750	2%	1%	2%	3%	4%	16%	10%	14%	18%	7%	9%	14%
LOCATION													
Auckland	241	4%	1%	1%	3%	4%	19%	10%	12%	14%	8%	13%	11%
Wellington	77	2%	2%	0%	7%	2%	15%	7%	14%	19%	8%	8%	16%
Christchurch	82	2%	0%	4%	2%	0%	17%	18%	10%	20%	7%	2%	18%
Provincial	350	2%	2%	2%	2%	4%	15%	9%	15%	20%	6%	9%	14%
Rural	128	1%	3%	2%	1%	2%	15%	11%	12%	20%	6%	9%	18%
North Is	568	3%	1%	2%	3%	4%	17%	9%	14%	18%	7%	10%	12%
South Is	182	1%	2%	2%	3%	2%	14%	12%	11%	20%	9%	7%	17%
SEX													
Male	359	3%	1%	2%	4%	3%	17%	10%	13%	18%	8%	9%	12%
Female	391	2%	1%	1%	3%	4%	16%	9%	14%	18%	7%	10%	15%
AGE GROUP													
Under 30	157	5%	3%	1%	4%	3%	12%	14%	8%	14%	6%	9%	21%
30-44	225	2%	0%	1%	4%	4%	19%	11%	17%	20%	10%	7%	5%
45-59	196	2%	1%	3%	3%	4%	18%	8%	16%	17%	5%	13%	10%
60 Plus	172	1%	1%	2%	1%	2%	15%	8%	11%	20%	7%	10%	22%
OCCUPATION													
Professionals, Managers	230	1%	1%	2%	5%	5%	15%	12%	17%	17%	9%	8%	8%
Technicians, Associates	43	0%	0%	4%	3%	3%	16%	7%	13%	20%	8%	10%	16%
Clerks & Sales	106	1%	0%	1%	3%	4%	16%	9%	13%	19%	5%	16%	13%
Blue collar	119	4%	4%	1%	2%	4%	21%	9%	11%	18%	6%	8%	12%
Students	41	5%	0%	1%	5%	0%	11%	15%	16%	25%	9%	7%	6%
Retired	116	2%	0%	1%	1%	2%	13%	6%	11%	19%	7%	10%	28%
Homemaker	43	4%	0%	0%	0%	2%	13%	9%	10%	16%	15%	11%	20%
Not employed	38	7%	3%	4%	4%	3%	24%	10%	13%	12%	3%	4%	13%
Self employed	9	21%	0%	0%	15%	21%	9%	26%	0%	0%	0%	0%	8%
PERSONAL INCOME													
Less than \$15,000	109	6%	1%	2%	3%	0%	16%	14%	11%	15%	7%	10%	15%
\$15,001-25,000	103	1%	1%	2%	7%	5%	16%	5%	17%	18%	6%	8%	14%
\$25,001-30,000	48	6%	0%	0%	0%	7%	12%	10%	17%	26%	6%	8%	8%
\$30,001-40,000	73	1%	3%	4%	0%	2%	12%	5%	16%	22%	5%	14%	16%
\$40,001-50,000	68	4%	0%	2%	7%	5%	22%	6%	13%	15%	7%	10%	9%
\$50,001-70,000	111	1%	3%	1%	2%	7%	18%	11%	9%	22%	10%	6%	10%
More than \$70,000	139	0%	1%	2%	3%	3%	17%	16%	14%	18%	8%	11%	7%
ETHNICITY													
Pacific Island	37	0%	0%	0%	0%	0%	18%	18%	9%	15%	9%	16%	15%
Maori	82	4%	1%	2%	1%	6%	17%	3%	11%	18%	9%	16%	12%
Non Maori/Non PI	635	2%	1%	2%	4%	4%	16%	10%	14%	18%	7%	8%	14%
BILL PAYER													
Yes	619	2%	1%	2%	3%	4%	16%	9%	14%	20%	7%	10%	12%
No	125	4%	4%	1%	3%	2%	15%	12%	12%	10%	7%	8%	22%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	1%	0%	1%	1%	4%	15%	10%	15%	21%	9%	12%	11%
Non-competitive (0-4)	301	5%	3%	3%	5%	3%	20%	10%	14%	17%	6%	7%	7%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	1%	0%	1%	2%	3%	16%	10%	14%	21%	9%	12%	11%
Non-competitive (0-4)	145	7%	5%	5%	8%	5%	18%	13%	17%	11%	2%	3%	6%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	604	1%	0%	1%	2%	4%	15%	11%	14%	21%	8%	11%	12%
Non-competitive (0-4)	117	8%	6%	4%	9%	4%	25%	8%	15%	7%	3%	4%	7%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	240	0%	0%	1%	3%	2%	19%	15%	15%	21%	11%	8%	5%
Non-competitive (0-4)	158	7%	3%	2%	5%	10%	15%	9%	16%	14%	4%	11%	4%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	557	0%	0%	0%	0%	0%	22%	13%	18%	24%	10%	13%	0%
Non-competitive (0-4)	91	21%	10%	15%	25%	29%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	555	1%	0%	1%	2%	3%	17%	11%	14%	20%	9%	11%	11%
Non-competitive (0-4)	140	6%	5%	6%	6%	9%	16%	8%	14%	11%	3%	7%	9%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	490	1%	2%	1%	2%	3%	15%	11%	14%	20%	9%	11%	11%
Non-competitive (0-4)	180	6%	1%	4%	7%	5%	18%	10%	15%	18%	4%	5%	7%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	222	2%	0%	2%	2%	4%	10%	14%	17%	24%	7%	9%	9%
Neutral	190	3%	1%	1%	6%	5%	24%	5%	10%	19%	6%	8%	12%
Poor (0-4)	129	2%	1%	4%	1%	4%	18%	12%	19%	14%	8%	4%	13%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	346	2%	1%	2%	3%	4%	16%	12%	12%	22%	7%	12%	7%
Neutral	188	1%	0%	2%	2%	3%	20%	9%	16%	16%	7%	9%	15%
Poor (0-4)	101	5%	5%	1%	2%	6%	17%	9%	15%	12%	6%	10%	12%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	349	1%	1%	2%	3%	2%	14%	10%	17%	18%	8%	12%	12%
Neutral	157	3%	1%	1%	3%	4%	19%	13%	7%	19%	5%	10%	15%
Poor (0-4)	146	3%	2%	2%	3%	10%	16%	11%	16%	16%	7%	5%	9%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	202	2%	0%	1%	3%	3%	15%	13%	13%	22%	8%	12%	8%
Neutral	165	3%	0%	0%	3%	4%	17%	10%	13%	18%	6%	11%	15%
Poor (0-4)	217	2%	2%	3%	3%	5%	18%	10%	17%	17%	7%	5%	11%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	230	2%	1%	1%	2%	3%	11%	12%	13%	21%	9%	14%	11%
Neutral	139	1%	0%	1%	2%	2%	25%	14%	10%	15%	8%	9%	13%
Poor (0-4)	252	4%	2%	2%	3%	7%	16%	8%	16%	17%	5%	8%	12%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	166	0%	0%	0%	4%	2%	17%	11%	11%	24%	6%	13%	12%
Neutral	152	4%	2%	0%	3%	3%	19%	10%	11%	17%	9%	11%	11%
Poor (0-4)	288	3%	1%	4%	3%	6%	16%	10%	18%	17%	7%	6%	9%

COMPETITIVENESS OF BUSINESSES - BANKS AND OTHER FINANCIAL SERVICES

Using a 0-10 scale where 0 means not at all competitive, 5 means just adequate, and 10 means extremely competitive, how competitive are the following businesses in terms of working to get your business and offering you the best deals. If you do not know enough, just say so.[0 = Not at all competitive][5 = Just adequate][10 = Extremely competitive][11 = Unsure]

Banks and other financial services

	Base	0 Not at all competi tive	1	2	3	4	5 Just adequ ate	6	7	8	9	10 Extreme ly competi tive	Unsur e
ALL	750	3%	3%	2%	6%	5%	22%	9%	15%	16%	5%	7%	7%
LOCATION													
Auckland	241	3%	1%	3%	5%	5%	24%	8%	13%	16%	5%	9%	8%
Wellington	77	3%	1%	1%	6%	4%	22%	10%	19%	12%	7%	7%	8%
Christchurch	82	1%	2%	2%	7%	8%	21%	11%	12%	20%	2%	7%	7%
Provincial	350	4%	4%	1%	7%	5%	21%	8%	15%	16%	5%	7%	7%
Rural	128	1%	4%	1%	6%	7%	22%	10%	11%	17%	3%	10%	8%
North Is	568	3%	2%	2%	6%	4%	22%	8%	15%	17%	6%	7%	8%
South Is	182	2%	4%	2%	7%	9%	20%	10%	14%	14%	4%	8%	6%
SEX													
Male	359	5%	2%	2%	8%	7%	23%	6%	16%	14%	4%	8%	5%
Female	391	2%	3%	2%	5%	3%	20%	11%	13%	18%	6%	7%	10%
AGE GROUP													
Under 30	157	3%	3%	0%	3%	5%	20%	8%	15%	14%	8%	10%	11%
30-44	225	3%	2%	3%	6%	5%	24%	10%	15%	16%	5%	6%	5%
45-59	196	3%	2%	2%	10%	8%	18%	9%	17%	16%	5%	6%	4%
60 Plus	172	3%	3%	2%	5%	3%	25%	9%	11%	17%	3%	9%	10%
OCCUPATION													
Professionals, Managers	230	1%	2%	2%	8%	5%	22%	12%	16%	18%	4%	7%	3%
Technicians, Associates	43	3%	8%	0%	6%	0%	8%	11%	24%	23%	11%	0%	6%
Clerks & Sales	106	5%	0%	1%	6%	7%	18%	9%	19%	14%	8%	8%	5%
Blue collar	119	2%	5%	2%	9%	6%	24%	7%	10%	14%	4%	7%	10%
Students	41	11%	0%	0%	6%	8%	12%	10%	12%	21%	5%	11%	4%
Retired	116	3%	2%	1%	4%	4%	25%	9%	7%	19%	2%	10%	14%
Homemaker	43	2%	4%	4%	0%	0%	32%	0%	20%	7%	12%	7%	12%
Not employed	38	9%	3%	3%	0%	8%	30%	3%	17%	5%	4%	9%	9%
Self employed	9	0%	0%	8%	21%	0%	38%	0%	9%	0%	9%	0%	15%
PERSONAL INCOME													
Less than \$15,000	109	5%	4%	0%	4%	7%	24%	3%	4%	20%	3%	10%	16%
\$15,001-25,000	103	7%	4%	3%	4%	3%	23%	8%	17%	13%	7%	4%	7%
\$25,001-30,000	48	4%	2%	5%	9%	2%	19%	15%	7%	29%	3%	5%	0%
\$30,001-40,000	73	4%	3%	1%	9%	5%	20%	14%	14%	12%	4%	10%	4%
\$40,001-50,000	68	4%	1%	0%	6%	5%	23%	11%	19%	16%	3%	6%	6%
\$50,001-70,000	111	1%	4%	2%	5%	4%	16%	7%	24%	14%	8%	9%	6%
More than \$70,000	139	0%	1%	0%	11%	9%	20%	10%	16%	20%	5%	6%	2%
ETHNICITY													
Pacific Island	37	0%	0%	0%	3%	3%	20%	16%	5%	21%	6%	18%	8%
Maori	82	2%	2%	1%	5%	2%	20%	4%	12%	20%	11%	15%	6%
Non Maori/Non PI	635	3%	3%	2%	7%	6%	22%	9%	15%	15%	5%	6%	7%
BILL PAYER													
Yes	619	3%	2%	2%	7%	5%	22%	10%	15%	16%	5%	7%	6%
No	125	4%	3%	1%	3%	7%	21%	3%	14%	18%	5%	7%	14%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	1%	0%	2%	4%	4%	19%	9%	17%	21%	8%	10%	5%
Non-competitive (0-4)	301	6%	5%	2%	11%	8%	25%	10%	12%	10%	2%	3%	6%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	1%	1%	1%	4%	4%	20%	11%	17%	20%	7%	9%	5%
Non-competitive (0-4)	145	10%	9%	5%	14%	8%	30%	4%	9%	3%	2%	3%	3%

BUSINESSES-SUPERMARKETS														
Competitive (5-10)	604	2%	1%	1%	6%	4%	21%	10%	16%	19%	6%	8%	6%	
Non-competitive (0-4)	117	12%	10%	6%	10%	10%	30%	6%	6%	3%	0%	2%	5%	
BUSINESSES-ONLINE BOOKSTORES														
Competitive (5-10)	240	2%	3%	1%	5%	4%	17%	13%	19%	19%	7%	7%	3%	
Non-competitive (0-4)	158	7%	2%	2%	12%	8%	20%	8%	12%	15%	6%	7%	1%	
BUSINESSES-ELEC. GOODS STORES														
Competitive (5-10)	557	2%	2%	1%	6%	5%	22%	9%	16%	19%	6%	8%	4%	
Non-competitive (0-4)	91	9%	8%	6%	17%	10%	23%	4%	9%	8%	0%	3%	3%	
BUSINESSES-BANKS & FIN. SERVS														
Competitive (5-10)	555	0%	0%	0%	0%	0%	30%	12%	20%	21%	7%	10%	0%	
Non-competitive (0-4)	140	17%	13%	9%	34%	27%	0%	0%	0%	0%	0%	0%	0%	
BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	490	2%	2%	1%	4%	3%	21%	10%	17%	20%	6%	9%	5%	
Non-competitive (0-4)	180	5%	5%	4%	14%	9%	28%	8%	11%	8%	3%	3%	2%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	222	2%	2%	3%	4%	4%	15%	13%	19%	21%	5%	9%	3%	
Neutral	190	3%	2%	1%	8%	6%	33%	6%	12%	11%	6%	7%	5%	
Poor (0-4)	129	5%	5%	1%	10%	8%	19%	10%	11%	17%	4%	4%	6%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	346	2%	2%	2%	6%	5%	18%	10%	18%	19%	6%	7%	5%	
Neutral	188	1%	2%	1%	8%	4%	29%	10%	16%	13%	5%	6%	5%	
Poor (0-4)	101	8%	7%	2%	8%	10%	21%	8%	10%	12%	3%	4%	7%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	349	2%	1%	1%	6%	4%	18%	11%	19%	17%	7%	8%	6%	
Neutral	157	2%	1%	0%	7%	3%	34%	5%	15%	16%	6%	5%	6%	
Poor (0-4)	146	5%	5%	6%	10%	9%	19%	9%	9%	14%	4%	4%	6%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	202	3%	2%	1%	4%	5%	17%	10%	20%	17%	7%	10%	4%	
Neutral	165	0%	1%	1%	5%	4%	31%	10%	11%	18%	4%	8%	7%	
Poor (0-4)	217	5%	4%	4%	9%	7%	20%	8%	15%	14%	7%	2%	5%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	230	2%	2%	1%	5%	5%	16%	12%	14%	20%	7%	10%	6%	
Neutral	139	1%	1%	2%	4%	2%	29%	5%	19%	16%	4%	10%	7%	
Poor (0-4)	252	5%	4%	4%	9%	6%	25%	9%	14%	11%	5%	4%	4%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	166	2%	0%	0%	3%	4%	18%	9%	19%	25%	9%	7%	4%	
Neutral	152	2%	2%	1%	8%	3%	23%	8%	18%	14%	5%	10%	6%	
Poor (0-4)	288	4%	5%	3%	9%	6%	24%	12%	11%	14%	4%	4%	4%	

COMPETITIVENESS OF BUSINESSES - ELECTRICITY RETAILERS

Using a 0-10 scale where 0 means not at all competitive, 5 means just adequate, and 10 means extremely competitive, how competitive are the following businesses in terms of working to get your business and offering you the best deals. If you do not know enough, just say so.[0 = Not at all competitive][5 = Just adequate][10 = Extremely competitive][11 = Unsure]

Electricity retailers

	Base	0 Not at all competi tive	1	2	3	4	5 Just adequ ate	6	7	8	9	10 Extreme ly competi tive	Unsur e
ALL	750	5%	3%	5%	5%	7%	19%	9%	13%	11%	5%	7%	11%
LOCATION													
Auckland	241	5%	2%	3%	4%	6%	18%	10%	14%	11%	8%	10%	9%
Wellington	77	7%	2%	4%	4%	5%	9%	14%	20%	10%	1%	9%	15%
Christchurch	82	1%	1%	5%	11%	7%	23%	15%	10%	12%	2%	3%	10%
Provincial	350	5%	4%	6%	4%	7%	21%	7%	13%	11%	5%	6%	11%
Rural	128	5%	4%	9%	6%	5%	25%	7%	8%	12%	3%	6%	10%
North Is	568	6%	3%	5%	4%	6%	18%	9%	14%	11%	6%	8%	10%
South Is	182	2%	2%	5%	6%	9%	24%	10%	11%	11%	3%	5%	12%
SEX													
Male	359	6%	3%	8%	5%	8%	17%	9%	12%	10%	4%	6%	12%
Female	391	4%	2%	3%	4%	6%	21%	10%	15%	12%	6%	8%	9%
AGE GROUP													
Under 30	157	4%	3%	2%	1%	4%	24%	4%	9%	9%	10%	8%	22%
30-44	225	5%	3%	5%	8%	7%	18%	10%	15%	11%	6%	7%	5%
45-59	196	6%	3%	8%	7%	9%	14%	9%	16%	12%	1%	7%	8%
60 Plus	172	4%	2%	4%	1%	5%	23%	13%	13%	12%	3%	9%	11%
OCCUPATION													
Professionals, Managers	230	5%	3%	5%	8%	7%	16%	10%	17%	12%	3%	6%	8%
Technicians, Associates	43	10%	2%	3%	8%	7%	14%	7%	10%	14%	12%	4%	9%
Clerks & Sales	106	3%	1%	4%	3%	5%	15%	8%	15%	10%	13%	9%	14%
Blue collar	119	7%	4%	11%	2%	9%	24%	7%	11%	7%	2%	5%	11%
Students	41	0%	8%	0%	0%	8%	13%	12%	12%	10%	5%	11%	21%
Retired	116	3%	2%	3%	2%	7%	25%	10%	13%	10%	4%	10%	11%
Homemaker	43	2%	2%	2%	7%	6%	25%	12%	9%	20%	0%	6%	9%
Not employed	38	12%	0%	6%	6%	3%	19%	9%	11%	6%	9%	11%	8%
Self employed	9	5%	0%	15%	0%	25%	21%	17%	8%	9%	0%	0%	0%
PERSONAL INCOME													
Less than \$15,000	109	3%	1%	1%	4%	7%	18%	10%	9%	9%	8%	12%	18%
\$15,001-25,000	103	3%	5%	5%	8%	3%	23%	9%	12%	14%	3%	6%	9%
\$25,001-30,000	48	4%	5%	5%	1%	12%	17%	15%	12%	9%	11%	9%	0%
\$30,001-40,000	73	9%	2%	6%	2%	5%	21%	5%	14%	10%	5%	14%	7%
\$40,001-50,000	68	10%	4%	1%	7%	3%	21%	9%	12%	7%	4%	8%	14%
\$50,001-70,000	111	1%	3%	6%	2%	9%	24%	9%	21%	11%	4%	4%	6%
More than \$70,000	139	6%	2%	8%	10%	11%	10%	11%	15%	13%	4%	4%	6%
ETHNICITY													
Pacific Island	37	5%	0%	0%	0%	13%	10%	6%	7%	13%	14%	18%	14%
Maori	82	6%	1%	1%	2%	2%	23%	6%	19%	10%	6%	10%	14%
Non Maori/Non PI	635	5%	3%	6%	5%	7%	19%	10%	13%	11%	4%	7%	10%
BILL PAYER													
Yes	619	5%	3%	5%	5%	7%	19%	10%	14%	12%	5%	8%	7%
No	125	4%	1%	4%	3%	5%	21%	7%	10%	9%	4%	4%	28%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	2%	2%	4%	2%	6%	20%	9%	17%	15%	7%	9%	7%
Non-competitive (0-4)	301	9%	5%	7%	9%	8%	20%	10%	9%	7%	3%	4%	9%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	3%	1%	3%	3%	6%	21%	11%	16%	13%	7%	8%	8%
Non-competitive (0-4)	145	14%	8%	13%	12%	11%	16%	4%	7%	5%	1%	5%	4%

BUSINESSES-SUPERMARKETS														
Competitive (5-10)	604	3%	2%	4%	4%	7%	20%	10%	15%	13%	6%	8%	8%	
Non-competitive (0-4)	117	15%	5%	11%	9%	9%	22%	7%	7%	1%	1%	2%	11%	
BUSINESSES-ONLINE BOOKSTORES														
Competitive (5-10)	240	2%	2%	4%	7%	9%	19%	12%	15%	11%	5%	9%	5%	
Non-competitive (0-4)	158	10%	4%	7%	5%	6%	18%	7%	18%	7%	10%	5%	3%	
BUSINESSES-ELEC. GOODS STORES														
Competitive (5-10)	557	4%	3%	5%	5%	7%	19%	10%	15%	12%	5%	9%	6%	
Non-competitive (0-4)	91	17%	5%	8%	9%	6%	22%	6%	11%	3%	4%	2%	7%	
BUSINESSES-BANKS & FIN. SERVS														
Competitive (5-10)	555	4%	2%	4%	4%	6%	20%	10%	16%	13%	6%	8%	7%	
Non-competitive (0-4)	140	11%	7%	11%	9%	10%	18%	9%	6%	3%	3%	5%	8%	
BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	490	0%	0%	0%	0%	0%	29%	14%	21%	17%	8%	11%	0%	
Non-competitive (0-4)	180	20%	11%	21%	20%	28%	0%	0%	0%	0%	0%	0%	0%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	222	1%	3%	5%	2%	9%	16%	12%	15%	14%	9%	8%	6%	
Neutral	190	8%	2%	4%	7%	8%	23%	9%	12%	10%	4%	8%	5%	
Poor (0-4)	129	9%	5%	10%	8%	8%	15%	9%	13%	10%	1%	4%	8%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	346	3%	2%	5%	3%	7%	19%	10%	17%	14%	5%	7%	8%	
Neutral	188	6%	3%	3%	7%	8%	24%	8%	12%	7%	6%	6%	10%	
Poor (0-4)	101	13%	4%	13%	5%	7%	17%	9%	6%	6%	4%	7%	9%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	349	3%	3%	4%	3%	8%	16%	11%	15%	13%	8%	7%	9%	
Neutral	157	8%	0%	7%	4%	6%	28%	8%	12%	11%	2%	7%	7%	
Poor (0-4)	146	7%	5%	9%	10%	8%	16%	10%	13%	6%	4%	6%	6%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	202	2%	2%	6%	2%	8%	18%	11%	13%	13%	8%	10%	7%	
Neutral	165	5%	3%	2%	7%	7%	25%	8%	10%	11%	5%	8%	9%	
Poor (0-4)	217	7%	4%	8%	8%	8%	15%	10%	14%	10%	4%	5%	7%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	230	3%	1%	3%	1%	7%	14%	11%	14%	18%	9%	10%	9%	
Neutral	139	1%	2%	2%	4%	5%	33%	8%	17%	12%	4%	9%	3%	
Poor (0-4)	252	10%	4%	10%	8%	8%	16%	9%	11%	8%	3%	6%	7%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	166	1%	0%	1%	1%	7%	15%	11%	20%	17%	10%	12%	5%	
Neutral	152	2%	2%	8%	2%	6%	27%	8%	13%	15%	4%	6%	7%	
Poor (0-4)	288	10%	5%	6%	10%	9%	16%	11%	11%	8%	4%	5%	5%	

ELECTRICITY BILL PAYERS

Are you responsible for paying the electricity bill in your household or have a say in who your electricity provider is?

	Base	Yes	No	Unsure
ALL	750	82%	17%	1%
LOCATION				
Auckland	241	79%	19%	2%
Wellington	77	85%	15%	0%
Christchurch	82	91%	9%	0%
Provincial	350	82%	17%	1%
Rural	128	82%	18%	0%
North Is	568	82%	17%	1%
South Is	182	85%	14%	1%
SEX				
Male	359	80%	19%	1%
Female	391	85%	14%	1%
AGE GROUP				
Under 30	157	60%	39%	1%
30-44	225	87%	12%	1%
45-59	196	88%	11%	1%
60 Plus	172	90%	10%	0%
OCCUPATION				
Professionals, Managers	230	89%	10%	1%
Technicians, Associates	43	80%	20%	0%
Clerks & Sales	106	85%	15%	0%
Blue collar	119	78%	22%	0%
Students	41	54%	46%	0%
Retired	116	90%	10%	0%
Homemaker	43	78%	19%	3%
Not employed	38	60%	35%	5%
Self employed	9	100%	0%	0%
PERSONAL INCOME				
Less than \$15,000	109	73%	25%	2%
\$15,001-25,000	103	80%	20%	0%
\$25,001-30,000	48	88%	12%	0%
\$30,001-40,000	73	87%	11%	2%
\$40,001-50,000	68	89%	11%	0%
\$50,001-70,000	111	85%	14%	1%
More than \$70,000	139	89%	11%	0%
ETHNICITY				
Pacific Island	37	84%	13%	3%
Maori	82	73%	27%	0%
Non Maori/Non PI	635	83%	16%	1%
BILL PAYER				
Yes	619	100%	0%	0%
No	125	0%	100%	0%
BUSINESSES-PETROL PRICES				
Competitive (5-10)	381	81%	18%	1%
Non-competitive (0-4)	301	88%	11%	1%
BUSINESSES-PHONE COMPANIES				
Competitive (5-10)	552	83%	16%	1%
Non-competitive (0-4)	145	83%	16%	1%

BUSINESSES-SUPERMARKETS				
Competitive (5-10)	604	83%	16%	1%
Non-competitive (0-4)	117	83%	15%	2%
BUSINESSES-ONLINE BOOKSTORES				
Competitive (5-10)	240	83%	16%	1%
Non-competitive (0-4)	158	80%	20%	0%
BUSINESSES-ELEC. GOODS STORES				
Competitive (5-10)	557	85%	14%	1%
Non-competitive (0-4)	91	81%	19%	0%
BUSINESSES-BANKS & FIN. SERVS				
Competitive (5-10)	555	84%	15%	1%
Non-competitive (0-4)	140	84%	16%	0%
BUSINESSES-ELEC. RETAILERS				
Competitive (5-10)	490	85%	14%	1%
Non-competitive (0-4)	180	88%	12%	0%
ELEC. INDSTRY-ENOUGH ELECTRICITY				
Good (6-10)	222	85%	14%	1%
Neutral	190	86%	14%	0%
Poor (0-4)	129	86%	13%	1%
ELEC. INDSTRY-RELIABLE SUPPLY				
Good (6-10)	346	84%	15%	1%
Neutral	188	83%	17%	0%
Poor (0-4)	101	87%	13%	0%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY				
Good (6-10)	349	82%	17%	1%
Neutral	157	89%	11%	0%
Poor (0-4)	146	87%	13%	0%
ELEC. INDSTRY-RIGHT MIX STATIONS				
Good (6-10)	202	81%	18%	1%
Neutral	165	87%	13%	0%
Poor (0-4)	217	86%	14%	0%
ELEC. INDSTRY-COMPETITION & EFFIC				
Good (6-10)	230	81%	18%	1%
Neutral	139	84%	16%	0%
Poor (0-4)	252	89%	10%	1%
ELEC. INDSTRY-COMPETITION & PRICES				
Good (6-10)	166	85%	13%	2%
Neutral	152	82%	18%	0%
Poor (0-4)	288	89%	11%	0%

RATING ELECTRICITY INDUSTRY - THERE IS ENOUGH ELECTRICITY TO MEET ONGOING NEEDS, THAT IS...

Using a scale of 0 to 10 where 0 means extremely poor, 5 means neutral, and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.

[0 = Extremely poor][5 = Neutral][10 = Extremely good][11 = Unsure]

There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation

		0 Extremely poor	1	2	3	4	5 Neutral	6	7	8	9	10 Extremely good	Unsure
ALL	750	2%	1%	3%	4%	8%	25%	7%	10%	7%	2%	3%	28%
LOCATION													
Auckland	241	1%	0%	3%	2%	6%	23%	10%	12%	4%	2%	4%	33%
Wellington	77	4%	0%	4%	4%	10%	18%	6%	4%	13%	1%	2%	34%
Christchurch	82	3%	1%	1%	7%	8%	25%	10%	11%	8%	3%	3%	20%
Provincial	350	3%	1%	3%	3%	8%	29%	5%	10%	8%	2%	3%	25%
Rural	128	3%	2%	6%	3%	10%	27%	9%	8%	8%	1%	2%	21%
North Is	568	3%	1%	3%	3%	7%	25%	8%	10%	6%	2%	3%	29%
South Is	182	2%	1%	2%	5%	8%	27%	6%	10%	11%	3%	2%	23%
SEX													
Male	359	3%	1%	3%	5%	7%	26%	7%	11%	9%	2%	3%	23%
Female	391	2%	1%	2%	3%	8%	25%	8%	9%	5%	2%	3%	32%
AGE GROUP													
Under 30	157	2%	1%	0%	0%	7%	21%	10%	14%	7%	1%	5%	32%
30-44	225	2%	1%	3%	7%	9%	27%	7%	7%	11%	2%	1%	23%
45-59	196	5%	1%	5%	3%	10%	24%	5%	10%	5%	2%	3%	27%
60 Plus	172	1%	1%	1%	3%	4%	29%	7%	12%	5%	2%	3%	32%
OCCUPATION													
Professionals, Managers	230	3%	1%	3%	5%	6%	28%	7%	12%	8%	2%	2%	23%
Technicians, Associates	43	0%	2%	5%	3%	14%	25%	11%	11%	3%	3%	0%	23%
Clerks & Sales	106	3%	0%	1%	2%	10%	15%	10%	11%	8%	1%	6%	33%
Blue collar	119	3%	0%	6%	5%	8%	22%	7%	7%	9%	3%	4%	26%
Students	41	0%	0%	0%	3%	11%	19%	0%	24%	10%	0%	8%	25%
Retired	116	1%	1%	1%	2%	3%	30%	7%	10%	6%	2%	4%	33%
Homemaker	43	2%	0%	0%	2%	9%	27%	4%	7%	10%	0%	0%	39%
Not employed	38	5%	3%	0%	2%	7%	35%	7%	0%	3%	3%	0%	35%
Self employed	9	15%	0%	0%	0%	0%	39%	8%	8%	0%	0%	0%	30%
PERSONAL INCOME													
Less than \$15,000	109	3%	1%	0%	1%	9%	26%	4%	11%	9%	0%	2%	34%
\$15,001-25,000	103	1%	1%	0%	4%	8%	23%	3%	10%	11%	2%	5%	32%
\$25,001-30,000	48	2%	0%	3%	5%	7%	22%	15%	13%	1%	6%	6%	20%
\$30,001-40,000	73	3%	1%	4%	3%	8%	14%	16%	10%	4%	1%	0%	36%
\$40,001-50,000	68	2%	3%	3%	1%	5%	31%	11%	7%	5%	0%	5%	27%
\$50,001-70,000	111	5%	1%	2%	3%	6%	27%	7%	12%	11%	3%	3%	20%
More than \$70,000	139	3%	0%	5%	5%	11%	27%	7%	9%	9%	2%	2%	20%
ETHNICITY													
Pacific Island	37	0%	2%	0%	4%	16%	30%	12%	12%	6%	0%	0%	18%
Maori	82	3%	0%	2%	0%	8%	30%	6%	8%	7%	1%	4%	31%
Non Maori/Non PI	635	3%	1%	3%	4%	7%	24%	7%	11%	7%	2%	3%	28%
BILL PAYER													
Yes	619	3%	1%	3%	4%	7%	26%	7%	11%	8%	2%	3%	25%
No	125	0%	0%	1%	2%	11%	22%	9%	6%	6%	1%	3%	39%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	2%	0%	2%	1%	7%	28%	9%	12%	8%	1%	3%	27%
Non-competitive (0-4)	301	3%	2%	4%	6%	10%	24%	5%	10%	7%	2%	3%	24%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	2%	1%	2%	2%	7%	24%	8%	11%	9%	2%	4%	28%
Non-competitive (0-4)	145	5%	1%	6%	8%	10%	29%	4%	7%	5%	3%	2%	20%

BUSINESSES-SUPERMARKETS														
Competitive (5-10)	604	2%	1%	2%	3%	8%	25%	8%	11%	8%	2%	3%	27%	
Non-competitive (0-4)	117	5%	0%	7%	5%	9%	27%	5%	7%	6%	3%	1%	25%	
BUSINESSES-ONLINE BOOKSTORES														
Competitive (5-10)	240	3%	2%	1%	3%	7%	26%	10%	11%	8%	4%	3%	22%	
Non-competitive (0-4)	158	3%	1%	5%	3%	12%	30%	6%	10%	6%	1%	5%	18%	
BUSINESSES-ELEC. GOODS STORES														
Competitive (5-10)	557	2%	1%	2%	4%	8%	25%	8%	11%	8%	2%	4%	25%	
Non-competitive (0-4)	91	5%	0%	4%	1%	7%	33%	4%	9%	8%	1%	2%	26%	
BUSINESSES-BANKS & FIN. SERVS														
Competitive (5-10)	555	1%	1%	2%	4%	7%	25%	8%	12%	7%	2%	4%	27%	
Non-competitive (0-4)	140	6%	2%	4%	3%	11%	28%	4%	8%	9%	2%	2%	21%	
BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	490	2%	1%	1%	3%	7%	25%	8%	12%	7%	2%	4%	28%	
Non-competitive (0-4)	180	5%	1%	7%	6%	11%	30%	6%	6%	10%	2%	0%	16%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	222	0%	0%	0%	0%	0%	0%	25%	34%	25%	6%	10%	0%	
Neutral	190	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	
Poor (0-4)	129	15%	5%	15%	21%	44%	0%	0%	0%	0%	0%	0%	0%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	346	0%	0%	0%	3%	5%	20%	12%	16%	13%	4%	6%	21%	
Neutral	188	3%	2%	3%	2%	10%	42%	6%	7%	4%	0%	0%	21%	
Poor (0-4)	101	8%	3%	11%	12%	14%	31%	1%	4%	2%	0%	0%	14%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	349	1%	0%	0%	1%	5%	23%	11%	14%	12%	4%	5%	24%	
Neutral	157	2%	0%	1%	4%	8%	42%	4%	8%	5%	0%	3%	23%	
Poor (0-4)	146	6%	4%	9%	11%	15%	24%	5%	7%	3%	1%	0%	15%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	202	1%	1%	0%	1%	3%	17%	11%	17%	18%	6%	7%	18%	
Neutral	165	0%	0%	0%	2%	11%	40%	8%	12%	4%	0%	2%	21%	
Poor (0-4)	217	6%	2%	8%	9%	13%	29%	6%	6%	5%	0%	1%	15%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	230	1%	0%	1%	2%	5%	19%	11%	18%	15%	4%	6%	18%	
Neutral	139	2%	0%	2%	3%	11%	42%	9%	5%	4%	1%	2%	19%	
Poor (0-4)	252	6%	2%	5%	8%	9%	28%	6%	7%	4%	1%	3%	21%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	166	1%	0%	1%	1%	6%	20%	14%	17%	15%	4%	3%	18%	
Neutral	152	3%	0%	3%	2%	8%	38%	6%	10%	6%	1%	3%	20%	
Poor (0-4)	288	4%	2%	4%	8%	10%	28%	5%	8%	6%	2%	3%	20%	

RATING ELECTRICITY INDUSTRY - THERE IS A RELIABLE SUPPLY OF ELECTRICITY EACH DAY, THAT IS...

Using a scale of 0 to 10 where 0 means extremely poor, 5 means neutral, and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.

[0 = Extremely poor][5 = Neutral][10 = Extremely good][11 = Unsure]

There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost to consumers of power cuts versus the cost of maintaining electricity supply

		0 Extremely poor	1	2	3	4	5 Neutral	6	7	8	9	10 Extremely good	Unsure
ALL	750	1%	0%	1%	4%	7%	25%	9%	12%	13%	5%	8%	15%
LOCATION													
Auckland	241	1%	0%	1%	1%	5%	24%	8%	15%	13%	4%	11%	17%
Wellington	77	2%	0%	1%	3%	7%	22%	12%	8%	15%	4%	5%	21%
Christchurch	82	2%	0%	0%	7%	6%	18%	11%	16%	12%	5%	8%	15%
Provincial	350	2%	0%	1%	4%	9%	28%	8%	10%	13%	6%	6%	13%
Rural	128	1%	0%	3%	6%	10%	24%	8%	10%	10%	6%	5%	17%
North Is	568	2%	0%	1%	2%	7%	25%	8%	12%	14%	5%	8%	16%
South Is	182	1%	0%	1%	7%	8%	25%	9%	13%	11%	5%	7%	13%
SEX													
Male	359	2%	0%	1%	4%	8%	22%	9%	11%	14%	7%	9%	13%
Female	391	1%	0%	1%	3%	6%	28%	9%	13%	13%	3%	6%	17%
AGE GROUP													
Under 30	157	0%	1%	0%	1%	5%	27%	6%	14%	11%	4%	13%	18%
30-44	225	1%	0%	2%	4%	9%	24%	11%	12%	12%	6%	5%	14%
45-59	196	4%	0%	1%	6%	9%	28%	7%	9%	15%	6%	5%	10%
60 Plus	172	1%	0%	1%	3%	5%	22%	10%	12%	15%	3%	8%	20%
OCCUPATION													
Professionals, Managers	230	1%	0%	2%	5%	6%	26%	10%	14%	14%	5%	5%	12%
Technicians, Associates	43	2%	5%	7%	0%	12%	19%	14%	5%	18%	4%	6%	8%
Clerks & Sales	106	1%	0%	0%	2%	3%	31%	6%	13%	12%	4%	8%	20%
Blue collar	119	3%	0%	1%	5%	15%	17%	6%	11%	10%	10%	8%	14%
Students	41	0%	0%	0%	0%	3%	27%	13%	16%	12%	5%	17%	7%
Retired	116	1%	0%	0%	2%	3%	23%	9%	11%	16%	2%	9%	24%
Homemaker	43	2%	0%	0%	2%	11%	42%	3%	14%	8%	4%	4%	10%
Not employed	38	7%	0%	0%	6%	4%	18%	8%	9%	14%	6%	3%	25%
Self employed	9	0%	0%	0%	15%	9%	29%	8%	9%	9%	0%	0%	21%
PERSONAL INCOME													
Less than \$15,000	109	2%	2%	1%	2%	6%	28%	9%	8%	14%	0%	9%	19%
\$15,001-25,000	103	4%	0%	0%	2%	5%	25%	8%	14%	11%	5%	9%	17%
\$25,001-30,000	48	3%	0%	0%	2%	9%	20%	12%	14%	12%	5%	9%	14%
\$30,001-40,000	73	0%	0%	1%	4%	13%	27%	13%	8%	9%	4%	4%	17%
\$40,001-50,000	68	1%	0%	2%	1%	4%	30%	7%	17%	18%	1%	6%	13%
\$50,001-70,000	111	0%	0%	1%	5%	6%	19%	14%	14%	13%	9%	7%	12%
More than \$70,000	139	1%	0%	3%	6%	9%	21%	7%	14%	18%	6%	5%	10%
ETHNICITY													
Pacific Island	37	0%	0%	5%	4%	4%	35%	12%	10%	12%	3%	13%	2%
Maori	82	3%	0%	2%	1%	7%	30%	6%	10%	9%	4%	12%	16%
Non Maori/Non PI	635	1%	0%	1%	4%	7%	24%	9%	12%	14%	5%	7%	16%
BILL PAYER													
Yes	619	2%	0%	1%	4%	7%	25%	9%	12%	14%	5%	7%	14%
No	125	1%	2%	0%	1%	6%	26%	5%	11%	9%	3%	13%	23%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	0%	1%	1%	3%	6%	26%	10%	14%	15%	4%	8%	12%
Non-competitive (0-4)	301	4%	0%	1%	5%	8%	25%	8%	10%	13%	7%	6%	13%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	1%	0%	1%	3%	6%	27%	10%	12%	15%	5%	8%	12%
Non-competitive (0-4)	145	5%	0%	2%	6%	11%	20%	5%	12%	10%	6%	6%	17%

BUSINESSES-SUPERMARKETS														
Competitive (5-10)	604	0%	0%	1%	3%	6%	27%	10%	13%	14%	5%	8%	13%	
Non-competitive (0-4)	117	6%	0%	3%	6%	11%	20%	6%	7%	11%	7%	5%	18%	
BUSINESSES-ONLINE BOOKSTORES														
Competitive (5-10)	240	2%	0%	1%	4%	5%	25%	11%	13%	14%	7%	6%	12%	
Non-competitive (0-4)	158	1%	2%	1%	6%	9%	28%	8%	11%	12%	3%	11%	8%	
BUSINESSES-ELEC. GOODS STORES														
Competitive (5-10)	557	1%	0%	1%	4%	7%	26%	10%	12%	14%	6%	8%	11%	
Non-competitive (0-4)	91	9%	0%	1%	5%	7%	17%	7%	14%	17%	4%	3%	16%	
BUSINESSES-BANKS & FIN. SERVS														
Competitive (5-10)	555	0%	0%	1%	3%	6%	27%	10%	12%	14%	5%	8%	14%	
Non-competitive (0-4)	140	6%	0%	2%	5%	11%	23%	8%	9%	11%	8%	6%	11%	
BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	490	1%	1%	0%	3%	6%	24%	10%	12%	15%	4%	9%	15%	
Non-competitive (0-4)	180	3%	0%	3%	7%	10%	29%	6%	12%	9%	7%	3%	11%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	222	0%	1%	0%	0%	2%	14%	11%	22%	20%	13%	13%	4%	
Neutral	190	2%	0%	1%	4%	9%	42%	11%	10%	8%	2%	5%	6%	
Poor (0-4)	129	5%	0%	4%	13%	17%	29%	8%	5%	6%	0%	3%	10%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	346	0%	0%	0%	0%	0%	0%	19%	26%	28%	11%	16%	0%	
Neutral	188	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	
Poor (0-4)	101	11%	2%	8%	26%	53%	0%	0%	0%	0%	0%	0%	0%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	349	0%	1%	1%	2%	4%	17%	11%	17%	19%	8%	10%	10%	
Neutral	157	1%	0%	1%	1%	6%	44%	8%	10%	6%	4%	7%	12%	
Poor (0-4)	146	6%	0%	3%	12%	17%	30%	9%	4%	7%	3%	2%	7%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	202	0%	1%	0%	1%	2%	15%	13%	20%	20%	10%	10%	8%	
Neutral	165	0%	0%	1%	4%	6%	38%	9%	11%	9%	4%	9%	9%	
Poor (0-4)	217	5%	0%	3%	8%	16%	31%	9%	6%	8%	4%	3%	7%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	230	0%	0%	0%	1%	5%	16%	11%	17%	25%	8%	12%	5%	
Neutral	139	0%	0%	0%	0%	6%	41%	15%	9%	6%	3%	10%	10%	
Poor (0-4)	252	4%	1%	3%	8%	11%	30%	6%	10%	8%	4%	3%	12%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	166	0%	0%	0%	1%	3%	12%	15%	19%	22%	7%	11%	10%	
Neutral	152	0%	0%	0%	2%	6%	38%	11%	10%	13%	7%	6%	7%	
Poor (0-4)	288	3%	1%	3%	7%	12%	30%	7%	9%	9%	4%	4%	11%	

RATING ELECTRICITY INDUSTRY - THE NZ ELECTRICITY MARKET ENSURES ELECTRICITY IS GENERATED AND SUPPLIED EFFICIENTLY

Using a scale of 0 to 10 where 0 means extremely poor, 5 means neutral, and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.

[0 = Extremely poor][5 = Neutral][10 = Extremely good][11 = Unsure]

The New Zealand electricity market ensures electricity is generated and supplied efficiently

		0 Extremely poor	1	2	3	4	5 Neutral	6	7	8	9	10 Extremely good	Unsure
ALL	750	2%	2%	3%	5%	8%	21%	8%	13%	15%	4%	6%	13%
LOCATION													
Auckland	241	1%	3%	3%	4%	8%	22%	7%	11%	16%	4%	8%	13%
Wellington	77	2%	2%	3%	8%	7%	15%	9%	14%	17%	2%	3%	18%
Christchurch	82	3%	2%	2%	4%	9%	24%	9%	18%	16%	1%	5%	7%
Provincial	350	2%	2%	3%	6%	7%	21%	9%	13%	14%	4%	5%	14%
Rural	128	3%	3%	6%	7%	7%	21%	9%	11%	12%	2%	5%	14%
North Is	568	1%	2%	3%	5%	8%	21%	8%	12%	16%	4%	7%	13%
South Is	182	3%	2%	3%	7%	8%	20%	9%	15%	13%	3%	5%	12%
SEX													
Male	359	2%	1%	4%	6%	9%	19%	9%	12%	17%	3%	7%	11%
Female	391	2%	3%	2%	4%	6%	23%	8%	14%	14%	4%	5%	15%
AGE GROUP													
Under 30	157	0%	0%	0%	1%	5%	22%	7%	15%	17%	4%	10%	19%
30-44	225	2%	1%	2%	7%	8%	20%	11%	15%	16%	2%	5%	11%
45-59	196	2%	4%	7%	10%	11%	21%	2%	12%	14%	5%	4%	8%
60 Plus	172	3%	2%	2%	2%	4%	21%	12%	10%	16%	5%	6%	17%
OCCUPATION													
Professionals, Managers	230	3%	2%	3%	9%	9%	20%	9%	13%	17%	3%	3%	9%
Technicians, Associates	43	2%	4%	5%	2%	6%	13%	7%	22%	19%	9%	3%	8%
Clerks & Sales	106	0%	0%	0%	3%	8%	28%	7%	14%	12%	4%	7%	17%
Blue collar	119	2%	1%	5%	7%	7%	20%	9%	10%	17%	2%	10%	10%
Students	41	0%	0%	0%	6%	8%	12%	3%	16%	26%	2%	8%	19%
Retired	116	1%	1%	3%	3%	6%	17%	11%	9%	16%	5%	7%	21%
Homemaker	43	2%	2%	5%	0%	2%	34%	6%	17%	6%	5%	11%	10%
Not employed	38	3%	10%	0%	0%	11%	27%	8%	12%	9%	2%	0%	18%
Self employed	9	0%	0%	8%	15%	16%	26%	0%	17%	18%	0%	0%	0%
PERSONAL INCOME													
Less than \$15,000	109	3%	1%	3%	4%	6%	17%	8%	15%	14%	3%	7%	19%
\$15,001-25,000	103	3%	3%	4%	2%	5%	24%	7%	18%	15%	4%	5%	10%
\$25,001-30,000	48	0%	0%	3%	3%	13%	18%	10%	12%	15%	5%	8%	13%
\$30,001-40,000	73	2%	4%	2%	8%	6%	12%	9%	9%	25%	3%	4%	16%
\$40,001-50,000	68	1%	1%	3%	6%	7%	21%	8%	15%	17%	2%	5%	14%
\$50,001-70,000	111	1%	1%	2%	10%	10%	24%	7%	12%	12%	5%	5%	11%
More than \$70,000	139	2%	3%	6%	6%	8%	20%	11%	13%	18%	3%	6%	4%
ETHNICITY													
Pacific Island	37	0%	0%	0%	4%	5%	24%	3%	17%	21%	3%	15%	8%
Maori	82	3%	0%	3%	3%	10%	23%	7%	15%	12%	3%	8%	13%
Non Maori/Non PI	635	2%	2%	3%	6%	7%	20%	9%	13%	15%	4%	5%	14%
BILL PAYER													
Yes	619	2%	2%	4%	6%	7%	22%	8%	14%	15%	4%	5%	11%
No	125	1%	1%	0%	3%	10%	14%	9%	11%	16%	1%	10%	24%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	0%	2%	0%	5%	8%	22%	9%	14%	19%	4%	6%	11%
Non-competitive (0-4)	301	3%	2%	6%	7%	7%	20%	10%	12%	13%	3%	6%	11%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	1%	2%	2%	6%	7%	22%	8%	13%	17%	4%	7%	11%
Non-competitive (0-4)	145	5%	3%	6%	3%	12%	19%	10%	13%	12%	2%	5%	10%

BUSINESSES-SUPERMARKETS														
Competitive (5-10)	604	1%	2%	2%	5%	7%	22%	8%	14%	17%	4%	6%	12%	
Non-competitive (0-4)	117	5%	1%	8%	6%	10%	19%	11%	9%	9%	2%	6%	14%	
BUSINESSES-ONLINE BOOKSTORES														
Competitive (5-10)	240	1%	2%	2%	5%	6%	22%	11%	14%	15%	4%	6%	12%	
Non-competitive (0-4)	158	3%	1%	6%	8%	13%	18%	6%	12%	18%	2%	6%	7%	
BUSINESSES-ELEC. GOODS STORES														
Competitive (5-10)	557	1%	3%	3%	6%	7%	20%	10%	14%	15%	4%	6%	11%	
Non-competitive (0-4)	91	8%	0%	5%	5%	14%	22%	4%	7%	15%	2%	4%	14%	
BUSINESSES-BANKS & FIN. SERVS														
Competitive (5-10)	555	0%	2%	2%	5%	7%	23%	9%	14%	16%	4%	6%	12%	
Non-competitive (0-4)	140	6%	4%	6%	9%	11%	15%	7%	10%	13%	2%	6%	11%	
BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	490	1%	2%	2%	5%	6%	22%	9%	13%	17%	4%	7%	12%	
Non-competitive (0-4)	180	3%	4%	5%	7%	12%	21%	10%	14%	13%	2%	2%	7%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	222	0%	1%	2%	3%	4%	14%	9%	19%	30%	6%	8%	4%	
Neutral	190	2%	0%	2%	4%	11%	34%	10%	13%	11%	2%	6%	5%	
Poor (0-4)	129	4%	6%	9%	18%	15%	19%	9%	8%	3%	0%	2%	7%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	346	1%	0%	2%	3%	5%	16%	8%	19%	24%	5%	9%	8%	
Neutral	188	1%	3%	3%	7%	10%	37%	11%	7%	8%	1%	4%	8%	
Poor (0-4)	101	7%	5%	9%	16%	18%	14%	9%	8%	7%	1%	2%	4%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	349	0%	0%	0%	0%	0%	0%	18%	28%	33%	8%	13%	0%	
Neutral	157	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	
Poor (0-4)	146	9%	10%	15%	27%	39%	0%	0%	0%	0%	0%	0%	0%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	202	1%	0%	1%	2%	4%	14%	6%	21%	30%	8%	9%	4%	
Neutral	165	0%	2%	1%	2%	7%	36%	10%	12%	14%	2%	7%	7%	
Poor (0-4)	217	5%	5%	8%	15%	15%	20%	10%	7%	7%	1%	3%	4%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	230	1%	0%	3%	2%	4%	16%	7%	17%	30%	6%	9%	5%	
Neutral	139	0%	0%	1%	4%	11%	33%	11%	11%	8%	3%	9%	9%	
Poor (0-4)	252	4%	6%	6%	12%	12%	20%	10%	11%	9%	1%	3%	6%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	166	0%	0%	1%	2%	1%	11%	8%	17%	35%	8%	10%	7%	
Neutral	152	1%	2%	2%	3%	8%	33%	10%	10%	14%	4%	5%	8%	
Poor (0-4)	288	4%	4%	5%	11%	13%	22%	9%	12%	8%	2%	3%	7%	

RATING ELECTRICITY INDUSTRY - THE NZ ELECTRICITY MARKET ENSURES THAT THE RIGHT MIX OF POWER STATIONS...

Using a scale of 0 to 10 where 0 means extremely poor, 5 means neutral, and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.
[0 = Extremely poor][5 = Neutral][10 = Extremely good][11 = Unsure]

The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power

		0				5					10		
		Extrem				Neutr					Extrem	Unsur	
	Base	ly poor	1	2	3	4	al	6	7	8	9	ly good	e
ALL	750	4%	2%	6%	8%	9%	22%	7%	10%	6%	1%	3%	22%
LOCATION													
Auckland	241	2%	2%	3%	5%	10%	27%	5%	9%	6%	2%	4%	25%
Wellington	77	7%	2%	11%	6%	6%	15%	3%	17%	5%	1%	2%	25%
Christchurch	82	3%	0%	7%	11%	10%	20%	7%	15%	4%	0%	3%	20%
Provincial	350	5%	2%	7%	10%	9%	21%	8%	8%	7%	1%	2%	20%
Rural	128	3%	3%	9%	10%	9%	27%	5%	8%	7%	0%	2%	17%
North Is	568	4%	2%	5%	7%	9%	22%	7%	10%	6%	2%	3%	23%
South Is	182	3%	1%	7%	12%	11%	21%	7%	10%	6%	1%	2%	19%
SEX													
Male	359	5%	2%	8%	10%	10%	19%	6%	12%	7%	2%	2%	17%
Female	391	3%	2%	4%	7%	8%	25%	7%	8%	5%	1%	3%	27%
AGE GROUP													
Under 30	157	0%	0%	0%	3%	5%	28%	8%	16%	6%	2%	5%	27%
30-44	225	3%	2%	6%	11%	8%	18%	7%	13%	10%	2%	2%	18%
45-59	196	7%	2%	11%	9%	17%	21%	2%	5%	3%	1%	0%	22%
60 Plus	172	4%	4%	5%	8%	6%	23%	9%	6%	6%	1%	4%	24%
OCCUPATION													
Professionals, Managers	230	4%	1%	7%	11%	12%	22%	7%	8%	7%	1%	1%	19%
Technicians, Associates	43	4%	4%	12%	9%	6%	6%	8%	14%	6%	3%	1%	27%
Clerks & Sales	106	6%	0%	1%	5%	10%	26%	6%	9%	4%	4%	3%	26%
Blue collar	119	4%	2%	10%	9%	8%	19%	3%	9%	8%	1%	4%	23%
Students	41	3%	0%	0%	10%	7%	23%	13%	16%	9%	0%	3%	16%
Retired	116	2%	4%	6%	6%	7%	24%	9%	8%	5%	0%	4%	25%
Homemaker	43	2%	4%	2%	7%	2%	38%	6%	11%	8%	0%	4%	16%
Not employed	38	7%	4%	3%	3%	13%	8%	3%	13%	2%	5%	8%	31%
Self employed	9	15%	8%	0%	15%	8%	36%	0%	9%	9%	0%	0%	0%
PERSONAL INCOME													
Less than \$15,000	109	3%	1%	4%	4%	6%	25%	8%	11%	4%	1%	6%	27%
\$15,001-25,000	103	6%	4%	4%	6%	8%	21%	6%	13%	6%	0%	4%	22%
\$25,001-30,000	48	2%	0%	15%	7%	15%	21%	2%	8%	9%	5%	1%	15%
\$30,001-40,000	73	3%	3%	8%	9%	5%	22%	10%	5%	7%	1%	2%	25%
\$40,001-50,000	68	4%	1%	3%	4%	7%	26%	12%	10%	6%	1%	5%	21%
\$50,001-70,000	111	4%	1%	4%	13%	15%	18%	5%	14%	4%	3%	1%	18%
More than \$70,000	139	4%	2%	8%	13%	11%	22%	5%	8%	9%	1%	0%	17%
ETHNICITY													
Pacific Island	37	0%	0%	0%	5%	5%	47%	3%	3%	12%	0%	3%	22%
Maori	82	5%	2%	5%	4%	9%	21%	6%	10%	8%	2%	6%	22%
Non Maori/Non PI	635	4%	2%	6%	9%	9%	21%	7%	10%	6%	1%	2%	23%
BILL PAYER													
Yes	619	5%	3%	7%	8%	8%	23%	7%	9%	6%	1%	3%	20%
No	125	2%	0%	2%	7%	13%	18%	6%	13%	6%	1%	3%	29%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	1%	2%	6%	8%	8%	25%	6%	13%	6%	2%	3%	20%
Non-competitive (0-4)	301	8%	3%	6%	9%	11%	20%	7%	7%	7%	1%	2%	19%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	3%	2%	4%	8%	9%	23%	7%	11%	7%	2%	3%	21%
Non-competitive (0-4)	145	9%	2%	13%	8%	10%	17%	3%	9%	6%	1%	2%	20%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	604	2%	2%	5%	9%	9%	23%	7%	11%	7%	1%	3%	21%
Non-competitive (0-4)	117	14%	4%	12%	5%	12%	18%	3%	8%	3%	1%	1%	19%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	240	4%	3%	5%	10%	7%	23%	8%	12%	6%	2%	3%	17%
Non-competitive (0-4)	158	4%	1%	7%	4%	14%	24%	7%	11%	7%	2%	2%	17%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	557	3%	2%	7%	9%	9%	22%	7%	11%	7%	2%	3%	18%
Non-competitive (0-4)	91	13%	0%	4%	7%	11%	17%	7%	5%	7%	1%	1%	27%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	555	2%	1%	5%	9%	9%	24%	7%	11%	7%	2%	3%	20%
Non-competitive (0-4)	140	11%	5%	11%	6%	12%	14%	3%	8%	7%	0%	3%	20%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	490	2%	1%	4%	9%	10%	23%	7%	11%	6%	2%	4%	21%
Non-competitive (0-4)	180	9%	4%	13%	8%	8%	22%	7%	7%	6%	1%	1%	14%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	222	1%	1%	4%	3%	8%	19%	8%	22%	14%	4%	5%	11%
Neutral	190	4%	1%	6%	11%	11%	35%	9%	6%	2%	0%	2%	13%
Poor (0-4)	129	11%	5%	14%	21%	14%	17%	5%	2%	0%	0%	2%	9%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	346	1%	1%	3%	5%	8%	20%	10%	15%	11%	3%	4%	19%
Neutral	188	5%	3%	5%	11%	12%	34%	6%	7%	2%	0%	1%	14%
Poor (0-4)	101	14%	4%	17%	18%	14%	17%	1%	4%	3%	0%	1%	7%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	349	1%	1%	2%	6%	7%	21%	9%	17%	10%	3%	4%	19%
Neutral	157	5%	2%	4%	9%	8%	38%	6%	6%	5%	0%	2%	15%
Poor (0-4)	146	10%	6%	19%	18%	19%	13%	7%	2%	1%	0%	0%	5%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	202	0%	0%	0%	0%	0%	0%	25%	37%	23%	5%	10%	0%
Neutral	165	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	217	14%	7%	20%	28%	31%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	230	0%	0%	1%	5%	7%	22%	10%	20%	13%	3%	6%	13%
Neutral	139	3%	0%	3%	9%	12%	38%	10%	5%	3%	0%	3%	14%
Poor (0-4)	252	10%	5%	14%	13%	13%	16%	4%	6%	3%	0%	1%	15%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	166	0%	0%	1%	4%	7%	20%	12%	18%	12%	2%	7%	17%
Neutral	152	2%	1%	5%	10%	6%	36%	7%	10%	7%	1%	3%	12%
Poor (0-4)	288	8%	4%	11%	13%	14%	20%	5%	8%	3%	1%	0%	13%

RATING ELECTRICITY INDUSTRY - THE CURRENT LEVEL OF COMPETITION AMONG ELECTRICITY GENERATORS ENSURES...

Using a scale of 0 to 10 where 0 means extremely poor, 5 means neutral, and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.

[0 = Extremely poor][5 = Neutral][10 = Extremely good][11 = Unsure]

The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible

		0 Extremely poor	1	2	3	4	5 Neutral	6	7	8	9	10 Extremely good	Unsure
ALL	750	6%	2%	7%	10%	8%	19%	10%	10%	6%	1%	4%	17%
LOCATION													
Auckland	241	6%	2%	4%	8%	9%	25%	7%	11%	5%	1%	5%	17%
Wellington	77	5%	3%	11%	10%	7%	13%	18%	10%	2%	0%	4%	17%
Christchurch	82	8%	3%	6%	15%	8%	14%	13%	7%	7%	2%	3%	14%
Provincial	350	5%	3%	9%	10%	8%	17%	10%	10%	6%	1%	3%	18%
Rural	128	6%	3%	9%	11%	8%	17%	8%	11%	5%	1%	2%	19%
North Is	568	6%	2%	7%	9%	8%	19%	10%	10%	6%	1%	4%	18%
South Is	182	6%	3%	7%	13%	9%	16%	11%	9%	6%	1%	3%	16%
SEX													
Male	359	7%	3%	7%	11%	9%	16%	10%	12%	6%	1%	3%	15%
Female	391	5%	2%	7%	9%	8%	21%	11%	8%	5%	1%	4%	19%
AGE GROUP													
Under 30	157	4%	1%	1%	4%	8%	18%	11%	15%	7%	2%	6%	23%
30-44	225	4%	4%	10%	10%	8%	19%	12%	10%	5%	1%	4%	13%
45-59	196	9%	3%	11%	17%	9%	16%	6%	8%	5%	0%	1%	15%
60 Plus	172	6%	2%	5%	7%	7%	22%	11%	7%	7%	1%	5%	20%
OCCUPATION													
Professionals, Managers	230	6%	2%	11%	18%	10%	13%	10%	10%	4%	0%	2%	14%
Technicians, Associates	43	4%	6%	11%	11%	13%	16%	10%	10%	4%	0%	0%	15%
Clerks & Sales	106	4%	3%	1%	6%	6%	23%	13%	11%	7%	1%	3%	22%
Blue collar	119	8%	4%	8%	7%	6%	20%	9%	10%	6%	3%	4%	15%
Students	41	0%	0%	3%	11%	4%	19%	15%	16%	6%	0%	3%	23%
Retired	116	2%	1%	6%	5%	6%	23%	12%	7%	9%	1%	7%	21%
Homemaker	43	4%	4%	10%	6%	8%	29%	5%	6%	9%	0%	2%	17%
Not employed	38	16%	3%	2%	3%	17%	5%	6%	16%	3%	0%	11%	18%
Self employed	9	35%	0%	0%	5%	0%	35%	16%	9%	0%	0%	0%	0%
PERSONAL INCOME													
Less than \$15,000	109	5%	1%	4%	4%	8%	16%	12%	13%	5%	1%	10%	21%
\$15,001-25,000	103	8%	4%	8%	8%	7%	23%	10%	7%	5%	0%	4%	16%
\$25,001-30,000	48	3%	1%	7%	10%	0%	26%	12%	9%	10%	0%	1%	21%
\$30,001-40,000	73	4%	2%	7%	6%	11%	21%	13%	13%	5%	2%	1%	15%
\$40,001-50,000	68	9%	0%	5%	10%	7%	15%	12%	9%	5%	0%	4%	24%
\$50,001-70,000	111	3%	2%	6%	12%	8%	24%	10%	15%	5%	2%	1%	12%
More than \$70,000	139	6%	4%	11%	17%	11%	13%	5%	9%	8%	2%	1%	13%
ETHNICITY													
Pacific Island	37	5%	0%	0%	5%	0%	27%	19%	10%	7%	3%	8%	16%
Maori	82	4%	5%	6%	7%	7%	16%	9%	14%	1%	2%	10%	19%
Non Maori/Non PI	635	6%	2%	8%	11%	9%	18%	10%	10%	6%	1%	2%	17%
BILL PAYER													
Yes	619	6%	3%	8%	11%	8%	19%	10%	9%	6%	1%	4%	15%
No	125	2%	0%	3%	6%	9%	18%	11%	15%	2%	1%	4%	29%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	2%	2%	5%	10%	7%	22%	13%	13%	7%	1%	4%	14%
Non-competitive (0-4)	301	11%	3%	10%	10%	9%	16%	8%	9%	4%	1%	2%	17%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	4%	3%	6%	10%	7%	20%	12%	11%	7%	1%	4%	15%
Non-competitive (0-4)	145	13%	3%	11%	12%	13%	14%	4%	7%	4%	2%	2%	15%

BUSINESSES-SUPERMARKETS														
Competitive (5-10)	604	4%	2%	7%	10%	7%	20%	12%	11%	7%	1%	4%	15%	
Non-competitive (0-4)	117	17%	4%	9%	9%	16%	13%	4%	7%	1%	1%	0%	19%	
BUSINESSES-ONLINE BOOKSTORES														
Competitive (5-10)	240	5%	3%	4%	9%	8%	25%	12%	11%	4%	1%	3%	15%	
Non-competitive (0-4)	158	7%	3%	10%	12%	11%	15%	7%	14%	6%	0%	4%	11%	
BUSINESSES-ELEC. GOODS STORES														
Competitive (5-10)	557	4%	2%	7%	10%	8%	20%	12%	11%	7%	1%	3%	15%	
Non-competitive (0-4)	91	20%	4%	6%	10%	9%	9%	7%	10%	2%	0%	2%	21%	
BUSINESSES-BANKS & FIN. SERVS														
Competitive (5-10)	555	4%	2%	7%	10%	8%	21%	11%	11%	7%	1%	3%	15%	
Non-competitive (0-4)	140	14%	5%	10%	11%	9%	10%	6%	9%	4%	2%	3%	17%	
BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	490	4%	2%	4%	9%	8%	23%	12%	12%	7%	1%	4%	14%	
Non-competitive (0-4)	180	12%	6%	15%	14%	9%	11%	7%	5%	3%	2%	2%	14%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	222	4%	2%	3%	8%	7%	13%	16%	19%	12%	3%	6%	7%	
Neutral	190	4%	1%	12%	11%	9%	31%	8%	9%	4%	0%	3%	8%	
Poor (0-4)	129	13%	5%	10%	19%	12%	19%	8%	3%	2%	0%	2%	7%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	346	3%	1%	4%	8%	6%	17%	15%	16%	9%	2%	6%	13%	
Neutral	188	4%	3%	12%	12%	9%	30%	10%	5%	2%	1%	2%	10%	
Poor (0-4)	101	16%	5%	13%	19%	17%	9%	4%	6%	3%	0%	1%	7%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	349	4%	1%	5%	8%	7%	17%	14%	16%	8%	2%	6%	12%	
Neutral	157	7%	4%	6%	9%	5%	30%	11%	7%	4%	0%	2%	15%	
Poor (0-4)	146	13%	6%	14%	21%	15%	15%	5%	5%	2%	0%	2%	2%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	202	2%	0%	4%	6%	7%	15%	15%	19%	13%	4%	8%	7%	
Neutral	165	4%	0%	3%	12%	4%	32%	16%	8%	4%	0%	3%	14%	
Poor (0-4)	217	12%	7%	16%	16%	13%	17%	6%	5%	1%	0%	1%	6%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	230	0%	0%	0%	0%	0%	0%	33%	33%	19%	3%	12%	0%	
Neutral	139	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	
Poor (0-4)	252	17%	7%	21%	30%	25%	0%	0%	0%	0%	0%	0%	0%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	166	0%	0%	1%	2%	3%	14%	20%	25%	12%	2%	11%	10%	
Neutral	152	6%	1%	4%	14%	4%	34%	13%	7%	5%	0%	1%	11%	
Poor (0-4)	288	11%	6%	13%	16%	15%	16%	5%	5%	4%	1%	0%	8%	

RATING ELECTRICITY INDUSTRY - THE CURRENT LEVEL OF COMPETITION BETWEEN ELECTRICITY RETAILERS ENSURES...

Using a scale of 0 to 10 where 0 means extremely poor, 5 means neutral, and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so.

[0 = Extremely poor][5 = Neutral][10 = Extremely good][11 = Unsure]

The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies.

		0 Extremely poor	1	2	3	4	5 Neutral	6	7	8	9	10 Extremely good	Unsure
ALL	750	7%	5%	8%	10%	9%	20%	8%	7%	5%	1%	1%	19%
LOCATION													
Auckland	241	7%	4%	7%	8%	11%	18%	7%	8%	7%	1%	2%	20%
Wellington	77	9%	7%	9%	9%	12%	17%	5%	8%	3%	2%	2%	17%
Christchurch	82	10%	6%	5%	13%	10%	24%	7%	5%	2%	1%	0%	17%
Provincial	350	6%	4%	8%	11%	7%	22%	9%	7%	4%	1%	1%	20%
Rural	128	5%	7%	8%	11%	6%	24%	7%	4%	3%	2%	2%	21%
North Is	568	7%	5%	8%	9%	9%	18%	8%	8%	5%	1%	2%	20%
South Is	182	6%	4%	6%	12%	9%	28%	7%	6%	3%	1%	0%	18%
SEX													
Male	359	8%	6%	9%	11%	8%	18%	9%	6%	5%	2%	2%	16%
Female	391	6%	3%	6%	9%	11%	22%	6%	8%	5%	1%	1%	22%
AGE GROUP													
Under 30	157	1%	3%	2%	5%	5%	25%	8%	7%	7%	1%	4%	32%
30-44	225	6%	5%	9%	13%	13%	17%	11%	9%	5%	2%	0%	10%
45-59	196	12%	6%	11%	15%	9%	18%	3%	4%	4%	0%	1%	17%
60 Plus	172	9%	3%	8%	6%	9%	23%	8%	7%	3%	2%	1%	21%
OCCUPATION													
Professionals, Managers	230	7%	4%	10%	16%	11%	18%	7%	6%	6%	1%	0%	14%
Technicians, Associates	43	10%	15%	3%	3%	17%	17%	19%	6%	4%	0%	0%	6%
Clerks & Sales	106	8%	5%	3%	6%	9%	14%	7%	8%	10%	3%	1%	26%
Blue collar	119	7%	4%	7%	16%	5%	20%	6%	7%	3%	2%	1%	22%
Students	41	0%	5%	6%	0%	14%	25%	8%	11%	8%	0%	3%	20%
Retired	116	8%	4%	9%	5%	8%	22%	7%	6%	2%	3%	2%	24%
Homemaker	43	6%	3%	6%	8%	5%	37%	2%	11%	2%	1%	0%	19%
Not employed	38	13%	0%	8%	7%	6%	19%	12%	0%	3%	0%	8%	24%
Self employed	9	20%	0%	16%	0%	9%	38%	17%	0%	0%	0%	0%	0%
PERSONAL INCOME													
Less than \$15,000	109	9%	5%	3%	5%	10%	18%	11%	3%	5%	2%	4%	25%
\$15,001-25,000	103	10%	3%	7%	6%	7%	28%	8%	7%	3%	1%	2%	18%
\$25,001-30,000	48	4%	4%	15%	2%	12%	21%	12%	6%	3%	4%	0%	17%
\$30,001-40,000	73	6%	4%	10%	8%	11%	26%	3%	6%	6%	2%	0%	18%
\$40,001-50,000	68	9%	1%	4%	12%	10%	19%	8%	13%	5%	0%	0%	19%
\$50,001-70,000	111	5%	4%	7%	21%	4%	18%	9%	7%	6%	1%	1%	17%
More than \$70,000	139	9%	6%	11%	15%	14%	14%	7%	8%	6%	1%	1%	8%
ETHNICITY													
Pacific Island	37	3%	0%	5%	2%	7%	21%	10%	14%	18%	0%	0%	20%
Maori	82	5%	5%	7%	6%	8%	16%	4%	9%	9%	5%	4%	22%
Non Maori/Non PI	635	7%	5%	8%	11%	9%	21%	8%	6%	4%	1%	1%	19%
BILL PAYER													
Yes	619	8%	5%	8%	11%	10%	20%	8%	7%	5%	1%	1%	16%
No	125	2%	4%	7%	7%	5%	22%	3%	5%	5%	1%	4%	35%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	381	4%	4%	6%	8%	11%	20%	9%	11%	6%	2%	1%	18%
Non-competitive (0-4)	301	12%	5%	10%	13%	9%	21%	7%	4%	4%	1%	0%	14%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	552	4%	4%	7%	10%	10%	20%	9%	9%	6%	2%	1%	18%
Non-competitive (0-4)	145	17%	7%	9%	10%	8%	22%	4%	2%	4%	1%	1%	15%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	604	6%	4%	7%	10%	10%	21%	8%	8%	5%	2%	1%	18%
Non-competitive (0-4)	117	17%	8%	10%	14%	6%	16%	7%	1%	3%	0%	1%	17%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	240	7%	3%	4%	12%	10%	22%	11%	8%	3%	2%	2%	16%
Non-competitive (0-4)	158	9%	6%	11%	12%	8%	23%	6%	5%	9%	1%	1%	9%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	557	6%	4%	7%	11%	10%	21%	9%	8%	5%	2%	1%	16%
Non-competitive (0-4)	91	20%	7%	15%	8%	5%	20%	3%	2%	5%	1%	0%	14%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	555	5%	4%	7%	10%	10%	22%	9%	8%	5%	2%	1%	17%
Non-competitive (0-4)	140	18%	7%	12%	11%	9%	17%	3%	2%	5%	0%	1%	15%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	490	5%	2%	6%	9%	10%	23%	9%	10%	6%	2%	2%	16%
Non-competitive (0-4)	180	16%	11%	15%	13%	9%	17%	5%	2%	2%	0%	0%	10%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	222	3%	5%	6%	8%	10%	19%	15%	11%	8%	4%	1%	10%
Neutral	190	6%	4%	8%	13%	10%	31%	5%	5%	6%	0%	2%	10%
Poor (0-4)	129	19%	7%	13%	15%	9%	17%	4%	4%	1%	1%	2%	8%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	346	4%	4%	4%	8%	8%	20%	13%	11%	7%	3%	2%	16%
Neutral	188	6%	2%	14%	13%	10%	31%	3%	3%	4%	0%	1%	13%
Poor (0-4)	101	19%	13%	12%	16%	14%	13%	3%	2%	1%	0%	0%	7%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	349	4%	4%	5%	7%	9%	19%	11%	12%	9%	3%	2%	15%
Neutral	157	8%	6%	7%	11%	9%	32%	5%	5%	1%	0%	1%	15%
Poor (0-4)	146	15%	7%	18%	18%	15%	16%	2%	1%	1%	0%	0%	7%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	202	3%	2%	4%	8%	8%	22%	14%	13%	8%	4%	3%	11%
Neutral	165	4%	3%	6%	10%	12%	33%	6%	5%	7%	0%	2%	12%
Poor (0-4)	217	14%	8%	15%	17%	11%	16%	6%	3%	1%	0%	0%	9%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	230	1%	2%	2%	7%	8%	17%	16%	15%	13%	3%	3%	13%
Neutral	139	6%	1%	5%	10%	11%	37%	7%	6%	2%	0%	2%	13%
Poor (0-4)	252	16%	11%	16%	15%	12%	17%	2%	1%	0%	0%	0%	10%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	166	0%	0%	0%	0%	0%	0%	34%	32%	22%	6%	6%	0%
Neutral	152	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	288	18%	12%	20%	26%	24%	0%	0%	0%	0%	0%	0%	0%