

Electricity Authority

CRE Aspirations:

UMR Omnibus Results

February 2014



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Methodology and sample profile

1.1 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 30th January to 5th February 2014 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 and 2014 compared to the question asked in 2011. On the industry ratings the statement tested in 2013 and 2014 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.*

1.2 Sample profile

A very high proportion (78%) of those surveyed were bill payers, a small decrease from the proportion surveyed in 2013 (82%).

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. It will be noted whenever these differences arise, as will be the case for other demographics.

Executive summary

■ Industry competition

A majority (72%) of the general public continue to think of electricity retailers as competitive¹, an increase of 8% from 2013 and a total increase of 16% from 2011. 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 as only 1% higher at 73%. Non-bill payers were lower in both their 'not competitive' rating (17%) and their 'competitive rating' (65%) due to higher levels of those 'unsure'.

72% believe electricity retailers are competitive, **up 8%**

There were increases in perceived competitiveness across all categories tested except 'Banks and other financial services', which stayed the same at 74%. The largest increase was among 'Electricity retailers' and 'Telephone companies', both increasing 8%.

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.

■ Rating aspects of the electricity industry

The trend of a plurality of respondents being unsure or neutral about aspects of the electricity industry fell slightly. Still, at least a third of people feel they do not know enough to make a firm judgement on different aspects of the industry.

At least **30%** give a neutral rating or say they are unsure about all aspects of the industry

The statement that gathered the most uncertain responses with just below half (47%, down 6%) 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.*

Generally, males, those between the ages of 45 and 59, those earning higher incomes (over \$70,000) and lower incomes (less than \$15,000) were more likely to rate any given aspect of the electricity industry better than others.

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.

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

Across those with a firm view the feeling was more positive with most increasing this year and only two aspects having a higher poor view than good.

More than half of the general public rated the electricity industry as good² and a minority as poor on reliability of supply and industry efficiency.

25% rated competition between retailers ensures prices paid rise in line with costs as 'good', **up 3%**

30% competition among generators ensures efficient power stations are built, **down 1%**

53% rated reliability of supply as 'good', **up 6%**

51% electricity is generated and supplied efficiently, **up 5%**

Weakest ratings were recorded across aspects related to competition. More of the general public rated the electricity industry as poor than good on statements relating to competition between retailers and competition among generators.

From 2013 the statement relating to ability 'to meet ongoing needs' recorded one of the largest increases in its total 'good' rating, (up 8% to 37%) having also a significant decrease in those who do not have a firm opinion.

37% rated enough electricity to meet ongoing needs as 'good', **up 8%**

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 scored an 'adequate' rating on the statements.

Industry competition

3.1 Rating industry competition

There were increases in perceived competitiveness across nearly all sectors tested in the latest monitor. Although 'electricity retailers' remained ranked in fifth position on competitiveness there is now only a 2% difference from fourth position (Banks and other financial services), whereas in 2013 this difference was 10%.

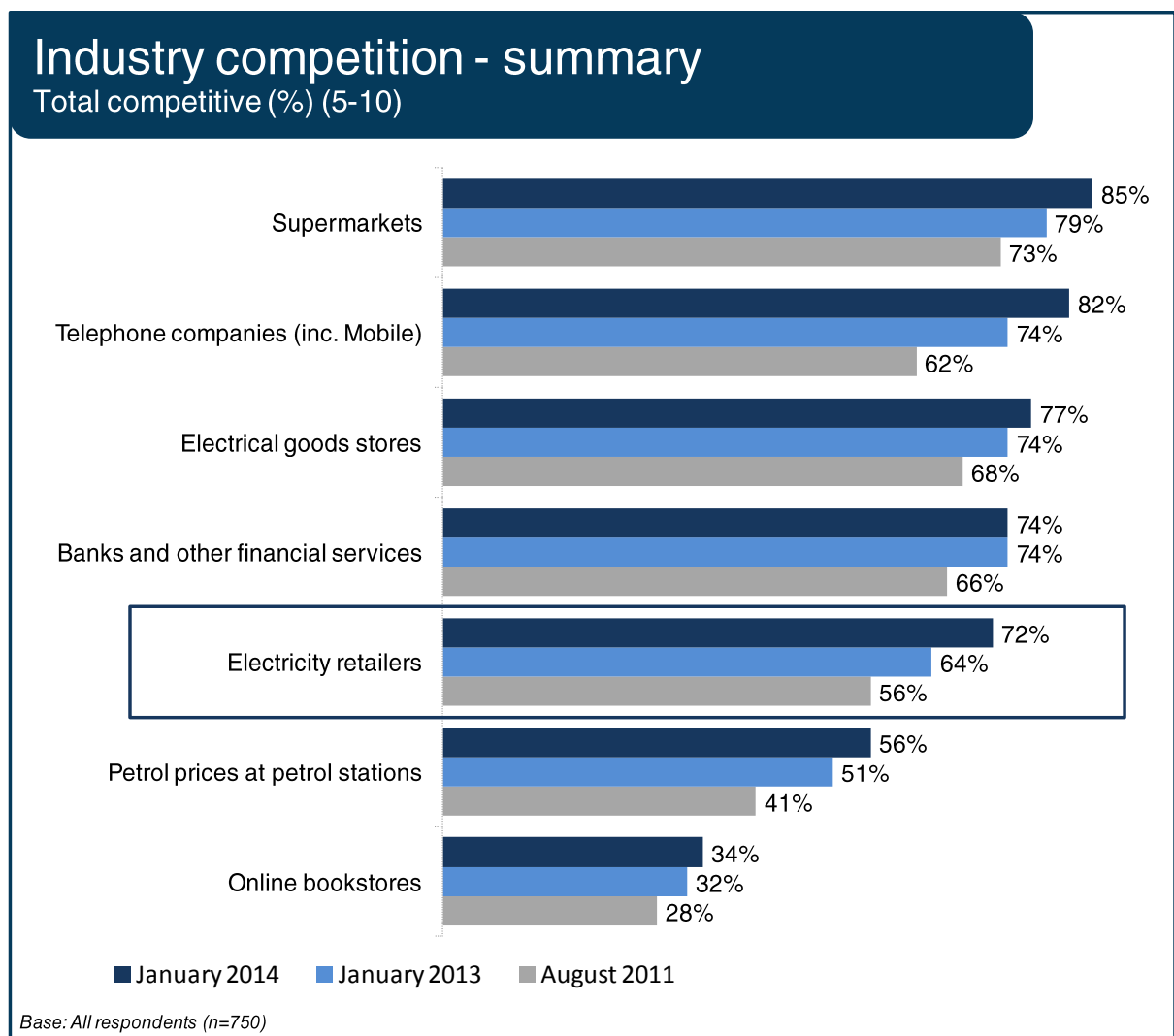


Figure 1. A summary of ratings of competitiveness across different industries, tracked 2011-2014

■ Electricity retailers

The proportion of people who think that electricity retailers are competitive has increased a total of 8% to 72% (6% from those who put 6-10 and 2% from those who said adequate). Those who said electricity retailers are not competitive also had a significant change from 2013 (down 5% to 20%).

■ Supermarkets - most competitive

Supermarkets were rated the most competitive once again, with the 'total competitive' rating increasing by 6% to 85% from 2013 (5% coming from people who said adequate).

■ Telephone companies including mobile phone services - second most competitive

Telephone companies had a significant increase of 8% on the 'total competitive' rating, while the 'adequate' proportion went down 3% to 14%, the 'competitive' rating went up 11%. The highest positive movement across all sectors tested.

■ Online bookstores - many uncertain

Most people continue to largely be unsure about the competitiveness of online bookstores at 43% 'unsure' (down 4% from 2013).

■ Electrical goods stores - third most competitive

A small increase in competitiveness for electrical goods stores was recorded in 2014 (up 3% to 77%) with the 'not competitive' and 'unsure' ratings going down 2% and 1% respectively.

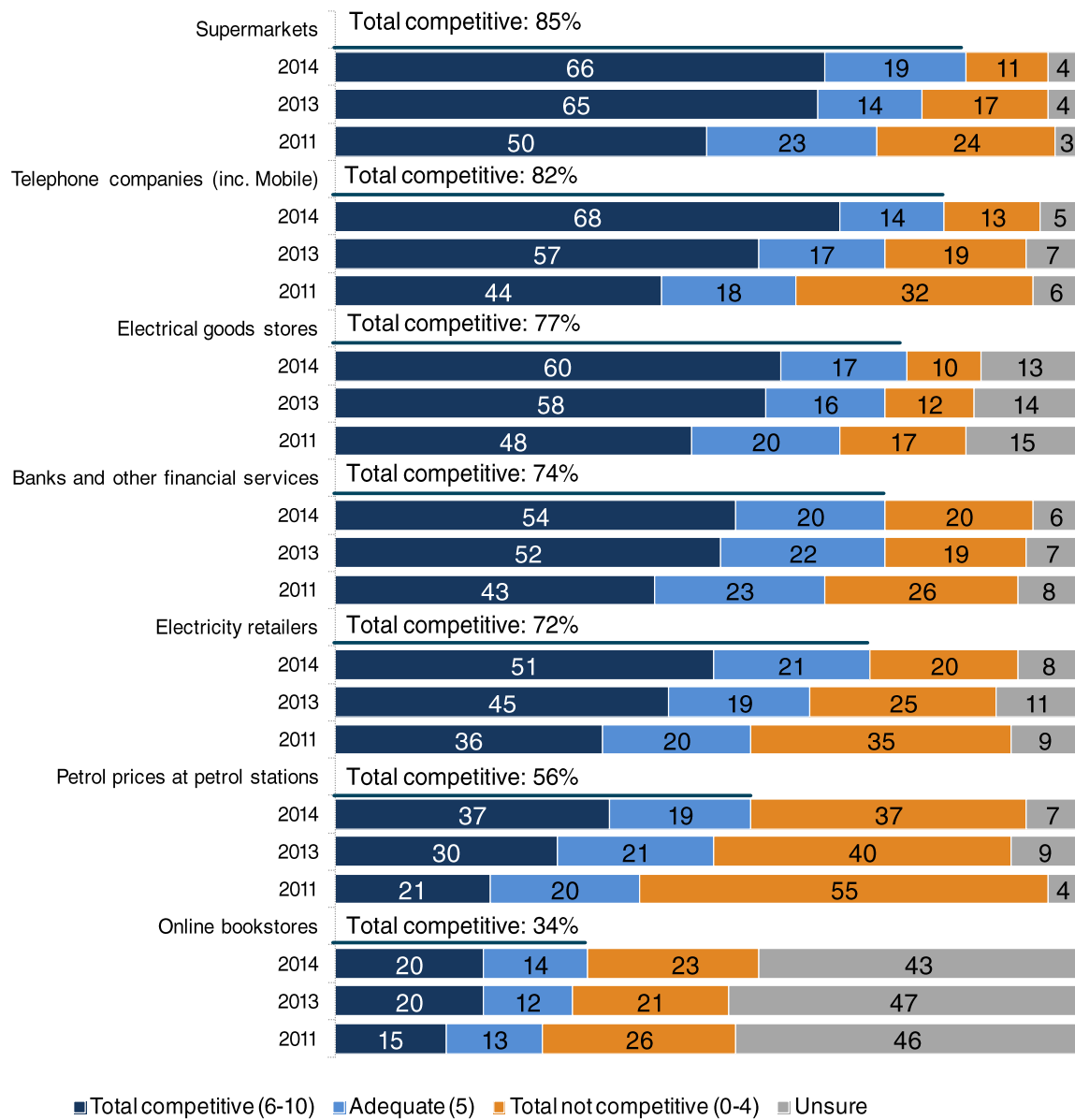
■ Banks and other financial services - no change

While other sectors recorded a rise in competitiveness, 'banks and other financial services' remained the same at 74%.

■ Petrol prices at petrol stations - second to last

The proportion of people who rated petrol stations between 6 and 10 (37%) is equal to the proportion of people who rated them between 0 and 4. However, the 'total competitive' rating has risen by 5% while the 'not competitive' rating has fallen by 3%.

Industry competition (%)



Base: All respondents (n=750)

Figure 2. Ratings of competitiveness across different industries, tracked 2011-2014

3.2 Rating industry competition across bill payers

Across bill-payers perceived competitiveness increased for almost all categories, since 2013. Two that did not increase were online bookstores which stayed the same at 33% and 'banks and other financial services' which went down 1% to 74%. Similar to the overall rankings, electricity retailers remain ranked fifth with 73% of bill-payers reporting them as competitive (up 5%).

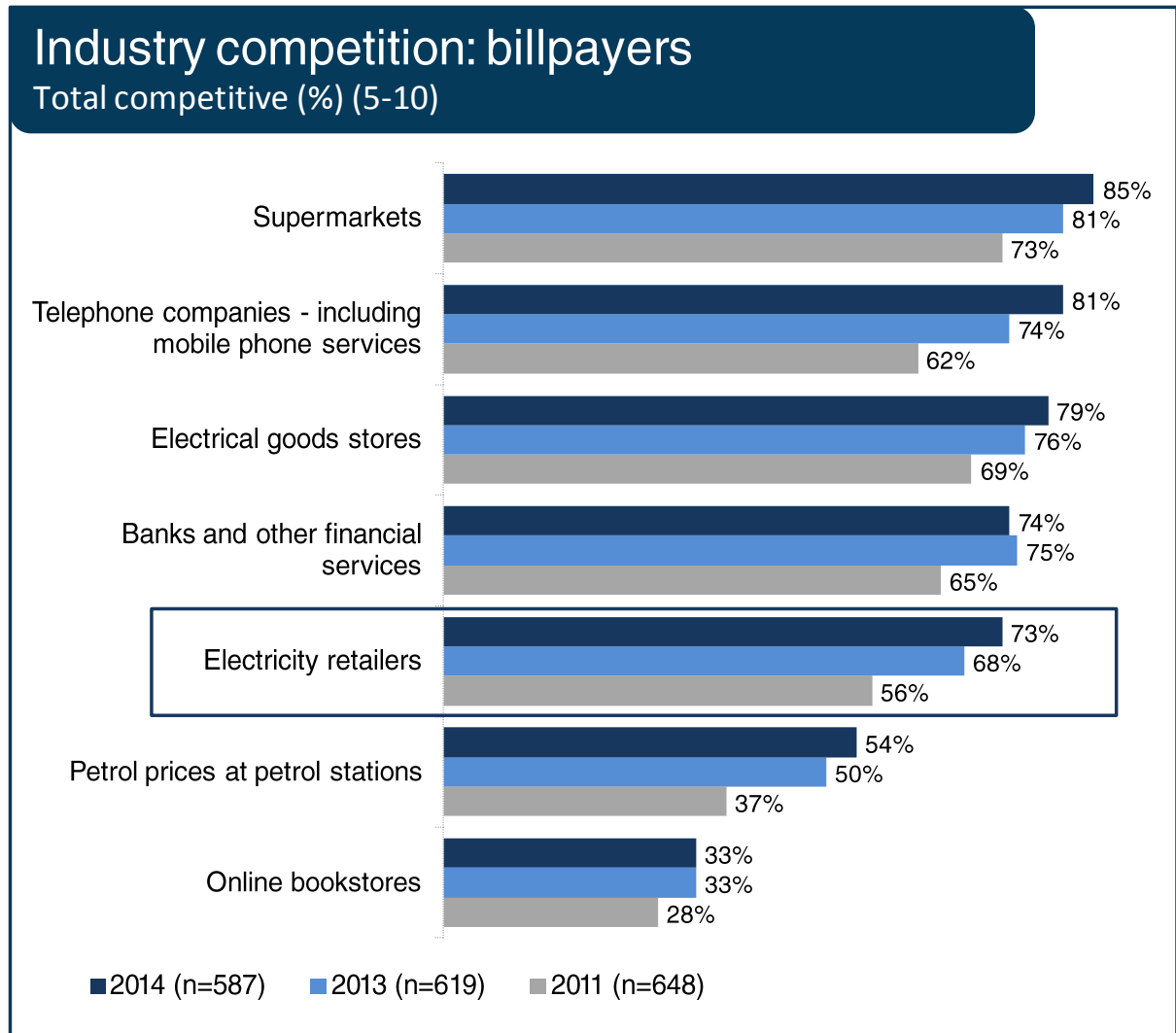


Figure 3. A summary of ratings of competitiveness across different industries as rated by billpayers, tracked 2011-2014

3.3 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 more competitive than their bill paying counterparts which is opposite to what it was like in 2013. The only businesses that bill payers were more likely to rank as competitive were electrical goods stores and electricity retailers.

Electricity retailers were the business with the second largest difference between bill payers and non-bill payers with 73% of bill payers rating them as competitive – 8% more than non-bill payers. Petrol prices at petrol stations had the largest difference between the two groups with 54% of bill payers rating them as competitive – 9% less than the 63% of non-bill payers that rated them as competitive.

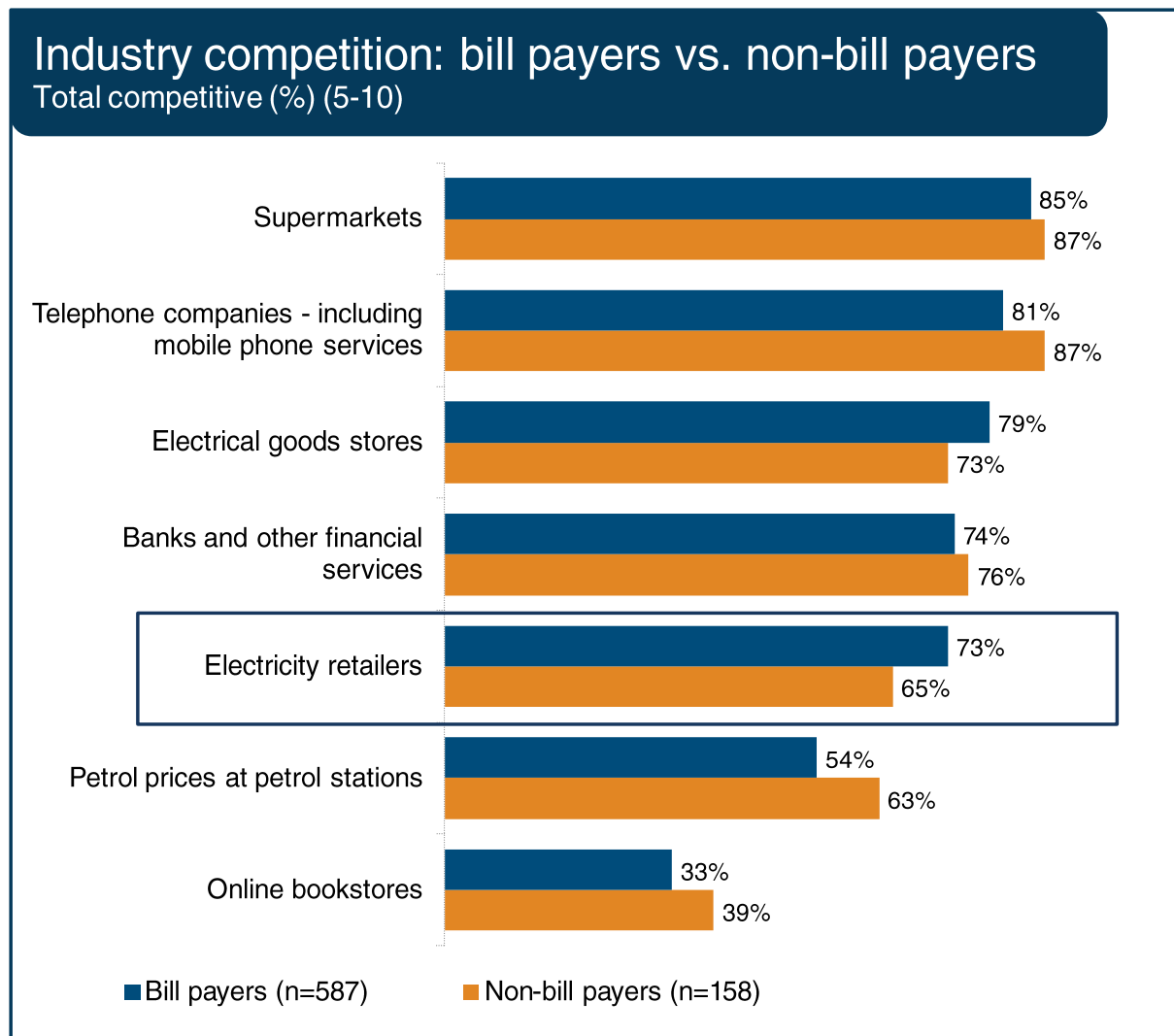


Figure 4. Ratings of competitiveness across different industries as rated by bill payers compared to non-bill payers in 2014

3.4 Consumers compared with stakeholders

Consumers were less likely to rate industries as competitive when compared to stakeholders, though there were two exceptions.

Consumers were more likely to rate supermarkets as competitive - 85% of consumers rated them as competitive compared to 79% of stakeholders. They were also more likely to rate electricity retailers as competitive - 72% of consumers rated them as competitive compared to 63% of stakeholders.

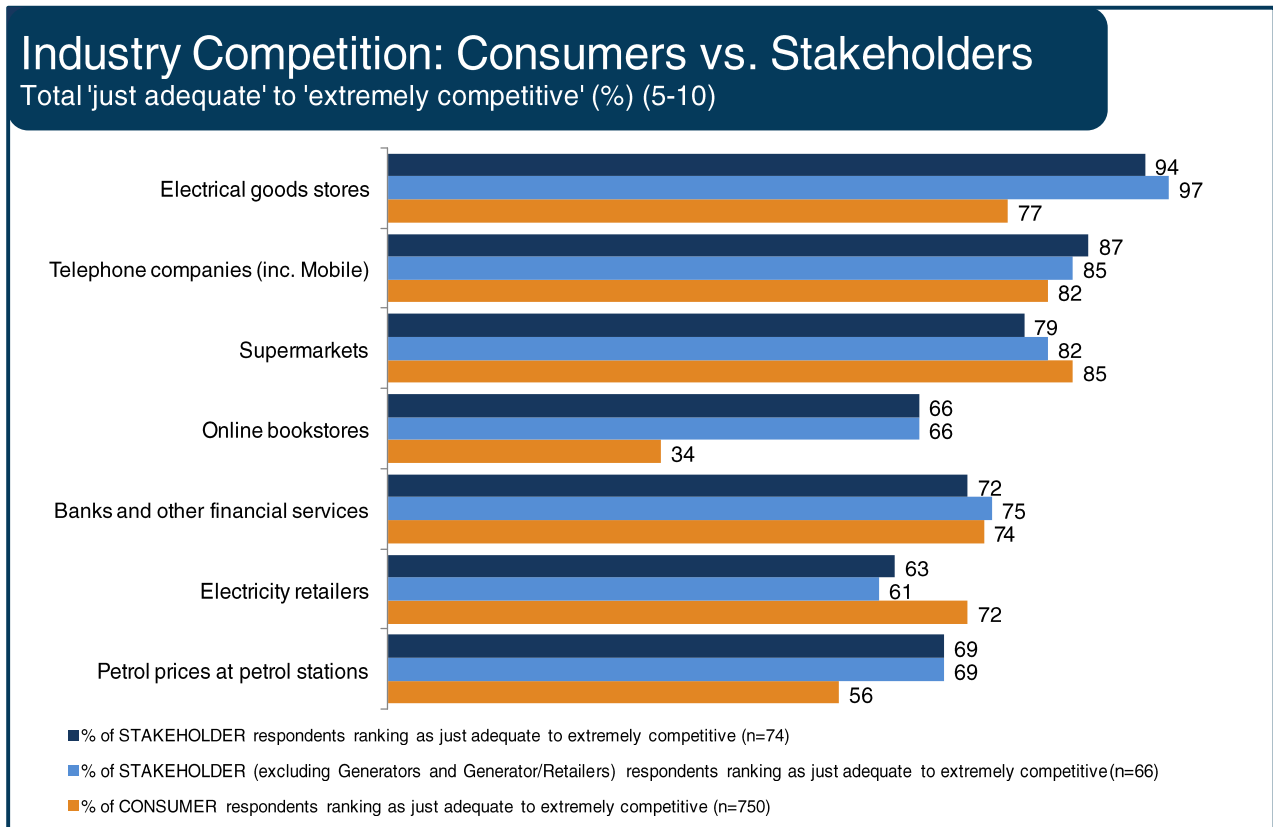


Figure 5. Ratings of competitiveness across different industries as rated by consumers compared to stakeholders in 2014

The electricity industry

4.1 Rating aspects of the electricity industry

Ratings increased across the board for all but one of the electricity industry's performance aspects measured in 2014. Similar to 2011 and 2013, aspects related to efficient supply and reliability rated better than those related to competitiveness with over half of respondents rating them as good. Competition among electricity generators was the only aspect to record a fall in its positive rating (down 1% to 30%). Aspects related to competition both in regard to generators and retailers recorded higher 'poor' ratings than 'good' ratings. The proportion of those 'unsure' fell across all aspects.

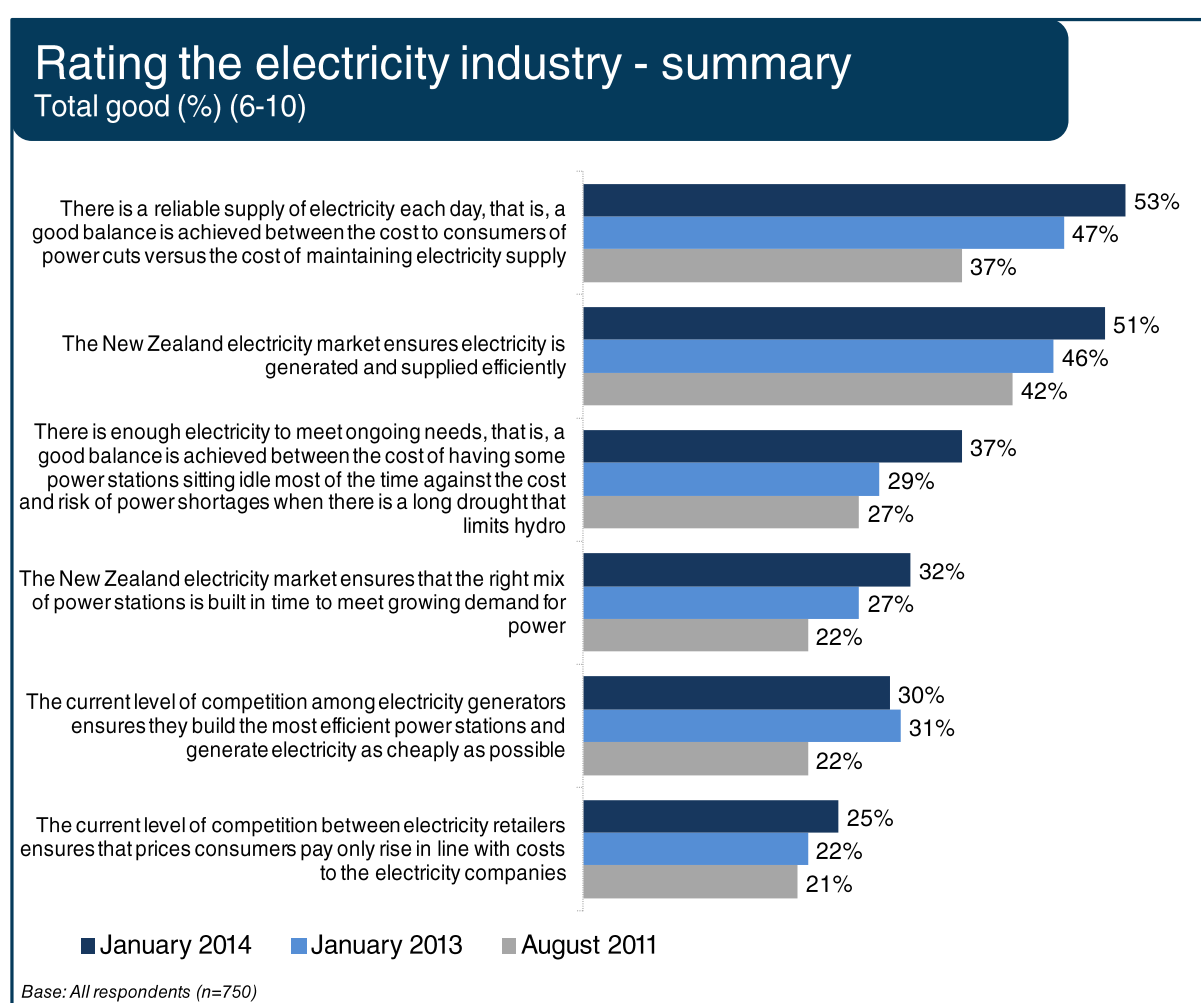


Figure 6. A summary of performance of aspects of the electricity industry, tracked 2011-2014

■ Reliable supply of electricity each day - rated best

Over half (53%) rated the electricity industry as good on; '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 6% from 2013. Neutral and poor ratings fell slightly with 4% and 1% falls respectively.

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

In the latest results, over half the general public rated the industry as good on; '*The New Zealand electricity market ensures electricity is generated and supplied efficiently*' (51% up 5% from 2013).

■ Enough electricity to meet ongoing needs – big improvement

One of the largest positive rises this year was 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' - up 8% to 37%. Neutral stayed the same while poor fell 2% to 16%.

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

In 2014, more people rated performance on; 'The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power' positively (32% good) than negatively (26% poor). This reverses results recorded in 2013 where a higher proportion of people give it a poor rating than give it a good rating (27% good, 29% poor).

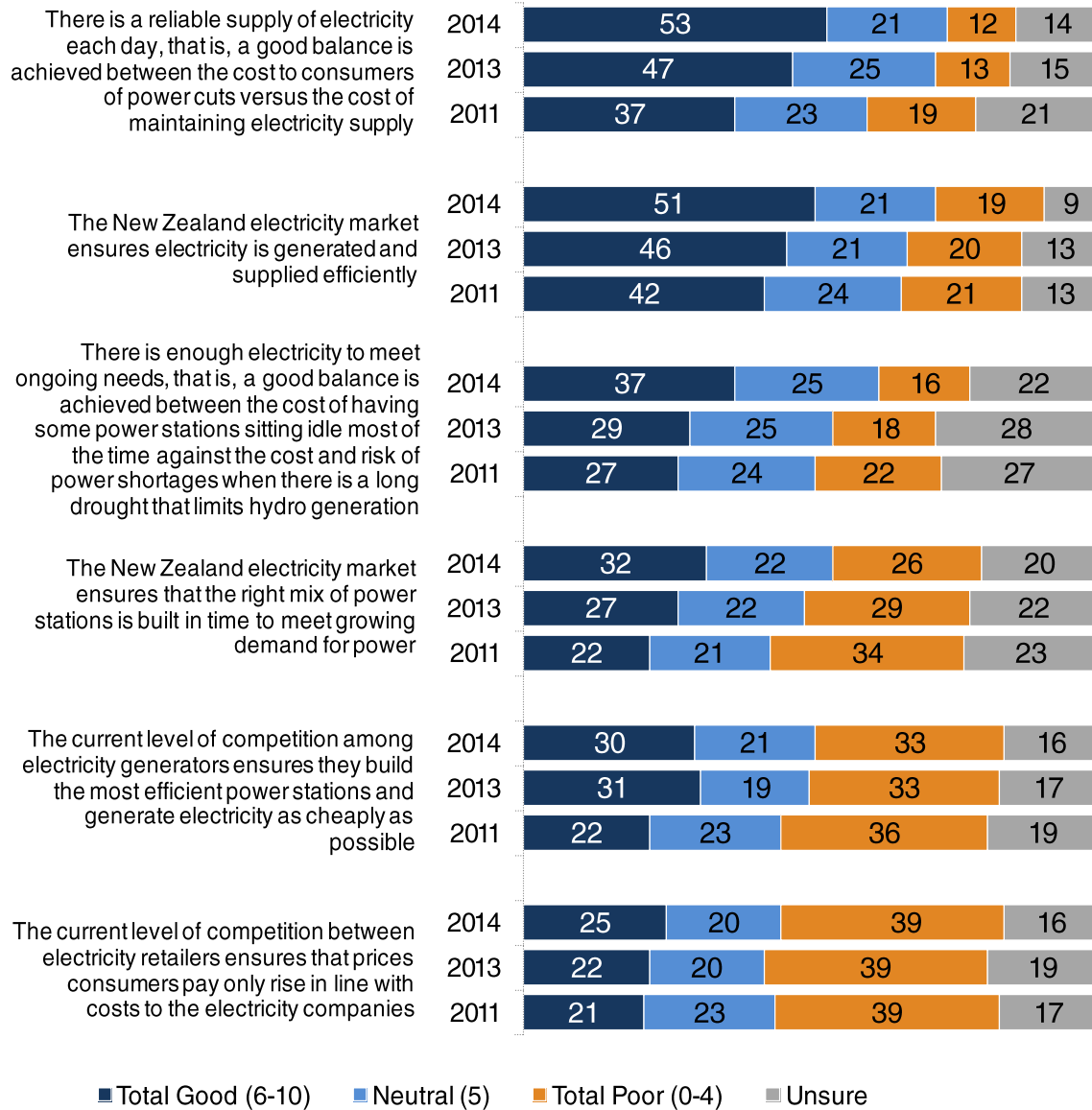
■ Level of competition ensures most efficient power stations built and generation is as cheap as possible remains steady

The aspect with the least amount of movement from 2013 was 'The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible', with 30% rating it as performing well (down 1%) and its poor rating remaining unchanged at 33%.

■ Level of competition between retailers ensures consumer prices only rise in line with electricity companies' costs rated least well performing

The aspect 'The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies' had a slight increase from 2013 with 25% rating it well (up 3%); however, it remained ranked as the least well performing aspect. Its poor rating was identical to 2013 at 39% and those who said 'unsure' decreased 3% to 16%.

Rating the electricity industry (%)



Base: All respondents (n=750)

Figure 7. Ratings of performance of aspects of the electricity industry, tracked 2011-2014

4.2 Rating aspects of the electricity industry for bill payers

Ratings for bill payers were very similar to those of the general public. Across bill payers, ratings of 'good' for each aspect of the electricity industry increased across the board again.

The top rated aspects – concerning the NZ market ensuring electricity is generated and supplied efficiently and a reliable supply of electricity each day (both 53%) had the largest increases from 2013, increasing by 7% and 6% respectively; the third top rated aspect regarding enough electricity to meet ongoing needs also increased 6% from 2013 to 37%.

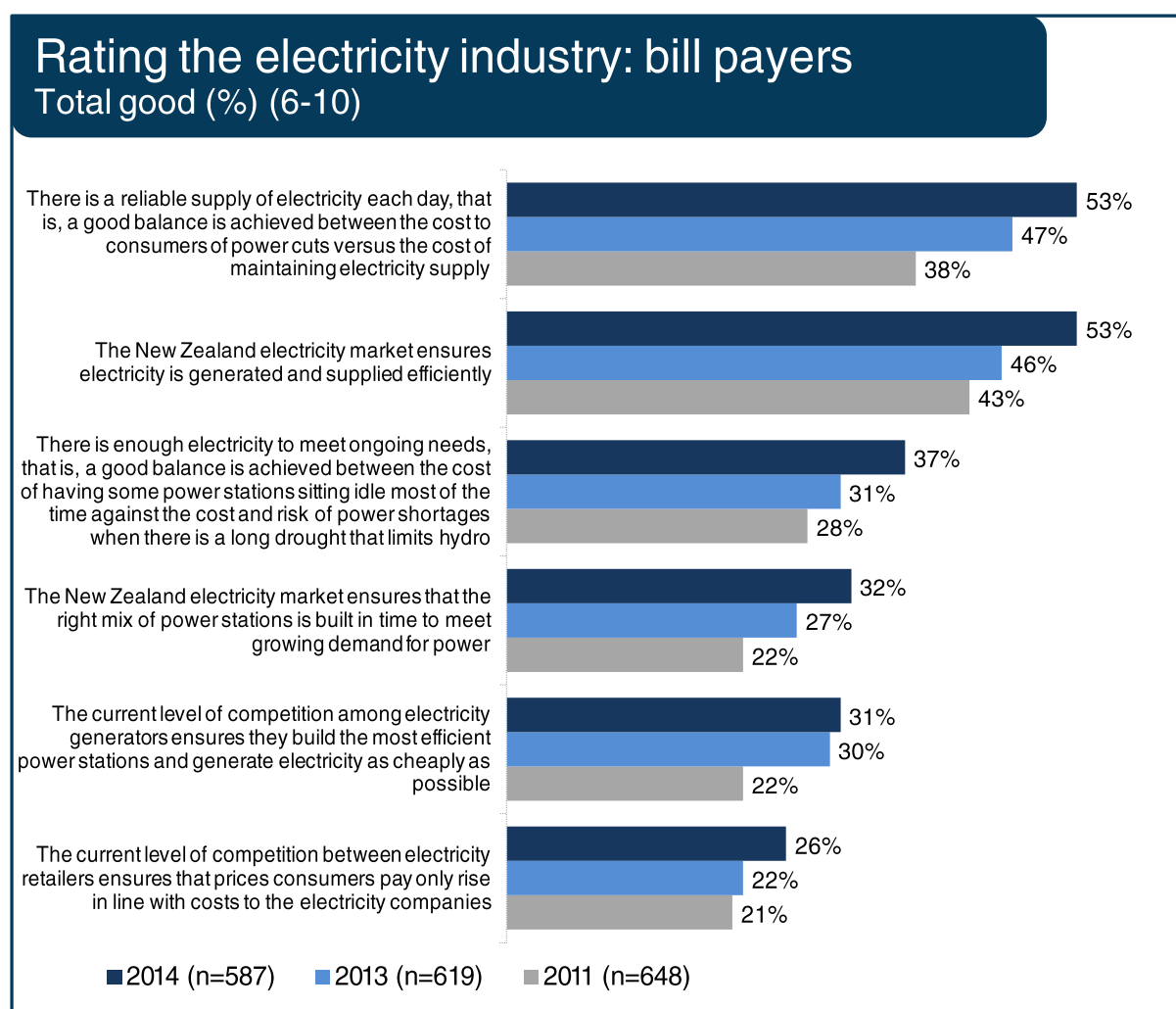


Figure 8. Performance of aspects of the electricity industry as rated by bill payers, tracked 2011-2014

4.3 Bill payers compared with non-bill payers

Comparing bill payers with non-bill payers there were similar ratings recorded for most aspects of the electricity industry. Non-bill payers rated only one aspect higher than bill payers - *'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'*. Non-bill payers rated this at 41%, which is 4% higher than bill payers.

The largest difference was for *'The New Zealand electricity market ensures electricity is generated and supplied efficiently'* where non-bill payers rated it at 40% a full 13% lower than bill payers.

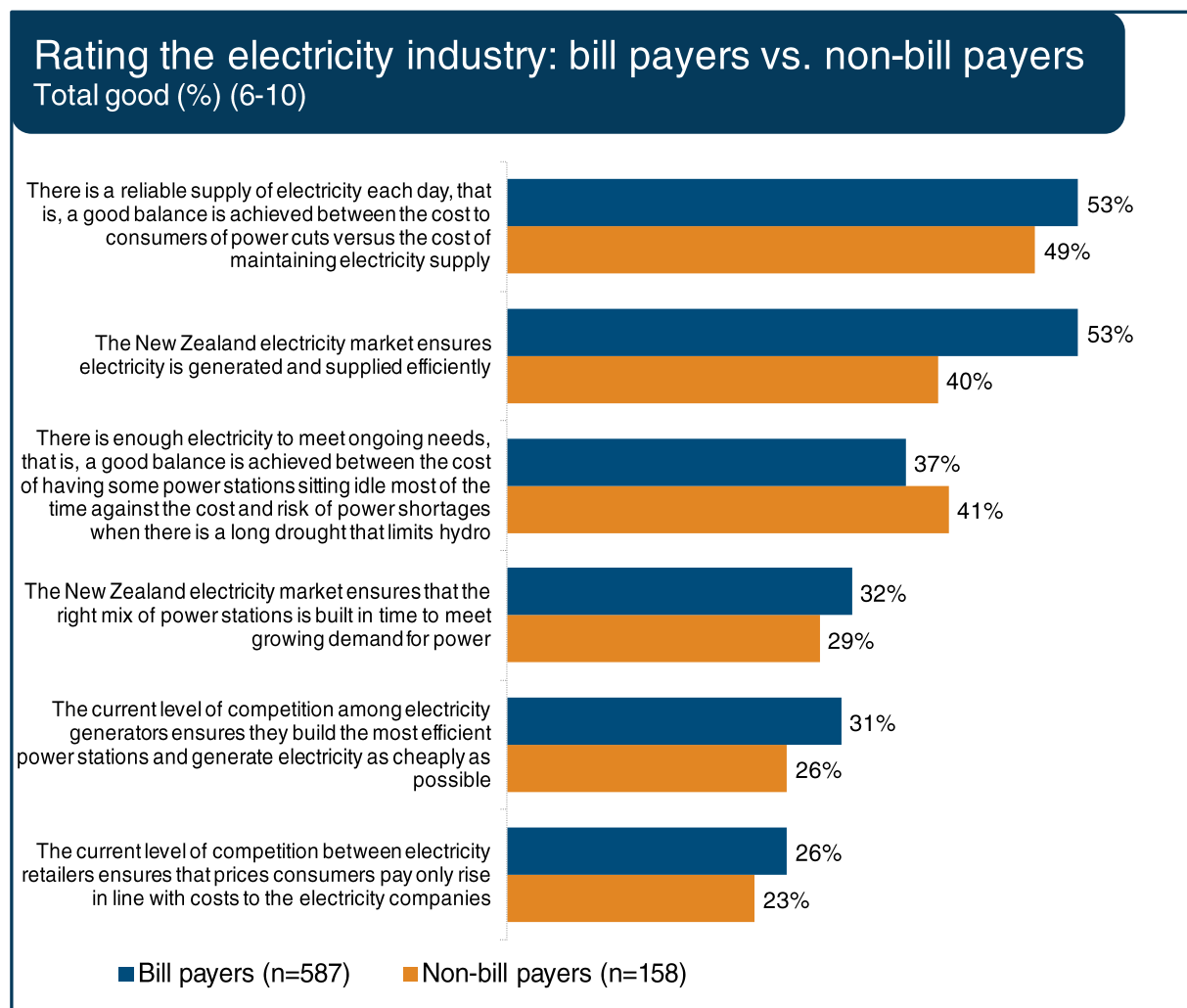


Figure 9. Performance of aspects of the electricity industry as rated by bill payers compared to non-bill payers in 2014

4.4 Consumers compared with stakeholders

When compared to results found in the stakeholder survey, consumers were far less likely to rate aspects of the electricity industry positively. The largest difference was 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’, with only 37% of consumers rating this aspect positively compared to 70% of stakeholders.

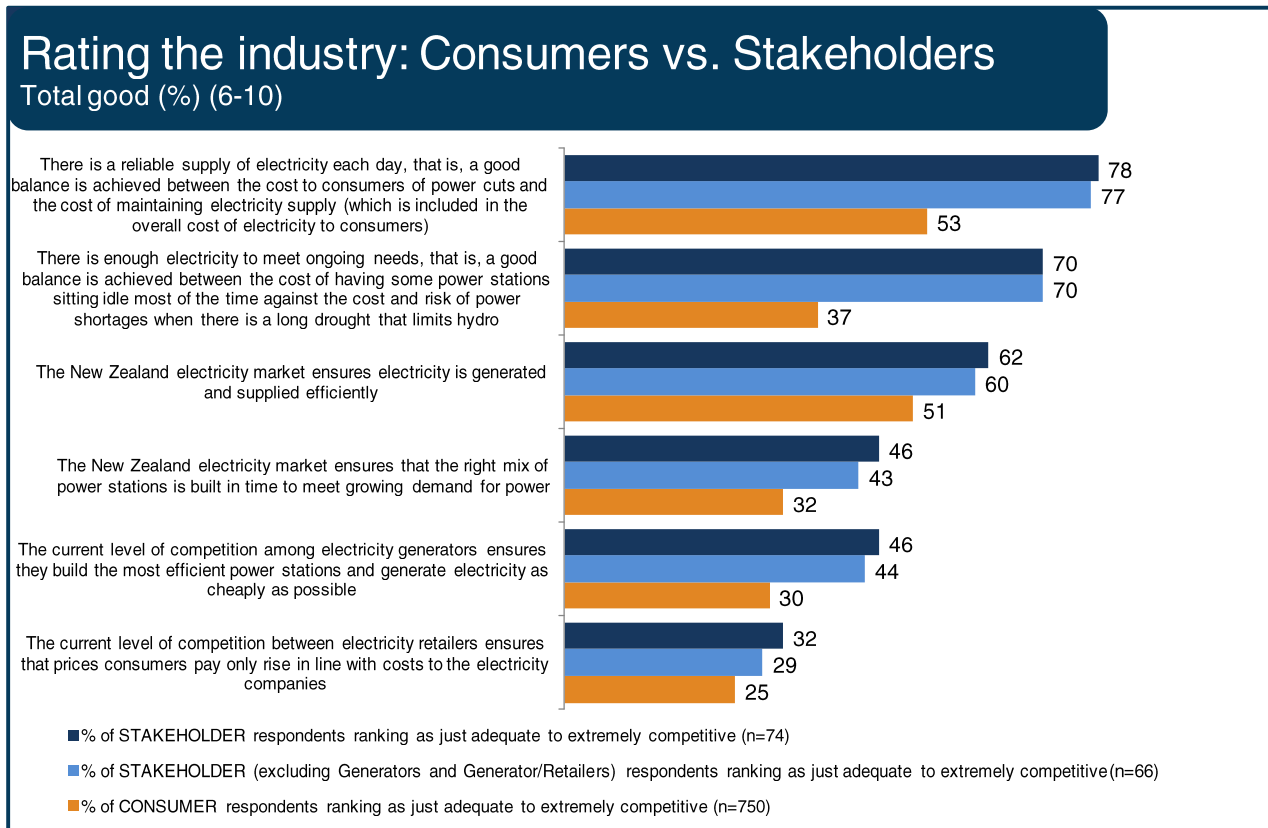


Figure 10. Performance of aspects of the electricity industry as rated by consumers compared to stakeholders in 2014

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?

	January 2013 (n=750) %	January 2014 (n=750) %
Yes	82	78
No	17	21
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.*

(Competitive 5-10)	January 2013			January 2014		
	ALL (n=750) %	Bill payers (n=619) %	Non-bill payers (n=125) %	ALL (n=750) %	Bill payers (n=587) %	Non-bill payers (n=158) %
Supermarkets	79	81	76	85	85	87
Telephone companies - including mobile phone services	74	74	69	82	81	87
Electrical goods stores	74	76	64	77	78	73
Banks and other financial services	74	75	68	74	74	76
Electricity retailers	64	68	55	72	73	65
Petrol prices at petrol stations	51	50	55	56	54	63
Online bookstores	32	33	30	34	33	39

■ Demographic analysis: industry competition

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 2013, females (76%) were more likely to rate electricity retailers as competitive, than males (67%).
- Auckland had the highest competitive rating among the regions at 76%
- Those under the age of 30 were the least likely to give a high rating at 67% and those above the age of 60 were only just higher at 68%
- People with income between \$15,000 and \$30,000 also had a high chance of giving a competitive rating. (77%)
- 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 87% 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 57% of them stating the electricity industry was not competitive.

■ Supermarkets

- Females (88%) were slightly more likely to rate supermarkets as competitive than males (82%).
- Those in rural areas tended to rate supermarkets less at 78%

■ Electrical goods stores

- Those over 60 years old were less likely to rate Electrical goods store as competitive (72%)
- Those earning between \$50,000 and \$70,000 were 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 (males 71%, females 79%)
- Those between 30 and 44 years of age were also more likely to rate them as competitive (80%).
- Those earning between \$50,000 and \$70,000 were more likely to rate them as competitive (82%).

■ Telephone companies including mobile phone services

- Females were more likely than males to rate telephone companies as competitive (85% compared to 79%).
- Those under 30 years of age were far more likely to believe they are competitive (92%).

■ Petrol stations (petrol prices)

- Those in rural areas were far less likely to believe petrol stations are competitive (49% rural, 56% general public)
- Those under the age of 30 were most likely to view them as competitive (62%), those older than 30 were much less likely to view them as competitive.

■ Online bookstores

- Respondents from Wellington and those with incomes less than \$15,000 were more likely to see online bookstores as competitive. (46% and 43% respectively, compared to 34% for the general public).
- 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 2014						
	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	1	5	3
1	3	1	0	2	0	1	3
2	8	2	3	4	2	5	5
3	9	4	2	6	3	5	4
4	6	3	3	4	4	4	5
Total non-competitive	37	13	11	23	10	20	20
5 - Just adequate	19	14	19	14	17	20	21
6	6	10	9	4	8	10	10
7	8	18	15	5	15	15	12
8	9	18	21	6	20	16	15
9	5	7	7	3	6	4	4
10 - Extremely competitive	9	15	14	2	11	9	10
Total competitive	56	82	85	34	77	74	72
Unsure	7	5	4	43	13	6	8

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 2014						
	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	6	2	5	3
1	3	1	1	1	0	1	3
2	9	1	3	4	2	5	5
3	9	5	3	6	2	5	4
4	6	4	3	4	4	5	6
Total non-competitive	39	14	13	21	10	21	21
5 - Just adequate	18	15	19	14	17	22	21
6	5	10	9	4	8	10	12
7	8	17	15	5	16	12	10
8	10	20	21	6	20	17	14
9	5	5	7	2	6	4	5
10 - Extremely competitive	8	14	14	2	12	9	13
Total competitive	54	81	85	33	79	74	75
Unsure	7	5	2	46	10	5	7

Base: 78% of respondents, those who pay the electricity bill or have a say in who the electricity provider is, n=587

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 2014						
	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	9	3	-	11	-	6	2
1	3	1	1	2	-	-	2
2	5	3	1	2	1	5	5
3	5	-	1	7	5	4	5
4	6	1	2	3	5	1	3
Total non-competitive	28	8	5	25	11	16	17
5 - Just adequate	24	11	20	12	18	11	19
6	9	10	10	5	8	9	4
7	9	23	13	4	13	24	16
8	7	14	21	8	16	15	16
9	2	9	6	7	5	5	1
10 - Extremely competitive	12	20	17	3	13	12	9
Total competitive	63	87	87	39	73	76	65
Unsure	9	5	8	36	16	8	18

Base: 21% of respondents, those who pay the electricity bill or have a say in who the electricity provider is, n=158

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.

(Good 6-10)	January 2013			January 2014		
	ALL (n=750) %	Bill payers (n=619) %	Non-bill payers (n=125) %	ALL (n=750) %	Bill payers (n=587) %	Non-bill payers (n=158) %
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	47	47	41	53	53	49
The New Zealand electricity market ensures electricity is generated and supplied efficiently	46	46	47	51	53	40
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	29	31	25	37	37	41
The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power	27	27	29	32	32	29
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	22	22	18	30	31	26
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	31	30	33	25	26	23

■ Demographic analysis: rating aspects of the electricity industry

Generally, males, those between the ages of 45 and 59, those earning higher incomes (over \$70,000) and lower incomes (less than \$15,000) were more likely to rate any given aspect of the electricity industry better than others.

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.

■ Enough electricity to meet ongoing needs

- Those in Wellington were less likely to rate this aspect as good (59%) and those from provincial New Zealand were more likely (66%)
- There was a trend that the older someone is the more likely they were to rate this aspect as good.
- Those with incomes less than \$15,000 were quite likely to rate it as good (70%)
- Those that thought '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 on maintaining electricity supply' rates at good, tended to rate there being enough electricity as good as well (77%).

■ Reliable supply of electricity each day

- Those in rural areas were more likely to rate this aspect as poor (19%, compared to 12% of general public)
- Those with incomes over \$70,000 were more likely to rate this aspect as good (83%), however those with incomes between \$15,000 and \$70,000 were all around 70%.
- Those who claimed that level of competition among the electricity generators and between the electricity retailers was poor also rated the reliable supply of electricity as poor as well.
- Those who rated electricity retailers as competitive were more likely to rate this statement as good (79%) than those who rated them as uncompetitive (63%).

■ Market ensures electricity is generated and supplied efficiently

- Those in Wellington were less likely to rate this aspect as well as other regions (65% 'good' rating) while those in Christchurch were much more likely with a rating of 80%.
- Males rated this aspect lower than females, males gave a rating of 69% and females rated 76%.

- 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, 57% rated this statement as poor.
- Those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (32%) than those who rated them as competitive (15%).

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

- Those in Wellington and rural areas rated this aspect poorly with 'poor' ratings of 33% and 35% respectively compared to the overall 'poor' rating of 26%
- Respondents between the ages of 45 and 59 were far more likely to rate this aspect as poor (35%) compared to any other age group.
- 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, 65% rated this statement as poor.
- Those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (36%) than those who rated them as competitive (25%).

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

- Those in Christchurch were more likely to give a good rating than anywhere else (65% in Christchurch, 51% for general public)
- Those between the ages of 45 and 59 were much more likely to give a poor rating with 41% of those people giving a poor rating.
- 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 enough electricity to meet ongoing needs- of those who rated it as poor, 75% rated this statement as poor.
- Those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (47%) than those who rated them as competitive (29%).

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

- Those who are between 30 and 44 years of age were more likely to rate this aspect well

(51%) while those between 45-59 less likely (38%)

- Those with incomes more than \$70,000 were less likely to be unsure about this aspect (5%) which meant that they have a higher poor rating and a higher good rating than other income brackets.
- 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, 77% rated this statement as poor.
- Those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (60%) than those who rated them as competitive (36%).

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 2014													
	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	-	3	2	5	12	21	10	12	14	8	9	53	14
The New Zealand electricity market ensures electricity is generated and supplied efficiently	4	1	3	4	7	19	21	11	14	14	4	8	51	9
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	7	2	6	9	9	33	21	9	11	5	1	4	30	16
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	2	5	5	16	25	11	10	10	2	4	37	22
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	5	7	8	26	22	8	12	7	1	4	32	20
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	8	3	7	10	11	39	20	9	7	6	1	2	25	16

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 2014													
	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	3	2	6	14	22	10	12	15	8	10	55	11
The New Zealand electricity market ensures electricity is generated and supplied efficiently	3	1	4	5	8	21	20	10	15	15	5	9	54	8
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	5	5	17	27	8	12	11	2	4	37	19
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	7	3	6	10	10	36	21	8	12	5	2	4	31	12
The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power	5	2	5	8	8	28	23	8	12	7	1	4	32	17
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	9	3	8	11	12	43	19	9	7	6	2	2	26	12

Base: 78% of respondents, those who pay the electricity bill or have a say in who the electricity provider is, n=587

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 2014													
	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	7	-	1	2	4	14	23	13	10	7	5	5	40	8
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	3	3	9	18	11	12	10	11	5	49	24
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	5	1	5	5	5	21	20	9	8	6	-	3	26	33
The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power	3	3	5	5	6	22	18	8	9	9	0	3	29	31
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	3	1	3	3	13	15	19	5	10	2	5	41	31
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	6	1	5	7	7	26	22	11	4	5	-	3	23	29

Base: 21% of respondents, those who pay the electricity bill or have a say in who the electricity provider is, n=158

Appendix

6.1 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 adeq uate	6	7	8	9	10 Extreme ly competi tive	11 Unsure
ALL	750	11%	3%	8%	9%	6%	19%	6%	8%	9%	5%	9%	7%
LOCATION													
Auckland	241	9%	1%	5%	8%	10%	18%	7%	9%	11%	4%	11%	7%
Wellington	77	9%	4%	7%	12%	8%	23%	7%	9%	6%	2%	4%	9%
Christchurch	82	18%	4%	6%	9%	3%	22%	2%	5%	12%	3%	8%	8%
Provincial	350	12%	4%	10%	8%	4%	19%	6%	8%	8%	6%	8%	7%
Rural	131	18%	5%	6%	8%	6%	20%	3%	7%	6%	4%	9%	8%
North Is	568	10%	3%	8%	8%	7%	19%	6%	9%	10%	4%	9%	7%
South Is	182	14%	4%	9%	10%	4%	21%	5%	5%	9%	5%	7%	7%
SEX													
Male	359	13%	4%	10%	7%	8%	17%	8%	9%	6%	5%	8%	5%
Female	391	9%	3%	6%	10%	5%	21%	4%	8%	12%	4%	9%	9%
AGE GROUP													
Under 30	157	6%	4%	8%	5%	8%	21%	7%	10%	8%	2%	14%	7%
30-44	225	11%	2%	7%	12%	8%	19%	5%	11%	8%	6%	7%	4%
45-59	196	17%	3%	10%	10%	3%	19%	6%	5%	12%	4%	7%	4%
60 Plus	172	10%	4%	5%	5%	6%	18%	7%	7%	9%	6%	8%	15%
PERSONAL INCOME													
Less than \$15,000	104	9%	4%	3%	7%	8%	21%	6%	10%	7%	4%	15%	6%
\$15,001-30,000	136	10%	1%	6%	8%	6%	24%	4%	11%	10%	5%	5%	10%
\$30,001-50,000	137	11%	1%	11%	8%	3%	21%	7%	7%	13%	4%	9%	5%
\$50,001-70,000	104	9%	7%	10%	10%	5%	16%	4%	7%	12%	7%	9%	4%
More than \$70,000	148	13%	4%	8%	11%	12%	20%	11%	7%	5%	4%	4%	1%
ETHNICITY													
Pacific Island	37	0%	0%	6%	10%	3%	24%	5%	4%	20%	14%	14%	0%
Maori	82	10%	2%	8%	7%	2%	24%	7%	6%	10%	6%	12%	6%
Non Maori/Non PI	633	12%	3%	8%	8%	7%	18%	6%	9%	9%	4%	8%	8%
BILL PAYER													
Yes	587	12%	3%	9%	9%	6%	18%	5%	8%	10%	5%	8%	7%
No	158	9%	3%	5%	5%	6%	24%	9%	9%	7%	2%	12%	9%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	0%	0%	0%	0%	0%	35%	11%	14%	17%	8%	15%	0%
Non-competitive (0-4)	277	30%	9%	21%	23%	17%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	9%	2%	7%	9%	7%	20%	6%	9%	11%	5%	10%	5%
Non-competitive (0-4)	96	24%	10%	17%	9%	3%	16%	5%	6%	2%	3%	0%	5%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	9%	3%	7%	9%	6%	21%	7%	9%	10%	5%	9%	5%
Non-competitive (0-4)	86	30%	8%	16%	8%	9%	11%	1%	3%	5%	1%	1%	7%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	9%	6%	6%	7%	6%	21%	8%	11%	8%	5%	9%	4%
Non-competitive (0-4)	172	15%	2%	16%	8%	5%	20%	4%	9%	9%	2%	8%	2%

BUSINESSES-ELEC. GOODS STORES														
Competitive (5-10)	578	10%	3%	6%	9%	7%	21%	7%	8%	10%	5%	10%	4%	
Non-competitive (0-4)	74	21%	7%	22%	9%	5%	11%	3%	12%	5%	1%	1%	3%	
BUSINESSES-BANKS & FIN. SERVS														
Competitive (5-10)	560	8%	2%	6%	9%	7%	20%	7%	9%	11%	6%	10%	5%	
Non-competitive (0-4)	149	23%	7%	16%	10%	5%	19%	3%	7%	3%	1%	3%	3%	
BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	539	7%	2%	7%	8%	7%	22%	6%	10%	10%	6%	10%	5%	
Non-competitive (0-4)	147	26%	11%	12%	13%	4%	13%	5%	3%	6%	1%	2%	4%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	279	8%	2%	5%	10%	8%	18%	7%	11%	10%	6%	10%	5%	
Neutral	185	13%	2%	12%	5%	5%	24%	3%	8%	11%	3%	8%	6%	
Poor (0-4)	124	18%	6%	7%	8%	4%	18%	10%	7%	5%	3%	5%	9%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	389	8%	3%	7%	9%	6%	17%	7%	11%	11%	6%	9%	6%	
Neutral	161	14%	3%	7%	5%	6%	26%	5%	5%	6%	3%	11%	9%	
Poor (0-4)	97	22%	6%	15%	12%	6%	13%	4%	4%	5%	2%	5%	6%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	381	6%	2%	9%	11%	8%	17%	6%	9%	12%	5%	8%	7%	
Neutral	160	18%	3%	4%	6%	4%	25%	4%	9%	7%	5%	12%	3%	
Poor (0-4)	139	20%	7%	10%	6%	5%	20%	7%	7%	6%	2%	4%	6%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	239	8%	1%	9%	11%	7%	16%	6%	12%	11%	5%	9%	5%	
Neutral	163	11%	3%	4%	7%	8%	27%	3%	4%	7%	5%	12%	9%	
Poor (0-4)	198	18%	4%	11%	9%	4%	19%	10%	8%	5%	1%	7%	4%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	225	6%	1%	7%	8%	5%	19%	4%	14%	14%	7%	11%	4%	
Neutral	158	15%	3%	5%	8%	6%	22%	5%	7%	5%	4%	11%	9%	
Poor (0-4)	244	17%	4%	12%	10%	8%	19%	9%	5%	5%	2%	5%	4%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	189	6%	2%	5%	8%	4%	18%	6%	18%	10%	8%	10%	5%	
Neutral	148	12%	2%	5%	10%	5%	25%	6%	3%	8%	6%	14%	4%	
Poor (0-4)	295	17%	5%	11%	9%	9%	17%	6%	6%	10%	2%	4%	4%	

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 adeq uate	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	750	3%	1%	2%	4%	3%	14%	10%	18%	18%	7%	15%	5%
LOCATION													
Auckland	241	2%	0%	3%	4%	2%	16%	8%	22%	14%	9%	15%	5%
Wellington	77	4%	2%	1%	4%	6%	13%	11%	23%	19%	5%	9%	3%
Christchurch	82	2%	1%	0%	3%	3%	12%	12%	11%	17%	5%	28%	6%
Provincial	350	4%	2%	2%	3%	3%	14%	11%	16%	21%	6%	13%	5%
Rural	131	3%	3%	3%	5%	3%	11%	9%	12%	19%	6%	17%	9%
North Is	568	3%	1%	2%	3%	3%	15%	9%	20%	18%	7%	14%	5%
South Is	182	2%	3%	0%	4%	4%	12%	12%	13%	21%	5%	18%	6%
SEX													
Male	359	3%	2%	3%	4%	5%	15%	9%	20%	20%	6%	9%	4%
Female	391	3%	1%	1%	3%	1%	13%	11%	16%	17%	7%	21%	6%
AGE GROUP													
Under 30	157	1%	1%	1%	0%	1%	20%	9%	20%	9%	11%	23%	4%
30-44	225	2%	1%	1%	4%	5%	13%	11%	19%	20%	5%	16%	3%
45-59	196	6%	2%	3%	7%	1%	12%	11%	18%	23%	5%	11%	1%
60 Plus	172	4%	1%	2%	2%	4%	13%	9%	16%	19%	6%	11%	13%
PERSONAL INCOME													
Less than \$15,000	104	1%	3%	3%	3%	3%	16%	9%	19%	13%	3%	24%	3%
\$15,001-30,000	136	4%	0%	2%	3%	2%	19%	6%	17%	17%	13%	12%	5%
\$30,001-50,000	137	2%	3%	2%	2%	2%	16%	8%	20%	22%	6%	14%	3%
\$50,001-70,000	104	0%	2%	0%	8%	2%	13%	11%	20%	20%	5%	17%	2%
More than \$70,000	148	3%	0%	2%	6%	6%	11%	16%	20%	22%	3%	10%	1%
ETHNICITY													
Pacific Island	37	0%	0%	0%	4%	8%	12%	6%	28%	8%	10%	24%	0%
Maori	82	2%	2%	0%	2%	2%	22%	8%	15%	8%	10%	24%	5%
Non Maori/Non PI	633	3%	1%	2%	4%	3%	14%	11%	18%	20%	6%	13%	5%
BILL PAYER													
Yes	587	3%	1%	1%	5%	4%	15%	10%	17%	20%	5%	14%	5%
No	158	3%	1%	3%	0%	1%	11%	10%	23%	14%	9%	20%	5%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	1%	1%	1%	3%	2%	11%	8%	19%	23%	8%	20%	3%
Non-competitive (0-4)	277	5%	2%	3%	5%	6%	19%	13%	18%	13%	5%	10%	1%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	0%	0%	0%	0%	0%	18%	12%	22%	22%	8%	18%	0%
Non-competitive (0-4)	96	24%	10%	14%	29%	23%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	2%	1%	1%	3%	2%	15%	10%	19%	19%	8%	17%	3%
Non-competitive (0-4)	86	11%	5%	6%	11%	7%	13%	14%	10%	15%	0%	6%	2%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	3%	0%	2%	5%	3%	12%	10%	16%	21%	12%	15%	1%
Non-competitive (0-4)	172	3%	3%	2%	4%	4%	18%	10%	24%	14%	4%	14%	0%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	2%	1%	1%	3%	2%	13%	10%	21%	20%	8%	17%	2%
Non-competitive (0-4)	74	11%	6%	6%	10%	10%	24%	12%	5%	11%	1%	3%	1%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	2%	0%	1%	2%	2%	13%	10%	20%	21%	8%	18%	3%
Non-competitive (0-4)	149	9%	5%	7%	9%	9%	18%	10%	15%	10%	1%	6%	1%

BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	539	2%	0%	0%	2%	2%	14%	10%	20%	22%	8%	18%	2%
Non-competitive (0-4)	147	7%	6%	8%	11%	8%	20%	6%	13%	12%	1%	6%	2%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	279	1%	1%	2%	4%	4%	13%	10%	17%	24%	6%	14%	4%
Neutral	185	4%	1%	2%	2%	2%	14%	8%	23%	20%	7%	14%	3%
Poor (0-4)	124	8%	1%	3%	6%	2%	18%	14%	14%	11%	5%	14%	4%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	389	2%	1%	2%	3%	2%	13%	12%	21%	20%	8%	14%	2%
Neutral	161	4%	0%	0%	4%	4%	18%	10%	12%	19%	4%	19%	6%
Poor (0-4)	97	8%	3%	6%	7%	5%	17%	6%	15%	15%	3%	12%	3%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	381	1%	1%	1%	4%	3%	12%	11%	21%	20%	6%	16%	4%
Neutral	160	4%	0%	3%	4%	1%	15%	9%	13%	20%	8%	20%	3%
Poor (0-4)	139	9%	4%	3%	6%	5%	22%	8%	16%	14%	3%	6%	4%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	239	2%	1%	1%	2%	4%	10%	10%	22%	23%	8%	15%	2%
Neutral	163	4%	0%	1%	4%	2%	15%	9%	16%	15%	5%	23%	6%
Poor (0-4)	198	6%	3%	5%	5%	3%	19%	9%	16%	18%	5%	9%	2%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	225	0%	0%	0%	2%	3%	8%	10%	22%	25%	7%	20%	3%
Neutral	158	4%	1%	1%	3%	1%	14%	10%	19%	15%	8%	17%	7%
Poor (0-4)	244	4%	2%	5%	5%	5%	22%	10%	17%	14%	4%	10%	2%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	189	0%	1%	0%	3%	3%	9%	9%	18%	19%	12%	21%	5%
Neutral	148	3%	1%	3%	4%	2%	7%	10%	25%	16%	4%	20%	5%
Poor (0-4)	295	5%	2%	3%	5%	4%	20%	11%	16%	20%	3%	9%	2%

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 adeq uate	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	750	3%	0%	3%	2%	3%	19%	9%	15%	21%	7%	14%	4%
LOCATION													
Auckland	241	3%	0%	2%	2%	2%	18%	9%	15%	23%	7%	15%	4%
Wellington	77	3%	2%	1%	2%	1%	19%	11%	14%	27%	4%	13%	3%
Christchurch	82	3%	1%	4%	2%	4%	18%	11%	11%	18%	10%	15%	3%
Provincial	350	2%	0%	3%	3%	4%	20%	8%	16%	20%	6%	14%	4%
Rural	131	3%	2%	7%	2%	3%	12%	4%	21%	24%	4%	13%	5%
North Is	568	3%	0%	3%	2%	3%	18%	9%	16%	21%	6%	15%	4%
South Is	182	2%	1%	3%	4%	4%	20%	9%	10%	20%	9%	14%	4%
SEX													
Male	359	2%	1%	3%	4%	4%	22%	11%	15%	18%	6%	10%	4%
Female	391	3%	0%	2%	1%	3%	16%	7%	15%	25%	7%	18%	3%
AGE GROUP													
Under 30	157	2%	0%	1%	0%	3%	20%	12%	18%	23%	6%	10%	5%
30-44	225	2%	1%	2%	5%	3%	22%	7%	18%	20%	7%	11%	2%
45-59	196	4%	1%	4%	3%	3%	18%	8%	14%	23%	4%	16%	2%
60 Plus	172	2%	0%	4%	1%	4%	14%	9%	9%	20%	10%	21%	6%
PERSONAL INCOME													
Less than \$15,000	104	3%	1%	2%	1%	2%	32%	3%	19%	18%	6%	10%	3%
\$15,001-30,000	136	0%	1%	4%	1%	5%	14%	14%	12%	28%	5%	11%	5%
\$30,001-50,000	137	2%	1%	3%	4%	2%	19%	5%	13%	22%	7%	19%	3%
\$50,001-70,000	104	0%	0%	4%	1%	3%	19%	12%	19%	20%	7%	12%	3%
More than \$70,000	148	4%	0%	0%	6%	4%	17%	10%	16%	22%	7%	12%	2%
ETHNICITY													
Pacific Island	37	3%	0%	0%	1%	0%	36%	9%	6%	28%	5%	12%	0%
Maori	82	4%	0%	1%	1%	6%	25%	4%	10%	27%	5%	11%	6%
Non Maori/Non PI	633	2%	1%	3%	3%	3%	17%	9%	16%	20%	7%	15%	4%
BILL PAYER													
Yes	587	3%	1%	3%	3%	3%	19%	9%	15%	21%	7%	14%	2%
No	158	0%	1%	1%	1%	2%	20%	10%	13%	21%	6%	17%	8%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	1%	0%	2%	1%	1%	17%	7%	15%	24%	9%	21%	2%
Non-competitive (0-4)	277	5%	1%	4%	5%	6%	23%	13%	16%	18%	4%	4%	1%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	2%	0%	2%	2%	3%	18%	9%	17%	23%	7%	16%	1%
Non-competitive (0-4)	96	7%	3%	9%	9%	7%	27%	8%	9%	11%	3%	4%	3%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	0%	0%	0%	0%	0%	22%	11%	17%	25%	8%	17%	0%
Non-competitive (0-4)	86	23%	5%	23%	22%	27%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	2%	1%	1%	3%	2%	17%	10%	16%	26%	6%	15%	1%
Non-competitive (0-4)	172	3%	1%	4%	4%	4%	24%	10%	12%	18%	9%	10%	1%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	1%	0%	2%	2%	3%	17%	9%	17%	23%	8%	16%	2%
Non-competitive (0-4)	74	8%	3%	11%	9%	6%	31%	3%	7%	13%	5%	2%	2%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	1%	0%	1%	1%	2%	18%	8%	17%	24%	8%	18%	2%
Non-competitive (0-4)	149	6%	2%	8%	7%	8%	23%	15%	9%	15%	2%	2%	3%

BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	539	1%	0%	2%	2%	3%	17%	9%	17%	24%	7%	17%	1%
Non-competitive (0-4)	147	6%	2%	7%	6%	7%	27%	9%	8%	14%	6%	6%	2%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	279	2%	0%	3%	3%	2%	16%	11%	15%	21%	8%	15%	4%
Neutral	185	3%	0%	2%	2%	3%	23%	5%	18%	21%	6%	15%	2%
Poor (0-4)	124	6%	3%	3%	3%	1%	22%	11%	15%	19%	2%	11%	4%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	389	2%	0%	3%	3%	2%	15%	10%	16%	23%	8%	16%	2%
Neutral	161	3%	1%	3%	2%	1%	25%	9%	14%	17%	3%	17%	5%
Poor (0-4)	97	5%	4%	4%	4%	6%	18%	9%	16%	23%	4%	4%	3%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	381	2%	1%	1%	2%	3%	15%	10%	20%	19%	8%	16%	3%
Neutral	160	3%	0%	3%	2%	1%	24%	8%	7%	26%	7%	16%	3%
Poor (0-4)	139	4%	1%	7%	4%	5%	19%	10%	15%	22%	2%	7%	4%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	239	1%	0%	2%	2%	3%	11%	11%	20%	23%	9%	15%	3%
Neutral	163	2%	0%	3%	3%	1%	26%	8%	9%	22%	2%	22%	2%
Poor (0-4)	198	6%	2%	3%	3%	3%	21%	12%	16%	18%	6%	6%	4%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	225	1%	0%	1%	1%	2%	16%	10%	18%	24%	8%	18%	1%
Neutral	158	2%	1%	0%	2%	2%	21%	10%	12%	22%	8%	15%	5%
Poor (0-4)	244	5%	1%	5%	5%	4%	22%	9%	15%	18%	3%	10%	3%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	189	1%	0%	1%	0%	4%	14%	10%	16%	23%	9%	21%	1%
Neutral	148	3%	1%	2%	3%	2%	23%	8%	15%	19%	4%	17%	3%
Poor (0-4)	295	4%	1%	4%	4%	3%	17%	10%	16%	22%	6%	10%	3%

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 adeq uate	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	750	7%	2%	4%	6%	4%	14%	4%	5%	6%	3%	2%	43%
LOCATION													
Auckland	241	7%	0%	4%	10%	4%	13%	6%	3%	4%	5%	2%	42%
Wellington	77	4%	1%	9%	6%	7%	17%	4%	9%	11%	1%	4%	27%
Christchurch	82	11%	1%	4%	5%	3%	13%	1%	7%	4%	0%	4%	47%
Provincial	350	7%	3%	3%	4%	3%	13%	4%	4%	7%	2%	2%	48%
Rural	131	7%	3%	4%	3%	2%	14%	5%	4%	7%	0%	4%	47%
North Is	568	7%	2%	4%	7%	4%	14%	4%	4%	6%	4%	2%	42%
South Is	182	10%	2%	4%	4%	3%	12%	3%	5%	6%	0%	3%	48%
SEX													
Male	359	7%	3%	5%	6%	4%	14%	4%	5%	6%	2%	1%	43%
Female	391	8%	1%	3%	6%	4%	14%	4%	4%	6%	3%	3%	44%
AGE GROUP													
Under 30	157	10%	4%	4%	12%	3%	17%	5%	3%	3%	8%	0%	31%
30-44	225	7%	2%	4%	5%	4%	15%	5%	6%	9%	1%	3%	39%
45-59	196	6%	1%	5%	5%	6%	11%	4%	5%	6%	2%	2%	47%
60 Plus	172	6%	0%	4%	4%	2%	12%	2%	3%	6%	1%	3%	57%
PERSONAL INCOME													
Less than \$15,000	104	10%	0%	1%	10%	2%	19%	5%	6%	5%	6%	2%	34%
\$15,001-30,000	136	7%	3%	7%	3%	6%	18%	4%	1%	8%	4%	1%	38%
\$30,001-50,000	137	9%	0%	2%	7%	4%	8%	3%	5%	6%	3%	1%	52%
\$50,001-70,000	104	6%	3%	6%	4%	4%	18%	3%	5%	7%	1%	0%	43%
More than \$70,000	148	6%	2%	5%	9%	4%	12%	6%	7%	7%	2%	3%	37%
ETHNICITY													
Pacific Island	37	5%	0%	0%	26%	0%	22%	3%	0%	4%	0%	3%	37%
Maori	82	5%	5%	3%	2%	2%	23%	1%	0%	5%	0%	3%	51%
Non Maori/Non PI	633	8%	1%	4%	6%	4%	12%	5%	5%	7%	3%	2%	43%
BILL PAYER													
Yes	587	6%	1%	4%	6%	4%	14%	4%	5%	6%	2%	2%	46%
No	158	11%	2%	2%	7%	3%	12%	5%	4%	8%	7%	3%	36%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	6%	1%	3%	7%	4%	16%	5%	4%	7%	3%	2%	42%
Non-competitive (0-4)	277	9%	3%	6%	7%	4%	12%	4%	7%	4%	1%	2%	41%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	7%	2%	4%	6%	4%	15%	5%	4%	6%	3%	2%	42%
Non-competitive (0-4)	96	9%	0%	6%	10%	3%	9%	3%	9%	9%	1%	2%	39%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	8%	1%	3%	7%	4%	16%	4%	4%	6%	3%	2%	42%
Non-competitive (0-4)	86	7%	3%	10%	5%	5%	3%	6%	10%	8%	0%	2%	41%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	0%	0%	0%	0%	0%	41%	12%	14%	19%	8%	6%	0%
Non-competitive (0-4)	172	31%	7%	17%	28%	17%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	6%	1%	3%	7%	4%	16%	4%	5%	7%	3%	3%	41%
Non-competitive (0-4)	74	18%	5%	12%	5%	4%	12%	1%	7%	1%	0%	0%	35%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	6%	2%	4%	6%	4%	15%	4%	4%	7%	3%	2%	43%
Non-competitive (0-4)	149	15%	0%	4%	8%	4%	11%	6%	7%	6%	2%	2%	35%

BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	539	7%	1%	4%	6%	4%	15%	5%	4%	7%	3%	3%	41%	
Non-competitive (0-4)	147	10%	4%	3%	10%	3%	12%	2%	7%	6%	1%	0%	42%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	279	8%	1%	4%	6%	4%	11%	6%	6%	9%	4%	2%	39%	
Neutral	185	5%	3%	4%	7%	5%	16%	3%	4%	4%	4%	3%	42%	
Poor (0-4)	124	11%	1%	4%	7%	3%	14%	7%	4%	5%	1%	2%	41%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	389	7%	1%	3%	8%	6%	11%	5%	6%	9%	4%	2%	38%	
Neutral	161	8%	1%	6%	6%	3%	14%	4%	4%	3%	1%	3%	47%	
Poor (0-4)	97	10%	3%	6%	5%	1%	18%	3%	5%	3%	2%	3%	41%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	381	5%	2%	3%	7%	5%	12%	4%	5%	7%	4%	2%	44%	
Neutral	160	10%	1%	3%	6%	4%	15%	4%	4%	6%	3%	3%	41%	
Poor (0-4)	139	11%	2%	5%	6%	3%	14%	7%	6%	4%	0%	2%	40%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	239	6%	2%	3%	8%	3%	11%	5%	5%	7%	4%	3%	43%	
Neutral	163	7%	2%	4%	8%	4%	15%	1%	4%	6%	1%	3%	45%	
Poor (0-4)	198	10%	1%	5%	5%	5%	16%	7%	5%	5%	1%	1%	39%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	225	9%	1%	3%	8%	6%	10%	5%	3%	9%	2%	2%	42%	
Neutral	158	7%	2%	3%	8%	1%	15%	1%	6%	5%	3%	3%	46%	
Poor (0-4)	244	8%	1%	6%	5%	6%	15%	7%	5%	5%	1%	2%	39%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	189	6%	1%	3%	5%	4%	13%	5%	4%	9%	5%	3%	42%	
Neutral	148	11%	0%	2%	8%	3%	12%	4%	5%	8%	1%	3%	43%	
Poor (0-4)	295	7%	2%	6%	5%	4%	16%	5%	6%	5%	1%	2%	41%	

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 adeq uate	6	7	8	9	10 Extre mely competi tive	Unsure
ALL	750	1%	0%	2%	3%	4%	17%	8%	15%	20%	6%	11%	13%
LOCATION													
Auckland	241	1%	0%	2%	2%	5%	21%	5%	15%	18%	5%	10%	16%
Wellington	77	1%	0%	2%	2%	4%	12%	15%	19%	19%	2%	9%	15%
Christchurch	82	2%	1%	1%	0%	2%	15%	11%	10%	24%	2%	19%	13%
Provincial	350	1%	0%	2%	4%	3%	16%	8%	16%	20%	8%	11%	11%
Rural	131	0%	0%	1%	5%	3%	14%	10%	12%	24%	4%	12%	15%
North Is	568	1%	0%	2%	2%	4%	18%	8%	16%	18%	6%	11%	14%
South Is	182	1%	1%	2%	4%	4%	15%	8%	11%	24%	6%	14%	10%
SEX													
Male	359	1%	0%	3%	3%	4%	17%	12%	16%	19%	5%	8%	12%
Female	391	1%	0%	1%	2%	4%	17%	5%	14%	20%	7%	15%	14%
AGE GROUP													
Under 30	157	1%	0%	0%	3%	4%	20%	6%	12%	23%	6%	13%	12%
30-44	225	1%	1%	3%	2%	5%	14%	14%	18%	16%	6%	8%	12%
45-59	196	1%	0%	1%	5%	4%	20%	6%	16%	21%	4%	12%	10%
60 Plus	172	1%	0%	2%	2%	3%	15%	5%	13%	20%	6%	13%	20%
PERSONAL INCOME													
Less than \$15,000	104	2%	0%	2%	3%	5%	25%	9%	10%	13%	3%	17%	11%
\$15,001-30,000	136	2%	0%	0%	2%	6%	20%	3%	14%	25%	8%	7%	13%
\$30,001-50,000	137	0%	1%	1%	2%	6%	20%	9%	13%	24%	6%	11%	7%
\$50,001-70,000	104	0%	1%	3%	3%	1%	13%	3%	26%	26%	3%	13%	8%
More than \$70,000	148	2%	0%	2%	3%	3%	15%	16%	19%	18%	6%	8%	8%
ETHNICITY													
Pacific Island	37	3%	0%	0%	0%	6%	27%	13%	13%	7%	5%	21%	5%
Maori	82	2%	3%	1%	3%	4%	24%	10%	11%	15%	3%	10%	14%
Non Maori/Non PI	633	1%	0%	2%	3%	4%	15%	8%	16%	21%	6%	11%	13%
BILL PAYER													
Yes	587	2%	0%	2%	2%	4%	17%	8%	16%	20%	6%	11%	12%
No	158	0%	0%	1%	5%	5%	18%	8%	13%	16%	5%	13%	16%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	0%	0%	1%	1%	3%	18%	7%	15%	22%	8%	15%	10%
Non-competitive (0-4)	277	2%	0%	3%	6%	6%	17%	12%	17%	18%	3%	7%	9%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	1%	0%	1%	2%	3%	18%	9%	16%	22%	6%	12%	10%
Non-competitive (0-4)	96	6%	0%	6%	10%	11%	17%	10%	13%	10%	3%	4%	10%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	0%	0%	1%	2%	3%	17%	9%	16%	22%	7%	12%	11%
Non-competitive (0-4)	86	9%	1%	7%	6%	9%	20%	8%	11%	11%	0%	8%	10%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	0%	0%	1%	3%	2%	17%	9%	15%	25%	7%	13%	8%
Non-competitive (0-4)	172	2%	1%	4%	2%	10%	22%	11%	18%	14%	2%	7%	7%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	0%	0%	0%	0%	0%	22%	11%	19%	26%	7%	15%	0%
Non-competitive (0-4)	74	13%	3%	17%	28%	39%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	0%	0%	2%	2%	2%	19%	7%	15%	23%	7%	13%	10%
Non-competitive (0-4)	149	6%	0%	4%	7%	10%	14%	13%	14%	12%	1%	8%	11%

BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	539	1%	0%	1%	2%	4%	17%	8%	16%	24%	6%	13%	8%	
Non-competitive (0-4)	147	3%	1%	3%	7%	6%	19%	9%	15%	12%	3%	9%	13%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	279	0%	0%	1%	2%	4%	14%	8%	17%	24%	7%	12%	11%	
Neutral	185	2%	1%	2%	1%	4%	21%	8%	17%	19%	5%	10%	10%	
Poor (0-4)	124	2%	0%	5%	6%	5%	15%	10%	13%	18%	4%	8%	14%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	389	1%	0%	1%	2%	4%	17%	10%	16%	22%	7%	11%	9%	
Neutral	161	2%	1%	3%	1%	2%	17%	5%	18%	14%	5%	14%	18%	
Poor (0-4)	97	3%	0%	3%	8%	7%	16%	11%	12%	23%	2%	6%	9%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	381	1%	0%	1%	3%	2%	15%	9%	17%	22%	7%	11%	12%	
Neutral	160	3%	0%	0%	2%	1%	27%	7%	11%	17%	6%	16%	10%	
Poor (0-4)	139	2%	1%	5%	3%	13%	11%	10%	16%	20%	3%	5%	11%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	239	1%	0%	2%	2%	3%	14%	8%	18%	21%	7%	14%	10%	
Neutral	163	2%	1%	1%	2%	3%	15%	8%	15%	17%	4%	18%	14%	
Poor (0-4)	198	2%	0%	3%	4%	8%	20%	8%	15%	20%	4%	4%	12%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	225	0%	0%	1%	0%	4%	14%	8%	14%	25%	5%	16%	13%	
Neutral	158	1%	1%	1%	5%	0%	19%	9%	14%	18%	6%	14%	12%	
Poor (0-4)	244	1%	1%	4%	3%	7%	18%	9%	18%	19%	5%	6%	9%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	189	0%	0%	1%	1%	3%	13%	7%	11%	27%	10%	16%	11%	
Neutral	148	1%	1%	1%	1%	1%	23%	11%	16%	14%	5%	15%	11%	
Poor (0-4)	295	2%	0%	3%	4%	7%	16%	10%	19%	19%	4%	7%	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 adeq uate	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	750	5%	1%	5%	5%	4%	20%	10%	15%	16%	4%	9%	6%
LOCATION													
Auckland	241	5%	1%	5%	5%	3%	18%	10%	13%	19%	4%	11%	6%
Wellington	77	7%	1%	5%	1%	6%	17%	13%	18%	15%	4%	9%	4%
Christchurch	82	1%	0%	4%	4%	2%	33%	10%	11%	13%	7%	9%	6%
Provincial	350	6%	1%	5%	6%	5%	19%	9%	16%	16%	4%	8%	5%
Rural	131	7%	2%	6%	7%	4%	19%	8%	10%	18%	2%	10%	7%
North Is	568	5%	1%	5%	5%	4%	18%	11%	14%	17%	4%	10%	6%
South Is	182	4%	1%	5%	6%	2%	28%	7%	17%	14%	5%	7%	4%
SEX													
Male	359	5%	1%	7%	7%	4%	21%	12%	15%	14%	4%	5%	5%
Female	391	5%	1%	3%	3%	3%	19%	7%	15%	19%	5%	14%	6%
AGE GROUP													
Under 30	157	7%	0%	2%	6%	1%	17%	11%	18%	16%	6%	10%	6%
30-44	225	4%	1%	5%	2%	5%	23%	11%	17%	16%	4%	9%	3%
45-59	196	5%	1%	7%	7%	5%	20%	8%	15%	17%	3%	8%	4%
60 Plus	172	5%	1%	6%	5%	4%	20%	10%	7%	16%	5%	11%	10%
PERSONAL INCOME													
Less than \$15,000	104	6%	0%	6%	5%	4%	27%	9%	13%	9%	1%	17%	3%
\$15,001-30,000	136	4%	1%	5%	8%	4%	14%	14%	15%	18%	5%	7%	5%
\$30,001-50,000	137	3%	1%	5%	4%	6%	22%	8%	15%	18%	5%	10%	3%
\$50,001-70,000	104	3%	3%	3%	3%	1%	26%	7%	14%	23%	3%	9%	5%
More than \$70,000	148	6%	0%	9%	5%	5%	18%	12%	18%	16%	7%	2%	2%
ETHNICITY													
Pacific Island	37	18%	0%	0%	9%	3%	11%	4%	13%	14%	7%	21%	0%
Maori	82	3%	1%	3%	3%	4%	21%	9%	19%	16%	3%	12%	6%
Non Maori/Non PI	633	5%	1%	6%	5%	4%	20%	10%	14%	17%	4%	8%	6%
BILL PAYER													
Yes	587	5%	1%	5%	5%	5%	22%	10%	12%	17%	4%	9%	5%
No	158	6%	0%	5%	4%	1%	11%	9%	24%	15%	5%	12%	8%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	3%	0%	3%	3%	3%	18%	8%	17%	21%	6%	14%	4%
Non-competitive (0-4)	277	8%	2%	10%	7%	6%	23%	13%	12%	11%	3%	3%	2%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	3%	0%	4%	3%	4%	20%	10%	17%	19%	5%	11%	4%
Non-competitive (0-4)	96	17%	5%	13%	18%	7%	19%	9%	4%	5%	0%	1%	2%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	4%	1%	4%	4%	3%	21%	10%	16%	18%	5%	11%	3%
Non-competitive (0-4)	86	12%	1%	18%	12%	10%	17%	9%	6%	7%	0%	2%	6%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	3%	1%	4%	7%	5%	22%	8%	15%	17%	5%	12%	1%
Non-competitive (0-4)	172	11%	0%	7%	3%	6%	18%	12%	16%	18%	3%	5%	1%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	5%	0%	4%	4%	4%	22%	10%	16%	18%	5%	10%	2%
Non-competitive (0-4)	74	12%	3%	18%	13%	9%	15%	11%	11%	7%	1%	0%	0%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	0%	0%	0%	0%	0%	27%	13%	20%	22%	6%	12%	0%
Non-competitive (0-4)	149	26%	4%	26%	24%	20%	0%	0%	0%	0%	0%	0%	0%

BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	539	4%	0%	4%	4%	3%	22%	10%	16%	19%	5%	11%	2%	
Non-competitive (0-4)	147	12%	3%	11%	10%	8%	17%	8%	9%	11%	3%	4%	4%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	279	6%	0%	6%	4%	4%	18%	11%	14%	18%	6%	8%	5%	
Neutral	185	3%	1%	5%	3%	3%	23%	13%	16%	16%	3%	10%	4%	
Poor (0-4)	124	10%	2%	7%	10%	5%	18%	4%	14%	11%	3%	10%	6%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	389	5%	0%	6%	4%	4%	18%	11%	16%	19%	6%	8%	3%	
Neutral	161	5%	1%	3%	7%	3%	23%	12%	12%	14%	2%	13%	5%	
Poor (0-4)	97	9%	3%	9%	8%	7%	18%	3%	17%	12%	3%	5%	6%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	381	4%	1%	4%	4%	3%	18%	12%	17%	20%	5%	8%	4%	
Neutral	160	5%	0%	4%	5%	3%	25%	9%	13%	15%	4%	14%	3%	
Poor (0-4)	139	9%	0%	12%	10%	7%	19%	6%	10%	11%	3%	6%	7%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	239	4%	0%	4%	3%	3%	14%	14%	16%	24%	5%	10%	3%	
Neutral	163	6%	2%	3%	4%	4%	25%	8%	15%	9%	4%	15%	5%	
Poor (0-4)	198	9%	1%	9%	10%	5%	20%	10%	12%	11%	2%	5%	6%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	225	3%	0%	5%	1%	3%	19%	12%	17%	19%	7%	11%	3%	
Neutral	158	7%	0%	4%	4%	4%	23%	10%	16%	13%	2%	11%	6%	
Poor (0-4)	244	6%	1%	8%	9%	6%	20%	9%	12%	16%	2%	7%	4%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	189	4%	1%	5%	2%	2%	18%	10%	14%	21%	7%	12%	4%	
Neutral	148	4%	0%	5%	1%	3%	22%	14%	16%	15%	5%	11%	4%	
Poor (0-4)	295	6%	2%	7%	9%	6%	21%	9%	13%	15%	2%	6%	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 adeq uate	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	750	3%	3%	5%	4%	5%	21%	10%	12%	15%	4%	10%	8%
LOCATION													
Auckland	241	2%	1%	5%	3%	3%	22%	12%	11%	15%	4%	12%	10%
Wellington	77	2%	3%	8%	5%	8%	22%	11%	9%	18%	3%	6%	5%
Christchurch	82	5%	4%	4%	4%	4%	19%	10%	9%	19%	2%	14%	6%
Provincial	350	3%	3%	5%	4%	6%	21%	9%	13%	13%	5%	9%	9%
Rural	131	6%	3%	9%	5%	4%	15%	4%	13%	20%	2%	10%	9%
North Is	568	2%	2%	5%	4%	5%	21%	11%	12%	15%	4%	10%	9%
South Is	182	4%	5%	6%	3%	6%	22%	9%	9%	15%	4%	11%	6%
SEX													
Male	359	3%	2%	7%	5%	7%	22%	12%	11%	11%	5%	6%	9%
Female	391	3%	3%	3%	3%	3%	20%	9%	12%	18%	3%	14%	9%
AGE GROUP													
Under 30	157	1%	3%	4%	5%	4%	20%	6%	10%	14%	2%	15%	16%
30-44	225	1%	3%	5%	3%	6%	23%	16%	13%	12%	4%	9%	5%
45-59	196	6%	2%	6%	3%	6%	23%	9%	11%	18%	5%	8%	3%
60 Plus	172	2%	2%	6%	5%	5%	17%	9%	11%	15%	6%	10%	12%
PERSONAL INCOME													
Less than \$15,000	104	4%	2%	3%	4%	8%	26%	7%	9%	17%	1%	9%	10%
\$15,001-30,000	136	2%	0%	6%	4%	0%	21%	9%	15%	15%	4%	13%	11%
\$30,001-50,000	137	2%	3%	5%	6%	5%	25%	9%	14%	10%	5%	10%	6%
\$50,001-70,000	104	1%	7%	6%	3%	5%	17%	17%	10%	21%	6%	5%	2%
More than \$70,000	148	4%	2%	5%	2%	8%	23%	13%	12%	15%	6%	6%	4%
ETHNICITY													
Pacific Island	37	0%	0%	0%	13%	9%	25%	11%	14%	13%	5%	10%	0%
Maori	82	4%	2%	4%	3%	4%	18%	17%	12%	15%	2%	8%	11%
Non Maori/Non PI	633	3%	3%	6%	3%	5%	21%	10%	11%	15%	4%	10%	9%
BILL PAYER													
Yes	587	3%	3%	5%	4%	6%	21%	12%	10%	14%	5%	11%	6%
No	158	2%	2%	5%	5%	3%	19%	4%	16%	16%	1%	9%	18%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	1%	1%	2%	3%	3%	20%	11%	14%	20%	5%	13%	7%
Non-competitive (0-4)	277	5%	6%	11%	5%	9%	24%	9%	9%	8%	3%	6%	5%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	1%	1%	3%	3%	5%	22%	12%	13%	17%	5%	12%	6%
Non-competitive (0-4)	96	10%	11%	23%	9%	10%	20%	5%	2%	4%	1%	1%	4%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	2%	1%	4%	4%	5%	22%	11%	12%	16%	5%	12%	6%
Non-competitive (0-4)	86	10%	11%	17%	4%	8%	20%	8%	8%	6%	1%	2%	5%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	2%	3%	6%	3%	3%	20%	8%	15%	18%	6%	11%	5%
Non-competitive (0-4)	172	5%	2%	6%	4%	9%	24%	10%	9%	16%	3%	8%	4%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	2%	2%	4%	4%	5%	22%	11%	13%	16%	5%	12%	4%
Non-competitive (0-4)	74	6%	7%	13%	5%	10%	23%	12%	10%	6%	2%	1%	5%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	2%	1%	3%	3%	3%	21%	12%	13%	18%	5%	13%	6%
Non-competitive (0-4)	149	6%	8%	13%	5%	12%	26%	7%	10%	6%	2%	1%	4%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	539	0%	0%	0%	0%	0%	29%	14%	16%	21%	6%	14%	0%

Non-competitive (0-4)	147	14%	13%	27%	20%	26%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	279	2%	1%	4%	5%	6%	17%	11%	15%	19%	6%	8%	6%
Neutral	185	3%	2%	7%	3%	5%	22%	11%	10%	14%	3%	13%	7%
Poor (0-4)	124	5%	7%	6%	3%	4%	31%	9%	7%	14%	1%	5%	8%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	389	1%	2%	5%	3%	5%	17%	12%	15%	18%	6%	11%	5%
Neutral	161	4%	1%	3%	3%	7%	28%	10%	5%	15%	2%	13%	9%
Poor (0-4)	97	7%	9%	13%	5%	3%	24%	9%	8%	9%	1%	6%	6%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	381	1%	2%	4%	4%	4%	18%	13%	12%	19%	6%	10%	7%
Neutral	160	3%	1%	7%	1%	6%	29%	9%	11%	12%	2%	14%	5%
Poor (0-4)	139	7%	4%	9%	7%	7%	23%	9%	11%	11%	2%	3%	7%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	239	1%	2%	3%	3%	4%	15%	13%	15%	21%	6%	10%	7%
Neutral	163	4%	2%	6%	3%	6%	26%	7%	8%	11%	4%	17%	6%
Poor (0-4)	198	6%	4%	8%	5%	5%	26%	11%	13%	13%	2%	3%	4%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	225	1%	2%	2%	2%	3%	13%	12%	16%	22%	8%	13%	6%
Neutral	158	4%	1%	6%	4%	8%	27%	11%	11%	10%	2%	10%	6%
Poor (0-4)	244	5%	4%	8%	6%	6%	26%	10%	9%	11%	2%	7%	6%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	189	0%	2%	2%	1%	2%	13%	11%	15%	23%	10%	15%	6%
Neutral	148	3%	1%	5%	4%	5%	29%	10%	11%	13%	0%	13%	6%
Poor (0-4)	295	5%	4%	8%	5%	8%	21%	11%	12%	13%	3%	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	78%	21%	1%
LOCATION				
Auckland	241	74%	26%	0%
Wellington	77	81%	19%	0%
Christchurch	82	77%	19%	4%
Provincial	350	81%	19%	0%
Rural	131	82%	16%	2%
North Is	568	78%	22%	0%
South Is	182	81%	17%	2%
SEX				
Male	359	79%	21%	0%
Female	391	78%	21%	1%
AGE GROUP				
Under 30	157	45%	54%	1%
30-44	225	83%	16%	1%
45-59	196	90%	10%	0%
60 Plus	172	89%	10%	1%
PERSONAL INCOME				
Less than \$15,000	104	66%	34%	0%
\$15,001-30,000	136	76%	21%	3%
\$30,001-50,000	137	84%	15%	1%
\$50,001-70,000	104	91%	9%	0%
More than \$70,000	148	86%	14%	0%
ETHNICITY				
Pacific Island	37	72%	28%	0%
Maori	82	74%	22%	4%
Non Maori/Non PI	633	79%	21%	0%
BILL PAYER				
Yes	587	100%	0%	0%
No	158	0%	100%	0%
BUSINESSES-PETROL PRICES				
Competitive (5-10)	419	75%	24%	1%
Non-competitive (0-4)	277	84%	16%	0%
BUSINESSES-PHONE COMPANIES				
Competitive (5-10)	617	77%	22%	1%
Non-competitive (0-4)	96	87%	13%	0%
BUSINESSES-SUPERMARKETS				
Competitive (5-10)	636	77%	22%	1%
Non-competitive (0-4)	86	91%	9%	0%
BUSINESSES-ONLINE BOOKSTORES				
Competitive (5-10)	251	74%	25%	1%
Non-competitive (0-4)	172	76%	23%	1%
BUSINESSES-ELEC. GOODS STORES				
Competitive (5-10)	578	79%	20%	1%
Non-competitive (0-4)	74	78%	22%	0%
BUSINESSES-BANKS & FIN. SERVS				
Competitive (5-10)	560	78%	21%	1%
Non-competitive (0-4)	149	83%	17%	0%
BUSINESSES-ELEC. RETAILERS				
Competitive (5-10)	539	80%	19%	1%
Non-competitive (0-4)	147	82%	18%	0%
ELEC. INDSTRY-ENOUGH ELECTRICITY				
Good (6-10)	279	76%	23%	1%
Neutral	185	86%	13%	1%
Poor (0-4)	124	83%	17%	0%

ELEC. INDSTRY-RELIABLE SUPPLY				
Good (6-10)	389	79%	20%	1%
Neutral	161	82%	17%	1%
Poor (0-4)	97	86%	14%	0%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY				
Good (6-10)	381	83%	17%	0%
Neutral	160	76%	23%	1%
Poor (0-4)	139	85%	15%	0%
ELEC. INDSTRY-RIGHT MIX STATIONS				
Good (6-10)	239	81%	19%	0%
Neutral	163	82%	18%	0%
Poor (0-4)	198	81%	18%	1%
ELEC. INDSTRY-COMPETITION & EFFIC				
Good (6-10)	225	81%	19%	0%
Neutral	158	78%	20%	2%
Poor (0-4)	244	86%	14%	0%
ELEC. INDSTRY-COMPETITION & PRICES				
Good (6-10)	189	78%	20%	2%
Neutral	148	77%	23%	0%
Poor (0-4)	295	86%	14%	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 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	3%	1%	2%	5%	5%	25%	11%	10%	10%	2%	4%	22%
LOCATION													
Auckland	241	4%	1%	3%	4%	6%	21%	13%	7%	14%	1%	3%	23%
Wellington	77	8%	0%	1%	7%	10%	15%	10%	8%	12%	2%	6%	21%
Christchurch	82	1%	0%	4%	5%	2%	32%	7%	7%	6%	0%	4%	32%
Provincial	350	2%	3%	2%	5%	4%	28%	10%	13%	8%	2%	5%	18%
Rural	131	2%	2%	1%	5%	6%	30%	7%	12%	6%	1%	5%	23%
North Is	568	4%	1%	2%	4%	6%	23%	12%	10%	11%	2%	4%	21%
South Is	182	0%	2%	3%	6%	2%	31%	8%	12%	7%	2%	4%	23%
SEX													
Male	359	3%	1%	3%	6%	6%	23%	12%	10%	13%	2%	6%	15%
Female	391	3%	1%	2%	4%	4%	26%	9%	10%	8%	2%	3%	28%
AGE GROUP													
Under 30	157	2%	1%	3%	3%	5%	22%	13%	3%	14%	2%	4%	28%
30-44	225	2%	2%	3%	6%	3%	24%	10%	12%	9%	2%	5%	22%
45-59	196	5%	1%	2%	6%	7%	29%	11%	11%	9%	1%	2%	16%
60 Plus	172	3%	1%	2%	3%	5%	23%	9%	14%	9%	3%	6%	22%
PERSONAL INCOME													
Less than \$15,000	104	4%	0%	3%	4%	1%	31%	15%	7%	14%	1%	2%	18%
\$15,001-30,000	136	1%	0%	3%	4%	5%	27%	10%	13%	5%	1%	3%	28%
\$30,001-50,000	137	2%	0%	4%	2%	6%	29%	12%	9%	12%	1%	3%	20%
\$50,001-70,000	104	2%	5%	0%	6%	6%	23%	7%	12%	10%	3%	4%	22%
More than \$70,000	148	4%	2%	1%	9%	6%	19%	11%	10%	15%	3%	6%	14%
ETHNICITY													
Pacific Island	37	0%	0%	3%	5%	3%	8%	18%	4%	17%	3%	0%	39%
Maori	82	6%	1%	2%	5%	8%	29%	6%	6%	2%	1%	4%	30%
Non Maori/Non PI	633	3%	1%	2%	5%	5%	25%	11%	11%	11%	2%	4%	20%
BILL PAYER													
Yes	587	3%	1%	3%	5%	5%	27%	8%	12%	11%	2%	4%	19%
No	158	3%	3%	1%	3%	3%	15%	19%	5%	10%	2%	5%	31%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	2%	1%	2%	4%	5%	25%	11%	11%	12%	2%	5%	20%
Non-competitive (0-4)	277	4%	2%	3%	5%	5%	25%	11%	9%	9%	2%	3%	22%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	2%	1%	2%	5%	5%	26%	11%	11%	10%	2%	4%	21%
Non-competitive (0-4)	96	8%	3%	1%	7%	8%	23%	13%	3%	12%	1%	4%	17%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	2%	1%	2%	5%	5%	26%	11%	10%	11%	2%	4%	21%
Non-competitive (0-4)	86	8%	3%	3%	3%	6%	23%	10%	11%	8%	0%	3%	22%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	3%	2%	3%	5%	4%	25%	14%	11%	10%	3%	3%	17%
Non-competitive (0-4)	172	3%	1%	2%	5%	8%	26%	13%	10%	11%	0%	3%	18%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	3%	2%	2%	4%	4%	26%	12%	10%	10%	2%	5%	20%
Non-competitive (0-4)	74	5%	1%	2%	11%	12%	24%	6%	11%	10%	0%	0%	18%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	2%	1%	2%	5%	4%	26%	10%	11%	10%	2%	4%	23%
Non-competitive (0-4)	149	5%	3%	4%	6%	10%	19%	14%	7%	13%	0%	4%	15%

BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	539	2%	0%	3%	5%	5%	25%	11%	12%	10%	2%	4%	21%	
Non-competitive (0-4)	147	5%	4%	2%	4%	6%	26%	10%	7%	13%	0%	5%	18%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	279	0%	0%	0%	0%	0%	0%	28%	27%	28%	5%	12%	0%	
Neutral	185	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	
Poor (0-4)	124	18%	8%	15%	29%	30%	0%	0%	0%	0%	0%	0%	0%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	389	1%	1%	0%	4%	3%	22%	15%	16%	15%	3%	6%	14%	
Neutral	161	4%	0%	4%	7%	5%	45%	10%	4%	7%	0%	1%	13%	
Poor (0-4)	97	11%	4%	9%	8%	14%	19%	6%	4%	3%	0%	4%	18%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	381	1%	0%	1%	4%	3%	21%	12%	15%	16%	3%	7%	17%	
Neutral	160	2%	0%	3%	1%	4%	44%	13%	6%	3%	1%	3%	20%	
Poor (0-4)	139	12%	4%	7%	14%	12%	21%	3%	7%	6%	0%	2%	12%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	239	1%	0%	0%	2%	1%	18%	12%	15%	22%	4%	8%	17%	
Neutral	163	3%	0%	1%	4%	3%	41%	15%	10%	4%	1%	4%	14%	
Poor (0-4)	198	7%	3%	8%	9%	13%	26%	8%	8%	6%	0%	2%	10%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	225	0%	0%	0%	1%	2%	18%	11%	18%	19%	5%	9%	17%	
Neutral	158	2%	0%	1%	1%	5%	40%	17%	8%	7%	1%	3%	15%	
Poor (0-4)	244	7%	3%	7%	12%	10%	25%	7%	8%	7%	1%	1%	12%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	189	2%	1%	1%	4%	3%	21%	11%	16%	16%	5%	7%	13%	
Neutral	148	1%	0%	0%	2%	3%	42%	19%	7%	8%	1%	4%	13%	
Poor (0-4)	295	5%	2%	5%	7%	8%	24%	7%	10%	11%	1%	3%	17%	

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	2%	0%	3%	2%	5%	21%	10%	12%	14%	8%	9%	14%
LOCATION													
Auckland	241	2%	1%	3%	3%	4%	19%	12%	11%	15%	8%	8%	14%
Wellington	77	4%	0%	2%	1%	7%	20%	10%	10%	12%	8%	10%	16%
Christchurch	82	1%	0%	4%	1%	7%	25%	9%	11%	11%	9%	11%	11%
Provincial	350	2%	0%	2%	3%	5%	23%	9%	13%	14%	7%	8%	14%
Rural	131	3%	0%	4%	4%	8%	23%	9%	9%	12%	5%	11%	12%
North Is	568	2%	1%	2%	3%	5%	21%	11%	11%	15%	8%	8%	13%
South Is	182	1%	0%	5%	1%	7%	23%	7%	13%	11%	7%	10%	15%
SEX													
Male	359	2%	0%	3%	3%	5%	19%	12%	12%	15%	9%	8%	12%
Female	391	2%	1%	3%	2%	5%	23%	8%	11%	13%	7%	9%	16%
AGE GROUP													
Under 30	157	1%	1%	1%	1%	5%	20%	11%	11%	11%	10%	11%	17%
30-44	225	2%	1%	4%	3%	4%	21%	10%	13%	15%	6%	10%	11%
45-59	196	3%	0%	4%	3%	7%	23%	11%	10%	16%	7%	5%	11%
60 Plus	172	1%	0%	2%	3%	5%	22%	7%	12%	13%	8%	10%	17%
PERSONAL INCOME													
Less than \$15,000	104	3%	0%	4%	1%	7%	27%	11%	11%	15%	6%	6%	9%
\$15,001-30,000	136	1%	2%	3%	5%	1%	20%	10%	11%	15%	8%	6%	18%
\$30,001-50,000	137	2%	1%	2%	2%	7%	17%	14%	13%	15%	5%	6%	16%
\$50,001-70,000	104	1%	0%	7%	1%	5%	27%	9%	9%	8%	5%	11%	17%
More than \$70,000	148	2%	1%	1%	2%	5%	21%	9%	14%	21%	9%	9%	6%
ETHNICITY													
Pacific Island	37	0%	0%	3%	0%	9%	5%	8%	27%	18%	0%	11%	19%
Maori	82	4%	2%	5%	4%	9%	21%	16%	9%	7%	4%	2%	17%
Non Maori/Non PI	633	2%	0%	2%	2%	5%	22%	9%	11%	15%	9%	10%	13%
BILL PAYER													
Yes	587	2%	1%	3%	2%	6%	22%	10%	12%	15%	6%	10%	11%
No	158	2%	0%	1%	3%	3%	18%	11%	12%	10%	11%	5%	24%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	1%	0%	1%	2%	4%	22%	10%	14%	15%	8%	10%	13%
Non-competitive (0-4)	277	4%	0%	6%	4%	8%	20%	11%	10%	11%	7%	7%	12%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	1%	0%	3%	2%	5%	21%	10%	13%	15%	8%	9%	13%
Non-competitive (0-4)	96	8%	0%	5%	9%	9%	21%	13%	7%	9%	6%	6%	7%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	1%	0%	3%	2%	5%	22%	10%	12%	15%	8%	9%	13%
Non-competitive (0-4)	86	8%	0%	4%	3%	10%	18%	10%	10%	12%	6%	6%	13%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	2%	0%	2%	3%	6%	18%	13%	14%	14%	9%	8%	11%
Non-competitive (0-4)	172	2%	0%	4%	2%	6%	23%	9%	16%	14%	7%	9%	8%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	2%	0%	3%	2%	5%	20%	11%	12%	15%	8%	10%	12%
Non-competitive (0-4)	74	6%	0%	4%	7%	11%	20%	9%	13%	12%	6%	4%	8%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	1%	0%	2%	1%	5%	22%	10%	13%	15%	8%	9%	14%
Non-competitive (0-4)	149	6%	0%	5%	6%	7%	20%	12%	8%	12%	8%	8%	8%

BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	539	1%	0%	2%	2%	4%	22%	11%	13%	16%	8%	9%	12%
Non-competitive (0-4)	147	4%	1%	5%	4%	10%	20%	11%	10%	9%	5%	8%	13%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	279	1%	0%	0%	1%	4%	13%	11%	18%	23%	13%	12%	4%
Neutral	185	1%	0%	4%	1%	4%	39%	13%	11%	9%	6%	7%	5%
Poor (0-4)	124	8%	2%	7%	10%	9%	26%	8%	7%	7%	3%	4%	9%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	389	0%	0%	0%	0%	0%	0%	19%	22%	27%	15%	17%	0%
Neutral	161	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	97	16%	4%	22%	19%	39%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	381	1%	0%	1%	1%	5%	15%	9%	17%	21%	11%	13%	6%
Neutral	160	0%	1%	3%	0%	3%	39%	18%	7%	8%	4%	5%	12%
Poor (0-4)	139	9%	2%	9%	9%	11%	25%	7%	6%	7%	4%	1%	10%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	239	1%	0%	0%	1%	4%	11%	10%	17%	19%	14%	17%	6%
Neutral	163	0%	1%	1%	1%	4%	43%	10%	11%	10%	4%	5%	10%
Poor (0-4)	198	6%	1%	8%	6%	7%	23%	13%	9%	11%	5%	5%	6%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	225	0%	0%	0%	0%	3%	10%	10%	17%	24%	14%	16%	6%
Neutral	158	2%	1%	3%	1%	2%	33%	11%	13%	10%	5%	10%	9%
Poor (0-4)	244	5%	1%	6%	6%	10%	31%	10%	9%	7%	5%	2%	8%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	189	0%	0%	1%	0%	2%	10%	14%	15%	22%	15%	17%	4%
Neutral	148	0%	0%	0%	2%	2%	40%	10%	14%	10%	7%	7%	8%
Poor (0-4)	295	4%	1%	6%	5%	10%	24%	9%	9%	12%	5%	5%	10%

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	4%	1%	3%	4%	7%	21%	11%	14%	14%	4%	8%	9%
LOCATION													
Auckland	241	5%	1%	3%	3%	6%	21%	11%	13%	14%	3%	10%	10%
Wellington	77	4%	1%	4%	5%	10%	18%	12%	6%	13%	3%	13%	11%
Christchurch	82	3%	1%	2%	2%	6%	32%	5%	14%	16%	8%	5%	6%
Provincial	350	3%	1%	4%	5%	7%	20%	11%	17%	14%	3%	6%	9%
Rural	131	6%	1%	6%	4%	8%	24%	8%	10%	16%	3%	8%	6%
North Is	568	4%	1%	3%	4%	7%	20%	11%	14%	14%	4%	9%	9%
South Is	182	3%	1%	4%	5%	5%	26%	9%	14%	14%	4%	6%	9%
SEX													
Male	359	5%	1%	3%	5%	9%	19%	10%	16%	12%	4%	8%	8%
Female	391	2%	1%	3%	3%	5%	24%	12%	13%	16%	3%	8%	10%
AGE GROUP													
Under 30	157	4%	0%	2%	1%	5%	21%	11%	12%	12%	4%	10%	18%
30-44	225	3%	1%	3%	4%	6%	19%	13%	17%	17%	2%	7%	8%
45-59	196	6%	1%	4%	7%	8%	23%	11%	16%	11%	5%	5%	3%
60 Plus	172	2%	2%	3%	4%	7%	22%	8%	11%	16%	4%	10%	11%
PERSONAL INCOME													
Less than \$15,000	104	7%	0%	2%	7%	4%	28%	12%	9%	10%	7%	10%	4%
\$15,001-30,000	136	1%	1%	5%	3%	7%	24%	13%	14%	17%	2%	4%	9%
\$30,001-50,000	137	3%	0%	3%	4%	6%	23%	11%	14%	17%	3%	7%	9%
\$50,001-70,000	104	1%	0%	5%	4%	7%	20%	3%	25%	16%	4%	5%	10%
More than \$70,000	148	5%	2%	1%	6%	9%	17%	12%	17%	14%	4%	9%	4%
ETHNICITY													
Pacific Island	37	0%	3%	0%	0%	5%	24%	11%	4%	21%	6%	12%	14%
Maori	82	6%	2%	7%	2%	6%	27%	10%	13%	10%	1%	2%	14%
Non Maori/Non PI	633	4%	1%	3%	4%	7%	21%	11%	15%	14%	4%	8%	8%
BILL PAYER													
Yes	587	3%	1%	4%	5%	8%	20%	10%	15%	16%	3%	9%	6%
No	158	7%	0%	1%	2%	4%	23%	13%	10%	7%	5%	5%	23%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	2%	1%	3%	4%	6%	24%	8%	15%	15%	5%	9%	8%
Non-competitive (0-4)	277	6%	2%	3%	5%	9%	20%	13%	14%	13%	2%	5%	8%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	2%	1%	3%	3%	6%	22%	12%	15%	15%	4%	8%	9%
Non-competitive (0-4)	96	13%	2%	2%	10%	10%	19%	8%	12%	10%	2%	6%	6%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	3%	1%	2%	4%	6%	22%	10%	15%	15%	5%	8%	9%
Non-competitive (0-4)	86	9%	2%	9%	4%	10%	15%	14%	15%	9%	0%	6%	7%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	2%	2%	2%	5%	8%	22%	12%	13%	14%	5%	6%	9%
Non-competitive (0-4)	172	5%	1%	3%	7%	6%	22%	11%	19%	11%	1%	9%	5%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	2%	1%	3%	4%	5%	23%	11%	15%	15%	5%	8%	8%
Non-competitive (0-4)	74	13%	3%	3%	9%	17%	13%	10%	11%	9%	0%	7%	5%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	2%	1%	2%	3%	5%	23%	11%	16%	16%	4%	8%	9%
Non-competitive (0-4)	149	12%	2%	4%	7%	11%	19%	13%	9%	10%	1%	6%	6%
BUSINESSES-ELEC. RETAILERS													

Competitive (5-10)	539	2%	1%	2%	4%	6%	23%	11%	16%	16%	5%	7%	7%
Non-competitive (0-4)	147	9%	2%	5%	7%	9%	19%	9%	12%	12%	0%	7%	9%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	279	2%	1%	0%	2%	4%	15%	15%	19%	22%	7%	10%	3%
Neutral	185	1%	0%	4%	5%	6%	38%	10%	16%	9%	1%	7%	3%
Poor (0-4)	124	13%	4%	9%	11%	18%	13%	11%	7%	6%	1%	4%	3%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	389	1%	0%	2%	2%	4%	17%	12%	20%	21%	5%	11%	5%
Neutral	161	3%	0%	2%	7%	10%	39%	10%	11%	8%	1%	5%	4%
Poor (0-4)	97	14%	6%	11%	13%	13%	10%	11%	5%	7%	4%	5%	1%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	381	0%	0%	0%	0%	0%	0%	21%	29%	28%	7%	15%	0%
Neutral	160	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	139	20%	5%	17%	22%	36%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	239	1%	0%	1%	1%	2%	10%	12%	24%	24%	9%	14%	2%
Neutral	163	1%	0%	2%	5%	3%	42%	10%	13%	9%	1%	10%	4%
Poor (0-4)	198	10%	3%	8%	9%	16%	23%	11%	8%	8%	1%	1%	2%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	225	2%	0%	1%	0%	1%	11%	10%	22%	25%	10%	15%	3%
Neutral	158	3%	0%	2%	2%	4%	42%	14%	12%	9%	1%	8%	3%
Poor (0-4)	244	7%	3%	7%	9%	16%	19%	11%	10%	10%	1%	3%	4%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	189	3%	0%	1%	1%	2%	13%	11%	20%	22%	9%	15%	3%
Neutral	148	1%	0%	0%	2%	7%	40%	9%	18%	10%	1%	8%	4%
Poor (0-4)	295	7%	2%	6%	8%	13%	20%	11%	11%	13%	2%	3%	4%

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 Extremely poor	1	2	3	4	5 Neutral	6	7	8	9	10 Extremely good	Unsure
ALL	750	4%	2%	5%	7%	8%	22%	8%	12%	7%	1%	4%	20%
LOCATION													
Auckland	241	3%	2%	6%	9%	7%	20%	5%	14%	8%	1%	5%	20%
Wellington	77	6%	4%	5%	5%	13%	21%	4%	6%	9%	1%	5%	21%
Christchurch	82	3%	1%	5%	9%	7%	25%	12%	9%	8%	2%	0%	19%
Provincial	350	5%	1%	4%	6%	8%	22%	11%	12%	6%	1%	4%	20%
Rural	131	8%	2%	7%	6%	12%	20%	10%	9%	7%	0%	4%	15%
North Is	568	4%	2%	5%	7%	9%	20%	8%	12%	8%	1%	4%	20%
South Is	182	4%	2%	5%	7%	6%	27%	8%	11%	7%	1%	1%	21%
SEX													
Male	359	5%	3%	6%	8%	9%	19%	10%	14%	7%	1%	3%	15%
Female	391	4%	1%	4%	6%	7%	24%	7%	9%	8%	1%	5%	24%
AGE GROUP													
Under 30	157	3%	2%	2%	7%	7%	16%	8%	13%	11%	0%	5%	26%
30-44	225	3%	1%	4%	7%	8%	25%	9%	16%	5%	1%	3%	18%
45-59	196	6%	4%	8%	7%	10%	23%	7%	8%	5%	1%	4%	17%
60 Plus	172	4%	1%	4%	7%	7%	22%	9%	8%	10%	2%	4%	22%
PERSONAL INCOME													
Less than \$15,000	104	5%	1%	2%	8%	11%	21%	13%	7%	6%	1%	7%	18%
\$15,001-30,000	136	4%	1%	8%	6%	4%	20%	8%	17%	10%	1%	2%	19%
\$30,001-50,000	137	1%	2%	4%	6%	7%	23%	8%	10%	6%	2%	4%	27%
\$50,001-70,000	104	5%	2%	7%	7%	9%	22%	9%	10%	10%	0%	1%	18%
More than \$70,000	148	4%	4%	5%	9%	13%	23%	6%	15%	5%	1%	3%	12%
ETHNICITY													
Pacific Island	37	0%	0%	9%	5%	6%	18%	5%	13%	0%	0%	9%	35%
Maori	82	8%	2%	5%	6%	13%	24%	3%	10%	3%	1%	2%	23%
Non Maori/Non PI	633	4%	2%	5%	7%	7%	22%	9%	12%	8%	1%	4%	19%
BILL PAYER													
Yes	587	5%	2%	5%	8%	8%	23%	8%	12%	7%	1%	4%	17%
No	158	3%	3%	5%	5%	6%	18%	8%	9%	9%	0%	3%	31%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	3%	2%	4%	7%	8%	22%	9%	12%	8%	1%	4%	20%
Non-competitive (0-4)	277	6%	2%	7%	7%	10%	20%	7%	12%	8%	1%	3%	17%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	3%	2%	5%	6%	8%	22%	9%	12%	8%	1%	4%	20%
Non-competitive (0-4)	96	15%	4%	5%	9%	12%	19%	5%	9%	8%	0%	3%	11%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	4%	2%	4%	7%	8%	23%	9%	11%	8%	1%	4%	19%
Non-competitive (0-4)	86	10%	3%	10%	8%	9%	17%	5%	14%	4%	0%	1%	19%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	3%	3%	6%	7%	9%	19%	10%	12%	9%	0%	2%	20%
Non-competitive (0-4)	172	3%	3%	6%	7%	11%	24%	6%	13%	7%	1%	4%	15%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	4%	2%	4%	6%	8%	22%	8%	12%	9%	1%	4%	20%
Non-competitive (0-4)	74	10%	2%	9%	14%	11%	20%	5%	16%	2%	0%	1%	10%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	3%	1%	4%	6%	7%	22%	10%	13%	8%	1%	4%	21%
Non-competitive (0-4)	149	10%	4%	8%	10%	13%	21%	5%	8%	7%	1%	1%	12%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	539	3%	1%	6%	7%	8%	22%	9%	13%	8%	1%	4%	18%

Non-competitive (0-4)	147	9%	5%	3%	9%	10%	24%	5%	7%	8%	0%	2%	18%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	279	3%	2%	2%	5%	6%	19%	13%	18%	14%	2%	4%	12%
Neutral	185	4%	0%	6%	8%	9%	36%	8%	7%	4%	1%	4%	13%
Poor (0-4)	124	12%	8%	8%	19%	16%	16%	2%	4%	1%	0%	3%	11%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	389	2%	1%	3%	5%	10%	16%	11%	17%	13%	1%	6%	15%
Neutral	161	5%	1%	7%	9%	6%	43%	7%	6%	1%	0%	2%	13%
Poor (0-4)	97	16%	9%	9%	12%	12%	13%	5%	3%	3%	2%	1%	15%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	381	2%	0%	2%	4%	7%	18%	13%	18%	14%	2%	6%	14%
Neutral	160	3%	1%	6%	7%	11%	43%	5%	8%	1%	0%	1%	14%
Poor (0-4)	139	15%	10%	12%	17%	11%	13%	3%	2%	1%	0%	1%	15%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	239	0%	0%	0%	0%	0%	0%	26%	36%	23%	3%	12%	0%
Neutral	163	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	198	16%	8%	19%	26%	31%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	225	0%	0%	2%	4%	3%	15%	14%	22%	20%	2%	8%	10%
Neutral	158	4%	1%	3%	7%	8%	44%	9%	10%	3%	0%	4%	7%
Poor (0-4)	244	11%	6%	11%	13%	14%	17%	5%	6%	1%	0%	1%	15%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	189	2%	1%	2%	5%	6%	14%	13%	20%	19%	2%	8%	8%
Neutral	148	1%	1%	2%	4%	9%	42%	10%	14%	3%	1%	2%	11%
Poor (0-4)	295	9%	4%	10%	11%	11%	19%	7%	7%	5%	0%	1%	16%

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 Extreme Base ly poor	1	2	3	4	5 Neut ral	6	7	8	9	10 Extreme ly good	Unsure
ALL	750	7%	2%	6%	9%	9%	21%	9%	11%	5%	1%	4%	16%
LOCATION													
Auckland	241	8%	2%	5%	11%	10%	17%	11%	10%	4%	2%	3%	17%
Wellington	77	7%	2%	4%	11%	14%	14%	5%	14%	3%	2%	4%	20%
Christchurch	82	7%	1%	5%	3%	9%	36%	12%	10%	5%	1%	1%	10%
Provincial	350	6%	3%	7%	9%	7%	22%	7%	11%	7%	1%	4%	16%
Rural	131	6%	2%	11%	9%	8%	25%	9%	8%	6%	1%	7%	8%
North Is	568	7%	2%	6%	9%	10%	18%	8%	11%	5%	2%	4%	18%
South Is	182	7%	2%	6%	9%	6%	31%	9%	10%	6%	0%	2%	12%
SEX													
Male	359	7%	3%	7%	11%	9%	20%	8%	11%	7%	2%	3%	12%
Female	391	6%	1%	5%	8%	9%	22%	9%	11%	4%	1%	4%	20%
AGE GROUP													
Under 30	157	3%	2%	3%	7%	7%	22%	12%	10%	6%	0%	5%	23%
30-44	225	5%	3%	6%	11%	9%	23%	7%	15%	5%	1%	3%	12%
45-59	196	9%	3%	6%	12%	11%	18%	9%	9%	3%	2%	3%	15%
60 Plus	172	8%	1%	6%	5%	9%	22%	8%	9%	8%	3%	3%	18%
PERSONAL INCOME													
Less than \$15,000	104	5%	1%	6%	6%	10%	24%	12%	7%	7%	1%	6%	15%
\$15,001-30,000	136	7%	4%	5%	8%	9%	23%	10%	10%	5%	2%	1%	16%
\$30,001-50,000	137	1%	3%	8%	13%	8%	20%	8%	13%	5%	1%	3%	17%
\$50,001-70,000	104	7%	1%	2%	12%	14%	12%	8%	11%	9%	3%	2%	19%
More than \$70,000	148	8%	3%	6%	11%	11%	22%	8%	14%	4%	2%	3%	8%
ETHNICITY													
Pacific Island	37	3%	0%	2%	12%	11%	18%	22%	0%	3%	0%	9%	20%
Maori	82	7%	0%	5%	7%	10%	29%	4%	7%	6%	2%	3%	20%
Non Maori/Non PI	633	7%	2%	6%	9%	9%	21%	8%	12%	5%	2%	3%	16%
BILL PAYER													
Yes	587	7%	3%	6%	10%	10%	21%	8%	12%	5%	2%	4%	12%
No	158	5%	1%	5%	5%	5%	20%	9%	8%	6%	0%	3%	33%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	5%	1%	5%	7%	8%	20%	10%	14%	6%	2%	5%	17%
Non-competitive (0-4)	277	9%	4%	6%	14%	12%	22%	7%	9%	4%	0%	2%	11%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	5%	2%	5%	8%	10%	21%	10%	13%	6%	1%	4%	15%
Non-competitive (0-4)	96	14%	3%	9%	21%	5%	17%	5%	1%	4%	4%	1%	16%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	5%	2%	5%	8%	9%	22%	9%	12%	6%	2%	4%	16%
Non-competitive (0-4)	86	16%	5%	11%	19%	8%	15%	4%	3%	5%	0%	1%	13%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	5%	2%	7%	12%	9%	21%	10%	11%	4%	0%	2%	17%
Non-competitive (0-4)	172	9%	3%	3%	11%	11%	19%	11%	13%	6%	2%	3%	9%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	6%	2%	6%	8%	9%	22%	9%	11%	6%	2%	4%	15%
Non-competitive (0-4)	74	16%	3%	6%	20%	10%	19%	2%	10%	1%	0%	0%	13%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	5%	2%	5%	8%	10%	21%	10%	12%	6%	2%	4%	15%
Non-competitive (0-4)	149	11%	4%	9%	16%	8%	20%	4%	9%	3%	0%	1%	15%

BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	539	5%	1%	5%	8%	10%	21%	10%	14%	6%	2%	4%	14%	
Non-competitive (0-4)	147	10%	5%	7%	17%	8%	25%	4%	3%	5%	2%	1%	13%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	279	3%	1%	5%	5%	6%	20%	15%	18%	11%	3%	5%	8%	
Neutral	185	6%	3%	6%	9%	10%	34%	5%	10%	2%	1%	4%	10%	
Poor (0-4)	124	20%	5%	10%	21%	19%	13%	2%	3%	0%	0%	0%	7%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	389	2%	1%	4%	7%	8%	20%	13%	18%	8%	2%	5%	12%	
Neutral	161	11%	3%	8%	15%	9%	32%	3%	3%	3%	1%	4%	8%	
Poor (0-4)	97	20%	7%	13%	14%	15%	15%	5%	1%	0%	0%	1%	9%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	381	2%	1%	4%	7%	8%	18%	14%	17%	10%	2%	6%	11%	
Neutral	160	7%	1%	3%	9%	10%	41%	4%	7%	2%	2%	1%	13%	
Poor (0-4)	139	21%	6%	15%	17%	14%	13%	1%	4%	0%	0%	2%	7%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	239	2%	0%	2%	3%	8%	17%	18%	22%	12%	2%	8%	6%	
Neutral	163	4%	4%	3%	8%	6%	43%	5%	9%	3%	2%	2%	11%	
Poor (0-4)	198	15%	4%	14%	19%	13%	18%	3%	5%	1%	0%	1%	7%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	225	0%	0%	0%	0%	0%	0%	28%	37%	18%	5%	12%	0%	
Neutral	158	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	
Poor (0-4)	244	20%	7%	18%	28%	27%	0%	0%	0%	0%	0%	0%	0%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	189	3%	1%	2%	1%	5%	15%	20%	23%	14%	3%	9%	4%	
Neutral	148	2%	0%	2%	6%	6%	44%	6%	12%	6%	2%	4%	10%	
Poor (0-4)	295	13%	5%	11%	17%	15%	17%	5%	5%	1%	1%	0%	10%	

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	11 Unsure
ALL	750	8%	3%	7%	10%	11%	20%	9%	7%	6%	1%	2%	16%
LOCATION													
Auckland	241	8%	1%	7%	12%	11%	19%	10%	6%	6%	1%	2%	17%
Wellington	77	6%	3%	14%	14%	12%	9%	10%	9%	5%	1%	4%	13%
Christchurch	82	8%	4%	4%	16%	11%	23%	10%	6%	7%	2%	4%	5%
Provincial	350	8%	4%	6%	8%	10%	22%	8%	7%	6%	1%	2%	18%
Rural	131	11%	5%	9%	6%	11%	16%	12%	6%	5%	2%	8%	9%
North Is	568	8%	2%	7%	10%	11%	20%	9%	7%	6%	1%	2%	17%
South Is	182	9%	4%	6%	11%	11%	20%	9%	5%	7%	1%	3%	14%
SEX													
Male	359	9%	3%	7%	11%	12%	21%	11%	6%	5%	1%	2%	12%
Female	391	7%	3%	7%	10%	10%	18%	8%	7%	6%	1%	3%	20%
AGE GROUP													
Under 30	157	4%	0%	3%	13%	7%	16%	12%	8%	7%	1%	0%	29%
30-44	225	7%	3%	8%	11%	12%	24%	10%	9%	4%	2%	2%	8%
45-59	196	12%	4%	11%	10%	13%	19%	6%	3%	6%	0%	4%	12%
60 Plus	172	9%	4%	5%	8%	11%	19%	9%	6%	7%	1%	3%	18%
PERSONAL INCOME													
Less than \$15,000	104	10%	1%	6%	11%	9%	24%	10%	4%	6%	0%	2%	17%
\$15,001-30,000	136	5%	3%	7%	10%	9%	17%	15%	5%	9%	0%	2%	18%
\$30,001-50,000	137	7%	3%	10%	9%	13%	20%	7%	6%	5%	2%	1%	17%
\$50,001-70,000	104	7%	4%	6%	12%	14%	18%	6%	11%	3%	0%	5%	14%
More than \$70,000	148	10%	2%	8%	12%	13%	23%	9%	9%	5%	2%	2%	5%
ETHNICITY													
Pacific Island	37	0%	0%	0%	19%	9%	19%	10%	11%	3%	0%	0%	29%
Maori	82	12%	1%	7%	7%	13%	23%	3%	6%	5%	1%	2%	20%
Non Maori/Non PI	633	8%	3%	7%	11%	11%	20%	10%	6%	6%	1%	3%	14%
BILL PAYER													
Yes	587	9%	3%	8%	11%	12%	19%	9%	7%	6%	2%	2%	12%
No	158	6%	1%	5%	7%	7%	22%	11%	4%	5%	0%	3%	29%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	419	5%	3%	6%	8%	10%	22%	11%	9%	8%	0%	3%	15%
Non-competitive (0-4)	277	13%	3%	10%	14%	14%	18%	7%	3%	3%	2%	2%	11%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	617	6%	2%	7%	11%	12%	20%	10%	7%	6%	1%	2%	16%
Non-competitive (0-4)	96	22%	5%	12%	10%	9%	20%	4%	4%	3%	2%	0%	9%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	636	6%	2%	6%	11%	12%	20%	10%	7%	7%	1%	3%	15%
Non-competitive (0-4)	86	20%	8%	16%	7%	7%	18%	8%	4%	0%	1%	0%	11%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	251	8%	3%	8%	11%	10%	19%	11%	8%	8%	1%	2%	11%
Non-competitive (0-4)	172	8%	2%	9%	11%	12%	21%	11%	7%	2%	1%	1%	15%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	578	7%	3%	6%	10%	11%	22%	11%	7%	6%	2%	2%	13%
Non-competitive (0-4)	74	20%	5%	15%	15%	11%	10%	6%	3%	2%	1%	0%	12%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	560	5%	2%	7%	10%	12%	21%	10%	7%	7%	1%	3%	15%
Non-competitive (0-4)	149	20%	5%	9%	14%	9%	14%	8%	6%	2%	1%	0%	12%

BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	539	6%	3%	6%	9%	12%	21%	11%	8%	7%	2%	2%	13%	
Non-competitive (0-4)	147	17%	5%	12%	18%	8%	18%	4%	3%	1%	1%	0%	13%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	279	5%	1%	7%	9%	12%	20%	13%	10%	12%	1%	2%	8%	
Neutral	185	7%	4%	7%	11%	10%	33%	7%	6%	5%	0%	3%	7%	
Poor (0-4)	124	22%	6%	10%	16%	10%	8%	7%	4%	0%	4%	1%	12%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	389	3%	2%	6%	9%	11%	18%	16%	11%	10%	1%	3%	10%	
Neutral	161	9%	3%	9%	13%	10%	37%	3%	1%	2%	2%	4%	7%	
Poor (0-4)	97	27%	6%	13%	15%	16%	6%	3%	1%	0%	0%	1%	12%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	381	4%	1%	6%	9%	11%	18%	13%	11%	10%	2%	3%	12%	
Neutral	160	7%	3%	4%	11%	12%	37%	8%	1%	3%	0%	3%	11%	
Poor (0-4)	139	24%	7%	14%	17%	12%	11%	3%	3%	0%	1%	2%	6%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	239	3%	1%	1%	9%	9%	19%	18%	12%	13%	2%	4%	9%	
Neutral	163	6%	2%	7%	8%	13%	38%	7%	4%	1%	1%	3%	10%	
Poor (0-4)	198	19%	5%	14%	17%	11%	13%	6%	3%	4%	1%	1%	6%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	225	1%	1%	2%	4%	8%	19%	19%	16%	17%	2%	5%	6%	
Neutral	158	6%	2%	3%	14%	6%	41%	8%	4%	3%	0%	3%	10%	
Poor (0-4)	244	18%	6%	15%	16%	18%	10%	5%	2%	1%	2%	1%	6%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	189	0%	0%	0%	0%	0%	0%	36%	26%	23%	5%	10%	0%	
Neutral	148	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	
Poor (0-4)	295	21%	7%	18%	27%	27%	0%	0%	0%	0%	0%	0%	0%	

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