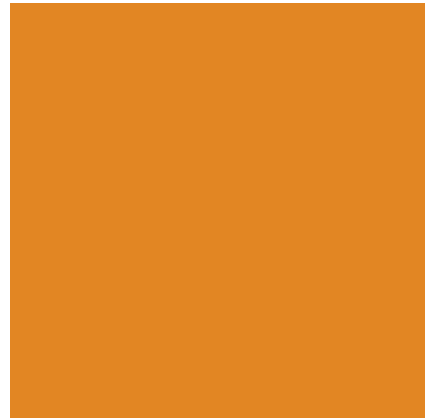


# Electricity Authority

CRE Aspirations:

UMR Omnibus Results

February 2017



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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 25<sup>th</sup> of January to the 2<sup>nd</sup> of February 2017 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 the UMR Omnibus survey since 2011.

## 1.2 Sample profile

Just above three quarters (76%) of those surveyed were bill payers, a small decline from the proportion surveyed in 2015 (79%).

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

# Executive summary

## ■ Industry competition

Almost three quarters (73%)<sup>1</sup> of New Zealanders continued to think of electricity retailers as competitive. This was an increase of 4% from 2015. This was the highest rating recorded since tracking began. Those who pay the household electricity bill or have a say on the choice of electricity retailer ('bill payers') were marginally more likely to rate electricity retailers as competitive compared to non-bill payers (73% compared to 70%).

**73%** believe electricity retailers were competitive, up **4%**

Of seven industries included in the study, 'electricity retailers' climbed in rankings to third out of seven on being competitive. There were falls in perceived competitiveness across - 'petrol prices at petrol stations', 'electrical good stores' and 'banks and other financial services'.

As found in previous years, females were more likely to rate each business as competitive than males. Additionally, respondents that ranked one type of business as competitive were more likely to rank other types of business as competitive and those that rated aspects of the electricity industry as 'good' were also more likely to rank any given business as competitive.

## ■ Rating aspects of the electricity industry

Ratings across all six aspects used to assess the performance of the electricity industry improved this track. All aspects recorded a new high in the latest track. More of the general public rated all aspects as good than they did poor. 'Reliability of supply' had the largest change in rating, up 11% from 2015 to 59%<sup>2</sup>.

Even though there has been a reduction in the proportions of those that feel they do not know enough to make a firm judgement on the different aspects of the industry, it is still impacting the ratings. Between 29% and 44% gave a 'neutral' or 'unsure' response when rating the different aspects.

**Over a quarter (29%)** gave a neutral rating or said they were unsure about all aspects of the industry

**59%** rated reliability of supply as 'good', up **11%**

**59%** rated 'electricity is generated and supplied efficiently as 'good', up **7%**

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<sup>1</sup> Ratings were on a 0-10 scale where 0 meant 'not at all competitive', 5 'neutral' and 10 'Extremely competitive'. Those who gave a 5-10 rating are described as rating an industry as 'competitive', those who gave a 0-4 rating are described as rating an industry as 'not competitive'.

<sup>2</sup> Ratings were on a 0-10 scale where 0 meant 'extremely 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.

The aspects that scored the highest good <sup>2</sup> ratings related to 'industry efficiency' and 'reliability of supply'. An increase in the 'good' rating for 'reliability of supply' saw this aspect regain equal top ranking.

Despite increases in 'good ratings' the weakest ratings were still recorded across aspects related to competition.

Ratings for bill payers were generally similar to the general public. The biggest difference between bill payers and non-bill payers was for the aspect regarding 'electricity meeting ongoing needs', where bill payers had a 'good' rating of 41% compared to 48% for non-bill payers. Non-bill payers generally rated aspects of the electricity industry slightly higher than bill payers except for the aspect 'a reliable supply of electricity'.

Unlike perceived competitiveness of industries, males generally tended to rate these aspects of the electricity industry higher than females. Younger respondents (under 30s) were more likely to rate these aspects as good than older respondents.

Similar to 2015, those who rated 'electricity retailers' as competitive were more likely to give a 'good' rating than those who thought they were uncompetitive for all the aspects. Also those who rated any one aspect as good were more likely to rate other aspects as good than those who gave a poor rating.

**32%** rated 'competition between retailers ensures prices paid rise in line with costs' as 'good', **up 7%**

**34%** rated 'competition among generators ensures efficient power stations are built' as 'good', **up 8%**

**43%** rated enough electricity to meet ongoing needs as 'good', **up 9%**

**38%** rated the market ensuring the right mix of power stations as 'good', **up 7%**

# Industry competition

## 3.1 Rating industry competition

Perceived competitiveness increased in four out of seven of the industries tested in the latest monitor, which included 'electricity retailers'. Perceived competitiveness decreased for 'petrol prices at petrol stations', and 'electrical goods stores' while competitiveness of 'banks and other financial services' remained relatively stable.

'Electricity retailers' now rank in third position on competitiveness with 73%, behind 'telephone companies' and 'supermarkets'.

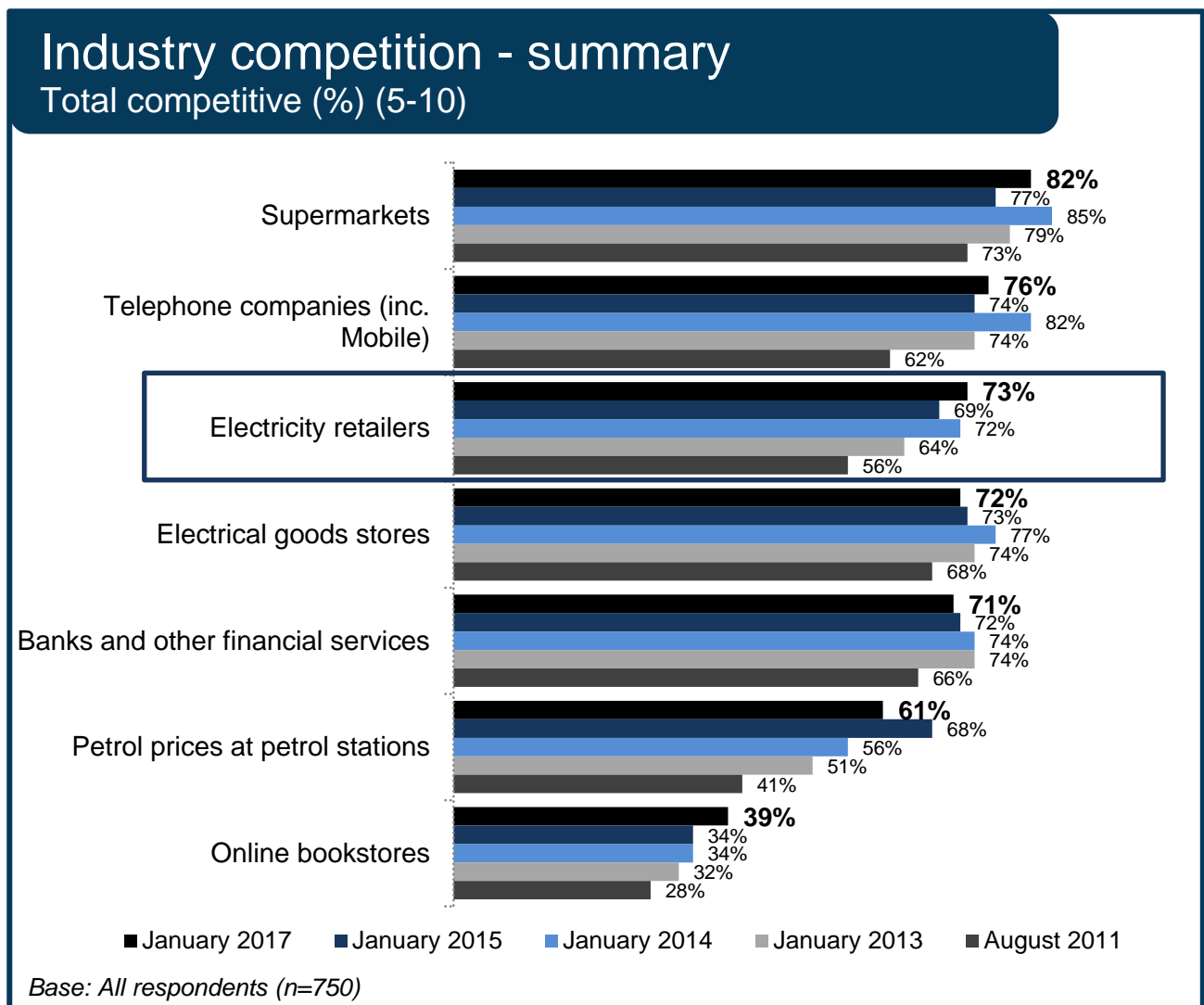


Figure 1. A summary of ratings of competitiveness across different industries, tracked 2011-2017

## ■ Electricity retailers

The proportion of people who thought that 'electricity retailers' were competitive increased slightly (up 4% to 73%). This increase comprised of a 7% rise for those who chose 6-10 and a 3% decline for those who chose an adequate rating. Perceived competitiveness of 'electricity retailers' is recorded its highest rating since tracking began in 2011.

## ■ Most competitive

'Supermarkets' and 'telephone companies' were two of the industries which rose in perceived competitiveness this track and still rank the most competitive of the list of industries at 82% (up 5%) and 76% up (2%) respectively.

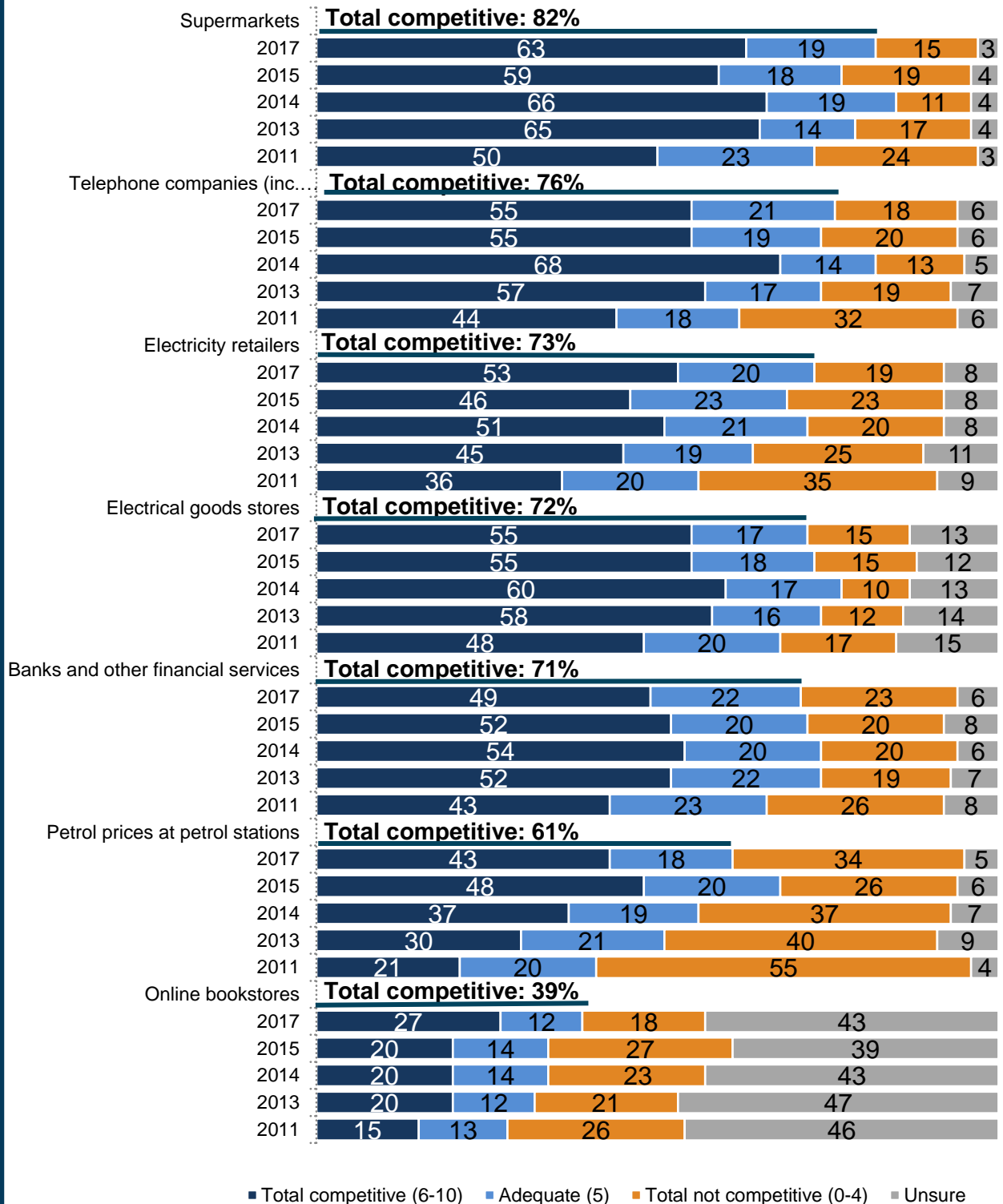
'Electrical goods stores' reduced slightly in perceived competitiveness for the second consecutive track. Now falling behind 'electricity retailers' in rankings with 72% perceived competitiveness.

## ■ Least competitive

Even after a rise of 5%, 'online bookstores' were once again rated the least competitive on 39%. Same as the last track, the proportion of respondents who reported being unsure of the competitiveness of online bookstores dominated the rating (43%, up 4%).

Perceived competitiveness of 'petrol prices at petrol stations' dropped by 7% to 61%. The proportion of respondents who reported 'petrol prices at petrol stations' were not competitive rose by 8% this track to 34%. This makes this industry the second least competitive industry out of those tested.

# Industry competition (%)



Base: All respondents (n=750)

**Figure 2. Ratings of competitiveness across different industries, tracked 2011-2017**



## 3.2 Rating industry competition across bill payers

Perceived competitiveness across bill payers showed similar trends to the general results, with the same industries rising in perceived competitiveness and the same industries showing a decline in ratings. The ranking of the industries was also the same as the general results with 'electricity retailers' ranked third on competitiveness across bill payers.

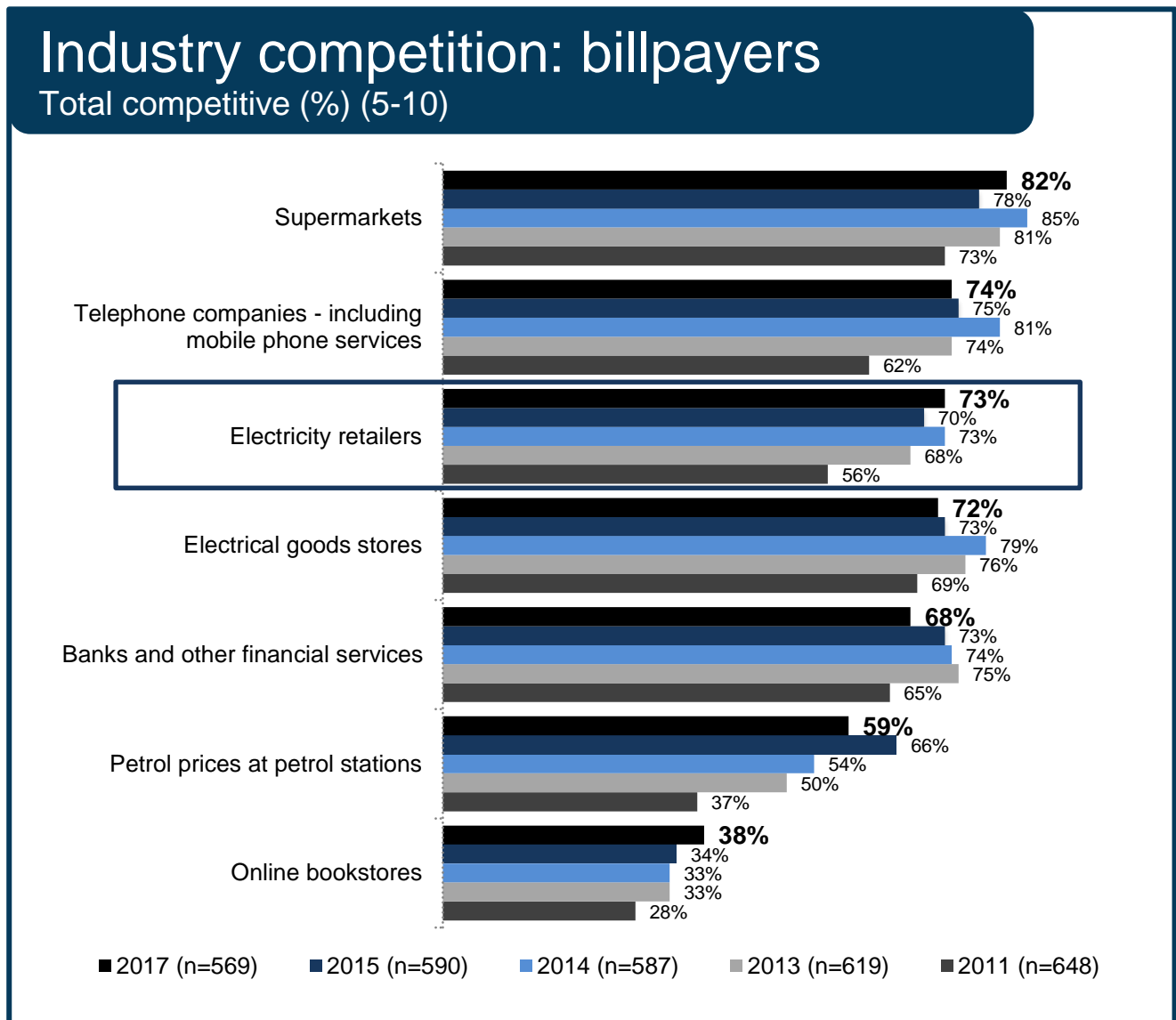


Figure 3. A summary of ratings of competitiveness across different industries as rated by bill payers, tracked 2011-2017

### 3.3 Bill payers compared with non-bill payers

In general, non-bill payers rated an industry as more competitive than their bill paying counterparts. There were only two industries in which bill payers rated the industry more competitive than non-bill payers. Nearly a quarter (73%) of bill payers rated 'electricity retailers' as more competitive compared to 70% of non-bill payers. The other industry was 'electrical goods stores' with 72% of bill payers rating 'electrical goods stores' as competitive compared to 69% of non-bill payers.

The largest difference in competitiveness between bill payers and non-bill payers was recorded for 'petrol prices at petrol stations'. A 10% difference between the groups was registered with 59% of bill payers rating the industry competitive and 69% of non-bill payers.

There were also significant differences in competitiveness between bill payers and non-bill payers when rating 'telephone companies' (difference of 8%) and 'banks and other financial services' (difference of 9%).

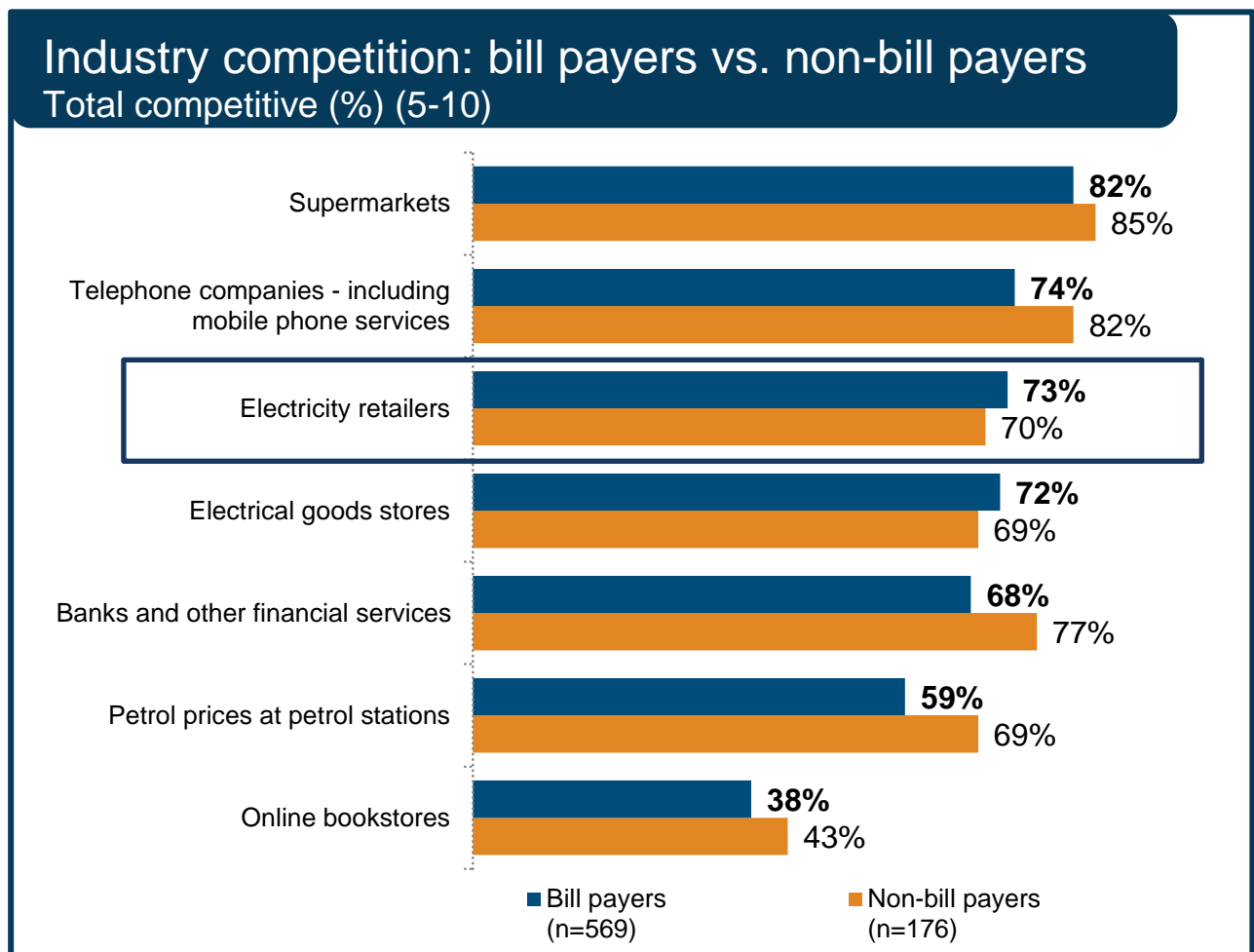
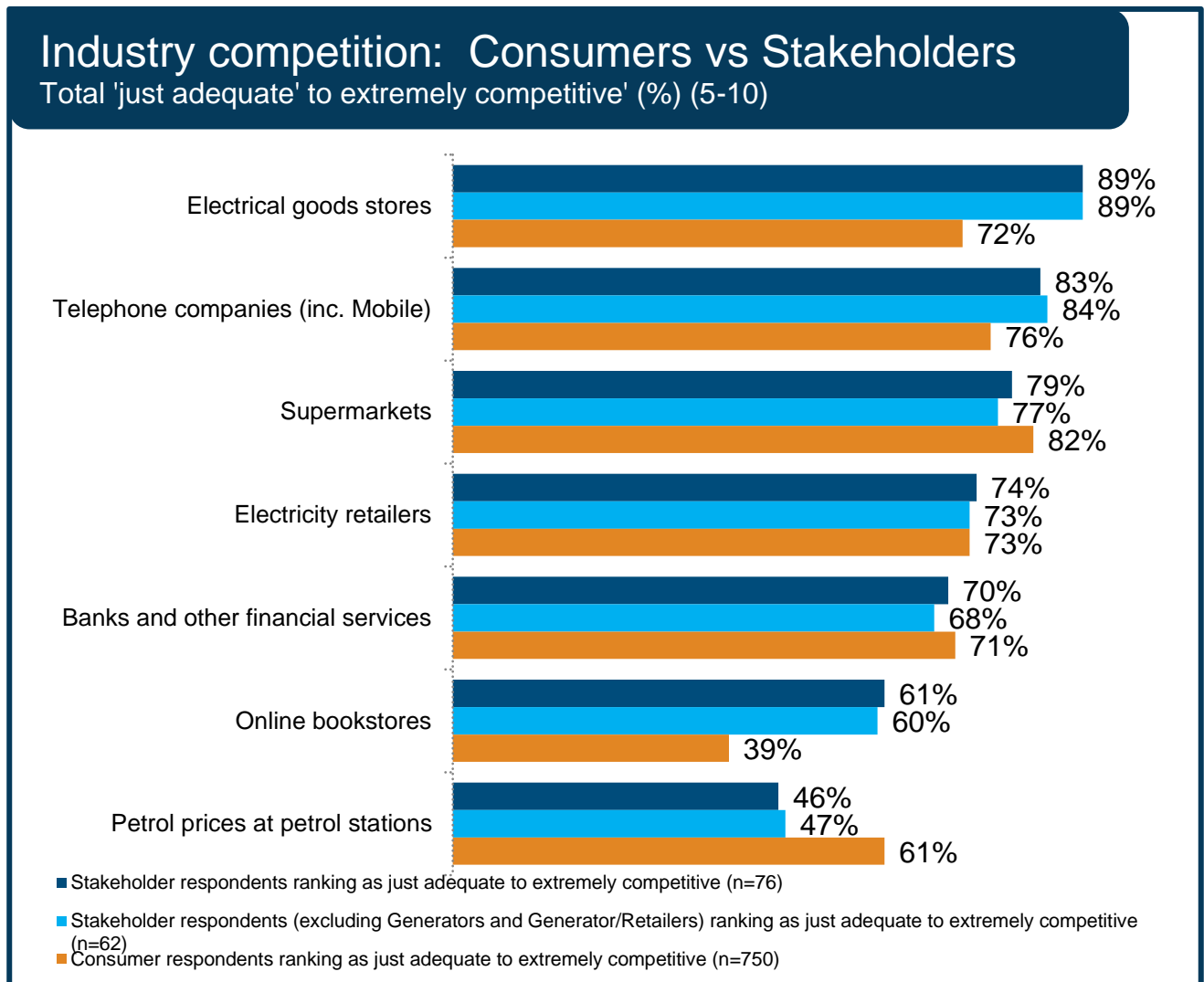


Figure 4. Ratings of competitiveness across different industries as rated by bill payers compared to non-bill payers in 2017

## 3.4 Consumers compared with stakeholders

Consumers were generally the same or less likely to rate industries as competitive when compared to stakeholders. The exception was for 'petrol prices at petrol stations', with 61% of consumers rating them as competitive compared to 46% of stakeholders.

The industry with the largest difference in perceived competition between consumers and stakeholders were 'online bookstores', with 61% of stakeholders considering them to be competitive compared to only 39% of consumers. However, there was a large component of respondents who were 'unsure' on the rating of this industry (43%).



**Figure 5. Ratings of competitiveness across different industries as rated by consumers compared to stakeholders in 2017**

# The electricity industry

## 4.1 Rating aspects of the electricity industry

Performance of the electricity industry across all six key aspects improved this track.

As found in previous years, aspects related to efficient supply and reliability rated better than did those related to competitiveness of the industry. 'Electricity market ensures electricity is generated and supplied efficiently' and 'a reliable supply of electricity each day' received the highest ratings with each being rated 59% 'good' (6-10 on a scale of 0-10, where 0 means extremely poor and 10 means extremely good).

'A reliable supply of electricity each day' had the largest change in rating with an increase of 11% from 2015.

All aspects recorded a new high in this monitor since tracking began in 2011.

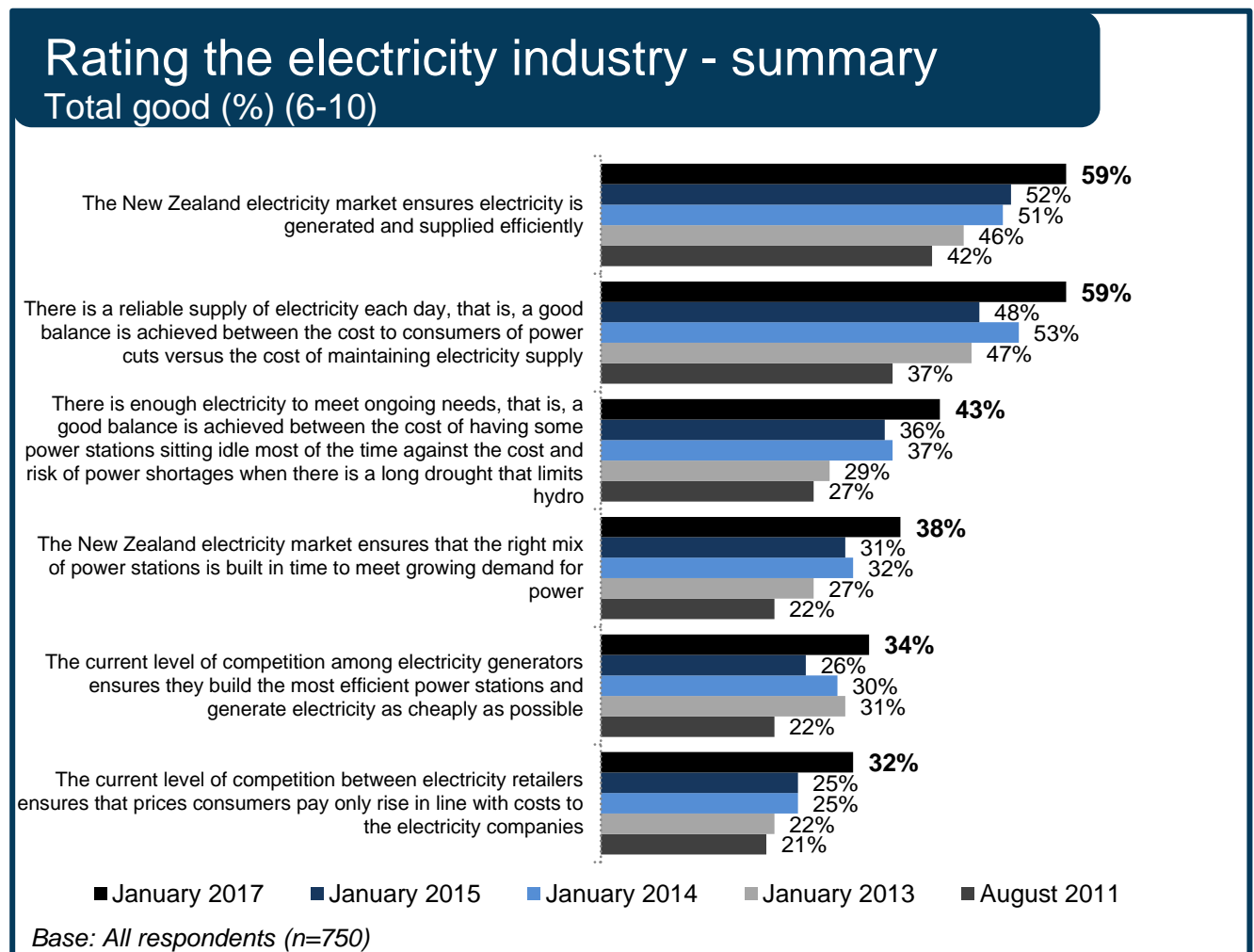


Figure 6. A summary of performance of aspects of the electricity industry, tracked 2011-2017.

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

For the third consecutive survey, over half of the general public rated the aspect '*The New Zealand electricity market ensures electricity is generated and supplied efficiently*' as good (up 7% to 59%).

## ■ Reliable supply of electricity each day – equal best

Almost three fifths (59%) 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 11%. This increase put this aspect equal first with the efficiency aspect.

## ■ Enough electricity to meet ongoing needs – remains third among the six aspects.

*'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'* remained third in ranking despite a 7% increase in the rating to 43%.

## ■ Electricity market ensures the right mix of power stations built in time to meet demand – remains fourth out of six

The aspect '*The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power*' also increased to 38% (up 7%).

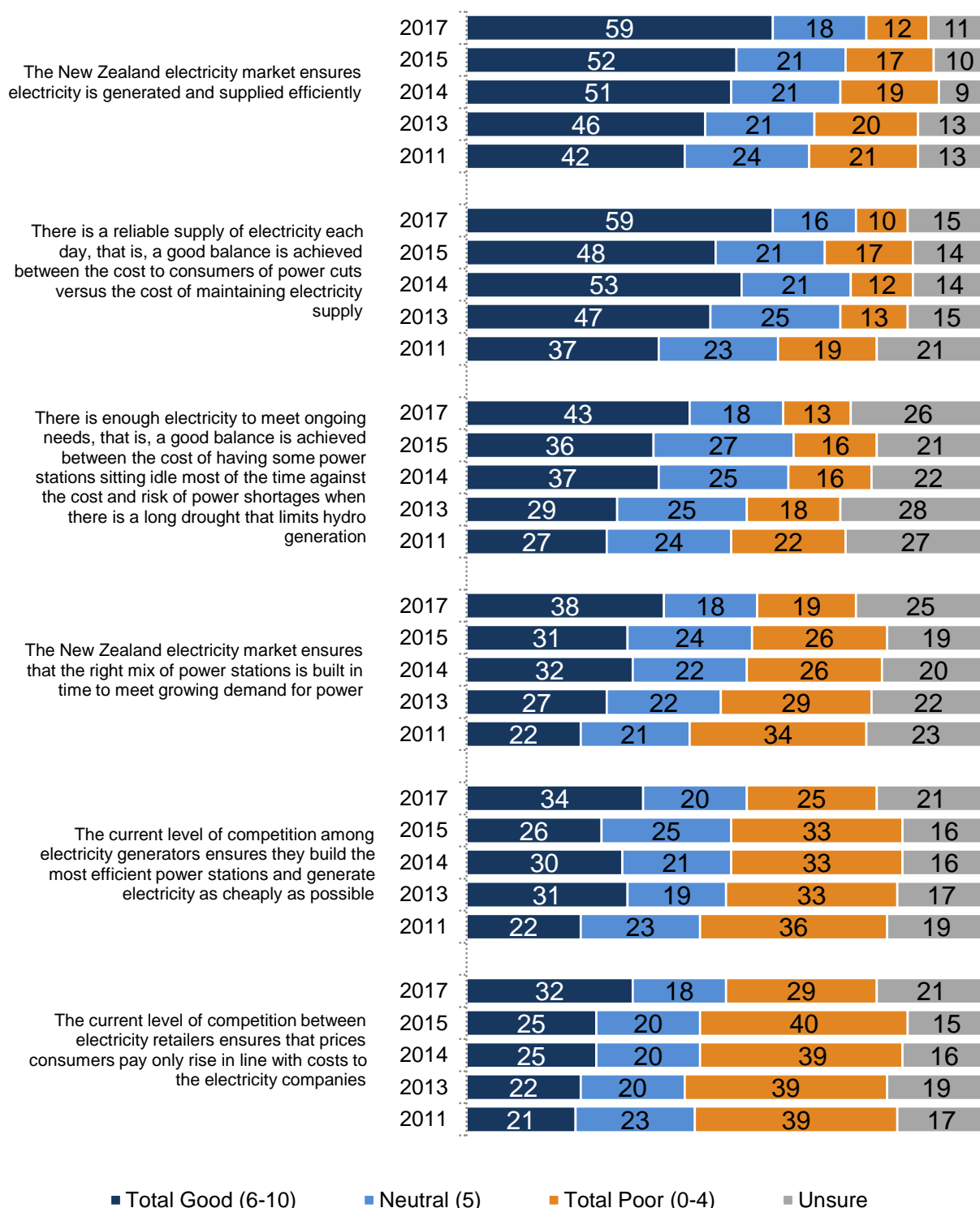
## ■ Level of competition ensures most efficient power stations built and generation is as cheap as possible – increased in rating but remains second lowest

The rating for the aspect '*The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible*' increased 8% to 34% but still remains the second lowest aspect out of the six.

## ■ Level of competition between retailers ensures consumer prices only rise in line with electricity companies' costs – remained the lowest

The rating for the aspect '*The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible*' increased in rating to 32% (up 7%). Despite a drop of 11%, in those rating this aspect as 'poor', it continued to have the highest proportion who rated the aspect as 'poor', currently on 29%.

# Rating the electricity industry (%)



Base: All respondents (n=750)

Figure 7. Ratings of performance of aspects of the electricity industry, tracked 2011-2017

## 4.2 Rating aspects of the electricity industry for bill payers

Ratings for bill payers were very similar to the general public with the 'good' ratings improving across all aspects compared to previous surveys.

Similar to the overall results, 'a reliable supply of electricity each day' had the largest change in rating among bill payers, with an increase of 11% from 2015; now on 60%.

Among bill payers the aspect 'a reliable supply of electricity each day' ranks the best (60%). Whereas, among the overall public, this aspect along with the aspect 'electricity market ensures electricity is generated and supplied efficiently' was ranked equal best (59%)

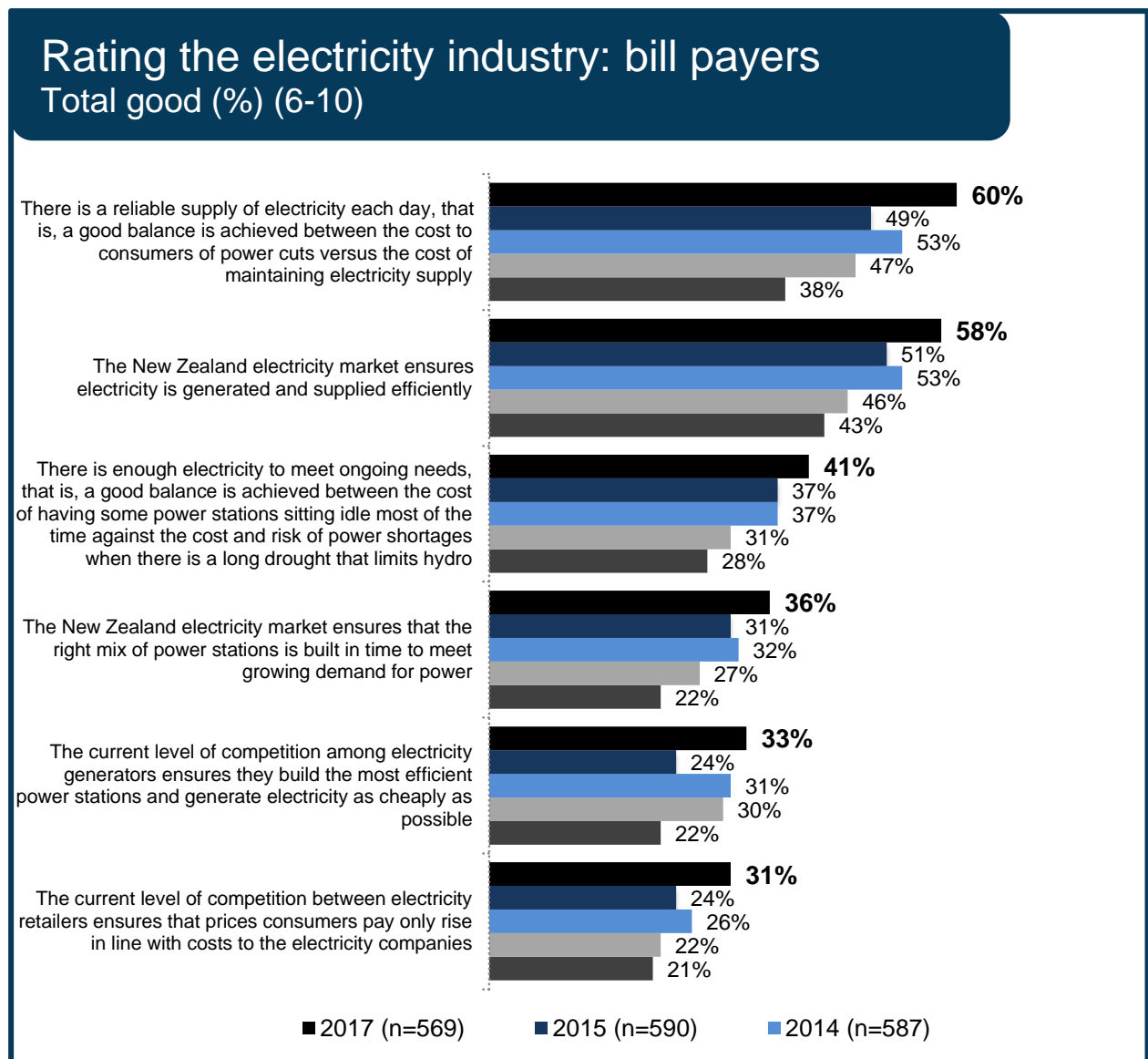
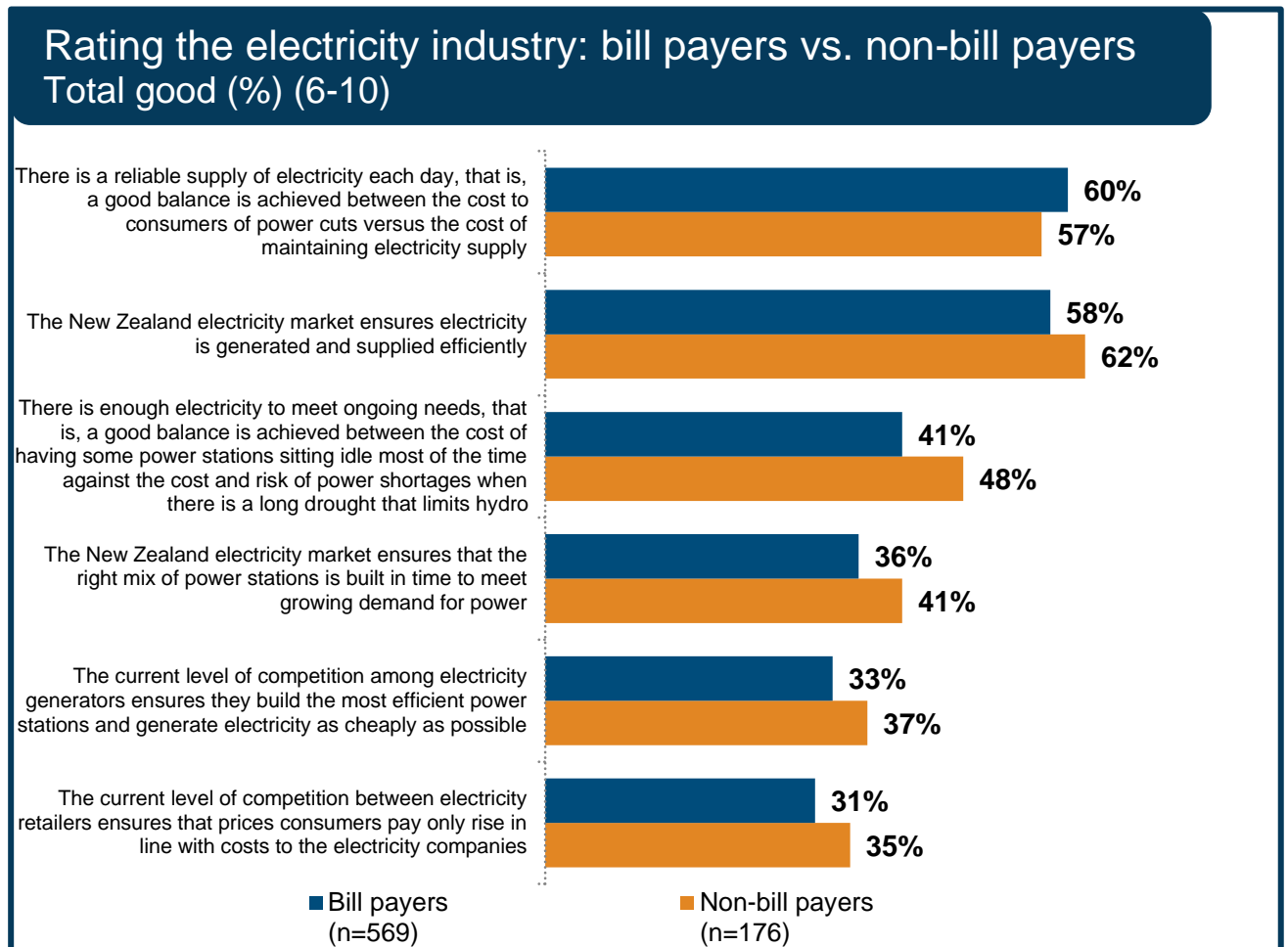


Figure 8. Performance of aspects of the electricity industry as rated by bill payers, tracked 2011-2017.

## 4.3 Bill payers compared with non-bill payers

When compared to bill payers, non-bill payers generally gave slightly higher ratings on performance of all aspects of the electricity industry. The aspect, 'there is a reliable supply of electricity each day' was the only aspect in which more bill payers rated the aspect as good (60%) compared to non-bill payers (57%).



**Figure 9. Performance of aspects of the electricity industry as rated by bill payers compared to non-bill payers in 2017.**

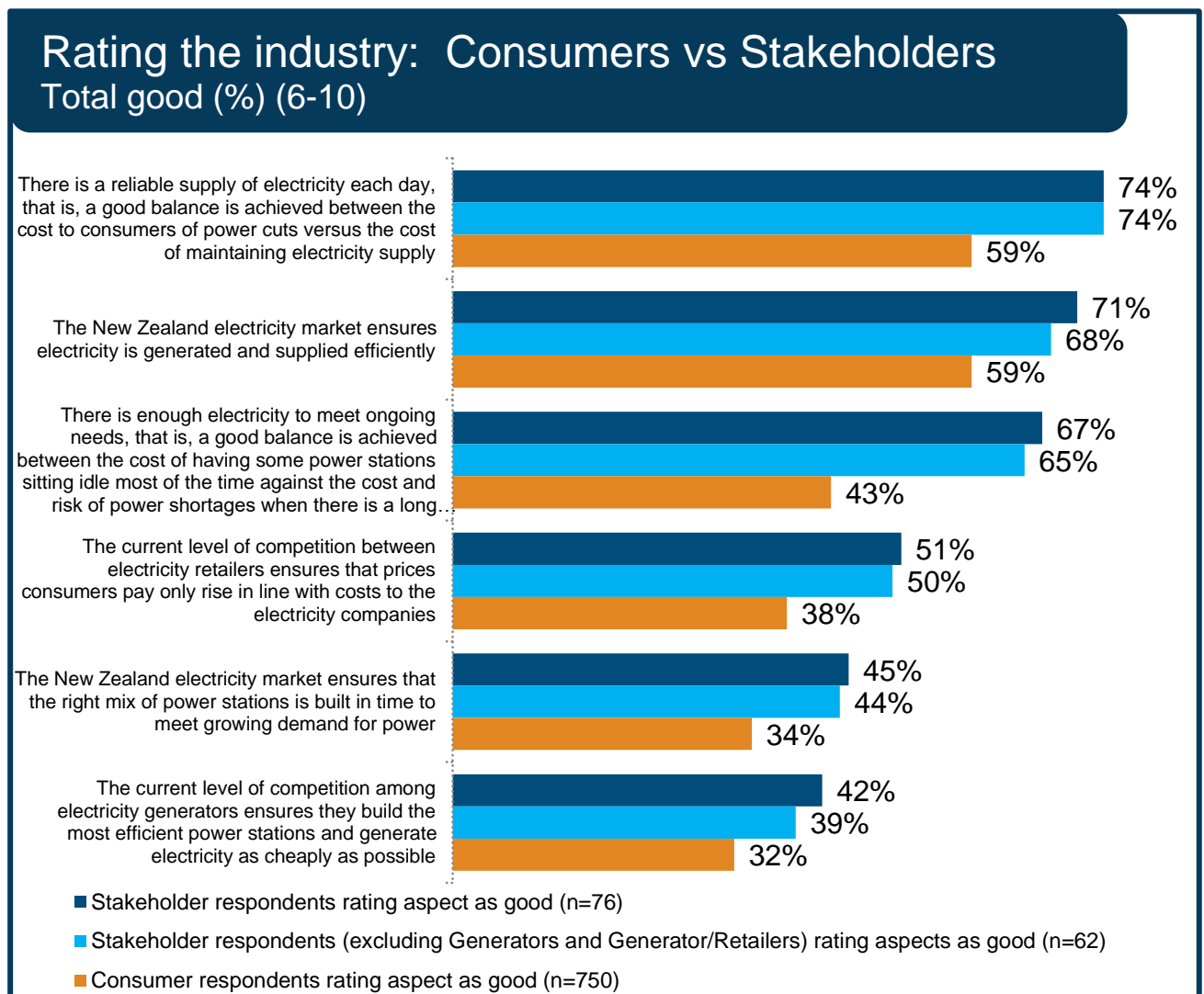


## 4.4 Consumers compared with stakeholders

Similar to previous years, consumers were significantly less likely than stakeholders to rate aspects of the electricity industry positively, although some of these differences reflected higher 'unsure' ratings among consumers.

Just as in 2015, 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 43% (up 7% from 2015) of consumers rating this aspect positively compared to 78% of stakeholders (26% of consumers gave this aspect an 'unsure' rating).

All other aspects had differences of 10-15% between consumer positive ratings and stakeholder positive ratings.



**Figure 10. Performance of aspects of the electricity industry as rated by consumers compared to stakeholders in 2017**

# 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 %	January 2014 %	January 2015 %	January 2017 %
Yes	82	78	79	76
No/Unsure	18	22	21	24

Base: All respondents

## 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 2015			January 2017		
	All (n=750) %	Bill payers (n=590) %	Non-bill payers (n=158) %	All (n=750) %	Bill payers (n=569) %	Non-bill payers (n=176) %
Supermarkets	77	78	71	82	82	85
Telephone companies - including mobile phone services	74	75	71	76	74	82
Electricity retailers	69	70	66	73	73	70
Electrical goods stores	73	73	73	72	72	69
Banks and other financial services	72	73	73	71	68	77
Petrol prices at petrol stations	68	66	76	61	59	69
Online bookstores	34	34	36	39	38	43

Base: All respondents (n=750)

## 5.1 Demographic analysis: industry competition

For all industries in the survey females rated each one as more competitive than males. Generally, individuals who claimed to have a personal income between \$50k-\$70k tended to rate industries as more competitive. Also, respondents that ranked one type of business as competitive were more likely to rank other types of business as competitive. Those who rated aspects of the electricity industry as 'good' were also more likely to rank any given business as competitive.

### ■ Electricity retailers

- Females were much more likely to rate 'electricity retailers' as competitive than males. Over three quarters (76%) of females rated 'electricity retailers' as competitive compared to 68% of males.
- Those aged 30-44 were slightly more likely to rate 'electricity retailers' as competitive (76%) than those younger (70%) and older (71% average rating).
- Three quarters (75%) of respondents who rated the aspect 'enough electricity to meet ongoing needs' as poor rated 'electricity retailers' as competitive.

### ■ Most competitive

- Under 30s were much more likely to rate 'supermarkets' and 'telephone companies' as competitive with 91% doing so.
- Christchurch residents were less likely to rate 'supermarkets' as competitive with just over three quarters (76%) doing so.
- South Island respondents were more likely to rate 'telephone companies' as competitive (80%) compared to respondents from the North Island (74%).
- Under 30s were much more inclined to rate 'banks and other financial services' as competitive (84%) than those 60 and over (65%).
- The smallest difference between gender in perceived competitiveness was for 'electrical goods stores' with 71% of males rating this industry as competitive compared to 73% of females.

### ■ Least competitive

- Just as in 2015, people with higher incomes were less likely to rate 'petrol prices at petrol station' as being competitive than those with lower incomes. Those with incomes greater than \$70,000 gave a rating of 52% (down 12%) while those with income less than \$15,000 gave a rating of 71% (down 4%).
- Perceived competitiveness of 'petrol prices at petrol stations' produced the largest difference between gender. Over half of males (55%) rated 'petrol prices at petrol stations' as competitiveness while 67% of females rated the industry as competitive.
- Respondents over the age of 60 were less likely to rate online bookstores as competitive (26%) compared to those under than 60 (43% average rating).

## 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 2017						
	Petrol prices at petrol stations %	Telephone companies - including mobile phone services %	Supermarkets %	Online bookstores %	Electrical goods stores %	Banks and other financial services %	Electricity retailers %
<b>0 - Not at all competitive</b>	7	2	2	4	2	4	3
<b>1</b>	5	1	2	2	1	2	2
<b>2</b>	8	3	2	5	3	3	3
<b>3</b>	7	7	5	4	4	7	6
<b>4</b>	7	5	4	3	5	7	5
<b>Total non-competitive</b>	<b>34</b>	<b>18</b>	<b>15</b>	<b>18</b>	<b>15</b>	<b>23</b>	<b>19</b>
<b>5 - Just adequate</b>	<b>18</b>	<b>21</b>	<b>19</b>	<b>12</b>	<b>17</b>	<b>22</b>	<b>20</b>
<b>6</b>	10	8	8	8	11	8	12
<b>7</b>	11	15	18	7	15	15	13
<b>8</b>	11	18	17	7	15	15	15
<b>9</b>	3	5	7	2	4	4	5
<b>10 - Extremely competitive</b>	8	9	13	3	10	7	8
<b>Total competitive</b>	<b>43</b>	<b>55</b>	<b>63</b>	<b>27</b>	<b>55</b>	<b>49</b>	<b>53</b>
<b>Unsure</b>	5	6	3	43	13	6	8

Base: All respondents

## 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 2017						
	Petrol prices at petrol stations %	Telephone companies - including mobile phone services %	Supermarkets %	Online bookstores %	Electrical goods stores %	Banks and other financial services %	Electricity retailers %
<b>0 - Not at all competitive</b>	7	2	2	4	2	4	2
<b>1</b>	5	1	2	3	1	2	2
<b>2</b>	9	3	2	5	3	4	4
<b>3</b>	7	7	5	3	4	8	6
<b>4</b>	8	6	4	2	5	8	6
<b>Total non-competitive</b>	<b>36</b>	<b>19</b>	<b>15</b>	<b>17</b>	<b>15</b>	<b>26</b>	<b>20</b>
<b>5 - Just adequate</b>	<b>19</b>	<b>22</b>	<b>20</b>	<b>12</b>	<b>16</b>	<b>21</b>	<b>19</b>
<b>6</b>	8	9	8	7	11	7	11
<b>7</b>	10	12	17	7	15	14	14
<b>8</b>	10	18	17	7	16	15	14
<b>9</b>	4	5	7	2	4	4	6
<b>10 - Extremely competitive</b>	8	7	13	3	10	7	9
<b>Total competitive</b>	<b>40</b>	<b>52</b>	<b>62</b>	<b>26</b>	<b>56</b>	<b>47</b>	<b>54</b>
<b>Unsure</b>	5	7	3	45	13	6	7

Base: 76% of respondents, those who pay the electricity bill or have a say in who the electricity provider is, n=569

## 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 2017						
	Petrol prices at petrol stations %	Telephone companies - including mobile phone services %	Supermarkets %	Online bookstores %	Electrical goods stores %	Banks and other financial services %	Electricity retailers %
<b>0 - Not at all competitive</b>	3	1	3	3	2	3	4
<b>1</b>	5	1	1	0	1	1	1
<b>2</b>	6	2	0	5	3	1	1
<b>3</b>	6	5	5	6	3	4	6
<b>4</b>	4	4	5	5	8	6	5
<b>Total non-competitive</b>	<b>24</b>	<b>13</b>	<b>14</b>	<b>19</b>	<b>17</b>	<b>15</b>	<b>17</b>
<b>5 - Just adequate</b>	<b>17</b>	<b>17</b>	<b>14</b>	<b>13</b>	<b>19</b>	<b>29</b>	<b>22</b>
<b>6</b>	14	5	10	10	11	9	14
<b>7</b>	12	23	23	8	16	17	11
<b>8</b>	13	21	19	6	11	13	14
<b>9</b>	3	4	6	3	3	4	1
<b>10 - Extremely competitive</b>	10	12	13	3	9	5	8
<b>Total competitive</b>	<b>52</b>	<b>65</b>	<b>71</b>	<b>30</b>	<b>50</b>	<b>48</b>	<b>48</b>
<b>Unsure</b>	7	5	1	38	14	8	13

Base: 24% of respondents, those who do not pay the electricity bill or have a say in who the electricity provider is, n=176

## 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 2015			January 2017		
	All (n=750) %	Bill payers (n=590) %	Non-bill payers (n=158) %	All (n=750) %	Bill payers (n=569) %	Non-bill payers (n=176) %
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	48	49	45	59	60	57
The New Zealand electricity market ensures electricity is generated and supplied efficiently	52	51	55	59	58	62
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	36	37	34	43	41	48
The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power	31	31	31	38	36	41
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	26	24	29	34	33	37
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	25	24	25	32	31	35

Base: All respondents (n=750)

## 5.2 Demographic analysis: rating aspects of the electricity industry

Unlike perceived competitiveness of industries, males generally tended to rate the aspects of the electricity industry higher than females. Another general trend was that younger people (under 30s) were more likely to rate these aspects as good.

Those who rated 'electricity retailers' as competitive were more likely to give a 'good' rating than those people who think they are uncompetitive for all the aspects. Also those who rated any one aspect as good were more likely to rate other aspects as good.

### ■ Enough electricity to meet ongoing needs

- Just as in 2015, males were more likely to give a positive rating to this aspect than females (49% to 36% respectively)
- Older respondents (60 plus) were less likely to rate this aspect as good (38%) than their younger counterparts (44% average rating).
- Similar to 2015, people in provincial and rural areas both gave a rating of 37%, 6% lower than the overall figure.

### ■ Reliable supply of electricity each day

- Residents in Wellington tended not to rate this aspect as good (52%) compared the overall public (59%).
- The wealthy were more likely to rate this aspect as good compared to the not so wealthy. Over two thirds (68%) of individuals with an income of over \$70k rated this aspect as good compared to lower income earners (59% average rating).

### ■ Market ensures electricity is generated and supplied efficiently

- People in provincial areas and people in rural areas were less likely to rate this aspect as good (55% and 56% respectively) compared to the overall public.
- Respondents under the age of 30 were more likely to agree with this aspect (66%) compared to their older counterparts (57% average rating).

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

- Opposite to the findings in 2015, a higher proportion of the South Island respondents (42%) gave a positive rating for this aspect than North Island respondents (37%)
- Younger respondents (under 30s) were much more likely to rate this aspect as good (49%) compared to their older counterparts (35% average rating).



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

- Individuals with an income between \$30k-\$50k were much less likely to agree (22%) with this aspect than other income groups.
- Respondents residing in Christchurch were also less likely to rate this aspect as good (31%) compared to the overall public (34%).

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

- People residing in rural areas (26%) gave a less positive rating to this aspect than those in provincial areas (32%)
- Those with an income over \$70k were more inclined to rate this aspect as good (38%) compared to the lower income earners (30% average rating).

## 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 2017 (%)													
	0 – Extreme ly 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 and power cuts versus the cost of maintaining electricity supply	1	1	1	3	4	10	16	10	13	19	7	10	59	15
The New Zealand electricity market ensures electricity is generated and supplied efficiently	2	1	1	4	4	12	18	11	17	17	5	9	59	11
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	4	2	4	6	9	25	20	10	9	7	2	6	34	21
There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation	2	1	2	3	5	13	18	10	12	11	3	7	43	26
The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power	3	1	3	6	6	19	18	9	10	9	4	6	38	25
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	3	2	6	9	9	29	18	9	8	9	2	4	32	21

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 2017 (%)													
	0 – Extreme ly 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	0	0	1	4	5	10	17	9	13	19	8	11	60	13
The New Zealand electricity market ensures electricity is generated and supplied efficiently	2	1	2	4	4	13	19	10	17	17	5	9	58	10
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	5	2	5	6	9	27	20	8	9	8	2	6	33	20
There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation	2	1	2	3	6	14	20	9	12	10	3	7	41	25
The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power	3	1	4	7	6	21	20	10	8	8	4	6	36	23
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	4	3	6	10	10	33	19	9	7	8	3	4	31	17

Base: 76% of respondents, those who pay the electricity bill or have a say in who the electricity provider is, n=569

## 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 2017 (%)													
	0 – Extreme ly 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	1	0	3	7	14	10	12	18	7	10	57	22
The New Zealand electricity market ensures electricity is generated and supplied efficiently	2	0	0	4	4	10	14	14	18	19	4	7	62	14
The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible	2	1	4	4	8	19	20	16	5	5	3	8	37	24
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	0	1	3	3	10	15	12	10	15	4	7	48	27
The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power	1	3	1	4	4	13	13	6	15	13	3	4	41	33
The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies	3	1	3	5	7	19	16	8	8	12	2	5	35	30

Base: 24% of respondents, those who do not pay the electricity bill or have a say in who the electricity provider is, n=176

# Appendix

## 6.1 Supplementary tables

### EA-CRE BUSINESS COMPETITIVENESS -PETROL PRICES AT PETROL STATION

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 adequat e	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	751	7%	5%	8%	7%	7%	18%	10%	11%	11%	3%	8%	5%
LOCATION													
Auckland	248	4%	5%	8%	8%	7%	14%	12%	14%	11%	3%	9%	5%
Wellington	73	13%	3%	19%	9%	7%	16%	6%	3%	9%	2%	5%	8%
Christchurch	80	12%	12%	8%	7%	8%	19%	11%	5%	6%	2%	4%	6%
Provincial	349	6%	4%	5%	6%	7%	21%	9%	11%	13%	4%	9%	5%
Rural	135	6%	3%	8%	6%	6%	24%	7%	10%	11%	3%	11%	5%
North Is	569	5%	4%	8%	7%	6%	17%	10%	11%	13%	4%	10%	5%
South Is	182	11%	9%	9%	7%	10%	22%	10%	8%	5%	1%	4%	4%
SEX													
Male	359	9%	6%	10%	8%	9%	19%	12%	8%	9%	1%	6%	3%
Female	392	5%	4%	6%	6%	5%	18%	8%	13%	13%	5%	10%	7%
AGE GROUP													
Under 30	157	0%	5%	11%	7%	5%	14%	11%	12%	16%	3%	12%	4%
30-44	195	7%	5%	8%	8%	10%	18%	11%	9%	10%	4%	4%	6%
45-59	202	8%	7%	6%	9%	7%	22%	11%	11%	9%	3%	5%	2%
60 Plus	197	10%	4%	7%	3%	6%	18%	7%	10%	11%	3%	13%	8%
PERSONAL INCOME													
Less than \$15,000	97	6%	4%	4%	6%	4%	13%	9%	14%	18%	6%	11%	5%
\$15,001-30,000	141	3%	3%	8%	5%	5%	22%	8%	10%	8%	3%	15%	10%
\$30,001-50,000	111	5%	8%	8%	7%	7%	20%	8%	18%	6%	3%	7%	3%
\$50,001-70,000	104	6%	5%	11%	3%	7%	19%	12%	15%	9%	4%	6%	3%
More than \$70,000	172	9%	7%	11%	10%	9%	15%	14%	8%	10%	2%	3%	2%
ETHNICITY													
Pacific Island	17	0%	0%	11%	0%	8%	14%	10%	12%	14%	0%	31%	0%
Maori	85	5%	2%	9%	10%	5%	22%	8%	4%	13%	6%	14%	2%
Asian	41	7%	0%	7%	4%	6%	17%	23%	13%	4%	0%	10%	9%
Non Maori/PI/Asian	614	7%	6%	8%	7%	7%	18%	10%	11%	11%	3%	7%	5%
BILL PAYER													
Yes	569	7%	5%	9%	7%	8%	19%	8%	10%	10%	4%	8%	5%
No	176	3%	5%	6%	6%	4%	17%	14%	12%	13%	3%	10%	7%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	0%	0%	0%	0%	0%	30%	16%	17%	18%	5%	14%	0%
Non-competitive (0-4)	252	19%	16%	24%	20%	21%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	5%	4%	5%	6%	7%	19%	12%	12%	13%	4%	9%	4%
Non-competitive (0-4)	134	10%	13%	18%	11%	9%	16%	4%	7%	4%	1%	3%	4%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	5%	5%	7%	5%	7%	18%	10%	12%	13%	4%	10%	4%
Non-competitive (0-4)	110	13%	8%	13%	20%	7%	17%	12%	4%	1%	0%	1%	4%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	5%	5%	9%	9%	8%	17%	12%	12%	13%	2%	6%	2%
Non-competitive (0-4)	136	6%	8%	7%	6%	6%	23%	13%	8%	7%	5%	11%	0%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	5%	4%	7%	6%	7%	20%	11%	12%	13%	3%	9%	3%
Non-competitive (0-4)	113	8%	13%	14%	13%	9%	14%	4%	8%	3%	6%	4%	4%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	3%	4%	6%	6%	7%	20%	11%	12%	13%	4%	10%	4%
Non-competitive (0-4)	174	14%	11%	17%	11%	9%	13%	8%	5%	4%	2%	3%	3%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	5%	3%	7%	5%	7%	21%	11%	12%	12%	4%	10%	3%

Non-competitive (0-4)	146	12%	14%	13%	18%	10%	13%	4%	5%	7%	0%	2%	2%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	2%	6%	9%	7%	5%	19%	12%	9%	14%	5%	8%	4%
Neutral	139	15%	6%	3%	8%	6%	18%	7%	15%	9%	1%	8%	4%
Poor (0-4)	95	7%	6%	7%	11%	11%	19%	8%	6%	9%	3%	8%	5%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	5%	6%	7%	6%	7%	18%	13%	11%	11%	5%	8%	3%
Neutral	122	12%	6%	7%	8%	10%	19%	4%	8%	9%	2%	9%	6%
Poor (0-4)	71	10%	8%	8%	8%	9%	17%	5%	9%	13%	0%	9%	4%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	444	4%	5%	8%	6%	7%	16%	12%	11%	12%	4%	10%	5%
Neutral	135	10%	4%	5%	4%	11%	27%	6%	13%	6%	1%	6%	7%
Poor (0-4)	90	12%	11%	13%	18%	5%	13%	6%	3%	9%	3%	3%	4%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	285	4%	5%	8%	5%	7%	15%	15%	8%	13%	5%	11%	4%
Neutral	134	6%	5%	5%	4%	11%	20%	8%	15%	8%	4%	9%	5%
Poor (0-4)	142	9%	7%	9%	14%	5%	21%	8%	8%	8%	1%	6%	4%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	257	3%	4%	7%	4%	8%	16%	13%	11%	11%	6%	12%	5%
Neutral	150	7%	3%	8%	10%	10%	23%	11%	8%	10%	2%	5%	3%
Poor (0-4)	187	12%	10%	9%	10%	5%	17%	9%	9%	8%	1%	6%	4%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	238	4%	3%	8%	5%	6%	15%	14%	12%	9%	6%	14%	4%
Neutral	139	5%	6%	5%	4%	9%	25%	9%	10%	8%	3%	11%	5%
Poor (0-4)	219	10%	10%	10%	13%	9%	16%	9%	8%	8%	1%	2%	4%

# EA-CRE BUSINESS COMPETITIVENESS -TELEPHONE COMPANIES

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 adequat e	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	751	2%	1%	3%	7%	5%	21%	8%	15%	18%	5%	9%	6%
LOCATION													
Auckland	248	1%	1%	3%	9%	7%	20%	6%	15%	18%	6%	7%	7%
Wellington	73	0%	1%	4%	5%	9%	20%	5%	22%	17%	8%	4%	5%
Christchurch	80	0%	1%	1%	6%	8%	22%	12%	16%	12%	2%	15%	5%
Provincial	349	3%	1%	3%	6%	3%	21%	9%	13%	20%	5%	9%	7%
Rural	135	4%	2%	3%	6%	8%	20%	8%	10%	18%	3%	13%	5%
North Is	569	2%	1%	3%	7%	6%	20%	7%	15%	18%	6%	8%	7%
South Is	182	2%	1%	2%	6%	5%	23%	11%	14%	18%	5%	9%	4%
SEX													
Male	359	2%	1%	4%	7%	8%	22%	9%	16%	15%	4%	7%	5%
Female	392	1%	1%	2%	6%	4%	19%	8%	14%	21%	6%	10%	8%
AGE GROUP													
Under 30	157	0%	0%	3%	3%	6%	15%	5%	22%	29%	6%	10%	1%
30-44	195	2%	1%	4%	7%	4%	23%	12%	16%	15%	7%	5%	4%
45-59	202	2%	1%	3%	11%	7%	22%	10%	13%	13%	5%	9%	4%
60 Plus	197	3%	2%	3%	5%	5%	21%	5%	10%	17%	4%	10%	15%
PERSONAL INCOME													
Less than \$15,000	97	1%	1%	4%	4%	2%	21%	4%	15%	21%	8%	13%	6%
\$15,001-30,000	141	2%	1%	5%	6%	5%	18%	6%	10%	23%	2%	15%	7%
\$30,001-50,000	111	3%	1%	3%	3%	11%	21%	10%	17%	15%	9%	3%	4%
\$50,001-70,000	104	2%	0%	1%	4%	2%	16%	8%	20%	24%	8%	9%	6%
More than \$70,000	172	0%	2%	3%	12%	7%	22%	12%	16%	12%	4%	6%	4%
ETHNICITY													
Pacific Island	17	0%	0%	0%	0%	11%	17%	10%	0%	20%	21%	21%	0%
Maori	85	1%	1%	3%	4%	5%	16%	9%	23%	23%	0%	11%	4%
Asian	41	2%	0%	4%	17%	7%	4%	10%	24%	28%	2%	2%	0%
Non Maori/PI/Asian	614	2%	1%	3%	7%	6%	22%	8%	13%	17%	6%	8%	7%
BILL PAYER													
Yes	569	2%	1%	3%	7%	6%	22%	9%	12%	18%	5%	8%	7%
No	176	1%	1%	2%	5%	4%	17%	5%	23%	21%	4%	12%	5%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	1%	0%	2%	3%	4%	20%	10%	17%	22%	6%	10%	5%
Non-competitive (0-4)	252	3%	2%	6%	13%	9%	22%	5%	12%	12%	5%	5%	6%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	0%	0%	0%	0%	0%	27%	11%	20%	24%	7%	11%	0%
Non-competitive (0-4)	134	9%	6%	17%	38%	30%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	1%	1%	2%	5%	4%	22%	8%	16%	21%	6%	9%	5%
Non-competitive (0-4)	110	5%	2%	9%	20%	12%	16%	9%	12%	4%	1%	2%	8%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	2%	0%	3%	7%	5%	20%	9%	16%	20%	8%	9%	1%
Non-competitive (0-4)	136	3%	2%	3%	10%	5%	28%	10%	21%	9%	3%	6%	0%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	1%	0%	1%	6%	5%	21%	9%	16%	22%	7%	9%	3%
Non-competitive (0-4)	113	3%	3%	8%	16%	7%	23%	8%	14%	7%	1%	5%	5%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	1%	0%	2%	5%	4%	21%	8%	17%	21%	7%	10%	4%
Non-competitive (0-4)	174	3%	3%	8%	15%	11%	24%	8%	10%	7%	1%	3%	7%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	1%	1%	1%	4%	4%	21%	8%	17%	21%	7%	11%	4%
Non-competitive (0-4)	146	5%	2%	10%	17%	11%	25%	7%	8%	8%	0%	0%	7%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	1%	1%	1%	6%	5%	17%	10%	19%	20%	7%	7%	6%
Neutral	139	4%	1%	3%	11%	5%	28%	6%	11%	9%	3%	13%	6%
Poor (0-4)	95	2%	2%	7%	7%	5%	21%	7%	16%	22%	0%	8%	3%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	1%	1%	3%	7%	5%	17%	9%	17%	19%	7%	9%	5%
Neutral	122	4%	0%	3%	6%	8%	34%	6%	11%	11%	4%	10%	3%
Poor (0-4)	71	3%	4%	6%	13%	12%	25%	3%	9%	13%	2%	3%	7%

ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	444	1%	1%	3%	6%	5%	19%	9%	13%	22%	7%	8%	6%	
Neutral	135	4%	1%	2%	6%	6%	25%	11%	16%	12%	2%	11%	4%	
Poor (0-4)	90	2%	2%	8%	16%	6%	20%	4%	22%	7%	3%	4%	6%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	285	1%	0%	2%	7%	6%	17%	8%	18%	19%	7%	10%	5%	
Neutral	134	3%	2%	2%	9%	5%	28%	6%	14%	12%	4%	10%	5%	
Poor (0-4)	142	3%	2%	5%	9%	9%	25%	12%	12%	12%	1%	7%	3%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	257	1%	0%	1%	5%	5%	19%	10%	15%	21%	7%	11%	5%	
Neutral	150	2%	0%	1%	6%	7%	27%	8%	17%	15%	5%	9%	3%	
Poor (0-4)	187	3%	2%	7%	11%	7%	22%	8%	13%	13%	4%	6%	4%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	238	0%	1%	1%	4%	5%	15%	10%	15%	24%	7%	14%	4%	
Neutral	139	3%	0%	1%	7%	5%	28%	4%	17%	15%	6%	7%	7%	
Poor (0-4)	219	2%	2%	9%	11%	8%	24%	9%	12%	10%	5%	4%	4%	



# EA-CRE BUSINESS COMPETITIVENESS -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 adequat e	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	751	2%	2%	2%	5%	4%	19%	8%	18%	17%	7%	13%	3%
LOCATION													
Auckland	248	2%	2%	3%	5%	5%	17%	6%	19%	14%	10%	14%	3%
Wellington	73	1%	1%	4%	3%	4%	26%	6%	20%	20%	9%	3%	3%
Christchurch	80	2%	1%	2%	6%	9%	19%	12%	15%	14%	5%	11%	4%
Provincial	349	2%	2%	1%	5%	3%	18%	9%	18%	19%	5%	15%	3%
Rural	135	2%	3%	1%	6%	4%	17%	9%	18%	17%	4%	17%	2%
North Is	569	2%	2%	2%	5%	4%	18%	7%	19%	17%	8%	13%	3%
South Is	182	3%	2%	1%	5%	4%	21%	12%	15%	17%	5%	12%	3%
SEX													
Male	359	3%	2%	2%	6%	4%	19%	10%	19%	14%	7%	10%	4%
Female	392	1%	1%	2%	4%	4%	18%	7%	18%	20%	7%	16%	2%
AGE GROUP													
Under 30	157	0%	0%	1%	3%	4%	18%	9%	26%	15%	10%	13%	1%
30-44	195	2%	2%	3%	4%	6%	18%	11%	21%	17%	6%	7%	3%
45-59	202	3%	3%	1%	8%	5%	17%	7%	17%	17%	4%	17%	1%
60 Plus	197	3%	1%	2%	5%	1%	21%	7%	10%	20%	9%	15%	6%
PERSONAL INCOME													
Less than \$15,000	97	1%	1%	2%	3%	3%	14%	12%	16%	18%	12%	14%	4%
\$15,001-30,000	141	1%	2%	2%	3%	3%	24%	4%	17%	16%	4%	22%	2%
\$30,001-50,000	111	2%	2%	0%	5%	4%	16%	7%	24%	18%	6%	14%	2%
\$50,001-70,000	104	3%	0%	1%	4%	8%	13%	5%	24%	20%	8%	12%	2%
More than \$70,000	172	3%	3%	5%	6%	5%	19%	10%	16%	18%	6%	7%	2%
ETHNICITY													
Pacific Island	17	0%	0%	0%	0%	0%	4%	0%	16%	16%	28%	36%	0%
Maori	85	2%	2%	1%	3%	6%	13%	4%	28%	16%	3%	21%	1%
Asian	41	0%	2%	0%	11%	4%	13%	8%	21%	15%	9%	15%	2%
Non Maori/PI/Asian	614	2%	2%	2%	5%	4%	20%	9%	17%	18%	7%	11%	3%
BILL PAYER													
Yes	569	2%	2%	2%	5%	4%	20%	8%	17%	17%	7%	13%	3%
No	176	3%	1%	0%	5%	5%	14%	10%	23%	19%	6%	13%	1%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	1%	1%	1%	3%	3%	15%	7%	20%	21%	9%	17%	2%
Non-competitive (0-4)	252	5%	3%	5%	8%	5%	26%	10%	16%	10%	5%	5%	2%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	1%	1%	1%	3%	3%	18%	9%	19%	21%	8%	15%	1%
Non-competitive (0-4)	134	4%	5%	7%	13%	10%	22%	6%	17%	6%	2%	5%	3%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	0%	0%	0%	0%	0%	22%	10%	22%	21%	9%	16%	0%
Non-competitive (0-4)	110	13%	12%	14%	33%	28%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	0%	2%	2%	2%	5%	16%	11%	22%	21%	8%	10%	1%
Non-competitive (0-4)	136	2%	3%	2%	10%	5%	22%	10%	17%	16%	6%	7%	0%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	1%	1%	1%	3%	3%	19%	9%	20%	19%	9%	14%	1%
Non-competitive (0-4)	113	3%	5%	6%	14%	10%	15%	11%	18%	12%	2%	3%	1%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	1%	1%	1%	3%	3%	19%	9%	18%	20%	9%	15%	1%
Non-competitive (0-4)	174	5%	5%	5%	11%	7%	20%	8%	17%	9%	3%	6%	4%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	1%	1%	1%	3%	3%	15%	9%	21%	21%	9%	15%	1%
Non-competitive (0-4)	146	4%	5%	7%	15%	8%	28%	7%	8%	8%	3%	6%	1%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	1%	1%	2%	4%	5%	16%	9%	20%	19%	10%	11%	2%
Neutral	139	2%	3%	2%	5%	4%	25%	2%	16%	11%	7%	19%	4%
Poor (0-4)	95	2%	1%	3%	11%	3%	16%	12%	14%	17%	6%	13%	2%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	2%	2%	2%	3%	5%	14%	10%	19%	18%	10%	14%	1%
Neutral	122	1%	3%	1%	5%	5%	36%	4%	16%	12%	3%	13%	1%
Poor (0-4)	71	4%	2%	3%	12%	3%	16%	6%	17%	18%	5%	6%	8%

ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	444	2%	1%	2%	3%	4%	16%	10%	17%	20%	10%	14%	1%
Neutral	135	2%	1%	1%	6%	5%	25%	5%	18%	16%	4%	13%	4%
Poor (0-4)	90	4%	5%	3%	11%	5%	22%	6%	17%	15%	1%	6%	5%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	285	1%	0%	2%	3%	5%	16%	10%	18%	20%	11%	12%	2%
Neutral	134	1%	3%	2%	2%	4%	25%	6%	19%	11%	5%	21%	1%
Poor (0-4)	142	3%	4%	2%	11%	7%	18%	7%	18%	15%	3%	8%	4%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	257	1%	1%	2%	2%	2%	14%	10%	24%	20%	8%	15%	1%
Neutral	150	1%	1%	2%	2%	10%	23%	6%	20%	12%	8%	13%	2%
Poor (0-4)	187	3%	3%	3%	12%	4%	20%	7%	12%	17%	5%	11%	3%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	238	0%	1%	2%	3%	2%	14%	11%	20%	21%	9%	16%	1%
Neutral	139	3%	0%	2%	3%	5%	20%	4%	18%	17%	8%	18%	2%
Poor (0-4)	219	3%	4%	3%	10%	6%	23%	7%	18%	13%	4%	6%	3%

# EA-CRE BUSINESS COMPETITIVENESS -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 adequat e	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	751	4%	2%	5%	4%	3%	12%	8%	7%	7%	2%	3%	43%
LOCATION													
Auckland	248	4%	2%	5%	4%	3%	12%	7%	9%	7%	2%	5%	40%
Wellington	73	1%	5%	4%	2%	1%	12%	9%	10%	6%	5%	1%	44%
Christchurch	80	3%	2%	8%	5%	1%	14%	13%	9%	9%	0%	0%	36%
Provincial	349	5%	2%	3%	4%	5%	12%	6%	6%	6%	2%	2%	47%
Rural	135	7%	1%	4%	1%	4%	14%	10%	4%	6%	0%	1%	48%
North Is	569	4%	2%	4%	4%	3%	12%	6%	7%	7%	3%	3%	45%
South Is	182	4%	3%	5%	5%	3%	12%	13%	9%	7%	0%	2%	37%
SEX													
Male	359	5%	2%	7%	4%	3%	8%	8%	8%	7%	1%	4%	43%
Female	392	4%	2%	3%	4%	3%	15%	7%	7%	6%	3%	2%	44%
AGE GROUP													
Under 30	157	3%	3%	5%	6%	9%	14%	12%	7%	7%	2%	1%	31%
30-44	195	3%	4%	6%	4%	2%	14%	9%	11%	7%	2%	4%	34%
45-59	202	6%	2%	4%	3%	2%	12%	9%	6%	6%	2%	4%	44%
60 Plus	197	3%	1%	3%	3%	2%	9%	2%	5%	7%	1%	2%	62%
PERSONAL INCOME													
Less than \$15,000	97	2%	1%	5%	4%	5%	18%	8%	8%	5%	4%	2%	38%
\$15,001-30,000	141	4%	1%	2%	2%	0%	12%	8%	4%	3%	1%	3%	60%
\$30,001-50,000	111	4%	5%	4%	4%	8%	11%	8%	7%	6%	0%	1%	42%
\$50,001-70,000	104	6%	1%	5%	4%	2%	17%	16%	6%	8%	2%	1%	32%
More than \$70,000	172	5%	4%	8%	5%	2%	6%	5%	14%	9%	3%	6%	33%
ETHNICITY													
Pacific Island	17	0%	10%	14%	0%	4%	0%	0%	4%	0%	0%	0%	68%
Maori	85	3%	6%	4%	3%	5%	12%	7%	7%	4%	0%	3%	46%
Asian	41	4%	2%	2%	13%	6%	6%	10%	15%	4%	0%	0%	38%
Non Maori/PI/Asian	614	4%	2%	5%	3%	3%	13%	8%	7%	7%	2%	3%	43%
BILL PAYER													
Yes	569	4%	3%	5%	3%	2%	12%	7%	7%	7%	2%	3%	45%
No	176	3%	0%	5%	6%	5%	13%	10%	8%	6%	3%	3%	38%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	5%	2%	5%	4%	3%	13%	8%	5%	8%	2%	3%	42%
Non-competitive (0-4)	252	3%	3%	5%	4%	4%	11%	8%	11%	6%	2%	3%	40%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	5%	2%	5%	3%	3%	14%	8%	7%	8%	2%	3%	40%
Non-competitive (0-4)	134	4%	2%	6%	8%	3%	8%	8%	10%	6%	1%	5%	39%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	4%	2%	5%	3%	3%	13%	8%	7%	7%	3%	3%	42%
Non-competitive (0-4)	110	7%	3%	5%	10%	3%	7%	6%	9%	3%	0%	3%	44%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	0%	0%	0%	0%	0%	31%	20%	19%	17%	5%	8%	0%
Non-competitive (0-4)	136	23%	12%	26%	21%	18%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	4%	2%	4%	3%	3%	15%	9%	8%	8%	2%	2%	40%
Non-competitive (0-4)	113	8%	6%	11%	9%	8%	9%	5%	5%	5%	1%	7%	26%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	4%	3%	5%	4%	3%	13%	7%	7%	7%	2%	4%	41%
Non-competitive (0-4)	174	4%	1%	7%	6%	4%	11%	9%	10%	6%	2%	1%	39%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	4%	2%	5%	4%	3%	14%	8%	7%	7%	3%	3%	40%
Non-competitive (0-4)	146	6%	1%	5%	4%	6%	12%	7%	8%	6%	0%	3%	42%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	3%	2%	7%	3%	2%	12%	8%	10%	7%	2%	5%	39%
Neutral	139	8%	2%	3%	2%	3%	13%	8%	8%	7%	0%	3%	43%
Poor (0-4)	95	5%	3%	5%	9%	4%	10%	10%	5%	8%	3%	1%	37%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	3%	2%	5%	5%	3%	11%	10%	9%	8%	2%	4%	38%
Neutral	122	8%	1%	2%	3%	3%	18%	6%	7%	4%	1%	2%	45%
Poor (0-4)	71	3%	2%	12%	6%	6%	13%	2%	3%	7%	1%	2%	43%

ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	444	3%	1%	6%	3%	3%	11%	8%	8%	8%	3%	4%	42%
Neutral	135	7%	4%	2%	6%	0%	17%	7%	6%	3%	0%	1%	47%
Poor (0-4)	90	3%	5%	6%	3%	6%	8%	12%	8%	10%	2%	0%	37%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	285	2%	0%	6%	2%	5%	13%	8%	11%	7%	3%	4%	39%
Neutral	134	6%	2%	4%	5%	3%	14%	8%	7%	6%	3%	1%	41%
Poor (0-4)	142	3%	4%	6%	5%	3%	8%	5%	5%	8%	1%	4%	48%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	257	4%	0%	6%	3%	6%	9%	7%	10%	8%	3%	5%	39%
Neutral	150	3%	3%	4%	6%	2%	11%	9%	8%	8%	1%	3%	42%
Poor (0-4)	187	5%	3%	3%	4%	3%	16%	9%	6%	6%	3%	2%	40%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	238	4%	1%	7%	2%	3%	10%	10%	8%	9%	4%	5%	37%
Neutral	139	6%	2%	2%	5%	2%	16%	5%	6%	6%	2%	0%	48%
Poor (0-4)	219	4%	3%	5%	5%	4%	12%	10%	8%	7%	1%	4%	37%

# EA-CRE BUSINESS COMPETITIVENESS -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 adequat e	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	751	2%	1%	3%	4%	5%	17%	11%	15%	15%	4%	10%	13%
LOCATION													
Auckland	248	1%	1%	4%	4%	7%	15%	11%	16%	18%	3%	9%	11%
Wellington	73	1%	0%	2%	2%	4%	25%	7%	21%	9%	6%	9%	14%
Christchurch	80	2%	4%	5%	7%	5%	18%	7%	10%	12%	3%	11%	16%
Provincial	349	2%	1%	2%	3%	5%	17%	13%	14%	15%	4%	10%	14%
Rural	135	3%	2%	4%	1%	9%	16%	9%	10%	16%	6%	11%	13%
North Is	569	1%	1%	3%	3%	6%	18%	9%	16%	16%	4%	10%	13%
South Is	182	3%	2%	3%	4%	5%	15%	17%	10%	13%	5%	9%	14%
SEX													
Male	359	2%	1%	3%	3%	7%	16%	11%	16%	15%	5%	8%	13%
Female	392	2%	1%	3%	4%	4%	18%	11%	14%	16%	3%	11%	13%
AGE GROUP													
Under 30	157	0%	2%	3%	4%	11%	17%	16%	19%	11%	1%	6%	10%
30-44	195	2%	2%	4%	3%	6%	15%	12%	17%	19%	3%	6%	11%
45-59	202	3%	0%	5%	4%	3%	19%	11%	12%	15%	6%	14%	8%
60 Plus	197	2%	0%	1%	3%	3%	16%	7%	13%	16%	5%	11%	23%
PERSONAL INCOME													
Less than \$15,000	97	2%	2%	2%	1%	6%	21%	10%	20%	11%	5%	11%	9%
\$15,001-30,000	141	1%	1%	4%	3%	8%	23%	8%	11%	11%	2%	10%	18%
\$30,001-50,000	111	2%	1%	2%	10%	5%	14%	11%	17%	15%	2%	11%	10%
\$50,001-70,000	104	1%	0%	1%	3%	2%	13%	12%	15%	27%	6%	9%	11%
More than \$70,000	172	1%	1%	6%	5%	7%	13%	13%	18%	16%	4%	10%	6%
ETHNICITY													
Pacific Island	17	0%	0%	14%	0%	0%	28%	4%	0%	31%	0%	0%	23%
Maori	85	1%	2%	4%	1%	6%	19%	11%	20%	11%	0%	18%	7%
Asian	41	0%	0%	7%	3%	4%	24%	9%	13%	20%	2%	2%	16%
Non Maori/PI/Asian	614	2%	1%	3%	4%	6%	16%	11%	14%	15%	5%	9%	14%
BILL PAYER													
Yes	569	2%	1%	3%	4%	5%	16%	11%	15%	16%	4%	10%	13%
No	176	2%	1%	3%	3%	8%	19%	11%	16%	11%	3%	9%	14%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	2%	1%	3%	2%	3%	18%	12%	15%	17%	5%	12%	10%
Non-competitive (0-4)	252	2%	2%	4%	7%	9%	17%	10%	17%	13%	2%	5%	12%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	1%	1%	2%	3%	5%	18%	12%	16%	17%	4%	11%	10%
Non-competitive (0-4)	134	4%	2%	8%	8%	10%	18%	8%	10%	9%	3%	5%	15%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	1%	1%	2%	3%	5%	17%	12%	17%	16%	4%	11%	11%
Non-competitive (0-4)	110	7%	4%	7%	10%	11%	18%	7%	8%	10%	1%	4%	13%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	0%	1%	3%	2%	7%	15%	18%	18%	18%	4%	9%	5%
Non-competitive (0-4)	136	8%	2%	8%	8%	10%	24%	7%	10%	11%	2%	8%	2%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	0%	0%	0%	0%	0%	24%	15%	21%	21%	5%	14%	0%
Non-competitive (0-4)	113	11%	7%	21%	24%	37%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	1%	0%	2%	2%	5%	19%	12%	16%	16%	5%	11%	11%
Non-competitive (0-4)	174	5%	3%	7%	7%	7%	15%	9%	15%	13%	2%	6%	11%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	1%	1%	3%	2%	5%	17%	12%	16%	18%	5%	11%	9%
Non-competitive (0-4)	146	4%	4%	4%	11%	7%	20%	10%	13%	8%	0%	7%	12%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	1%	2%	2%	2%	7%	15%	12%	15%	19%	5%	10%	10%
Neutral	139	5%	0%	4%	4%	2%	23%	11%	14%	9%	3%	12%	13%
Poor (0-4)	95	0%	1%	6%	7%	9%	18%	12%	22%	7%	4%	7%	7%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	2%	1%	3%	3%	6%	14%	12%	16%	18%	5%	10%	10%
Neutral	122	1%	1%	2%	5%	4%	27%	11%	16%	8%	2%	10%	13%
Poor (0-4)	71	2%	1%	12%	8%	8%	23%	6%	8%	7%	2%	9%	14%

ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	444	1%	1%	3%	3%	6%	14%	11%	16%	19%	4%	10%	12%
Neutral	135	1%	2%	5%	4%	3%	22%	12%	16%	12%	4%	7%	12%
Poor (0-4)	90	3%	1%	6%	7%	8%	22%	13%	14%	6%	2%	6%	12%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	285	2%	0%	2%	2%	6%	15%	13%	16%	16%	4%	11%	13%
Neutral	134	0%	1%	3%	5%	4%	23%	11%	15%	14%	2%	12%	10%
Poor (0-4)	142	2%	1%	5%	5%	7%	19%	10%	15%	13%	3%	8%	12%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	257	2%	0%	4%	2%	5%	13%	13%	17%	16%	5%	12%	11%
Neutral	150	2%	1%	1%	4%	6%	24%	11%	14%	14%	4%	8%	11%
Poor (0-4)	187	2%	2%	5%	7%	6%	21%	9%	14%	13%	2%	8%	11%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	238	3%	1%	1%	3%	5%	11%	15%	21%	16%	4%	12%	8%
Neutral	139	1%	1%	3%	6%	2%	24%	11%	16%	13%	3%	11%	9%
Poor (0-4)	219	2%	1%	7%	4%	9%	18%	9%	11%	13%	4%	8%	14%

# EA-CRE BUSINESS COMPETITIVENESS -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 adequat e	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	751	4%	2%	3%	7%	7%	22%	8%	15%	15%	4%	7%	6%
LOCATION													
Auckland	248	3%	1%	2%	8%	11%	17%	9%	14%	16%	5%	8%	6%
Wellington	73	1%	1%	1%	10%	7%	23%	8%	20%	14%	6%	1%	8%
Christchurch	80	4%	4%	6%	13%	9%	22%	6%	17%	8%	2%	1%	8%
Provincial	349	4%	1%	5%	4%	5%	26%	8%	14%	15%	3%	9%	6%
Rural	135	3%	1%	5%	4%	9%	21%	5%	11%	21%	3%	7%	10%
North Is	569	3%	2%	2%	6%	8%	22%	8%	15%	16%	4%	8%	6%
South Is	182	6%	2%	7%	8%	8%	22%	8%	14%	11%	3%	4%	7%
SEX													
Male	359	3%	2%	4%	7%	10%	22%	8%	14%	13%	4%	6%	7%
Female	392	4%	1%	3%	7%	5%	22%	9%	15%	16%	4%	8%	6%
AGE GROUP													
Under 30	157	0%	0%	0%	2%	8%	28%	12%	17%	12%	7%	8%	6%
30-44	195	3%	3%	5%	5%	9%	20%	12%	15%	14%	3%	5%	6%
45-59	202	4%	2%	6%	11%	8%	19%	4%	12%	19%	2%	9%	4%
60 Plus	197	7%	1%	3%	8%	6%	24%	4%	14%	13%	4%	6%	10%
PERSONAL INCOME													
Less than \$15,000	97	3%	2%	4%	5%	5%	25%	13%	7%	15%	3%	5%	13%
\$15,001-30,000	141	5%	1%	3%	4%	10%	23%	8%	15%	12%	4%	10%	5%
\$30,001-50,000	111	5%	1%	4%	5%	6%	23%	5%	21%	19%	2%	2%	7%
\$50,001-70,000	104	3%	1%	1%	7%	6%	21%	9%	15%	15%	6%	12%	4%
More than \$70,000	172	1%	3%	7%	12%	9%	20%	7%	15%	11%	4%	6%	5%
ETHNICITY													
Pacific Island	17	0%	0%	0%	0%	15%	13%	5%	21%	0%	32%	9%	5%
Maori	85	2%	0%	2%	0%	9%	16%	12%	22%	17%	3%	13%	4%
Asian	41	2%	3%	0%	7%	4%	18%	9%	10%	23%	5%	11%	8%
Non Maori/PI/Asian	614	4%	2%	4%	8%	8%	24%	7%	13%	14%	3%	6%	7%
BILL PAYER													
Yes	569	4%	2%	4%	8%	8%	21%	7%	14%	15%	4%	7%	6%
No	176	3%	1%	1%	4%	6%	29%	9%	17%	13%	4%	5%	8%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	2%	1%	1%	4%	5%	23%	9%	15%	19%	5%	9%	7%
Non-competitive (0-4)	252	6%	4%	8%	12%	13%	21%	6%	14%	8%	2%	4%	2%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	2%	1%	2%	5%	6%	24%	9%	15%	17%	5%	8%	6%
Non-competitive (0-4)	134	7%	4%	8%	16%	16%	17%	6%	14%	6%	1%	1%	4%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	2%	1%	3%	4%	7%	24%	8%	16%	17%	4%	8%	6%
Non-competitive (0-4)	110	10%	3%	9%	23%	7%	15%	8%	10%	6%	2%	2%	5%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	2%	1%	4%	6%	10%	23%	12%	16%	14%	3%	6%	3%
Non-competitive (0-4)	136	5%	2%	4%	8%	8%	26%	5%	13%	16%	4%	7%	2%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	2%	1%	3%	5%	8%	24%	8%	17%	16%	5%	7%	4%
Non-competitive (0-4)	113	7%	5%	9%	18%	8%	18%	7%	10%	9%	1%	5%	3%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	0%	0%	0%	0%	0%	32%	11%	21%	21%	5%	10%	0%
Non-competitive (0-4)	174	15%	7%	15%	30%	33%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	2%	1%	2%	4%	6%	24%	8%	18%	17%	4%	9%	5%
Non-competitive (0-4)	146	9%	4%	9%	16%	13%	25%	4%	5%	8%	3%	1%	3%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	2%	2%	4%	7%	9%	17%	9%	15%	19%	6%	7%	3%
Neutral	139	7%	2%	2%	6%	6%	28%	7%	14%	9%	2%	9%	8%
Poor (0-4)	95	4%	3%	5%	6%	6%	23%	0%	21%	12%	4%	9%	7%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	3%	2%	3%	5%	6%	22%	9%	15%	18%	5%	8%	4%
Neutral	122	4%	2%	4%	6%	14%	30%	4%	11%	10%	2%	7%	6%
Poor (0-4)	71	6%	3%	7%	12%	11%	17%	4%	21%	11%	4%	1%	3%

ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	444	2%	2%	3%	6%	7%	20%	10%	14%	17%	4%	9%	6%
Neutral	135	6%	1%	4%	7%	7%	30%	5%	13%	13%	5%	4%	5%
Poor (0-4)	90	5%	3%	5%	10%	15%	19%	2%	22%	10%	0%	2%	7%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	285	2%	2%	2%	4%	9%	22%	10%	15%	16%	4%	10%	4%
Neutral	134	1%	2%	1%	8%	8%	29%	7%	15%	12%	3%	8%	6%
Poor (0-4)	142	7%	3%	4%	8%	9%	20%	4%	17%	15%	3%	4%	6%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	257	3%	1%	2%	3%	6%	22%	8%	15%	19%	5%	11%	5%
Neutral	150	3%	0%	2%	7%	7%	27%	7%	15%	18%	4%	6%	4%
Poor (0-4)	187	6%	4%	5%	12%	12%	19%	8%	13%	8%	1%	5%	7%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	238	2%	1%	2%	3%	5%	24%	6%	13%	22%	6%	13%	3%
Neutral	139	5%	2%	4%	6%	8%	29%	8%	11%	13%	3%	6%	5%
Poor (0-4)	219	5%	3%	5%	11%	12%	19%	8%	18%	10%	2%	2%	5%



# EA-CRE BUSINESS COMPETITIVENESS -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 adequat e	6	7	8	9	10 Extreme ly competi tive	Unsure
ALL	751	3%	2%	3%	6%	5%	20%	12%	13%	15%	5%	8%	8%
LOCATION													
Auckland	248	2%	3%	2%	8%	4%	14%	12%	15%	19%	3%	8%	10%
Wellington	73	2%	1%	4%	6%	6%	17%	11%	19%	16%	6%	2%	10%
Christchurch	80	2%	3%	3%	10%	6%	23%	12%	14%	11%	3%	8%	5%
Provincial	349	3%	1%	4%	4%	6%	24%	12%	11%	12%	6%	10%	7%
Rural	135	3%	2%	2%	6%	7%	22%	7%	10%	17%	2%	14%	8%
North Is	569	3%	2%	3%	6%	5%	18%	11%	14%	15%	5%	9%	9%
South Is	182	3%	2%	4%	7%	7%	27%	13%	10%	12%	3%	6%	6%
SEX													
Male	359	3%	3%	4%	7%	7%	19%	11%	14%	14%	5%	5%	8%
Female	392	2%	1%	3%	6%	4%	21%	12%	13%	15%	4%	11%	8%
AGE GROUP													
Under 30	157	1%	1%	0%	7%	7%	22%	16%	6%	18%	2%	6%	14%
30-44	195	2%	3%	5%	4%	4%	19%	17%	14%	15%	4%	7%	6%
45-59	202	6%	2%	3%	8%	5%	20%	7%	19%	11%	5%	9%	5%
60 Plus	197	1%	1%	5%	7%	6%	19%	7%	12%	15%	6%	12%	9%
PERSONAL INCOME													
Less than \$15,000	97	3%	1%	1%	3%	3%	22%	13%	8%	20%	7%	6%	13%
\$15,001-30,000	141	0%	1%	3%	5%	4%	24%	12%	10%	17%	3%	13%	8%
\$30,001-50,000	111	6%	3%	4%	11%	6%	18%	7%	14%	13%	5%	9%	4%
\$50,001-70,000	104	1%	1%	2%	5%	4%	20%	9%	16%	17%	10%	9%	6%
More than \$70,000	172	2%	3%	5%	7%	7%	17%	16%	16%	13%	1%	7%	6%
ETHNICITY													
Pacific Island	17	0%	0%	0%	0%	0%	15%	9%	15%	14%	4%	21%	22%
Maori	85	4%	2%	2%	3%	6%	22%	10%	9%	17%	3%	12%	10%
Asian	41	2%	0%	3%	5%	2%	12%	18%	12%	13%	11%	5%	17%
Non Maori/PI/Asian	614	3%	2%	3%	7%	6%	20%	11%	14%	14%	4%	8%	8%
BILL PAYER													
Yes	569	2%	2%	4%	6%	6%	19%	11%	14%	14%	6%	9%	7%
No	176	4%	1%	1%	6%	5%	22%	14%	11%	14%	1%	8%	13%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	1%	1%	2%	3%	3%	21%	12%	15%	18%	6%	11%	7%
Non-competitive (0-4)	252	5%	4%	6%	13%	11%	17%	12%	11%	10%	2%	3%	6%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	2%	1%	2%	4%	4%	22%	13%	15%	16%	5%	10%	6%
Non-competitive (0-4)	134	5%	4%	9%	18%	12%	13%	10%	7%	9%	2%	2%	9%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	2%	1%	3%	4%	5%	21%	12%	14%	17%	5%	9%	7%
Non-competitive (0-4)	110	7%	5%	6%	22%	11%	14%	13%	9%	4%	0%	3%	6%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	1%	3%	2%	6%	5%	20%	15%	16%	18%	4%	7%	3%
Non-competitive (0-4)	136	5%	2%	4%	7%	7%	24%	13%	14%	12%	3%	5%	4%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	3%	1%	2%	4%	6%	19%	13%	16%	17%	6%	9%	4%
Non-competitive (0-4)	113	2%	5%	7%	19%	5%	21%	15%	8%	9%	1%	3%	5%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	2%	1%	1%	4%	4%	21%	13%	14%	18%	6%	10%	6%
Non-competitive (0-4)	174	6%	4%	9%	15%	10%	16%	8%	13%	7%	2%	3%	7%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	0%	0%	0%	0%	0%	27%	16%	18%	20%	7%	12%	0%
Non-competitive (0-4)	146	13%	9%	17%	33%	28%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	1%	2%	3%	6%	6%	12%	13%	16%	21%	6%	8%	6%
Neutral	139	6%	2%	3%	11%	4%	29%	8%	10%	8%	3%	10%	6%
Poor (0-4)	95	3%	2%	3%	6%	10%	23%	14%	13%	16%	2%	7%	1%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	2%	2%	3%	4%	6%	18%	14%	15%	19%	5%	8%	4%
Neutral	122	4%	3%	4%	10%	7%	23%	9%	9%	9%	4%	10%	8%
Poor (0-4)	71	3%	3%	4%	13%	7%	19%	7%	14%	13%	1%	7%	9%

ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	444	1%	1%	3%	5%	7%	16%	13%	14%	19%	5%	10%	6%
Neutral	135	3%	2%	3%	6%	3%	27%	11%	14%	10%	5%	5%	11%
Poor (0-4)	90	7%	4%	5%	14%	6%	23%	12%	11%	7%	0%	3%	8%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	285	0%	0%	3%	6%	7%	12%	15%	16%	20%	6%	10%	5%
Neutral	134	3%	2%	2%	5%	5%	29%	10%	9%	12%	3%	13%	7%
Poor (0-4)	142	4%	6%	4%	9%	8%	21%	12%	14%	10%	2%	6%	4%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	257	1%	0%	1%	3%	4%	15%	16%	17%	20%	6%	11%	6%
Neutral	150	2%	2%	5%	5%	6%	29%	11%	12%	10%	3%	8%	7%
Poor (0-4)	187	4%	4%	5%	11%	7%	18%	13%	11%	13%	1%	7%	6%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	238	1%	1%	3%	3%	4%	17%	10%	18%	21%	8%	10%	4%
Neutral	139	2%	1%	1%	5%	4%	24%	17%	14%	13%	4%	10%	5%
Poor (0-4)	219	3%	4%	6%	12%	10%	20%	12%	12%	9%	1%	4%	7%

# EA-CREPAY BILLS

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	751	76%	23%	1%
LOCATION				
Auckland	248	73%	26%	1%
Wellington	73	72%	28%	0%
Christchurch	80	74%	26%	0%
Provincial	349	79%	20%	1%
Rural	135	76%	24%	0%
North Is	569	75%	24%	1%
South Is	182	78%	22%	0%
SEX				
Male	359	76%	24%	0%
Female	392	76%	23%	1%
AGE GROUP				
Under 30	157	34%	63%	3%
30-44	195	83%	17%	0%
45-59	202	89%	11%	0%
60 Plus	197	89%	10%	1%
PERSONAL INCOME				
Less than \$15,000	97	57%	41%	2%
\$15,001-30,000	141	73%	27%	0%
\$30,001-50,000	111	77%	21%	2%
\$50,001-70,000	104	78%	21%	1%
More than \$70,000	172	92%	8%	0%
ETHNICITY				
Pacific Island	17	38%	48%	14%
Maori	85	72%	28%	0%
Asian	41	50%	45%	5%
Non Maori/PI/Asian	614	79%	21%	0%
BILL PAYER				
Yes	569	100%	0%	0%
No	176	0%	100%	0%
BUSINESSES-PETROL PRICES				
Competitive (5-10)	460	73%	26%	1%
Non-competitive (0-4)	252	82%	18%	0%
BUSINESSES-PHONE COMPANIES				
Competitive (5-10)	569	74%	25%	1%
Non-competitive (0-4)	134	84%	16%	0%
BUSINESSES-SUPERMARKETS				
Competitive (5-10)	621	75%	24%	1%
Non-competitive (0-4)	110	78%	21%	1%
BUSINESSES-ONLINE BOOKSTORES				
Competitive (5-10)	290	74%	26%	0%
Non-competitive (0-4)	136	74%	24%	2%
BUSINESSES-ELEC. GOODS STORES				
Competitive (5-10)	539	76%	23%	1%
Non-competitive (0-4)	113	73%	27%	0%
BUSINESSES-BANKS & FIN. SERVS				
Competitive (5-10)	528	73%	26%	1%
Non-competitive (0-4)	174	85%	15%	0%
BUSINESSES-ELEC. RETAILERS				
Competitive (5-10)	543	76%	23%	1%
Non-competitive (0-4)	146	80%	20%	0%
ELEC. INDSTRY-ENOUGH ELECTRICITY				
Good (6-10)	322	73%	26%	1%
Neutral	139	81%	19%	0%
Poor (0-4)	95	81%	19%	0%
ELEC. INDSTRY-RELIABLE SUPPLY				
Good (6-10)	447	77%	22%	1%
Neutral	122	79%	21%	0%
Poor (0-4)	71	82%	18%	0%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY				
Good (6-10)	444	75%	24%	1%
Neutral	135	82%	18%	0%
Poor (0-4)	90	79%	21%	0%
ELEC. INDSTRY-RIGHT MIX STATIONS				
Good (6-10)	285	73%	26%	1%
Neutral	134	83%	17%	0%

Poor (0-4)	142	85%	15%	0%
ELEC. INDSTRY-COMPETITION & EFFIC				
Good (6-10)	257	73%	26%	1%
Neutral	150	76%	24%	0%
Poor (0-4)	187	83%	17%	0%
ELEC. INDSTRY-COMPETITION & PRICES				
Good (6-10)	238	74%	26%	0%
Neutral	139	79%	21%	0%
Poor (0-4)	219	85%	15%	0%

# EA-CRE STATEMENT TESTING

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

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

		0 Extremely Poor	1	2	3	4	5 Neutral	6	7	8	9	10 Extremely Good	Unsure
ALL	751	2%	1%	2%	3%	5%	18%	10%	12%	11%	3%	7%	26%
LOCATION													
Auckland	248	1%	1%	2%	2%	6%	17%	8%	12%	14%	3%	9%	25%
Wellington	73	1%	0%	2%	3%	2%	15%	14%	18%	13%	5%	4%	23%
Christchurch	80	0%	1%	1%	5%	8%	17%	14%	18%	8%	2%	3%	23%
Provincial	349	3%	0%	2%	3%	5%	21%	8%	9%	10%	3%	7%	29%
Rural	135	2%	0%	1%	5%	6%	23%	5%	13%	9%	4%	6%	26%
North Is	569	2%	1%	2%	3%	4%	18%	9%	11%	12%	4%	8%	26%
South Is	182	1%	0%	0%	4%	8%	20%	11%	14%	9%	3%	5%	25%
SEX													
Male	359	2%	1%	2%	4%	7%	18%	11%	14%	12%	5%	7%	17%
Female	392	2%	1%	1%	3%	4%	19%	8%	9%	10%	2%	7%	34%
AGE GROUP													
Under 30	157	2%	0%	1%	3%	4%	12%	8%	14%	13%	5%	3%	35%
30-44	195	1%	0%	1%	4%	7%	14%	14%	13%	11%	3%	9%	23%
45-59	202	2%	1%	2%	4%	5%	26%	8%	9%	11%	4%	8%	20%
60 Plus	197	3%	2%	1%	2%	6%	20%	8%	12%	11%	1%	6%	28%
PERSONAL INCOME													
Less than \$15,000	97	2%	0%	1%	2%	1%	14%	9%	11%	7%	5%	9%	39%
\$15,001-30,000	141	4%	1%	3%	5%	6%	17%	10%	10%	9%	1%	6%	28%
\$30,001-50,000	111	1%	1%	1%	3%	6%	18%	10%	12%	9%	2%	6%	31%
\$50,001-70,000	104	1%	1%	2%	5%	4%	18%	9%	13%	13%	5%	6%	23%
More than \$70,000	172	2%	1%	1%	3%	8%	20%	12%	15%	13%	6%	7%	12%
ETHNICITY													
Pacific Island	17	0%	0%	0%	0%	0%	14%	15%	14%	16%	0%	9%	32%
Maori	85	6%	1%	0%	2%	13%	22%	10%	4%	6%	7%	7%	22%
Asian	41	6%	0%	2%	7%	2%	6%	16%	7%	17%	0%	2%	35%
Non Maori/PI/Asian	614	1%	1%	2%	3%	5%	19%	9%	13%	11%	3%	7%	26%
BILL PAYER													
Yes	569	2%	1%	2%	3%	6%	20%	9%	12%	10%	3%	7%	25%
No	176	3%	0%	1%	3%	3%	15%	12%	10%	15%	4%	7%	27%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	2%	1%	1%	3%	4%	17%	9%	12%	13%	4%	8%	26%
Non-competitive (0-4)	252	2%	0%	2%	4%	8%	21%	10%	12%	9%	3%	4%	25%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	2%	1%	2%	3%	5%	17%	10%	12%	12%	3%	7%	26%
Non-competitive (0-4)	134	3%	1%	2%	4%	6%	25%	9%	11%	9%	4%	1%	25%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	2%	1%	1%	3%	5%	18%	9%	12%	12%	4%	7%	26%
Non-competitive (0-4)	110	4%	0%	3%	4%	6%	21%	13%	13%	9%	2%	1%	24%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	1%	0%	2%	4%	5%	19%	9%	17%	12%	4%	6%	21%
Non-competitive (0-4)	136	2%	1%	5%	4%	7%	18%	10%	9%	11%	5%	6%	22%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	2%	1%	1%	3%	5%	19%	10%	13%	12%	4%	7%	23%
Non-competitive (0-4)	113	2%	0%	4%	6%	8%	18%	9%	12%	8%	5%	5%	23%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	2%	1%	2%	3%	5%	18%	10%	11%	12%	3%	8%	25%
Non-competitive (0-4)	174	2%	0%	2%	5%	4%	18%	10%	16%	11%	4%	3%	25%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	2%	1%	2%	4%	5%	17%	9%	13%	12%	4%	7%	24%
Non-competitive (0-4)	146	3%	1%	2%	3%	7%	25%	12%	10%	10%	3%	4%	20%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	0%	0%	0%	0%	0%	0%	22%	28%	26%	8%	16%	0%
Neutral	139	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	95	16%	4%	12%	26%	42%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	2%	1%	0%	3%	4%	14%	11%	16%	18%	5%	10%	16%
Neutral	122	2%	1%	4%	2%	9%	41%	10%	6%	3%	1%	2%	19%
Poor (0-4)	71	4%	1%	7%	14%	14%	22%	6%	6%	1%	0%	4%	21%

ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	444	1%	0%	1%	2%	3%	15%	12%	14%	16%	5%	10%	21%	
Neutral	135	4%	1%	2%	5%	9%	39%	9%	6%	4%	1%	2%	18%	
Poor (0-4)	90	5%	0%	5%	10%	16%	20%	8%	12%	2%	3%	3%	16%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	285	1%	0%	0%	2%	3%	13%	10%	17%	22%	7%	12%	13%	
Neutral	134	1%	0%	2%	2%	7%	40%	8%	8%	4%	2%	3%	23%	
Poor (0-4)	142	4%	2%	5%	9%	14%	22%	14%	8%	2%	2%	3%	15%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	257	1%	0%	1%	2%	3%	16%	10%	12%	19%	8%	11%	17%	
Neutral	150	1%	0%	1%	2%	6%	28%	9%	16%	11%	0%	3%	23%	
Poor (0-4)	187	4%	2%	4%	8%	10%	22%	12%	10%	4%	2%	4%	18%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	238	2%	1%	1%	3%	3%	15%	10%	10%	20%	7%	11%	17%	
Neutral	139	1%	1%	2%	2%	7%	30%	10%	12%	6%	1%	5%	23%	
Poor (0-4)	219	3%	1%	3%	5%	9%	21%	12%	15%	7%	2%	3%	19%	

# EA-CRE STATEMENT TESTING

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	751	1%	1%	1%	3%	4%	16%	10%	13%	19%	7%	10%	15%
LOCATION													
Auckland	248	1%	1%	1%	3%	4%	15%	7%	14%	21%	7%	13%	13%
Wellington	73	0%	0%	1%	4%	5%	15%	8%	11%	15%	11%	7%	23%
Christchurch	80	0%	0%	0%	3%	3%	14%	11%	13%	18%	10%	12%	16%
Provincial	349	1%	0%	1%	3%	4%	18%	11%	13%	19%	6%	9%	15%
Rural	135	0%	0%	2%	3%	7%	16%	7%	15%	23%	6%	10%	11%
North Is	569	1%	1%	1%	3%	5%	16%	9%	13%	19%	7%	10%	15%
South Is	182	1%	0%	0%	2%	3%	16%	10%	14%	20%	9%	11%	14%
SEX													
Male	359	1%	0%	0%	4%	5%	16%	12%	13%	22%	9%	10%	8%
Female	392	0%	1%	2%	2%	4%	16%	8%	13%	17%	5%	11%	21%
AGE GROUP													
Under 30	157	1%	0%	0%	1%	2%	13%	13%	15%	17%	7%	9%	22%
30-44	195	0%	1%	1%	2%	4%	18%	10%	14%	23%	8%	8%	11%
45-59	202	1%	0%	3%	3%	6%	15%	10%	12%	18%	8%	13%	11%
60 Plus	197	1%	1%	0%	6%	5%	18%	6%	12%	18%	6%	10%	17%
PERSONAL INCOME													
Less than \$15,000	97	0%	0%	2%	1%	5%	12%	14%	17%	11%	8%	11%	19%
\$15,001-30,000	141	0%	1%	2%	3%	4%	19%	6%	9%	21%	4%	11%	20%
\$30,001-50,000	111	1%	0%	1%	8%	7%	12%	6%	15%	20%	10%	9%	11%
\$50,001-70,000	104	0%	0%	2%	3%	3%	17%	13%	14%	17%	6%	12%	13%
More than \$70,000	172	0%	1%	0%	1%	6%	15%	12%	12%	24%	10%	10%	9%
ETHNICITY													
Pacific Island	17	9%	0%	8%	0%	0%	20%	0%	4%	33%	0%	17%	9%
Maori	85	1%	0%	0%	4%	6%	17%	9%	19%	15%	5%	11%	13%
Asian	41	0%	0%	0%	0%	2%	10%	9%	22%	25%	13%	2%	17%
Non Maori/PI/Asian	614	0%	1%	1%	3%	4%	17%	10%	12%	19%	7%	11%	15%
BILL PAYER													
Yes	569	0%	0%	1%	4%	5%	17%	9%	13%	19%	8%	11%	13%
No	176	2%	1%	1%	0%	3%	14%	10%	12%	18%	7%	10%	22%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	0%	0%	1%	2%	5%	14%	11%	14%	22%	7%	10%	14%
Non-competitive (0-4)	252	1%	1%	1%	5%	4%	21%	7%	13%	16%	8%	10%	13%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	0%	0%	1%	3%	3%	16%	10%	14%	18%	9%	11%	15%
Non-competitive (0-4)	134	1%	1%	0%	5%	13%	19%	9%	13%	22%	3%	7%	7%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	0%	0%	1%	2%	4%	17%	10%	14%	19%	8%	11%	14%
Non-competitive (0-4)	110	2%	1%	1%	6%	6%	17%	10%	14%	19%	5%	6%	13%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	0%	0%	0%	3%	4%	16%	11%	17%	20%	8%	10%	11%
Non-competitive (0-4)	136	1%	0%	2%	3%	9%	15%	12%	16%	17%	6%	10%	9%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	0%	0%	1%	2%	4%	17%	11%	13%	20%	8%	10%	14%
Non-competitive (0-4)	113	2%	1%	2%	7%	7%	14%	6%	17%	18%	7%	10%	9%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	0%	0%	1%	2%	4%	15%	11%	15%	20%	7%	12%	13%
Non-competitive (0-4)	174	2%	1%	0%	6%	7%	21%	6%	10%	18%	8%	7%	14%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	0%	0%	1%	2%	4%	15%	10%	14%	21%	9%	11%	13%
Non-competitive (0-4)	146	2%	1%	0%	5%	7%	23%	10%	13%	13%	5%	10%	11%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	1%	0%	0%	1%	2%	8%	7%	17%	31%	14%	15%	4%
Neutral	139	0%	0%	0%	3%	8%	36%	14%	10%	11%	0%	11%	7%
Poor (0-4)	95	2%	1%	6%	11%	10%	22%	15%	9%	9%	4%	6%	5%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	0%	0%	0%	0%	0%	0%	16%	22%	32%	12%	18%	0%
Neutral	122	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	71	7%	4%	11%	32%	46%	0%	0%	0%	0%	0%	0%	0%

ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	444	0%	0%	0%	1%	2%	10%	11%	16%	26%	11%	14%	9%
Neutral	135	1%	0%	3%	5%	6%	36%	9%	9%	11%	2%	6%	12%
Poor (0-4)	90	3%	1%	4%	14%	13%	21%	9%	9%	7%	3%	3%	13%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	285	0%	0%	1%	0%	3%	8%	9%	18%	28%	12%	16%	5%
Neutral	134	0%	0%	1%	2%	4%	35%	11%	13%	17%	5%	6%	6%
Poor (0-4)	142	2%	1%	2%	12%	9%	26%	13%	8%	7%	5%	9%	6%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	257	1%	0%	0%	0%	1%	8%	10%	16%	28%	11%	16%	9%
Neutral	150	0%	0%	1%	3%	5%	25%	14%	14%	18%	6%	5%	9%
Poor (0-4)	187	2%	1%	3%	9%	10%	26%	9%	11%	8%	5%	8%	8%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	238	1%	0%	1%	0%	2%	8%	8%	17%	28%	12%	17%	6%
Neutral	139	0%	0%	0%	3%	5%	29%	9%	13%	11%	7%	13%	10%
Poor (0-4)	219	1%	1%	3%	8%	9%	18%	12%	15%	16%	5%	4%	8%



# EA-CRE STATEMENT TESTING

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 Extreme Base ly Poor	1	2	3	4	5 Neutral	6	7	8	9	10 Extreme ly good	Unsure
ALL	751	2%	1%	1%	4%	4%	18%	11%	17%	17%	5%	9%	11%
LOCATION													
Auckland	248	1%	1%	1%	4%	5%	16%	10%	19%	17%	4%	13%	9%
Wellington	73	1%	1%	4%	4%	2%	19%	9%	22%	22%	5%	2%	9%
Christchurch	80	5%	0%	0%	7%	2%	19%	14%	15%	16%	6%	6%	10%
Provincial	349	2%	1%	2%	3%	5%	19%	11%	15%	16%	5%	8%	13%
Rural	135	1%	1%	1%	4%	6%	20%	12%	18%	15%	2%	9%	11%
North Is	569	1%	1%	2%	3%	4%	18%	10%	18%	18%	5%	9%	11%
South Is	182	3%	1%	1%	5%	4%	19%	14%	15%	16%	6%	7%	9%
SEX													
Male	359	3%	1%	1%	5%	4%	19%	11%	18%	17%	6%	7%	8%
Female	392	1%	0%	1%	3%	4%	17%	11%	16%	17%	5%	11%	14%
AGE GROUP													
Under 30	157	1%	0%	3%	3%	3%	10%	13%	20%	21%	6%	6%	14%
30-44	195	0%	1%	2%	5%	4%	16%	13%	17%	18%	6%	7%	11%
45-59	202	2%	1%	1%	4%	5%	24%	7%	18%	13%	4%	12%	9%
60 Plus	197	3%	1%	0%	4%	6%	20%	10%	14%	17%	5%	10%	10%
PERSONAL INCOME													
Less than \$15,000	97	4%	0%	1%	3%	5%	16%	8%	11%	27%	4%	9%	12%
\$15,001-30,000	141	0%	0%	1%	4%	3%	18%	15%	17%	16%	3%	12%	11%
\$30,001-50,000	111	0%	1%	3%	4%	4%	17%	13%	19%	12%	5%	10%	12%
\$50,001-70,000	104	2%	0%	1%	4%	5%	19%	13%	12%	15%	9%	6%	14%
More than \$70,000	172	2%	2%	1%	4%	5%	20%	8%	27%	14%	5%	8%	4%
ETHNICITY													
Pacific Island	17	0%	0%	0%	0%	8%	4%	22%	14%	20%	0%	12%	20%
Maori	85	5%	1%	6%	4%	6%	18%	9%	10%	18%	5%	10%	8%
Asian	41	2%	0%	0%	5%	4%	10%	3%	11%	31%	14%	4%	16%
Non Maori/PI/Asian	614	1%	1%	1%	4%	4%	19%	11%	18%	16%	5%	9%	11%
BILL PAYER													
Yes	569	2%	1%	2%	4%	4%	19%	10%	17%	17%	5%	9%	10%
No	176	2%	0%	0%	4%	4%	14%	14%	18%	19%	4%	7%	14%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	1%	1%	0%	2%	3%	17%	9%	20%	20%	5%	10%	12%
Non-competitive (0-4)	252	3%	1%	4%	6%	7%	18%	13%	13%	13%	7%	7%	8%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	1%	1%	1%	4%	3%	18%	11%	18%	18%	5%	9%	11%
Non-competitive (0-4)	134	2%	1%	3%	5%	12%	18%	11%	18%	10%	5%	6%	9%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	1%	1%	1%	3%	4%	18%	11%	17%	18%	6%	10%	10%
Non-competitive (0-4)	110	6%	1%	2%	5%	9%	19%	10%	23%	10%	1%	2%	12%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	1%	0%	3%	4%	4%	16%	12%	19%	18%	8%	7%	8%
Non-competitive (0-4)	136	3%	0%	2%	5%	7%	19%	10%	20%	12%	2%	7%	13%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	2%	0%	1%	4%	3%	18%	10%	18%	19%	6%	9%	10%
Non-competitive (0-4)	113	1%	2%	2%	5%	9%	18%	14%	21%	12%	4%	4%	8%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	2%	0%	1%	4%	2%	18%	11%	18%	18%	5%	11%	10%
Non-competitive (0-4)	174	2%	1%	2%	4%	10%	20%	12%	16%	12%	6%	4%	11%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	1%	1%	1%	3%	3%	18%	11%	18%	18%	6%	10%	10%
Non-competitive (0-4)	146	4%	1%	1%	6%	10%	16%	12%	20%	11%	4%	5%	10%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	1%	0%	1%	2%	4%	9%	13%	21%	23%	9%	13%	4%
Neutral	139	4%	0%	2%	2%	5%	38%	12%	17%	8%	1%	8%	3%
Poor (0-4)	95	5%	4%	3%	15%	7%	30%	8%	14%	9%	0%	1%	4%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	1%	0%	1%	2%	3%	11%	12%	21%	23%	8%	12%	6%
Neutral	122	3%	1%	0%	6%	7%	40%	11%	14%	7%	1%	2%	8%
Poor (0-4)	71	8%	4%	7%	15%	11%	27%	9%	12%	1%	0%	1%	5%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													

Good (6-10)	444	0%	0%	0%	0%	0%	0%	18%	29%	29%	9%	15%	0%
Neutral	135	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	90	15%	5%	12%	32%	36%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	285	1%	0%	0%	1%	4%	8%	13%	20%	25%	9%	15%	4%
Neutral	134	2%	1%	1%	1%	1%	38%	12%	17%	13%	4%	6%	4%
Poor (0-4)	142	5%	3%	4%	16%	8%	25%	11%	13%	8%	1%	3%	3%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	257	1%	0%	0%	1%	2%	11%	10%	22%	25%	9%	15%	4%
Neutral	150	0%	0%	2%	1%	5%	32%	11%	19%	16%	4%	5%	5%
Poor (0-4)	187	6%	2%	3%	13%	10%	22%	14%	12%	10%	1%	4%	3%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	238	0%	0%	0%	2%	3%	10%	12%	17%	27%	9%	17%	3%
Neutral	139	1%	1%	0%	3%	2%	32%	12%	16%	15%	4%	9%	5%
Poor (0-4)	219	4%	2%	4%	8%	10%	22%	12%	19%	10%	2%	2%	5%

# EA-CRE STATEMENT TESTING

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	1	2	3	4	5	6	7	8	9	10	Extremely	Unsure
	Base	ly Poor				Neutral					ly good			
ALL	751	3%	1%	3%	6%	6%	18%	9%	10%	9%	4%	6%	25%	
LOCATION														
Auckland	248	2%	2%	3%	7%	5%	17%	10%	11%	6%	5%	7%	25%	
Wellington	73	1%	2%	3%	5%	4%	18%	4%	12%	14%	2%	5%	30%	
Christchurch	80	3%	2%	2%	8%	3%	15%	15%	16%	9%	1%	4%	22%	
Provincial	349	3%	0%	4%	6%	7%	19%	9%	8%	9%	4%	6%	25%	
Rural	135	1%	1%	2%	8%	7%	21%	10%	6%	11%	4%	7%	22%	
North Is	569	2%	1%	4%	6%	6%	18%	8%	10%	9%	4%	6%	26%	
South Is	182	4%	1%	2%	7%	6%	16%	15%	9%	10%	3%	5%	22%	
SEX														
Male	359	3%	2%	3%	9%	8%	16%	10%	10%	9%	5%	5%	20%	
Female	392	2%	1%	3%	4%	4%	20%	9%	10%	8%	3%	6%	30%	
AGE GROUP														
Under 30	157	0%	1%	0%	2%	4%	10%	7%	19%	13%	4%	6%	34%	
30-44	195	1%	2%	3%	6%	9%	18%	11%	8%	13%	5%	4%	20%	
45-59	202	3%	1%	4%	7%	6%	23%	12%	8%	6%	3%	5%	22%	
60 Plus	197	5%	2%	4%	10%	4%	18%	6%	8%	5%	3%	8%	27%	
PERSONAL INCOME														
Less than \$15,000	97	3%	0%	3%	1%	2%	14%	12%	17%	10%	4%	5%	29%	
\$15,001-30,000	141	2%	2%	3%	5%	3%	18%	7%	9%	9%	5%	11%	26%	
\$30,001-50,000	111	2%	1%	3%	14%	5%	18%	11%	5%	7%	2%	5%	27%	
\$50,001-70,000	104	4%	3%	4%	6%	9%	15%	10%	7%	8%	4%	4%	26%	
More than \$70,000	172	2%	0%	3%	7%	9%	25%	12%	12%	8%	4%	5%	13%	
ETHNICITY														
Pacific Island	17	0%	0%	0%	0%	0%	13%	16%	14%	8%	15%	12%	22%	
Maori	85	5%	1%	3%	3%	13%	16%	11%	12%	6%	5%	8%	17%	
Asian	41	0%	5%	2%	4%	0%	9%	8%	23%	13%	6%	0%	30%	
Non Maori/PI/Asian	614	2%	1%	3%	7%	5%	19%	9%	9%	9%	4%	6%	26%	
BILL PAYER														
Yes	569	3%	1%	4%	7%	6%	20%	10%	8%	8%	4%	6%	23%	
No	176	1%	3%	1%	4%	4%	13%	6%	15%	13%	3%	4%	33%	
BUSINESSES-PETROL PRICES														
Competitive (5-10)	460	1%	1%	3%	5%	5%	19%	9%	10%	11%	5%	6%	25%	
Non-competitive (0-4)	252	4%	2%	3%	8%	8%	17%	11%	10%	5%	2%	5%	25%	
BUSINESSES-PHONE COMPANIES														
Competitive (5-10)	569	2%	1%	2%	5%	6%	18%	9%	11%	10%	4%	6%	26%	
Non-competitive (0-4)	134	5%	2%	6%	12%	6%	20%	12%	8%	6%	4%	3%	16%	
BUSINESSES-SUPERMARKETS														
Competitive (5-10)	621	2%	1%	3%	5%	5%	19%	10%	11%	9%	4%	6%	25%	
Non-competitive (0-4)	110	5%	2%	4%	13%	10%	14%	8%	8%	5%	3%	3%	25%	
BUSINESSES-ONLINE BOOKSTORES														
Competitive (5-10)	290	2%	1%	3%	5%	4%	18%	13%	14%	10%	4%	4%	22%	
Non-competitive (0-4)	136	1%	1%	3%	10%	7%	20%	7%	9%	10%	4%	2%	26%	
BUSINESSES-ELEC. GOODS STORES														
Competitive (5-10)	539	2%	1%	3%	6%	6%	19%	10%	12%	8%	4%	6%	23%	
Non-competitive (0-4)	113	2%	3%	5%	8%	8%	15%	8%	5%	11%	3%	3%	29%	
BUSINESSES-BANKS & FIN. SERVS														
Competitive (5-10)	528	2%	1%	3%	6%	5%	19%	10%	10%	10%	4%	7%	23%	
Non-competitive (0-4)	174	4%	1%	5%	8%	7%	15%	9%	11%	5%	4%	3%	28%	
BUSINESSES-ELEC. RETAILERS														
Competitive (5-10)	543	2%	1%	3%	4%	7%	19%	10%	12%	9%	4%	6%	23%	
Non-competitive (0-4)	146	6%	1%	4%	14%	5%	16%	9%	5%	9%	3%	6%	22%	
ELEC. INDSTRY-ENOUGH ELECTRICITY														
Good (6-10)	322	0%	0%	2%	5%	5%	11%	13%	16%	15%	6%	11%	16%	
Neutral	139	6%	1%	2%	6%	7%	39%	9%	5%	6%	3%	4%	12%	
Poor (0-4)	95	6%	7%	9%	16%	13%	15%	9%	2%	3%	2%	1%	17%	
ELEC. INDSTRY-RELIABLE SUPPLY														
Good (6-10)	447	1%	1%	3%	4%	4%	16%	12%	13%	14%	6%	8%	18%	
Neutral	122	6%	2%	3%	9%	10%	39%	7%	7%	2%	0%	2%	13%	
Poor (0-4)	71	8%	4%	8%	21%	13%	14%	10%	4%	2%	1%	0%	15%	
ELEC. INDSTRY-SUPPLIED EFFICIENTLY														

Good (6-10)	444	1%	1%	2%	5%	4%	16%	11%	12%	13%	6%	9%	20%
Neutral	135	4%	0%	6%	10%	7%	37%	7%	6%	2%	1%	0%	20%
Poor (0-4)	90	9%	6%	8%	14%	18%	9%	7%	9%	1%	1%	0%	18%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	285	0%	0%	0%	0%	0%	0%	25%	27%	23%	10%	15%	0%
Neutral	134	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	142	13%	6%	16%	34%	31%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	257	1%	0%	1%	2%	3%	11%	14%	19%	15%	9%	13%	12%
Neutral	150	1%	1%	0%	8%	8%	41%	8%	8%	6%	0%	1%	18%
Poor (0-4)	187	8%	3%	9%	14%	12%	16%	7%	5%	5%	2%	2%	17%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	238	0%	2%	3%	3%	4%	11%	11%	17%	13%	9%	12%	15%
Neutral	139	3%	0%	2%	5%	8%	36%	12%	4%	8%	1%	4%	17%
Poor (0-4)	219	6%	2%	5%	14%	10%	21%	9%	8%	6%	2%	1%	16%

# EA-CRE STATEMENT TESTING

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

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

		0 Extremely Poor	1	2	3	4	5 Neutral	6	7	8	9	10 Extremely Good	11 Unsure
ALL	751	4%	2%	4%	6%	9%	20%	10%	9%	7%	2%	6%	21%
LOCATION													
Auckland	248	4%	2%	4%	7%	9%	18%	11%	9%	5%	3%	6%	22%
Wellington	73	3%	2%	3%	4%	10%	28%	11%	11%	5%	2%	3%	18%
Christchurch	80	4%	3%	6%	3%	4%	23%	12%	9%	8%	0%	2%	26%
Provincial	349	4%	2%	5%	5%	10%	19%	9%	8%	8%	2%	8%	20%
Rural	135	2%	1%	4%	7%	14%	17%	9%	6%	7%	2%	11%	20%
North Is	569	4%	2%	4%	6%	10%	19%	10%	9%	7%	3%	6%	20%
South Is	182	4%	1%	5%	4%	8%	22%	10%	8%	6%	2%	7%	23%
SEX													
Male	359	5%	2%	5%	6%	9%	22%	12%	7%	9%	4%	5%	14%
Female	392	3%	2%	4%	5%	9%	18%	8%	10%	5%	1%	8%	27%
AGE GROUP													
Under 30	157	0%	2%	1%	3%	8%	19%	18%	7%	6%	3%	10%	23%
30-44	195	2%	2%	8%	4%	14%	17%	11%	12%	7%	3%	3%	17%
45-59	202	5%	3%	2%	9%	7%	25%	8%	7%	8%	1%	6%	19%
60 Plus	197	8%	2%	5%	6%	7%	19%	4%	9%	6%	2%	7%	25%
PERSONAL INCOME													
Less than \$15,000	97	4%	1%	3%	5%	14%	15%	19%	5%	3%	7%	6%	18%
\$15,001-30,000	141	0%	2%	7%	5%	10%	13%	8%	7%	6%	0%	17%	25%
\$30,001-50,000	111	5%	5%	4%	4%	9%	19%	2%	7%	9%	1%	3%	32%
\$50,001-70,000	104	2%	2%	8%	5%	8%	32%	12%	2%	11%	1%	2%	15%
More than \$70,000	172	6%	1%	3%	8%	10%	23%	12%	13%	8%	2%	3%	11%
ETHNICITY													
Pacific Island	17	0%	0%	7%	0%	5%	8%	15%	0%	4%	0%	27%	34%
Maori	85	6%	1%	1%	6%	11%	22%	11%	5%	8%	1%	9%	19%
Asian	41	0%	0%	4%	3%	8%	10%	16%	28%	7%	4%	0%	20%
Non Maori/PI/Asian	614	4%	2%	5%	6%	9%	21%	9%	8%	7%	2%	6%	21%
BILL PAYER													
Yes	569	5%	2%	5%	6%	9%	20%	8%	9%	8%	2%	6%	20%
No	176	2%	1%	4%	4%	8%	20%	16%	5%	5%	3%	8%	24%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	1%	2%	3%	5%	9%	19%	11%	9%	9%	2%	8%	22%
Non-competitive (0-4)	252	8%	3%	6%	7%	10%	22%	9%	8%	4%	2%	4%	17%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	3%	2%	4%	5%	8%	21%	11%	9%	8%	3%	6%	20%
Non-competitive (0-4)	134	6%	3%	8%	11%	14%	18%	9%	7%	4%	1%	4%	15%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	2%	2%	4%	4%	9%	20%	11%	9%	8%	3%	7%	21%
Non-competitive (0-4)	110	11%	3%	9%	12%	8%	22%	8%	7%	1%	0%	2%	17%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	3%	3%	6%	4%	10%	21%	11%	12%	7%	2%	5%	16%
Non-competitive (0-4)	136	3%	1%	4%	8%	9%	21%	11%	6%	12%	2%	5%	18%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	4%	1%	3%	5%	11%	21%	10%	10%	8%	2%	5%	20%
Non-competitive (0-4)	113	4%	5%	8%	10%	7%	18%	9%	6%	5%	2%	9%	17%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	3%	1%	3%	4%	8%	22%	10%	10%	8%	3%	8%	20%
Non-competitive (0-4)	174	5%	4%	8%	11%	14%	17%	9%	6%	4%	0%	2%	20%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	2%	1%	4%	5%	9%	20%	11%	11%	8%	3%	8%	18%
Non-competitive (0-4)	146	9%	6%	6%	10%	10%	20%	7%	4%	3%	1%	3%	21%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	0%	2%	4%	4%	9%	19%	12%	13%	10%	4%	9%	14%
Neutral	139	10%	4%	3%	4%	9%	31%	9%	5%	6%	0%	9%	10%
Poor (0-4)	95	11%	2%	11%	12%	19%	14%	7%	3%	6%	0%	2%	13%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	2%	2%	2%	3%	8%	19%	11%	13%	10%	4%	9%	17%
Neutral	122	7%	4%	9%	8%	12%	31%	8%	2%	5%	0%	2%	12%
Poor (0-4)	71	13%	3%	14%	20%	19%	19%	3%	2%	1%	0%	2%	4%

ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	444	1%	2%	2%	3%	9%	19%	11%	12%	10%	4%	10%	17%	
Neutral	135	6%	2%	4%	9%	9%	35%	10%	5%	5%	0%	1%	14%	
Poor (0-4)	90	16%	4%	16%	16%	17%	13%	9%	2%	1%	0%	0%	6%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	285	1%	1%	2%	1%	8%	13%	17%	15%	12%	5%	14%	11%	
Neutral	134	3%	1%	1%	5%	12%	45%	6%	6%	8%	0%	2%	11%	
Poor (0-4)	142	13%	3%	15%	13%	16%	19%	4%	4%	3%	0%	1%	9%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	257	0%	0%	0%	0%	0%	0%	29%	25%	21%	6%	19%	0%	
Neutral	150	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	
Poor (0-4)	187	16%	8%	18%	22%	36%	0%	0%	0%	0%	0%	0%	0%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	238	0%	0%	1%	5%	4%	16%	16%	15%	14%	6%	13%	10%	
Neutral	139	5%	5%	2%	6%	11%	35%	7%	11%	5%	0%	4%	9%	
Poor (0-4)	219	8%	3%	12%	9%	16%	24%	8%	3%	3%	0%	2%	12%	

# EA-CRE STATEMENT TESTING

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	751	3%	2%	6%	9%	9%	18%	9%	8%	9%	2%	4%	21%
LOCATION													
Auckland	248	3%	3%	5%	10%	9%	19%	7%	8%	9%	3%	5%	19%
Wellington	73	0%	3%	7%	10%	11%	18%	5%	7%	12%	5%	0%	22%
Christchurch	80	2%	3%	5%	3%	11%	20%	7%	14%	13%	0%	1%	21%
Provincial	349	5%	2%	6%	8%	8%	18%	11%	6%	7%	2%	6%	21%
Rural	135	4%	2%	1%	13%	12%	20%	8%	3%	8%	1%	6%	22%
North Is	569	3%	3%	5%	9%	8%	19%	9%	7%	9%	3%	4%	21%
South Is	182	4%	2%	6%	7%	13%	18%	9%	8%	9%	1%	4%	19%
SEX													
Male	359	4%	3%	7%	11%	10%	15%	9%	10%	10%	3%	2%	16%
Female	392	3%	2%	5%	6%	8%	22%	8%	5%	8%	2%	6%	25%
AGE GROUP													
Under 30	157	1%	1%	2%	6%	5%	14%	8%	9%	10%	3%	7%	34%
30-44	195	2%	2%	9%	9%	12%	17%	8%	10%	10%	2%	2%	17%
45-59	202	6%	4%	4%	10%	12%	21%	9%	5%	7%	3%	5%	14%
60 Plus	197	4%	3%	7%	9%	7%	20%	9%	7%	8%	2%	3%	21%
PERSONAL INCOME													
Less than \$15,000	97	2%	1%	5%	7%	8%	17%	11%	10%	8%	3%	2%	26%
\$15,001-30,000	141	2%	3%	9%	7%	8%	22%	6%	3%	7%	0%	10%	23%
\$30,001-50,000	111	4%	4%	3%	11%	8%	26%	8%	8%	4%	2%	3%	19%
\$50,001-70,000	104	4%	1%	5%	8%	13%	18%	11%	8%	10%	1%	4%	17%
More than \$70,000	172	4%	4%	6%	11%	12%	13%	8%	12%	11%	4%	3%	12%
ETHNICITY													
Pacific Island	17	8%	0%	0%	0%	4%	13%	0%	0%	13%	10%	12%	40%
Maori	85	2%	1%	3%	14%	8%	13%	6%	7%	15%	1%	8%	22%
Asian	41	4%	2%	0%	0%	6%	11%	11%	23%	13%	0%	0%	30%
Non Maori/PI/Asian	614	3%	3%	6%	8%	10%	20%	9%	7%	8%	2%	4%	20%
BILL PAYER													
Yes	569	4%	3%	6%	10%	10%	19%	9%	7%	8%	3%	4%	17%
No	176	3%	1%	3%	5%	7%	16%	8%	8%	12%	2%	5%	30%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	460	2%	1%	4%	6%	8%	20%	10%	9%	9%	3%	5%	23%
Non-competitive (0-4)	252	6%	5%	8%	14%	13%	16%	8%	4%	8%	2%	2%	14%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	569	3%	2%	4%	7%	8%	19%	10%	8%	10%	3%	5%	21%
Non-competitive (0-4)	134	6%	7%	11%	15%	14%	16%	6%	6%	6%	1%	1%	11%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	621	2%	2%	5%	8%	8%	19%	10%	8%	10%	2%	5%	21%
Non-competitive (0-4)	110	10%	5%	9%	15%	12%	16%	3%	6%	6%	3%	0%	15%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	290	1%	2%	8%	9%	11%	17%	12%	11%	9%	2%	4%	14%
Non-competitive (0-4)	136	6%	4%	4%	10%	11%	17%	4%	9%	10%	3%	3%	19%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	539	3%	2%	4%	9%	8%	20%	10%	9%	9%	3%	4%	19%
Non-competitive (0-4)	113	4%	6%	10%	10%	15%	16%	2%	6%	10%	2%	6%	13%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	528	3%	3%	4%	7%	7%	18%	10%	9%	10%	3%	6%	20%
Non-competitive (0-4)	174	5%	3%	9%	14%	15%	20%	6%	5%	7%	0%	1%	15%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	543	2%	1%	4%	7%	8%	21%	10%	9%	11%	3%	5%	19%
Non-competitive (0-4)	146	7%	6%	9%	18%	13%	13%	5%	5%	4%	2%	3%	15%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	322	1%	1%	6%	8%	10%	15%	11%	11%	13%	5%	5%	14%
Neutral	139	6%	4%	5%	11%	7%	30%	8%	5%	7%	1%	6%	10%
Poor (0-4)	95	9%	5%	8%	16%	10%	19%	4%	9%	4%	1%	4%	11%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	447	2%	1%	4%	8%	10%	16%	11%	11%	13%	4%	6%	14%
Neutral	122	5%	3%	9%	10%	6%	34%	5%	5%	3%	0%	2%	18%
Poor (0-4)	71	9%	12%	11%	21%	15%	17%	2%	3%	2%	2%	2%	4%

ELEC. INDSTRY-SUPPLIED EFFICIENTLY														
Good (6-10)	444	1%	1%	4%	7%	9%	17%	12%	10%	13%	4%	6%	16%	
Neutral	135	5%	4%	6%	7%	14%	33%	4%	9%	2%	1%	2%	13%	
Poor (0-4)	90	12%	8%	17%	20%	9%	12%	7%	2%	3%	0%	2%	8%	
ELEC. INDSTRY-RIGHT MIX STATIONS														
Good (6-10)	285	0%	0%	3%	5%	11%	14%	11%	13%	17%	5%	8%	13%	
Neutral	134	4%	3%	5%	11%	10%	37%	6%	6%	5%	1%	2%	10%	
Poor (0-4)	142	8%	9%	12%	20%	9%	18%	6%	6%	3%	0%	3%	6%	
ELEC. INDSTRY-COMPETITION & EFFIC														
Good (6-10)	257	0%	0%	3%	3%	8%	15%	13%	14%	18%	6%	9%	11%	
Neutral	150	2%	3%	4%	12%	14%	32%	9%	7%	5%	1%	2%	9%	
Poor (0-4)	187	9%	6%	14%	17%	9%	21%	4%	4%	4%	0%	2%	10%	
ELEC. INDSTRY-COMPETITION & PRICES														
Good (6-10)	238	0%	0%	0%	0%	0%	0%	27%	24%	28%	7%	14%	0%	
Neutral	139	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	
Poor (0-4)	219	12%	9%	19%	29%	31%	0%	0%	0%	0%	0%	0%	0%	



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