

# Consumer Survey - Quantitative

## *UMR Omnibus Survey*



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# 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 4th to 9<sup>th</sup> August 2011 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  $\pm 3.6\%$ .

## 2. Report

### 2.1 Executive summary

#### ■ Slim majority think electricity retailers are competitive

Although a majority (56%) of those who pay the household electricity bill or who have a say on who their electricity retailer is ('bill payers') rate electricity retailers as competitive, a large minority (36%) do not think they are. Also, 20% rate their competitiveness as 'just adequate'<sup>1</sup>. These results are very similar for all general public respondents, 86% of which in this survey were either the bill payer or had a say on who their retailer was.

#### ■ Only petrol companies rated as significantly less competitive than electricity retailers

Compared with six other retail businesses, only petrol companies were rated as significantly less competitive than electricity retailers. Supermarkets, electrical goods stores, banks and other financial services, and telephone companies were rated as more competitive. Although fewer rated online bookstores as competitive, almost half did not know enough about them to provide a rating, but among those that did a narrow majority thought they were competitive.

#### ■ High level unsure or have no firm opinions on electricity industry

Most respondents either did not know enough to rate the electricity industry on aspects of its competitiveness, reliability and efficiency or they chose a neutral rating reflecting that they had no firm opinions.

#### ■ More rate electricity industry reliability and efficiency as good

More of the general public rated the electricity industry as good<sup>2</sup> than poor on the following statements:

- *The New Zealand electricity market ensures electricity is generated and supplied efficiently.*
- *There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost of power cuts versus the cost of maintaining power lines, which is funded by the fixed daily charge on your electricity bill.*
- *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.*

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

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

## ■ Level of competition in electricity industry rated poorly

More of the general public rated the electricity industry as poor<sup>3</sup> than good on the following statements:

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

## 2.2 Survey profile

A very high proportion (86%) of those surveyed were bill payers. This is in line with other surveys we have conducted which have asked exactly the same question.

This report focuses on the general public's perceptions as opposed to the bill payer. As the latter represent such a 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.

## 2.3 Electricity retailers rate relatively low as competitive

Of seven retail sectors measured, electricity retailers were rated as more competitive than petrol stations (petrol prices), but less competitive than supermarkets, electrical goods stores, banks and other financial services, telephone companies (including mobile phone services). Competitiveness was somewhat on a par with online bookstores though only slightly more than half (54%) were able to rate them.

### ■ Electricity retailers

Slightly more than half (56%) rated electricity retailers as competitive and 36% rated them as uncompetitive. However, 20% rated their competitiveness as 'just adequate'. Significant differences arose across the following:

- only 43% of those from rural areas rated electricity retailers as competitive compared, for example, with Auckland where 58% rated them as competitive.
- females (61%) were more likely to rate them as competitive than males (50%).
- those in the highest income band (over \$70,000 per annum) were least likely to rate them as competitive (49%).
- those who rated the electricity industry poorly for its current level of competition between retailers to ensure prices rise in line with increased costs were far more likely (48%) to rate electricity retailers as uncompetitive in this question too. Similarly, those who rated the electricity industry as good were far more likely (67%) to rate electricity retailers as competitive.

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<sup>3</sup> Ratings were on a 0-10 scale where 0 meant 'very poor', 5 'neutral' and 10 'extremely good'. Those who gave a 6-10 rating are described as rating a statement as 'good', those who gave a 0-4 rating are described as rating statements as 'poor'. Those who chose the neutral 5 rating are deemed to have no firm opinions on the statements.

## ■ Supermarkets - most competitive

Supermarkets were rated the most competitive with 73% rating them so and 24% as uncompetitive. As was the case for most of the retailers, a large minority (23%) rated their competitiveness as 'just adequate'. The only notable difference was that females (77%) were more likely to rate them as competitive than males (69%).

## ■ Electrical goods stores - second most competitive

Electrical goods stores were rated second most competitive with 68% rating them so and 17% as uncompetitive. A large minority (20%) rated their competitiveness as 'just adequate'. Apart from the very high levels of those unable to provide a rating for online bookstores (see below) this category attracted the highest number of those 'unsure' who were unable to provide a rating (15%).

## ■ Banks and other financial services - third most competitive

Banks and other financial services were rated third most competitive with 66% rating them so and 26% as uncompetitive. A large minority (23%) rated their competitiveness as 'just adequate'. The only notable differences were that more females (69%) rated them as competitive than males (61%) and that more younger people rated them as competitive than older people. For instance, 72% of those under 30 rated them as competitive compared to 64% of those over 60.

## ■ Telephone companies including mobile phone services - fourth most competitive

Telephone companies including mobile phone services were rated fourth most competitive with 62% rating them so and 32% as uncompetitive. A large minority (18%) rated their competitiveness as 'just adequate'. Again more females (70%) rated them as competitive than males (55%). More younger people rated them as uncompetitive than older people. For instance, 35% of those under 30 rated them as uncompetitive compared to 28% of those over 60. Also, only 51% of those on incomes over \$70,000 rated them as competitive compared to 72% of those on incomes of less than \$15,000.

## ■ Petrol stations (petrol prices) - least competitive

Petrol stations were rated least competitive with 41% rating them so and 55% as uncompetitive. A large minority (20%) rated their competitiveness as 'just adequate'. More males (65%) rated them as uncompetitive than females (48%). Similarly, more of those on incomes over \$70,000 (68%) rated them as uncompetitive compared to those on less than \$15,000 (49%).

## ■ Online bookstores - many unsure

Online bookstores stood out among those tested for having a very high number (46%) unsure and unable to rate their competitiveness compared to 28% who rated them as competitive and 26% who rated them as uncompetitive. Age was a significant factor in being able to provide a rating with 70% of those over 60 unable to do so compared to 29% of those under 30. Of those able to provide a rating the most noticeable difference was that rating of their competitiveness declined with age. For instance, 32% of those under 30 who gave a rating rated them as competitive compared with only 15% of those over 60.

## 2.4 Rating of aspects of the electricity industry

Of six aspects of the electricity industry's performance that were measured, those that related to efficient supply and reliability rated better than those related to competitiveness though none rated particularly well as no aspect was rated as 'good' by a majority. The measures for all aspects though showed that a large number either said they did not know enough to be able to provide a rating or provided a 'neutral' rating of 5 reflecting that they did not have firm opinions either way.

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

A plurality (42%) rated the electricity industry as good for *'The New Zealand electricity market ensures electricity is generated and supplied efficiently'* and 21% rated it as poor with 24% providing a neutral answer and 13% unsure. Differences across demographics included:

- more males (27%) rated this as poor than females (15%) who also opted for 'unsure'/neutral more (41% females; 33% males).
- younger people being slightly more likely to rate it as good with 48% of those under 30 rating it this way compared to 40% of those over 60.
- a slight difference by income with 47% of those on incomes over \$70,000 rating this as good compared to 41% of those on incomes less than \$15,000.
- those that rated electricity retailers as uncompetitive were more likely to rate this as poor with 34% doing that compared to 15% of those who rated them as competitive.

### ■ Reliable supply of electricity each day - rated second best

A plurality (37%) rated the electricity industry as good for *'There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost of power cuts versus the cost of maintaining power lines, which is funded by the fixed daily charge on your electricity bill'* and 19% rated it as poor with 23% providing a neutral answer and 21% unsure. Differences across demographics included:

- more males (24%) rated this as poor than females (15%) who also opted for 'unsure'/neutral more (49% females; 38% males).
- more of those on higher incomes gave a good rating with 46% of both those on over \$70,000 a year as well as those on \$50,001-\$70,000 doing so.
- those that rated the industry as poor for the other measures in this section were also far more likely to rate it as poor for this statement too. This was most marked in the case of *'The New Zealand electricity market ensures electricity is generated and supplied efficiently'* - of those who rated that as poor, 50% also rated this statement as poor.
- those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (29%) than those who rated them as competitive (15%).

### ■ Enough electricity to meet ongoing needs - finely balanced rating

A plurality (27%) rated the electricity industry as good for *'There is enough electricity to meet ongoing needs, that is, a good balance is achieved between the cost of having some power stations sitting idle most of the time against the cost and risk of power shortages when there is a long drought that limits hydro generation'* and 22% rated it as poor with 24% providing a neutral answer and 27% unsure.

Differences across demographics included:

- more males (34%) rated this as good than females (21%) who also opted for 'unsure'/neutral more (57% females; 44% males).
- those under 30 gave a slightly higher rating for good (33%) compared to those over 60 (25%).
- 36% of those on incomes over \$70,000 a year gave a rating of good compared to 24% on incomes of less than \$15,000 who also opted for 'unsure'/neutral more (54%) compared to those on the highest income band (41%).
- those that rated the industry as poor for the other measures in this section were also far more likely to rate it as poor for this statement too. This was most marked for those who rated reliability of supply as poor with 50% of those who did that rating this statement as poor too.
- more of those who rated electricity retailers as uncompetitive rated this statement as poor (31%) than those who rated them as competitive (18%).

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

A plurality (39%) rated the electricity industry as poor for '*The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies*' and 21% rated it as good with 23% providing a neutral answer and 17% unsure. Differences across demographics included:

- more males (44%) rated this as poor than females (33%) who also opted for 'unsure'/neutral more (45% females; 35% males).
- those over 60 gave a higher rating for poor (43%) compared to those under 30 (28%).
- 55% of those on incomes over \$70,000 a year gave a rating of poor compared to 28% on incomes of less than \$15,000 who also opted for 'unsure'/neutral more (42%) compared to those on the highest income band (30%).
- 41% of bill-payers rated this as poor compared to 25% of non-bill payers.
- again those that rated the industry as poor for the other measures in this section were also far more likely to rate it as poor for this statement too. This was most marked for those who rated the level of competition to ensure the most efficient power stations were built as poor with 63% of those who did that rating this statement as poor too.
- more of those who rated electricity retailers as uncompetitive rated this statement as poor (52%) than those who rated them as competitive (33%).

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

A plurality (36%) rated the electricity industry as poor for '*The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheap as possible*' and 22% rated it as good with 23% providing a neutral answer and 19% unsure. Differences across demographics included:

- more males (49%) rated this as poor than females (33%) who also opted for 'unsure'/neutral more (46% females; 36% males)
- 49% of those on incomes over \$70,000 a year gave a rating of poor compared to 29% on incomes of less than \$15,000 who also opted for 'unsure'/neutral more (46%) compared to those on the highest income band (29%)



- again those that rated the industry as poor for the other measures in this section were also far more likely to rate it as poor for this statement too.
- those who rated electricity retailers as uncompetitive were more likely to rate this statement as poor (49%) than those who rated them as competitive (31%).

■ **Electricity market ensures the right mix of power stations built in time to meet demand - rates poorly too**

A plurality (34%) rated the electricity industry as poor for *'The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power'* and 22% rated it as good with 21% providing a neutral answer and 23% unsure. Differences across demographics included:

- more males (43%) rated this as poor than females (25%) who also opted for 'unsure'/neutral more (52% females; 34% males).
- those under 30 gave a slightly higher rating for good (28%) compared to those over 60 (21%).
- 42% of those on incomes over \$70,000 a year gave a rating of poor compared to 27% on incomes of less than \$15,000 who also opted for 'unsure'/neutral more (46%) compared to those on the highest income band (35%).
- those that rated the industry as poor for the other measures in this section were also far more likely to rate it as poor for this statement too. This too was most marked for those who rated the statements about the level of competition as poor (the previous two statements).
- more of those who rated electricity retailers as uncompetitive rated this statement as poor (48%) than those who rated it as competitive (27%).

### 3. Top-line tables

#### ELECTRICITY BILL PAYERS

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

	August 2011 %
Yes	<b>86</b>
No	<b>13</b>
Unsure	<b>1</b>

Base: All respondents, n=750

## 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.

	August 2011						
	Petrol prices at petrol stations	Telephone companies - including mobile phone services	Supermarkets	Online bookstores	Electrical goods stores	Banks and other financial services	Electricity retailers
	%	%	%	%	%	%	%
0 - Not at all competitive	14	5	4	6	2	4	6
1	13	5	3	4	2	3	3
2	12	6	4	6	2	5	8
3	9	9	7	4	5	7	8
4	7	7	6	6	6	7	10
<b>Total non-competitive</b>	<b>55</b>	<b>32</b>	<b>24</b>	<b>26</b>	<b>17</b>	<b>26</b>	<b>35</b>
5 - Just adequate	20	18	23	13	20	23	20
6	5	8	10	3	8	9	9
7	4	11	12	4	14	12	8
8	5	13	16	4	15	12	10
9	2	4	4	1	4	4	3
10 - Extremely competitive	5	8	8	3	7	6	6
<b>Total competitive</b>	<b>41</b>	<b>62</b>	<b>73</b>	<b>28</b>	<b>68</b>	<b>66</b>	<b>56</b>
Unsure	4	6	3	46	15	8	9

Base: All respondents, n=750

## COMPETITIVENESS OF BUSINESSES (BILL PAYERS)

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

	August 2011						
	Petrol prices at petrol stations	Telephone companies - including mobile phone services	Supermarkets	Online bookstores	Electrical goods stores	Banks and other financial services	Electricity retailers
	%	%	%	%	%	%	%
0 - Not at all competitive	15	6	3	6	2	4	6
1	13	5	4	4	2	4	3
2	12	6	5	7	2	5	9
3	11	9	7	4	6	8	7
4	8	7	6	5	5	7	11
<b>Total non-competitive</b>	<b>59</b>	<b>33</b>	<b>25</b>	<b>26</b>	<b>17</b>	<b>28</b>	<b>36</b>
5 - Just adequate	18	18	23	12	19	23	20
6	5	8	9	3	8	9	9
7	3	11	13	5	15	12	8
8	5	13	16	4	16	12	10
9	2	4	4	1	4	3	3
10 - Extremely competitive	4	8	8	3	7	6	6
<b>Total competitive</b>	<b>37</b>	<b>62</b>	<b>73</b>	<b>28</b>	<b>69</b>	<b>65</b>	<b>56</b>
Unsure	4	5	2	46	14	7	8

Base: 86% of respondents, those who pay the electricity bill or have a say in who the electricity provider is, n=648

## 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.

	August 2011						
	Petrol prices at petrol stations	Telephone companies - including mobile phone services	Supermarkets	Online bookstores	Electrical goods stores	Banks and other financial services	Electricity retailers
	%	%	%	%	%	%	%
0 - Not at all competitive	9	4	4	7	3	4	6
1	12	1	-	2	1	1	-
2	12	7	2	4	2	7	2
3	2	8	7	6	-	2	13
4	2	10	8	11	11	7	6
<b>Total non-competitive</b>	<b>37</b>	<b>30</b>	<b>21</b>	<b>30</b>	<b>17</b>	<b>21</b>	<b>27</b>
5 - Just adequate	30	15	25	14	30	22	21
6	3	9	9	2	10	8	6
7	7	13	10	3	11	13	5
8	8	10	13	4	10	12	11
9	3	4	6	2	1	5	4
10 - Extremely competitive	5	11	11	2	5	3	7
<b>Total competitive</b>	<b>56</b>	<b>62</b>	<b>74</b>	<b>27</b>	<b>67</b>	<b>63</b>	<b>54</b>
Unsure	7	8	5	43	16	16	19

Base: 13% of respondents, those who don't pay the electricity bill or have a say in who the electricity provider is, n=99

## COMPETITIVENESS OF BUSINESSES (SUMMARY - COMPETITIVE)

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

	August 2011		
	All %	Bill payers %	Non-bill payers %
Supermarkets	73	73	74
Electrical goods stores	68	69	67
Banks and other financial services	66	65	63
Telephone companies - including mobile services	62	62	62
Electricity retailers	56	56	64
Petrol prices at petrol stations	41	37	56
Online bookstores	28	28	27

Base: All respondents.

## RATING ELECTRICITY INDUSTRY

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.

*“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”*

	August 2011		
	ALL %	Bill-payers %	Non-bill payers %
0 - Extremely poor	2	2	2
1	2	2	-
2	3	3	1
3	7	7	5
4	8	9	6
<b>Total poor</b>	<b>22</b>	<b>23</b>	<b>14</b>
<b>5 - Neutral</b>	<b>24</b>	<b>24</b>	<b>21</b>
6	10	10	8
7	10	10	14
8	4	4	3
9	1	1	1
10 - Extremely good	2	3	-
<b>Total good</b>	<b>27</b>	<b>28</b>	<b>26</b>
Unsure	27	25	39

Base: All respondents, n=750

## RATING ELECTRICITY INDUSTRY

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.

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

	August 2011		
	ALL %	Bill-payers %	Non-bill payers %
0 - Extremely poor	3	3	4
1	2	2	1
2	2	3	1
3	6	6	8
4	6	6	8
<b>Total poor</b>	<b>19</b>	<b>20</b>	<b>22</b>
<b>5 - Neutral</b>	<b>23</b>	<b>24</b>	<b>16</b>
6	9	9	8
7	10	10	7
8	9	10	7
9	4	4	3
10 - Extremely good	5	5	3
<b>Total good</b>	<b>37</b>	<b>38</b>	<b>28</b>
Unsure	21	18	34

Base: All respondents, n=750

## RATING ELECTRICITY INDUSTRY

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.

*“The New Zealand electricity market ensures electricity is generated and supplied efficiently”*

	August 2011		
	ALL %	Bill-payers %	Non-bill payers %
0 - Extremely poor	3	3	3
1	2	2	-
2	4	4	3
3	5	5	3
4	7	7	6
<b>Total poor</b>	<b>21</b>	<b>21</b>	<b>15</b>
<b>5 - Neutral</b>	<b>24</b>	<b>24</b>	<b>21</b>
6	12	13	10
7	12	12	13
8	10	10	11
9	3	3	4
10 - Extremely good	5	5	5
<b>Total good</b>	<b>42</b>	<b>43</b>	<b>43</b>
Unsure	13	12	21

Base: All respondents, n=750



## RATING ELECTRICITY INDUSTRY

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.

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

	August 2011		
	ALL %	Bill-payers %	Non-bill payers %
0 - Extremely poor	5	5	5
1	3	3	3
2	8	9	3
3	10	11	4
4	8	8	7
<b>Total poor</b>	<b>34</b>	<b>36</b>	<b>22</b>
<b>5 - Neutral</b>	<b>21</b>	<b>21</b>	<b>19</b>
6	7	7	8
7	7	6	10
8	4	5	2
9	1	1	4
10 - Extremely good	3	3	3
<b>Total good</b>	<b>22</b>	<b>22</b>	<b>27</b>
Unsure	23	21	32

Base: All respondents, n=750

## RATING ELECTRICITY INDUSTRY

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.

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

	August 2011		
	ALL %	Bill-payers %	Non-bill payers %
0 - Extremely poor	6	6	7
1	3	4	-
2	8	8	9
3	7	7	5
4	12	12	10
<b>Total poor</b>	<b>36</b>	<b>37</b>	<b>31</b>
<b>5 - Neutral</b>	<b>23</b>	<b>24</b>	<b>20</b>
6	7	7	5
7	6	6	7
8	6	6	3
9	1	1	4
10 - Extremely good	2	2	1
<b>Total good</b>	<b>22</b>	<b>22</b>	<b>20</b>
Unsure	19	17	29

Base: All respondents, n=750

## RATING ELECTRICITY INDUSTRY

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.

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

	August 2011		
	ALL %	Bill-payers %	Non-bill payers %
0 - Extremely poor	6	6	6
1	5	5	5
2	9	9	5
3	11	12	4
4	8	9	5
<b>Total poor</b>	<b>39</b>	<b>41</b>	<b>25</b>
<b>5 - Neutral</b>	<b>23</b>	<b>23</b>	<b>24</b>
6	7	7	7
7	7	6	9
8	4	4	3
9	1	1	-
10 - Extremely good	2	3	2
<b>Total good</b>	<b>21</b>	<b>21</b>	<b>21</b>
Unsure	17	15	30

Base: All respondents, n=750

## 4. Supplementary tables

### COMPETITIVENESS OF BUSINESSES - PETROL PRICES AT PETROL STATIONS

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

#### Petrol prices at petrol stations

	Base	0 Not at all competitive	1	2	3	4	5 Just adequate	6	7	8	9	10 Extremely competitive	11 Unsure
ALL	750	14%	13%	12%	9%	7%	20%	5%	4%	5%	2%	5%	4%
<b>LOCATION</b>													
Auckland	241	15%	12%	14%	9%	6%	26%	3%	4%	4%	2%	2%	3%
Wellington	77	9%	5%	12%	18%	9%	14%	10%	3%	6%	2%	6%	6%
Christchurch	82	14%	12%	10%	13%	9%	10%	10%	9%	4%	0%	1%	8%
Provincial	350	15%	15%	11%	8%	8%	19%	4%	3%	6%	2%	6%	3%
Rural	150	14%	12%	10%	12%	9%	19%	4%	3%	4%	2%	6%	5%
North Is	568	14%	12%	13%	9%	8%	20%	4%	3%	6%	2%	5%	4%
South Is	182	15%	13%	10%	11%	8%	18%	8%	5%	4%	1%	3%	4%
<b>SEX</b>													
Male	359	15%	15%	15%	10%	10%	18%	4%	4%	2%	1%	2%	4%
Female	391	14%	11%	9%	9%	5%	21%	6%	4%	8%	2%	7%	4%
<b>AGE GROUP</b>													
Under 30	157	9%	11%	10%	7%	10%	23%	7%	6%	7%	2%	6%	2%
30-44	225	15%	11%	14%	14%	6%	17%	5%	4%	4%	2%	5%	3%
45-59	196	17%	15%	13%	10%	9%	17%	4%	3%	4%	1%	4%	3%
60 Plus	172	14%	13%	10%	6%	5%	23%	4%	4%	8%	1%	3%	9%
<b>OCCUPATION</b>													
Professionals, Managers	191	14%	11%	13%	11%	10%	17%	6%	4%	5%	2%	3%	4%
Technicians, Associates	85	12%	12%	12%	20%	7%	17%	2%	4%	4%	3%	4%	3%
Clerks & Sales	92	20%	9%	12%	10%	12%	15%	8%	1%	5%	1%	3%	4%
Blue collar	114	12%	13%	12%	11%	10%	16%	4%	7%	3%	1%	7%	4%
Students	58	13%	18%	7%	8%	0%	20%	4%	7%	9%	0%	7%	7%
Retired	96	13%	18%	9%	5%	4%	26%	4%	3%	6%	2%	2%	8%
Homemaker	43	11%	10%	10%	2%	2%	30%	12%	2%	7%	3%	11%	0%
Not employed	44	21%	11%	23%	4%	7%	25%	0%	2%	3%	2%	2%	0%
Self employed	17	11%	13%	25%	0%	6%	29%	5%	5%	6%	0%	0%	0%
<b>PERSONAL INCOME</b>													
Less than \$15,000	122	11%	15%	12%	5%	6%	21%	10%	4%	5%	2%	4%	5%
\$15,001-25,000	106	17%	10%	12%	10%	3%	18%	1%	4%	7%	1%	11%	6%
\$25,001-30,000	45	10%	15%	12%	2%	10%	26%	2%	0%	3%	6%	9%	5%
\$30,001-40,000	86	12%	7%	10%	10%	5%	27%	6%	4%	8%	4%	6%	1%
\$40,001-50,000	62	15%	22%	8%	9%	6%	14%	10%	6%	3%	0%	3%	4%
\$50,001-70,000	120	16%	8%	10%	11%	13%	24%	3%	3%	5%	2%	2%	3%
More than \$70,000	122	11%	11%	20%	16%	10%	15%	3%	5%	1%	1%	2%	5%
<b>ETHNICITY</b>													
Pacific Island	35	8%	9%	13%	3%	10%	22%	7%	2%	13%	2%	11%	0%
Maori	83	13%	7%	11%	10%	7%	20%	7%	3%	3%	1%	14%	4%
Non Maori/Non PI	635	15%	14%	12%	10%	7%	20%	4%	4%	5%	2%	3%	4%
<b>BILL PAYER</b>													
Yes	648	15%	13%	12%	11%	8%	18%	5%	3%	5%	2%	4%	4%
No	99	9%	12%	12%	2%	2%	30%	3%	7%	8%	3%	5%	7%

BUSINESSES-PETROL PRICES													
Competitive (5-10)	301	0%	0%	0%	0%	0%	49%	12%	10%	13%	4%	12%	0%
Non-competitive (0-4)	418	25%	23%	22%	17%	13%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	471	8%	11%	11%	9%	6%	23%	7%	5%	8%	2%	7%	3%
Non-competitive (0-4)	237	25%	16%	15%	13%	11%	12%	1%	2%	1%	0%	1%	3%
BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	11%	10%	11%	9%	8%	23%	6%	4%	7%	2%	5%	4%
Non-competitive (0-4)	185	25%	21%	17%	12%	5%	10%	1%	4%	2%	0%	1%	2%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	15%	14%	11%	12%	8%	19%	5%	2%	3%	3%	7%	1%
Non-competitive (0-4)	194	13%	12%	12%	9%	7%	21%	7%	7%	6%	1%	2%	3%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	12%	13%	12%	10%	8%	21%	6%	3%	5%	2%	5%	3%
Non-competitive (0-4)	124	22%	15%	13%	11%	5%	14%	1%	9%	4%	1%	4%	1%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	9%	10%	10%	10%	8%	22%	6%	5%	7%	3%	7%	3%
Non-competitive (0-4)	197	27%	19%	17%	9%	7%	12%	2%	3%	2%	0%	0%	2%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	10%	9%	11%	9%	7%	24%	6%	5%	7%	3%	7%	2%
Non-competitive (0-4)	261	23%	21%	15%	11%	9%	12%	3%	1%	3%	0%	0%	2%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	9%	8%	12%	11%	9%	24%	7%	6%	5%	2%	4%	3%
Neutral	180	13%	16%	14%	11%	6%	20%	2%	4%	3%	3%	5%	3%
Poor (0-4)	165	18%	16%	14%	8%	6%	15%	6%	3%	4%	2%	4%	4%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	12%	9%	13%	11%	8%	21%	6%	5%	5%	3%	3%	4%
Neutral	171	13%	16%	12%	9%	10%	18%	4%	2%	6%	2%	5%	3%
Poor (0-4)	145	23%	16%	17%	7%	3%	15%	3%	4%	2%	1%	7%	2%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	12%	10%	11%	12%	7%	22%	6%	5%	6%	2%	3%	4%
Neutral	178	13%	16%	12%	8%	7%	22%	2%	4%	6%	2%	6%	2%
Poor (0-4)	154	21%	16%	18%	9%	8%	13%	4%	2%	1%	1%	5%	2%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	9%	7%	12%	10%	5%	28%	7%	5%	6%	1%	4%	6%
Neutral	155	14%	14%	7%	9%	9%	22%	5%	3%	4%	3%	9%	1%
Poor (0-4)	255	18%	16%	17%	9%	8%	16%	5%	3%	3%	1%	2%	2%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	12%	8%	13%	7%	9%	23%	8%	7%	3%	1%	3%	6%
Neutral	172	8%	11%	10%	15%	6%	25%	6%	3%	7%	2%	4%	3%
Poor (0-4)	269	19%	16%	15%	9%	6%	16%	5%	2%	3%	2%	6%	1%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	13%	7%	11%	10%	4%	24%	11%	4%	6%	1%	5%	4%
Neutral	174	9%	13%	11%	9%	12%	21%	4%	5%	7%	2%	4%	3%
Poor (0-4)	292	18%	17%	14%	12%	6%	16%	3%	3%	2%	2%	4%	3%

COMPETITIVENESS OF BUSINESSES - INCLUDING MOBILE PHONE SERVICES

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

Telephone companies - including mobile phone services

	Base	0 Not at all competitive	1	2	3	4	5 Just adequate	6	7	8	9	10 Extremely competitive	Unsure
ALL	750	5%	5%	6%	9%	7%	18%	8%	11%	13%	4%	8%	6%
LOCATION													
Auckland	241	8%	2%	8%	9%	6%	17%	7%	13%	13%	4%	8%	5%
Wellington	77	1%	2%	9%	8%	8%	18%	8%	11%	9%	6%	12%	8%
Christchurch	82	5%	8%	2%	8%	10%	19%	9%	11%	11%	6%	1%	10%
Provincial	350	5%	6%	5%	9%	7%	18%	9%	9%	14%	4%	9%	5%
Rural	150	7%	4%	6%	9%	9%	17%	7%	10%	15%	4%	7%	5%
North Is	568	6%	3%	7%	8%	7%	18%	7%	11%	13%	4%	10%	6%
South Is	182	5%	8%	5%	11%	7%	17%	11%	11%	12%	6%	3%	4%
SEX													
Male	359	8%	7%	6%	10%	10%	18%	10%	10%	7%	3%	7%	4%
Female	391	3%	2%	6%	7%	5%	18%	7%	12%	18%	5%	10%	7%
AGE GROUP													
Under 30	157	6%	5%	7%	8%	9%	10%	12%	13%	15%	5%	9%	1%
30-44	225	6%	4%	7%	12%	6%	19%	8%	10%	11%	3%	8%	6%
45-59	196	5%	3%	6%	6%	8%	20%	8%	12%	18%	3%	8%	3%
60 Plus	172	5%	5%	5%	7%	6%	22%	6%	8%	9%	6%	9%	12%
OCCUPATION													
Professionals, Managers	191	5%	5%	6%	12%	7%	12%	10%	11%	16%	5%	5%	6%
Technicians, Associates	85	6%	4%	8%	10%	6%	21%	4%	11%	15%	4%	5%	6%
Clerks & Sales	92	6%	1%	6%	10%	7%	11%	10%	12%	20%	9%	6%	2%
Blue collar	114	8%	7%	4%	7%	8%	21%	10%	9%	5%	3%	11%	7%
Students	58	0%	8%	5%	11%	4%	13%	12%	21%	7%	7%	12%	0%
Retired	96	3%	6%	4%	8%	8%	24%	3%	9%	12%	3%	9%	11%
Homemaker	43	8%	0%	5%	3%	6%	28%	5%	15%	9%	0%	19%	2%
Not employed	44	8%	2%	10%	0%	18%	24%	7%	3%	10%	2%	11%	5%
Self employed	17	3%	6%	12%	5%	0%	30%	6%	7%	21%	5%	0%	5%
PERSONAL INCOME													
Less than \$15,000	122	6%	2%	8%	1%	7%	21%	7%	15%	16%	2%	11%	4%
\$15,001-25,000	106	3%	4%	4%	9%	8%	22%	6%	8%	17%	2%	11%	6%
\$25,001-30,000	45	3%	2%	2%	14%	2%	6%	10%	6%	22%	10%	17%	6%
\$30,001-40,000	86	5%	4%	3%	4%	6%	21%	14%	7%	17%	6%	7%	6%
\$40,001-50,000	62	4%	5%	8%	8%	5%	24%	6%	18%	4%	7%	8%	3%
\$50,001-70,000	120	6%	5%	6%	10%	8%	12%	10%	10%	12%	5%	8%	8%
More than \$70,000	122	6%	9%	8%	13%	8%	14%	10%	11%	10%	4%	2%	5%
ETHNICITY													
Pacific Island	35	8%	3%	15%	3%	5%	9%	0%	16%	22%	0%	17%	2%
Maori	83	7%	3%	6%	9%	7%	16%	6%	10%	8%	6%	21%	1%
Non Maori/Non PI	635	5%	5%	5%	9%	7%	19%	9%	11%	13%	4%	7%	6%
BILL PAYER													
Yes	648	6%	5%	6%	9%	7%	18%	8%	11%	13%	4%	8%	5%
No	99	4%	1%	7%	8%	10%	15%	9%	13%	10%	4%	11%	8%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	301	3%	1%	2%	3%	5%	19%	11%	13%	16%	7%	15%	5%
Non-competitive (0-4)	418	7%	6%	9%	13%	9%	18%	7%	10%	11%	2%	4%	4%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	471	0%	0%	0%	0%	0%	29%	13%	17%	21%	7%	13%	0%
Non-competitive (0-4)	237	17%	14%	19%	27%	23%	0%	0%	0%	0%	0%	0%	0%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	3%	3%	4%	6%	6%	20%	9%	12%	16%	5%	11%	5%
Non-competitive (0-4)	185	12%	9%	14%	18%	8%	12%	7%	7%	6%	2%	1%	4%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	5%	4%	8%	7%	8%	21%	10%	9%	16%	2%	9%	1%
Non-competitive (0-4)	194	8%	3%	6%	10%	5%	12%	11%	12%	16%	5%	11%	1%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	4%	3%	5%	7%	8%	18%	10%	12%	15%	5%	10%	3%
Non-competitive (0-4)	124	8%	9%	11%	18%	7%	17%	3%	11%	7%	1%	6%	2%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	4%	3%	4%	6%	5%	20%	9%	13%	16%	5%	11%	4%
Non-competitive (0-4)	197	10%	8%	14%	17%	10%	12%	7%	6%	8%	2%	3%	3%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	3%	3%	3%	4%	6%	21%	9%	13%	18%	5%	11%	4%
Non-competitive (0-4)	261	10%	8%	12%	14%	8%	15%	7%	8%	7%	3%	4%	4%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	2%	4%	4%	6%	10%	13%	11%	14%	20%	5%	8%	3%
Neutral	180	5%	8%	6%	7%	6%	26%	10%	7%	9%	3%	8%	5%
Poor (0-4)	165	9%	3%	12%	12%	8%	16%	4%	9%	10%	6%	8%	3%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	2%	4%	7%	7%	7%	17%	8%	12%	19%	5%	8%	4%
Neutral	171	6%	4%	6%	8%	9%	20%	11%	11%	9%	5%	8%	3%
Poor (0-4)	145	12%	5%	9%	12%	8%	15%	6%	10%	8%	2%	8%	5%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	3%	4%	5%	8%	7%	18%	9%	11%	16%	8%	9%	2%
Neutral	178	5%	5%	7%	7%	8%	24%	8%	12%	9%	3%	7%	5%
Poor (0-4)	154	10%	5%	8%	14%	10%	14%	10%	6%	7%	1%	11%	4%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	1%	4%	4%	5%	9%	16%	10%	15%	17%	7%	9%	3%
Neutral	155	5%	8%	7%	7%	4%	22%	9%	5%	12%	6%	11%	4%
Poor (0-4)	255	8%	5%	9%	13%	9%	15%	8%	11%	9%	3%	6%	4%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	4%	7%	3%	8%	4%	17%	8%	11%	19%	7%	9%	3%
Neutral	172	3%	5%	5%	7%	7%	22%	12%	14%	8%	4%	9%	4%
Poor (0-4)	269	9%	4%	9%	12%	10%	16%	6%	8%	10%	3%	9%	4%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	4%	5%	6%	5%	2%	14%	9%	15%	20%	7%	10%	3%
Neutral	174	2%	5%	4%	7%	9%	25%	9%	9%	9%	7%	10%	4%
Poor (0-4)	292	9%	4%	8%	12%	10%	15%	8%	9%	10%	4%	7%	4%

**COMPETITIVENESS OF BUSINESSES - SUPERMARKETS**

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

Supermarkets

	Base	0 Not at all competitive	1	2	3	4	5 Just adequate	6	7	8	9	10 Extremely competitive	11 Unsure
ALL	750	4%	3%	4%	7%	6%	23%	10%	12%	16%	4%	8%	3%
<b>LOCATION</b>													
Auckland	241	4%	2%	6%	10%	6%	26%	9%	14%	10%	3%	8%	2%
Wellington	77	3%	2%	2%	4%	9%	31%	7%	10%	20%	3%	9%	0%
Christchurch	82	3%	3%	1%	8%	9%	22%	11%	11%	22%	5%	3%	2%
Provincial	350	3%	4%	4%	6%	5%	20%	10%	12%	17%	5%	10%	4%
Rural	150	4%	1%	6%	8%	5%	22%	12%	7%	20%	2%	7%	6%
North Is	568	4%	4%	4%	7%	6%	24%	9%	12%	13%	4%	10%	3%
South Is	182	2%	3%	4%	8%	7%	19%	11%	13%	24%	3%	5%	1%
<b>SEX</b>													
Male	359	5%	3%	5%	8%	7%	23%	10%	11%	14%	4%	7%	3%
Female	391	2%	4%	3%	6%	5%	23%	9%	14%	16%	5%	10%	3%
<b>AGE GROUP</b>													
Under 30	157	2%	4%	2%	4%	10%	18%	6%	18%	21%	4%	10%	1%
30-44	225	4%	2%	5%	11%	6%	25%	9%	13%	10%	5%	8%	2%
45-59	196	3%	5%	6%	7%	5%	23%	12%	12%	11%	4%	8%	4%
60 Plus	172	4%	3%	3%	6%	5%	25%	10%	6%	22%	4%	8%	4%
<b>OCCUPATION</b>													
Professionals, Managers	191	5%	3%	7%	5%	6%	21%	9%	19%	15%	5%	3%	2%
Technicians, Associates	85	1%	3%	7%	10%	9%	24%	9%	14%	9%	2%	9%	3%
Clerks & Sales	92	4%	5%	4%	10%	2%	21%	11%	12%	14%	7%	10%	0%
Blue collar	114	4%	1%	5%	9%	4%	24%	10%	7%	17%	4%	10%	5%
Students	58	1%	7%	1%	1%	19%	15%	10%	16%	24%	3%	1%	2%
Retired	96	1%	5%	3%	9%	7%	23%	11%	6%	22%	2%	7%	4%
Homemaker	43	2%	4%	2%	6%	2%	30%	6%	6%	19%	5%	18%	0%
Not employed	44	8%	0%	3%	5%	4%	35%	7%	6%	7%	4%	14%	7%
Self employed	17	3%	0%	0%	11%	0%	29%	16%	7%	11%	0%	23%	0%
<b>PERSONAL INCOME</b>													
Less than \$15,000	122	3%	4%	6%	6%	10%	20%	4%	8%	20%	3%	14%	2%
\$15,001-25,000	106	1%	3%	2%	5%	3%	29%	13%	5%	20%	5%	9%	5%
\$25,001-30,000	45	2%	6%	2%	12%	4%	9%	7%	15%	16%	4%	23%	0%
\$30,001-40,000	86	2%	1%	3%	7%	6%	26%	12%	17%	12%	4%	6%	4%
\$40,001-50,000	62	7%	7%	5%	6%	1%	28%	15%	11%	12%	0%	8%	0%
\$50,001-70,000	120	3%	2%	7%	8%	7%	25%	7%	15%	16%	3%	5%	2%
More than \$70,000	122	4%	2%	5%	10%	6%	16%	10%	16%	16%	7%	4%	4%
<b>ETHNICITY</b>													
Pacific Island	35	3%	6%	6%	0%	6%	22%	3%	22%	13%	7%	12%	0%
Maori	83	7%	2%	0%	5%	5%	24%	9%	8%	14%	4%	21%	1%
Non Maori/Non PI	635	3%	3%	5%	8%	6%	23%	10%	12%	16%	4%	7%	3%
<b>BILL PAYER</b>													
Yes	648	3%	4%	5%	7%	6%	23%	9%	13%	16%	4%	8%	2%
No	99	4%	0%	2%	7%	8%	25%	9%	10%	13%	6%	11%	5%
<b>BUSINESSES-PETROL PRICES</b>													
Competitive (5-10)	301	1%	2%	0%	3%	5%	23%	9%	15%	19%	6%	14%	3%
Non-competitive (0-4)	418	5%	5%	8%	10%	7%	23%	10%	11%	13%	2%	5%	1%
<b>BUSINESSES-PHONE COMPANIES</b>													
Competitive (5-10)	471	1%	2%	2%	4%	4%	23%	11%	15%	19%	6%	11%	2%
Non-competitive (0-4)	237	7%	6%	10%	13%	12%	22%	6%	8%	9%	1%	4%	2%



BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	0%	0%	0%	0%	0%	32%	13%	17%	21%	6%	11%	0%
Non-competitive (0-4)	185	14%	13%	18%	29%	26%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	3%	3%	4%	9%	5%	23%	8%	15%	14%	3%	11%	2%
Non-competitive (0-4)	194	5%	2%	6%	7%	10%	19%	9%	13%	15%	4%	9%	1%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	2%	3%	4%	6%	5%	23%	9%	14%	17%	5%	10%	2%
Non-competitive (0-4)	124	7%	9%	8%	13%	13%	17%	9%	8%	11%	1%	4%	0%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	2%	1%	2%	5%	6%	23%	10%	16%	19%	5%	10%	1%
Non-competitive (0-4)	197	6%	8%	12%	14%	10%	21%	7%	6%	8%	1%	4%	3%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	2%	3%	1%	5%	4%	22%	11%	14%	18%	6%	11%	3%
Non-competitive (0-4)	261	5%	5%	10%	12%	10%	21%	8%	10%	12%	1%	5%	1%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	3%	2%	3%	4%	5%	20%	11%	14%	24%	5%	8%	1%
Neutral	180	4%	2%	6%	8%	7%	29%	9%	11%	11%	5%	7%	1%
Poor (0-4)	165	4%	3%	6%	10%	8%	20%	10%	12%	13%	2%	9%	3%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	2%	4%	5%	9%	5%	20%	8%	14%	19%	4%	7%	3%
Neutral	171	2%	4%	3%	4%	5%	31%	10%	8%	16%	7%	8%	2%
Poor (0-4)	145	9%	4%	8%	11%	10%	19%	9%	8%	8%	3%	9%	2%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	2%	3%	3%	6%	4%	19%	11%	15%	21%	5%	10%	1%
Neutral	178	4%	3%	3%	9%	9%	31%	10%	6%	12%	3%	8%	2%
Poor (0-4)	154	6%	3%	8%	11%	8%	22%	6%	11%	12%	4%	6%	3%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	1%	2%	3%	7%	5%	21%	7%	14%	21%	5%	12%	2%
Neutral	155	3%	4%	2%	8%	4%	26%	11%	12%	15%	4%	8%	3%
Poor (0-4)	255	4%	3%	7%	8%	11%	22%	10%	9%	15%	4%	5%	2%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	3%	4%	2%	5%	4%	18%	9%	17%	22%	6%	9%	1%
Neutral	172	2%	2%	3%	8%	8%	29%	10%	9%	12%	4%	8%	5%
Poor (0-4)	269	5%	3%	6%	8%	8%	21%	12%	9%	14%	4%	8%	2%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	2%	3%	4%	7%	5%	15%	9%	15%	20%	4%	13%	3%
Neutral	174	3%	2%	4%	7%	6%	32%	6%	8%	13%	6%	8%	5%
Poor (0-4)	292	5%	3%	6%	7%	9%	19%	12%	10%	16%	4%	7%	2%

COMPETITIVENESS OF BUSINESSES - ONLINE BOOKSTORES

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

Online bookstores

	Base	0 Not at all competitive	1	2	3	4	5 Just adequate	6	7	8	9	10 Extremely competitive	11 Unsure
ALL	750	6%	4%	6%	4%	6%	13%	3%	4%	4%	1%	3%	46%
LOCATION													
Auckland	241	7%	2%	6%	4%	3%	17%	2%	5%	4%	2%	4%	44%
Wellington	77	4%	4%	7%	5%	4%	11%	4%	6%	8%	0%	4%	43%
Christchurch	82	5%	2%	10%	4%	9%	12%	6%	1%	5%	1%	1%	44%
Provincial	350	6%	6%	5%	4%	7%	10%	2%	5%	4%	1%	2%	48%
Rural	150	5%	3%	5%	4%	9%	17%	3%	5%	3%	0%	2%	44%
North Is	568	6%	4%	6%	4%	5%	13%	2%	4%	5%	1%	3%	47%
South Is	182	6%	3%	6%	5%	8%	12%	4%	6%	3%	1%	2%	44%
SEX													
Male	359	7%	4%	7%	3%	6%	12%	3%	4%	5%	1%	2%	46%
Female	391	5%	4%	5%	6%	5%	13%	2%	5%	4%	2%	3%	46%
AGE GROUP													
Under 30	157	9%	1%	9%	6%	14%	16%	3%	10%	2%	0%	1%	29%
30-44	225	6%	4%	5%	4%	3%	16%	4%	6%	4%	3%	3%	42%
45-59	196	6%	8%	7%	5%	4%	12%	3%	2%	6%	0%	4%	43%
60 Plus	172	3%	2%	5%	2%	3%	6%	0%	1%	4%	1%	3%	70%
OCCUPATION													
Professionals, Managers	191	5%	4%	8%	5%	8%	14%	2%	5%	3%	2%	3%	41%
Technicians, Associates	85	11%	2%	5%	5%	2%	13%	3%	4%	8%	0%	0%	47%
Clerks & Sales	92	8%	2%	10%	2%	10%	21%	4%	2%	2%	2%	4%	33%
Blue collar	114	6%	5%	7%	5%	2%	8%	4%	6%	3%	2%	1%	51%
Students	58	8%	2%	4%	4%	15%	9%	8%	6%	4%	1%	2%	37%
Retired	96	4%	5%	2%	3%	2%	5%	0%	0%	6%	0%	4%	69%
Homemaker	43	6%	7%	2%	4%	4%	14%	3%	8%	8%	5%	2%	37%
Not employed	44	2%	3%	2%	3%	0%	19%	0%	3%	5%	0%	8%	55%
Self employed	17	0%	12%	15%	7%	0%	16%	0%	0%	12%	0%	3%	35%
PERSONAL INCOME													
Less than \$15,000	122	6%	2%	4%	5%	5%	14%	4%	5%	4%	1%	5%	45%
\$15,001-25,000	106	6%	4%	4%	2%	5%	11%	1%	3%	4%	0%	2%	58%
\$25,001-30,000	45	2%	5%	4%	8%	9%	15%	0%	5%	4%	4%	6%	38%
\$30,001-40,000	86	8%	2%	4%	6%	5%	15%	2%	10%	2%	1%	0%	45%
\$40,001-50,000	62	3%	4%	13%	2%	10%	14%	1%	5%	4%	3%	1%	40%
\$50,001-70,000	120	11%	5%	6%	4%	7%	14%	4%	3%	3%	1%	2%	40%
More than \$70,000	122	3%	6%	7%	3%	4%	14%	2%	5%	8%	2%	2%	44%
ETHNICITY													
Pacific Island	35	5%	0%	0%	6%	12%	23%	0%	6%	5%	3%	0%	40%
Maori	83	13%	3%	7%	4%	6%	19%	1%	4%	3%	2%	5%	33%
Non Maori/Non PI	635	5%	4%	6%	4%	5%	12%	3%	5%	4%	1%	3%	48%
BILL PAYER													
Yes	648	6%	4%	7%	4%	5%	12%	3%	5%	4%	1%	3%	46%
No	99	7%	2%	4%	6%	11%	14%	2%	3%	4%	2%	2%	43%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	301	6%	3%	7%	5%	7%	15%	1%	4%	4%	1%	3%	44%
Non-competitive (0-4)	418	6%	4%	5%	4%	5%	12%	4%	5%	5%	2%	3%	45%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	471	4%	4%	9%	5%	6%	14%	3%	5%	4%	1%	3%	42%
Non-competitive (0-4)	237	9%	4%	3%	4%	5%	11%	3%	4%	5%	2%	3%	47%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	5%	4%	7%	4%	5%	14%	2%	5%	4%	1%	3%	46%
Non-competitive (0-4)	185	9%	3%	4%	6%	9%	11%	4%	2%	5%	2%	3%	42%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	0%	0%	0%	0%	0%	45%	9%	16%	15%	5%	10%	0%
Non-competitive (0-4)	194	23%	15%	24%	16%	22%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	5%	3%	8%	4%	5%	15%	2%	5%	6%	1%	3%	43%
Non-competitive (0-4)	124	15%	8%	5%	8%	13%	10%	6%	2%	1%	3%	2%	27%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	4%	4%	8%	4%	5%	16%	2%	5%	4%	1%	3%	44%
Non-competitive (0-4)	197	12%	6%	4%	5%	8%	9%	4%	4%	5%	2%	3%	38%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	4%	5%	6%	4%	6%	15%	2%	4%	3%	2%	3%	46%
Non-competitive (0-4)	261	9%	3%	8%	4%	7%	10%	4%	7%	7%	1%	3%	37%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	4%	4%	10%	7%	6%	12%	2%	5%	5%	2%	3%	40%
Neutral	180	7%	6%	2%	3%	6%	17%	3%	5%	5%	1%	1%	44%
Poor (0-4)	165	9%	2%	8%	4%	7%	11%	3%	5%	5%	0%	3%	43%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	5%	5%	8%	6%	5%	14%	3%	3%	5%	2%	4%	40%
Neutral	171	4%	5%	4%	2%	8%	17%	3%	8%	3%	2%	1%	43%
Poor (0-4)	145	12%	2%	7%	4%	7%	10%	1%	2%	6%	0%	3%	46%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	4%	4%	8%	6%	7%	10%	2%	6%	3%	1%	4%	45%
Neutral	178	7%	5%	4%	3%	3%	19%	3%	2%	2%	2%	3%	47%
Poor (0-4)	154	9%	1%	6%	5%	8%	12%	4%	5%	10%	1%	1%	38%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	4%	4%	7%	5%	6%	16%	3%	5%	7%	1%	4%	38%
Neutral	155	6%	5%	10%	3%	6%	13%	2%	6%	1%	1%	1%	46%
Poor (0-4)	255	7%	4%	5%	4%	7%	12%	2%	4%	6%	1%	2%	46%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	4%	6%	7%	3%	8%	14%	4%	4%	2%	2%	4%	42%
Neutral	172	6%	2%	7%	6%	3%	12%	2%	2%	4%	1%	2%	53%
Poor (0-4)	269	8%	4%	5%	5%	7%	14%	2%	6%	7%	1%	2%	39%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	4%	4%	9%	4%	9%	14%	2%	3%	4%	2%	3%	42%
Neutral	174	6%	3%	5%	6%	5%	16%	2%	3%	6%	2%	3%	43%
Poor (0-4)	292	6%	4%	6%	4%	4%	12%	3%	6%	4%	1%	2%	48%

COMPETITIVENESS OF BUSINESSES - ELECTRICAL GOODS STORES

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

Electrical goods stores

	Base	0 Not at all competitive	1	2	3	4	5 Just adequate	6	7	8	9	10 Extremely competitive	11 Unsure
ALL	750	2%	2%	2%	5%	6%	20%	8%	14%	15%	4%	7%	15%
LOCATION													
Auckland	241	2%	2%	1%	6%	5%	22%	9%	13%	14%	3%	8%	15%
Wellington	77	0%	2%	1%	4%	3%	25%	12%	15%	12%	4%	5%	17%
Christchurch	82	0%	1%	3%	5%	7%	14%	10%	19%	16%	5%	4%	16%
Provincial	350	2%	3%	3%	5%	6%	19%	6%	15%	16%	4%	8%	13%
Rural	150	1%	1%	3%	3%	8%	19%	12%	7%	16%	3%	9%	18%
North Is	568	2%	3%	1%	4%	6%	22%	8%	13%	15%	3%	8%	15%
South Is	182	0%	0%	6%	6%	6%	16%	9%	18%	15%	5%	5%	14%
SEX													
Male	359	2%	3%	2%	5%	7%	23%	8%	14%	14%	2%	8%	12%
Female	391	1%	2%	2%	5%	5%	18%	8%	15%	16%	5%	6%	17%
AGE GROUP													
Under 30	157	2%	4%	1%	4%	10%	24%	12%	17%	11%	3%	3%	9%
30-44	225	3%	1%	2%	5%	5%	19%	10%	15%	15%	3%	7%	15%
45-59	196	1%	3%	4%	6%	5%	18%	5%	15%	17%	5%	9%	12%
60 Plus	172	0%	1%	2%	4%	3%	23%	6%	12%	17%	3%	8%	21%
OCCUPATION													
Professionals, Managers	191	1%	1%	2%	3%	6%	18%	9%	19%	18%	4%	7%	12%
Technicians, Associates	85	1%	5%	2%	6%	4%	24%	7%	16%	12%	4%	4%	15%
Clerks & Sales	92	3%	1%	0%	4%	4%	23%	8%	18%	16%	9%	4%	10%
Blue collar	114	3%	2%	4%	4%	5%	24%	7%	9%	18%	4%	8%	12%
Students	58	1%	7%	2%	10%	11%	16%	19%	6%	13%	0%	4%	11%
Retired	96	0%	2%	1%	4%	3%	21%	7%	11%	16%	2%	10%	23%
Homemaker	43	3%	3%	2%	6%	9%	16%	0%	27%	5%	2%	10%	17%
Not employed	44	6%	0%	8%	4%	3%	18%	10%	9%	10%	4%	7%	21%
Self employed	17	0%	0%	0%	7%	7%	17%	0%	11%	22%	0%	24%	12%
PERSONAL INCOME													
Less than \$15,000	122	2%	1%	1%	0%	10%	23%	8%	13%	16%	3%	7%	16%
\$15,001-25,000	106	0%	2%	3%	5%	2%	23%	10%	13%	16%	3%	6%	17%
\$25,001-30,000	45	2%	2%	0%	2%	6%	23%	7%	6%	14%	9%	22%	7%
\$30,001-40,000	86	0%	0%	2%	5%	3%	23%	14%	15%	14%	1%	6%	17%
\$40,001-50,000	62	3%	5%	0%	7%	10%	15%	11%	13%	10%	7%	7%	12%
\$50,001-70,000	120	3%	4%	3%	4%	6%	22%	8%	17%	16%	3%	1%	13%
More than \$70,000	122	1%	1%	1%	5%	5%	10%	6%	23%	20%	5%	10%	13%
ETHNICITY													
Pacific Island	35	6%	0%	3%	3%	3%	11%	4%	22%	13%	8%	5%	22%
Maori	83	6%	4%	4%	3%	3%	24%	5%	14%	15%	0%	10%	12%
Non Maori/Non PI	635	1%	2%	2%	5%	6%	21%	9%	14%	15%	4%	7%	14%
BILL PAYER													
Yes	648	2%	2%	2%	6%	5%	19%	8%	15%	16%	4%	7%	14%
No	99	3%	1%	2%	0%	11%	30%	10%	11%	10%	1%	5%	16%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	301	1%	2%	1%	4%	6%	21%	7%	15%	17%	4%	8%	14%
Non-competitive (0-4)	418	3%	3%	3%	5%	6%	20%	9%	15%	14%	3%	7%	12%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	471	1%	1%	2%	3%	5%	22%	8%	17%	17%	5%	8%	11%
Non-competitive (0-4)	237	4%	4%	4%	9%	6%	17%	9%	11%	13%	2%	7%	14%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	1%	1%	2%	3%	4%	21%	9%	16%	17%	4%	8%	14%
Non-competitive (0-4)	185	3%	5%	4%	9%	12%	17%	8%	11%	11%	2%	5%	13%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	2%	2%	3%	2%	5%	21%	11%	19%	14%	3%	10%	8%
Non-competitive (0-4)	194	4%	4%	4%	10%	9%	23%	9%	13%	13%	3%	5%	3%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	0%	0%	0%	0%	0%	30%	12%	21%	22%	5%	10%	0%
Non-competitive (0-4)	124	10%	13%	14%	29%	34%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	1%	1%	1%	3%	6%	22%	9%	17%	16%	4%	8%	12%
Non-competitive (0-4)	197	2%	6%	7%	11%	7%	17%	8%	9%	15%	1%	6%	11%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	1%	1%	1%	4%	4%	21%	8%	18%	16%	4%	9%	13%
Non-competitive (0-4)	261	3%	4%	5%	7%	7%	19%	10%	13%	14%	3%	6%	9%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	2%	2%	1%	4%	4%	18%	9%	17%	20%	5%	7%	11%
Neutral	180	2%	3%	2%	4%	7%	25%	9%	12%	13%	2%	10%	11%
Poor (0-4)	165	1%	3%	6%	7%	7%	13%	10%	14%	13%	4%	5%	17%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	2%	2%	2%	4%	3%	17%	10%	17%	20%	5%	6%	12%
Neutral	171	1%	2%	1%	5%	6%	26%	11%	13%	14%	2%	7%	12%
Poor (0-4)	145	2%	4%	5%	9%	10%	22%	3%	9%	11%	2%	8%	15%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	2%	1%	1%	4%	4%	20%	10%	14%	19%	5%	7%	13%
Neutral	178	2%	4%	3%	4%	9%	22%	6%	12%	14%	2%	7%	15%
Poor (0-4)	154	1%	4%	5%	8%	7%	18%	10%	14%	11%	3%	9%	10%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	2%	2%	2%	2%	4%	18%	12%	13%	23%	4%	7%	11%
Neutral	155	2%	3%	1%	5%	4%	31%	6%	10%	14%	4%	8%	12%
Poor (0-4)	255	1%	3%	4%	7%	8%	15%	8%	16%	13%	3%	9%	13%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	2%	4%	1%	2%	5%	24%	6%	10%	21%	5%	10%	10%
Neutral	172	1%	1%	3%	3%	7%	19%	13%	14%	13%	3%	10%	13%
Poor (0-4)	269	1%	2%	4%	8%	6%	18%	9%	15%	15%	2%	6%	14%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	4%	1%	1%	4%	5%	23%	7%	15%	19%	3%	7%	11%
Neutral	174	0%	4%	4%	2%	7%	23%	8%	13%	15%	4%	10%	10%
Poor (0-4)	292	1%	2%	3%	8%	5%	16%	10%	14%	16%	3%	7%	15%

**COMPETITIVENESS OF BUSINESSES - BANKS AND OTHER FINANCIAL SERVICES**

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

**Banks and other financial services**

	Base	0 Not at all competitive	1	2	3	4	5 Just adequate	6	7	8	9	10 Extremely competitive	Unsure
<b>ALL</b>	750	4%	3%	5%	7%	7%	23%	9%	12%	12%	4%	6%	8%
<b>LOCATION</b>													
Auckland	241	4%	2%	8%	6%	6%	24%	9%	14%	7%	5%	6%	9%
Wellington	77	1%	3%	3%	7%	11%	17%	6%	15%	18%	2%	7%	10%
Christchurch	82	5%	1%	4%	6%	12%	23%	9%	14%	11%	1%	7%	7%
Provincial	350	5%	4%	4%	7%	5%	23%	10%	10%	14%	4%	6%	8%
Rural	150	5%	4%	6%	6%	8%	21%	8%	9%	12%	6%	7%	8%
North Is	568	4%	3%	6%	6%	7%	22%	8%	13%	12%	3%	7%	9%
South Is	182	6%	4%	3%	9%	7%	25%	11%	10%	11%	4%	5%	5%
<b>SEX</b>													
Male	359	6%	4%	6%	8%	8%	23%	10%	13%	9%	2%	4%	7%
Female	391	3%	2%	4%	6%	5%	23%	8%	12%	15%	5%	8%	9%
<b>AGE GROUP</b>													
Under 30	157	2%	4%	2%	4%	9%	14%	10%	22%	10%	5%	11%	7%
30-44	225	6%	3%	6%	5%	8%	25%	7%	13%	13%	3%	6%	5%
45-59	196	5%	3%	6%	10%	6%	26%	9%	8%	11%	2%	5%	9%
60 Plus	172	4%	3%	5%	8%	5%	25%	11%	7%	13%	4%	4%	11%
<b>OCCUPATION</b>													
Professionals, Managers	191	3%	4%	6%	6%	8%	19%	11%	16%	11%	4%	5%	7%
Technicians, Associates	85	8%	3%	7%	10%	3%	25%	9%	13%	4%	3%	6%	9%
Clerks & Sales	92	5%	3%	1%	6%	8%	23%	7%	11%	18%	4%	8%	6%
Blue collar	114	4%	3%	5%	6%	10%	21%	13%	10%	10%	3%	10%	5%
Students	58	3%	7%	9%	5%	4%	21%	11%	21%	9%	4%	0%	6%
Retired	96	4%	3%	5%	10%	4%	29%	5%	10%	14%	3%	4%	9%
Homemaker	43	3%	2%	6%	4%	4%	20%	7%	10%	15%	5%	13%	11%
Not employed	44	10%	0%	7%	2%	3%	25%	1%	5%	18%	0%	7%	22%
Self employed	17	0%	0%	0%	13%	23%	26%	0%	8%	5%	6%	7%	12%
<b>PERSONAL INCOME</b>													
Less than \$15,000	122	5%	2%	5%	6%	6%	24%	8%	13%	10%	3%	6%	12%
\$15,001-25,000	106	2%	1%	10%	7%	5%	30%	5%	8%	11%	3%	8%	10%
\$25,001-30,000	45	5%	0%	2%	4%	11%	29%	6%	9%	5%	11%	12%	6%
\$30,001-40,000	86	2%	2%	6%	5%	10%	15%	11%	15%	17%	7%	3%	7%
\$40,001-50,000	62	3%	10%	4%	5%	4%	19%	14%	18%	7%	3%	9%	4%
\$50,001-70,000	120	9%	3%	4%	10%	5%	22%	11%	14%	13%	1%	4%	4%
More than \$70,000	122	1%	5%	5%	8%	9%	23%	10%	10%	13%	3%	6%	7%
<b>ETHNICITY</b>													
Pacific Island	35	0%	0%	3%	3%	13%	31%	0%	21%	9%	10%	7%	3%
Maori	83	7%	1%	4%	5%	4%	19%	6%	8%	18%	3%	16%	9%
Non Maori/Non PI	635	4%	4%	6%	7%	7%	23%	10%	12%	11%	3%	5%	8%
<b>BILL PAYER</b>													
Yes	648	4%	4%	5%	8%	7%	23%	9%	12%	12%	3%	6%	7%
No	99	4%	1%	7%	2%	7%	22%	8%	13%	12%	5%	3%	16%
<b>BUSINESSES-PETROL PRICES</b>													
Competitive (5-10)	301	2%	1%	1%	4%	4%	24%	9%	16%	15%	6%	11%	7%
Non-competitive (0-4)	418	7%	5%	8%	9%	9%	22%	10%	10%	9%	1%	3%	7%
<b>BUSINESSES-PHONE COMPANIES</b>													
Competitive (5-10)	471	2%	2%	3%	3%	6%	24%	10%	15%	16%	5%	8%	6%
Non-competitive (0-4)	237	9%	6%	10%	14%	9%	21%	8%	8%	3%	2%	4%	6%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	3%	2%	3%	4%	6%	24%	10%	14%	14%	4%	8%	8%
Non-competitive (0-4)	185	8%	8%	12%	16%	9%	20%	7%	7%	5%	2%	2%	4%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	5%	4%	5%	5%	7%	24%	11%	14%	11%	4%	8%	2%
Non-competitive (0-4)	194	7%	4%	6%	10%	8%	19%	12%	11%	12%	4%	6%	1%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	4%	2%	4%	5%	6%	25%	9%	15%	13%	4%	7%	6%
Non-competitive (0-4)	124	9%	9%	7%	17%	9%	18%	11%	7%	6%	1%	3%	3%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	0%	0%	0%	0%	0%	35%	14%	19%	18%	5%	9%	0%
Non-competitive (0-4)	197	17%	12%	20%	26%	25%	0%	0%	0%	0%	0%	0%	0%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	2%	2%	3%	4%	5%	24%	10%	15%	15%	5%	8%	7%
Non-competitive (0-4)	261	8%	6%	9%	11%	12%	22%	8%	9%	7%	1%	4%	3%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	2%	1%	4%	3%	6%	19%	12%	18%	18%	6%	7%	4%
Neutral	180	3%	5%	4%	7%	7%	32%	7%	11%	7%	3%	7%	7%
Poor (0-4)	165	7%	3%	9%	13%	8%	17%	8%	11%	9%	3%	7%	5%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	1%	3%	7%	8%	8%	20%	8%	14%	15%	5%	5%	6%
Neutral	171	4%	6%	3%	5%	6%	26%	7%	15%	10%	4%	6%	8%
Poor (0-4)	145	10%	3%	7%	10%	7%	21%	9%	10%	7%	2%	8%	6%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	2%	4%	4%	5%	7%	21%	9%	13%	17%	4%	9%	5%
Neutral	178	3%	2%	5%	6%	4%	29%	12%	11%	8%	3%	7%	10%
Poor (0-4)	154	8%	4%	10%	11%	11%	21%	7%	10%	7%	2%	3%	6%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	2%	3%	6%	6%	5%	17%	9%	17%	15%	5%	9%	6%
Neutral	155	4%	4%	3%	5%	7%	33%	6%	6%	12%	4%	8%	8%
Poor (0-4)	255	6%	3%	8%	9%	8%	23%	11%	11%	10%	2%	4%	5%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	3%	4%	4%	4%	8%	21%	11%	15%	13%	5%	8%	4%
Neutral	172	4%	1%	3%	5%	5%	26%	6%	17%	14%	5%	6%	8%
Poor (0-4)	269	5%	3%	8%	11%	9%	23%	10%	7%	9%	2%	6%	7%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	1%	6%	3%	5%	7%	20%	8%	16%	13%	8%	8%	5%
Neutral	174	3%	4%	4%	6%	3%	26%	6%	14%	15%	3%	7%	9%
Poor (0-4)	292	7%	2%	8%	9%	9%	21%	11%	10%	9%	2%	6%	6%

COMPETITIVENESS OF BUSINESSES - ELECTRICITY RETAILERS

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

Electricity retailers

	Base	0 Not at all competitive	1	2	3	4	5 Just adequate	6	7	8	9	10 Extremely competitive	11 Unsure
ALL	750	6%	3%	8%	8%	10%	20%	9%	8%	10%	3%	6%	9%
LOCATION													
Auckland	241	6%	2%	7%	9%	8%	21%	8%	7%	10%	3%	9%	10%
Wellington	77	6%	0%	8%	6%	11%	15%	10%	11%	8%	4%	6%	15%
Christchurch	82	3%	4%	5%	8%	15%	21%	5%	6%	8%	8%	2%	15%
Provincial	350	6%	4%	9%	8%	10%	20%	10%	9%	11%	2%	5%	6%
Rural	150	7%	5%	7%	14%	12%	14%	7%	6%	9%	2%	5%	12%
North Is	568	6%	3%	8%	8%	9%	21%	10%	6%	10%	2%	7%	10%
South Is	182	5%	5%	8%	9%	14%	17%	5%	12%	9%	5%	3%	8%
SEX													
Male	359	9%	3%	8%	10%	12%	20%	10%	8%	7%	2%	3%	8%
Female	391	2%	4%	7%	7%	9%	20%	8%	7%	13%	4%	9%	10%
AGE GROUP													
Under 30	157	3%	0%	8%	9%	14%	20%	7%	6%	10%	3%	4%	16%
30-44	225	6%	2%	9%	9%	9%	20%	9%	11%	10%	3%	6%	6%
45-59	196	7%	5%	7%	7%	7%	21%	12%	6%	10%	3%	8%	7%
60 Plus	172	6%	5%	6%	7%	11%	19%	7%	7%	10%	4%	7%	11%
OCCUPATION													
Professionals, Managers	191	8%	5%	5%	9%	9%	20%	9%	10%	10%	2%	5%	8%
Technicians, Associates	85	4%	4%	10%	16%	11%	19%	5%	7%	3%	4%	4%	13%
Clerks & Sales	92	6%	1%	6%	7%	11%	20%	10%	7%	17%	3%	7%	5%
Blue collar	114	5%	2%	13%	7%	12%	20%	12%	9%	5%	3%	6%	6%
Students	58	1%	0%	8%	5%	12%	22%	10%	6%	15%	4%	1%	16%
Retired	96	4%	7%	7%	7%	10%	18%	6%	7%	12%	2%	5%	15%
Homemaker	43	2%	0%	9%	7%	6%	19%	8%	11%	8%	5%	20%	5%
Not employed	44	12%	3%	5%	2%	3%	23%	9%	7%	13%	5%	4%	14%
Self employed	17	6%	0%	17%	7%	12%	24%	0%	0%	18%	0%	16%	0%
PERSONAL INCOME													
Less than \$15,000	122	5%	2%	7%	6%	9%	20%	7%	13%	9%	3%	9%	10%
\$15,001-25,000	106	3%	3%	6%	5%	11%	21%	4%	6%	15%	6%	6%	14%
\$25,001-30,000	45	5%	8%	5%	10%	2%	21%	10%	7%	16%	0%	10%	6%
\$30,001-40,000	86	4%	2%	6%	6%	11%	30%	11%	7%	7%	2%	3%	11%
\$40,001-50,000	62	8%	0%	8%	17%	10%	22%	7%	7%	9%	2%	4%	6%
\$50,001-70,000	120	6%	2%	9%	9%	12%	19%	11%	7%	12%	3%	4%	6%
More than \$70,000	122	7%	4%	12%	10%	9%	13%	9%	12%	7%	4%	4%	9%
ETHNICITY													
Pacific Island	35	6%	0%	10%	6%	5%	25%	12%	12%	11%	0%	6%	7%
Maori	83	10%	1%	8%	3%	11%	17%	4%	8%	12%	4%	12%	10%
Non Maori/Non PI	635	5%	4%	7%	9%	10%	20%	9%	8%	10%	3%	5%	10%
BILL PAYER													
Yes	648	6%	3%	9%	7%	11%	20%	9%	8%	10%	3%	6%	8%
No	99	6%	0%	2%	13%	6%	21%	6%	5%	11%	4%	7%	19%
BUSINESSES-PETROL PRICES													
Competitive (5-10)	301	1%	1%	2%	4%	9%	24%	7%	11%	14%	6%	11%	10%
Non-competitive (0-4)	418	9%	4%	12%	12%	11%	17%	10%	6%	8%	2%	3%	6%
BUSINESSES-PHONE COMPANIES													
Competitive (5-10)	471	2%	1%	5%	6%	11%	23%	10%	10%	13%	4%	8%	7%
Non-competitive (0-4)	237	14%	6%	13%	14%	10%	13%	8%	5%	5%	1%	2%	9%



BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	4%	2%	6%	6%	9%	22%	9%	9%	12%	4%	7%	10%
Non-competitive (0-4)	185	11%	7%	13%	15%	13%	13%	9%	4%	3%	2%	3%	7%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	6%	3%	7%	10%	13%	20%	11%	7%	8%	3%	8%	4%
Non-competitive (0-4)	194	7%	2%	9%	12%	12%	19%	8%	9%	13%	1%	5%	3%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	4%	3%	9%	7%	10%	21%	10%	9%	10%	4%	7%	6%
Non-competitive (0-4)	124	10%	3%	10%	19%	13%	17%	5%	6%	9%	1%	2%	5%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	3%	2%	7%	6%	9%	22%	10%	10%	12%	4%	8%	7%
Non-competitive (0-4)	197	11%	7%	13%	15%	15%	15%	6%	5%	6%	0%	1%	6%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	0%	0%	0%	0%	0%	36%	16%	14%	18%	5%	11%	0%
Non-competitive (0-4)	261	16%	9%	22%	24%	29%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	3%	2%	6%	10%	8%	17%	10%	12%	15%	5%	5%	7%
Neutral	180	7%	3%	9%	7%	10%	24%	8%	7%	6%	4%	6%	9%
Poor (0-4)	165	11%	4%	11%	10%	14%	14%	7%	6%	12%	2%	4%	5%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	3%	1%	8%	6%	11%	18%	13%	12%	13%	3%	6%	6%
Neutral	171	6%	5%	7%	6%	13%	24%	7%	5%	7%	5%	5%	10%
Poor (0-4)	145	12%	3%	14%	16%	7%	15%	5%	7%	10%	2%	5%	4%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	2%	2%	6%	8%	10%	20%	9%	9%	12%	4%	8%	10%
Neutral	178	5%	3%	5%	8%	9%	27%	9%	8%	7%	3%	6%	10%
Poor (0-4)	154	12%	7%	14%	12%	13%	12%	6%	6%	8%	3%	5%	2%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	3%	0%	4%	9%	11%	21%	11%	10%	15%	3%	4%	9%
Neutral	155	5%	4%	7%	6%	9%	24%	11%	5%	7%	4%	10%	8%
Poor (0-4)	255	9%	5%	13%	11%	12%	14%	7%	9%	7%	3%	4%	6%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	3%	3%	6%	6%	9%	18%	8%	10%	16%	4%	7%	10%
Neutral	172	3%	2%	6%	8%	9%	25%	10%	9%	7%	3%	7%	11%
Poor (0-4)	269	9%	4%	12%	11%	12%	15%	8%	7%	8%	4%	6%	4%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	3%	1%	6%	6%	9%	17%	9%	13%	17%	3%	8%	8%
Neutral	174	3%	4%	5%	8%	10%	23%	11%	5%	8%	5%	6%	12%
Poor (0-4)	292	9%	3%	13%	9%	12%	16%	9%	8%	7%	3%	5%	6%

**ELECTRICITY BILL PAYERS**

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

	Base	Yes	No	Unsure
ALL	750	86%	13%	1%
<b>LOCATION</b>				
Auckland	241	80%	19%	1%
Wellington	77	91%	9%	0%
Christchurch	82	94%	6%	0%
Provincial	350	88%	12%	0%
Rural	150	84%	14%	2%
North Is	568	85%	15%	0%
South Is	182	90%	9%	1%
<b>SEX</b>				
Male	359	86%	14%	0%
Female	391	87%	12%	1%
<b>AGE GROUP</b>				
Under 30	157	66%	33%	1%
30-44	225	92%	8%	0%
45-59	196	94%	6%	0%
60 Plus	172	88%	11%	1%
<b>OCCUPATION</b>				
Professionals, Managers	191	90%	9%	1%
Technicians, Associates	85	91%	9%	0%
Clerks & Sales	92	83%	17%	0%
Blue collar	114	88%	12%	0%
Students	58	63%	37%	0%
Retired	96	92%	7%	1%
Homemaker	43	92%	8%	0%
Not employed	44	77%	19%	4%
Self employed	17	94%	6%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	122	77%	22%	1%
\$15,001-25,000	106	87%	13%	0%
\$25,001-30,000	45	80%	20%	0%
\$30,001-40,000	86	85%	15%	0%
\$40,001-50,000	62	94%	6%	0%
\$50,001-70,000	120	94%	6%	0%
More than \$70,000	122	94%	5%	1%
<b>ETHNICITY</b>				
Pacific Island	35	92%	8%	0%
Maori	83	83%	15%	2%
Non Maori/Non PI	635	87%	13%	0%
<b>BILL PAYER</b>				
Yes	648	100%	0%	0%
No	99	0%	100%	0%
<b>BUSINESSES-PETROL PRICES</b>				
Competitive (5-10)	301	81%	18%	1%
Non-competitive (0-4)	418	91%	9%	0%
<b>BUSINESSES-PHONE COMPANIES</b>				
Competitive (5-10)	471	86%	13%	1%
Non-competitive (0-4)	237	87%	13%	0%
<b>BUSINESSES-SUPERMARKETS</b>				
Competitive (5-10)	544	86%	14%	0%
Non-competitive (0-4)	185	89%	11%	0%

BUSINESSES-ONLINE BOOKSTORES				
Competitive (5-10)	212	87%	12%	1%
Non-competitive (0-4)	194	84%	16%	0%
BUSINESSES-ELEC. GOODS STORES				
Competitive (5-10)	517	86%	13%	1%
Non-competitive (0-4)	124	86%	14%	0%
BUSINESSES-BANKS & FIN. SERVS				
Competitive (5-10)	492	87%	13%	0%
Non-competitive (0-4)	197	89%	11%	0%
BUSINESSES-ELEC. RETAILERS				
Competitive (5-10)	419	87%	13%	0%
Non-competitive (0-4)	261	89%	11%	0%
ELEC. INDSTRY-ENOUGH ELECTRICITY				
Good (6-10)	204	87%	12%	1%
Neutral	180	88%	11%	1%
Poor (0-4)	165	91%	9%	0%
ELEC. INDSTRY-RELIABLE SUPPLY				
Good (6-10)	276	90%	10%	0%
Neutral	171	91%	9%	0%
Poor (0-4)	145	85%	15%	0%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY				
Good (6-10)	321	86%	13%	1%
Neutral	178	88%	12%	0%
Poor (0-4)	154	90%	10%	0%
ELEC. INDSTRY-RIGHT MIX STATIONS				
Good (6-10)	170	83%	16%	1%
Neutral	155	88%	12%	0%
Poor (0-4)	255	91%	9%	0%
ELEC. INDSTRY-COMPETITION & EFFIC				
Good (6-10)	170	87%	11%	2%
Neutral	172	89%	11%	0%
Poor (0-4)	269	88%	12%	0%
ELEC. INDSTRY-COMPETITION & PRICES				
Good (6-10)	155	86%	13%	1%
Neutral	174	85%	14%	1%
Poor (0-4)	292	91%	9%	0%

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

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

	Base	0 Extremel y poor	1	2	3	4	5 Neutr al	6	7	8	9	10 Extremel y good	Unsure
ALL	750	2%	2%	3%	7%	8%	24%	10%	10%	4%	1%	2%	27%
<b>LOCATION</b>													
Auckland	241	3%	2%	2%	8%	5%	24%	8%	14%	4%	1%	1%	28%
Wellington	77	0%	0%	4%	10%	14%	16%	12%	6%	4%	1%	1%	32%
Christchurch	82	2%	2%	1%	11%	8%	26%	11%	11%	4%	1%	2%	21%
Provincial	350	2%	2%	4%	4%	9%	25%	10%	8%	4%	2%	3%	27%
Rural	150	1%	3%	1%	8%	7%	22%	8%	12%	6%	1%	5%	26%
North Is	568	2%	2%	3%	6%	8%	23%	9%	10%	4%	2%	2%	29%
South Is	182	2%	3%	3%	8%	9%	26%	10%	11%	4%	0%	3%	21%
<b>SEX</b>													
Male	359	2%	2%	4%	7%	7%	25%	12%	13%	5%	1%	3%	19%
Female	391	2%	2%	2%	6%	10%	23%	7%	8%	4%	1%	1%	34%
<b>AGE GROUP</b>													
Under 30	157	1%	0%	2%	4%	11%	20%	10%	13%	3%	3%	4%	29%
30-44	225	2%	3%	3%	8%	9%	27%	11%	7%	4%	0%	1%	25%
45-59	196	2%	2%	3%	8%	7%	25%	10%	11%	2%	2%	4%	24%
60 Plus	172	2%	3%	4%	6%	8%	22%	7%	10%	6%	1%	1%	30%
<b>OCCUPATION</b>													
Professionals, Managers	191	3%	1%	4%	7%	8%	21%	11%	15%	3%	1%	2%	24%
Technicians, Associates	85	4%	2%	4%	6%	5%	20%	16%	5%	3%	4%	4%	27%
Clerks & Sales	92	1%	1%	3%	9%	7%	23%	7%	6%	3%	0%	2%	38%
Blue collar	114	1%	4%	0%	6%	13%	29%	6%	11%	4%	3%	4%	19%
Students	58	0%	0%	3%	2%	12%	29%	11%	11%	1%	2%	2%	27%
Retired	96	2%	3%	6%	5%	8%	25%	5%	11%	6%	1%	1%	27%
Homemaker	43	0%	5%	3%	6%	7%	30%	6%	3%	7%	0%	0%	33%
Not employed	44	4%	0%	0%	11%	10%	30%	12%	5%	4%	2%	0%	22%
Self employed	17	0%	7%	0%	13%	0%	9%	12%	13%	5%	0%	0%	41%
<b>PERSONAL INCOME</b>													
Less than \$15,000	122	0%	1%	4%	5%	12%	24%	10%	8%	3%	2%	1%	30%
\$15,001-25,000	106	1%	2%	3%	5%	9%	31%	8%	7%	5%	1%	3%	25%
\$25,001-30,000	45	2%	1%	0%	5%	4%	24%	7%	14%	2%	2%	7%	32%
\$30,001-40,000	86	3%	2%	1%	12%	5%	25%	12%	5%	5%	0%	4%	26%
\$40,001-50,000	62	0%	4%	2%	9%	8%	27%	10%	10%	1%	1%	0%	28%
\$50,001-70,000	120	5%	0%	4%	7%	9%	18%	10%	14%	7%	3%	1%	22%
More than \$70,000	122	1%	1%	5%	6%	10%	25%	14%	14%	5%	0%	3%	16%
<b>ETHNICITY</b>													
Pacific Island	35	0%	7%	0%	5%	7%	25%	3%	9%	2%	5%	5%	32%
Maori	83	4%	0%	1%	8%	12%	26%	9%	1%	3%	7%	4%	25%
Non Maori/Non PI	635	2%	2%	3%	6%	8%	24%	10%	11%	4%	1%	2%	27%
<b>BILL PAYER</b>													
Yes	648	2%	2%	3%	7%	9%	24%	10%	10%	4%	1%	3%	25%
No	99	2%	0%	1%	5%	6%	21%	8%	14%	3%	1%	0%	39%
<b>BUSINESSES-PETROL PRICES</b>													
Competitive (5-10)	301	1%	1%	1%	5%	10%	22%	11%	12%	4%	2%	3%	28%
Non-competitive (0-4)	418	2%	2%	5%	7%	8%	26%	9%	9%	4%	1%	2%	25%
<b>BUSINESSES-PHONE COMPANIES</b>													
Competitive (5-10)	471	1%	1%	3%	5%	9%	24%	10%	12%	4%	2%	2%	27%
Non-competitive (0-4)	237	4%	4%	4%	10%	9%	24%	9%	7%	3%	1%	3%	22%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	1%	2%	3%	6%	8%	24%	10%	12%	5%	2%	2%	25%
Non-competitive (0-4)	185	4%	3%	4%	7%	9%	26%	9%	6%	1%	0%	3%	28%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	2%	1%	3%	6%	9%	28%	10%	8%	5%	2%	3%	23%
Non-competitive (0-4)	194	3%	3%	3%	5%	11%	22%	11%	15%	3%	2%	2%	20%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	1%	2%	3%	5%	8%	25%	10%	12%	4%	1%	3%	26%
Non-competitive (0-4)	124	5%	4%	4%	9%	9%	26%	9%	7%	3%	2%	1%	21%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	1%	1%	2%	5%	9%	24%	11%	12%	5%	2%	3%	25%
Non-competitive (0-4)	197	4%	3%	6%	11%	9%	24%	6%	7%	2%	1%	2%	25%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	1%	1%	2%	5%	9%	23%	11%	13%	4%	1%	2%	28%
Non-competitive (0-4)	261	4%	4%	5%	8%	10%	25%	7%	8%	5%	2%	1%	21%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	0%	0%	0%	0%	0%	0%	35%	37%	15%	5%	8%	0%
Neutral	180	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	165	9%	9%	14%	30%	38%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	0%	1%	2%	4%	8%	21%	15%	19%	8%	3%	3%	16%
Neutral	171	2%	1%	2%	6%	10%	39%	6%	6%	5%	0%	1%	22%
Poor (0-4)	145	6%	6%	9%	15%	14%	21%	7%	4%	1%	0%	2%	15%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	0%	1%	2%	4%	8%	18%	16%	16%	6%	3%	4%	22%
Neutral	178	3%	0%	2%	6%	10%	42%	7%	4%	2%	0%	1%	23%
Poor (0-4)	154	5%	8%	9%	15%	10%	23%	5%	6%	3%	0%	1%	15%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	0%	0%	1%	3%	8%	20%	16%	20%	8%	4%	5%	15%
Neutral	155	1%	3%	0%	8%	6%	39%	11%	9%	5%	1%	1%	16%
Poor (0-4)	255	4%	4%	7%	12%	14%	27%	8%	5%	3%	0%	2%	14%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	0%	1%	0%	2%	6%	23%	16%	17%	8%	5%	6%	16%
Neutral	172	0%	1%	1%	8%	7%	37%	12%	14%	4%	0%	0%	16%
Poor (0-4)	269	5%	4%	6%	10%	13%	25%	7%	6%	3%	1%	2%	18%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	1%	1%	1%	5%	10%	20%	13%	15%	5%	5%	5%	19%
Neutral	174	2%	0%	3%	7%	8%	37%	10%	11%	4%	0%	0%	18%
Poor (0-4)	292	3%	4%	5%	9%	10%	25%	10%	9%	5%	0%	3%	17%

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

Using a scale of 0 to 10 where 0 means extremely poor, 5 means neutral, and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so. There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost of power cuts versus the cost of maintaining power lines, which is funded by the fixed daily charge on your electricity bill

	Base	0 Extremel y poor	1	2	3	4	5 Neutr al	6	7	8	9	10 Extremel y good	Unsure
ALL	750	3%	2%	2%	6%	6%	23%	9%	10%	9%	4%	5%	21%
<b>LOCATION</b>													
Auckland	241	4%	1%	3%	8%	6%	18%	11%	11%	10%	2%	4%	22%
Wellington	77	1%	3%	3%	4%	7%	24%	3%	7%	13%	6%	4%	25%
Christchurch	82	2%	0%	2%	4%	8%	27%	7%	13%	10%	2%	1%	24%
Provincial	350	2%	3%	3%	5%	5%	25%	9%	10%	8%	5%	6%	19%
Rural	150	3%	4%	0%	9%	4%	23%	10%	14%	5%	5%	2%	21%
North Is	568	3%	2%	3%	6%	6%	22%	10%	10%	9%	3%	5%	21%
South Is	182	3%	1%	1%	4%	7%	27%	7%	11%	9%	5%	3%	22%
<b>SEX</b>													
Male	359	4%	2%	3%	7%	8%	22%	8%	10%	13%	2%	5%	16%
Female	391	1%	2%	2%	5%	5%	24%	10%	10%	7%	5%	4%	25%
<b>AGE GROUP</b>													
Under 30	157	0%	1%	3%	10%	7%	24%	4%	5%	11%	4%	3%	28%
30-44	225	4%	1%	2%	6%	5%	24%	11%	14%	10%	4%	3%	16%
45-59	196	4%	3%	2%	5%	6%	22%	9%	12%	9%	4%	6%	18%
60 Plus	172	2%	2%	4%	3%	8%	21%	10%	8%	8%	3%	7%	24%
<b>OCCUPATION</b>													
Professionals, Managers	191	3%	2%	2%	6%	5%	22%	6%	13%	13%	4%	3%	21%
Technicians, Associates	85	0%	1%	4%	6%	4%	19%	2%	12%	11%	4%	11%	26%
Clerks & Sales	92	3%	0%	0%	9%	9%	20%	7%	10%	12%	3%	6%	21%
Blue collar	114	5%	2%	3%	7%	7%	23%	14%	11%	7%	5%	4%	12%
Students	58	1%	0%	3%	11%	6%	27%	7%	4%	9%	4%	4%	24%
Retired	96	2%	2%	4%	3%	7%	22%	12%	8%	8%	3%	7%	22%
Homemaker	43	2%	8%	4%	2%	3%	27%	15%	9%	3%	2%	0%	25%
Not employed	44	9%	2%	0%	3%	5%	38%	14%	7%	2%	5%	0%	15%
Self employed	17	0%	0%	7%	0%	22%	11%	11%	11%	13%	3%	0%	22%
<b>PERSONAL INCOME</b>													
Less than \$15,000	122	2%	3%	3%	5%	4%	18%	12%	10%	9%	5%	5%	24%
\$15,001-25,000	106	1%	3%	1%	8%	12%	29%	6%	9%	7%	1%	7%	16%
\$25,001-30,000	45	6%	0%	0%	0%	13%	17%	10%	4%	11%	9%	13%	17%
\$30,001-40,000	86	2%	0%	2%	7%	6%	24%	6%	10%	8%	2%	5%	28%
\$40,001-50,000	62	0%	2%	2%	5%	5%	36%	10%	12%	6%	2%	0%	20%
\$50,001-70,000	120	6%	1%	5%	7%	1%	19%	10%	10%	16%	6%	4%	15%
More than \$70,000	122	3%	2%	0%	9%	7%	19%	7%	17%	13%	5%	4%	14%
<b>ETHNICITY</b>													
Pacific Island	35	3%	4%	3%	9%	7%	22%	12%	4%	0%	7%	10%	19%
Maori	83	5%	5%	3%	3%	7%	27%	5%	5%	7%	5%	9%	19%
Non Maori/Non PI	635	3%	2%	3%	6%	6%	22%	9%	11%	10%	3%	4%	21%
<b>BILL PAYER</b>													
Yes	648	3%	2%	3%	6%	6%	24%	9%	10%	10%	4%	5%	18%
No	99	4%	1%	1%	8%	8%	16%	8%	7%	7%	3%	3%	34%
<b>BUSINESSES-PETROL PRICES</b>													
Competitive (5-10)	301	1%	1%	1%	5%	7%	21%	10%	10%	9%	4%	5%	26%
Non-competitive (0-4)	418	4%	2%	4%	7%	6%	25%	9%	11%	9%	3%	4%	16%
<b>BUSINESSES-PHONE COMPANIES</b>													
Competitive (5-10)	471	2%	2%	2%	5%	5%	23%	10%	10%	10%	5%	5%	21%
Non-competitive (0-4)	237	5%	2%	4%	9%	8%	24%	8%	11%	7%	2%	3%	17%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	2%	2%	2%	4%	6%	25%	8%	10%	10%	4%	5%	22%
Non-competitive (0-4)	185	5%	2%	6%	11%	7%	17%	10%	11%	9%	4%	2%	16%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	2%	2%	2%	5%	4%	27%	9%	12%	10%	3%	7%	17%
Non-competitive (0-4)	194	4%	1%	5%	8%	6%	21%	10%	11%	12%	6%	3%	13%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	2%	2%	2%	5%	6%	24%	8%	12%	11%	3%	5%	20%
Non-competitive (0-4)	124	6%	3%	7%	12%	7%	21%	11%	6%	9%	4%	0%	14%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	2%	1%	2%	6%	6%	24%	9%	10%	10%	4%	5%	21%
Non-competitive (0-4)	197	5%	3%	5%	7%	8%	20%	10%	13%	9%	2%	4%	14%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	2%	2%	1%	4%	6%	22%	10%	11%	11%	5%	5%	21%
Non-competitive (0-4)	261	5%	2%	6%	9%	7%	24%	7%	11%	8%	1%	4%	16%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	1%	0%	1%	1%	7%	16%	13%	18%	17%	9%	8%	9%
Neutral	180	3%	3%	2%	5%	5%	37%	10%	9%	10%	1%	2%	13%
Poor (0-4)	165	6%	4%	7%	15%	12%	21%	8%	7%	6%	2%	2%	10%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	0%	0%	0%	0%	0%	0%	24%	27%	26%	10%	13%	0%
Neutral	171	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	145	14%	10%	13%	31%	32%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	0%	1%	0%	3%	5%	18%	10%	15%	14%	8%	8%	18%
Neutral	178	3%	1%	2%	3%	7%	43%	10%	9%	6%	0%	2%	14%
Poor (0-4)	154	8%	5%	10%	17%	10%	16%	8%	4%	9%	1%	2%	10%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	0%	1%	0%	3%	5%	16%	14%	17%	16%	8%	9%	11%
Neutral	155	4%	1%	1%	3%	4%	36%	11%	12%	11%	2%	4%	11%
Poor (0-4)	255	4%	5%	7%	12%	11%	23%	8%	6%	6%	1%	2%	15%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	0%	1%	0%	4%	3%	15%	13%	14%	18%	10%	8%	14%
Neutral	172	2%	2%	2%	3%	7%	39%	11%	11%	9%	1%	3%	10%
Poor (0-4)	269	6%	3%	5%	11%	11%	23%	8%	8%	7%	1%	2%	15%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	1%	2%	1%	1%	7%	15%	9%	18%	17%	9%	9%	11%
Neutral	174	3%	2%	2%	7%	1%	43%	9%	10%	9%	3%	1%	10%
Poor (0-4)	292	5%	2%	5%	9%	10%	20%	11%	10%	9%	1%	4%	14%

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

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

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

	Base	0 Extremel y poor	1	2	3	4	5 Neutr al	6	7	8	9	10 Extremel y good	Unsure
ALL	750	3%	2%	4%	5%	7%	24%	12%	12%	10%	3%	5%	13%
<b>LOCATION</b>													
Auckland	241	4%	2%	5%	4%	6%	23%	11%	13%	14%	3%	4%	11%
Wellington	77	1%	0%	4%	6%	12%	18%	11%	10%	10%	5%	3%	20%
Christchurch	82	2%	0%	6%	3%	7%	26%	17%	14%	10%	4%	1%	10%
Provincial	350	3%	2%	4%	5%	7%	25%	12%	10%	8%	3%	7%	14%
Rural	150	5%	1%	4%	4%	8%	23%	11%	12%	9%	4%	5%	14%
North Is	568	2%	2%	4%	5%	7%	23%	12%	11%	11%	3%	6%	14%
South Is	182	4%	1%	6%	4%	7%	25%	14%	15%	9%	3%	3%	9%
<b>SEX</b>													
Male	359	4%	2%	6%	6%	9%	23%	13%	11%	10%	1%	5%	10%
Female	391	1%	1%	3%	4%	6%	25%	12%	12%	10%	5%	5%	16%
<b>AGE GROUP</b>													
Under 30	157	1%	1%	2%	4%	8%	18%	20%	13%	10%	1%	4%	18%
30-44	225	3%	2%	3%	6%	10%	25%	13%	10%	12%	3%	3%	10%
45-59	196	4%	3%	5%	4%	5%	27%	12%	12%	7%	5%	7%	9%
60 Plus	172	2%	1%	7%	4%	6%	23%	5%	12%	13%	4%	6%	17%
<b>OCCUPATION</b>													
Professionals, Managers	191	2%	2%	7%	4%	8%	20%	15%	13%	11%	4%	2%	12%
Technicians, Associates	85	4%	1%	6%	5%	3%	16%	11%	15%	10%	4%	7%	18%
Clerks & Sales	92	2%	1%	1%	4%	9%	25%	18%	8%	4%	5%	10%	13%
Blue collar	114	2%	2%	2%	7%	9%	27%	11%	12%	10%	1%	9%	8%
Students	58	1%	3%	2%	4%	5%	22%	17%	18%	10%	7%	2%	9%
Retired	96	3%	1%	8%	3%	8%	27%	2%	9%	16%	3%	4%	16%
Homemaker	43	3%	3%	4%	0%	5%	38%	10%	9%	11%	4%	0%	13%
Not employed	44	7%	0%	2%	8%	5%	33%	7%	10%	8%	0%	10%	10%
Self employed	17	6%	0%	0%	10%	18%	8%	14%	7%	18%	0%	0%	19%
<b>PERSONAL INCOME</b>													
Less than \$15,000	122	1%	1%	4%	2%	5%	31%	10%	9%	14%	2%	6%	15%
\$15,001-25,000	106	5%	0%	4%	5%	10%	21%	6%	14%	14%	2%	6%	13%
\$25,001-30,000	45	4%	0%	0%	6%	10%	20%	14%	9%	8%	11%	10%	8%
\$30,001-40,000	86	2%	2%	6%	3%	8%	20%	14%	14%	9%	4%	4%	14%
\$40,001-50,000	62	0%	5%	2%	7%	3%	23%	15%	16%	11%	0%	0%	18%
\$50,001-70,000	120	5%	1%	5%	7%	8%	20%	13%	11%	9%	3%	7%	11%
More than \$70,000	122	1%	3%	8%	4%	5%	25%	21%	11%	9%	4%	2%	7%
<b>ETHNICITY</b>													
Pacific Island	35	0%	4%	3%	3%	9%	22%	11%	3%	12%	0%	14%	19%
Maori	83	4%	0%	2%	4%	6%	28%	12%	10%	3%	2%	15%	14%
Non Maori/Non PI	635	3%	2%	5%	5%	7%	23%	12%	12%	11%	4%	4%	12%
<b>BILL PAYER</b>													
Yes	648	3%	2%	4%	5%	7%	24%	13%	12%	10%	3%	5%	12%
No	99	3%	0%	3%	3%	6%	21%	10%	13%	11%	4%	5%	21%
<b>BUSINESSES-PETROL PRICES</b>													
Competitive (5-10)	301	2%	1%	2%	3%	6%	26%	13%	11%	11%	5%	6%	14%
Non-competitive (0-4)	418	4%	2%	6%	6%	8%	23%	11%	13%	9%	2%	5%	11%
<b>BUSINESSES-PHONE COMPANIES</b>													
Competitive (5-10)	471	1%	1%	3%	4%	7%	24%	12%	13%	13%	4%	6%	12%
Non-competitive (0-4)	237	6%	3%	7%	6%	8%	24%	15%	10%	5%	2%	4%	10%



BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	2%	1%	3%	4%	7%	23%	13%	13%	12%	4%	6%	12%
Non-competitive (0-4)	185	5%	4%	7%	6%	8%	27%	11%	8%	6%	2%	4%	12%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	2%	2%	6%	5%	10%	26%	13%	9%	8%	3%	6%	10%
Non-competitive (0-4)	194	4%	2%	2%	6%	8%	20%	18%	16%	9%	3%	3%	9%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	2%	1%	4%	5%	7%	22%	13%	14%	11%	3%	6%	12%
Non-competitive (0-4)	124	8%	4%	5%	4%	10%	31%	13%	9%	6%	1%	3%	6%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	1%	1%	3%	4%	6%	25%	13%	13%	12%	4%	6%	12%
Non-competitive (0-4)	197	7%	4%	9%	6%	9%	18%	12%	10%	8%	2%	4%	11%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	2%	1%	2%	4%	6%	25%	13%	12%	12%	4%	6%	13%
Non-competitive (0-4)	261	5%	4%	8%	7%	10%	21%	11%	11%	7%	2%	4%	10%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	1%	0%	3%	3%	4%	13%	20%	17%	21%	6%	7%	5%
Neutral	180	4%	1%	5%	3%	7%	42%	12%	10%	6%	1%	4%	5%
Poor (0-4)	165	4%	7%	8%	10%	14%	22%	11%	9%	6%	2%	1%	6%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	0%	0%	3%	2%	9%	18%	17%	15%	16%	7%	8%	5%
Neutral	171	2%	1%	4%	3%	4%	45%	12%	13%	6%	0%	2%	8%
Poor (0-4)	145	9%	6%	10%	15%	12%	19%	10%	3%	4%	1%	3%	8%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	0%	0%	0%	0%	0%	0%	29%	27%	24%	8%	12%	0%
Neutral	178	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	154	13%	8%	21%	23%	35%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	1%	0%	2%	0%	7%	14%	18%	15%	19%	8%	13%	3%
Neutral	155	3%	0%	1%	4%	4%	35%	19%	15%	7%	2%	3%	7%
Poor (0-4)	255	5%	5%	10%	10%	13%	29%	8%	8%	4%	1%	2%	5%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	0%	1%	2%	1%	6%	11%	23%	12%	22%	8%	12%	2%
Neutral	172	2%	0%	1%	5%	4%	39%	15%	13%	8%	3%	2%	8%
Poor (0-4)	269	6%	4%	10%	9%	13%	25%	9%	11%	4%	1%	2%	6%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	1%	0%	3%	1%	4%	15%	15%	17%	22%	7%	11%	4%
Neutral	174	2%	1%	2%	5%	8%	41%	11%	11%	5%	2%	4%	8%
Poor (0-4)	292	5%	3%	8%	8%	10%	23%	13%	12%	8%	2%	1%	7%

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

Using a scale of 0 to 10 where 0 means extremely poor, 5 means neutral, and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so. The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power

	Base	0 Extremel y poor	1	2	3	4	5 Neutr al	6	7	8	9	10 Extremel y good	Unsure
ALL	750	5%	3%	8%	10%	8%	21%	7%	7%	4%	1%	3%	23%
<b>LOCATION</b>													
Auckland	241	7%	2%	7%	10%	5%	22%	6%	7%	4%	1%	2%	27%
Wellington	77	1%	0%	10%	8%	11%	16%	13%	6%	8%	1%	1%	25%
Christchurch	82	5%	4%	9%	13%	11%	19%	13%	4%	1%	1%	1%	19%
Provincial	350	4%	4%	9%	9%	9%	21%	6%	7%	4%	2%	5%	20%
Rural	150	5%	5%	10%	10%	11%	20%	3%	6%	5%	2%	5%	18%
North Is	568	5%	3%	8%	9%	7%	21%	7%	7%	5%	1%	3%	24%
South Is	182	6%	4%	8%	14%	12%	20%	8%	4%	3%	2%	2%	17%
<b>SEX</b>													
Male	359	7%	3%	12%	11%	10%	17%	9%	6%	4%	1%	3%	17%
Female	391	3%	3%	5%	8%	6%	24%	6%	7%	5%	2%	3%	28%
<b>AGE GROUP</b>													
Under 30	157	3%	1%	8%	6%	10%	18%	10%	8%	4%	1%	5%	26%
30-44	225	5%	1%	6%	7%	9%	25%	7%	9%	5%	1%	1%	24%
45-59	196	9%	4%	10%	11%	8%	22%	5%	3%	5%	2%	4%	17%
60 Plus	172	3%	6%	9%	15%	6%	15%	7%	6%	4%	1%	3%	25%
<b>OCCUPATION</b>													
Professionals, Managers	191	6%	3%	10%	12%	5%	16%	11%	7%	6%	2%	0%	22%
Technicians, Associates	85	6%	2%	10%	7%	6%	21%	4%	6%	4%	1%	5%	28%
Clerks & Sales	92	9%	2%	1%	12%	7%	29%	3%	2%	4%	2%	2%	27%
Blue collar	114	5%	3%	7%	5%	15%	20%	6%	7%	4%	1%	7%	20%
Students	58	0%	0%	11%	7%	9%	16%	18%	7%	1%	6%	5%	20%
Retired	96	3%	6%	10%	16%	7%	16%	4%	6%	6%	0%	3%	23%
Homemaker	43	5%	8%	3%	6%	11%	24%	6%	5%	5%	2%	2%	23%
Not employed	44	2%	0%	9%	9%	10%	26%	4%	15%	3%	0%	5%	17%
Self employed	17	13%	7%	11%	12%	8%	18%	10%	3%	0%	0%	0%	18%
<b>PERSONAL INCOME</b>													
Less than \$15,000	122	5%	1%	6%	6%	9%	20%	11%	7%	5%	1%	3%	26%
\$15,001-25,000	106	2%	2%	9%	8%	7%	25%	6%	8%	6%	1%	5%	21%
\$25,001-30,000	45	9%	0%	6%	13%	7%	22%	8%	1%	2%	5%	8%	19%
\$30,001-40,000	86	5%	3%	6%	13%	15%	20%	5%	4%	3%	0%	4%	22%
\$40,001-50,000	62	2%	8%	5%	11%	7%	20%	7%	9%	3%	0%	2%	26%
\$50,001-70,000	120	7%	3%	9%	10%	6%	17%	9%	10%	5%	1%	2%	21%
More than \$70,000	122	4%	3%	17%	10%	8%	21%	8%	5%	6%	4%	0%	14%
<b>ETHNICITY</b>													
Pacific Island	35	0%	4%	0%	15%	10%	9%	3%	5%	7%	0%	12%	35%
Maori	83	6%	1%	9%	3%	7%	24%	6%	11%	2%	0%	12%	19%
Non Maori/Non PI	635	5%	3%	8%	10%	8%	21%	8%	6%	4%	2%	2%	23%
<b>BILL PAYER</b>													
Yes	648	5%	3%	9%	11%	8%	21%	7%	6%	5%	1%	3%	21%
No	99	5%	3%	3%	4%	7%	19%	8%	10%	2%	4%	3%	32%
<b>BUSINESSES-PETROL PRICES</b>													
Competitive (5-10)	301	3%	2%	4%	7%	10%	23%	8%	10%	4%	2%	5%	22%
Non-competitive (0-4)	418	6%	4%	11%	12%	7%	20%	6%	5%	4%	1%	2%	22%
<b>BUSINESSES-PHONE COMPANIES</b>													
Competitive (5-10)	471	3%	3%	6%	9%	8%	21%	8%	7%	5%	2%	4%	24%
Non-competitive (0-4)	237	9%	4%	14%	12%	8%	20%	6%	6%	2%	1%	1%	17%

<b>BUSINESSES-SUPERMARKETS</b>													
Competitive (5-10)	544	4%	3%	5%	9%	8%	22%	8%	7%	5%	2%	4%	23%
Non-competitive (0-4)	185	8%	2%	16%	12%	8%	18%	6%	6%	3%	0%	1%	20%
<b>BUSINESSES-ONLINE BOOKSTORES</b>													
Competitive (5-10)	212	5%	3%	8%	10%	6%	18%	10%	7%	5%	1%	5%	22%
Non-competitive (0-4)	194	7%	3%	9%	8%	9%	24%	7%	6%	4%	2%	4%	17%
<b>BUSINESSES-ELEC. GOODS STORES</b>													
Competitive (5-10)	517	4%	3%	7%	9%	8%	22%	8%	7%	4%	2%	4%	22%
Non-competitive (0-4)	124	8%	5%	10%	11%	13%	20%	6%	5%	4%	1%	1%	16%
<b>BUSINESSES-BANKS &amp; FIN. SERVS</b>													
Competitive (5-10)	492	3%	3%	6%	10%	9%	22%	8%	8%	4%	1%	4%	22%
Non-competitive (0-4)	197	9%	4%	14%	11%	6%	18%	6%	5%	5%	1%	2%	19%
<b>BUSINESSES-ELEC. RETAILERS</b>													
Competitive (5-10)	419	3%	2%	6%	8%	8%	23%	7%	9%	5%	2%	3%	24%
Non-competitive (0-4)	261	8%	5%	12%	14%	9%	18%	7%	4%	3%	1%	3%	16%
<b>ELEC. INDSTRY-ENOUGH ELECTRICITY</b>													
Good (6-10)	204	3%	2%	6%	6%	6%	20%	12%	14%	10%	3%	6%	12%
Neutral	180	4%	2%	10%	13%	9%	34%	8%	4%	3%	0%	4%	9%
Poor (0-4)	165	11%	7%	13%	18%	14%	16%	7%	3%	2%	0%	0%	9%
<b>ELEC. INDSTRY-RELIABLE SUPPLY</b>													
Good (6-10)	276	1%	1%	4%	9%	7%	22%	10%	13%	9%	3%	4%	17%
Neutral	171	3%	3%	7%	12%	10%	33%	9%	2%	1%	0%	3%	17%
Poor (0-4)	145	13%	8%	20%	13%	13%	14%	4%	3%	2%	1%	1%	8%
<b>ELEC. INDSTRY-SUPPLIED EFFICIENTLY</b>													
Good (6-10)	321	2%	1%	5%	6%	4%	22%	12%	10%	8%	3%	6%	21%
Neutral	178	6%	2%	7%	12%	14%	30%	5%	6%	1%	0%	2%	15%
Poor (0-4)	154	12%	9%	21%	17%	13%	12%	3%	3%	2%	1%	1%	6%
<b>ELEC. INDSTRY-RIGHT MIX STATIONS</b>													
Good (6-10)	170	0%	0%	0%	0%	0%	0%	32%	29%	19%	7%	13%	0%
Neutral	155	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	255	14%	9%	24%	29%	24%	0%	0%	0%	0%	0%	0%	0%
<b>ELEC. INDSTRY-COMPETITION &amp; EFFIC</b>													
Good (6-10)	170	0%	1%	4%	9%	2%	16%	14%	14%	12%	4%	10%	14%
Neutral	172	2%	2%	7%	5%	14%	36%	7%	8%	2%	1%	2%	14%
Poor (0-4)	269	12%	6%	15%	16%	11%	18%	7%	2%	2%	1%	1%	9%
<b>ELEC. INDSTRY-COMPETITION &amp; PRICES</b>													
Good (6-10)	155	1%	0%	3%	6%	9%	15%	12%	12%	10%	4%	8%	20%
Neutral	174	3%	2%	5%	7%	11%	34%	7%	12%	4%	0%	4%	11%
Poor (0-4)	292	10%	6%	16%	17%	8%	18%	7%	2%	3%	1%	0%	12%

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

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

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

	Base	0 Extremel y poor	1	2	3	4	5 Neutr al	6	7	8	9	10 Extremel y good	Unsure
ALL	750	6%	3%	8%	7%	12%	23%	7%	6%	6%	1%	2%	19%
<b>LOCATION</b>													
Auckland	241	9%	2%	9%	5%	13%	21%	8%	4%	5%	1%	2%	21%
Wellington	77	9%	3%	9%	8%	5%	24%	3%	11%	7%	0%	0%	21%
Christchurch	82	7%	0%	9%	7%	10%	27%	10%	9%	4%	1%	0%	16%
Provincial	350	4%	5%	7%	7%	12%	23%	7%	6%	6%	2%	4%	17%
Rural	150	6%	3%	7%	9%	16%	23%	2%	4%	5%	2%	5%	18%
North Is	568	6%	3%	8%	6%	11%	24%	7%	6%	6%	1%	3%	19%
South Is	182	6%	4%	8%	9%	13%	20%	8%	7%	6%	3%	1%	15%
<b>SEX</b>													
Male	359	8%	3%	8%	9%	11%	23%	9%	6%	6%	1%	3%	13%
Female	391	5%	3%	8%	5%	12%	23%	5%	7%	5%	2%	2%	23%
<b>AGE GROUP</b>													
Under 30	157	5%	3%	6%	4%	10%	24%	9%	7%	6%	1%	5%	20%
30-44	225	7%	4%	8%	11%	11%	23%	8%	7%	3%	1%	0%	17%
45-59	196	9%	3%	11%	5%	12%	26%	5%	3%	8%	2%	3%	13%
60 Plus	172	5%	4%	6%	4%	13%	19%	6%	8%	7%	0%	3%	25%
<b>OCCUPATION</b>													
Professionals, Managers	191	9%	3%	8%	7%	11%	23%	7%	8%	6%	1%	0%	17%
Technicians, Associates	85	7%	4%	8%	3%	12%	18%	7%	3%	4%	2%	5%	27%
Clerks & Sales	92	5%	3%	7%	8%	9%	15%	6%	10%	4%	0%	4%	29%
Blue collar	114	7%	3%	6%	5%	11%	28%	10%	3%	9%	1%	5%	12%
Students	58	1%	4%	6%	11%	19%	20%	11%	7%	2%	4%	2%	13%
Retired	96	4%	3%	7%	4%	13%	24%	3%	9%	7%	0%	1%	25%
Homemaker	43	13%	7%	8%	6%	14%	23%	9%	5%	7%	2%	0%	6%
Not employed	44	5%	2%	7%	13%	5%	39%	4%	4%	5%	3%	3%	10%
Self employed	17	0%	0%	42%	11%	0%	27%	11%	0%	3%	0%	0%	6%
<b>PERSONAL INCOME</b>													
Less than \$15,000	122	4%	2%	5%	6%	12%	26%	6%	8%	9%	0%	2%	20%
\$15,001-25,000	106	7%	4%	7%	11%	12%	27%	4%	4%	3%	1%	3%	17%
\$25,001-30,000	45	6%	1%	5%	2%	11%	28%	8%	10%	8%	5%	5%	11%
\$30,001-40,000	86	4%	2%	13%	3%	13%	19%	10%	7%	4%	0%	3%	22%
\$40,001-50,000	62	4%	5%	5%	5%	11%	20%	11%	8%	6%	1%	2%	22%
\$50,001-70,000	120	8%	5%	7%	6%	5%	26%	6%	8%	7%	1%	3%	18%
More than \$70,000	122	8%	3%	12%	10%	16%	18%	6%	6%	7%	3%	0%	11%
<b>ETHNICITY</b>													
Pacific Island	35	0%	7%	6%	3%	9%	13%	2%	7%	7%	0%	13%	33%
Maori	83	12%	0%	7%	7%	6%	31%	3%	1%	6%	1%	11%	15%
Non Maori/Non PI	635	6%	4%	8%	7%	12%	22%	8%	7%	6%	1%	1%	18%
<b>BILL PAYER</b>													
Yes	648	6%	4%	8%	7%	12%	24%	7%	6%	6%	1%	2%	17%
No	99	7%	0%	9%	5%	10%	20%	5%	7%	3%	4%	1%	29%
<b>BUSINESSES-PETROL PRICES</b>													
Competitive (5-10)	301	4%	2%	7%	4%	11%	27%	7%	8%	7%	2%	3%	18%
Non-competitive (0-4)	418	8%	4%	9%	9%	12%	21%	6%	6%	5%	0%	2%	18%
<b>BUSINESSES-PHONE COMPANIES</b>													
Competitive (5-10)	471	3%	3%	6%	6%	11%	25%	8%	8%	5%	2%	3%	20%
Non-competitive (0-4)	237	13%	5%	11%	8%	13%	19%	6%	4%	7%	0%	2%	12%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	5%	3%	7%	6%	12%	23%	8%	8%	6%	1%	2%	19%
Non-competitive (0-4)	185	11%	4%	10%	9%	11%	22%	5%	4%	5%	1%	2%	16%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	9%	2%	9%	11%	10%	18%	6%	9%	4%	0%	4%	18%
Non-competitive (0-4)	194	8%	5%	6%	5%	17%	22%	9%	5%	5%	3%	2%	13%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	6%	3%	7%	7%	11%	24%	8%	7%	6%	1%	3%	17%
Non-competitive (0-4)	124	11%	5%	9%	6%	15%	21%	5%	7%	6%	2%	1%	12%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	5%	3%	7%	6%	11%	26%	8%	7%	7%	1%	2%	17%
Non-competitive (0-4)	197	11%	5%	11%	9%	12%	16%	6%	6%	5%	0%	3%	16%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	4%	3%	7%	5%	12%	25%	9%	7%	6%	2%	2%	18%
Non-competitive (0-4)	261	11%	5%	11%	10%	12%	19%	6%	4%	5%	0%	2%	15%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	4%	1%	5%	3%	12%	26%	14%	11%	10%	3%	4%	7%
Neutral	180	7%	6%	6%	8%	10%	35%	8%	5%	5%	0%	3%	7%
Poor (0-4)	165	10%	6%	16%	13%	18%	18%	2%	5%	3%	0%	1%	8%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	2%	1%	6%	6%	11%	22%	13%	9%	9%	3%	4%	14%
Neutral	171	8%	1%	6%	8%	13%	39%	5%	6%	3%	0%	1%	10%
Poor (0-4)	145	15%	9%	17%	9%	16%	19%	1%	3%	3%	1%	1%	6%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	3%	2%	3%	4%	11%	22%	12%	11%	10%	2%	5%	15%
Neutral	178	7%	2%	9%	7%	13%	38%	4%	2%	3%	1%	1%	13%
Poor (0-4)	154	15%	10%	18%	14%	16%	13%	4%	3%	3%	0%	1%	3%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	2%	0%	5%	4%	9%	21%	13%	16%	12%	5%	8%	5%
Neutral	155	6%	3%	6%	6%	11%	40%	10%	3%	3%	1%	1%	10%
Poor (0-4)	255	12%	6%	15%	11%	19%	20%	3%	3%	4%	0%	1%	6%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	0%	0%	0%	0%	0%	0%	31%	28%	25%	5%	11%	0%
Neutral	172	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	269	18%	10%	22%	18%	32%	0%	0%	0%	0%	0%	0%	0%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	1%	1%	3%	4%	6%	25%	11%	13%	15%	5%	6%	10%
Neutral	174	6%	2%	5%	6%	10%	45%	5%	8%	3%	1%	2%	7%
Poor (0-4)	292	12%	6%	15%	9%	17%	15%	8%	3%	4%	0%	0%	11%

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

Using a scale of 0 to 10 where 0 means extremely poor, 5 means neutral, and 10 means extremely good, how would you rate the electricity industry in New Zealand on the following? If you do not know enough, just say so. The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies.

	Base	0 Extremel y poor	1	2	3	4	5 Neutr al	6	7	8	9	10 Extremel y good	Unsure
ALL	750	6%	5%	9%	11%	8%	23%	7%	7%	4%	1%	2%	17%
<b>LOCATION</b>													
Auckland	241	6%	4%	10%	9%	9%	25%	4%	6%	5%	1%	2%	19%
Wellington	77	6%	5%	10%	11%	7%	26%	6%	6%	3%	0%	0%	20%
Christchurch	82	1%	4%	10%	17%	10%	18%	9%	8%	8%	2%	1%	12%
Provincial	350	7%	6%	7%	11%	8%	23%	8%	7%	3%	0%	3%	17%
Rural	150	7%	2%	12%	12%	7%	24%	7%	6%	2%	0%	3%	18%
North Is	568	5%	5%	9%	10%	8%	25%	7%	6%	3%	1%	3%	18%
South Is	182	7%	6%	8%	14%	9%	19%	7%	8%	7%	1%	1%	13%
<b>SEX</b>													
Male	359	6%	6%	11%	12%	9%	23%	7%	7%	4%	1%	2%	12%
Female	391	6%	4%	6%	10%	7%	23%	6%	7%	5%	1%	3%	22%
<b>AGE GROUP</b>													
Under 30	157	1%	2%	10%	9%	6%	28%	7%	9%	2%	0%	4%	22%
30-44	225	7%	4%	6%	12%	11%	22%	9%	6%	4%	1%	1%	17%
45-59	196	7%	4%	10%	12%	10%	24%	3%	5%	6%	1%	4%	14%
60 Plus	172	7%	10%	9%	12%	5%	20%	7%	7%	4%	1%	2%	16%
<b>OCCUPATION</b>													
Professionals, Managers	191	8%	4%	8%	14%	10%	20%	8%	6%	5%	2%	0%	15%
Technicians, Associates	85	2%	7%	6%	16%	13%	13%	6%	4%	7%	0%	5%	21%
Clerks & Sales	92	4%	6%	10%	9%	7%	17%	6%	8%	4%	0%	3%	26%
Blue collar	114	5%	4%	6%	9%	10%	34%	10%	7%	1%	1%	2%	11%
Students	58	4%	0%	15%	8%	6%	26%	8%	7%	4%	0%	2%	20%
Retired	96	8%	7%	11%	10%	5%	21%	3%	9%	5%	2%	3%	16%
Homemaker	43	15%	8%	3%	8%	7%	28%	6%	5%	2%	0%	7%	11%
Not employed	44	6%	3%	10%	6%	5%	41%	6%	6%	6%	0%	0%	11%
Self employed	17	0%	19%	9%	25%	0%	21%	0%	5%	0%	0%	3%	18%
<b>PERSONAL INCOME</b>													
Less than \$15,000	122	6%	4%	6%	8%	4%	27%	8%	12%	5%	1%	4%	15%
\$15,001-25,000	106	5%	8%	10%	10%	6%	23%	7%	4%	6%	1%	4%	16%
\$25,001-30,000	45	7%	2%	9%	5%	18%	14%	7%	7%	0%	2%	5%	24%
\$30,001-40,000	86	3%	1%	12%	15%	4%	18%	6%	10%	3%	2%	2%	24%
\$40,001-50,000	62	3%	8%	7%	14%	9%	16%	5%	10%	6%	0%	2%	20%
\$50,001-70,000	120	9%	5%	12%	7%	7%	26%	9%	8%	4%	0%	3%	10%
More than \$70,000	122	3%	7%	7%	22%	16%	22%	7%	2%	4%	1%	1%	8%
<b>ETHNICITY</b>													
Pacific Island	35	0%	4%	3%	7%	8%	21%	5%	12%	0%	0%	5%	35%
Maori	83	8%	0%	6%	7%	2%	35%	10%	2%	3%	0%	6%	21%
Non Maori/Non PI	635	6%	6%	9%	12%	9%	22%	6%	7%	4%	1%	2%	16%
<b>BILL PAYER</b>													
Yes	648	6%	5%	9%	12%	9%	23%	7%	6%	4%	1%	3%	15%
No	99	6%	5%	5%	4%	5%	24%	7%	9%	3%	0%	2%	30%
<b>BUSINESSES-PETROL PRICES</b>													
Competitive (5-10)	301	3%	2%	8%	9%	7%	25%	8%	10%	5%	1%	3%	19%
Non-competitive (0-4)	418	8%	8%	9%	12%	9%	22%	6%	5%	4%	1%	1%	15%
<b>BUSINESSES-PHONE COMPANIES</b>													
Competitive (5-10)	471	3%	4%	8%	9%	9%	25%	7%	8%	5%	1%	3%	18%
Non-competitive (0-4)	237	11%	8%	11%	15%	8%	21%	6%	4%	2%	0%	2%	12%

BUSINESSES-SUPERMARKETS													
Competitive (5-10)	544	4%	5%	8%	11%	9%	23%	7%	8%	4%	1%	2%	18%
Non-competitive (0-4)	185	11%	5%	10%	13%	8%	21%	5%	5%	5%	1%	2%	14%
BUSINESSES-ONLINE BOOKSTORES													
Competitive (5-10)	212	7%	2%	7%	12%	9%	27%	7%	5%	5%	0%	3%	16%
Non-competitive (0-4)	194	8%	4%	7%	10%	9%	22%	7%	9%	4%	1%	3%	16%
BUSINESSES-ELEC. GOODS STORES													
Competitive (5-10)	517	5%	5%	8%	10%	9%	24%	7%	7%	5%	1%	3%	16%
Non-competitive (0-4)	124	10%	5%	10%	13%	5%	25%	7%	6%	5%	0%	1%	13%
BUSINESSES-BANKS & FIN. SERVS													
Competitive (5-10)	492	4%	4%	7%	11%	9%	25%	8%	8%	4%	1%	3%	16%
Non-competitive (0-4)	197	10%	7%	12%	15%	7%	18%	5%	4%	5%	1%	2%	14%
BUSINESSES-ELEC. RETAILERS													
Competitive (5-10)	419	4%	4%	7%	9%	9%	24%	8%	9%	4%	1%	3%	18%
Non-competitive (0-4)	261	10%	8%	12%	14%	8%	20%	7%	4%	4%	0%	1%	12%
ELEC. INDSTRY-ENOUGH ELECTRICITY													
Good (6-10)	204	3%	5%	7%	13%	10%	21%	9%	11%	7%	1%	5%	8%
Neutral	180	5%	4%	9%	12%	10%	36%	5%	6%	4%	1%	2%	6%
Poor (0-4)	165	11%	9%	11%	16%	9%	21%	9%	3%	4%	1%	0%	6%
ELEC. INDSTRY-RELIABLE SUPPLY													
Good (6-10)	276	2%	4%	5%	12%	13%	20%	9%	13%	8%	1%	4%	9%
Neutral	171	7%	2%	11%	11%	5%	43%	5%	4%	2%	0%	2%	8%
Poor (0-4)	145	15%	12%	12%	15%	9%	19%	7%	1%	2%	2%	0%	6%
ELEC. INDSTRY-SUPPLIED EFFICIENTLY													
Good (6-10)	321	3%	3%	6%	12%	10%	18%	10%	10%	7%	2%	5%	14%
Neutral	178	7%	3%	10%	11%	7%	40%	5%	5%	2%	0%	1%	9%
Poor (0-4)	154	13%	13%	15%	14%	10%	19%	3%	3%	4%	0%	0%	6%
ELEC. INDSTRY-RIGHT MIX STATIONS													
Good (6-10)	170	0%	2%	5%	9%	9%	28%	15%	8%	9%	2%	8%	5%
Neutral	155	6%	2%	4%	9%	12%	39%	4%	6%	3%	1%	1%	13%
Poor (0-4)	255	10%	10%	16%	19%	9%	19%	4%	4%	3%	0%	0%	6%
ELEC. INDSTRY-COMPETITION & EFFIC													
Good (6-10)	170	1%	3%	5%	11%	5%	19%	11%	14%	11%	2%	8%	10%
Neutral	172	2%	2%	6%	6%	10%	45%	11%	7%	2%	1%	2%	6%
Poor (0-4)	269	12%	9%	14%	17%	11%	19%	4%	3%	2%	0%	0%	9%
ELEC. INDSTRY-COMPETITION & PRICES													
Good (6-10)	155	0%	0%	0%	0%	0%	0%	32%	32%	20%	4%	12%	0%
Neutral	174	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Poor (0-4)	292	15%	13%	22%	29%	21%	0%	0%	0%	0%	0%	0%	0%

## 5. Appendix - Questionnaire

1. 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]  
[RANDOMISE]
  - 1 Petrol prices at petrol stations
  - 2 Telephone companies - including mobile phone services
  - 3 Supermarkets
  - 4 Online bookstores
  - 5 Electrical goods stores
  - 6 Banks and other financial services
  - 7 Electricity retailers
  
2. Are you responsible for paying the electricity bill in your household or have a say in who your electricity provider is?  
[DO NOT READ]  
  
Yes  
No  
Unsure
  
3. 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]  
[RANDOMISE]
  - 1 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 There is a reliable supply of electricity each day, that is, a good balance is achieved between the cost of power cuts versus the cost of maintaining power lines, which is funded by the fixed daily charge on your electricity bill.
  - 3 The New Zealand electricity market ensures electricity is generated and supplied efficiently.
  - 4 The New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power.
  - 5 The current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible.
  - 6 The current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies.