

Consumer Survey Questions

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.
 - a. Petrol stations – petrol prices
 - b. Telephone companies – including mobile phone services
 - c. Supermarkets
 - d. Online bookstores
 - e. Electrical goods stores
 - f. Banks and other financial services
 - g. Electricity retailers.

2. Are you responsible for paying the electricity bill in your household or have a say in who your electricity provider is?
 - a. Yes
 - b. No
 - c. Unsure

3. Using a scale of 0 to 10 where 1 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.
 - a. 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
 - b. 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
 - c. the New Zealand electricity market ensures electricity is generated and supplied efficiently
 - d. the New Zealand electricity market ensures that the right mix of power stations is built in time to meet growing demand for power

- e. the current level of competition among electricity generators ensures they build the most efficient power stations and generate electricity as cheaply as possible
- f. the current level of competition between electricity retailers ensures that prices consumers pay only rise in line with costs to the electricity companies.