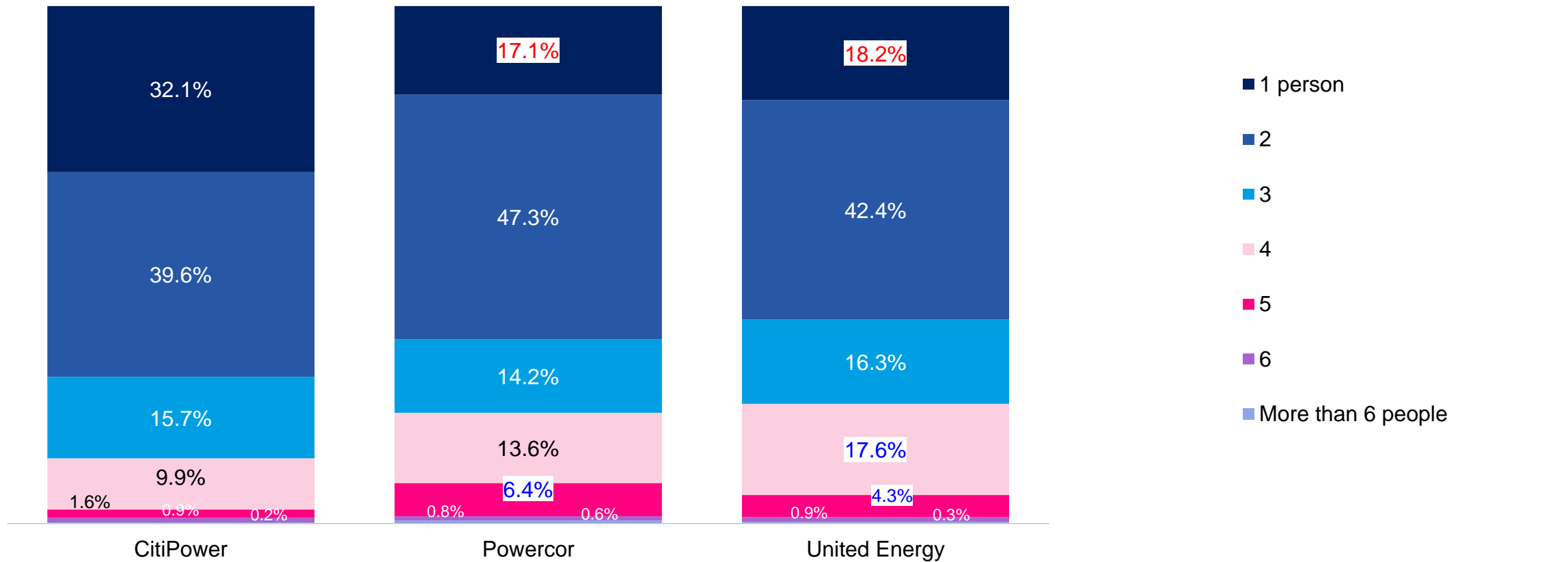


# Residential and SMB: Additional customer profiling and energy consumption behaviors

# Residential: CitiPower had more single people living in their households than Powercor and United Energy

How many people currently live in your household, including yourself?



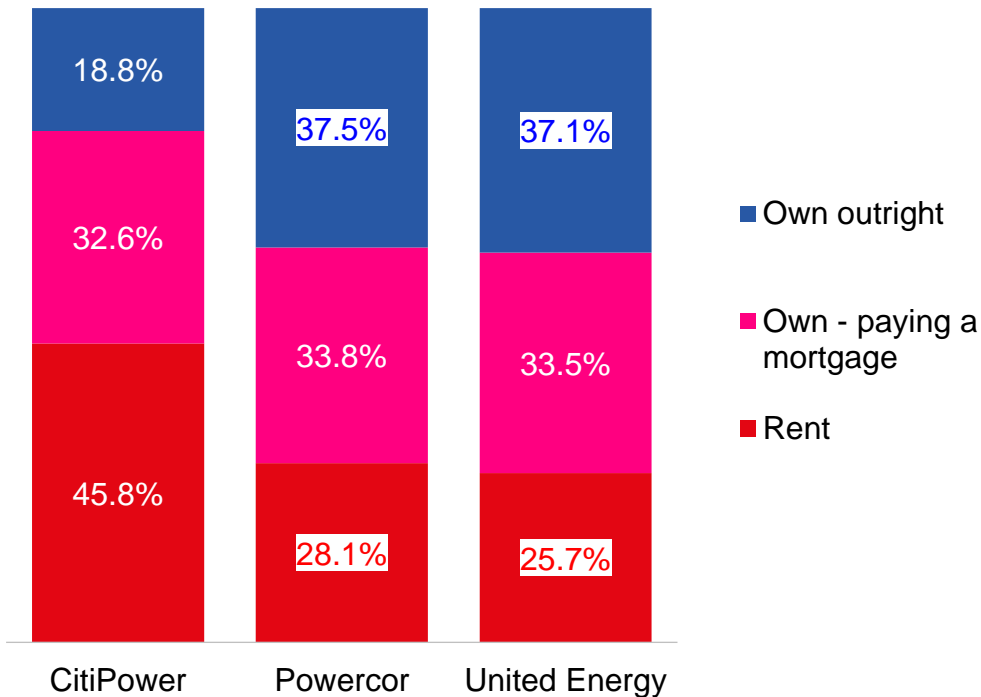
	CitiPower	Powercor	United Energy
(n)	308	312	309



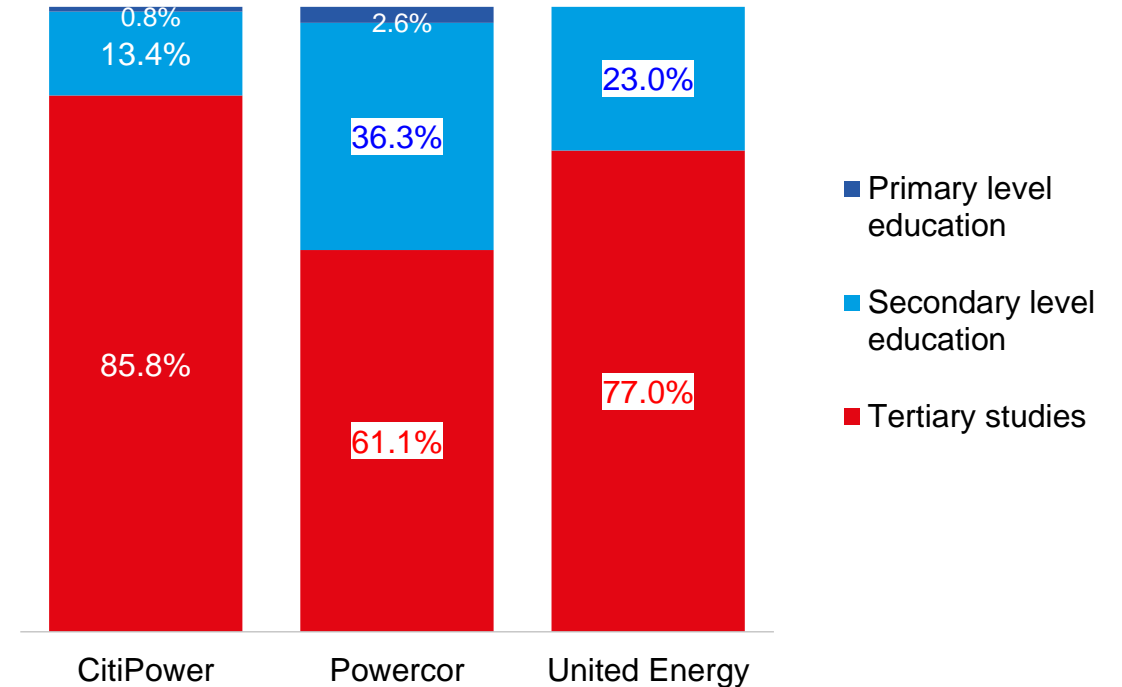
Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Blue indicates that the other supplier result was significantly higher than the CitiPower result and red indicates it was significantly lower. Figures may not sum to 100% due to rounding.

Residential: CitiPower had more renters and customers with tertiary education. Powercor and United Energy customers, on the other hand, were more likely to own their house and have secondary education as their highest education level

Do you rent or own your current primary home/residence?



Which of the following best describes your highest education level?

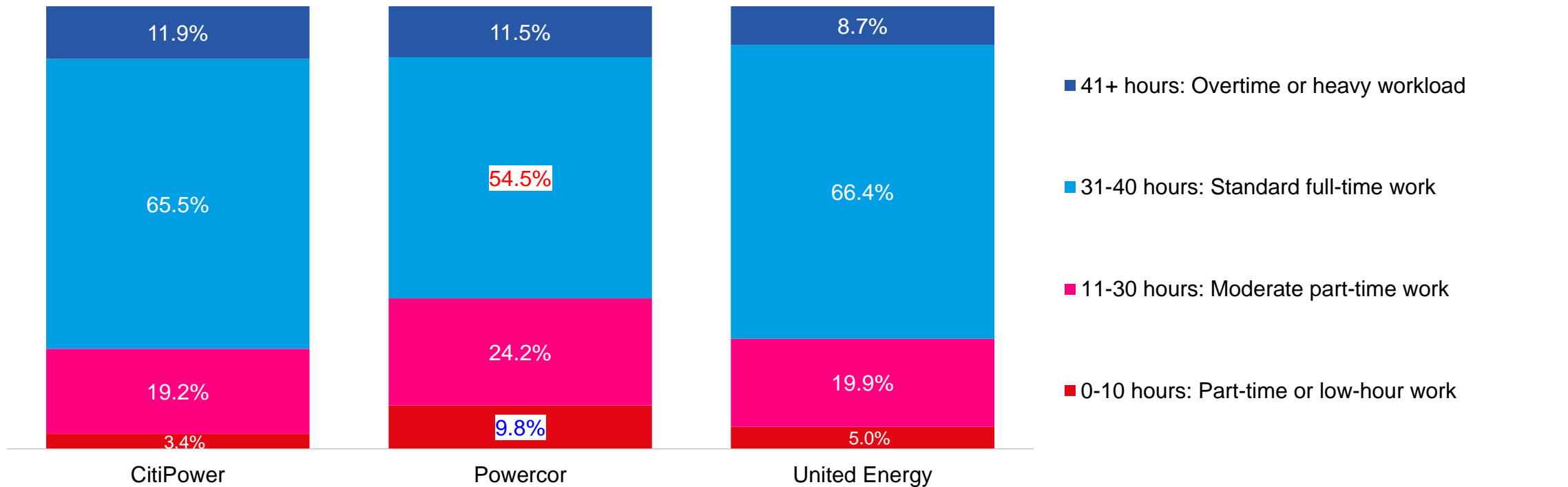


	CitiPower	Powercor	United Energy
(n)	305 – 308	315 – 317	308 - 310

Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Blue indicates that the other supplier result was significantly higher than the CitiPower result and red indicates it was significantly lower. Figures may not sum to 100% due to rounding.

## Residential: CitiPower and United Energy customers were more likely to do standard full-time work while Powercor customers were more likely to do part-time or low-hour work

How many hours of paid work do you typically do per week?

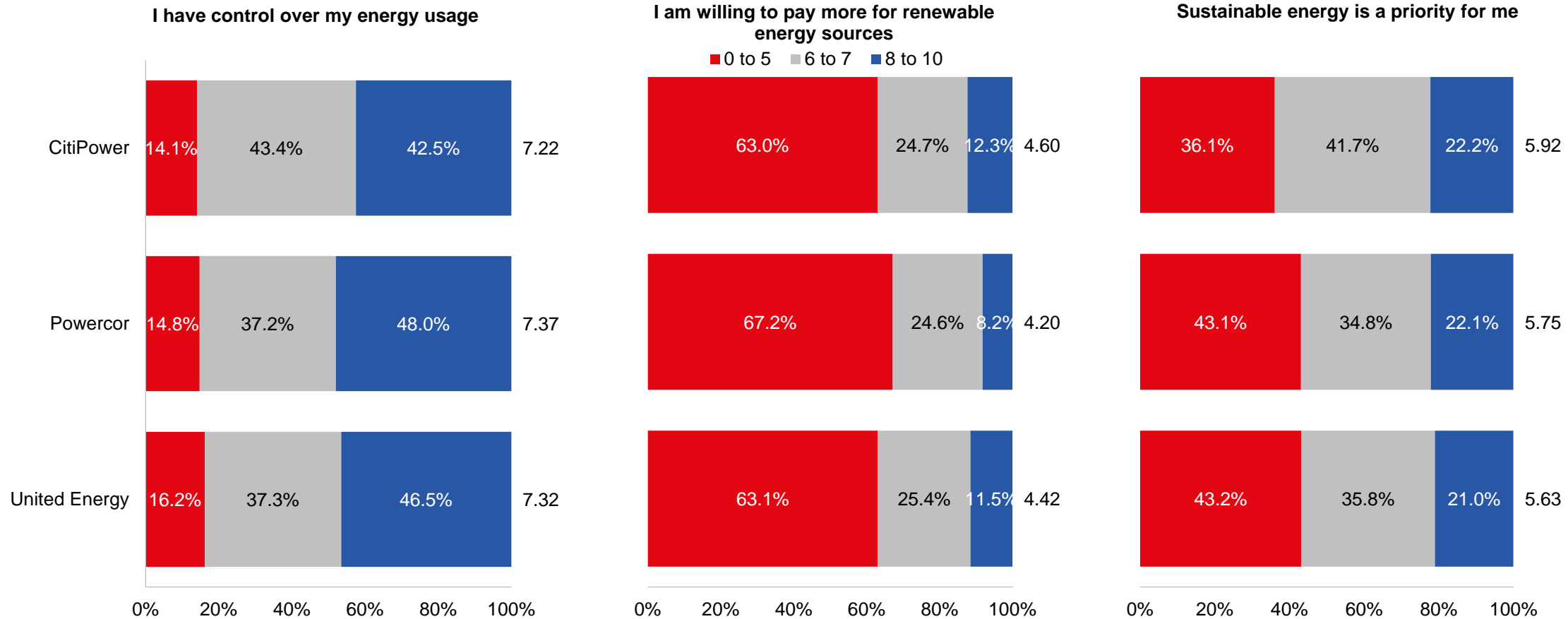


	CitiPower	Powercor	United Energy
(n)	248	159	190

Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Blue indicates that the other supplier result was significantly higher than the CitiPower result and red indicates it was significantly lower. Figures may not sum to 100% due to rounding.



# Residential: Attitudinal Statements

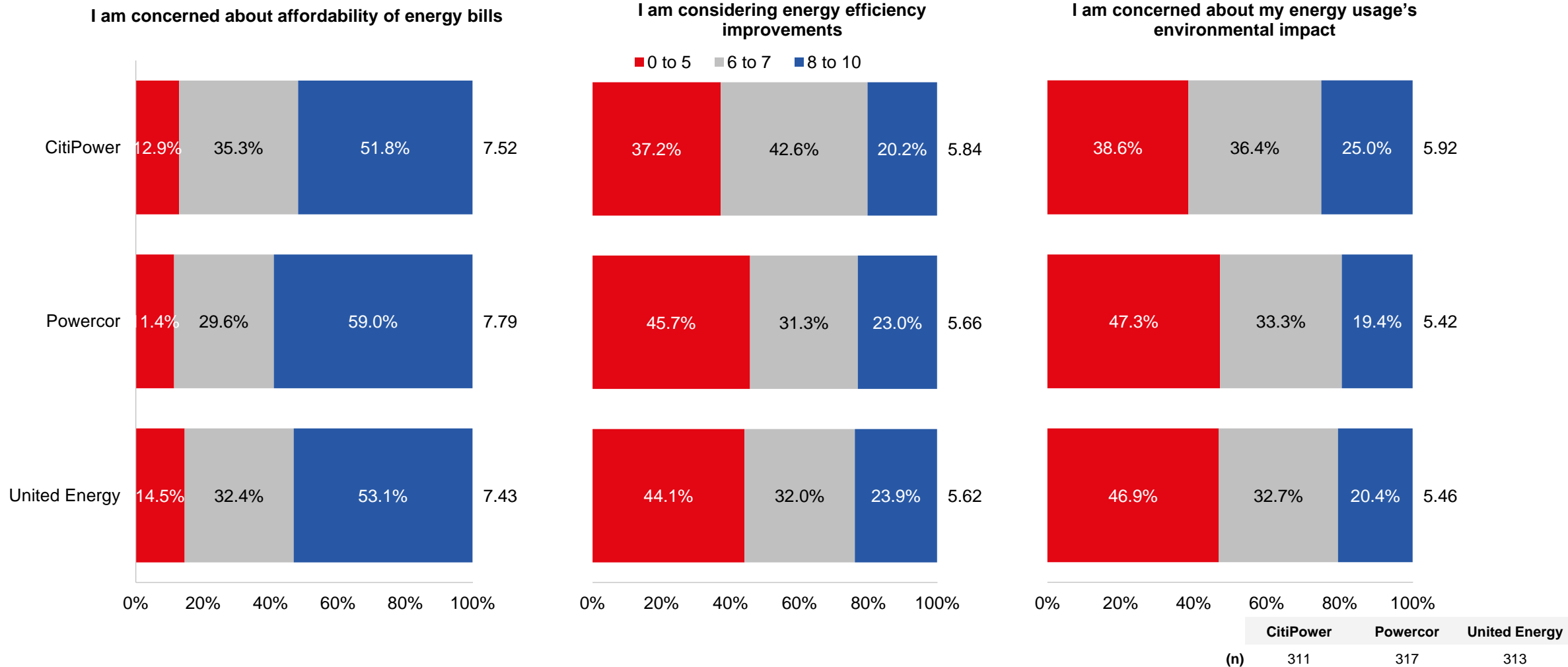


	CitiPower	Powercor	United Energy
(n)	311	317	313

Note: Effect sizing was conducted to determine the substantive significance (effect) of the mean differences between CitiPower and other suppliers. No substantial differences were found.

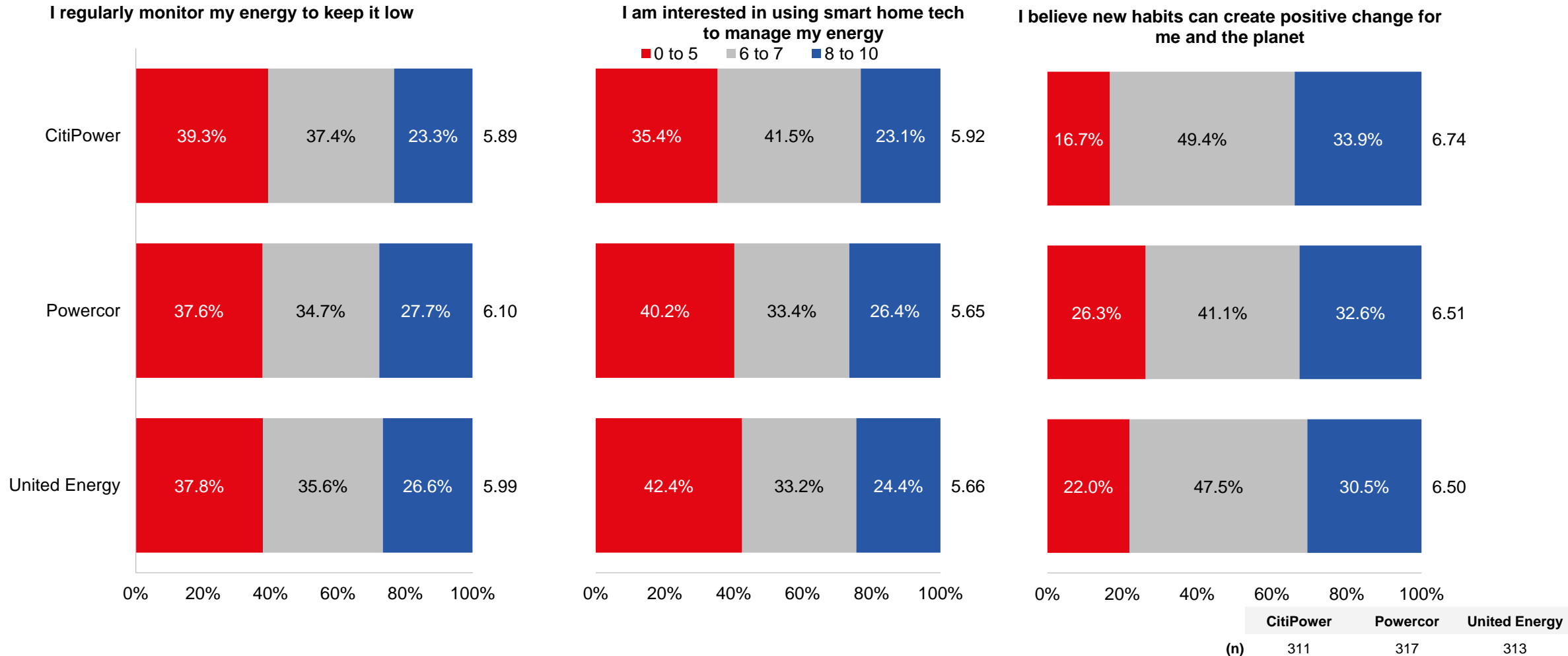


# Residential: Attitudinal Statements



Note: Effect sizing was conducted to determine the substantive significance (effect) of the mean differences between CitiPower and other suppliers. No substantial differences were found.

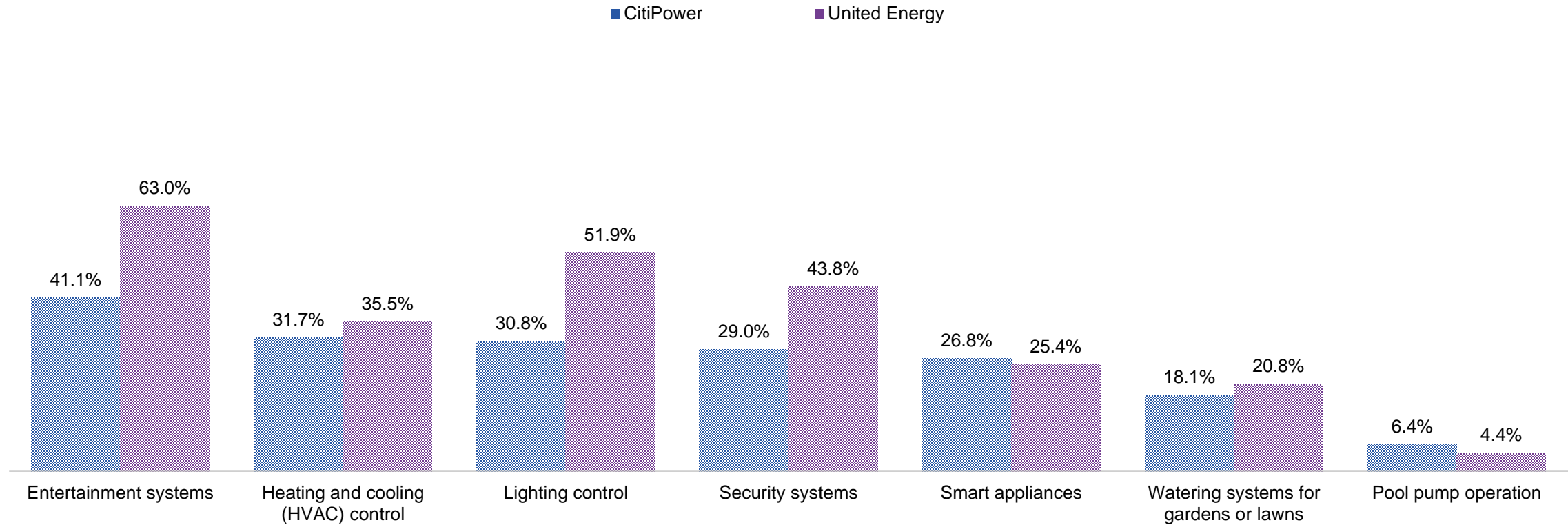
# Residential: Attitudinal Statements



7 Note: Effect sizing was conducted to determine the substantive significance (effect) of the mean differences between CitiPower and other suppliers. No substantial differences were found.

## Residential: Compared to CitiPower, more United Energy customers automated their tasks at home, with entertainment systems being automated the most

Which of the following tasks are automated in your home?



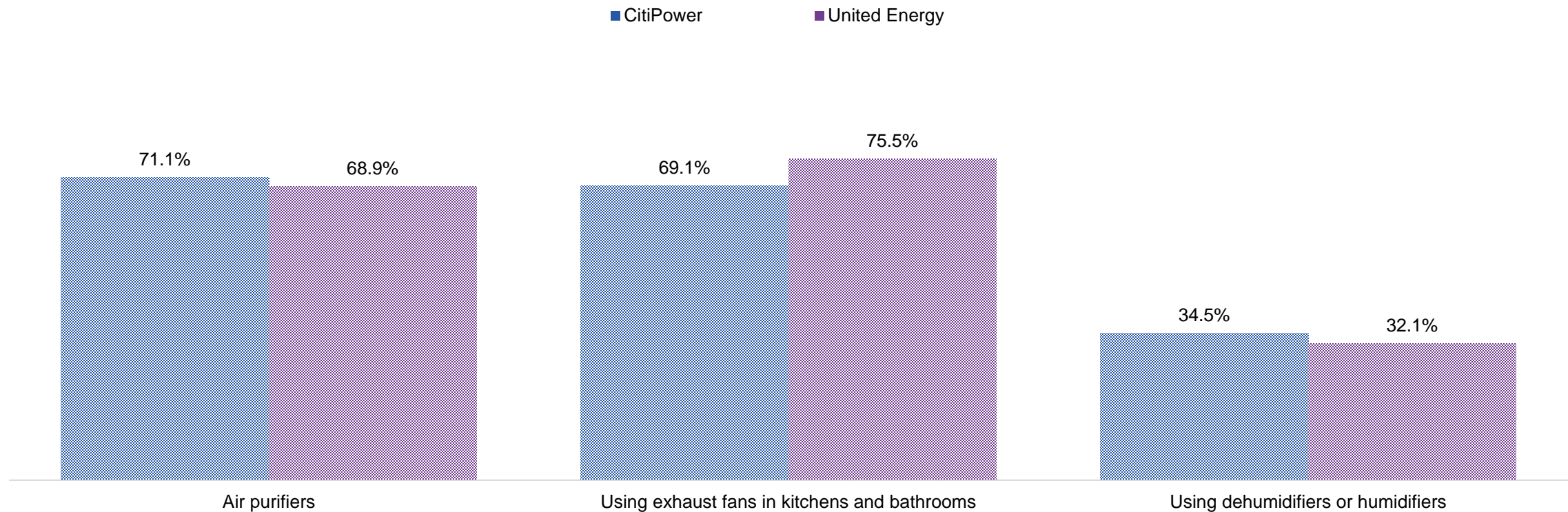
	CitiPower	Powercor	United Energy
(n)	40	23	39

Note: Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. Results with a sample size of below n = 30 with low sample sizes were omitted. Multiple responses were allowed for this question, so these results may not sum to 100%.



## Residential: Air purifiers and exhaust fans were used to manage indoor air quality

Which of the following do you use to manage indoor air quality?

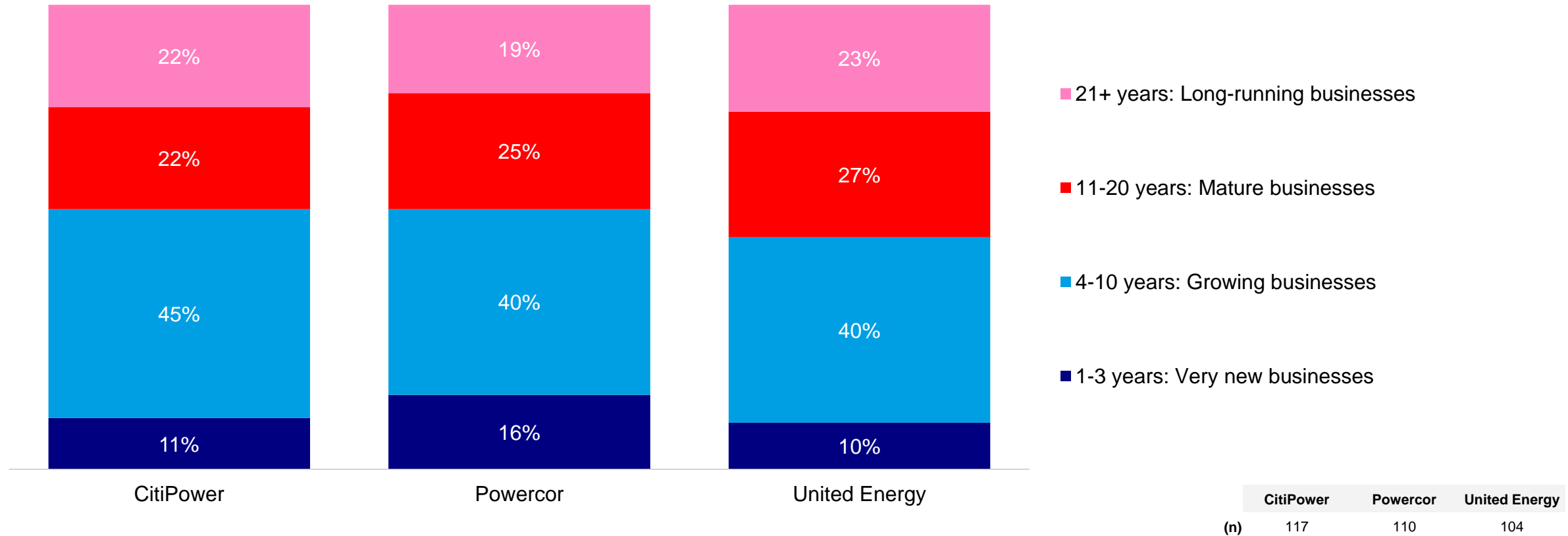


	CitiPower	Powercor	United Energy
(n)	41	19	36

Note: Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. Multiple responses were allowed for this question, so these results may not sum to 100%.

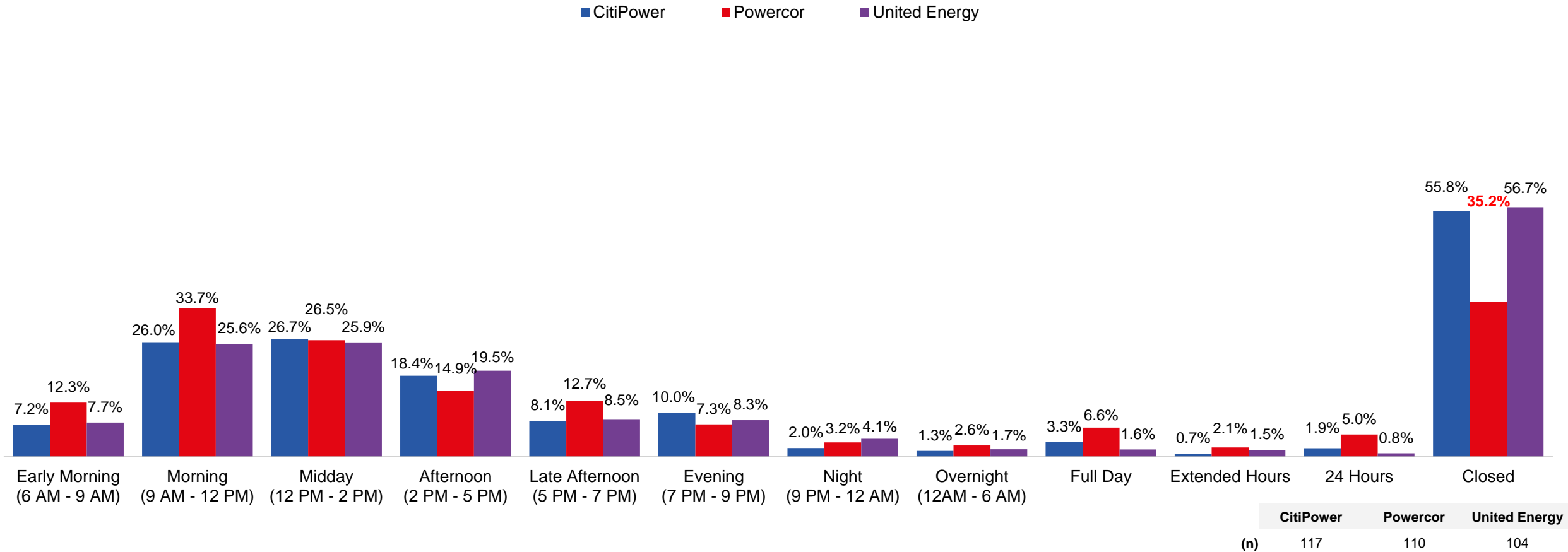
SMB: 2 in 5 customers have been operating their business between 4 and 10 years

### How many years has your business been operating?



# SMB: More than half of Powercor customers operated their business on a Saturday between 9am and 2pm

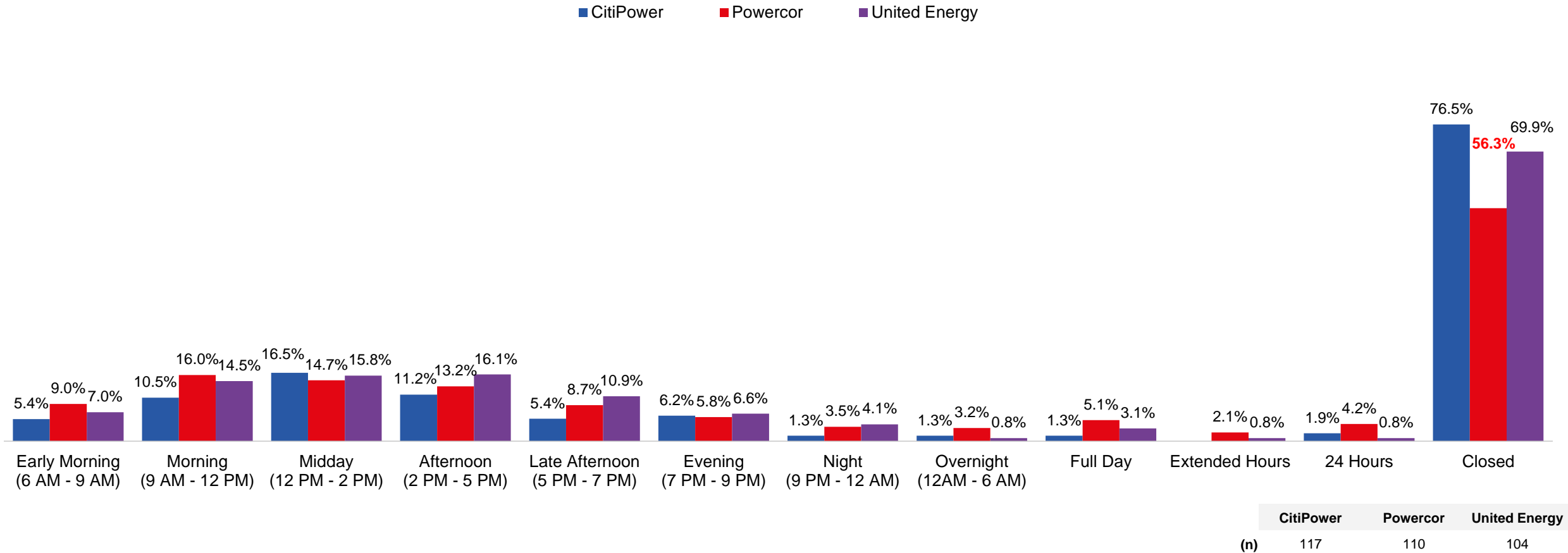
What are your typical operating hours for your business? Saturday



Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Red indicates that the other supplier result was significantly lower than the CitiPower result. Multiple responses were allowed for this question, so these results may not sum to 100%.

# SMB: Powercor customers were more likely to operate their business on a Sunday than CitiPower and United Energy customers.

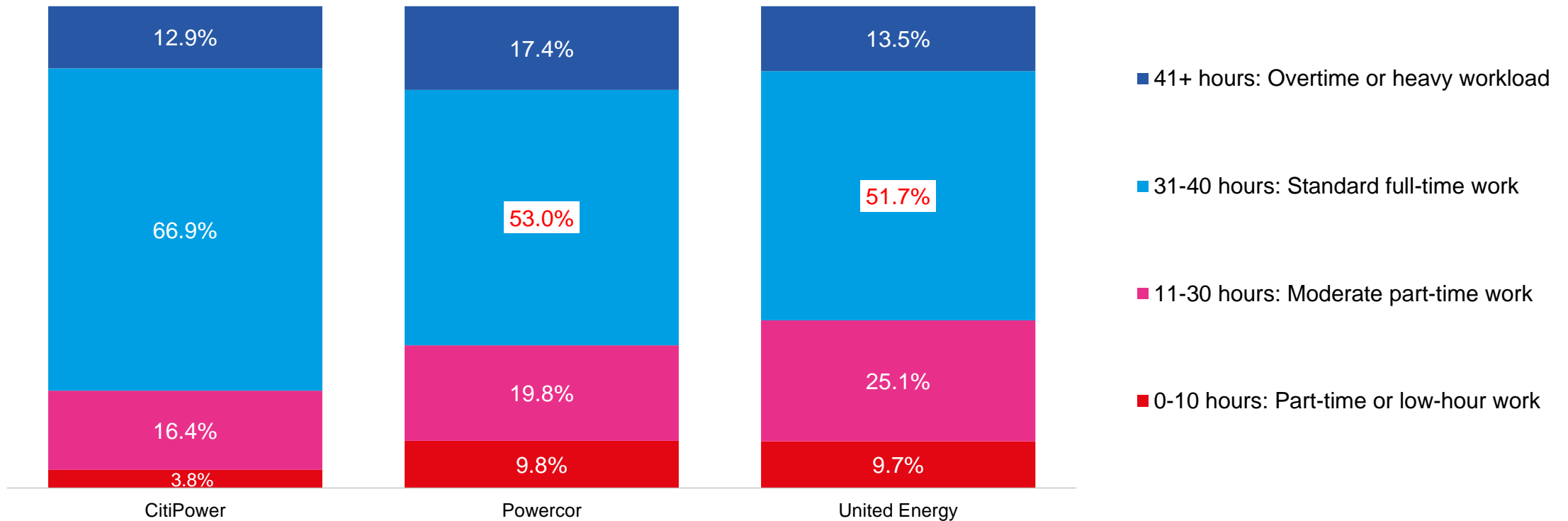
What are your typical operating hours for your business? Sunday



Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Red indicates that the other supplier result was significantly lower than the CitiPower result. Multiple responses were allowed for this question, so these results may not sum to 100%.

SMB: Two thirds of CitiPower customers do standard full-time work compared to around half of Powercor and United Energy customers.

How many hours of paid work do you typically do per week?

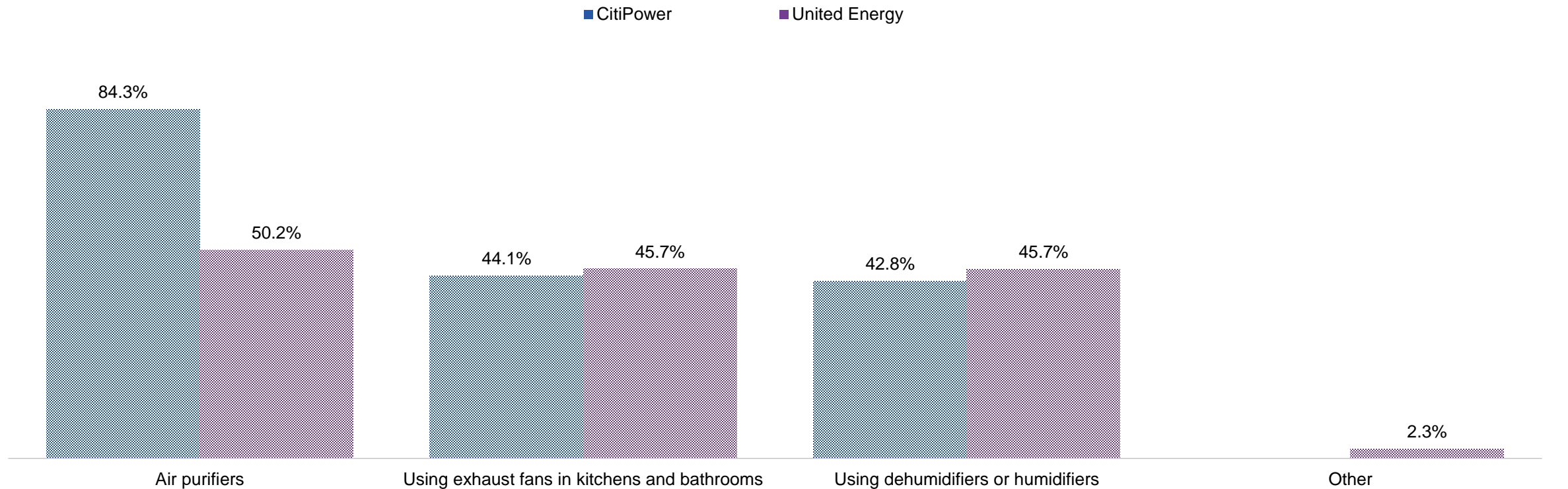


	CitiPower	Powercor	United Energy
(n)	117	110	104

Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Blue indicates that the other supplier result was significantly higher than the CitiPower result and red indicates it was significantly lower. Figures may not sum to 100% due to rounding.

SMB: CitiPower customers used air purifiers to manage indoor air quality, while United Energy used a range of appliances such as air purifiers, exhaust fans, and dehumidifiers.

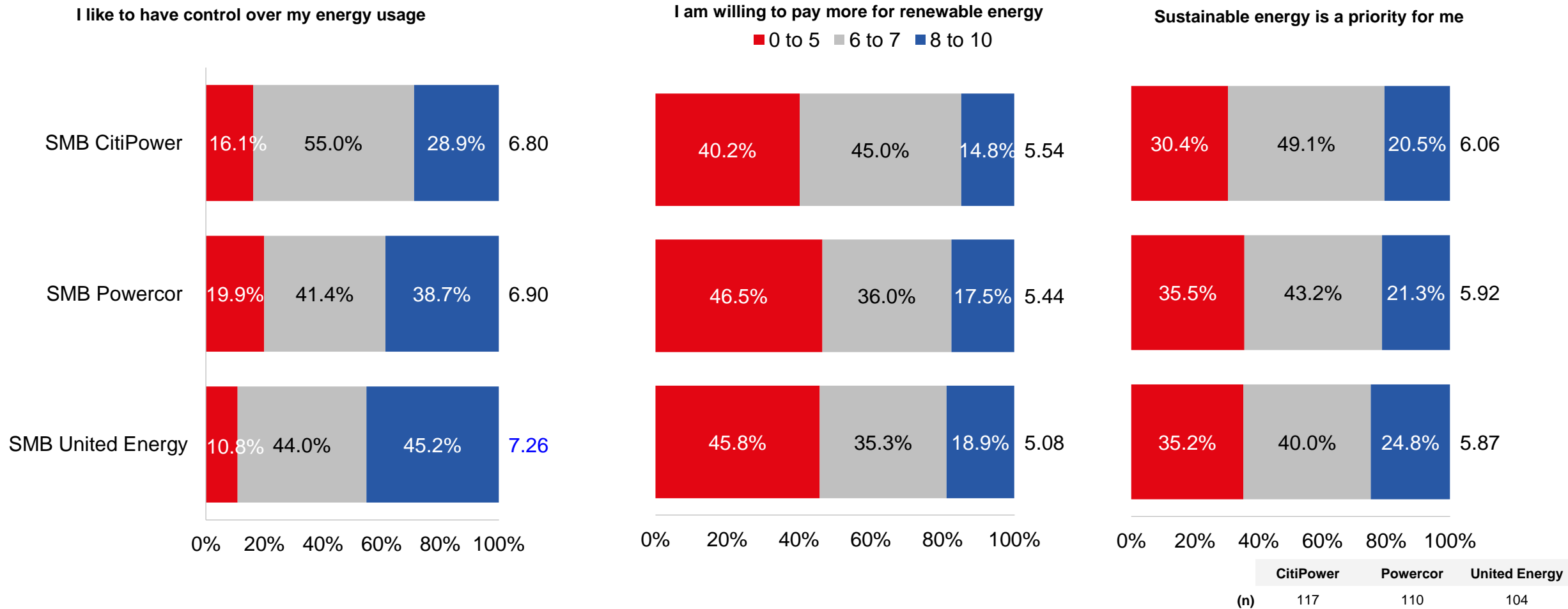
Which of the following do you use to manage indoor air quality?



	CitiPower	Powercor	United Energy
(n)	37	21	38

Note: Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. Multiple responses were allowed for this question, so these results may not sum to 100%.

## SMB: Attitudinal statements



Note: Effect sizing was conducted to determine the substantive significance (effect) of the mean differences between CitiPower and other suppliers. Blue indicates that the other supplier result was substantially higher than the CitiPower result.

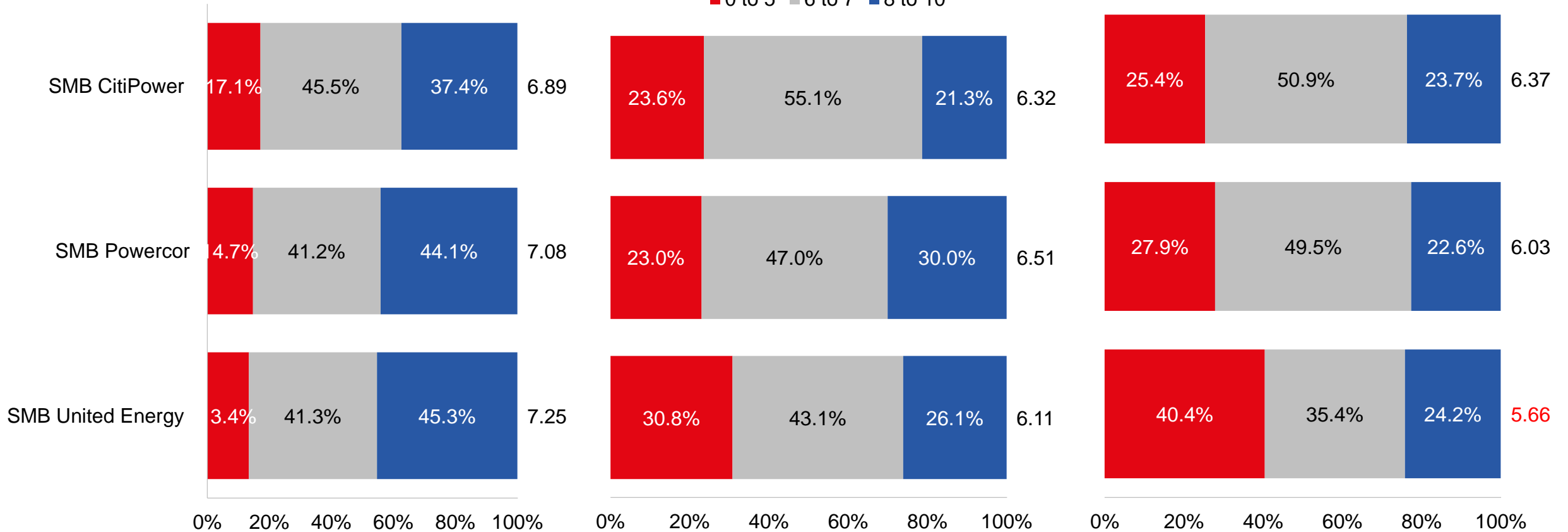
## SMB: Attitudinal statements

I am concerned about affordability of energy bills

I am considering energy efficiency improvements

I am concerned about my energy usage's

■ 0 to 5 ■ 6 to 7 ■ 8 to 10



	CitiPower	Powercor	United Energy
(n)	117	110	104

Note: Effect sizing was conducted to determine the substantive significance (effect) of the mean differences between CitiPower and other suppliers. Red indicates that the other supplier result was substantially lower than the CitiPower result.



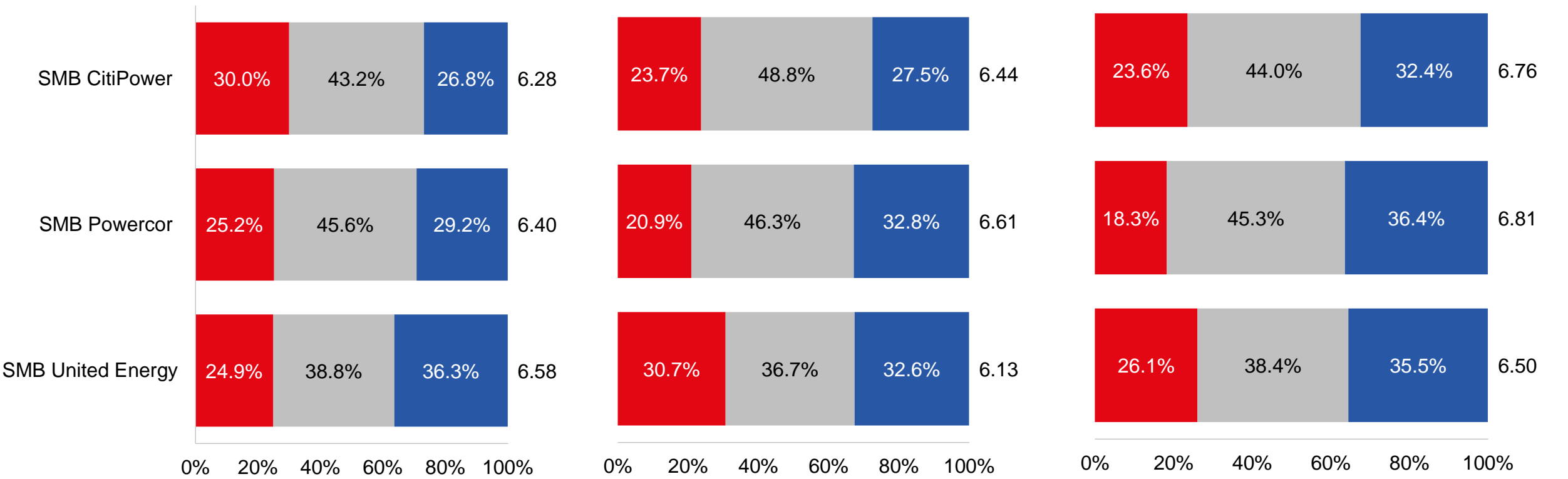
# SMB: Attitudinal statements

I regularly monitor my energy to keep it low

I am interested in using smart home tech to manage my energy

I believe new habits can create positive change for me and the planet

■ 0 to 5 ■ 6 to 7 ■ 8 to 10



	CitiPower	Powercor	United Energy
(n)	117	110	104

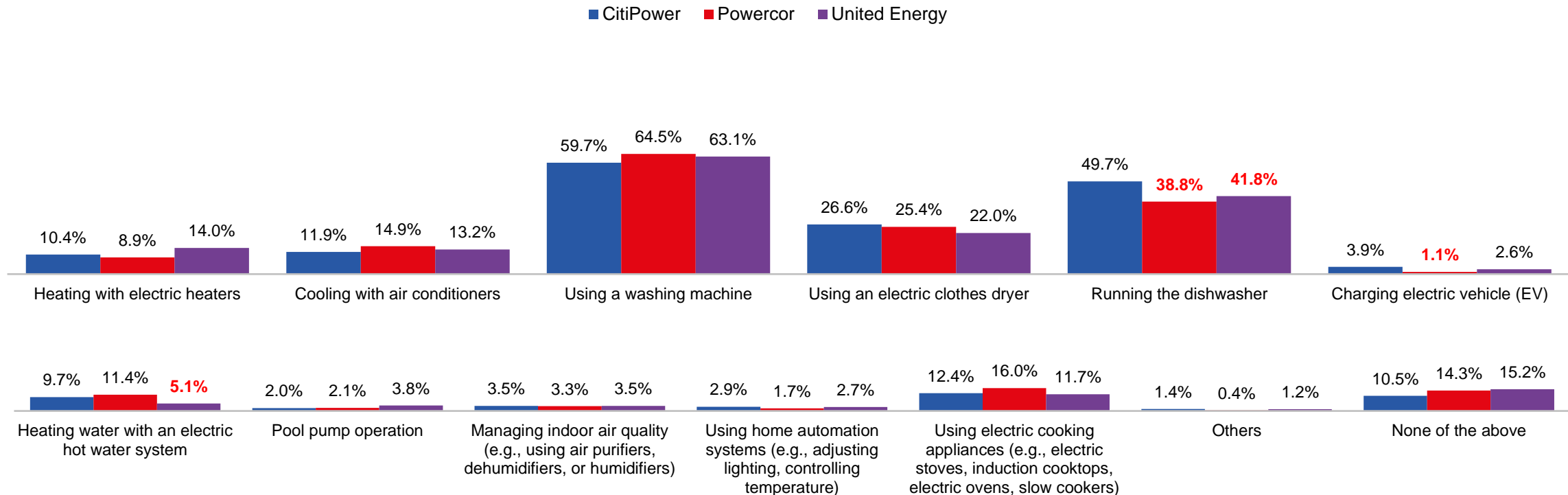
Note: Effect sizing was conducted to determine the substantive significance (effect) of the mean differences between CitiPower and other suppliers. No substantial differences were found.



# Residential and SMB: Time of use tariffs

# Residential: Washing machine, dishwasher, and electric clothes dryer were the top activities that customers would shift to off-peak hours under a time-of-use tariff plan

Which of the following activities would you be most likely to shift to off-peak hours under a time-of-use tariff plan in your household?

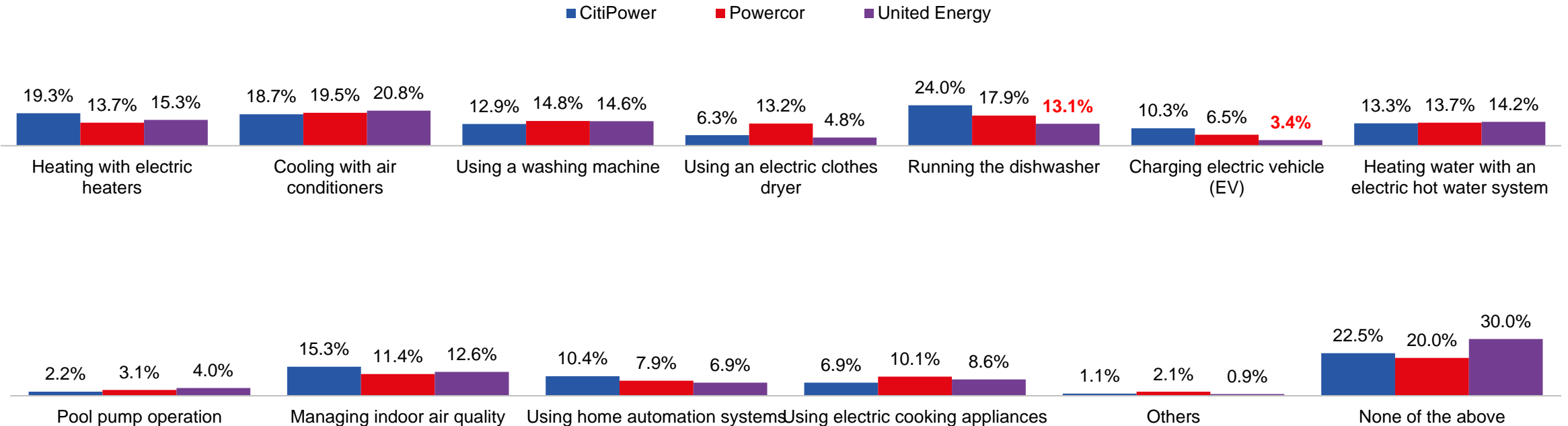


	CitiPower	Powercor	United Energy
(n)	311	317	313

Note: Significance testing was conducted between CitiPower and the other suppliers at the 5% level of significance. Red indicates that the other supplier result was significantly lower than the CitiPower result.

SMB: CitiPower customers were most willing to shift the dishwasher compared to other networks, with no single activity standing out as the one that most customers would be willing to shift under a time-of-use tariff plan

Which of the following activities would you be most likely to shift to off-peak hours under a time-of-use tariff plan in your business?



	CitiPower	Powercor	United Energy
(n)	117	110	104

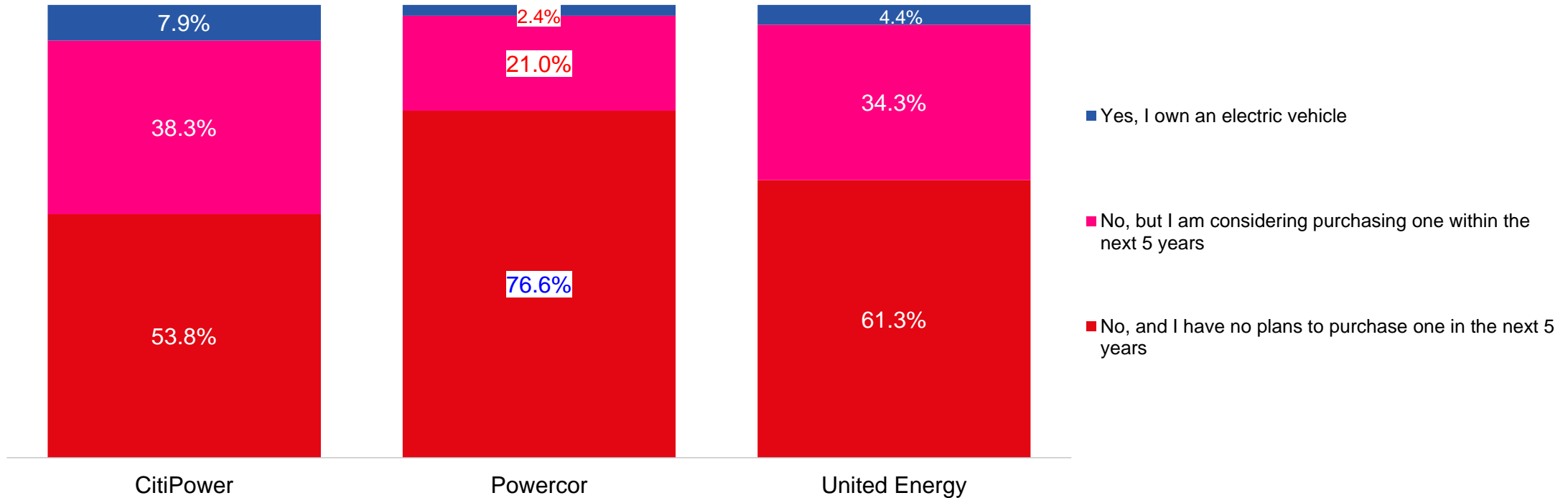
Note: Significance testing was conducted between CitiPower and the other suppliers at the 5% level of significance. Red indicates that the other supplier result was significantly lower than the CitiPower result.



# Residential and SMB: Electric Vehicle customers profiling

## Residential: Powercor customers were unlikely to purchase an electric vehicle compared to CitiPower and United Energy customers

Do you own an electric vehicle for your household?

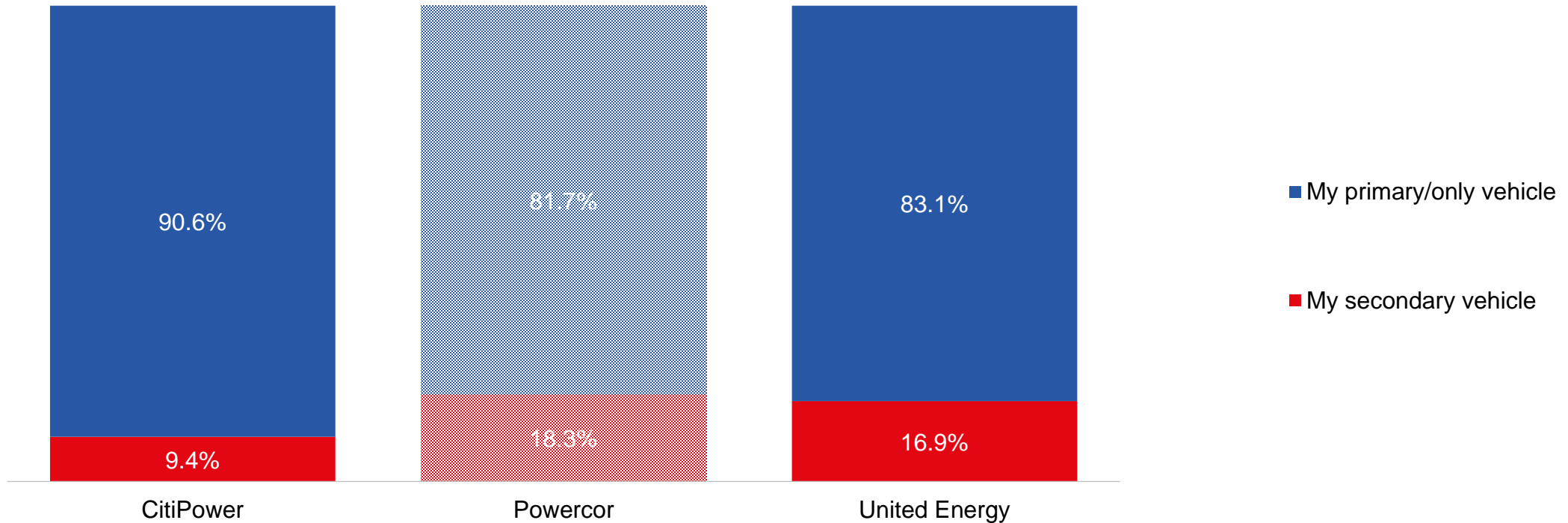


	CitiPower	Powercor	United Energy
(n)	311	317	313

Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Blue indicates that the other supplier result was significantly higher than the CitiPower result and red indicates that it was significantly lower.

## Residential: For those that owns / am considering purchasing an EV, they would use it as their primary / only vehicle

Is/would the electric vehicle you have/might purchase in the next 5 years for your household be your primary/only vehicle or your secondary vehicle?



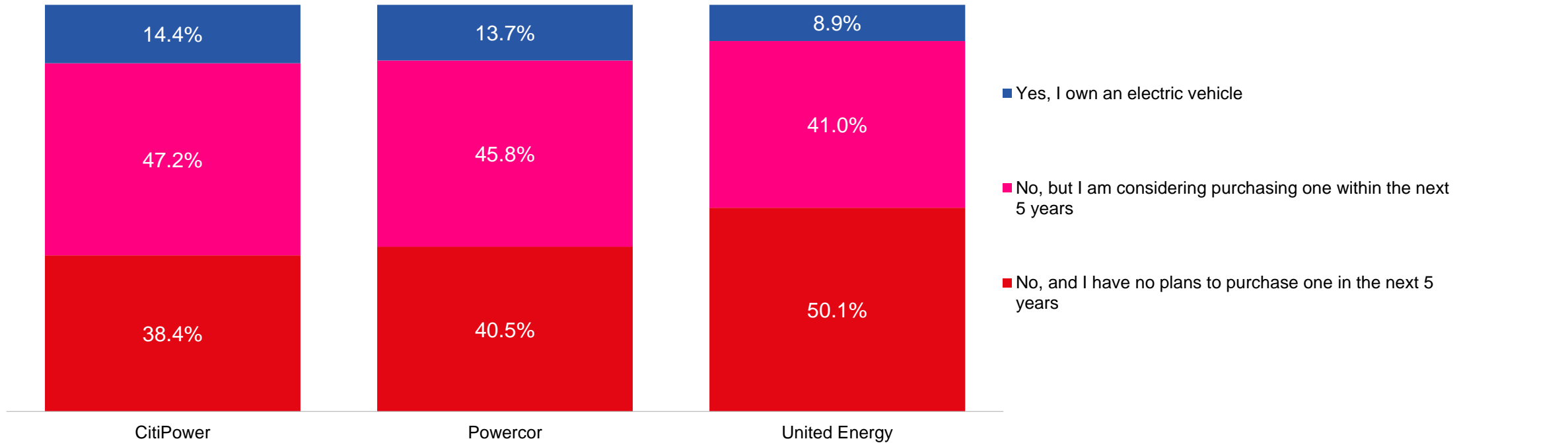
	CitiPower	Powercor	United Energy
(n)	145	70	119

Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Blue indicates that the other supplier result was significantly higher than the CitiPower result and red indicates that it was significantly lower. Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. Figures may not sum to 100% due to rounding.



# SMB: Around half of customers either owned or am considering purchasing an electric vehicle in the next 5 years

Do you own an electric vehicle for your business?



	CitiPower	Powercor	United Energy
(n)	117	110	104

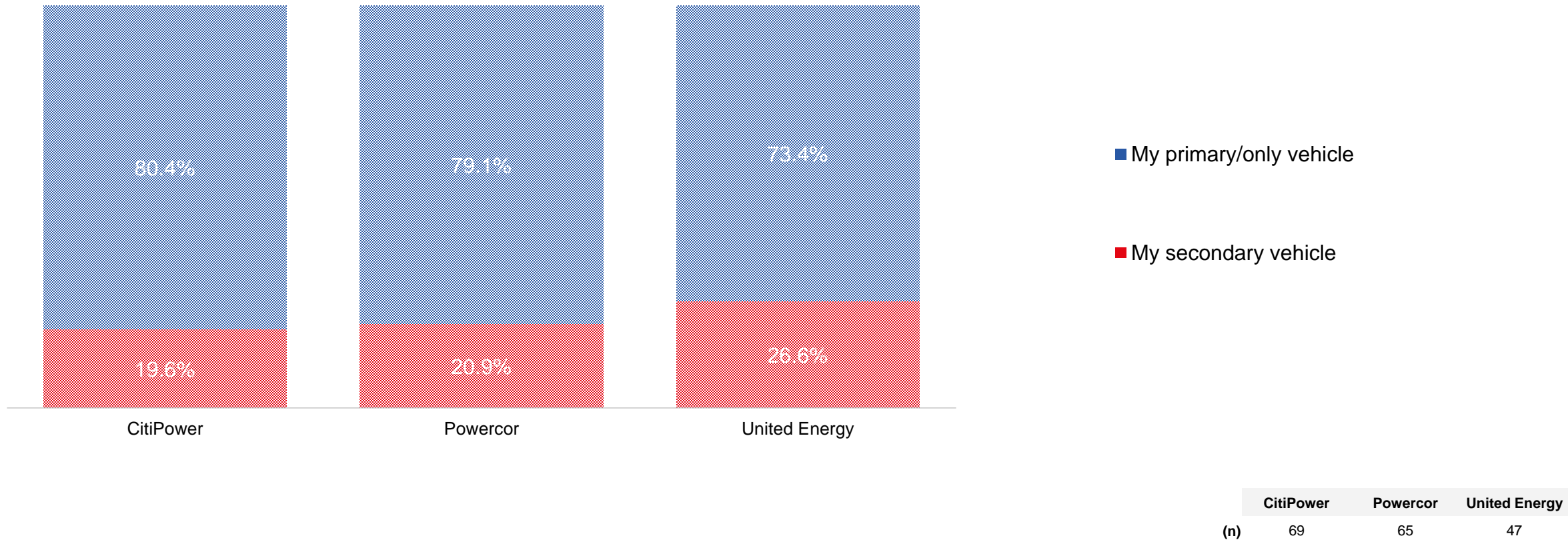
Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. No significant differences were found. Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. Figures may not sum to 100% due to rounding.





## SMB: Of those that owned / considering purchasing an EV, most customers would use it as their primary / only vehicle

Is/would the electric vehicle you have/might purchase in the next 5 years for your business be your primary/only vehicle or your secondary vehicle?

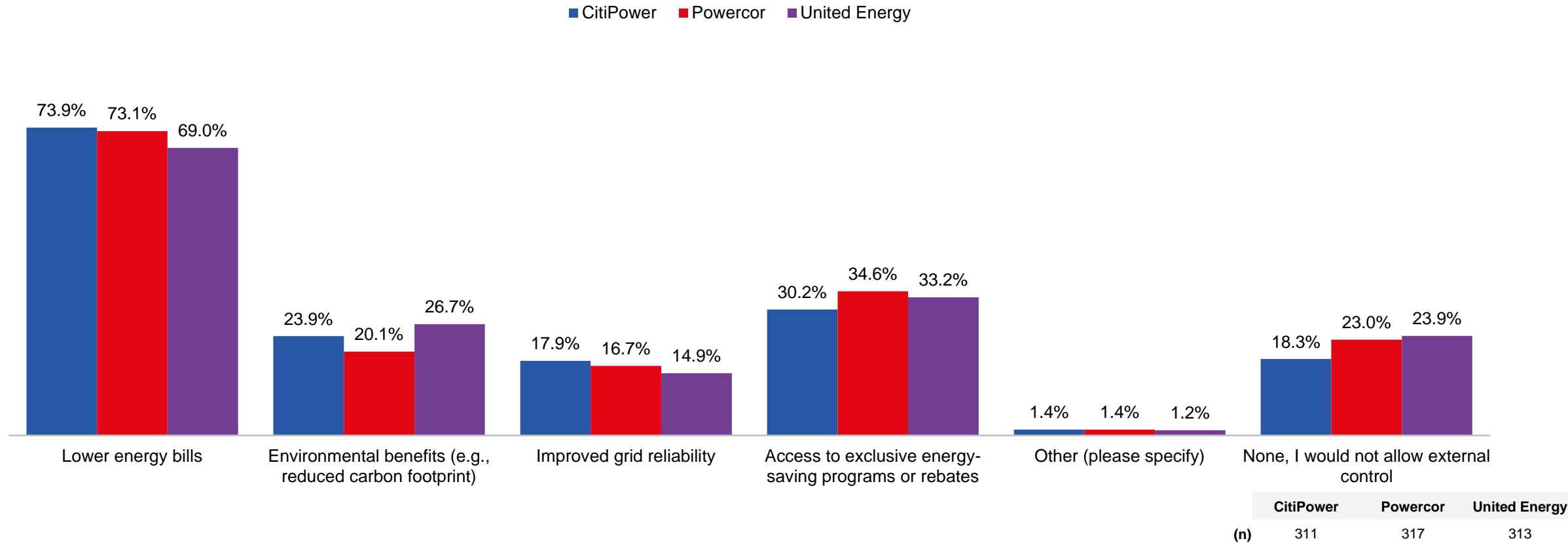


Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. No significant differences were found. Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. Figures may not sum to 100% due to rounding.

# Residential: Acceptance of network control

## Residential: Lowering energy bills was stated as the primary incentive that would encourage customers to participate in allowing external network control

What incentives would encourage you to participate in allowing external management of your energy usage?\*

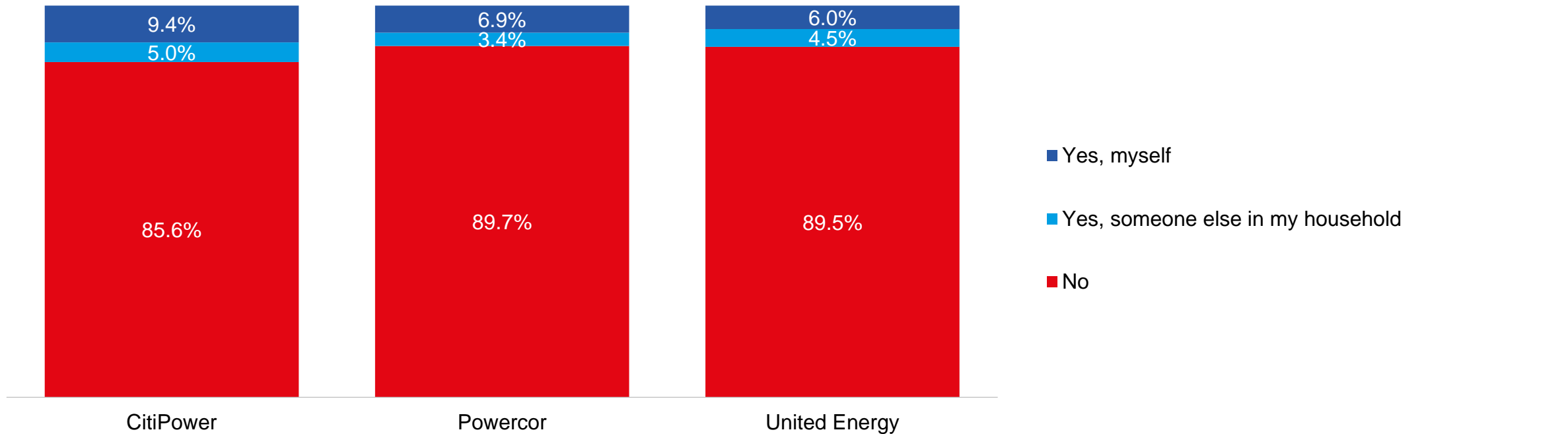


Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. No significant differences were found. \* indicates multiple responses were allowed for this question, so these results may not sum to 100%.

# Residential: Vulnerable Customers

## Residential: Only about 10% of customers were themselves or had someone in their household registered as 'medically vulnerable'

**Are you, or anyone in your household, registered with your electricity provider as a 'medically vulnerable' customer due to specific health conditions or equipment requirements?**

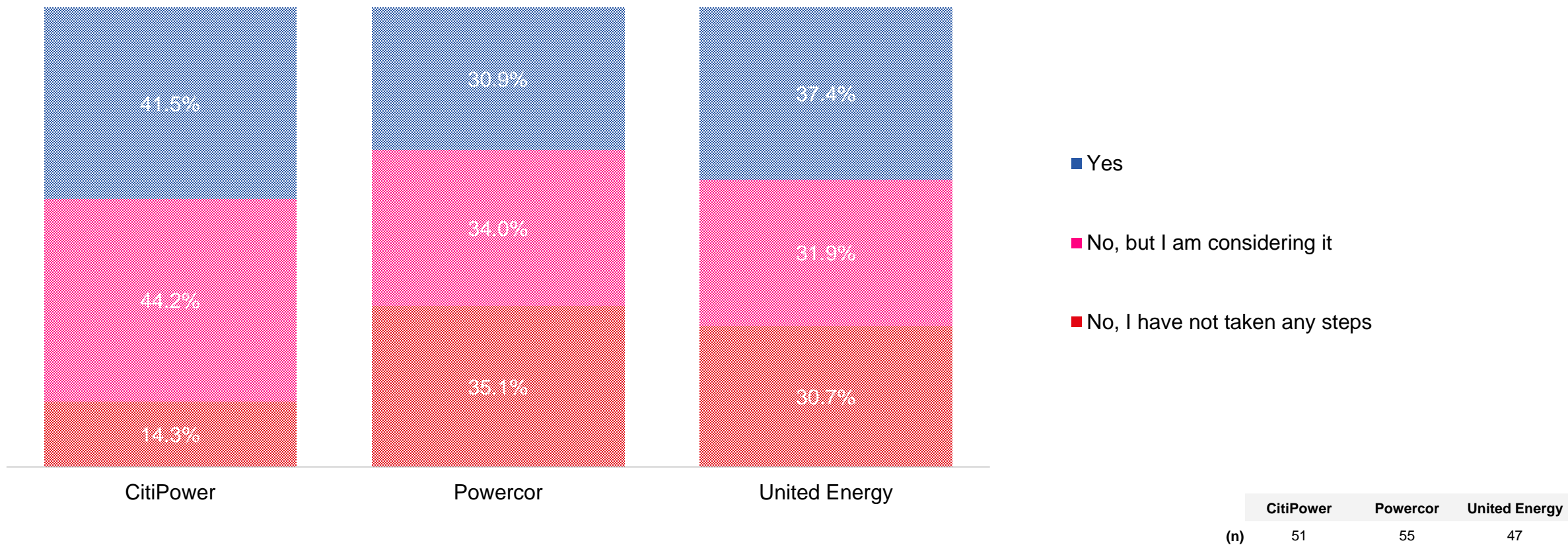


	CitiPower	Powercor	United Energy
(n)	307	314	312

Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. No significant differences were found. Figures may not sum to 100% due to rounding.

## Residential: More than two third of customers either had taken steps or were considering taking steps to manage their energy usage while caring for themselves / someone at home

**In the past 12 months, have you taken any steps to manage your energy use while caring for yourself / someone at home?**

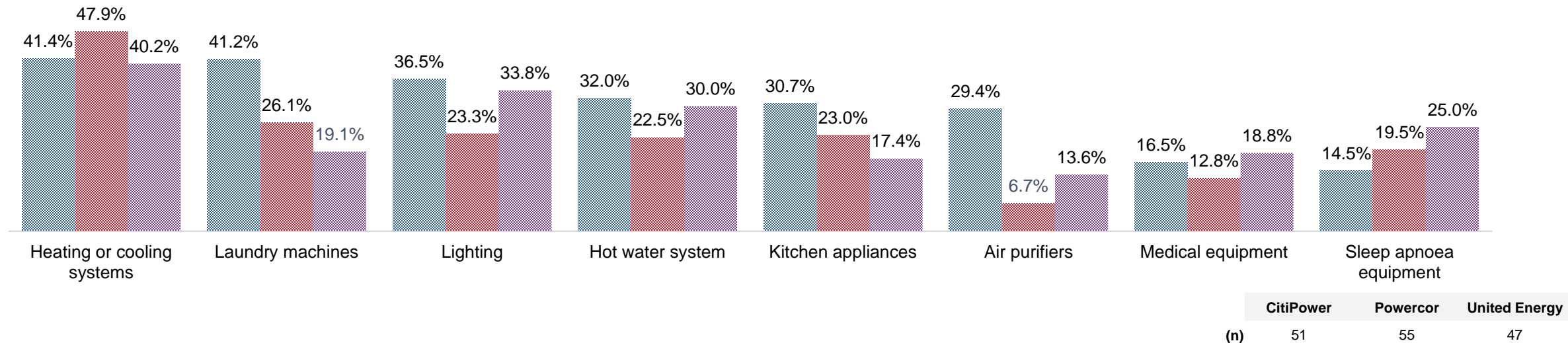


Note: Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. \* indicates multiple responses were allowed for this question, so these results may not sum to 100%.

## Residential: Heating or cooling systems were the appliance that Powercor and United Energy customers would most likely use, while CitiPower would use a variety of appliances

Which of the following appliances or systems do you use more frequently due to health issues?

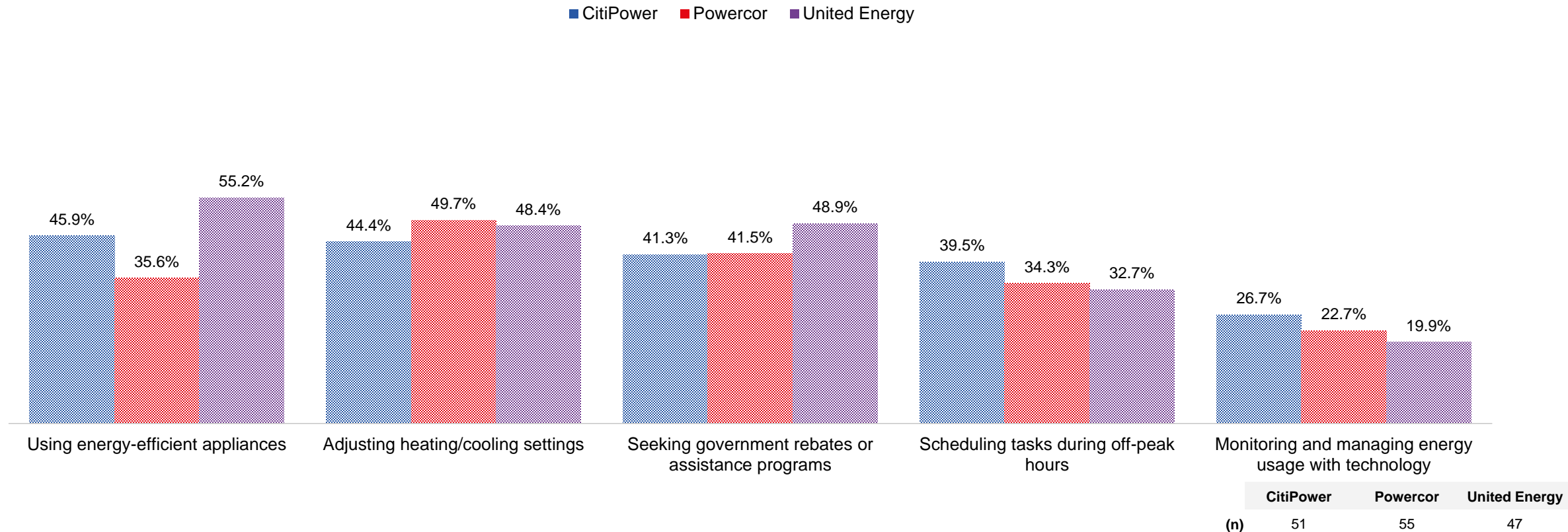
■ CitiPower ■ Powercor ■ United Energy



Note: Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. \* indicates multiple responses were allowed for this question, so these results may not sum to 100%.

# Residential: Monitoring and managing energy usage with technology was the least likely step that customers took or would consider taking while caring for themselves / someone at home

**What steps have you taken / would you consider taking to manage your energy use while caring for yourself / someone at home?\***



Note: Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. \* indicates multiple responses were allowed for this question, so these results may not sum to 100%.

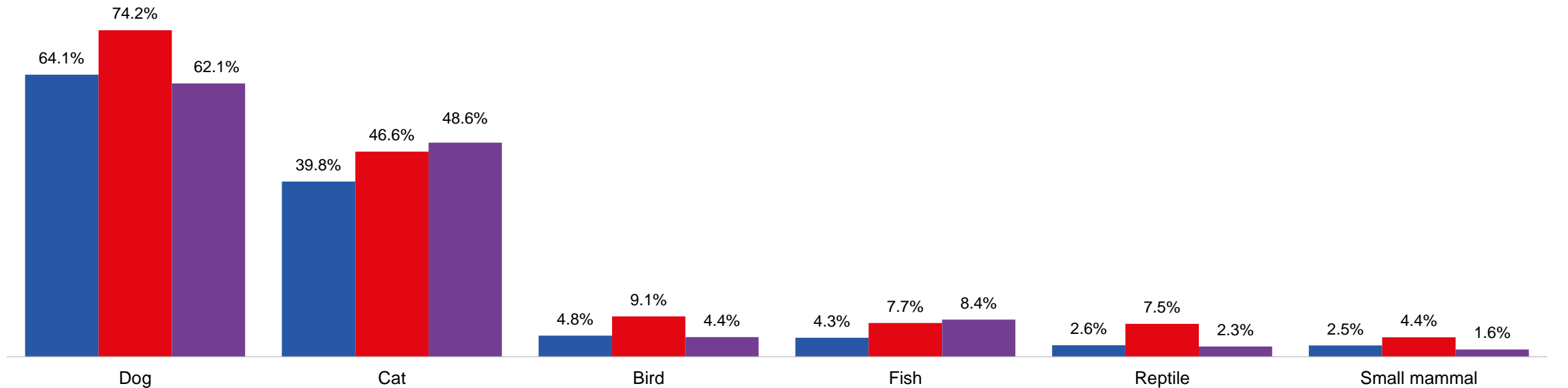


# Residential: Additional Pet owners profiling

## Residential: Of all the pets, dogs were the most common pet among customers

What type(s) of pets do you currently have?\*

■ CitiPower ■ Powercor ■ United Energy



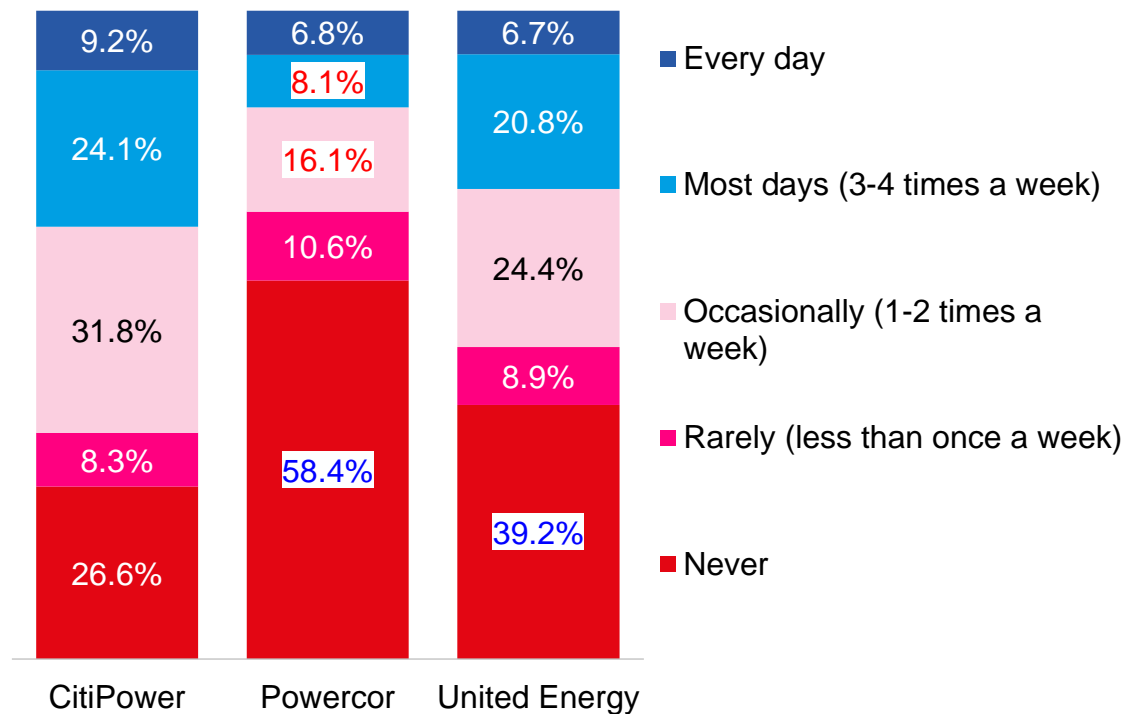
	CitiPower	Powercor	United Energy
(n)	125	191	153

Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Blue indicates that the other supplier result was significantly higher than the CitiPower result and red indicates it was significantly lower. \* indicates multiple responses were allowed for this question, so these results may not sum to 100%.

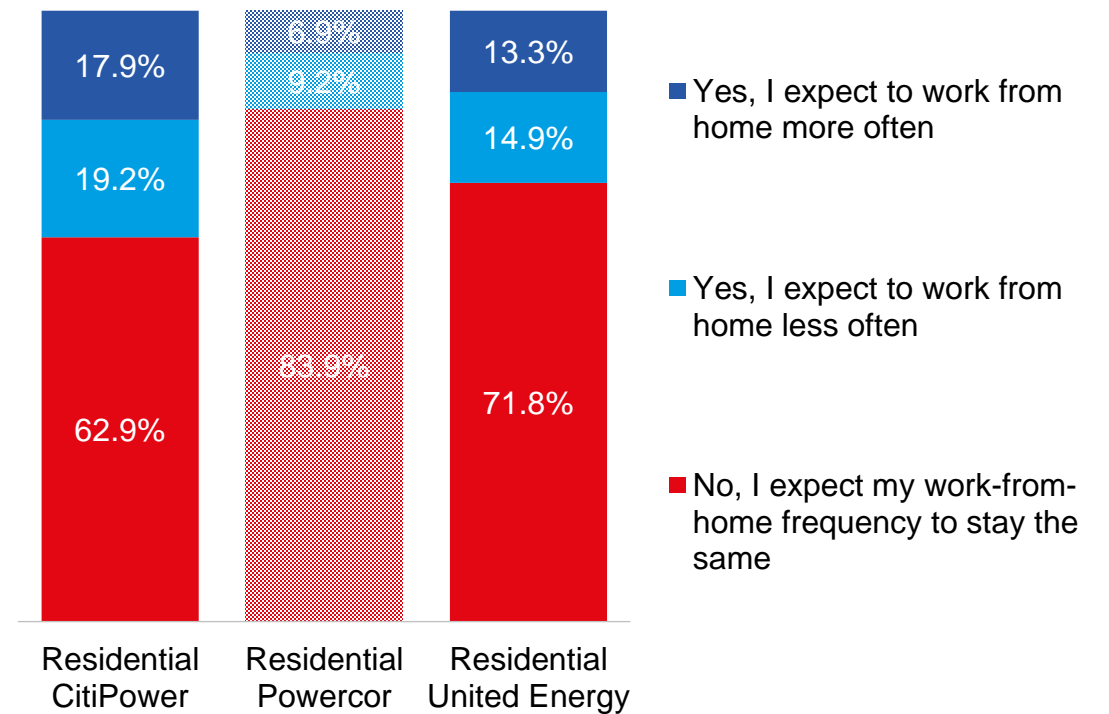
# Residential and SMB: Work from home profiling

## Residential: Powercor and United Energy customers were most likely to never work from home with most customers not anticipating any changes to their work-from-home frequency

How often do you work from home?



Do you anticipate any changes to the frequency with which you will work from home in the next 12 months?



	CitiPower	Powercor	United Energy
(n)	248	159	190

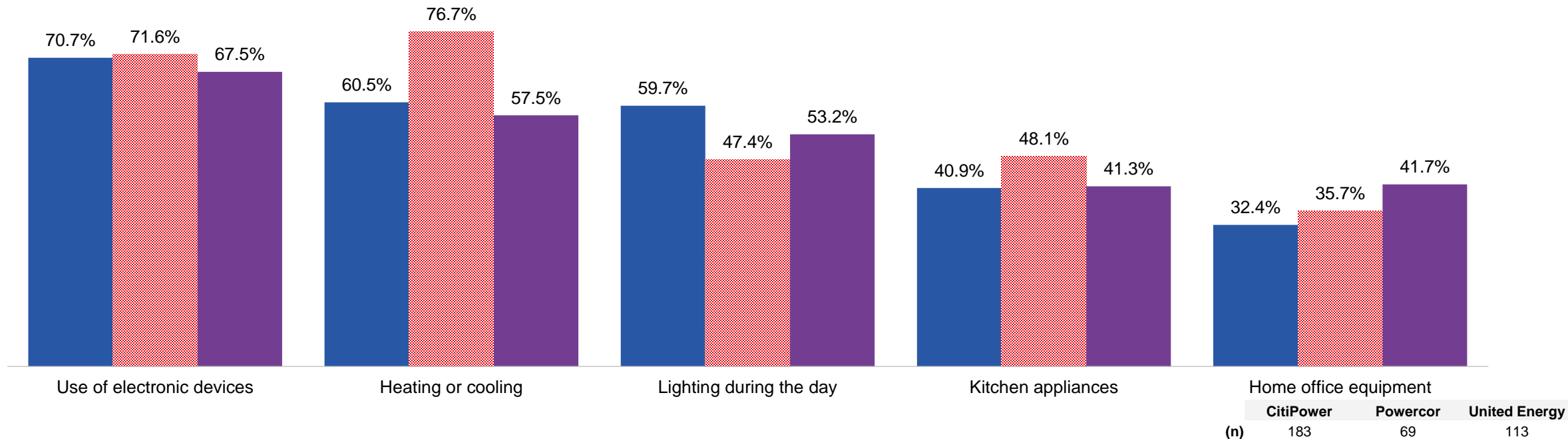
	CitiPower	Powercor	United Energy
(n)	176	61	101

Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Blue indicates that the other supplier result was significantly higher than the CitiPower result and red indicates it was significantly lower. Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. Figures may not sum to 100% due to rounding.

Residential: If customers were to work from home more frequently, customers anticipated that their use of electronic devices would increase, with Powercor anticipating heating or cooling to increase as well

Which of the following energy demands do you anticipate increasing if you work from home more frequently?

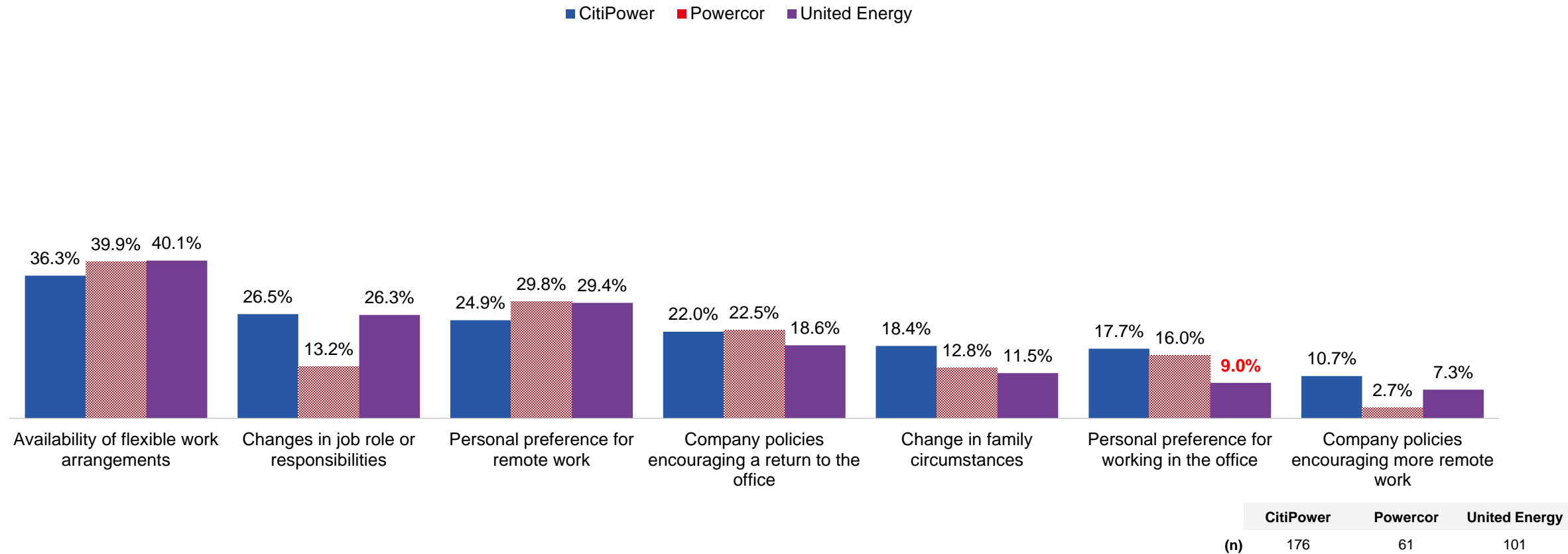
■ CitiPower ■ Powercor ■ United Energy



Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. No significant differences were found. Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. Multiple responses were allowed for these questions, so these results may not sum to 100%.

# Residential: The availability of flexible work arrangements was the top reason that would cause customers to change how often they work from home

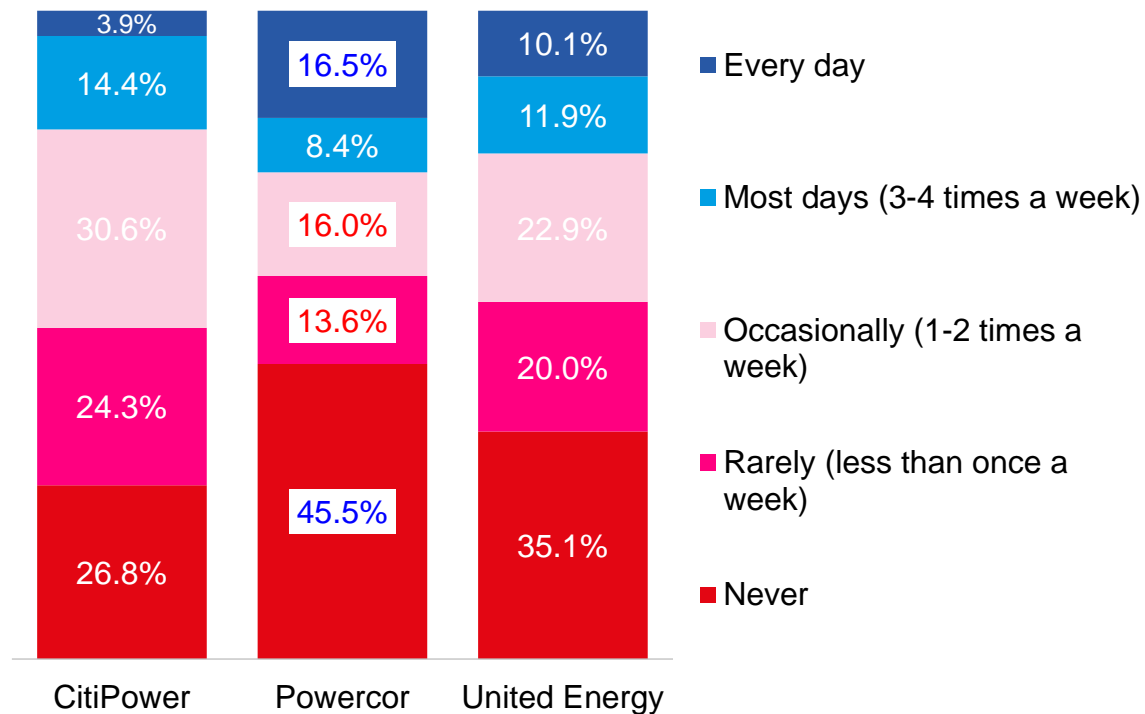
What are the reasons for change of frequency of work from home in the next 12 months?



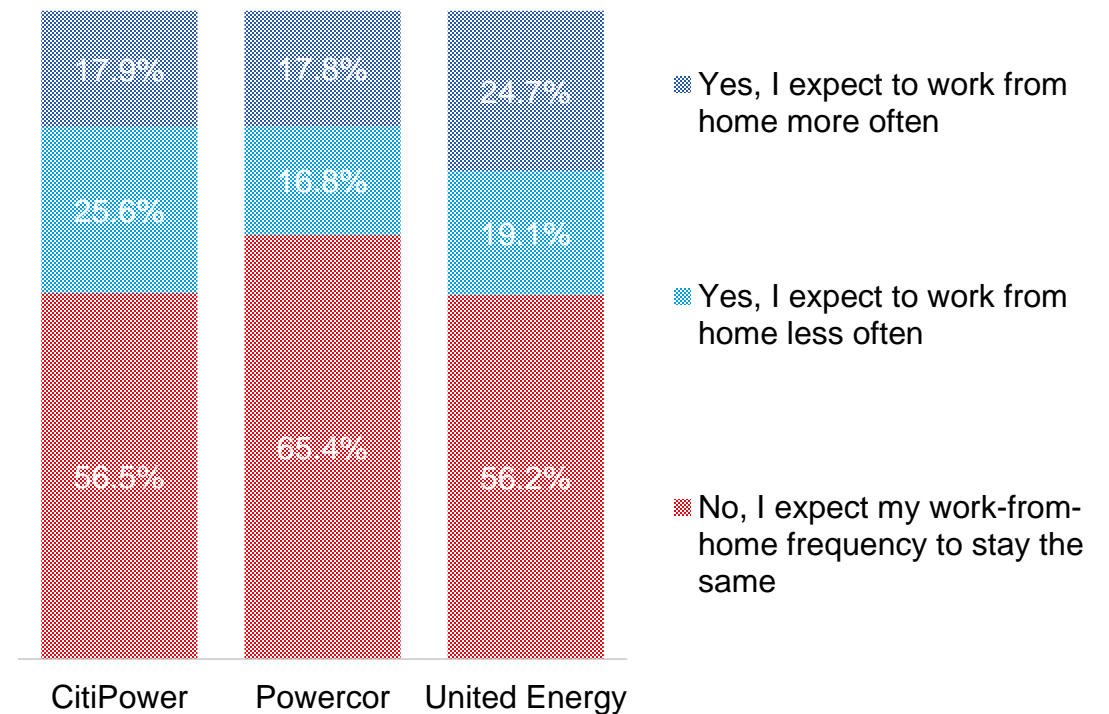
Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Red indicates that the other supplier result was significantly lower than the CitiPower result. Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. Multiple responses were allowed for these questions, so these results may not sum to 100%.

## SMB: Powercor customers were most likely to never work from home with over half of the customers expecting the work-from-home frequency to remain the same

How often do you work from home?



Do you anticipate any changes to the frequency with which you will work from home in the next 12 months?



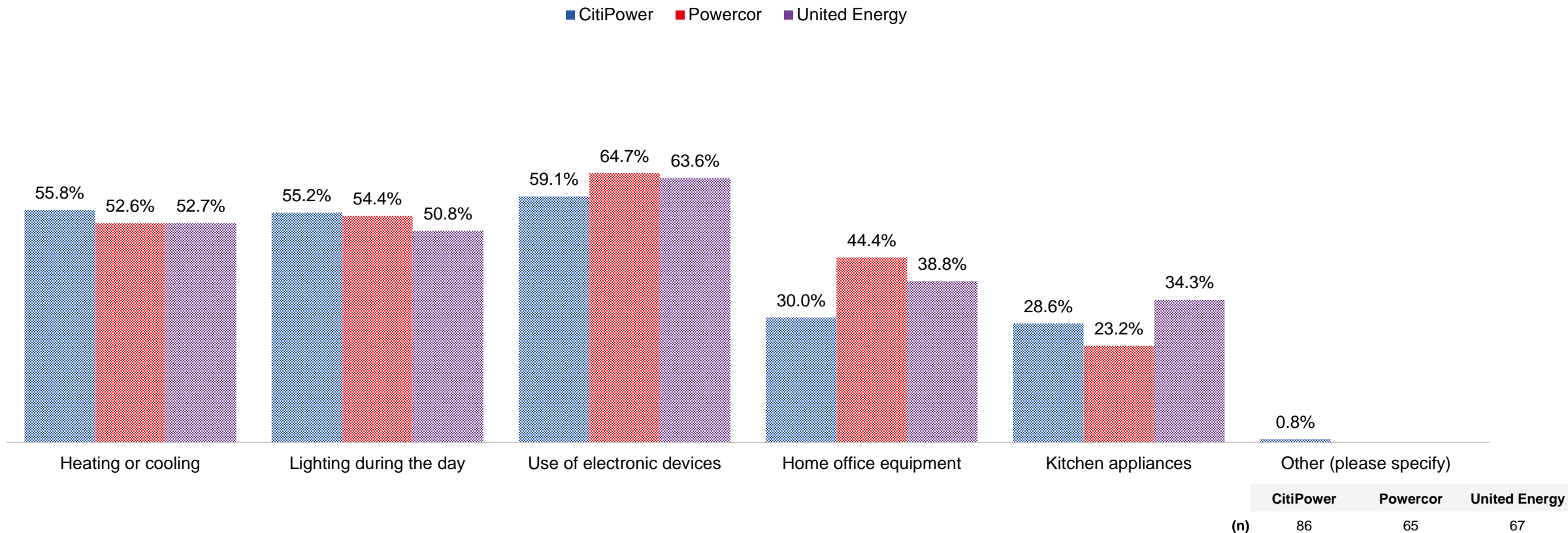
	CitiPower	Powercor	United Energy
(n)	117	110	104

	CitiPower	Powercor	United Energy
(n)	81	58	60

Note: Significance testing was conducted between CitiPower and other suppliers at the 5% level of significance. Blue indicates that the other supplier result was significantly higher than the CitiPower result and red indicates it was significantly lower. Figures may not sum to 100% due to rounding.

## SMB: Use of electronic devices were anticipated to increase the most if customers were to work from home more frequently

Which of the following energy demands do you anticipate increasing if you work from home more frequently?

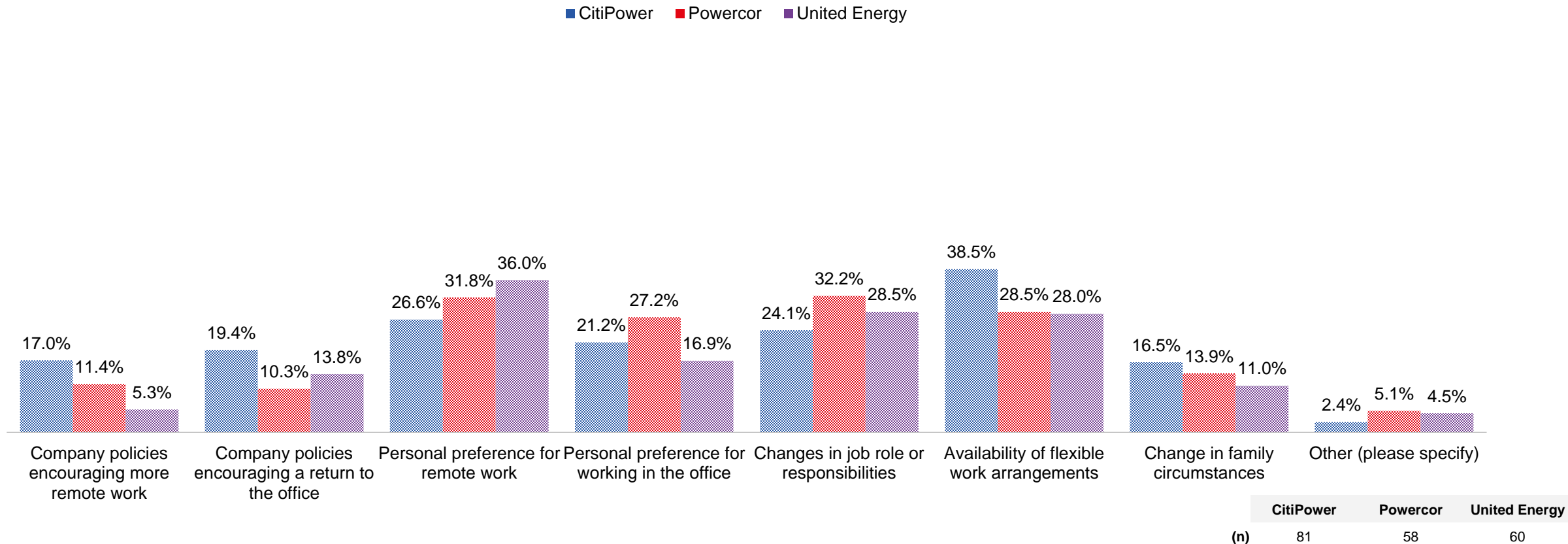


Note: Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. Multiple responses were allowed for these questions, so these results may not sum to 100%.



# SMB: Around a quarter of customers mentioned personal preference for remote work, changes in job role and availability of flexible work arrangements were the reasons that would cause a change in how frequently they worked from home

**What are the reasons for change of frequency of work from home in the next 12 months?**



Note: Shaded bars indicate results based on small sample sizes where significance testing could not be conducted. A minimum sample size of n=100 is recommended for an indicative result for frequencies. Multiple responses were allowed for these questions, so these results may not sum to 100%.