End Consumer Survey Final Report

26 October 2022

Disclaimer

Inherent Limitations

This report has been prepared as outlined in the Approach Section. The services provided in connection with this engagement comprise an advisory engagement, which is not subject to assurance or other standards issued by the Australian Auditing and Assurance Standards Board and, consequently no opinions or conclusions intended to convey assurance have been expressed.

The findings in this report are based on a quantitative study and the reported results reflect findings only to the extent of the sample surveyed, being an approved representative sample of the NSW population. Any projection to the wider population is subject to the level of bias in the method of sample selection (95% confidence rating, 5% sample error).

KPMG has indicated within this report the sources of the information provided. We have not sought to independently verify those sources unless otherwise noted within the report. KPMG designed a survey based on assessing the reaction from residential and business customers to five pre-determined focus areas. The survey evaluated the importance of these focus areas, and does not explore additional potential focus areas.

KPMG is under no obligation in any circumstance to update this report, in either oral or written form, for events occurring after the report has been issued in final form.

The findings in this report have been formed on the above basis.

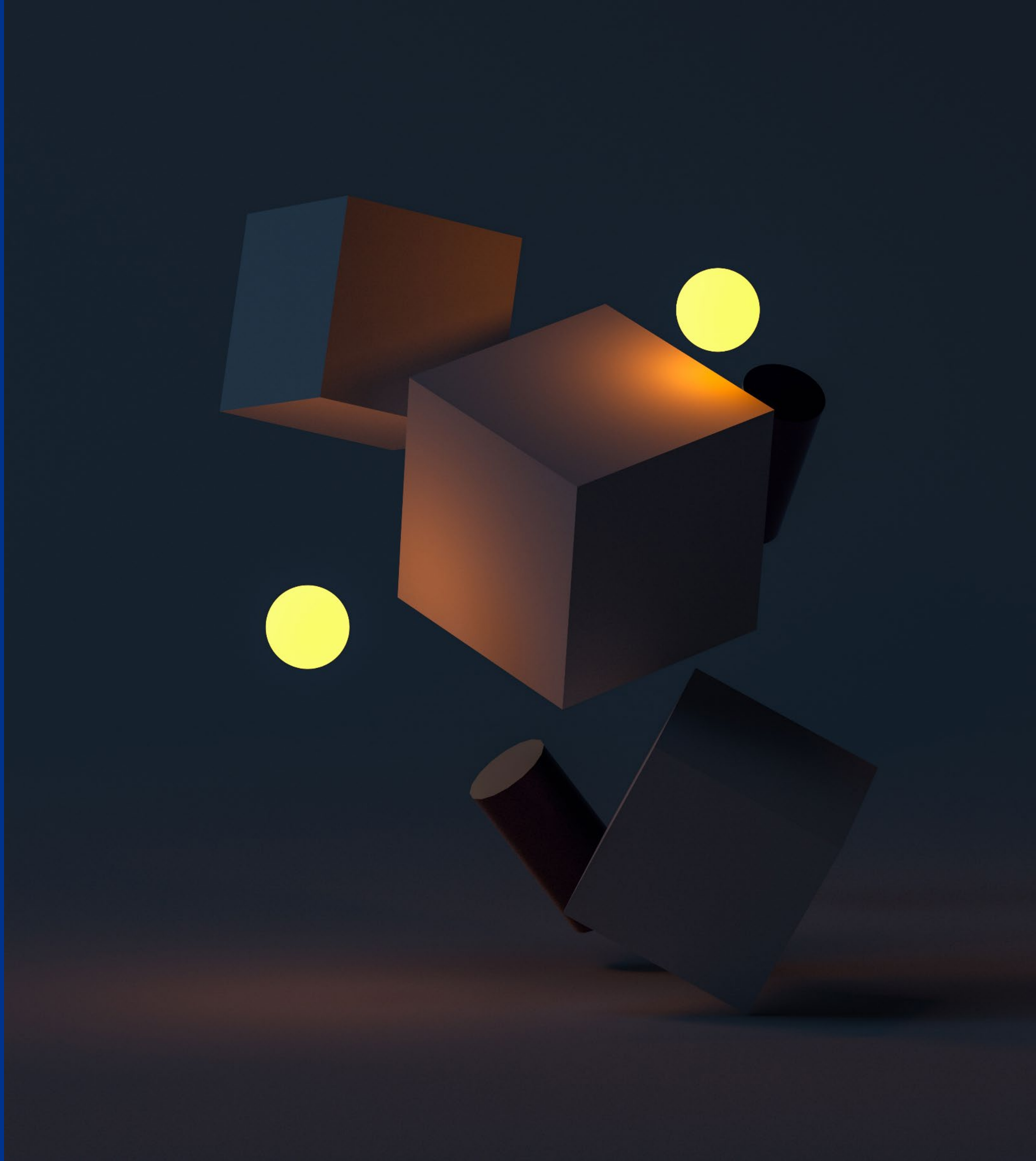
Third Party Reliance

This report is solely for the purpose set out in the Approach Section and for Transgrid information, and is not to be used for any other purpose or distributed to any other party without KPMG's prior written consent.

This report has been prepared at the request of Transgrid in accordance with the terms of KPMG's engagement letter/contract dated 28 June 2022. Other than our responsibility to Transgrid neither KPMG nor any member or employee of KPMG undertakes responsibility arising in any way from reliance placed by a third party on this report. Any reliance placed is that party's sole responsibility.

KPMG

Approach



Objectives and Approach

Background:

- Transgrid manages the electricity transmission network in NSW and the ACT. As part of its Revised Revenue proposal, Transgrid is engaging with customers and stakeholders.
- Transgrid has already undertaken end customer research through a research agency in its first phase of engagement in December 2021. Transgrid has since made changes to their Revised Revenue Proposal, and combined with changes in the external landscape, further end customer research was needed, to understand through a 'pulse-check' whether and how consumer views may have changed in light of numerous changes in the energy market.

Objectives:

- Understand the current issues facing Australians
- Establish the current perceptions of the energy industry
- Understand the reaction of customers to statements relating to Transgrid's five focus areas
- Discover what is important to customers within each focus area

Methodology:

- A comprehensive 10 minute online survey was designed, to test Transgrid's five focus areas, and what was important to customers within each area.
- The survey fieldwork was conducted from 19-30 September 2022.

Sample:

- The sample was designed to be a representative sample of the views of the New South Wales and Australian Capital Territory communities.
- A robust sample of n=1,375 NSW residents was collected, including n=1,135 residential customers, and n=240 businesses. In order to ensure coverage of Transgrid's areas of operation, quotas were set on locations, and the sample received a spread of metro and regional customers:

	Residential	Business	TOTAL:
Sydney	N=706	N=193	**N=899**
ACT	N=66	N=9	**N=75**
Regional Coastal	N=74	N=14	**N=88**
Regional Inland	N=289	N=24	**N=313**
TOTAL:	**N=1,135**	**N=240**	**1,375**

Survey Design

The 10 minute survey was designed to test Transgrid's five focus areas, and understand what was important to customers within each area.

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Survey Flow

1. Screener
- Gender
- Age
- Location
- Employment status
- Decision maker

2. Current Context
- Most important issues currently facing Australia
- Attitudes towards Australian companies
- Importance of transition of energy sources to renewable sources
- Responsibility of energy transition
- Perceptions of power companies and the network

3. Overall Prioritisation
- Rating of statements relating to the five focus areas
- Prioritisation within the five focus areas

4. Affordability
- Expectation of power bills
- Feeling towards electricity affordability

5. Safety
- Important areas of safety
- Importance of safety service outcomes
- Impact areas of bush fires
- Ranking of bush fire impact areas

6. Demand Growth
- Importance of satisfying current demand versus future demand

7. Energy Transition
- Expectations on when energy transition will occur
- Importance of infrastructure outcomes for energy transition

8. Tech & Innovation
- Importance of investing in innovation areas

9. Profiling
- Aboriginal and/or Torres Strait Islander
- Living situation
- Household
- Household income
- Country of birth
- Languages spoken at home

Key Findings

Key Findings - Overall

Overall Findings

Current Context:

- *Cost of living* is top of mind for most Australians (80% residential / 79% business), particularly among low income households (87%), those aged 55+ (87%) and females (86%).
- When prioritising the biggest issues facing Australia, *the environment and climate change* ranks as number 5 for residential customers and number 4 for business customers, with half of residential (49%) and business (54%) customers considering it to be one of the most important issues in Australia right now. *Energy* ranks number 6 for both residential customers and businesses.
- The majority of Australians (69% residential / 70% business) agree transitioning to renewable sources is important. Most believe responsibility is shared across government, energy businesses, and households to contribute to energy transition, although people say households have slightly less responsibility.
- When it comes to perceptions of the energy industry, there are mixed perceptions about the reliability of the power network, current levels of investment in technology and innovation, and prioritisation of energy transition. *Power is affordable* is the most disagreed with area.

Overall Prioritisation

- Residential and business customers believe all five of Transgrid's focus areas are important for the electricity industry, but when asked to prioritise, both residential and business customers would allocate approximately 80% of weight to *affordability, demand growth* and *safety.*

Key Findings – by Focus Area

Deep Dive by Transgrid's Five Proposed Focus Areas

Affordability

Three quarters of residential customers expect their power bills to increase in the next 12 months, and two thirds feel negatively towards electricity affordability. Those aged 55+ and on lower incomes are significantly more likely to feel negatively towards electricity affordability.

Safety

Amongst the four safety options proposed, *renewing older assets with more modern systems* is seen as the most important. In renewing older assets to achieve service outcomes, residential and business customers agree all proposed service outcomes were important, including *maintaining and improving the level of supply reliability, preventing the ignition of bushfires, mitigating public safety risks* and *preventing unauthorised access to electricity infrastructure.*

Both residential and business customers agree all areas of bushfire are high impact, including *loss of life*, *property damage, animal welfare, mental health* and *broader economic impacts*. *Loss of life* was ranked as the highest area of impact.

Demand Growth

The majority of customers (70% residential / 78% business) agree that both meeting current energy demand and future demand are important. This is particularly emphasised amongst the older age group (55+) and those on lower incomes.

Energy Transition

One in two customers (51% residential / 52% business) believe the electricity industry should prioritise the build of infrastructure to facilitate the transition to renewable energy sources in the next 3 years.

Both residential and business customers agree all proposed areas of infrastructure and technology are important in the transition to renewable energy sources.

Tech & Innovation

Of the proposed innovation areas, supporting cost reductions and energy transition are rated as the most important by residential customers and businesses. These are particularly important amongst the older age group (55+).

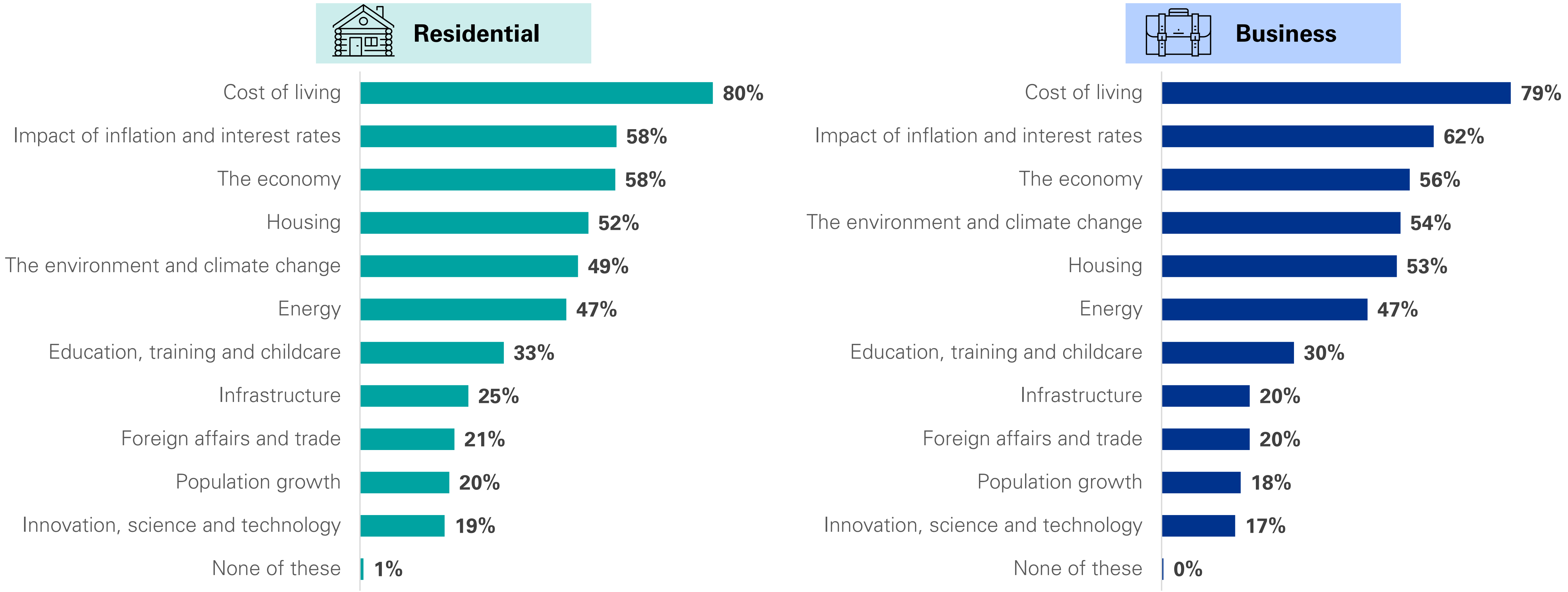
Current Context

Cost of living is top of mind for most Australians

Four in five Australians believe *cost of living* is one of the most important issues in Australia right now.

The environment and climate change ranks as number 5 for residential customers and number 4 for business customers, with half of residential (49%) and business (54%) customers considering it to be one of the most important issues in Australia right now. *Energy* ranks number 6 for both residential customers and businesses.

Most important current issues in Australia



B1 Which of the following issues do you think are most important in Australia right now? Base Residential n=1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

Those with a low income, older, and females particularly say cost of living is an important issue

Energy is also significantly more important to the older age group and to low income households.

Residential

Most important current issues in Australia: By segments

	Gender		Age			Household Income			
	Male	**Female**	**18 - 34**	**35 - 54**	**55+**	**Less than $60,000**	**$60,001 - $100,000**	**$100,001 - $150,000**	**$150,001 or more**
Cost of living	**72%**	**86%**	**71%**	80%	**87%**	**87%**	78%	**70%**	77%
Impact of inflation and interest rates	56%	60%	54%	54%	**64%**	56%	58%	61%	56%
The economy	60%	56%	**41%**	56%	**73%**	63%	55%	52%	59%
Housing	47%	51%	47%	50%	51%	46%	50%	47%	57%
The environment and climate change	**43%**	**58%**	52%	52%	51%	56%	52%	46%	52%
Energy	50%	44%	**30%**	**39%**	**66%**	**55%**	43%	40%	40%
Education, training and childcare	31%	34%	37%	32%	29%	31%	34%	32%	37%
Infrastructure	**29%**	21%	21%	24%	28%	24%	26%	20%	28%
Foreign affairs and trade	25%	19%	**15%**	21%	**27%**	21%	18%	22%	22%
Population growth	20%	20%	18%	17%	**25%**	22%	16%	19%	23%
Innovation, science and technology	**23%**	16%	20%	17%	20%	17%	20%	19%	25%
None of these	1%	1%	1%	1%	0%	0%	1%	2%	0%
Unsure	1%	1%	1%	1%	1%	1%	1%	1%	0%

B1 Which of the following issues do you think are most important in Australia right now? Base Residential n=1,135

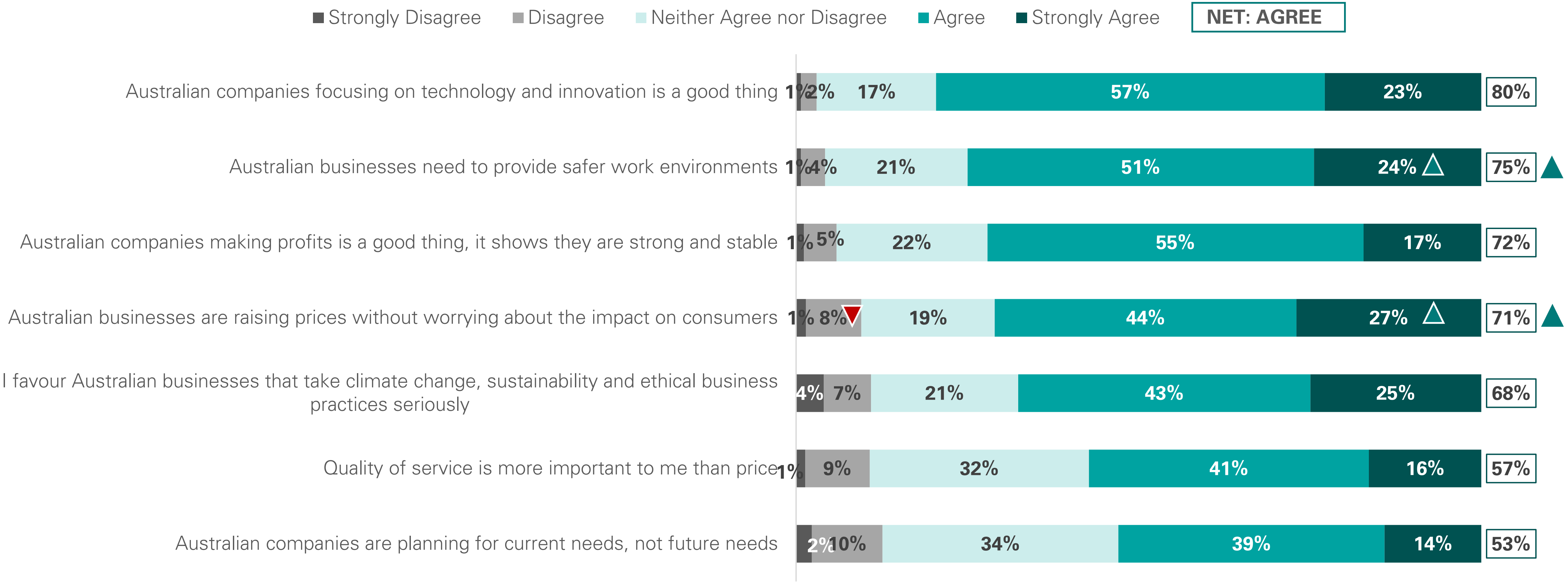
Green = Significantly higher than total
Red = Significantly lower than total

Most residential customers agree tech and innovation focus is a good thing

Residential customers also agree that businesses need to provide safer work environments, and that Australian companies making profit is a good thing. Two thirds of residential consumers say they favour businesses that take climate change, sustainability and ethical business practices seriously.

Residential

Level of Agreement with Attitudinal Statements About Australian Businesses



B2 How strongly do you agree or disagree with the following? Base Residential n=1,135

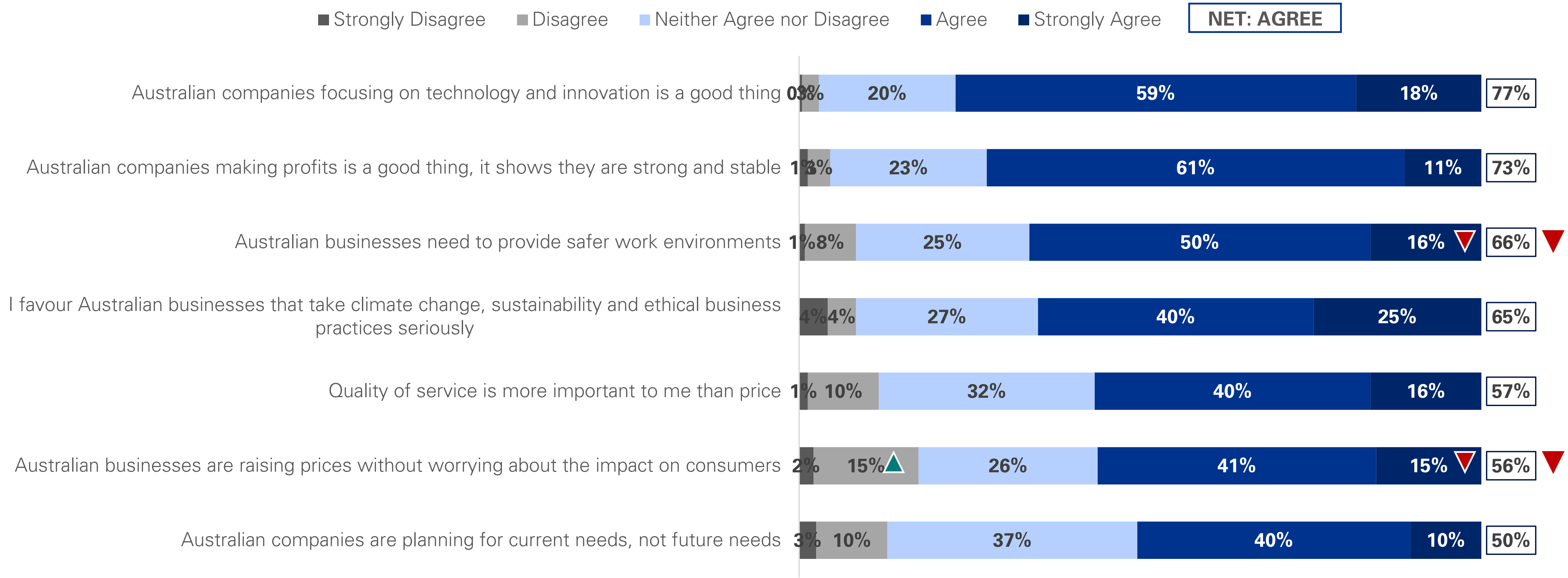
▲ = Significantly higher than total
▼ = Significantly lower than total

Businesses agree innovation and company profits are a good thing

However, business customers are less likely than residential customers to agree that businesses need to provide a safer work environment, and that businesses are raising prices without worrying about the impacts on consumers.

Business

Agreement with Attitudinal Statements



B2 How strongly do you agree or disagree with the following? Base Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

Younger Australians are more likely to favour businesses which tackle climate change

Those aged under 30 (79%) are more likely to favour Australian businesses that take climate change, sustainability and ethical business practices seriously, compared to those aged 55+ (60%).

Residential

Agreement with Attitudinal Statements: By segments

	Gender		Age			Household Income			
	Male	**Female**	**18 - 34**	**35 - 54**	**55+**	**Less than $60,000**	**$60,001 - $100,000**	**$100,001 - $150,000**	**$150,001 or more**
Australian companies making profits is a good thing, it shows they are strong and stable	76%	69%	72%	74%	71%	68%	72%	79%	79%
Quality of service is more important to me than price	60%	55%	**66%**	57%	**50%**	52%	62%	58%	64%
Australian businesses need to provide safer work environments	70%	**79%**	77%	79%	71%	75%	74%	77%	76%
Australian businesses are raising prices without worrying about the impact on consumers	67%	**74%**	74%	71%	69%	74%	72%	72%	66%
I favour Australian businesses that take climate change, sustainability and ethical business practices seriously	65%	70%	**79%**	66%	**60%**	63%	73%	70%	75%
Australian companies are planning for current needs, not future needs	55%	52%	**62%**	56%	**43%**	49%	59%	58%	53%
Australian companies focusing on technology and innovation is a good thing	82%	78%	79%	81%	79%	77%	79%	82%	88%

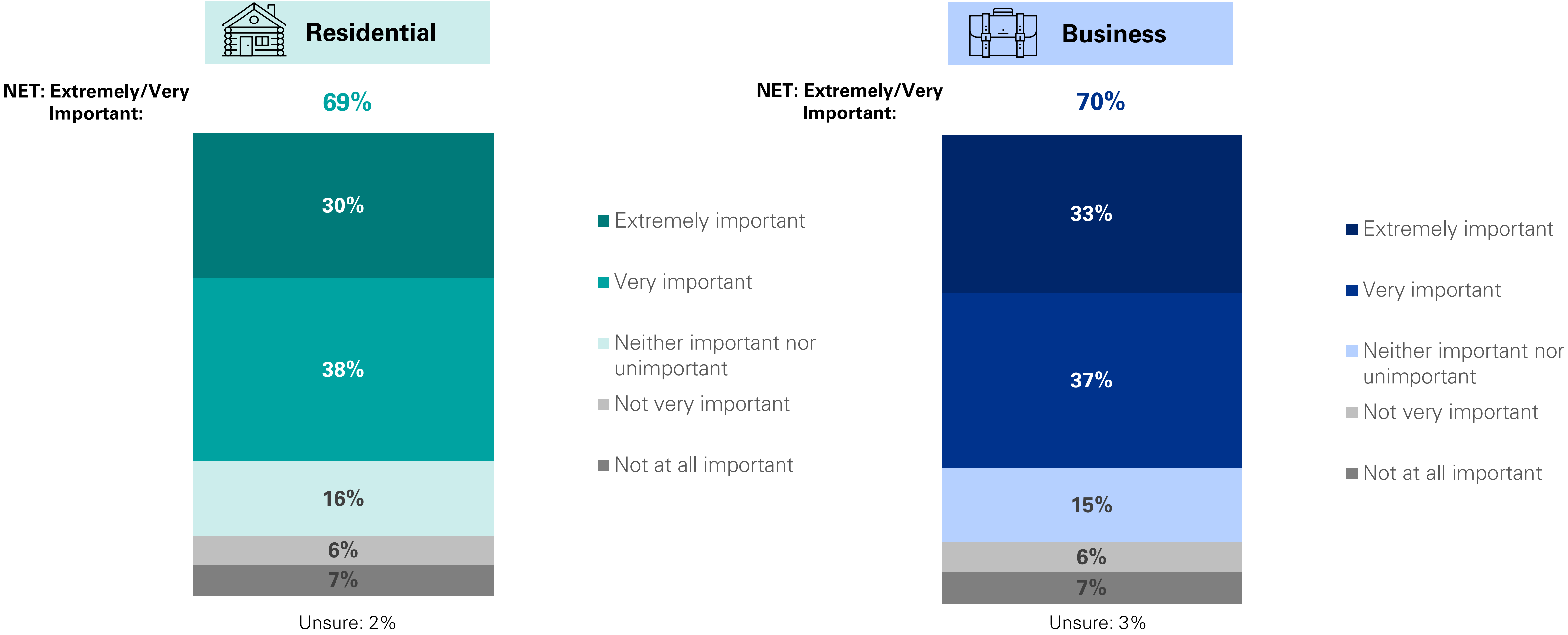
B2 How strongly do you agree or disagree with the following? Base Residential n=1,135

Green = Significantly higher than total
Red = Significantly lower than total

The majority of Australians agree transitioning to renewable energy sources is important

A third of residential and business customers agree transitioning to renewables is *extremely important*.

Importance of transitioning to renewable sources



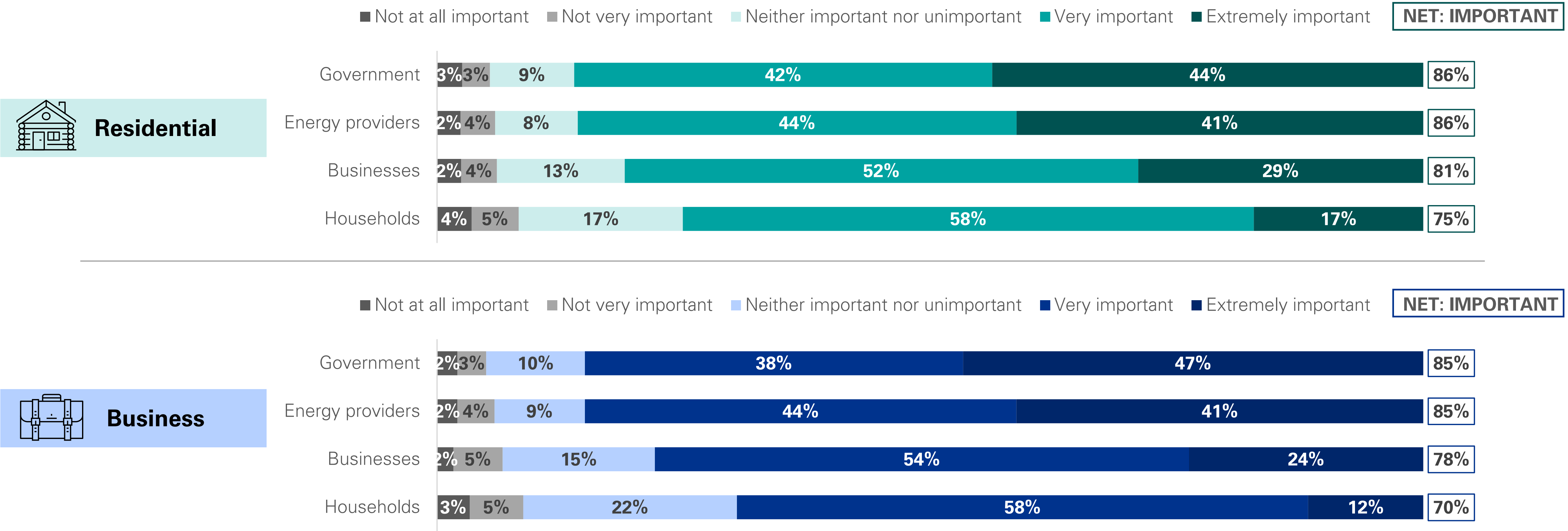
B3 How important is it to you that Australia transitions its energy sources from fossil fuels to renewable sources? Base Residential n=1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

Most believe responsibility for energy transition is shared

Most consumers believe responsibility is shared across government, energy providers, businesses, and households to contribute to transition, although households are considered to have the lowest level of responsibility.

Responsibility for Contribution to Energy Transition



B4 And how important is it for the following groups to contribute to energy transition? Base Residential n=1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

Females are significantly more likely to say energy transition is a shared responsibility

Males tend to agree government and energy providers shoulder more responsibility than households.

Responsibility for energy transition (Very/Extremely Important): By segments

	Business		Residential										
	Location		**Location**		**Gender**		**Age**			**Household Income**			
	Metro	**Regional**	**Metro**	**Regional**	**Male**	**Female**	**18 - 34**	**35 - 54**	**55+**	**Less than $60,000**	**$60,001 - $100,000**	**$100,001 - $150,000**	**$150,001 or more**
Government	85%	87%	87%	85%	82%	89%	88%	88%	83%	85%	85%	88%	91%
Energy Providers	86%	82%	86%	85%	81%	89%	88%	87%	84%	86%	83%	87%	88%
Businesses	78%	76%	81%	80%	75%	85%	85%	81%	78%	79%	83%	83%	84%
Households	70%	66%	76%	74%	70%	79%	83%	78%	67%	70%	79%	78%	80%

B4 And how important is it for the following groups to contribute to energy transition? Base Residential n=1,135, Business n=240

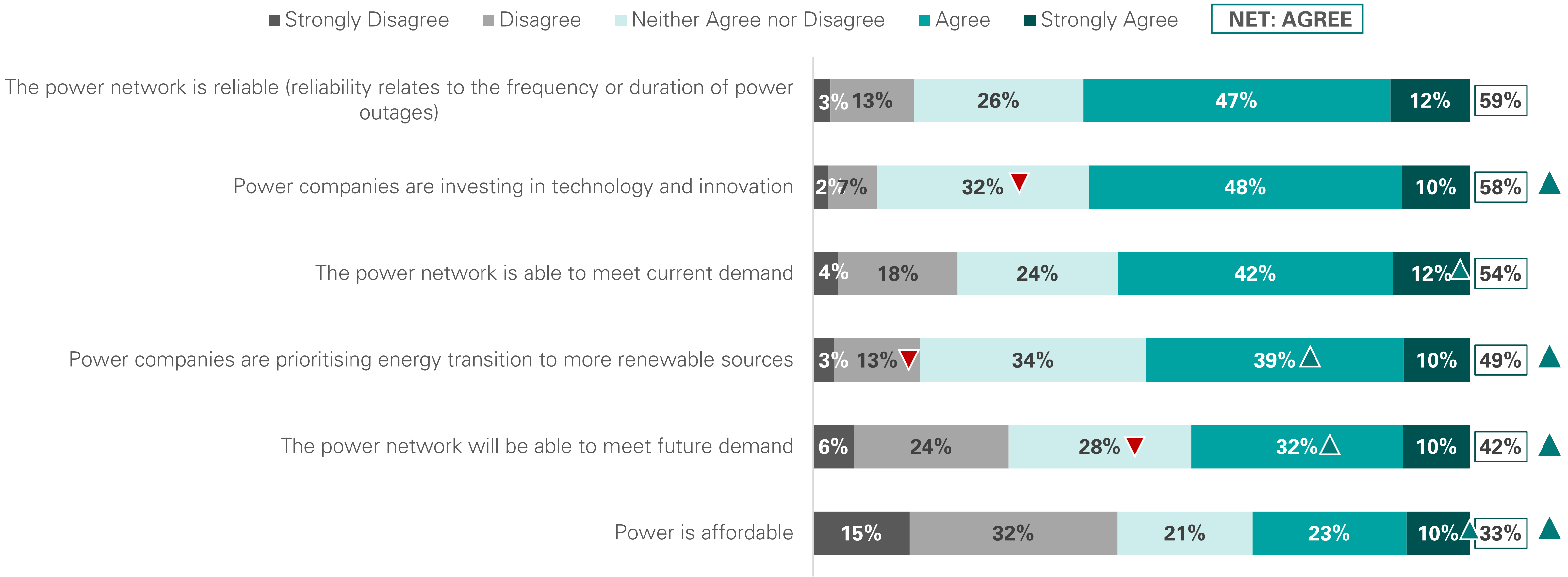
Green = Significantly higher than total
Red = Significantly lower than total

There are mixed perceptions about the reliability of the power network among residential customers

Residential consumers have mixed perceptions on power companies investing in technology and innovation, prioritising energy transition and ability to meet demand. Current affordability is the most disagreed with area, with only one third of residential consumers agreeing that power is affordable.

Residential

Agreement with Statements



B5 And how much do you agree or disagree with the following statements? Base Residential n=1,135

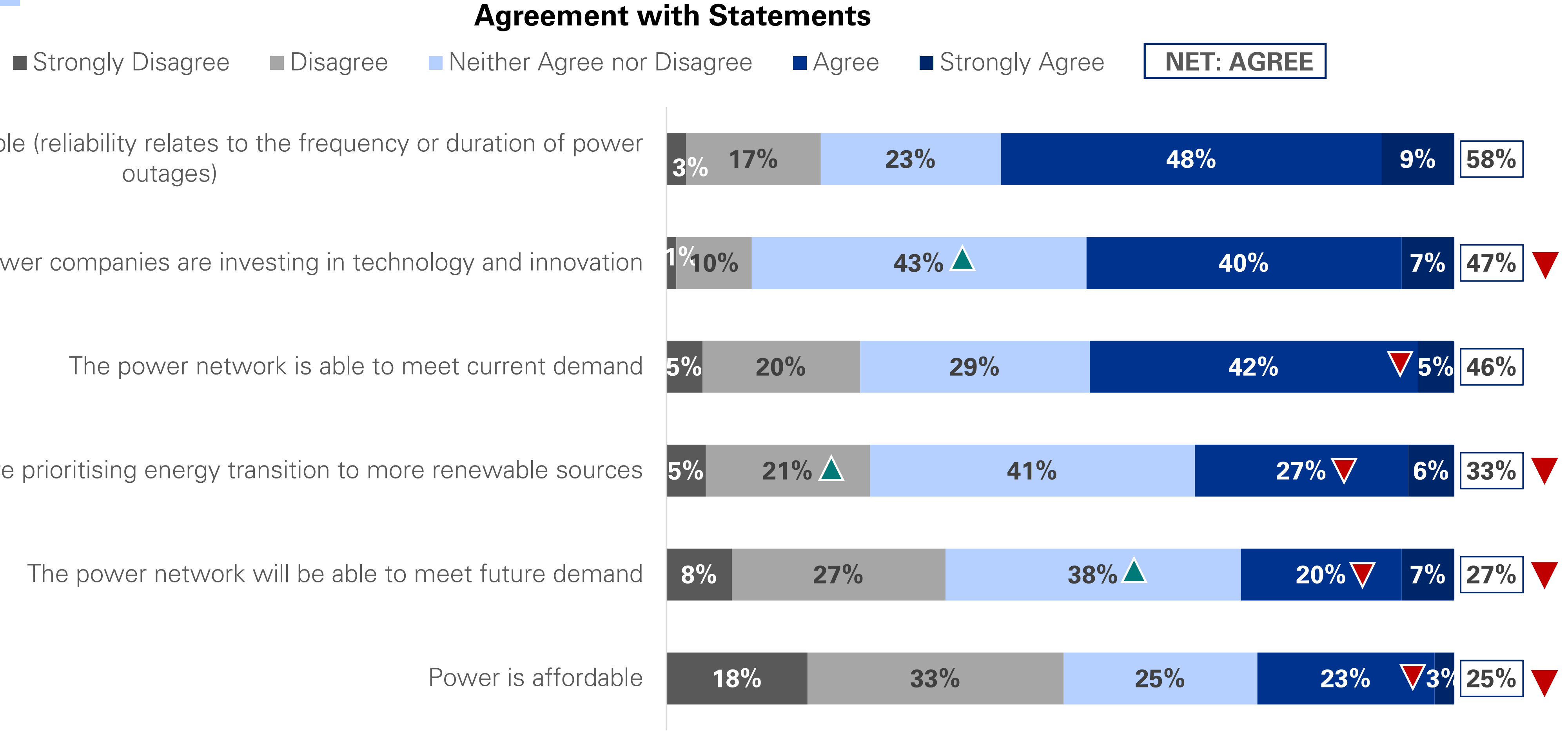
▲ = Significantly higher than total
▼ = Significantly lower than total

Businesses have mixed perceptions about power reliability

Businesses have mixed perceptions across all areas.

Only a quarter of businesses agree that power is affordable and that the network will be able to meet future demand.

Business



B5 And how much do you agree or disagree with the following statements? Base Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

Overview of Transgrid's Five Proposed Priority Areas

Transgrid's five proposed focus areas

Transgrid's Revenue Proposal prioritises the following outcomes:

1. Affordability: delivering value to customers through efficient delivery of services
2. Safety, security and reliability: despite operational complexity, Transgrid has a core responsibility to ensure electricity is delivered safely, securely and reliably
3. Servicing rapid localised demand growth: new developments across Sydney and regional NSW are driving demand growth that Transgrid is committed to meeting the needs of
4. Supporting the energy transition: timely transition is needed as Australia's energy market faces a transition to decarbonisation
5. Supporting technology and innovation: investment in technology and innovation can support improved affordability and address climate change with the reduction of emissions.

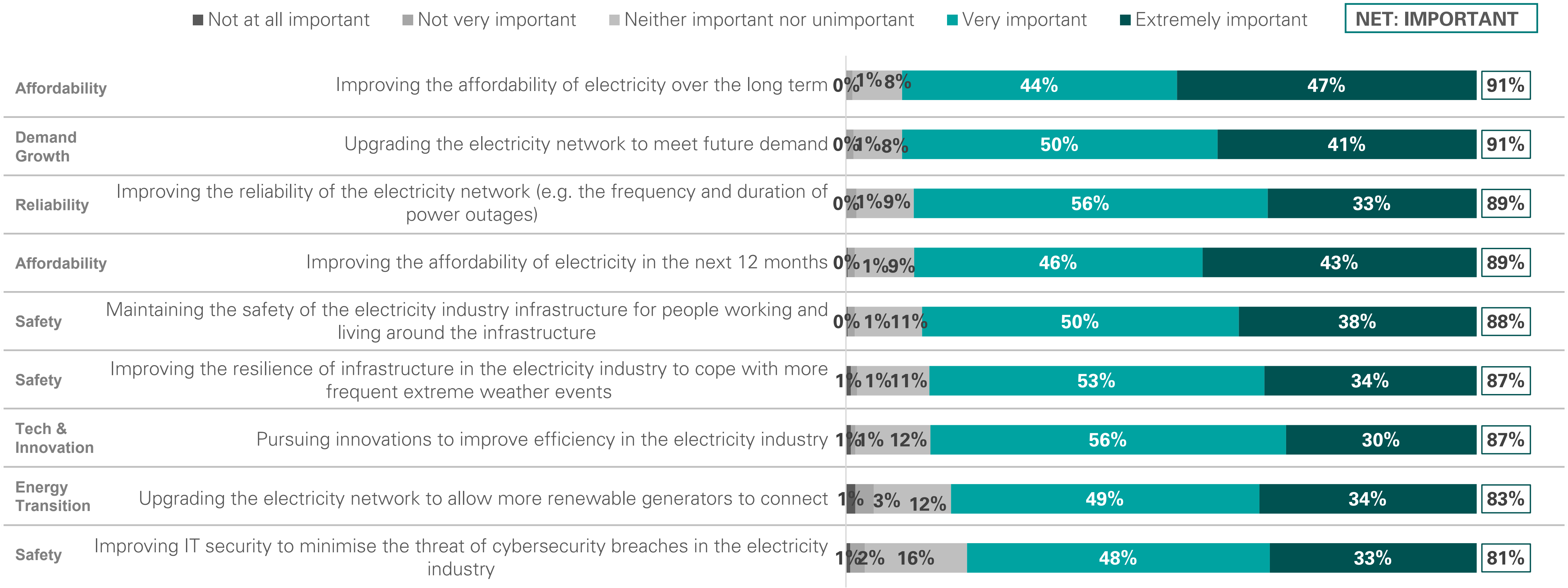
These were identified through consultation and engagement with Transgrid's customers, and the Transgrid Advisory Council. Initial engagement included:

- Independent qualitative and quantitative research into customers' attitudes towards energy and their priorities and preferences as part of Transgrid's Initial Revenue Proposal.
- Regular Transgrid Advisory Council meetings, including deep-dives into the issues that are of most concern to customers, and
- On 5 October 2021, publishing the Preliminary Revenue Proposal

Residential customers believe all five focus areas are important for the electricity industry

More than eight in ten residential customers agree each focus area is very/extremely important for the electricity industry.

Residential



C1 How important is it for the electricity industry to invest in the following service areas? Base Residential n=1,135

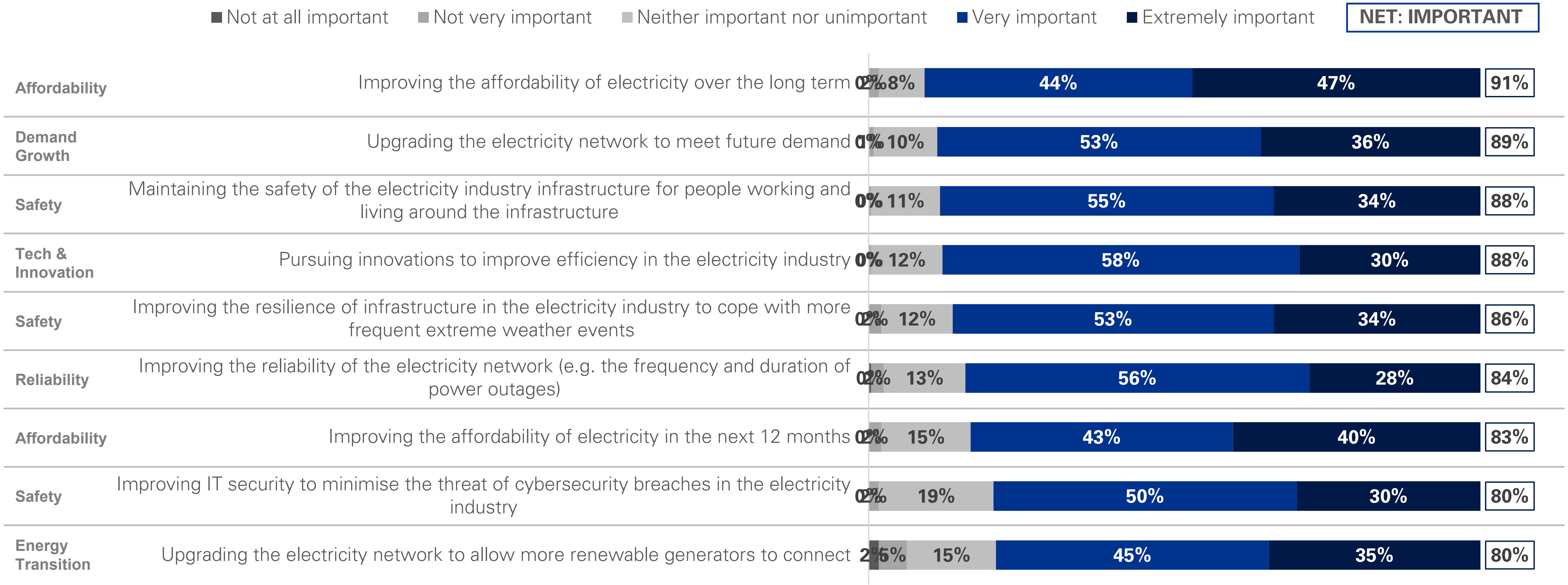
▲ = Significantly higher than total
▼ = Significantly lower than total

Businesses believe all five focus areas are important for the electricity industry to focus on

Eight in ten businesses also agree each focus area is very/extremely important for the electricity industry.

Business

Importance of focus areas



C1 How important is it for the electricity industry to invest in the following service areas? Base Business n=240

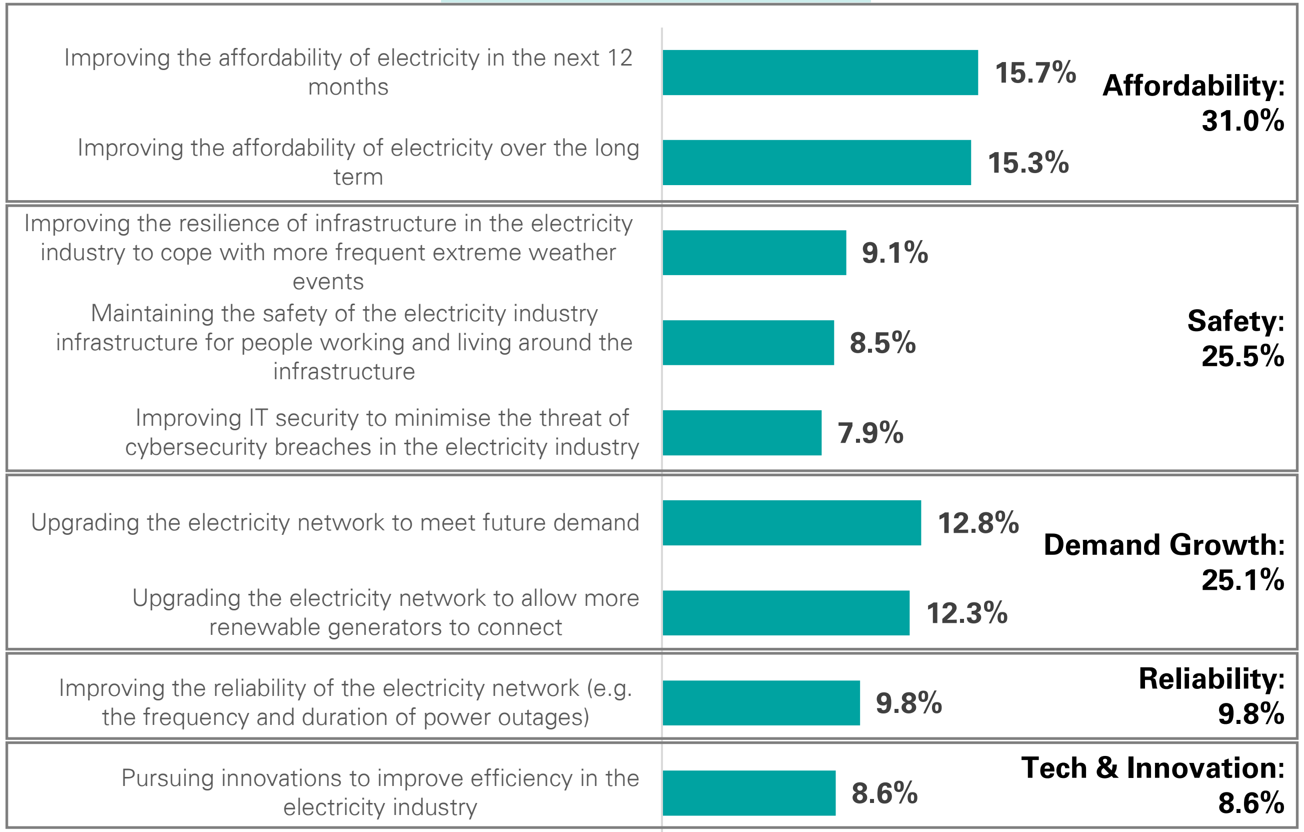
▲= Significantly higher than total
▼ = Significantly lower than total

When asked to prioritise, residential and businesses customers would allocate approximately 80% of weight to affordability, demand growth and safety

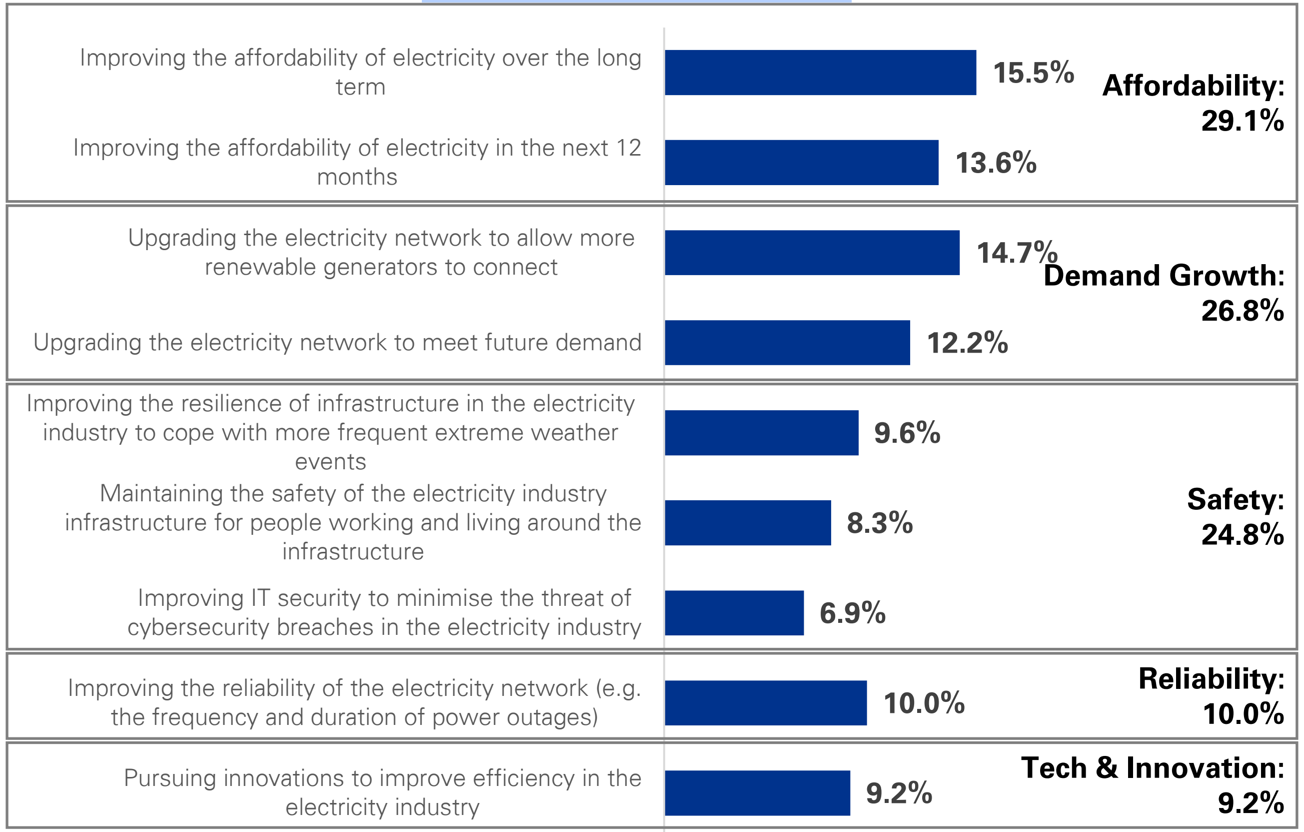
Amongst businesses, *upgrading the electricity network to allow more renewable generators to connect* is prioritised as highly as affordability.

Prioritisation of focus areas

Residential



Business



C2 And if the electricity industry had $100 million to invest ... you distribute the $100 million across each of these areas? Base Residential =1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

Affordability, safety and demand growth are prioritised amongst all segments

Males and those aged 55+ place a higher value on demand growth, to a similar level as affordability. In contrast, women place a higher priority on affordability; demand growth, while important, is considered a secondary priority.

Prioritisation of focus areas: By segments

	Business		Residential											
	Location		Location		Gender		Age			Household Income				
	Metro	Regional	Metro	Regional	Male	Female	18 - 34	35 - 54	55+	Less than $60,000	$60,001 - $100,000	$100,001 - $150,000	$150,001 or more
Affordability	28.9	30.2	30.3	32.3	28.6	32.8	30.9	32.1	30.2	31.6	32.1	27.8	29.5
Safety	25.0	23.8	26.1	24.4	25.3	25.7	28.4	25.2	23.5	24.5	25.9	26.6	26.1
Demand Growth	26.6	28.1	25.1	25.1	26.9	23.7	21.9	24.5	28.1	25.4	24.5	25.4	25.5
Reliability	10.3	8.7	9.7	9.9	10.3	9.4	9.8	9.6	9.9	10.2	9.1	10.7	9.6
Tech & innovation	9.2	9.3	8.7	8.3	8.9	8.4	9.1	8.5	8.3	8.3	8.4	9.5	9.3

C2 And if the electricity industry had $100 million to invest ... you distribute the $100 million across each of these areas? Base Residential =1,135, Business n=240

Green = Significantly higher than total
Red = Significantly lower than total

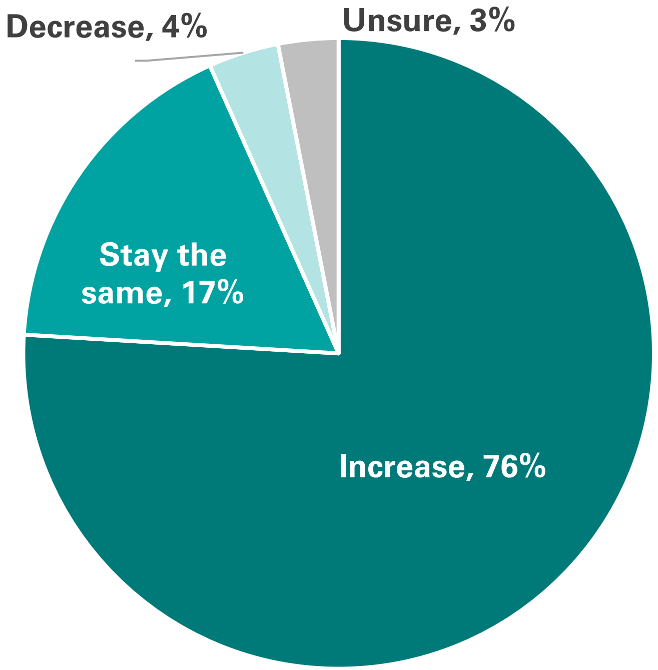
Focus Area: Affordability

Three quarters of residential customers expect their power bills to increase in the next 12 months

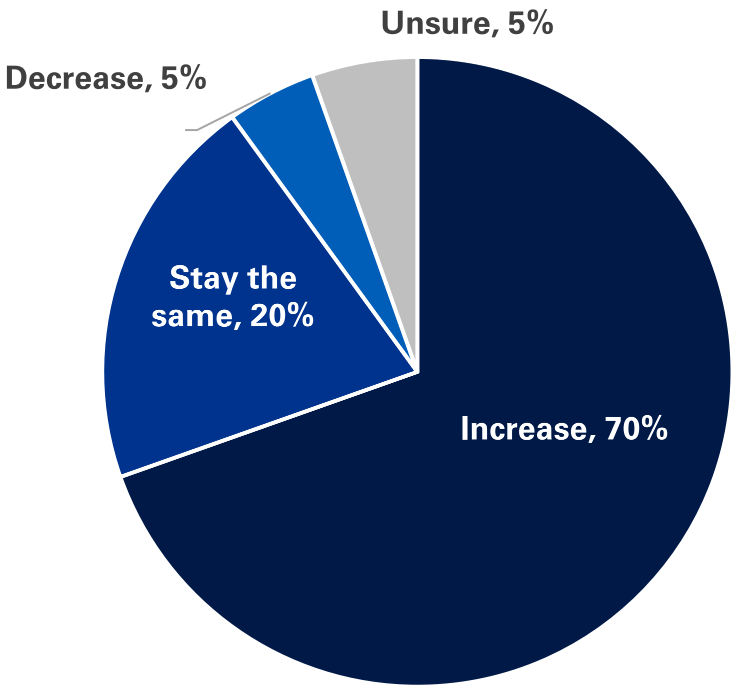
Almost one in five residential and business customers expect their power bills to stay the same, and only a very small proportion expect their power bills to decrease.

Expectations of power bills over the next 12 months

Residential



Business



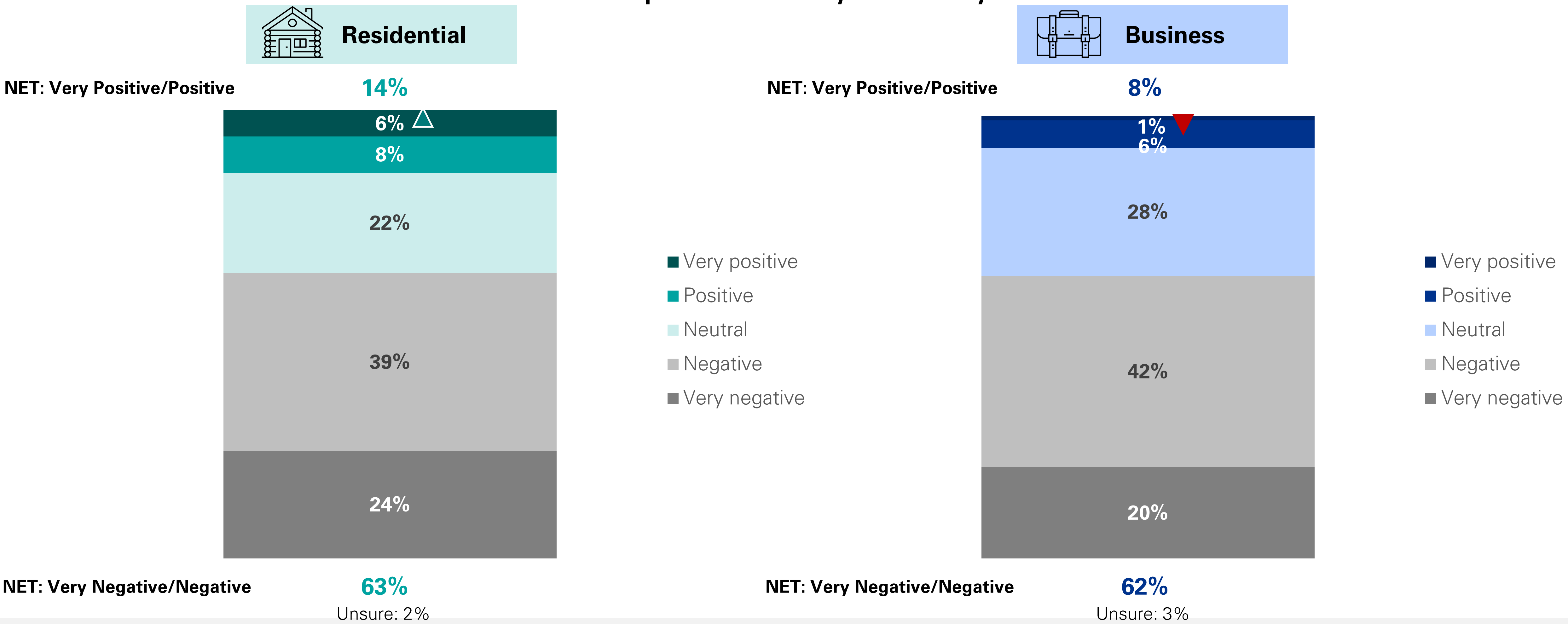
C3A And do you expect your power bills to increase, stay the same or decrease over the next 12 months? Base Residential =1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

Almost two thirds feel negatively towards electricity affordability

Almost a quarter of residential and business customers feel neutrally towards electricity affordability, and there are very small proportions who feel positively, with only 14% of residential customers and 8% of businesses feeling positive/very positive towards electricity affordability.

Perception of electricity affordability



C3B Compared to 12 months ago, how do you feel about electricity affordability? Base Residential =1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

Those who are aged 55+ and lower income are significantly more likely to feel negatively towards electricity affordability

The 18-34 year old age group and those on mid to higher incomes are more likely to feel more positive about affordability.

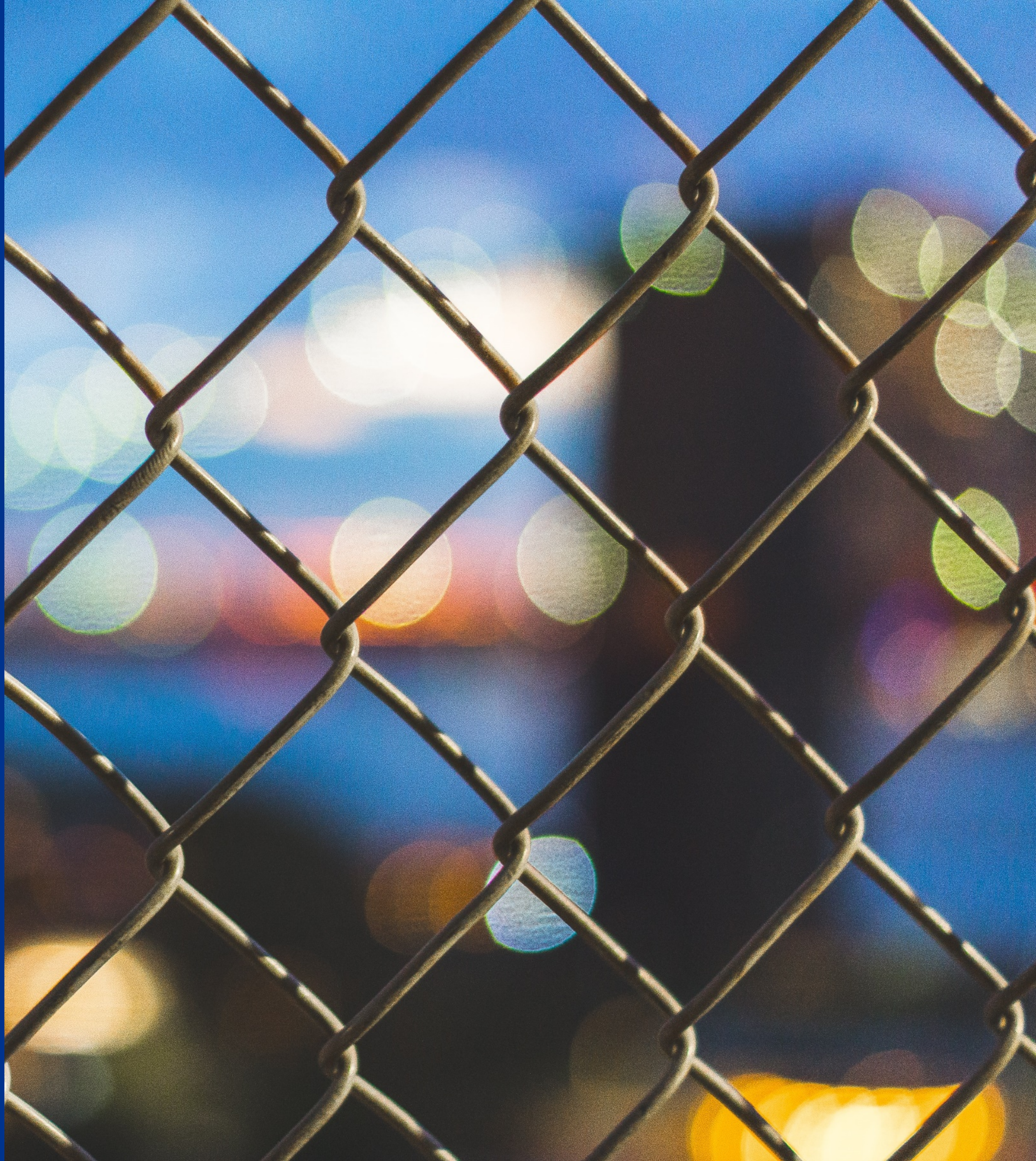
Perception of electricity affordability: By segments

	Business		Residential										
	Location		Location		Gender		Age			Household Income			
	Metro	Regional	Metro	Regional	Male	Female	18 - 34	35 - 54	55+	Less than $60,000	$60,001 - $100,000	$100,001 - $150,000	$150,001 or more
Positive/Very Positive	6%	13%	15%	10%	16%	12%	22%	15%	6%	10%	12%	20%	19%
Neutral	29%	21%	22%	21%	22%	22%	20%	21%	25%	18%	24%	21%	24%
Negative/Very Negative	61%	66%	60%	67%	60%	64%	57%	62%	67%	69%	62%	59%	56%

C3B Compared to 12 months ago, how do you feel about electricity affordability? Base Residential =1,135, Business n=240

Green = Significantly higher than total
Red = Significantly lower than total

Focus Area: Safety

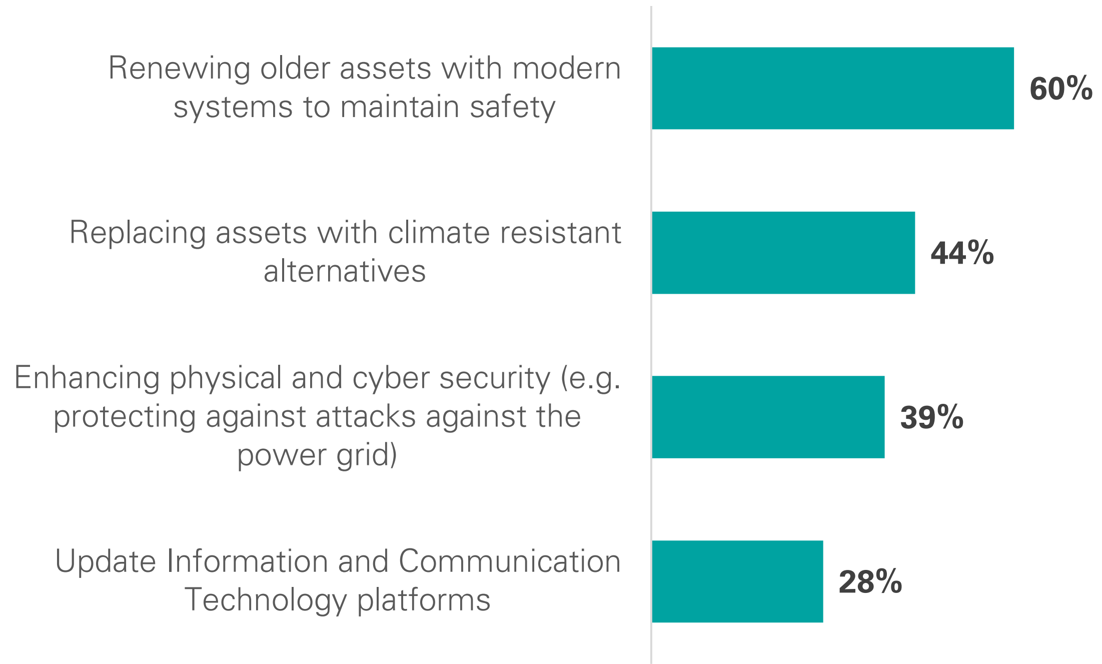


Amongst the four safety options proposed, renewing older assets with more modern systems is seen as the most important

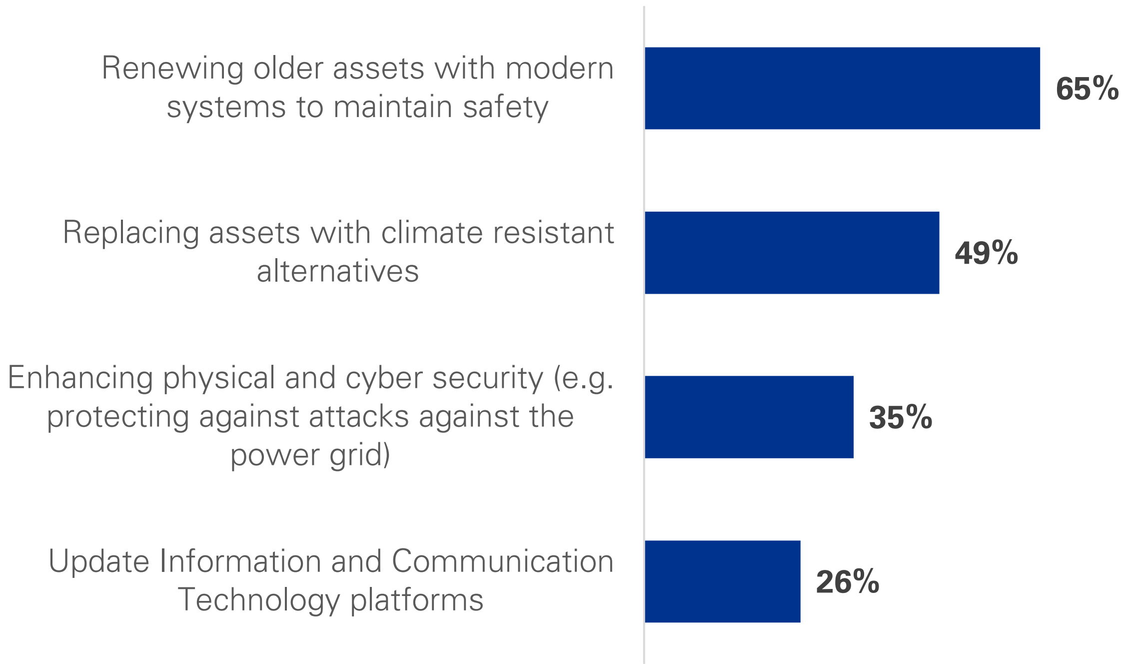
Following that, residential and business customers say replacing assets with climate resistant alternatives is the second most important.

Most Important for maintaining reliability and safety of the electricity network

Residential



Business



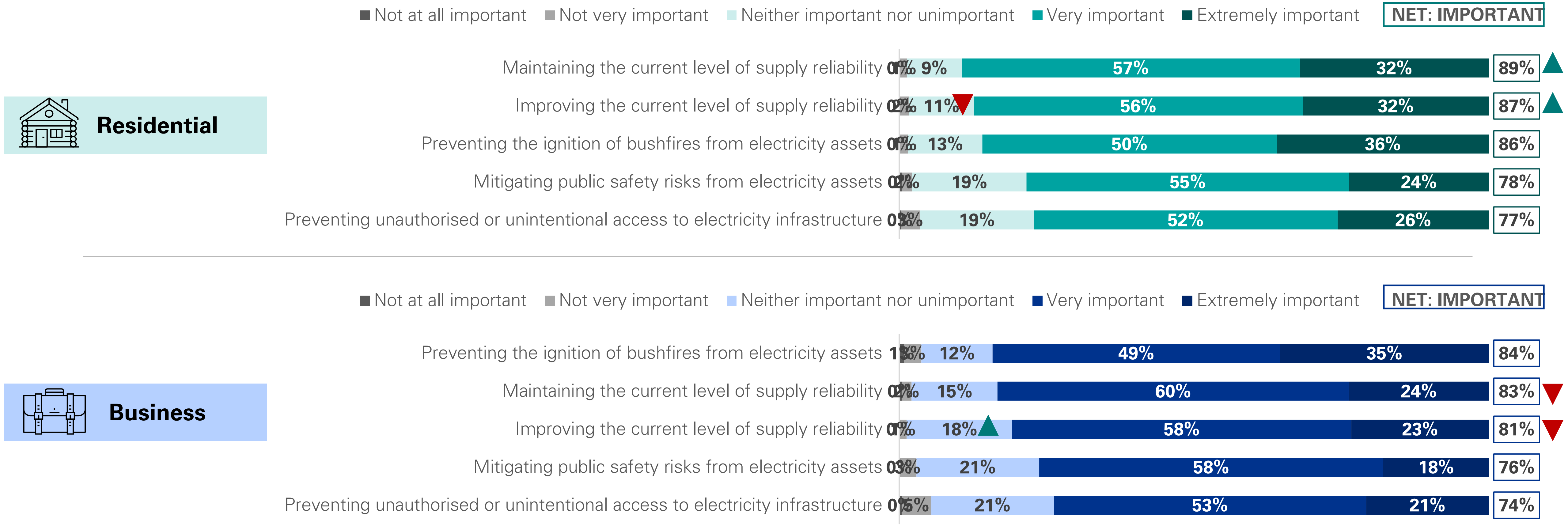
C4 Which of the below is the most important for maintaining reliability and safety of the electricity network? Base Residential =1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

The vast majority of residential and business customers agree all the safety outcomes proposed are important

A third of residential and business customers say it is extremely important to maintain and improve supply reliability and prevent the ignition of bushfires.

Importance of safety outcomes



C5 How important is it for the electricity industry to invest in renewing older assets to achieve the following service outcomes? Base Residential =1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

Those aged 55+ are significantly more likely to say all of the proposed safety outcomes are important

Females are significantly more likely than males to say *preventing the ignition of bushfires from electricity assets* and *mitigating public safety risks from electricity assets* are important.

Importance of safety outcomes (Very/Extremely Important): By segments

	Business		Residential										
	Location		Location		Gender		Age			Household Income			
	Metro	Regional	Metro	Regional	Male	Female	18 - 34	35 - 54	55+	Less than $60,000	$60,001 - $100,000	$100,001 - $150,000	$150,001 or more
Preventing the ignition of bushfires from electricity assets	86%	76%	85%	88%	82%	89%	85%	82%	90%	89%	84%	87%	80%
Mitigating public safety risks from electricity assets	77%	74%	80%	74%	74%	82%	80%	76%	79%	77%	81%	77%	80%
Preventing unauthorised or unintentional access to electricity infrastructure	74%	74%	78%	75%	76%	78%	72%	74%	84%	78%	80%	74%	75%
Maintaining the current level of supply reliability	85%	74%	89%	90%	90%	89%	83%	90%	94%	93%	90%	85%	88%
Improving the current level of supply reliability	82%	74%	87%	88%	87%	88%	82%	86%	93%	90%	86%	85%	86%

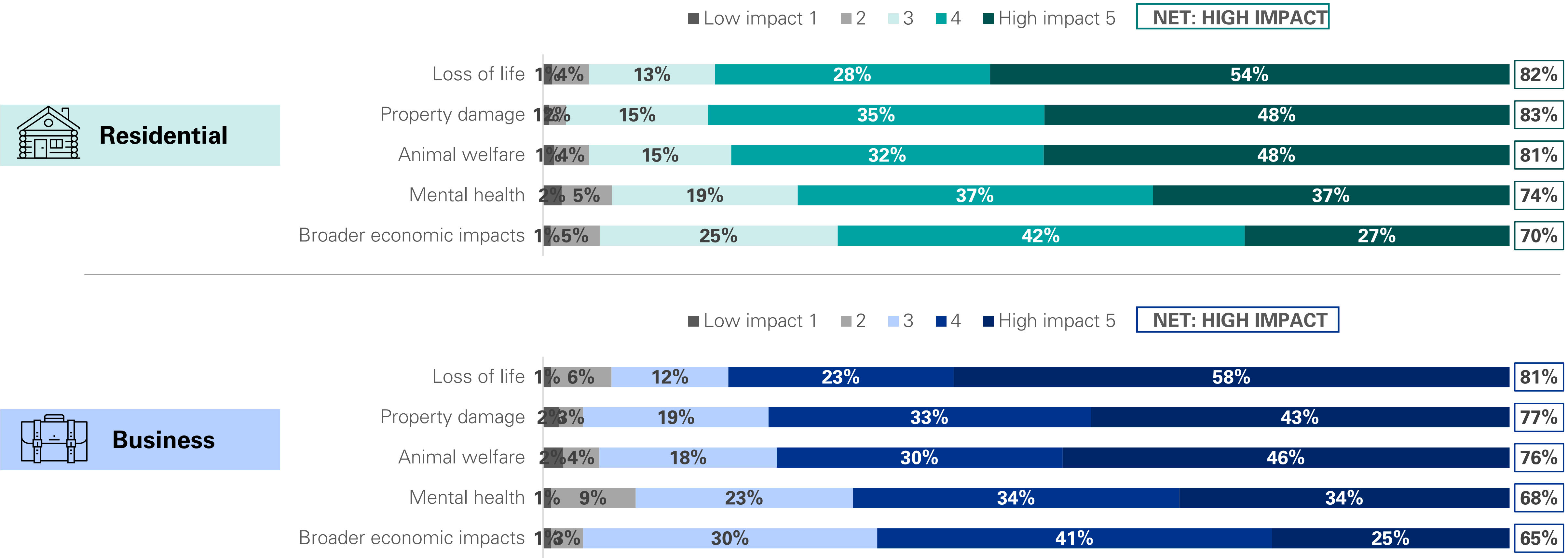
C5 How important is it for the electricity industry to invest in renewing older assets to achieve the following service outcomes? Base Residential =1,135, Business n=240

Green = Significantly higher than total
Red = Significantly lower than total

Customers believe bushfires have wide ranging significant impacts

Both residential and business customers agree all areas of *loss of life, property damage, animal welfare, mental health* and *broader economic impacts* are important in the level of impact they have.

Level of impact of bush fires

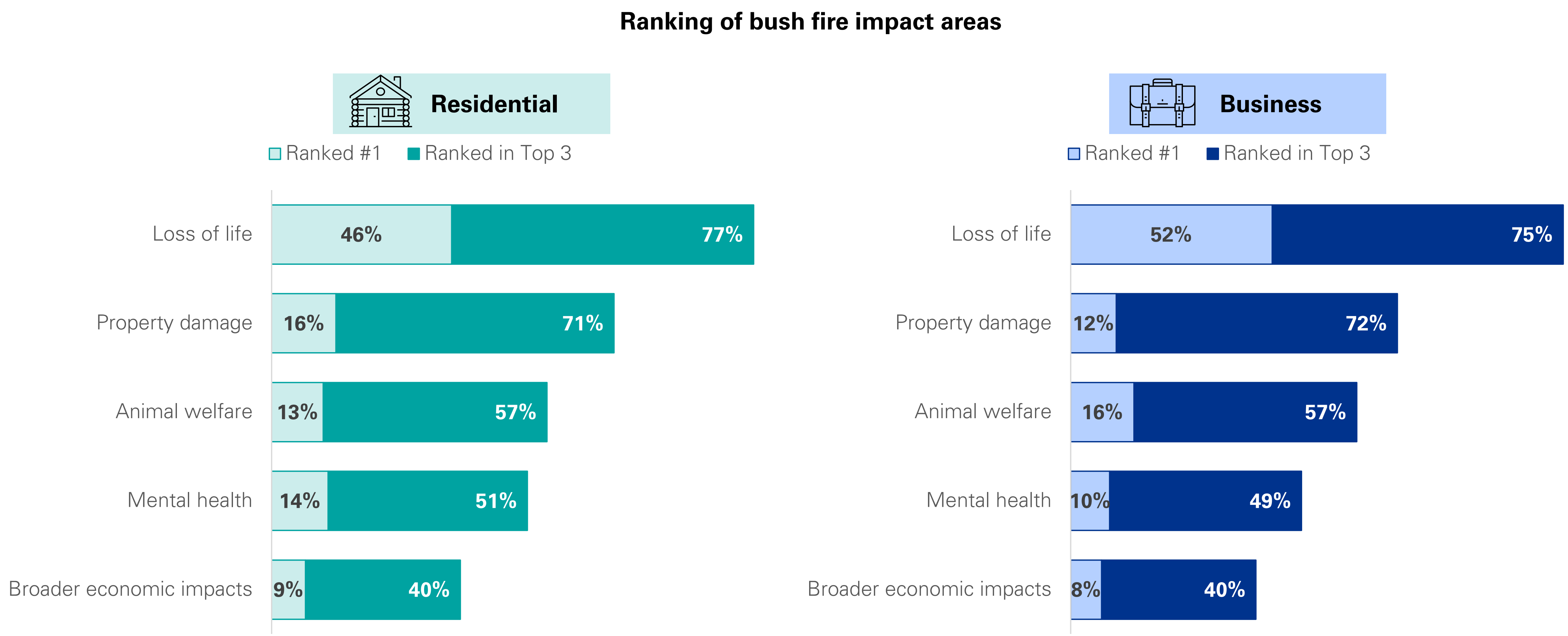


C6A Thinking about all of the different impacts bushfires may have, how would you rate the importance of each of the below in the level of impact that they have? Base Residential =1,135, Business n=240

▲ = Significantly higher than total
▼ = Significantly lower than total

Customers rank loss of life as the highest area of bush fire impact

Three quarters of residential and business customers rank *loss of life* in the top 3 for highest impact. This is followed by *property damage*, with *animal welfare, mental health* and *broader economic impacts* ranked as lower importance.



C6B And which areas would you rank as the top 3 of highest impact? Base Residential =1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

All groups rank loss of life as the highest impact area of bushfires

Those aged 55+ are significantly more likely to rank *property damage* as higher impact, and females are significantly more likely to consider *mental health* and *animal welfare* as higher impact, while males consider the *broader economic impacts* as higher ranking.

Issue ranked top 3: By segments

	Business		Residential										
	Location		Location		Gender		Age			Household Income			
	Metro	Regional	Metro	Regional	Male	Female	18 - 34	35 - 54	55+	Less than $60,000	$60,001 - $100,000	$100,001 - $150,000	$150,001 or more
Loss of life	74%	76%	76%	80%	77%	78%	73%	76%	82%	81%	78%	75%	72%
Property damage	71%	79%	71%	71%	72%	71%	63%	73%	76%	72%	71%	64%	73%
Mental health	48%	55%	51%	52%	46%	55%	61%	54%	41%	49%	50%	59%	52%
Animal welfare	56%	63%	56%	60%	52%	61%	61%	54%	57%	59%	53%	53%	62%
Broader economic impacts	42%	26%	44%	32%	51%	31%	41%	41%	37%	35%	44%	46%	39%

C6B And which areas would you rank as the top 3 of highest impact? Base Residential =1,135, Business n=240

Green = Significantly higher than total
Red = Significantly lower than total

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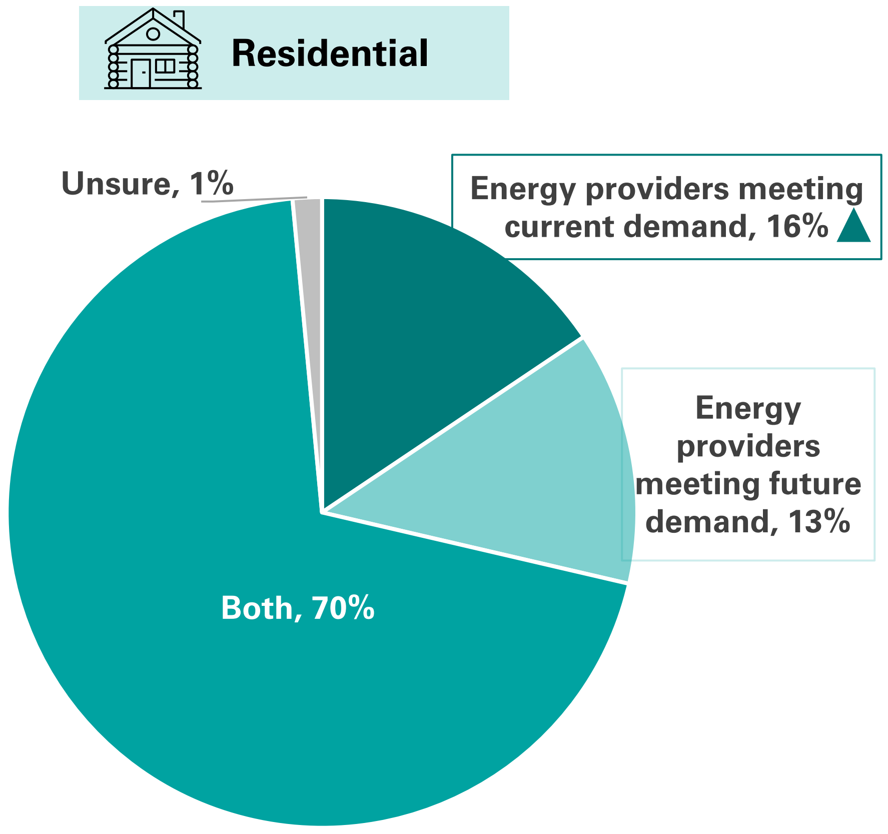
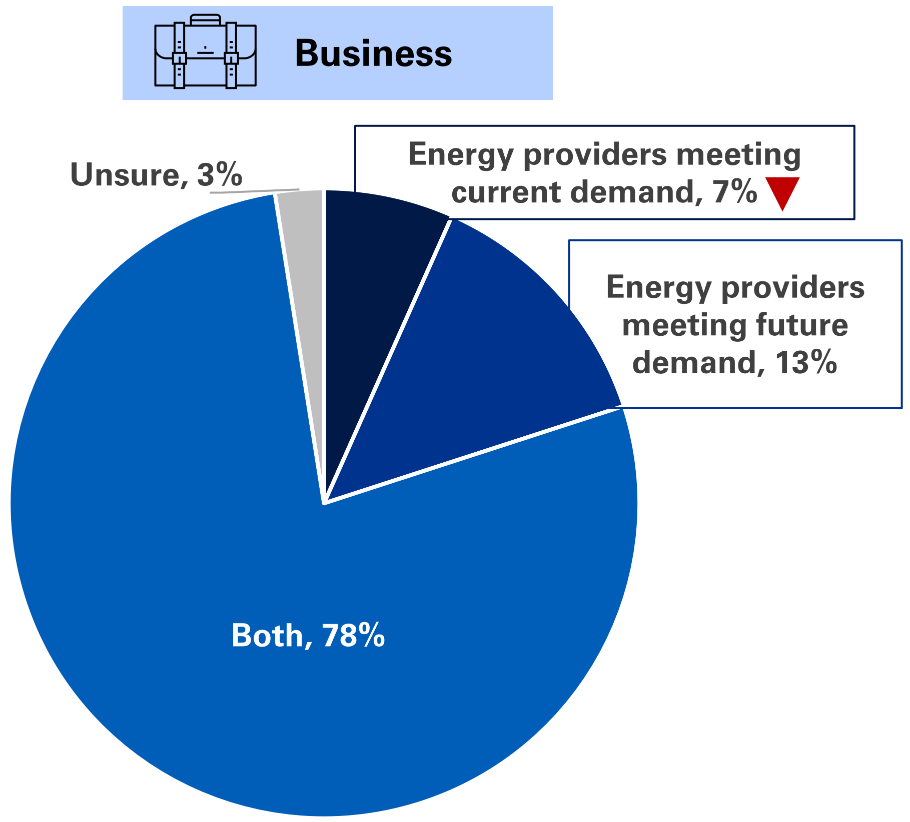
Focus Area: Demand Growth

The majority believe it's important for energy providers to focus on meeting both current demand and future demand

Only small proportions of residential or business customers select one as more important than the other.





C7 Which is more important? Base Residential =1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

Those aged 55+ and on lower incomes are more likely to believe it is important for energy companies to focus on meeting both current and future demand

Although younger age groups and higher incomes tend to say both current and future demand is important, there is a almost a quarter of each who say meeting current demand is important.

What is more important? By segments

	Business		Residential										
	Location		Location		Gender		Age			Household Income			
	Metro	Regional	Metro	Regional	Male	Female	18 - 34	35 - 54	55+	Less than $60,000	$60,001 - $100,000	$100,001 - $150,000	$150,001 or more
Energy providers meeting current demand	6%	8%	16%	15%	19%	13%	26%	19%	5%	9%	20%	22%	21%
Energy providers meeting future demand	14%	8%	13%	13%	14%	12%	15%	13%	11%	12%	14%	17%	12%
Both	76%	84%	70%	70%	65%	73%	56%	68%	82%	78%	64%	60%	67%

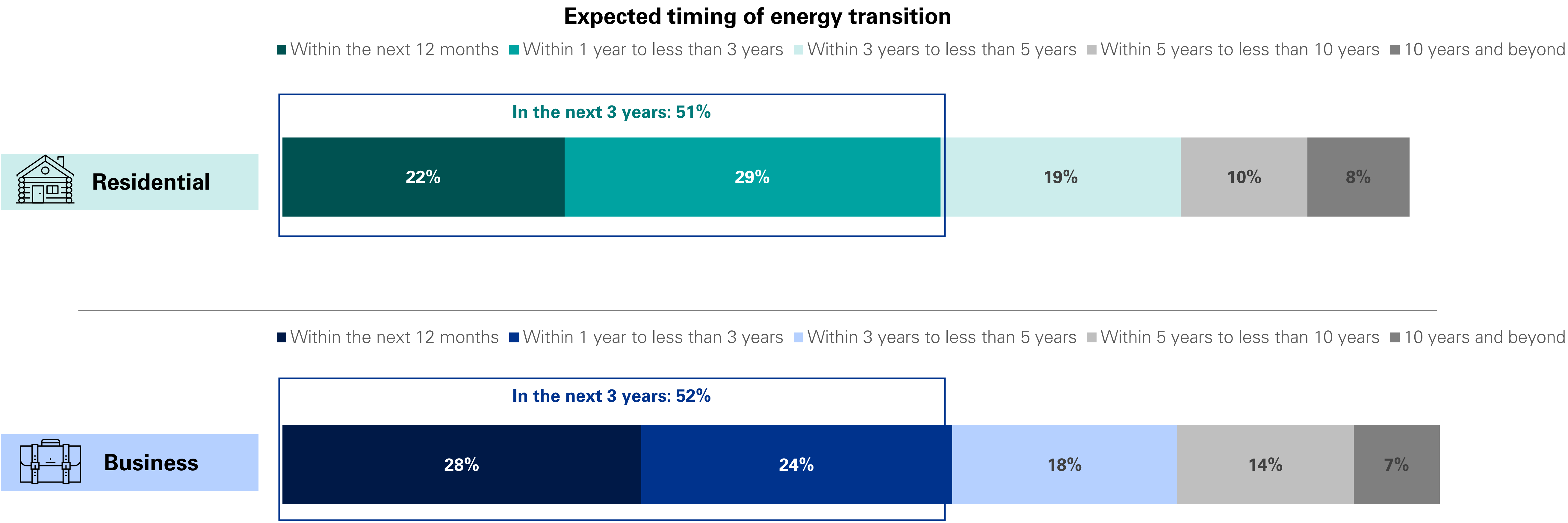
C7 Which is more important? Base Residential =1,135, Business n=240

Green = Significantly higher than total
Red = Significantly lower than total

Focus Area:
Energy Transition

One in two expect the energy industry to prioritise the build of infrastructure to facilitate energy transition within next 3 years

Only a small proportion (approximately 1-in-5) believe that it will take the electricity industry 5 years or more to prioritise the build of infrastructure to facilitate the transition to renewable energy sources.



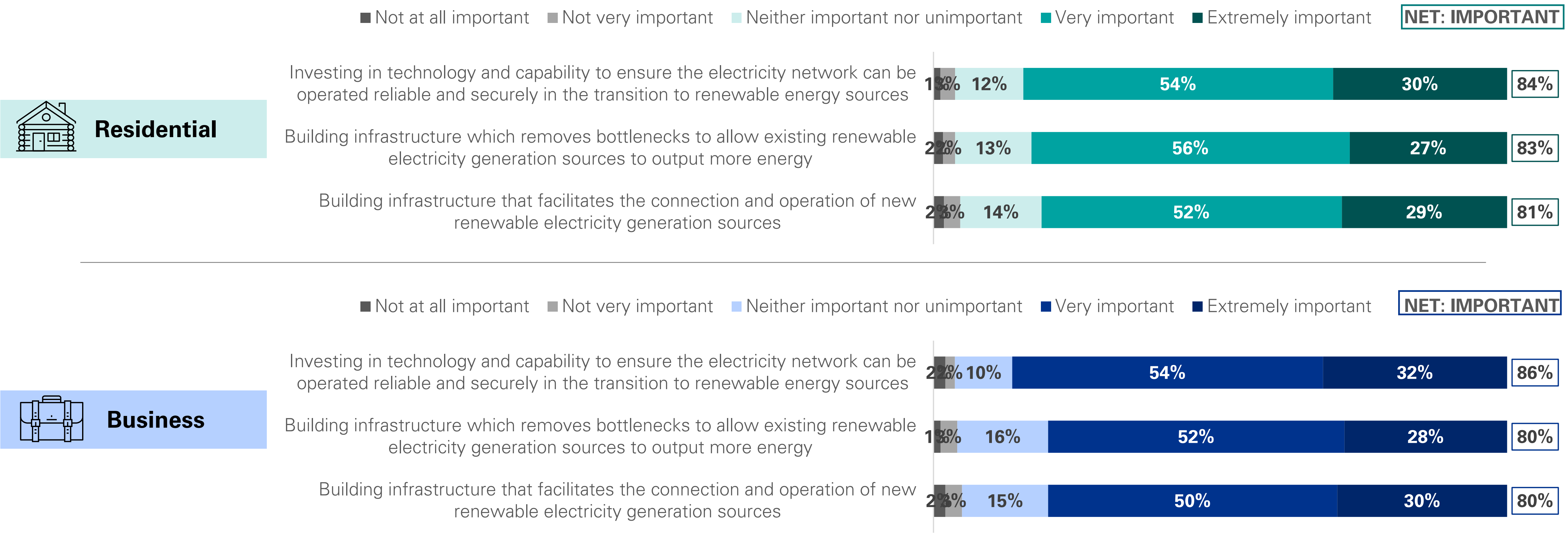
C8 How soon would you expect the electricity industry to prioritise the build of infrastructure to facilitate the transition to renewable energy sources? Base Residential =1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

All proposed areas are important in transitioning to renewable sources

Ensuring the reliability and security of the electricity network in the transition to renewable energy sources leads for both residential and business customers.

Importance of investment across areas to facilitate transition to renewable sources



C9 How important is it for the electricity industry to invest in new infrastructure, technology and capability to facilitate a reliable transition to renewable energy sources? Base Residential =1,135, Business n=240

▲ = Significantly higher than total
▼ = Significantly lower than total

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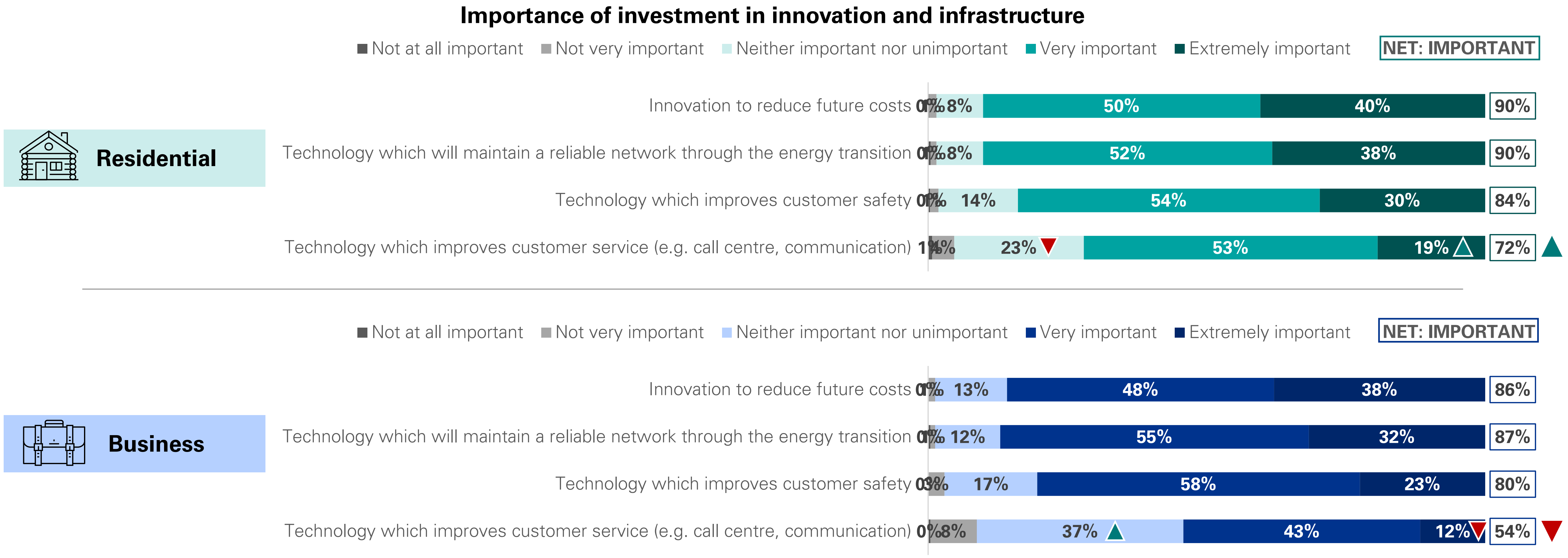
Focus Area:
Tech and Innovation

Of the proposed innovation areas, supporting cost reductions and energy transition are rated as the most important by residential customers and businesses

Fewer residential and business customers agree that *technology which improves customer service* is important.



C10 How important is it for the electricity industry to invest in new infrastructure and innovation to maintain or improve customer outcomes? Base Residential =1,135, Business n=240

▲= Significantly higher than total
▼ = Significantly lower than total

Females are significantly more likely than males to agree that innovation supporting customer safety and customer service are also important

Those aged 55+ rate cost reduction and energy transition as higher importance.

Importance of investment in innovation and infrastructure: By segments

	Business		Residential										
	Location		Location		Gender		Age			Household Income			
	Metro	Regional	Metro	Regional	Male	Female	18 - 34	35 - 54	55+	Less than $60,000	$60,001 - $100,000	$100,001 - $150,000	$150,001 or more
Innovation to reduce future costs	87%	82%	89%	92%	88%	92%	87%	88%	94%	93%	89%	90%	87%
Technology which will maintain a reliable network through the energy transition	86%	92%	90%	91%	90%	90%	84%	90%	95%	91%	89%	91%	88%
Technology which improves customer safety	81%	79%	85%	82%	79%	88%	83%	83%	86%	87%	85%	80%	78%
Technology which improves customer service (e.g. call centre, communication)	53%	58%	74%	69%	66%	76%	73%	71%	72%	74%	73%	74%	68%

C10 How important is it for the electricity industry to invest in new infrastructure and innovation to maintain or improve customer outcomes? Base Residential =1,135, Business n=240

Green = Significantly higher than total
Red = Significantly lower than total

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