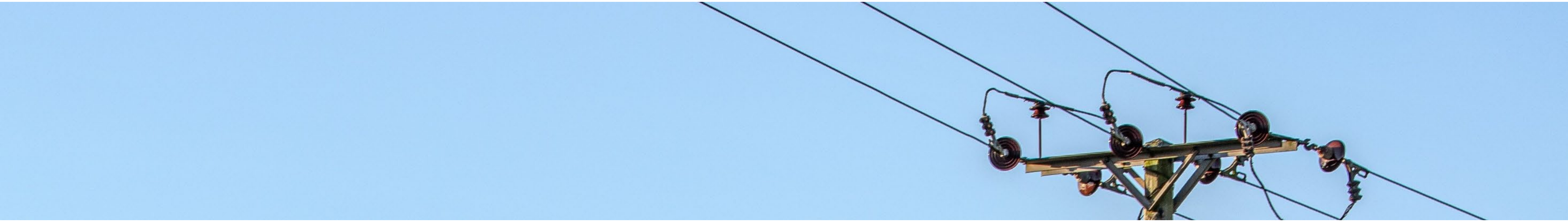
ENERGY CONSUMERS AUSTRALIA

The Consumer Energy Report Card

HOUSEHOLD RESEARCH REPORT – WAVE 4 AUTUMN 2026



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Background and objectives

Energy Consumers Australia is the national voice for both household and small business energy consumers. The organisation represent consumers to ensure they have their values, expectations and needs met through a modern, flexible and resilient energy system.

This fourth wave was fielded in Autumn 2026, and aims to understand:

- The priorities and values of Australian energy consumers
- Energy affordability
- Levels of energy literacy
- Engagement with the energy system
- Attitudes to the transition to renewables
- Technology utilisation and specific behaviours to minimise energy use
- Consideration and use of different types of passenger vehicles, including hybrid and fully electric vehicles.

The study is repeated every 6 months to provide an ongoing measure of energy consumer attitudes and behaviours.

Research methodology

Fieldwork dates

8th – 29th April 2026

Online survey

Participants sourced from a professional ISO-accredited online market research panel.

Representative sample

n = 4,507 household energy decision makers across Australia

The large total sample size of 4,507 is associated with an overall margin of error of +/- 1.5% at a 95% confidence interval. As detailed in the following slide it provides a robust sample size for each Australian state and territory, as well as for other key consumer segments.

The target of the survey was Australian adults who are responsible for paying energy bills and/or choosing energy products and services for their household.

Data was weighted according to 2021 Census population statistics on age, gender, area, and highest level of education. It was adjusted to take into account that energy decision makers have a slightly different age and gender profile than that of the broader population.

Sample profile

	Total (n)
Total sample	4,507
Gender	
Male	2,217
Female	2,278
Another gender	12
Age	
18-24	280
25-34	827
35-49	1,249
50-64	1,121
65+	1,030

	Total (n)
Area	
Metro	2,745
Regional	1,762
NSW	1,001
VIC	1,001
QLD	801
SA	600
WA	601
TAS	201
ACT	201
NT	101
Financial status	
Doing well / okay	3,046
Having difficulty	1,461

	Total (n)
Housing type	
Freestanding house	3,062
Other	1,445
Home ownership	
Renting	1,366
Own/Mortgage	3,036
Other	105
Rooftop solar	
Yes	1,571
No	2,936
CALD	
Prefer to speak a language other than English at home / with close friends	583

Issues context, attitudes and interest in energy

Highlights:
Issues context, attitudes & interest in energy

Energy remains a key issue, with concerns evident in relation to both cost and reliability

78% extremely / quite concerned with **the cost of electricity**

52% extremely / quite concerned with **the cost of gas**

43% extremely / quite concerned with **reliability of the energy grid**

Energy literacy remains low, with only…

29% understanding how their electricity bill is calculated

23% understanding what a "retail electricity tariff" is

22% understanding what a "feed-in tariff" is

There is a clear lack of understanding of the energy transition

	Agree	Disagree
You clearly understand why Australia is transitioning to clean energy	56% agree	22% disagree
You clearly understand how you could reduce your household's carbon footprint	53% agree	21% disagree
Government and other groups have clearly explained how the energy transition will affect households like yours	24% agree	47% disagree

Most prefer a passive relationship with Australia's energy system

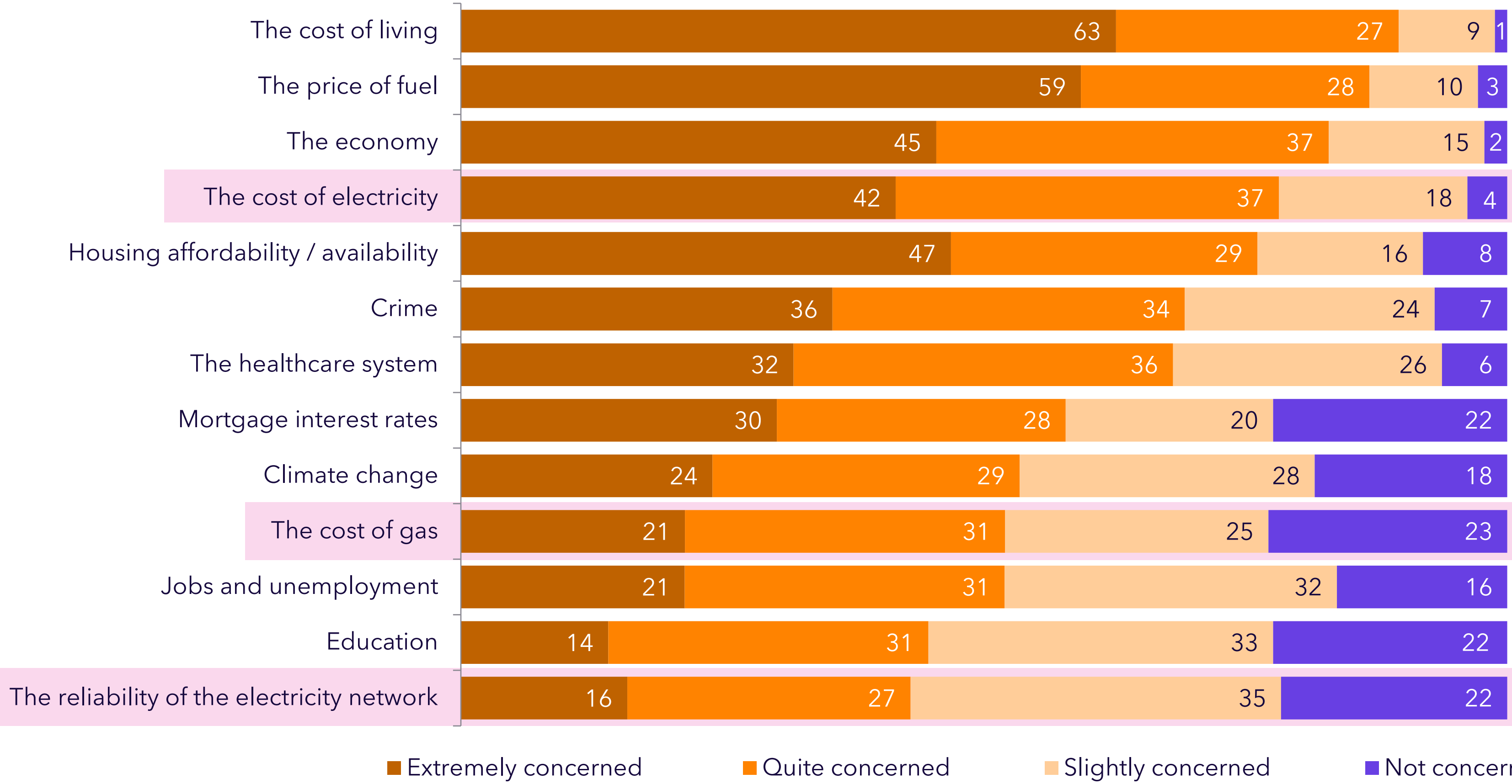
41% want an active relationship

59% want a basic relationship

Contextual issues and concerns

Concern with the cost of electricity remains high, with 78% either quite or extremely concerned – not far behind concerns with the economy, the price of fuel and the cost of living more broadly. About half are concerned about the cost of gas, although this rises to 66% among those who have a gas connection at home.

Concern about specific issues (%)



TOTAL EXTREMELY / QUITE CONCERNED (%)

	SPRING 2024	AUTUMN 2025	SPRING 2025	AUTUMN 2026
The cost of living	90	90	88	90
The price of fuel	-	-	-	87
The economy	79	82	76	83
The cost of electricity	81	78	79	78
Housing affordability / availability	79	77	77	76
Crime	70	69	70	69
The healthcare system	77	72	72	68
Mortgage interest rates	62	56	54	58
Climate change	57	55	55	53
The cost of gas	60	49	51	52
Jobs and unemployment	54	51	52	52
Education	50	50	49	45
The reliability of the electricity network	48	43	42	43

66% among those who have a home gas connection

Q11. How concerned, if at all, are you with the following issues?
Base: Total (n=4,507)

Numbers in blue font indicate the result is statistically significantly higher than the result of those in the previous wave. Numbers in red font indicate the result is statistically significantly lower

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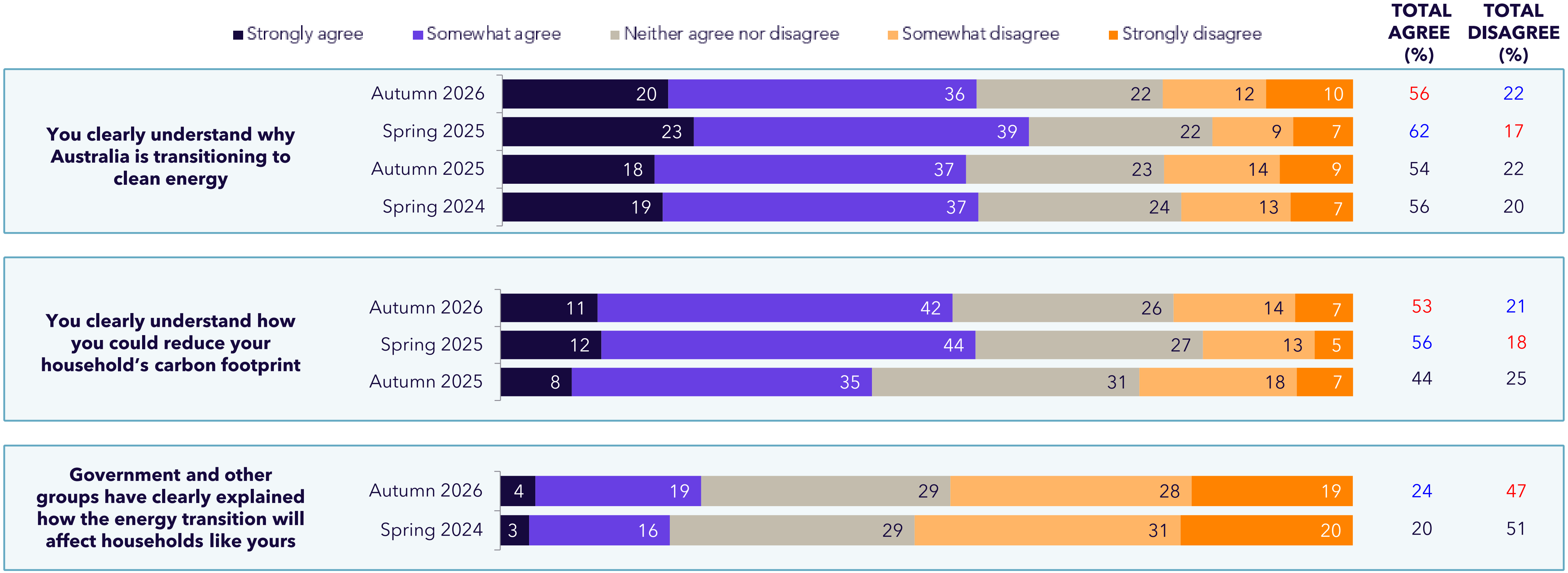
Understanding of the energy transition

Only a little more than half say they clearly understand why Australia is transitioning to clean energy (56%), or say they understand how they could reduce their household's carbon footprint (53%). However, only one quarter (24%) say impacts of the transition have been clearly explained by government and other groups.

Agreement with statements about the transition (%)



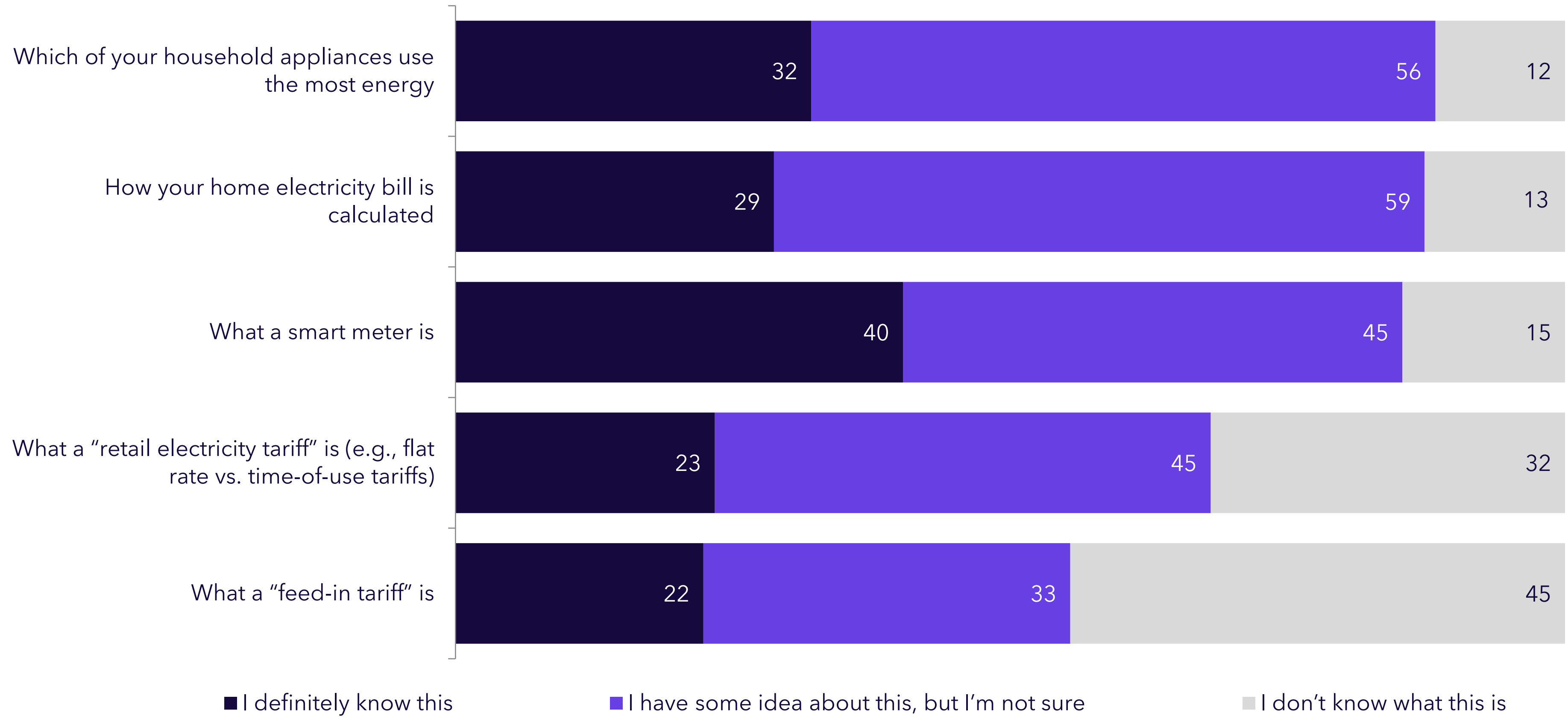
Q41. Do you agree or disagree with the following statements?
Base: Total (n=4,507)

Numbers in blue font indicate the result is statistically significantly higher than the result of those in the previous wave. Numbers in red font indicate the result is statistically significantly lower

Energy literacy

Energy bill literacy remains relatively low overall, with only three in ten (29%) saying they 'definitely know' how their electricity bill is calculated. Knowledge is also low in regards to what a retail electricity tariff (23%) or feed-in tariff (22%) is.

Level of understanding (%)



TOTAL KNOW ABOUT IT (%)

	AUTUMN 2025	SPRING 2025	AUTUMN 2026
Which of your household appliances use the most energy	-	-	88
How your home electricity bill is calculated	88	89	87
What a smart meter is	86	85	85
What a "retail electricity tariff" is (e.g., flat rate vs. time-of-use tariffs)	69	69	68
What a "feed-in tariff" is	56	56	55

Q14. How much do you know about the following things?
Base: Total (n=4,507)

Numbers circled in blue indicate the result is statistically significantly higher than those in the previous wave, and numbers circled in red indicate the result is statistically significantly lower

Preferred relationship with Australia's electricity system

More want a "basic relationship" (59%) with Australia's energy system than an "active relationship" (41%), with little change recorded.

59%

WANT A BASIC RELATIONSHIP

(+1% VS SPRING 2025)

For you, electricity is a basic service and all you really want is:

- Getting a good price for electricity you use (or export if you have solar)
- Having a reliable electricity supply
- Having good customer service from your supplier

41%

WANT AN ACTIVE RELATIONSHIP

(-1% VS SPRING 2025)

You want more than just a basic service, and this includes things like:

- Having a choice of different tariffs to choose from (e.g. paying different prices at different times of day depending on when you use energy).
- Being able to monitor your energy use in real time and adjust your usage throughout the day to save money
- If you have solar and batteries, and/or electric vehicles, being able to choose when you store or export your energy to the grid
- Having various clean energy options to choose from (e.g. green power or carbon neutral plans)

(%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
Want a basic relationship	59	59	60	57	65	58	56	54	67	56	63	57	54	68	61	50
Want an active relationship	41	41	40	43	35	42	44	46	33	44	37	43	46	32	39	50

Q16. And which of the following best characterises the type of relationship that you would like to have with Australia's electricity system?
Base: Total (n=4,507)

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Energy affordability

Highlights: Energy affordability

Energy affordability pressures are evident, with around three in ten energy decision makers reporting difficulty paying bills

30% reported difficulty in paying **electricity bills**

26% of those with a gas connection reported difficulty in paying **gas bills**

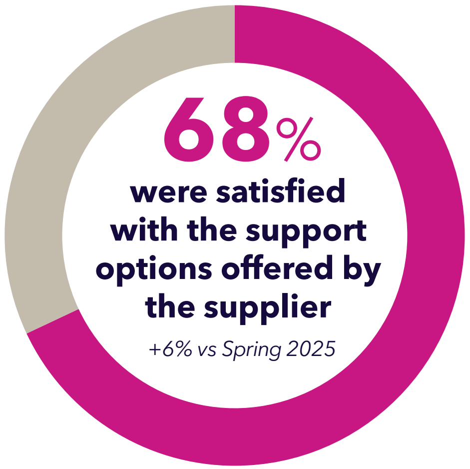
The most common support options provided to those experiencing difficulty were…

Setting up repayment plans	51%
Providing extensions to bill due dates	46%
Checking eligibility for concessions or rebates	31%
Enrolling customers in hardship programs	21%
Helping customers move to cheaper energy plans	20%

Affordability pressures are having a range of impacts, with many unable to pay bills on time or seeking help – and more than half avoiding heating or cooling

62%	Avoided heating or cooling to save money
19%	Were unable to pay an energy bill on time due to financial difficulties
16%	Contacted their energy provider about difficulty paying a bill
13%	Applied for government assistance to help to pay an energy bill

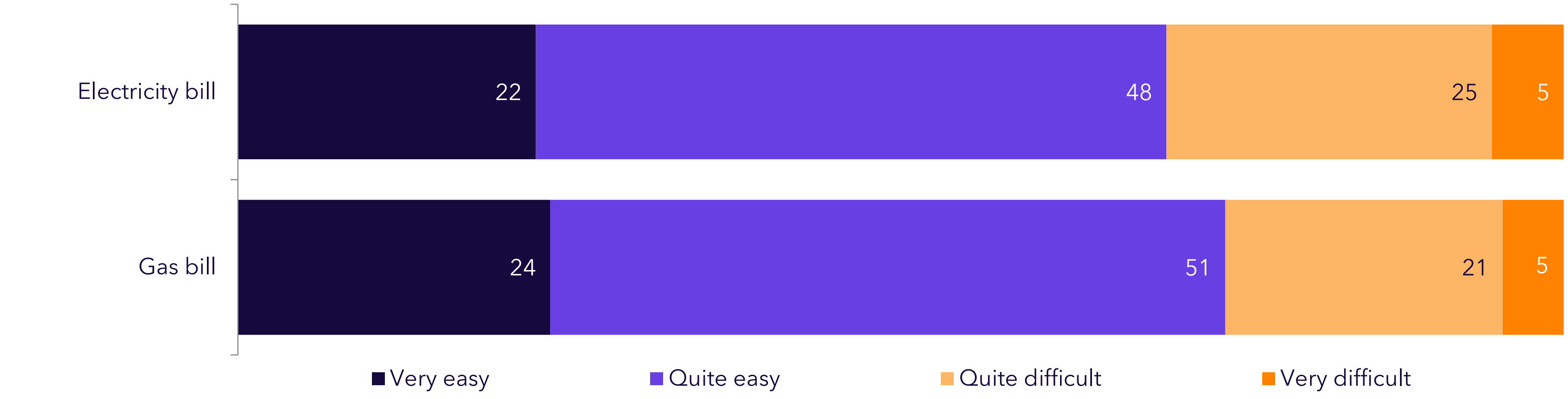
Satisfaction with support options are relatively high, and improving



Energy affordability

Three in ten (30%) are finding it difficult to pay their electricity bill, while a quarter of gas users (26%) are also finding it difficult to pay their gas bill. However, there has been a slight drop in recorded difficultly compared to the last 12 months.

Ease or difficulty in paying my energy and gas bills in the last 6 months (%)



TOTAL DIFFICULT (%)

	AUTUMN 2025	SPRING 2025	AUTUMN 2026
Electricity bill	35	36	30
Gas bill	30	33	26

TOTAL (%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
Electricity bill - easy	70	69	70	70	66	73	78	75	57	76	58	70	74	69	40	77
Electricity bill – difficult	30	31	30	30	34	27	22	25	43	24	42	30	26	31	60	23
Gas bill – easy	74	75	70	81	74	81	88	80	63	79	65	74	78	73	46	80
Gas bill - difficult	26	25	30	19	26	19	12	20	37	21	35	26	22	27	54	20

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Q32. In the last 6 months, how easy or difficult has it been for you to pay each of the following?
Base: Those who have electricity retailer (n=4,428), Those who have piped gas (n=2,602)

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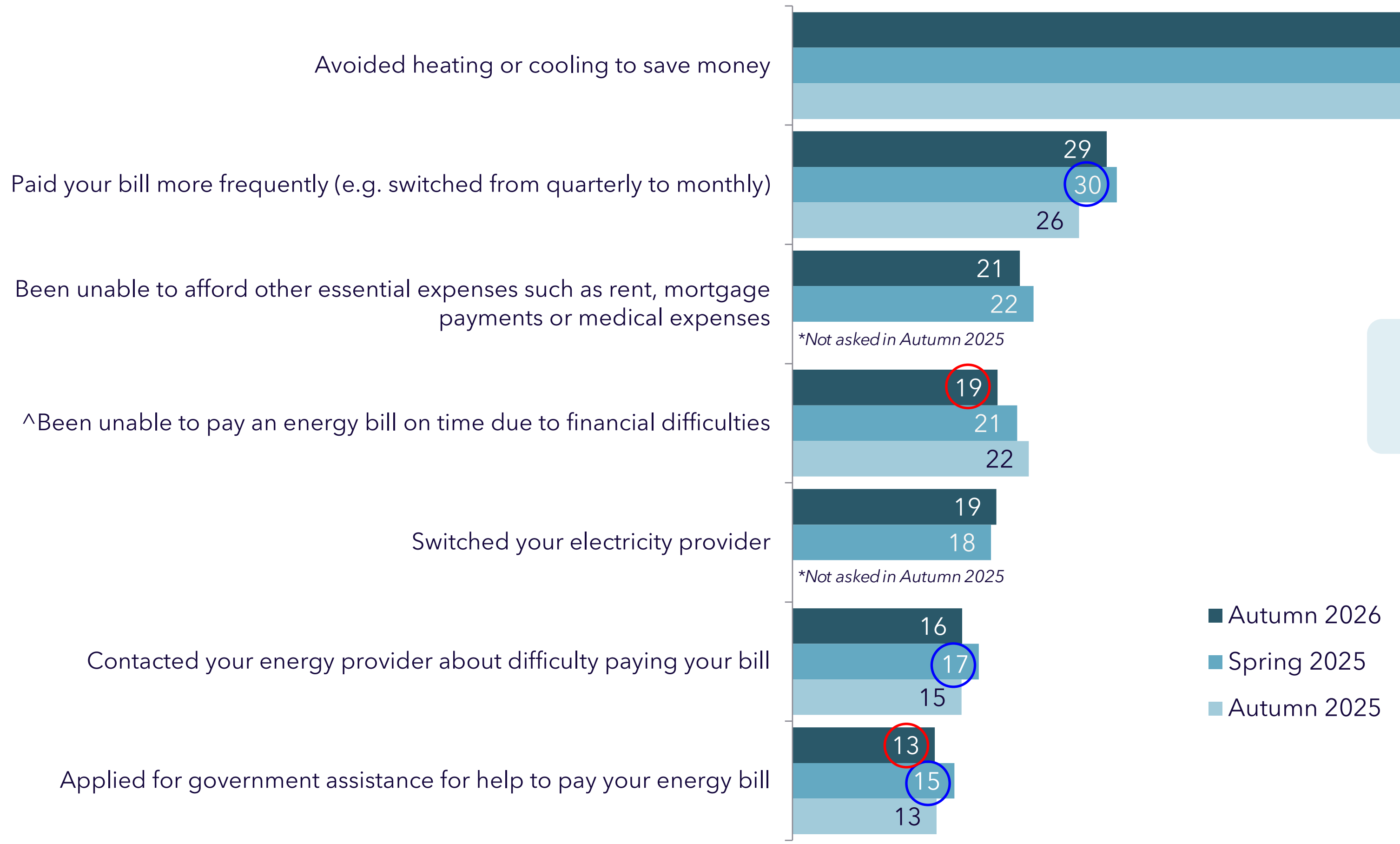
Management of energy bills

A majority (62%) again say they have avoided heating or cooling to save money. Three in ten (29%) have paid a bill more frequently, while two in ten also say they've been unable to afford other essential expenses (21%), or been unable to pay an energy bill on time (19%). Almost 2 in 10 say they've contacted their energy provider about difficulty paying a bill (16%), while 13% applied for government assistance.

Done in the last 12 months (%)



Renters were more likely to have experienced difficulties or affordability challenges

Q35. Have you done any of the following things in the last 12 months?
Base: Total (n=4,507)
^Note: wording updated this wave.

Numbers circled in blue indicate the result is statistically significantly higher than those in the previous wave, and numbers circled in red indicate the result is statistically significantly lower

Switching energy providers and plans

Highlights:
Switching energy providers and plans

When it comes to reviewing energy price plans, two thirds review their energy plan at least annually, while a third do so less frequently

37%
Review energy plan less than once a year / never

63%
Review energy plan at least annually

Top 5 reasons for not regularly reviewing energy plans include:

Satisfied with your current energy plan	35%
Too hard to compare plans	30%
Don't think switching is worth the effort	26%
Savings would probably be small	25%
Switching would take too much time	20%

Top 5 reasons for regularly reviewing energy plans include:

To reduce your energy bills	81%
It's something you do as a habit	28%
Because discounts are expiring	23%
Because you saw advertising from another energy retailer	14%
To find a green or sustainable energy option	10%

A majority are confident that they are on competitively priced energy plans, with few actually making a switch in the past 12 months

70%
Are confident that they are on a home energy plan that is competitively priced

19%
Have made the switch in the last 12 months

A diverse range of information sources are used to help making switching decisions, and are most likely to include:

Online search (e.g. Google)	48%
Energy retailers	41%
Comparison or review websites	40%
Friends or family	28%
Government websites	25%

Ability to choose electricity supplier

A large majority of energy consumers who live in an area with choice say they have the ability to choose their supplier (87%). A small number (9%) say their electricity supplier is chosen by their strata or residential management company, while very few (2%) say their electricity is all generated off-grid.

Ability to choose (%)

TOTAL (%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
Can choose their own electricity supplier	87	87	85	88	90	-	87	85	-	90	80	91	91	73	86	90
Their electricity supplier is chosen by either strata or residential management companies	9	8	11	8	6	-	8	13	-	7	14	5	5	24	9	5
Their electricity is all generated off grid	2	3	2	1	3	-	2	1	-	2	3	2	3	2	2	3

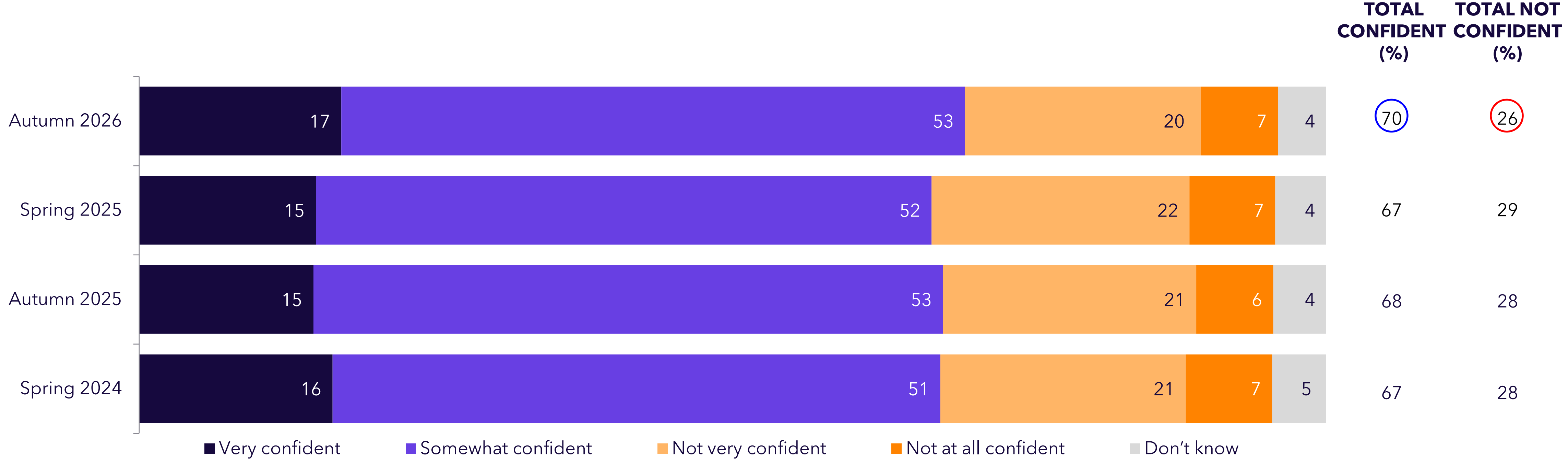
A11. Which of the following best describes your ability to choose your electricity supplier?
Base: Those who live in a competitive retailer area (n=3,547)

Numbers in blue font indicate the result is statistically significantly higher than the result of those not in the group. Numbers in red font indicate the result is statistically significantly lower

Confidence in being on a competitively priced home energy plan

A majority feel confident (70%) that their home energy plans are competitively priced, although only 17% feel 'very' confident. There is evidence to suggest this has improved slightly since last year.

Level of confidence (% among those who have the ability to choose an electricity supplier)



TOTAL (%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
Confident	70	69	73	68	70	-	63	66	-	72	66	69	73	68	60	75
Not confident	26	28	24	27	26	-	29	28	-	25	28	27	24	27	34	22

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Q71. How confident are you that you're on a home energy plan that is competitively priced?
Base: Those who have ability to choose electricity supplier (n=3,086)

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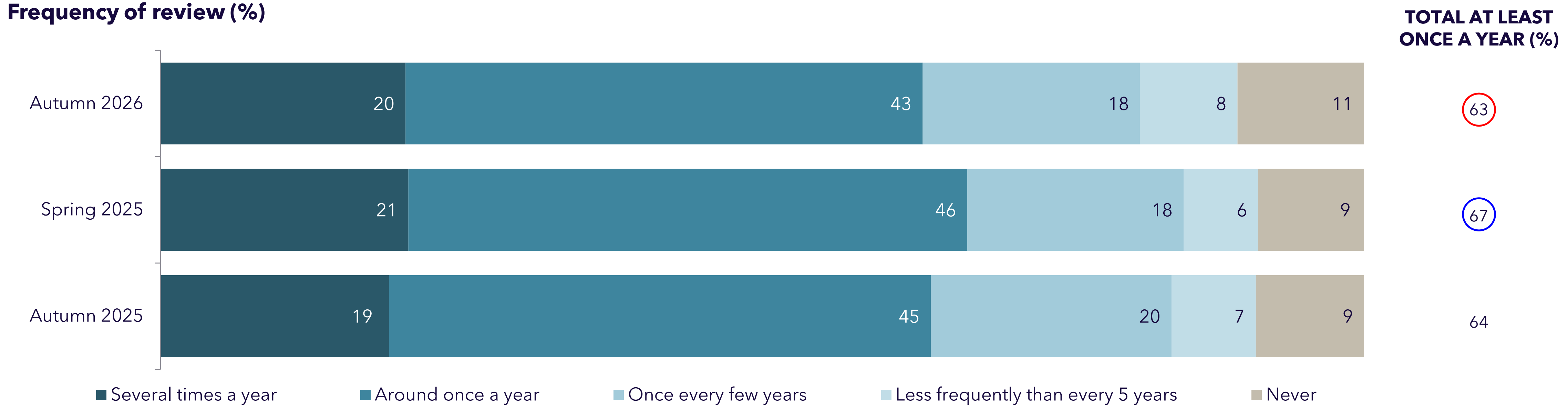
Frequency of reviewing household energy plans

Around two thirds (63%) review their energy plan at least annually, with levels softening from Spring 2025 to align with Autumn last year.

Frequency of review (%)



(%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
Several times a year	20	23	20	19	16	-	13	19	-	22	18	20	22	20	21	26
Around once a year	43	40	45	45	45	-	29	50	-	44	41	45	43	39	39	46
Less than once a year	26	26	27	24	28	-	27	20	-	26	27	26	26	25	29	22
Never	11	10	8	12	11	-	31	10	-	8	14	8	9	16	12	6

SECNewgate Research

Q70. Approximately how often do you review your current household energy plan and investigate whether there are better options for you?
Base: Those who live in a competitive retailer area (n=3,547)

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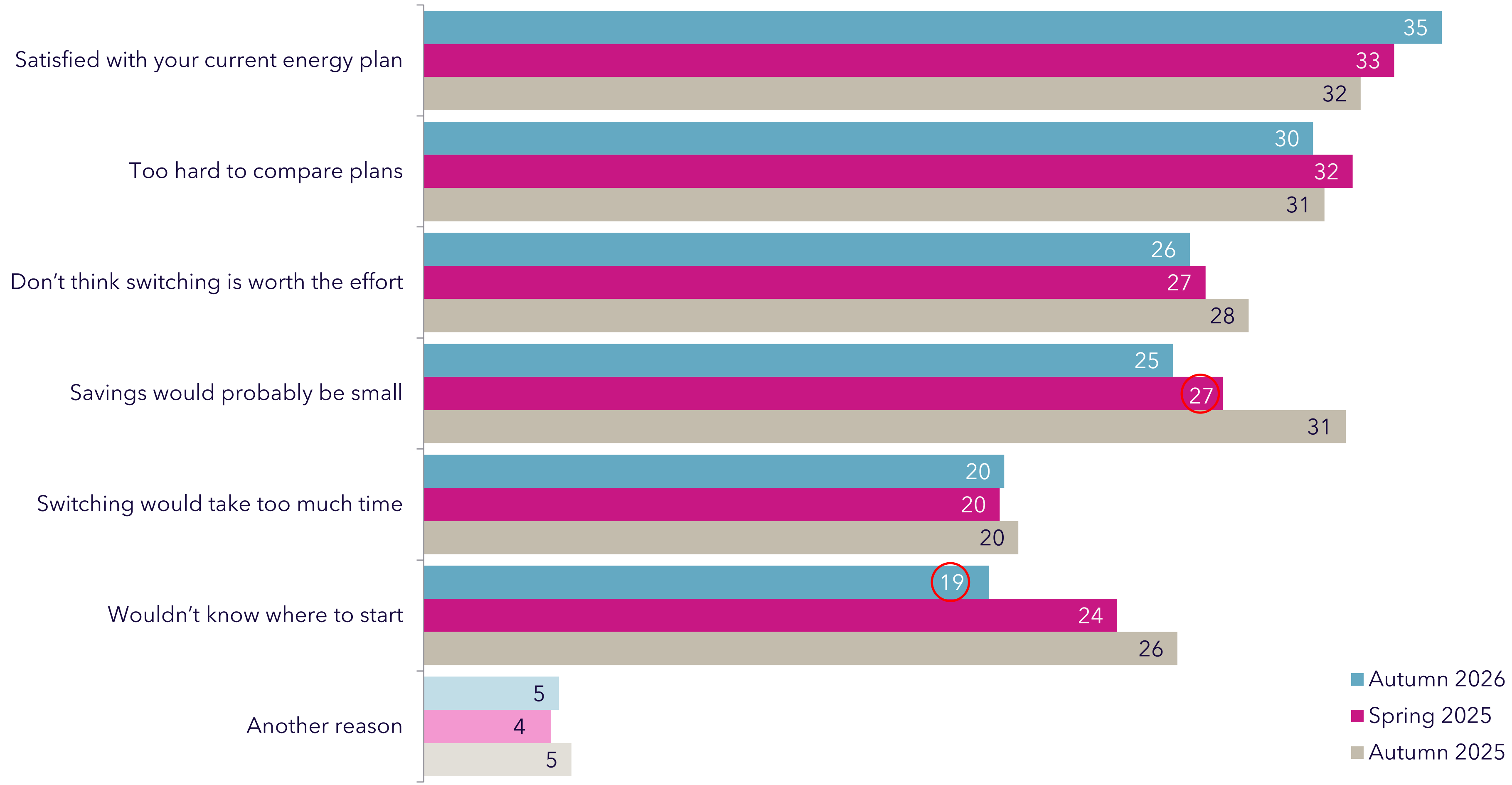
Reasons for not regularly reviewing energy plan

The most common reasons for not reviewing energy plans more regularly were simply being satisfied with the current plan (35%), feeling that it would be too hard to compare plans (30%), and that switching would not be worth the effort (26%).

Reasons for not regularly reviewing energy plan (% choosing each reason)



THE CONSUMER ENERGY REPORT CARD - AUTUMN 2026

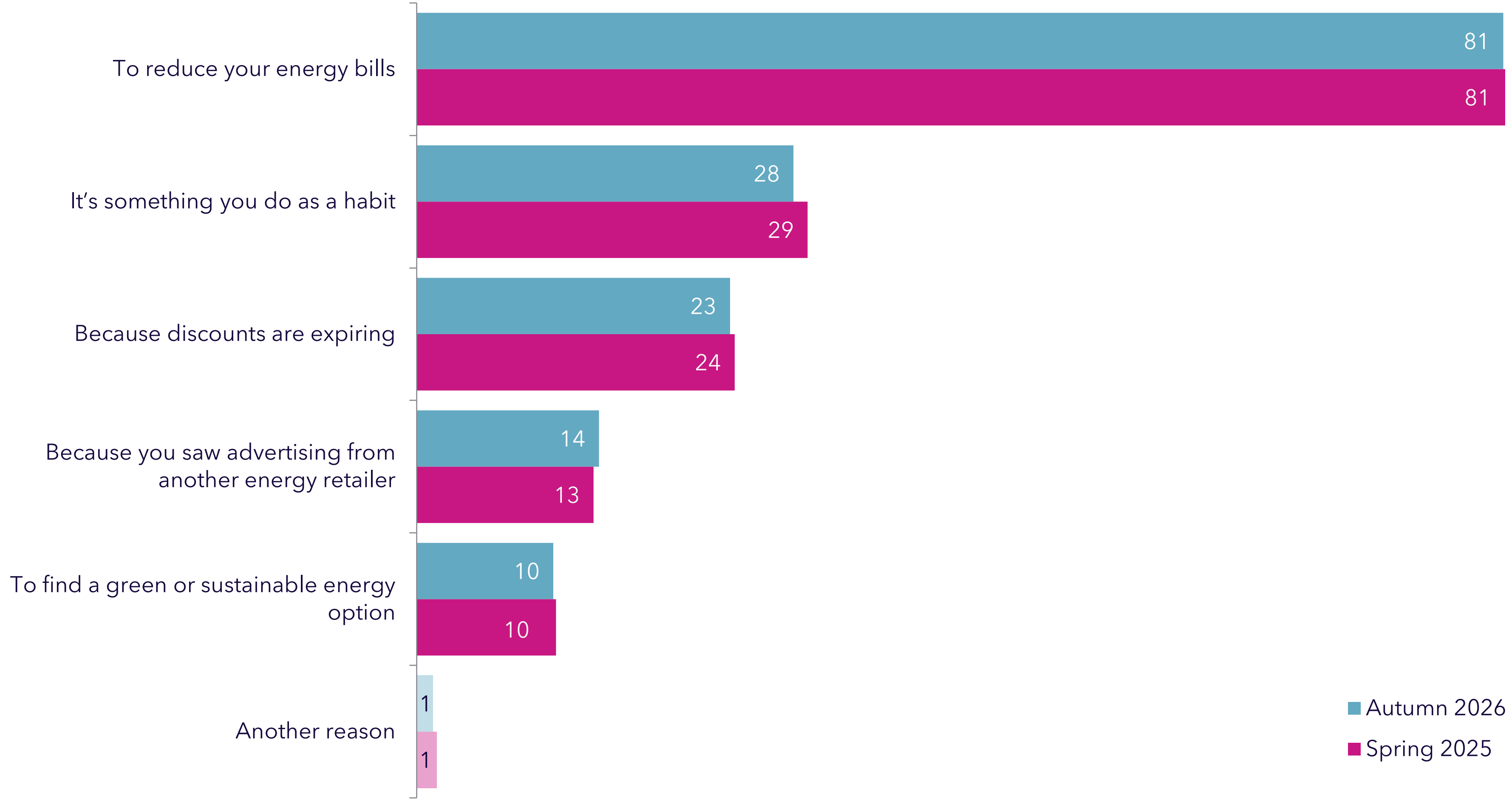
Q73a. Which of the following, if any, are reasons why you don't regularly review your energy plan?
Base: Those who have ability to choose provider but review energy plan less than once a year (n=1,017)

Numbers circled blue indicate the result is statistically significantly higher than those in the previous wave, red circles indicate the result is statistically significantly lower

Reasons for frequently reviewing energy plan

The most common reason for regularly reviewing energy plans was reducing energy bills (81%). This is followed by it being a habit (28%), due to expiring discounts (23%), having seen advertising (14%), or to find a green or sustainable energy option (10%).

Reasons for regularly reviewing energy plan (% choosing each reason)



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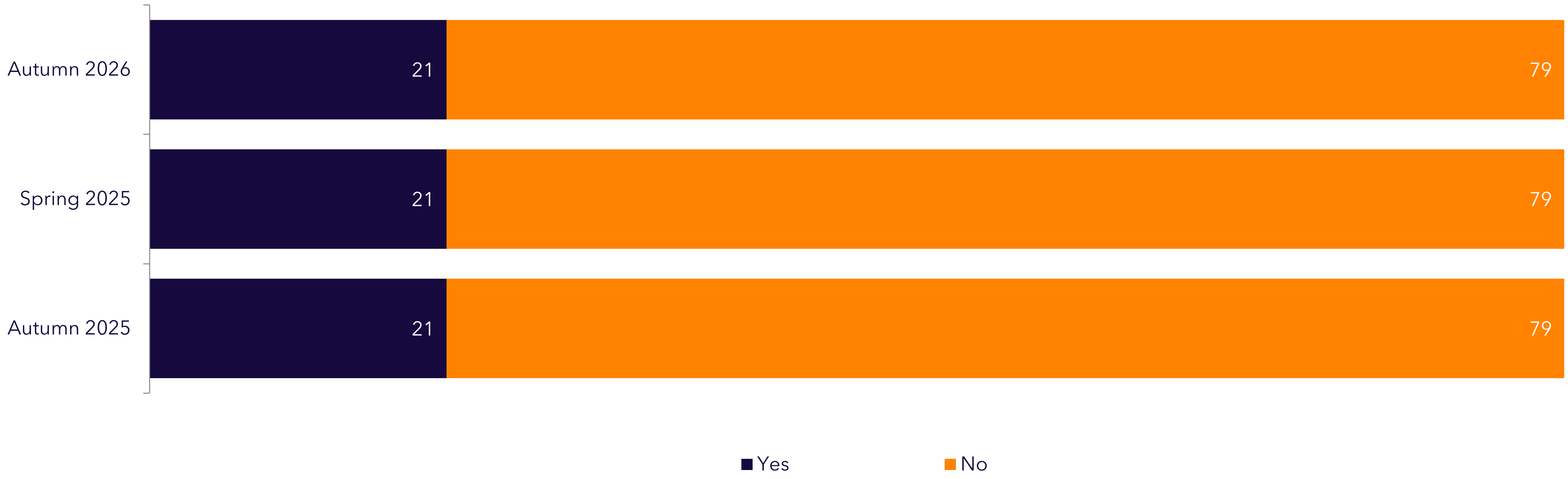
Q73b. Which of the following, if any, are reasons why you regularly review your energy plan?
Base: Those who have the ability to choose energy provider and review energy plan at least once a year (n=2,069)

Switching energy providers

Around one in five (21%) say they've switched energy providers in the last 12 months, which has remained relatively consistent over the last 12 months. This rises to more than two in ten living in Victoria (25%) or New South Wales (21%).

Switched energy provider in last 12 months (%)



(%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
Yes / switched provider	21	21	25	20	18	-	5	20	-	23	19	22	24	20	21	26
No	79	79	75	80	82	-	95	80	-	77	81	78	76	80	79	74

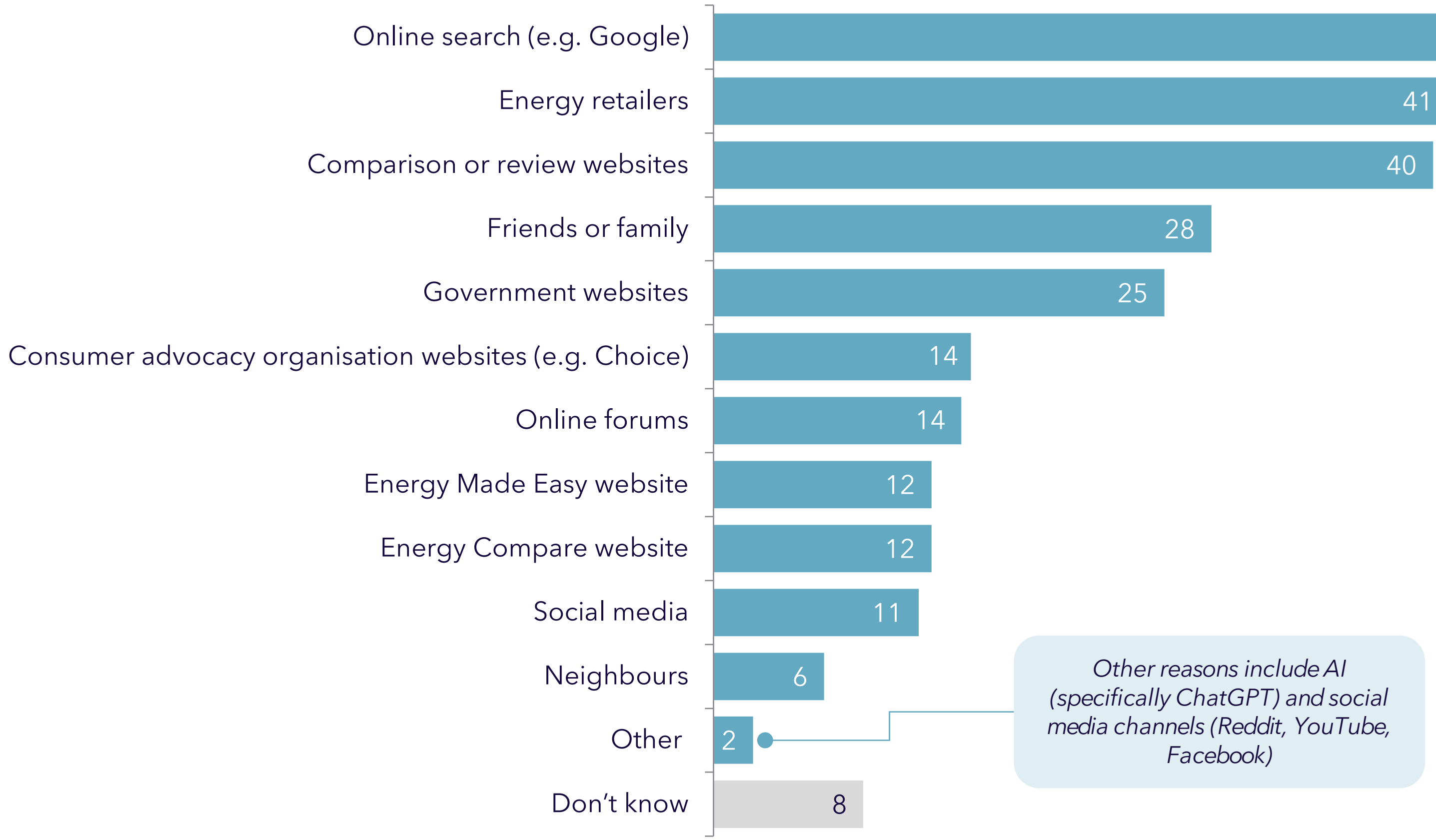
Q35. Have you done any of the following things in the last 12 months? - Switched your electricity provider
Base: Those who live in a competitive retailer area (n=3,547)

Numbers in blue font indicate the result is statistically significantly higher than the result of those not in the group. Numbers in red font indicate the result is statistically significantly lower

Sources used when choosing or switching energy plans

When choosing or switching energy plans, online searches (48%) are the most commonly used source when looking for information, followed by energy retailers (41%) and comparison or review websites (40%). Friends or family (28%) and government websites (25%) also played a role.

Information sources used for selecting or switching electricity retail plans (%)



Q80. When choosing or switching your electricity retail plan, which of the following sources do you usually use or consult for information?
Base: Total (n=4,507)

Appendix

Contextual issues and concerns - appendix

TOTAL EXTREMELY / QUITE CONCERNED (%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
The cost of living	90	90	89	90	88	88	91	90	93	88	93	89	89	91	97	89
The price of fuel (i.e. petrol and diesel)	87	86	87	87	89	87	91	86	88	87	87	88	87	83	92	89
The economy	83	84	83	82	80	85	85	80	90	83	84	83	81	84	89	84
The cost of electricity	78	80	77	77	80	75	79	76	73	76	82	78	77	79	89	75
Housing affordability and availability	76	75	75	78	78	78	74	79	74	70	87	75	79	80	86	73
Crime	69	62	78	72	64	69	66	53	82	71	67	71	65	66	74	72
The healthcare system	68	65	69	66	77	72	82	61	80	69	67	69	64	65	74	70
Mortgage interest rates	58	58	57	58	53	62	55	60	60	61	52	59	60	53	63	58
Climate change	53	55	53	49	52	55	61	64	43	51	58	51	56	60	54	50
The cost of gas (used in homes and businesses)	52	53	64	36	55	54	31	56	40	52	53	53	48	51	59	50
Jobs and unemployment	52	52	57	49	47	51	47	51	50	48	59	51	53	57	63	49
Education	45	43	48	43	39	46	51	47	53	44	47	46	44	42	51	45
The reliability of the electricity network	43	47	41	42	44	41	37	34	56	43	43	43	41	43	48	43

Q11. How concerned, if at all, are you with the following issues?
Base: Total (n=4,507)

Numbers in blue font indicate the result is statistically significantly higher than the result of those not in the group. Numbers in red font indicate the result is statistically significantly lower

Understanding of the energy transition - appendix

(%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
Total agree																
You clearly understand why Australia is transitioning to clean energy	56	56	55	55	54	57	59	65	44	56	56	54	63	60	48	57
You clearly understand how you could reduce your household's carbon footprint	53	52	55	53	49	54	55	60	39	55	50	53	59	50	44	58
Government and other groups have clearly explained how the energy transition will affect households like yours	24	24	25	23	20	22	27	24	19	23	24	23	25	24	17	23
Total disagree																
You clearly understand why Australia is transitioning to clean energy	22	23	23	24	23	20	17	16	25	23	21	24	15	19	28	22
You clearly understand how you could reduce your household's carbon footprint	21	21	21	23	20	18	19	23	25	20	23	21	19	23	28	17
Government and other groups have clearly explained how the energy transition will affect households like yours	47	46	46	50	50	44	45	50	50	48	44	48	49	45	55	48

SEC Newgate Research

Q41. Do you agree or disagree with the following statements?
Base: Total (n=4,507)

Numbers in blue font indicate the result is statistically significantly higher than the result of those not in the group. Numbers in red font indicate the result is statistically significantly lower.

Energy literacy - appendix

(%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
What a smart meter is																
Definitely know this	40	41	44	39	43	30	44	37	31	45	32	42	44	32	36	48
Have some idea about this but not sure	45	42	46	48	43	45	38	47	56	43	48	45	42	46	48	41
Don't know what this is	15	17	9	12	14	25	18	16	13	12	20	13	14	22	15	11
How your home electricity bill is calculated																
Definitely know this	29	30	27	29	33	28	25	23	23	32	24	29	33	24	24	37
Have some idea about this but not sure	59	56	61	59	56	57	61	65	56	59	58	60	54	58	61	53
Don't know what this is	13	14	12	11	10	15	14	11	21	10	18	11	13	18	15	9
What a "retail electricity tariff" is (e.g. flat rate vs. time-of-use tariffs)																
Definitely know this	23	26	23	24	22	19	28	21	24	27	17	24	28	19	18	32
Have some idea about this but not sure	45	40	46	50	52	40	41	49	41	46	43	46	43	42	45	43
Don't know what this is	32	35	31	27	26	41	31	30	35	27	40	30	29	39	37	25
What a "feed-in tariff" is																
Definitely know this	22	21	21	25	31	17	25	28	16	28	12	26	19	12	18	43
Have some idea about this but not sure	33	30	32	38	40	28	31	39	36	34	31	34	34	32	31	32
Don't know what this is	45	49	46	37	30	55	44	33	47	38	57	41	47	56	52	25

Q14. How much do you know about the following things?
Base: Total (n=4,507)

Numbers in blue font indicate the result is statistically significantly higher than the result of those not in the group. Numbers in red font indicate the result is statistically significantly lower

Management of energy bills - appendix

YES (%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
Avoided heating or cooling to save money	62	61	64	62	67	59	49	58	52	57	71	60	60	68	78	57
Removed mould from walls, ceilings or floors in your home (excluding wet areas such as sinks, showers or baths)	32	38	25	38	21	27	32	27	63	29	39	32	25	34	40	28
Paid your bill more frequently (e.g. switched from quarterly to monthly)	29	26	30	32	30	25	37	27	40	28	31	30	22	28	36	28
Installed a more energy efficient appliance	26	24	26	27	24	27	23	27	29	30	17	28	22	19	22	34
Been unable to afford other essential expenses such as rent, mortgage payments or medical expenses	21	18	22	20	23	20	30	25	29	15	33	21	18	23	46	14
Been unable to pay an energy bill on time due to financial difficulties	19	16	20	19	22	19	24	17	25	13	31	19	15	20	39	12
Contacted your energy provider about difficulty paying your bill	16	14	17	15	19	14	17	18	24	11	25	16	15	16	30	10
Applied for government assistance for help to pay your energy bill	13	13	18	9	12	10	11	10	15	9	21	13	11	15	22	7

SECNewgate Research

Q35. Have you done any of the following things in the last 12 months?
Base: Total (n=4,507)

Numbers in blue font indicate the result is statistically significantly higher than the result of those not in the group. Numbers in red font indicate the result is statistically significantly lower

Reasons for not regularly reviewing energy plan - appendix

(%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
Satisfied with your current energy plan	35	37	35	28	36	-	37	30	-	36	31	33	40	35	27	34
Too hard to compare plans	30	32	30	28	33	-	13	41	-	33	26	30	29	30	31	33
Don't think switching is worth the effort	26	22	27	30	29	-	31	23	-	27	25	26	30	23	27	27
Savings would probably be small	25	22	25	28	28	-	25	44	-	25	26	24	28	28	26	27
Switching would take too much time	20	19	24	19	14	-	10	23	-	18	22	20	20	20	22	21
Wouldn't know where to start	19	17	18	23	21	-	25	12	-	17	24	20	14	20	25	18
Another reason	5	3	4	7	5	-	16	3	-	4	4	4	7	4	5	6

Q73a. Which of the following, if any, are reasons why you don't regularly review your energy plan?
Base: Review energy plan less than once a year (n=1,017)

Numbers in blue font indicate the result is statistically significantly higher than the result of those not in the group. Numbers in red font indicate the result is statistically significantly lower

Reasons for regularly reviewing energy plan - appendix

(%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
To reduce your energy bills	81	80	85	80	77	-	73	70	-	81	79	81	79	80	86	81
It's something you do as a habit	28	27	28	29	29	-	37	26	-	30	24	28	35	23	20	31
Because discounts are expiring	23	24	23	20	24	-	9	32	-	24	22	22	28	22	22	21
Because you saw advertising from another energy retailer	14	14	13	14	14	-	7	17	-	14	13	13	12	16	12	14
To find a green or sustainable energy option	10	12	10	9	8	-	10	8	-	9	12	8	11	15	7	9
Another reason	1	1	1	1	2	-	1	1	-	1	1	1	1	2	1	1

Q73b. Which of the following, if any, are reasons why you regularly review your energy plan?
Base: Review energy at least once a year (n=2,069)

Numbers in blue font indicate the result is statistically significantly higher than the result of those not in the group. Numbers in red font indicate the result is statistically significantly lower

Sources used when choosing or switching energy plans - appendix

(%)	TOTAL	NSW	VIC	QLD	SA	WA	TAS	ACT	NT	OWNER	RENTER	FREE-STANDING	SEMI-DETACHED	UNIT	FINANCIAL DIFFICULTY	HAVE SOLAR
Online search (e.g. Google)	48	49	44	48	51	51	51	48	40	47	50	48	50	50	48	50
Energy retailers	41	45	35	42	42	38	40	53	30	44	35	42	43	36	37	45
Comparison or review websites	40	45	38	41	40	31	32	39	27	42	36	39	47	41	38	43
Friends or family	28	27	25	27	31	33	27	33	28	26	30	27	28	29	26	27
Government websites	25	26	28	24	25	21	18	27	21	27	22	26	22	24	23	25
Consumer advocacy organisation websites (e.g. Choice)	14	16	12	16	13	12	11	16	10	14	14	14	15	16	15	15
Online forums	14	14	13	13	13	16	14	15	13	14	14	14	14	14	13	15
Energy Made Easy website	12	19	8	14	17	0	6	14	-	13	10	12	12	12	10	13
Energy Compare website	12	-	47	-	-	-	-	-	-	13	10	12	13	10	12	11
Social media	11	12	10	11	11	15	9	12	14	10	14	11	11	13	10	11
Neighbours	6	6	5	7	5	7	7	8	14	6	6	6	6	6	6	7
Other	2	1	1	4	0	6	4	2	5	3	2	2	2	1	2	3
Don't know	8	8	5	10	9	15	17	4	19	7	10	8	6	10	12	7

Q80. When choosing or switching your electricity retail plan, which of the following sources do you usually use or consult for information?
Base: Total (n=4,507)

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