

ENERGY CONSUMER SENTIMENT SURVEY

Small business topline results
December 2023

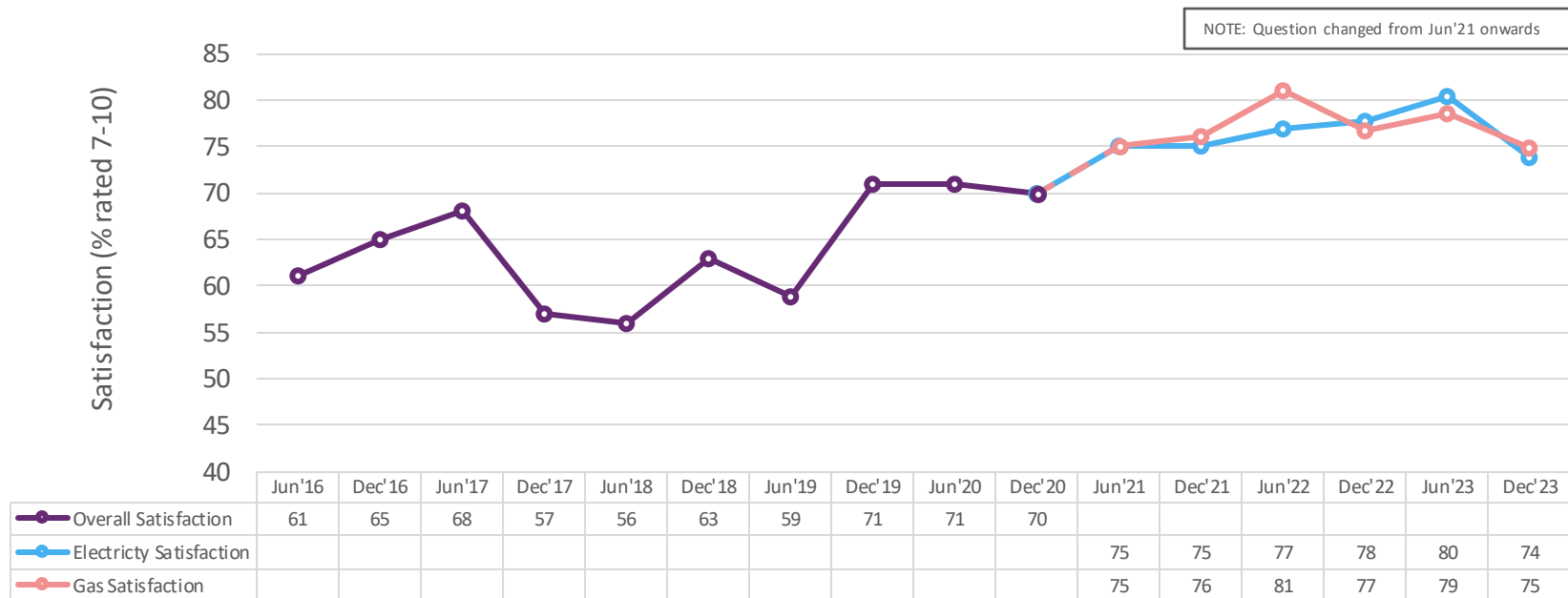


Satisfaction

- Small businesses are less satisfied with the provision of their electricity service 74% (down from 78%). This is driven by decreases in satisfaction with customer service (59%, down 6% points from last year), the cost of electricity (39%, down 5%), billing and usage information (64%, down 5%) and the level of competition (56%, down 5%).
- Small businesses with gas show similar levels of satisfaction with their gas service 75% (77% in December 2022) and the cost of their gas supply 53% (55% last year).
- Small businesses with gas are notably more satisfied with the reliability of their gas service 83% (up 4% from last year).



Satisfaction with retailer measures: Provision of electricity and gas services



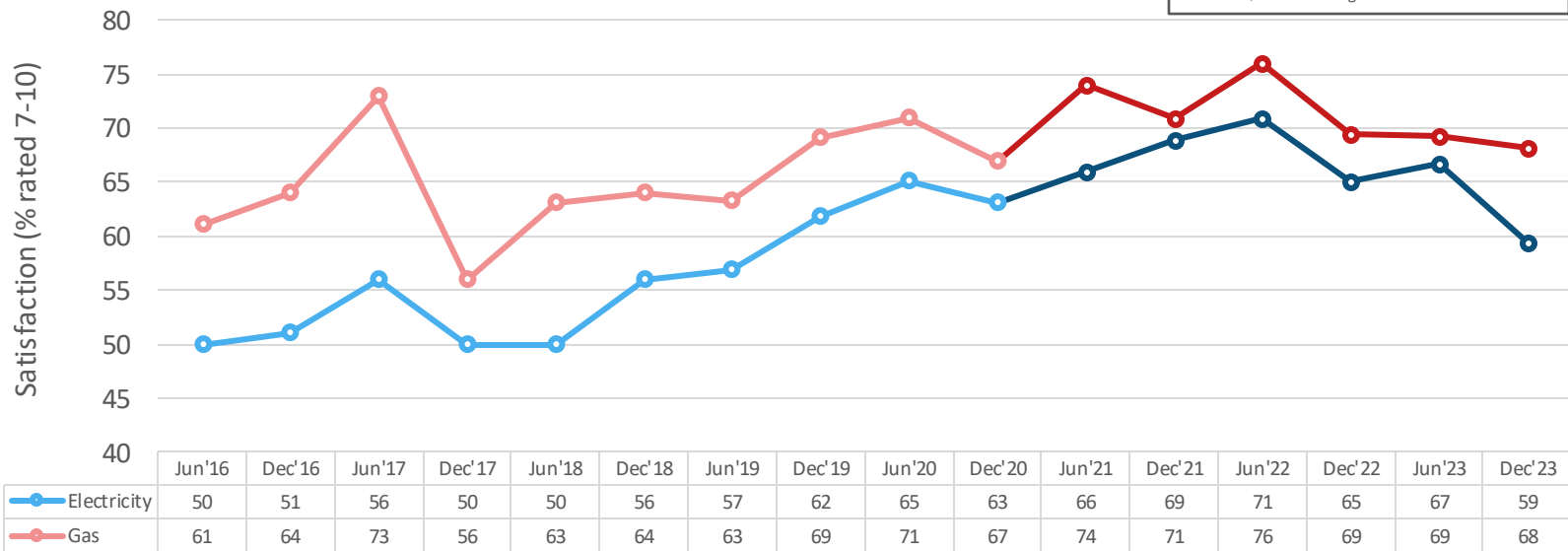
Q (Jun'16-Dec'20): How satisfied are you with the following? **The provision of your electricity and gas services overall over the last 6 months**, Base size: All businesses (min. n=280)

Q (from Jun'21): How satisfied are you with the following elements of your electricity service over the past 6 months? **The provision of your electricity services**, Base size: All businesses (min. n=500)

Q (from Jun'21): How satisfied are you with the following elements of your gas service over the past 6 months? **The provision of your gas services**, Base size: All businesses with a mains gas supply (min. n=242)

Satisfaction with retailer measures: Customer service

NOTE: Question changed from Jun'21 onwards



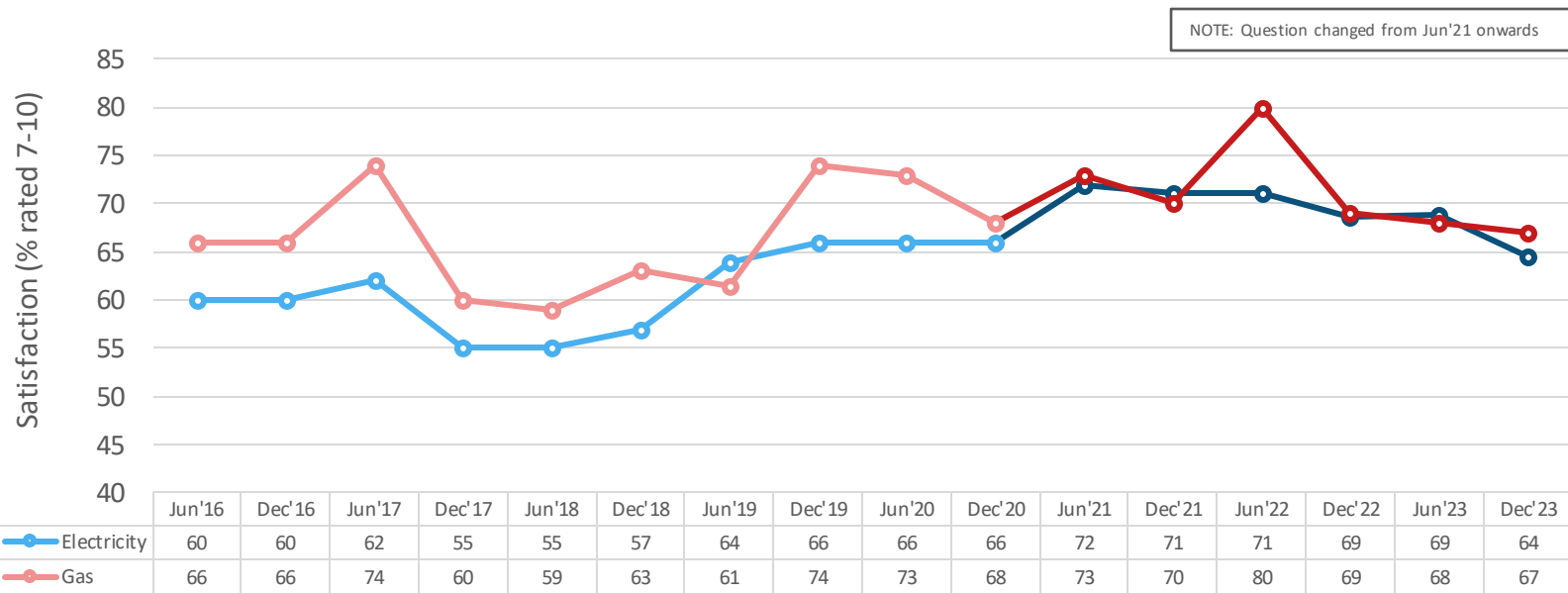
Q (Jun'16-Dec'20): How satisfied are you with the following? **The overall quality of customer service provided by your electricity company in the past 6 months**, Base size: All businesses (min. n=280)

Q (from Jun'21): How satisfied are you with the following aspects of your electricity retailer in the past 6 months? **Overall customer service**, Base size: All businesses (min. n=500)

Q (Jun'16-Dec'20): How satisfied are you with the following? **The overall quality of customer service provided by your gas company in the past 6 months**, Base size: All businesses with a mains gas supply (min. n=199)

Q (from Jun'21): How satisfied are you with the following aspects of your gas retailer in the past 6 months? **Overall customer service**, Base size: All businesses with a mains gas supply (min. n=242)

Satisfaction with retailer measures: Billing



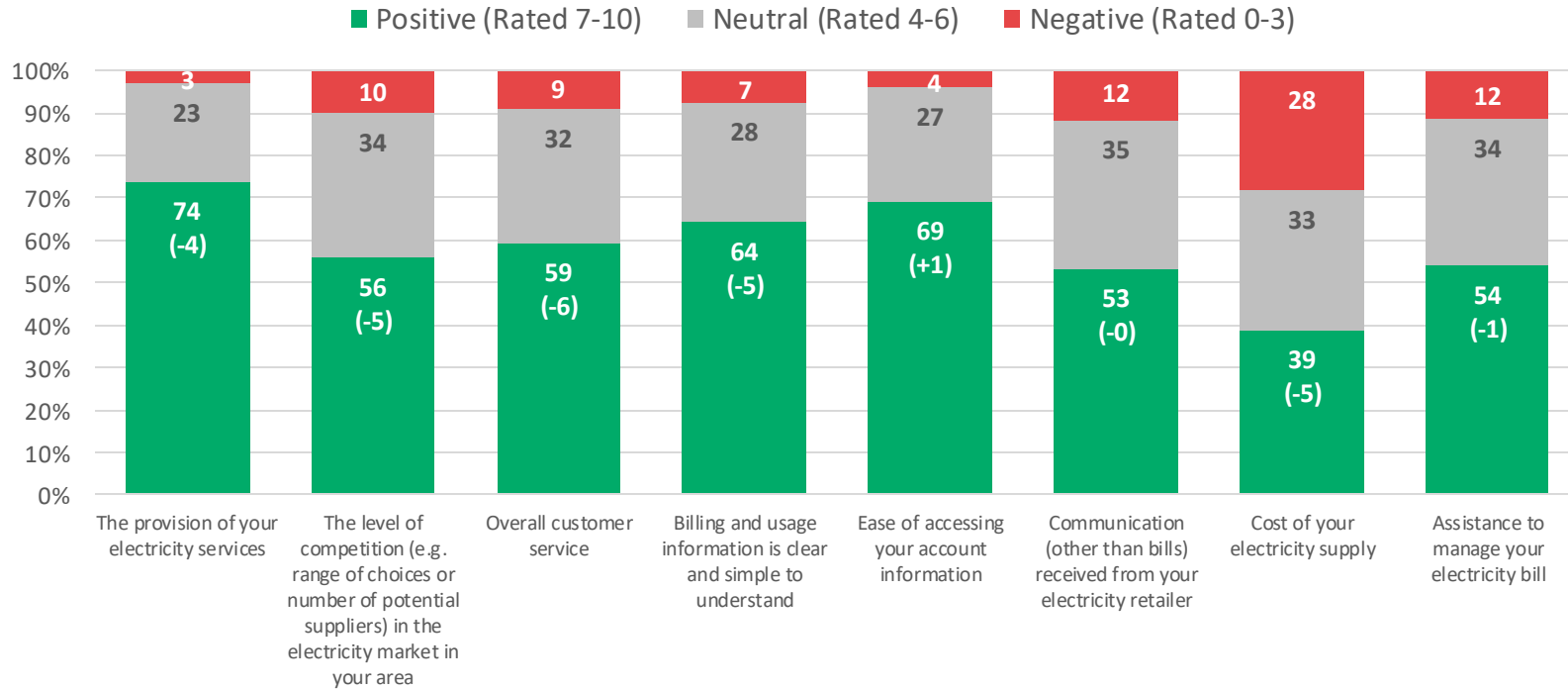
Q (Jun'16-Dec'20): How satisfied are you with the following? **The billing and account options (such as the option of monthly billing, online accounts etc.) currently available to you from your electricity supplier**, Base size: All businesses (min. n=280)

Q (from Jun'21): How satisfied are you with the following aspects of your electricity retailer in the past 6 months? **Billing and usage information is clear and simple to understand**, Base size: All businesses (min. n=500)

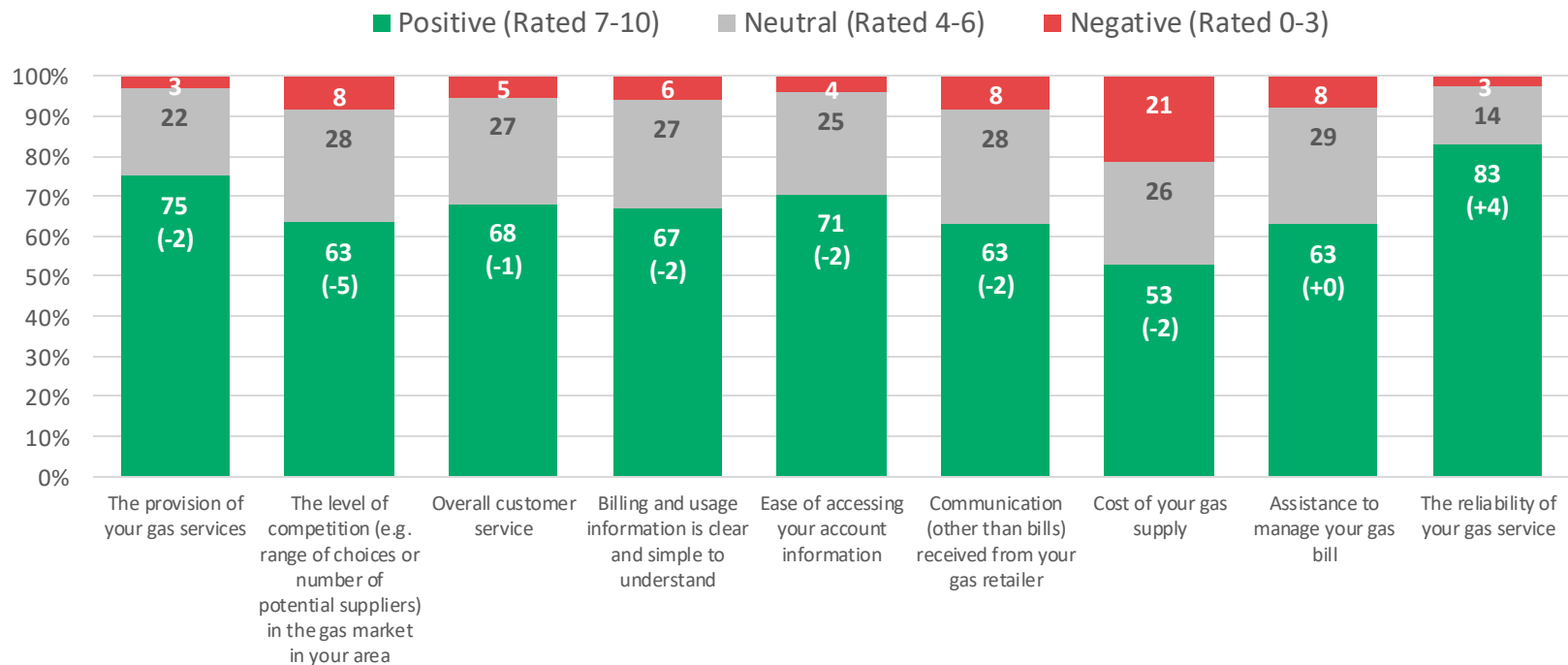
Q (Jun'16-Dec'20): How satisfied are you with the following? **The billing and account options (such as the option of monthly billing, online accounts etc.) currently available to you from your gas supplier**, Base size: All businesses with a main gas supply (min. n=199)

Q (from Jun'21): How satisfied are you with the following aspects of your gas retailer in the past 6 months? **Billing and usage information is clear and simple to understand**, Base size: All businesses with a mains gas supply (min. n=242)

Satisfaction with retailer measures: Electricity



Satisfaction with retailer measures: Gas

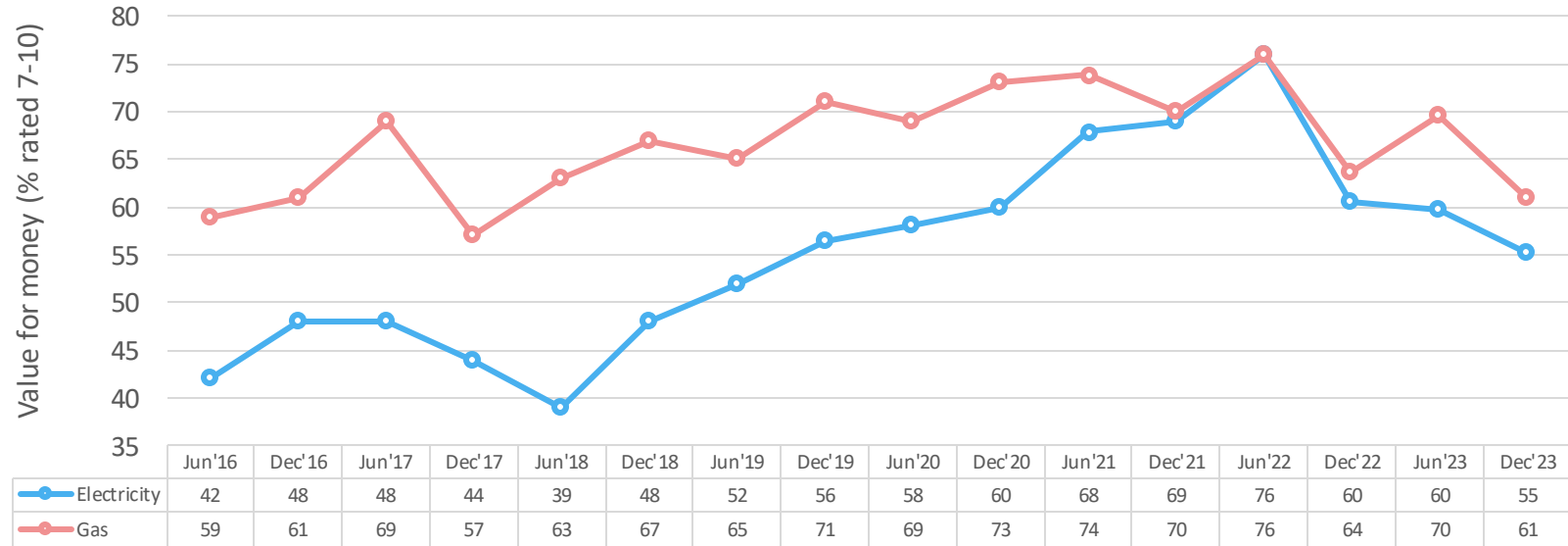


Value for money & Outages

- There have been year-on-year decreases in the perceived value for money of electricity and gas (down 5% and 3% points respectively). Electricity is now at 55% (down from 60% last year) and gas is now at 61% (down from 64% last year).
- 28% of small businesses have been affected by electricity outages in the last 6 months (down from 32% last year).
- Those who experienced an outage were less satisfied with the number of outages they had 45% (down 7% points from last year). They were also less satisfied with the time it took to restore power 49% (down 5% points from last year).



Value for money



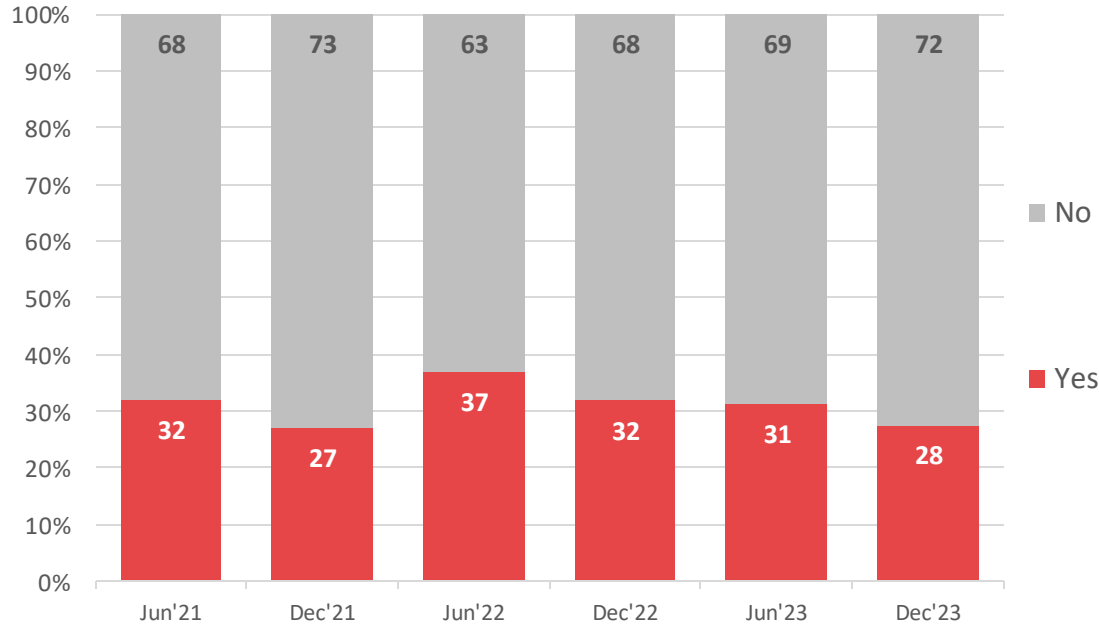
Q: How would you rate the overall value for money of the products and services provided by your electricity company in the past 6 months?

Base size: All businesses (min. n=280)

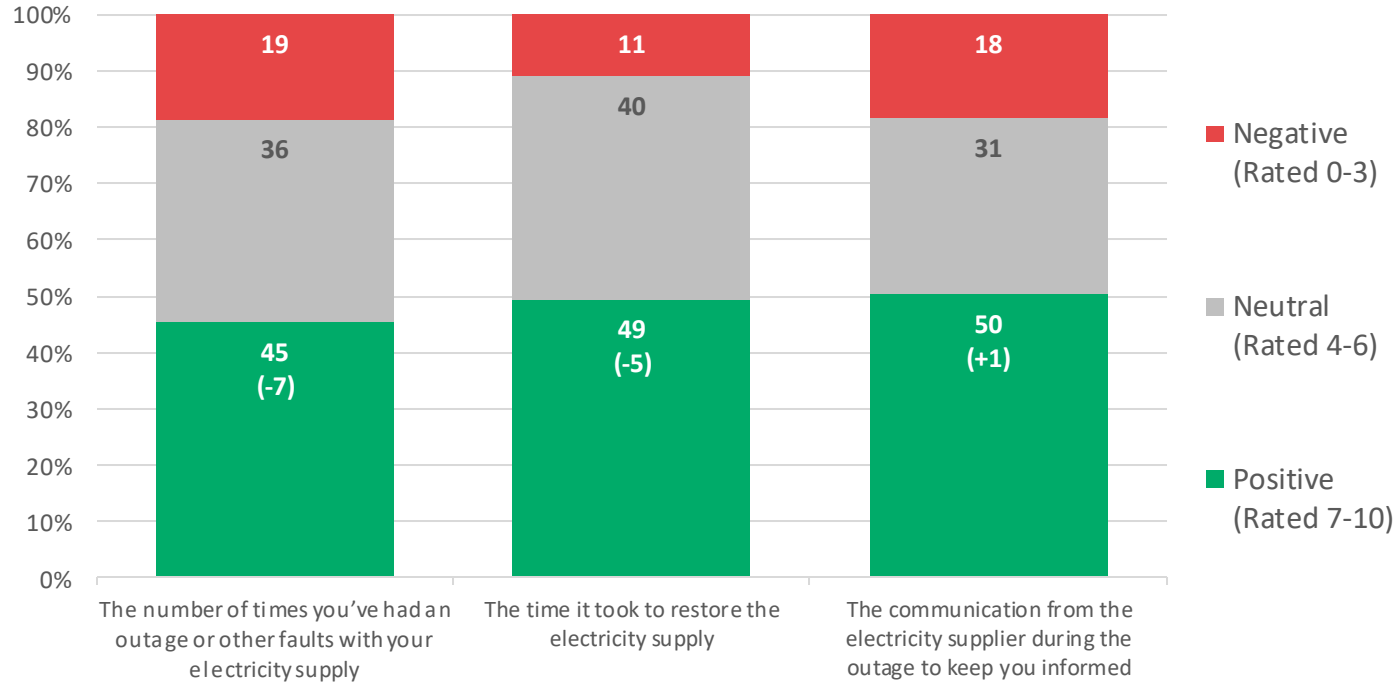
Q: How would you rate the overall value for money of the products and services provided by your gas retailer in the past 6 months?

Base size: All businesses with a mains gas supply (min. n=199)

Experienced electricity outages in last 6 months



Satisfaction with electricity outages



Q: How satisfied are you with the following aspects of response from your electricity supplier when you have experienced an outage in the past 6 months?

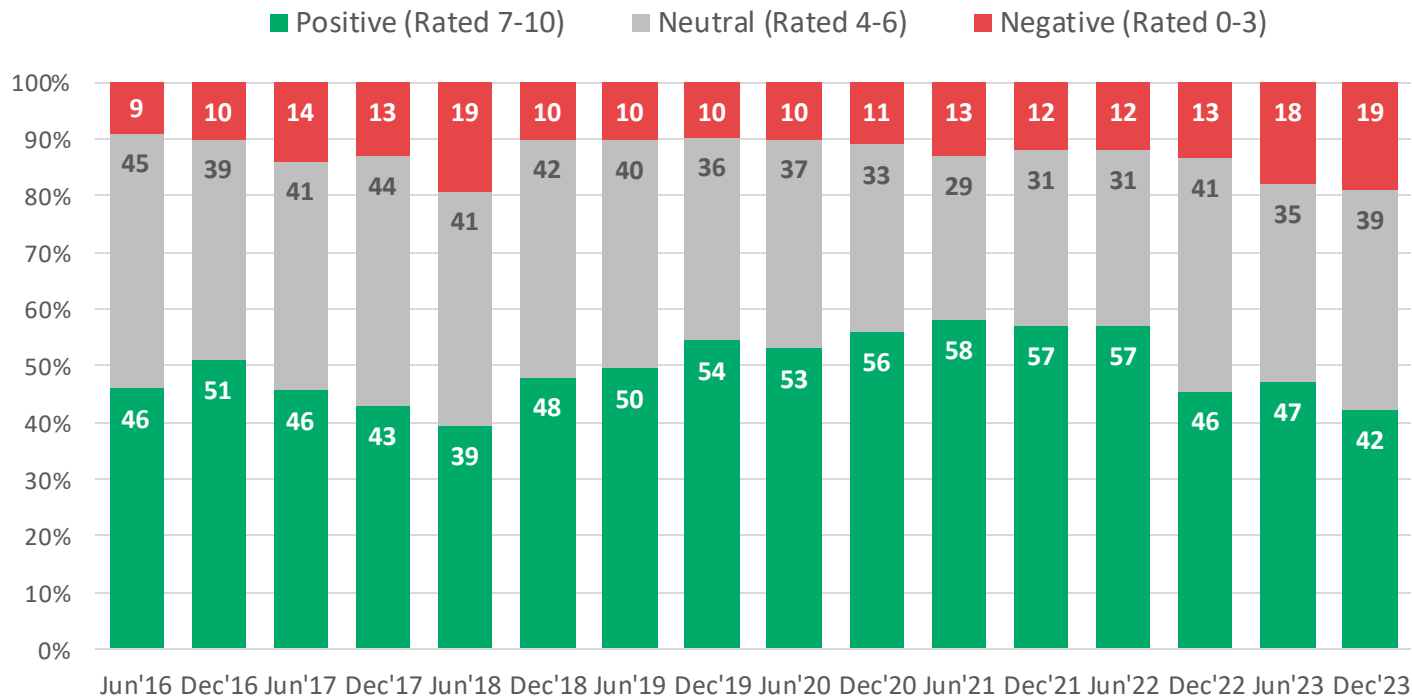
Base size: All businesses who have experienced an outage in the last 6 months (min. n=132)

Business confidence

- Small business confidence has decreased across most measures in the past year, particularly in terms of the availability of information and of the market working in business's long-term interests (both down 6% points).
- Other measures which have decreased in the last year include confidence in future advances in technology (42%, down 46% points), and confidence in the ability to make choices (62%, down 65% points).
- Households retain confidence in having tools and assistance to manage energy use and costs and the ability to get problems resolved through their energy company or by a third party.



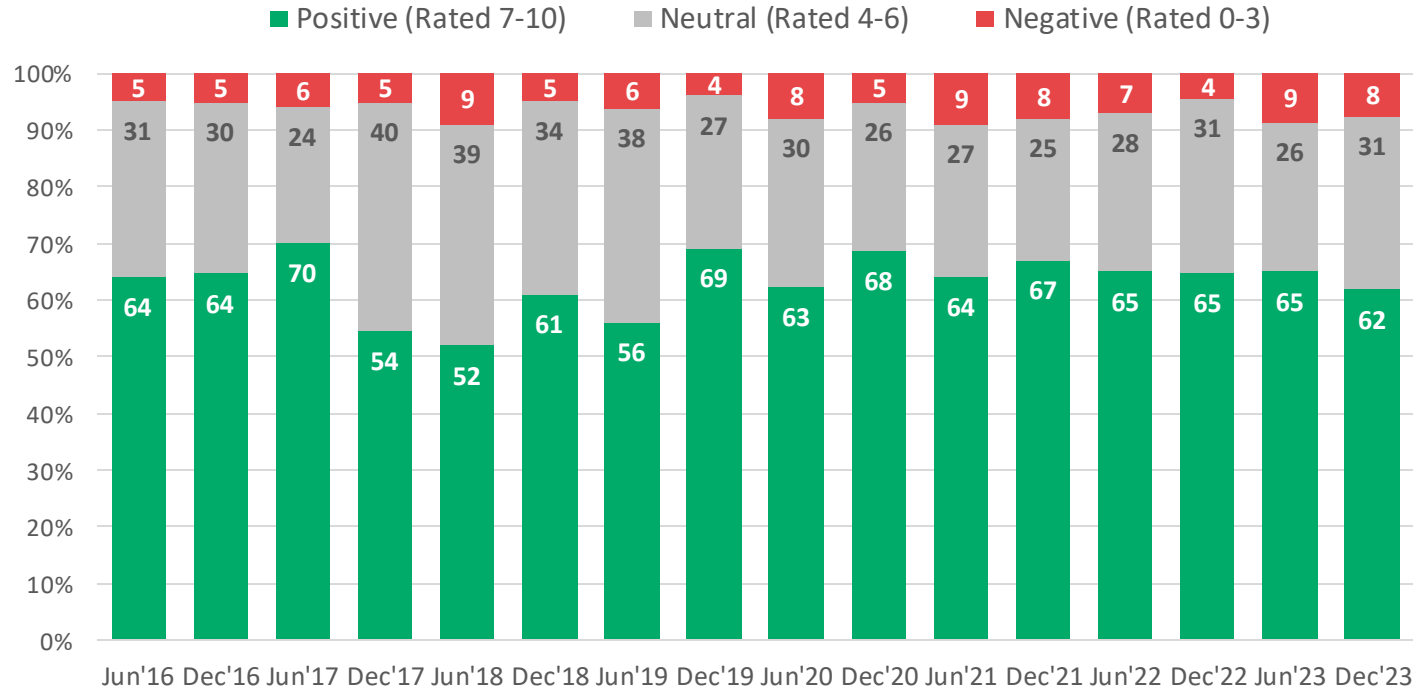
Confidence in advances in technology



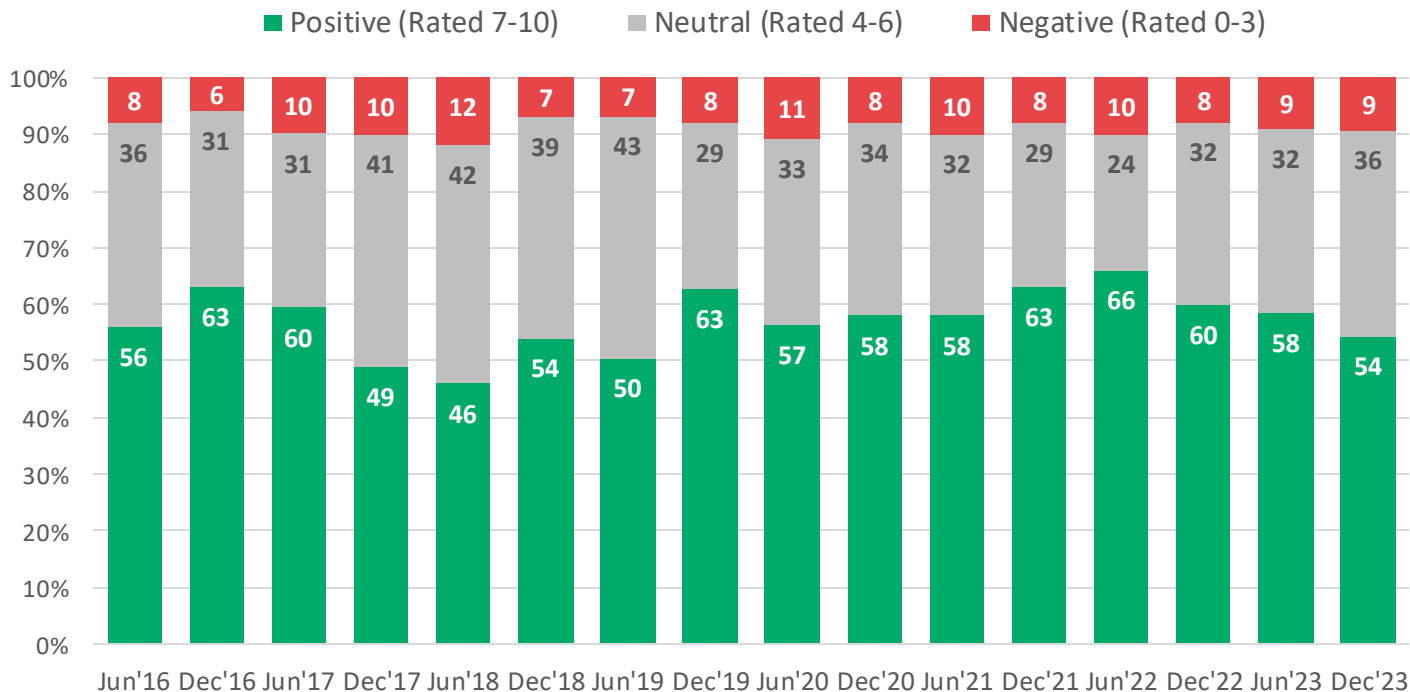
Q: Thinking about the overall market outcomes, how confident are you that the energy market will provide better outcomes for you in 5 years, in terms of...? **Make technological advances to manage your energy supply and costs**

Base size: All businesses (min. n=280)

Confidence in ability to make choices



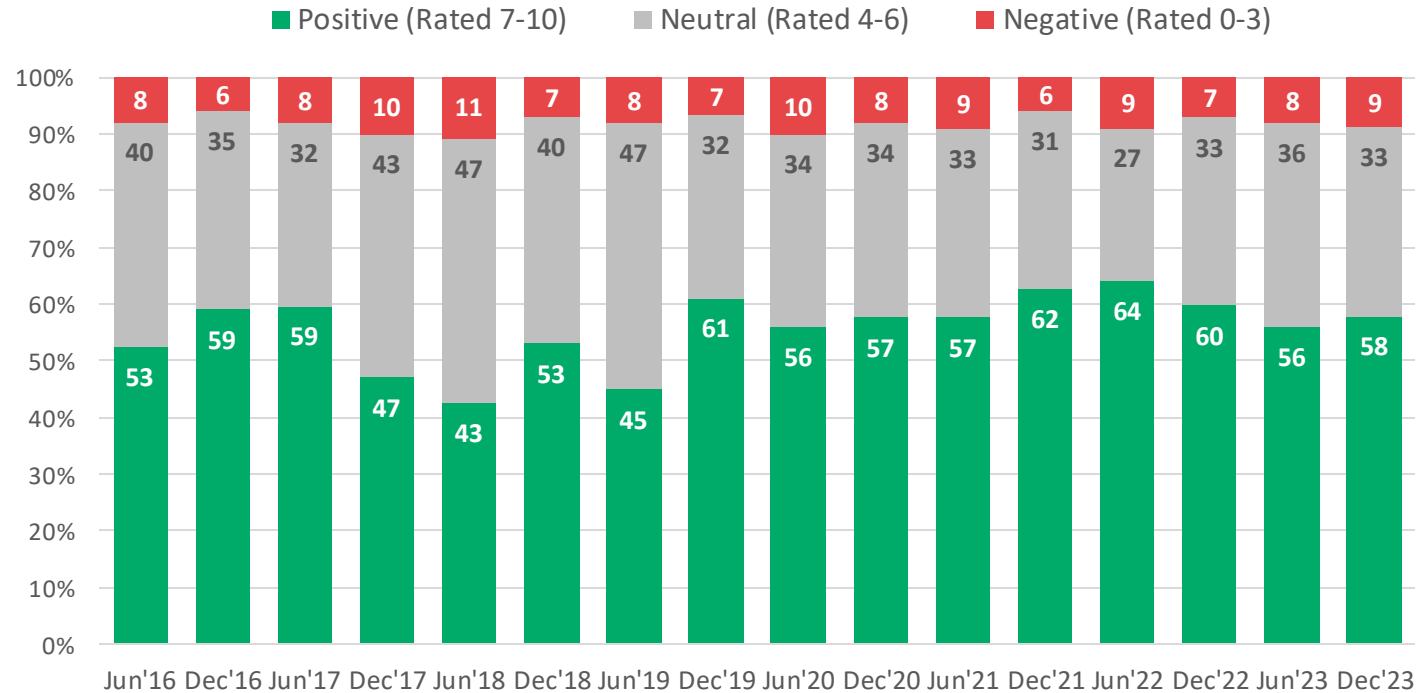
Confidence in availability of enough easily understood information



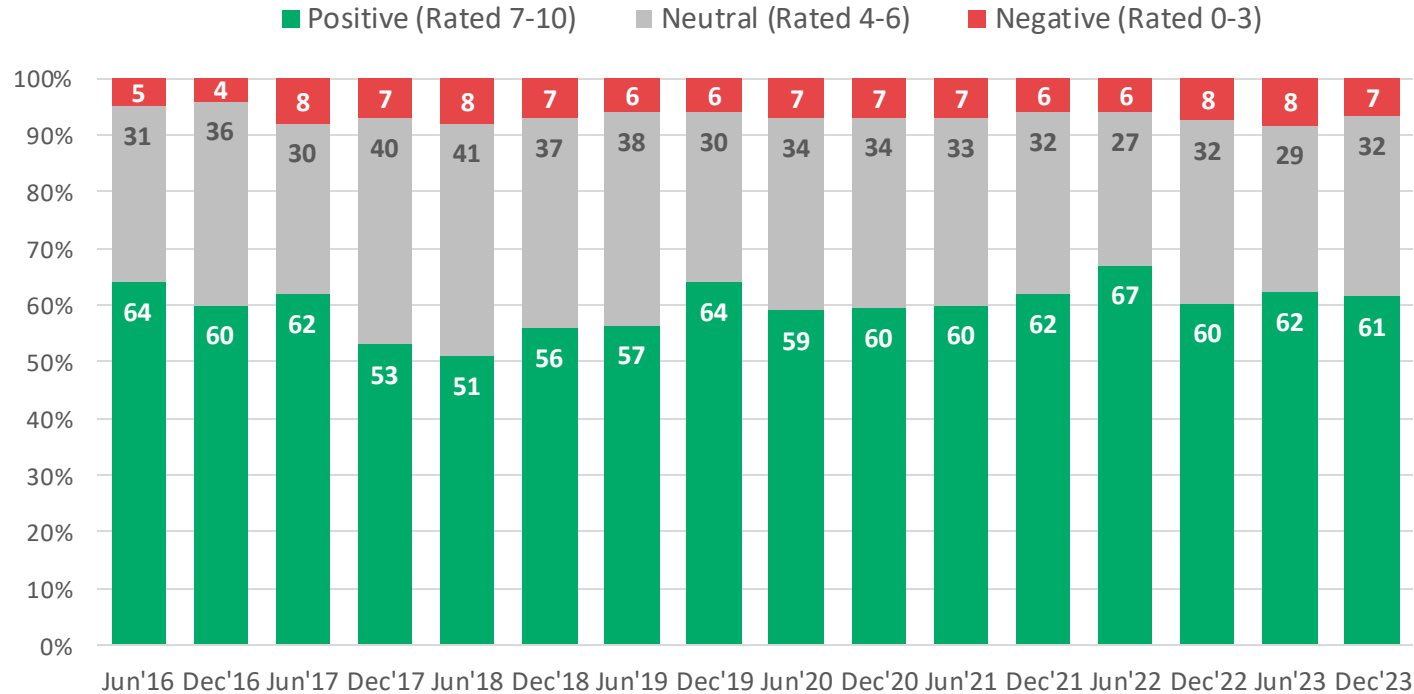
Q: How confident do you feel in the following...? **That there is enough easily understood information available to you to make decisions about energy products and services, by which we mean information available on the internet, through energy comparison websites or elsewhere**

Base size: All businesses (min. n=280)

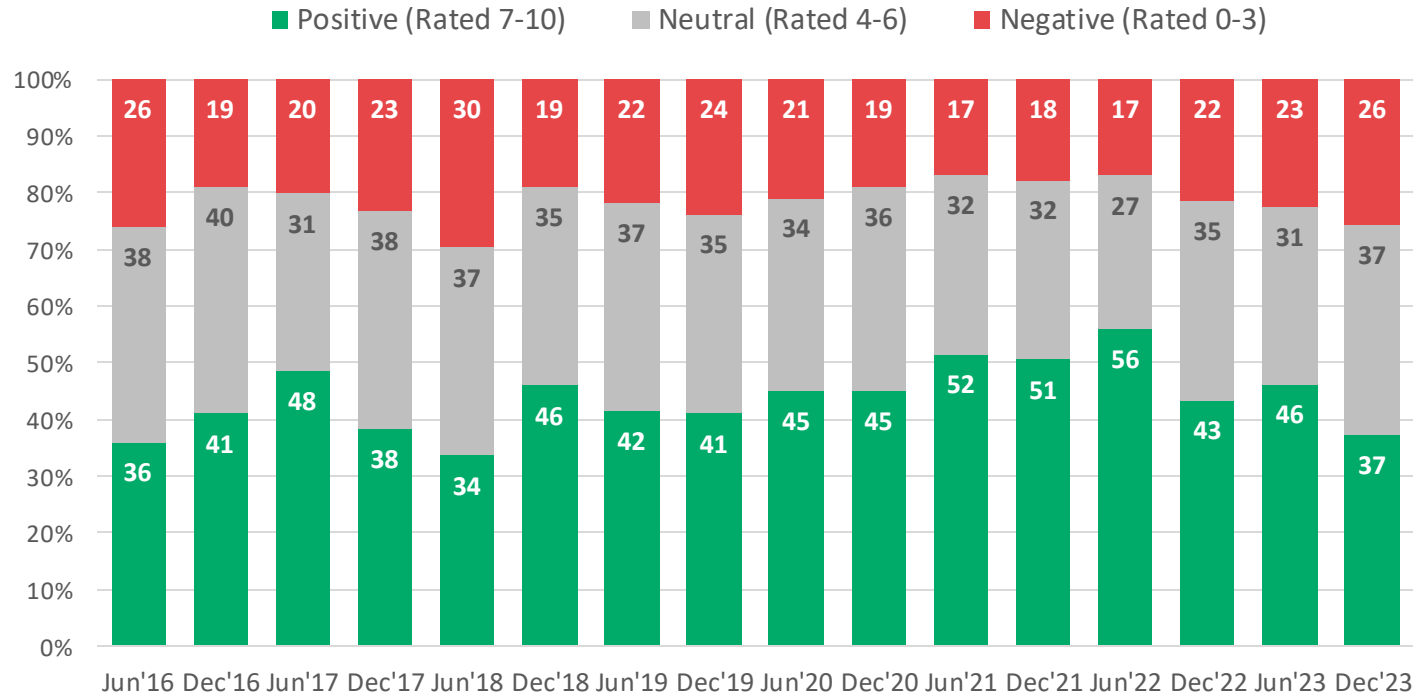
Confidence in availability of tools

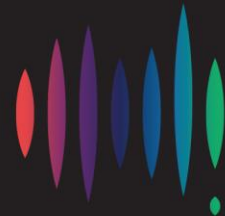


Confidence to get problems resolved



Confidence in the market





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