

# ENERGY CONSUMER SENTIMENT SURVEY

Business Topline Results  
June 2021



# Key findings

Australian small business' perceptions of the electricity and gas system have clearly improved over the last year. Most measures in this survey have shown steady improvement since the December 2017 survey.

Positive ratings for the value for money are up 10% over the last year for electricity and up 5% over the last year for gas.

Improvements in confidence in future value for money are smaller. 50% of business consumers now say they are confident that the market will deliver value for money in the future, up 4%.

52% of business consumers now say that they are confident that the electricity and gas market is working in their long-term interests, up 7% over the last year.

Despite this increased confidence in the future, many business consumers are still concerned about the future affordability of electricity. This question is new to the Energy Consumer Sentiment Survey, and shows that 71% of business consumers are concerned that electricity and gas will become unaffordable for them over the next 10-20 years.

Similarly, 74% of business consumers are concerned that electricity and gas will become unaffordable for others in their community over that time period.

Australian energy consumers also express considerable doubts about the future in other ways:

- 72% of business consumers say they are concerned that the energy system in Australia will fail to keep up with the changing way in which we use energy.
- 74% of business consumers are concerned that we won't have plans in place to replace or update aging coal-fired power plants when they reach the end of their operational lives.
- 64% of business consumers are worried that there will be frequent electricity outages in 10-20 years' time.

Questions on present reliability of electricity have been revised for the latest survey to provide more detail.

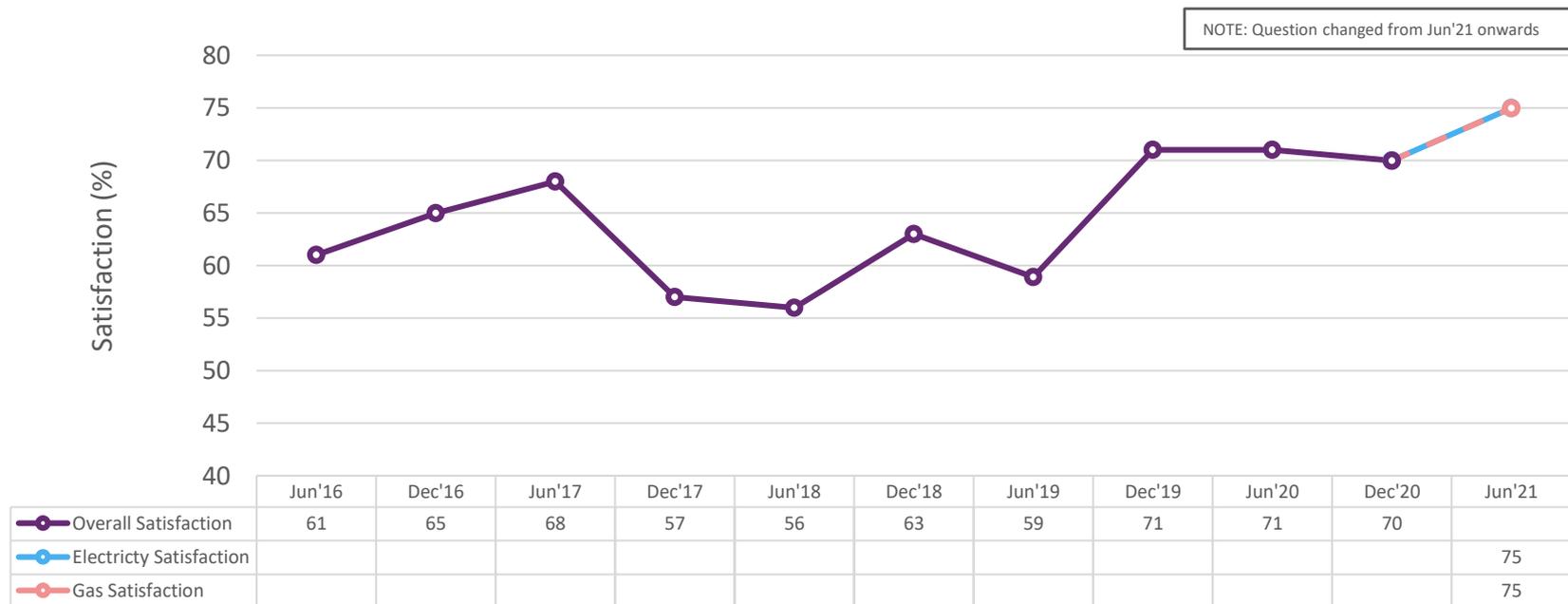
32% of businesses reported having had a fault, of whom 50% were satisfied with the number of faults, 58% were comfortable with the time it took to restore supply and 54% were satisfied with communication (19% dissatisfied).

# Satisfaction

- Business satisfaction with both electricity and gas is at 75% (overall energy satisfaction was 71% from this time last year).
- Electricity customer service satisfaction is consistent at 66% (no change from last year at 65%), while billing satisfaction has increased from 66% to 72%.
- Satisfaction with gas billing at 73% while satisfaction with customer service is up to 74% (71% last year).



# Satisfaction with retailer measures: Provision of electricity and gas services

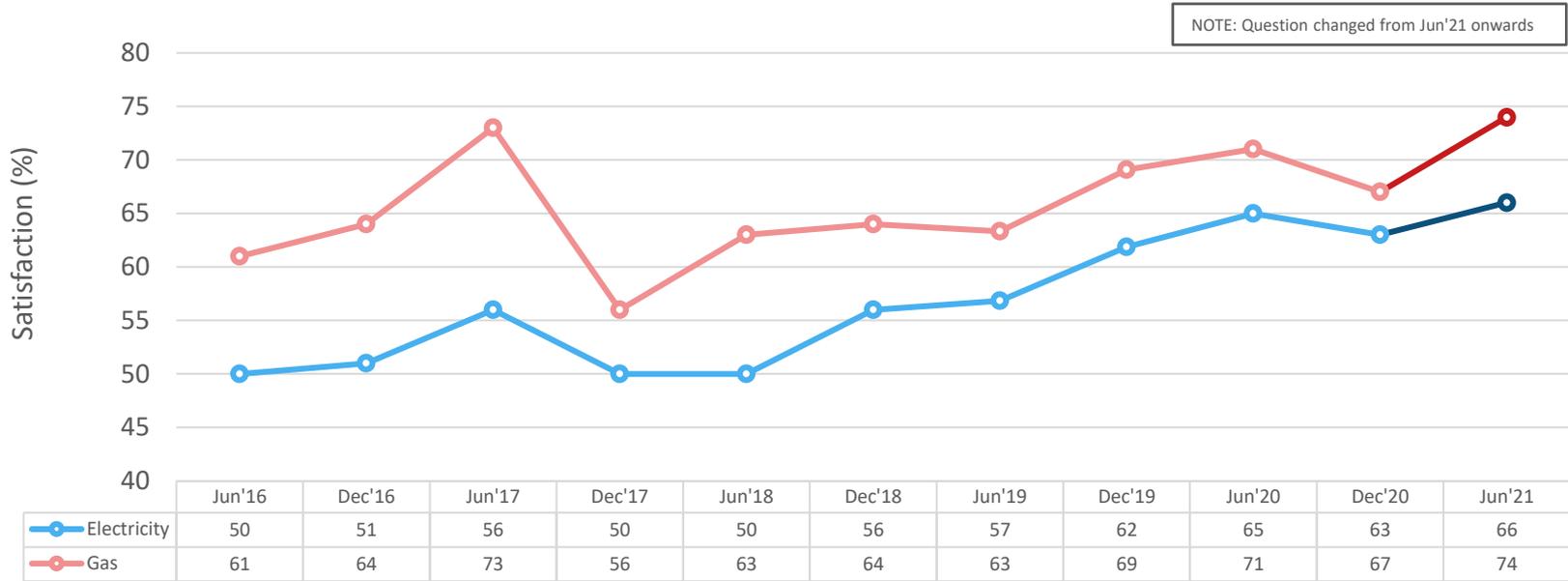


Q (Jun'16-Dec'20): How satisfied are you with the following? **The provision of your electricity and gas services overall over the last 6 months**, Base size: All businesses (min. n=280)

Q (Jun'21): How satisfied are you with the following elements of your electricity service over the past 6 months? **The provision of your electricity service**, Base size: All businesses (n=551)

Q (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 (n=326)

# Satisfaction with retailer measures: Customer service



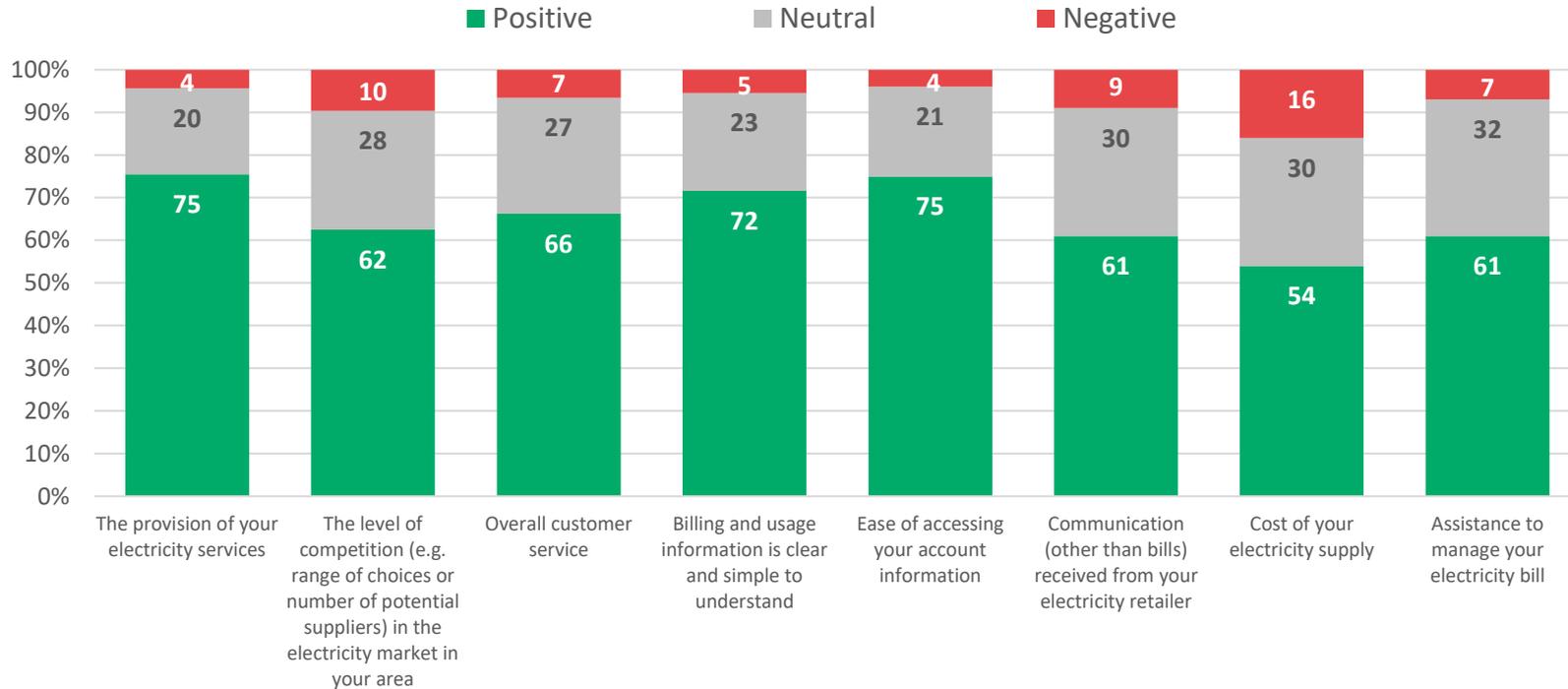
Q (Jun'16-Dec'20): How satisfied are you with the following? **The overall quality of customer service provided by your electricity company in the past 6 months**, Base size: All businesses (min. n=280)

Q (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 (n=551)

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)

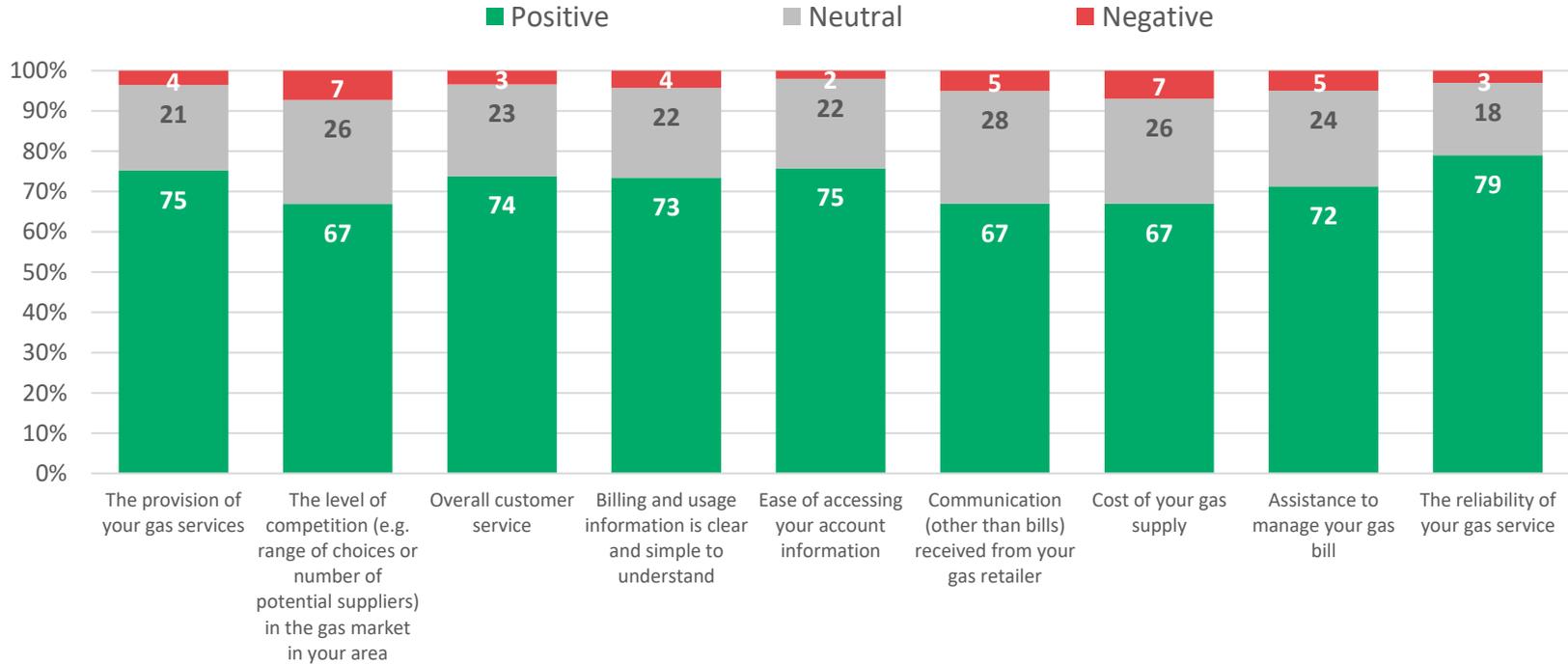
Q (Jun'21): How satisfied are you with the following aspects of your gas retailer in the past 6 months? **Overall customer service**, Base size: All businesses with a mains gas supply (n=326)

# Satisfaction with retailer measures: Electricity



Q (Jun'16-Dec'20): How satisfied are you with the following? Base size: All businesses (min. n=500)  
 Q (Jun'21): How satisfied are you with the following elements of your electricity service over the past 6 months?  
 Base size: All businesses (n=551)

# Satisfaction with retailer measures: Gas



Q (Jun'16-Dec'20): How satisfied are you with the following? Base size: All businesses with a mains gas supply (min. n=300)

Q (Jun'21): How satisfied are you with the following elements of your gas service over the past 6 months?

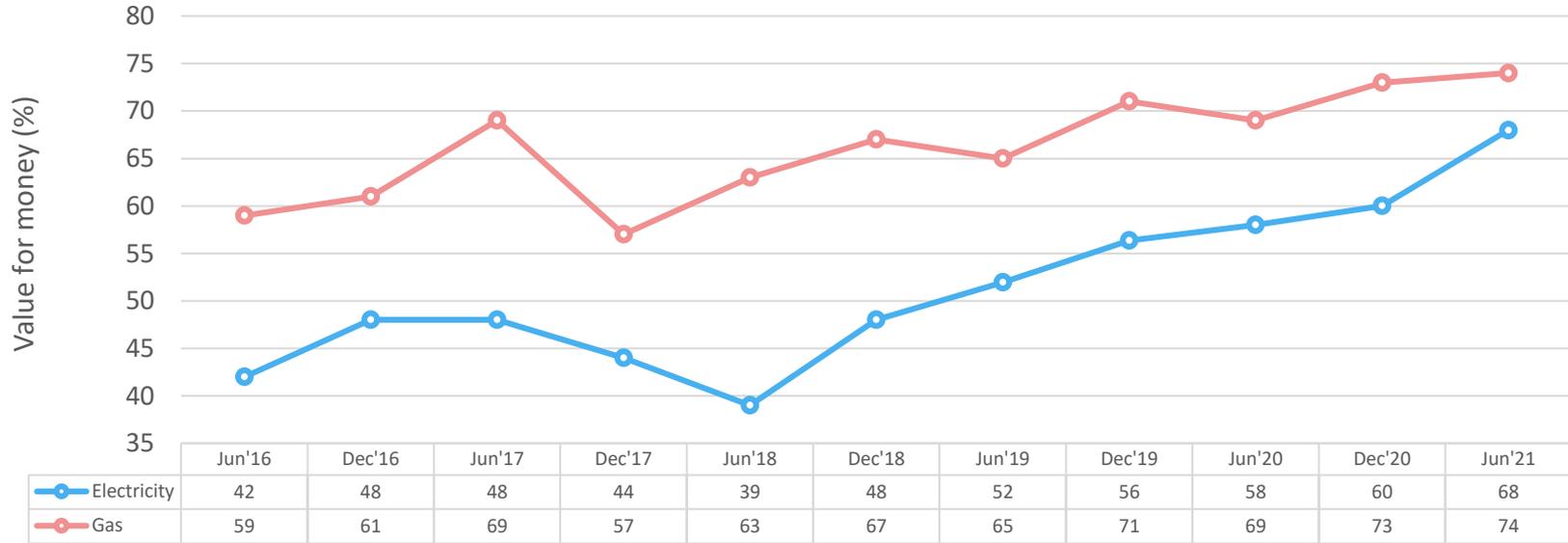
Base size: All businesses with a mains gas supply (n=326)

# Value for money & Outages

- Electricity value for money continues to increase from the June 2018 low (was 39%, now 68%).
- Similarly, positive ratings for value for money of their gas service has shown an upward trend since December 2017 (57% to 74%).
- 32% of small businesses have been affected by electricity outages in the last 6 months.
- Of those who have experienced an outage, 58% rate the duration of the outages positively and 54% give a positive rating for the communication received from the electricity supplier during the outage.



# Value for money



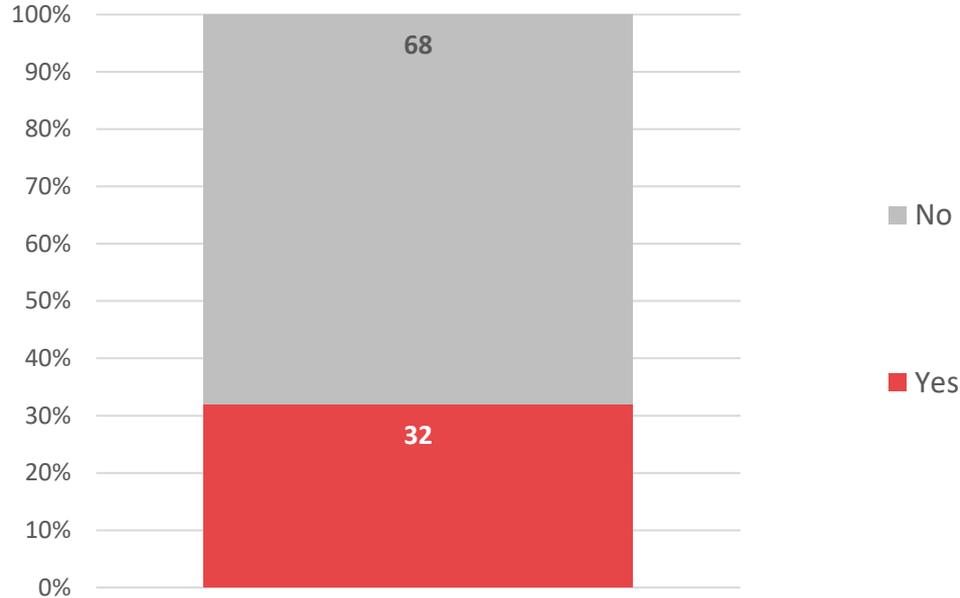
Q: How would you rate the overall value for money of the products and services provided by your electricity company in the past 6 months?

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

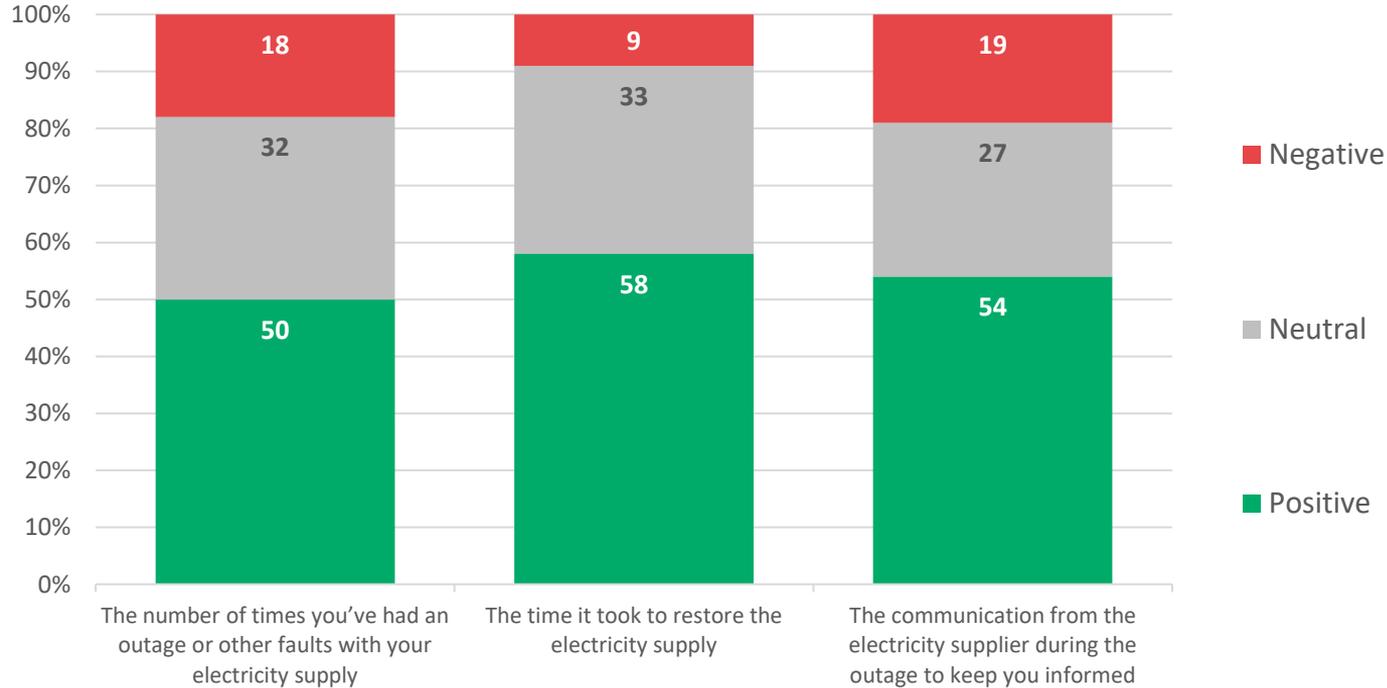
Q: How would you rate the overall value for money of the products and services provided by your gas retailer in the past 6 months?

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 (n=175)

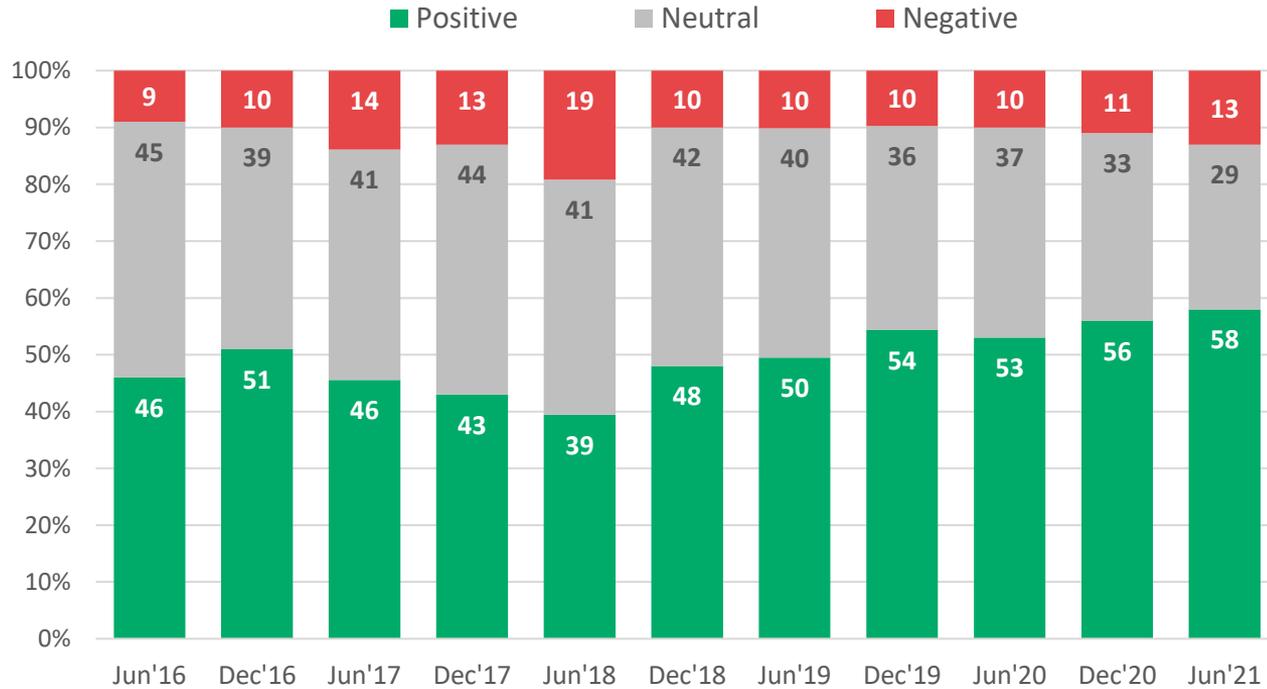
NOTE: Jun'16-Dec'20 results not shown due to questionnaire change in Jun'21 meaning time series discontinued.

# Business Confidence

- Business confidence is largely unchanged for most metrics compared to the June 2019 survey.
- Confidence that the overall market is working in your long-term interests has increased from 45% to 52% and confidence that the market will make technological advances to manage your energy supply and costs has also increased to 58% from 53% in June 2020.



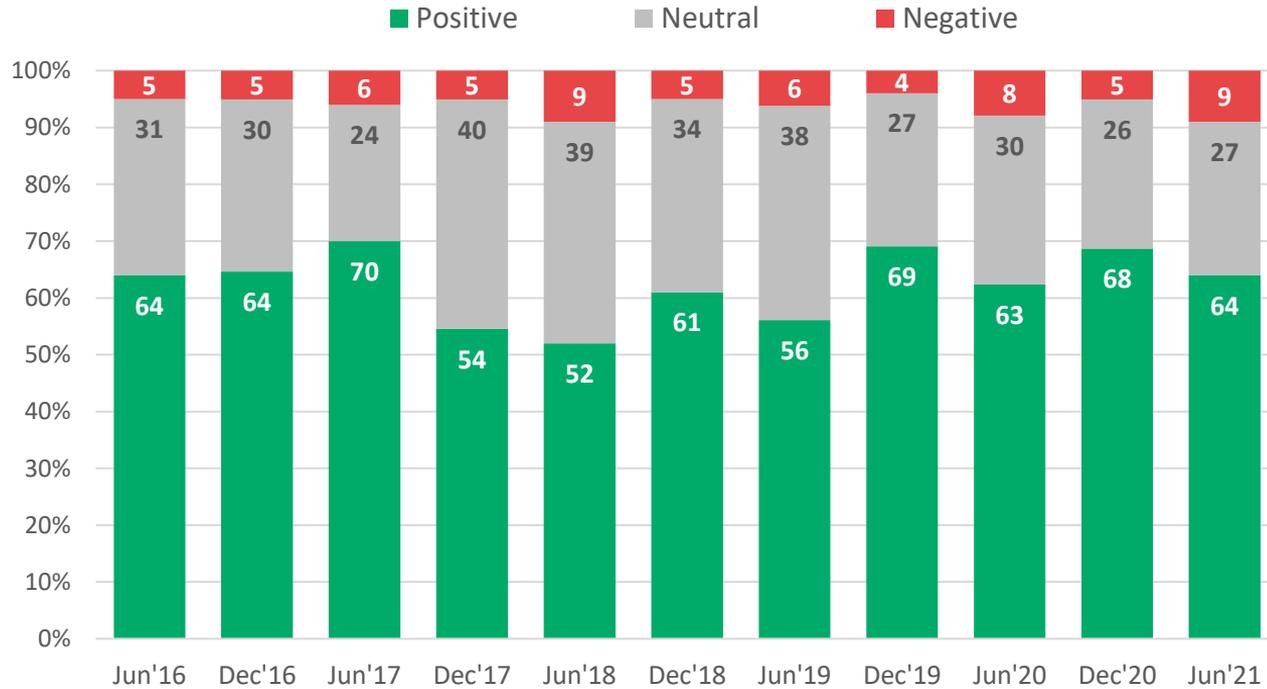
# Confidence in advances in technology



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)

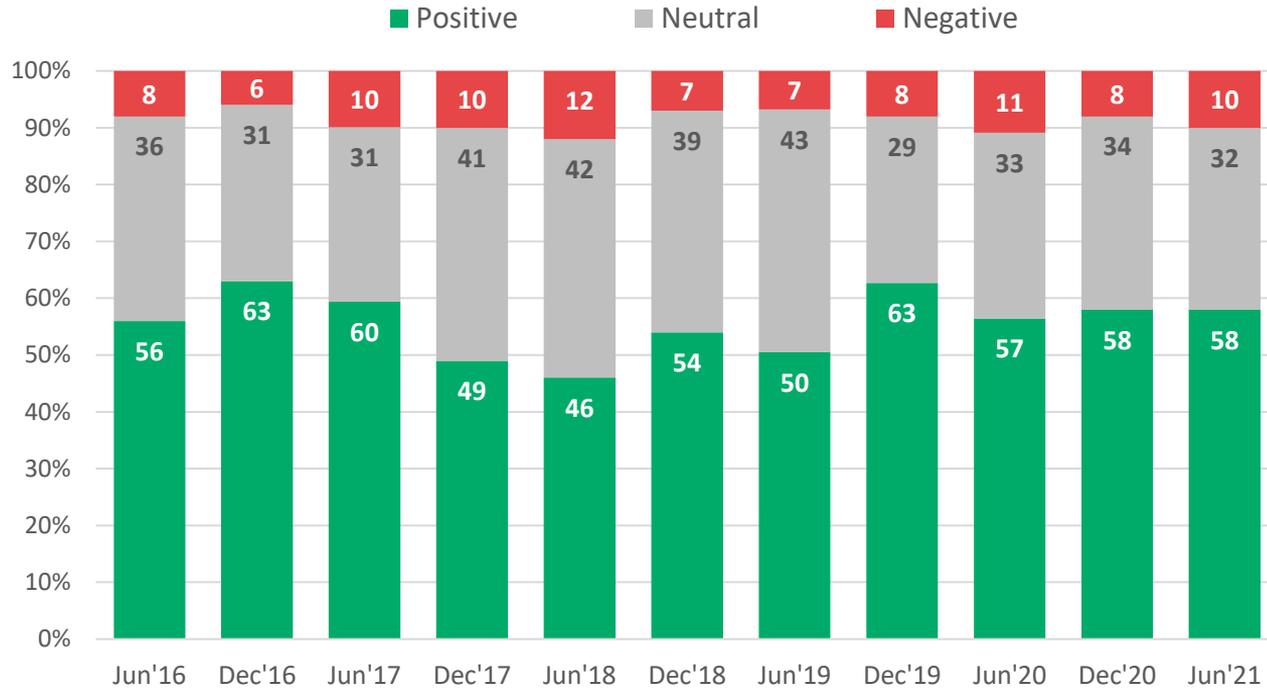
# Confidence in ability to make choices



Q: How confident do you feel in the following...? **Your ability to make choices about energy products and services, such as which plan or supplier to choose**

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

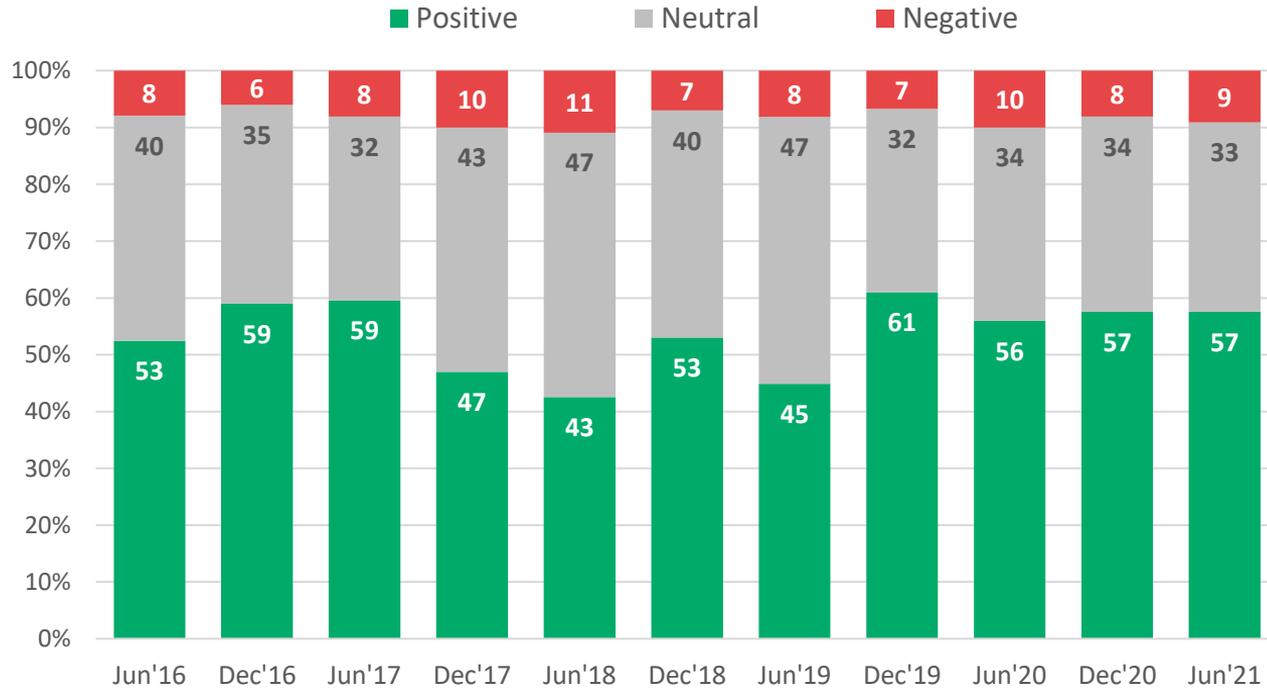
# Confidence in availability of enough easily understood information



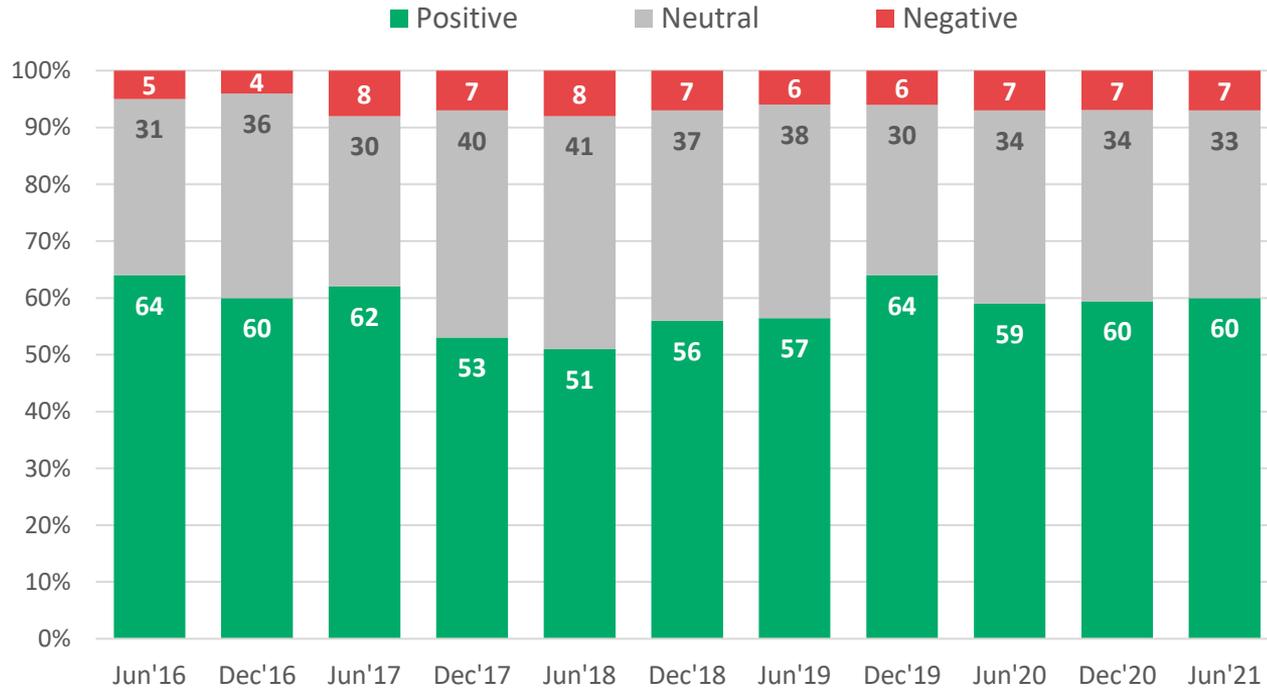
Q: How confident do you feel in the following...? **That there is enough easily understood information available to you to make decisions about energy products and services, by which we mean information available on the internet, through energy comparison websites or elsewhere**

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

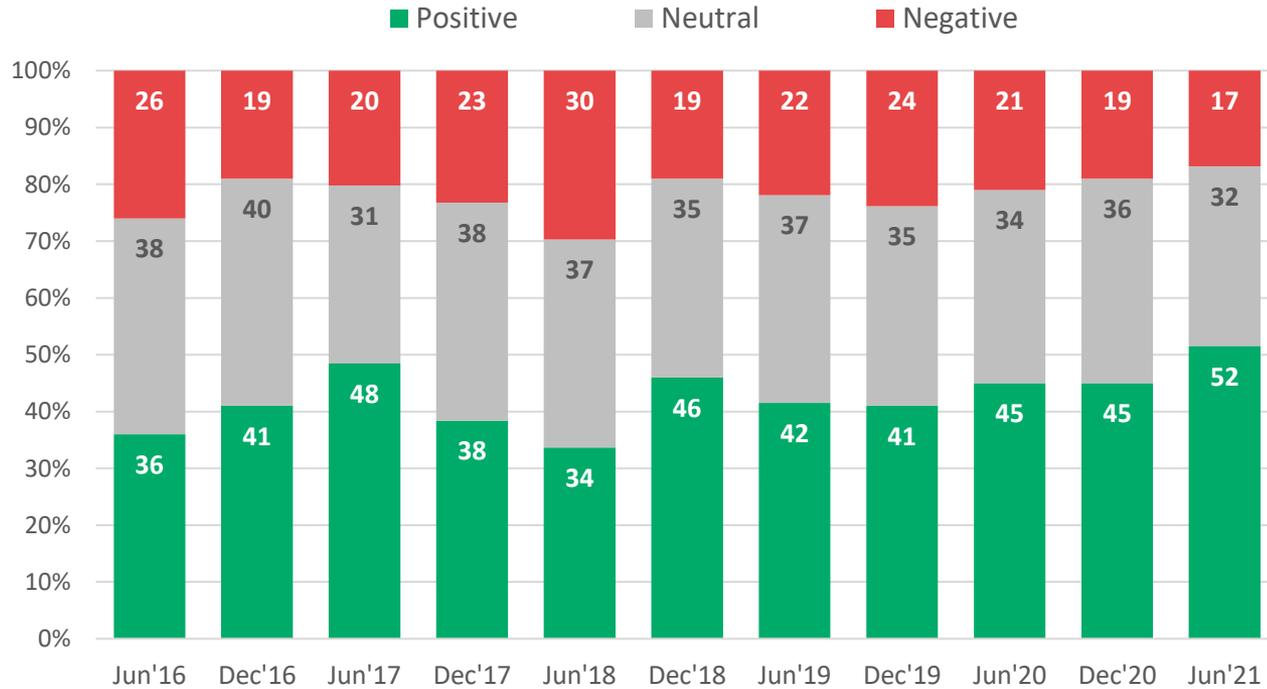
# Confidence in availability of tools

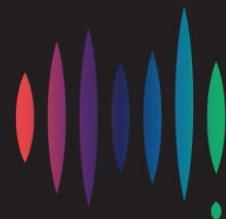


# Confidence to get problems resolved



# Confidence in the market





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