

A background network diagram consisting of thin teal lines connecting various circular nodes of different sizes. A large teal circle is centered on the page, containing the main title and subtitle.

# Energy Consumer Sentiment Survey Findings

Queensland

July 2016

Energy  
Consumers  
Australia

# Energy Consumer Sentiment Survey, July 2016

## Queensland

Energy Consumer Australia tracks consumer and small business sentiment to inform energy market and policy development.

### Background

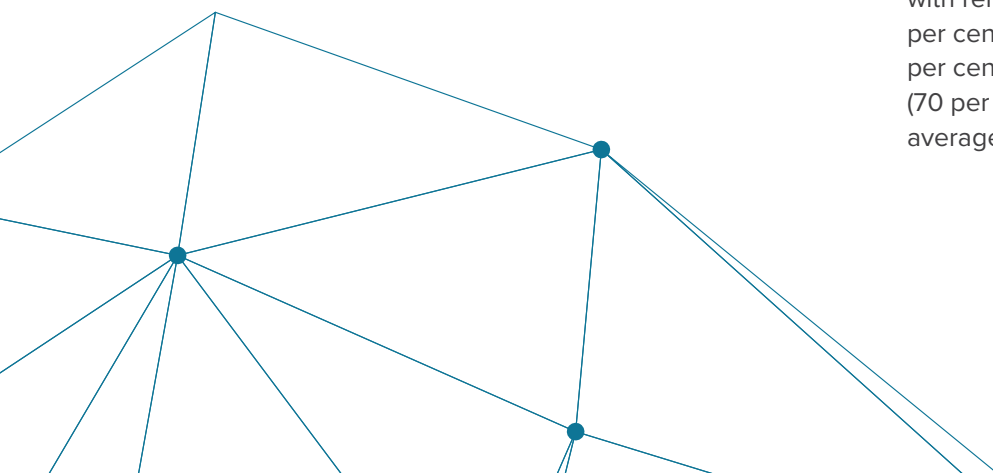
The Energy Consumer Sentiment Survey is a long term project for Energy Consumers Australia. It is designed to provide information on household and small business consumer sentiment with a focus on three key areas of satisfaction, confidence and activity. This is the first ever national survey and will be undertaken every six months. The survey will track changes in sentiment over time and detect patterns which can inform energy market and policy development in the long term interests of consumers.

### Consumer satisfaction in Queensland

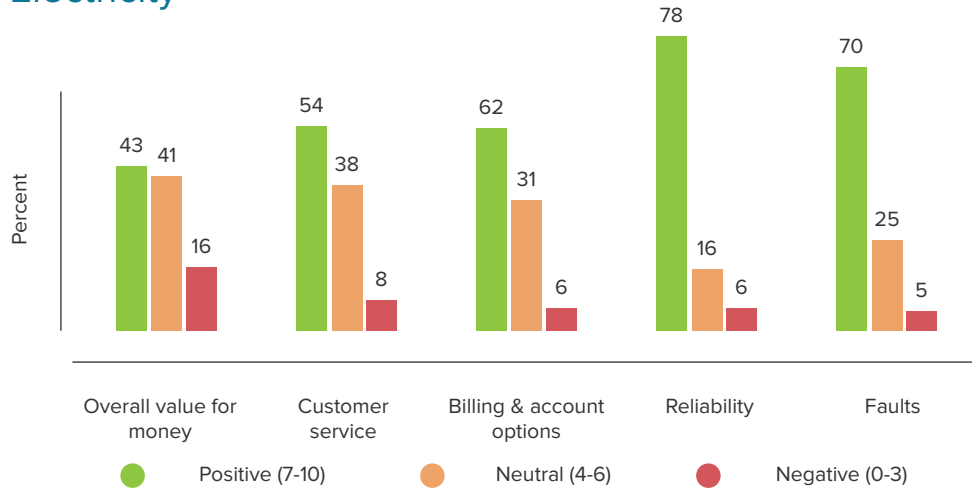
Consumers are telling us that overall they are satisfied with energy services. Households report overall satisfaction with energy services in Queensland around the national average with 66 per cent rating services 7 out of 10 or higher (a positive rating).

#### **Value for money**

Households in Queensland rate their satisfaction with the value for money below their counterparts in New South Wales and Victoria, with only 43 per cent providing a positive rating. This means that more than half of all households in Queensland are neutral or dissatisfied with the value for money of their electricity service. Household consumer satisfaction with reliability of electricity services (78 per cent), billing and account options (62 per cent) and the way faults are dealt with (70 per cent) are around the Australian average.



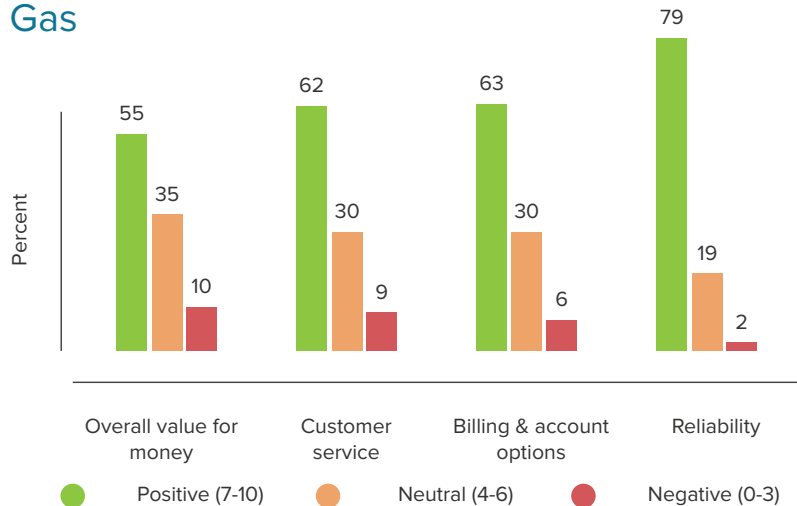
## Electricity



*How would you rate the [attribute]? 0-10 scale, 0 = 'very poor', 10 = 'excellent'*

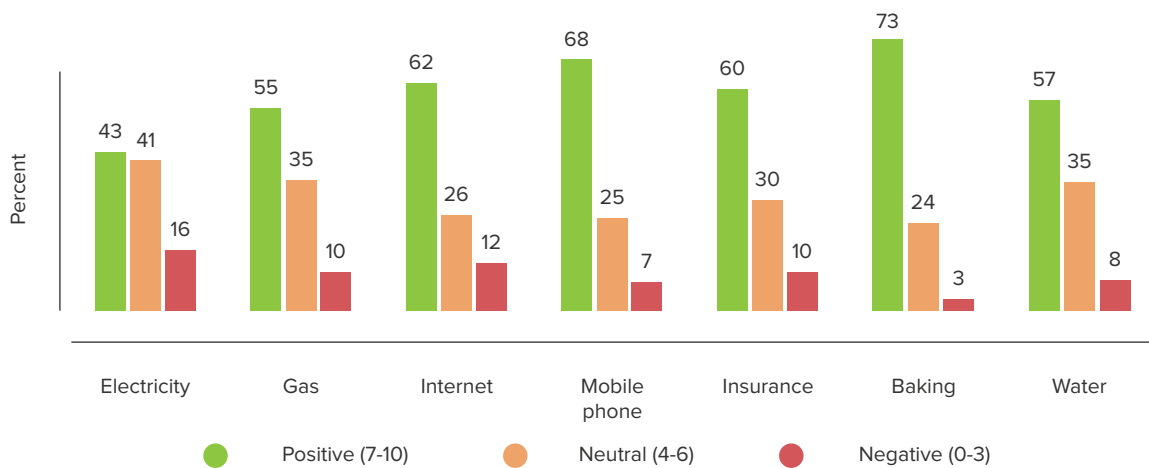
Queensland households are substantially more satisfied with their gas services than electricity services giving relatively positive ratings for all attributes, including value for money.

## Gas



*How would you rate the [attribute]? 0-10 scale, 0 = 'very poor', 10 = 'excellent'*

When compared with the value for money of a range of other services, households in Queensland are telling us that the value for money of electricity services is significantly less than for other services including banking, water, mobile phone, insurance and internet services.



*How would you rate the overall value for money of the products and services provided by your service provider in the following areas, in the past 6 months?  
0-10 scale, 0 = 'very poor', 10 = 'excellent'*

### Net Promoter Scores

Consumers are unlikely to recommend their current electricity retailer to a friend or colleague, as measured by the Net Promoter Scores (NPS) (the difference between advocates and detractors). Only 16 per cent of household consumers said they would recommend their electricity retailer to a friend or colleague, whereas 48 per cent were 'detractors' and unlikely to recommend their retailer. That means the Queensland electricity services NPS is -32, which is the second lowest rating of all states and territories after Tasmania.

The NPS for Queensland households for their gas services is higher than for electricity services.

### Competition

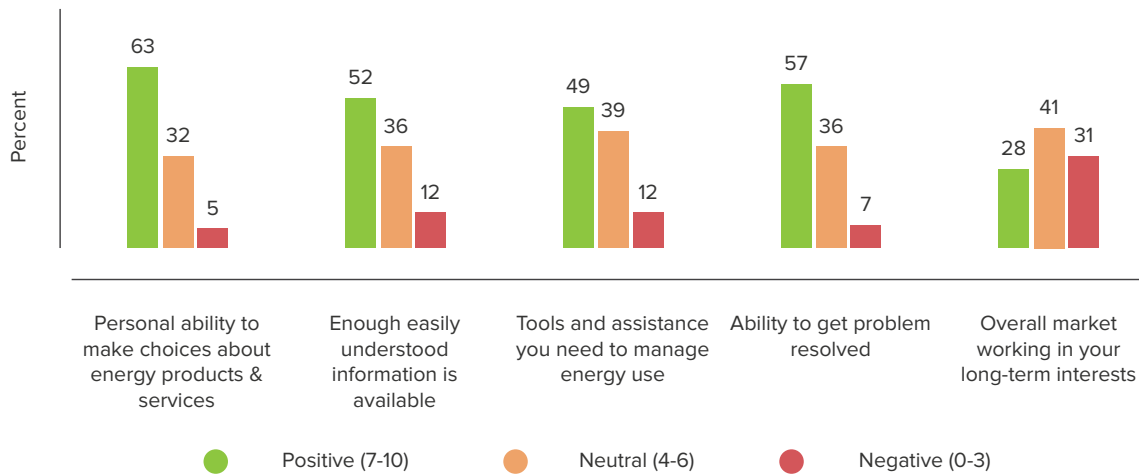
The Australian Energy Market Commission has found that competition is effective in the electricity market in South East Queensland, but not in regional Queensland where there is a single retailer Ergon Energy. In the context of reporting the survey results for Queensland, it should be noted that a significant number of household respondents to the survey are from South East Queensland. Queensland households are clearly less satisfied with the levels of competition in their state (37 per cent) compared with other states such as NSW (48 per cent) and Victoria (52 per cent), which reported the highest satisfaction rates nationally.



## Consumer confidence in Queensland

Queensland household consumers are confident in making choices about energy products and services (63 per cent) although less confident that the information (52 per cent) and tools (49 per cent) are available to help them make those decisions. When this is unpacked in qualitative research, consumers express a low level of awareness and a lack of trust in information tools such as comparison websites.

They are also the most likely of all consumers in Australia to say the overall market is not working in their long-term interests (31 per cent) while only 28 per cent believe the market is working for them. They have an even lower level of confidence that they will see better value for money outcomes in the future (18 per cent).



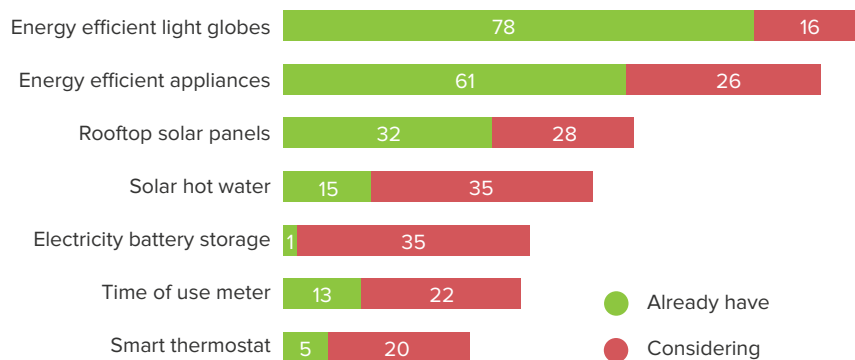
*How would you rate the [attribute]? 0-10 scale, 0 = 'very poor', 10 = 'excellent'*



## Consumer activity in Queensland

### Uptake of energy management technologies

Consumers are looking to energy management technologies to manage their electricity costs. Most consumers in Queensland have invested in energy efficient lighting or energy efficient appliances (61 per cent). Nearly one-third of consumers have purchased solar panels (32 per cent) and another 27 per cent say they intend to do so in the future. More than a third (35 per cent) say they are considering purchasing electricity battery storage.



Have you looked into switching energy companies or energy plans in the last 3 years?

**14%** YES and I switched

**34%** YES and I didn't switch

**53%** NO and I didn't look into it

*Do you already have, or are you considering purchasing or using any of the following technologies to manage the cost of electricity in your household?*

### Switching energy providers or plans

Around half (48 per cent) of Queensland households have considered switching energy providers in the past three years, with only 14 per cent deciding to switch – substantially lower than other states where competition has been found to be effective. The main reason identified for considering switching was dissatisfaction with value for money of the current deal (41 per cent), or that the consumer simply found a better deal (29 per cent).

Of those who looked at their options, 12 per cent ended up less satisfied and 32 per cent more satisfied, while 57 per cent end up much the same. This is the lowest level of satisfaction with the outcome of switching of any state (equal with South Australia).

For those who did not consider switching a high number said there were no real alternatives (15 per cent) or they expected to be either no better off, or worse off, if they did switch (13 per cent). A further 16 per cent felt the barrier to switching was too high.

# Energy Consumers Australia

## What's next?

Energy Consumers Australia will next report on energy consumer sentiment in late 2016.

The survey data, together with a detailed final report (and questionnaire) are available from the ECA website [www.energyconsumersaustralia.com.au](http://www.energyconsumersaustralia.com.au)

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