



Powercor.

Stakeholder Engagement Research.
Online Customer Survey Results.



Prepared by: Colmar Brunton Research
Report released: 18 July 2014

Survey period: 3 December 2013 – 1 July 2014



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Stakeholder Engagement Approach.



Background and Context

The views and concerns of Powercor customers and stakeholders are vital to informing future priorities and directions.

As an electricity distributor, Powercor is regulated according to five-year regulatory control periods, governed by the National Electricity Rules and administered by the Australian Energy Regulator (AER).

Powercor is required to provide a regulatory proposal to the AER every five years, detailing its forecast work programs and efficient revenue requirements over the coming regulatory control period. The AER assesses the regulatory proposal and makes a decision on the revenues or prices that Powercor can earn or charge (depending on the type of price control) during the subsequent regulatory control period.

Powercor is currently developing its regulatory proposal to the AER for the 2016-2020 regulatory control period. To help shape this regulatory proposal, Powercor is keen to further understand the priorities and concerns of its customers.

Powercor has been engaging with its customers through a variety of ways to better understand customers' expectations and tailor a regulatory proposal that is responsive to those expectations.





Stakeholder engagement research and strategy development - Planning

In early 2013, Powercor commenced the development of a business-wide stakeholder engagement strategy and approach.

The key inputs included:

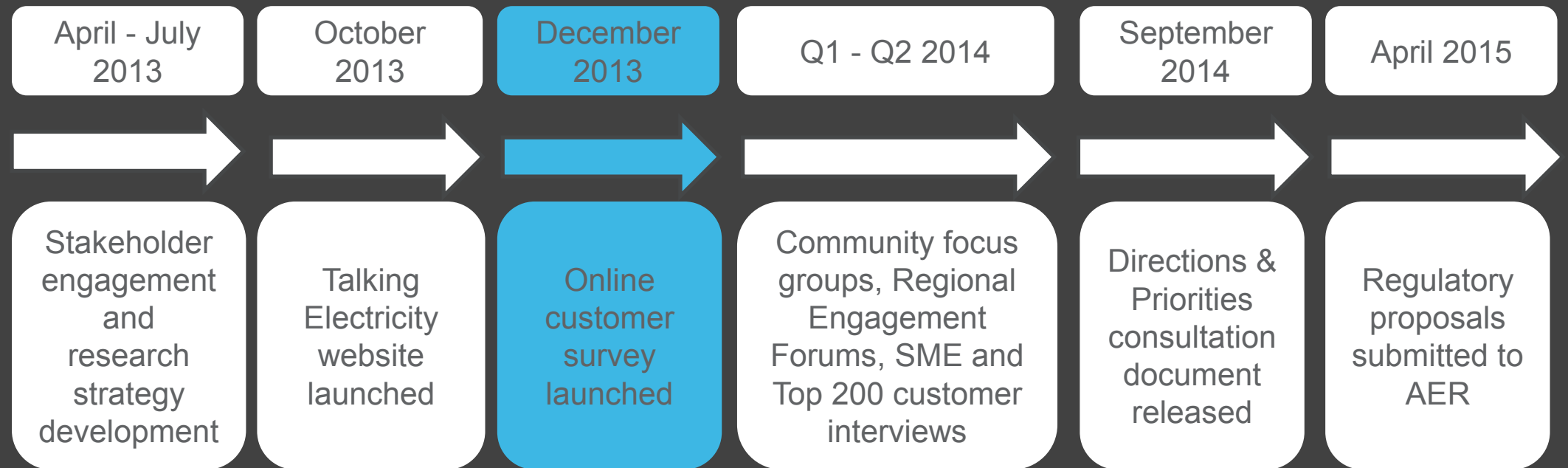
- Findings from stakeholder research activities undertaken during April and May 2013.
- External stakeholder research activities which included: One-on-one interviews with councils, Energy and Water Ombudsman Victoria (EWOV), large customer representatives, consumer advocacy group representatives, Australian Energy Regulator (AER), Energy Safe Victoria (ESV), Victorian Government, resource partners and retailers.
- Discussion with the Powercor Customer Consultative Committee (PACCCC).



Stakeholder engagement research and strategy development - Process

As part of Powercor's stakeholder engagement program, an online survey was open to all customers and accessible at talkingelectricity.com.au.

This report provides the results of survey findings covering 486 responses between 3rd December 2013 and 1st July 2014.





Customer
Survey
Background &
Methodology.



Customer Survey Background & Methodology

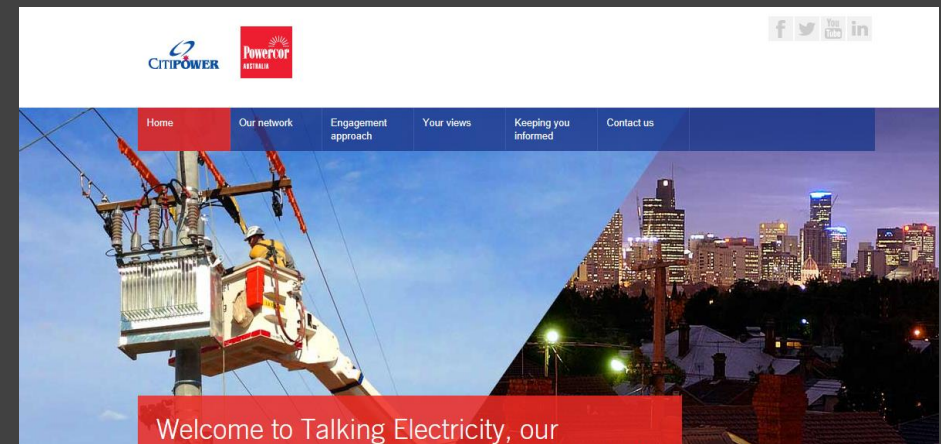
Online customer
survey

In December 2013, Powercor launched the 'Have Your Say' online survey to provide customers and stakeholders with the opportunity to have their say on services and priorities, now and in the future.

The online survey was open to all customers and stakeholders including:

- ❖ Residential customers
- ❖ Business customers
- ❖ Government representatives
- ❖ Industry and consumer organisations

The customer survey was accessible via the Talking Electricity website at talkingelectricity.com.au (below), publicised by media release and distributed to a targeted and representative sample of Powercor customers to ensure greater opportunity for engagement.





Customer Survey Background & Methodology

The survey had an average completion time of eight minutes and 32 seconds and ran until 1st July 2014.

This report covers the results of 486 Powercor customer survey responses. Of the 486 total Powercor customer responses, 126 came via the www.talkingelectricity.com.au website and 360 came through a direct survey, sent to Powercor customers.

Due to low participation rates via the www.talkingelectricity.com.au website (despite ongoing publicity), a direct 'Booster' survey was required to ensure sufficient sample size for robust analysis.

The direct 'Booster' survey was sent to Colmar Brunton panel members, who were confirmed as Powercor customers based on postcode, with quotas set by age bracket, to ensure a representative sample for analysis and reporting.

The Colmar Brunton online panel is one of the largest in Australia, and is used by many of Australia's largest companies and government bodies.

Online customer survey

The online customer survey covers the following key areas:

- ❖ Profile and demographics
- ❖ Familiarity and level of understanding
- ❖ Customer experience and satisfaction
- ❖ Preferred method of contact
- ❖ Community safety and reliability
- ❖ Asset management
- ❖ Vegetation management
- ❖ Visual amenity
- ❖ Pricing



Customer Survey Highlights.



Report Summary & Highlights

Online customer survey

This report outlines research findings generated from the Powercor online customer survey, which was open to all customers and stakeholders.

The report covers six key sections:

- ❖ Participant Profile
- ❖ Familiarity and Level of Understanding
- ❖ Method of Contact
- ❖ Safety Messages
- ❖ Satisfaction and Reliability
- ❖ Price Increases

The **Participant Profile section** outlines the profile of survey participants.

- The vast majority of survey participants were residential/ household users of electricity (91%), with a further 7% of survey participants being made up of both business and residential/ household users, 1% business only customers and 1% 'Other'.

At a demographic level, there was active participation across most age groups. Participants aged 60+ represented over a third of the sample (34%), followed by 30-49 (27%), 18-29 (21%) and 50-59 (18%). A higher proportion of survey participants were female (46% male / 54% female) and the majority of participants (48%) had a quarterly electricity bill size between \$201 - \$400.

The **Familiarity and Level of Understanding section** shows that two thirds (67%) of those that participated in the online customer survey felt they knew the difference between an electricity distributor and an electricity retailer, with the vast majority being aware of who their electricity distributor is.



Report Summary & Highlights

The **Method of Contact section** indicates the preferred method of contact is a telephone call, with the three main reasons for contact by a customer being:

- ❖ Reporting dangers to wires
- ❖ A power outage
- ❖ Faults to street lights

The **Safety Messages section** highlights that when it comes to messages relating to safety, there was a clear preference for the development of a wider safety campaign targeted at all of those that come into contact with the electricity network (as opposed to specific messages targeted at specific groups).

The **Satisfaction and Reliability section** indicates that:

- When looking at overall satisfaction, around seven out of ten were satisfied (74%).
- When looking at current levels of electricity supply reliability, around eight out of ten were satisfied (83%).

The **Price Increases section** looks at a range of areas (substation appearance, relocation of assets, undergrounding of assets, renewable energy, relocation of assets located in areas prone to extreme weather, outages and fire risk reduction) and assesses agreement levels associated with price increases.

Survey participants were asked to define their interpretation of the term “small increase in your electricity bill”.

- Almost all saw a “small increase” in their electricity bill as being less than 5%; the most common expectation was that a small increase would be less than 2%.
- When asked about electricity pricing, survey participants were in net agreement to small price increases that contributed to reduced risk of fire danger. All other areas received negative net scores (meaning the number of survey participants that disagreed to small price increases outweighed the number that agreed to small price increases).



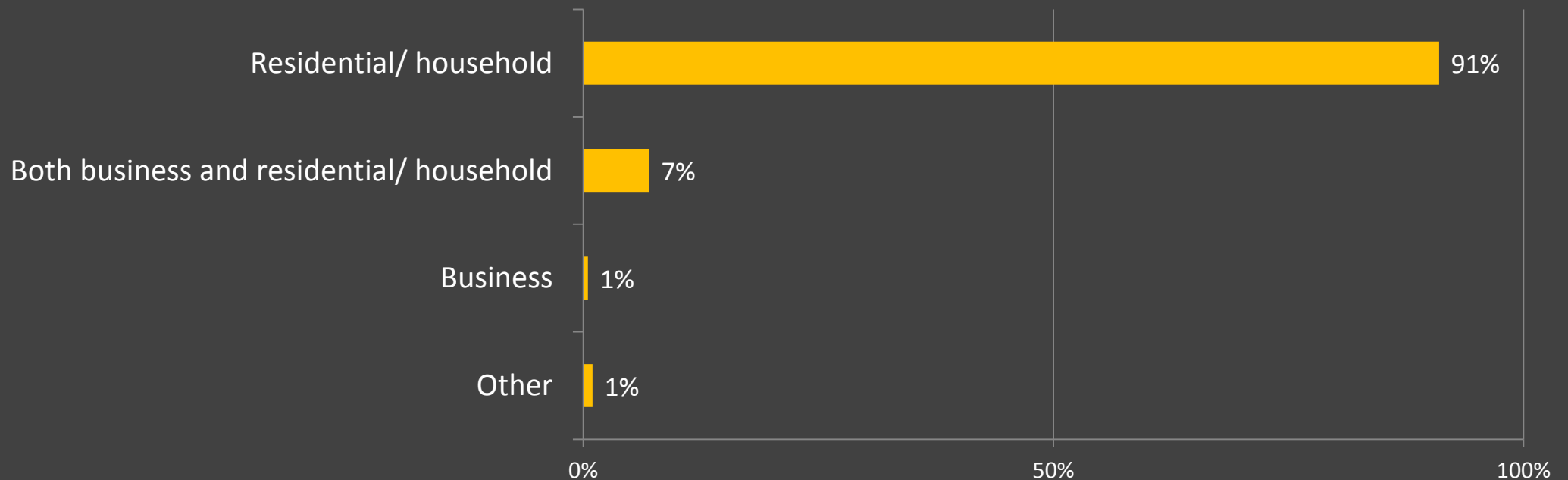
Customer
Survey
Participant
Profile.



Powercor Customer Survey Participant Profile

- ❖ *The vast majority of Powercor customers were residential/ household users of electricity (91%), with a small percentage being both business and residential/ household users (7%).*

Role in Using Electricity



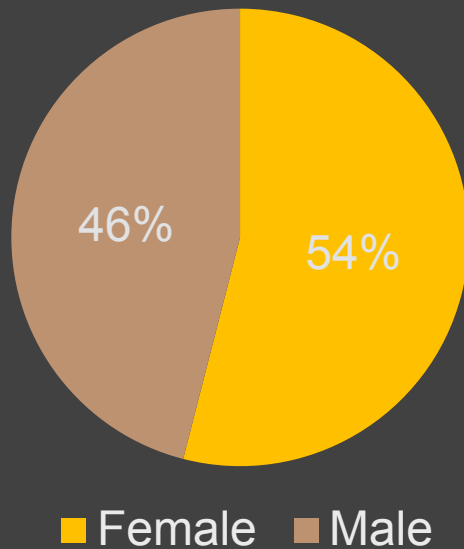
Q2. To help us best understand your responses to this survey, which of the below best describes your role in using electricity, or involvement with the electricity sector? Base: n=486 Powercor customers



Powercor Customer Survey Participant Profile

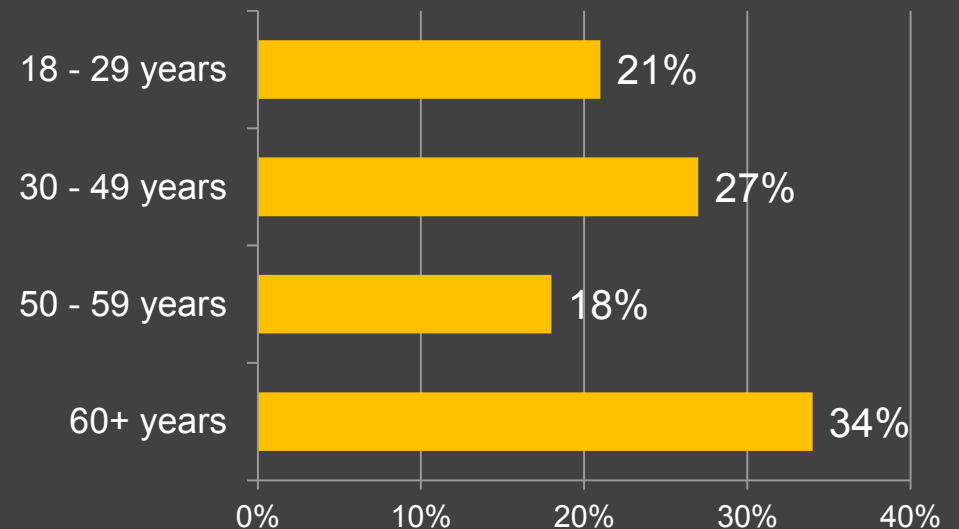
- ❖ Just over half of the participants were female (54%), with the age group most likely to take part in the survey being those aged 60+ years (34%).
- ❖ There was active participation across all age groups.

Gender



Q25. Please indicate your gender. Base: n=486 Powercor customers

Age



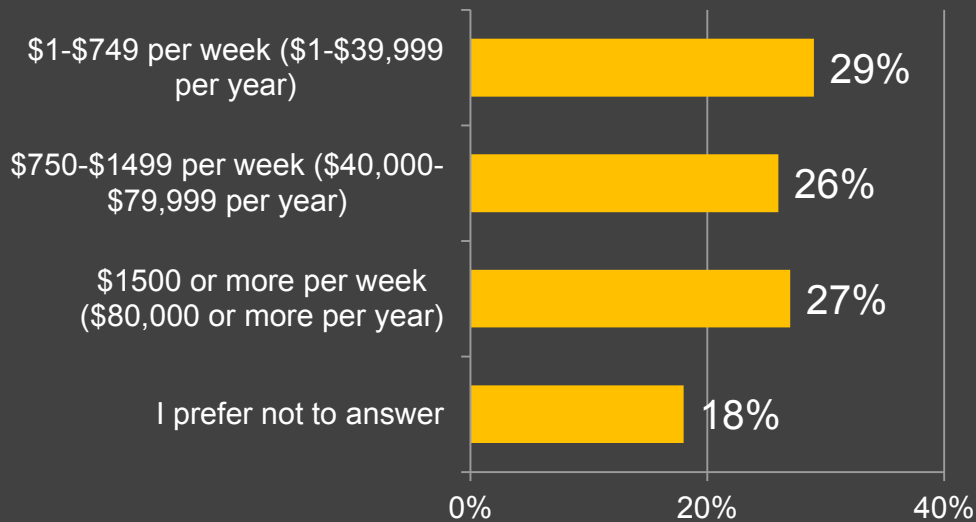
Q24. Which one of the following age groups do you fall into?
Base: n=486 Powercor customers



Powercor Customer Survey Participant Profile

- ❖ Around one in five survey participants did not disclose their household income (18%).
- ❖ Over half of the survey participants stated household incomes of less than \$80,000 (55%) with one third were working full time (35%).

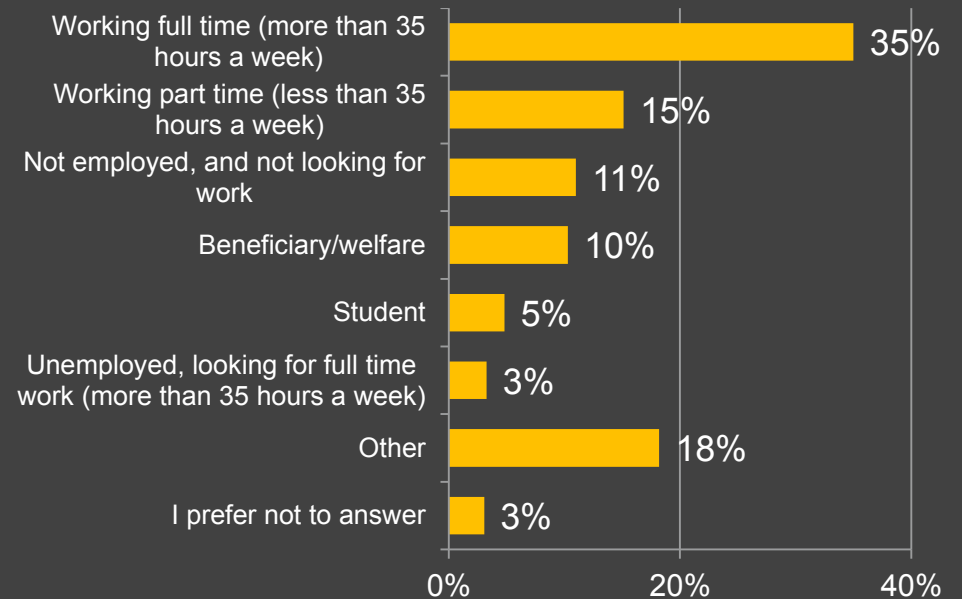
Total Household Income



Q27. What is the total of all wages/salaries, Government benefits, pensions, allowances and other income that YOUR HOUSEHOLD usually receives (Gross – before tax and superannuation deductions)?

Base: n=486 Powercor customers

Employment



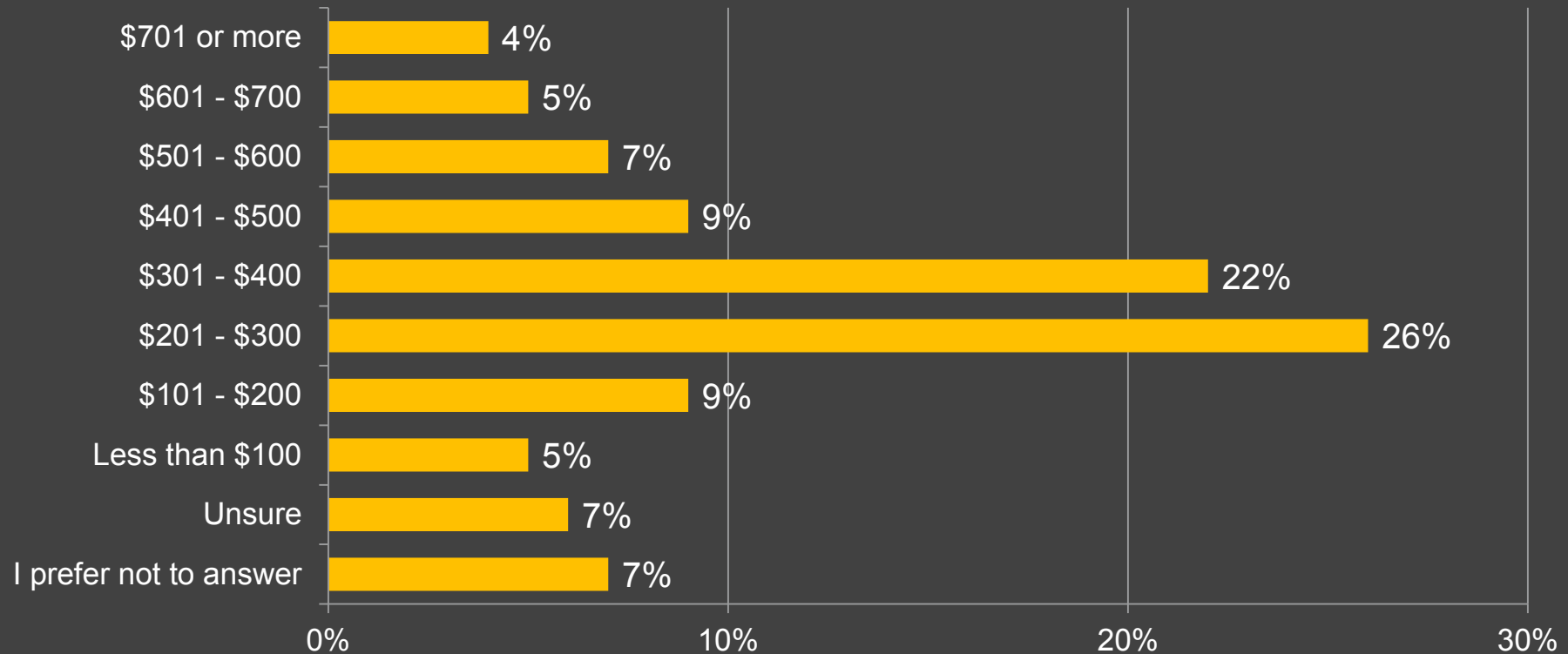
Q26. Please select which of the following options best describes your current employment status? Base: n=486 Powercor customers



Powercor Customer Survey Participant Profile

- ❖ Among survey participants, the most common quarterly household electricity bill size was \$201-\$300 (26%), followed closely by \$301-\$400 (22%).

Quarterly Household Electricity Bill

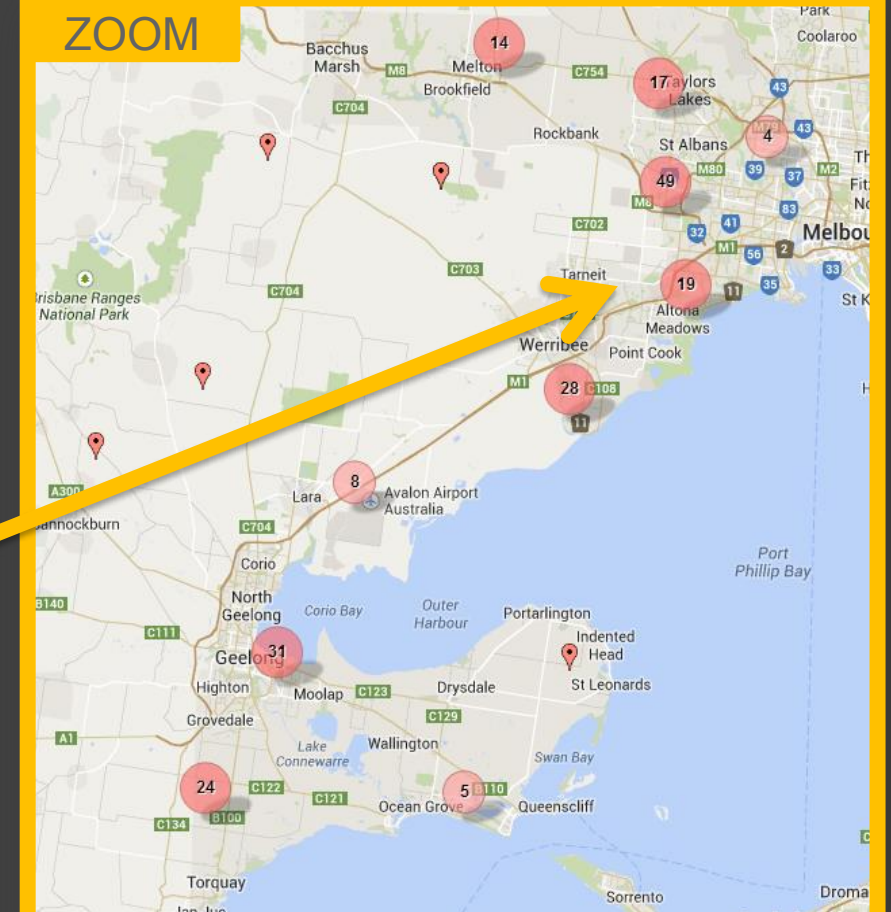
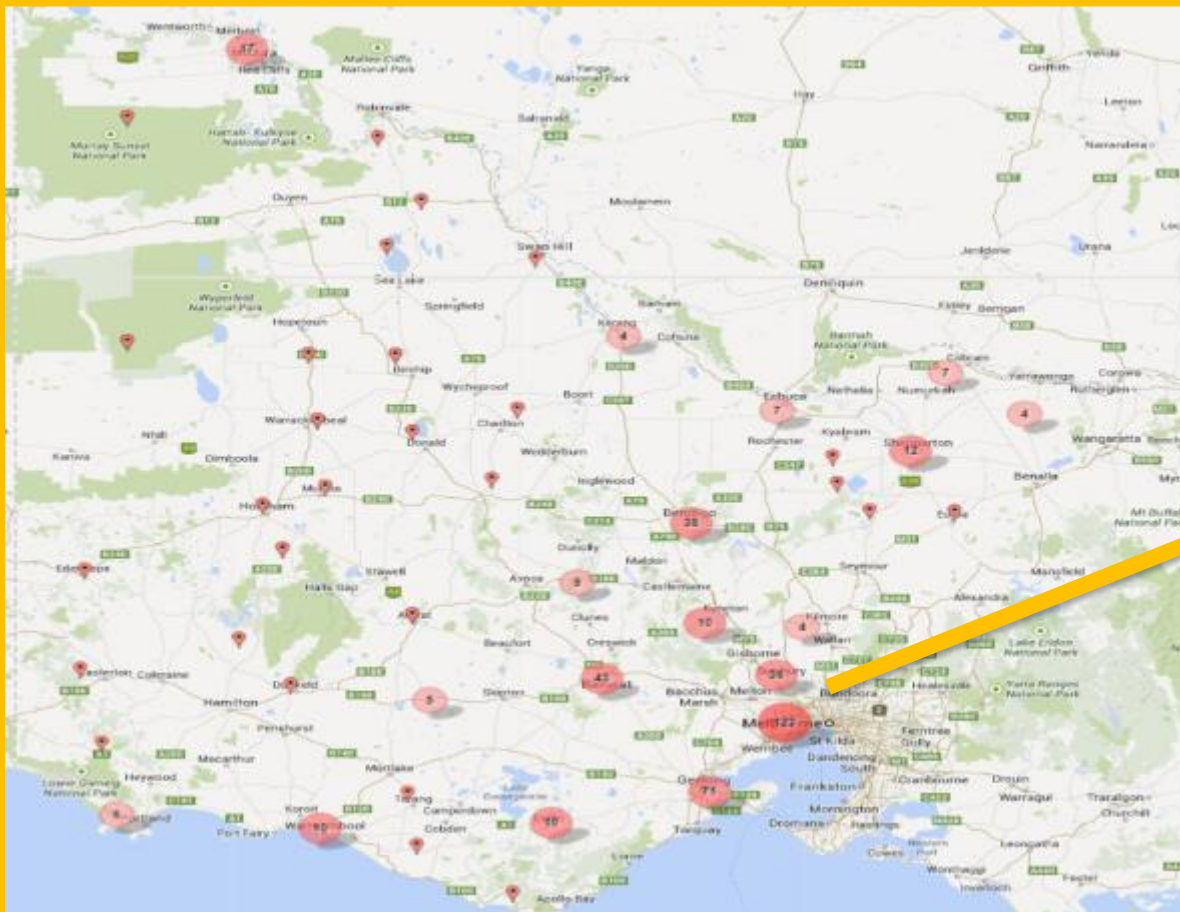


Q23. On average, how much is your household electricity bill each quarter? Base: n=486 Powercor customers



Powercor Customer Survey Participant Profile

- ❖ Among survey participants, there was representation across Powercor's geographic area, with participants spread across regional Victoria, and Melbourne's western suburbs.





Customer
Survey
Familiarity &
Level of
Understanding.



Two thirds of those that participated in the online customer survey (67%) felt they knew the difference between an electricity distributor and an electricity retailer.

Difference between electricity distributor and retailer

67%



Felt they knew the difference between an electricity distributor and an electricity retailer

Q6. And do you know the difference between an electricity distributor and an electricity retailer?

Base: n=486 Powercor customers



The proportion of Powercor customers that knew the difference between an electricity distributor and retailer increased with age.

Difference between electricity distributor and retailer

Felt they knew the difference between an electricity distributor and an electricity retailer

18 - 29 years

53%

30 - 49 years

64%

50 - 59 years

70%

60+ years

72%

Q6. And do you know the difference between an electricity distributor and an electricity retailer?

Base: n=486 Powercor customers



Survey participants were given a description and overview of the role of electricity distributors, to ensure a clear understanding as they went through the survey.

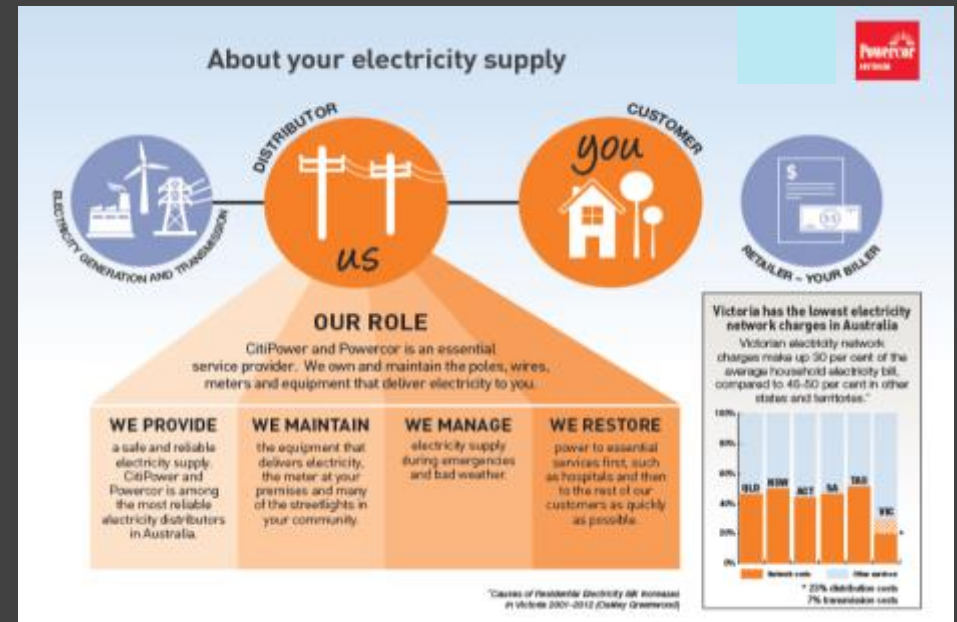
The below information was shown to all survey participants:

We would now like to better explain the role of electricity distributor and why this survey is important.

In Victoria, roughly 23 per cent of a typical electricity bill goes to the distributor, who operates and maintains the electricity distribution network for the end users, or customers. This involves transporting or moving the electricity through power poles and wires that are located outside your home or business.

Powercor is an electricity distributor. As a distributor, Powercor are responsible for the safe and reliable supply of electricity, maintaining equipment (including poles, wires, meters and street lights), managing electricity supply during emergencies and bad weather, and restoring electricity in a fast and responsible way when there are supply difficulties (for example, prioritising hospitals, then restoring power to other areas of the community).

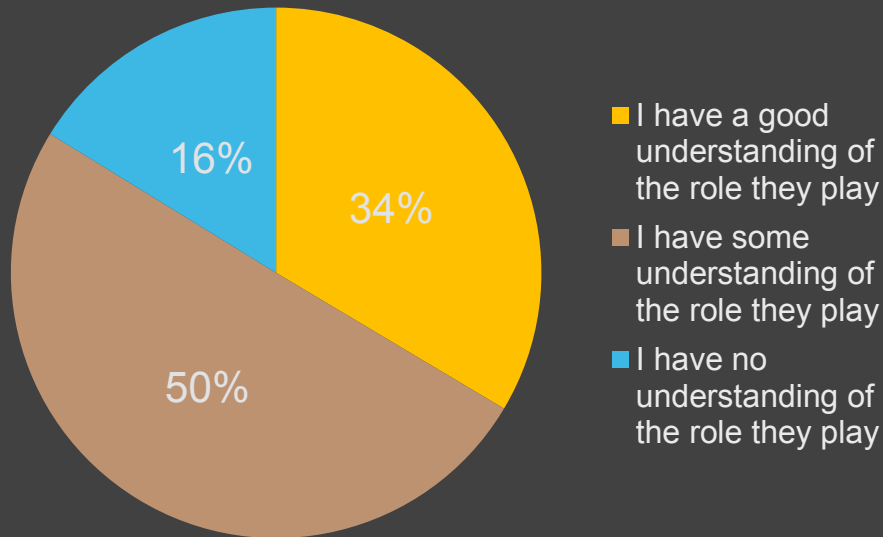
Please take a look at the below image, which shows the three main areas of electricity supply, and Powercor's role as a distributor.





Eight out of ten (84%) survey participants had at least some initial understanding of the role electricity distributors play. Their level of understanding increased after being taken through the additional information, with 62% feeling they had a 'good understanding' and 36% having 'some understanding' of the role electricity distributors play.

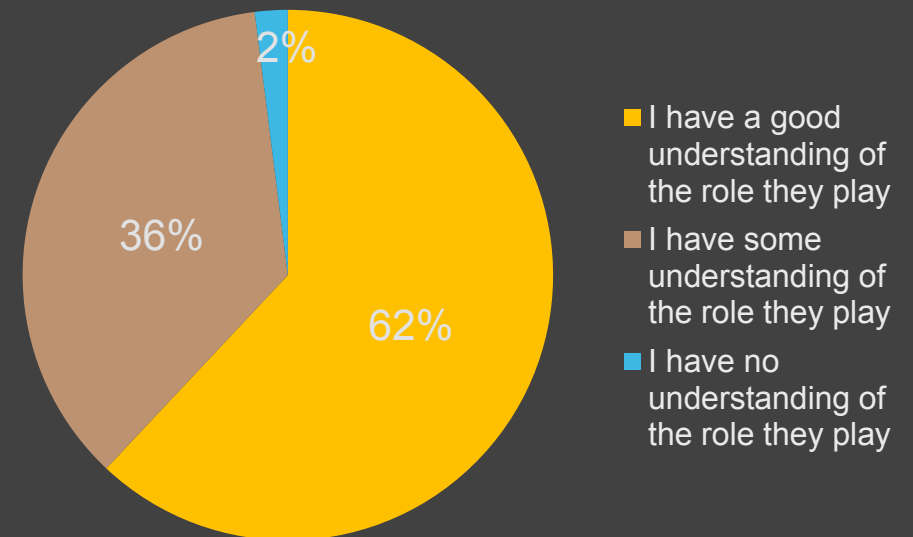
Initial Familiarity



Q7. Powercor is an electricity distributor. Thinking about electricity distributors, how familiar are you with the role Powercor plays in the supply of electricity to your home or business?

Base: n=486 Powercor customers

Guided Familiarity



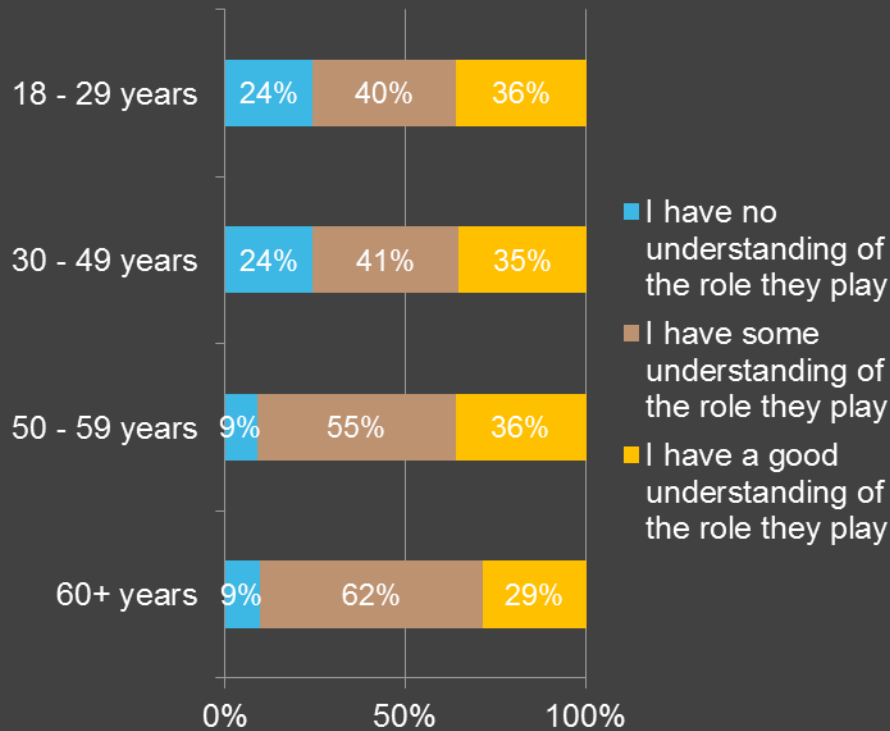
Q8. After seeing and reading this information, how familiar are you with the role electricity distributors (such as Powercor) play in the supply of electricity to your home or business?

Base: n=486 Powercor customers



Those between the ages of 18 - 49 had the least familiarity with the role that Powercor plays; however, their familiarity increased significantly after being guided through the additional information.

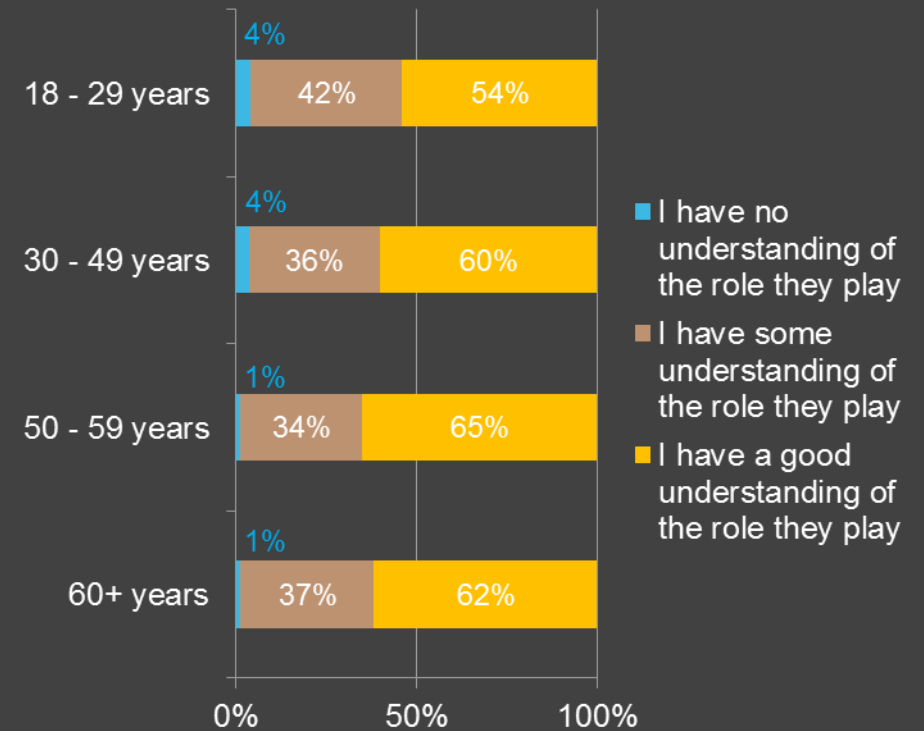
Initial Familiarity



Q7. Powercor is an electricity distributor. Thinking about electricity distributors, how familiar are you with the role Powercor plays in the supply of electricity to your home or business?

Base: n=486 Powercor customers

Guided Familiarity



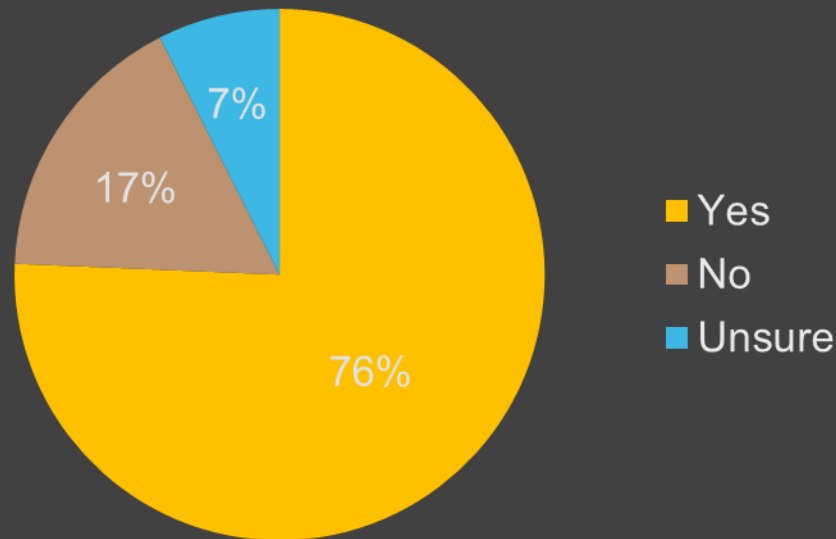
Q8. After seeing and reading this information, how familiar are you with the role electricity distributors (such as Powercor) play in the supply of electricity to your home or business?

Base: n=486 Powercor customers



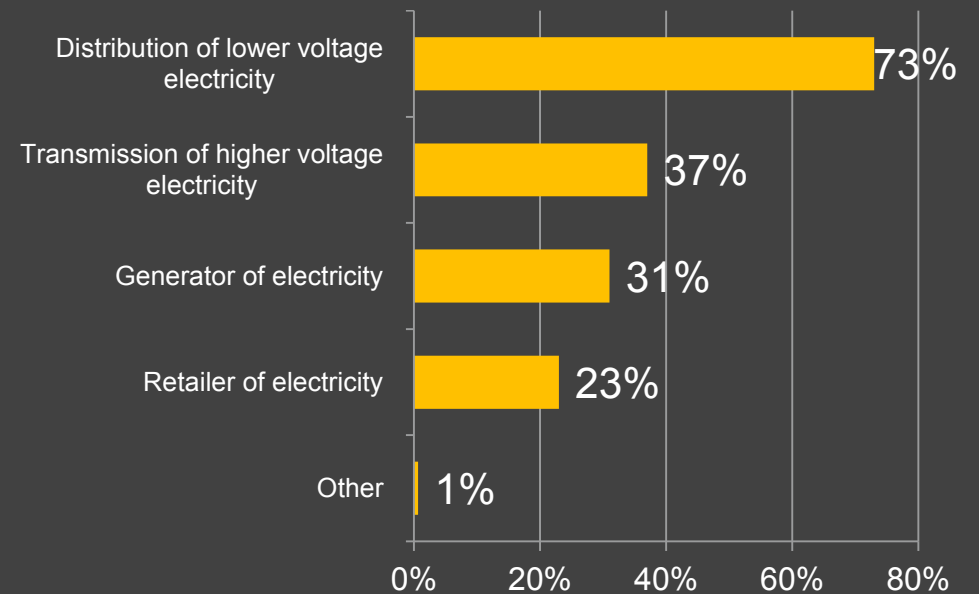
Around three quarters (76%) of survey participants were aware they were a Powercor customer and the majority (73%) understood that Powercor was a distributor of lower voltage electricity.

Awareness of Provider



Q22. Before today, were you aware that you are a Powercor customer? Base: n=486 Powercor customers

Role of Powercor

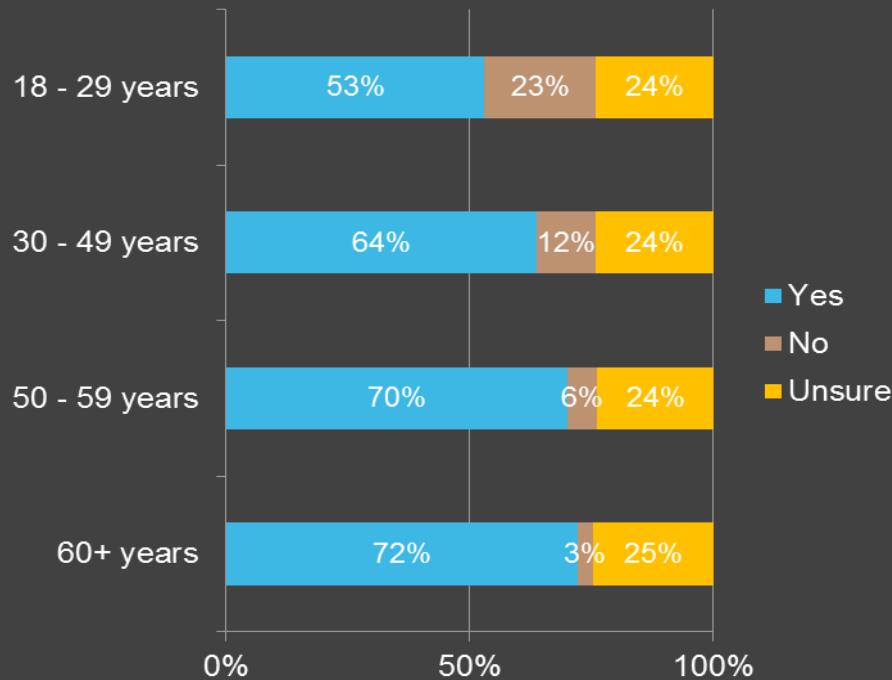


Q5. There are several different types of companies involved in the supply of electricity. Where do you think Powercor fits into the supply of electricity? (RANDOMISED MULTIPLE RESPONSE QUESTION) Base: n=486 Powercor customers



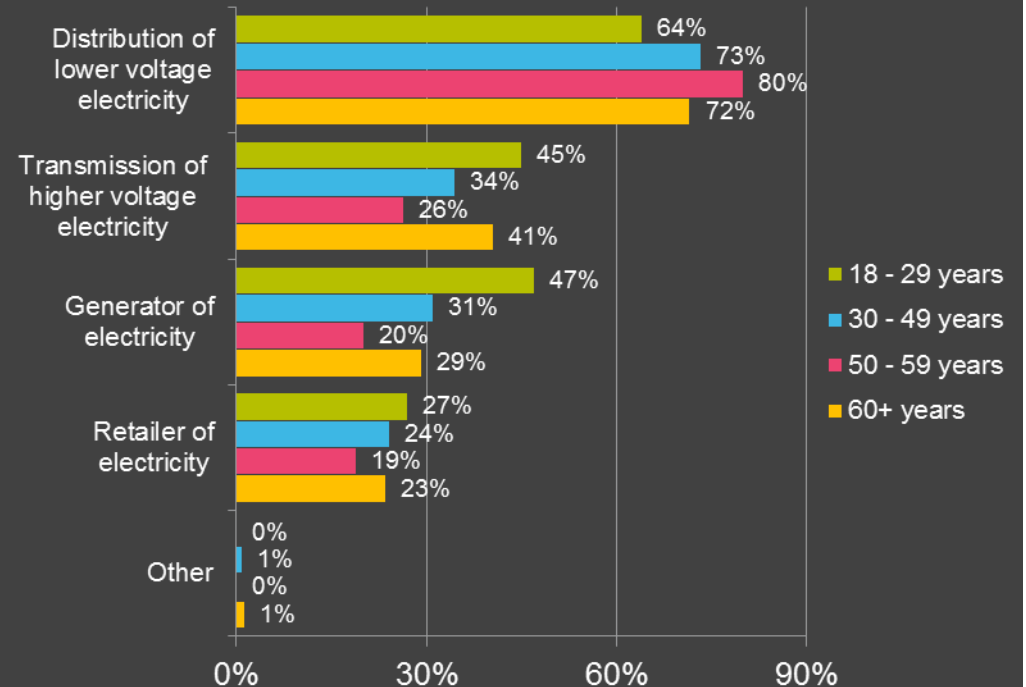
Those aged 60+ had the greatest awareness of their provider, while only half (53%) of those aged 18 - 29 knew their provider. Those aged 18 - 29 had the lowest understanding of Powercor's role, while ages 50 - 59 had the greatest understanding.

Awareness of Provider by Age



Q22. Before today, were you aware that you are a Powercor customer? Base: n=486 Powercor customers

Role of Powercor by Age



Q5. There are several different types of companies involved in the supply of electricity. Where do you think Powercor fits into the supply of electricity? (RANDOMISED MULTIPLE RESPONSE QUESTION) Base: n=486 Powercor customers

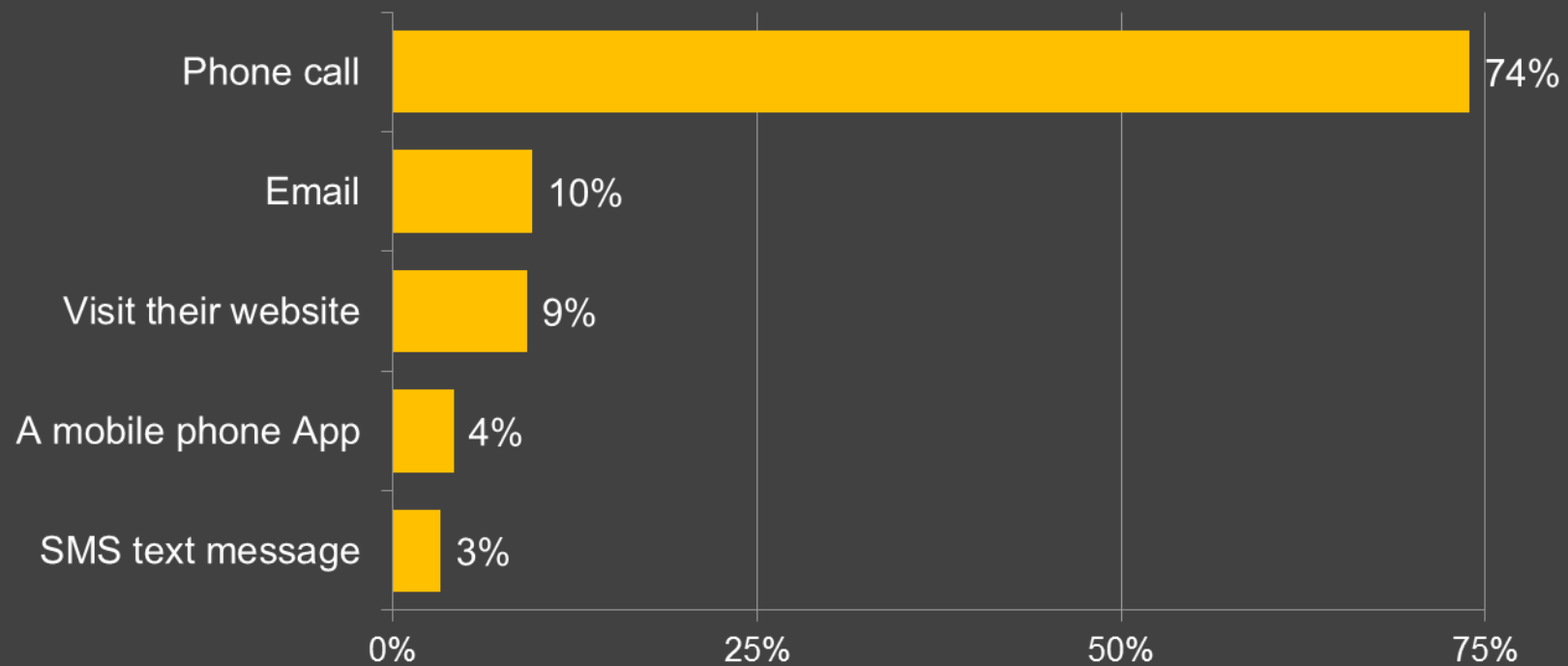


Customer
Survey
Method of
Contact.



For around three quarters of survey participants (74%), a phone call was the preferred method of contact with their distributor.

Preferred Method of Contact



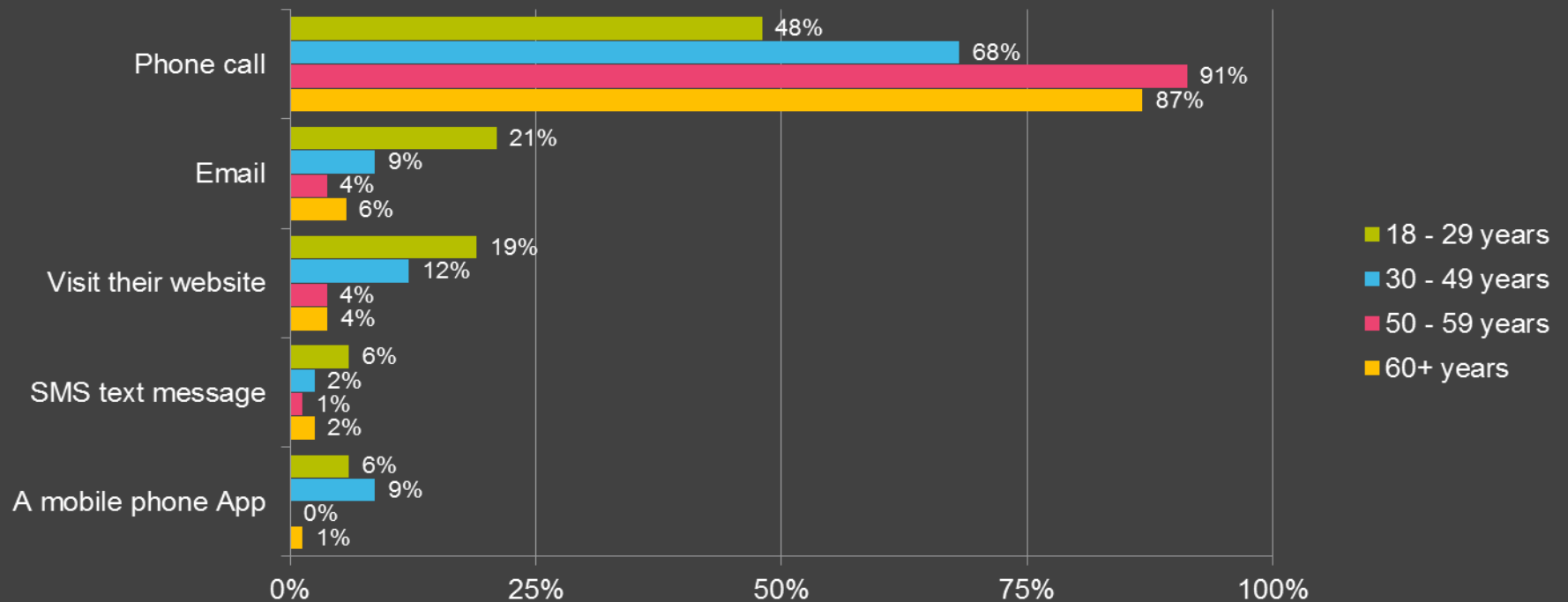
Q10. And what would be your preferred way of contacting Powercor?

Base: n=486 Powercor customers



A phone call was the preferred method of contact for customers of all ages and particularly those aged 50+, yet those between the ages of 18 - 29 years were much more likely than older customers to have a preference for email and online (website) contact.

Preferred Method of Contact by Age



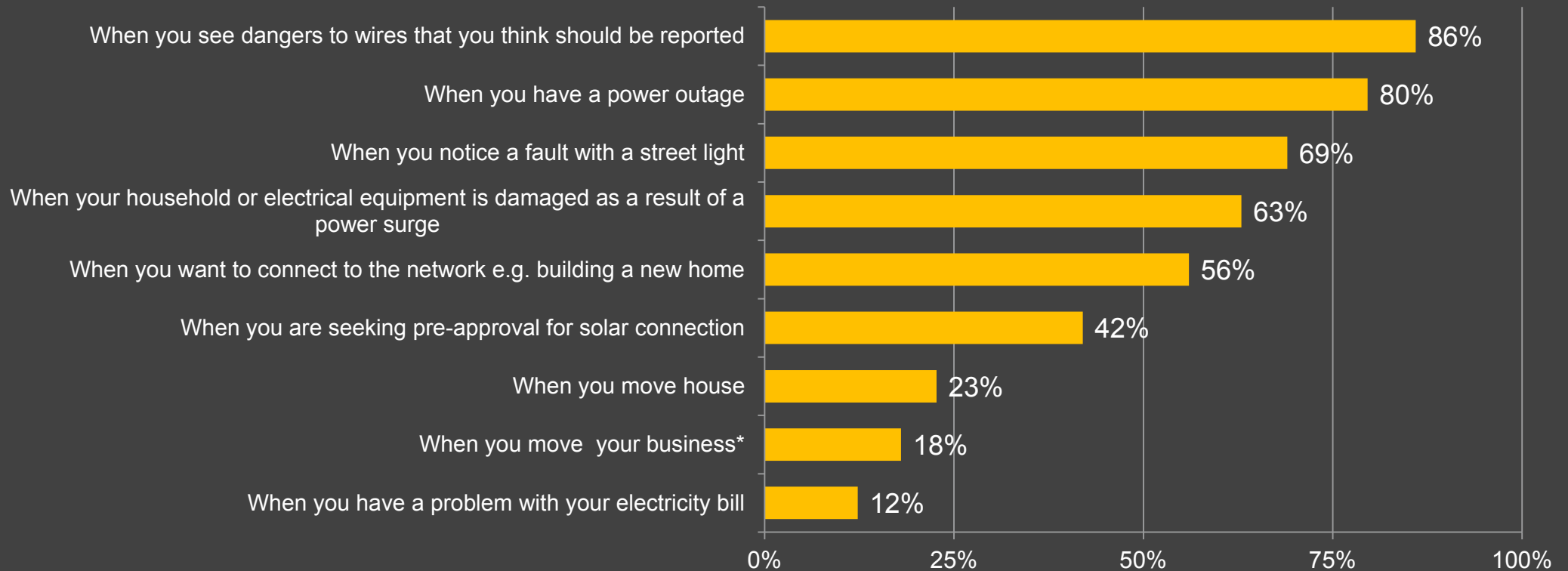
Q10. And what would be your preferred way of contacting Powercor?

Base: n=486 Powercor customers



The top three circumstances requiring contact with Powercor were seeing/reporting dangers to wires, a power outage and faults with street lights.

Reasons for Making Contact (Multiple Response Question)



Q9. When do you think you would need to contact an electricity distributor such as Powercor?

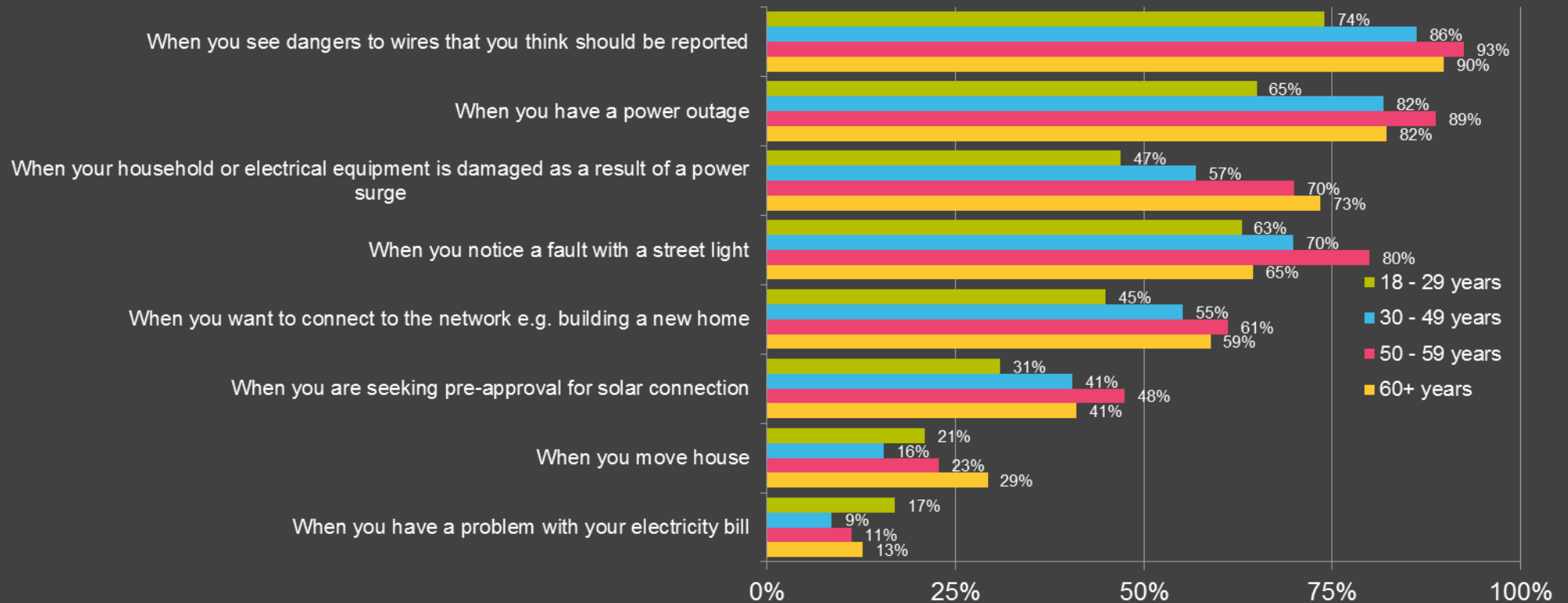
Base: n=486 Powercor customers (RANDOMISED MULTIPLE RESPONSE QUESTION)

*Only asked for business and residential/ household users.



Those aged 30+ were more likely to make contact with their distributor, with the strongest reasons for contact relating to danger to wires and power outages.

Reasons for Making Contact by Age (Multiple Response Question)



Q9. When do you think you would need to contact an electricity distributor such as Powercor?

Base: n=486 Powercor customers (RANDOMISED MULTIPLE RESPONSE QUESTION)

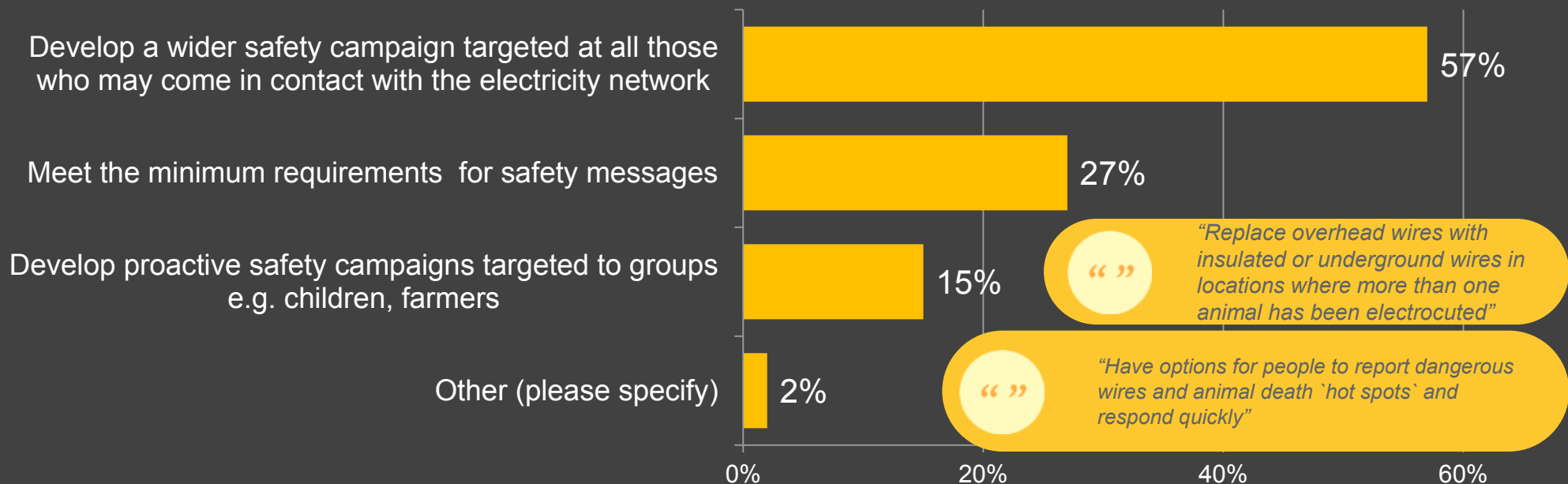


Customer
Survey
Safety
Messages.



When it comes to messages relating to safety, there was a preference for the development of a wider safety campaign targeted at all those that come into contact with the electricity network.

Approach to Safety Messages



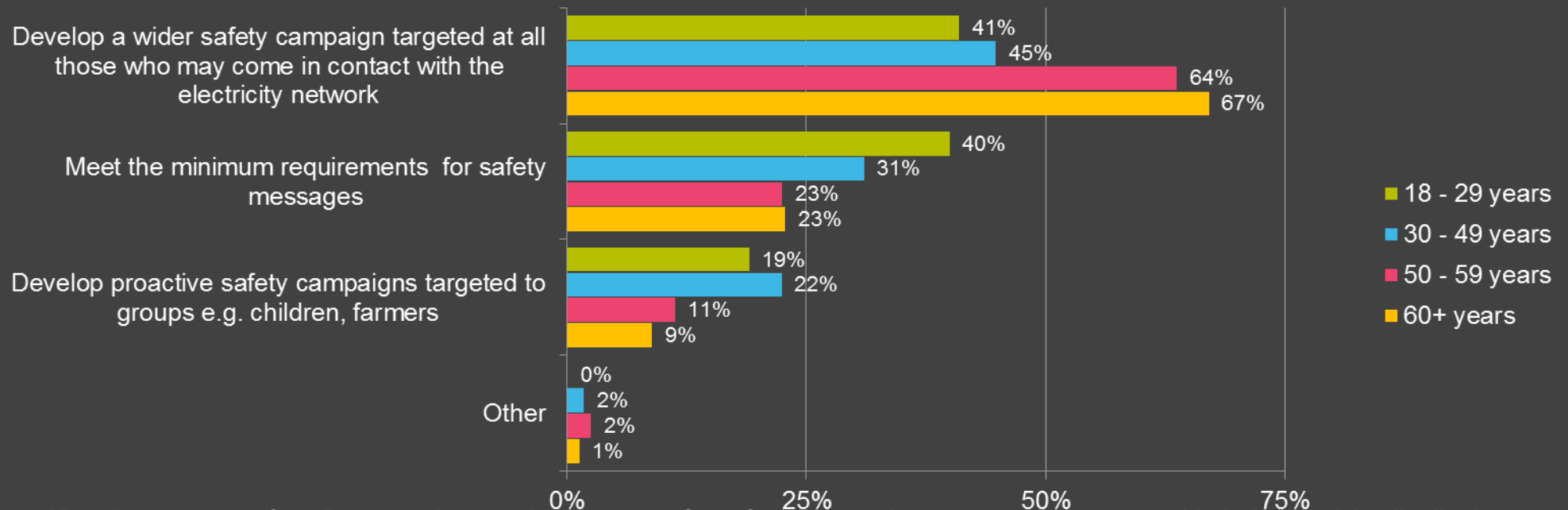
Q11. When it comes to safety, Powercor is committed to the safety of everyone who may come in contact with their electricity distribution network, especially things like power poles and power lines. When it comes to messages relating to safety, what should their approach be?

Base: n=486 Powercor customers



Those aged 50+ had a clear preference for the development of a wider safety campaign, whilst those aged 18 - 29 split their preference to also include meeting the minimum requirement for safety messages.

Approach to Safety Messages



Q11. When it comes to safety, Powercor is committed to the safety of everyone who may come in contact with their electricity distribution network, especially things like power poles and power lines. When it comes to messages relating to safety, what should their approach be?

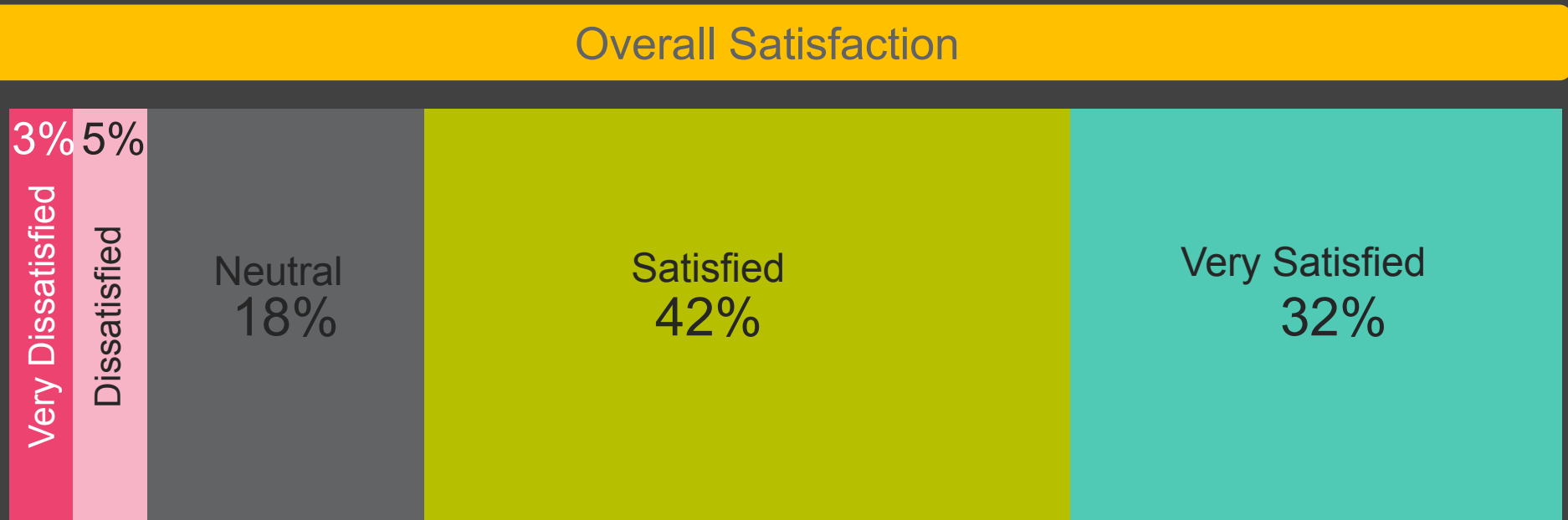
Base: n=486 Powercor customers



Customer
Survey
Satisfaction &
Reliability.



When it came to overall satisfaction with the service provided by Powercor, almost three quarters of customers (74%) were satisfied and just under one in twelve were dissatisfied (8%).



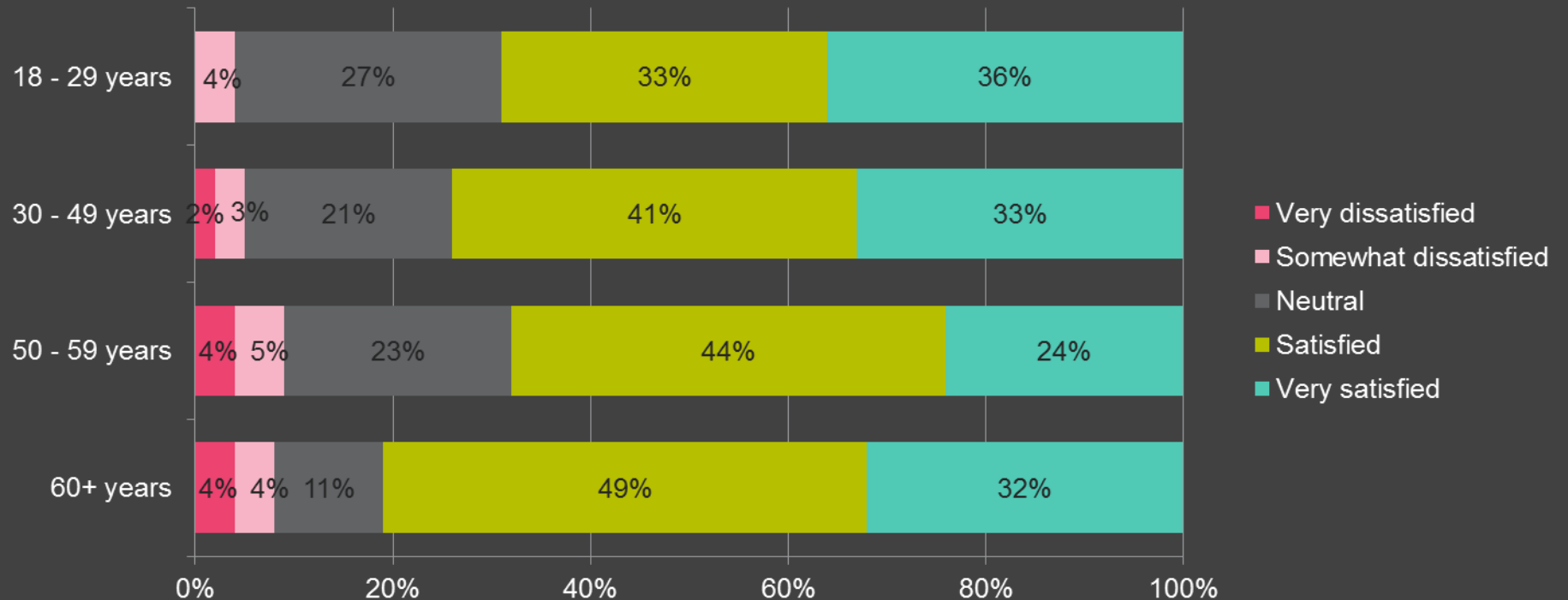
Q18. Taking all things into account, how satisfied are you with the service provided by Powercor?

Base: n=486 Powercor customers



Those aged 60+ were most satisfied (81%) by the service provided by Powercor, whereas the greatest dissatisfaction was among those aged 50 - 59 (9%).

Overall Satisfaction by Age



Q18. Taking all things into account, how satisfied are you with the service provided by Powercor?

Base: n=486 Powercor customers



When asked about their main reason for being satisfied, there was overall mention of reliability, with minimal interruption and a consistently strong power source being the main areas of satisfaction.

“ ”

“Great service, few interruptions, maintain good voltage levels, quick fault response”

“ ”

“Reliable supply of power is the main criteria. Also I have received notifications of outages by SMS which is great”

“ ”

“I seldom have power outages despite living in a rural town and the supply is consistently strong. When power outages do occur, they are fixed in a timely manner”

“ ”

“Our electricity supply is rarely if ever interrupted in severe weather conditions or just general everyday conditions. Good management/infrastructure and for that I am very thankful”

“ ”

“You do your job and you do it well. Your network is very reliable where I am and I like how you network prices are also the lowest in Australia”

“ ”

“Providing only 180 hours of power outages on average per year is a good figure that has improved. Have personally experienced minimal outage time and outage prediction times have been accurate”

“ ”

“They do what they do very well. They run one of the most if not the most reliable power grid in Australia with the lowest network costs. Quite impressive, other states need to learn off you guys”

“ ”

“Extremely few power outages, have never had to contact company about any issues, and foliage is well maintained in my area (so there is little danger of issues with power poles)”

Q18. Taking all things into account, how satisfied are you with the service provided by Powercor? Q18A. And what is your main reason for providing this response? (OPEN ENDED QUESTION)



When asked about their main reason for being satisfied, there was also strong mention of the prompt response provided by Powercor to service interruptions, whether that be faults, requests or outages.

“ ”

“My problems have been dealt with efficiently in the past”

“ ”

“I have found Powercor responsive to any requests from me regarding supply and service”

“ ”

“Minimal power outages, and when it happens it usually is restored pretty quickly”

“ ”

“I live in a rural area and blackouts are always attended to immediately, with up to date information available”

“ ”

“Recently I reported a power dip / flicker. The guys were prompt and friendly they also followed up with further inspections”

“ ”

“The outages in my area are minimal. On the rare occasion I have had to contact Powercor I have found the staff courteous and my concerns addressed”

“ ”

“Haven't had many interruptions to our power over the last few years. When there is an issue it is quickly rectified. Website is useful and up to date with outage info which is great”

“ ”

“Every time I have called them they have responded very quickly, recently after a bushfire burnt out 8 or so poles they had the power back on in a matter of hours after replacing all the poles”

Q18. Taking all things into account, how satisfied are you with the service provided by Powercor? Q18A. And what is your main reason for providing this response? (OPEN ENDED QUESTION)



When asked about their main reason for being satisfied, there was also mention of customer service, communication methods, vegetation management, and company and community profile and engagement.

Customer Service

“ ”

“I have found Powercor customer service marvelous”

Company Profile

“ ”

“The Business appears to be safety, community and environmentally minded”

Communication Methods

“ ”

“I have not had a problem with Powercor, when we have had an outage, I have been sent a text message to advise when the power would be restored, which I appreciated”

Vegetation Management

“ ”

“They keep trees cut back from lines and fix any outages as soon as possible”

“ ”

“Only time power has gone off was after we received a letter in the mail. Was off on the time in the letter, and back on before the time stated in the letter”

Community Profile & Engagement

“ ”

“Community awareness through advertising”

“ ”

“I have signed up for their SMS alert system, so they notify me when power is out, when they expect it to be restored and when it is restored. This allows me to know what is happening”

“ ”

“Powercor works in the community to make the electricity safe and provide a reliable service”

Q18. Taking all things into account, how satisfied are you with the service provided by Powercor? Q18A. And what is your main reason for providing this response? (OPEN ENDED QUESTION)



Among the low proportion of dissatisfied customers (8%), the main reasons for dissatisfaction were higher costs, trimming, outages and perceptions of their distributor avoiding responsibilities.

“ ”

“Huge cost increases with very little to show for it”

“ ”

“Too many outages and they take too long to fix”

“ ”

“I had an extremely high (double) bill yet nothing in my usage has changed except the installation of a smart meter. Powercor refuse to look into the issue”

“ ”

“To many outages in area not enough maintenance and cant access my smart meter cabinet is locked”

“ ”

“Electricity charges have increased dramatically since the installation of my smart meter yet when I queried this Powercor said too bad you have to pay it”

“ ”

“Powercor seems all too ready to shirk its responsibilities”

“ ”

“Powercor trimmed some of our trees , but did not return for a few days to take away the tree trimmings, but too late as my farmer husband removed them, thinking they were not coming back”

“ ”

“Too much blaming of other parties or attempting to deflect responsibility for network issues”

Q18. Taking all things into account, how satisfied are you with the service provided by Powercor? Q18A. And what is your main reason for providing this response? (OPEN ENDED QUESTION)



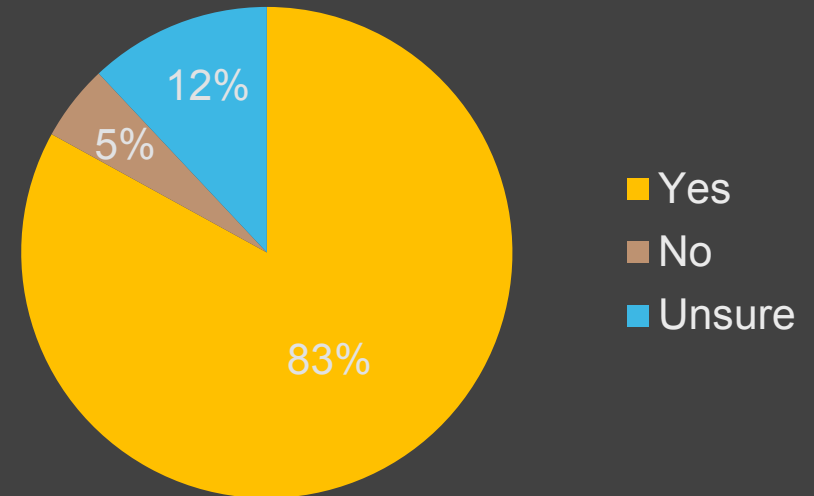
When it came to satisfaction with current levels of electricity supply reliability, over eight out of ten survey participants were satisfied (83%).

Satisfaction with Current Levels of Reliability

83%



*Satisfied with
their current
levels of
electricity
supply
reliability*



Q12. Are you satisfied with Powercor's current levels of electricity supply reliability? Base: n=486 Powercor customers



Those aged 60+ were the most satisfied with the current level of reliability, closely matched by all other ages groups.

Satisfaction with Current Levels of Reliability by Age

18 - 29 years

82%

30 - 49 years

81%

50 - 59 years

84%

60+ years

87%

Q12. Are you satisfied with Powercor's current levels of electricity supply reliability? Base: n=486 Powercor customers



Around one in seven survey participants (15%) felt there were additional services that could be provided to better meet their current and future electricity needs.

Additional Services

15%

Felt there were additional services that could be provided to better meet customers' electricity needs now and into the future.

Customer suggestions included:

- Cheaper electricity costs
 - Smart grid
- Greater proactivity communicating outages
- Animal (possum) guards / protection to avoid contact
 - Undergrounding
 - Reduced outages

Q13. Are there any additional services you would like Powercor to provide to better meet its customers' electricity needs now and in the future? Base: n=486 Powercor customers



When asked what additional services would help customers, there was mention of increased access to data and information, alongside a focus on renewable energy.

“ ”

“A website that has the information I need so I don't need to call. The registration process for getting text messages is dreadful”

“ ”

“Improved self-service facilities and individual fault notifications”

“ ”

“Better info dissemination in terms of upgrades to be done or outages (if could be predicted)”

“ ”

“Online access to real time meter interval data”

“ ”

“Enable connection to Smart Meter via the internet so I can view my usage online in real time”

“ ”

“Look into more getting more electricity from renewable energy sources”

“ ”

“Carry out more visual checks on power lines and poles on a regular basis, instead of waiting for the public to report faults”

“ ”

“Subsidised solar panels and connections with costs paid off within bill until amortised”

Q13. Are there any additional services you would like Powercor to provide to better meet its customers' electricity needs now and in the future? Base: n=486 Powercor customers



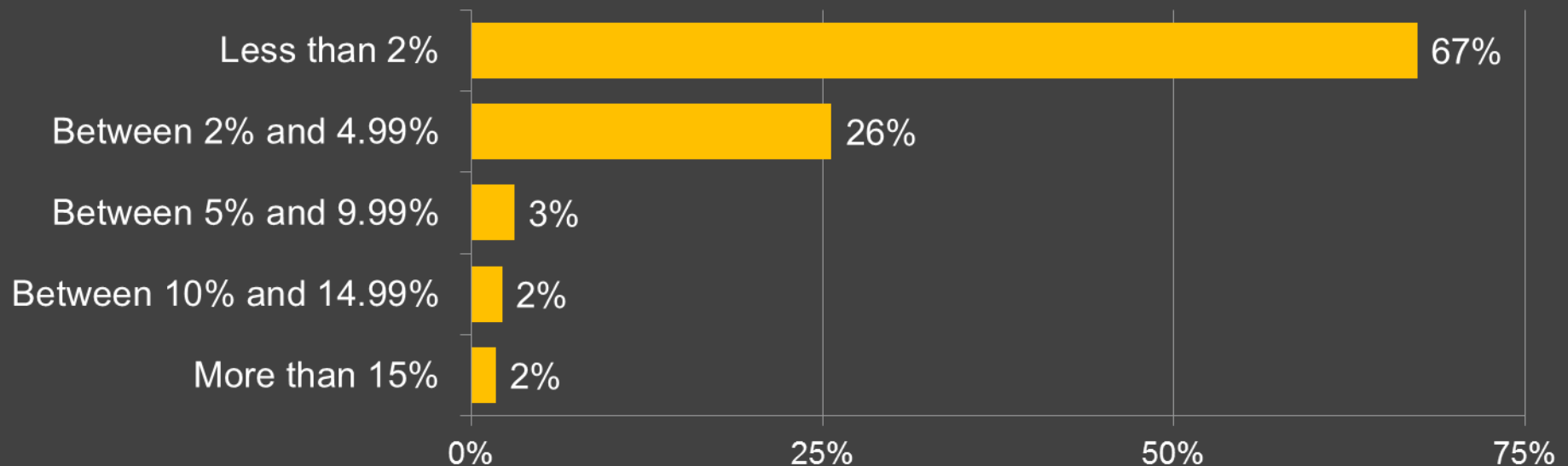
Customer
Survey
Price
Increases.



Survey participants were asked to define their expectation of the term “small increase in your electricity bill”.

Most (93%) saw a “small increase” in their electricity bill as being less than 5%; the most common expectation was that a small increase would be less than 2% (67%).

Interpretation of ‘what does a small price increase mean’?

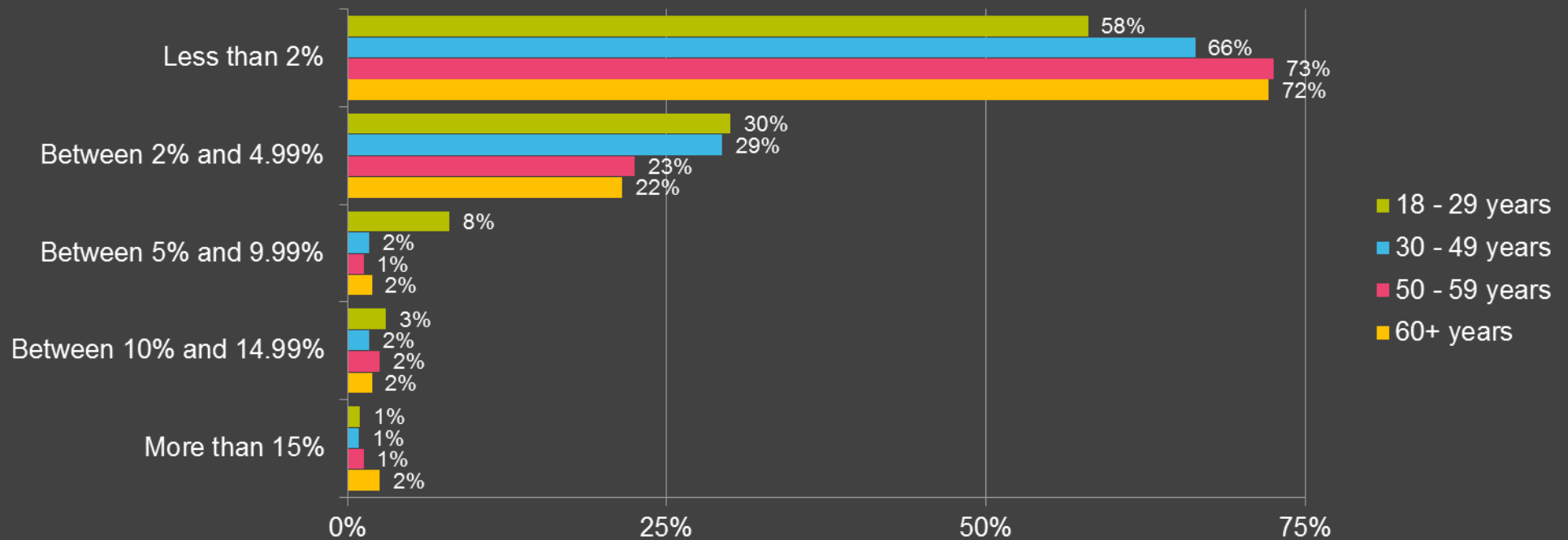


Q17. During this survey we have used the words “small increase in your electricity bill”. Which of the following best describes your expectation of a “small increase in your total electricity bill”? Base: n=486 Powercor customers



Across all age groups, the most common interpretation of a “small increase” was less than 2%; however, those aged 18 - 29 were more likely than other age groups to view between 2% and 4.99% and between 5% and 9.99% as a “small increase”.

Interpretation of ‘what does a small price increase mean’?

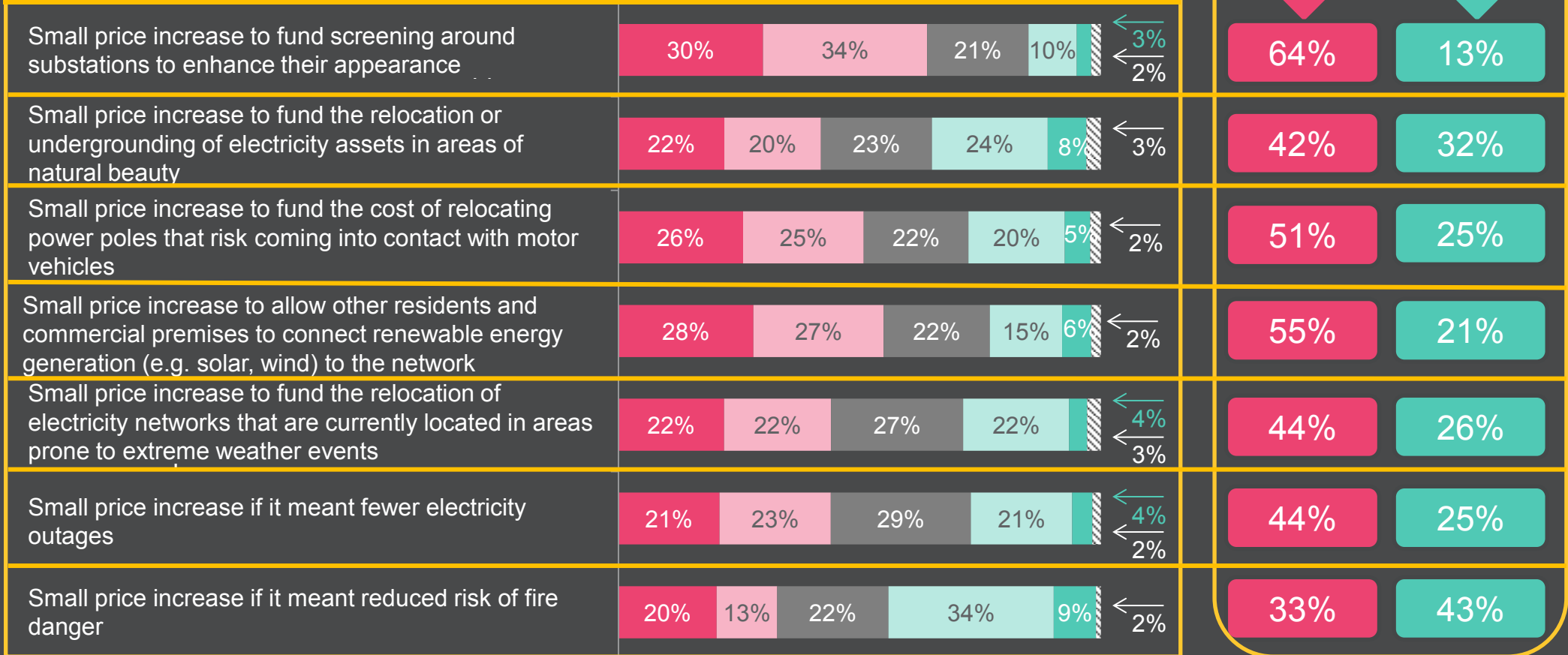


Q17. During this survey we have used the words “small increase in your electricity bill”. Which of the following best describes your expectation of a “small increase in your total electricity bill”? Base: n=486 Powercor customers



“I would be happy with a small increase in my electricity bill to...”

Willingness to Pay



■ Strongly Disagree
 ■ Disagree
 ■ Neutral
 ■ Agree
 ■ Strongly Agree
 ■ Don't know

Q16. Improvements to the reliability of electricity supply, including upgrading and replacing infrastructure and equipment used in the supply of electricity, generally requires additional investment. To what extent do you disagree or agree with each of the following statements? Base: n=486 Powercor customers



When it came to pricing, survey participants had net agreement to small price increases that contributed to reduced risk of fire danger; all other areas received negative net scores.

NET SCORE = TOTAL AGREE – TOTAL DISAGREE	Total Disagree	Total Agree	NET SCORE
Small price increase if it meant reduced risk of fire danger	33%	43%	10%
Small price increase to fund the relocation or undergrounding of electricity assets in areas of natural beauty	42%	32%	-10%
Small price increase to fund the relocation of electricity networks that are currently located in areas prone to extreme weather events	44%	26%	-18%
Small price increase if it meant fewer electricity outages	44%	25%	-19%
Small price increase to fund the cost of relocating power poles that risk coming into contact with motor vehicles	51%	25%	-26%
Small price increase to allow other residents and commercial premises to connect renewable energy generation (e.g. solar, wind) to the network	55%	21%	-34%
Small price increase to fund screening around zone substations to enhance their appearance	64%	13%	-51%

Highest willingness to pay

Lowest willingness to pay

Q16. Improvements to the reliability of electricity supply, including upgrading and replacing infrastructure and equipment used in the supply of electricity, generally requires additional investment. To what extent do you disagree or agree with each of the following statements? Base: n=486 Powercor customers **NOTE: A net agreement score is given when the number that agree outweighs the number that disagree.**



Those aged 18 - 29 were the most willing of all the age groups to pay for price increases, especially when it came to reducing the risk of fire danger, but not so much for screening zones around substations or undergrounding.

AGE 18 - 29 Years

NET SCORE = TOTAL AGREE – TOTAL DISAGREE	Total Disagree	Total Agree	NET SCORE
Small increase in my electricity bill if it meant reduced risk of fire danger	19%	50%	31%
Small increase in my electricity bill if it meant fewer electricity outages	27%	33%	6%
Small increase in my electricity bill to fund the relocation of electricity networks that are currently located in areas prone to extreme weather events	25%	31%	6%
Small increase in my electricity bill to fund the cost of relocating power poles that risk coming into contact with motor vehicles	34%	35%	1%
Small increase in my electricity bill to allow other residents and commercial premises to connect renewable energy generation	33%	31%	-2%
Small increase in my electricity bill to fund the relocation or undergrounding of electricity assets in areas of natural beauty	38%	28%	-10%
Small increase in my electricity bill to fund screening around zone substations to enhance their appearance	51%	17%	-34%

Highest willingness to pay



18 - 29
Years



Lowest willingness to pay

Q16. Improvements to the reliability of electricity supply, including upgrading and replacing infrastructure and equipment used in the supply of electricity, generally requires additional investment. To what extent do you disagree or agree with each of the following statements? Base: n=486 Powercor customers **NOTE: A net agreement score is given when the number that agree outweighs the number that disagree.**



Those aged 30 - 49 were almost entirely unwilling to pay a small increase for any improvements to the network. They were, however, somewhat willing to pay a small increase for reduced risk of fire danger.

AGE 30 - 49 Years

NET SCORE = TOTAL AGREE – TOTAL DISAGREE	Total Disagree	Total Agree	NET SCORE
Small increase in my electricity bill if it meant reduced risk of fire danger	34%	40%	6%
Small increase in my electricity bill to fund the relocation or undergrounding of electricity assets in areas of natural beauty	47%	31%	-16%
Small increase in my electricity bill to fund the relocation of electricity networks that are currently located in areas prone to extreme weather events	51%	22%	-29%
Small increase in my electricity bill to fund the cost of relocating power poles that risk coming into contact with motor vehicles	56%	23%	-33%
Small increase in my electricity bill if it meant fewer electricity outages	55%	18%	-37%
Small increase in my electricity bill to allow other residents and commercial premises to connect renewable energy generation	62%	22%	-40%
Small increase in my electricity bill to fund screening around zone substations to enhance their appearance	72%	12%	-60%

Highest willingness to pay



30 - 49
Years



Lowest willingness to pay

Q16. Improvements to the reliability of electricity supply, including upgrading and replacing infrastructure and equipment used in the supply of electricity, generally requires additional investment. To what extent do you disagree or agree with each of the following statements? Base: n=486 Powercor customers **NOTE: A net agreement score is given when the number that agree outweighs the number that disagree.**



On a whole, those aged 50 - 59 were not willing to pay a small increase. A small increase for a reduced risk of fire danger was even a negative net score for this age group.

AGE 50 - 59 Years			
NET SCORE = TOTAL AGREE – TOTAL DISAGREE	Total Disagree	Total Agree	NET SCORE
Small increase in my electricity bill if it meant reduced risk of fire danger	43%	39%	-4%
Small increase in my electricity bill to fund the relocation or undergrounding of electricity assets in areas of natural beauty	53%	28%	-25%
Small increase in my electricity bill if it meant fewer electricity outages	51%	23%	-28%
Small increase in my electricity bill to fund the relocation of electricity networks that are currently located in areas prone to extreme weather events	54%	25%	-29%
Small increase in my electricity bill to fund the cost of relocating power poles that risk coming into contact with motor vehicles	59%	21%	-38%
Small increase in my electricity bill to allow other residents and commercial premises to connect renewable energy generation	61%	19%	-42%
Small increase in my electricity bill to fund screening around zone substations to enhance their appearance	70%	13%	-57%

Highest willingness to pay



50 - 59
Years



Lowest willingness to pay

Q16. Improvements to the reliability of electricity supply, including upgrading and replacing infrastructure and equipment used in the supply of electricity, generally requires additional investment. To what extent do you disagree or agree with each of the following statements? Base: n=486 Powercor customers **NOTE: A net agreement score is given when the number that agree outweighs the number that disagree.**



Those aged 60+ were willing to pay a small increase for a reduced risk of fire danger, but all other improvements yielded varying levels of net disagreement.

AGE 60+ Years

NET SCORE = TOTAL AGREE – TOTAL DISAGREE	Total Disagree	Total Agree	NET SCORE
Small increase in my electricity bill if it meant reduced risk of fire danger	36%	43%	7%
Small increase in my electricity bill to fund the relocation or undergrounding of electricity assets in areas of natural beauty	41%	32%	-9%
Small increase in my electricity bill if it meant fewer electricity outages	43%	25%	-18%
Small increase in my electricity bill to fund the relocation of electricity networks that are currently located in areas prone to extreme weather events	46%	25%	-21%
Small increase in my electricity bill to fund the cost of relocating power poles that risk coming into contact with motor vehicles	54%	22%	-32%
Small increase in my electricity bill to allow other residents and commercial premises to connect renewable energy generation	61%	16%	-45%
Small increase in my electricity bill to fund screening around zone substations to enhance their appearance	64%	11%	-53%

Highest willingness to pay



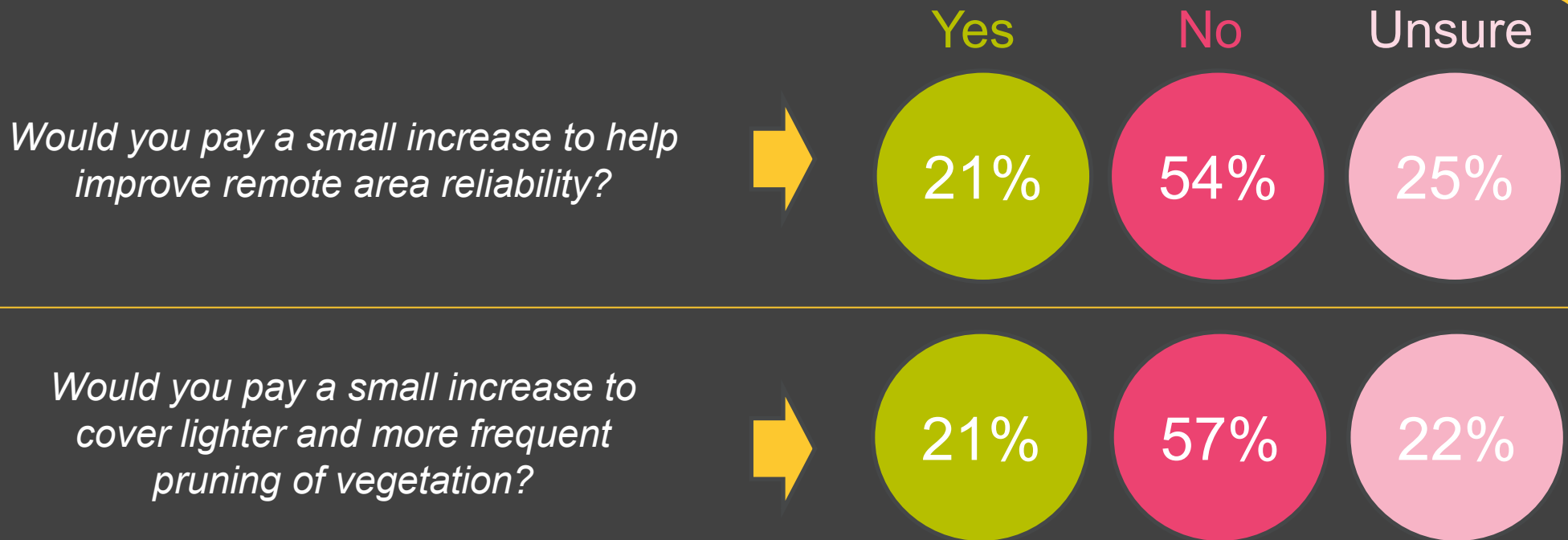
Lowest willingness to pay

Q16. Improvements to the reliability of electricity supply, including upgrading and replacing infrastructure and equipment used in the supply of electricity, generally requires additional investment. To what extent do you disagree or agree with each of the following statements? Base: n=486 Powercor customers **NOTE: A net agreement score is given when the number that agree outweighs the number that disagree.**



The majority of survey participants (54%) were not willing to pay a small increase in return for increased remote area reliability. The same applied to trimming vegetation more frequently and less severely (with 57% not willing to pay a small price increase).

Remote Area Reliability & Vegetation Management



Q14. Customers living in remote areas may receive lower network reliability (i.e. greater number of power interruptions) than those in other areas. Would you be willing to pay a small increase in your electricity bills so that there was enough money to improve reliability to those affected by lower network reliability?

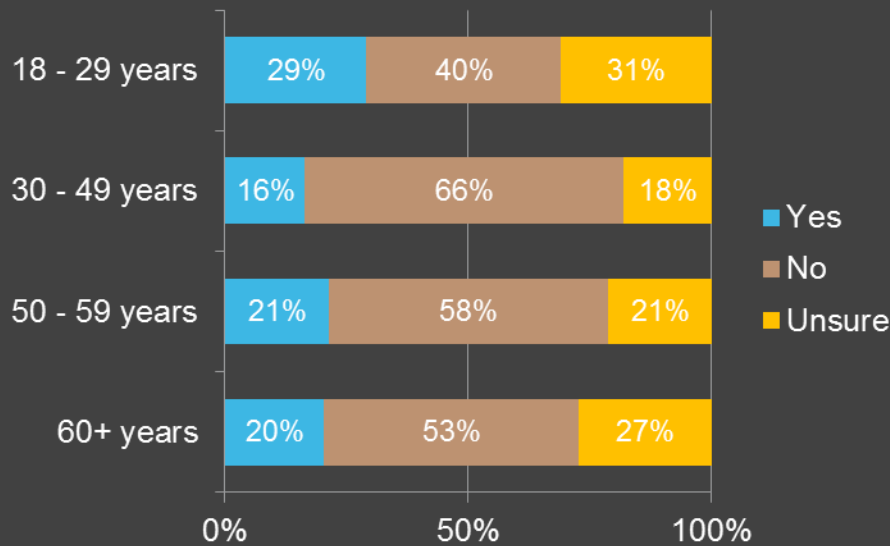
Q15. In the interest of public safety, bushfire prevention and to minimise supply interruptions, Powercor must trim and occasionally remove trees and other vegetation located near electricity lines. This is referred to as 'vegetation management.' Would you be willing to pay a small increase in your electricity bills so that, where possible, vegetation is trimmed more frequently, resulting in less severe trimming? Base: n=486 Powercor customers



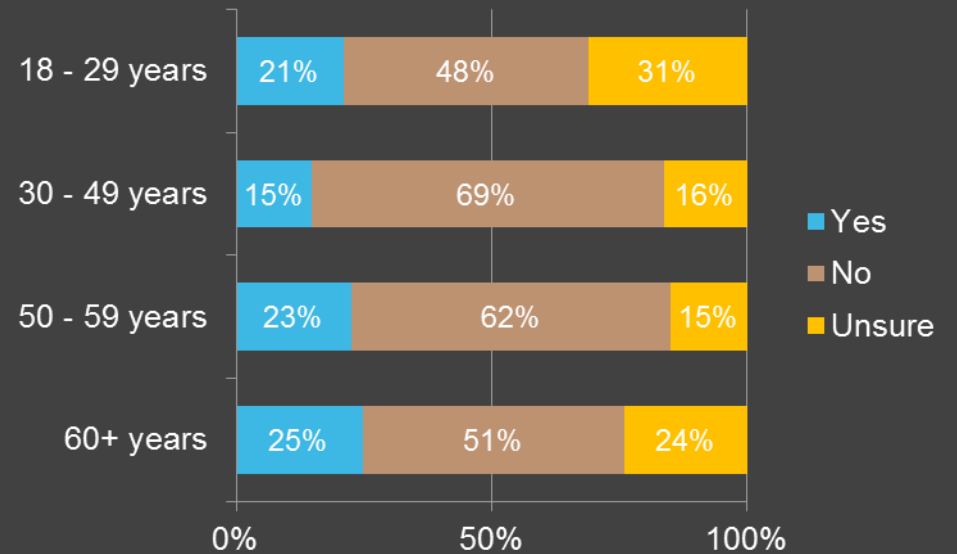
Those aged 30 - 49 years were the least willing to pay a small increase in return for increased remote area reliability, followed closely by 60+. The same applied to lighter and more frequent pruning to vegetation, with the 30 - 49 year old age group the least likely to pay a small increase.

Remote Area Reliability & Vegetation Management

Would you pay a small increase to help improve remote area reliability?



Would you pay a small increase to cover lighter and more frequent pruning of vegetation?



Q14. Customers living in remote areas may receive lower network reliability (i.e. greater number of power interruptions) than those in other areas. Would you be willing to pay a small increase in your electricity bills so that there was enough money to improve reliability to those affected by lower network reliability?

Q15. In the interest of public safety, bushfire prevention and to minimise supply interruptions, Powercor must trim and occasionally remove trees and other vegetation located near electricity lines. This is referred to as 'vegetation management.' Would you be willing to pay a small increase in your electricity bills so that, where possible, vegetation is trimmed more frequently, resulting in less severe trimming? Base: n=486 Powercor customers

