



# Tables Report Finland

#### **Sentio Research AS**

Report

15.11.2018

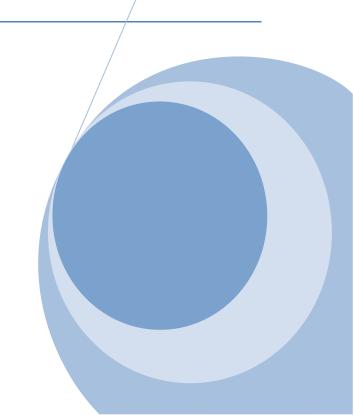


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It will be easy to compare different electricity contracts with each other	62

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# Q: How do you receive your electricity bill? 0% 20% 40% 60% 80%

	Count	%	
Electronic bill (for example through e-bank or e-mail)	895	60 %	
Paper invoice by mail	609	40 %	
Total	1504	100 %	

#### Q: How do you receive your electricity bill? Background variables

		Electronic bill (for example through e- bank or e-mail)	Paper invoice by mail	Valid N
Gender	Female	59%	41%	(n=759)
	Male	60%	40%	(n=741)
	Other	- %	- %	(n<5)
Age group	Under 35 years	58%	42%	(n=262)
	35 - 49 years	59%	41%	(n=420)
	50 - 64 years	55%	45%	(n=474)
	65 years or older	▲67%	▼33%	(n=348)
Type of resident	Apartment	60%	40%	(n=985)
	House	59%	41%	(n=519)
Electricity bill?	Electronic bill	▲100%	▼0%	(n=895)
	Paper invoice	▼0%	▲ 100%	(n=609)
Electricity to heating	Use electricity to heat home	60%	40%	(n=605)
,	Not using electicity to heat home	60%	40%	(n=861)
	Do not know	47%	53%	(n=38)
Consumer type	ACTIVE consumers	63%	37%	(n=510)
	AWARE consumers	60%	40%	(n=282)
	INACTIVE comsumers	57%	43%	(n=712)
Annual KWh-use	Less than 5000 kWh	64%	36%	(n=341)
	5000- 9 999 kWh	58%	42%	(n=260)
	10 000- 14 999 kWh	62%	38%	(n=206)
	15 000-19 999 kWh	66%	34%	(n=143)
	20 000 - 24 999 kWh	65%	35%	(n=51)
	More than 25 000 kWh	▼37%	<b>▲</b> 63%	(n=27)
	Do not know	55%	45%	(n=476)
Spending on	Less than 50 €	61%	39%	(n=462)
electricity in total an	50-100 €	61%	39%	(n=371)
average winter	100-150 €	55%	45%	(n=182)
month	150-200€	62%	38%	(n=153)
	200-300€	53%	47%	(n=135)
	More than 300 €	52%	48%	(n=82)
	Do not know	62%	38%	(n=119)
Total		60%	40%	

## Q: Gender

0%

20%

40%

60%

	Frekvens	Prosent	
Female	759	50 %	
Male	741	49 %	
Other	4	0 %	
Total	1504	100 %	

#### Q: Gender

<b>Background</b>	variab	les
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Dackground variable					
		<u>e</u>			z
		Female	Male	Other	Valid
Gender	Female	<b>▲</b> 100%	▼0%	▼0%	/n=759)
Jenue.	Male	<b>▼</b> 0%	<b>▲</b> 100%	<b>V</b> 0%	(n=741)
	Other	- %		- %	
Age group	Under 35 years	51%	- % 47%	<u> </u>	(n<5) (n=262)
, 19e 9. earb	35 - 49 years	53%	47%	▼0%	
	50 - 64 years	51%	47%	<b>▼</b> 0%	(n=420)
	65 years or older	46%	54%	<b>▼</b> 0%	(n=474) (n=348)
Type of resident	Apartment	52%	47%	0%	
. , , , , , , , , , , , , , , , , , , ,	House	47%	53%	0%	(n=519)
Electricity bill?	Electronic bill	50%	49%	0%	(n=895)
	Paper invoice	51%	49%	0%	(n=609)
Electricity to heating	Use electricity to heat home	51%	48%	0%	
,	Not using electicity to heat home	48%	51%	0%	(n=861)
	Do not know	▲ 84%	<b>▼</b> 13%	3%	(n=38)
Consumer type	ACTIVE consumers	51%	49%	0%	(n=510)
	AWARE consumers	<b>▼</b> 41%	<b>▲</b> 58%	0%	
	INACTIVE comsumers	54%	46%	0%	, ,
Annual KWh-use	Less than 5000 kWh	<b>▼</b> 43%	<b>▲</b> 57%	▼0%	· ·
	5000- 9 999 kWh	▼38%	<b>▲</b> 62%	▼0%	(n=260)
	10 000- 14 999 kWh	46%	54%	▼0%	(n=206)
	15 000-19 999 kWh	48%	52%	▼0%	(n=143)
	20 000 - 24 999 kWh	▼33%	<b>▲</b> 65%	2%	(n=51)
	More than 25 000 kWh	48%	52%	▼0%	(n=27)
	Do not know	<b>▲</b> 67%	▼32%	1%	
Spending on	Less than 50 €	51%	48%	0%	(n=462)
electricity in total an	50-100 €	48%	52%	▼0%	(n=371)
average winter	100-150€	55%	45%	▼0%	(n=182)
month	150-200€	45%	54%		(n=153)
	200-300 €	53%	47%		(n=135)
	More than 300 €	50%	50%	▼0%	(n=82)
	Do not know	53%	46%	1%	(n=119)

# Q: Type of resident: 0% 20% 40% 60% 80%

	Frekvens	Prosent		
Apartment	985	65 %		
House	519	35 %		
Total	1504	100 %		

#### Q: Type of resident:

**Background variables** 

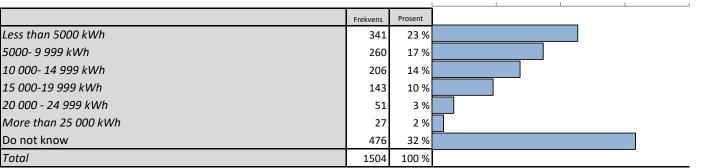
		t		
		men	4)	z
		Apartment	House	Valid N
Gender	Female	68%	32%	> (n=759)
	Male	63%	37%	(n=741)
	Other	- %	- %	(n<5)
Age group	Under 35 years	<b>▲</b> 78%	<b>▼</b> 22%	(n=262)
	35 - 49 years	65%	35%	(n=420)
	50 - 64 years	65%	35%	(n=474)
	65 years or older	▼57%	<b>▲</b> 43%	(n=348)
Type of resident	Apartment	▲100%	▼0%	(n=985)
	House	▼0%	▲ 100%	(n=519)
Electricity bill?	Electronic bill	66%	34%	(n=895)
	Paper invoice	65%	35%	(n=609)
Electricity to heating	Use electricity to heat home	▼40%	<b>▲</b> 60%	(n=605)
	Not using electicity to heat home	▲83%	<b>▼</b> 17%	(n=861)
	Do not know	▲92%	▼8%	(n=38)
Consumer type	ACTIVE consumers	62%	38%	(n=510)
	AWARE consumers	65%	35%	(n=282)
	INACTIVE comsumers	69%	31%	(n=712)
Annual KWh-use	Less than 5000 kWh	▲90%	▼10%	(n=341)
	5000- 9 999 kWh	62%	38%	(n=260)
	10 000- 14 999 kWh	<b>▼</b> 48%	<b>▲</b> 52%	(n=206)
	15 000-19 999 kWh	▼27%	<b>▲</b> 73%	(n=143)
	20 000 - 24 999 kWh	▼12%	▲88%	(n=51)
	More than 25 000 kWh	▼15%	▲85%	(n=27)
	Do not know	▲ 78%	▼22%	(n=476)
Spending on	Less than 50 €	▲97%	▼3%	(n=462)
electricity in total an	50-100 €	▲ 75%	<b>▼</b> 25%	(n=371)
average winter month	100-150 €	<b>▼</b> 49%	<b>▲</b> 51%	(n=182)
	150-200 €	▼35%	▲65%	(n=153)
	200-300 €	▼24%	<b>▲</b> 76%	(n=135)
	More than 300 €	<b>▼</b> 11%	▲89%	(n=82)
	Do not know	64%	36%	(n=119)
Total		65%	35%	(n=1504)

#### Q: Do you use electricity to heat your home? 0% 20% 40% 60% 80% Frekvens Prosent Yes 605 40 % No 861 57 % Do not know 3 % 38 Total 1504 100 %

## Q: Do you use electricity to heat your home? Background variables

Dackground variable	<u> </u>				
		Yes	No	Do not know	Valid N
Gender	Female	41%	55%	<b>▲</b> 4%	(n=759)
	Male	40%	60%	<b>▼</b> 1%	(n=741)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	44%	<b>▼</b> 50%	<b>▲</b> 7%	(n=262)
	35 - 49 years	45%	53%	2%	(n=420)
	50 - 64 years	35%	<b>▲</b> 63%	2%	(n=474)
	65 years or older	39%	60%	<b>▼</b> 1%	(n=348)
Type of resident	Apartment	<b>▼</b> 24%	<b>▲</b> 72%	<b>↓</b> 4%	(n=985)
,,	House	<b>▲</b> 71%	<b>▼</b> 29%	<b>▼</b> 1%	(n=519)
Electricity bill?	Electronic bill	40%	58%	2%	(n=895)
·	Paper invoice	40%	56%	3%	(n=609)
Electricity to heating	Use electricity to heat home	<b>▲</b> 100%	▼0%	▼0%	(n=605)
,	Not using electicity to heat home	▼0%	▲ 100%	▼0%	(n=861)
	Do not know	<b>▼</b> 0%	▼0%	▲ 100%	(n=38)
Consumer type	ACTIVE consumers	42%	56%	2%	(n=510)
	AWARE consumers	44%	54%	2%	(n=282)
	INACTIVE comsumers	38%	59%	3%	(n=712)
Annual KWh-use	Less than 5000 kWh	<b>▼</b> 11%	<b>▲</b> 87%	1%	(n=341)
	5000- 9 999 kWh	38%	62%	▼0%	(n=260)
	10 000- 14 999 kWh	<b>△</b> 66%	<b>▼</b> 34%	V 0%	(n=206)
	15 000-19 999 kWh	<b>▲</b> 79%	▼20%	1%	(n=143)
	20 000 - 24 999 kWh	<b>≜</b> 88%	▼12%	▼0%	(n=51)
	More than 25 000 kWh	<b>≜</b> 89%	▼11%	<b>▼</b> 0%	(n=27)
	Do not know	▼32%	62%	<b>1</b> 7%	
Spending on	Less than 50 €	▼14%	▲81%	4%	(n=462)
electricity in total an	50-100€	▼26%	<b>▲</b> 73%	2%	(n=371)
average winter	100-150€	<b>▲</b> 57%	<b>▼</b> 42%	1%	(n=182)
month	150-200€	▲80%	▼18%	1%	(n=152)
	200-300€	▲80%	▼19%	1%	(n=135)
	More than 300 €	<b>▲</b> 85%	▼15% ▼15%	<b>▼</b> 0%	(n=82)
	Do not know				
	DO HOU KHOW	34%	61%	6%	(n=119)

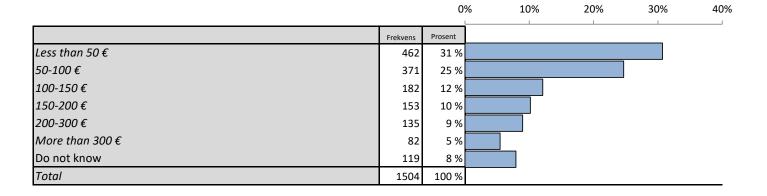
# Q: Approximately how many kilowatt-hours do you use each year? 0% 10% 20% 30% 40%



#### Q: Approximately how many kilowatt-hours do you use each year? Background variables

Dackground Variable									
		Less than 5000 kWh	5000- 9 999 kWh	10 000- 14 999 kWh	15 000-19 999 kWh	20 000 - 24 999 kWh	More than 25 000 kWh	Do not know	Valid N
Gender	Female	▼19%	<b>▼</b> 13%	12%	9%	2%	2%	▲42%	(n=759)
	Male	▲ 26%	▲22%	15%	10%	4%	2%	<b>▼</b> 21%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	21%	15%	16%	8%	▼1%	1%	▲39%	(n=262)
	35 - 49 years	20%	16%	12%	▲13%	3%	3%	32%	(n=420)
	50 - 64 years	26%	17%	14%	7%	4%	1%	31%	(n=474)
	65 years or older	23%	21%	14%	9%	5%	2%	26%	(n=348)
Type of resident	Apartment	▲31%	16%	▼10%	<b>▼</b> 4%	▼1%	▼0%	<b>▲</b> 38%	(n=985)
	House	▼7%	19%	▲21%	▲20%	▲9%	▲ 4%	▼20%	(n=519)
Electricity bill?	Electronic bill	24%	17%	14%	11%	4%	1%	29%	(n=895)
	Paper invoice	20%	18%	13%	8%	3%	3%	35%	(n=609)
Electricity to heating	Use electricity to heat home	▼6%	16%	▲22%	▲19%	<b>▲</b> 7%	▲ 4%	▼25%	(n=605)
	Not using electicity to heat home	▲34%	19%	▼8%	▼3%	▼1%	▼0%	34%	(n=861)
	Do not know	13%	▼0%	▼3%	▼3%	▼0%	▼0%	▲82%	(n=38)
Consumer type	ACTIVE consumers	▲27%	18%	15%	10%	4%	2%	<b>▼</b> 24%	(n=510)
	AWARE consumers	23%	21%	16%	12%	2%	3%	<b>▼</b> 22%	(n=282)
	INACTIVE comsumers	▼19%	15%	12%	8%	3%	1%	▲41%	(n=712)
Annual KWh-use	Less than 5000 kWh	▲100%	▼0%	▼0%	▼0%	▼0%	▼0%	▼0%	(n=341)
	5000- 9 999 kWh	▼0%	▲ 100%	▼0%	▼0%	▼0%	▼0%	▼0%	(n=260)
	10 000- 14 999 kWh	▼0%	▼0%	▲ 100%	▼0%	▼0%	▼0%	▼0%	(n=206)
	15 000-19 999 kWh	▼0%	▼0%	▼0%	▲ 100%	▼0%	▼0%	▼0%	(n=143)
	20 000 - 24 999 kWh	▼0%	▼0%	▼0%	▼0%	▲ 100%	▼0%	▼0%	(n=51)
	More than 25 000 kWh	▼0%	▼0%	▼0%	▼0%	▼0%	▲ 100%	▼0%	(n=27)
	Do not know	▼0%	▼0%	▼0%	▼0%	▼0%	▼0%	▲ 100%	(n=476)
Spending on	Less than 50 €	▲43%	▼12%	▼6%	▼2%	▼0%	▼0%	37%	(n=462)
electricity in total an	50-100 €	25%	▲30%	12%	▼4%	▼1%	▼0%	▲28%	(n=371)
average winter month	100-150 €	▼9%	▲28%	▲ 25%	10%	2%	1%	<b>▲</b> 26%	(n=182)
month	150-200 €	▼6%	11%	▲35%	▲24%	5%	1%	▲19%	(n=153)
	200-300 €	▼7%	▼4%	19%	▲31%	▲16%	<b>▲</b> 7%	▲16%	(n=135)
	More than 300 €	▼6%	▼7%	13%	▲21%	▲17%	▲18%	▼17%	(n=82)
	Do not know	▼9%	▼9%	▼2%	▼3%	▼1%	1%	<b>▲</b> 76%	(n=119)
Total		23%	17%	14%	10%	3%	2%	32%	(n=1504)

#### Q: How much money do you spend on electricity in total (supplier cost, network cost and taxes) in an average winter month?



Q: How much money do you spend on electricity in total (supplier cost, network cost and taxes) in an average winter month? Background variables

Dackground variable	<del></del>								
		Less than 50 €	50-100 €	100-150€	150-200€	200-300€	More than 300 €	Do not know	Valid N
Gender	Female	31%	23%	13%	9%	9%	5%	8%	(n=759)
	Male	30%	26%	11%	11%	9%	6%	7%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▲41%	23%	15%	7%	6%	▼2%	5%	(n=262)
	35 - 49 years	29%	24%	11%	13%	10%	5%	9%	(n=420)
	50 - 64 years	32%	23%	11%	11%	8%	6%	9%	(n=474)
	65 years or older	▼23%	28%	13%	9%	11%	8%	7%	(n=348)
Type of resident	Apartment	▲ 45%	<b>▲</b> 28%	▼9%	▼5%	▼3%	▼1%	8%	(n=985)
	House	▼3%	<b>▼</b> 18%	▲ 18%	▲19%	▲ 20%	▲14%	8%	(n=519)
Electricity bill?	Electronic bill	32%	25%	11%	11%	8%	5%	8%	(n=895)
	Paper invoice	29%	24%	13%	10%	10%	6%	7%	(n=609)
Electricity to heating	Use electricity to heat home	▼11%	<b>▼</b> 16%	▲17%	▲20%	▲ 18%	▲12%	7%	(n=605)
	Not using electicity to heat home	▲ 44%	▲31%	▼9%	▼3%	▼3%	▼1%	8%	(n=861)
	Do not know	<b>▲</b> 53%	16%	5%	5%	3%	▼0%	18%	(n=38)
Consumer type	ACTIVE consumers	29%	25%	12%	9%	11%	6%	7%	(n=510)
	AWARE consumers	31%	23%	16%	11%	8%	7%	<b>▼</b> 4%	(n=282)
	INACTIVE comsumers	31%	25%	11%	11%	8%	4%	▲10%	(n=712)
Annual KWh-use	Less than 5000 kWh	<b>▲</b> 58%	27%	▼5%	▼3%	▼3%	▼1%	▼3%	(n=341)
	5000- 9 999 kWh	▼22%	<b>▲</b> 43%	▲ 20%	7%	▼2%	▼2%	<b>▼</b> 4%	(n=260)
	10 000- 14 999 kWh	<b>▼</b> 13%	21%	▲22%	▲26%	13%	5%	▼1%	(n=206)
	15 000-19 999 kWh	▼8%	▼10%	13%	▲25%	▲ 29%	▲12%	▼2%	(n=143)
	20 000 - 24 999 kWh	▼2%	<b>▼</b> 4%	6%	16%	▲43%	▲27%	▼2%	(n=51)
	More than 25 000 kWh	▼0%	▼0%	4%	4%	▲33%	<b>▲</b> 56%	4%	(n=27)
	Do not know	36%	22%	10%	▼6%	▼5%	▼3%	▲19%	(n=476)
Spending on	Less than 50 €	▲100%	▼0%	▼0%	▼0%	▼0%	▼0%	▼0%	(n=462)
electricity in total an	50-100 €	▼0%	▲ 100%	▼0%	▼0%	▼0%	▼0%	0%	(n=371)
average winter month	100-150 €	▼0%	▼0%	▲100%	▼0%	▼0%	▼0%	0%	(n=182)
monui	150-200€	▼0%	▼0%	▼0%	▲100%	▼0%	▼0%	0%	(n=153)
	200-300 €	▼0%	▼0%	▼0%	▼0%	▲ 100%	▼0%	0%	(n=135)
	More than 300 €	▼0%	▼0%	▼0%	▼0%	▼0%	▲ 100%	▼0%	(n=82)
	Do not know	▼0%	▼0%	▼0%	▼0%	▼0%	▼0%	▲ 100%	(n=119)
Total		31%	25%	12%	10%	9%	5%	8%	(n=1504)

#### Q: My electricity supplier is determined by where I live 0% 20% 40% 60% 80% Frekvens Prosent Correct 293 19 % Incorrect 1135 75 % Do not know 76 5 % Total 1504 100 %

### Q: My electricity supplier is determined by where I live Background variables

Background variabl	es				
		Correct	Incorrect	Do not know	Valid N
Gender	Female	19%	75%	6%	(n=759)
	Male	20%	77%	4%	(n=741)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	▲ 29%	▼65%	6%	
	35 - 49 years	19%	75%	6%	(n=420)
	50 - 64 years	16%	80%	4%	(n=474)
	65 years or older	17%	78%	4%	(n=348)
Type of resident	Apartment	▲22%	<b>▼</b> 73%	5%	(n=985)
	House	▼15%	▲80%	4%	(n=519)
Electricity bill?	Electronic bill	17%	78%	5%	(n=895)
	Paper invoice	22%	72%	5%	(n=609)
Electricity to heating	Use electricity to heat home	23%	72%	5%	(n=605)
	Not using electicity to heat home	▼17%	<b>▲</b> 79%	4%	(n=861)
	Do not know	29%	<b>▼</b> 45%	▲ 26%	(n=38)
Consumer type	ACTIVE consumers	<b>▼</b> 12%	▲85%	3%	(n=510)
	AWARE consumers	21%	77%	▼2%	(n=282)
	INACTIVE comsumers	▲ 25%	▼68%	<b>▲</b> 7%	(n=712)
Annual KWh-use	Less than 5000 kWh	16%	▲81%	4%	(n=341)
	5000- 9 999 kWh	21%	77%	▼2%	(n=260)
	10 000- 14 999 kWh	22%	74%	3%	(n=206)
	15 000-19 999 kWh	19%	77%	4%	(n=143)
	20 000 - 24 999 kWh	10%	86%	4%	(n=51)
	More than 25 000 kWh	19%	81%	▼0%	(n=27)
	Do not know	21%	▼69%	▲9%	(n=476)
Spending on	Less than 50 €	19%	76%	5%	
electricity in total an	50-100 €	20%	76%	4%	(n=371)
average winter	100-150€	22%	75%	3%	(n=182)
month	150-200€	22%	73%	5%	(n=153)
	200-300€	16%	81%	3%	(n=135)
	More than 300 €	16%	77%	7%	(n=82)
	Do not know	21%	69%	10%	(n=119)
Total		19%	75%	5%	(n=1504)

Q: As a customer I can choose my own electricity supplier							
		0%	6 20%	40%	60%	80%	100%
	Frekvens	Prosent					
Correct	1414	94 %					
Incorrect	58	4 %					
Do not know	32	2 %					
Total	1504	100 %					

Q: As a customer I can choose my own electricity supplier Background variables

Background variabl	es				ı
				MC	
		#	ect	t knc	_
		Correct	Incorrect	Do not know	Valid N
Gender	Female				
Gender		94%	4%	2%	(n=759)
	Male Other	94%	4%	2%	l ` ′
Ago group		- %	- %	- %	(n<5)
Age group	Under 35 years	▼89%	6%	<b>▲</b> 5%	(n=262)
	35 - 49 years	94%	4%	2%	` <i>'</i>
	50 - 64 years	96%	3%	▼1%	(n=474)
T f t l t	65 years or older	96%	3%	2%	(n=348)
Type of resident	Apartment	94%	4%	2%	(n=985)
et. a con tella	House	94%	3%	2%	(n=519)
Electricity bill?	Electronic bill	95%	3%	2%	(n=895)
=1	Paper invoice	92%	5%	3%	(n=609)
Electricity to heating	Use electricity to heat home	94%	4%	2%	(n=605)
	Not using electicity to heat home	95%	3%	2%	(n=861)
	Do not know	82%	11%	8%	(n=38)
Consumer type	ACTIVE consumers	▲ 96%	2%	1%	(n=510)
	AWARE consumers	95%	4%	1%	(n=282)
	INACTIVE comsumers	▼92%	5%	▲3%	(n=712)
Annual KWh-use	Less than 5000 kWh	96%	3%	1%	(n=341)
	5000- 9 999 kWh	95%	3%	2%	(n=260)
	10 000- 14 999 kWh	93%	7%	▼0%	(n=206)
	15 000-19 999 kWh	95%	3%	2%	(n=143)
	20 000 - 24 999 kWh	96%	2%	2%	(n=51)
	More than 25 000 kWh	93%	7%	▼0%	(n=27)
	Do not know	92%	4%	▲4%	(n=476)
Spending on	Less than 50 €	96%	3%	1%	(n=462)
electricity in total an	50-100 €	94%	3%	2%	(n=371)
average winter month	100-150 €	92%	5%	2%	(n=182)
monui	150-200€	92%	6%	3%	(n=153)
	200-300 €	96%	2%	2%	(n=135)
	More than 300 €	90%	7%	2%	(n=82)
	Do not know	92%	3%	5%	(n=119)
Total		94%	4%	2%	(n=1504)

# Q: If I switch to another supplier, my meter has to be changed 0% 20% 40% 60% 80% 100% Correct 47 3% Incorrect 1296 86 %

161

1504

11 %

100 %

### Q: If I switch to another supplier, my meter has to be changed Background variables

Do not know

Total

Background variabl	es				
		Correct	Incorrect	Do not know	Valid N
Gender	Female	3%	85%	13%	(n=759)
	Male	3%	88%	9%	(n=741)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	6%	▼78%	▲ 16%	(n=262)
	35 - 49 years	4%	87%	10%	(n=420)
	50 - 64 years	2%	88%	10%	(n=474)
	65 years or older	2%	89%	9%	(n=348)
Type of resident	Apartment	▼2%	86%	12%	(n=985)
	House	<b>▲</b> 5%	87%	8%	(n=519)
Electricity bill?	Electronic bill	4%	88%	▼8%	(n=895)
	Paper invoice	2%	83%	<b>▲</b> 14%	(n=609)
Electricity to heating	Use electricity to heat home	<b>▲</b> 6%	84%	10%	(n=605)
	Not using electicity to heat home	▼1%	88%	11%	(n=861)
	Do not know	3%	▼66%	▲32%	(n=38)
Consumer type	ACTIVE consumers	▼1%	▲95%	▼4%	(n=510)
	AWARE consumers	5%	87%	8%	(n=282)
	INACTIVE comsumers	4%	▼79%	▲ 16%	(n=712)
Annual KWh-use	Less than 5000 kWh	▼1%	▲92%	7%	(n=341)
	5000- 9 999 kWh	2%	<b>▲</b> 92%	7%	(n=260)
	10 000- 14 999 kWh	7%	86%	7%	(n=206)
	15 000-19 999 kWh	8%	85%	8%	(n=143)
	20 000 - 24 999 kWh	6%	90%	▼4%	(n=51)
	More than 25 000 kWh	15%	81%	4%	(n=27)
	Do not know	2%	▼80%	▲ 19%	(n=476)
Spending on	Less than 50 €	▼0%	89%	11%	(n=462)
electricity in total an	50-100 €	2%	88%	10%	(n=371)
average winter	100-150€	5%	85%	10%	(n=182)
month	150-200€	▲8%	80%	12%	(n=153)
	200-300€	6%	89%	▼5%	(n=135)
	More than 300 €	7%	88%	5%	(n=82)
	Do not know	3%	78%	▲19%	(n=119)
Total		3%	86%	11%	

#### Q: If I switch to another supplier, it can effect the number of power cuts 0% 20% 40% 60% 80% Frekvens Prosent Correct 151 10 % Incorrect 1140 76 % Do not know 213 14 % Total 1504 100 %

Q: If I switch to another supplier, it can effect the number of power cuts Background variables

35 - 49 50 - 64 65 yea  Type of resident Apartn House  Electricity bill? Electro Paper	35 years ) years	10% 10% - % 12% 12% 8%	73% 79% - %	woo uot kuow ▼12% - %	Z pile/ (n=759) (n=741)
Male Other  Age group Under 35 - 49 50 - 64 65 yea  Type of resident House  Electricity bill? Electro	35 years 9 years 9 years	10% 10% - % 12% 12%	73% 79% - % ▼65%	16% ▼12%	(n=759)
Male Other  Age group Under 35 - 49 50 - 64 65 yea  Type of resident House  Electricity bill? Electro	35 years 9 years 9 years	10% - % 12% 12%	79% - % ▼65%	▼12%	
Other  Age group  Under  35 - 49  50 - 64  65 yea  Type of resident  House  Electricity bill?  Electro  Paper	years Years	- % 12% 12%	- % ▼65%		(11-741)
Age group Under 35 - 49 50 - 64 65 yea  Type of resident Apartn House  Electricity bill? Electro Paper	years Years	12% 12%	▼65%		(n.E)
35 - 49 50 - 64 65 yea Type of resident Apartn House Electricity bill? Electro	years Years	12%		<u></u> 23%	(n<5) (n=262)
50 - 64 65 yea Type of resident Apartn House Electricity bill? Electro Paper	years		75%	13%	(n=420)
Type of resident Apartn House Electricity bill? Electro Paper			<b>∆</b> 81%		
Type of resident Apartn House Electricity bill? Electro Paper		9%	78%	11%	(n=474) (n=348)
House Electricity bill? Electro Paper		10%	74%	13% ▲ 16%	
Electricity bill? Electro		10%	74%	▼10%	(n=985)
Paper		▼8%	78%	14%	(n=519) (n=895)
		<b>▲</b> 13%	72%	15%	(n=609)
	ectricity to heat home	12%	76%	11%	(n=605)
Not us	ing electicity to heat home	9%	76%	15%	(n=861)
Do not	•	5%	<b>▼</b> 55%	<b>13</b> %	(n=38)
	consumers	<b>▼</b> 7%	<b>▲</b> 84%	▼10%	(n=510)
	E consumers	13%	77%	10%	(n=282)
	VE comsumers	11%	<b>▼</b> 70%	<b>1</b> 0%	(n=712)
	an 5000 kWh	9%	79%	12%	(n=341)
	9 999 kWh	7%	81%	12%	(n=260)
	)- 14 999 kWh	13%	78%	<b>V</b> 9%	(n=206)
	0-19 999 kWh	14%	77%	9%	(n=143)
	) - 24 999 kWh	16%	78%	<b>V</b> 6%	(n=51)
	than 25 000 kWh	19%	74%	7%	(n=31) (n=27)
Do not		9%		<b>1</b> 22%	
	nan 50 €	8%	77%	15%	· ·
electricity in total an 50-100		10%	75%	15%	(n=371)
average winter 100-15		13%	73%	14%	(n=182)
month 150-20		14%	78%	<b>▼</b> 7%	(n=153)
200-30		9%	78% 82%	9%	(n=135)
	than 300 €	13%	79%	9% 7%	(n=135)
Do not		7%		1 70	(11-02)
Total		/ /0	<b>▼</b> 65%	▲ 29%	(n=119)

#### 

351

1504

23 %

100 %

## Q: If I switch to another supplier, the new supplier will be in charge of meter reading Background variables

Do not know

Total

				wor	
		ಕ್ಷ	rect	ot ki	Z
		Correct	Incorrect	Do not know	Valid N
Gender	Female	55%	<b>▼</b> 17%	▲ 28%	(n=759)
	Male	58%	23%	<b>▼</b> 19%	(n=741)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	53%	15%	▲ 32%	(n=262)
	35 - 49 years	54%	21%	25%	(n=420)
	50 - 64 years	57%	22%	21%	(n=474)
	65 years or older	<b>▲</b> 64%	19%	<b>▼</b> 18%	(n=348)
Type of resident	Apartment	58%	▼16%	▲ 26%	(n=985)
	House	54%	<b>▲</b> 28%	▼18%	(n=519)
Electricity bill?	Electronic bill	57%	21%	22%	(n=895)
	Paper invoice	57%	18%	25%	(n=609)
Electricity to heating	Use electricity to heat home	57%	<b>▲</b> 24%	▼20%	(n=605)
	Not using electicity to heat home	58%	18%	25%	(n=861)
	Do not know	45%	▼8%	▲ 47%	(n=38)
Consumer type	ACTIVE consumers	59%	23%	▼18%	(n=510)
	AWARE consumers	58%	24%	18%	(n=282)
	INACTIVE comsumers	55%	▼16%	▲ 29%	(n=712)
Annual KWh-use	Less than 5000 kWh	57%	23%	20%	(n=341)
	5000- 9 999 kWh	57%	24%	19%	(n=260)
	10 000- 14 999 kWh	▲ 65%	20%	▼15%	(n=206)
	15 000-19 999 kWh	62%	20%	17%	(n=143)
	20 000 - 24 999 kWh	47%	▲39%	14%	(n=51)
	More than 25 000 kWh	56%	37%	▼7%	(n=27)
	Do not know	53%	▼12%	▲ 35%	(n=476)
Spending on	Less than 50 €	55%	16%	▲ 29%	(n=462)
electricity in total an	50-100 €	61%	19%	20%	(n=371)
average winter	100-150€	63%	19%	18%	(n=182)
month	150-200€	59%	21%	20%	(n=153)
	200-300€	53%	<b>▲</b> 30%	17%	(n=135)
	More than 300 €	55%	<b>▲</b> 32%	▼13%	(n=82)
	Do not know	<b>▼</b> 45%	18%	<b>▲</b> 36%	(n=119)
Total		57%	20%	23%	(n=1504)

#### Q: Name the company that operates the power lines to your home 0% 20% 40% 60% 80% Frekvens Prosent Correct 901 60 % Not a grid company 493 33 % Do not know 110 7 % Total 1504 100 %

Q: Name the company that operates the power lines to your home Background variables

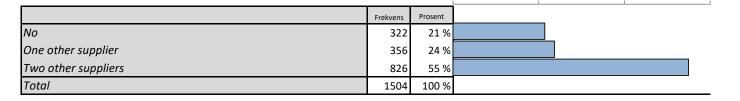
Dackground variable	<del></del>				
		Correct	Not a grid company	Do not know	Valid N
Gender	Female	60%	33%	7%	(n=759)
	Male	60%	32%	8%	(n=741)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	54%	33%	▲13%	(n=262)
	35 - 49 years	62%	31%	7%	(n=420)
	50 - 64 years	62%	34%	▼4%	(n=474)
	65 years or older	59%	34%	8%	(n=348)
Type of resident	Apartment	▲ 63%	▼29%	8%	(n=985)
	House	▼55%	<b>▲</b> 39%	6%	(n=519)
Electricity bill?	Electronic bill	61%	31%	8%	(n=895)
	Paper invoice	58%	36%	6%	(n=609)
Electricity to heating	Use electricity to heat home	▼54%	▲37%	9%	(n=605)
	Not using electicity to heat home	▲63%	30%	6%	(n=861)
	Do not know	74%	▼13%	13%	(n=38)
Consumer type	ACTIVE consumers	61%	34%	5%	(n=510)
	AWARE consumers	61%	32%	7%	(n=282)
	INACTIVE comsumers	59%	32%	9%	(n=712)
Annual KWh-use	Less than 5000 kWh	▲69%	▼26%	5%	(n=341)
	5000- 9 999 kWh	57%	38%	5%	(n=260)
	10 000- 14 999 kWh	58%	36%	6%	(n=206)
	15 000-19 999 kWh	57%	36%	8%	(n=143)
	20 000 - 24 999 kWh	51%	45%	4%	(n=51)
	More than 25 000 kWh	44%	<b>▲</b> 56%	▼0%	(n=27)
	Do not know	59%	29%	▲12%	(n=476)
Spending on	Less than 50 €	▲72%	▼22%	6%	(n=462)
electricity in total an	50-100 €	56%	36%	8%	(n=371)
average winter month	100-150€	52%	41%	7%	(n=182)
monun	150-200€	57%	37%	6%	(n=153)
	200-300€	56%	38%	7%	(n=135)
	More than 300 €	52%	40%	7%	(n=82)
	Do not know	50%	35%	14%	(n=119)
Total		60%	33%	7%	(n=1504)

#### Q: Who is the electricity supplierin your home 0% 20% 40% 60% 80% 100% Frekvens Prosent An electricity supplier 1304 87 % Not an electricity supplier 84 6 % Do not know 114 8 % Total 1502 100 %

## Q: Who is the electricity supplierin your home Background variables

Dackground variable					
		An electricity supplier	Not an electricity supplier	Do not know	Valid N
Gender	Female	86%	5%	9%	(n=759)
	Male	88%	6%	6%	(n=739)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	▼78%	7%	▲ 15%	(n=262)
	35 - 49 years	86%	7%	7%	(n=420)
	50 - 64 years	▲90%	5%	<b>▼</b> 4%	(n=473)
	65 years or older	89%	4%	7%	(n=347)
Type of resident	Apartment	88%	5%	7%	(n=984)
	House	85%	7%	8%	(n=518)
Electricity bill?	Electronic bill	86%	5%	9%	(n=893)
	Paper invoice	88%	6%	6%	(n=609)
Electricity to heating	Use electricity to heat home	▼83%	7%	9%	(n=605)
	Not using electicity to heat home	▲90%	5%	▼6%	(n=859)
	Do not know	79%	▼0%	21%	(n=38)
Consumer type	ACTIVE consumers	89%	6%	▼5%	(n=509)
	AWARE consumers	88%	5%	6%	(n=281)
	INACTIVE comsumers	85%	5%	▲ 10%	(n=712)
Annual KWh-use	Less than 5000 kWh	▲91%	5%	▼4%	(n=340)
	5000- 9 999 kWh	90%	5%	5%	(n=259)
	10 000- 14 999 kWh	87%	5%	8%	(n=206)
	15 000-19 999 kWh	84%	8%	8%	(n=143)
	20 000 - 24 999 kWh	82%	12%	6%	(n=51)
	More than 25 000 kWh	70%	▲22%	7%	(n=27)
	Do not know	84%	4%	▲12%	(n=476)
Spending on	Less than 50 €	▲92%	4%	▼4%	(n=460)
electricity in total an	50-100 €	86%	6%	7%	(n=371)
average winter month	100-150€	89%	4%	7%	(n=182)
month	150-200€	83%	7%	10%	(n=153)
	200-300€	83%	8%	9%	(n=135)
	More than 300 €	79%	11%	10%	(n=82)
	Do not know	80%	3%	▲17%	(n=119)
Total		87%	6%	8%	(n=1502)

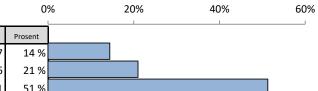
# Q: Can you name two other electricity suppliers? 0% 20% 40% 60%



## Q: Can you name two other electricity suppliers? Background variables

		No	One other supplier	Two other suppliers	Valid N
Gender	Female	19%	25%	56%	(n=759)
	Male	24%	22%	54%	(n=741)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	27%	23%	50%	(n=262)
	35 - 49 years	21%	24%	55%	(n=420)
	50 - 64 years	18%	26%	56%	(n=474)
	65 years or older	23%	20%	57%	(n=348)
Type of resident	Apartment	21%	24%	55%	(n=985)
	House	22%	22%	55%	(n=519)
Electricity bill?	Electronic bill	20%	24%	56%	(n=895)
	Paper invoice	23%	23%	54%	(n=609)
Electricity to heating	Use electricity to heat home	22%	23%	56%	(n=605)
	Not using electicity to heat home	21%	25%	55%	(n=861)
	Do not know	34%	21%	45%	(n=38)
Consumer type	ACTIVE consumers	▼11%	▼19%	▲ 70%	(n=510)
	AWARE consumers	22%	27%	51%	(n=282)
	INACTIVE comsumers	▲ 29%	26%	<b>▼</b> 46%	(n=712)
Annual KWh-use	Less than 5000 kWh	18%	23%	58%	(n=341)
	5000- 9 999 kWh	17%	25%	58%	(n=260)
	10 000- 14 999 kWh	20%	▼17%	<b>▲</b> 63%	(n=206)
	15 000-19 999 kWh	20%	24%	56%	(n=143)
	20 000 - 24 999 kWh	18%	<b>▼</b> 12%	▲71%	(n=51)
	More than 25 000 kWh	22%	22%	56%	(n=27)
	Do not know	▲27%	28%	<b>▼</b> 45%	(n=476)
Spending on	Less than 50 €	▼17%	27%	56%	(n=462)
electricity in total an	50-100 €	23%	23%	54%	(n=371)
average winter	100-150€	23%	24%	53%	(n=182)
month	150-200 €	25%	18%	57%	(n=153)
	200-300 €	20%	19%	61%	(n=135)
	More than 300 €	21%	23%	56%	(n=82)
	Do not know	29%	22%	49%	(n=119)
Total		21%	24%	55%	(n=1504

#### Q: Knowledge of electricity suppliers (TOTAL)



#### Frekvens Can name one's own electricity supplier 217 Can name one's own and one other electricity supplier 316 51 % Can name one's own and two other electricity suppliers 771 Other 200 13 % Total 100 % 1504

#### Q: Knowledge of electricity suppliers (TOTAL)

Backgr	ound	varia	bles

		Can name one's own electricity supplier	Can name one's own and one other electricity supplier	Can name one's own and two other electricity suppliers	Other	Valid N
Gender	Female	12%	22%	52%	14%	(n=759)
	Male	17%	20%	51%	13%	(n=741)
	Other	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	14%	19%	45%	▲22%	(n=262)
	35 - 49 years	14%	21%	51%	14%	(n=420)
	50 - 64 years	13%	25%	53%	<b>▼</b> 10%	(n=474)
	65 years or older	18%	18%	54%	11%	(n=348)
Type of resident	Apartment	15%	21%	52%	12%	(n=985)
	House	14%	20%	50%	16%	(n=519)
Electricity bill?	Electronic bill	13%	21%	53%	14%	(n=895)
	Paper invoice	17%	21%	49%	12%	(n=609)
Electricity to heating	Use electricity to heat home	12%	20%	52%	▲17%	(n=605)
	Not using electicity to heat home	16%	22%	51%	<b>▼</b> 11%	(n=861)
	Do not know	21%	18%	39%	21%	(n=38)
Consumer type	ACTIVE consumers	▼8%	<b>▼</b> 16%	▲ 65%	11%	(n=510)
	AWARE consumers	15%	25%	49%	12%	(n=282)
	INACTIVE comsumers	▲ 19%	23%	<b>▼</b> 43%	15%	(n=712)
Annual KWh-use	Less than 5000 kWh	15%	20%	56%	▼9%	(n=341)
	5000- 9 999 kWh	12%	24%	54%	11%	(n=260)
	10 000- 14 999 kWh	13%	16%	59%	13%	(n=206)
	15 000-19 999 kWh	10%	21%	52%	16%	(n=143)
	20 000 - 24 999 kWh	10%	▼10%	63%	18%	(n=51)
	More than 25 000 kWh	11%	▼7%	52%	30%	(n=27)
	Do not know	▲ 18%	24%	<b>▼</b> 41%	16%	(n=476)
Spending on	Less than 50 €	13%	25%	53%	▼8%	(n=462)
electricity in total an	50-100 €	15%	20%	51%	14%	(n=371)
average winter month	100-150 €	18%	23%	49%	11%	(n=182)
monu	150-200 €	14%	15%	54%	17%	(n=153)
	200-300 €	12%	16%	55%	17%	(n=135)
	More than 300 €	9%	21%	50%	21%	(n=82)
	Do not know	19%	18%	43%	20%	(n=119)
Total		14%	21%	51%	13%	(n=1504)

## Q: Knowledge of electicity market (TOTAL)

0%

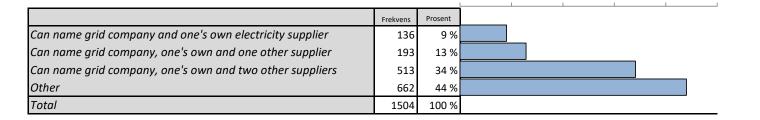
10%

20%

30%

40%

50%



#### Q: Knowledge of electicity market (TOTAL) Background variables

		Can name grid company and one's own electricity supplier	Can name grid company, one's own and one other supplier	Can name grid company, one's own and two other suppliers	Other	Valid N
Gender	Female	8%	14%	34%	45%	(n=759)
	Male	11%	12%	35%	43%	(n=741)
	Other	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	8%	10%	32%	50%	(n=262)
	35 - 49 years	8%	14%	35%	43%	(n=420)
	50 - 64 years	8%	15%	36%	42%	(n=474)
	65 years or older	12%	11%	33%	44%	(n=348)
Type of resident	Apartment	9%	14%	35%	42%	(n=985)
	House	9%	11%	32%	48%	(n=519)
Electricity bill?	Electronic bill	8%	14%	35%	43%	(n=895)
	Paper invoice	11%	11%	33%	45%	(n=609)
Electricity to heating	Use electricity to heat home	▼7%	11%	33%	<b>▲</b> 50%	(n=605)
	Not using electicity to heat home	10%	15%	35%	<b>▼</b> 40%	(n=861)
	Do not know	16%	11%	37%	37%	(n=38)
Consumer type	ACTIVE consumers	▼5%	▼9%	▲42%	44%	(n=510)
	AWARE consumers	10%	16%	30%	44%	(n=282)
	INACTIVE comsumers	▲ 11%	14%	▼30%	44%	(n=712)
Annual KWh-use	Less than 5000 kWh	10%	14%	▲41%	▼35%	(n=341)
	5000- 9 999 kWh	6%	14%	34%	45%	(n=260)
	10 000- 14 999 kWh	8%	▼7%	38%	46%	(n=206)
	15 000-19 999 kWh	5%	11%	37%	47%	(n=143)
	20 000 - 24 999 kWh	6%	<b>▼</b> 4%	39%	51%	(n=51)
	More than 25 000 kWh	4%	7%	22%	▲67%	(n=27)
	Do not know	12%	15%	<b>▼</b> 27%	46%	(n=476)
Spending on	Less than 50 €	9%	▲19%	▲ 40%	▼32%	(n=462)
electricity in total an average winter	50-100 €	9%	10%	33%	48%	(n=371)
month	100-150 €	10%	10%	30%	49%	(n=182)
	150-200 €	8%	8%	34%	50%	(n=153)
	200-300€	10%	10%	33%	47%	(n=135)
	More than 300 €	5%	12%	29%	54%	(n=82)
	Do not know	13%	9%	<b>▼</b> 24%	54%	(n=119)
Total		9%	13%	34%	44%	(n=1504)

Q: Have you ever signed a contract with an electricity supplied	er?							
		0	%	20%	40%	60%	80%	100%
	Frekvens	Prosent						
Yes	1309	87 %						
No	147	10 %						
Do not know	48	3 %						
Total	1504	100 %						

Q: Have you ever signed a contract with an electricity supplier? Background variables

Dackground variable					
				know	
		S	0	Do not know	Valid N
Gender	Family	Yes	N <sub>O</sub>		
Gender	Female	85%	11%	4%	` '
	Male	89%	9%	2%	, ,
A	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	▼82%	12%	6%	(n=262)
	35 - 49 years	87%	10%	3%	(n=420)
	50 - 64 years	87%	11%	2%	, ,
Town of annial and	65 years or older	91%	7%	3%	(n=348)
Type of resident	Apartment	87%	10%	3%	, ,
Flootwicity hill?	House	87%	10%	3%	(n=519)
Electricity bill?	Electronic bill	88%	10%	2%	(n=895)
Floatricity to booting	Paper invoice	86%	10%	4%	(n=609)
Electricity to heating	Use electricity to heat home	88%	9%	3%	, ,
	Not using electicity to heat home	88%	10%	3%	(n=861)
C	Do not know	▼63%	21%	▲ 16%	(n=38)
Consumer type	ACTIVE consumers	▲100%	▼0%	▼0%	(n=510)
	AWARE consumers	▼82%	▲15%	4%	, ,
A	INACTIVE comsumers	▼80%	▲ 15%	<b>▲</b> 5%	(n=712)
Annual KWh-use	Less than 5000 kWh	90%	9%	1%	(n=341)
	5000- 9 999 kWh	86%	11%	3%	(n=260)
	10 000- 14 999 kWh	89%	9%	2%	(n=206)
	15 000-19 999 kWh	92%	8%	▼0%	(n=143)
	20 000 - 24 999 kWh	94%	▼2%	4%	(n=51)
	More than 25 000 kWh	93%	4%	4%	(n=27)
Caradian	Do not know	▼82%	12%	<b>▲</b> 6%	, ,
Spending on electricity in total an	Less than 50 €	87%	10%	3%	` '
average winter	50-100 €	87%	10%	3%	` '
month	100-150 €	87%	10%	2%	
	150-200 €	89%	8%	3%	` '
	200-300 €	86%	12%	2%	(n=135)
	More than 300 €	85%	11%	4%	(n=82)
	Do not know	87%	<b>▼</b> 4%	▲9%	(n=119)
Total		87%	10%	3%	(n=1504)

#### Q: When did you last sign a contract with an electricity supplier? 0% 10% 20% 30% 40% 50% Frekvens Prosent During the last 12 months 39 % 510 1-3 years ago 457 35 % 3-5 years ago 10 % 131 More than 5 years ago 211 16 %

1309

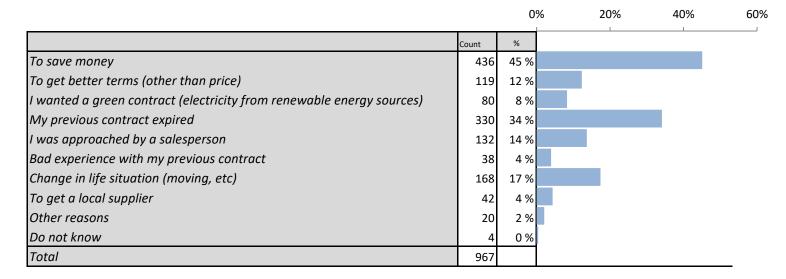
100 %

Q: When did you last sign a contract with an electricity supplier? Background variables

Total

Background variable	es					
		During the last 12 months	1-3 years ago	3-5 years ago	More than 5 years ago	Valid N
Gender	Female	40%	32%	10%	17%	(n=647)
	Male	38%	37%	10%	15%	(n=660)
	Other	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	42%	39%	13%	▼6%	(n=214)
	35 - 49 years	35%	32%	13%	20%	(n=367)
	50 - 64 years	40%	34%	8%	18%	(n=412)
	65 years or older	40%	37%	7%	17%	(n=316)
Type of resident	Apartment	37%	34%	10%	▲18%	(n=855)
	House	43%	36%	9%	<b>▼</b> 12%	(n=454)
Electricity bill?	Electronic bill	41%	36%	10%	<b>▼</b> 14%	(n=786)
	Paper invoice	36%	33%	11%	▲20%	(n=523)
Electricity to heating	Use electricity to heat home	40%	35%	12%	▼12%	(n=530)
	Not using electicity to heat home	38%	34%	9%	▲19%	(n=755)
	Do not know	38%	42%	8%	13%	(n=24)
Consumer type	ACTIVE consumers	▲100%	▼0%	▼0%	▼0%	(n=510)
	AWARE consumers	▼0%	<b>▲</b> 65%	14%	21%	(n=230)
	INACTIVE comsumers	▼0%	<b>▲</b> 54%	▲17%	▲29%	(n=569)
Annual KWh-use	Less than 5000 kWh	45%	36%	▼6%	13%	(n=307)
	5000- 9 999 kWh	41%	36%	9%	14%	(n=223)
	10 000- 14 999 kWh	41%	37%	13%	<b>▼</b> 10%	(n=184)
	15 000-19 999 kWh	40%	34%	12%	14%	(n=132)
	20 000 - 24 999 kWh	44%	35%	6%	15%	(n=48)
	More than 25 000 kWh	32%	52%	12%	▼4%	(n=25)
	Do not know	▼32%	32%	12%	▲25%	(n=390)
Spending on	Less than 50 €	37%	36%	8%	19%	(n=402)
electricity in total an	50-100 €	40%	35%	10%	15%	(n=323)
average winter	100-150 €	37%	41%	9%	13%	(n=159)
month	150-200€	35%	35%	16%	14%	(n=136)
	200-300€	47%	32%	10%	10%	(n=116)
	More than 300 €	46%	39%	11%	<b>▼</b> 4%	(n=70)
	Do not know	36%	▼24%	9%	▲31%	(n=103)
Total		39%	35%	10%	16%	(n=1309)

# Q: Why did you sign a new electricity contract? Several answers possible.



## Q: Why did you sign a new electricity contract? Several answers possible.

Background

Background												
		To save money	To get better terms (other than price)	I wanted a green contract (electricity from renewable energy sources)	My previous contract expired	I was approached by a salesperson	Bad experience with my previous contract	Change in life situation (moving, etc)	To get a local supplier	Other reasons	Do not know	Valid N
Gender	Female	44%	12%	9%	30%	14%	4%	▲21%	3%	3%	1%	(n=470)
	Male	46%	13%	8%	38%	13%	4%	▼14%	6%	1%	0%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	40%	12%	12%	▼22%	12%	6%	▲34%	5%	2%	▼0%	(n=174)
	35 - 49 years	<b>▲</b> 53%	14%	9%	28%	10%	2%	20%	<b>▼</b> 1%	1%	0%	(n=246)
	50 - 64 years	42%	12%	7%	38%	14%	5%	16%	5%	3%	1%	(n=305)
	65 years or older	44%	11%	6%	▲43%	18%	4%	<b>▼</b> 5%	6%	2%	▼0%	(n=242)
Type of resident	Apartment	42%	11%	9%	▼30%	▲16%	4%	▲24%	3%	2%		(n=609)
	House	51%	14%	8%	▲42%	▼9%	4%	▼7%	6%	2%	0%	(n=358)
Electricity bill?	Electronic bill	▲49%	12%	9%	36%	11%	4%	17%	4%	2%	0%	(n=603)
	Paper invoice	▼38%	12%	7%	31%	18%	3%	19%	5%	2%	1%	(n=364)
Electricity to heating	Use electricity to heat home	<b>▲</b> 52%	▲17%	7%	37%	14%	<b>▲</b> 7%	<b>▼</b> 11%	5%	1%		(n=401)
	Not using electicity to heat home	<b>▼</b> 41%	▼9%	9%	33%	13%	▼2%	▲21%	3%	3%	1%	(n=547)
	Do not know	<b>▼</b> 21%	▼0%	21%	26%	21%	▼0%	▲42%	5%	▼0%	▼0%	(n=19)
Consumer type	ACTIVE consumers	47%	13%	8%	▲39%	15%	3%	15%	3%	2%	0%	(n=510)
	AWARE consumers	50%	17%	11%	▼24%	9%	4%	17%	7%	1%	▼0%	(n=149)
	INACTIVE comsumers	39%	9%	7%	31%	14%	6%	21%	6%	2%	1%	(n=308)
Annual KWh-use	Less than 5000 kWh	47%	10%	10%	32%	14%	4%	18%	2%	2%	0%	(n=249)
	5000- 9 999 kWh	45%	15%	9%	36%	13%	4%	14%	8%	2%	1%	(n=172)
	10 000- 14 999 kWh	46%	13%	8%	34%	15%	7%	15%	6%	4%	▼0%	(n=143)
	15 000-19 999 kWh	51%	11%	5%	44%	<b>▼</b> 5%	4%	▼9%	6%	▼0%	▼0%	(n=98)
	20 000 - 24 999 kWh	47%	21%	8%	<b>▲</b> 53%	11%	3%	<b>▼</b> 5%	3%	▼0%	▼0%	(n=38)
	More than 25 000 kWh	57%	19%	14%	38%	10%	▼0%	10%	▼0%	▼0%	▼0%	(n=21)
	Do not know	38%	11%	7%	28%	17%	3%	▲26%	3%	2%	1%	(n=246)
Spending on electricity in	Less than 50 €	43%	9%	9%	29%	13%	3%	▲27%	<b>▼</b> 2%	2%	0%	(n=293)
total an average winter month	50-100 €	45%	11%	10%	32%	16%	4%	15%	6%	2%	0%	(n=242)
	100-150 €	48%	15%	7%	38%	10%	2%	13%	7%	2%	▼0%	(n=124)
	150-200 €	41%	18%						8%	2%		` ,
	200-300 €	53%	18%			12%			3%	2%		(n=92)
	More than 300 €	53%	14%		46%	8%		10%	2%	2%	0%	` ′
	Do not know	39%	11%	5%	32%	16%		24%	2%	5%	3%	, ,
Total		45%	12%		34%	14%	4%	17%	4%	2%		(n=967)

Q: Have you ever compared your current electricity contract	to othe	r contra	acts?			
		0	% 20%	40%	60%	80%
	Frekvens	Prosent				
Yes	610	61 %				
No	365	37 %				
Do not know	19	2 %				
Total	994	100 %				

Q: Have you ever compared your current electricity contract to other contracts?

Background variables

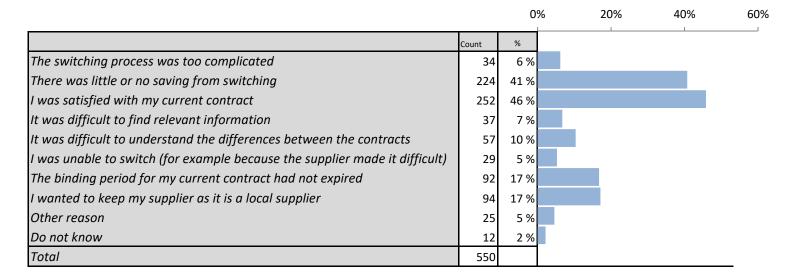
		Yes	No	Do not know	Valid N
Gender	Female	▼57%	▲41%	2%	(n=498)
	Male	<b>▲</b> 66%	▼32%	1%	(n=493)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	58%	37%	5%	(n=172)
	35 - 49 years	60%	38%	2%	(n=291)
	50 - 64 years	63%	36%	2%	(n=308)
	65 years or older	64%	36%	▼0%	(n=223)
Type of resident	Apartment	▼57%	▲41%	2%	(n=670)
	House	▲ 69%	▼29%	2%	(n=324)
Electricity bill?	Electronic bill	<b>▲</b> 66%	▼33%	2%	(n=575)
	Paper invoice	▼55%	▲42%	2%	(n=419)
Electricity to heating	Use electricity to heat home	▲ 68%	▼29%	3%	(n=392)
	Not using electicity to heat home	58%	▲41%	1%	(n=573)
	Do not know	▼34%	55%	10%	(n=29)
Consumer type	ACTIVE consumers	- %	- %	- %	(n<5)
	AWARE consumers	▲100%	▼0%	▼0%	(n=282)
	INACTIVE comsumers	▼46%	<b>▲</b> 51%	<b>▲</b> 3%	(n=712)
Annual KWh-use	Less than 5000 kWh	63%	36%	1%	(n=202)
	5000- 9 999 kWh	67%	32%	1%	(n=169)
	10 000- 14 999 kWh	<b>▲</b> 75%	▼23%	2%	(n=131)
	15 000-19 999 kWh	<b>▲</b> 76%	▼24%	▼0%	(n=90)
	20 000 - 24 999 kWh	70%	27%	3%	(n=30)
	More than 25 000 kWh	▲ 89%	▼11%	▼0%	(n=19)
	Do not know	▼47%	<b>▲</b> 50%	3%	(n=353)
Spending on	Less than 50 €	▼54%	▲45%	1%	(n=312)
electricity in total an	50-100 €	64%	35%	1%	(n=241)
average winter	100-150€	70%	28%	2%	(n=123)
month	150-200€	<b>▲</b> 75%	▼24%	2%	(n=106)
	200-300€	69%	28%	4%	(n=80)
	More than 300 €	62%	38%	▼0%	(n=50)
	Do not know	▼44%	<b>▲</b> 50%	6%	(n=82)
Total		61%	37%	2%	(n=994)

#### Q: When did you last compare your current electricity contract to other contracts? 0% 10% 20% 30% 40% 50% Frekvens Prosent During the last 12 months 46 % 282 1-3 years ago 268 44 % 3-5 years ago 49 8 % More than 5 years ago 11 2 % Total 610 100 %

Q: When did you last compare your current electricity contract to other contracts? Background variables

		During the last 12 months	1-3 years ago	3-5 years ago	More than 5 years ago	Valid N
Gender	Female	41%	47%	9%	2%	(n=282)
	Male	50%	41%	7%	2%	(n=326)
	Other	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	<b>▲</b> 59%	36%	5%	▼0%	(n=100)
	35 - 49 years	42%	45%	11%	1%	(n=175)
	50 - 64 years	46%	44%	8%	3%	(n=193)
	65 years or older	43%	49%	6%	2%	(n=142)
Type of resident	Apartment	47%	42%	8%	2%	(n=385)
	House	44%	47%	8%	1%	(n=225)
Electricity bill?	Electronic bill	45%	45%	8%	2%	(n=378)
	Paper invoice	48%	42%	8%	2%	(n=232)
Electricity to heating	Use electricity to heat home	47%	44%	7%	2%	(n=268)
	Not using electicity to heat home	46%	44%	9%	2%	(n=332)
	Do not know	50%	40%	10%	▼0%	(n=10)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	(n<5)
	AWARE consumers	▲100%	▼0%	▼0%	▼0%	(n=282)
	INACTIVE comsumers	▼0%	▲82%	▲ 15%	<b>▲</b> 3%	(n=328)
Annual KWh-use	Less than 5000 kWh	52%	41%	6%	2%	(n=127)
	5000- 9 999 kWh	53%	44%	4%	▼0%	(n=114)
	10 000- 14 999 kWh	45%	49%	5%	1%	(n=98)
	15 000-19 999 kWh	50%	41%	7%	1%	(n=68)
	20 000 - 24 999 kWh	29%	62%	10%	▼0%	(n=21)
	More than 25 000 kWh	53%	47%	▼0%	▼0%	(n=17)
	Do not know	38%	42%	▲ 16%	4%	(n=165)
Spending on	Less than 50 €	52%	39%	8%	1%	(n=168)
electricity in total an	50-100 €	41%	48%	8%	2%	(n=155)
average winter	100-150€	53%	38%	6%	2%	(n=86)
month	150-200€	39%	52%	8%		(n=79)
	200-300€	42%	44%	9%		(n=55)
	More than 300 €	61%	35%	3%		(n=31)
	Do not know	31%	50%	17%	3%	(n=36)
Total		46%	44%	8%		(n=610)

# Q: You have compared different offers but decided to stay in your current contract. Why? Several answers possible.

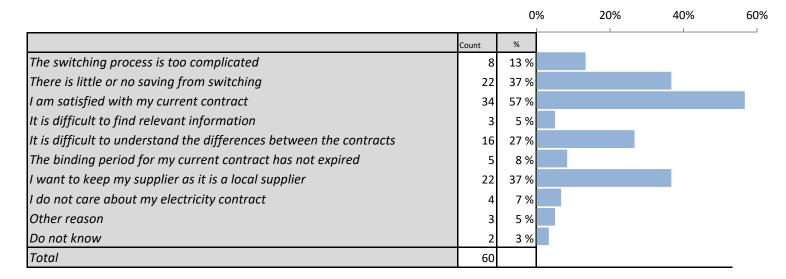


## Q: You have compared different offers but decided to stay in your current contract. Why? Several answers possible.

Background

Background												
		The switching process was too complicated	There was little or no saving from switching	I was satisfied with my current contract	It was difficult to find relevant information	It was difficult to understand the differences between the contracts	I was unable to switch (for example because the supplier made it difficult)	The binding period for my current contract had not expired	I wanted to keep my supplier as it is a local supplier	Other reason	Do not know	Valid N
Gender	Female	7%	40%	43%	8%	10%	4%	14%	15%	6%	2%	(n=250)
	Male	5%	41%	48%	6%	11%	7%	19%	19%	4%	2%	(n=298)
	Other	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▲14%	44%	51%	14%	▲20%	12%	14%	17%	<b>▼</b> 1%	3%	(n=95)
	35 - 49 years	5%	47%	41%	▼3%	10%	4%	18%	14%	4%	1%	(n=153)
	50 - 64 years	5%	38%	45%	8%	9%	3%	15%	16%	5%	2%	(n=172)
	65 years or older	4%	34%	50%	5%	6%	5%	21%	22%	7%	2%	(n=130)
Type of resident	Apartment	7%	42%	50%	7%	9%	5%	14%	18%	5%	2%	(n=344)
	House	5%	39%	39%	7%	13%	5%	21%	16%	4%	2%	(n=206)
Electricity bill?	Electronic bill	5%	41%	45%	6%	11%	4%	18%	15%	5%	2%	(n=340)
	Paper invoice	8%	40%	47%	9%	9%	7%	14%	20%	3%	2%	(n=210)
Electricity to heating	Use electricity to heat home	9%	36%	41%	9%	▲ 15%	7%	21%	17%	5%	2%	(n=244)
	Not using electicity to heat home	4%	45%	49%	5%	7%	4%	13%	18%	4%	2%	(n=297)
	Do not know	11%	33%	67%	▼0%	▼0%	▼0%	▼0%	11%	▼0%	11%	(n=9)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	7%	44%	46%	7%	9%	6%	18%	17%	4%	1%	(n=282)
	INACTIVE comsumers	5%	38%	46%	7%	12%	4%	16%	18%	5%	3%	(n=268)
Annual KWh-use	Less than 5000 kWh	5%	51%	45%	4%	7%	3%	16%	18%	3%	2%	(n=118)
	5000- 9 999 kWh	5%	37%	51%	6%	6%	3%	20%	18%	6%	▼0%	(n=110)
	10 000- 14 999 kWh	3%	39%	42%	10%	14%	4%	22%	23%	3%	1%	(n=92)
	15 000-19 999 kWh	8%	55%	40%	3%	13%	6%	15%	19%	5%	2%	(n=62)
	20 000 - 24 999 kWh	▼0%	26%	37%	5%	26%	11%	21%	11%	11%	5%	(n=19)
	More than 25 000 kWh	12%	29%	41%	12%	6%	18%	35%	18%	▼0%	6%	(n=17)
	Do not know	9%	33%	49%	8%	11%	7%	▼9%	11%	5%	5%	(n=132)
Spending on electricity in	Less than 50 €	6%	40%	54%	5%	9%	2%	13%	16%	4%	1%	(n=154)
total an average winter month	50-100 €	5%	43%	50%	7%	10%	6%	15%	19%	5%	2%	(n=139)
	100-150 €	3%	37%	42%	6%	8%	4%	19%	15%	5%	▼0%	(n=79)
	150-200 €	10%	44%	33%	10%	18%	7%	21%	21%	8%	6%	(n=72)
	200-300 €	11%	47%	43%	15%	11%	11%	26%	17%	2%	2%	(n=47)
	More than 300 €	10%	33%	37%	0%	13%	7%	20%	10%	3%	0%	(n=30)
	Do not know	3%	31%	41%	3%	3%	10%	10%	17%	0%	10%	(n=29)
Total		6%	41%	46%	7%	10%	5%	17%	17%	5%	2%	(n=550)

# Q: Why have you not switched or compared contracts more often? Several answers possible.

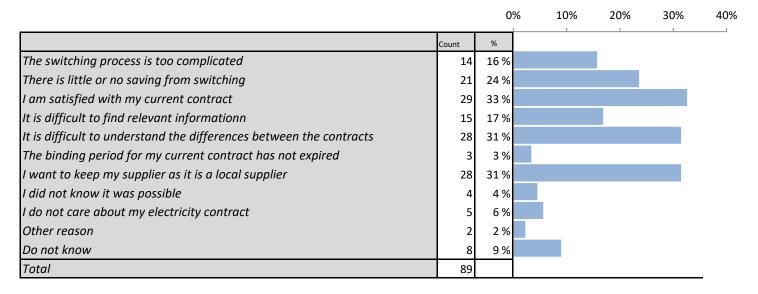


## Q: Why have you not switched or compared contracts more often? Several answers possible.

Background

Background												
		The switching process is too complicated	There is little or no saving from switching	I am satisfied with my current contract	It is difficult to find relevant information	It is difficult to understand the differences between the contracts	The binding period for my current contract has not expired	I want to keep my supplier as it is a local supplier	l do not care about my electricity contract	Other reason	Do not know	Valid N
Gender	Female	6%	31%	59%	3%	31%	3%	38%	6%	6%	6%	(n=32)
	Male	21%	43%	54%	7%	21%	14%	36%	7%	4%	0%	(n=28)
	Other	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	20%	20%	40%	0%	▼0%	▼0%	▼0%	▼0%	20%	20%	(n=5)
	35 - 49 years	9%	41%	50%	9%	32%	5%	27%	14%	5%	0%	(n=22)
	50 - 64 years	24%	48%	71%	5%	29%	10%	43%	5%	5%	0%	(n=21)
	65 years or older	▼0%	17%	50%	0%	25%	17%	58%	▼0%	0%	8%	(n=12)
Type of resident	Apartment	▲20%	37%	59%	5%	24%	7%	32%	7%	5%	2%	(n=41)
	House	▼0%	37%	53%	5%	32%	11%	47%	5%	5%	5%	(n=19)
Electricity bill?	Electronic bill	11%	32%	50%	3%	29%	8%	37%	5%	5%	5%	(n=38)
	Paper invoice	18%	45%	68%	9%	23%	9%	36%	9%	5%	0%	(n=22)
Electricity to heating	Use electricity to heat home	13%	25%	58%	4%	25%	13%	54%	4%	4%	0%	(n=24)
	Not using electicity to heat home	14%	46%	57%	6%	29%	6%	26%	9%	6%	3%	(n=35)
	Do not know	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	INACTIVE comsumers	13%	37%	57%	5%	27%	8%	37%	7%	5%	3%	(n=60)
Annual KWh-use	Less than 5000 kWh	▼0%	44%	67%	0%	11%	11%	22%	11%	11%	0%	(n=9)
	5000- 9 999 kWh	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	10 000- 14 999 kWh	▼0%	33%	67%	0%	17%	33%	50%	▼0%	0%	0%	(n=6)
	15 000-19 999 kWh	▼0%	50%	33%	0%	33%	17%	67%	▼0%	0%	0%	(n=6)
	20 000 - 24 999 kWh	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	More than 25 000 kWh	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	Do not know	21%	33%	58%	6%	30%	3%	36%	9%	6%	6%	(n=33)
Spending on electricity in	Less than 50 €	21%	36%	50%	0%	14%	7%	29%	14%	7%	0%	(n=14)
total an average winter month	50-100 €	19%	63%	69%	13%	31%	▼0%	25%	▼0%	6%	0%	(n=16)
	100-150 €	14%	29%	71%	14%	14%	▼0%	43%	▼0%	0%	0%	(n=7)
	150-200 €	14%	14%	43%	0%	43%	29%	43%	0%	0%	0%	(n=7)
	200-300 €	▼0%	38%	63%	0%	63%	25%	75%	13%	0%	0%	(n=8)
	More than 300 €	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	Do not know	0%	14%	43%	0%	0%	0%	14%	14%	14%	29%	(n=7)
Total		13%	37%	57%	5%	27%	8%	37%	7%	5%	3%	(n=60)

# Q: Why have you never switched or compared contracts? Several answers possible.

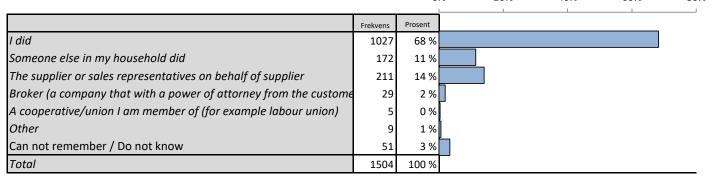


## Q: Why have you never switched or compared contracts? Several answers possible.

**Background** 

васкground													
		The switching process is too complicated	There is little or no saving from switching	I am satisfied with my current contract	It is difficult to find relevant informationn	It is difficult to understand the differences between the contracts	The binding period for my current contract has not expired	I want to keep my supplier as it is a local supplier	l did not know it was possible	l do not care about my electricity contract	Other reason	Do not know	Valid N
Gender	Female	20%	18%	36%	16%	40%	2%	30%	6%	2%	2%	10%	(n=50)
	Male	11%	32%	29%	16%	21%	5%	34%	3%	11%	3%	8%	(n=38)
	Other	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	10%	10%	25%	5%	25%	5%	25%	5%	▼0%	5%	20%	(n=20)
	35 - 49 years	17%	22%	26%	22%	39%	4%	22%	9%	13%	0%	4%	(n=23)
	50 - 64 years	16%	34%	41%	25%	28%	3%	41%	▼0%	6%	3%	9%	(n=32)
	65 years or older	21%	21%	36%	7%	36%	0%	36%	7%	▼0%	0%	0%	(n=14)
Type of resident	Apartment	15%	23%	37%	13%	33%	3%	33%	3%	7%	3%	7%	(n=60)
	House	17%	24%	24%	24%	28%	3%	28%	7%	3%	0%	14%	(n=29)
Electricity bill?	Electronic bill	9%	14%	32%	16%	25%	5%	27%	5%	2%	5%	7%	(n=44)
	Paper invoice	22%	33%	33%	18%	38%	2%	36%	4%	9%	0%	11%	(n=45)
Electricity to heating	Use electricity to heat home	24%	27%	21%	21%	36%	3%	21%	6%	3%	0%	9%	(n=33)
	Not using electicity to heat home	9%	21%	45%	15%	26%	4%	43%	4%	9%	4%	4%	(n=47)
	Do not know	22%	22%	11%	11%	44%	0%	11%	▼0%	▼0%	0%	33%	(n=9)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	INACTIVE comsumers	16%	24%	33%	17%	31%	3%	31%	4%	6%	2%	9%	(n=89)
Annual KWh-use	Less than 5000 kWh	▼0%	25%	50%	▼0%	▼8%	0%	42%	▼0%	▼0%	0%	17%	(n=12)
	5000- 9 999 kWh	13%	38%	31%	▼0%	19%	13%	38%	6%	13%	0%	0%	(n=16)
	10 000- 14 999 kWh	22%	33%	22%	11%	44%	0%	33%	▼0%	▼0%	0%	22%	(n=9)
	15 000-19 999 kWh	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	20 000 - 24 999 kWh	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	More than 25 000 kWh	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	Do not know	20%	18%	31%	▲27%	41%	0%	29%	6%	6%	4%	8%	(n=49)
Spending on electricity in	Less than 50 €	11%	26%	41%	15%	26%	4%	48%	▼0%	4%	0%	7%	(n=27)
total an average winter month	50-100 €	9%	23%	41%	9%	32%	5%	27%	▼0%	9%	0%	9%	(n=22)
	100-150€	22%	44%	56%	22%	22%	0%	22%	11%	▼0%	0%	11%	(n=9)
	150-200€	0%	0%	0%	17%	0%	0%	33%	0%	0%	17%	33%	(n=6)
	200-300 €	22%	22%	22%	22%	44%	0%	22%	11%	22%	0%	11%	(n=9)
	More than 300 €	40%	20%	0%	20%	40%	20%	0%	20%	0%	0%	0%	(n=5)
	Do not know	27%	18%	18%	27%	55%	0%	27%	9%	0%	9%	0%	(n=11)
Total		16%	24%	33%	17%	31%	3%	31%	4%	6%	2%	9%	(n=89)

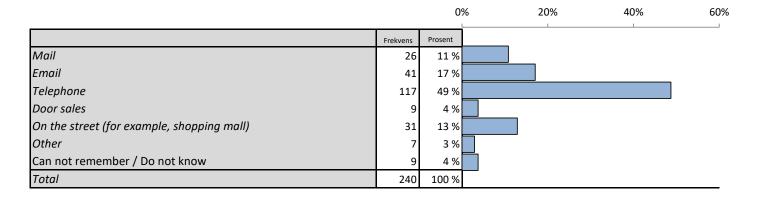
# Q: Who initiated the signing of your current contract? 0% 20% 40% 60% 80%



#### Q: Who initiated the signing of your current contract? Background variables

Dackground variable	<del></del>								
		l did	Someone else in my household did	The supplier or sales representatives on behalf of supplier	Broker (a company that with a power of attorney from the customer signs a contract for the customer with a	A cooperative/union I am member of (for example Iabour union)	Other	Can not remember / Do not know	Valid N
Gender	Female	▼65%	<b>▲</b> 16%	14%	1%	0%	0%	3%	(n=759)
	Male	▲72%	▼7%	14%	2%	0%	1%	4%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	64%	14%	13%	4%	1%	1%	3%	(n=262)
	35 - 49 years	69%	13%	11%	2%	0%	0%	4%	(n=420)
	50 - 64 years	70%	12%	13%	1%	0%	0%	3%	(n=474)
	65 years or older	68%	▼7%	▲ 19%	1%	▼0%	1%	4%	(n=348)
Type of resident	Apartment	71%	▼9%	14%	2%	0%	1%	3%	(n=985)
	House	64%	▲17%	13%	1%	1%	1%	3%	(n=519)
Electricity bill?	Electronic bill	70%	11%	15%	2%	0%	0%	▼2%	(n=895)
	Paper invoice	66%	13%	13%	2%	0%	1%	<b>▲</b> 5%	(n=609)
Electricity to heating	Use electricity to heat home	▼62%	▲16%	15%	2%	1%	1%	3%	(n=605)
	Not using electicity to heat home	<b>▲</b> 73%	▼8%	13%	1%	0%	1%	4%	(n=861)
	Do not know	63%	13%	13%	5%	▼0%	▼0%	5%	(n=38)
Consumer type	ACTIVE consumers	71%	▼5%	▲22%	▼0%	0%	0%	<b>▼</b> 1%	(n=510)
	AWARE consumers	<b>▲</b> 77%	13%	▼6%	2%	▼0%	0%	1%	(n=282)
	INACTIVE comsumers	▼63%	▲16%	<b>▼</b> 11%	▲3%	0%	1%	<b>▲</b> 6%	(n=712)
Annual KWh-use	Less than 5000 kWh	▲77%	▼6%	13%	1%	0%	1%	2%	(n=341)
	5000- 9 999 kWh	72%	9%	15%	1%	▼0%	0%	3%	(n=260)
	10 000- 14 999 kWh	66%	15%	14%	4%	0%	▼0%	<b>▼</b> 1%	(n=206)
	15 000-19 999 kWh	68%	13%	12%	3%	1%	2%	2%	(n=143)
	20 000 - 24 999 kWh	73%	10%	14%	▼0%	4%	▼0%	▼0%	(n=51)
	More than 25 000 kWh	81%	▼0%	15%	▼0%	▼0%	4%	▼0%	(n=27)
	Do not know	▼60%	▲16%	15%	2%	▼0%	0%	<b>▲</b> 7%	(n=476)
Spending on	Less than 50 €	▲ 75%	▼6%	15%	2%	▼0%	0%	3%	(n=462)
electricity in total an	50-100 €	70%	10%	14%	2%	0%	1%	▲3%	(n=371)
average winter month	100-150 €	65%	17%	14%	3%	1%	▼0%	1%	(n=182)
ondi	150-200 €	60%	13%	20%	3%	1%	1%	2%	(n=153)
	200-300 €	70%	16%	▼6%	1%	1%	1%	<b>▲</b> 4%	(n=135)
	More than 300 €	62%	17%	13%	2%	▼0%	2%	2%	(n=82)
	Do not know	▼51%	19%	15%	2%	▼0%	▼0%	▲13%	(n=119)
Total		68%	11%	14%	2%	0%	1%	3%	(n=1504)

#### Q: How did they contact you?



## Q: How did they contact you? Background variables

		Mail	Email	Telephone	Door sales	On the street (for example, shopping mall)	Other	Can not remember / Do not know	Valid N
Gender	Female	11%	15%	46%	3%	17%	4%	3%	(n=115)
	Male	11%	20%	52%	4%	9%	1%	4%	(n=123)
	Other	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	7%	11%	33%	11%	▲33%	4%	2%	(n=46)
	35 - 49 years	7%	15%	55%	▼0%	13%	5%	5%	(n=55)
	50 - 64 years	9%	25%	54%	4%	6%	▼0%	3%	(n=69)
	65 years or older	19%	16%	50%	1%	7%	3%	4%	(n=70)
Type of resident	Apartment	7%	16%	52%	3%	13%	▲ 4%	3%	(n=164)
	House	18%	18%	41%	5%	12%	▼0%	5%	(n=76)
Electricity bill?	Electronic bill	9%	20%	48%	5%	13%	1%	3%	(n=148)
	Paper invoice	13%	12%	50%	2%	13%	5%	4%	(n=92)
Electricity to heating	Use electricity to heat home	9%	17%	47%	▲8%	14%	1%	5%	(n=105)
	Not using electicity to heat home	13%	18%	51%	▼1%	11%	4%	2%	(n=128)
	Do not know	▼0%	▼0%	43%	▼0%	29%	14%	14%	(n=7)
Consumer type	ACTIVE consumers	13%	18%	53%	1%	13%	1%	1%	(n=115)
	AWARE consumers	9%	13%	39%	17%	9%	9%	4%	(n=23)
	INACTIVE comsumers	9%	17%	46%	4%	14%	4%	7%	(n=102)
Annual KWh-use	Less than 5000 kWh	14%	16%	51%	4%	12%	2%	▼0%	(n=49)
	5000- 9 999 kWh	13%	13%	53%	3%	20%	▼0%	▼0%	(n=40)
	10 000- 14 999 kWh	3%	22%	46%	8%	11%	3%	8%	(n=37)
	15 000-19 999 kWh	19%	19%	38%	5%	10%	▼0%	10%	(n=21)
	20 000 - 24 999 kWh	14%	43%	43%	▼0%	▼0%	▼0%	▼0%	(n=7)
	More than 25 000 kWh	- %	- %	- %	- %	- %	- %	- %	(n<5)
	Do not know	9%	16%	51%	▼0%	13%	6%	5%	(n=82)
Spending on	Less than 50 €	<b>▼</b> 4%	22%	50%	▼0%	15%	7%	3%	(n=74)
electricity in total an average winter month	50-100 €	12%	9%	53%	3%	16%	▼0%	<b>▲</b> 7%	(n=58)
	100-150 €	17%	23%	37%	10%	13%	▼0%	0%	(n=30)
	150-200 €	14%	23%	54%	3%	▼3%	▼0%	3%	(n=35)
	200-300 €	10%	30%	40%	20%	▼0%	▼0%	0%	(n=10)
	More than 300 €	8%	8%	38%	8%	23%	▼0%	15%	(n=13)
	Do not know	20%	5%	50%	▼0%	15%	10%	▼0%	(n=20)
Total		11%	17%	49%	4%	13%	3%	4%	(n=240)

Q: How did you go about choosing electricity contract?	
Several answers possible.	

		0	%	50%	1009	%	150%
	Count	%					
I used a comparison tool online	507	42 %					
I called one or several suppliers	110	9 %					
I made an internet search, for instance Google	169	14 %					
Other	360	30 %					
Can not remember / Do not know	174	15 %					
Total	1199	100 %					

## Q: How did you go about choosing electricity contract? Several answers possible.

Background

Background							
		l used a comparison tool online	I called one or several suppliers	I made an internet search, for instance Google	Other	Can not remember / Do not know	Valid N
Gender	Female	▼38%	8%	14%	33%	17%	(n=615)
	Male	<b>▲</b> 47%	10%	14%	27%	12%	(n=583)
	Other	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	41%	11%	▲ 26%	27%	10%	(n=203)
	35 - 49 years	47%	12%	17%	26%	12%	(n=345)
	50 - 64 years	39%	▼6%	▼10%	34%	▲19%	(n=389)
	65 years or older	42%	8%	▼7%	32%	15%	(n=262)
Type of resident	Apartment	▼37%	9%	15%	▲34%	16%	(n=781)
	House	<b>▲</b> 53%	10%	12%	▼23%	12%	(n=418)
Electricity bill?	Electronic bill	<b>▲</b> 48%	8%	16%	28%	▼12%	(n=721)
	Paper invoice	▼34%	12%	12%	33%	▲18%	(n=478)
Electricity to heating	Use electricity to heat home	<b>▲</b> 50%	10%	15%	26%	13%	(n=476)
	Not using electicity to heat home	▼38%	9%	13%	33%	15%	(n=694)
	Do not know	▼10%	7%	21%	34%	28%	(n=29)
Consumer type	ACTIVE consumers	<b>▲</b> 57%	9%	12%	28%	▼5%	(n=386)
	AWARE consumers	<b>▲</b> 51%	7%	16%	26%	11%	(n=254)
	INACTIVE comsumers	▼28%	11%	14%	33%	▲23%	(n=559)
Annual KWh-use	Less than 5000 kWh	47%	<b>▼</b> 4%	15%	30%	12%	(n=281)
	5000- 9 999 kWh	46%	12%	12%	28%	12%	(n=211)
	10 000- 14 999 kWh	51%	11%	13%	29%	▼7%	(n=166)
	15 000-19 999 kWh	▲60%	10%	17%	23%	▼8%	(n=115)
	20 000 - 24 999 kWh	55%	10%	14%	26%	10%	(n=42)
	More than 25 000 kWh	<b>▲</b> 68%	9%	9%	▼9%	14%	(n=22)
	Do not know	<b>▼</b> 24%	10%	14%	35%	▲24%	(n=362)
Spending on electricity in	Less than 50 €	▼35%	7%	18%	33%	15%	(n=374)
total an average winter month	50-100 €	44%	12%	11%	29%	15%	(n=297)
	100-150 €	44%	12%	13%	31%	10%	(n=150)
	150-200 €	51%	8%	13%	29%		(n=112)
	200-300 €	52%	7%	13%	29%		(n=117)
	More than 300 €	60%	6%	15%		8%	` ′
	Do not know	29%	7%	10%	32%	30%	
Total		42%	9%	14%			n=1199)

Q: [How your electricity price is set] When you think of your current electricity contract, are you aware of:									
		0	% :	20%	40%	60%	80%	100%	
	Frekvens	Prosent							
Yes	1245	83 %							
No	259	17 %		]					
Total	1504	100 %							

Q: [How your electricity price is set] When you think of your current electricity contract, are you aware of: Background variables

Dackground variable				
				Z
		Yes	No	Valid N
Gender	Female	81%	19%	(n=759)
	Male	85%	15%	(n=741)
	Other	- %	- %	(n<5)
Age group	Under 35 years	82%	18%	(n=262)
	35 - 49 years	79%	21%	(n=420)
	50 - 64 years	83%	17%	(n=474)
	65 years or older	86%	14%	(n=348)
Type of resident	Apartment	▼80%	▲20%	(n=985)
	House	▲87%	<b>▼</b> 13%	(n=519)
Electricity bill?	Electronic bill	84%	16%	(n=895)
	Paper invoice	81%	19%	(n=609)
Electricity to heating	Use electricity to heat home	85%	15%	(n=605)
	Not using electicity to heat home	82%	18%	(n=861)
	Do not know	▼53%	▲47%	(n=38)
Consumer type	ACTIVE consumers	▲91%	▼9%	(n=510)
	AWARE consumers	▲89%	<b>▼</b> 11%	(n=282)
	INACTIVE comsumers	▼74%	<b>▲</b> 26%	(n=712)
Annual KWh-use	Less than 5000 kWh	▲88%	<b>▼</b> 12%	(n=341)
	5000- 9 999 kWh	▲92%	▼8%	(n=260)
	10 000- 14 999 kWh	▲89%	<b>▼</b> 11%	(n=206)
	15 000-19 999 kWh	▲90%	▼10%	(n=143)
	20 000 - 24 999 kWh	84%	16%	(n=51)
	More than 25 000 kWh	93%	7%	(n=27)
	Do not know	▼68%	▲32%	(n=476)
Spending on	Less than 50 €	81%	19%	(n=462)
electricity in total an	50-100 €	86%	14%	(n=371)
average winter month	100-150€	85%	15%	(n=182)
monui	150-200€	82%	18%	(n=153)
	200-300 €	84%	16%	(n=135)
	More than 300 €	▲91%	▼9%	(n=82)
	Do not know	▼67%	<b>▲</b> 33%	(n=119)
Total		83%	17%	(n=1504)

# Q: [If the price can change during the contract term] When you think of your current electricity contract, are you aware of:

		0	% 2	20%	40%	60%
	Frekvens	Prosent				
Yes	769	51 %				
No	735	49 %				
Total	1504	100 %				

Q: [If the price can change during the contract term] When you think of your current electricity contract, are you aware of: Background variables

Background variabl	es			
				z
		Yes	o N	Valid N
Gender	Female	<b>▲</b> 55%	<b>▼</b> 45%	(n=759
	Male	<b>▼</b> 47%	<b>▲</b> 53%	(n=741
	Other	- %	- %	(n<5
Age group	Under 35 years	58%	42%	(n=262
	35 - 49 years	<b>▲</b> 58%	<b>▼</b> 42%	(n=420
	50 - 64 years	49%	51%	(n=474
	65 years or older	<b>▼</b> 41%	<b>▲</b> 59%	(n=348
Type of resident	Apartment	53%	47%	(n=985
	House	47%	53%	(n=519
Electricity bill?	Electronic bill	50%	50%	(n=895
	Paper invoice	53%	47%	(n=609
Electricity to heating	Use electricity to heat home	50%	50%	(n=605
	Not using electicity to heat home	52%	48%	(n=861
	Do not know	47%	53%	(n=38
Consumer type	ACTIVE consumers	<b>▼</b> 43%	<b>▲</b> 57%	(n=510
	AWARE consumers	52%	48%	(n=282
	INACTIVE comsumers	<b>▲</b> 57%	<b>▼</b> 43%	(n=712
Annual KWh-use	Less than 5000 kWh	50%	50%	(n=341
	5000- 9 999 kWh	47%	53%	(n=260
	10 000- 14 999 kWh	52%	48%	(n=206
	15 000-19 999 kWh	52%	48%	(n=143
	20 000 - 24 999 kWh	47%	53%	(n=51
	More than 25 000 kWh	44%	56%	(n=27
	Do not know	54%	46%	(n=476
Spending on	Less than 50 €	54%	46%	(n=462
electricity in total an	50-100 €	52%	48%	(n=371
average winter month	100-150€	48%	52%	(n=182
monui	150-200€	49%	51%	(n=153
	200-300 €	53%	47%	(n=135
	More than 300 €	41%	59%	(n=82
	Do not know	50%	50%	(n=119
Total		51%	49%	

Q: [The binding period (Binding period is the time that you will have to stay with the same supplier)] When you think of your current electricity contract, are you aware of:

		0	%	20%	40%	60%	80%	100%
	Frekvens	Prosent				1		
Yes	1288	86 %						
No	216	14 %						
Total	1504	100 %						

Q: [The binding period (Binding period is the time that you will have to stay with the same supplier)] When you think of your current electricity contract, are you aware of:

**Background variables** 

Background variabl	es			
				z
		Yes	No	Valid N
Gender	Female	≻ 84%	16%	> (n=759)
	Male	88%	10%	(n=741)
	Other	- %	- %	(n<5)
Age group	Under 35 years	<b>▼</b> 79%	▲21%	(n=262)
0-0	35 - 49 years	85%	15%	(n=420)
	50 - 64 years	89%	11%	(n=474)
	65 years or older	86%	14%	(n=348)
Type of resident	Apartment	85%	15%	(n=985)
,,	House	87%	13%	(n=519)
Electricity bill?	Electronic bill	87%	13%	(n=895)
,	Paper invoice	83%	17%	(n=609)
Electricity to heating	Use electricity to heat home	85%	15%	(n=605)
,	Not using electicity to heat home	87%	13%	(n=861)
	Do not know	74%	26%	(n=38)
Consumer type	ACTIVE consumers	▲92%	▼8%	(n=510)
	AWARE consumers	▲91%	▼9%	(n=282)
	INACTIVE comsumers	▼79%	▲21%	(n=712)
Annual KWh-use	Less than 5000 kWh	▲91%	▼9%	(n=341)
	5000- 9 999 kWh	90%	10%	(n=260)
	10 000- 14 999 kWh	89%	11%	(n=206)
	15 000-19 999 kWh	90%	10%	(n=143)
	20 000 - 24 999 kWh	90%	10%	(n=51)
	More than 25 000 kWh	85%	15%	(n=27)
	Do not know	▼76%	▲24%	
Spending on	Less than 50 €	▲ 90%	▼10%	(n=462)
electricity in total an	50-100 €	85%	15%	(n=371)
average winter	100-150 €	86%	14%	(n=182)
month	150-200€	88%	12%	(n=153)
	200-300€	85%	15%	(n=135)
	More than 300 €	80%	20%	(n=82)
	Do not know	▼71%	▲29%	(n=119)
Total		86%	14%	

Q: [The notice period of the contract (Notice period is the time that you have to stay with the supplier after you have given a notice of termination)] When you think of your current electricity contract, are you aware of:

		09	% 20%	40%	60%	80%
F	Frekvens	Prosent				_
Yes	1081	72 %				
No	423	28 %				
Total	1504	100 %				

Q: [The notice period of the contract (Notice period is the time that you have to stay with the supplier after you have given a notice of termination)] When you think of your current electricity contract, are you aware of:

Background variables

Background variabl	es			
				Z
		Yes	No	Valid N
Gender	Female			
Gender	Male	69%	31%	(n=759
	Other	<b>▲</b> 75%	<b>▼</b> 25%	(n=741
Ago group	Under 35 years	- %	- %	(n<5
Age group	35 - 49 years	▼63%	▲37%	(n=262
	50 - 64 years	67%	33%	(n=420
		76%	24%	(n=474
Type of resident	65 years or older	<b>▲</b> 78%	▼22%	(n=348
Type of resident	Apartment	70%	30%	(n=985
Flootricity hill?	House Electronic bill	75%	25%	(n=519
Electricity bill?	Paper invoice	73%	27%	(n=895
Electricity to heating	<u> </u>	70%	30%	(n=609
Electricity to fleating	Use electricity to heat home	72%	28%	(n=605
	Not using electicity to heat home	74%	26%	(n=861
Consumor tuno	Do not know	▼37%	<b>▲</b> 63%	(n=38
Consumer type	ACTIVE consumers	▲80%	▼20%	(n=510
	AWARE consumers	▲81%	▼19%	(n=282
A I IOM/I	INACTIVE comsumers	▼63%	▲38%	(n=712
Annual KWh-use	Less than 5000 kWh	76%	24%	(n=341
	5000- 9 999 kWh	▲82%	<b>▼</b> 18%	(n=260
	10 000- 14 999 kWh	76%	24%	(n=206
	15 000-19 999 kWh	▲ 85%	<b>▼</b> 15%	(n=143
	20 000 - 24 999 kWh	69%	31%	(n=51
	More than 25 000 kWh	81%	19%	(n=27
	Do not know	▼58%	▲42%	(n=476
Spending on electricity in total an	Less than 50 €	72%	28%	(n=462
average winter	50-100 €	74%	26%	(n=371
month	100-150 €	▲80%	▼20%	(n=182
	150-200€	75%	25%	(n=153
	200-300 €	69%	31%	(n=135
	More than 300 €	76%	24%	(n=82
	Do not know	▼51%	▲49%	(n=119
Total		72%	28%	(n=1504

# Q: [The consequence if you terminate the contract before the binding period expires] When you think of your current electricity contract, are you aware of:

		09	% 2	0%	40%	60%
Frek	kvens	Prosent				
Yes	794	53 %				
No	710	47 %				
Total 1	1504	100 %				

# Q: [The consequence if you terminate the contract before the binding period expires] When you think of your current electricity contract, are you aware of:

average winter 100-150 € 60% 40% (n=182) 52% 48% (n=153) 200-300 € 55% 45% (n=135) More than 300 € 63% 37% (n=82) Do not know ▼38% ▲62% (n=119)	Background variable	es			
Gender       Female Male Other       ▼49% A51% (n=759)       A51% (n=759)       (n=741) (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=742)       (n=622)       35 - 49 years       51% 49% (n=262)       (n=262)       35 - 49 years       51% 49% (n=262)       (n=240)       65 years or older       57% 43% (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=895)       43% (n=519)       (n=609)       (n=609)       (n=609)       51% (n=609)       (n=609)       51% (n=609)       (n=609)       60% (n=895)       44% (n=605)       (n=609)       (n=609)       60% (n=609)       44% (n=605)       (n=609)       (n=609)       60% (n=600)       60% (n=609)       60% (n=609)       60% (n=609)       60% (n=609)       60					
Gender       Female Male Other       ▼49% A51% (n=759)       A51% (n=759)       (n=741) (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=742)       (n=622)       35 - 49 years       51% 49% (n=262)       (n=262)       35 - 49 years       51% 49% (n=262)       (n=240)       65 years or older       57% 43% (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=895)       43% (n=519)       (n=609)       (n=609)       (n=609)       51% (n=609)       (n=609)       51% (n=609)       (n=609)       60% (n=895)       44% (n=605)       (n=609)       (n=609)       60% (n=609)       44% (n=605)       (n=609)       (n=609)       60% (n=600)       60% (n=609)       60% (n=609)       60% (n=609)       60% (n=609)       60					
Gender       Female Male Other       ▼49% A51% (n=759)       A51% (n=759)       (n=741) (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=742)       (n=622)       35 - 49 years       51% 49% (n=262)       (n=262)       35 - 49 years       51% 49% (n=262)       (n=240)       65 years or older       57% 43% (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=895)       43% (n=519)       (n=609)       (n=609)       (n=609)       51% (n=609)       (n=609)       51% (n=609)       (n=609)       60% (n=895)       44% (n=605)       (n=609)       (n=609)       60% (n=609)       44% (n=605)       (n=609)       (n=609)       60% (n=600)       60% (n=609)       60% (n=609)       60% (n=609)       60% (n=609)       60					
Gender       Female Male Other       ▼49% A51% (n=759)       A51% (n=759)       (n=741) (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=742)       (n=622)       35 - 49 years       51% 49% (n=262)       (n=262)       35 - 49 years       51% 49% (n=262)       (n=240)       65 years or older       57% 43% (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=895)       43% (n=519)       (n=609)       (n=609)       (n=609)       51% (n=609)       (n=609)       51% (n=609)       (n=609)       60% (n=895)       44% (n=605)       (n=609)       (n=609)       60% (n=609)       44% (n=605)       (n=609)       (n=609)       60% (n=600)       60% (n=609)       60% (n=609)       60% (n=609)       60% (n=609)       60					
Gender       Female Male Other       ▼49% A51% (n=759)       A51% (n=759)       (n=741) (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=742)       (n=622)       35 - 49 years       51% 49% (n=262)       (n=262)       35 - 49 years       51% 49% (n=262)       (n=240)       65 years or older       57% 43% (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=895)       43% (n=519)       (n=609)       (n=609)       (n=609)       51% (n=609)       (n=609)       51% (n=609)       (n=609)       60% (n=895)       44% (n=605)       (n=609)       (n=609)       60% (n=609)       44% (n=605)       (n=609)       (n=609)       60% (n=600)       60% (n=609)       60% (n=609)       60% (n=609)       60% (n=609)       60					
Gender       Female Male Other       ▼49% A51% (n=759)       A51% (n=759)       (n=741) (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=742)       (n=622)       35 - 49 years       51% 49% (n=262)       (n=262)       35 - 49 years       51% 49% (n=262)       (n=240)       65 years or older       57% 43% (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=895)       43% (n=519)       (n=609)       (n=609)       (n=609)       51% (n=609)       (n=609)       51% (n=609)       (n=609)       60% (n=895)       44% (n=605)       (n=609)       (n=609)       60% (n=609)       44% (n=605)       (n=609)       (n=609)       60% (n=600)       60% (n=609)       60% (n=609)       60% (n=609)       60% (n=609)       60					
Gender       Female Male Other       ▼49% A51% (n=759)       A51% (n=759)       (n=741) (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=742)       (n=622)       35 - 49 years       51% 49% (n=262)       (n=262)       35 - 49 years       51% 49% (n=262)       (n=240)       65 years or older       57% 43% (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=895)       43% (n=519)       (n=609)       (n=609)       (n=609)       51% (n=609)       (n=609)       51% (n=609)       (n=609)       60% (n=895)       44% (n=605)       (n=609)       (n=609)       60% (n=609)       44% (n=605)       (n=609)       (n=609)       60% (n=600)       60% (n=609)       60% (n=609)       60% (n=609)       60% (n=609)       60					
Gender       Female Male Other       ▼49% A51% (n=759)       A51% (n=759)       (n=741) (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=742)       (n=622)       35 - 49 years       51% 49% (n=262)       (n=262)       35 - 49 years       51% 49% (n=262)       (n=240)       65 years or older       57% 43% (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=895)       43% (n=519)       (n=609)       (n=609)       (n=609)       51% (n=609)       (n=609)       51% (n=609)       (n=609)       60% (n=895)       44% (n=605)       (n=609)       (n=609)       60% (n=609)       44% (n=605)       (n=609)       (n=609)       60% (n=600)       60% (n=609)       60% (n=609)       60% (n=609)       60% (n=609)       60					7
Gender       Female Male Other       ▼49% A51% (n=759)       A51% (n=759)       (n=741) (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=741)       (n=742)       (n=622)       35 - 49 years       51% 49% (n=262)       (n=262)       35 - 49 years       51% 49% (n=262)       (n=240)       65 years or older       57% 43% (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=348)       (n=895)       43% (n=519)       (n=609)       (n=609)       (n=609)       51% (n=609)       (n=609)       51% (n=609)       (n=609)       60% (n=895)       44% (n=605)       (n=609)       (n=609)       60% (n=609)       44% (n=605)       (n=609)       (n=609)       60% (n=600)       60% (n=609)       60% (n=609)       60% (n=609)       60% (n=609)       60			SS	0	alid I
Male       ▲ 57%       ₹ 43%       (n=741)         Other       -%       -%       (m=741)         Age group       Under 35 years       48%       52%       (n=262)         35 - 49 years       51%       49%       (n=420)         50 - 64 years       54%       46%       (n=474)         65 years or older       57%       43%       (n=348)         Type of resident       Apartment       50%       50%       (n=885)         House       57%       43%       (n=519)         Electricity bill?       Electroic bill       55%       45%       (n=895)         Paper invoice       49%       51%       (n=609)         Electricity to heating       Use electricity to heat home       56%       44%       (n=605)         Not using electicity to heat home       56%       44%       (n=605)         Not using electicity to heat home       56%       44%       (n=605)         Not using electicity to heat home       56%       44%       (n=605)         Not using electicity to heat home       56%       44%       (n=861)         Do not know       721%       A79%       (n=38)         Consumer type       ACTIVE consumers       45%	Condor	Fomalo			
Other	Gender				
Age group Under 35 years 48% 52% (n=262) 35 - 49 years 51					
35 - 49 years 50 - 64 years 50 - 64 years 65 years or older 75% 43% (n=420) 50 - 64 years 65 years or older 75% 43% (n=348) Type of resident Apartment House 57% 43% (n=519) Electricity bill? Electronic bill Paper invoice 49% 51% (n=609) Electricity to heating Not using electricity to heat home Not using electricity to heat home Do not know 721% A79% (n=38) Consumer type ACTIVE consumers AWARE consumers INACTIVE comsumers AWARE consumers V45% A55% (n=712) Annual KWh-use Less than 5000 kWh 5000 - 9 999 kWh 10 000 - 14 999 kWh 20 000 - 24 999 kWh 20 000 - 24 999 kWh A05% V35% (n=27) Do not know  Spending on Less than 50 € electricity in total an average winter month 150-200 € 200-300 € 150-200 € 200-300 € More than 300 € Do not know  V38% A62% (n=82) More than 300 € A63% 37% (n=82) More than 300 € A63% 37% (n=82) Do not know  V38% A62% (n=119)	Ago group				
50 - 64 years 65 years or older 57% 43% (n=474) 65 years or older 57% 43% (n=348)  Type of resident Apartment House 57% 43% (n=519)  Electricity bill? Electronic bill Paper invoice 49% 51% (n=609)  Electricity to heating Not using electicity to heat home Do not know  Consumer type ACTIVE consumers AWARE consumers INACTIVE comsumers AWARE consumers INACTIVE comsumers Annual KWh-use Less than 5000 kWh 5000 - 9 999 kWh 10 000 - 14 999 kWh 20 000 - 24 999 kWh 5000 - 9999 kWh 5	Age group	·			
Type of resident		·			
Type of resident Apartment					
Electricity bill? Electronic bill Paper invoice	Type of resident	<u> </u>			
Electricity bill? Electronic bill	Type of resident	·			
Paper invoice	Flectricity hill?				
Electricity to heating Use electricity to heat home Not using electicity to heat home Do not know V21% A79% (n=861)  Consumer type ACTIVE consumers A63% V37% (n=282)  INACTIVE comsumers V45% A55% (n=712)  Annual KWh-use Less than 5000 kWh 57% 43% (n=260)  10 000- 14 999 kWh 65% V35% (n=20)  15 000-19 999 kWh 53% 47% (n=206)  15 000-19 999 kWh 59% 41% (n=51)  More than 25 000 kWh 59% 41% (n=51)  More than 25 000 kWh 50% 50% (n=476)  Spending on Less than 50 € 50% 50% (n=462)  electricity in total an average winter 100-150 € 50% 50% (n=182)  More than 300 € 55% 45% (n=19)  More than 300 € 63% 37% (n=82)  Do not know V38% A62% (n=19)	Licetricity bill:				, ,
Not using electicity to heat home Do not know  Not using electicity to heat home Do not know  Not using electicity to heat home Do not know  Not using electicity to heat home Not using electicity in total an average winter Not using electicity to heat home Not using electicity (n=210) Not using (n=861) Not using (n=	Flectricity to heating				
Do not know       ▼21%       ▲79%       (n=38)         Consumer type       ACTIVE consumers       ▲58%       ▼42%       (n=510)         AWARE consumers       ▲63%       ▼37%       (n=282)         INACTIVE comsumers       ▼45%       ▲55%       (n=712)         Annual KWh-use       Less than 5000 kWh       57%       43%       (n=341)         5000-9 999 kWh       53%       47%       (n=260)         15 000-19 999 kWh       53%       47%       (n=206)         15 000-19 999 kWh       59%       41%       (n=143)         20 000 - 24 999 kWh       59%       41%       (n=51)         More than 25 000 kWh       ▲74%       ▼26%       (n=27)         Do not know       ▼38%       ▲62%       (n=476)         Spending on electricity in total an average winter       50-100 €       50%       50%       60%       40%       (n=182)         month       150-200 €       52%       48%       (n=153)       200-300 €       55%       45%       (n=82)         More than 300 €       50 not know       ▼38%       ▲62%       (n=119)	Licetificity to ficuling				
Consumer type  ACTIVE consumers  AWARE consumers  AWARE consumers  INACTIVE comsumers  INACTIVE comsumers  ASSW V42% (n=510)  Amnual KWh-use  Less than 5000 kWh  5000- 9 999 kWh  10 000- 14 999 kWh  15 000-19 999 kWh  20 000 - 24 999 kWh  More than 25 000 kWh  Do not know  Spending on  electricity in total an average winter  100-150 €  month  150-200 €  200-300 €  More than 300 €  More than 300 €  More than 300 €  Do not know  ASSW V42% (n=51)  A63% V37% (n=26)  51% (n=462)  52% (n=476)  52% 48% (n=135)  63% 37% (n=82)  Do not know  V38% A62% (n=119)		,			
AWARE consumers  INACTIVE comsumers  V45%	Consumer type				
INACTIVE comsumers  V 45%	consumer type				
Annual KWh-use Less than 5000 kWh 57% 43% (n=341) 5000- 9 999 kWh					
5000- 9 999 kWh  10 000- 14 999 kWh  15 000-19 999 kWh  20 000 - 24 999 kWh  30 000 - 24 999 kWh  50 000 kWh  60	Annual KWh-use				
10 000- 14 999 kWh	7				
15 000-19 999 kWh 20 000 - 24 999 kWh 59% 41% (n=143) 59% 41% (n=51) More than 25 000 kWh Do not know  Spending on electricity in total an average winter month 150-200 € 200-300 € 300 €					
20 000 - 24 999 kWh  More than 25 000 kWh  Do not know  Spending on  electricity in total an average winter month  150-200 €  200-300 €  More than 300 €  Do not know  100-150 €  More than 300 €  Do not know  100-150 €					
More than 25 000 kWh  Do not know  V38%  A62%  (n=27)  738%  A62%  (n=476)  Spending on  Less than 50 €  electricity in total an average winter  nonth  150-200 €  200-300 €  More than 300 €  Do not know  None than 300 €  Do not know  None than 300 km (n=19)					, ,
Do not know       ▼38%       ▲62%       (n=476)         Spending on electricity in total an average winter month       50-100 €       50%       46%       (n=371)         400-150 €       60%       40%       (n=182)         500-300 €       55%       45%       (n=153)         400-300 €       63%       37%       (n=82)         500 not know       ▼38%       ▲62%       (n=119)					, ,
Spending on less than 50 €       50%       50%       (n=462)         electricity in total an average winter month       100-150 €       60%       40%       (n=182)         52%       48%       (n=153)         200-300 €       55%       45%       (n=135)         More than 300 €       63%       37%       (n=82)         Do not know       ▼38%       ▲62%       (n=119)					, ,
electricity in total an 30-100 € 54% 46% (n=371) average winter 100-150 € 60% 40% (n=182) 52% 48% (n=153) 200-300 € 55% 45% (n=135) More than 300 € 63% 37% (n=82) Do not know ▼38% ▲62% (n=119)	Spending on				
average winter 100-150 € 60% 40% (n=182) 52% 48% (n=153) 200-300 € 55% 45% (n=135) More than 300 € 63% 37% (n=82) Do not know ▼38% ▲62% (n=119)	electricity in total an				
month  150-200 €  200-300 €  More than 300 €  Do not know  150-200 €  52% 48% (n=153)  55% 45% (n=135)  63% 37% (n=82)  √38% ▲62% (n=119)	average winter				
200-300 € 55% 45% (n=135)  More than 300 € 63% 37% (n=82)  Do not know ▼38% ▲62% (n=119)	month				
More than 300 € 63% 37% (n=82) Do not know ▼38% ▲62% (n=119)					
Do not know ▼38% ▲62% (n=119)					
V 30% Z0Z% (II II)					` ,
	Total		53%		

Q: [If the contract is green (electricity from renewable energy sources, for example hydro, solar or wind)] When you think of your current electricity contract, are you aware of:

		09	% 20	1%	40%	60%	)
	Frekvens	Prosent					
Yes	695	46 %					
No	809	54 %					
Total	1504	100 %					

Q: [If the contract is green (electricity from renewable energy sources, for example hydro, solar or wind)] When you think of your current electricity contract, are you aware of:

Background variable	es			
				7
		Yes	No	Valid N
Gender	Female	<del>&gt;</del> 49%	51%	> (n=759)
	Male	43%	57%	(n=741)
	Other	- %	- %	(n<5)
Age group	Under 35 years	<b>▲</b> 54%	<b>▼</b> 46%	(n=262)
	35 - 49 years	50%	50%	(n=420)
	50 - 64 years	44%	56%	(n=474)
	65 years or older	▼39%	<b>▲</b> 61%	(n=348)
Type of resident	Apartment	48%	52%	(n=985)
	House	43%	57%	(n=519)
Electricity bill?	Electronic bill	<b>▲</b> 50%	▼50%	(n=895)
	Paper invoice	<b>▼</b> 41%	<b>▲</b> 59%	(n=609)
Electricity to heating	Use electricity to heat home	46%	54%	(n=605)
	Not using electicity to heat home	46%	54%	(n=861)
	Do not know	45%	55%	(n=38)
Consumer type	ACTIVE consumers	<b>▲</b> 53%	<b>▼</b> 47%	(n=510)
	AWARE consumers	49%	51%	(n=282)
	INACTIVE comsumers	<b>▼</b> 40%	<b>▲</b> 60%	(n=712)
Annual KWh-use	Less than 5000 kWh	<b>▲</b> 53%	<b>▼</b> 47%	(n=341)
	5000- 9 999 kWh	49%	51%	(n=260)
	10 000- 14 999 kWh	46%	54%	(n=206)
	15 000-19 999 kWh	43%	57%	(n=143)
	20 000 - 24 999 kWh	47%	53%	(n=51)
	More than 25 000 kWh	48%	52%	(n=27)
	Do not know	<b>▼</b> 41%	<b>▲</b> 59%	(n=476)
Spending on	Less than 50 €	50%	50%	(n=462)
electricity in total an average winter	50-100 €	47%	53%	(n=371)
month	100-150 €	48%	52%	(n=182)
	150-200 €	53%	47%	(n=153)
	200-300 €	▼36%	<b>▲</b> 64%	(n=135)
	More than 300 €	39%	61%	(n=82)
	Do not know	▼34%	<b>▲</b> 66%	(n=119)
Total		46%	54%	(n=1504)

#### Q: It was easy to find trustworthy information and necessary advice 0% 10% 20% 30% 40% Frekvens Prosent 1 No experience 45 5 % 2 3 4 82 8 % 277 29 % 333 34 % 5 High extent 193 20 %

37

967

4 %

100 %

# Q: It was easy to find trustworthy information and necessary advice Background variables

Do not know

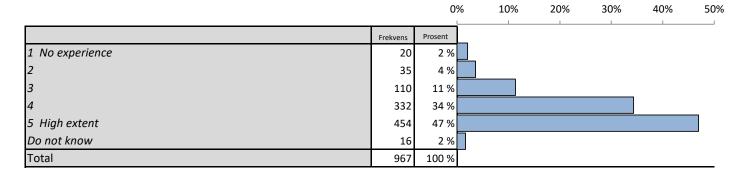
Dackground variable								
		1 No experience	2	м	4	5 High extent	Do not know	Valid N
Gender	Female	5%	9%	31%	33%	17%	4%	(n=470)
	Male	4%	8%	26%	36%	23%	3%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	3%	6%	33%	37%	14%	6%	(n=174)
	35 - 49 years	3%	9%	35%	32%	17%	4%	(n=246)
	50 - 64 years	5%	10%	26%	33%	22%	3%	(n=305)
	65 years or older	7%	7%	23%	37%	24%	3%	(n=242)
Type of resident	Apartment	5%	8%	31%	33%	19%	5%	(n=609)
	House	4%	9%	25%	38%	21%	3%	(n=358)
Electricity bill?	Electronic bill	5%	8%	29%	35%	21%	3%	(n=603)
	Paper invoice	5%	10%	28%	33%	19%	5%	(n=364)
Electricity to heating	Use electricity to heat home	5%	10%	27%	35%	20%	2%	(n=401)
	Not using electicity to heat home	5%	7%	30%	34%	20%	5%	(n=547)
	Do not know	5%	16%	26%	32%	11%	11%	(n=19)
Consumer type	ACTIVE consumers	4%	8%	25%	36%	▲ 23%	5%	(n=510)
	AWARE consumers	9%	7%	35%	28%	20%	▼1%	(n=149)
	INACTIVE comsumers	4%	11%	32%	35%	▼14%	4%	(n=308)
Annual KWh-use	Less than 5000 kWh	4%	6%	26%	34%	▲ 27%	3%	(n=249)
	5000- 9 999 kWh	4%	10%	27%	38%	17%	3%	(n=172)
	10 000- 14 999 kWh	4%	8%	27%	39%	20%	2%	(n=143)
	15 000-19 999 kWh	4%	10%	26%	33%	28%	▼0%	(n=98)
	20 000 - 24 999 kWh	5%	5%	29%	39%	21%	▼0%	(n=38)
	More than 25 000 kWh	5%	10%	19%	43%	19%	5%	(n=21)
	Do not know	6%	10%	35%	29%	▼12%	▲8%	(n=246)
Spending on	Less than 50 €	4%	6%	32%	33%	20%	4%	(n=293)
electricity in total an	50-100 €	6%	10%	25%	37%	18%	4%	(n=242)
average winter month	100-150€	2%	8%	33%	33%	22%	2%	(n=124)
monu	150-200€	6%	8%	22%	37%	23%	3%	(n=95)
	200-300 €	4%	10%	28%	35%	22%	1%	(n=92)
	More than 300 €	5%	8%	29%	36%	20%	2%	(n=59)
	Do not know	3%	13%	27%	29%	15%	▲13%	(n=62)
Total		5%	8%	29%	34%	20%	4%	(n=967)

## Q: It was easy to find trustworthy information and necessary advice

Standardized mean score: 0 =1 No experience and 100 = 5 High extent. 'Do not know is not in the calculation.

				■ Significant higher ■ Significant lower score
		Count	Mean	■ No difference
Gender	Female	(n=450)	63	a vo difference
Certaer	Male			
	Other	(n=478)	67	
Age group	Under 35 years	(n<5)	- 64	
rige group	35 - 49 years	(n=164)	64	
	50 - 64 years	(n=237)	64	
	65 years or older	(n=295)	65	
Type of resident	Apartment	(n=234)	66	
Type of resident		(n=581)	64	
Floorinity hill?	House Electronic bill	(n=349)	66	
Electricity bill?		(n=586)	65	
Floatricity to booting	Paper invoice	(n=344)	64	
Electricity to heating	Use electricity to heat home	(n=392)	64	
	Not using electicity to heat home	(n=521)	65	
	Do not know	(n=17)	57	
Consumer type	ACTIVE consumers	(n=487)	▲ 68	
	AWARE consumers	(n=148)	61	
	INACTIVE comsumers	(n=295)	62	
Annual KWh-use	Less than 5000 kWh	(n=241)	▲ 69	
	5000- 9 999 kWh	(n=167)	64	
	10 000- 14 999 kWh	(n=140)	66	
	15 000-19 999 kWh	(n=98)	67	
	20 000 - 24 999 kWh	(n=38)	66	
	More than 25 000 kWh	(n=20)	66	
	Do not know	(n=226)	▼58	
Spending on electricity	Less than 50 €	(n=281)	65	
in total an average	50-100 €	(n=232)	63	
winter month	100-150€	(n=122)	66	
	150-200€	(n=92)	66	
	200-300€	(n=91)	65	
	More than 300 €	(n=58)	65	
	Do not know	(n=54)	61	
Total		(n=930)	65	

# Q: It was easy and straightforward to sign an electricity contract



# Q: It was easy and straightforward to sign an electricity contract

Background variabl	es							
Ü								
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	2%	4%	11%	33%	49%	2%	(n=470)
	Male	2%	3%	12%	36%	45%	2%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	1%	4%	13%	39%	40%	3%	(n=174)
	35 - 49 years	1%	5%	12%	35%	46%	1%	(n=246)
	50 - 64 years	2%	3%	10%	33%	51%	1%	(n=305)
	65 years or older	5%	3%	11%	32%	48%	2%	(n=242)
Type of resident	Apartment	2%	3%	12%	34%	47%	2%	(n=609)
	House	2%	4%	10%	35%	47%	2%	(n=358)
Electricity bill?	Electronic bill	2%	3%	10%	34%	49%	1%	(n=603)
	Paper invoice	2%	5%	13%	34%	44%	2%	(n=364)
Electricity to heating	Use electricity to heat home	2%	4%	11%	35%	45%	1%	(n=401)
	Not using electicity to heat home	2%	3%	11%	34%	48%	2%	(n=547)
	Do not know	▼0%	▼0%	21%	21%	53%	5%	(n=19)
Consumer type	ACTIVE consumers	2%	4%	10%	▼30%	<b>▲</b> 53%	2%	(n=510)
	AWARE consumers	5%	3%	13%	32%	45%	1%	(n=149)
	INACTIVE comsumers	1%	4%	13%	<b>▲</b> 43%	▼37%	2%	(n=308)
Annual KWh-use	Less than 5000 kWh	1%	3%	9%	33%	52%	2%	(n=249)
	5000- 9 999 kWh	3%	5%	10%	34%	47%	1%	(n=172)
	10 000- 14 999 kWh	1%	3%	11%	32%	51%	1%	(n=143)
	15 000-19 999 kWh	1%	4%	11%	41%	43%	▼0%	(n=98)
	20 000 - 24 999 kWh	3%	8%	13%	32%	45%	▼0%	(n=38)
	More than 25 000 kWh	5%	▼0%	10%	48%	33%	5%	(n=21)
	Do not know	2%	3%	14%	34%	43%	3%	(n=246)
Spending on	Less than 50 €	1%	3%	10%	34%	52%	▼0%	(n=293)
electricity in total an	50-100 €	2%	4%	14%	32%	45%	3%	(n=242)
average winter month	100-150€	1%	6%	10%	34%	49%	1%	(n=124)
monui	150-200€	5%	2%	12%	33%	46%	2%	(n=95)
	200-300€	1%	5%	12%	36%	46%	▼0%	(n=92)
	More than 300 €	5%	2%	15%	34%	42%	2%	(n=59)
	Do not know	2%	3%	10%	45%	34%	6%	(n=62)
Total		2%	4%	11%	34%	47%	2%	(n=967)

## Q: It was easy and straightforward to sign an electricity contract

Standardized mean score: 0 =1 No experience and 100 = 5 High extent. 'Do not know is not in the calculation.

				■ Significant higher
				■ Significant lower score
		Count	Mean	□ No difference
Gender	Female	(n=462)	81	
	Male	(n=487)	80	
	Other	(n<5)	-	
Age group	Under 35 years	(n=169)	79	
	35 - 49 years	(n=243)	80	
	50 - 64 years	(n=301)	83	
	65 years or older	(n=238)	79	
Type of resident	Apartment	(n=599)	81	
	House	(n=352)	81	
Electricity bill?	Electronic bill	(n=595)	82	
	Paper invoice	(n=356)	79	
Electricity to heating	Use electricity to heat home	(n=395)	79	
	Not using electicity to heat home	(n=538)	81	
	Do not know	(n=18)	83	
Consumer type	ACTIVE consumers	(n=502)	▲83	
	AWARE consumers	(n=147)	78	
	INACTIVE comsumers	(n=302)	78	
Annual KWh-use	Less than 5000 kWh	(n=245)	83	
	5000- 9 999 kWh	(n=171)	79	
	10 000- 14 999 kWh	(n=141)	83	
	15 000-19 999 kWh	(n=98)	80	
	20 000 - 24 999 kWh	(n=38)	77	
	More than 25 000 kWh	(n=20)	78	
	Do not know	(n=238)	79	
Spending on electricity	Less than 50 €	(n=292)	84	
in total an average	50-100 €	(n=235)	79	
winter month	100-150 €	(n=123)	82	
	150-200 €	(n=93)	79	
	200-300 €	(n=92)	80	
	More than 300 €	(n=58)	77	
	Do not know	(n=58)	78	
Total		(n=951)	81	

#### Q: I could easily compare different electricity contracts with each other 0% 10% 20% 30% 40% Frekvens Prosent 1 No experience 58 6 % 2 3 4 120 12 % 235 24 %

313

206

35

967

32 %

21 %

100 %

4 %

# Q: I could easily compare different electricity contracts with each other

5 High extent

Do not know

Background variabl	es							
		No experience				High extent	Do not know	Valid N
Gender	Female	H 00/	140/	m 20%	30% 4	100/		
	Male	8% 4%	14%	26%	29%	19%	5% 3%	(n=470)
	Other	- %	10% - %	23%	36% - %	23% - %		(n=495)
Age group	Under 35 years	3%	17%	- % 29%	32%	16%	- % 3%	(n<5) (n=174)
, ige group	35 - 49 years	5% 4%				20%		
	50 - 64 years	8%	12% 12%	28% 23%	32% 33%	19%	4% 4%	(n=246) (n=305)
	65 years or older	7%	10%	19%	32%	<b>19</b> %	3%	(n=242)
Type of resident	Apartment	7%	13%	27%	30%	19%	4%	(n=609)
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	House	5%	11%	20%	36%	25%	3%	(n=358)
Electricity bill?	Electronic bill	5%	11%	24%	33%	23%	3%	(n=603)
,	Paper invoice	7%	15%	24%	31%	18%	4%	(n=364)
Electricity to heating	Use electricity to heat home	6%	13%	24%	34%	20%	3%	(n=401)
	Not using electicity to heat home	6%	11%	25%	31%	23%	4%	(n=547)
	Do not know	5%	26%	21%	26%	11%	11%	(n=19)
Consumer type	ACTIVE consumers	5%	10%	24%	32%	▲ 25%	4%	(n=510)
	AWARE consumers	6%	12%	21%	36%	23%	2%	(n=149)
	INACTIVE comsumers	7%	17%	27%	31%	▼14%	4%	(n=308)
Annual KWh-use	Less than 5000 kWh	4%	10%	24%	30%	▲ 28%	4%	(n=249)
	5000- 9 999 kWh	6%	10%	23%	41%	20%	▼1%	(n=172)
	10 000- 14 999 kWh	3%	13%	21%	35%	26%	2%	(n=143)
	15 000-19 999 kWh	6%	10%	24%	35%	22%	2%	(n=98)
	20 000 - 24 999 kWh	5%	16%	18%	39%	21%	▼0%	(n=38)
	More than 25 000 kWh	5%	14%	19%	38%	14%	10%	(n=21)
	Do not know	10%	16%	29%	▼25%	<b>▼</b> 13%	<b>▲</b> 7%	(n=246)
Spending on	Less than 50 €	7%	11%	26%	28%	23%	5%	(n=293)
electricity in total an	50-100 €	5%	13%	26%	33%	19%	3%	(n=242)
average winter	100-150€	6%	10%	20%	▲44%	20%	▼1%	(n=124)
month	150-200€	13%	11%	20%	31%	24%	2%	(n=95)
	200-300 €	2%	21%	22%	29%	23%	3%	(n=92)
	More than 300 €	3%	8%	29%	36%	20%	3%	(n=59)
	Do not know	5%	15%	24%	31%	18%	8%	(n=62)
Total		6%	12%	24%	32%	21%	4%	(n=967)

## Q: I could easily compare different electricity contracts with each other

Standardized mean score: 0 =1 No experience and 100 = 5 High extent. 'Do not know is not in the calculation.

			■ Significant higher				
				■ Significant lower score			
		Count	Mean	□ No difference			
Gender	Female	(n=448)					
	Male	(n=482)					
	Other	(n<5)	_				
Age group	Under 35 years	(n=168)	60				
	35 - 49 years	(n=237)	63				
	50 - 64 years	(n=293)					
	65 years or older	(n=234)					
Type of resident	Apartment	(n=586)					
	House	(n=346)					
Electricity bill?	Electronic bill	(n=584)	65				
	Paper invoice	(n=348)	60				
Electricity to heating	Use electricity to heat home	(n=390)	62				
	Not using electicity to heat home	(n=525)	64				
	Do not know	(n=17)	53				
Consumer type	ACTIVE consumers	(n=490)	<b>▲</b> 66				
	AWARE consumers	(n=146)					
	INACTIVE comsumers	(n=296)	▼58				
Annual KWh-use	Less than 5000 kWh	(n=239)	<b>▲</b> 68				
	5000- 9 999 kWh	(n=171)	64				
	10 000- 14 999 kWh	(n=140)	67				
	15 000-19 999 kWh	(n=96)	65				
	20 000 - 24 999 kWh	(n=38)	64				
	More than 25 000 kWh	(n=19)					
	Do not know	(n=229)	▼54				
Spending on electricity	Less than 50 €	(n=279)	63				
in total an average	50-100 €	(n=234)	63				
winter month	100-150 €	(n=123)					
	150-200 €	(n=93)					
	200-300 €	(n=89)					
	More than 300 €	(n=57)	66				
	Do not know	(n=57)	61				
Total		(n=932)	63				

#### Q: I trusted the information and advice from sellers 0% 10% 20% 30% 40% Frekvens Prosent 1 No experience 27 3 % 2 3 4 56 6 % 25 % 242 355 37 % 5 High extent 246 25 % Do not know 41 4 %

967

100 %

### Q: I trusted the information and advice from sellers

Background variables

Background variabl	es							
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	2%	6%	23%	39%	26%	4%	(n=470)
	Male	4%	5%	27%	35%	25%	4%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	1%	6%	28%	40%	19%	6%	(n=174)
	35 - 49 years	4%	8%	26%	36%	21%	4%	(n=246)
	50 - 64 years	3%	5%	23%	36%	28%	4%	(n=305)
	65 years or older	2%	4%	24%	36%	31%	2%	(n=242)
Type of resident	Apartment	3%	6%	25%	34%	26%	5%	(n=609)
	House	3%	5%	25%	41%	24%	3%	(n=358)
Electricity bill?	Electronic bill	3%	7%	24%	38%	23%	4%	(n=603)
	Paper invoice	2%	4%	26%	34%	29%	4%	(n=364)
Electricity to heating	Use electricity to heat home	3%	5%	26%	38%	25%	3%	(n=401)
	Not using electicity to heat home	3%	6%	24%	36%	26%	5%	(n=547)
	Do not know	▼0%	11%	21%	47%	16%	5%	(n=19)
Consumer type	ACTIVE consumers	2%	4%	23%	38%	29%	5%	(n=510)
	AWARE consumers	▲8%	7%	28%	34%	21%	3%	(n=149)
	INACTIVE comsumers	2%	8%	27%	37%	22%	5%	(n=308)
Annual KWh-use	Less than 5000 kWh	3%	5%	26%	32%	30%	4%	(n=249)
	5000- 9 999 kWh	4%	5%	26%	37%	25%	2%	(n=172)
	10 000- 14 999 kWh	2%	3%	21%	43%	29%	2%	(n=143)
	15 000-19 999 kWh	4%	4%	30%	38%	21%	3%	(n=98)
	20 000 - 24 999 kWh	3%	8%	24%	45%	18%	3%	(n=38)
	More than 25 000 kWh	▼0%	14%	29%	33%	19%	5%	(n=21)
	Do not know	2%	8%	24%	36%	22%	▲8%	(n=246)
Spending on	Less than 50 €	2%	6%	25%	34%	28%	5%	(n=293)
electricity in total an average winter month	50-100 €	2%	7%	25%	37%	26%	4%	(n=242)
	100-150 €	2%	6%	22%	46%	23%	▼1%	(n=124)
	150-200 €	6%	3%	31%	38%	20%	2%	(n=95)
	200-300 €	4%	9%	25%	34%	23%	5%	(n=92)
	More than 300 €	3%	▼0%	29%	34%	32%	2%	(n=59)
	Do not know	▼0%	6%	23%	32%	24%	▲15%	(n=62)
Total		3%	6%	25%	37%	25%	4%	(n=967)

## Q: I trusted the information and advice from sellers

Standardized mean score: 0 =1 No experience and 100 = 5 High extent. 'Do not know is not in the calculation.

Standardized illean St	core: 0 =1 No experience and 100 = 5 High ex	lent. Do	liot kilo	w is not in the calculation.
				■ Significant higher
				■ Significant lower score
		Count	Mean	□ No difference
Gender	Female	(n=449)	71	
	Male	(n=475)	69	
	Other	(n<5)	-	
Age group	Under 35 years	(n=163)	69	
	35 - 49 years	(n=235)	66	
	50 - 64 years	(n=292)	71	
	65 years or older	(n=236)		
Type of resident	Apartment	(n=579)	70	
	House	(n=347)	70	
Electricity bill?	Electronic bill	(n=576)	69	
	Paper invoice	(n=350)	72	
Electricity to heating	Use electricity to heat home	(n=390)	70	
	Not using electicity to heat home	(n=518)	70	
	Do not know	(n=18)	68	
Consumer type	ACTIVE consumers	(n=487)	<b>▲</b> 73	
	AWARE consumers	(n=145)	▼63	
	INACTIVE comsumers	(n=294)	68	
Annual KWh-use	Less than 5000 kWh	(n=239)	71	
	5000- 9 999 kWh	(n=168)	69	
	10 000- 14 999 kWh	(n=140)	74	
	15 000-19 999 kWh	(n=95)	68	
	20 000 - 24 999 kWh	(n=37)	68	
	More than 25 000 kWh	(n=20)	65	
	Do not know	(n=227)	69	
Spending on electricity	Less than 50 €	(n=279)	71	
in total an average	50-100 €	(n=233)	70	
winter month	100-150€	(n=123)	71	
	150-200€	(n=93)	66	
	200-300€	(n=87)	66	
	More than 300 €	(n=58)	73	
	Do not know	(n=53)	72	
Total		(n=926)	70	

#### Q: There were many different electricity suppliers to choose from that meet my needs 0% 10% 20% 30% 40% Frekvens Prosent 1 = No experience 117 12 % 2 3 121 13 % 28 % 274 290 30 % 5 = High extent 128 13 % Do not know 37 4 %

967

100 %

Q: There were many different electricity suppliers to choose from that meet my needs Background variables

Background variabl	es							
		1 = No experience	2	8	4	5 = High extent	Do not know	Valid N
Gender	Female	15%	13%	26%	32%	10%	4%	(n=470)
	Male	9%	12%	31%	28%	16%	3%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼5%	16%	33%	33%	9%	4%	(n=174)
	35 - 49 years	9%	9%	32%	35%	14%	2%	(n=246)
	50 - 64 years	16%	15%	26%	25%	14%	4%	(n=305)
	65 years or older	15%	10%	25%	30%	14%	5%	(n=242)
Type of resident	Apartment	14%	12%	28%	29%	12%	4%	(n=609)
	House	9%	13%	28%	31%	16%	3%	(n=358)
Electricity bill?	Electronic bill	11%	11%	27%	33%	15%	3%	(n=603)
	Paper invoice	14%	15%	30%	25%	11%	5%	(n=364)
Electricity to heating	Use electricity to heat home	9%	12%	27%	33%	14%	4%	(n=401)
	Not using electicity to heat home	14%	12%	29%	28%	13%	4%	(n=547)
	Do not know	11%	16%	42%	26%	▼0%	5%	(n=19)
Consumer type	ACTIVE consumers	13%	10%	27%	30%	15%	4%	(n=510)
	AWARE consumers	7%	12%	32%	33%	14%	1%	(n=149)
	INACTIVE comsumers	13%	▲17%	28%	28%	▼9%	5%	(n=308)
Annual KWh-use	Less than 5000 kWh	15%	10%	28%	31%	14%	2%	(n=249)
	5000- 9 999 kWh	15%	10%	31%	33%	10%	▼1%	(n=172)
	10 000- 14 999 kWh	10%	11%	24%	36%	16%	2%	(n=143)
	15 000-19 999 kWh	6%	14%	27%	33%	20%	▼0%	(n=98)
	20 000 - 24 999 kWh	5%	18%	18%	34%	18%	5%	(n=38)
	More than 25 000 kWh	5%	10%	19%	48%	14%	5%	(n=21)
	Do not know	12%	17%	32%	<b>▼</b> 21%	9%	▲9%	(n=246)
Spending on	Less than 50 €	15%	12%	29%	28%	14%	2%	(n=293)
electricity in total an	50-100 €	12%	15%	29%	29%	11%	4%	(n=242)
average winter month	100-150 €	8%	8%	31%	35%	15%	3%	(n=124)
	150-200 €	12%	16%	24%	31%	14%	4%	(n=95)
	200-300 €	10%	11%	29%	35%	12%	3%	(n=92)
	More than 300 €	10%	17%	19%	34%	17%	3%	(n=59)
	Do not know	13%	8%	32%	21%	13%	▲13%	(n=62)
Total		12%	13%	28%	30%	13%	4%	(n=967)

## Q: There were many different electricity suppliers to choose from that meet my needs

Standardized mean score: 0 =1 = No experience and 100 = 5 = High extent. 'Do not know is not in the calculation.

				☐ Significant higher☐ Significant lower score
		Count	Mean	□ No difference
Gender	Female	(n=449)	53	
	Male	(n=479)	58	
	Other	(n<5)	-	
Age group	Under 35 years	(n=167)	57	
	35 - 49 years	(n=242)	59	
	50 - 64 years	(n=292)	51	
	65 years or older	(n=229)	55	
Type of resident	Apartment	(n=584)	53	
	House	(n=346)	58	
Electricity bill?	Electronic bill	(n=583)	<b>▲</b> 58	
	Paper invoice	(n=347)	▼51	
Electricity to heating	Use electricity to heat home	(n=386)	58	
	Not using electicity to heat home	(n=526)	53	
	Do not know	(n=18)	47	
Consumer type	ACTIVE consumers	(n=491)	57	
	AWARE consumers	(n=147)	59	
	INACTIVE comsumers	(n=292)	▼51	
Annual KWh-use	Less than 5000 kWh	(n=243)	55	
	5000- 9 999 kWh	(n=170)	54	
	10 000- 14 999 kWh	(n=140)		
	15 000-19 999 kWh	(n=98)		
	20 000 - 24 999 kWh	(n=36)		
	More than 25 000 kWh	(n=20)		
	Do not know	(n=223)	▼49	
Spending on electricity	Less than 50 €	(n=287)		
in total an average	50-100€	(n=232)		
winter month	100-150€	(n=120)		
	150-200€	(n=91)		
	200-300€	(n=89)		
	More than 300 €	(n=57)		'
	Do not know	(n=54)	54	
Total		(n=930)	55	

#### Q: There were many different products/contracts to choose from that meet my needs 0% 10% 20% 30% 40% Frekvens Prosent 1 = No experience 111 11 % 2 3 109 11 % 284 29 % 288 30 % 5 = High extent 133 14 % Do not know 42 4 %

967

100 %

# Q: There were many different products/contracts to choose from that meet my needs Background variables

Background variable	<u> </u>							
		1 = No experience	2	3	4	5 = High extent	Do not know	Valid N
Gender	Female	13%	12%	26%	32%	11%	6%	(n=470)
	Male	10%	11%	32%	28%	16%	3%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼6%	13%	32%	38%	<b>▼</b> 6%	5%	(n=174)
	35 - 49 years	▼7%	9%	▲38%	33%	13%	▼2%	(n=246)
	50 - 64 years	16%	14%	24%	<b>▼</b> 24%	17%	5%	(n=305)
	65 years or older	15%	10%	25%	29%	16%	6%	(n=242)
Type of resident	Apartment	▲14%	11%	32%	27%	12%	4%	(n=609)
	House	▼8%	12%	26%	34%	16%	4%	(n=358)
Electricity bill?	Electronic bill	11%	10%	29%	31%	15%	4%	(n=603)
	Paper invoice	13%	13%	30%	28%	11%	5%	(n=364)
Electricity to heating	Use electricity to heat home	8%	11%	28%	33%	14%	5%	(n=401)
	Not using electicity to heat home	14%	11%	30%	27%	14%	4%	(n=547)
	Do not know	11%	21%	26%	37%	▼0%	5%	(n=19)
Consumer type	ACTIVE consumers	10%	9%	27%	32%	▲ 17%	5%	(n=510)
	AWARE consumers	9%	14%	28%	33%	13%	2%	(n=149)
	INACTIVE comsumers	14%	13%	33%	25%	▼9%	5%	(n=308)
Annual KWh-use	Less than 5000 kWh	16%	7%	31%	29%	15%	3%	(n=249)
	5000- 9 999 kWh	13%	10%	26%	34%	15%	2%	(n=172)
	10 000- 14 999 kWh	8%	13%	26%	36%	15%	3%	(n=143)
	15 000-19 999 kWh	6%	10%	31%	33%	18%	2%	(n=98)
	20 000 - 24 999 kWh	8%	16%	26%	24%	24%	3%	(n=38)
	More than 25 000 kWh	5%	5%	19%	48%	19%	5%	(n=21)
	Do not know	12%	15%	33%	▼23%	▼8%	▲9%	(n=246)
Spending on	Less than 50 €	▲ 16%	10%	31%	28%	13%	2%	(n=293)
electricity in total an average winter	50-100 €	11%	16%	29%	29%	11%	4%	(n=242)
month	100-150 €	6%	9%	31%	35%	15%	4%	(n=124)
	150-200€	14%	7%	27%	34%	13%	5%	(n=95)
	200-300 €	7%	11%	30%	28%	20%	4%	(n=92)
	More than 300 €	10%	14%	20%	34%	20%	2%	(n=59)
	Do not know	6%	10%	29%	26%	13%	▲16%	(n=62)
Total		11%	11%	29%	30%	14%	4%	(n=967)

### Q: There were many different products/contracts to choose from that meet my needs

150-200€

200-300€

Do not know

Total

More than 300 €

Standardized mean score: 0 =1 = No experience and 100 = 5 = High extent. 'Do not know is not in the calculation. ■ Significant higher ■ Significant lower score ■ No difference Mean Count Gender Female (n=444) Male (n=479) 58 Other (n<5) Age group Under 35 years (n=166)57 35 - 49 years (n=242) 59 50 - 64 years 53 (n=289) 65 years or older (n=228) 56 Type of resident Apartment (n=582) House (n=343)**▲** 60 Electricity bill? Electronic bill (n=578) 58 Paper invoice (n=347) 53 Electricity to heating Use electricity to heat home (n=381)59 Not using electicity to heat home (n=526) 54 Do not know 49 (n=18)**ACTIVE** consumers Consumer type (n=487) **▲** 59 **AWARE** consumers 57 (n=146) **INACTIVE** comsumers (n=292) **▼**50 Annual KWh-use Less than 5000 kWh (n=242)55 5000-9 999 kWh (n=168)57 10 000- 14 999 kWh (n=139) 59 15 000-19 999 kWh (n=96) 62 20 000 - 24 999 kWh (n=37)60 More than 25 000 kWh (n=20) 69 Do not know (n=223) **▼**50 Spending on electricity Less than 50 € (n=286) 53 in total an average 50-100 € 54 (n=232)winter month 100-150€ (n=119) 61

(n=90)

(n=88)

(n=58)

(n=925)

56

61

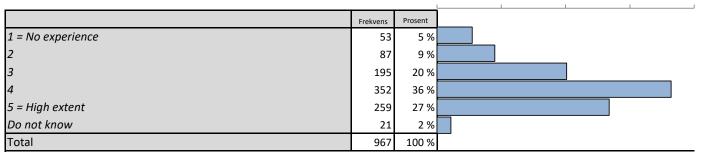
60

59

56

100

# Q: It was easy to understand what is included in the price / agreement 0% 10% 20% 30% 40%



# Q: It was easy to understand what is included in the price / agreement Background variables

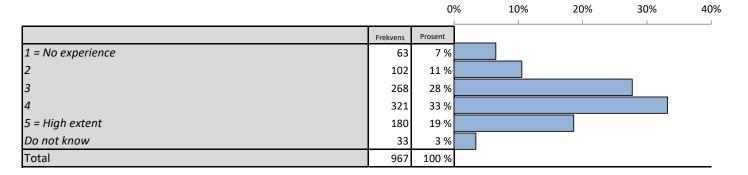
Background variable	<u> </u>							
		1 = No experience	2	3	4	5 = High extent	Do not know	Valid N
Gender	Female	7%	10%	22%	36%	▼22%	2%	(n=470)
	Male	4%	8%	18%	36%	▲31%	2%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	5%	8%	22%	44%	<b>▼</b> 16%	4%	(n=174)
	35 - 49 years	5%	9%	25%	37%	22%	1%	(n=246)
	50 - 64 years	6%	10%	19%	34%	30%	2%	(n=305)
	65 years or older	6%	9%	15%	33%	▲35%	2%	(n=242)
Type of resident	Apartment	7%	10%	22%	34%	25%	2%	(n=609)
	House	4%	8%	16%	40%	30%	2%	(n=358)
Electricity bill?	Electronic bill	4%	8%	21%	38%	27%	2%	(n=603)
	Paper invoice	7%	10%	19%	34%	27%	3%	(n=364)
Electricity to heating	Use electricity to heat home	5%	8%	20%	37%	27%	1%	(n=401)
	Not using electicity to heat home	5%	9%	20%	36%	27%	3%	(n=547)
	Do not know	16%	26%	▼5%	37%	11%	5%	(n=19)
Consumer type	ACTIVE consumers	4%	7%	17%	38%	▲32%	2%	(n=510)
	AWARE consumers	8%	9%	21%	36%	26%	1%	(n=149)
	INACTIVE comsumers	7%	12%	25%	35%	▼19%	2%	(n=308)
Annual KWh-use	Less than 5000 kWh	4%	8%	17%	36%	33%	2%	(n=249)
	5000- 9 999 kWh	4%	8%	17%	38%	31%	1%	(n=172)
	10 000- 14 999 kWh	3%	7%	17%	39%	33%	1%	(n=143)
	15 000-19 999 kWh	6%	6%	16%	46%	24%	1%	(n=98)
	20 000 - 24 999 kWh	11%	11%	24%	26%	26%	3%	(n=38)
	More than 25 000 kWh	5%	▼0%	14%	52%	24%	5%	(n=21)
	Do not know	9%	13%	▲ 28%	30%	<b>▼</b> 15%	4%	(n=246)
Spending on	Less than 50 €	5%	8%	21%	36%	28%	2%	(n=293)
electricity in total an	50-100 €	7%	12%	21%	33%	25%	3%	(n=242)
average winter month	100-150 €	2%	10%	18%	43%	27%	▼0%	(n=124)
	150-200 €	7%	7%	14%	43%	28%	▼0%	(n=95)
	200-300 €	9%	8%	21%	38%	23%	2%	(n=92)
	More than 300 €	3%	▼2%	27%	27%	39%	2%	(n=59)
	Do not know	3%	15%	21%	34%	18%	10%	(n=62)
Total		5%	9%	20%	36%	27%	2%	(n=967)

## Q: It was easy to understand what is included in the price / agreement

Standardized mean score: 0 =1 = No experience and 100 = 5 = High extent. 'Do not know is not in the calculation.

	1010. 0 -1 - 140 experience and 100 - 3 - 111gi		I I			
				■ Significant higher		
				■ Significant lower score		
		Count	Mean	☐ No difference		
Gender	Female	(n=460)				
	Male	(n=484)				
	Other	(n<5)				
Age group	Under 35 years	(n=167)				
	35 - 49 years	(n=243)	65			
	50 - 64 years	(n=299)				
	65 years or older	(n=237)	71			
Type of resident	Apartment	(n=594)	▼65			
	House	(n=352)	<b>▲</b> 72			
Electricity bill?	Electronic bill	(n=592)				
	Paper invoice	(n=354)	66			
Electricity to heating	Use electricity to heat home	(n=395)	69			
	Not using electicity to heat home	(n=533)	68			
	Do not know	(n=18)	50			
Consumer type	ACTIVE consumers	(n=498)	<b>▲</b> 72			
	AWARE consumers	(n=147)	66			
	INACTIVE comsumers	(n=301)	▼62			
Annual KWh-use	Less than 5000 kWh	(n=244)	72			
	5000- 9 999 kWh	(n=170)	71			
	10 000- 14 999 kWh	(n=142)	<b>▲</b> 73			
	15 000-19 999 kWh	(n=97)	69			
	20 000 - 24 999 kWh	(n=37)	62			
	More than 25 000 kWh	(n=20)	74			
	Do not know	(n=236)	▼58			
Spending on electricity	Less than 50 €	(n=288)	69			
in total an average	50-100€	(n=235)	65			
winter month	100-150€	(n=124)	71			
	150-200€	(n=95)	69			
	200-300€	(n=90)	65			
	More than 300 €	(n=58)	75			
	Do not know	(n=56)	63			
Total		(n=946)	68			

# Q: I was well-informed



# Q: I was well-informed Background variables

Gender	Female	1 = No experience	2	3	4	5 = High extent	Do not know	Valid N
Gender	Male	8%	13%	28%	33%	▼14%	3%	(n=470)
	Other	5%	8%	27%	33%	▲ 23%	3%	(n=495)
Ago group		- %	- %	- %	- %		- %	(n<5)
Age group	Under 35 years 35 - 49 years	7%	12%	32%	38%		3%	(n=174)
	50 - 64 years	6%	9%	28%	37%		▼1%	(n=246)
	65 years or older	7%	11%	26%	33%	20%	3%	(n=305)
Type of resident	Apartment	7%	10%	26%	26%	▲ 25%	6%	(n=242)
Type of resident	House	▲ 9%	11%	28%	31%	17%	4%	(n=609)
Electricity bill?	Electronic bill	<b>▼</b> 3%	9%	27%	37%	22%	3%	(n=358)
Electricity bill:	Paper invoice	5%	10%	28%	33%	21%	3%	(n=603)
Electricity to heating	Use electricity to heat home	9% 6%	12% 11%	28% 27%	33% 35%	15% 18%	4% 2%	(n=364) (n=401)
zicoti iorty to neuting	Not using electicity to heat home	6%	9%	29%	32%	20%	4%	(n=547)
	Do not know	11%	<b>∆</b> 37%	▼11%	37%	▼0%	5%	(n=19)
Consumer type	ACTIVE consumers	5%	10%	▼11% ▼24%	35%	<b>▲</b> 22%	4%	(n=510)
	AWARE consumers	7%	9%	30%	35%		1%	(n=149)
	INACTIVE comsumers	8%	12%	33%	29%	<b>▼</b> 13%	4%	(n=308)
Annual KWh-use	Less than 5000 kWh	4%	7%	25%	35%	<b>▲</b> 25%	4%	(n=249)
	5000- 9 999 kWh	4%	10%	27%	37%		2%	(n=172)
	10 000- 14 999 kWh	3%	8%	30%	40%	17%	2%	(n=143)
	15 000-19 999 kWh	3%	11%	23%	41%	21%	▼0%	(n=98)
	20 000 - 24 999 kWh	13%	8%	<b>▼</b> 13%	37%	26%	3%	(n=38)
	More than 25 000 kWh	5%	10%	24%	38%	19%	5%	(n=21)
	Do not know	▲ 14%	<b>▲</b> 17%	33%	<b>▼</b> 21%	▼9%	6%	(n=246)
Spending on	Less than 50 €	6%			32%		4%	(n=293)
electricity in total an average winter month	50-100 €	8%	7%	32%	33%		4%	(n=242)
	100-150€	5%	12%	26%	37%	19%	▼1%	(n=124)
	150-200€	6%		27%	39%	15%	▼0%	(n=95)
	200-300€	4%	11%	22%	37%	23%	3%	(n=92)
	More than 300 €	7%		20%	36%	25%	2%	(n=59)
	Do not know	10%	13%	32%	▼18%	15%	▲13%	(n=62)
Total		7%	11%	28%	33%	19%	3%	(n=967)

### Q: I was well-informed

More than 300 €

Do not know

Total

Standardized mean score: 0 =1 = No experience and 100 = 5 = High extent. 'Do not know is not in the calculation. ■ Significant higher ■ Significant lower score ■ No difference Mean Count Gender Female (n=454) ▼58 Male (n=478) **▲**66 Other (n<5) Age group Under 35 years (n=168)57 35 - 49 years (n=243) 63 50 - 64 years (n=296) 62 65 years or older (n=227) 64 Type of resident Apartment (n=585) (n=349)**▲**67 Electricity bill? Electronic bill (n=584) 64 Paper invoice (n=350) 59 Electricity to heating Use electricity to heat home (n=393) 62 Not using electicity to heat home (n=523) 63 Do not know (n=18)**V**44 **ACTIVE** consumers Consumer type (n=491) **▲** 65 **AWARE** consumers (n=147) 62 **INACTIVE** comsumers (n=296) ▼57 Annual KWh-use Less than 5000 kWh (n=238) **▲** 69 5000-9999 kWh (n=169)65 10 000- 14 999 kWh (n=140) 66 15 000-19 999 kWh (n=98) 67 20 000 - 24 999 kWh (n=37)64 More than 25 000 kWh (n=20) 65 Do not know (n=232) **▼**49 Spending on electricity Less than 50 € (n=282) 62 in total an average 50-100 € 61 (n=233) winter month 100-150€ (n=123)64 150-200€ (n=95)61 200-300€ (n=89)66

(n=58)

(n=934)

66

54

62

#### Q: When you signed/compared your current electricity contract, did you visit an online comparison tool? 0% 20% 40% 60% Frekvens Prosent Yes 499 52 % No 448 46 % Do not know 20 2 % Total 967 100 %

Q: When you signed/compared your current electricity contract, did you visit an online comparison tool? Background variables

		Yes	No	Do not know	Valid N
Gender	Female	47%	51%	2%	(n=470)
	Male	56%	42%	2%	(n=495)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	51%	47%	2%	(n=174)
	35 - 49 years	59%	39%	2%	(n=246)
	50 - 64 years	48%	51%	1%	(n=305)
	65 years or older	50%	47%	3%	(n=242)
Type of resident	Apartment	▼46%	<b>▲</b> 52%	2%	(n=609)
	House	▲61%	▼36%	3%	(n=358)
Electricity bill?	Electronic bill	<b>▲</b> 56%	<b>▼</b> 41%	2%	(n=603)
	Paper invoice	▼44%	<b>▲</b> 54%	2%	(n=364)
Electricity to heating	Use electricity to heat home	▲61%	▼38%	1%	(n=401)
	Not using electicity to heat home	▼46%	<b>▲</b> 51%	2%	(n=547)
	Do not know	▼5%	▲89%	5%	(n=19)
Consumer type	ACTIVE consumers	53%	45%	2%	(n=510)
	AWARE consumers	▲ 64%	▼34%	2%	(n=149)
	INACTIVE comsumers	<b>▼</b> 43%	<b>▲</b> 54%	3%	(n=308)
Annual KWh-use	Less than 5000 kWh	53%	45%	2%	(n=249)
	5000- 9 999 kWh	58%	40%	3%	(n=172)
	10 000- 14 999 kWh	55%	42%	3%	(n=143)
	15 000-19 999 kWh	▲ 68%	▼32%	▼0%	(n=98)
	20 000 - 24 999 kWh	68%	▼29%	3%	(n=38)
	More than 25 000 kWh	▲81%	▼19%	▼0%	(n=21)
	Do not know	▼32%	<b>▲</b> 66%	2%	(n=246)
Spending on	Less than 50 €	45%	53%	2%	(n=293)
electricity in total an	50-100 €	49%	50%	2%	(n=242)
average winter month	100-150 €	60%	38%	2%	(n=124)
monui	150-200€	56%	43%	1%	(n=95)
	200-300€	62%	37%	1%	(n=92)
	More than 300 €	▲ 68%	▼31%	2%	(n=59)
	Do not know	▼37%	55%	8%	(n=62)
Total		52%	46%	2%	(n=967)

Q: What comparison tool(s) did you visit online?	
Several answers possible.	

		0	%	50%	10	0%	150%
	Count	%					
Energiaviraston ylläpitämä sähkön hintavertailusivusto (sahkonhinta.fi)	321	64 %					
Vertaa.fi	11	2 %					
kilpailuttaja.fi	17	3 %					
Other	49	10 %					
Can not remember	132	26 %					
Total	499	100 %					_

# Q: What comparison tool(s) did you visit online? Several answers possible.

Background

Background							
		Energiaviraston ylläpitämä sähkön hintavertailusivusto (sahkonhinta.fi)	Vertaa.fi	kilpailuttaja.fi	Other	Can not remember	Valid N
Gender	Female	60%	3%	2%	8%	32%	(n=223)
	Male	68%	1%	4%	11%	22%	(n=276)
	Other	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	75%	▼0%	1%	7%	23%	(n=88)
	35 - 49 years	61%	2%	6%	8%	29%	(n=144)
	50 - 64 years	57%	4%	5%	8%	30%	(n=146)
	65 years or older	69%	2%	▼0%	16%	21%	(n=121)
Type of resident	Apartment	62%	2%	4%	10%	30%	(n=279)
	House	68%	3%	3%	10%	22%	(n=220)
Electricity bill?	Electronic bill	64%	2%	4%	11%	26%	(n=340)
	Paper invoice	65%	2%	3%	8%	28%	(n=159)
Electricity to heating	Use electricity to heat home	67%	2%	2%	9%	24%	(n=244)
	Not using electicity to heat home	61%	2%	5%	10%	29%	(n=254)
	Do not know	- %	- %	- %	- %	- %	(n<5)
Consumer type	ACTIVE consumers	65%	3%	<b>▲</b> 6%	11%	24%	(n=271)
	AWARE consumers	72%	▼0%	▼0%	11%	19%	(n=95)
	INACTIVE comsumers	59%	3%	<b>▼</b> 1%	7%	▲36%	(n=133)
Annual KWh-use	Less than 5000 kWh	59%	3%	5%	13%	29%	(n=133)
	5000- 9 999 kWh	71%	4%	3%	6%	21%	(n=99)
	10 000- 14 999 kWh	66%	▼0%	3%	16%	23%	(n=79)
	15 000-19 999 kWh	<b>▲</b> 79%	▼0%	3%	10%	<b>▼</b> 13%	(n=67)
	20 000 - 24 999 kWh	77%	8%	4%	8%	15%	(n=26)
	More than 25 000 kWh	71%	6%	▼0%	12%	18%	(n=17)
	Do not know	▼46%	▼0%	3%	▼3%	<b>▲</b> 50%	(n=78)
Spending on electricity in	Less than 50 €	62%	2%	6%	13%	26%	(n=133)
total an average winter month	50-100 €	64%	2%	3%	8%	28%	(n=118)
	100-150 €	68%	▼0%	4%	9%	24%	
	150-200 €	70%	4%	0%	9%	21%	(n=53)
	200-300 €	67%	5%	5%	12%	19%	
	More than 300 €	68%		0%		28%	(n=40)
	Do not know	43%		0%		57%	
Total		64%		3%			(n=499)

#### Q: It will be easy to find trustworthy information and necessary advice 0% 10% 20% 30% Frekvens Prosent 1 Fully disagree 12 % 62 91 17 % 3 Neutral 21 % 111 138 26 % 5 Fully agree 106 20 %

29

537

5 %

100 %

# Q: It will be easy to find trustworthy information and necessary advice Background variables

Do not know

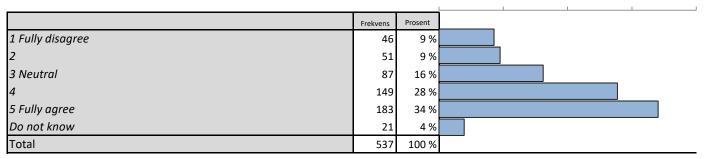
Dackground variable	**			-				
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	12%	20%	19%	26%	18%	5%	(n=289)
	Male	11%	13%	23%	26%	22%	6%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	8%	18%	22%	31%	18%	3%	(n=88)
	35 - 49 years	▼6%	17%	24%	29%	18%	5%	(n=174)
	50 - 64 years	14%	16%	21%	22%	21%	6%	(n=169)
	65 years or older	20%	17%	14%	21%	22%	7%	(n=106)
Type of resident	Apartment	11%	18%	21%	25%	20%	5%	(n=376)
	House	14%	16%	20%	27%	18%	6%	(n=161)
Electricity bill?	Electronic bill	11%	17%	21%	27%	19%	4%	(n=292)
	Paper invoice	13%	16%	20%	24%	20%	7%	(n=245)
Electricity to heating	Use electricity to heat home	10%	18%	21%	29%	19%	3%	(n=204)
	Not using electicity to heat home	13%	15%	20%	24%	21%	7%	(n=314)
	Do not know	5%	37%	26%	16%	▼5%	11%	(n=19)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	8%	16%	15%	31%	28%	2%	(n=133)
	INACTIVE comsumers	13%	17%	23%	24%	17%	6%	(n=404)
Annual KWh-use	Less than 5000 kWh	9%	12%	25%	26%	23%	5%	(n=92)
	5000- 9 999 kWh	8%	15%	20%	24%	26%	7%	(n=88)
	10 000- 14 999 kWh	10%	16%	22%	32%	19%	2%	(n=63)
	15 000-19 999 kWh	13%	11%	22%	38%	13%	2%	(n=45)
	20 000 - 24 999 kWh	15%	23%	15%	23%	23%	▼0%	(n=13)
	More than 25 000 kWh	33%	17%	▼0%	17%	33%	▼0%	(n=6)
	Do not know	13%	21%	19%	23%	17%	7%	(n=230)
Spending on	Less than 50 €	9%	16%	21%	29%	18%	7%	(n=169)
electricity in total an	50-100 €	10%	19%	20%	26%	21%	4%	(n=129)
average winter	100-150€	10%	17%	16%	31%	24%	2%	(n=58)
month	150-200€	16%	16%	16%	34%	14%	5%	(n=58)
	200-300€	7%	23%	35%	14%	16%	5%	(n=43)
	More than 300 €	22%	9%	22%	▼9%	35%	4%	(n=23)
	Do not know	18%	16%	19%	16%	21%	11%	(n=57)
Total		12%	17%	21%	26%	20%	5%	(n=537)

## Q: It will be easy to find trustworthy information and necessary advice

Standardized mean score: 0 =1 Fully disagree and 100 = 5 Fully agree. 'Do not know is not in the calculation.

				■ Significant higher
				■ Significant lower score
		Count	Mean	□ No difference
Gender	Female	(n=274)	55	
	Male	(n=232)	59	
	Other	(n<5)	-	
Age group	Under 35 years	(n=85)	59	
	35 - 49 years	(n=165)	60	
	50 - 64 years	(n=159)	55	
	65 years or older	(n=99)	52	
Type of resident	Apartment	(n=356)	57	
	House	(n=152)	55	
Electricity bill?	Electronic bill	(n=279)	57	
	Paper invoice	(n=229)	56	
Electricity to heating	Use electricity to heat home	(n=198)	57	
	Not using electicity to heat home	(n=293)	57	
	Do not know	(n=17)	44	
Consumer type	ACTIVE consumers	(n<5)	-	
	AWARE consumers	(n=130)	<b>▲</b> 64	
	INACTIVE comsumers	(n=378)	▼54	
Annual KWh-use	Less than 5000 kWh	(n=87)	61	
	5000- 9 999 kWh	(n=82)	62	
	10 000- 14 999 kWh	(n=62)	59	
	15 000-19 999 kWh	(n=44)	57	
	20 000 - 24 999 kWh	(n=13)	54	
	More than 25 000 kWh	(n=6)	50	
	Do not know	(n=214)	52	
Spending on electricity	Less than 50 €	(n=158)	58	
in total an average	50-100 €	(n=124)	58	
winter month	100-150 €	(n=57)	61	
	150-200€	(n=55)	54	
	200-300€	(n=41)	52	
	More than 300 €	(n=22)	57	
	Do not know	(n=51)	52	
Total		(n=508)	57	

# Q: It will be easy and straightforward to sign an electricity contract 0% 10% 20% 30% 40%



# Q: It will be easy and straightforward to sign an electricity contract

Background variabl	es							
		Fully disagree		Neutral		Fully agree	Do not know	N
		1 F.	2	ž ĸ	4	5 FL	Do	Valid
Gender	Female	10%	12%	12%	26%	35%	4%	(n=289)
	Male	7%	7%	21%	30%	33%	4%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	6%	10%	16%	35%	28%	5%	(n=88)
	35 - 49 years	6%	13%	13%	29%	35%	5%	(n=174)
	50 - 64 years	8%	▼5%	19%	29%	36%	3%	(n=169)
	65 years or older	16%	11%	17%	<b>▼</b> 18%	34%	4%	(n=106)
Type of resident	Apartment	8%	10%	15%	28%	35%	4%	(n=376)
	House	11%	8%	19%	28%	31%	4%	(n=161)
Electricity bill?	Electronic bill	8%	8%	17%	27%	37%	3%	(n=292)
	Paper invoice	10%	12%	15%	28%	30%	5%	(n=245)
Electricity to heating	Use electricity to heat home	9%	11%	18%	30%	30%	2%	(n=204)
	Not using electicity to heat home	9%	7%	16%	26%	37%	5%	(n=314)
	Do not know	▼0%	▲37%	5%	26%	21%	11%	(n=19)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	8%	5%	10%	32%	43%	2%	(n=133)
	INACTIVE comsumers	9%	11%	18%	26%	31%	5%	(n=404)
Annual KWh-use	Less than 5000 kWh	4%	5%	14%	33%	39%	4%	(n=92)
	5000- 9 999 kWh	5%	8%	18%	19%	▲47%	3%	(n=88)
	10 000- 14 999 kWh	6%	10%	21%	32%	32%	▼0%	(n=63)
	15 000-19 999 kWh	11%	7%	16%	36%	29%	2%	(n=45)
	20 000 - 24 999 kWh	▼0%	15%	15%	38%	31%	▼0%	(n=13)
	More than 25 000 kWh	17%	▼0%	17%	50%	17%	▼0%	(n=6)
	Do not know	12%	12%	15%	25%	30%	6%	(n=230)
Spending on	Less than 50 €	7%	8%	13%	31%	37%	4%	(n=169)
electricity in total an	50-100 €	6%	12%	13%	28%	38%	2%	(n=129)
average winter month	100-150€	10%	3%	24%	22%	38%	2%	(n=58)
IIIOIIIII	150-200€	9%	7%	19%	38%	22%	5%	(n=58)
	200-300€	9%	14%	23%	23%	28%	2%	(n=43)
	More than 300 €	9%	4%	17%	35%	30%	4%	(n=23)
	Do not know	16%	14%	16%	▼14%	32%	9%	(n=57)
Total		9%	9%	16%	28%	34%	4%	(n=537)

## Q: It will be easy and straightforward to sign an electricity contract

Standardized mean score: 0 =1 Fully disagree and 100 = 5 Fully agree. 'Do not know is not in the calculation.

				■ Significant higher
				■ Significant lower score
		Count	Mean	☐ No difference
Gender	Female	(n=278)	67	
	Male	(n=236)	70	
	Other	(n<5)	-	
Age group	Under 35 years	(n=84)	68	
	35 - 49 years	(n=166)	70	
	50 - 64 years	(n=164)	71	
	65 years or older	(n=102)	61	
Type of resident	Apartment	(n=361)	69	
	House	(n=155)	66	
Electricity bill?	Electronic bill	(n=283)	70	
	Paper invoice	(n=233)	65	
Electricity to heating	Use electricity to heat home	(n=200)	66	
	Not using electicity to heat home	(n=299)	70	
	Do not know	(n=17)	59	
Consumer type	ACTIVE consumers	(n<5)	-	
	AWARE consumers	(n=131)	<b>▲</b> 74	
	INACTIVE comsumers	(n=385)	<b>▼</b> 66	
Annual KWh-use	Less than 5000 kWh	(n=88)	75	
	5000- 9 999 kWh	(n=85)	75	
	10 000- 14 999 kWh	(n=63)	68	
	15 000-19 999 kWh	(n=44)	66	
	20 000 - 24 999 kWh	(n=13)	71	
	More than 25 000 kWh	(n=6)	63	
	Do not know	(n=217)	▼63	
Spending on electricity	Less than 50 €	(n=162)	71	
in total an average	50-100 €	(n=126)	70	
winter month	100-150€	(n=57)	69	
	150-200€	(n=55)	65	
	200-300€	(n=42)	62	
	More than 300 €	(n=22)	69	
	Do not know	(n=52)	59	
Total		(n=516)	68	

#### Q: It will be easy to compare different electricity contracts with each other 0% 5% 10% 15% 20% 25% Frekvens Prosent 1 Fully disagree 69 13 % 116 22 % 3 Neutral 120 22 % 109 20 % 5 Fully agree 97 18 % Do not know 26 5 % Total 537 100 %

Q: It will be easy to compare different electricity contracts with each other Background variables

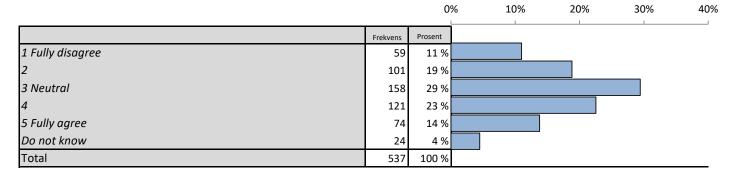
Background variable	es							
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	16%	24%	20%	21%	15%	4%	(n=289)
	Male	10%	19%	25%	20%	22%	5%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼5%	23%	19%	30%	18%	6%	(n=88)
	35 - 49 years	9%	26%	21%	21%	17%	6%	(n=174)
	50 - 64 years	16%	21%	24%	17%	18%	4%	(n=169)
	65 years or older	21%	14%	24%	17%	20%	5%	(n=106)
Type of resident	Apartment	12%	22%	22%	20%	19%	5%	(n=376)
	House	16%	20%	23%	21%	17%	4%	(n=161)
Electricity bill?	Electronic bill	13%	21%	21%	23%	19%	4%	(n=292)
	Paper invoice	13%	22%	24%	17%	17%	6%	(n=245)
Electricity to heating	Use electricity to heat home	13%	24%	21%	22%	18%	3%	(n=204)
	Not using electicity to heat home	13%	19%	23%	19%	19%	6%	(n=314)
	Do not know	5%	37%	26%	21%	▼0%	11%	(n=19)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	10%	17%	<b>▼</b> 14%	▲32%	▲27%	▼1%	(n=133)
	INACTIVE comsumers	14%	23%	▲ 25%	<b>▼</b> 16%	<b>▼</b> 15%	▲6%	(n=404)
Annual KWh-use	Less than 5000 kWh	16%	17%	20%	23%	18%	5%	(n=92)
	5000- 9 999 kWh	▼6%	20%	24%	20%	23%	7%	(n=88)
	10 000- 14 999 kWh	13%	25%	19%	27%	16%	▼0%	(n=63)
	15 000-19 999 kWh	18%	18%	13%	29%	20%	2%	(n=45)
	20 000 - 24 999 kWh	8%	31%	23%	23%	15%	▼0%	(n=13)
	More than 25 000 kWh	17%	17%	33%	▼0%	33%	▼0%	(n=6)
	Do not know	13%	23%	25%	16%	16%	6%	(n=230)
Spending on	Less than 50 €	9%	22%	22%	20%	21%	6%	` '
electricity in total an average winter	50-100 €	12%	25%	19%	25%	17%	3%	(n=129)
month	100-150 €	17%	14%	17%	29%	19%	3%	(n=58)
	150-200 €	17%	17%	21%	21%	19%	5%	(n=58)
	200-300 €	12%	35%	28%	14%	9%	2%	(n=43)
	More than 300 €	17%	17%	22%	9%	30%	4%	(n=23)
	Do not know	18%	16%	33%	12%	12%	9%	(n=57)
Total		13%	22%	22%	20%	18%	5%	(n=537)

## Q: It will be easy to compare different electricity contracts with each other

Standardized mean score: 0 =1 Fully disagree and 100 = 5 Fully agree. 'Do not know is not in the calculation.

Standardized inean S	core: 0 =1 Fully disagree and 100 = 5 Fully a	agree. Do no	KIIOW	is not in the calculation.
				■ Significant higher
				■ Significant lower score
		Count	Mean	□ No difference
Gender	Female	(n=276)	49	
	Male	(n=233)	57	
	Other	(n<5)	-	
Age group	Under 35 years	(n=83)	59	
	35 - 49 years	(n=164)	53	
	50 - 64 years	(n=163)	50	
	65 years or older	(n=101)		
Type of resident	Apartment	(n=356)	53	
	House	(n=155)	51	
Electricity bill?	Electronic bill	(n=281)	54	
	Paper invoice	(n=230)	51	
Electricity to heating	Use electricity to heat home	(n=198)	52	
	Not using electicity to heat home	(n=296)	53	
	Do not know	(n=17)	43	
Consumer type	ACTIVE consumers	(n<5)	-	
	AWARE consumers	(n=132)	<b>▲</b> 63	
	INACTIVE comsumers	(n=379)	▼49	
Annual KWh-use	Less than 5000 kWh	(n=87)		
	5000- 9 999 kWh	(n=82)	59	
	10 000- 14 999 kWh	(n=63)	52	
	15 000-19 999 kWh	(n=44)	54	
	20 000 - 24 999 kWh	(n=13)	52	
	More than 25 000 kWh	(n=6)	54	
	Do not know	(n=216)	50	
Spending on electricity	Less than 50 €	(n=159)	56	
in total an average	50-100 €	(n=125)	53	
winter month	100-150€	(n=56)		
	150-200 €	(n=55)	52	
	200-300 €	(n=42)	43	
	More than 300 €	(n=22)	55	
	Do not know	(n=52)	46	
Total		(n=511)	52	

# Q: I will trust the information and advice from sellers



# Q: I will trust the information and advice from sellers

**Background variables** 

Background variabl	es							
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	10%	21%	28%	24%	13%	4%	(n=289)
	Male	12%	17%	31%	22%	14%	5%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	6%	20%	32%	18%	18%	6%	(n=88)
	35 - 49 years	9%	22%	29%	28%	10%	2%	(n=174)
	50 - 64 years	13%	17%	27%	22%	15%	7%	(n=169)
	65 years or older	15%	16%	32%	18%	15%	4%	(n=106)
Type of resident	Apartment	11%	19%	29%	22%	15%	4%	(n=376)
	House	12%	18%	30%	24%	12%	5%	(n=161)
Electricity bill?	Electronic bill	10%	21%	28%	26%	14%	2%	(n=292)
	Paper invoice	13%	17%	31%	19%	14%	7%	(n=245)
Electricity to heating	Use electricity to heat home	11%	19%	29%	25%	14%	2%	(n=204)
	Not using electicity to heat home	11%	20%	29%	21%	14%	5%	(n=314)
	Do not know	11%	▼5%	37%	16%	16%	16%	(n=19)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	8%	22%	28%	26%	15%	▼1%	(n=133)
	INACTIVE comsumers	12%	18%	30%	21%	13%	<b>▲</b> 6%	(n=404)
Annual KWh-use	Less than 5000 kWh	8%	26%	37%	21%	▼5%	3%	(n=92)
	5000- 9 999 kWh	11%	14%	31%	22%	17%	6%	(n=88)
	10 000- 14 999 kWh	13%	16%	29%	25%	16%	2%	(n=63)
	15 000-19 999 kWh	11%	22%	18%	29%	16%	4%	(n=45)
	20 000 - 24 999 kWh	▼0%	23%	23%	38%	15%	▼0%	(n=13)
	More than 25 000 kWh	17%	17%	33%	▼0%	33%	▼0%	(n=6)
	Do not know	12%	18%	29%	21%	14%	6%	(n=230)
Spending on	Less than 50 €	7%	22%	33%	20%	15%	4%	(n=169)
electricity in total an	50-100 €	15%	16%	32%	23%	11%	4%	(n=129)
average winter month	100-150 €	9%	16%	29%	26%	17%	3%	(n=58)
monun	150-200€	14%	22%	17%	28%	14%	5%	(n=58)
	200-300 €	12%	23%	30%	16%	14%	5%	(n=43)
	More than 300 €	4%	26%	22%	26%	13%	9%	(n=23)
	Do not know	18%	11%	30%	23%	14%	5%	(n=57)
Total		11%	19%	29%	23%	14%	4%	(n=537)

## Q: I will trust the information and advice from sellers

Standardized mean score: 0 =1 Fully disagree and 100 = 5 Fully agree. 'Do not know is not in the calculation.

Staridar dized ilican s	core: 0 =1 rully disagree and 100 = 5 rully ag	lee. Boil	I KIIOW	
				■ Significant higher
				■ Significant lower score
		Count	Mean	☐ No difference
Gender	Female	(n=277)	52	
	Male	(n=234)	52	
	Other	(n<5)	-	
Age group	Under 35 years	(n=83)	56	
	35 - 49 years	(n=170)	52	
	50 - 64 years	(n=158)	53	
	65 years or older	(n=102)	50	
Type of resident	Apartment	(n=360)	53	
	House	(n=153)	51	
Electricity bill?	Electronic bill	(n=285)	53	
	Paper invoice	(n=228)	51	
Electricity to heating	Use electricity to heat home	(n=199)	53	
	Not using electicity to heat home	(n=298)	52	
	Do not know	(n=16)	56	
Consumer type	ACTIVE consumers	(n<5)	-	
	AWARE consumers	(n=132)	55	
	INACTIVE comsumers	(n=381)	52	
Annual KWh-use	Less than 5000 kWh	(n=89)	47	
	5000- 9 999 kWh	(n=83)	55	
	10 000- 14 999 kWh	(n=62)	54	
	15 000-19 999 kWh	(n=43)	54	
	20 000 - 24 999 kWh	(n=13)	62	
	More than 25 000 kWh	(n=6)	54	
	Do not know	(n=217)	52	
Spending on electricity	Less than 50 €	(n=162)	54	
in total an average	50-100 €	(n=124)		
winter month	100-150€	(n=56)	57	
	150-200 €	(n=55)		
	200-300€	(n=41)		
	More than 300 €	(n=21)		
	Do not know	(n=54)		
Total		(n=513)	1	

#### Q: There will be many different electricity suppliers to choose from that meet my needs 0% 10% 20% 30% 40% Frekvens Prosent 1 Fully disagree 24 4 % 41 8 % 3 Neutral 139 26 % 169 31 % 5 Fully agree 136 25 % Do not know 5 % 28

537

100 %

# Q: There will be many different electricity suppliers to choose from that meet my needs Background variables

Background variable	<del>C3</del>							
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	4%	7%	22%	36%	25%	6%	(n=289)
	Male	5%	9%	30%	26%	26%	4%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	3%	9%	25%	32%	26%	5%	(n=88)
	35 - 49 years	2%	10%	26%	33%	22%	6%	(n=174)
	50 - 64 years	6%	4%	25%	33%	28%	4%	(n=169)
	65 years or older	8%	8%	27%	25%	25%	6%	(n=106)
Type of resident	Apartment	3%	7%	26%	32%	26%	5%	(n=376)
	House	7%	8%	26%	30%	24%	5%	(n=161)
Electricity bill?	Electronic bill	4%	5%	28%	30%	27%	4%	(n=292)
	Paper invoice	4%	10%	24%	33%	23%	6%	(n=245)
Electricity to heating	Use electricity to heat home	5%	9%	24%	35%	22%	5%	(n=204)
	Not using electicity to heat home	4%	7%	27%	28%	29%	5%	(n=314)
	Do not know	5%	5%	21%	47%	▼5%	16%	(n=19)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	5%	7%	<b>▼</b> 17%	36%	32%	4%	(n=133)
	INACTIVE comsumers	4%	8%	▲ 29%	30%	23%	6%	(n=404)
Annual KWh-use	Less than 5000 kWh	4%	7%	28%	34%	21%	7%	(n=92)
	5000- 9 999 kWh	1%	9%	23%	25%	▲38%	5%	(n=88)
	10 000- 14 999 kWh	3%	10%	24%	27%	32%	5%	(n=63)
	15 000-19 999 kWh	4%	7%	31%	27%	27%	4%	(n=45)
	20 000 - 24 999 kWh	▼0%	8%	▼8%	<b>▲</b> 62%	23%	▼0%	(n=13)
	More than 25 000 kWh	17%	▼0%	17%	17%	50%	▼0%	(n=6)
	Do not know	6%	7%	27%	34%	20%	6%	(n=230)
Spending on	Less than 50 €	4%	8%	26%	31%	27%	4%	(n=169)
electricity in total an	50-100 €	3%	7%	22%	37%	27%	4%	(n=129)
average winter month	100-150 €	5%	9%	31%	33%	22%	▼0%	(n=58)
	150-200€	3%	9%	29%	24%	24%	10%	(n=58)
	200-300 €	5%	7%	28%	33%	21%	7%	(n=43)
	More than 300 €	4%	4%	22%	35%	22%	13%	(n=23)
	Do not know	11%	7%	26%	23%	26%	7%	(n=57)
Total		4%	8%	26%	31%	25%	5%	(n=537)

## Q: There will be many different electricity suppliers to choose from that meet my needs

Standardized mean score: 0 =1 Fully disagree and 100 = 5 Fully agree. 'Do not know is not in the calculation.

				■ Significant higher
				■ Significant lower score
		Count	Mean	■ No difference
Gender	Female	(n=272)	69	
	Male	(n=235)	66	
	Other	(n<5)	-	
Age group	Under 35 years	(n=84)	68	
	35 - 49 years	(n=163)	67	
	50 - 64 years	(n=162)	69	
	65 years or older	(n=100)	64	
Type of resident	Apartment	(n=356)	68	
	House	(n=153)	65	
Electricity bill?	Electronic bill	(n=279)	69	
	Paper invoice	(n=230)	66	
Electricity to heating	Use electricity to heat home	(n=194)	65	
	Not using electicity to heat home	(n=299)	69	
	Do not know	(n=16)	63	
Consumer type	ACTIVE consumers	(n<5)	-	
	AWARE consumers	(n=128)	72	
	INACTIVE comsumers	(n=381)	66	
Annual KWh-use	Less than 5000 kWh	(n=86)	66	
	5000- 9 999 kWh	(n=84)	73	
	10 000- 14 999 kWh	(n=60)	70	
	15 000-19 999 kWh	(n=43)	67	
	20 000 - 24 999 kWh	(n=13)	75	
	More than 25 000 kWh	(n=6)	71	
	Do not know	(n=217)	64	
Spending on electricity	Less than 50 €	(n=162)	68	
in total an average	50-100 €	(n=124)		
winter month	100-150€	(n=58)		
	150-200€	(n=52)		
	200-300€	(n=40)		
	More than 300 €	(n=20)		
	Do not know	(n=53)	63	
Total		(n=509)	67	

#### Q: There will be many different contracts to choose from that meet my needs 0% 10% 20% 30% 40% Frekvens Prosent 1 Fully disagree 18 3 % 37 7 % 3 Neutral 142 26 % 185 34 % 5 Fully agree 123 23 % Do not know 32 6 % Total 537 100 %

# Q: There will be many different contracts to choose from that meet my needs Background variables

		1 Fully disagree	2	3 Neutral	7	5 Fully agree	Do not know	Valid N
Gender	Female	3%	6%	24%	37%	23%	6%	(n=289)
	Male	3%	8%	29%	31%	23%	6%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	3%	7%	20%	39%	26%	5%	(n=88)
	35 - 49 years	▼1%	9%	28%	39%	20%	5%	(n=174)
	50 - 64 years	4%	5%	28%	33%	25%	7%	(n=169)
	65 years or older	8%	8%	27%	27%	23%	8%	(n=106)
Type of resident	Apartment	3%	7%	26%	36%	23%	6%	(n=376)
	House	4%	6%	29%	32%	22%	7%	(n=161)
Electricity bill?	Electronic bill	3%	5%	26%	36%	24%	5%	(n=292)
	Paper invoice	3%	9%	27%	33%	21%	7%	(n=245)
Electricity to heating	Use electricity to heat home	3%	8%	24%	37%	23%	5%	(n=204)
	Not using electicity to heat home	4%	6%	28%	32%	24%	6%	(n=314)
	Do not know	▼0%	5%	21%	47%	16%	11%	(n=19)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	2%	3%	20%	39%	32%	4%	(n=133)
	INACTIVE comsumers	4%	8%	28%	33%	20%	7%	(n=404)
Annual KWh-use	Less than 5000 kWh	3%	5%	27%	35%	23%	7%	(n=92)
	5000- 9 999 kWh	2%	6%	27%	28%	32%	5%	(n=88)
	10 000- 14 999 kWh	▼0%	8%	24%	38%	24%	6%	(n=63)
	15 000-19 999 kWh	▼0%	7%	24%	31%	31%	7%	(n=45)
	20 000 - 24 999 kWh	▼0%	15%	▼8%	54%	23%	▼0%	(n=13)
	More than 25 000 kWh	17%	▼0%	50%	▼0%	33%	▼0%	(n=6)
	Do not know	5%	7%	27%	36%	17%	7%	(n=230)
Spending on	Less than 50 €	2%	9%	28%	33%	24%	4%	(n=169)
electricity in total an	50-100 €	3%	6%	22%	41%	21%	7%	(n=129)
average winter month	100-150€	5%	5%	26%	36%	26%	2%	(n=58)
month	150-200€	▼0%	7%	28%	29%	26%	10%	(n=58)
	200-300€	▼0%	5%	42%	28%	21%	5%	(n=43)
	More than 300 €	4%	4%	26%	30%	22%	13%	(n=23)
	Do not know	11%	5%	21%	33%	21%	9%	(n=57)
Total		3%	7%	26%	34%	23%	6%	(n=537)

## Q: There will be many different contracts to choose from that meet my needs

Standardized mean score: 0 =1 Fully disagree and 100 = 5 Fully agree. 'Do not know is not in the calculation.

	core. 0 -11 any alsagree and 100 - 51 any agree	1		
				■ Significant higher
				■ Significant lower score
		Count	Mean	□ No difference
Gender	Female	(n=271)		<u> </u>
	Male	(n=232)		
	Other	, ,	00	
Age group	Under 35 years	(n<5) (n=84)	70	
	35 - 49 years	(n=165)		
	50 - 64 years	(n=158)		
	65 years or older	, ,	64	
Type of resident	Apartment	(n=98) (n=355)		
Type of resident	House	, ,	67	
Electricity bill?	Electronic bill	(n=150)		
Licetificity bill:	Paper invoice	(n=276)		
Electricity to heating	Use electricity to heat home	(n=229)		
Licetificity to ficating	Not using electicity to heat home	(n=193)		
	Do not know	(n=295)		
Consumer type	ACTIVE consumers	(n=17)	71	
consumer type	AWARE consumers	(n<5)		
	INACTIVE comsumers	(n=128)		
Annual KWh-use	Less than 5000 kWh	(n=377)		
Allilual KVVII-use	5000- 9 999 kWh	(n=86)		
	10 000- 14 999 kWh	(n=84)		
		(n=59)		
	15 000-19 999 kWh	(n=42)		
	20 000 - 24 999 kWh	(n=13)		
	More than 25 000 kWh	(n=6)		
Carandian an alaskaisik.	Do not know	(n=215)	64	
Spending on electricity in total an average	Less than 50 €	(n=163)		
winter month	50-100 €	(n=120)		
	100-150 €	(n=57)		
	150-200€	(n=52)		
	200-300€	(n=41)		
	More than 300 €	(n=20)	68	
	Do not know	(n=52)	63	
Total		(n=505)	68	

#### Q: It will be easy to understand what is included in the price / agreement 0% 5% 10% 15% 20% 25% Frekvens Prosent 1 Fully disagree 13 % 68 116 22 % 3 Neutral 121 23 % 127 24 % 5 Fully agree 87 16 % Do not know 18 3 % Total 537 100 %

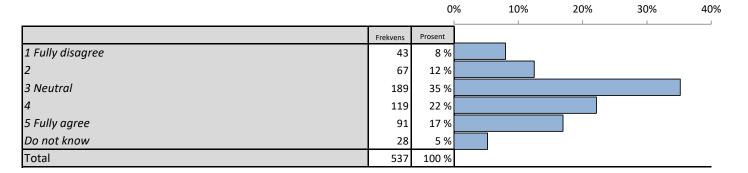
Q: It will be easy to understand what is included in the price / agreement Background variables

Dackground variable								
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	13%	<b>▲</b> 26%	19%	23%	15%	4%	(n=289)
	Male	13%	▼16%	26%	24%	17%	3%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	7%	17%	28%	26%	18%	3%	(n=88)
	35 - 49 years	10%	25%	22%	26%	13%	4%	(n=174)
	50 - 64 years	14%	22%	22%	21%	18%	2%	(n=169)
	65 years or older	20%	18%	20%	22%	17%	4%	(n=106)
Type of resident	Apartment	12%	22%	23%	23%	17%	3%	(n=376)
	House	15%	20%	20%	26%	15%	4%	(n=161)
Electricity bill?	Electronic bill	12%	24%	22%	25%	16%	▼1%	(n=292)
	Paper invoice	14%	18%	23%	22%	16%	<b>▲</b> 6%	(n=245)
Electricity to heating	Use electricity to heat home	11%	26%	22%	23%	16%	2%	(n=204)
	Not using electicity to heat home	13%	19%	23%	24%	17%	4%	(n=314)
	Do not know	21%	11%	26%	26%	5%	11%	(n=19)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	▼7%	20%	21%	29%	23%	▼1%	(n=133)
	INACTIVE comsumers	▲ 15%	22%	23%	22%	14%	▲4%	(n=404)
Annual KWh-use	Less than 5000 kWh	10%	18%	24%	30%	13%	4%	(n=92)
	5000- 9 999 kWh	8%	20%	26%	18%	24%	3%	(n=88)
	10 000- 14 999 kWh	13%	16%	21%	37%	14%	▼0%	(n=63)
	15 000-19 999 kWh	16%	16%	13%	33%	20%	2%	(n=45)
	20 000 - 24 999 kWh	8%	31%	23%	15%	23%	▼0%	(n=13)
	More than 25 000 kWh	17%	33%	▼0%	17%	33%	▼0%	(n=6)
	Do not know	15%	25%	23%	18%	13%	4%	(n=230)
Spending on	Less than 50 €	9%	22%	24%	23%	18%	4%	(n=169)
electricity in total an	50-100€	13%	22%	20%	25%	18%	2%	(n=129)
average winter month	100-150 €	16%	21%	19%	28%	17%	▼0%	(n=58)
	150-200 €	10%	19%	28%	26%	12%	5%	(n=58)
	200-300 €	19%	28%	23%	16%	12%	2%	(n=43)
	More than 300 €	17%	26%	13%	17%	22%	4%	(n=23)
	Do not know	16%	16%	25%	25%	11%	9%	(n=57)
Total		13%	22%	23%	24%	16%	3%	(n=537)

#### Q: It will be easy to understand what is included in the price / agreement

Staridar dized illean 5	tore. 0 -1 runy disagree und 100 - 3 runy agr	1	I I	
				■ Significant higher
				■ Significant lower score
		Count	Mean	□ No difference
Gender	Female	(n=278)	50	
	Male	(n=239)	55	
	Other	(n<5)	-	
Age group	Under 35 years	(n=85)		
	35 - 49 years	(n=167)	51	
	50 - 64 years	(n=165)	52	
	65 years or older	(n=102)		
Type of resident	Apartment	(n=364)		
	House	(n=155)		
Electricity bill?	Electronic bill	(n=288)		
	Paper invoice	(n=231)		
Electricity to heating	Use electricity to heat home	(n=200)		
	Not using electicity to heat home	(n=302)		
	Do not know	(n=17)		
Consumer type	ACTIVE consumers	(n<5)		
	AWARE consumers	(n=132)		
	INACTIVE comsumers	(n=387)		
Annual KWh-use	Less than 5000 kWh	(n=88)		
	5000- 9 999 kWh	(n=85)		
	10 000- 14 999 kWh	(n=63)		
	15 000-19 999 kWh	(n=44)		
	20 000 - 24 999 kWh	(n=13)		
	More than 25 000 kWh	(n=6)		
	Do not know	(n=220)	<b>▼</b> 47	
Spending on electricity	Less than 50 €	(n=163)		
in total an average	50-100 €	(n=127)		
winter month	100-150€	(n=58)		
	150-200€	(n=55)		
	200-300€	(n=42)		
	More than 300 €	(n=22)		
	Do not know	(n=52)	50	
Total				
Total		(n=519)	52	0 25 50 75

## Q: I will be well-informed



## Q: I will be well-informed Background variables

Dackground variable								
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	10%	▲17%	31%	23%	13%	6%	(n=289)
	Male	6%	▼7%	40%	22%	22%	4%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼2%	20%	33%	20%	17%	7%	(n=88)
	35 - 49 years	7%	15%	32%	<b>▲</b> 30%	13%	4%	(n=174)
	50 - 64 years	9%	8%	37%	19%	22%	6%	(n=169)
	65 years or older	13%	9%	41%	16%	16%	5%	(n=106)
Type of resident	Apartment	7%	13%	35%	24%	16%	5%	(n=376)
	House	11%	12%	35%	18%	18%	6%	(n=161)
Electricity bill?	Electronic bill	7%	14%	35%	22%	18%	4%	(n=292)
	Paper invoice	10%	11%	35%	22%	16%	7%	(n=245)
Electricity to heating	Use electricity to heat home	9%	15%	33%	18%	19%	5%	(n=204)
	Not using electicity to heat home	7%	11%	36%	25%	17%	5%	(n=314)
	Do not know	5%	16%	42%	26%	▼0%	11%	(n=19)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	▼2%	9%	29%	27%	▲ 29%	5%	(n=133)
	INACTIVE comsumers	▲10%	14%	37%	21%	▼13%	5%	(n=404)
Annual KWh-use	Less than 5000 kWh	▼2%	8%	39%	29%	16%	5%	(n=92)
	5000- 9 999 kWh	▼2%	10%	30%	26%	25%	7%	(n=88)
	10 000- 14 999 kWh	6%	6%	37%	30%	17%	3%	(n=63)
	15 000-19 999 kWh	2%	9%	22%	31%	29%	7%	(n=45)
	20 000 - 24 999 kWh	▼0%	23%	23%	31%	23%	▼0%	(n=13)
	More than 25 000 kWh	17%	▼0%	33%	▼0%	50%	▼0%	(n=6)
	Do not know	▲ 14%	▲17%	39%	<b>▼</b> 14%	▼10%	5%	(n=230)
Spending on	Less than 50 €	6%	11%	38%	25%	15%	5%	(n=169)
electricity in total an average winter month	50-100 €	5%	12%	28%	30%	20%	5%	(n=129)
	100-150€	▼2%	19%	29%	17%	28%	5%	(n=58)
	150-200€	▼2%	10%	41%	22%	16%	9%	(n=58)
	200-300 €	14%	12%	37%	19%	14%	5%	(n=43)
	More than 300 €	17%	13%	30%	9%	22%	9%	(n=23)
	Do not know	▲ 25%	16%	42%	▼9%	▼5%	4%	(n=57)
Total		8%	12%	35%	22%	17%	5%	(n=537)

#### Q: I will be well-informed

Standardized inean s	core: 0 =1 Fully disagree and 100 = 5 Fully ag	lee. Do no	KIIOW	15 110t III tile calculation. ]
				■ Significant higher
				■ Significant lower score
		Count	Mean	□ No difference
Gender	Female	Count		and difference
Gender	Male	(n=272)		
	Other	(n=235)		
Age group	Under 35 years	(n<5)		
Age group		(n=82)		
	35 - 49 years	(n=167)		
	50 - 64 years	(n=159)		
T	65 years or older	(n=101)	53	
Type of resident	Apartment	(n=358)		
	House	(n=151)	55	
Electricity bill?	Electronic bill	(n=280)	58	
	Paper invoice	(n=229)	56	
Electricity to heating	Use electricity to heat home	(n=193)	56	
	Not using electicity to heat home	(n=299)	59	
	Do not know	(n=17)	50	
Consumer type	ACTIVE consumers	(n<5)	-	
	AWARE consumers	(n=127)	<b>▲</b> 69	
	INACTIVE comsumers	(n=382)	▼54	
Annual KWh-use	Less than 5000 kWh	(n=87)	63	
	5000- 9 999 kWh	(n=82)	<b>▲</b> 66	
	10 000- 14 999 kWh	(n=61)	62	
	15 000-19 999 kWh	(n=42)	<b>▲</b> 70	
	20 000 - 24 999 kWh	(n=13)		
	More than 25 000 kWh	(n=6)		
	Do not know	(n=218)	<b>▼</b> 47	
Spending on electricity	Less than 50 €	(n=161)		
in total an average	50-100€	(n=123)		
winter month	100-150€	(n=55)		
	150-200€	(n=53)		
	200-300 €	(n=41)		,
	More than 300 €	(n=21)		
	Do not know	(n=55)		
 Total		(n=509)	57	
Total		(11-309)		0 25 50 75

Q: Do you know of any online comparison tools for electricit	y contra	icts?				
		0	% 20%	40%	60%	80%
	Frekvens	Prosent				
Yes	185	34 %				
No	352	66 %				
Total	537	100 %				

Q: Do you know of any online comparison tools for electricity contracts? Background variables

Background variabl	es			
		Yes	No	Valid N
Gender	Female	30%	70%	(n=289)
	Male	40%	60%	(n=246)
	Other	- %	- %	(n<5)
Age group	Under 35 years	40%	60%	(n=88)
	35 - 49 years	36%	64%	(n=174)
	50 - 64 years	35%	65%	(n=169)
	65 years or older	26%	74%	(n=106)
Type of resident	Apartment	34%	66%	(n=376)
	House	35%	65%	(n=161)
Electricity bill?	Electronic bill	38%	62%	(n=292)
	Paper invoice	30%	70%	(n=245)
Electricity to heating	Use electricity to heat home	40%	60%	(n=204)
	Not using electicity to heat home	32%	68%	(n=314)
	Do not know	▼11%	▲89%	(n=19)
Consumer type	ACTIVE consumers	- %	- %	(n<5)
	AWARE consumers	▲ 65%	▼35%	(n=133)
	INACTIVE comsumers	▼24%	<b>▲</b> 76%	(n=404)
Annual KWh-use	Less than 5000 kWh	41%	59%	(n=92)
	5000- 9 999 kWh	45%	55%	(n=88)
	10 000- 14 999 kWh	43%	57%	(n=63)
	15 000-19 999 kWh	<b>▲</b> 53%	<b>▼</b> 47%	(n=45)
	20 000 - 24 999 kWh	▲ 69%	▼31%	(n=13)
	More than 25 000 kWh	67%	33%	(n=6)
	Do not know	▼19%	▲81%	(n=230)
Spending on	Less than 50 €	31%	69%	(n=169)
electricity in total an	50-100 €	36%	64%	(n=129)
average winter month	100-150€	33%	67%	(n=58)
monu	150-200€	<b>▲</b> 50%	▼50%	(n=58)
	200-300 €	49%	51%	(n=43)
	More than 300 €	35%	65%	(n=23)
	Do not know	▼16%	▲84%	(n=57)
Total		34%	66%	(n=537)

Q: What comparison tool(s) have you visited online?	
Several answers possible.	

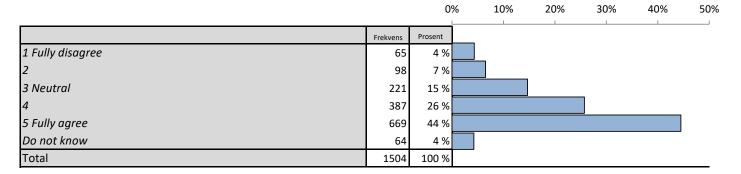
		0	%	50%	100%	6 150%
	Count	%		<u> </u>		
Energiaviraston ylläpitämä sähkön hintavertailusivusto (sahkonhinta.fi)	161	87 %				
Other	30	16 %				
Don't remember	7	4 %				
Total	185	100 %				

## Q: What comparison tool(s) have you visited online? Several answers possible.

Background

Background					
		Energiaviraston ylläpitämä sähkön hintavertailusivusto (sahkonhinta.fi)	Other	Don't remember	Valid N
Gender	Female	81%	16%	6%	(n=86)
	Male	93%	15%	2%	(n=98)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	86%	23%	▼0%	(n=35)
	35 - 49 years	84%	14%	10%	(n=63)
	50 - 64 years	92%	12%	2%	(n=59)
	65 years or older	86%	21%	▼0%	(n=28)
Type of resident	Apartment	88%	14%	5%	(n=129)
	House	84%	21%	2%	(n=56)
Electricity bill?	Electronic bill	85%	15%	5%	(n=112)
	Paper invoice	90%	18%	1%	(n=73)
Electricity to heating	Use electricity to heat home	85%	20%	2%	(n=81)
	Not using electicity to heat home	89%	13%	5%	(n=102)
	Do not know	- %	- %	- %	(n<5)
Consumer type	ACTIVE consumers	- %	- %	- %	(n<5)
	AWARE consumers	90%	16%	2%	(n=87)
	INACTIVE comsumers	85%	16%	5%	(n=98)
Annual KWh-use	Less than 5000 kWh	84%	13%	8%	(n=38)
	5000- 9 999 kWh	88%	18%	▼0%	(n=40)
	10 000- 14 999 kWh	96%	15%	▼0%	(n=27)
	15 000-19 999 kWh	96%	13%	8%	(n=24)
	20 000 - 24 999 kWh	67%	44%	▼0%	(n=9)
	More than 25 000 kWh	- %	- %	- %	(n<5)
	Do not know	81%	16%	5%	(n=43)
Spending on electricity in	Less than 50 €	90%	12%	6%	(n=52)
total an average winter month	50-100 €	87%	17%	6%	
	100-150 €	79%	26%	▼0%	(n=19)
	150-200 €	86%	21%	3%	(n=29)
	200-300 €	95%	5%	▼0%	(n=21)
	More than 300 €	88%	13%	0%	(n=8)
	Do not know	67%	33%	0%	(n=9)
Total		87%	16%		(n=185)

## Q: It is easy to switch supplier



## Q: It is easy to switch supplier Background variables

Background variabl	es							
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	5%	<b>▲</b> 9%	13%	27%	41%	4%	(n=759)
	Male	3%	▼4%	17%	24%	48%	4%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	3%	9%	18%	▲33%	▼32%	4%	(n=262)
	35 - 49 years	3%	8%	15%	26%	44%	4%	(n=420)
	50 - 64 years	4%	6%	13%	24%	48%	4%	(n=474)
	65 years or older	6%	▼3%	15%	22%	50%	5%	(n=348)
Type of resident	Apartment	4%	6%	15%	26%	43%	<b>▲</b> 5%	(n=985)
	House	5%	7%	13%	25%	48%	▼2%	(n=519)
Electricity bill?	Electronic bill	4%	6%	13%	25%	▲ 49%	▼3%	(n=895)
	Paper invoice	5%	8%	17%	26%	▼38%	▲ 6%	(n=609)
Electricity to heating	Use electricity to heat home	4%	▲9%	16%	25%	44%	▼2%	(n=605)
	Not using electicity to heat home	4%	▼5%	14%	25%	46%	5%	(n=861)
	Do not know	3%	16%	13%	42%	▼18%	8%	(n=38)
Consumer type	ACTIVE consumers	3%	▼3%	▼9%	<b>▼</b> 21%	▲ 60%	3%	(n=510)
	AWARE consumers	4%	7%	15%	25%	46%	2%	(n=282)
	INACTIVE comsumers	5%	▲9%	▲ 18%	▲29%	▼33%	6%	(n=712)
Annual KWh-use	Less than 5000 kWh	2%	▼3%	12%	29%	50%	4%	(n=341)
	5000- 9 999 kWh	5%	7%	12%	24%	50%	2%	(n=260)
	10 000- 14 999 kWh	4%	5%	17%	21%	50%	2%	(n=206)
	15 000-19 999 kWh	3%	10%	13%	26%	48%	▼1%	(n=143)
	20 000 - 24 999 kWh	6%	6%	12%	27%	47%	2%	(n=51)
	More than 25 000 kWh	7%	4%	15%	19%	56%	▼0%	(n=27)
	Do not know	6%	9%	18%	27%	▼33%	▲ 7%	(n=476)
Spending on	Less than 50 €	▼2%	6%	14%	29%	44%	4%	(n=462)
electricity in total an average winter	50-100 €	6%	5%	14%	25%	45%	5%	(n=371)
month	100-150 €	5%	7%	14%	24%	47%	3%	(n=182)
	150-200 €	5%	7%	18%	25%	42%	3%	(n=153)
	200-300 €	5%	11%	15%	26%	41%	2%	(n=135)
	More than 300 €	6%	6%	12%	20%	55%	1%	(n=82)
	Do not know	5%	8%	16%	21%	39%	10%	(n=119)
Total		4%	7%	15%	26%	44%	4%	(n=1504)

#### Q: It is easy to switch supplier

Standardized inlean St	core: 0 =1 Fully disagree and 100 = 5 Fully agr	T DO III	I KIIOW I	
				■ Significant higher
				■ Significant lower score
				■ No difference
Candar	Formula	Count	Mean	ino dillerence
Gender	Female	(n=725)		
	Male	(n=711)	<b>▲</b> 78	
	Other	(n<5)		
Age group	Under 35 years	(n=251)	<b>▼</b> 71	
	35 - 49 years	(n=402)	76	
	50 - 64 years	(n=455)	77	
	65 years or older	(n=332)	78	
Type of resident	Apartment	(n=933)	76	
	House	(n=507)	76	
Electricity bill?	Electronic bill	(n=870)	<b>▲</b> 78	
	Paper invoice	(n=570)	▼73	
Electricity to heating	Use electricity to heat home	(n=590)	74	
	Not using electicity to heat home	(n=815)	78	
	Do not know	(n=35)	66	
Consumer type	ACTIVE consumers	(n=493)	▲84	
	AWARE consumers	(n=276)	76	
	INACTIVE comsumers	(n=671)	▼70	
Annual KWh-use	Less than 5000 kWh	(n=326)	▲82	
	5000- 9 999 kWh	(n=254)	78	
	10 000- 14 999 kWh	(n=201)	78	
	15 000-19 999 kWh	(n=141)	77	
	20 000 - 24 999 kWh	(n=50)	77	
	More than 25 000 kWh	(n=27)	78	
	Do not know	(n=441)	▼69	
Spending on electricity	Less than 50 €	(n=444)		
in total an average	50-100 €	(n=352)		
winter month	100-150€	(n=176)		
	150-200€	(n=148)		
	200-300€	(n=132)		
	More than 300 €	(n=81)		
	Do not know	(n=107)		
Total		(n=1440)	76	
		( 1440)		0 25 50 75

#### Q: I regularly compare electricity contracts 0% 5% 10% 15% 20% 25% Frekvens Prosent 1 Fully disagree 164 14 % 262 23 % 3 Neutral 253 22 % 269 24 % 5 Fully agree 178 16 % Do not know 13 1 % Total 1139 100 %

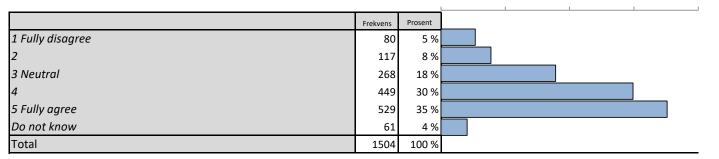
## Q: I regularly compare electricity contracts Background variables

Background variable	es							
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	▲ 18%	▲27%	19%	22%	13%	1%	(n=554)
	Male	<b>▼</b> 11%	▼19%	25%	25%	18%	1%	(n=581)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	11%	27%	24%	26%	▼9%	4%	(n=199)
	35 - 49 years	13%	25%	17%	▲29%	14%	1%	(n=309)
	50 - 64 years	17%	22%	24%	20%	17%	1%	(n=364)
	65 years or older	15%	19%	24%	21%	20%	1%	(n=267)
Type of resident	Apartment	▲ 17%	▲27%	22%	<b>▼</b> 21%	<b>▼</b> 12%	1%	(n=713)
	House	▼10%	▼17%	22%	▲28%	▲ 22%	1%	(n=426)
Electricity bill?	Electronic bill	14%	21%	21%	25%	18%	1%	(n=708)
	Paper invoice	15%	26%	24%	21%	13%	2%	(n=431)
Electricity to heating	Use electricity to heat home	12%	22%	20%	26%	▲ 19%	1%	(n=492)
	Not using electicity to heat home	16%	23%	24%	22%	13%	1%	(n=625)
	Do not know	27%	41%	18%	▼5%	▼5%	5%	(n=22)
Consumer type	ACTIVE consumers	15%	20%	20%	25%	18%	1%	(n=510)
	AWARE consumers	▼8%	21%	22%	▲30%	18%	1%	(n=282)
	INACTIVE comsumers	18%	▲29%	26%	<b>▼</b> 15%	<b>▼</b> 10%	1%	(n=347)
Annual KWh-use	Less than 5000 kWh	17%	20%	20%	26%	16%	1%	(n=268)
	5000- 9 999 kWh	10%	18%	23%	28%	19%	1%	(n=206)
	10 000- 14 999 kWh	▼9%	23%	25%	23%	20%	1%	(n=176)
	15 000-19 999 kWh	10%	19%	17%	31%	22%	▼0%	(n=121)
	20 000 - 24 999 kWh	12%	16%	19%	26%	26%	2%	(n=43)
	More than 25 000 kWh	▼4%	16%	12%	40%	28%	▼0%	(n=25)
	Do not know	▲22%	▲32%	25%	<b>▼</b> 14%	▼5%	2%	(n=300)
Spending on	Less than 50 €	▲ 19%	27%	21%	21%	<b>▼</b> 11%	0%	(n=322)
electricity in total an average winter month	50-100 €	13%	23%	22%	23%	16%	2%	(n=287)
	100-150 €	9%	19%	23%	29%	20%	1%	(n=148)
	150-200 €	11%	20%	24%	28%	16%	1%	(n=128)
	200-300 €	12%	21%	20%	24%	22%	1%	(n=113)
	More than 300 €	▼5%	▼11%	22%	35%	27%	▼0%	(n=63)
	Do not know	▲ 27%	29%	23%	▼9%	▼8%	4%	(n=78)
Total		14%	23%	22%	24%	16%	1%	(n=1139)

#### Q: I regularly compare electricity contracts

otariaaraizea mearro	core: 0 =1 Fully disagree and 100 = 5 Fully ag	lee. Do no	I	13 not in the calculation.
				■ Significant higher
				■ Significant lower score
		C		□ No difference
Gender	Female	Count	Mean	
dender	Male	(n=550)		
	Other	(n=573)		
Age group	Under 35 years	(n<5)		
Age group		(n=192)		
	35 - 49 years	(n=307)		
	50 - 64 years	(n=362)		
Town of annial and	65 years or older	(n=265)		
Type of resident	Apartment	(n=705)		
EL	House	(n=421)		
Electricity bill?	Electronic bill	(n=704)	53	
	Paper invoice	(n=422)	47	
Electricity to heating	Use electricity to heat home	(n=489)	<b>▲</b> 55	
	Not using electicity to heat home	(n=616)	48	
	Do not know	(n=21)	▼29	
Consumer type	ACTIVE consumers	(n=504)	53	
	AWARE consumers	(n=280)	<b>▲</b> 58	
	INACTIVE comsumers	(n=342)	<b>▼</b> 43	
Annual KWh-use	Less than 5000 kWh	(n=266)	51	
	5000- 9 999 kWh	(n=204)	<b>▲</b> 57	
	10 000- 14 999 kWh	(n=174)	56	
	15 000-19 999 kWh	(n=121)	<b>▲</b> 59	
	20 000 - 24 999 kWh	(n=42)	60	
	More than 25 000 kWh	(n=25)	<b>▲</b> 68	
	Do not know	(n=294)	▼37	
Spending on electricity	Less than 50 €	(n=321)	▼44	
in total an average	50-100 €	(n=281)		_
winter month	100-150€	(n=147)		
	150-200€	(n=127)		
	200-300€	(n=112)		
	More than 300 €	(n=63)		
	Do not know	(n=75)		
		(,5)		

# Q: I can save money by switching electricity contract 0% 10% 20% 30% 40%



## Q: I can save money by switching electricity contract Background variables

Gender	Female	1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender		6%	8%	▼15%	30%	36%	5%	(n=759)
	Male	5%	7%	▲21%	30%	34%	3%	(n=741)
• • • • • •	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	3%	7%	18%	34%	32%	5%	(n=262)
	35 - 49 years	4%	7%	16%	34%	36%	4%	(n=420)
	50 - 64 years	7%	8%	16%	27%	39%	3%	(n=474)
Type of resident	65 years or older Apartment	7%	8%	23%	26%	32%	4%	(n=348)
Type of resident	House	6%	9%	18%	29%	▼33%	5%	(n=985)
Electricity bill?	Electronic bill	4%	6%	17%	31%	▲ 40%	3%	(n=519)
Liectricity bill:	Paper invoice	5%	7%	17%	32%	37%	3%	(n=895)
Electricity to heating	Use electricity to heat home	6%	9%	20%	27%	32%	6%	(n=609)
Electricity to fleating	Not using electicity to heat home	▼3% ▲7%	7%	15% 20%	32%	<b>▲</b> 40%	<b>▼</b> 2% 5%	(n=605) (n=861)
	Do not know	5%	8% 16%	16%	28%	32% 29%	13%	
Consumer type	ACTIVE consumers	▼3%	16% ▼4%	▼13%	21% 27%	<b>1</b> 50%	3%	(n=38) (n=510)
	AWARE consumers	5%	10%	21%	29%	33%	2%	(n=282)
	INACTIVE comsumers	<b>△</b> 7%	<b>10</b> %	20%	32%	▼ 25%	<b>1</b> 6%	(n=712)
Annual KWh-use	Less than 5000 kWh	6%	8%	17%	28%	38%	4%	(n=341)
	5000- 9 999 kWh	5%	6%	19%	34%	34%	2%	(n=260)
	10 000- 14 999 kWh	4%	8%	17%	30%		<b>▼</b> 1%	(n=206)
	15 000-19 999 kWh	5%	6%	13%	26%	<b>▲</b> 48%	3%	(n=143)
	20 000 - 24 999 kWh	▼0%	6%	12%	41%		▼0%	(n=51)
	More than 25 000 kWh	7%	4%	11%	22%	52%	4%	(n=27)
	Do not know	6%	10%	21%	30%	▼26%	<b>▲</b> 7%	(n=476)
Spending on	Less than 50 €	6%	10%	18%	32%	32%	4%	(n=462)
electricity in total an	50-100 €	6%	6%	21%	29%	35%	4%	(n=371)
average winter	100-150€	6%	7%	15%	27%	42%	2%	(n=182)
month	150-200€	5%	8%	20%	29%	35%	4%	(n=153)
	200-300 €	▼1%	10%	16%	31%	38%	4%	(n=135)
	More than 300 €	4%	▼2%	▼10%	29%	<b>▲</b> 50%	5%	(n=82)
	Do not know	7%	8%	20%	30%	26%	8%	(n=119)
Total		5%	8%	18%	30%	35%	4%	(n=1504)

#### Q: I can save money by switching electricity contract

Standardized inean St	core: 0 =1 Fully disagree and 100 = 5 Fully agr		KIIOW	is not in the calculation.
				■ Significant higher
				■ Significant lower score
		Count	Mean	□ No difference
Gender	Female	(n=721)	72	,
	Male	(n=719)	71	
	Other	(n<5)		
Age group	Under 35 years	(n=248)		
	35 - 49 years	(n=404)	74	
	50 - 64 years	(n=458)	71	
	65 years or older	(n=333)		
Type of resident	Apartment	(n=937)	▼69	
	House	(n=506)	<b>▲</b> 75	
Electricity bill?	Electronic bill	(n=868)		
	Paper invoice	(n=575)	69	
Electricity to heating	Use electricity to heat home	(n=591)	<b>▲</b> 75	
	Not using electicity to heat home	(n=819)	▼69	
	Do not know	(n=33)	65	
Consumer type	ACTIVE consumers	(n=495)	<b>▲</b> 80	
	AWARE consumers	(n=276)	69	
	INACTIVE comsumers	(n=672)		
Annual KWh-use	Less than 5000 kWh	(n=326)		
	5000- 9 999 kWh	(n=254)	72	
	10 000- 14 999 kWh	(n=203)		
	15 000-19 999 kWh	(n=139)	<b>▲</b> 78	
	20 000 - 24 999 kWh	(n=51)	<b>▲</b> 79	
	More than 25 000 kWh	(n=26)		
	Do not know	(n=444)	▼66	
Spending on electricity	Less than 50 €	(n=444)		
in total an average	50-100 €	(n=357)		
winter month	100-150 €	(n=178)	74	
	150-200 €	(n=147)		
	200-300 €	(n=130)		
	More than 300 €	(n=78)		
	Do not know	(n=109)		
Total		(n=1443)	71	

#### Q: I would like to be better informed about the price I pay for electricity 0% 10% 20% 30% 40% Frekvens Prosent 1 Fully disagree 77 5 % 9 % 141 3 Neutral 467 31 % 471 31 % 5 Fully agree 309 21 % Do not know 39 3 %

1504

100 %

Q: I would like to be better informed about the price I pay for electricity Background variables

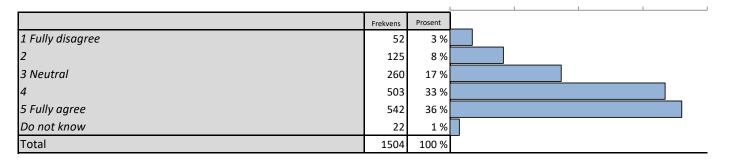
Total

Background variable	es							
		1 Fully disagree	2	3 Neutral	7	5 Fully agree	Do not know	Valid N
Gender	Female	5%	10%	<b>▼</b> 27%	34%	22%	3%	(n=759)
	Male	6%	9%	▲35%	29%	19%	2%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼1%	10%	29%	35%	20%	4%	(n=262)
	35 - 49 years	5%	12%	33%	33%	▼16%	2%	(n=420)
	50 - 64 years	6%	8%	28%	30%	25%	3%	(n=474)
	65 years or older	7%	7%	34%	29%	21%	3%	(n=348)
Type of resident	Apartment	5%	▲11%	31%	29%	21%	3%	(n=985)
	House	5%	▼7%	31%	35%	20%	3%	(n=519)
Electricity bill?	Electronic bill	5%	10%	29%	32%	22%	2%	(n=895)
	Paper invoice	5%	9%	33%	30%	19%	4%	(n=609)
Electricity to heating	Use electricity to heat home	4%	10%	27%	35%	22%	2%	(n=605)
	Not using electicity to heat home	6%	9%	33%	29%	20%	3%	(n=861)
	Do not know	▼0%	11%	34%	24%	26%	5%	(n=38)
Consumer type	ACTIVE consumers	5%	9%	31%	31%	22%	3%	(n=510)
	AWARE consumers	6%	8%	29%	34%	21%	1%	(n=282)
	INACTIVE comsumers	5%	10%	32%	31%	19%	3%	(n=712)
Annual KWh-use	Less than 5000 kWh	6%	11%	31%	29%	19%	3%	(n=341)
	5000- 9 999 kWh	7%	9%	32%	31%	20%	2%	(n=260)
	10 000- 14 999 kWh	5%	9%	26%	34%	25%	▼0%	(n=206)
	15 000-19 999 kWh	4%	10%	27%	36%	20%	3%	(n=143)
	20 000 - 24 999 kWh	2%	8%	29%	31%	24%	6%	(n=51)
	More than 25 000 kWh	7%	4%	30%	37%	22%	▼0%	(n=27)
	Do not know	4%	9%	34%	30%	20%	3%	(n=476)
Spending on	Less than 50 €	7%	12%	35%	28%	▼15%	2%	(n=462)
electricity in total an	50-100 €	4%	10%	33%	27%	25%	2%	(n=371)
average winter month	100-150 €	4%	<b>▼</b> 4%	▼23%	<b>▲</b> 45%	22%	2%	(n=182)
	150-200 €	7%	7%	26%	36%	23%	2%	(n=153)
	200-300€	4%	10%	33%	27%	21%	4%	(n=135)
	More than 300 €	2%	7%	24%	43%	21%	2%	(n=82)
	Do not know	6%	8%	29%	28%	22%	7%	(n=119)
Total		5%	9%	31%	31%	21%	3%	(n=1504)

#### Q: I would like to be better informed about the price I pay for electricity

				■ Significant higher
				■ Significant lower score
			Mean	☐ No difference
Gender	Female	(n=736)	65	
	Male	(n=726)	62	
	Other	(n<5)	-	
Age group	Under 35 years	(n=251)	66	
	35 - 49 years	(n=413)	61	
	50 - 64 years	(n=462)	65	
	65 years or older	(n=339)	63	
Type of resident	Apartment	(n=960)	63	
	House	(n=505)	65	
Electricity bill?	Electronic bill	(n=878)	64	
	Paper invoice	(n=587)	63	
Electricity to heating	Use electricity to heat home	(n=590)	66	
	Not using electicity to heat home	(n=839)	62	
	Do not know	(n=36)	67	
Consumer type	ACTIVE consumers	(n=497)	64	
	AWARE consumers	(n=278)	64	
	INACTIVE comsumers	(n=690)	63	
Annual KWh-use	Less than 5000 kWh	(n=331)	61	
	5000- 9 999 kWh	(n=255)	62	
	10 000- 14 999 kWh	(n=205)	66	
	15 000-19 999 kWh	(n=139)	65	
	20 000 - 24 999 kWh	(n=48)	68	
	More than 25 000 kWh	(n=27)	66	
	Do not know	(n=460)	64	
Spending on electricity	Less than 50 €	(n=453)		
in total an average	50-100 €	(n=363)		
winter month	100-150 €	(n=179)		
	150-200 €			
	200-300€	(n=150)		
	More than 300 €	(n=129)	64	
	Do not know	(n=80)	68	
	DO HOU KHOW	(n=111)	64	

# Q: My bill is simple and easy to understand 0% 10% 20% 30% 40%



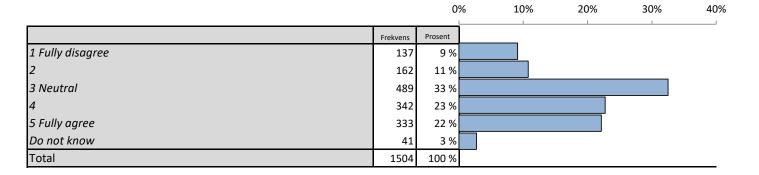
## Q: My bill is simple and easy to understand Background variables

Background variable	<del></del>							
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	4%	10%	16%	34%	35%	2%	(n=759)
	Male	3%	7%	18%	33%	37%	1%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼1%	9%	20%	40%	▼27%	3%	(n=262)
	35 - 49 years	3%	10%	19%	37%	▼31%	1%	(n=420)
	50 - 64 years	5%	7%	18%	30%	39%	1%	(n=474)
	65 years or older	5%	8%	<b>▼</b> 12%	28%	▲46%	1%	(n=348)
Type of resident	Apartment	4%	8%	18%	32%	36%	2%	(n=985)
	House	3%	8%	16%	36%	36%	1%	(n=519)
Electricity bill?	Electronic bill	3%	9%	17%	33%	38%	1%	(n=895)
	Paper invoice	4%	8%	18%	34%	34%	2%	(n=609)
Electricity to heating	Use electricity to heat home	2%	10%	18%	34%	35%	1%	(n=605)
	Not using electicity to heat home	4%	7%	16%	33%	38%	2%	(n=861)
	Do not know	11%	3%	24%	37%	21%	5%	(n=38)
Consumer type	ACTIVE consumers	2%	▼4%	14%	36%	▲42%	2%	(n=510)
	AWARE consumers	4%	8%	16%	32%	39%	1%	(n=282)
	INACTIVE comsumers	4%	▲11%	▲21%	32%	▼30%	1%	(n=712)
Annual KWh-use	Less than 5000 kWh	3%	▼5%	▼11%	36%	▲44%	1%	(n=341)
	5000- 9 999 kWh	2%	5%	20%	34%	37%	2%	(n=260)
	10 000- 14 999 kWh	1%	7%	17%	33%	41%	0%	(n=206)
	15 000-19 999 kWh	2%	11%	17%	34%	34%	1%	(n=143)
	20 000 - 24 999 kWh	4%	14%	14%	35%	33%	▼0%	(n=51)
	More than 25 000 kWh	7%	4%	11%	26%	52%	▼0%	(n=27)
	Do not know	<b>▲</b> 6%	▲12%	▲ 22%	31%	▼28%	2%	(n=476)
Spending on	Less than 50 €	3%	8%	14%	35%	38%	2%	(n=462)
electricity in total an	50-100 €	3%	8%	17%	34%	36%	1%	(n=371)
average winter	100-150€	2%	7%	15%	39%	37%	▼0%	(n=182)
month	150-200€	4%	8%	16%	36%	35%	1%	(n=153)
	200-300€	▼1%	13%	20%	30%	36%	1%	(n=135)
	More than 300 €	9%	7%	16%	23%	45%	▼0%	(n=82)
	Do not know	5%	9%	▲35%	▼24%	▼22%	5%	(n=119)
Total		3%	8%	17%	33%	36%	1%	(n=1504)

#### Q: My bill is simple and easy to understand

	Female			■ Significant higher
	Fomala			Cincificant laws as a
	Fomala			■ Significant lower score
	Famala	Count	Mean	☐ No difference
	remale	(n=747)	72	
	Male	(n=731)	74	
	Other	(n<5)	-	
Age group	Under 35 years	(n=254)	72	
	35 - 49 years	(n=415)	71	
	50 - 64 years	(n=467)	73	
	65 years or older	(n=346)	76	
Type of resident	Apartment	(n=968)	72	
	House	(n=514)	74	
Electricity bill?	Electronic bill	(n=886)	73	
	Paper invoice	(n=596)	72	
Electricity to heating	Use electricity to heat home	(n=599)	72	
	Not using electicity to heat home	(n=847)	74	
	Do not know	(n=36)	65	
Consumer type	ACTIVE consumers	(n=501)	<b>▲</b> 78	
	AWARE consumers	(n=279)	74	
	INACTIVE comsumers	(n=702)	▼68	
Annual KWh-use	Less than 5000 kWh	(n=336)	<b>▲</b> 79	
	5000- 9 999 kWh	(n=256)	75	
	10 000- 14 999 kWh	(n=205)	77	
	15 000-19 999 kWh	(n=142)	72	
	20 000 - 24 999 kWh	(n=51)	70	
	More than 25 000 kWh	(n=27)	78	
	Do not know	(n=465)	▼66	
Spending on electricity	Less than 50 €	(n=454)	75	
	50-100 €	(n=366)	73	
winter month	100-150 €	(n=182)	75	
	150-200 €	(n=151)	73	
	200-300 €	(n=134)	72	
	More than 300 €	(n=82)	72	
	Do not know	(n=113)	▼63	
Total		(n=1482)	73	

## Q: It is important to have a green electricity contract (electricity from renewable energy sources, for example hydro, solar or wind)



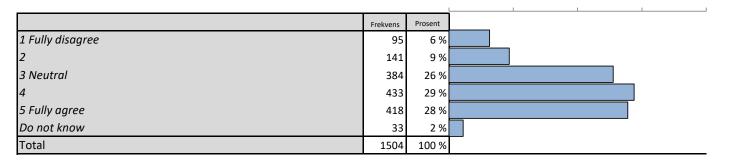
Q: It is important to have a green electricity contract (electricity from renewable energy sources, for example hydro, solar or wind) Background variables

Dackground variable	<del></del>							
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	▼4%	▼7%	32%	▲26%	▲27%	3%	(n=759)
	Male	▲14%	▲15%	33%	▼19%	<b>▼</b> 17%	2%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼5%	10%	32%	26%	24%	3%	(n=262)
	35 - 49 years	11%	11%	32%	24%	19%	2%	(n=420)
	50 - 64 years	10%	11%	33%	21%	23%	3%	(n=474)
	65 years or older	9%	11%	33%	21%	23%	3%	(n=348)
Type of resident	Apartment	8%	10%	31%	23%	▲ 25%	3%	(n=985)
	House	11%	11%	35%	22%	<b>▼</b> 18%	2%	(n=519)
Electricity bill?	Electronic bill	9%	11%	30%	24%	▲ 25%	2%	(n=895)
	Paper invoice	10%	11%	36%	21%	▼19%	4%	(n=609)
Electricity to heating	Use electricity to heat home	10%	12%	34%	23%	20%	1%	(n=605)
	Not using electicity to heat home	9%	10%	32%	23%	23%	3%	(n=861)
	Do not know	▼3%	5%	29%	16%	37%	11%	(n=38)
Consumer type	ACTIVE consumers	10%	10%	32%	22%	24%	3%	(n=510)
	AWARE consumers	11%	12%	26%	23%	26%	2%	(n=282)
	INACTIVE comsumers	8%	11%	35%	23%	20%	3%	(n=712)
Annual KWh-use	Less than 5000 kWh	11%	10%	29%	22%	26%	3%	(n=341)
	5000- 9 999 kWh	11%	15%	28%	24%	21%	2%	(n=260)
	10 000- 14 999 kWh	10%	15%	33%	24%	17%	1%	(n=206)
	15 000-19 999 kWh	6%	10%	<b>▲</b> 43%	22%	19%	1%	(n=143)
	20 000 - 24 999 kWh	10%	16%	37%	22%	14%	2%	(n=51)
	More than 25 000 kWh	26%	15%	22%	11%	26%	▼0%	(n=27)
	Do not know	▼6%	▼7%	35%	23%	24%	<b>▲</b> 5%	(n=476)
Spending on	Less than 50 €	8%	9%	32%	23%	26%	2%	(n=462)
electricity in total an	50-100 €	9%	11%	30%	25%	23%	2%	(n=371)
average winter	100-150€	5%	8%	32%	▲31%	20%	2%	(n=182)
month	150-200€	11%	11%	37%	19%	18%	4%	(n=153)
	200-300€	10%	▲19%	39%	16%	▼14%	2%	(n=135)
	More than 300 €	16%	11%	29%	17%	24%	2%	(n=82)
	Do not know	8%	12%	34%	21%	19%	6%	(n=119)
Total		9%	11%	33%	23%	22%	3%	(n=1504)

Q: It is important to have a green electricity contract (electricity from renewable energy sources, for example hydro, solar or wind) Standardized mean score: 0 =1 Fully disagree and 100 = 5 Fully agree. 'Do not know is not in the calculation.

	, ,			is not in the calculation.
				■ Significant higher
				■ Significant lower score
		Count	Mean	■ No difference
Gender	Female	(n=734)	<b>▲</b> 67	
	Male	(n=725)	▼53	
	Other	(n<5)	-	
Age group	Under 35 years	(n=254)	<b>▲</b> 64	
	35 - 49 years	(n=411)	58	
	50 - 64 years	(n=460)	59	
	65 years or older	(n=338)	60	
Type of resident	Apartment	(n=956)	▲62	
	House	(n=507)	▼56	
Electricity bill?	Electronic bill	(n=878)	61	
	Paper invoice	(n=585)	57	
Electricity to heating	Use electricity to heat home	(n=596)	58	
	Not using electicity to heat home	(n=833)	61	
	Do not know	(n=34)	<b>▲</b> 72	
Consumer type	ACTIVE consumers	(n=497)	60	
	AWARE consumers	(n=276)	60	
	INACTIVE comsumers	(n=690)	59	
Annual KWh-use	Less than 5000 kWh	(n=332)	61	
	5000- 9 999 kWh	(n=255)	57	
	10 000- 14 999 kWh	(n=203)	56	
	15 000-19 999 kWh	(n=142)	59	
	20 000 - 24 999 kWh	(n=50)	54	
	More than 25 000 kWh	(n=27)	49	
	Do not know	(n=454)	<b>▲</b> 64	
Spending on electricity	Less than 50 €	(n=451)	62	
in total an average	50-100 €	(n=363)	61	
winter month	100-150 €	(n=178)	63	
	150-200€	(n=147)	56	
	200-300 €	(n=132)	▼51	
	More than 300 €	(n=80)		
	Do not know	(n=112)	58	
Total		(n=1463)	60	

# Q: I want to get updated information about my consumption (e.g. online or in an app) 0% 10% 20% 30% 40%



### Q: I want to get updated information about my consumption (e.g. online or in an app) Background variables

Background variable								
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	6%	10%	23%	31%	29%	2%	(n=759)
	Male	7%	9%	29%	27%	27%	2%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	4%	11%	24%	32%	25%	3%	(n=262)
	35 - 49 years	6%	10%	25%	31%	25%	2%	(n=420)
	50 - 64 years	8%	8%	27%	26%	29%	2%	(n=474)
	65 years or older	7%	8%	26%	26%	31%	1%	(n=348)
Type of resident	Apartment	7%	10%	25%	29%	27%	2%	(n=985)
	House	5%	8%	26%	29%	29%	2%	(n=519)
Electricity bill?	Electronic bill	6%	8%	24%	28%	▲32%	2%	(n=895)
	Paper invoice	7%	11%	28%	30%	▼22%	3%	(n=609)
Electricity to heating	Use electricity to heat home	4%	8%	24%	32%	31%	1%	(n=605)
	Not using electicity to heat home	▲8%	10%	26%	27%	26%	3%	(n=861)
	Do not know	3%	8%	34%	29%	21%	5%	(n=38)
Consumer type	ACTIVE consumers	5%	9%	26%	29%	29%	1%	(n=510)
	AWARE consumers	5%	8%	25%	29%	31%	1%	(n=282)
	INACTIVE comsumers	8%	10%	25%	28%	25%	3%	(n=712)
Annual KWh-use	Less than 5000 kWh	8%	9%	22%	29%	31%	2%	(n=341)
	5000- 9 999 kWh	6%	8%	28%	28%	27%	2%	(n=260)
	10 000- 14 999 kWh	4%	10%	28%	28%	30%	1%	(n=206)
	15 000-19 999 kWh	3%	6%	24%	38%	28%	1%	(n=143)
	20 000 - 24 999 kWh	4%	4%	22%	25%	▲43%	2%	(n=51)
	More than 25 000 kWh	7%	4%	<b>▼</b> 11%	33%	44%	▼0%	(n=27)
	Do not know	8%	12%	27%	27%	▼22%	4%	(n=476)
Spending on	Less than 50 €	8%	11%	26%	28%	25%	2%	(n=462)
electricity in total an	50-100 €	6%	9%	26%	30%	26%	2%	(n=371)
average winter month	100-150€	6%	9%	25%	34%	26%	1%	(n=182)
monui	150-200€	▼3%	6%	27%	29%	34%	1%	(n=153)
	200-300 €	3%	12%	23%	24%	35%	4%	(n=135)
	More than 300 €	10%	▼4%	18%	37%	29%	2%	(n=82)
	Do not know	7%	11%	29%	20%	28%	6%	(n=119)
Total		6%	9%	26%	29%	28%	2%	(n=1504)

#### Q: I want to get updated information about my consumption (e.g. online or in an app)

20 000 - 24 999 kWh

Do not know

Less than 50 €

50-100 €

100-150€

150-200€

200-300€

Do not know

More than 300 €

Spending on electricity

in total an average

winter month

Total

More than 25 000 kWh

Standardized mean score: 0 =1 Fully disagree and 100 = 5 Fully agree. 'Do not know is not in the calculation. ■ Significant higher ■ Significant lower score ■ No difference Mean Count Gender Female (n=742) 67 Male (n=725) 65 Other (n<5) Age group Under 35 years (n=253) 66 35 - 49 years (n=411) 66 50 - 64 years (n=464) 65 65 years or older (n=343) 67 Type of resident Apartment (n=962) 65 (n=509) 68 Electricity bill? Electronic bill (n=881)**▲** 68 Paper invoice (n=590) Electricity to heating Use electricity to heat home (n=597) ▲69 Not using electicity to heat home (n=838) **▼**64 Do not know 65 (n=36)**ACTIVE** consumers Consumer type (n=504) 67 **AWARE** consumers (n=278) 69 **INACTIVE** comsumers (n=689) 64 Annual KWh-use Less than 5000 kWh (n=335)67 5000-9 999 kWh (n=255) 66 10 000- 14 999 kWh (n=204) 68 15 000-19 999 kWh (n=142) 71

**▲**76

**▼**61

63

66

66

**▲**72

70

68

64

66

76

(n=50)

(n=27)

(n=458)

(n=455)

(n=362)

(n=181)

(n=151)

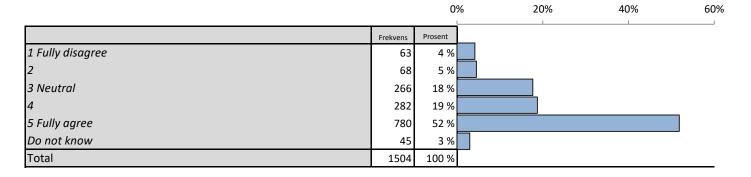
(n=130)

(n=80)

(n=1471)

100

## Q: I would prefer to get all my electricity costs on one bill instead of two separate bills from the supplier and the network company



Q: I would prefer to get all my electricity costs on one bill instead of two separate bills from the supplier and the network company Background variables

Background variable	es							
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	4%	4%	<b>▼</b> 15%	16%	<b>▲</b> 58%	3%	(n=759)
	Male	4%	4%	▲21%	21%	<b>▼</b> 46%	3%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	2%	6%	20%	23%	45%	4%	(n=262)
	35 - 49 years	2%	3%	16%	▲24%	52%	2%	(n=420)
	50 - 64 years	5%	5%	18%	<b>▼</b> 12%	57%	3%	(n=474)
	65 years or older	<b>▲</b> 7%	4%	18%	18%	51%	3%	(n=348)
Type of resident	Apartment	4%	4%	18%	17%	54%	3%	(n=985)
	House	5%	5%	17%	23%	47%	3%	(n=519)
Electricity bill?	Electronic bill	4%	4%	16%	20%	54%	2%	(n=895)
	Paper invoice	5%	5%	21%	17%	49%	4%	(n=609)
Electricity to heating	Use electricity to heat home	4%	4%	18%	21%	50%	2%	(n=605)
	Not using electicity to heat home	4%	5%	17%	17%	53%	3%	(n=861)
	Do not know	▼0%	▼0%	24%	21%	50%	5%	(n=38)
Consumer type	ACTIVE consumers	5%	5%	18%	17%	53%	2%	(n=510)
	AWARE consumers	4%	4%	14%	21%	55%	2%	(n=282)
	INACTIVE comsumers	4%	4%	19%	19%	50%	4%	(n=712)
Annual KWh-use	Less than 5000 kWh	6%	6%	16%	19%	51%	2%	(n=341)
	5000- 9 999 kWh	4%	4%	19%	18%	52%	3%	(n=260)
	10 000- 14 999 kWh	4%	5%	19%	20%	50%	▼1%	(n=206)
	15 000-19 999 kWh	4%	4%	12%	27%	50%	3%	(n=143)
	20 000 - 24 999 kWh	6%	8%	31%	20%	▼29%	6%	(n=51)
	More than 25 000 kWh	11%	▼0%	11%	11%	67%	▼0%	(n=27)
	Do not know	▼2%	3%	18%	16%	55%	5%	(n=476)
Spending on	Less than 50 €	3%	4%	18%	17%	56%	2%	(n=462)
electricity in total an average winter	50-100 €	5%	6%	16%	21%	49%	3%	(n=371)
month	100-150 €	3%	4%	18%	18%	56%	1%	(n=182)
	150-200 €	5%	5%	18%	23%	46%	3%	(n=153)
	200-300 €	7%	6%	17%	19%	46%	4%	(n=135)
	More than 300 €	6%	2%	15%	17%	54%	6%	(n=82)
	Do not know	▼0%	3%	24%	16%	50%	8%	(n=119)
Total		4%	5%	18%	19%	52%	3%	(n=1504)

Q: I would prefer to get all my electricity costs on one bill instead of two separate bills from the supplier and the network company Standardized mean score: 0 =1 Fully disagree and 100 = 5 Fully agree. 'Do not know is not in the calculation.

				■ Significant higher ■ Significant lower score
		Count	Mean	□ No difference
Gender	Female	(n=739)	▲81	
	Male	(n=716)	▼76	
	Other	(n<5)	-	
Age group	Under 35 years	(n=252)	77	
	35 - 49 years	(n=410)	81	
	50 - 64 years	(n=459)	79	
	65 years or older	(n=338)	76	
Type of resident	Apartment	(n=955)	79	
	House	(n=504)	76	
Electricity bill?	Electronic bill	(n=875)	80	
	Paper invoice	(n=584)	76	
Electricity to heating	Use electricity to heat home	(n=590)	78	
	Not using electicity to heat home	(n=833)	79	
	Do not know	(n=36)	82	
Consumer type	ACTIVE consumers	(n=500)	78	
	AWARE consumers	(n=276)	80	
	INACTIVE comsumers	(n=683)	78	
Annual KWh-use	Less than 5000 kWh	(n=335)	76	
	5000- 9 999 kWh	(n=253)	78	
	10 000- 14 999 kWh	(n=204)	77	
	15 000-19 999 kWh	(n=139)	80	
	20 000 - 24 999 kWh	(n=48)	▼66	
	More than 25 000 kWh	(n=27)	81	
	Do not know	(n=453)	▲81	
Spending on electricity	Less than 50 €	(n=453)	80	
in total an average	50-100 €	(n=361)	77	
winter month	100-150€	(n=180)	80	
	150-200€	(n=149)	76	
	200-300€	(n=129)	74	
	More than 300 €	(n=77)	79	
	Do not know	(n=110)	80	
Total		(n=1459)	78	

Q: Do you read the information presented on your electricity	/ bill?							
		09	%	20%	40%	60%	80%	100%
	Frekvens	Prosent						
Yes	1277	85 %						
No	227	15 %						
Total	1504	100 %						

Q: Do you read the information presented on your electricity bill? Background variables

Dackground variable				
				Z
		Yes	ON	Valid N
Gender	Female	83%	17%	(n=759)
	Male	87%	13%	(n=741)
	Other	- %	- %	(n<5)
Age group	Under 35 years	79%	21%	(n=262)
	35 - 49 years	▼80%	▲20%	(n=420)
	50 - 64 years	88%	12%	(n=474)
	65 years or older	▲91%	▼9%	(n=348)
Type of resident	Apartment	84%	16%	(n=985)
	House	87%	13%	(n=519)
Electricity bill?	Electronic bill	84%	16%	(n=895)
	Paper invoice	86%	14%	(n=609)
Electricity to heating	Use electricity to heat home	84%	16%	(n=605)
	Not using electicity to heat home	86%	14%	(n=861)
	Do not know	74%	26%	(n=38)
Consumer type	ACTIVE consumers	88%	12%	(n=510)
	AWARE consumers	▲93%	▼7%	(n=282)
	INACTIVE comsumers	▼79%	▲21%	(n=712)
Annual KWh-use	Less than 5000 kWh	▲90%	▼10%	(n=341)
	5000- 9 999 kWh	88%	12%	(n=260)
	10 000- 14 999 kWh	89%	11%	(n=206)
	15 000-19 999 kWh	90%	10%	(n=143)
	20 000 - 24 999 kWh	86%	14%	(n=51)
	More than 25 000 kWh	▲96%	<b>▼</b> 4%	(n=27)
	Do not know	▼75%	▲ 25%	(n=476)
Spending on	Less than 50 €	84%	16%	(n=462)
electricity in total an	50-100 €	▲89%	▼11%	(n=371)
average winter	100-150€	82%	18%	(n=182)
month	150-200€	85%	15%	(n=153)
	200-300€	90%	10%	(n=135)
	More than 300 €	89%	11%	(n=82)
	Do not know	▼70%	<b>▲</b> 30%	(n=119)
Total		85%	15%	(n=1504)

#### 

1277

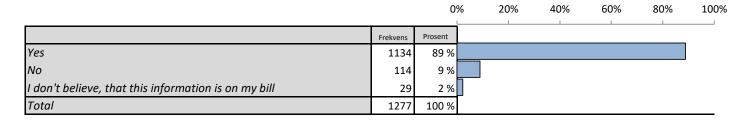
100 %

Q: [I look at the total amount I have to pay] What information do you read on your electricity bill? Background variables

Total

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	99%	1%	0%	(n=628)
	Male	98%	2%	0%	(n=646)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	97%	3%	▼0%	(n=208)
	35 - 49 years	98%	2%	▼0%	(n=336)
	50 - 64 years	99%	▼0%	1%	(n=417)
	65 years or older	99%	0%	0%	(n=316)
Type of resident	Apartment	98%	1%	0%	(n=825)
	House	98%	1%	1%	(n=452)
Electricity bill?	Electronic bill	98%	1%	0%	(n=751)
	Paper invoice	98%	1%	0%	(n=526)
Electricity to heating	Use electricity to heat home	98%	2%	0%	(n=509)
	Not using electicity to heat home	99%	1%	0%	(n=740)
	Do not know	96%	4%	▼0%	(n=28)
Consumer type	ACTIVE consumers	▲100%	▼0%	▼0%	(n=450)
	AWARE consumers	98%	1%	1%	(n=261)
	INACTIVE comsumers	97%	2%	1%	(n=566)
Annual KWh-use	Less than 5000 kWh	99%	1%	▼0%	(n=308)
	5000- 9 999 kWh	97%	3%	▼0%	(n=228)
	10 000- 14 999 kWh	97%	2%	1%	(n=183)
	15 000-19 999 kWh	98%	1%	1%	(n=129)
	20 000 - 24 999 kWh	▲100%	▼0%	▼0%	(n=44)
	More than 25 000 kWh	▲100%	▼0%	▼0%	(n=26)
	Do not know	99%	1%	1%	(n=359)
Spending on	Less than 50 €	99%	1%	▼0%	(n=390)
electricity in total an	50-100 €	98%	2%	1%	(n=331)
average winter	100-150€	98%	2%	▼0%	(n=149)
month	150-200 €	96%	3%	1%	(n=130)
	200-300 €	98%	1%	1%	(n=121)
	More than 300 €	99%	▼0%	1%	(n=73)
	Do not know	▲100%	▼0%	▼0%	(n=83)
Total		98%	1%	0%	(n=1277)

## Q: [I look at the specification of the different price elements that my electricity cost is based on?] What information do you read on your electricity bill?

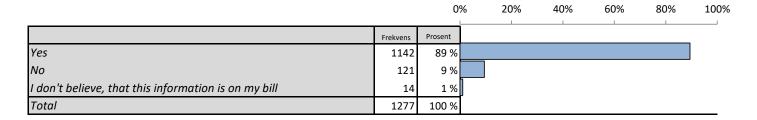


## Q: [I look at the specification of the different price elements that my electricity cost is based on?] What information do you read on your electricity bill?

#### **Background variables**

Background variabl	es				
		Yes	ON	I don't believe, that this information is on my bill	Valid N
Gender	Female	90%	8%	2%	(n=628)
	Male	87%	10%	2%	(n=646)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	86%	12%	2%	
	35 - 49 years	90%	8%	2%	(n=336)
	50 - 64 years	88%	10%	2%	(n=417)
	65 years or older	90%	7%	3%	(n=316)
Type of resident	Apartment	88%	9%	3%	(n=825)
	House	91%	8%	1%	(n=452)
Electricity bill?	Electronic bill	88%	10%	2%	(n=751)
	Paper invoice	90%	8%	2%	(n=526)
Electricity to heating	Use electricity to heat home	89%	9%	2%	(n=509)
	Not using electicity to heat home	89%	9%	2%	(n=740)
	Do not know	82%	14%	4%	(n=28)
Consumer type	ACTIVE consumers	90%	8%	2%	(n=450)
	AWARE consumers	93%	6%	1%	(n=261)
	INACTIVE comsumers	86%	11%	3%	(n=566)
Annual KWh-use	Less than 5000 kWh	90%	8%	2%	(n=308)
	5000- 9 999 kWh	91%	7%	3%	(n=228)
	10 000- 14 999 kWh	91%	8%	1%	(n=183)
	15 000-19 999 kWh	94%	5%	1%	(n=129)
	20 000 - 24 999 kWh	89%	11%	▼0%	(n=44)
	More than 25 000 kWh	96%	▼0%	4%	(n=26)
	Do not know	▼84%	<b>▲</b> 13%	3%	(n=359)
Spending on	Less than 50 €	88%	10%	2%	
electricity in total an	50-100 €	90%	6%	3%	(n=331)
average winter	100-150 €	90%	8%	2%	(n=149)
month	150-200€	87%	10%	3%	(n=130)
	200-300 €	88%	10%	2%	(n=121)
	More than 300 €	93%	7%	▼0%	(n=73)
	Do not know	86%	13%	1%	(n=83)
Total		89%	9%		(n=1277)

## Q: [I look at the specification of the electricity consumption that my bill is based on] What information do you read on your electricity bill?



### Q: [I look at the specification of the electricity consumption that my bill is based on] What information do you read on your electricity bill?

**Background variables** 

Background variable	es				
		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	89%	10%	1%	(n=628)
	Male	90%	9%	1%	(n=646)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	▼82%	14%	<b>▲</b> 4%	(n=208)
	35 - 49 years	91%	9%	0%	(n=336)
	50 - 64 years	90%	9%	1%	(n=417)
	65 years or older	92%	8%	0%	(n=316)
Type of resident	Apartment	88%	11%	1%	(n=825)
	House	91%	8%	1%	(n=452)
Electricity bill?	Electronic bill	89%	10%	1%	(n=751)
	Paper invoice	90%	9%	1%	(n=526)
Electricity to heating	Use electricity to heat home	88%	11%	1%	(n=509)
	Not using electicity to heat home	91%	8%	1%	(n=740)
	Do not know	75%	25%	▼0%	(n=28)
Consumer type	ACTIVE consumers	▲93%	▼6%	▼0%	(n=450)
	AWARE consumers	93%	6%	1%	(n=261)
	INACTIVE comsumers	▼85%	▲13%	2%	(n=566)
Annual KWh-use	Less than 5000 kWh	▲94%	▼5%	1%	(n=308)
	5000- 9 999 kWh	89%	9%	1%	(n=228)
	10 000- 14 999 kWh	92%	8%	1%	(n=183)
	15 000-19 999 kWh	90%	9%	2%	(n=129)
	20 000 - 24 999 kWh	▲ 98%	▼2%	▼0%	(n=44)
	More than 25 000 kWh	▲ 100%	▼0%	▼0%	(n=26)
	Do not know	▼82%	▲16%	2%	(n=359)
Spending on	Less than 50 €	91%	9%	1%	(n=390)
electricity in total an	50-100€	90%	8%	2%	(n=331)
average winter	100-150€	88%	11%	1%	(n=149)
month	150-200€	88%	12%	▼0%	(n=130)
	200-300€	93%	5%	2%	(n=121)
	Maria than 200 C				(n=73)
	More than 300 €	95%	5%	V U%	(11-73)
	More than 300 €  Do not know	95% ▼76%	5% ▲ 20%	<b>▼</b> 0% 4%	(n=83)

#### Q: [I look at the date when my contract expires] What information do you read on your electricity bill? 0% 20% 40% 60% Frekvens Prosent Yes 495 39 % No 49 % 625 I don't believe, that this information is on my bill 12 % 157

1277

100 %

Q: [I look at the date when my contract expires] What information do you read on your electricity bill? Background variables

Total

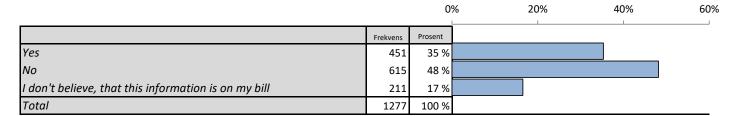
Background variable				<i>'</i> 2	
		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	37%	50%	14%	(n=628)
	Male	41%	48%	11%	(n=646)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	33%	49%	18%	(n=208)
	35 - 49 years	▼33%	55%	12%	(n=336)
	50 - 64 years	39%	50%	11%	(n=417)
	65 years or older	▲48%	<b>▼</b> 41%	10%	(n=316)
Type of resident	Apartment	▼36%	51%	13%	(n=825)
	House	▲44%	45%	11%	(n=452)
Electricity bill?	Electronic bill	▲42%	47%	11%	(n=751)
	Paper invoice	▼34%	52%	14%	(n=526)
Electricity to heating	Use electricity to heat home	40%	49%	11%	(n=509)
	Not using electicity to heat home	39%	49%	13%	(n=740)
	Do not know	▼18%	57%	25%	(n=28)
Consumer type	ACTIVE consumers	▲ 45%	47%	▼8%	(n=450)
	AWARE consumers	45%	<b>▼</b> 41%	13%	(n=261)
	INACTIVE comsumers	▼31%	<b>▲</b> 54%	15%	(n=566)
Annual KWh-use	Less than 5000 kWh	42%	44%	14%	(n=308)
	5000- 9 999 kWh	44%	48%	8%	(n=228)
	10 000- 14 999 kWh	42%	50%	8%	(n=183)
	15 000-19 999 kWh	40%	49%	11%	(n=129)
	20 000 - 24 999 kWh	55%	▼30%	16%	(n=44)
	More than 25 000 kWh	46%	38%	15%	(n=26)
	Do not know	▼28%	<b>▲</b> 56%	16%	(n=359)
Spending on	Less than 50 €	34%	51%	15%	(n=390)
electricity in total an	50-100 €	37%	51%	12%	(n=331)
average winter	100-150 €	46%	48%	▼6%	(n=149)
month	150-200 €	41%	52%	8%	(n=130)
	200-300 €	40%	44%	16%	(n=121)
	More than 300 €	51%	▼33%	16%	(n=73)
	Do not know	40%	51%	10%	(n=83)
Total		39%	49%	12%	(n=1277)

#### Q: [I look at my historical consumption] What information do you read on your electricity bill? 0% 20% 40% 60% 80% Frekvens Prosent Yes 787 62 % No 27 % 342 I don't believe, that this information is on my bill 12 % 148 Total 1277 100 %

Q: [I look at my historical consumption] What information do you read on your electricity bill? Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	59%	29%	12%	(n=628)
	Male	65%	24%	11%	(n=646)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	▼52%	32%	15%	(n=208)
	35 - 49 years	64%	25%	11%	(n=336)
	50 - 64 years	63%	27%	11%	(n=417)
	65 years or older	64%	26%	11%	(n=316)
Type of resident	Apartment	60%	28%	12%	(n=825)
	House	65%	24%	12%	(n=452)
Electricity bill?	Electronic bill	62%	26%	11%	(n=751)
	Paper invoice	60%	27%	12%	(n=526)
Electricity to heating	Use electricity to heat home	62%	25%	13%	(n=509)
	Not using electicity to heat home	62%	27%	10%	(n=740)
	Do not know	▼32%	43%	25%	(n=28)
Consumer type	ACTIVE consumers	64%	25%	12%	(n=450)
	AWARE consumers	<b>▲</b> 72%	21%	8%	(n=261)
	INACTIVE comsumers	▼55%	▲31%	13%	(n=566)
Annual KWh-use	Less than 5000 kWh	65%	22%	13%	(n=308)
	5000- 9 999 kWh	67%	24%	9%	(n=228)
	10 000- 14 999 kWh	66%	23%	10%	(n=183)
	15 000-19 999 kWh	68%	24%	8%	(n=129)
	20 000 - 24 999 kWh	70%	16%	14%	(n=44)
	More than 25 000 kWh	69%	▼8%	23%	(n=26)
	Do not know	▼49%	<b>▲</b> 38%	13%	(n=359)
Spending on electricity in total an average winter	Less than 50 €	59%	28%	13%	(n=390)
	50-100 €	61%	28%	11%	(n=331)
	100-150 €	69%	25%	▼6%	(n=149)
month	150-200 €	63%	25%	12%	(n=130)
	200-300 €	59%	26%	16%	(n=121)
	More than 300 €	70%	<b>▼</b> 14%	16%	(n=73)
	Do not know	55%	35%	10%	(n=83)
Total		62%	27%	12%	(n=1277)

## Q: [I look at the information on how my electricity is produced (for example, hydro, nuclear, wind, fossil)] What information do you read on your electricity bill?

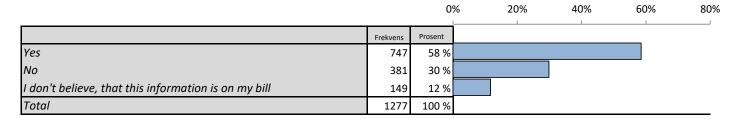


## Q: [I look at the information on how my electricity is produced (for example, hydro, nuclear, wind, fossil)] What information do you read on your electricity bill?

#### **Background variables**

Background variabl	es			1	
		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	35%	47%	18%	(n=628)
	Male	35%	50%	15%	(n=646)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	37%	44%	19%	
	35 - 49 years	34%	48%	18%	, ,
	50 - 64 years	32%	<b>▲</b> 54%	14%	(n=417)
	65 years or older	40%	44%	16%	(n=316)
Type of resident	Apartment	35%	48%	18%	(n=825)
	House	37%	49%	14%	(n=452)
Electricity bill?	Electronic bill	37%	48%	15%	
	Paper invoice	33%	48%	19%	(n=526)
Electricity to heating	Use electricity to heat home	38%	47%	15%	(n=509)
	Not using electicity to heat home	34%	49%	17%	(n=740)
	Do not know	21%	50%	29%	(n=28)
Consumer type	ACTIVE consumers	37%	51%	<b>▼</b> 12%	(n=450)
	AWARE consumers	▲ 45%	<b>▼</b> 41%	15%	(n=261)
	INACTIVE comsumers	▼30%	49%	▲21%	(n=566)
Annual KWh-use	Less than 5000 kWh	36%	45%	19%	(n=308)
	5000- 9 999 kWh	39%	50%	12%	(n=228)
	10 000- 14 999 kWh	34%	51%	15%	(n=183)
	15 000-19 999 kWh	40%	51%	▼9%	(n=129)
	20 000 - 24 999 kWh	41%	48%	11%	(n=44)
	More than 25 000 kWh	50%	31%	19%	(n=26)
	Do not know	30%	49%	▲21%	(n=359)
Spending on	Less than 50 €	31%	51%	18%	(n=390)
electricity in total an	50-100 €	35%	48%	17%	(n=331)
average winter	100-150 €	44%	46%	▼9%	(n=149)
month	150-200€	37%	45%	18%	(n=130)
	200-300 €	33%	50%	17%	(n=121)
	More than 300 €	40%	42%	18%	(n=73)
	Do not know	37%	48%	14%	(n=83)
Total		35%	48%	17%	(n=1277)

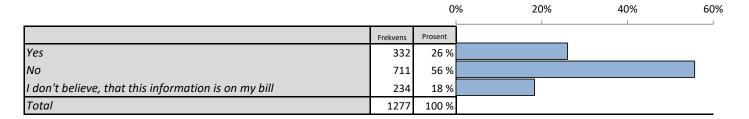
## Q: [I look for notifications of changes that affect my electricity price] What information do you read on your electricity bill?



Q: [I look for notifications of changes that affect my electricity price] What information do you read on your electricity bill? Background variables

Background variable		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	58%	30%	12%	(n=628)
	Male	59%	29%	11%	(n=646)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	59%	27%	14%	(n=208)
	35 - 49 years	60%	29%	11%	(n=336)
	50 - 64 years	59%	30%	10%	(n=417)
	65 years or older	56%	32%	13%	(n=316)
Type of resident	Apartment	57%	31%	13%	(n=825)
51	House	62%	28%	10%	(n=452)
Electricity bill?	Electronic bill	60%	30%	11%	(n=751)
EL	Paper invoice	57%	30%	13%	(n=526)
Electricity to heating	Use electricity to heat home	62%	27%	11%	(n=509)
	Not using electicity to heat home	57%	31%	12%	(n=740)
	Do not know	▼29%	50%	21%	(n=28)
Consumer type	ACTIVE consumers	57%	33%	10%	(n=450)
	AWARE consumers	▲ 69%	<b>▼</b> 21%	10%	(n=261)
	INACTIVE comsumers	55%	32%	14%	(n=566)
Annual KWh-use	Less than 5000 kWh	58%	28%	14%	(n=308)
	5000- 9 999 kWh	66%	26%	8%	(n=228)
	10 000- 14 999 kWh	57%	33%	10%	(n=183)
	15 000-19 999 kWh	64%	27%	9%	(n=129)
	20 000 - 24 999 kWh	64%	25%	11%	(n=44)
	More than 25 000 kWh	65%	23%	12%	(n=26)
	Do not know	▼52%	34%	14%	(n=359)
Spending on electricity in total an	Less than 50 €	54%	33%	13%	(n=390)
average winter	50-100 €	59%	28%	13%	(n=331)
month	100-150 €	67%	28%	▼5%	(n=149)
	150-200 €	56%	27%	17%	(n=130)
	200-300 €	62%	25%	13%	(n=121)
	More than 300 €	60%	30%	10%	(n=73)
	Do not know	59%	37%	▼4%	(n=83)
Total		58%	30%	12%	(n=1277)

## Q: [I look at the information about which bodies I can turn to for independent user advice, dispute resolution or if I have complaints] What information do you read on your electricity bill?



Q: [I look at the information about which bodies I can turn to for independent user advice, dispute resolution or if I have complaints] What information do you read on your electricity bill?

Background	variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	23%	57%	20%	(n=628)
	Male	29%	54%	16%	(n=646)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	29%	56%	15%	(n=208)
	35 - 49 years	22%	60%	19%	(n=336)
	50 - 64 years	25%	55%	20%	(n=417)
	65 years or older	29%	53%	18%	(n=316)
Type of resident	Apartment	24%	58%	18%	(n=825)
	House	29%	51%	20%	(n=452)
Electricity bill?	Electronic bill	26%	55%	18%	(n=751)
	Paper invoice	25%	56%	18%	(n=526)
Electricity to heating	Use electricity to heat home	30%	52%	18%	(n=509)
	Not using electicity to heat home	24%	58%	19%	(n=740)
	Do not know	14%	68%	18%	(n=28)
Consumer type	ACTIVE consumers	24%	▲61%	15%	(n=450)
	AWARE consumers	▲35%	▼46%	20%	(n=261)
	INACTIVE comsumers	23%	56%	20%	(n=566)
Annual KWh-use	Less than 5000 kWh	22%	59%	19%	(n=308)
	5000- 9 999 kWh	28%	53%	19%	(n=228)
	10 000- 14 999 kWh	29%	54%	17%	(n=183)
	15 000-19 999 kWh	33%	53%	13%	(n=129)
	20 000 - 24 999 kWh	36%	48%	16%	(n=44)
	More than 25 000 kWh	31%	42%	27%	(n=26)
	Do not know	22%	58%	20%	(n=359)
Spending on electricity in total an average winter	Less than 50 €	▼20%	<b>▲</b> 63%	17%	(n=390)
	50-100 €	25%	55%	21%	
	100-150 €	32%	52%	16%	(n=149)
month	150-200 €	32%	47%	21%	(n=130)
	200-300 €	34%	45%	21%	(n=121)
	More than 300 €	22%	58%	21%	(n=73)
	Do not know	31%	57%	12%	(n=83)
Total		26%	56%	18%	(n=1277)

#### Q: [Other] What information do you read on your electricity bill? 0% 20% 40% 60% 80% Frekvens Prosent Yes 6 % 63 No 629 64 % 295 I don't believe, that this information is on my bill 30 %

987

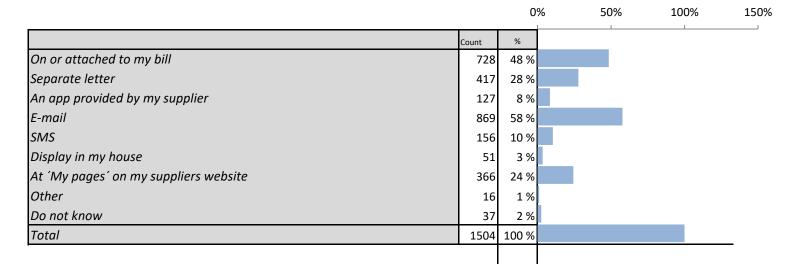
100 %

Q: [Other] What information do you read on your electricity bill? Background variables

Total

Background variabl	es				
		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	▼4%	65%	31%	(n=459)
	Male	▲ 8%	63%	29%	(n=525)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	6%	66%	27%	(n=179)
	35 - 49 years	4%	68%	28%	(n=250)
	50 - 64 years	7%	63%	30%	(n=315)
	65 years or older	9%	58%	33%	(n=243)
Type of resident	Apartment	6%	66%	28%	(n=635)
	House	7%	60%	33%	(n=352)
Electricity bill?	Electronic bill	7%	64%	30%	(n=587)
	Paper invoice	6%	64%	30%	(n=400)
Electricity to heating	Use electricity to heat home	8%	61%	32%	(n=390)
	Not using electicity to heat home	6%	66%	28%	(n=574)
	Do not know	▼0%	61%	39%	(n=23)
Consumer type	ACTIVE consumers	4%	65%	31%	(n=363)
	AWARE consumers	9%	64%	28%	(n=200)
	INACTIVE comsumers	7%	63%	30%	(n=424)
Annual KWh-use	Less than 5000 kWh	8%	63%	29%	(n=239)
	5000- 9 999 kWh	4%	65%	31%	(n=179)
	10 000- 14 999 kWh	6%	63%	31%	(n=147)
	15 000-19 999 kWh	9%	64%	27%	(n=103)
	20 000 - 24 999 kWh	7%	62%	31%	(n=29)
	More than 25 000 kWh	16%	47%	37%	(n=19)
	Do not know	5%	65%	30%	(n=271)
Spending on	Less than 50 €	4%	69%	26%	(n=303)
electricity in total an	50-100 €	6%	62%	32%	(n=257)
average winter	100-150€	3%	67%	31%	(n=117)
month	150-200€	12%	60%	28%	(n=99)
	200-300€	8%	58%	35%	(n=92)
	More than 300 €	12%	57%	32%	(n=60)
	Do not know	10%	61%	29%	(n=59)
Total		6%	64%	30%	(n=987)

## Q: How do you prefer to get information from your electricity supplier? Several answers possible.



## Q: How do you prefer to get information from your electricity supplier? Several answers possible.

Background

Background											
		On or attached to my bill	Separate letter	An app provided by my supplier	E-mail	SMS	Display in my house	At 'My pages' on my suppliers website	Other	Do not know	Valid N
Gender	Female	50%	30%	▼6%	56%	10%	3%	23%	1%	3%	(n=759)
	Male	47%	25%	▲ 11%	60%	11%	4%	26%	1%	2%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	51%	28%	▲ 14%	53%	15%	<b>▲</b> 7%	26%	1%	4%	(n=262)
	35 - 49 years	47%	28%	10%	58%	13%	3%	25%	1%	3%	(n=420)
	50 - 64 years	50%	28%	7%	57%	9%	2%	25%	1%	1%	(n=474)
	65 years or older	47%	26%	<b>▼</b> 4%	61%	▼6%	3%	21%	1%	2%	(n=348)
Type of resident	Apartment	49%	29%	8%	58%	10%	3%	23%	1%	2%	(n=985)
	House	47%	25%	10%	57%	11%	5%	26%	2%	3%	(n=519)
Electricity bill?	Electronic bill	<b>▼</b> 41%	▼23%	▲ 11%	▲ 66%	9%	4%	▲28%	1%	2%	(n=895)
	Paper invoice	<b>▲</b> 59%	▲34%	<b>▼</b> 5%	<b>▼</b> 46%	12%	3%	▼19%	1%	2%	(n=609)
Electricity to heating	Use electricity to heat home	46%	26%	10%	56%	10%	4%	27%	1%	2%	(n=605)
	Not using electicity to heat home	49%	29%	7%	60%	11%	3%	22%	1%	3%	(n=861)
	Do not know	58%	32%	8%	▼39%	8%	3%	21%	▼0%	8%	(n=38)
Consumer type	ACTIVE consumers	49%	▼22%	9%	59%	13%	2%	25%	1%	2%	(n=510)
	AWARE consumers	55%	29%	8%	58%	11%	4%	▲32%	1%	2%	(n=282)
	INACTIVE comsumers	45%	31%	8%	57%	9%	4%	▼21%	1%	3%	(n=712)
Annual KWh-use	Less than 5000 kWh	49%	28%	11%	<b>▲</b> 65%	13%	3%	24%	0%	2%	(n=341)
	5000- 9 999 kWh	47%	27%	7%	62%	9%	3%	25%	2%	▼1%	(n=260)
	10 000- 14 999 kWh	50%	22%	10%	54%	12%	5%	26%	0%	2%	(n=206)
	15 000-19 999 kWh	49%	29%	12%	54%	9%	3%	29%	3%	▼0%	(n=143)
	20 000 - 24 999 kWh	45%	20%	20%	59%	6%	2%	24%	2%	▼0%	(n=51)
	More than 25 000 kWh	<b>▲</b> 78%	30%	7%	56%	22%	7%	37%	▼0%	▼0%	(n=27)
	Do not know	46%	31%	<b>▼</b> 4%	53%	9%	3%	21%	1%	<b>▲</b> 5%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	52%	28%	8%	60%	10%	▼2%	23%	2%	2%	(n=462)
	50-100 €	49%	26%	8%	59%	11%	4%	23%	1%	2%	(n=371)
	100-150 €	45%	26%	8%	60%	13%	3%	26%	1%	▼1%	(n=182)
	150-200 €	49%	27%	11%	58%	12%	7%	30%	1%	1%	(n=153)
	200-300 €	53%	32%	14%	53%	9%	4%	27%	1%	2%	(n=135)
	More than 300 €	43%	26%	5%	52%	10%	5%	29%	1%	1%	(n=82)
	Do not know	34%	29%	4%	50%	10%	3%	18%	0%		(n=119)
Total		48%	28%	8%	58%	10%	3%	24%	1%		n=1504)