

# Nordic Customer Survey 2018

# Tables Report

# Finland

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**Sentio Research AS**  
Report

**15.11.2018**

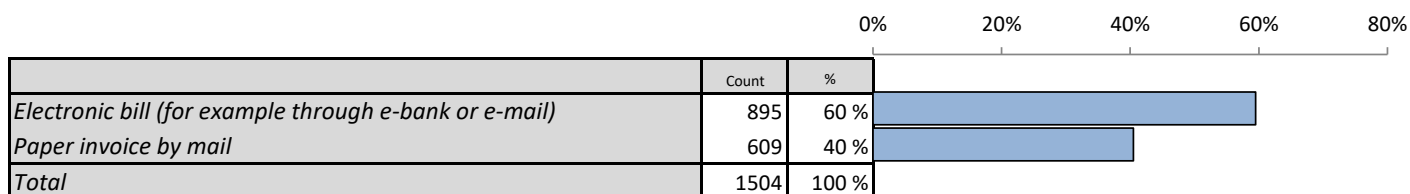
# Table of content

page

How do you receive your electricity bill?	1
Gender	2
Type of resident:	3
Do you use electricity to heat your home?	4
Approximately how many kilowatt-hours do you use each year?	5
How much money do you spend on electricity in total (supplier cost, network cost and taxes) in an average winter month?	6
My electricity supplier is determined by where I live	7
As a customer I can choose my own electricity supplier	8
If I switch to another supplier, my meter has to be changed	9
If I switch to another supplier, it can effect the number of power cuts	10
If I switch to another supplier, the new supplier will be in charge of meter reading	11
Name the company that operates the power lines to your home	12
Who is the electricity supplier in your home	13
Can you name two other electricity suppliers?	14
Knowledge of electricity suppliers (TOTAL)	15
Knowledge of electricity market (TOTAL)	16
Have you ever signed a contract with an electricity supplier?	17
When did you last sign a contract with an electricity supplier?	18
Why did you sign a new electricity contract?	19
Have you ever compared your current electricity contract to other contracts?	21
When did you last compare your current electricity contract to other contracts?	22
You have compared different offers but decided to stay in your current contract. Why?	23
Why have you not switched or compared contracts more often?	25
Why have you never switched or compared contracts?	27
Who initiated the signing of your current contract?	29
How did they contact you?	30
How did you go about choosing electricity contract?	31
[How your electricity price is set] When you think of your current electricity contract, are you aware of:	33
[If the price can change during the contract term] When you think of your current electricity contract, are you aware of:	34
[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:	35
[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:	36
[The consequence if you terminate the contract before the binding period expires] When you think of your current electricity contract, are you aware of:	37
[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:	38
It was easy to find trustworthy information and necessary advice	39
It was easy and straightforward to sign an electricity contract	41
I could easily compare different electricity contracts with each other	43
I trusted the information and advice from sellers	45
There were many different electricity suppliers to choose from that meet my needs	47
There were many different products/contracts to choose from that meet my needs	49
It was easy to understand what is included in the price / agreement	51
I was well-informed	53
When you signed/compared your current electricity contract, did you visit an online comparison tool?	55
What comparison tool(s) did you visit online?	56
It will be easy to find trustworthy information and necessary advice	58
It will be easy and straightforward to sign an electricity contract	60
It will be easy to compare different electricity contracts with each other	62

I will trust the information and advice from sellers	64
There will be many different electricity suppliers to choose from that meet my needs	66
There will be many different contracts to choose from that meet my needs	68
It will be easy to understand what is included in the price / agreement	70
I will be well-informed	72
Do you know of any online comparison tools for electricity contracts?	74
What comparison tool(s) have you visited online?	75
It is easy to switch supplier	77
I regularly compare electricity contracts	79
I can save money by switching electricity contract	81
I would like to be better informed about the price I pay for electricity	83
My bill is simple and easy to understand	85
It is important to have a green electricity contract (electricity from renewable energy sources, for example hydro, solar or wind)	87
I want to get updated information about my consumption (e.g. online or in an app)	89
I would prefer to get all my electricity costs on one bill instead of two separate bills from the supplier and the network company	91
Do you read the information presented on your electricity bill?	93
[I look at the total amount I have to pay] What information do you read on your electricity bill?	94
[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?	95
[I look at the specification of the electricity consumption that my bill is based on] What information do you read on your electricity bill?	96
[I look at the date when my contract expires] What information do you read on your electricity bill?	97
[I look at my historical consumption] What information do you read on your electricity bill?	98
[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?	99
[I look for notifications of changes that affect my electricity price] What information do you read on your electricity bill?	100
[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?	101
[Other] What information do you read on your electricity bill?	102
How do you prefer to get information from your electricity supplier?	103

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



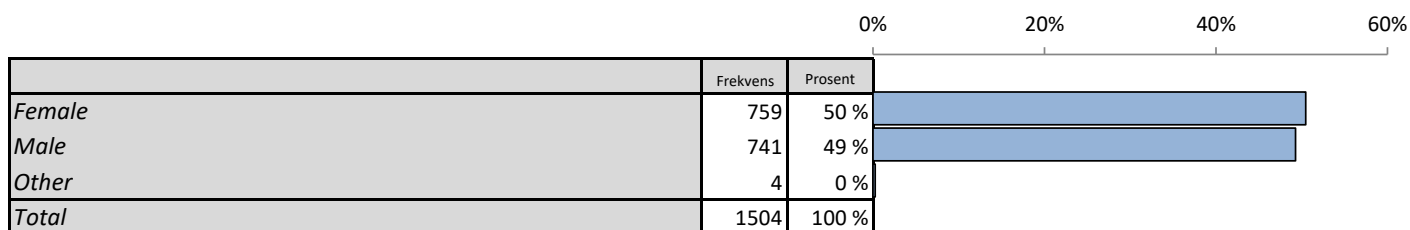
## Q: How do you receive your electricity bill?

### 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 electricity 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 consumers	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%	▲ 63%	(n=27)
	Do not know	55%	45%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	61%	39%	(n=462)
	50-100 €	61%	39%	(n=371)
	100-150 €	55%	45%	(n=182)
	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%	(n=1504)



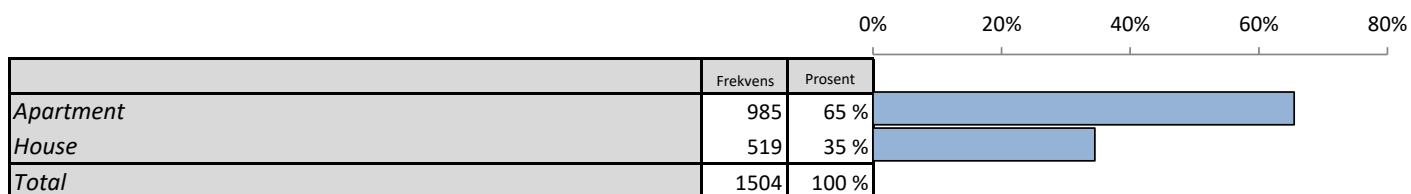
## Q: Gender



## Q: Gender

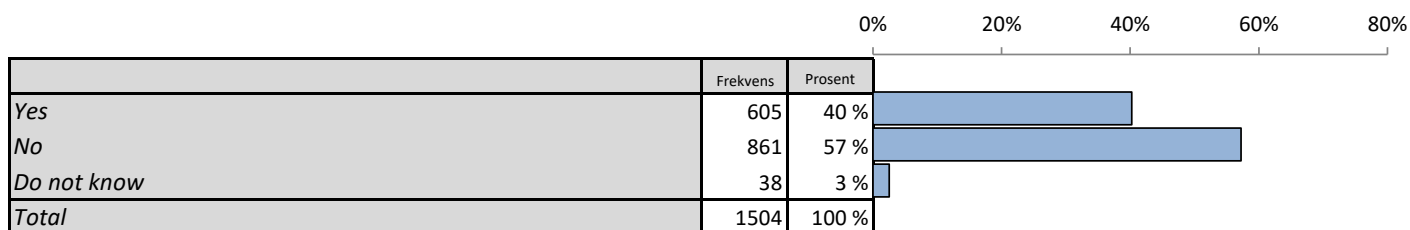
### Background variables

		Female	Male	Other	Valid N
Gender	Female	▲100%	▼0%	▼0%	(n=759)
	Male	▼0%	▲100%	▼0%	(n=741)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	51%	47%	▲2%	(n=262)
	35 - 49 years	53%	47%	▼0%	(n=420)
	50 - 64 years	51%	49%	▼0%	(n=474)
	65 years or older	46%	54%	▼0%	(n=348)
Type of resident	Apartment	52%	47%	0%	(n=985)
	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%	(n=605)
	Not using electricity to heat home	48%	51%	0%	(n=861)
	Do not know	▲84%	▼13%	3%	(n=38)
Consumer type	ACTIVE consumers	51%	49%	0%	(n=510)
	AWARE consumers	▼41%	▲58%	0%	(n=282)
	INACTIVE consumers	54%	46%	0%	(n=712)
Annual kWh-use	Less than 5000 kWh	▼43%	▲57%	▼0%	(n=341)
	5000- 9 999 kWh	▼38%	▲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%	▲65%	2%	(n=51)
	More than 25 000 kWh	48%	52%	▼0%	(n=27)
	Do not know	▲67%	▼32%	1%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	51%	48%	0%	(n=462)
	50-100 €	48%	52%	▼0%	(n=371)
	100-150 €	55%	45%	▼0%	(n=182)
	150-200 €	45%	54%	1%	(n=153)
	200-300 €	53%	47%	▼0%	(n=135)
	More than 300 €	50%	50%	▼0%	(n=82)
	Do not know	53%	46%	1%	(n=119)
Total		50%	49%	0%	(n=1504)

**Q: Type of resident:**

**Q: Type of resident:**
**Background variables**

		Apartment	House	Valid N
Gender	Female	68%	32%	(n=759)
	Male	63%	37%	(n=741)
	Other	- %	- %	(n<5)
Age group	Under 35 years	▲ 78%	▼ 22%	(n=262)
	35 - 49 years	65%	35%	(n=420)
	50 - 64 years	65%	35%	(n=474)
	65 years or older	▼ 57%	▲ 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%	▲ 60%	(n=605)
	Not using electricity to heat home	▲ 83%	▼ 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 consumers	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	▼ 48%	▲ 52%	(n=206)
	15 000-19 999 kWh	▼ 27%	▲ 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 electricity in total an average winter month	Less than 50 €	▲ 97%	▼ 3%	(n=462)
	50-100 €	▲ 75%	▼ 25%	(n=371)
	100-150 €	▼ 49%	▲ 51%	(n=182)
	150-200 €	▼ 35%	▲ 65%	(n=153)
	200-300 €	▼ 24%	▲ 76%	(n=135)
	More than 300 €	▼ 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?

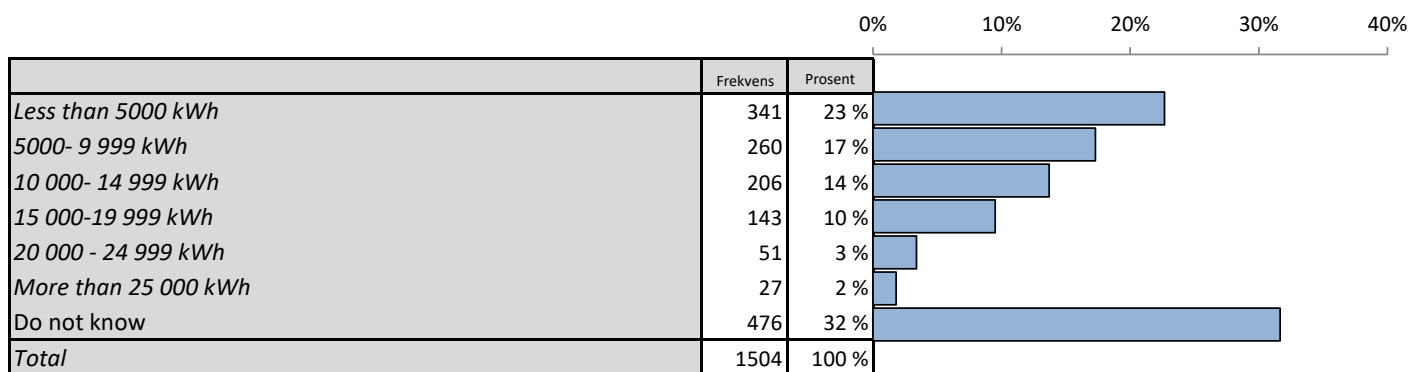


## Q: Do you use electricity to heat your home?

### Background variables

		Yes	No	Do not know	Valid N
Gender	Female	41%	55%	▲4%	(n=759)
	Male	40%	60%	▼1%	(n=741)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	44%	▼50%	▲7%	(n=262)
	35 - 49 years	45%	53%	2%	(n=420)
	50 - 64 years	35%	▲63%	2%	(n=474)
	65 years or older	39%	60%	▼1%	(n=348)
Type of resident	Apartment	▼24%	▲72%	▲4%	(n=985)
	House	▲71%	▼29%	▼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	▲100%	▼0%	▼0%	(n=605)
	Not using electricity to heat home	▼0%	▲100%	▼0%	(n=861)
	Do not know	▼0%	▼0%	▲100%	(n=38)
Consumer type	ACTIVE consumers	42%	56%	2%	(n=510)
	AWARE consumers	44%	54%	2%	(n=282)
	INACTIVE consumers	38%	59%	3%	(n=712)
Annual KWh-use	Less than 5000 kWh	▼11%	▲87%	1%	(n=341)
	5000- 9 999 kWh	38%	62%	▼0%	(n=260)
	10 000- 14 999 kWh	▲66%	▼34%	▼0%	(n=206)
	15 000-19 999 kWh	▲79%	▼20%	1%	(n=143)
	20 000 - 24 999 kWh	▲88%	▼12%	▼0%	(n=51)
	More than 25 000 kWh	▲89%	▼11%	▼0%	(n=27)
	Do not know	▼32%	62%	▲7%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	▼14%	▲81%	4%	(n=462)
	50-100 €	▼26%	▲73%	2%	(n=371)
	100-150 €	▲57%	▼42%	1%	(n=182)
	150-200 €	▲80%	▼18%	1%	(n=153)
	200-300 €	▲80%	▼19%	1%	(n=135)
	More than 300 €	▲85%	▼15%	▼0%	(n=82)
	Do not know	34%	61%	6%	(n=119)
Total		40%	57%	3%	(n=1504)

**Q: Approximately how many kilowatt-hours do you use each year?**

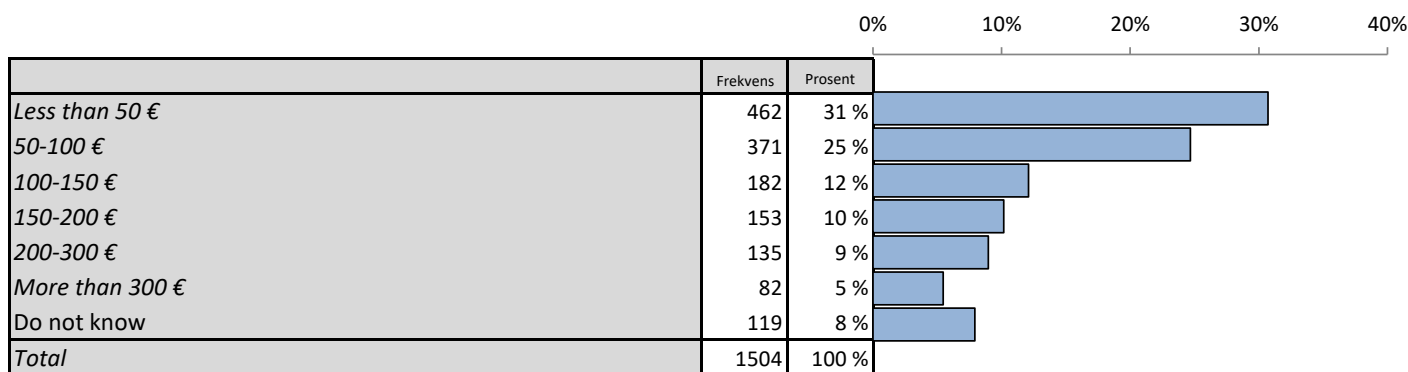


**Q: Approximately how many kilowatt-hours do you use each year?**

**Background variables**

		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%	▼13%	12%	9%	2%	2%	▲42%	(n=759)
	Male	▲26%	▲22%	15%	10%	4%	2%	▼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%	▼4%	▼1%	▼0%	▲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%	▲7%	▲4%	▼25%	(n=605)
	Not using electricity 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%	▼24%	(n=510)
	AWARE consumers	23%	21%	16%	12%	2%	3%	▼22%	(n=282)
	INACTIVE consumers	▼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 electricity in total an average winter month	Less than 50 €	▲43%	▼12%	▼6%	▼2%	▼0%	▼0%	37%	(n=462)
	50-100 €	25%	▲30%	12%	▼4%	▼1%	▼0%	▲28%	(n=371)
	100-150 €	▼9%	▲28%	▲25%	10%	2%	1%	▲26%	(n=182)
	150-200 €	▼6%	11%	▲35%	▲24%	5%	1%	▲19%	(n=153)
	200-300 €	▼7%	▼4%	19%	▲31%	▲16%	▲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%	▲76%	(n=119)
<b>Total</b>		<b>23%</b>	<b>17%</b>	<b>14%</b>	<b>10%</b>	<b>3%</b>	<b>2%</b>	<b>32%</b>	<b>(n=1504)</b>

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

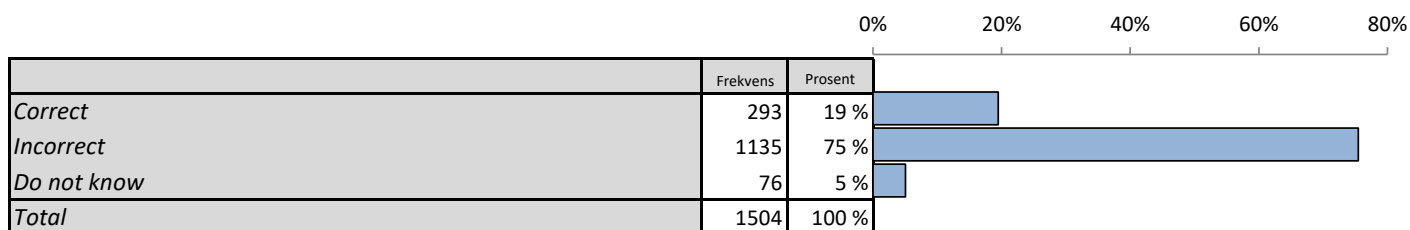


**Q: How much money do you spend on electricity in total (supplier cost, network cost and taxes) in an average winter month?**

**Background variables**

		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%	▲ 28%	▼ 9%	▼ 5%	▼ 3%	▼ 1%	8%	(n=985)
	House	▼ 3%	▼ 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%	▼ 16%	▲ 17%	▲ 20%	▲ 18%	▲ 12%	7%	(n=605)
	Not using electricity to heat home	▲ 44%	▲ 31%	▼ 9%	▼ 3%	▼ 3%	▼ 1%	8%	(n=861)
	Do not know	▲ 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%	▼ 4%	(n=282)
	INACTIVE consumers	31%	25%	11%	11%	8%	4%	▲ 10%	(n=712)
Annual KWh-use	Less than 5000 kWh	▲ 58%	27%	▼ 5%	▼ 3%	▼ 3%	▼ 1%	▼ 3%	(n=341)
	5000- 9 999 kWh	▼ 22%	▲ 43%	▲ 20%	7%	▼ 2%	▼ 2%	▼ 4%	(n=260)
	10 000- 14 999 kWh	▼ 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%	▼ 4%	6%	16%	▲ 43%	▲ 27%	▼ 2%	(n=51)
	More than 25 000 kWh	▼ 0%	▼ 0%	4%	4%	▲ 33%	▲ 56%	4%	(n=27)
	Do not know	36%	22%	10%	▼ 6%	▼ 5%	▼ 3%	▲ 19%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	▲ 100%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	(n=462)
	50-100 €	▼ 0%	▲ 100%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	0%	(n=371)
	100-150 €	▼ 0%	▼ 0%	▲ 100%	▼ 0%	▼ 0%	▼ 0%	0%	(n=182)
	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)
<b>Total</b>		<b>31%</b>	<b>25%</b>	<b>12%</b>	<b>10%</b>	<b>9%</b>	<b>5%</b>	<b>8%</b>	<b>(n=1504)</b>

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

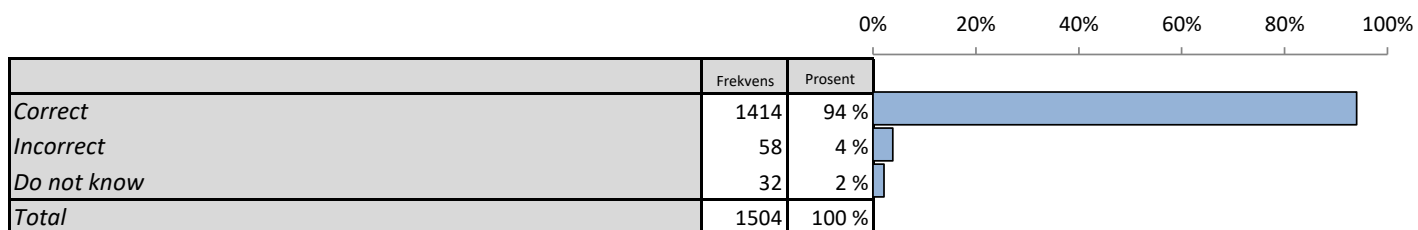


## Q: My electricity supplier is determined by where I live

### Background variables

		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%	(n=262)
	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%	▼ 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 electricity to heat home	▼ 17%	▲ 79%	4%	(n=861)
	Do not know	29%	▼ 45%	▲ 26%	(n=38)
Consumer type	ACTIVE consumers	▼ 12%	▲ 85%	3%	(n=510)
	AWARE consumers	21%	77%	▼ 2%	(n=282)
	INACTIVE consumers	▲ 25%	▼ 68%	▲ 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 electricity in total an average winter month	Less than 50 €	19%	76%	5%	(n=462)
	50-100 €	20%	76%	4%	(n=371)
	100-150 €	22%	75%	3%	(n=182)
	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

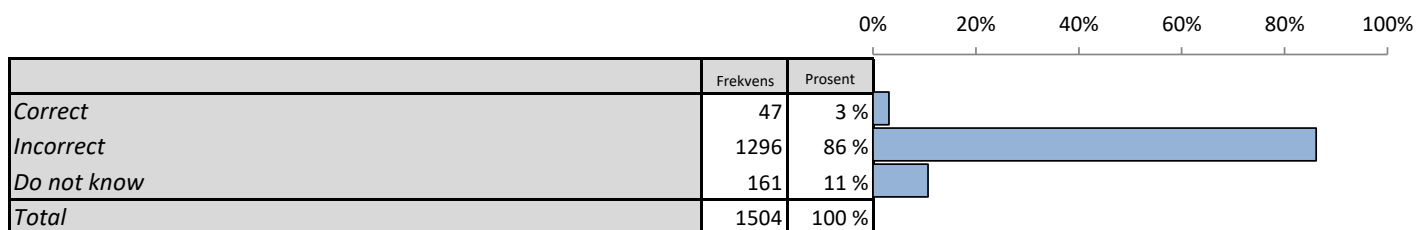


## Q: As a customer I can choose my own electricity supplier

### Background variables

		Correct	Incorrect	Do not know	Valid N
Gender	Female	94%	4%	2%	(n=759)
	Male	94%	4%	2%	(n=741)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	▼ 89%	6%	▲ 5%	(n=262)
	35 - 49 years	94%	4%	2%	(n=420)
	50 - 64 years	96%	3%	▼ 1%	(n=474)
	65 years or older	96%	3%	2%	(n=348)
Type of resident	Apartment	94%	4%	2%	(n=985)
	House	94%	3%	2%	(n=519)
Electricity bill?	Electronic bill	95%	3%	2%	(n=895)
	Paper invoice	92%	5%	3%	(n=609)
Electricity to heating	Use electricity to heat home	94%	4%	2%	(n=605)
	Not using electricity 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 consumers	▼ 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 electricity in total an average winter month	Less than 50 €	96%	3%	1%	(n=462)
	50-100 €	94%	3%	2%	(n=371)
	100-150 €	92%	5%	2%	(n=182)
	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



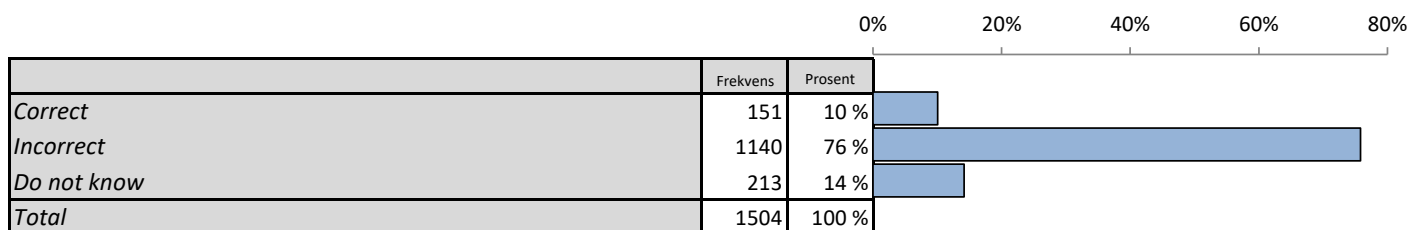
## Q: If I switch to another supplier, my meter has to be changed

### Background variables

		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	▲ 5%	87%	8%	(n=519)
Electricity bill?	Electronic bill	4%	88%	▼ 8%	(n=895)
	Paper invoice	2%	83%	▲ 14%	(n=609)
Electricity to heating	Use electricity to heat home	▲ 6%	84%	10%	(n=605)
	Not using electricity 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 consumers	4%	▼ 79%	▲ 16%	(n=712)
Annual kWh-use	Less than 5000 kWh	▼ 1%	▲ 92%	7%	(n=341)
	5000- 9 999 kWh	2%	▲ 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 electricity in total an average winter month	Less than 50 €	▼ 0%	89%	11%	(n=462)
	50-100 €	2%	88%	10%	(n=371)
	100-150 €	5%	85%	10%	(n=182)
	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%	(n=1504)



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

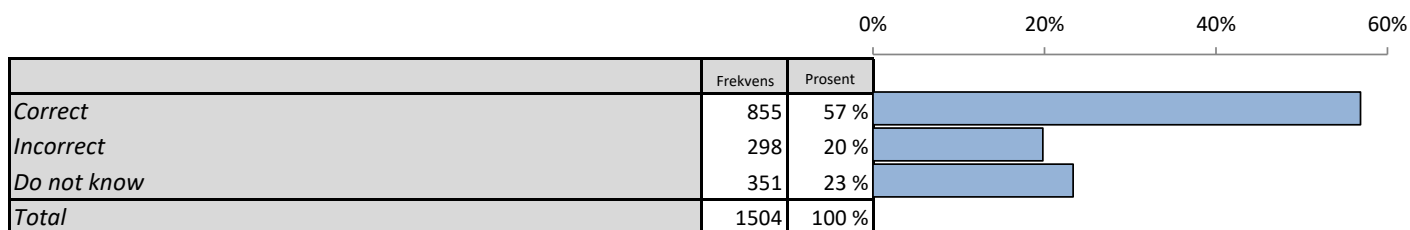


**Q: If I switch to another supplier, it can effect the number of power cuts**

**Background variables**

		Correct	Incorrect	Do not know	Valid N
Gender	Female	10%	73%	16%	(n=759)
	Male	10%	79%	▼ 12%	(n=741)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	12%	▼ 65%	▲ 23%	(n=262)
	35 - 49 years	12%	75%	13%	(n=420)
	50 - 64 years	8%	▲ 81%	11%	(n=474)
	65 years or older	9%	78%	13%	(n=348)
Type of resident	Apartment	10%	74%	▲ 16%	(n=985)
	House	10%	79%	▼ 10%	(n=519)
Electricity bill?	Electronic bill	▼ 8%	78%	14%	(n=895)
	Paper invoice	▲ 13%	72%	15%	(n=609)
Electricity to heating	Use electricity to heat home	12%	76%	11%	(n=605)
	Not using electricity to heat home	9%	76%	15%	(n=861)
	Do not know	5%	▼ 55%	▲ 39%	(n=38)
Consumer type	ACTIVE consumers	▼ 7%	▲ 84%	▼ 10%	(n=510)
	AWARE consumers	13%	77%	10%	(n=282)
	INACTIVE consumers	11%	▼ 70%	▲ 19%	(n=712)
Annual kWh-use	Less than 5000 kWh	9%	79%	12%	(n=341)
	5000- 9 999 kWh	7%	81%	12%	(n=260)
	10 000- 14 999 kWh	13%	78%	▼ 9%	(n=206)
	15 000-19 999 kWh	14%	77%	9%	(n=143)
	20 000 - 24 999 kWh	16%	78%	▼ 6%	(n=51)
	More than 25 000 kWh	19%	74%	7%	(n=27)
	Do not know	9%	▼ 69%	▲ 22%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	8%	77%	15%	(n=462)
	50-100 €	10%	75%	15%	(n=371)
	100-150 €	13%	73%	14%	(n=182)
	150-200 €	14%	78%	▼ 7%	(n=153)
	200-300 €	9%	82%	9%	(n=135)
	More than 300 €	13%	79%	7%	(n=82)
	Do not know	7%	▼ 65%	▲ 29%	(n=119)
<b>Total</b>		10%	76%	14%	(n=1504)

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

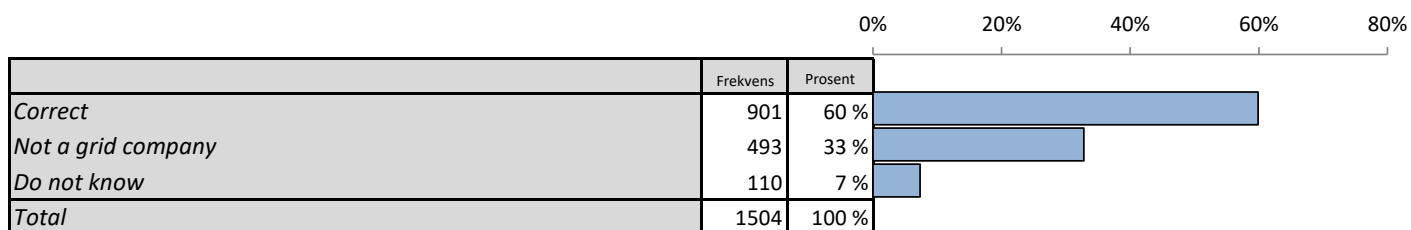


**Q: If I switch to another supplier, the new supplier will be in charge of meter reading**

**Background variables**

		Correct	Incorrect	Do not know	Valid N
Gender	Female	55%	▼17%	▲28%	(n=759)
	Male	58%	23%	▼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	▲64%	19%	▼18%	(n=348)
Type of resident	Apartment	58%	▼16%	▲26%	(n=985)
	House	54%	▲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%	▲24%	▼20%	(n=605)
	Not using electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	55%	16%	▲29%	(n=462)
	50-100 €	61%	19%	20%	(n=371)
	100-150 €	63%	19%	18%	(n=182)
	150-200 €	59%	21%	20%	(n=153)
	200-300 €	53%	▲30%	17%	(n=135)
	More than 300 €	55%	▲32%	▼13%	(n=82)
	Do not know	▼45%	18%	▲36%	(n=119)
<b>Total</b>		<b>57%</b>	<b>20%</b>	<b>23%</b>	<b>(n=1504)</b>

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

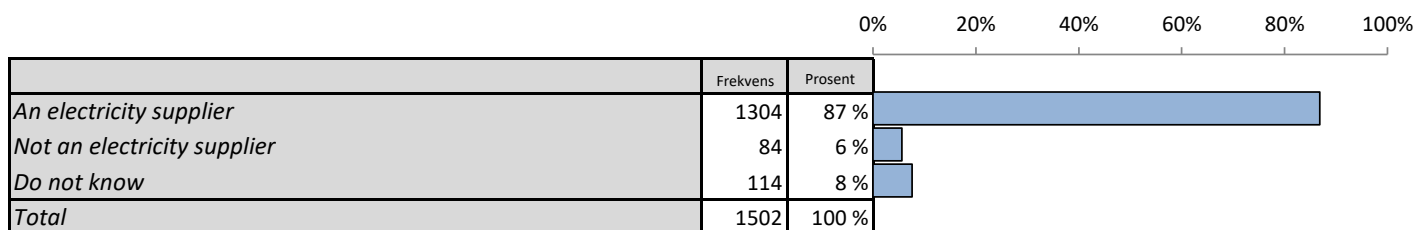


**Q: Name the company that operates the power lines to your home**

**Background variables**

		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%	▲ 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 electricity 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 consumers	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%	▲ 56%	▼ 0%	(n=27)
	Do not know	59%	29%	▲ 12%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	▲ 72%	▼ 22%	6%	(n=462)
	50-100 €	56%	36%	8%	(n=371)
	100-150 €	52%	41%	7%	(n=182)
	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)
<b>Total</b>		60%	33%	7%	(n=1504)

## Q: Who is the electricity supplier in your home

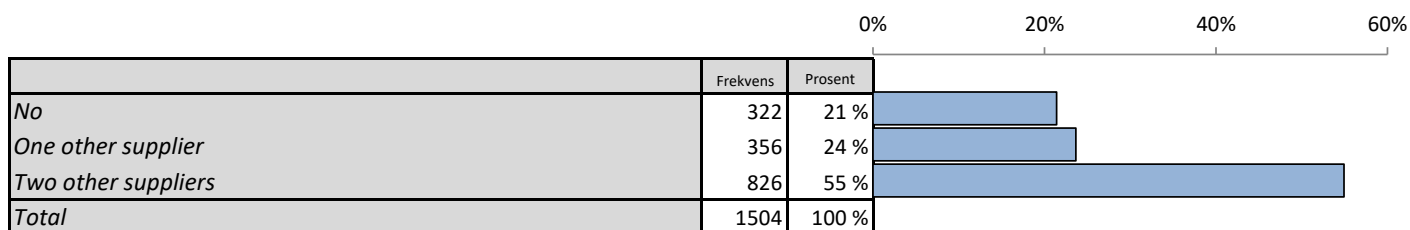


## Q: Who is the electricity supplier in your home

### Background variables

		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%	▼ 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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	▲ 92%	4%	▼ 4%	(n=460)
	50-100 €	86%	6%	7%	(n=371)
	100-150 €	89%	4%	7%	(n=182)
	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?

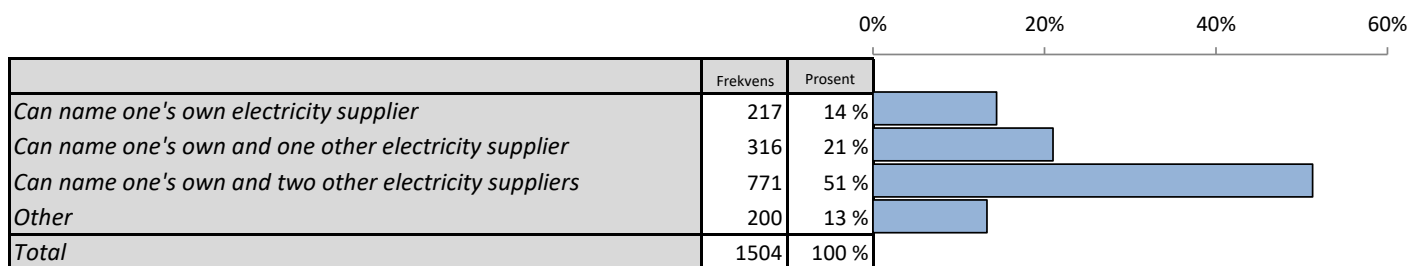


## Q: Can you name two other electricity suppliers?

### 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 electricity 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 consumers	▲ 29%	26%	▼ 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%	▲ 63%	(n=206)
	15 000-19 999 kWh	20%	24%	56%	(n=143)
	20 000 - 24 999 kWh	18%	▼ 12%	▲ 71%	(n=51)
	More than 25 000 kWh	22%	22%	56%	(n=27)
	Do not know	▲ 27%	28%	▼ 45%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	▼ 17%	27%	56%	(n=462)
	50-100 €	23%	23%	54%	(n=371)
	100-150 €	23%	24%	53%	(n=182)
	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)

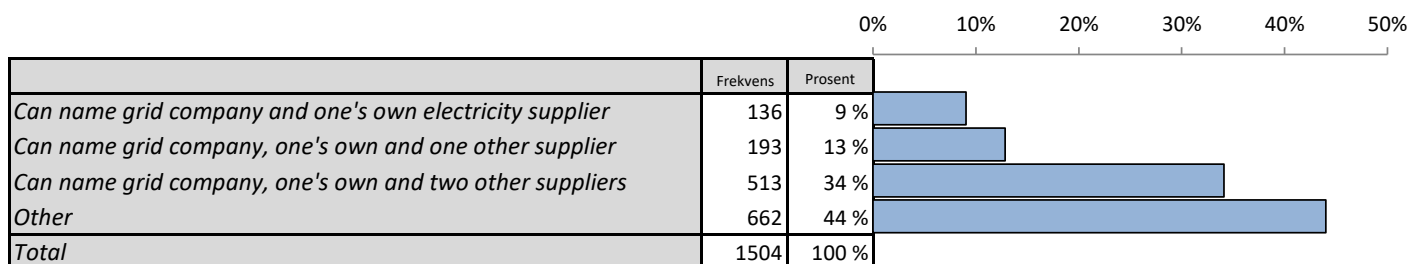


## Q: Knowledge of electricity suppliers (TOTAL)

### Background variables

		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%	▼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 electricity to heat home	16%	22%	51%	▼11%	(n=861)
	Do not know	21%	18%	39%	21%	(n=38)
Consumer type	ACTIVE consumers	▼8%	▼16%	▲65%	11%	(n=510)
	AWARE consumers	15%	25%	49%	12%	(n=282)
	INACTIVE consumers	▲19%	23%	▼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%	▼41%	16%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	13%	25%	53%	▼8%	(n=462)
	50-100 €	15%	20%	51%	14%	(n=371)
	100-150 €	18%	23%	49%	11%	(n=182)
	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)
<b>Total</b>		<b>14%</b>	<b>21%</b>	<b>51%</b>	<b>13%</b>	<b>(n=1504)</b>

## Q: Knowledge of electricity market (TOTAL)

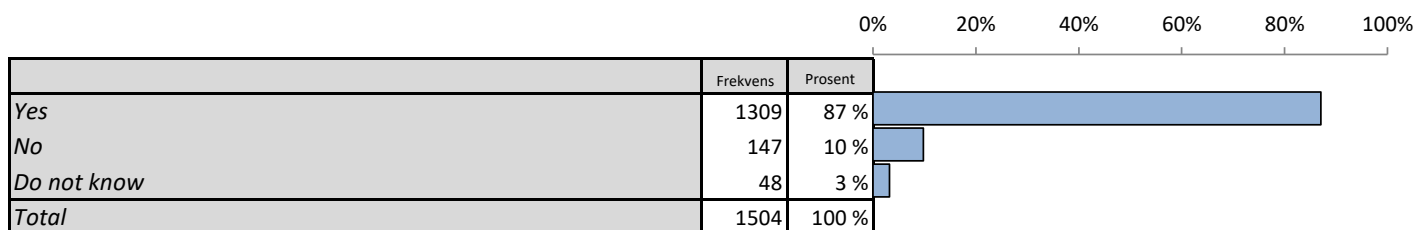


## Q: Knowledge of electricity market (TOTAL)

### 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%	▲ 50%	(n=605)
	Not using electricity to heat home	10%	15%	35%	▼ 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 consumers	▲ 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%	▼ 4%	39%	51%	(n=51)
	More than 25 000 kWh	4%	7%	22%	▲ 67%	(n=27)
	Do not know	12%	15%	▼ 27%	46%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	9%	▲ 19%	▲ 40%	▼ 32%	(n=462)
	50-100 €	9%	10%	33%	48%	(n=371)
	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%	▼ 24%	54%	(n=119)
<b>Total</b>		9%	13%	34%	44%	(n=1504)

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



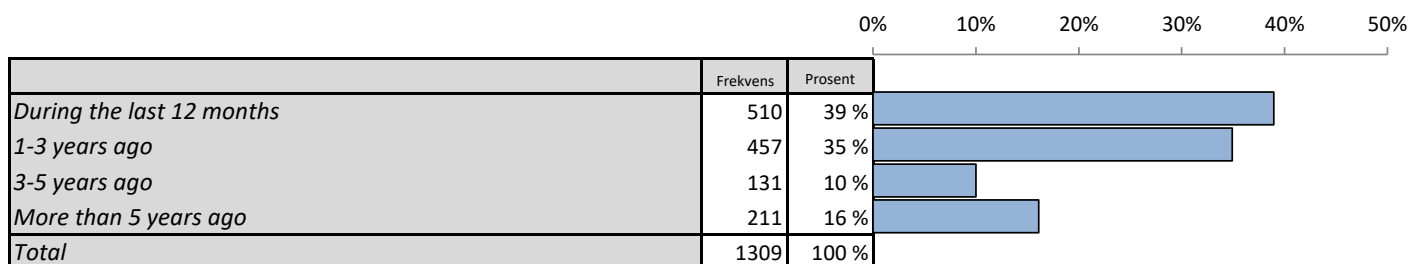
## Q: Have you ever signed a contract with an electricity supplier?

### Background variables

		Yes	No	Do not know	Valid N
Gender	Female	85%	11%	4%	(n=759)
	Male	89%	9%	2%	(n=741)
	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%	(n=474)
	65 years or older	91%	7%	3%	(n=348)
Type of resident	Apartment	87%	10%	3%	(n=985)
	House	87%	10%	3%	(n=519)
Electricity bill?	Electronic bill	88%	10%	2%	(n=895)
	Paper invoice	86%	10%	4%	(n=609)
Electricity to heating	Use electricity to heat home	88%	9%	3%	(n=605)
	Not using electricity to heat home	88%	10%	3%	(n=861)
	Do not know	▼ 63%	21%	▲ 16%	(n=38)
Consumer type	ACTIVE consumers	▲ 100%	▼ 0%	▼ 0%	(n=510)
	AWARE consumers	▼ 82%	▲ 15%	4%	(n=282)
	INACTIVE consumers	▼ 80%	▲ 15%	▲ 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)
	Do not know	▼ 82%	12%	▲ 6%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	87%	10%	3%	(n=462)
	50-100 €	87%	10%	3%	(n=371)
	100-150 €	87%	10%	2%	(n=182)
	150-200 €	89%	8%	3%	(n=153)
	200-300 €	86%	12%	2%	(n=135)
	More than 300 €	85%	11%	4%	(n=82)
	Do not know	87%	▼ 4%	▲ 9%	(n=119)
Total		87%	10%	3%	(n=1504)



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

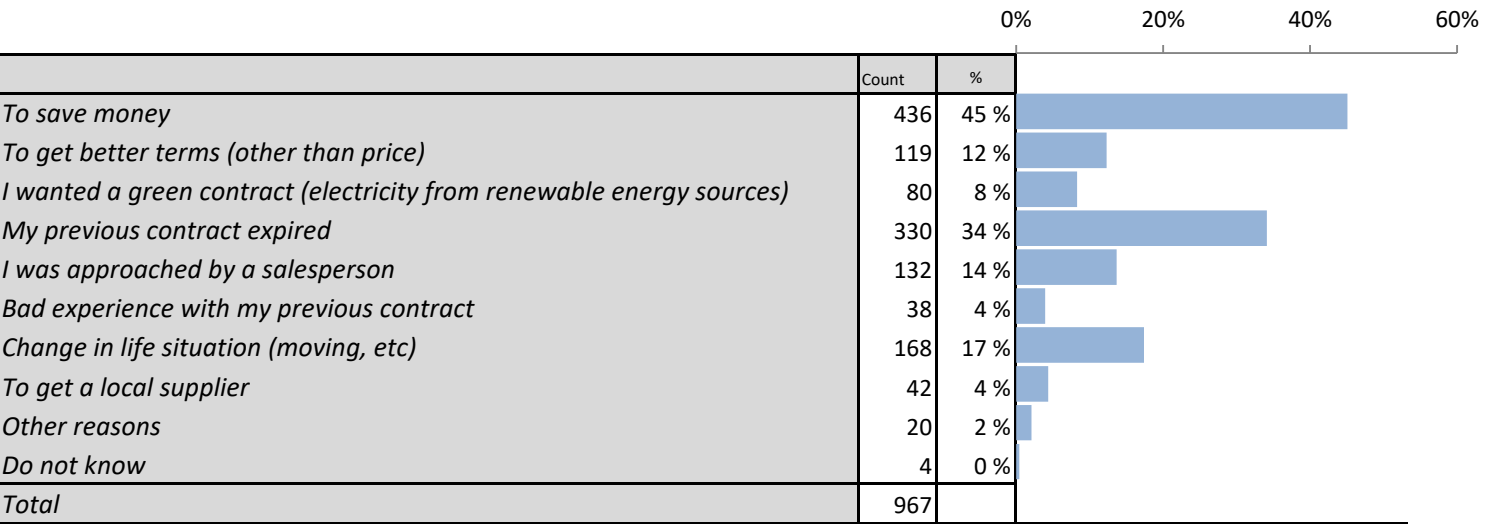


## Q: When did you last sign a contract with an electricity supplier?

### Background variables

		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%	▼ 12%	(n=454)
Electricity bill?	Electronic bill	41%	36%	10%	▼ 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 electricity 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%	▲ 65%	14%	21%	(n=230)
	INACTIVE consumers	▼ 0%	▲ 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%	▼ 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 electricity in total an average winter month	Less than 50 €	37%	36%	8%	19%	(n=402)
	50-100 €	40%	35%	10%	15%	(n=323)
	100-150 €	37%	41%	9%	13%	(n=159)
	150-200 €	35%	35%	16%	14%	(n=136)
	200-300 €	47%	32%	10%	10%	(n=116)
	More than 300 €	46%	39%	11%	▼ 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.



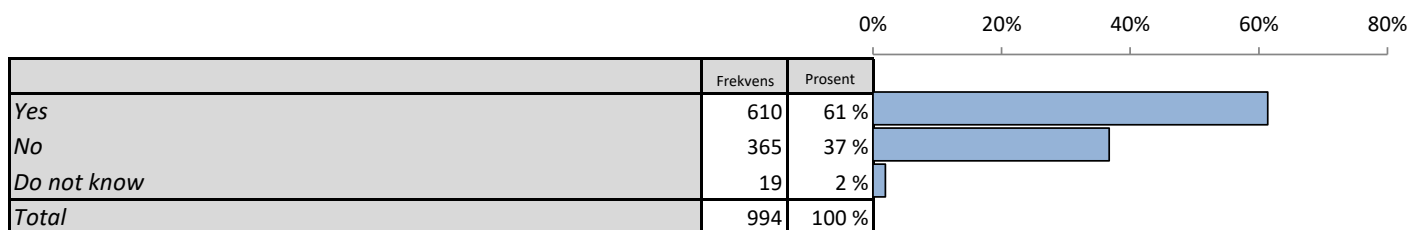
# Q: Why did you sign a new electricity contract?

Several answers possible.

## Background

		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	▲ 53%	14%	9%	28%	10%	2%	20%	▼ 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%	▼ 5%	6%	2%	▼ 0%	(n=242)
Type of resident	Apartment	42%	11%	9%	▼ 30%	▲ 16%	4%	▲ 24%	3%	2%	0%	(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	▲ 52%	▲ 17%	7%	37%	14%	▲ 7%	▼ 11%	5%	1%	0%	(n=401)
	Not using electricity to heat home	▼ 41%	▼ 9%	9%	33%	13%	▼ 2%	▲ 21%	3%	3%	1%	(n=547)
	Do not know	▼ 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 consumers	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%	▼ 5%	4%	▼ 9%	6%	▼ 0%	▼ 0%	(n=98)
	20 000 - 24 999 kWh	47%	21%	8%	▲ 53%	11%	3%	▼ 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 total an average winter month	Less than 50 €	43%	9%	9%	29%	13%	3%	▲ 27%	▼ 2%	2%	0%	(n=293)
	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%	5%	41%	18%	7%	11%	8%	2%	0%	(n=95)
	200-300 €	53%	18%	9%	38%	12%	7%	▼ 5%	3%	2%	▼ 0%	(n=92)
	More than 300 €	53%	14%	8%	46%	8%	7%	10%	2%	2%	0%	(n=59)
	Do not know	39%	11%	5%	32%	16%	2%	24%	2%	5%	3%	(n=62)
Total		45%	12%	8%	34%	14%	4%	17%	4%	2%	0%	(n=967)

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

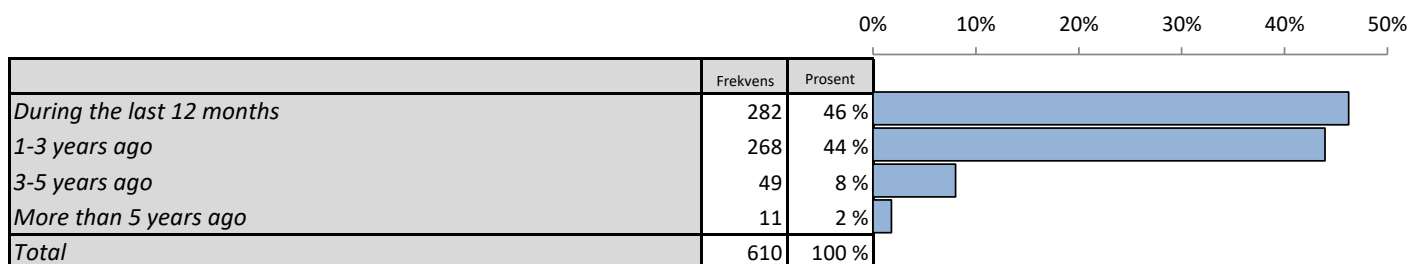


**Q: Have you ever compared your current electricity contract to other contracts?**

**Background variables**

		Yes	No	Do not know	Valid N
Gender	Female	▼ 57%	▲ 41%	2%	(n=498)
	Male	▲ 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	▲ 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 electricity 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 consumers	▼ 46%	▲ 51%	▲ 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	▲ 75%	▼ 23%	2%	(n=131)
	15 000-19 999 kWh	▲ 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%	▲ 50%	3%	(n=353)
Spending on electricity in total an average winter month	Less than 50 €	▼ 54%	▲ 45%	1%	(n=312)
	50-100 €	64%	35%	1%	(n=241)
	100-150 €	70%	28%	2%	(n=123)
	150-200 €	▲ 75%	▼ 24%	2%	(n=106)
	200-300 €	69%	28%	4%	(n=80)
	More than 300 €	62%	38%	▼ 0%	(n=50)
	Do not know	▼ 44%	▲ 50%	6%	(n=82)
<b>Total</b>		61%	37%	2%	(n=994)

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

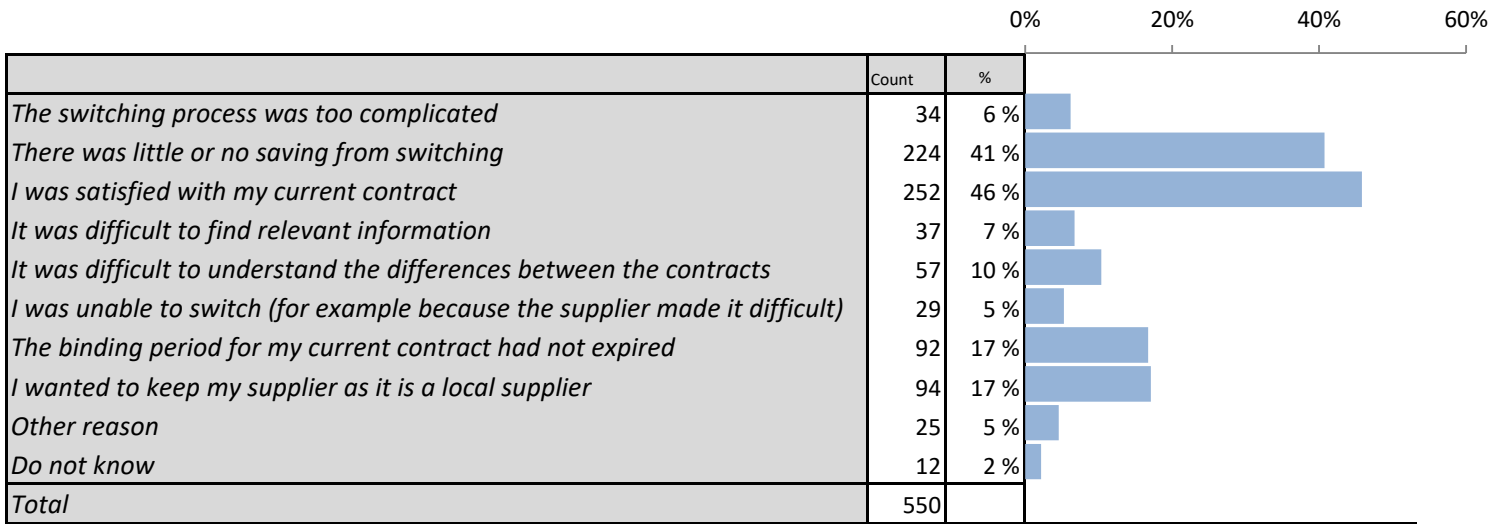


## Q: When did you last compare your current electricity contract to other contracts?

### 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	▲ 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 electricity 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 consumers	▼ 0%	▲ 82%	▲ 15%	▲ 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 electricity in total an average winter month	Less than 50 €	52%	39%	8%	1%	(n=168)
	50-100 €	41%	48%	8%	2%	(n=155)
	100-150 €	53%	38%	6%	2%	(n=86)
	150-200 €	39%	52%	8%	1%	(n=79)
	200-300 €	42%	44%	9%	5%	(n=55)
	More than 300 €	61%	35%	3%	▼ 0%	(n=31)
	Do not know	31%	50%	17%	3%	(n=36)
<b>Total</b>		<b>46%</b>	<b>44%</b>	<b>8%</b>	<b>2%</b>	<b>(n=610)</b>

**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?**

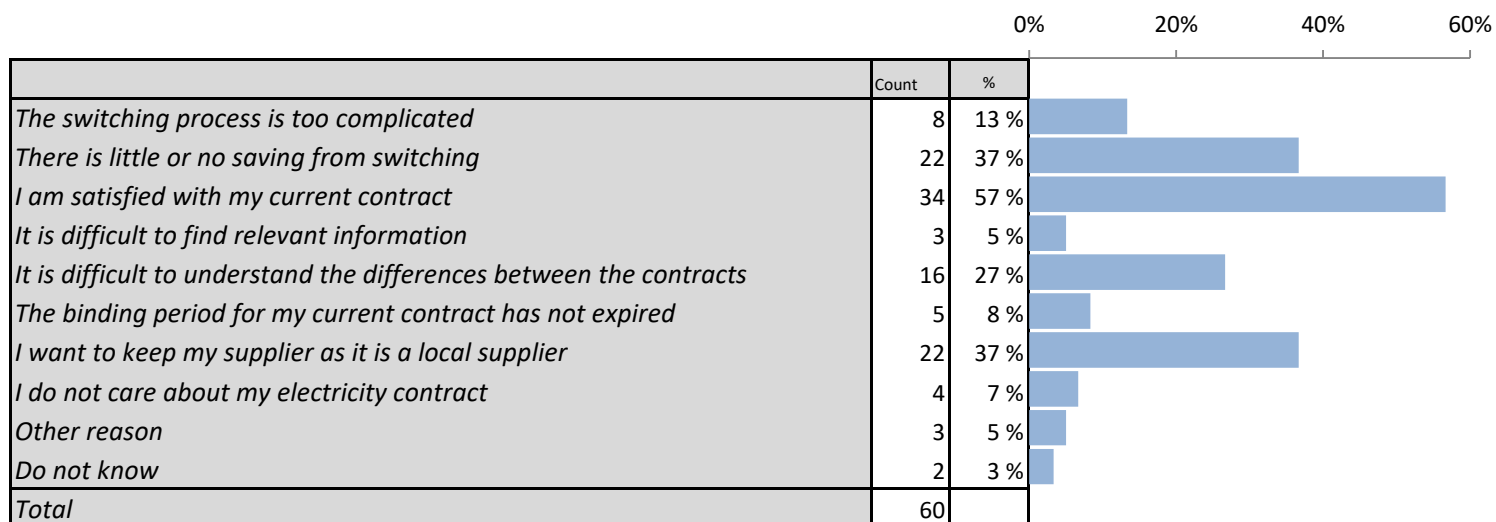
Several answers possible.

**Background**

		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%	▼ 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 electricity 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 consumers	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 total an average winter month	Less than 50 €	6%	40%	54%	5%	9%	2%	13%	16%	4%	1%	(n=154)
	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?

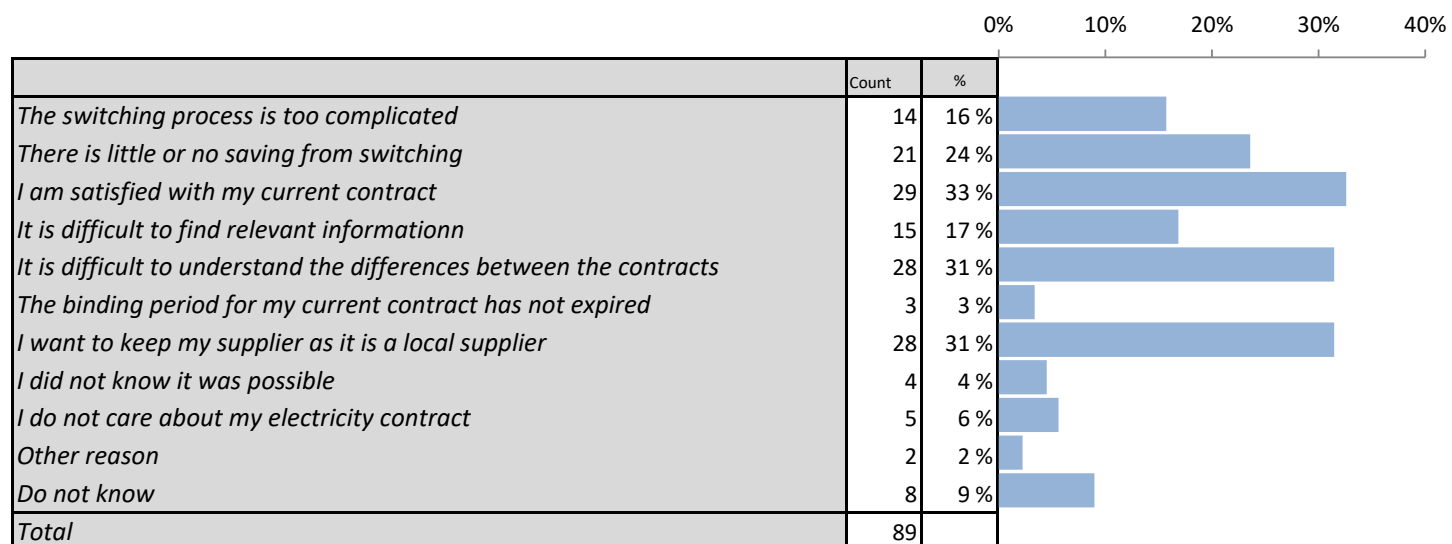
Several answers possible.

### Background

		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	I 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 electricity 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 consumers	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 total an average winter month	Less than 50 €	21%	36%	50%	0%	14%	7%	29%	14%	7%	0%	(n=14)
	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.**



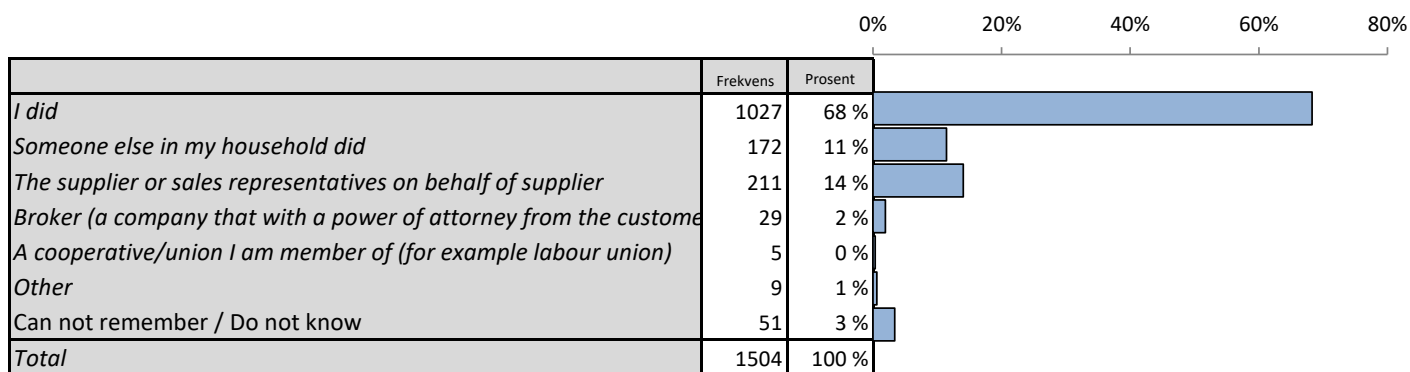
## Q: Why have you never switched or compared contracts?

Several answers possible.

### Background

		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	I did not know it was possible	I 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 electricity 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 consumers	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 total an average winter month	Less than 50 €	11%	26%	41%	15%	26%	4%	48%	▼0%	4%	0%	7%	(n=27)
	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?

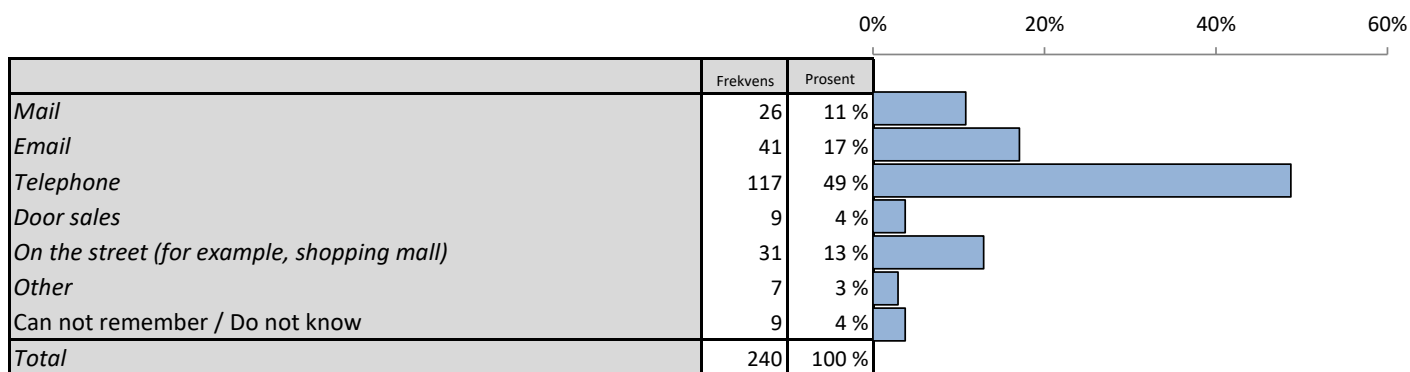


## Q: Who initiated the signing of your current contract?

### Background variables

		I 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 labour union)	Other	Can not remember / Do not know	Valid N
Gender	Female	▼ 65%	▲ 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%	▲ 5%	(n=609)
Electricity to heating	Use electricity to heat home	▼ 62%	▲ 16%	15%	2%	1%	1%	3%	(n=605)
	Not using electricity to heat home	▲ 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%	▼ 1%	(n=510)
	AWARE consumers	▲ 77%	13%	▼ 6%	2%	▼ 0%	0%	1%	(n=282)
	INACTIVE consumers	▼ 63%	▲ 16%	▼ 11%	▲ 3%	0%	1%	▲ 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%	▼ 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%	▲ 7%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	▲ 75%	▼ 6%	15%	2%	▼ 0%	0%	3%	(n=462)
	50-100 €	70%	10%	14%	2%	0%	1%	▲ 3%	(n=371)
	100-150 €	65%	17%	14%	3%	1%	▼ 0%	1%	(n=182)
	150-200 €	60%	13%	20%	3%	1%	1%	2%	(n=153)
	200-300 €	70%	16%	▼ 6%	1%	1%	1%	▲ 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)
<b>Total</b>		<b>68%</b>	<b>11%</b>	<b>14%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>3%</b>	<b>(n=1504)</b>

## Q: How did they contact you?

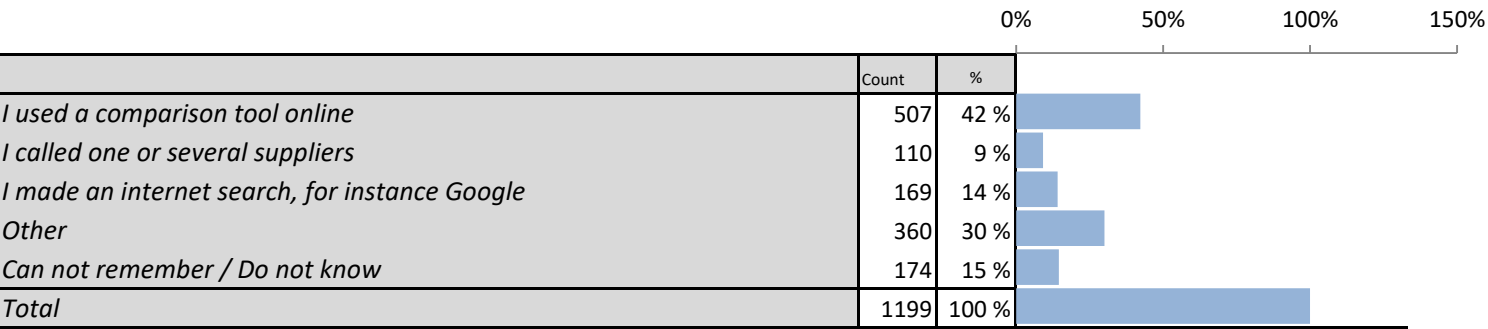


## Q: How did they contact you?

### 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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	▼ 4%	22%	50%	▼ 0%	15%	7%	3%	(n=74)
	50-100 €	12%	9%	53%	3%	16%	▼ 0%	▲ 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)
<b>Total</b>		<b>11%</b>	<b>17%</b>	<b>49%</b>	<b>4%</b>	<b>13%</b>	<b>3%</b>	<b>4%</b>	<b>(n=240)</b>

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



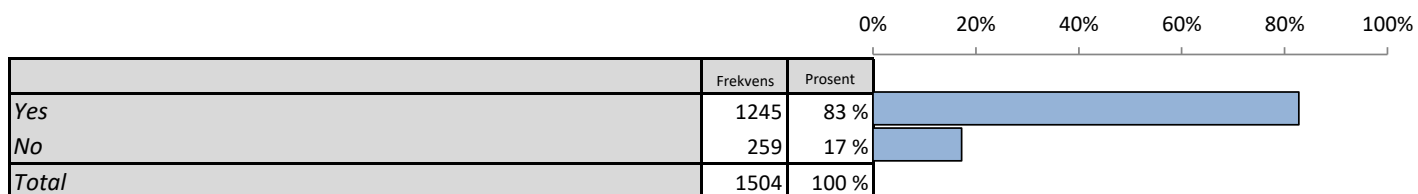
# Q: How did you go about choosing electricity contract?

Several answers possible.

## Background

		I 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	▲ 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	▲ 53%	10%	12%	▼ 23%	12%	(n=418)
Electricity bill?	Electronic bill	▲ 48%	8%	16%	28%	▼ 12%	(n=721)
	Paper invoice	▼ 34%	12%	12%	33%	▲ 18%	(n=478)
Electricity to heating	Use electricity to heat home	▲ 50%	10%	15%	26%	13%	(n=476)
	Not using electricity to heat home	▼ 38%	9%	13%	33%	15%	(n=694)
	Do not know	▼ 10%	7%	21%	34%	28%	(n=29)
Consumer type	ACTIVE consumers	▲ 57%	9%	12%	28%	▼ 5%	(n=386)
	AWARE consumers	▲ 51%	7%	16%	26%	11%	(n=254)
	INACTIVE consumers	▼ 28%	11%	14%	33%	▲ 23%	(n=559)
Annual kWh-use	Less than 5000 kWh	47%	▼ 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	▲ 68%	9%	9%	▼ 9%	14%	(n=22)
	Do not know	▼ 24%	10%	14%	35%	▲ 24%	(n=362)
Spending on electricity in total an average winter month	Less than 50 €	▼ 35%	7%	18%	33%	15%	(n=374)
	50-100 €	44%	12%	11%	29%	15%	(n=297)
	100-150 €	44%	12%	13%	31%	10%	(n=150)
	150-200 €	51%	8%	13%	29%	10%	(n=112)
	200-300 €	52%	7%	13%	29%	15%	(n=117)
	More than 300 €	60%	6%	15%	18%	8%	(n=65)
	Do not know	29%	7%	10%	32%	30%	(n=84)
Total		42%	9%	14%	30%	15%	n=1199)

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



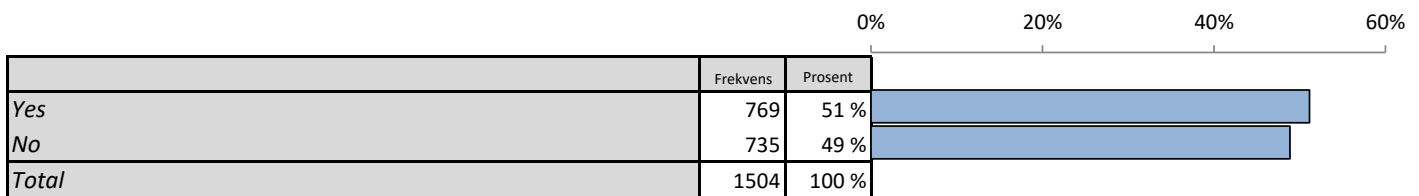
**Q: [How your electricity price is set] When you think of your current electricity contract, are you aware of:**

**Background variables**

		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%	▼ 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 electricity 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%	▼ 11%	(n=282)
	INACTIVE consumers	▼ 74%	▲ 26%	(n=712)
Annual kWh-use	Less than 5000 kWh	▲ 88%	▼ 12%	(n=341)
	5000- 9 999 kWh	▲ 92%	▼ 8%	(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	84%	16%	(n=51)
	More than 25 000 kWh	93%	7%	(n=27)
	Do not know	▼ 68%	▲ 32%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	81%	19%	(n=462)
	50-100 €	86%	14%	(n=371)
	100-150 €	85%	15%	(n=182)
	150-200 €	82%	18%	(n=153)
	200-300 €	84%	16%	(n=135)
	More than 300 €	▲ 91%	▼ 9%	(n=82)
	Do not know	▼ 67%	▲ 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:**

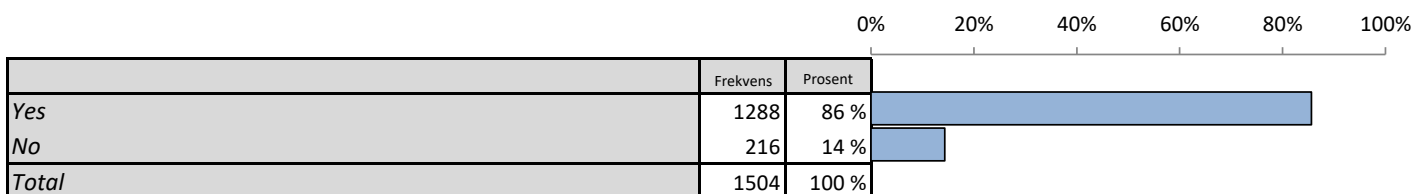


**Q: [If the price can change during the contract term] When you think of your current electricity contract, are you aware of:**

**Background variables**

		Yes	No	Valid N
Gender	Female	▲ 55%	▼ 45%	(n=759)
	Male	▼ 47%	▲ 53%	(n=741)
	Other	- %	- %	(n<5)
Age group	Under 35 years	58%	42%	(n=262)
	35 - 49 years	▲ 58%	▼ 42%	(n=420)
	50 - 64 years	49%	51%	(n=474)
	65 years or older	▼ 41%	▲ 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 electricity to heat home	52%	48%	(n=861)
	Do not know	47%	53%	(n=38)
Consumer type	ACTIVE consumers	▼ 43%	▲ 57%	(n=510)
	AWARE consumers	52%	48%	(n=282)
	INACTIVE consumers	▲ 57%	▼ 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 electricity in total an average winter month	Less than 50 €	54%	46%	(n=462)
	50-100 €	52%	48%	(n=371)
	100-150 €	48%	52%	(n=182)
	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%	(n=1504)

**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:**

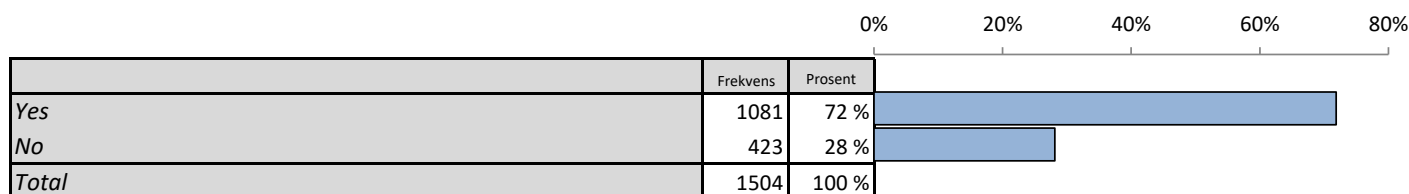


**Q: [The binding period (Binding period is the time that you will have to stay with the same supplier)] When you think of your current electricity contract, are you aware of:**

**Background variables**

		Yes	No	Valid N
Gender	Female	84%	16%	(n=759)
	Male	88%	12%	(n=741)
	Other	- %	- %	(n<5)
Age group	Under 35 years	▼ 79%	▲ 21%	(n=262)
	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 electricity 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 consumers	▼ 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%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	▲ 90%	▼ 10%	(n=462)
	50-100 €	85%	15%	(n=371)
	100-150 €	86%	14%	(n=182)
	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%	(n=1504)

**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:**

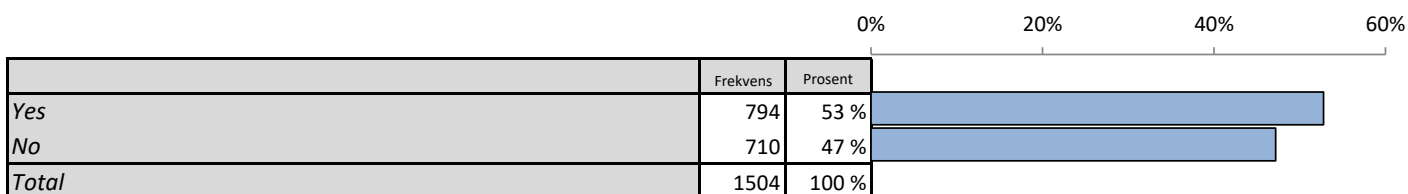


**Q: [The notice period of the contract (Notice period is the time that you have to stay with the supplier after you have given a notice of termination)] When you think of your current electricity contract, are you aware of:**

**Background variables**

		Yes	No	Valid N
Gender	Female	69%	31%	(n=759)
	Male	▲ 75%	▼ 25%	(n=741)
	Other	- %	- %	(n<5)
Age group	Under 35 years	▼ 63%	▲ 37%	(n=262)
	35 - 49 years	67%	33%	(n=420)
	50 - 64 years	76%	24%	(n=474)
	65 years or older	▲ 78%	▼ 22%	(n=348)
Type of resident	Apartment	70%	30%	(n=985)
	House	75%	25%	(n=519)
Electricity bill?	Electronic bill	73%	27%	(n=895)
	Paper invoice	70%	30%	(n=609)
Electricity to heating	Use electricity to heat home	72%	28%	(n=605)
	Not using electricity to heat home	74%	26%	(n=861)
	Do not know	▼ 37%	▲ 63%	(n=38)
Consumer type	ACTIVE consumers	▲ 80%	▼ 20%	(n=510)
	AWARE consumers	▲ 81%	▼ 19%	(n=282)
	INACTIVE consumers	▼ 63%	▲ 38%	(n=712)
Annual kWh-use	Less than 5000 kWh	76%	24%	(n=341)
	5000- 9 999 kWh	▲ 82%	▼ 18%	(n=260)
	10 000- 14 999 kWh	76%	24%	(n=206)
	15 000-19 999 kWh	▲ 85%	▼ 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 average winter month	Less than 50 €	72%	28%	(n=462)
	50-100 €	74%	26%	(n=371)
	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)
<b>Total</b>		<b>72%</b>	<b>28%</b>	<b>(n=1504)</b>

**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:**

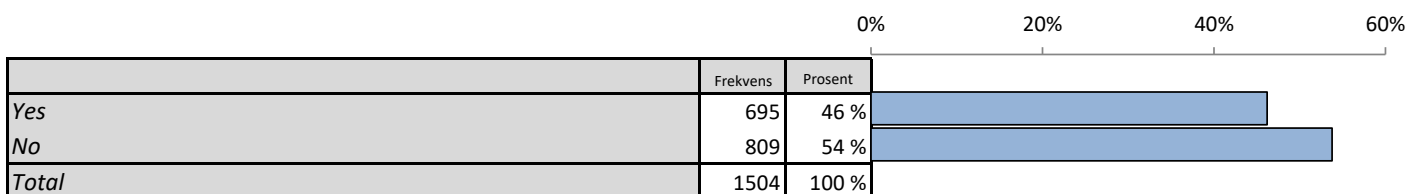


**Q: [The consequence if you terminate the contract before the binding period expires] When you think of your current electricity contract, are you aware of:**

**Background variables**

		Yes	No	Valid N
Gender	Female	▼ 49%	▲ 51%	(n=759)
	Male	▲ 57%	▼ 43%	(n=741)
	Other	- %	- %	(n<5)
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=985)
	House	57%	43%	(n=519)
Electricity bill?	Electronic 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 electricity to heat home	52%	48%	(n=861)
	Do not know	▼ 21%	▲ 79%	(n=38)
Consumer type	ACTIVE consumers	▲ 58%	▼ 42%	(n=510)
	AWARE consumers	▲ 63%	▼ 37%	(n=282)
	INACTIVE consumers	▼ 45%	▲ 55%	(n=712)
Annual kWh-use	Less than 5000 kWh	57%	43%	(n=341)
	5000- 9 999 kWh	▲ 62%	▼ 38%	(n=260)
	10 000- 14 999 kWh	53%	47%	(n=206)
	15 000-19 999 kWh	▲ 65%	▼ 35%	(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 month	Less than 50 €	50%	50%	(n=462)
	50-100 €	54%	46%	(n=371)
	100-150 €	60%	40%	(n=182)
	150-200 €	52%	48%	(n=153)
	200-300 €	55%	45%	(n=135)
	More than 300 €	63%	37%	(n=82)
	Do not know	▼ 38%	▲ 62%	(n=119)
<b>Total</b>		53%	47%	(n=1504)

**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:**

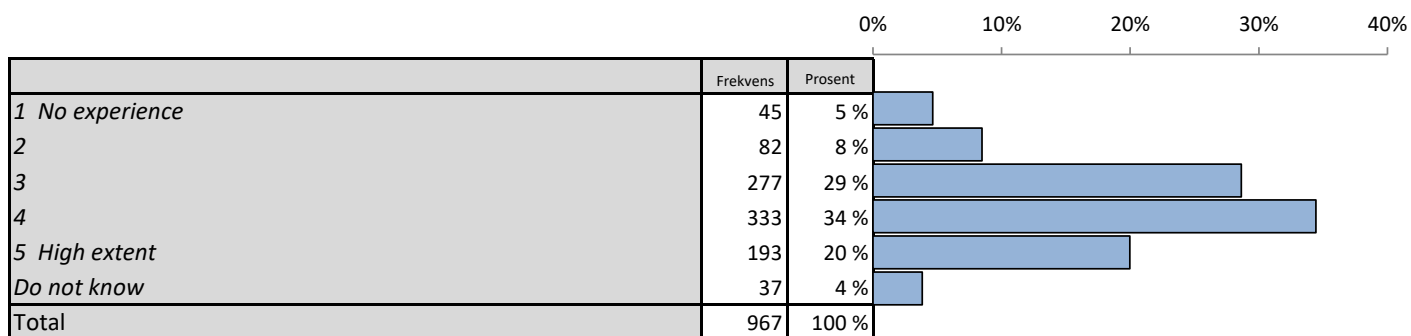


**Q: [If the contract is green (electricity from renewable energy sources, for example hydro, solar or wind)] When you think of your current electricity contract, are you aware of:**

**Background variables**

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

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



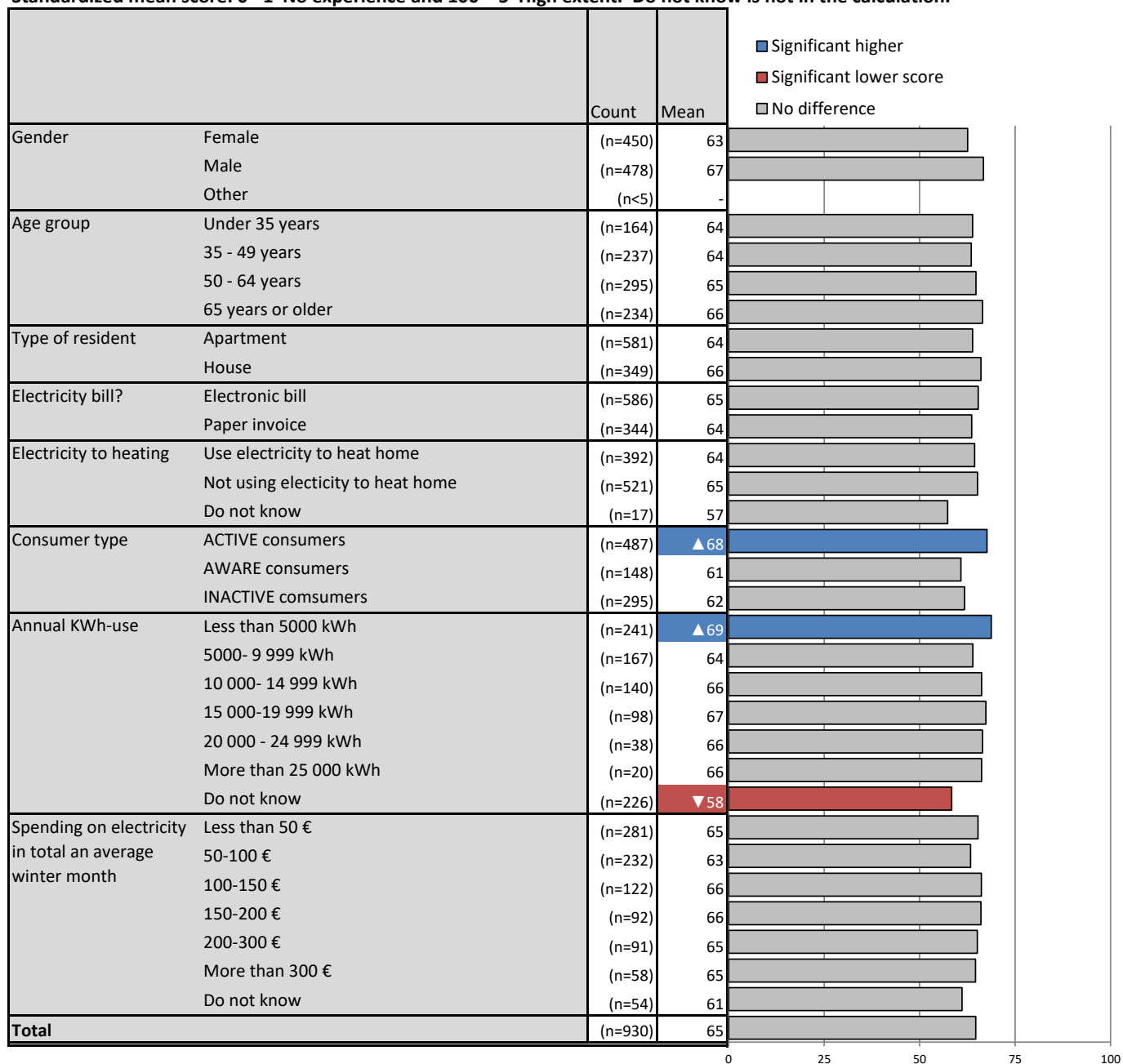
## Q: It was easy to find trustworthy information and necessary advice

### Background variables

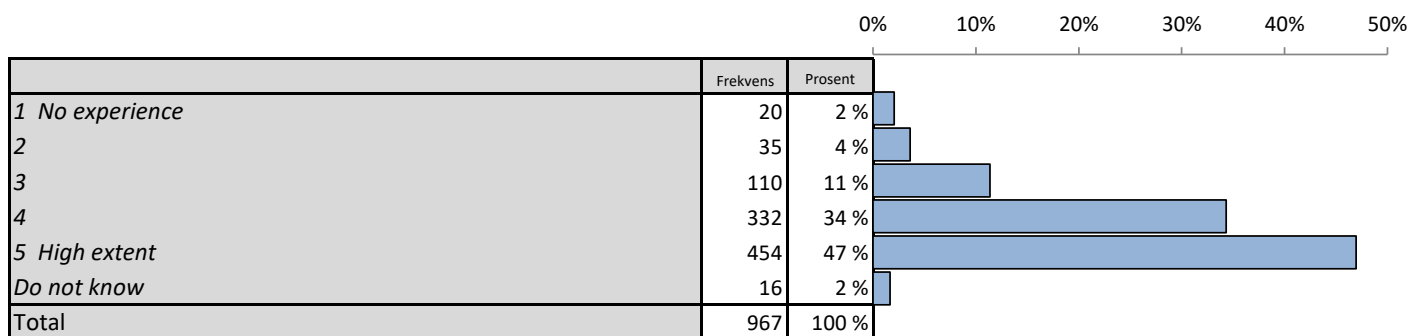
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	5%	9%	31%	33%	17%	4%	(n=470)
	Male	4%	8%	26%	36%	23%	3%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	3%	6%	33%	37%	14%	6%	(n=174)
	35 - 49 years	3%	9%	35%	32%	17%	4%	(n=246)
	50 - 64 years	5%	10%	26%	33%	22%	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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	4%	6%	32%	33%	20%	4%	(n=293)
	50-100 €	6%	10%	25%	37%	18%	4%	(n=242)
	100-150 €	2%	8%	33%	33%	22%	2%	(n=124)
	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.**



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



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

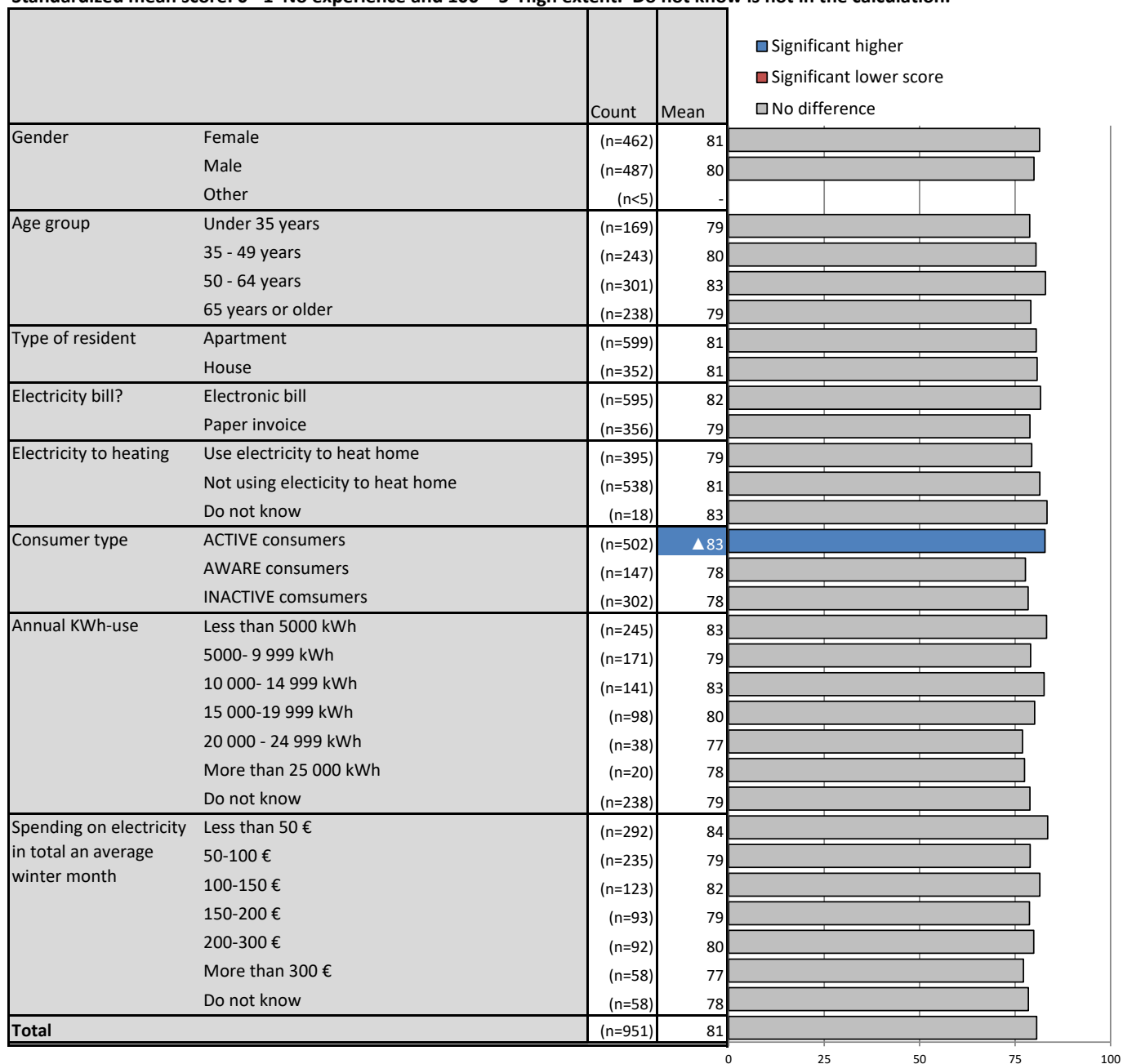
### Background variables

		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 electricity 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%	▲53%	2%	(n=510)
	AWARE consumers	5%	3%	13%	32%	45%	1%	(n=149)
	INACTIVE consumers	1%	4%	13%	▲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 electricity in total an average winter month	Less than 50 €	1%	3%	10%	34%	52%	▼0%	(n=293)
	50-100 €	2%	4%	14%	32%	45%	3%	(n=242)
	100-150 €	1%	6%	10%	34%	49%	1%	(n=124)
	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)

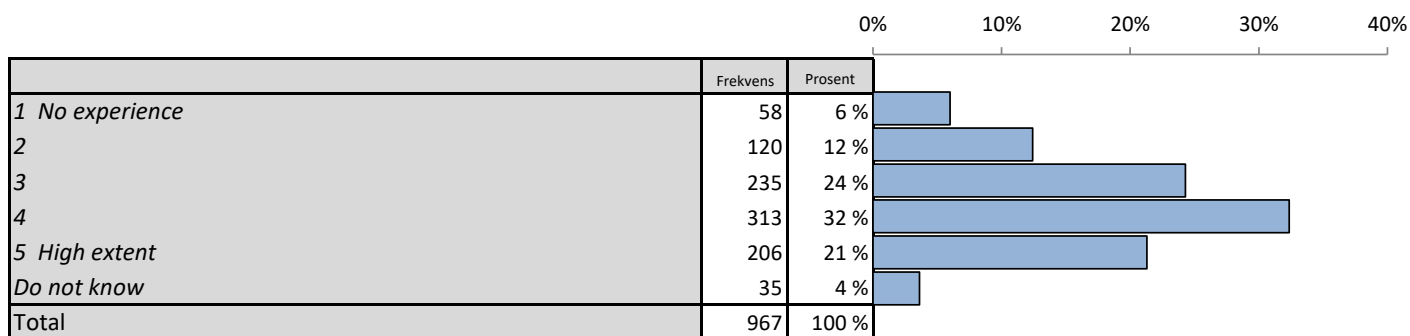


**Q: It was easy and straightforward to sign an electricity contract**

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



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



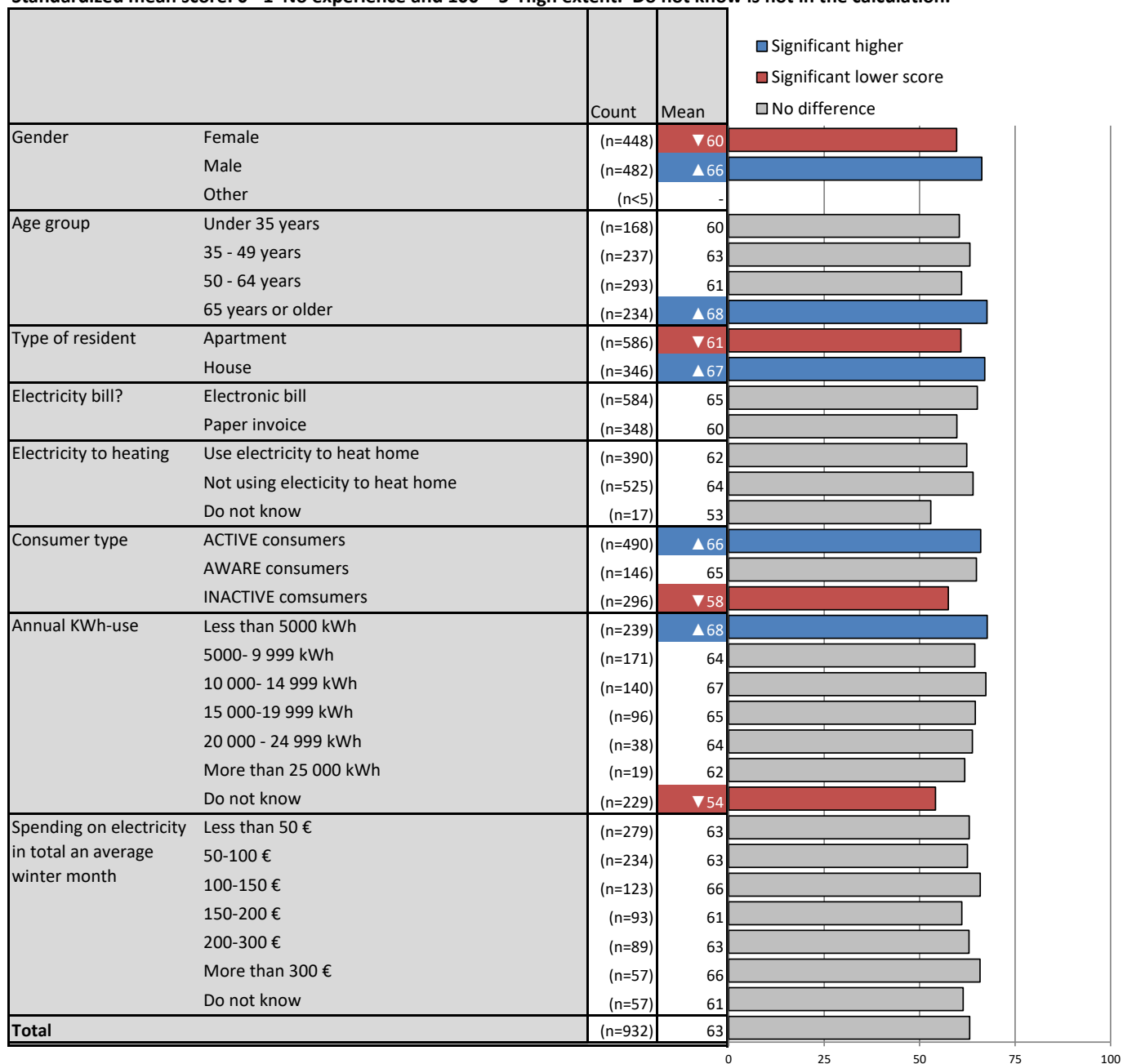
## Q: I could easily compare different electricity contracts with each other

### Background variables

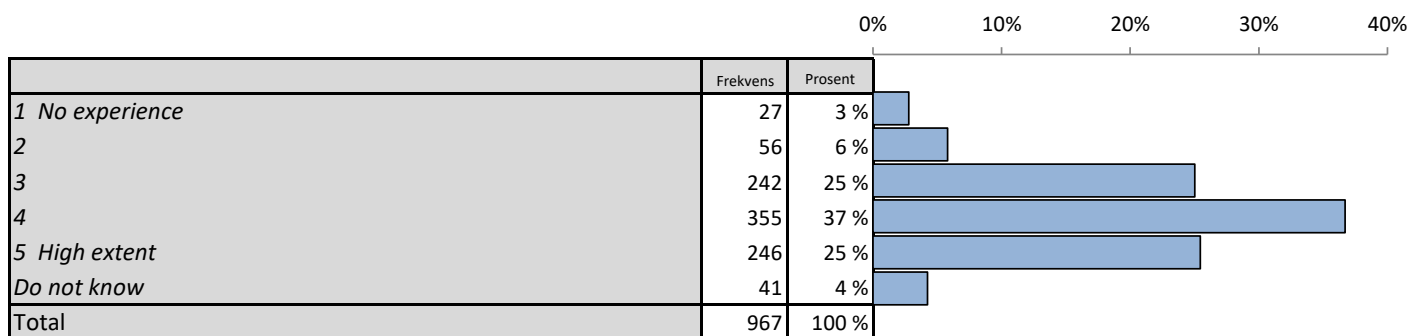
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	8%	14%	26%	29%	19%	5%	(n=470)
	Male	4%	10%	23%	36%	23%	3%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	3%	17%	29%	32%	16%	3%	(n=174)
	35 - 49 years	4%	12%	28%	32%	20%	4%	(n=246)
	50 - 64 years	8%	12%	23%	33%	19%	4%	(n=305)
	65 years or older	7%	10%	19%	32%	▲ 29%	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 electricity 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 consumers	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%	▼ 13%	▲ 7%	(n=246)
Spending on electricity in total an average winter month	Less than 50 €	7%	11%	26%	28%	23%	5%	(n=293)
	50-100 €	5%	13%	26%	33%	19%	3%	(n=242)
	100-150 €	6%	10%	20%	▲ 44%	20%	▼ 1%	(n=124)
	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.**



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



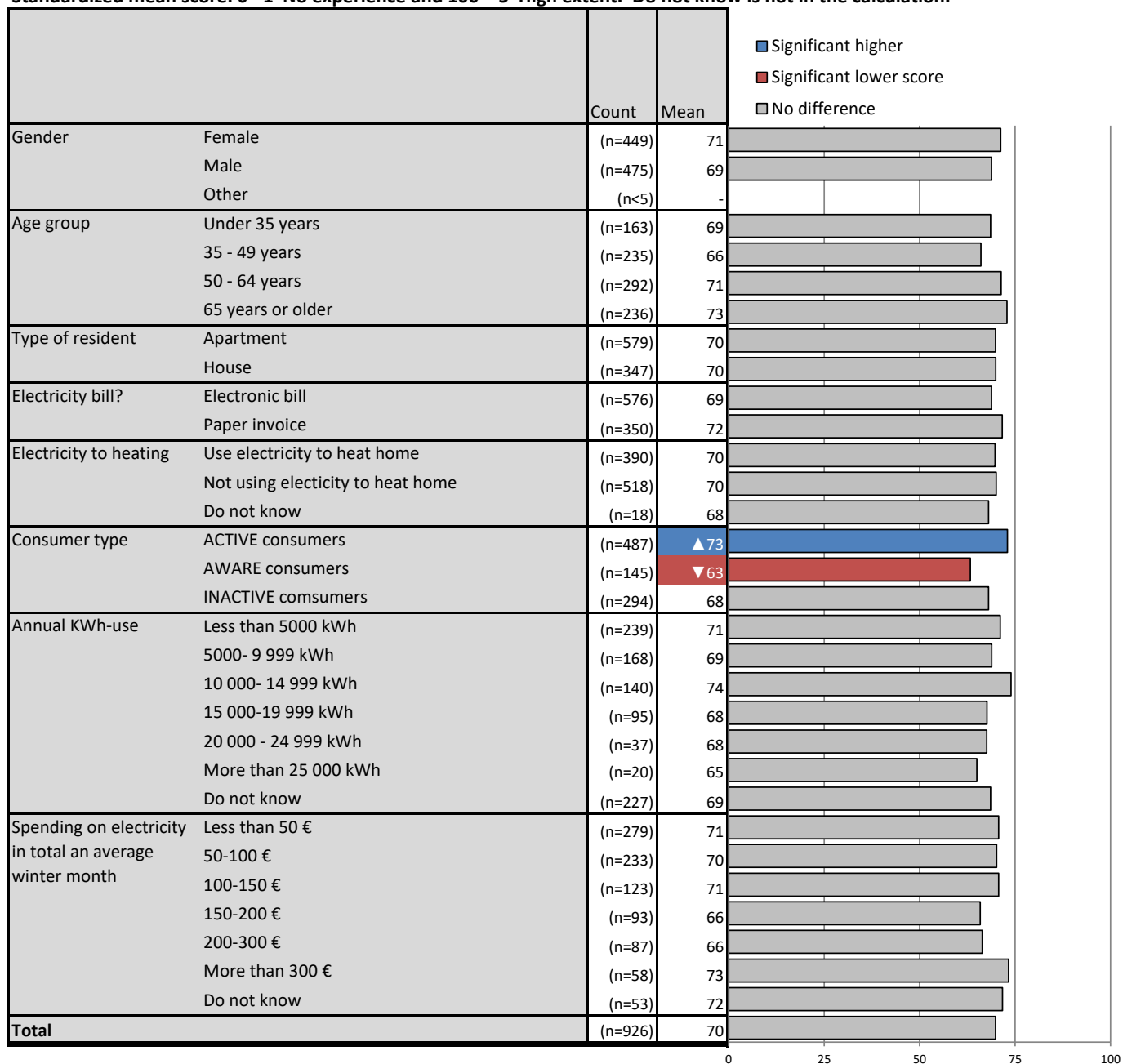
## Q: I trusted the information and advice from sellers

### Background variables

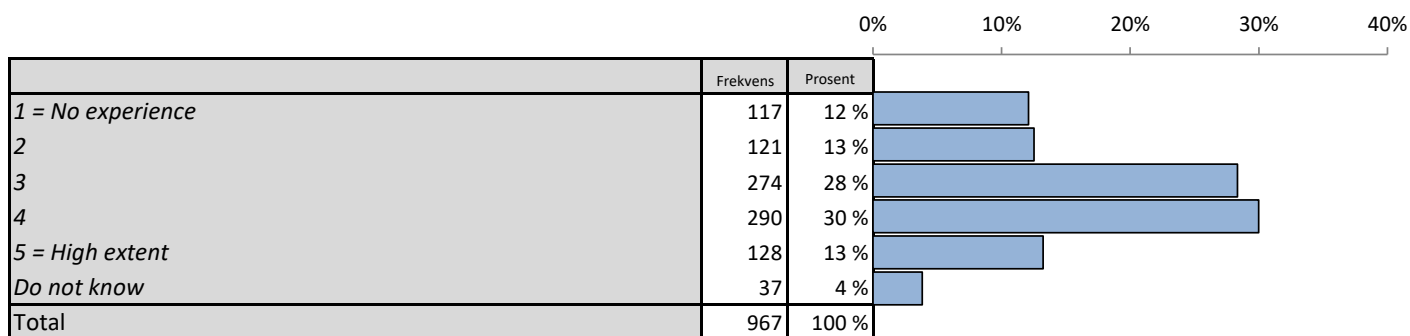
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	2%	6%	23%	39%	26%	4%	(n=470)
	Male	4%	5%	27%	35%	25%	4%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	1%	6%	28%	40%	19%	6%	(n=174)
	35 - 49 years	4%	8%	26%	36%	21%	4%	(n=246)
	50 - 64 years	3%	5%	23%	36%	28%	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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	2%	6%	25%	34%	28%	5%	(n=293)
	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.**



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



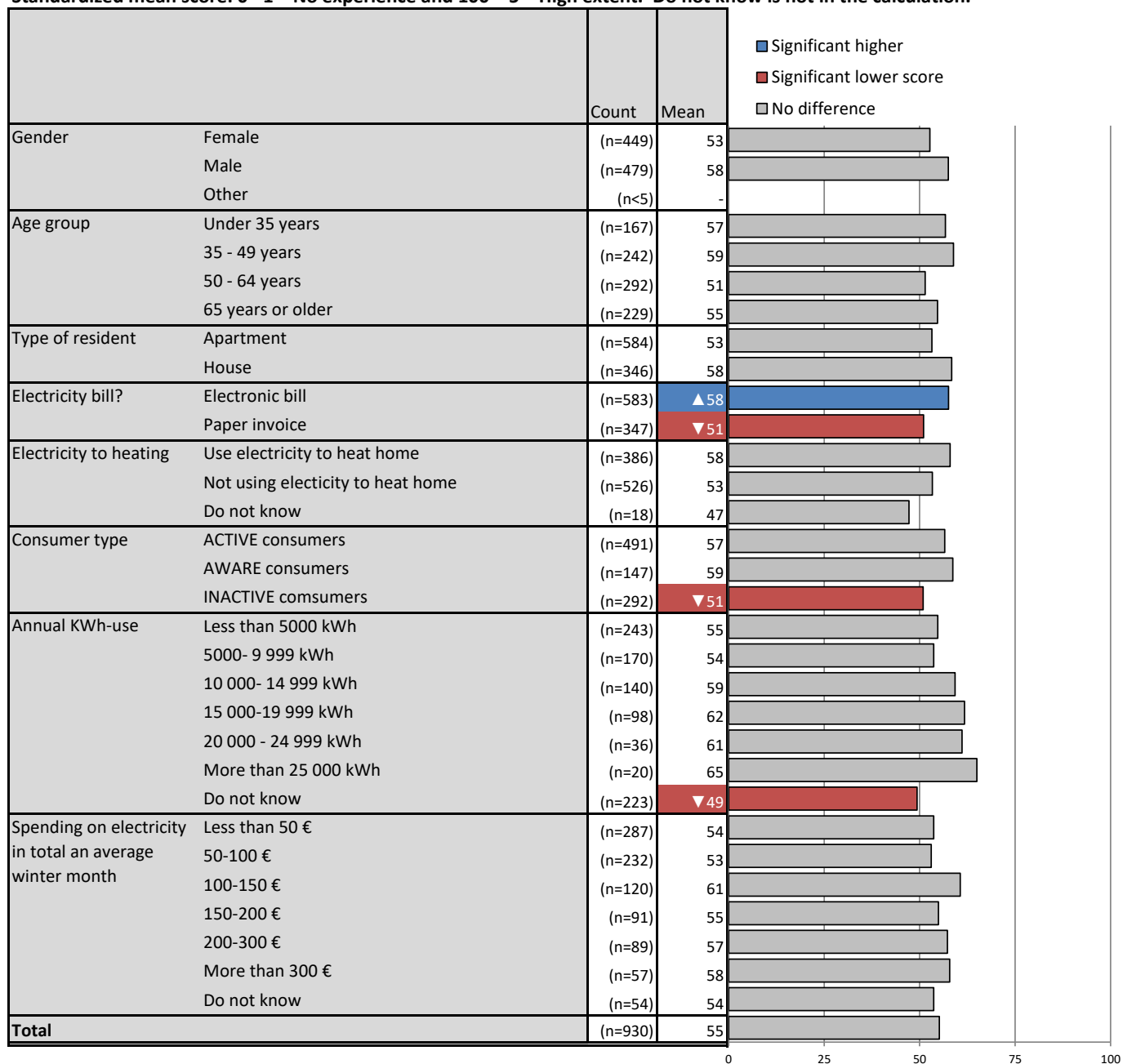
**Q: There were many different electricity suppliers to choose from that meet my needs**

**Background variables**

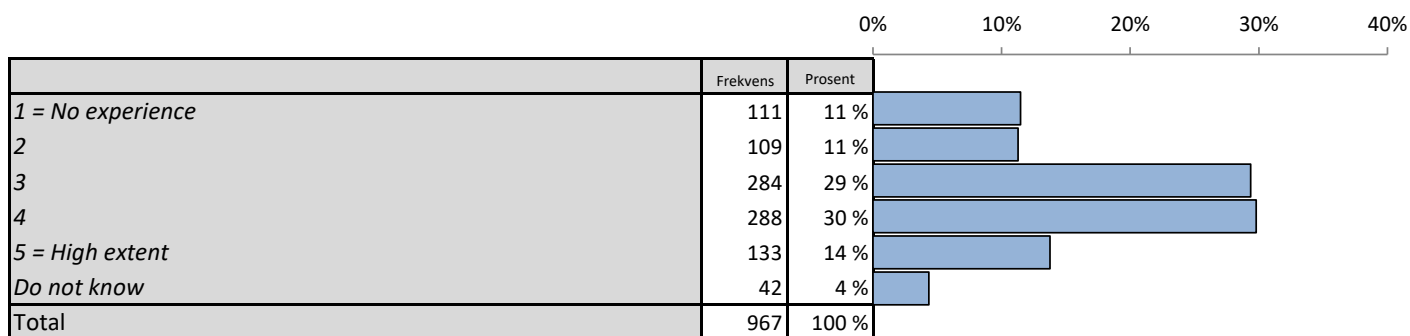
		1 = No experience	2	3	4	5 = High extent	Do not know	Valid N
Gender	Female	15%	13%	26%	32%	10%	4%	(n=470)
	Male	9%	12%	31%	28%	16%	3%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼5%	16%	33%	33%	9%	4%	(n=174)
	35 - 49 years	9%	9%	32%	35%	14%	2%	(n=246)
	50 - 64 years	16%	15%	26%	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 electricity 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 consumers	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%	▼21%	9%	▲9%	(n=246)
Spending on electricity in total an average winter month	Less than 50 €	15%	12%	29%	28%	14%	2%	(n=293)
	50-100 €	12%	15%	29%	29%	11%	4%	(n=242)
	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)
<b>Total</b>		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.**



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



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

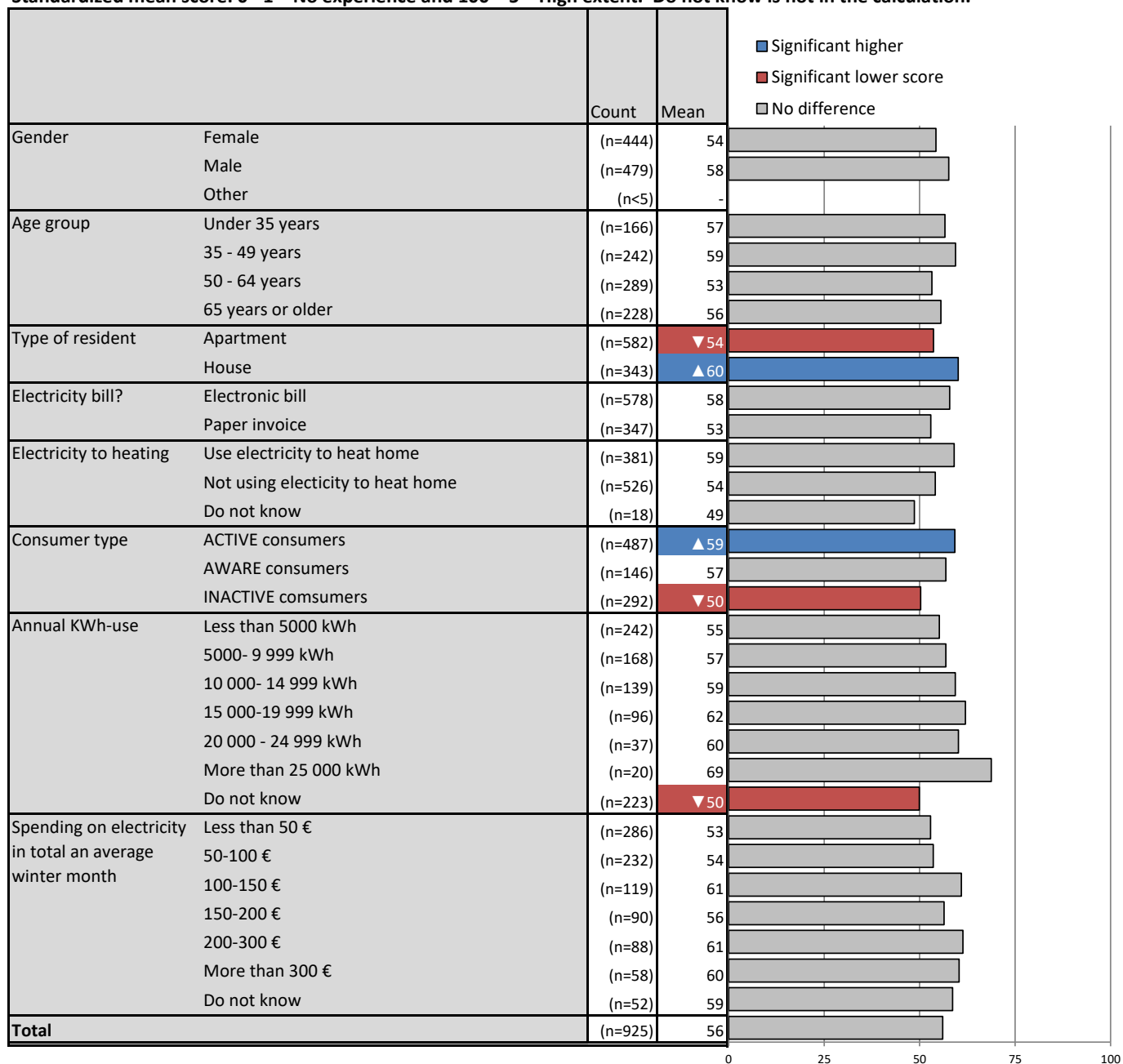
**Background variables**

		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%	▼ 6%	5%	(n=174)
	35 - 49 years	▼ 7%	9%	▲ 38%	33%	13%	▼ 2%	(n=246)
	50 - 64 years	16%	14%	24%	▼ 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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	▲ 16%	10%	31%	28%	13%	2%	(n=293)
	50-100 €	11%	16%	29%	29%	11%	4%	(n=242)
	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)
<b>Total</b>		11%	11%	29%	30%	14%	4%	(n=967)

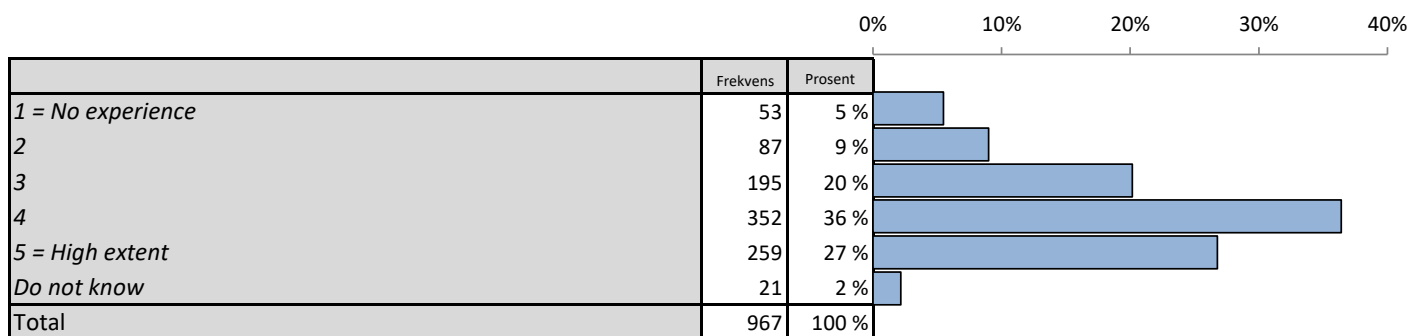


**Q: There were many different products/contracts to choose from that meet my needs**

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



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



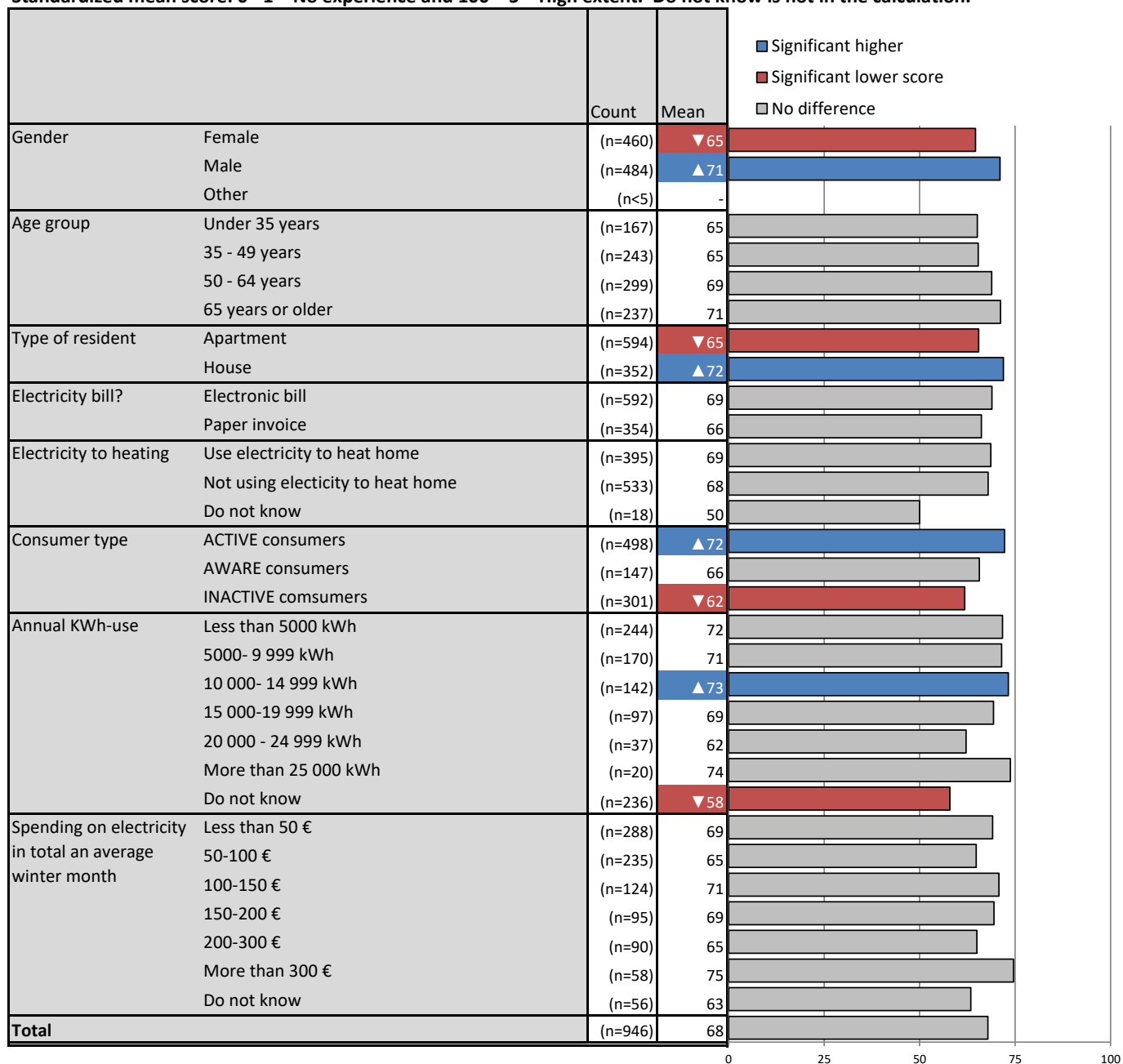
## Q: It was easy to understand what is included in the price / agreement

### Background variables

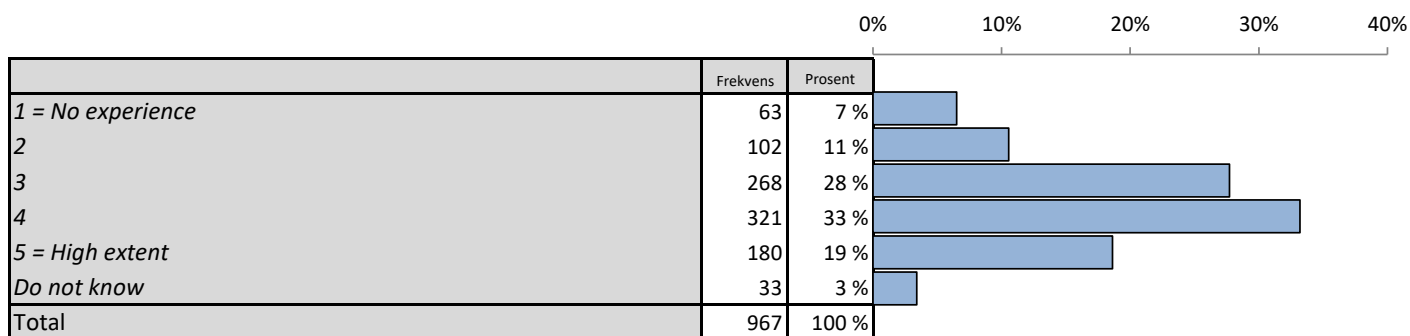
		1 = No experience	2	3	4	5 = High extent	Do not know	Valid N
Gender	Female	7%	10%	22%	36%	▼ 22%	2%	(n=470)
	Male	4%	8%	18%	36%	▲ 31%	2%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	5%	8%	22%	44%	▼ 16%	4%	(n=174)
	35 - 49 years	5%	9%	25%	37%	22%	1%	(n=246)
	50 - 64 years	6%	10%	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 electricity 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 consumers	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%	▼ 15%	4%	(n=246)
Spending on electricity in total an average winter month	Less than 50 €	5%	8%	21%	36%	28%	2%	(n=293)
	50-100 €	7%	12%	21%	33%	25%	3%	(n=242)
	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.**



## Q: I was well-informed



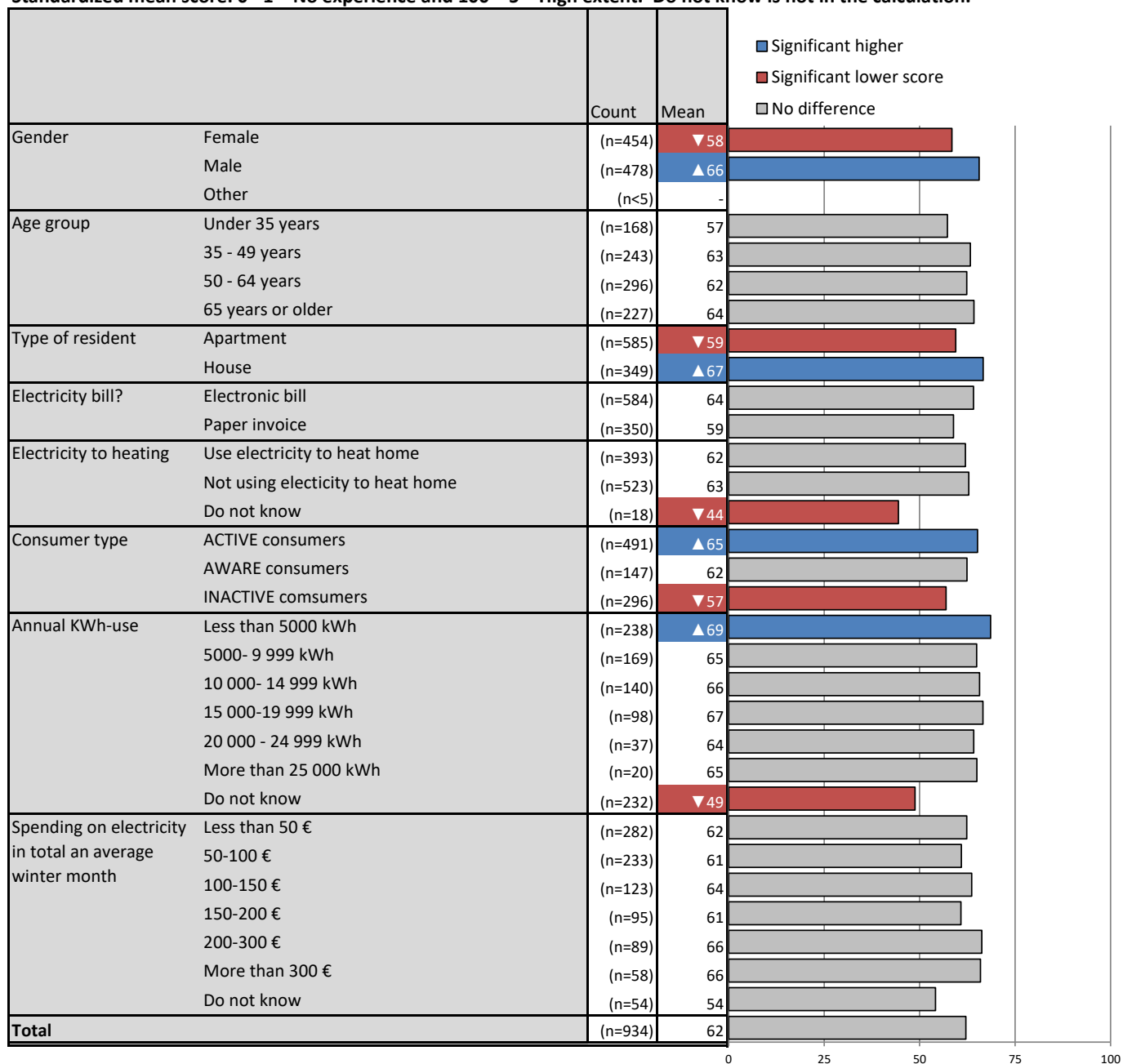
## Q: I was well-informed

### Background variables

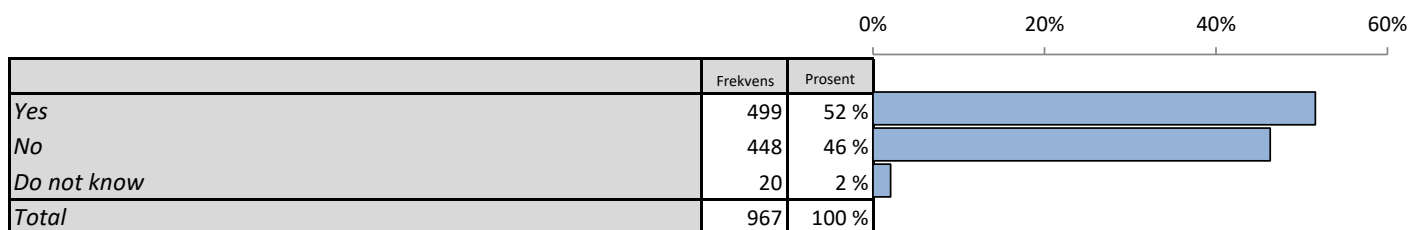
		1 = No experience	2	3	4	5 = High extent	Do not know	Valid N
Gender	Female	8%	13%	28%	33%	▼ 14%	3%	(n=470)
	Male	5%	8%	27%	33%	▲ 23%	3%	(n=495)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	7%	12%	32%	38%	▼ 8%	3%	(n=174)
	35 - 49 years	6%	9%	28%	37%	19%	▼ 1%	(n=246)
	50 - 64 years	7%	11%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

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



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

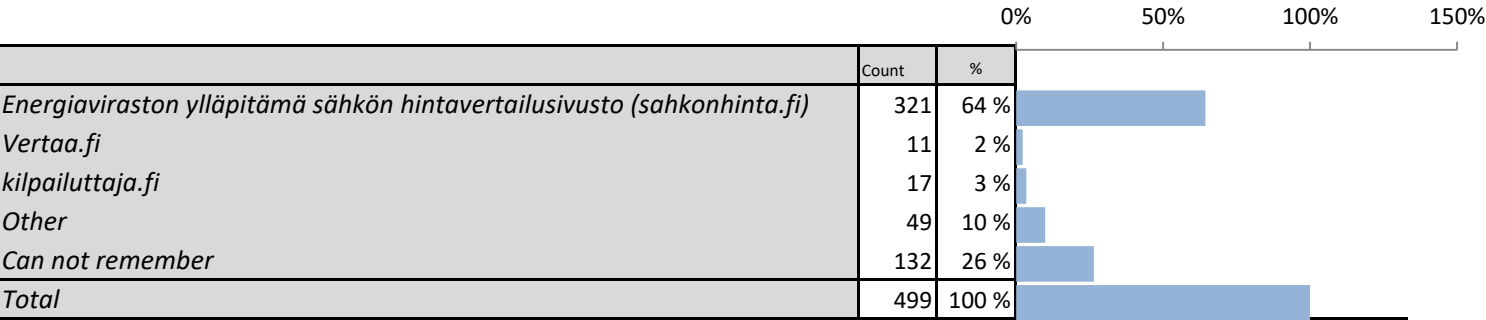


**Q: When you signed/compared your current electricity contract, did you visit an online comparison tool?**

**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%	▲ 52%	2%	(n=609)
	House	▲ 61%	▼ 36%	3%	(n=358)
Electricity bill?	Electronic bill	▲ 56%	▼ 41%	2%	(n=603)
	Paper invoice	▼ 44%	▲ 54%	2%	(n=364)
Electricity to heating	Use electricity to heat home	▲ 61%	▼ 38%	1%	(n=401)
	Not using electricity to heat home	▼ 46%	▲ 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 consumers	▼ 43%	▲ 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%	▲ 66%	2%	(n=246)
Spending on electricity in total an average winter month	Less than 50 €	45%	53%	2%	(n=293)
	50-100 €	49%	50%	2%	(n=242)
	100-150 €	60%	38%	2%	(n=124)
	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)
<b>Total</b>		52%	46%	2%	(n=967)

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



**Q: What comparison tool(s) did you visit online?**

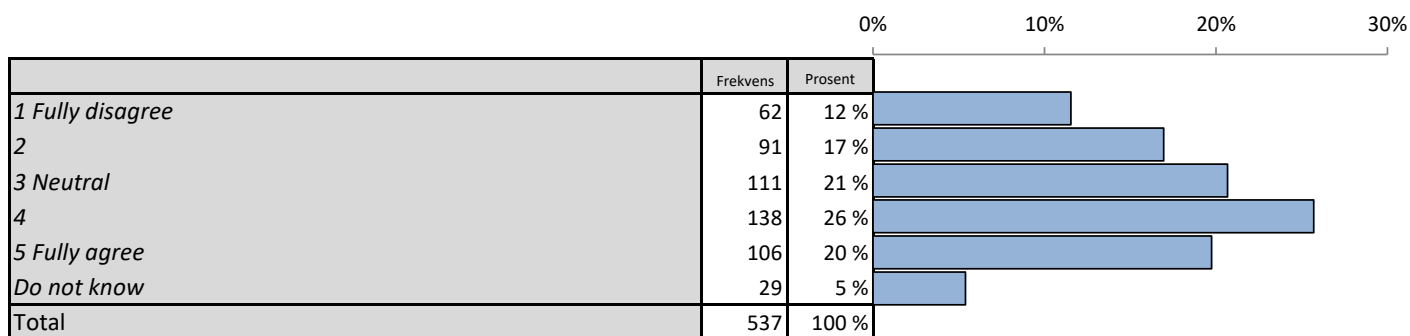
Several answers possible.

**Background**

		Energiaviraston ylläpitämä sähkön hintavertailuvuosto (sähkön hinta.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 electricity to heat home	61%	2%	5%	10%	29%	(n=254)
	Do not know	- %	- %	- %	- %	- %	(n<5)
Consumer type	ACTIVE consumers	65%	3%	▲6%	11%	24%	(n=271)
	AWARE consumers	72%	▼0%	▼0%	11%	19%	(n=95)
	INACTIVE consumers	59%	3%	▼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	▲79%	▼0%	3%	10%	▼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%	▲50%	(n=78)
Spending on electricity in total an average winter month	Less than 50 €	62%	2%	6%	13%	26%	(n=133)
	50-100 €	64%	2%	3%	8%	28%	(n=118)
	100-150 €	68%	▼0%	4%	9%	24%	(n=75)
	150-200 €	70%	4%	0%	9%	21%	(n=53)
	200-300 €	67%	5%	5%	12%	19%	(n=57)
	More than 300 €	68%	0%	0%	10%	28%	(n=40)
	Do not know	43%	4%	0%	0%	57%	(n=23)
Total		64%	2%	3%	10%	26%	(n=499)



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



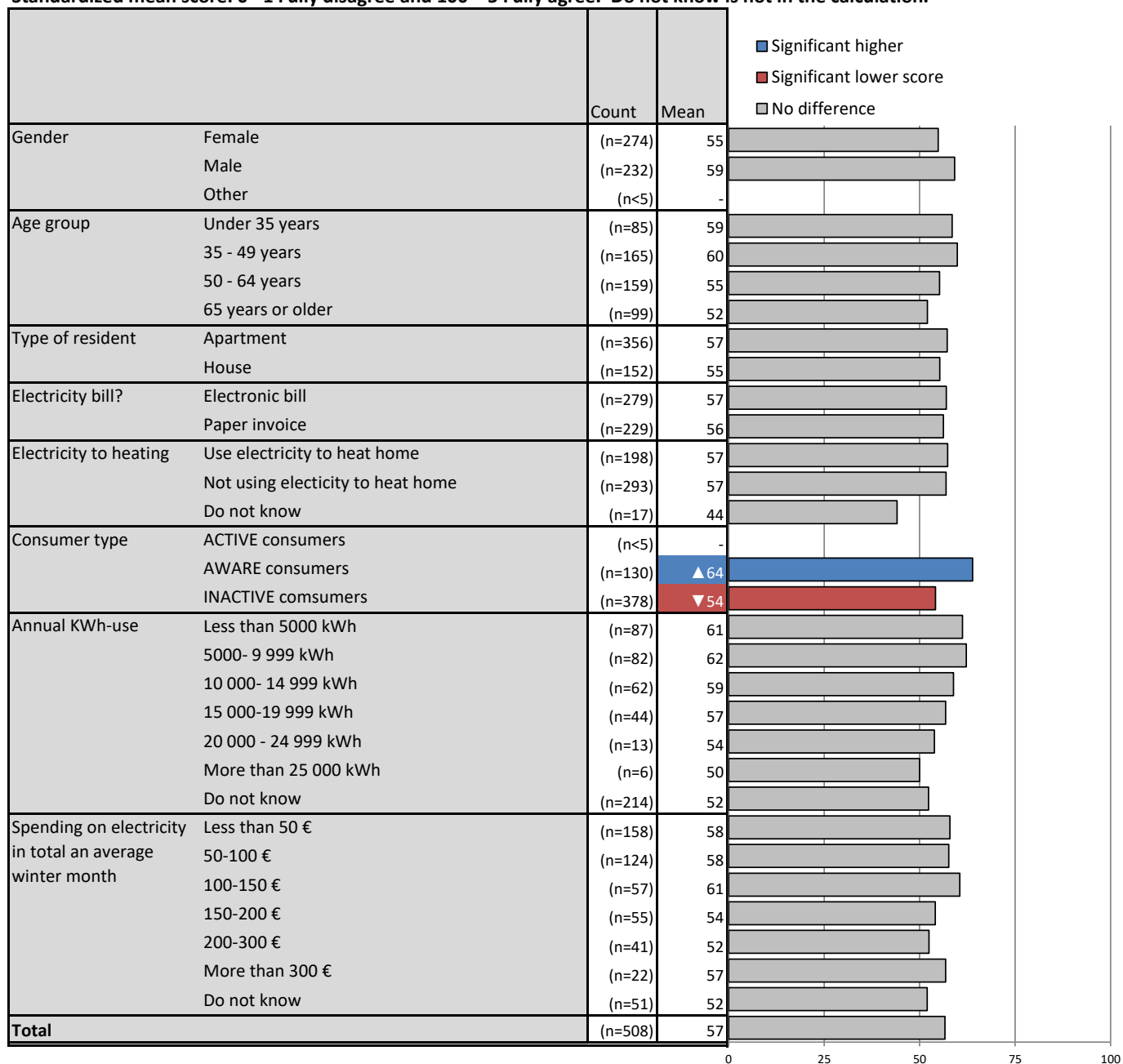
## Q: It will be easy to find trustworthy information and necessary advice

### Background variables

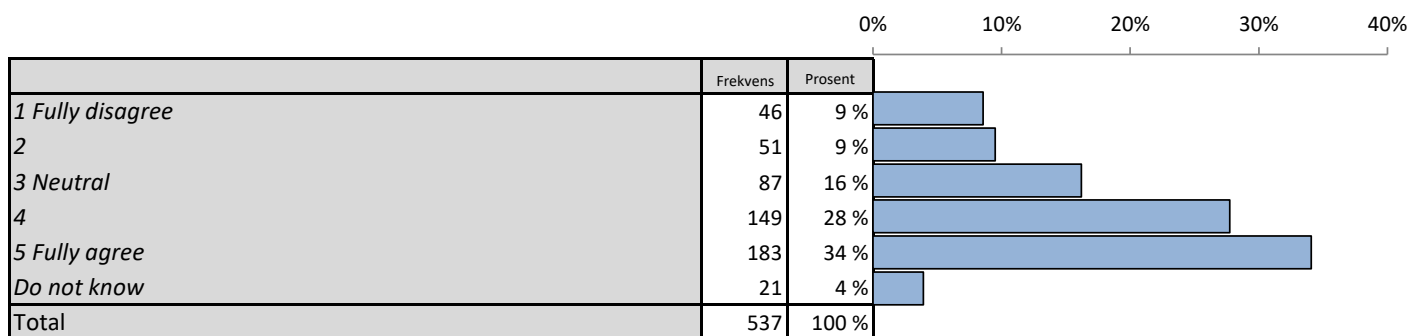
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	12%	20%	19%	26%	18%	5%	(n=289)
	Male	11%	13%	23%	26%	22%	6%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	8%	18%	22%	31%	18%	3%	(n=88)
	35 - 49 years	▼ 6%	17%	24%	29%	18%	5%	(n=174)
	50 - 64 years	14%	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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	9%	16%	21%	29%	18%	7%	(n=169)
	50-100 €	10%	19%	20%	26%	21%	4%	(n=129)
	100-150 €	10%	17%	16%	31%	24%	2%	(n=58)
	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.**



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



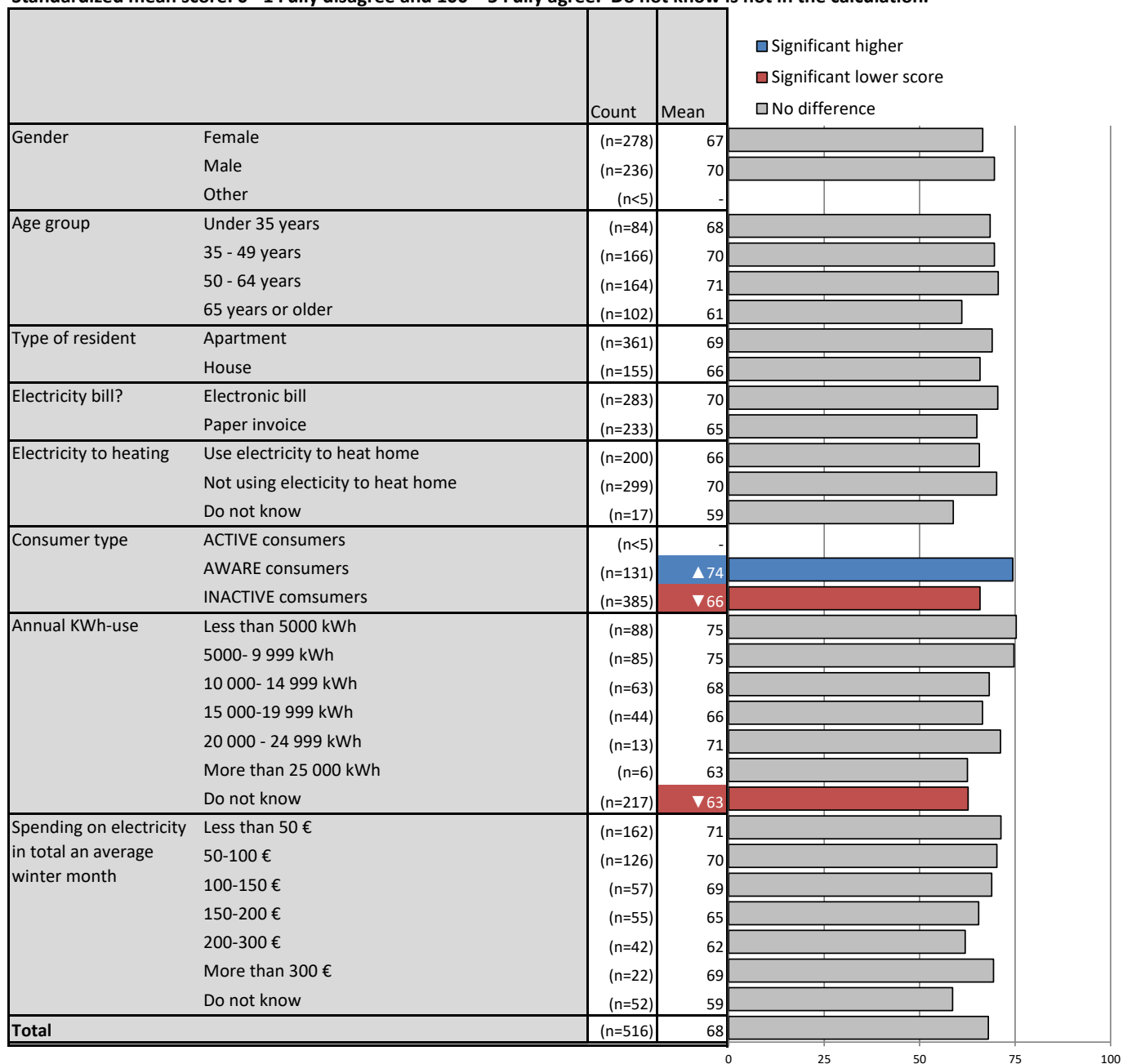
## Q: It will be easy and straightforward to sign an electricity contract

### Background variables

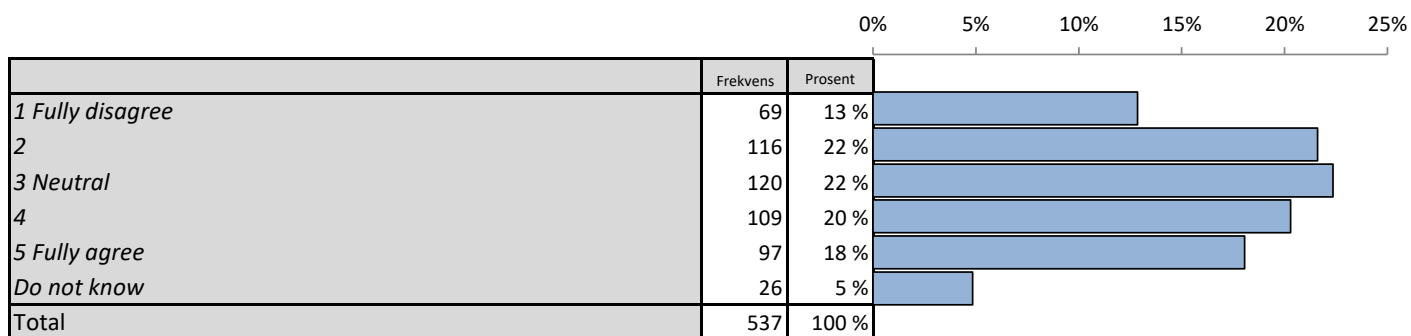
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	10%	12%	12%	26%	35%	4%	(n=289)
	Male	7%	7%	21%	30%	33%	4%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	6%	10%	16%	35%	28%	5%	(n=88)
	35 - 49 years	6%	13%	13%	29%	35%	5%	(n=174)
	50 - 64 years	8%	▼ 5%	19%	29%	36%	3%	(n=169)
	65 years or older	16%	11%	17%	▼ 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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	7%	8%	13%	31%	37%	4%	(n=169)
	50-100 €	6%	12%	13%	28%	38%	2%	(n=129)
	100-150 €	10%	3%	24%	22%	38%	2%	(n=58)
	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.



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



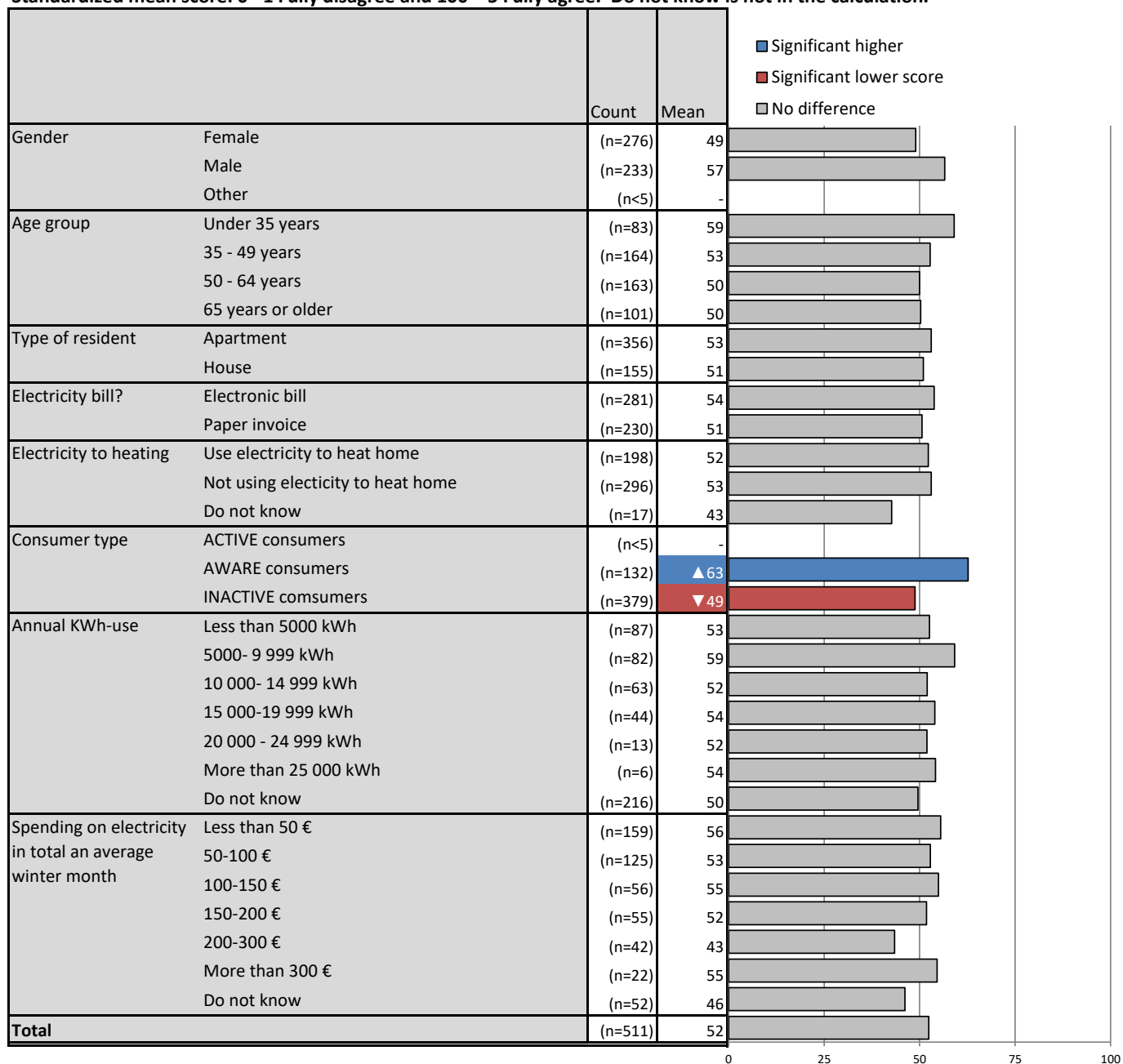
## Q: It will be easy to compare different electricity contracts with each other

### Background variables

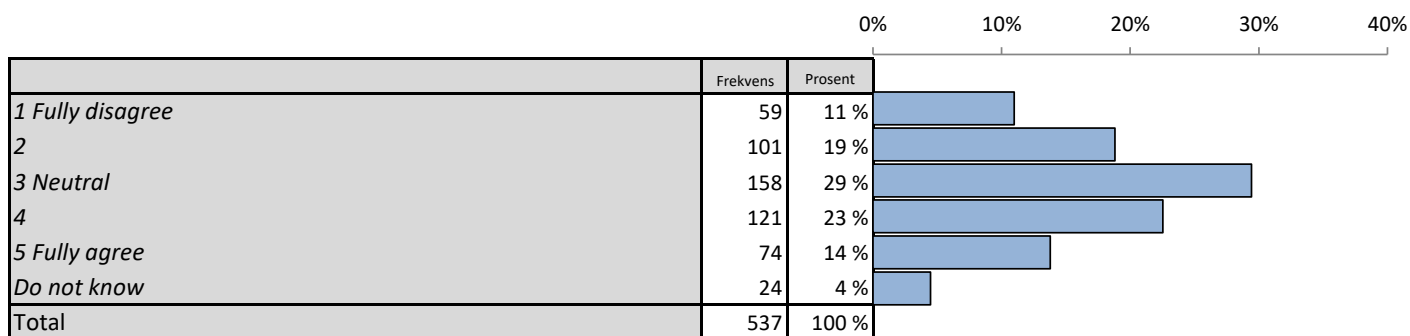
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	16%	24%	20%	21%	15%	4%	(n=289)
	Male	10%	19%	25%	20%	22%	5%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼5%	23%	19%	30%	18%	6%	(n=88)
	35 - 49 years	9%	26%	21%	21%	17%	6%	(n=174)
	50 - 64 years	16%	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 electricity 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%	▼14%	▲32%	▲27%	▼1%	(n=133)
	INACTIVE consumers	14%	23%	▲25%	▼16%	▼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 electricity in total an average winter month	Less than 50 €	9%	22%	22%	20%	21%	6%	(n=169)
	50-100 €	12%	25%	19%	25%	17%	3%	(n=129)
	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.**



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



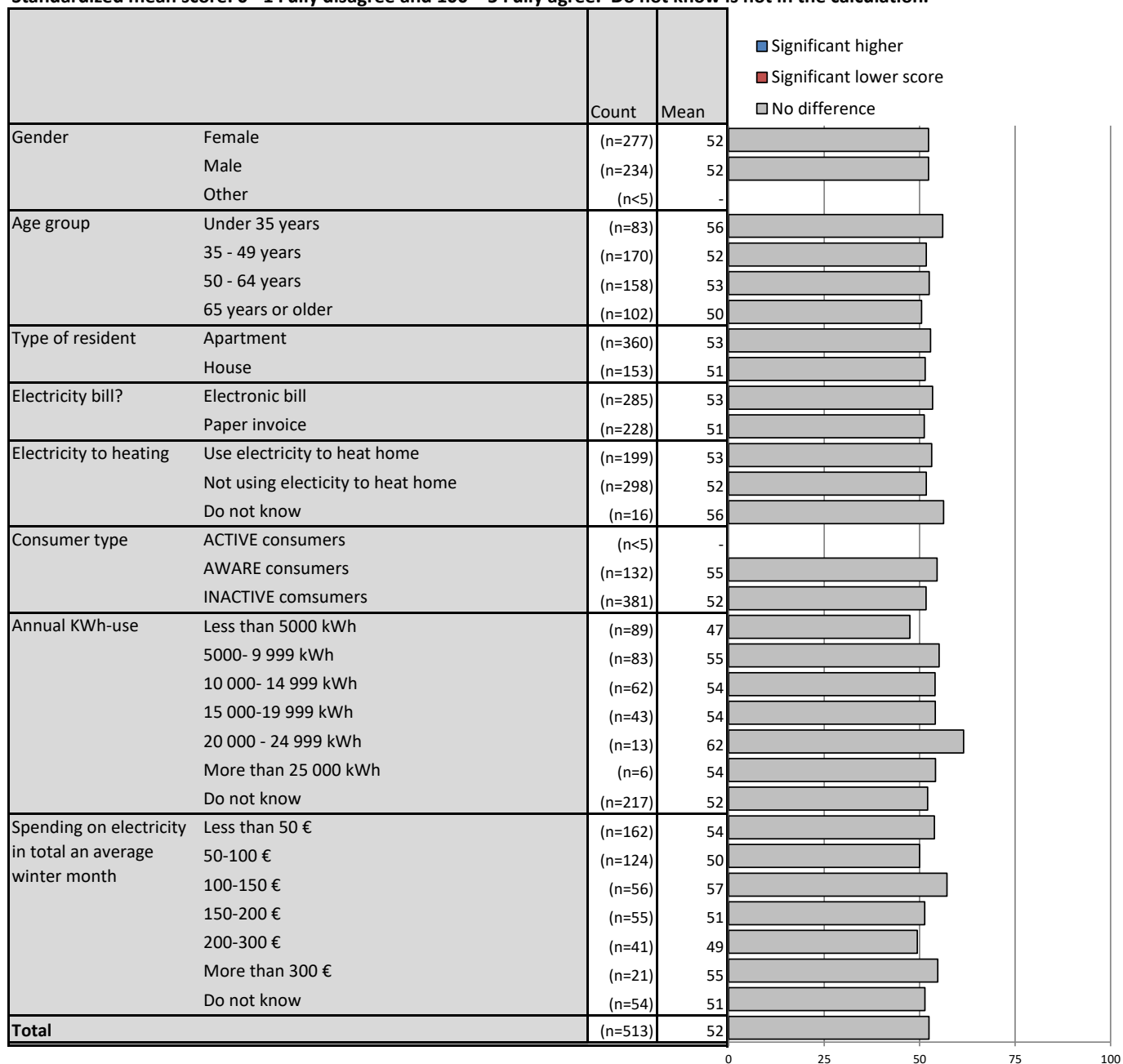
## Q: I will trust the information and advice from sellers

### Background variables

		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 electricity 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 consumers	12%	18%	30%	21%	13%	▲ 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 electricity in total an average winter month	Less than 50 €	7%	22%	33%	20%	15%	4%	(n=169)
	50-100 €	15%	16%	32%	23%	11%	4%	(n=129)
	100-150 €	9%	16%	29%	26%	17%	3%	(n=58)
	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)
<b>Total</b>		11%	19%	29%	23%	14%	4%	(n=537)

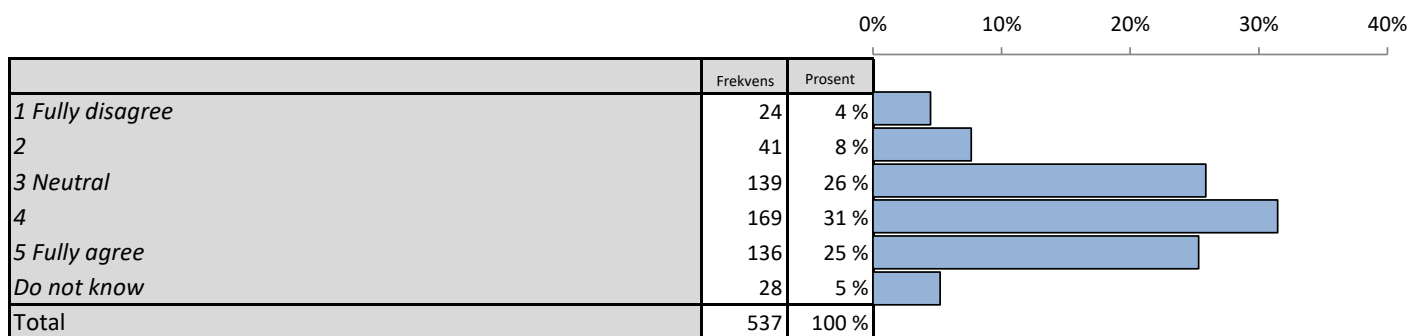
**Q: I will trust the information and advice from sellers**

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





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



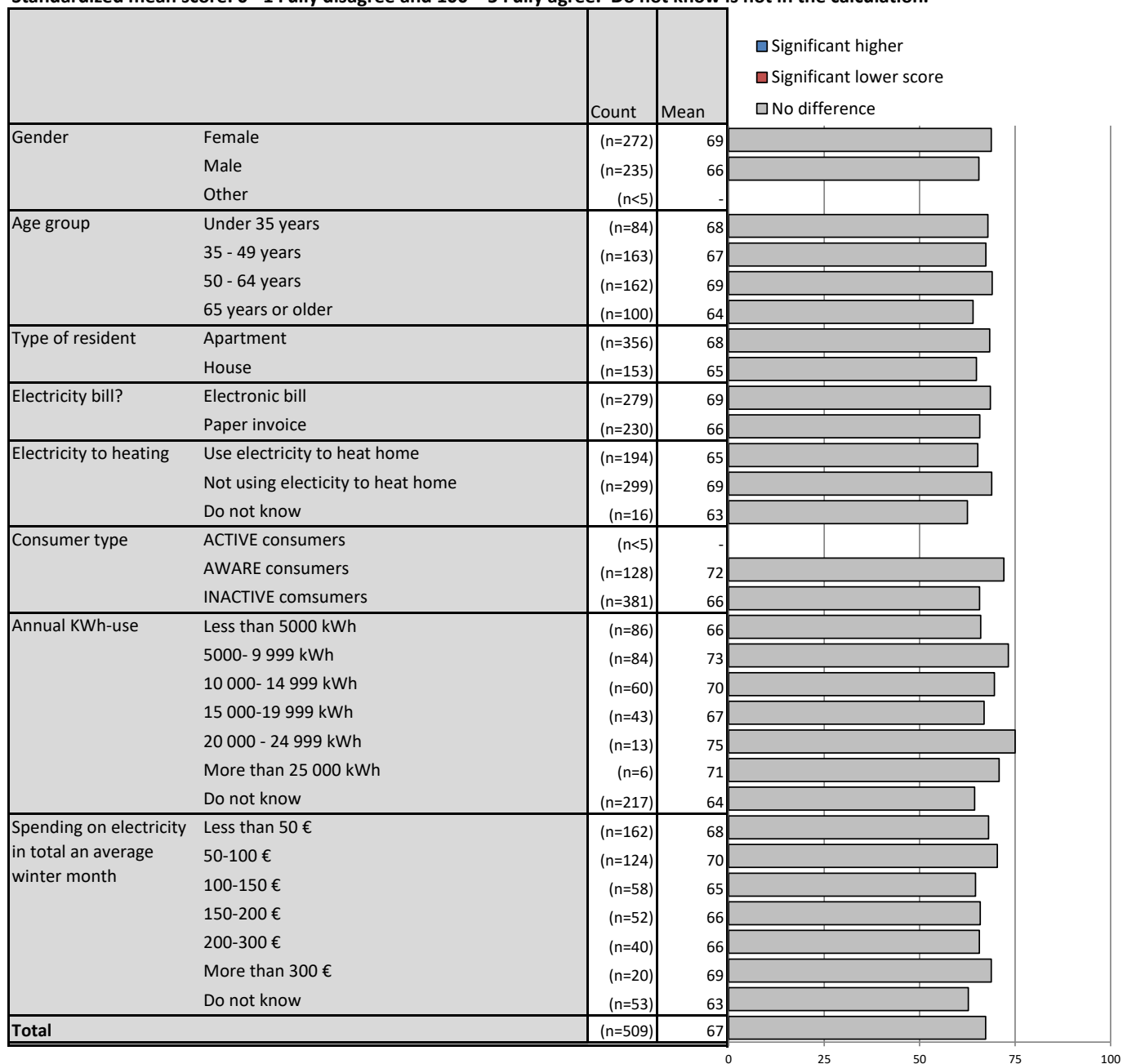
**Q: There will be many different electricity suppliers to choose from that meet my needs**

**Background variables**

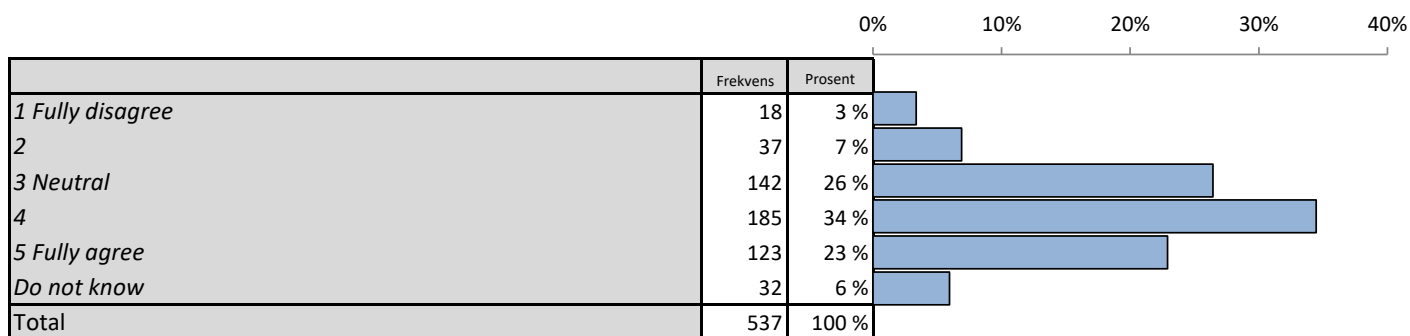
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	4%	7%	22%	36%	25%	6%	(n=289)
	Male	5%	9%	30%	26%	26%	4%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	3%	9%	25%	32%	26%	5%	(n=88)
	35 - 49 years	2%	10%	26%	33%	22%	6%	(n=174)
	50 - 64 years	6%	4%	25%	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 electricity 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%	▼ 17%	36%	32%	4%	(n=133)
	INACTIVE consumers	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%	▲ 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 electricity in total an average winter month	Less than 50 €	4%	8%	26%	31%	27%	4%	(n=169)
	50-100 €	3%	7%	22%	37%	27%	4%	(n=129)
	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)
<b>Total</b>		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.**



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



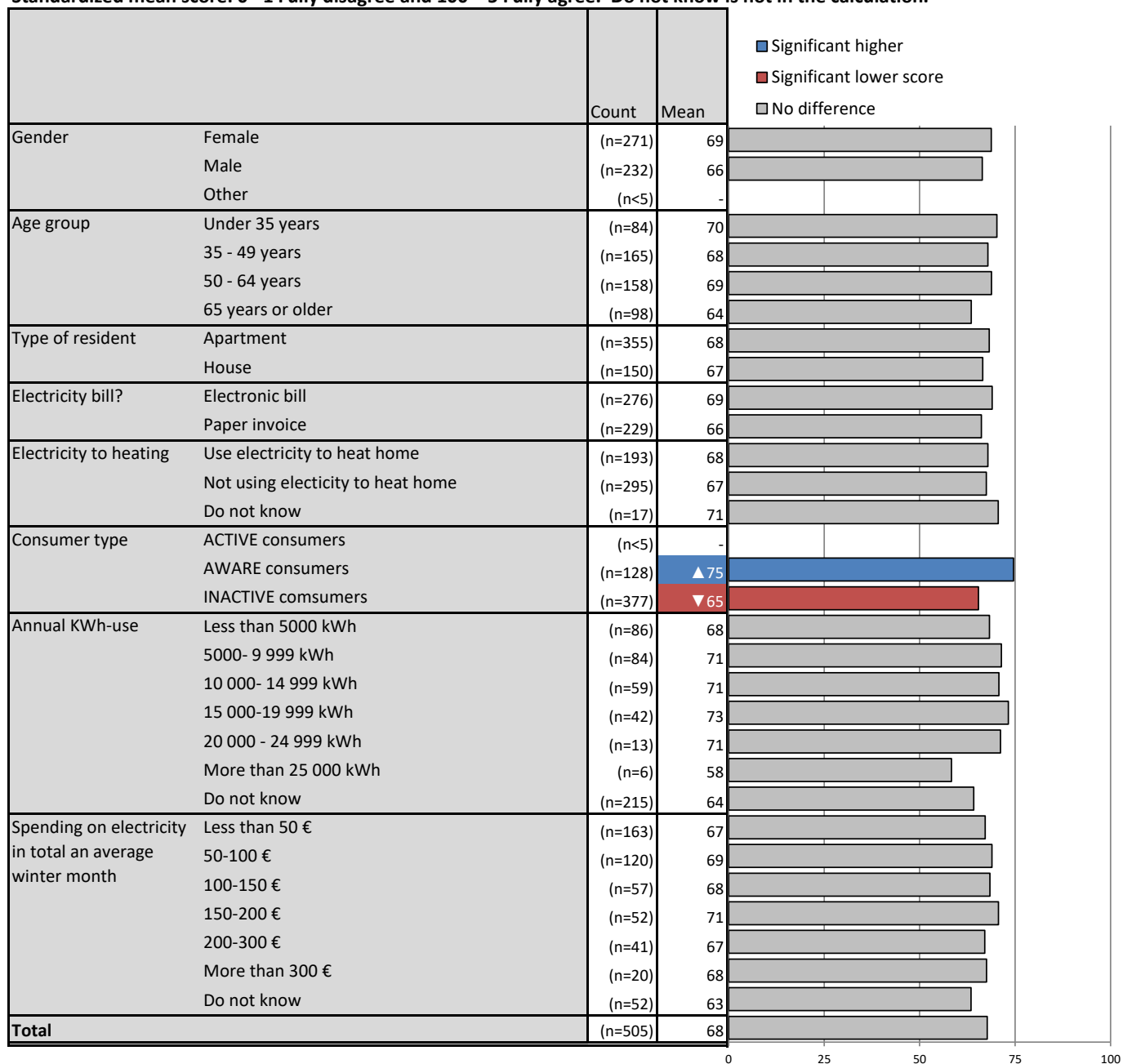
**Q: There will be many different contracts to choose from that meet my needs**

**Background variables**

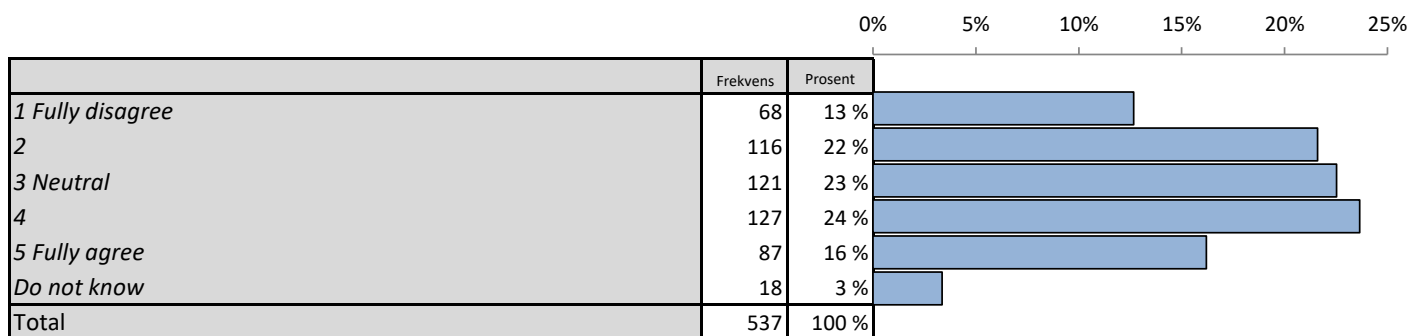
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	3%	6%	24%	37%	23%	6%	(n=289)
	Male	3%	8%	29%	31%	23%	6%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	3%	7%	20%	39%	26%	5%	(n=88)
	35 - 49 years	▼ 1%	9%	28%	39%	20%	5%	(n=174)
	50 - 64 years	4%	5%	28%	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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	2%	9%	28%	33%	24%	4%	(n=169)
	50-100 €	3%	6%	22%	41%	21%	7%	(n=129)
	100-150 €	5%	5%	26%	36%	26%	2%	(n=58)
	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)
<b>Total</b>		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.**



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



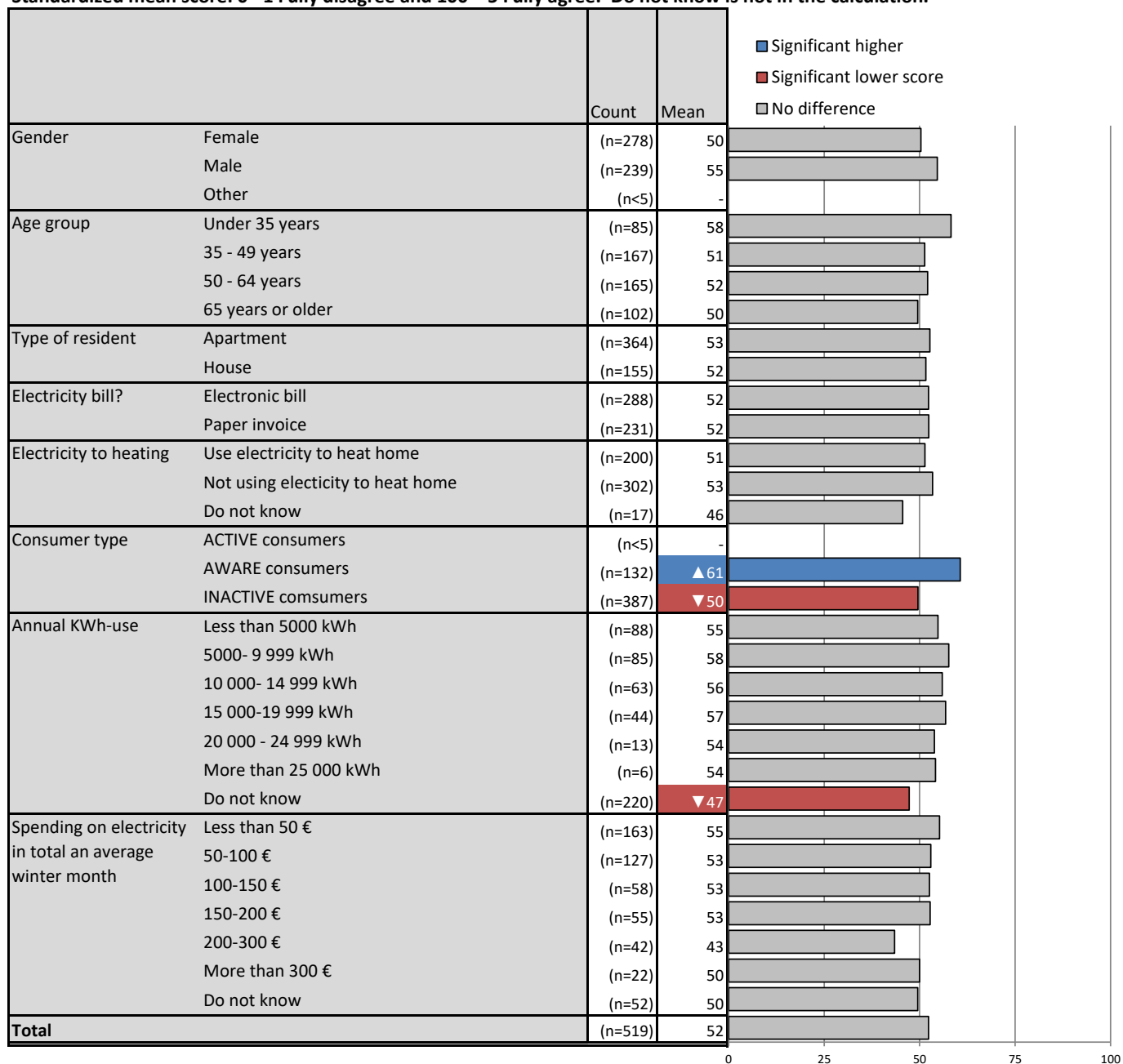
## Q: It will be easy to understand what is included in the price / agreement

### Background variables

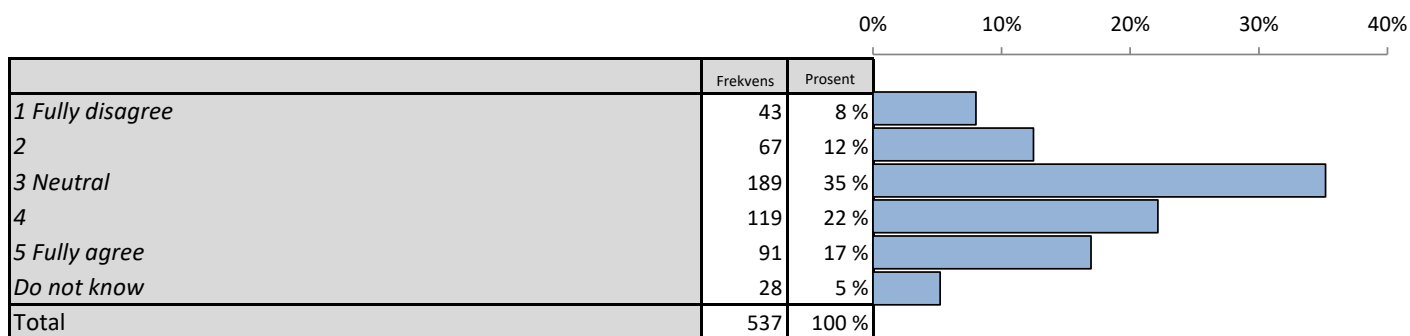
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	13%	▲ 26%	19%	23%	15%	4%	(n=289)
	Male	13%	▼ 16%	26%	24%	17%	3%	(n=246)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	7%	17%	28%	26%	18%	3%	(n=88)
	35 - 49 years	10%	25%	22%	26%	13%	4%	(n=174)
	50 - 64 years	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%	▲ 6%	(n=245)
Electricity to heating	Use electricity to heat home	11%	26%	22%	23%	16%	2%	(n=204)
	Not using electricity 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 consumers	▲ 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 electricity in total an average winter month	Less than 50 €	9%	22%	24%	23%	18%	4%	(n=169)
	50-100 €	13%	22%	20%	25%	18%	2%	(n=129)
	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

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



## Q: I will be well-informed



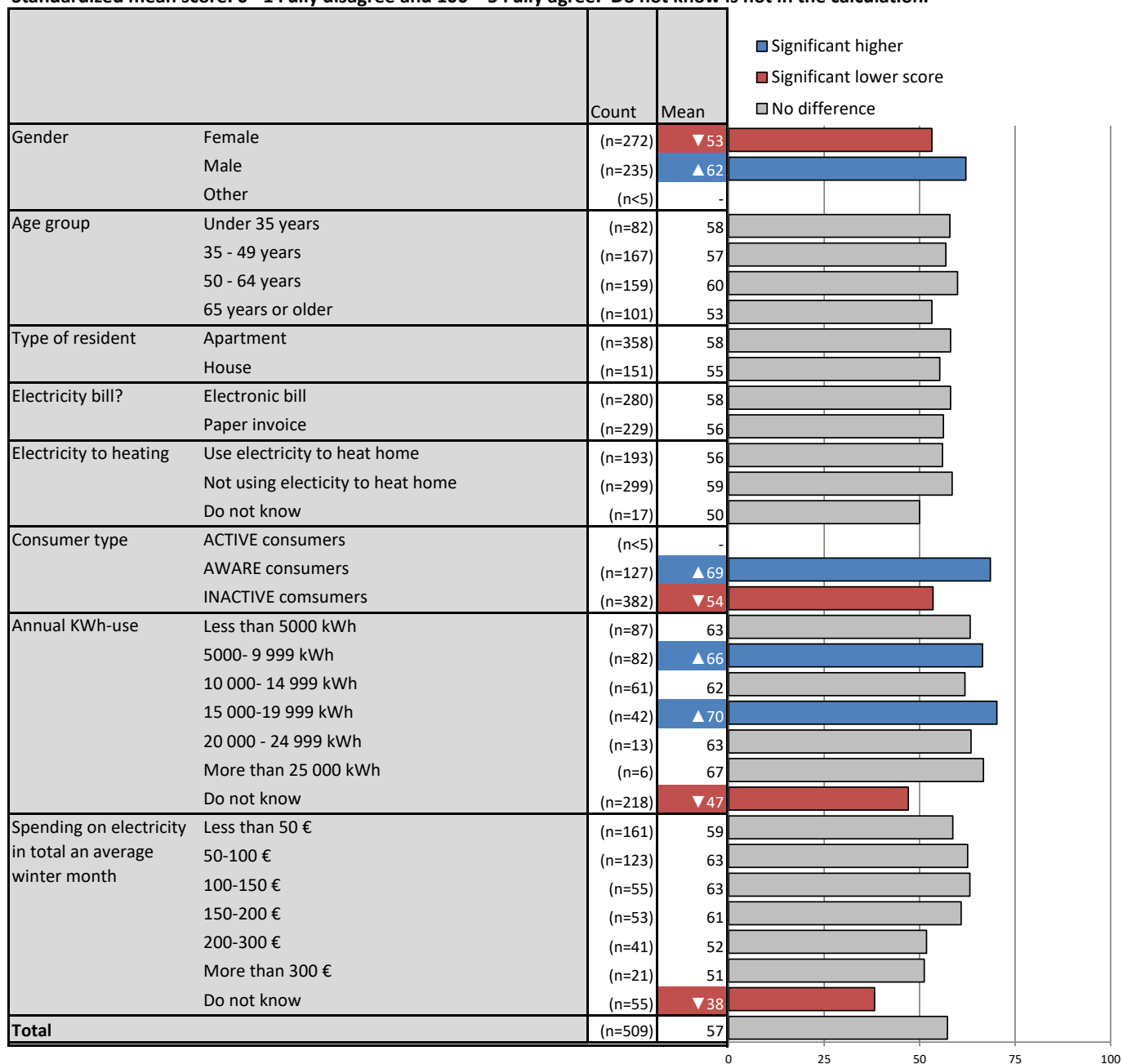
## Q: I will be well-informed

### Background variables

		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%	▲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 electricity 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 consumers	▲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%	▼14%	▼10%	5%	(n=230)
Spending on electricity in total an average winter month	Less than 50 €	6%	11%	38%	25%	15%	5%	(n=169)
	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)

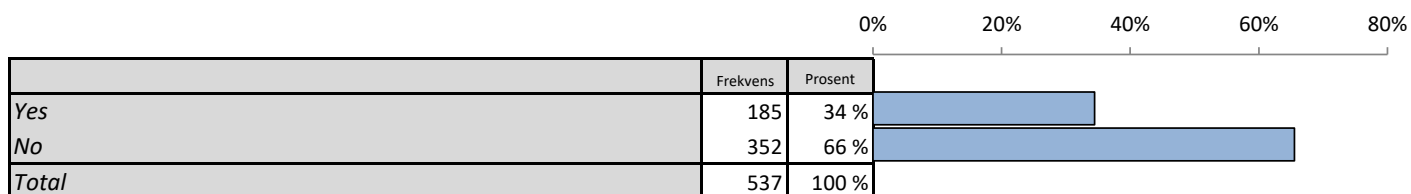
**Q: I will be well-informed**

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





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

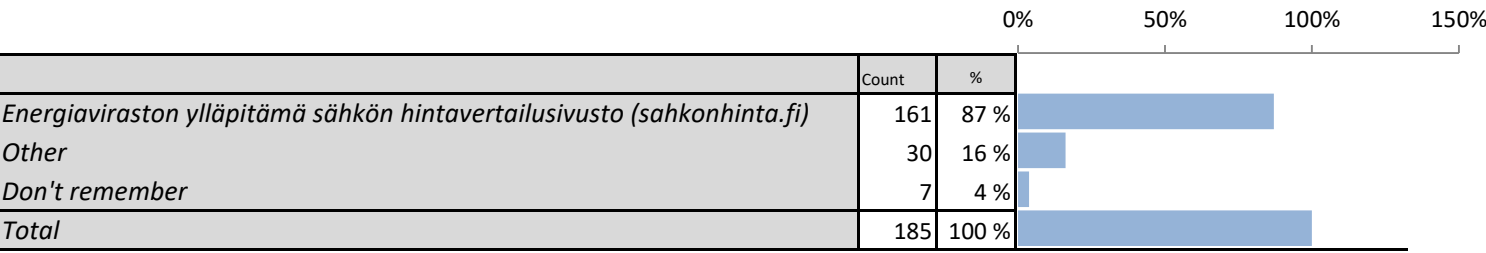


**Q: Do you know of any online comparison tools for electricity contracts?**

**Background variables**

		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 electricity 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 consumers	▼ 24%	▲ 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	▲ 53%	▼ 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 electricity in total an average winter month	Less than 50 €	31%	69%	(n=169)
	50-100 €	36%	64%	(n=129)
	100-150 €	33%	67%	(n=58)
	150-200 €	▲ 50%	▼ 50%	(n=58)
	200-300 €	49%	51%	(n=43)
	More than 300 €	35%	65%	(n=23)
	Do not know	▼ 16%	▲ 84%	(n=57)
<b>Total</b>		34%	66%	(n=537)

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



| |

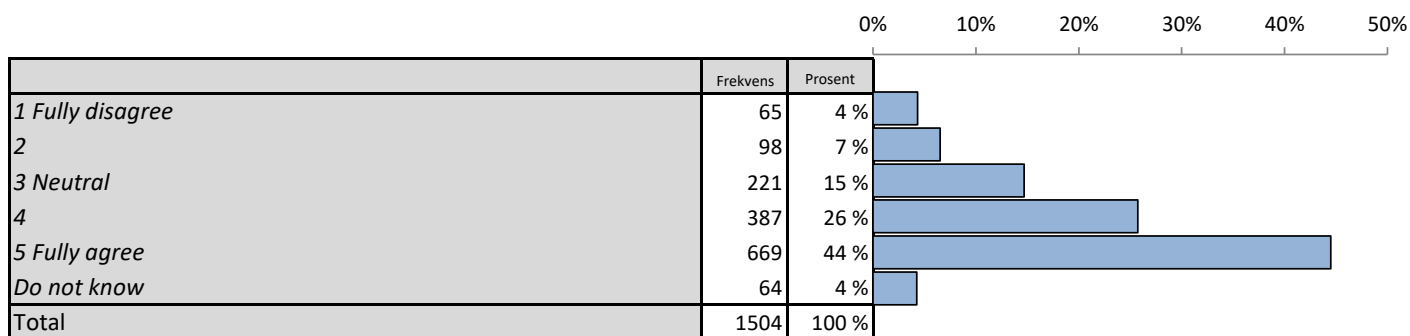
**Q: What comparison tool(s) have you visited online?**

Several answers possible.

**Background**

		Energiaviraston ylläpitämä sähkön hintavertailuvuosto (sähkön hinta.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 electricity 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 consumers	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 total an average winter month	Less than 50 €	90%	12%	6%	(n=52)
	50-100 €	87%	17%	6%	(n=47)
	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%	4%	(n=185)

## Q: It is easy to switch supplier



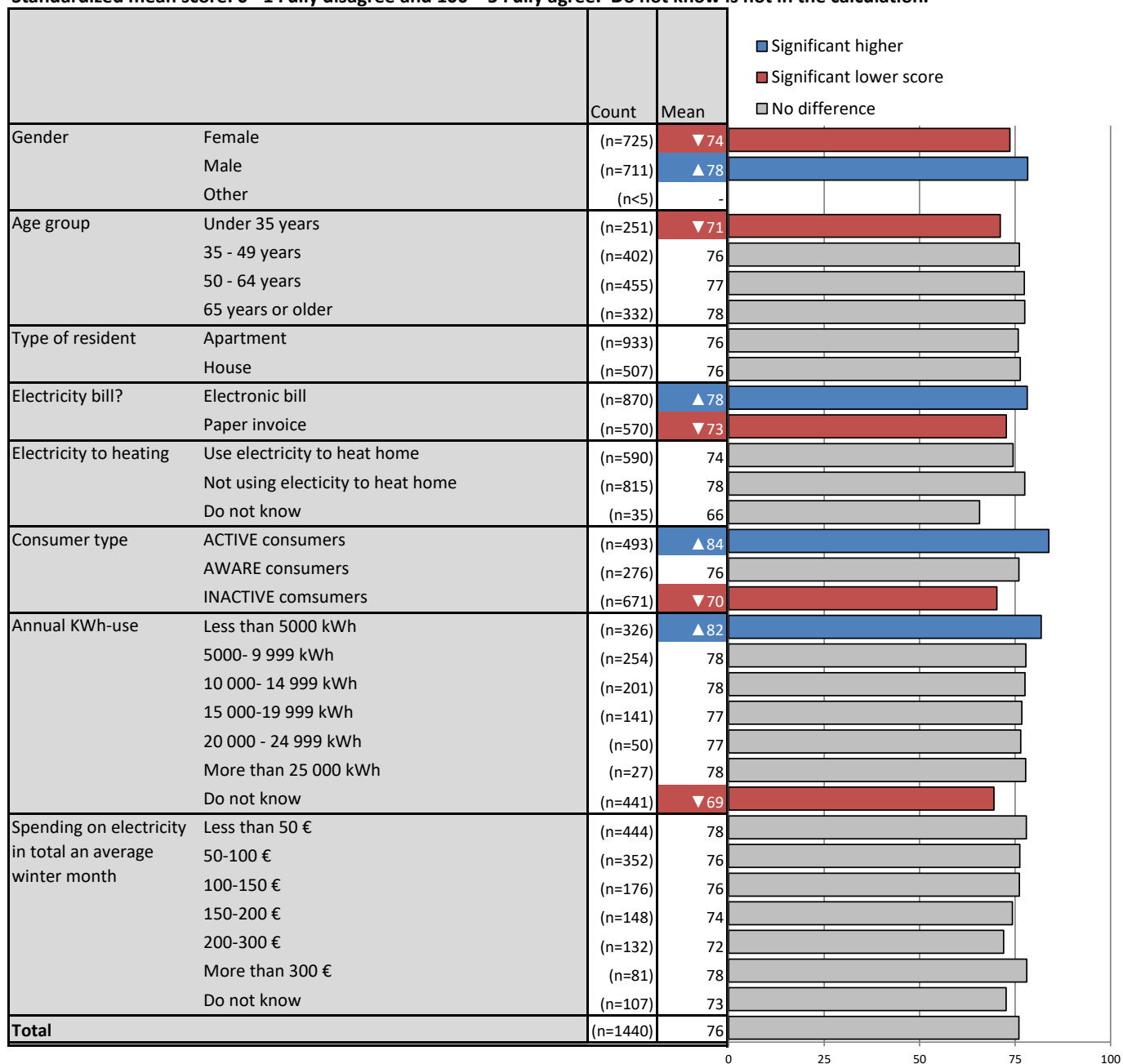
## Q: It is easy to switch supplier

### Background variables

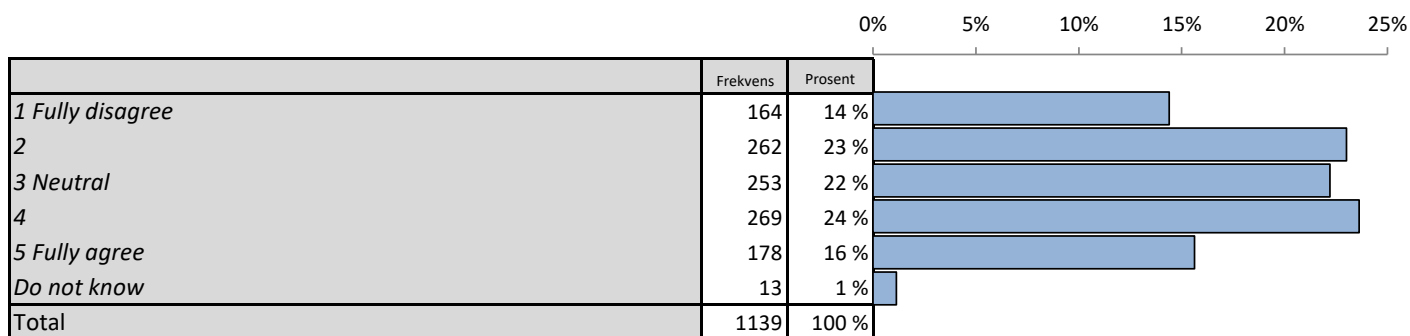
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	5%	▲ 9%	13%	27%	41%	4%	(n=759)
	Male	3%	▼ 4%	17%	24%	48%	4%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	3%	9%	18%	▲ 33%	▼ 32%	4%	(n=262)
	35 - 49 years	3%	8%	15%	26%	44%	4%	(n=420)
	50 - 64 years	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%	▲ 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 electricity 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%	▼ 21%	▲ 60%	3%	(n=510)
	AWARE consumers	4%	7%	15%	25%	46%	2%	(n=282)
	INACTIVE consumers	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 electricity in total an average winter month	Less than 50 €	▼ 2%	6%	14%	29%	44%	4%	(n=462)
	50-100 €	6%	5%	14%	25%	45%	5%	(n=371)
	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 mean score: 0 =1 Fully disagree and 100 = 5 Fully agree. 'Do not know' is not in the calculation.



## Q: I regularly compare electricity contracts



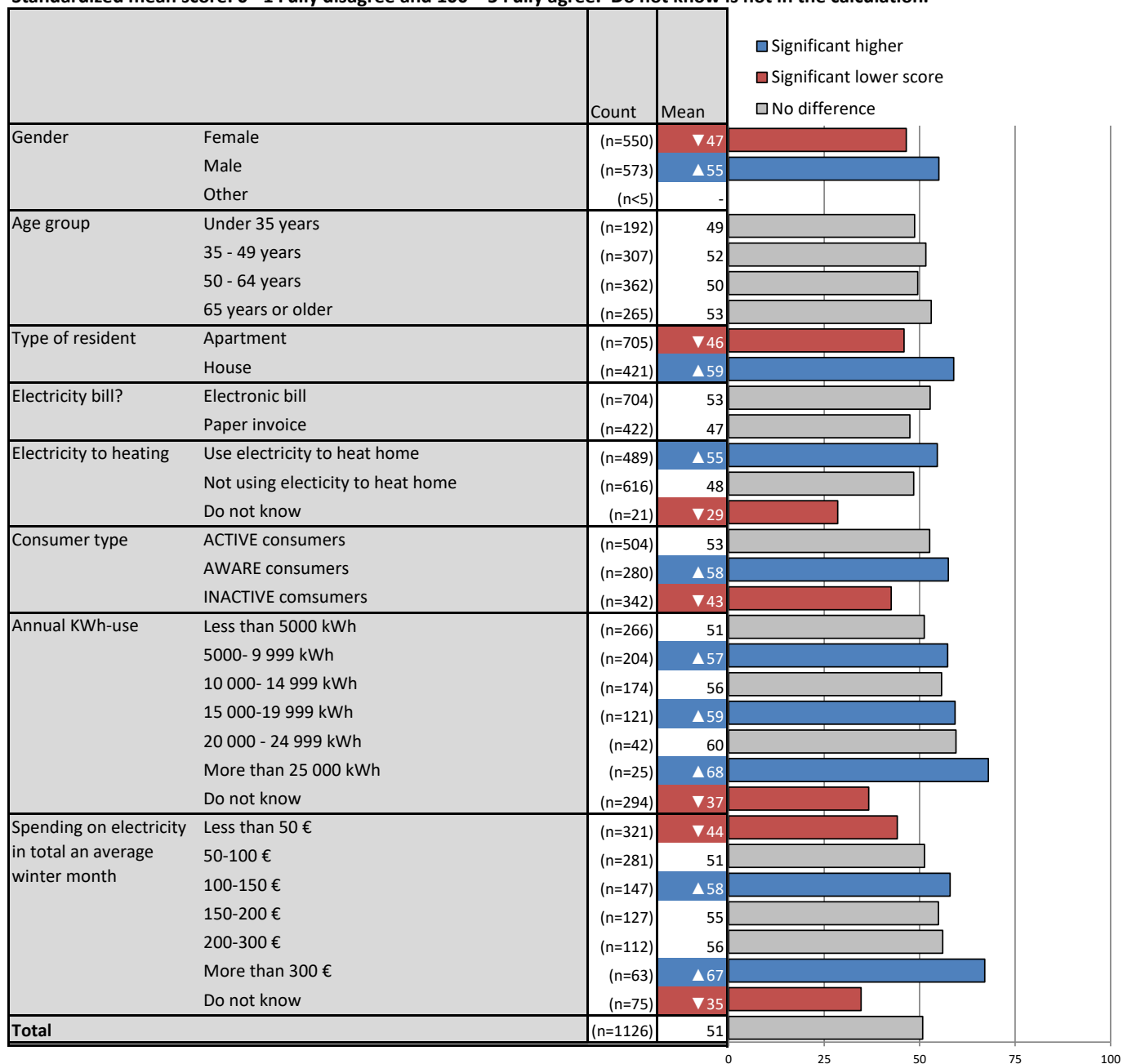
## Q: I regularly compare electricity contracts

### Background variables

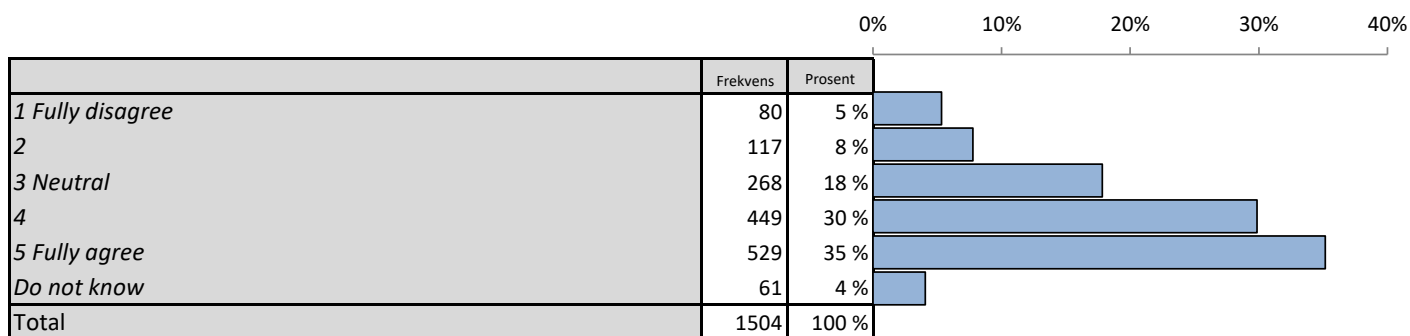
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	▲ 18%	▲ 27%	19%	22%	13%	1%	(n=554)
	Male	▼ 11%	▼ 19%	25%	25%	18%	1%	(n=581)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	11%	27%	24%	26%	▼ 9%	4%	(n=199)
	35 - 49 years	13%	25%	17%	▲ 29%	14%	1%	(n=309)
	50 - 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%	▼ 21%	▼ 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 electricity 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 consumers	18%	▲ 29%	26%	▼ 15%	▼ 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%	▼ 14%	▼ 5%	2%	(n=300)
Spending on electricity in total an average winter month	Less than 50 €	▲ 19%	27%	21%	21%	▼ 11%	0%	(n=322)
	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**

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



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



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

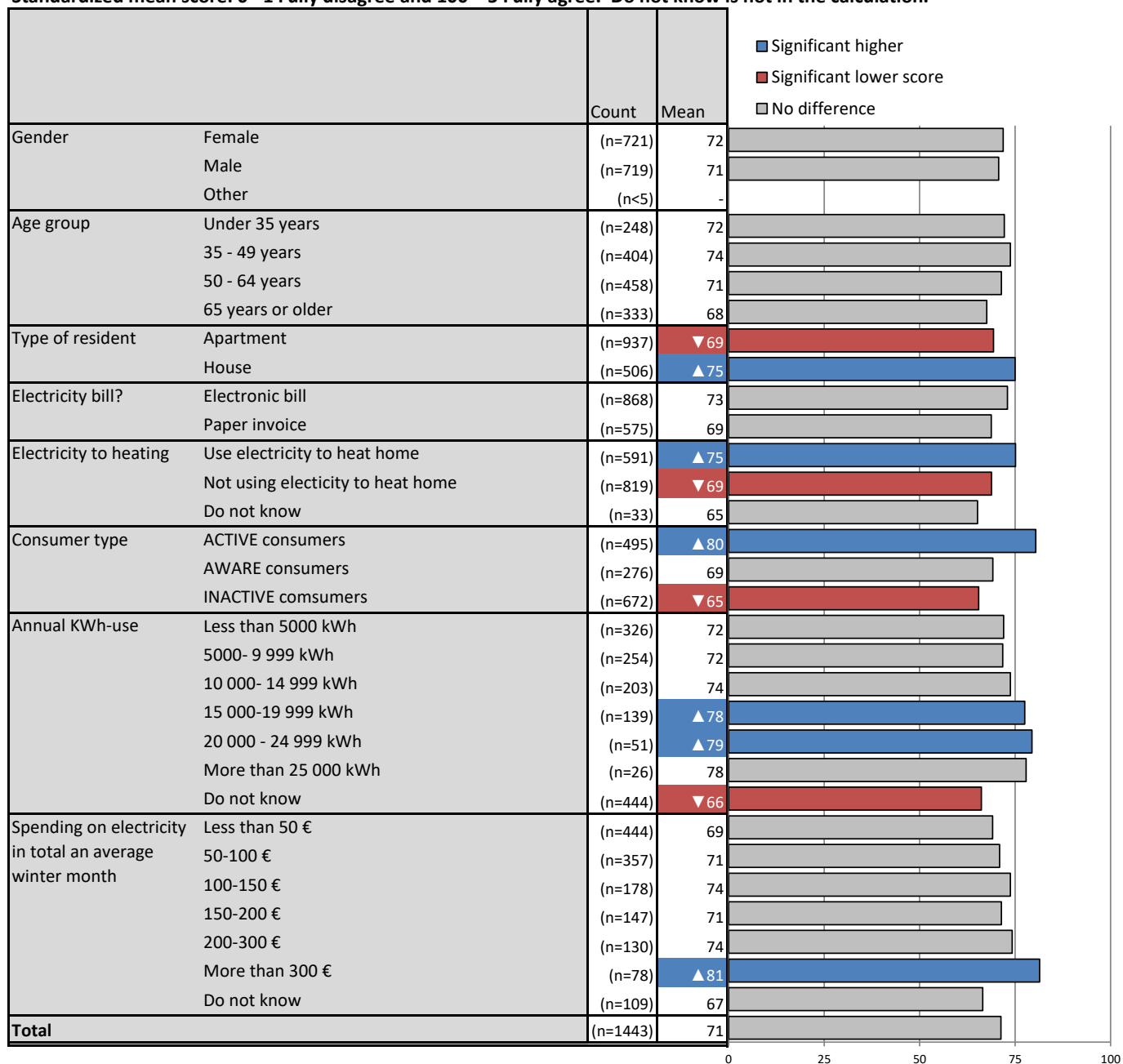
### Background variables

		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	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)
	65 years or older	7%	8%	23%	26%	32%	4%	(n=348)
Type of resident	Apartment	6%	9%	18%	29%	▼33%	5%	(n=985)
	House	4%	6%	17%	31%	▲40%	3%	(n=519)
Electricity bill?	Electronic bill	5%	7%	17%	32%	37%	3%	(n=895)
	Paper invoice	6%	9%	20%	27%	32%	6%	(n=609)
Electricity to heating	Use electricity to heat home	▼3%	7%	15%	32%	▲40%	▼2%	(n=605)
	Not using electricity to heat home	▲7%	8%	20%	28%	32%	5%	(n=861)
	Do not know	5%	16%	16%	21%	29%	13%	(n=38)
Consumer type	ACTIVE consumers	▼3%	▼4%	▼13%	27%	▲50%	3%	(n=510)
	AWARE consumers	5%	10%	21%	29%	33%	2%	(n=282)
	INACTIVE consumers	▲7%	▲10%	20%	32%	▼25%	▲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%	40%	▼1%	(n=206)
	15 000-19 999 kWh	5%	6%	13%	26%	▲48%	3%	(n=143)
	20 000 - 24 999 kWh	▼0%	6%	12%	41%	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%	▲7%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	6%	10%	18%	32%	32%	4%	(n=462)
	50-100 €	6%	6%	21%	29%	35%	4%	(n=371)
	100-150 €	6%	7%	15%	27%	42%	2%	(n=182)
	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%	▲50%	5%	(n=82)
	Do not know	7%	8%	20%	30%	26%	8%	(n=119)
Total		5%	8%	18%	30%	35%	4%	(n=1504)

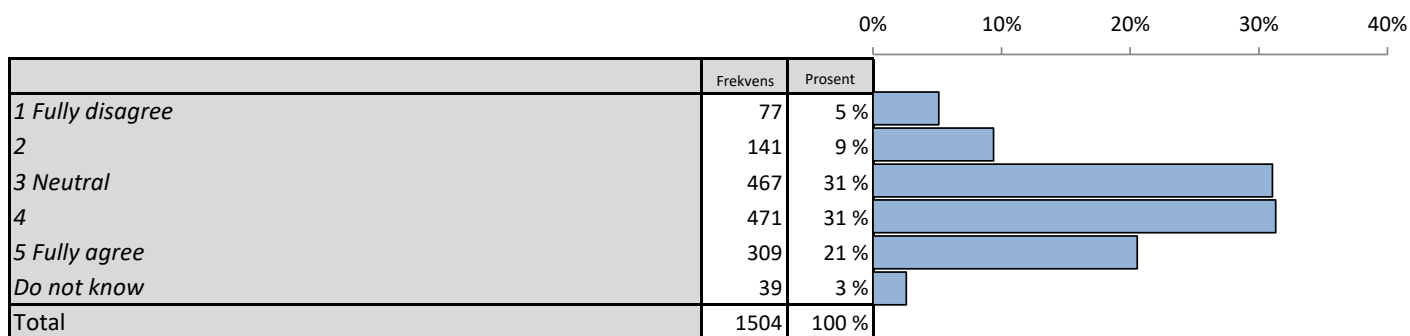


**Q: I can save money by switching electricity contract**

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



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



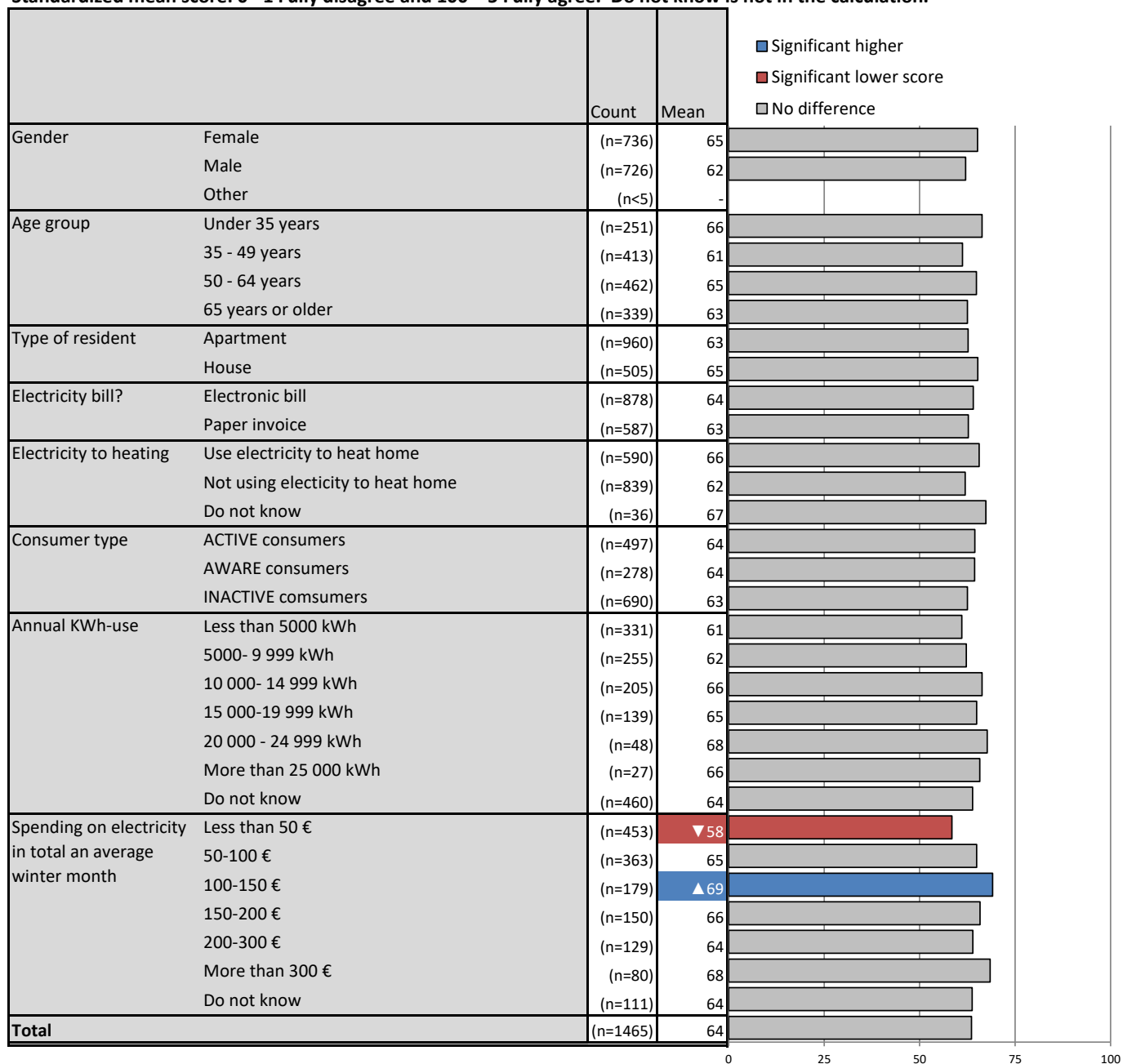
## Q: I would like to be better informed about the price I pay for electricity

### Background variables

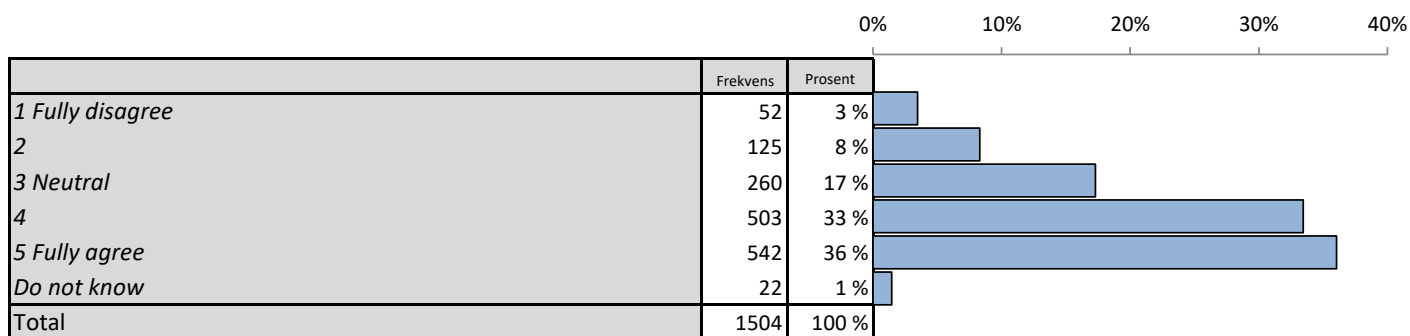
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	5%	10%	▼ 27%	34%	22%	3%	(n=759)
	Male	6%	9%	▲ 35%	29%	19%	2%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼ 1%	10%	29%	35%	20%	4%	(n=262)
	35 - 49 years	5%	12%	33%	33%	▼ 16%	2%	(n=420)
	50 - 64 years	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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	7%	12%	35%	28%	▼ 15%	2%	(n=462)
	50-100 €	4%	10%	33%	27%	25%	2%	(n=371)
	100-150 €	4%	▼ 4%	▼ 23%	▲ 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**

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



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



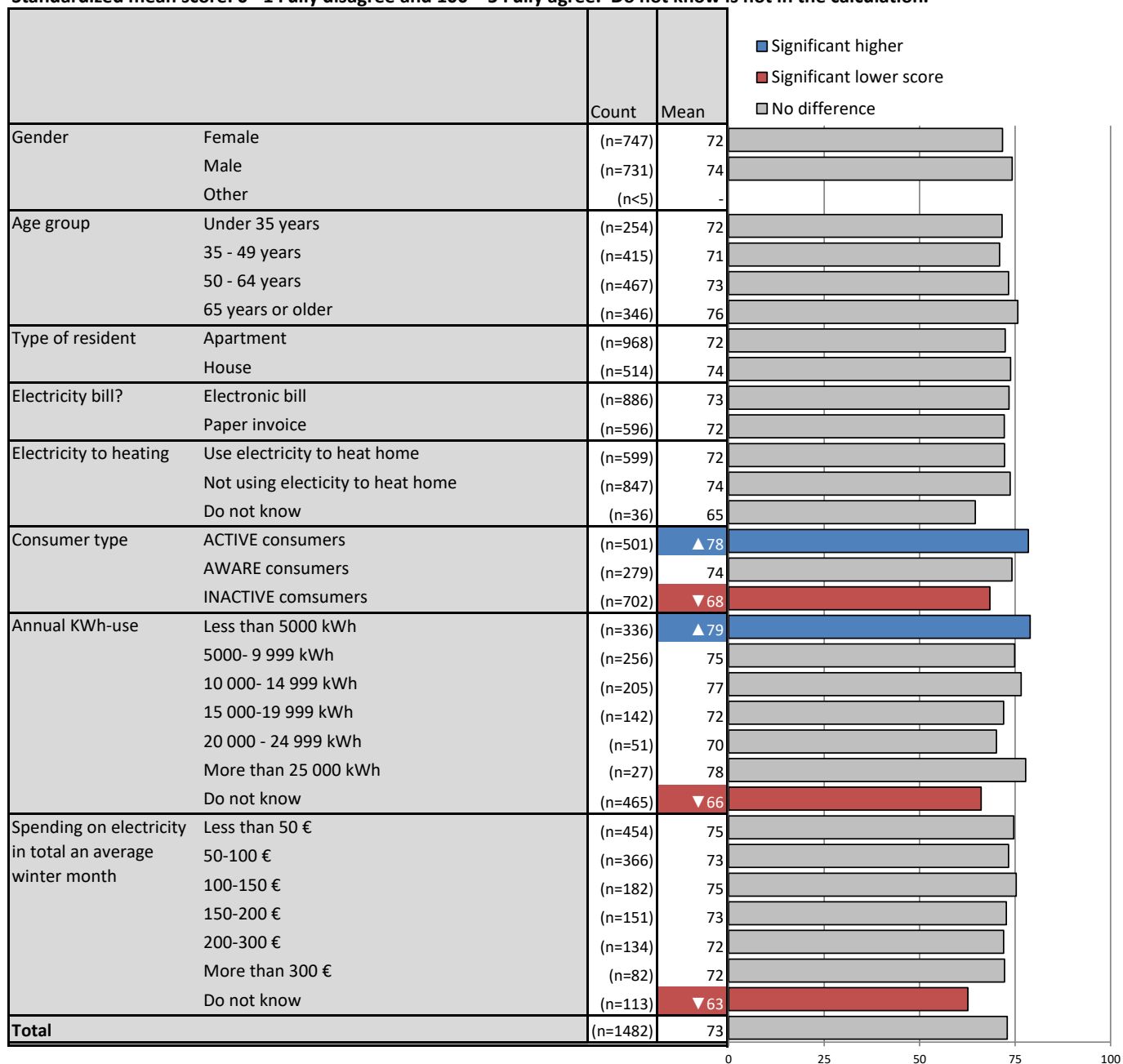
## Q: My bill is simple and easy to understand

### Background variables

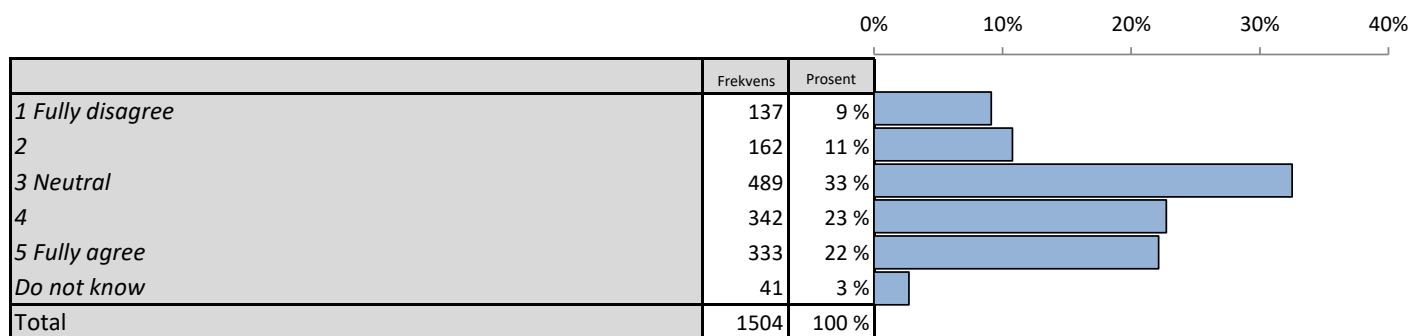
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	4%	10%	16%	34%	35%	2%	(n=759)
	Male	3%	7%	18%	33%	37%	1%	(n=741)
	Other	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼1%	9%	20%	40%	▼27%	3%	(n=262)
	35 - 49 years	3%	10%	19%	37%	▼31%	1%	(n=420)
	50 - 64 years	5%	7%	18%	30%	39%	1%	(n=474)
	65 years or older	5%	8%	▼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 electricity 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 consumers	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	▲6%	▲12%	▲22%	31%	▼28%	2%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	3%	8%	14%	35%	38%	2%	(n=462)
	50-100 €	3%	8%	17%	34%	36%	1%	(n=371)
	100-150 €	2%	7%	15%	39%	37%	▼0%	(n=182)
	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**

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



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

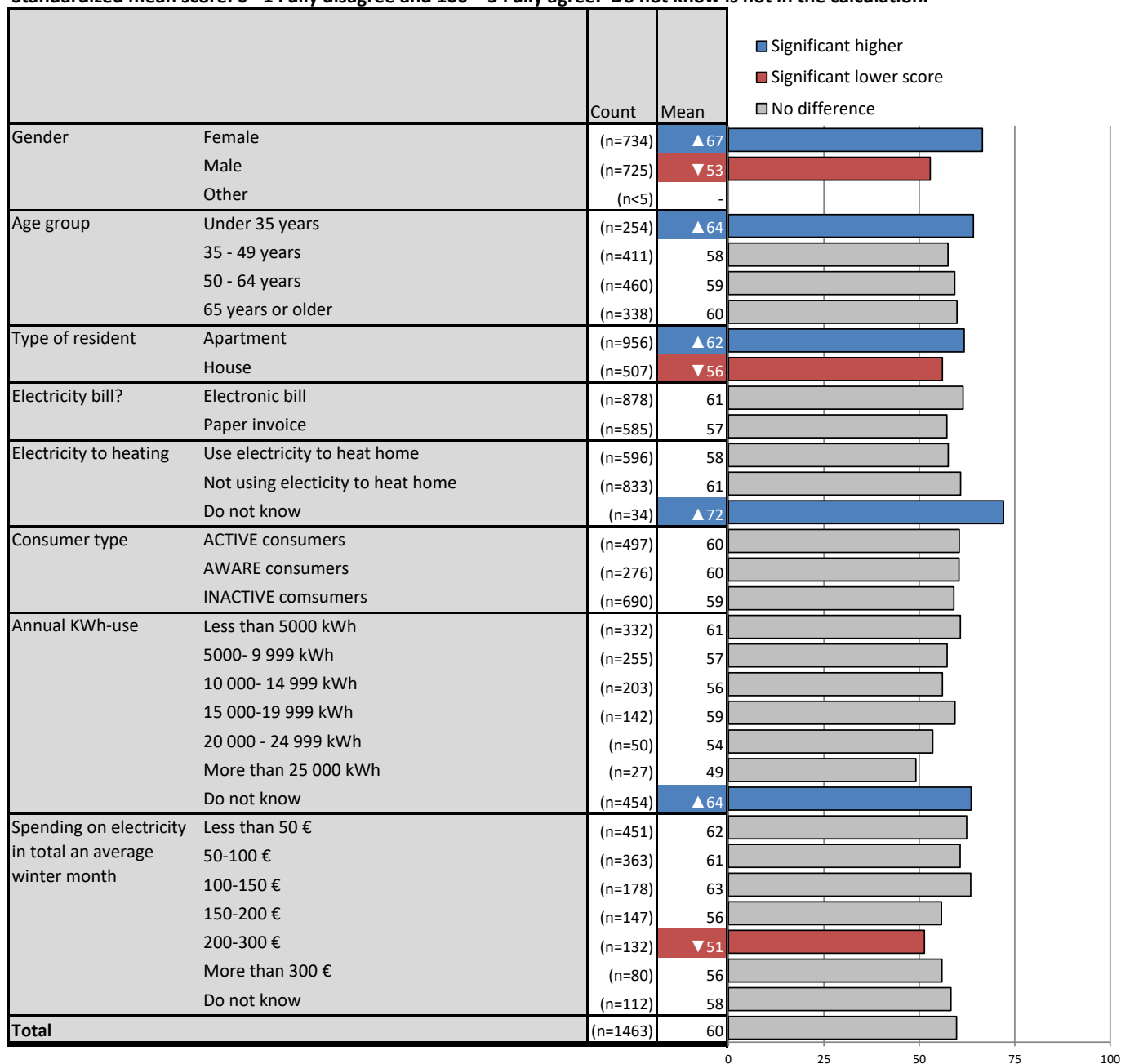


**Q: It is important to have a green electricity contract (electricity from renewable energy sources, for example hydro, solar or wind)**

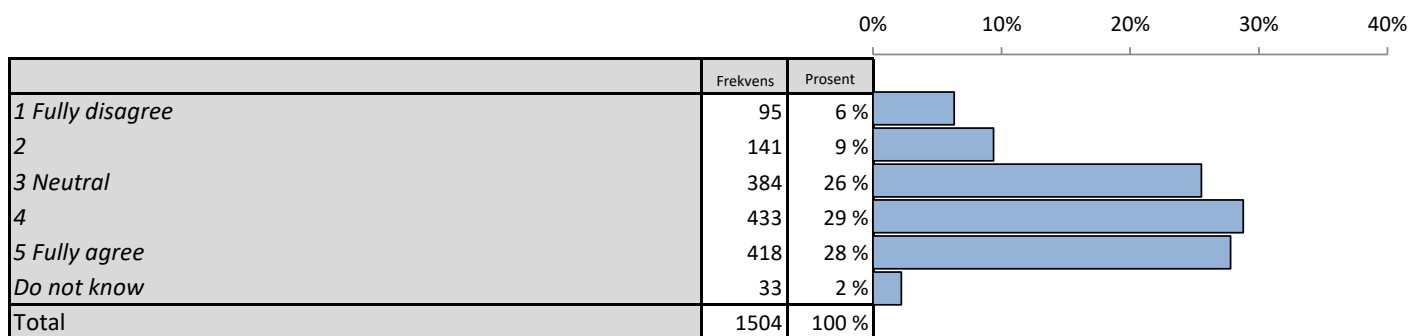
**Background variables**

		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%	▼ 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%	▼ 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 electricity 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 consumers	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%	▲ 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%	▲ 5%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	8%	9%	32%	23%	26%	2%	(n=462)
	50-100 €	9%	11%	30%	25%	23%	2%	(n=371)
	100-150 €	5%	8%	32%	▲ 31%	20%	2%	(n=182)
	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)
<b>Total</b>		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.**



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



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

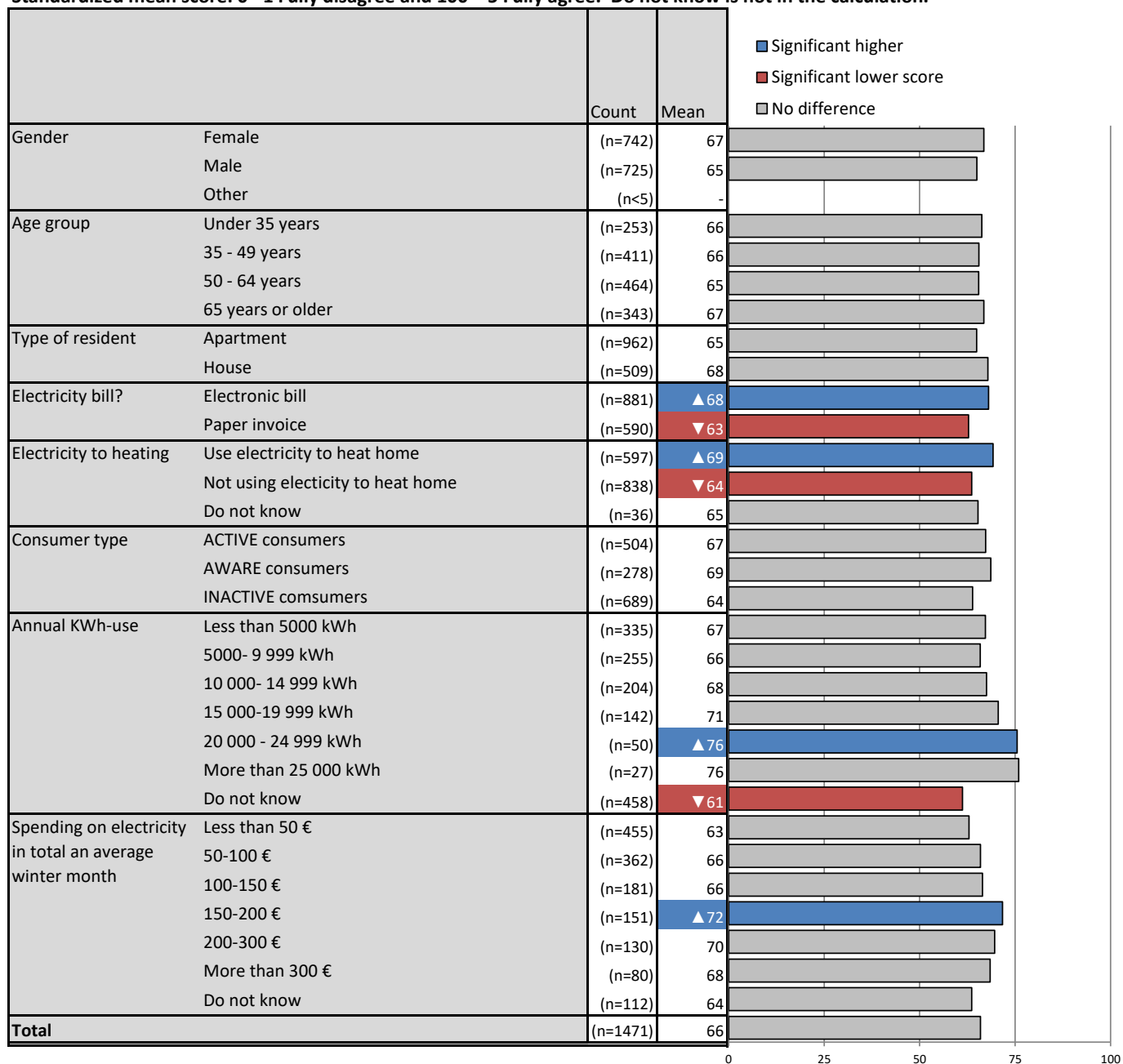
**Background variables**

		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 electricity 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 consumers	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%	▼ 11%	33%	44%	▼ 0%	(n=27)
	Do not know	8%	12%	27%	27%	▼ 22%	4%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	8%	11%	26%	28%	25%	2%	(n=462)
	50-100 €	6%	9%	26%	30%	26%	2%	(n=371)
	100-150 €	6%	9%	25%	34%	26%	1%	(n=182)
	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)
<b>Total</b>		6%	9%	26%	29%	28%	2%	(n=1504)

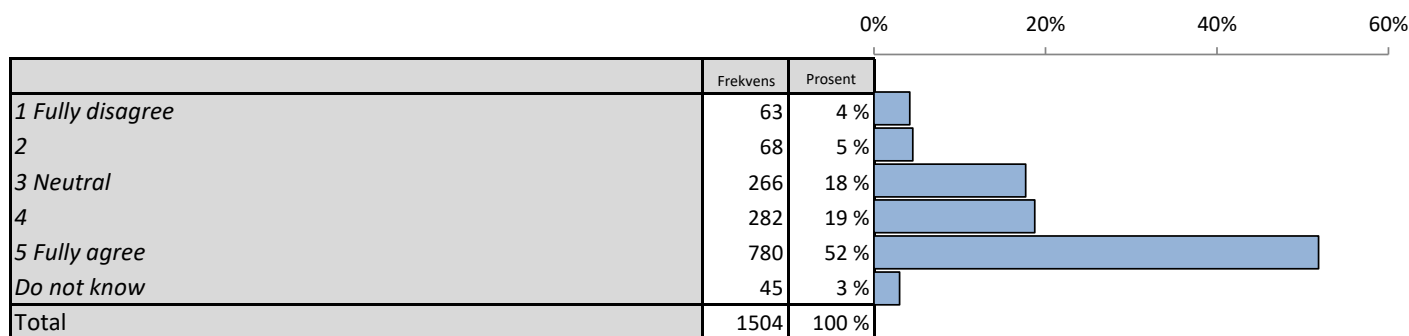


**Q: I want to get updated information about my consumption (e.g. online or in an app)**

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



**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**

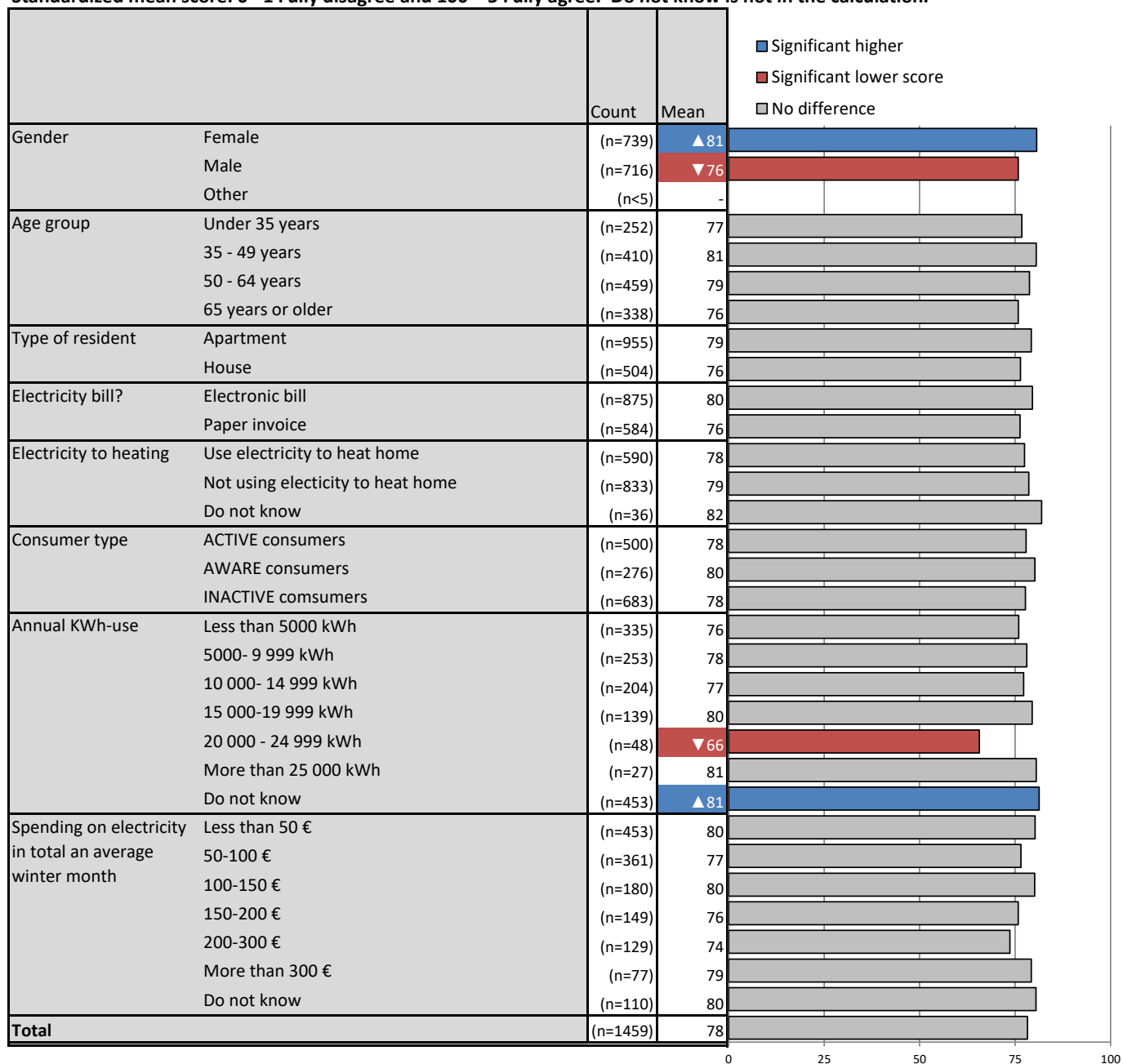


**Q: I would prefer to get all my electricity costs on one bill instead of two separate bills from the supplier and the network company**

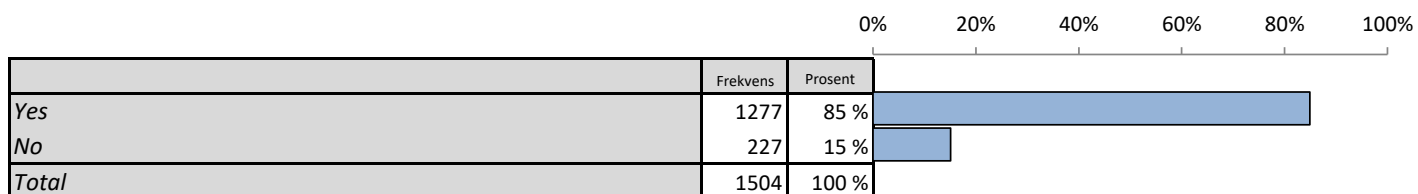
**Background variables**

		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	4%	4%	▼ 15%	16%	▲ 58%	3%	(n=759)
	Male	4%	4%	▲ 21%	21%	▼ 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%	▼ 12%	57%	3%	(n=474)
	65 years or older	▲ 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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	3%	4%	18%	17%	56%	2%	(n=462)
	50-100 €	5%	6%	16%	21%	49%	3%	(n=371)
	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)
<b>Total</b>		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.**



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

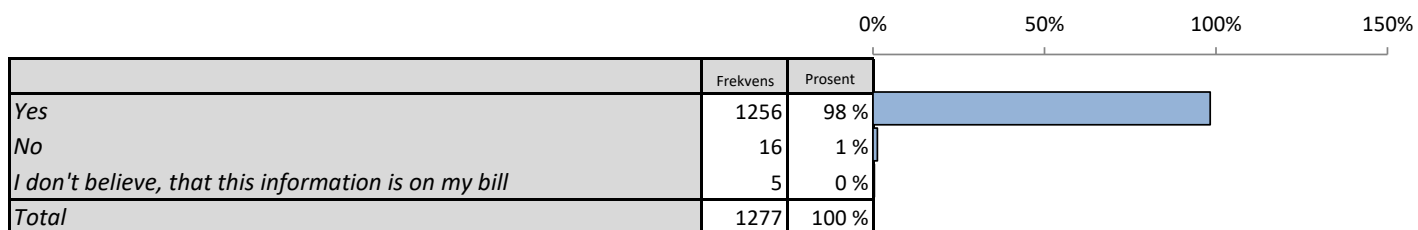


**Q: Do you read the information presented on your electricity bill?**

**Background variables**

		Yes	No	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 electricity 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 consumers	▼ 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%	▼ 4%	(n=27)
	Do not know	▼ 75%	▲ 25%	(n=476)
Spending on electricity in total an average winter month	Less than 50 €	84%	16%	(n=462)
	50-100 €	▲ 89%	▼ 11%	(n=371)
	100-150 €	82%	18%	(n=182)
	150-200 €	85%	15%	(n=153)
	200-300 €	90%	10%	(n=135)
	More than 300 €	89%	11%	(n=82)
	Do not know	▼ 70%	▲ 30%	(n=119)
<b>Total</b>		85%	15%	(n=1504)

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

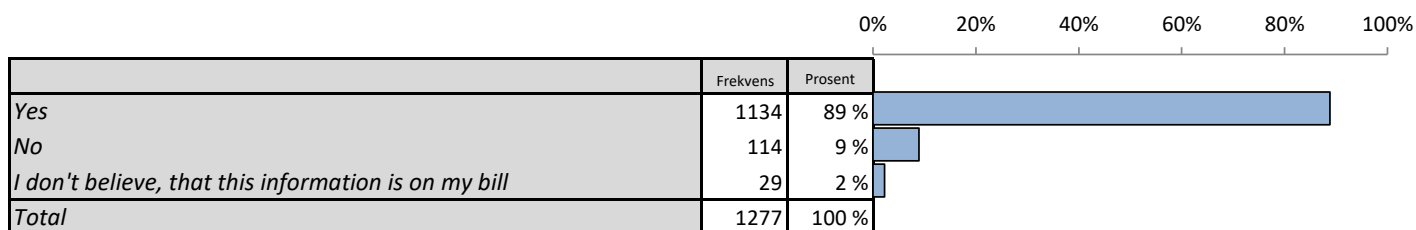


Q: [I look at the total amount I have to pay] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	99%	1%	▼ 0%	(n=390)
	50-100 €	98%	2%	1%	(n=331)
	100-150 €	98%	2%	▼ 0%	(n=149)
	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?**

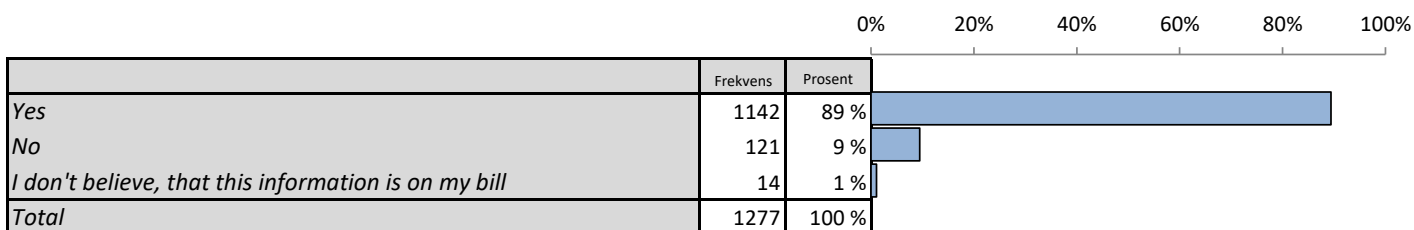


**Q: [I look at the specification of the different price elements that my electricity cost is based on?] What information do you read on your electricity bill?**

**Background variables**

		Yes	No	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%	(n=208)
	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 electricity 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 consumers	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%	▲13%	3%	(n=359)
Spending on electricity in total an average winter month	Less than 50 €	88%	10%	2%	(n=390)
	50-100 €	90%	6%	3%	(n=331)
	100-150 €	90%	8%	2%	(n=149)
	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%	2%	(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?**

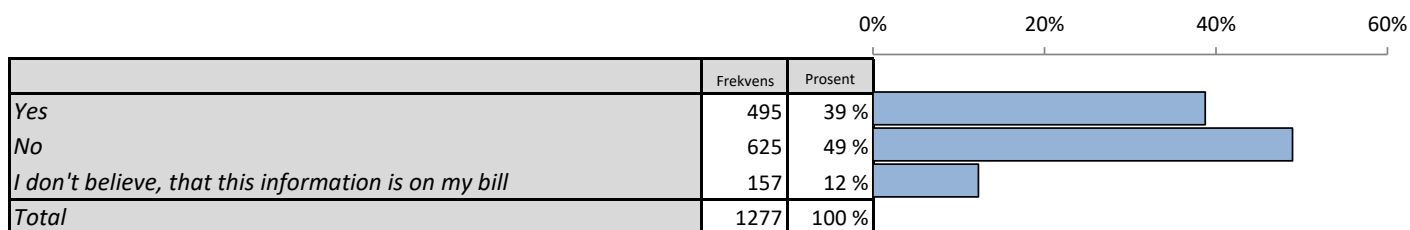


**Q: [I look at the specification of the electricity consumption that my bill is based on] What information do you read on your electricity bill?**

**Background variables**

		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%	▲ 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 electricity 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 consumers	▼ 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 electricity in total an average winter month	Less than 50 €	91%	9%	1%	(n=390)
	50-100 €	90%	8%	2%	(n=331)
	100-150 €	88%	11%	1%	(n=149)
	150-200 €	88%	12%	▼ 0%	(n=130)
	200-300 €	93%	5%	2%	(n=121)
	More than 300 €	95%	5%	▼ 0%	(n=73)
	Do not know	▼ 76%	▲ 20%	4%	(n=83)
<b>Total</b>		89%	9%	1%	(n=1277)

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



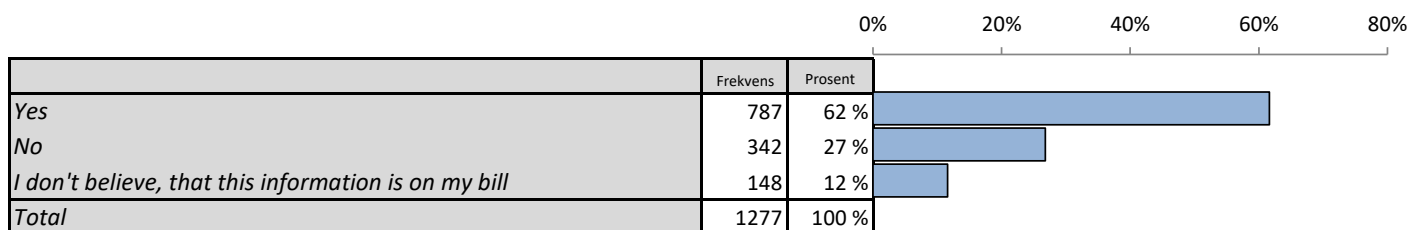
Q: [I look at the date when my contract expires] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	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%	▼ 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 electricity 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%	▼ 41%	13%	(n=261)
	INACTIVE consumers	▼ 31%	▲ 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%	▲ 56%	16%	(n=359)
Spending on electricity in total an average winter month	Less than 50 €	34%	51%	15%	(n=390)
	50-100 €	37%	51%	12%	(n=331)
	100-150 €	46%	48%	▼ 6%	(n=149)
	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?

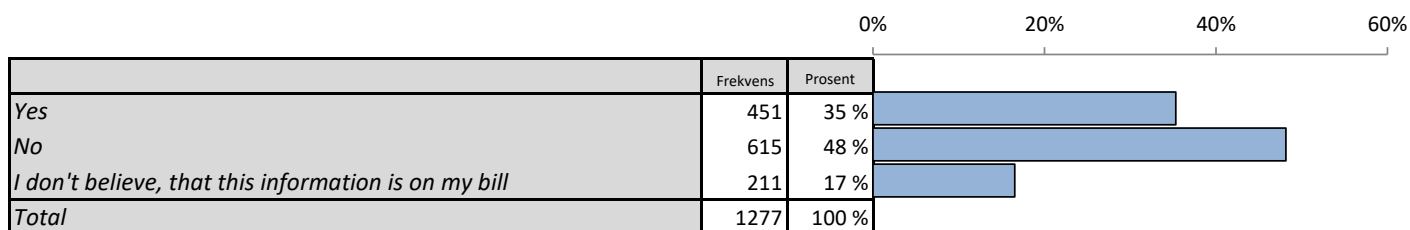


Q: [I look at my historical consumption] What information do you read on your electricity bill?

#### 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 electricity 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	▲ 72%	21%	8%	(n=261)
	INACTIVE consumers	▼ 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%	▲ 38%	13%	(n=359)
Spending on electricity in total an average winter month	Less than 50 €	59%	28%	13%	(n=390)
	50-100 €	61%	28%	11%	(n=331)
	100-150 €	69%	25%	▼ 6%	(n=149)
	150-200 €	63%	25%	12%	(n=130)
	200-300 €	59%	26%	16%	(n=121)
	More than 300 €	70%	▼ 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?**

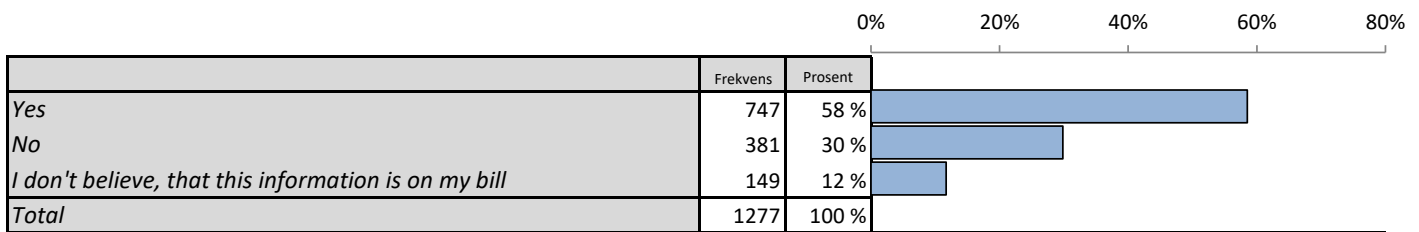


**Q: [I look at the information on how my electricity is produced (for example, hydro, nuclear, wind, fossil)] What information do you read on your electricity bill?**

#### Background variables

		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%	(n=208)
	35 - 49 years	34%	48%	18%	(n=336)
	50 - 64 years	32%	▲ 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%	(n=751)
	Paper invoice	33%	48%	19%	(n=526)
Electricity to heating	Use electricity to heat home	38%	47%	15%	(n=509)
	Not using electricity to heat home	34%	49%	17%	(n=740)
	Do not know	21%	50%	29%	(n=28)
Consumer type	ACTIVE consumers	37%	51%	▼ 12%	(n=450)
	AWARE consumers	▲ 45%	▼ 41%	15%	(n=261)
	INACTIVE consumers	▼ 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 electricity in total an average winter month	Less than 50 €	31%	51%	18%	(n=390)
	50-100 €	35%	48%	17%	(n=331)
	100-150 €	44%	46%	▼ 9%	(n=149)
	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)
<b>Total</b>		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?

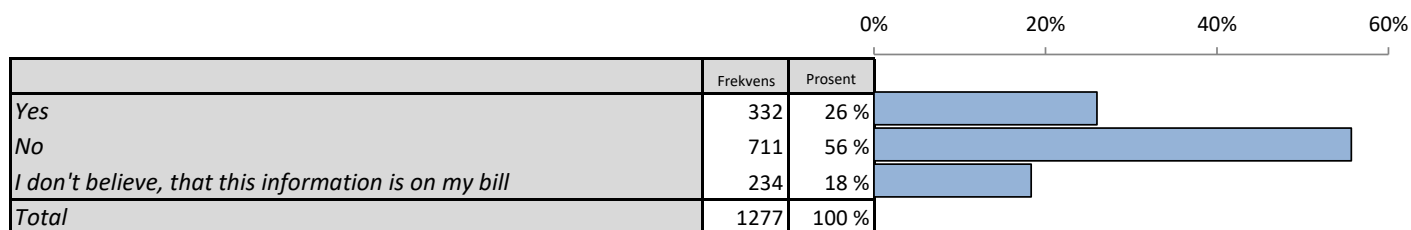


Q: [I look for notifications of changes that affect my electricity price] What information do you read on your electricity bill?

Background variables

		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)
	House	62%	28%	10%	(n=452)
Electricity bill?	Electronic bill	60%	30%	11%	(n=751)
	Paper invoice	57%	30%	13%	(n=526)
Electricity to heating	Use electricity to heat home	62%	27%	11%	(n=509)
	Not using electricity 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%	▼ 21%	10%	(n=261)
	INACTIVE consumers	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 average winter month	Less than 50 €	54%	33%	13%	(n=390)
	50-100 €	59%	28%	13%	(n=331)
	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?**

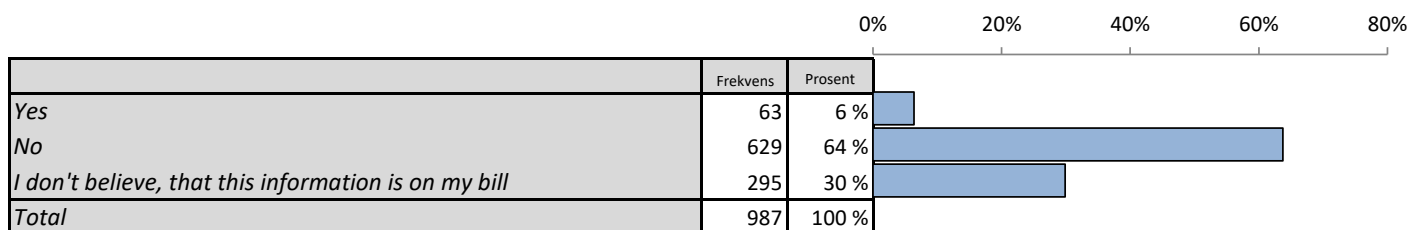


**Q: [I look at the information about which bodies I can turn to for independent user advice, dispute resolution or if I have complaints] What information do you read on your electricity bill?**

**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 electricity 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 consumers	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 month	Less than 50 €	▼ 20%	▲ 63%	17%	(n=390)
	50-100 €	25%	55%	21%	(n=331)
	100-150 €	32%	52%	16%	(n=149)
	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?**

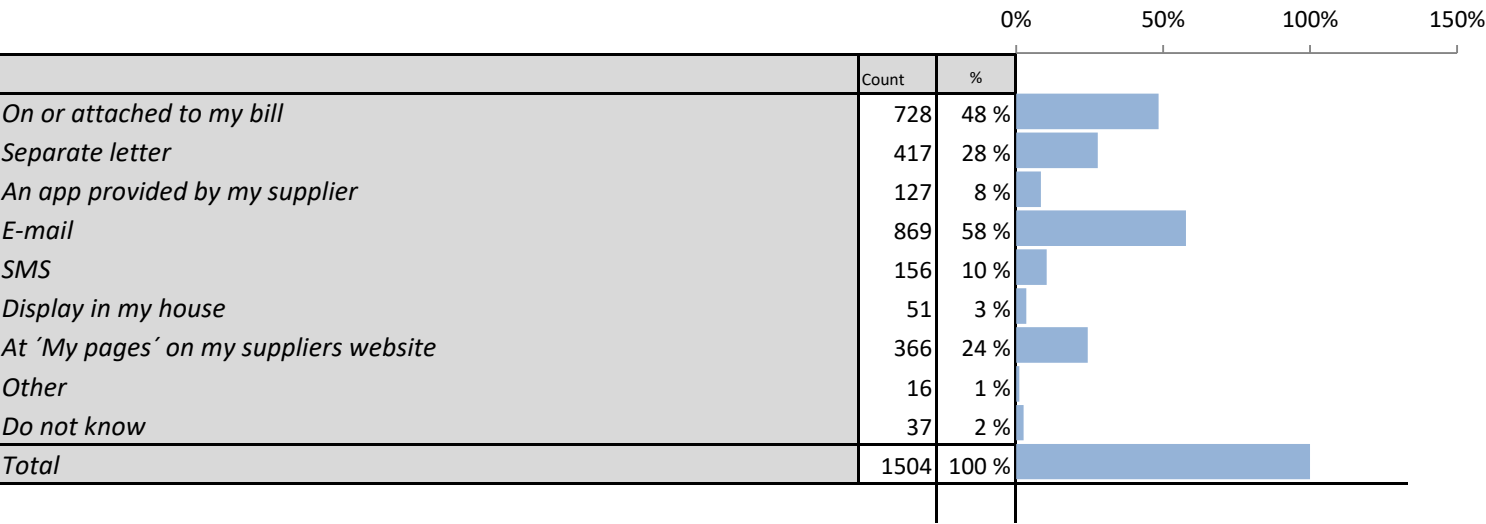


**Q: [Other] What information do you read on your electricity bill?**

**Background variables**

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	▼ 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 electricity 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 consumers	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 electricity in total an average winter month	Less than 50 €	4%	69%	26%	(n=303)
	50-100 €	6%	62%	32%	(n=257)
	100-150 €	3%	67%	31%	(n=117)
	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)
<b>Total</b>		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**

		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%	▲ 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%	▼ 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	▼ 41%	▼ 23%	▲ 11%	▲ 66%	9%	4%	▲ 28%	1%	2%	(n=895)
	Paper invoice	▲ 59%	▲ 34%	▼ 5%	▼ 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 electricity 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 consumers	45%	31%	8%	57%	9%	4%	▼ 21%	1%	3%	(n=712)
Annual kWh-use	Less than 5000 kWh	49%	28%	11%	▲ 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	▲ 78%	30%	7%	56%	22%	7%	37%	▼ 0%	▼ 0%	(n=27)
	Do not know	46%	31%	▼ 4%	53%	9%	3%	21%	1%	▲ 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%	11%	(n=119)
Total		48%	28%	8%	58%	10%	3%	24%	1%	2%	(n=1504)