

# Appendix 1 – Full Question List

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## **S1. State of residence:**

Which state or territory do you reside in? (*only Victorians continue*)

- Victoria
- New South Wales [screenout]
- Queensland [screenout]
- South Australia [screenout]
- Northern Territory [screenout]
- Tasmania [screenout]
- Australian Capital Territory [screenout]
- Western Australia [screenout]

## **S2. Energy Decision Maker:**

Who in your household makes decisions about which energy provider to use?

- I am the sole decision-maker
- I make decisions jointly with another person
- Someone else makes all the decisions [screenout]

## **Task framing**

We'd like you to pretend you're helping a relative choose an energy plan. This relative doesn't know much about energy plans, and they just want to make sure that they pay the least amount over the first year. Assume that they are similar to an average household in terms of their energy usage.

They always pay on time, so assume that they would be able to get any discounts for paying on time that are on offer.

We're going to show you a few pairs of possible energy plans - we'd like you to choose which one you think would be best for your relative.

If you are able to consistently pick the cheapest plan for them, you can earn an additional incentive.

[scenarios to follow]

[after scenarios are completed]

### **T1 Choice rule**

Which feature helped you decide what the cheapest plan was? *[Randomise first five options]*

- The figures in the headlines
- The size of the discounts on offer
- The size of any credits on offer
- The total cost for the first year
- Multiple features
- Other [free text]

### **T2 Reference price question**

Some of the deals you saw talked about a 'reference price'. What do you think this 'reference price' was?

- A standard price that is set by the government that all energy companies have to base their offers on.
- A standard price, but one that each energy company calculates differently.
- It's nothing, it's just marketing from the energy company.

### **T3 Comprehension question**

[show an ad with Plan A from scenario 1]

How much do you think you personally will pay for energy on this plan?

- \$1500
- \$1106
- Neither - it will depend on how much energy I use
- Other [free text entry]

## **Additional post survey questions**

Now we'd like to ask you about your own energy behaviours.

### **P1 Tenure with energy company**

How long have you been with your current energy provider?

- Less than 1 year
- Between 1 and 2 years
- Between 2 - 4 years
- More than 4 years
- Don't know

### **P2. Ever switched**

Since you've been with your current provider, have you ever switched plans with them?

- Yes
- No
- Don't know

### **P3. Change provider or plans last 12 mths**

In the last 12 months, have you changed providers OR changed plans within your provider?

- Yes
- No
- Don't know

#### **P4. Discount behaviour**

Do you pay your energy bills on time?

- Yes, always
- Most of the time
- About half the time
- Only sometimes (less than half the time)
- Never

#### **P5. Energy plan comparison behaviour [Ranking task - rank top 3]**

When you are comparing energy deals for yourself, what are the factors that you look at and use to compare? Please rank the top 3 from most to least important: *[Randomise order of all but last]*

- The size of any discounts
- The overall quarterly/annual cost
- The specific energy company offering the deal
- Environmental features – GreenPower, solar power
- Extra features like frequent flyer points, movie tickets or other bonuses
- Other features [Free text field]

#### **P6. Price changes on contract**

When you sign on to an energy contract with an energy company, what do you think will happen to your energy prices?

- Prices will definitely not change for 12 months
- Prices will not change if my plan allows me to 'lock-in' the price, but otherwise prices could change
- Prices could change at any time

### **P7. Trust of best offer**

We'd like you to imagine that your current energy company contacted you, and told you that they could offer you a cheaper plan than the one that you're on at the moment. How would you respond?

- I'd sign up to the new, better deal straight away
- I'd ask my energy company a few questions before I sign up to the new deal
- I'd do some wider research (e.g. looking at other energy companies, comparison sites) before I sign up to the new deal
- I wouldn't sign up to the new deal, as I don't pay attention to marketing
- I wouldn't sign up to the new deal, as I am happy with my current plan
- Other [Free text]

### **P8. All prices change at once**

Energy prices can change at any time, unless you are on a fixed-term contract. In some industries, the price you pay is fixed for a year. And in others – like health insurance – all the prices change at once on a single date, and stay fixed for the year. What would you prefer for energy prices?

Remember, we're not asking about the size of the change – just about when the change happens.

- Things should stay the same - energy prices can change at any time.
- Things should change so that energy prices are fixed for a year when you sign up to a new plan, and after that they can change at any time.
- Things should change so that energy prices can only change once a year, and they all change on the same date.

### **End of survey demographics**

**D1. Age:**

Please tell us your age:

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-65
- Over 65

**D2. Gender:**

Please select your gender:

- Male
- Female
- Gender non-binary
- Prefer not to say

**D3. Location:**

Where do you live within Victoria?

- Metropolitan suburb
- Regional suburb

**D4. Income:**

What is your annual household income before tax?

- Less than \$25,000
- \$25,000-\$49,999

- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- \$200,000 or more

### **D5: Employment**

Which option best describes your employment status?

- I work full-time (more than 30 hours per week, includes self-employed)
- I work part-time (less than 30 hours per week, includes self-employed)
- I am a student (full-time or part-time)
- I am retired
- I am not working, but I am looking for work
- I am not working, but I am NOT looking for work

### **D6: Education Level**

What is the highest level of education you have attained?

- Have not completed high school
- Completed high school
- Vocational or technical qualification
- Bachelor's degree or undergraduate diploma
- Post-graduate diploma, Masters or PhD

### **D7: CALD status**

Do you speak a language other than English at home?

- No, I only speak English at home
- Yes, I speak another language

## Financial literacy/basic numeracy questions

### F1.

Susie is paid \$9.00 per hour. She works four and a half hours each day. How much does Susie earn each day?

- \$36.00
- \$38.00
- \$40.50
- \$49.50
- None of these

### F2.

Susie is paid \$9.00 per hour. She gets a 5% pay increase. What is her new pay per hour?

- \$9.45
- \$9.25
- \$9.50
- \$9.05
- None of these

### F3. [Free text entry]

Suppose you put \$100 into a savings account with a guaranteed interest rate of 2% per year. You don't make any further payments into this account and you don't withdraw any money. How much would be in the account at the end of the first year, once the interest payment is made?

[FREE TEXT ENTRY]

### F4.



Susie buys a laptop costing NZD144 from a company in New Zealand, at an exchange rate of AU\$1 = NZD1.20. What is the cost in Australian dollars?

- \$172.80
- \$128.50
- \$135.00
- \$120.00
- Don't know