



Nordic customer survey 2022

Appendix A

Table report: Total

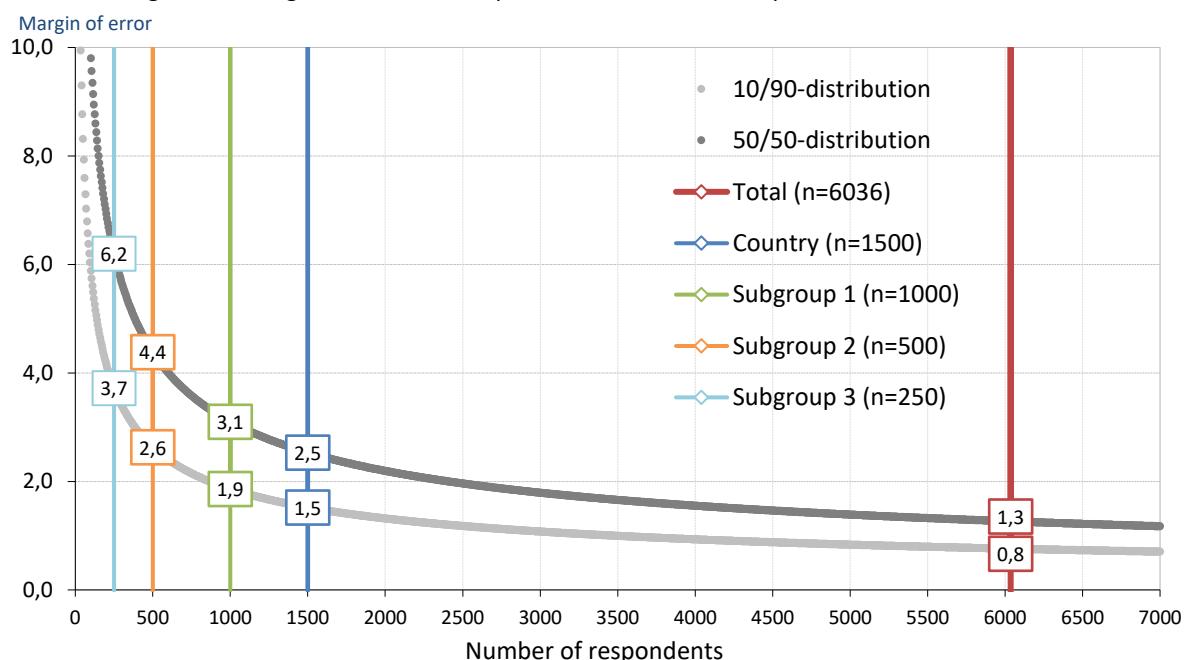
About the survey

Sample and data collection

The sample consisted of a total of 6,036 respondents – at least 1,500 from each of the four Nordic countries (1,501 from Denmark, 1,515 from Finland, 1,501 from Norway, and 1,519 from Sweden). All respondents were over the age of 25 and stated that they took part in the decision-making regarding the electricity contract in their household. The survey was conducted online, among a pre-recruited web panel of respondents willing to participate in various surveys. The survey was fielded 25. May – 20. June 2022 (a pilot survey consisting of 394 respondents was conducted 10. – 17. May 2022).

Margin of error

The margins of error depend on the sample size as well as on the response distribution: The more heterogeneous the sample, the larger the margins of error. In this survey the sample consists of 6,036 respondents, and the margins of error vary from +/- 0,8 percentage points (10/90-distribution) to +/- 1,3 percentage points (50/50-distribution). When the results are broken down by subgroups, such as country and other background variables, the margins of error will increase due to the smaller sample size. The figure below shows the margins of error given different sample sizes and different response distributions



Average scores

When the respondents were asked to consider different statements, their responses were given on a five-point scale. For instance, respondents were asked to consider whether they disagree or agree with different statements on a scale from “1 = Fully disagree” to “5 = Fully agree”. In addition to presenting the results on the original scale, the original five-point scale is recoded into scores on a scale from 0 to 100 where, for instance, 0 is the least amount of agreement (“Fully disagree”) and 100 is the highest amount of agreement (“Fully agree”).

Significance tests

Significant differences between 2018 and 2022 or between subgroups such as customer profiles, gender, age, and residence type are marked in the tables and figures in this report. The significance level is set to 0.05 (this indicates that there is a 5% probability of incorrectly rejecting the null hypothesis, for example, that there is no correlation between age and the responses).

Age*	Chi-squared test/ANOVA-test: The asterisk (*) indicates that the differences between the groups shown in the table/figure, e.g., between the different age groups, are statistically significant. For multiple response questions, the * indicates that differences for at least one of the categories are significant.
▲ 90 %	Arrows and blue/red background indicate that the share/average score is significantly higher/lower than for the contrasting group. E.g., if the share among respondents under 35 is higher than the share among (all) older respondents.
▼ 10 %	

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Customer type

		Active	Aware	Inactive	Number of responses
Gender*	Female	25 %	▼ 18 %	▲ 57 %	(n=3030)
	Male	28 %	▲ 20 %	▼ 51 %	(n=3001)
Age*	Under 35	27 %	▲ 23 %	▼ 50 %	(n=1187)
	35-49	25 %	20 %	55 %	(n=1769)
	50-64	26 %	▼ 17 %	▲ 57 %	(n=1701)
	65 or older	29 %	17 %	54 %	(n=1378)
Type of residence	Apartment	27 %	18 %	55 %	(n=3301)
	House	27 %	20 %	53 %	(n=2735)
Electricity bill*	Electronic bill	▲ 28 %	19 %	▼ 53 %	(n=5144)
	Paper invoice by mail	▼ 21 %	19 %	▲ 61 %	(n=892)
Type of contract*	Fixed price	▲ 33 %	19 %	▼ 49 %	(n=2490)
	Variable price	▼ 18 %	19 %	▲ 63 %	(n=1993)
	Spot price	▲ 36 %	▲ 24 %	▼ 40 %	(n=1059)
Customer type*	Active	▲ 100 %	▼ 0 %	▼ 0 %	(n=1619)
	Aware	▼ 0 %	▲ 100 %	▼ 0 %	(n=1150)
	Inactive	▼ 0 %	▼ 0 %	▲ 100 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	▲ 34 %	▼ 18 %	49 %	(n=1334)
	5,000 - 9,999 kWh	30 %	23 %	47 %	(n=1043)
	10,000 - 14,999 kWh	▼ 26 %	23 %	51 %	(n=915)
	15,000 - 19,999 kWh	▼ 25 %	▲ 27 %	48 %	(n=640)
	More than 20,000 kWh	35 %	26 %	▼ 39 %	(n=484)
Affected by high prices*	Low extent/not at all	27 %	▼ 16 %	▲ 57 %	(n=1665)
	Some extent	26 %	19 %	56 %	(n=1623)
	High extent	29 %	▲ 22 %	▼ 50 %	(n=2588)
Country*	Sweden	▼ 20 %	▼ 17 %	▲ 63 %	(n=1519)
	Finland	▲ 35 %	▲ 22 %	▼ 43 %	(n=1515)
	Norway	▲ 32 %	▲ 23 %	▼ 46 %	(n=1501)
	Denmark	▼ 20 %	▼ 15 %	▲ 65 %	(n=1501)
Year*	2018	26 %	▼ 16 %	▲ 58 %	(n=6019)
	2022	27 %	▲ 19 %	▼ 54 %	(n=6036)
Total		27 %	19 %	54 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

How do you receive your electricity bill?

		Electronic bill (for example through e-bank or e-mail)	Paper invoice by mail	Number of responses
Gender	Female	85 %	15 %	(n=3030)
	Male	85 %	15 %	(n=3001)
Age*	Under 35	▼ 81 %	▲ 19 %	(n=1187)
	35-49	84 %	16 %	(n=1769)
	50-64	86 %	14 %	(n=1701)
	65 or older	▲ 89 %	▼ 11 %	(n=1378)
Type of residence*	Apartment	▼ 83 %	▲ 17 %	(n=3301)
	House	▲ 88 %	▼ 12 %	(n=2735)
Electricity bill*	Electronic bill	▲ 100 %	▼ 0 %	(n=5144)
	Paper invoice by mail	▼ 0 %	▲ 100 %	(n=892)
Type of contract*	Fixed price	▼ 83 %	▲ 17 %	(n=2490)
	Variable price	▼ 82 %	▲ 18 %	(n=1993)
	Spot price	▲ 95 %	▼ 5 %	(n=1059)
Customer type*	Active	▲ 89 %	▼ 11 %	(n=1619)
	Aware	86 %	14 %	(n=1150)
	Inactive	▼ 83 %	▲ 17 %	(n=3267)
Annual kWh-use*	Less than 5,000 kWh	86 %	14 %	(n=1334)
	5,000 - 9,999 kWh	▲ 88 %	▼ 12 %	(n=1043)
	10,000 - 14,999 kWh	83 %	17 %	(n=915)
	15,000 - 19,999 kWh	83 %	17 %	(n=640)
	More than 20,000 kWh	86 %	14 %	(n=484)
Affected by high prices	Low extent/not at all	86 %	14 %	(n=1665)
	Some extent	85 %	15 %	(n=1623)
	High extent	85 %	15 %	(n=2588)
Country*	Sweden	▼ 82 %	▲ 18 %	(n=1519)
	Finland	▼ 72 %	▲ 28 %	(n=1515)
	Norway	▲ 93 %	▼ 7 %	(n=1501)
	Denmark	▲ 94 %	▼ 6 %	(n=1501)
Year*	2018	▼ 77 %	▲ 23 %	(n=6019)
	2022	▲ 85 %	▼ 15 %	(n=6036)
Total		85 %	15 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Gender

		Female	Male	Other	Number of responses
Gender*	Female	▲100 %	▼0 %	0 %	(n=3030)
	Male	▼0 %	▲100 %	0 %	(n=3001)
Age	Under 35	52 %	48 %	0 %	(n=1187)
	35-49	51 %	49 %	0 %	(n=1769)
	50-64	50 %	50 %	▼0 %	(n=1701)
	65 or older	48 %	52 %	▼0 %	(n=1378)
Type of residence*	Apartment	52 %	48 %	▲0 %	(n=3301)
	House	48 %	52 %	▼0 %	(n=2735)
Electricity bill	Electronic bill	50 %	50 %	▲0 %	(n=5144)
	Paper invoice by mail	50 %	50 %	▼0 %	(n=892)
Type of contract	Fixed price	49 %	51 %	0 %	(n=2490)
	Variable price	51 %	49 %	▼0 %	(n=1993)
	Spot price	47 %	53 %	0 %	(n=1059)
Customer type*	Active	48 %	52 %	0 %	(n=1619)
	Aware	▼46 %	▲53 %	0 %	(n=1150)
	Inactive	▲53 %	▼47 %	0 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	46 %	54 %	0 %	(n=1334)
	5,000 - 9,999 kWh	47 %	53 %	0 %	(n=1043)
	10,000 - 14,999 kWh	▼39 %	▲61 %	0 %	(n=915)
	15,000 - 19,999 kWh	43 %	57 %	0 %	(n=640)
	More than 20,000 kWh	45 %	55 %	0 %	(n=484)
Affected by high prices*	Low extent/not at all	▼44 %	▲56 %	0 %	(n=1665)
	Some extent	51 %	49 %	0 %	(n=1623)
	High extent	▲53 %	▼46 %	0 %	(n=2588)
Country	Sweden	50 %	49 %	0 %	(n=1519)
	Finland	50 %	50 %	0 %	(n=1515)
	Norway	50 %	50 %	▼0 %	(n=1501)
	Denmark	50 %	50 %	0 %	(n=1501)
Year	2018	50 %	50 %	0 %	(n=6019)
	2022	50 %	50 %	0 %	(n=6036)
Total		50 %	50 %	0 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Type of residence:

		Apartment	House	Number of responses
Gender*	Female	56 %	44 %	(n=3030)
	Male	53 %	47 %	(n=3001)
Age*	Under 35	▲ 69 %	▼ 31 %	(n=1187)
	35-49	55 %	45 %	(n=1769)
	50-64	▼ 51 %	▲ 49 %	(n=1701)
	65 or older	▼ 46 %	▲ 54 %	(n=1378)
Type of residence*	Apartment	▲ 100 %	▼ 0 %	(n=3301)
	House	▼ 0 %	▲ 100 %	(n=2735)
Electricity bill*	Electronic bill	▼ 53 %	▲ 47 %	(n=5144)
	Paper invoice by mail	▲ 63 %	▼ 37 %	(n=892)
Type of contract*	Fixed price	55 %	45 %	(n=2490)
	Variable price	▲ 57 %	▼ 43 %	(n=1993)
	Spot price	▼ 46 %	▲ 54 %	(n=1059)
Customer type	Active	54 %	46 %	(n=1619)
	Aware	52 %	48 %	(n=1150)
	Inactive	56 %	44 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	▲ 76 %	▼ 24 %	(n=1334)
	5,000 - 9,999 kWh	▲ 58 %	▼ 42 %	(n=1043)
	10,000 - 14,999 kWh	▼ 42 %	▲ 58 %	(n=915)
	15,000 - 19,999 kWh	▼ 27 %	▲ 73 %	(n=640)
	More than 20,000 kWh	▼ 15 %	▲ 85 %	(n=484)
Affected by high prices*	Low extent/not at all	▲ 61 %	▼ 39 %	(n=1665)
	Some extent	▲ 57 %	▼ 43 %	(n=1623)
	High extent	▼ 48 %	▲ 52 %	(n=2588)
Country*	Sweden	▲ 58 %	▼ 42 %	(n=1519)
	Finland	▲ 70 %	▼ 30 %	(n=1515)
	Norway	▼ 49 %	▲ 51 %	(n=1501)
	Denmark	▼ 41 %	▲ 59 %	(n=1501)
Year*	2018	▼ 50 %	▲ 50 %	(n=6019)
	2022	▲ 55 %	▼ 45 %	(n=6036)
Total		55 %	45 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

What kind of electricity contract do you have today?

		Fixed price	Variable price	Spot price	Other	Do not know	Number of responses
Gender*	Female	40 %	33 %	16 %	1 %	▲ 8 %	(n=3030)
	Male	42 %	33 %	19 %	1 %	▼ 5 %	(n=3001)
Age*	Under 35	41 %	▲ 36 %	16 %	1 %	▼ 5 %	(n=1187)
	35-49	40 %	34 %	18 %	1 %	7 %	(n=1769)
	50-64	40 %	32 %	19 %	1 %	7 %	(n=1701)
	65 or older	44 %	▼ 30 %	16 %	▲ 2 %	8 %	(n=1378)
Type of residence*	Apartment	42 %	▲ 35 %	▼ 15 %	1 %	7 %	(n=3301)
	House	41 %	▼ 31 %	▲ 21 %	2 %	6 %	(n=2735)
Electricity bill*	Electronic bill	▼ 40 %	▼ 32 %	▲ 19 %	1 %	7 %	(n=5144)
	Paper invoice by mail	▲ 46 %	▲ 40 %	▼ 7 %	1 %	7 %	(n=892)
Type of contract*	Fixed price	▲ 100 %	▼ 0 %	▼ 0 %	0 %	0 %	(n=2490)
	Variable price	▼ 0 %	▲ 100 %	▼ 0 %	0 %	0 %	(n=1993)
	Spot price	▼ 0 %	▼ 0 %	▲ 100 %	0 %	0 %	(n=1059)
Customer type*	Active	▲ 51 %	▼ 22 %	▲ 23 %	1 %	▼ 3 %	(n=1619)
	Aware	40 %	33 %	▲ 22 %	2 %	▼ 3 %	(n=1150)
	Inactive	▼ 37 %	▲ 39 %	▼ 13 %	1 %	▲ 10 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	44 %	▲ 38 %	▼ 11 %	1 %	▲ 5 %	(n=1334)
	5,000 - 9,999 kWh	47 %	32 %	17 %	1 %	3 %	(n=1043)
	10,000 - 14,999 kWh	43 %	32 %	21 %	2 %	3 %	(n=915)
	15,000 - 19,999 kWh	41 %	30 %	▲ 26 %	1 %	▼ 2 %	(n=640)
	More than 20,000 kWh	▼ 36 %	▼ 27 %	▲ 33 %	2 %	▼ 1 %	(n=484)
Affected by high prices*	Low extent/not at all	▲ 50 %	▼ 29 %	▼ 13 %	1 %	6 %	(n=1665)
	Some extent	42 %	33 %	16 %	1 %	8 %	(n=1623)
	High extent	▼ 35 %	▲ 37 %	▲ 22 %	1 %	▼ 5 %	(n=2588)
Country*	Sweden	41 %	▲ 46 %	▼ 4 %	▲ 2 %	6 %	(n=1519)
	Finland	▲ 64 %	▼ 29 %	▼ 5 %	▼ 1 %	▼ 3 %	(n=1515)
	Norway	▼ 19 %	▼ 19 %	▲ 54 %	2 %	6 %	(n=1501)
	Denmark	41 %	▲ 38 %	▼ 8 %	▼ 1 %	▲ 12 %	(n=1501)
Year	2018	-	-	-	-	-	(n<5)
	2022	41 %	33 %	18 %	1 %	7 %	(n=6036)
Total		41 %	33 %	18 %	1 %	7 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

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

		Less than 5,000 kWh	5,000 - 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	Number of responses
Gender*	Female	▼20 %	16 %	▼12 %	▼9 %	6 %	▼2 %	▲36 %	(n=3030)
	Male	▲24 %	19 %	▲19 %	▲12 %	6 %	▲3 %	▼18 %	(n=3001)
Age*	Under 35	20 %	18 %	▲18 %	11 %	▼4 %	▼1 %	28 %	(n=1187)
	35-49	▼19 %	17 %	16 %	11 %	6 %	2 %	28 %	(n=1769)
	50-64	▲25 %	17 %	▼13 %	10 %	7 %	2 %	27 %	(n=1701)
	65 or older	▲25 %	18 %	15 %	10 %	6 %	2 %	▼24 %	(n=1378)
Type of residence*	Apartment	▲31 %	18 %	▼12 %	▼5 %	▼2 %	▼0 %	▲32 %	(n=3301)
	House	▼12 %	16 %	▲19 %	▲17 %	▲11 %	▲4 %	▼21 %	(n=2735)
Electricity bill*	Electronic bill	22 %	▲18 %	15 %	10 %	6 %	2 %	26 %	(n=5144)
	Paper invoice by mail	21 %	▼14 %	17 %	12 %	6 %	1 %	29 %	(n=892)
Type of contract*	Fixed price	24 %	20 %	16 %	10 %	5 %	2 %	23 %	(n=2490)
	Variable price	▲25 %	17 %	15 %	10 %	▼5 %	2 %	▲27 %	(n=1993)
	Spot price	▼14 %	17 %	18 %	▲16 %	▲11 %	▲4 %	▼20 %	(n=1059)
Customer type*	Active	▲28 %	19 %	15 %	10 %	▲8 %	2 %	▼18 %	(n=1619)
	Aware	20 %	▲21 %	▲18 %	▲15 %	▲8 %	▲3 %	▼15 %	(n=1150)
	Inactive	▼20 %	▼15 %	14 %	▼9 %	▼4 %	▼1 %	▲35 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	▲100 %	▼0 %	▼0 %	▼0 %	▼0 %	▼0 %	0 %	(n=1334)
	5,000 - 9,999 kWh	▼0 %	▲100 %	▼0 %	▼0 %	▼0 %	▼0 %	0 %	(n=1043)
	10,000 - 14,999 kWh	▼0 %	▼0 %	▲100 %	▼0 %	▼0 %	▼0 %	0 %	(n=915)
	15,000 - 19,999 kWh	▼0 %	▼0 %	▼0 %	▲100 %	▼0 %	▼0 %	0 %	(n=640)
	More than 20,000 kWh	▼0 %	▼0 %	▼0 %	▼0 %	▲74 %	▲26 %	0 %	(n=484)
Affected by high prices*	Low extent/not at all	▲30 %	17 %	▼13 %	▼8 %	▼4 %	2 %	27 %	(n=1665)
	Some extent	22 %	19 %	15 %	10 %	5 %	2 %	27 %	(n=1623)
	High extent	▼17 %	17 %	▲17 %	▲14 %	▲8 %	3 %	24 %	(n=2588)
Country*	Sweden	23 %	16 %	15 %	11 %	6 %	2 %	27 %	(n=1519)
	Finland	▲26 %	17 %	15 %	11 %	▼4 %	2 %	25 %	(n=1515)
	Norway	▼9 %	15 %	▲20 %	▲16 %	▲11 %	▲4 %	▼24 %	(n=1501)
	Denmark	▲31 %	▲20 %	▼10 %	▼5 %	▼2 %	▼1 %	▲31 %	(n=1501)
Year*	2018	▼19 %	17 %	15 %	10 %	7 %	3 %	▲30 %	(n=6019)
	2022	▲22 %	17 %	15 %	11 %	6 %	2 %	▼27 %	(n=6036)
Total		22 %	17 %	15 %	11 %	6 %	2 %	27 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Approximately how many kilowatt-hours do you use each year? (shares of respondents who know their annual kWh use)

		Less than 5,000 kWh	5,000 - 9,999 kWh	10,000 - 14,999 kWh	15,000 - 19,999 kWh	20,000 - 24,999 kWh	More than 25,000 kWh	Number of responses
Gender*	Female	31 %	25 %	▼ 18 %	14 %	9 %	2 %	(n=1946)
	Male	29 %	23 %	▲ 23 %	15 %	7 %	3 %	(n=2468)
Age*	Under 35	28 %	25 %	▲ 26 %	15 %	▼ 5 %	▼ 1 %	(n=851)
	35-49	▼ 26 %	24 %	22 %	16 %	9 %	3 %	(n=1267)
	50-64	▲ 34 %	23 %	▼ 18 %	13 %	10 %	3 %	(n=1249)
	65 or older	33 %	23 %	19 %	14 %	8 %	3 %	(n=1048)
Type of residence*	Apartment	▲ 45 %	▲ 27 %	▼ 17 %	▼ 8 %	▼ 3 %	▼ 1 %	(n=2249)
	House	▼ 15 %	▼ 20 %	▲ 25 %	▲ 22 %	▲ 14 %	▲ 5 %	(n=2167)
Electricity bill*	Electronic bill	30 %	▲ 24 %	20 %	14 %	8 %	3 %	(n=3784)
	Paper invoice by mail	29 %	▼ 20 %	24 %	17 %	9 %	2 %	(n=632)
Type of contract*	Fixed price	31 %	26 %	21 %	14 %	7 %	2 %	(n=1905)
	Variable price	▲ 35 %	23 %	20 %	13 %	▼ 6 %	3 %	(n=1458)
	Spot price	▼ 18 %	21 %	22 %	▲ 20 %	▲ 14 %	▲ 5 %	(n=848)
Customer type*	Active	▲ 34 %	23 %	▼ 18 %	▼ 12 %	10 %	3 %	(n=1324)
	Aware	▼ 24 %	24 %	21 %	▲ 17 %	9 %	4 %	(n=980)
	Inactive	31 %	23 %	22 %	15 %	▼ 7 %	2 %	(n=2112)
Annual KWh-use*	Less than 5,000 kWh	▲ 100 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	(n=1334)
	5,000 - 9,999 kWh	▼ 0 %	▲ 100 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	(n=1043)
	10,000 - 14,999 kWh	▼ 0 %	▼ 0 %	▲ 100 %	▼ 0 %	▼ 0 %	▼ 0 %	(n=915)
	15,000 - 19,999 kWh	▼ 0 %	▼ 0 %	▼ 0 %	▲ 100 %	▼ 0 %	▼ 0 %	(n=640)
	More than 20,000 kWh	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	▲ 74 %	▲ 26 %	(n=484)
Affected by high prices*	Low extent/not at all	▲ 41 %	23 %	▼ 17 %	▼ 11 %	▼ 5 %	3 %	(n=1219)
	Some extent	31 %	26 %	21 %	14 %	7 %	2 %	(n=1177)
	High extent	▼ 23 %	22 %	▲ 23 %	▲ 18 %	▲ 11 %	3 %	(n=1966)
Country*	Sweden	31 %	22 %	20 %	16 %	9 %	2 %	(n=1113)
	Finland	▲ 34 %	23 %	20 %	14 %	▼ 6 %	2 %	(n=1134)
	Norway	▼ 12 %	▼ 20 %	▲ 27 %	▲ 21 %	▲ 15 %	▲ 6 %	(n=1140)
	Denmark	▲ 45 %	▲ 30 %	▼ 15 %	▼ 7 %	▼ 2 %	▼ 1 %	(n=1029)
Year*	2018	▼ 27 %	24 %	21 %	15 %	9 %	4 %	(n=4215)
	2022	▲ 30 %	24 %	21 %	14 %	8 %	3 %	(n=4416)
Total		30 %	24 %	21 %	14 %	8 %	3 %	(n=4416)

▲ = Significantly higher

▼ = Significantly lower

Do you believe the following statements are correct or not? - My electricity supplier is determined by where I live

		Correct	Incorrect	Do not know	Number of responses
Gender*	Female	31 %	▼ 58 %	▲ 12 %	(n=3030)
	Male	29 %	▲ 63 %	▼ 8 %	(n=3001)
Age*	Under 35	▲ 45 %	▼ 42 %	▲ 13 %	(n=1187)
	35-49	▲ 32 %	▼ 57 %	11 %	(n=1769)
	50-64	▼ 22 %	▲ 68 %	9 %	(n=1701)
	65 or older	▼ 21 %	▲ 71 %	▼ 8 %	(n=1378)
Type of residence*	Apartment	▲ 32 %	▼ 57 %	11 %	(n=3301)
	House	▼ 27 %	▲ 64 %	9 %	(n=2735)
Electricity bill*	Electronic bill	29 %	▲ 61 %	10 %	(n=5144)
	Paper invoice by mail	33 %	▼ 55 %	12 %	(n=892)
Type of contract*	Fixed price	▼ 28 %	62 %	10 %	(n=2490)
	Variable price	31 %	60 %	8 %	(n=1993)
	Spot price	32 %	61 %	7 %	(n=1059)
Customer type*	Active	▼ 25 %	▲ 69 %	▼ 7 %	(n=1619)
	Aware	31 %	63 %	▼ 7 %	(n=1150)
	Inactive	▲ 32 %	▼ 56 %	▲ 13 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	▼ 24 %	▲ 68 %	8 %	(n=1334)
	5,000 - 9,999 kWh	32 %	62 %	6 %	(n=1043)
	10,000 - 14,999 kWh	33 %	60 %	7 %	(n=915)
	15,000 - 19,999 kWh	31 %	62 %	6 %	(n=640)
	More than 20,000 kWh	32 %	61 %	7 %	(n=484)
Affected by high prices*	Low extent/not at all	▼ 22 %	▲ 69 %	9 %	(n=1665)
	Some extent	27 %	63 %	10 %	(n=1623)
	High extent	▲ 36 %	▼ 55 %	9 %	(n=2588)
Country*	Sweden	31 %	▼ 57 %	▲ 12 %	(n=1519)
	Finland	▼ 20 %	▲ 74 %	▼ 6 %	(n=1515)
	Norway	▲ 41 %	▼ 50 %	9 %	(n=1501)
	Denmark	▼ 27 %	61 %	▲ 12 %	(n=1501)
Year*	2018	▼ 25 %	▲ 67 %	9 %	(n=6019)
	2022	▲ 30 %	▼ 60 %	10 %	(n=6036)
Total		30 %	60 %	10 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Do you believe the following statements are correct or not? - As a customer I can choose my own electricity supplier

		Correct	Incorrect	Do not know	Number of responses
Gender	Female	89 %	6 %	5 %	(n=3030)
	Male	90 %	6 %	4 %	(n=3001)
Age*	Under 35	▼ 80 %	▲ 12 %	▲ 8 %	(n=1187)
	35-49	89 %	6 %	5 %	(n=1769)
	50-64	▲ 93 %	▼ 4 %	▼ 3 %	(n=1701)
	65 or older	▲ 95 %	▼ 3 %	▼ 3 %	(n=1378)
Type of residence*	Apartment	▼ 88 %	6 %	▲ 5 %	(n=3301)
	House	▲ 91 %	6 %	▼ 3 %	(n=2735)
Electricity bill*	Electronic bill	▲ 91 %	▼ 6 %	▼ 4 %	(n=5144)
	Paper invoice by mail	▼ 84 %	▲ 9 %	▲ 8 %	(n=892)
Type of contract*	Fixed price	90 %	6 %	4 %	(n=2490)
	Variable price	▼ 88 %	7 %	5 %	(n=1993)
	Spot price	▲ 94 %	5 %	▼ 2 %	(n=1059)
Customer type*	Active	▲ 95 %	▼ 4 %	▼ 2 %	(n=1619)
	Aware	90 %	7 %	▼ 3 %	(n=1150)
	Inactive	▼ 87 %	7 %	▲ 6 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	92 %	▼ 5 %	3 %	(n=1334)
	5,000 - 9,999 kWh	90 %	7 %	3 %	(n=1043)
	10,000 - 14,999 kWh	88 %	8 %	4 %	(n=915)
	15,000 - 19,999 kWh	90 %	7 %	3 %	(n=640)
	More than 20,000 kWh	93 %	6 %	▼ 1 %	(n=484)
Affected by high prices*	Low extent/not at all	▲ 93 %	▼ 3 %	3 %	(n=1665)
	Some extent	89 %	7 %	5 %	(n=1623)
	High extent	▼ 88 %	▲ 7 %	4 %	(n=2588)
Country*	Sweden	▼ 86 %	7 %	▲ 7 %	(n=1519)
	Finland	▲ 94 %	▼ 3 %	▼ 3 %	(n=1515)
	Norway	89 %	▲ 8 %	4 %	(n=1501)
	Denmark	90 %	6 %	5 %	(n=1501)
Year*	2018	91 %	6 %	4 %	(n=6019)
	2022	90 %	6 %	4 %	(n=6036)
Total		90 %	6 %	4 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Do you believe the following statements are correct or not? - If I switch to another supplier, my meter has to be changed

		Correct	Incorrect	Do not know	Number of responses
Gender*	Female	6 %	▼ 77 %	▲ 17 %	(n=3030)
	Male	7 %	▲ 82 %	▼ 11 %	(n=3001)
Age*	Under 35	▲ 14 %	▼ 63 %	▲ 23 %	(n=1187)
	35-49	▲ 8 %	78 %	14 %	(n=1769)
	50-64	▼ 3 %	▲ 86 %	▼ 11 %	(n=1701)
	65 or older	▼ 2 %	▲ 87 %	▼ 11 %	(n=1378)
Type of residence*	Apartment	▲ 7 %	▼ 77 %	▲ 16 %	(n=3301)
	House	▼ 5 %	▲ 83 %	▼ 12 %	(n=2735)
Electricity bill*	Electronic bill	▼ 6 %	▲ 81 %	▼ 13 %	(n=5144)
	Paper invoice by mail	▲ 10 %	▼ 72 %	▲ 18 %	(n=892)
Type of contract*	Fixed price	7 %	80 %	13 %	(n=2490)
	Variable price	▲ 8 %	▼ 77 %	▲ 15 %	(n=1993)
	Spot price	▼ 4 %	▲ 88 %	▼ 8 %	(n=1059)
Customer type*	Active	▼ 5 %	▲ 88 %	▼ 7 %	(n=1619)
	Aware	▲ 9 %	▲ 83 %	▼ 8 %	(n=1150)
	Inactive	6 %	▼ 74 %	▲ 20 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	▼ 5 %	▲ 85 %	10 %	(n=1334)
	5,000 - 9,999 kWh	7 %	82 %	11 %	(n=1043)
	10,000 - 14,999 kWh	8 %	80 %	11 %	(n=915)
	15,000 - 19,999 kWh	10 %	79 %	11 %	(n=640)
	More than 20,000 kWh	10 %	82 %	▼ 7 %	(n=484)
Affected by high prices*	Low extent/not at all	▼ 2 %	▲ 86 %	12 %	(n=1665)
	Some extent	7 %	▼ 77 %	▲ 16 %	(n=1623)
	High extent	▲ 9 %	▼ 78 %	13 %	(n=2588)
Country*	Sweden	7 %	▼ 71 %	▲ 22 %	(n=1519)
	Finland	▼ 3 %	▲ 88 %	▼ 9 %	(n=1515)
	Norway	▲ 9 %	79 %	▼ 11 %	(n=1501)
	Denmark	6 %	80 %	14 %	(n=1501)
Year*	2018	▼ 5 %	▲ 82 %	13 %	(n=6019)
	2022	▲ 6 %	▼ 80 %	14 %	(n=6036)
Total		6 %	80 %	14 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Do you believe the following statements are correct or not? - If I switch to another supplier, it can affect the number of power cuts

		Correct	Incorrect	Do not know	Number of responses
Gender*	Female	11 %	▼ 66 %	▲ 24 %	(n=3030)
	Male	12 %	▲ 72 %	▼ 16 %	(n=3001)
Age*	Under 35	▲ 21 %	▼ 53 %	▲ 26 %	(n=1187)
	35-49	▲ 14 %	▼ 66 %	21 %	(n=1769)
	50-64	▼ 7 %	▲ 76 %	▼ 17 %	(n=1701)
	65 or older	▼ 6 %	▲ 79 %	▼ 16 %	(n=1378)
Type of residence*	Apartment	▲ 13 %	▼ 66 %	▲ 22 %	(n=3301)
	House	▼ 10 %	▲ 73 %	▼ 17 %	(n=2735)
Electricity bill*	Electronic bill	▼ 10 %	▲ 70 %	19 %	(n=5144)
	Paper invoice by mail	▲ 17 %	▼ 61 %	22 %	(n=892)
Type of contract*	Fixed price	13 %	68 %	19 %	(n=2490)
	Variable price	▲ 14 %	▼ 66 %	20 %	(n=1993)
	Spot price	▼ 5 %	▲ 80 %	▼ 14 %	(n=1059)
Customer type*	Active	10 %	▲ 77 %	▼ 13 %	(n=1619)
	Aware	14 %	▲ 73 %	▼ 14 %	(n=1150)
	Inactive	11 %	▼ 64 %	▲ 25 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	11 %	72 %	17 %	(n=1334)
	5,000 - 9,999 kWh	10 %	73 %	17 %	(n=1043)
	10,000 - 14,999 kWh	14 %	73 %	13 %	(n=915)
	15,000 - 19,999 kWh	14 %	70 %	15 %	(n=640)
	More than 20,000 kWh	15 %	73 %	▼ 11 %	(n=484)
Affected by high prices*	Low extent/not at all	▼ 8 %	▲ 75 %	17 %	(n=1665)
	Some extent	12 %	68 %	20 %	(n=1623)
	High extent	▲ 14 %	▼ 67 %	19 %	(n=2588)
Country*	Sweden	▲ 15 %	▼ 60 %	▲ 25 %	(n=1519)
	Finland	10 %	▲ 74 %	▼ 16 %	(n=1515)
	Norway	12 %	71 %	▼ 17 %	(n=1501)
	Denmark	▼ 8 %	71 %	21 %	(n=1501)
Year*	2018	▼ 9 %	▲ 74 %	▼ 18 %	(n=6019)
	2022	▲ 11 %	▼ 69 %	▲ 20 %	(n=6036)
Total		11 %	69 %	20 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Do you believe the following statements are correct or not? - If I switch to another supplier, the new supplier will be in charge of meter reading

		Correct	Incorrect	Do not know	Number of responses
Gender*	Female	50 %	▼ 20 %	▲ 29 %	(n=3030)
	Male	54 %	▲ 25 %	▼ 22 %	(n=3001)
Age*	Under 35	50 %	▼ 18 %	▲ 32 %	(n=1187)
	35-49	▼ 49 %	23 %	▲ 28 %	(n=1769)
	50-64	53 %	24 %	▼ 23 %	(n=1701)
	65 or older	▲ 56 %	24 %	▼ 20 %	(n=1378)
Type of residence*	Apartment	▲ 54 %	▼ 18 %	▲ 28 %	(n=3301)
	House	▼ 49 %	▲ 29 %	▼ 22 %	(n=2735)
Electricity bill	Electronic bill	52 %	23 %	25 %	(n=5144)
	Paper invoice by mail	51 %	22 %	26 %	(n=892)
Type of contract*	Fixed price	52 %	24 %	24 %	(n=2490)
	Variable price	54 %	▼ 20 %	26 %	(n=1993)
	Spot price	53 %	26 %	▼ 21 %	(n=1059)
Customer type*	Active	▲ 56 %	▲ 25 %	▼ 19 %	(n=1619)
	Aware	54 %	▲ 27 %	▼ 19 %	(n=1150)
	Inactive	▼ 49 %	▼ 20 %	▲ 31 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	57 %	▼ 21 %	22 %	(n=1334)
	5,000 - 9,999 kWh	54 %	25 %	21 %	(n=1043)
	10,000 - 14,999 kWh	58 %	25 %	18 %	(n=915)
	15,000 - 19,999 kWh	53 %	29 %	18 %	(n=640)
	More than 20,000 kWh	53 %	▲ 30 %	17 %	(n=484)
Affected by high prices	Low extent/not at all	51 %	22 %	26 %	(n=1665)
	Some extent	51 %	23 %	25 %	(n=1623)
	High extent	54 %	23 %	23 %	(n=2588)
Country*	Sweden	▼ 49 %	▼ 18 %	▲ 33 %	(n=1519)
	Finland	▲ 57 %	22 %	▼ 21 %	(n=1515)
	Norway	52 %	▲ 25 %	▼ 23 %	(n=1501)
	Denmark	51 %	25 %	25 %	(n=1501)
Year*	2018	▼ 49 %	▲ 25 %	26 %	(n=6019)
	2022	▲ 52 %	▼ 23 %	25 %	(n=6036)
Total		52 %	23 %	25 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Name the company that operates the power lines where you live:

		Correct grid company	Incorrect	Do not know	Number of responses
Gender*	Female	44 %	30 %	26 %	(n=3030)
	Male	47 %	30 %	23 %	(n=3001)
Age*	Under 35	▼ 39 %	27 %	▲ 34 %	(n=1187)
	35-49	▼ 42 %	30 %	▲ 28 %	(n=1769)
	50-64	▲ 49 %	32 %	▼ 20 %	(n=1701)
	65 or older	▲ 51 %	33 %	▼ 16 %	(n=1378)
Type of residence*	Apartment	▲ 48 %	▼ 28 %	25 %	(n=3301)
	House	▼ 43 %	▲ 34 %	24 %	(n=2735)
Electricity bill*	Electronic bill	▼ 44 %	▲ 32 %	24 %	(n=5144)
	Paper invoice by mail	▲ 52 %	▼ 21 %	27 %	(n=892)
Type of contract*	Fixed price	▲ 49 %	▼ 29 %	22 %	(n=2490)
	Variable price	46 %	30 %	24 %	(n=1993)
	Spot price	▼ 42 %	▲ 36 %	22 %	(n=1059)
Customer type*	Active	▲ 54 %	28 %	▼ 18 %	(n=1619)
	Aware	48 %	30 %	22 %	(n=1150)
	Inactive	▼ 40 %	32 %	▲ 28 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	48 %	31 %	21 %	(n=1334)
	5,000 - 9,999 kWh	45 %	31 %	▲ 24 %	(n=1043)
	10,000 - 14,999 kWh	48 %	33 %	19 %	(n=915)
	15,000 - 19,999 kWh	52 %	27 %	21 %	(n=640)
	More than 20,000 kWh	53 %	30 %	18 %	(n=484)
Affected by high prices*	Low extent/not at all	▲ 55 %	▼ 26 %	▼ 19 %	(n=1665)
	Some extent	46 %	30 %	24 %	(n=1623)
	High extent	▼ 40 %	▲ 34 %	▲ 26 %	(n=2588)
Country*	Sweden	▲ 72 %	▼ 13 %	▼ 15 %	(n=1519)
	Finland	▲ 65 %	▼ 20 %	▼ 14 %	(n=1515)
	Norway	▼ 33 %	▲ 39 %	▲ 27 %	(n=1501)
	Denmark	▼ 10 %	▲ 50 %	▲ 40 %	(n=1501)
Year*	2018	▲ 53 %	▲ 35 %	▼ 12 %	(n=6019)
	2022	45 %	30 %	24 %	(n=6036)
Total		45 %	30 %	24 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Who is the electricity supplier for your household? Fill in the name of the company:

		An electricity supplier	Not an electricity supplier	Do not know	Number of responses
Gender	Female	81 %	5 %	14 %	(n=3030)
	Male	80 %	6 %	14 %	(n=3001)
Age*	Under 35	▼ 70 %	7 %	▲ 23 %	(n=1187)
	35-49	▼ 78 %	6 %	▲ 17 %	(n=1769)
	50-64	▲ 86 %	6 %	▼ 8 %	(n=1701)
	65 or older	▲ 87 %	▼ 4 %	▼ 9 %	(n=1378)
Type of residence	Apartment	80 %	6 %	14 %	(n=3301)
	House	82 %	5 %	13 %	(n=2735)
Electricity bill*	Electronic bill	▲ 82 %	5 %	▼ 13 %	(n=5144)
	Paper invoice by mail	▼ 73 %	8 %	▲ 19 %	(n=892)
Type of contract*	Fixed price	▼ 79 %	6 %	▲ 15 %	(n=2490)
	Variable price	80 %	6 %	14 %	(n=1993)
	Spot price	▲ 90 %	4 %	▼ 6 %	(n=1059)
Customer type*	Active	▲ 88 %	▼ 4 %	▼ 8 %	(n=1619)
	Aware	80 %	7 %	13 %	(n=1150)
	Inactive	▼ 77 %	6 %	▲ 17 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	▲ 85 %	5 %	▼ 10 %	(n=1334)
	5,000 - 9,999 kWh	81 %	5 %	14 %	(n=1043)
	10,000 - 14,999 kWh	80 %	7 %	13 %	(n=915)
	15,000 - 19,999 kWh	78 %	8 %	14 %	(n=640)
	More than 20,000 kWh	84 %	5 %	11 %	(n=484)
Affected by high prices*	Low extent/not at all	▲ 85 %	5 %	▼ 9 %	(n=1665)
	Some extent	79 %	6 %	15 %	(n=1623)
	High extent	▼ 79 %	6 %	▲ 15 %	(n=2588)
Country*	Sweden	▲ 83 %	6 %	▼ 11 %	(n=1519)
	Finland	▲ 85 %	6 %	▼ 9 %	(n=1515)
	Norway	81 %	7 %	12 %	(n=1501)
	Denmark	▼ 72 %	4 %	▲ 23 %	(n=1501)
Year*	2018	84 %	7 %	▼ 10 %	(n=6014)
	2022	81 %	6 %	14 %	(n=6036)
Total		81 %	6 %	14 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Can you name two other electricity suppliers?

		Two other suppliers	One other supplier	No	Number of responses
Gender*	Female	▼ 46 %	20 %	33 %	(n=3030)
	Male	▲ 50 %	18 %	32 %	(n=3001)
Age*	Under 35	▼ 40 %	20 %	▲ 41 %	(n=1187)
	35-49	48 %	19 %	33 %	(n=1769)
	50-64	▲ 52 %	18 %	▼ 30 %	(n=1701)
	65 or older	▲ 51 %	20 %	▼ 29 %	(n=1378)
Type of residence	Apartment	48 %	20 %	32 %	(n=3301)
	House	48 %	18 %	33 %	(n=2735)
Electricity bill	Electronic bill	48 %	19 %	32 %	(n=5144)
	Paper invoice by mail	48 %	17 %	35 %	(n=892)
Type of contract*	Fixed price	48 %	20 %	32 %	(n=2490)
	Variable price	47 %	19 %	▲ 34 %	(n=1993)
	Spot price	▲ 57 %	18 %	▼ 25 %	(n=1059)
Customer type*	Active	▲ 63 %	19 %	▼ 18 %	(n=1619)
	Aware	▲ 54 %	18 %	▼ 28 %	(n=1150)
	Inactive	▼ 39 %	19 %	▲ 42 %	(n=3267)
Annual KWh-use	Less than 5,000 kWh	51 %	19 %	30 %	(n=1334)
	5,000 - 9,999 kWh	50 %	21 %	29 %	(n=1043)
	10,000 - 14,999 kWh	52 %	20 %	28 %	(n=915)
	15,000 - 19,999 kWh	54 %	19 %	28 %	(n=640)
	More than 20,000 kWh	57 %	16 %	27 %	(n=484)
Affected by high prices*	Low extent/not at all	▲ 54 %	17 %	▼ 28 %	(n=1665)
	Some extent	47 %	19 %	33 %	(n=1623)
	High extent	▼ 46 %	20 %	34 %	(n=2588)
Country*	Sweden	▲ 56 %	▼ 16 %	▼ 28 %	(n=1519)
	Finland	▲ 61 %	21 %	▼ 18 %	(n=1515)
	Norway	49 %	20 %	31 %	(n=1501)
	Denmark	▼ 26 %	20 %	▲ 53 %	(n=1501)
Year*	2018	48 %	22 %	31 %	(n=6019)
	2022	48 %	19 %	33 %	(n=6036)
Total		48 %	19 %	33 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Total knowledge of electricity suppliers.

		Household's supplier	Household's supplier and one other supplier	Household's supplier and two other suppliers	Other	Number of responses
Gender*	Female	22 %	17 %	42 %	19 %	(n=3030)
	Male	20 %	15 %	45 %	20 %	(n=3001)
Age*	Under 35	19 %	15 %	▼ 36 %	▲ 30 %	(n=1187)
	35-49	20 %	15 %	43 %	▲ 22 %	(n=1769)
	50-64	22 %	16 %	▲ 48 %	▼ 14 %	(n=1701)
	65 or older	22 %	18 %	▲ 47 %	▼ 13 %	(n=1378)
Type of residence	Apartment	20 %	16 %	43 %	20 %	(n=3301)
	House	21 %	16 %	45 %	18 %	(n=2735)
Electricity bill*	Electronic bill	21 %	▲ 17 %	44 %	▼ 18 %	(n=5144)
	Paper invoice by mail	18 %	▼ 12 %	43 %	▲ 27 %	(n=892)
Type of contract*	Fixed price	19 %	17 %	43 %	▲ 21 %	(n=2490)
	Variable price	22 %	15 %	43 %	20 %	(n=1993)
	Spot price	20 %	16 %	▲ 54 %	▼ 10 %	(n=1059)
Customer type*	Active	▼ 13 %	17 %	▲ 58 %	▼ 12 %	(n=1619)
	Aware	▼ 16 %	15 %	▲ 50 %	20 %	(n=1150)
	Inactive	▲ 27 %	16 %	▼ 35 %	▲ 23 %	(n=3267)
Annual kWh-use*	Less than 5,000 kWh	▲ 22 %	16 %	47 %	▼ 15 %	(n=1334)
	5,000 - 9,999 kWh	17 %	17 %	47 %	19 %	(n=1043)
	10,000 - 14,999 kWh	15 %	17 %	48 %	20 %	(n=915)
	15,000 - 19,999 kWh	▼ 14 %	16 %	48 %	22 %	(n=640)
	More than 20,000 kWh	15 %	15 %	▲ 54 %	16 %	(n=484)
Affected by high prices*	Low extent/not at all	20 %	15 %	▲ 51 %	▼ 15 %	(n=1665)
	Some extent	21 %	16 %	43 %	21 %	(n=1623)
	High extent	21 %	17 %	▼ 42 %	▲ 21 %	(n=2588)
Country*	Sweden	▼ 18 %	▼ 13 %	▲ 52 %	▼ 17 %	(n=1519)
	Finland	▼ 12 %	18 %	▲ 55 %	▼ 15 %	(n=1515)
	Norway	20 %	17 %	44 %	19 %	(n=1501)
	Denmark	▲ 33 %	16 %	▼ 23 %	▲ 28 %	(n=1501)
Year*	2018	21 %	19 %	43 %	17 %	(n=6019)
	2022	21 %	16 %	44 %	19 %	(n=6036)
Total		21 %	16 %	44 %	19 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Total knowledge of the electricity market.

		Grid company and household's supplier	Grid company, household's supplier, and one other supplier	Grid company, household's supplier, and two other suppliers	Other	Number of responses
Gender	Female	7 %	7 %	26 %	59 %	(n=3030)
	Male	7 %	8 %	29 %	57 %	(n=3001)
Age*	Under 35	7 %	6 %	▼ 21 %	▲ 65 %	(n=1187)
	35-49	6 %	6 %	26 %	▲ 62 %	(n=1769)
	50-64	7 %	8 %	▲ 31 %	▼ 54 %	(n=1701)
	65 or older	8 %	▲ 10 %	30 %	▼ 52 %	(n=1378)
Type of residence*	Apartment	▲ 8 %	8 %	28 %	▼ 56 %	(n=3301)
	House	▼ 6 %	7 %	27 %	▲ 60 %	(n=2735)
Electricity bill*	Electronic bill	7 %	7 %	27 %	▲ 59 %	(n=5144)
	Paper invoice by mail	9 %	8 %	31 %	▼ 52 %	(n=892)
Type of contract*	Fixed price	6 %	▲ 9 %	30 %	▼ 55 %	(n=2490)
	Variable price	▲ 9 %	7 %	27 %	58 %	(n=1993)
	Spot price	▼ 4 %	▼ 5 %	30 %	▲ 61 %	(n=1059)
Customer type*	Active	▼ 5 %	8 %	▲ 38 %	▼ 49 %	(n=1619)
	Aware	▼ 5 %	8 %	30 %	57 %	(n=1150)
	Inactive	▲ 9 %	7 %	▼ 21 %	▲ 63 %	(n=3267)
Annual KWh-use	Less than 5,000 kWh	7 %	7 %	31 %	54 %	(n=1334)
	5,000 - 9,999 kWh	5 %	8 %	29 %	58 %	(n=1043)
	10,000 - 14,999 kWh	5 %	8 %	30 %	56 %	(n=915)
	15,000 - 19,999 kWh	5 %	8 %	34 %	53 %	(n=640)
	More than 20,000 kWh	7 %	8 %	35 %	51 %	(n=484)
Affected by high prices*	Low extent/not at all	8 %	9 %	▲ 35 %	▼ 49 %	(n=1665)
	Some extent	7 %	8 %	27 %	58 %	(n=1623)
	High extent	6 %	7 %	▼ 24 %	▲ 63 %	(n=2588)
Country*	Sweden	▲ 13 %	▲ 10 %	▲ 45 %	▼ 32 %	(n=1519)
	Finland	7 %	▲ 13 %	▲ 40 %	▼ 40 %	(n=1515)
	Norway	▼ 4 %	▼ 5 %	▼ 21 %	▲ 70 %	(n=1501)
	Denmark	▼ 3 %	▼ 2 %	▼ 4 %	▲ 90 %	(n=1501)
Year*	2018	9 %	10 %	29 %	▼ 51 %	(n=6019)
	2022	7 %	7 %	27 %	58 %	(n=6036)
Total		7 %	7 %	27 %	58 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

Have you ever signed a contract with an electricity supplier?

		Yes	No	Do not know	Number of responses
Gender*	Female	▼76 %	▲20 %	▲4 %	(n=3030)
	Male	▲83 %	▼15 %	▼3 %	(n=3001)
Age*	Under 35	▼74 %	▲20 %	▲5 %	(n=1187)
	35-49	78 %	18 %	4 %	(n=1769)
	50-64	81 %	16 %	3 %	(n=1701)
	65 or older	▲83 %	▼14 %	3 %	(n=1378)
Type of residence	Apartment	80 %	16 %	4 %	(n=3301)
	House	78 %	18 %	3 %	(n=2735)
Electricity bill*	Electronic bill	80 %	17 %	3 %	(n=5144)
	Paper invoice by mail	76 %	19 %	4 %	(n=892)
Type of contract*	Fixed price	80 %	17 %	3 %	(n=2490)
	Variable price	▼78 %	▲19 %	4 %	(n=1993)
	Spot price	▲90 %	▼9 %	▼2 %	(n=1059)
Customer type*	Active	▲100 %	▼0 %	▼0 %	(n=1619)
	Aware	▲83 %	▼14 %	3 %	(n=1150)
	Inactive	▼68 %	▲27 %	▲5 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	83 %	14 %	3 %	(n=1334)
	5,000 - 9,999 kWh	81 %	▲17 %	2 %	(n=1043)
	10,000 - 14,999 kWh	84 %	15 %	2 %	(n=915)
	15,000 - 19,999 kWh	86 %	12 %	2 %	(n=640)
	More than 20,000 kWh	▲90 %	▼9 %	1 %	(n=484)
Affected by high prices*	Low extent/not at all	▲83 %	15 %	2 %	(n=1665)
	Some extent	▼77 %	▲19 %	4 %	(n=1623)
	High extent	80 %	16 %	3 %	(n=2588)
Country*	Sweden	81 %	▼14 %	4 %	(n=1519)
	Finland	▲88 %	▼10 %	3 %	(n=1515)
	Norway	▲85 %	▼13 %	▼2 %	(n=1501)
	Denmark	▼63 %	▲32 %	▲5 %	(n=1501)
Year	2018	78 %	18 %	4 %	(n=6019)
	2022	79 %	17 %	4 %	(n=6036)
Total		79 %	17 %	4 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

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

		During the last 12 months	1-3 years ago	3-5 years ago	More than 5 years ago	Number of responses
Gender	Female	33 %	34 %	13 %	20 %	(n=2304)
	Male	34 %	36 %	12 %	18 %	(n=2479)
Age*	Under 35	36 %	▲ 43 %	14 %	▼ 7 %	(n=884)
	35-49	33 %	36 %	14 %	17 %	(n=1380)
	50-64	33 %	▼ 31 %	11 %	▲ 25 %	(n=1374)
	65 or older	35 %	▼ 31 %	11 %	▲ 23 %	(n=1148)
Type of residence	Apartment	33 %	35 %	13 %	18 %	(n=2641)
	House	34 %	34 %	12 %	20 %	(n=2146)
Electricity bill*	Electronic bill	▲ 35 %	35 %	12 %	▼ 18 %	(n=4107)
	Paper invoice by mail	▼ 27 %	36 %	13 %	▲ 24 %	(n=680)
Type of contract*	Fixed price	▲ 41 %	37 %	▼ 9 %	▼ 12 %	(n=2001)
	Variable price	▼ 23 %	34 %	▲ 16 %	▲ 27 %	(n=1550)
	Spot price	▲ 40 %	33 %	11 %	16 %	(n=950)
Customer type*	Active	▲ 100 %	▼ 0 %	▼ 0 %	▼ 0 %	(n=1619)
	Aware	▼ 0 %	▲ 71 %	13 %	16 %	(n=950)
	Inactive	▼ 0 %	▲ 45 %	▲ 22 %	▲ 34 %	(n=2218)
Annual KWh-use*	Less than 5,000 kWh	▲ 40 %	▼ 31 %	10 %	18 %	(n=1106)
	5,000 - 9,999 kWh	36 %	36 %	13 %	15 %	(n=847)
	10,000 - 14,999 kWh	▼ 31 %	39 %	▲ 15 %	15 %	(n=765)
	15,000 - 19,999 kWh	▼ 29 %	▲ 43 %	13 %	16 %	(n=551)
	More than 20,000 kWh	39 %	36 %	9 %	17 %	(n=434)
Affected by high prices*	Low extent/not at all	32 %	34 %	13 %	21 %	(n=1377)
	Some extent	33 %	35 %	12 %	20 %	(n=1249)
	High extent	36 %	35 %	12 %	▼ 17 %	(n=2077)
Country*	Sweden	▼ 25 %	36 %	▲ 15 %	▲ 24 %	(n=1233)
	Finland	▲ 40 %	36 %	▼ 8 %	▼ 15 %	(n=1327)
	Norway	▲ 37 %	34 %	12 %	17 %	(n=1280)
	Denmark	32 %	32 %	▲ 17 %	19 %	(n=947)
Year*	2018	33 %	33 %	14 %	20 %	(n=4697)
	2022	34 %	35 %	13 %	19 %	(n=4787)
Total		34 %	35 %	13 %	19 %	(n=4787)

▲ = Significantly higher

▼ = Significantly lower

Why did you sign a new electricity contract?

		To save money	My previous contract expired	Change in life situation (moving, etc)	To get better terms (other than price)	I was approached by a salesperson	To get a supplier with better options for consumption monitoring (e.g. via App)	I wanted a green contract (electricity from renewable energy sources)	Bad experience with my previous contract	Someone I know recommended the supplier	To get a local supplier	Other reasons	Do not know	Number of responses
Gender*	Female	42 %	▼ 23 %	▲ 21 %	15 %	12 %	8 %	9 %	8 %	5 %	5 %	4 %	▲ 2 %	n=1546)
	Male	45 %	▲ 28 %	▼ 15 %	16 %	11 %	10 %	8 %	9 %	6 %	6 %	5 %	▼ 1 %	n=1733)
Age*	Under 35	▼ 38 %	▼ 18 %	▲ 30 %	14 %	13 %	▲ 14 %	10 %	10 %	▲ 12 %	6 %	▼ 3 %	2 %	(n=697)
	35-49	45 %	23 %	20 %	17 %	10 %	11 %	9 %	7 %	6 %	5 %	4 %	1 %	(n=949)
	50-64	▲ 49 %	27 %	▼ 13 %	17 %	11 %	▼ 5 %	8 %	8 %	▼ 3 %	▼ 3 %	5 %	1 %	(n=876)
	65 or older	41 %	▲ 35 %	▼ 9 %	14 %	13 %	7 %	8 %	8 %	▼ 2 %	6 %	6 %	1 %	(n=759)
Type of residence*	Apartment	▼ 38 %	25 %	▲ 22 %	15 %	12 %	8 %	10 %	8 %	6 %	5 %	5 %	1 %	n=1817)
	House	▲ 50 %	27 %	▼ 12 %	17 %	10 %	10 %	7 %	9 %	5 %	5 %	5 %	1 %	n=1465)
Electricity bill*	Electronic bill	▲ 45 %	▼ 25 %	17 %	16 %	11 %	9 %	9 %	9 %	5 %	5 %	5 %	1 %	n=2852)
	Paper invoice by mail	▼ 33 %	▲ 35 %	20 %	15 %	13 %	8 %	7 %	8 %	6 %	7 %	3 %	1 %	(n=430)
Type of contract*	Fixed price	43 %	▲ 40 %	▼ 14 %	15 %	11 %	▼ 6 %	8 %	▼ 7 %	▼ 4 %	5 %	▼ 3 %	1 %	n=1566)
	Variable price	▼ 36 %	▼ 18 %	▲ 23 %	18 %	14 %	9 %	▲ 12 %	10 %	7 %	6 %	▲ 6 %	2 %	(n=877)
	Spot price	▲ 57 %	▼ 9 %	17 %	17 %	10 %	▲ 18 %	▼ 5 %	▲ 11 %	8 %	4 %	5 %	1 %	(n=693)
Customer type*	Active	▲ 47 %	▲ 30 %	▼ 16 %	▼ 14 %	11 %	9 %	7 %	8 %	5 %	▼ 4 %	▲ 6 %	1 %	n=1619)
	Aware	48 %	▼ 21 %	19 %	▲ 21 %	11 %	▲ 14 %	▲ 13 %	▲ 11 %	▲ 10 %	▲ 8 %	▼ 3 %	1 %	(n=673)
	Inactive	▼ 36 %	23 %	20 %	16 %	13 %	▼ 7 %	8 %	7 %	4 %	6 %	4 %	▲ 2 %	(n=990)
Annual KWh-use*	Less than 5,000 kWh	42 %	30 %	19 %	14 %	12 %	▼ 7 %	11 %	▼ 7 %	▼ 3 %	▼ 3 %	4 %	2 %	(n=793)
	5,000 - 9,999 kWh	45 %	▼ 22 %	20 %	15 %	11 %	8 %	9 %	8 %	6 %	6 %	4 %	1 %	(n=615)
	10,000 - 14,999 kWh	44 %	29 %	15 %	16 %	9 %	11 %	8 %	10 %	7 %	4 %	5 %	1 %	(n=538)
	15,000 - 19,999 kWh	47 %	27 %	14 %	19 %	11 %	13 %	▼ 6 %	11 %	8 %	7 %	3 %	1 %	(n=396)
	More than 20,000 kWh	▲ 54 %	29 %	▼ 10 %	▲ 22 %	12 %	▲ 18 %	10 %	▲ 14 %	7 %	8 %	5 %	0 %	(n=323)
Affected by high prices*	Low extent/not at all	41 %	▲ 34 %	17 %	▼ 12 %	10 %	▼ 5 %	8 %	▼ 5 %	▼ 3 %	5 %	6 %	1 %	(n=910)
	Some extent	42 %	28 %	18 %	16 %	11 %	9 %	8 %	8 %	5 %	4 %	5 %	1 %	(n=853)
	High extent	▲ 47 %	▼ 20 %	18 %	▲ 18 %	13 %	▲ 12 %	10 %	▲ 11 %	▲ 8 %	6 %	4 %	1 %	(n=1471)
Country*	Sweden	▼ 31 %	▲ 36 %	18 %	▲ 21 %	▼ 7 %	▼ 6 %	8 %	▼ 5 %	6 %	4 %	5 %	2 %	(n=743)
	Finland	▼ 39 %	▲ 43 %	18 %	▼ 12 %	12 %	▼ 4 %	7 %	▼ 5 %	▼ 2 %	5 %	▼ 3 %	▼ 0 %	(n=1021)
	Norway	▲ 56 %	▼ 9 %	18 %	18 %	12 %	▲ 17 %	▼ 6 %	▲ 14 %	▲ 11 %	▲ 8 %	6 %	1 %	(n=908)
	Denmark	48 %	▼ 10 %	15 %	13 %	▲ 15 %	9 %	▲ 16 %	11 %	4 %	▼ 3 %	6 %	2 %	(n=610)
Year*	2018	46 %	▼ 22 %	17 %	17 %	▲ 16 %	-	9 %	▼ 6 %	-	5 %	4 %	1 %	n=3099)
	2022	44 %	▲ 26 %	18 %	16 %	▼ 11 %	9 %	9 %	▲ 8 %	6 %	5 %	5 %	1 %	n=3282)
Total		44 %	26 %	18 %	16 %	11 %	9 %	9 %	8 %	6 %	5 %	5 %	1 %	n=3282)

▲ = Significantly higher

▼ = Significantly lower

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

		Yes	No	Do not know	Number of responses
Gender*	Female	▼ 52 %	44 %	▲ 4 %	(n=2259)
	Male	▲ 58 %	40 %	▼ 3 %	(n=2154)
Age	Under 35	54 %	42 %	4 %	(n=867)
	35-49	56 %	40 %	4 %	(n=1319)
	50-64	55 %	43 %	3 %	(n=1254)
	65 or older	54 %	43 %	3 %	(n=976)
Type of residence*	Apartment	▼ 53 %	▲ 44 %	4 %	(n=2419)
	House	▲ 57 %	▼ 39 %	3 %	(n=1998)
Electricity bill	Electronic bill	55 %	41 %	3 %	(n=3709)
	Paper invoice by mail	53 %	43 %	4 %	(n=708)
Type of contract*	Fixed price	59 %	38 %	2 %	(n=1670)
	Variable price	▼ 53 %	▲ 43 %	3 %	(n=1639)
	Spot price	▲ 63 %	▼ 34 %	3 %	(n=679)
Customer type*	Active	-	-	-	(n<5)
	Aware	▲ 100 %	▼ 0 %	▼ 0 %	(n=1150)
	Inactive	▼ 39 %	▲ 56 %	▲ 5 %	(n=3267)
Annual kWh-use*	Less than 5,000 kWh	▼ 56 %	▲ 41 %	3 %	(n=887)
	5,000 - 9,999 kWh	62 %	36 %	2 %	(n=735)
	10,000 - 14,999 kWh	64 %	34 %	1 %	(n=675)
	15,000 - 19,999 kWh	68 %	▼ 29 %	3 %	(n=479)
	More than 20,000 kWh	▲ 72 %	▼ 27 %	2 %	(n=316)
Affected by high prices*	Low extent/not at all	▼ 53 %	▲ 45 %	2 %	(n=1223)
	Some extent	53 %	44 %	3 %	(n=1208)
	High extent	▲ 60 %	▼ 37 %	3 %	(n=1849)
Country*	Sweden	57 %	▼ 38 %	5 %	(n=1214)
	Finland	▲ 65 %	▼ 33 %	2 %	(n=978)
	Norway	57 %	39 %	4 %	(n=1028)
	Denmark	▼ 42 %	▲ 55 %	3 %	(n=1197)
Year	2018	55 %	42 %	3 %	(n=4479)
	2022	55 %	42 %	3 %	(n=4417)
Total		55 %	42 %	3 %	(n=4417)

▲ = Significantly higher

▼ = Significantly lower

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

		During the last 12 months	1-3 years ago	3-5 years ago	More than 5 years ago	Number of responses
Gender*	Female	45 %	39 %	11 %	5 %	(n=1176)
	Male	49 %	38 %	9 %	4 %	(n=1243)
Age*	Under 35	▲ 59 %	▼ 33 %	▼ 7 %	▼ 1 %	(n=466)
	35-49	48 %	39 %	10 %	4 %	(n=743)
	50-64	▼ 41 %	40 %	11 %	▲ 7 %	(n=685)
	65 or older	45 %	41 %	11 %	3 %	(n=527)
Type of residence	Apartment	47 %	39 %	9 %	5 %	(n=1275)
	House	48 %	37 %	11 %	4 %	(n=1147)
Electricity bill	Electronic bill	48 %	38 %	10 %	4 %	(n=2049)
	Paper invoice by mail	45 %	40 %	9 %	6 %	(n=373)
Type of contract*	Fixed price	46 %	41 %	9 %	3 %	(n=992)
	Variable price	▼ 44 %	39 %	▲ 12 %	▲ 6 %	(n=874)
	Spot price	▲ 59 %	▼ 33 %	▼ 5 %	2 %	(n=430)
Customer type*	Active	-	-	-	-	(n<5)
	Aware	▲ 100 %	▼ 0 %	▼ 0 %	▼ 0 %	(n=1150)
	Inactive	▼ 0 %	▲ 73 %	▲ 19 %	▲ 8 %	(n=1272)
Annual KWh-use	Less than 5,000 kWh	47 %	40 %	8 %	5 %	(n=497)
	5,000 - 9,999 kWh	53 %	36 %	8 %	3 %	(n=456)
	10,000 - 14,999 kWh	48 %	39 %	10 %	3 %	(n=434)
	15,000 - 19,999 kWh	52 %	37 %	8 %	2 %	(n=324)
	More than 20,000 kWh	57 %	34 %	6 %	4 %	(n=226)
Affected by high prices*	Low extent/not at all	▼ 42 %	41 %	11 %	6 %	(n=644)
	Some extent	47 %	38 %	11 %	3 %	(n=639)
	High extent	▲ 51 %	37 %	9 %	4 %	(n=1110)
Country*	Sweden	▼ 36 %	43 %	▲ 14 %	▲ 8 %	(n=698)
	Finland	▲ 52 %	40 %	▼ 6 %	▼ 2 %	(n=634)
	Norway	▲ 58 %	▼ 32 %	7 %	▼ 2 %	(n=589)
	Denmark	45 %	38 %	13 %	4 %	(n=501)
Year*	2018	▼ 39 %	▲ 46 %	11 %	4 %	(n=2482)
	2022	▲ 47 %	▼ 38 %	10 %	4 %	(n=2422)
Total		47 %	38 %	10 %	4 %	(n=2422)

▲ = Significantly higher

▼ = Significantly lower

You have compared different offers but decided to stay in your current contract. Why?

Reason for staying in current contract												Number of responses
		I was satisfied with my current contract	There was little or no saving from switching	It was difficult to understand the differences between the contracts	The binding period for my current contract had not expired	I wanted to keep my supplier as it is a local supplier	It was difficult to find relevant information	The switching process was too complicated	I was unable to switch (for example because the supplier made it difficult)	Other reason	Do not know	
Gender*	Female	47 %	34 %	▲ 20 %	15 %	12 %	10 %	▲ 10 %	▼ 4 %	5 %	2 %	(n=986)
	Male	49 %	39 %	▼ 15 %	15 %	13 %	9 %	▼ 6 %	▲ 7 %	4 %	2 %	n=1090)
Age*	Under 35	43 %	31 %	21 %	17 %	▲ 17 %	▲ 14 %	▲ 14 %	▲ 10 %	▼ 2 %	2 %	(n=429)
	35-49	▼ 43 %	35 %	20 %	15 %	11 %	12 %	10 %	▲ 8 %	4 %	2 %	(n=641)
	50-64	49 %	41 %	16 %	14 %	9 %	▼ 6 %	▼ 5 %	▼ 2 %	6 %	▼ 1 %	(n=558)
	65 or older	▲ 58 %	38 %	▼ 11 %	14 %	13 %	▼ 6 %	▼ 3 %	▼ 2 %	5 %	3 %	(n=450)
Type of residence*	Apartment	47 %	37 %	16 %	15 %	13 %	11 %	9 %	7 %	4 %	2 %	n=1097)
	House	49 %	36 %	18 %	14 %	12 %	8 %	7 %	4 %	5 %	2 %	(n=982)
Electricity bill*	Electronic bill	49 %	37 %	18 %	14 %	12 %	10 %	7 %	5 %	4 %	2 %	n=1763)
	Paper invoice by mail	41 %	33 %	14 %	19 %	16 %	9 %	11 %	9 %	4 %	2 %	(n=316)
Type of contract*	Fixed price	47 %	▼ 28 %	▼ 14 %	▲ 25 %	12 %	8 %	6 %	7 %	3 %	1 %	(n=872)
	Variable price	46 %	▲ 41 %	20 %	▼ 9 %	15 %	11 %	▲ 12 %	6 %	4 %	2 %	(n=722)
	Spot price	53 %	▲ 47 %	19 %	▼ 6 %	10 %	10 %	▼ 5 %	▼ 3 %	7 %	2 %	(n=399)
Customer type*	Active	-	-	-	-	-	-	-	-	-	-	-
	Aware	▼ 45 %	38 %	17 %	▲ 18 %	12 %	10 %	9 %	6 %	5 %	2 %	n=1150)
	Inactive	▲ 52 %	35 %	18 %	▼ 12 %	13 %	9 %	7 %	5 %	3 %	2 %	(n=929)
Annual KWh-use*	Less than 5,000 kWh	47 %	▲ 46 %	13 %	13 %	10 %	8 %	▼ 5 %	5 %	4 %	1 %	(n=433)
	5,000 - 9,999 kWh	44 %	35 %	17 %	16 %	16 %	11 %	10 %	6 %	5 %	1 %	(n=405)
	10,000 - 14,999 kWh	50 %	35 %	18 %	17 %	9 %	7 %	8 %	7 %	3 %	2 %	(n=379)
	15,000 - 19,999 kWh	47 %	36 %	15 %	17 %	12 %	12 %	8 %	6 %	4 %	1 %	(n=290)
	More than 20,000 kWh	48 %	32 %	22 %	21 %	15 %	15 %	11 %	8 %	5 %	1 %	(n=205)
Affected by high prices*	Low extent/not at all	▲ 59 %	38 %	▼ 11 %	17 %	12 %	▼ 6 %	▼ 3 %	▼ 3 %	5 %	1 %	(n=538)
	Some extent	51 %	34 %	15 %	12 %	13 %	9 %	7 %	5 %	3 %	2 %	(n=546)
	High extent	▼ 41 %	37 %	▲ 22 %	15 %	13 %	▲ 12 %	▲ 11 %	▲ 8 %	5 %	2 %	(n=970)
Country*	Sweden	44 %	▼ 30 %	15 %	18 %	14 %	9 %	10 %	6 %	4 %	3 %	(n=548)
	Finland	48 %	▼ 31 %	▼ 11 %	▲ 25 %	12 %	▼ 6 %	6 %	5 %	4 %	1 %	(n=585)
	Norway	51 %	▲ 45 %	20 %	▼ 9 %	13 %	12 %	8 %	6 %	6 %	2 %	(n=531)
	Denmark	49 %	▲ 43 %	▲ 26 %	▼ 5 %	10 %	12 %	8 %	5 %	4 %	3 %	(n=415)
Year*	2018	51 %	▲ 43 %	14 %	▼ 11 %	14 %	8 %	6 %	4 %	5 %	2 %	n=2109)
	2022	48 %	▼ 37 %	17 %	▲ 15 %	13 %	10 %	8 %	6 %	4 %	2 %	n=2079)
Total		48 %	37 %	17 %	15 %	13 %	10 %	8 %	6 %	4 %	2 %	n=2079)

▲ = Significantly higher

▼ = Significantly lower

Why have you not switched or compared contracts more often?

		I am satisfied with my current contract	There is little or no saving from switching	It is difficult to understand the differences between the contracts	I want to keep my supplier as it is a local supplier	It is difficult to find relevant information	The switching process is too complicated	The binding period for my current contract has not expired	I do not care about my electricity contract	Other reason	Do not know	Number of responses
Gender*	Female	54 %	27 %	27 %	12 %	14 %	14 %	4 %	1 %	5 %	4 %	(n=190)
	Male	42 %	39 %	18 %	16 %	13 %	10 %	8 %	5 %	7 %	4 %	(n=153)
Age*	Under 35	35 %	24 %	16 %	16 %	16 %	22 %	14 %	11 %	3 %	5 %	(n=37)
	35-49	40 %	33 %	26 %	19 %	14 %	14 %	6 %	3 %	7 %	4 %	(n=102)
	50-64	54 %	38 %	22 %	11 %	16 %	13 %	3 %	2 %	8 %	3 %	(n=127)
	65 or older	57 %	25 %	23 %	12 %	9 %	5 %	6 %	▼ 0 %	3 %	5 %	(n=77)
Type of residence*	Apartment	50 %	30 %	19 %	10 %	12 %	13 %	7 %	2 %	5 %	4 %	(n=178)
	House	47 %	35 %	28 %	18 %	16 %	12 %	5 %	4 %	7 %	4 %	(n=165)
Electricity bill*	Electronic bill	48 %	33 %	▲ 26 %	15 %	14 %	13 %	6 %	2 %	7 %	3 %	(n=286)
	Paper invoice by mail	51 %	30 %	▼ 9 %	11 %	14 %	9 %	7 %	5 %	2 %	9 %	(n=57)
Type of contract*	Fixed price	53 %	31 %	21 %	17 %	11 %	8 %	▲ 12 %	2 %	5 %	6 %	(n=120)
	Variable price	51 %	32 %	19 %	13 %	13 %	13 %	3 %	3 %	4 %	3 %	(n=152)
	Spot price	32 %	39 %	32 %	19 %	16 %	3 %	▼ 0 %	▼ 0 %	3 %	3 %	(n=31)
Customer type	Active	-	-	-	-	-	-	-	-	-	-	-
	Aware	-	-	-	-	-	-	-	-	-	-	-
	Inactive	49 %	32 %	23 %	14 %	14 %	12 %	6 %	3 %	6 %	4 %	(n=343)
Annual kWh-use*	Less than 5,000 kWh	52 %	42 %	17 %	17 %	8 %	11 %	3 %	▼ 0 %	6 %	2 %	(n=64)
	5,000 - 9,999 kWh	51 %	37 %	18 %	14 %	18 %	8 %	12 %	▼ 0 %	4 %	4 %	(n=51)
	10,000 - 14,999 kWh	42 %	29 %	24 %	16 %	18 %	11 %	15 %	▲ 9 %	4 %	4 %	(n=55)
	15,000 - 19,999 kWh	56 %	24 %	18 %	15 %	15 %	12 %	▼ 0 %	▼ 0 %	6 %	▼ 0 %	(n=34)
	More than 20,000 kWh	52 %	38 %	10 %	24 %	▼ 0 %	10 %	10 %	▼ 0 %	▼ 0 %	5 %	(n=21)
Affected by high prices*	Low extent/not at all	59 %	39 %	19 %	14 %	▼ 7 %	10 %	5 %	2 %	5 %	2 %	(n=106)
	Some extent	52 %	30 %	17 %	12 %	9 %	15 %	6 %	3 %	8 %	3 %	(n=93)
	High extent	▼ 39 %	29 %	29 %	16 %	▲ 23 %	11 %	6 %	2 %	6 %	5 %	(n=140)
Country*	Sweden	53 %	29 %	17 %	12 %	9 %	14 %	6 %	3 %	5 %	6 %	(n=150)
	Finland	55 %	20 %	16 %	16 %	10 %	8 %	12 %	4 %	2 %	6 %	(n=49)
	Norway	45 %	38 %	31 %	17 %	22 %	12 %	3 %	5 %	7 %	2 %	(n=58)
	Denmark	41 %	41 %	33 %	14 %	19 %	12 %	3 %	▼ 0 %	8 %	1 %	(n=86)
Year*	2018	54 %	41 %	25 %	17 %	11 %	10 %	5 %	3 %	7 %	3 %	(n=373)
	2022	49 %	32 %	23 %	14 %	14 %	12 %	6 %	3 %	6 %	4 %	(n=343)
Total		49 %	32 %	23 %	14 %	14 %	12 %	6 %	3 %	6 %	4 %	(n=343)

▲ = Significantly higher
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Why have you never switched or compared contracts?

		I am satisfied with my current contract	It is difficult to understand the differences between the contracts	There is little or no saving from switching	I want to keep my supplier as it is a local supplier	The switching process is too complicated	It is difficult to find relevant information	I did not know it was possible	I do not care about my electricity contract	The binding period for my current contract has not expired	Other reason	Do not know	Number of responses
Gender*	Female	38 %	31 %	▼ 18 %	17 %	16 %	13 %	6 %	5 %	3 %	4 %	10 %	(n=482)
	Male	34 %	26 %	▲ 31 %	13 %	13 %	18 %	6 %	5 %	5 %	4 %	8 %	(n=336)
Age*	Under 35	37 %	28 %	▼ 16 %	▼ 10 %	17 %	14 %	▲ 11 %	6 %	5 %	2 %	13 %	(n=187)
	35-49	▼ 27 %	31 %	21 %	15 %	18 %	16 %	7 %	4 %	4 %	5 %	8 %	(n=251)
	50-64	37 %	29 %	▲ 31 %	15 %	11 %	12 %	3 %	6 %	3 %	4 %	9 %	(n=219)
	65 or older	▲ 49 %	27 %	27 %	▲ 23 %	12 %	17 %	▼ 2 %	4 %	2 %	5 %	7 %	(n=162)
Type of residence	Apartment	36 %	28 %	22 %	15 %	16 %	14 %	6 %	5 %	5 %	5 %	10 %	(n=443)
	House	38 %	31 %	26 %	16 %	14 %	16 %	5 %	5 %	3 %	3 %	8 %	(n=376)
Electricity bill*	Electronic bill	38 %	30 %	24 %	15 %	14 %	15 %	5 %	5 %	3 %	4 %	9 %	(n=694)
	Paper invoice by mail	29 %	23 %	22 %	18 %	18 %	11 %	9 %	5 %	6 %	2 %	9 %	(n=125)
Type of contract*	Fixed price	43 %	25 %	21 %	14 %	11 %	13 %	9 %	3 %	7 %	2 %	7 %	(n=292)
	Variable price	35 %	29 %	24 %	17 %	18 %	16 %	4 %	6 %	3 %	4 %	7 %	(n=292)
	Spot price	31 %	28 %	33 %	23 %	14 %	11 %	3 %	5 %	▼ 0 %	2 %	8 %	(n=64)
Customer type	Active	-	-	-	-	-	-	-	-	-	-	-	-
	Aware	-	-	-	-	-	-	-	-	-	-	-	-
	Inactive	37 %	29 %	24 %	15 %	15 %	15 %	6 %	5 %	4 %	4 %	9 %	(n=819)
Annual KWh-use*	Less than 5,000 kWh	30 %	34 %	27 %	18 %	17 %	19 %	6 %	3 %	3 %	4 %	7 %	(n=143)
	5,000 - 9,999 kWh	38 %	24 %	27 %	16 %	12 %	▼ 8 %	5 %	2 %	7 %	4 %	6 %	(n=113)
	10,000 - 14,999 kWh	34 %	25 %	28 %	9 %	8 %	18 %	9 %	3 %	7 %	1 %	3 %	(n=76)
	15,000 - 19,999 kWh	29 %	22 %	22 %	22 %	16 %	20 %	11 %	2 %	13 %	2 %	7 %	(n=45)
	More than 20,000 kWh	32 %	20 %	28 %	12 %	12 %	8 %	▼ 0 %	▼ 0 %	▼ 0 %	4 %	▲ 28 %	(n=25)
Affected by high prices*	Low extent/not at all	▲ 48 %	25 %	27 %	21 %	14 %	14 %	▼ 2 %	6 %	2 %	4 %	6 %	(n=181)
	Some extent	34 %	27 %	24 %	14 %	13 %	15 %	7 %	4 %	5 %	6 %	8 %	(n=246)
	High extent	33 %	33 %	24 %	15 %	19 %	17 %	7 %	5 %	4 %	3 %	8 %	(n=323)
Country*	Sweden	32 %	▼ 22 %	18 %	17 %	20 %	12 %	4 %	5 %	8 %	5 %	12 %	(n=186)
	Finland	37 %	23 %	19 %	21 %	12 %	17 %	▼ 1 %	8 %	6 %	4 %	12 %	(n=78)
	Norway	41 %	23 %	23 %	20 %	14 %	13 %	6 %	4 %	3 %	6 %	12 %	(n=145)
	Denmark	37 %	▲ 35 %	27 %	▼ 12 %	13 %	16 %	7 %	5 %	▼ 2 %	3 %	7 %	(n=410)
Year*	2018	39 %	25 %	24 %	12 %	12 %	13 %	5 %	7 %	3 %	4 %	11 %	(n=844)
	2022	37 %	29 %	24 %	15 %	15 %	15 %	6 %	5 %	4 %	4 %	9 %	(n=819)
Total		37 %	29 %	24 %	15 %	15 %	15 %	6 %	5 %	4 %	4 %	9 %	(n=819)

▲ = Significantly higher

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Who initiated the signing of your current contract?

	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 supplier)	A cooperative/union I am member of (for example labour union)	Other	Can not remember / Do not know	Number of responses
Gender*	Female	▼ 59 %	▲ 17 %	9 %	2 %	1 %	▲ 2 %	▲ 9 % (n=3030)
	Male	▲ 72 %	▼ 7 %	11 %	3 %	1 %	▼ 1 %	▼ 4 % (n=3001)
Age*	Under 35	▼ 59 %	▲ 15 %	10 %	▲ 6 %	▲ 2 %	3 %	6 % (n=1187)
	35-49	63 %	▲ 14 %	11 %	4 %	1 %	1 %	6 % (n=1769)
	50-64	▲ 71 %	▼ 10 %	9 %	▼ 1 %	▼ 1 %	2 %	7 % (n=1701)
	65 or older	▲ 69 %	▼ 9 %	11 %	▼ 2 %	1 %	2 %	7 % (n=1378)
Type of residence*	Apartment	▲ 69 %	▼ 8 %	10 %	3 %	▲ 2 %	▲ 2 %	6 % (n=3301)
	House	▼ 63 %	▲ 16 %	9 %	3 %	▼ 1 %	▼ 1 %	7 % (n=2735)
Electricity bill*	Electronic bill	▲ 67 %	▼ 11 %	▼ 9 %	▼ 3 %	1 %	2 %	7 % (n=5144)
	Paper invoice by mail	▼ 57 %	▲ 16 %	▲ 13 %	▲ 5 %	2 %	2 %	5 % (n=892)
Type of contract*	Fixed price	66 %	12 %	▲ 11 %	2 %	1 %	1 %	5 % (n=2490)
	Variable price	▼ 64 %	12 %	10 %	▲ 4 %	2 %	2 %	6 % (n=1993)
	Spot price	▲ 74 %	10 %	▼ 8 %	2 %	▼ 0 %	2 %	▼ 3 % (n=1059)
Customer type*	Active	▲ 77 %	▼ 7 %	▲ 12 %	2 %	▼ 1 %	▼ 1 %	▼ 0 % (n=1619)
	Aware	▲ 70 %	13 %	9 %	3 %	1 %	▼ 1 %	▼ 2 % (n=1150)
	Inactive	▼ 59 %	▲ 14 %	9 %	3 %	▲ 2 %	▲ 3 %	▲ 11 % (n=3267)
Annual KWh-use*	Less than 5,000 kWh	▲ 73 %	▼ 7 %	9 %	2 %	1 %	2 %	▲ 6 % (n=1334)
	5,000 - 9,999 kWh	70 %	11 %	9 %	3 %	1 %	2 %	3 % (n=1043)
	10,000 - 14,999 kWh	68 %	13 %	11 %	4 %	2 %	▼ 1 %	3 % (n=915)
	15,000 - 19,999 kWh	66 %	13 %	11 %	▲ 5 %	1 %	1 %	3 % (n=640)
	More than 20,000 kWh	68 %	13 %	13 %	2 %	1 %	1 %	▼ 2 % (n=484)
Affected by high prices*	Low extent/not at all	▲ 71 %	▼ 9 %	9 %	▼ 2 %	1 %	2 %	6 % (n=1665)
	Some extent	65 %	13 %	9 %	3 %	2 %	2 %	6 % (n=1623)
	High extent	65 %	13 %	11 %	3 %	1 %	2 %	5 % (n=2588)
Country*	Sweden	68 %	12 %	▼ 8 %	4 %	1 %	2 %	5 % (n=1519)
	Finland	▲ 71 %	13 %	▲ 12 %	▼ 2 %	▼ 0 %	▼ 1 %	▼ 2 % (n=1515)
	Norway	68 %	12 %	9 %	3 %	1 %	2 %	▼ 5 % (n=1501)
	Denmark	▼ 56 %	10 %	10 %	4 %	▲ 2 %	▲ 3 %	▲ 14 % (n=1501)
Year*	2018	▼ 63 %	▼ 10 %	▲ 12 %	3 %	1 %	2 %	▲ 9 % (n=6019)
	2022	▲ 66 %	▲ 12 %	▼ 10 %	3 %	1 %	2 %	▼ 6 % (n=6036)
Total	66 %	12 %	10 %	3 %	1 %	2 %	6 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

How did you go about choosing electricity contract?

		Used a comparison tool online	Made an internet search, for instance Google	Called one or several suppliers	By recommendation	Other	Can not remember / Do not know	Number of responses
Gender*	Female	▼32 %	21 %	15 %	14 %	13 %	▲18 % (n=2312)	
	Male	▲41 %	24 %	15 %	13 %	11 %	▼15 % (n=2368)	
Age*	Under 35	39 %	▲29 %	▲19 %	▲17 %	▼5 %	▼11 % (n=873)	
	35-49	▲40 %	25 %	14 %	13 %	▼9 %	15 % (n=1364)	
	50-64	34 %	21 %	15 %	13 %	▲14 %	17 % (n=1369)	
	65 or older	▼33 %	▼17 %	13 %	11 %	▲17 %	▲21 % (n=1077)	
Type of residence*	Apartment	37 %	23 %	▼13 %	14 %	12 %	16 % (n=2537)	
	House	36 %	22 %	▲17 %	13 %	11 %	17 % (n=2147)	
Electricity bill*	Electronic bill	▲37 %	23 %	15 %	13 %	11 %	16 % (n=4040)	
	Paper invoice by mail	▼31 %	20 %	15 %	16 %	13 %	19 % (n=644)	
Type of contract*	Fixed price	▲44 %	23 %	16 %	▼12 %	11 %	▼11 % (n=1957)	
	Variable price	▼31 %	21 %	15 %	14 %	11 %	▲19 % (n=1523)	
	Spot price	36 %	26 %	13 %	▲17 %	14 %	13 % (n=894)	
Customer type*	Active	▲47 %	▲26 %	16 %	12 %	13 %	▼7 % (n=1354)	
	Aware	▲48 %	▲27 %	16 %	11 %	9 %	▼10 % (n=956)	
	Inactive	▼26 %	▼19 %	14 %	▲15 %	12 %	▲24 % (n=2374)	
Annual kWh-use*	Less than 5,000 kWh	41 %	23 %	15 %	▼10 %	12 %	14 % (n=1065)	
	5,000 - 9,999 kWh	▼37 %	24 %	15 %	15 %	11 %	13 % (n=847)	
	10,000 - 14,999 kWh	▲46 %	25 %	18 %	11 %	10 %	▼9 % (n=737)	
	15,000 - 19,999 kWh	43 %	23 %	16 %	▲17 %	10 %	12 % (n=503)	
	More than 20,000 kWh	42 %	27 %	15 %	14 %	12 %	12 % (n=391)	
Affected by high prices*	Low extent/not at all	36 %	21 %	▼11 %	▼11 %	▲16 %	18 % (n=1322)	
	Some extent	36 %	21 %	14 %	13 %	12 %	17 % (n=1260)	
	High extent	38 %	▲25 %	▲18 %	15 %	▼9 %	▼14 % (n=2003)	
Country*	Sweden	39 %	24 %	▼12 %	12 %	11 %	17 % (n=1218)	
	Finland	▲47 %	20 %	▼10 %	12 %	12 %	▼13 % (n=1266)	
	Norway	35 %	25 %	14 %	▲19 %	13 %	15 % (n=1201)	
	Denmark	▼22 %	21 %	▲27 %	11 %	10 %	▲20 % (n=999)	
Year*	2018	36 %	▼16 %	14 %	-	▲27 %	18 % (n=4392)	
	2022	37 %	▲23 %	15 %	13 %	▼12 %	16 % (n=4684)	
Total		37 %	23 %	15 %	13 %	12 %	16 % (n=4684)	

▲ = Significantly higher

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How did they contact you?

		Telephone	Email	Mail	On the street (for example, shopping mall)	Door sales	Other	Can not remember / Do not know	Number of responses
Gender*	Female	42 %	20 %	8 %	8 %	6 %	7 %	10 %	(n=353)
	Male	47 %	26 %	7 %	5 %	5 %	4 %	5 %	(n=421)
Age*	Under 35	36 %	29 %	8 %	9 %	▲ 11 %	2 %	4 %	(n=181)
	35-49	42 %	26 %	5 %	6 %	5 %	7 %	9 %	(n=257)
	50-64	52 %	▼ 15 %	10 %	7 %	4 %	4 %	8 %	(n=168)
	65 or older	50 %	20 %	7 %	6 %	▼ 1 %	7 %	9 %	(n=168)
Type of residence	Apartment	43 %	23 %	7 %	▲ 9 %	5 %	5 %	7 %	(n=436)
	House	46 %	23 %	7 %	▼ 4 %	6 %	5 %	8 %	(n=338)
Electricity bill*	Electronic bill	45 %	22 %	6 %	8 %	5 %	6 %	9 %	(n=610)
	Paper invoice by mail	44 %	27 %	11 %	4 %	8 %	2 %	4 %	(n=164)
Type of contract*	Fixed price	43 %	27 %	9 %	8 %	▼ 2 %	5 %	5 %	(n=344)
	Variable price	44 %	23 %	7 %	6 %	▲ 9 %	4 %	7 %	(n=271)
	Spot price	48 %	18 %	7 %	6 %	7 %	7 %	7 %	(n=107)
Customer type*	Active	▲ 54 %	23 %	6 %	6 %	▼ 2 %	6 %	▼ 3 %	(n=234)
	Aware	45 %	31 %	5 %	5 %	7 %	4 %	3 %	(n=144)
	Inactive	▼ 38 %	21 %	9 %	8 %	7 %	5 %	▲ 12 %	(n=396)
Annual KWh-use*	Less than 5,000 kWh	47 %	20 %	11 %	6 %	▼ 2 %	9 %	6 %	(n=150)
	5,000 - 9,999 kWh	46 %	25 %	5 %	8 %	4 %	5 %	6 %	(n=130)
	10,000 - 14,999 kWh	53 %	30 %	6 %	2 %	6 %	2 %	▼ 1 %	(n=131)
	15,000 - 19,999 kWh	42 %	25 %	8 %	7 %	▲ 14 %	▼ 1 %	3 %	(n=106)
	More than 20,000 kWh	45 %	26 %	7 %	5 %	7 %	4 %	7 %	(n=74)
Affected by high prices*	Low extent/not at all	49 %	18 %	7 %	9 %	3 %	3 %	12 %	(n=188)
	Some extent	47 %	22 %	9 %	6 %	6 %	5 %	4 %	(n=204)
	High extent	41 %	27 %	6 %	6 %	6 %	6 %	6 %	(n=371)
Country*	Sweden	▼ 32 %	▲ 32 %	11 %	5 %	8 %	▼ 2 %	10 %	(n=176)
	Finland	▲ 53 %	24 %	5 %	10 %	3 %	4 %	▼ 0 %	(n=209)
	Norway	45 %	19 %	7 %	6 %	▲ 10 %	6 %	7 %	(n=181)
	Denmark	46 %	19 %	7 %	6 %	▼ 1 %	8 %	▲ 13 %	(n=208)
Year*	2018	45 %	▼ 17 %	9 %	10 %	6 %	5 %	9 %	(n=915)
	2022	44 %	▲ 23 %	7 %	7 %	5 %	5 %	7 %	(n=774)
Total		44 %	23 %	7 %	7 %	5 %	5 %	7 %	(n=774)

▲ = Significantly higher

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When you think of your current electricity contract, are you aware of: - If the price can change during the contract term

		Yes	No	Number of responses
Gender	Female	71 %	29 %	(n=3030)
	Male	71 %	29 %	(n=3001)
Age	Under 35	71 %	29 %	(n=1187)
	35-49	72 %	28 %	(n=1769)
	50-64	72 %	28 %	(n=1701)
	65 or older	69 %	31 %	(n=1378)
Type of residence*	Apartment	▼ 69 %	▲ 31 %	(n=3301)
	House	▲ 73 %	▼ 27 %	(n=2735)
Electricity bill*	Electronic bill	72 %	28 %	(n=5144)
	Paper invoice by mail	68 %	32 %	(n=892)
Type of contract*	Fixed price	▼ 54 %	▲ 46 %	(n=2490)
	Variable price	▲ 86 %	▼ 14 %	(n=1993)
	Spot price	▲ 87 %	▼ 13 %	(n=1059)
Customer type*	Active	▼ 67 %	▲ 33 %	(n=1619)
	Aware	▲ 77 %	▼ 23 %	(n=1150)
	Inactive	71 %	29 %	(n=3267)
Annual kWh-use*	Less than 5,000 kWh	70 %	30 %	(n=1334)
	5,000 - 9,999 kWh	74 %	26 %	(n=1043)
	10,000 - 14,999 kWh	72 %	28 %	(n=915)
	15,000 - 19,999 kWh	73 %	27 %	(n=640)
	More than 20,000 kWh	▲ 79 %	▼ 21 %	(n=484)
Affected by high prices*	Low extent/not at all	▼ 66 %	▲ 34 %	(n=1665)
	Some extent	72 %	28 %	(n=1623)
	High extent	▲ 75 %	▼ 25 %	(n=2588)
Country*	Sweden	▲ 79 %	▼ 21 %	(n=1519)
	Finland	▼ 51 %	▲ 49 %	(n=1515)
	Norway	▲ 81 %	▼ 19 %	(n=1501)
	Denmark	73 %	27 %	(n=1501)
Year*	2018	▼ 64 %	▲ 36 %	(n=6019)
	2022	▲ 71 %	▼ 29 %	(n=6036)
Total		71 %	29 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

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

		Yes	No	Number of responses
Gender*	Female	▼ 73 %	▲ 27 %	(n=3030)
	Male	▲ 77 %	▼ 23 %	(n=3001)
Age*	Under 35	▼ 71 %	▲ 29 %	(n=1187)
	35-49	74 %	26 %	(n=1769)
	50-64	76 %	24 %	(n=1701)
	65 or older	▲ 79 %	▼ 21 %	(n=1378)
Type of residence	Apartment	75 %	25 %	(n=3301)
	House	76 %	24 %	(n=2735)
Electricity bill	Electronic bill	75 %	25 %	(n=5144)
	Paper invoice by mail	75 %	25 %	(n=892)
Type of contract*	Fixed price	▲ 81 %	▼ 19 %	(n=2490)
	Variable price	▼ 74 %	▲ 26 %	(n=1993)
	Spot price	76 %	24 %	(n=1059)
Customer type*	Active	▲ 86 %	▼ 14 %	(n=1619)
	Aware	▲ 83 %	▼ 17 %	(n=1150)
	Inactive	▼ 67 %	▲ 33 %	(n=3267)
Annual kWh-use*	Less than 5,000 kWh	77 %	23 %	(n=1334)
	5,000 - 9,999 kWh	80 %	20 %	(n=1043)
	10,000 - 14,999 kWh	78 %	22 %	(n=915)
	15,000 - 19,999 kWh	80 %	20 %	(n=640)
	More than 20,000 kWh	▲ 85 %	▼ 15 %	(n=484)
Affected by high prices*	Low extent/not at all	▲ 79 %	▼ 21 %	(n=1665)
	Some extent	74 %	26 %	(n=1623)
	High extent	75 %	25 %	(n=2588)
Country*	Sweden	▲ 83 %	▼ 17 %	(n=1519)
	Finland	▲ 86 %	▼ 14 %	(n=1515)
	Norway	75 %	25 %	(n=1501)
	Denmark	▼ 57 %	▲ 43 %	(n=1501)
Year*	2018	▼ 72 %	▲ 28 %	(n=6019)
	2022	▲ 75 %	▼ 25 %	(n=6036)
Total		75 %	25 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

When you think of your current electricity contract, are you aware of: - 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)

		Yes	No	Number of responses
Gender*	Female	▼ 64 %	▲ 36 %	(n=3030)
	Male	▲ 70 %	▼ 30 %	(n=3001)
Age*	Under 35	▼ 64 %	▲ 36 %	(n=1187)
	35-49	65 %	35 %	(n=1769)
	50-64	69 %	31 %	(n=1701)
	65 or older	▲ 70 %	▼ 30 %	(n=1378)
Type of residence*	Apartment	66 %	34 %	(n=3301)
	House	68 %	32 %	(n=2735)
Electricity bill	Electronic bill	67 %	33 %	(n=5144)
	Paper invoice by mail	67 %	33 %	(n=892)
Type of contract*	Fixed price	69 %	31 %	(n=2490)
	Variable price	68 %	32 %	(n=1993)
	Spot price	73 %	27 %	(n=1059)
Customer type*	Active	▲ 76 %	▼ 24 %	(n=1619)
	Aware	▲ 77 %	▼ 23 %	(n=1150)
	Inactive	▼ 59 %	▲ 41 %	(n=3267)
Annual KWh-use*	Less than 5,000 kWh	70 %	30 %	(n=1334)
	5,000 - 9,999 kWh	74 %	26 %	(n=1043)
	10,000 - 14,999 kWh	71 %	29 %	(n=915)
	15,000 - 19,999 kWh	70 %	30 %	(n=640)
	More than 20,000 kWh	▲ 78 %	▼ 22 %	(n=484)
Affected by high prices	Low extent/not at all	66 %	34 %	(n=1665)
	Some extent	67 %	33 %	(n=1623)
	High extent	69 %	31 %	(n=2588)
Country*	Sweden	▲ 73 %	▼ 27 %	(n=1519)
	Finland	▲ 72 %	▼ 28 %	(n=1515)
	Norway	69 %	31 %	(n=1501)
	Denmark	▼ 53 %	▲ 47 %	(n=1501)
Year*	2018	▼ 61 %	▲ 39 %	(n=6019)
	2022	▲ 67 %	▼ 33 %	(n=6036)
Total		67 %	33 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

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

		Yes	No	Number of responses
Gender*	Female	▼ 50 %	▲ 50 %	(n=3030)
	Male	▲ 58 %	▼ 42 %	(n=3001)
Age	Under 35	53 %	47 %	(n=1187)
	35-49	53 %	47 %	(n=1769)
	50-64	54 %	46 %	(n=1701)
	65 or older	56 %	44 %	(n=1378)
Type of residence*	Apartment	▼ 52 %	▲ 48 %	(n=3301)
	House	▲ 57 %	▼ 43 %	(n=2735)
Electricity bill*	Electronic bill	55 %	45 %	(n=5144)
	Paper invoice by mail	51 %	49 %	(n=892)
Type of contract*	Fixed price	55 %	45 %	(n=2490)
	Variable price	▼ 53 %	▲ 47 %	(n=1993)
	Spot price	▲ 65 %	▼ 35 %	(n=1059)
Customer type*	Active	▲ 66 %	▼ 34 %	(n=1619)
	Aware	▲ 65 %	▼ 35 %	(n=1150)
	Inactive	▼ 44 %	▲ 56 %	(n=3267)
Annual kWh-use*	Less than 5,000 kWh	▼ 56 %	▲ 44 %	(n=1334)
	5,000 - 9,999 kWh	58 %	42 %	(n=1043)
	10,000 - 14,999 kWh	60 %	40 %	(n=915)
	15,000 - 19,999 kWh	63 %	37 %	(n=640)
	More than 20,000 kWh	▲ 69 %	▼ 31 %	(n=484)
Affected by high prices*	Low extent/not at all	▼ 52 %	▲ 48 %	(n=1665)
	Some extent	53 %	47 %	(n=1623)
	High extent	▲ 58 %	▼ 42 %	(n=2588)
Country*	Sweden	54 %	46 %	(n=1519)
	Finland	56 %	44 %	(n=1515)
	Norway	▲ 64 %	▼ 36 %	(n=1501)
	Denmark	▼ 42 %	▲ 58 %	(n=1501)
Year*	2018	▼ 47 %	▲ 53 %	(n=6019)
	2022	▲ 54 %	▼ 46 %	(n=6036)
Total		54 %	46 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

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

		Yes	No	Number of responses
Gender*	Female	51 %	49 %	(n=3030)
	Male	55 %	45 %	(n=3001)
Age	Under 35	54 %	46 %	(n=1187)
	35-49	53 %	47 %	(n=1769)
	50-64	54 %	46 %	(n=1701)
	65 or older	51 %	49 %	(n=1378)
Type of residence	Apartment	53 %	47 %	(n=3301)
	House	54 %	46 %	(n=2735)
Electricity bill*	Electronic bill	54 %	46 %	(n=5144)
	Paper invoice by mail	50 %	50 %	(n=892)
Type of contract*	Fixed price	53 %	47 %	(n=2490)
	Variable price	55 %	45 %	(n=1993)
	Spot price	57 %	43 %	(n=1059)
Customer type*	Active	▲ 59 %	▼ 41 %	(n=1619)
	Aware	▲ 61 %	▼ 39 %	(n=1150)
	Inactive	▼ 47 %	▲ 53 %	(n=3267)
Annual KWh-use	Less than 5,000 kWh	58 %	42 %	(n=1334)
	5,000 - 9,999 kWh	59 %	41 %	(n=1043)
	10,000 - 14,999 kWh	55 %	45 %	(n=915)
	15,000 - 19,999 kWh	54 %	46 %	(n=640)
	More than 20,000 kWh	60 %	40 %	(n=484)
Affected by high prices	Low extent/not at all	53 %	47 %	(n=1665)
	Some extent	53 %	47 %	(n=1623)
	High extent	55 %	45 %	(n=2588)
Country*	Sweden	▲ 61 %	▼ 39 %	(n=1519)
	Finland	▼ 46 %	▲ 54 %	(n=1515)
	Norway	54 %	46 %	(n=1501)
	Denmark	52 %	48 %	(n=1501)
Year*	2018	▼ 50 %	▲ 50 %	(n=6019)
	2022	▲ 53 %	▼ 47 %	(n=6036)
Total		53 %	47 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

When you think of your current electricity contract, are you aware of: - The effective unit rate where all fixed and variable fees are included

		Yes	No	Number of responses
Gender*	Female	▼ 56 %	▲ 44 %	(n=1517)
	Male	▲ 66 %	▼ 34 %	(n=1501)
Age	Under 35	61 %	39 %	(n=572)
	35-49	60 %	40 %	(n=870)
	50-64	61 %	39 %	(n=880)
	65 or older	63 %	37 %	(n=698)
Type of residence*	Apartment	59 %	41 %	(n=1497)
	House	63 %	37 %	(n=1523)
Electricity bill	Electronic bill	61 %	39 %	(n=2650)
	Paper invoice by mail	59 %	41 %	(n=370)
Type of contract*	Fixed price	▲ 67 %	▼ 33 %	(n=1240)
	Variable price	▼ 61 %	▲ 39 %	(n=1276)
	Spot price	68 %	32 %	(n=183)
Customer type*	Active	▲ 74 %	▼ 26 %	(n=609)
	Aware	▲ 76 %	▼ 24 %	(n=476)
	Inactive	▼ 53 %	▲ 47 %	(n=1935)
Annual KWh-use*	Less than 5,000 kWh	66 %	34 %	(n=808)
	5,000 - 9,999 kWh	70 %	30 %	(n=550)
	10,000 - 14,999 kWh	69 %	31 %	(n=383)
	15,000 - 19,999 kWh	▲ 76 %	▼ 24 %	(n=245)
	More than 20,000 kWh	70 %	30 %	(n=156)
Affected by high prices	Low extent/not at all	59 %	41 %	(n=828)
	Some extent	62 %	38 %	(n=836)
	High extent	64 %	36 %	(n=1247)
Country*	Sweden	▲ 64 %	▼ 36 %	(n=1519)
	Finland	-	-	(n<5)
	Norway	-	-	(n<5)
	Denmark	▼ 58 %	▲ 42 %	(n=1501)
Year*	2018	58 %	42 %	(n=3009)
	2022	61 %	39 %	(n=3020)
Total		61 %	39 %	(n=3020)

▲ = Significantly higher

▼ = Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - It was easy to find trustworthy information and necessary advice

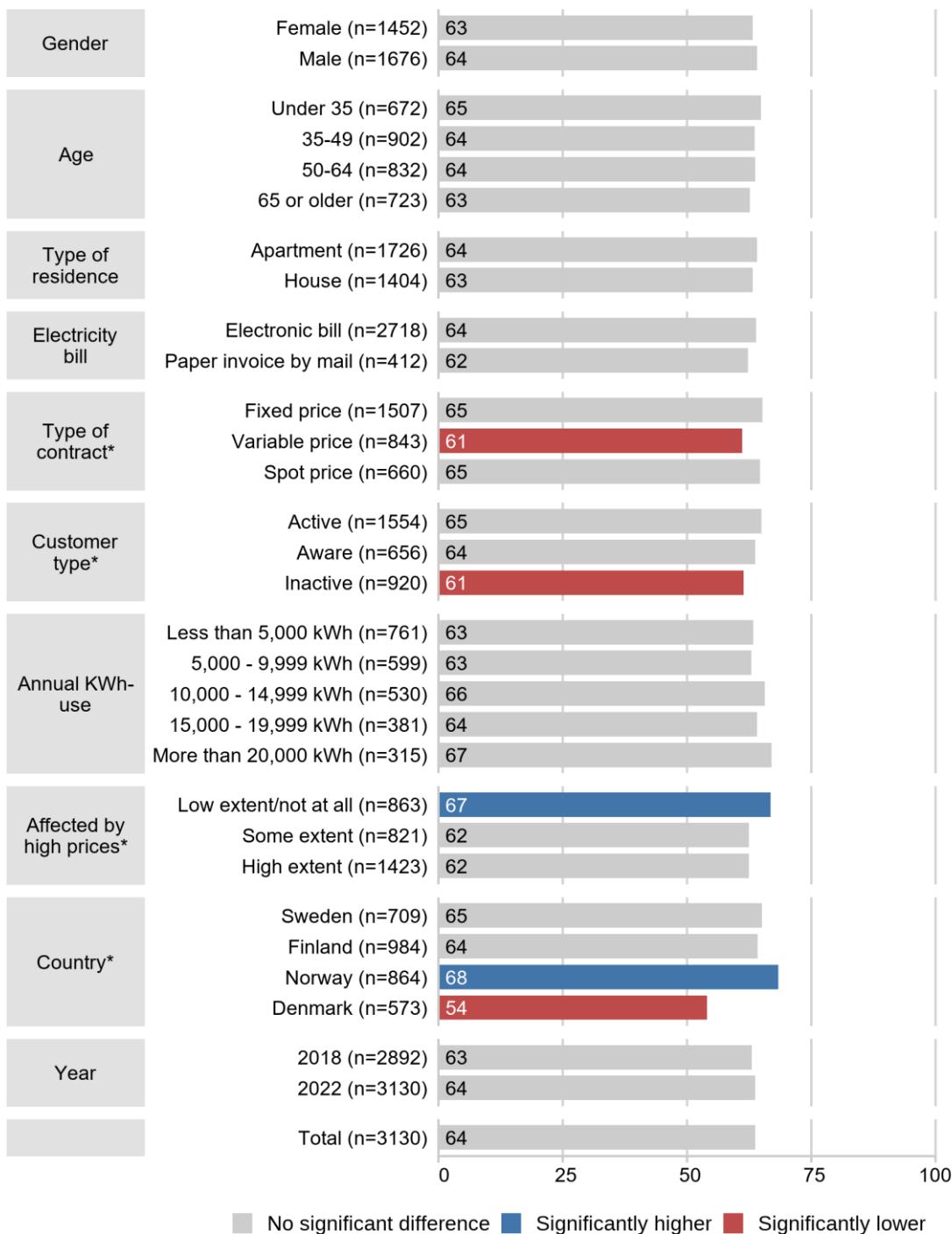
		1 = Not at all	2	3	4	5 = High extent	Do not know	Number of responses
Gender*	Female	5 %	8 %	30 %	31 %	19 %	▲ 6 %	(n=1546)
	Male	5 %	10 %	28 %	32 %	22 %	▼ 3 %	(n=1733)
Age	Under 35	4 %	9 %	30 %	31 %	22 %	4 %	(n=697)
	35-49	5 %	9 %	29 %	34 %	19 %	5 %	(n=949)
	50-64	6 %	9 %	27 %	31 %	21 %	5 %	(n=876)
	65 or older	6 %	11 %	28 %	29 %	21 %	5 %	(n=759)
Type of residence	Apartment	5 %	9 %	28 %	31 %	21 %	5 %	(n=1817)
	House	6 %	10 %	29 %	32 %	20 %	4 %	(n=1465)
Electricity bill*	Electronic bill	▲ 6 %	9 %	28 %	32 %	21 %	5 %	(n=2852)
	Paper invoice by mail	▼ 3 %	12 %	34 %	29 %	18 %	4 %	(n=430)
Type of contract*	Fixed price	▼ 4 %	10 %	27 %	▲ 34 %	21 %	4 %	(n=1566)
	Variable price	▲ 7 %	9 %	31 %	31 %	18 %	4 %	(n=877)
	Spot price	6 %	9 %	27 %	29 %	24 %	5 %	(n=693)
Customer type*	Active	6 %	8 %	27 %	32 %	22 %	4 %	(n=1619)
	Aware	4 %	11 %	29 %	32 %	21 %	▼ 3 %	(n=673)
	Inactive	6 %	10 %	31 %	29 %	▼ 17 %	▲ 7 %	(n=990)
Annual kWh-use	Less than 5,000 kWh	6 %	9 %	28 %	31 %	21 %	4 %	(n=793)
	5,000 - 9,999 kWh	6 %	10 %	30 %	31 %	21 %	3 %	(n=615)
	10,000 - 14,999 kWh	4 %	9 %	30 %	33 %	23 %	▼ 1 %	(n=538)
	15,000 - 19,999 kWh	4 %	10 %	29 %	34 %	19 %	4 %	(n=396)
	More than 20,000 kWh	6 %	8 %	25 %	30 %	▲ 28 %	2 %	(n=323)
Affected by high prices*	Low extent/not at all	▼ 4 %	9 %	▼ 25 %	33 %	24 %	5 %	(n=910)
	Some extent	▼ 4 %	9 %	▲ 35 %	31 %	▼ 17 %	4 %	(n=853)
	High extent	▲ 7 %	10 %	27 %	31 %	21 %	3 %	(n=1471)
Country*	Sweden	▼ 3 %	8 %	31 %	33 %	20 %	5 %	(n=743)
	Finland	▼ 3 %	10 %	29 %	▲ 36 %	▼ 17 %	4 %	(n=1021)
	Norway	5 %	▼ 7 %	25 %	29 %	▲ 29 %	5 %	(n=908)
	Denmark	▲ 12 %	▲ 14 %	28 %	▼ 27 %	▼ 13 %	6 %	(n=610)
Year*	2018	6 %	10 %	28 %	30 %	20 %	▲ 7 %	(n=3099)
	2022	5 %	9 %	29 %	32 %	20 %	▼ 5 %	(n=3282)
Total		5 %	9 %	29 %	32 %	20 %	5 %	(n=3282)

▲ = Significantly higher

▼ = Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - It was easy to find trustworthy information and necessary advice

Average scores on a scale from 0 to 100. 0 = "1 = Not at all" and 100 = "5 = High extent".



■ No significant difference ■ Significantly higher ■ Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - It was easy and straightforward to sign an electricity contract

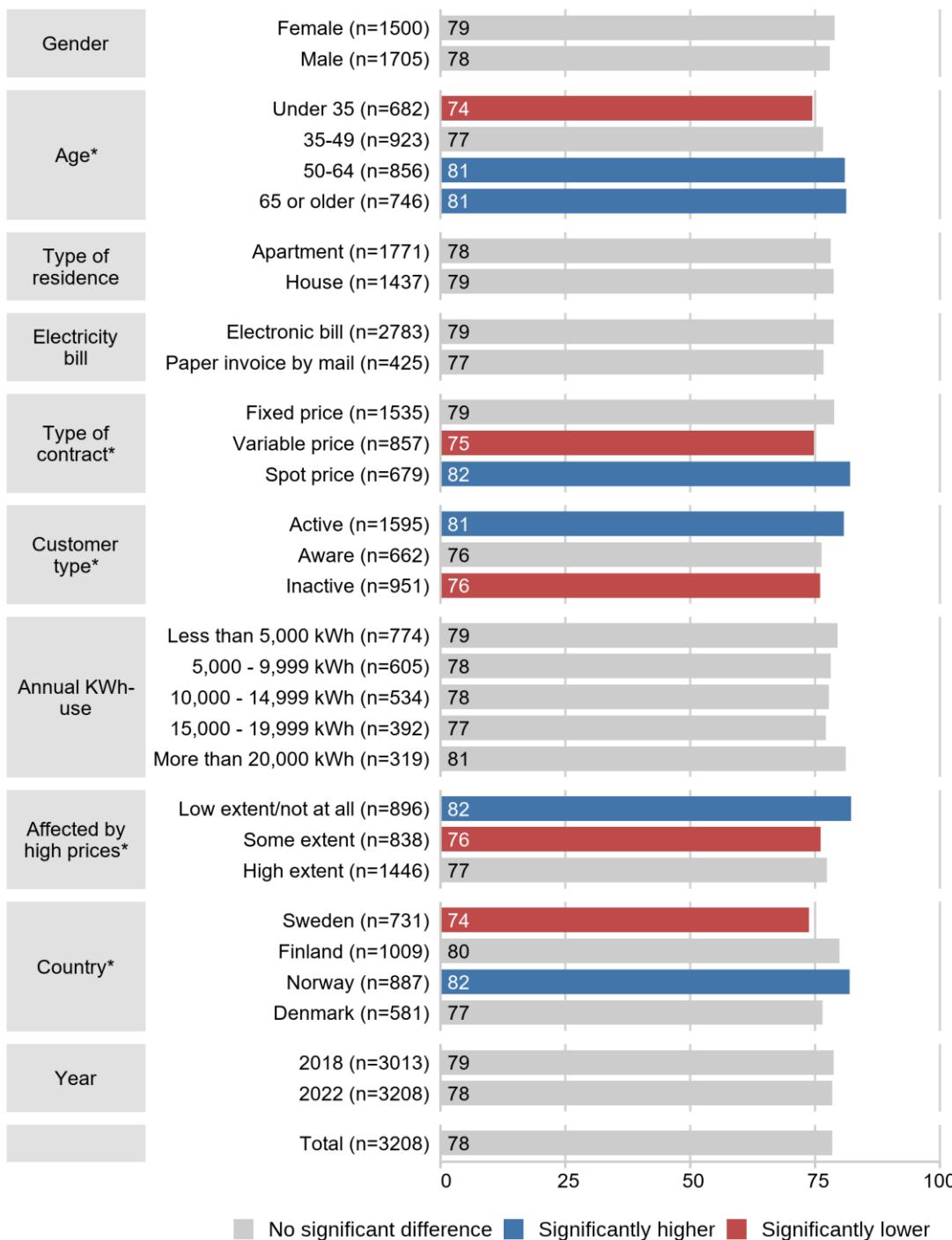
		1 = Not at all	2	3	4	5 = High extent	Do not know	Number of responses
Gender	Female	1 %	5 %	15 %	32 %	44 %	3 %	(n=1546)
	Male	2 %	5 %	17 %	31 %	44 %	2 %	(n=1733)
Age*	Under 35	2 %	6 %	▲ 21 %	31 %	▼ 37 %	2 %	(n=697)
	35-49	2 %	5 %	17 %	33 %	▼ 40 %	3 %	(n=949)
	50-64	2 %	▼ 3 %	14 %	30 %	▲ 49 %	2 %	(n=876)
	65 or older	1 %	5 %	▼ 12 %	30 %	▲ 50 %	2 %	(n=759)
Type of residence	Apartment	2 %	5 %	16 %	31 %	44 %	3 %	(n=1817)
	House	2 %	4 %	16 %	32 %	45 %	2 %	(n=1465)
Electricity bill	Electronic bill	2 %	5 %	15 %	31 %	45 %	2 %	(n=2852)
	Paper invoice by mail	2 %	5 %	19 %	31 %	41 %	1 %	(n=430)
Type of contract*	Fixed price	1 %	5 %	16 %	31 %	45 %	2 %	(n=1566)
	Variable price	2 %	6 %	18 %	34 %	▼ 37 %	2 %	(n=877)
	Spot price	2 %	▼ 3 %	▼ 13 %	28 %	▲ 53 %	2 %	(n=693)
Customer type*	Active	2 %	4 %	▼ 14 %	29 %	▲ 50 %	▼ 1 %	(n=1619)
	Aware	2 %	6 %	19 %	31 %	41 %	2 %	(n=673)
	Inactive	2 %	5 %	17 %	▲ 35 %	▼ 37 %	▲ 4 %	(n=990)
Annual KWh-use*	Less than 5,000 kWh	2 %	5 %	15 %	30 %	47 %	2 %	(n=793)
	5,000 - 9,999 kWh	2 %	5 %	18 %	28 %	45 %	2 %	(n=615)
	10,000 - 14,999 kWh	1 %	6 %	16 %	34 %	42 %	1 %	(n=538)
	15,000 - 19,999 kWh	1 %	5 %	20 %	32 %	41 %	1 %	(n=396)
	More than 20,000 kWh	2 %	4 %	▼ 11 %	30 %	51 %	1 %	(n=323)
Affected by high prices*	Low extent/not at all	2 %	4 %	▼ 12 %	28 %	▲ 53 %	2 %	(n=910)
	Some extent	1 %	5 %	▲ 20 %	34 %	▼ 38 %	2 %	(n=853)
	High extent	2 %	5 %	16 %	31 %	43 %	2 %	(n=1471)
Country*	Sweden	2 %	▲ 7 %	▲ 20 %	33 %	▼ 36 %	2 %	(n=743)
	Finland	▼ 1 %	4 %	14 %	▲ 35 %	44 %	▼ 1 %	(n=1021)
	Norway	2 %	▼ 3 %	13 %	▼ 26 %	▲ 53 %	2 %	(n=908)
	Denmark	2 %	5 %	18 %	30 %	40 %	▲ 5 %	(n=610)
Year*	2018	▲ 3 %	4 %	▼ 13 %	31 %	46 %	3 %	(n=3099)
	2022	▼ 2 %	5 %	▲ 16 %	31 %	44 %	2 %	(n=3282)
Total		2 %	5 %	16 %	31 %	44 %	2 %	(n=3282)

▲ = Significantly higher

▼ = Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - It was easy and straightforward to sign an electricity contract

Average scores on a scale from 0 to 100. 0 = "1 = Not at all" and 100 = "5 = High extent".



■ No significant difference ■ Significantly higher ■ Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - I could easily compare different electricity contracts with each other

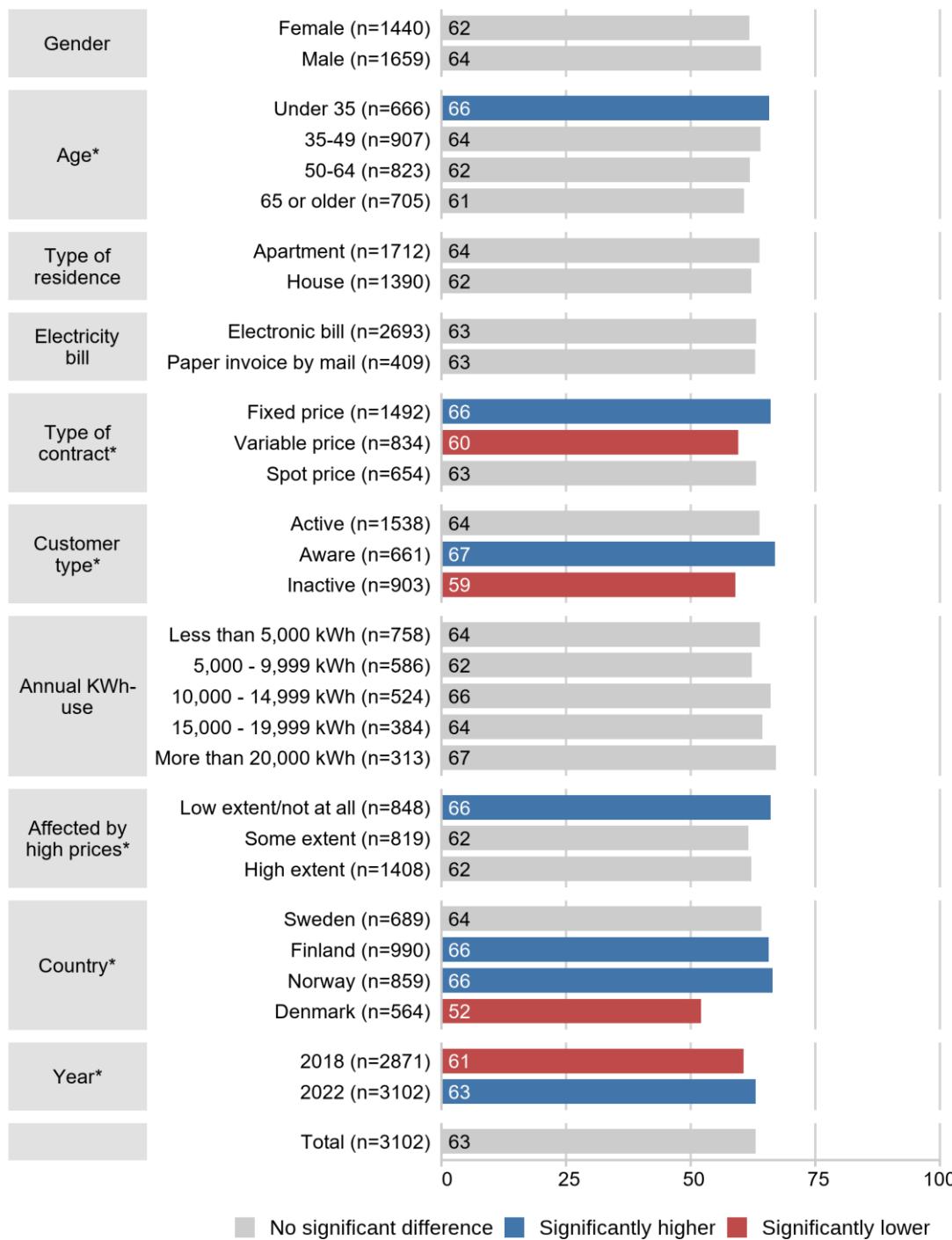
		1 = Not at all	2	3	4	5 = High extent	Do not know	Number of responses
Gender*	Female	6 %	12 %	28 %	28 %	▼ 20 %	▲ 7 %	(n=1546)
	Male	6 %	10 %	28 %	28 %	▲ 24 %	▼ 4 %	(n=1733)
Age*	Under 35	▼ 4 %	9 %	29 %	31 %	23 %	4 %	(n=697)
	35-49	6 %	9 %	28 %	▲ 31 %	22 %	4 %	(n=949)
	50-64	7 %	13 %	27 %	▼ 23 %	24 %	6 %	(n=876)
	65 or older	7 %	13 %	27 %	25 %	21 %	7 %	(n=759)
Type of residence	Apartment	5 %	10 %	28 %	29 %	22 %	6 %	(n=1817)
	House	7 %	12 %	28 %	26 %	23 %	5 %	(n=1465)
Electricity bill	Electronic bill	6 %	11 %	27 %	28 %	22 %	6 %	(n=2852)
	Paper invoice by mail	5 %	12 %	29 %	27 %	22 %	5 %	(n=430)
Type of contract*	Fixed price	5 %	10 %	27 %	29 %	▲ 25 %	5 %	(n=1566)
	Variable price	6 %	13 %	31 %	27 %	▼ 18 %	5 %	(n=877)
	Spot price	7 %	11 %	25 %	26 %	25 %	6 %	(n=693)
Customer type*	Active	6 %	11 %	26 %	27 %	▲ 25 %	5 %	(n=1619)
	Aware	▼ 4 %	10 %	26 %	▲ 34 %	25 %	▼ 2 %	(n=673)
	Inactive	7 %	11 %	30 %	25 %	▼ 17 %	▲ 9 %	(n=990)
Annual KWh-use*	Less than 5,000 kWh	6 %	11 %	28 %	28 %	24 %	4 %	(n=793)
	5,000 - 9,999 kWh	7 %	11 %	28 %	27 %	22 %	5 %	(n=615)
	10,000 - 14,999 kWh	4 %	11 %	26 %	33 %	24 %	3 %	(n=538)
	15,000 - 19,999 kWh	3 %	11 %	31 %	30 %	22 %	3 %	(n=396)
	More than 20,000 kWh	7 %	11 %	22 %	25 %	▲ 33 %	3 %	(n=323)
Affected by high prices*	Low extent/not at all	5 %	9 %	26 %	26 %	▲ 27 %	▲ 7 %	(n=910)
	Some extent	5 %	11 %	▲ 32 %	30 %	▼ 18 %	4 %	(n=853)
	High extent	7 %	12 %	26 %	28 %	23 %	4 %	(n=1471)
Country*	Sweden	5 %	9 %	29 %	27 %	22 %	7 %	(n=743)
	Finland	▼ 3 %	10 %	28 %	▲ 32 %	23 %	▼ 3 %	(n=1021)
	Norway	6 %	9 %	25 %	28 %	▲ 27 %	5 %	(n=908)
	Denmark	▲ 12 %	▲ 18 %	28 %	▼ 20 %	▼ 15 %	8 %	(n=610)
Year*	2018	7 %	13 %	25 %	27 %	20 %	▲ 7 %	(n=3099)
	2022	6 %	11 %	28 %	28 %	22 %	▼ 5 %	(n=3282)
Total		6 %	11 %	28 %	28 %	22 %	5 %	(n=3282)

▲ = Significantly higher

▼ = Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - I could easily compare different electricity contracts with each other

Average scores on a scale from 0 to 100. 0 = "1 = Not at all" and 100 = "5 = High extent".



■ No significant difference ■ Significantly higher ■ Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - I trusted the information and advice from sellers

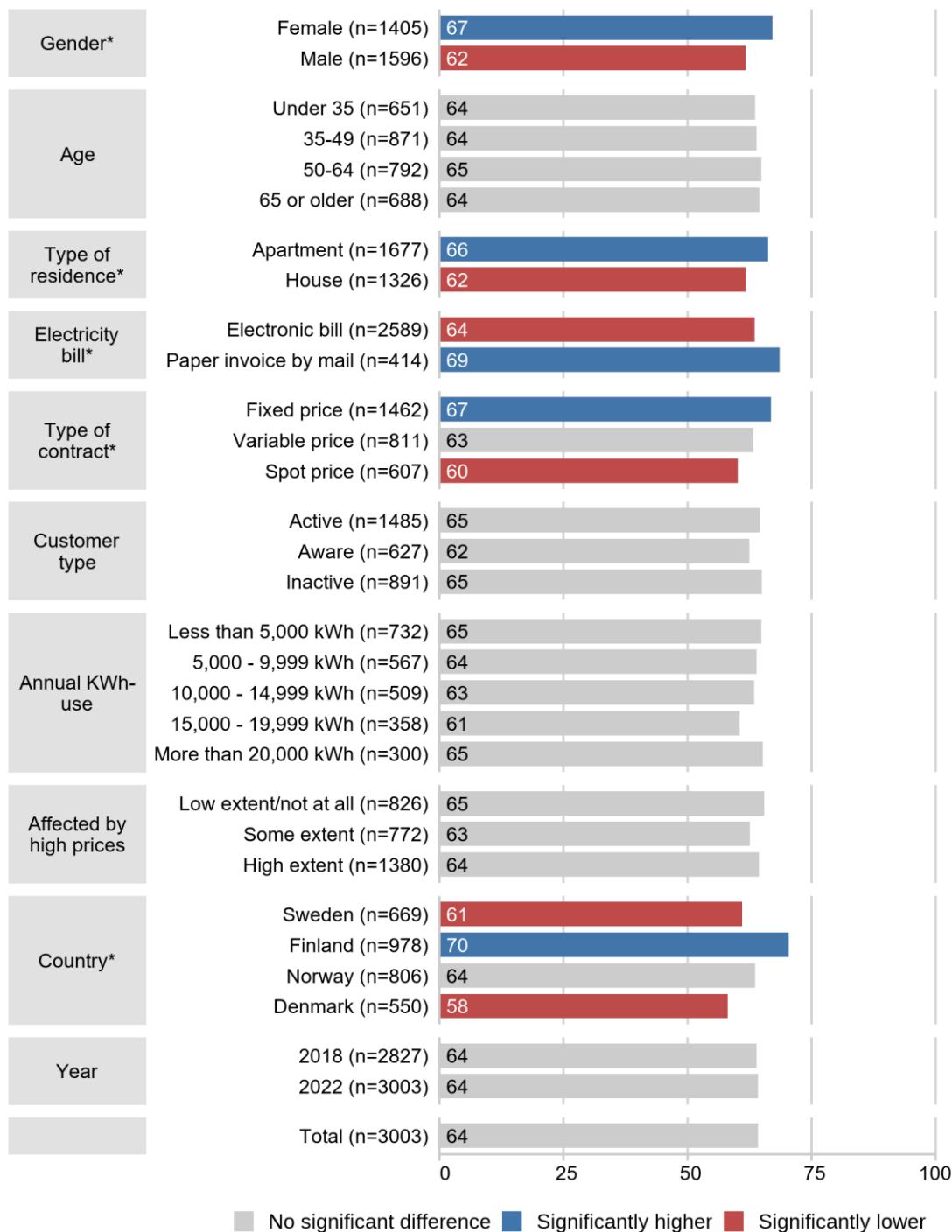
		1 = Not at all	2	3	4	5 = High extent	Do not know	Number of responses
Gender*	Female	▼ 4 %	7 %	25 %	33 %	22 %	9 %	(n=1546)
	Male	▲ 8 %	9 %	26 %	29 %	20 %	8 %	(n=1733)
Age	Under 35	6 %	9 %	27 %	31 %	21 %	7 %	(n=697)
	35-49	6 %	8 %	26 %	33 %	19 %	8 %	(n=949)
	50-64	6 %	7 %	26 %	29 %	22 %	10 %	(n=876)
	65 or older	6 %	8 %	24 %	31 %	21 %	9 %	(n=759)
Type of residence*	Apartment	▼ 5 %	7 %	26 %	32 %	▲ 23 %	8 %	(n=1817)
	House	▲ 7 %	9 %	26 %	30 %	▼ 18 %	9 %	(n=1465)
Electricity bill*	Electronic bill	▲ 7 %	8 %	26 %	31 %	▼ 20 %	▲ 9 %	(n=2852)
	Paper invoice by mail	▼ 3 %	9 %	24 %	34 %	▲ 26 %	▼ 4 %	(n=430)
Type of contract*	Fixed price	▼ 5 %	7 %	26 %	33 %	▲ 23 %	▼ 7 %	(n=1566)
	Variable price	6 %	9 %	27 %	33 %	18 %	8 %	(n=877)
	Spot price	▲ 10 %	9 %	24 %	▼ 26 %	19 %	▲ 12 %	(n=693)
Customer type*	Active	7 %	8 %	24 %	31 %	22 %	8 %	(n=1619)
	Aware	6 %	9 %	29 %	29 %	20 %	7 %	(n=673)
	Inactive	5 %	7 %	26 %	33 %	19 %	10 %	(n=990)
Annual kWh-use	Less than 5,000 kWh	6 %	8 %	26 %	30 %	23 %	8 %	(n=793)
	5,000 - 9,999 kWh	7 %	9 %	23 %	32 %	21 %	8 %	(n=615)
	10,000 - 14,999 kWh	6 %	9 %	28 %	33 %	19 %	5 %	(n=538)
	15,000 - 19,999 kWh	7 %	8 %	▲ 32 %	28 %	▼ 16 %	10 %	(n=396)
	More than 20,000 kWh	7 %	7 %	22 %	33 %	23 %	7 %	(n=323)
Affected by high prices*	Low extent/not at all	6 %	7 %	25 %	▼ 28 %	▲ 24 %	9 %	(n=910)
	Some extent	5 %	9 %	28 %	32 %	▼ 16 %	9 %	(n=853)
	High extent	7 %	8 %	25 %	33 %	21 %	▼ 6 %	(n=1471)
Country*	Sweden	7 %	9 %	▲ 31 %	▼ 25 %	19 %	10 %	(n=743)
	Finland	▼ 2 %	▼ 5 %	26 %	▲ 38 %	▲ 24 %	▼ 4 %	(n=1021)
	Norway	8 %	8 %	23 %	28 %	22 %	▲ 11 %	(n=908)
	Denmark	▲ 10 %	11 %	24 %	31 %	▼ 15 %	10 %	(n=610)
Year	2018	7 %	8 %	25 %	30 %	21 %	9 %	(n=3099)
	2022	6 %	8 %	26 %	31 %	21 %	9 %	(n=3282)
Total		6 %	8 %	26 %	31 %	21 %	9 %	(n=3282)

▲ = Significantly higher

▼ = Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - I trusted the information and advice from sellers

Average scores on a scale from 0 to 100. 0 = "1 = Not at all" and 100 = "5 = High extent".



■ No significant difference ■ Significantly higher ■ Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - There were many different electricity suppliers to choose from that meet my needs

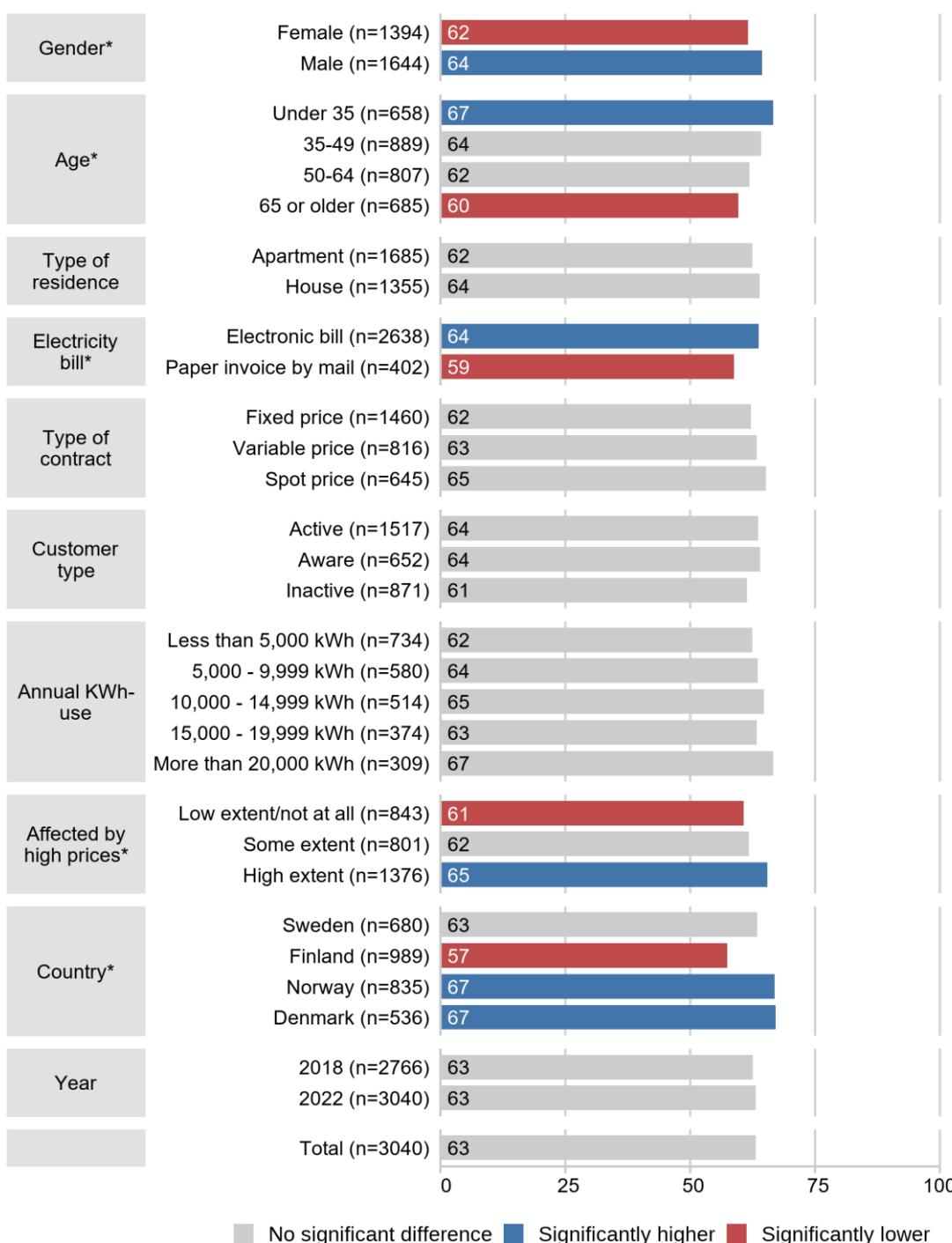
		1 = Not at all	2	3	4	5 = High extent	Do not know	Number of responses
Gender*	Female	5 %	▲11 %	27 %	29 %	17 %	▲10 %	(n=1546)
	Male	5 %	▼8 %	29 %	34 %	19 %	▼5 %	(n=1733)
Age*	Under 35	4 %	7 %	27 %	33 %	▲23 %	6 %	(n=697)
	35-49	4 %	8 %	30 %	34 %	18 %	6 %	(n=949)
	50-64	6 %	10 %	28 %	30 %	18 %	8 %	(n=876)
	65 or older	▲7 %	10 %	28 %	30 %	▼15 %	▲10 %	(n=759)
Type of residence*	Apartment	▲7 %	9 %	28 %	31 %	18 %	7 %	(n=1817)
	House	▼4 %	10 %	28 %	33 %	18 %	8 %	(n=1465)
Electricity bill*	Electronic bill	▼5 %	9 %	28 %	32 %	19 %	8 %	(n=2852)
	Paper invoice by mail	▲8 %	11 %	30 %	28 %	16 %	7 %	(n=430)
Type of contract	Fixed price	6 %	10 %	28 %	31 %	18 %	7 %	(n=1566)
	Variable price	5 %	9 %	28 %	33 %	18 %	7 %	(n=877)
	Spot price	4 %	8 %	28 %	33 %	20 %	7 %	(n=693)
Customer type*	Active	6 %	9 %	27 %	32 %	20 %	6 %	(n=1619)
	Aware	4 %	10 %	32 %	32 %	20 %	▼3 %	(n=673)
	Inactive	5 %	9 %	29 %	31 %	▼14 %	▲12 %	(n=990)
Annual KWh-use	Less than 5,000 kWh	6 %	8 %	29 %	30 %	18 %	7 %	(n=793)
	5,000 - 9,999 kWh	5 %	10 %	28 %	32 %	19 %	6 %	(n=615)
	10,000 - 14,999 kWh	4 %	10 %	25 %	36 %	20 %	4 %	(n=538)
	15,000 - 19,999 kWh	5 %	8 %	33 %	31 %	18 %	6 %	(n=396)
	More than 20,000 kWh	4 %	10 %	24 %	34 %	24 %	4 %	(n=323)
Affected by high prices*	Low extent/not at all	▲7 %	10 %	28 %	29 %	18 %	7 %	(n=910)
	Some extent	4 %	10 %	32 %	33 %	▼15 %	6 %	(n=853)
	High extent	5 %	8 %	27 %	33 %	▲21 %	6 %	(n=1471)
Country*	Sweden	4 %	8 %	▲34 %	29 %	17 %	8 %	(n=743)
	Finland	▲9 %	▲13 %	28 %	32 %	▼14 %	▼3 %	(n=1021)
	Norway	4 %	8 %	26 %	32 %	▲23 %	8 %	(n=908)
	Denmark	▼2 %	7 %	25 %	34 %	19 %	▲12 %	(n=610)
Year*	2018	6 %	8 %	27 %	▼28 %	19 %	▲11 %	(n=3099)
	2022	5 %	9 %	28 %	▲32 %	18 %	▼7 %	(n=3282)
Total		5 %	9 %	28 %	32 %	18 %	7 %	(n=3282)

▲ = Significantly higher

▼ = Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - There were many different electricity suppliers to choose from that meet my needs

Average scores on a scale from 0 to 100. 0 = "1 = Not at all" and 100 = "5 = High extent".



■ No significant difference ■ Significantly higher ■ Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - There were many different products/contracts to choose from that meet my needs

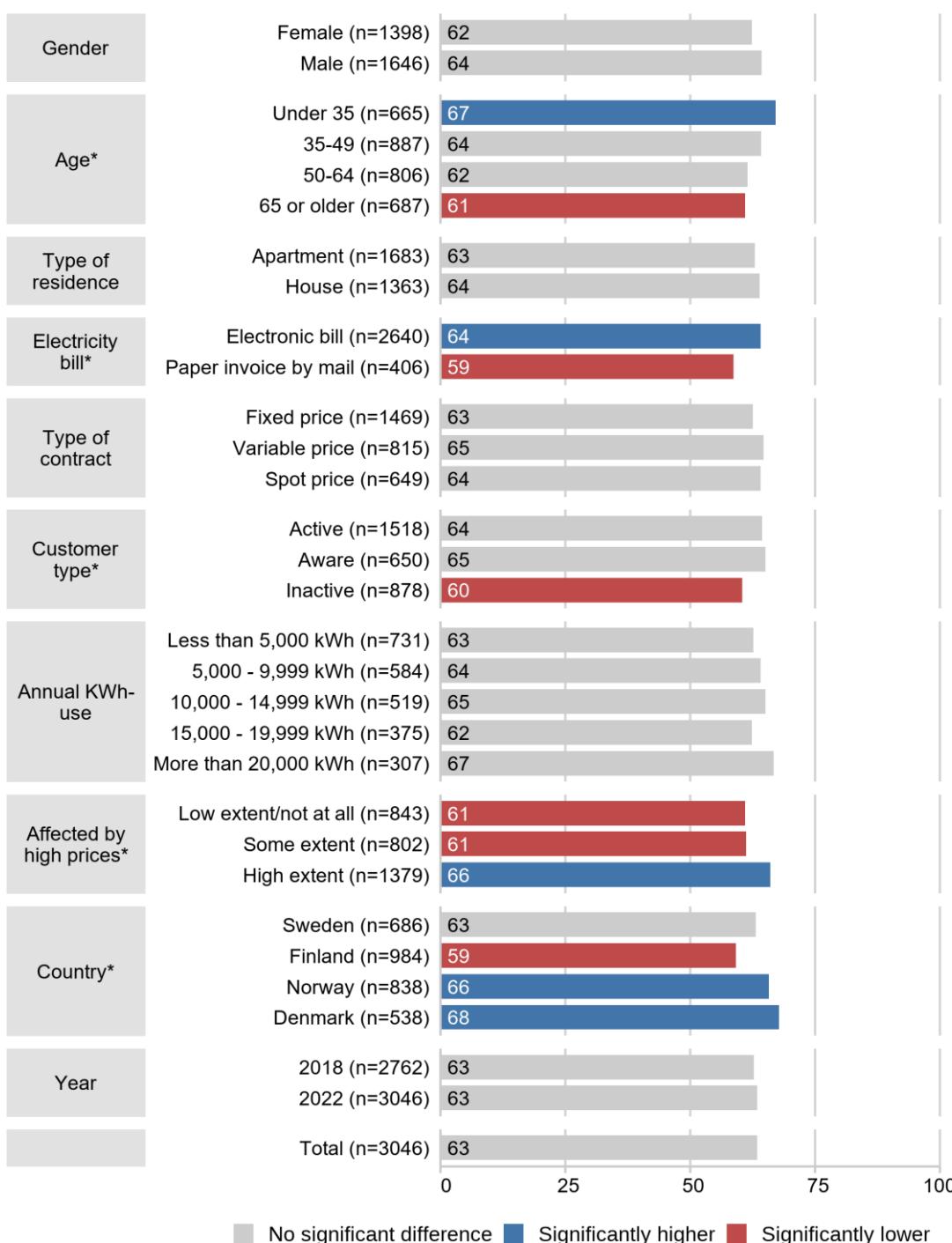
		1 = Not at all	2	3	4	5 = High extent	Do not know	Number of responses
Gender*	Female	5 %	10 %	29 %	▼ 30 %	17 %	▲ 10 %	(n=1546)
	Male	5 %	8 %	29 %	▲ 35 %	19 %	▼ 5 %	(n=1733)
Age*	Under 35	3 %	8 %	27 %	35 %	▲ 23 %	▼ 5 %	(n=697)
	35-49	4 %	8 %	30 %	34 %	18 %	7 %	(n=949)
	50-64	6 %	9 %	30 %	31 %	16 %	8 %	(n=876)
	65 or older	6 %	10 %	30 %	29 %	16 %	9 %	(n=759)
Type of residence	Apartment	5 %	9 %	29 %	32 %	18 %	7 %	(n=1817)
	House	4 %	9 %	30 %	33 %	18 %	7 %	(n=1465)
Electricity bill*	Electronic bill	4 %	8 %	29 %	32 %	18 %	7 %	(n=2852)
	Paper invoice by mail	7 %	12 %	30 %	31 %	14 %	6 %	(n=430)
Type of contract	Fixed price	5 %	9 %	30 %	32 %	17 %	6 %	(n=1566)
	Variable price	4 %	9 %	26 %	34 %	19 %	7 %	(n=877)
	Spot price	4 %	8 %	30 %	33 %	18 %	6 %	(n=693)
Customer type*	Active	5 %	9 %	27 %	32 %	▲ 21 %	6 %	(n=1619)
	Aware	▼ 3 %	9 %	30 %	▲ 37 %	18 %	▼ 3 %	(n=673)
	Inactive	5 %	9 %	32 %	29 %	▼ 13 %	▲ 11 %	(n=990)
Annual KWh-use	Less than 5,000 kWh	5 %	10 %	29 %	30 %	19 %	▲ 8 %	(n=793)
	5,000 - 9,999 kWh	4 %	9 %	29 %	36 %	17 %	5 %	(n=615)
	10,000 - 14,999 kWh	4 %	9 %	29 %	35 %	20 %	▼ 4 %	(n=538)
	15,000 - 19,999 kWh	5 %	9 %	31 %	34 %	16 %	5 %	(n=396)
	More than 20,000 kWh	4 %	7 %	28 %	32 %	24 %	5 %	(n=323)
Affected by high prices*	Low extent/not at all	6 %	11 %	28 %	29 %	17 %	7 %	(n=910)
	Some extent	4 %	9 %	▲ 34 %	33 %	▼ 14 %	6 %	(n=853)
	High extent	4 %	7 %	27 %	34 %	▲ 21 %	6 %	(n=1471)
Country*	Sweden	4 %	7 %	▲ 34 %	31 %	16 %	8 %	(n=743)
	Finland	▲ 8 %	▲ 12 %	30 %	33 %	▼ 14 %	▼ 4 %	(n=1021)
	Norway	4 %	8 %	27 %	31 %	▲ 22 %	8 %	(n=908)
	Denmark	▼ 2 %	7 %	27 %	33 %	20 %	▲ 12 %	(n=610)
Year*	2018	6 %	8 %	28 %	▼ 29 %	18 %	▲ 11 %	(n=3099)
	2022	5 %	9 %	29 %	▲ 32 %	18 %	▼ 7 %	(n=3282)
Total		5 %	9 %	29 %	32 %	18 %	7 %	(n=3282)

▲ = Significantly higher

▼ = Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - There were many different products/contracts to choose from that meet my needs

Average scores on a scale from 0 to 100. 0 = "1 = Not at all" and 100 = "5 = High extent".



■ No significant difference ■ Significantly higher ■ Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - It was easy to understand what is included in the price / agreement

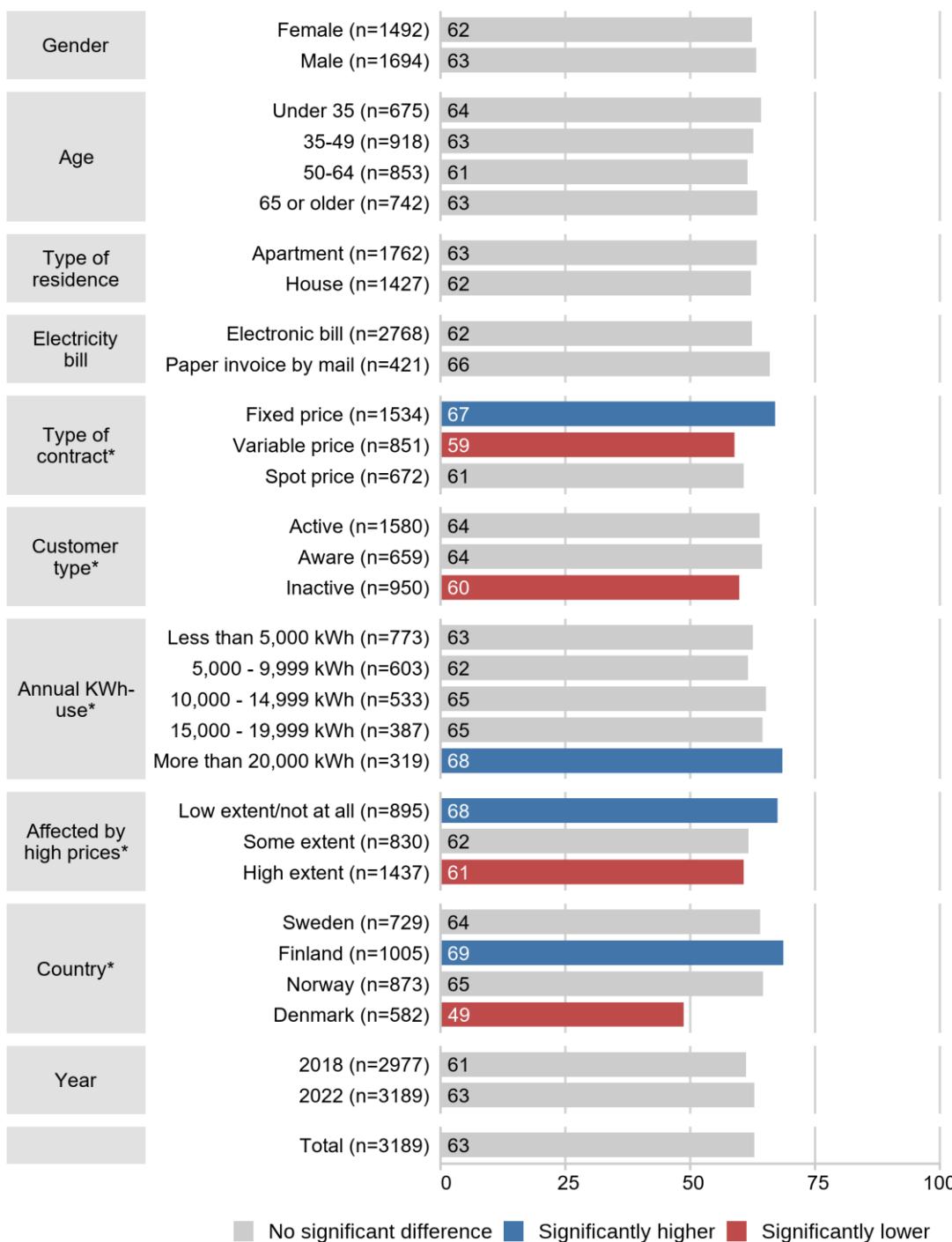
		1 = Not at all	2	3	4	5 = High extent	Do not know	Number of responses
Gender	Female	7 %	13 %	24 %	29 %	23 %	3 %	(n=1546)
	Male	8 %	11 %	23 %	31 %	24 %	2 %	(n=1733)
Age*	Under 35	▼ 5 %	10 %	▲ 28 %	33 %	21 %	3 %	(n=697)
	35-49	7 %	11 %	25 %	31 %	22 %	3 %	(n=949)
	50-64	9 %	15 %	22 %	27 %	25 %	3 %	(n=876)
	65 or older	9 %	13 %	▼ 20 %	30 %	27 %	2 %	(n=759)
Type of residence	Apartment	7 %	12 %	24 %	31 %	24 %	3 %	(n=1817)
	House	8 %	13 %	24 %	29 %	24 %	3 %	(n=1465)
Electricity bill*	Electronic bill	▲ 8 %	12 %	24 %	30 %	23 %	3 %	(n=2852)
	Paper invoice by mail	▼ 3 %	13 %	25 %	32 %	25 %	2 %	(n=430)
Type of contract*	Fixed price	▼ 5 %	▼ 10 %	22 %	▲ 33 %	▲ 27 %	2 %	(n=1566)
	Variable price	▲ 10 %	14 %	26 %	28 %	▼ 20 %	3 %	(n=877)
	Spot price	9 %	14 %	24 %	27 %	23 %	3 %	(n=693)
Customer type*	Active	8 %	12 %	▼ 21 %	30 %	▲ 26 %	2 %	(n=1619)
	Aware	6 %	12 %	23 %	32 %	25 %	2 %	(n=673)
	Inactive	7 %	13 %	▲ 28 %	28 %	▼ 19 %	4 %	(n=990)
Annual KWh-use	Less than 5,000 kWh	8 %	12 %	23 %	30 %	24 %	3 %	(n=793)
	5,000 - 9,999 kWh	9 %	13 %	23 %	27 %	25 %	2 %	(n=615)
	10,000 - 14,999 kWh	6 %	12 %	23 %	33 %	25 %	1 %	(n=538)
	15,000 - 19,999 kWh	6 %	11 %	24 %	33 %	23 %	2 %	(n=396)
	More than 20,000 kWh	6 %	9 %	20 %	32 %	31 %	1 %	(n=323)
Affected by high prices*	Low extent/not at all	▼ 5 %	11 %	22 %	30 %	▲ 31 %	2 %	(n=910)
	Some extent	7 %	12 %	27 %	31 %	▼ 20 %	3 %	(n=853)
	High extent	▲ 9 %	13 %	24 %	30 %	22 %	2 %	(n=1471)
Country*	Sweden	6 %	10 %	▲ 28 %	31 %	23 %	2 %	(n=743)
	Finland	▼ 3 %	10 %	22 %	▲ 36 %	▲ 27 %	▼ 2 %	(n=1021)
	Norway	8 %	11 %	22 %	28 %	▲ 28 %	4 %	(n=908)
	Denmark	▲ 16 %	▲ 20 %	25 %	▼ 22 %	▼ 13 %	5 %	(n=610)
Year	2018	9 %	13 %	24 %	29 %	22 %	4 %	(n=3099)
	2022	8 %	12 %	24 %	30 %	24 %	3 %	(n=3282)
Total		8 %	12 %	24 %	30 %	24 %	3 %	(n=3282)

▲ = Significantly higher

▼ = Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - It was easy to understand what is included in the price / agreement

Average scores on a scale from 0 to 100. 0 = "1 = Not at all" and 100 = "5 = High extent".



■ No significant difference ■ Significantly higher ■ Significantly lower

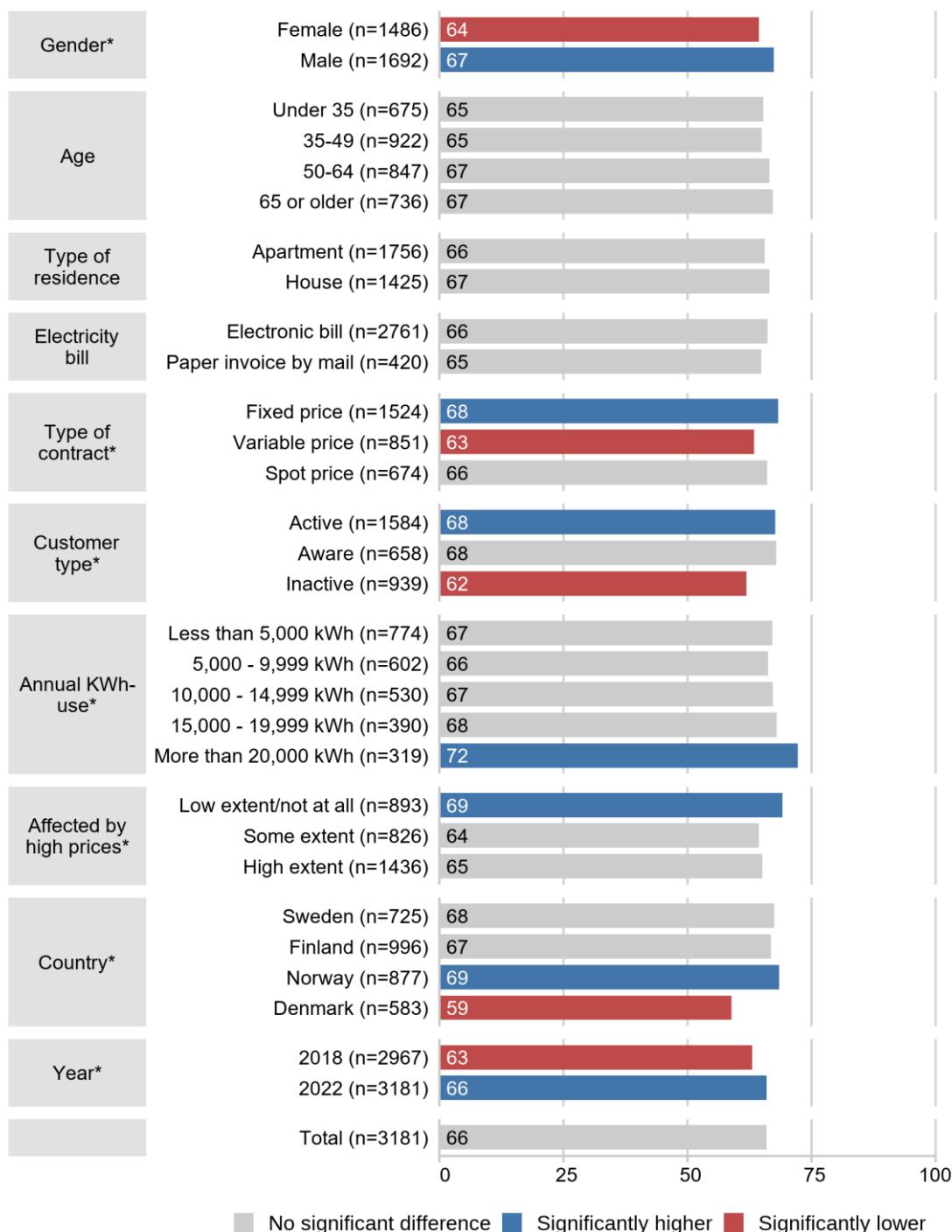
Before you made your current choice of electricity contract, to what extent did you experience the following: - I was well-informed

		1 = Not at all	2	3	4	5 = High extent	Do not know	Number of responses
Gender*	Female	4 %	10 %	29 %	33 %	21 %	4 %	(n=1546)
	Male	3 %	9 %	27 %	35 %	24 %	2 %	(n=1733)
Age	Under 35	3 %	11 %	29 %	32 %	22 %	3 %	(n=697)
	35-49	4 %	8 %	28 %	▲ 38 %	▼ 19 %	3 %	(n=949)
	50-64	4 %	9 %	28 %	32 %	24 %	3 %	(n=876)
	65 or older	3 %	10 %	25 %	33 %	25 %	3 %	(n=759)
Type of residence	Apartment	4 %	9 %	27 %	34 %	22 %	3 %	(n=1817)
	House	3 %	9 %	28 %	35 %	23 %	3 %	(n=1465)
Electricity bill	Electronic bill	4 %	9 %	28 %	34 %	22 %	3 %	(n=2852)
	Paper invoice by mail	4 %	12 %	26 %	33 %	23 %	2 %	(n=430)
Type of contract*	Fixed price	3 %	▼ 7 %	26 %	37 %	24 %	3 %	(n=1566)
	Variable price	4 %	▲ 12 %	30 %	33 %	▼ 19 %	3 %	(n=877)
	Spot price	3 %	10 %	28 %	33 %	23 %	3 %	(n=693)
Customer type*	Active	4 %	8 %	26 %	35 %	▲ 25 %	▼ 2 %	(n=1619)
	Aware	▼ 2 %	9 %	27 %	37 %	23 %	2 %	(n=673)
	Inactive	5 %	11 %	31 %	31 %	▼ 17 %	▲ 5 %	(n=990)
Annual kWh-use*	Less than 5,000 kWh	4 %	8 %	26 %	35 %	24 %	2 %	(n=793)
	5,000 - 9,999 kWh	3 %	10 %	28 %	34 %	22 %	2 %	(n=615)
	10,000 - 14,999 kWh	3 %	9 %	27 %	38 %	22 %	1 %	(n=538)
	15,000 - 19,999 kWh	▼ 1 %	10 %	28 %	37 %	23 %	2 %	(n=396)
	More than 20,000 kWh	3 %	6 %	21 %	35 %	▲ 33 %	1 %	(n=323)
Affected by high prices*	Low extent/not at all	3 %	8 %	▼ 24 %	35 %	▲ 28 %	2 %	(n=910)
	Some extent	3 %	9 %	▲ 33 %	33 %	▼ 19 %	3 %	(n=853)
	High extent	4 %	10 %	27 %	34 %	22 %	2 %	(n=1471)
Country*	Sweden	▼ 2 %	10 %	26 %	37 %	23 %	2 %	(n=743)
	Finland	3 %	9 %	27 %	36 %	22 %	2 %	(n=1021)
	Norway	3 %	9 %	25 %	32 %	▲ 27 %	3 %	(n=908)
	Denmark	▲ 7 %	11 %	▲ 35 %	▼ 29 %	▼ 14 %	4 %	(n=610)
Year*	2018	▲ 6 %	9 %	29 %	33 %	▼ 19 %	4 %	(n=3099)
	2022	▼ 4 %	9 %	28 %	34 %	▲ 22 %	3 %	(n=3282)
Total		4 %	9 %	28 %	34 %	22 %	3 %	(n=3282)

▲ = Significantly higher

▼ = Significantly lower

Before you made your current choice of electricity contract, to what extent did you experience the following: - I was well-informed
Average scores on a scale from 0 to 100. 0 = "1 = Not at all" and 100 = "5 = High extent".



■ No significant difference ■ Significantly higher ■ Significantly lower

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

		Yes	No	Do not know	Number of responses
Gender*	Female	▼ 47 %	▲ 49 %	▲ 4 %	(n=1546)
	Male	▲ 54 %	▼ 43 %	▼ 3 %	(n=1733)
Age*	Under 35	▲ 56 %	▼ 40 %	4 %	(n=697)
	35-49	51 %	45 %	4 %	(n=949)
	50-64	49 %	48 %	3 %	(n=876)
	65 or older	47 %	50 %	3 %	(n=759)
Type of residence*	Apartment	49 %	48 %	4 %	(n=1817)
	House	53 %	43 %	3 %	(n=1465)
Electricity bill*	Electronic bill	51 %	▼ 45 %	4 %	(n=2852)
	Paper invoice by mail	46 %	▲ 52 %	2 %	(n=430)
Type of contract*	Fixed price	▲ 55 %	43 %	▼ 2 %	(n=1566)
	Variable price	49 %	46 %	4 %	(n=877)
	Spot price	47 %	48 %	5 %	(n=693)
Customer type*	Active	50 %	47 %	▼ 2 %	(n=1619)
	Aware	▲ 68 %	▼ 29 %	3 %	(n=673)
	Inactive	▼ 39 %	▲ 55 %	▲ 6 %	(n=990)
Annual KWh-use*	Less than 5,000 kWh	52 %	46 %	2 %	(n=793)
	5,000 - 9,999 kWh	52 %	45 %	3 %	(n=615)
	10,000 - 14,999 kWh	58 %	40 %	1 %	(n=538)
	15,000 - 19,999 kWh	60 %	37 %	4 %	(n=396)
	More than 20,000 kWh	59 %	38 %	3 %	(n=323)
Affected by high prices*	Low extent/not at all	▼ 46 %	▲ 51 %	3 %	(n=910)
	Some extent	51 %	46 %	3 %	(n=853)
	High extent	▲ 55 %	▼ 42 %	3 %	(n=1471)
Country*	Sweden	▲ 55 %	▼ 41 %	4 %	(n=743)
	Finland	54 %	44 %	▼ 2 %	(n=1021)
	Norway	51 %	43 %	▲ 5 %	(n=908)
	Denmark	▼ 38 %	▲ 59 %	3 %	(n=610)
Year*	2018	▼ 47 %	▲ 50 %	3 %	(n=3099)
	2022	▲ 51 %	▼ 46 %	4 %	(n=3282)
Total		51 %	46 %	4 %	(n=3282)

▲ = Significantly higher

▼ = Significantly lower

What comparison tool(s) did you visit online?

		Energiaviraston ylläpitämä sähkönhintavertailusivusto (sahkonhintta.fi)	Strømpris.no (fra Forbrukerrådet)	Elskling	Elpris.dk	Elpriskollen	Kilpailutaja.fi	Compricer	Sähkövertailu.fi	Vertaa.fi	Bytt.no	Other	Can not remember	Number of responses
Gender*	Female	21 %	20 %	14 %	9 %	8 %	1 %	1 %	1 %	1 %	0 %	1 %	▲ 29 %	(n=720)
	Male	20 %	20 %	17 %	11 %	10 %	1 %	1 %	0 %	1 %	0 %	2 %	▼ 21 %	(n=938)
Age*	Under 35	▼ 16 %	▲ 26 %	19 %	11 %	10 %	1 %	1 %	0 %	1 %	0 %	2 %	20 %	(n=391)
	35-49	22 %	23 %	14 %	8 %	9 %	2 %	1 %	1 %	0 %	0 %	1 %	23 %	(n=487)
	50-64	20 %	17 %	17 %	11 %	8 %	1 %	1 %	0 %	0 %	0 %	2 %	26 %	(n=425)
	65 or older	24 %	▼ 13 %	12 %	10 %	11 %	2 %	2 %	1 %	1 %	0 %	2 %	▲ 31 %	(n=356)
Type of residence*	Apartment	▲ 24 %	18 %	16 %	▼ 6 %	10 %	2 %	1 %	1 %	1 %	0 %	1 %	26 %	(n=882)
	House	▼ 16 %	22 %	15 %	▲ 14 %	8 %	1 %	1 %	0 %	0 %	0 %	2 %	24 %	(n=778)
Electricity bill*	Electronic bill	▼ 19 %	21 %	16 %	▲ 11 %	9 %	1 %	1 %	1 %	0 %	0 %	2 %	25 %	(n=1463)
	Paper invoice by mail	▲ 33 %	15 %	13 %	▼ 6 %	11 %	1 %	2 %	1 %	2 %	0 %	1 %	22 %	(n=197)
Type of contract*	Fixed price	▲ 32 %	▼ 10 %	15 %	8 %	8 %	▲ 2 %	1 %	1 %	0 %	0 %	2 %	27 %	(n=862)
	Variable price	▼ 13 %	▼ 15 %	▲ 22 %	▲ 16 %	▲ 15 %	1 %	2 %	1 %	1 %	0 %	1 %	▼ 19 %	(n=433)
	Spot price	▼ 5 %	▲ 54 %	▼ 9 %	▼ 5 %	▼ 2 %	▼ 0 %	1 %	▼ 0 %	▼ 0 %	0 %	2 %	25 %	(n=329)
Customer type*	Active	22 %	21 %	14 %	11 %	▼ 6 %	2 %	1 %	1 %	1 %	0 %	2 %	24 %	(n=816)
	Aware	21 %	▲ 25 %	15 %	8 %	12 %	1 %	1 %	0 %	0 %	0 %	1 %	21 %	(n=459)
	Inactive	17 %	▼ 11 %	19 %	10 %	▲ 13 %	▼ 0 %	1 %	1 %	1 %	0 %	1 %	30 %	(n=385)
Annual kWh-use*	Less than 5,000 kWh	25 %	▼ 10 %	17 %	▲ 15 %	7 %	▲ 3 %	2 %	1 %	1 %	0 %	1 %	25 %	(n=410)
	5,000 - 9,999 kWh	23 %	▼ 14 %	16 %	13 %	8 %	1 %	1 %	1 %	▼ 0 %	1 %	3 %	25 %	(n=320)
	10,000 - 14,999 kWh	20 %	▲ 28 %	18 %	10 %	10 %	1 %	1 %	▼ 0 %	0 %	0 %	1 %	▼ 16 %	(n=314)
	15,000 - 19,999 kWh	25 %	24 %	19 %	▼ 6 %	10 %	▼ 0 %	0 %	1 %	0 %	0 %	1 %	19 %	(n=236)
	More than 20,000 kWh	▼ 11 %	▲ 39 %	12 %	▼ 3 %	9 %	1 %	1 %	▼ 0 %	▼ 0 %	0 %	2 %	26 %	(n=190)
Affected by high prices*	Low extent/not at all	24 %	▼ 12 %	18 %	7 %	7 %	3 %	1 %	1 %	1 %	0 %	2 %	▲ 31 %	(n=416)
	Some extent	22 %	▼ 16 %	17 %	11 %	10 %	0 %	1 %	1 %	0 %	0 %	2 %	23 %	(n=433)
	High extent	18 %	▲ 27 %	14 %	11 %	9 %	1 %	1 %	0 %	0 %	0 %	2 %	22 %	(n=804)
Country*	Sweden	▼ 0 %	▼ 0 %	▲ 57 %	▼ 0 %	▲ 37 %	▼ 0 %	▲ 4 %	▼ 0 %	▼ 0 %	0 %	1 %	▼ 13 %	(n=409)
	Finland	▲ 62 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	▲ 4 %	▼ 0 %	▲ 2 %	▲ 2 %	0 %	2 %	▲ 34 %	(n=552)
	Norway	▼ 0 %	▲ 72 %	▼ 5 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	1 %	2 %	23 %	(n=466)
	Denmark	▼ 0 %	▼ 0 %	▼ 0 %	▲ 71 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	0 %	3 %	27 %	(n=233)
Year	2018	-	-	-	-	-	-	-	-	-	-	-	-	-
	2022	21 %	20 %	16 %	10 %	9 %	1 %	1 %	1 %	1 %	0 %	2 %	25 %	(n=1660)
Total		21 %	20 %	16 %	10 %	9 %	1 %	1 %	1 %	1 %	0 %	2 %	25 %	(n=1660)

▲ = Significantly higher

▼ = Significantly lower

After you signed your current contract, did you experience problems with your new electricity supplier?

		Yes	No	Number of responses
Gender*	Female	▼ 8 %	▲ 92 %	(n=2304)
	Male	▲ 11 %	▼ 89 %	(n=2479)
Age*	Under 35	▲ 22 %	▼ 78 %	(n=884)
	35-49	▲ 12 %	▼ 88 %	(n=1380)
	50-64	▼ 5 %	▲ 95 %	(n=1374)
	65 or older	▼ 4 %	▲ 96 %	(n=1148)
Type of residence*	Apartment	11 %	89 %	(n=2641)
	House	9 %	91 %	(n=2146)
Electricity bill*	Electronic bill	▼ 9 %	▲ 91 %	(n=4107)
	Paper invoice by mail	▲ 15 %	▼ 85 %	(n=680)
Type of contract*	Fixed price	9 %	91 %	(n=2001)
	Variable price	▲ 12 %	▼ 88 %	(n=1550)
	Spot price	▼ 8 %	▲ 92 %	(n=950)
Customer type*	Active	8 %	92 %	(n=1619)
	Aware	▲ 16 %	▼ 84 %	(n=950)
	Inactive	▼ 8 %	▲ 92 %	(n=2218)
Annual kWh-use*	Less than 5,000 kWh	▼ 8 %	▲ 92 %	(n=1106)
	5,000 - 9,999 kWh	11 %	89 %	(n=847)
	10,000 - 14,999 kWh	13 %	87 %	(n=765)
	15,000 - 19,999 kWh	▲ 15 %	▼ 85 %	(n=551)
	More than 20,000 kWh	15 %	85 %	(n=434)
Affected by high prices*	Low extent/not at all	▼ 4 %	▲ 96 %	(n=1377)
	Some extent	10 %	90 %	(n=1249)
	High extent	▲ 14 %	▼ 86 %	(n=2077)
Country*	Sweden	11 %	89 %	(n=1233)
	Finland	▼ 6 %	▲ 94 %	(n=1327)
	Norway	▲ 12 %	▼ 88 %	(n=1280)
	Denmark	11 %	89 %	(n=947)
Year	2018	-	-	(n<5)
	2022	10 %	90 %	(n=4787)
Total		10 %	90 %	(n=4787)

▲ = Significantly higher

▼ = Significantly lower

What kind of problem did you experience?

		The price was higher than agreed in the contract	The contract terms were different from what I expected	The process of switching was more complicated than I expected	The invoice/bill was wrong or difficult to understand	The new supplier's customer service was poor or difficult to get in contact with	I was misled or cheated by the seller	Other	Number of responses
Gender	Female	47 %	37 %	27 %	30 %	22 %	7 %	4 %	(n=191)
	Male	38 %	41 %	28 %	24 %	21 %	11 %	6 %	(n=282)
Age*	Under 35	39 %	40 %	34 %	26 %	21 %	▼ 5 %	▼ 2 %	(n=194)
	35-49	47 %	39 %	23 %	30 %	18 %	6 %	6 %	(n=168)
	50-64	42 %	33 %	23 %	23 %	28 %	▲ 22 %	▲ 14 %	(n=69)
	65 or older	33 %	50 %	19 %	21 %	29 %	▲ 29 %	7 %	(n=42)
Type of residence	Apartment	44 %	40 %	28 %	28 %	19 %	10 %	5 %	(n=288)
	House	37 %	38 %	26 %	24 %	25 %	9 %	6 %	(n=185)
Electricity bill*	Electronic bill	44 %	39 %	25 %	28 %	22 %	11 %	6 %	(n=370)
	Paper invoice by mail	34 %	40 %	37 %	21 %	21 %	7 %	3 %	(n=103)
Type of contract*	Fixed price	48 %	37 %	30 %	25 %	22 %	7 %	4 %	(n=189)
	Variable price	38 %	44 %	27 %	25 %	19 %	9 %	3 %	(n=188)
	Spot price	35 %	35 %	23 %	35 %	26 %	15 %	▲ 15 %	(n=74)
Customer type*	Active	46 %	34 %	25 %	23 %	19 %	10 %	10 %	(n=136)
	Aware	39 %	▲ 48 %	26 %	30 %	24 %	9 %	3 %	(n=155)
	Inactive	41 %	36 %	30 %	27 %	21 %	10 %	5 %	(n=182)
Annual KWh-use*	Less than 5,000 kWh	47 %	34 %	18 %	25 %	▼ 11 %	13 %	10 %	(n=83)
	5,000 - 9,999 kWh	41 %	34 %	29 %	▼ 17 %	19 %	7 %	10 %	(n=94)
	10,000 - 14,999 kWh	39 %	▲ 53 %	27 %	29 %	28 %	10 %	2 %	(n=97)
	15,000 - 19,999 kWh	33 %	40 %	35 %	39 %	22 %	7 %	▼ 0 %	(n=83)
	More than 20,000 kWh	▲ 59 %	41 %	32 %	29 %	30 %	5 %	2 %	(n=63)
Affected by high prices*	Low extent/not at all	40 %	26 %	15 %	19 %	21 %	15 %	11 %	(n=53)
	Some extent	37 %	37 %	30 %	▼ 17 %	15 %	10 %	7 %	(n=126)
	High extent	44 %	43 %	28 %	▲ 32 %	24 %	9 %	4 %	(n=291)
Country*	Sweden	35 %	43 %	34 %	22 %	21 %	8 %	4 %	(n=134)
	Finland	45 %	38 %	17 %	27 %	23 %	10 %	7 %	(n=82)
	Norway	50 %	41 %	28 %	33 %	22 %	10 %	6 %	(n=156)
	Denmark	35 %	34 %	27 %	24 %	21 %	11 %	6 %	(n=101)
Year	2018	-	-	-	-	-	-	-	-
	2022	42 %	39 %	27 %	27 %	22 %	10 %	5 %	(n=473)
Total		42 %	39 %	27 %	27 %	22 %	10 %	5 %	(n=473)

▲ = Significantly higher

▼ = Significantly lower

In what way were you misled or cheated by the seller?

		The seller did not tell me about all the contract terms	My contract terms were changed, or I was moved to a different contract with less favourable terms	I was switched to the new contract without my consent or approval	The seller falsely pretended to call from a company connected to my previous supplier	Other	Number of responses
Gender*	Female	79 %	14 %	14 %	▼ 0 %	7 %	(n=14)
	Male	44 %	38 %	25 %	▲ 31 %	16 %	(n=32)
Age*	Under 35	22 %	11 %	33 %	▲ 67 %	22 %	(n=9)
	35-49	70 %	30 %	10 %	▼ 0 %	20 %	(n=10)
	50-64	53 %	40 %	20 %	20 %	▼ 0 %	(n=15)
	65 or older	67 %	33 %	25 %	8 %	17 %	(n=12)
Type of residence	Apartment	53 %	37 %	17 %	20 %	13 %	(n=30)
	House	56 %	19 %	31 %	25 %	13 %	(n=16)
Electricity bill	Electronic bill	54 %	28 %	▲ 26 %	21 %	13 %	(n=39)
	Paper invoice by mail	57 %	43 %	▼ 0 %	29 %	14 %	(n=7)
Type of contract	Fixed price	46 %	31 %	15 %	31 %	▼ 0 %	(n=13)
	Variable price	47 %	29 %	18 %	29 %	18 %	(n=17)
	Spot price	73 %	27 %	36 %	9 %	27 %	(n=11)
Customer type	Active	57 %	29 %	29 %	14 %	21 %	(n=14)
	Aware	64 %	36 %	29 %	36 %	7 %	(n=14)
	Inactive	44 %	28 %	11 %	17 %	11 %	(n=18)
Annual KWh-use	Less than 5,000 kWh	45 %	45 %	27 %	9 %	0 %	(n=11)
	5,000 - 9,999 kWh	57 %	14 %	14 %	▼ 0 %	14 %	(n=7)
	10,000 - 14,999 kWh	50 %	50 %	40 %	▲ 50 %	10 %	(n=10)
	15,000 - 19,999 kWh	83 %	17 %	17 %	17 %	0 %	(n=6)
	More than 20,000 kWh	-	-	-	-	-	(n<5)
Affected by high prices	Low extent/not at all	50 %	25 %	13 %	25 %	▼ 0 %	(n=8)
	Some extent	42 %	33 %	8 %	33 %	▼ 0 %	(n=12)
	High extent	62 %	31 %	31 %	15 %	▲ 23 %	(n=26)
Country*	Sweden	27 %	45 %	9 %	27 %	36 %	(n=11)
	Finland	75 %	13 %	13 %	25 %	▼ 0 %	(n=8)
	Norway	63 %	38 %	38 %	19 %	13 %	(n=16)
	Denmark	55 %	18 %	18 %	18 %	▼ 0 %	(n=11)
Year	2018	-	-	-	-	-	-
	2022	54 %	30 %	22 %	22 %	13 %	(n=46)
Total		54 %	30 %	22 %	22 %	13 %	(n=46)

▲ = Significantly higher

▼ = Significantly lower

Did you make a complaint regarding your problem?

		Yes	No	Number of responses
Gender	Female	77 %	23 %	(n=191)
	Male	77 %	23 %	(n=282)
Age*	Under 35	▲ 85 %	▼ 15 %	(n=194)
	35-49	72 %	28 %	(n=168)
	50-64	70 %	30 %	(n=69)
	65 or older	74 %	26 %	(n=42)
Type of residence	Apartment	77 %	23 %	(n=288)
	House	76 %	24 %	(n=185)
Electricity bill	Electronic bill	76 %	24 %	(n=370)
	Paper invoice by mail	80 %	20 %	(n=103)
Type of contract	Fixed price	81 %	19 %	(n=189)
	Variable price	73 %	27 %	(n=188)
	Spot price	80 %	20 %	(n=74)
Customer type	Active	80 %	20 %	(n=136)
	Aware	79 %	21 %	(n=155)
	Inactive	73 %	27 %	(n=182)
Annual kWh-use*	Less than 5,000 kWh	88 %	12 %	(n=83)
	5,000 - 9,999 kWh	78 %	22 %	(n=94)
	10,000 - 14,999 kWh	79 %	21 %	(n=97)
	15,000 - 19,999 kWh	83 %	17 %	(n=83)
	More than 20,000 kWh	67 %	33 %	(n=63)
Affected by high prices	Low extent/not at all	81 %	19 %	(n=53)
	Some extent	77 %	23 %	(n=126)
	High extent	76 %	24 %	(n=291)
Country	Sweden	79 %	21 %	(n=134)
	Finland	68 %	32 %	(n=82)
	Norway	76 %	24 %	(n=156)
	Denmark	82 %	18 %	(n=101)
Year	2018	-	-	(n<5)
	2022	77 %	23 %	(n=473)
Total		77 %	23 %	(n=473)

▲ = Significantly higher

▼ = Significantly lower

Did your problem get fixed due to your complaint?

		Yes	No	Number of responses
Gender	Female	76 %	24 %	(n=147)
	Male	75 %	25 %	(n=217)
Age*	Under 35	▲ 84 %	▼ 16 %	(n=164)
	35-49	74 %	26 %	(n=121)
	50-64	65 %	35 %	(n=48)
	65 or older	▼ 55 %	▲ 45 %	(n=31)
Type of residence	Apartment	78 %	22 %	(n=223)
	House	71 %	29 %	(n=141)
Electricity bill*	Electronic bill	73 %	27 %	(n=282)
	Paper invoice by mail	84 %	16 %	(n=82)
Type of contract*	Fixed price	80 %	20 %	(n=153)
	Variable price	80 %	20 %	(n=137)
	Spot price	64 %	36 %	(n=59)
Customer type	Active	79 %	21 %	(n=109)
	Aware	78 %	22 %	(n=123)
	Inactive	70 %	30 %	(n=132)
Annual KWh-use	Less than 5,000 kWh	74 %	26 %	(n=73)
	5,000 - 9,999 kWh	79 %	21 %	(n=73)
	10,000 - 14,999 kWh	81 %	19 %	(n=77)
	15,000 - 19,999 kWh	78 %	22 %	(n=69)
	More than 20,000 kWh	71 %	29 %	(n=42)
Affected by high prices	Low extent/not at all	70 %	30 %	(n=43)
	Some extent	70 %	30 %	(n=97)
	High extent	79 %	21 %	(n=222)
Country	Sweden	73 %	27 %	(n=106)
	Finland	79 %	21 %	(n=56)
	Norway	78 %	22 %	(n=119)
	Denmark	72 %	28 %	(n=83)
Year	2018	-	-	(n<5)
	2022	75 %	25 %	(n=364)
Total		75 %	25 %	(n=364)

▲ = Significantly higher

▼ = Significantly lower

How satisfied were you with the outcome of your complaint?

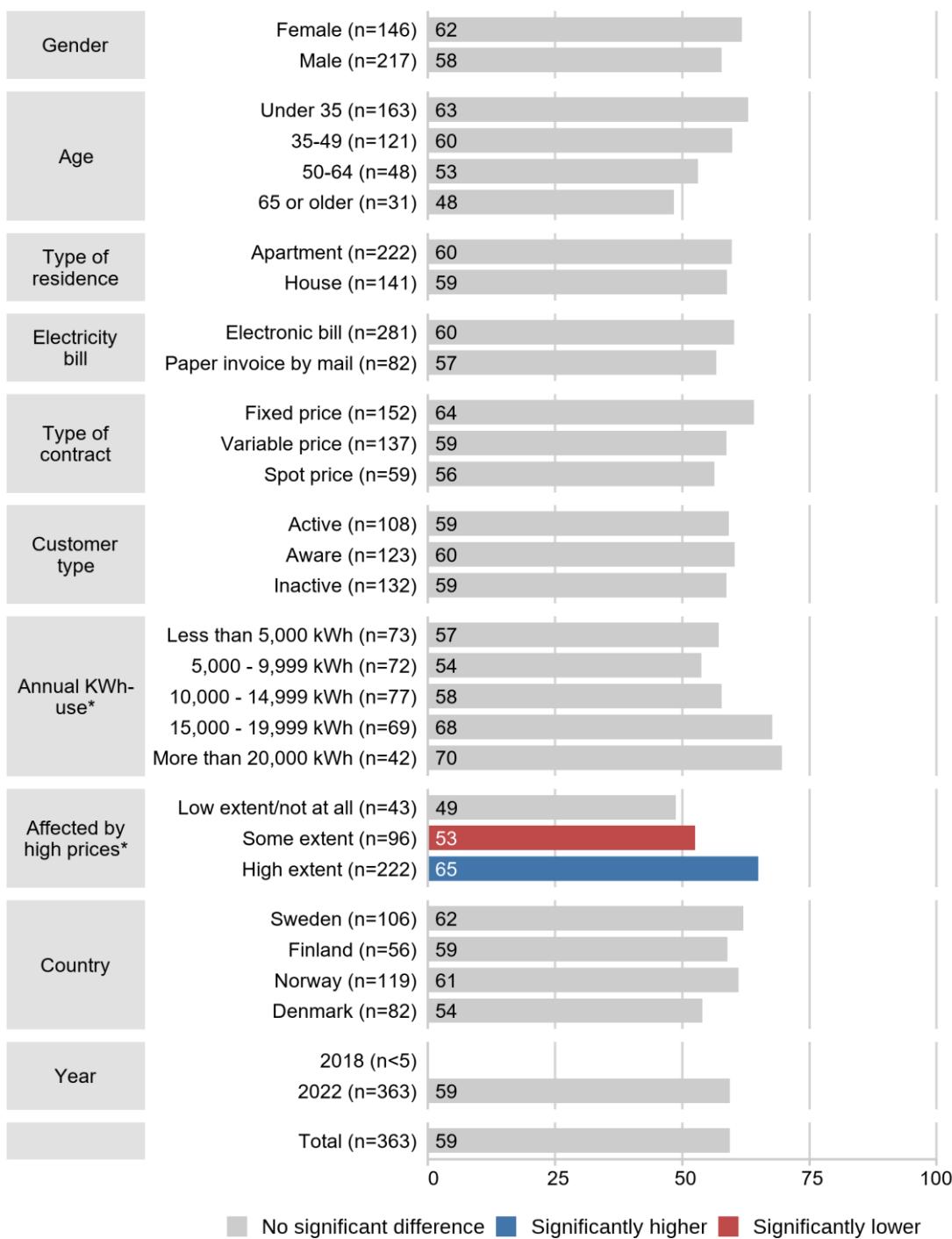
		1 Very dissatisfied	2	3 Neutral	4	5 Very satisfied	Do not know	Number of responses
Gender	Female	10 %	9 %	33 %	20 %	27 %	1 %	(n=147)
	Male	12 %	14 %	26 %	25 %	23 %	0 %	(n=217)
Age	Under 35	10 %	12 %	23 %	27 %	28 %	1 %	(n=164)
	35-49	9 %	10 %	38 %	18 %	25 %	0 %	(n=121)
	50-64	15 %	17 %	29 %	21 %	19 %	0 %	(n=48)
	65 or older	23 %	13 %	26 %	26 %	13 %	0 %	(n=31)
Type of residence	Apartment	12 %	11 %	30 %	22 %	26 %	0 %	(n=223)
	House	11 %	13 %	28 %	25 %	23 %	0 %	(n=141)
Electricity bill	Electronic bill	12 %	10 %	29 %	22 %	27 %	0 %	(n=282)
	Paper invoice by mail	7 %	18 %	30 %	28 %	16 %	0 %	(n=82)
Type of contract	Fixed price	8 %	9 %	29 %	22 %	30 %	1 %	(n=153)
	Variable price	9 %	15 %	29 %	26 %	21 %	0 %	(n=137)
	Spot price	17 %	8 %	29 %	24 %	22 %	0 %	(n=59)
Customer type	Active	15 %	14 %	21 %	19 %	30 %	1 %	(n=109)
	Aware	8 %	12 %	33 %	24 %	23 %	0 %	(n=123)
	Inactive	11 %	10 %	33 %	25 %	21 %	0 %	(n=132)
Annual KWh-use	Less than 5,000 kWh	18 %	10 %	29 %	14 %	30 %	0 %	(n=73)
	5,000 - 9,999 kWh	11 %	15 %	36 %	22 %	15 %	1 %	(n=73)
	10,000 - 14,999 kWh	12 %	10 %	32 %	26 %	19 %	0 %	(n=77)
	15,000 - 19,999 kWh	4 %	12 %	25 %	28 %	32 %	0 %	(n=69)
	More than 20,000 kWh	5 %	14 %	▼ 14 %	31 %	36 %	0 %	(n=42)
Affected by high prices*	Low extent/not at all	16 %	14 %	40 %	19 %	▼ 12 %	0 %	(n=43)
	Some extent	8 %	16 %	▲ 44 %	16 %	▼ 13 %	1 %	(n=97)
	High extent	11 %	9 %	▼ 21 %	27 %	▲ 32 %	0 %	(n=222)
Country	Sweden	8 %	13 %	33 %	16 %	30 %	0 %	(n=106)
	Finland	13 %	11 %	32 %	18 %	27 %	0 %	(n=56)
	Norway	10 %	13 %	23 %	29 %	24 %	0 %	(n=119)
	Denmark	17 %	8 %	31 %	27 %	16 %	1 %	(n=83)
Year	2018	-	-	-	-	-	-	(n<5)
	2022	11 %	12 %	29 %	23 %	24 %	0 %	(n=364)
Total		11 %	12 %	29 %	23 %	24 %	0 %	(n=364)

▲ = Significantly higher

▼ = Significantly lower

How satisfied were you with the outcome of your complaint?

Average scores on a scale from 0 to 100. 0 = "1 Very dissatisfied" and 100 = "5 Very satisfied".



■ No significant difference ■ Significantly higher ■ Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - It will be easy to find trustworthy information and necessary advice

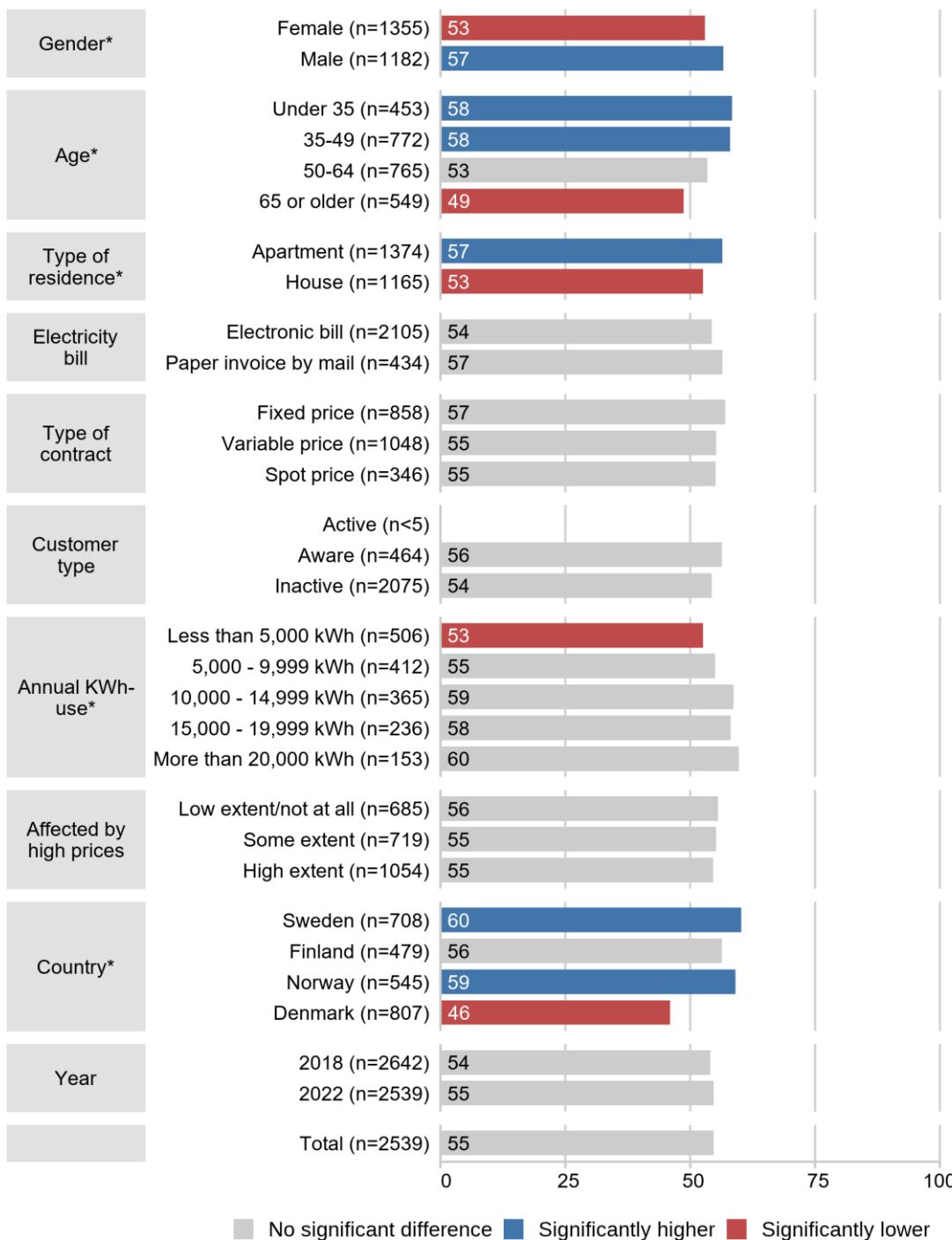
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	12 %	13 %	34 %	19 %	▼ 14 %	9 %	(n=1484)
	Male	10 %	12 %	32 %	21 %	▲ 18 %	7 %	(n=1268)
Age*	Under 35	▼ 6 %	12 %	34 %	▲ 27 %	14 %	8 %	(n=490)
	35-49	▼ 8 %	12 %	33 %	23 %	18 %	6 %	(n=820)
	50-64	13 %	13 %	33 %	17 %	17 %	7 %	(n=825)
	65 or older	▲ 16 %	13 %	32 %	▼ 15 %	13 %	▲ 11 %	(n=619)
Type of residence*	Apartment	10 %	12 %	32 %	22 %	17 %	7 %	(n=1484)
	House	13 %	12 %	34 %	18 %	15 %	8 %	(n=1270)
Electricity bill	Electronic bill	11 %	13 %	32 %	20 %	16 %	8 %	(n=2292)
	Paper invoice by mail	9 %	10 %	38 %	21 %	16 %	6 %	(n=462)
Type of contract	Fixed price	9 %	12 %	35 %	19 %	18 %	7 %	(n=924)
	Variable price	11 %	13 %	32 %	23 %	16 %	6 %	(n=1116)
	Spot price	14 %	12 %	28 %	21 %	19 %	5 %	(n=366)
Customer type*	Active	-	-	-	-	-	-	(n<5)
	Aware	12 %	14 %	29 %	24 %	19 %	▼ 3 %	(n=477)
	Inactive	11 %	12 %	34 %	19 %	15 %	▲ 9 %	(n=2277)
Annual KWh-use	Less than 5,000 kWh	13 %	14 %	31 %	20 %	15 %	6 %	(n=541)
	5,000 - 9,999 kWh	11 %	14 %	31 %	25 %	15 %	4 %	(n=428)
	10,000 - 14,999 kWh	9 %	12 %	34 %	23 %	20 %	3 %	(n=377)
	15,000 - 19,999 kWh	9 %	13 %	31 %	24 %	20 %	3 %	(n=244)
	More than 20,000 kWh	8 %	14 %	29 %	21 %	23 %	5 %	(n=161)
Affected by high prices*	Low extent/not at all	10 %	13 %	29 %	23 %	16 %	▲ 9 %	(n=755)
	Some extent	▼ 8 %	13 %	▲ 38 %	20 %	14 %	7 %	(n=770)
	High extent	▲ 13 %	12 %	31 %	19 %	18 %	6 %	(n=1117)
Country*	Sweden	▼ 7 %	▼ 8 %	35 %	▲ 23 %	18 %	9 %	(n=776)
	Finland	9 %	▲ 17 %	▼ 27 %	▲ 29 %	15 %	▼ 3 %	(n=494)
	Norway	9 %	10 %	32 %	20 %	▲ 21 %	8 %	(n=593)
	Denmark	▲ 17 %	▲ 15 %	35 %	▼ 11 %	▼ 12 %	9 %	(n=891)
Year*	2018	12 %	13 %	31 %	18 %	17 %	10 %	(n=2920)
	2022	11 %	12 %	33 %	20 %	16 %	8 %	(n=2754)
Total		11 %	12 %	33 %	20 %	16 %	8 %	(n=2754)

▲ = Significantly higher

▼ = Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - It will be easy to find trustworthy information and necessary advice

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - It will be easy and straightforward to sign an electricity contract

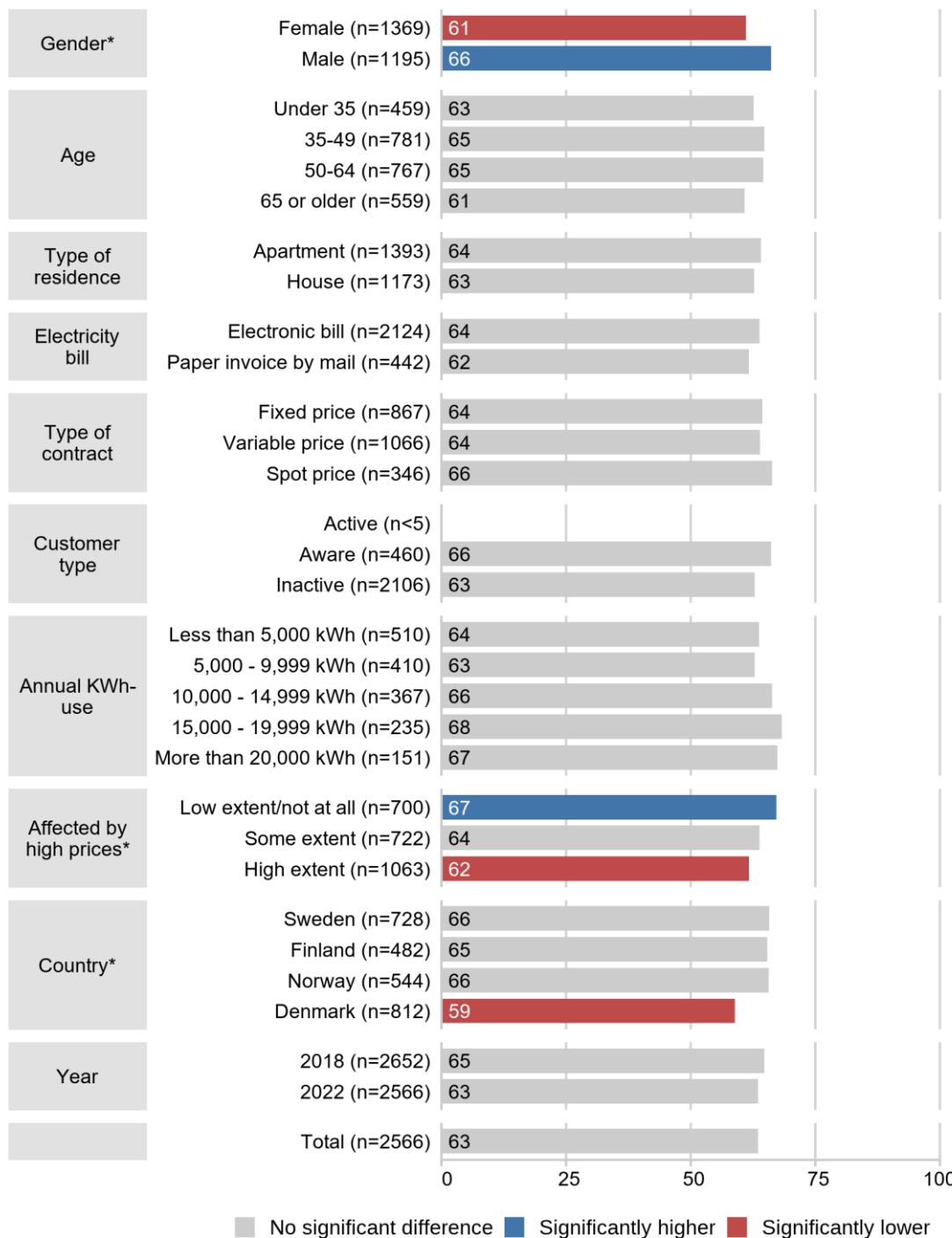
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	8 %	10 %	29 %	24 %	▼ 22 %	8 %	(n=1484)
	Male	7 %	8 %	25 %	27 %	▲ 28 %	6 %	(n=1268)
Age*	Under 35	▼ 4 %	▲ 13 %	27 %	▲ 31 %	▼ 18 %	6 %	(n=490)
	35-49	6 %	10 %	28 %	26 %	26 %	▼ 5 %	(n=820)
	50-64	8 %	7 %	27 %	24 %	27 %	7 %	(n=825)
	65 or older	▲ 11 %	9 %	26 %	▼ 20 %	25 %	▲ 10 %	(n=619)
Type of residence*	Apartment	7 %	10 %	26 %	▲ 28 %	24 %	6 %	(n=1484)
	House	8 %	9 %	28 %	▼ 22 %	25 %	8 %	(n=1270)
Electricity bill	Electronic bill	7 %	9 %	27 %	25 %	25 %	▲ 7 %	(n=2292)
	Paper invoice by mail	7 %	12 %	29 %	24 %	24 %	▼ 4 %	(n=462)
Type of contract*	Fixed price	7 %	9 %	27 %	25 %	26 %	6 %	(n=924)
	Variable price	7 %	10 %	26 %	29 %	24 %	4 %	(n=1116)
	Spot price	9 %	7 %	25 %	22 %	▲ 32 %	5 %	(n=366)
Customer type*	Active	-	-	-	-	-	-	(n<5)
	Aware	8 %	9 %	22 %	27 %	▲ 30 %	▼ 4 %	(n=477)
	Inactive	7 %	9 %	28 %	25 %	▼ 23 %	▲ 8 %	(n=2277)
Annual KWh-use	Less than 5,000 kWh	9 %	10 %	23 %	26 %	27 %	6 %	(n=541)
	5,000 - 9,999 kWh	7 %	10 %	29 %	28 %	23 %	4 %	(n=428)
	10,000 - 14,999 kWh	7 %	8 %	26 %	29 %	28 %	3 %	(n=377)
	15,000 - 19,999 kWh	5 %	9 %	24 %	26 %	32 %	4 %	(n=244)
	More than 20,000 kWh	5 %	10 %	26 %	20 %	32 %	6 %	(n=161)
Affected by high prices*	Low extent/not at all	▼ 5 %	10 %	▼ 23 %	25 %	▲ 29 %	7 %	(n=755)
	Some extent	6 %	7 %	▲ 31 %	27 %	22 %	6 %	(n=770)
	High extent	▲ 10 %	10 %	27 %	25 %	25 %	5 %	(n=1117)
Country*	Sweden	▼ 5 %	▼ 7 %	30 %	▲ 29 %	23 %	6 %	(n=776)
	Finland	8 %	12 %	▼ 17 %	▲ 33 %	28 %	▼ 2 %	(n=494)
	Norway	7 %	8 %	27 %	▼ 20 %	▲ 30 %	8 %	(n=593)
	Denmark	9 %	11 %	30 %	▼ 20 %	▼ 21 %	▲ 9 %	(n=891)
Year*	2018	7 %	8 %	26 %	23 %	27 %	▲ 9 %	(n=2920)
	2022	7 %	9 %	27 %	25 %	25 %	▼ 7 %	(n=2754)
Total		7 %	9 %	27 %	25 %	25 %	7 %	(n=2754)

▲ = Significantly higher

▼ = Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - It will be easy and straightforward to sign an electricity contract

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - It will be easy to compare different electricity contracts with each other

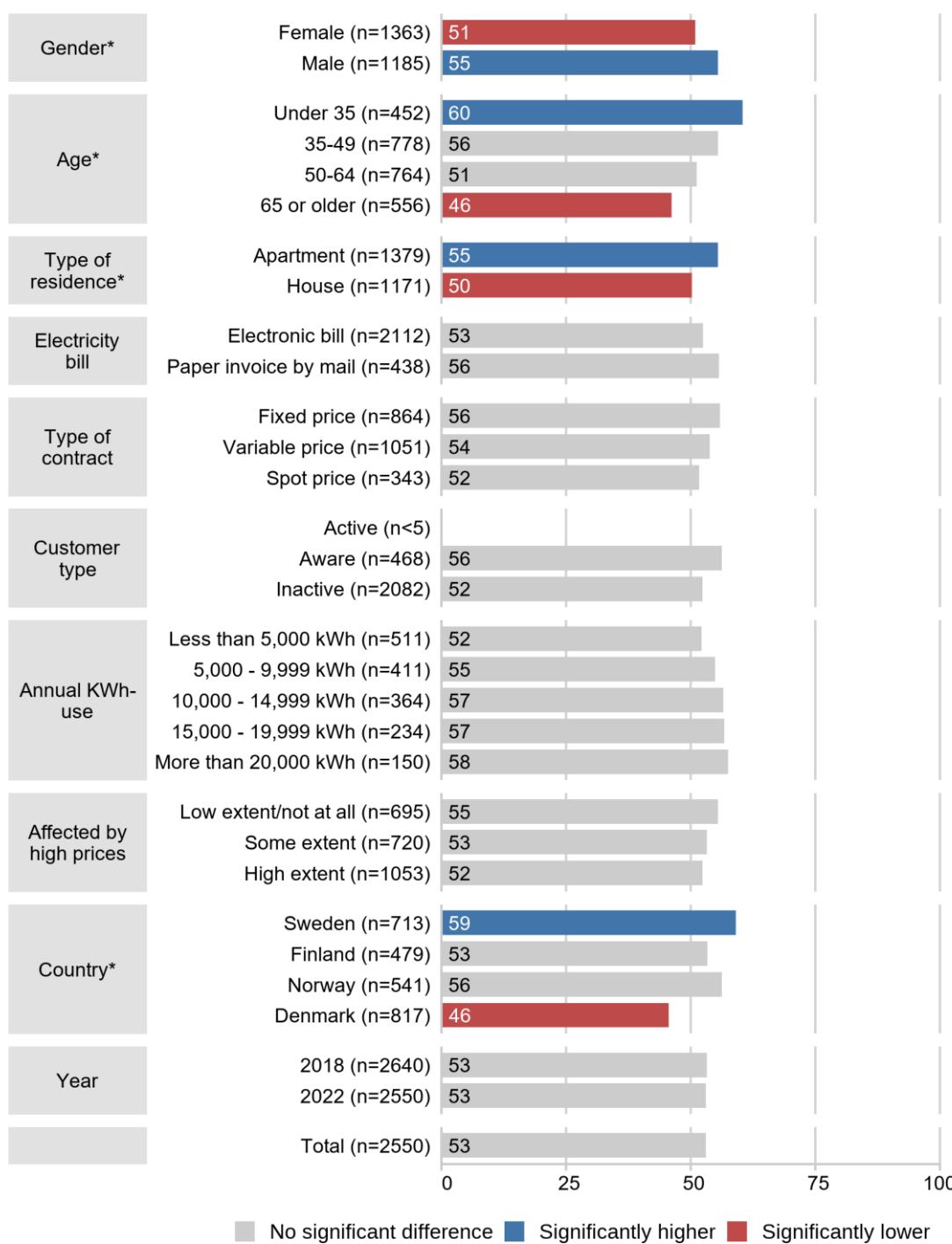
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	13 %	16 %	30 %	17 %	15 %	8 %	(n=1484)
	Male	12 %	13 %	29 %	21 %	18 %	7 %	(n=1268)
Age*	Under 35	▼ 4 %	12 %	32 %	▲ 28 %	15 %	8 %	(n=490)
	35-49	11 %	14 %	31 %	20 %	18 %	▼ 5 %	(n=820)
	50-64	14 %	15 %	30 %	16 %	16 %	7 %	(n=825)
	65 or older	▲ 21 %	16 %	▼ 24 %	▼ 14 %	15 %	▲ 10 %	(n=619)
Type of residence*	Apartment	▼ 10 %	15 %	30 %	20 %	18 %	7 %	(n=1484)
	House	▲ 16 %	15 %	30 %	17 %	15 %	8 %	(n=1270)
Electricity bill	Electronic bill	13 %	15 %	29 %	18 %	16 %	8 %	(n=2292)
	Paper invoice by mail	11 %	14 %	31 %	22 %	18 %	5 %	(n=462)
Type of contract	Fixed price	▼ 10 %	15 %	31 %	20 %	18 %	6 %	(n=924)
	Variable price	12 %	15 %	29 %	21 %	17 %	6 %	(n=1116)
	Spot price	▲ 17 %	15 %	26 %	17 %	19 %	6 %	(n=366)
Customer type*	Active	-	-	-	-	-	-	(n<5)
	Aware	12 %	16 %	26 %	22 %	▲ 22 %	▼ 2 %	(n=477)
	Inactive	13 %	15 %	30 %	18 %	▼ 15 %	▲ 9 %	(n=2277)
Annual KWh-use	Less than 5,000 kWh	14 %	15 %	29 %	20 %	16 %	6 %	(n=541)
	5,000 - 9,999 kWh	11 %	16 %	30 %	22 %	17 %	4 %	(n=428)
	10,000 - 14,999 kWh	12 %	14 %	26 %	24 %	20 %	3 %	(n=377)
	15,000 - 19,999 kWh	13 %	11 %	30 %	20 %	22 %	4 %	(n=244)
	More than 20,000 kWh	10 %	16 %	27 %	17 %	24 %	7 %	(n=161)
Affected by high prices*	Low extent/not at all	11 %	14 %	28 %	21 %	17 %	8 %	(n=755)
	Some extent	10 %	16 %	33 %	20 %	14 %	6 %	(n=770)
	High extent	▲ 15 %	15 %	28 %	18 %	18 %	6 %	(n=1117)
Country*	Sweden	▼ 8 %	▼ 10 %	▲ 34 %	21 %	19 %	8 %	(n=776)
	Finland	12 %	▲ 20 %	▼ 23 %	▲ 26 %	16 %	▼ 3 %	(n=494)
	Norway	12 %	13 %	28 %	18 %	▲ 20 %	9 %	(n=593)
	Denmark	▲ 18 %	18 %	30 %	▼ 14 %	▼ 11 %	8 %	(n=891)
Year*	2018	13 %	15 %	26 %	19 %	17 %	▲ 10 %	(n=2920)
	2022	13 %	15 %	30 %	19 %	16 %	▼ 7 %	(n=2754)
Total		13 %	15 %	30 %	19 %	16 %	7 %	(n=2754)

▲ = Significantly higher

▼ = Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - It will be easy to compare different electricity contracts with each other

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - I will trust the information and advice from sellers

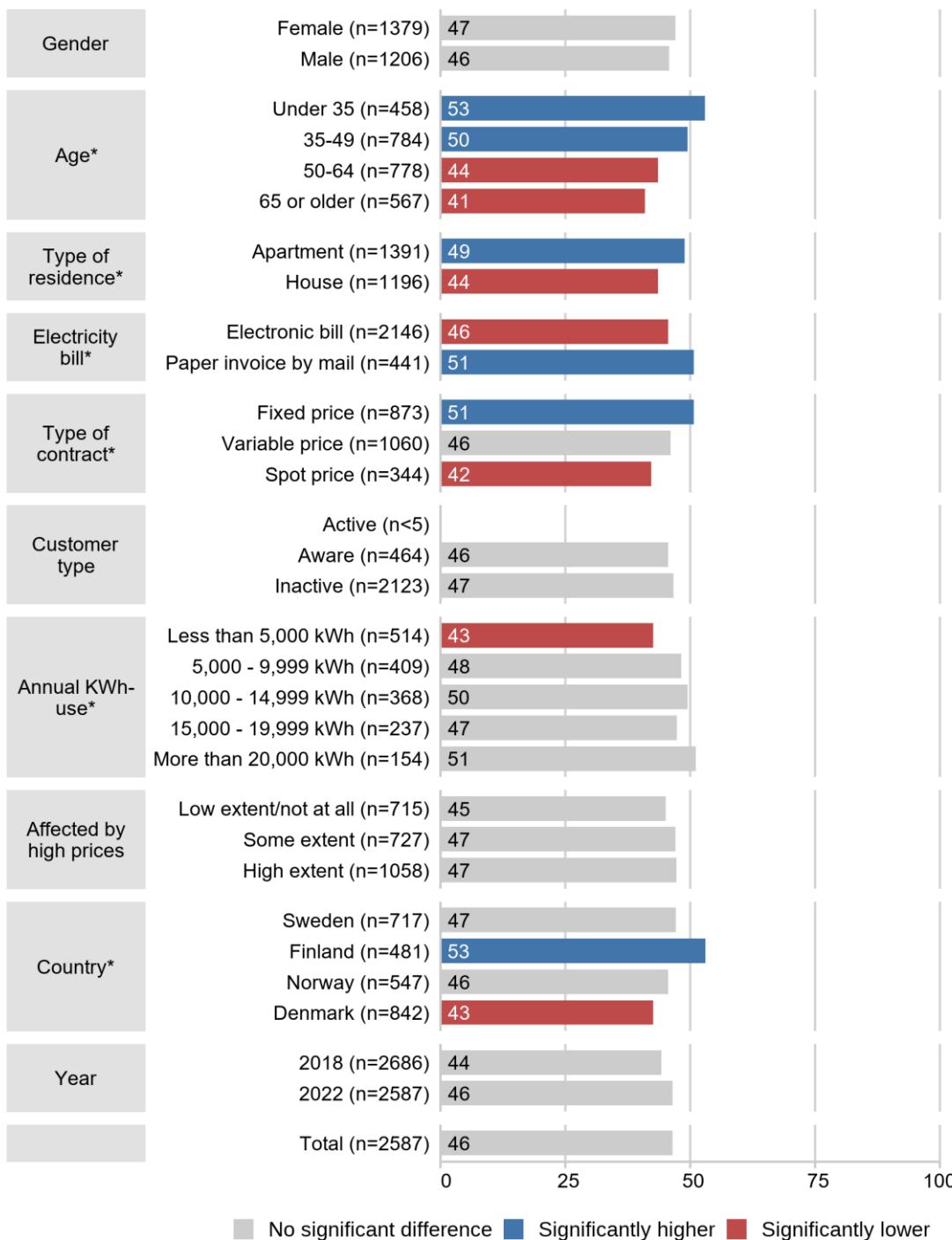
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	▼ 13 %	17 %	38 %	15 %	9 %	7 %	(n=1484)
	Male	▲ 18 %	16 %	35 %	17 %	10 %	5 %	(n=1268)
Age*	Under 35	▼ 9 %	16 %	36 %	▲ 23 %	10 %	7 %	(n=490)
	35-49	▼ 13 %	16 %	37 %	19 %	11 %	4 %	(n=820)
	50-64	▲ 19 %	16 %	37 %	13 %	8 %	6 %	(n=825)
	65 or older	▲ 19 %	19 %	37 %	▼ 10 %	7 %	8 %	(n=619)
Type of residence*	Apartment	▼ 14 %	16 %	35 %	▲ 18 %	10 %	6 %	(n=1484)
	House	▲ 17 %	17 %	39 %	▼ 13 %	8 %	6 %	(n=1270)
Electricity bill*	Electronic bill	16 %	17 %	37 %	▼ 15 %	9 %	6 %	(n=2292)
	Paper invoice by mail	13 %	15 %	36 %	▲ 21 %	11 %	5 %	(n=462)
Type of contract*	Fixed price	▼ 11 %	15 %	▲ 40 %	17 %	11 %	6 %	(n=924)
	Variable price	16 %	18 %	35 %	17 %	9 %	5 %	(n=1116)
	Spot price	▲ 22 %	18 %	31 %	14 %	9 %	6 %	(n=366)
Customer type*	Active	-	-	-	-	-	-	(n<5)
	Aware	18 %	18 %	34 %	17 %	10 %	▼ 3 %	(n=477)
	Inactive	15 %	16 %	37 %	16 %	9 %	▲ 7 %	(n=2277)
Annual KWh-use*	Less than 5,000 kWh	▲ 21 %	17 %	35 %	14 %	8 %	5 %	(n=541)
	5,000 - 9,999 kWh	15 %	17 %	35 %	19 %	11 %	4 %	(n=428)
	10,000 - 14,999 kWh	15 %	14 %	38 %	18 %	12 %	2 %	(n=377)
	15,000 - 19,999 kWh	16 %	17 %	37 %	17 %	11 %	3 %	(n=244)
	More than 20,000 kWh	▼ 10 %	22 %	31 %	20 %	13 %	4 %	(n=161)
Affected by high prices*	Low extent/not at all	16 %	20 %	34 %	15 %	9 %	5 %	(n=755)
	Some extent	13 %	17 %	40 %	16 %	8 %	6 %	(n=770)
	High extent	17 %	15 %	35 %	17 %	10 %	5 %	(n=1117)
Country*	Sweden	▼ 12 %	18 %	40 %	15 %	8 %	8 %	(n=776)
	Finland	▼ 9 %	18 %	34 %	▲ 26 %	11 %	▼ 3 %	(n=494)
	Norway	18 %	14 %	36 %	13 %	10 %	8 %	(n=593)
	Denmark	▲ 20 %	17 %	36 %	▼ 13 %	8 %	5 %	(n=891)
Year*	2018	17 %	18 %	34 %	14 %	8 %	▲ 8 %	(n=2920)
	2022	15 %	17 %	37 %	16 %	9 %	▼ 6 %	(n=2754)
Total		15 %	17 %	37 %	16 %	9 %	6 %	(n=2754)

▲ = Significantly higher

▼ = Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - I will trust the information and advice from sellers

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - There will be many different electricity suppliers to choose from that meet my needs

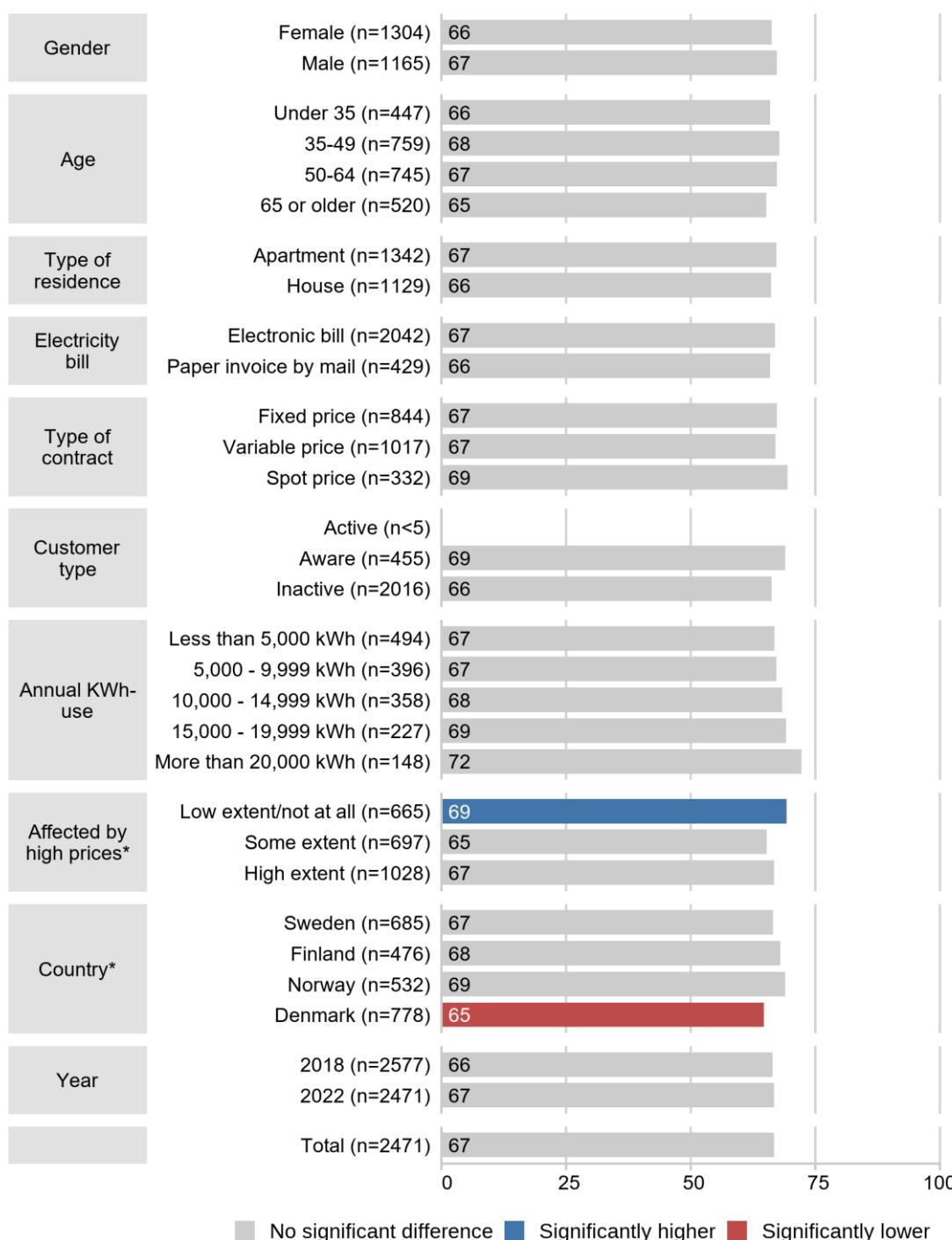
	1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	3 %	5 %	33 %	27 %	20 %	▲ 12 % (n=1484)
	Male	4 %	5 %	29 %	31 %	23 %	▼ 8 % (n=1268)
Age*	Under 35	▼ 2 %	6 %	32 %	▲ 35 %	▼ 16 %	9 % (n=490)
	35-49	2 %	6 %	30 %	▲ 33 %	22 %	▼ 7 % (n=820)
	50-64	4 %	4 %	33 %	▼ 25 %	25 %	10 % (n=825)
	65 or older	▲ 5 %	4 %	30 %	▼ 23 %	21 %	▲ 16 % (n=619)
Type of residence	Apartment	3 %	5 %	31 %	30 %	21 %	10 % (n=1484)
	House	4 %	5 %	32 %	27 %	22 %	11 % (n=1270)
Electricity bill	Electronic bill	3 %	5 %	32 %	28 %	21 %	▲ 11 % (n=2292)
	Paper invoice by mail	4 %	6 %	31 %	29 %	22 %	▼ 7 % (n=462)
Type of contract	Fixed price	3 %	5 %	32 %	30 %	21 %	9 % (n=924)
	Variable price	3 %	6 %	30 %	31 %	21 %	9 % (n=1116)
	Spot price	4 %	4 %	30 %	25 %	▲ 29 %	9 % (n=366)
Customer type*	Active	-	-	-	-	-	(n<5)
	Aware	5 %	4 %	27 %	33 %	▲ 27 %	▼ 5 % (n=477)
	Inactive	3 %	5 %	32 %	28 %	▼ 20 %	▲ 11 % (n=2277)
Annual KWh-use	Less than 5,000 kWh	4 %	6 %	30 %	28 %	24 %	9 % (n=541)
	5,000 - 9,999 kWh	3 %	6 %	30 %	34 %	21 %	7 % (n=428)
	10,000 - 14,999 kWh	4 %	5 %	28 %	33 %	25 %	5 % (n=377)
	15,000 - 19,999 kWh	3 %	5 %	30 %	27 %	28 %	7 % (n=244)
	More than 20,000 kWh	1 %	2 %	30 %	30 %	29 %	8 % (n=161)
Affected by high prices*	Low extent/not at all	3 %	4 %	28 %	30 %	24 %	12 % (n=755)
	Some extent	3 %	6 %	35 %	28 %	19 %	9 % (n=770)
	High extent	4 %	5 %	31 %	30 %	22 %	8 % (n=1117)
Country*	Sweden	3 %	4 %	32 %	29 %	20 %	12 % (n=776)
	Finland	3 %	7 %	▼ 25 %	▲ 41 %	20 %	▼ 4 % (n=494)
	Norway	4 %	3 %	32 %	▼ 21 %	▲ 29 %	10 % (n=593)
	Denmark	3 %	5 %	34 %	26 %	▼ 18 %	▲ 13 % (n=891)
Year	2018	4 %	5 %	31 %	26 %	22 %	12 % (n=2920)
	2022	3 %	5 %	32 %	29 %	21 %	10 % (n=2754)
Total		3 %	5 %	32 %	29 %	21 %	10 % (n=2754)

▲ = Significantly higher

▼ = Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - There will be many different electricity suppliers to choose from that meet my needs

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - There will be many different contracts to choose from that meet my needs

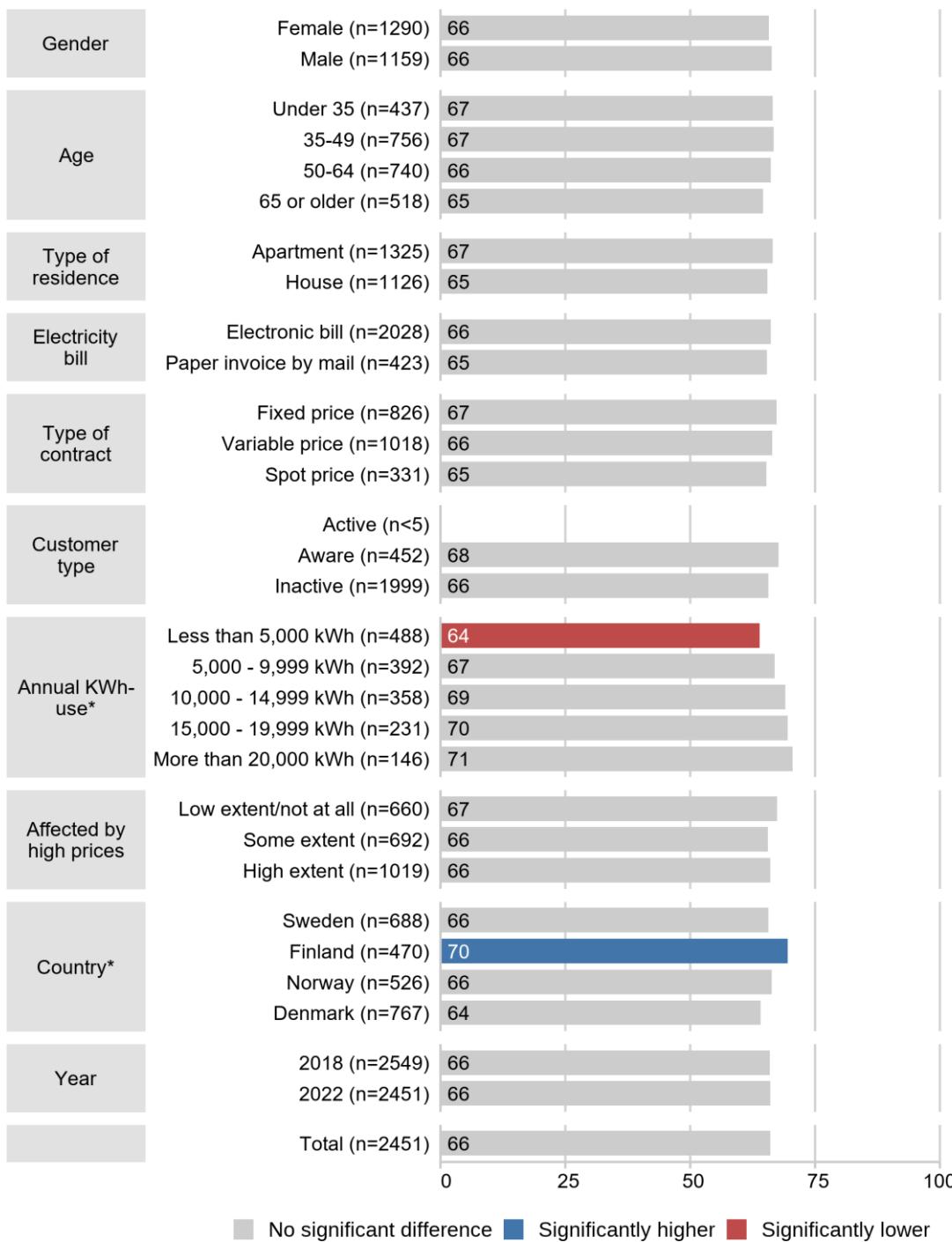
	1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	3 %	5 %	33 %	28 %	19 %	▲ 13 % (n=1484)
	Male	3 %	6 %	32 %	31 %	20 %	▼ 9 % (n=1268)
Age*	Under 35	▼ 1 %	6 %	33 %	33 %	17 %	11 % (n=490)
	35-49	2 %	6 %	31 %	▲ 35 %	18 %	▼ 8 % (n=820)
	50-64	4 %	4 %	34 %	26 %	21 %	10 % (n=825)
	65 or older	4 %	5 %	32 %	▼ 23 %	20 %	▲ 16 % (n=619)
Type of residence	Apartment	2 %	5 %	33 %	30 %	19 %	11 % (n=1484)
	House	3 %	6 %	33 %	28 %	19 %	11 % (n=1270)
Electricity bill	Electronic bill	2 %	5 %	32 %	29 %	19 %	12 % (n=2292)
	Paper invoice by mail	4 %	5 %	34 %	28 %	20 %	8 % (n=462)
Type of contract	Fixed price	2 %	5 %	32 %	29 %	21 %	11 % (n=924)
	Variable price	2 %	6 %	32 %	33 %	18 %	9 % (n=1116)
	Spot price	4 %	7 %	31 %	27 %	22 %	10 % (n=366)
Customer type*	Active	-	-	-	-	-	(n<5)
	Aware	4 %	6 %	▼ 28 %	33 %	▲ 24 %	▼ 5 % (n=477)
	Inactive	2 %	5 %	▲ 34 %	28 %	▼ 18 %	▲ 12 % (n=2277)
Annual KWh-use*	Less than 5,000 kWh	4 %	7 %	33 %	28 %	18 %	10 % (n=541)
	5,000 - 9,999 kWh	1 %	6 %	33 %	32 %	20 %	8 % (n=428)
	10,000 - 14,999 kWh	4 %	4 %	29 %	33 %	25 %	5 % (n=377)
	15,000 - 19,999 kWh	2 %	7 %	30 %	29 %	27 %	5 % (n=244)
	More than 20,000 kWh	▼ 1 %	5 %	27 %	36 %	22 %	9 % (n=161)
Affected by high prices*	Low extent/not at all	3 %	5 %	30 %	30 %	21 %	13 % (n=755)
	Some extent	2 %	4 %	▲ 37 %	29 %	17 %	10 % (n=770)
	High extent	3 %	6 %	31 %	31 %	20 %	9 % (n=1117)
Country*	Sweden	2 %	4 %	36 %	29 %	17 %	11 % (n=776)
	Finland	2 %	5 %	▼ 26 %	▲ 40 %	22 %	▼ 5 % (n=494)
	Norway	4 %	6 %	31 %	25 %	23 %	11 % (n=593)
	Denmark	3 %	6 %	34 %	27 %	17 %	▲ 14 % (n=891)
Year	2018	3 %	6 %	30 %	28 %	20 %	13 % (n=2920)
	2022	3 %	5 %	33 %	29 %	19 %	11 % (n=2754)
Total		3 %	5 %	33 %	29 %	19 %	11 % (n=2754)

▲ = Significantly higher

▼ = Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - There will be many different contracts to choose from that meet my needs

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - It will be easy to understand what is included in the price / agreement

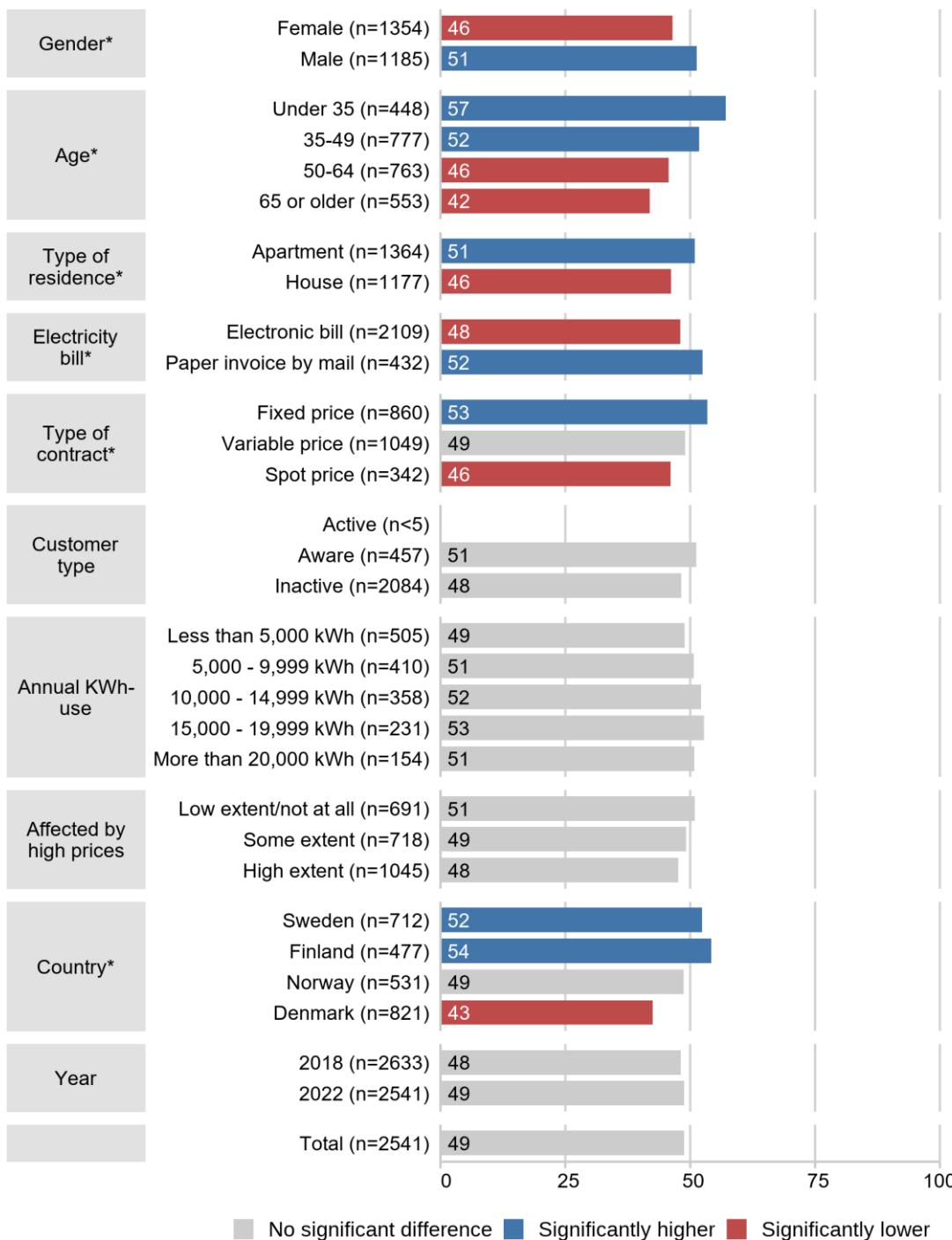
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	15 %	19 %	30 %	16 %	▼ 10 %	9 %	(n=1484)
	Male	12 %	17 %	31 %	19 %	▲ 14 %	7 %	(n=1268)
Age*	Under 35	▼ 6 %	15 %	31 %	▲ 26 %	14 %	9 %	(n=490)
	35-49	12 %	16 %	34 %	18 %	▲ 15 %	▼ 5 %	(n=820)
	50-64	16 %	20 %	31 %	16 %	10 %	8 %	(n=825)
	65 or older	▲ 20 %	21 %	27 %	▼ 12 %	10 %	▲ 11 %	(n=619)
Type of residence*	Apartment	12 %	17 %	30 %	▲ 19 %	13 %	8 %	(n=1484)
	House	16 %	19 %	32 %	▼ 15 %	11 %	7 %	(n=1270)
Electricity bill*	Electronic bill	15 %	18 %	31 %	17 %	12 %	8 %	(n=2292)
	Paper invoice by mail	10 %	19 %	30 %	21 %	14 %	6 %	(n=462)
Type of contract*	Fixed price	11 %	▼ 15 %	32 %	19 %	15 %	7 %	(n=924)
	Variable price	13 %	20 %	31 %	19 %	12 %	6 %	(n=1116)
	Spot price	▲ 18 %	20 %	26 %	17 %	12 %	7 %	(n=366)
Customer type*	Active	-	-	-	-	-	-	(n<5)
	Aware	15 %	17 %	27 %	21 %	15 %	▼ 4 %	(n=477)
	Inactive	14 %	18 %	32 %	16 %	11 %	▲ 8 %	(n=2277)
Annual KWh-use	Less than 5,000 kWh	16 %	17 %	31 %	17 %	13 %	7 %	(n=541)
	5,000 - 9,999 kWh	13 %	17 %	33 %	22 %	11 %	4 %	(n=428)
	10,000 - 14,999 kWh	11 %	19 %	29 %	20 %	15 %	5 %	(n=377)
	15,000 - 19,999 kWh	10 %	23 %	25 %	20 %	17 %	5 %	(n=244)
	More than 20,000 kWh	12 %	23 %	29 %	15 %	17 %	4 %	(n=161)
Affected by high prices*	Low extent/not at all	12 %	18 %	31 %	17 %	14 %	8 %	(n=755)
	Some extent	▼ 11 %	20 %	▲ 34 %	18 %	11 %	7 %	(n=770)
	High extent	▲ 18 %	17 %	▼ 27 %	18 %	13 %	6 %	(n=1117)
Country*	Sweden	▼ 10 %	16 %	34 %	20 %	12 %	8 %	(n=776)
	Finland	11 %	21 %	▼ 23 %	▲ 27 %	16 %	▼ 3 %	(n=494)
	Norway	14 %	18 %	29 %	16 %	13 %	10 %	(n=593)
	Denmark	▲ 19 %	19 %	34 %	▼ 11 %	▼ 9 %	8 %	(n=891)
Year*	2018	14 %	19 %	28 %	18 %	11 %	▲ 10 %	(n=2920)
	2022	14 %	18 %	31 %	17 %	12 %	▼ 8 %	(n=2754)
Total		14 %	18 %	31 %	17 %	12 %	8 %	(n=2754)

▲ = Significantly higher

▼ = Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - It will be easy to understand what is included in the price / agreement

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

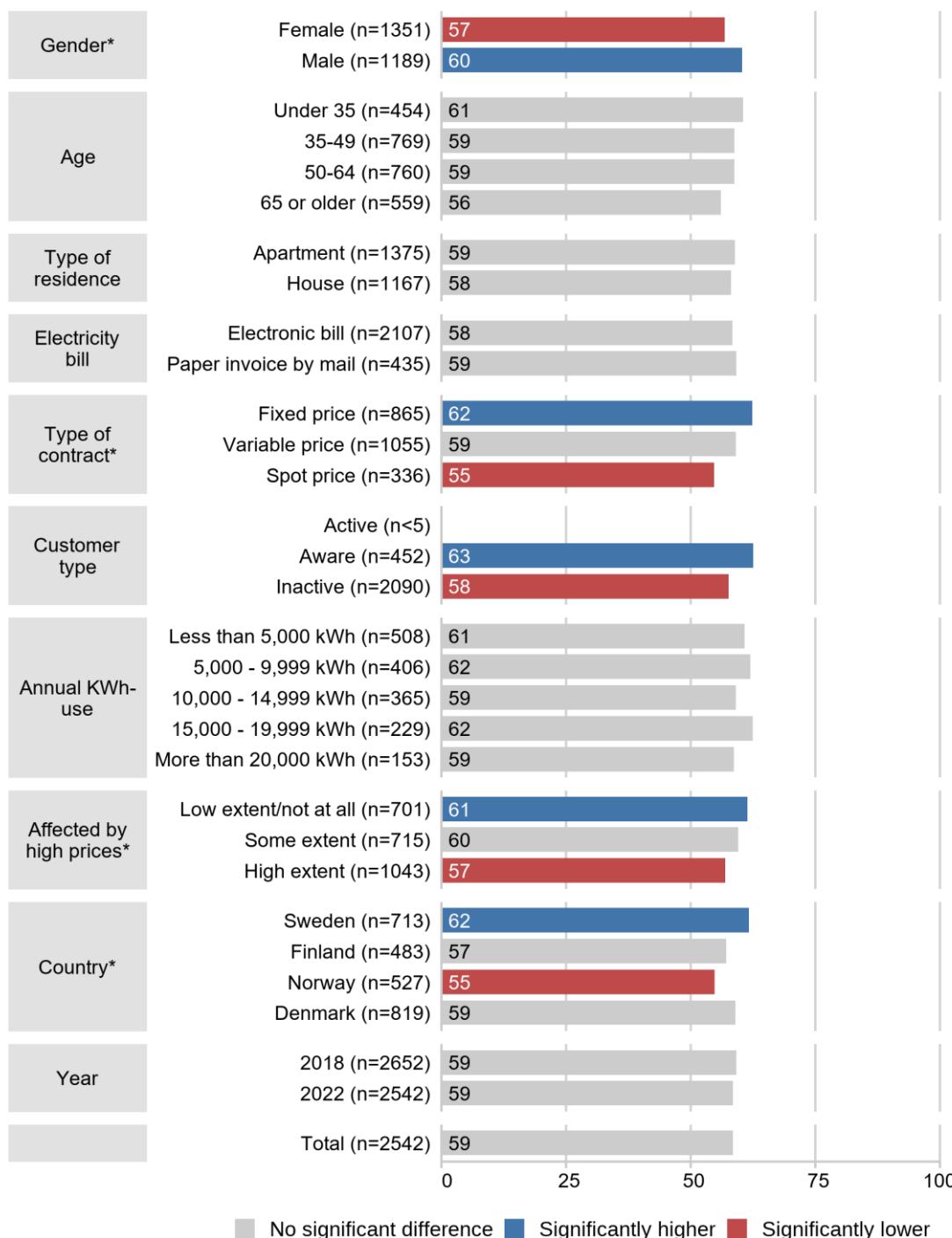
If you in the future need to choose an electricity contract, to what extent do you agree that: - I will be well-informed

		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	7 %	12 %	37 %	▼ 20 %	16 %	9 %	(n=1484)
	Male	6 %	10 %	33 %	▲ 27 %	18 %	6 %	(n=1268)
Age*	Under 35	5 %	12 %	31 %	▲ 29 %	16 %	7 %	(n=490)
	35-49	6 %	12 %	36 %	25 %	16 %	6 %	(n=820)
	50-64	7 %	9 %	37 %	21 %	17 %	8 %	(n=825)
	65 or older	9 %	12 %	34 %	▼ 18 %	17 %	10 %	(n=619)
Type of residence	Apartment	7 %	11 %	35 %	23 %	17 %	7 %	(n=1484)
	House	7 %	11 %	35 %	23 %	16 %	8 %	(n=1270)
Electricity bill	Electronic bill	7 %	11 %	35 %	22 %	17 %	8 %	(n=2292)
	Paper invoice by mail	5 %	12 %	35 %	26 %	16 %	6 %	(n=462)
Type of contract*	Fixed price	5 %	9 %	34 %	26 %	20 %	6 %	(n=924)
	Variable price	6 %	12 %	36 %	24 %	17 %	5 %	(n=1116)
	Spot price	▲ 11 %	13 %	32 %	20 %	16 %	8 %	(n=366)
Customer type*	Active	-	-	-	-	-	-	(n<5)
	Aware	5 %	10 %	31 %	27 %	▲ 21 %	5 %	(n=477)
	Inactive	7 %	11 %	36 %	22 %	▼ 16 %	8 %	(n=2277)
Annual KWh-use	Less than 5,000 kWh	6 %	10 %	35 %	22 %	20 %	6 %	(n=541)
	5,000 - 9,999 kWh	5 %	11 %	32 %	28 %	20 %	5 %	(n=428)
	10,000 - 14,999 kWh	6 %	13 %	34 %	27 %	16 %	3 %	(n=377)
	15,000 - 19,999 kWh	5 %	11 %	32 %	23 %	23 %	6 %	(n=244)
	More than 20,000 kWh	6 %	11 %	39 %	25 %	15 %	5 %	(n=161)
Affected by high prices*	Low extent/not at all	6 %	11 %	31 %	25 %	20 %	7 %	(n=755)
	Some extent	▼ 4 %	11 %	38 %	25 %	15 %	7 %	(n=770)
	High extent	▲ 8 %	12 %	35 %	22 %	16 %	7 %	(n=1117)
Country*	Sweden	▼ 5 %	▼ 8 %	35 %	▲ 27 %	17 %	8 %	(n=776)
	Finland	7 %	14 %	35 %	▲ 28 %	14 %	▼ 2 %	(n=494)
	Norway	8 %	13 %	35 %	▼ 19 %	14 %	▲ 11 %	(n=593)
	Denmark	7 %	11 %	35 %	▼ 19 %	▲ 20 %	8 %	(n=891)
Year	2018	7 %	10 %	35 %	21 %	18 %	9 %	(n=2920)
	2022	7 %	11 %	35 %	23 %	17 %	8 %	(n=2754)
Total		7 %	11 %	35 %	23 %	17 %	8 %	(n=2754)

▲ = Significantly higher

▼ = Significantly lower

If you in the future need to choose an electricity contract, to what extent do you agree that: - I will be well-informed
 Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

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

		Yes	No	Number of responses
Gender*	Female	▼ 32 %	▲ 68 %	(n=1484)
	Male	▲ 39 %	▼ 61 %	(n=1268)
Age*	Under 35	39 %	61 %	(n=490)
	35-49	38 %	62 %	(n=820)
	50-64	33 %	67 %	(n=825)
	65 or older	33 %	67 %	(n=619)
Type of residence	Apartment	35 %	65 %	(n=1484)
	House	36 %	64 %	(n=1270)
Electricity bill	Electronic bill	35 %	65 %	(n=2292)
	Paper invoice by mail	38 %	62 %	(n=462)
Type of contract*	Fixed price	35 %	65 %	(n=924)
	Variable price	37 %	63 %	(n=1116)
	Spot price	▲ 46 %	▼ 54 %	(n=366)
Customer type*	Active	-	-	(n<5)
	Aware	▲ 61 %	▼ 39 %	(n=477)
	Inactive	▼ 30 %	▲ 70 %	(n=2277)
Annual KWh-use*	Less than 5,000 kWh	▼ 37 %	▲ 63 %	(n=541)
	5,000 - 9,999 kWh	43 %	57 %	(n=428)
	10,000 - 14,999 kWh	48 %	52 %	(n=377)
	15,000 - 19,999 kWh	46 %	54 %	(n=244)
	More than 20,000 kWh	51 %	49 %	(n=161)
Affected by high prices	Low extent/not at all	36 %	64 %	(n=755)
	Some extent	35 %	65 %	(n=770)
	High extent	38 %	62 %	(n=1117)
Country*	Sweden	▲ 46 %	▼ 54 %	(n=776)
	Finland	38 %	62 %	(n=494)
	Norway	▲ 40 %	▼ 60 %	(n=593)
	Denmark	▼ 21 %	▲ 79 %	(n=891)
Year*	2018	38 %	62 %	(n=2920)
	2022	35 %	65 %	(n=2754)
Total		35 %	65 %	(n=2754)

▲ = Significantly higher

▼ = Significantly lower

What comparison tool(s) have you visited online?

		Elskling	Strømpris.no (fra Forbrukerrådet)	Elpris.dk	Energiväistön ylläpitämä sähkönhintavertailusivusto (sahkonhintta.fi)	Elpriskollen	Compricer	Vertaa.fi	Pricerunner	Sähkövertailu.fi	Kilpailuttaja.fi	Bytt.no	Other	Can not remember	Number of responses
Gender	Female	32 %	20 %	17 %	15 %	12 %	2 %	1 %	0 %	0 %	0 %	0 %	3 %	5 %	(n=465)
	Male	29 %	24 %	19 %	19 %	12 %	2 %	1 %	0 %	0 %	0 %	0 %	3 %	4 %	(n=482)
Age*	Under 35	29 %	22 %	20 %	21 %	10 %	▼ 0 %	1 %	▼ 0 %	0 %	1 %	0 %	2 %	3 %	(n=184)
	35-49	33 %	22 %	21 %	13 %	12 %	2 %	1 %	▼ 0 %	0 %	0 %	0 %	3 %	3 %	(n=304)
	50-64	33 %	24 %	17 %	15 %	10 %	3 %	1 %	1 %	1 %	0 %	0 %	4 %	4 %	(n=260)
	65 or older	25 %	20 %	13 %	21 %	17 %	1 %	1 %	1 %	0 %	0 %	0 %	3 %	▲ 9 %	(n=201)
Type of residence*	Apartment	32 %	19 %	16 %	▲ 21 %	12 %	2 %	1 %	1 %	1 %	0 %	0 %	3 %	5 %	(n=504)
	House	29 %	26 %	21 %	▼ 13 %	12 %	2 %	1 %	0 %	0 %	0 %	0 %	3 %	4 %	(n=445)
Electricity bill*	Electronic bill	31 %	▲ 25 %	19 %	▼ 14 %	12 %	2 %	1 %	▲ 1 %	0 %	0 %	0 %	3 %	5 %	(n=776)
	Paper invoice by mail	29 %	▼ 9 %	14 %	▲ 29 %	12 %	1 %	2 %	▼ 0 %	1 %	1 %	0 %	5 %	5 %	(n=173)
Type of contract*	Fixed price	26 %	▼ 11 %	▲ 24 %	▲ 26 %	12 %	1 %	1 %	▼ 0 %	1 %	0 %	0 %	3 %	3 %	(n=315)
	Variable price	▲ 40 %	▼ 12 %	17 %	15 %	15 %	3 %	2 %	▲ 1 %	0 %	0 %	0 %	3 %	5 %	(n=406)
	Spot price	▼ 14 %	▲ 68 %	▼ 11 %	▼ 6 %	▼ 3 %	▼ 0 %	▼ 0 %	▼ 0 %	0 %	0 %	1 %	2 %	7 %	(n=162)
Customer type*	Active	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Aware	▼ 22 %	26 %	20 %	▲ 25 %	11 %	2 %	1 %	▼ 0 %	0 %	1 %	0 %	3 %	4 %	(n=289)
	Inactive	▲ 34 %	20 %	17 %	▼ 13 %	12 %	2 %	1 %	▲ 1 %	0 %	0 %	0 %	3 %	5 %	(n=660)
Annual KWh-use*	Less than 5,000 kWh	30 %	▼ 6 %	▲ 27 %	23 %	14 %	2 %	1 %	1 %	1 %	1 %	0 %	4 %	6 %	(n=195)
	5,000 - 9,999 kWh	28 %	20 %	▲ 27 %	15 %	10 %	2 %	1 %	0 %	1 %	0 %	1 %	2 %	3 %	(n=183)
	10,000 - 14,999 kWh	31 %	26 %	▼ 11 %	20 %	16 %	1 %	1 %	1 %	0 %	1 %	0 %	2 %	3 %	(n=178)
	15,000 - 19,999 kWh	29 %	▲ 35 %	14 %	13 %	15 %	1 %	2 %	0 %	0 %	0 %	0 %	4 %	3 %	(n=110)
	More than 20,000 kWh	35 %	▲ 40 %	▼ 3 %	14 %	14 %	1 %	▼ 0 %	0 %	0 %	0 %	0 %	4 %	5 %	(n=80)
Affected by high prices*	Low extent/not at all	33 %	19 %	13 %	20 %	13 %	2 %	1 %	0 %	1 %	0 %	0 %	4 %	7 %	(n=260)
	Some extent	30 %	18 %	23 %	17 %	10 %	1 %	1 %	1 %	0 %	0 %	0 %	2 %	4 %	(n=260)
	High extent	29 %	26 %	18 %	15 %	12 %	2 %	1 %	0 %	0 %	0 %	0 %	3 %	4 %	(n=417)
Country*	Sweden	▲ 78 %	▼ 0 %	▼ 0 %	▼ 0 %	▲ 34 %	▲ 5 %	▼ 0 %	1 %	0 %	0 %	0 %	2 %	3 %	(n=338)
	Finland	▼ 0 %	▼ 0 %	▼ 0 %	▲ 86 %	▼ 0 %	▼ 0 %	▲ 5 %	▼ 0 %	2 %	1 %	0 %	3 %	7 %	(n=187)
	Norway	▼ 11 %	▲ 89 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	0 %	0 %	0 %	3 %	5 %	(n=235)
	Denmark	▼ 0 %	▼ 0 %	▲ 90 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	▼ 0 %	1 %	0 %	0 %	5 %	5 %	(n=189)
Year	2018	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2022	31 %	22 %	18 %	17 %	12 %	2 %	1 %	0 %	0 %	0 %	0 %	3 %	5 %	(n=949)
Total		31 %	22 %	18 %	17 %	12 %	2 %	1 %	0 %	0 %	0 %	0 %	3 %	5 %	(n=949)

▲ = Significantly higher

▼ = Significantly lower

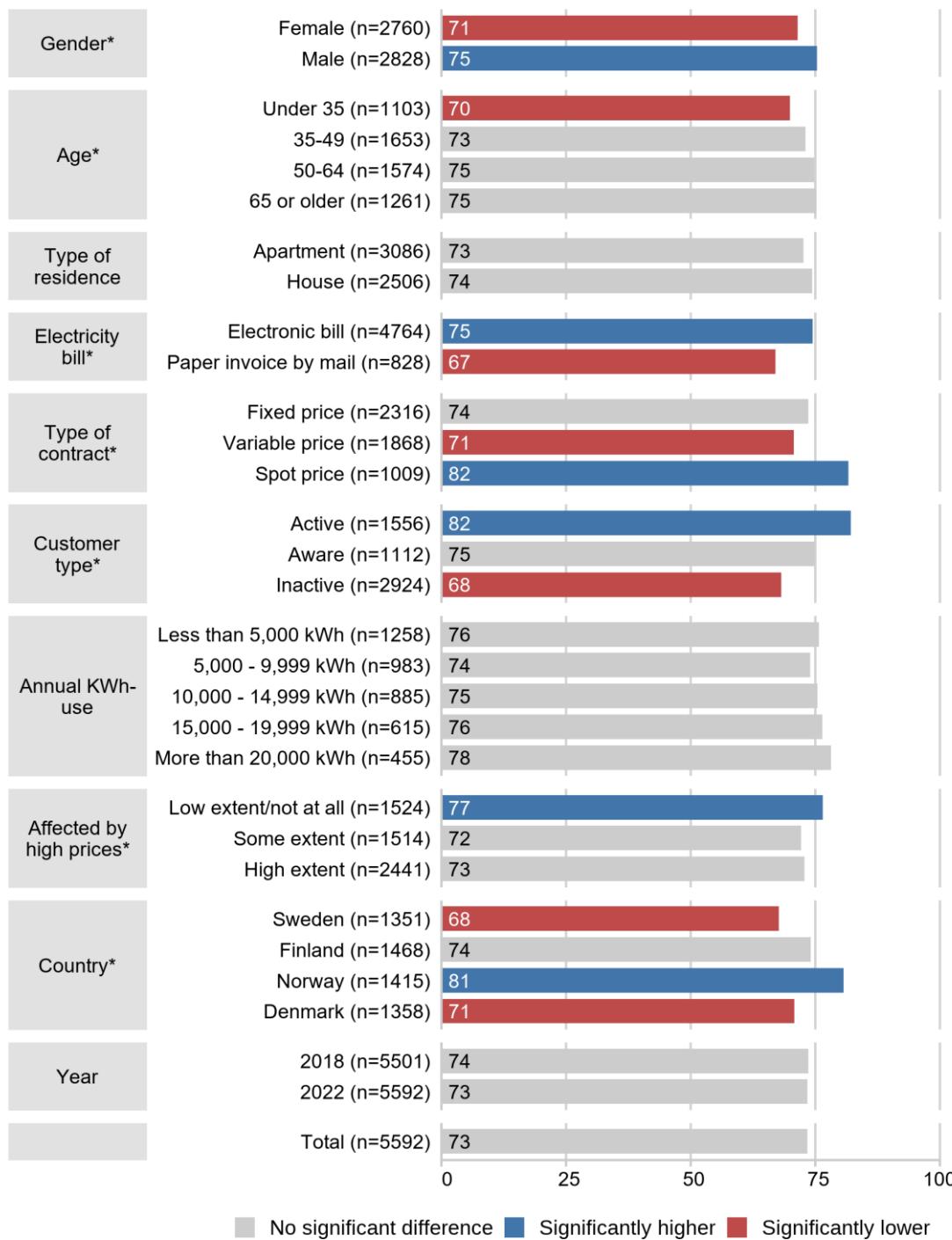
To what extent do you agree with the following statements: - It is easy to switch supplier

		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	4 %	▲ 6 %	22 %	23 %	▼ 35 %	▲ 9 %	(n=3027)
	Male	4 %	▼ 4 %	20 %	24 %	▲ 42 %	▼ 6 %	(n=2997)
Age*	Under 35	4 %	▲ 8 %	24 %	▲ 26 %	▼ 32 %	7 %	(n=1184)
	35-49	3 %	6 %	23 %	▲ 26 %	▼ 36 %	6 %	(n=1767)
	50-64	4 %	5 %	20 %	▼ 21 %	▲ 42 %	7 %	(n=1699)
	65 or older	5 %	▼ 4 %	19 %	▼ 20 %	▲ 43 %	8 %	(n=1378)
Type of residence*	Apartment	4 %	6 %	22 %	24 %	37 %	▼ 6 %	(n=3297)
	House	4 %	5 %	21 %	22 %	40 %	▲ 8 %	(n=2732)
Electricity bill*	Electronic bill	4 %	5 %	▼ 21 %	23 %	▲ 40 %	7 %	(n=5137)
	Paper invoice by mail	5 %	7 %	▲ 26 %	27 %	▼ 28 %	7 %	(n=892)
Type of contract*	Fixed price	4 %	5 %	22 %	25 %	38 %	7 %	(n=2484)
	Variable price	4 %	▲ 7 %	▲ 24 %	25 %	▼ 34 %	6 %	(n=1992)
	Spot price	3 %	▼ 3 %	▼ 14 %	▼ 20 %	▲ 55 %	5 %	(n=1059)
Customer type*	Active	▼ 2 %	▼ 4 %	▼ 14 %	22 %	▲ 55 %	▼ 4 %	(n=1615)
	Aware	5 %	5 %	20 %	26 %	▲ 42 %	▼ 3 %	(n=1148)
	Inactive	▲ 5 %	▲ 6 %	▲ 26 %	23 %	▼ 29 %	▲ 10 %	(n=3266)
Annual KWh-use*	Less than 5,000 kWh	4 %	5 %	20 %	23 %	43 %	6 %	(n=1334)
	5,000 - 9,999 kWh	4 %	5 %	22 %	25 %	39 %	6 %	(n=1041)
	10,000 - 14,999 kWh	2 %	6 %	21 %	27 %	41 %	▼ 3 %	(n=914)
	15,000 - 19,999 kWh	3 %	5 %	18 %	26 %	43 %	4 %	(n=638)
	More than 20,000 kWh	4 %	5 %	17 %	▼ 18 %	▲ 50 %	6 %	(n=484)
Affected by high prices*	Low extent/not at all	3 %	5 %	▼ 18 %	▼ 21 %	▲ 44 %	▲ 8 %	(n=1664)
	Some extent	3 %	5 %	▲ 24 %	▲ 26 %	▼ 34 %	7 %	(n=1620)
	High extent	▲ 5 %	6 %	21 %	24 %	39 %	▼ 6 %	(n=2585)
Country*	Sweden	4 %	5 %	▲ 30 %	24 %	▼ 27 %	▲ 11 %	(n=1518)
	Finland	4 %	▲ 7 %	▼ 17 %	▲ 30 %	39 %	▼ 3 %	(n=1513)
	Norway	▼ 3 %	▼ 3 %	▼ 16 %	▼ 20 %	▲ 53 %	▼ 6 %	(n=1498)
	Denmark	5 %	6 %	23 %	▼ 20 %	36 %	▲ 9 %	(n=1500)
Year*	2018	4 %	5 %	20 %	22 %	39 %	9 %	(n=6019)
	2022	4 %	5 %	21 %	23 %	39 %	7 %	(n=6029)
Total		4 %	5 %	21 %	23 %	39 %	7 %	(n=6029)

▲ = Significantly higher

▼ = Significantly lower

To what extent do you agree with the following statements: - It is easy to switch supplier
 Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

To what extent do you agree with the following statements: - I regularly compare electricity contracts

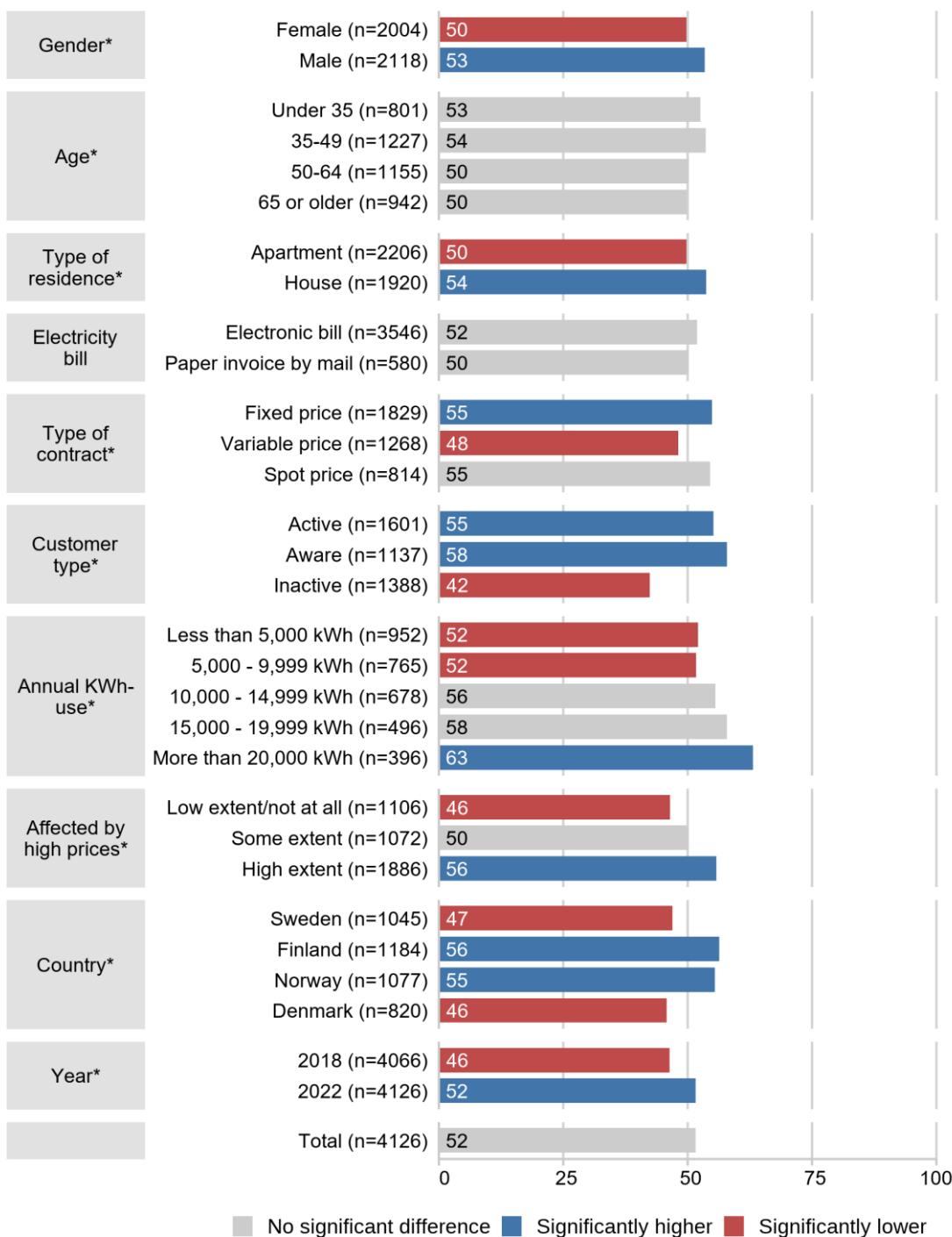
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	▲ 16 %	17 %	30 %	20 %	14 %	2 %	(n=2037)
	Male	▼ 13 %	17 %	30 %	23 %	16 %	1 %	(n=2143)
Age*	Under 35	13 %	19 %	27 %	22 %	16 %	2 %	(n=820)
	35-49	12 %	16 %	32 %	23 %	16 %	1 %	(n=1240)
	50-64	16 %	17 %	29 %	21 %	15 %	1 %	(n=1166)
	65 or older	16 %	16 %	31 %	20 %	14 %	2 %	(n=957)
Type of residence*	Apartment	16 %	▲ 19 %	29 %	20 %	15 %	2 %	(n=2240)
	House	13 %	▼ 15 %	31 %	24 %	16 %	1 %	(n=1944)
Electricity bill	Electronic bill	15 %	17 %	30 %	22 %	16 %	1 %	(n=3598)
	Paper invoice by mail	14 %	19 %	31 %	20 %	14 %	1 %	(n=586)
Type of contract*	Fixed price	13 %	16 %	▼ 27 %	▲ 25 %	▲ 18 %	1 %	(n=1844)
	Variable price	16 %	▲ 20 %	31 %	▼ 19 %	▼ 13 %	1 %	(n=1285)
	Spot price	▼ 11 %	14 %	▲ 35 %	22 %	16 %	2 %	(n=827)
Customer type*	Active	14 %	▼ 14 %	28 %	23 %	▲ 20 %	1 %	(n=1617)
	Aware	▼ 8 %	15 %	31 %	▲ 28 %	17 %	1 %	(n=1147)
	Inactive	▲ 20 %	▲ 22 %	32 %	▼ 15 %	▼ 9 %	▲ 2 %	(n=1420)
Annual KWh-use*	Less than 5,000 kWh	▲ 16 %	16 %	29 %	22 %	17 %	2 %	(n=967)
	5,000 - 9,999 kWh	13 %	18 %	31 %	23 %	▼ 14 %	1 %	(n=772)
	10,000 - 14,999 kWh	11 %	16 %	30 %	26 %	17 %	1 %	(n=682)
	15,000 - 19,999 kWh	▼ 8 %	16 %	30 %	27 %	18 %	1 %	(n=500)
	More than 20,000 kWh	▼ 8 %	▼ 11 %	29 %	25 %	▲ 27 %	1 %	(n=399)
Affected by high prices*	Low extent/not at all	▲ 21 %	19 %	27 %	▼ 18 %	14 %	1 %	(n=1116)
	Some extent	13 %	17 %	▲ 34 %	23 %	▼ 11 %	2 %	(n=1091)
	High extent	▼ 11 %	16 %	29 %	▲ 24 %	▲ 19 %	1 %	(n=1903)
Country*	Sweden	▲ 19 %	17 %	32 %	▼ 17 %	13 %	1 %	(n=1059)
	Finland	▼ 11 %	18 %	▼ 24 %	▲ 28 %	▲ 18 %	1 %	(n=1193)
	Norway	▼ 11 %	▼ 13 %	▲ 34 %	22 %	17 %	2 %	(n=1095)
	Denmark	▲ 19 %	20 %	30 %	▼ 18 %	▼ 11 %	2 %	(n=837)
Year*	2018	▲ 19 %	19 %	29 %	▼ 17 %	▼ 13 %	2 %	(n=4141)
	2022	▼ 15 %	17 %	30 %	▲ 22 %	▲ 15 %	1 %	(n=4184)
Total		15 %	17 %	30 %	22 %	15 %	1 %	(n=4184)

▲ = Significantly higher

▼ = Significantly lower

To what extent do you agree with the following statements: - I regularly compare electricity contracts

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

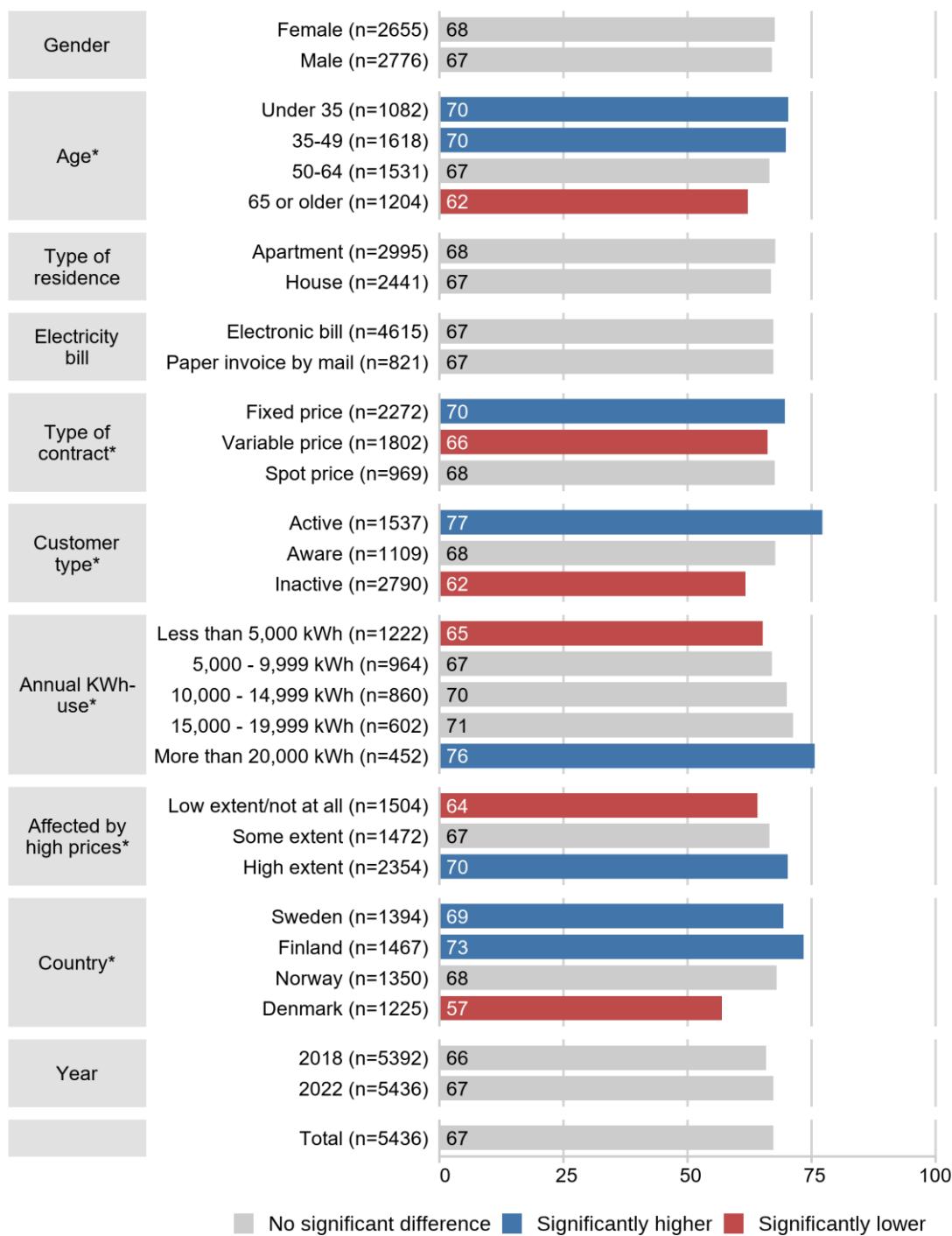
To what extent do you agree with the following statements: - I can save money by switching electricity contract

		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	4 %	7 %	27 %	24 %	26 %	▲ 12 %	(n=3028)
	Male	5 %	7 %	29 %	24 %	28 %	▼ 7 %	(n=2994)
Age*	Under 35	▼ 2 %	6 %	28 %	25 %	▲ 30 %	8 %	(n=1182)
	35-49	▼ 3 %	6 %	26 %	▲ 28 %	29 %	8 %	(n=1765)
	50-64	5 %	8 %	27 %	23 %	27 %	10 %	(n=1701)
	65 or older	▲ 7 %	8 %	30 %	▼ 20 %	▼ 22 %	▲ 13 %	(n=1378)
Type of residence	Apartment	4 %	7 %	28 %	25 %	27 %	9 %	(n=3299)
	House	5 %	7 %	28 %	23 %	27 %	11 %	(n=2728)
Electricity bill	Electronic bill	4 %	7 %	28 %	24 %	27 %	10 %	(n=5137)
	Paper invoice by mail	4 %	7 %	28 %	26 %	27 %	8 %	(n=890)
Type of contract*	Fixed price	4 %	7 %	▼ 25 %	25 %	▲ 31 %	9 %	(n=2485)
	Variable price	4 %	7 %	▲ 30 %	26 %	▼ 24 %	9 %	(n=1990)
	Spot price	4 %	8 %	27 %	23 %	29 %	8 %	(n=1058)
Customer type*	Active	▼ 3 %	▼ 4 %	▼ 20 %	26 %	▲ 43 %	▼ 5 %	(n=1617)
	Aware	5 %	8 %	26 %	▲ 27 %	30 %	▼ 3 %	(n=1148)
	Inactive	5 %	▲ 8 %	▲ 32 %	▼ 22 %	▼ 18 %	▲ 14 %	(n=3262)
Annual KWh-use*	Less than 5,000 kWh	▲ 7 %	7 %	29 %	▼ 22 %	27 %	8 %	(n=1332)
	5,000 - 9,999 kWh	4 %	8 %	29 %	25 %	27 %	7 %	(n=1041)
	10,000 - 14,999 kWh	4 %	7 %	24 %	▲ 29 %	30 %	6 %	(n=914)
	15,000 - 19,999 kWh	▼ 3 %	7 %	26 %	27 %	33 %	6 %	(n=639)
	More than 20,000 kWh	3 %	5 %	▼ 19 %	26 %	▲ 41 %	6 %	(n=483)
Affected by high prices*	Low extent/not at all	▲ 7 %	▲ 10 %	27 %	▼ 20 %	27 %	10 %	(n=1665)
	Some extent	▼ 3 %	6 %	▲ 32 %	26 %	▼ 23 %	9 %	(n=1622)
	High extent	4 %	▼ 6 %	▼ 25 %	26 %	▲ 31 %	9 %	(n=2580)
Country*	Sweden	4 %	▼ 5 %	27 %	26 %	29 %	8 %	(n=1518)
	Finland	▼ 3 %	7 %	▼ 18 %	▲ 33 %	▲ 35 %	▼ 3 %	(n=1514)
	Norway	4 %	7 %	28 %	▼ 21 %	▲ 30 %	10 %	(n=1498)
	Denmark	▲ 6 %	▲ 9 %	▲ 37 %	▼ 16 %	▼ 13 %	▲ 18 %	(n=1497)
Year	2018	5 %	8 %	27 %	24 %	26 %	10 %	(n=6019)
	2022	4 %	7 %	28 %	24 %	27 %	10 %	(n=6027)
Total		4 %	7 %	28 %	24 %	27 %	10 %	(n=6027)

▲ = Significantly higher

▼ = Significantly lower

To what extent do you agree with the following statements: - I can save money by switching electricity contract
 Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



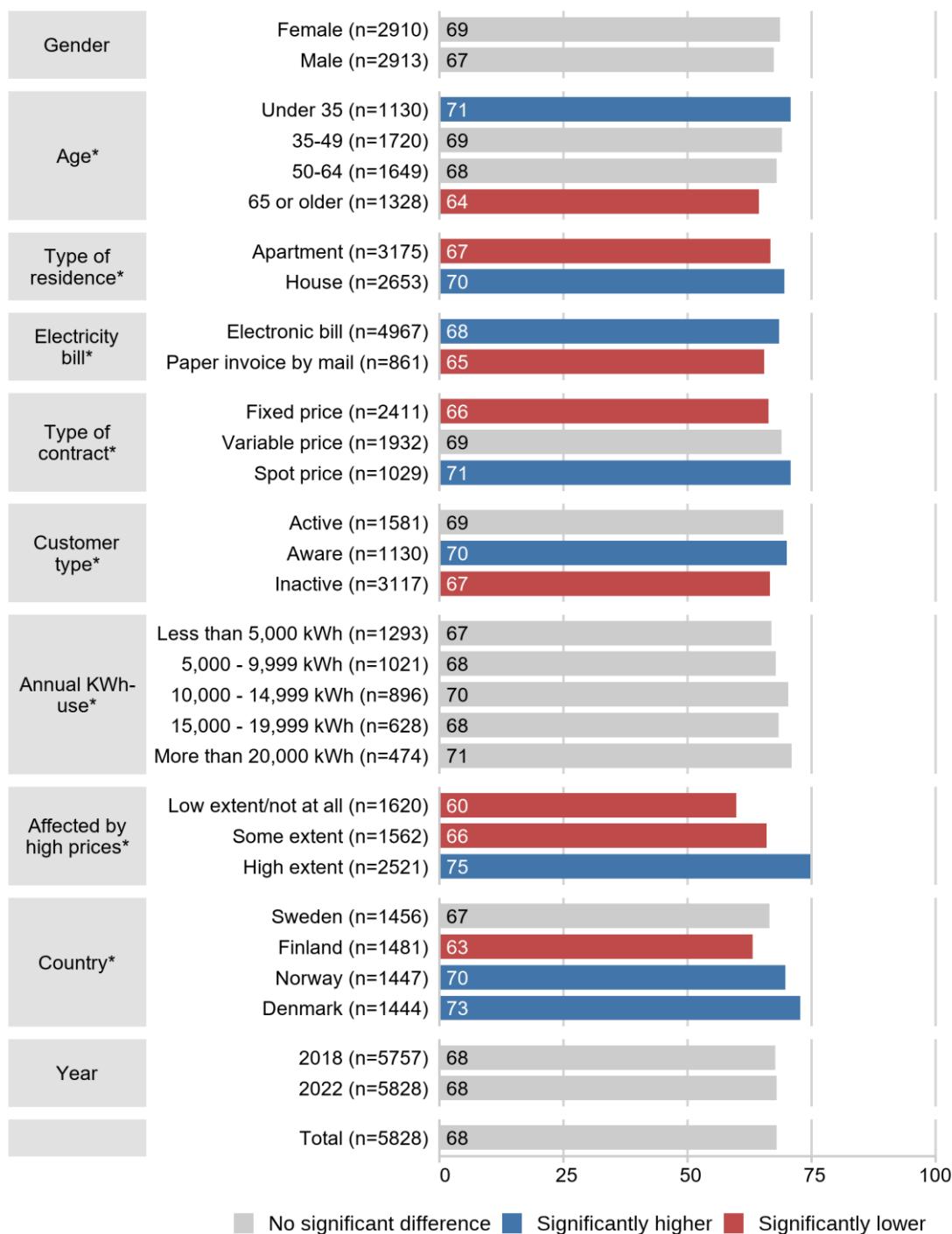
To what extent do you agree with the following statements: - I would like to be better informed about the price I pay for electricity

		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	4 %	5 %	30 %	27 %	29 %	4 %	(n=3024)
	Male	4 %	6 %	31 %	30 %	26 %	3 %	(n=2995)
Age*	Under 35	3 %	6 %	▼ 26 %	30 %	▲ 31 %	4 %	(n=1183)
	35-49	▼ 3 %	6 %	28 %	▲ 33 %	27 %	2 %	(n=1763)
	50-64	5 %	6 %	29 %	27 %	29 %	3 %	(n=1700)
	65 or older	▲ 6 %	5 %	▲ 36 %	▼ 25 %	▼ 24 %	4 %	(n=1377)
Type of residence*	Apartment	5 %	▲ 7 %	31 %	28 %	▼ 26 %	4 %	(n=3293)
	House	4 %	▼ 5 %	29 %	29 %	▲ 30 %	3 %	(n=2731)
Electricity bill	Electronic bill	4 %	6 %	30 %	29 %	▲ 28 %	3 %	(n=5134)
	Paper invoice by mail	5 %	7 %	33 %	28 %	▼ 24 %	3 %	(n=890)
Type of contract*	Fixed price	4 %	▲ 7 %	▲ 32 %	28 %	▼ 25 %	3 %	(n=2483)
	Variable price	4 %	6 %	28 %	31 %	29 %	3 %	(n=1992)
	Spot price	4 %	▼ 4 %	29 %	28 %	▲ 33 %	2 %	(n=1055)
Customer type*	Active	5 %	5 %	▼ 27 %	▲ 32 %	29 %	▼ 2 %	(n=1616)
	Aware	4 %	5 %	29 %	31 %	30 %	▼ 1 %	(n=1146)
	Inactive	4 %	▲ 7 %	▲ 32 %	▼ 26 %	▼ 26 %	▲ 4 %	(n=3262)
Annual KWh-use	Less than 5,000 kWh	5 %	6 %	31 %	27 %	28 %	3 %	(n=1330)
	5,000 - 9,999 kWh	4 %	7 %	30 %	30 %	27 %	2 %	(n=1039)
	10,000 - 14,999 kWh	4 %	4 %	28 %	31 %	30 %	2 %	(n=913)
	15,000 - 19,999 kWh	3 %	6 %	31 %	32 %	26 %	2 %	(n=638)
	More than 20,000 kWh	4 %	6 %	25 %	30 %	33 %	2 %	(n=484)
Affected by high prices*	Low extent/not at all	▲ 8 %	▲ 10 %	▲ 35 %	▼ 23 %	▼ 21 %	3 %	(n=1664)
	Some extent	3 %	6 %	▲ 34 %	32 %	▼ 21 %	4 %	(n=1620)
	High extent	▼ 3 %	▼ 3 %	▼ 24 %	▲ 31 %	▲ 37 %	2 %	(n=2580)
Country*	Sweden	4 %	6 %	32 %	29 %	▼ 25 %	4 %	(n=1517)
	Finland	5 %	▲ 9 %	▲ 33 %	▲ 32 %	▼ 19 %	▼ 2 %	(n=1512)
	Norway	5 %	▼ 4 %	28 %	27 %	▲ 32 %	3 %	(n=1496)
	Denmark	▼ 3 %	▼ 4 %	▼ 27 %	26 %	▲ 36 %	4 %	(n=1499)
Year*	2018	4 %	6 %	31 %	28 %	27 %	▲ 4 %	(n=6019)
	2022	4 %	6 %	30 %	29 %	28 %	▼ 3 %	(n=6024)
Total		4 %	6 %	30 %	29 %	28 %	3 %	(n=6024)

▲ = Significantly higher

▼ = Significantly lower

To what extent do you agree with the following statements: - I would like to be better informed about the price I pay for electricity
 Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



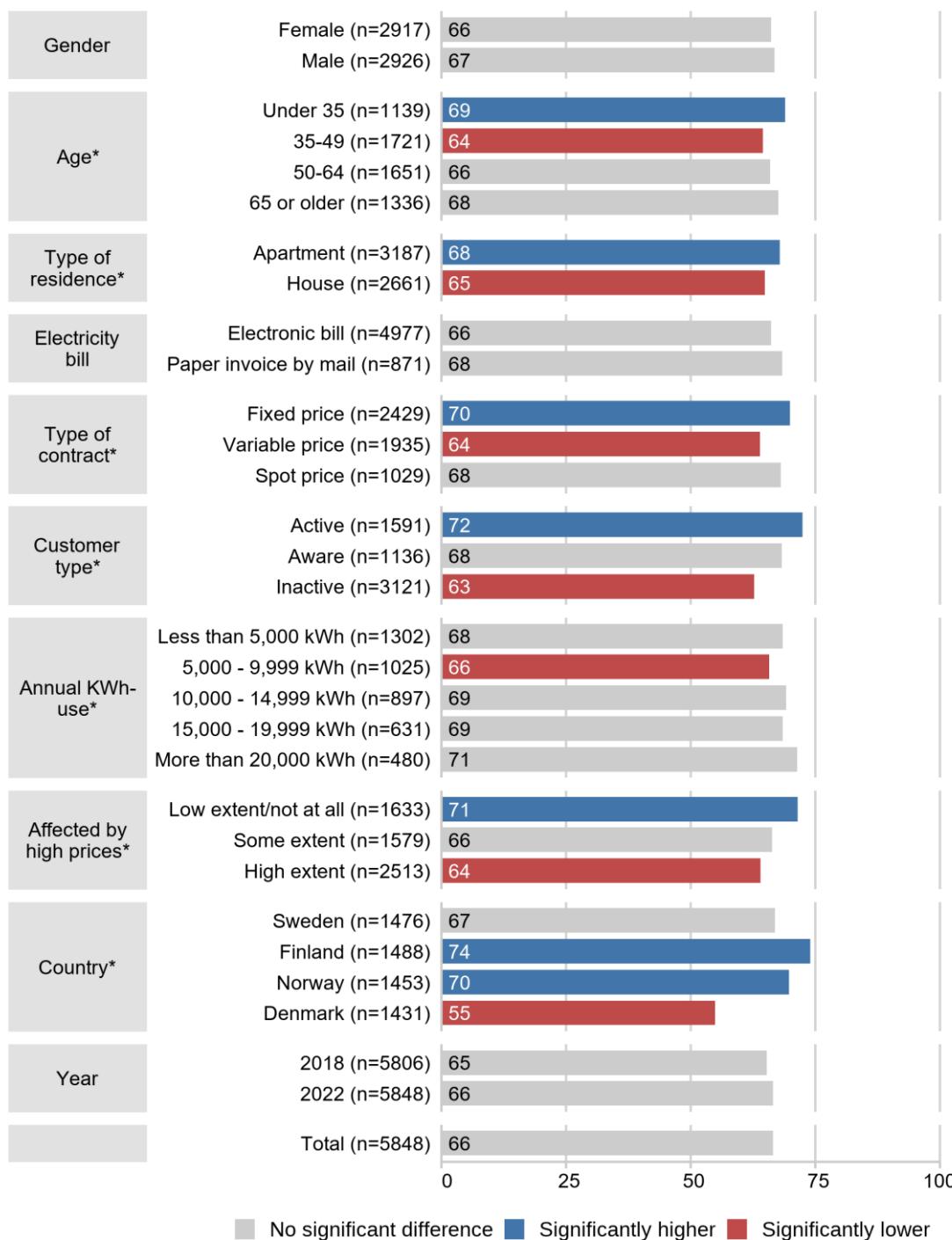
To what extent do you agree with the following statements: - My bill is simple and easy to understand

		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	7 %	9 %	25 %	28 %	28 %	▲4 %	(n=3025)
	Male	7 %	9 %	23 %	31 %	29 %	▼2 %	(n=2996)
Age*	Under 35	▼4 %	8 %	24 %	▲33 %	28 %	4 %	(n=1184)
	35-49	7 %	10 %	26 %	30 %	▼25 %	3 %	(n=1766)
	50-64	8 %	10 %	23 %	27 %	30 %	3 %	(n=1698)
	65 or older	8 %	7 %	23 %	27 %	▲33 %	3 %	(n=1377)
Type of residence*	Apartment	6 %	9 %	23 %	28 %	▲31 %	3 %	(n=3297)
	House	7 %	9 %	25 %	30 %	▼26 %	2 %	(n=2729)
Electricity bill*	Electronic bill	▲7 %	9 %	24 %	▼28 %	29 %	3 %	(n=5134)
	Paper invoice by mail	▼5 %	8 %	24 %	▲33 %	28 %	2 %	(n=892)
Type of contract*	Fixed price	5 %	8 %	22 %	30 %	▲33 %	2 %	(n=2485)
	Variable price	7 %	10 %	▲26 %	30 %	▼24 %	3 %	(n=1991)
	Spot price	7 %	9 %	21 %	29 %	32 %	3 %	(n=1056)
Customer type*	Active	▼5 %	▼7 %	▼19 %	29 %	▲38 %	▼2 %	(n=1617)
	Aware	6 %	9 %	▼20 %	32 %	31 %	▼1 %	(n=1148)
	Inactive	▲8 %	10 %	▲27 %	28 %	▼23 %	▲4 %	(n=3261)
Annual KWh-use*	Less than 5,000 kWh	6 %	9 %	22 %	▼27 %	33 %	2 %	(n=1334)
	5,000 - 9,999 kWh	8 %	10 %	21 %	31 %	29 %	1 %	(n=1040)
	10,000 - 14,999 kWh	5 %	9 %	21 %	33 %	31 %	2 %	(n=911)
	15,000 - 19,999 kWh	5 %	9 %	23 %	31 %	30 %	1 %	(n=639)
	More than 20,000 kWh	6 %	7 %	19 %	32 %	35 %	1 %	(n=484)
Affected by high prices*	Low extent/not at all	▼5 %	8 %	▼19 %	30 %	▲36 %	2 %	(n=1665)
	Some extent	▼5 %	9 %	▲27 %	31 %	▼26 %	3 %	(n=1620)
	High extent	▲9 %	10 %	24 %	28 %	▼27 %	3 %	(n=2581)
Country*	Sweden	6 %	8 %	26 %	29 %	29 %	3 %	(n=1519)
	Finland	▼3 %	7 %	▼16 %	▲36 %	▲36 %	▼2 %	(n=1513)
	Norway	6 %	8 %	▼21 %	29 %	▲33 %	3 %	(n=1495)
	Denmark	▲11 %	▲13 %	▲32 %	▼23 %	▼16 %	▲5 %	(n=1499)
Year*	2018	8 %	10 %	24 %	27 %	28 %	4 %	(n=6019)
	2022	7 %	9 %	24 %	29 %	29 %	3 %	(n=6026)
Total		7 %	9 %	24 %	29 %	29 %	3 %	(n=6026)

▲ = Significantly higher

▼ = Significantly lower

To what extent do you agree with the following statements: - My bill is simple and easy to understand
 Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

To what extent do you agree with the following statements: - It is important to have a green electricity contract (electricity from renewable energy sources, for example hydro, solar or wind)

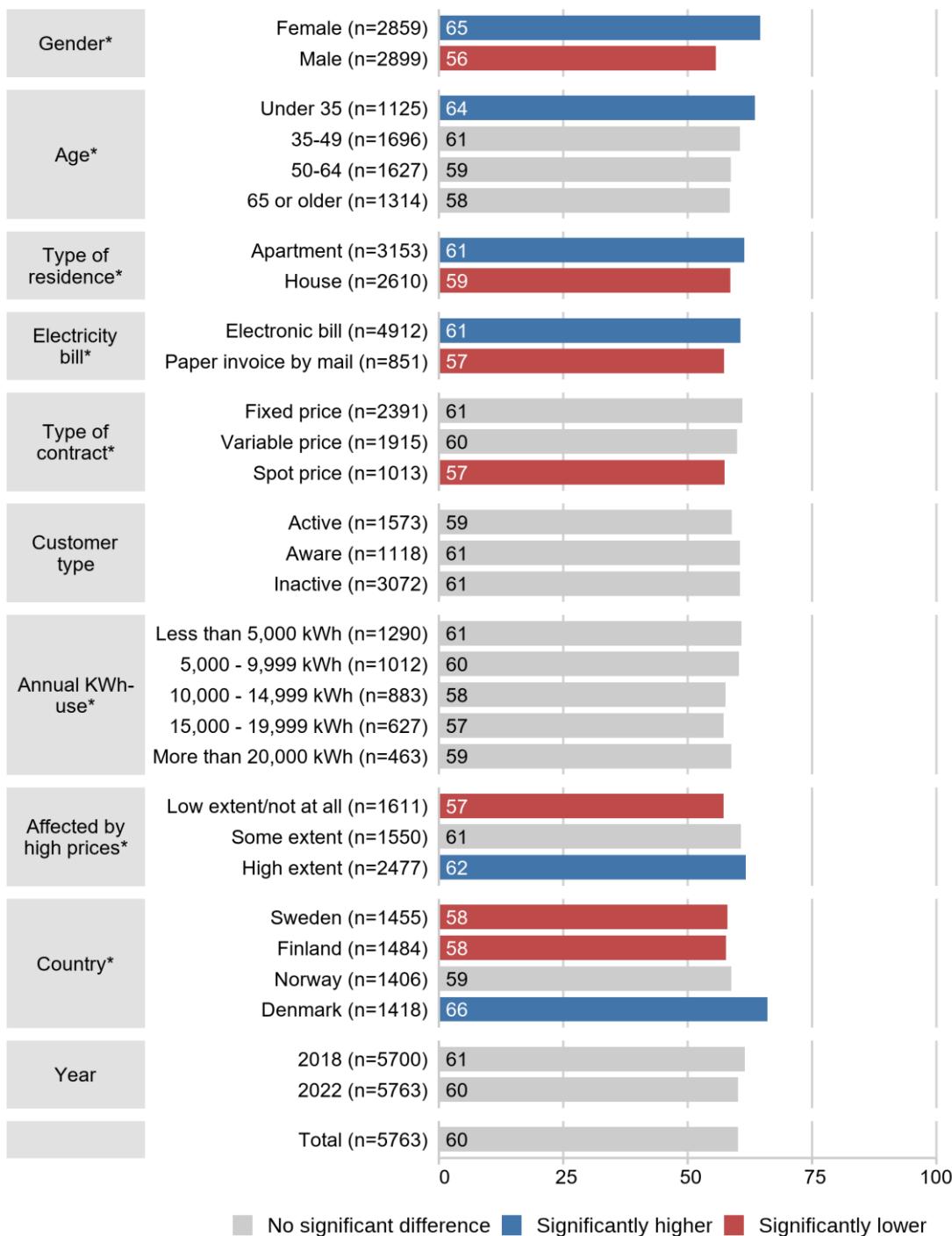
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	▼ 6 %	▼ 6 %	34 %	24 %	▲ 25 %	▲ 6 %	(n=3028)
	Male	▲ 13 %	▲ 11 %	32 %	21 %	▼ 19 %	▼ 3 %	(n=2995)
Age*	Under 35	▼ 7 %	8 %	▼ 30 %	▲ 26 %	24 %	5 %	(n=1185)
	35-49	9 %	8 %	33 %	24 %	21 %	4 %	(n=1768)
	50-64	11 %	10 %	33 %	▼ 19 %	23 %	4 %	(n=1699)
	65 or older	11 %	8 %	▲ 36 %	21 %	20 %	4 %	(n=1375)
Type of residence*	Apartment	▼ 9 %	8 %	32 %	23 %	23 %	4 %	(n=3297)
	House	▲ 11 %	8 %	34 %	21 %	21 %	4 %	(n=2731)
Electricity bill*	Electronic bill	10 %	8 %	33 %	22 %	▲ 23 %	4 %	(n=5138)
	Paper invoice by mail	10 %	10 %	34 %	23 %	▼ 18 %	4 %	(n=890)
Type of contract*	Fixed price	9 %	8 %	34 %	22 %	23 %	4 %	(n=2485)
	Variable price	10 %	9 %	32 %	24 %	22 %	4 %	(n=1991)
	Spot price	▲ 12 %	8 %	36 %	20 %	20 %	4 %	(n=1058)
Customer type*	Active	11 %	9 %	33 %	22 %	22 %	▼ 3 %	(n=1618)
	Aware	10 %	9 %	32 %	24 %	23 %	▼ 3 %	(n=1148)
	Inactive	9 %	8 %	34 %	22 %	22 %	▲ 6 %	(n=3262)
Annual KWh-use	Less than 5,000 kWh	10 %	8 %	33 %	21 %	25 %	3 %	(n=1333)
	5,000 - 9,999 kWh	10 %	10 %	31 %	24 %	22 %	3 %	(n=1042)
	10,000 - 14,999 kWh	12 %	10 %	31 %	23 %	20 %	3 %	(n=913)
	15,000 - 19,999 kWh	10 %	11 %	36 %	21 %	20 %	2 %	(n=640)
	More than 20,000 kWh	11 %	9 %	34 %	21 %	22 %	4 %	(n=482)
Affected by high prices*	Low extent/not at all	▲ 13 %	▲ 10 %	▼ 30 %	21 %	22 %	3 %	(n=1664)
	Some extent	▼ 6 %	9 %	▲ 38 %	23 %	▼ 20 %	4 %	(n=1621)
	High extent	9 %	7 %	32 %	23 %	▲ 24 %	4 %	(n=2583)
Country*	Sweden	▲ 12 %	8 %	35 %	21 %	20 %	4 %	(n=1517)
	Finland	10 %	▲ 12 %	33 %	24 %	▼ 19 %	▼ 2 %	(n=1513)
	Norway	11 %	8 %	34 %	21 %	21 %	▲ 6 %	(n=1499)
	Denmark	▼ 6 %	▼ 6 %	32 %	23 %	▲ 28 %	5 %	(n=1499)
Year*	2018	9 %	8 %	33 %	22 %	24 %	5 %	(n=6019)
	2022	10 %	8 %	33 %	22 %	22 %	4 %	(n=6028)
Total		10 %	8 %	33 %	22 %	22 %	4 %	(n=6028)

▲ = Significantly higher

▼ = Significantly lower

To what extent do you agree with the following statements: - It is important to have a green electricity contract (electricity from renewable energy sources, for example hydro, solar or wind)

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

To what extent do you agree with the following statements: - I want to get updated information about my consumption (e.g. online or in an app)

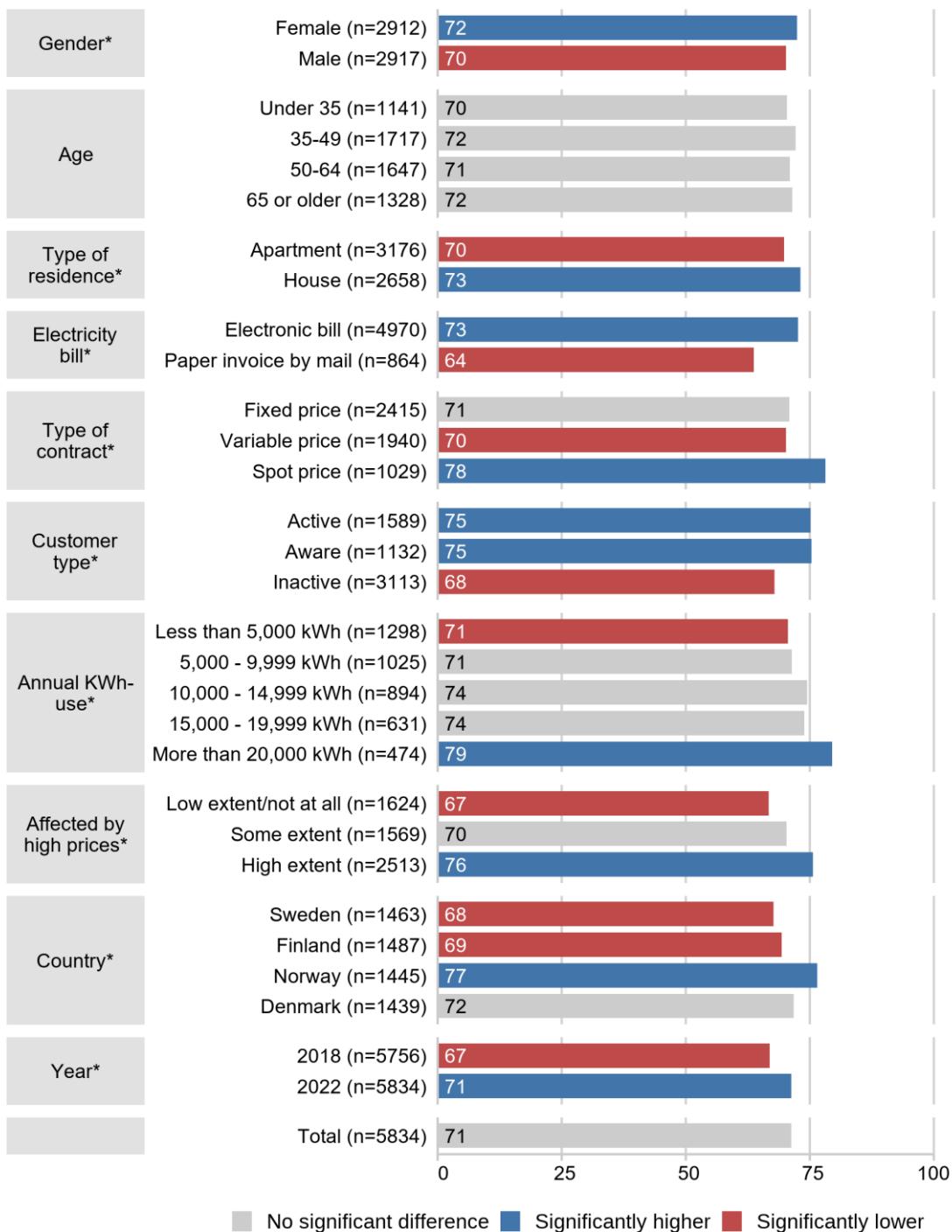
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	4 %	▼ 5 %	25 %	26 %	37 %	4 %	(n=3026)
	Male	5 %	▲ 7 %	25 %	27 %	34 %	3 %	(n=2998)
Age*	Under 35	▼ 3 %	7 %	25 %	▲ 30 %	▼ 31 %	4 %	(n=1187)
	35-49	▼ 3 %	6 %	24 %	▲ 29 %	35 %	3 %	(n=1767)
	50-64	▲ 6 %	5 %	25 %	▼ 24 %	37 %	3 %	(n=1697)
	65 or older	6 %	5 %	24 %	▼ 23 %	38 %	4 %	(n=1377)
Type of residence*	Apartment	4 %	▲ 7 %	▲ 26 %	26 %	▼ 33 %	4 %	(n=3298)
	House	4 %	▼ 5 %	▼ 23 %	27 %	▲ 38 %	3 %	(n=2731)
Electricity bill*	Electronic bill	▼ 4 %	▼ 5 %	▼ 24 %	26 %	▲ 37 %	3 %	(n=5137)
	Paper invoice by mail	▲ 7 %	▲ 8 %	▲ 30 %	27 %	▼ 24 %	3 %	(n=892)
Type of contract*	Fixed price	4 %	6 %	26 %	27 %	▼ 34 %	3 %	(n=2489)
	Variable price	4 %	6 %	26 %	28 %	▼ 33 %	3 %	(n=1990)
	Spot price	3 %	4 %	▼ 17 %	24 %	▲ 48 %	3 %	(n=1058)
Customer type*	Active	▼ 3 %	6 %	▼ 21 %	26 %	▲ 43 %	▼ 2 %	(n=1618)
	Aware	3 %	5 %	▼ 21 %	29 %	▲ 41 %	▼ 1 %	(n=1149)
	Inactive	▲ 5 %	6 %	▲ 28 %	26 %	▼ 30 %	▲ 5 %	(n=3262)
Annual KWh-use*	Less than 5,000 kWh	5 %	7 %	25 %	24 %	36 %	3 %	(n=1333)
	5,000 - 9,999 kWh	4 %	7 %	24 %	30 %	▼ 34 %	2 %	(n=1043)
	10,000 - 14,999 kWh	3 %	5 %	22 %	28 %	40 %	2 %	(n=914)
	15,000 - 19,999 kWh	3 %	6 %	23 %	28 %	39 %	1 %	(n=638)
	More than 20,000 kWh	3 %	4 %	▼ 16 %	25 %	▲ 50 %	2 %	(n=483)
Affected by high prices*	Low extent/not at all	▲ 7 %	▲ 9 %	25 %	25 %	▼ 32 %	2 %	(n=1663)
	Some extent	▼ 3 %	6 %	▲ 30 %	27 %	▼ 31 %	3 %	(n=1620)
	High extent	▼ 3 %	▼ 4 %	▼ 21 %	27 %	▲ 42 %	3 %	(n=2586)
Country*	Sweden	5 %	6 %	▲ 30 %	26 %	▼ 30 %	4 %	(n=1517)
	Finland	4 %	▲ 9 %	24 %	▲ 32 %	▼ 30 %	▼ 2 %	(n=1515)
	Norway	4 %	▼ 4 %	▼ 20 %	▼ 24 %	▲ 45 %	4 %	(n=1498)
	Denmark	5 %	5 %	25 %	24 %	37 %	4 %	(n=1499)
Year*	2018	▲ 7 %	▲ 7 %	▲ 27 %	24 %	▼ 31 %	▲ 4 %	(n=6019)
	2022	▼ 4 %	▼ 6 %	▼ 25 %	26 %	▲ 35 %	▼ 3 %	(n=6029)
Total		4 %	6 %	25 %	26 %	35 %	3 %	(n=6029)

▲ = Significantly higher

▼ = Significantly lower

To what extent do you agree with the following statements: - I want to get updated information about my consumption (e.g. online or in an app)

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



To what extent do you agree with the following statements: - I would prefer to get all my electricity costs on one bill instead of two separate bills from the supplier and the grid company

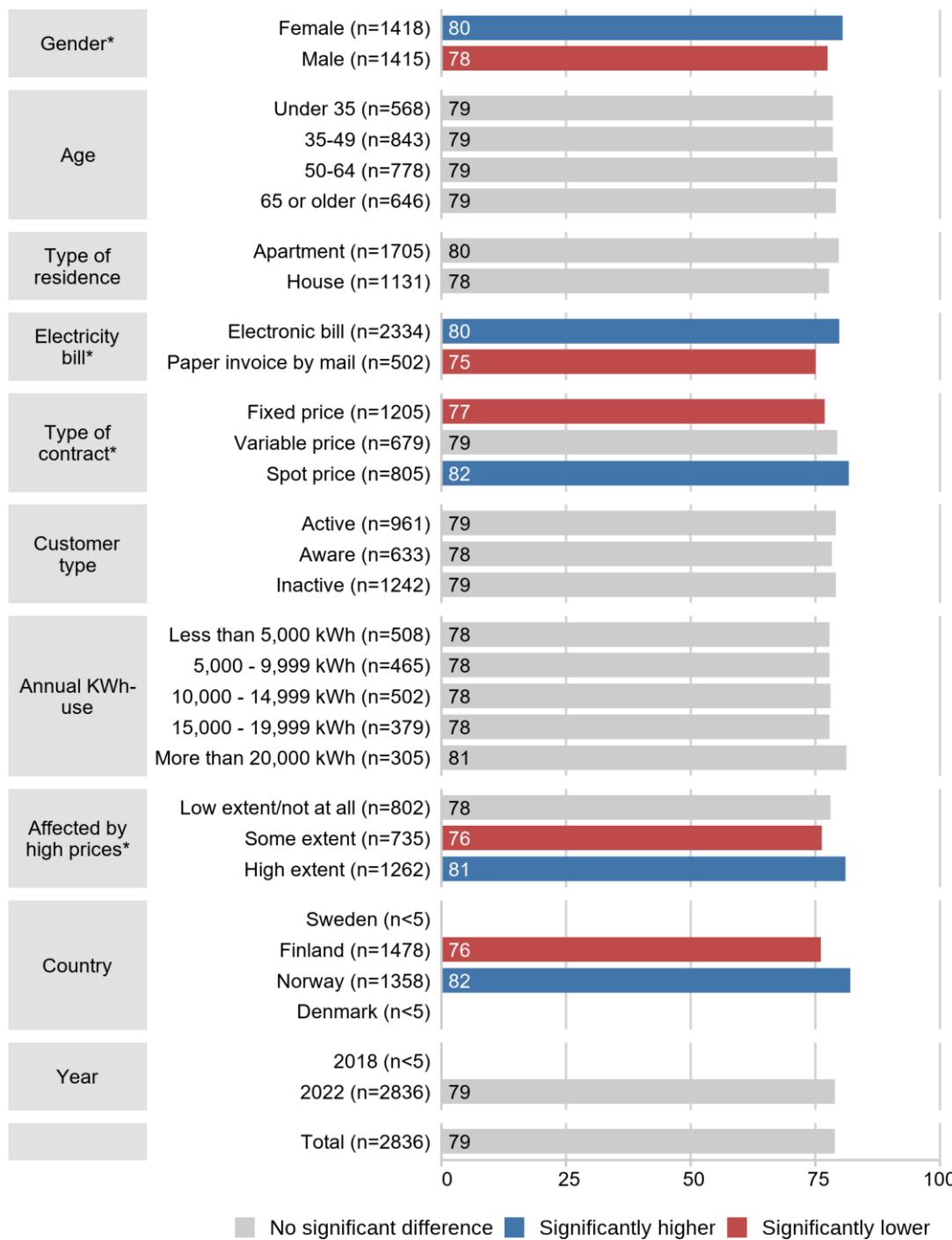
	1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	3 %	3 %	19 %	18 %	▲ 54 %	3 % (n=1464)
	Male	3 %	5 %	22 %	19 %	▼ 49 %	3 % (n=1455)
Age*	Under 35	2 %	3 %	22 %	▲ 23 %	▼ 46 %	4 % (n=594)
	35-49	2 %	4 %	21 %	▲ 22 %	49 %	2 % (n=861)
	50-64	4 %	4 %	18 %	▼ 15 %	56 %	3 % (n=800)
	65 or older	3 %	5 %	20 %	▼ 14 %	55 %	3 % (n=666)
Type of residence	Apartment	3 %	4 %	19 %	19 %	53 %	3 % (n=1759)
	House	3 %	4 %	22 %	18 %	50 %	3 % (n=1163)
Electricity bill*	Electronic bill	2 %	4 %	20 %	18 %	▲ 53 %	3 % (n=2406)
	Paper invoice by mail	4 %	5 %	23 %	21 %	▼ 45 %	3 % (n=516)
Type of contract*	Fixed price	3 %	5 %	▲ 23 %	19 %	▼ 49 %	2 % (n=1227)
	Variable price	3 %	4 %	17 %	▲ 24 %	49 %	3 % (n=700)
	Spot price	3 %	3 %	19 %	▼ 14 %	▲ 59 %	3 % (n=828)
Customer type*	Active	4 %	4 %	19 %	18 %	54 %	▼ 2 % (n=979)
	Aware	3 %	5 %	19 %	20 %	51 %	2 % (n=648)
	Inactive	2 %	3 %	22 %	19 %	50 %	▲ 4 % (n=1295)
Annual KWh-use	Less than 5,000 kWh	4 %	5 %	20 %	18 %	52 %	2 % (n=519)
	5,000 - 9,999 kWh	3 %	5 %	18 %	22 %	49 %	3 % (n=477)
	10,000 - 14,999 kWh	3 %	3 %	23 %	19 %	51 %	2 % (n=511)
	15,000 - 19,999 kWh	3 %	6 %	21 %	18 %	52 %	1 % (n=383)
	More than 20,000 kWh	2 %	4 %	19 %	19 %	55 %	3 % (n=313)
Affected by high prices*	Low extent/not at all	▲ 4 %	5 %	20 %	▼ 15 %	54 %	2 % (n=820)
	Some extent	2 %	4 %	▲ 25 %	▲ 23 %	▼ 44 %	3 % (n=755)
	High extent	2 %	3 %	18 %	18 %	▲ 55 %	3 % (n=1299)
Country*	Sweden	-	-	-	-	-	(n<5)
	Finland	3 %	▲ 5 %	22 %	▲ 21 %	▼ 46 %	2 % (n=1513)
	Norway	2 %	▼ 2 %	19 %	▼ 16 %	▲ 58 %	4 % (n=1409)
	Denmark	-	-	-	-	-	(n<5)
Year	2018	-	-	-	-	-	(n<5)
	2022	3 %	4 %	20 %	19 %	52 %	3 % (n=2922)
Total		3 %	4 %	20 %	19 %	52 %	3 % (n=2922)

▲ = Significantly higher

▼ = Significantly lower

To what extent do you agree with the following statements: - I would prefer to get all my electricity costs on one bill instead of two separate bills from the supplier and the grid company

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

To what extent do you agree with the following statements: - The high electricity prices will affect my future choice of electricity contract

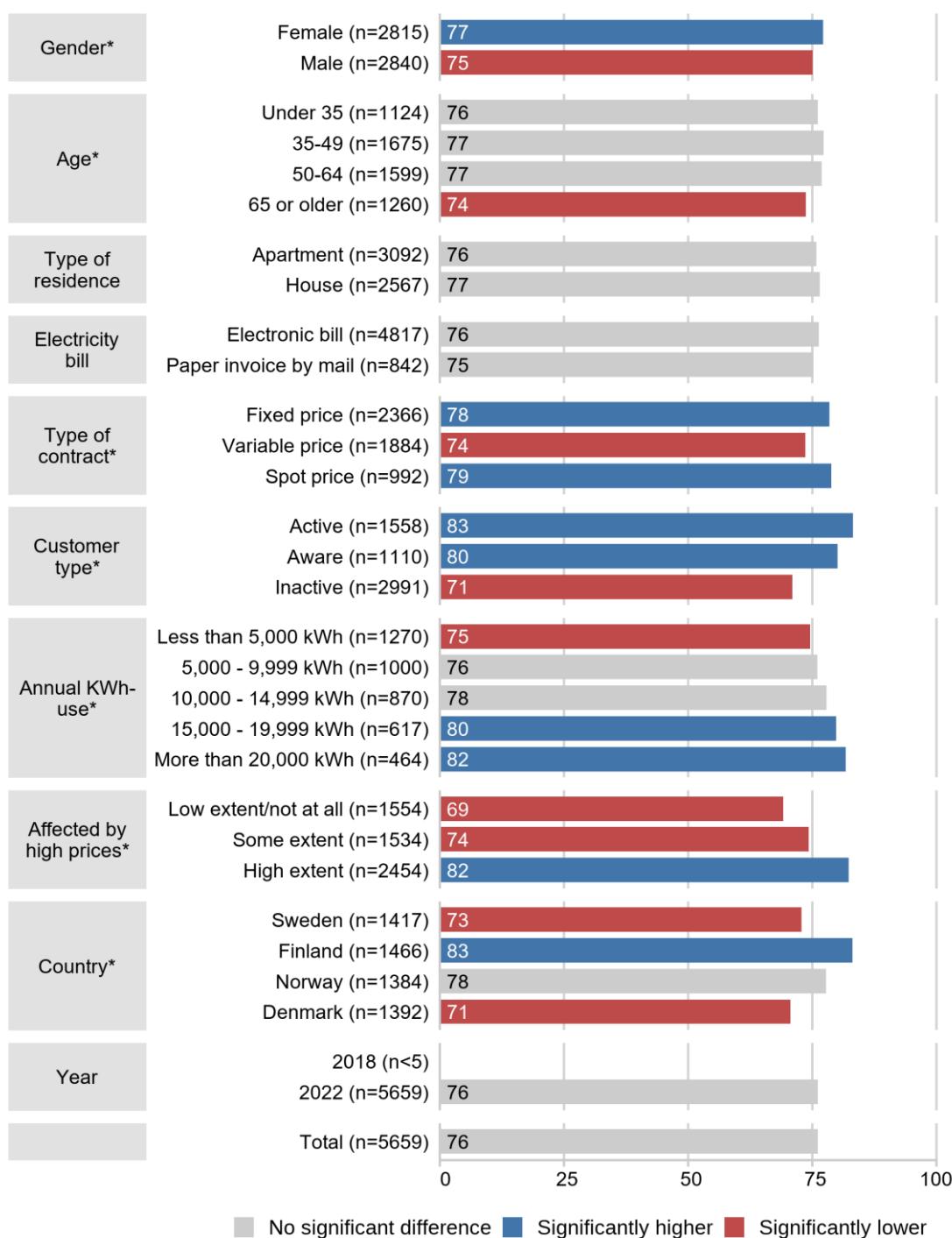
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Number of responses
Gender*	Female	2 %	▼ 2 %	23 %	23 %	43 %	7 %	(n=3025)
	Male	3 %	▲ 4 %	23 %	24 %	41 %	5 %	(n=2998)
Age*	Under 35	▼ 1 %	3 %	24 %	▲ 27 %	39 %	5 %	(n=1186)
	35-49	▼ 2 %	3 %	22 %	▲ 26 %	42 %	5 %	(n=1767)
	50-64	3 %	3 %	21 %	▼ 21 %	▲ 45 %	6 %	(n=1697)
	65 or older	▲ 5 %	3 %	25 %	▼ 19 %	40 %	▲ 8 %	(n=1377)
Type of residence	Apartment	3 %	3 %	24 %	24 %	41 %	6 %	(n=3298)
	House	3 %	3 %	22 %	23 %	43 %	6 %	(n=2730)
Electricity bill	Electronic bill	3 %	3 %	23 %	23 %	42 %	6 %	(n=5137)
	Paper invoice by mail	3 %	3 %	24 %	25 %	40 %	5 %	(n=891)
Type of contract*	Fixed price	2 %	3 %	▼ 20 %	22 %	▲ 47 %	5 %	(n=2485)
	Variable price	3 %	4 %	▲ 26 %	26 %	▼ 37 %	5 %	(n=1991)
	Spot price	3 %	2 %	▼ 19 %	23 %	47 %	6 %	(n=1058)
Customer type*	Active	▼ 2 %	2 %	▼ 15 %	▼ 21 %	▲ 56 %	▼ 4 %	(n=1619)
	Aware	3 %	3 %	▼ 16 %	25 %	▲ 50 %	▼ 3 %	(n=1148)
	Inactive	▲ 3 %	3 %	▲ 29 %	24 %	▼ 31 %	▲ 8 %	(n=3261)
Annual KWh-use*	Less than 5,000 kWh	4 %	3 %	▲ 25 %	21 %	42 %	5 %	(n=1333)
	5,000 - 9,999 kWh	2 %	▲ 5 %	21 %	26 %	42 %	4 %	(n=1041)
	10,000 - 14,999 kWh	2 %	3 %	21 %	26 %	43 %	5 %	(n=914)
	15,000 - 19,999 kWh	3 %	2 %	19 %	23 %	▲ 50 %	3 %	(n=639)
	More than 20,000 kWh	3 %	2 %	▼ 15 %	22 %	▲ 54 %	4 %	(n=483)
Affected by high prices*	Low extent/not at all	▲ 6 %	▲ 6 %	▲ 27 %	▼ 21 %	▼ 34 %	7 %	(n=1665)
	Some extent	▼ 2 %	2 %	▲ 28 %	▲ 28 %	▼ 35 %	5 %	(n=1622)
	High extent	▼ 1 %	▼ 2 %	▼ 16 %	23 %	▲ 53 %	5 %	(n=2582)
Country*	Sweden	3 %	4 %	▲ 26 %	24 %	▼ 36 %	7 %	(n=1516)
	Finland	▼ 2 %	3 %	▼ 14 %	24 %	▲ 55 %	▼ 3 %	(n=1515)
	Norway	3 %	▼ 2 %	22 %	22 %	44 %	▲ 8 %	(n=1501)
	Denmark	4 %	4 %	▲ 30 %	24 %	▼ 32 %	7 %	(n=1496)
Year	2018	-	-	-	-	-	-	(n<5)
	2022	3 %	3 %	23 %	23 %	42 %	6 %	(n=6028)
Total		3 %	3 %	23 %	23 %	42 %	6 %	(n=6028)

▲ = Significantly higher

▼ = Significantly lower

To what extent do you agree with the following statements: - The high electricity prices will affect my future choice of electricity contract

Average scores on a scale from 0 to 100. 0 = "1 Fully disagree" and 100 = "5 Fully agree".



■ No significant difference ■ Significantly higher ■ Significantly lower

To what extent has your household economy been affected by the high electricity prices?

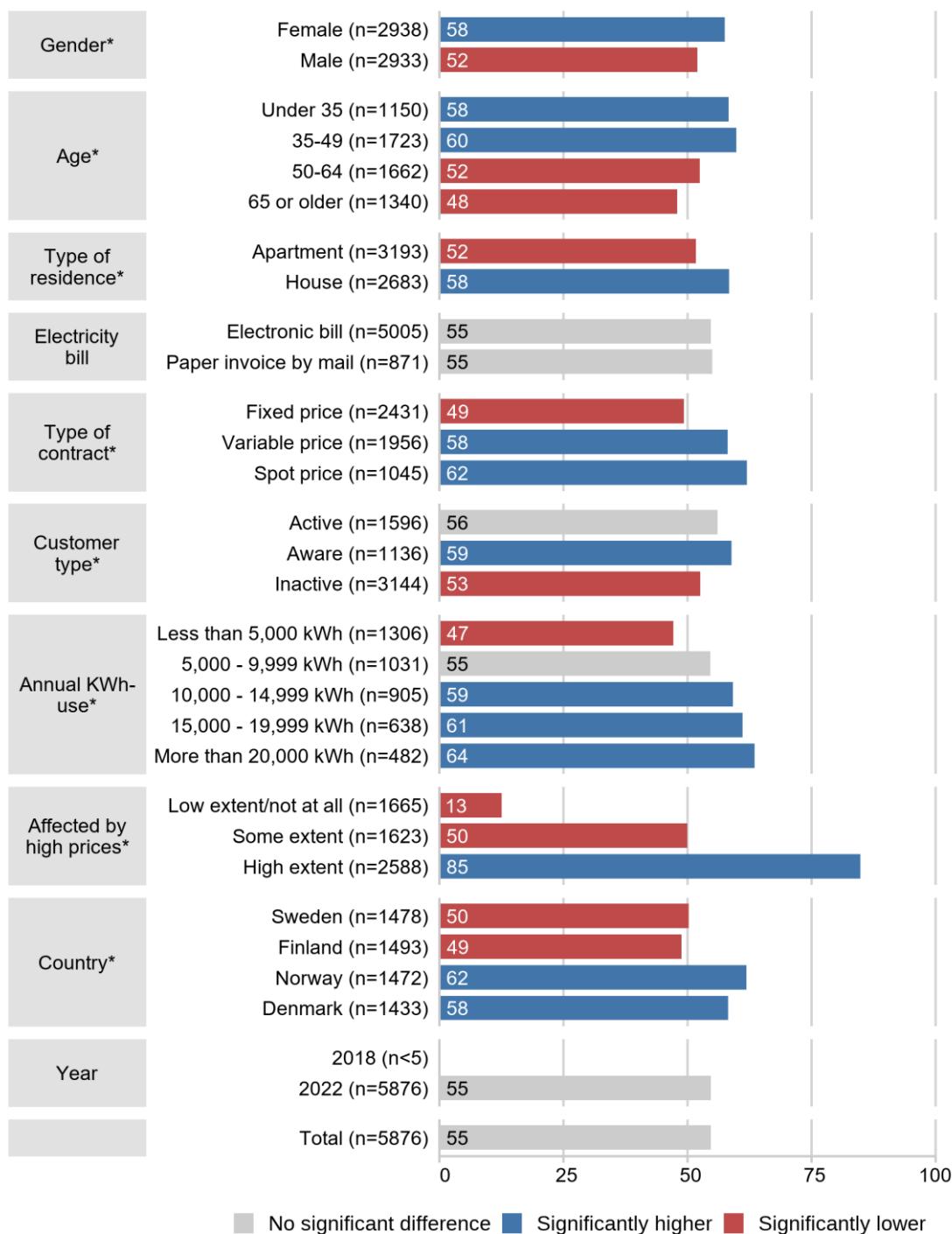
		1 = Not at all	2	3	4	5 = Very high extent	Do not know	Number of responses
Gender*	Female	▼ 11 %	13 %	27 %	27 %	▲ 18 %	3 %	(n=3030)
	Male	▲ 16 %	15 %	26 %	25 %	▼ 16 %	2 %	(n=3001)
Age*	Under 35	▼ 10 %	13 %	29 %	27 %	19 %	3 %	(n=1187)
	35-49	▼ 9 %	▼ 12 %	29 %	27 %	▲ 21 %	3 %	(n=1769)
	50-64	▲ 16 %	14 %	26 %	26 %	15 %	2 %	(n=1701)
	65 or older	▲ 20 %	▲ 17 %	▼ 23 %	24 %	▼ 12 %	3 %	(n=1378)
Type of residence*	Apartment	▲ 15 %	▲ 15 %	28 %	▼ 24 %	▼ 14 %	▲ 3 %	(n=3301)
	House	▼ 12 %	▼ 12 %	25 %	▲ 29 %	▲ 20 %	▼ 2 %	(n=2735)
Electricity bill	Electronic bill	14 %	14 %	27 %	26 %	17 %	3 %	(n=5144)
	Paper invoice by mail	14 %	13 %	27 %	26 %	17 %	2 %	(n=892)
Type of contract*	Fixed price	▲ 19 %	15 %	27 %	▼ 23 %	▼ 14 %	2 %	(n=2490)
	Variable price	▼ 10 %	14 %	27 %	▲ 29 %	18 %	2 %	(n=1993)
	Spot price	▼ 9 %	12 %	25 %	29 %	▲ 24 %	1 %	(n=1059)
Customer type*	Active	14 %	13 %	26 %	26 %	▲ 20 %	▼ 1 %	(n=1619)
	Aware	11 %	12 %	26 %	28 %	▲ 21 %	▼ 1 %	(n=1150)
	Inactive	14 %	15 %	28 %	25 %	▼ 14 %	▲ 4 %	(n=3267)
Annual kWh-use*	Less than 5,000 kWh	▲ 20 %	▲ 17 %	27 %	▼ 21 %	▼ 13 %	▲ 2 %	(n=1334)
	5,000 - 9,999 kWh	14 %	13 %	29 %	25 %	17 %	1 %	(n=1043)
	10,000 - 14,999 kWh	▼ 10 %	13 %	27 %	28 %	21 %	1 %	(n=915)
	15,000 - 19,999 kWh	▼ 11 %	▼ 9 %	25 %	▲ 35 %	20 %	▼ 0 %	(n=640)
	More than 20,000 kWh	11 %	▼ 9 %	▼ 22 %	29 %	▲ 28 %	0 %	(n=484)
Affected by high prices*	Low extent/not at all	▲ 50 %	▲ 50 %	▼ 0 %	▼ 0 %	▼ 0 %	0 %	(n=1665)
	Some extent	▼ 0 %	▼ 0 %	▲ 100 %	▼ 0 %	▼ 0 %	0 %	(n=1623)
	High extent	▼ 0 %	▼ 0 %	▼ 0 %	▲ 60 %	▲ 40 %	0 %	(n=2588)
Country*	Sweden	▲ 16 %	▲ 16 %	28 %	24 %	▼ 12 %	3 %	(n=1519)
	Finland	▲ 20 %	15 %	27 %	▼ 23 %	▼ 13 %	▼ 1 %	(n=1515)
	Norway	▼ 9 %	▼ 12 %	25 %	▲ 29 %	▲ 24 %	2 %	(n=1501)
	Denmark	▼ 10 %	12 %	27 %	28 %	18 %	▲ 5 %	(n=1501)
Year	2018	-	-	-	-	-	-	(n<5)
	2022	14 %	14 %	27 %	26 %	17 %	3 %	(n=6036)
Total		14 %	14 %	27 %	26 %	17 %	3 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

To what extent has your household economy been affected by the high electricity prices?

Average scores on a scale from 0 to 100. 0 = "1 = Not at all" and 100 = "5 = Very high extent".



If you should switch supplier, how important would it be to get all electricity costs on one bill instead of two separate bills from the supplier and the grid company?

		Not important at all	A bit important	Fairly important	Very important	Do not know	Number of responses
Gender	Female	8 %	16 %	36 %	33 %	6 %	(n=743)
	Male	11 %	16 %	37 %	32 %	4 %	(n=737)
Age	Under 35	▼ 5 %	17 %	40 %	32 %	5 %	(n=311)
	35-49	9 %	16 %	37 %	33 %	5 %	(n=465)
	50-64	13 %	15 %	34 %	33 %	5 %	(n=409)
	65 or older	11 %	17 %	36 %	31 %	5 %	(n=295)
Type of residence*	Apartment	▼ 7 %	16 %	37 %	35 %	5 %	(n=733)
	House	▲ 13 %	16 %	36 %	31 %	5 %	(n=747)
Electricity bill*	Electronic bill	▲ 10 %	16 %	37 %	▼ 31 %	5 %	(n=1381)
	Paper invoice by mail	▼ 1 %	16 %	30 %	▲ 49 %	3 %	(n=99)
Type of contract*	Fixed price	7 %	12 %	39 %	40 %	2 %	(n=283)
	Variable price	6 %	14 %	40 %	35 %	4 %	(n=277)
	Spot price	▲ 11 %	▲ 19 %	35 %	31 %	5 %	(n=796)
Customer type*	Active	▲ 13 %	18 %	32 %	33 %	4 %	(n=464)
	Aware	9 %	16 %	35 %	37 %	3 %	(n=339)
	Inactive	7 %	15 %	40 %	31 %	▲ 7 %	(n=677)
Annual KWh-use	Less than 5,000 kWh	10 %	18 %	34 %	33 %	6 %	(n=135)
	5,000 - 9,999 kWh	8 %	18 %	34 %	37 %	3 %	(n=228)
	10,000 - 14,999 kWh	12 %	14 %	40 %	31 %	4 %	(n=301)
	15,000 - 19,999 kWh	9 %	20 %	39 %	29 %	3 %	(n=231)
	More than 20,000 kWh	12 %	14 %	32 %	40 %	3 %	(n=230)
Affected by high prices*	Low extent/not at all	▲ 17 %	21 %	31 %	28 %	3 %	(n=308)
	Some extent	9 %	21 %	42 %	▼ 23 %	5 %	(n=364)
	High extent	▼ 7 %	▼ 12 %	36 %	▲ 40 %	4 %	(n=780)
Country	Sweden	-	-	-	-	-	(n<5)
	Finland	-	-	-	-	-	(n<5)
	Norway	10 %	16 %	36 %	33 %	5 %	(n=1480)
	Denmark	-	-	-	-	-	(n<5)
Year*	2018	11 %	16 %	▼ 31 %	▲ 39 %	4 %	(n=1506)
	2022	10 %	16 %	▲ 36 %	▼ 33 %	5 %	(n=1480)
Total		10 %	16 %	36 %	33 %	5 %	(n=1480)

▲ = Significantly higher

▼ = Significantly lower

Do you read the information presented on your electricity bill?

		Yes	No	Number of responses
Gender*	Female	80 %	20 %	(n=3030)
	Male	82 %	18 %	(n=3001)
Age*	Under 35	▼ 77 %	▲ 23 %	(n=1187)
	35-49	▼ 78 %	▲ 22 %	(n=1769)
	50-64	83 %	17 %	(n=1701)
	65 or older	▲ 86 %	▼ 14 %	(n=1378)
Type of residence*	Apartment	▼ 79 %	▲ 21 %	(n=3301)
	House	▲ 83 %	▼ 17 %	(n=2735)
Electricity bill*	Electronic bill	▼ 80 %	▲ 20 %	(n=5144)
	Paper invoice by mail	▲ 84 %	▼ 16 %	(n=892)
Type of contract*	Fixed price	82 %	18 %	(n=2490)
	Variable price	▼ 80 %	▲ 20 %	(n=1993)
	Spot price	▲ 90 %	▼ 10 %	(n=1059)
Customer type*	Active	▲ 89 %	▼ 11 %	(n=1619)
	Aware	▲ 90 %	▼ 10 %	(n=1150)
	Inactive	▼ 74 %	▲ 26 %	(n=3267)
Annual KWh-use	Less than 5,000 kWh	86 %	14 %	(n=1334)
	5,000 - 9,999 kWh	86 %	14 %	(n=1043)
	10,000 - 14,999 kWh	89 %	11 %	(n=915)
	15,000 - 19,999 kWh	86 %	14 %	(n=640)
	More than 20,000 kWh	88 %	12 %	(n=484)
Affected by high prices*	Low extent/not at all	▼ 77 %	▲ 23 %	(n=1665)
	Some extent	80 %	20 %	(n=1623)
	High extent	▲ 86 %	▼ 14 %	(n=2588)
Country*	Sweden	▼ 78 %	▲ 22 %	(n=1519)
	Finland	▲ 86 %	▼ 14 %	(n=1515)
	Norway	▲ 86 %	▼ 14 %	(n=1501)
	Denmark	▼ 74 %	▲ 26 %	(n=1501)
Year	2018	80 %	20 %	(n=6019)
	2022	81 %	19 %	(n=6036)
Total		81 %	19 %	(n=6036)

▲ = Significantly higher

▼ = Significantly lower

What information do you read on your electricity bill? - I look at the total amount I have to pay

		Yes	No	I don't believe, that this information is on my bill	Number of responses
Gender	Female	97 %	2 %	1 %	(n=2419)
	Male	96 %	3 %	1 %	(n=2466)
Age*	Under 35	▼ 91 %	▲ 7 %	2 %	(n=917)
	35-49	95 %	4 %	1 %	(n=1375)
	50-64	▲ 99 %	▼ 1 %	0 %	(n=1406)
	65 or older	▲ 98 %	▼ 1 %	1 %	(n=1190)
Type of residence	Apartment	96 %	3 %	1 %	(n=2622)
	House	96 %	3 %	1 %	(n=2267)
Electricity bill*	Electronic bill	▲ 97 %	▼ 2 %	1 %	(n=4137)
	Paper invoice by mail	▼ 93 %	▲ 5 %	2 %	(n=752)
Type of contract*	Fixed price	96 %	3 %	1 %	(n=2034)
	Variable price	95 %	4 %	1 %	(n=1596)
	Spot price	▲ 98 %	▼ 1 %	1 %	(n=952)
Customer type*	Active	▲ 98 %	▼ 2 %	1 %	(n=1441)
	Aware	96 %	4 %	1 %	(n=1036)
	Inactive	96 %	3 %	1 %	(n=2412)
Annual KWh-use	Less than 5,000 kWh	▲ 97 %	3 %	▼ 0 %	(n=1147)
	5,000 - 9,999 kWh	96 %	3 %	1 %	(n=899)
	10,000 - 14,999 kWh	95 %	4 %	1 %	(n=811)
	15,000 - 19,999 kWh	94 %	4 %	1 %	(n=548)
	More than 20,000 kWh	96 %	2 %	1 %	(n=424)
Affected by high prices*	Low extent/not at all	▲ 98 %	▼ 2 %	▼ 0 %	(n=1282)
	Some extent	▼ 94 %	▲ 4 %	1 %	(n=1306)
	High extent	96 %	3 %	1 %	(n=2223)
Country*	Sweden	96 %	3 %	▼ 0 %	(n=1181)
	Finland	▲ 97 %	2 %	▼ 0 %	(n=1296)
	Norway	96 %	3 %	2 %	(n=1296)
	Denmark	95 %	3 %	2 %	(n=1116)
Year*	2018	97 %	2 %	1 %	(n=4818)
	2022	96 %	3 %	1 %	(n=4889)
Total		96 %	3 %	1 %	(n=4889)

▲ = Significantly higher

▼ = Significantly lower

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

		Yes	No	I don't believe, that this information is on my bill	Number of responses
Gender	Female	85 %	12 %	3 %	(n=2419)
	Male	86 %	12 %	3 %	(n=2466)
Age*	Under 35	▼ 76 %	▲ 19 %	▲ 5 %	(n=917)
	35-49	84 %	13 %	3 %	(n=1375)
	50-64	▲ 88 %	11 %	▼ 2 %	(n=1406)
	65 or older	▲ 90 %	▼ 8 %	3 %	(n=1190)
Type of residence	Apartment	84 %	12 %	3 %	(n=2622)
	House	86 %	12 %	3 %	(n=2267)
Electricity bill	Electronic bill	85 %	12 %	3 %	(n=4137)
	Paper invoice by mail	85 %	12 %	4 %	(n=752)
Type of contract*	Fixed price	85 %	12 %	3 %	(n=2034)
	Variable price	▼ 83 %	▲ 14 %	3 %	(n=1596)
	Spot price	▲ 90 %	▼ 8 %	2 %	(n=952)
Customer type*	Active	▲ 90 %	▼ 8 %	2 %	(n=1441)
	Aware	▲ 88 %	▼ 9 %	2 %	(n=1036)
	Inactive	▼ 81 %	▲ 16 %	▲ 4 %	(n=2412)
Annual kWh-use*	Less than 5,000 kWh	88 %	10 %	3 %	(n=1147)
	5,000 - 9,999 kWh	86 %	11 %	3 %	(n=899)
	10,000 - 14,999 kWh	▼ 83 %	▲ 14 %	3 %	(n=811)
	15,000 - 19,999 kWh	86 %	12 %	2 %	(n=548)
	More than 20,000 kWh	▲ 91 %	▼ 7 %	2 %	(n=424)
Affected by high prices	Low extent/not at all	86 %	12 %	2 %	(n=1282)
	Some extent	84 %	13 %	3 %	(n=1306)
	High extent	86 %	11 %	3 %	(n=2223)
Country*	Sweden	83 %	14 %	3 %	(n=1181)
	Finland	▲ 89 %	▼ 9 %	2 %	(n=1296)
	Norway	86 %	10 %	3 %	(n=1296)
	Denmark	▼ 81 %	▲ 16 %	3 %	(n=1116)
Year	2018	85 %	12 %	3 %	(n=4818)
	2022	85 %	12 %	3 %	(n=4889)
Total		85 %	12 %	3 %	(n=4889)

▲ = Significantly higher

▼ = Significantly lower

What information do you read on your electricity bill? - I look at the specification of the electricity consumption that my bill is based on

		Yes	No	I don't believe, that this information is on my bill	Number of responses
Gender	Female	90 %	9 %	2 %	(n=2419)
	Male	90 %	9 %	1 %	(n=2466)
Age*	Under 35	▼ 82 %	▲ 15 %	▲ 3 %	(n=917)
	35-49	88 %	11 %	1 %	(n=1375)
	50-64	▲ 92 %	▼ 7 %	1 %	(n=1406)
	65 or older	▲ 95 %	▼ 5 %	▼ 1 %	(n=1190)
Type of residence*	Apartment	▼ 87 %	▲ 11 %	1 %	(n=2622)
	House	▲ 93 %	▼ 6 %	1 %	(n=2267)
Electricity bill*	Electronic bill	▲ 90 %	▼ 8 %	1 %	(n=4137)
	Paper invoice by mail	▼ 86 %	▲ 13 %	2 %	(n=752)
Type of contract*	Fixed price	90 %	9 %	1 %	(n=2034)
	Variable price	▼ 87 %	▲ 11 %	2 %	(n=1596)
	Spot price	▲ 93 %	▼ 7 %	▼ 1 %	(n=952)
Customer type*	Active	▲ 93 %	▼ 6 %	1 %	(n=1441)
	Aware	90 %	9 %	1 %	(n=1036)
	Inactive	▼ 87 %	▲ 11 %	2 %	(n=2412)
Annual KWh-use*	Less than 5,000 kWh	93 %	6 %	1 %	(n=1147)
	5,000 - 9,999 kWh	92 %	6 %	1 %	(n=899)
	10,000 - 14,999 kWh	90 %	▲ 10 %	1 %	(n=811)
	15,000 - 19,999 kWh	89 %	8 %	3 %	(n=548)
	More than 20,000 kWh	93 %	6 %	0 %	(n=424)
Affected by high prices*	Low extent/not at all	91 %	8 %	1 %	(n=1282)
	Some extent	▼ 88 %	11 %	2 %	(n=1306)
	High extent	90 %	9 %	1 %	(n=2223)
Country*	Sweden	90 %	9 %	▼ 1 %	(n=1181)
	Finland	90 %	9 %	1 %	(n=1296)
	Norway	91 %	▼ 7 %	2 %	(n=1296)
	Denmark	88 %	10 %	2 %	(n=1116)
Year	2018	90 %	8 %	2 %	(n=4818)
	2022	90 %	9 %	1 %	(n=4889)
Total		90 %	9 %	1 %	(n=4889)

▲ = Significantly higher

▼ = Significantly lower

What information do you read on your electricity bill? - I look at the date when my contract expires

		Yes	No	I don't believe, that this information is on my bill	Number of responses
Gender*	Female	▼ 38 %	48 %	14 %	(n=2419)
	Male	▲ 44 %	44 %	12 %	(n=2466)
Age*	Under 35	44 %	43 %	13 %	(n=917)
	35-49	41 %	47 %	13 %	(n=1375)
	50-64	▼ 37 %	▲ 49 %	14 %	(n=1406)
	65 or older	43 %	44 %	13 %	(n=1190)
Type of residence	Apartment	41 %	45 %	13 %	(n=2622)
	House	40 %	47 %	13 %	(n=2267)
Electricity bill	Electronic bill	41 %	46 %	13 %	(n=4137)
	Paper invoice by mail	41 %	46 %	13 %	(n=752)
Type of contract*	Fixed price	▲ 53 %	▼ 38 %	▼ 9 %	(n=2034)
	Variable price	▼ 36 %	▲ 49 %	▲ 15 %	(n=1596)
	Spot price	▼ 28 %	▲ 54 %	▲ 18 %	(n=952)
Customer type*	Active	▲ 47 %	▼ 41 %	11 %	(n=1441)
	Aware	▲ 47 %	▼ 40 %	14 %	(n=1036)
	Inactive	▼ 34 %	▲ 52 %	14 %	(n=2412)
Annual KWh-use	Less than 5,000 kWh	44 %	42 %	14 %	(n=1147)
	5,000 - 9,999 kWh	44 %	42 %	14 %	(n=899)
	10,000 - 14,999 kWh	40 %	▲ 49 %	▼ 10 %	(n=811)
	15,000 - 19,999 kWh	43 %	43 %	14 %	(n=548)
	More than 20,000 kWh	44 %	43 %	13 %	(n=424)
Affected by high prices*	Low extent/not at all	▼ 36 %	▲ 49 %	15 %	(n=1282)
	Some extent	39 %	▲ 50 %	12 %	(n=1306)
	High extent	▲ 45 %	▼ 42 %	13 %	(n=2223)
Country*	Sweden	43 %	45 %	12 %	(n=1181)
	Finland	▲ 49 %	▼ 41 %	▼ 11 %	(n=1296)
	Norway	▼ 33 %	▲ 50 %	▲ 17 %	(n=1296)
	Denmark	39 %	48 %	13 %	(n=1116)
Year*	2018	▼ 34 %	▲ 51 %	14 %	(n=4818)
	2022	▲ 41 %	▼ 46 %	13 %	(n=4889)
Total		41 %	46 %	13 %	(n=4889)

▲ = Significantly higher

▼ = Significantly lower

What information do you read on your electricity bill? - I look at my estimated yearly consumption

	Yes	No	I don't believe, that this information is on my bill	Number of responses
Gender*	Female ▼ 67 %	25 %	▲ 8 %	(n=1779)
	Male ▲ 72 %	23 %	▼ 5 %	(n=1813)
Age*	Under 35 ▼ 59 %	▲ 32 %	▲ 10 %	(n=688)
	35-49 ▼ 65 %	▲ 29 %	7 %	(n=1022)
	50-64 ▲ 74 %	22 %	▼ 5 %	(n=1050)
	65 or older ▲ 79 %	▼ 16 %	5 %	(n=833)
Type of residence*	Apartment ▼ 65 %	▲ 27 %	7 %	(n=1740)
	House ▲ 73 %	▼ 21 %	5 %	(n=1853)
Electricity bill	Electronic bill 70 %	24 %	6 %	(n=3198)
	Paper invoice by mail 67 %	27 %	6 %	(n=395)
Type of contract*	Fixed price ▲ 74 %	21 %	5 %	(n=1199)
	Variable price 69 %	24 %	7 %	(n=1235)
	Spot price ▼ 66 %	▲ 27 %	7 %	(n=889)
Customer type*	Active 71 %	23 %	5 %	(n=961)
	Aware ▲ 75 %	▼ 20 %	5 %	(n=735)
	Inactive ▼ 67 %	▲ 26 %	7 %	(n=1897)
Annual KWh-use	Less than 5,000 kWh 75 %	19 %	6 %	(n=790)
	5,000 - 9,999 kWh 73 %	22 %	5 %	(n=669)
	10,000 - 14,999 kWh 71 %	22 %	7 %	(n=597)
	15,000 - 19,999 kWh 71 %	25 %	4 %	(n=411)
	More than 20,000 kWh 76 %	19 %	5 %	(n=342)
Affected by high prices	Low extent/not at all 68 %	26 %	7 %	(n=843)
	Some extent 70 %	25 %	6 %	(n=956)
	High extent 70 %	23 %	7 %	(n=1729)
Country*	Sweden ▲ 73 %	22 %	▼ 5 %	(n=1181)
	Finland -	-	-	(n<5)
	Norway ▼ 64 %	▲ 28 %	▲ 8 %	(n=1296)
	Denmark 72 %	21 %	6 %	(n=1116)
Year	2018 71 %	22 %	7 %	(n=3541)
	2022 69 %	24 %	6 %	(n=3593)
Total	69 %	24 %	6 %	(n=3593)

▲ = Significantly higher

▼ = Significantly lower

What information do you read on your electricity bill? - I look at my historical consumption

		Yes	No	I don't believe, that this information is on my bill	Number of responses
Gender*	Female	68 %	23 %	▲ 9 %	(n=2419)
	Male	71 %	22 %	▼ 7 %	(n=2466)
Age*	Under 35	▼ 60 %	▲ 28 %	▲ 12 %	(n=917)
	35-49	68 %	24 %	8 %	(n=1375)
	50-64	▲ 73 %	▼ 20 %	7 %	(n=1406)
	65 or older	▲ 73 %	20 %	7 %	(n=1190)
Type of residence*	Apartment	▼ 66 %	▲ 25 %	9 %	(n=2622)
	House	▲ 73 %	▼ 19 %	7 %	(n=2267)
Electricity bill*	Electronic bill	▲ 71 %	▼ 21 %	8 %	(n=4137)
	Paper invoice by mail	▼ 60 %	▲ 29 %	11 %	(n=752)
Type of contract*	Fixed price	69 %	23 %	8 %	(n=2034)
	Variable price	▼ 64 %	▲ 26 %	9 %	(n=1596)
	Spot price	▲ 80 %	▼ 14 %	▼ 5 %	(n=952)
Customer type*	Active	▲ 74 %	▼ 18 %	7 %	(n=1441)
	Aware	72 %	20 %	8 %	(n=1036)
	Inactive	▼ 65 %	▲ 26 %	9 %	(n=2412)
Annual KWh-use*	Less than 5,000 kWh	71 %	19 %	9 %	(n=1147)
	5,000 - 9,999 kWh	72 %	20 %	7 %	(n=899)
	10,000 - 14,999 kWh	70 %	22 %	8 %	(n=811)
	15,000 - 19,999 kWh	72 %	21 %	7 %	(n=548)
	More than 20,000 kWh	▲ 81 %	▼ 16 %	▼ 4 %	(n=424)
Affected by high prices*	Low extent/not at all	68 %	24 %	9 %	(n=1282)
	Some extent	67 %	25 %	8 %	(n=1306)
	High extent	▲ 72 %	▼ 20 %	8 %	(n=2223)
Country*	Sweden	67 %	25 %	8 %	(n=1181)
	Finland	▼ 62 %	▲ 26 %	▲ 12 %	(n=1296)
	Norway	▲ 79 %	▼ 16 %	▼ 5 %	(n=1296)
	Denmark	68 %	24 %	8 %	(n=1116)
Year	2018	69 %	22 %	9 %	(n=4818)
	2022	69 %	23 %	8 %	(n=4889)
Total		69 %	23 %	8 %	(n=4889)

▲ = Significantly higher

▼ = Significantly lower

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

		Yes	No	I don't believe, that this information is on my bill	Number of responses
Gender*	Female	34 %	46 %	▲ 20 %	(n=2419)
	Male	36 %	49 %	▼ 15 %	(n=2466)
Age	Under 35	38 %	44 %	17 %	(n=917)
	35-49	36 %	47 %	16 %	(n=1375)
	50-64	34 %	48 %	18 %	(n=1406)
	65 or older	33 %	49 %	18 %	(n=1190)
Type of residence*	Apartment	▲ 38 %	▼ 45 %	17 %	(n=2622)
	House	▼ 32 %	▲ 50 %	17 %	(n=2267)
Electricity bill*	Electronic bill	▼ 34 %	48 %	18 %	(n=4137)
	Paper invoice by mail	▲ 40 %	44 %	16 %	(n=752)
Type of contract*	Fixed price	▲ 39 %	46 %	▼ 14 %	(n=2034)
	Variable price	37 %	46 %	17 %	(n=1596)
	Spot price	▼ 26 %	▲ 51 %	▲ 23 %	(n=952)
Customer type	Active	35 %	48 %	17 %	(n=1441)
	Aware	38 %	45 %	17 %	(n=1036)
	Inactive	34 %	48 %	17 %	(n=2412)
Annual KWh-use*	Less than 5,000 kWh	▲ 40 %	44 %	16 %	(n=1147)
	5,000 - 9,999 kWh	38 %	44 %	18 %	(n=899)
	10,000 - 14,999 kWh	34 %	51 %	16 %	(n=811)
	15,000 - 19,999 kWh	33 %	50 %	16 %	(n=548)
	More than 20,000 kWh	36 %	49 %	15 %	(n=424)
Affected by high prices*	Low extent/not at all	▼ 32 %	50 %	18 %	(n=1282)
	Some extent	37 %	48 %	16 %	(n=1306)
	High extent	36 %	46 %	18 %	(n=2223)
Country*	Sweden	▲ 41 %	46 %	▼ 13 %	(n=1181)
	Finland	37 %	48 %	15 %	(n=1296)
	Norway	▼ 27 %	50 %	▲ 23 %	(n=1296)
	Denmark	36 %	47 %	17 %	(n=1116)
Year*	2018	▼ 31 %	49 %	▲ 21 %	(n=4818)
	2022	▲ 35 %	47 %	▼ 17 %	(n=4889)
Total		35 %	47 %	17 %	(n=4889)

▲ = Significantly higher

▼ = Significantly lower

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

		Yes	No	I don't believe, that this information is on my bill	Number of responses
Gender*	Female	▼ 59 %	26 %	▲ 15 %	(n=2419)
	Male	▲ 63 %	25 %	▼ 11 %	(n=2466)
Age	Under 35	60 %	27 %	13 %	(n=917)
	35-49	60 %	28 %	13 %	(n=1375)
	50-64	63 %	25 %	13 %	(n=1406)
	65 or older	63 %	24 %	14 %	(n=1190)
Type of residence	Apartment	61 %	26 %	12 %	(n=2622)
	House	61 %	25 %	14 %	(n=2267)
Electricity bill	Electronic bill	62 %	25 %	13 %	(n=4137)
	Paper invoice by mail	59 %	29 %	13 %	(n=752)
Type of contract*	Fixed price	61 %	27 %	11 %	(n=2034)
	Variable price	62 %	26 %	12 %	(n=1596)
	Spot price	63 %	▼ 22 %	15 %	(n=952)
Customer type*	Active	64 %	24 %	12 %	(n=1441)
	Aware	▲ 66 %	▼ 22 %	12 %	(n=1036)
	Inactive	▼ 58 %	▲ 28 %	13 %	(n=2412)
Annual KWh-use	Less than 5,000 kWh	64 %	24 %	12 %	(n=1147)
	5,000 - 9,999 kWh	62 %	25 %	13 %	(n=899)
	10,000 - 14,999 kWh	61 %	27 %	12 %	(n=811)
	15,000 - 19,999 kWh	63 %	24 %	13 %	(n=548)
	More than 20,000 kWh	63 %	25 %	12 %	(n=424)
Affected by high prices*	Low extent/not at all	▼ 55 %	▲ 32 %	13 %	(n=1282)
	Some extent	62 %	28 %	11 %	(n=1306)
	High extent	▲ 65 %	▼ 21 %	14 %	(n=2223)
Country*	Sweden	64 %	24 %	12 %	(n=1181)
	Finland	▼ 56 %	▲ 32 %	11 %	(n=1296)
	Norway	61 %	23 %	▲ 16 %	(n=1296)
	Denmark	▲ 65 %	▼ 23 %	12 %	(n=1116)
Year	2018	59 %	27 %	14 %	(n=4818)
	2022	61 %	26 %	13 %	(n=4889)
Total		61 %	26 %	13 %	(n=4889)

▲ = Significantly higher

▼ = Significantly lower

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

		Yes	No	I don't believe, that this information is on my bill	Number of responses
Gender*	Female	▼ 30 %	55 %	16 %	(n=2419)
	Male	▲ 34 %	52 %	14 %	(n=2466)
Age*	Under 35	▲ 38 %	▼ 48 %	14 %	(n=917)
	35-49	▲ 35 %	52 %	13 %	(n=1375)
	50-64	▼ 28 %	56 %	16 %	(n=1406)
	65 or older	▼ 29 %	55 %	17 %	(n=1190)
Type of residence	Apartment	33 %	52 %	15 %	(n=2622)
	House	30 %	54 %	15 %	(n=2267)
Electricity bill	Electronic bill	31 %	54 %	15 %	(n=4137)
	Paper invoice by mail	34 %	49 %	16 %	(n=752)
Type of contract*	Fixed price	34 %	52 %	14 %	(n=2034)
	Variable price	33 %	51 %	15 %	(n=1596)
	Spot price	▼ 29 %	▲ 57 %	14 %	(n=952)
Customer type*	Active	32 %	53 %	15 %	(n=1441)
	Aware	▲ 38 %	▼ 48 %	14 %	(n=1036)
	Inactive	▼ 29 %	▲ 55 %	15 %	(n=2412)
Annual KWh-use	Less than 5,000 kWh	32 %	52 %	16 %	(n=1147)
	5,000 - 9,999 kWh	36 %	50 %	14 %	(n=899)
	10,000 - 14,999 kWh	33 %	53 %	14 %	(n=811)
	15,000 - 19,999 kWh	32 %	53 %	14 %	(n=548)
	More than 20,000 kWh	35 %	51 %	13 %	(n=424)
Affected by high prices*	Low extent/not at all	▼ 23 %	▲ 62 %	15 %	(n=1282)
	Some extent	31 %	56 %	13 %	(n=1306)
	High extent	▲ 38 %	▼ 47 %	16 %	(n=2223)
Country*	Sweden	31 %	55 %	13 %	(n=1181)
	Finland	▼ 28 %	55 %	17 %	(n=1296)
	Norway	33 %	52 %	15 %	(n=1296)
	Denmark	34 %	51 %	15 %	(n=1116)
Year*	2018	▼ 28 %	56 %	16 %	(n=4818)
	2022	▲ 32 %	53 %	15 %	(n=4889)
Total		32 %	53 %	15 %	(n=4889)

▲ = Significantly higher

▼ = Significantly lower

What information do you read on your electricity bill? - Other

		Yes	No	I don't believe, that this information is on my bill	Number of responses
Gender	Female	8 %	66 %	26 %	(n=2419)
	Male	8 %	65 %	27 %	(n=2466)
Age*	Under 35	10 %	64 %	26 %	(n=917)
	35-49	7 %	▲ 68 %	24 %	(n=1375)
	50-64	7 %	65 %	27 %	(n=1406)
	65 or older	8 %	63 %	29 %	(n=1190)
Type of residence*	Apartment	8 %	64 %	28 %	(n=2622)
	House	8 %	67 %	25 %	(n=2267)
Electricity bill	Electronic bill	8 %	66 %	27 %	(n=4137)
	Paper invoice by mail	9 %	63 %	28 %	(n=752)
Type of contract*	Fixed price	9 %	▼ 63 %	28 %	(n=2034)
	Variable price	8 %	66 %	26 %	(n=1596)
	Spot price	7 %	▲ 70 %	24 %	(n=952)
Customer type	Active	8 %	65 %	26 %	(n=1441)
	Aware	8 %	66 %	26 %	(n=1036)
	Inactive	7 %	65 %	27 %	(n=2412)
Annual KWh-use	Less than 5,000 kWh	7 %	65 %	28 %	(n=1147)
	5,000 - 9,999 kWh	9 %	64 %	27 %	(n=899)
	10,000 - 14,999 kWh	7 %	67 %	26 %	(n=811)
	15,000 - 19,999 kWh	10 %	65 %	25 %	(n=548)
	More than 20,000 kWh	8 %	68 %	24 %	(n=424)
Affected by high prices*	Low extent/not at all	▼ 5 %	▲ 69 %	25 %	(n=1282)
	Some extent	7 %	66 %	27 %	(n=1306)
	High extent	▲ 10 %	▼ 63 %	27 %	(n=2223)
Country*	Sweden	8 %	▲ 71 %	▼ 21 %	(n=1181)
	Finland	▼ 6 %	▼ 60 %	▲ 34 %	(n=1296)
	Norway	8 %	66 %	26 %	(n=1296)
	Denmark	9 %	65 %	26 %	(n=1116)
Year*	2018	7 %	▲ 72 %	▼ 21 %	(n=4818)
	2022	8 %	▼ 65 %	▲ 27 %	(n=4889)
Total		8 %	65 %	27 %	(n=4889)

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How do you prefer to get information from your electricity supplier?

		E-mail	On or attached to my bill	At 'My pages' on my supplier's website	An app provided by my supplier	Separate letter	SMS	Display in my house	Other	Do not know	Number of responses
Gender*	Female	▼ 56 %	▲ 36 %	32 %	20 %	13 %	12 %	▼ 2 %	1 %	3 %	(n=3030)
	Male	▲ 60 %	▼ 33 %	32 %	22 %	12 %	13 %	▲ 4 %	1 %	2 %	(n=3001)
Age*	Under 35	▼ 52 %	32 %	29 %	▲ 25 %	13 %	▲ 17 %	▲ 5 %	1 %	4 %	(n=1187)
	35-49	58 %	32 %	33 %	▲ 25 %	13 %	▲ 15 %	4 %	0 %	3 %	(n=1769)
	50-64	58 %	36 %	34 %	20 %	13 %	▼ 10 %	2 %	1 %	3 %	(n=1701)
	65 or older	▲ 64 %	▲ 38 %	30 %	▼ 14 %	11 %	▼ 9 %	▼ 1 %	1 %	2 %	(n=1378)
Type of residence*	Apartment	58 %	35 %	31 %	20 %	▲ 14 %	13 %	3 %	1 %	▲ 3 %	(n=3301)
	House	59 %	33 %	33 %	22 %	▼ 11 %	12 %	3 %	1 %	▼ 2 %	(n=2735)
Electricity bill*	Electronic bill	▲ 61 %	▼ 32 %	▲ 34 %	▲ 23 %	▼ 10 %	12 %	▼ 3 %	1 %	3 %	(n=5144)
	Paper invoice by mail	▼ 43 %	▲ 47 %	▼ 22 %	▼ 11 %	▲ 30 %	13 %	▲ 5 %	1 %	3 %	(n=892)
Type of contract*	Fixed price	60 %	35 %	▼ 31 %	▼ 19 %	14 %	13 %	3 %	1 %	2 %	(n=2490)
	Variable price	56 %	37 %	34 %	▼ 18 %	▲ 15 %	13 %	▲ 4 %	1 %	2 %	(n=1993)
	Spot price	60 %	32 %	36 %	▲ 35 %	▼ 6 %	13 %	▼ 2 %	1 %	2 %	(n=1059)
Customer type*	Active	▲ 63 %	36 %	34 %	▲ 26 %	▼ 10 %	14 %	2 %	1 %	▼ 1 %	(n=1619)
	Aware	62 %	33 %	▲ 35 %	▲ 28 %	14 %	▲ 15 %	3 %	1 %	▼ 1 %	(n=1150)
	Inactive	▼ 55 %	34 %	▼ 30 %	▼ 16 %	14 %	▼ 11 %	3 %	1 %	▲ 4 %	(n=3267)
Annual kWh-use*	Less than 5,000 kWh	62 %	35 %	36 %	▼ 19 %	13 %	▼ 11 %	▼ 2 %	1 %	2 %	(n=1334)
	5,000 - 9,999 kWh	60 %	35 %	31 %	21 %	12 %	14 %	4 %	1 %	1 %	(n=1043)
	10,000 - 14,999 kWh	57 %	35 %	32 %	24 %	12 %	14 %	3 %	1 %	1 %	(n=915)
	15,000 - 19,999 kWh	56 %	36 %	36 %	25 %	12 %	13 %	5 %	1 %	1 %	(n=640)
	More than 20,000 kWh	60 %	35 %	32 %	▲ 27 %	13 %	▲ 18 %	6 %	1 %	1 %	(n=484)
Affected by high prices*	Low extent/not at all	60 %	36 %	31 %	▼ 18 %	12 %	▼ 9 %	▼ 2 %	1 %	3 %	(n=1665)
	Some extent	58 %	35 %	30 %	20 %	13 %	12 %	3 %	0 %	2 %	(n=1623)
	High extent	58 %	35 %	34 %	▲ 24 %	13 %	▲ 15 %	4 %	1 %	2 %	(n=2588)
Country*	Sweden	▼ 52 %	37 %	▲ 35 %	▼ 17 %	▲ 15 %	12 %	4 %	1 %	3 %	(n=1519)
	Finland	▲ 63 %	▲ 43 %	▼ 25 %	▼ 15 %	▲ 21 %	12 %	2 %	1 %	2 %	(n=1515)
	Norway	59 %	▼ 31 %	33 %	▲ 30 %	▼ 7 %	▲ 16 %	3 %	1 %	▼ 2 %	(n=1501)
	Denmark	59 %	▼ 26 %	35 %	23 %	▼ 7 %	▼ 10 %	3 %	1 %	3 %	(n=1501)
Year*	2018	58 %	▲ 40 %	▼ 28 %	▼ 12 %	▲ 17 %	11 %	4 %	1 %	3 %	(n=6019)
	2022	58 %	▼ 35 %	▲ 32 %	▲ 21 %	▼ 13 %	13 %	3 %	1 %	3 %	(n=6036)
Total		58 %	35 %	32 %	21 %	13 %	13 %	3 %	1 %	3 %	(n=6036)

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