

Nordic Customer Survey 2018

Total Tables Report

Sentio Research AS
Report

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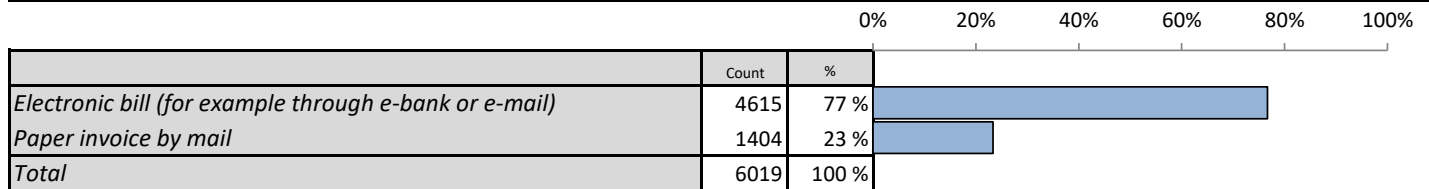
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Q: How do you receive your electricity bill?

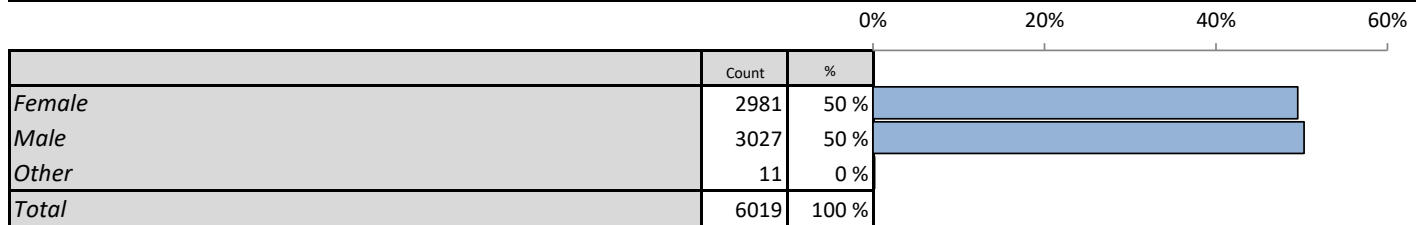


Q: How do you receive your electricity bill?

Background variables

		Electronic bill (for example through e-bank or e-mail)	Paper invoice by mail	Valid N
Gender	Female	75%	25% (n=2981)	
	Male	78%	22% (n=3027)	
	Other	64%	36% (n=11)	
Age group	Under 35 years	▼ 72%	▲ 28% (n=1041)	
	35 - 49 years	76%	24% (n=1832)	
	50 - 64 years	76%	24% (n=1758)	
	65 years or older	▲ 81%	▼ 19% (n=1388)	
Type of resident	Apartment	▼ 73%	▲ 27% (n=3013)	
	House	▲ 80%	▼ 20% (n=3006)	
Electricity bill?	Electronic bill	▲ 100%	▼ 0% (n=4615)	
	Paper invoice	▼ 0%	▲ 100% (n=1404)	
Electricity to heating	Use electricity to heat home	77%	23% (n=3127)	
	Not using electricity to heat home	77%	23% (n=2765)	
	Do not know	▼ 61%	▲ 39% (n=127)	
Consumer type	ACTIVE consumers	78%	22% (n=1540)	
	AWARE consumers	78%	22% (n=966)	
	INACTIVE consumers	75%	25% (n=3513)	
Annual kWh-use	Less than 5000 kWh	79%	21% (n=1146)	
	5000- 9 999 kWh	77%	23% (n=1011)	
	10 000- 14 999 kWh	79%	21% (n=875)	
	15 000-19 999 kWh	77%	23% (n=619)	
	20 000 - 24 999 kWh	▲ 83%	▼ 17% (n=399)	
	More than 25 000 kWh	79%	21% (n=165)	
	Do not know	▼ 72%	▲ 28% (n=1804)	
Spending on electricity in total an average winter month	Less than 500 kr	▼ 73%	▲ 27% (n=1281)	
	50-100 €	78%	22% (n=1363)	
	100-150 €	78%	22% (n=907)	
	150-200 €	80%	20% (n=772)	
	200-300 €	▼ 72%	▲ 28% (n=615)	
	More than 300 €	73%	27% (n=346)	
	Do not know	▲ 81%	▼ 19% (n=735)	
Country	Norway	▲ 89%	▼ 11% (n=1506)	
	Sweden	▼ 69%	▲ 31% (n=1501)	
	Denmark	▲ 90%	▼ 10% (n=1508)	
	Finland	▼ 60%	▲ 40% (n=1504)	
Total		77%	23% (n=6019)	

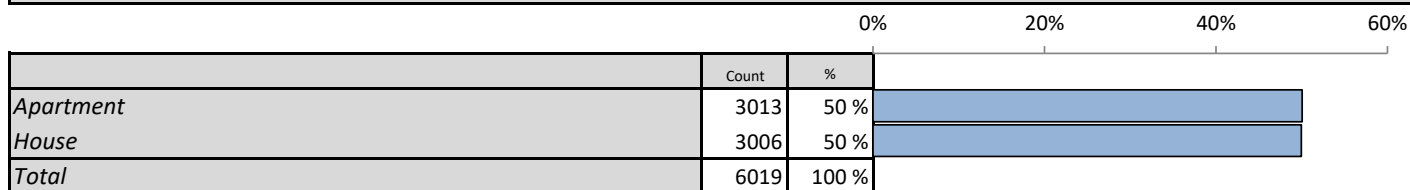
Q: Gender



Q: Gender

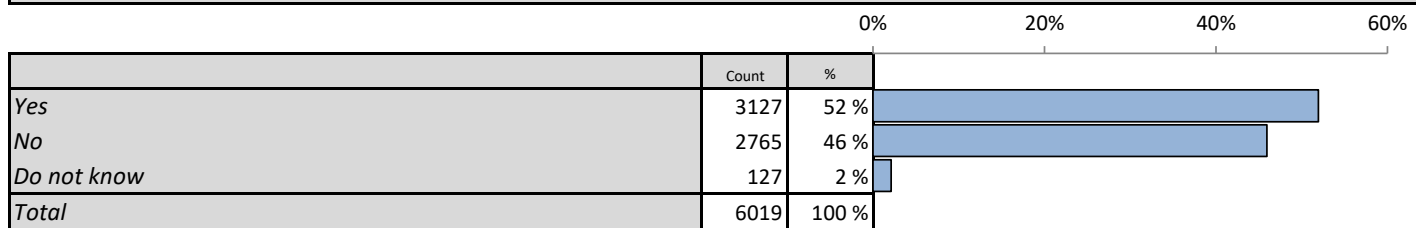
Background variables

		Female	Male	Other	Valid N
Gender	Female	▲ 100%	▼ 0%	▼ 0%	(n=2981)
	Male	▼ 0%	▲ 100%	▼ 0%	(n=3027)
	Other	▼ 0%	▼ 0%	▲ 100%	(n=11)
Age group	Under 35 years	▲ 55%	▼ 44%	0%	(n=1041)
	35 - 49 years	50%	50%	0%	(n=1832)
	50 - 64 years	51%	49%	0%	(n=1758)
	65 years or older	▼ 43%	▲ 57%	▼ 0%	(n=1388)
Type of resident	Apartment	▲ 53%	▼ 47%	0%	(n=3013)
	House	▼ 46%	▲ 54%	0%	(n=3006)
Electricity bill?	Electronic bill	49%	51%	0%	(n=4615)
	Paper invoice	52%	47%	0%	(n=1404)
Electricity to heating	Use electricity to heat home	49%	50%	0%	(n=3127)
	Not using electricity to heat home	49%	51%	0%	(n=2765)
	Do not know	▲ 75%	▼ 24%	2%	(n=127)
Consumer type	ACTIVE consumers	49%	51%	0%	(n=1540)
	AWARE consumers	▼ 39%	▲ 61%	0%	(n=966)
	INACTIVE consumers	▲ 53%	▼ 47%	0%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▼ 43%	▲ 57%	0%	(n=1146)
	5000- 9 999 kWh	▼ 42%	▲ 58%	0%	(n=1011)
	10 000- 14 999 kWh	▼ 41%	▲ 58%	0%	(n=875)
	15 000-19 999 kWh	▼ 40%	▲ 60%	▼ 0%	(n=619)
	20 000 - 24 999 kWh	▼ 34%	▲ 65%	1%	(n=399)
	More than 25 000 kWh	▼ 40%	▲ 60%	▼ 0%	(n=165)
	Do not know	▲ 70%	▼ 30%	0%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	52%	47%	0%	(n=1281)
	50-100 €	50%	50%	0%	(n=1363)
	100-150 €	48%	52%	0%	(n=907)
	150-200 €	▼ 44%	▲ 55%	1%	(n=772)
	200-300 €	45%	▲ 55%	▼ 0%	(n=615)
	More than 300 €	49%	51%	0%	(n=346)
	Do not know	▲ 56%	▼ 44%	0%	(n=735)
Country	Norway	48%	51%	0%	(n=1506)
	Sweden	50%	50%	0%	(n=1501)
	Denmark	50%	50%	0%	(n=1508)
	Finland	50%	49%	0%	(n=1504)
Total		50%	50%	0%	(n=6019)

Q: Type of resident:

Q: Type of resident:
Background variables

		Apartment	House	Valid N
Gender	Female	▲ 54%	▼ 46%	(n=2981)
	Male	▼ 46%	▲ 54%	(n=3027)
	Other	55%	45%	(n=11)
Age group	Under 35 years	▲ 66%	▼ 34%	(n=1041)
	35 - 49 years	50%	50%	(n=1832)
	50 - 64 years	48%	52%	(n=1758)
	65 years or older	▼ 42%	▲ 58%	(n=1388)
Type of resident	Apartment	▲ 100%	▼ 0%	(n=3013)
	House	▼ 0%	▲ 100%	(n=3006)
Electricity bill?	Electronic bill	▼ 48%	▲ 52%	(n=4615)
	Paper invoice	▲ 57%	▼ 43%	(n=1404)
Electricity to heating	Use electricity to heat home	▼ 40%	▲ 60%	(n=3127)
	Not using electricity to heat home	▲ 59%	▼ 41%	(n=2765)
	Do not know	▲ 87%	▼ 13%	(n=127)
Consumer type	ACTIVE consumers	▲ 53%	▼ 47%	(n=1540)
	AWARE consumers	▼ 45%	▲ 55%	(n=966)
	INACTIVE consumers	50%	50%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▲ 73%	▼ 27%	(n=1146)
	5000- 9 999 kWh	53%	47%	(n=1011)
	10 000- 14 999 kWh	▼ 40%	▲ 60%	(n=875)
	15 000-19 999 kWh	▼ 23%	▲ 77%	(n=619)
	20 000 - 24 999 kWh	▼ 11%	▲ 89%	(n=399)
	More than 25 000 kWh	▼ 7%	▲ 93%	(n=165)
	Do not know	▲ 61%	▼ 39%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	▲ 87%	▼ 13%	(n=1281)
	50-100 €	▲ 63%	▼ 37%	(n=1363)
	100-150 €	▼ 42%	▲ 58%	(n=907)
	150-200 €	▼ 26%	▲ 74%	(n=772)
	200-300 €	▼ 19%	▲ 81%	(n=615)
	More than 300 €	▼ 11%	▲ 89%	(n=346)
	Do not know	▼ 41%	▲ 59%	(n=735)
Country	Norway	▼ 42%	▲ 58%	(n=1506)
	Sweden	▲ 54%	▼ 46%	(n=1501)
	Denmark	▼ 39%	▲ 61%	(n=1508)
	Finland	▲ 65%	▼ 35%	(n=1504)
Total		50%	50%	(n=6019)

Q: Do you use electricity to heat your home?

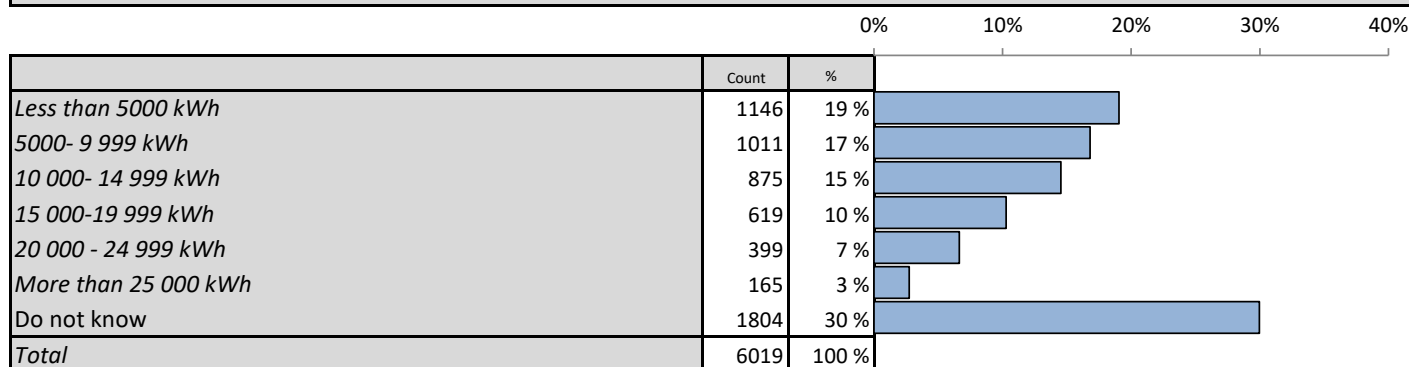


Q: Do you use electricity to heat your home?

Background variables

		Yes	No	Do not know	Valid N
Gender	Female	52%	45%	▲ 3%	(n=2981)
	Male	52%	47%	▼ 1%	(n=3027)
	Other	36%	45%	18%	(n=11)
Age group	Under 35 years	▲ 61%	▼ 35%	▲ 5%	(n=1041)
	35 - 49 years	▲ 57%	▼ 41%	2%	(n=1832)
	50 - 64 years	▼ 46%	▲ 52%	2%	(n=1758)
	65 years or older	▼ 46%	▲ 53%	▼ 1%	(n=1388)
Type of resident	Apartment	▼ 42%	▲ 55%	▲ 4%	(n=3013)
	House	▲ 62%	▼ 37%	▼ 1%	(n=3006)
Electricity bill?	Electronic bill	52%	46%	▼ 2%	(n=4615)
	Paper invoice	50%	46%	▲ 4%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 100%	▼ 0%	▼ 0%	(n=3127)
	Not using electricity to heat home	▼ 0%	▲ 100%	▼ 0%	(n=2765)
	Do not know	▼ 0%	▼ 0%	▲ 100%	(n=127)
Consumer type	ACTIVE consumers	54%	44%	2%	(n=1540)
	AWARE consumers	▲ 59%	▼ 40%	▼ 1%	(n=966)
	INACTIVE consumers	▼ 49%	▲ 48%	▲ 3%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▼ 17%	▲ 81%	2%	(n=1146)
	5000- 9 999 kWh	▼ 45%	▲ 55%	▼ 1%	(n=1011)
	10 000- 14 999 kWh	▲ 72%	▼ 28%	▼ 0%	(n=875)
	15 000-19 999 kWh	▲ 83%	▼ 16%	▼ 1%	(n=619)
	20 000 - 24 999 kWh	▲ 90%	▼ 10%	▼ 0%	(n=399)
	More than 25 000 kWh	▲ 90%	▼ 10%	▼ 0%	(n=165)
	Do not know	▼ 47%	49%	▲ 5%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	▼ 20%	▲ 75%	▲ 5%	(n=1281)
	50-100 €	▼ 38%	▲ 60%	2%	(n=1363)
	100-150 €	▲ 66%	▼ 33%	▼ 1%	(n=907)
	150-200 €	▲ 82%	▼ 18%	▼ 1%	(n=772)
	200-300 €	▲ 85%	▼ 15%	▼ 0%	(n=615)
	More than 300 €	▲ 85%	▼ 14%	▼ 0%	(n=346)
	Do not know	▼ 41%	▲ 56%	3%	(n=735)
Country	Norway	▲ 91%	▼ 9%	▼ 0%	(n=1506)
	Sweden	52%	43%	▲ 4%	(n=1501)
	Denmark	▼ 24%	▲ 74%	1%	(n=1508)
	Finland	▼ 40%	▲ 57%	3%	(n=1504)
Total		52%	46%	2%	(n=6019)

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

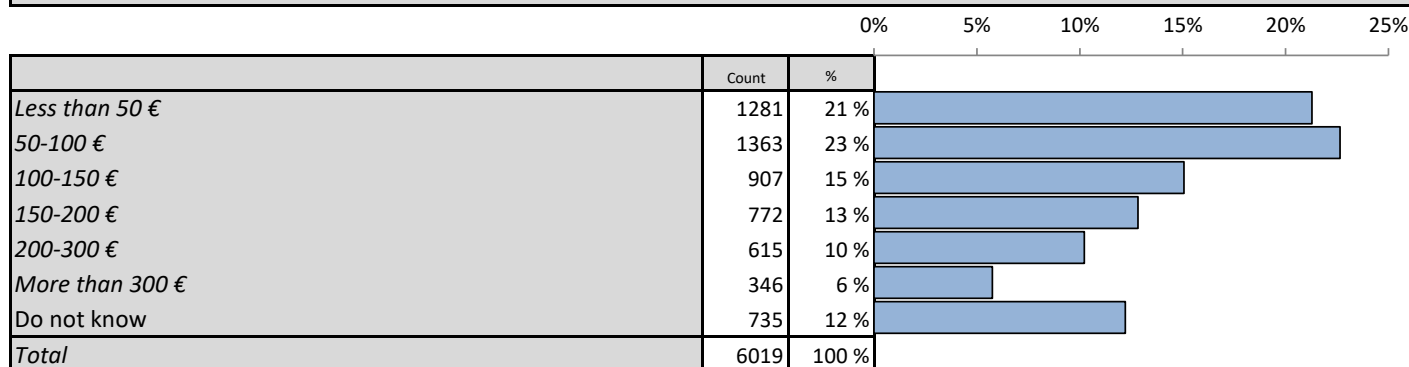


Q: Approximately how many kilowatt-hours do you use each year?

Background variables

		Less than 5000 kWh	5000- 9 999 kWh	10 000- 14 999 kWh	15 000-19 999 kWh	20 000 - 24 999 kWh	More than 25 000 kWh	Do not know	Valid N
Gender	Female	▼ 17%	▼ 14%	▼ 12%	▼ 8%	▼ 5%	2%	▲ 42%	(n=2981)
	Male	▲ 22%	▲ 19%	▲ 17%	▲ 12%	▲ 9%	3%	▼ 18%	(n=3027)
	Other	9%	18%	18%	▼ 0%	18%	▼ 0%	36%	(n=11)
Age group	Under 35 years	▼ 14%	16%	16%	8%	▼ 4%	▼ 2%	▲ 39%	(n=1041)
	35 - 49 years	▼ 15%	17%	14%	▲ 12%	7%	3%	32%	(n=1832)
	50 - 64 years	▲ 23%	17%	13%	10%	7%	3%	28%	(n=1758)
	65 years or older	▲ 23%	17%	15%	10%	8%	3%	▼ 24%	(n=1388)
Type of resident	Apartment	▲ 28%	18%	▼ 12%	▼ 5%	▼ 1%	▼ 0%	▲ 37%	(n=3013)
	House	▼ 10%	16%	▲ 18%	▲ 16%	▲ 12%	▲ 5%	▼ 23%	(n=3006)
Electricity bill?	Electronic bill	20%	17%	15%	10%	▲ 7%	3%	▼ 28%	(n=4615)
	Paper invoice	17%	16%	13%	10%	▼ 5%	2%	▲ 36%	(n=1404)
Electricity to heating	Use electricity to heat home	▼ 6%	▼ 14%	▲ 20%	▲ 16%	▲ 11%	▲ 5%	▼ 27%	(n=3127)
	Not using electricity to heat home	▲ 34%	▲ 20%	▼ 9%	▼ 4%	▼ 1%	▼ 1%	32%	(n=2765)
	Do not know	20%	▼ 5%	▼ 2%	▼ 3%	▼ 1%	▼ 0%	▲ 69%	(n=127)
Consumer type	ACTIVE consumers	▲ 22%	17%	15%	10%	8%	4%	▼ 25%	(n=1540)
	AWARE consumers	20%	19%	▲ 18%	▲ 14%	8%	3%	▼ 17%	(n=966)
	INACTIVE consumers	▼ 17%	16%	▼ 13%	9%	▼ 6%	▼ 2%	▲ 36%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▲ 100%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	(n=1146)
	5000- 9 999 kWh	▼ 0%	▲ 100%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	(n=1011)
	10 000- 14 999 kWh	▼ 0%	▼ 0%	▲ 100%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	(n=875)
	15 000-19 999 kWh	▼ 0%	▼ 0%	▼ 0%	▲ 100%	▼ 0%	▼ 0%	▼ 0%	(n=619)
	20 000 - 24 999 kWh	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▲ 100%	▼ 0%	▼ 0%	(n=399)
	More than 25 000 kWh	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▲ 100%	▼ 0%	(n=165)
	Do not know	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▲ 100%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	▲ 49%	▼ 12%	▼ 4%	▼ 1%	▼ 1%	▼ 0%	▲ 33%	(n=1281)
	50-100 €	▲ 24%	▲ 31%	13%	▼ 3%	▼ 1%	▼ 0%	28%	(n=1363)
	100-150 €	▼ 7%	▲ 25%	▲ 27%	▲ 13%	▼ 3%	▼ 0%	▼ 24%	(n=907)
	150-200 €	▼ 4%	▼ 9%	▲ 29%	▲ 25%	▲ 11%	2%	▼ 19%	(n=772)
	200-300 €	▼ 3%	▼ 5%	17%	▲ 27%	▲ 26%	▲ 7%	▼ 16%	(n=615)
	More than 300 €	▼ 3%	▼ 6%	▼ 9%	▲ 16%	▲ 23%	▲ 25%	▼ 17%	(n=346)
	Do not know	▼ 10%	▼ 12%	▼ 5%	▼ 4%	▼ 4%	▼ 1%	▲ 65%	(n=735)
Country	Norway	▼ 4%	▼ 12%	▲ 18%	▲ 16%	▲ 15%	▲ 7%	29%	(n=1506)
	Sweden	20%	16%	15%	10%	7%	▼ 2%	30%	(n=1501)
	Denmark	▲ 30%	▲ 23%	▼ 12%	▼ 5%	▼ 1%	▼ 1%	29%	(n=1508)
	Finland	▲ 23%	17%	14%	10%	▼ 3%	▼ 2%	32%	(n=1504)
Total		19%	17%	15%	10%	7%	3%	30%	(n=6019)

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

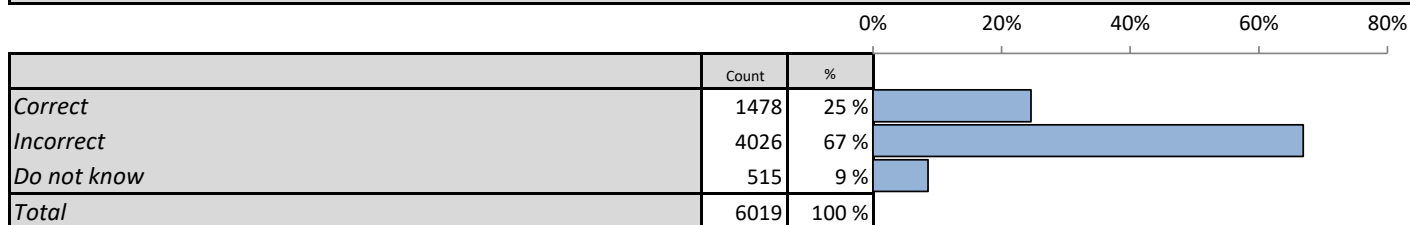


Q: How much money do you spend on electricity in total (supplier cost, network cost and taxes) in an average winter month?

Background variables

		Less than 50 €	50-100 €	100-150 €	150-200 €	200-300 €	More than 300 €	Do not know	Valid N
Gender	Female	23%	23%	14%	▼11%	9%	6%	▲14%	(n=2981)
	Male	20%	23%	16%	▲14%	11%	6%	▼11%	(n=3027)
	Other	18%	18%	9%	36%	▼0%	9%	9%	(n=11)
Age group	Under 35 years	▲25%	24%	15%	12%	10%	5%	▼10%	(n=1041)
	35 - 49 years	▼18%	22%	16%	14%	12%	6%	12%	(n=1832)
	50 - 64 years	23%	22%	15%	11%	9%	6%	13%	(n=1758)
	65 years or older	20%	23%	14%	13%	10%	6%	14%	(n=1388)
Type of resident	Apartment	▲37%	▲29%	▼13%	▼7%	▼4%	▼1%	▼10%	(n=3013)
	House	▼5%	▼17%	▲18%	▲19%	▲17%	▲10%	▲15%	(n=3006)
Electricity bill?	Electronic bill	▼20%	23%	15%	13%	▼10%	5%	▲13%	(n=4615)
	Paper invoice	▲24%	22%	14%	11%	▲12%	7%	▼10%	(n=1404)
Electricity to heating	Use electricity to heat home	▼8%	▼17%	▲19%	▲20%	▲17%	▲9%	▼10%	(n=3127)
	Not using electricity to heat home	▲35%	▲29%	▼11%	▼5%	▼3%	▼2%	▲15%	(n=2765)
	Do not know	▲46%	21%	▼7%	▼4%	▼2%	▼1%	19%	(n=127)
Consumer type	ACTIVE consumers	23%	23%	14%	12%	11%	7%	▼10%	(n=1540)
	AWARE consumers	▼18%	23%	▲19%	▲16%	11%	7%	▼6%	(n=966)
	INACTIVE consumers	22%	22%	15%	12%	9%	▼5%	▲15%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▲55%	▲29%	▼5%	▼3%	▼2%	▼1%	▼6%	(n=1146)
	5000- 9 999 kWh	▼15%	▲42%	▲23%	▼7%	▼3%	▼2%	▼8%	(n=1011)
	10 000- 14 999 kWh	▼6%	20%	▲28%	▲26%	12%	▼4%	▼5%	(n=875)
	15 000-19 999 kWh	▼3%	▼7%	▲20%	▲31%	▲27%	▲9%	▼4%	(n=619)
	20 000 - 24 999 kWh	▼2%	▼3%	▼8%	▲22%	▲40%	▲20%	▼7%	(n=399)
	More than 25 000 kWh	▼0%	▼3%	▼1%	10%	▲27%	▲53%	▼5%	(n=165)
	Do not know	▲24%	21%	▼12%	▼8%	▼5%	▼3%	▲26%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	▲100%	▼0%	▼0%	▼0%	▼0%	▼0%	▼0%	(n=1281)
	50-100 €	▼0%	▲100%	▼0%	▼0%	▼0%	▼0%	▼0%	(n=1363)
	100-150 €	▼0%	▼0%	▲100%	▼0%	▼0%	▼0%	▼0%	(n=907)
	150-200 €	▼0%	▼0%	▼0%	▲100%	▼0%	▼0%	▼0%	(n=772)
	200-300 €	▼0%	▼0%	▼0%	▼0%	▲100%	▼0%	▼0%	(n=615)
	More than 300 €	▼0%	▼0%	▼0%	▼0%	▼0%	▲100%	▼0%	(n=346)
	Do not know	▼0%	▼0%	▼0%	▼0%	▼0%	▼0%	▲100%	(n=735)
Country	Norway	▼5%	▼17%	▲23%	▲21%	▲16%	▲9%	▼10%	(n=1506)
	Sweden	▲27%	22%	▼11%	12%	12%	6%	▼10%	(n=1501)
	Denmark	22%	▲28%	14%	▼8%	▼5%	▼2%	▲21%	(n=1508)
	Finland	▲31%	25%	▼12%	▼10%	9%	5%	▼8%	(n=1504)
Total		21%	23%	15%	13%	10%	6%	12%	(n=6019)

Q: My electricity supplier is determined by where I live

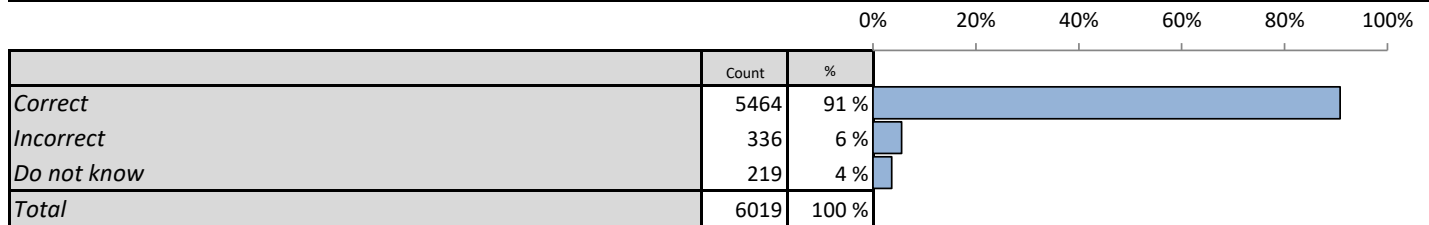


Q: My electricity supplier is determined by where I live

Background variables

		Correct	Incorrect	Do not know	Valid N
Gender	Female	24%	▼ 64%	▲ 12%	(n=2981)
	Male	25%	▲ 70%	▼ 6%	(n=3027)
	Other	27%	55%	18%	(n=11)
Age group	Under 35 years	▲ 39%	▼ 50%	▲ 11%	(n=1041)
	35 - 49 years	25%	66%	9%	(n=1832)
	50 - 64 years	▼ 18%	▲ 74%	8%	(n=1758)
	65 years or older	▼ 22%	▲ 71%	▼ 7%	(n=1388)
Type of resident	Apartment	▲ 26%	▼ 63%	▲ 11%	(n=3013)
	House	▼ 23%	▲ 71%	▼ 7%	(n=3006)
Electricity bill?	Electronic bill	▼ 24%	▲ 68%	9%	(n=4615)
	Paper invoice	▲ 28%	▼ 64%	8%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 28%	▼ 63%	8%	(n=3127)
	Not using electricity to heat home	▼ 20%	▲ 72%	8%	(n=2765)
	Do not know	28%	▼ 42%	▲ 30%	(n=127)
Consumer type	ACTIVE consumers	▼ 17%	▲ 77%	▼ 6%	(n=1540)
	AWARE consumers	22%	▲ 73%	▼ 4%	(n=966)
	INACTIVE consumers	▲ 29%	▼ 61%	▲ 11%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▼ 21%	▲ 73%	▼ 6%	(n=1146)
	5000- 9 999 kWh	27%	68%	▼ 6%	(n=1011)
	10 000- 14 999 kWh	27%	68%	▼ 5%	(n=875)
	15 000-19 999 kWh	26%	69%	▼ 5%	(n=619)
	20 000 - 24 999 kWh	23%	▲ 74%	▼ 3%	(n=399)
	More than 25 000 kWh	27%	70%	▼ 4%	(n=165)
	Do not know	25%	▼ 59%	▲ 16%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	23%	69%	9%	(n=1281)
	50-100 €	25%	67%	8%	(n=1363)
	100-150 €	27%	65%	7%	(n=907)
	150-200 €	26%	68%	7%	(n=772)
	200-300 €	24%	71%	▼ 5%	(n=615)
	More than 300 €	30%	64%	7%	(n=346)
	Do not know	▼ 21%	63%	▲ 16%	(n=735)
Country	Norway	26%	64%	9%	(n=1506)
	Sweden	▲ 27%	64%	9%	(n=1501)
	Denmark	25%	▼ 64%	▲ 11%	(n=1508)
	Finland	▼ 19%	▲ 75%	▼ 5%	(n=1504)
Total		25%	67%	9%	(n=6019)

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

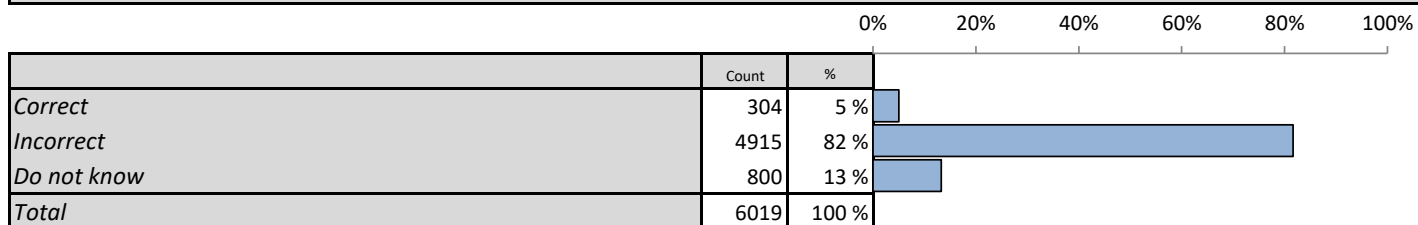


Q: As a customer I can choose my own electricity supplier

Background variables

		Correct	Incorrect	Do not know	Valid N
Gender	Female	90%	5%	4%	(n=2981)
	Male	91%	6%	3%	(n=3027)
	Other	91%	▼0%	9%	(n=11)
Age group	Under 35 years	▼82%	▲11%	▲7%	(n=1041)
	35 - 49 years	91%	6%	4%	(n=1832)
	50 - 64 years	▲93%	▼4%	3%	(n=1758)
	65 years or older	▲94%	▼4%	▼2%	(n=1388)
Type of resident	Apartment	▼89%	▲7%	4%	(n=3013)
	House	▲92%	▼5%	3%	(n=3006)
Electricity bill?	Electronic bill	▲91%	▼5%	4%	(n=4615)
	Paper invoice	▼89%	▲7%	4%	(n=1404)
Electricity to heating	Use electricity to heat home	▼90%	▲7%	4%	(n=3127)
	Not using electricity to heat home	▲92%	▼4%	4%	(n=2765)
	Do not know	▼83%	9%	8%	(n=127)
Consumer type	ACTIVE consumers	▲95%	▼3%	▼2%	(n=1540)
	AWARE consumers	▲93%	6%	▼1%	(n=966)
	INACTIVE consumers	▼88%	▲7%	▲5%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▲93%	5%	▼2%	(n=1146)
	5000- 9 999 kWh	91%	6%	3%	(n=1011)
	10 000- 14 999 kWh	91%	7%	▼2%	(n=875)
	15 000-19 999 kWh	91%	6%	3%	(n=619)
	20 000 - 24 999 kWh	▲94%	4%	▼2%	(n=399)
	More than 25 000 kWh	94%	5%	▼1%	(n=165)
	Do not know	▼88%	5%	▲7%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	92%	5%	3%	(n=1281)
	50-100 €	91%	6%	3%	(n=1363)
	100-150 €	90%	▲8%	3%	(n=907)
	150-200 €	92%	6%	3%	(n=772)
	200-300 €	92%	6%	2%	(n=615)
	More than 300 €	91%	7%	2%	(n=346)
	Do not know	89%	▼3%	▲9%	(n=735)
Country	Norway	▲93%	▼4%	3%	(n=1506)
	Sweden	▼87%	▲9%	4%	(n=1501)
	Denmark	89%	6%	▲5%	(n=1508)
	Finland	▲94%	▼4%	▼2%	(n=1504)
Total		91%	6%	4%	(n=6019)

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

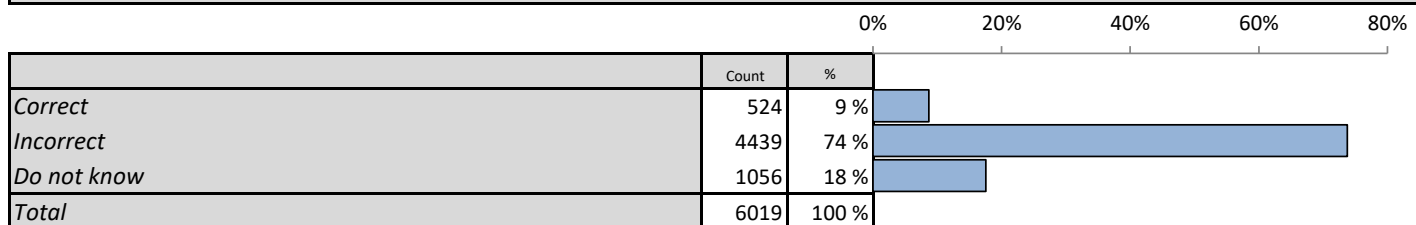


Q: If I switch to another supplier, my meter has to be changed

Background variables

		Correct	Incorrect	Do not know	Valid N
Gender	Female	▼ 4%	▼ 79%	▲ 17%	(n=2981)
	Male	▲ 6%	▲ 84%	▼ 10%	(n=3027)
	Other	18%	73%	9%	(n=11)
Age group	Under 35 years	▲ 12%	▼ 66%	▲ 21%	(n=1041)
	35 - 49 years	▲ 6%	81%	13%	(n=1832)
	50 - 64 years	▼ 2%	▲ 87%	▼ 10%	(n=1758)
	65 years or older	▼ 1%	▲ 87%	12%	(n=1388)
Type of resident	Apartment	6%	▼ 79%	▲ 16%	(n=3013)
	House	5%	▲ 85%	▼ 11%	(n=3006)
Electricity bill?	Electronic bill	5%	▲ 83%	▼ 12%	(n=4615)
	Paper invoice	5%	▼ 77%	▲ 18%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 7%	81%	▼ 12%	(n=3127)
	Not using electricity to heat home	▼ 3%	▲ 84%	14%	(n=2765)
	Do not know	▼ 2%	▼ 61%	▲ 38%	(n=127)
Consumer type	ACTIVE consumers	▼ 3%	▲ 91%	▼ 6%	(n=1540)
	AWARE consumers	6%	▲ 87%	▼ 7%	(n=966)
	INACTIVE consumers	6%	▼ 76%	▲ 18%	(n=3513)
Annual kWh-use	Less than 5000 kWh	4%	▲ 86%	▼ 10%	(n=1146)
	5000- 9 999 kWh	5%	83%	12%	(n=1011)
	10 000- 14 999 kWh	▲ 8%	84%	▼ 9%	(n=875)
	15 000-19 999 kWh	▲ 8%	84%	▼ 7%	(n=619)
	20 000 - 24 999 kWh	5%	▲ 90%	▼ 5%	(n=399)
	More than 25 000 kWh	8%	87%	▼ 5%	(n=165)
	Do not know	▼ 3%	▼ 74%	▲ 23%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	▼ 3%	82%	15%	(n=1281)
	50-100 €	4%	82%	14%	(n=1363)
	100-150 €	▲ 7%	82%	11%	(n=907)
	150-200 €	▲ 8%	83%	▼ 9%	(n=772)
	200-300 €	7%	85%	▼ 8%	(n=615)
	More than 300 €	7%	82%	10%	(n=346)
	Do not know	3%	▼ 75%	▲ 22%	(n=735)
Country	Norway	▼ 4%	▲ 87%	▼ 9%	(n=1506)
	Sweden	6%	▼ 75%	▲ 19%	(n=1501)
	Denmark	▲ 8%	▼ 78%	14%	(n=1508)
	Finland	▼ 3%	▲ 86%	▼ 11%	(n=1504)
Total		5%	82%	13%	(n=6019)

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

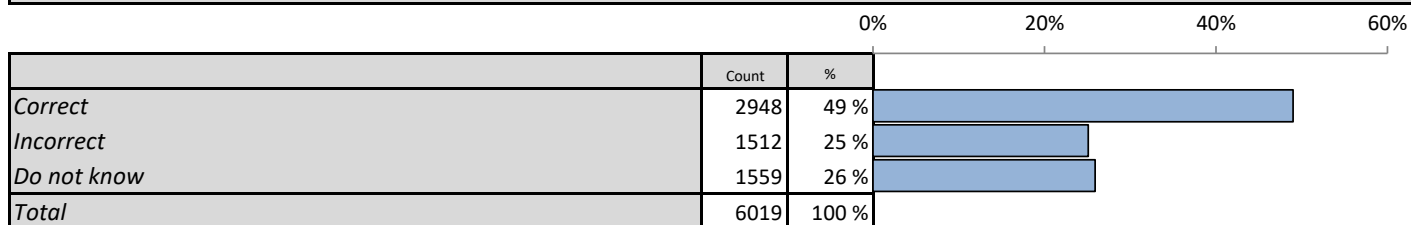


Q: If I switch to another supplier, it can effect the number of power cuts

Background variables

		Correct	Incorrect	Do not know	Valid N
Gender	Female	8%	▼ 70%	▲ 22%	(n=2981)
	Male	9%	▲ 78%	▼ 13%	(n=3027)
	Other	18%	45%	36%	(n=11)
Age group	Under 35 years	▲ 17%	▼ 57%	▲ 25%	(n=1041)
	35 - 49 years	10%	72%	18%	(n=1832)
	50 - 64 years	▼ 6%	▲ 80%	▼ 14%	(n=1758)
	65 years or older	▼ 5%	▲ 80%	▼ 15%	(n=1388)
Type of resident	Apartment	▲ 10%	▼ 70%	▲ 20%	(n=3013)
	House	▼ 7%	▲ 78%	▼ 15%	(n=3006)
Electricity bill?	Electronic bill	▼ 8%	▲ 76%	▼ 17%	(n=4615)
	Paper invoice	▲ 12%	▼ 68%	▲ 20%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 11%	73%	▼ 16%	(n=3127)
	Not using electricity to heat home	▼ 7%	75%	18%	(n=2765)
	Do not know	9%	▼ 52%	▲ 39%	(n=127)
Consumer type	ACTIVE consumers	▼ 6%	▲ 82%	▼ 11%	(n=1540)
	AWARE consumers	10%	▲ 79%	▼ 11%	(n=966)
	INACTIVE consumers	9%	▼ 69%	▲ 22%	(n=3513)
Annual kWh-use	Less than 5000 kWh	8%	▲ 78%	▼ 14%	(n=1146)
	5000- 9 999 kWh	9%	75%	16%	(n=1011)
	10 000- 14 999 kWh	10%	76%	▼ 13%	(n=875)
	15 000-19 999 kWh	11%	78%	▼ 11%	(n=619)
	20 000 - 24 999 kWh	9%	▲ 84%	▼ 7%	(n=399)
	More than 25 000 kWh	9%	▲ 83%	▼ 8%	(n=165)
	Do not know	▼ 7%	▼ 65%	▲ 28%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	8%	73%	19%	(n=1281)
	50-100 €	8%	74%	18%	(n=1363)
	100-150 €	11%	75%	▼ 15%	(n=907)
	150-200 €	10%	▲ 78%	▼ 12%	(n=772)
	200-300 €	10%	77%	▼ 13%	(n=615)
	More than 300 €	12%	75%	14%	(n=346)
	Do not know	▼ 6%	▼ 65%	▲ 29%	(n=735)
Country	Norway	▼ 5%	▲ 80%	▼ 15%	(n=1506)
	Sweden	▲ 11%	▼ 66%	▲ 22%	(n=1501)
	Denmark	8%	72%	19%	(n=1508)
	Finland	10%	76%	▼ 14%	(n=1504)
Total		9%	74%	18%	(n=6019)

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

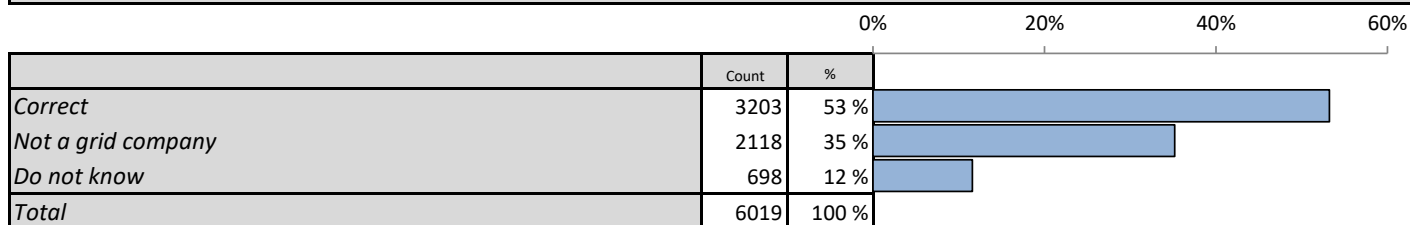


Q: If I switch to another supplier, the new supplier will be in charge of meter reading

Background variables

		Correct	Incorrect	Do not know	Valid N
Gender	Female	▼ 46%	▼ 23%	▲ 31%	(n=2981)
	Male	▲ 51%	▲ 28%	▼ 21%	(n=3027)
	Other	73%	18%	9%	(n=11)
Age group	Under 35 years	▼ 45%	▼ 20%	▲ 35%	(n=1041)
	35 - 49 years	48%	25%	27%	(n=1832)
	50 - 64 years	49%	27%	24%	(n=1758)
	65 years or older	▲ 54%	27%	▼ 20%	(n=1388)
Type of resident	Apartment	▲ 51%	▼ 20%	▲ 28%	(n=3013)
	House	▼ 47%	▲ 30%	▼ 23%	(n=3006)
Electricity bill?	Electronic bill	48%	▲ 26%	25%	(n=4615)
	Paper invoice	51%	▼ 21%	28%	(n=1404)
Electricity to heating	Use electricity to heat home	49%	▲ 28%	▼ 23%	(n=3127)
	Not using electricity to heat home	49%	▼ 23%	▲ 28%	(n=2765)
	Do not know	46%	▼ 6%	▲ 47%	(n=127)
Consumer type	ACTIVE consumers	▲ 53%	▲ 28%	▼ 19%	(n=1540)
	AWARE consumers	▲ 53%	28%	▼ 19%	(n=966)
	INACTIVE consumers	▼ 46%	▼ 23%	▲ 31%	(n=3513)
Annual kWh-use	Less than 5000 kWh	51%	24%	25%	(n=1146)
	5000- 9 999 kWh	52%	▲ 29%	▼ 19%	(n=1011)
	10 000- 14 999 kWh	52%	29%	▼ 19%	(n=875)
	15 000-19 999 kWh	51%	29%	▼ 20%	(n=619)
	20 000 - 24 999 kWh	50%	▲ 34%	▼ 16%	(n=399)
	More than 25 000 kWh	41%	▲ 42%	▼ 17%	(n=165)
	Do not know	▼ 44%	▼ 17%	▲ 38%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	49%	▼ 19%	▲ 32%	(n=1281)
	50-100 €	52%	25%	▼ 23%	(n=1363)
	100-150 €	51%	28%	▼ 20%	(n=907)
	150-200 €	49%	28%	23%	(n=772)
	200-300 €	50%	▲ 30%	▼ 20%	(n=615)
	More than 300 €	50%	28%	21%	(n=346)
	Do not know	▼ 39%	22%	▲ 39%	(n=735)
Country	Norway	▼ 43%	▲ 34%	▼ 23%	(n=1506)
	Sweden	51%	▼ 18%	▲ 31%	(n=1501)
	Denmark	▼ 45%	▲ 29%	27%	(n=1508)
	Finland	▲ 57%	▼ 20%	23%	(n=1504)
Total		49%	25%	26%	(n=6019)

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

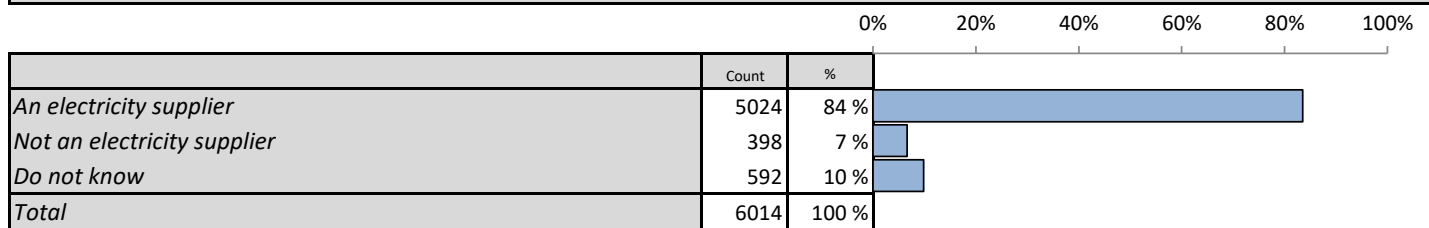


Q: Name the company that operates the power lines to your home

Background variables

		Correct	Not a grid company	Do not know	Valid N
Gender	Female	52%	35%	▲ 13%	(n=2981)
	Male	55%	35%	▼ 10%	(n=3027)
	Other	45%	18%	36%	(n=11)
Age group	Under 35 years	▼ 43%	39%	▲ 18%	(n=1041)
	35 - 49 years	54%	33%	13%	(n=1832)
	50 - 64 years	55%	35%	▼ 10%	(n=1758)
	65 years or older	▲ 57%	35%	▼ 7%	(n=1388)
Type of resident	Apartment	55%	▼ 32%	▲ 13%	(n=3013)
	House	52%	▲ 38%	▼ 10%	(n=3006)
Electricity bill?	Electronic bill	▼ 52%	36%	12%	(n=4615)
	Paper invoice	▲ 56%	33%	11%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 59%	▼ 30%	11%	(n=3127)
	Not using electricity to heat home	▼ 46%	▲ 41%	13%	(n=2765)
	Do not know	53%	30%	17%	(n=127)
Consumer type	ACTIVE consumers	▲ 59%	▼ 32%	▼ 9%	(n=1540)
	AWARE consumers	▲ 58%	33%	10%	(n=966)
	INACTIVE consumers	▼ 49%	▲ 37%	▲ 13%	(n=3513)
Annual kWh-use	Less than 5000 kWh	50%	▲ 40%	10%	(n=1146)
	5000- 9 999 kWh	▼ 47%	▲ 42%	11%	(n=1011)
	10 000- 14 999 kWh	57%	35%	▼ 9%	(n=875)
	15 000-19 999 kWh	▲ 62%	▼ 30%	▼ 8%	(n=619)
	20 000 - 24 999 kWh	▲ 69%	▼ 25%	▼ 6%	(n=399)
	More than 25 000 kWh	▲ 67%	▼ 26%	▼ 7%	(n=165)
	Do not know	▼ 50%	33%	▲ 17%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	56%	33%	10%	(n=1281)
	50-100 €	▼ 49%	▲ 40%	11%	(n=1363)
	100-150 €	53%	36%	11%	(n=907)
	150-200 €	▲ 60%	32%	▼ 9%	(n=772)
	200-300 €	▲ 63%	▼ 31%	▼ 6%	(n=615)
	More than 300 €	▲ 60%	30%	10%	(n=346)
	Do not know	▼ 38%	38%	▲ 23%	(n=735)
Country	Norway	▲ 71%	▼ 22%	▼ 7%	(n=1506)
	Sweden	▲ 68%	▼ 22%	10%	(n=1501)
	Denmark	▼ 15%	▲ 64%	▲ 21%	(n=1508)
	Finland	▲ 60%	33%	▼ 7%	(n=1504)
Total		53%	35%	12%	(n=6019)

Q: Who is the electricity supplier in your home

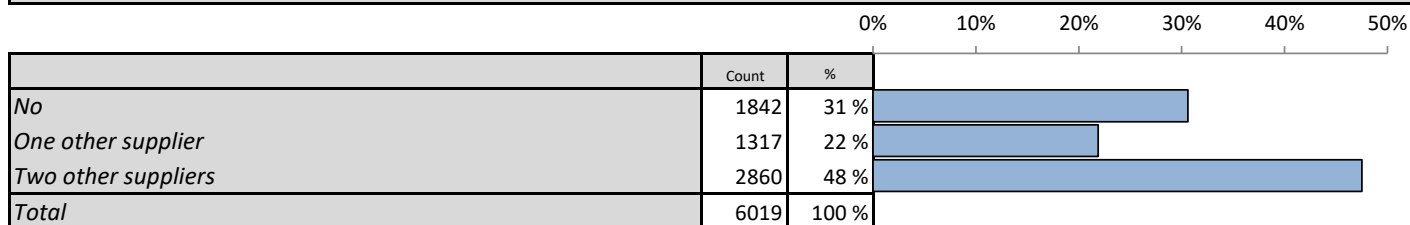


Q: Who is the electricity supplier in your home

Background variables

		An electricity supplier	Not an electricity supplier	Do not know	Valid N
Gender	Female	83%	6%	10%	(n=2980)
	Male	84%	7%	9%	(n=3023)
	Other	64%	▼0%	36%	(n=11)
Age group	Under 35 years	▼75%	8%	▲16%	(n=1039)
	35 - 49 years	84%	6%	10%	(n=1831)
	50 - 64 years	85%	7%	▼8%	(n=1757)
	65 years or older	▲87%	6%	▼7%	(n=1387)
Type of resident	Apartment	84%	6%	10%	(n=3010)
	House	83%	7%	9%	(n=3004)
Electricity bill?	Electronic bill	84%	6%	10%	(n=4610)
	Paper invoice	82%	7%	10%	(n=1404)
Electricity to heating	Use electricity to heat home	84%	6%	10%	(n=3124)
	Not using electricity to heat home	83%	7%	10%	(n=2763)
	Do not know	76%	6%	▲17%	(n=127)
Consumer type	ACTIVE consumers	▲88%	▼5%	▼7%	(n=1539)
	AWARE consumers	▲86%	6%	▼8%	(n=964)
	INACTIVE consumers	▼81%	▲7%	▲12%	(n=3511)
Annual kWh-use	Less than 5000 kWh	▲87%	6%	▼7%	(n=1145)
	5000- 9 999 kWh	82%	8%	9%	(n=1009)
	10 000- 14 999 kWh	86%	5%	9%	(n=874)
	15 000-19 999 kWh	84%	8%	9%	(n=619)
	20 000 - 24 999 kWh	87%	7%	▼6%	(n=399)
	More than 25 000 kWh	84%	8%	7%	(n=165)
	Do not know	▼80%	6%	▲14%	(n=1803)
Spending on electricity in total an average winter month	Less than 500 kr	▲87%	6%	▼7%	(n=1278)
	50-100 €	83%	8%	9%	(n=1362)
	100-150 €	84%	6%	10%	(n=907)
	150-200 €	84%	6%	10%	(n=771)
	200-300 €	▲87%	6%	▼7%	(n=615)
	More than 300 €	85%	9%	▼6%	(n=346)
	Do not know	▼73%	6%	▲20%	(n=735)
Country	Norway	▲90%	▼4%	▼6%	(n=1506)
	Sweden	84%	7%	8%	(n=1499)
	Denmark	▼73%	▲9%	▲17%	(n=1507)
	Finland	▲87%	6%	▼8%	(n=1502)
Total		84%	7%	10%	(n=6014)

Q: Can you name two other electricity suppliers?

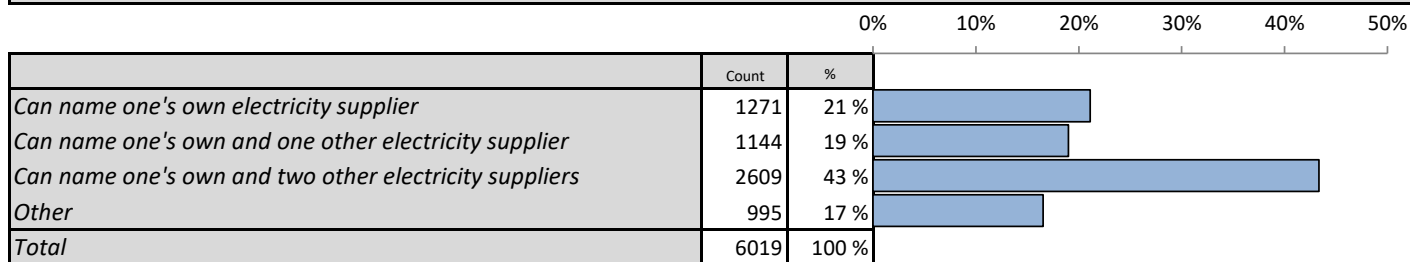


Q: Can you name two other electricity suppliers?

Background variables

		No	One other supplier	Two other suppliers	Valid N
Gender	Female	32%	23%	▼ 45%	(n=2981)
	Male	30%	21%	▲ 50%	(n=3027)
	Other	45%	9%	45%	(n=11)
Age group	Under 35 years	▲ 38%	21%	▼ 41%	(n=1041)
	35 - 49 years	29%	23%	48%	(n=1832)
	50 - 64 years	29%	22%	49%	(n=1758)
	65 years or older	29%	21%	50%	(n=1388)
Type of resident	Apartment	31%	23%	47%	(n=3013)
	House	31%	21%	48%	(n=3006)
Electricity bill?	Electronic bill	31%	21%	48%	(n=4615)
	Paper invoice	30%	23%	47%	(n=1404)
Electricity to heating	Use electricity to heat home	▼ 27%	21%	▲ 52%	(n=3127)
	Not using electricity to heat home	▲ 34%	23%	▼ 43%	(n=2765)
	Do not know	36%	21%	43%	(n=127)
Consumer type	ACTIVE consumers	▼ 17%	20%	▲ 63%	(n=1540)
	AWARE consumers	▼ 23%	22%	▲ 55%	(n=966)
	INACTIVE consumers	▲ 39%	23%	▼ 39%	(n=3513)
Annual kWh-use	Less than 5000 kWh	29%	22%	49%	(n=1146)
	5000- 9 999 kWh	▲ 34%	21%	44%	(n=1011)
	10 000- 14 999 kWh	▼ 26%	19%	▲ 54%	(n=875)
	15 000-19 999 kWh	▼ 20%	21%	▲ 59%	(n=619)
	20 000 - 24 999 kWh	▼ 17%	20%	▲ 63%	(n=399)
	More than 25 000 kWh	▼ 21%	16%	▲ 63%	(n=165)
	Do not know	▲ 39%	▲ 25%	▼ 36%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	▼ 27%	24%	49%	(n=1281)
	50-100 €	▲ 34%	22%	▼ 44%	(n=1363)
	100-150 €	31%	22%	47%	(n=907)
	150-200 €	▼ 26%	21%	▲ 53%	(n=772)
	200-300 €	▼ 21%	20%	▲ 59%	(n=615)
	More than 300 €	▼ 21%	23%	▲ 57%	(n=346)
	Do not know	▲ 48%	20%	▼ 32%	(n=735)
Country	Norway	▼ 24%	21%	▲ 55%	(n=1506)
	Sweden	▼ 23%	20%	▲ 57%	(n=1501)
	Denmark	▲ 55%	22%	▼ 23%	(n=1508)
	Finland	▼ 21%	24%	▲ 55%	(n=1504)
Total		31%	22%	48%	(n=6019)

Q: Knowledge of electricity suppliers (TOTAL)

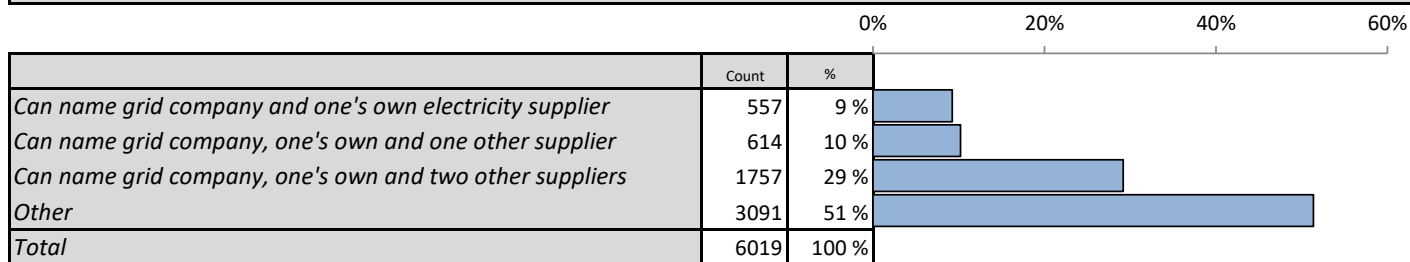


Q: Knowledge of electricity suppliers (TOTAL)

Background variables

		Can name one's own electricity supplier	Can name one's own and one other electricity supplier	Can name one's own and two other electricity suppliers	Other	Valid N
Gender	Female	22%	20%	▼ 41%	17%	(n=2981)
	Male	20%	18%	▲ 46%	16%	(n=3027)
	Other	18%	9%	36%	36%	(n=11)
Age group	Under 35 years	21%	18%	▼ 36%	▲ 25%	(n=1041)
	35 - 49 years	20%	20%	44%	16%	(n=1832)
	50 - 64 years	21%	19%	45%	15%	(n=1758)
	65 years or older	23%	19%	46%	▼ 13%	(n=1388)
Type of resident	Apartment	21%	20%	43%	16%	(n=3013)
	House	21%	18%	44%	17%	(n=3006)
Electricity bill?	Electronic bill	21%	19%	44%	16%	(n=4615)
	Paper invoice	20%	20%	42%	18%	(n=1404)
Electricity to heating	Use electricity to heat home	▼ 18%	19%	▲ 48%	16%	(n=3127)
	Not using electricity to heat home	▲ 25%	20%	▼ 39%	17%	(n=2765)
	Do not know	23%	17%	37%	24%	(n=127)
Consumer type	ACTIVE consumers	▼ 13%	18%	▲ 58%	▼ 12%	(n=1540)
	AWARE consumers	▼ 15%	20%	▲ 52%	▼ 14%	(n=966)
	INACTIVE consumers	▲ 27%	19%	▼ 35%	▲ 19%	(n=3513)
Annual kWh-use	Less than 5000 kWh	23%	19%	46%	▼ 13%	(n=1146)
	5000- 9 999 kWh	24%	19%	40%	18%	(n=1011)
	10 000- 14 999 kWh	▼ 17%	18%	▲ 51%	14%	(n=875)
	15 000-19 999 kWh	▼ 11%	18%	▲ 54%	16%	(n=619)
	20 000 - 24 999 kWh	▼ 11%	17%	▲ 59%	13%	(n=399)
	More than 25 000 kWh	▼ 13%	▼ 12%	▲ 59%	16%	(n=165)
	Do not know	▲ 27%	21%	▼ 32%	▲ 20%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	21%	21%	45%	▼ 13%	(n=1281)
	50-100 €	▲ 24%	19%	▼ 40%	17%	(n=1363)
	100-150 €	21%	20%	44%	16%	(n=907)
	150-200 €	▼ 17%	18%	▲ 49%	16%	(n=772)
	200-300 €	▼ 15%	18%	▲ 54%	▼ 13%	(n=615)
	More than 300 €	▼ 14%	20%	▲ 52%	15%	(n=346)
	Do not know	▲ 29%	16%	▼ 29%	▲ 27%	(n=735)
Country	Norway	19%	20%	▲ 51%	▼ 10%	(n=1506)
	Sweden	▼ 16%	17%	▲ 51%	16%	(n=1501)
	Denmark	▲ 36%	18%	▼ 19%	▲ 27%	(n=1508)
	Finland	▼ 14%	21%	▲ 51%	▼ 13%	(n=1504)
Total		21%	19%	43%	17%	(n=6019)

Q: Knowledge of electricity market (TOTAL)

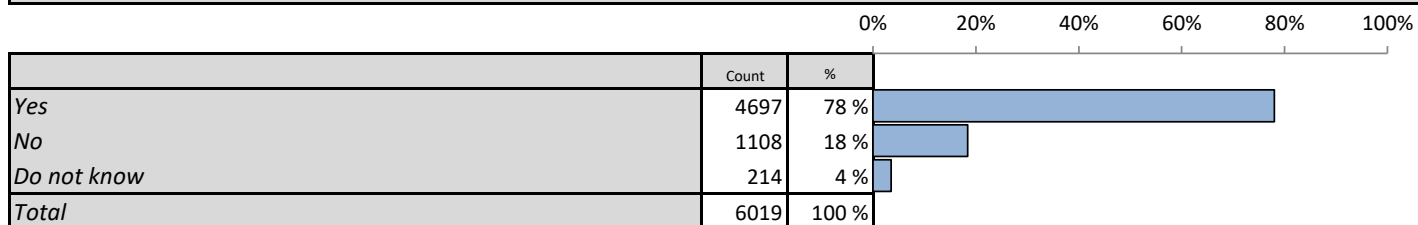


Q: Knowledge of electricity market (TOTAL)

Background variables

		Can name grid company and one's own electricity supplier	Can name grid company, one's own and one other supplier	Can name grid company, one's own and two other suppliers	Other	Valid N
Gender	Female	9%	11%	▼ 26%	53%	(n=2981)
	Male	9%	9%	▲ 32%	50%	(n=3027)
	Other	9%	9%	27%	55%	(n=11)
Age group	Under 35 years	7%	9%	▼ 22%	▲ 61%	(n=1041)
	35 - 49 years	9%	11%	29%	51%	(n=1832)
	50 - 64 years	9%	10%	31%	50%	(n=1758)
	65 years or older	11%	11%	32%	▼ 46%	(n=1388)
Type of resident	Apartment	10%	11%	29%	50%	(n=3013)
	House	9%	9%	30%	53%	(n=3006)
Electricity bill?	Electronic bill	9%	10%	29%	52%	(n=4615)
	Paper invoice	10%	12%	29%	49%	(n=1404)
Electricity to heating	Use electricity to heat home	9%	11%	▲ 35%	▼ 45%	(n=3127)
	Not using electricity to heat home	9%	9%	▼ 23%	▲ 58%	(n=2765)
	Do not know	8%	9%	28%	54%	(n=127)
Consumer type	ACTIVE consumers	▼ 6%	10%	▲ 39%	▼ 45%	(n=1540)
	AWARE consumers	8%	11%	▲ 35%	▼ 46%	(n=966)
	INACTIVE consumers	▲ 11%	10%	▼ 23%	▲ 56%	(n=3513)
Annual kWh-use	Less than 5000 kWh	8%	9%	29%	54%	(n=1146)
	5000- 9 999 kWh	9%	9%	▼ 24%	▲ 58%	(n=1011)
	10 000- 14 999 kWh	9%	9%	▲ 35%	▼ 47%	(n=875)
	15 000-19 999 kWh	▼ 5%	11%	▲ 40%	▼ 43%	(n=619)
	20 000 - 24 999 kWh	7%	12%	▲ 45%	▼ 36%	(n=399)
	More than 25 000 kWh	7%	8%	▲ 47%	▼ 38%	(n=165)
	Do not know	▲ 13%	11%	▼ 20%	▲ 55%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	8%	12%	32%	49%	(n=1281)
	50-100 €	11%	9%	▼ 24%	▲ 56%	(n=1363)
	100-150 €	10%	11%	29%	50%	(n=907)
	150-200 €	9%	11%	▲ 34%	▼ 45%	(n=772)
	200-300 €	8%	11%	▲ 39%	▼ 41%	(n=615)
	More than 300 €	6%	12%	▲ 37%	45%	(n=346)
	Do not know	10%	▼ 6%	▼ 17%	▲ 66%	(n=735)
Country	Norway	▲ 13%	▲ 14%	▲ 40%	▼ 33%	(n=1506)
	Sweden	10%	12%	▲ 40%	▼ 39%	(n=1501)
	Denmark	▼ 5%	▼ 3%	▼ 3%	▲ 89%	(n=1508)
	Finland	9%	▲ 13%	▲ 34%	▼ 44%	(n=1504)
Total		9%	10%	29%	51%	(n=6019)

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

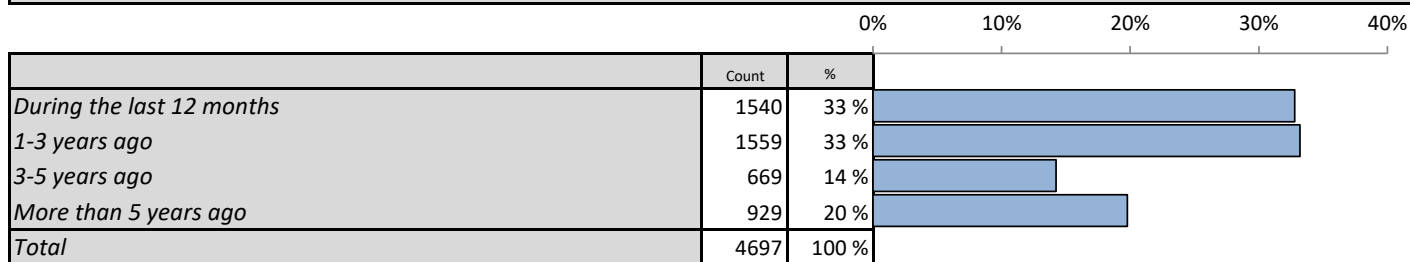


Q: Have you ever signed a contract with an electricity supplier?

Background variables

		Yes	No	Do not know	Valid N
Gender	Female	▼ 75%	▲ 20%	▲ 5%	(n=2981)
	Male	▲ 81%	▼ 17%	▼ 2%	(n=3027)
	Other	64%	9%	27%	(n=11)
Age group	Under 35 years	▼ 72%	21%	▲ 7%	(n=1041)
	35 - 49 years	77%	19%	4%	(n=1832)
	50 - 64 years	80%	18%	▼ 3%	(n=1758)
	65 years or older	▲ 82%	▼ 16%	3%	(n=1388)
Type of resident	Apartment	79%	17%	▲ 4%	(n=3013)
	House	78%	20%	▼ 3%	(n=3006)
Electricity bill?	Electronic bill	79%	19%	▼ 3%	(n=4615)
	Paper invoice	76%	17%	▲ 6%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 83%	▼ 14%	3%	(n=3127)
	Not using electricity to heat home	▼ 73%	▲ 23%	3%	(n=2765)
	Do not know	▼ 61%	25%	▲ 13%	(n=127)
Consumer type	ACTIVE consumers	▲ 100%	▼ 0%	▼ 0%	(n=1540)
	AWARE consumers	▲ 83%	▼ 14%	3%	(n=966)
	INACTIVE consumers	▼ 67%	▲ 28%	▲ 5%	(n=3513)
Annual kWh-use	Less than 5000 kWh	78%	19%	3%	(n=1146)
	5000- 9 999 kWh	77%	21%	2%	(n=1011)
	10 000- 14 999 kWh	▲ 83%	▼ 14%	▼ 2%	(n=875)
	15 000-19 999 kWh	▲ 86%	▼ 12%	▼ 2%	(n=619)
	20 000 - 24 999 kWh	▲ 89%	▼ 9%	2%	(n=399)
	More than 25 000 kWh	▲ 89%	▼ 8%	2%	(n=165)
	Do not know	▼ 70%	▲ 24%	▲ 6%	(n=1804)
Spending on electricity in total an average winter month	Less than 500 kr	77%	19%	4%	(n=1281)
	50-100 €	▼ 75%	▲ 22%	3%	(n=1363)
	100-150 €	80%	17%	3%	(n=907)
	150-200 €	▲ 84%	▼ 14%	▼ 2%	(n=772)
	200-300 €	▲ 84%	▼ 14%	▼ 2%	(n=615)
	More than 300 €	▲ 88%	▼ 9%	3%	(n=346)
	Do not know	▼ 66%	▲ 25%	▲ 9%	(n=735)
Country	Norway	▲ 86%	▼ 13%	▼ 2%	(n=1506)
	Sweden	▲ 81%	▼ 14%	▲ 5%	(n=1501)
	Denmark	▼ 58%	▲ 38%	4%	(n=1508)
	Finland	▲ 87%	▼ 10%	3%	(n=1504)
Total		78%	18%	4%	(n=6019)

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



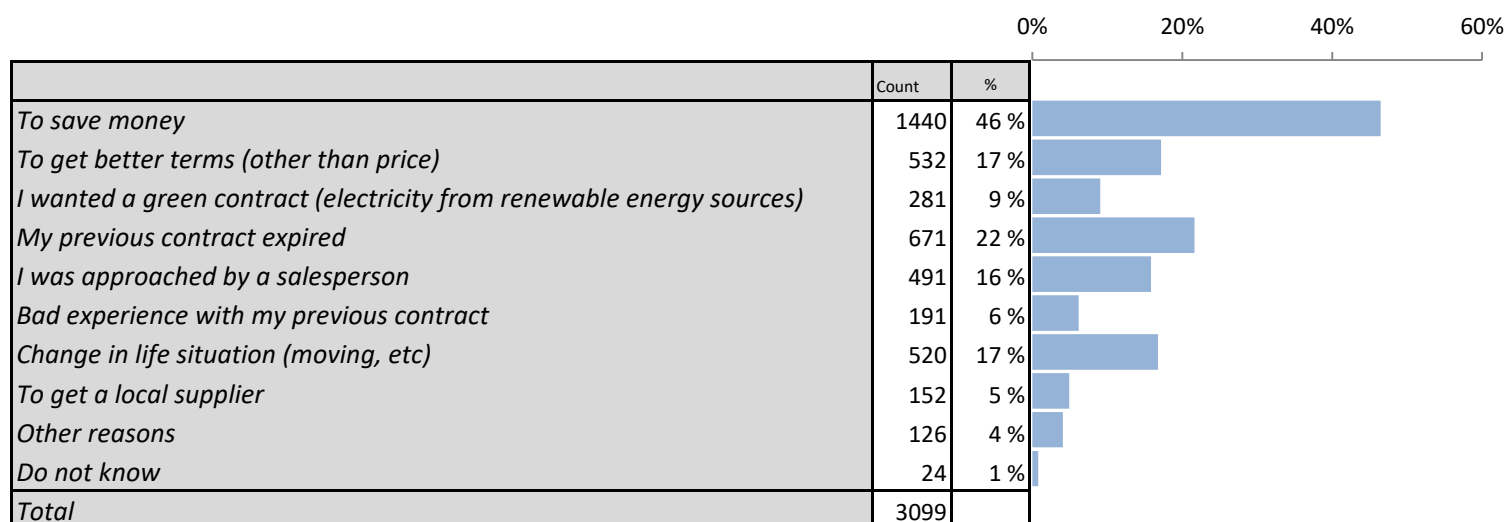
Q: When did you last sign a contract with an electricity supplier?

Background variables

		During the last 12 months	1-3 years ago	3-5 years ago	More than 5 years ago	Valid N
Gender	Female	34%	▼ 31%	15%	21%	(n=2239)
	Male	32%	▲ 35%	14%	19%	(n=2451)
	Other	57%	14%	▼ 0%	29%	(n=7)
Age group	Under 35 years	▲ 37%	▲ 40%	15%	▼ 8%	(n=750)
	35 - 49 years	31%	32%	▲ 17%	20%	(n=1415)
	50 - 64 years	34%	31%	13%	▲ 23%	(n=1398)
	65 years or older	31%	34%	13%	▲ 23%	(n=1134)
Type of resident	Apartment	35%	34%	▼ 12%	20%	(n=2367)
	House	31%	33%	▲ 17%	20%	(n=2330)
Electricity bill?	Electronic bill	33%	33%	14%	19%	(n=3626)
	Paper invoice	31%	33%	14%	22%	(n=1071)
Electricity to heating	Use electricity to heat home	32%	33%	15%	19%	(n=2594)
	Not using electricity to heat home	34%	33%	13%	20%	(n=2025)
	Do not know	33%	35%	12%	21%	(n=78)
Consumer type	ACTIVE consumers	▲ 100%	▼ 0%	▼ 0%	▼ 0%	(n=1540)
	AWARE consumers	▼ 0%	▲ 64%	16%	20%	(n=803)
	INACTIVE consumers	▼ 0%	▲ 44%	▲ 23%	▲ 33%	(n=2354)
Annual kWh-use	Less than 5000 kWh	▲ 38%	36%	▼ 10%	▼ 16%	(n=892)
	5000- 9 999 kWh	33%	34%	14%	19%	(n=776)
	10 000- 14 999 kWh	32%	35%	15%	17%	(n=730)
	15 000-19 999 kWh	29%	36%	17%	18%	(n=534)
	20 000 - 24 999 kWh	34%	▼ 27%	16%	23%	(n=355)
	More than 25 000 kWh	37%	32%	16%	16%	(n=147)
	Do not know	30%	31%	14%	▲ 25%	(n=1263)
Spending on electricity in total an average winter month	Less than 500 kr	35%	34%	▼ 11%	20%	(n=991)
	50-100 €	35%	34%	14%	18%	(n=1025)
	100-150 €	29%	▲ 39%	13%	18%	(n=727)
	150-200 €	29%	34%	▲ 18%	19%	(n=646)
	200-300 €	34%	29%	14%	22%	(n=516)
	More than 300 €	35%	31%	▲ 19%	15%	(n=304)
	Do not know	32%	▼ 26%	15%	▲ 27%	(n=488)
Country	Norway	30%	▼ 30%	15%	▲ 25%	(n=1289)
	Sweden	32%	32%	15%	20%	(n=1219)
	Denmark	▼ 28%	37%	▲ 19%	▼ 16%	(n=880)
	Finland	▲ 39%	35%	▼ 10%	▼ 16%	(n=1309)
Total		33%	33%	14%	20%	(n=4697)

Q: Why did you sign a new electricity contract?

Several answers possible.



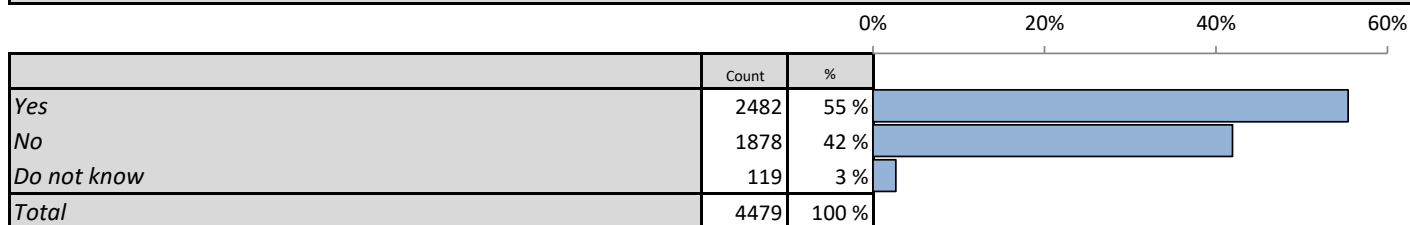
Q: Why did you sign a new electricity contract?

Several answers possible.

Background

		To save money	To get better terms (other than price)	I wanted a green contract (electricity from renewable energy sources)	My previous contract expired	I was approached by a salesperson	Bad experience with my previous contract	Change in life situation (moving, etc)	To get a local supplier	Other reasons	Do not know	Valid N
Gender	Female	▼43%	16%	8%	▼19%	17%	6%	▲21%	▼3%	4%	1%	(n=1444)
	Male	▲49%	18%	10%	▲24%	15%	6%	▼13%	▲6%	4%	1%	(n=1650)
	Other	60%	20%	40%	20%	20%	▼0%	20%	▼0%	▼0%	▼0%	(n=5)
Age group	Under 35 years	▼39%	16%	11%	▼13%	15%	▲10%	▲33%	7%	4%	1%	(n=576)
	35 - 49 years	▲51%	19%	10%	▼18%	▼13%	6%	20%	▼3%	4%	1%	(n=893)
	50 - 64 years	46%	15%	8%	▲25%	17%	6%	▼13%	5%	4%	1%	(n=897)
	65 years or older	48%	18%	8%	▲28%	18%	▼4%	▼5%	6%	4%	0%	(n=733)
Type of resident	Apartment	▼42%	16%	10%	20%	17%	6%	▲23%	5%	4%	1%	(n=1613)
	House	▲51%	18%	8%	23%	15%	6%	▼10%	5%	4%	1%	(n=1486)
Electricity bill?	Electronic bill	▲49%	17%	10%	▼20%	16%	6%	16%	5%	4%	1%	(n=2417)
	Paper invoice	▼36%	16%	7%	▲29%	17%	5%	19%	5%	4%	1%	(n=682)
Electricity to heating	Use electricity to heat home	48%	▲20%	8%	20%	16%	▲8%	17%	▲6%	4%	▼0%	(n=1692)
	Not using electricity to heat home	45%	▼14%	10%	24%	16%	▼4%	16%	▼4%	4%	1%	(n=1354)
	Do not know	▼32%	▼8%	11%	21%	17%	6%	26%	2%	▼0%	8%	(n=53)
Consumer type	ACTIVE consumers	47%	17%	9%	▲25%	17%	5%	16%	▼4%	5%	0%	(n=1540)
	AWARE consumers	▲53%	19%	11%	▼17%	▼12%	8%	16%	6%	4%	1%	(n=516)
	INACTIVE consumers	▼42%	16%	9%	19%	16%	6%	19%	6%	3%	1%	(n=1043)
Annual kWh-use	Less than 5000 kWh	50%	15%	▲12%	24%	15%	6%	15%	4%	4%	0%	(n=659)
	5000- 9 999 kWh	45%	18%	12%	23%	15%	6%	15%	6%	3%	1%	(n=516)
	10 000- 14 999 kWh	45%	▲23%	9%	23%	14%	8%	16%	6%	5%	0%	(n=491)
	15 000-19 999 kWh	52%	18%	6%	▲28%	▼11%	8%	▼12%	8%	2%	0%	(n=344)
	20 000 - 24 999 kWh	▲56%	20%	▼5%	24%	17%	4%	▼10%	5%	3%	▼0%	(n=218)
	More than 25 000 kWh	53%	13%	7%	19%	▲26%	▼2%	▼4%	8%	8%	▼0%	(n=101)
	Do not know	▼39%	▼14%	7%	▼15%	▲19%	5%	▲25%	▼3%	5%	▲2%	(n=770)
Spending on electricity in total an average winter month	Less than 50 €	44%	▼14%	10%	24%	13%	5%	▲22%	▼3%	5%	0%	(n=684)
	50-100 €	46%	17%	▲13%	20%	17%	6%	15%	5%	3%	1%	(n=704)
	100-150 €	46%	17%	8%	21%	13%	6%	18%	6%	3%	1%	(n=496)
	150-200 €	47%	▲22%	7%	23%	16%	7%	15%	6%	4%	0%	(n=407)
	200-300 €	51%	21%	6%	26%	16%	9%	▼11%	6%	4%	▼0%	(n=326)
	More than 300 €	51%	16%	10%	28%	21%	7%	▼11%	7%	5%	▼0%	(n=198)
	Do not know	45%	15%	7%	▼12%	19%	▼3%	19%	3%	5%	▲4%	(n=284)
Country	Norway	▲52%	17%	▼4%	▼6%	▲20%	7%	▲20%	6%	▲6%	1%	(n=774)
	Sweden	▼39%	▲25%	▼7%	▲32%	▼10%	5%	15%	4%	4%	1%	(n=788)
	Denmark	▲51%	15%	▲21%	▼7%	▲22%	▲11%	14%	6%	5%	▲2%	(n=570)
	Finland	45%	▼12%	8%	▲34%	14%	▼4%	17%	4%	▼2%	0%	(n=967)
Total		46%	17%	9%	22%	16%	6%	17%	5%	4%	1%	(n=3099)

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

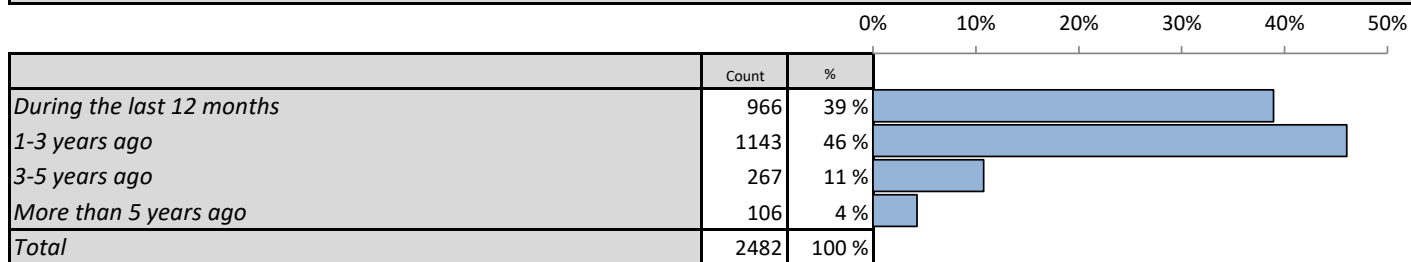


Q: Have you ever compared your current electricity contract to other contracts?

Background variables

		Yes	No	Do not know	Valid N
Gender	Female	▼ 50%	▲ 46%	▲ 4%	(n=2229)
	Male	▲ 61%	▼ 38%	▼ 2%	(n=2243)
	Other	57%	▼ 14%	29%	(n=7)
Age group	Under 35 years	▼ 50%	45%	▲ 5%	(n=762)
	35 - 49 years	55%	43%	3%	(n=1393)
	50 - 64 years	56%	41%	2%	(n=1288)
	65 years or older	▲ 59%	39%	▼ 1%	(n=1036)
Type of resident	Apartment	▼ 52%	▲ 45%	3%	(n=2193)
	House	▲ 58%	▼ 39%	2%	(n=2286)
Electricity bill?	Electronic bill	56%	41%	▼ 2%	(n=3407)
	Paper invoice	52%	44%	▲ 4%	(n=1072)
Electricity to heating	Use electricity to heat home	▲ 61%	▼ 37%	3%	(n=2294)
	Not using electricity to heat home	▼ 50%	▲ 47%	2%	(n=2084)
	Do not know	▼ 38%	52%	▲ 10%	(n=101)
Consumer type	ACTIVE consumers	- %	- %	- %	(n<5)
	AWARE consumers	▲ 100%	▼ 0%	▼ 0%	(n=966)
	INACTIVE consumers	▼ 43%	▲ 53%	▲ 3%	(n=3513)
Annual kWh-use	Less than 5000 kWh	59%	39%	▼ 1%	(n=808)
	5000- 9 999 kWh	59%	39%	2%	(n=755)
	10 000- 14 999 kWh	▲ 65%	▼ 32%	3%	(n=638)
	15 000-19 999 kWh	▲ 69%	▼ 30%	▼ 1%	(n=466)
	20 000 - 24 999 kWh	▲ 68%	▼ 31%	1%	(n=278)
	More than 25 000 kWh	▲ 77%	▼ 21%	2%	(n=111)
	Do not know	▼ 39%	▲ 57%	▲ 5%	(n=1423)
Spending on electricity in total an average winter month	Less than 50 €	▼ 50%	▲ 47%	2%	(n=933)
	50-100 €	57%	41%	2%	(n=1005)
	100-150 €	59%	38%	3%	(n=697)
	150-200 €	▲ 64%	▼ 35%	2%	(n=584)
	200-300 €	▲ 65%	▼ 33%	2%	(n=439)
	More than 3 000 kr	▲ 67%	▼ 32%	▼ 1%	(n=241)
	Do not know	▼ 36%	▲ 56%	▲ 7%	(n=580)
Country	Norway	58%	40%	2%	(n=1115)
	Sweden	58%	▼ 38%	3%	(n=1109)
	Denmark	▼ 46%	▲ 51%	3%	(n=1261)
	Finland	▲ 61%	▼ 37%	2%	(n=994)
Total		55%	42%	3%	(n=4479)

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

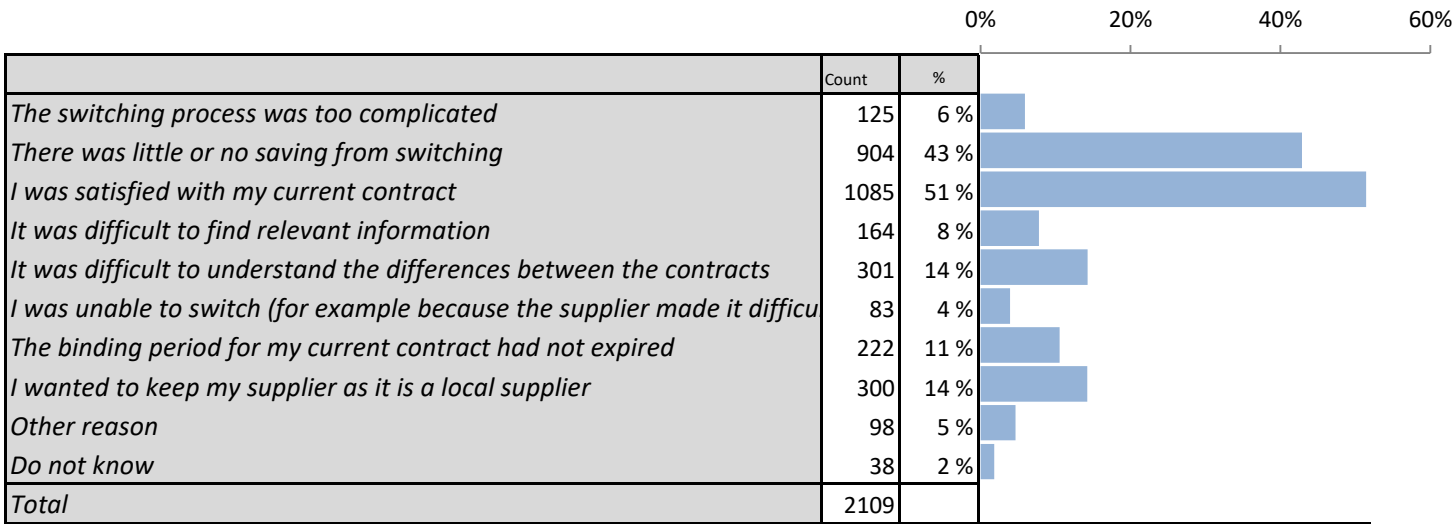


Q: When did you last compare your current electricity contract to other contracts?

Background variables

		During the last 12 months	1-3 years ago	3-5 years ago	More than 5 years ago	Valid N
Gender	Female	▼ 34%	48%	12%	▲ 6%	(n=1120)
	Male	▲ 43%	44%	9%	▼ 3%	(n=1358)
	Other	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	44%	46%	8%	2%	(n=382)
	35 - 49 years	40%	45%	11%	4%	(n=760)
	50 - 64 years	36%	47%	12%	4%	(n=724)
	65 years or older	37%	46%	11%	6%	(n=616)
Type of resident	Apartment	38%	46%	11%	5%	(n=1145)
	House	39%	46%	11%	4%	(n=1337)
Electricity bill?	Electronic bill	39%	46%	11%	4%	(n=1923)
	Paper invoice	38%	47%	10%	5%	(n=559)
Electricity to heating	Use electricity to heat home	41%	45%	10%	3%	(n=1394)
	Not using electricity to heat home	36%	46%	12%	5%	(n=1050)
	Do not know	29%	55%	5%	11%	(n=38)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	(n<5)
	AWARE consumers	▲ 100%	▼ 0%	▼ 0%	▼ 0%	(n=966)
	INACTIVE consumers	▼ 0%	▲ 75%	▲ 18%	▲ 7%	(n=1516)
Annual kWh-use	Less than 5000 kWh	41%	47%	8%	4%	(n=477)
	5000- 9 999 kWh	42%	46%	8%	4%	(n=445)
	10 000- 14 999 kWh	41%	48%	9%	▼ 2%	(n=415)
	15 000-19 999 kWh	43%	42%	12%	3%	(n=322)
	20 000 - 24 999 kWh	42%	43%	12%	4%	(n=189)
	More than 25 000 kWh	38%	48%	9%	5%	(n=86)
	Do not know	▼ 30%	47%	▲ 16%	▲ 7%	(n=548)
Spending on electricity in total an average winter month	Less than 50 €	38%	48%	9%	6%	(n=469)
	50-100 €	39%	47%	10%	4%	(n=569)
	100-150 €	44%	45%	8%	3%	(n=414)
	150-200 €	42%	43%	12%	3%	(n=372)
	200-300 €	38%	44%	13%	6%	(n=285)
	More than 3 000 kr	41%	45%	10%	4%	(n=162)
	Do not know	▼ 27%	52%	16%	5%	(n=211)
Country	Norway	▲ 44%	42%	11%	3%	(n=643)
	Sweden	▼ 32%	49%	11%	▲ 8%	(n=646)
	Denmark	▼ 33%	50%	13%	4%	(n=583)
	Finland	▲ 46%	44%	▼ 8%	▼ 2%	(n=610)
Total		39%	46%	11%	4%	(n=2482)

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



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

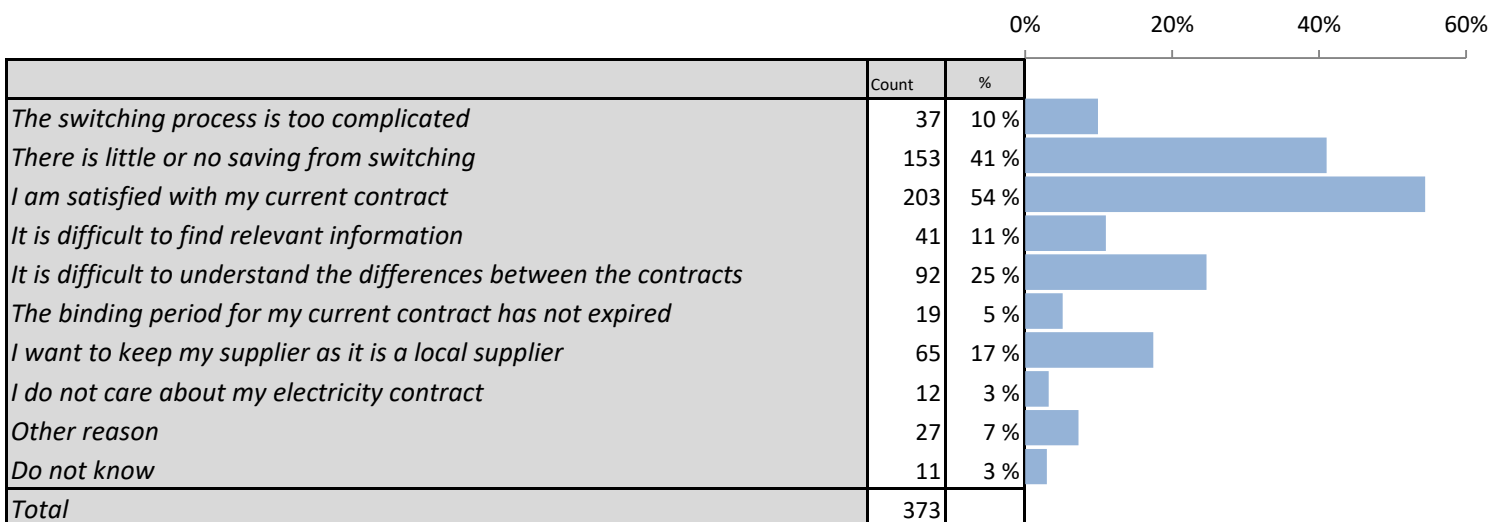
Several answers possible.

Background

		The switching process was too complicated	There was little or no saving from switching	I was satisfied with my current contract	It was difficult to find relevant information	It was difficult to understand the differences between the contracts	I was unable to switch (for example because the supplier made it difficult)	The binding period for my current contract had not expired	I wanted to keep my supplier as it is a local supplier	Other reason	Do not know	Valid N
Gender	Female	6%	▼ 39%	49%	7%	16%	▼ 3%	10%	▼ 12%	5%	3%	(n=917)
	Male	6%	▲ 46%	53%	8%	13%	▲ 5%	11%	▲ 16%	4%	1%	(n=1188)
	Other	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▲ 13%	38%	▼ 43%	11%	▲ 19%	▲ 11%	11%	15%	▼ 2%	3%	(n=344)
	35 - 49 years	7%	45%	47%	8%	15%	5%	10%	14%	5%	2%	(n=647)
	50 - 64 years	4%	44%	54%	6%	12%	▼ 1%	9%	14%	5%	1%	(n=602)
	65 years or older	▼ 3%	41%	▲ 59%	7%	13%	▼ 1%	12%	15%	5%	1%	(n=516)
Type of resident	Apartment	▲ 8%	41%	52%	8%	14%	▲ 5%	11%	14%	4%	2%	(n=966)
	House	▼ 4%	44%	51%	8%	15%	▼ 3%	10%	14%	5%	2%	(n=1143)
Electricity bill?	Electronic bill	5%	44%	53%	8%	15%	3%	10%	13%	5%	▼ 1%	(n=1634)
	Paper invoice	8%	38%	47%	7%	12%	5%	13%	18%	4%	▲ 4%	(n=475)
Electricity to heating	Use electricity to heat home	6%	41%	49%	9%	15%	▲ 5%	12%	15%	5%	2%	(n=1206)
	Not using electricity to heat home	5%	45%	54%	7%	13%	▼ 2%	9%	14%	4%	2%	(n=871)
	Do not know	9%	28%	66%	6%	9%	3%	9%	6%	▼ 0%	9%	(n=32)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	6%	45%	51%	8%	13%	4%	12%	12%	5%	▼ 1%	(n=966)
	INACTIVE consumers	6%	41%	52%	8%	15%	4%	9%	16%	4%	▲ 3%	(n=1143)
Annual kWh-use	Less than 5000 kWh	4%	47%	51%	6%	12%	▼ 2%	10%	12%	4%	2%	(n=420)
	5000- 9 999 kWh	4%	45%	54%	9%	14%	3%	11%	15%	6%	▼ 1%	(n=392)
	10 000- 14 999 kWh	6%	42%	49%	10%	16%	▲ 7%	14%	16%	4%	1%	(n=370)
	15 000-19 999 kWh	7%	45%	50%	6%	13%	5%	13%	▲ 21%	4%	1%	(n=272)
	20 000 - 24 999 kWh	▼ 1%	46%	57%	9%	16%	3%	9%	14%	5%	1%	(n=160)
	More than 25 000 kWh	3%	46%	46%	8%	▼ 7%	7%	15%	12%	12%	3%	(n=74)
	Do not know	▲ 10%	▼ 34%	51%	7%	16%	4%	▼ 6%	▼ 10%	4%	▲ 4%	(n=421)
Spending on electricity in total an average winter month	Less than 50 €	7%	40%	56%	6%	13%	▼ 2%	9%	13%	4%	1%	(n=399)
	50-100 €	5%	45%	53%	7%	16%	3%	9%	14%	5%	2%	(n=488)
	100-150 €	4%	43%	50%	10%	12%	5%	10%	16%	4%	2%	(n=369)
	150-200 €	7%	45%	51%	8%	16%	5%	15%	15%	5%	2%	(n=316)
	200-300 €	6%	45%	49%	10%	16%	7%	13%	17%	6%	1%	(n=231)
	More than 300 €	5%	37%	45%	9%	17%	4%	15%	14%	6%	2%	(n=139)
	Do not know	7%	41%	50%	6%	10%	3%	▼ 5%	▼ 8%	5%	5%	(n=167)
Country	Norway	▼ 3%	▲ 50%	▲ 58%	7%	15%	3%	▼ 4%	13%	6%	1%	(n=553)
	Sweden	6%	▼ 33%	▼ 46%	▼ 4%	12%	3%	▲ 15%	13%	5%	2%	(n=520)
	Denmark	▲ 9%	48%	56%	▲ 14%	▲ 21%	5%	▼ 7%	14%	▼ 3%	1%	(n=486)
	Finland	6%	41%	▼ 46%	7%	▼ 10%	5%	▲ 17%	17%	5%	2%	(n=550)
Total		6%	43%	51%	8%	14%	4%	11%	14%	5%	2%	(n=2109)

Q: Why have you not switched or compared contracts more often?

Several answers possible.



Q: Why have you not switched or compared contracts more often?

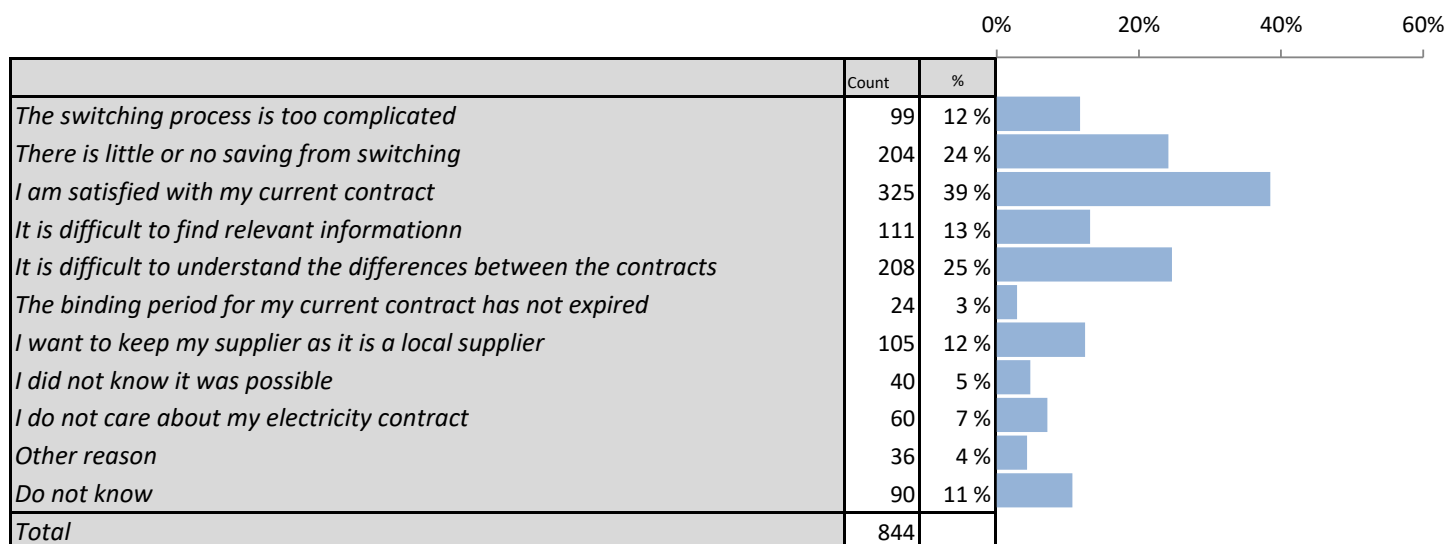
Several answers possible.

Background

		The switching process is too complicated	There is little or no saving from switching	I am satisfied with my current contract	It is difficult to find relevant information	It is difficult to understand the differences between the contracts	The binding period for my current contract has not expired	I want to keep my supplier as it is a local supplier	I do not care about my electricity contract	Other reason	Do not know	Valid N
Gender	Female	9%	▼ 34%	56%	▼ 7%	26%	4%	16%	2%	7%	▲ 5%	(n=203)
	Male	11%	▲ 49%	53%	▲ 16%	23%	6%	19%	5%	7%	▼ 1%	(n=170)
	Other	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	8%	29%	42%	16%	29%	8%	18%	8%	5%	5%	(n=38)
	35 - 49 years	14%	46%	45%	16%	29%	5%	15%	4%	9%	4%	(n=113)
	50 - 64 years	10%	42%	60%	8%	26%	5%	22%	4%	8%	3%	(n=122)
	65 years or older	6%	39%	63%	7%	16%	4%	14%	▼ 0%	5%	1%	(n=100)
Type of resident	Apartment	▲ 16%	41%	51%	11%	26%	6%	17%	4%	7%	3%	(n=179)
	House	▼ 5%	41%	57%	11%	24%	4%	18%	3%	7%	3%	(n=194)
Electricity bill?	Electronic bill	8%	39%	57%	11%	24%	4%	16%	3%	8%	2%	(n=289)
	Paper invoice	15%	46%	46%	12%	26%	8%	21%	4%	5%	6%	(n=84)
Electricity to heating	Use electricity to heat home	10%	▼ 34%	53%	14%	27%	6%	22%	4%	6%	3%	(n=188)
	Not using electricity to heat home	11%	▲ 49%	58%	8%	22%	4%	13%	3%	8%	2%	(n=179)
	Do not know	▼ 0%	33%	▼ 17%	▼ 0%	17%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▲ 50%	(n=6)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	INACTIVE consumers	10%	41%	54%	11%	25%	5%	17%	3%	7%	3%	(n=373)
Annual kWh-use	Less than 5000 kWh	7%	53%	56%	7%	21%	5%	16%	4%	11%	▼ 0%	(n=57)
	5000- 9 999 kWh	8%	42%	55%	11%	23%	4%	9%	▼ 0%	9%	4%	(n=53)
	10 000- 14 999 kWh	7%	38%	42%	13%	18%	7%	27%	4%	4%	2%	(n=45)
	15 000-19 999 kWh	20%	44%	52%	18%	36%	10%	18%	▼ 0%	10%	▼ 0%	(n=50)
	20 000 - 24 999 kWh	▼ 0%	38%	52%	17%	21%	10%	28%	▼ 0%	3%	▼ 0%	(n=29)
	More than 25 000 kWh	▼ 0%	42%	50%	8%	25%	▼ 0%	17%	8%	▼ 0%	8%	(n=12)
	Do not know	13%	36%	60%	8%	26%	2%	16%	6%	6%	6%	(n=127)
Spending on electricity in total an average winter month	Less than 50 €	13%	47%	53%	7%	17%	6%	13%	6%	9%	3%	(n=70)
	50-100 €	11%	49%	65%	9%	23%	4%	10%	▼ 0%	6%	▼ 0%	(n=81)
	100-150 €	9%	36%	44%	11%	22%	4%	24%	2%	9%	4%	(n=45)
	150-200 €	11%	34%	48%	14%	30%	5%	20%	4%	2%	▼ 0%	(n=56)
	200-300 €	7%	37%	48%	13%	33%	11%	▲ 35%	4%	9%	4%	(n=54)
	More than 300 €	9%	48%	52%	17%	30%	4%	13%	▼ 0%	9%	4%	(n=23)
	Do not know	7%	32%	64%	11%	20%	▼ 0%	9%	7%	9%	9%	(n=44)
Country	Norway	6%	30%	61%	14%	27%	▼ 0%	17%	4%	11%	2%	(n=90)
	Sweden	10%	42%	52%	12%	19%	▲ 10%	15%	2%	5%	1%	(n=126)
	Denmark	11%	53%	51%	10%	29%	▼ 1%	▼ 9%	2%	8%	6%	(n=97)
	Finland	13%	37%	57%	5%	27%	8%	▲ 37%	7%	5%	3%	(n=60)
Total		10%	41%	54%	11%	25%	5%	17%	3%	7%	3%	(n=373)

Q: Why have you never switched or compared contracts?

Several answers possible.



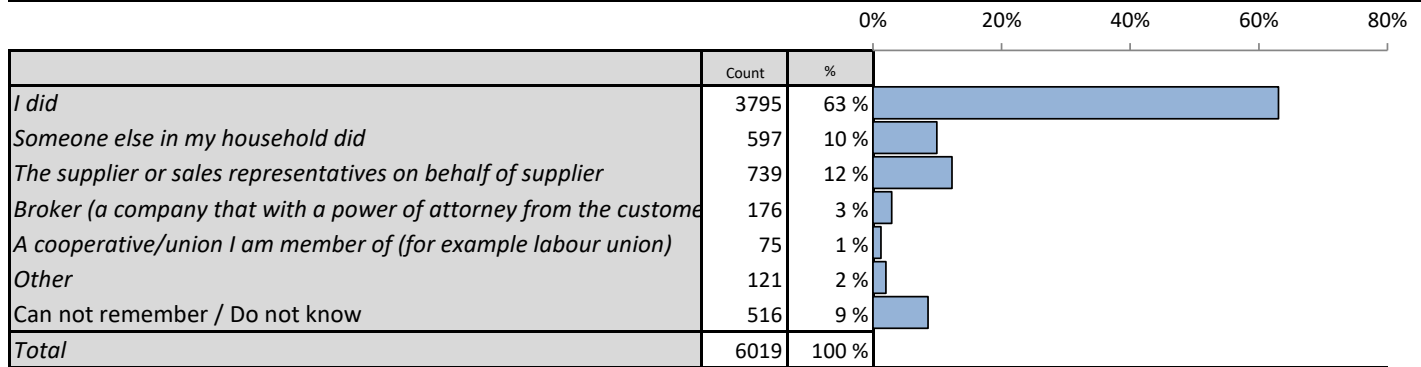
Q: Why have you never switched or compared contracts?

Several answers possible.

Background

		The switching process is too complicated	There is little or no saving from switching	I am satisfied with my current contract	It is difficult to find relevant information	It is difficult to understand the differences between the contracts	The binding period for my current contract has not expired	I want to keep my supplier as it is a local supplier	I did not know it was possible	I do not care about my electricity contract	Other reason	Do not know	Valid N
Gender	Female	13%	▼19%	42%	11%	26%	2%	11%	4%	▼5%	6%	13%	(n=484)
	Male	10%	▲31%	35%	16%	22%	4%	14%	5%	10%	2%	8%	(n=358)
	Other	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	15%	▼13%	32%	12%	23%	4%	11%	▲10%	9%	3%	15%	(n=189)
	35 - 49 years	13%	23%	▼28%	16%	29%	3%	▼7%	4%	10%	7%	11%	(n=261)
	50 - 64 years	9%	27%	42%	12%	24%	2%	15%	3%	▼3%	4%	12%	(n=234)
	65 years or older	10%	▲34%	▲59%	11%	19%	1%	18%	3%	6%	2%	3%	(n=160)
Type of resident	Apartment	15%	▼20%	37%	12%	24%	4%	14%	5%	8%	3%	14%	(n=420)
	House	9%	▲28%	40%	14%	25%	1%	11%	4%	6%	5%	8%	(n=424)
Electricity bill?	Electronic bill	▼9%	25%	40%	13%	24%	3%	▼11%	4%	6%	4%	11%	(n=638)
	Paper invoice	▲20%	21%	33%	13%	27%	4%	▲18%	7%	9%	4%	10%	(n=206)
Electricity to heating	Use electricity to heat home	15%	▼17%	34%	12%	22%	4%	14%	7%	6%	5%	13%	(n=320)
	Not using electricity to heat home	9%	▲29%	42%	14%	26%	2%	11%	3%	8%	4%	8%	(n=492)
	Do not know	16%	13%	34%	9%	28%	3%	13%	6%	6%	▼0%	25%	(n=32)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	INACTIVE consumers	12%	24%	39%	13%	25%	3%	12%	5%	7%	4%	11%	(n=844)
Annual kWh-use	Less than 5000 kWh	8%	▲38%	44%	11%	19%	1%	8%	3%	7%	3%	7%	(n=144)
	5000- 9 999 kWh	11%	30%	40%	18%	26%	6%	12%	7%	6%	2%	3%	(n=141)
	10 000- 14 999 kWh	12%	21%	35%	16%	30%	▼0%	21%	8%	9%	▼0%	9%	(n=86)
	15 000-19 999 kWh	13%	16%	36%	▼4%	16%	9%	11%	9%	11%	7%	7%	(n=45)
	20 000 - 24 999 kWh	10%	35%	50%	10%	25%	5%	25%	▼0%	5%	▼0%	5%	(n=20)
	More than 25 000 kWh	▼0%	▼0%	▲80%	40%	40%	20%	▲60%	▼0%	20%	▼0%	0%	(n=5)
	Do not know	13%	▼19%	36%	12%	26%	2%	11%	3%	6%	6%	16%	(n=403)
Spending on electricity in total an average winter month	Less than 50 €	11%	31%	44%	11%	21%	3%	17%	5%	9%	3%	8%	(n=188)
	50-100 €	11%	22%	40%	16%	30%	3%	10%	6%	9%	4%	7%	(n=203)
	100-150 €	14%	27%	34%	12%	21%	4%	12%	6%	3%	▼1%	9%	(n=116)
	150-200 €	10%	29%	40%	16%	24%	3%	16%	4%	6%	6%	7%	(n=70)
	200-300 €	19%	▼9%	34%	15%	30%	▼0%	25%	6%	9%	6%	11%	(n=53)
	More than 300 €	17%	11%	33%	11%	39%	11%	11%	17%	▼0%	6%	0%	(n=18)
	Do not know	10%	22%	36%	11%	23%	1%	▼6%	▼2%	7%	7%	19%	(n=196)
Country	Norway	10%	17%	41%	11%	▼16%	1%	16%	3%	7%	8%	14%	(n=143)
	Sweden	▲18%	▼17%	35%	12%	21%	▲9%	13%	7%	9%	4%	14%	(n=181)
	Denmark	▼9%	▲30%	40%	14%	28%	▼1%	▼7%	4%	6%	3%	9%	(n=431)
	Finland	16%	24%	33%	17%	31%	3%	▲31%	4%	6%	2%	9%	(n=89)
Total		12%	24%	39%	13%	25%	3%	12%	5%	7%	4%	11%	(n=844)

Q: Who initiated the signing of your current contract?

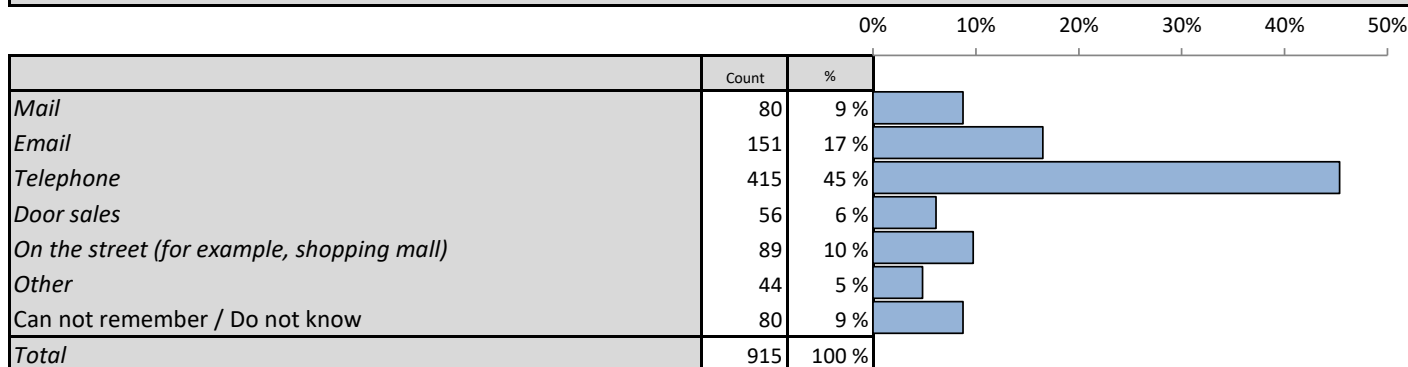


Q: Who initiated the signing of your current contract?

Background variables

		I did	Someone else in my household did	The supplier or sales representatives on behalf of supplier	Broker (a company that with a power of attorney from the	A cooperative/union I am member of (for example labour union)	Other	Can not remember / Do not know	Valid N
Gender	Female	▼57%	▲14%	12%	2%	1%	▲3%	▲10%	(n=2981)
	Male	▲69%	▼6%	12%	3%	1%	▼1%	▼7%	(n=3027)
	Other	▼27%	27%	18%	9%	9%	▼0%	9%	(n=11)
Age group	Under 35 years	▼55%	▲15%	13%	▲5%	2%	3%	7%	(n=1041)
	35 - 49 years	62%	▲12%	▼11%	3%	2%	2%	9%	(n=1832)
	50 - 64 years	▲66%	▼8%	12%	▼2%	1%	2%	10%	(n=1758)
	65 years or older	▲67%	▼6%	14%	▼2%	1%	2%	9%	(n=1388)
Type of resident	Apartment	▲65%	▼7%	13%	3%	1%	▲3%	▼7%	(n=3013)
	House	▼61%	▲13%	12%	3%	1%	▼1%	▲10%	(n=3006)
Electricity bill?	Electronic bill	▲64%	▼9%	12%	3%	1%	2%	9%	(n=4615)
	Paper invoice	▼59%	▲14%	12%	3%	1%	2%	8%	(n=1404)
Electricity to heating	Use electricity to heat home	63%	▲11%	13%	3%	1%	2%	▼6%	(n=3127)
	Not using electricity to heat home	63%	▼8%	12%	2%	1%	2%	▲12%	(n=2765)
	Do not know	59%	9%	17%	4%	1%	2%	9%	(n=127)
Consumer type	ACTIVE consumers	▲71%	▼5%	▲20%	▼2%	1%	▼0%	▼1%	(n=1540)
	AWARE consumers	▲75%	9%	▼8%	3%	1%	1%	▼3%	(n=966)
	INACTIVE comsumers	▼56%	▲12%	▼10%	▲3%	▲2%	▲3%	▲13%	(n=3513)
Annual KWh-use	Less than 5000 kWh	▲71%	▼5%	12%	3%	1%	2%	7%	(n=1146)
	5000- 9 999 kWh	66%	8%	13%	3%	1%	▼1%	7%	(n=1011)
	10 000- 14 999 kWh	64%	12%	13%	4%	1%	▼1%	▼5%	(n=875)
	15 000-19 999 kWh	▲68%	11%	10%	5%	1%	2%	▼4%	(n=619)
	20 000 - 24 999 kWh	▲70%	7%	13%	3%	2%	▼1%	▼5%	(n=399)
	More than 25 000 kWh	63%	8%	19%	4%	▼0%	3%	▼4%	(n=165)
	Do not know	▼52%	▲14%	13%	2%	1%	▲3%	▲15%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	▲69%	▼5%	12%	2%	1%	3%	8%	(n=1281)
	50-100 €	63%	9%	13%	3%	2%	3%	▲8%	(n=1363)
	100-150 €	66%	▲13%	14%	4%	2%	1%	(n=856)	
	150-200 €	▲68%	11%	13%	5%	1%	2%	(n=728)	
	200-300 €	72%	12%	11%	2%	1%	2%	(n=585)	
	More than 3 000 kr	64%	▲16%	15%	3%	▼0%	2%	(n=329)	
	Do not know	▼48%	13%	12%	2%	1%	2%	(n=735)	
Country	Norway	▲68%	10%	▲15%	2%	2%	3%	(n=1421)	
	Sweden	▲67%	11%	▼10%	4%	▼1%	2%	▼6%	(n=1501)
	Denmark	▼53%	▼8%	11%	4%	▲2%	▲3%	▲19%	(n=1508)
	Finland	▲68%	11%	14%	▼2%	▼0%	▼1%	▼3%	(n=1504)
Total		63%	10%	12%	3%	1%	2%	9%	(n=6019)

Q: How did they contact you?

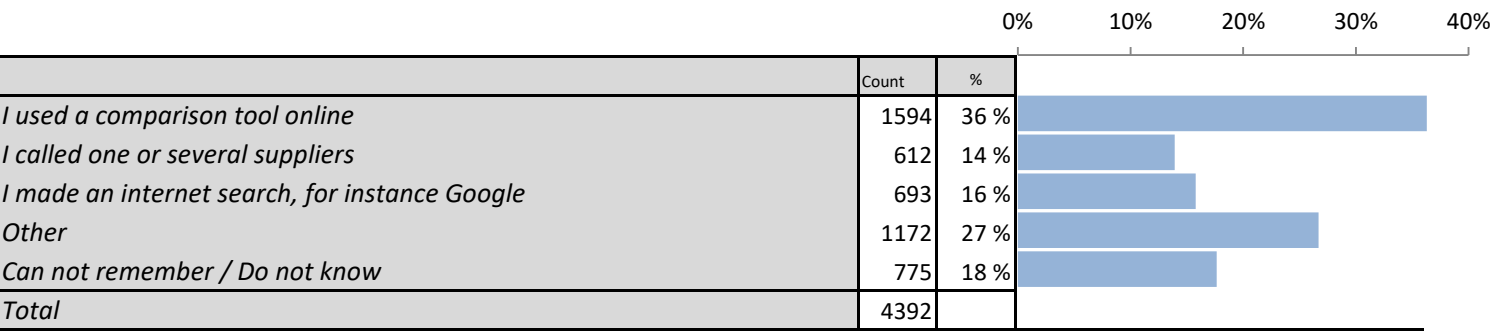


Q: How did they contact you?

Background variables

		Mail	Email	Telephone	Door sales	On the street (for example, shopping mall)	Other	Can not remember / Do not know	Valid N
Gender	Female	9%	▼ 13%	44%	6%	11%	7%	10%	(n=433)
	Male	8%	▲ 20%	47%	6%	8%	▼ 3%	8%	(n=479)
	Other	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	8%	18%	39%	11%	11%	5%	8%	(n=195)
	35 - 49 years	10%	12%	48%	6%	8%	5%	12%	(n=251)
	50 - 64 years	7%	18%	45%	7%	12%	5%	5%	(n=242)
	65 years or older	9%	19%	48%	▼ 2%	8%	4%	10%	(n=227)
Type of resident	Apartment	10%	17%	43%	6%	11%	6%	7%	(n=484)
	House	8%	16%	48%	6%	9%	4%	10%	(n=431)
Electricity bill?	Electronic bill	▼ 7%	18%	45%	7%	10%	5%	9%	(n=697)
	Paper invoice	▲ 14%	13%	48%	5%	9%	4%	8%	(n=218)
Electricity to heating	Use electricity to heat home	7%	16%	49%	▲ 9%	9%	5%	▼ 6%	(n=494)
	Not using electricity to heat home	11%	19%	41%	▼ 3%	11%	5%	11%	(n=395)
	Do not know	15%	▼ 0%	35%	4%	12%	8%	27%	(n=26)
Consumer type	ACTIVE consumers	10%	16%	▲ 52%	6%	11%	3%	▼ 2%	(n=332)
	AWARE consumers	5%	21%	42%	10%	▼ 4%	8%	10%	(n=108)
	INACTIVE consumers	9%	16%	41%	5%	10%	5%	▲ 13%	(n=475)
Annual KWh-use	Less than 5000 kWh	12%	21%	39%	5%	10%	4%	9%	(n=162)
	5000- 9 999 kWh	11%	14%	45%	6%	12%	3%	9%	(n=154)
	10 000- 14 999 kWh	6%	20%	50%	7%	8%	5%	5%	(n=144)
	15 000-19 999 kWh	10%	19%	41%	7%	10%	4%	9%	(n=90)
	20 000 - 24 999 kWh	7%	20%	57%	7%	5%	▼ 0%	5%	(n=61)
	More than 25 000 kWh	3%	14%	59%	16%	▼ 0%	5%	3%	(n=37)
	Do not know	8%	12%	43%	5%	12%	7%	12%	(n=267)
Spending on electricity in total an average winter month	Less than 50 €	10%	20%	41%	4%	12%	6%	6%	(n=181)
	50-100 €	11%	16%	44%	5%	8%	5%	▲ 11%	(n=219)
	100-150 €	8%	18%	52%	6%	9%	6%	(n=141)	
	150-200 €	10%	18%	55%	3%	7%	7%	(n=120)	
	200-300 €	7%	16%	54%	▲ 20%	▼ 3%	▼ 0%	(n=70)	
	More than 300 €	4%	14%	56%	8%	14%	4%	(n=50)	
	Do not know	7%	15%	38%	5%	19%	4%	(n=101)	
Country	Norway	▼ 2%	▼ 10%	▲ 59%	▲ 12%	9%	8%	(n=223)	
	Sweden	▲ 15%	21%	40%	7%	▼ 4%	5%	8%	(n=205)
	Denmark	8%	19%	38%	3%	12%	4%	▲ 15%	(n=227)
	Finland	11%	17%	49%	4%	13%	3%	▼ 4%	(n=240)
Total		9%	17%	45%	6%	10%	5%	9%	(n=915)

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



| |

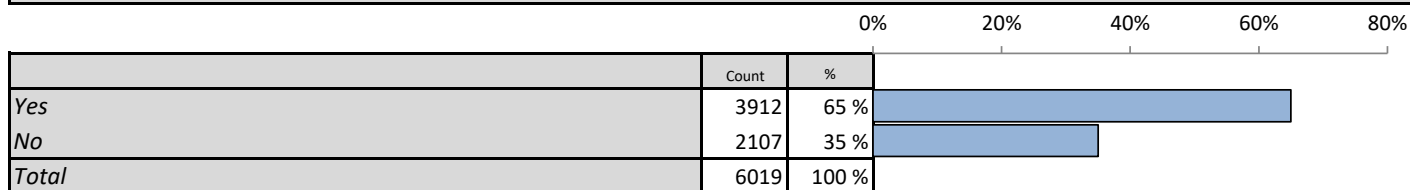
Q: How did you go about choosing electricity contract?

Several answers possible.

Background

		I used a comparison tool online	I called one or several suppliers	I made an internet search, for instance Google	Other	Can not remember / Do not know	Valid N
Gender	Female	▼ 31%	14%	▼ 14%	▲ 29%	▲ 21%	(n=2135)
	Male	▲ 41%	14%	▲ 17%	▼ 24%	▼ 15%	(n=2251)
	Other	33%	17%	33%	50%	▼ 0%	(n=6)
Age group	Under 35 years	37%	16%	▲ 23%	26%	▼ 14%	(n=728)
	35 - 49 years	39%	15%	17%	▼ 24%	16%	(n=1355)
	50 - 64 years	34%	13%	14%	28%	20%	(n=1306)
	65 years or older	35%	12%	▼ 11%	29%	19%	(n=1003)
Type of resident	Apartment	34%	▼ 12%	16%	▲ 30%	18%	(n=2188)
	House	38%	▲ 16%	16%	▼ 23%	17%	(n=2204)
Electricity bill?	Electronic bill	▲ 38%	14%	17%	▼ 26%	▼ 17%	(n=3363)
	Paper invoice	▼ 30%	14%	13%	▲ 30%	▲ 21%	(n=1029)
Electricity to heating	Use electricity to heat home	▲ 41%	14%	▲ 18%	▼ 24%	16%	(n=2341)
	Not using electricity to heat home	▼ 32%	14%	▼ 13%	▲ 29%	19%	(n=1964)
	Do not know	▼ 21%	▼ 5%	17%	33%	26%	(n=87)
Consumer type	ACTIVE consumers	▲ 49%	14%	15%	27%	▼ 7%	(n=1169)
	AWARE consumers	▲ 52%	12%	▲ 21%	▼ 19%	▼ 10%	(n=812)
	INACTIVE consumers	▼ 25%	14%	15%	▲ 29%	▲ 25%	(n=2411)
Annual kWh-use	Less than 5000 kWh	39%	▼ 11%	17%	27%	15%	(n=864)
	5000- 9 999 kWh	39%	16%	17%	26%	15%	(n=757)
	10 000- 14 999 kWh	▲ 44%	15%	19%	23%	▼ 12%	(n=667)
	15 000-19 999 kWh	▲ 46%	17%	17%	▼ 21%	▼ 13%	(n=487)
	20 000 - 24 999 kWh	42%	13%	16%	25%	15%	(n=309)
	More than 25 000 kWh	▲ 48%	20%	17%	19%	▼ 10%	(n=117)
	Do not know	▼ 22%	13%	▼ 12%	▲ 33%	▲ 28%	(n=1191)
Spending on electricity in total an average winter month	Less than 50 €	▼ 32%	11%	15%	▲ 31%	18%	(n=951)
	50-100 €	37%	14%	16%	28%	16%	(n=984)
	100-150 €	39%	16%	16%	27%	▼ 14%	(n=675)
	150-200 €	40%	15%	18%	25%	▼ 13%	(n=577)
	200-300 €	▲ 43%	11%	15%	25%	17%	(n=492)
	More than 300 €	43%	19%	17%	23%	▼ 12%	(n=265)
	Do not know	▼ 25%	14%	13%	▼ 21%	▲ 36%	(n=448)
Country	Norway	36%	13%	17%	26%	18%	(n=1113)
	Sweden	▲ 40%	12%	15%	24%	18%	(n=1168)
	Denmark	▼ 24%	▲ 24%	17%	26%	▲ 21%	(n=912)
	Finland	▲ 42%	▼ 9%	14%	▲ 30%	▼ 15%	(n=1199)
Total		36%	14%	16%	27%	18%	(n=4392)

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

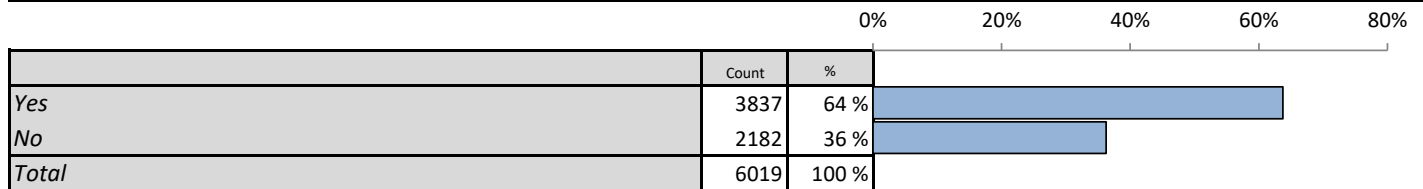


Q: [How your electricity price is set] When you think of your current electricity contract, are you aware of:

Background variables

		Yes	No	Valid N
Gender	Female	▼ 59%	▲ 41%	(n=2981)
	Male	▲ 71%	▼ 29%	(n=3027)
	Other	55%	45%	(n=11)
Age group	Under 35 years	62%	38%	(n=1041)
	35 - 49 years	▼ 60%	▲ 40%	(n=1832)
	50 - 64 years	67%	33%	(n=1758)
	65 years or older	▲ 71%	▼ 29%	(n=1388)
Type of resident	Apartment	65%	35%	(n=3013)
	House	65%	35%	(n=3006)
Electricity bill?	Electronic bill	65%	35%	(n=4615)
	Paper invoice	66%	34%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 67%	▼ 33%	(n=3127)
	Not using electricity to heat home	63%	37%	(n=2765)
	Do not know	▼ 49%	▲ 51%	(n=127)
Consumer type	ACTIVE consumers	▲ 78%	▼ 22%	(n=1540)
	AWARE consumers	▲ 81%	▼ 19%	(n=966)
	INACTIVE consumers	▼ 55%	▲ 45%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▲ 73%	▼ 27%	(n=1146)
	5000- 9 999 kWh	▲ 71%	▼ 29%	(n=1011)
	10 000- 14 999 kWh	▲ 71%	▼ 29%	(n=875)
	15 000-19 999 kWh	▲ 74%	▼ 26%	(n=619)
	20 000 - 24 999 kWh	▲ 75%	▼ 25%	(n=399)
	More than 25 000 kWh	▲ 78%	▼ 22%	(n=165)
	Do not know	▼ 47%	▲ 53%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	66%	34%	(n=1281)
	50-100 €	66%	34%	(n=1363)
	100-150 €	67%	33%	(n=907)
	150-200 €	67%	33%	(n=772)
	200-300 €	▲ 72%	▼ 28%	(n=615)
	More than 300 €	▲ 72%	▼ 28%	(n=346)
	Do not know	▼ 46%	▲ 54%	(n=735)
Country	Norway	▼ 62%	▲ 38%	(n=1506)
	Sweden	▼ 62%	▲ 38%	(n=1501)
	Denmark	▼ 53%	▲ 47%	(n=1508)
	Finland	▲ 83%	▼ 17%	(n=1504)
Total		65%	35%	(n=6019)

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

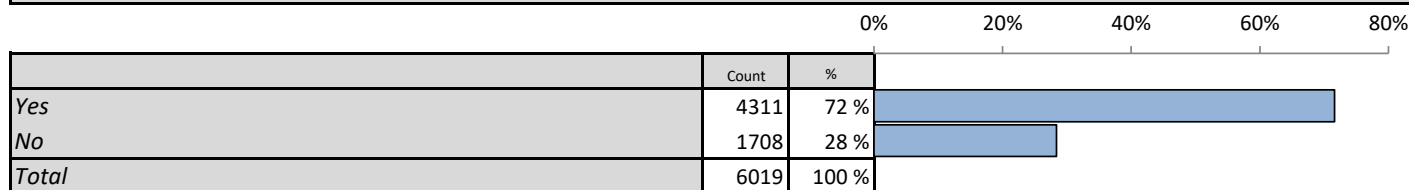


Q: [If the price can change during the contract term] When you think of your current electricity contract, are you aware of:

Background variables

		Yes	No	Valid N
Gender	Female	▼ 61%	▲ 39%	(n=2981)
	Male	▲ 66%	▼ 34%	(n=3027)
	Other	64%	36%	(n=11)
Age group	Under 35 years	▼ 60%	▲ 40%	(n=1041)
	35 - 49 years	64%	36%	(n=1832)
	50 - 64 years	65%	35%	(n=1758)
	65 years or older	64%	36%	(n=1388)
Type of resident	Apartment	▼ 61%	▲ 39%	(n=3013)
	House	▲ 66%	▼ 34%	(n=3006)
Electricity bill?	Electronic bill	▲ 66%	▼ 34%	(n=4615)
	Paper invoice	▼ 57%	▲ 43%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 68%	▼ 32%	(n=3127)
	Not using electricity to heat home	▼ 59%	▲ 41%	(n=2765)
	Do not know	56%	44%	(n=127)
Consumer type	ACTIVE consumers	64%	36%	(n=1540)
	AWARE consumers	▲ 72%	▼ 28%	(n=966)
	INACTIVE consumers	▼ 61%	▲ 39%	(n=3513)
Annual kWh-use	Less than 5000 kWh	65%	35%	(n=1146)
	5000- 9 999 kWh	67%	33%	(n=1011)
	10 000- 14 999 kWh	▲ 69%	▼ 31%	(n=875)
	15 000-19 999 kWh	▲ 70%	▼ 30%	(n=619)
	20 000 - 24 999 kWh	▲ 75%	▼ 25%	(n=399)
	More than 25 000 kWh	▲ 75%	▼ 25%	(n=165)
	Do not know	▼ 53%	▲ 47%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	61%	39%	(n=1281)
	50-100 €	64%	36%	(n=1363)
	100-150 €	66%	34%	(n=907)
	150-200 €	66%	34%	(n=772)
	200-300 €	▲ 72%	▼ 28%	(n=615)
	More than 300 €	▲ 70%	▼ 30%	(n=346)
	Do not know	▼ 54%	▲ 46%	(n=735)
Country	Norway	▲ 75%	▼ 25%	(n=1506)
	Sweden	▲ 69%	▼ 31%	(n=1501)
	Denmark	▼ 59%	▲ 41%	(n=1508)
	Finland	▼ 51%	▲ 49%	(n=1504)
Total		64%	36%	(n=6019)

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

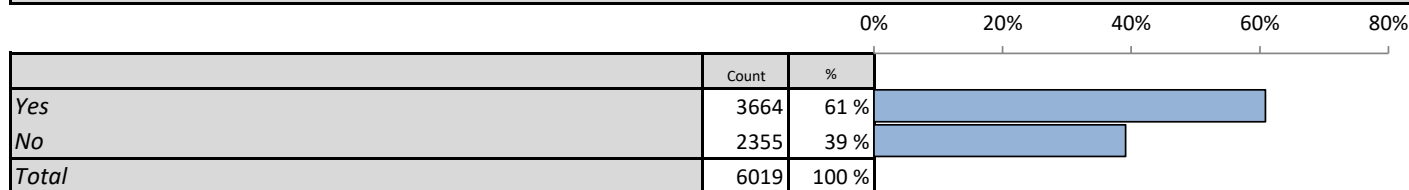


Q: [The binding period (Binding period is the time that you will have to stay with the same supplier)] When you think of your current electricity contract, are you aware of:

Background variables

		Yes	No	Valid N
Gender	Female	▼ 68%	▲ 32%	(n=2981)
	Male	▲ 75%	▼ 25%	(n=3027)
	Other	64%	36%	(n=11)
Age group	Under 35 years	▼ 65%	▲ 35%	(n=1041)
	35 - 49 years	70%	30%	(n=1832)
	50 - 64 years	▲ 75%	▼ 25%	(n=1758)
	65 years or older	▲ 75%	▼ 25%	(n=1388)
Type of resident	Apartment	71%	29%	(n=3013)
	House	72%	28%	(n=3006)
Electricity bill?	Electronic bill	72%	28%	(n=4615)
	Paper invoice	72%	28%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 73%	▼ 27%	(n=3127)
	Not using electricity to heat home	70%	30%	(n=2765)
	Do not know	▼ 60%	▲ 40%	(n=127)
Consumer type	ACTIVE consumers	▲ 85%	▼ 15%	(n=1540)
	AWARE consumers	▲ 84%	▼ 16%	(n=966)
	INACTIVE consumers	▼ 62%	▲ 38%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▲ 79%	▼ 21%	(n=1146)
	5000- 9 999 kWh	▲ 76%	▼ 24%	(n=1011)
	10 000- 14 999 kWh	▲ 77%	▼ 23%	(n=875)
	15 000-19 999 kWh	▲ 77%	▼ 23%	(n=619)
	20 000 - 24 999 kWh	▲ 81%	▼ 19%	(n=399)
	More than 25 000 kWh	▲ 81%	▼ 19%	(n=165)
	Do not know	▼ 57%	▲ 43%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	74%	26%	(n=1281)
	50-100 €	73%	27%	(n=1363)
	100-150 €	71%	29%	(n=907)
	150-200 €	75%	25%	(n=772)
	200-300 €	▲ 78%	▼ 22%	(n=615)
	More than 300 €	▲ 77%	▼ 23%	(n=346)
	Do not know	▼ 55%	▲ 45%	(n=735)
Country	Norway	69%	31%	(n=1506)
	Sweden	▲ 78%	▼ 22%	(n=1501)
	Denmark	▼ 53%	▲ 47%	(n=1508)
	Finland	▲ 86%	▼ 14%	(n=1504)
Total		72%	28%	(n=6019)

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

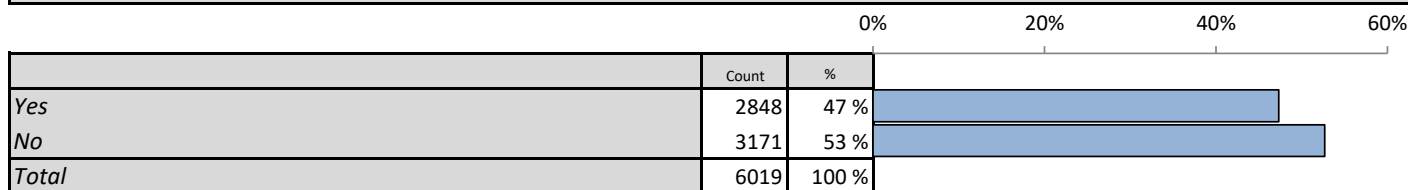


Q: [The notice period of the contract (Notice period is the time that you have to stay with the supplier after you have given a notice of termination)] When you think of your current electricity contract, are you aware of:

Background variables

		Yes	No	Valid N
Gender	Female	▼ 56%	▲ 44%	(n=2981)
	Male	▲ 65%	▼ 35%	(n=3027)
	Other	73%	27%	(n=11)
Age group	Under 35 years	▼ 57%	▲ 43%	(n=1041)
	35 - 49 years	▼ 58%	▲ 42%	(n=1832)
	50 - 64 years	63%	37%	(n=1758)
	65 years or older	▲ 65%	▼ 35%	(n=1388)
Type of resident	Apartment	60%	40%	(n=3013)
	House	61%	39%	(n=3006)
Electricity bill?	Electronic bill	61%	39%	(n=4615)
	Paper invoice	60%	40%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 64%	▼ 36%	(n=3127)
	Not using electricity to heat home	▼ 59%	▲ 41%	(n=2765)
	Do not know	▼ 39%	▲ 61%	(n=127)
Consumer type	ACTIVE consumers	▲ 75%	▼ 25%	(n=1540)
	AWARE consumers	▲ 76%	▼ 24%	(n=966)
	INACTIVE consumers	▼ 50%	▲ 50%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▲ 65%	▼ 35%	(n=1146)
	5000- 9 999 kWh	▲ 66%	▼ 34%	(n=1011)
	10 000- 14 999 kWh	▲ 68%	▼ 32%	(n=875)
	15 000-19 999 kWh	▲ 68%	▼ 32%	(n=619)
	20 000 - 24 999 kWh	▲ 70%	▼ 30%	(n=399)
	More than 25 000 kWh	▲ 72%	▼ 28%	(n=165)
	Do not know	▼ 46%	▲ 54%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	61%	39%	(n=1281)
	50-100 €	62%	38%	(n=1363)
	100-150 €	64%	36%	(n=907)
	150-200 €	63%	37%	(n=772)
	200-300 €	▲ 68%	▼ 32%	(n=615)
	More than 300 €	65%	35%	(n=346)
	Do not know	▼ 44%	▲ 56%	(n=735)
Country	Norway	60%	40%	(n=1506)
	Sweden	▲ 66%	▼ 34%	(n=1501)
	Denmark	▼ 46%	▲ 54%	(n=1508)
	Finland	▲ 72%	▼ 28%	(n=1504)
Total		61%	39%	(n=6019)

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

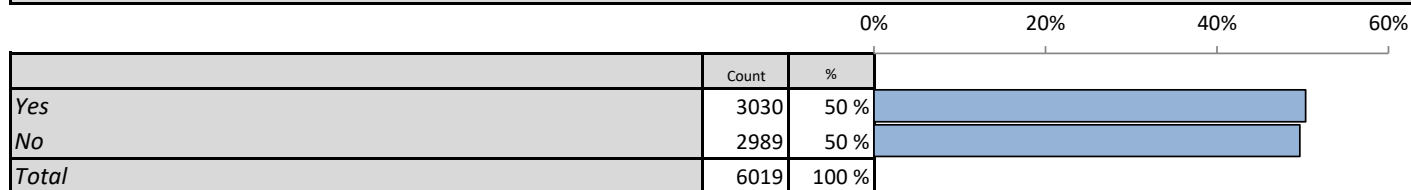


Q: [The consequence if you terminate the contract before the binding period expires] When you think of your current electricity contract, are you aware of:

Background variables

		Yes	No	Valid N
Gender	Female	▼ 42%	▲ 58%	(n=2981)
	Male	▲ 53%	▼ 47%	(n=3027)
	Other	45%	55%	(n=11)
Age group	Under 35 years	46%	54%	(n=1041)
	35 - 49 years	45%	55%	(n=1832)
	50 - 64 years	48%	52%	(n=1758)
	65 years or older	49%	51%	(n=1388)
Type of resident	Apartment	47%	53%	(n=3013)
	House	48%	52%	(n=3006)
Electricity bill?	Electronic bill	▲ 49%	▼ 51%	(n=4615)
	Paper invoice	▼ 43%	▲ 57%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 52%	▼ 48%	(n=3127)
	Not using electricity to heat home	▼ 43%	▲ 57%	(n=2765)
	Do not know	▼ 25%	▲ 75%	(n=127)
Consumer type	ACTIVE consumers	▲ 59%	▼ 41%	(n=1540)
	AWARE consumers	▲ 63%	▼ 37%	(n=966)
	INACTIVE consumers	▼ 38%	▲ 62%	(n=3513)
Annual kWh-use	Less than 5000 kWh	50%	50%	(n=1146)
	5000- 9 999 kWh	▲ 52%	▼ 48%	(n=1011)
	10 000- 14 999 kWh	▲ 54%	▼ 46%	(n=875)
	15 000-19 999 kWh	▲ 55%	▼ 45%	(n=619)
	20 000 - 24 999 kWh	▲ 59%	▼ 41%	(n=399)
	More than 25 000 kWh	▲ 67%	▼ 33%	(n=165)
	Do not know	▼ 33%	▲ 67%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	44%	56%	(n=1281)
	50-100 €	47%	53%	(n=1363)
	100-150 €	▲ 52%	▼ 48%	(n=907)
	150-200 €	▲ 52%	▼ 48%	(n=772)
	200-300 €	▲ 53%	▼ 47%	(n=615)
	More than 300 €	▲ 55%	▼ 45%	(n=346)
	Do not know	▼ 34%	▲ 66%	(n=735)
Country	Norway	▲ 53%	▼ 47%	(n=1506)
	Sweden	47%	53%	(n=1501)
	Denmark	▼ 37%	▲ 63%	(n=1508)
	Finland	▲ 53%	▼ 47%	(n=1504)
Total		47%	53%	(n=6019)

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

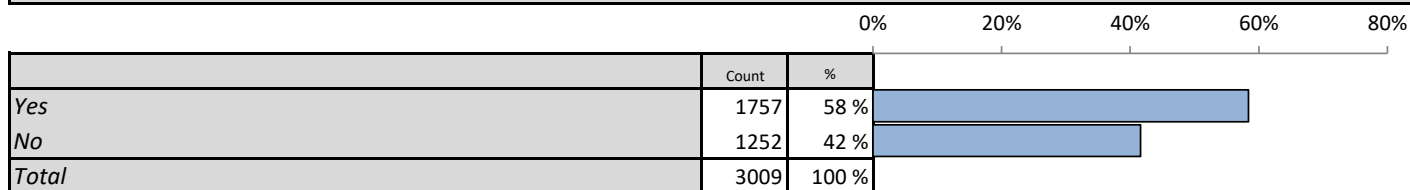


Q: [If the contract is green (electricity from renewable energy sources, for example hydro, solar or wind)] When you think of your current electricity contract, are you aware of:

Background variables

		Yes	No	Valid N
Gender	Female	▼ 47%	▲ 53%	(n=2981)
	Male	▲ 53%	▼ 47%	(n=3027)
	Other	73%	27%	(n=11)
Age group	Under 35 years	51%	49%	(n=1041)
	35 - 49 years	50%	50%	(n=1832)
	50 - 64 years	51%	49%	(n=1758)
	65 years or older	49%	51%	(n=1388)
Type of resident	Apartment	51%	49%	(n=3013)
	House	50%	50%	(n=3006)
Electricity bill?	Electronic bill	▲ 52%	▼ 48%	(n=4615)
	Paper invoice	▼ 44%	▲ 56%	(n=1404)
Electricity to heating	Use electricity to heat home	50%	50%	(n=3127)
	Not using electricity to heat home	51%	49%	(n=2765)
	Do not know	▼ 40%	▲ 60%	(n=127)
Consumer type	ACTIVE consumers	▲ 58%	▼ 42%	(n=1540)
	AWARE consumers	▲ 59%	▼ 41%	(n=966)
	INACTIVE consumers	▼ 44%	▲ 56%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▲ 58%	▼ 42%	(n=1146)
	5000- 9 999 kWh	▲ 56%	▼ 44%	(n=1011)
	10 000- 14 999 kWh	▲ 56%	▼ 44%	(n=875)
	15 000-19 999 kWh	52%	48%	(n=619)
	20 000 - 24 999 kWh	56%	44%	(n=399)
	More than 25 000 kWh	52%	48%	(n=165)
	Do not know	▼ 38%	▲ 62%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	52%	48%	(n=1281)
	50-100 €	52%	48%	(n=1363)
	100-150 €	52%	48%	(n=907)
	150-200 €	53%	47%	(n=772)
	200-300 €	52%	48%	(n=615)
	More than 300 €	47%	53%	(n=346)
	Do not know	▼ 41%	▲ 59%	(n=735)
Country	Norway	▼ 44%	▲ 56%	(n=1506)
	Sweden	▲ 59%	▼ 41%	(n=1501)
	Denmark	52%	48%	(n=1508)
	Finland	▼ 46%	▲ 54%	(n=1504)
Total		50%	50%	(n=6019)

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

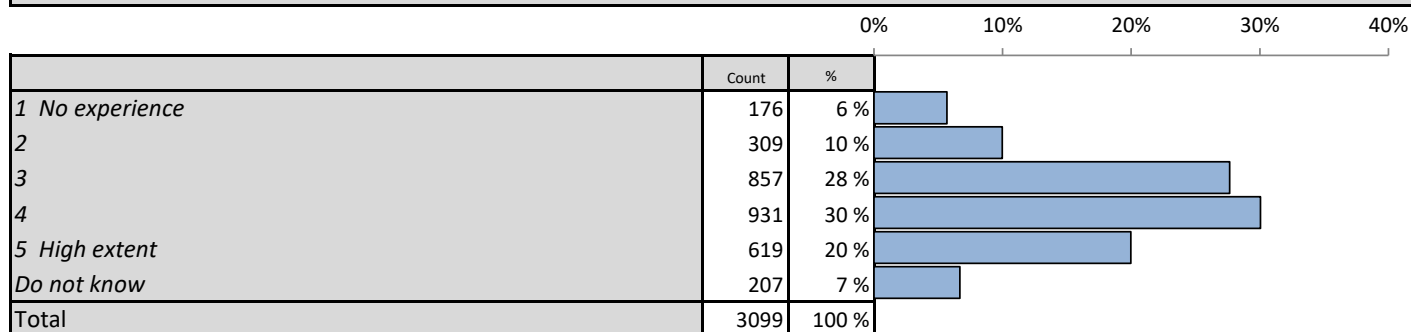


Q: [The effective unit rate where all fixed and variable fees are included] When you think of your current electricity contract, are you aware of:

Background variables

		Yes	No	Valid N
Gender	Female	▼ 53%	▲ 47%	(n=1492)
	Male	▲ 64%	▼ 36%	(n=1512)
	Other	80%	20%	(n=5)
Age group	Under 35 years	55%	45%	(n=535)
	35 - 49 years	▼ 54%	▲ 46%	(n=879)
	50 - 64 years	60%	40%	(n=877)
	65 years or older	▲ 64%	▼ 36%	(n=718)
Type of resident	Apartment	▼ 54%	▲ 46%	(n=1399)
	House	▲ 62%	▼ 38%	(n=1610)
Electricity bill?	Electronic bill	60%	40%	(n=2385)
	Paper invoice	54%	46%	(n=624)
Electricity to heating	Use electricity to heat home	▲ 62%	▼ 38%	(n=1152)
	Not using electricity to heat home	57%	43%	(n=1773)
	Do not know	▼ 43%	▲ 57%	(n=84)
Consumer type	ACTIVE consumers	▲ 72%	▼ 28%	(n=639)
	AWARE consumers	▲ 80%	▼ 20%	(n=401)
	INACTIVE consumers	▼ 50%	▲ 50%	(n=1969)
Annual kWh-use	Less than 5000 kWh	▲ 67%	▼ 33%	(n=745)
	5000- 9 999 kWh	▲ 67%	▼ 33%	(n=574)
	10 000- 14 999 kWh	▲ 68%	▼ 32%	(n=405)
	15 000-19 999 kWh	▲ 68%	▼ 32%	(n=231)
	20 000 - 24 999 kWh	▲ 76%	▼ 24%	(n=128)
	More than 25 000 kWh	▲ 77%	▼ 23%	(n=35)
	Do not know	▼ 36%	▲ 64%	(n=891)
Spending on electricity in total an average winter month	Less than 50 €	55%	45%	(n=746)
	50-100 €	61%	39%	(n=738)
	100-150 €	63%	37%	(n=381)
	150-200 €	▲ 66%	▼ 34%	(n=300)
	200-300 €	▲ 67%	▼ 33%	(n=246)
	More than 300 €	▲ 71%	▼ 29%	(n=128)
	Do not know	▼ 44%	▲ 56%	(n=470)
Country	Norway	- %	- %	(n<5)
	Sweden	60%	40%	(n=1501)
	Denmark	56%	44%	(n=1508)
	Finland	- %	- %	(n<5)
Total		58%	42%	(n=3009)

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



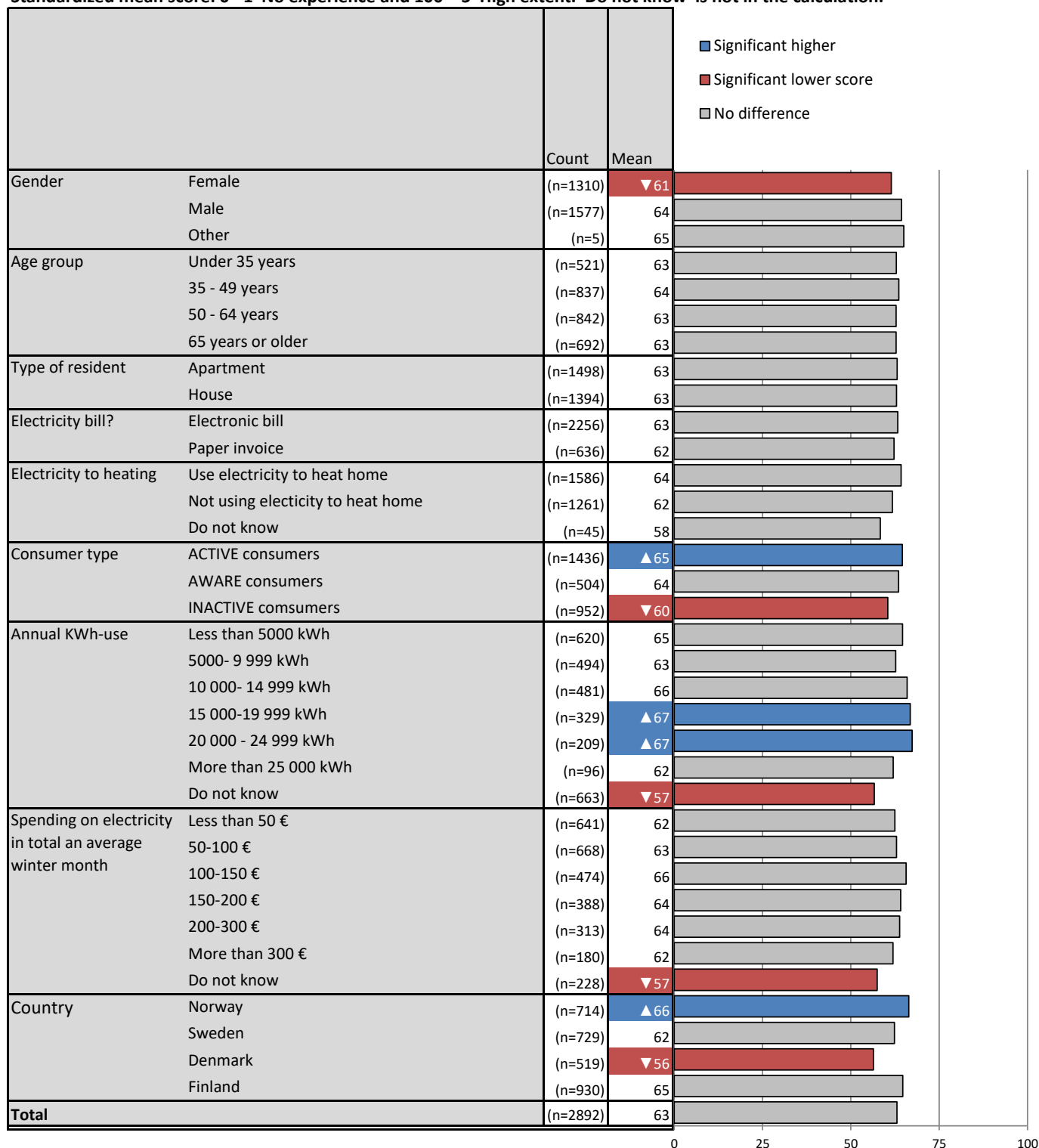
Q: It was easy to find trustworthy information and necessary advice

Background variables

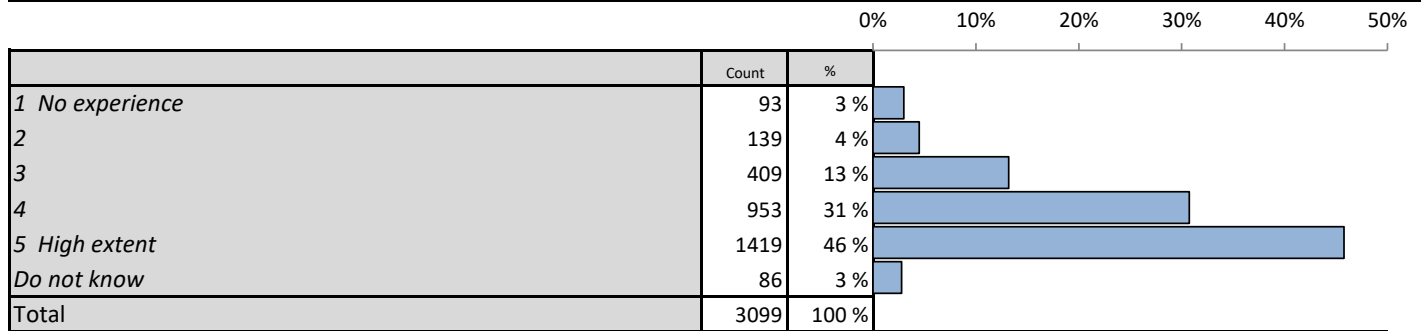
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	6%	9%	29%	29%	▼ 17%	▲ 9%	(n=1444)
	Male	5%	11%	26%	31%	▲ 22%	▼ 4%	(n=1650)
	Other	▼ 0%	▼ 0%	60%	20%	20%	▼ 0%	(n=5)
Age group	Under 35 years	▼ 3%	9%	32%	31%	▼ 15%	▲ 10%	(n=576)
	35 - 49 years	▼ 4%	10%	31%	29%	20%	6%	(n=893)
	50 - 64 years	7%	10%	26%	31%	21%	6%	(n=897)
	65 years or older	▲ 8%	10%	▼ 23%	30%	23%	6%	(n=733)
Type of resident	Apartment	6%	10%	28%	29%	21%	7%	(n=1613)
	House	5%	10%	27%	31%	19%	6%	(n=1486)
Electricity bill?	Electronic bill	6%	10%	27%	30%	20%	7%	(n=2417)
	Paper invoice	6%	10%	29%	30%	19%	7%	(n=682)
Electricity to heating	Use electricity to heat home	5%	10%	27%	30%	21%	6%	(n=1692)
	Not using electricity to heat home	7%	9%	28%	30%	19%	7%	(n=1354)
	Do not know	6%	9%	34%	23%	13%	15%	(n=53)
Consumer type	ACTIVE consumers	5%	9%	27%	31%	21%	7%	(n=1540)
	AWARE consumers	7%	9%	30%	29%	23%	▼ 2%	(n=516)
	INACTIVE consumers	6%	12%	28%	28%	▼ 17%	▲ 9%	(n=1043)
Annual kWh-use	Less than 5000 kWh	6%	8%	28%	31%	22%	6%	(n=659)
	5000- 9 999 kWh	5%	11%	28%	32%	19%	▼ 4%	(n=516)
	10 000- 14 999 kWh	4%	11%	25%	34%	24%	▼ 2%	(n=491)
	15 000-19 999 kWh	5%	9%	26%	30%	▲ 26%	4%	(n=344)
	20 000 - 24 999 kWh	▼ 2%	11%	25%	34%	23%	4%	(n=218)
	More than 25 000 kWh	7%	12%	23%	36%	18%	5%	(n=101)
	Do not know	▲ 8%	11%	31%	▼ 24%	▼ 13%	▲ 14%	(n=770)
Spending on electricity in total an average winter month	Less than 50 €	6%	8%	31%	31%	18%	6%	(n=684)
	50-100 €	6%	11%	28%	31%	20%	5%	(n=704)
	100-150 €	5%	10%	26%	30%	▲ 25%	4%	(n=496)
	150-200 €	4%	12%	25%	33%	21%	5%	(n=407)
	200-300 €	5%	11%	29%	30%	22%	4%	(n=326)
	More than 300 €	7%	10%	24%	31%	18%	9%	(n=198)
	Do not know	8%	9%	29%	▼ 21%	▼ 14%	▲ 20%	(n=284)
Country	Norway	▼ 4%	10%	24%	30%	▲ 24%	8%	(n=774)
	Sweden	6%	9%	29%	30%	18%	7%	(n=788)
	Denmark	▲ 10%	▲ 14%	28%	▼ 22%	17%	9%	(n=570)
	Finland	5%	8%	29%	▲ 34%	20%	▼ 4%	(n=967)
Total		6%	10%	28%	30%	20%	7%	(n=3099)

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

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



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



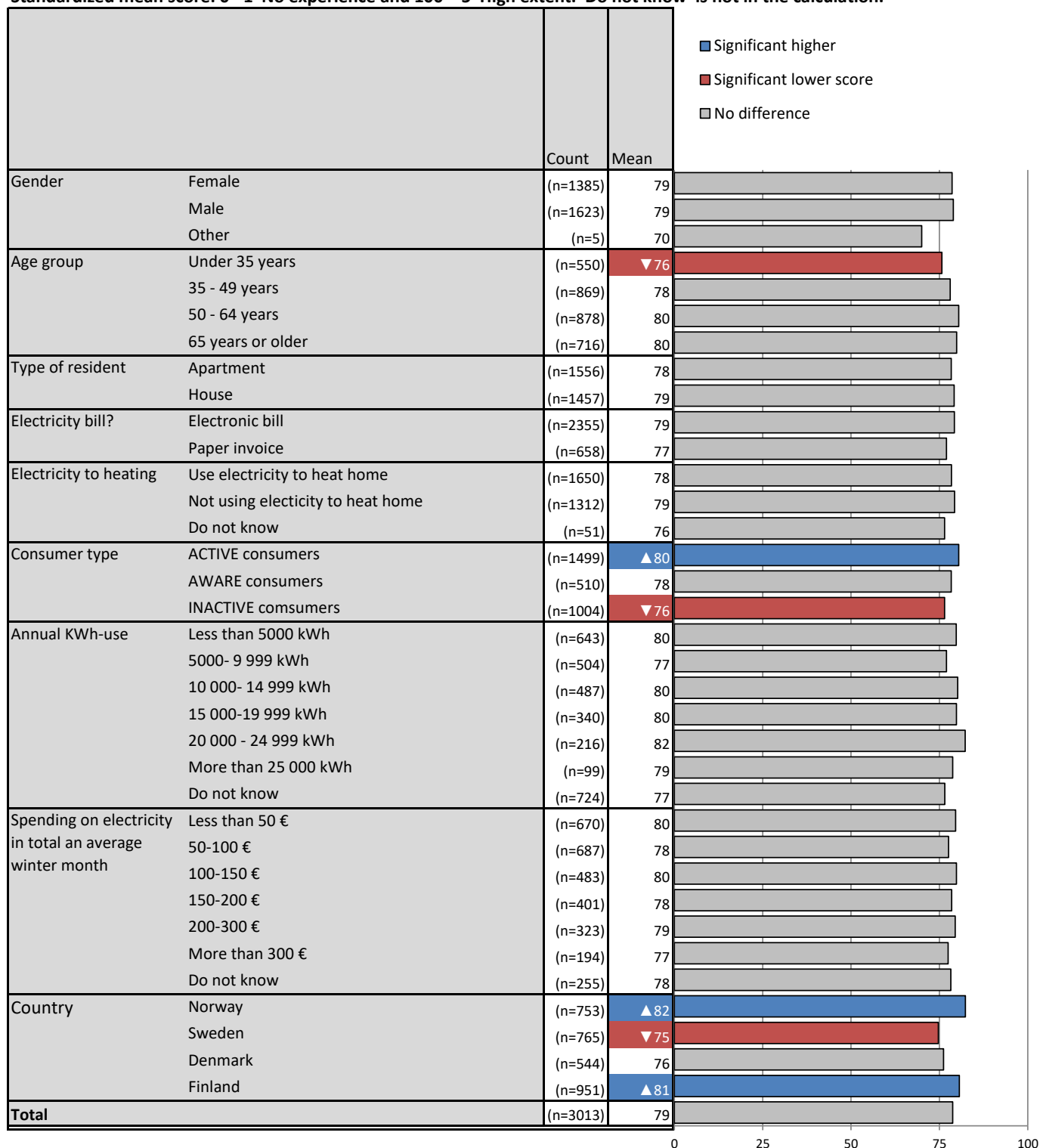
Q: It was easy and straightforward to sign an electricity contract

Background variables

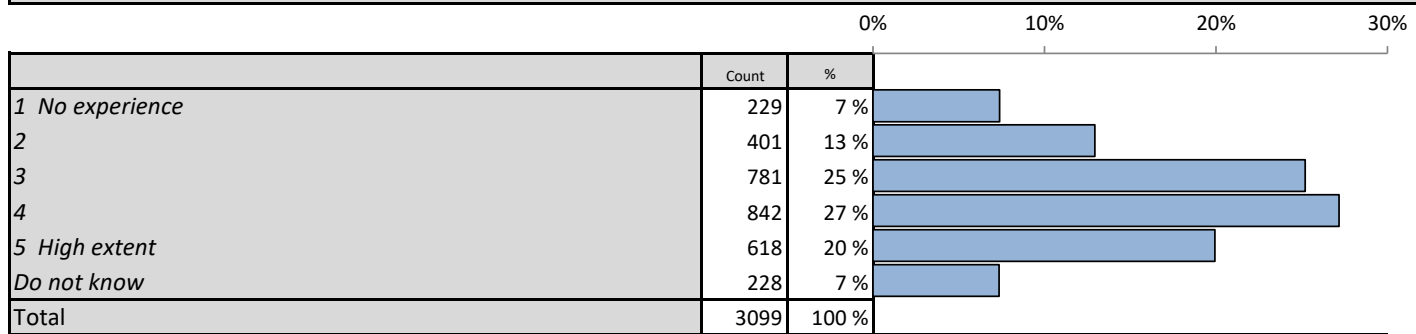
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	3%	5%	12%	30%	45%	▲ 4%	(n=1444)
	Male	3%	4%	14%	31%	46%	▼ 2%	(n=1650)
	Other	▼ 0%	20%	20%	20%	40%	▼ 0%	(n=5)
Age group	Under 35 years	2%	5%	▲ 18%	34%	▼ 37%	5%	(n=576)
	35 - 49 years	2%	6%	15%	29%	45%	3%	(n=893)
	50 - 64 years	3%	3%	12%	30%	▲ 50%	2%	(n=897)
	65 years or older	5%	3%	▼ 10%	31%	49%	2%	(n=733)
Type of resident	Apartment	3%	5%	13%	30%	45%	4%	(n=1613)
	House	3%	4%	13%	32%	47%	2%	(n=1486)
Electricity bill?	Electronic bill	3%	4%	13%	31%	47%	3%	(n=2417)
	Paper invoice	3%	5%	15%	31%	42%	4%	(n=682)
Electricity to heating	Use electricity to heat home	3%	5%	13%	30%	46%	2%	(n=1692)
	Not using electricity to heat home	3%	5%	13%	32%	46%	3%	(n=1354)
	Do not know	4%	▼ 0%	▲ 28%	19%	45%	4%	(n=53)
Consumer type	ACTIVE consumers	3%	4%	12%	29%	▲ 50%	3%	(n=1540)
	AWARE consumers	3%	5%	14%	31%	46%	▼ 1%	(n=516)
	INACTIVE consumers	3%	5%	15%	34%	▼ 40%	4%	(n=1043)
Annual kWh-use	Less than 5000 kWh	2%	4%	14%	31%	47%	2%	(n=659)
	5000- 9 999 kWh	3%	6%	13%	30%	44%	2%	(n=516)
	10 000- 14 999 kWh	2%	4%	14%	32%	48%	▼ 1%	(n=491)
	15 000-19 999 kWh	2%	5%	13%	31%	48%	▼ 1%	(n=344)
	20 000 - 24 999 kWh	2%	4%	9%	32%	52%	▼ 1%	(n=218)
	More than 25 000 kWh	5%	▼ 1%	13%	35%	45%	2%	(n=101)
	Do not know	5%	4%	14%	30%	42%	▲ 6%	(n=770)
Spending on electricity in total an average winter month	Less than 50 €	2%	4%	13%	32%	46%	2%	(n=684)
	50-100 €	3%	5%	16%	29%	45%	2%	(n=704)
	100-150 €	3%	5%	10%	32%	48%	3%	(n=496)
	150-200 €	3%	5%	14%	29%	48%	1%	(n=407)
	200-300 €	2%	5%	12%	33%	47%	▼ 1%	(n=326)
	More than 300 €	5%	3%	15%	31%	44%	2%	(n=198)
	Do not know	3%	4%	12%	31%	40%	▲ 10%	(n=284)
Country	Norway	3%	3%	▼ 9%	27%	▲ 54%	3%	(n=774)
	Sweden	4%	6%	▲ 18%	30%	▼ 40%	3%	(n=788)
	Denmark	3%	5%	16%	30%	▼ 41%	5%	(n=570)
	Finland	2%	4%	11%	▲ 34%	47%	▼ 2%	(n=967)
Total		3%	4%	13%	31%	46%	3%	(n=3099)

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

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



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



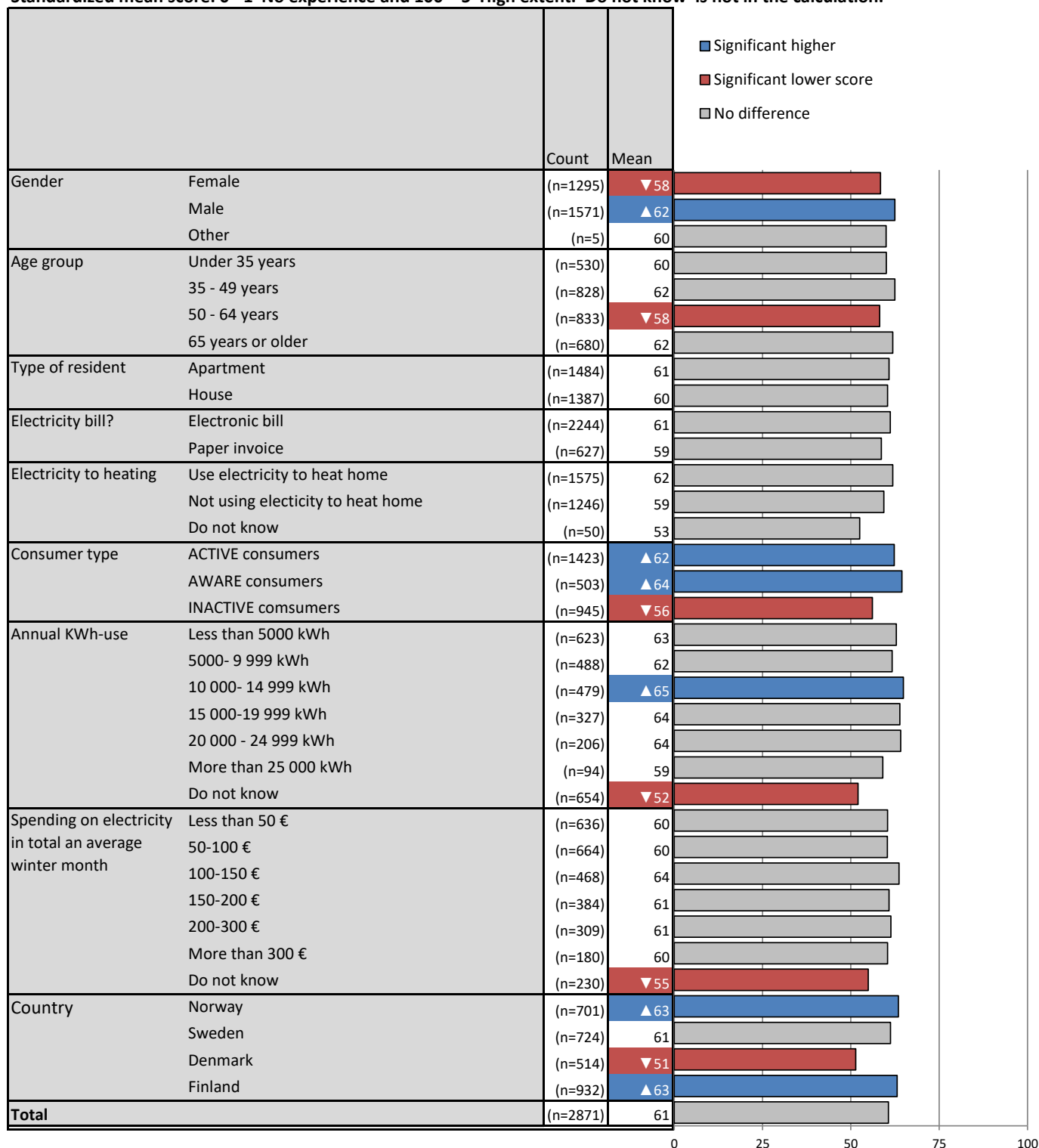
Q: I could easily compare different electricity contracts with each other

Background variables

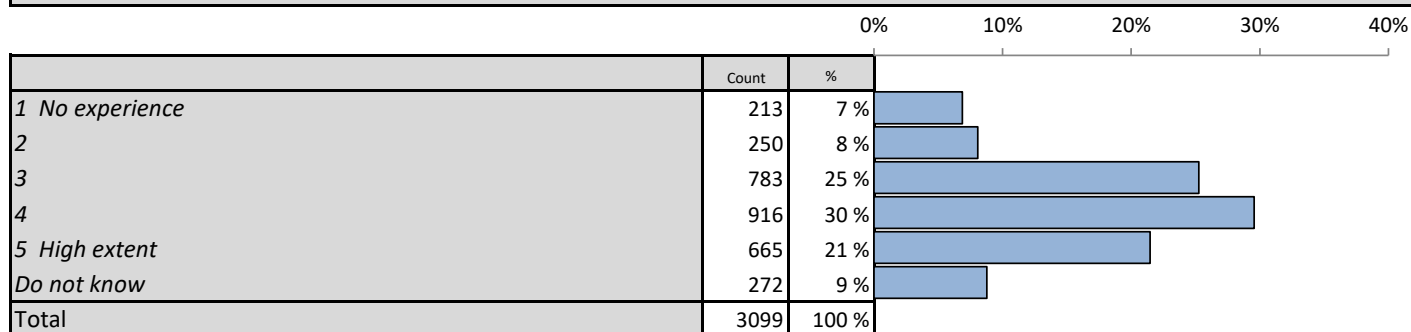
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	8%	14%	24%	26%	▼ 18%	▲ 10%	(n=1444)
	Male	6%	12%	27%	28%	▲ 22%	▼ 5%	(n=1650)
	Other	▼ 0%	20%	40%	20%	20%	▼ 0%	(n=5)
Age group	Under 35 years	▼ 4%	15%	▲ 30%	27%	16%	8%	(n=576)
	35 - 49 years	6%	12%	25%	27%	22%	7%	(n=893)
	50 - 64 years	9%	13%	26%	27%	18%	7%	(n=897)
	65 years or older	9%	11%	▼ 21%	28%	23%	7%	(n=733)
Type of resident	Apartment	7%	13%	26%	27%	20%	8%	(n=1613)
	House	8%	13%	25%	27%	20%	7%	(n=1486)
Electricity bill?	Electronic bill	7%	12%	25%	27%	21%	7%	(n=2417)
	Paper invoice	8%	15%	24%	28%	17%	8%	(n=682)
Electricity to heating	Use electricity to heat home	7%	12%	25%	28%	21%	7%	(n=1692)
	Not using electricity to heat home	8%	13%	26%	26%	19%	8%	(n=1354)
	Do not know	11%	19%	25%	28%	11%	6%	(n=53)
Consumer type	ACTIVE consumers	7%	11%	25%	27%	21%	8%	(n=1540)
	AWARE consumers	6%	13%	23%	29%	▲ 26%	▼ 3%	(n=516)
	INACTIVE consumers	9%	15%	26%	26%	▼ 15%	▲ 9%	(n=1043)
Annual kWh-use	Less than 5000 kWh	6%	11%	27%	28%	22%	5%	(n=659)
	5000- 9 999 kWh	7%	14%	23%	▲ 32%	20%	5%	(n=516)
	10 000- 14 999 kWh	5%	12%	25%	30%	▲ 25%	▼ 2%	(n=491)
	15 000-19 999 kWh	7%	11%	24%	28%	25%	5%	(n=344)
	20 000 - 24 999 kWh	5%	10%	28%	30%	22%	6%	(n=218)
	More than 25 000 kWh	11%	14%	21%	26%	22%	7%	(n=101)
	Do not know	▲ 11%	16%	26%	▼ 21%	▼ 12%	▲ 15%	(n=770)
Spending on electricity in total an average winter month	Less than 50 €	7%	13%	26%	27%	19%	7%	(n=684)
	50-100 €	6%	14%	28%	27%	19%	6%	(n=704)
	100-150 €	6%	12%	23%	32%	22%	6%	(n=496)
	150-200 €	9%	12%	23%	30%	20%	6%	(n=407)
	200-300 €	7%	13%	28%	25%	22%	5%	(n=326)
	More than 300 €	9%	12%	23%	27%	20%	9%	(n=198)
	Do not know	10%	15%	21%	▼ 19%	16%	▲ 19%	(n=284)
Country	Norway	6%	11%	24%	27%	23%	9%	(n=774)
	Sweden	6%	13%	28%	26%	20%	8%	(n=788)
	Denmark	▲ 13%	▲ 17%	25%	▼ 21%	▼ 14%	10%	(n=570)
	Finland	6%	12%	24%	▲ 32%	21%	▼ 4%	(n=967)
Total		7%	13%	25%	27%	20%	7%	(n=3099)

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

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



Q: I trusted the information and advice from sellers



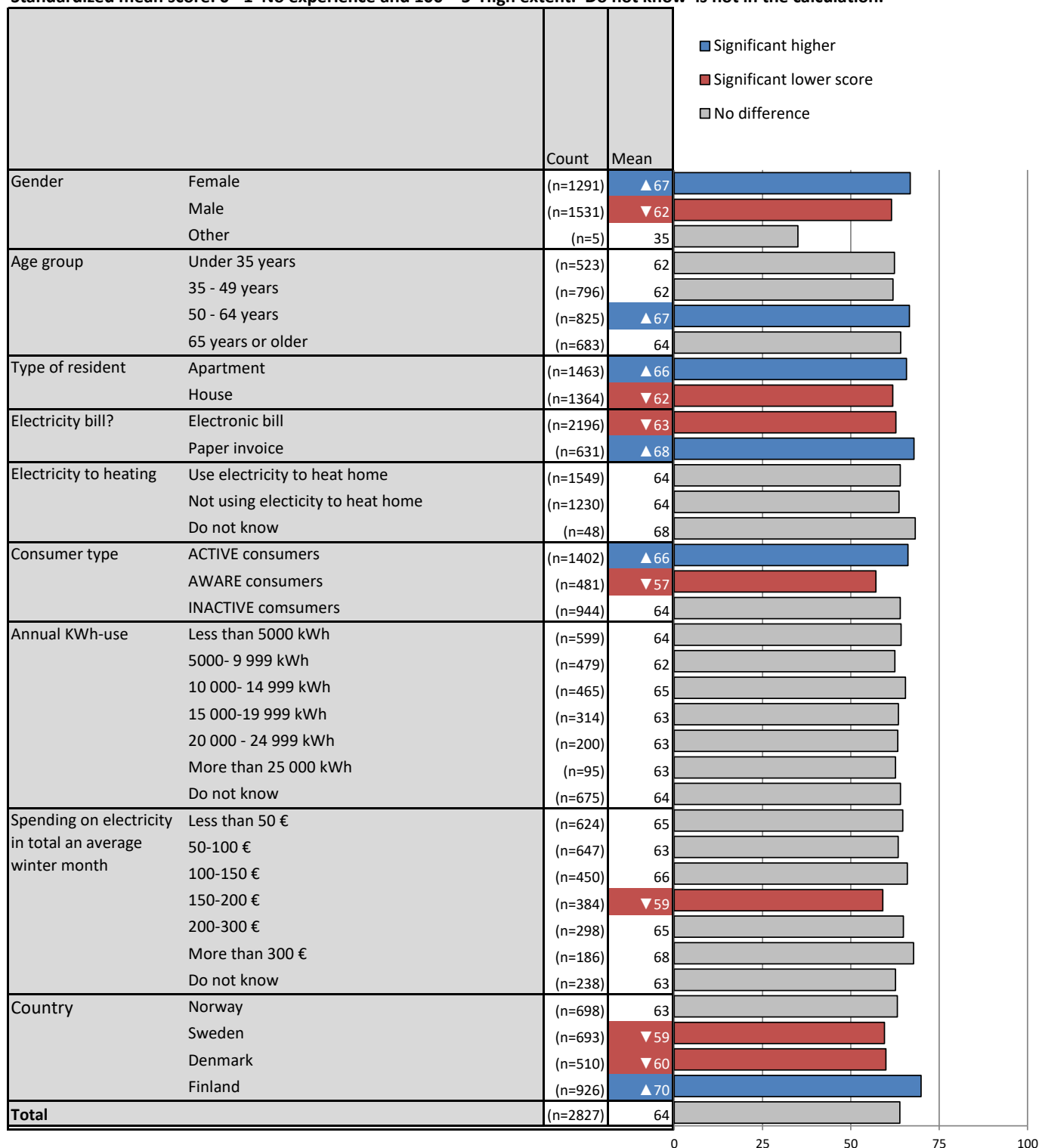
Q: I trusted the information and advice from sellers

Background variables

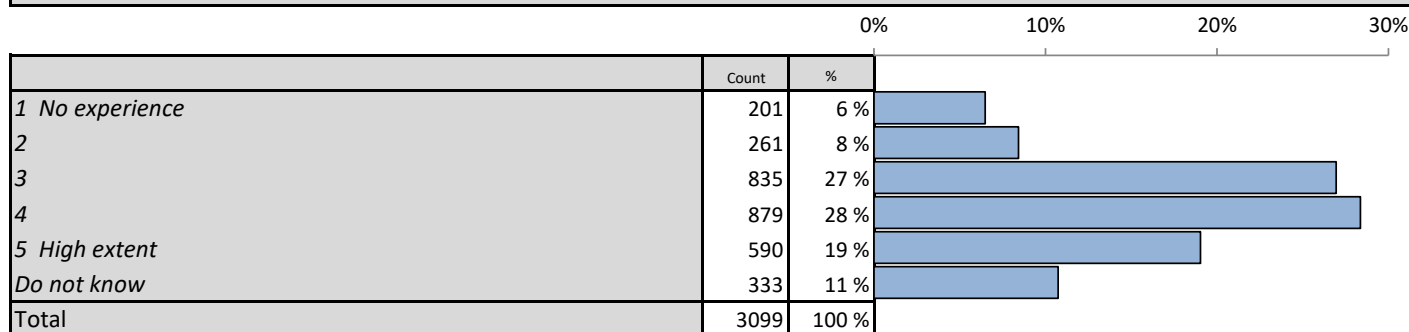
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	▼ 5%	7%	▼ 23%	▲ 32%	23%	▲ 11%	(n=1444)
	Male	▲ 9%	9%	▲ 28%	▼ 27%	21%	▼ 7%	(n=1650)
	Other	20%	40%	20%	20%	▼ 0%	▼ 0%	(n=5)
Age group	Under 35 years	5%	10%	29%	29%	18%	9%	(n=576)
	35 - 49 years	7%	9%	26%	28%	19%	11%	(n=893)
	50 - 64 years	6%	8%	23%	31%	24%	8%	(n=897)
	65 years or older	▲ 9%	6%	24%	29%	24%	7%	(n=733)
Type of resident	Apartment	▼ 5%	8%	25%	29%	▲ 24%	9%	(n=1613)
	House	▲ 8%	8%	26%	31%	▼ 19%	8%	(n=1486)
Electricity bill?	Electronic bill	▲ 8%	9%	25%	29%	▼ 20%	9%	(n=2417)
	Paper invoice	▼ 4%	6%	26%	30%	▲ 26%	7%	(n=682)
Electricity to heating	Use electricity to heat home	7%	8%	25%	29%	22%	8%	(n=1692)
	Not using electricity to heat home	7%	8%	25%	29%	21%	9%	(n=1354)
	Do not know	▼ 2%	9%	19%	42%	19%	9%	(n=53)
Consumer type	ACTIVE consumers	6%	▼ 7%	23%	31%	24%	9%	(n=1540)
	AWARE consumers	▲ 12%	9%	29%	25%	18%	7%	(n=516)
	INACTIVE consumers	▼ 5%	9%	27%	29%	20%	9%	(n=1043)
Annual kWh-use	Less than 5000 kWh	7%	7%	26%	29%	22%	9%	(n=659)
	5000- 9 999 kWh	8%	7%	29%	30%	20%	7%	(n=516)
	10 000- 14 999 kWh	7%	9%	23%	32%	24%	▼ 5%	(n=491)
	15 000-19 999 kWh	8%	6%	28%	30%	20%	9%	(n=344)
	20 000 - 24 999 kWh	6%	9%	25%	31%	20%	8%	(n=218)
	More than 25 000 kWh	12%	6%	23%	30%	24%	6%	(n=101)
	Do not know	5%	10%	22%	28%	21%	▲ 12%	(n=770)
Spending on electricity in total an average winter month	Less than 50 €	7%	8%	25%	30%	22%	9%	(n=684)
	50-100 €	6%	9%	28%	29%	20%	8%	(n=704)
	100-150 €	5%	8%	24%	30%	23%	9%	(n=496)
	150-200 €	▲ 11%	9%	26%	32%	17%	▼ 6%	(n=407)
	200-300 €	6%	10%	24%	30%	22%	9%	(n=326)
	More than 300 €	7%	▼ 4%	26%	28%	28%	6%	(n=198)
	Do not know	8%	8%	21%	27%	19%	▲ 16%	(n=284)
Country	Norway	9%	7%	24%	29%	22%	10%	(n=774)
	Sweden	8%	▲ 11%	27%	▼ 25%	▼ 18%	▲ 12%	(n=788)
	Denmark	9%	10%	25%	25%	19%	11%	(n=570)
	Finland	▼ 3%	▼ 6%	25%	▲ 37%	▲ 25%	▼ 4%	(n=967)
Total		7%	8%	25%	30%	21%	9%	(n=3099)

Q: I trusted the information and advice from sellers

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



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



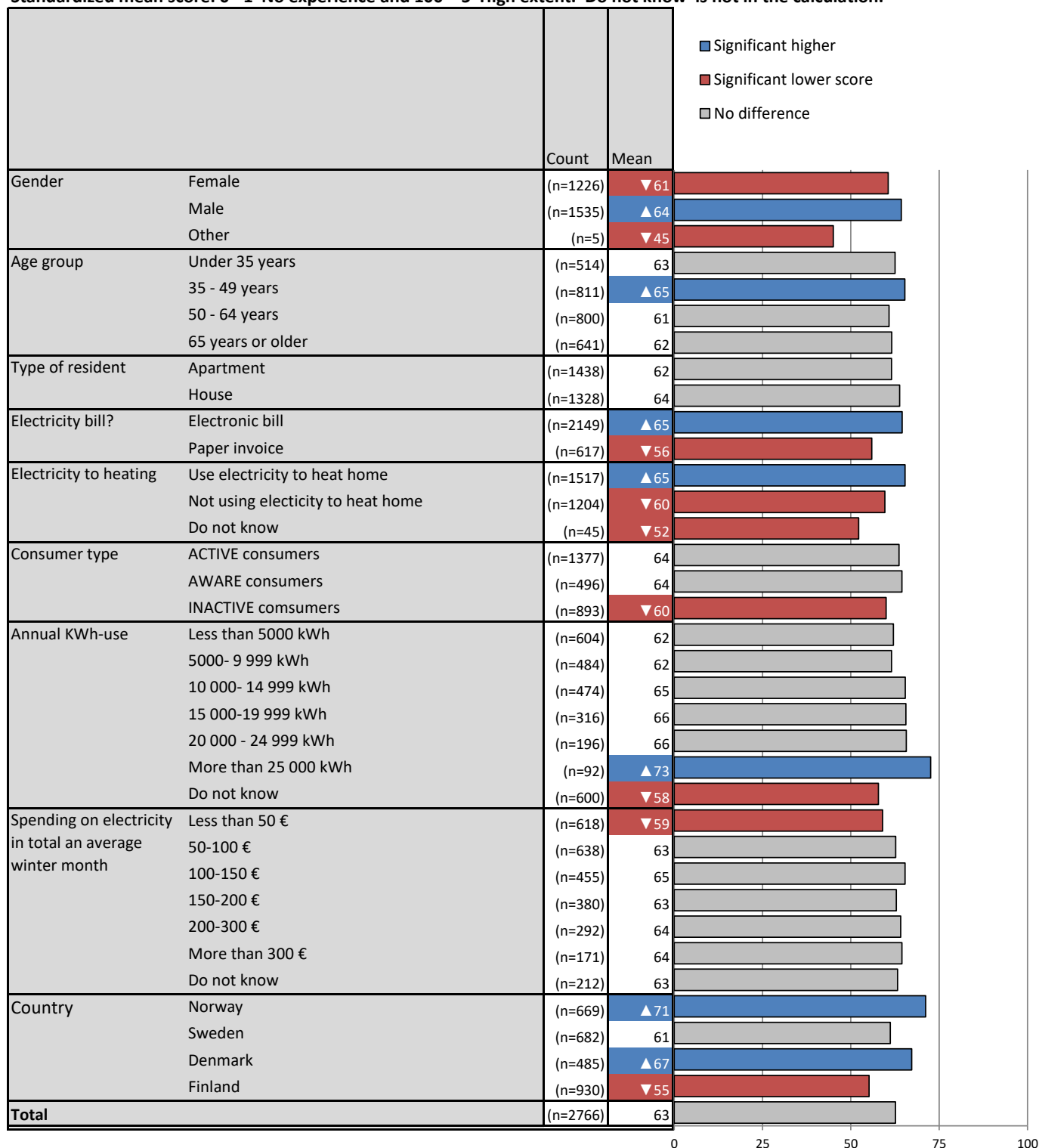
Q: There were many different electricity suppliers to choose from that meet my needs

Background variables

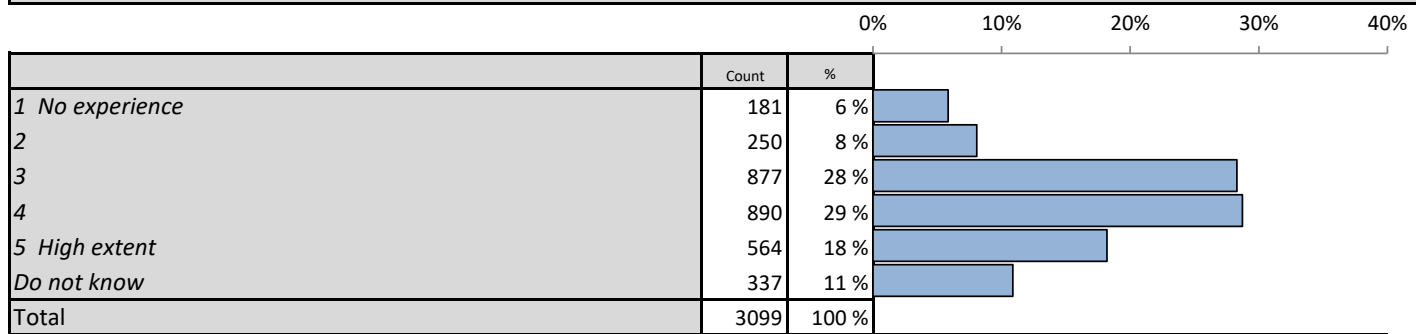
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	7%	9%	26%	27%	▼ 16%	▲ 15%	(n=1444)
	Male	6%	8%	28%	29%	▲ 22%	▼ 7%	(n=1650)
	Other	▼ 0%	20%	▲ 80%	▼ 0%	▼ 0%	▼ 0%	(n=5)
Age group	Under 35 years	▼ 4%	10%	29%	30%	16%	11%	(n=576)
	35 - 49 years	5%	▼ 6%	28%	32%	20%	9%	(n=893)
	50 - 64 years	8%	9%	27%	26%	19%	11%	(n=897)
	65 years or older	8%	9%	24%	26%	20%	13%	(n=733)
Type of resident	Apartment	8%	9%	27%	26%	19%	11%	(n=1613)
	House	5%	8%	27%	31%	19%	11%	(n=1486)
Electricity bill?	Electronic bill	▼ 5%	8%	26%	29%	▲ 20%	11%	(n=2417)
	Paper invoice	▲ 11%	11%	29%	25%	▼ 15%	10%	(n=682)
Electricity to heating	Use electricity to heat home	▼ 5%	8%	26%	30%	▲ 21%	10%	(n=1692)
	Not using electricity to heat home	▲ 8%	9%	28%	27%	▼ 16%	11%	(n=1354)
	Do not know	9%	11%	34%	23%	▼ 8%	15%	(n=53)
Consumer type	ACTIVE consumers	7%	▼ 7%	27%	29%	20%	11%	(n=1540)
	AWARE consumers	5%	10%	27%	31%	23%	▼ 4%	(n=516)
	INACTIVE consumers	6%	10%	28%	27%	▼ 15%	▲ 14%	(n=1043)
Annual kWh-use	Less than 5000 kWh	8%	7%	28%	29%	20%	8%	(n=659)
	5000- 9 999 kWh	7%	8%	30%	31%	17%	▼ 6%	(n=516)
	10 000- 14 999 kWh	5%	9%	26%	▲ 36%	21%	▼ 3%	(n=491)
	15 000-19 999 kWh	5%	9%	25%	29%	23%	8%	(n=344)
	20 000 - 24 999 kWh	4%	9%	24%	31%	22%	10%	(n=218)
	More than 25 000 kWh	3%	5%	23%	28%	▲ 33%	9%	(n=101)
	Do not know	7%	9%	27%	▼ 21%	▼ 14%	▲ 22%	(n=770)
Spending on electricity in total an average winter month	Less than 50 €	▲ 9%	9%	29%	27%	17%	10%	(n=684)
	50-100 €	6%	9%	28%	28%	19%	9%	(n=704)
	100-150 €	5%	7%	26%	▲ 34%	20%	8%	(n=496)
	150-200 €	6%	10%	28%	30%	20%	▼ 7%	(n=407)
	200-300 €	5%	7%	28%	31%	18%	10%	(n=326)
	More than 300 €	7%	10%	▼ 20%	25%	25%	14%	(n=198)
	Do not know	6%	5%	25%	▼ 19%	19%	▲ 25%	(n=284)
Country	Norway	▼ 3%	▼ 5%	▼ 23%	29%	▲ 27%	▲ 14%	(n=774)
	Sweden	6%	9%	30%	26%	17%	▲ 13%	(n=788)
	Denmark	▼ 3%	6%	26%	29%	21%	▲ 15%	(n=570)
	Finland	▲ 12%	▲ 13%	28%	30%	▼ 13%	▼ 4%	(n=967)
Total		6%	8%	27%	28%	19%	11%	(n=3099)

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

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



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



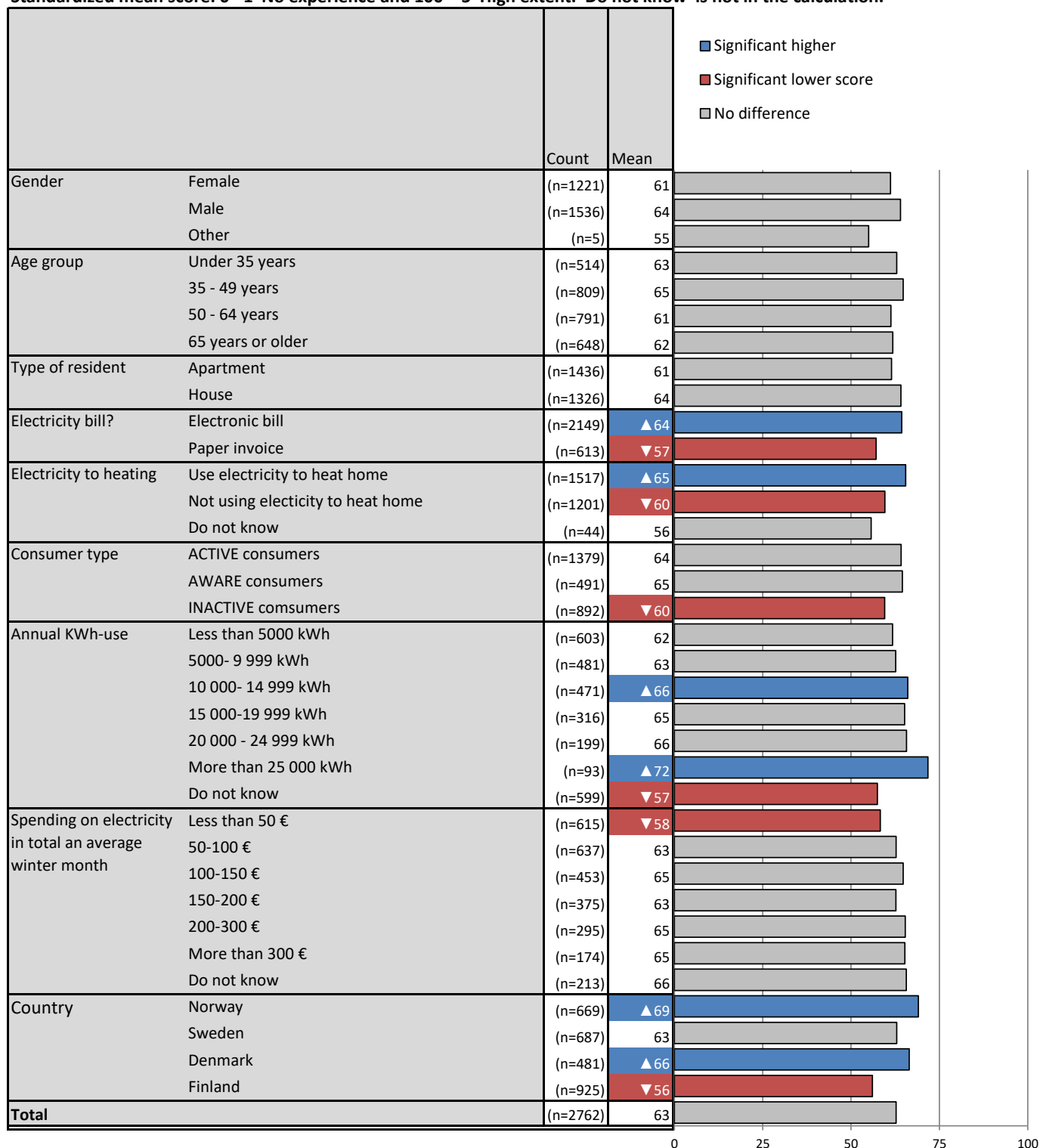
Q: There were many different products/contracts to choose from that meet my needs

Background variables

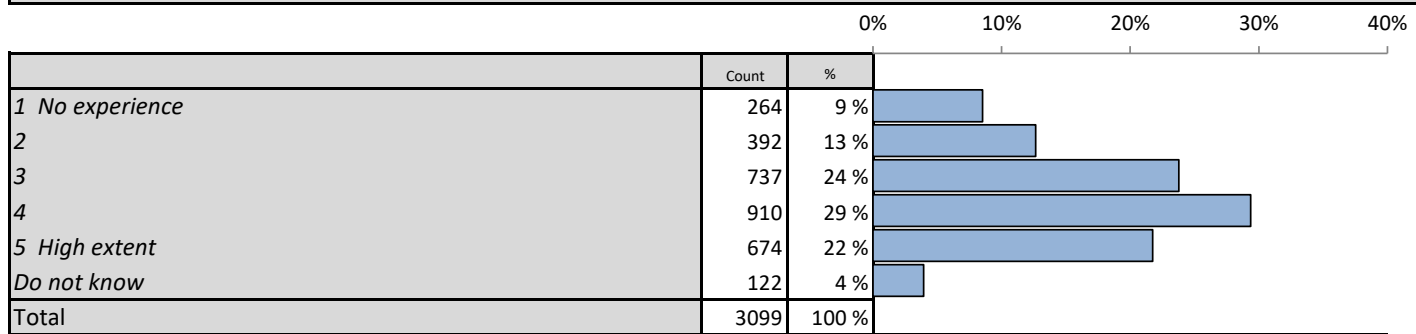
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	6%	8%	26%	28%	▼ 15%	▲ 15%	(n=1444)
	Male	5%	8%	30%	29%	▲ 21%	▼ 7%	(n=1650)
	Other	▼ 0%	▼ 0%	▲ 80%	20%	▼ 0%	▼ 0%	(n=5)
Age group	Under 35 years	4%	9%	29%	32%	16%	11%	(n=576)
	35 - 49 years	▼ 4%	6%	31%	32%	18%	9%	(n=893)
	50 - 64 years	8%	9%	27%	27%	19%	12%	(n=897)
	65 years or older	8%	9%	27%	25%	20%	12%	(n=733)
Type of resident	Apartment	▲ 7%	8%	29%	▼ 26%	19%	11%	(n=1613)
	House	▼ 5%	8%	27%	▲ 32%	18%	11%	(n=1486)
Electricity bill?	Electronic bill	▼ 5%	7%	28%	29%	▲ 19%	11%	(n=2417)
	Paper invoice	▲ 10%	10%	29%	27%	▼ 14%	10%	(n=682)
Electricity to heating	Use electricity to heat home	▼ 4%	7%	27%	▲ 31%	▲ 20%	10%	(n=1692)
	Not using electricity to heat home	▲ 8%	9%	30%	26%	▼ 16%	11%	(n=1354)
	Do not know	6%	13%	30%	25%	9%	17%	(n=53)
Consumer type	ACTIVE consumers	6%	7%	27%	30%	20%	10%	(n=1540)
	AWARE consumers	4%	10%	28%	30%	22%	▼ 5%	(n=516)
	INACTIVE consumers	7%	9%	30%	26%	▼ 14%	▲ 14%	(n=1043)
Annual kWh-use	Less than 5000 kWh	8%	7%	29%	27%	20%	8%	(n=659)
	5000- 9 999 kWh	6%	8%	31%	31%	18%	▼ 7%	(n=516)
	10 000- 14 999 kWh	4%	8%	26%	▲ 35%	22%	▼ 4%	(n=491)
	15 000-19 999 kWh	4%	9%	27%	32%	20%	8%	(n=344)
	20 000 - 24 999 kWh	4%	8%	28%	29%	22%	9%	(n=218)
	More than 25 000 kWh	3%	▼ 3%	25%	34%	28%	8%	(n=101)
	Do not know	7%	9%	28%	▼ 22%	▼ 12%	▲ 22%	(n=770)
Spending on electricity in total an average winter month	Less than 50 €	▲ 10%	8%	29%	28%	▼ 15%	10%	(n=684)
	50-100 €	5%	9%	30%	28%	19%	10%	(n=704)
	100-150 €	4%	8%	28%	32%	19%	9%	(n=496)
	150-200 €	6%	8%	30%	32%	17%	8%	(n=407)
	200-300 €	4%	7%	29%	29%	21%	10%	(n=326)
	More than 300 €	6%	9%	▼ 20%	32%	21%	12%	(n=198)
	Do not know	4%	6%	26%	▼ 19%	21%	▲ 25%	(n=284)
Country	Norway	▼ 3%	▼ 6%	▼ 24%	30%	▲ 23%	14%	(n=774)
	Sweden	4%	7%	32%	27%	17%	13%	(n=788)
	Denmark	▼ 3%	7%	27%	28%	20%	▲ 16%	(n=570)
	Finland	▲ 11%	▲ 11%	29%	30%	▼ 14%	▼ 4%	(n=967)
Total		6%	8%	28%	29%	18%	11%	(n=3099)

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

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



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



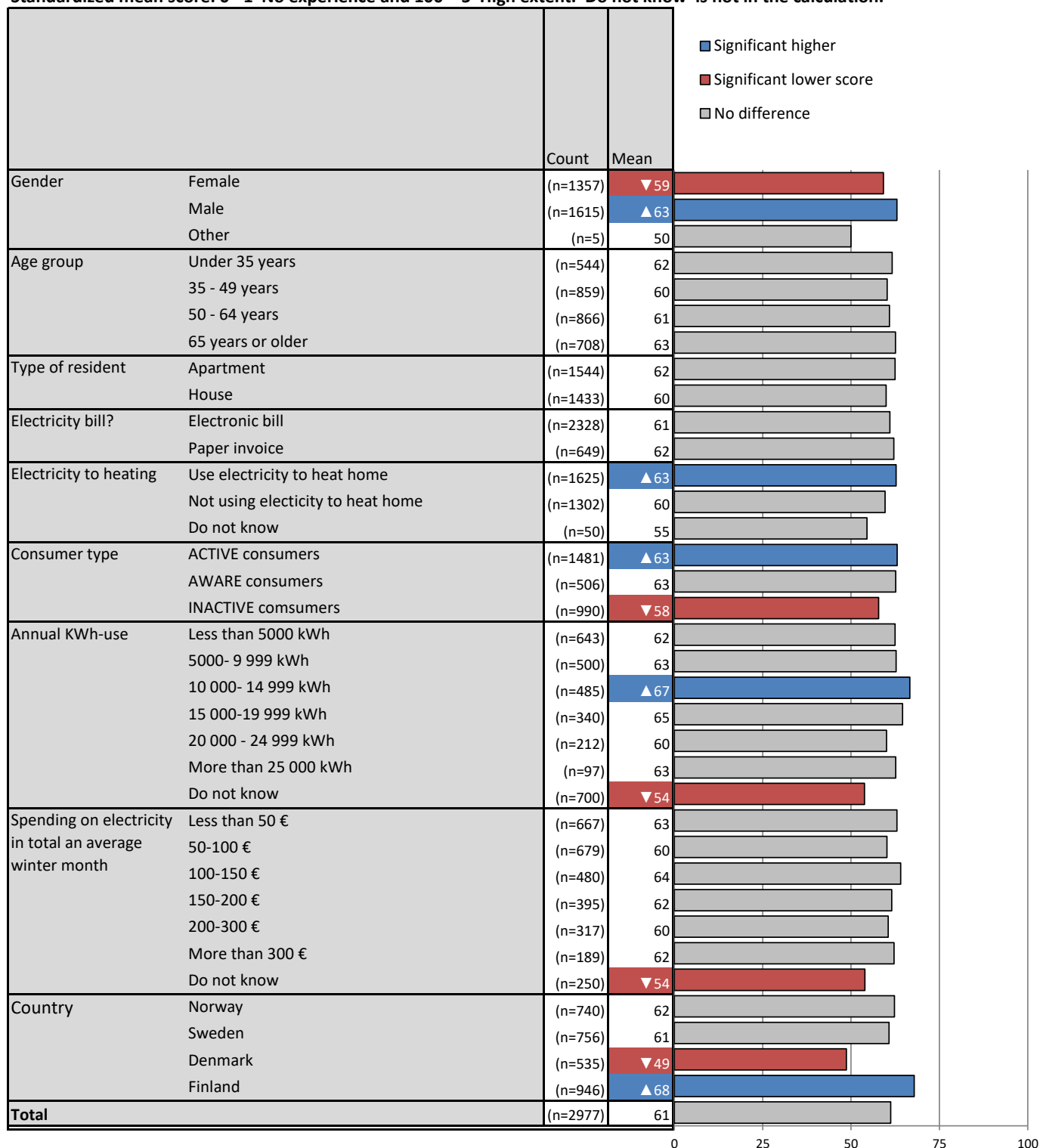
Q: It was easy to understand what is included in the price / agreement

Background variables

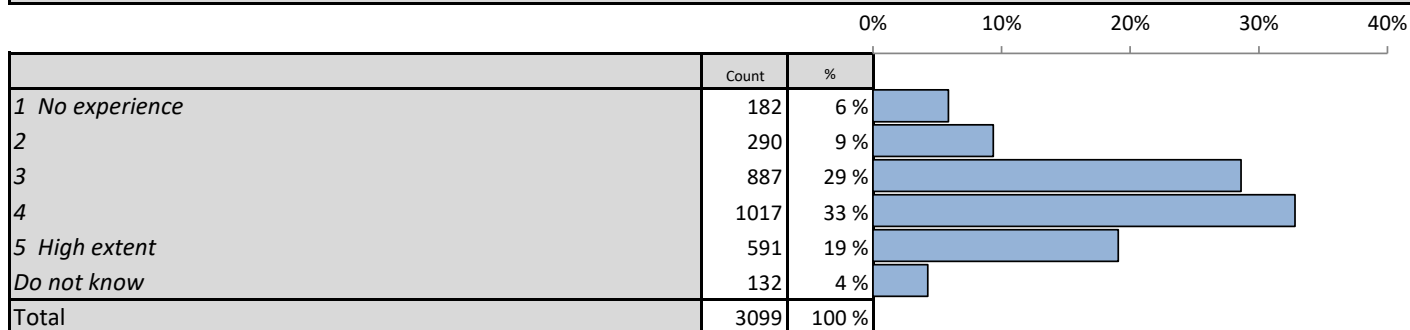
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	▲ 10%	13%	22%	29%	▼ 20%	▲ 6%	(n=1444)
	Male	▼ 7%	12%	25%	30%	▲ 24%	▼ 2%	(n=1650)
	Other	▼ 0%	20%	60%	20%	▼ 0%	▼ 0%	(n=5)
Age group	Under 35 years	7%	12%	25%	33%	18%	6%	(n=576)
	35 - 49 years	7%	14%	27%	30%	19%	4%	(n=893)
	50 - 64 years	9%	12%	24%	28%	22%	3%	(n=897)
	65 years or older	10%	13%	▼ 19%	27%	▲ 27%	3%	(n=733)
Type of resident	Apartment	8%	11%	24%	29%	23%	4%	(n=1613)
	House	9%	14%	24%	29%	20%	4%	(n=1486)
Electricity bill?	Electronic bill	9%	13%	24%	29%	21%	4%	(n=2417)
	Paper invoice	8%	13%	23%	29%	23%	5%	(n=682)
Electricity to heating	Use electricity to heat home	▼ 7%	12%	24%	30%	23%	4%	(n=1692)
	Not using electricity to heat home	▲ 10%	13%	23%	29%	21%	4%	(n=1354)
	Do not know	11%	17%	23%	30%	13%	6%	(n=53)
Consumer type	ACTIVE consumers	8%	12%	23%	31%	23%	4%	(n=1540)
	AWARE consumers	8%	11%	25%	30%	23%	▼ 2%	(n=516)
	INACTIVE consumers	10%	14%	25%	27%	▼ 18%	5%	(n=1043)
Annual kWh-use	Less than 5000 kWh	8%	12%	23%	30%	24%	2%	(n=659)
	5000- 9 999 kWh	8%	12%	24%	30%	23%	3%	(n=516)
	10 000- 14 999 kWh	▼ 5%	11%	23%	32%	▲ 27%	▼ 1%	(n=491)
	15 000-19 999 kWh	6%	12%	24%	34%	24%	▼ 1%	(n=344)
	20 000 - 24 999 kWh	7%	17%	26%	26%	22%	3%	(n=218)
	More than 25 000 kWh	7%	12%	24%	33%	21%	4%	(n=101)
	Do not know	▲ 13%	14%	24%	▼ 25%	▼ 14%	▲ 9%	(n=770)
Spending on electricity in total an average winter month	Less than 50 €	8%	11%	24%	31%	23%	2%	(n=684)
	50-100 €	9%	13%	24%	28%	22%	4%	(n=704)
	100-150 €	▼ 6%	13%	23%	31%	24%	3%	(n=496)
	150-200 €	8%	13%	24%	30%	22%	3%	(n=407)
	200-300 €	9%	13%	24%	33%	19%	3%	(n=326)
	More than 300 €	9%	12%	24%	25%	25%	5%	(n=198)
	Do not know	12%	14%	24%	▼ 22%	▼ 15%	▲ 12%	(n=284)
Country	Norway	7%	12%	27%	29%	21%	4%	(n=774)
	Sweden	8%	13%	26%	29%	21%	4%	(n=788)
	Denmark	▲ 17%	▲ 19%	23%	▼ 19%	▼ 15%	▲ 6%	(n=570)
	Finland	▼ 5%	▼ 9%	▼ 20%	▲ 36%	▲ 27%	▼ 2%	(n=967)
Total		9%	13%	24%	29%	22%	4%	(n=3099)

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

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



Q: I was well-informed



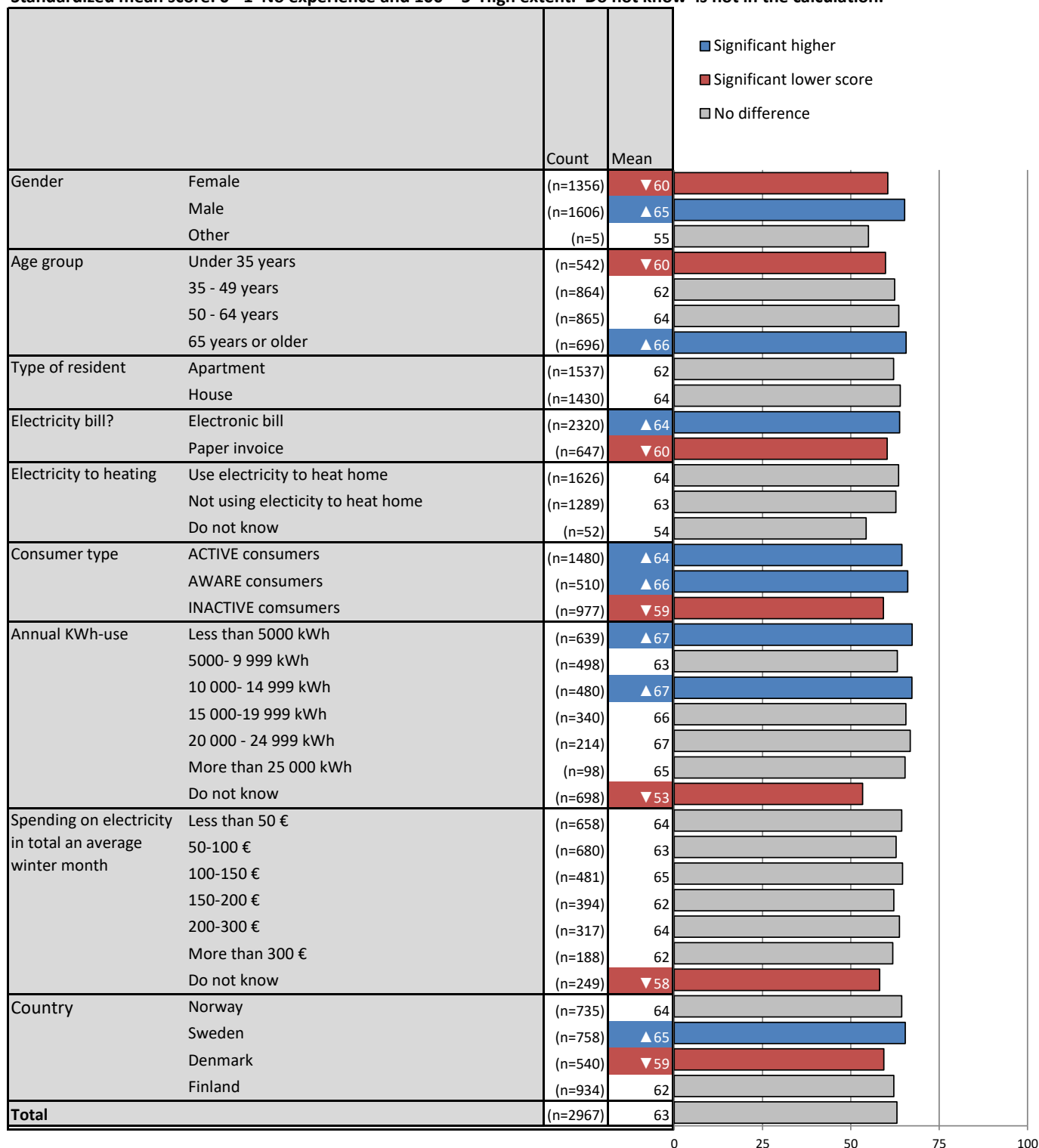
Q: I was well-informed

Background variables

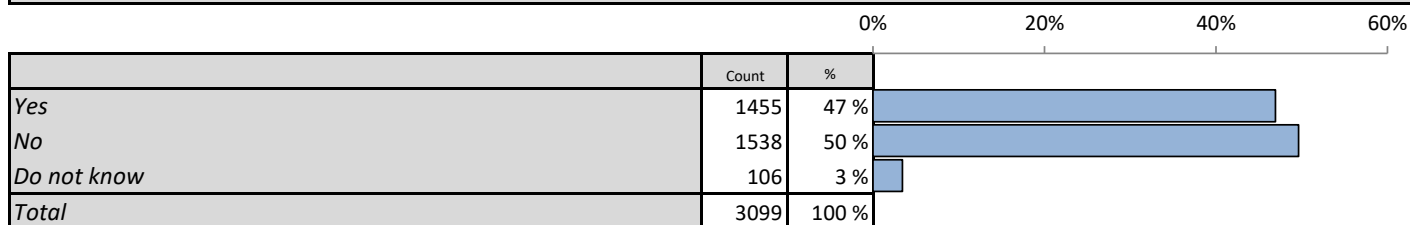
		1 No experience	2	3	4	5 High extent	Do not know	Valid N
Gender	Female	▲ 7%	10%	29%	31%	▼ 16%	▲ 6%	(n=1444)
	Male	▼ 5%	9%	29%	34%	▲ 21%	▼ 3%	(n=1650)
	Other	▼ 0%	20%	40%	40%	▼ 0%	▼ 0%	(n=5)
Age group	Under 35 years	6%	11%	30%	34%	▼ 13%	6%	(n=576)
	35 - 49 years	5%	10%	31%	34%	17%	3%	(n=893)
	50 - 64 years	6%	9%	27%	34%	20%	4%	(n=897)
	65 years or older	6%	8%	26%	29%	▲ 25%	5%	(n=733)
Type of resident	Apartment	▲ 7%	9%	28%	32%	19%	5%	(n=1613)
	House	▼ 5%	9%	29%	34%	19%	4%	(n=1486)
Electricity bill?	Electronic bill	5%	9%	29%	33%	20%	4%	(n=2417)
	Paper invoice	7%	11%	29%	32%	16%	5%	(n=682)
Electricity to heating	Use electricity to heat home	5%	9%	29%	34%	19%	4%	(n=1692)
	Not using electricity to heat home	6%	10%	28%	31%	20%	5%	(n=1354)
	Do not know	11%	21%	19%	34%	13%	2%	(n=53)
Consumer type	ACTIVE consumers	5%	9%	28%	34%	21%	4%	(n=1540)
	AWARE consumers	5%	▼ 6%	30%	36%	22%	▼ 1%	(n=516)
	INACTIVE consumers	▲ 8%	▲ 12%	29%	30%	▼ 16%	▲ 6%	(n=1043)
Annual kWh-use	Less than 5000 kWh	4%	▼ 6%	29%	34%	▲ 24%	3%	(n=659)
	5000- 9 999 kWh	5%	10%	30%	33%	19%	3%	(n=516)
	10 000- 14 999 kWh	▼ 3%	8%	30%	35%	23%	▼ 2%	(n=491)
	15 000-19 999 kWh	5%	9%	26%	▲ 40%	20%	▼ 1%	(n=344)
	20 000 - 24 999 kWh	5%	8%	27%	35%	24%	▼ 2%	(n=218)
	More than 25 000 kWh	4%	8%	29%	38%	19%	3%	(n=101)
	Do not know	▲ 11%	▲ 13%	29%	▼ 26%	▼ 11%	▲ 9%	(n=770)
Spending on electricity in total an average winter month	Less than 50 €	5%	9%	28%	35%	20%	4%	(n=684)
	50-100 €	6%	8%	31%	32%	19%	3%	(n=704)
	100-150 €	5%	10%	25%	36%	20%	3%	(n=496)
	150-200 €	5%	9%	32%	34%	16%	3%	(n=407)
	200-300 €	5%	11%	27%	33%	21%	3%	(n=326)
	More than 300 €	7%	10%	28%	30%	20%	5%	(n=198)
	Do not know	8%	11%	27%	▼ 24%	16%	▲ 12%	(n=284)
Country	Norway	4%	8%	29%	35%	18%	5%	(n=774)
	Sweden	6%	7%	28%	33%	22%	4%	(n=788)
	Denmark	8%	12%	30%	▼ 28%	17%	5%	(n=570)
	Finland	7%	11%	28%	33%	19%	3%	(n=967)
Total		6%	9%	29%	33%	19%	4%	(n=3099)

Q: I was well-informed

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



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

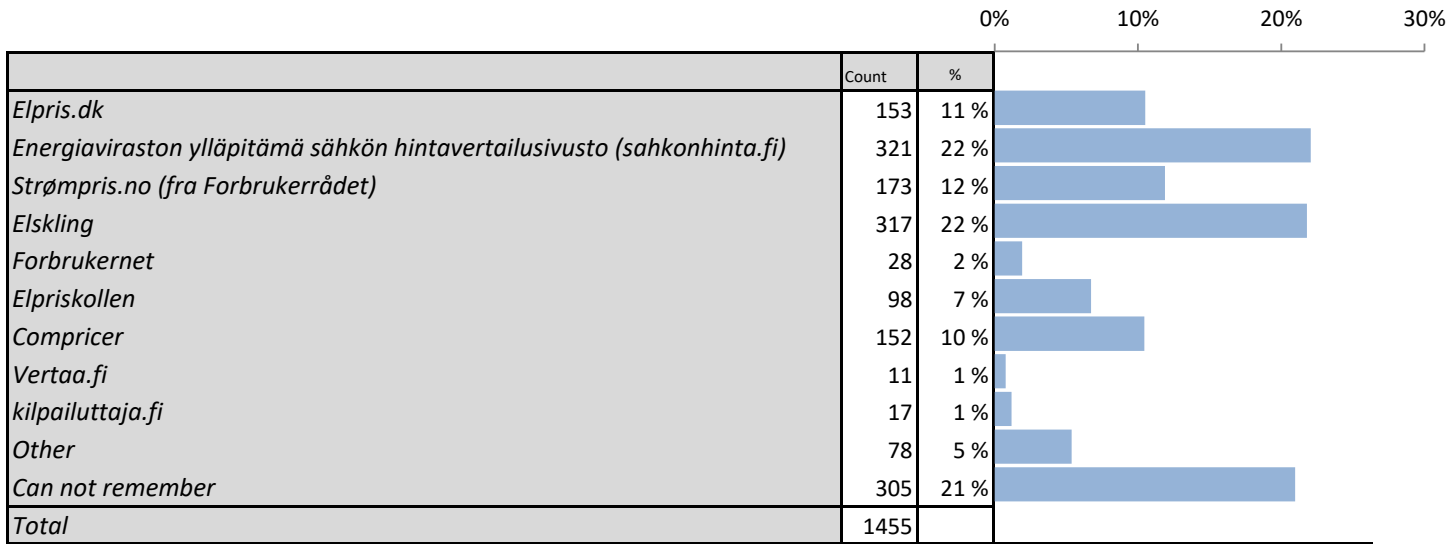


Q: When you signed/compared your current electricity contract, did you visit an online comparison tool?

Background variables

		Yes	No	Do not know	Valid N
Gender	Female	▼ 43%	▲ 53%	▲ 5%	(n=1444)
	Male	▲ 51%	▼ 47%	▼ 2%	(n=1650)
	Other	20%	60%	20%	(n=5)
Age group	Under 35 years	51%	45%	4%	(n=576)
	35 - 49 years	▲ 52%	▼ 44%	4%	(n=893)
	50 - 64 years	▼ 42%	▲ 55%	3%	(n=897)
	65 years or older	44%	53%	3%	(n=733)
Type of resident	Apartment	▼ 44%	▲ 53%	3%	(n=1613)
	House	▲ 50%	▼ 46%	4%	(n=1486)
Electricity bill?	Electronic bill	48%	49%	3%	(n=2417)
	Paper invoice	44%	53%	3%	(n=682)
Electricity to heating	Use electricity to heat home	▲ 51%	▼ 45%	4%	(n=1692)
	Not using electricity to heat home	▼ 42%	▲ 55%	3%	(n=1354)
	Do not know	▼ 26%	▲ 70%	4%	(n=53)
Consumer type	ACTIVE consumers	47%	50%	▼ 2%	(n=1540)
	AWARE consumers	▲ 64%	▼ 34%	2%	(n=516)
	INACTIVE consumers	▼ 38%	▲ 56%	▲ 6%	(n=1043)
Annual kWh-use	Less than 5000 kWh	▲ 53%	▼ 45%	3%	(n=659)
	5000- 9 999 kWh	▲ 53%	45%	3%	(n=516)
	10 000- 14 999 kWh	▲ 54%	▼ 44%	2%	(n=491)
	15 000-19 999 kWh	▲ 58%	▼ 41%	▼ 1%	(n=344)
	20 000 - 24 999 kWh	51%	45%	3%	(n=218)
	More than 25 000 kWh	50%	46%	4%	(n=101)
	Do not know	▼ 27%	▲ 66%	▲ 6%	(n=770)
Spending on electricity in total an average winter month	Less than 50 €	45%	53%	▼ 2%	(n=684)
	50-100 €	46%	51%	3%	(n=704)
	100-150 €	48%	48%	4%	(n=496)
	150-200 €	50%	47%	3%	(n=407)
	200-300 €	▲ 55%	▼ 42%	3%	(n=326)
	More than 300 €	55%	▼ 41%	4%	(n=198)
	Do not know	▼ 33%	▲ 58%	▲ 9%	(n=284)
Country	Norway	▼ 41%	▲ 55%	4%	(n=774)
	Sweden	▲ 54%	▼ 44%	3%	(n=788)
	Denmark	▼ 38%	▲ 57%	5%	(n=570)
	Finland	▲ 52%	46%	▼ 2%	(n=967)
Total		47%	50%	3%	(n=3099)

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



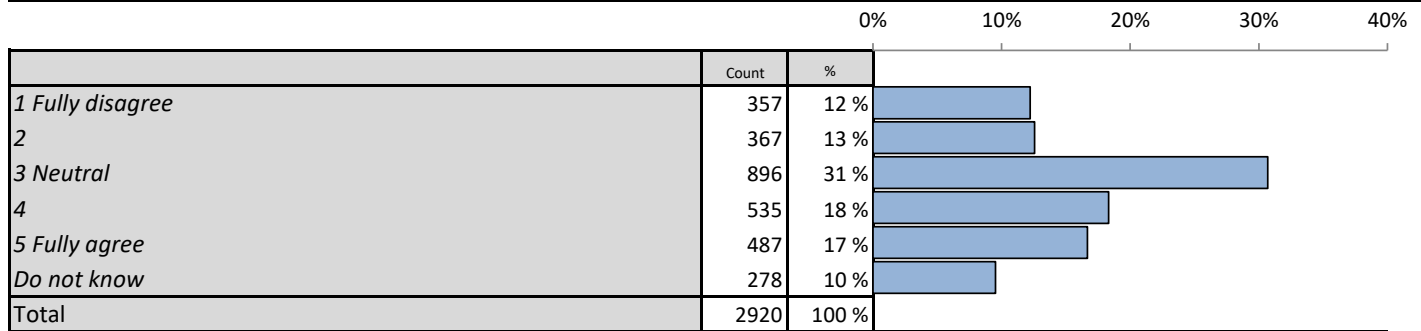
Q: What comparison tool(s) did you visit online?

Several answers possible.

Background

		Elpris.dk	Energiviraston ylläpitämä sähkön hintavertailusivusto (sähköhintafi.fi)	Strømpris.no (fra Forbrukerrådet)									
Gender	Female	▼6%	22%	10%	24%	2%	7%	10%	1%	1%	4%	26%	(n=614)
	Male	▲14%	22%	13%	20%	2%	7%	11%	0%	1%	6%	17%	(n=840)
	Other	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	13%	23%	9%	24%	2%	5%	12%	▼0%	0%	3%	21%	(n=293)
	35 - 49 years	11%	19%	15%	▲27%	3%	5%	8%	1%	2%	4%	20%	(n=465)
	50 - 64 years	9%	22%	11%	18%	1%	6%	9%	2%	2%	6%	26%	(n=374)
	65 years or older	9%	26%	11%	▼16%	1%	▲11%	14%	1%	▼0%	9%	17%	(n=323)
Type of resident	Apartment	8%	24%	11%	21%	2%	7%	9%	1%	2%	6%	23%	(n=713)
	House	13%	20%	13%	23%	2%	6%	12%	1%	1%	5%	19%	(n=742)
Electricity bill?	Electronic bill	▲12%	▼19%	▲14%	22%	▲2%	7%	10%	1%	1%	5%	20%	n=1157)
	Paper invoice	▼5%	▲35%	▼3%	19%	▼0%	6%	10%	1%	1%	6%	24%	(n=298)
Electricity to heating	Use electricity to heat home	▼8%	▼19%	▲18%	▲25%	▲3%	7%	11%	1%	▼0%	4%	19%	(n=871)
	Not using electricity to heat home	▲14%	▲27%	▼2%	▼17%	▼0%	7%	10%	1%	▲2%	7%	24%	(n=570)
	Do not know	▼0%	7%	7%	43%	▼0%	▼0%	14%	▼0%	▼0%	7%	36%	(n=14)
Consumer type	ACTIVE consumers	▼8%	24%	11%	25%	2%	7%	12%	1%	▲2%	6%	18%	(n=729)
	AWARE consumers	15%	21%	▲18%	20%	3%	6%	9%	▼0%	▼0%	6%	17%	(n=330)
	INACTIVE consumers	12%	20%	9%	18%	2%	7%	9%	1%	▼0%	4%	30%	(n=396)
Annual kWh-use	Less than 5000 kWh	▲16%	22%	▼3%	19%	▼1%	8%	11%	1%	2%	8%	23%	(n=347)
	5000- 9 999 kWh	15%	26%	11%	19%	3%	6%	10%	1%	1%	4%	18%	(n=272)
	10 000- 14 999 kWh	11%	20%	13%	24%	3%	10%	12%	▼0%	1%	6%	15%	(n=263)
	15 000-19 999 kWh	9%	27%	▲18%	24%	2%	7%	11%	▼0%	1%	6%	15%	(n=199)
	20 000 - 24 999 kWh	▼1%	18%	▲26%	27%	▼0%	6%	16%	2%	1%	4%	12%	(n=112)
	More than 25 000 kWh	▼2%	24%	▲35%	22%	10%	2%	▼0%	2%	▼0%	6%	14%	(n=51)
	Do not know	▼4%	17%	8%	22%	1%	▼3%	8%	▼0%	1%	▼1%	42%	(n=211)
Spending on electricity in total an average winter month	Less than 50 €	7%	27%	▼3%	22%	1%	8%	10%	1%	3%	8%	25%	(n=308)
	50-100 €	▲16%	24%	11%	20%	2%	7%	11%	1%	1%	5%	19%	(n=323)
	100-150 €	11%	22%	16%	25%	3%	6%	8%	▼0%	1%	5%	18%	(n=237)
	150-200 €	9%	18%	▲20%	22%	3%	8%	12%	1%	▼0%	5%	18%	(n=205)
	200-300 €	10%	21%	15%	21%	1%	4%	15%	2%	2%	4%	15%	(n=179)
	More than 300 €	▼5%	25%	13%	23%	4%	6%	9%	▼0%	▼0%	6%	22%	(n=108)
	Do not know	13%	▼11%	12%	18%	1%	5%	5%	1%	▼0%	▼0%	39%	(n=95)
Country	Norway	▼0%	▼0%	▲55%	27%	▲9%	▼0%	▼0%	▼0%	▼0%	▼2%	22%	(n=317)
	Sweden	▼0%	▼0%	▼0%	▲55%	▼0%	▲23%	▲36%	▼0%	▼0%	▼2%	12%	(n=422)
	Denmark	▲71%	▼0%	▼0%	▼0%	▼0%	▼0%	▼0%	▼0%	▼0%	6%	24%	(n=217)
	Finland	▼0%	▲64%	▼0%	▼0%	▼0%	▼0%	▼0%	▲2%	▲3%	▲10%	26%	(n=499)
Total		11%	22%	12%	22%	2%	7%	10%	1%	1%	5%	21%	(n=1455)

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



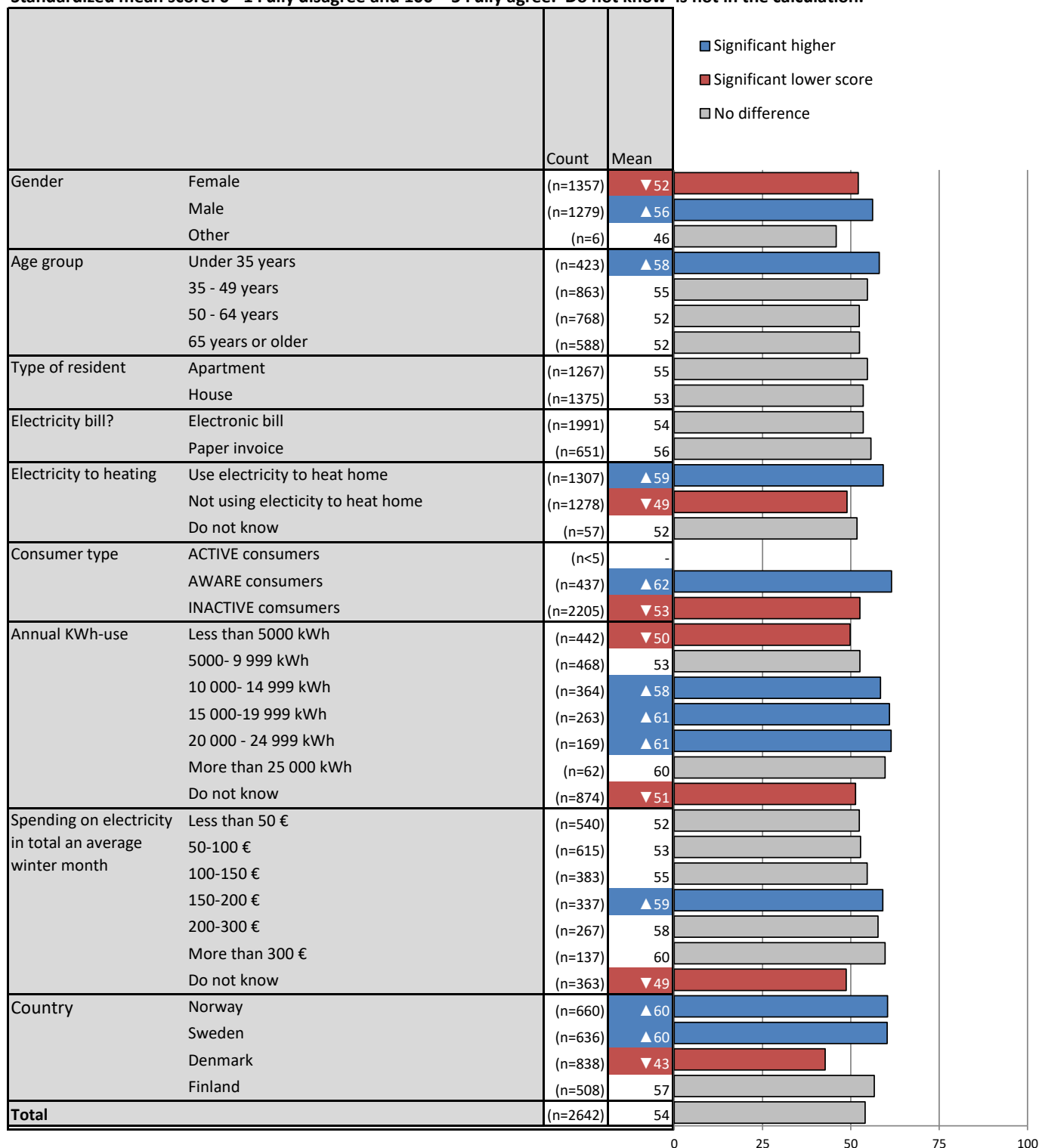
Q: It will be easy to find trustworthy information and necessary advice

Background variables

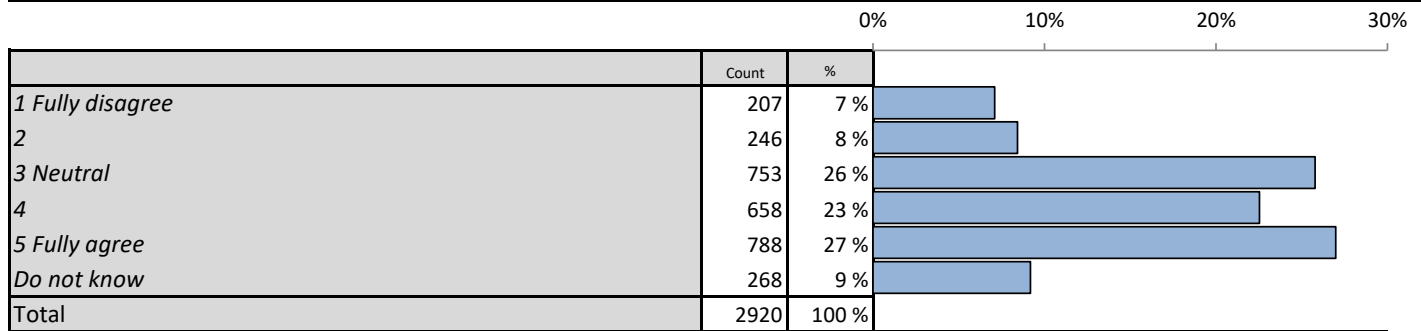
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	13%	14%	30%	17%	15%	▲ 12%	(n=1537)
	Male	11%	11%	31%	20%	19%	▼ 7%	(n=1377)
	Other	17%	17%	33%	33%	▼ 0%	▼ 0%	(n=6)
Age group	Under 35 years	▼ 8%	12%	30%	▲ 25%	16%	9%	(n=465)
	35 - 49 years	10%	13%	33%	▲ 21%	15%	8%	(n=939)
	50 - 64 years	14%	13%	30%	16%	16%	11%	(n=861)
	65 years or older	▲ 16%	13%	28%	▼ 13%	▲ 20%	10%	(n=655)
Type of resident	Apartment	11%	13%	30%	19%	17%	10%	(n=1400)
	House	13%	12%	32%	18%	16%	10%	(n=1520)
Electricity bill?	Electronic bill	13%	12%	31%	18%	16%	9%	(n=2198)
	Paper invoice	11%	13%	29%	19%	18%	10%	(n=722)
Electricity to heating	Use electricity to heat home	▼ 9%	11%	29%	▲ 23%	▲ 20%	9%	(n=1435)
	Not using electricity to heat home	▲ 16%	14%	33%	▼ 14%	▼ 14%	9%	(n=1411)
	Do not know	7%	19%	27%	11%	14%	▲ 23%	(n=74)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	9%	12%	26%	▲ 25%	▲ 25%	▼ 3%	(n=450)
	INACTIVE consumers	13%	13%	32%	▼ 17%	▼ 15%	▲ 11%	(n=2470)
Annual kWh-use	Less than 5000 kWh	15%	15%	32%	▼ 14%	15%	9%	(n=487)
	5000- 9 999 kWh	13%	14%	33%	19%	16%	▼ 5%	(n=495)
	10 000- 14 999 kWh	9%	10%	33%	▲ 24%	18%	▼ 5%	(n=384)
	15 000-19 999 kWh	11%	▼ 8%	29%	▲ 25%	▲ 23%	▼ 4%	(n=275)
	20 000 - 24 999 kWh	8%	12%	28%	20%	▲ 25%	7%	(n=181)
	More than 25 000 kWh	11%	9%	36%	13%	28%	▼ 3%	(n=64)
	Do not know	13%	14%	29%	16%	▼ 14%	▲ 15%	(n=1034)
Spending on electricity in total an average winter month	Less than 50 €	13%	14%	29%	18%	16%	10%	(n=597)
	50-100 €	11%	15%	33%	19%	15%	▼ 7%	(n=659)
	100-150 €	13%	11%	31%	23%	16%	7%	(n=411)
	150-200 €	9%	12%	28%	23%	20%	8%	(n=365)
	200-300 €	10%	11%	31%	18%	21%	8%	(n=289)
	More than 300 €	14%	9%	26%	16%	▲ 28%	7%	(n=148)
	Do not know	15%	10%	32%	▼ 10%	13%	▲ 20%	(n=451)
Country	Norway	▼ 7%	10%	32%	21%	▲ 21%	10%	(n=732)
	Sweden	▼ 7%	▼ 9%	33%	20%	19%	11%	(n=713)
	Denmark	▲ 20%	15%	34%	▼ 11%	▼ 10%	11%	(n=938)
	Finland	12%	▲ 17%	▼ 21%	▲ 26%	20%	▼ 5%	(n=537)
Total		12%	13%	31%	18%	17%	10%	(n=2920)

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

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



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



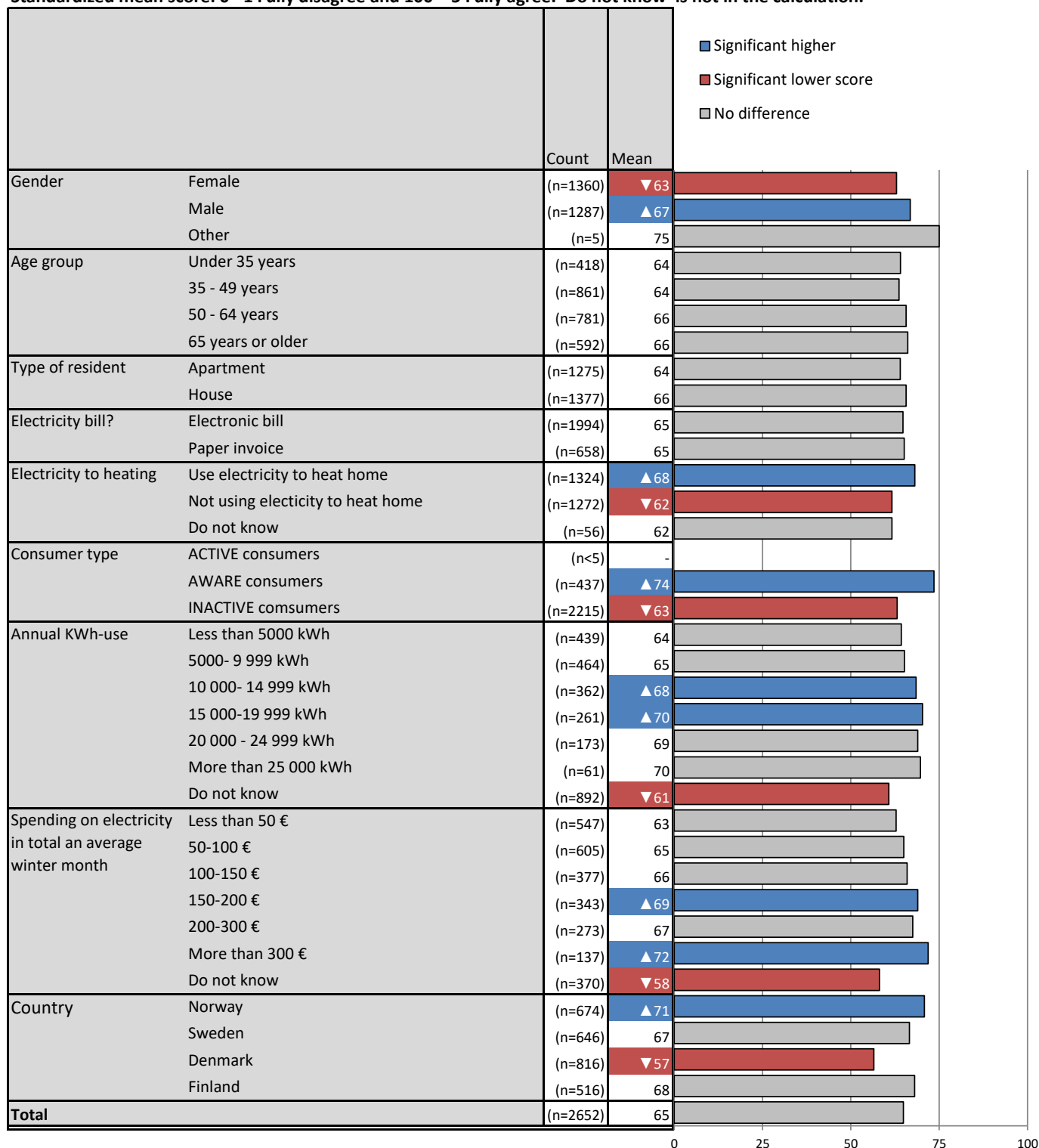
Q: It will be easy and straightforward to sign an electricity contract

Background variables

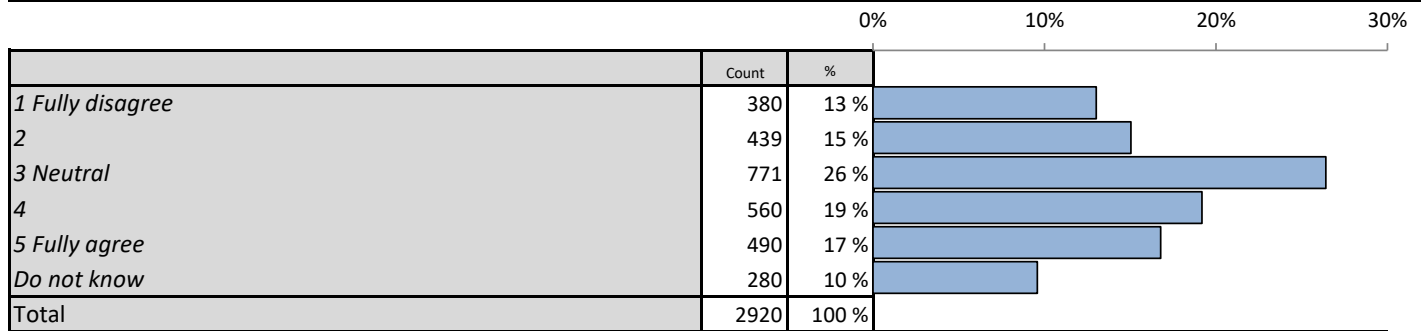
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	8%	9%	25%	21%	25%	▲ 12%	(n=1537)
	Male	6%	7%	27%	24%	29%	▼ 7%	(n=1377)
	Other	▼ 0%	▼ 0%	17%	50%	17%	17%	(n=6)
Age group	Under 35 years	▼ 4%	10%	27%	▲ 28%	▼ 21%	10%	(n=465)
	35 - 49 years	7%	10%	26%	24%	24%	8%	(n=939)
	50 - 64 years	7%	8%	27%	22%	27%	9%	(n=861)
	65 years or older	▲ 10%	7%	23%	▼ 16%	▲ 35%	10%	(n=655)
Type of resident	Apartment	7%	10%	26%	21%	27%	9%	(n=1400)
	House	7%	7%	26%	24%	27%	9%	(n=1520)
Electricity bill?	Electronic bill	7%	8%	26%	23%	27%	9%	(n=2198)
	Paper invoice	7%	9%	25%	22%	28%	9%	(n=722)
Electricity to heating	Use electricity to heat home	6%	8%	24%	24%	▲ 31%	8%	(n=1435)
	Not using electricity to heat home	▲ 9%	9%	28%	21%	▼ 24%	10%	(n=1411)
	Do not know	4%	11%	23%	22%	▼ 16%	▲ 24%	(n=74)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	6%	▼ 5%	▼ 18%	26%	▲ 41%	▼ 3%	(n=450)
	INACTIVE consumers	7%	▲ 9%	▲ 27%	22%	▼ 24%	▲ 10%	(n=2470)
Annual kWh-use	Less than 5000 kWh	7%	8%	28%	21%	26%	10%	(n=487)
	5000- 9 999 kWh	6%	9%	27%	23%	28%	▼ 6%	(n=495)
	10 000- 14 999 kWh	▼ 4%	6%	29%	26%	29%	▼ 6%	(n=384)
	15 000-19 999 kWh	7%	▼ 5%	21%	▲ 30%	33%	▼ 5%	(n=275)
	20 000 - 24 999 kWh	8%	10%	▼ 17%	23%	▲ 38%	▼ 4%	(n=181)
	More than 25 000 kWh	11%	▼ 3%	17%	28%	36%	5%	(n=64)
	Do not know	8%	10%	27%	▼ 19%	▼ 22%	▲ 14%	(n=1034)
Spending on electricity in total an average winter month	Less than 50 €	8%	11%	24%	24%	25%	8%	(n=597)
	50-100 €	6%	9%	26%	23%	27%	8%	(n=659)
	100-150 €	5%	7%	30%	23%	27%	8%	(n=411)
	150-200 €	6%	7%	22%	▲ 28%	31%	▼ 6%	(n=365)
	200-300 €	9%	7%	22%	23%	▲ 34%	▼ 6%	(n=289)
	More than 300 €	6%	5%	19%	26%	▲ 36%	7%	(n=148)
	Do not know	9%	8%	▲ 31%	▼ 14%	▼ 20%	▲ 18%	(n=451)
Country	Norway	▼ 5%	7%	23%	23%	▲ 35%	8%	(n=732)
	Sweden	5%	6%	28%	24%	27%	9%	(n=713)
	Denmark	▲ 9%	▲ 11%	▲ 32%	▼ 19%	▼ 17%	▲ 13%	(n=938)
	Finland	9%	9%	▼ 16%	▲ 28%	▲ 34%	▼ 4%	(n=537)
Total		7%	8%	26%	23%	27%	9%	(n=2920)

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

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



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



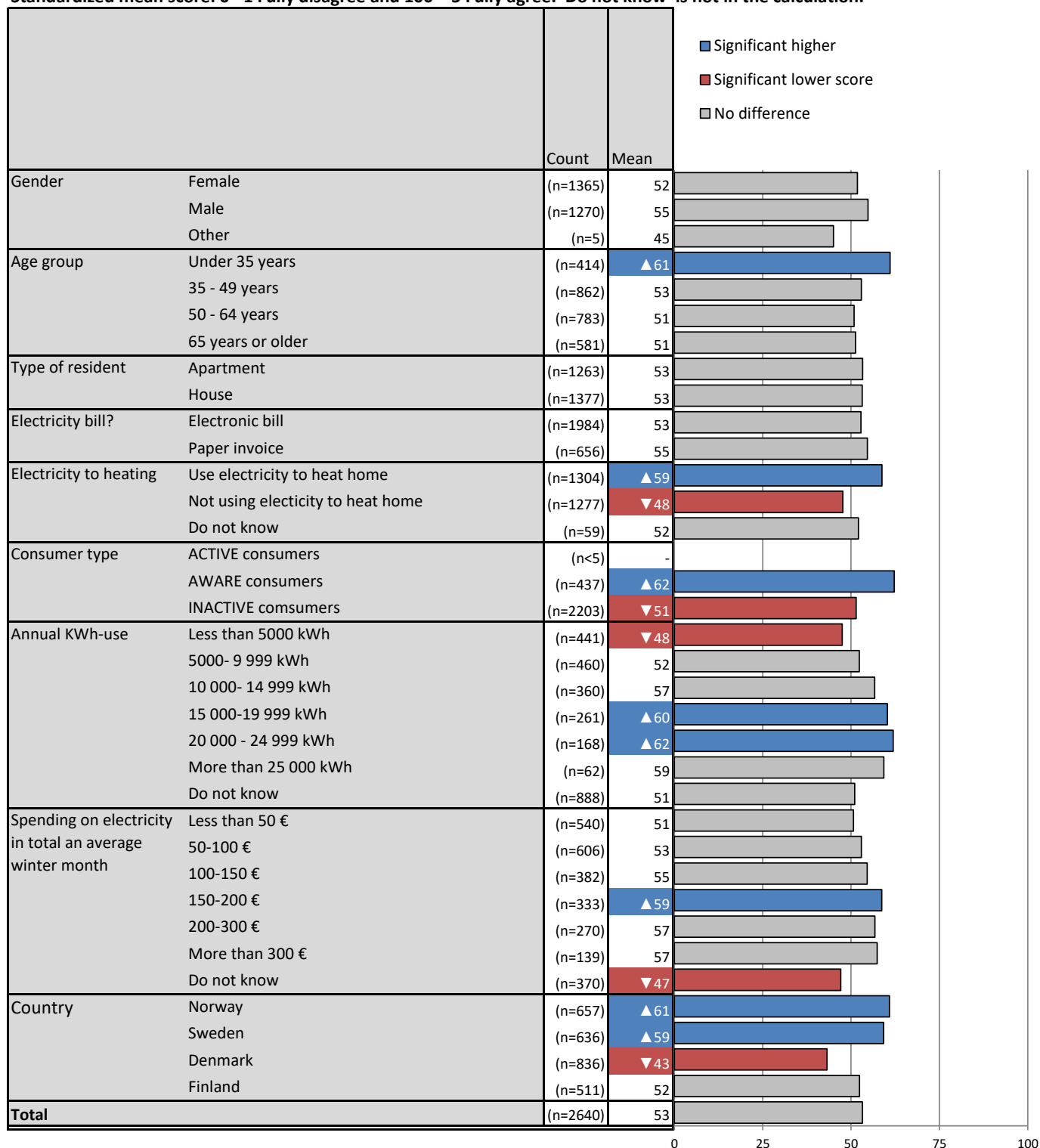
Q: It will be easy to compare different electricity contracts with each other

Background variables

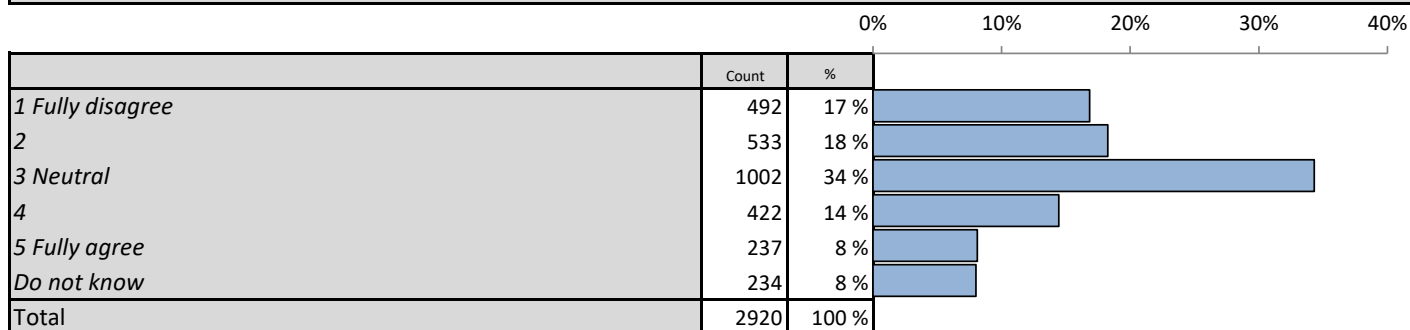
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	15%	15%	25%	19%	16%	▲ 11%	(n=1537)
	Male	11%	15%	28%	19%	18%	▼ 8%	(n=1377)
	Other	17%	17%	17%	33%	▼ 0%	17%	(n=6)
Age group	Under 35 years	▼ 5%	14%	26%	▲ 27%	18%	11%	(n=465)
	35 - 49 years	12%	17%	27%	21%	15%	8%	(n=939)
	50 - 64 years	15%	16%	27%	17%	16%	9%	(n=861)
	65 years or older	▲ 18%	13%	25%	▼ 15%	19%	11%	(n=655)
Type of resident	Apartment	13%	16%	26%	18%	17%	10%	(n=1400)
	House	13%	14%	27%	20%	16%	9%	(n=1520)
Electricity bill?	Electronic bill	14%	15%	26%	20%	16%	10%	(n=2198)
	Paper invoice	10%	16%	28%	18%	18%	9%	(n=722)
Electricity to heating	Use electricity to heat home	▼ 9%	▼ 13%	26%	▲ 22%	▲ 20%	9%	(n=1435)
	Not using electricity to heat home	▲ 17%	17%	27%	▼ 16%	▼ 13%	9%	(n=1411)
	Do not know	7%	20%	24%	16%	12%	▲ 20%	(n=74)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	10%	14%	▼ 19%	▲ 26%	▲ 28%	▼ 3%	(n=450)
	INACTIVE consumers	14%	15%	▲ 28%	▼ 18%	▼ 15%	▲ 11%	(n=2470)
Annual kWh-use	Less than 5000 kWh	17%	19%	26%	▼ 15%	14%	9%	(n=487)
	5000- 9 999 kWh	14%	16%	27%	20%	17%	7%	(n=495)
	10 000- 14 999 kWh	10%	15%	28%	23%	18%	▼ 6%	(n=384)
	15 000-19 999 kWh	11%	13%	22%	▲ 26%	▲ 23%	▼ 5%	(n=275)
	20 000 - 24 999 kWh	8%	12%	24%	23%	▲ 25%	7%	(n=181)
	More than 25 000 kWh	14%	14%	20%	19%	▲ 30%	▼ 3%	(n=64)
	Do not know	13%	14%	28%	17%	▼ 14%	▲ 14%	(n=1034)
Spending on electricity in total an average winter month	Less than 50 €	14%	19%	24%	17%	16%	10%	(n=597)
	50-100 €	12%	16%	28%	19%	16%	8%	(n=659)
	100-150 €	12%	15%	26%	23%	17%	7%	(n=411)
	150-200 €	11%	12%	24%	24%	21%	9%	(n=365)
	200-300 €	10%	16%	26%	21%	20%	7%	(n=289)
	More than 300 €	13%	15%	22%	21%	24%	6%	(n=148)
	Do not know	16%	▼ 11%	31%	▼ 13%	▼ 11%	▲ 18%	(n=451)
Country	Norway	▼ 8%	▼ 11%	26%	▲ 23%	▲ 22%	10%	(n=732)
	Sweden	▼ 8%	▼ 12%	29%	22%	19%	11%	(n=713)
	Denmark	▲ 21%	17%	28%	▼ 13%	▼ 10%	11%	(n=938)
	Finland	13%	▲ 22%	22%	20%	18%	▼ 5%	(n=537)
Total		13%	15%	26%	19%	17%	10%	(n=2920)

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

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



Q: I will trust the information and advice from sellers



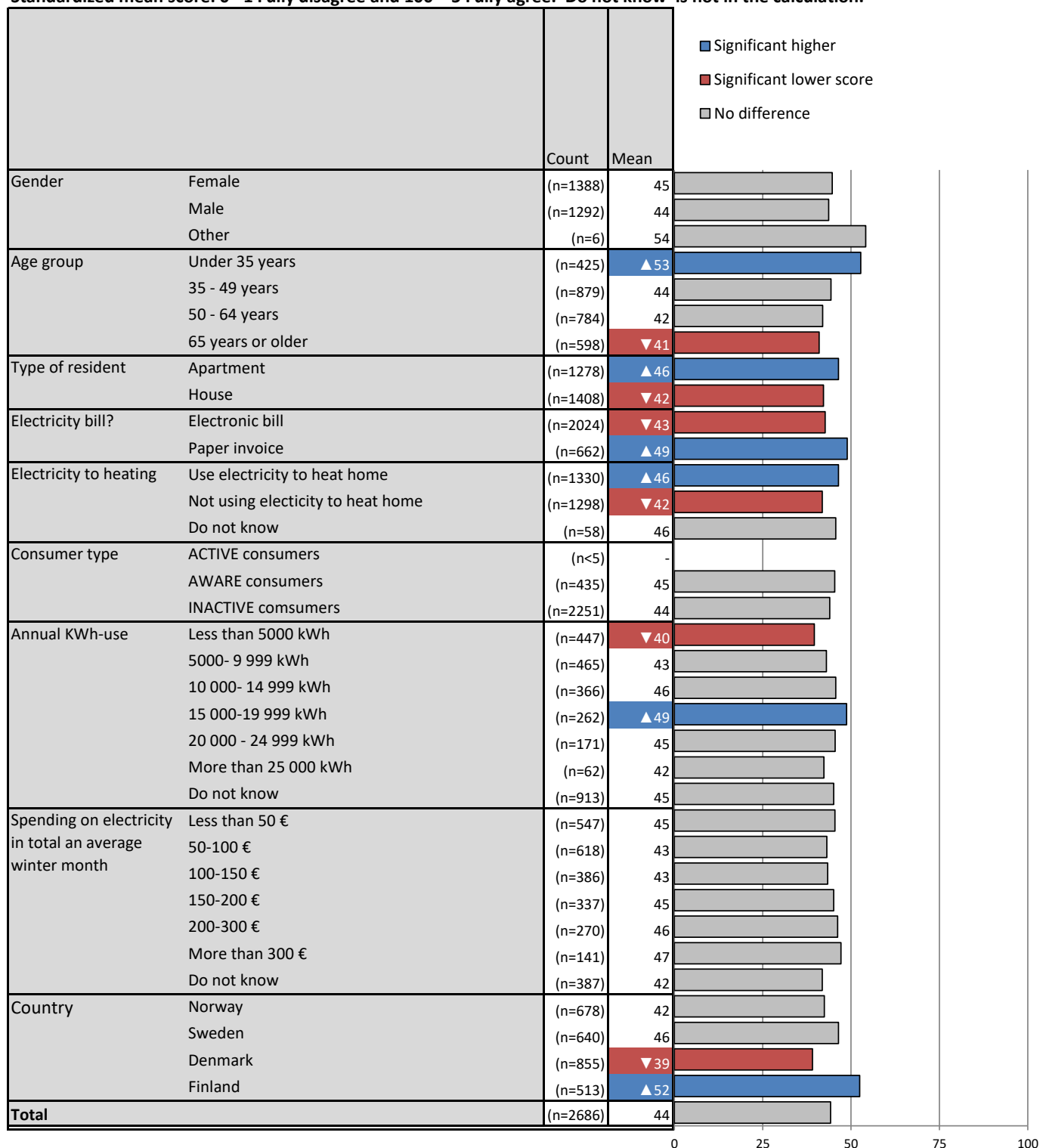
Q: I will trust the information and advice from sellers

Background variables

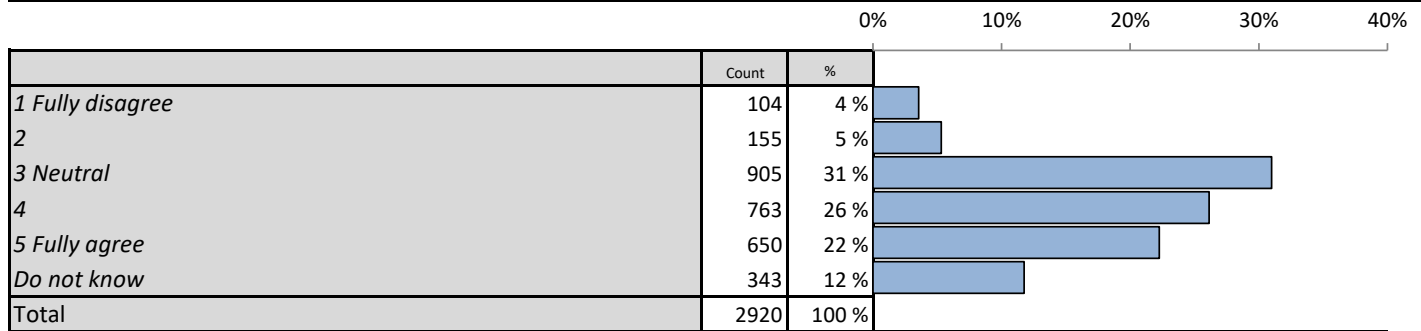
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	16%	18%	34%	14%	8%	▲10%	(n=1537)
	Male	18%	18%	35%	15%	8%	▼6%	(n=1377)
	Other	17%	▼0%	50%	17%	17%	▼0%	(n=6)
Age group	Under 35 years	▼8%	17%	36%	18%	▲13%	9%	(n=465)
	35 - 49 years	16%	20%	33%	16%	7%	6%	(n=939)
	50 - 64 years	▲20%	17%	32%	14%	8%	9%	(n=861)
	65 years or older	20%	17%	38%	▼10%	7%	9%	(n=655)
Type of resident	Apartment	15%	17%	34%	16%	9%	9%	(n=1400)
	House	18%	20%	34%	13%	7%	7%	(n=1520)
Electricity bill?	Electronic bill	▲18%	19%	34%	14%	▼7%	8%	(n=2198)
	Paper invoice	▼13%	16%	34%	17%	▲11%	8%	(n=722)
Electricity to heating	Use electricity to heat home	▼15%	17%	35%	16%	9%	7%	(n=1435)
	Not using electricity to heat home	▲19%	19%	33%	13%	7%	8%	(n=1411)
	Do not know	14%	12%	34%	12%	7%	▲22%	(n=74)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	18%	19%	32%	17%	10%	▼3%	(n=450)
	INACTIVE consumers	17%	18%	35%	14%	8%	▲9%	(n=2470)
Annual kWh-use	Less than 5000 kWh	21%	19%	34%	14%	▼4%	8%	(n=487)
	5000- 9 999 kWh	18%	20%	34%	15%	7%	6%	(n=495)
	10 000- 14 999 kWh	14%	20%	38%	16%	8%	▼5%	(n=384)
	15 000-19 999 kWh	15%	16%	35%	18%	12%	▼5%	(n=275)
	20 000 - 24 999 kWh	16%	23%	28%	17%	10%	6%	(n=181)
	More than 25 000 kWh	19%	20%	42%	▼3%	13%	3%	(n=64)
	Do not know	16%	16%	34%	13%	9%	▲12%	(n=1034)
Spending on electricity in total an average winter month	Less than 50 €	17%	18%	33%	15%	10%	8%	(n=597)
	50-100 €	17%	19%	36%	16%	▼6%	6%	(n=659)
	100-150 €	17%	19%	35%	16%	7%	6%	(n=411)
	150-200 €	16%	19%	33%	17%	8%	8%	(n=365)
	200-300 €	16%	20%	33%	12%	12%	7%	(n=289)
	More than 300 €	14%	20%	35%	16%	11%	5%	(n=148)
	Do not know	19%	15%	35%	▼10%	8%	▲14%	(n=451)
Country	Norway	17%	19%	37%	13%	6%	7%	(n=732)
	Sweden	14%	15%	38%	13%	9%	10%	(n=713)
	Denmark	▲22%	19%	32%	12%	▼5%	9%	(n=938)
	Finland	▼11%	19%	▼29%	▲23%	▲14%	▼4%	(n=537)
Total		17%	18%	34%	14%	8%	8%	(n=2920)

Q: I will trust the information and advice from sellers

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



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



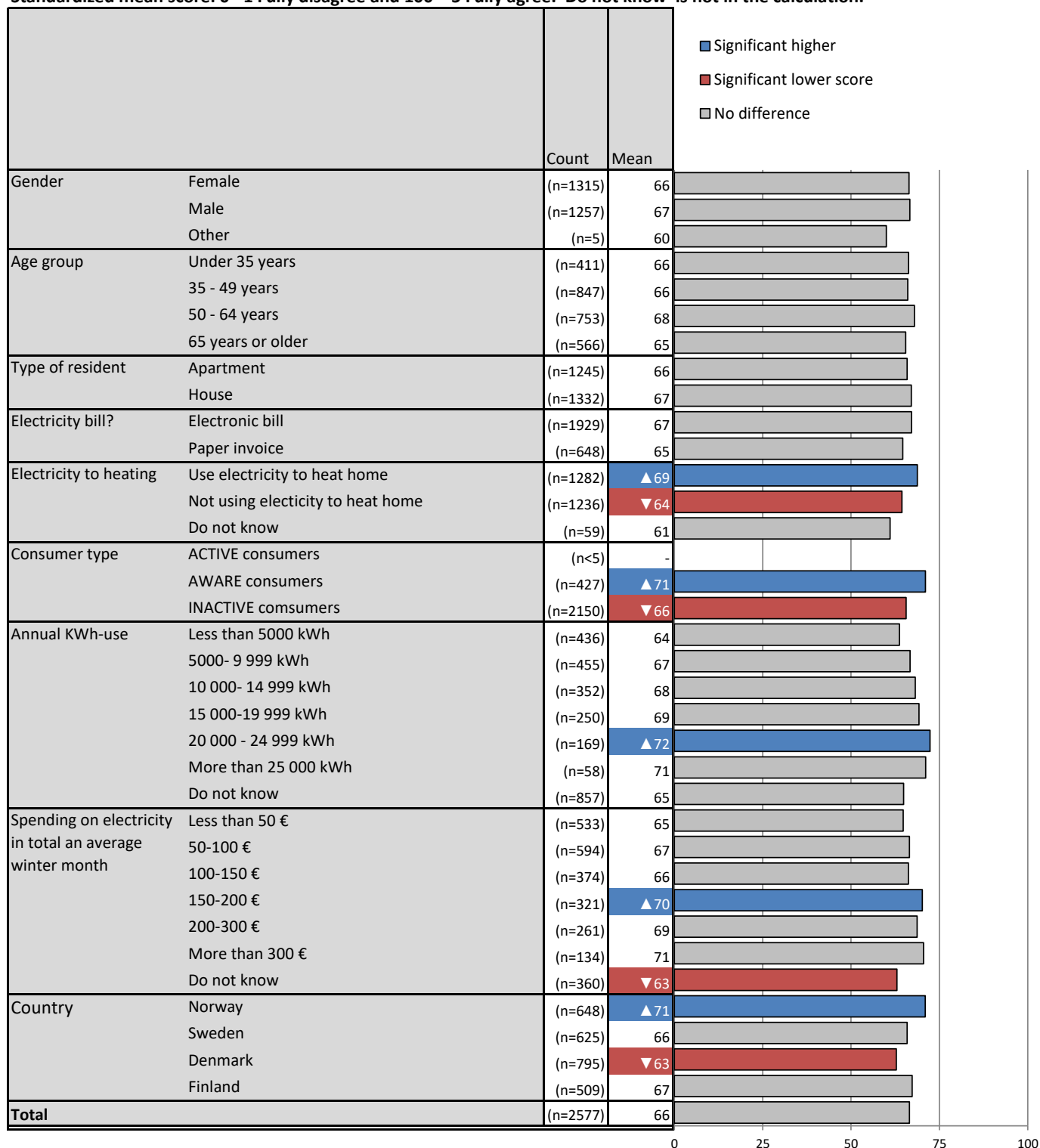
Q: There will be many different electricity suppliers to choose from that meet my needs

Background variables

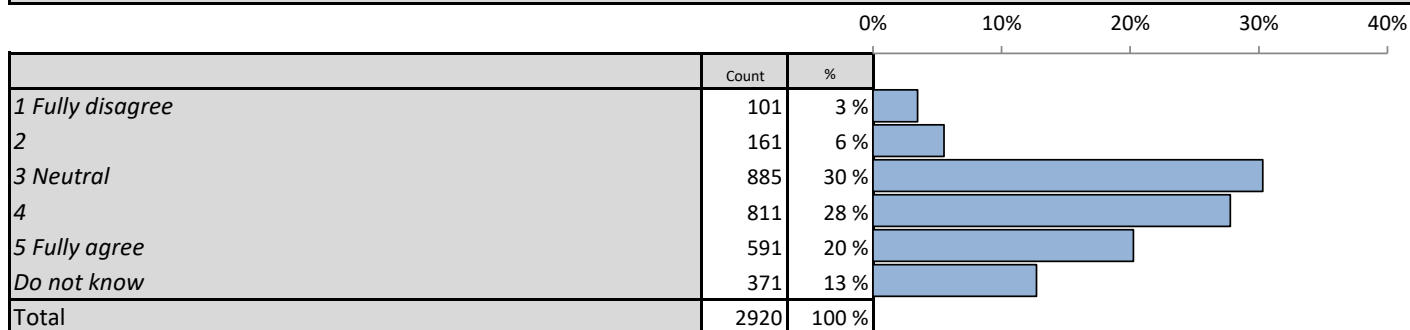
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	4%	5%	30%	26%	21%	▲ 14%	(n=1537)
	Male	3%	6%	32%	26%	24%	▼ 9%	(n=1377)
	Other	17%	▼ 0%	▼ 0%	▲ 67%	▼ 0%		(n=6)
Age group	Under 35 years	3%	6%	32%	27%	21%	12%	(n=465)
	35 - 49 years	3%	6%	31%	29%	21%	10%	(n=939)
	50 - 64 years	4%	▼ 3%	30%	27%	23%	13%	(n=861)
	65 years or older	5%	6%	32%	▼ 20%	24%	14%	(n=655)
Type of resident	Apartment	4%	6%	31%	27%	22%	11%	(n=1400)
	House	3%	5%	31%	26%	23%	12%	(n=1520)
Electricity bill?	Electronic bill	3%	5%	31%	26%	23%	12%	(n=2198)
	Paper invoice	5%	7%	30%	27%	21%	10%	(n=722)
Electricity to heating	Use electricity to heat home	3%	5%	29%	28%	▲ 25%	11%	(n=1435)
	Not using electricity to heat home	4%	6%	33%	25%	▼ 20%	12%	(n=1411)
	Do not know	4%	4%	35%	26%	▼ 11%	20%	(n=74)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	4%	5%	▼ 23%	▲ 32%	▲ 31%	▼ 5%	(n=450)
	INACTIVE consumers	3%	5%	▲ 32%	▼ 25%	▼ 21%	▲ 13%	(n=2470)
Annual kWh-use	Less than 5000 kWh	6%	6%	31%	26%	20%	10%	(n=487)
	5000- 9 999 kWh	4%	6%	32%	26%	24%	▼ 8%	(n=495)
	10 000- 14 999 kWh	3%	6%	32%	26%	26%	8%	(n=384)
	15 000-19 999 kWh	4%	5%	26%	29%	27%	9%	(n=275)
	20 000 - 24 999 kWh	2%	7%	24%	27%	▲ 34%	▼ 7%	(n=181)
	More than 25 000 kWh	3%	3%	28%	27%	30%	9%	(n=64)
	Do not know	3%	5%	33%	25%	▼ 17%	▲ 17%	(n=1034)
Spending on electricity in total an average winter month	Less than 50 €	5%	7%	30%	28%	20%	11%	(n=597)
	50-100 €	3%	5%	31%	29%	21%	10%	(n=659)
	100-150 €	3%	5%	34%	29%	20%	9%	(n=411)
	150-200 €	3%	5%	27%	24%	▲ 28%	12%	(n=365)
	200-300 €	4%	6%	27%	24%	▲ 29%	10%	(n=289)
	More than 300 €	3%	4%	28%	27%	28%	9%	(n=148)
	Do not know	4%	5%	35%	▼ 19%	▼ 17%	▲ 20%	(n=451)
Country	Norway	2%	▼ 3%	27%	29%	▲ 27%	11%	(n=732)
	Sweden	4%	5%	33%	24%	22%	12%	(n=713)
	Denmark	4%	6%	▲ 35%	▼ 22%	▼ 17%	▲ 15%	(n=938)
	Finland	4%	8%	▼ 26%	▲ 31%	25%	▼ 5%	(n=537)
Total		4%	5%	31%	26%	22%	12%	(n=2920)

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

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



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



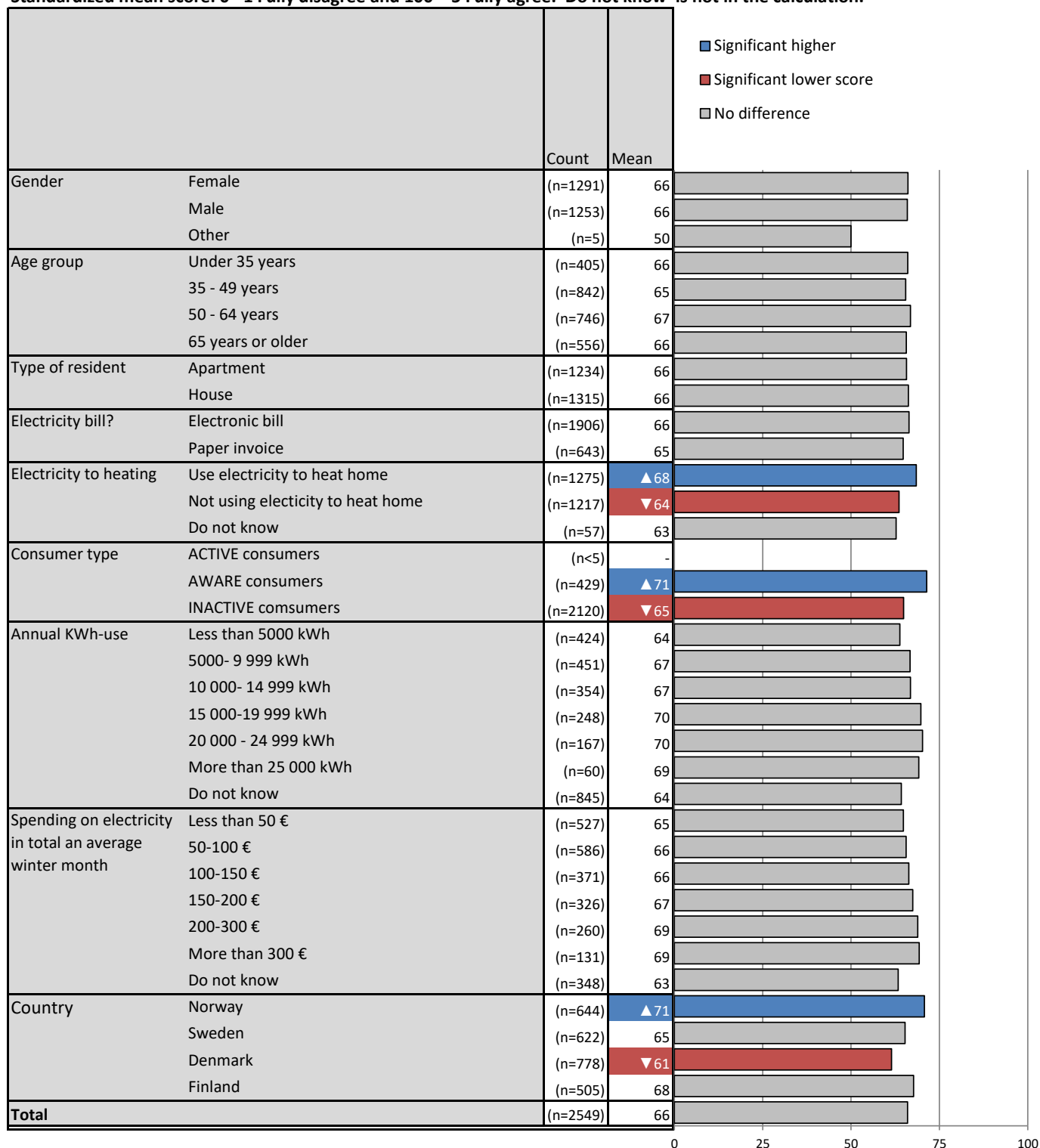
Q: There will be many different contracts to choose from that meet my needs

Background variables

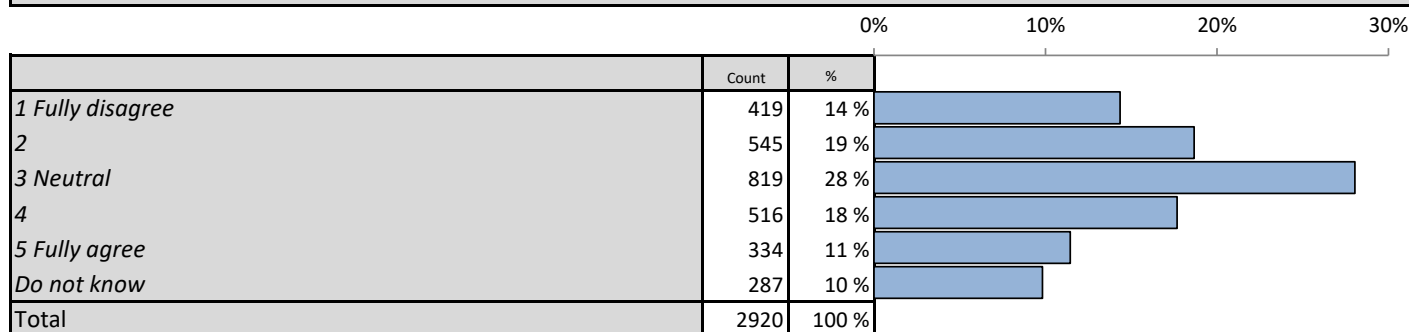
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	3%	5%	29%	28%	19%	▲16%	(n=1537)
	Male	4%	6%	32%	27%	22%	▼9%	(n=1377)
	Other	33%	▼0%	▼0%	33%	17%	17%	(n=6)
Age group	Under 35 years	3%	7%	28%	32%	18%	13%	(n=465)
	35 - 49 years	3%	6%	31%	31%	18%	▼10%	(n=939)
	50 - 64 years	3%	4%	31%	27%	21%	13%	(n=861)
	65 years or older	5%	5%	30%	▼22%	23%	15%	(n=655)
Type of resident	Apartment	4%	6%	30%	28%	20%	12%	(n=1400)
	House	3%	5%	31%	27%	20%	13%	(n=1520)
Electricity bill?	Electronic bill	3%	5%	30%	28%	20%	13%	(n=2198)
	Paper invoice	4%	7%	30%	28%	20%	11%	(n=722)
Electricity to heating	Use electricity to heat home	3%	5%	28%	30%	▲23%	11%	(n=1435)
	Not using electricity to heat home	▲5%	6%	33%	26%	▼18%	14%	(n=1411)
	Do not know	▼0%	8%	32%	26%	▼11%	23%	(n=74)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	3%	4%	▼24%	▲35%	▲28%	▼5%	(n=450)
	INACTIVE consumers	4%	6%	▲31%	▼26%	▼19%	▲14%	(n=2470)
Annual kWh-use	Less than 5000 kWh	6%	5%	31%	27%	19%	13%	(n=487)
	5000- 9 999 kWh	3%	6%	31%	28%	23%	▼9%	(n=495)
	10 000- 14 999 kWh	3%	5%	33%	28%	23%	▼8%	(n=384)
	15 000-19 999 kWh	3%	5%	27%	30%	26%	10%	(n=275)
	20 000 - 24 999 kWh	2%	8%	▼22%	33%	27%	▼8%	(n=181)
	More than 25 000 kWh	3%	6%	28%	28%	28%	6%	(n=64)
	Do not know	3%	5%	32%	27%	▼15%	▲18%	(n=1034)
Spending on electricity in total an average winter month	Less than 50 €	4%	7%	29%	29%	19%	12%	(n=597)
	50-100 €	4%	5%	31%	30%	19%	11%	(n=659)
	100-150 €	3%	5%	32%	31%	19%	10%	(n=411)
	150-200 €	3%	5%	32%	27%	23%	11%	(n=365)
	200-300 €	4%	5%	28%	27%	▲27%	10%	(n=289)
	More than 300 €	1%	8%	24%	30%	24%	11%	(n=148)
	Do not know	4%	4%	32%	▼20%	16%	▲23%	(n=451)
Country	Norway	2%	▼3%	27%	29%	▲26%	12%	(n=732)
	Sweden	3%	6%	31%	27%	19%	13%	(n=713)
	Denmark	5%	6%	▲34%	▼23%	▼15%	▲17%	(n=938)
	Finland	3%	7%	26%	▲34%	23%	▼6%	(n=537)
Total		3%	6%	30%	28%	20%	13%	(n=2920)

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

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



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



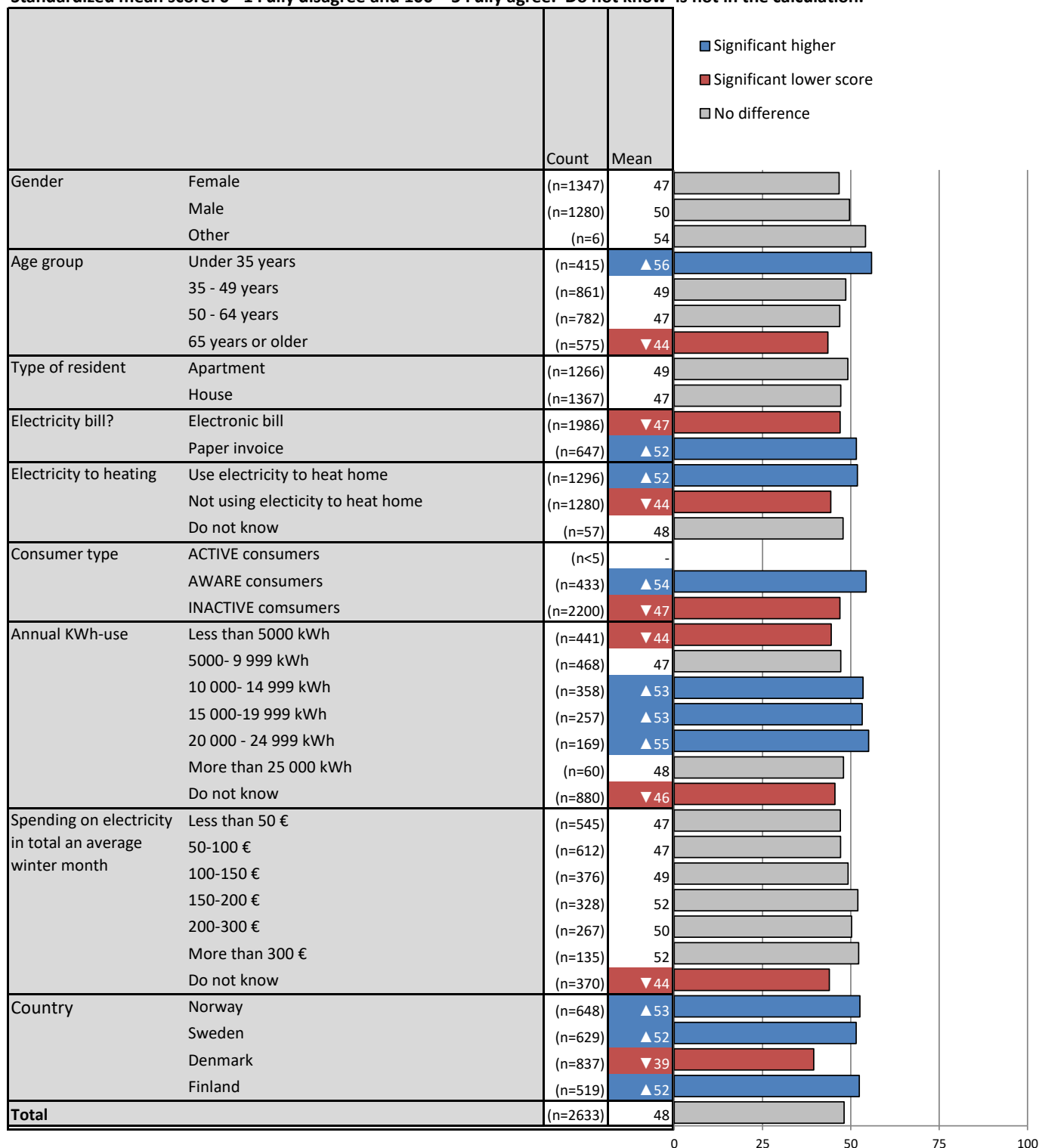
Q: It will be easy to understand what is included in the price / agreement

Background variables

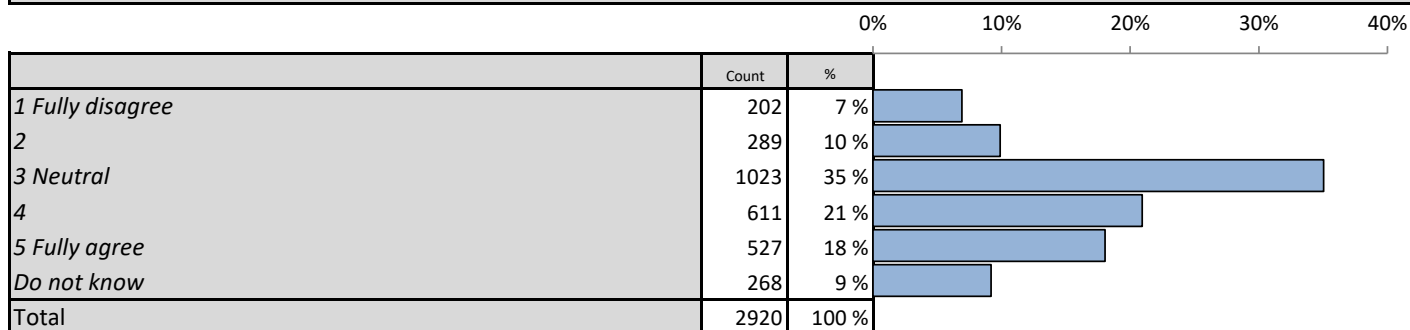
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	15%	19%	26%	▼15%	11%	▲12%	(n=1537)
	Male	13%	18%	30%	▲20%	12%	▼7%	(n=1377)
	Other	17%	▼0%	33%	50%	▼0%	▼0%	(n=6)
Age group	Under 35 years	▼6%	17%	29%	▲23%	14%	11%	(n=465)
	35 - 49 years	12%	21%	28%	▲21%	10%	8%	(n=939)
	50 - 64 years	16%	18%	30%	15%	12%	9%	(n=861)
	65 years or older	▲20%	18%	26%	▼13%	11%	12%	(n=655)
Type of resident	Apartment	13%	19%	28%	18%	12%	10%	(n=1400)
	House	15%	18%	28%	18%	11%	10%	(n=1520)
Electricity bill?	Electronic bill	15%	19%	28%	17%	11%	10%	(n=2198)
	Paper invoice	12%	17%	28%	20%	13%	10%	(n=722)
Electricity to heating	Use electricity to heat home	▼11%	17%	28%	▲20%	▲13%	10%	(n=1435)
	Not using electricity to heat home	▲17%	20%	28%	▼15%	▼9%	9%	(n=1411)
	Do not know	12%	16%	26%	12%	11%	▲23%	(n=74)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	▼11%	20%	26%	▲23%	▲17%	▼4%	(n=450)
	INACTIVE consumers	▲15%	19%	29%	▼17%	▼10%	▲11%	(n=2470)
Annual kWh-use	Less than 5000 kWh	17%	20%	29%	16%	9%	9%	(n=487)
	5000- 9 999 kWh	15%	22%	29%	16%	13%	▼5%	(n=495)
	10 000- 14 999 kWh	▼10%	17%	29%	▲24%	13%	7%	(n=384)
	15 000-19 999 kWh	13%	16%	25%	▲26%	14%	7%	(n=275)
	20 000 - 24 999 kWh	12%	14%	26%	24%	17%	7%	(n=181)
	More than 25 000 kWh	19%	19%	25%	14%	17%	6%	(n=64)
	Do not know	15%	19%	28%	▼14%	10%	▲15%	(n=1034)
Spending on electricity in total an average winter month	Less than 50 €	14%	▲23%	26%	16%	12%	9%	(n=597)
	50-100 €	14%	20%	32%	18%	10%	▼7%	(n=659)
	100-150 €	14%	19%	24%	▲24%	10%	9%	(n=411)
	150-200 €	12%	18%	25%	20%	15%	10%	(n=365)
	200-300 €	15%	16%	28%	19%	14%	8%	(n=289)
	More than 300 €	15%	19%	▼20%	19%	▲19%	9%	(n=148)
	Do not know	17%	▼12%	▲34%	▼11%	▼8%	▲18%	(n=451)
Country	Norway	▼10%	16%	30%	21%	12%	11%	(n=732)
	Sweden	▼11%	16%	30%	19%	13%	12%	(n=713)
	Denmark	▲21%	21%	29%	▼11%	▼7%	11%	(n=938)
	Finland	13%	22%	▼23%	▲24%	▲16%	▼3%	(n=537)
Total		14%	19%	28%	18%	11%	10%	(n=2920)

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

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



Q: I will be well-informed



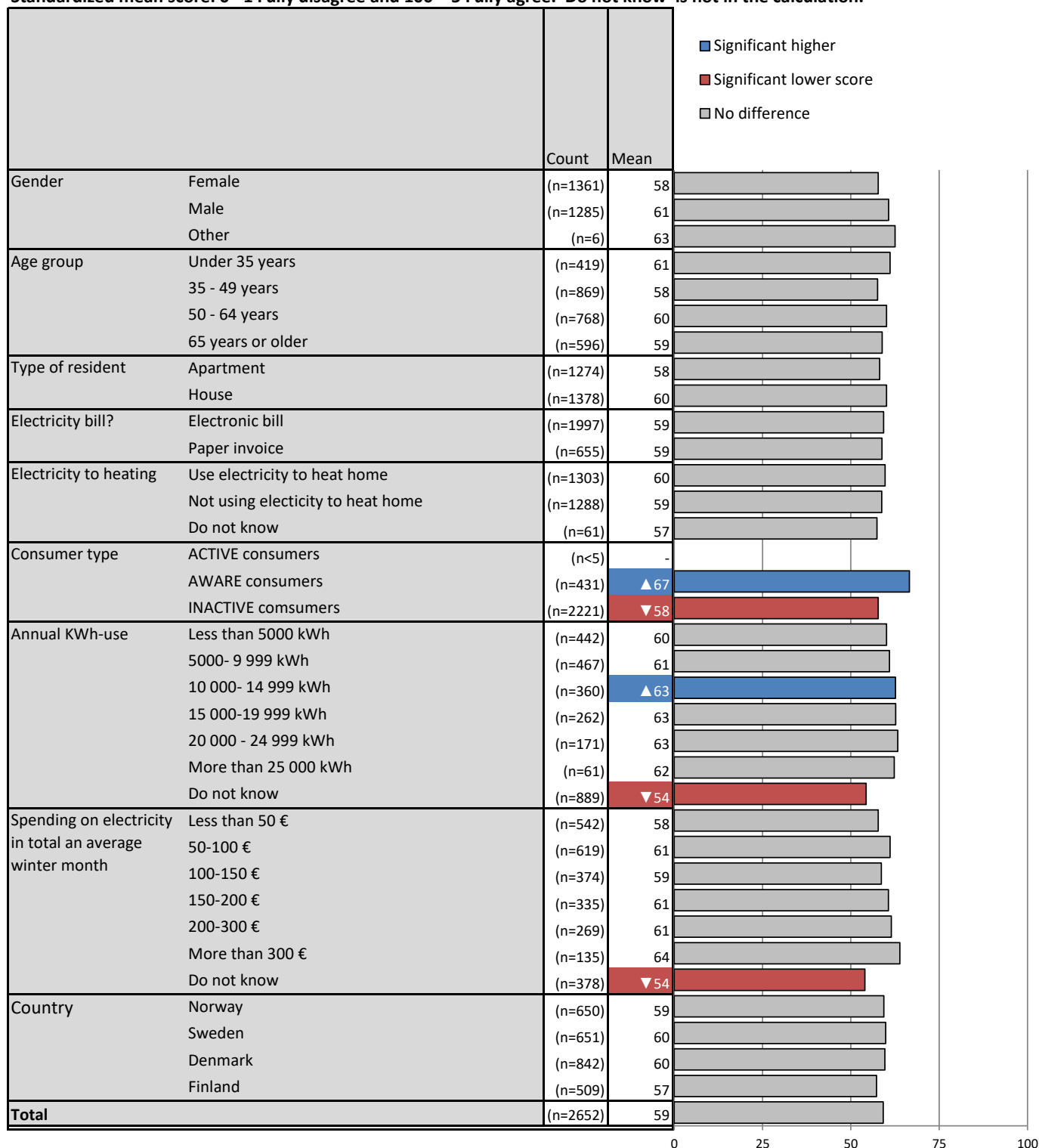
Q: I will be well-informed

Background variables

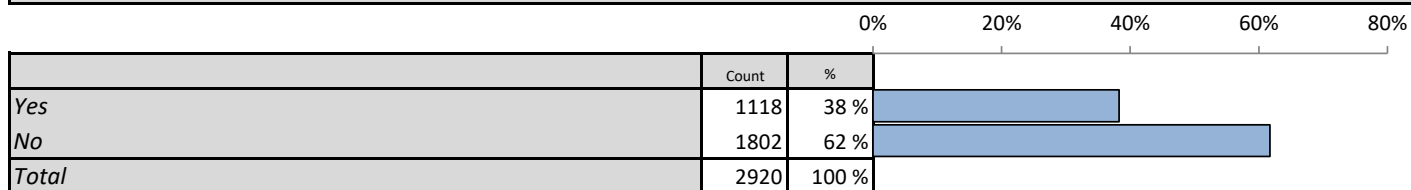
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	8%	11%	33%	20%	17%	▲ 11%	(n=1537)
	Male	6%	9%	37%	22%	20%	▼ 7%	(n=1377)
	Other	▼ 0%	17%	33%	33%	17%	▼ 0%	(n=6)
Age group	Under 35 years	▼ 3%	12%	35%	25%	16%	10%	(n=465)
	35 - 49 years	8%	11%	35%	24%	15%	7%	(n=939)
	50 - 64 years	7%	8%	34%	21%	19%	11%	(n=861)
	65 years or older	8%	10%	36%	▼ 15%	▲ 22%	9%	(n=655)
Type of resident	Apartment	7%	10%	37%	21%	16%	9%	(n=1400)
	House	7%	10%	33%	21%	20%	9%	(n=1520)
Electricity bill?	Electronic bill	7%	10%	35%	21%	19%	9%	(n=2198)
	Paper invoice	6%	10%	36%	22%	16%	9%	(n=722)
Electricity to heating	Use electricity to heat home	6%	11%	34%	22%	18%	9%	(n=1435)
	Not using electricity to heat home	8%	9%	36%	20%	18%	9%	(n=1411)
	Do not know	3%	14%	36%	16%	14%	18%	(n=74)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	▼ 4%	9%	▼ 30%	▲ 26%	▲ 27%	▼ 4%	(n=450)
	INACTIVE consumers	▲ 7%	10%	▲ 36%	▼ 20%	▼ 16%	▲ 10%	(n=2470)
Annual kWh-use	Less than 5000 kWh	7%	8%	35%	21%	19%	9%	(n=487)
	5000- 9 999 kWh	6%	10%	35%	23%	21%	▼ 6%	(n=495)
	10 000- 14 999 kWh	5%	8%	37%	24%	20%	6%	(n=384)
	15 000-19 999 kWh	5%	11%	31%	▲ 28%	21%	▼ 5%	(n=275)
	20 000 - 24 999 kWh	4%	11%	31%	25%	23%	6%	(n=181)
	More than 25 000 kWh	9%	6%	38%	13%	30%	5%	(n=64)
	Do not know	▲ 9%	11%	36%	▼ 17%	▼ 13%	▲ 14%	(n=1034)
Spending on electricity in total an average winter month	Less than 50 €	8%	10%	36%	20%	17%	9%	(n=597)
	50-100 €	6%	9%	36%	24%	19%	▼ 6%	(n=659)
	100-150 €	6%	10%	37%	23%	15%	9%	(n=411)
	150-200 €	6%	10%	34%	23%	19%	8%	(n=365)
	200-300 €	7%	9%	33%	23%	21%	7%	(n=289)
	More than 300 €	6%	9%	30%	18%	▲ 27%	9%	(n=148)
	Do not know	10%	11%	34%	▼ 14%	15%	▲ 16%	(n=451)
Country	Norway	5%	10%	35%	23%	15%	11%	(n=732)
	Sweden	5%	9%	38%	22%	17%	9%	(n=713)
	Denmark	9%	9%	33%	▼ 17%	▲ 22%	10%	(n=938)
	Finland	8%	12%	35%	22%	17%	▼ 5%	(n=537)
Total		7%	10%	35%	21%	18%	9%	(n=2920)

Q: I will be well-informed

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



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



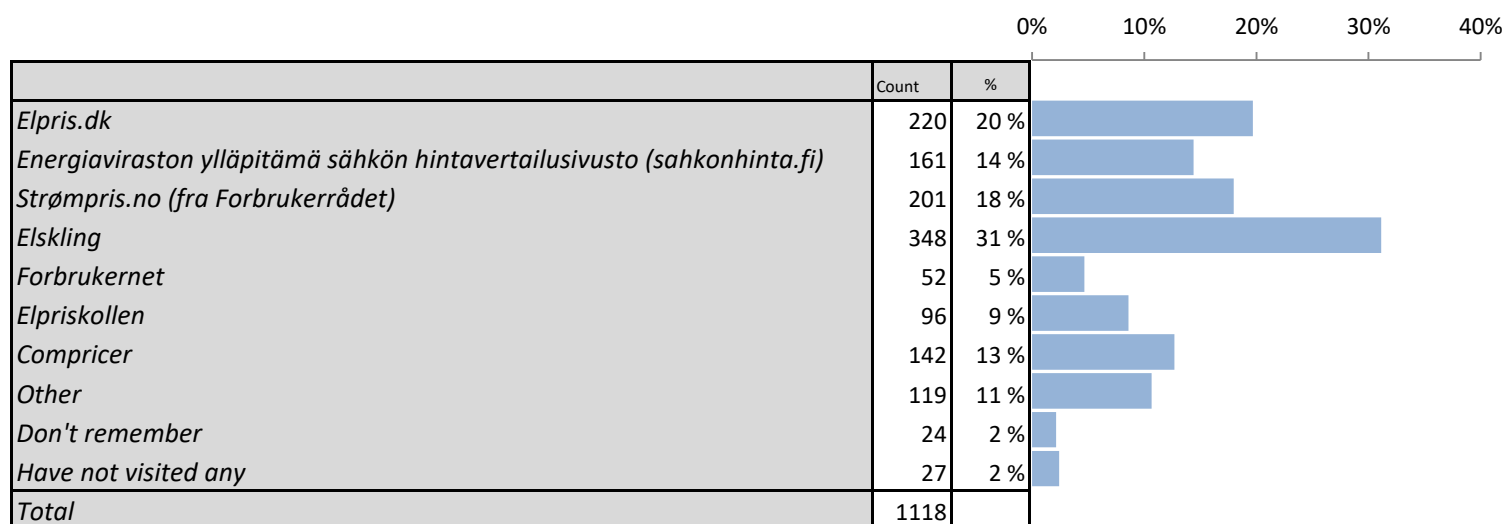
Q: Do you know of any online comparison tools for electricity contracts?

Background variables

		Yes	No	Valid N
Gender	Female	▼ 35%	▲ 65%	(n=1537)
	Male	▲ 42%	▼ 58%	(n=1377)
	Other	50%	50%	(n=6)
Age group	Under 35 years	40%	60%	(n=465)
	35 - 49 years	40%	60%	(n=939)
	50 - 64 years	38%	62%	(n=861)
	65 years or older	▼ 34%	▲ 66%	(n=655)
Type of resident	Apartment	37%	63%	(n=1400)
	House	40%	60%	(n=1520)
Electricity bill?	Electronic bill	40%	60%	(n=2198)
	Paper invoice	34%	66%	(n=722)
Electricity to heating	Use electricity to heat home	▲ 44%	▼ 56%	(n=1435)
	Not using electricity to heat home	▼ 33%	▲ 67%	(n=1411)
	Do not know	▼ 20%	▲ 80%	(n=74)
Consumer type	ACTIVE consumers	- %	- %	(n<5)
	AWARE consumers	▲ 66%	▼ 34%	(n=450)
	INACTIVE consumers	▼ 33%	▲ 67%	(n=2470)
Annual kWh-use	Less than 5000 kWh	40%	60%	(n=487)
	5000- 9 999 kWh	42%	58%	(n=495)
	10 000- 14 999 kWh	43%	57%	(n=384)
	15 000-19 999 kWh	▲ 52%	▼ 48%	(n=275)
	20 000 - 24 999 kWh	▲ 55%	▼ 45%	(n=181)
	More than 25 000 kWh	▲ 55%	▼ 45%	(n=64)
	Do not know	▼ 27%	▲ 73%	(n=1034)
Spending on electricity in total an average winter month	Less than 50 €	▼ 32%	▲ 68%	(n=597)
	50-100 €	40%	60%	(n=659)
	100-150 €	42%	58%	(n=411)
	150-200 €	▲ 47%	▼ 53%	(n=365)
	200-300 €	▲ 48%	▼ 52%	(n=289)
	More than 300 €	45%	55%	(n=148)
	Do not know	▼ 25%	▲ 75%	(n=451)
Country	Norway	▲ 43%	▼ 57%	(n=732)
	Sweden	▲ 43%	▼ 57%	(n=713)
	Denmark	▼ 33%	▲ 67%	(n=938)
	Finland	34%	66%	(n=537)
Total		38%	62%	(n=2920)

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

Several answers possible.



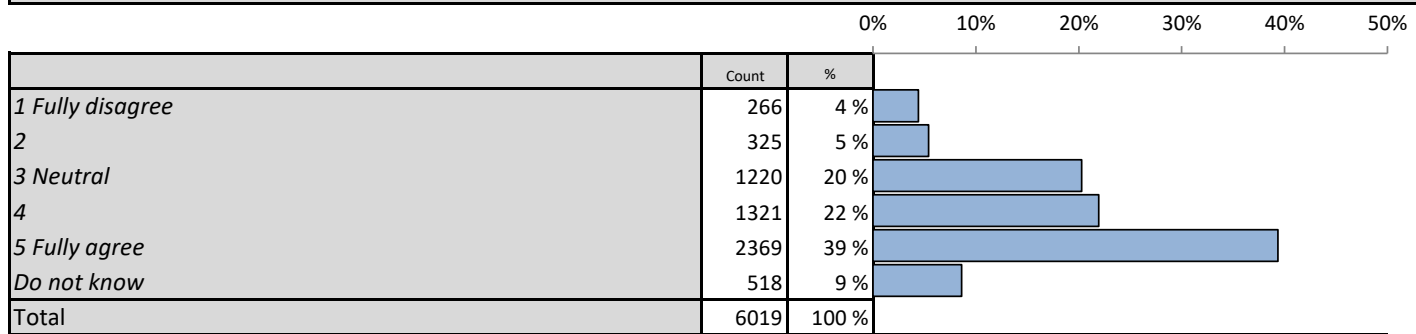
Q: What comparison tool(s) have you visited online?

Several answers possible.

Background

		Elpris.dk	Energiavirastons ylläpitämä sähkön hintavertailuvuosto (sähkön hinta.fi)	Strømpris.no (fra Forbrukerrådet)	Elsking	Forbrukernet	Elpriskollen	Compricer	Other	Don't remember	Have not visited any	Valid N
Gender	Female	20%	13%	15%	30%	4%	8%	13%	12%	▲4%	2%	(n=532)
	Male	20%	16%	20%	32%	5%	9%	12%	9%	▼1%	2%	(n=583)
	Other	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	26%	16%	▼10%	35%	3%	9%	13%	7%	▼0%	2%	(n=187)
	35 - 49 years	17%	14%	20%	▲38%	5%	7%	12%	9%	3%	2%	(n=379)
	50 - 64 years	19%	16%	18%	▼25%	5%	7%	12%	14%	3%	3%	(n=330)
	65 years or older	20%	11%	22%	25%	5%	12%	15%	11%	2%	3%	(n=222)
Type of resident	Apartment	▼16%	▲22%	▼12%	29%	4%	9%	14%	11%	3%	2%	(n=516)
	House	▲23%	▼8%	▲23%	33%	5%	8%	11%	11%	2%	3%	(n=602)
Electricity bill?	Electronic bill	▲23%	▼11%	▲21%	29%	5%	8%	12%	11%	2%	3%	(n=870)
	Paper invoice	▼8%	▲27%	▼8%	37%	3%	12%	17%	9%	1%	2%	(n=248)
Electricity to heating	Use electricity to heat home	▼12%	▼11%	▲30%	▲38%	▲8%	8%	12%	▼5%	1%	2%	(n=631)
	Not using electricity to heat home	▲29%	▲19%	▼2%	▼22%	▼1%	9%	13%	▲18%	3%	3%	(n=472)
	Do not know	33%	7%	7%	27%	▼0%	7%	20%	20%	▼0%	▼0%	(n=15)
Consumer type	ACTIVE consumers	- %	- %	- %	- %	- %	- %	- %	- %	- %	- %	(n<5)
	AWARE consumers	16%	▲26%	▲23%	33%	7%	9%	16%	8%	1%	▼0%	(n=295)
	INACTIVE consumers	21%	▼10%	▼16%	30%	4%	9%	12%	11%	2%	▲3%	(n=823)
Annual kWh-use	Less than 5000 kWh	▲32%	17%	▼4%	▼18%	▼1%	7%	13%	▲18%	4%	4%	(n=193)
	5000- 9 999 kWh	▲28%	17%	13%	26%	▼2%	11%	14%	10%	▼0%	▼0%	(n=209)
	10 000- 14 999 kWh	22%	16%	20%	35%	8%	9%	12%	▼5%	1%	1%	(n=164)
	15 000-19 999 kWh	13%	16%	▲29%	35%	7%	13%	12%	▼5%	2%	1%	(n=143)
	20 000 - 24 999 kWh	▼2%	▼6%	▲40%	▲55%	9%	10%	13%	5%	1%	1%	(n=99)
	More than 25 000 kWh	9%	11%	▲46%	26%	11%	6%	11%	▼3%	▼0%	▼0%	(n=35)
	Do not know	15%	13%	13%	32%	4%	6%	13%	▲16%	4%	▲5%	(n=275)
Spending on electricity in total an average winter month	Less than 50 €	23%	▲24%	▼3%	▼22%	▼1%	9%	17%	15%	3%	3%	(n=194)
	50-100 €	26%	16%	▼10%	▼24%	2%	9%	13%	15%	2%	3%	(n=262)
	100-150 €	25%	▼9%	25%	36%	9%	5%	8%	7%	2%	1%	(n=174)
	150-200 €	▼13%	14%	▲32%	38%	7%	6%	10%	7%	1%	▼0%	(n=173)
	200-300 €	▼12%	14%	▲28%	38%	9%	14%	12%	▼1%	▼0%	2%	(n=138)
	More than 300 €	▼5%	11%	▲35%	42%	3%	15%	15%	▼3%	3%	2%	(n=66)
	Do not know	23%	▼5%	▼10%	32%	3%	6%	14%	▲19%	5%	7%	(n=111)
Country	Norway	▼0%	▼0%	▲63%	▲47%	▲16%	▼0%	▼0%	▼2%	1%	3%	(n=317)
	Sweden	▼0%	▼0%	▼0%	▲65%	▼0%	▲31%	▲46%	▼4%	1%	2%	(n=310)
	Denmark	▲72%	▼0%	▼0%	▼0%	▼0%	▼0%	▼0%	▲24%	4%	4%	(n=306)
	Finland	▼0%	▲87%	▼0%	▼0%	▼0%	▼0%	▼0%	16%	4%	▼0%	(n=185)
Total		20%	14%	18%	31%	5%	9%	13%	11%	2%	2%	(n=1118)

Q: It is easy to switch supplier



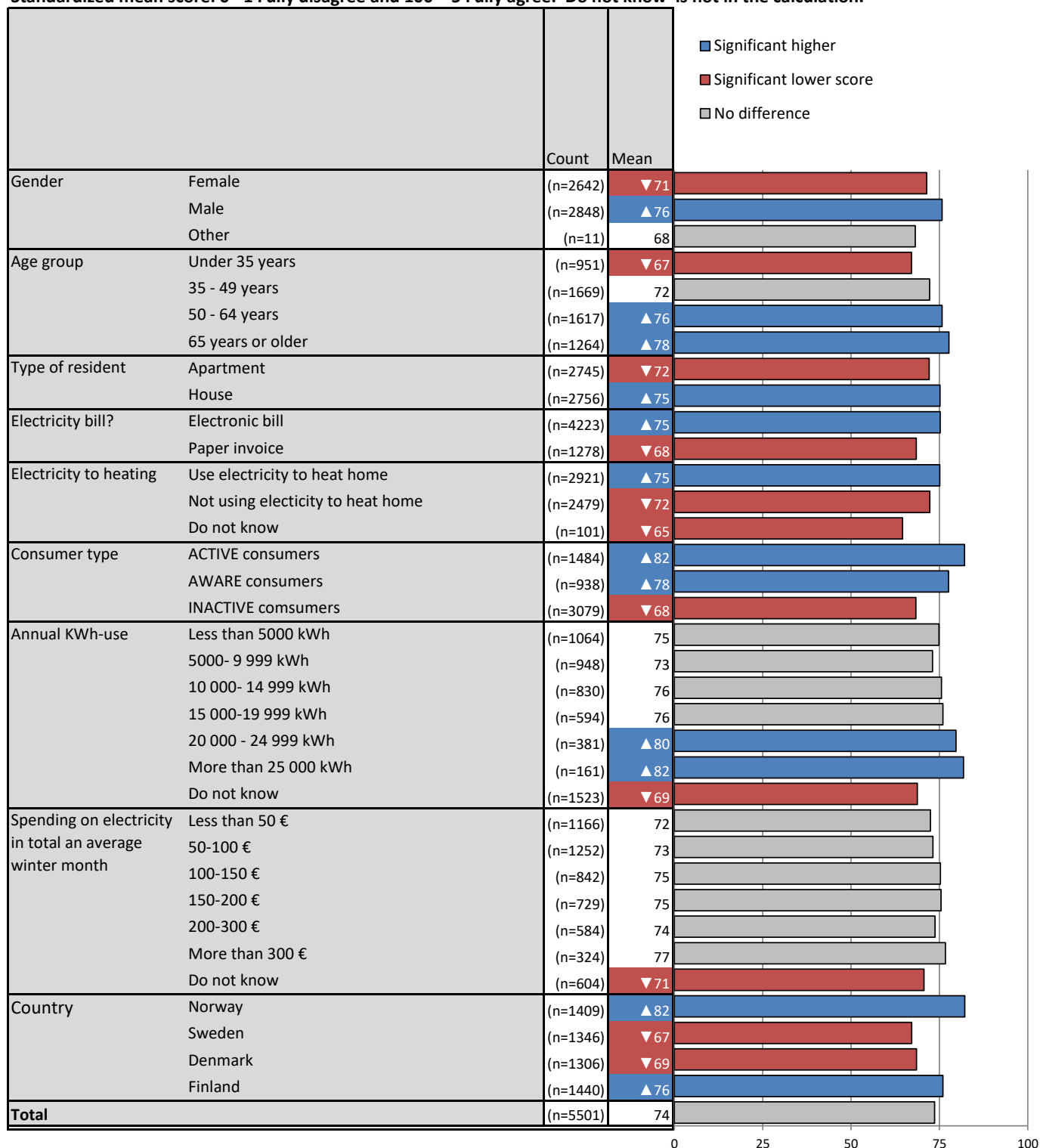
Q: It is easy to switch supplier

Background variables

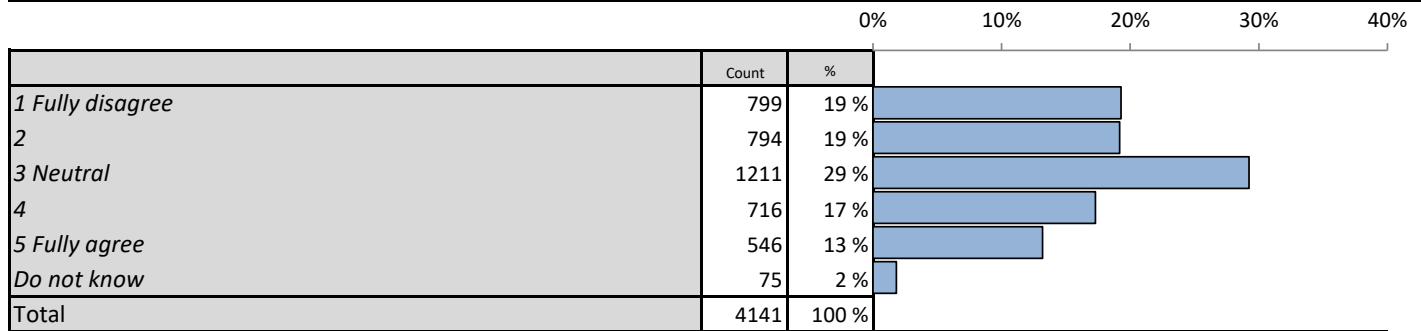
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	5%	▲7%	20%	21%	▼36%	▲11%	(n=2981)
	Male	4%	▼4%	20%	23%	▲43%	▼6%	(n=3027)
	Other	9%	▼0%	27%	36%	27%	▼0%	(n=11)
Age group	Under 35 years	4%	▲8%	▲26%	▲26%	▼27%	9%	(n=1041)
	35 - 49 years	5%	6%	20%	23%	▼37%	9%	(n=1832)
	50 - 64 years	4%	4%	19%	21%	▲43%	8%	(n=1758)
	65 years or older	5%	▼3%	▼18%	▼18%	▲48%	9%	(n=1388)
Type of resident	Apartment	▲5%	6%	20%	22%	▼38%	9%	(n=3013)
	House	▼4%	5%	20%	22%	▲41%	8%	(n=3006)
Electricity bill?	Electronic bill	4%	▼5%	▼19%	22%	▲42%	8%	(n=4615)
	Paper invoice	5%	▲8%	▲24%	22%	▼32%	9%	(n=1404)
Electricity to heating	Use electricity to heat home	4%	6%	19%	22%	▲43%	▼7%	(n=3127)
	Not using electricity to heat home	5%	5%	21%	22%	▼36%	▲10%	(n=2765)
	Do not know	2%	9%	25%	24%	▼18%	▲20%	(n=127)
Consumer type	ACTIVE consumers	3%	▼3%	▼14%	20%	▲57%	▼4%	(n=1540)
	AWARE consumers	4%	5%	▼17%	24%	▲48%	▼3%	(n=966)
	INACTIVE consumers	▲5%	▲7%	▲24%	22%	▼29%	▲12%	(n=3513)
Annual kWh-use	Less than 5000 kWh	5%	▼4%	20%	23%	41%	7%	(n=1146)
	5000- 9 999 kWh	5%	6%	19%	24%	40%	▼6%	(n=1011)
	10 000- 14 999 kWh	3%	7%	20%	21%	▲44%	▼5%	(n=875)
	15 000-19 999 kWh	4%	5%	20%	23%	▲44%	▼4%	(n=619)
	20 000 - 24 999 kWh	3%	5%	▼15%	22%	▲51%	▼5%	(n=399)
	More than 25 000 kWh	4%	▼1%	15%	20%	▲57%	▼2%	(n=165)
	Do not know	5%	6%	▲23%	20%	▼30%	▲16%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	5%	6%	20%	25%	36%	9%	(n=1281)
	50-100 €	5%	5%	20%	23%	39%	8%	(n=1363)
	100-150 €	4%	5%	18%	22%	43%	7%	(n=907)
	150-200 €	▼3%	6%	21%	22%	43%	▼6%	(n=772)
	200-300 €	6%	5%	19%	23%	42%	▼5%	(n=615)
	More than 300 €	5%	4%	16%	20%	▲48%	6%	(n=346)
	Do not know	4%	4%	▲25%	▼17%	▼32%	▲18%	(n=735)
Country	Norway	▼2%	▼2%	▼14%	21%	▲53%	▼6%	(n=1506)
	Sweden	5%	7%	▲29%	22%	▼28%	10%	(n=1501)
	Denmark	▲6%	6%	▲23%	▼19%	▼32%	▲13%	(n=1508)
	Finland	4%	7%	▼15%	▲26%	▲44%	▼4%	(n=1504)
Total		4%	5%	20%	22%	39%	9%	(n=6019)

Q: It is easy to switch supplier

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



Q: I regularly compare electricity contracts



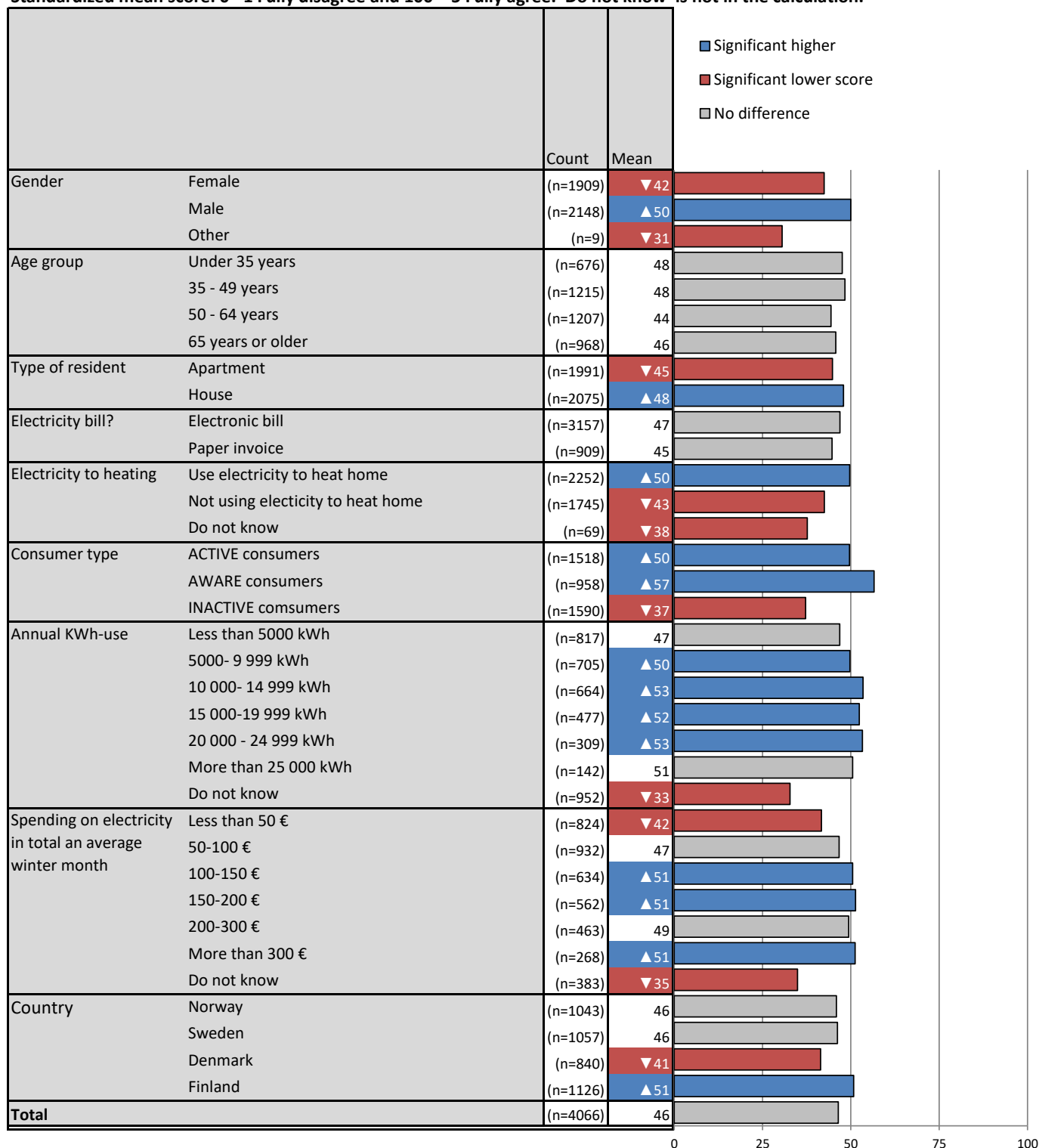
Q: I regularly compare electricity contracts

Background variables

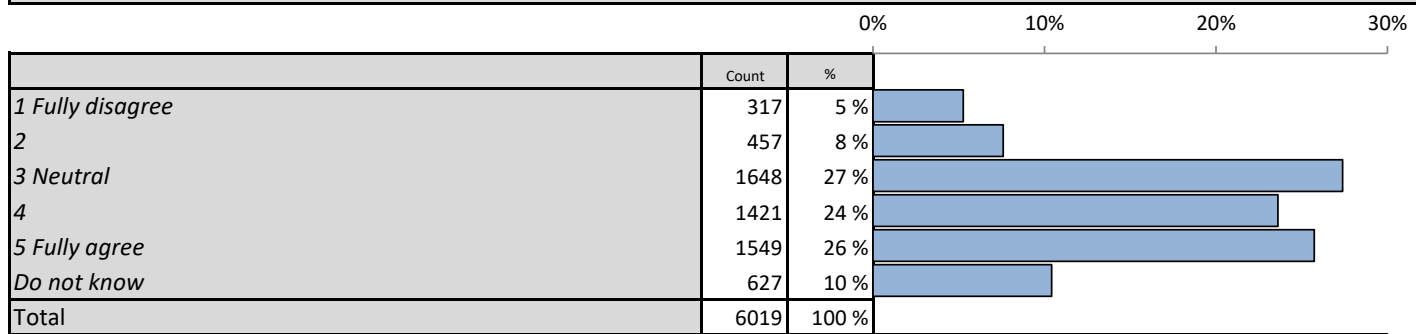
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	▲ 23%	20%	28%	16%	▼ 11%	2%	(n=1952)
	Male	▼ 16%	18%	30%	19%	▲ 16%	1%	(n=2179)
	Other	10%	50%	30%	▼ 0%	▼ 0%	10%	(n=10)
Age group	Under 35 years	17%	19%	29%	19%	12%	▲ 3%	(n=700)
	35 - 49 years	▼ 17%	20%	28%	▲ 20%	14%	2%	(n=1237)
	50 - 64 years	22%	20%	29%	15%	13%	1%	(n=1225)
	65 years or older	22%	17%	31%	15%	14%	1%	(n=979)
Type of resident	Apartment	21%	20%	29%	▼ 16%	13%	2%	(n=2031)
	House	18%	18%	29%	▲ 19%	14%	2%	(n=2110)
Electricity bill?	Electronic bill	19%	▼ 18%	30%	17%	14%	2%	(n=3207)
	Paper invoice	19%	▲ 22%	27%	17%	11%	3%	(n=934)
Electricity to heating	Use electricity to heat home	▼ 17%	18%	30%	▲ 19%	▲ 15%	2%	(n=2288)
	Not using electricity to heat home	▲ 23%	21%	28%	16%	▼ 11%	2%	(n=1779)
	Do not know	26%	16%	36%	▼ 8%	7%	7%	(n=74)
Consumer type	ACTIVE consumers	19%	▼ 17%	▼ 26%	▲ 20%	▲ 17%	1%	(n=1540)
	AWARE consumers	▼ 9%	▼ 16%	31%	▲ 25%	▲ 18%	▼ 1%	(n=966)
	INACTIVE consumers	▲ 25%	▲ 23%	31%	▼ 10%	▼ 7%	▲ 3%	(n=1635)
Annual kWh-use	Less than 5000 kWh	19%	19%	28%	19%	14%	1%	(n=827)
	5000- 9 999 kWh	▼ 15%	19%	32%	18%	15%	1%	(n=714)
	10 000- 14 999 kWh	▼ 12%	19%	29%	▲ 22%	▲ 17%	▼ 1%	(n=669)
	15 000-19 999 kWh	17%	18%	25%	20%	▲ 21%	▼ 1%	(n=480)
	20 000 - 24 999 kWh	▼ 14%	▼ 13%	33%	21%	17%	1%	(n=313)
	More than 25 000 kWh	15%	15%	35%	19%	15%	▼ 0%	(n=142)
	Do not know	▲ 31%	▲ 23%	28%	▼ 9%	▼ 4%	▲ 4%	(n=996)
Spending on electricity in total an average winter month	Less than 50 €	▲ 24%	22%	27%	15%	11%	2%	(n=839)
	50-100 €	18%	20%	29%	18%	13%	1%	(n=946)
	100-150 €	▼ 14%	19%	30%	20%	15%	1%	(n=642)
	150-200 €	▼ 14%	18%	30%	21%	16%	1%	(n=569)
	200-300 €	19%	16%	27%	19%	17%	1%	(n=468)
	More than 300 €	16%	16%	33%	19%	16%	▼ 0%	(n=269)
	Do not know	▲ 29%	18%	33%	▼ 9%	▼ 5%	▲ 6%	(n=408)
Country	Norway	19%	18%	▲ 35%	16%	11%	2%	(n=1061)
	Sweden	22%	17%	29%	16%	15%	2%	(n=1076)
	Denmark	▲ 23%	19%	32%	▼ 13%	▼ 10%	3%	(n=865)
	Finland	▼ 14%	▲ 23%	▼ 22%	▲ 24%	▲ 16%	1%	(n=1139)
Total		19%	19%	29%	17%	13%	2%	(n=4141)

Q: I regularly compare electricity contracts

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



Q: I can save money by switching electricity contract



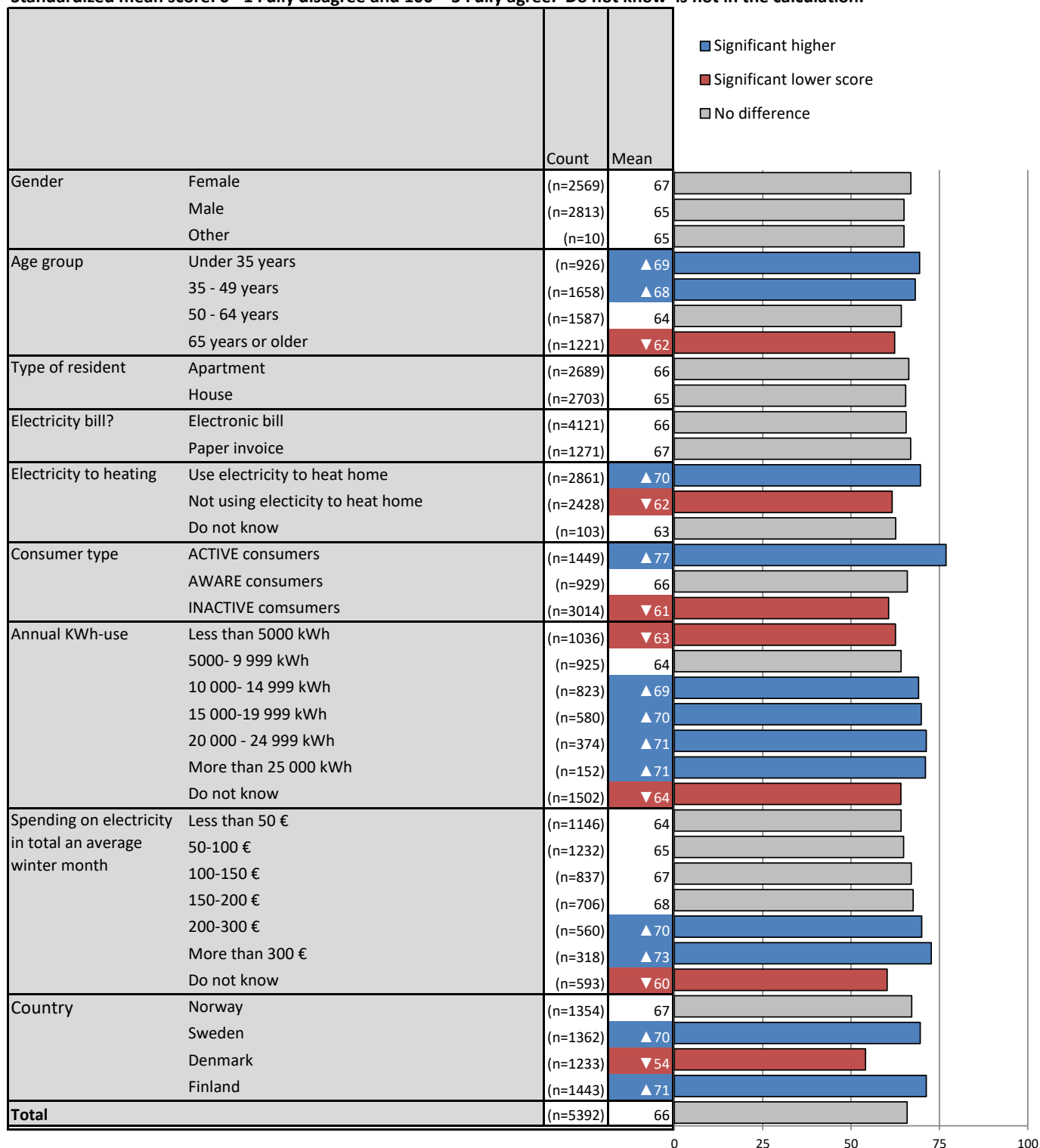
Q: I can save money by switching electricity contract

Background variables

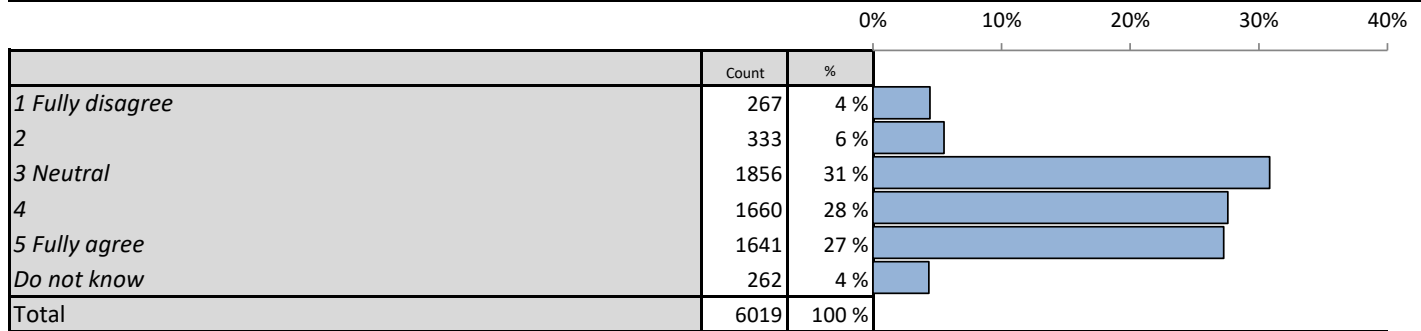
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	5%	▼7%	▼25%	24%	26%	▲14%	(n=2981)
	Male	5%	▲9%	▲30%	24%	26%	▼7%	(n=3027)
	Other	9%	9%	▼9%	45%	18%	9%	(n=11)
Age group	Under 35 years	▼3%	6%	▼23%	▲31%	25%	11%	(n=1041)
	35 - 49 years	▼4%	7%	27%	25%	28%	9%	(n=1832)
	50 - 64 years	▲7%	8%	27%	21%	26%	10%	(n=1758)
	65 years or older	6%	8%	▲32%	▼19%	▼23%	12%	(n=1388)
Type of resident	Apartment	6%	7%	26%	24%	26%	11%	(n=3013)
	House	5%	8%	28%	23%	25%	10%	(n=3006)
Electricity bill?	Electronic bill	5%	8%	28%	23%	25%	11%	(n=4615)
	Paper invoice	5%	8%	25%	26%	27%	9%	(n=1404)
Electricity to heating	Use electricity to heat home	▼3%	▼6%	▼26%	▲26%	▲30%	▼9%	(n=3127)
	Not using electricity to heat home	▲7%	9%	▲29%	▼21%	▼21%	▲12%	(n=2765)
	Do not know	4%	13%	24%	18%	22%	▲19%	(n=127)
Consumer type	ACTIVE consumers	▼3%	▼3%	▼19%	26%	▲42%	▼6%	(n=1540)
	AWARE consumers	5%	10%	28%	25%	28%	▼4%	(n=966)
	INACTIVE consumers	▲6%	▲9%	▲31%	▼22%	▼18%	▲14%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▲8%	9%	28%	▼20%	25%	10%	(n=1146)
	5000- 9 999 kWh	6%	▲10%	28%	23%	25%	9%	(n=1011)
	10 000- 14 999 kWh	4%	7%	26%	▲27%	▲30%	▼6%	(n=875)
	15 000-19 999 kWh	5%	6%	24%	26%	▲32%	▼6%	(n=619)
	20 000 - 24 999 kWh	▼3%	6%	27%	24%	▲34%	▼6%	(n=399)
	More than 25 000 kWh	4%	▼4%	29%	23%	33%	8%	(n=165)
	Do not know	5%	7%	28%	24%	▼20%	▲17%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	▲7%	9%	▼24%	25%	25%	11%	(n=1281)
	50-100 €	5%	7%	▲30%	23%	24%	10%	(n=1363)
	100-150 €	4%	7%	31%	25%	26%	▼8%	(n=907)
	150-200 €	4%	8%	26%	25%	28%	9%	(n=772)
	200-300 €	5%	7%	▼21%	26%	▲32%	9%	(n=615)
	More than 300 €	4%	▼4%	22%	26%	▲35%	8%	(n=346)
	Do not know	6%	8%	▲32%	▼17%	▼18%	▲19%	(n=735)
Country	Norway	▼3%	7%	▲31%	24%	25%	10%	(n=1506)
	Sweden	5%	▼6%	▼24%	25%	▲30%	9%	(n=1501)
	Denmark	▲8%	▲10%	▲36%	▼15%	▼12%	▲18%	(n=1508)
	Finland	5%	8%	▼18%	▲30%	▲35%	▼4%	(n=1504)
Total		5%	8%	27%	24%	26%	10%	(n=6019)

Q: I can save money by switching electricity contract

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



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



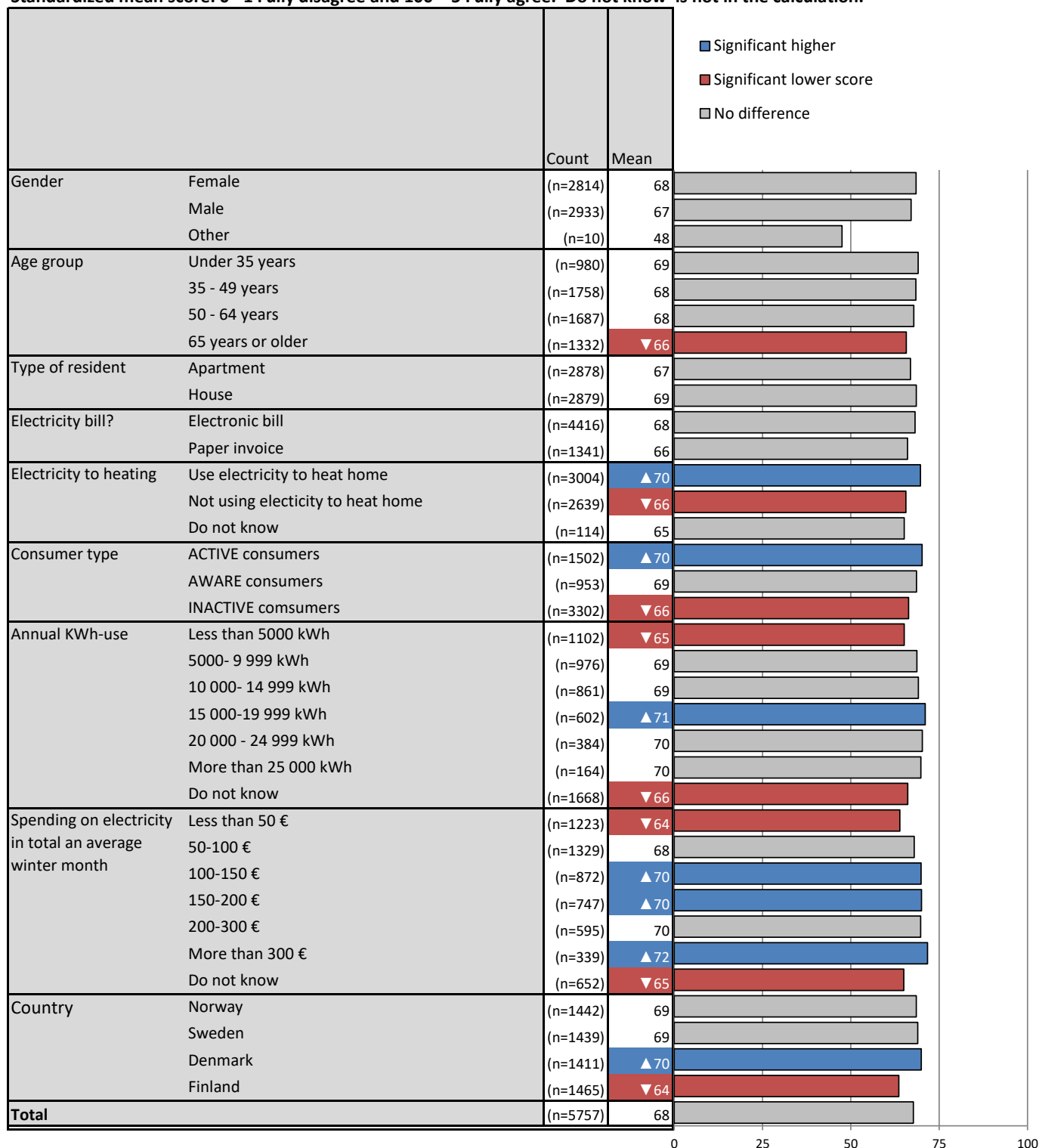
Q: I would like to be better informed about the price I pay for electricity

Background variables

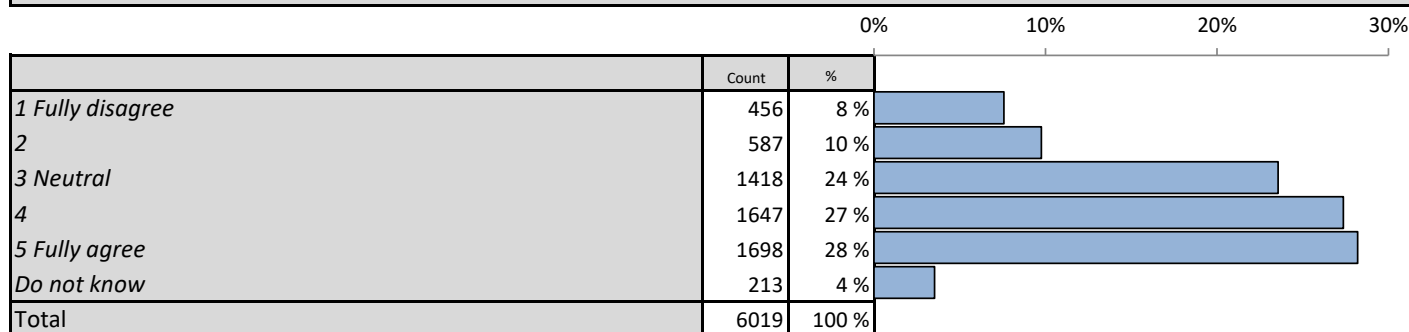
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	4%	5%	30%	27%	28%	▲6%	(n=2981)
	Male	5%	6%	32%	28%	26%	▼3%	(n=3027)
	Other	9%	18%	45%	▼9%	▼9%	9%	(n=11)
Age group	Under 35 years	▼3%	7%	28%	▲31%	26%	6%	(n=1041)
	35 - 49 years	4%	6%	29%	▲31%	27%	4%	(n=1832)
	50 - 64 years	5%	5%	31%	26%	29%	4%	(n=1758)
	65 years or older	▲6%	5%	▲35%	▼23%	27%	4%	(n=1388)
Type of resident	Apartment	5%	6%	31%	27%	26%	4%	(n=3013)
	House	4%	5%	31%	28%	28%	4%	(n=3006)
Electricity bill?	Electronic bill	4%	▼5%	31%	28%	28%	4%	(n=4615)
	Paper invoice	5%	▲7%	31%	27%	25%	4%	(n=1404)
Electricity to heating	Use electricity to heat home	4%	6%	▼28%	29%	▲30%	4%	(n=3127)
	Not using electricity to heat home	▲5%	5%	▲34%	26%	▼25%	5%	(n=2765)
	Do not know	2%	8%	31%	29%	▼19%	▲10%	(n=127)
Consumer type	ACTIVE consumers	4%	5%	▼27%	29%	▲31%	▼2%	(n=1540)
	AWARE consumers	5%	5%	31%	30%	29%	▼1%	(n=966)
	INACTIVE consumers	4%	6%	▲32%	▼26%	▼25%	▲6%	(n=3513)
Annual kWh-use	Less than 5000 kWh	5%	6%	▲34%	26%	25%	4%	(n=1146)
	5000- 9 999 kWh	4%	5%	29%	29%	29%	3%	(n=1011)
	10 000- 14 999 kWh	4%	5%	31%	29%	30%	▼2%	(n=875)
	15 000-19 999 kWh	3%	5%	27%	31%	31%	3%	(n=619)
	20 000 - 24 999 kWh	4%	5%	27%	30%	31%	4%	(n=399)
	More than 25 000 kWh	6%	4%	26%	33%	31%	▼1%	(n=165)
	Do not know	5%	5%	32%	▼25%	▼25%	▲8%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	5%	7%	▲35%	27%	▼21%	5%	(n=1281)
	50-100 €	4%	6%	31%	27%	28%	▼2%	(n=1363)
	100-150 €	3%	▼4%	30%	30%	28%	4%	(n=907)
	150-200 €	4%	5%	29%	28%	31%	3%	(n=772)
	200-300 €	5%	6%	▼26%	28%	▲32%	3%	(n=615)
	More than 300 €	5%	▼3%	▼25%	32%	▲33%	▼2%	(n=346)
	Do not know	5%	6%	32%	▼22%	24%	▲11%	(n=735)
Country	Norway	5%	5%	29%	29%	28%	4%	(n=1506)
	Sweden	4%	▼4%	32%	26%	29%	4%	(n=1501)
	Denmark	4%	▼4%	31%	▼24%	▲31%	▲6%	(n=1508)
	Finland	5%	▲9%	31%	▲31%	▼21%	▼3%	(n=1504)
Total		4%	6%	31%	28%	27%	4%	(n=6019)

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

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



Q: My bill is simple and easy to understand



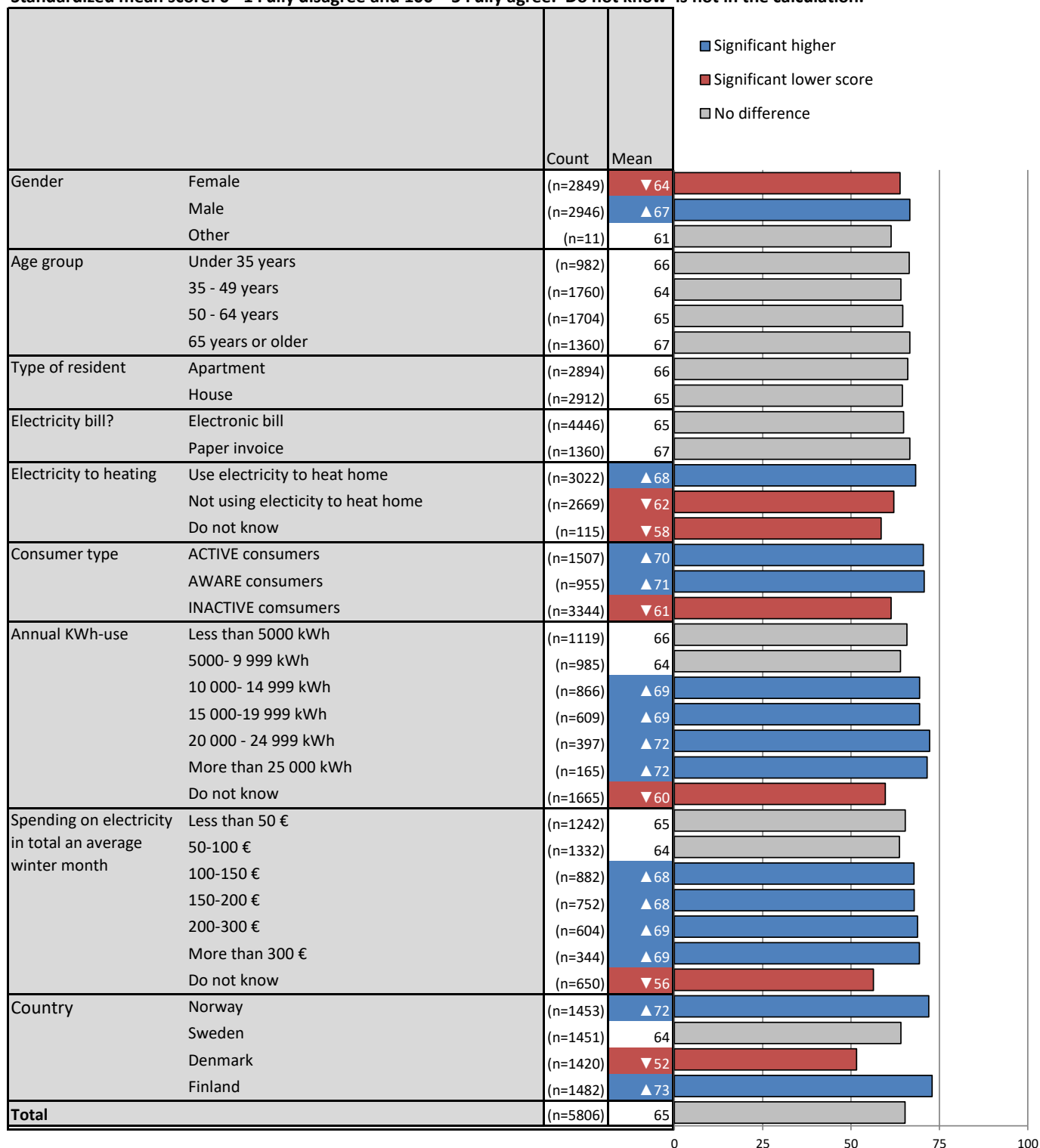
Q: My bill is simple and easy to understand

Background variables

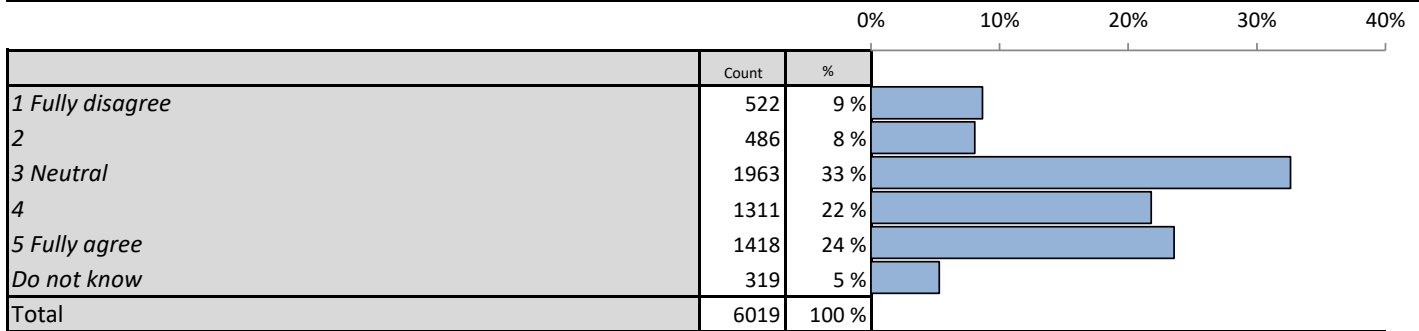
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	8%	10%	24%	27%	27%	▲4%	(n=2981)
	Male	7%	9%	23%	28%	▲30%	▼3%	(n=3027)
	Other	▼0%	18%	27%	45%	▼9%	▼0%	(n=11)
Age group	Under 35 years	▼4%	10%	25%	▲32%	▼24%	▲6%	(n=1041)
	35 - 49 years	7%	10%	26%	29%	▼24%	4%	(n=1832)
	50 - 64 years	▲9%	9%	22%	27%	29%	3%	(n=1758)
	65 years or older	9%	10%	21%	▼22%	▲36%	▼2%	(n=1388)
Type of resident	Apartment	7%	10%	23%	27%	30%	4%	(n=3013)
	House	8%	10%	24%	28%	27%	3%	(n=3006)
Electricity bill?	Electronic bill	8%	10%	24%	27%	28%	4%	(n=4615)
	Paper invoice	6%	9%	24%	28%	29%	3%	(n=1404)
Electricity to heating	Use electricity to heat home	▼5%	9%	22%	29%	▲31%	3%	(n=3127)
	Not using electricity to heat home	▲10%	11%	25%	▼26%	▼26%	3%	(n=2765)
	Do not know	11%	7%	28%	28%	▼16%	▲9%	(n=127)
Consumer type	ACTIVE consumers	▼6%	▼7%	▼20%	▲31%	▲34%	▼2%	(n=1540)
	AWARE consumers	▼6%	9%	▼17%	30%	▲36%	▼1%	(n=966)
	INACTIVE consumers	▲9%	▲11%	▲27%	▼25%	▼24%	▲5%	(n=3513)
Annual kWh-use	Less than 5000 kWh	9%	10%	▼21%	27%	31%	▼2%	(n=1146)
	5000- 9 999 kWh	7%	11%	25%	28%	26%	3%	(n=1011)
	10 000- 14 999 kWh	6%	8%	21%	30%	▲33%	▼1%	(n=875)
	15 000-19 999 kWh	5%	8%	22%	31%	32%	▼2%	(n=619)
	20 000 - 24 999 kWh	▼5%	8%	▼18%	31%	▲38%	▼1%	(n=399)
	More than 25 000 kWh	7%	6%	19%	29%	▲39%	▼0%	(n=165)
	Do not know	▲9%	11%	▲28%	▼24%	▼21%	▲8%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	8%	10%	21%	28%	29%	3%	(n=1281)
	50-100 €	8%	▲12%	23%	28%	27%	▼2%	(n=1363)
	100-150 €	6%	8%	23%	29%	30%	3%	(n=907)
	150-200 €	7%	8%	22%	30%	31%	3%	(n=772)
	200-300 €	6%	9%	21%	28%	▲34%	▼2%	(n=615)
	More than 300 €	7%	9%	21%	28%	▲35%	▼1%	(n=346)
	Do not know	▲10%	9%	▲33%	▼20%	▼16%	▲12%	(n=735)
Country	Norway	▼4%	▼6%	22%	▲30%	▲34%	4%	(n=1506)
	Sweden	9%	9%	25%	26%	28%	3%	(n=1501)
	Denmark	▲14%	▲15%	▲30%	▼20%	▼14%	▲6%	(n=1508)
	Finland	▼3%	8%	▼17%	▲33%	▲36%	▼1%	(n=1504)
Total		8%	10%	24%	27%	28%	4%	(n=6019)

Q: My bill is simple and easy to understand

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



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

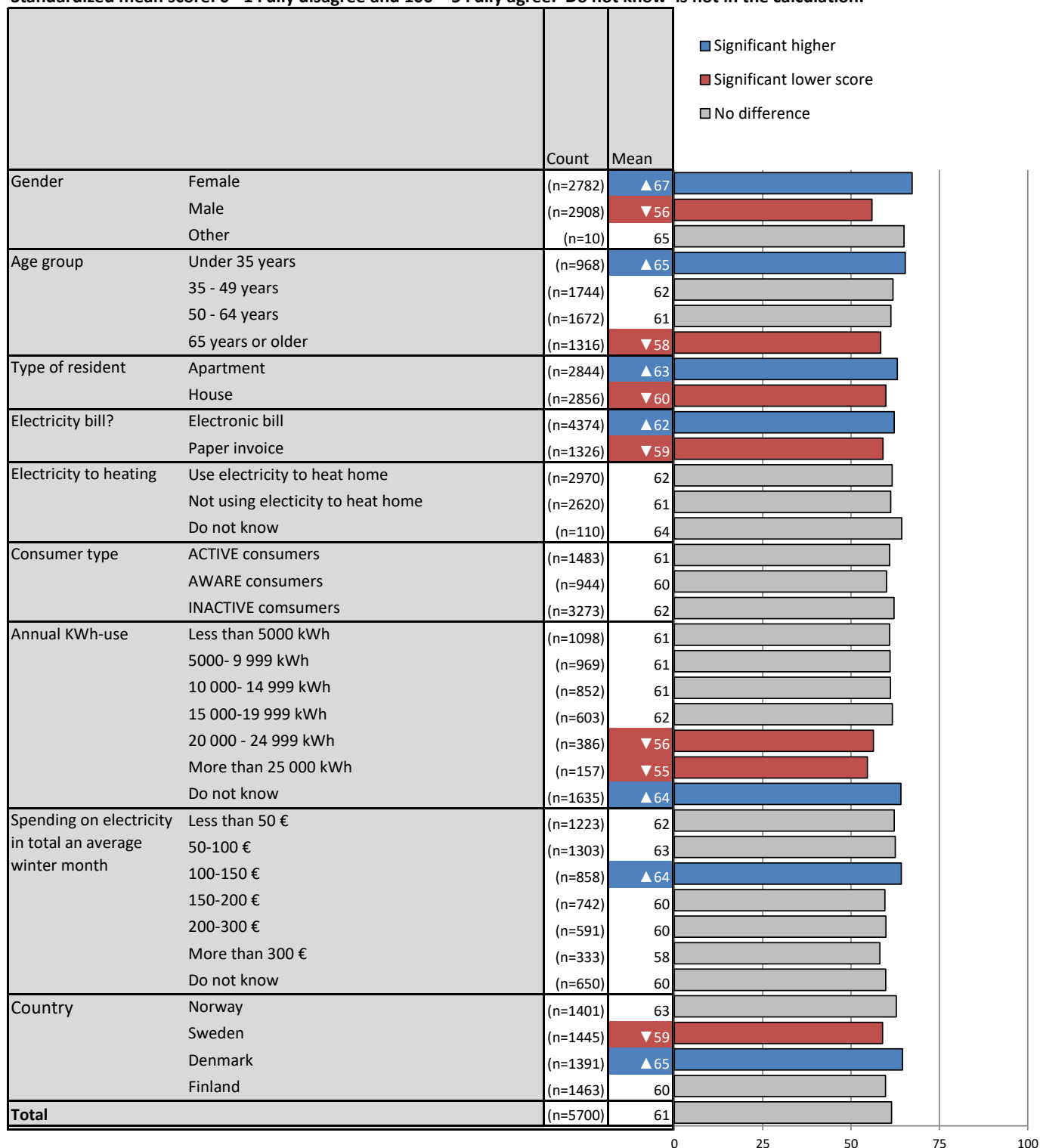


Q: It is important to have a green electricity contract (electricity from renewable energy sources, for example hydro, solar or wind)

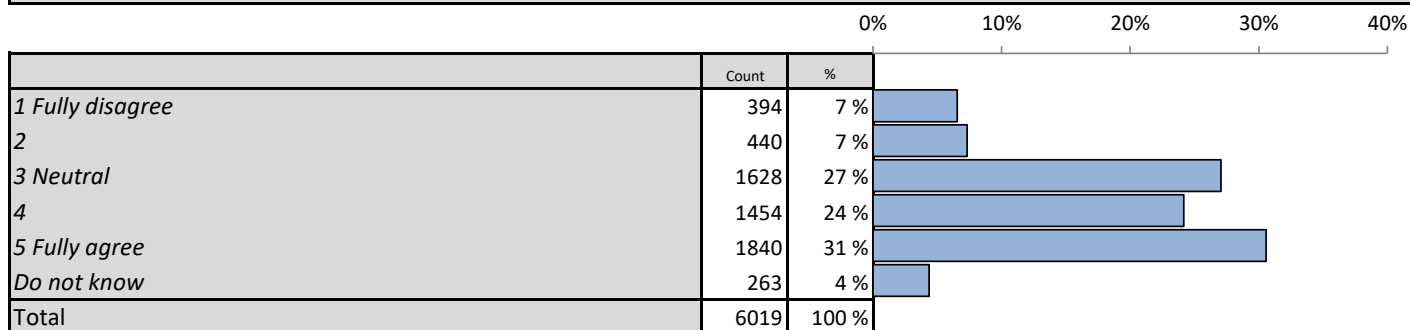
Background variables

		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	▼ 5%	▼ 5%	32%	▲ 24%	▲ 28%	▲ 7%	(n=2981)
	Male	▲ 12%	▲ 11%	34%	▼ 20%	▼ 19%	▼ 4%	(n=3027)
	Other	9%	▼ 0%	36%	18%	27%	9%	(n=11)
Age group	Under 35 years	▼ 5%	8%	▼ 29%	▲ 26%	25%	7%	(n=1041)
	35 - 49 years	8%	8%	32%	24%	23%	5%	(n=1832)
	50 - 64 years	9%	7%	33%	20%	24%	5%	(n=1758)
	65 years or older	▲ 11%	9%	35%	▼ 18%	22%	5%	(n=1388)
Type of resident	Apartment	8%	8%	31%	22%	▲ 25%	6%	(n=3013)
	House	10%	8%	34%	21%	▼ 22%	5%	(n=3006)
Electricity bill?	Electronic bill	9%	8%	32%	22%	▲ 25%	5%	(n=4615)
	Paper invoice	9%	10%	35%	21%	▼ 20%	6%	(n=1404)
Electricity to heating	Use electricity to heat home	9%	8%	32%	22%	24%	5%	(n=3127)
	Not using electricity to heat home	9%	8%	33%	22%	23%	5%	(n=2765)
	Do not know	6%	▼ 4%	33%	20%	23%	▲ 13%	(n=127)
Consumer type	ACTIVE consumers	10%	9%	30%	22%	25%	▼ 4%	(n=1540)
	AWARE consumers	11%	9%	32%	22%	24%	▼ 2%	(n=966)
	INACTIVE consumers	▼ 7%	8%	34%	21%	23%	▲ 7%	(n=3513)
Annual kWh-use	Less than 5000 kWh	10%	8%	32%	21%	25%	4%	(n=1146)
	5000- 9 999 kWh	9%	10%	30%	23%	23%	4%	(n=1011)
	10 000- 14 999 kWh	8%	9%	35%	23%	23%	▼ 3%	(n=875)
	15 000-19 999 kWh	9%	9%	32%	24%	24%	▼ 3%	(n=619)
	20 000 - 24 999 kWh	▲ 14%	10%	33%	18%	22%	3%	(n=399)
	More than 25 000 kWh	▲ 16%	10%	30%	18%	21%	5%	(n=165)
	Do not know	▼ 6%	▼ 6%	33%	21%	24%	▲ 9%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	9%	8%	33%	21%	25%	5%	(n=1281)
	50-100 €	8%	9%	31%	24%	24%	4%	(n=1363)
	100-150 €	▼ 5%	8%	33%	25%	24%	5%	(n=907)
	150-200 €	10%	9%	34%	21%	22%	4%	(n=772)
	200-300 €	12%	9%	31%	20%	25%	4%	(n=615)
	More than 300 €	▲ 14%	7%	32%	18%	24%	4%	(n=346)
	Do not know	8%	7%	35%	19%	▼ 19%	▲ 12%	(n=735)
Country	Norway	9%	7%	31%	23%	25%	▲ 7%	(n=1506)
	Sweden	10%	8%	▲ 37%	21%	▼ 21%	▼ 4%	(n=1501)
	Denmark	▼ 7%	7%	31%	21%	▲ 27%	▲ 8%	(n=1508)
	Finland	9%	▲ 11%	33%	23%	22%	▼ 3%	(n=1504)
Total		9%	8%	33%	22%	24%	5%	(n=6019)

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



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



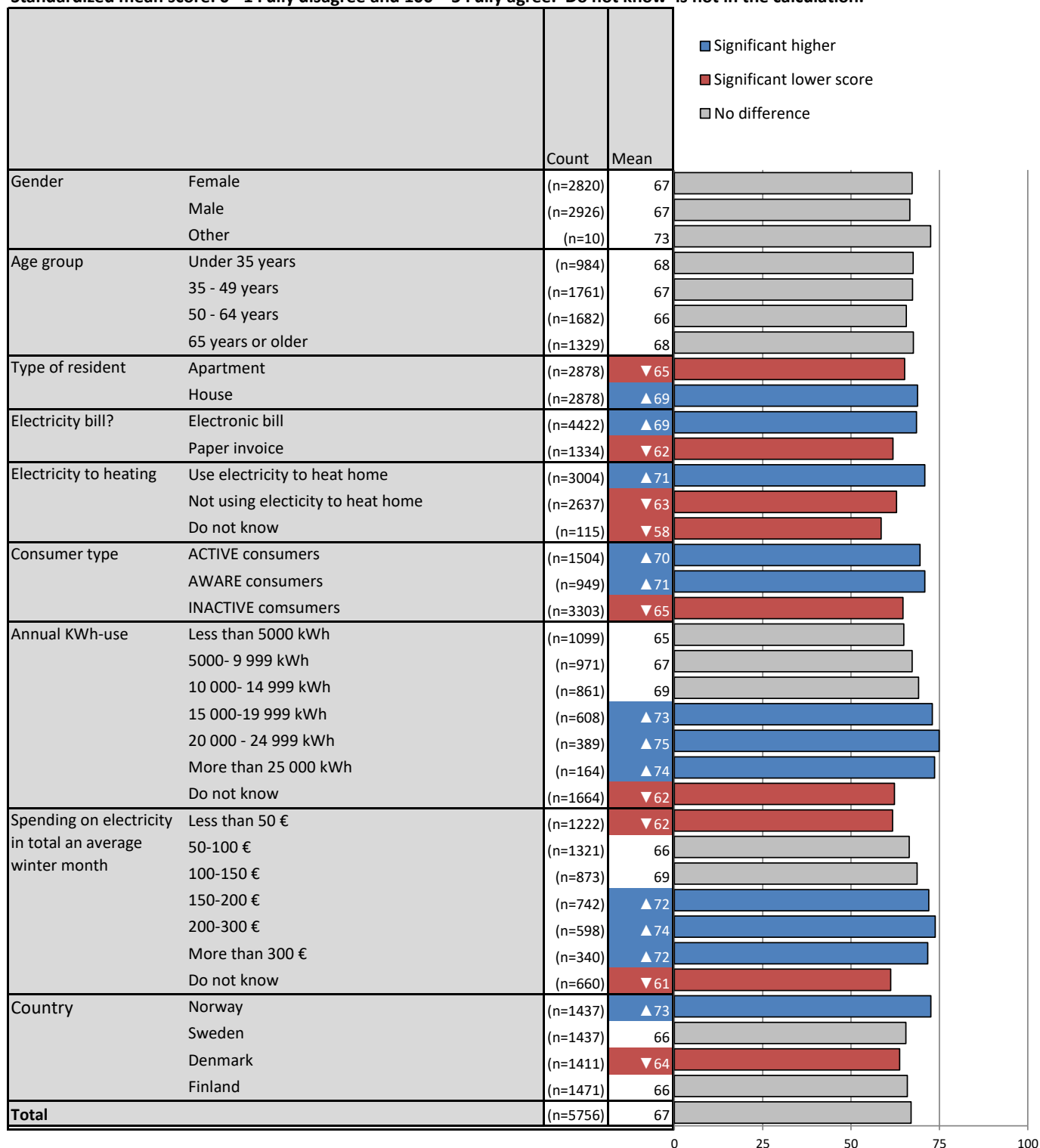
Q: I want to get updated information about my consumption (e.g. online or in an app)

Background variables

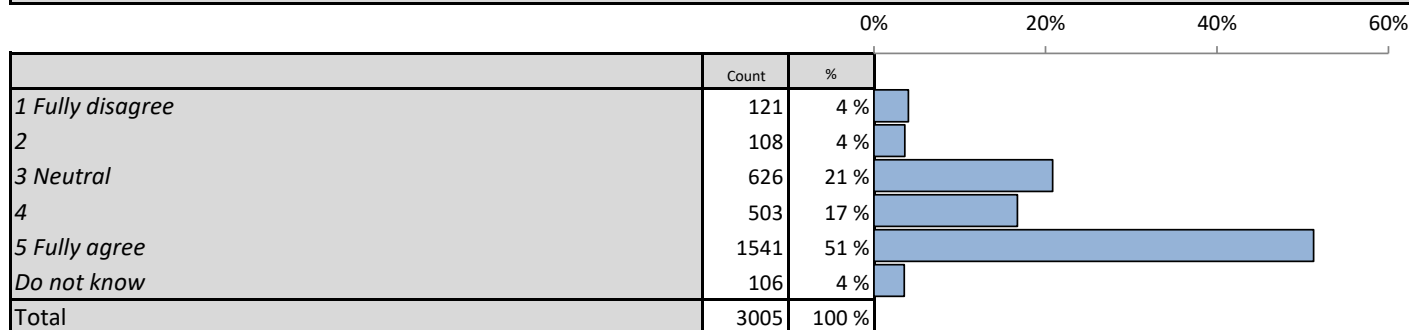
		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	7%	7%	25%	24%	31%	▲5%	(n=2981)
	Male	6%	8%	▲29%	25%	30%	▼3%	(n=3027)
	Other	▼0%	18%	▼0%	45%	27%	9%	(n=11)
Age group	Under 35 years	▼4%	9%	25%	▲29%	27%	5%	(n=1041)
	35 - 49 years	6%	7%	27%	▲27%	30%	4%	(n=1832)
	50 - 64 years	▲8%	7%	28%	23%	30%	4%	(n=1758)
	65 years or older	7%	7%	27%	▼19%	▲35%	4%	(n=1388)
Type of resident	Apartment	7%	▲9%	28%	25%	▼28%	4%	(n=3013)
	House	6%	▼6%	27%	24%	▲33%	4%	(n=3006)
Electricity bill?	Electronic bill	6%	▼7%	26%	24%	▲33%	4%	(n=4615)
	Paper invoice	8%	▲10%	29%	26%	▼22%	5%	(n=1404)
Electricity to heating	Use electricity to heat home	▼5%	6%	▼24%	▲26%	▲35%	4%	(n=3127)
	Not using electricity to heat home	▲9%	8%	▲30%	▼22%	▼26%	5%	(n=2765)
	Do not know	9%	8%	36%	20%	▼18%	9%	(n=127)
Consumer type	ACTIVE consumers	5%	7%	▼24%	▲27%	▲34%	▼2%	(n=1540)
	AWARE consumers	5%	6%	25%	25%	▲37%	▼2%	(n=966)
	INACTIVE consumers	▲7%	8%	▲29%	▼23%	▼27%	▲6%	(n=3513)
Annual kWh-use	Less than 5000 kWh	8%	8%	28%	23%	29%	4%	(n=1146)
	5000- 9 999 kWh	6%	7%	28%	23%	31%	4%	(n=1011)
	10 000- 14 999 kWh	5%	8%	▼23%	▲29%	32%	▼2%	(n=875)
	15 000-19 999 kWh	▼4%	6%	▼22%	28%	▲38%	▼2%	(n=619)
	20 000 - 24 999 kWh	▼3%	▼4%	25%	24%	▲42%	3%	(n=399)
	More than 25 000 kWh	4%	5%	25%	24%	▲41%	▼1%	(n=165)
	Do not know	▲8%	8%	▲30%	▼22%	▼24%	▲8%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	▲9%	▲10%	29%	24%	▼24%	5%	(n=1281)
	50-100 €	6%	7%	28%	26%	29%	▼3%	(n=1363)
	100-150 €	5%	8%	26%	25%	32%	4%	(n=907)
	150-200 €	▼4%	6%	24%	25%	▲37%	4%	(n=772)
	200-300 €	▼4%	6%	▼21%	25%	▲41%	3%	(n=615)
	More than 300 €	6%	▼4%	23%	27%	▲38%	▼2%	(n=346)
	Do not know	9%	7%	▲34%	▼17%	▼24%	▲10%	(n=735)
Country	Norway	▼4%	▼6%	▼24%	24%	▲38%	5%	(n=1506)
	Sweden	7%	7%	30%	23%	29%	4%	(n=1501)
	Denmark	▲9%	7%	29%	▼20%	28%	▲6%	(n=1508)
	Finland	6%	▲9%	26%	▲29%	▼28%	▼2%	(n=1504)
Total		7%	7%	27%	24%	31%	4%	(n=6019)

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

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



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

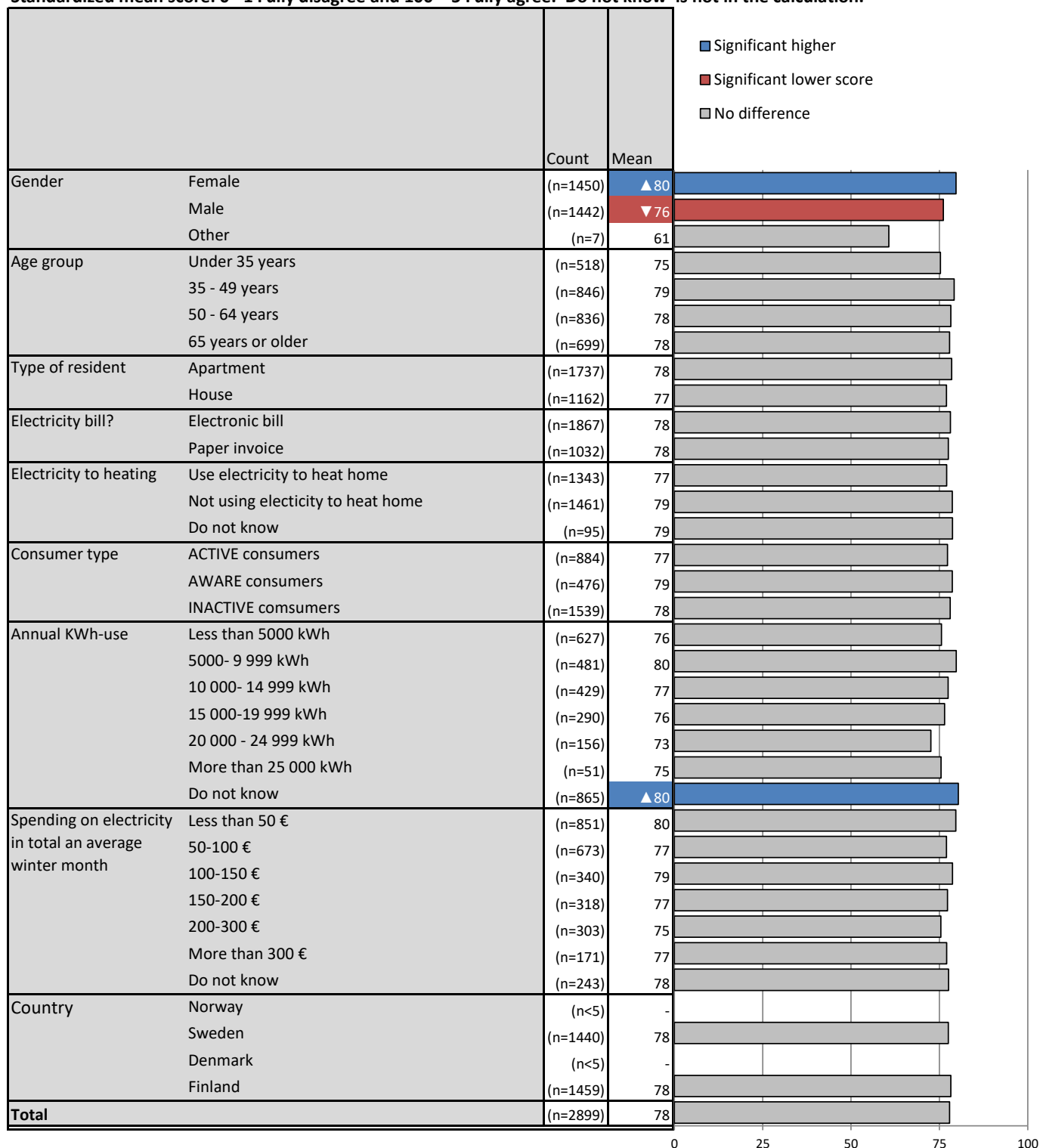


Q: I would prefer to get all my electricity costs on one bill instead of two separate bills from the supplier and the network company

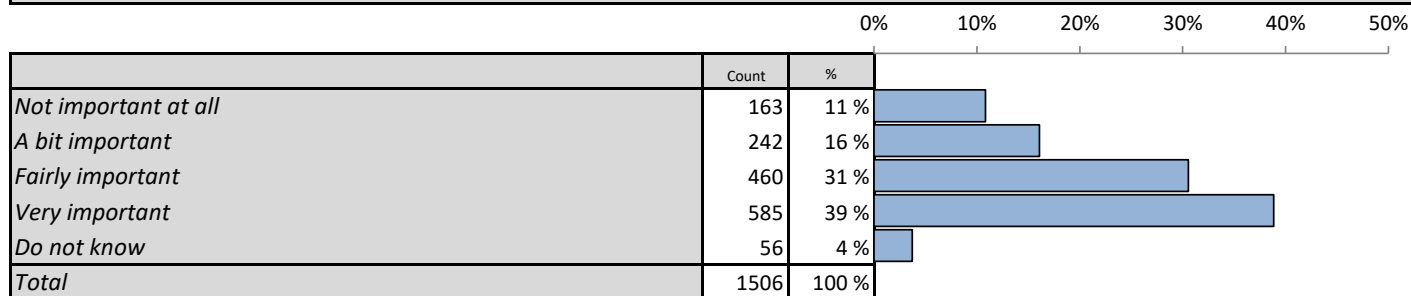
Background variables

		1 Fully disagree	2	3 Neutral	4	5 Fully agree	Do not know	Valid N
Gender	Female	4%	4%	19%	▼ 14%	▲ 56%	4%	(n=1504)
	Male	4%	3%	22%	▲ 19%	▼ 47%	3%	(n=1494)
	Other	▼ 0%	▲ 43%	14%	▼ 0%	43%	▼ 0%	(n=7)
Age group	Under 35 years	3%	4%	25%	▲ 22%	▼ 42%	5%	(n=545)
	35 - 49 years	▼ 3%	3%	20%	▲ 20%	51%	3%	(n=872)
	50 - 64 years	4%	4%	20%	▼ 13%	54%	4%	(n=871)
	65 years or older	▲ 6%	3%	20%	▼ 13%	56%	3%	(n=717)
Type of resident	Apartment	4%	3%	21%	15%	53%	4%	(n=1803)
	House	4%	4%	20%	19%	49%	3%	(n=1202)
Electricity bill?	Electronic bill	4%	4%	20%	17%	52%	3%	(n=1928)
	Paper invoice	4%	4%	22%	16%	50%	4%	(n=1077)
Electricity to heating	Use electricity to heat home	4%	4%	22%	18%	49%	4%	(n=1393)
	Not using electricity to heat home	4%	4%	19%	15%	▲ 54%	3%	(n=1512)
	Do not know	▼ 0%	2%	26%	23%	44%	5%	(n=100)
Consumer type	ACTIVE consumers	5%	4%	20%	17%	52%	▼ 2%	(n=902)
	AWARE consumers	5%	3%	18%	19%	53%	2%	(n=488)
	INACTIVE consumers	3%	3%	22%	16%	50%	▲ 5%	(n=1615)
Annual kWh-use	Less than 5000 kWh	▲ 6%	4%	21%	16%	50%	2%	(n=641)
	5000- 9 999 kWh	3%	3%	20%	16%	55%	3%	(n=494)
	10 000- 14 999 kWh	4%	5%	19%	▲ 21%	50%	2%	(n=437)
	15 000-19 999 kWh	5%	4%	18%	▲ 23%	47%	3%	(n=298)
	20 000 - 24 999 kWh	7%	4%	26%	14%	46%	3%	(n=160)
	More than 25 000 kWh	8%	▼ 0%	25%	16%	51%	▼ 0%	(n=51)
	Do not know	▼ 2%	3%	22%	14%	53%	▲ 6%	(n=924)
Spending on electricity in total an average winter month	Less than 50 €	4%	3%	20%	15%	▲ 56%	3%	(n=873)
	50-100 €	5%	4%	19%	19%	50%	3%	(n=694)
	100-150 €	3%	3%	23%	16%	53%	2%	(n=346)
	150-200 €	4%	4%	19%	20%	48%	5%	(n=335)
	200-300 €	7%	5%	18%	18%	50%	3%	(n=313)
	More than 300 €	5%	2%	23%	15%	51%	3%	(n=177)
	Do not know	▼ 0%	3%	▲ 30%	12%	46%	▲ 9%	(n=267)
Country	Norway	- %	- %	- %	- %	- %	- %	(n<5)
	Sweden	4%	3%	▲ 24%	▼ 15%	51%	4%	(n=1501)
	Denmark	- %	- %	- %	- %	- %	- %	(n<5)
	Finland	4%	5%	▼ 18%	▲ 19%	52%	3%	(n=1504)
Total		4%	4%	21%	17%	51%	4%	(n=3005)

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



Q: 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 network company?

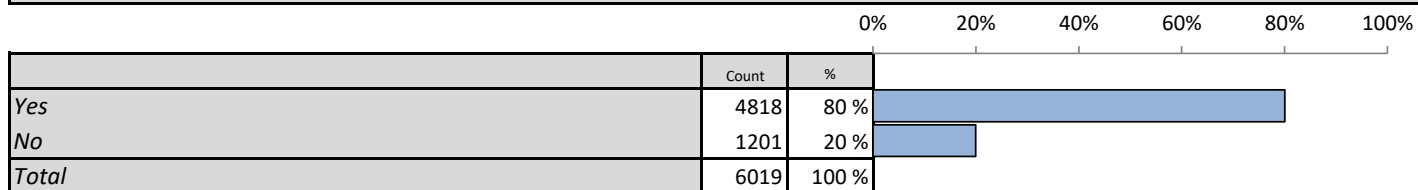


Q: If you should switch supplier, how important would it be to get all electricity costs on one bill instead of two separate bills from the supplier and the network company?

Background variables

		Not important at all	A bit important	Fairly important	Very important	Do not know	Valid N
Gender	Female	9%	16%	31%	39%	4%	(n=730)
	Male	12%	16%	30%	39%	3%	(n=774)
	Other	- %	- %	- %	- %	- %	(n<5)
Age group	Under 35 years	▼ 3%	21%	34%	35%	7%	(n=244)
	35 - 49 years	10%	17%	31%	37%	4%	(n=533)
	50 - 64 years	13%	14%	31%	39%	3%	(n=407)
	65 years or older	▲ 16%	13%	25%	43%	2%	(n=322)
Type of resident	Apartment	10%	15%	30%	41%	4%	(n=629)
	House	12%	17%	31%	38%	3%	(n=877)
Electricity bill?	Electronic bill	▲ 11%	16%	30%	39%	3%	(n=1335)
	Paper invoice	▼ 6%	17%	35%	36%	7%	(n=171)
Electricity to heating	Use electricity to heat home	11%	16%	31%	39%	4%	(n=1370)
	Not using electricity to heat home	11%	18%	27%	40%	5%	(n=131)
	Do not know	▼ 0%	20%	20%	40%	20%	(n=5)
Consumer type	ACTIVE consumers	9%	15%	31%	41%	4%	(n=391)
	AWARE consumers	▲ 19%	17%	27%	36%	▼ 1%	(n=283)
	INACTIVE consumers	9%	16%	32%	39%	5%	(n=832)
Annual kWh-use	Less than 5000 kWh	22%	15%	25%	37%	2%	(n=60)
	5000- 9 999 kWh	13%	12%	29%	43%	2%	(n=177)
	10 000- 14 999 kWh	9%	16%	33%	40%	3%	(n=264)
	15 000-19 999 kWh	11%	19%	30%	40%	▼ 1%	(n=245)
	20 000 - 24 999 kWh	14%	13%	30%	43%	▼ 0%	(n=220)
	More than 25 000 kWh	18%	19%	23%	38%	▼ 1%	(n=103)
	Do not know	▼ 6%	17%	33%	35%	▲ 9%	(n=437)
Spending on electricity in total an average winter month	Less than 50 €	21%	16%	23%	36%	4%	(n=73)
	50-100 €	12%	14%	34%	37%	3%	(n=254)
	100-150 €	9%	19%	29%	39%	4%	(n=344)
	150-200 €	10%	15%	33%	39%	3%	(n=319)
	200-300 €	11%	13%	31%	44%	2%	(n=234)
	More than 300 €	14%	18%	24%	44%	▼ 0%	(n=136)
	Do not know	8%	16%	32%	31%	▲ 13%	(n=146)
Country	Norway	11%	16%	31%	39%	4%	(n=1506)
	Sweden	- %	- %	- %	- %	- %	(n<5)
	Denmark	- %	- %	- %	- %	- %	(n<5)
	Finland	- %	- %	- %	- %	- %	(n<5)
Total		11%	16%	31%	39%	4%	(n=1506)

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

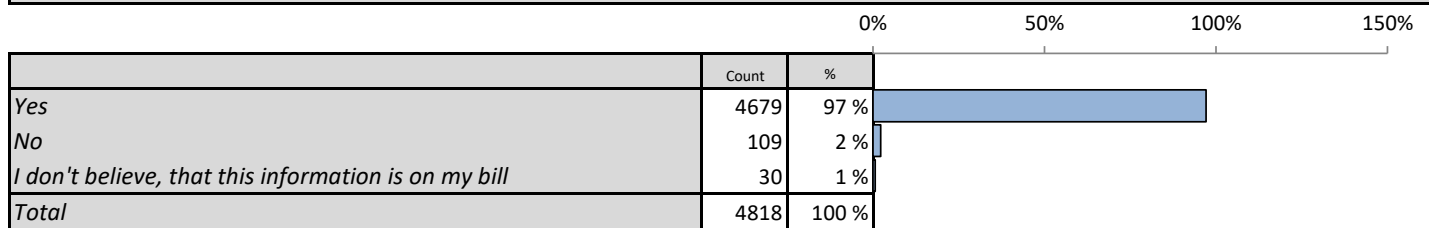


Q: Do you read the information presented on your electricity bill?

Background variables

		Yes	No	Valid N
Gender	Female	▼ 78%	▲ 22%	(n=2981)
	Male	▲ 83%	▼ 17%	(n=3027)
	Other	64%	36%	(n=11)
Age group	Under 35 years	▼ 73%	▲ 27%	(n=1041)
	35 - 49 years	▼ 75%	▲ 25%	(n=1832)
	50 - 64 years	▲ 83%	▼ 17%	(n=1758)
	65 years or older	▲ 89%	▼ 11%	(n=1388)
Type of resident	Apartment	▼ 78%	▲ 22%	(n=3013)
	House	▲ 82%	▼ 18%	(n=3006)
Electricity bill?	Electronic bill	80%	20%	(n=4615)
	Paper invoice	81%	19%	(n=1404)
Electricity to heating	Use electricity to heat home	▲ 83%	▼ 17%	(n=3127)
	Not using electricity to heat home	▼ 78%	▲ 22%	(n=2765)
	Do not know	▼ 65%	▲ 35%	(n=127)
Consumer type	ACTIVE consumers	▲ 87%	▼ 13%	(n=1540)
	AWARE consumers	▲ 91%	▼ 9%	(n=966)
	INACTIVE consumers	▼ 74%	▲ 26%	(n=3513)
Annual kWh-use	Less than 5000 kWh	▲ 85%	▼ 15%	(n=1146)
	5000- 9 999 kWh	▲ 84%	▼ 16%	(n=1011)
	10 000- 14 999 kWh	▲ 86%	▼ 14%	(n=875)
	15 000-19 999 kWh	▲ 88%	▼ 12%	(n=619)
	20 000 - 24 999 kWh	▲ 88%	▼ 12%	(n=399)
	More than 25 000 kWh	▲ 92%	▼ 8%	(n=165)
	Do not know	▼ 66%	▲ 34%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	77%	23%	(n=1281)
	50-100 €	82%	18%	(n=1363)
	100-150 €	81%	19%	(n=907)
	150-200 €	▲ 84%	▼ 16%	(n=772)
	200-300 €	▲ 87%	▼ 13%	(n=615)
	More than 300 €	▲ 87%	▼ 13%	(n=346)
	Do not know	▼ 67%	▲ 33%	(n=735)
Country	Norway	▲ 84%	▼ 16%	(n=1506)
	Sweden	▼ 76%	▲ 24%	(n=1501)
	Denmark	▼ 75%	▲ 25%	(n=1508)
	Finland	▲ 85%	▼ 15%	(n=1504)
Total		80%	20%	(n=6019)

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

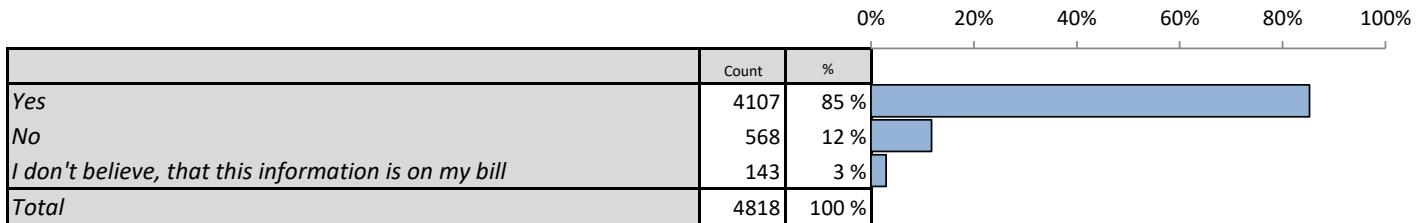


Q: [I look at the total amount I have to pay] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	98%	▼ 2%	1%	(n=2312)
	Male	97%	▲ 3%	1%	(n=2499)
	Other	▲ 100%	▼ 0%	▼ 0%	(n=7)
Age group	Under 35 years	▼ 93%	▲ 6%	1%	(n=758)
	35 - 49 years	97%	3%	0%	(n=1376)
	50 - 64 years	98%	▼ 1%	1%	(n=1455)
	65 years or older	▲ 99%	▼ 1%	1%	(n=1229)
Type of resident	Apartment	97%	3%	1%	(n=2346)
	House	98%	2%	1%	(n=2472)
Electricity bill?	Electronic bill	97%	2%	1%	(n=3684)
	Paper invoice	97%	3%	1%	(n=1134)
Electricity to heating	Use electricity to heat home	97%	▲ 3%	1%	(n=2580)
	Not using electricity to heat home	▲ 98%	▼ 1%	1%	(n=2156)
	Do not know	95%	4%	1%	(n=82)
Consumer type	ACTIVE consumers	▲ 99%	▼ 1%	0%	(n=1339)
	AWARE consumers	97%	3%	1%	(n=882)
	INACTIVE consumers	▼ 96%	3%	1%	(n=2597)
Annual kWh-use	Less than 5000 kWh	97%	2%	0%	(n=973)
	5000- 9 999 kWh	97%	3%	1%	(n=848)
	10 000- 14 999 kWh	96%	3%	1%	(n=752)
	15 000-19 999 kWh	97%	2%	1%	(n=544)
	20 000 - 24 999 kWh	97%	2%	0%	(n=353)
	More than 25 000 kWh	97%	1%	1%	(n=151)
	Do not know	98%	2%	1%	(n=1197)
Spending on electricity in total an average winter month	Less than 50 €	▲ 98%	▼ 1%	0%	(n=992)
	50-100 €	97%	3%	1%	(n=1118)
	100-150 €	96%	3%	1%	(n=737)
	150-200 €	97%	3%	1%	(n=648)
	200-300 €	97%	3%	0%	(n=533)
	More than 300 €	98%	1%	1%	(n=301)
	Do not know	97%	2%	1%	(n=489)
Country	Norway	97%	2%	1%	(n=1266)
	Sweden	97%	3%	0%	(n=1148)
	Denmark	▼ 96%	▲ 4%	1%	(n=1127)
	Finland	▲ 98%	▼ 1%	0%	(n=1277)
Total		97%	2%	1%	(n=4818)

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

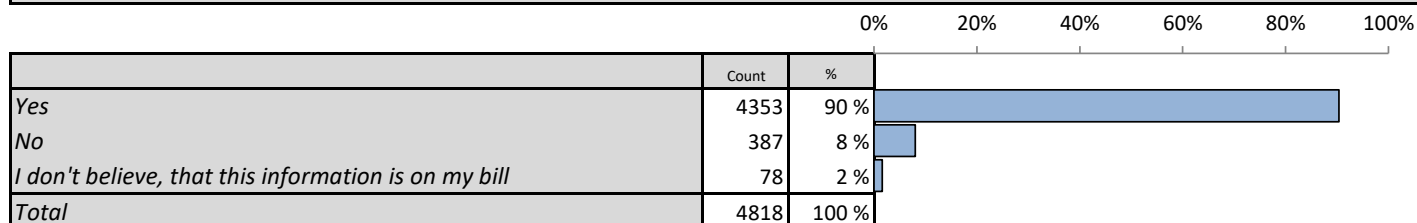


Q: [I look at the specification of the different price elements that my electricity cost is based on?] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	86%	11%	3%	(n=2312)
	Male	85%	13%	3%	(n=2499)
	Other	86%	14%	▼ 0%	(n=7)
Age group	Under 35 years	▼ 78%	▲ 18%	4%	(n=758)
	35 - 49 years	85%	12%	3%	(n=1376)
	50 - 64 years	87%	11%	▼ 2%	(n=1455)
	65 years or older	▲ 88%	▼ 9%	3%	(n=1229)
Type of resident	Apartment	84%	12%	4%	(n=2346)
	House	86%	11%	2%	(n=2472)
Electricity bill?	Electronic bill	86%	12%	3%	(n=3684)
	Paper invoice	84%	12%	4%	(n=1134)
Electricity to heating	Use electricity to heat home	85%	12%	3%	(n=2580)
	Not using electricity to heat home	86%	12%	3%	(n=2156)
	Do not know	83%	13%	4%	(n=82)
Consumer type	ACTIVE consumers	▲ 89%	▼ 8%	2%	(n=1339)
	AWARE consumers	▲ 89%	▼ 8%	2%	(n=882)
	INACTIVE consumers	▼ 82%	▲ 15%	▲ 4%	(n=2597)
Annual KWh-use	Less than 5000 kWh	▲ 88%	▼ 9%	2%	(n=973)
	5000- 9 999 kWh	88%	▼ 9%	3%	(n=848)
	10 000- 14 999 kWh	85%	12%	3%	(n=752)
	15 000-19 999 kWh	86%	12%	2%	(n=544)
	20 000 - 24 999 kWh	89%	9%	2%	(n=353)
	More than 25 000 kWh	87%	10%	3%	(n=151)
	Do not know	▼ 79%	▲ 16%	▲ 4%	(n=1197)
Spending on electricity in total an average winter month	Less than 50 €	86%	11%	3%	(n=992)
	50-100 €	87%	10%	3%	(n=1118)
	100-150 €	85%	12%	3%	(n=737)
	150-200 €	83%	13%	4%	(n=648)
	200-300 €	85%	13%	2%	(n=533)
	More than 300 €	▲ 91%	▼ 7%	2%	(n=301)
	Do not know	▼ 80%	▲ 17%	4%	(n=489)
Country	Norway	85%	11%	4%	(n=1266)
	Sweden	83%	14%	3%	(n=1148)
	Denmark	84%	14%	3%	(n=1127)
	Finland	▲ 89%	▼ 9%	2%	(n=1277)
Total		85%	12%	3%	(n=4818)

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

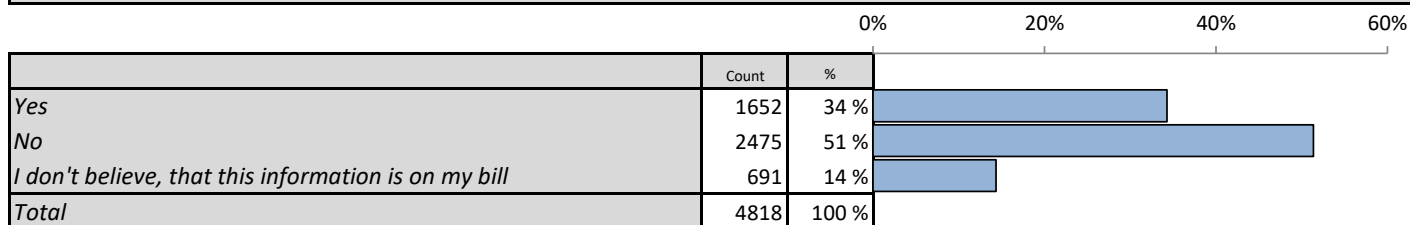


Q: [I look at the specification of the electricity consumption that my bill is based on] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	90%	9%	2%	(n=2312)
	Male	91%	8%	2%	(n=2499)
	Other	71%	29%	▼0%	(n=7)
Age group	Under 35 years	▼81%	▲15%	▲4%	(n=758)
	35 - 49 years	91%	8%	1%	(n=1376)
	50 - 64 years	92%	7%	1%	(n=1455)
	65 years or older	▲94%	▼5%	▼1%	(n=1229)
Type of resident	Apartment	▼88%	▲10%	2%	(n=2346)
	House	▲92%	▼6%	1%	(n=2472)
Electricity bill?	Electronic bill	▲91%	▼7%	1%	(n=3684)
	Paper invoice	▼87%	▲10%	2%	(n=1134)
Electricity to heating	Use electricity to heat home	90%	8%	2%	(n=2580)
	Not using electricity to heat home	91%	7%	1%	(n=2156)
	Do not know	▼80%	▲20%	▼0%	(n=82)
Consumer type	ACTIVE consumers	▲93%	▼6%	▼1%	(n=1339)
	AWARE consumers	92%	▼6%	2%	(n=882)
	INACTIVE consumers	▼88%	▲10%	▲2%	(n=2597)
Annual kWh-use	Less than 5000 kWh	▲94%	▼5%	1%	(n=973)
	5000- 9 999 kWh	91%	7%	2%	(n=848)
	10 000- 14 999 kWh	92%	7%	1%	(n=752)
	15 000-19 999 kWh	91%	7%	2%	(n=544)
	20 000 - 24 999 kWh	▲95%	▼4%	1%	(n=353)
	More than 25 000 kWh	▲95%	▼4%	1%	(n=151)
	Do not know	▼83%	▲14%	2%	(n=1197)
Spending on electricity in total an average winter month	Less than 50 €	89%	10%	1%	(n=992)
	50-100 €	91%	7%	2%	(n=1118)
	100-150 €	90%	8%	2%	(n=737)
	150-200 €	90%	9%	2%	(n=648)
	200-300 €	93%	6%	1%	(n=533)
	More than 300 €	93%	6%	1%	(n=301)
	Do not know	89%	9%	2%	(n=489)
Country	Norway	▲93%	▼6%	1%	(n=1266)
	Sweden	88%	▲10%	1%	(n=1148)
	Denmark	91%	6%	▲3%	(n=1127)
	Finland	89%	9%	1%	(n=1277)
Total		90%	8%	2%	(n=4818)

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

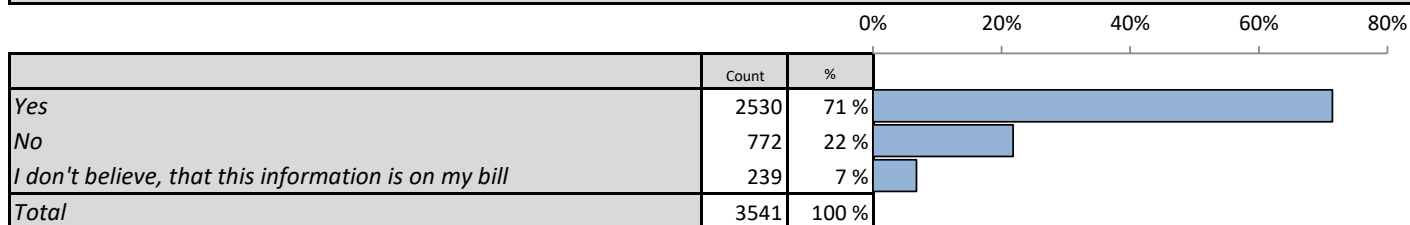


Q: [I look at the date when my contract expires] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	▼ 31%	53%	16%	(n=2312)
	Male	▲ 37%	50%	13%	(n=2499)
	Other	29%	43%	29%	(n=7)
Age group	Under 35 years	38%	▼ 46%	16%	(n=758)
	35 - 49 years	32%	54%	14%	(n=1376)
	50 - 64 years	33%	53%	14%	(n=1455)
	65 years or older	36%	50%	14%	(n=1229)
Type of resident	Apartment	35%	50%	15%	(n=2346)
	House	34%	52%	14%	(n=2472)
Electricity bill?	Electronic bill	35%	51%	14%	(n=3684)
	Paper invoice	33%	52%	14%	(n=1134)
Electricity to heating	Use electricity to heat home	34%	51%	15%	(n=2580)
	Not using electricity to heat home	35%	52%	14%	(n=2156)
	Do not know	▼ 23%	55%	22%	(n=82)
Consumer type	ACTIVE consumers	▲ 42%	▼ 46%	▼ 12%	(n=1339)
	AWARE consumers	38%	▼ 46%	16%	(n=882)
	INACTIVE consumers	▼ 29%	▲ 56%	15%	(n=2597)
Annual kWh-use	Less than 5000 kWh	▲ 39%	▼ 47%	15%	(n=973)
	5000- 9 999 kWh	38%	50%	12%	(n=848)
	10 000- 14 999 kWh	▲ 39%	47%	13%	(n=752)
	15 000-19 999 kWh	38%	49%	13%	(n=544)
	20 000 - 24 999 kWh	32%	53%	15%	(n=353)
	More than 25 000 kWh	31%	46%	▲ 23%	(n=151)
	Do not know	▼ 25%	▲ 60%	15%	(n=1197)
Spending on electricity in total an average winter month	Less than 50 €	33%	51%	17%	(n=992)
	50-100 €	33%	54%	12%	(n=1118)
	100-150 €	37%	50%	13%	(n=737)
	150-200 €	34%	53%	13%	(n=648)
	200-300 €	34%	50%	16%	(n=533)
	More than 300 €	38%	▼ 44%	19%	(n=301)
	Do not know	33%	52%	15%	(n=489)
Country	Norway	▼ 23%	▲ 58%	▲ 19%	(n=1266)
	Sweden	▲ 42%	▼ 45%	12%	(n=1148)
	Denmark	33%	53%	14%	(n=1127)
	Finland	▲ 39%	49%	12%	(n=1277)
Total		34%	51%	14%	(n=4818)

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

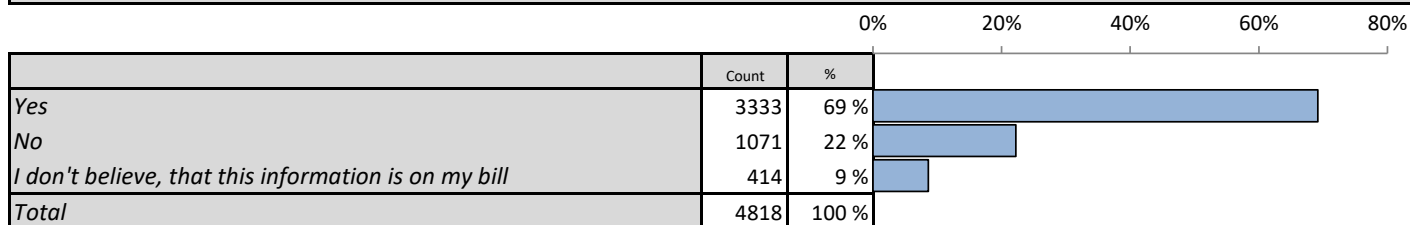


Q: [I look at my estimated yearly consumption] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	▼ 68%	▲ 24%	▲ 8%	(n=1684)
	Male	▲ 75%	▼ 20%	▼ 5%	(n=1853)
	Other	- %	- %	- %	(n<5)
Age group	Under 35 years	▼ 60%	▲ 29%	▲ 11%	(n=550)
	35 - 49 years	▼ 67%	▲ 26%	7%	(n=1040)
	50 - 64 years	▲ 76%	19%	▼ 5%	(n=1038)
	65 years or older	▲ 78%	▼ 16%	6%	(n=913)
Type of resident	Apartment	▼ 66%	▲ 25%	▲ 8%	(n=1521)
	House	▲ 75%	▼ 19%	▼ 5%	(n=2020)
Electricity bill?	Electronic bill	▲ 73%	21%	6%	(n=2933)
	Paper invoice	▼ 66%	25%	9%	(n=608)
Electricity to heating	Use electricity to heat home	70%	23%	7%	(n=2071)
	Not using electricity to heat home	▲ 74%	20%	6%	(n=1416)
	Do not know	▼ 56%	31%	13%	(n=54)
Consumer type	ACTIVE consumers	75%	19%	6%	(n=889)
	AWARE consumers	▲ 76%	▼ 17%	7%	(n=621)
	INACTIVE consumers	▼ 69%	▲ 25%	7%	(n=2031)
Annual kWh-use	Less than 5000 kWh	▲ 78%	▼ 15%	6%	(n=665)
	5000- 9 999 kWh	▲ 78%	▼ 17%	6%	(n=620)
	10 000- 14 999 kWh	75%	20%	5%	(n=569)
	15 000-19 999 kWh	73%	20%	6%	(n=415)
	20 000 - 24 999 kWh	75%	18%	7%	(n=309)
	More than 25 000 kWh	76%	19%	5%	(n=125)
	Do not know	▼ 56%	▲ 34%	▲ 10%	(n=838)
Spending on electricity in total an average winter month	Less than 50 €	69%	23%	8%	(n=602)
	50-100 €	74%	21%	▼ 5%	(n=787)
	100-150 €	71%	22%	7%	(n=588)
	150-200 €	72%	22%	6%	(n=518)
	200-300 €	73%	21%	6%	(n=412)
	More than 300 €	73%	20%	7%	(n=228)
	Do not know	69%	23%	9%	(n=406)
Country	Norway	▼ 65%	▲ 26%	▲ 9%	(n=1266)
	Sweden	74%	20%	5%	(n=1148)
	Denmark	▲ 76%	▼ 18%	6%	(n=1127)
	Finland	- %	- %	- %	(n<5)
Total		71%	22%	7%	(n=3541)

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

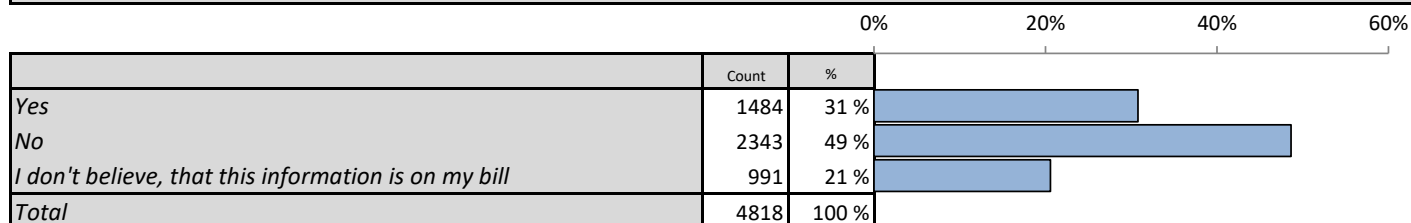


Q: [I look at my historical consumption] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	▼ 64%	▲ 25%	▲ 10%	(n=2312)
	Male	▲ 74%	▼ 19%	▼ 7%	(n=2499)
	Other	43%	43%	14%	(n=7)
Age group	Under 35 years	▼ 59%	▲ 29%	▲ 11%	(n=758)
	35 - 49 years	71%	20%	9%	(n=1376)
	50 - 64 years	71%	21%	8%	(n=1455)
	65 years or older	71%	22%	8%	(n=1229)
Type of resident	Apartment	▼ 64%	▲ 26%	10%	(n=2346)
	House	▲ 74%	▼ 19%	8%	(n=2472)
Electricity bill?	Electronic bill	▲ 71%	▼ 21%	▼ 8%	(n=3684)
	Paper invoice	▼ 62%	▲ 27%	▲ 11%	(n=1134)
Electricity to heating	Use electricity to heat home	▲ 73%	▼ 19%	8%	(n=2580)
	Not using electricity to heat home	▼ 66%	▲ 25%	9%	(n=2156)
	Do not know	▼ 43%	▲ 39%	▲ 18%	(n=82)
Consumer type	ACTIVE consumers	▲ 74%	▼ 19%	8%	(n=1339)
	AWARE consumers	▲ 75%	▼ 18%	7%	(n=882)
	INACTIVE consumers	▼ 65%	▲ 25%	10%	(n=2597)
Annual kWh-use	Less than 5000 kWh	70%	21%	9%	(n=973)
	5000- 9 999 kWh	71%	21%	8%	(n=848)
	10 000- 14 999 kWh	▲ 73%	21%	▼ 6%	(n=752)
	15 000-19 999 kWh	▲ 76%	▼ 17%	6%	(n=544)
	20 000 - 24 999 kWh	▲ 78%	▼ 14%	8%	(n=353)
	More than 25 000 kWh	▲ 87%	▼ 7%	6%	(n=151)
	Do not know	▼ 57%	▲ 32%	▲ 12%	(n=1197)
Spending on electricity in total an average winter month	Less than 50 €	▼ 60%	▲ 28%	▲ 12%	(n=992)
	50-100 €	68%	25%	7%	(n=1118)
	100-150 €	▲ 76%	▼ 18%	▼ 6%	(n=737)
	150-200 €	▲ 73%	20%	7%	(n=648)
	200-300 €	72%	19%	9%	(n=533)
	More than 300 €	▲ 76%	▼ 14%	10%	(n=301)
	Do not know	67%	21%	11%	(n=489)
Country	Norway	▲ 83%	▼ 13%	▼ 4%	(n=1266)
	Sweden	▼ 64%	▲ 27%	9%	(n=1148)
	Denmark	68%	23%	9%	(n=1127)
	Finland	▼ 62%	▲ 27%	▲ 12%	(n=1277)
Total		69%	22%	9%	(n=4818)

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

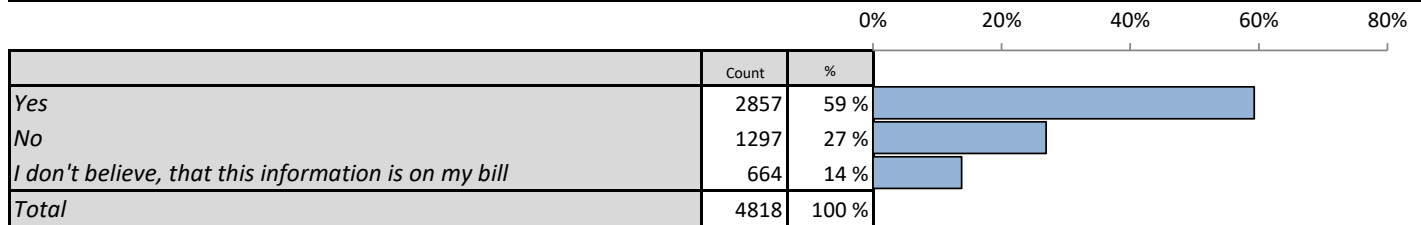


Q: [I look at the information on how my electricity is produced (for example, hydro, nuclear, wind, fossil)] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	29%	▼ 46%	▲ 24%	(n=2312)
	Male	32%	▲ 51%	▼ 17%	(n=2499)
	Other	57%	▼ 14%	29%	(n=7)
Age group	Under 35 years	▲ 37%	▼ 40%	23%	(n=758)
	35 - 49 years	30%	48%	21%	(n=1376)
	50 - 64 years	29%	▲ 52%	19%	(n=1455)
	65 years or older	29%	50%	20%	(n=1229)
Type of resident	Apartment	▲ 33%	47%	20%	(n=2346)
	House	▼ 29%	50%	21%	(n=2472)
Electricity bill?	Electronic bill	30%	49%	21%	(n=3684)
	Paper invoice	32%	47%	21%	(n=1134)
Electricity to heating	Use electricity to heat home	30%	47%	▲ 23%	(n=2580)
	Not using electricity to heat home	32%	50%	▼ 18%	(n=2156)
	Do not know	22%	50%	28%	(n=82)
Consumer type	ACTIVE consumers	▲ 34%	49%	▼ 17%	(n=1339)
	AWARE consumers	34%	45%	21%	(n=882)
	INACTIVE consumers	▼ 28%	50%	▲ 22%	(n=2597)
Annual kWh-use	Less than 5000 kWh	▲ 36%	46%	18%	(n=973)
	5000- 9 999 kWh	34%	48%	18%	(n=848)
	10 000- 14 999 kWh	32%	47%	20%	(n=752)
	15 000-19 999 kWh	33%	49%	18%	(n=544)
	20 000 - 24 999 kWh	26%	50%	24%	(n=353)
	More than 25 000 kWh	26%	45%	28%	(n=151)
	Do not know	▼ 24%	▲ 52%	▲ 23%	(n=1197)
Spending on electricity in total an average winter month	Less than 50 €	32%	49%	19%	(n=992)
	50-100 €	31%	50%	19%	(n=1118)
	100-150 €	32%	48%	20%	(n=737)
	150-200 €	27%	51%	22%	(n=648)
	200-300 €	31%	46%	23%	(n=533)
	More than 300 €	32%	43%	26%	(n=301)
	Do not know	29%	48%	22%	(n=489)
Country	Norway	▼ 18%	51%	▲ 31%	(n=1266)
	Sweden	▲ 38%	47%	▼ 15%	(n=1148)
	Denmark	33%	48%	19%	(n=1127)
	Finland	▲ 35%	48%	▼ 17%	(n=1277)
Total		31%	49%	21%	(n=4818)

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

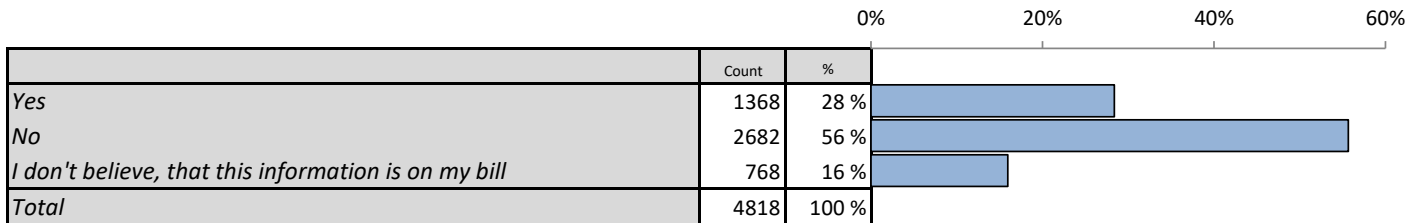


Q: [I look for notifications of changes that affect my electricity price] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	▼ 56%	27%	▲ 17%	(n=2312)
	Male	▲ 62%	27%	▼ 11%	(n=2499)
	Other	29%	57%	14%	(n=7)
Age group	Under 35 years	56%	27%	16%	(n=758)
	35 - 49 years	59%	27%	13%	(n=1376)
	50 - 64 years	60%	28%	12%	(n=1455)
	65 years or older	60%	25%	15%	(n=1229)
Type of resident	Apartment	59%	27%	13%	(n=2346)
	House	59%	27%	14%	(n=2472)
Electricity bill?	Electronic bill	60%	26%	14%	(n=3684)
	Paper invoice	56%	29%	15%	(n=1134)
Electricity to heating	Use electricity to heat home	60%	26%	15%	(n=2580)
	Not using electricity to heat home	59%	28%	13%	(n=2156)
	Do not know	49%	30%	21%	(n=82)
Consumer type	ACTIVE consumers	62%	27%	▼ 11%	(n=1339)
	AWARE consumers	▲ 67%	▼ 21%	12%	(n=882)
	INACTIVE consumers	▼ 55%	▲ 29%	▲ 16%	(n=2597)
Annual kWh-use	Less than 5000 kWh	▲ 64%	▼ 23%	13%	(n=973)
	5000- 9 999 kWh	63%	26%	▼ 11%	(n=848)
	10 000- 14 999 kWh	61%	25%	14%	(n=752)
	15 000-19 999 kWh	63%	25%	12%	(n=544)
	20 000 - 24 999 kWh	60%	25%	15%	(n=353)
	More than 25 000 kWh	54%	30%	17%	(n=151)
	Do not know	▼ 51%	▲ 33%	▲ 16%	(n=1197)
Spending on electricity in total an average winter month	Less than 50 €	58%	28%	14%	(n=992)
	50-100 €	62%	26%	12%	(n=1118)
	100-150 €	62%	25%	13%	(n=737)
	150-200 €	58%	29%	13%	(n=648)
	200-300 €	61%	24%	15%	(n=533)
	More than 300 €	53%	26%	▲ 21%	(n=301)
	Do not know	55%	31%	14%	(n=489)
Country	Norway	▼ 55%	28%	▲ 17%	(n=1266)
	Sweden	▲ 63%	24%	13%	(n=1148)
	Denmark	61%	26%	13%	(n=1127)
	Finland	58%	▲ 30%	12%	(n=1277)
Total		59%	27%	14%	(n=4818)

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

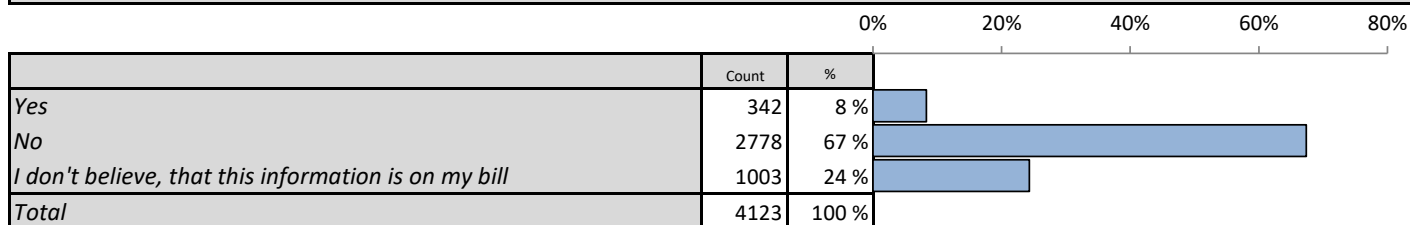


Q: [I look at the information about which bodies I can turn to for independent user advice, dispute resolution or if I have complaints] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	▼ 25%	57%	▲ 18%	(n=2312)
	Male	▲ 31%	54%	▼ 14%	(n=2499)
	Other	43%	57%	▼ 0%	(n=7)
Age group	Under 35 years	▲ 36%	▼ 49%	15%	(n=758)
	35 - 49 years	27%	58%	15%	(n=1376)
	50 - 64 years	27%	58%	15%	(n=1455)
	65 years or older	26%	55%	▲ 19%	(n=1229)
Type of resident	Apartment	29%	54%	16%	(n=2346)
	House	28%	57%	16%	(n=2472)
Electricity bill?	Electronic bill	29%	56%	▼ 15%	(n=3684)
	Paper invoice	28%	53%	▲ 19%	(n=1134)
Electricity to heating	Use electricity to heat home	▲ 31%	55%	15%	(n=2580)
	Not using electricity to heat home	▼ 26%	57%	17%	(n=2156)
	Do not know	▼ 17%	62%	21%	(n=82)
Consumer type	ACTIVE consumers	29%	57%	14%	(n=1339)
	AWARE consumers	▲ 34%	▼ 52%	15%	(n=882)
	INACTIVE consumers	▼ 27%	56%	17%	(n=2597)
Annual kWh-use	Less than 5000 kWh	29%	53%	18%	(n=973)
	5000- 9 999 kWh	31%	53%	16%	(n=848)
	10 000- 14 999 kWh	▲ 33%	52%	14%	(n=752)
	15 000-19 999 kWh	32%	55%	13%	(n=544)
	20 000 - 24 999 kWh	28%	60%	12%	(n=353)
	More than 25 000 kWh	25%	61%	14%	(n=151)
	Do not know	▼ 21%	▲ 61%	18%	(n=1197)
Spending on electricity in total an average winter month	Less than 50 €	▼ 24%	59%	17%	(n=992)
	50-100 €	28%	56%	15%	(n=1118)
	100-150 €	▲ 33%	53%	15%	(n=737)
	150-200 €	30%	54%	16%	(n=648)
	200-300 €	31%	55%	14%	(n=533)
	More than 300 €	29%	54%	17%	(n=301)
	Do not know	27%	56%	17%	(n=489)
Country	Norway	27%	▲ 60%	▼ 13%	(n=1266)
	Sweden	27%	56%	17%	(n=1148)
	Denmark	▲ 33%	▼ 51%	15%	(n=1127)
	Finland	26%	56%	18%	(n=1277)
Total		28%	56%	16%	(n=4818)

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



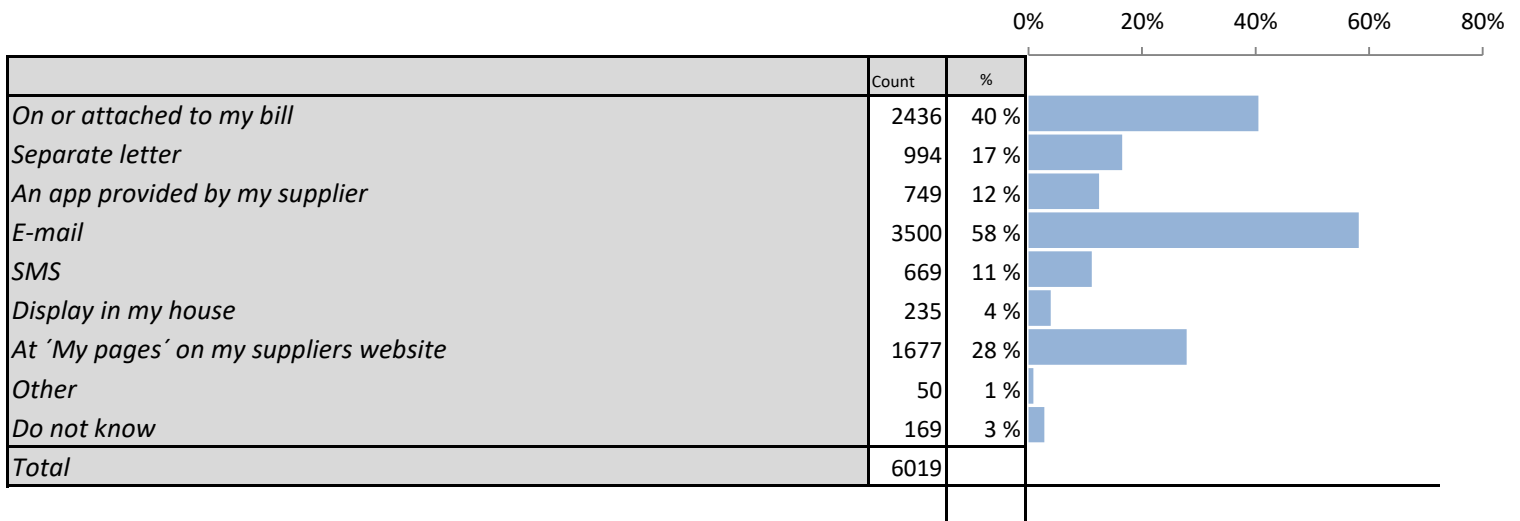
Q: [Other] What information do you read on your electricity bill?

Background variables

		Yes	No	I don't believe, that this information is on my bill	Valid N
Gender	Female	7%	68%	25%	(n=1933)
	Male	9%	67%	24%	(n=2183)
	Other	▼ 0%	86%	14%	(n=7)
Age group	Under 35 years	9%	66%	25%	(n=691)
	35 - 49 years	8%	▲ 71%	▼ 21%	(n=1182)
	50 - 64 years	8%	68%	24%	(n=1242)
	65 years or older	8%	▼ 63%	▲ 29%	(n=1008)
Type of resident	Apartment	▲ 10%	▼ 65%	25%	(n=1998)
	House	▼ 7%	▲ 69%	24%	(n=2125)
Electricity bill?	Electronic bill	9%	68%	24%	(n=3194)
	Paper invoice	7%	66%	27%	(n=929)
Electricity to heating	Use electricity to heat home	▲ 10%	67%	23%	(n=2246)
	Not using electricity to heat home	▼ 7%	68%	25%	(n=1807)
	Do not know	4%	64%	31%	(n=70)
Consumer type	ACTIVE consumers	7%	70%	23%	(n=1163)
	AWARE consumers	10%	67%	24%	(n=753)
	INACTIVE consumers	8%	66%	25%	(n=2207)
Annual kWh-use	Less than 5000 kWh	9%	64%	27%	(n=822)
	5000- 9 999 kWh	▲ 11%	63%	26%	(n=732)
	10 000- 14 999 kWh	9%	67%	24%	(n=656)
	15 000-19 999 kWh	10%	69%	21%	(n=464)
	20 000 - 24 999 kWh	8%	71%	21%	(n=307)
	More than 25 000 kWh	9%	74%	18%	(n=129)
	Do not know	▼ 5%	70%	24%	(n=1013)
Spending on electricity in total an average winter month	Less than 50 €	7%	68%	25%	(n=832)
	50-100 €	8%	68%	24%	(n=943)
	100-150 €	8%	68%	24%	(n=653)
	150-200 €	10%	69%	21%	(n=554)
	200-300 €	9%	64%	26%	(n=464)
	More than 300 €	8%	72%	20%	(n=257)
	Do not know	9%	▼ 61%	▲ 30%	(n=420)
Country	Norway	7%	▲ 72%	▼ 21%	(n=1114)
	Sweden	10%	69%	▼ 21%	(n=1026)
	Denmark	▲ 11%	▼ 64%	26%	(n=996)
	Finland	6%	▼ 64%	▲ 30%	(n=987)
Total		8%	67%	24%	(n=4123)

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

Several answers possible.



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

Several answers possible.

Background

		On or attached to my bill	Separate letter	An app provided by my supplier	E-mail	SMS	Display in my house	At 'My pages' on my suppliers website	Other	Do not know	Valid N
Gender	Female	42%	18%	▼11%	▼56%	11%	▼3%	▼26%	1%	▲3%	(n=2981)
	Male	39%	▼15%	▲14%	▲60%	11%	▲5%	▲30%	1%	▼2%	(n=3027)
	Other	45%	27%	9%	55%	▼0%	▼0%	45%	▼0%	9%	(n=11)
Age group	Under 35 years	39%	18%	▲19%	▼54%	▲17%	▲7%	28%	0%	4%	(n=1041)
	35 - 49 years	39%	17%	▲16%	57%	▲13%	5%	29%	1%	4%	(n=1832)
	50 - 64 years	41%	17%	▼10%	59%	9%	▼3%	28%	1%	3%	(n=1758)
	65 years or older	43%	15%	▼6%	▲62%	▼6%	▼2%	26%	0%	▼1%	(n=1388)
Type of resident	Apartment	41%	▲20%	11%	57%	11%	▼3%	26%	1%	3%	(n=3013)
	House	40%	▼14%	14%	59%	12%	▲5%	29%	1%	3%	(n=3006)
Electricity bill?	Electronic bill	▼36%	▼12%	▲14%	▲63%	11%	4%	▲31%	1%	3%	(n=4615)
	Paper invoice	▲54%	▲31%	▼8%	▼41%	13%	4%	▼19%	1%	3%	(n=1404)
Electricity to heating	Use electricity to heat home	40%	▼15%	▲14%	58%	▲13%	4%	▲29%	1%	2%	(n=3127)
	Not using electricity to heat home	41%	18%	▼11%	59%	▼9%	3%	27%	1%	3%	(n=2765)
	Do not know	46%	▲28%	9%	49%	6%	4%	▼19%	▼0%	7%	(n=127)
Consumer type	ACTIVE consumers	▲44%	16%	11%	60%	12%	3%	29%	1%	▼2%	(n=1540)
	AWARE consumers	43%	16%	14%	▲63%	13%	4%	▲35%	1%	▼1%	(n=966)
	INACTIVE consumers	▼38%	17%	12%	▼56%	10%	4%	▼25%	1%	▲4%	(n=3513)
Annual kWh-use	Less than 5000 kWh	42%	17%	11%	▲62%	▼9%	3%	29%	1%	2%	(n=1146)
	5000- 9 999 kWh	38%	15%	13%	60%	11%	4%	29%	1%	▼1%	(n=1011)
	10 000- 14 999 kWh	43%	16%	14%	58%	12%	5%	29%	1%	▼1%	(n=875)
	15 000-19 999 kWh	43%	17%	15%	57%	12%	5%	31%	1%	2%	(n=619)
	20 000 - 24 999 kWh	41%	▼12%	▲17%	62%	14%	5%	32%	0%	▼1%	(n=399)
	More than 25 000 kWh	48%	13%	19%	59%	▲19%	5%	33%	▼0%	1%	(n=165)
	Do not know	▼38%	19%	▼9%	▼54%	11%	3%	▼24%	1%	▲6%	(n=1804)
Spending on electricity in total an average winter month	Less than 50 €	43%	▲20%	▼9%	58%	▼9%	▼2%	26%	1%	3%	(n=1281)
	50-100 €	40%	15%	14%	59%	11%	5%	28%	1%	▼2%	(n=1363)
	100-150 €	39%	15%	13%	▲62%	12%	5%	28%	1%	▼1%	(n=907)
	150-200 €	43%	15%	13%	62%	▲14%	4%	30%	▼0%	2%	(n=772)
	200-300 €	43%	18%	▲18%	▼51%	14%	5%	32%	1%	2%	(n=615)
	More than 300 €	41%	16%	12%	58%	13%	5%	32%	0%	▼1%	(n=346)
	Do not know	▼33%	16%	10%	55%	9%	▼2%	▼24%	1%	▲9%	(n=735)
Country	Norway	41%	▼9%	▲15%	▲65%	▲15%	3%	▲31%	0%	▼2%	(n=1506)
	Sweden	▲44%	19%	▼10%	▼47%	▼9%	4%	26%	1%	4%	(n=1501)
	Denmark	▼29%	▼11%	▲17%	▲62%	10%	5%	31%	1%	3%	(n=1508)
	Finland	▲48%	▲28%	▼8%	58%	10%	3%	▼24%	1%	2%	(n=1504)
Total		40%	17%	12%	58%	11%	4%	28%	1%	3%	(n=6019)