**ORIGIN BRAND HEALTH SURVEY**

**Section A: Screening**

**S1. What is your gender?** (Single response)

|  |  |
| --- | --- |
| Male | 1 |
| Female | 2 |
| Non-binary / Other | 3 |
| Prefer not to say | 99 |

**S2. What is your age?** (Single response)

|  |  |
| --- | --- |
| Under 18 → [TERMINATE] | 1 |
| 18-24 | 2 |
| 25-34 | 3 |
| 35-44 | 4 |
| 45-54 | 5 |
| 55-64 | 6 |
| 65+ | 7 |

**S3. What is your postcode?** (numeric, open-ended)  
(Open numeric input, four digits - e.g., 6000)

**Section B: Brand Health**

**Q1. Which of the following brands of electricity providers are you aware of?** (Multi-response)

|  |  |
| --- | --- |
| Synergy | 1 |
| Western Power | 2 |
| AGL | 3 |
| Origin | 4 |
| Horizon Power | 5 |
| Red Energy | 6 |
| Other (please specify) | 97 |
| None of these **EXCLUSIVE** *[SKIP to Q6]* | 99 |

**Q2. And which ONE of these brands is your main provider?** (Single response)

|  |  |
| --- | --- |
| Synergy | 1 |
| Western Power | 2 |
| AGL | 3 |
| Origin | 4 |
| Horizon Power | 5 |
| Red Energy | 6 |
| Other (please specify) | 97 |
| None of these **EXCLUSIVE** | 99 |

*PROGRAMMER NOTE: ASK Q3-Q5 IF Q2 = 4 (Main provider is Origin)*

**Q3. Thinking about ‘Origin’, how favourable is your overall impression of them?** (Single response scale)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Very unfavourable | Somewhat unfavourable | Neutral | Somewhat favourable | Very favourable |
| 1 | 2 | 3 | 4 | 5 |

**Q4a. How likely are you to recommend ‘Origin’ to friends or family?** (Single response scale)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Not at all likely |  |  |  |  |  |  |  |  |  | Extremely likely |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

**Q4b. You said you would be [unlikely/likely] to recommend ‘Origin’. Why do you say that?** (text, open-ended)

**Q5. How would you rate ‘Origin’ on each of the following?** (Multi-response scale)

|  |  |
| --- | --- |
| Trustworthiness | 1 |
| Value for money | 2 |
| Customer service | 3 |
| Innovation | 4 |

|  |  |
| --- | --- |
| Very poor | 1 |
| Poor | 2 |
| Fair | 3 |
| Good | 4 |
| Excellent | 5 |

**Q6. In the past 12 months, have you seen or heard any advertising for ‘Origin’?** (Single response)

|  |  |
| --- | --- |
| Yes | 1 |
| No *[SKIP to D1]* | 2 |
| Don’t know *[SKIP to D1]* | 98 |

**Q7. Where did you see or hear advertising for ‘Origin’?** (Multi-response)

|  |  |
| --- | --- |
| TV | 1 |
| Online / Social media | 2 |
| Outdoor (billboards, bus stops, etc.) | 3 |
| Radio | 4 |
| Print (newspaper, magazine) | 5 |
| Other (please specify) | 97 |

**Section C: Demographics**

**D1. Which of the following best describes your current work status?** (Single response)

|  |  |
| --- | --- |
| Working full time | 1 |
| Working part time | 2 |
| Self-employed | 3 |
| Student | 4 |
| Unemployed and looking for work | 5 |
| Retired | 6 |
| Other (please specify) | 97 |

**D2. Which of the following best describes your total annual household income?** (Single response)

|  |  |
| --- | --- |
| Less than $30,000 | 1 |
| $30,000–$59,999 | 2 |
| $60,000–$89,999 | 3 |
| $90,000–$119,999 | 4 |
| $120,000–$149,999 | 5 |
| $150,000 or more | 6 |
| Prefer not to say | 99 |

**D3. Which of the following best describes your household structure?** (Single response)

|  |  |
| --- | --- |
| Live alone | 1 |
| Single, no children | 2 |
| Single parent with children at home | 3 |
| Couple, no children | 4 |
| Couple, with children at home | 5 |
| Group household / share house | 6 |
| Other (please specify) | 97 |