



WELS Scheme Effectiveness

Report of Survey Findings

Prepared for: Department of the Environment

11/07/2014

Job number: 14024



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1. Introduction

The Water Efficiency, Labeling and Standards (WELS) scheme is established under the Commonwealth's Water Efficiency Labelling and Standards Act 2005 and is supported by complementary state and territory legislation. The scheme's objectives are to:

- Conserve water supplies by reducing water consumption.
- Provide information for purchasers of water-use and water-saving products.
- Promote the adoption of efficient and effective water-use and water-saving technologies.

The scheme primarily addresses these objectives by requiring that specified products are registered and labelled showing their water efficiency prior to their being offered for sale. Products that currently come under the scheme are lavatory equipment (including toilets, urinals), showers, tap equipment, clothes washing machines, dishwashers and flow controllers.

A WELS scheme label indicates the water consumption or rate of consumption of these products and gives a star rating of their water efficiency (the more stars the less water used). This enables prospective purchasers to easily include water efficiency in their buying decisions. The WELS scheme is operated and regulated by the Department of the Environment (the Department).

2. Background and research objectives

2.1 Background

The Department has previously conducted research on the WELS scheme in 2011, 2009 and 2008. This research had been used to understand both water rating labels and energy ratings labels.

In 2014, the Department refined the scope of research to focus specifically on understanding whether the WELS scheme is used by consumers when making their purchase decision on a specific set of water using products. This set of products included toilets, shower heads, flow reducers / controllers for taps and taps / spouts.

The Department wanted to test the extent to which the WELS scheme was being used by consumers when purchasing these products and therefore the impact on consumers' purchase decisions within these categories.

2.2 Objectives

The objective of this research was to understand current consumer awareness of the WELS scheme water rating labels, the importance of these when making purchase decisions and the usefulness of these labels.

Specifically the research investigated:

- Consumer awareness and use of WELS scheme water rating labels and how influential consumers consider them to be when buying a plumbing product.
- Credibility of water rating labels amongst consumers and the influence these have on purchase decision.
- When water rating labels were referenced by consumers and where they were most likely to have been seen (e.g. in store).
- Investigate potential segments that may exist amongst consumers of these products and understand if they are predictive of water rating label useage.
- The purchase criteria consumers apply and the relative importance of each element, for water-using products.

2.3 Research approach

In order to address the outlined objectives, a research program was undertaken by Quantum Market Research, with fieldwork carried out utilizing an online methodology. Fieldwork began on Wednesday 21st May and ran through until Monday 2nd June 2014. In total, n=1,536 interviews were achieved in 2014. All samples for this research were sourced from reputable ISO accredited online panel providers within Australia.

In previous iterations of this research, quotas ensured a nationally representative sample across states within Australia, as well as a 50:50 split on gender and equal representation across set age brackets aged 18+ in order to get a broad understanding of awareness of the WELS scheme across the Australian population. With a change in objectives for 2014 and narrowing of scope for the research, the decision was made to refine the sample frame and focus on consumers who had either recently purchased (in the last 12 months), or intended to purchase (in the next 12 months), any one of the specific set of water using products identified for this research that included toilets, shower heads, flow reducers / controllers for taps and taps / spouts.

Whilst no specific quotas were set, we ensured that a sufficient sample was achieved across each state to allow for reliable analysis, as well as a relatively even split in gender (55% male, 45% female). A full breakdown of the percentage split and number of respondents across each location has been included in Appendix 1. There was also a good mix of interviews achieved across each of the four product types included in this study, which ensured a robust sample was available for analysis.



The decision was made to use a sample of $n=1,500$ in size, which allowed for a solid and reliable base from which to make informed decisions. The maximum margin of error on a sample of this size was $\pm 2.5\%$ at the 95% confidence level. This means that if a result was 50%, we were 95% sure that if we interviewed everyone in Australia who were in the market to purchase an appliance or had recently done so, the true result would fall between 47.5% and 52.5%.

Significance testing has been applied to the total sample and sub-groups within the data set, and where statistically significant results have been observed (at a 95% confidence level), this has been noted in the report commentary.

Significant differences in data have been marked with a  where results are significantly lower and  where results are significantly higher.

3. Executive summary

3.1 Key findings

Environmental context

For the majority of consumers in Australia, protecting the environment and the conservation of water continue to be important, however these have become somewhat less of a priority over time. In particular, since Australia was officially declared drought free in 2012¹, there has been a decline over time in the proportion of consumers who are concerned about water saving activities. However it is important to note that when asked if water saving is important, a majority of consumers (65%) indicated they were 'very conscious of water saving', whilst 30% indicated they were 'aware of trying to save water, but were not that careful'. Not one consumer indicated that they believe 'we have plenty of water, so there is no need for water saving'.

Impact of environmental attitudes on purchase decision

Although there has been a decline in recent years in the proportion of consumers who are concerned about saving water (71% 'very conscious about water saving' 2014 vs. 65% in 2011), water efficiency and water consumption remain key considerations in the purchase process of the water using products tested in this research.

Although the drought is perceived to have broken in Australia, the cost of providing water continues to increase; therefore attitudes of consumers about saving water may have shifted from that of concern for the environment to concern for dollar savings.

Awareness of water rating labels

The highest level of awareness of the Water Rating Labels was achieved in this research in 2014, with 87% of consumers recognising the Water Rating Label example that was shown in the survey. When research was first conducted in 2008 (three years after the introduction of WELS), awareness was at 53%.

Water rating label credibility

The credibility of water rating labels remains very high amongst consumers in Australia, with 83% believing the scheme to be either 'very' or 'quite' credible. Consumers understand that WELS is a government funded initiative that is properly regulated and meets a set of Australian standards, which gives consumers confidence to trust the information they see on water rating labels. Consumers have also learnt to trust the labels, based on their experience using products that have been purchased with water rating labels.

¹ http://maff.gov.au/archives/ludwig/Pages/Media_Office/Media_Releases/2012/april/Australia-to-be-drought-free.aspx

Influence of water rating labels on purchase decision

For the specific products tested in this research (including toilets, shower heads, flow reducers / controllers for taps and taps / spouts), water rating labels were influential in the purchase decision for the majority of consumers.

The amount of influence water rating labels have on the purchase decision varies by product. The rating labels were the most influential for consumers purchasing a flow reducer / controller for a tap (81% influenced), which could be explained by the fact that the primary function of this product is to reduce the flow of water, therefore rating labels would be highly beneficial in the decision making for these types of products.

For taps and spouts, although the majority were influenced by the ratings labels (61%), they were less important as consumers were more likely to consider factors such as pricing of these products, as well as the way the products look and feel in their homes. This may be a result of the fact that only taps over basins need to be labelled, shower and bath taps do not.

Consumer segmentation not predictive of WELS usage

One of the Department's objectives was to determine if any particular group or groups could be identified as different in their attitudes towards, or use of the water rating labels compared to the overall response.

While demographic groups can be identified, such as by location (regional or metropolitan), income, age, gender and combinations of these, none were found to be strongly predictive of a particularly different attitude towards the water rating labels compared to the overall response. The same is true for groups differentiated by their levels of concern for environmental issues.

Later in this report reference to identifiable segments in the Australian population will be made, however, these are demographic or attitudinal groups and are not predictive of differing responses to the use of, or credibility seen, in the water rating labels.

4. Contextual insight - AustraliaSCAN

Quantum Market Research has its own unique social values monitor (AustraliaSCAN), which can be used to provide insight into the lives and minds of Australians, including information on environmental concerns and behaviours in society. AustraliaSCAN is an annual survey of 2,000 adult Australians with a sample matched to key demographic data from the latest Australian Bureau of Statistics Census.

AustraliaSCAN is a useful tool that provides us with background knowledge which helps to set the scene for results from the quantitative research. In 2013, a segmentation was created using AustraliaSCAN data, on the basis of different attitudes amongst the Australian population towards protecting the environment.

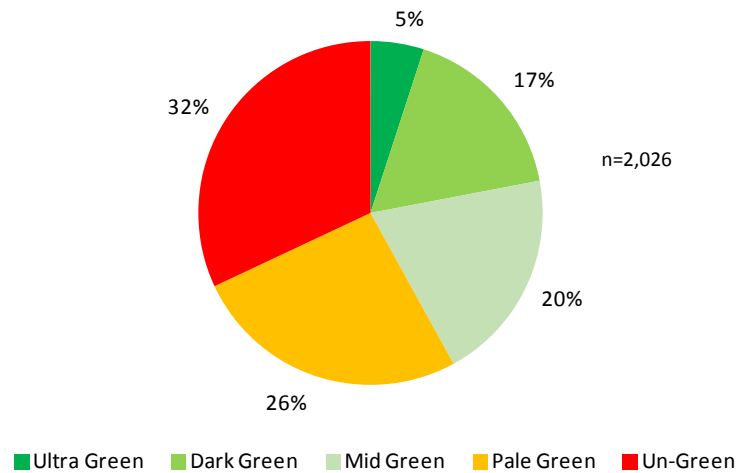
This 'Shades of Green' segmentation identified five segments (Ultra Green, Dark Green, Mid Green, Pale Green and Un-Green), with the 'Ultra's' being the most environmentally conscious within the Australian population and the 'Un-Green', as the name suggests, being the least. An outline of the definition of these segments is shown below and involves attitudinal statements, consumer behaviours and priority for Government.

- **Ultra**
 - Do whatever needed to protect environment (5,6)
 - AND Environment Top 5 Priority for Gov
 - AND Look for Enviro Friendly OR Buy Unbleached, OR Buy recycled, OR Avoid over packaging
- **Dark**
 - As above BUT NOT Environment Top 5 Priority for Gov
- **Mid**
 - As above But
 - NOT Environment Top 5 Priority for Gov
 - NOT Look for Enviro Friendly OR Buy Unbleached, OR Buy recycled, OR Avoid over packaging
- **Pale**
 - Do whatever needed to protect environment (4)
- **Un-Green**
 - Do what needed to protect environment Total Disagree (1,2,3)

It is important to note that this 'Shades of Green' segmentation was created using data from Quantum's annual AustraliaSCAN survey, which is a separate research study conducted by Quantum each year and is not directly related to the research data collected by the Department of the Environment on the WELS scheme.

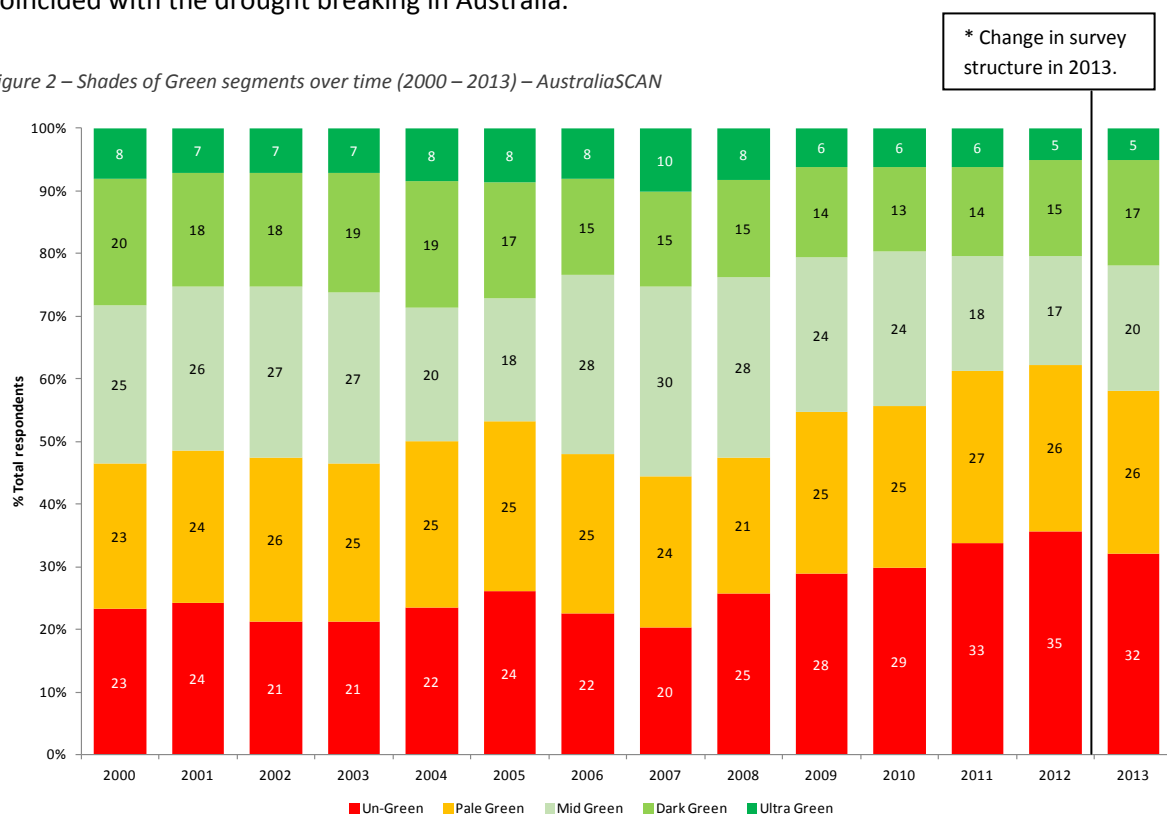
Within the Australian population, the 'Ultra Green' segment was the smallest at just 5% of the population. The less environmentally friendly segments 'Pale Green' and 'Un-Green' made up over half of the Australian population (total 58%).

Figure 1 – Shades of Green segments within the Australian population 2013 – AustraliaSCAN



When looking at the 'Shades of Green' segments over time (from 2000 onward), there has been a notable increase in the proportion of those within the 'Un-Green' segment, particularly since 2007-08 around the time of the global financial crisis. This segment further increased in 2011-12, which coincided with the drought breaking in Australia.

Figure 2 – Shades of Green segments over time (2000 – 2013) – AustraliaSCAN



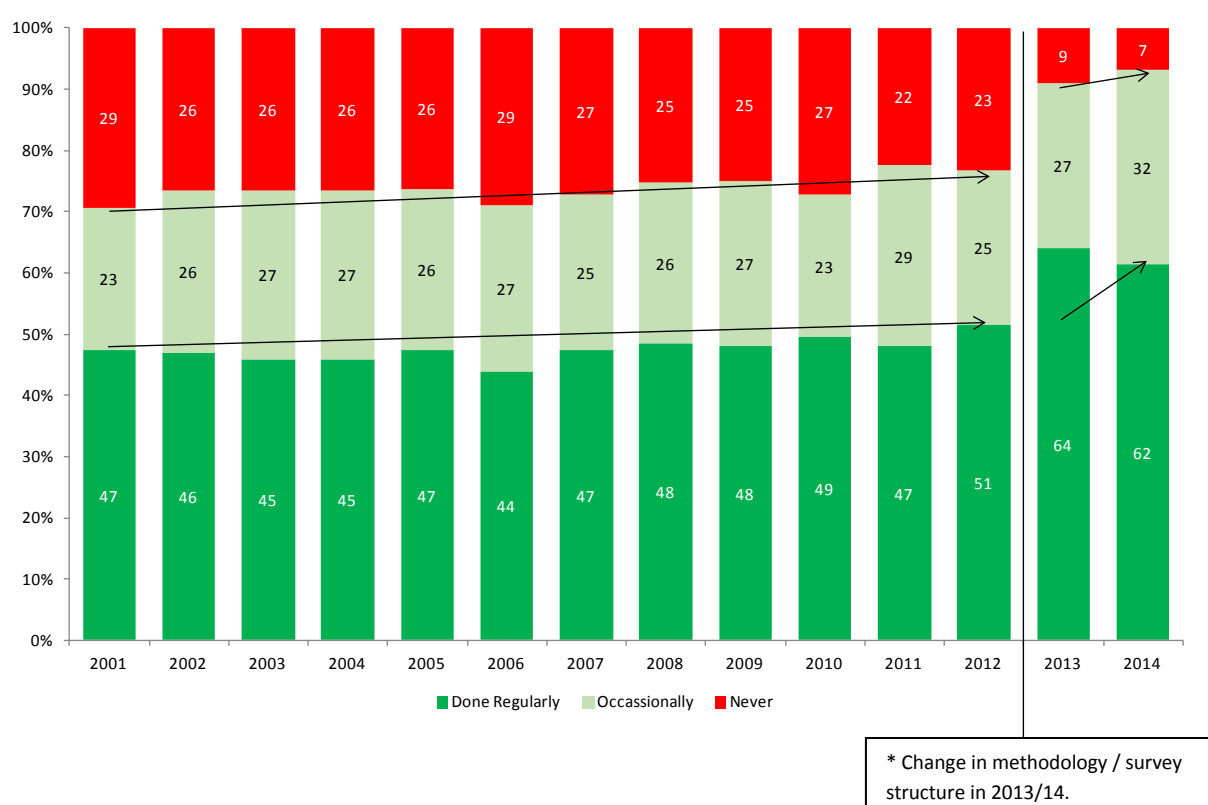
From these environmental attitudes recorded in AustraliaSCAN, we can see there has been a gradual shift towards a less environmentally friendly mindset in the past 13 years.

In AustraliaSCAN we also ask Australians about their usage of energy star rating systems when buying new appliances and electrical products. Although this refers to energy star ratings systems, rather than water rating labels, it does provide an indication of usage patterns amongst Australians for these types of labels.

We can see that there has been an overall increase in the proportion of the Australian population that refer to these labels regularly since 2001 when this was first measured. The proportion who have 'never used' ratings labels when purchasing products has also decreased over this time.

It is important to note that the survey structure changed during 2013 and the formerly paper-based methodology moved online during 2014, which may account for the more noticeable shifts experienced in results recorded across these two years.

Figure 3 – Usage of energy star ratings when buying new appliances (2000 – 2013) – AustraliaSCAN



5. Detailed findings

5.1 Engagement with 'the environment'

From AustraliaSCAN we can see that there has been a gradual decline over time with regards to Australians becoming slightly less concerned about protecting the environment. These shifts have also been reflected in consumer attitudes towards the environment when comparing results from the 2014 survey for the Department vs. results from a similar study carried out for the Department in 2011.

5.1.1 Attitude to the environment and sustainability

In terms of overall attitudes to sustainability and the environment, there has been a shift towards a less environmentally conscious attitude, with a statistically significant increase in the proportion of consumers that indicated they 'don't really think about environmental concerns or issues' (13%, up from 6%).

It is important to note that although there has been a negative shift in attitudes towards the environment, the majority of consumers remain either 'strongly involved' or 'more recently interested' in issues of sustainability and the environment (total 62%).

Figure 4 – Attitudes to the environment and sustainability (2011 vs. 2014) – Q21



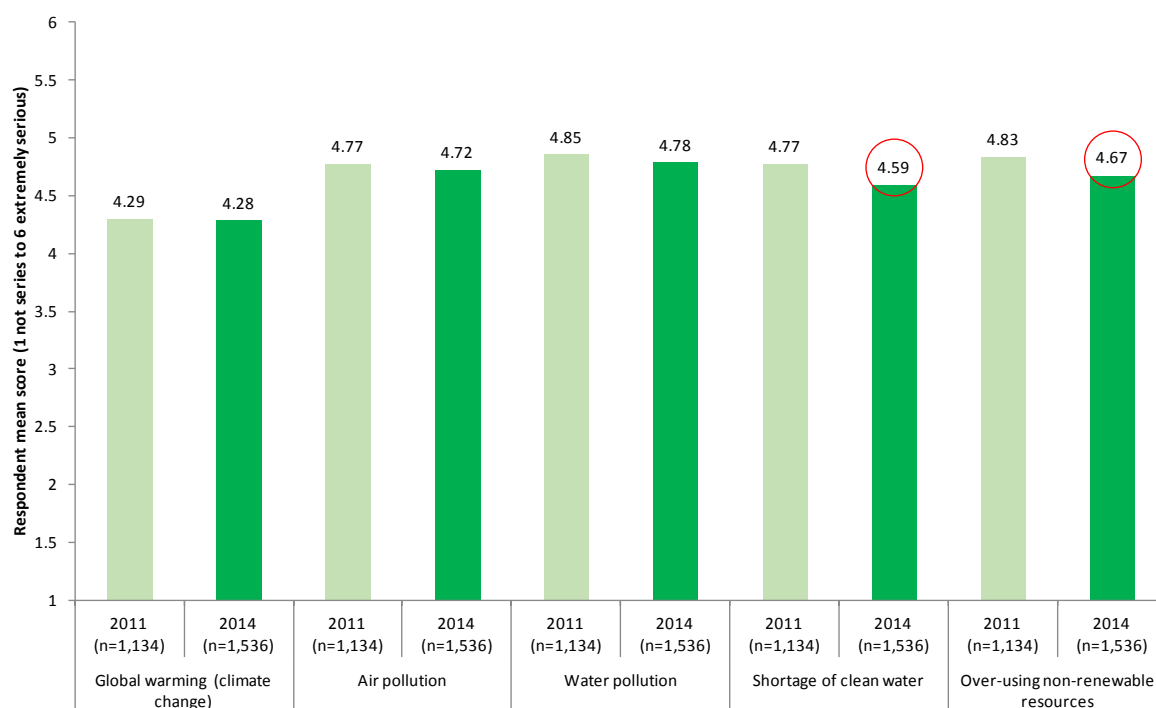
5.1.2 Belief in the seriousness of aspects affecting our natural environment

Despite these broader trends of a gradual decline in concern about protecting the environment, consumers rated a range of environmental threats as serious. The average person scored environmental threats such as air pollution, water pollution etc, between four and five out of a maximum of six, where six indicated the environmental issue was deemed to be extremely serious and where one indicated environmental issues were not at all serious.

However, there was a negative shift in the level of concern with each of these environmental issues when comparing results from previous research conducted in 2011 to 2014, particularly with the 'shortage of clean water' and 'over-using non-renewable resources' where there was a statistically significant decline in the level of concern. This is consistent with an overall drop in concern about the environment and sustainability.

There were no statistically significant differences found in age, gender or location across each of the environmental threats tested.

Figure 5 – Consumer belief in seriousness of environmental threats (2011 vs. 2014) – Q22

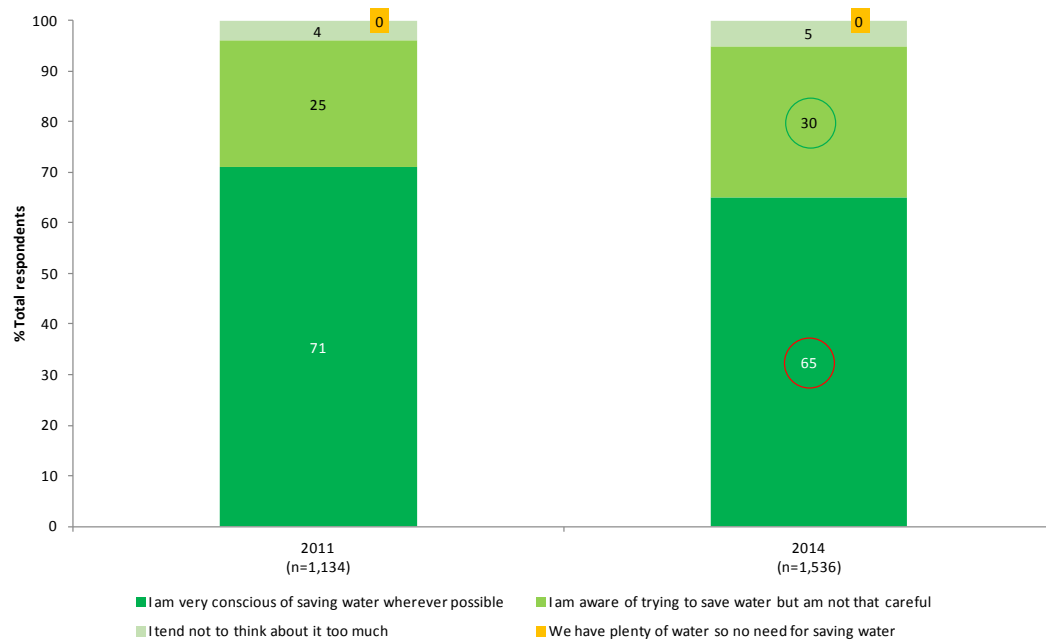


Scale 1 – 6, where 1 is 'Not at all serious' to 6 which is 'Extremely serious'

5.1.3 Attitude to saving or conserving water in and around the home

Similarly, there has been a statistically significant shift in attitudes towards saving water in and around the home, with consumers indicating they were less likely to be 'very conscious of saving water wherever possible' (down six percentage points, to 65%). When this research was last conducted in 2011, high levels of water restrictions were in place across much of the country. Dam levels have increased and water restrictions have eased, which may be contributing to consumers becoming less concerned with saving water.

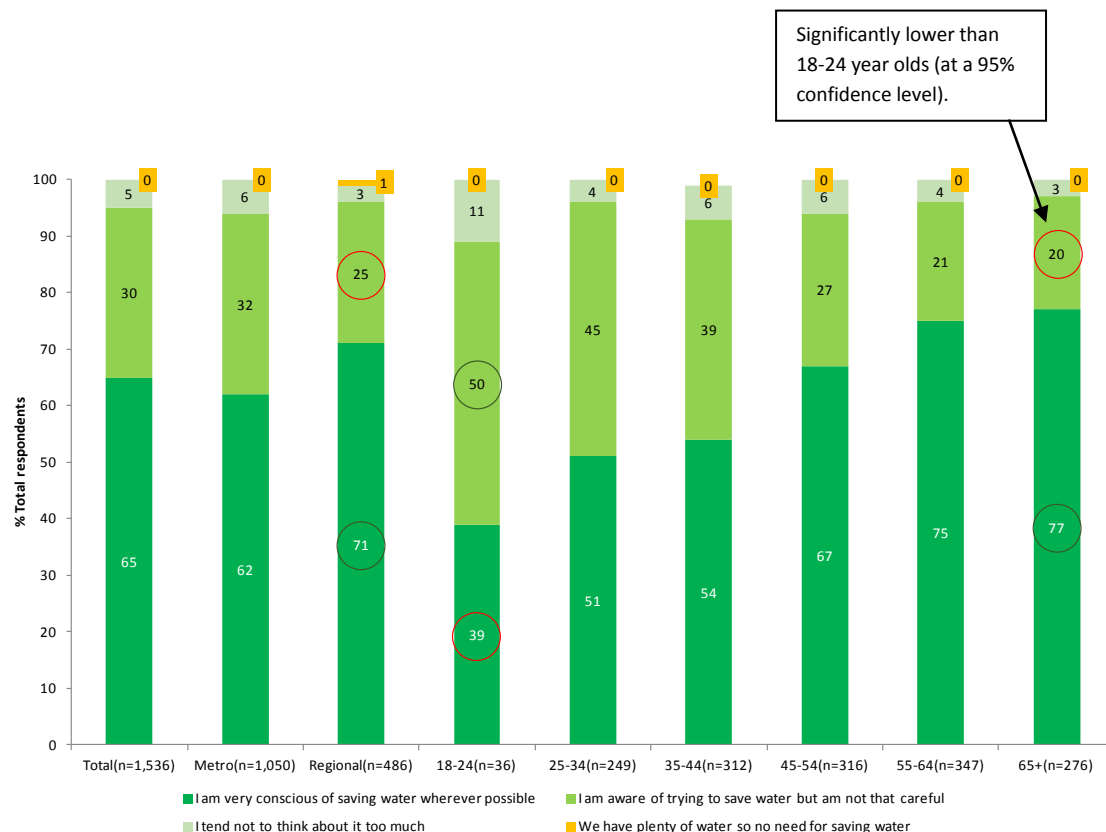
Figure 6 – Attitude to saving or conserving water in and around the home (2011 vs. 2014) – Q23



It was also apparent that consumers tend to be more conscious of saving water as they get older, with a clear correlation to age apparent in the data. There was a statistically significant difference in the proportion of 18-24 year olds when compared to those aged 55+ who indicated they would be 'very conscious of water saving where possible'.

Similarly, the likelihood of those living in regional areas to be 'very conscious of water saving', when compared to those living in metro locations, was also greater at a statistically significant level.

Figure 7 – Attitude to saving or conserving water in and around the home (Demographics) – Q23



5.1.4 Level of concern about water shortages in the next 20 years

Not only were consumers less likely to be very conscious of saving water whenever possible, it was also found that fewer consumers were concerned with water shortages in the next 20 years, with a statistically significant increase in the proportion of consumers that indicated they were 'not very concerned' (up 4%, to 8%). Again, whilst fewer consumers were concerned about water shortages overall (vs. 2011), the overwhelming majority still indicated they had some level of concern (total 72%).

Figure 8 – Level of concern about water shortages in the next 20 years (2011 vs. 2014) – Q24



Greater concern for the environment exists amongst female consumers, being more likely to be very concerned when compared to male consumers. Additionally, as consumers get older they were more likely to be very concerned about the environment.

There were no statistically significant differences found between those living across different states within Australia. There were also no statistically significant differences between consumers across low to high income brackets.

Figure 9 – Level of concern about water shortages in the next 20 years (Demographics) – Q24



5.2 Shopping for water using appliances

After considering the environmental attitudes of consumers in Australia, this section of the report highlights the hierarchy of key purchase considerations for consumers and purchase influencers, including how water rating labels factor in to purchase decisions, how the labels help consumers in their purchase decision and at what point the labels are referred to during the purchase process when shopping for water using products including toilets, shower heads, flow reducers / controllers and taps / spouts.

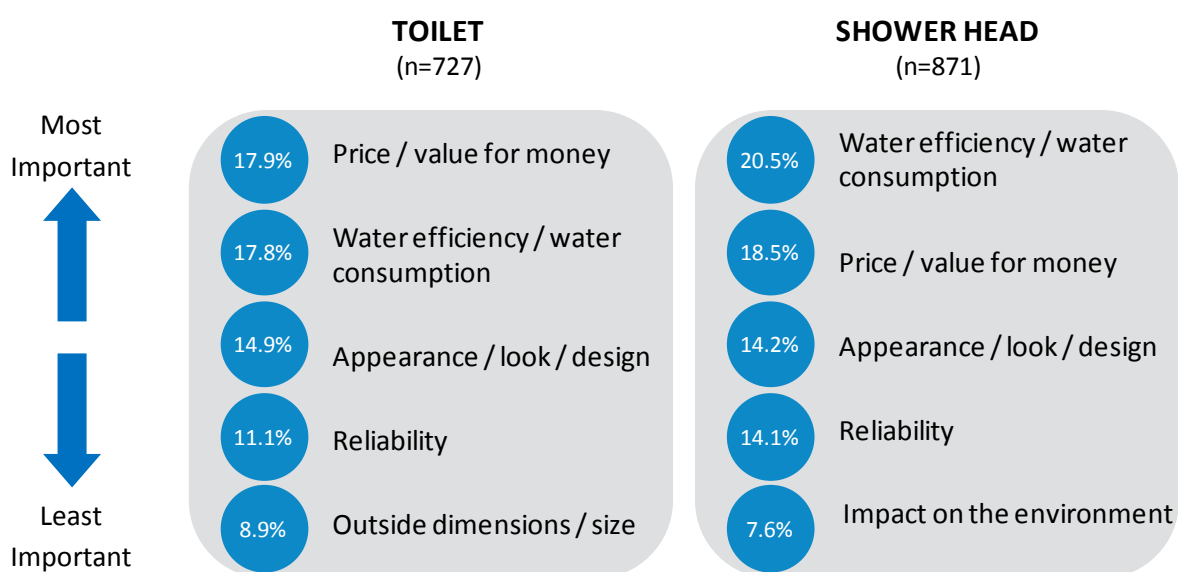
5.2.1 Factors of importance when purchasing products

When it comes to shopping for toilets and shower heads, the most important considerations in deciding which product to purchase were the water efficiency or consumption, as well as the price or value for money, of the product.

In terms of purchasing toilets, consumers rated pricing and water efficiency almost identically as the most important considerations in their purchase decision. The appearance, look and design of the unit were also an important consideration when purchasing a toilet, which could be explained by the fact it is a prominent object within most bathrooms.

Given the large quantities of water that flow through a head during usage, consumers are particularly concerned with the water efficiency or consumption of water and this stood out as the most important consideration for consumers when purchasing a shower head.

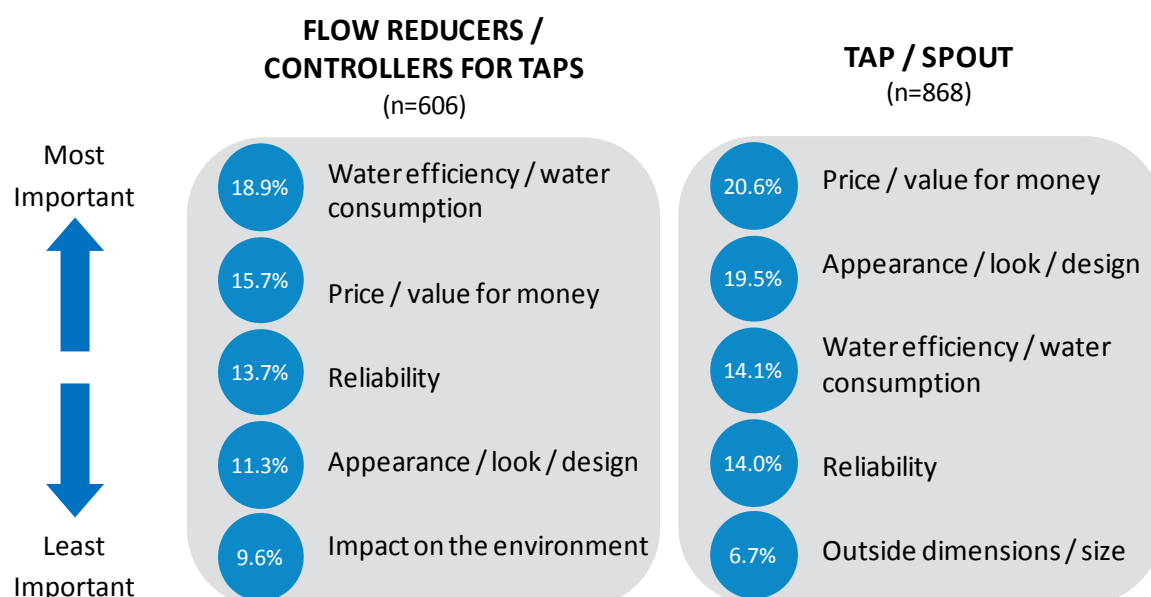
Figure 10 – Attribute importance in product purchase (Toilet, Shower Head) – Q12



A flow reducer / controller for a tap product is primarily designed to reduce water usage and this function of water efficiency or reducing overall consumption was found to be the most important consideration when purchasing this type of product. Reliability was also a key consideration when purchasing these products, as consumers wanted to ensure they were achieving the savings on water that they expected.

Purchase consideration of taps and spouts used in the kitchen, bathroom or laundry were primarily driven by the pricing of the products. However the appearance, look and design rated almost as highly in the decision process. These products feature prominently within consumers' homes, which could explain why consumers reported being concerned with the way these products look ahead of water efficiency.

Figure 11 – Attribute importance in product purchase (Flow Reducers / Controllers, Tap / Spout) – Q12



Across all product types, rebates or discount offers had a very low impact on overall purchase decision with less than 5% of consumers considering this as a key factor.

5.2.2 Influence of water rating labels on purchase decision

It was positive to note that across toilet, shower head and flow reducers / controllers products, approximately one in four consumers referred to the label or star rating both at the start of their purchase process when short listing products and at the end of the process when they were finalising their purchase decision.

Additionally, around six in ten consumers indicated that when shopping for a toilet, shower head or a flow reducer / controller product, they referred to the label or star rating at some point during the purchase process, either during their initial short listing stage, when making a final purchase decision, or at both of these stages.

Consumers were less likely to refer to or even be aware of water rating labels when purchasing taps and spouts. Less than one in five (18%) referred to the label or star rating on these types of products both whilst short listing these products or when making a final decision on the product they would purchase. Additionally, nearly a third of consumers (29%) indicated that they were not aware that taps and spouts had water rating labels. This may be due to the fact that only taps over basins need to be labelled; shower and bath taps do not.

Figure 12 – Point at which water labels were / would be referred to during purchase decision – Q13

	Toilet (n=727)	Shower Head (n=871)	Flow Reducer / Controller for taps (n=606)	Tap / Spout (n=868)
Referred to the label / star rating at both stages (short listing and final decision)	26%	23%	25%	18%
Referred to the label / star rating only when making the final decision	15%	16%	17%	14%
Referred to the label / star rating only at the initial search stage	23%	19%	17%	14%
Was aware of Water Rating Labels but didn't refer to the label or star rating	14%	15%	14%	14%
Was not aware that the product had a Water Rating Label	15%	18%	19%	29%
Other	1%	0%	1%	1%
Don't know	7%	9%	7%	9%

5.2.3 How water rating labels help consumers in their purchase decision

Primarily, water rating labels were used by consumers to help them compare the water efficiency or the consumption of water between different products during their purchase decision.

Consumers generally understood that the more stars given to any particular product, the more water efficient that product was within its category. This was used as a simple guide for consumers to assess the efficiency of products during the purchase process.

Although consumers use water rating labels in a similar way to assess taps and spouts, there was a greater level of uncertainty across these product types when compared to other product categories tested, with almost one in five (18%) indicating that they were either 'unsure' of how water rating labels could assist them in their purchase, or that there were no ways that water rating labels could help.

Figure 13 - How water rating labels help in decision to purchase – Q15

	Toilet (n=727)	Shower Head (n=871)	Flow Reducer / Controller for taps (n=606)	Tap / Spout (n=868)
Star ratings help compare water efficiency (more stars more efficient)	62%	62%	65%	56%
Help to compare water consumption / water used	61%	60%	60%	55%
Help to compare running costs	42%	42%	48%	39%
Help to compare environmental impact	30%	27%	33%	24%
Help to compare lifecycle cost	12%	12%	17%	13%
None/Unsure	9%	11%	7%	18%

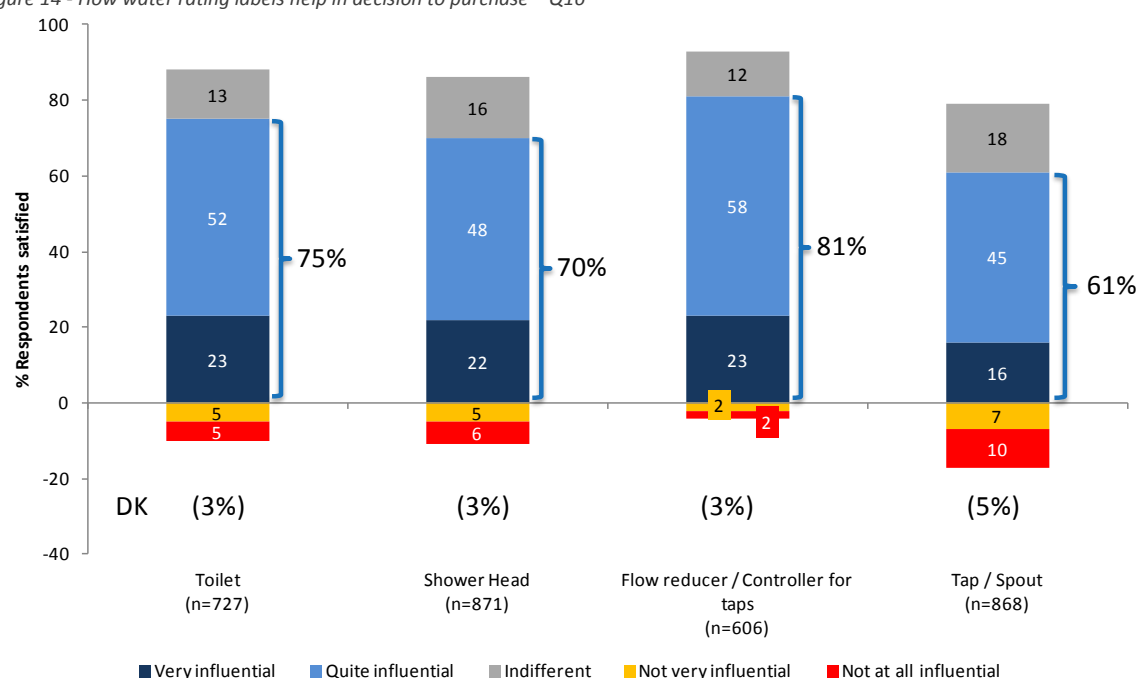
5.2.4 Influence of water rating labels on purchase decision

It was evident that water rating labels were an influential part of a consumer's purchase decision across all product types, with the majority indicating that ratings labels were either quite or a very influential part of the purchase process.

Water rating labels were particularly influential in the purchase of flow reducers / controllers for taps. Rating labels would be a strong indicator to consumers of the performance of products within the category, and as this is the primary purpose of these products, this could help explain why rating labels are more influential in consumers purchase decision for these products. As previously identified, water efficiency was a lower consideration when purchasing tap and spout products (in comparison to other product categories tested), which could be the reason why the influence of water rating labels was lower for these types of products. Even so, ratings labels still influence the purchase decision of more than six in ten (61%) of consumers when purchasing taps and spouts.

Those who indicated they had previously seen water rating labels (see section 5.3.1) were more likely to be influenced by ratings labels when making a purchase decision.

Figure 14 - How water rating labels help in decision to purchase – Q16



5.3 Efficiency labelling

This section of the report looks at consumer recognition of water rating labels, where they have seen ratings labels previously and the overall credibility of water rating labels amongst consumers in Australia.

5.3.1 Proportion of consumers that have seen water rating labels

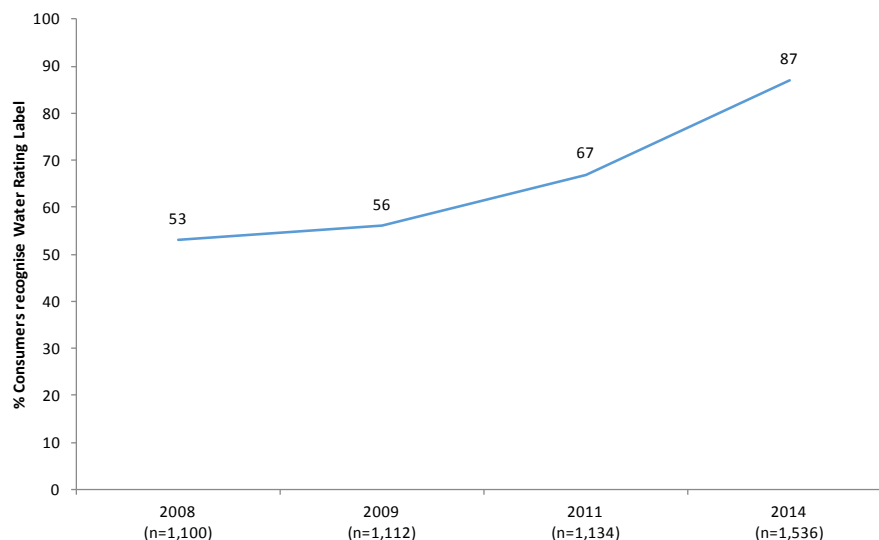
Overall, almost nine out of ten consumers (87%) indicated they had previously seen a water rating label, when they were shown an example image (see below figure 15). Recognition of the water rating label image shown was consistently high amongst all consumers, with no statistically significant differences identified demographically or attitudinally.

Figure 15 – Recognition of water rating labels – Q17



Over time there has been an increase in the recognition of water rating labels since they were first used in 2005. With the increase in recognition, consumers were more likely to accept these rating labels as the standard, which could be helping to raise credibility and influence on purchase to a higher level.

Figure 16 – Recognition of water rating labels over time – Q17

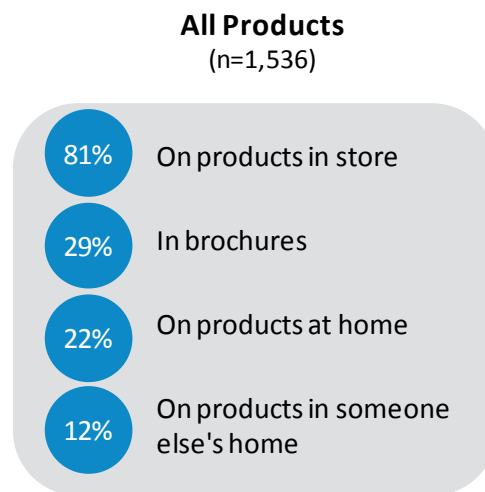


5.3.2 Where water rating labels were seen by consumers

Consumers were most likely to have seen water rating labels in a store when shopping for products, with more than eight in ten (81%) listing this as the primary location across all product types.

Water rating labels may also have been noticed by consumers when browsing catalogues or on products they had within their homes. These results were consistent across each of the four product types tested.

Figure 17 – Where consumers have previously seen water rating labels – Q14



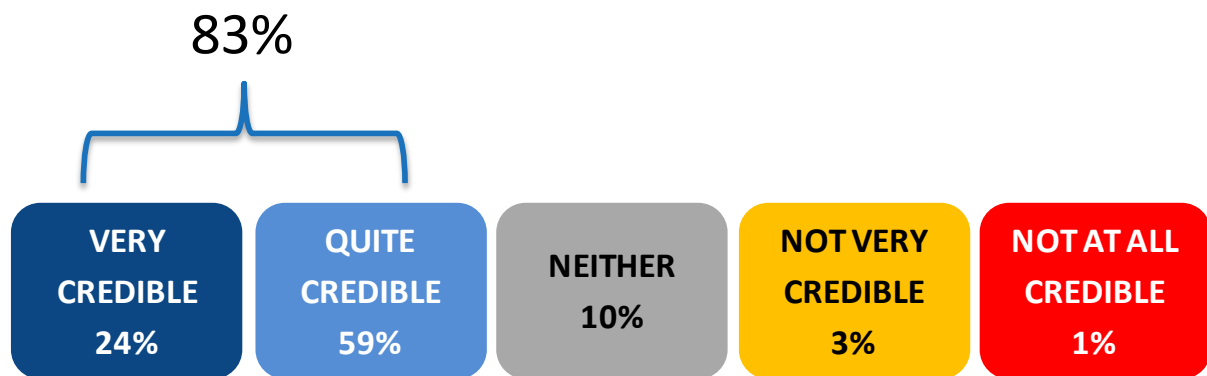
This suggests that consumers were most likely to be exposed to, and engage with, water rating labels during the purchase process. Once a decision has been made and a product is acquired, consumers may have removed labelling and would therefore be less likely to be exposed to rating labels in someone else's home.

5.3.3 Credibility of water rating labels amongst consumers

There was a high level of perceived credibility (83% either quite or very credible) of water rating labels amongst consumers. With recognition of water rating labels reaching an all time high (87%) in 2014, the majority of consumers see these labels as the standard for measuring the water efficiency of products within Australia. This level of recognition could be helping to improve the credibility of the scheme amongst consumers.

Although credibility of water rating labels was generally high amongst consumers, the small proportion (13%) that did not recognise the label when shown an example (see figure 15) were statistically significantly less likely (58%) to view the ratings labels as credible.

Figure 18 – Credibility of water rating labels amongst consumers – Q18



5.3.4 Credibility of water rating labels amongst consumers

The primary reason why the majority (83%) of consumers found water rating labels to be credible was due to the fact that they feel the ratings labels were an official measure that was controlled by the government and that meets a defined set of Australian standards. This was important, as it helps demonstrate that consumers correctly identify the official nature of the WELS labels and this enforces credibility.

Given almost ten years has past since these water rating labels were first used on products in Australia, consumers have now had a chance to purchase and use products that have come with a star rating. This has allowed consumers to get a feel for how the scheme is used, what type of efficiency is to be expected from products achieving different ratings and therefore it has gained credibility amongst consumers as a means for assessing products for purchase.

Figure 19 – Credibility of water rating labels amongst consumers – Q19

Why do you feel Water Ratings Labels are 'Very or Quite credible'?	n=1,256
Tested/regulated by external body/Govt department/quality controlled/Aust standards	26%
Can compare different brands/products/work out the most efficient/make informed decision/helpful	17%
It's good/it works/accurate/my own experience/evidence/reliable	16%
I trust them/believe them/credible	15%
They can't/wouldn't say something that isn't true/customer protection laws/illegal	12%
To conserve water/saves energy/environmentally efficient	10%

Those consumers who did not believe the water rating labels were credible (4%), or were unsure (10%) were generally sceptical around the system and cited a lack of proof of savings that could be achieved, or accuracy in the system as the main reasons for it lacking credibility.

There was also concern from these consumers around other factors that could influence the amount of water usage or efficiency achieved by these products within the home.

Figure 20 – Credibility of water rating labels amongst consumers – Q19

Why do you feel Water Ratings Labels are 'Neither credible or not credible'?	n=213
I'm sceptical/no proof/evidence/not accurate/open to manipulation	31%
It depends/conditions/factors can vary/water usage varies in each household	14%

Figure 21 – Credibility of water rating labels amongst consumers – Q19

Why do you feel Water Ratings Labels are 'Not very or not at all credible'?	n=58
I'm sceptical/no proof/evidence/not accurate/open to manipulation	59%
It depends/conditions/factors can vary/water usage varies in each household	17%

To help override these concerns, greater clarity around what ratings actually mean for individual products could be communicated to consumers.



Appendix 1:

Demographic data

(Location and Gender)

Demographic data (Location and Gender)

Q1. Where are you located?	%	n=
New South Wales	32%	497
Victoria	27%	415
Queensland	15%	231
Western Australia	12%	179
South Australia	10%	146
Tasmania	2%	34
Northern Territory	1%	11
Australian Capital Territory	1%	23

Q2. Gender	%	n=
Male	55%	839
Female	45%	697



Appendix 2: Questionnaire

Introduction:

Thank you for taking part in this survey. The survey will only take around 15 minutes depending on your responses and of course all your answers will be kept confidential. It's only your opinions we are after.

SCREENER**Q.1. Where are you located? SR**

Sydney metropolitan	1
Regional NSW	2
Melbourne	3
Regional VIC	4
Brisbane	5
Regional QLD	6
Adelaide	7
Regional SA	8
Perth	9
Regional WA	10
Hobart	11
Regional TAS	12
Northern Territory	13
Australian Capital Territory	14

ENSURE BROAD SPREAD OF STATES AND TERRITORIES**Q.2. Are you...? SR**

Male	1
Female	2

ENSURE BROAD SPREAD OF GENDERS**Q.3. Which one of these age groups do you belong to? SR**

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5

65+6

ENSURE BROAD SPREAD OF AGES

Q.4. Have you completed a renovation on any of the following rooms in your home in the last two years?

MR

Bathroom1
Kitchen2
Laundry3
Living room4
Garden5
Bedroom6
None of the above [EXCLUSIVE]7

Q.5. And are you thinking about renovating any of the following rooms in your home in the next two years?

MR

Bathroom1
Kitchen2
Laundry3
Living room4
Garden5
Bedroom6
None of the above [EXCLUSIVE]7

TO CONTINUE RESPONDENTS MUST CODE EITHER CODE 1,2 OR 3 AT Q.4 OR Q.5; THANK AND CLOSE FOR ALL OTHER RESPONDENTS

Q.6. Have you purchased any of the following products in the last 12 months? **RANDOMISE ORDER OF PRESENTATION – MULTIPLE RESPONSE**

Q.7. And do you think you will be purchasing any of the following products in the next 12 months? (Multiple response) **REMOVE ANSWERS GIVEN AT Q.6 – MULTIPLE RESPONSE**

	Q.6	Q.7
Toilet.....	1	1
Washing machine	2	2
Dishwasher	3	3
Shower heads	4	4
Flow reducer / controller.....	5	5
Taps / Spouts	6	6
None of these [EXCLUSIVE]	7	7

TO CONTINUE RESPONDENTS MUST CODE EITHER CODE 1, 4, 5 OR 6 AT Q.6 OR Q.7; THANK AND CLOSE FOR ALL OTHER RESPONDENTS

IF CODE 5 OR 6 AT Q.6 (HAVE PURCHASED WELS PRODUCT THAT COULD BE USED IN DIFFERENT ROOMS) ASK Q.8 FOR EACH:

Q.8. And which room in the house did you buy these products for? **MULTIPLE RESPONSE FOR EACH PRODUCT**

	Bathroom	Kitchen	Laundry	Other
a. Flow reducer / controller for taps	1	2	3	4
b. Taps / Spouts	1	2	3	4

IF CODE 5 OR 6 AT Q.7 (CONSIDERING PURCHASING WELS PRODUCT THAT COULD BE USED IN DIFFERENT ROOMS) ASK Q.9 FOR EACH:

Q.9. And which room in the house would you be buying these products for? **MULTIPLE RESPONSE FOR EACH PRODUCT**

	Bathroom	Kitchen	Laundry	Other
c. Flow reducer / controller for taps	1	2	3	4
d. Taps / Spouts	1	2	3	4

PROGRAMMING INSTRUCTIONS:

BASED ON THE ABOVE QUESTIONS RESPONDENTS WILL HAVE PURCHASED OR BE CONSIDERING PRODUCTS FROM ONE OR MORE OF THE FOLLOWING CATEGORIES

PURCHASED AT Q.6	Bathroom	Kitchen	Laundry
Toilet		N/A	N/A
Shower Head		N/A	N/A
Flow reducer / controller for taps			
Taps / Spouts			

CONSIDERING AT Q.7	Bathroom	Kitchen	Laundry
Toilet		N/A	N/A
Shower Head		N/A	N/A
Flow reducer / controller for taps			
Taps / Spouts			

SELECT TWO PRODUCT CATEGORIES TO FOCUS TOPIC OF SURVEY:

- <PRODUCT A>
- <PRODUCT B>

IF PURCHASED PRODUCTS FOCUS SURVEY ON PURCHASED PRODUCTS RATHER THAN CONSIDERED PRODUCTS ENSURE GOOD SPREAD ACROSS ALL PRODUCT CATEGORIES

PRIORITISATION TO BE BASED ON LIKELY INCIDENCE OF PRODUCTS IN EACH CATEGORY

In the following order (highest incidence at top):

Taps
Showers
Toilets
Flow controllers

<PRODUCT A>
<PRODUCT B>

For the remainder of the survey please focus your responses on the following two products:

- <Buying/Considering> <PRODUCT A>
- <Buying/Considering> <PRODUCT B>

SATISFACTION WITH PRODUCT

IF CODE 1, 4, 5 OR 6 AT Q.6 (HAVE PURCHASED WELS PRODUCT) ASK Q.10 FOR EACH:

Q.10. How satisfied were you with the performance of the <Q.6> that you bought? **SR FOR EACH PRODUCT**

	Not at all satisfied	Not very satisfied	Neither	Quite satisfied	Very satisfied
<PRODUCT A>	1	2	3	4	5
<PRODUCT B>	1	2	3	4	5

IF CODE 1 OR 2 AT Q.10 (DISSATISFIED WITH PRODUCT) ASK Q.11 FOR EACH :

Q.11. Why do you say that? **OE**

PURCHASE PROCESS

REPEAT Q.12- Q.16 FOR EACH PRODUCT SELECTED

Q.12. **IF PURCHASED:** Thinking about when you bought <PRODUCT>, please read through the list of features and attributes.

IF CONSIDERING: Thinking about if you were buying <PRODUCT>, please read through the list of features and attributes.

ASK ALL: I'd like you to share 100 points between the features and attributes listed to indicate how important you think each is in your purchase decision. Please share the points across the features – you may give as many or as few points to each feature as you like, or indeed none to all.

[RANDOMISE ORDER OF PRESENTATION]:

	<PRODUCT A>	<PRODUCT B>
Appearance / look / design		
Brand or reputation of the product		
Impact on the environment / environmental friendliness		
Outside dimensions / size		
Price/value for money		
Reliability		
Warranty / after sales service		
Water efficiency / water consumption		
Discount offer		
Rebate offer		
TOTAL (must add to 100)	100	100

Q.13. **IF PURCHASED:** Thinking of the last time you looked at or purchased <PRODUCT>, at what point, if any, did you refer to the Water Rating Labels? **SR**

IF CONSIDERING: Thinking about purchasing <PRODUCT>, at what point, if any, would you refer to the Water Rating Labels? **SR**

	<PRODUCT A>	<PRODUCT B>
Was not aware that the product had a Water Rating Label	1	1
Was aware of Water Rating Labels but didn't refer to the label or star rating	2	2
Referred to the label/star rating only at the initial search stage	3	3
Referred to the label/star rating only when making the final decision	4	4
Referred to the label/star rating at both stages (short listing and final decision)	5	5
Unsure / don't know	6	6
Other (specify)	7	7

ASK Q.14 IF CODE 2-5 AT Q.13

Q.14. And where have you previously seen these labels or ratings for <PRODUCT>? **MR**

	<PRODUCT A>	<PRODUCT B>
On products in store	1	1
On products at home	2	2
On products in someone else's home	3	3
On products elsewhere (please give details)	4	4
In brochures	5	5
Somewhere else (please give details)	6	6

ASK Q.15 FOR EACH PRODUCT

Q.15. In what ways would Water Rating Labels help you in your decision to purchase? **MR**

	<PRODUCT A>	<PRODUCT B>
Help to compare running costs	1	1
Star ratings help compare water efficiency (more stars more efficient)	2	2
Help to compare water consumption / water used	3	3
Help to compare environmental impact	4	4
Help to compare lifecycle cost	5	5
None/Unsure	7	7
Other (specify)	8	8

Q.16. How influential are these Water Rating Labels when you are choosing to purchase <PRODUCT>? **SR**

	<PRODUCT A>	<PRODUCT B>
Very influential	1	1
Quite influential	2	2
Indifferent	3	3
Not very influential	4	4
Not at all influential	5	5
Don't know	6	6

WELS LABELLING PROMPTED

Q.17. Have you seen this type of label before? **SR**



Yes.....1
No2

Q.18. How credible do you believe these water rating labels to be? **SR**

Very credible.....5
Quite credible4
Neither3
Not very credible2
Not at all credible1
Don't know4

Q.19. Why do you say that? **OE**

ATTITUDES FOR SEGMENTATION

Q.20. Thinking about products or fittings you might purchase as part of a home renovation. Please indicate below, how much you agree or disagree with each of the following statements. **SR FOR EACH STATEMENT, ROTATE**

	Disagree Completely	Disagree Somewhat	Neither Agree nor Disagree	Agree Somewhat	Agree Completely
I will only buy products that are stylish / fancy	1	2	3	4	5
Affordability is important to me	1	2	3	4	5
Running costs are an important part of my purchase decision	1	2	3	4	5
I will only buy brands I know and trust	1	2	3	4	5
Functionality is critical in my decision making process	1	2	3	4	5
I will always buy the best products available, regardless of price	1	2	3	4	5
I buy products that I can show off to friends	1	2	3	4	5
I only buy environmentally friendly products	1	2	3	4	5
I usually look for the cheapest option	1	2	3	4	5
I will only buy good quality products that will last a long time	1	2	3	4	5
I would usually look for products that are eligible for a rebate	1	2	3	4	5

Q.21. Which of the following statements best describes you...**SR**

- I am strongly involved in issues of sustainability and environmental issues1
 I have become more recently interested in issues of sustainability
 and issues about the environment.....2
 I am concerned about environmental issues but don't really know
 how I can make a difference.....3
 I don't really think about environmental concerns or issues4

Q.22. There are many things affecting our natural environment. How serious do you personally believe each of the following are? **(RANDOMISE ORDER OF PRESENTATION):**

	Not At All Serious					Extreme ly Serious
Global warming (climate change)	1	2	3	4	5	6
Air pollution	1	2	3	4	5	6
Water pollution	1	2	3	4	5	6
Shortage of clean water	1	2	3	4	5	6
Over-using non-renewable resources	1	2	3	4	5	6

Q.23. In terms of saving or conserving water in and around your home, which of the following best describes you? **(SINGLE RESPONSE)**

I am very conscious of saving water wherever possible1
 I am aware of trying to save water but am not that careful2
 I tend not to think about it too much3
 Other (specify)4

Q.24. Thinking now about the environment, in your opinion, how concerned are you about water shortages in the next 20 years? **(SINGLE RESPONSE)**

Very concerned5
 Quite concerned4
 Neither3
 Not very concerned2
 Not at all concerned1

Q.25. To what extent would you agree that conserving water is only a priority during periods of drought? **(SINGLE RESPONSE)**

Agree Completely1
 Agree Somewhat2
 Neither Agree nor Disagree3
 Disagree Somewhat4
 Disagree Completely5

DEMOGRAPHICS

And finally, just a couple more questions about you, so that we can understand how different people have answered these questions. As this is market research, it is carried out in compliance with the Privacy Act and the information you provided will be used only for research purposes.

Q.26. Including yourself, how many people live in your home? (SINGLE RESPONSE)

One	1
Two	2
Three.....	3
Four.....	4
Five or more.....	5
Don't know	6
Refused	7

Q.27. Which one of the following best describes your household? SR

A family with youngest child aged 5 years or less.....	1
A family with youngest child aged between 6 and 14 years	2
A family with youngest child aged 15 years or older	3
A couple	4
A single person	5
A group household (including related and unrelated adults)	6
Refused	7

Q.28. What is your annual household income before tax? (On average, each year). Please select one. SR

Less than \$25,000	1
\$25,000-\$49,999	2
\$50,000-\$74,999	3
\$75,000-\$99,999	4
\$100,000-\$124,999	5
\$125,000-\$149,999	6
\$150,000-\$174,999	7
\$175,000-\$199,999	8
\$200,000 plus	9
Not sure	10
Rather not say.....	11

Q.29. And finally, which of the following best describes your approach to your household budget? **SR**

- Putting off big purchases (e.g. new car, renovations, holiday)1
- Avoiding purchasing bigger treats (e.g. new dress, gadgets)2
- Avoiding purchasing the smaller treats (e.g. fine wine/food,
subscriptions and memberships).....3
- Going for budget options when shopping for essentials.....4
- None of these, I'm not changing my spending at the moment.....5

Thank you very much for your interest in this survey. We appreciate your time and hope you will participate in other surveys in future.

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APPENDIX 3:

Data Tables

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%
QL: Where are you located?																			
Sydney	336° 22%	336° 32%		336° 68%								181° 22%	155° 22%	16° 44%	74° 30%	74° 24%	76° 24%	52° 15%	44° 16%
														CPQR	QR	MPR	MPR	MPR	MPR
Regional New South Wales	161° 10%		161° 33%	161° 32%								87° 10%	74° 11%	4° 11%	22° 9%	19° 6%	32° 10%	43° 12%	41° 15%
														R	QR	QR	O	NO	NO
Melbourne	289° 19%	289° 28%			289° 70%							169° 20%	120° 17%	7° 19%	52° 21%	67° 21%	62° 20%	64° 18%	37° 13%
														R	R	R		NCP	NCP
Regional Victoria	126° 8%		126° 26%		126° 30%							63° 8%	63° 9%	2° 6%	18° 7%	20° 6%	12° 4%	43° 12%	31° 11%
														Q	QR	QR	QR	NCP	CP
Brisbane	113° 7%	113° 11%			113° 49%							63° 8%	50° 7%	2° 6%	19° 8%	31° 10%	25° 8%	13° 4%	23° 8%
														Q	Q	Q	NPR	Q	Q
Regional Queensland	118° 8%		118° 24%		118° 51%							60° 7%	58° 8%		12° 5%	11° 4%	27° 9%	30° 9%	38° 14%
														R	PQR	CR	CR	NCPQ	NCPQ
Adelaide	112° 7%	112° 11%						112° 77%				73° 9%	39° 6%	1° 3%	17° 7%	28° 9%	21° 7%	29° 8%	16° 6%
												L	K						
Regional South Australia	34° 2%		34° 7%					34° 23%				14° 2%	20° 3%	1° 3%	6° 2%	5° 2%	9° 3%	7° 2%	6° 2%
Perth	151° 10%	151° 14%					151° 84%					78° 9%	73° 10%	1° 3%	15° 6%	40° 13%	32° 10%	36° 10%	27° 10%
														O	N				

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TABLE 1 (CONT.) Standard Analysis *BY* Q1. Where are you located?

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	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q1. Where are you located?																				
Regional Western Australia	28		28				28					15	13	1	4	1	5	11	6	
	2%		6%				16%					2%	2%	3%	2%	0%	2%	3%	2%	
																0%		0%		
Hobart	15	15									15	7	8	1	2	6	2	2	2	
	1%	1%									44%	1%	1%	3%	1%	2%	1%	1%	1%	
Regional Tasmania	19		19								19	12	7		3	2	6	7	1	
	1%		4%								56%	1%	1%		1%	1%	2%	2%	0%	
Northern Territory	11	11								11		2	9		2		5	3	1	
	1%	1%								100%		0%	1%		1%		2%	1%	0%	
												L	K							
Australian Capital Territory	23	23							23			15	8		3	8	2	7	3	
	1%	2%							100%			2%	1%		1%	3%	1%	2%	1%	
TOTALS	1536	1050	486	497	415	231	179	146	23	11	34	839	697	36	249	312	316	347	276	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	
Q. Gender																				
Male	839° 55%	588 56%	251° 52%	268 54%	232 56%	123 53%	93 52%	87 60%	15 65%	2 18%	19° 56%	839 100%		14 39%	131 53%	185 59%	153 48%	199 57%	157° 57%	
														QQR		MP	QQR	MP	MP°	
Female	697° 45%	462 44%	235° 48%	229 46%	183 44%	108 47%	86 48%	59 40%	8 35%	9 82%	15° 44%		697° 100%	22 61%	118 47%	127 41%	163 52%	148 43%	119° 43%	
														QQR		MP	QQR	MP	MP°	
TOTALS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23 100%	11 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	

Standard Analysis *BY* Q8. Which one of these age groups do you belong to?

	LOCATION			STATE								GENDER		AGE							
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)		
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Q8. Which one of these age groups do you belong to?																					
18-24	36	28	8	20	9	2	2	2			1	14	22	36							
	2%	3%	2%	4%	2%	1%	1%	1%			3%	2%	3%	100%							
				E		C															
25-34	249	184	65	96	70	31	19	23	3	2	5	131	118		249						
	16%	18%	13%	19%	17%	13%	11%	16%	13%	18%	15%	16%	17%		100%						
		B	A	F			C														
35-44	312	254	58	93	87	42	41	33	8		8	185	127			312					
	20%	24%	12%	19%	21%	18%	23%	23%	35%		24%	22%	18%			100%					
		B	A																		
45-54	316	225	91	108	74	52	37	30	2	5	8	153	163				316				
	21%	21%	19%	22%	18%	23%	21%	21%	9%	45%	24%	18%	23%				100%				
												L	K								
55-64	347	206	141	95	107	43	47	36	7	3	9	199	148					347			
	23%	20%	29%	19%	26%	19%	26%	25%	30%	27%	26%	24%	21%					100%			
		B	A	D	E	D	C														
65+	276	153	123	85	68	61	33	22	3	1	3	157	119						276		
	18%	15%	25%	17%	16%	26%	18%	15%	13%	9%	9%	19%	17%						100%		
		B	A	E	E	D		E			E										
TOTALS	1536	1050	486	497	415	231	179	146	23	11	34	839	697	36	249	312	316	347	276		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

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TABLE 4

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Standard Analysis *BY* Q4. Have you completed a renovation on any of the following rooms in your home in the last two years?

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%	
Q4. Have you completed a renovation on any of the following rooms in your home in the last two years?																				
Bathroom	704° 46% B	513° 49% B	191° 39% A	233° 47% G	196° 47% G	104° 45% G	91° 51% G	51° 35% CF	12° 52% CF	4° 36% CF	13° 38% CF	416° 50% L	288° 41% K	22° 61% QR	142° 57% CPQR	150° 48% NR	144° 46% NR	144° 41% MN	102° 37% MCP	
Kitchen	582° 38% B	414° 39% B	168° 35% A	212° 43% F	159° 38% F	84° 36% F	55° 31% C	53° 36% C	7° 30% C	1° 9% C	11° 32% C	337° 40% L	245° 35% K	21° 58% CPQR	142° 57% CPQR	117° 38% MN	111° 35% MN	106° 31% MN	85° 31% MN	
Laundry	366° 24% B	255° 24% B	111° 23% A	106° 21% D	118° 28% C	56° 24% C	39° 22% C	32° 22% C	7° 30% C		8° 24% C	217° 26% L	149° 21% K	13° 36% QR	90° 36% CPQR	82° 26% NR	71° 22% NR	73° 21% MR	37° 13% MCPQ	
Living room	391° 25% B	282° 27% B	109° 22% A	140° 28% D	102° 25% C	65° 28% C	37° 21% C	36° 25% C	3° 13% C	1° 9% C	7° 21% C	225° 27% L	166° 24% K	13° 36% QR	106° 43% CPQR	84° 27% NR	71° 22% N	71° 20% MN	46° 17% MO	
Garden	615° 40% B	404° 38% B	211° 43% A	189° 38% D	181° 44% D	96° 42% D	70° 39% D	60° 41% D	6° 26% D	2° 18% D	11° 32% D	353° 42% L	262° 38% K	17° 47% QR	121° 49% PQR	134° 43% PQR	114° 36% N	128° 37% N	101° 37% N	
Bedroom	384° 25% B	256° 24% B	128° 26% A	114° 23% E	106° 26% E	70° 30% C	42° 23% C	38° 26% C	7° 30% C	1° 9% C	6° 18% C	215° 26% L	169° 24% K	16° 44% PQR	87° 35% PQR	95° 30% QR	81° 26% MQR	63° 18% MCP	42° 15% MCP	
None of the above	265° 17% B	168° 16% B	97° 20% A	85° 17% D	63° 15% D	44° 19% D	34° 19% D	24° 16% D	6° 26% D	4° 36% D	5° 15% D	131° 16% L	134° 19% K	3° 8% QR	31° 12% CPR	58° 19% N	65° 21% N	56° 16% N	52° 19% N	
TOTALS	3307° 215%	2292° 218%	1015° 209%	1079° 217%	925° 223%	519° 225%	368° 206%	294° 201%	48° 209%	13° 118%	61° 179%	1894° 226%	1413° 203%	105° 292%	719° 289%	720° 231%	657° 208%	641° 185%	465° 168%	

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Standard Analysis *BY* Q5. And are you thinking about renovating any of the following rooms in your home in the next two years?

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q5. And are you thinking about renovating any of the following rooms in your home in the next two years?																				
Bathroom	709	475	234	229	187	111	80	70	10	4	18	378	331	16	130	161	150	147	105	
	46%	45%	48%	46%	45%	48%	45%	48%	43%	36%	53%	45%	47%	44%	52%	52%	47%	42%	38%	
															QR	QR	R	NO	NCP	
Kitchen	724	514	210	217	208	116	89	61	12	10	11	387	337	18	142	157	147	143	117	
	47%	49%	43%	44%	50%	50%	50%	42%	52%	91%	32%	46%	48%	50%	57%	50%	47%	41%	42%	
		B	A		J						D				PQR	Q	N	NO	N	
Laundry	415	291	124	152	108	45	56	37	7	1	9	223	192	12	89	86	92	86	50	
	27%	28%	26%	31%	26%	19%	31%	25%	30%	9%	26%	27%	28%	33%	36%	28%	29%	25%	18%	
				E		CF	E							R	QR	NR	R	NR	MCPQ	
Living room	430	317	113	137	116	60	52	46	7	1	11	235	195	17	111	99	84	82	37	
	28%	30%	23%	28%	28%	26%	29%	32%	30%	9%	32%	28%	28%	47%	45%	32%	27%	24%	13%	
		B	A											PQR	CPQR	NQR	MNR	MCR	MCPQ	
Garden	454	321	133	135	140	72	40	48	7	3	9	250	204	15	118	111	92	69	49	
	30%	31%	27%	27%	34%	31%	22%	33%	30%	27%	26%	30%	29%	42%	47%	36%	29%	20%	18%	
				D	CF	F	DEG	F						QR	CPQR	NQR	NQR	MCP	MCP	
Bedroom	461	321	140	155	126	71	60	34	4	3	8	260	201	15	113	100	93	88	52	
	30%	31%	29%	31%	30%	31%	34%	23%	17%	27%	24%	31%	29%	42%	45%	32%	29%	25%	19%	
							G	F						QR	CPQR	NR	NR	MN	MCP	
None of the above	111	63	48	40	23	23	13	5	3	1	3	51	60	1	10	10	15	36	39	
	7%	6%	10%	8%	6%	10%	7%	3%	13%	9%	9%	6%	9%	3%	4%	3%	5%	10%	14%	
		B	A		E	DG		E							QR	QR	QR	NCP	NCP	
TOTALS	3304	2302	1002	1065	908	498	390	301	50	23	69	1784	1520	94	713	724	673	651	449	
	215%	219%	206%	214%	219%	216%	218%	206%	217%	209%	203%	213%	218%	261%	286%	232%	213%	188%	163%	

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Standard Analysis *BY* Q6. Have you purchased any of the following products in the last 12 months?

Q1	Q2	LOCATION			STATE							GENDER		AGE						
		Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)
1536°	1050°	486°	497°	415°	231°	179°	146°	23*	11*	34°	839°	697°	36°	249°	312°	316°	347°	276°		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Used any of the following products in the last 12 months?																				
508°	370°	138°	179°	134°	79°	63°	31°	11°	2°	9°	287°	221°	15°	96°	116°	98°	99°	84°		
33%	35% B	28% A	36% G	32% G	34% G	35% G	21% DEF	48%	18%	26%	34%	32%	42%	39% Q	37% Q	31%	29% NO	30%		
449°	319°	130°	166°	107°	73°	47°	37°	4°	4°	11°	260°	189°	24°	107°	106°	98°	61°	53°		
29%	30%	27% D	33% C	26% C	32%	26%	25%	17%	36%	32%	31%	27%	67% NQR	43% MPQR	34% MQR	31% MQR	18% MCP	19% MCP		
350°	252°	98°	128°	109°	46°	33°	24°	3°	2°	5°	184°	166°	15°	94°	70°	64°	69°	38°		
23%	24%	20% FG	26% FG	26% FG	20%	18% CD	16% CD	13%	18%	15%	22%	24%	42% CQR	38% CPQR	22% MR	20% MR	20% MR	14% MCPQ		
944°	658°	286°	299°	252°	138°	130°	89°	16°	5°	15°	524°	420°	26°	175°	197°	190°	200°	156°		
61%	63%	59% F	60% F	61% F	60% F	73% DEG	61% F	70%	45%	44% F	62%	60%	72%	70% PQR	63% N	60% N	58% N	57% N		
408°	300°	108°	146°	108°	52°	47°	43°	3°	3°	6°	234°	174°	14°	85°	81°	67°	100°	61°		
27%	29% B	22% A	29% A	26% A	23%	26% A	29% A	13%	27%	18%	28%	25%	39% PR	34% CPR	26% N	21% MQ	29% P	22% MP		
980°	670°	310°	314°	260°	145°	129°	96°	15°	5°	16°	537°	443°	25°	168°	192°	203°	218°	174°		
64%	64%	64% F	63% F	63% F	63% F	72% DEJ	66% J	65%	45%	47% FG	64%	64%	69%	67%	62% N	64% N	63% N	63% N		
159°	103°	56°	51°	42°	27°	12°	15°	2°	2°	8°	69°	90°	1°	15°	29°	43°	42°	29°		
10%	10%	12% J	10% J	10% J	12%	7% J	10% J	9%	18%	24% CFG	8% L	13% K	3% PQ	6% N	9% N	14% N	12% N	11% N		
3798°	2672°	1126°	1283°	1012°	560°	461°	335°	54°	23°	70°	2095°	1703°	120°	740°	791°	763°	789°	595°		
247%	254%	232%	258%	244%	242%	258%	229%	235%	209%	206%	250%	244%	333%	297%	254%	241%	227%	216%		

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Standard Analysis *BY* Q7. And do you think you will be purchasing any of the following products in the next 12 months?

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q7. And do you think you will be purchasing any of the following products in the next 12 months?																			
Toilet	409	278	131	132	108	54	43	43	10	4	15	211	198	9	67	103	98	83	49
	27%	26%	27%	27%	26%	23%	24%	29%	43%	36%	44%	25%	28%	25%	27%	33%	31%	24%	18%
				J	J	J	J				DEF				R	QR	QR	CP	NCP
Washing machine	280	196	84	99	69	36	35	33	5		3	146	134	3	46	64	65	62	40
	18%	19%	17%	20%	17%	16%	20%	23%	22%		9%	17%	19%	8%	18%	21%	21%	18%	14%
Dishwasher	282	209	73	77	92	33	40	30	5		5	151	131	4	57	73	62	55	31
	18%	20%	15%	15%	22%	14%	22%	21%	22%		15%	18%	19%	11%	23%	23%	20%	16%	11%
		B	A	IF	CE	IF	CE								QR	QR	R	NO	NCP
Shower heads	394	262	132	124	111	60	42	35	5	4	13	206	188	7	51	81	94	96	65
	26%	25%	27%	25%	27%	26%	23%	24%	22%	36%	38%	25%	27%	19%	20%	26%	30%	28%	24%
															PQ		N	N	
Flow reducer / controller for taps	347	245	102	116	91	52	33	37	8		10	197	150	10	55	83	79	68	52
	23%	23%	21%	23%	22%	23%	18%	25%	35%		29%	23%	22%	28%	22%	27%	25%	20%	19%
																QR		O	O
Taps / Spouts	385	261	124	136	109	54	35	29	5	5	12	194	191	4	50	78	85	101	67
	25%	25%	26%	27%	26%	23%	20%	20%	22%	45%	35%	23%	27%	11%	20%	25%	27%	29%	24%
				F			CI				F			PQ	Q		M	MN	
None of these	379	250	129	133	91	67	47	27	4	6	4	208	171	12	62	65	60	89	91
	25%	24%	27%	27%	22%	29%	26%	18%	17%	55%	12%	25%	25%	33%	25%	21%	19%	26%	33%
				G	E	DG		CE			E			P	R	R	MR	PR	NCPQ
TOTALS	2476	1701	775	817	671	356	275	234	42	19	62	1313	1163	49	388	547	543	554	395
	161%	162%	159%	164%	162%	154%	154%	160%	183%	173%	182%	156%	167%	136%	156%	175%	172%	160%	143%

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Standard Analysis *BY* Q8a. And which room in the house did you buy these products for? - Flow reducer / controller for taps

FILTERS: Q6. Have you purchased any of the following products in the last 12 months?(Flow reducer / controller for taps)

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	408	300	108	146	108	52	47	43	3*	3*	6*	234	174	14*	85	81	67	100	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q8a. And which room in the house did you buy these products for? - Flow reducer / controller for taps																				
Bathroom	319	240	79	108	81	43	41	36	3	3	4	185	134	9	69	69	48	79	45	
	78%	80%	73%	74%	75%	83%	87%	84%	100%	100%	67%	79%	77%	64%	81%	85%	72%	79%	74%	
																P	O			
Kitchen	202	141	61	74	62	25	18	17	2	2	2	112	90	6	49	37	36	45	29	
	50%	47%	56%	51%	57%	48%	38%	40%	67%	67%	33%	48%	52%	43%	58%	46%	54%	45%	48%	
					FG		D	D												
Laundry	158	114	44	54	49	19	17	14	2	1	2	96	62	2	45	34	24	33	20	
	39%	38%	41%	37%	45%	37%	36%	33%	67%	33%	33%	41%	36%	14%	53%	42%	36%	33%	33%	
															PQR	N	N	N		
Other	10	6	4	4	2	2	2					8	2		3	2	1	2	2	
	2%	2%	4%	3%	2%	4%	4%					3%	1%		4%	2%	1%	2%	3%	
TOTALS	689	501	188	240	194	89	78	67	7	6	8	401	288	17	166	142	109	159	96	
	169%	167%	174%	164%	180%	171%	166%	156%	233%	200%	133%	171%	166%	121%	195%	175%	163%	159%	157%	

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Standard Analysis *BY* Q8b. And which room in the house did you buy these products for? - Taps / Spouts

FILTERS: Q6. Have you purchased any of the following products in the last 12 months?(Taps / Spouts)

	LOCATION			STATE										GENDER		AGE							
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)					
RESPONDENTS	980	670	310	314	260	145	129	96	15*	5*	16*	537	443	25*	168	192	203	218	174				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Q8b. And which room in the house did you buy these products for? - Taps / Spouts																							
Bat hr oom	734	500	234	228	193	112	99	72	13	4	13	405	329	20	119	148	162	160	125				
	75%	75%	75%	73%	74%	77%	77%	75%	87%	80%	81%	75%	74%	80%	71% P	77%	80% N	73%	72%				
Ki t chen	516	353	163	182	138	79	60	45	5	1	6	292	224	13	98	99	95	114	97				
	53%	53%	53%	58%	53%	54%	47%	47%	33%	20%	38%	54%	51%	52%	58% P	52%	47% N	52%	56%				
Laundry	338	230	108	108	86	47	53	33	4		7	197	141	5	62	71	73	76	51				
	34%	34%	35%	34%	33%	32%	41%	34%	27%		44%	37%	32%	20%	37%	37%	36%	35%	29%				
Q t her	35	23	12	7	5	9	8	6				21	14		6	10	6	7	6				
	4%	3%	4%	2%	2%	6%	6%	6%				4%	3%		4%	5%	3%	3%	3%				
				EFG	EFG	CD	CD	CD															
TOTALS	1623	1106	517	525	422	247	220	156	22	5	26	915	708	38	285	328	336	357	279				
	166%	165%	167%	167%	162%	170%	171%	163%	147%	100%	163%	170%	160%	152%	170%	171%	166%	164%	160%				

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Standard Analysis *BY* Qc. And which room in the house would you be buying these products for? - Flow reducer / controller for taps

FILTERS: Q7. And do you think you will be purchasing any of the following products in the next 12 months?(Flow reducer / controller for taps)

	LOCATION			STATE							GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
RESPONDENTS	347° 100%	245 100%	102° 100%	116 100%	91 100%	52 100%	33 100%	37 100%	8* 100%	10*° 100%	197 100%	150° 100%	10* 100%	55 100%	83 100%	79 100%	68 100%	52° 100%
Qc. And which room in the house would you be buying these products for? - Flow reducer / controller for taps																		
Bat h room	283° 82%	196 80%	87° 85%	97 84%	72 79%	42 81%	27 82%	32 86%	5 63%	8° 80%	164 83%	119° 79%	9 90%	40 73%	70 84%	64 81%	56 82%	44° 85%
Ki t chen	182° 52%	135 55%	47° 46%	50 43%	55 60%	28 54%	22 67%	17 46%	4 50%	6° 60%	103 52%	79° 53%	5 50%	30 55%	46 55%	46 58%	31 46%	24° 46%
Laundry	114° 33%	80 33%	34° 33%	40 34%	37 41%	10 19%	12 36%	13 35%	1 13%	1° 10%	66 34%	48° 32%	4 40%	18 33%	26 31%	23 29%	20 29%	23° 44%
Q her	11° 3%	5 2%	6° 6%	4 3%	2 2%	2 4%	1 3%	2 5%		° °	4 2%	7° 5%			4 5%	2 3%	4 6%	1° 2%
TOTALS	590° 170%	416 170%	174° 171%	191 165%	166 182%	82 158%	62 188%	64 173%	10 125%	15° 150%	337 171%	253° 169%	18 180%	88 160%	146 176%	135 171%	111 163%	92° 177%

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Standard Analysis *BY* Qd. And which room in the house would you be buying these products for? - Taps / Spouts

FILTERS: Q7. And do you think you will be purchasing any of the following products in the next 12 months?(Taps / Spouts)

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
RESPONDENTS	385	261	124	136	109	54	35	29*	5*	5*	12*	194	191	4*	50	78	85	101	67
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Qd. And which room in the house would you be buying these products for? - Taps / Spouts																			
Bat hroom	332	224	108	117	91	45	33	27	5	4	10	167	165	4	43	69	75	86	55
	86%	86%	87%	86%	83%	83%	94%	93%	100%	80%	83%	86%	86%	100%	86%	88%	88%	85%	82%
Ki tchen	185	130	55	51	66	28	18	11	2	3	6	101	84	2	30	38	40	45	30
	48%	50%	44%	38%	61%	52%	51%	38%	40%	60%	50%	52%	44%	50%	60%	49%	47%	45%	45%
Laundry	147	102	45	46	46	18	16	15	1	2	3	72	75	2	15	31	34	37	28
	38%	39%	36%	34%	42%	33%	46%	52%	20%	40%	25%	37%	39%	50%	30%	40%	40%	37%	42%
Q her	9	6	3	3	3		1	2				3	6		1	3		3	2
	2%	2%	2%	2%	3%		3%	7%				2%	3%		2%	4%		3%	3%
TOTALS	673	462	211	217	206	91	68	55	8	9	19	343	330	8	89	141	149	171	115
	175%	177%	170%	160%	189%	169%	194%	190%	160%	180%	158%	177%	173%	200%	178%	181%	175%	169%	172%

PRODUCT *BY* Q10. How satisfied were you with the performance of the product that you bought?

	PRODUCT			
	toilet	shower head	flow reducer / controller for taps	tap / spout
RESPONDENTS	508 100%	675 100%	408 100%	669 ^a 100%
Q10. How satisfied were you with the performance of the product that you bought?				
NETT DISSATISFIED RESPONDENTS	23 5%	17 3%	10 2%	19 ^a 3%
Not at all satisfied	1 0%	3 0%	1 0%	2 ^a 0%
Not very satisfied	22 4%	14 2%	9 2%	17 ^a 3%
Neither	29 6%	36 5%	30 7%	31 ^a 5%
NETT SATISFIED RESPONDENTS	456 90%	622 92%	368 90%	619 ^a 93%
Quite satisfied	258 51%	347 51%	233 57%	354 ^a 53%
Very satisfied	198 39%	275 41%	135 33%	265 ^a 40%
TOTALS	508 100%	675 100%	408 100%	669 ^a 100%

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Standard Analysis *BY* Q10. How satisfied were you with the performance of the product that you bought?

FILTERS: PRODUCT(toilet) *AND* Q10. How satisfied were you with the performance of the product that you bought? (*NOT* NOT ESTABLISHED)

	LOCATION			STATE									GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)		
RESPONDENTS	508 100%	370 100%	138 100%	179 100%	134 100%	79 100%	63 100%	31 100%	11* 100%	2* 100%	9* 100%	287 100%	221 100%	15* 100%	96 100%	116 100%	98 100%	99 100%	84 100%		
Q10. How satisfied were you with the performance of the product that you bought?																					
NETT DISSATISFIED RESPONDENTS	23 5%	16 4%	7 5%	8 4%	7 5%	4 5%	3 5%	1 3%				13 5%	10 5%		3 3%	4 3%	9 9%	4 4%	3 4%		
Not at all satisfied	1 0%	1 0%					1 2%					1 0%						1 1%			
Not very satisfied	22 4%	15 4%	7 5%	8 4%	7 5%	4 5%	2 3%	1 3%				12 4%	10 5%		3 3%	4 3%	9 9%	3 3%	3 4%		
Neither	29 6%	19 5%	10 7%	12 7%	6 4%	6 8%	3 5%	1 3%	1 9%			19 7%	10 5%	3 20%	7 7%	8 7%	5 5%	4 4%	2 2%		
NETT SATISFIED RESPONDENTS	456 90%	335 91%	121 88%	159 89%	121 90%	69 87%	57 90%	29 94%	10 91%	2 100%	9 100%	255 89%	201 91%	12 80%	86 90%	104 90%	84 86%	91 92%	79 94%		
Quite satisfied	258 51%	187 51%	71 51%	94 53%	71 53%	39 49%	32 51%	12 39%	6 55%		4 44%	147 51%	111 50%	7 47%	56 58%	61 53%	46 47%	46 46%	42 50%		
Very satisfied	198 39%	148 40%	50 36%	65 36%	50 37%	30 38%	25 40%	17 55%	4 36%	2 100%	5 56%	108 38%	90 41%	5 33%	30 31%	43 37%	38 39%	45 45%	37 44%		
TOTALS	508 100%	370 100%	138 100%	179 100%	134 100%	79 100%	63 100%	31 100%	11 100%	2 100%	9 100%	287 100%	221 100%	15 100%	96 100%	116 100%	98 100%	99 100%	84 100%		

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TABLE 14

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Standard Analysis *BY* Q10. How satisfied were you with the performance of the product that you bought?

FILTERS: PRODUCT(shower head) *AND* Q10. How satisfied were you with the performance of the product that you bought?(*NOT* NOT ESTABLISHED)

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	675° 100%	453 100%	222° 100%	208 100%	184 100%	95 100%	93 100%	70 100%	9* 100%	4* 100%	12° 100%	371 100%	304° 100%	13* 100%	115 100%	137 100%	145 100%	140 100%	125° 100%	
Q10. How satisfied were you with the performance of the product that you bought?																				
NETT DISSATISFIED RESPONDENTS	17° 3%	11 2%	6° 3%	3 1%	7 4%	3 3%	3 3%				1° 8%	10 3%	7° 2%	1 8%		5 4%	3 2%	4 3%	4° 3%	
Not at all satisfied	3° 0%	2 0%	1° 0%		2 1%		1 1%				° °	2 1%	1° 0%			1 1%		1 1%	1° 1%	
Not very satisfied	14° 2%	9 2%	5° 2%	3 1%	5 3%	3 3%	2 2%				1° 8%	8 2%	6° 2%	1 8%		4 3%	3 2%	3 2%	3° 2%	
Neither	36° 5%	28 6%	8° 4%	13 6%	8 4%	4 4%	7 8%	3 4%			1° 8%	20 5%	16° 5%	1 8%	6 5%	9 7%	8 6%	8 6%	4° 3%	
NETT SATISFIED RESPONDENTS	622° 92%	414 91%	208° 94%	192 92%	169 92%	88 93%	83 89%	67 96%	9 100%	4 100%	10° 83%	341 92%	281° 92%	11 85%	109 95%	123 90%	134 92%	128 91%	117° 94%	
Quite satisfied	347° 51%	239 53%	108° 49%	115 55%	93 51%	54 57%	41 44%	31 44%	5 56%	2 50%	6° 50%	187 50%	160° 53%	6 46%	68 59% R	71 52%	79 54% R	70 50%	53° 42% NP°	
Very satisfied	275° 41%	175 39%	100° 45%	77 37% G	76 41%	34 36% G	42 45%	36 51% CE	4 44%	2 50%	4° 33%	154 42%	121° 40%	5 38%	41 36% R	52 38% R	55 38% R	58 41%	64° 51% NP°	
TOTALS	675° 100%	453 100%	222° 100%	208 100%	184 100%	95 100%	93 100%	70 100%	9 100%	4 100%	12° 100%	371 100%	304° 100%	13 100%	115 100%	137 100%	145 100%	140 100%	125° 100%	

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Standard Analysis *BY* Q10. How satisfied were you with the performance of the product that you bought?

FILTERS: PRODUCT(flow reducer / controller for taps) *AND* Q10. How satisfied were you with the performance of the product that you bought?(*NOT* NOT ESTABLISHED)

	LOCATION			STATE							GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	408	300	108	146	108	52	47	43	3*	3*	6*	234	174	14*	85	81	67	100	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q10. How satisfied were you with the performance of the product that you bought?																			
NETT DISSATISFIED RESPONDENTS	10	5	5	4	3	1		2				7	3		1	3	2	4	
	2%	2%	5%	3%	3%	2%		5%				3%	2%		1%	4%	3%	4%	
Nbt at all satisfied	1		1	1									1				1		
	0%		1%	1%									1%				1%		
Nbt very satisfied	9	5	4	3	3	1		2				7	2		1	3	1	4	
	2%	2%	4%	2%	3%	2%		5%				3%	1%		1%	4%	1%	4%	
Neither	30	22	8	13	7	4	3	1		1	1	19	11	2	7	9	6	3	3
	7%	7%	7%	9%	6%	8%	6%	2%		33%	17%	8%	6%	14%	8%	11%	9%	3%	5%
NETT SATISFIED RESPONDENTS	368	273	95	129	98	47	44	40	3	2	5	208	160	12	77	69	59	93	58
	90%	91%	88%	88%	91%	90%	94%	93%	100%	67%	83%	89%	92%	86%	91%	85%	88%	93%	95%
Quite satisfied	233	170	63	84	58	29	31	25	3	1	2	129	104	9	56	44	38	57	29
	57%	57%	58%	58%	54%	56%	66%	58%	100%	33%	33%	55%	60%	64%	66%	54%	57%	57%	48%
Very satisfied	135	103	32	45	40	18	13	15		1	3	79	56	3	21	25	21	36	29
	33%	34%	30%	31%	37%	35%	28%	35%		33%	50%	34%	32%	21%	25%	31%	31%	36%	48%
TOTALS	408	300	108	146	108	52	47	43	3	3	6	234	174	14	85	81	67	100	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Standard Analysis *BY* Q10. How satisfied were you with the performance of the product that you bought?

FILTERS: PRODUCT(tap / spout) *AND* Q10. How satisfied were you with the performance of the product that you bought?(*NOT* NOT ESTABLISHED)

	LOCATION			STATE										GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)				
RESPONDENTS	669°	436	233°	202	176	103	86	75	11*	5*	11*	359	310°	16*	102	121	140	152	138°			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Q10. How satisfied were you with the performance of the product that you bought?																						
NETT DISSATISFIED RESPONDENTS	19°	11	8°	3	6		6	2	2			8	11°	1	2	4	3	7	2°			
	3%	3%	3%	1%	3%		7%	3%	18%			2%	4%	6%	2%	3%	2%	5%	1%			
				F			C															
Nbt at all satisfied	2°	1	1°	1					1			1	1°			1		1				
	0%	0%	0%	0%					9%			0%	0%			1%		1%				
Nbt very satisfied	17°	10	7°	2	6		6	2	1			7	10°	1	2	3	3	6	2°			
	3%	2%	3%	1%	3%		7%	3%	9%			2%	3%	6%	2%	2%	2%	4%	1%			
				F			C															
Neither	31°	24	7°	12	9	1	2	5	1	1		16	15°	3	5	5	8	8	2°			
	5%	6%	3%	6%	5%	1%	2%	7%	9%	20%		4%	5%	19%	5%	4%	6%	5%	1%			
				E		CG		E														
NETT SATISFIED RESPONDENTS	619°	401	218°	187	161	102	78	68	8	4	11°	335	284°	12	95	112	129	137	134°			
	93%	92%	94%	93%	91%	99%	91%	91%	73%	80%	100%	93%	92%	75%	93%	93%	92%	90%	97%			
				E	E	CFG	E	E										R	Q			
Quite satisfied	354°	231	123°	116	93	51	45	36	4	2	7°	214	140°	8	56	66	76	78	70°			
	53%	53%	53%	57%	53%	50%	52%	48%	36%	40%	64%	60%	45%	50%	55%	55%	54%	51%	51%			
												L	K									
Very satisfied	265°	170	95°	71	68	51	33	32	4	2	4°	121	144°	4	39	46	53	59	64°			
	40%	39%	41%	35%	39%	50%	38%	43%	36%	40%	36%	34%	46%	25%	38%	38%	38%	39%	46%			
				E		C						L	K									
TOTALS	669°	436	233°	202	176	103	86	75	11	5	11°	359	310°	16	102	121	140	152	138°			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

PRODUCT *BY* Q11. Why do you say that?

	PRODUCT			
	toilet _***	shower head	flow reducer / controller for taps	tap / spout
RESPONDENTS	23* 100%	17* 100%	10* 100%	19* 100%
Q11. Why do you say that?				
Restricted flush capability/does not flush/flow properly	10 43%		3 30%	1 5%
Doesn't fit/wrong dimensions	5 22%	1 6%		2 11%
Poor quality	5 22%	4 24%		9 47%
Poor installation	1 4%	1 6%	2 20%	4 21%
Keeps leaking/seal broke	1 4%	1 6%		2 11%
Poor water pressure/ changed the pressure		11 65%	4 40%	3 16%
Other	2 9%	1 6%		1 5%
Nothing			1 10%	
TOTALS	24 104%	19 112%	10 100%	22 116%

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Standard Analysis *BY* Q11. Why do you say that?

FILTERS: PRODUCT(toilet) *AND* Q10. How satisfied were you with the performance of the product that you bought?(Not at all satisfied *TO* Not very satisfied)

	LOCATION			STATE					GENDER		AGE				
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	Male	Female	25-34	35-44	45-54	55-64	65+
	***	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
RESPONDENTS	23*	16*	7*	8*	7*	4*	3*	1*	13*	10*	3*	4*	9*	4*	3*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q11. Why do you say that?															
Restricted flush capability/does not flush/flow properly	10° 43%	6 38%	4° 57%	3 38%	5 71%	2 50%			4 31%	6° 60%	3 100%	2 50%	3 33%	2 50%	
Doesn't fit/wrong dimensions	5° 22%	5 31%		2 25%		1 25%	2 67%		2 15%	3° 30%		1 25%	1 11%	1 25%	2° 67%
Poor quality	5° 22%	3 19%	2° 29%	3 38%	1 14%	1 25%			4 31%	1° 10%			4 44%		1° 33%
Poor installation	1° 4%		1° 14%					1° 100%	1 8%				1 11%		
Keeps leaking/seal broke	1° 4%	1 6%					1 33%		1 8%			1 25%			
Other	2° 9%	2 13%			1 14%	1 25%			1 8%	1° 10%				1 25%	1° 33%
TOTALS	24° 104%	17 106%	7° 100%	8 100%	7 100%	5 125%	3 100%	1° 100%	13 100%	11° 110%	3 100%	4 100%	9 100%	4 100%	4° 133%

Standard Analysis *BY* Q11. Why do you say that?

FILTERS: PRODUCT(shower head) *AND* Q10. How satisfied were you with the performance of the product that you bought?(Not at all satisfied *TO* Not very satisfied)

	LOCATION			STATE					GENDER		AGE				
	Total	Metro	Regional	NSW	VIC	QLD	WA	TAS	Male	Female	18-24	35-44	45-54	55-64	65+
	***	(A)	(B)	(C)	(D)	(E)	(F)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)	(R)
RESPONDENTS	17*	11*	6*	3*	7*	3*	3*	1*	10*	7*	1*	5*	3*	4*	4*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q11. Why do you say that?															
Poor water pressure/ changed the pressure	11° 65%	6 55%	5° 83%	2 67%	4 57%	2 67%	2 67%	1° 100%	7 70%	4° 57%		4 80%	1 33%	2 50%	4° 100%
Poor quality	4° 24%	3 27%	1° 17%	1 33%	1 14%	1 33%	1 33%		3 30%	1° 14%	1 100%	1 20%		2 50%	
Poor installation	1° 6%	1 9%				1 33%			1 10%			1 20%			
Doesn't fit/wrong dimensions	1° 6%	1 9%			1 14%					1° 14%			1 33%		
Keeps leaking/seal broke	1° 6%	1 9%				1 33%			1 10%			1 20%			
Other	1° 6%	1 9%			1 14%					1° 14%			1 33%		
TOTALS	19° 112%	13 118%	6° 100%	3 100%	7 100%	5 167%	3 100%	1° 100%	12 120%	7° 100%	1 100%	7 140%	3 100%	4 100%	4° 100%

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TABLE 20

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Standard Analysis *BY* Q1. Why do you say that?

FILTERS: PRODUCT(flow reducer / controller for taps) *AND* Q10. How satisfied were you with the performance of the product that you bought?(Not at all satisfied *TO* Not very satisfied)

	LOCATION			STATE				GENDER		AGE			
	Total	Metro	Regional	NSW	VIC	QLD	SA	Male	Female	25-34	35-44	45-54	55-64
	***	(A)	(B)	(C)	(D)	(E)	(G)	(K)	(L)	(N)	(O)	(P)	(Q)
RESPONDENTS	10*	5*	5*	4*	3*	1*	2*	7*	3*	1*	3*	2*	4*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q1. Why do you say that?													
Poor water pressure/changed the pressure	4°	4			3		1°	3	1°	1	1	1	1°
	40%	80%			100%		50%	43%	33%	100%	33%	50%	25%
Restricted flush capability/does not flush/flow properly	3°	1	2°	2		1		3			1		2°
	30%	20%	40%	50%		100%		43%			33%		50%
Poor installation	2°		2°	1			1°		2°			1	1°
	20%		40%	25%			50%		67%			50%	25%
Nothing	1°		1°	1				1			1		
	10%		20%	25%				14%			33%		
TOTALS	10°	5	5°	4	3	1	2°	7	3°	1	3	2	4°
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Standard Analysis *BY* Q11. Why do you say that?

FILTERS: PRODUCT(tap / spout) *AND* Q10. How satisfied were you with the performance of the product that you bought?(Not at all satisfied *TO* Not very satisfied)

RESPONDENTS	LOCATION			STATE					GENDER		AGE					
	Total (A)	Metro (B)	Regional (C)	NSW (D)	VIC (E)	WA (F)	SA (G)	ACT (H)	Male (I)	Female (J)	18-24 (K)	25-34 (L)	35-44 (M)	45-54 (N)	55-64 (O)	65+ (P)
	19*	11*	8*	3*	6*	6*	2*	2*	8*	11*	1*	2*	4*	3*	7*	2*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q11. Why do you say that?																
Poor quality	9° 47%	5 45%	4° 50%	2 67%	1 17%	5 83%		1° 50%	5 63%	4° 36%		1 50%	2 50%	1 33%	4 57%	1° 50%
Poor installation	4° 21%	2 18%	2° 25%		1 17%	2 33%	1 50%		3 38%	1° 9%				1 33%	1 14%	2° 100%
Poor water pressure/ changed the pressure	3° 16%	2 18%	1° 13%	1 33%	1 17%		1 50%		1 13%	2° 18%	1 100%		1 25%		1 14%	
Doesn't fit/wrong dimensions	2° 11%	1 9%	1° 13%	1 33%				1° 50%	1 13%	1° 9%			2 50%			
Keeps leaking/seal broke	2° 11%	1 9%	1° 13%		1 17%		1 50%		1 13%	1° 9%				1 33%	1 14%	
Restricted flush capability/does not flush/flow properly	1° 5%	1 9%			1 17%					1° 9%		1 50%				
Other	1° 5%	1 9%			1 17%					1° 9%				1 33%		
TOTALS	22° 116%	13 118%	9° 113%	4 133%	6 100%	7 117%	3 150%	2° 100%	11 138%	11° 100%	1 100%	2 100%	5 125%	4 133%	7 100%	3° 150%

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TABLE 22

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PRODUCT *BY* Q12a. Points - Appearance / look / design

	PRODUCT			
	toilet	shower head	flow reducer / controller for taps	tap / spout
RESPONDENTS	727	871	606	868
Q12a. Points - Appearance / look / design				
MEANS	14.9	14.2	11.3	19.5
TOTALS				
STD DEVIATION	16.8	17.0	14.8	20.6
Q12b. Points - Brand or reputation of the product				
MEANS	7.2	6.4	8.1	6.1
TOTALS				
STD DEVIATION	12.8	12.1	13.3	10.7
Q12c. Points - Impact on the environment / environmental friendliness				
MEANS	7.2	7.6	9.6	6.0
TOTALS				
STD DEVIATION	13.0	14.0	14.2	11.9
Q12d. Points - Outside dimensions / size				
MEANS	8.9	6.3	6.4	6.7
TOTALS				
STD DEVIATION	14.5	12.7	13.4	13.1
Q12e. Points - Price / value for money				
MEANS	17.9	18.5	15.7	20.6
TOTALS				
STD DEVIATION	19.9	19.6	19.0	21.6



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TABLE 22 (CONT.) PRODUCT *BY* Q12f. Points - Reliability

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	PRODUCT			
	toilet	shower head	flow reducer / controller for taps	tap / spout
RESPONDENTS	727	871	606	868
Q12f. Points - Reliability				
MEANS	11.1	14.1	13.7	14.0
TOTALS				
STD DEVIATION	16.0	18.2	17.4	18.2
Q12g. Points - Warranty / after sales service				
MEANS	5.8	5.0	6.8	5.8
TOTALS				
STD DEVIATION	11.6	9.9	12.4	11.7
Q12h. Points - Water efficiency / water consumption				
MEANS	17.8	20.5	18.9	14.1
TOTALS				
STD DEVIATION	19.8	22.7	20.4	18.0
Q12i. Points - Discount offer				
MEANS	5.8	4.7	4.9	4.9
TOTALS				
STD DEVIATION	12.3	10.2	9.5	10.5
Q12j. Points - Rebate offer				
MEANS	3.4	2.6	4.8	2.3
TOTALS				
STD DEVIATION	9.1	7.2	10.3	6.6

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TABLE 23

Standard Analysis *BY* Q12a. Points - Appearance / look / design

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FILTERS: PRODUCT(toilet)

	LOCATION			STATE									GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			
RESPONDENTS	727	515	212	254	185	111	81	52	18*	6*	20*	395	332	18*	123	168	153	146	119		
Q12a. Points - Appearance / look / design																					
MEANS	14.9	14.9	15.1	15.7	14.4	13.8	11.7	17.3	15.2	15.3	22.4	13.9	16.2	8.0	13.0	15.3	14.4	17.0	15.5		
TOTALS							G	F													
STD DEVIATION	16.8	17.1	16.2	18.0	16.0	16.3	13.7	19.3	15.8	9.6	18.5	16.0	17.7	10.9	17.4	16.5	15.6	19.4	15.3		
Q12b. Points - Brand or reputation of the product																					
MEANS	7.2	7.7	6.0	6.7	9.3	5.6	7.2	7.8	5.1	7.7	4.3	7.9	6.4	8.2	8.8	7.6	7.5	6.8	5.0		
TOTALS					E	D									R				N		
STD DEVIATION	12.8	13.6	10.4	11.9	16.6	9.4	12.7	11.6	6.5	6.9	5.3	13.8	11.4	14.7	17.4	11.8	12.0	11.3	10.7		
Q12c. Points - Impact on the environment / environmental friendliness																					
MEANS	7.2	7.6	6.3	7.1	8.1	6.2	7.8	4.5	7.6	8.0	9.0	6.4	8.1	7.2	8.1	6.1	8.6	6.3	6.9		
TOTALS																					
STD DEVIATION	13.0	14.1	10.0	12.6	15.2	14.0	10.5	9.0	12.1	11.1	9.9	11.5	14.5	12.7	15.5	9.8	16.4	11.3	11.3		
Q12d. Points - Outside dimensions / size																					
MEANS	8.9	8.8	9.3	9.8	7.9	8.7	10.7	7.6	5.2	7.3	8.6	8.8	9.0	16.0	9.3	7.5	8.9	7.2	11.5		
TOTALS																R		R	O		
STD DEVIATION	14.5	14.2	15.1	16.0	11.4	14.0	18.5	12.9	9.2	11.3	11.3	13.9	15.2	21.4	14.9	11.6	13.0	13.9	18.1		
Q12e. Points - Price / value for money																					
MEANS	17.9	17.2	19.5	16.8	17.5	18.4	21.2	17.7	19.7	7.7	20.3	17.1	18.8	13.8	18.4	19.2	15.4	17.1	20.2		
TOTALS																	R		P		
STD DEVIATION	19.9	19.8	20.1	18.1	20.5	18.9	24.3	20.6	18.9	5.3	23.9	18.7	21.3	12.5	21.2	21.6	17.4	18.9	21.2		

	LOCATION			STATE								GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
RESPONDENTS	727	515	212	254	185	111	81	52	18*	6*	20*	395	332	18*	123	168	153	146	119	
Q12f. Points - Reliability																				
MEANS	11.1	11.0	11.2	11.6	10.6	10.9	9.0	11.2	15.6	27.0	9.6	11.6	10.5	9.1	10.1	11.8	11.6	11.6	10.0	
TOTALS																				
STD DEVIATION	16.0	15.6	17.0	16.3	16.0	17.8	10.4	14.3	23.6	16.7	13.6	17.2	14.4	14.4	16.0	16.7	13.7	18.3	14.9	
Q12g. Points - Warranty / after sales service																				
MEANS	5.8	5.9	5.4	7.2	4.8	4.9	5.5	4.1	3.9	13.0	5.7	6.1	5.3	6.9	7.6	4.7	6.9	4.8	4.9	
TOTALS				D	C										O	N				
STD DEVIATION	11.6	11.8	10.9	14.4	9.0	8.7	12.4	7.4	6.6	25.7	6.9	11.0	12.2	11.6	15.6	7.6	13.7	11.0	8.4	
Q12h. Points - Water efficiency / water consumption																				
MEANS	17.8	16.8	20.3	15.0	19.7	21.5	18.8	20.3	14.3	9.7	9.7	17.2	18.5	9.5	14.3	16.0	18.2	23.1	18.1	
TOTALS		B	A	E	C	C									Q	Q	Q	NPR	Q	
STD DEVIATION	19.8	18.9	21.8	17.5	21.2	23.4	20.4	19.6	12.9	4.8	11.9	19.5	20.2	14.1	20.3	18.2	20.6	20.6	19.1	
Q12i. Points - Discount offer																				
MEANS	5.8	6.3	4.8	6.5	4.6	5.1	5.7	8.1	7.3	1.0	7.8	7.3	4.1	9.5	4.8	7.5	6.1	4.4	5.4	
TOTALS					G			D					L	K		Q		O		
STD DEVIATION	12.3	12.8	10.8	13.6	9.4	11.8	11.0	15.5	14.8	2.4	15.2	14.2	9.2	14.3	9.4	14.2	13.1	10.9	11.9	
Q12j. Points - Rebate offer																				
MEANS	3.4	3.9	2.2	3.6	3.0	4.9	2.5	1.4	6.2	3.3	2.8	3.6	3.1	11.8	5.5	4.2	2.3	1.6	2.4	
TOTALS		B	A			G		E								PQR	PQ	NO	NO	
STD DEVIATION	9.1	9.6	7.7	10.0	8.3	11.3	6.4	3.0	12.8	5.5	6.2	9.1	9.1	23.1	11.0	9.5	6.7	5.5	7.9	

Standard Analysis *BY* Q12a. Points - Appearance / look / design

FILTERS: PRODUCT(shower head)

	LOCATION			STATE									GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)		
RESPONDENTS	871	585	286	264	242	128	114	89	11*	5*	18*	478	393	17*	140	177	183	198	156		
Q12a. Points - Appearance / look / design																					
MEANS	14.2	13.4	16.1	13.8	13.6	15.4	14.0	15.5	8.0	22.0	18.2	12.8	16.0	15.6	14.6	16.0	13.8	13.3	13.4		
TOTALS		B	A									L	K								
STD DEVIATION	17.0	16.5	18.1	17.5	15.6	18.7	19.0	16.2	11.8	12.7	11.7	15.8	18.3	16.3	16.9	20.1	16.3	16.4	15.0		
Q12b. Points - Brand or reputation of the product																					
MEANS	6.4	6.9	5.4	7.8	6.1	4.6	5.9	6.3	10.7	3.2	5.5	6.8	6.0	16.0	6.1	7.3	5.9	6.6	5.0		
TOTALS				E		C										R			O		
STD DEVIATION	12.1	12.6	10.9	14.0	12.0	9.5	10.8	11.0	18.7	4.4	6.6	12.6	11.5	26.3	10.0	12.2	10.5	14.9	8.1		
Q12c. Points - Impact on the environment / environmental friendliness																					
MEANS	7.6	7.8	7.2	7.3	7.9	7.1	7.3	8.2	8.5	20.2	6.4	7.2	8.1	6.7	5.0	6.7	10.4	8.5	6.6		
TOTALS															PQ	P	NR	N	P		
STD DEVIATION	14.0	13.8	14.3	14.4	13.7	14.8	12.8	14.8	9.9	19.5	7.2	13.7	14.3	11.9	8.2	11.9	18.0	15.6	12.3		
Q12d. Points - Outside dimensions / size																					
MEANS	6.3	6.0	6.9	5.6	6.7	7.1	5.8	7.6	4.0	6.8	3.9	6.0	6.6	8.5	8.8	6.6	4.7	6.2	5.7		
TOTALS															P		N				
STD DEVIATION	12.7	12.3	13.5	11.4	12.5	14.1	14.2	14.6	9.8	8.9	6.6	11.7	13.9	13.2	15.1	13.6	8.9	13.0	12.6		
Q12e. Points - Price / value for money																					
MEANS	18.5	18.5	18.5	18.1	19.0	18.9	20.3	15.7	14.8	19.2	20.2	19.8	16.9	15.7	19.8	17.8	18.7	17.0	19.9		
TOTALS												L	K								
STD DEVIATION	19.6	20.4	17.9	19.3	19.7	20.1	24.1	15.0	12.5	17.7	13.6	21.1	17.6	13.0	18.8	20.3	19.3	19.5	20.8		

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TABLE 24 (CONT.) Standard Analysis *BY* Q12f. Points - Reliability

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	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	871	585	286	264	242	128	114	89	11*	5*	18*	478	393	17*	140	177	183	198	156	
Q12f. Points - Reliability																				
MEANS	14.1	14.0	14.3	14.4	13.3	15.1	15.4	11.4	18.5	7.4	14.7	13.5	14.8	14.1	12.3	14.9	13.1	15.7	13.7	
TOTALS																				
STD DEVIATION	18.2	17.5	19.5	18.7	17.9	19.1	19.0	16.0	17.6	7.3	13.7	18.6	17.6	9.9	15.6	19.0	18.7	18.9	18.5	
Q12g. Points - Warranty / after sales service																				
MEANS	5.0	5.3	4.4	5.5	5.1	4.0	5.0	4.3	4.8	6.8	7.5	5.4	4.6	4.9	7.6	5.3	5.4	3.7	3.7	
TOTALS																				
STD DEVIATION	9.9	10.3	9.1	10.6	10.6	6.4	12.1	6.5	7.0	8.4	12.5	11.0	8.5	8.6	13.0	10.1	10.2	9.1	6.5	
Q12h. Points - Water efficiency / water consumption																				
MEANS	20.5	19.9	21.8	19.6	21.0	21.6	20.1	21.3	22.5	10.0	19.1	20.5	20.5	11.5	16.5	17.3	20.7	22.3	26.2	
TOTALS																				
STD DEVIATION	22.7	22.0	24.0	23.1	22.4	25.5	21.8	20.9	22.4	9.3	14.5	22.6	22.7	13.1	20.3	19.0	22.6	22.6	27.7	
Q12i. Points - Discount offer																				
MEANS	4.7	5.3	3.4	4.8	4.6	4.1	4.0	6.8	4.5	0.8	2.8	5.1	4.2	5.9	6.0	5.2	5.2	3.8	3.3	
TOTALS																				
STD DEVIATION	10.2	10.9	8.4	9.9	10.2	9.4	10.3	13.1	6.8	1.8	5.1	10.9	9.2	7.8	12.5	10.5	11.0	8.7	8.3	
Q12j. Points - Rebate offer																				
MEANS	2.6	3.0	2.0	3.0	2.7	2.1	2.2	2.9	3.5	3.6	1.7	3.0	2.2	1.1	3.3	2.8	2.0	2.9	2.5	
TOTALS																				
STD DEVIATION	7.2	7.8	5.7	8.5	7.4	5.8	5.2	7.5	5.8	5.0	3.6	7.4	6.9	2.3	9.1	7.2	4.7	8.8	5.8	

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TABLE 25

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Standard Analysis *BY* Q12a. Points - Appearance / look / design

FILTERS: PRODUCT(flow reducer / controller for taps)

	LOCATION			STATE								GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
RESPONDENTS	606	439	167	208	168	86	61	63	5*	3*	12*	349	257	19*	110	124	112	140	101	
Q12a. Points - Appearance / look / design																				
MEANS	11.3	11.2	11.7	10.5	11.0	13.6	10.0	13.0	7.8	13.7	11.3	11.6	10.9	9.7	11.5	11.6	12.8	11.1	9.7	
TOTALS																				
STD DEVIATION	14.8	14.6	15.2	14.3	13.5	18.6	13.2	16.0	8.9	9.9	11.6	15.6	13.6	11.1	16.6	15.5	15.6	14.0	12.4	
Q12b. Points - Brand or reputation of the product																				
MEANS	8.1	8.7	6.5	8.9	7.9	7.3	7.9	8.3	0.0	7.7	5.2	8.6	7.4	8.5	9.1	8.5	10.4	6.4	6.0	
TOTALS																				
STD DEVIATION	13.3	13.7	12.1	14.1	13.0	12.3	13.8	13.9	0.0	7.5	6.6	14.1	12.1	10.0	15.9	12.9	14.9	11.9	10.5	
Q12c. Points - Impact on the environment / environmental friendliness																				
MEANS	9.6	9.3	10.2	10.0	8.2	11.6	10.1	6.2	27.2	14.7	13.6	9.2	10.1	13.7	9.0	9.1	10.8	8.4	10.3	
TOTALS																				
STD DEVIATION	14.2	13.9	14.8	15.3	12.3	15.3	14.0	9.3	34.0	12.7	14.2	14.6	13.6	22.4	15.6	13.2	13.6	13.2	13.7	
Q12d. Points - Outside dimensions / size																				
MEANS	6.4	6.7	5.4	7.0	6.6	4.2	6.9	6.8	1.8	0.0	6.1	7.1	5.3	9.7	6.4	6.3	5.8	7.4	4.9	
TOTALS																				
STD DEVIATION	13.4	13.2	13.9	15.8	11.6	7.6	18.2	11.1	4.0	0.0	7.4	14.3	12.0	17.2	11.1	14.1	11.9	16.7	10.0	
Q12e. Points - Price / value for money																				
MEANS	15.7	15.9	15.1	16.7	15.1	15.3	13.3	15.4	27.6	10.0	18.6	15.3	16.3	14.5	15.6	15.3	14.7	15.1	18.3	
TOTALS																				
STD DEVIATION	19.0	19.5	17.6	20.3	18.3	19.0	17.5	16.2	20.4	4.4	27.3	18.4	19.7	22.0	21.1	17.0	15.8	17.9	22.8	

	LOCATION			STATE										GENDER		AGE							
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)					
RESPONDENTS	606	439	167	208	168	86	61	63	5*	3*	12*	349	257	19*	110	124	112	140	101				
Q12f. Points - Reliability																							
MEANS	13.7	13.7	13.5	12.9	14.4	11.9	13.9	16.2	4.2	23.0	15.4	13.0	14.5	10.6	11.6	13.1	11.9	16.5	15.2				
TOTALS																							
STD DEVIATION	17.4	17.6	16.8	17.5	17.1	16.5	17.3	19.8	4.9	22.5	15.7	16.7	18.3	16.3	15.8	17.5	14.1	19.2	19.3				
Q12g. Points - Warranty / after sales service																							
MEANS	6.8	6.7	7.0	7.0	6.2	9.4	6.8	4.8	0.0	0.7	8.4	6.9	6.6	11.3	10.6	6.5	5.9	4.3	6.6				
TOTALS																							
STD DEVIATION	12.4	11.7	14.1	13.1	10.6	16.4	12.1	6.9	0.0	1.2	16.2	12.4	12.4	18.3	17.4	12.2	11.2	6.8	11.1				
Q12h. Points - Water efficiency / water consumption																							
MEANS	18.9	17.4	22.8	17.7	18.9	19.3	22.1	20.0	10.0	30.0	15.2	18.1	20.0	7.1	14.8	16.9	19.5	22.3	22.7				
TOTALS																							
STD DEVIATION	20.4	19.7	21.6	20.0	20.0	20.3	23.4	21.0	12.2	24.3	15.1	19.7	21.2	8.9	19.5	19.2	19.7	22.4	20.4				
Q12i. Points - Discount offer																							
MEANS	4.9	5.4	3.4	4.9	5.6	2.8	5.8	5.7	2.0	0.0	3.0	5.4	4.1	8.1	6.1	5.8	4.0	4.7	3.1				
TOTALS																							
STD DEVIATION	9.5	10.2	7.3	9.0	10.3	4.8	10.5	13.3	2.8	0.0	3.6	10.4	8.1	10.4	9.9	11.3	7.0	10.2	7.6				
Q12j. Points - Rebate offer																							
MEANS	4.8	4.9	4.4	4.4	6.0	4.7	3.1	3.8	19.4	0.3	3.3	4.8	4.7	6.9	5.2	6.8	4.2	3.9	3.2				
TOTALS																							
STD DEVIATION	10.3	10.1	10.8	9.4	11.6	11.8	6.0	8.3	26.6	0.6	8.0	10.6	9.9	13.8	9.6	14.2	9.1	8.9	6.9				

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TABLE 26

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Standard Analysis *BY* Q12a. Points - Appearance / look / design

FILTERS: PRODUCT(tap / spout)

	LOCATION			STATE									GENDER		AGE					
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	868	561	307	268	235	137	102	88	12*	8*	18*	456	412	18*	125	155	184	210	176	
Q12a. Points - Appearance / look / design																				
MEANS	19.5	18.8	20.7	18.8	19.2	19.7	17.6	20.2	23.2	31.4	29.8	17.3	21.8	11.4	16.5	20.0	21.5	19.2	20.1	
TOTALS												L	K		P		N			
STD DEVIATION	20.6	20.9	20.1	19.6	20.9	21.0	20.5	20.0	23.5	27.9	25.8	19.1	21.9	14.0	18.3	22.2	21.9	19.6	20.9	
Q12b. Points - Brand or reputation of the product																				
MEANS	6.1	6.5	5.3	7.1	5.8	5.2	5.4	6.6	4.3	2.0	5.1	6.7	5.4	9.0	7.2	6.0	5.7	5.5	6.1	
TOTALS																				
STD DEVIATION	10.7	11.6	8.8	12.5	10.8	7.9	8.8	11.7	5.4	3.7	9.0	12.0	9.0	12.0	13.2	9.5	10.3	9.4	11.6	
Q12c. Points - Impact on the environment / environmental friendliness																				
MEANS	6.0	6.1	6.0	5.4	6.6	5.4	6.5	6.9	11.8	9.1	2.2	5.5	6.6	10.0	7.0	5.1	5.9	6.6	5.2	
TOTALS																				
STD DEVIATION	11.9	11.8	12.1	10.0	12.0	10.8	11.2	18.3	13.3	7.3	4.9	11.2	12.6	21.0	12.1	9.7	11.7	13.4	10.3	
Q12d. Points - Outside dimensions / size																				
MEANS	6.7	6.2	7.6	8.5	6.2	7.0	3.5	6.8	1.3	1.9	7.2	6.8	6.6	3.7	8.0	4.8	5.9	6.6	8.7	
TOTALS				F	F	F	CEG	F							O	NR			O	
STD DEVIATION	13.1	12.4	14.2	15.2	12.2	12.6	8.5	13.7	2.3	3.9	14.7	13.2	12.9	6.8	14.4	8.3	11.8	14.0	15.7	
Q12e. Points - Price / value for money																				
MEANS	20.6	20.4	21.0	20.3	20.0	19.7	23.7	20.3	30.4	14.9	20.6	21.7	19.4	18.7	21.6	21.2	20.0	20.0	20.8	
TOTALS																				
STD DEVIATION	21.6	22.0	20.7	20.4	21.6	19.9	25.7	23.0	21.6	14.8	19.6	22.7	20.1	18.8	22.1	22.1	22.2	20.6	21.7	

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TABLE 26 (CONT.) Standard Analysis *BY* Q12f. Points - Reliability

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	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	868	561	307	268	235	137	102	88	12*	8*	18*	456	412	18*	125	155	184	210	176	
Q12f. Points - Reliability																				
MEANS	14.0	14.1	14.0	12.2	13.5	14.1	17.1	17.1	12.8	13.6	15.2	14.9	13.0	13.0	12.2	14.0	12.7	14.8	15.9	
TOTALS				FG			C	C												
STD DEVIATION	18.2	18.8	17.2	15.6	17.8	17.7	21.8	23.2	10.8	10.7	19.4	19.3	17.0	13.8	16.1	19.1	17.1	19.4	18.9	
Q12g. Points - Warranty / after sales service																				
MEANS	5.8	5.6	6.3	5.4	5.8	7.6	5.8	3.3	2.7	12.8	9.8	5.8	5.9	6.8	6.6	5.8	6.6	5.4	4.9	
TOTALS					G	G	G	DEF												
STD DEVIATION	11.7	10.2	14.0	11.3	10.1	15.4	10.4	4.8	4.3	19.2	24.6	12.3	11.0	8.2	13.0	9.9	13.8	12.8	8.2	
Q12h. Points - Water efficiency / water consumption																				
MEANS	14.1	14.2	13.8	13.1	15.6	15.5	14.9	12.1	8.9	10.4	6.9	13.7	14.5	13.3	11.5	14.1	15.5	15.6	12.7	
TOTALS															Q			N		
STD DEVIATION	18.0	18.4	17.4	17.0	18.5	21.2	18.6	16.2	8.7	9.0	8.8	18.4	17.6	13.7	15.9	16.9	21.2	17.9	17.3	
Q12i. Points - Discount offer																				
MEANS	4.9	5.6	3.6	6.5	4.6	3.9	4.1	4.8	2.0	1.5	2.2	5.3	4.5	7.9	6.4	5.8	4.9	4.1	3.9	
TOTALS			B	A	E		C								QR			N	N	
STD DEVIATION	10.5	11.4	8.6	12.3	10.1	10.1	8.1	10.1	3.1	4.2	3.9	10.9	10.0	9.7	11.7	12.7	10.2	8.9	9.4	
Q12j. Points - Rebate offer																				
MEANS	2.3	2.7	1.7	2.7	2.8	1.8	1.3	2.0	2.7	2.5	1.0	2.4	2.3	6.2	3.0	3.1	1.4	2.2	1.8	
TOTALS			B	A		F		D							PR	P	NO		N	
STD DEVIATION	6.6	7.1	5.5	7.2	6.8	6.9	5.2	5.3	8.0	6.0	2.2	7.1	6.0	13.0	5.6	8.8	3.6	7.8	4.5	

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TABLE 27

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PRODUCT *BY* Q13. Point referred/would refer to Water Rating Labels

	PRODUCT			
	toilet _***	shower head	flow reducer / controller for taps	tap / spout
RESPONDENTS	727 100%	871 100%	606 100%	868 ^a 100%
Q13. Point referred/would refer to Water Rating Labels				
Referred to the label / star rating at both stages (short listing and final decision)	186 26%	198 23%	151 25%	155 ^a 18%
Referred to the label / star rating only at the initial search stage	164 23%	163 19%	101 17%	120 ^a 14%
Was not aware that the product had a Water Rating Label	112 15%	153 18%	117 19%	254 ^a 29%
Referred to the label / star rating only when making the final decision	106 15%	137 16%	102 17%	123 ^a 14%
Was aware of Water Rating Labels but didn't refer to the label or star rating	99 14%	132 15%	84 14%	120 ^a 14%
Someone else purchased it/ plumber/ husband	4 1%	2 0%	5 1%	4 ^a 0%
Advised by sales person/ plumber on what to buy		3 0%	1 0%	1 ^a 0%
Unsure / don't know	53 7%	79 9%	44 7%	82 ^a 9%



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PRODUCT *BY* Q13. Point referred/would refer to Water Rating Labels				
PRODUCT				
	toilet	shower head	flow reducer / controller for taps	tap / spout
RESPONDENTS	727 100%	871 100%	606 100%	868 ^o 100%
Q13. Point referred/would refer to Water Rating Labels				
Other	3 0%	4 0%	1 0%	9 ^o 1%
TOTALS	727 100%	871 100%	606 100%	868 ^o 100%

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TABLE 28

Standard Analysis *BY* Q13. Point referred/would refer to Water Rating Labels

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FILTERS: PRODUCT(toilet)

	LOCATION			STATE								GENDER		AGE						
	Total ****	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	727 100%	515 100%	212 100%	254 100%	185 100%	111 100%	81 100%	52 100%	18* 100%	6* 100%	20* 100%	395 100%	332 100%	18* 100%	123 100%	168 100%	153 100%	146 100%	119 100%	
Q13. Point referred/would refer to Water Rating Labels																				
Referred to the label / star rating at both stages (short listing and final decision)	186 26%	117 23% B	69 33% A	60 24%	53 29%	32 29%	17 21%	14 27%	6 33%	1 17%	3 15%	88 22% L	98 30% K	1 6%	17 14% PQR	38 23% Q	47 31% N	52 36% NO	31 26% N	
Referred to the label / star rating only at the initial search stage	164 23%	121 23%	43 20%	60 24%	44 24%	24 22%	16 20%	9 17%	5 28%		6 30%	95 24%	69 21%	6 33%	42 34% PQR	45 27% QR	30 20% N	21 14% NO	20 17% NO	
Was not aware that the product had a Water Rating Label	112 15%	77 15%	35 17%	38 15%	24 13%	18 16%	15 19%	11 21%	1 6%	2 33%	3 15%	66 17%	46 14%	3 17%	12 10% PR	21 13%	30 20% N	22 15%	24 20% N	
Referred to the label / star rating only when making the final decision	106 15%	74 14%	32 15%	35 14%	24 13%	15 14%	13 16%	10 19%	2 11%	2 33%	5 25%	62 16%	44 13%	3 17%	16 13%	22 13%	19 12%	28 19%	18 15%	
Was aware of Water Rating Labels but didn't refer to the label or star rating	99 14%	83 16% B	16 8% A	38 15%	28 15%	10 9%	15 19%	4 8%	2 11%		2 10%	57 14%	42 13%	3 17%	27 22% QR	26 15% Q	21 14% Q	8 5% NP	14 12% N	
Someone else purchased it/ plumber/ husband	4 1%	3 1%	1 0%		1 1%	1 1%	2 2%					1 0%	3 1%				1 1%	1 1%	2 2%	
Unsure / don't know	53 7%	38 7%	15 7%	23 9%	10 5%	9 8%	3 4%	4 8%	2 11%	1 17%	1 5%	25 6%	28 8%	2 11%	9 7%	15 9% P	5 3% QQ	14 10% P	8 7%	
Other	3 0%	2 0%	1 0%		1 1%	2 2%						1 0%	2 1%			1 1%			2 2%	



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TABLE 28 (CONT.) Standard Analysis *BY* Q13. Point referred/would refer to Water Rating Labels

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	LOCATION		STATE								GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	***	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
RESPONDENTS	727	515	212	254	185	111	81	52	18*	6*	20*	395	332	18*	123	168	153	146	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q13. Point referred/would refer to Water Rating Labels																			
TOTALS	727	515	212	254	185	111	81	52	18	6	20	395	332	18	123	168	153	146	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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TABLE 29

Standard Analysis *BY* Q13. Point referred/would refer to Water Rating Labels

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FILTERS: PRODUCT(shower head)

	LOCATION			STATE								GENDER		AGE						
	Total ****	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	871 100%	585 100%	286 100%	264 100%	242 100%	128 100%	114 100%	89 100%	11* 100%	5* 100%	18* 100%	478 100%	393 100%	17* 100%	140 100%	177 100%	183 100%	198 100%	156 100%	
Q13. Point referred/would refer to Water Rating Labels																				
Referred to the label / star rating at both stages (short listing and final decision)	198 23%	129 22%	69 24%	50 19% D	64 26% C	34 27%	23 20%	24 27%	1 9%		2 11%	106 22%	92 23%	2 12%	27 19%	40 23%	44 24%	51 26%	34 22%	
Referred to the label / star rating only at the initial search stage	163 19%	112 19%	51 18%	52 20%	38 16% E	34 27% DG	23 20%	11 12% E	1 9%		4 22%	99 21%	64 16%	3 18%	24 17%	35 20%	34 19%	42 21%	25 16%	
Was not aware that the product had a Water Rating Label	153 18%	100 17%	53 19%	59 22% DE	36 15% C	13 10% C	21 18%	13 15%	5 45%	2 40%	4 22%	75 16%	78 20%	1 6%	30 21%	26 15%	28 15%	35 18%	33 21%	
Referred to the label / star rating only when making the final decision	137 16%	91 16%	46 16%	35 13%	41 17%	20 16%	17 15%	16 18%	3 27%	2 40%	3 17%	79 17%	58 15%	3 18%	17 12%	25 14%	29 16%	32 16%	31 20%	
Was aware of Water Rating Labels but didn't refer to the label or star rating	132 15%	94 16%	38 13%	34 13%	39 16%	15 12%	22 19%	17 19%			5 28%	83 17% L	49 12% K	7 41%	28 20% QR	39 22% QR	30 16% Q	11 6% NP	17 11% NO	
Advised by sales person/plumber on what to buy	3 0%	2 0%	1 0%	1 0%	1 0%		1 1%					1 0%	2 1% L				2 1%	1 1%		
Someone else purchased it/plumber/husband	2 0%	1 0%	1 0%				1 1%	1 1%					2 1% K				2 1%			
Unsure / don't know	79 9%	55 9%	24 8%	32 12% F	21 9%	11 9%	6 5% C	7 8%	1 9%	1 20%		32 7% L	47 12% K	1 6%	14 10%	12 7%	13 7%	25 13%	14 9%	

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TABLE 29 (CONT.) Standard Analysis *BY* Q13. Point referred/would refer to Water Rating Labels

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	LOCATION			STATE								GENDER		AGE						
	Total -***	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	871 ^o 100% ^o	585 ^o 100% ^o	286 ^o 100% ^o	264 ^o 100% ^o	242 ^o 100% ^o	128 ^o 100% ^o	114 ^o 100% ^o	89 ^o 100% ^o	11* ^o 100% ^o	5* ^o 100% ^o	18* ^o 100% ^o	478 ^o 100% ^o	393 ^o 100% ^o	17* ^o 100% ^o	140 ^o 100% ^o	177 ^o 100% ^o	183 ^o 100% ^o	198 ^o 100% ^o	156 ^o 100% ^o	
Q13. Point referred/would refer to Water Rating Labels																				
Other	4 ^o 0% ^o	1 ^o 0% ^o	3 ^o 1% ^o	1 ^o 0% ^o	2 ^o 1% ^o	1 ^o 1% ^o						3 ^o 1% ^o	1 ^o 0% ^o				1 ^o 1% ^o	1 ^o 1% ^o	2 ^o 1% ^o	
TOTALS	871 ^o 100% ^o	585 ^o 100% ^o	286 ^o 100% ^o	264 ^o 100% ^o	242 ^o 100% ^o	128 ^o 100% ^o	114 ^o 100% ^o	89 ^o 100% ^o	11 ^o 100% ^o	5 ^o 100% ^o	18 ^o 100% ^o	478 ^o 100% ^o	393 ^o 100% ^o	17 ^o 100% ^o	140 ^o 100% ^o	177 ^o 100% ^o	183 ^o 100% ^o	198 ^o 100% ^o	156 ^o 100% ^o	

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TABLE 30

Standard Analysis *BY* Q13. Point referred/would refer to Water Rating Labels

PAGE 39

FILTERS: PRODUCT(flow reducer / controller for taps)

	LOCATION			STATE							GENDER		AGE						
	Total ***	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)
RESPONDENTS	606° 100%	439 100%	167° 100%	208 100%	168 100%	86 100%	61 100%	63 100%	5* 100%	3* 100%	12*° 100%	349 100%	257° 100%	19* 100%	110 100%	124 100%	112 100%	140 100%	101° 100%
Q13. Point referred/would refer to Water Rating Labels																			
Referred to the label / star rating at both stages (short listing and final decision)	151° 25%	102 23%	49° 29%	51 25%	44 26%	22 26%	12 20%	18 29%	1 20%		3° 25%	83 24%	68° 26%	4 21%	22 20%	32 26%	34 30%	36 26%	23° 23%
Was not aware that the product had a Water Rating Label	117° 19%	82 19%	35° 21%	51 25% G	31 18%	14 16%	8 13%	8 13% C		1 33%	4° 33%	74 21%	43° 17%	6 32%	22 20% O	13 10% NQR	21 19%	32 23% O	23° 23% O
Referred to the label / star rating only when making the final decision	102° 17%	72 16%	30° 18%	31 15%	27 16%	18 21%	10 16%	13 21%		2 67%	1° 8%	56 16%	46° 18%	1 5%	11 10% R	22 18%	21 19%	24 17%	23° 23% N
Referred to the label / star rating only at the initial search stage	101° 17%	74 17%	27° 16%	36 17%	28 17%	15 17%	9 15%	10 16%	1 20%		2° 17%	63 18%	38° 15%	3 16%	19 17%	26 21%	14 13%	27 19%	12° 12%
Was aware of Water Rating Labels but didn't refer to the label or star rating	84° 14%	70 16% B	14° 8% A	27 13%	23 14%	10 12%	12 20%	9 14%	2 40%		1° 8%	45 13%	39° 15%	4 21%	29 26% PQR	24 19% QR	12 11% N	7 5% NO	8° 8% NO
Someone else purchased it/ plumber/husband	5° 1%	4 1%	1° 1%		2 1%	1 1%	1 2%	1 2%				1 0%	4° 2%				2 2%	2 1%	1° 1%
Advised by sales person/ plumber on what to buy	1° 0%	1 0%						1 2%				1 0%							1° 1%
Unsure / don't know	44° 7%	34 8%	10° 6%	12 6%	13 8%	6 7%	8 13%	3 5%	1 20%		1° 8%	25 7%	19° 7%	1 5%	7 6%	7 6%	8 7%	11 8%	10° 10%

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TABLE 30 (CONT.) Standard Analysis *BY* Q13. Point referred/would refer to Water Rating Labels

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	LOCATION			STATE								GENDER		AGE						
	Total -***	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	606 100%	439 100%	167 100%	208 100%	168 100%	86 100%	61 100%	63 100%	5* 100%	3* 100%	12* 100%	349 100%	257 100%	19* 100%	110 100%	124 100%	112 100%	140 100%	101 100%	
Q13. Point referred/would refer to Water Rating Labels																				
Other	1 0%		1 1%				1 2%					1 0%						1 1%		
TOTALS	606 100%	439 100%	167 100%	208 100%	168 100%	86 100%	61 100%	63 100%	5 100%	3 100%	12 100%	349 100%	257 100%	19 100%	110 100%	124 100%	112 100%	140 100%	101 100%	

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TABLE 31

Standard Analysis *BY* Q13. Point referred/would refer to Water Rating Labels

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FILTERS: PRODUCT(tap / spout)

	LOCATION			STATE								GENDER		AGE						
	Total ****	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	868° 100%	561° 100%	307° 100%	268° 100%	235° 100%	137° 100%	102° 100%	88° 100%	12*° 100%	8*° 100%	18*° 100%	456° 100%	412° 100%	18*° 100%	125° 100%	155° 100%	184° 100%	210° 100%	176° 100%	
Q13. Point referred/would refer to Water Rating Labels																				
Was not aware that the product had a Water Rating Label	254° 29%	156° 28%	98° 32%	79° 29%	68° 29%	39° 28%	32° 31%	21° 24%	6° 50%	3° 38%	6° 33%	130° 29%	124° 30%	4° 22%	27° 22%	32° 21%	53° 29%	72° 34%	66° 38%	
Referred to the label / star rating at both stages (short listing and final decision)	155° 18%	99° 18%	56° 18%	40° 15%	50° 21%	27° 20%	21° 21%	11° 13%	1° 8%	1° 13%	4° 22%	75° 16%	80° 19%	2° 11%	22° 18%	30° 19%	38° 21%	39° 19%	24° 14%	
Referred to the label / star rating only when making the final decision	123° 14%	70° 12%	53° 17%	41° 15%	34° 14%	20° 15%	10° 10%	15° 17%	2° 17%		1° 6%	71° 16%	52° 13%	2° 11%	19° 15%	23° 15%	26° 14%	32° 15%	21° 12%	
Referred to the label / star rating only at the initial search stage	120° 14%	81° 14%	39° 13%	32° 12%	25° 11%	25° 18%	18° 18%	12° 14%	2° 17%	1° 13%	5° 28%	69° 15%	51° 12%	1° 6%	14° 11%	30° 19%	31° 17%	22° 10%	22° 13%	
Was aware of Water Rating Labels but didn't refer to the label or star rating	120° 14%	91° 16%	29° 9%	39° 15%	31° 13%	12° 9%	15° 15%	20° 23%	1° 8%	1° 13%	1° 6%	67° 15%	53° 13%	6° 33%	28° 22%	23° 15%	15° 8%	28° 13%	20° 11%	
Someone else purchased it/ plumber/ husband	4° 0%	4° 1%			2° 1%	1° 1%				1° 13%		1° 0%	3° 1%					1° 0%	3° 2%	
Advised by sales person/plumber on what to buy	1° 0%		1° 0%				1° 1%						1° 0%				1° 1%			
Unsure / don't know	82° 9%	56° 10%	26° 8%	31° 12%	22° 9%	13° 9%	6° 6%	8° 9%		1° 13%	1° 6%	39° 9%	43° 10%	3° 17%	15° 12%	15° 10%	17° 9%	12° 6%	20° 11%	

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TABLE 31 (CONT.) Standard Analysis *BY* Q13. Point referred/would refer to Water Rating Labels

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	LOCATION			STATE								GENDER		AGE						
	Total -***	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	868 ^o 100% ^o	561 ^o 100% ^o	307 ^o 100% ^o	268 ^o 100% ^o	235 ^o 100% ^o	137 ^o 100% ^o	102 ^o 100% ^o	88 ^o 100% ^o	12* ^o 100% ^o	8* ^o 100% ^o	18* ^o 100% ^o	456 ^o 100% ^o	412 ^o 100% ^o	18* ^o 100% ^o	125 ^o 100% ^o	155 ^o 100% ^o	184 ^o 100% ^o	210 ^o 100% ^o	176 ^o 100% ^o	
Q13. Point referred/would refer to Water Rating Labels																				
Other	9 ^o 1% ^o	4 ^o 1% ^o	5 ^o 2% ^o	6 ^o 2% ^o	3 ^o 1% ^o							4 ^o 1% ^o	5 ^o 1% ^o			2 ^o 1% ^o	3 ^o 2% ^o	4 ^o 2% ^o		
TOTALS	868 ^o 100% ^o	561 ^o 100% ^o	307 ^o 100% ^o	268 ^o 100% ^o	235 ^o 100% ^o	137 ^o 100% ^o	102 ^o 100% ^o	88 ^o 100% ^o	12 ^o 100% ^o	8 ^o 100% ^o	18 ^o 100% ^o	456 ^o 100% ^o	412 ^o 100% ^o	18 ^o 100% ^o	125 ^o 100% ^o	155 ^o 100% ^o	184 ^o 100% ^o	210 ^o 100% ^o	176 ^o 100% ^o	

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TABLE 32

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PRODUCT *BY* Q14. And where have you previously seen these labels or ratings for the product?

RESPONDENTS	PRODUCT			
	toilet _***	shower head	flow reducer / controller for taps	tap / spout
	555	630	438	518 ^a
	100%	100%	100%	100%
Q14. And where have you previously seen these labels or ratings for the product?				
On products in store ^a	448	525	341	420 ^a
	81%	83%	78%	81%
In brochures	153	186	129	153 ^a
	28%	30%	29%	30%
On products at home ^a	151	131	96	101 ^a
	27%	21%	22%	19%
On products in someone else's home ^a	65	72	69	47 ^a
	12%	11%	16%	9%
On products elsewhere ^a	7	5	4	7 ^a
	1%	1%	1%	1%
Online/ websites/ internet ^a	4	1	4	1 ^a
	1%	0%	1%	0%
Somewhere else ^a	2		2	
	0%		0%	
Nowhere/ di dn' t see ^a	3	1	1	4 ^a
	1%	0%	0%	1%
TOTALS	833	921	646	733 ^a
	150%	146%	147%	142%

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TABLE 33

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Standard Analysis *BY* Q14. And where have you previously seen these labels or ratings for the product?

FILTERS: PRODUCT(toilet) *AND* Q13. Point referred/would refer to Water Rating Labels(Who are aware of Water Rating Labels but didn't refer to the label or star rating
 TO Refer

red to the label / star rating at both stages (short listing and final decision))

	LOCATION			STATE							GENDER		AGE						
	Total ***	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)
RESPONDENTS	555 100%	395 100%	160 100%	193 100%	149 100%	81 100%	61 100%	37 100%	15* 100%	3* 100%	16* 100%	302 100%	253 100%	13* 100%	102 100%	131 100%	117 100%	109 100%	83 100%
Q14. And where have you previously seen these labels or ratings for the product?																			
On products in store	448 81%	312 79%	136 85%	155 80%	115 77%	70 86%	50 82%	30 81%	12 80%	2 67%	14 88%	239 79%	209 83%	8 62%	68 67%	107 82%	97 83%	101 93%	67 81%
In brochures	153 28%	96 24%	57 36%	53 27%	48 32%	17 21%	16 26%	11 30%	3 20%		5 31%	71 24%	82 32%	1 8%	9 9%	32 24%	42 36%	41 38%	28 34%
On products at home	151 27%	110 28%	41 26%	55 28%	47 32%	21 26%	17 28%	6 16%	3 20%		2 13%	92 30%	59 23%	8 62%	46 45%	31 24%	26 22%	22 20%	18 22%
On products in someone else's home	65 12%	47 12%	18 11%	24 12%	18 12%	7 9%	8 13%	4 11%	1 7%	1 33%	2 13%	33 11%	32 13%	2 15%	13 13%	15 11%	17 15%	12 11%	6 7%
On products elsewhere	7 1%	3 1%	4 3%	3 2%	3 2%	1 1%						2 1%	5 2%		1 1%		3 3%	3 3%	
Online/websites/ internet	4 1%	1 0%	3 2%	3 2%			1 2%					3 1%	1 0%				2 2%	1 1%	1 1%
Somewhere else	2 0%	1 0%	1 1%	2 1%								2 1%				1 1%			1 1%
Nowhere/didn't see	3 1%	3 1%			2 1%	1 1%						2 1%	1 0%		1 1%	1 1%		1 1%	
TOTALS	833 150%	573 145%	260 163%	295 153%	233 156%	117 144%	92 151%	51 138%	19 127%	3 100%	23 144%	444 147%	389 154%	19 146%	138 135%	187 143%	187 160%	181 166%	121 146%

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Standard Analysis *BY* Q14. And where have you previously seen these labels or ratings for the product?

FILTERS: PRODUCT(shower head) *AND* Q13. Point referred/would refer to Water Rating Labels(Was aware of Water Rating Labels but didn't refer to the label or star rating *TO*

Referred to the label / star rating at both stages (short listing and final decision))

	LOCATION			STATE								GENDER		AGE						
	Total -***	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	630 100%	426 100%	204 100%	171 100%	182 100%	103 100%	85 100%	68 100%	5* 100%	2* 100%	14* 100%	367 100%	263 100%	15* 100%	96 100%	139 100%	137 100%	136 100%	107 100%	
Q14. And where have you previously seen these labels or ratings for the product?																				
On products in store	525 83%	351 82%	174 85%	138 81% E	149 82%	93 90% CG	74 87%	54 79% E	5 100%	1 50%	11 79%	301 82%	224 85%	13 87%	71 74% PQ	115 83%	117 85% N	125 92% NCR	84 79% Q	
In brochures	186 30%	122 29%	64 31%	50 29%	54 30%	35 34%	21 25%	21 31%	1 20%	1 50%	3 21%	105 29%	81 31%	5 33%	15 16% PQR	29 21% PQR	45 33% NO	53 39% NO	39 36% NO	
On products at home	131 21%	90 21%	41 20%	38 22%	44 24%	18 17%	16 19%	12 18%	1 20%		2 14%	82 22%	49 19%	6 40%	33 34% PQR	34 24% Q	23 17% N	15 11% NO	20 19% N	
On products in someone else's home	72 11%	51 12%	21 10%	22 13%	23 13%	9 9%	6 7%	11 16%	1 20%			50 14% L	22 8% K	2 13%	15 16%	21 15%	14 10%	11 8%	9 8%	
On products elsewhere	5 1%	3 1%	2 1%	1 1%	4 2%							3 1%	2 1%		1 1%			1 1%	3 3%	
Online/websites/ internet	1 0%	1 0%			1 1%							1 0%				1 1%				
Nowhere/di dn' t see	1 0%	1 0%					1 1%					1 0%							1 1%	
TOTALS	921 146%	619 145%	302 148%	249 146%	275 151%	155 150%	118 139%	98 144%	8 160%	2 100%	16 114%	543 148%	378 144%	26 173%	135 141%	200 144%	199 145%	205 151%	156 146%	

Standard Analysis *BY* Q14. And where have you previously seen these labels or ratings for the product?

FILTERS: PRODUCT(flow reducer / controller for taps) *AND* Q13. Point referred/would refer to Water Rating Labels(Was aware of Water Rating Labels but didn't refer to the label or star rating *TO* Referred to the label / star rating at both stages (short listing and final decision))

	LOCATION			STATE								GENDER		AGE					
	Total ***	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)
RESPONDENTS	438° 100%	318° 100%	120° 100%	145° 100%	122° 100%	65° 100%	43° 100%	50° 100%	4*° 100%	2*° 100%	7*° 100%	247° 100%	191° 100%	12*° 100%	81° 100%	104° 100%	81° 100%	94° 100%	66° 100%
Q14. And where have you previously seen these labels or ratings for the product?																			
On products in store	341° 78%	247° 78%	94° 78%	104° 72%	96° 79%	52° 80%	37° 86%	42° 84%	3° 75%	2° 100%	5° 71%	195° 79%	146° 76%	9° 75%	58° 72%	81° 78%	68° 84%	75° 80%	50° 76%
In brochures	129° 29%	80° 25%	49° 41%	47° 32%	34° 28%	21° 32%	10° 23%	13° 26%			4° 57%	71° 29%	58° 30%	2° 17%	13° 16%	27° 26%	28° 35%	33° 35%	26° 39%
On products at home	96° 22%	76° 24%	20° 17%	33° 23%	32° 26%	14° 22%	8° 19%	8° 16%	1° 25%			49° 20%	47° 25%	4° 33%	34° 42%	19° 18%	15° 19%	12° 13%	12° 18%
On products in someone else's home	69° 16%	53° 17%	16° 13%	25° 17%	20° 16%	9° 14%	8° 19%	7° 14%				37° 15%	32° 17%	2° 17%	18° 22%	19° 18%	9° 11%	8° 9%	13° 20%
Online/websites/ internet	4° 1%	3° 1%	1° 1%	2° 1%	2° 2%							4° 2%					1° 1%	2° 2%	1° 2%
On products elsewhere	4° 1%	2° 1%	2° 2%	1° 1%	1° 1%	2° 3%						3° 1%	1° 1%				3° 3%	1° 2%	
Somewhere else	2° 0%	2° 1%		1° 1%			1° 2%					1° 0%	1° 1%				1° 1%	1° 2%	
Nowhere/di dn' t see	1° 0%	1° 0%			1° 1%							1° 0%							1° 2%
TOTALS	646° 147%	464° 146%	182° 152%	213° 147%	186° 152%	98° 151%	64° 149%	70° 140%	4° 100%	2° 100%	9° 129%	361° 146%	285° 149%	17° 142%	123° 152%	146° 140%	121° 149%	134° 143%	105° 159%

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Standard Analysis *BY* Q14. And where have you previously seen these labels or ratings for the product?

FILTERS: PRODUCT(tap / spout) *AND* Q13. Point referred/would refer to Water Rating Labels(Was aware of Water Rating Labels but didn't refer to the label or star rating *TO*

Referred to the label / star rating at both stages (short listing and final decision))

	LOCATION			STATE								GENDER		AGE						
	Total ****	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	518 100%	341 100%	177 100%	152 100%	140 100%	84 100%	64 100%	58 100%	6* 100%	3* 100%	11* 100%	282 100%	236 100%	11* 100%	83 100%	106 100%	110 100%	121 100%	87 100%	
Q14. And where have you previously seen these labels or ratings for the product?																				
On products in store	420 81%	271 79%	149 84%	124 82%	113 81%	72 86%	53 83%	44 76%	4 67%	2 67%	8 73%	232 82%	188 80%	7 64%	55 66%	86 81%	95 86%	106 88%	71 82%	
In brochures	153 30%	100 29%	53 30%	48 32%	38 27%	25 30%	20 31%	14 24%	1 17%	1 33%	6 55%	84 30%	69 29%	3 27%	12 14%	34 32%	39 35%	40 33%	25 29%	
On products at home	101 19%	73 21%	28 16%	31 20%	31 22%	14 17%	13 20%	11 19%	1 17%			51 18%	50 21%	6 55%	29 35%	21 20%	20 18%	15 12%	10 11%	
On products in someone else's home	47 9%	33 10%	14 8%	16 11%	16 11%	8 10%	4 6%	3 5%				25 9%	22 9%	2 18%	8 10%	7 7%	10 9%	16 13%	4 5%	
On products elsewhere	7 1%	4 1%	3 2%	1 1%	1 1%	2 2%	1 2%	1 2%	1 17%			3 1%	4 2%			2 2%		2 2%	3 3%	
Online/websites/ internet	1 0%		1 1%				1 2%						1 0%				1 1%			
Nowhere/di dn' t see	4 1%	2 1%	2 1%		1 1%	2 2%	1 2%					1 0%	3 1%		1 1%		2 2%		1 1%	
TOTALS	733 142%	483 142%	250 141%	220 145%	200 143%	123 146%	93 145%	73 126%	7 117%	3 100%	14 127%	396 140%	337 143%	18 164%	105 127%	150 142%	167 152%	179 148%	114 131%	

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PRODUCT *BY* Q15. In what ways would Water Rating Labels help you in your decision to purchase?

RESPONDENTS	PRODUCT			
	toilet _***	shower head	flow reducer / controller for taps	tap / spout
	727	871	606	868
	100%	100%	100%	100%
Q15. In what ways would Water Rating Labels help you in your decision to purchase?				
Star ratings help compare water efficiency (more stars more efficient)	452 62%	540 62%	395 65%	489 56%
Help to compare water consumption / water used	444 61%	523 60%	365 60%	477 55%
Help to compare running costs	302 42%	369 42%	291 48%	340 39%
Help to compare environmental impact	218 30%	231 27%	200 33%	211 24%
Help to compare lifecycle cost	86 12%	108 12%	101 17%	112 13%
None/ Unsure	65 9%	97 11%	41 7%	154 18%
Other	1 0%	2 0%		2 0%
TOTALS	1568 216%	1870 215%	1393 230%	1785 206%

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Standard Analysis *BY* Q15. In what ways would Water Rating Labels help you in your decision to purchase?

FILTERS: PRODUCT(toilet)

	LOCATION			STATE							GENDER		AGE						
	Total ****	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)
RESPONDENTS	727° 100%	515 100%	212° 100%	254 100%	185 100%	111 100%	81 100%	52 100%	18* 100%	6* 100%	20*° 100%	395 100%	332° 100%	18* 100%	123 100%	168 100%	153 100%	146 100%	119° 100%
Q15. In what ways would Water Rating Labels help you in your decision to purchase?																			
Star ratings help compare water efficiency (more stars more efficient)	452° 62%	325 63%	127° 60%	165 65%	113 61%	61 55%	50 62%	32 62%	13 72%	3 50%	15° 75%	221 56% L	231° 70% K	10 56%	71 58%	106 63%	98 64%	91 62%	76° 64%
Help to compare water consumption / water used	444° 61%	300 58% B	144° 68% A	151 59%	121 65%	64 58%	49 60%	33 63%	13 72%	4 67%	9° 45%	238 60%	206° 62% QR	8 44%	66 54% Q	96 57% Q	86 56% Q	109 75% NP	79° 66% N
Help to compare running costs	302° 42%	212 41%	90° 42% E	116 46% E	82 44% E	36 32% CD	32 40%	17 33%	9 50%	2 33%	8° 40%	155 39%	147° 44% O	7 39%	50 41%	71 42%	67 44%	64 44%	43° 36% O
Help to compare environmental impact	218° 30%	155 30%	63° 30% E	81 32% E	61 33% E	24 22% CD	24 30%	11 21%	6 33%	4 67%	7° 35% L	100 25% L	118° 36% K	6 33%	33 27%	50 30%	54 35%	39 27%	36° 30% O
Help to compare lifecycle cost	86° 12%	56 11%	30° 14% O	36 14%	21 11%	10 9%	9 11%	7 13%			3° 15% O	44 11%	42° 13% O	2 11%	12 10%	19 11%	20 13%	20 14%	13° 11% O
None/ Unsure	65° 9%	45 9%	20° 9% O	25 10% O	14 8% O	13 12% O	5 6% O	7 13% O	1 6% O			43 11% L	22° 7% K	2 11%	7 6% O	15 9% O	14 9% O	12 8% O	15° 13% O
Other	1° 0%		1° 0% O	1 0% O								1 0% O							1° 1% O
TOTALS	1568° 216%	1093 212%	475° 224% O	575 226% O	412 223% O	208 187% O	169 209% O	107 206% O	42 233% O	13 217% O	42° 210% O	802 203% O	766° 231% O	35 194% O	239 194% O	357 213% O	339 222% O	335 229% O	263° 221% O

Standard Analysis *BY* Q15. In what ways would Water Rating Labels help you in your decision to purchase?

FILTERS: PRODUCT(shower head)

	LOCATION			STATE							GENDER		AGE						
	Total (A)	Metro (B)	Regional (C)	NSW (D)	VIC (E)	QLD (F)	WA (G)	SA (H)	ACT (I)	NT (J)	TAS (K)	Male (L)	Female (M)	18-24 (N)	25-34 (O)	35-44 (P)	45-54 (Q)	55-64 (R)	65+ (S)
RESPONDENTS	871° 100%	585° 100%	286° 100%	264° 100%	242° 100%	128° 100%	114° 100%	89° 100%	11*° 100%	5*° 100%	18*° 100%	478° 100%	393° 100%	17*° 100%	140° 100%	177° 100%	183° 100%	198° 100%	156° 100%
Q15. In what ways would Water Rating Labels help you in your decision to purchase?																			
Star ratings help compare water efficiency (more stars more efficient)	540° 62%	371° 63%	169° 59%	153° 58%	155° 64%	75° 59%	76° 67%	59° 66%	9° 82%	2° 40%	11° 61%	288° 60%	252° 64%	9° 53%	85° 61%	106° 60%	111° 61%	126° 64%	103° 66%
Help to compare water consumption / water used	523° 60%	349° 60%	174° 61%	157° 59%	139° 57%	80° 63%	64° 56%	61° 69%	8° 73%	4° 80%	10° 56%	281° 59%	242° 62%	12° 71%	78° 56%	103° 58%	112° 61%	122° 62%	96° 62%
Help to compare running costs	369° 42%	245° 42%	124° 43%	115° 44%	111° 46%	50° 39%	45° 39%	34° 38%	5° 45%	3° 60%	6° 33%	190° 40%	179° 46%	12° 71%	68° 49%	76° 43%	80° 44%	76° 38%	57° 37%
Help to compare environmental impact	231° 27%	155° 26%	76° 27%	73° 28%	63° 26%	30° 23%	27° 24%	30° 34%	1° 9%	1° 20%	6° 33%	134° 28%	97° 25%	7° 41%	36° 26%	37° 21%	58° 32%	49° 25%	44° 28%
Help to compare lifecycle cost	108° 12%	69° 12%	39° 14%	35° 13%	33° 14%	14° 11%	15° 13%	9° 10%		1° 20%	1° 6%	61° 13%	47° 12%	5° 29%	16° 11%	24° 14%	21° 11%	23° 12%	19° 12%
None/ Unsure	97° 11%	63° 11%	34° 12%	27° 10%	27° 11%	13° 10%	13° 11%	12° 13%			5° 28%	57° 12%	40° 10%	2° 12%	15° 11%	22° 12%	19° 10%	24° 12%	15° 10%
Other	2° 0%	1° 0%	1° 0%			2° 2%						2° 0%						2° 1%	
TOTALS	1870° 215%	1253° 214%	617° 216%	560° 212%	528° 218%	264° 206%	240° 211%	205° 230%	23° 209%	11° 220%	39° 217%	1013° 212%	857° 218%	47° 276%	298° 213%	368° 208%	401° 219%	422° 213%	334° 214%

Standard Analysis *BY* Q15. In what ways would Water Rating Labels help you in your decision to purchase?

FILTERS: PRODUCT(flow reducer / controller for taps)

	LOCATION			STATE								GENDER		AGE							
	Total (A)	Metro (B)	Regional (C)	NSW (D)	VIC (E)	QLD (F)	WA (G)	SA (H)	ACT (I)	NT (J)	TAS (K)	Male (L)	Female (M)	18-24 (N)	25-34 (O)	35-44 (P)	45-54 (Q)	55-64 (R)	65+ (S)		
RESPONDENTS	606 100%	439 100%	167 100%	208 100%	168 100%	86 100%	61 100%	63 100%	5* 100%	3* 100%	12* 100%	349 100%	257 100%	19* 100%	110 100%	124 100%	112 100%	140 100%	101 100%		
Q15. In what ways would Water Rating Labels help you in your decision to purchase?																					
Star ratings help compare water efficiency (more stars more efficient)	395 65%	285 65%	110 66%	135 65%	109 65%	50 58% G	42 69%	47 75% E	4 80%	1 33%	7 58%	222 64%	173 67%	7 37%	72 65%	78 63%	76 68%	90 64%	72 71%		
Help to compare water consumption / water used	365 60%	256 58%	109 65%	123 59% E	92 55% E	63 73% D	34 56% E	43 68%	2 40%	2 67%	6 50%	200 57%	165 64%	9 47%	66 60%	73 59%	65 58%	89 64%	63 62%		
Help to compare running costs	291 48%	217 49%	74 44%	107 51%	72 43%	41 48%	32 52%	29 46%	1 20%	1 33%	8 67%	157 45%	134 52%	12 63%	57 52%	71 57% Q	52 46%	57 41% O	42 42% O		
Help to compare environmental impact	200 33%	145 33%	55 33%	77 37%	53 32%	24 28%	17 28%	20 32%	3 60%	2 67%	4 33%	106 30%	94 37%	6 32%	36 33%	37 30%	41 37%	44 31%	36 36%		
Help to compare lifecycle cost	101 17%	77 18%	24 14%	38 18%	28 17%	11 13%	9 15%	13 21%		1 33%	1 8%	52 15%	49 19%	4 21%	16 15%	22 18%	23 21%	23 16%	13 13%		
None/ Unsure	41 7%	30 7%	11 7%	14 7%	11 7%	7 8%	3 5%	4 6%	1 20%		1 8%	30 9% L	11 4% K	2 11%	3 3% O	12 10% N	6 5%	11 8%	7 7%		
TOTALS	1393 230%	1010 230%	383 229%	494 238%	365 217%	196 228%	137 225%	156 248%	11 220%	7 233%	27 225%	767 220%	626 244%	40 211%	250 227%	293 236%	263 235%	314 224%	233 231%		

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Standard Analysis *BY* Q15. In what ways would Water Rating Labels help you in your decision to purchase?

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FILTERS: PRODUCT(tap / spout)

	LOCATION			STATE								GENDER		AGE						
	Total ****	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	868 100%	561 100%	307 100%	268 100%	235 100%	137 100%	102 100%	88 100%	12* 100%	8* 100%	18* 100%	456 100%	412 100%	18* 100%	125 100%	155 100%	184 100%	210 100%	176 100%	
Q15. In what ways would Water Rating Labels help you in your decision to purchase?																				
Star ratings help compare water efficiency (more stars more efficient)	489 56%	318 57%	171 56%	126 47% DFG	143 61% C	77 56%	62 61% C	57 65% C	8 67%	3 38%	13 72%	248 54%	241 58%	8 44%	71 57%	84 54%	110 60%	117 56%	99 56%	
Help to compare water consumption / water used	477 55%	300 53%	177 58%	148 55%	125 53%	73 53%	58 57%	49 56%	8 67%	5 63%	11 61%	235 52% L	242 59% K	7 39%	76 61%	87 56%	105 57%	113 54%	89 51%	
Help to compare running costs	340 39%	221 39%	119 39%	107 40%	94 40%	53 39%	37 36%	36 41%	4 33%	3 38%	6 33%	169 37%	171 42%	10 56%	60 48% R	57 37%	77 42%	79 38%	57 32% N	
Help to compare environmental impact	211 24%	137 24%	74 24%	62 23%	62 26%	34 25%	21 21%	18 20%	3 25%	5 63%	6 33%	98 21% L	113 27% K	7 39%	32 26%	34 22%	47 26%	49 23%	42 24%	
Help to compare lifecycle cost	112 13%	72 13%	40 13%	38 14%	29 12%	15 11%	16 16%	11 13%		1 13%	2 11%	61 13%	51 12%	3 17%	11 9%	24 15%	21 11%	32 15%	21 12%	
None/ Unsure	154 18%	95 17%	59 19%	50 19%	42 18%	26 19%	17 17%	15 17%	1 8%		3 17%	95 21% L	59 14% K	3 17%	12 10% QR	27 17%	27 15% R	42 20% N	43 24% NP	
Other	2 0%	2 0%				1 1%	1 1%					2 0%					1 1%	1 0%		
TOTALS	1785 206%	1145 204%	640 208%	531 198%	495 211%	279 204%	212 208%	186 211%	24 200%	17 213%	41 228%	908 199%	877 213%	38 211%	262 210%	313 202%	388 211%	433 206%	351 199%	

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PRODUCT *BY* Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?

	PRODUCT			
	toilet	shower head	flow reducer / controller for taps	tap / spout
RESPONDENTS	727 100%	871 100%	606 100%	868 ^a 100%
Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?				
NETT INFLUENTIAL RESPONDENTS	543 75%	611 70%	488 81%	528 ^a 61%
Very influential	164 23%	189 22%	139 23%	141 ^a 16%
Quite influential	379 52%	422 48%	349 58%	387 ^a 45%
Indifferent	92 13%	136 16%	71 12%	153 ^a 18%
NETT NOT INFLUENTIAL RESPONDENTS	67 9%	94 11%	27 4%	144 ^a 17%
Not very influential	33 5%	42 5%	12 2%	60 ^a 7%
Not at all influential	34 5%	52 6%	15 2%	84 ^a 10%
Don't know	25 3%	30 3%	20 3%	43 ^a 5%



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TABLE 42 (CONT.) PRODUCT *BY* Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?

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	PRODUCT			
	toilet	shower head	flow reducer / controller for taps	tap / spout
RESPONDENTS	727 100%	871 100%	606 100%	868 100%
Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?				
TOTALS	727 100%	871 100%	606 100%	868 100%

Standard Analysis *BY* Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?

FILTERS: PRODUCT(toilet)

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	727°	515°	212°	254°	185°	111°	81°	52°	18*	6*	20*	395°	332°	18*	123°	168°	153°	146°	119°	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?																				
NETT INFLUENTIAL RESPONDENTS	543°	384°	159°	184°	146°	78°	64°	34°	14°	5°	18°	282°	261°	11°	97°	123°	122°	110°	80°	
	75%	75%	75%	72%	79% G	70%	79%	65% D	78%	83%	90%	71% L	79% K	61%	79% R	73%	80% R	75%	67% NP	
Very influential	164°	110°	54°	55°	44°	21°	20°	10°	4°	1°	9°	80°	84°	4°	22°	34°	44°	39°	21°	
	23%	21%	25%	22%	24%	19%	25%	19%	22%	17%	45%	20%	25%	22%	18% P	20%	29% NR	27%	18% P	
Quite influential	379°	274°	105°	129°	102°	57°	44°	24°	10°	4°	9°	202°	177°	7°	75°	89°	78°	71°	59°	
	52%	53%	50%	51%	55%	51%	54%	46%	56%	67%	45%	51%	53%	39%	61% Q	53%	51%	49% N	50%	
Indifferent	92°	68°	24°	40°	19°	18°	6°	6°	3°			57°	35°	5°	13°	30°	11°	15°	18°	
	13%	13%	11%	16%	10%	16%	7%	12%	17%			14%	11%	28%	11%	18% P	7% OR	10%	15% P	
NETT NOT INFLUENTIAL RESPONDENTS	67°	43°	24°	20°	15°	13°	10°	8°			1°	44°	23°	1°	9°	12°	14°	16°	15°	
	9%	8%	11%	8%	8%	12%	12%	15%			5%	11%	7%	6%	7%	7%	9%	11%	13%	
Not very influential	33°	22°	11°	10°	7°	6°	5°	4°			1°	20°	13°	1°	7°	5°	5°	7°	8°	
	5%	4%	5%	4%	4%	5%	6%	8%			5%	5%	4%	6%	6%	3%	3%	5%	7%	
Not at all influential	34°	21°	13°	10°	8°	7°	5°	4°				24°	10°		2°	7°	9°	9°	7°	
	5%	4%	6%	4%	4%	6%	6%	8%				6%	3%		2%	4%	6%	6%	6%	
Don't know	25°	20°	5°	10°	5°	2°	1°	4°	1°	1°	1°	12°	13°	1°	4°	3°	6°	5°	6°	
	3%	4%	2%	4%	3%	2%	1%	8%	6%	17%	5%	3%	4%	6%	3%	2%	4%	3%	5%	



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TABLE 43 (CONT.) Standard Analysis *BY* Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?

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	LOCATION			STATE								GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
RESPONDENTS	727	515	212	254	185	111	81	52	18*	6*	20*	395	332	18*	123	168	153	146	119	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?																				
TOTALS	727	515	212	254	185	111	81	52	18	6	20	395	332	18	123	168	153	146	119	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Standard Analysis *BY* Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?

FILTERS: PRODUCT(shower head)

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	871° 100%	585 100%	286° 100%	264 100%	242 100%	128 100%	114 100%	89 100%	11* 100%	5* 100%	18*° 100%	478 100%	393° 100%	17* 100%	140 100%	177 100%	183 100%	198 100%	156° 100%	
Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?																				
NETT INFLUENTIAL RESPONDENTS	611° 70% B	424 72% B	187° 65% A	175 66% D	180 74% C	91 71%	80 70%	61 69%	8 73%	5 100%	11° 61% B	332 69%	279° 71% B	8 47% M	95 68% N	119 67% O	136 74% P	144 73% Q	109° 70% R	
Very influential	189° 22% B	129 22% B	60° 21% A	58 22% D	63 26% C	24 19%	20 18%	18 20%	3 27%		3° 17% B	94 20%	95° 24% B		28 20% N	33 19% O	47 26% P	44 22% Q	37° 24% R	
Quite influential	422° 48% B	295 50% B	127° 44% A	117 44% D	117 48% C	67 52%	60 53%	43 48%	5 45%	5 100%	8° 44% B	238 50%	184° 47% B	8 47% M	67 48% N	86 49% O	89 49% P	100 51% Q	72° 46% R	
Indifferent	136° 16% B	89 15% B	47° 16% A	46 17% D	35 14% C	18 14%	18 16%	16 18%	3 27%			76 16%	60° 15% B	5 29% M	19 14% N	35 20% O R	31 17% P	28 14% Q	18° 12% R O	
NETT NOT INFLUENTIAL RESPONDENTS	94° 11% B	50 9% B	44° 15% A	31 12% D	21 9% C	16 13%	13 11%	9 10%			4° 22% B	56 12%	38° 10% B	2 12% M	16 11% N	18 10% O	14 8% P R	19 10% Q	25° 16% R P	
Not very influential	42° 5% B	26 4% B	16° 6% A	15 6% D	10 4% C	5 4%	6 5%	4 4%			2° 11% B	24 5%	18° 5% B	1 6% M	8 6% N	7 4% O	6 3% P R	6 3% Q R	14° 9% R PQ	
Not at all influential	52° 6% B	24 4% B	28° 10% A	16 6% D	11 5% C	11 9%	7 6%	5 6%			2° 11% B	32 7%	20° 5% B	1 6% M	8 6% N	11 6% O	8 4% P	13 7% Q	11° 7% R	
Don't know	30° 3% B	22 4% B	8° 3% A	12 5% D	6 2% C	3 2%	3 3%	3 3%			3° 17% B	14 3%	16° 4% B	2 12% M	10 7% N P	5 3% O	2 1% P N	7 4% Q	4° 3% R	

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TABLE 44 (CONT.) Standard Analysis *BY* Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?

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	LOCATION			STATE							GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	871	585	286	264	242	128	114	89	11*	5*	18*	478	393	17*	140	177	183	198	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?																			
TOTALS	871	585	286	264	242	128	114	89	11	5	18	478	393	17	140	177	183	198	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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TABLE 45

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Standard Analysis *BY* Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?

FILTERS: PRODUCT(flow reducer / controller for taps)

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	606 100%	439 100%	167 100%	208 100%	168 100%	86 100%	61 100%	63 100%	5* 100%	3* 100%	12* 100%	349 100%	257 100%	19* 100%	110 100%	124 100%	112 100%	140 100%	101 100%	
Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?																				
NETT INFLUENTIAL RESPONDENTS	488 81%	349 79%	139 83%	171 82%	141 84%	63 73% E	48 79%	49 78%	4 80%	2 67%	10 83%	276 79%	212 82%	12 63%	93 85%	97 78%	93 83%	113 81%	80 79%	
Very influential	139 23%	99 23%	40 24%	45 22%	44 26%	19 22%	12 20%	15 24%		1 33%	3 25%	63 18% L	76 30% K	3 16%	28 25%	28 23%	28 25%	27 19%	25 25%	
Quite influential	349 58%	250 57%	99 59%	126 61%	97 58%	44 51%	36 59%	34 54%	4 80%	1 33%	7 58%	213 61% L	136 53% K	9 47%	65 59%	69 56%	65 58%	86 61%	55 54%	
Indifferent	71 12%	51 12%	20 12%	27 13%	13 8% E	16 19% D	6 10%	7 11%		1 33%	1 8%	41 12%	30 12%	7 37%	13 12%	17 14%	10 9%	15 11%	9 9%	
NETT NOT INFLUENTIAL RESPONDENTS	27 4%	24 5%	3 2%	5 2%	7 4%	4 5% G	4 7%	6 10% C			1 8%	20 6%	7 3%		3 3%	4 3%	6 5%	7 5%	7 7% G	
Not very influential	12 2%	11 3%	1 1%	2 1%	3 2%	2 2% G	1 2%	3 5% C			1 8%	8 2%	4 2%		2 2%	2 2%	4 4%	2 1%	2 2%	
Not at all influential	15 2%	13 3%	2 1%	3 1%	4 2%	2 2%	3 5%	3 5%				12 3%	3 1%		1 1%	2 2%	2 2%	5 4%	5 5%	
Don't know	20 3%	15 3%	5 3%	5 2%	7 4%	3 3%	3 5%	1 2%	1 20%			12 3%	8 3%		1 1%	6 5%	3 3%	5 4%	5 5%	



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TABLE 45 (CONT.) Standard Analysis *BY* Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?

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	LOCATION			STATE							GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	606	439	167	208	168	86	61	63	5*	3*	12*	349	257	19*	110	124	112	140	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?																			
TOTALS	606	439	167	208	168	86	61	63	5	3	12	349	257	19	110	124	112	140	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Standard Analysis *BY* Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?

FILTERS: PRODUCT(tap / spout)

	LOCATION			STATE									GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)		
RESPONDENTS	868	561	307	268	235	137	102	88	12*	8*	18*	456	412	18*	125	155	184	210	176		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?																					
NETT INFLUENTIAL RESPONDENTS	528	349	179	152	157	82	64	50	8	5	10	261	267	12	77	100	114	129	96		
	61%	62%	58%	D	C	60%	63%	57%	67%	63%	56%	L	K	67%	62%	65%	62%	61%	55%		
Very influential	141	88	53	36	38	29	18	15	1	2	2	60	81	2	29	24	29	32	25		
	16%	16%	17%	E	C	21%	18%	17%	8%	25%	11%	L	K	11%	23%	15%	16%	15%	14%		
Quite influential	387	261	126	116	119	53	46	35	7	3	8	201	186	10	48	76	85	97	71		
	45%	47%	41%	43%	51%	39%	45%	40%	58%	38%	44%	44%	45%	56%	38%	49%	46%	46%	40%		
Indifferent	153	99	54	53	40	25	18	12	1	3	1	87	66	2	25	33	32	35	26		
	18%	18%	18%	20%	17%	18%	18%	14%	8%	38%	6%	19%	16%	11%	20%	21%	17%	17%	15%		
NETT NOT INFLUENTIAL RESPONDENTS	144	83	61	48	28	24	16	20	3		5	86	58		17	13	33	38	43		
	17%	15%	20%	18%	12%	18%	16%	23%	25%		28%	19%	14%		14%	8%	18%	18%	24%		
					G			D							R	PQR	O	O	NO		
Not very influential	60	39	21	21	10	12	6	8	2		1	33	27		8	7	14	12	19		
	7%	7%	7%	8%	4%	9%	6%	9%	17%		6%	7%	7%		6%	5%	8%	6%	11%		
																R		O	O		
Not at all influential	84	44	40	27	18	12	10	12	1		4	53	31		9	6	19	26	24		
	10%	8%	13%	10%	8%	9%	10%	14%	8%		22%	12%	8%		7%	4%	10%	12%	14%		
		B	A									L	K			PQR	O	O	O		
Don't know	43	30	13	15	10	6	4	6			2	22	21		4	6	9	5	8		
	5%	5%	4%	6%	4%	4%	4%	7%			11%	5%	5%		22%	5%	6%	3%	4%		
																			6%		



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TABLE 46 (CONT.) Standard Analysis *BY* Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?

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	LOCATION			STATE							GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	868	561	307	268	235	137	102	88	12*	8*	18*	456	412	18*	125	155	184	210	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q16. How influential are these Water Rating Labels when you are choosing to purchase a product?																			
TOTALS	868	561	307	268	235	137	102	88	12	8	18	456	412	18	125	155	184	210	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Standard Analysis *BY* Q17. Have you seen this type of label before?

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q17. Have you seen this type of label before?																				
Yes	1338	918	420	418	361	207	157	133	22	8	32	726	612	31	217	281	278	293	238	
	87%	87%	86%	84%	87%	90%	88%	91%	96%	73%	94%	87%	88%	86%	87%	90%	88%	84%	86%	
				EG		C		C								Q		O		
No	198	132	66	79	54	24	22	13	1	3	2	113	85	5	32	31	38	54	38	
	13%	13%	14%	16%	13%	10%	12%	9%	4%	27%	6%	13%	12%	14%	13%	10%	12%	16%	14%	
				EG		C		C								Q		O		
TOTALS	1536	1050	486	497	415	231	179	146	23	11	34	839	697	36	249	312	316	347	276	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Standard Analysis *BY* Q18. How credible do you believe these Water Rating Labels to be?

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	
Q18. How credible do you believe these Water Rating Labels to be?																				
NETT CREDIBLE RESPONDENTS	1265° 82% B	882 84% B	383° 79% A	396 80%	351 85%	190 82%	153 85%	117 80%	20 87%	9 82%	29° 85% O	671 80% L	594° 85% K	29 81%	206 83%	264 85%	259 82%	278 80%	229° 83% NO	
Very credible	364° 24% B	266 25% B	98° 20% A	112 23%	105 25%	47 20% G	39 22%	43 29% E	4 17%	3 27%	11° 32% O	183 22%	181° 26% O	9 25%	69 28% QR	88 28% QR	75 24%	70 20% NO	53° 19% NO	
Quite credible	901° 59% O	616 59%	285° 59% O	284 57%	246 59%	143 62% G	114 64% G	74 51% EF	16 70%	6 55%	18° 53% O	488 58%	413° 59% O	20 56%	137 55% R	176 56%	184 58%	208 60%	176° 64% N	
Neither	151° 10% O	95 9%	56° 12% O	55 11%	37 9%	28 12%	12 7%	15 10%	2 9%		2° 6% O	96 11% L	55° 8% K	3 8%	30 12% R	30 10%	34 11% R	37 11% R	17° 6% NO	
NETT NOT CREDIBLE RESPONDENTS	58° 4% O	34 3%	24° 5% O	25 5%	15 4%	7 3%	3 2%	7 5%			1° 3% O	40 5% L	18° 3% K	3 8% N	3 1% MPR	8 3% R	13 4% N	13 4%	18° 7% NO	
Not very credible	46° 3% O	28 3%	18° 4% O	17 3%	13 3%	6 3%	2 1% G	7 5% F			1° 3% O	30 4% O	16° 2% O	2 6% N	2 1% MPR	5 2% R	11 3% N	10 3%	16° 6% NO	
Not at all credible	12° 1% O	6 1%	6° 1% O	8 2%	2 0%	1 0%	1 1%					10 1% L	2° 0% K	1 3%	1 0%	3 1%	2 1%	3 1%	2° 1% O	
Don't know	62° 4% O	39 4%	23° 5% O	21 4%	12 3%	6 3%	11 6%	7 5%	1 4%	2 18%	2° 6% O	32 4%	30° 4% O	1 3%	10 4%	10 3%	10 3%	19 5%	12° 4% O	



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TABLE 48 (CONT.) Standard Analysis *BY* Q18. How credible do you believe these Water Rating Labels to be?

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	LOCATION			STATE								GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q18. How credible do you believe these Water Rating Labels to be?																				
TOTALS	1536	1050	486	497	415	231	179	146	23	11	34	839	697	36	249	312	316	347	276	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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TABLE 49

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Standard Analysis *BY* Q19. Why do you say that?

FILTERS: Q18. How credible do you believe these Water Rating Labels to be?(Very credible *TO* Quite credible)

RESPONDENTS	LOCATION			STATE								GENDER		AGE							
	Total (A)	Metro (B)	Regional (C)	NSW (D)	VIC (E)	QLD (F)	WA (G)	SA (H)	ACT (I)	NT (J)	TAS (K)	Male (L)	Female (M)	18-24 (N)	25-34 (O)	35-44 (P)	45-54 (Q)	55-64 (R)	65+ (S)		
	1265 100%	882 100%	383 100%	396 100%	351 100%	190 100%	153 100%	117 100%	20* 100%	9* 100%	29* 100%	671 100%	594 100%	29* 100%	206 100%	264 100%	259 100%	278 100%	229 100%		
Q19. Why do you say that?																					
Tested/regulated by external body/ Govt department/ quality controlled/ Aust standards	329 26%	218 25%	111 29%	103 26%	90 26%	48 25%	46 30%	29 25%	3 15%		10 34%	171 25%	158 27%	5 17%	39 19% PQR	68 26%	78 30% N	75 27% N	64 28% N		
Can compare different brands/ products/work out the most efficient/ make informed decision/helpful	212 17%	153 17%	59 15%	69 17%	59 17%	28 15%	27 18%	19 16%	4 20%	3 33%	3 10%	104 15%	108 18%	7 24%	36 17%	42 16%	39 15%	56 20%	32 14%		
It's good/it works/ accurate/my own experience/ evidence/ reliable	200 16%	128 15%	72 19%	63 16%	53 15%	37 19%	19 12%	20 17%	3 15%		5 17%	122 18% L	78 13% K	3 10%	36 17%	59 22% PQR	29 11% O	38 14% O	35 15% O		
I trust them/ believe them/ credible	196 15%	143 16%	53 14%	56 14%	57 16%	33 17%	26 17%	16 14%	3 15%	2 22%	3 10%	90 13% L	106 18% K	5 17%	28 14%	44 17%	39 15%	43 15%	37 16%		
They can't/ wouldn't say something that isn't true/ customer protection laws/ illegal	147 12%	94 11%	53 14%	45 11%	40 11%	27 14%	14 9%	10 9%	4 20%	1 11%	6 21%	64 10% L	83 14% K	3 10%	14 7% PQR	15 6% PQR	35 14% NO	42 15% NO	38 17% NO		
To conserve water/ saves energy/ environmentally efficient	123 10%	92 10%	31 8%	39 10%	26 7% F	14 7%	21 14% D	15 13%	3 15%	3 33%	2 7%	56 8%	67 11% O	3 10%	13 6%	29 11%	28 11%	32 12%	18 8%		
Been around for a long time/ on everything/ widely accepted/ on many	55 4%	38 4%	17 4%	20 5%	14 4%	9 5%	6 4%	3 3%	1 5%	1 11%	1 3%	27 4%	28 5% O		13 6%	14 5%	12 5%	10 4%	6 3%		

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TABLE 49 (CONT.) Standard Analysis *BY* Q19. Why do you say that?

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	LOCATION			STATE								GENDER		AGE							
	Total ****	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)		
RESPONDENTS	1265 100%	882 100%	383 100%	396 100%	351 100%	190 100%	153 100%	117 100%	20* 100%	9* 100%	29* 100%	671 100%	594 100%	29* 100%	206 100%	264 100%	259 100%	278 100%	229 100%		
Q19. Why do you say that? products																					
I'm sceptical/no proof/evidence/not accurate/open to manipulation	43° 3%	28 3%	15° 4%	10 3% E	13 4%	11 6% C	3 2%	4 3%	2 10%			23 3%	20° 3%		4 2%	4 2% PQ	14 5% O	14 5% O	7° 3%		
It depends/ conditions/factors can vary/water usage varies in each household	39° 3%	28 3%	11° 3%	9 2%	13 4%	7 4%	4 3%	4 3%		1 11%	1° 3%	18 3%	21° 4%	1 3%	6 3%	8 3%	7 3%	6 2%	11° 5%		
More cost efficient/ saves money	37° 3%	30 3%	7° 2%	10 3%	9 3%	6 3%	6 4%	4 3%	1 5%		1° 3%	20 3%	17° 3%	1 3%	7 3% P	9 3% P	2 1% NQ	11 4% P	7° 3%		
The more stars the better/more efficient	25° 2%	15 2%	10° 3%	9 2%	9 3%	3 2%	2 1%	2 2%				13 2%	12° 2%	1 3%	4 2%	2 1%	3 1%	8 3%	7° 3%		
It's easy to read/ understand/very clear	11° 1%	7 1%	4° 1%	5 1%		3 2%	2 1%	1 1%				6 1%	5° 1%		1 0%	4 2%	4 2%	1 0%	1° 0%		
Choice magazine says they are reliable	7° 1%	5 1%	2° 1%	3 1%	2 1%	2 1%						2 0%	5° 1%			3 1%	2 1%		2° 1%		
Other	4° 0%	2 0%	2° 1%	1 0%	1 0%		1 1%	1 1%				2 0%	2° 0%		1 0%	1 0%		2 1%			
Don't know/wasn't aware/don't know about them	49° 4%	38 4%	11° 3%	16 4%	19 5%	6 3%	6 4%	2 2%				30 4%	19° 3%	2 7%	14 7% QR	8 3%	12 5%	7 3% N	6° 3% N		

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TABLE 49 (CONT.) Standard Analysis *BY* Q19. Why do you say that?

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	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	1265	882	383	396	351	190	153	117	20*	9*	29*	671	594	29*	206	264	259	278	229
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q19. Why do you say that?																			
Nothing/ not interested/ indifferent	56	45	11	17	21	4	2	8	2	1	1	31	25	4	23	12	8	8	1
	4%	5%	3%	4%	6%	2%	1%	7%	10%	11%	3%	5%	4%	14%	11%	5%	3%	3%	0%
					EF	DG	DG	EF						CPQR	NR	NR	NR	NR	NPQ
TOTALS	1533	1064	469	475	426	238	185	138	26	12	33	779	754	35	239	322	312	353	272
	121%	121%	122%	120%	121%	125%	121%	118%	130%	133%	114%	116%	127%	121%	116%	122%	120%	127%	119%

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Standard Analysis *BY* Q19. Why do you say that?

FILTERS: Q18. How credible do you believe these Water Rating Labels to be?(Not very credible *TO* Not at all credible)

	LOCATION				STATE					GENDER		AGE					
	Total (A)	Metro (B)	Regional (C)	NSW (D)	VIC (E)	QLD (F)	WA (G)	SA (H)	TAS (I)	Male (J)	Female (K)	18-24 (L)	25-34 (M)	35-44 (N)	45-54 (O)	55-64 (P)	65+ (Q)
RESPONDENTS	58° 100%	34° 100%	24° 100%	25° 100%	15° 100%	7° 100%	3° 100%	7° 100%	1° 100%	40° 100%	18° 100%	3° 100%	3° 100%	8° 100%	13° 100%	13° 100%	18° 100%
Q19. Why do you say that?																	
I'm sceptical / no proof / evidence / not accurate / open to manipulation	34° 59%	21° 62%	13° 54%	13° 52%	9° 60%	5° 71%	3° 100%	3° 43%	1° 100%	22° 55%	12° 67%	1° 33%	1° 33%	6° 75%	7° 54%	8° 62%	11° 61%
It depends / conditions / factors can vary / water usage varies in each household	10° 17%	5° 15%	5° 21%	4° 16%	3° 20%	1° 14%		2° 29%		6° 15%	4° 22%				3° 23%	2° 15%	5° 28%
Tested / regulated by external body / Govt department / quality controlled / Aust standards	2° 3%	2° 6%		1° 4%				1° 14%		2° 5%						1° 8%	1° 6%
To conserve water / saves energy / environmentally efficient	1° 2%	1° 3%				1° 14%				1° 3%					1° 8%		
More cost efficient / saves money	1° 2%	1° 3%		1° 4%						1° 3%				1° 33%			
Don't know / wasn't aware / don't know about them	3° 5%	1° 3%	2° 8%	1° 4%	2° 13%					2° 5%	1° 6%			1° 33%	1° 13%		1° 8%
Nothing / not interested / indifferent	7° 12%	3° 9%	4° 17%	5° 20%	1° 7%			1° 14%		6° 15%	1° 6%	2° 67%			1° 13%	2° 15%	1° 8%
TOTALS	58° 100%	34° 100%	24° 100%	25° 100%	15° 100%	7° 100%	3° 100%	7° 100%	1° 100%	40° 100%	18° 100%	3° 100%	3° 100%	8° 100%	13° 100%	13° 100%	18° 100%

FILTERS: Q18. How credible do you believe these Water Rating Labels to be?(Neither *OR* Don't know)

	LOCATION			STATE								GENDER		AGE						
	Total ****	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	213 100%	134 100%	79 100%	76 100%	49 100%	34 100%	23* 100%	22* 100%	3* 100%	2* 100%	4* 100%	128 100%	85 100%	4* 100%	40 100%	40 100%	44 100%	56 100%	29* 100%	
Q19. Why do you say that?																				
I'm sceptical/no proof/evidence/not accurate/open to manipulation	67 31%	44 33%	23 29%	26 34%	18 37%	10 29%	6 26%	5 23%	1 33%		1 25%	37 29%	30 35%		11 28%	9 23%	15 34%	22 39%	10 34%	
It depends/conditions/factors can vary/water usage varies in each household	30 14%	13 10% B	17 22% A	9 12%	6 12%	4 12%	5 22%	5 23%			1 25%	22 17%	8 9%		4 10%	7 18%	5 11%	7 13%	7 24%	
It's good/it works/accurate/ny own experience/evidence/reliable	11 5%	6 4%	5 6%	6 8%	2 4%	2 6%	1 4%					8 6%	3 4%		5 13%	2 5%	2 5%	2 4%		
Can compare different brands/products/work out the most efficient/make informed decision/helpful	7 3%	6 4%	1 1%		1 2%	2 6%	2 9%	2 9%				6 5%	1 1%		1 3%	1 3%	1 2%	3 5%	1 3%	
Been around for a long time/on everything/widely accepted/on many products	4 2%	3 2%	1 1%	1 1%	1 2%	1 3%		1 5%				3 2%	1 1%				3 7%	1 2%		
Tested/regulated by external body/Govt department/quality controlled/Aust standards	3 1%	3 2%		2 3%		1 3%						3 2%			1 3%	1 3%	1 2%			

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TABLE 51 (CONT.) Standard Analysis *BY* Q19. Why do you say that?

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	LOCATION			STATE								GENDER		AGE						
	Total ****	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	213 100%	134 100%	79 100%	76 100%	49 100%	34 100%	23* 100%	22* 100%	3* 100%	2* 100%	4* 100%	128 100%	85 100%	4* 100%	40 100%	40 100%	44 100%	56 100%	29* 100%	
Q19. Why do you say that?																				
I trust them/ believe them/ credible	3 1%	3 2%		1 1%	1 2%			1 5%				2 2%	1 1%		1 3%		1 2%	1 2%		
To conserve water/ saves energy/ environmentally efficient	3 1%	1 1%	2 3%		2 4%	1 3%							3 4%		1 3%		1 2%	1 2%		
More cost efficient/ saves money	1 0%	1 1%						1 5%					1 1%			1 3%				
The more stars the better/more efficient	1 0%	1 1%					1 4%					1 1%			1 3%					
They can't/wouldn't say something that isn't true/customer protection laws/ illegal	1 0%		1 1%	1 1%									1 1%				1 2%			
Don't know/wasn't aware/don't know about them	71 33%	44 33%	27 34%	23 30%	16 33%	12 35%	10 43%	5 23%	1 33%	2 100%	2 50%	41 32%	30 35%	1 25%	13 33%	15 38%	13 30%	19 34%	10 34%	
Nothing/not interested/ indifferent	18 8%	15 11%	3 4%	9 12%	5 10%	1 3%		2 9%	1 33%			11 9%	7 8%	3 75%	5 13%	5 13%	1 2%	2 4%	2 7%	
TOTALS	220 103%	140 104%	80 101%	78 103%	52 106%	34 100%	25 109%	22 100%	3 100%	2 100%	4 100%	134 105%	86 101%	4 100%	43 108%	41 103%	44 100%	58 104%	30 103%	

Statement *BY* Q20. Agreement level with statement

	Statement										
	I will only buy products that are stylish / fancy	Affordability is important to me	Running costs are an important part of my purchase decision	I will only buy brands I know and trust	Functionality is critical in my decision making process	I will always buy the best products available, regardless of price	I buy products that I can show off to friends	I only buy environmentally friendly products	I usually look for the cheapest option	I will only buy good quality products that will last a long time	I would usually look for products that are eligible for a rebate
RESPONDENTS	1536 100%	1536 100%	1536 100%	1536 100%	1536 100%	1536 100%	1536 100%	1536 100%	1536 100%	1536 100%	1536 100%
Q20. Agreement level with statement											
NETT DISAGREE RESPONDENTS	432 28%	33 2%	48 3%	137 9%	20 1%	433 28%	782 51%	254 17%	598 39%	40 3%	296 19%
Disagree completely (1)	134 9%	9 1%	7 0%	23 1%	2 0%	101 7%	427 28%	69 4%	182 12%	8 1%	76 5%
Disagree somewhat (2)	298 19%	24 2%	41 3%	114 7%	18 1%	332 22%	355 23%	185 12%	416 27%	32 2%	220 14%
Neither agree nor disagree (3)	603 39%	181 12%	168 11%	496 32%	119 8%	520 34%	481 31%	565 37%	482 31%	211 14%	636 41%
NETT AGREE RESPONDENTS	501 33%	1322 86%	1320 86%	903 59%	1397 91%	583 38%	273 18%	717 47%	456 30%	1285 84%	604 39%
Agree somewhat (4)	432 28%	798 52%	787 51%	712 46%	810 53%	472 31%	217 14%	554 36%	377 25%	842 55%	477 31%
Agree completely (5)	69 4%	524 34%	533 35%	191 12%	587 38%	111 7%	56 4%	163 11%	79 5%	443 29%	127 8%



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TABLE 52 (CONT.) Statement *BY* Q0. Agreement level with statement

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	Statement										
	I will only buy products that are stylish / fancy	Affordability is important to me	Running costs are an important part of my purchase decision	I will only buy brands I know and trust	Functionality is critical in my decision making process	I will always buy the best products available, regardless of price	I buy products that I can show off to friends	I only buy environmentally friendly products	I usually look for the cheapest option	I will only buy good quality products that will last a long time	I would usually look for products that are eligible for a rebate
RESPONDENTS	1536	1536	1536	1536	1536	1536	1536	1536	1536	1536	1536
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q0. Agreement level with statement	3.00	4.17	4.17	3.61	4.28	3.10	2.43	3.36	2.84	4.09	3.23
MEANS											
TOTALS											

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Standard Analysis *BY* Q20. Agreement level with statement

FILTERS: Statement(I will only buy products that are stylish / fancy)

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23° 100%	11° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%
Q20. Agreement level with statement																			
NETT DISAGREE																			
RESPONDENTS	432° 28%	266° 25%	166° 34%	131° 26%	117° 28%	74° 32%	57° 32%	31° 21%	11° 48%	3° 27%	8° 24%	215° 26%	217° 31%	9° 25%	47° 19%	68° 22%	99° 31%	107° 31%	102° 37%
	B	B	A			G	G	EF				L	K		PQR	PQR	NO	NO	NO
Disagree completely (1)	134° 9%	81° 8%	53° 11%	37° 7%	30° 7%	24° 10%	18° 10%	16° 11%	3° 13%	2° 18%	4° 12%	76° 9%	58° 8%	3° 8%	15° 6%	18° 6%	31° 10%	28° 8%	39° 14%
	B	B	A												R	R		R	NO
Disagree somewhat (2)	298° 19%	185° 18%	113° 23%	94° 19%	87° 21%	50° 22%	39° 22%	15° 10%	8° 35%	1° 9%	4° 12%	139° 17%	159° 23%	6° 17%	32° 13%	50° 16%	68° 22%	79° 23%	63° 23%
	B	B	A	G	G	G	G	DEF				L	K		PQR	QR	N	NO	NO
Neither agree nor disagree (3)	603° 39%	399° 38%	204° 42%	185° 37%	159° 38%	97° 42%	71° 40%	62° 42%	10° 43%	5° 45%	14° 41%	356° 42%	247° 35%	15° 42%	88° 35%	134° 43%	110° 35%	144° 41%	112° 41%
												L	K			P	O		
NETT AGREE																			
RESPONDENTS	501° 33%	385° 37%	116° 24%	181° 36%	139° 33%	60° 26%	51° 28%	53° 36%	2° 9%	3° 27%	12° 35%	268° 32%	233° 33%	12° 33%	114° 46%	110° 35%	107° 34%	96° 28%	62° 22%
	B	B	A	E	E	CDG		E							OPQR	NQR	NR	NO	NCP
Agree somewhat (4)	432° 28%	329° 31%	103° 21%	159° 32%	118° 28%	51° 22%	43° 24%	45° 31%	2° 9%	3° 27%	11° 32%	230° 27%	202° 29%	12° 33%	90° 36%	97° 31%	89° 28%	89° 26%	55° 20%
	B	B	A	EF		C	C								PQR	R	NR	N	NCP
Agree completely (5)	69° 4%	56° 5%	13° 3%	22° 4%	21° 5%	9° 4%	8° 4%	8° 5%			1° 3%	38° 5%	31° 4%		24° 10%	13° 4%	18° 6%	7° 2%	7° 3%
	B	B	A												OPQR	N	Q	NP	N
MEANS	3.00°	3.09	2.81°	3.07	3.03	2.87	2.91	3.10	2.48	2.82	3.03°	3.02	2.98°	3.00	3.31	3.12	2.98	2.91	2.74°
TOTALS	B	B	A	E		CG		E							OPQR	NQR	NR	NCR	NCP

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Standard Analysis *BY* Q20. Agreement level with statement

FILTERS: Statement(Affordability is important to me)

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%
Q20. Agreement level with statement																			
NETT DISAGREE																			
RESPONDENTS	33° 2%	24 2%	9° 2%	15 3%	6 1%	4 2%	3 2%	4 3%			1° 3%	19 2%	14° 2%	1 3%	7 3%	5 2%	10 3%	8 2%	2° 1%
Disagree completely (1)	9° 1%	7 1%	2° 0%	4 1%	2 0%		1 1%	2 1%				6 1%	3° 0%		1 0%		3 1%	3 1%	2° 1%
Disagree somewhat (2)	24° 2%	17 2%	7° 1%	11 2%	4 1%	4 2%	2 1%	2 1%			1° 3%	13 2%	11° 2%	1 3%	6 2%	5 2%	7 2%	5 1%	
Neither agree nor disagree (3)	181° 12%	127 12%	54° 11%	67 13%	50 12%	27 12%	16 9%	16 11%	1 4%		4° 12%	115 14%	66° 9%	8 22%	33 13%	41 13%	40 13%	38 11%	21° 8%
NETT AGREE																			
RESPONDENTS	1322° 86%	899 86%	423° 87%	415 84%	359 87%	200 87%	160 89%	126 86%	22 96%	11 100%	29° 85%	705 84%	617° 89%	27 75%	209 84%	266 85%	266 84%	301 87%	253° 92%
Agree somewhat (4)	798° 52%	569 54%	229° 47%	255 51%	211 51%	116 50%	104 58%	70 48%	14 61%	10 91%	18° 53%	440 52%	358° 51%	23 64%	118 47%	158 51%	170 54%	169 49%	160° 58%
Agree completely (5)	524° 34%	330 31%	194° 40%	160 32%	148 36%	84 36%	56 31%	56 38%	8 35%	1 9%	11° 32%	265 32%	259° 37%	4 11%	91 37%	108 35%	96 30%	132 38%	93° 34%
MEANS	4.17°	4.14	4.25°	4.12	4.20	4.21	4.18	4.21	4.30	4.09	4.15°	4.13	4.23°	3.83	4.17	4.18	4.10	4.22	4.24°
TOTALS		B	A									L	K	NPCR	M	M	MR	M	MP

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TABLE 55

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Standard Analysis *BY* Q20. Agreement level with statement

FILTERS: Statement (Running costs are an important part of my purchase decision)

	LOCATION			STATE							GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
RESPONDENTS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%
Q20. Agreement level with statement																			
NETT DISAGREE																			
RESPONDENTS	48° 3%	29 3%	19° 4%	13 3%	14 3%	8 3%	4 2%	7 5%			2° 6%	34 4%	14° 2%	1 3%	13 5%	9 3%	8 3%	7 2%	10° 4%
Disagree completely (1)	7° 0%	5 0%	2° 0%	3 1%	1 0%	1 0%		2 1%				6 1%	1° 0%		2 1%	1 0%	3 1%		1° 0%
Disagree somewhat (2)	41° 3%	24 2%	17° 3%	10 2%	13 3%	7 3%	4 2%	5 3%			2° 6%	28 3%	13° 2%	1 3%	11 4%	8 3%	5 2%	7 2%	9° 3%
Neither agree nor disagree (3)	168° 11%	118 11%	50° 10%	61 12%	42 10%	24 10%	21 12%	13 9%	2 9%	1 9%	4° 12%	111 13%	57° 8%	10 28%	33 13%	39 13%	29 9%	34 10%	23° 8%
NETT AGREE																			
RESPONDENTS	1320° 86%	903 86%	417° 86%	423 85%	359 87%	199 86%	154 86%	126 86%	21 91%	10 91%	28° 82%	694 83%	626° 90%	25 69%	203 82%	264 85%	279 88%	306 88%	243° 88%
Agree somewhat (4)	787° 51%	542 52%	245° 50%	260 52%	199 48%	131 57%	83 46%	75 51%	14 61%	7 64%	18° 53%	427 51%	360° 52%	15 42%	119 48%	169 54%	173 55%	176 51%	135° 49%
Agree completely (5)	533° 35%	361 34%	172° 35%	163 33%	160 39%	68 29%	71 40%	51 35%	7 30%	3 27%	10° 29%	267 32%	266° 38%	10 28%	84 34%	95 30%	106 34%	130 37%	108° 39%
MEANS	4.17°	4.17	4.17°	4.15	4.21	4.12	4.23	4.15	4.22	4.18	4.06°	4.10	4.26°	3.94	4.09	4.12	4.18	4.24	4.23°
TOTALS												L	K	QR	QR	Q		MO	MP

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TABLE 56

Standard Analysis *BY* Q20. Agreement level with statement

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FILTERS: Statement(I will only buy brands I know and trust)

	LOCATION			STATE								GENDER		AGE							
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)		
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%		
Q20. Agreement level with statement																					
NETT DISAGREE																					
RESPONDENTS	137° 9%	79° 8%	58° 12%	40° 8%	47° 11%	21° 9%	10° 6%	12° 8%	3° 13%	1° 9%	3° 9%	72° 9%	65° 9%	3° 8%	18° 7%	32° 10%	32° 10%	35° 10%	17° 6%		
		B	A		F		D														
Disagree completely (1)	23° 1%	11° 1%	12° 2%	8° 2%	5° 1%	3° 1%	2° 1%	4° 3%			1° 3%	13° 2%	10° 1%	2° 6%	2° 1%	5° 2%	5° 2%	5° 1%	4° 1%		
		B	A											N	M						
Disagree somewhat (2)	114° 7%	68° 6%	46° 9%	32° 6%	42° 10%	18° 8%	8° 4%	8° 5%	3° 13%	1° 9%	2° 6%	59° 7%	55° 8%	1° 3%	16° 6%	27° 9%	27° 9%	30° 9%	13° 5%		
		B	A	D	CF		D														
Neither agree nor disagree (3)	496° 32%	319° 30%	177° 36%	149° 30%	134° 32%	84° 36%	52° 29%	45° 31%	8° 35%	5° 45%	19° 56%	292° 35%	204° 29%	12° 33%	71° 29%	111° 36%	96° 30%	122° 35%	84° 30%		
		B	A	J	J	J	J	J			CEFG	L	K								
NETT AGREE																					
RESPONDENTS	903° 59%	652° 62%	251° 52%	308° 62%	234° 56%	126° 55%	117° 65%	89° 61%	12° 52%	5° 45%	12° 35%	475° 57%	428° 61%	21° 58%	160° 64%	169° 54%	188° 59%	190° 55%	175° 63%		
		B	A	J	FJ	FJ	DEJ	J			CEFG				Q	NR		NR	Q		
Agree somewhat (4)	712° 46%	518° 49%	194° 40%	233° 47%	188° 45%	102° 44%	95° 53%	71° 49%	9° 39%	4° 36%	10° 29%	369° 44%	343° 49%	17° 47%	125° 50%	127° 41%	156° 49%	153° 44%	134° 49%		
		B	A	J			J	J			CFG	L	K		O	NP	O				
Agree completely (5)	191° 12%	134° 13%	57° 12%	75° 15%	46° 11%	24° 10%	22° 12%	18° 12%	3° 13%	1° 9%	2° 6%	106° 13%	85° 12%	4° 11%	35° 14%	42° 13%	32° 10%	37° 11%	41° 15%		
MEANS	3.61°	3.66	3.49°	3.67	3.55	3.55	3.71	3.62	3.52	3.45	3.29°	3.59	3.63°	3.56	3.70	3.56	3.58	3.54	3.71°		
TOTALS		B	A	DJ	CF	F	DEJ	J			CFG				Q	NR		NR	Q		

FILTERS: Statement (Functionality is critical in my decision making process)

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	
Q20. Agreement level with statement																				
NETT DISAGREE RESPONDENTS	20° 1%	13 1%	7° 1%	5 1%	10 2%	3 1%		1 1%			1° 3%	12 1%	8° 1%	3 8%	5 2%	5 2%	2 1%	3 1%	2° 1%	
Disagree completely (1)	2° 0%	1 0%	1° 0%	1 0%	1 0%							1 0%	1° 0%		1 0%	1 0%				
Disagree somewhat (2)	18° 1%	12 1%	6° 1%	4 1%	9 2%	3 1%		1 1%			1° 3%	11 1%	7° 1%	3 8%	4 2%	4 1%	2 1%	3 1%	2° 1%	
Neither agree nor disagree (3)	119° 8%	90 9%	29° 6%	47 9%	34 8%	17 7%	6 3%	12 8%	2 9%		1° 3%	79 9%	40° 6%	9 25%	31 12%	40 13%	21 7%	13 4%	5° 2%	
NETT AGREE RESPONDENTS	1397° 91%	947 90%	450° 93%	445 90%	371 89%	211 91%	173 97%	133 91%	21 91%	11 100%	32° 94%	748 89%	649° 93%	24 67%	213 86%	267 86%	293 93%	331 95%	269° 97%	
Agree somewhat (4)	810° 53%	550 52%	260° 53%	253 51%	214 52%	122 53%	96 54%	87 60%	14 61%	6 55%	18° 53%	454 54%	356° 51%	16 44%	129 52%	162 52%	173 55%	196 56%	134° 49%	
Agree completely (5)	587° 38%	397 38%	190° 39%	192 39%	157 38%	89 39%	77 43%	46 32%	7 30%	5 45%	14° 41%	294 35%	293° 42%	8 22%	84 34%	105 34%	120 38%	135 39%	135° 49%	
MEANS	4.28°	4.27	4.30°	4.27	4.25	4.29	4.40	4.22	4.22	4.45	4.32°	4.23	4.34°	3.81	4.17	4.17	4.30	4.33	4.46°	
TOTALS				F	F	CDG	F					L	K°	NCPQR	MPQR	MPQR	MCR	MCR	MCPQ°	

Standard Analysis *BY* Q20. Agreement level with statement

FILTERS: Statement(I will always buy the best products available, regardless of price)

	LOCATION			STATE								GENDER		AGE							
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)		
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%		
Q20. Agreement level with statement																					
NETT DISAGREE RESPONDENTS	433° 28% B	273° 26% B	160° 33% A	152° 31% A	113° 27% A	57° 25% A	50° 28% A	42° 29% A	7° 30% A	3° 27% A	9° 26% A	215° 26% L	218° 31% K	6° 17% A	61° 24% A	85° 27% A	94° 30% A	110° 32% A	77° 28% A		
Disagree completely (1)	101° 7% B	61° 6% B	40° 8% A	29° 6% A	29° 7% A	17° 7% A	12° 7% A	10° 7% A	3° 13% A		1° 3% A	54° 6% A	47° 7% A	2° 6% A	10° 4% A	25° 8% A	20° 6% A	23° 7% A	21° 8% A		
Disagree somewhat (2)	332° 22% B	212° 20% B	120° 25% A	123° 25% E	84° 20% A	40° 17% C	38° 21% A	32° 22% A	4° 17% A	3° 27% A	8° 24% A	161° 19% L	171° 25% K	4° 11% A	51° 20% A	60° 19% A	74° 23% A	87° 25% A	56° 20% A		
Neither agree nor disagree (3)	520° 34% B	344° 33% B	176° 36% A	164° 33% A	136° 33% A	93° 40% G	66° 37% A	40° 27% E	9° 39% A	2° 18% A	10° 29% A	297° 35% A	223° 32% A	18° 50% NP	73° 29% M	105° 34% A	105° 33% M	123° 35% A	96° 35% A		
NETT AGREE RESPONDENTS	583° 38% B	433° 41% B	150° 31% A	181° 36% A	166° 40% A	81° 35% A	63° 35% A	64° 44% A	7° 30% A	6° 55% A	15° 44% A	327° 39% A	256° 37% A	12° 33% A	115° 46% PQR	122° 39% A	117° 37% N	114° 33% N	103° 37% N		
Agree somewhat (4)	472° 31% B	346° 33% B	126° 26% A	139° 28% A	134° 32% A	68° 29% A	54° 30% A	50° 34% A	7° 30% A	6° 55% A	14° 41% A	264° 31% A	208° 30% A	8° 22% A	78° 31% A	109° 35% Q	94° 30% A	96° 28% O	87° 32% A		
Agree completely (5)	111° 7% B	87° 8% B	24° 5% A	42° 8% A	32° 8% A	13° 6% A	9° 5% A	14° 10% A			1° 3% A	63° 8% A	48° 7% A	4° 11% A	37° 15% OPQR	13° 4% N	23° 7% N	18° 5% N	16° 6% N		
MEANS	3.10°	3.18	2.95°	3.08	3.13	3.09	3.06	3.18	2.87	3.27	3.18°	3.14	3.06°	3.22	3.33	3.08	3.08	3.00	3.08°		
TOTALS		B	A												OPQR	N	N	N	N		

Standard Analysis *BY* Q20. Agreement level with statement

FILTERS: Statement(I buy products that I can show off to friends)

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%	
Q20. Agreement level with statement																				
NETT DISAGREE																				
RESPONDENTS	782° 51%	495° 47%	287° 59%	242° 49%	200° 48%	126° 55%	104° 58%	70° 48%	16° 70%	4° 36%	20° 59%	399° 48%	383° 55%	13° 36%	86° 35%	139° 45%	160° 51%	203° 59%	181° 66%	
	B	A	F	F	F	CD	CD	CD	CD	CD	CD	L	K	QR	OPQR	NQR	NQR	MCP	MCP	
Disagree completely (1)	427° 28%	258° 25%	169° 35%	138° 28%	110° 27%	69° 30%	55° 31%	36° 25%	7° 30%	2° 18%	10° 29%	220° 26%	207° 30%	7° 19%	39° 16%	71° 23%	85° 27%	109° 31%	116° 42%	
	B	A	A	A	A	A	A	A	A	A	A	R	OPQR	R	OPQR	NQR	NR	NQR	MCPQ	
Disagree somewhat (2)	355° 23%	237° 23%	118° 24%	104° 21%	90° 22%	57° 25%	49° 27%	34° 23%	9° 39%	2° 18%	10° 29%	179° 21%	176° 25%	6° 17%	47° 19%	68° 22%	75° 24%	94° 27%	65° 24%	
															Q			N		
Neither agree nor disagree (3)	481° 31%	333° 32%	148° 30%	158° 32%	138° 33%	76° 33%	42° 23%	43° 29%	5° 22%	6° 55%	13° 38%	288° 34%	193° 28%	14° 39%	69° 28%	113° 36%	97° 31%	112° 32%	76° 28%	
				F	F	F	DE	DE	DE	DE	DE	L	K		O	NR			O	
NETT AGREE																				
RESPONDENTS	273° 18%	222° 21%	51° 10%	97° 20%	77° 19%	29° 13%	33° 18%	33° 23%	2° 9%	1° 9%	1° 3%	152° 18%	121° 17%	9° 25%	94° 38%	60° 19%	59° 19%	32° 9%	19° 7%	
	B	A	A	EJ	EJ	CDG	J	EJ			CDG			QR	OPQR	NQR	NQR	MCP	MCP	
Agree somewhat (4)	217° 14%	181° 17%	36° 7%	81° 16%	57° 14%	26° 11%	26° 15%	23° 16%	2° 9%	1° 9%	1° 3%	119° 14%	98° 14%	8° 22%	67° 27%	53° 17%	46° 15%	25° 7%	18° 7%	
	B	A	A	J				J			CG			QR	OPQR	NQR	NQR	MCP	MCP	
Agree completely (5)	56° 4%	41° 4%	15° 3%	16° 3%	20° 5%	3° 1%	7° 4%	10° 7%				33° 4%	23° 3%	1° 3%	27° 11%	7° 2%	13° 4%	7° 2%	1° 0%	
					E	DG		E							OPQR	NR	NR	N	NCP	
MEANS	2.43°	2.53	2.20°	2.46	2.49	2.29	2.34	2.57	2.09	2.55	2.15°	2.48	2.36°	2.72	2.98	2.54	2.45	2.21	2.00°	
TOTALS	B	A		E	DG		E					L	K	QR	OPQR	NQR	NQR	MCP	MCP	

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TABLE 60

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Standard Analysis *BY* Q20. Agreement level with statement

FILTERS: Statement (I only buy environmentally friendly products)

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%
Q20. Agreement level with statement																			
NETT DISAGREE																			
RESPONDENTS	254° 17%	159° 15%	95° 20%	84° 17%	60° 14%	44° 19%	37° 21%	17° 12%	6° 26%		6° 18%	155° 18%	99° 14%	9° 25%	34° 14%	60° 19%	51° 16%	57° 16%	43° 16%
	B	B	A				G	F				L	K						
Disagree completely (1)	69° 4%	45° 4%	24° 5%	24° 5%	9° 2%	11° 5%	13° 7%	7° 5%	2° 9%		3° 9%	54° 6%	15° 2%	1° 3%	10° 4%	19° 6%	15° 5%	18° 5%	6° 2%
			D	D	F		D				D	L	K			R			O
Disagree somewhat (2)	185° 12%	114° 11%	71° 15%	60° 12%	51° 12%	33° 14%	24° 13%	10° 7%	4° 17%		3° 9%	101° 12%	84° 12%	8° 22%	24° 10%	41° 13%	36° 11%	39° 11%	37° 13%
	B	B	A			G		E						N	M				
Neither agree nor disagree (3)	565° 37%	386° 37%	179° 37%	182° 37%	156° 38%	93° 40%	55° 31%	54° 37%	9° 39%	3° 27%	13° 38%	326° 39%	239° 34%	14° 39%	88° 35%	125° 40%	123° 39%	128° 37%	87° 32%
						F	E									R			O
NETT AGREE																			
RESPONDENTS	717° 47%	505° 48%	212° 44%	231° 46%	199° 48%	94° 41%	87° 49%	75° 51%	8° 35%	8° 73%	15° 44%	358° 43%	359° 52%	13° 36%	127° 51%	127° 41%	142° 45%	162° 47%	146° 53%
						G		E				L	K		O	NR			O
Agree somewhat (4)	554° 36%	388° 37%	166° 34%	176° 35%	156° 38%	74° 32%	68° 38%	57° 39%	5° 22%	7° 64%	11° 32%	277° 33%	277° 40%	10° 28%	95° 38%	96° 31%	115° 36%	132° 38%	106° 38%
												L	K						
Agree completely (5)	163° 11%	117° 11%	46° 9%	55° 11%	43° 10%	20° 9%	19° 11%	18° 12%	3° 13%	1° 9%	4° 12%	81° 10%	82° 12%	3° 8%	32° 13%	31° 10%	27° 9%	30° 9%	40° 14%
																R	R	R	P
MEANS	3.36°	3.40°	3.29°	3.36°	3.42°	3.26°	3.31°	3.47°	3.13°	3.82°	3.29°	3.27°	3.47°	3.17°	3.46°	3.25°	3.33°	3.34°	3.50°
TOTALS	B	B	A		E	D		E				L	K		O	NR	R	R	CP

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TABLE 61

Standard Analysis *BY* Q20. Agreement level with statement

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FILTERS: Statement(I usually look for the cheapest option)

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
RESPONDENTS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%
Q20. Agreement level with statement																			
NETT DISAGREE																			
RESPONDENTS	598° 39%	419 40%	179° 37%	191 38%	155 37%	88 38%	71 40%	59 40%	8 35%	8 73%	18° 53%	335 40%	263° 38%	10 28%	64 26%	103 33%	132 42%	156 45%	133° 48%
Disagree completely (1)	182° 12%	131 12%	51° 10%	65 13%	53 13%	24 10%	21 12%	13 9%		3 27%	3° 9%	99 12%	83° 12%	2 6%	15 6%	26 8%	42 13%	53 15%	44° 16%
Disagree somewhat (2)	416° 27%	288 27%	128° 26%	126 25%	102 25%	64 28%	50 28%	46 32%	8 35%	5 45%	15° 44%	236 28%	180° 26%	8 22%	49 20%	77 25%	90 28%	103 30%	89° 32%
Neither agree nor disagree (3)	482° 31%	322 31%	160° 33%	147 30%	134 32%	79 34%	55 31%	46 32%	9 39%	1 9%	11° 32%	254 30%	228° 33%	14 39%	69 28%	105 34%	95 30%	105 30%	94° 34%
NETT AGREE																			
RESPONDENTS	456° 30%	309 29%	147° 30%	159 32%	126 30%	64 28%	53 30%	41 28%	6 26%	2 18%	5° 15%	250 30%	206° 30%	12 33%	116 47%	104 33%	89 28%	86 25%	49° 18%
Agree somewhat (4)	377° 25%	254 24%	123° 25%	127 26%	101 24%	60 26%	42 23%	38 26%	4 17%	2 18%	3° 9%	207 25%	170° 24%	11 31%	90 36%	88 28%	75 24%	71 20%	42° 15%
Agree completely (5)	79° 5%	55 5%	24° 5%	32 6%	25 6%	4 2%	11 6%	3 2%	2 9%		2° 6%	43 5%	36° 5%	1 3%	26 10%	16 5%	14 4%	15 4%	7° 3%
MEANS	2.84°	2.82	2.88°	2.87	2.86	2.81	2.84	2.81	3.00	2.18	2.59°	2.83	2.85°	3.03	3.25	2.97	2.78	2.69	2.56°
TOTALS														R	OPQR	NPQR	NQR	NO	MOPO

Standard Analysis *BY* Q20. Agreement level with statement

FILTERS: Statement(I will only buy good quality products that will last a long time)

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%
Q20. Agreement level with statement																			
NETT DISAGREE RESPONDENTS	40° 3%	26° 2%	14° 3%	14° 3%	5° 1% F	8° 3%	9° 5% D	2° 1%	1° 4%		1° 3%	20° 2%	20° 3%	2° 6%	9° 4%	6° 2%	9° 3%	7° 2%	7° 3%
Disagree completely (1)	8° 1%	5° 0%	3° 1%	5° 1%		1° 0%	1° 1%	1° 1%				5° 1%	3° 0%		2° 1%	1° 0%	1° 0%	1° 0%	3° 1%
Disagree somewhat (2)	32° 2%	21° 2%	11° 2%	9° 2%	5° 1% F	7° 3%	8° 4% DG	1° 1% F	1° 4%		1° 3%	15° 2%	17° 2%	2° 6%	7° 3%	5° 2%	8° 3%	6° 2%	4° 1%
Neither agree nor disagree (3)	211° 14%	137° 13%	74° 15%	70° 14%	59° 14%	32° 14%	24° 13%	17° 12%	1° 4%	2° 18%	6° 18%	127° 15%	84° 12%	9° 25% QR	42° 17% R	60° 19% PQR	41° 13% CR	42° 12% MR	17° 6% MCPQ
NETT AGREE RESPONDENTS	1285° 84%	887° 84%	398° 82%	413° 83%	351° 85%	191° 83%	146° 82%	127° 87%	21° 91%	9° 82%	27° 79%	692° 82%	593° 85%	25° 69% PQR	198° 79% QR	246° 79% QR	266° 84% MR	298° 86% MCR	252° 91% MCPQ
Agree somewhat (4)	842° 55%	567° 54%	275° 57%	265° 53%	238° 57% F	127° 55%	85° 47% DG	86° 59% F	17° 74%	7° 64%	17° 50%	447° 53%	395° 57%	17° 47%	130° 52%	168° 54%	182° 58%	188° 54%	157° 57%
Agree completely (5)	443° 29%	320° 30% B	123° 25% A	148° 30%	113° 27%	64° 28%	61° 34%	41° 28%	4° 17%	2° 18%	10° 29%	245° 29%	198° 28%	8° 22%	68° 27%	78° 25% R	84° 27% R	110° 32%	95° 34% CP
MEANS	4.09°	4.12	4.04°	4.09	4.11	4.06	4.10	4.13	4.04	4.00	4.06°	4.09	4.10°	3.86	4.02	4.02	4.08	4.15	4.22°
TOTALS		B	A											QR	QR	QR	R	MCR	MCPQ

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TABLE 63

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Standard Analysis *BY* Q20. Agreement level with statement

FILTERS: Statement(I would usually look for products that are eligible for a rebate)

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%
Q20. Agreement level with statement																			
NETT DISAGREE																			
RESPONDENTS	296° 19%	196° 19%	100° 21%	98° 20%	71° 17%	49° 21%	31° 17%	28° 19%	7° 30%	1° 9%	11° 32%	168° 20%	128° 18%	9° 25%	48° 19%	64° 21%	67° 21%	60° 17%	48° 17%
Disagree completely (1)	76° 5%	47° 4%	29° 6%	23° 5%	19° 5%	13° 6%	9° 5%	8° 5%	1° 4%		3° 9%	50° 6%	26° 4%	4° 11%	11° 4%	16° 5%	18° 6%	13° 4%	14° 5%
Disagree somewhat (2)	220° 14%	149° 14%	71° 15%	75° 15%	52° 13%	36° 16%	22° 12%	20° 14%	6° 26%	1° 9%	8° 24%	118° 14%	102° 15%	5° 14%	37° 15%	48° 15%	49° 16%	47° 14%	34° 12%
Neither agree nor disagree (3)	636° 41%	423° 40%	213° 44%	202° 41%	175° 42%	97° 42%	76° 42%	56° 38%	8° 35%	8° 73%	14° 41%	346° 41%	290° 42%	15° 42%	80° 32%	131° 42%	137° 43%	159° 46%	114° 41%
NETT AGREE																			
RESPONDENTS	604° 39%	431° 41%	173° 36%	197° 40%	169° 41%	85° 37%	72° 40%	62° 42%	8° 35%	2° 18%	9° 26%	325° 39%	279° 40%	12° 33%	121° 49%	117° 38%	112° 35%	128° 37%	114° 41%
Agree somewhat (4)	477° 31%	340° 32%	137° 28%	160° 32%	130° 31%	74° 32%	54° 30%	44° 30%	7° 30%	1° 9%	7° 21%	256° 31%	221° 32%	10° 28%	85° 34%	95° 30%	89° 28%	104° 30%	94° 34%
Agree completely (5)	127° 8%	91° 9%	36° 7%	37° 7%	39° 9%	11° 5%	18° 10%	18° 12%	1° 4%	1° 9%	2° 6%	69° 8%	58° 8%	2° 6%	36° 14%	22° 7%	23° 7%	24° 7%	20° 7%
MEANS	3.23°	3.27	3.16°	3.23	3.28	3.15	3.28	3.30	3.04	3.18	2.91°	3.21	3.26°	3.03	3.39	3.19	3.16	3.23	3.26°
TOTALS					J		J	J		DFG					OPQ	N	N	N	

Standard Analysis *BY* Q1. Which of the following statements best describes you.

RESPONDENTS	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	
Q1. Which of the following statements best describes you.																				
I am strongly involved in issues of sustainability and environmental issues	243° 16%	163 16%	80° 16%	77 15%	73 18% E	25 11% DF	32 18% E	26 18%	1 4%	3 27%	6° 18%	125 15%	118° 17%	10 28% CPR	55 22% CPR	45 14% MN	38 12% MN	57 16%	38° 14% MN	
I have become more recently interested in issues of sustainability and issues about the environment	702° 46%	488 46%	214° 44%	231 46%	193 47%	105 45%	74 41%	66 45%	12 52%	8 73%	13° 38%	374 45%	328° 47%	14 39%	111 45%	126 40% P	158 50% O	162 47%	131° 47%	
I am concerned about environmental issues but don't really know how I can make a difference	386° 25%	268 26%	118° 24%	116 23% E	91 22% E	76 33% CD	48 27%	36 25%	8 35%		11° 32%	206 25%	180° 26%	7 19%	58 23%	95 30% R	83 26%	85 24%	58° 21% O	
I don't really think about environmental concerns or issues	205° 13%	131 12%	74° 15%	73 15%	58 14%	25 11%	25 14%	18 12%	2 9%		4° 12%	134 16% L	71° 10% K	5 14%	25 10% R	46 15%	37 12% R	43 12%	49° 18% NP	
TOTALS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23 100%	11 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	

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TABLE 65

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Factor *BY* Q2. Seriousness in affecting our natural environment

	Factor				
	Global warming (climate change)	Air pollution	Water pollution	Shortage of clean water	Over-using non-renewable resources
RESPONDENTS	1536 100%	1536 100%	1536 100%	1536 100%	1536 100%
Q2. Seriousness in affecting our natural environment					
NETT LOW RESPONDENTS	219 14%	58 4%	60 4%	109 7%	69 4%
1 Not at all serious (1)	120 8%	23 1%	21 1%	39 3%	22 1%
2 (2)	99 6%	35 2%	39 3%	70 5%	47 3%
NETT MD RESPONDENTS	555 36%	536 35%	485 32%	523 34%	577 38%
3 (3)	190 12%	118 8%	124 8%	153 10%	135 9%
4 (4)	365 24%	418 27%	361 24%	370 24%	442 29%
NETT HIGH RESPONDENTS	762 50%	942 61%	991 65%	904 59%	890 58%
5 (5)	351 23%	514 33%	525 34%	485 32%	460 30%



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TABLE 65 (CONT.) Factor *BY* Q2. Seriousness in affecting our natural environment

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	Factor				
	Global warming (climate change)	Air pollution	Water pollution	Shortage of clean water	Over-using non-renewable resources
RESPONDENTS	1536	1536	1536	1536	1536
	100%	100%	100%	100%	100%
Q2. Seriousness in affecting our natural environment					
6 Extremely serious (6)	411	428	466	419	430
	27%	28%	30%	27%	28%
MEANS	4.28	4.72	4.78	4.59	4.67
TOTALS					

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TABLE 66

Standard Analysis *BY* Q2. Seriousness in affecting our natural environment

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FILTERS: Factor(Global warming (climate change))

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	
Q2. Seriousness in affecting our natural environment																				
NETT LOW RESPONDENTS	219° 14%	123 12%	96° 20%	74 15%	57 14%	34 15%	25 14%	21 14%	5 22%		3° 9%	154 18%	65° 9%	2 6%	19 8%	40 13%	49 16%	53 15%	56° 20%	
		B	A									L	K	R	OPQR	NR	N	N	MO	
1 Not at all serious (1)	120° 8%	71 7%	49° 10%	44 9%	31 7%	20 9%	10 6%	9 6%	4 17%		2° 6%	88 10%	32° 5%	2 6%	16 6%	23 7%	19 6%	28 8%	32° 12%	
		B	A									L	K		R		R		NP	
2 (2)	99° 6%	52 5%	47° 10%	30 6%	26 6%	14 6%	15 8%	12 8%	1 4%		1° 3%	66 8%	33° 5%		3 1%	17 5%	30 9%	25 7%	24° 9%	
		B	A									L	K		OPQR	N	N	N	N	
NETT MID RESPONDENTS	555° 36%	398 38%	157° 32%	188 38%	141 34%	93 40%	62 35%	52 36%	7 30%	2 18%	10° 29%	324 39%	231° 33%	16 44%	99 40%	123 39%	101 32%	119 34%	97° 35%	
		B	A									L	K							
3 (3)	190° 12%	138 13%	52° 11%	68 14%	43 10%	33 14%	19 11%	21 14%	2 9%		4° 12%	119 14%	71° 10%	8 22%	38 15%	37 12%	37 12%	42 12%	28° 10%	
												L	K	R					M	
4 (4)	365° 24%	260 25%	105° 22%	120 24%	98 24%	60 26%	43 24%	31 21%	5 22%	2 18%	6° 18%	205 24%	160° 23%	8 22%	61 24%	86 28%	64 20%	77 22%	69° 25%	
																P	O			
NETT HIGH RESPONDENTS	762° 50%	529 50%	233° 48%	235 47%	217 52%	104 45%	92 51%	73 50%	11 48%	9 82%	21° 62%	361 43%	401° 58%	18 50%	131 53%	149 48%	166 53%	175 50%	123° 45%	
												L	K							
5 (5)	351° 23%	246 23%	105° 22%	110 22%	102 25%	55 24%	33 18%	31 21%	6 26%	5 45%	9° 26%	171 20%	180° 26%	9 25%	74 30%	65 21%	85 27%	74 21%	44° 16%	
												L	K		OPQR	N	R	N	NP	



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TABLE 66 (CONT.) Standard Analysis *BY* Q2. Seriousness in affecting our natural environment

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	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q2. Seriousness in affecting our natural environment																				
6 Extremely serious (6)	411	283	128	125	115	49	59	42	5	4	12	190	221	9	57	84	81	101	79	
	27%	27%	26%	25%	28%	21%	33%	29%	22%	36%	35%	23%	32%	25%	23%	27%	26%	29%	29%	
				F		F	CE					L	K							
MEANS	4.28	4.34	4.14	4.20	4.35	4.14	4.40	4.29	4.00	5.18	4.62	4.04	4.56	4.36	4.39	4.30	4.29	4.29	4.11	
TOTALS		B	A									L	K		R				N	

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TABLE 67

Standard Analysis *BY* Q2. Seriousness in affecting our natural environment

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FILTERS: Factor(Air pollution)

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%	
Q2. Seriousness in affecting our natural environment																				
NETT LOW RESPONDENTS	58° 4%	40° 4%	18° 4%	23° 5%	12° 3%	9° 4%	5° 3%	4° 3%	2° 9%		3° 9%	41° 5%	17° 2%	2° 6%	8° 3%	9° 3%	14° 4%	10° 3%	15° 5%	
1 Not at all serious (1)	23° 1%	17° 2%	6° 1%	11° 2%	2° 0%	4° 2%	3° 2%	1° 1%	2° 9%			15° 2%	8° 1%	1° 3%	3° 1%	3° 1%	7° 2%	3° 1%	6° 2%	
2 (2)	35° 2%	23° 2%	12° 2%	12° 2%	10° 2%	5° 2%	2° 1%	3° 2%			3° 9%	26° 3%	9° 1%	1° 3%	5° 2%	6° 2%	7° 2%	7° 2%	9° 3%	
				J	J	J	J	J			CDEF	L	K							
NETT MD RESPONDENTS	536° 35%	373° 36%	163° 34%	178° 36%	151° 36%	80° 35%	58° 32%	47° 32%	9° 39%	2° 18%	11° 32%	328° 39%	208° 30%	18° 50%	92° 37%	128° 41%	106° 34%	117° 34%	75° 27%	
3 (3)	118° 8%	86° 8%	32° 7%	37° 7%	32° 8%	21° 9%	12° 7%	11° 8%	3° 13%		2° 6%	84° 10%	34° 5%	5° 14%	19° 8%	31° 10%	16° 5%	29° 8%	18° 7%	
4 (4)	418° 27%	287° 27%	131° 27%	141° 28%	119° 29%	59° 26%	46° 26%	36° 25%	6° 26%	2° 18%	9° 26%	244° 29%	174° 25%	13° 36%	73° 29%	97° 31%	90° 28%	88° 25%	57° 21%	
																			MDP	
NETT HIGH RESPONDENTS	942° 61%	637° 61%	305° 63%	296° 60%	252° 61%	142° 61%	116° 65%	95° 65%	12° 52%	9° 82%	20° 59%	470° 56%	472° 68%	16° 44%	149° 60%	175° 56%	196° 62%	220° 63%	186° 67%	
												L	K	PQR		R	M	M	MO	
5 (5)	514° 33%	361° 34%	153° 31%	159° 32%	144° 35%	79° 34%	58° 32%	51° 35%	7° 30%	5° 45%	11° 32%	264° 31%	250° 36%	7° 19%	93° 37%	95° 30%	113° 36%	105° 30%	101° 37%	
														NR	M				M	

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TABLE 67 (CONT.) Standard Analysis *BY* Q2. Seriousness in affecting our natural environment

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	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q2. Seriousness in affecting our natural environment																			
6 Extremely serious (6)	428	276	152	137	108	63	58	44	5	4	9	206	222	9	56	80	83	115	85
	28%	26%	31%	28%	26%	27%	32%	30%	22%	36%	26%	25%	32%	25%	22%	26%	26%	33%	31%
		B	A									L	K		QR	Q		NO	N
MEANS	4.72	4.70	4.79	4.68	4.73	4.70	4.83	4.82	4.35	5.18	4.62	4.59	4.89	4.42	4.67	4.65	4.72	4.82	4.79
TOTALS												L	K	Q				M	

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TABLE 68

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Standard Analysis *BY* Q2. Seriousness in affecting our natural environment

FILTERS: Factor(Water pollution)

	LOCATION			STATE							GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%
Q2. Seriousness in affecting our natural environment																			
NETT LOW RESPONDENTS	60° 4%	46° 4%	14° 3%	21° 4%	15° 4%	10° 4%	6° 3%	4° 3%	2° 9%		2° 6%	45° 5% L	15° 2% K	2° 6%	10° 4%	10° 3%	15° 5%	11° 3%	12° 4%
1 Not at all serious (1)	21° 1%	16° 2%	5° 1%	10° 2% D	1° 0% CFJ	3° 1%	3° 2% D	2° 1%	1° 4%		1° 3% D	14° 2%	7° 1%	1° 3%	4° 2%	4° 1%	6° 2%	3° 1%	3° 1%
2 (2)	39° 3%	30° 3%	9° 2%	11° 2%	14° 3%	7° 3%	3° 2%	2° 1%	1° 4%		1° 3%	31° 4% L	8° 1% K	1° 3%	6° 2%	6° 2%	9° 3%	8° 2%	9° 3%
NETT MID RESPONDENTS	485° 32%	345° 33%	140° 29%	153° 31%	142° 34%	79° 34%	47° 26%	47° 32%	5° 22%	3° 27%	9° 26%	279° 33%	206° 30%	17° 47% PQR	104° 42% PQR	123° 39% PQR	90° 28% MCR	95° 27% MCR	56° 20% MCPQ
3 (3)	124° 8%	89° 8%	35° 7%	30° 6% D	41° 10% C	22° 10%	12° 7%	14° 10%	2° 9%		3° 9%	75° 9%	49° 7%	4° 11%	22° 9%	29° 9%	27° 9%	22° 6%	20° 7%
4 (4)	361° 24%	256° 24%	105° 22%	123° 25%	101° 24%	57° 25%	35° 20%	33° 23%	3° 13%	3° 27%	6° 18%	204° 24%	157° 23%	13° 36% PQR	82° 33% PQR	94° 30% PQR	63° 20% MCR	73° 21% MCR	36° 13% MCPQ
NETT HIGH RESPONDENTS	991° 65%	659° 63% B	332° 68% A	323° 65%	258° 62%	142° 61%	126° 70%	95° 65%	16° 70%	8° 73%	23° 68%	515° 61% L	476° 68% K	17° 47% PQR	135° 54% PQR	179° 57% PQR	211° 67% MCR	241° 69% MNO	208° 75% MCPQ
5 (5)	525° 34%	355° 34%	170° 35%	180° 36%	135° 33%	77° 33%	63° 35%	44° 30%	9° 39%	5° 45%	12° 35%	274° 33%	251° 36%	13° 36%	84° 34%	93° 30% PR	118° 37% O	110° 32%	107° 39% O

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TABLE 68 (CONT.) Standard Analysis *BY* Q2. Seriousness in affecting our natural environment

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	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q2. Seriousness in affecting our natural environment																			
6 Extremely serious (6)	466	304	162	143	123	65	63	51	7	3	11	241	225	4	51	86	93	131	101
	30%	29%	33%	29%	30%	28%	35%	35%	30%	27%	32%	29%	32%	11%	20%	28%	29%	38%	37%
														CPQR	PQR	MQR	MNQ	MNP	MNQ
MEANS	4.78	4.73	4.88	4.77	4.74	4.70	4.91	4.84	4.70	5.00	4.76	4.69	4.88	4.33	4.56	4.68	4.76	4.94	4.95
TOTALS		B	A									L	K	PCR	PCR	QR	MQR	MNP	MNP

Standard Analysis *BY* Q2. Seriousness in affecting our natural environment

FILTERS: Factor(Shortage of clean water)

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%	
Q2. Seriousness in affecting our natural environment																				
NETT LOW RESPONDENTS	109° 7%	72° 7%	37° 8%	45° 9% F	24° 6%	19° 8%	7° 4% C	10° 7%	2° 9%	1° 9%	1° 3%	82° 10% L	27° 4% K	3° 8%	18° 7%	23° 7%	18° 6%	26° 7%	21° 8%	
1 Not at all serious (1)	39° 3%	26° 2%	13° 3%	17° 3%	7° 2%	4° 2%	4° 2%	5° 3%	2° 9%			31° 4% L	8° 1% K		8° 3%	6° 2%	6° 2%	13° 4%	6° 2%	
2 (2)	70° 5%	46° 4%	24° 5%	28° 6% F	17° 4%	15° 6% F	3° 2% CE	5° 3%		1° 9%	1° 3%	51° 6% L	19° 3% K	3° 8%	10° 4%	17° 5%	12° 4%	13° 4%	15° 5%	
NETT MID RESPONDENTS	523° 34%	371° 35%	152° 31%	169° 34%	150° 36%	80° 35%	50° 28%	55° 38%	5° 22%	2° 18%	12° 35%	306° 36% L	217° 31% K	13° 36%	95° 38% QR	124° 40% QR	125° 40% QR	102° 29% NCP	64° 23% NCP	
3 (3)	153° 10%	113° 11%	40° 8%	39° 8% J	46° 11%	27° 12%	15° 8%	18° 12%	2° 9%		6° 18% C	84° 10%	69° 10%	3° 8%	30° 12%	42° 13% QR	29° 9%	29° 8% O	20° 7% O	
4 (4)	370° 24%	258° 25%	112° 23%	130° 26%	104° 25%	53° 23%	35° 20%	37° 25%	3° 13%	2° 18%	6° 18%	222° 26% L	148° 21% K	10° 28%	65° 26% R	82° 26% R	96° 30% QR	73° 21% P	44° 16% NCP	
NETT HIGH RESPONDENTS	904° 59%	607° 58%	297° 61%	283° 57% F	241° 58% F	132° 57% F	122° 68% CEG	81° 55% F	16° 70%	8° 73%	21° 62%	451° 54% L	453° 65% K	20° 56%	136° 55% QR	165° 53% QR	173° 55% QR	219° 63% NCP	191° 69% NCP	
5 (5)	485° 32%	333° 32%	152° 31%	155° 31%	133° 32%	71° 31%	59° 33%	41° 28%	9° 39%	5° 45%	12° 35%	249° 30%	236° 34% R	14° 39%	80° 32%	87° 28% R	97° 31%	106° 31%	101° 37% O	

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q2. Seriousness in affecting our natural environment																			
6 Extremely serious (6)	419	274	145	128	108	61	63	40	7	3	9	202	217	6	56	78	76	113	90
	27%	26%	30%	26%	26%	26%	35%	27%	30%	27%	26%	24%	31%	17%	22%	25%	24%	33%	33%
				F	F		CD					L	K		QR	QR	QR	NCP	NCP
MEANS	4.59	4.57	4.65	4.53	4.60	4.54	4.85	4.53	4.65	4.82	4.65	4.45	4.77	4.47	4.47	4.48	4.56	4.69	4.77
TOTALS				F	F	F	CD	F				L	K		QR	QR	R	NO	NCP

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TABLE 70

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Standard Analysis *BY* Q2. Seriousness in affecting our natural environment

FILTERS: Factor(Over-using non-renewable resources)

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%	
Q2. Seriousness in affecting our natural environment																				
NETT LOW RESPONDENTS	69° 4%	47° 4%	22° 5%	27° 5%	17° 4%	9° 4%	5° 3%	8° 5%	2° 9%		1° 3%	48° 6%	21° 3%	1° 3%	10° 4%	16° 5%	18° 6%	12° 3%	12° 4%	
1 Not at all serious (1)	22° 1%	15° 1%	7° 1%	10° 2%	3° 1%	2° 1%	3° 2%	2° 1%	2° 9%			16° 2%	6° 1%		3° 1%	5° 2%	6° 2%	3° 1%	5° 2%	
2 (2)	47° 3%	32° 3%	15° 3%	17° 3%	14° 3%	7° 3%	2° 1%	6° 4%			1° 3%	32° 4%	15° 2%	1° 3%	7° 3%	11° 4%	12° 4%	9° 3%	7° 3%	
NETT MID RESPONDENTS	577° 38%	415° 40%	162° 33%	187° 38%	157° 38%	100° 43%	62° 35%	47° 32%	7° 30%	2° 18%	15° 44%	334° 40%	243° 35%	15° 42%	103° 41%	130° 42%	116° 37%	125° 36%	88° 32%	
3 (3)	135° 9%	98° 9%	37° 8%	36° 7%	39° 9%	25° 11%	14° 8%	15° 10%	2° 9%	1° 9%	3° 9%	82° 10%	53° 8%	5° 14%	23° 9%	29° 9%	23° 7%	32° 9%	23° 8%	
4 (4)	442° 29%	317° 30%	125° 26%	151° 30%	118° 28%	75° 32%	48° 27%	32° 22%	5° 22%	1° 9%	12° 35%	252° 30%	190° 27%	10° 28%	80° 32%	101° 32%	93° 29%	93° 27%	65° 24%	
NETT HIGH RESPONDENTS	890° 58%	588° 56%	302° 62%	283° 57%	241° 58%	122° 53%	112° 63%	91° 62%	14° 61%	9° 82%	18° 53%	457° 54%	433° 62%	20° 56%	136° 55%	166° 53%	182° 58%	210° 61%	176° 64%	
5 (5)	460° 30%	321° 31%	139° 29%	152° 31%	127° 31%	60° 26%	53° 30%	46° 32%	9° 39%	5° 45%	8° 24%	246° 29%	214° 31%	12° 33%	79° 32%	86° 28%	107° 34%	92° 27%	84° 30%	

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TABLE 70 (CONT.) Standard Analysis *BY* Q2. Seriousness in affecting our natural environment

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	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536 100%	1050 100%	486 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34 100%	839 100%	697 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276 100%	
Q2. Seriousness in affecting our natural environment																				
6 Extremely serious (6)	430 28%	267 25% B	163 34% A	131 26%	114 27%	62 27%	59 33%	45 31%	5 22%	4 36%	10 29%	211 25% L	219 31% K	8 22%	57 23% Q	80 26% Q	75 24% Q	118 34% N	92 33% O	
MEANS	4.67	4.62	4.78	4.63	4.67	4.60	4.80	4.71	4.48	5.09	4.68	4.56	4.79	4.58	4.59	4.58	4.61	4.78	4.78	
TOTALS		B	A									L	K		Q	Q		N	O	

Standard Analysis *BY* Q23. In terms of saving or conserving water in and around your home, which of the following best describes you?

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	
Q23. In terms of saving or conserving water in and around your home, which of the following best describes you?																				
I am very conscious of saving water wherever possible	996° 65%	650 62%	346° 71%	287 58%	276 67%	164 71%	120 67%	108 74%	14 61%	7 64%	20° 59%	527 63%	469° 67%	14 39%	128 51%	169 54%	212 67%	260 75%	213° 77%	
		B	A°	DEFG	C	C	C	C						PQR	PQR	PQR	MNQR	MNCP	MNCP°	
I am aware of trying to save water but am not that careful	462° 30%	339 32%	123° 25%	177 36%	121 29%	58 25%	48 27%	34 23%	8 35%	4 36%	12° 35%	258 31%	204° 29%	18 50%	112 45%	121 39%	85 27%	72 21%	54° 20%	
		B	A°	DEFG	C	C	C	C						PQR	PQR	PQR	MNR	MNO	MNCP°	
I tend not to think about it too much	73° 5%	60 6%	13° 3%	33 7%	17 4%	6 3%	11 6%	4 3%	1 4%		1° 3%	53 6%	20° 3%	4 11%	9 4%	20 6%	18 6%	14 4%	8° 3%	
		B	A°	E		C						L	K°	NR	M	R			MO°	
We have plenty of water so no need for saving water	4° 0%	1 0%	3° 1%		1 0%	2 1%					1° 3%	1 0%	3° 0%			1 0%	1 0%	1 0%	1° 0%	
					J						D°									
Other	1° 0%		1° 0%			1 0%							1° 0%			1 0%				
TOTALS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23 100%	11 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	

Standard Analysis *BY* Q4. Thinking now about the environment, in your opinion, how concerned are you about water shortages in the next 20 years?

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	
Q4. Thinking now about the environment, in your opinion, how concerned are you about water shortages in the next 20 years?																				
NEIT CONCERNED RESPONDENTS	1104° 72%	769 73%	335° 69%	326 66% DEF	307 74% C	171 74% C	144 80% C	106 73%	14 61%	9 82%	27° 79%	566 67% L	538° 77% K	23 64%	185 74%	218 70%	228 72%	255 73%	195° 71%	
Very concerned	392° 26%	262 25%	130° 27%	128 26% J	95 23% J	57 25% J	53 30%	38 26%	5 22%	2 18%	14° 41%	192 23% L	200° 29% K	6 17%	55 22%	72 23%	86 27%	96 28%	77° 28%	
Quite concerned	712° 46%	507 48% B	205° 42%	198 40% DEF	212 51% C	114 49% C	91 51% C	68 47%	9 39%	7 64%	13° 38%	374 45%	338° 48% R	17 47%	130 52%	146 47%	142 45%	159 46%	118° 43% N	
Neither	272° 18%	181 17%	91° 19%	114 23% DEF	69 17% C	31 13% C	24 13% C	25 17%	4 17%	1 9%	4° 12%	167 20% L	105° 15% K	11 31% QR	46 18%	54 17%	60 19%	56 16% M	45° 16% M	
NEIT UNCONCERNED RESPONDENTS	160° 10%	100 10%	60° 12%	57 11% F	39 9% F	29 13% F	11 6% CE	15 10%	5 22%	1 9%	3° 9%	106 13% L	54° 8% K	2 6%	18 7% CR	40 13% N	28 9%	36 10%	36° 13% N	
Not very concerned	124° 8%	77 7%	47° 10%	49 10% F	32 8% F	19 8% F	6 3% CE	10 7%	5 22%	1 9%	2° 6%	75 9%	49° 7% K	2 6%	16 6%	31 10%	24 8%	22 6%	29° 11%	
Not at all concerned	36° 2%	23 2%	13° 3%	8 2% E	7 2% E	10 4% CD	5 3%	5 3%			1° 3%	31 4% L	5° 1% K		2 1% Q	9 3%	4 1% Q	14 4% NP	7° 3% NP	
TOTALS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23 100%	11 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	

Standard Analysis *BY* Q5. To what extent would you agree that conserving water is only a priority during periods of drought?

	LOCATION			STATE								GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	
RESPONDENTS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	
Q5. To what extent would you agree that conserving water is only a priority during periods of drought?																				
NEIT AGREE RESPONDENTS	489° 32%	375 36% B	114° 23% A	185 37% FJ	132 32% C	74 32% C	45 25% C	42 29% C	4 17% C	1 9% C	6° 18% C	289 34% L	200° 29% K	15 42% QR	115 46% CPQR	117 38% NQR	116 37% NQR	67 19% MCP	59° 21% MCP	
Agree Completely	155° 10%	119 11% B	36° 7% A	55 11% FJ	43 10% F	22 10% F	20 11% CDE	10 7% C	1 4% C	1 9% C	3° 9% C	91 11% L	64° 9% K	6 17% QR	36 14% QR	33 11% QR	40 13% QR	23 7% MP	17° 6% MP	
Agree Somewhat	334° 22%	256 24% B	78° 16% A	130 26% FJ	89 21% F	52 23% F	25 14% CDE	32 22% C	3 13% C		3° 9% C	198 24% L	136° 20% K	9 25% Q	79 32% PQR	84 27% QR	76 24% NQR	44 13% MCP	42° 15% NCP	
Neither Agree nor Disagree	215° 14%	150 14%	65° 13% A	84 17% F	51 12% J	27 12% J	15 8% CGI	25 17% F	2 9% C	2 18% C	9° 26% DEF	128 15% L	87° 12% K	11 31% NPQR	41 16% MR	55 18% PQR	37 12% MO	42 12% MO	29° 11% MO	
NEIT DISAGREE RESPONDENTS	832° 54%	525 50% B	307° 63% A	228 46% DEF	232 56% CF	130 56% CF	119 66% CDEG	79 54% F	17 74% C	8 73% C	19° 56% C	422 50% L	410° 59% K	10 28% PQR	93 37% PQR	140 45% QR	163 52% MQR	238 69% MCP	188° 68% MCP	
Disagree Somewhat	403° 26%	262 25%	141° 29% A	99 20% DEG	125 30% C	64 28% C	47 26% C	46 32% C	6 26% C	5 45% C	11° 32% C	208 25% L	195° 28% K	6 17% QR	58 23% QR	75 24% QR	81 26% NQR	106 31% MCP	77° 28% MCP	
Disagree Completely	429° 28%	263 25% B	166° 34% A	129 26% F	107 26% F	66 29% F	72 40% CDEG	33 23% F	11 48% C	3 27% C	8° 24% C	214 26% L	215° 31% K	4 11% PQR	35 14% CPQR	65 21% NQR	82 26% MQR	132 38% MCP	111° 40% MCP	
TOTALS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23 100%	11 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%	

Standard Analysis *BY* Q6. Including yourself, how many people live in your home?

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23*° 100%	11*° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%
Q6. Including yourself, how many people live in your home?																			
One	202° 13%	127° 12%	75° 15%	68° 14%	49° 12%	31° 13%	26° 15%	10° 7%	6° 26%	3° 27%	9° 26%	119° 14%	83° 12%	5° 14%	26° 10%	27° 9%	48° 15%	40° 12%	56° 20%
				G	J	G	G	CEJ			CEG				R	PR	O	R	NO
Two	602° 39%	361° 34%	241° 50%	190° 38%	160° 39%	102° 44%	68° 38%	58° 40%	6° 26%	4° 36%	14° 41%	331° 39%	271° 39%	8° 22%	69° 28%	70° 22%	83° 26%	197° 57%	175° 63%
		B	A											QR	QR	QR	QR	MCP	MCP
Three	301° 20%	223° 21%	78° 16%	79° 16%	97° 23%	41° 18%	37° 21%	34° 23%	3° 13%	2° 18%	8° 24%	153° 18%	148° 21%	10° 28%	73° 29%	68° 22%	67° 21%	63° 18%	20° 7%
		B	A	DG	C			C						R	CPQR	NR	NR	NR	MCPQ
Four	269° 18%	215° 20%	54° 11%	98° 20%	66° 16%	38° 16%	32° 18%	27° 18%	5° 22%	2° 18%	1° 3%	151° 18%	118° 17%	6° 17%	49° 20%	93° 30%	79° 25%	28° 8%	14° 5%
		B	A	J	J	J	J	J			CEFG			R	QR	NQR	QR	NCP	MCP
Five or more	148° 10%	115° 11%	33° 7%	55° 11%	40° 10%	18° 8%	16° 9%	14° 10%	3° 13%		2° 6%	74° 9%	74° 11%	7° 19%	27° 11%	49° 16%	38° 12%	16° 5%	11° 4%
		B	A											QR	QR	QR	QR	MCP	MCP
Don't know	2° 0%	2° 0%			1° 0%			1° 1%				1° 0%	1° 0%					2° 1%	
Prefer not to say	12° 1%	7° 1%	5° 1%	7° 1%	2° 0%	1° 0%		2° 1%				10° 1%	2° 0%		5° 2%	5° 2%	1° 0%	1° 0%	
												L	K		Q			N	
TOTALS	1536° 100%	1050° 100%	486° 100%	497° 100%	415° 100%	231° 100%	179° 100%	146° 100%	23° 100%	11° 100%	34° 100%	839° 100%	697° 100%	36° 100%	249° 100%	312° 100%	316° 100%	347° 100%	276° 100%

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Standard Analysis *BY* Q7. Which one of the following best describes your household?

	LOCATION			STATE								GENDER		AGE							
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)		
	1536°	1050°	486°	497	415	231	179	146	23*	11*	34°	839	697°	36	249	312	316	347	276°		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
RESPONDENTS																					
Q7. Which one of the following best describes your household?																					
A family with youngest child aged 5 years or less	177° 12%	125 12%	52° 11%	69 14%	41 10%	26 11%	22 12%	13 9%	2 9%	1 9%	3° 9%	92 11%	85° 12%	5 14% NQR	79 32% MPQR	79 25% PQR	11 3% MQR	2 1% MCP	1° 0% MCP°		
A family with youngest child aged between 6 and 14 years	214° 14%	162 15% B	52° 11% A	63 13% D	72 17% C	30 13%	22 12%	20 14%	2 9%	1 9%	4° 12%	120 14%	94° 13%	3 8% QR	28 11% CQR	98 31% MPQR	63 20% NQR	16 5% NCP	6° 2% MCP°		
A family with youngest child aged 15 years or older	241° 16%	196 19% B	45° 9% A	85 17%	66 16%	30 13%	28 16%	23 16%	4 17%	2 18%	3° 9%	119 14%	122° 18%	7 19% CR	24 10% PQ	24 8% MPQ	96 30% NQR	71 20% NCPR	19° 7% MQ°		
A couple with no children living at home	553° 36%	329 31% B	224° 46% A	161 32% E	142 34% E	102 44% CD	71 40%	58 40%	4 17%	2 18%	13° 38%	306 36%	247° 35%	6 17% QR	58 23% QR	54 17% QR	74 23% QR	188 54% MCPR	173° 63% MCPQ°		
A single person with no children living at home	196° 13%	123 12%	73° 15% J	68 14% J	44 11% J	31 13% J	22 12% J	12 8% J	6 26%	3 27%	10° 29% CDEFG°	117 14%	79° 11%	5 14%	27 11% R	24 8% PR	47 15% O	37 11% R	56° 20% NOQ°		
A group household (including related and unrelated adults)	119° 8%	86 8%	33° 7% I	36 7% I	40 10% E	9 4% DG	11 6%	16 11% E	5 22%	1 9%	1° 3%	60 7%	59° 8%	7 19% NQR	22 9% M	24 8% M	20 6% M	25 7% M	21° 8% MI°		
Prefer not to say	36° 2%	29 3%	7° 1% I	15 3%	10 2%	3 1%	3 2%	4 3%		1 9%		25 3%	11° 2% PQ	3 8% PQ	11 4% P	9 3%	5 2% MN	8 2% M			
TOTALS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23 100%	11 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%		

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Standard Analysis *BY* Q28. What is your annual household income before tax (on average, each year)?

	LOCATION			STATE								GENDER		AGE					
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q28. What is your annual household income before tax (on average, each year)?																			
Less than \$25,000	85	37	48	26	23	15	12	5		1	3	51	34	3	6	11	17	21	27
	6%	4%	10%	5%	6%	6%	7%	3%		9%	9%	6%	5%	8%	2%	4%	5%	6%	10%
		B	A												QR	R	R	N	NCP
\$25,000-\$49,999	318	157	161	80	86	73	27	40	2		10	170	148	8	28	33	45	81	123
	21%	15%	33%	16%	21%	32%	15%	27%	9%		29%	20%	21%	22%	11%	14%	23%	45%	
		B	A	EG	E	CF	EG	CF			CF			CR	MR	QR	NPR	NCP	
\$50,000-\$74,999	237	150	87	57	68	34	40	21	6	1	10	134	103	3	41	42	39	69	43
	15%	14%	18%	11%	16%	15%	22%	14%	26%	9%	29%	16%	15%	8%	16%	13%	12%	20%	16%
				DF	C	FJ	CE	J			CEG					Q	Q	CP	
\$75,000-\$99,999	249	192	57	97	65	28	24	23	4	5	3	134	115	9	57	59	62	43	19
	16%	18%	12%	20%	16%	12%	13%	16%	17%	45%	9%	16%	16%	25%	23%	19%	20%	12%	7%
		B	A	E		C								QR	QR	QR	QR	MNPR	MNCP
\$100,000-\$124,999	157	123	34	57	40	21	18	14	3	2	2	96	61	3	37	42	39	29	7
	10%	12%	7%	11%	10%	9%	10%	10%	13%	18%	6%	11%	9%	8%	15%	13%	12%	8%	3%
		B	A												QR	QR	R	NCR	NCP
\$125,000-\$149,999	124	113	11	47	28	13	20	11	3		2	71	53	2	25	47	35	11	4
	8%	11%	2%	9%	7%	6%	11%	8%	13%		6%	8%	8%	6%	10%	15%	11%	3%	1%
		B	A			F	E								QR	QR	QR	NCP	NCP
\$150,000-\$174,999	44	38	6	19	10	6	5	3	1			27	17	1	3	13	12	14	1
	3%	4%	1%	4%	2%	3%	3%	2%	4%			3%	2%	3%	1%	4%	4%	4%	0%
		B	A												CQ	NR	R	NR	CQ
\$175,000-\$199,999	32	29	3	11	10	3	4	4				15	17	1	7	7	10	7	
	2%	3%	1%	2%	2%	1%	2%	3%				2%	2%	3%	3%	2%	3%	2%	
		B	A																
\$200,000 plus	44	38	6	24	5	7	5	1	2			25	19	1	10	11	13	8	1
	3%	4%	1%	5%	1%	3%	3%	1%	9%			3%	3%	3%	4%	4%	4%	2%	0%
		B	A	DG	C		C								R	R	R	R	NCP

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TABLE 76 (CONT.) Standard Analysis *BY* Q8. What is your annual household income before tax (on average, each year)?

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	LOCATION			STATE								GENDER		AGE						
	Total	Metro	Regional	NSW	VIC	QLD	WA	SA	ACT	NT	TAS	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
RESPONDENTS	1536	1050	486	497	415	231	179	146	23*	11*	34	839	697	36	249	312	316	347	276	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q8. What is your annual household income before tax (on average, each year)?																				
Not sure	32	25	7	9	11	5	4	2			1	13	19	1	6	5	3	8	9	
	2%	2%	1%	2%	3%	2%	2%	1%			3%	2%	3%	3%	2%	2%	1%	2%	3%	
																	R	P		
Rather not say	214	148	66	70	69	26	20	22	2	2	3	103	111	4	29	42	41	56	42	
	14%	14%	14%	14%	17%	11%	11%	15%	9%	18%	9%	12%	16%	11%	12%	13%	13%	16%	15%	
												L	K							
TOTALS	1536	1050	486	497	415	231	179	146	23	11	34	839	697	36	249	312	316	347	276	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Standard Analysis *BY* Q29. And finally, which of the following best describes your approach to your household budget?

	LOCATION			STATE									GENDER		AGE						
	Total	Metro (A)	Regional (B)	NSW (C)	VIC (D)	QLD (E)	WA (F)	SA (G)	ACT (H)	NT (I)	TAS (J)	Male (K)	Female (L)	18-24 (M)	25-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)		
RESPONDENTS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23* 100%	11* 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%		
Q29. And finally, which of the following best describes your approach to your household budget?																					
Putting off big purchases (e.g. new car, renovations, holiday)	287° 19%	193 18%	94° 19%	77 15% EF	80 19%	55 24% CG	42 23% CG	18 12% EF	6 26%	2 18%	7° 21%	157 19%	130° 19%	10 28%	60 24% PQR	64 21%	51 16% N	60 17% N	42° 15% N°		
Avoiding purchasing bigger treats (e.g. new dress, gadgets)	318° 21%	232 22% B	86° 18% A°	108 22%	92 22%	37 16%	37 21%	28 19%	2 9%	5 45%	9° 26%	172 21%	146° 21%	6 17%	77 31% QR	74 24% QR	79 25% QR	44 13% NCP	38° 14% NCP°		
Avoiding purchasing the smaller treats (e.g. fine wine/food, subscriptions and memberships)	154° 10%	103 10%	51° 10%	57 11% F	44 11%	25 11%	11 6% C	11 8%	2 9%	1 9%	3° 9%	88 10%	66° 9%	6 17%	27 11%	28 9%	43 14% Q	26 7% P	24° 9%		
Going for budget options when shopping for essentials	360° 23%	224 21% B	136° 28% A°	122 25%	91 22%	57 25%	37 21%	38 26%	7 30%	1 9%	7° 21%	169 20% L	191° 27% K°	8 22%	47 19% QR	72 23%	67 21%	91 26% N	75° 27% N°		
None of these, I'm not changing my spending at the moment	417° 27%	298 28%	119° 24%	133 27%	108 26% G	57 25% G	52 29%	51 35% DE	6 26%	2 18%	8° 24%	253 30% L	164° 24% K°	6 17% QR	38 15% OPQR	74 24% NQR	76 24% NQR	126 36% MCP	97° 35% MCP°		
TOTALS	1536° 100%	1050 100%	486° 100%	497 100%	415 100%	231 100%	179 100%	146 100%	23 100%	11 100%	34° 100%	839 100%	697° 100%	36 100%	249 100%	312 100%	316 100%	347 100%	276° 100%		