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Final Report

on

Community Attitudes

to the Possibility of

Energy Efficiency Labelling of

Television Sets

and

Home Computers

23 April 2007

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1.0 Introduction

Winton Sustainable Research Strategies (WSRS) was commissioned by the Australian Greenhouse Office (AGO) within the Department of the Environment and Water Resources (DTEWR) to undertake a study to investigate community attitudes on the possible introduction of energy efficiency labelling of televisions sets and home computers.

Survey questions were developed and pilot-tested by WSRS, then included in the March 2007 waves of omnibus surveys conducted by AC Nielsen, as follows:

<u>Method</u>	<u>In field</u>	<u>Sample size</u>	<u>Age range</u>	<u>Coverage</u>
Telephone	March 8-10 2007	n=1,400	18yrs+	National
Online	March 9-14 2007	n=1,500	18yrs+	National

The Telephone Omnibus utilises Computer Assisted Telephone Interviewing (CATI). Interviewers read the questions from a monitor and respondents' answers are keyed directly into the computer. 1400 interviews are conducted using a nationally representative random sample of people aged 18 years and over. The Online Omnibus uses a demographically balanced, online panel of 40,000 plus Australians who have been specifically recruited for research via offline methodologies. A link is emailed to a selection of the panel and respondents elect to answer the survey online producing a representative sample of panel members aged 18 years and over.

The reason for employing both samples is that whereas the telephone sample indicates what is happening right now among the general population, the online sample indicates what is happening among a more electronically savvy and arguably more involved segment of the community, a segment of considerable importance in terms of future purchases of both television sets and computers, the subjects of the study.

2.0 Summary of the Main Study Findings

This section of the report provides a summary of the main findings emerging from the study and discusses some demographic differences.

Television Sets:

The following preamble and questions were asked:

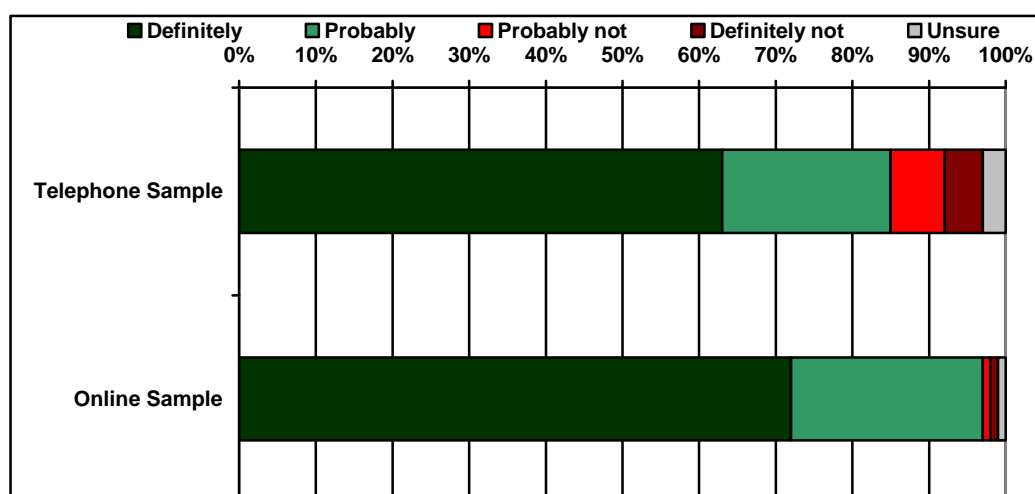
Preamble: A typical new television set uses about as much energy as a family refrigerator, or about as much energy combined as your washing machine, dryer and dishwasher. TVs of the same size vary considerably in the amount of energy they use, with the least efficient using about 3 times as much energy as the most efficient.

Q.1 Should the government and leading industry suppliers introduce mandatory energy efficiency labels on television sets, or not? **PROBE:** Should they definitely or probably (not) introduce mandatory energy efficiency labels?

Q.2 If mandatory energy efficiency labels were introduced for TVs, how likely is it that you would take the label information into account when purchasing your next TV... extremely likely, very likely, quite likely, not very likely, or not at all likely?

Table 1: Support for Energy Efficiency Labels on TVs

Q.1	Telephone sample n=1400 %	Online sample n=1500 %
Should definitely introduce labels	63	72
Should probably introduce labels	22	25
Should probably not introduce labels	7	1
Should definitely not introduce labels	5	1
Unsure	3	1
	100	100
Total should introduce TV labels	85	97

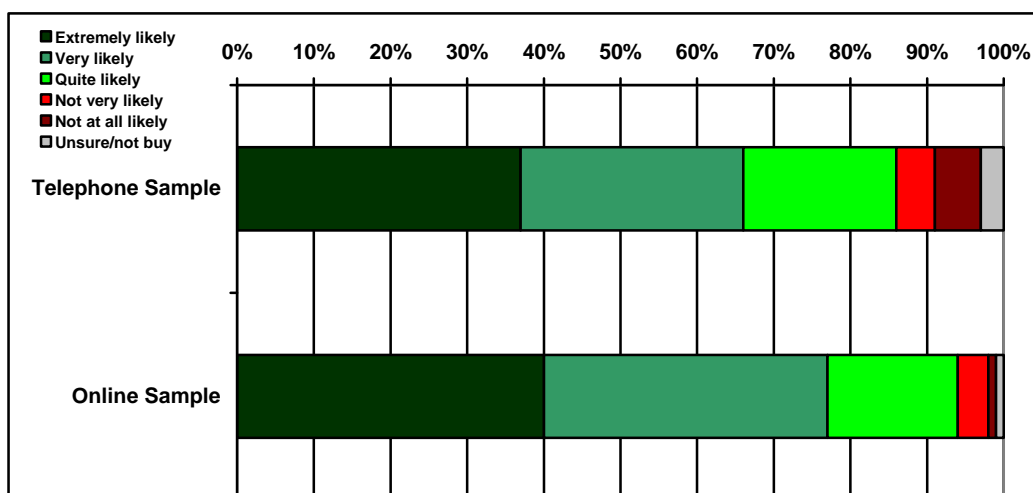


Support for the introduction of energy efficiency labels for television sets is extremely strong, with 85% of the telephone sample and almost all (97%) of the online sample agreeing that they should be introduced. Indeed, nearly two-thirds (63%) of the telephone sample and nearly three-quarters (72%) of the online sample maintain that they should definitely be introduced.

Support for labelling of television sets in the telephone sample is higher among middle age groups (88% among 25-39 year olds and 90% among 40-54 year olds, versus 85% overall) and among women (90% of women versus 81% of men). Tasmania stands out as having the lowest support (75% versus the average of 85%).

Table 2: Taking Account of Energy Efficiency Labels in Purchase Decision for TVs

Q.2	Telephone sample n=1400 %	Online sample n=1500 %
Extremely likely	37	40
Very likely	29	37
Quite likely	20	17
Not very likely	5	4
Not at all likely	6	1
Unsure	2	1
Would not buy (another) TV set	1	0
	100	100
Total likely to take TV labels into account	86	94



Some 17 out of 20 in the telephone sample (86%) and some 19 out of 20 of the online sample (94%) say that they would be at least quite likely to take an energy efficiency label on television sets into account when purchasing one next time. Indeed, some two-thirds (67%) of the telephone sample and some three-quarters (77%) of the online sample say that they would be extremely or very likely to take the labels into account in their next purchase.

Computers:

The following preamble and questions were asked:

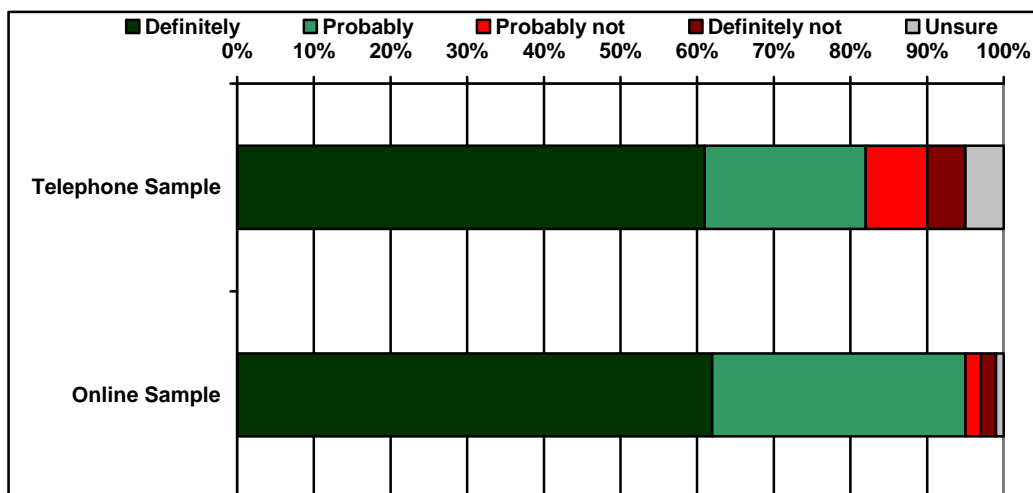
Preamble: Home computers also use a fair amount of energy over a year, with the least efficient using much more energy than the most efficient.

Q.3 Should the government and leading industry suppliers introduce mandatory energy efficiency labels on home computers, or not? PROBE: Should they definitely or probably (not) introduce mandatory energy efficiency labels?

Q.4 If mandatory energy efficiency labels were introduced for computers, how likely is it that you would take the label information into account when purchasing your next home computer ... extremely likely, very likely, quite likely, not very likely, or not at all likely?

Table 3: Support for Energy Efficiency Labels on Computers

Q.3	Telephone sample n=1400 %	Online sample n=1500 %
Should definitely introduce labels	61	62
Should probably introduce labels	21	33
Should probably not introduce labels	8	2
Should definitely not introduce labels	5	2
Unsure	5	1
	100	100
Total should introduce computer labels	82	95

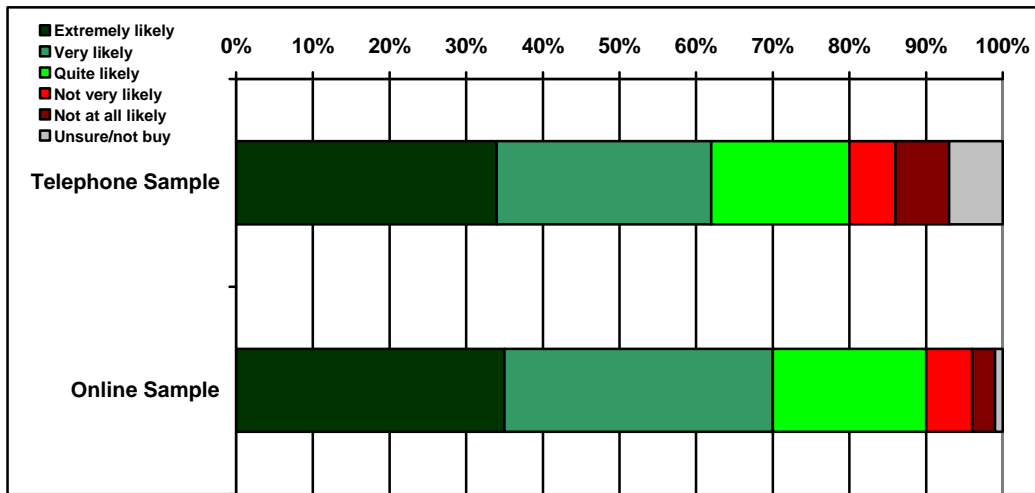


Support for the introduction of energy efficiency labels for home computers is also very strong, with 82% of the telephone sample and almost all (95%) of the online sample agreeing that they should (definitely or probably) be introduced. However, the intensity of support is not quite as strong as with television sets, with around six in ten of both the telephone sample (61%) and online sample (62%) maintaining that labels on home computers should definitely be introduced – the “definitely” figure was much higher for television sets among the online sample.

As with television sets, support for labelling of home computers in the telephone sample is higher among middle age groups (87% among 25-39 year olds and 86% among 40-54 year olds, versus 82% overall) and among women (86% of women versus 77% of men).

Table 4: Taking Account of Energy Efficiency Labels in Purchase Decision for Computers

Q.4	Telephone sample n=1400 %	Online sample n=1500 %
Extremely likely	34	35
Very likely	28	35
Quite likely	18	20
Not very likely	6	6
Not at all likely	7	3
Unsure	2	1
Would not buy (another) home computer	5	0
	100	100
Total likely to take computer labels into account	80	90



Some 8 in 10 in the telephone sample (80%) and some 9 in 10 of the online sample (90%) say that they would be at least quite likely to take an energy efficiency label on home computers into account when purchasing one next time. Indeed, some 6 in 10 (62%) of the telephone sample and some 7 in 10 (70%) of the online sample say that they would be extremely or very likely to take the labels into account in their next purchase.

Appendix 1: Telephone Omnibus Study Results

AC Nielsen Telephone Omnibus Survey
 Conducted for Winton Sustainable Research Strategies (WSRS)
 for Australian Greenhouse Office (Department of the Environment and Water Resources)
 Weekend of March 8-10, 2007
 n=1400 nationally 18yrs+

Television Sets:

Preamble: A typical new television set uses about as much energy as a family refrigerator, or about as much energy combined as your washing machine, dryer and dishwasher. TVs of the same size vary considerably in the amount of energy they use, with the least efficient using about 3 times as much energy as the most efficient.

Q.1 Should the government and leading industry suppliers introduce mandatory energy efficiency labels on television sets, or not? PROBE: Should they definitely or probably (not) introduce mandatory energy efficiency labels?

	%	
Should definitely introduce labels	63	\ 85% favour TV labels
Should probably introduce labels	22	
Should probably not introduce labels	7	\ 12%
Should definitely not introduce labels	5	
Unsure	3	
	100	

Q.2 If mandatory energy efficiency labels were introduced for TVs, how likely is it that you would take the label information into account when purchasing your next TV... extremely likely, very likely, quite likely, not very likely, or not at all likely?

	%	
Extremely likely	37	\ 86% likely to use TV labels
Very likely	29	
Quite likely	20	
Not very likely	5	
Not at all likely	6	
Unsure	2	
Would not buy (another) TV set	1	
	100	

Computers:

Preamble: Home computers also use a fair amount of energy over a year, with the least efficient using much more energy than the most efficient.

Q.3 Should the government and leading industry suppliers introduce mandatory energy efficiency labels on home computers, or not? PROBE: Should they definitely or probably (not) introduce mandatory energy efficiency labels?

	%		
Should definitely introduce labels	61	\	82% favour labels
Should probably introduce labels	21	/	
Should probably not introduce labels	8	\	13%
Should definitely not introduce labels	5	/	
Unsure	5		
	100		

Q.4 If mandatory energy efficiency labels were introduced for computers, how likely is it that you would take the label information into account when purchasing your next home computer ... extremely likely, very likely, quite likely, not very likely, or not at all likely?

	%		
Extremely likely	34	\	80% likely to use labels
Very likely	28	/	
Quite likely	18	/	
Not very likely	6		
Not at all likely	7		
Unsure	2		
Would not buy (another) home computer	5		
	100		

TABLE 1 Q1. Introduce efficiency labels on TVs
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	TOTAL	GENDER		AGE GROUP				RESPONDENT LIFE STAGE						RESPONDENT OCCUPATION						
		MALE	FEMALE	18-24	25-39	40-54	55 +	PARTNE -RSHIP W/O CHILD	PARTNE -RSHIP WITH CHILD	SINGLE W/O CHILD	SINGLE WITH CHILD	WID /SEP /DIV W/O CHILD	WID /SEP /DIV WITH CHILD	NOT STATED	UPPER WHITE	LOWER WHITE	UPPER BLUE	LOWER BLUE	NO PAID OCC.	NOT STATED
RESPONDENTS	1404	668	736	123	391	400	490	580	365	194	18	197	46	4	228	257	239	138	540	2
	100%	48%	52%	9%	28%	28%	35%	41%	26%	14%	1%	14%	3%	0%	16%	18%	17%	10%	38%	0%
WTD. RESP.	15974	7869	8105	2016	4354	4473	5131	6488	4145	2468	205	2122	503	43	2596	2982	2803	1622	5947	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	13%	27%	28%	32%	41%	26%	15%	1%	13%	3%	0%	16%	19%	18%	10%	37%	0%
Q1. Introduce efficiency labels on TVs																				
Should definitely introduce labels	10060	4836	5224	1049	3018	3160	2833	3999	2851	1469	138	1210	383	10	1826	1950	1859	1162	3248	14
	63%	61%	64%	52%	69%	71%	55%	62%	69%	60%	68%	57%	76%	24%	70%	65%	66%	72%	55%	61%
	100%	48%	52%	10%	30%	31%	28%	40%	28%	15%	1%	12%	4%	0%	18%	19%	18%	12%	32%	0%
Should probably introduce labels	3550	1503	2047	609	910	775	1256	1470	870	538	45	515	90	22	431	644	609	269	1598	
	22%	19%	25%	30%	21%	17%	24%	23%	21%	22%	22%	24%	18%	52%	17%	22%	22%	17%	27%	
	100%	42%	58%	17%	26%	22%	35%	41%	24%	15%	1%	15%	3%	1%	12%	18%	17%	8%	45%	
Should probably not introduce labels	1066	656	410	189	184	199	494	429	232	157	11	217	10	10	157	213	190	12	495	
	7%	8%	5%	9%	4%	4%	10%	7%	6%	6%	5%	10%	2%	24%	6%	7%	7%	1%	8%	
	100%	62%	38%	18%	17%	19%	46%	40%	22%	15%	1%	20%	1%	1%	15%	20%	18%	1%	46%	
Should definitely not introduce labels	794	573	220	111	176	182	325	353	140	190		89	21		88	108	117	116	365	
	5%	7%	3%	5%	4%	4%	6%	5%	3%	8%		4%	4%		3%	4%	4%	7%	6%	
	100%	72%	28%	14%	22%	23%	41%	45%	18%	24%		11%	3%		11%	14%	15%	15%	46%	
Unsure	504	301	203	58	66	157	223	236	52	115	10	91			94	68	28	63	242	9
	3%	4%	3%	3%	2%	4%	4%	4%	1%	5%	5%	4%			4%	2%	1%	4%	4%	39%
	100%	60%	40%	11%	13%	31%	44%	47%	10%	23%	2%	18%			19%	14%	6%	13%	48%	2%
NET SHOULD INTRODUCE	13610	6339	7271	1659	3929	3934	4089	5469	3721	2007	184	1725	472	32	2257	2594	2468	1431	4846	14
	85%	81%	90%	82%	90%	88%	80%	84%	90%	81%	90%	81%	94%	76%	87%	87%	88%	88%	81%	61%
	100%	47%	53%	12%	29%	29%	30%	40%	27%	15%	1%	13%	3%	0%	17%	19%	18%	11%	36%	0%

Ref: TL0708TC-1

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TABLE 1 (CONT.) Q1. Introduce efficiency labels on TVs

	GENDER		AGE GROUP				RESPONDENT LIFE STAGE							RESPONDENT OCCUPATION						
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55 +	PARTNE -RSHIP W/O CHILD	PARTNE -RSHIP WITH CHILD	SINGLE W/O CHILD	SINGLE WITH CHILD	WID /SEP /DIV W/O CHILD	WID /SEP /DIV WITH CHILD	NOT STATED	UPPER WHITE	LOWER WHITE	UPPER BLUE	LOWER BLUE	NO PAID OCC.	NOT STATED
RESPONDENTS	1404	668	736	123	391	400	490	580	365	194	18	197	46	4	228	257	239	138	540	2
	100%	48%	52%	9%	28%	28%	35%	41%	26%	14%	1%	14%	3%	0%	16%	18%	17%	10%	38%	0%
WTD. RESP.	15974	7869	8105	2016	4354	4473	5131	6488	4145	2468	205	2122	503	43	2596	2982	2803	1622	5947	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	13%	27%	28%	32%	41%	26%	15%	1%	13%	3%	0%	16%	19%	18%	10%	37%	0%
Q1. Introduce efficiency labels on TVs																				
NET SHOULD NOT INTRODUCE	1859	1229	630	300	360	381	819	783	372	346	11	306	31	10	245	320	307	128	860	
	12%	16%	8%	15%	8%	9%	16%	12%	9%	14%	5%	14%	6%	24%	9%	11%	11%	8%	14%	
	100%	66%	34%	16%	19%	21%	44%	42%	20%	19%	1%	16%	2%	1%	13%	17%	16%	7%	46%	

Ref: TL0708TC-1

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TABLE 1 (CONT.) Q1. Introduce efficiency labels on TVs
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	TOTAL	RESPONDENT WORK STATUS				RESPONDENT INCOME								GROCERY BUYER	
		FULL /PART /CASUA -L	HOME DUTIES	STUDEN -T /RETIR -ED /UNEMP	NOT STATED	LESS THAN \$10,00 -0	\$10,00 TO \$19,99 -9	\$20,00 TO \$29,99 -9	\$30,00 TO \$39,99 -9	\$40,00 TO \$49,99 -9	\$50,00 TO \$59,99 -9	\$60,00 OR OVER	NOT STATED	YES	NO
		RESPONDENTS	1404	884	104	414	2	183	216	140	140	119	119	313	174
	100%	63%	7%	29%	0%	13%	15%	10%	10%	8%	8%	22%	12%	84%	16%
WTD. RESP.	15974	10241	1132	4578	23	2103	2448	1571	1597	1450	1395	3512	1898	13203	2771
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	64%	7%	29%	0%	13%	15%	10%	10%	9%	9%	22%	12%	83%	17%
Q1. Introduce efficiency labels on TVs															
Should definitely introduce labels	10060	6981	581	2487	12	1130	1518	969	987	1009	980	2601	867	8463	1598
	63%	68%	51%	54%	50%	54%	62%	62%	62%	70%	70%	74%	46%	64%	58%
	100%	69%	6%	25%	0%	11%	15%	10%	10%	10%	10%	26%	9%	84%	16%
Should probably introduce labels	3550	1975	355	1208	12	677	625	389	372	254	268	456	508	2831	719
	22%	19%	31%	26%	50%	32%	26%	25%	23%	18%	19%	13%	27%	21%	26%
	100%	56%	10%	34%	0%	19%	18%	11%	10%	7%	8%	13%	14%	80%	20%
Should probably not introduce labels	1066	594	95	377		113	132	103	89	111	83	278	157	838	228
	7%	6%	8%	8%		5%	5%	7%	6%	8%	6%	8%	8%	6%	8%
	100%	56%	9%	35%		11%	12%	10%	8%	10%	8%	26%	15%	79%	21%
Should definitely not introduce labels	794	428	43	322		110	99	110	96	46	50	91	193	655	139
	5%	4%	4%	7%		5%	4%	7%	6%	3%	4%	3%	10%	5%	5%
	100%	54%	5%	41%		14%	12%	14%	12%	6%	6%	11%	24%	82%	18%
Unsure	504	263	57	184		73	74		52	30	14	87	172	417	88
	3%	3%	5%	4%		3%	3%		3%	2%	1%	2%	9%	3%	3%
	100%	52%	11%	37%		15%	15%		10%	6%	3%	17%	34%	83%	17%
NET SHOULD INTRODUCE	13610	8956	936	3694	23	1807	2143	1358	1359	1263	1248	3056	1375	11293	2317
	85%	87%	83%	81%	100%	86%	88%	86%	85%	87%	89%	87%	72%	86%	84%
	100%	66%	7%	27%	0%	13%	16%	10%	10%	9%	9%	22%	10%	83%	17%

Ref: TL0708TC-1

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TABLE 1 (CONT.) Q1. Introduce efficiency labels on TVs

TOTAL	RESPONDENT WORK STATUS				RESPONDENT INCOME								GROCERY BUYER		
	FULL /PART /CASUA -L	HOME DUTIES	STUDEN -T /RETIR -ED /UNEMP	NOT STATED	LESS THAN \$10,00 -0	\$10,00 TO \$19,99 -9	\$20,00 TO \$29,99 -9	\$30,00 TO \$39,99 -9	\$40,00 TO \$49,99 -9	\$50,00 TO \$59,99 -9	\$60,00 OR OVER	NOT STATED	YES	NO	
RESPONDENTS	1404	884	104	414	2	183	216	140	140	119	119	313	174	1175	229
	100%	63%	7%	29%	0%	13%	15%	10%	10%	8%	8%	22%	12%	84%	16%
WTD. RESP.	15974	10241	1132	4578	23	2103	2448	1571	1597	1450	1395	3512	1898	13203	2771
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	64%	7%	29%	0%	13%	15%	10%	10%	9%	9%	22%	12%	83%	17%
Q1. Introduce efficiency labels on TVs															
NET SHOULD NOT INTRODUCE	1859	1022	138	699		223	231	213	185	157	133	368	350	1493	367
	12%	10%	12%	15%		11%	9%	14%	12%	11%	9%	10%	18%	11%	13%
	100%	55%	7%	38%		12%	12%	11%	10%	8%	7%	20%	19%	80%	20%

Ref: TL0708TC-1

ACNielsen

TABLE 1 (CONT.) Q1. Introduce efficiency labels on TVs
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	TOTAL	AREA											CITY/COUNTRY	
		SYDNEY	REST NSW /ACT	MELBOURNE	REST VIC	BRISBANE	REST QLD	ADELAIDE	REST SA/NT	PERTH	REST WA	TASMAN -IA	CAPITA -L CITIES	COUNTR -Y AREAS
RESPONDENTS	1404	295	195	255	96	127	147	80	40	100	36	33	857	547
	100%	21%	14%	18%	7%	9%	10%	6%	3%	7%	3%	2%	61%	39%
WTD. RESP.	15974	3361	2211	2903	1072	1435	1684	900	461	1170	404	373	9768	6205
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	21%	14%	18%	7%	9%	11%	6%	3%	7%	3%	2%	61%	39%
Q1. Introduce efficiency labels on TVs														
Should definitely introduce labels	10060	2054	1249	1941	679	933	942	659	294	858	246	206	6445	3616
	63%	61%	56%	67%	63%	65%	56%	73%	64%	73%	61%	55%	66%	58%
	100%	20%	12%	19%	7%	9%	9%	7%	3%	9%	2%	2%	64%	36%
Should probably introduce labels	3550	753	666	574	242	315	456	125	91	173	80	76	1940	1610
	22%	22%	30%	20%	23%	22%	27%	14%	20%	15%	20%	20%	20%	26%
	100%	21%	19%	16%	7%	9%	13%	4%	3%	5%	2%	2%	55%	45%
Should probably not introduce labels	1066	203	224	156	85	49	114	56	23	99	26	31	563	503
	7%	6%	10%	5%	8%	3%	7%	6%	5%	8%	6%	8%	6%	8%
	100%	19%	21%	15%	8%	5%	11%	5%	2%	9%	2%	3%	53%	47%
Should definitely not introduce labels	794	163	27	122	42	109	129	32	34	40	44	51	465	328
	5%	5%	1%	4%	4%	8%	8%	4%	7%	3%	11%	14%	5%	5%
	100%	20%	3%	15%	5%	14%	16%	4%	4%	5%	6%	6%	59%	41%
Unsure	504	188	46	110	23	30	43	28	19		8	9	356	148
	3%	6%	2%	4%	2%	2%	3%	3%	4%		2%	2%	4%	2%
	100%	37%	9%	22%	5%	6%	8%	6%	4%		2%	2%	71%	29%
NET SHOULD INTRODUCE	13610	2806	1915	2515	921	1248	1397	784	385	1031	326	281	8384	5226
	85%	84%	87%	87%	86%	87%	83%	87%	84%	88%	81%	75%	86%	84%
	100%	21%	14%	18%	7%	9%	10%	6%	3%	8%	2%	2%	62%	38%
NET SHOULD NOT INTRODUCE	1859	366	251	278	127	158	243	88	57	139	70	83	1028	831
	12%	11%	11%	10%	12%	11%	14%	10%	12%	12%	17%	22%	11%	13%
	100%	20%	14%	15%	7%	8%	13%	5%	3%	7%	4%	4%	55%	45%

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TABLE 2 Q2. Take information into account
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	GENDER		AGE GROUP				RESPONDENT LIFE STAGE						RESPONDENT OCCUPATION							
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55 +	PARTNE -RSHIP W/O CHILD	PARTNE -RSHIP WITH CHILD	SINGLE W/O CHILD	SINGLE WITH CHILD	WID /SEP /DIV W/O CHILD	WID /SEP /DIV WITH CHILD	NOT STATED	UPPER WHITE	LOWER WHITE	UPPER BLUE	LOWER BLUE	NO PAID OCC.	NOT STATED
RESPONDENTS	1404	668	736	123	391	400	490	580	365	194	18	197	46	4	228	257	239	138	540	2
	100%	48%	52%	9%	28%	28%	35%	41%	26%	14%	1%	14%	3%	0%	16%	18%	17%	10%	38%	0%
WTD. RESP.	15974	7869	8105	2016	4354	4473	5131	6488	4145	2468	205	2122	503	43	2596	2982	2803	1622	5947	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	13%	27%	28%	32%	41%	26%	15%	1%	13%	3%	0%	16%	19%	18%	10%	37%	0%
Q2. Take information into account																				
Extremely likely	5931	2588	3343	469	1771	2050	1641	2260	1758	695	85	825	298	10	951	1175	1107	687	1997	14
	37%	33%	41%	23%	41%	46%	32%	35%	42%	28%	42%	39%	59%	24%	37%	39%	39%	42%	34%	61%
	100%	44%	56%	8%	30%	35%	28%	38%	30%	12%	1%	14%	5%	0%	16%	20%	19%	12%	34%	0%
Very likely	4638	2083	2555	625	1361	1198	1454	1934	1301	626	70	596	110		864	928	838	502	1506	
	29%	26%	32%	31%	31%	27%	28%	30%	31%	25%	34%	28%	22%		33%	31%	30%	31%	25%	
	100%	45%	55%	13%	29%	26%	31%	42%	28%	14%	2%	13%	2%		19%	20%	18%	11%	32%	
Quite likely	3154	1749	1405	583	829	707	1035	1233	687	774	29	369	51	11	476	614	462	259	1343	
	20%	22%	17%	29%	19%	16%	20%	19%	17%	31%	14%	17%	10%	25%	18%	21%	16%	16%	23%	
	100%	55%	45%	18%	26%	22%	33%	39%	22%	25%	1%	12%	2%	0%	15%	19%	15%	8%	43%	
Not very likely	803	556	247	133	180	178	313	378	161	168	9	68	9	10	151	116	159	67	310	
	5%	7%	3%	7%	4%	4%	6%	6%	4%	7%	4%	3%	2%	24%	6%	4%	6%	4%	5%	
	100%	69%	31%	17%	22%	22%	39%	47%	20%	21%	1%	8%	1%	1%	19%	14%	20%	8%	39%	
Not at all likely	946	651	295	168	167	233	377	456	186	125	11	134	35		128	117	211	83	406	
	6%	8%	4%	8%	4%	5%	7%	7%	4%	5%	5%	6%	7%		5%	4%	8%	5%	7%	
	100%	69%	31%	18%	18%	25%	40%	48%	20%	13%	1%	14%	4%		14%	12%	22%	9%	43%	
Unsure	269	146	123	38	22	80	128	124	37	49		47		12	11	9	26	24	190	9
	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%		2%		27%	0%	0%	1%	1%	3%	39%
	100%	54%	46%	14%	8%	30%	48%	46%	14%	18%		17%		4%	4%	3%	10%	9%	71%	3%

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TABLE 2 (CONT.) Q2. Take information into account

	GENDER		AGE GROUP				RESPONDENT LIFE STAGE							RESPONDENT OCCUPATION						
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55 +	PARTNE -RSHIP W/O CHILD	PARTNE -RSHIP WITH CHILD	SINGLE W/O CHILD	SINGLE WITH CHILD	WID /SEP /DIV W/O CHILD	WID /SEP /DIV WITH CHILD	NOT STATED	UPPER WHITE	LOWER WHITE	UPPER BLUE	LOWER BLUE	NO PAID OCC.	NOT STATED
RESPONDENTS	1404	668	736	123	391	400	490	580	365	194	18	197	46	4	228	257	239	138	540	2
	100%	48%	52%	9%	28%	28%	35%	41%	26%	14%	1%	14%	3%	0%	16%	18%	17%	10%	38%	0%
WTD. RESP.	15974	7869	8105	2016	4354	4473	5131	6488	4145	2468	205	2122	503	43	2596	2982	2803	1622	5947	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	13%	27%	28%	32%	41%	26%	15%	1%	13%	3%	0%	16%	19%	18%	10%	37%	0%
Q2. Take information into account																				
Would not buy (another) TV set	234	97	137		24	27	183	102	16	31		84			16	22			196	
	1%	1%	2%		1%	1%	4%	2%	0%	1%		4%			1%	1%			3%	
	100%	41%	59%		10%	11%	78%	44%	7%	13%		36%			7%	9%			84%	
NET EXT/VERY LIKELY	10569	4671	5898	1094	3132	3248	3095	4194	3059	1321	156	1421	408	10	1815	2103	1945	1189	3502	14
	66%	59%	73%	54%	72%	73%	60%	65%	74%	54%	76%	67%	81%	24%	70%	71%	69%	73%	59%	61%
	100%	44%	56%	10%	30%	31%	29%	40%	29%	13%	1%	13%	4%	0%	17%	20%	18%	11%	33%	0%
NET UNLIKELY	3957	2305	1652	716	1009	884	1348	1611	848	942	38	437	60	21	627	730	620	326	1653	
	25%	29%	20%	36%	23%	20%	26%	25%	20%	38%	19%	21%	12%	49%	24%	24%	22%	20%	28%	
	100%	58%	42%	18%	25%	22%	34%	41%	21%	24%	1%	11%	2%	1%	16%	18%	16%	8%	42%	

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TABLE 2 (CONT.) Q2. Take information into account
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	TOTAL	RESPONDENT WORK STATUS				RESPONDENT INCOME								GROCERY BUYER	
		FULL /PART /CASUA -L	HOME DUTIES	STUDEN -T /RETIR -ED /UNEMP	NOT STATED	LESS THAN \$10,00 -0	\$10,00 TO \$19,99 -9	\$20,00 TO \$29,99 -9	\$30,00 TO \$39,99 -9	\$40,00 TO \$49,99 -9	\$50,00 TO \$59,99 -9	\$60,00 OR OVER	NOT STATED	YES	NO
		RESPONDENTS	1404	884	104	414	2	183	216	140	140	119	119	313	174
	100%	63%	7%	29%	0%	13%	15%	10%	10%	8%	8%	22%	12%	84%	16%
WTD. RESP.	15974	10241	1132	4578	23	2103	2448	1571	1597	1450	1395	3512	1898	13203	2771
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	64%	7%	29%	0%	13%	15%	10%	10%	9%	9%	22%	12%	83%	17%
Q2. Take information into account															
Extremely likely	5931	4059	457	1415		747	860	637	599	592	597	1420	479	5101	830
	37%	40%	40%	31%		36%	35%	41%	38%	41%	43%	40%	25%	39%	30%
	100%	68%	8%	24%		13%	15%	11%	10%	10%	10%	24%	8%	86%	14%
Very likely	4638	3203	279	1155		626	693	494	496	362	376	1024	567	3840	797
	29%	31%	25%	25%		30%	28%	31%	31%	25%	27%	29%	30%	29%	29%
	100%	69%	6%	25%		14%	15%	11%	11%	8%	8%	22%	12%	83%	17%
Quite likely	3154	1830	235	1089		414	628	252	333	268	298	647	313	2480	674
	20%	18%	21%	24%		20%	26%	16%	21%	18%	21%	18%	16%	19%	24%
	100%	58%	7%	35%		13%	20%	8%	11%	8%	9%	21%	10%	79%	21%
Not very likely	803	493	44	266		82	59	93	88	114	52	196	120	609	194
	5%	5%	4%	6%		4%	2%	6%	5%	8%	4%	6%	6%	5%	7%
	100%	61%	5%	33%		10%	7%	12%	11%	14%	7%	24%	15%	76%	24%
Not at all likely	946	539	84	311	12	134	161	76	63	58	62	179	214	758	187
	6%	5%	7%	7%	50%	6%	7%	5%	4%	4%	4%	5%	11%	6%	7%
	100%	57%	9%	33%	1%	14%	17%	8%	7%	6%	7%	19%	23%	80%	20%
Unsure	269	79	33	146	12	33	8	8	9	31	9	25	145	231	38
	2%	1%	3%	3%	50%	2%	0%	1%	1%	2%	1%	1%	8%	2%	1%
	100%	29%	12%	54%	4%	12%	3%	3%	3%	12%	3%	9%	54%	86%	14%

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TABLE 2 (CONT.) Q2. Take information into account

	RESPONDENT WORK STATUS					RESPONDENT INCOME								GROCERY BUYER	
	TOTAL	FULL /PART /CASUA -L	HOME DUTIES	STUDEN -T /RETIR -ED /UNEMP	NOT STATED	LESS THAN \$10,00 -0	\$10,00 TO \$19,99 -9	\$20,00 TO \$29,99 -9	\$30,00 TO \$39,99 -9	\$40,00 TO \$49,99 -9	\$50,00 TO \$59,99 -9	\$60,00 OR OVER	NOT STATED	YES	NO
	RESPONDENTS	1404	884	104	414	2	183	216	140	140	119	119	313	174	1175
	100%	63%	7%	29%	0%	13%	15%	10%	10%	8%	8%	22%	12%	84%	16%
WTD. RESP.	15974	10241	1132	4578	23	2103	2448	1571	1597	1450	1395	3512	1898	13203	2771
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	64%	7%	29%	0%	13%	15%	10%	10%	9%	9%	22%	12%	83%	17%
Q2. Take information into account															
Would not buy (another) TV set	234	38		196		67	39	10	9	26		22	60	183	51
	1%	0%		4%		3%	2%	1%	1%	2%		1%	3%	1%	2%
	100%	16%		84%		29%	17%	4%	4%	11%		9%	26%	78%	22%
NET EXT/VERY LIKELY	10569	7262	736	2571		1373	1553	1131	1096	953	973	2444	1046	8941	1628
	66%	71%	65%	56%		65%	63%	72%	69%	66%	70%	70%	55%	68%	59%
	100%	69%	7%	24%		13%	15%	11%	10%	9%	9%	23%	10%	85%	15%
NET UNLIKELY	3957	2323	279	1355		496	687	346	420	382	351	843	432	3089	868
	25%	23%	25%	30%		24%	28%	22%	26%	26%	25%	24%	23%	23%	31%
	100%	59%	7%	34%		13%	17%	9%	11%	10%	9%	21%	11%	78%	22%

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TVC + Computers

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TABLE 2 (CONT.) Q2. Take information into account
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	TOTAL	AREA											CITY/COUNTRY	
		SYDNEY	REST NSW /ACT	MELBOURNE	REST VIC	BRISBANE	REST QLD	ADELAIDE	REST SA/NT	PERTH	REST WA	TASMAN -IA	CAPITA -L CITIES	COUNTR -Y AREAS
RESPONDENTS	1404	295	195	255	96	127	147	80	40	100	36	33	857	547
	100%	21%	14%	18%	7%	9%	10%	6%	3%	7%	3%	2%	61%	39%
WTD. RESP.	15974	3361	2211	2903	1072	1435	1684	900	461	1170	404	373	9768	6205
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	21%	14%	18%	7%	9%	11%	6%	3%	7%	3%	2%	61%	39%
Q2. Take information into account														
Extremely likely	5931	1119	701	1161	382	648	571	385	223	471	155	115	3784	2147
	37%	33%	32%	40%	36%	45%	34%	43%	48%	40%	38%	31%	39%	35%
	100%	19%	12%	20%	6%	11%	10%	6%	4%	8%	3%	2%	64%	36%
Very likely	4638	1027	719	824	344	342	536	258	104	266	108	110	2716	1921
	29%	31%	33%	28%	32%	24%	32%	29%	23%	23%	27%	29%	28%	31%
	100%	22%	16%	18%	7%	7%	12%	6%	2%	6%	2%	2%	59%	41%
Quite likely	3154	688	494	600	217	215	296	106	77	303	73	84	1912	1242
	20%	20%	22%	21%	20%	15%	18%	12%	17%	26%	18%	23%	20%	20%
	100%	22%	16%	19%	7%	7%	9%	3%	2%	10%	2%	3%	61%	39%
Not very likely	803	183	128	55	57	84	98	67	32	41	26	32	431	373
	5%	5%	6%	2%	5%	6%	6%	7%	7%	4%	6%	9%	4%	6%
	100%	23%	16%	7%	7%	11%	12%	8%	4%	5%	3%	4%	54%	46%
Not at all likely	946	233	112	154	40	85	140	44	16	59	29	32	576	370
	6%	7%	5%	5%	4%	6%	8%	5%	4%	5%	7%	9%	6%	6%
	100%	25%	12%	16%	4%	9%	15%	5%	2%	6%	3%	3%	61%	39%
Unsure	269	62	24	62	12	45	9	28		14	13		211	58
	2%	2%	1%	2%	1%	3%	1%	3%		1%	3%		2%	1%
	100%	23%	9%	23%	4%	17%	3%	10%		5%	5%		78%	22%
Would not buy (another) TV set	234	49	34	46	19	17	34	11	8	15			139	95
	1%	1%	2%	2%	2%	1%	2%	1%	2%	1%			1%	2%
	100%	21%	14%	20%	8%	7%	14%	5%	3%	7%			59%	41%

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TABLE 2 (CONT.) Q2. Take information into account

	TOTAL	AREA											CITY/COUNTRY	
		SYDNEY	REST NSW /ACT	MELBOURNE	REST VIC	BRISBANE	REST QLD	ADELAIDE	REST SA/NT	PERTH	REST WA	TASMAN -IA	CAPITA -L CITIES	COUNTR -Y AREAS
RESPONDENTS	1404	295	195	255	96	127	147	80	40	100	36	33	857	547
	100%	21%	14%	18%	7%	9%	10%	6%	3%	7%	3%	2%	61%	39%
WTD. RESP.	15974	3361	2211	2903	1072	1435	1684	900	461	1170	404	373	9768	6205
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	21%	14%	18%	7%	9%	11%	6%	3%	7%	3%	2%	61%	39%
Q2. Take information into account														
NET EXT/VERY LIKELY	10569	2145	1420	1985	726	990	1107	643	327	737	263	225	6500	4068
	66%	64%	64%	68%	68%	69%	66%	71%	71%	63%	65%	60%	67%	66%
	100%	20%	13%	19%	7%	9%	10%	6%	3%	7%	2%	2%	62%	38%
NET UNLIKELY	3957	872	622	655	274	299	394	174	109	344	99	116	2343	1614
	25%	26%	28%	23%	26%	21%	23%	19%	24%	29%	24%	31%	24%	26%
	100%	22%	16%	17%	7%	8%	10%	4%	3%	9%	3%	3%	59%	41%

TABLE 3 Q3. Introduce labels on computers
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	TOTAL	GENDER		AGE GROUP				RESPONDENT LIFE STAGE						RESPONDENT OCCUPATION						
		MALE	FEMALE	18-24	25-39	40-54	55 +	PARTNE -RSHIP W/O CHILD	PARTNE -RSHIP WITH CHILD	SINGLE W/O CHILD	SINGLE WITH CHILD	WID /SEP /DIV W/O CHILD	WID /SEP /DIV WITH CHILD	NOT STATED	UPPER WHITE	LOWER WHITE	UPPER BLUE	LOWER BLUE	NO PAID OCC.	NOT STATED
RESPONDENTS	1404	668	736	123	391	400	490	580	365	194	18	197	46	4	228	257	239	138	540	2
	100%	48%	52%	9%	28%	28%	35%	41%	26%	14%	1%	14%	3%	0%	16%	18%	17%	10%	38%	0%
WTD. RESP.	15974	7869	8105	2016	4354	4473	5131	6488	4145	2468	205	2122	503	43	2596	2982	2803	1622	5947	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	13%	27%	28%	32%	41%	26%	15%	1%	13%	3%	0%	16%	19%	18%	10%	37%	0%
Q3. Introduce labels on computers																				
Should definitely introduce labels	9722	4509	5213	895	2882	3185	2760	3904	2835	1335	129	1129	381	10	1661	1960	1854	1099	3133	14
	61%	57%	64%	44%	66%	71%	54%	60%	68%	54%	63%	53%	76%	24%	64%	66%	66%	68%	53%	61%
	100%	46%	54%	9%	30%	33%	28%	40%	29%	14%	1%	12%	4%	0%	17%	20%	19%	11%	32%	0%
Should probably introduce labels	3289	1546	1743	667	927	662	1033	1304	824	595	44	431	92		551	632	547	259	1299	
	21%	20%	22%	33%	21%	15%	20%	20%	20%	24%	22%	20%	18%		21%	21%	20%	16%	22%	
	100%	47%	53%	20%	28%	20%	31%	40%	25%	18%	1%	13%	3%		17%	19%	17%	8%	39%	
Should probably not introduce labels	1221	735	486	260	313	244	404	509	226	244	32	189	10	12	229	173	227	84	508	
	8%	9%	6%	13%	7%	5%	8%	8%	5%	10%	16%	9%	2%	27%	9%	6%	8%	5%	9%	
	100%	60%	40%	21%	26%	20%	33%	42%	18%	20%	3%	15%	1%	1%	19%	14%	19%	7%	42%	
Should definitely not introduce labels	834	636	198	143	147	233	311	372	192	156		72	21	21	104	160	115	105	341	9
	5%	8%	2%	7%	3%	5%	6%	6%	5%	6%		3%	4%	49%	4%	5%	4%	6%	6%	39%
	100%	76%	24%	17%	18%	28%	37%	45%	23%	19%		9%	3%	2%	12%	19%	14%	13%	41%	1%
Unsure	908	443	465	51	85	149	623	400	69	138		302			51	57	60	75	666	
	6%	6%	6%	3%	2%	3%	12%	6%	2%	6%		14%			2%	2%	2%	5%	11%	
	100%	49%	51%	6%	9%	16%	69%	44%	8%	15%		33%			6%	6%	7%	8%	73%	
NET SHOULD INTRODUCE	13011	6055	6956	1562	3809	3847	3793	5208	3659	1930	173	1560	472	10	2213	2592	2401	1358	4432	14
	81%	77%	86%	77%	87%	86%	74%	80%	88%	78%	84%	73%	94%	24%	85%	87%	86%	84%	75%	61%
	100%	47%	53%	12%	29%	30%	29%	40%	28%	15%	1%	12%	4%	0%	17%	20%	18%	10%	34%	0%

Ref: TL0708TC-1

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TABLE 3 (CONT.) Q3. Introduce labels on computers

	GENDER		AGE GROUP				RESPONDENT LIFE STAGE							RESPONDENT OCCUPATION						
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55 +	PARTNE -RSHIP W/O CHILD	PARTNE -RSHIP WITH CHILD	SINGLE W/O CHILD	SINGLE WITH CHILD	WID /SEP /DIV W/O CHILD	WID /SEP /DIV W/O CHILD	NOT STATED	UPPER WHITE	LOWER WHITE	UPPER BLUE	LOWER BLUE	NO PAID OCC.	NOT STATED
RESPONDENTS	1404	668	736	123	391	400	490	580	365	194	18	197	46	4	228	257	239	138	540	2
	100%	48%	52%	9%	28%	28%	35%	41%	26%	14%	1%	14%	3%	0%	16%	18%	17%	10%	38%	0%
WTD. RESP.	15974	7869	8105	2016	4354	4473	5131	6488	4145	2468	205	2122	503	43	2596	2982	2803	1622	5947	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	13%	27%	28%	32%	41%	26%	15%	1%	13%	3%	0%	16%	19%	18%	10%	37%	0%
Q3. Introduce labels on computers																				
NET SHOULD NOT INTRODUCE	2055	1371	684	403	460	477	715	881	417	401	32	261	31	32	333	333	342	189	849	9
	13%	17%	8%	20%	11%	11%	14%	14%	10%	16%	16%	12%	6%	76%	13%	11%	12%	12%	14%	39%
	100%	67%	33%	20%	22%	23%	35%	43%	20%	20%	2%	13%	2%	2%	16%	16%	17%	9%	41%	0%

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TABLE 3 (CONT.) Q3. Introduce labels on computers
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	TOTAL	RESPONDENT WORK STATUS				RESPONDENT INCOME								GROCERY BUYER	
		FULL /PART /CASUA -L	HOME DUTIES	STUDEN -T /RETIR -ED /UNEMP	NOT STATED	LESS THAN \$10,00 -0	\$10,00 TO \$19,99 -9	\$20,00 TO \$29,99 -9	\$30,00 TO \$39,99 -9	\$40,00 TO \$49,99 -9	\$50,00 TO \$59,99 -9	\$60,00 OR OVER	NOT STATED	YES	NO
		RESPONDENTS	1404	884	104	414	2	183	216	140	140	119	119	313	174
	100%	63%	7%	29%	0%	13%	15%	10%	10%	8%	8%	22%	12%	84%	16%
WTD. RESP.	15974	10241	1132	4578	23	2103	2448	1571	1597	1450	1395	3512	1898	13203	2771
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	64%	7%	29%	0%	13%	15%	10%	10%	9%	9%	22%	12%	83%	17%
Q3. Introduce labels on computers															
Should definitely introduce labels	9722	6761	613	2336	12	1178	1339	988	994	922	967	2425	907	8205	1517
	61%	66%	54%	51%	50%	56%	55%	63%	62%	64%	69%	69%	48%	62%	55%
	100%	70%	6%	24%	0%	12%	14%	10%	10%	9%	10%	25%	9%	84%	16%
Should probably introduce labels	3289	2007	290	992		563	539	295	345	305	239	565	437	2514	775
	21%	20%	26%	22%		27%	22%	19%	22%	21%	17%	16%	23%	19%	28%
	100%	61%	9%	30%		17%	16%	9%	10%	9%	7%	17%	13%	76%	24%
Should probably not introduce labels	1221	727	108	374	12	102	203	160	114	138	93	257	155	998	223
	8%	7%	10%	8%	50%	5%	8%	10%	7%	9%	7%	7%	8%	8%	8%
	100%	60%	9%	31%	1%	8%	17%	13%	9%	11%	8%	21%	13%	82%	18%
Should definitely not introduce labels	834	503	25	306		79	132	85	106	44	96	176	116	683	151
	5%	5%	2%	7%		4%	5%	5%	7%	3%	7%	5%	6%	5%	5%
	100%	60%	3%	37%		9%	16%	10%	13%	5%	12%	21%	14%	82%	18%
Unsure	908	242	96	570		181	235	43	38	41		88	282	803	105
	6%	2%	8%	12%		9%	10%	3%	2%	3%		3%	15%	6%	4%
	100%	27%	11%	63%		20%	26%	5%	4%	5%		10%	31%	88%	12%
NET SHOULD INTRODUCE	13011	8769	903	3328	12	1742	1878	1284	1339	1227	1206	2991	1344	10718	2292
	81%	86%	80%	73%	50%	83%	77%	82%	84%	85%	86%	85%	71%	81%	83%
	100%	67%	7%	26%	0%	13%	14%	10%	10%	9%	9%	23%	10%	82%	18%

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TABLE 3 (CONT.) Q3. Introduce labels on computers

	RESPONDENT WORK STATUS				RESPONDENT INCOME								GROCERY BUYER		
	TOTAL	FULL /PART /CASUA -L	HOME DUTIES	STUDEN -T /RETIR -ED /UNEMP	NOT STATED	LESS THAN \$10,00 -0	\$10,00 TO \$19,99 -9	\$20,00 TO \$29,99 -9	\$30,00 TO \$39,99 -9	\$40,00 TO \$49,99 -9	\$50,00 TO \$59,99 -9	\$60,00 OR OVER	NOT STATED	YES	NO
RESPONDENTS	1404	884	104	414	2	183	216	140	140	119	119	313	174	1175	229
	100%	63%	7%	29%	0%	13%	15%	10%	10%	8%	8%	22%	12%	84%	16%
WTD. RESP.	15974	10241	1132	4578	23	2103	2448	1571	1597	1450	1395	3512	1898	13203	2771
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	64%	7%	29%	0%	13%	15%	10%	10%	9%	9%	22%	12%	83%	17%
Q3. Introduce labels on computers															
NET SHOULD NOT INTRODUCE	2055	1230	133	680	12	181	335	244	220	182	189	433	271	1681	374
	13%	12%	12%	15%	50%	9%	14%	16%	14%	13%	14%	12%	14%	13%	13%
	100%	60%	6%	33%	1%	9%	16%	12%	11%	9%	9%	21%	13%	82%	18%

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TVC + Computers

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TABLE 3 (CONT.) Q3. Introduce labels on computers
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	TOTAL	AREA											CITY/COUNTRY	
		SYDNEY	REST NSW /ACT	MELBOURNE	REST VIC	BRISBANE	REST QLD	ADELAIDE	REST SA/NT	PERTH	REST WA	TASMAN -IA	CAPITA -L CITIES	COUNTR -Y AREAS
RESPONDENTS	1404	295	195	255	96	127	147	80	40	100	36	33	857	547
	100%	21%	14%	18%	7%	9%	10%	6%	3%	7%	3%	2%	61%	39%
WTD. RESP.	15974	3361	2211	2903	1072	1435	1684	900	461	1170	404	373	9768	6205
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	21%	14%	18%	7%	9%	11%	6%	3%	7%	3%	2%	61%	39%
Q3. Introduce labels on computers														
Should definitely introduce labels	9722	2019	1139	1851	689	804	1046	646	282	762	288	196	6082	3640
	61%	60%	51%	64%	64%	56%	62%	72%	61%	65%	71%	53%	62%	59%
	100%	21%	12%	19%	7%	8%	11%	7%	3%	8%	3%	2%	63%	37%
Should probably introduce labels	3289	622	629	570	218	366	326	120	75	196	66	100	1875	1414
	21%	19%	28%	20%	20%	26%	19%	13%	16%	17%	16%	27%	19%	23%
	100%	19%	19%	17%	7%	11%	10%	4%	2%	6%	2%	3%	57%	43%
Should probably not introduce labels	1221	312	185	203	72	87	188	22	38	83		31	706	515
	8%	9%	8%	7%	7%	6%	11%	2%	8%	7%		8%	7%	8%
	100%	26%	15%	17%	6%	7%	15%	2%	3%	7%		3%	58%	42%
Should definitely not introduce labels	834	171	127	119	50	93	74	64	8	78	25	24	525	308
	5%	5%	6%	4%	5%	7%	4%	7%	2%	7%	6%	6%	5%	5%
	100%	21%	15%	14%	6%	11%	9%	8%	1%	9%	3%	3%	63%	37%
Unsure	908	237	131	159	43	85	50	48	58	51	26	21	580	328
	6%	7%	6%	5%	4%	6%	3%	5%	12%	4%	6%	6%	6%	5%
	100%	26%	14%	18%	5%	9%	5%	5%	6%	6%	3%	2%	64%	36%
NET SHOULD INTRODUCE	13011	2641	1768	2422	907	1170	1372	766	357	958	354	296	7956	5055
	81%	79%	80%	83%	85%	82%	81%	85%	78%	82%	88%	79%	81%	81%
	100%	20%	14%	19%	7%	9%	11%	6%	3%	7%	3%	2%	61%	39%
NET SHOULD NOT INTRODUCE	2055	483	312	322	122	180	262	86	46	161	25	55	1232	823
	13%	14%	14%	11%	11%	13%	16%	10%	10%	14%	6%	15%	13%	13%
	100%	23%	15%	16%	6%	9%	13%	4%	2%	8%	1%	3%	60%	40%

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TABLE 4 Q4. Take information into account
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	GENDER		AGE GROUP				RESPONDENT LIFE STAGE						RESPONDENT OCCUPATION							
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55 +	PARTNE -RSHIP W/O CHILD	PARTNE -RSHIP WITH CHILD	SINGLE W/O CHILD	SINGLE WITH CHILD	WID /SEP /DIV W/O CHILD	WID /SEP /DIV WITH CHILD	NOT STATED	UPPER WHITE	LOWER WHITE	UPPER BLUE	LOWER BLUE	NO PAID OCC.	NOT STATED
RESPONDENTS	1404	668	736	123	391	400	490	580	365	194	18	197	46	4	228	257	239	138	540	2
	100%	48%	52%	9%	28%	28%	35%	41%	26%	14%	1%	14%	3%	0%	16%	18%	17%	10%	38%	0%
WTD. RESP.	15974	7869	8105	2016	4354	4473	5131	6488	4145	2468	205	2122	503	43	2596	2982	2803	1622	5947	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	13%	27%	28%	32%	41%	26%	15%	1%	13%	3%	0%	16%	19%	18%	10%	37%	0%
Q4. Take information into account																				
Extremely likely	5374	2305	3069	474	1464	1877	1559	2073	1509	705	71	729	278	10	834	998	1038	572	1919	14
	34%	29%	38%	24%	34%	42%	30%	32%	36%	29%	35%	34%	55%	24%	32%	33%	37%	35%	32%	61%
	100%	43%	57%	9%	27%	35%	29%	39%	28%	13%	1%	14%	5%	0%	16%	19%	19%	11%	36%	0%
Very likely	4428	2100	2328	515	1544	1175	1194	1675	1421	647	72	490	122		839	986	804	512	1288	
	28%	27%	29%	26%	35%	26%	23%	26%	34%	26%	35%	23%	24%		32%	33%	29%	32%	22%	
	100%	47%	53%	12%	35%	27%	27%	38%	32%	15%	2%	11%	3%		19%	22%	18%	12%	29%	
Quite likely	2804	1539	1266	474	791	812	727	1244	677	579	20	212	73		571	643	480	254	857	
	18%	20%	16%	24%	18%	18%	14%	19%	16%	23%	10%	10%	15%		22%	22%	17%	16%	14%	
	100%	55%	45%	17%	28%	29%	26%	44%	24%	21%	1%	8%	3%		20%	23%	17%	9%	31%	
Not very likely	966	615	351	252	231	226	257	423	194	224	21	95	9		165	147	193	97	364	
	6%	8%	4%	13%	5%	5%	5%	7%	5%	9%	10%	4%	2%		6%	5%	7%	6%	6%	
	100%	64%	36%	26%	24%	23%	27%	44%	20%	23%	2%	10%	1%		17%	15%	20%	10%	38%	
Not at all likely	1184	865	319	248	263	230	443	544	249	208	11	131	21	21	164	149	213	112	547	
	7%	11%	4%	12%	6%	5%	9%	8%	6%	8%	5%	6%	4%	49%	6%	5%	8%	7%	9%	
	100%	73%	27%	21%	22%	19%	37%	46%	21%	18%	1%	11%	2%	2%	14%	13%	18%	9%	46%	
Unsure	345	177	168	52	30	96	166	113	62	50		120			12	9	46	45	224	9
	2%	2%	2%	3%	1%	2%	3%	2%	1%	2%		6%			0%	0%	2%	3%	4%	39%
	100%	51%	49%	15%	9%	28%	48%	33%	18%	14%		35%			3%	3%	13%	13%	65%	3%

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TABLE 4 (CONT.) Q4. Take information into account

	GENDER		AGE GROUP				RESPONDENT LIFE STAGE							RESPONDENT OCCUPATION						
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55 +	PARTNE -RSHIP W/O CHILD	PARTNE -RSHIP WITH CHILD	SINGLE W/O CHILD	SINGLE WITH CHILD	WID /SEP /DIV W/O CHILD	WID /SEP /DIV WITH CHILD	NOT STATED	UPPER WHITE	LOWER WHITE	UPPER BLUE	LOWER BLUE	NO PAID OCC.	NOT STATED
RESPONDENTS	1404	668	736	123	391	400	490	580	365	194	18	197	46	4	228	257	239	138	540	2
	100%	48%	52%	9%	28%	28%	35%	41%	26%	14%	1%	14%	3%	0%	16%	18%	17%	10%	38%	0%
WTD. RESP.	15974	7869	8105	2016	4354	4473	5131	6488	4145	2468	205	2122	503	43	2596	2982	2803	1622	5947	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	13%	27%	28%	32%	41%	26%	15%	1%	13%	3%	0%	16%	19%	18%	10%	37%	0%
Q4. Take information into account																				
Would not buy (another) home computer	872	270	602		30	57	785	416	34	56	9	345		12	12	51	28	30	750	
	5%	3%	7%		1%	1%	15%	6%	1%	2%	4%	16%		27%	0%	2%	1%	2%	13%	
	100%	31%	69%		3%	7%	90%	48%	4%	6%	1%	40%		1%	1%	6%	3%	3%	86%	
NET EXT/VERY LIKELY	9803	4405	5398	989	3008	3052	2753	3748	2930	1352	144	1219	400	10	1672	1983	1842	1083	3207	14
	61%	56%	67%	49%	69%	68%	54%	58%	71%	55%	70%	57%	79%	24%	64%	67%	66%	67%	54%	61%
	100%	45%	55%	10%	31%	31%	28%	38%	30%	14%	1%	12%	4%	0%	17%	20%	19%	11%	33%	0%
NET UNLIKELY	3771	2153	1617	726	1023	1038	984	1667	871	803	41	307	82		736	790	673	351	1221	
	24%	27%	20%	36%	23%	23%	19%	26%	21%	33%	20%	14%	16%		28%	26%	24%	22%	21%	
	100%	57%	43%	19%	27%	28%	26%	44%	23%	21%	1%	8%	2%		20%	21%	18%	9%	32%	

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TABLE 4 (CONT.) Q4. Take information into account
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	TOTAL	RESPONDENT WORK STATUS				RESPONDENT INCOME								GROCERY BUYER	
		FULL /PART /CASUA -L	HOME DUTIES	STUDEN -T /RETIR -ED /UNEMP	NOT STATED	LESS THAN \$10,00 -0	\$10,00 TO \$19,99 -9	\$20,00 TO \$29,99 -9	\$30,00 TO \$39,99 -9	\$40,00 TO \$49,99 -9	\$50,00 TO \$59,99 -9	\$60,00 OR OVER	NOT STATED	YES	NO
		RESPONDENTS	1404	884	104	414	2	183	216	140	140	119	119	313	174
	100%	63%	7%	29%	0%	13%	15%	10%	10%	8%	8%	22%	12%	84%	16%
WTD. RESP.	15974	10241	1132	4578	23	2103	2448	1571	1597	1450	1395	3512	1898	13203	2771
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	64%	7%	29%	0%	13%	15%	10%	10%	9%	9%	22%	12%	83%	17%
Q4. Take information into account															
Extremely likely	5374	3558	400	1417		717	760	660	554	538	563	1091	491	4641	733
	34%	35%	35%	31%		34%	31%	42%	35%	37%	40%	31%	26%	35%	26%
	100%	66%	7%	26%		13%	14%	12%	10%	10%	10%	20%	9%	86%	14%
Very likely	4428	3210	284	934		547	659	378	525	367	337	1180	435	3595	833
	28%	31%	25%	20%		26%	27%	24%	33%	25%	24%	34%	23%	27%	30%
	100%	73%	6%	21%		12%	15%	9%	12%	8%	8%	27%	10%	81%	19%
Quite likely	2804	1965	199	640		314	305	244	286	300	315	743	298	2162	642
	18%	19%	18%	14%		15%	12%	16%	18%	21%	23%	21%	16%	16%	23%
	100%	70%	7%	23%		11%	11%	9%	10%	11%	11%	27%	11%	77%	23%
Not very likely	966	616	52	298		125	138	101	91	111	77	238	84	779	187
	6%	6%	5%	7%		6%	6%	6%	6%	8%	6%	7%	4%	6%	7%
	100%	64%	5%	31%		13%	14%	10%	9%	12%	8%	25%	9%	81%	19%
Not at all likely	1184	648	93	443		139	223	126	99	95	94	212	196	921	263
	7%	6%	8%	10%		7%	9%	8%	6%	7%	7%	6%	10%	7%	9%
	100%	55%	8%	37%		12%	19%	11%	8%	8%	8%	18%	17%	78%	22%
Unsure	345	121	25	199		59	82	10		20	9	12	153	321	24
	2%	1%	2%	4%		3%	3%	1%		1%	1%	0%	8%	2%	1%
	100%	35%	7%	58%		17%	24%	3%		6%	3%	3%	44%	93%	7%

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TABLE 4 (CONT.) Q4. Take information into account

	RESPONDENT WORK STATUS					RESPONDENT INCOME								GROCERY BUYER	
	TOTAL	FULL	HOME	STUDEN	NOT	LESS	\$10,00	\$20,00	\$30,00	\$40,00	\$50,00	\$60,00	NOT	YES	NO
		/PART	DUTIES	-T	STATED	THAN	-0 TO	-0 TO	-0 TO	-0 TO	-0 TO	-0 OR	STATED		
		/CASUA		/RETIR		\$10,00	\$19,99	\$29,99	\$39,99	\$49,99	\$59,99	OVER			
		-L		-ED		-0	-9	-9	-9	-9	-9				
				/UNEMP											
RESPONDENTS	1404	884	104	414	2	183	216	140	140	119	119	313	174	1175	229
	100%	63%	7%	29%	0%	13%	15%	10%	10%	8%	8%	22%	12%	84%	16%
WTD. RESP.	15974	10241	1132	4578	23	2103	2448	1571	1597	1450	1395	3512	1898	13203	2771
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	64%	7%	29%	0%	13%	15%	10%	10%	9%	9%	22%	12%	83%	17%
Q4. Take information into account															
Would not buy (another) home computer	872	122	78	648	23	201	282	53	42	18		35	241	782	90
	5%	1%	7%	14%	100%	10%	12%	3%	3%	1%		1%	13%	6%	3%
	100%	14%	9%	74%	3%	23%	32%	6%	5%	2%		4%	28%	90%	10%
NET EXT/VERY LIKELY	9803	6768	684	2351		1264	1419	1038	1079	905	900	2272	926	8236	1566
	61%	66%	60%	51%		60%	58%	66%	68%	62%	64%	65%	49%	62%	57%
	100%	69%	7%	24%		13%	14%	11%	11%	9%	9%	23%	9%	84%	16%
NET UNLIKELY	3771	2581	252	938		439	442	345	377	412	392	981	382	2942	829
	24%	25%	22%	20%		21%	18%	22%	24%	28%	28%	28%	20%	22%	30%
	100%	68%	7%	25%		12%	12%	9%	10%	11%	10%	26%	10%	78%	22%

Ref: TL0708TC-1

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TABLE 4 (CONT.) Q4. Take information into account
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

	TOTAL	AREA											CITY/COUNTRY	
		SYDNEY	REST NSW /ACT	MELBOURNE	REST VIC	BRISBANE	REST QLD	ADELAIDE	REST SA/NT	PERTH	REST WA	TASMAN -IA	CAPITA -L CITIES	COUNTR -Y AREAS
RESPONDENTS	1404	295	195	255	96	127	147	80	40	100	36	33	857	547
	100%	21%	14%	18%	7%	9%	10%	6%	3%	7%	3%	2%	61%	39%
WTD. RESP.	15974	3361	2211	2903	1072	1435	1684	900	461	1170	404	373	9768	6205
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	21%	14%	18%	7%	9%	11%	6%	3%	7%	3%	2%	61%	39%
Q4. Take information into account														
Extremely likely	5374	1092	577	1029	363	589	550	385	174	355	146	114	3450	1924
	34%	32%	26%	35%	34%	41%	33%	43%	38%	30%	36%	30%	35%	31%
	100%	20%	11%	19%	7%	11%	10%	7%	3%	7%	3%	2%	64%	36%
Very likely	4428	836	714	903	285	300	476	262	90	350	108	103	2652	1776
	28%	25%	32%	31%	27%	21%	28%	29%	19%	30%	27%	28%	27%	29%
	100%	19%	16%	20%	6%	7%	11%	6%	2%	8%	2%	2%	60%	40%
Quite likely	2804	813	387	480	140	228	288	78	65	216	65	45	1815	990
	18%	24%	17%	17%	13%	16%	17%	9%	14%	18%	16%	12%	19%	16%
	100%	29%	14%	17%	5%	8%	10%	3%	2%	8%	2%	2%	65%	35%
Not very likely	966	179	126	136	90	61	118	54	61	82	8	51	512	454
	6%	5%	6%	5%	8%	4%	7%	6%	13%	7%	2%	14%	5%	7%
	100%	18%	13%	14%	9%	6%	12%	6%	6%	9%	1%	5%	53%	47%
Not at all likely	1184	245	226	205	48	110	150	56	8	108	17	12	723	461
	7%	7%	10%	7%	4%	8%	9%	6%	2%	9%	4%	3%	7%	7%
	100%	21%	19%	17%	4%	9%	13%	5%	1%	9%	1%	1%	61%	39%
Unsure	345	93	24	35	31	48	28	54			13	19	230	114
	2%	3%	1%	1%	3%	3%	2%	6%			3%	5%	2%	2%
	100%	27%	7%	10%	9%	14%	8%	16%			4%	5%	67%	33%
Would not buy (another) home computer	872	103	158	115	114	99	73	12	63	57	48	30	386	486
	5%	3%	7%	4%	11%	7%	4%	1%	14%	5%	12%	8%	4%	8%
	100%	12%	18%	13%	13%	11%	8%	1%	7%	7%	5%	3%	44%	56%

Ref: TL0708TC-1

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TVC + Computers

TABLE 4 (CONT.) Q4. Take information into account

	TOTAL	AREA											CITY/COUNTRY	
		SYDNEY	REST NSW /ACT	MELBOURNE	REST VIC	BRISBANE	REST QLD	ADELAIDE	REST SA/NT	PERTH	REST WA	TASMAN -IA	CAPITA -L CITIES	COUNTR -Y AREAS
RESPONDENTS	1404	295	195	255	96	127	147	80	40	100	36	33	857	547
	100%	21%	14%	18%	7%	9%	10%	6%	3%	7%	3%	2%	61%	39%
WTD. RESP.	15974	3361	2211	2903	1072	1435	1684	900	461	1170	404	373	9768	6205
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	21%	14%	18%	7%	9%	11%	6%	3%	7%	3%	2%	61%	39%
Q4. Take information into account														
NET EXT/VERY LIKELY	9803	1928	1292	1933	649	888	1026	647	264	706	254	217	6102	3701
	61%	57%	58%	67%	61%	62%	61%	72%	57%	60%	63%	58%	62%	60%
	100%	20%	13%	20%	7%	9%	10%	7%	3%	7%	3%	2%	62%	38%
NET UNLIKELY	3771	991	512	616	230	289	406	131	126	299	73	96	2327	1444
	24%	30%	23%	21%	21%	20%	24%	15%	27%	26%	18%	26%	24%	23%
	100%	26%	14%	16%	6%	8%	11%	3%	3%	8%	2%	3%	62%	38%

TVC + Computers

TABLE 1 Q1. Introduce efficiency labels on TVs
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

PAGE 1

TVC + Computers

TABLE 2 Q2. Take information into account
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

PAGE 6

TVC + Computers

TABLE 3 Q3. Introduce labels on computers
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

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TVC + Computers

TABLE 4 Q4. Take information into account
WEIGHTS: WEIGHTED TO 2007 POPULATION IN ,000'S
FILTERS: All 18+

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Appendix 2: Online Omnibus Study Results

AC Nielsen Online Omnibus Survey
 Conducted for Winton Sustainable Research Strategies (WSRS)
 for Australian Greenhouse Office (Department of the Environment and Water Resources)
 Weekend of March 9-14, 2007
 n=1500 nationally 18yrs+

Television Sets:

Preamble: A typical new television set uses about as much energy as a family refrigerator, or about as much energy combined as your washing machine, dryer and dishwasher. TVs of the same size vary considerably in the amount of energy they use, with the least efficient using about 3 times as much energy as the most efficient.

Q.1 Should the government and leading industry suppliers introduce mandatory energy efficiency labels on television sets, or not? PROBE: Should they definitely or probably (not) introduce mandatory energy efficiency labels?

	%	
Should definitely introduce labels	72	\ 97% favour TV labels
Should probably introduce labels	25	
Should probably not introduce labels	1	\ 2%
Should definitely not introduce labels	1	
Unsure	1	
	100	

Q.2 If mandatory energy efficiency labels were introduced for TVs, how likely is it that you would take the label information into account when purchasing your next TV... extremely likely, very likely, quite likely, not very likely, or not at all likely?

	%	
Extremely likely	40	\ 94% likely to use TV labels
Very likely	37	
Quite likely	17	
Not very likely	4	
Not at all likely	1	
Unsure	1	
Would not buy (another) TV set	0	
	100	

Computers:

Preamble: Home computers also use a fair amount of energy over a year, with the least efficient using much more energy than the most efficient.

Q.3 Should the government and leading industry suppliers introduce mandatory energy efficiency labels on home computers, or not? PROBE: Should they definitely or probably (not) introduce mandatory energy efficiency labels?

	%	
Should definitely introduce labels	62	\
Should probably introduce labels	33	
Should probably not introduce labels	2	\
Should definitely not introduce labels	2	
Unsure	1	/
	100	

95% favour computer labels

4%

Q.4 If mandatory energy efficiency labels were introduced for computers, how likely is it that you would take the label information into account when purchasing your next home computer ... extremely likely, very likely, quite likely, not very likely, or not at all likely?

	%	
Extremely likely	35	\
Very likely	35	
Quite likely	20	\
Not very likely	6	
Not at all likely	3	/
Unsure	1	
Would not buy (another) home computer	0	
	100	

90% likely to use computer labels

Q1. Should Mandatory Energy Efficiency labels be introduced on TV sets

Base: All Respondents

	GENDER			AGE GROUP				RESPONDENT LIFE STATE							RESPONDENT OCCUPATION						
	TOTAL	Male	Female	18-24 years	25-39 years	40-54 years	55+ years	Married with Child	Partner with ship no Child	Single with Child	Single no Child	Separated with Child	Separated no Child	Widowed	Widowed / Divorcee	Not Stated	Upper Blue collar	Lower Blue collar	Upper White Collar	Lower White collar	No paid occupa tion
Total (Unwtd)	1503	759	744	201	498	482	322	515	497	24	283	62	114	8	105	98	482	348	459	11	
Total (Wtd '000s)	15974	7869	8105	1810	4560	4890	4713	5145	5796	220	2659	614	1450	90	1056	1006	4881	3623	5298	110	
Should definitely introduce labels	11424 72%	5521 70%	5903 73%	1038 57%	3021 66%	3618 74%	3746 79%	3685 72%	4297 74%	138 63%	1631 61%	455 74%	1154 80%	64 71%	720 68%	590 59%	3473 71%	2441 67%	4118 78%	82 74%	
Should probably introduce labels	3986 25%	2011 26%	1975 24%	690 38%	1346 30%	1072 22%	879 19%	1299 25%	1282 22%	82 37%	899 34%	145 24%	262 18%	17 19%	287 27%	330 33%	1263 26%	1038 29%	1060 20%	9 9%	
Should probably not introduce labels	221 1%	159 2%	61 1%	38 2%	63 1%	61 1%	59 1%	72 1%	87 2%	- -	38 1%	- -	23 2%	- -	19 2%	29 3%	73 1%	48 1%	52 1%	- -	
Should definitely not introduce labels	155 1%	94 1%	61 1%	26 1%	- -	99 2%	30 1%	41 1%	64 1%	- -	25 1%	15 2%	10 1%	- -	12 1%	32 3%	27 1%	35 1%	49 1%	- -	
Unsure	188 1%	83 1%	105 1%	18 1%	130 3%	40 1%	- -	48 1%	66 1%	- -	65 2%	- -	- -	9 10%	18 2%	27 3%	45 1%	60 2%	20 *	19 17%	
SHOULD INTRODUCE (NET)	15410 96%	7532 96%	7878 97%	1728 95%	4367 96%	4690 96%	4625 98%	4984 97%	5579 96%	220 100%	2531 95%	599 98%	1416 98%	81 90%	1007 95%	919 91%	4736 97%	3479 96%	5177 98%	91 83%	
SHOULD NOT INTRODUCE (NET)	376 2%	254 3%	122 2%	64 4%	63 1%	160 3%	88 2%	113 2%	151 3%	- -	63 2%	15 2%	33 2%	- -	31 3%	60 6%	100 2%	84 2%	101 2%	- -	

Q1. Should Mandatory Energy Efficiency labels be introduced on TV sets
 Base: All Respondents

	RESPONDENT WORK STATUS					RESPONDENT INCOME								GROCERY BUYER	
	Full time/Part time/Casual	Home duties	Student, retired or unemployed	Not stated	TOTAL	Less than \$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$59,999	\$60,000 - \$79,1000	\$80,000 plus	Not Stated	YES	NO
Total (Unwtd)	1503	1033	119	340	11	100	154	141	157	316	190	189	256	1348	155
Total (Wtd '000s)	15974	10566	1239	4059	110	1034	1767	1588	1675	3277	1956	1932	2744	14383	1591
Should definitely introduce labels	11424 72%	7224 68%	889 72%	3229 80%	82 74%	797 77%	1389 79%	1123 71%	1132 68%	2374 72%	1378 70%	1421 74%	1812 66%	10447 73%	976 61%
Should probably introduce labels	3986 25%	2917 28%	320 26%	739 18%	9 9%	228 22%	361 20%	442 28%	488 29%	792 24%	485 25%	429 22%	761 28%	3454 24%	532 33%
Should probably not introduce labels	221 1%	169 2%	- -	52 1%	- -	- -	- -	- -	30 2%	56 2%	53 3%	31 2%	50 2%	192 1%	28 2%
Should definitely not introduce labels	155 1%	106 1%	9 1%	40 1%	- -	9 1%	8 *	15 1%	9 1%	19 1%	30 2%	23 1%	43 2%	138 1%	17 1%
Unsure	188 1%	149 1%	20 2%	- -	19 17%	- -	9 1%	9 1%	17 1%	36 1%	10 *	28 1%	78 3%	151 1%	37 2%
SHOULD INTRODUCE (NET)	15410 96%	10142 96%	1210 98%	3968 98%	91 83%	1025 99%	1750 99%	1564 98%	1619 97%	3166 97%	1863 95%	1849 96%	2573 94%	13902 97%	1508 95%
SHOULD NOT INTRODUCE (NET)	376 2%	275 3%	9 1%	91 2%	- -	9 1%	8 *	15 1%	39 2%	75 2%	84 4%	54 3%	93 3%	330 2%	46 3%

Q1. Should Mandatory Energy Efficiency labels be introduced on TV sets
 Base: All Respondents

	AREA												CITY/ COUNTRY	
	TOTAL	Sydney	Rest NSW/ACT	Melbo urne	Rest VIC	Bris bane	Rest QLD	Adel aide	Rest SA/NT	Perth	Rest WA	Tasma nia	Capital Cities	Country Areas
Total (Unwtd)	1503	320	200	292	95	140	151	84	40	115	36	30	951	552
Total (Wtd '000s)	15974	3361	2211	2903	1072	1435	1684	900	461	1170	404	373	9768	6205
Should definitely introduce labels	11424 72%	2288 68%	1725 78%	2026 70%	818 76%	959 67%	1182 70%	614 68%	405 88%	851 73%	282 70%	273 73%	6739 69%	4685 75%
Should probably introduce labels	3986 25%	928 28%	418 19%	789 27%	253 24%	417 29%	425 25%	252 28%	43 9%	283 24%	101 25%	77 21%	2669 27%	1318 21%
Should probably not introduce labels	221 1%	83 2%	34 2%	17 1%	- -	32 2%	26 2%	- -	- -	8 1%	11 3%	9 2%	141 1%	80 1%
Should definitely not introduce labels	155 1%	52 2%	17 1%	43 1%	- -	- -	12 1%	- -	- -	18 2%	- -	15 4%	112 1%	43 1%
Unsure	188 1%	9 *	18 1%	27 1%	- -	27 2%	39 2%	35 4%	13 3%	9 1%	11 3%	- -	108 1%	80 1%
SHOULD INTRODUCE (NET)	15410 96%	3217 96%	2143 97%	2815 97%	1072 100%	1376 96%	1607 95%	866 96%	448 97%	1134 97%	383 95%	349 94%	9408 96%	6003 97%
SHOULD NOT INTRODUCE (NET)	376 2%	135 4%	51 2%	60 2%	- -	32 2%	37 2%	- -	- -	26 2%	11 3%	24 6%	253 3%	123 2%

Q2. Likelihood that this efficiency labels will be taken into account in purchase of TV
 Base: All Respondents

	GENDER			AGE GROUP				RESPONDENT LIFE STATE						RESPONDENT OCCUPATION							
	TOTAL	Male	Female	18-24 years	25-39 years	40-54 years	55+ years	Married / Partner with ship Child	Married / Partner with ship no Child	Single with Child	Single no Child	Separated with Child	Separated no Child	Widowed / d/	Widowed / d/	Not Stated	Upper Blue collar	Lower Blue collar	Upper White Collar	Lower White collar	No paid occupa tion
Total (Unwtd)	1503	759	744	201	498	482	322	515	497	24	283	62	114	8	105	98	482	348	459	11	
Total (Wtd '000s)	15974	7869	8105	1810	4560	4890	4713	5145	5796	220	2659	614	1450	90	1056	1006	4881	3623	5298	110	
Extremely likely (5)	6322 40%	2787 35%	3535 44%	465 26%	1436 31%	1988 41%	2433 52%	1857 36%	2771 48%	85 39%	615 23%	216 35%	706 49%	72 80%	385 37%	280 28%	1803 37%	1292 36%	2521 48%	41 38%	
Very likely (4)	5938 37%	2818 36%	3120 38%	635 35%	1717 38%	1932 40%	1654 35%	1992 39%	1871 32%	73 33%	1128 42%	294 48%	581 40%	- -	344 33%	431 43%	1738 36%	1385 38%	2012 38%	28 26%	
Quite likely (3)	2741 17%	1655 21%	1086 13%	495 27%	1066 23%	741 15%	438 9%	1080 21%	790 14%	62 28%	640 24%	69 11%	91 6%	9 10%	249 24%	200 20%	997 20%	710 20%	564 11%	22 20%	
Not very likely (2)	679 4%	405 5%	274 3%	142 8%	220 5%	192 4%	125 3%	157 3%	243 4%	- -	181 7%	36 6%	61 4%	- -	68 6%	75 7%	253 5%	139 4%	144 3%	- -	
Not at all likely (1)	184 1%	130 2%	54 1%	46 3%	47 1%	28 1%	64 1%	32 1%	93 2%	- -	49 2%	- -	10 1%	- -	- -	20 2%	46 1%	70 2%	49 1%	- -	
Unsure	83 1%	64 1%	19 *	18 1%	56 1%	9 *	- -	27 1%	19 *	- -	28 1%	- -	- -	9 10%	10 1%	- -	36 1%	19 1%	9 *	9 8%	
Would not buy (another) TV set	27 *	9 *	18 *	9 1%	18 *	- -	- -	- -	9 *	- -	18 1%	- -	- -	- -	- -	- -	9 *	9 *	- -	9 9%	
EXTREMELY LIKELY/VERY LIKELY (NET)	12260 77%	5606 71%	6654 82%	1100 61%	3154 69%	3920 80%	4086 87%	3849 75%	4642 80%	158 72%	1742 66%	510 83%	1287 89%	72 80%	730 69%	711 71%	3541 73%	2676 74%	4533 86%	69 63%	
NOT AT ALL LIKELY/NOT VERY LIKELY (NET)	863 5%	535 7%	328 4%	188 10%	267 6%	220 4%	189 4%	190 4%	337 6%	- -	230 9%	36 6%	71 5%	- -	68 6%	95 9%	299 6%	209 6%	193 4%	- -	

Q2. Likelihood that this efficiency labels will be taken into account in purchase of TV
 Base: All Respondents

	GENDER		AGE GROUP				RESPONDENT LIFE STATE							RESPONDENT OCCUPATION							
	Male	Female	18-24 years	25-39 years	40-54 years	55+ years	Married / Married Partner / ship Partner with ship no	Single with	Single no	Separat ed with	Separat ed no	Widowed / /	Widowed / /	Divorce d/ d/	Divorce d/ d/	Not Stated	Upper Blue collar	Lower Blue collar	Upper White Collar	Lower White collar	No paid occupa tion
Total (Wtd '000s)	15974	7869	8105	1810	4560	4890	4713	5145	5796	220	2659	614	1450	90	1056	1006	4881	3623	5298	110	
Mean	4.11	3.99	4.22	3.75	3.95	4.16	4.33	4.07	4.21	4.10	3.80	4.12	4.32	4.79	4.00	3.87	4.03	4.03	4.29	4.21	
S.D.	0.91	0.96	0.85	1.01	0.92	0.86	0.85	0.87	0.94	0.81	0.94	0.83	0.83	0.62	0.93	0.97	0.93	0.94	0.83	0.81	

Q2. Likelihood that this efficiency labels will be taken into account in purchase of TV
 Base: All Respondents

	RESPONDENT WORK STATUS					RESPONDENT INCOME								GROCERY BUYER	
	Full time/ Part time/ Casual	Home duties	Student, retiree or unemployed	Not stated	Not stated	Less than \$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$79,1000	\$80,000 plus	Not Stated	YES
Total (Unwtd)	1503	1033	119	340	11	100	154	141	157	316	190	189	256	1348	155
Total (Wtd '000s)	15974	10566	1239	4059	110	1034	1767	1588	1675	3277	1956	1932	2744	14383	1591
Extremely likely (5)	6322 40%	3760 36%	540 44%	1980 49%	41 38%	423 41%	618 35%	691 44%	688 41%	1274 39%	810 41%	738 38%	1079 39%	5892 41%	430 27%
Very likely (4)	5938 37%	3898 37%	462 37%	1550 38%	28 26%	396 38%	864 49%	674 42%	569 34%	1152 35%	654 33%	630 33%	1000 36%	5265 37%	673 42%
Quite likely (3)	2741 17%	2155 20%	189 15%	376 9%	22 20%	197 19%	207 12%	180 11%	284 17%	600 18%	380 19%	427 22%	465 17%	2455 17%	285 18%
Not very likely (2)	679 4%	535 5%	39 3%	105 3%	-	9 1%	78 4%	43 3%	90 5%	183 6%	59 3%	98 5%	120 4%	559 4%	120 8%
Not at all likely (1)	184 1%	136 1%	9 1%	39 1%	-	9 1%	-	-	27 2%	38 1%	45 2%	31 2%	35 1%	129 1%	55 3%
Unsure	83 1%	65 1%	-	9 *	9 8%	-	-	-	18 1%	19 1%	9 *	-	37 1%	55 *	28 2%
Would not buy (another) TV set	27 *	18 *	-	-	9 9%	-	-	-	-	9 *	-	9 *	9 *	27 *	-
EXTREMELY LIKELY/VERY LIKELY (NET)	12260 77%	7658 72%	1003 81%	3530 87%	69 63%	819 79%	1482 84%	1365 86%	1257 75%	2427 74%	1464 75%	1368 71%	2079 76%	11158 78%	1102 69%
NOT AT ALL LIKELY/NOT VERY LIKELY (NET)	863 5%	671 6%	48 4%	145 4%	-	18 2%	78 4%	43 3%	117 7%	222 7%	103 5%	128 7%	155 6%	688 5%	175 11%

Q2. Likelihood that this efficiency labels will be taken into account in purchase of TV
 Base: All Respondents

	RESPONDENT WORK STATUS					RESPONDENT INCOME								GROCERY BUYER		
	Full time/Part time/	Student, retired or Home unempl	Casual duties	Not stated		Less than \$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$79,1000	\$80,000 plus	Not Stated	YES	NO
Total (Wtd '000s)	15974	10566	1239	4059	110	1034	1767	1588	1675	3277	1956	1932	2744	14383	1591	
Mean	4.11	4.01	4.20	4.32	4.21	4.18	4.14	4.27	4.09	4.06	4.09	4.01	4.10	4.14	3.83	
S.D.	0.91	0.94	0.86	0.82	0.81	0.82	0.79	0.76	0.97	0.95	0.96	0.98	0.93	0.90	1.03	

Q2. Likelihood that this efficiency labels will be taken into account in purchase of TV
 Base: All Respondents

	AREA												CITY/ COUNTRY	
	TOTAL	Sydney	Rest NSW/ACT	Melbo urne	Rest VIC	Bris bane	Rest QLD	Adel aide	Rest SA/NT	Perth	Rest WA	Tasma nia	Capital Cities	Country Areas
Total (Unwtd)	1503	320	200	292	95	140	151	84	40	115	36	30	951	552
Total (Wtd '000s)	15974	3361	2211	2903	1072	1435	1684	900	461	1170	404	373	9768	6205
Extremely likely (5)	6322 40%	1178 35%	993 45%	1147 40%	506 47%	483 34%	675 40%	308 34%	219 48%	492 42%	147 36%	176 47%	3606 37%	2715 44%
Very likely (4)	5938 37%	1307 39%	830 38%	1000 34%	373 35%	566 39%	606 36%	359 40%	209 45%	358 31%	194 48%	137 37%	3589 37%	2349 38%
Quite likely (3)	2741 17%	587 17%	300 14%	634 22%	139 13%	276 19%	273 16%	191 21%	33 7%	238 20%	42 10%	28 7%	1925 20%	816 13%
Not very likely (2)	679 4%	220 7%	28 1%	80 3%	36 3%	94 7%	90 5%	43 5%	- -	54 5%	11 3%	24 6%	490 5%	189 3%
Not at all likely (1)	184 1%	52 2%	52 2%	25 1%	9 1%	- -	10 1%	- -	- -	18 2%	11 3%	9 2%	94 1%	90 1%
Unsure	83 1%	18 1%	9 *	9 *	9 1%	9 1%	29 2%	- -	- -	- -	- -	- -	36 *	47 1%
Would not buy (another) TV set	27 *	- -	- -	9 *	- -	9 1%	- -	- -	- -	9 1%	- -	- -	27 *	- -
EXTREMELY LIKELY/VERY LIKELY (NET)	12260 77%	2484 74%	1823 82%	2147 74%	879 82%	1048 73%	1281 76%	667 74%	428 93%	850 73%	341 84%	312 84%	7196 74%	5064 82%
NOT AT ALL LIKELY/NOT VERY LIKELY (NET)	863 5%	272 8%	80 4%	104 4%	45 4%	94 7%	100 6%	43 5%	- -	72 6%	21 5%	33 9%	585 6%	279 4%
Mean	4.11	4.00	4.22	4.10	4.25	4.01	4.12	4.03	4.40	4.08	4.13	4.19	4.04	4.20
S.D.	0.91	0.96	0.90	0.89	0.87	0.89	0.91	0.86	0.62	0.97	0.89	0.99	0.93	0.89

Q3. Should Mandatory Energy Efficiency labels be introduced on Home Computers
 Base: All Respondents

	GENDER			AGE GROUP				RESPONDENT LIFE STATE						RESPONDENT OCCUPATION							
	TOTAL	Male	Female	18-24 years	25-39 years	40-54 years	55+ years	Married / Partner with Child	Married / Partner with ship no Child	Single with Child	Single no Child	Separated with Child	Separated no Child	Widowed / Divorced	Widowed / Divorced no Child	Not Stated	Upper Blue collar	Lower Blue collar	Upper White Collar	Lower White collar	No occupa tion
Total (Unwtd)	1503	759	744	201	498	482	322	515	497	24	283	62	114	8	105	98	482	348	459	11	
Total (Wtd '000s)	15974	7869	8105	1810	4560	4890	4713	5145	5796	220	2659	614	1450	90	1056	1006	4881	3623	5298	110	
Should definitely introduce labels	9920 62%	4576 58%	5343 66%	857 47%	2510 55%	3125 64%	3427 73%	3091 60%	3808 66%	121 55%	1351 51%	429 70%	1065 73%	55 61%	586 56%	465 46%	2987 61%	2053 57%	3766 71%	64 58%	
Should probably introduce labels	5206 33%	2748 35%	2457 30%	734 41%	1755 38%	1559 32%	1157 25%	1816 35%	1756 30%	82 37%	1070 40%	153 25%	312 22%	17 19%	393 37%	479 48%	1644 34%	1398 39%	1273 24%	18 17%	
Should probably not introduce labels	372 2%	253 3%	119 1%	112 6%	121 3%	84 2%	55 1%	120 2%	99 2%	- -	121 5%	- -	32 2%	- -	41 4%	30 3%	128 3%	81 2%	93 2%	- -	
Should definitely not introduce labels	244 2%	181 2%	63 1%	53 3%	54 1%	96 2%	42 1%	64 1%	63 1%	9 4%	52 2%	23 4%	24 2%	9 10%	9 1%	32 3%	59 1%	53 1%	81 2%	9 9%	
Unsure	232 1%	110 1%	122 2%	54 3%	121 3%	25 1%	32 1%	54 1%	71 1%	9 4%	64 2%	9 1%	16 1%	9 10%	26 2%	- -	63 1%	38 1%	86 2%	19 17%	
SHOULD INTRODUCE (NET)	15125 95%	7325 93%	7801 96%	1591 88%	4265 94%	4685 96%	4585 97%	4907 95%	5564 96%	202 92%	2421 91%	582 95%	1377 95%	72 80%	980 93%	944 94%	4631 95%	3451 95%	5039 95%	82 74%	
SHOULD NOT INTRODUCE (NET)	617 4%	434 6%	182 2%	165 9%	175 4%	180 4%	97 2%	185 4%	162 3%	9 4%	174 7%	23 4%	56 4%	9 10%	50 5%	62 6%	187 4%	134 4%	174 3%	9 9%	

Q3. Should Mandatory Energy Efficiency labels be introduced on Home Computers
 Base: All Respondents

	RESPONDENT WORK STATUS					RESPONDENT INCOME								GROCERY BUYER	
	TOTAL	Casual	Home duties	unempl oyed	Not stated	Less than \$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$79,1000	\$80,000 plus	Not Stated	YES
Total (Unwtd)	1503	1033	119	340	11	100	154	141	157	316	190	189	256	1348	155
Total (Wtd '000s)	15974	10566	1239	4059	110	1034	1767	1588	1675	3277	1956	1932	2744	14383	1591
Should definitely introduce labels	9920 62%	6091 58%	846 68%	2920 72%	64 58%	670 65%	1261 71%	1034 65%	1035 62%	1968 60%	1181 60%	1232 64%	1539 56%	9072 63%	848 53%
Should probably introduce labels	5206 33%	3914 37%	269 22%	1004 25%	18 17%	306 30%	430 24%	510 32%	532 32%	1180 36%	675 34%	608 31%	964 35%	4599 32%	606 38%
Should probably not introduce labels	372 2%	279 3%	46 4%	46 1%	- -	32 3%	51 3%	29 2%	64 4%	48 1%	73 4%	26 1%	49 2%	298 2%	74 5%
Should definitely not introduce labels	244 2%	154 1%	19 2%	62 2%	9 9%	18 2%	17 1%	15 1%	17 1%	36 1%	27 1%	46 2%	69 3%	218 2%	27 2%
Unsure	232 1%	128 1%	59 5%	27 1%	19 17%	8 1%	9 1%	- -	27 2%	46 1%	- -	19 1%	123 4%	195 1%	37 2%
SHOULD INTRODUCE (NET)	15125 95%	10005 95%	1115 90%	3923 97%	82 74%	976 94%	1691 96%	1545 97%	1567 94%	3148 96%	1856 95%	1840 95%	2504 91%	13672 95%	1454 91%
SHOULD NOT INTRODUCE (NET)	617 4%	433 4%	65 5%	109 3%	9 9%	50 5%	68 4%	43 3%	81 5%	84 3%	100 5%	73 4%	118 4%	516 4%	100 6%

Q3. Should Mandatory Energy Efficiency labels be introduced on Home Computers
 Base: All Respondents

	AREA												CITY/ COUNTRY	
	TOTAL	Sydney	Rest NSW/ACT	Melbo urne	Rest VIC	Bris bane	Rest QLD	Adel aide	Rest SA/NT	Perth	Rest WA	Tasma nia	Capital Cities	Country Areas
Total (Unwtd)	1503	320	200	292	95	140	151	84	40	115	36	30	951	552
Total (Wtd '000s)	15974	3361	2211	2903	1072	1435	1684	900	461	1170	404	373	9768	6205
Should definitely introduce labels	9920 62%	1872 56%	1407 64%	1835 63%	718 67%	850 59%	1091 65%	549 61%	345 75%	754 64%	260 64%	238 64%	5859 60%	4060 65%
Should probably introduce labels	5206 33%	1312 39%	661 30%	913 31%	336 31%	511 36%	454 27%	324 36%	116 25%	342 29%	134 33%	102 27%	3403 35%	1803 29%
Should probably not introduce labels	372 2%	102 3%	27 1%	43 1%	9 1%	34 2%	99 6%	10 1%	- -	28 2%	11 3%	9 2%	217 2%	155 3%
Should definitely not introduce labels	244 2%	56 2%	62 3%	43 1%	9 1%	32 2%	- -	- -	- -	27 2%	- -	15 4%	159 2%	86 1%
Unsure	232 1%	18 1%	53 2%	68 2%	- -	9 1%	39 2%	17 2%	- -	19 2%	- -	9 2%	131 1%	101 2%
SHOULD INTRODUCE (NET)	15125 95%	3184 95%	2069 94%	2748 95%	1054 98%	1361 95%	1545 92%	874 97%	461 100%	1096 94%	394 97%	340 91%	9262 95%	5863 94%
SHOULD NOT INTRODUCE (NET)	617 4%	158 5%	90 4%	86 3%	18 2%	66 5%	99 6%	10 1%	- -	55 5%	11 3%	24 6%	375 4%	241 4%

Q4. Likelihood that this efficiency labels will be taken into account in purchase of Home Computer
 Base: All Respondents

	GENDER			AGE GROUP				RESPONDENT LIFE STATE						RESPONDENT OCCUPATION							
	TOTAL	Male	Female	18-24 years	25-39 years	40-54 years	55+ years	Married / Partner with Child	Married / Partner with no Child	Single with Child	Single with no Child	Separated with Child	Separated with no Child	Widowed / Divorced	Widowed / Divorced	Not Stated	Upper Blue collar	Lower Blue collar	Upper White Collar	Lower White collar	No occupa tion
Total (Unwtd)	1503	759	744	201	498	482	322	515	497	24	283	62	114	8	105	98	482	348	459	11	
Total (Wtd '000s)	15974	7869	8105	1810	4560	4890	4713	5145	5796	220	2659	614	1450	90	1056	1006	4881	3623	5298	110	
Extremely likely (5)	5643 35%	2349 30%	3294 41%	474 26%	1329 29%	1753 36%	2087 44%	1630 32%	2196 38%	85 39%	645 24%	278 45%	755 52%	55 61%	307 29%	296 29%	1456 30%	1230 34%	2331 44%	23 21%	
Very likely (4)	5548 35%	2601 33%	2947 36%	414 23%	1544 34%	1841 38%	1749 37%	1946 38%	2018 35%	63 29%	856 32%	201 33%	464 32%	- -	363 34%	376 37%	1700 35%	1283 35%	1798 34%	28 26%	
Quite likely (3)	3118 20%	1788 23%	1330 16%	530 29%	1065 23%	901 18%	622 13%	1109 22%	1030 18%	46 21%	712 27%	91 15%	112 8%	17 19%	290 27%	246 24%	1089 22%	748 21%	716 14%	30 28%	
Not very likely (2)	981 6%	653 8%	328 4%	174 10%	358 8%	294 6%	155 3%	288 6%	359 6%	9 4%	204 8%	45 7%	75 5%	- -	20 2%	59 6%	443 9%	201 6%	258 5%	- -	
Not at all likely (1)	457 3%	358 5%	100 1%	155 9%	183 4%	75 2%	44 1%	120 2%	125 2%	16 7%	159 6%	- -	28 2%	9 10%	68 6%	20 2%	157 3%	117 3%	87 2%	9 9%	
Unsure	160 1%	93 1%	67 1%	27 1%	64 1%	25 1%	44 1%	52 1%	46 1%	- -	37 1%	- -	16 1%	9 10%	9 1%	9 1%	27 1%	27 1%	78 1%	9 8%	
Would not buy (another) TV set	67 *	28 *	39 *	36 2%	18 *	- -	12 *	- -	22 *	- -	45 2%	- -	- -	- -	- -	- -	9 *	18 *	30 1%	9 9%	
EXTREMELY LIKELY/VERY LIKELY (NET)	11191 70%	4950 63%	6242 77%	889 49%	2873 63%	3594 73%	3836 81%	3575 69%	4214 73%	149 67%	1501 56%	479 78%	1218 84%	55 61%	670 63%	672 67%	3156 65%	2513 69%	4130 78%	51 47%	
NOT AT ALL LIKELY/NOT VERY LIKELY (NET)	1438 9%	1011 13%	427 5%	329 18%	541 12%	369 8%	199 4%	408 8%	484 8%	26 12%	363 14%	45 7%	103 7%	9 10%	87 8%	79 8%	600 12%	318 9%	345 7%	9 9%	

Q4. Likelihood that this efficiency labels will be taken into account in purchase of Home Computer
 Base: All Respondents

	GENDER		AGE GROUP				RESPONDENT LIFE STATE							RESPONDENT OCCUPATION							
	Male	Female	18-24 years	25-39 years	40-54 years	55+ years	Married / Married Partner / ship Partner with ship no	Single with	Single no	Separat ed with	Separat ed no	Widowed /	Widowed /	Divorce d/	Divorce d/	Not Stated	Upper Blue collar	Lower Blue collar	Upper White Collar	Lower White collar	No paid occupa tion
Total (Wtd '000s)	15974	7869	8105	1810	4560	4890	4713	5145	5796	220	2659	614	1450	90	1056	1006	4881	3623	5298	110	
Mean	3.95	3.77	4.13	3.50	3.78	4.01	4.22	3.92	4.01	3.87	3.63	4.16	4.28	4.15	3.79	3.87	3.80	3.92	4.16	3.61	
S.D.	1.03	1.11	0.92	1.23	1.08	0.96	0.87	0.98	1.01	1.19	1.12	0.93	0.95	1.36	1.09	0.97	1.07	1.03	0.95	1.17	

Q4. Likelihood that this efficiency labels will be taken into account in purchase of Home Computer
 Base: All Respondents

	RESPONDENT WORK STATUS					RESPONDENT INCOME								GROCERY BUYER	
	Full time/ Part time/ Casual	Home duties	Student, retiree or unemployed	Not stated	Not stated	Less than \$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$79,1000	\$80,000 plus	Not Stated	YES
Total (Unwtd)	1503	1033	119	340	11	100	154	141	157	316	190	189	256	1348	155
Total (Wtd '000s)	15974	10566	1239	4059	110	1034	1767	1588	1675	3277	1956	1932	2744	14383	1591
Extremely likely (5)	5643 35%	3289 31%	510 41%	1821 45%	23 21%	371 36%	666 38%	643 41%	587 35%	1087 33%	696 36%	639 33%	955 35%	5254 37%	389 24%
Very likely (4)	5548 35%	3721 35%	391 32%	1407 35%	28 26%	359 35%	713 40%	632 40%	637 38%	1113 34%	681 35%	622 32%	792 29%	4984 35%	564 35%
Quite likely (3)	3118 20%	2372 22%	206 17%	509 13%	30 28%	194 19%	244 14%	261 16%	253 15%	713 22%	398 20%	432 22%	624 23%	2741 19%	377 24%
Not very likely (2)	981 6%	723 7%	43 3%	215 5%	- -	74 7%	96 5%	52 3%	92 6%	235 7%	115 6%	167 9%	148 5%	858 6%	123 8%
Not at all likely (1)	457 3%	361 3%	28 2%	59 1%	9 9%	28 3%	19 1%	- -	89 5%	92 3%	67 3%	72 4%	91 3%	356 2%	102 6%
Unsure	160 1%	72 1%	49 4%	29 1%	9 8%	8 1%	30 2%	- -	17 1%	28 1%	- -	- -	77 3%	132 1%	28 2%
Would not buy (another) TV set	67 *	27 *	12 1%	18 *	9 9%	- -	- -	- -	- -	9 *	- -	- -	57 2%	58 *	9 1%
EXTREMELY LIKELY/VERY LIKELY (NET)	11191 70%	7011 66%	901 73%	3229 80%	51 47%	730 71%	1379 78%	1275 80%	1223 73%	2200 67%	1377 70%	1261 65%	1747 64%	10238 71%	953 60%
NOT AT ALL LIKELY/NOT VERY LIKELY (NET)	1438 9%	1084 10%	71 6%	274 7%	9 9%	102 10%	115 7%	52 3%	181 11%	327 10%	181 9%	239 12%	239 9%	1213 8%	225 14%

Q4. Likelihood that this efficiency labels will be taken into account in purchase of Home Computer
 Base: All Respondents

	RESPONDENT WORK STATUS					RESPONDENT INCOME								GROCERY BUYER		
	Full time/Part time/	Student, retired or Home unempl	Casual duties	Not stated		Less than \$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$79,1000	\$80,000 plus	Not Stated	YES	NO
Total (Wtd '000s)	15974	10566	1239	4059	110	1034	1767	1588	1675	3277	1956	1932	2744	14383	1591	
Mean	3.95	3.85	4.11	4.18	3.61	3.95	4.10	4.17	3.93	3.89	3.93	3.82	3.91	3.98	3.65	
S.D.	1.03	1.05	0.98	0.95	1.17	1.04	0.91	0.82	1.10	1.04	1.05	1.10	1.07	1.02	1.13	

Q4. Likelihood that this efficiency labels will be taken into account in purchase of Home Computer
 Base: All Respondents

	AREA												CITY/ COUNTRY	
	TOTAL	Sydney	Rest NSW/ACT	Melbo urne	Rest VIC	Bris bane	Rest QLD	Adel aide	Rest SA/NT	Perth	Rest WA	Tasma nia	Capital Cities	Country Areas
Total (Unwtd)	1503	320	200	292	95	140	151	84	40	115	36	30	951	552
Total (Wtd '000s)	15974	3361	2211	2903	1072	1435	1684	900	461	1170	404	373	9768	6205
Extremely likely (5)	5643 35%	1053 31%	799 36%	1086 37%	470 44%	487 34%	607 36%	273 30%	194 42%	407 35%	113 28%	153 41%	3306 34%	2337 38%
Very likely (4)	5548 35%	1234 37%	789 36%	880 30%	358 33%	490 34%	562 33%	323 36%	196 43%	417 36%	181 45%	119 32%	3342 34%	2205 36%
Quite likely (3)	3118 20%	693 21%	393 18%	615 21%	150 14%	306 21%	280 17%	239 27%	58 13%	248 21%	77 19%	58 16%	2102 22%	1016 16%
Not very likely (2)	981 6%	241 7%	117 5%	186 6%	58 5%	108 8%	142 8%	49 5%	13 3%	43 4%	11 3%	15 4%	626 6%	355 6%
Not at all likely (1)	457 3%	113 3%	89 4%	69 2%	9 1%	27 2%	61 4%	17 2%	- -	36 3%	11 3%	28 7%	261 3%	197 3%
Unsure	160 1%	18 1%	25 1%	41 1%	27 2%	17 1%	22 1%	- -	- -	9 1%	- -	- -	87 1%	73 1%
Would not buy (another) TV set	67 *	9 *	- -	26 1%	- -	- -	10 1%	- -	- -	9 1%	12 3%	- -	44 *	22 *
EXTREMELY LIKELY/VERY LIKELY (NET)	11191 70%	2287 68%	1588 72%	1966 68%	828 77%	977 68%	1169 69%	596 66%	390 85%	824 70%	294 73%	273 73%	6649 68%	4543 73%
NOT AT ALL LIKELY/NOT VERY LIKELY (NET)	1438 9%	353 11%	205 9%	255 9%	67 6%	135 9%	203 12%	65 7%	13 3%	79 7%	21 5%	42 11%	887 9%	551 9%
Mean	3.95	3.86	3.96	3.96	4.17	3.92	3.92	3.87	4.24	3.97	3.96	3.95	3.91	4.00
S.D.	1.03	1.05	1.06	1.04	0.93	1.01	1.10	0.97	0.78	1.00	0.91	1.18	1.03	1.03