

Residential Energy Management Systems in Australia 2010



Key Areas

- Residential Energy Management (Systems)
- Energy Consumption in the home (Usage)
- Home Automation (Integration of technologies)
- Cabling and Electrical Installation (Built Env)
- Energy Efficiency (Practices/Behaviours)
- Utility and Government EE Programs (Knowledge)
- Green Building Certification (Awareness)
- Green Homes and Green Estates (Occupancy)
- Rebates (Knowledge)
- Market Issues and Demand Drivers
- Education and Awareness

Report Outline

- Residential Energy Management Systems Overview
 - Solutions for Consumers
 - Consumer Energy Usage
 - REMS Installation
 - Adoption and Purchase Plans
 - Market Segmentation and Demand
 - Utilities and Infrastructure
 - Green Buildings and Greenfields
 - Education and Awareness
- + Omnibus

Methodology

- **Online survey of Australian households**
- **Aligned with ABS data and weighted for statistical validity**
- **Augmented by analysis of suppliers and utilities**
- **Minimum of 2000 respondents**
- **Household panel of over 10,000 emails Australia wide - representative of Australian population**
- **Quotas met in each target state**

Demographics

- Age (x 5 groups: U30, 30-39, 40-49, 50-59, 60+)
- Employment Status (x 6 groups: F/T, P/T, Not employed, Student, Retired, Self Employed)
- Education (x 4 groups: School Only, Some tertiary, 1st Degree, Higher Degree)
- Gender (x 2 groups: Male, Female)
- Family Type (x 7 groups: 1 Adult, 1 Adult + 1 children, 2 adults, 2 adults + children, 3 adults, 3 adults plus children, other)
- Annual Household Income (x 7 groups :< \$26k, \$26-52k, \$52-73k, \$73-104k, \$104-156k, <\$156k, Id rather not say)
- Location (Six States and Two Territories + States x Metro and Non Metro)
- Home Ownership (x 3 groups : Rented, Mortgaged, Fully Own)
- Dwelling Type (Unit, Townhouse, House x Type, Age, Condition)
- Intention to purchase or renovate (x 3 groups : No plans, Probably Buy, Probably Renovate)
- Current Electricity Provider (All Major Electricity Providers)

Omnibus Opportunity

Gold Sponsorship \$27.5k inc gst

- ✓ Report Branding gold sponsor
- ✓ Two page advertorial (initiatives and REMS in your business)
- ✓ 6 x survey questions
- ✓ Custom Report
- ✓ Master Class of custom findings

Silver Sponsorship \$15k inc gst

- ✓ Report Branding silver sponsor
- ✓ 3 x survey questions
- ✓ Custom Report
- ✓ Presentation of Analysis

All sponsors receive a complete copy of the report package upon completion, including data sets and cross tabulations

Bronze Sponsorship \$10k inc gst

- ✓ Report Branding bronze sponsor
- ✓ 1 x survey question

Pre-purchase Report Package

There are two versions of the pre-purchase REMS 2010 report :

1. The Full Report \$6655 inc gst
2. Management Report \$4840 inc gst

The full report includes all cross tabulations and data sets, the management report is report only

Proposed Deliverables

- ✓ **REMS2010 Pre sales campaign**
June – July 2010
- ✓ **REMS2010 Omnibus Sponsors Defined**
June – Mid July 2010
- ✓ **REMS2010 Data Collection**
Mid July – July end 2010
- ✓ **Data Analysis and Report Writing**
August – Mid August 2010
- ✓ **Report Delivery**
16-23rd August 2010

Further Information

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