



## Energy Consumption, drivers and inhibitors – How does the Australian business market react?

Sydney, 3 November 2009. Connection Research has launched the most comprehensive analysis available on the energy consumption of the Australian business market, based on a direct survey of over 1000 companies.

The survey covered business attitudes towards such issues as:

- Climate Change- Contestability- Smart Meters- Consumer Attitudes, Actions and Trends- The Built Environment- Carbon Emissions Reporting and Trading- Education and Awareness- What the Australian business sector wants from energy retailers and governments

The Business Energy Consumption in Australia report comprises the latest round of analysis in Connection Research's Consumer and Community Sustainability portfolio. The evolving energy market impacts the consumer, the utility, the state and federal governments, and consultants in the field, said Cassandra Phillips, Sustainability Portfolio Manager of Connection Research.

We have investigated the strategies in place for the reduction of energy consumption and determined the affects of the rising price of energy on the Australian business market. We have asked the need-to-know questions about what Australian businesses are doing to measure and monitor their environment and what they are doing to reduce carbon emissions.

The state and federal governments are now developing new initiatives and incentives to educate Australian business on how to reduce their power bills and carbon pollution. Consultants are struggling to keep abreast of the fast-changing issues. The big winners are supposed to be Australian businesses and consumers but are they?

The size of the overall market, and many of the initiatives, are well documented. What is not understood is the relative importance of each of the drivers of and barriers to energy consumption, and how this varies to the relative size, type and nature of Australian businesses.

The purpose of this research is to measure the importance of these drivers and inhibitors across a broad spectrum of organisations, to identify patterns of energy consumption behaviour, and to understand better how to develop long term relationships with the Australian business sector by knowing what they want and how to deliver on their expectations said Ms Phillips.

Sustainability and best practice within all consumer and community environments is what we investigate on a regular basis in our Consumer and Community Sustainability portfolio. Connection Research is in the process of developing the 2010 research platform which includes primary research in the areas of Energy, Water, Waste, Sustainability, Residential Energy Management, The Digital Home, and Climate Change, said Ms Phillips.

Over the next twelve months we aim to provide the most comprehensive market research available, we have delivered on these initiatives over the past twelve months and we are currently looking for interested parties to participate in the 2010 subscription model either by way of sponsorship or investment in the research platform.

The report is a public document and is currently available for purchase.

### About Connection Research

Connection Research is an Australian market research and consultancy company specialising in analysis of sustainability issues. Services are provided in four interrelated areas: Green IT, Consumer and Community Sustainability, Building Industry and Trades, and Carbon and Compliance. Connection Research undertakes primary research (surveys of users, trades people, suppliers, practitioners), conducts market modelling analyses (combining our primary data with other sources) and consultancy in these fields.

[www.connectionresearch.com.au](http://www.connectionresearch.com.au) For more information, contact Cassandra Phillips [cassandrap@connectionresearch.com.au](mailto:cassandrap@connectionresearch.com.au) + 61 2 9467 9833

### Contacts

Cassandra Phillips

+ 61 2 9467 9833

[mailto: cassandrap@connectionresearch.com.au](mailto:cassandrap@connectionresearch.com.au)