

APPENDICES

APPENDIX A

Demographic Profile by Age (Domestic Sample)

Age Group	IWK Customer	Non-IWK Customer
20 – 29 Years	8%	6%
30 – 39 Years	20%	30%
40 – 49 Years	33%	30%
50 Years and above	39%	34%

APPENDIX B

Demographic Profile by Ethnic (Domestic Sample)

Ethnic Group	IWK Customer	Non-IWK Customer
Malay	36%	39%
Chinese	59%	49%
Indians	5%	12%

APPENDIX C

Demographic Profile by Location (Domestic Sample)

Location	IWK Customer	Non-IWK Customer
Penang Island	77%	38%
Penang Mainland	23%	62%

APPENDIX D

Demographic Profile by Household Income (Domestic Sample)

Income Group	IWK Customer	Non-IWK Customer
Up to RM 1000	28%	32%
RM 1001 – RM 2000	25%	32%
RM 2001 – RM 3000	18%	15%
RM 3000 and above	31%	17%

APPENDIX E

Consumer Awareness Level towards Public Utilities (Domestic and Non-Domestic Samples)

Public Utility Company	Sample Group		
	Domestic (IWK Customer)	Domestic (Non-IWK Customer)	Non-Domestic
IWK	35%	34%	48%
MPSP	100%	98%	100%
MPPP	100%	100%	100%
TNB	100%	99%	100%
PBA	100%	99%	100%

APPENDIX F

Consumer Perception Level on Fair Pricing (Domestic and Non-Domestic Samples)

Public Utility Company	Sample Group		
	Domestic (IWK Customer)	Domestic (Non-IWK Customer)	Non-Domestic
IWK	11%	14%	8%
MPSP	52%	37%	16%
MPPP	39%	37%	22%
TNB	38%	53%	27%
PBA	58%	61%	41%

APPENDIX G

Consumer Perception Level on Consumer Friendly (Domestic and Non-Domestic Samples)

Public Utility Company	Sample Group		
	Domestic (IWK Customer)	Domestic (Non-IWK Customer)	Non-Domestic
IWK	26%	27%	10%
MPSP	41%	44%	28%
MPPP	32%	34%	49%
TNB	33%	49%	35%
PBA	40%	52%	41%

APPENDIX H

Consumer Perception Level on Environmentally Friendly (Domestic and Non-Domestic Samples)

Public Utility Company	Sample Group		
	Domestic (IWK Customer)	Domestic (Non-IWK Customer)	Non-Domestic
IWK	22%	23%	20%
MPSP	28%	42%	31%
MPPP	33%	33%	37%
TNB	36%	46%	30%
PBA	52%	46%	36%

APPENDIX I

Consumer Perception Level on High Service Quality (Domestic and Non-Domestic Samples)

Public Utility Company	Sample Group		
	Domestic (IWK Customer)	Domestic (Non-IWK Customer)	Non-Domestic
IWK	34%	31%	12%
MPSP	40%	44%	34%
MPPP	36%	43%	54%
TNB	40%	54%	38%
PBA	60%	76%	63%

APPENDIX J

Consumer Perception Level on Effectiveness of Communication of the Public Utilities (Domestic and Non-Domestic Samples)

Public Utility Company	Sample Group		
	Domestic (IWK Customer)	Domestic (Non-IWK Customer)	Non-Domestic
IWK	33%	52%	67%
MPSP	73%	44%	61%
MPPP	39%	52%	51%
TNB	70%	75%	75%
PBA	67%	57%	72%