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Queensland Household Energy Survey 2024

Foreword

Queenslanders are at the forefront of the energy transition, with world record rates of rooftop solar, a growing number of batteries connected to the network, and electric vehicle numbers charging ahead.

As we build the electricity networks of the future, it is critical for us to understand how Queenslanders are changing their energy use behaviours and adopting new technology.

The Queensland Household Energy Survey results build on the wealth of hard data we use to plan network investment so that we continue delivering an affordable, reliable, sustainable, and safe electricity supply for Queenslanders.

The decisions our customers make on the home front inform our decisions about the electricity transmission and distribution network infrastructure that supports them.

The power system needs to deliver for Queenslanders and help the Sunshine State achieve its goal of 50 per cent renewable energy by 2030, 80 per cent by 2035 and net zero emissions by 2050.

The insights customers share with us in the Queensland Household Energy Survey (QHES) add to the big picture.

We are pleased to present the high-level findings in this report as we continue to support millions of Queensland customers in the renewable energy transition.

Paul Simshauser

Chief Executive, Powerlink Queensland

Peter Scott

Chief Executive Officer, Energy Queensland
(incorporating Energex and Ergon Energy Network)

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Our Brands

Energex and **Ergon Energy Network** are Energy Queensland's poles and wires distribution businesses and deliver electricity across Queensland.

Through our 200,000 kilometres of electricity networks, and 33 stand-alone microgrids, we energise the lives of more than five million Queenslanders, supplying electricity directly to 2.3 million residential and business customers from the Tweed River to Torres Strait and from Brisbane to Birdsville.

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Powerlink Queensland is a Government Owned Corporation (GOC) that owns, develops, operates and maintains the transmission network in Queensland.

We connect Queenslanders to a world-class energy future, providing electricity to five million Queenslanders and 238,000 businesses via the state's distribution networks. We are also responsible for connecting large-scale renewable energy developments, including wind and solar, and providing electricity to large industrial customers in the rail, mining and LNG sectors.

About the Queensland Household Energy Survey 2024

4,193 participants completed in 2024
3,566 from research panel
627 from online communities
(Talking Energy, Facebook etc.)

Online survey was active between 25th March and 31st May 2024

20-min online survey
Topics including sentiment, managing bills, energy usage, and appliance ownership

66% Owned or paying off mortgage
75% Live in detached house

Results in this report are most often presented as a total Queensland result because the results are mostly similar for Regional QLD and South-East QLD. While the survey aims to be representative of Queensland households, there is a higher incidence of participants who own solar PV, Electric Vehicles (EVs) and battery storage compared to other sources.

More detailed location information can be found on the website.

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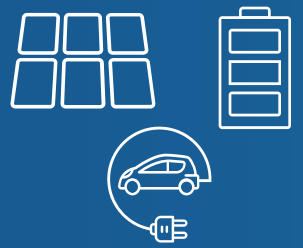
1. Executive summary

Electricity prices are a major concern for many households and are contributing to cost-of-living concerns, but anxiety towards high energy price increases has lessened this year.

Households are engaging with information from suppliers to understand their usage and are looking for ways to reduce their energy bills. They are willing to change behaviour to lower their bills.



Solar PV ownership continues to grow while there is increasing interest in battery storage, electric vehicles and other appliances such as Home Energy Management Systems (HEMS).

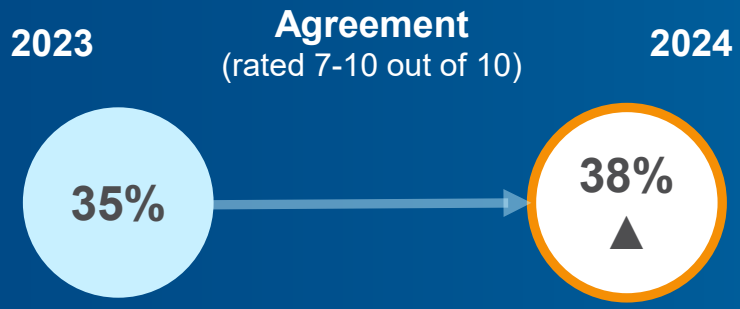
2.

Statewide Results

Electricity Sentiment

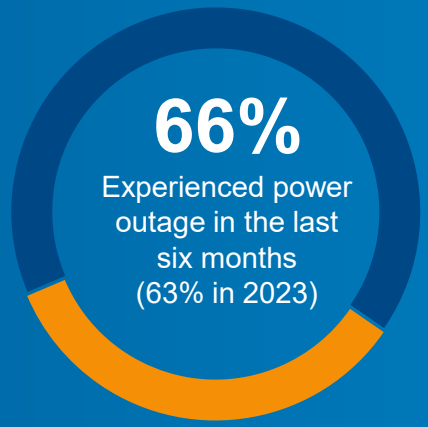
Households increasingly believe energy suppliers are working to make electricity more affordable in 2024

Affordability:
These energy suppliers are working to make electricity more affordable

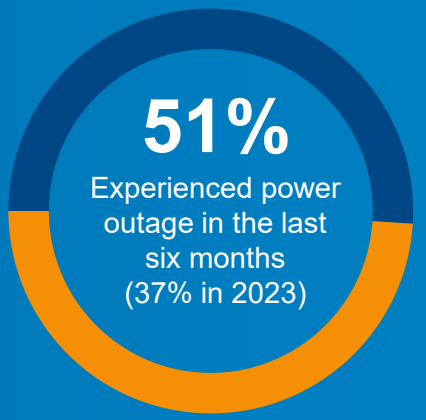


Households in Regional QLD were more likely to have experienced power outages than in South-East QLD

REGIONAL QLD



SOUTH-EAST QLD



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▲▼ Significantly higher/lower than previous year at the 95% confidence level

Find the full results for this section of the QHES here

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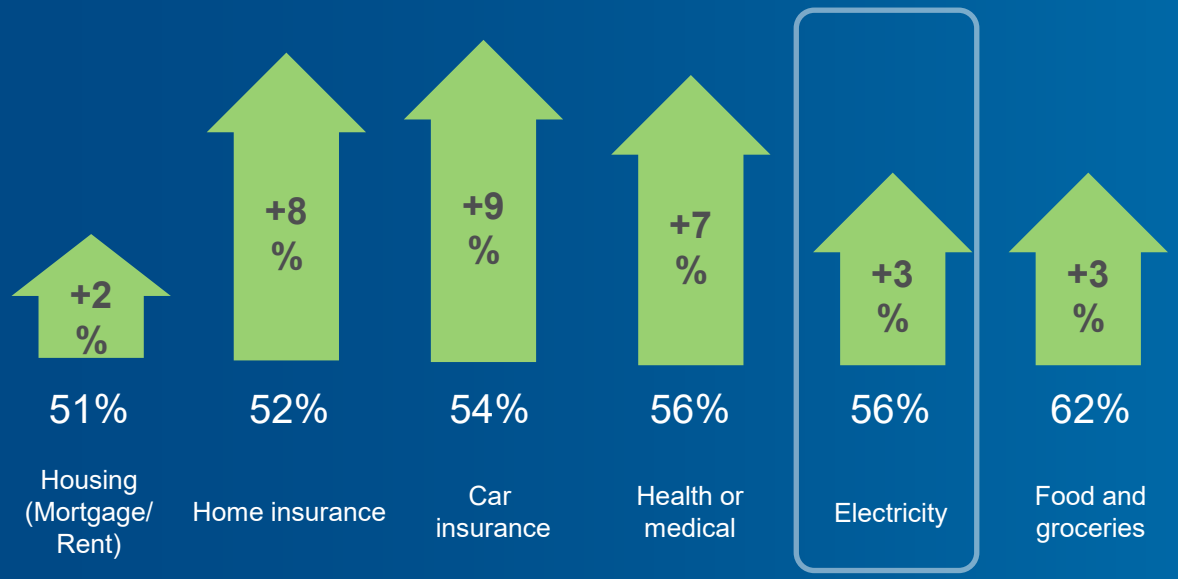
Managing Household Bills

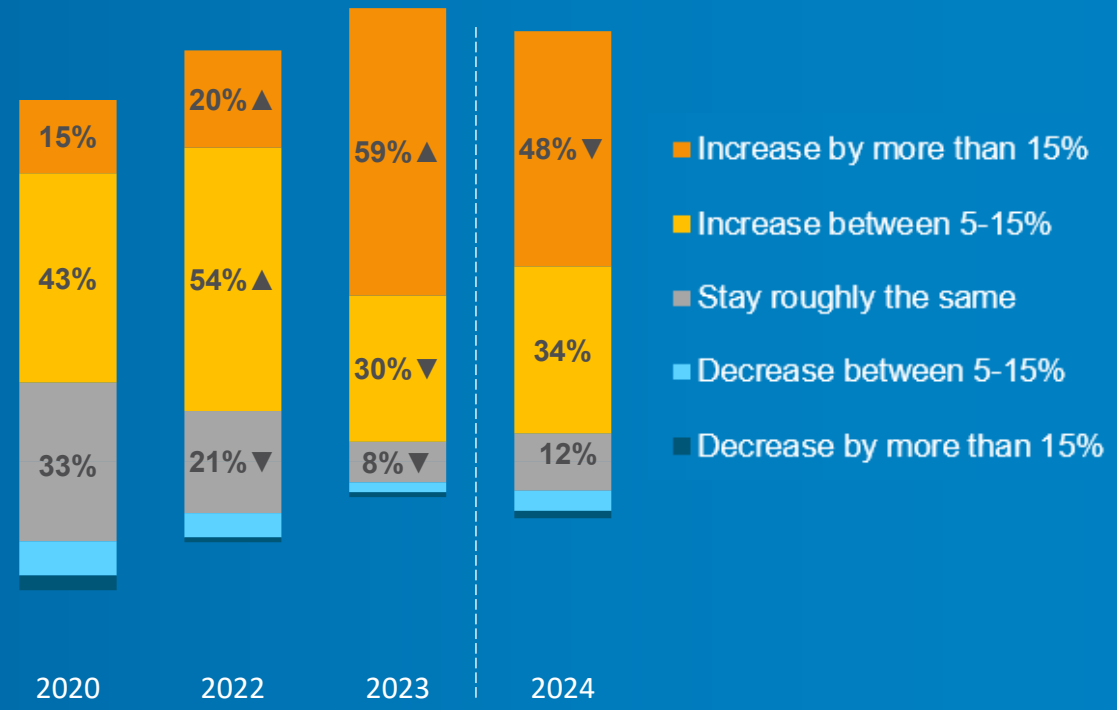
Cost-of-living pressures have heightened concern about electricity bills

Concern about ongoing ability to pay expenses
(% High concern 7-10)



A significant majority still expect electricity prices to increase in the future, but less so than previous years

Over the next three years, do you expect the price you pay for electricity to…



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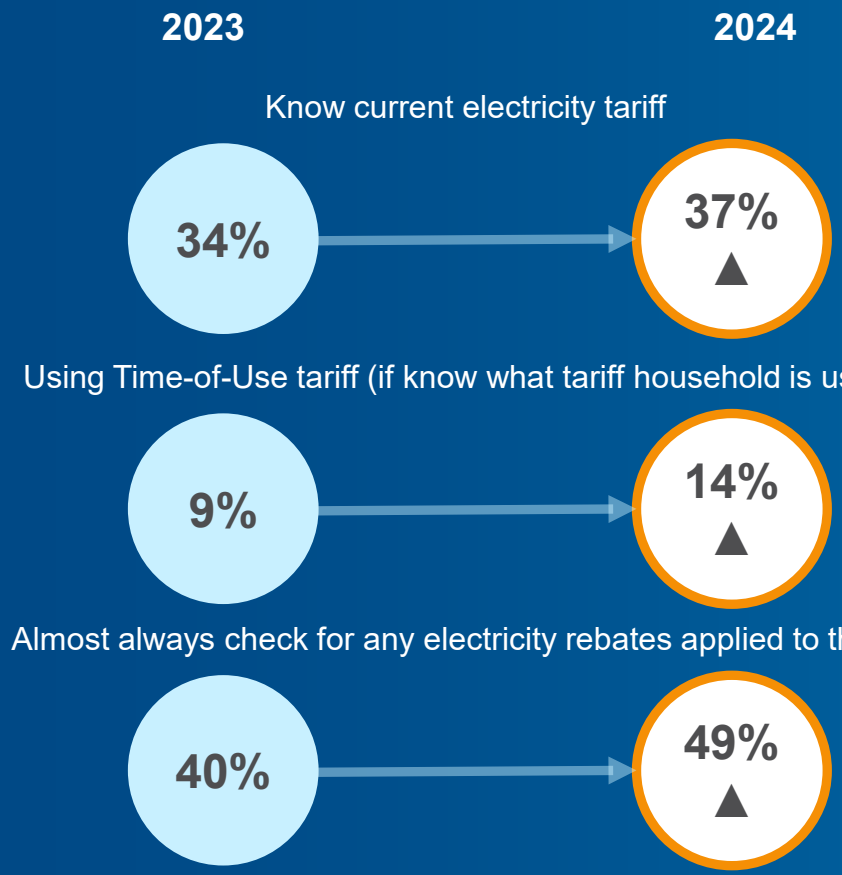
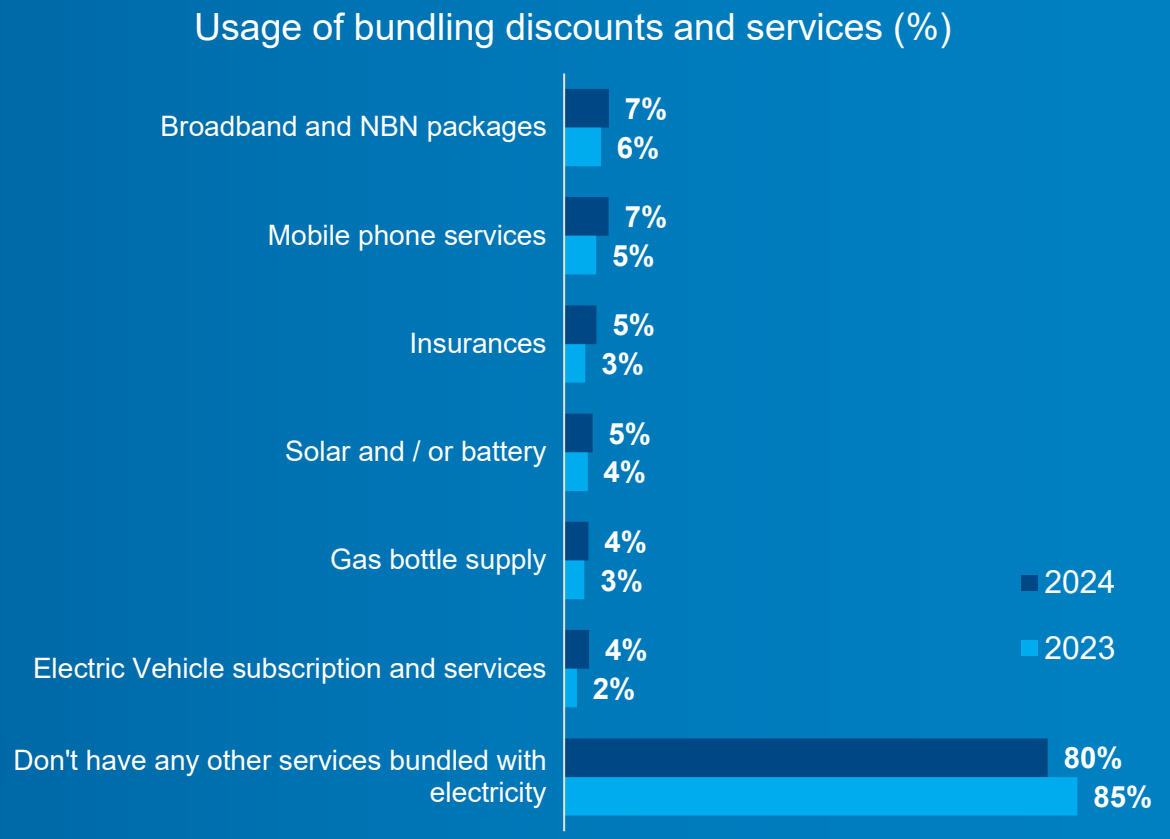
Managing Household Bills

Households are paying closer attention to details of electricity bills



Bundling electricity with other services to save money is becoming more common



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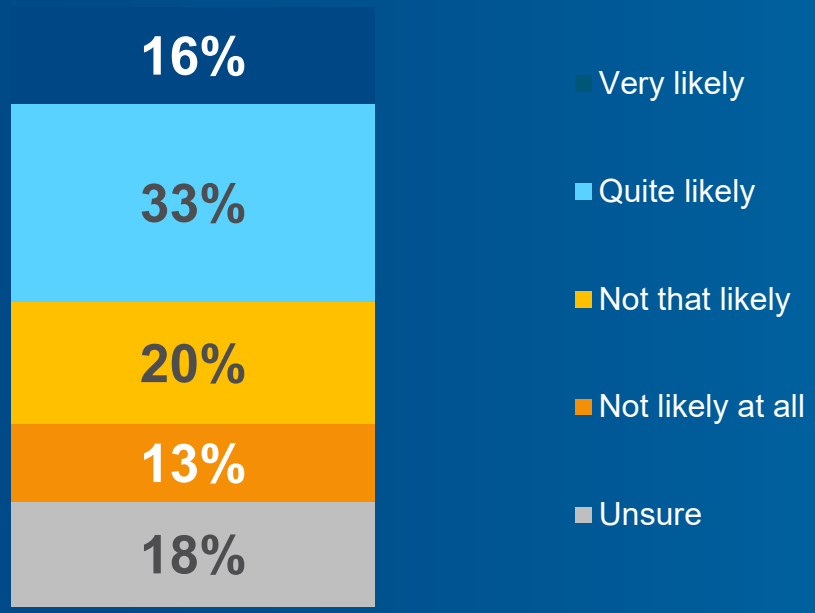
Household Energy Usage

There is strong interest in time-of-use tariff options

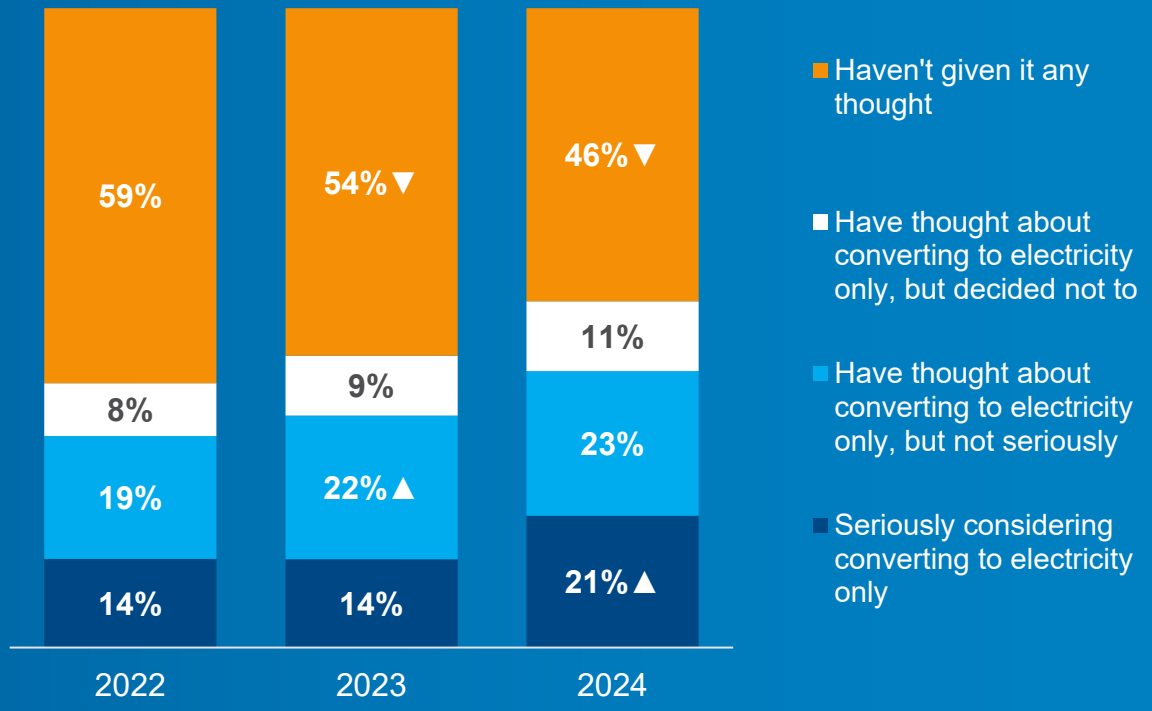
Likelihood to move to daytime tariff* (%)

* Among participants not currently on a Time of Use tariff



More households with a gas connection are considering converting to electricity only

Consideration to convert to electricity only (%)



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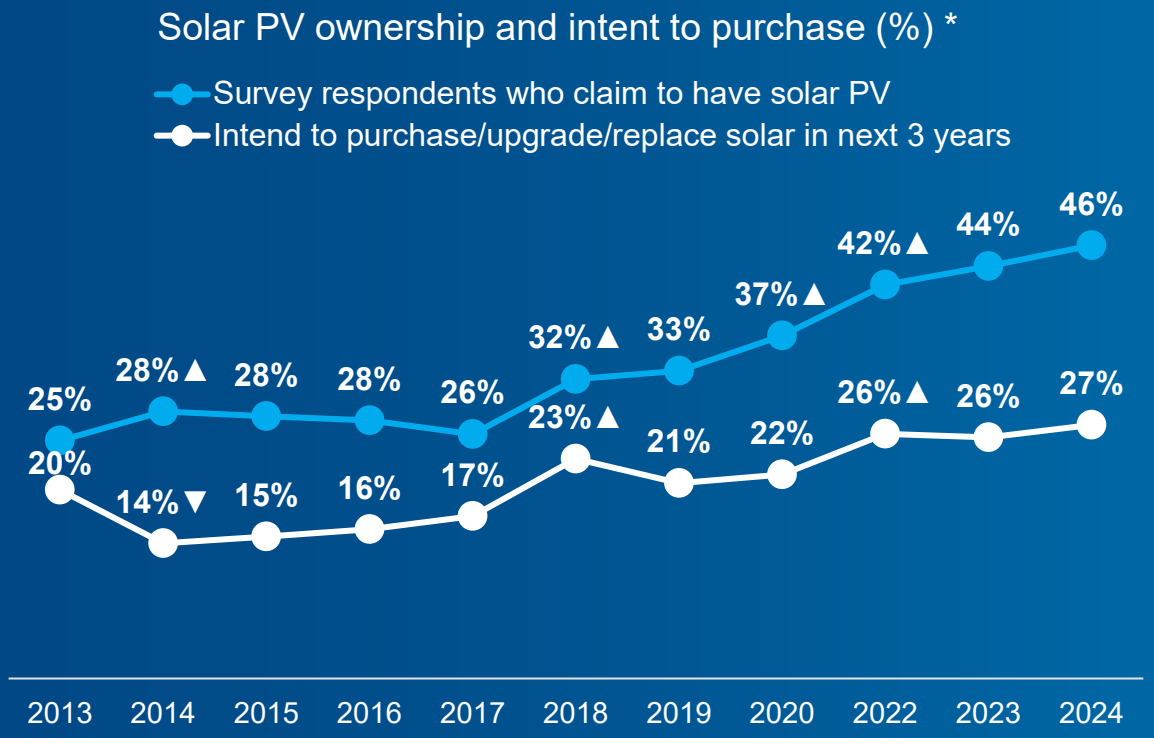
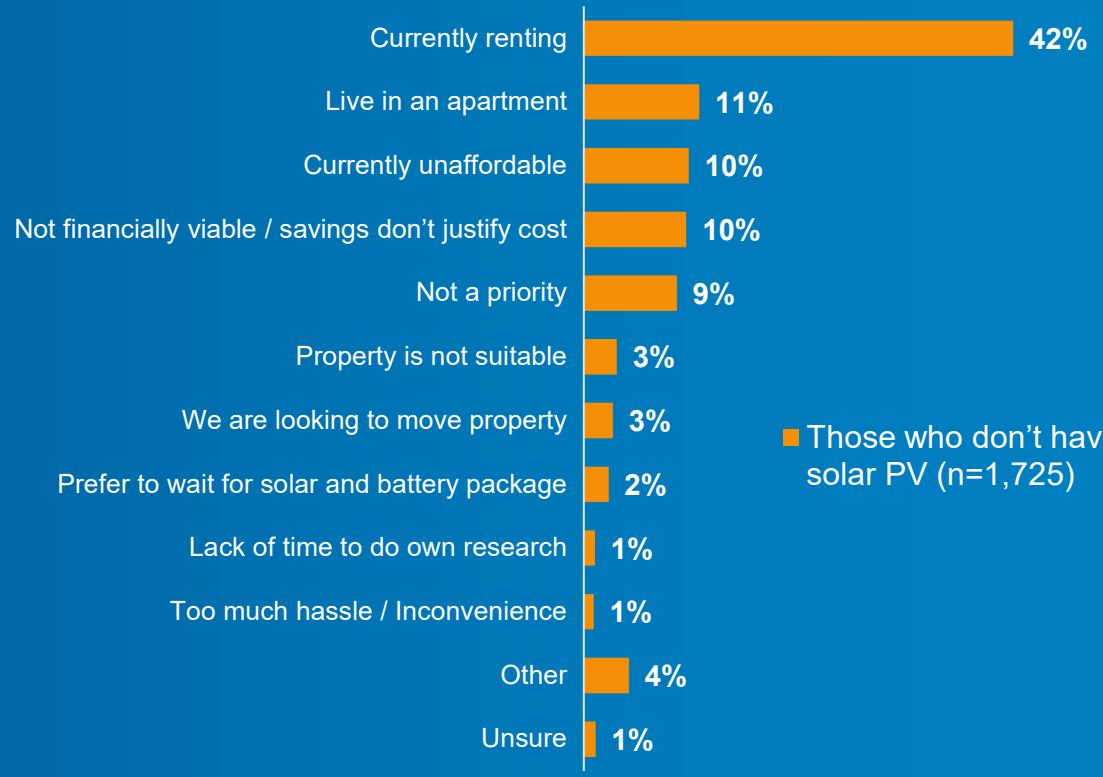
Solar

There is continued growth in Solar PV ownership, with intention to purchase steady



Renting is the main barrier to not owning Solar PV



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▲▼ Significantly higher/lower than previous year at the 95% confidence level. * Changes to ownership is based off previous QHES survey data, therefore is not necessarily an indication of actual incidence in the state. This absolute figure may differ to other sources.

Find the full results for this section of the QHES here

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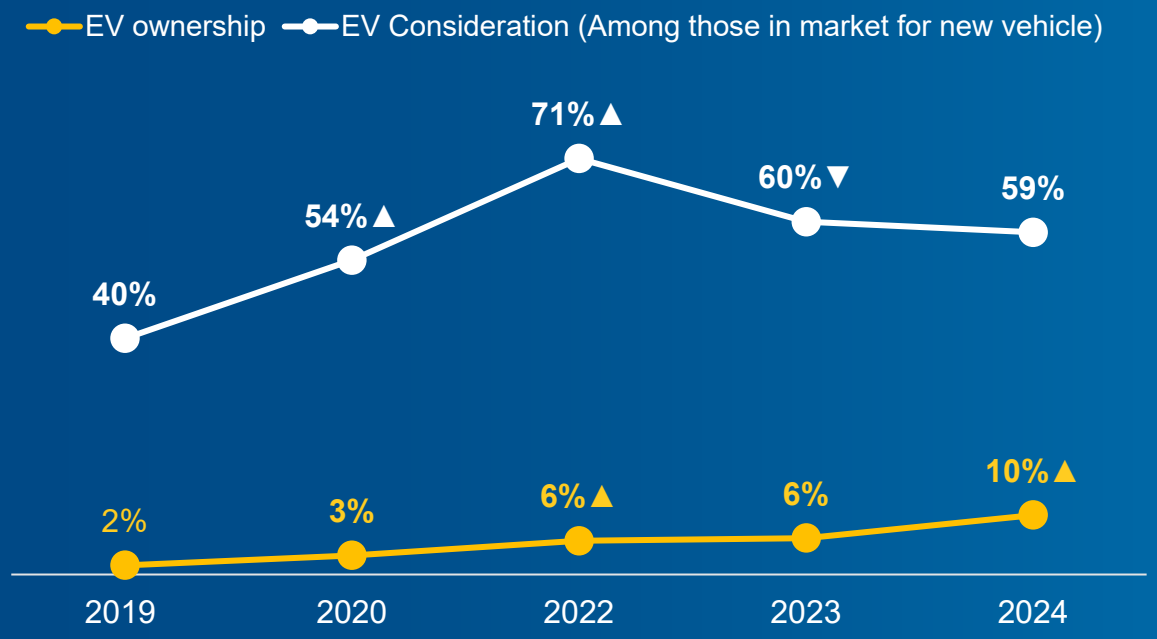
Electric Vehicles & Battery Storage

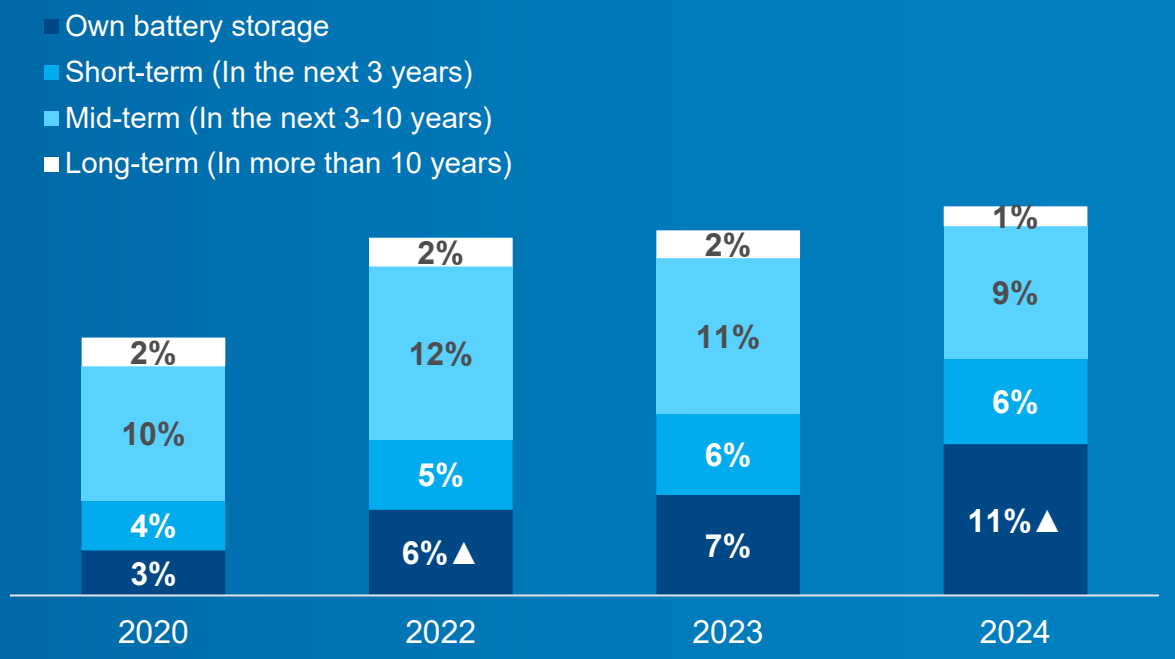
Stated ownership of EVs and hybrid vehicles has grown over the last 12 months

EV ownership and consideration (% in next 3 years)*



Fewer households intend to purchase battery storage in medium and long terms

Battery storage consideration and purchase (%)*



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▲▼ Significantly higher/lower than previous year at the 95% confidence level. * Changes to ownership is based off previous QHES survey data, therefore is not necessarily an indication of actual incidence in the state. This absolute figure may differ to other sources.

Find the full results for Electric Vehicles here and the Battery Storage here

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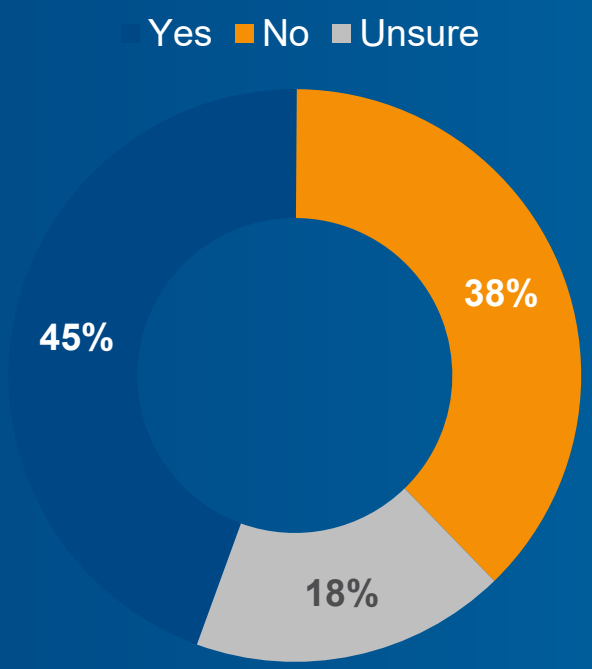
Energy Management & Going Off-Grid

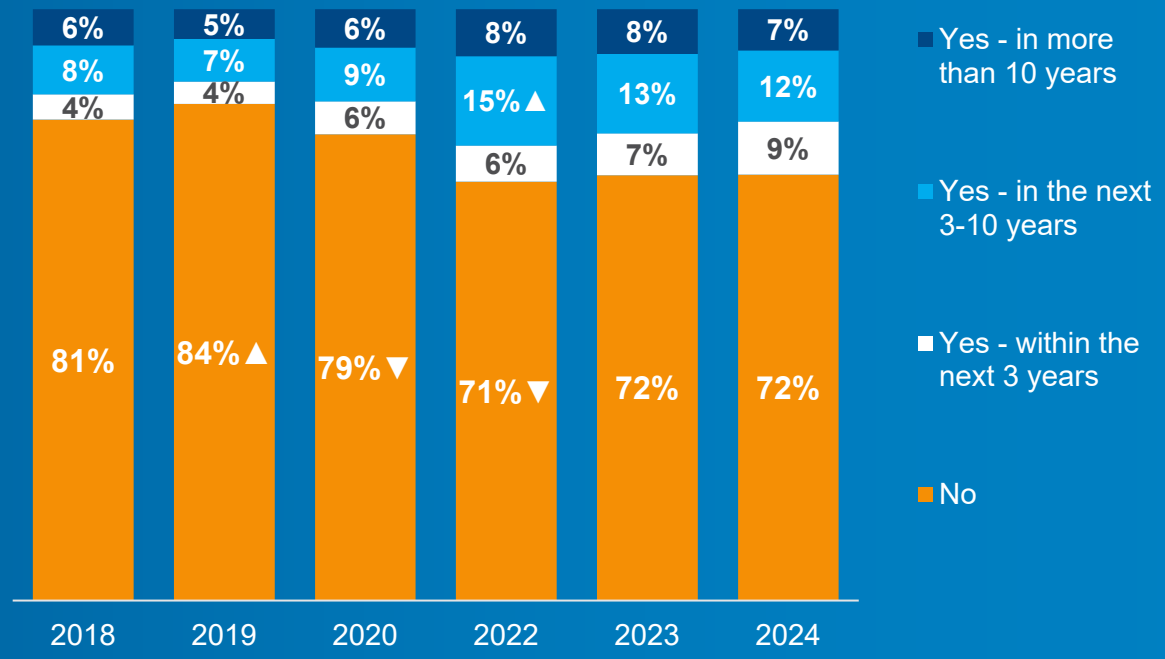
As the roll-out of Smart Meters continues, just under half of households who responded have a smart meter installed at their property

Have Smart Meter (%)



Intention to go off-grid has generally remained unchanged from last year

Intention to go off-grid (%)



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Find the full results for Energy Management here and Going off-Grid here

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3.

Household Profile Snapshots

Household profiles: Summary view

Eight household profiles were identified and categorised.

Understanding how and why these participants currently use and think about energy and what could change in the future will assist Queensland electricity providers to deliver better solutions and customer service. See Section 4 for a full description of each.





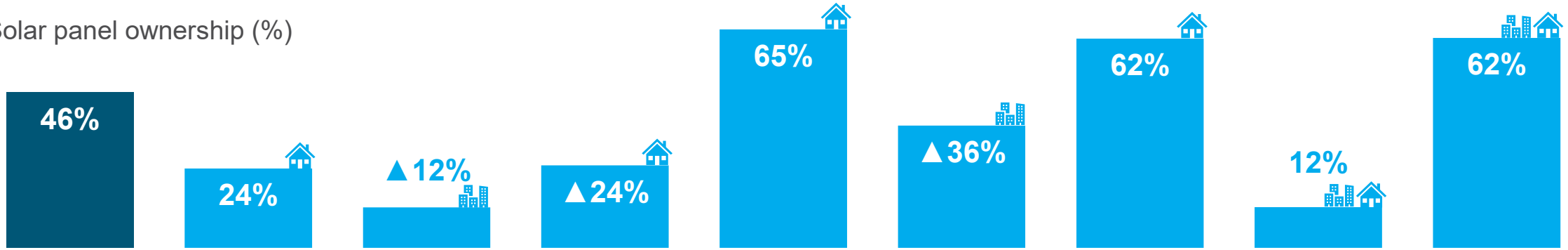



	Renters in houses	Renters in apartments or townhouses	Family renters in houses	Family homeowners in houses	Homeowners in apartments or townhouses	Homeowners in houses	Retiree renters	Retiree homeowners
% 2024 QHES participants by household type	8%	11%	9%	22%	6%	16%	5%	14%
Age*	Youngest	Younger	Young to middle aged	Middle aged	Middle aged	Older	Older	Oldest
Household*	Couples without children or in share houses	Live alone, couples or share house	Parents and single parents	Couples and Singles with dependent children	Live alone and couples with children	Couples without children	Couples and Singles without children	Couples and singles without children
Location*	South-East QLD	South-East QLD: Brisbane / Gold Coast	Regional QLD	Regional QLD	South-East QLD: Brisbane / Gold Coast	Regional QLD	South-East QLD	Regional: Sunshine Coast / Wide bay
Household Income*	Mid	Low/Mid	Low	Highest	Mid / High	High	Lowest	2nd Lowest

*Characteristics are representative of the profile, either the majority of participants, or features where this profile is over-represented. Some demographics included in this profile may be outside these aspects. Proportions are based on results from 2024 QHES survey, not ABS populations. These are the most common profiles identified from the QHES survey and do not cover the entire survey sample.

Profile Snapshot: Solar panels

Solar panel ownership (%)



	Renters in houses	Renters in apartments or townhouses	Family renters in houses	Family homeowners in houses	Homeowners in apartments or townhouses	Homeowners in houses	Retiree renters	Retiree homeowners
Year panels installed – Results of significance (Base: Those with solar PV panels)	25% UNSURE WHAT YEAR	-	▲73% FROM 2020	▲58% FROM 2020	79% 2019-2023	31% PRIOR TO 2017	-	42% PRIOR TO 2017
Importance of maximising use of solar-generated electricity (Rated High Importance 7-10 out of 10)	68%	-	▲91%	80%	76%	75%	-	77%
Receive $0.44 feed-In tariff Queensland Solar Bonus Scheme	6%	-	3%	9%	12%	15%	-	29%
Reason for NOT having solar panels (Base: Those without solar PV panels)	76% CURRENTLY RENTING	67% CURRENTLY RENTING	81% CURRENTLY RENTING	▲33% NOT A PRIORITY	46% LIVE IN AN APARTMENT	24% NOT FINANCIALLY VIABLE	77% CURRENTLY RENTING	31% NOT FINANCIALLY VIABLE

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▲▼ indicate statistically significant increases and decreases at the 95% confidence level in results in comparison to the previous year.
*Cells containing '-' do not show any results due to small sample sizes (n<50).

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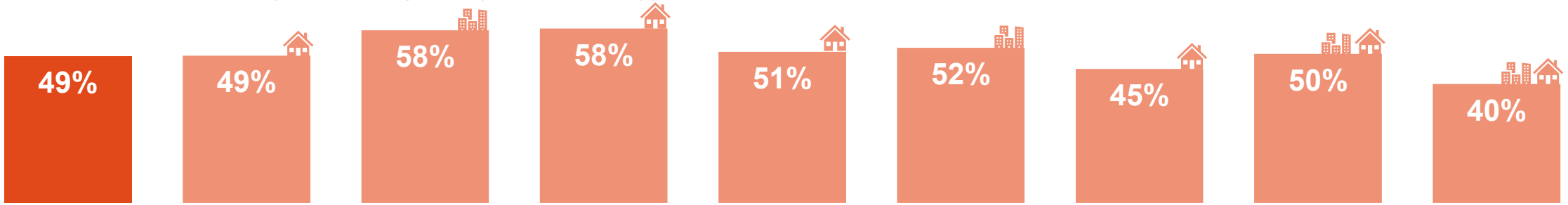
Profile Snapshot: Electricity usage and behaviour

Likelihood to shift to a daytime tariff (% Very + Quite likely)

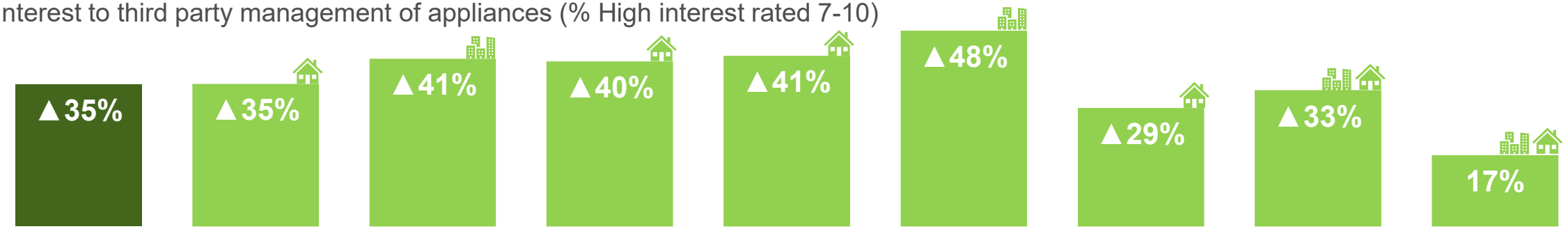


	Renters in houses	Renters in apartments or townhouses	Family renters in houses	Family homeowners in houses	Homeowners in apartments or townhouses	Homeowners in houses	Retiree renters	Retiree homeowners
Try to reduce usage	80%	77%	▲83%	75%	75%	74%	78%	70%
Main reason to not switch to a daytime tariff (Base: Those not likely to switch)	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DON'T LIKE TO BE CONSTRAINED ABOUT TIME OF USAGE	DON'T LIKE TO BE CONSTRAINED ABOUT TIME OF USAGE
Engagement in bills – Cost (% Almost always check)	▲54%	55%	▲55%	56%	55%	62%	60%	60%
Engagement in bills – Usage (% Almost always check)	41%	37%	43%	47%	52%	55%	▲52%	57%
Awareness of current tariff	26%	28%	▲35%	44%	43%	41%	24%	40%
Interest in purchasing a HEMS (% Very + Somewhat likely)	39%	40%	▲48%	45%	49%	31%	22%	15%

▲▼ indicate statistically significant increases and decreases at the 95% confidence level in results in comparison to the previous year.

Profile Snapshot: Third party control and remote access

Interest to third party management of appliances (% High interest rated 7-10)



	Renters in houses	Renters in apartments or townhouses	Family renters in houses	Family homeowners in houses	Homeowners in apartments or townhouses	Homeowners in houses	Retiree renters	Retiree homeowners
Trust in electricity companies (% Agree rated 7-10)	53%	56%	55%	62%	▲65%	▼53%	63%	63%
Interest in remote access – Electricity usage (% High interest rated 7-10)	52%	59%	▲59%	61%	▲63%	47%	▲43%	▲31%
Interest in remote access – Other appliances (% High interest rated 7-10)	46%	55%	▲60%	60%	▲58%	48%	▲40%	▲29%
Use a third party to manage Solar PV usage (Base: Those with solar PV)	▼5%	-	▲21%	11%	18%	5%	-	1%
Electricity retailer is a trusted source of information	28%	32%	32%	34%	35%	35%	37%	45%

▲▼ indicate statistically significant increases and decreases at the 95% confidence level in results in comparison to the previous year.
*Cells containing '-' do not show any results due to small sample sizes (n<50)

Profile Snapshot: Sentiment and bills

Estimated average quarterly bill ($)

	Renters in houses	Renters in apartments or townhouses	Family renters in houses	Family homeowners in houses	Homeowners in apartments or townhouses	Homeowners in houses	Retiree renters	Retiree homeowners
Percentage increase in estimated average quarterly bill from 2023 (%)	+9%	+11%	+10%	+13%	+20%	+23%	+25%	+23%
Concern for paying electricity bill (% High concern rated 7-10)	63%	66%	▲75%	▲59%	52%	47%	65%	39%
Most concerning bill	MORTGAGE OR RENT	MORTGAGE OR RENT	FOOD AND GROCERIES	FOOD AND GROCERIES	FOOD AND GROCERIES	HOME INSURANCE	FOOD AND GROCERIES	HOME INSURANCE
Expected bill increases (% Increase by more than 15%)	49%	▼48%	54%	▼48%	▼41%	▼52%	▼48%	▼46%
Would accept poorer reliability to reduce bills	19%	▼18%	18%	16%	14%	15%	14%	7%

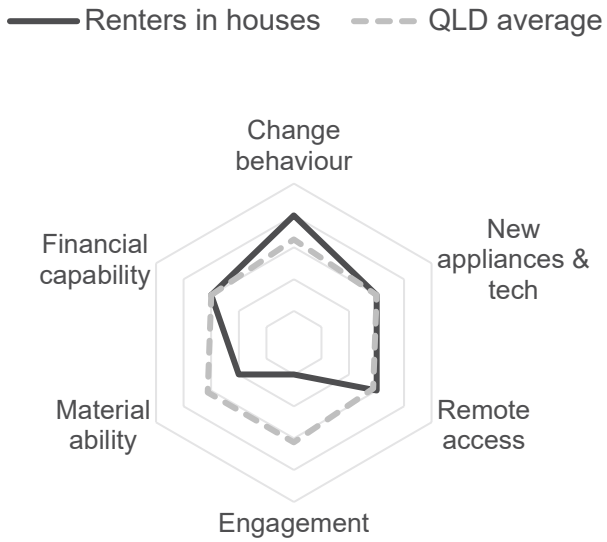
▲▼ indicate statistically significant increases and decreases at the 95% confidence level in results in comparison to the previous year.

4.

Household Profiles in Detail

Renters in houses

Renters in houses



Do not have dependent children

Employed/Unemployed/In education/Other

Rental accommodation

Live in a house

8% of Queensland households

WHO ARE THESE HOUSEHOLDS

These are participants who live in rental accommodation – either couples with no dependent children, a shared household of adults, or single with no dependent children. They live in a house and have the lowest average age of all profiles.

They are employed, self-employed, in education or not in paid employment. Most of them are in full time employment, but they are more likely than other working-age participants to be unemployed or a student in formal education.

CHANGE BEHAVIOUR

Renters in houses are among the highest likelihood to consciously try to reduce electricity usage. Many are also willing to adjust their electricity use behaviour to manage peak and minimum demand.

They have an average likelihood of switching to a daytime tariff to manage bill costs.

NEW APPLIANCES/TECHNOLOGY

Renters in houses have lower than average incidence of solar PV panel installation and average Electric Vehicle (EV) ownership compared to other profiles.

Their intention to purchase new technology, such as solar PV, EVs or a Home Energy Management System (HEMS) in the future is at around the state average.

They are no more likely than others to have downloaded a provider's mobile app.

REMOTE ACCESS

There is average interest in in participating in third-party control programs and in remote control of their electricity usage and other appliances. They have the lowest trust in electricity suppliers out of all profiles.

For those with solar PV, they have a higher likelihood of allowing their provider to optimise electricity usage.

ENGAGEMENT

Renters in houses are some of the least engaged when it comes to analysing their bill. They are below average for checking all elements of their bill including overall cost, unit cost, amount used, comparison to last year, tariff earnings and electricity rebates.

These participants also have very low awareness of what tariff the household is using and low awareness of peak and minimum demand issues affecting the network.

They are less likely than others to know if their home has a Smart meter.

As a result of these changes, the engagement rating of this profile has decreased this year.

MATERIAL ABILITY

Renting is a significant barrier to new technology and improving energy efficiency in these homes. Being in a rental accommodation is the key reason for not having a solar PV system or a battery storage system in the property.

FINANCIAL CAPABILITY

Renters in houses show higher levels of concern for their ongoing ability to pay a range of bills, including electricity, rent, groceries, fuel and gas, compared to other profiles.

These participants also have a higher average quarterly bills compared to other profiles and a majority expect the price of electricity to increase significantly over the next three years.

Renters in houses

WHAT ARE THE CHANGES IN 2024

One of the only household groups not to register higher concern for paying bills in 2024, and with estimated quarterly electricity bill among the lowest increases, this group are withstanding cost-of-living pressures better than most.

The estimated average quarterly electricity bill is approximately $448 in 2024 – a 9% increase on last year. As such, there is little difference in the number of these participants that who are concerned with their ability to pay their electricity bill compared to last year (63% and 62%).

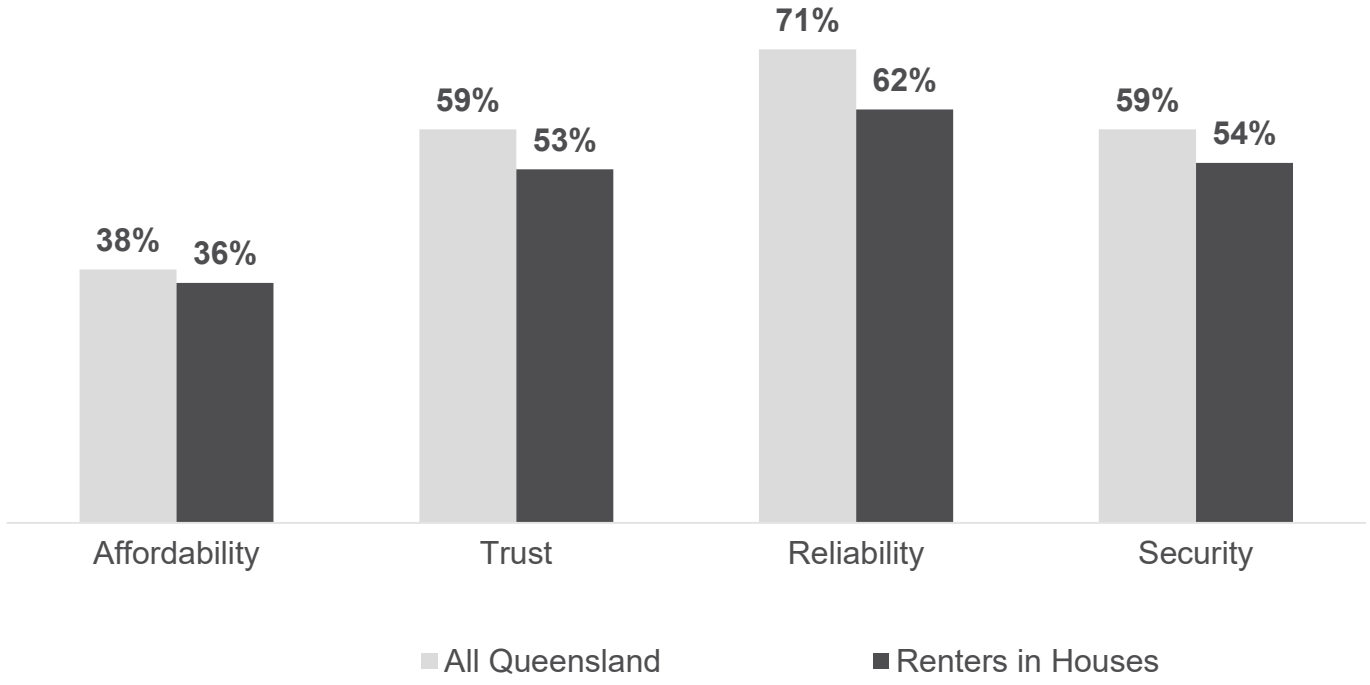
Just under half (48%) expect a 15%+ increase in electricity bills in the next year (down from 59% in 2023), with most (34%) expecting a more modest 5% to 15% increase.

Renters in houses have a low perception of energy suppliers. They are the least likely to agree that they would trust these energy suppliers to do the right thing if customers were facing a problem (53%) and are becoming less likely to expect energy suppliers will provide a reliable energy supply (62%, down from 65% in 2024 and 69% in 2022). They have among the lowest trust in network service providers for information about electricity (12% trust for Ergon, 10% trust Energex).

These participants are among the least likely to know if there is a Smart meter installed at the property (37% have a Smart meter installed, 25% are unsure). These participants believe the most valuable aspect of a Smart meter is the ability to have accurate meter readings (67%).

These participants are checking the financials of their electricity bill more closely this year. They are more likely to almost always check the overall cost of their electricity bill (54%, up from 45%) and ensure that the necessary rebates have been applied (38%, up from 24%).

Agreement with energy sentiment statements (% Agreement 7-10)



Renters in houses

ENERGY CHALLENGES AND OPPORTUNITIES

Rental houses of adults (either singles, couples or shared houses) have a limited engagement with electricity companies and low expectations providers are trustworthy or deliver affordable or reliable service. They are facing some extreme bill pressures, but don't feel supported and are less likely than other profiles to use providers or government sources for support or advice. They have less interest than other comparable household profiles in using appliances such as mobile apps, HEMS or smart devices that could help manage their electricity bills.

Bill pressures are front of mind – particularly housing costs (71% are concerned with their ability to meet rent payments).

SHORT TERM IMPACT

This group has lower perceptions of electricity providers which could be a barrier to receiving useful information and support. Among all the household profiles, these have the lowest agreement with all four sentiment statements – Affordability (36%, compared to 38% among other participants), Trust (53%, 59% overall), Reliability (62%, 71% overall) and Security (54%, 59% overall).

As such, they are not familiar with the details of their account, nor the issues facing the providers. They have among the lowest awareness of current tariff (26% know what tariff structure they use, 37% overall). However, this year more have regularly checked some financial aspects of their bill – costs and application of rebates. They are less likely to have heard of issues about peak and minimum demand facing the industry. They trust friends and family as a source for electricity information (but not network providers) and would be more likely to consider changing tariff option following a recommendation from friends or family.

LONG-TERM IMPACT

This group is mainly composed of couples without dependent children (42%) and those living in a shared home (42%). This high incidence of shared households means managing bills, usage and behaviour can be more difficult than nuclear families. Furthermore, living in rental accommodation creates lack of agency to make upgrades and changes to the property to improve energy efficiency and reduce usage.

Participants in this profile are not likely to have use of solar panels (24%, 46% overall), as renting is the principal barrier to this group having solar PV (76%).

80% Consciously tried to reduce your electricity consumption in the past 12 months

9% Estimated quarterly electricity bill increase in last year

76% Of those without solar PV say renting is the main reason they don't have panels

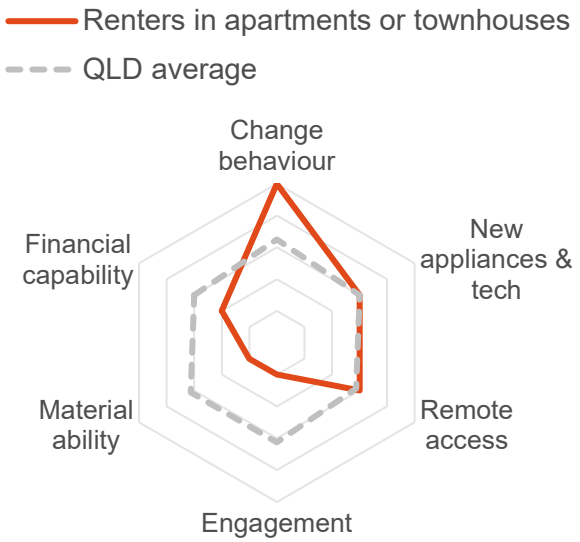
Return to the Household Profile Snapshots

4.

Household Profiles in Detail

Renters in apartments or townhouses

Renters in apartments or townhouses



- Do not have dependent children
- Employed/Unemployed/In education/Other
- Rental accommodation
- Live in an apartment
- 11% of Queensland households

WHO ARE THESE HOUSEHOLDS

This profile with a younger average age live in rental accommodation which is a multi-dwelling building (unit/flat/apartment/townhouse/duplex). Most of them live in South-East Queensland's major metropolitan areas such as Brisbane or Gold Coast.

They are more likely than other profiles to be living alone or in a share house of adults. Majority are in full-time employment, but they are more likely than other working-age participants to be unemployed or a student in formal education.

CHANGE BEHAVIOUR

Renters in apartments or townhouses are the most likely of any profile to consider switching to a daytime tariff to reduce electricity bills, with many of them confident they could switch their electricity usage from the evening to the daytime.

They are also one of the profiles that was most likely to have switched providers in the last 12 months. They also show willingness to change how they use electricity to manage peak and minimum demand.

NEW APPLIANCES/TECHNOLOGY

Renters in apartments or townhouses have the lowest incidence of solar PV panels installed among all profiles and have low intention to purchase.

Despite this, EV ownership among this group is growing and Renters in apartments or townhouses are among the highest interest to purchase an EV and show interest in purchasing a Home Energy Management System (HEMS) in the next 3 years.

REMOTE ACCESS

This group has average interest in permitting third party management of certain appliances. However, there is potential for growth, as they do show higher than average interest in remotely controlling their electricity and other appliances remotely.

ENGAGEMENT

This profile shows low engagement for a range of measures. Renters in apartments or townhouses have lower than average likelihood of checking some elements of their bill, including amount of electricity used, comparison to last year and electricity rebates.

They also have the lowest awareness of their current tariff of any profile and are among the lowest awareness of peak and minimum demand issues.

MATERIAL ABILITY

Renters in apartments or townhouses have very low material ability due to their household situation. Being in a rental accommodation and living in an apartment are the key reasons for not having a solar PV system or battery storage system in their property.

FINANCIAL CAPABILITY

Renters in apartments or townhouses show some of the highest concern about their ability to pay electricity bills in the future. They also show higher than average concern for bills including rent, groceries, gas, health, internet and mobile services.

Renters in apartments or townhouses

WHAT ARE THE CHANGES IN 2024

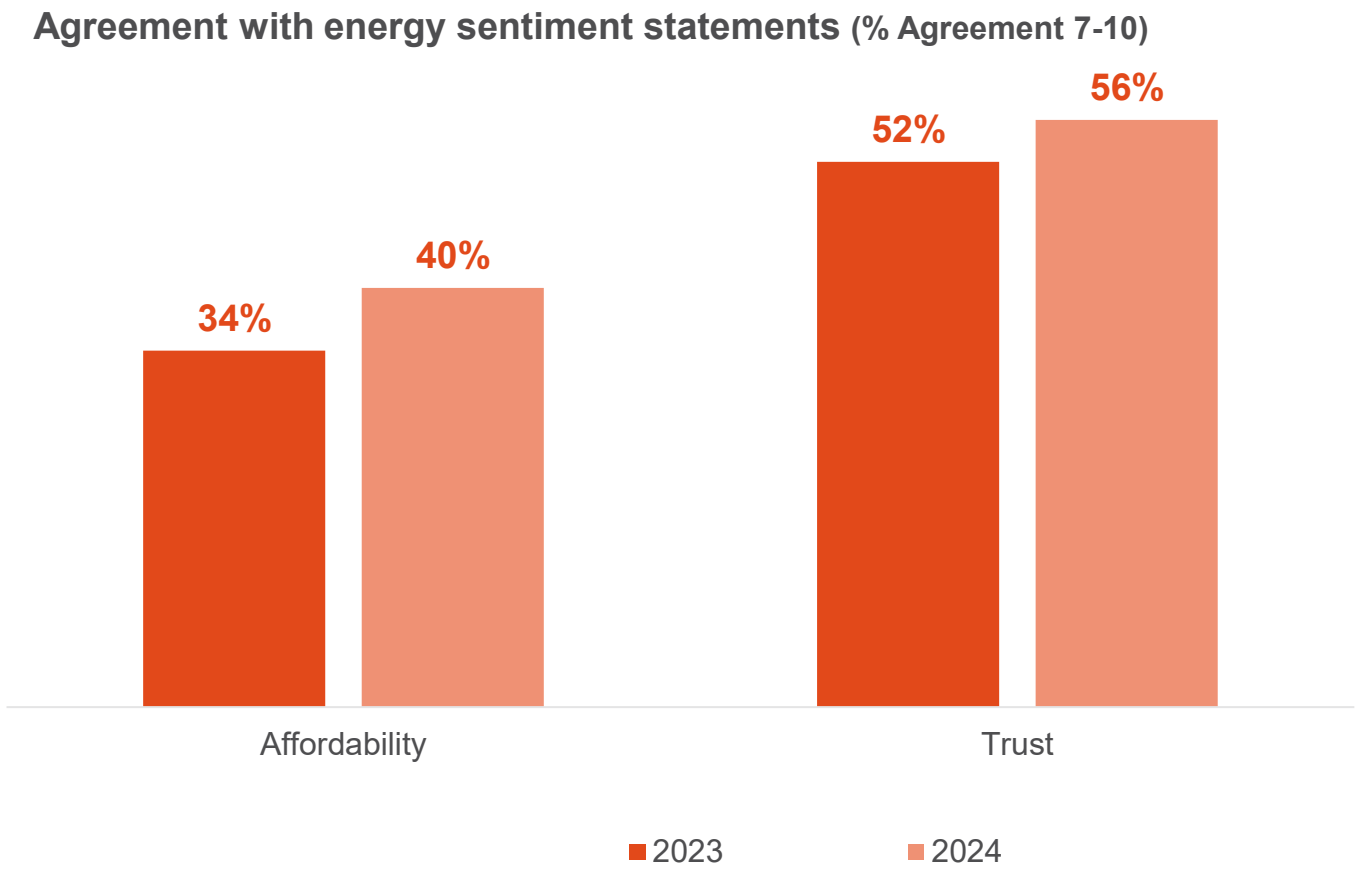
There has been higher positive sentiment towards electricity companies in 2024, but this group remain vulnerable to cost-of-living increases from several utilities/services. There are indications these participants are taking steps to reduce their electricity usage and a surge in EV ownership may build further engagement with bills and efficient usage behaviour.

Renters in apartments or townhouses are now more likely to agree that energy suppliers are working to make electricity more affordable (40%, up from 34% in 2023) and are also more likely to trust energy suppliers to do the right thing if a customer were facing a problem (56%, up from 52%). For those who experienced a recent outage, 60% were satisfied with the time taken to restore power (up from 55%) and 45% were satisfied with the communication during the event (up from 38%).

However, more are concerned with their ability to pay electricity bills (66%, up from 62%), as well as insurances, internet and mobile phone costs. Estimated quarterly electricity bills have increased 11% to $361.

Facing these pressures, 77% are actively trying to reduce their electricity usage (increase from 71% in 2022) and there is increased interest in Time-of-Use tariffs (58%, up from 54%).

Another solution to relieve cost-of-living pressures could be greater efficiencies or bill discounts, and there is increased interest in remote control and access to electrical appliances, including 41% now interested in participating in programs where an organisation can remotely manage certain appliances (up from 32% in 2023).



Renters in apartments or townhouses

ENERGY CHALLENGES AND OPPORTUNITIES

Renters in apartments or townhouses face challenges because they have lower household incomes in comparison to other profiles (44% have a yearly household income below $71K). This is likely because this group has higher than average proportions of students, people with caring responsibilities (i.e. caring for their children, or other family/friends) and unemployed (17%). Only 48% of this group are in full-time employment and 26% are working part-time.

However, these participants show keen interest in new technology - 61% of those in the market for a new car would consider an electric vehicle, 38% have high interest in community batteries, and 40% are likely to purchase a Home Energy Management System in the next three years.

There are signs of greater ownership of EV/Hybrid vehicles among this group, so demand for the necessary charging infrastructure in and around multi-dwelling properties will similarly grow.

SHORT TERM IMPACT

These participants are among the most open to changing energy behaviours to save money. They have a higher-than-average likelihood to switch suppliers, investigate cost comparisons and consider time-of-use tariff options.

They have low engagement in energy issues, including regularly checking aspects of their bill and awareness of peak and minimum demand.

Renters in apartments or townhouses are also more interested in third party control and remote access to reduce bills than other household profiles, with 41% who have high interest in third party management of certain appliances. They also show high interest in remotely controlling their appliances to manage their electricity (59% high interest rated 7-10) and for other purposes (55%).

LONG-TERM IMPACT

Renters in apartments or townhouses have the lowest incidence of solar PV of all profiles (12%). Lack of rooftop access in apartment complexes makes it difficult for individual solar panels to be installed. Being in rental accommodation also provides its difficulties, as any major changes to the property need the consent of the landlord and landlords may not be willing to pay for the installation of solar panels. Rental contracts are often short term, which means the tenants may not receive the full benefit if they invest in solar themselves.

For this group, renting is the main barrier to purchasing solar panels (67% of those who do not have solar PV).

66% Have high concern in ability to pay upcoming electricity bills

23% Have switched electricity provider in the last 12 months

58% Interest in switching to a time-of-use tariff

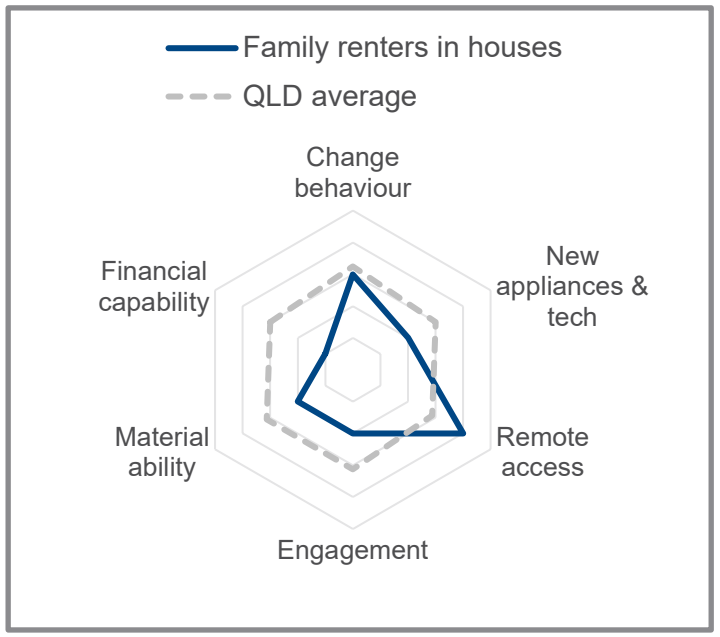
Return to the Household Profile Snapshots

4.

Household Profiles in Detail

Family renters in houses

Family renters in houses



- Have dependent children
- Employed/Unemployed/In education/Other
- Rental accommodation
- Live in a house
- 9% of Queensland households

WHO ARE THESE HOUSEHOLDS

Participants living in rental accommodation who are a couple or single parent with dependent children. Their property is a house, and they are not retired (employed, self-employed, in education or not in paid employment).

They are more likely than other family profiles to be on a lower household income, be a single-parent family and be unemployed or engaging in caring responsibilities.

CHANGE BEHAVIOUR

Family renters in houses are more likely than average to consciously reduce their electricity consumption and have a higher-than-average likelihood to have changed electricity provider or compared prices to other companies.

They are among the most likely to consider a day-time tariff to reduce bills (58% likely). However, for those uninterested in a day-time tariff, there is higher concern it would be hard to shift usage from peak hours.

NEW APPLIANCES/TECHNOLOGY

These families have among the lowest incidence of having solar PV panels installed and lower intention to make a purchase (either new, or to replace an existing system) in the future than other profiles. Few are in the market to purchase a battery storage in the future.

Technology with a lower up-front cost is more appealing and these families are more interested in purchasing a Home Energy Management System (HEMS) in the future than others.

REMOTE ACCESS

While these families have an about average level of interest in participating in a program of third-party control, they are more likely than other profiles to be interested in controlling their household devices remotely.

They have lower trust that electricity suppliers do the right thing for customers, which could become a barrier to working with suppliers in the future to manage usage.

ENGAGEMENT

Engagement among this group has increased as they are more conscious of elements of their bills and have greater awareness of their tariff, but this is still lower than several other groups. For wider electricity and network challenges, they are less likely to be aware of peak and minimum demand issues, and of community batteries.

As a result of these changes, the engagement rating of this profile has increased this year.

MATERIAL ABILITY

Living in rental accommodation poses many barriers to improving energy efficiency or making purchases to better manage electricity usage. Firstly, the installation often requires making modifications to the property, which requires the consent of landlords. Secondly landlords may not be willing to pay for these upgrades to their property, without being able to recoup the outlay through higher rent. Finally, rental contracts are often short-term (usually 12 months), meaning the renter will not recover any value of the purchase while in the property if they invest themselves.

Being in a rental accommodation is the key reason for not having solar PV system or battery storage in their property.

FINANCIAL CAPABILITY

Families in rental properties receive a lower-than-average household income and one of the highest average quarterly electricity bills.

They are much more likely than average to be very concerned with their ability to pay electricity bills in the future and would be interested in ways to reduce their bill – even by accepting poorer reliability.

Family renters in houses

WHAT ARE THE CHANGES IN 2024

This group are increasingly concerned about a range of bills and have experienced among the highest bill increases in the last 12 months. This has led to greater engagement with electricity statements and bills to find ways to understand usage and reduce costs. They have taken steps to reduce bills where they can and are interested in other options to help them – including time-of-use tariffs and 3rd party control.

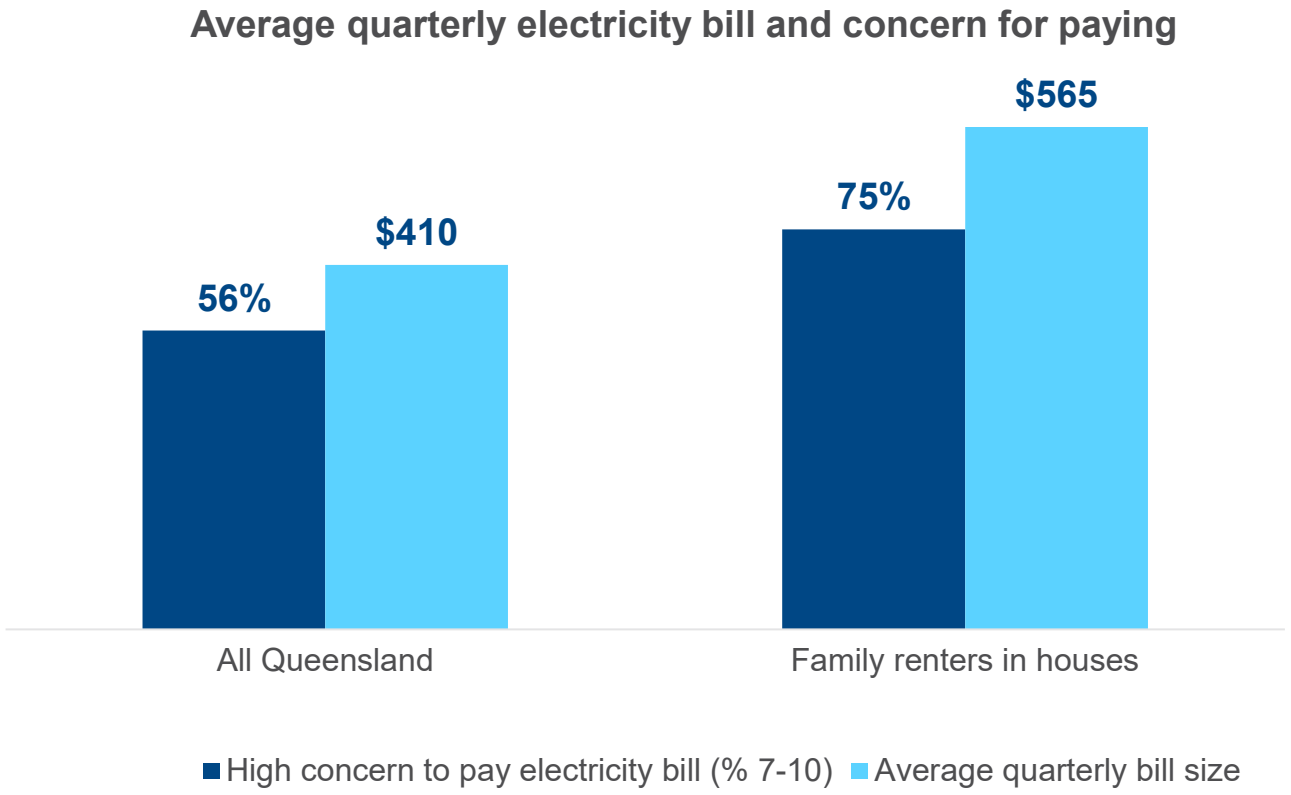
This group has the highest estimated average quarterly bill ($565) and one of the highest increases from last year (10%). Three-quarters (75%) are concerned about being able to pay their electricity bill (up from 67% last year). Concern has also increased for ability to pay insurances, health expenses and mobile phone bills.

They are looking for cheaper electricity and are more likely this year to have compared costs to other providers (46%, up from 33%) and changed providers (25%, up from 17%).

They are also more likely to engage with elements of their electricity bill to understand and manage usage. They have greater knowledge of what tariff they are using (35%, up from 26%) and are more likely to almost always check their overall cost (55%, up from 46%), the amount of electricity used (43%, up from 38%), the usage compared to previous year (49%, up from 39%) and whether rebates have been applied (39%, up from 29%).

Use of supplier apps has grown within this group with awareness now at 45% (up from 35%), and 62% of those aware of the app have downloaded the app and are actively using it to manage costs.

Third party management of appliances has become much more appealing for this group, with higher interest in remotely controlling appliances to manage your electricity usage directly (59% up from 51%), remotely controlling appliances for other purposes, lighting, audio, security etc. (60% up from 49%), having their home automatically manage power to different appliances / devices to optimise electricity usage and bills (54% up from 45%) and participating in programs where an organisation can remotely manage certain appliances (40%, up from 29%).



Family renters in houses

ENERGY CHALLENGES AND OPPORTUNITIES

This group are seriously struggling with cost-of-living pressures and have among the highest estimated electricity bills. As such, they are open to a range of solutions that can help them reduce electricity bills. They are the most active in trying to reduce their electricity usage (83% from 77%) and this is demonstrated through a range of activities and behaviours.

They have a higher likelihood of purchasing a HEMS in the next 3 years (48%, up from 39% last year) and would consider using a daytime tariff to save money on bills, with 58% interested in using a daytime tariff to save money on their electricity bill (up from 53% last year and the highest of all household types).

These participants show increasing willingness and ability to engage in energy matters. They have a higher uptake of supplier apps this year, have higher engagement with elements of their bill and are using bundling discounts to save money.

SHORT TERM IMPACT

Shopping around to find the best deal is becoming increasingly common. There has been an increase in the number who have compared their electricity costs to other providers (46%, up from 33%) and a quarter of this group has switched provider in the last 12 months (25%, up from 17%).

There is still cynicism towards energy suppliers, with just over half agreeing they would trust these energy suppliers to do the right thing if faced with a problem, (52%) and under a third trusting information from electricity retailers (32%) or network service providers (31%).

LONG-TERM IMPACT

In the longer term, this group would benefit from assistance to invest in energy efficiency measures, and other appliances to reduce their electricity bills.

Rental houses have a very low incidence of appliances such as solar panels (24%, 46% statewide) and are unlikely to purchase battery storage in the future (3% say they intend to purchase a battery within the next 10 years, 16% statewide).

83% Consciously tried to reduce your electricity consumption in the past 12 months

25% Expect a 25%+ increase to electricity bills in the next year

31% Bundle their electricity supply with other services or utilities

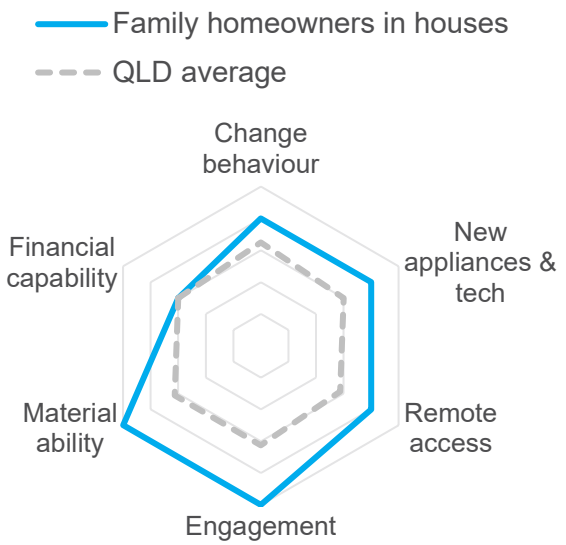
Return to the Household Profile Snapshots

4.

Household Profiles in Detail

Family homeowners in houses

Family homeowners in houses



- Have dependent children
- Employed/Unemployed/In education/Other
- Own property
- Live in a house
- 23% of Queensland households

WHO ARE THESE HOUSEHOLDS

These are families with dependent children (either couple or single parent) who own the house in which they are living. They are mostly aged 30 to 49 and are the largest cohort of all the profiles in this analysis.

Family homeowners in houses are the most likely to be in full-time employment out of all the profiles. They also have the highest household income of all profiles due to the high incidence of two working adults.

This profile represents the largest number of participants in the survey (23% in 2024), and as such contains a more diverse range of attitudes and circumstances, which should be considered when thinking about this group.

CHANGE BEHAVIOUR

This group are around the average for comparing electricity prices to other retailers in the past and switching providers.

They show average interest in switching to a daytime tariff and for those uninterested in a day-time tariff, there is higher concern it would be hard to shift usage from peak hours – particularly the evening peak.

However, for those with solar, they place the most importance on maximising consumption of electricity when their solar PV system is generating it. For those with a mains gas supply, they are more likely than average to have considered converting to electricity.

NEW APPLIANCES/TECHNOLOGY

Family homeowners in houses have the highest incidence of solar PV and among the highest intention to buy, replace or upgrade in the future. They also have a higher-than-average likelihood of owning a battery storage system and being interested in purchasing one in the future.

There is a high incidence of Electric Vehicle (EVs) ownership.

These families also show the most interest in purchasing a Home Energy Management System (HEMS) in the future as well as high interest in participating in community battery schemes.

REMOTE ACCESS

Family homeowners in houses have higher than average interest in third party management and remote control of their appliances. They also have more trust of electricity suppliers than other groups. The majority of those with an EV are open to EV charging being managed by a third party.

As a result of these changes, the remote access rating of this profile has decreased this year.

ENGAGEMENT

They have above average knowledge of what tariff their household is using. They are also among the highest awareness of peak and minimum demand issues. These families show average engagement when it comes to their bill analysis.

They are most likely to know if their home has a Smart Meter installed and they place a high value on the features this device can offer.

MATERIAL ABILITY

These participants face significantly fewer barriers to invest in appliances and energy saving devices and technology. They own their property, so have licence to make changes and upgrades. Being in a house they are more likely to have appropriate rooftops to install solar panels and higher likelihood of having off-street charging locations (either garage or carport) for EVs.

FINANCIAL CAPABILITY

These families show average levels of concern for their ability to pay electricity bills. However, they do show higher than average concern for their ability to pay the mortgage, home insurance and school fees.

Family homeowners in houses

WHAT ARE THE CHANGES IN 2024

Interest in battery storage is growing among participants in this group. They are starting to think about how battery storage could change the way they use energy and considering changes to behaviour to accommodate this purchase. There is evidence this interest could be a reaction to the increased costs and decreased reliability experienced this year.

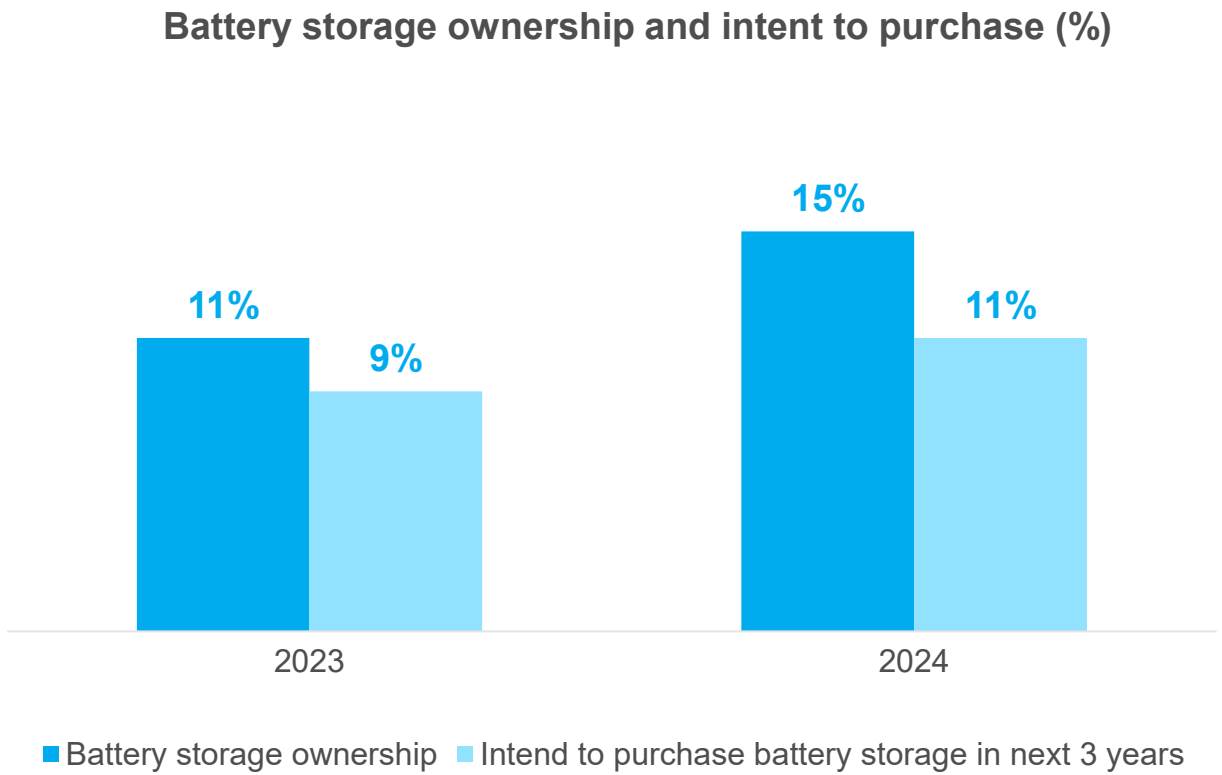
They have experienced an estimated 13% increase to their electricity bills in the last 12 months and now 59% are concerned with their ability to pay their electricity bill (51% last year). Simultaneously 59% experienced a recent outage (up from 48% last year) and agreement that providers can deliver reliable energy has decreased (71%, down from 77%).

Concern is also increasing with other bills, including health and medical bills (62%, up from 51%), food and groceries (66%, up from 59%) and car insurance (60%, up from 48%).

15% have battery storage (up from 11% last year) - one of the highest incidences of any household group. A further 25% are interested in purchasing a battery in the next 10 years, and of these 11% in the next 3 years.

Among those with mains gas, 27% have seriously considered converting all appliances to electricity (up from 17% from last year).

Around a third who intend to upgrade or replace a solar system are doing so because they have purchased battery storage (36%) and there has been an increase in intention to go off-grid in next three years (12%, up from 8%). Network reliability is a motivating factor for 27% to move off-grid (up from 17%), but main rationale is to be self-sufficient (36%) and it's cost-effective (38%).



Family homeowners in houses

ENERGY CHALLENGES AND OPPORTUNITIES

There is a great opportunity for these participants to use technology solutions to help them understand and manage their electricity bills. They are energy literate and aware of the challenges facing providers and the network. They are open to using new appliances or services, including third party management, to become more efficient and reduce bills.

This group has moderate sentiment towards energy suppliers and would trust official sources, such as use government resources (35%) and network service providers (32%) when getting information about electricity news and pricing.

They have the highest interest in getting value from a Smart Home Energy Management System (HEMS) with over half interested in the features. Overall, 45% say they are likely to purchase HEMS in next 3 years. Furthermore, 24% currently use an electricity provider application to manage their electricity usage and 42% say automated solutions would prompt them to change their times of electricity usage.

SHORT TERM IMPACT

Family homeowners in houses are engaged with electricity issues. A large proportion are aware of their tariff structure (44%, higher than average) and they are more aware of peak and minimum demand issues than other profiles.

There is high incidence of Smart meters in this group (58%) and they appreciate the value of this appliance. There is high value placed on smart meters to automatically send information to your electricity retailer (68%), provide accurate and reliable metering (74%), access products developed by electricity retailers to help you better understand and control your energy use (65%) and allow participation in third party control programs (50%).

Interest in time-of-use tariffs is limited by lifestyle restrictions - with many in full-time employment and most active in the evening peak. They are less interested in daytime tariff than other profiles, with the main barrier being the ability to shift away from 4pm to 9pm (63%).

LONG-TERM IMPACT

This household profile has the highest uptake of solar PV panels (65%) and 39% intend to purchase, upgrade or replace a system in the next three years. Battery storage is becoming increasingly of interest to this group, but cost is a limiting factor, with 66% of those not intending to purchase a battery because batteries are currently too expensive and 30% because there are no government rebates when purchasing. 15% own an electric vehicle/plug-in hybrid.

58% Have Smart meter installed at their property

27% Gas customers have given serious consideration to converting to electric only

> “Government/Retailers should provide affordable battery offerings to all customers in the attempt to have battery technology embedded to the network.

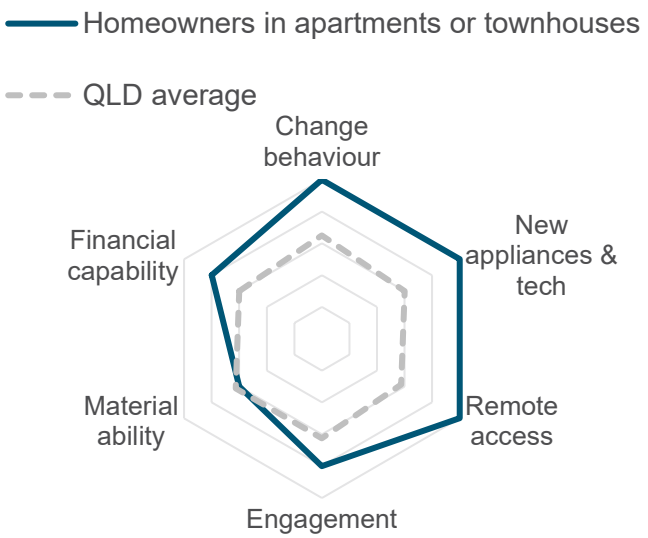
Return to the Household Profile Snapshots

4.

Household Profiles in Detail

Homeowners in apartments or townhouses

Homeowners in apartments or townhouses



Some with children, some without

Employed/Unemployed/In education/Other

Own property

Live in an apartment

7% of Queensland households

WHO ARE THESE HOUSEHOLDS

These participants own the home they are living in and live in multi-dwelling buildings (unit/flat/apartment/townhouse/duplex). They are middle aged and mostly live in cities such as Brisbane or Gold Coast.

The majority are employed full-time and earning mid to high household incomes. Some have dependent children at home whereas others live alone.

CHANGE BEHAVIOUR

Homeowners in apartments are the most likely to have switched electricity providers in last 12 months. They are also the most likely to have compared electricity prices to other retailers.

There is higher interest in switching to using a daytime tariff than in other profiles. For those uninterested in a day-time tariff, there is higher concern it would be hard to shift usage from peak hours.

The majority with a mains gas supply have considered converting to electricity.

NEW APPLIANCES/TECHNOLOGY

Homeowners in apartments have the highest incidence of Electric Vehicle (EV) ownership and highest consideration of purchasing in the future. They are also more interested in purchasing a Home Energy Management System (HEMS) in the future than others.

Despite having lower than average incidence of solar PV, there is higher interest in purchasing a system in the future. They are also the most likely to have downloaded an app to manage electricity usage. This group is driving the growth of battery storage.

REMOTE ACCESS

These participants have among the highest interest in permitting third party management of certain appliances. They also have high interest in remotely controlling their electricity and other appliances.

ENGAGEMENT

Homeowners in apartments have average levels of engagement when it comes to their bill analysis. They also have higher than average awareness of which tariff their household is on, and of peak and minimum demand issues.

MATERIAL ABILITY

Living in multi-dwelling buildings is the main barrier impacting the material ability of these participants. Lack of rooftop access in apartment complexes is the primary reason for not being able to purchase rooftop solar panels.

FINANCIAL CAPABILITY

Homeowners in apartments have the third lowest concern for their ongoing ability to pay electricity bills in the future. They have average levels of concern for other bills such as mortgage, groceries and fuel.

They have lower than average quarterly bills and are less likely to think that electricity prices will increase significantly over the next three years compared to other groups.

Homeowners in apartments or townhouses

WHAT ARE THE CHANGES IN 2024

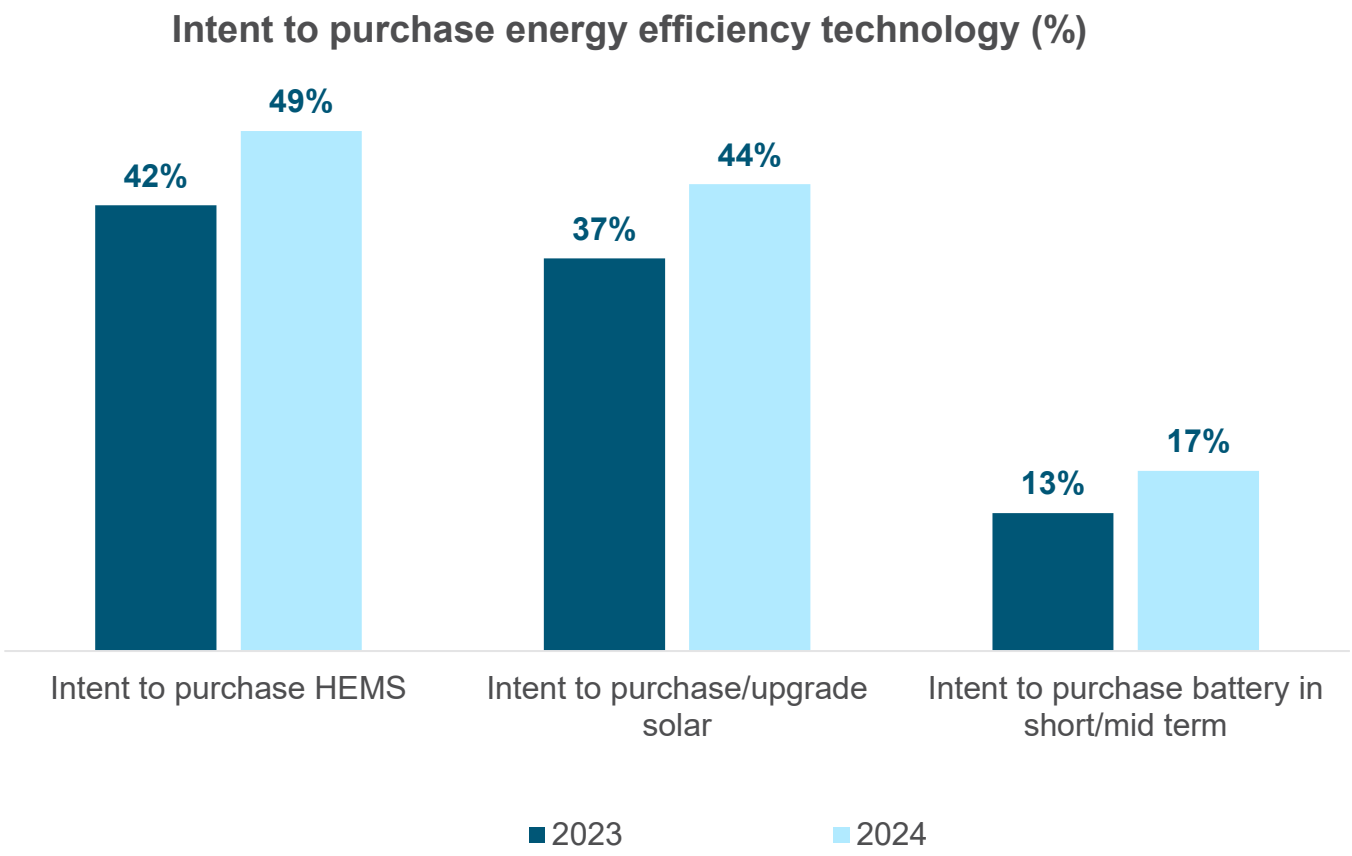
Homeowners in apartments or townhouses have experienced significant increases in their electricity bills. Although they are increasingly concerned with meeting paying various expenses, they are driving the growth in energy technologies, including HEMS, batteries and electric vehicles.

The estimated average quarterly bill increased by 20% to $361 in 2024. As such, more have a high concern for their ability to pay electricity bills (52%, up from 44% last year). They are also more concerned with being able to pay other bills such as medical expenses (60%, up from 47%), food & groceries (62%, up from 53%) and housing (57%, up from 45%).

Despite this, they have more favourable sentiment towards energy companies this year. More are likely to agree that suppliers are working to reduce costs (47%, up from 42%), they trust them to do the right thing (65%, up from 55%), provide a reliable service (79%, up from 69%) and the supply is secure (64%, up from 60%)

They have reacted to bill increases by changing their behaviour. The uptake of bundled services has increased to 31% (up from 21% last year) and they are more aware that electricity suppliers offer apps to manage usage (49%, up from 40%), and of these 66% use the app to manage usage (61% last year).

There is greater intent to purchase various technologies, including Home Energy Management systems (49% intend to purchase in next 3 years), solar panels (44% intent to purchase/upgrade) and battery storage solutions (17% intend to purchase within the next 10 years).



Homeowners in apartments or townhouses

ENERGY CHALLENGES AND OPPORTUNITIES

Homeowners in apartments or townhouses are one of the most capable profiles, able to change their usage behaviour and invest in technology.

Around half (52%) earn a yearly household income over $91K. Most of them are in employment: 70% work full-time, 18% work part-time and 6% are self-employed. They are also the most highly educated of any profile, with 52% having completed a bachelor's, honours or post-graduate degree.

As well as being financially capable, they are also interested in investing in a range of new technology. Over two-thirds (70%) of those in the market to purchase a new motor vehicle would consider purchasing an Electric Vehicle, the highest consideration of any profile. They have the highest interest in community batteries (48% high interest rated 7-10). They are also more likely to purchase a Home Energy Management System than other profiles (49% very/somewhat likely).

SHORT TERM IMPACT

Homeowners in apartments or townhouses are willing to changing their behaviour when it comes to their electricity usage and tariffs. They are the most likely of all profiles to consider changing tariff options if time-of-use tariffs were available (57%). Furthermore, 27% of those with mains gas would seriously consider converting from gas to electricity only, among the highest of any profile.

This group also show keen interest in third party management and remote access, as 48% have high interest (rated 7-10) in third party management of certain appliances. They also have high levels of interest in remote control of their appliances to manage electricity (63% high interest rated 7-10) and for other purposes (58%).

As demand for EV/hybrid vehicles increases, so will the need for local and accessible charging infrastructure in areas where these households reside.

LONG-TERM IMPACT

This group has lower than average incidence of solar (36%) in comparison to other profiles. Lack of rooftop access in apartment complexes makes it difficult for individual solar panels to be installed. Just under half (46%) said living in an apartment was the main barrier to purchasing solar, with a further 11% having an unsuitable property (e.g. overhead trees or insufficient sunlight).

Despite this, they have among the highest intention to purchase or upgrade solar in the future (44%) and many look forward to when community solar can be implemented so those living in apartments have better access to solar generation and storage benefits.

52% Interest in community batteries (% 7-10)

20% Estimated increase in quarterly electricity bills

31% Bundle their electricity bills with other services/utilities

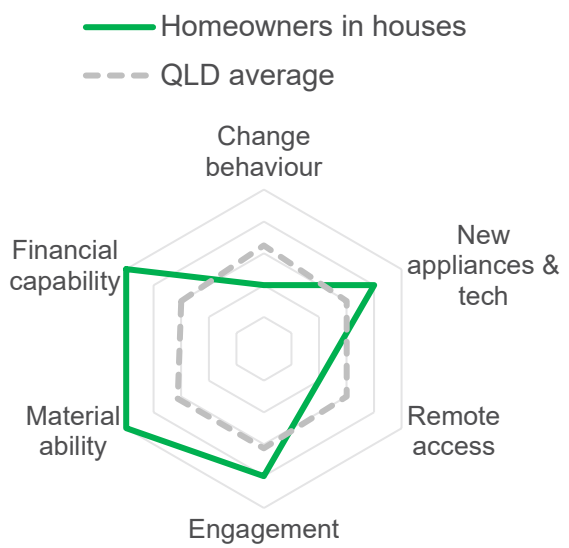
Return to the Household Profile Snapshots

4.

Household Profiles in Detail

Homeowners in houses

Homeowners in houses



- Do not have dependent children
- Employed/Unemployed/In education/Other
- Own property
- Live in a house
- 16% of Queensland households

WHO ARE THESE HOUSEHOLDS

These tend to be older participants (aged 50 to 69) without any dependent children who own the house they live in. They are singles, couples or those who live in a shared household of adults.

They are not yet retired, so are still either employed, self-employed, in education or not in paid employment. They also have higher household incomes due to the high incidence of two working adults.

CHANGE BEHAVIOUR

Homeowners in houses show lower interest in shifting to a daytime tariff. For those not likely to switch to a daytime tariff they would find it difficult to shift their electricity usage away from peak time and they do not want to be constrained about time of usage.

These participants are also less likely to have switched their electricity provider in the last year. A high electricity bill is the main thing that would encourage them to investigate new tariff options.

NEW APPLIANCES/TECHNOLOGY

Homeowners in houses have among the highest ownership of solar PV systems. Those without solar, they are the second most interested in purchasing a solar PV system in the future. Intention to purchase battery storage among those with solar is highest of any profile.

There is lower incidence of Electric Vehicle ownership in this group (EV). However, among those in the market for a new car they are more likely than other profiles to consider purchasing an EV for their next car.

REMOTE ACCESS

Homeowners in houses are less likely than most other profiles to be interested in a program to permit third-party control of appliances. They also show below average levels of interest in remote control of their electricity and other appliances.

ENGAGEMENT

Homeowners in houses have higher levels of engagement with most aspects of their bill, including, overall cost, unit cost, electricity usage, year-on-year comparisons and feed-in tariffs.

They have above average knowledge of what tariff their household is currently using and also have higher awareness of peak and minimum demand issues.

MATERIAL ABILITY

There are significantly fewer barriers to invest in appliances and electricity saving devices and technology for these participants. They own their property, so they have licence to make changes and upgrades.

Being in a house they are more likely to have appropriate rooftops to install solar panels and higher likelihood of having off-street charging locations (either garage or carport) for EVs. The main barriers stopping the purchase of solar are the financial viability and affordability concerns.

FINANCIAL CAPABILITY

Homeowners in houses have average quarterly bills compared to other profiles. Despite this, they have the second lowest concern about their ability to pay electricity bills in the future. They also have below average levels of concern for their ability to pay for groceries, mortgage, gas, internet, phone and childcare.

Homeowners in houses

WHAT ARE THE CHANGES IN 2024

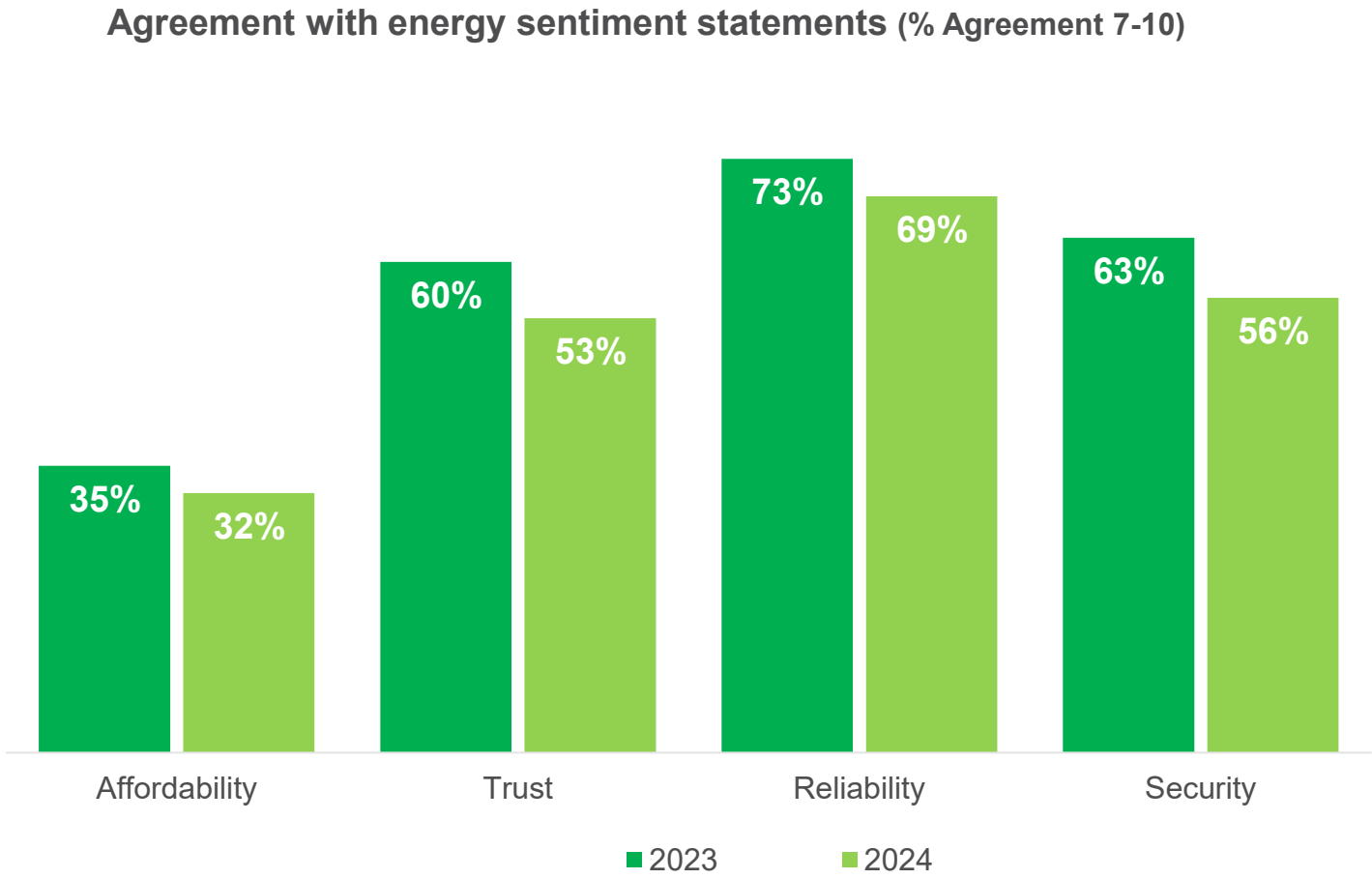
This year homeowners in houses have declining sentiment in electricity suppliers and high bill increases, which is driving them to shop around for lower bills.

General sentiment towards electricity providers has declined for all measures. They are less likely to think energy suppliers are working to make electricity more affordable (32%, 35% in 2023) and less likely to trust suppliers to do the right thing when faced with a problem (53%, 60% in 2023). They are also less satisfied with the reliability (69%, 73% in 2023) and security (56%, 63% in 2023) of their electricity supply. These participants are also less trusting of their electricity supplier as a source of information (35%, 41% in 2023).

These participants have also experienced a 23% increase in their average quarterly bill over the past year ($383, $310 in 2023). Despite this increase, they are no more concerned with their ongoing ability to pay their electricity bills (47%, 46% in 2023). However, this year more have switched electricity suppliers (16%, 11% in 2023), and more have looked into prices from other energy companies (36%, 31% in 2023).

Homeowners in houses continue to be among the highest incidence of solar PV ownership (62%, 61% in 2023). Among those who have solar, there has been an increase in battery storage ownership (16%, 12% in 2023). Interest in battery storage continues to grow, with a quarter (26%) intending to purchase this in the next 10 years.

Electric Vehicle (EV) ownership has remained steady over the past year (5%, 5% in 2023). However, those in the market for a new car are more likely to consider purchasing an EV (63%, 59%). This year, these participants also show more interest (when compared to last year) in allowing third parties to manage their appliances (29%, 24% in 2023), but they are just as likely to purchase a Home Energy Management system in the next 3 years (31%, 30% in 2023).



Homeowners in houses

ENERGY CHALLENGES AND OPPORTUNITIES

This is a highly engaged audience with the means and capability to participate in the electricity market through a number of ways, including technology and new products. They have the physical and financial means to access a range of solutions to maximise their generation and storage capabilities.

These participants embrace solar panels and storage batteries and are starting to show more interest in Electric Vehicles (EVs) and third-party management. However, they are yet to gain interest in Home Energy Management Systems (HEMS) and smart appliances. Many would change tariffs when looking to purchase solar, battery storage or an EV.

Due to the increasing uptake and high intention to purchase battery storage in the next few years, this is a potential way to encourage behaviour change to manage peak and minimum demand. Cost is the main barrier to greater uptake of battery storage.

SHORT TERM IMPACT

These participants are highly engaged with their electricity communication and are more likely to almost always check their electricity bills for overall amount (62%), amount of electricity used (55%) and year-on-year comparisons (58%).

In line with this, they also have high awareness of their current tariff (41%) and have high awareness of peak (72%) and minimum demand (53%) issues. They are more likely than other profiles to change the timing of their electricity use to manage peak and minimum demand issues if there was more information on managing their battery, EV and solar PV generation and use.

LONG-TERM IMPACT

The majority already have solar panels (62%) and 27% intend to purchase or replace/upgrade solar panels in the next 3 years.

Storage batteries is a topic of great interest among homeowners in houses and they are conscious of the benefits and barriers of this technology. A majority (56%) of these houses with solar intend to purchase battery storage in the next 10 years. The main motivations for getting batteries are to store excess solar generation (63%), becoming more self-sufficient (56%) and to reduce electricity bills (51%).

For those without solar, 11% say they are waiting for cheaper solar+battery packages before buying panels. And for those not intending to purchase batteries, 70% say they are too expensive, 58% are waiting for the price to come down or the technology to improve and 39% say they have concerns about how long the battery storage system will last.

62% Have solar PV panels

26% Intend to purchase battery storage in next 10 years

15% Would switch time of day usage if they had more information on managing my battery, EV and solar PV generation

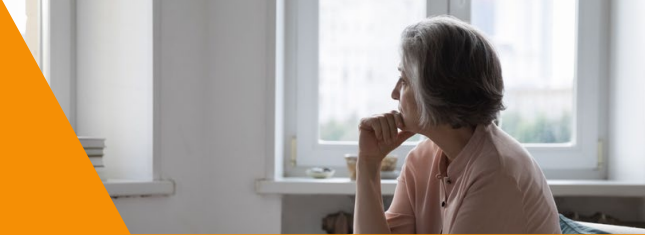
Return to the Household Profile Snapshots

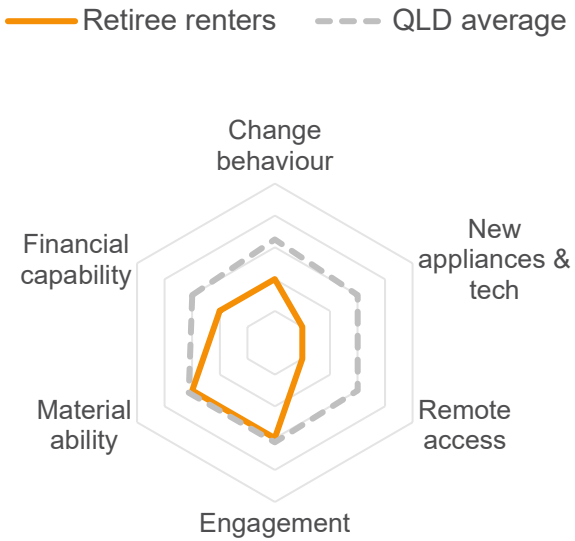
4.

Household Profiles in Detail

Retiree renters

Retiree renters





- Do not have dependent children
- Retired
- Rental accommodation
- Live in a house or apartment
- 5% of Queensland households

WHO ARE THESE HOUSEHOLDS

These are older participants who live in rental accommodation either in a house or in a multi-dwelling building, such as a unit, flat, apartment, townhouse or duplex.

They are retired or on a disability pension and due to this have the lowest household income of all profiles in this survey. They are also the most likely of all profiles to be living alone.

CHANGE BEHAVIOUR

Retiree renters are among the highest likelihood to consciously try to reduce electricity usage. Despite this, they are less likely to change the timing of their electricity usage to help manage peak and minimum demand issues.

These participants show average levels of interest in switching to a daytime tariff. For those not interested in switching, their main reason is that they don't want to be constrained about when they can use their electricity.

They are also less likely to have switched electricity providers in the last year or to have considered changing from gas to electricity only.

NEW APPLIANCES/TECHNOLOGY

There is little enthusiasm to purchase new technology and appliances. They have the lowest incidence of having a solar PV system installed and have the lowest intention to purchase a system in the future of all profiles. They also have very low ownership and consideration of Electric Vehicles (EVs).

They also have low likelihood of purchasing a Home Energy Management System (HEMS) in the next three years and are among the lowest likelihood of bundling any packages with their electricity service.

REMOTE ACCESS

Retiree renters have lower interest in permitting third party management of certain appliances. They also show lower levels of interest in remotely controlling their electricity and other appliances themselves.

Despite this, they show a high level of trust in electricity suppliers to do the right thing if something went wrong and as a source of information and trust their provider as a source of information.

ENGAGEMENT

Retiree renters have average levels of engagement across all aspects of their bill except for rebates, which they check more regularly compared to others.

They have low awareness of what tariff their house is on and of peak demand and minimum demand issues.

MATERIAL ABILITY

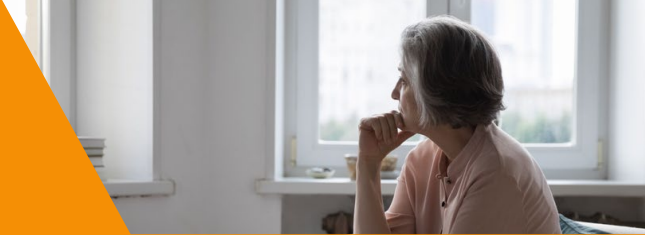
For these participants, renting is a significant barrier to new technology and improving energy efficiency in their homes. Being in a rental accommodation is the key reason for not having a solar PV system or battery storage system in their home.

FINANCIAL CAPABILITY

Despite having lower than average bill size, retiree renters have higher than average concern for their ongoing ability to pay electricity bills. They also have above average concern for their ability to pay for groceries, internet and mobile.

As with the other profiles, this group expect electricity prices to significantly increase in the next three years.

Retiree renters



WHAT ARE THE CHANGES IN 2024

Retiree renters continue to face financial pressures in 2024 and show more engagement with their electricity usage and more interest in services to help reduce their bills.

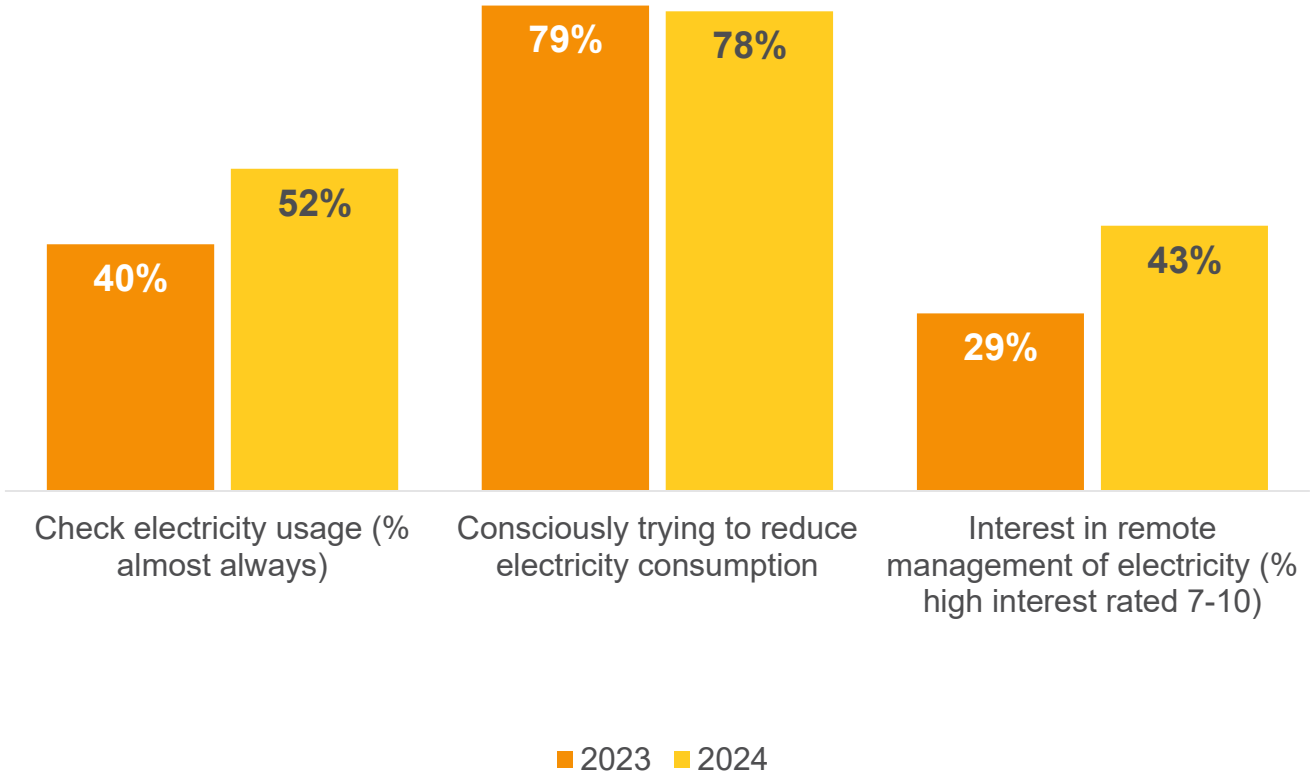
Retiree renters have seen a significant increase in their estimated average quarterly bill in the last year ($368, up from $294 in 2023). However, this has not led to any increase in concern for their ongoing ability to pay their electricity bills (65% high concern rated 7-10, down from 66% in 2023). These participants are also less likely to expect prices to significantly increase in the next 3 years (48% expect prices to increase by 15% or more, down from 62% in 2023).

In the face of increasing bills, retiree renters have become more engaged with their bills. In the past year they have become more likely to check the amount of electricity used (52% almost always check, up from 40%), year-on-year usage comparisons (57%, up from 47%) and whether electricity rebates have been applied to their bill (71%, up from 50%). Most retiree renters are also still making a conscious effort to reduce their electricity consumption (78%, 79% in 2023).

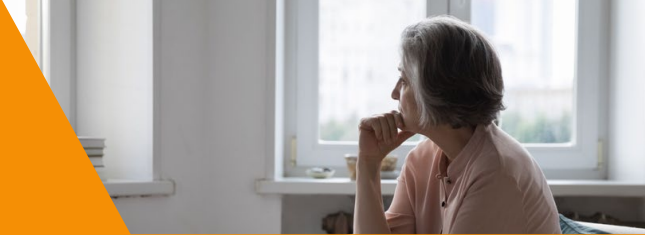
In further attempts to manage their electricity usage, this year, this group is more interested (when compared to last year) in services to remotely manage their electricity and other appliances (remote management of electricity: 43% high interest, up from 29%, other appliances: 40%, up from 25%). They also show higher interest in third party management of certain appliances (33%, up from 22%). Despite this, they are no more likely to purchase a HEMs (22%, same as last year).

The incidence of new technology to reduce bills and become more energy efficient among retiree renters has remain unchanged in the past year: Solar PV (12%, 10% last year) and Electric Vehicles (1%, <1% last year). Renting continues to be the main barrier to purchasing solar (77%, 76% in 2023).

Ways to monitor and reduce energy usage (%)



Retiree renters



ENERGY CHALLENGES AND OPPORTUNITIES

Retiree renters make up the smallest profile (5% of participants in the survey) but are also potentially the most vulnerable. Around two fifths (39%) have only one resident, the highest of any profile. Almost half (45%) are on a disability pension, the highest of any group and much higher than retiree homeowners (4%). They also have the lowest household income of all profiles with 67% earning an annual household income of less than $51K. In addition, they have also seen the largest percentage increase in their average quarterly bills of all household profiles (25%).

While these participants face many challenges, they do have some opportunities to reduce their bills and become more energy efficient. The majority (79%) are in the house between 8am to 5pm every day between Monday and Friday. Being at home during the day lends itself well to using a daytime tariff. However, only half (50%) of retiree renters would be interested in shifting to a daytime tariff. The main barrier for those unlikely to switch is that they don't want to be constrained around when they can use electricity (41%). Also, despite most of them being at home during the day, 38% of those unlikely to switch say most of their electricity usage happens during evening peak hours.

SHORT TERM IMPACT

Retiree renters are still unlikely to switch suppliers or investigate tariff options. Only 11% have changed their electricity provider in the past year and just 28% have looked into prices from other electricity companies. The main motivator driving investigation of tariff options would be receiving a high electricity bill (64%) and a promotion from their electricity retailer (32%).

Compared to other profiles, this group has lower awareness of peak demand (64%) and minimum demand issues (30%). Given their level of awareness, they are more likely to say that they would not change their time of electricity use to manage peak and minimum demand issues (17%).

LONG-TERM IMPACT

Retiree renters face significant barriers to investing in new technology, which may have adverse consequences in the long term. Retiree renters have the second lowest incidence of solar PV of all profiles (12%) and the lowest intention to purchase (7%). Renting is the main barrier for not having solar PV (77%).

They also have the lowest incidence of Electric Vehicle ownership (1%) and the second lowest likelihood to purchase a Home Energy Management System (22% very/somewhat likely). With limited ability to invest in new energy efficient technology, they will need to continue to change their behaviour to reduce their bills and become more energy efficient.

45% Are on a disability pension

25% The amount their average quarterly bills have increased by

77% Say the main reason for not having solar is that they are currently renting

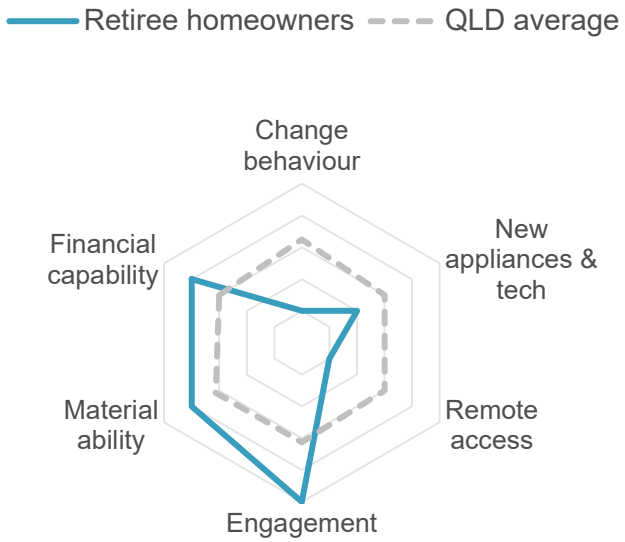
Return to the Household Profile Snapshots

4.

Household Profiles in Detail

Retiree homeowners

Retiree homeowners



- Do not have dependent children
- Retired
- Own property
- Live in a house or apartment
- 14% of Queensland households

WHO ARE THESE HOUSEHOLDS

These are older participants who are retired and own the home they live in. They are either a couple with no dependent children or single. They live in a house or multi-dwelling building, which is likely to be an older property (more than 20 years old).
Live in house OR multi-dwelling building (unit/flat/apartment/townhouse/duplex)

CHANGE BEHAVIOUR

Retiree homeowners show little interest in changing their behaviour. They are the least likely to have switched providers in the last 12 months and the least likely to have reduced their electricity usage.

This group are the most likely to have older PV systems and have the highest incidence of receiving the Queensland Solar Bonus Scheme feed-in tariff of $0.44/kWh. Many would not change their electricity usage to maximise solar generation because they prefer to receive the feed-in tariff. Many who receive the Queensland Solar Bonus Scheme are also reluctant to purchase a battery in case it risks their eligibility for the scheme.

In line with this, they are the least likely to consider a day-time tariff to reduce bills. The main reason for not being interested in a day-time tariff is they don't like to be constrained about when to use electricity.
They are also less likely to have considered changing from gas to electricity only.

NEW APPLIANCES/TECHNOLOGY

These participants have among the highest incidence of solar PV systems, but lower than average intention to buy or replace a system in the future. Among solar owners, they have the lowest incidence of battery storage systems and lower interest in purchasing a system in the future.

Despite the high incidence of solar, there is among the lowest incidence of EV ownership. They also show little enthusiasm in purchasing a Home Energy Management System (HEMS) in the next three years.

REMOTE ACCESS

Retiree homeowners have the lowest interest in third party management of certain appliances of all profiles. They also show the least interest in remote control of their electricity usage and other appliances compared to other profiles. Despite this, they have high levels of trust in electricity suppliers to do the right thing if a problem arose and as a source of information.

ENGAGEMENT

Retiree homeowners are the most engaged of all profiles. They have the highest likelihood of always checking elements of their electricity bill, including unit cost, usage, comparisons, feed-in tariff income and application of rebates. Compared to other profiles, they have higher awareness of their current tariff and have the highest awareness of peak demand issues and high awareness of minimum demand issues.

MATERIAL ABILITY

This group faces significantly fewer barriers to invest in appliances and energy saving devices and technology. They own their property and have licence to make changes and upgrades. With most of them living in a house, they are more likely to have appropriate rooftops to install solar panels. The main barrier to the purchase of solar is it not being financially viable.

FINANCIAL CAPABILITY

Retiree homeowners have the lowest concern about their ongoing ability to pay their electricity bills, of all profiles. They also have the lowest concern for bills including groceries, fuel, mortgage. Their most concerning bill is home insurance.

They also have the lowest average quarterly bill of all profiles. For those with solar panels, half say they receive a credit on their electricity usage, rather than having to pay a bill.

Retiree homeowners

WHAT ARE THE CHANGES IN 2024

Retiree homeowners still have the lowest estimated average quarterly bill of all profiles ($262) however their bills have significantly increased from last year ($211 in 2023). They are among the highest incidence of solar PV (62% have a solar PV system installed in their property) and are therefore able to take advantage of high feed-in tariff (FIT) rates to reduce bill size. Around (29%) of retiree homeowners with solar PV still receive the $0.44 per kWh feed in tariff as part of the Queensland Solar Bonus Scheme (QSBS). Retiree homeowners receiving this tariff have also seen a significant increase in their bills ($273 up from $170), despite 45% receiving a credit on their electricity bills (43% in 2023).

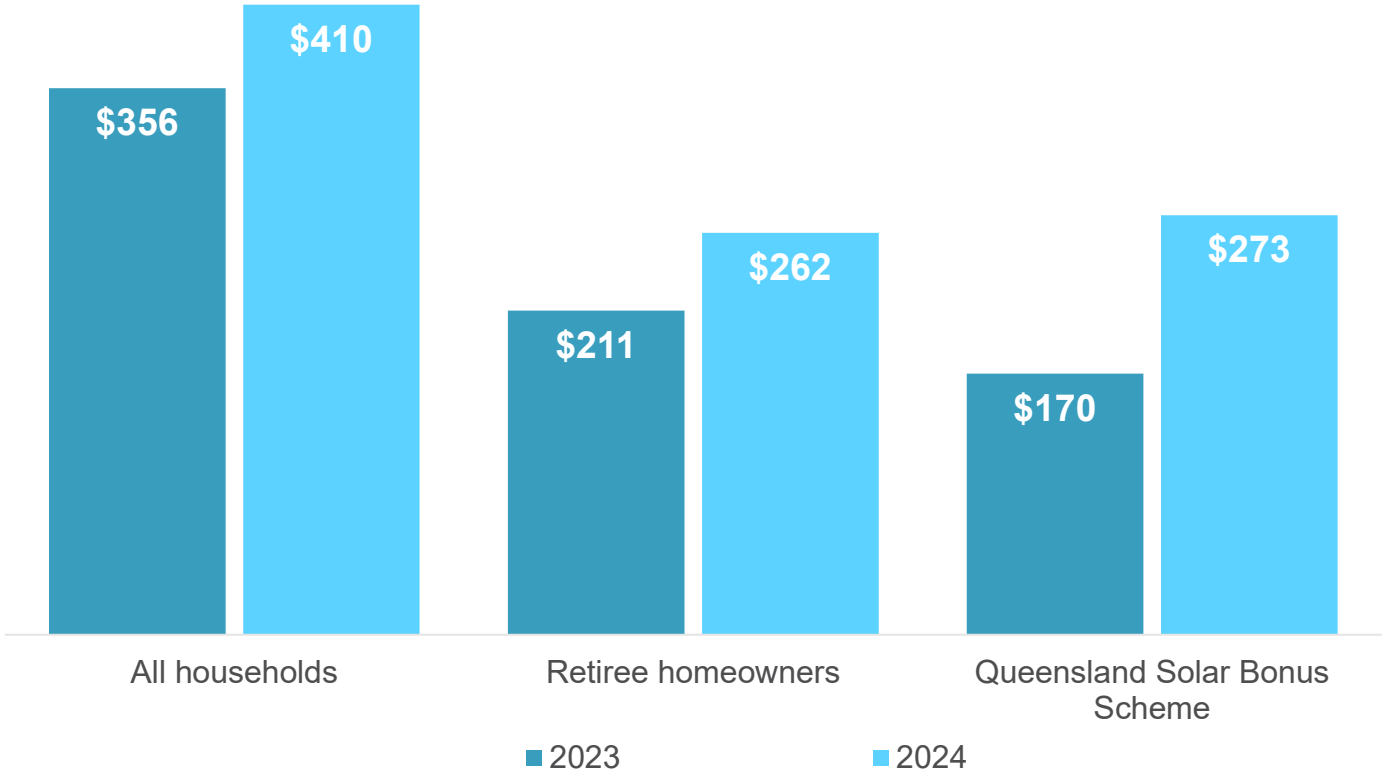
Despite these bill increases, this group shows consistent levels of concern for their ongoing ability to pay their electricity bills (39% high concern rated 7-10, 40% in 2023). They are also less likely to expect prices to significantly increase in the future (46% expect prices to increase by 15% or more, down from 68% in 2023).

Retiree homeowners are still among the lowest likelihood to consider a day-time tariff to reduce bills (40% very/quite likely to shift, 38% in 2023). For those unlikely to shift to a daytime tariff, being constrained about when to use electricity is still the main reason for not switching (41%, 40% in 2023).

These participants have not shown any more interest in the uptake of new technologies. There have been no changes in the intention to purchase or upgrade solar (13%, same as last year) and intention to purchase battery storage (21%, 22% in 2023). Those in the market for a new car are also less likely to consider purchasing an Electric Vehicle (EV) (49%, 54% in 2023).

This group has more interest in remote control of their electricity and other appliances than in previous years (electricity: 31% high interest, 24% in 2023, other: 29%, 24% in 2023), however this level of interest is still the lowest of all profiles. Despite the increasing interest, they are no more likely to purchase a HEMS (15%, 14% in 2023).

Estimated average quarterly electricity bill ($)



Retiree homeowners

ENERGY CHALLENGES AND OPPORTUNITIES

The high incidence of solar panels provides both an opportunity and challenge for this group. With 42% having had solar panels installed since 2017. Around (29%) also receive the Queensland Solar Bonus Scheme (QSBS), which makes many of them are unwilling to change their behaviour due to receiving low or no bills.

They are the least likely of all profiles to switch to a daytime tariff that offers cheaper electricity during the day (40% very/quite likely). Their main reason for not switching to a daytime tariff is not wanting to be constrained around when they use electricity (41%). Those who are likely to switch, would do so because they already use more electricity during the day (39%).

Retiree homeowners are less likely to upgrade or replace their solar PV system (13%). However, wanting to reduce electricity bills is the main driver for those wanting to replace or upgrade their system. Those receiving the QSBS are reluctant to make upgrades to their system which could cause them to lose their feed-in tariff rate.

SHORT TERM IMPACT

Retiree homeowners have high engagement with their bills and usage. They have the highest likelihood of always checking the following aspects of their bill: unit cost (39% almost always check), electricity usage (57%), previous usage (63%), feed-in tariff earnings (65%), electricity rebates (72%). They also have high awareness of which tariff their household is currently on (40%).

Despite high engagement, they are not likely to switch suppliers or investigate tariff options. Only 9% of retiree homeowners have changed their electricity provider in the last year and only 33% have investigated prices from other providers. The main driver to investigate tariff options would be receiving a high electricity bill or a promotion from their supplier.

LONG-TERM IMPACT

The primary long-term impact is still the loss of the QSBS in 2028. Once they are not receiving the high feed-in tariff rates, electricity bills will significantly increase for many in this profile. Retiree homeowners currently show very low interest in new technologies such as battery storage (13% of those with solar intend to purchase in the next 3 years), Electric Vehicles (15% would consider buying an electric car) and Household Energy Management Systems (15% very/somewhat likely to purchase). They are also the least likely of all profiles to have consciously tried to reduce their electricity consumption (70%).

By 2028, these participants will need to have invested in new technologies or change their behaviour in order to keep their bills low.

62% Have a solar PV system installed at their property

45% Of those receiving the Queensland Solar Bonus Scheme receive a credit for their electricity bill

40% Would be willing to switch to a time-of-use tariff with cheaper daytime rates

Return to the Household Profile Snapshots

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For more information contact:

John Remington

0411 407 151

john.remington@essentialmedia.com.au