Essential.
ESSENTIALMEDIA.COM.AU

Part of Energy Queensland

Queensland Household Energy Survey 2026

Our Brands

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

Through our 210,000 kilometres of electricity networks, and 33 stand-alone microgrids, we energise the lives of more than five million Queenslanders, supplying electricity directly to 2.35 million residential and business customers (including more than 850,000 with rooftop solar) from the Tweed River to Torres Strait and from Brisbane to Birdsville.

Part of Energy Queensland

Powerlink Queensland is a Government Owned Corporation 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 2026

4,301 participants
3,616 from research panel
685 from online communities
(External website, Facebook, media release etc.)

Online survey active
5 March - 4 April 2026

20-min online survey
Topics included sentiment, managing bills, energy usage, and ownership of solar PV, battery storage and EVs.

66% own their own homes
(with or without a mortgage)
74% live in a standalone house

Results are often reported for the whole of Queensland because of the similarity in responses from regional and south-east Queensland. 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 actual uptake rates.

More detailed location information can be found on the website.

Essential. RESEARCH

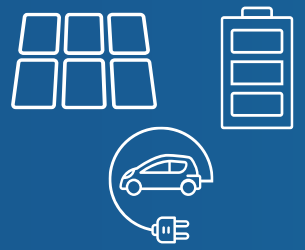
Powerlink QUEENSLAND | ERGON ENERGY NETWORK | energex
Part of Energy Queensland

Index

1 Executive summary

Households' perceptions of energy suppliers making electricity more affordable have improved, while trust in energy suppliers and security of electricity supply remain stable.

In line with known cost of living pressures, concern about household bills (including electricity) has heightened this year. Many households are expecting further electricity price increases into the future.



Ownership and consideration of buying/upgrading solar PV, battery storage and Electric Vehicles (EV) have notably increased, mostly driven by desire to reduce spend on electricity bills.

2

Statewide Results

Electricity Sentiment

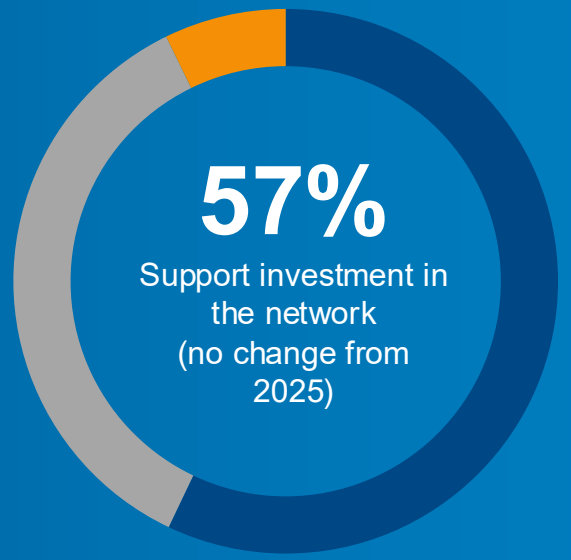
Positive sentiment around ‘affordability’ towards energy suppliers* has improved but this is still a key concern for households. Sentiment towards ‘Trust’ and ‘Security’ have remained stable with a softening regarding ‘Reliability’.

	Agreement (Rated 7-10 out of 10)		
	2024	2025	2026
Reliability: These energy suppliers provide my household with a reliable energy supply	71%	76%▲	73%
Trust: If faced with a problem, I would trust these energy suppliers to do the right thing	59%	62%▲	61%
Security: These energy suppliers give me a sense of security about my electricity supply	59%	61%	61%
Affordability: These energy suppliers are working to make electricity more affordable	38%	36%	41%▲

*Provider is Powerlink and either Ergon Energy Network or Energex

Support for network investment remains stable. While most households are supportive, over one-third remain undecided or are seeking more information about the energy transition.

Support for investment in network (%)



Essential. RESEARCH

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

Find the full results for this section of the QHES here

Powerlink QUEENSLAND | ERGON ENERGY NETWORK | energex

Part of Energy Queensland

Electricity Power Outages

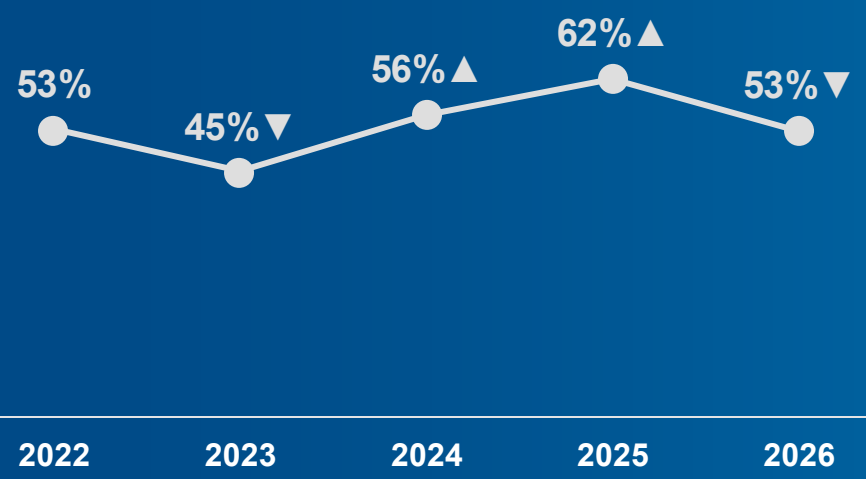
Fewer households highlighted that they experienced a power outage in the 6 months prior to completing the survey.

The 2026 result is stable after a higher number of outages were experienced in 2025 due to impacts of extreme weather and natural disasters.

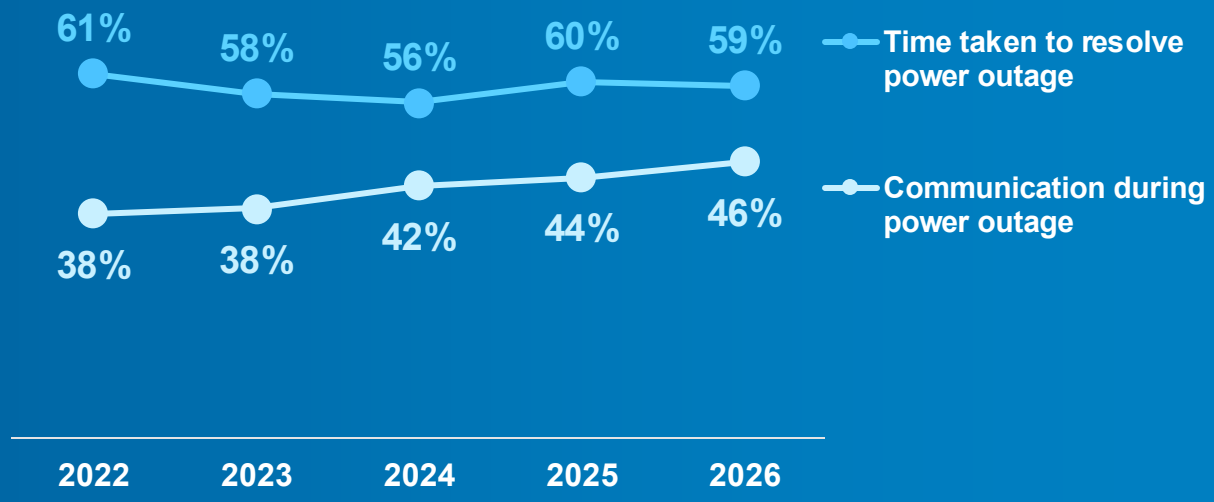
Among those who experienced a power outage, most were satisfied with how long it took to resolve.

Satisfaction with communication during a power outage is low but has been steadily improving.

Experienced a power outage in the last 6 months prior to completing the survey (% Yes)



Satisfaction with the performance of Ergon Energy Network / Energex during power outages (Rated 7-10)



Essential. RESEARCH

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

Find the full results for this section of the QHES here

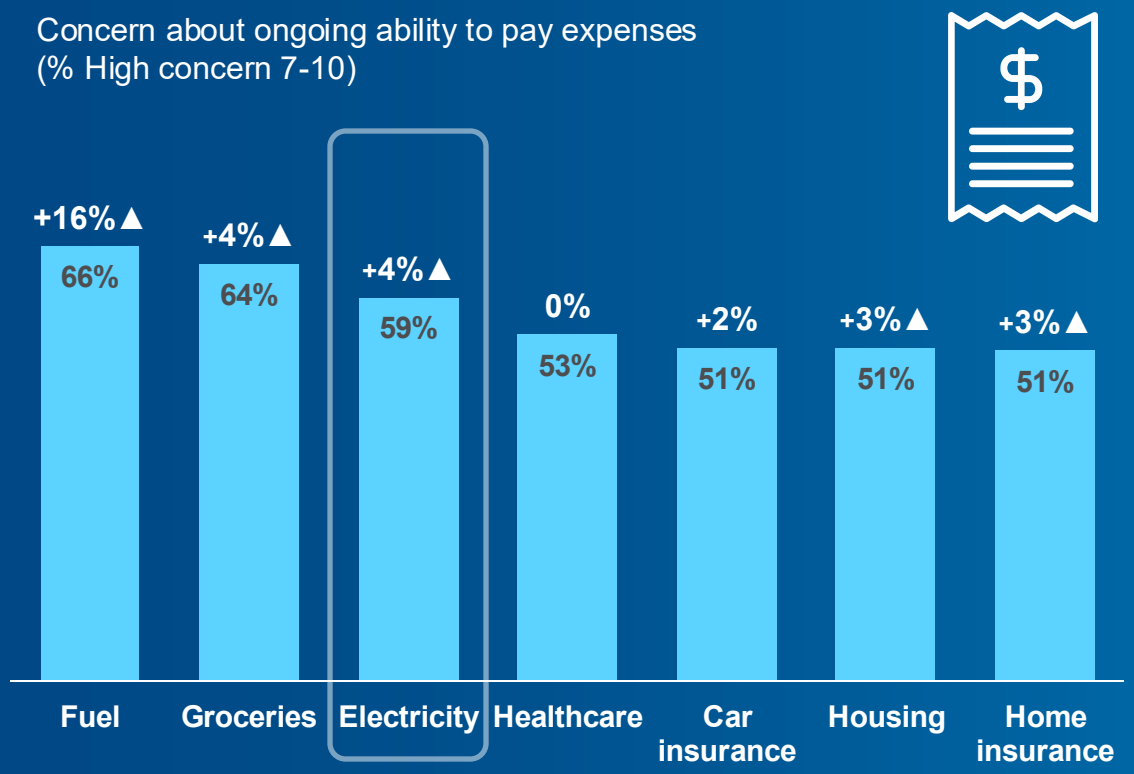
Powerlink Queensland | Ergon Energy Network | energex

Part of Energy Queensland

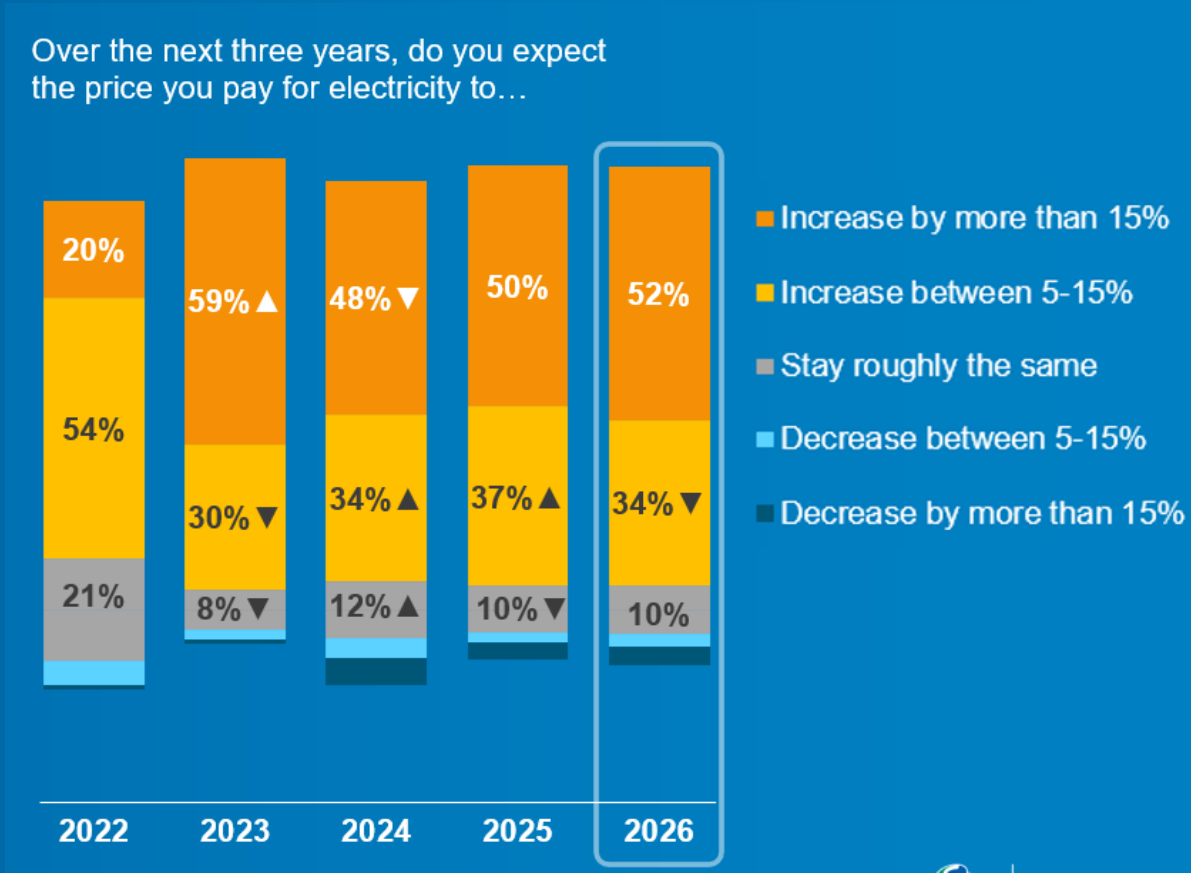
Managing Household Bills

In line with known cost of living pressures, concern about household bills (including electricity) has heightened this year. Electricity bills continue to rank in the top three household expenses for the past four years.

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



Most households continue to expect electricity price increases in the future.



Essential. RESEARCH

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

Find the full results for this section of the QHES here

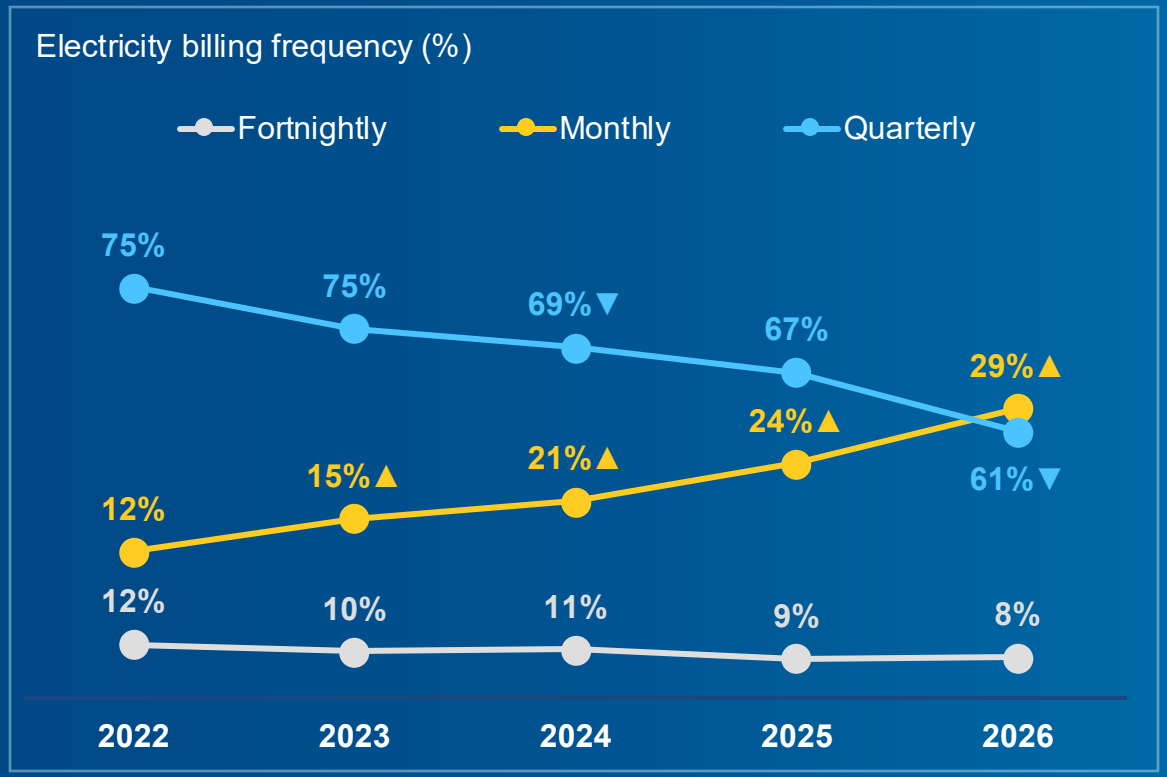
Powerlink Queensland | Ergon Energy Network | energex

Part of Energy Queensland

Managing Electricity Bills

For the first time monthly billing has surpassed quarterly billing, likely to be underpinned by the accelerated smart meter rollout.

The Queensland government is accelerating the smart meter rollout across the state by 2030.



The trend away from flat rate tariffs to time-of-use and demand tariffs continues. Smart meters, and the uptake of emerging energy technologies, are also likely to be key factors in this shift.

	2020	2023	2026
Flat Rate	70%	63%▼	59%▼
Load Control	50%	38%	32%
Time-of-Use	7%	9%	22%▲
Demand	2%	7%	8%

Essential. RESEARCH

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

Find the full results for this section of the QHES here

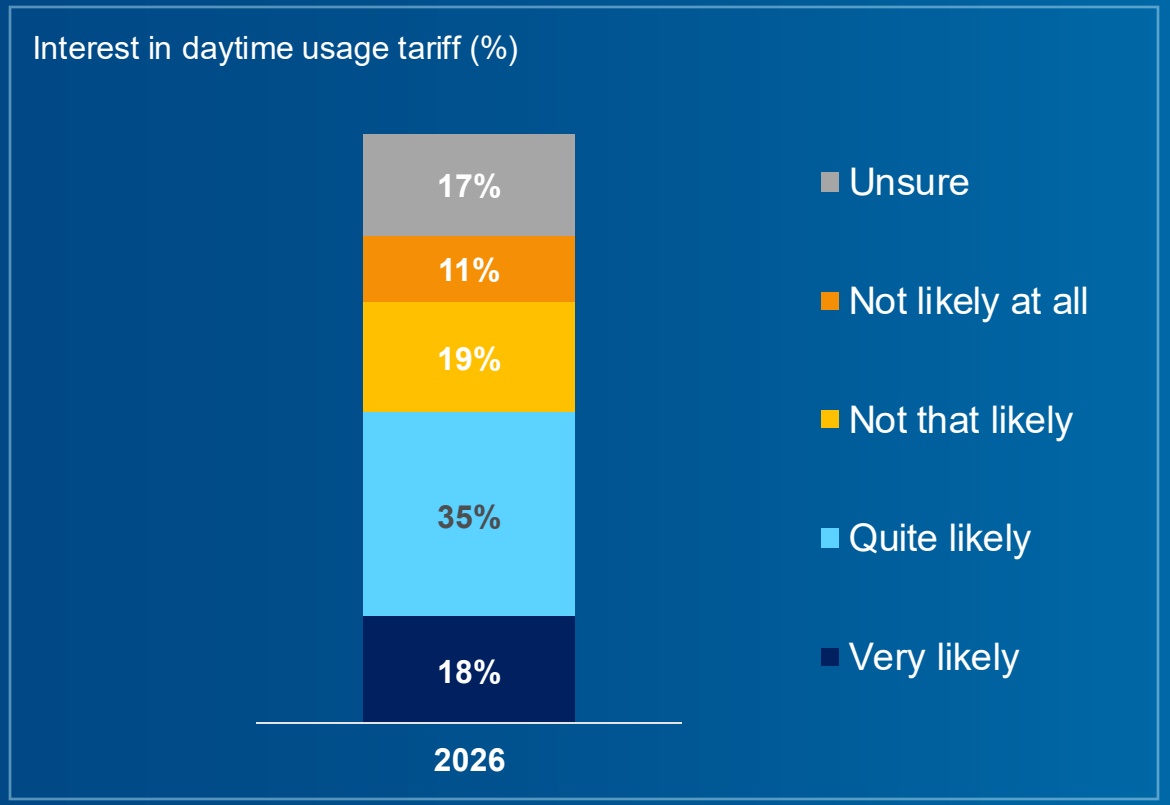
Powerlink Queensland | Ergon Energy Network | energex

Part of Energy Queensland

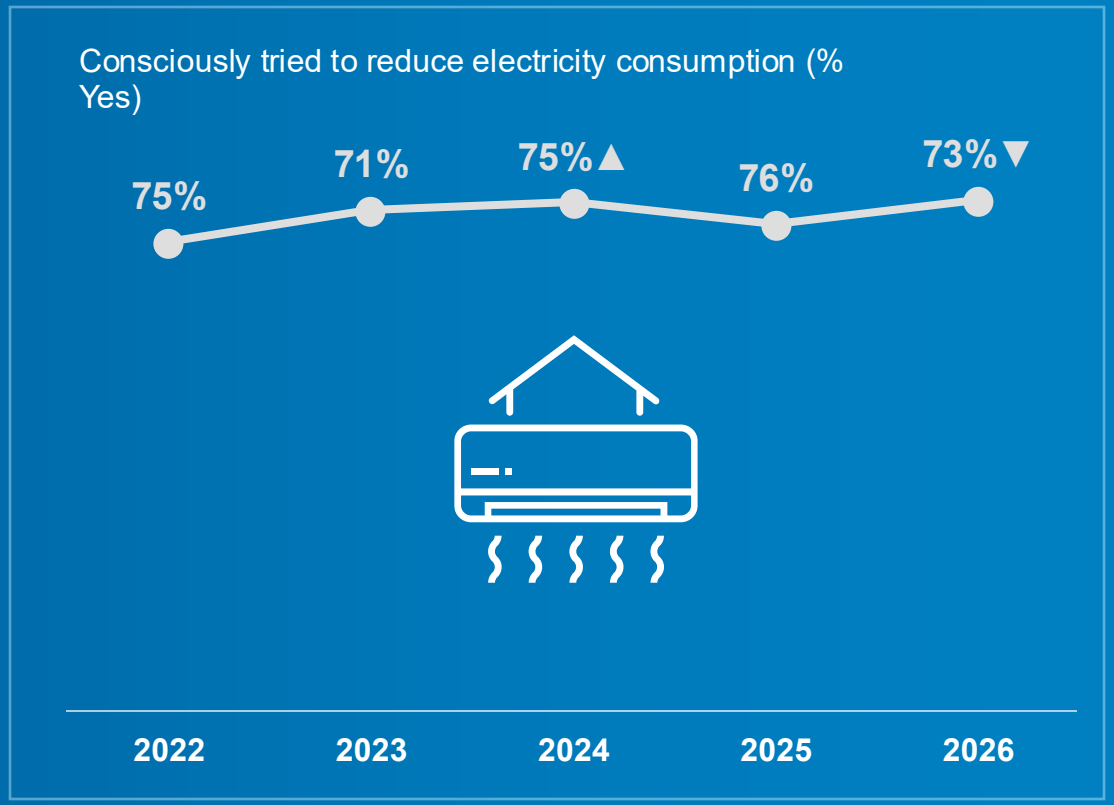
Household Energy Usage

Half of households* would consider moving to a daytime usage tariff if it offered significantly lower costs.

* Among participants not currently on a Time of Use tariff



Most households continue to try to reduce their energy consumption. This result aligns with previous years, indicating behaviour has remained stable over time.



Essential. RESEARCH

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

Find the full results for this section of the QHES here

Powerlink Queensland | Ergon Energy Network | energex

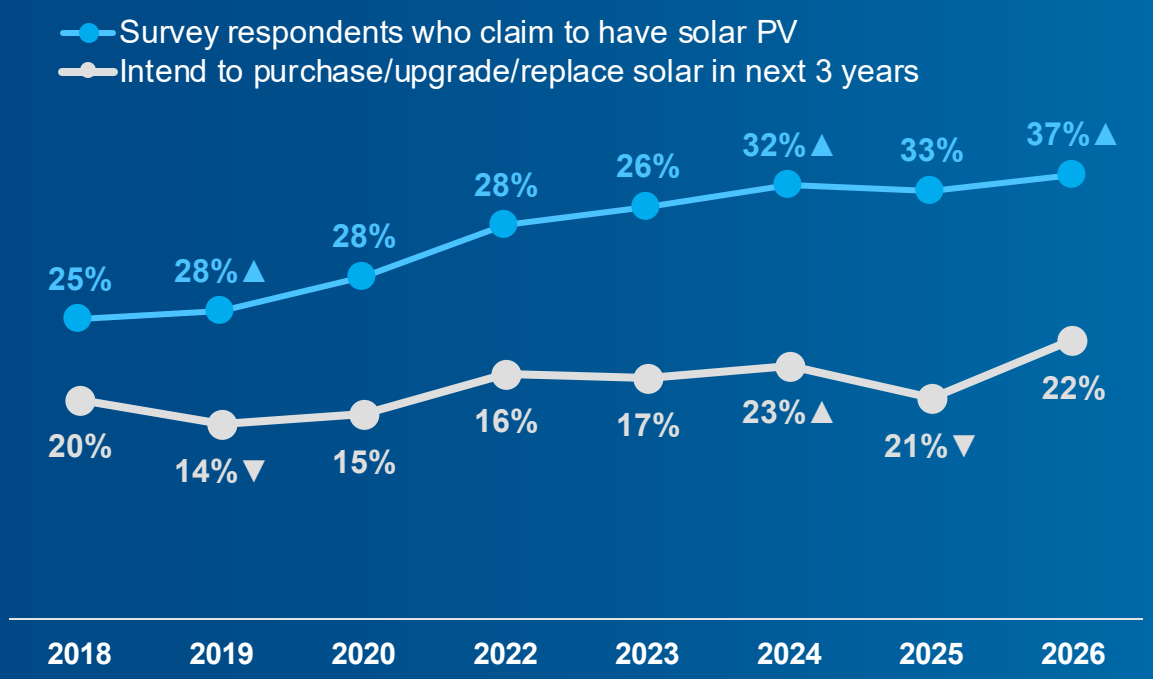
Part of Energy Queensland

Solar PV

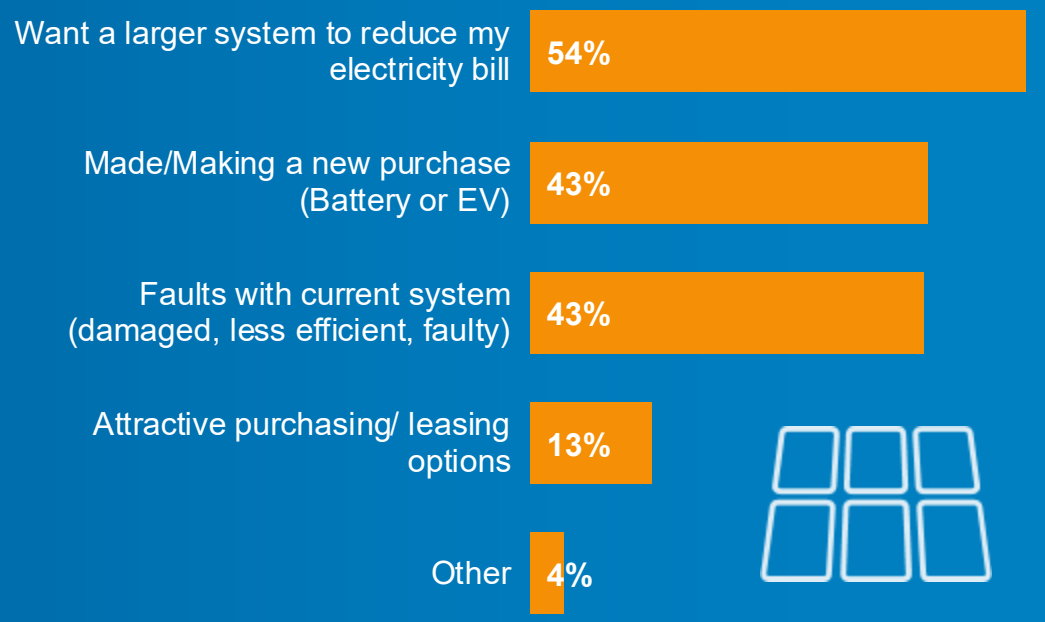
Claimed solar PV ownership has remained consistent, with intention to purchase or upgrade solar PV increasing. This increase aligns with interest in, and applications received to the Australian Government's Cheaper Home Batteries Program.

Three leading reasons underpin solar PV upgrades and replacements with lowering bills being the top motivator.

Solar PV ownership and intent to purchase (%)*



Reasons to upgrade/replace solar PV system (%)



Essential. RESEARCH

Which of the following best describes how often you review the following aspects of your electricity bill - (% Almost always)* 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 actual uptake rates.

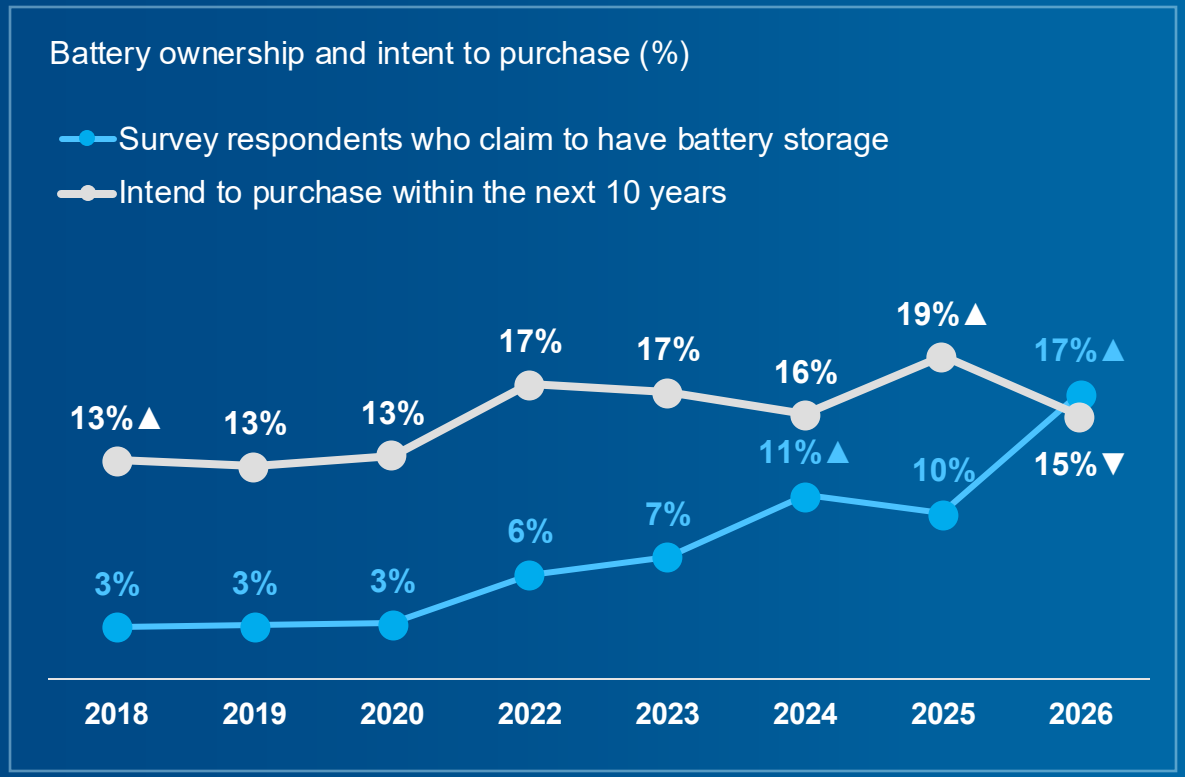
Find the full results for this section of the QHES here

Powerlink Queensland | Ergon Energy Network | energex

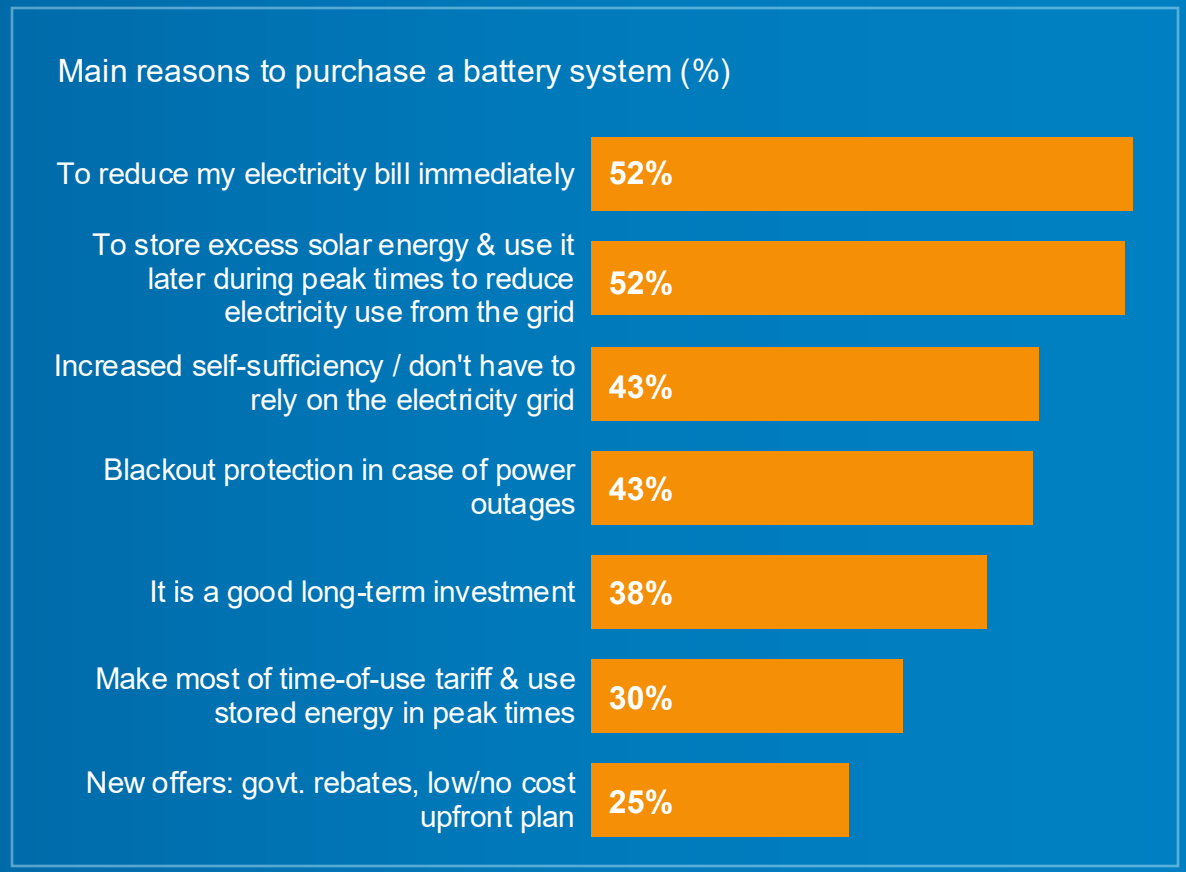
Part of Energy Queensland

Battery Storage Adoption

Overall, 17% of survey respondents state that they own a battery storage system, while 15% intend to purchase within the next 10 years. Again, this increase aligns with interest in, Australian Government's Cheaper Home Batteries Program.



Main reasons for purchasing or intending to purchase battery storage are to reduce bills, store solar energy, and become self-sufficient.



Essential. RESEARCH

▲▼ 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 actual uptake rates.

Find the full results for this section of the QHES here

Powerlink QUEENSLAND | Ergon Energy Network | energex

Part of Energy Queensland

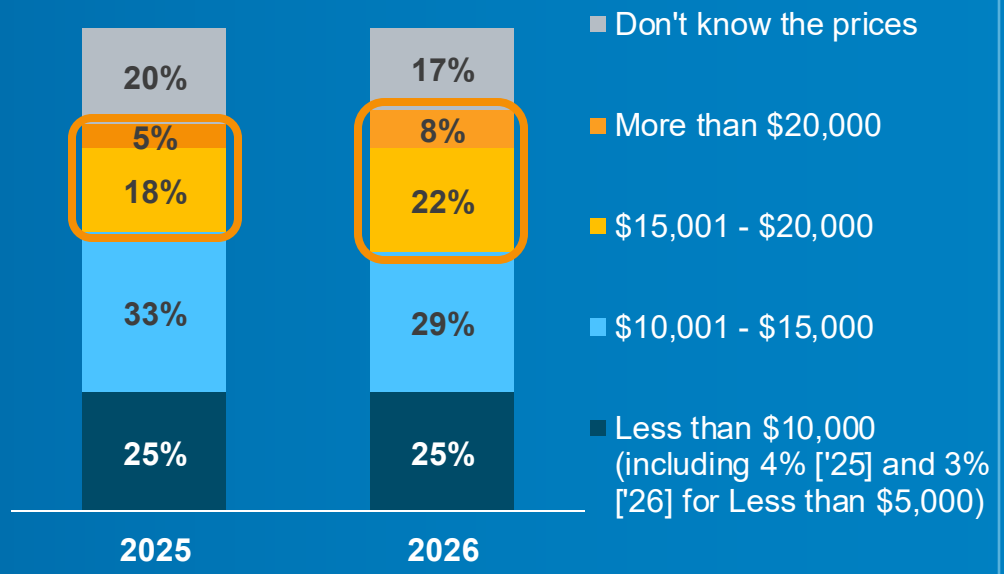
Battery Storage Consideration

Of those who are intending to purchase battery storage, 32% have spoken directly to an installer or salesperson (twice as many as last year).

30% of these same survey respondents believe the cost would exceed $15,000 (compared to 23% last year).

Spoken directly to an installer or salesperson and received a quote for a battery storage system (%)
(Among those with solar who are intending to purchase battery storage WITHIN THE NEXT 3 YEARS)

Expected household battery costs (%)
(Among those with solar who are intending to purchase battery storage WITHIN THE NEXT 3 YEARS)



Essential. RESEARCH

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

Find the full results for this section of the QHES here

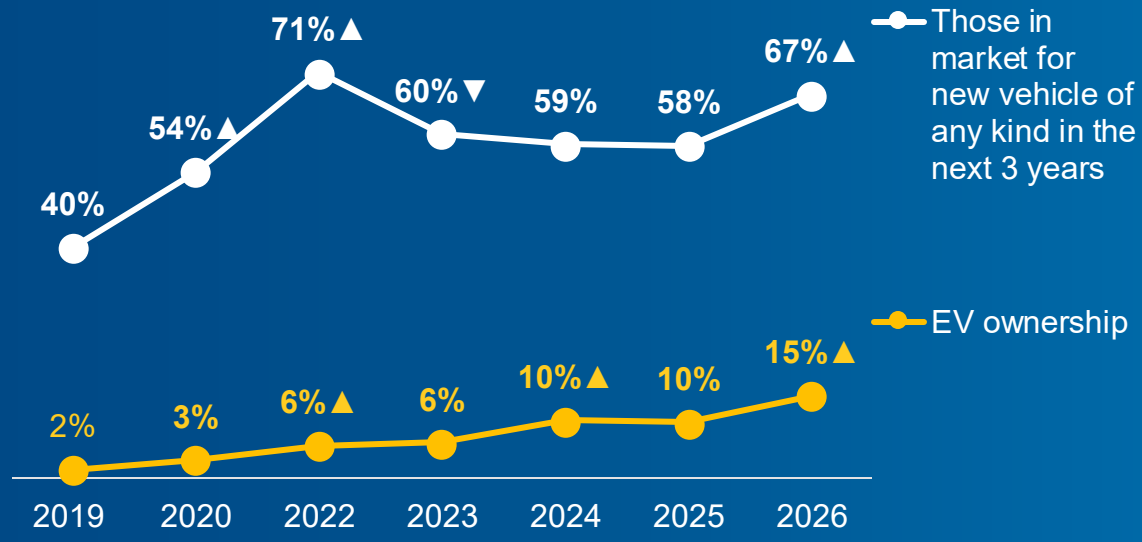
Powerlink Queensland | Ergon Energy Network | energex
Part of Energy Queensland

Electric Vehicles

Households who have indicated Electric Vehicle (EV) ownership and consideration to buy are up significantly from last year.

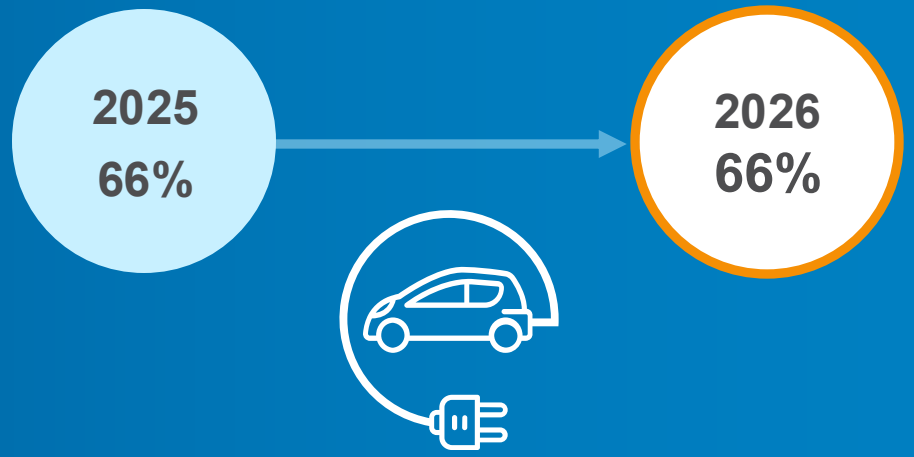
Of those who claim to own an EV (a plug-in electric car and/or a plug-in hybrid car) most continue to be open to the concept of having their EV charging being managed by a third party.

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



Open to the concept of having EV being managed by a third party

(Rated 7-10 out of 10)



Essential. RESEARCH

▲▼ 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 actual uptake rates.

Find the full results for this section of the QHES here

Powerlink QUEENSLAND | ERGON ENERGY NETWORK | energex

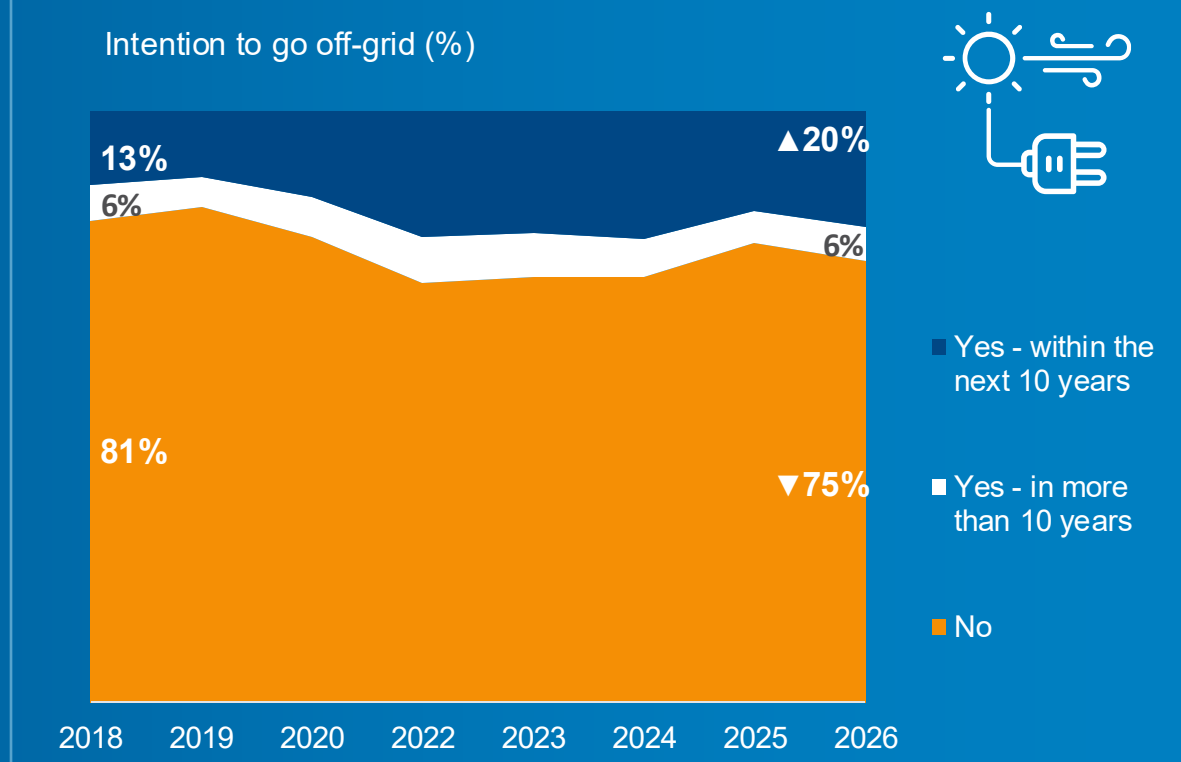
Part of Energy Queensland

Energy Management & Going Off-Grid

This year, households are more interested in all aspects of energy management tools and services.

	2025	High interest (Rated 7-10 out of 10)	2026
Remotely control appliances to manage electricity consumption	50%	→	52%▲
Remote control of lighting/security to manage electricity consumption	46%	→	50%▲
Automatic management	46%	→	49%▲
Third-party management	28%	→	35%▲

Interest in exploring options to go off-grid within the next 10 years has increased significantly.



Essential. RESEARCH

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

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

Powerlink Queensland | Ergon Energy Network | energex

Part of Energy Queensland

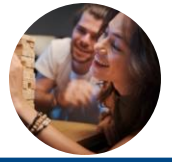
3

Household Profile Snapshots

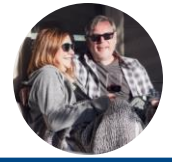
Household profiles: Summary view

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.

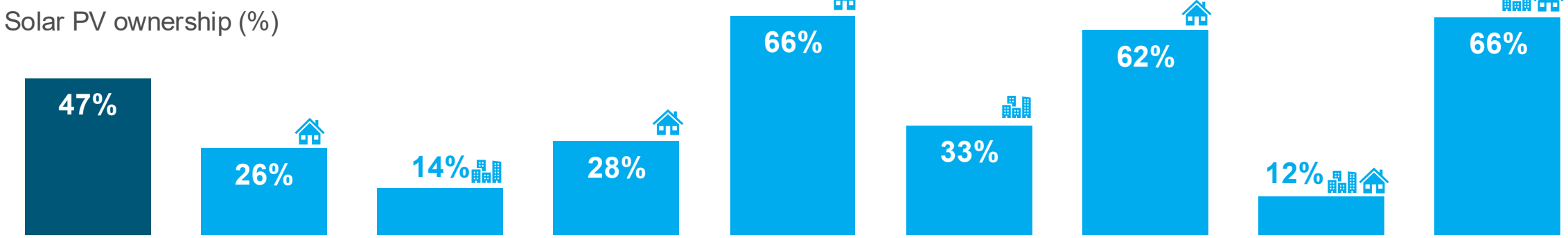




	Renters in houses	Renters in apartments or townhouses	Family renters in houses	Family homeowners in houses	Homeowners in apartments or townhouses	Homeowners in houses	Retiree renters	Retiree homeowners
% 2026 QHES participants by household type	6%	9%	9%	27%	8%	14%	5%	15%
Age*	Younger	Younger	Young to middle aged	Middle aged	Middle aged	Older	Older	Oldest
Household*	Couples without children or in shared households	Living alone, couples or in shared households	Parents and single parents	Couples with children and some single parents	Couples with / without children and some living alone	Couples without children and some living alone	Living alone, Couples without children and some share households	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	Mid	Highest	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 2026 QHES survey, not ABS populations. These are the most common profiles identified from the QHES survey and do not cover the entire survey sample – in 2026, 8% of the sample are uncategorised.

Profile Snapshot: Solar Ownership and Battery Adoption



All households	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)	42% UNSURE	-	30% UNSURE	▲42% RECENT (2023-26)	62% RECENT (2023-26)	36% RECENT (2023-26)	-	47% LEGACY (PRIOR TO 2019)
Importance of maximising use of solar-generated electricity (Rated High Importance 7-10 out of 10)	56%	-	67%	83%	80%	81%	-	82%
Intending to purchase battery storage within the next ten years (Base: Those with solar PV)	13%	-	▼9%	▼39%	20%	42%	-	▼29%
Main reasons for battery storage ***- Reduce electricity bill*** ***- Store solar energy*** (Base: Those with battery storage or intending to buy within next 3 years)	-	-	-	57% 53%	35% ▲44%	59% 56%	-	59% 70%

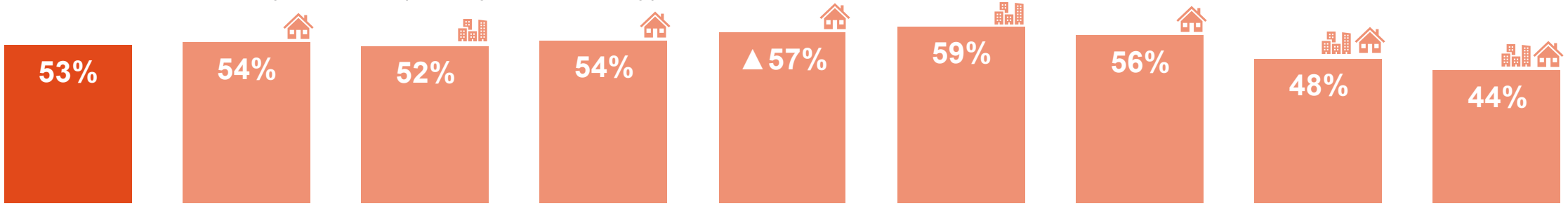
Essential.
ESSENTIALMEDIA.COM.AU

▲▼ 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).

Ergon Energy Network | energex Part of Energy Queensland | Powerlink Queensland

Profile Snapshot: Electricity consumption and behaviour

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



All households	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 electricity consumption	77%	▲78%	77%	▲79%	74%	75%	77%	74%
%Monthly billing cycle	39%	41%	45%	▲57%	51%	▲54%	27%	▲45%
Engagement in electricity bill – Overall cost (% Almost always check)	48%	53%	51%	61%	59%	59%	50%	64%
Engagement in electricity bill – Amount of electricity used (% Almost always check)	45%	43%	41%	▲55%	48%	53%	41%	58%
Awareness of current tariff	22%	28%	30%	▲53%	48%	47%	31%	40%
Likelihood to purchase a Home Energy Management System (HEMS) (% Very + Somewhat likely)	38%	35%	44%	▲52%	50%	39%	16%	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)

	All households	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%	49%	64%	70%	64%	62%	65%	
Interest in: Remotely control appliances to manage electricity consumption (% High interest rated 7-10)	54%	54%	54%	68%	64%	53%	34%	31%	
Interest in: Remote control of lighting/security to manage electricity consumption (% High interest rated 7-10)	50%	50%	55%	▲65%	65%	51%	31%	25%	
Provider manages solar PV usage automatically (Base: Those with solar PV)	19%	-	18%	11%	17%	8%	-	4%	
Electricity retailer is a trusted source of information	35%	35%	28%	36%	37%	39%	47%	43%	

Essential.
ESSENTIALMEDIA.COM.AU

▲▼ 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)

Ergon Energy Network | energex Part of Energy Queensland | Powerlink Queensland

Profile Snapshot: Sentiment and bills

Estimated average quarterly electricity bill ($)

All households	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 change in estimated average quarterly electricity bill from 2025 (%)	+1%	+8%	-2%	+2%	-2%	+3%	10%	+12%
Concern for paying electricity bill (% High concern rated 7-10)	58%	69%	73%	61%	53%	51%	76%	43%
Top two most concerning bills (higher than electricity bill)	▲FUEL, FOOD & GROCERIES	FOOD & GROCERIES, RENT	▲FUEL, RENT	▲FUEL, FOOD & GROCERIES	▲FUEL, FOOD & GROCERIES	▲FUEL, HOME INSURANCE	FOOD & GROCERIES*, RENT	▲FUEL, HOME INSURANCE
Expected electricity bill increases (% Increase by more than 15%)	54%	▲50%	59%	53%	46%	52%	55%	50%
Would accept poorer reliability to reduce my electricity bill	16%	19%	23%	▲17%	12%	15%	19%	10%

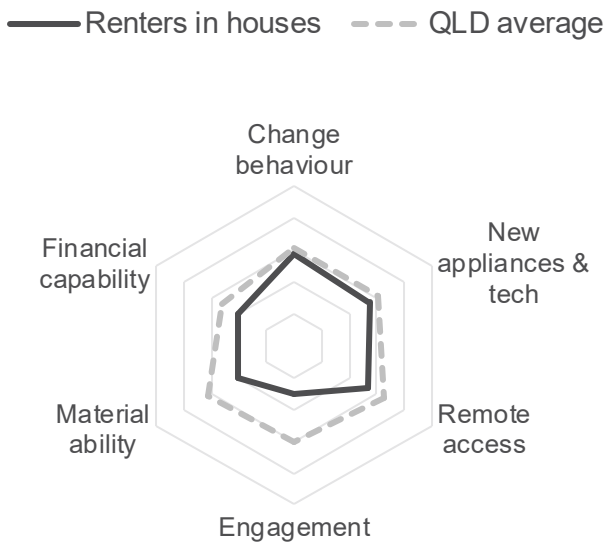
▲▼ indicate statistically significant increases and decreases at the 95% confidence level in results in comparison to the previous year.
*Same concern as Electricity bill

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
- 7% 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 are single with no dependent children. They live in a house and have the lowest average age of all profiles.

Most of them are in employment (with some self-employed). They are more likely than other working-age participants to be a student in formal education.

CHANGE BEHAVIOUR

Renters in houses are among the highest likelihood to consciously try to reduce electricity consumption. 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 lower than 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 about average.

Their previously strong interest in community battery schemes has softened and is now about average.

REMOTE ACCESS

There is average interest in participating in third-party control programs and in remote control of their electricity consumption and other appliances. They have the second 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 consumption.

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 other profiles to know if their home has a smart meter.

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

MATERIAL ABILITY

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

FINANCIAL CAPABILITY

Renters in houses show higher levels of concern for their ongoing ability to pay a range of bills, including electricity and rent.

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

Renters in houses

WHAT ARE THE CHANGES IN 2026

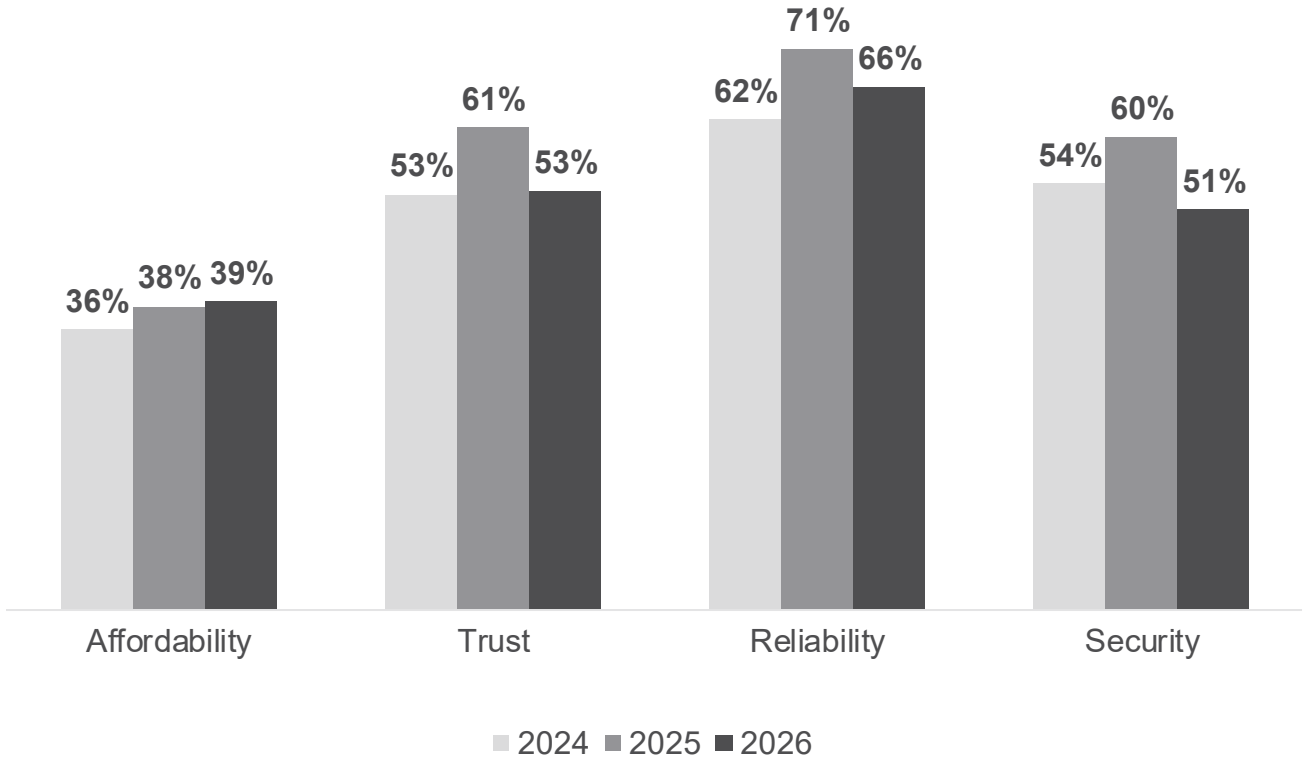
This year, renters in houses have seen a softening of the increased trust and positive sentiment toward electricity providers in 2025. While electricity bills have remained stable ($492, up marginally from $490 in 2025), they are less likely to trust suppliers to do the right thing when faced with a problem (53%, vs 61% in 2025), and satisfaction with both the reliability (66%, vs 71% in 2025) and security (51%, vs 60% in 2025) of electricity supply has also softened.

Fewer experienced power outages in the last six months (52%, vs 64% in 2025). The comparatively high outage rates were due to impacts of extreme weather/disasters observed in 2025. Among those who did, satisfaction with the time taken to restore electricity was 55% (vs 62% in 2025) and satisfaction with communication during the outage was 43% (vs 48% in 2025).

On engagement with their electricity bills, fewer households 'almost always' check the overall cost of their bill (48%, vs 57% in 2025), the unit cost of electricity (20%, vs 30% in 2025), the amount of electricity used (45%, vs 48% in 2025), and whether any rebates have been applied (34%, vs 46% in 2025). In line with this, tariff awareness has also eased to 22% (vs 25% in 2025). Despite lower engagement with their electricity bills, more renters in houses have changed electricity provider this year (24%, vs 21% in 2025), while the proportion who have looked into prices from other companies has declined (36%, vs 40% in 2025).

Interest in shifting to a daytime tariff has grown slightly, with 54% of renters in houses now likely to make the switch (vs 48% in 2025). Solar PV ownership has increased to 26% (vs 21% in 2025), and EV ownership has grown to 8% (vs 4% in 2025), with 61% of those not yet owning an EV open to purchasing one (vs 57% in 2025). Interest in third-party management of appliances has recovered slightly to 34% (vs 30% in 2025), though interest in receiving personal recommendations to save has declined (48%, vs 57% in 2025).

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



Renters in houses

ENERGY CHALLENGES AND OPPORTUNITIES

Renters in houses face an increasingly complex picture in 2026: electricity bill amounts have stabilised but the high trust in electricity suppliers observed in 2025 has not been sustained, and engagement with their electricity bills and energy management tools has declined. Even where day-to-day engagement is lower, more in this segment are actively switching providers, suggesting cost pressure is driving market activity.

They remain among the most determined to reduce electricity consumption, with 77% having consciously tried to reduce their usage in the past 12 months, consistent with 2025. Rent costs continue to dominate financial concerns – 65% are highly concerned about their ability to meet rent payments.

SHORT-TERM IMPACT

Renters in houses continue to have low awareness of their electricity accounts and the challenges facing the network. Tariff awareness has fallen further this year, with just 22% knowing what tariff structure they are on (compared to 40% overall). Awareness of peak demand management and minimum demand awareness remains low compared to other segments.

Despite lower awareness of challenges facing the network, they are interested in shifting to a daytime tariff (54% interested, vs 48% in 2025). The main reason cited among those interested is the ability to shift consumption away from the evening peak (46%). However, the main barrier among those unlikely to switch remains that most of their electricity is consumed during evening peak periods.

LONG-TERM IMPACT

This group is mainly composed of couples without dependent children (52% vs 42% in 2025) and those living in a shared home (31% vs 41% in 2025). The higher incidence of couples and decline in shared households may slightly reduce the complexity of managing electricity bills across multiple occupants, though rental tenure still creates a fundamental lack of agency to make energy efficiency upgrades.

Participants in this profile are still far less likely to have solar PV (26%) than the overall average (47%), and renting remains the principal barrier, cited by 66% of those without panels (vs 78% in 2025). The lower rate of renting cited as a barrier partly reflects the growth in solar PV in this segment, not a reduction in the structural barrier of renting itself.

Around half of renters in houses (46%) support upfront investment in the energy system now for long-term benefits in the future.

77% Consciously tried to reduce electricity consumption in the past 12 months

22% Know what tariff structure they are on

66% Of those without solar PV say renting is the main reason they don't have panels

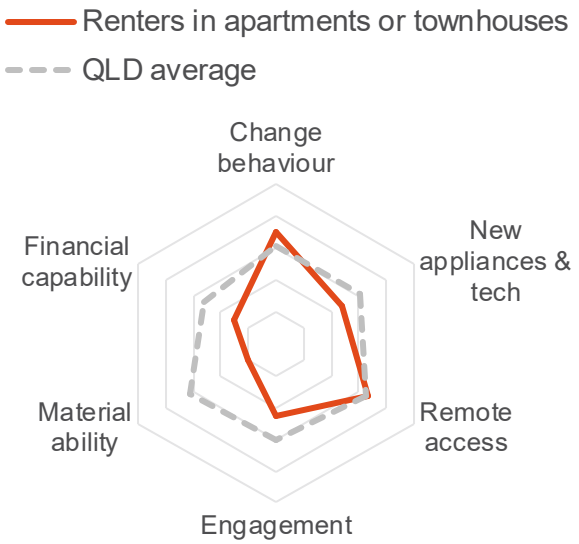
Return to the Household Profile Snapshots

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
- 9% 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 have an average likelihood of switching to a daytime tariff to reduce electricity bills, with many of them confident they could shift their electricity consumption from the evening to the cheaper daytime hours.

They are slightly more likely to have switched providers in the last 12 months compared to all participants. 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 one of the lowest incidences of solar PV panels installed among all profiles and have low intention to purchase them in the future.

EV ownership among this group is moderate but they have among the highest interest to purchase an EV. They show moderate interest in purchasing a Home Energy Management System (HEMS) in the next 3 years and average interest in community battery schemes.

REMOTE ACCESS

This group shows slightly above average interest in permitting third party management of certain appliances, with a significant recovery in interest this year across all energy management and automation services.

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 among the lowest awareness of their current tariff and are among the lowest for 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, and internet services.

Renters in apartments or townhouses

WHAT ARE THE CHANGES IN 2026

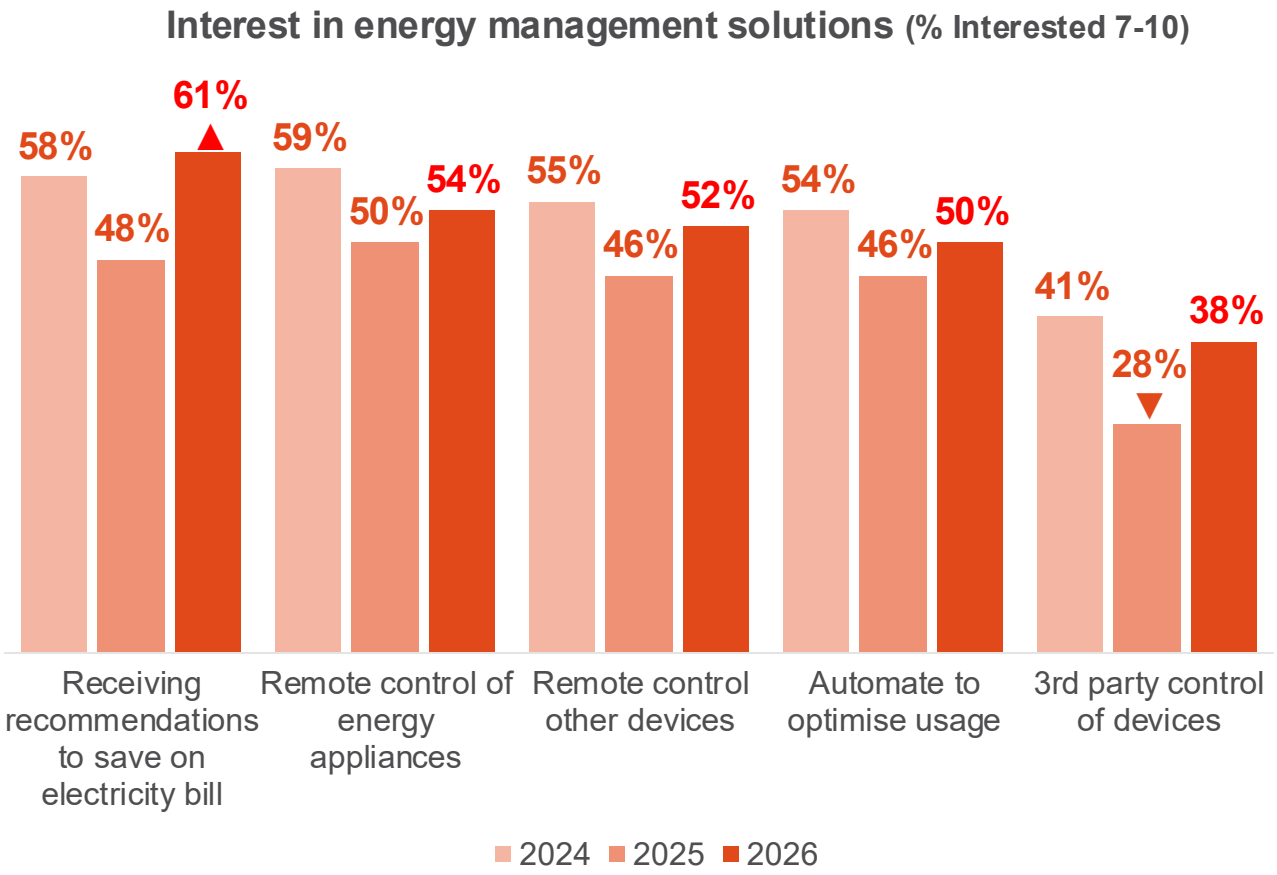
These households experienced a significant rise in electricity bills in 2026, with the estimated average quarterly bill increasing 8% to $430 (vs $398 in 2025). Bill concern has also increased, now at 69% (vs 62% in 2025). The proportion expecting a 15% or greater price rise has also increased markedly, to 50% (vs 40% in 2025), and 23% now expect a rise of more than 25% (vs 18% in 2025).

A notable reversal from last year's pattern of low engagement, this segment is now showing significantly more active participation in energy management (although it is still slightly below average). The proportion who have consciously tried to reduce electricity consumption has increased strongly to 78% (vs 68% in 2025).

Interest in energy automation and remote access services has also recovered substantially – interest in receiving personal recommendations to save has grown to 61% (vs 48% in 2025), interest in remote control of electricity appliances has grown to 54% (vs 50% in 2025), remote control of other devices to 50% (vs 46% in 2025), home automation to optimise electricity consumption and bills to 52% (vs 46% in 2025), and participation in third-party management programs to 38% (vs 28% in 2025). Claimed smart meter installation has also continued to grow, reaching 37% of this segment (vs 30% in 2025).

Confidence that suppliers are working to make electricity more affordable has increased to 46% (vs 39% in 2025), and satisfaction with communication during outages has improved (48%, vs 41% in 2025). However, trust in suppliers to do the right thing when faced with a problem and confidence in the reliability of supply has decreased slightly compared to last year.

Tariff awareness has grown this year to 28% (vs 22% in 2025), partially recovering from last year's decline, though this remains one of the lowest levels across all household profiles. Provider switching has decreased slightly to 21% (vs 26% in 2025), while the proportion comparing prices has remained broadly stable at 40% (vs 38% in 2025). Monthly billing preference has grown to 41% (vs 34% in 2025). Concern about household expenses has increased broadly – food and groceries (73%, vs 67% in 2025), electricity (69%, vs 62% in 2025), fuel (66%, vs 51% in 2025), and rent (71%, vs 66% in 2025).



Renters in apartments or townhouses

ENERGY CHALLENGES AND OPPORTUNITIES

Renters in apartments or townhouses are facing renewed financial pressure in 2026, with rising electricity bills driving a sharp increase in concern and a reversal of last year's low engagement with ways to manage energy use with new technologies. After stepping back from active participation in 2025, this segment is now more likely than before to consciously try to reduce electricity consumption, explore energy management tools, and engage with automation and remote access services.

Income constraints remain a structural feature of this segment. Around 37% of households have an annual household income below $71K, and full-time employment has declined to 52% (vs 56% in 2025), with unemployment rising to 14% (vs 8% in 2025). The segment includes a mix of households living alone (24%), couples without children (22%), and shared households (17%), as well as a significant proportion of couples with children at home (20%).

SHORT-TERM IMPACT

Bill engagement remains mixed for this segment. The proportion 'almost always' checking the overall cost of their bill (53%, no change from 2025) and the amount of electricity used (43%, vs 39% in 2025) are broadly stable, while year-on-year comparisons are also increasing (43%, vs 39% in 2025). Despite low incomes and high bill concern, this segment remains among the least likely to be aware of their current tariff (28%, compared to 40% overall). Awareness of peak demand (62%, vs 60% in 2025) and minimum demand (43%, vs 40% in 2025) issues have increased slightly but remain below average. This segment has a growing interest in receiving personalised energy recommendations to save on their electricity bill, with interest at highest levels since reporting commenced (61%, vs 48% in 2025).

The proportion interested in switching to a daytime tariff has remained broadly stable at 52% (50% in 2025), and EV interest among those considering a new car has grown strongly to 73% (from 63% in 2025).

LONG-TERM IMPACT

Solar PV ownership remains very low at 14% (compared to 47% overall), reflecting both rental constraints and the structural barrier of apartment living. Renting is now the primary reason for not having solar, cited by 75% of those without panels (from 64% in 2025), having overtaken apartment living as the top barrier (now cited by 13%). Intent to purchase battery storage in the next three years has declined to 7% (from 12% in 2025).

This segment is less likely than others to support or engage with the longer-term benefits of energy system investment. Community battery interest, while broadly average at 39%, represents a potential opportunity given the access constraints this group faces with rooftop solar.

69% Have high concern in ability to pay upcoming electricity bills

▲78% Consciously tried to reduce electricity consumption in past 12 months

▲61% High interest in receiving personal recommendations to save on electricity bill

Return to the Household Profile Snapshots

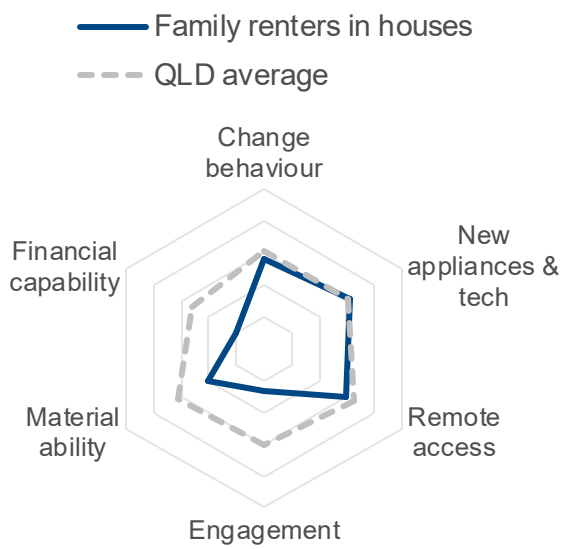
▲▼ indicate statistically significant increases and decreases at the 95% confidence level in results in comparison to the previous year.

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
- 8% 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 https://qhes.com.au/queensland-household-energy-survey-2026/electricity-sentiment-2026/ 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 have an average likelihood of consciously reducing their electricity consumption and are average for having changed electricity provider in the past year.

They have about average consideration of switching to a day-time tariff to reduce bills.

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 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

These families have an about average level of interest in participating in a program of third-party control and interest in controlling their household devices remotely.

They have the lowest trust of all profiles that electricity suppliers do the right thing for customers, which remains a significant barrier to working with suppliers to manage their electricity consumption.

ENGAGEMENT

Engagement among this group has decreased this year. In 2026, they are less likely to almost always check specific aspects of their electricity bill. Even though they have greater awareness of their tariff this year, this is lower than some other segments. For wider electricity and network challenges, they are less likely to be aware of peak and minimum demand issues, and of community batteries than other segments.

MATERIAL ABILITY

Living in rental accommodation poses many barriers to improving energy efficiency or making purchases to better manage electricity consumption. 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 have 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 2026

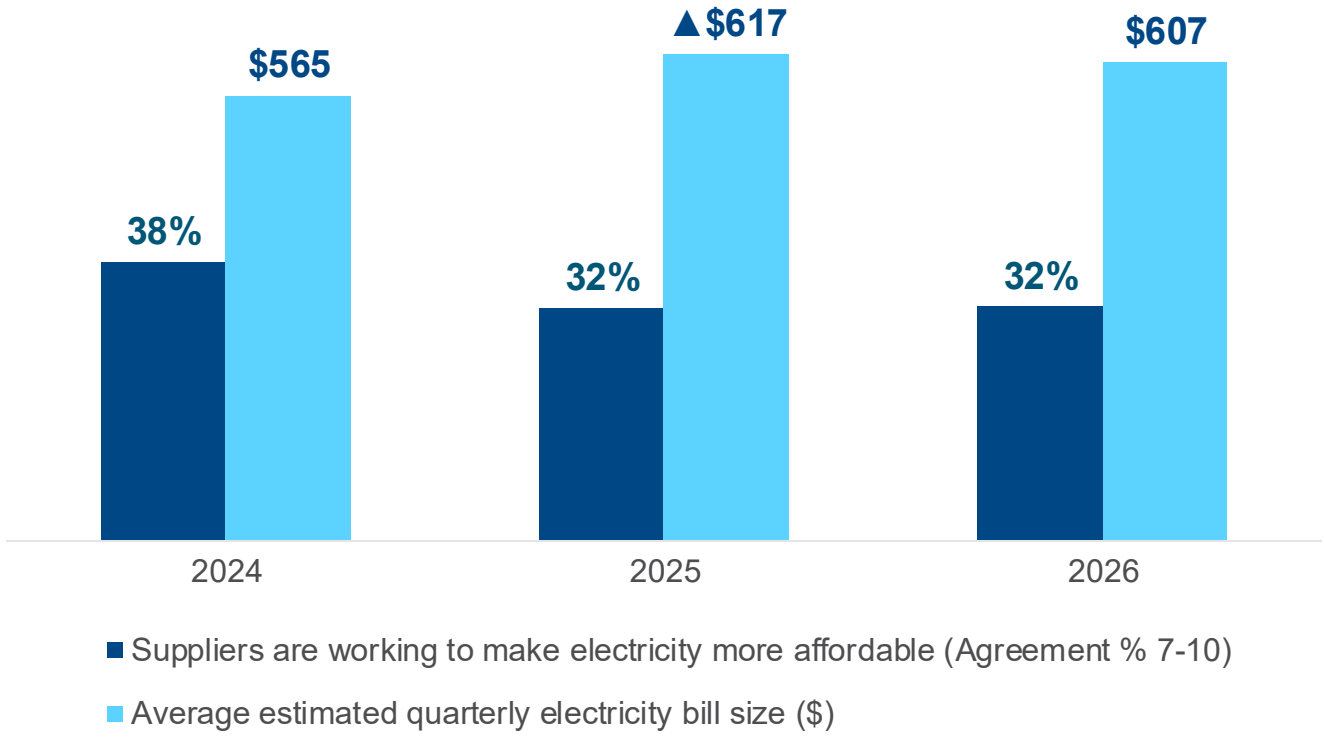
Family renters in houses have seen an easing in their electricity bill ($607, vs $617 in 2025), though this offers limited relief as pressure from other household bills has intensified significantly. Fuel concern has jumped to 77% (vs 64% in 2025), and concern about internet, mobile, childcare and home insurance costs have all risen. To manage costs, more households are bundling services (30%, vs 24% in 2025) and shifting to monthly billing (45%, vs 38% in 2025), suggesting a growing focus on cash flow management. Electricity bill concern remains very high at 73% (vs 74% in 2025), and 31% expect a rise of more than 25% in the next year.

Trust in electricity suppliers has continued to deteriorate and this segment now sits at the lowest level of any profile across all sentiment measures. The proportion trusting suppliers to do the right thing when faced with a problem has dropped to 49% (vs 55% in 2025), and confidence in reliability (61%, vs 68% in 2025) and security (47%, vs 52% in 2025) have both fallen. Agreement that suppliers are working to make electricity more affordable remains unchanged at 32%, the lowest of all profiles, and trust in all information sources including government (30%, vs 36% in 2025) and price comparison sites (36%, vs 42% in 2025) has also declined.

There are some genuine bright spots this year. Power outages were experienced by significantly fewer households (57%, vs 71% due to impacts of extreme weather/disasters observed in 2025). Solar PV ownership has grown notably to 28% (vs 20% in 2025), EV ownership has more than doubled to 9% (vs 4% in 2025), and smart meter installation has increased to 50% (vs 46% in 2025). Interest in third-party management programs has also recovered to 36% (vs 32% on 2025).

Engagement with electricity bills has declined, but tariff awareness has risen to 30% (vs 24% in 2025), the proportion who have downloaded their supplier's app has grown to 69% (vs 60% in 2025), and more households are looking into prices from other electricity companies (38%, vs 34% in 2025). Provider switching has, however, decreased to 19% (vs 23% in 2025), suggesting that while awareness is growing, the motivation or capacity to act on it is still limited.

Average estimated quarterly electricity bill and 'Affordability' agreement



Family renters in houses

ENERGY CHALLENGES AND OPPORTUNITIES

This group carries the highest estimated average quarterly electricity bill of any profile ($607, estimated from survey data) and now has the lowest trust in electricity suppliers of all eight household profiles. Just 49% trust providers to do the right thing when faced with a problem, down from 55% in 2025. Sentiment is at its lowest across every measure: Affordability, Trust, Reliability and Security. With 73% expressing high electricity bill concern and confidence in the market continuing to erode, this segment faces a compounding challenge where financial pressure and distrust of the very providers who could help are reinforcing each other. Support for upfront investment in the energy system reflects this (45%), which is the second lowest of any profile.

SHORT-TERM IMPACT

Despite low trust, there are signs of growing engagement in some areas. Tariff awareness has risen to 30% (vs 24% in 2025), app downloads have grown to 69% (vs 60% in 2025), and more households are looking into prices from other electricity companies (38%, vs 34% in 2025). A strong 77% have consciously tried to reduce their electricity consumption in the past 12 months. Interest in a daytime tariff remains above average at 54%, though the main barrier for those unlikely to switch is the difficulty of shifting electricity consumption away from evening peak hours.

Awareness of peak demand issues has slipped to 59% (vs 65% in 2025), and minimum demand awareness remains low at 41% (vs 42% in 2025), suggesting that while engagement is growing, knowledge of wider network challenges is still limited.

LONG-TERM IMPACT

Rental tenure remains the central structural constraint on this segment's ability to participate in the energy transition. While solar PV ownership has grown to 28% (vs 20% in 2025), it remains well below the Queensland average of 47%, and renting is cited by 79% of those without panels as the primary barrier to installation. Without greater support, this group risks being consistently locked out of the technologies that would most reduce their bills.

Claimed EV ownership has more than doubled to 9% (vs 4% in 2025) and 67% of non-owners would consider an electric vehicle (vs 53% in 2025). The growing EV enthusiasm, combined with an urban location profile and increasing willingness to engage with energy management tools, represents one of the more promising long-term opportunities for reaching this segment.

73% Have high concern in ability to pay upcoming electricity bills

49% Trust their energy provider to do the right thing

$607 Average quarterly electricity bill (estimated from survey data)

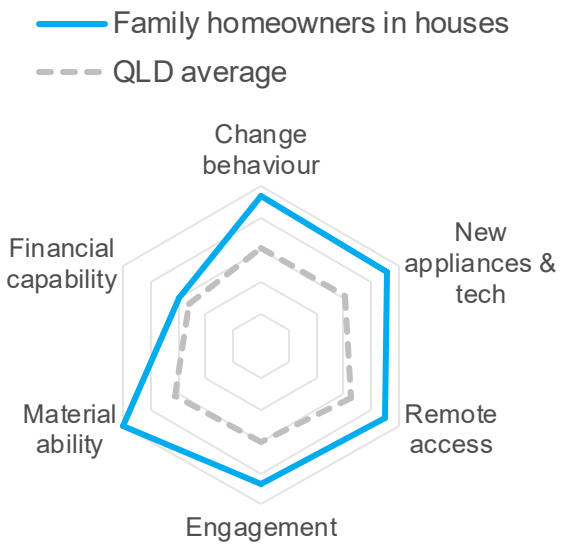
Return to the Household Profile Snapshots

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
- 27% 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 due to the high incidence of two working adults.

This profile represents the largest number of participants in the survey (27% in 2026), 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 above the average for comparing electricity prices to other retailers in the past and switching providers.

They show above average interest in switching to a daytime tariff with 57% saying they would be likely to make the switch (vs 49% in 2025). For those uninterested, difficulty shifting electricity consumption away from the evening peak remains the primary barrier (61%).

However, for those with solar PV, 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 seriously considered converting to electricity.

NEW APPLIANCES/TECHNOLOGY

Family homeowners in houses have one of 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 one of highest 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 have average trust in electricity suppliers compared to other groups. The majority of those with an EV are open to EV charging being managed by a third party.

ENGAGEMENT

They have above average knowledge of what tariff their household is using. They are among the most likely to have a smart meter installed (70%, vs 65% in 2025).

They are also 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 PV systems 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 home insurance and school fees.

Family homeowners in houses

WHAT ARE THE CHANGES IN 2026

Family homeowners in houses have experienced a modest increase in their average estimated quarterly electricity bill to $525 (vs $512 in 2025). Bill concern has risen to 61% (vs 56% in 2025), and 53% anticipate a rise of 15% or more in the next year.

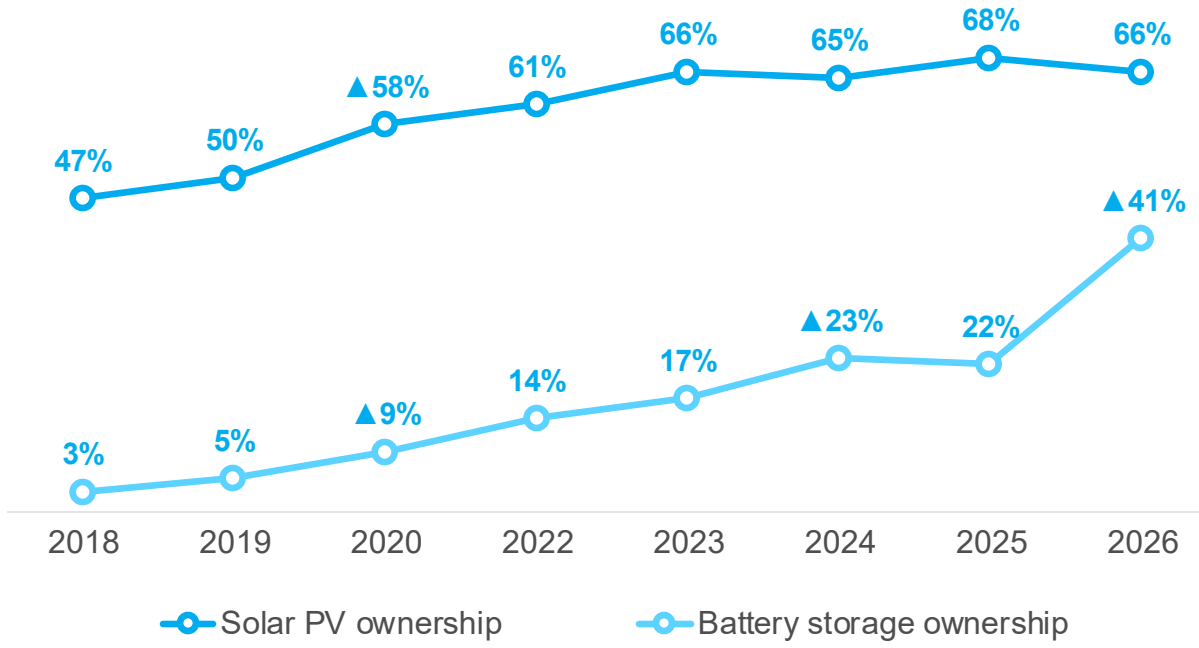
Despite rising bills, broader sentiment toward electricity suppliers has improved across all measures. The proportion who believe suppliers are working to make electricity more affordable has risen to 44% (vs 36% in 2025), trust has grown to 64% (vs 60% in 2025), and sense of security to 66% (vs 60% in 2025). Fewer households experienced power outages this year (56%, vs 65%, due to impacts of extreme weather/disasters observed in 2025), and satisfaction with restoration time (66%, vs 61% in 2025) and retailer communication (54%, vs 47% in 2025) have both improved.

Financial pressure from other household expenses has grown notably, with fuel concern jumping sharply to 72% (vs 52% in 2025), alongside increases for mortgage, home insurance and childcare. To manage costs, more households have shifted to a monthly billing cycle for their electricity (57%, vs 45% in 2025) and are bundling services (53%, vs 42% in 2025).

Engagement with electricity bills has strengthened. Tariff awareness has risen significantly to 53% (vs 42% in 2025), more households are comparing prices across suppliers (51%, vs 44% in 2025), and provider switching has increased to 23% (vs 19% in 2025). The proportion 'almost always' checking their electricity bill has improved across the following: overall cost (61%), unit cost (37%) and amount used (55%).

Technology adoption continues to accelerate. There has been a marked increase in stated battery storage ownership (41% vs 22% in 2025). Claimed EV ownership has grown to 18% (vs 13% in 2025), with 73% of non-EV owners now open to purchasing one. Close to three-quarters of those who own an electric car are open to having their EV charging being managed by a third party (72% vs 62% in 2025). Smart meter installation has reached 70% (vs 65% in 2025), and interest in third-party management of appliances has grown to 46% (vs 36% in 2025). Solar PV ownership has eased slightly to 66% (vs 68% in 2025), though the importance placed on maximising solar energy consumption has grown to 83% of solar owners.

Solar PV and battery storage ownership (%)



Family homeowners in houses

ENERGY CHALLENGES AND OPPORTUNITIES

Family homeowners in houses are the profile most positioned to benefit from the energy transition. They have the financial means, the physical assets and the growing appetite to invest in and engage with new technologies. This year, positive momentum across engagement, sentiment, and technology adoption has continued, even as financial pressures from outside electricity are intensifying.

They are among the strongest supporters of upfront investment in the energy system for long-term benefits (65%), and trust in electricity providers has grown across every measure. Price comparison websites remain the most trusted information source (43%), with government resources close behind (38%).

SHORT-TERM IMPACT

This group is highly engaged with their electricity bills. Tariff awareness has risen to 53% (vs 42% in 2025), well above the overall average of 40%, and awareness of peak demand (78%) and minimum demand (64%) issues is among the highest of any profile. More than half (51%) have compared prices from other electricity suppliers this year, and provider switching has increased to 23%.

Interest in shifting to a daytime tariff has grown to 57% (vs 49% in 2025). The main barrier for those unlikely to switch remains the difficulty of shifting electricity consumption away from the evening peak (61%), reflecting the lifestyle patterns of families in full-time employment.

LONG-TERM IMPACT

Solar PV ownership remains high at 66%, and the importance of maximising solar energy consumption has grown to 83% of solar PV owners — the highest of any profile. Battery storage ownership among solar households has grown significantly to 41% (vs 22% in 2025), and 21% intend to purchase a battery in the next three years. Cost remains the primary barrier to battery purchase, cited by 63% of those not intending to buy. EV ownership has increased to 18% and 73% of non-EV owners would consider purchasing one, with openness to managed charging growing to 54%. These trends collectively make family homeowners in houses the profile most likely to drive demand-side flexibility over the next decade.

▲70% Claim to have a smart meter installed

▲18% Indicate that they own a plug-in electric vehicle

65% Support upfront investment in the energy system

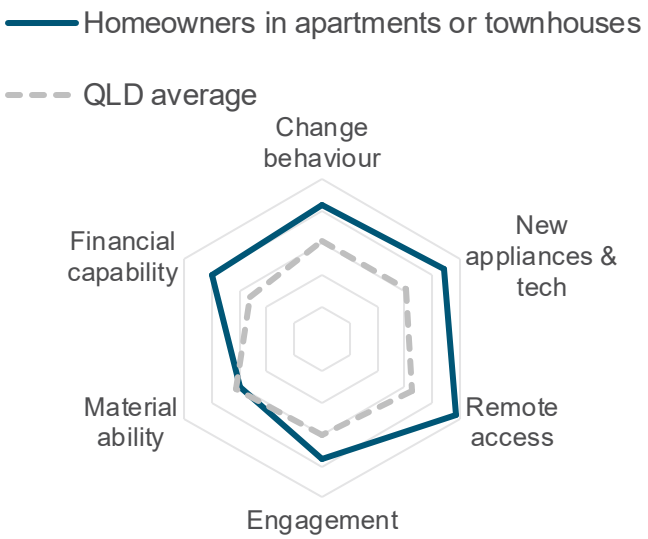
Return to the Household Profile Snapshots

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

8% of Queensland households

WHO ARE THESE HOUSEHOLDS

These participants own the home in which they are living and reside 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. There is a mix of households with just one or two occupants and those with dependent children.

CHANGE BEHAVIOUR

Homeowners in apartments are among the more active profiles for comparing electricity prices to other retailers and switching providers, though other segments have closed the gap this year.

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 consumption from peak hours.

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

NEW APPLIANCES/TECHNOLOGY

Homeowners in apartments have one of the highest incidences of Electric Vehicle (EV) ownership and among the highest consideration of purchasing in the future. They are more interested in purchasing a Home Energy Management System (HEMS) in the future than other profiles.

Despite having lower than average incidence of solar PV, there is higher than average interest in purchasing a system in the future. They are also the most likely to have downloaded an app to manage electricity consumption. This group continues to drive the uptake of battery storage, with ownership among solar households growing strongly and intent to purchase in the next three years increasing.

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 just below average levels of engagement when it comes to their bill analysis. However, they 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 PV systems and charging options for EVs may be scarce.

FINANCIAL CAPABILITY

Homeowners in apartments have relatively low concern for their ongoing ability to pay electricity bills in the future, though this has increased slightly this year. They have average levels of concern for other bills such as mortgage, groceries and fuel.

They have below 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 2026

Homeowners in apartments or townhouses have seen their estimated average quarterly bill fall slightly to $408 (vs $416 in 2025). Despite this, electricity bill concern has risen slightly to 53% (vs 49% in 2025) and the proportion expecting a rise of more than 25% in the next year has grown to 20% (vs 13% in 2025). Monthly electricity billing (51%, vs 42% in 2025) and bundling of services (48%, vs 39% in 2025) have both increased.

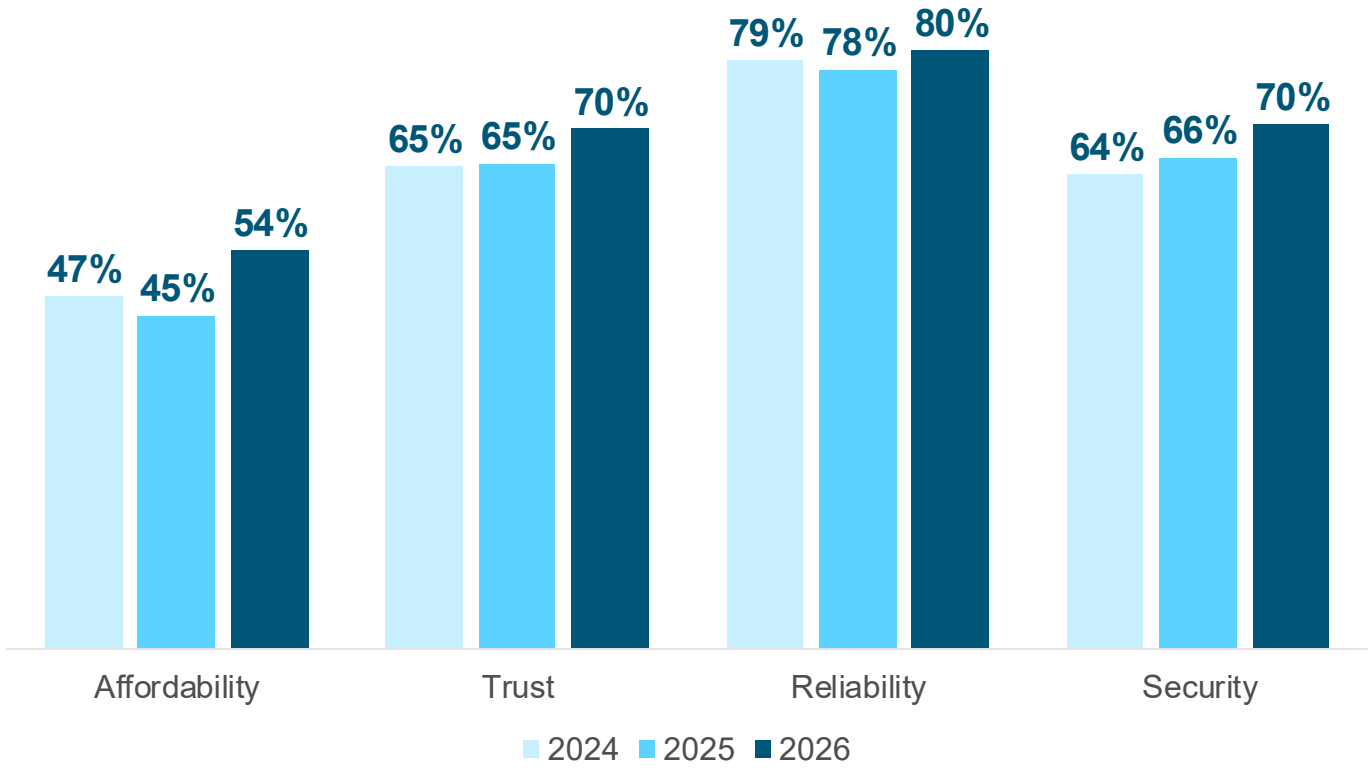
Sentiment toward electricity suppliers has improved significantly. Confidence that suppliers are working to make electricity more affordable has risen to 54% (vs 45% in 2025), trust to 70% (vs 65% in 2025), and sense of security to 70% (vs 66% in 2025). Power outages were experienced by significantly fewer households (38%, vs 52% in 2025), the largest reduction of any segment.

Like concern with electricity costs, financial pressure from other household expenses has also grown, particularly fuel, with concern rising to 61% (vs 47% in 2025). More households are shopping around — tariff awareness has grown to 48% (vs 39% in 2025) and more are looking into prices from other suppliers (47%, vs 42% in 2025).

Interest in energy management and automation has grown across all measures, with personalised recommendations (71%, vs 63% in 2025), remote control of appliances (64%, vs 59% in 2025) and third-party management (46%, vs 43% in 2025) all increasing. Community battery interest has also grown to 58% (vs 50% in 2025).

Technology adoption continues to accelerate. Solar PV ownership has grown slightly to 33% (vs 28% in 2025), battery storage intent in the next three years to 13% (vs 8% in 2025), and EV ownership to 18% (vs 14% in 2025). Notably, the proportion citing a lack of government incentives as a reason not to purchase a battery has fallen sharply to 16% (vs 37% in 2025). This aligns with interest in, and applications received to the Australian Government's Cheaper Home Batteries Program. Smart meter installation has grown to 48% (vs 43% in 2025).

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



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

Homeowners in apartments or townhouses

ENERGY CHALLENGES AND OPPORTUNITIES

Homeowners in apartments or townhouses are one of the most capable and engaged profiles in the survey. They are financially secure with 34% having an annual household income above $151k, highly employed (73% full-time), and among the most active in engaging with energy management, technology and the market. This year, positive momentum has continued across sentiment, technology and market engagement, even as the financial environment outside electricity has grown more demanding.

They are among the strongest supporters of upfront investment in the energy system for long-term benefits (73%), and their trust in electricity suppliers has grown across all measures. Price comparison websites are now the most trusted information source (48%), with the electricity retailer close behind (37%).

SHORT-TERM IMPACT

Bill engagement is broadly stable, with tariff awareness growing notably to 48% (vs 39% in 2025) — the largest improvement of any segment. More households are looking into prices from other suppliers (47%, vs 42% in 2025), and monthly billing (51%) and bundling (48%) have both increased. Daytime tariff interest remains high at 59%, with the evening peak remaining the primary barrier for those unlikely to switch (73%).

Peak demand awareness has eased to 72% (vs 76% in 2025) but remains among the highest of any profile alongside strong minimum demand awareness (55%).

LONG-TERM IMPACT

The central long-term challenge for this segment is access to rooftop solar, with apartment living remaining the primary barrier to solar installation (cited by 42% of those without panels). Solar PV ownership has grown to 33% but remains well below the Queensland average of 47%. Intent to purchase solar has grown slightly, reflecting genuine appetite that is structurally constrained.

Battery storage is an area where this group is leading. Battery ownership among solar PV households within this group has grown to 63% and intent to purchase in the next three years has grown to 13% (vs 8% in 2025). The primary barrier to purchasing battery storage is the same as last year - that batteries are perceived as being too expensive and the payback period too long, however, the proportion citing a lack of government incentives as a reason not to buy has fallen sharply to 16% (vs 37% in 2025). EV ownership has grown to 18%, and 73% of non-owners would consider purchasing, with 54% open to managed charging. This positions homeowners in apartments as a key segment for demand flexibility programs.

13% Intend to purchase storage battery in the next 3 years

58% Interested in community batteries

18% Claim to own a plug-in electric vehicle

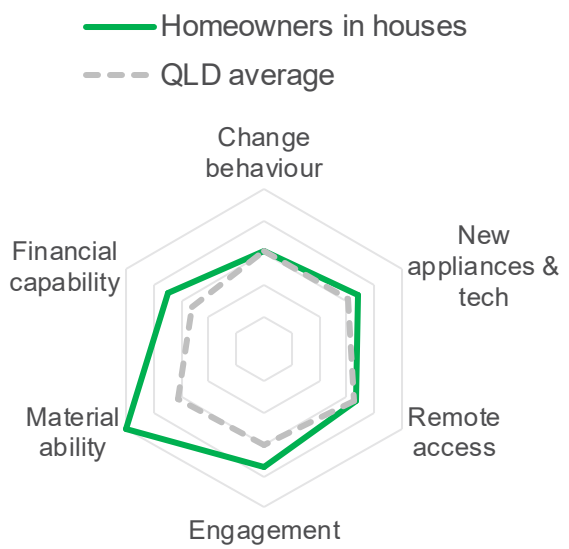
Return to the Household Profile Snapshots

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
- 14% 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 mainly single or couples, with some shared households 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

Interest in shifting to a daytime tariff has grown this year but comparatively is just above average. For those unlikely to switch, the difficulty of shifting away from peak hours is the primary barrier (46%).

These participants are less likely to have switched their electricity provider in the last year compared to average but have about average comparison of different electricity companies.

NEW APPLIANCES/TECHNOLOGY

Homeowners in houses have among the highest ownership of solar PV systems. Those without solar are more interested in purchasing a solar PV system in the future than other profiles. There is high intention to purchase battery storage in the future.

There is about average ownership of Electric Vehicle ownership in this group (EV), and about average consideration of purchasing an EV for their next car.

REMOTE ACCESS

Homeowners in houses have slightly below average interest in a program to permit third-party control of appliances. They also show 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 electricity bill, including overall cost, unit cost, electricity consumption, year-on-year comparisons and feed-in tariffs.

They have above average knowledge of what tariff their household is currently using and 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 PV systems 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. There is a significant proportion also claiming solar is not a priority.

FINANCIAL CAPABILITY

Homeowners in houses have just below average quarterly bills compared to other profiles. They have comparatively low 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 and phone.

Homeowners in houses

WHAT ARE THE CHANGES IN 2025

Homeowners in houses have experienced a small increase in their estimated average quarterly electricity bill to $431 (vs $419 in 2025). Electricity bill concern has risen to 51% (vs 47% in 2025), and 26% now expect a rise of more than 25% in the next year. Despite this, broad sentiment toward electricity suppliers has remained largely stable, with trust holding at 64% (vs 63% in 2025) and confidence in reliability and affordability consistent with 2025.

Like concern with electricity costs, financial pressure vs other household expenses has also intensified, particularly fuel, with concern rising sharply to 66% (vs 46% in 2025). Monthly electricity billing has grown significantly to 54% (vs 42% in 2025) and bundled services to 47% (vs 43% in 2025), reflecting greater focus on managing the broader household cost base.

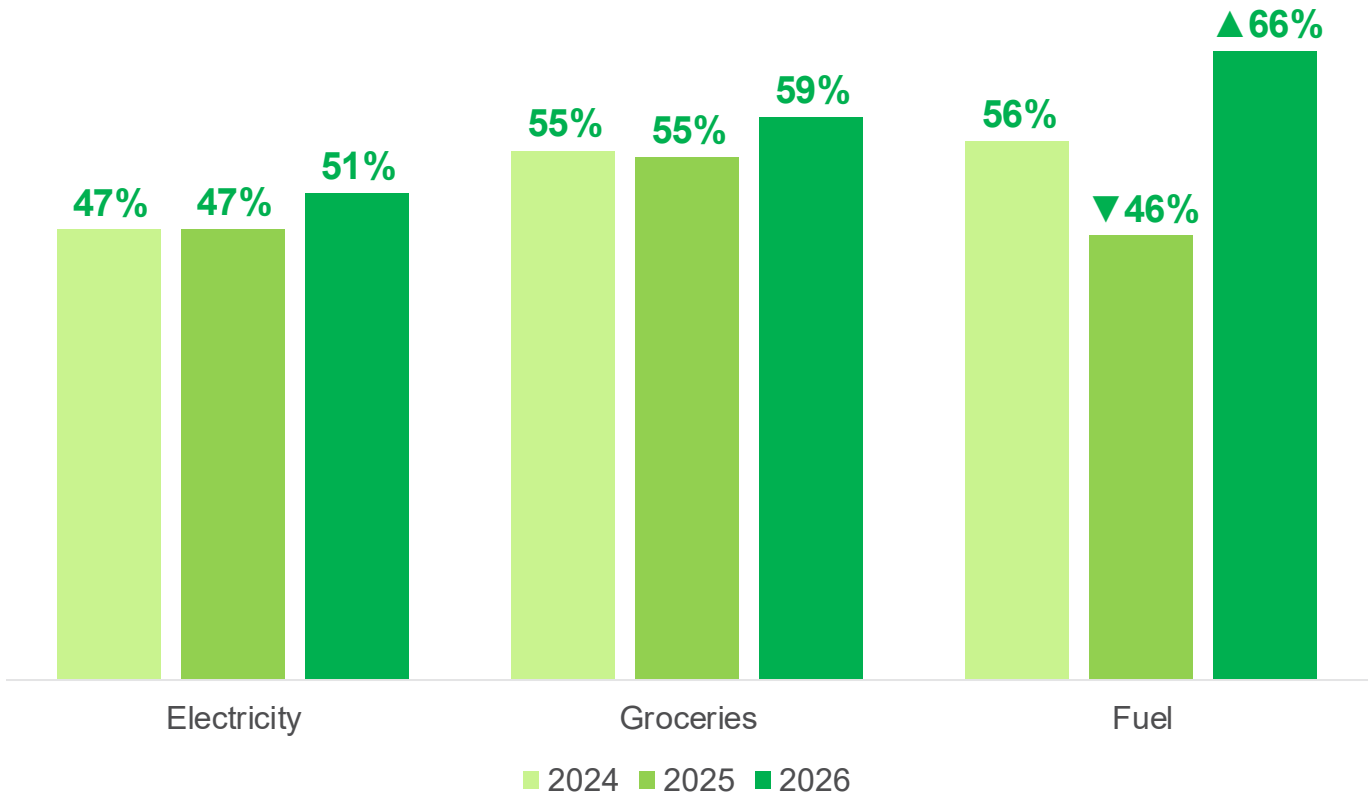
Fewer households experienced power outages this year (58%, vs 69%, due to impacts of extreme weather/disasters observed in 2025), and satisfaction with restoration time (58%) and retailer communication (41%) have both eased.

Interest in shifting to a daytime tariff has grown to 56% (vs 51% in 2025). Barriers to shifting - such as not wanting to be constrained about electricity consumption timing - has grown to 35% (vs 27% in 2025), while difficulty shifting away from the evening peak has fallen to 46% (vs 56% in 2025). EV ownership has grown to 11% (vs 7% in 2025), smart meter installation has increased significantly to 70% (vs 59% in 2025), and interest in third-party management of appliances has grown to 33% (vs 27% in 2025).

Solar PV ownership has edged up to 62% (vs 60% in 2025), with recently installed systems (2023 to 2026) now accounting for 36% of the solar fleet (vs 31% in 2025). The importance placed on maximising solar energy consumption has grown to 81% (vs 76% in 2025).

Battery storage ownership among solar PV households has grown significantly to 33% (vs 18% in 2025). Motivations have also shifted, with self-sufficiency (55%, vs 45% in 2025) and long-term investment value (42%, vs 31% in 2025) both growing strongly alongside electricity bill reduction (59%), suggesting an increasingly strategic view of battery storage in this segment.

Concerned with household expenses (% Concerned 7-10)



Homeowners in houses

ENERGY CHALLENGES AND OPPORTUNITIES

Homeowners in houses are a highly engaged profile with the physical means and financial capability to participate actively in the energy transition. They have high solar PV ownership, growing battery storage and EV uptake, and strong awareness of network issues. This year positive momentum has broadly continued, even as electricity bills have grown modestly and fuel costs have intensified significantly.

They are among the strongest supporters of upfront investment in the energy system for long-term benefits (59%), and price comparison websites are now their most trusted information source (41%), with electricity retailers close behind (39%).

SHORT-TERM IMPACT

This group is one of the more engaged of all profiles with their electricity accounts, with high rates of bill checking across all measures and tariff awareness growing to 47% (vs 43% in 2025). More households are comparing prices (40%) and switching providers (16%, vs 13%) in 2025. Interest in a daytime tariff has grown to 56%, and the primary barrier has shifted away from peak hour difficulty toward a preference not to be constrained about electricity consumption timing, which may be easier to address through better product design. Awareness of peak demand issues remains very high at 75%.

LONG-TERM IMPACT

Solar PV ownership is 62%, with the fleet skewing increasingly toward newer installations — 36% of solar owners installed their system between 2023 and 2026. The Queensland Solar Bonus Scheme $0.44 feed-in tariff is now held by 13% (vs 15% in 2025).

Battery storage ownership among solar households has grown significantly to 33%, and the motivation profile is evolving. Self-sufficiency (55%) and long-term investment value (42%) are now prominent drivers alongside bill reduction (59%), pointing to a maturing view of battery storage in this segment. Three-year purchase intent remains stable at 21%. EV ownership has grown to 11%, with 47% of EV owners open to managed charging, representing a growing demand flexibility opportunity.

62% Claim to have solar PV panels

▲33% Indicate that they have battery storage

▲70% Believe that they have a smart meter installed

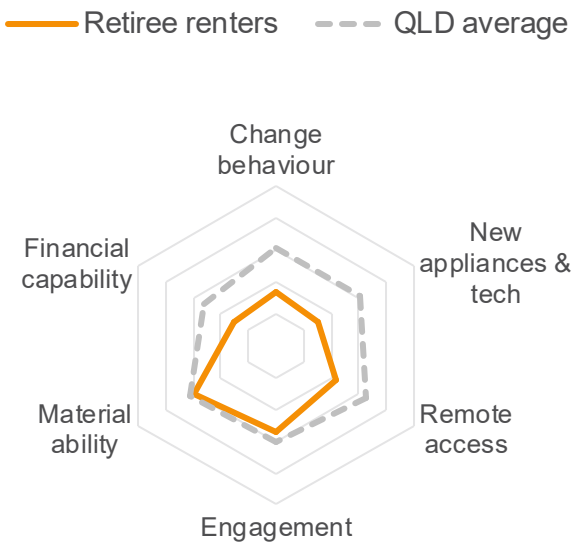
Return to the Household Profile Snapshots

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

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 slightly less likely than average to have switched electricity providers in the last year and are significantly less likely to have looked into prices from other electricity companies. They are significantly less likely 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 very low ownership and consideration of Electric Vehicles (EVs). Interest in battery storage and community battery schemes has grown this year, though from a low base.

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.

ENGAGEMENT

Retiree renters check their electricity rebates more regularly than other profiles, though overall bill monitoring has declined across most measures this year.

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 a lower estimated average quarterly electricity bill, retiree renters have the highest bill concern of any profile. They also have above average concern for their ability to pay for groceries, rent, internet and mobile.

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

Retiree renters

WHAT ARE THE CHANGES IN 2026

Retiree renters have experienced a notable 10% increase in their estimated average quarterly electricity bill this year ($392, vs $355 in 2025). Electricity bill concern has risen sharply to 76% (vs 68% in 2025), the highest level of any segment, and 33% now expect a rise of more than 25% in the next year (vs 25% in 2025).

Broader cost of living pressures have also intensified, with concern rising for food and groceries (76%, vs 69% in 2025), rent (71%, vs 61% in 2025), mobile phone services (56%, vs 47% in 2025) and internet (50%, vs 42% in 2025).

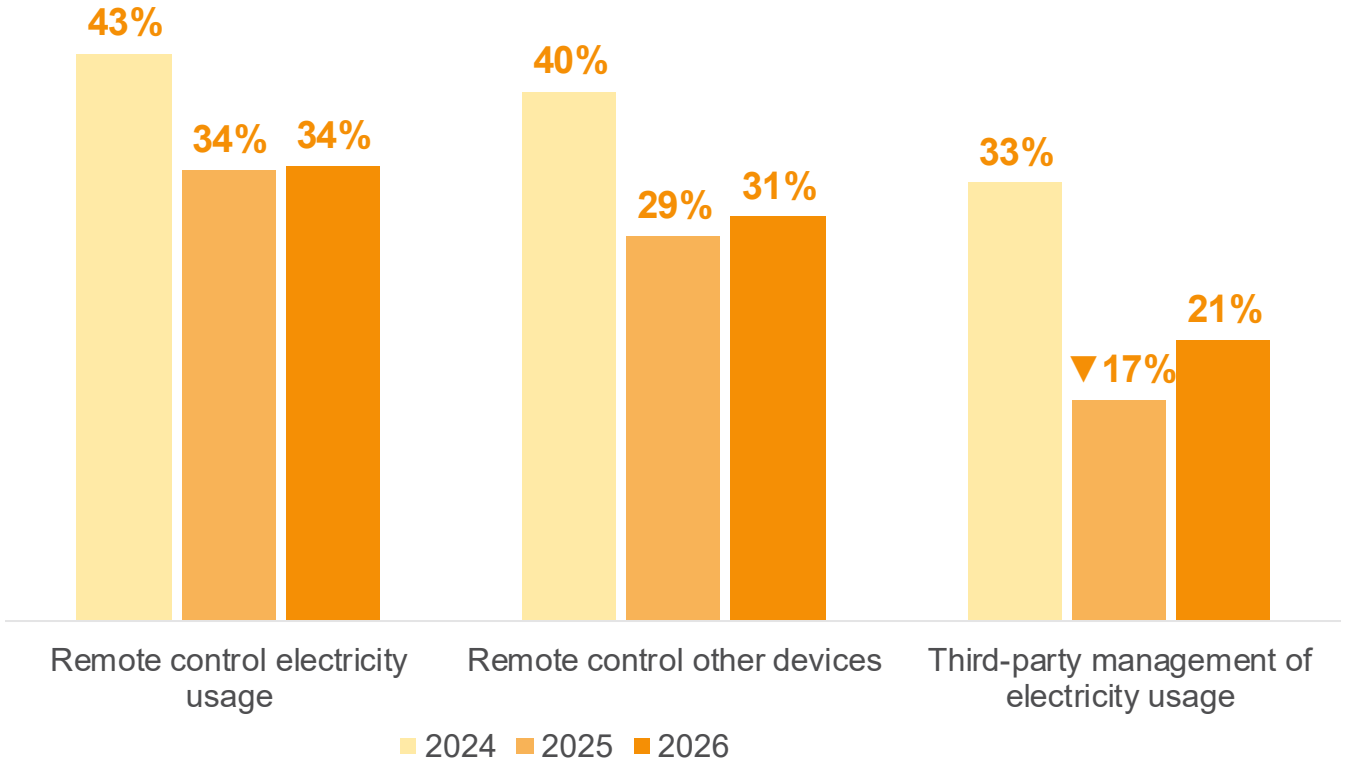
Despite higher bills, engagement with electricity bills has declined. The proportion 'almost always' checking the overall cost of their bill has fallen to 50% (vs 63% in 2025), checking the amount used to 41% (vs 52% in 2025) and checking rebates to 57% (vs 66% in 2025). App downloads have also fallen sharply to 50% (vs 65% in 2025). Meanwhile, 77% are making a conscious effort to reduce electricity consumption, (vs 74% in 2025).

More households in this profile are engaging with the market, with 33% looking into prices from other electricity companies (vs 26% in 2025) and 18% switching provider (vs 15% in 2025), although this is still lower compared to most other segments. The electricity retailer has also become the most trusted information source for this group (47%), overtaking price comparison websites (36%, vs 44% in 2025) for the first time, creating a direct opportunity for retailers to engage and support these households.

Satisfaction with the time taken to restore electricity was broadly stable at 61%, while satisfaction with communication during outages has improved notably to 41% (vs 32% in 2025).

Interest in battery storage has grown, with intent to purchase in the next three years increasing to 14% (vs 5% in 2025) and community battery interest rising to 29% (vs 18% in 2025). Solar PV ownership remains flat at 12%, with renting continuing to be the primary barrier for those without panels (75%, vs 80% in 2025). Interest in remote access services is broadly stable.

Interest in energy management services (% High interest rated 7-10)



Retiree renters

ENERGY CHALLENGES AND OPPORTUNITIES

Retiree renters make up 6% of participants in the survey but are potentially the most financially vulnerable of all profiles. Over four in ten (41%) are on a disability pension, (vs 36% in 2025) and around 60% earn less than $51k per year. Electricity bill concern has reached 76%, the highest of any segment, reflecting the acute pressure this group is under. Around two-fifths (37%) live alone, the highest of any profile, which further limits the ability to share and spread household costs.

While these participants face many challenges, they do have opportunities to become more energy efficient. The majority (82%) are at home between 8am and 5pm on weekdays, which lends itself well to a daytime tariff. However, just under half (48%) would be interested in making the switch to a lower cost daytime tariff with the main barrier being a preference not to be constrained about when they use electricity.

SHORT-TERM IMPACT

Market engagement has grown this year. More retiree renters have looked into prices from other electricity companies (33%, vs 26% in 2025) and more have changed provider (18%, vs 15% in 3036). The electricity retailer has become the most trusted information source for this group (47%), overtaking price comparison websites for the first time, which represents a meaningful opportunity for providers to engage and support these households directly.

Awareness of peak demand issues has eased to 67% (vs 73% in 2025) and minimum demand awareness has slipped to 35% (vs 39% in 2025), remaining below the levels of other household profiles.

LONG-TERM IMPACT

Retiree renters face significant structural barriers to the energy transition. They have the lowest solar PV ownership of all profiles (12%), with renting the primary barrier for those without panels (75%, vs 80% in 2025). EV ownership remains negligible at 1% and likelihood of purchasing a Home Energy Management System is low. Changing behaviour remains the primary lever available to manage bills.

Community battery interest has grown to 29% (vs 18% in 2025), the largest single-year movement on any technology measure for this segment. For a group that renting locks out of rooftop solar and individual battery storage, shared energy solutions represent the most realistic and meaningful pathway into the energy transition. This growing appetite warrants close attention from providers and policy makers. Retiree renters remain less likely than other profiles to support upfront investment in the energy system for long-term benefits (50% strongly or somewhat support), with the most important priorities being a resilient, affordable and reliable network.

41% Are on a disability pension

76% Are concerned about paying their electricity bill

29% Interested in community batteries

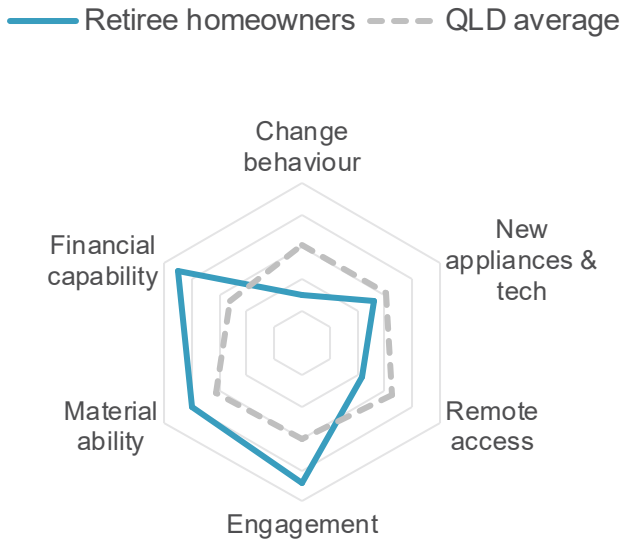
Return to the Household Profile Snapshots

4

Household Profiles in Detail

Retiree homeowners

Retiree homeowners



- Do not have dependent children
- Retired
- Own property
- Live in a house or apartment
- 15% 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).

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 or to have looked into prices from other electricity companies. They are less likely to have considered changing their appliances from gas to electricity and have the lowest likelihood of shifting to daytime use tariffs.

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, even though they are more likely to have legacy PVs. 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, they have 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 among 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 consumption and other appliances compared to other profiles. Despite this, they have above average levels of trust in electricity suppliers to do the right thing if a problem arose.

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, electricity consumption, comparisons, feed-in tariff income and application of rebates. They have above average 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 PV systems. 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 low concern for paying bills including groceries, fuel, mortgage. Their most concerning bill outside electricity is now fuel, with home insurance close behind.

They also have the lowest estimated average quarterly electricity bill of all profiles. For those with solar PV systems, around one-fifth say they receive a credit on their electricity bill, rather than having to pay. Likewise, around one-fifth receive the Queensland Government's Solar Bonus Scheme offering a 44 cent per kilowatt-hour feed-in tariff for their surplus electricity.

Retiree homeowners

WHAT ARE THE CHANGES IN 2026

Retiree homeowners have experienced a notable increase in their estimated average quarterly electricity bill this year ($300, vs $268 in 2025), ending several years of relative bill stability for this group. Despite this, they retain the lowest average electricity bill of any profile. Around one-fifth with solar PV say they receive a credit on their electricity bill and around one-fifth receive the Queensland Government's Solar Bonus Scheme (QSBS).

Concern with their electricity bill has risen to 43% (vs 39% in 2025), though this remains the lowest of any segment. The proportion believing suppliers are working to make electricity more affordable has grown noticeably to 38% (vs 30% in 2025), while trust (65%), reliability (81%) and security (66%) remain broadly stable.

Solar PV ownership has remained relatively stable at 66% (vs 68% in 2025). The proportion with recently installed solar PV systems (2023 to 2026) has grown to 24% (vs 17% in 2025), while legacy systems installed prior to 2020 have declined to 47% (vs 54% in 2025), however this is still the largest of any segment.

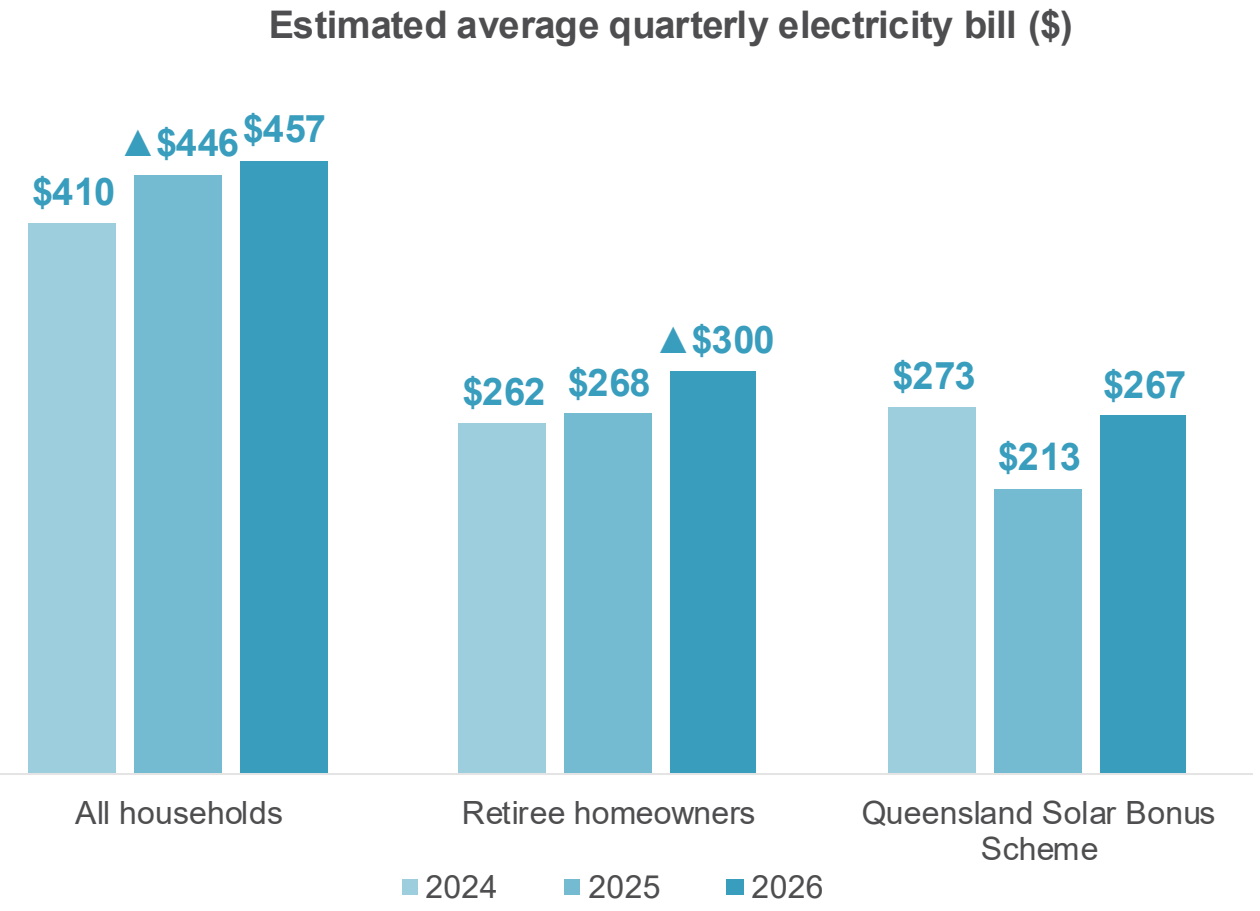
Power outages were experienced by significantly fewer households this year (50%, vs 60% due to impacts of extreme weather/disasters observed in 2025). Satisfaction with communication during outages has also improved slightly to 45% (vs 42% in 2025).

Fuel concern has grown notably to 54% (vs 42% in 2025), now the most concerning bill outside electricity for this group. App downloads have grown to 56% (vs 48% in 2025), though checking of feed-in tariff earnings (65%, vs 70% in 2025) and rebates (66%, vs 73% in 2025) has eased.

Daytime tariff interest has grown to 45% (vs 40% in 2025), with the preference not to be constrained about electricity consumption timing easing as a barrier to 36% (vs 43% in 2025). Interest in third-party management of appliances has also grown to 20% (vs 14% in 2025), and consciously trying to reduce usage has increased to 74% (vs 69% in 2025).

Battery storage ownership among solar households has grown to 15% (vs 8% in 2025). The proportion citing waiting for technology or prices to improve as a barrier has fallen substantially to 29% (vs 46% in 2025), and the proportion citing a lack of government incentives has halved to 13% (vs 26% in 2025), suggesting growing readiness to invest. Battery purchase intent in the next three years remains stable at 15%.

EV consideration has grown strongly to 63% (vs 51% in 2025), a significant shift for a group previously showing limited interest in electric vehicles.



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

Retiree homeowners

ENERGY CHALLENGES AND OPPORTUNITIES

Retiree homeowners are the segment with the most to gain and the most to lose from the energy transition. Their high solar PV ownership (66%) has kept bills low and concern minimal, but the ongoing decline of the Queensland Solar Bonus Scheme (QSBS) and the maturing of the solar PV fleet creates a structural challenge that grows more pressing each year. A 12% bill increase in 2026 signals that this group's period of insulation from rising electricity bills may be ending.

They remain the highest-trust and most engaged profile in the survey, with an estimated average quarterly electricity bill of $300 — the lowest of any segment. Of those still receiving the $0.44/kWh QSBS feed-in tariff (21% of solar owners, vs 25% in 2025), 44% receive a credit on their electricity bill rather than paying at all.

SHORT-TERM IMPACT

Retiree homeowners have the highest rates of checking their electricity bill across all measures, including overall cost (64%), amount used (58%), feed-in tariff earnings (65%) and rebates (66%). Tariff awareness has grown to 40% and peak demand awareness remains the highest of any profile at 84%.

They remain the least likely of all profiles to switch to a daytime tariff, though interest has grown to 45% (vs 40% in 2025). Those on the QSBS are particularly reluctant to change behaviour or upgrade their system for fear of losing tariff eligibility. The main barrier for others is a preference not to be constrained about electricity consumption timing (36%, vs 43% in 2025).

Provider switching remains very low at 10% and looking into prices from other companies is stable at 33%. The main motivators to investigate tariff options are receiving a high electricity bill and a promotion from the electricity retailer.

LONG-TERM IMPACT

The end of the QSBS in 2028 is the central long-term challenge. For the 21% of solar households still on the scheme, the transition will bring a significant increase in electricity costs without investment in new technology or behaviour change.

Battery readiness is growing ahead of this deadline. The proportion citing waiting for technology or prices to improve as a barrier has fallen substantially to 29% (vs 46% in 2025), and the proportion citing a lack of government incentives has halved to 13% (vs 26% in 2025). Ownership among solar PV households has grown to 15% (vs 8% in 2025), and three-year purchase intent remains at 15%. EV consideration has also grown strongly to 63% (vs 51% in 2025), a significant shift for a group previously showing limited interest in electric vehicles.

66% Claim to have solar PV panels

44% Of those receiving the Queensland Solar Bonus Scheme receive a credit for their electricity bill

▼29% Cite waiting for technology as a barrier to purchase battery storage

Return to the Household Profile Snapshots

Essential.
ESSENTIALMEDIA.COM.AU

For more information contact:

Clodagh Fullston

0451 529 800

clodagh.fullston@essentialmedia.com.au