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Queensland Household Energy Survey 2023

Foreword

Queensland's energy supply system is in the throes of major transformation. As the number of large-scale renewable generation and storage developments grows, as well as the towers, poles, wires and assets that connect them, so too must our commitment to our customers.

Electricity, for many households, is lights, a television, an electronic device, an air-conditioner or a power tool. For others it's a solar PV system, home battery and electric vehicle.

Customers' needs and wants from their electricity use have a direct impact on how our businesses design and build the networks of the future.

This requires a power system that not only delivers for our customers, but also helps to deliver on a commitment to reach 50 per cent renewables by 2030, 80 per cent by 2035 and net zero emissions by 2050.

Cost, reliability, and security all play a part in decisions about when and how households use electricity.

That's why the customer insights gathered in this Queensland Household Energy Survey (QHES) are so important.

We are pleased to present the high-level findings in this report as we take the journey with Queenslanders towards Net Zero.

Paul Simshauser

Chief Executive, Powerlink Queensland

Peter Scott

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

Our Brands

Energex and **Ergon Energy Network** are Energy Queensland's poles and wires distribution businesses and deliver electricity across Queensland. Through our 200,000 kilometres of electricity networks, and 33 stand-alone microgrids, we energise the lives of more than five million Queenslanders, supplying electricity directly to 2.3 million residential and business customers from the Tweed River to the Torres Strait and from Brisbane to Birdsville.

Part of Energy Queensland

Powerlink Queensland is a Government Owned Corporation (GOC) that owns, develops, operates and maintains the transmission network in Queensland. We connect Queenslanders to a world-class energy future, providing electricity to five million Queenslanders and 238,000 businesses via the state's distribution networks. We are also responsible for connecting large-scale renewable energy developments, including wind and solar, and providing electricity to large industrial customers in the rail, mining and LNG sectors.

About the Queensland Household Energy Survey 2023

4,200 households participated in 2023
3,659 from research panel
541 from online communities
(Talking Energy, Facebook etc.)

Online survey was active between 21st March and 24th April 2023

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

66% Owned or paying off mortgage
76% Live in detached house

Results in this report are most often presented as a total Queensland result as majority of the time the result is similar for Regional QLD and South East QLD.
More detailed location information can be found on the website.

Essential. RESEARCH

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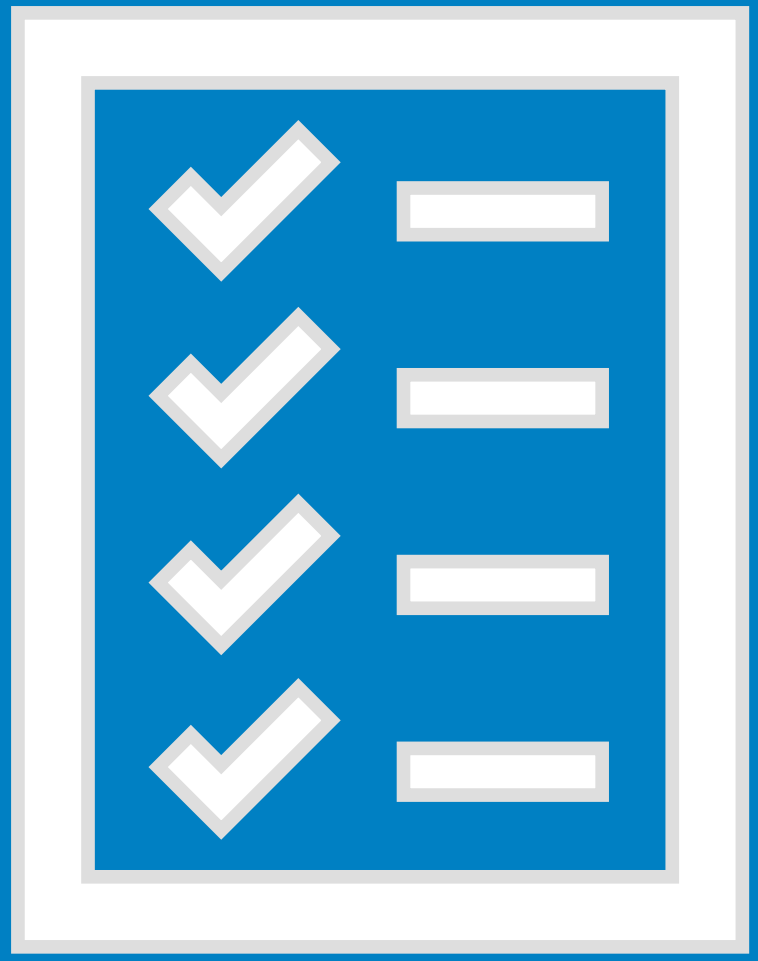
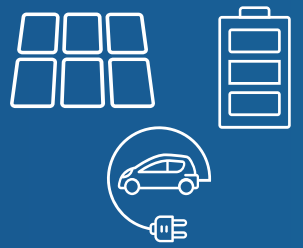


1. Executive summary

Households are increasingly looking at ways to reduce consumption and change behaviour as cost-of-living increases are felt

These cost-of-living pressures have begun to impact perceptions of electricity suppliers, particularly around issues of cost and value for money



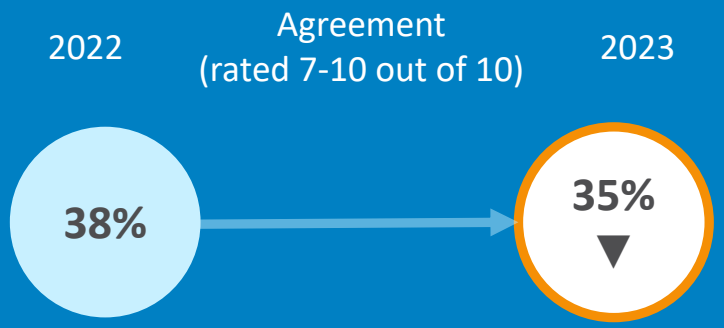
Interest and uptake of new energy technology upgrades has waned

2. Statewide Results

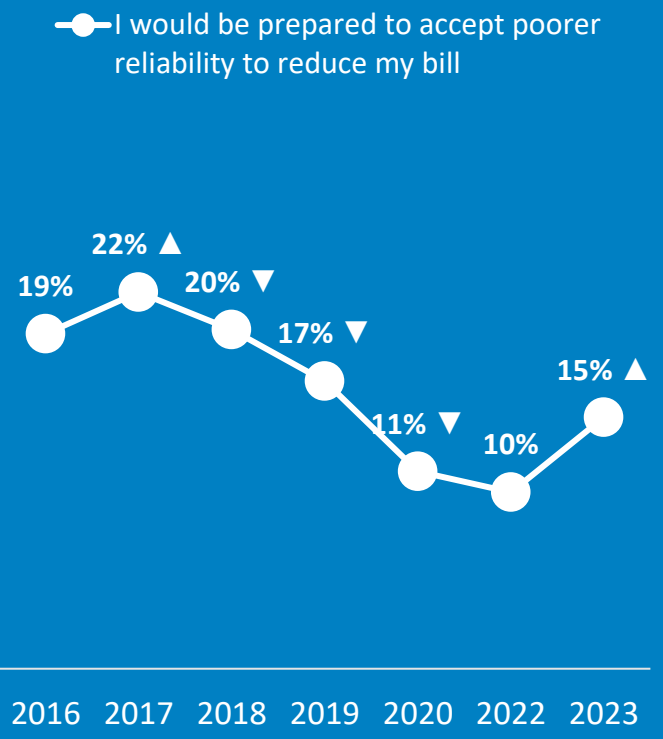
Electricity Sentiment

Affordability sentiment has decreased in 2023

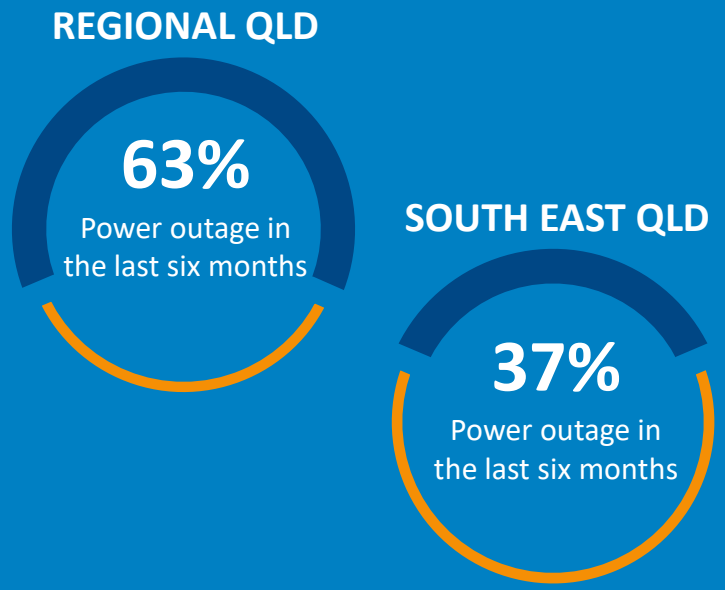
Affordability:
These energy suppliers are working to make electricity more affordable



Increase in households who would trade reliability for reduced bills



Households in Regional QLD were more likely to have been impacted by power outages



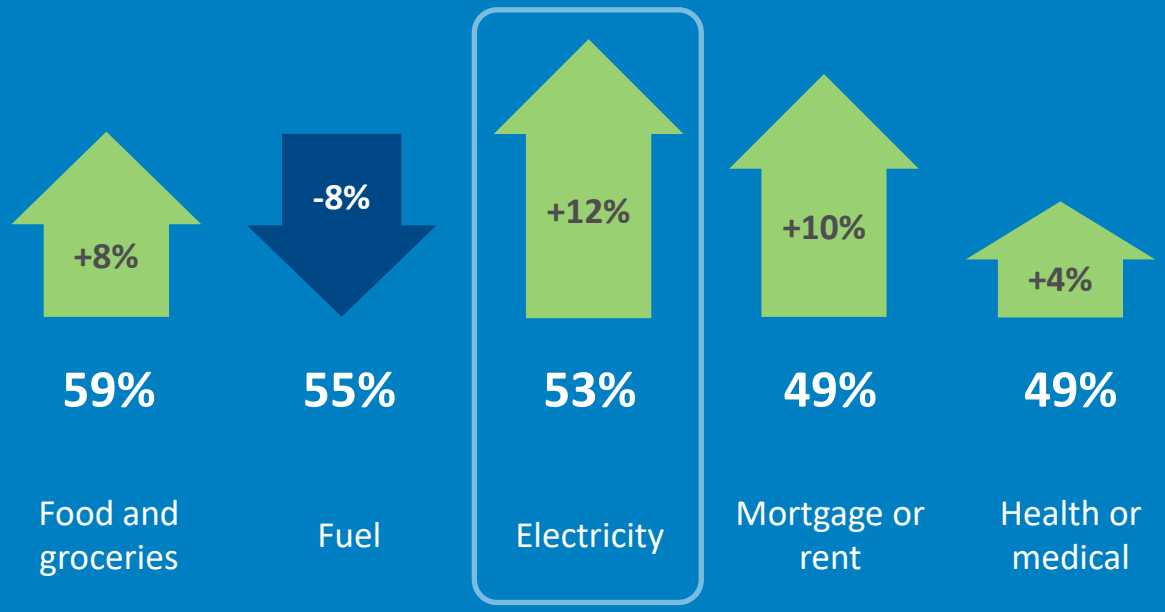
▲▼ Significantly higher/lower than previous year at the 95% confidence level

Find the full results for this section of the QHES here

Managing Household Bills

The increasing concern about electricity bills is greater than any other household expense

Concern about ongoing ability to pay each utility bill
(% High concern 7-10)



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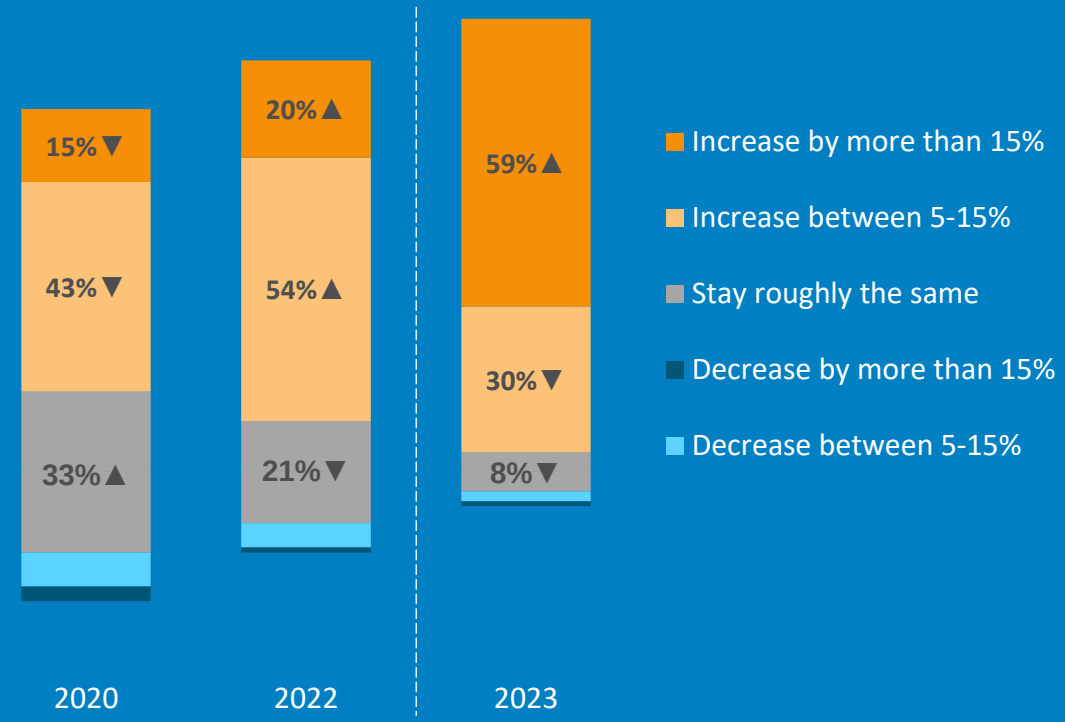
There is expectation that electricity bills will increase in the future

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

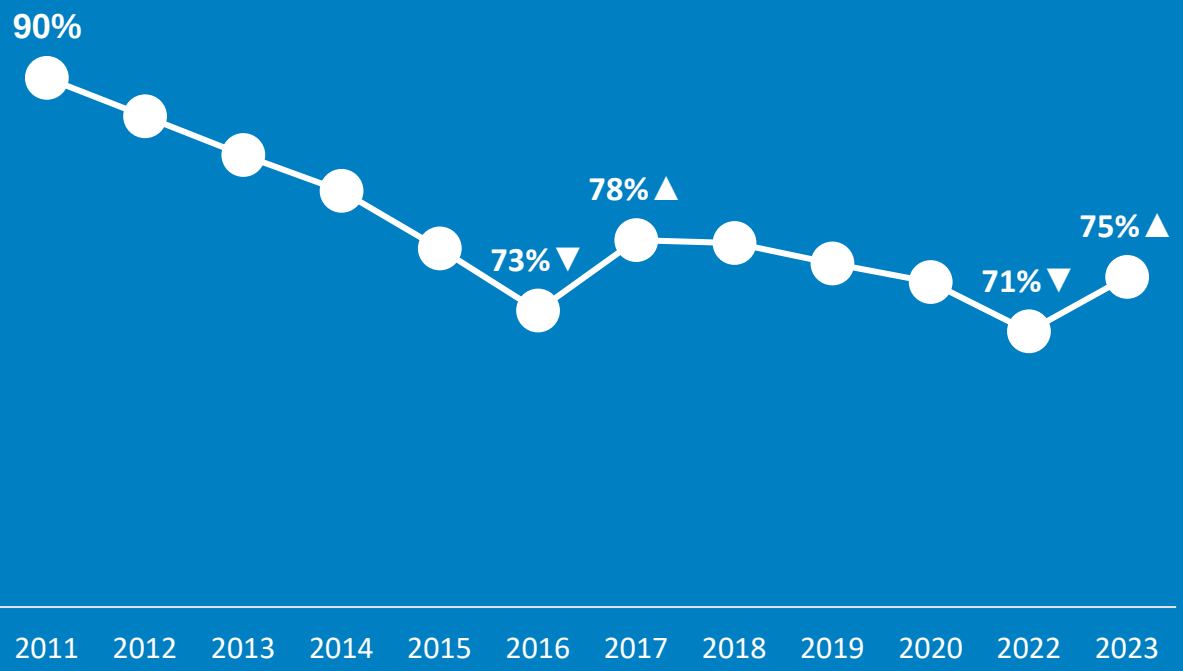


Find the full results for this section of the QHES here

Household Energy Usage

More households are now trying to reduce their electricity usage

Households that consciously try to reduce usage (%)

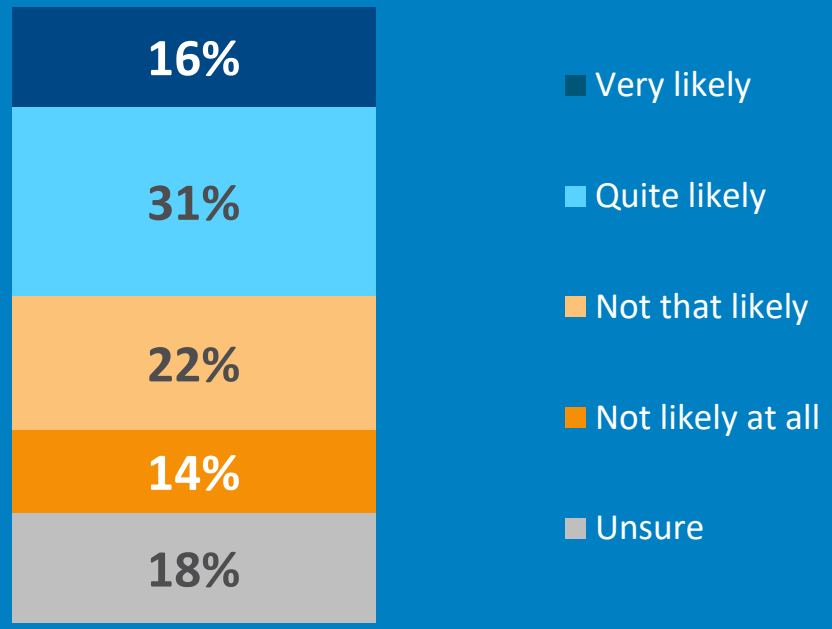


▲▼ Significantly higher/lower than previous year at the 95% confidence level

Almost half of households would consider shifting to a daytime tariff

Likelihood to move to daytime tariff* (%)

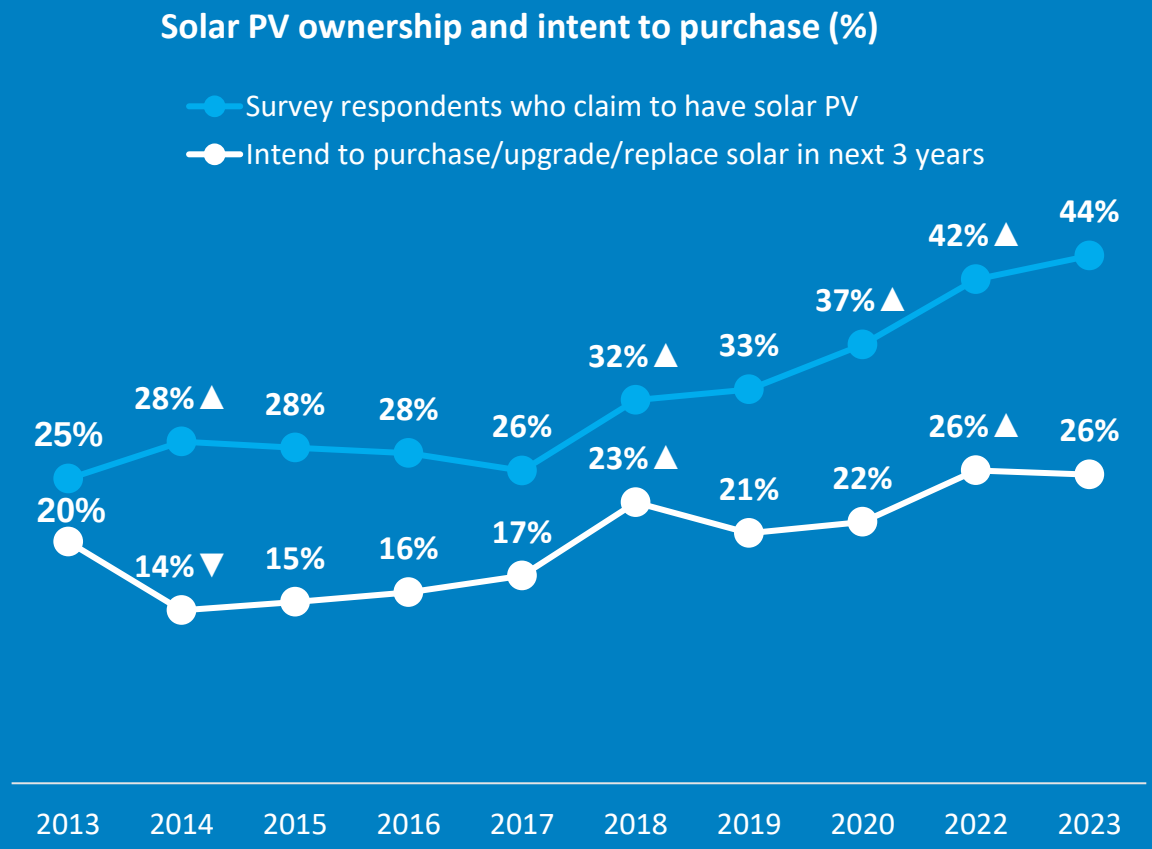
* Among households not currently on a Time of Use tariff



Find the full results for this section of the QHES here

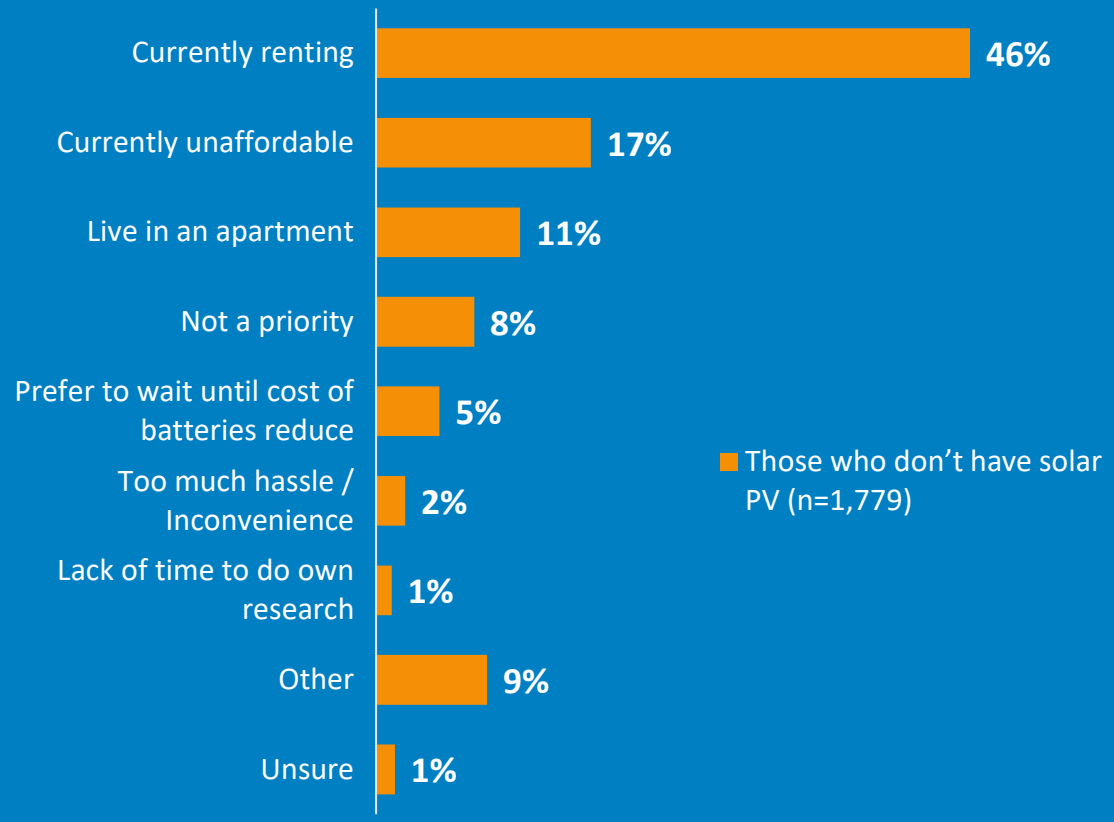
Solar

Solar PV ownership increased, with intention to purchase holding



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

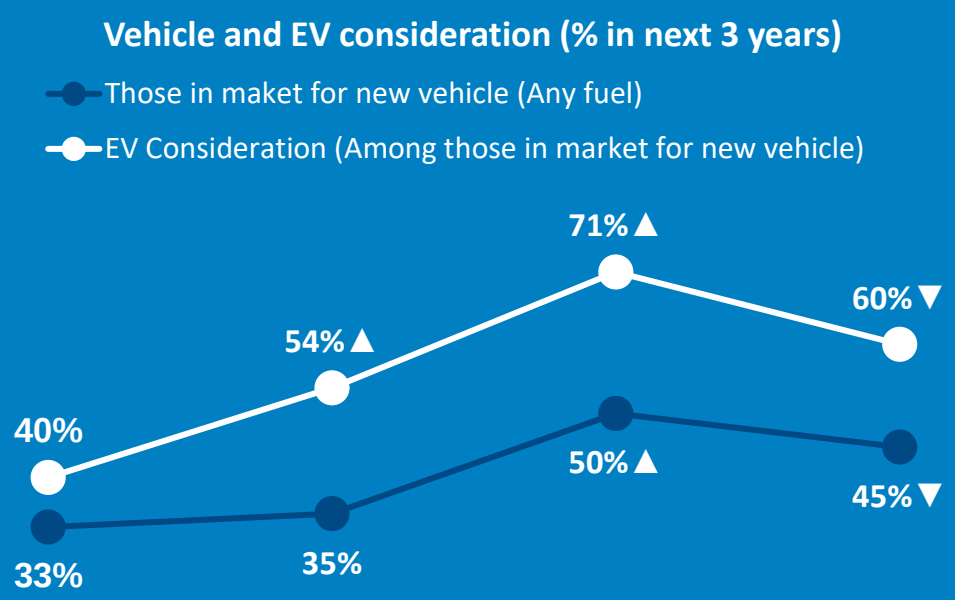
Renting is the main barrier to not owning Solar PV



Find the full results for this section of the QHES here

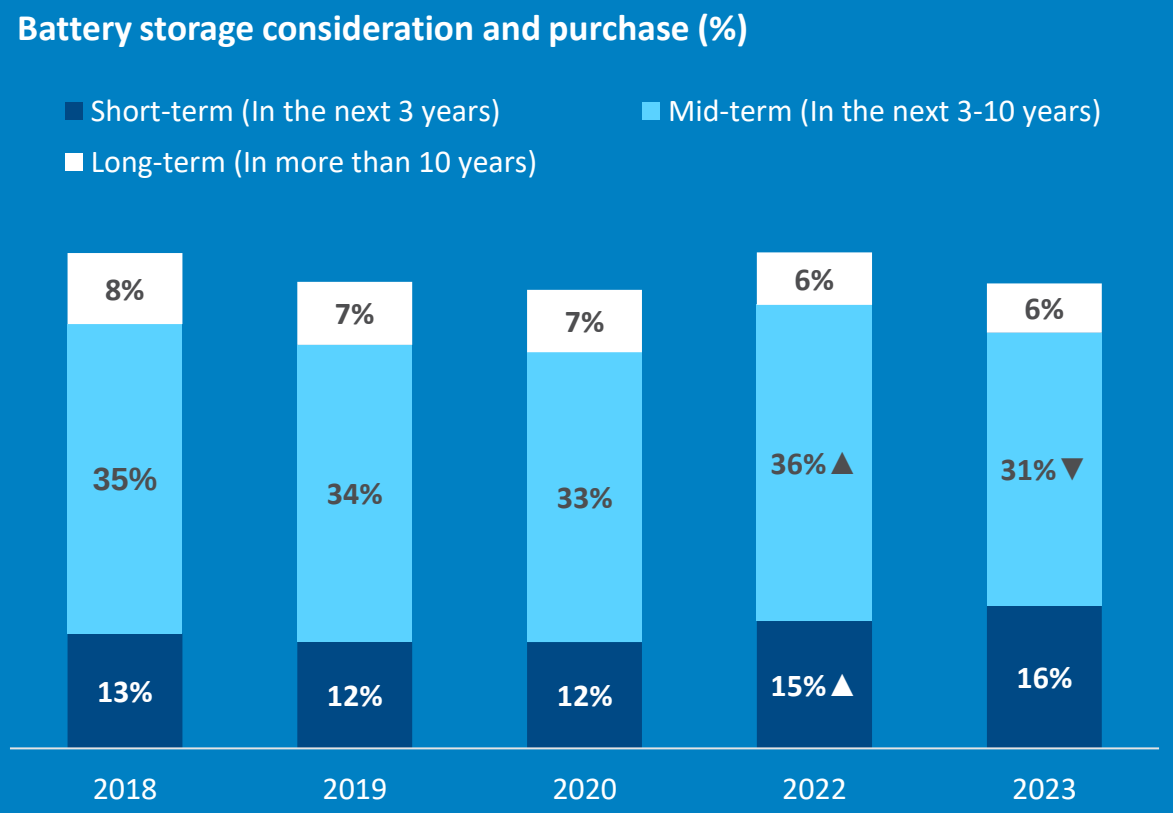
Electric Vehicles & Battery Storage

Consideration for Electric Vehicles and other vehicles has dropped



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

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

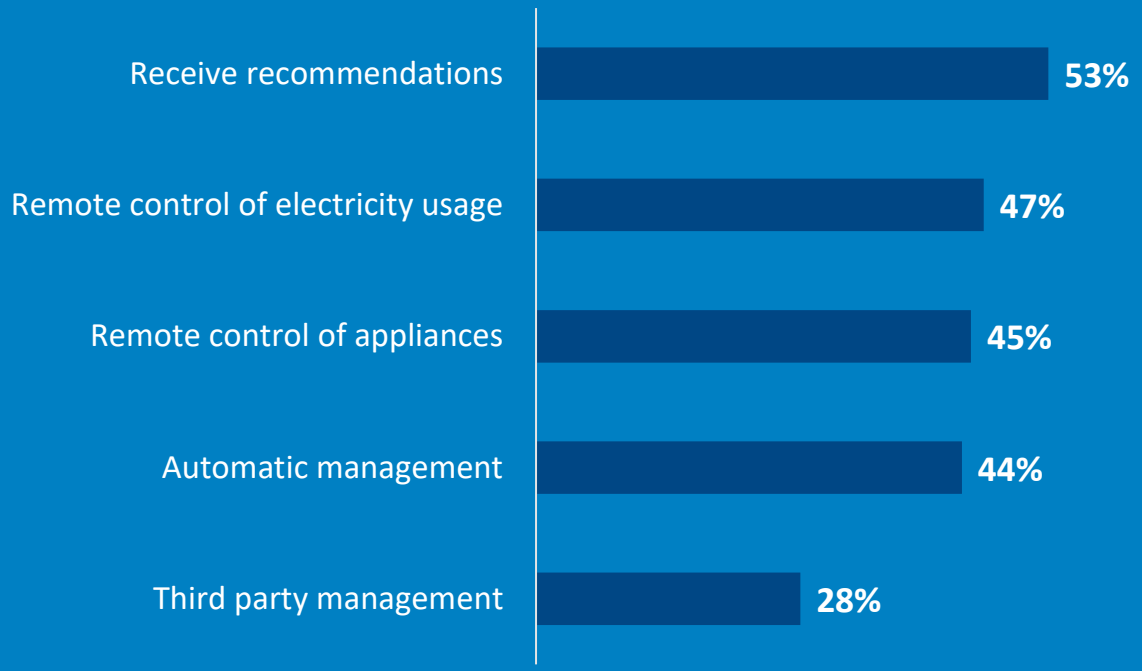


Find the full results for Electric Vehicles here and Battery Storage here

Energy Management & Going Off-Grid

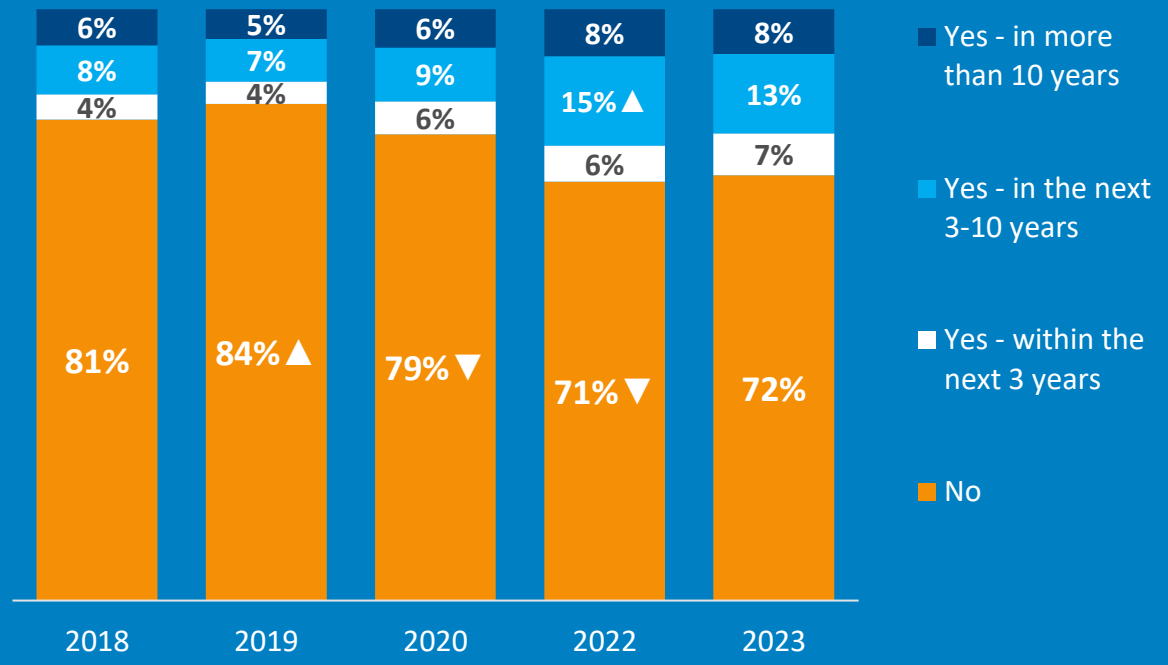
Households continue to show interest in using various emerging technologies to manage consumption

High interest in Smart device/Home Energy Management System (HEMS) services (% Rated 7-10)



Intention to go off-grid has remained steady

Intention to go off-grid (%)



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

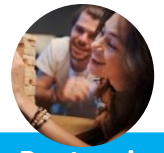
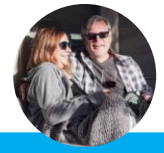
Find the full results for Energy Management here and Going Off-Grid here

3. Household Profile Snapshots

Household profiles: Summary view

Eight household profiles were identified and categorised.

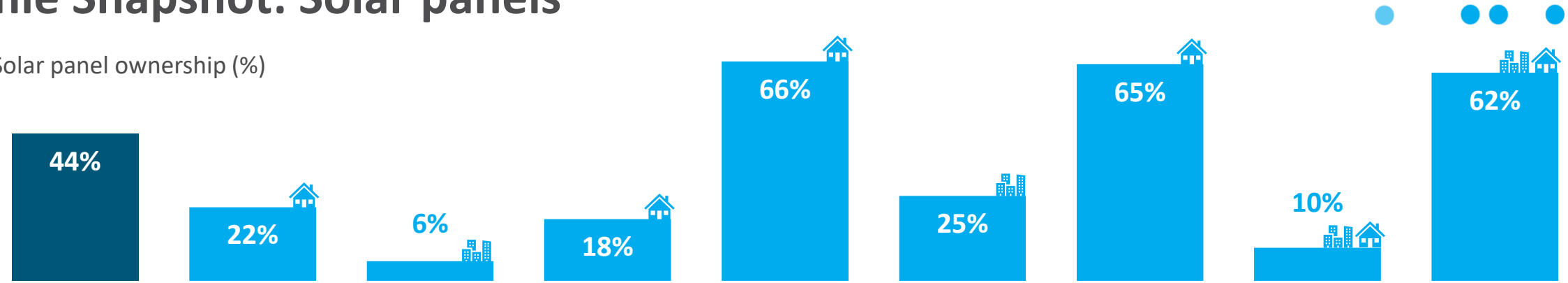
Understanding how and why these households currently use and think about energy and what could change in the future will assist Queensland electricity providers to deliver better solutions and customer service. See Section 4 for a full description of each.

	 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
% 2023 QHES respondents by household type	7%	12%	8%	22%	6%	13%	5%	14%
Age*	Youngest	Younger	Young to middle aged	Middle aged	Middle aged	Older	Older	Oldest
Household*	Couples without children or share houses	Live alone or share house	Parents and single parents	Couples and Singles with dependent children	Live alone and couples with children	Couples without children	Couples and Singles	Couples 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: Brisbane north	Regional: Sunshine Coast
Household Income*	Mid	Mid	Mid	Highest	Mid / High	High	Lowest	2nd Lowest

*Characteristics are representative of the profile, either the majority of participants, or features where this profile is over-represented. Some demographics included in this profile may be outside these aspects.
Proportions are based on results from 2023 QHES survey, not ABS populations

Profile Snapshot: Solar panels

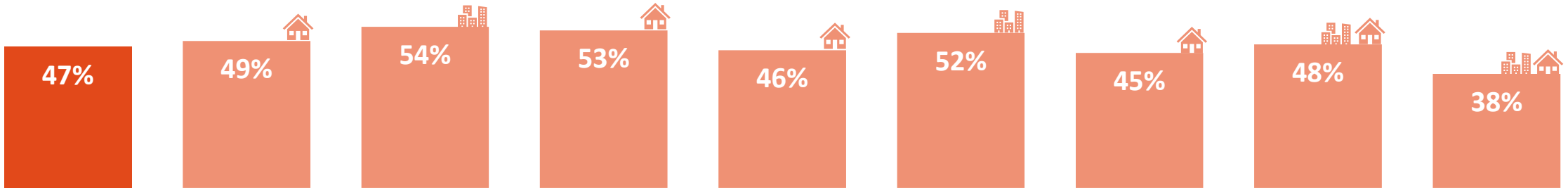
Solar panel ownership (%)



	Renters in houses	Renters in apartments or townhouses	Family renters in houses	Family homeowners in houses	Homeowners in apartments or townhouses	Homeowners in houses	Retiree renters	Retiree homeowners
Year panels installed	40% UNSURE	-	32% UNSURE	49% FROM 2020	74% 2019-2022	45% 2019-2022	-	47% PRIOR TO 2017
Importance of maximising use of solar-generated electricity (Rated High Importance 7-10 out of 10)	63%	-	51%	80%	72%	75%	-	80%
Receive $0.44 feed-In tariff Queensland Solar Bonus Scheme	2%	-	1%	7%	1%	11%	-	19%
Reason for NOT having solar panels (Base: Those without solar PV panels)	77% CURRENTLY RENTING	72% CURRENTLY RENTING	84% CURRENTLY RENTING	46% CURRENTLY UNAFFORDABLE	50% LIVE IN AN APARTMENT	32% CURRENTLY UNAFFORDABLE 21% NOT A PRIORITY	76% CURRENTLY RENTING	35% CURRENTLY UNAFFORDABLE

Profile Snapshot: Electricity usage and behaviour

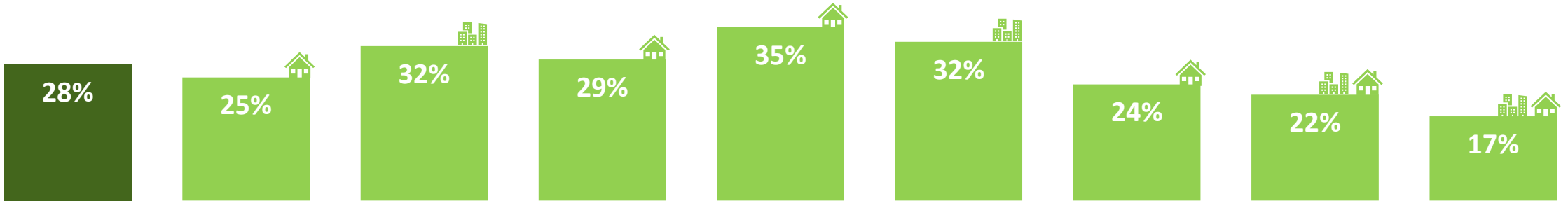
Likelihood to shift to a daytime tariff (% Very + Quite likely)



	Renters in houses	Renters in apartments or townhouses	Family renters in houses	Family homeowners in houses	Homeowners in apartments or townhouses	Homeowners in houses	Retiree renters	Retiree homeowners
Try to reduce usage	79%	75%	77%	76%	72%	74%	79%	71%
Main reason to not switch to a daytime tariff (Base: Those not likely to switch)	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DIFFICULTY SHIFTING ELECTRICITY USE AWAY FROM PEAK HOURS	DON'T LIKE TO BE CONSTRAINED ABOUT TIME OF USAGE	DON'T LIKE TO BE CONSTRAINED ABOUT TIME OF USAGE
Engagement in bills – Cost (% Almost always check)	45%	57%	46%	56%	53%	57%	52%	63%
Engagement in bills – Usage (% Almost always check)	37%	41%	38%	47%	49%	53%	40%	61%
Awareness of current tariff	26%	25%	26%	41%	35%	39%	29%	39%
Interest in HEMS (% Very + Somewhat likely)	33%	38%	39%	43%	42%	31%	22%	14%

Profile Snapshot: Third party control and remote access

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



	Renters in houses	Renters in apartments or townhouses	Family renters in houses	Family homeowners in houses	Homeowners in apartments or townhouses	Homeowners in houses	Retiree renters	Retiree homeowners
Trust in electricity companies (% Agree rated 7-10)	51%	52%	52%	63%	55%	61%	58%	64%
Interest in remote access – Electricity usage (% High interest rated 7-10)	47%	54%	51%	58%	53%	49%	29%	24%
Interest in remote access – Other appliances (% High interest rated 7-10)	45%	56%	49%	58%	49%	43%	25%	24%
Use a third party to manage Solar PV usage (Base: Those with solar PV)	19%	-	9%	8%	15%	4%	-	1%
Electricity retailer is a trusted source of information	43%	37%	42%	39%	37%	41%	46%	52%

Profile Snapshot: Sentiment and bills

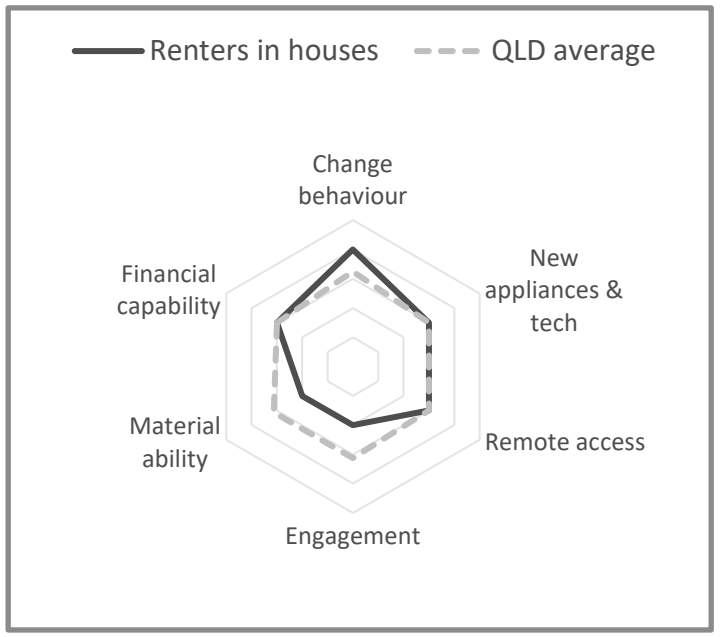
Estimated average quarterly bill ($)

	Renters in houses	Renters in apartments or townhouses	Family renters in houses	Family homeowners in houses	Homeowners in apartments or townhouses	Homeowners in houses	Retiree renters	Retiree homeowners
Concern for paying electricity bill (% High concern rated 7-10)	62%	62%	67%	51%	44%	45%	66%	39%
Concern for paying for food and groceries (% High concern rated 7-10)	66%	70%	74%	59%	53%	52%	74%	42%
Concern for paying mortgage or rent (% High concern rated 7-10)	69%	70%	76%	58%	45%	41%	57%	9%
Most concerning bill	MORTGAGE OR RENT	MORTGAGE OR RENT	MORTGAGE OR RENT	FOOD AND GROCERIES	FOOD AND GROCERIES	FOOD AND GROCERIES	FOOD AND GROCERIES	HOME INSURANCE
Expected bill increases (% Increase by more than 15%)	53%	58%	59%	56%	51%	64%	63%	68%
Would accept poorer reliability to reduce bills	17%	24%	22%	15%	12%	12%	15%	6%

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

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

CHANGE BEHAVIOUR

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

They have an average likelihood of switching to a daytime tariff, but for those interested in switching, most of them think they could shift behaviour to benefit from cheaper daytime prices.

NEW APPLIANCES/TECHNOLOGY

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

They have average intention to purchase solar PV but a low consideration for EVs in the future. They also tend towards the middle for their likelihood to purchase a Home Energy Management System (HEMS).

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

REMOTE ACCESS

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

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

ENGAGEMENT

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

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

MATERIAL ABILITY

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

FINANCIAL CAPABILITY

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

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

Renters in houses

What are the changes in 2023

With the effect of cost-of-living increases coming from multiple directions, these households are looking for ways to understand and save money on their electricity bill, primarily from reducing usage.

The estimated average quarterly electricity bill for these households is approximately $411 (higher than $377 last year). This is among the highest bill received by any of the household profiles, but understandable given these households include many shared houses, so have multiple adult occupants.

There has been an increase in their concern for being able to pay the electricity bill (62% of these households say they are very concerned about their ability to pay this bill compared to 47% last year). There has also been an increase in concern for paying health and medical bills, food and groceries, and their rent.

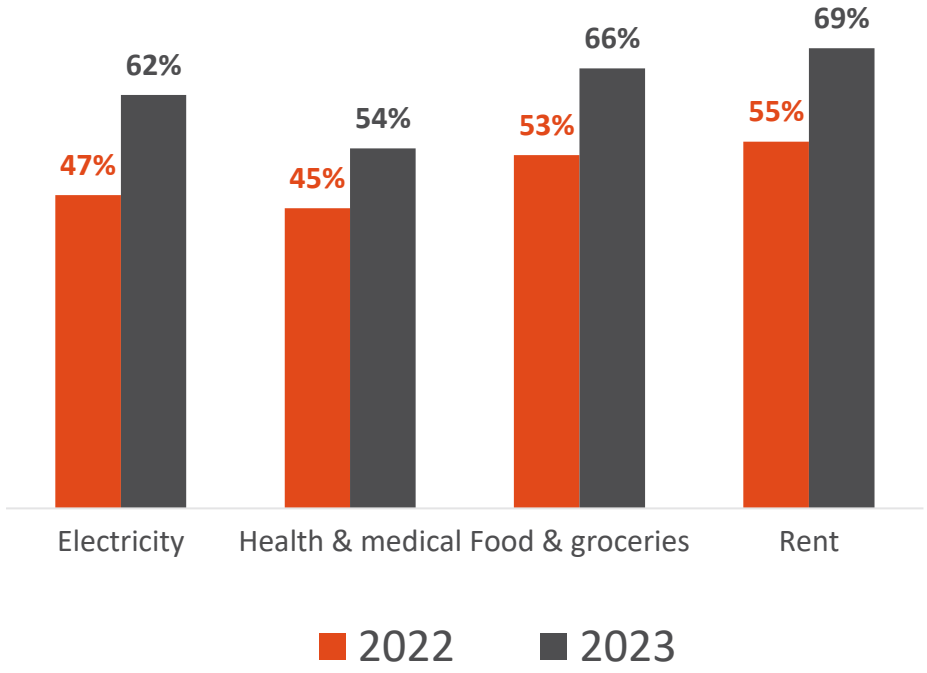
As a result of increasing electricity bills, those in rental houses are more likely to be prepared to accept poorer reliability for lower bills (17%, up from 11%).

As these households look to better manage their bills, more are aware that their electricity provider has a downloadable app (33%, up from 19%), and they are more likely to have downloaded and actively use it (16%, up from 8%).

There has also been an increase in the awareness of the household's tariff structure (26% are now aware, up from 19%). Time-of-day tariffs are becoming more appealing with around half (52%) saying this type of tariff would prompt them to change behaviour to help manage peak and minimum demand (up from 40% in 2022).

The increasing costs may have restricted aspirations of technology purchases, with lower interest in community batteries, EVs and Smart devices in 2023,.

Concern for ability to pay bills (% of households rating 7-10)



Renters in houses

Energy challenges and opportunities

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

Bill pressures are front of mind for these households, and they have much higher concern for being able to meet payments for their electricity bills (62%, 53% overall), food and groceries (66%, 59% overall), fuel (66%, 55% overall), rent (69%, 51% overall) among others.

Short term impact

This group has lower perceptions of electricity providers which could be a barrier to receiving useful information and support. Among all the household profiles, these have the lowest agreement with all four sentiment statements, including 'Energy providers are working to make electricity affordable' (30% agreement) or 'If faced with a problem, I would trust these energy suppliers to do the right thing' (51%).

As such, they are not familiar with the details of their account, nor the issues facing the providers. They have among the lowest awareness of current tariff (26% know what tariff structure they use, 34% overall) and are less likely than other household types to almost always check elements of their electricity bill, including overall cost, amount used or comparison to the previous year. They are less likely to have heard of issues about peak and minimum demand facing the industry. They trust friends and family as a source for electricity information and would be more likely to consider changing tariffs following a recommendation from friends or family.

These households are willing to change their behaviour to reduce bills. They are among the most likely to try to reduce consumption (79%) and would be more likely to make changes to how they use electricity by using Time of Use pricing (52%). For those who would be likely to use a Time of Use tariff, they are more likely to believe they could change usage to the daytime (58%, compared to 40% overall).

Long-term impact

This group is mainly composed of couples without dependent children (41%) and those living in a shared home (42%). This high incidence of shared households means managing bills, usage and behaviour can be more difficult than nuclear families. Furthermore, living in rental accommodation creates lack of agency to make upgrades and changes to the property to improve energy efficiency and reduce usage.

These households are not likely to have use of solar panels (22%, 43% overall), as renting is the principal barrier to this group having solar PV (77%).

79% Consciously tried to reduce your electricity consumption in the past 12 months

30% Agreement that electricity providers are working to make electricity affordable

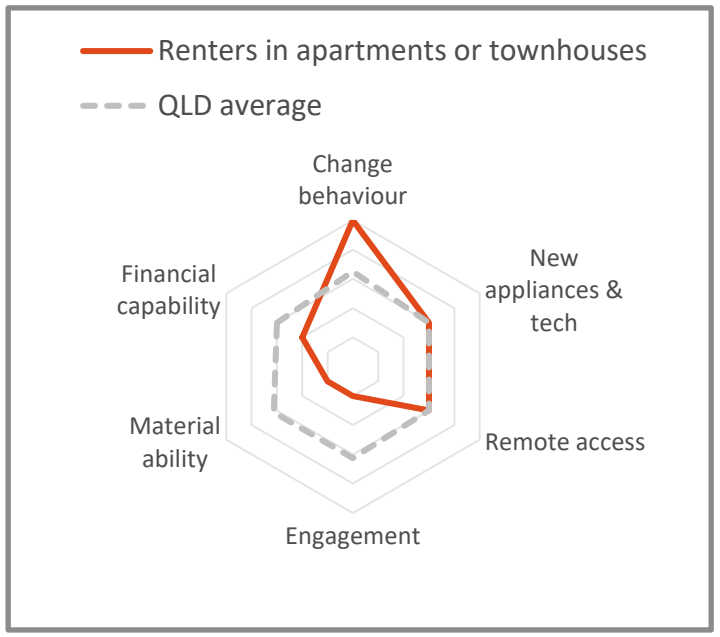
> *"I want to move to a smart meter to get better usage data and more accurate billing - but I don't want to be forced onto a demand tariff. It's really confusing and not customer friendly.*

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
- 12% 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 big cities 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 households to be unemployed or a student in formal education.

CHANGE BEHAVIOUR

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

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

NEW APPLIANCES/TECHNOLOGY

Renters in apartments or townhouses have the lowest incidence of solar PV panels installation among all profiles and have low intention to purchase. They similarly have very low ownership of Electric Vehicles (EVs).

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

REMOTE ACCESS

Renters in apartments or townhouses show average interest in permitting third party management of certain appliances. However, there is potential for them to show interest in third party management, as they do show higher than average interest remotely controlling their electricity and other appliances remotely.

Renters in apartments or townhouses have low trust that electricity suppliers would do the right thing if faced with a problem.

ENGAGEMENT

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

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

MATERIAL ABILITY

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

FINANCIAL CAPABILITY

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

Renters in apartments or townhouses

What are the changes in 2023

Cost-of-living concerns have prompted this group to become more aware of their electricity usage and explore ways to minimise bills.

Renters in apartments or townhouses have seen an increase in their estimated average quarterly bills over the past year ($324, up from $301 last year). These households are now more concerned for their ongoing ability to pay electricity bills (62% high concern rated 7-10, up from 44%) and this level of concern is high relative to other profiles.

They are also now more concerned about their ability to pay a range of other household bills, including food and groceries (70% high concern rated 7-10, up from 57%), rent (70%, up from 60%), health and medical bills (57%, up from 47%), internet (42%, up from 33%) and mobile phone (42%, up from 33%).

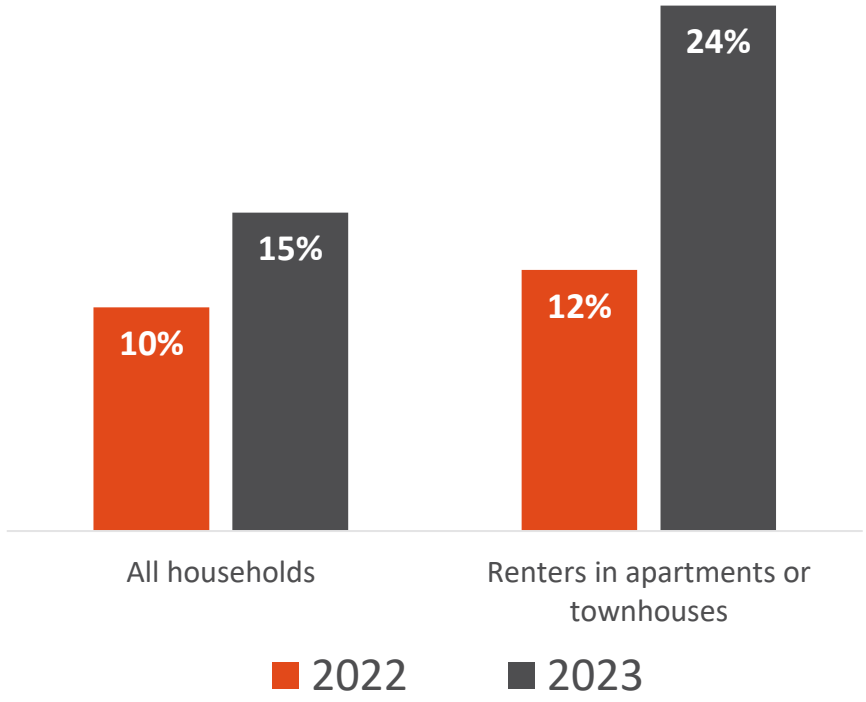
These higher bills have encouraged behaviour changes, with 75% of Renters in apartments or townhouses now actively trying to reduce their electricity consumption. They are now also more likely to accept poorer reliability for cheaper bills (24%, up from 12% last year), the highest of any profile.

These households are becoming increasingly engaged with their bills. They are more likely to almost always check the overall cost of their bill (57%, up from 50%), the unit cost (27%, up from 20%) and the amount of electricity used (41%, up from 35%).

In line with this, Renters in apartments or townhouses are now more aware of their electricity provider app (39%, up from 25%) and more likely to use it to monitor their electricity usage (18%, up from 11%). These households are also now more interested in switching to a time-of-use tariff to manage peak and minimum demand (51%, up from 42%).

This profile has the highest likelihood of switching to a daytime tariff (54% very/quite likely to switch). 41% think they could successfully shift their electricity usage away from peak hours and 36% are interested in trying out new tariff options. For those unlikely to shift, most think they cannot shift their usage times away from peak hours (70%).

Prepared to accept poorer reliability to reduce bills (%)



Renters in apartments or townhouses

Energy challenges and opportunities

Renters in apartments or townhouses face challenges because they have lower household incomes in comparison to other profiles (44% have a yearly household income below $71K). This is likely because this group has higher than average proportions of students (5%) and unemployed (9%). Only 55% of these households are in full-time employment and 18% are working part-time.

However, these households show keen interest in new technology - 66% of those in the market for a new car would consider an electric vehicle. There is high interest in community batteries (44%) and 38% are very or somewhat likely to purchase a Home Energy Management System in the next three years.

Short term impact

Due to cost-of-living increases, these households are now more open to switching suppliers and tariffs in an effort to reduce the size of their bills. These households are now the most likely to have switched electricity suppliers in the last year of all profiles (23%). They also have a high likelihood of switching tariffs after hearing a recommendation from family and friends (37%).

Renters in apartments or townhouses are also more interested in third party control and remote access to reduce bills than other household profiles, with 32% having high interest in third party management of certain appliances. They also show high interest in remotely controlling their appliances to manage their electricity (54% high interest rated 7-10) and for other purposes (56%).

Long-term impact

Renters in apartments or townhouses have the lowest incidence of solar PV of all profiles (6%). Lack of rooftop access in apartment complexes makes it difficult for solar panels to be installed. Being in rental accommodation also provides its difficulties, as any major changes to the property need the consent of the landlord and landlords may not be willing to pay for the installation of solar panels. Rental contracts are often short-term, which means the tenants may not receive the full benefit if they invest in solar themselves.

For these households, renting is the main barrier to purchasing solar (72%). However, 18% also reference living in an apartment as their reason for not having solar.

44% Have high interest in community batteries

32% Have switched electricity suppliers in the last year

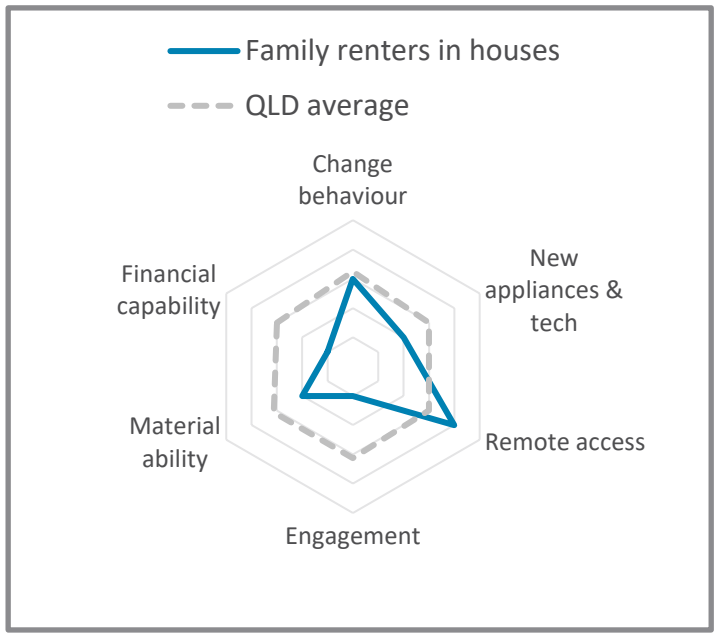
72% Of those without solar PV say renting is the main reason they don't have panels

Return to the Household Profile Snapshots

4. Household Profiles in Detail:

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

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

They are more likely than other family households 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 not significantly changed their behaviour in the past 12 months. They are no more likely than average to consciously reduce their electricity consumption and no more likely than average to have changed electricity provider or compared prices to other companies.

They are among the highest likelihood to consider a daytime tariff to reduce bills. However, for those uninterested in a daytime tariff, there is higher concern it would be hard to shift usage from peak hours.

NEW APPLIANCES/TECHNOLOGY

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

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

REMOTE ACCESS

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

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

ENGAGEMENT

This group has among the lowest likelihood of routinely checking elements of their electricity bill (overall cost, unit cost, amount used, comparison to last year etc.). They are also among the least likely to know what tariff the household is using.

For wider electricity and network challenges, they are less likely to be aware of peak and minimum demand issues, and of community batteries.

MATERIAL ABILITY

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

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

FINANCIAL CAPABILITY

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

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

Family renters in houses

What are the changes in 2023

The increased pressures of cost-of-living have been keenly felt by Family renters in houses.

The estimated average quarterly bill for these households has increased from $472 to $515 between 2022 and 2023. This is the biggest absolute increase ($43) and joint biggest percentage increase of any profile (9%). As a result, two-thirds of these families are very concerned about their ability to pay their electricity bill (67%, up from 56% in 2022), and their concern has increased for paying other household expenses, including food and groceries (74%, up from 67%), and making rental payments (76%, up from 67%) in the past year.

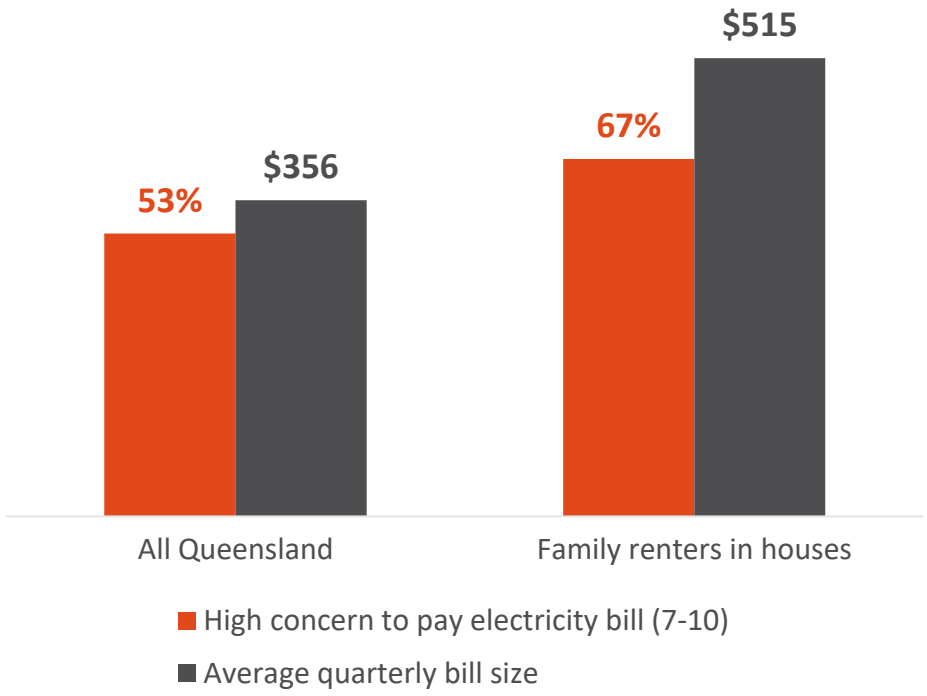
To cope with rising costs, these households would increasingly look to options to reduce their electricity bills, including a preference for accepting poorer electricity reliability to reduce bills (22% of these families would entertain this option, an increase from 17% last year).

These families also show interest in reducing their electricity bills through tariff changes. Around half (53%) said they would be interested in switching to a time-of-day tariff that provided cheaper electricity during the day. This interest was higher than most other household types.

There has been a gradual increase in the number of rental properties with solar panels and 18% now say they have solar PV at their property (15% last year and up from 10% in 2020). However, this incidence is still much lower than the state average (44%) and lower compared to families who own their own home (66%).

Third party management of appliances has become less appealing for this group in 2023, with 41% saying they have little interest (rated 0-3 out of 10) in participating in programs where an organisation can remotely manage certain appliances with your consent (increase from 34% last year). A quarter (24%) rated their interest in remote access 0 out of 10.

Average quarterly electricity bill and concern for paying



Family renters in houses

Energy challenges and opportunities

This group would be open to low-cost, low-impact solutions that can help them reduce and manage their electricity bills.

They are potentially open to energy-saving solutions which can work within their means (budget and rental constraints) and have a higher likelihood of purchasing a HEMS in the next 3 years (39%, 33% statewide).

Just 17% currently use an app from their provider, which is lower than other household types of a similar age profile.

There is interest in using a daytime tariff to save money on bills, and 53% said they would be interested in using a daytime tariff to save money on their electricity bill (48% statewide). Inflexibility of their daily routine of using peak period electricity is the main barrier to making this switch (64% of those who are unlikely to shift to this tariff).

Short term impact

Low engagement and trust of electricity companies are a potential barrier for these households making informed behavioural changes to help manage their bills.

Family renters in houses have a very low likelihood to almost always check the overall cost (46%, 56% statewide), the amount of electricity used (38%, 48% statewide) and make year on year comparisons (39% to 51%). Also, just 26% know what type of tariff they are using

Just over half of these households (52%) agree that they trust electricity suppliers to do the right thing when consumers are faced with a problem (52%, similar to other rental household groups), but lower than those who own their property.

Long-term impact

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

Rental houses have a very low incidence of appliances such as solar panels (18%, 44% statewide) and are unlikely to purchase battery storage in the future (39% say they do not intend to purchase a battery in the future, 27% statewide). Electrification of the property is another decision beyond the reach for many in this group, and for those with a mains gas supply, 62% said they have given no thought to replacing gas appliances with electric.

53% Very or quite likely to switch to a tariff to save money on daytime off-peak usage

26% Knowledge of the tariff type used by the household

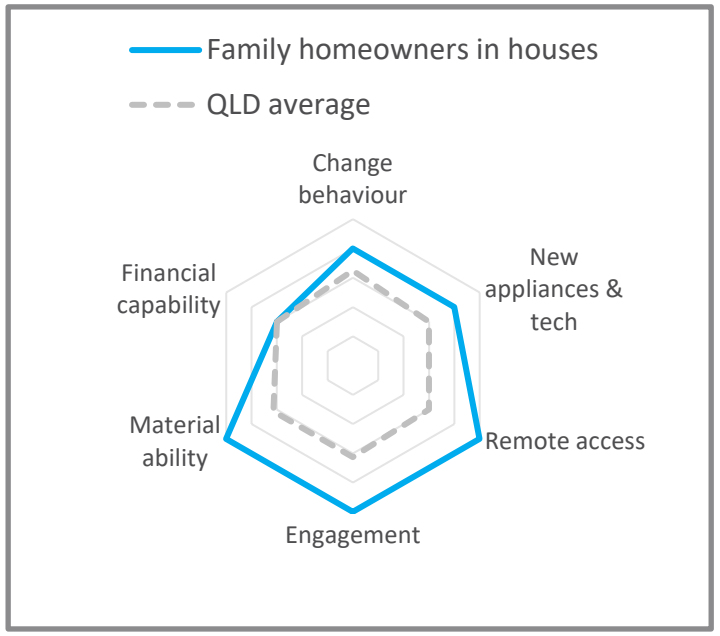
18% Have solar PV panels installed at their property

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
- 22% 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 54 and are the largest cohort of all the profiles in this analysis.

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

This profile represents the largest number of households in the survey (22% in 2023) and, as such, contains a more diverse range of attitudes and circumstances, which should be considered when thinking about these households.

CHANGE BEHAVIOUR

This group are more likely than average to have compared electricity prices to other retailers in the past and have an average level of switching providers.

These households show average interest in switching to a daytime tariff and for those uninterested in a daytime tariff, there is higher concern it would be hard to shift usage from peak hours.

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

NEW APPLIANCES/TECHNOLOGY

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

These households have higher than average ownership of Electric Vehicles (EVs) and are more likely to consider an EV when buying a new vehicle.
These families also show the most interest in purchasing a Home Energy Management System (HEMS) in the future than other profiles. They also show the most interest in a community battery scheme.

REMOTE ACCESS

Family homeowners in houses show the highest interest in third party management and remote control of their appliances. They also have the most trust of electricity suppliers. For those with an EV, they are highly 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 also among the highest awareness of peak and minimum demand issues. These families show average engagement when it comes to their bill analysis.

MATERIAL ABILITY

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

FINANCIAL CAPABILITY

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

Most of these households expect the price of electricity to significantly increase in the next three years.

Family homeowners in houses

What are the changes in 2023

While sentiment with electricity providers remained steady, these households have started to make changes to their behaviour in the face of increasing electricity bill concerns.

These households are more concerned with being able to make their electricity and mortgage payments (51% are concerned for their electricity bill, up from 44% and 58% are concerned with their mortgage repayments, up from 42%).

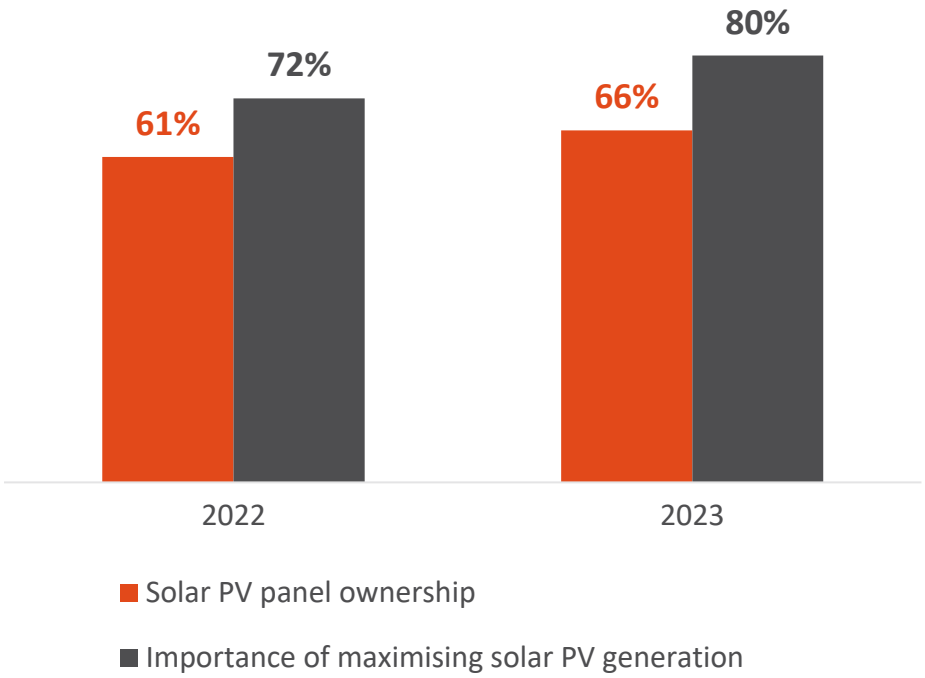
Their estimated average quarterly bill is $422 (higher than $396 last year). This is among the highest bill of any profile but may be in part due to having more occupants than others. As a result, more of these households would be prepared to accept poorer reliability for lower bills (15%, up from 11%).

There are indications of shifts in behaviour and attitudes as bills increase. They are more likely to use government resources as a trusted source of information on electricity (42%, up from 36%) and are more likely to almost always check the unit cost of electricity (30%, up from 25%). More of these households are aware that their electricity provider has a downloadable app (29% to 37%) and are more likely to actively use it to manage usage (20%, up from 16%).

As solar is becoming increasingly common among these households (66% now have solar PV panels, up from 61%), they are looking for ways to maximise the value from their generation. Family homeowners are more likely to place high importance on maximising consumption of electricity when their solar PV system is generating (80%, up from 72%). Of those with electric vehicles who charge at home, 41% say they charge their EV when they have excess PV generation. There is also high interest in participating in a community battery scheme (50% of these households, 40% overall).

Although intention to purchase battery storage is still high, there are signs that some households are cooling on their interest. Those without solar are less likely to wait for cheaper solar+battery packages before purchasing solar (5%, down from 22%) and more are likely to say safety concerns are a barrier to purchasing battery storage (19%, up from 7%).

Solar PV incidence and usage (%)



Family homeowners in houses

Energy challenges and opportunities

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

Family households are more likely to have a positive view of electricity providers, with above average sentiment for Trust, Reliability and Security. When getting information about electricity news and pricing, 42% use government resources as a trusted source.

They have the highest interest in getting value from a Smart Home Energy Management System (HEMS), with over half interested in the features. Overall, 43% say they are likely to purchase HEMS in the next 3 years. 20% of these households currently use an electricity provider application to manage their electricity usage and 40% say automated solutions would prompt them to change their times of electricity usage.

Short-term impact

Family homeowners in houses are highly engaged with electricity issues. Two-fifths (41%) are aware of their tariff structure (higher than average) and they are more aware of peak and minimum demand issues than other profiles.

Over a third would be interested in participating in programs where an organisation can remotely manage certain appliances (35%, highest of any profile). Among those with EVS who charge at home, three quarters are open to the concept of charging being managed by a third party (75%).

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

Long-term impact

The majority of these households have solar PV panels (66%) and 40% intend to purchase, upgrade or replace a system in the next three years. Affordability is the main barrier to these households not having a PV system. Similarly, there is high interest in battery storage - 38% intend to purchase a system in the next 3-10 years. Cost is again the main barrier, with 70% of those not intending to purchase a battery because batteries are currently too expensive and 35% because there are no government rebates when purchasing.

Among those with mains gas, over half have considered converting their gas to electricity appliances (54%), which is higher than other household types.

63% Agree that they trust electricity providers to do the right thing if faced with a problem

35% Are interested in participating in a third-party management program

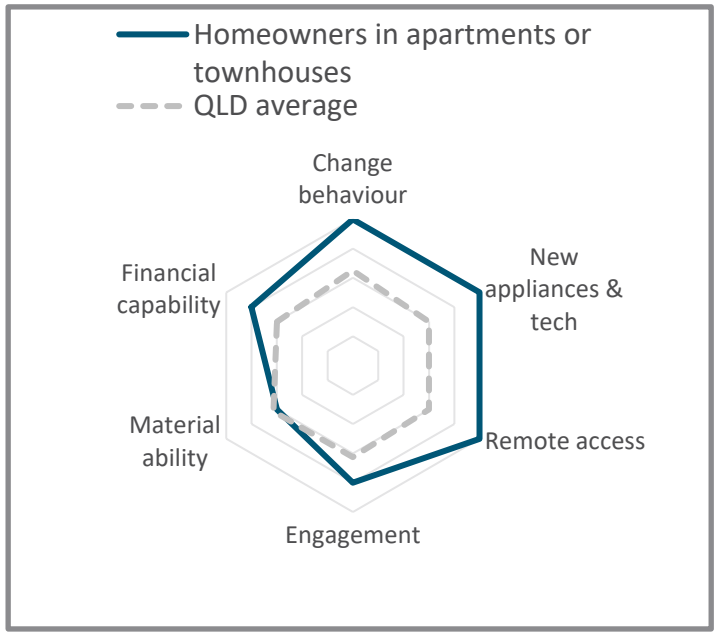
80% Those with PV panels say it is very important to maximise their consumption of solar generation

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

6% of Queensland households

WHO ARE THESE HOUSEHOLDS

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

Majority are employed full-time and earning mid to high household incomes. Some of these households have dependent children at home whereas others live alone.

CHANGE BEHAVIOUR

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

These households show higher interest in switching to using a daytime tariff. For those uninterested in a daytime tariff, there is higher concern it would be hard to shift usage from peak hours.

For these households with a mains gas supply, they are more likely to have considered converting to electricity.

NEW APPLIANCES/TECHNOLOGY

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

Despite having lower than average incidence of solar PV, these households have higher interest in purchasing a system in the future. They are also the most likely to have downloaded an app to manage electricity usage.

REMOTE ACCESS

These households show higher than average interest in permitting third-party management of certain appliances. They also have high interest in remotely controlling their electricity and other appliances.

ENGAGEMENT

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

MATERIAL ABILITY

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

Living in an apartment is also the primary barrier to purchasing a battery storage system for these households.

FINANCIAL CAPABILITY

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

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

Homeowners in apartments or townhouses

What are the changes in 2023

Homeowners in apartments or townhouses have higher incomes, higher rates of employment and education in comparison to other profiles. These factors are likely shielding them from cost-of-living increases felt by other household types.

These households' estimated average quarterly bills remained unchanged in 2023 ($301, $295 in 2022). Unlike other profiles, they did not see any increase in concern for their ability to pay their electricity bills (44% high concern rated 7-10, 42% last year) or any other household bills.

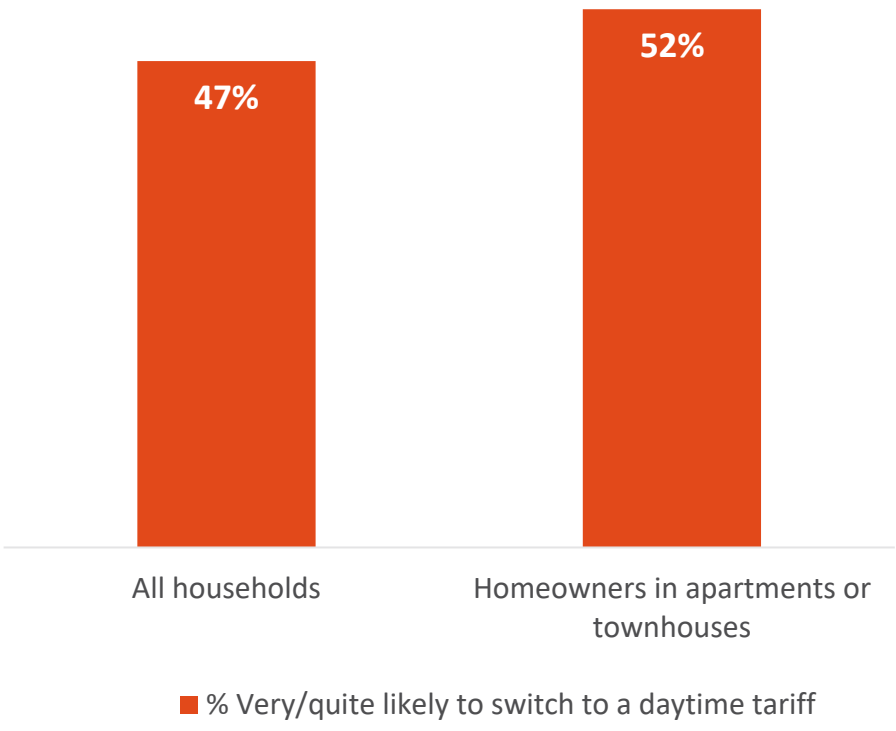
As these households are not as concerned by cost-of-living increases as other profiles, they are no more likely to try to reduce their electricity usage (72%, 73% last year). However, like other profiles, they are more likely to expect electricity prices to increase significantly over the next three years (88%, up from 71%).

While last year 85% of homeowners in apartments thought the existing balance between the cost and reliability of electricity was about right, now only 75% hold this view. This drop has been split between those prepared to accept poorer reliability to reduce bills (12%, up from 6%) and those prepared to pay more to have higher reliability (14%, up from 8%).

This year, these households are less likely to have looked into electricity prices from other companies in the last year (42%, down from 52% last year). Despite this, their rate of switching electricity companies has remained the same and is still the highest of all profiles (28%, 31% last year).

Homeowners in apartments or townhouses show numerous signs that they are willing to change their electricity usage behaviour. Over half (52%) of homeowners in apartments being very or somewhat likely to switch to a daytime tariff, among the highest of any profile. Of those likely to switch, 44% think they could be flexible with their usage times and shift electricity usage from the evening to the daytime. They also show high willingness to change their timing of electricity usage to manage peak and minimum demand through time-of-use tariffs (51%) and the automated solutions for household appliances (40%).

Likelihood to switch to a daytime tariff (%)



Homeowners in apartments or townhouses

Energy challenges and opportunities

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

Around half (53%) earn a yearly household income over $91K. The majority of them are in employment: 64% work full-time, 20% work part-time and 5% are self-employed. They are also the most highly educated of any profile, with 52% having completed a bachelor's, honours or post-graduate degree.

As well as being highly capable, these households are also interested in investing in a range of new technology. Over two-thirds (70%) of those in the market to purchase a new motor vehicle, would consider purchasing an Electric Vehicle, the highest consideration of any profile. They have one of the highest interest in community batteries (48% high interest rated 7-10). They are also more likely to purchase a Home Energy Management System than other profiles (42% very/somewhat likely).

70% Of those in the market for a new vehicle would consider an electric car

Short term impact

Homeowners in apartments or townhouses are willing to change their behaviour when it comes to their electricity usage and tariffs. These households are the most likely of all profiles to consider changing tariff options if they were shown a promotion from another retailer (38%). Furthermore, 24% of those with mains gas would seriously consider converting from gas to electricity only, the highest of any profile.

These households also show keen interest in third-party management and remote access, as 32% have high interest (rated 7-10) in third-party management of certain appliances. They also have high levels of interest in remote control of their appliances to manage electricity (53% high interest rated 7-10) and for other purposes (49%).

25% Actively use electricity provider app to manage usage

Long-term impact

Homeowners in apartments or townhouses already have high ownership of new technology in comparison to other profiles. They have the highest stated Electric Vehicle ownership of all profiles (13% own a plug-in electric or hybrid car).

However, homeowners in apartments or townhouses have lower than average incidence of solar (25%) in comparison to other profiles. Lack of rooftop access in apartment complexes makes it difficult for individual solar panels to be installed. Half (50%) of these households said living in an apartment was the main barrier to purchasing solar.

Despite this, these households have among the highest intention to purchase solar (37%) and many look forward to when community solar can be implemented so those living in apartments have better access to solar generation and storage benefits.

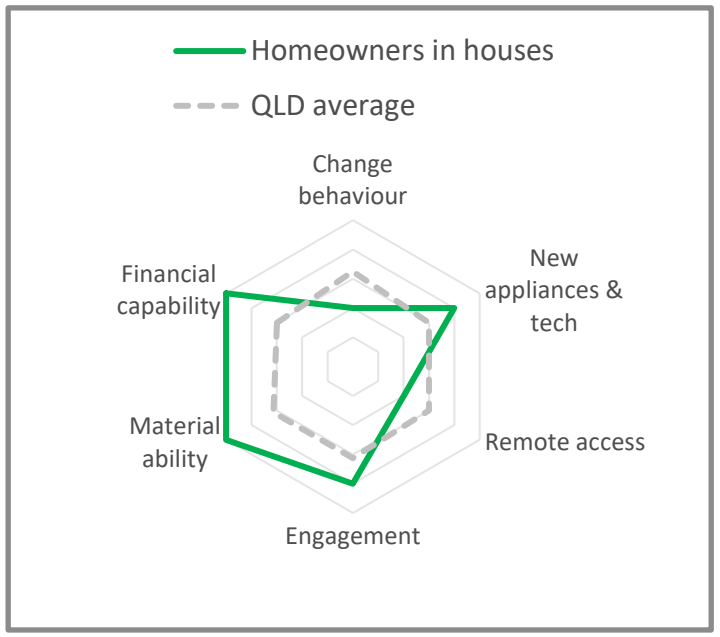
37% Intend to purchase a solar PV system in the future

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
- 13% of Queensland households

WHO ARE THESE HOUSEHOLDS

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

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

CHANGE BEHAVIOUR

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

These households are also less likely to have switched their electricity provider in the last year.

NEW APPLIANCES/TECHNOLOGY

Homeowners in houses have among the highest ownership of solar PV systems. For those without solar, they are the most interested in purchasing a solar PV system in the future.

Intention to purchase battery storage among those with solar and aware of storage is the highest of any profile.

These households have average incidence of Electric Vehicle (EV) and Home Energy Management System (HEMS) ownership. They are among the lowest likelihood to use an electricity retailer app to manage usage.

REMOTE ACCESS

Homeowners in houses are less likely than most other profiles to be interested in a program to permit third-party control of appliances.

However, they show average levels of interest in remote control of their electricity and other appliances, which could spark interest in third-party management. These households, also have average levels of trust that electricity suppliers would do the right thing if faced with a problem.

ENGAGEMENT

Homeowners in houses have average levels of engagement with most aspects of their bill, however they have higher engagement with electricity usage and usage in comparison to previous bills.

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

MATERIAL ABILITY

These households face significantly fewer barriers to invest in appliances and electricity-saving devices and technology. They own their property, so they have licence to make changes and upgrades.

Being in a house they are more likely to have appropriate rooftops to install solar panels and higher likelihood of having off-street charging locations (either garage or carport) for EVs. The main barrier stopping these households from purchasing solar is affordability.

FINANCIAL CAPABILITY

Homeowners in houses have among the lowest concern about their ability to pay electricity bills in the future. They also have below average levels of concern for their ability to pay for groceries, mortgage, gas, internet, phone and childcare.

They also have lower average quarterly bills compared to other profiles.

Homeowners in houses

What are the changes in 2023

While more Homeowners in houses expect electricity prices will increase over the next 3 years (91% expect an increase in the next 3 years, up from 73% last year), so far these households have not experienced a bill increase, with the estimated average quarterly bill being no different than 2022 ($318 compared to $320 last year).

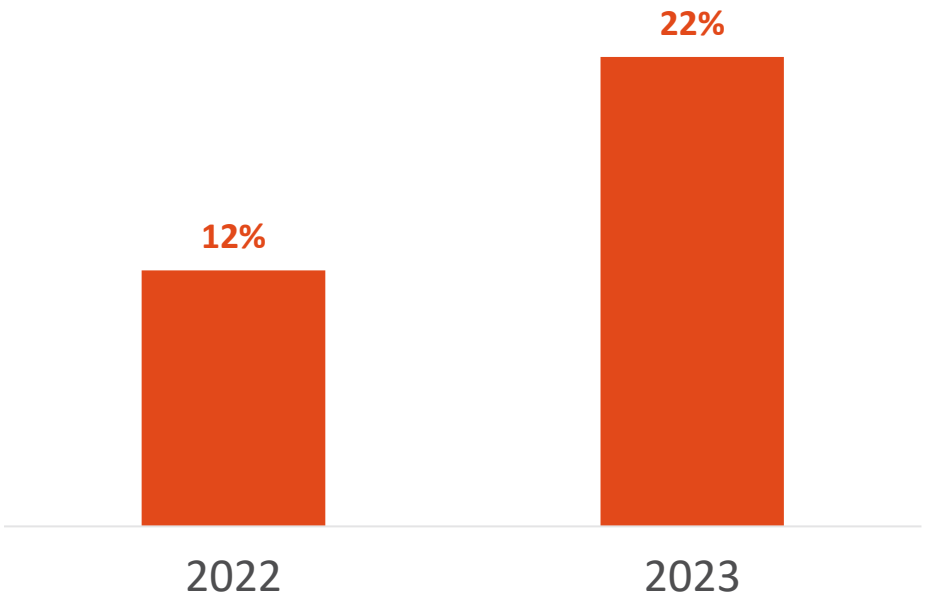
They are more likely to be concerned with their ability to pay their electricity bill (45% rated their concern 7-10, up from 33% last year), but this is still below the average concern across all households (53%). Other bills these households are becoming increasingly concerned about include purchasing food and groceries (52%, up from 43%) and making their mortgage payments (41%, up from 29%).

Around three-quarters (74%) of Homeowners in houses have made a conscious attempt to reduce their electricity usage this year, an increase from 67% last year.

There is an increased interest in battery storage among these households and 22% say they intend to purchase battery storage in the next 3 years (up from 12% last year).

> *Being forced to give up the 44c feed-in is the main reason we have not upgraded the capacity of our solar or added battery.*
>
> *We plan to go off-grid once this tariff expires. If the feed-in tariffs were more attractive, we would consider continued connection.*

Likelihood of purchasing battery storage system within the next 3 years (%)



Homeowners in houses

Energy challenges and opportunities

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

However, while they embrace solar panels and battery storage, there is less enthusiasm for HEMS, smart appliances and third-party management. They would change tariffs and alter their behaviour for major changes to their generation and storage situation, but are less likely to as a regular, day-to-day activity within their current set-up.

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

Short term impact

These households are engaged with their electricity communication and are more likely to almost always check their electricity bills for the amount of electricity used (53%, compared to 47% overall) and make year-on-year comparisons (60%, compared to 53% overall).

There is lower interest in using technology to manage usage and change behaviour. They have low interest in third-party management of appliances (24%), low awareness and usage of a provider's downloadable app (28% awareness and 11% actively use). Around a third of these households are interested in buying a Home Energy Management Systems (HEMS).

Long-term impact

The majority of these households already have solar panels (65%) and 28% intend to purchase or replace/upgrade solar panels in the next 3 years.

Battery storage is a topic of great interest among Homeowners in houses and they are conscious of the benefits and barriers of this technology. 22% of these houses intend to purchase battery storage in the next 3 years. The main motivations for getting batteries are to reduce electricity bills, become more self-sufficient and the perception that batteries will become essential in the future.

Purchasing a battery could be a trigger to change behaviour - 22% of households would consider changing tariff options when they look to purchase a battery system and 18% would switch time-of-day usage if they had more information on managing battery, EV and solar PV generation.

For those without solar, 18% say they are waiting for cheaper solar+battery packages before buying panels. For those not intending to purchase batteries, 43% say lack of government incentives are a barrier and 65% are waiting for the price to come down/technology to improve.

65% Households that have solar PV panels

22% Intention to purchase battery storage in next 3 years

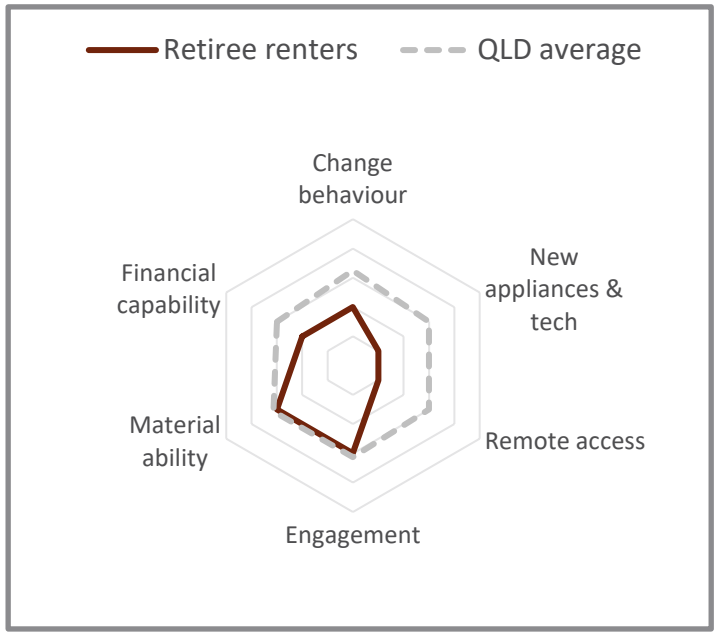
18% Would switch time-of-day usage if they had more information on managing my battery, EV and solar PV generation

Return to the Household Profile Snapshots

4. Household Profiles in Detail:

Retiree renters

Retiree renters



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

WHO ARE THESE HOUSEHOLDS

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

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

CHANGE BEHAVIOUR

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

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

They are also less likely to have looked at electricity prices or switched electricity providers in the last year.

NEW APPLIANCES/TECHNOLOGY

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

These households 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 some of the lowest interest in permitting third-party management of certain appliances. They also show low levels of interest in remotely controlling their electricity and other appliances themselves.

They show an average level of trust in electricity suppliers to do the right thing if something went wrong and as a source of information.

ENGAGEMENT

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

They are aware of what tariff their house is on and of peak demand issues but have lower awareness of minimum demand issues.

MATERIAL ABILITY

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

FINANCIAL CAPABILITY

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

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

Retiree renters

What are the changes in 2023

There are signs that retiree renters are facing more financial pressure than ever before in 2023 and that they are now changing their behaviour to reduce bills.

Retiree renters have seen an increase in their estimated average quarterly bill in the last year ($294, up from $283 in 2022). This has led to increasing concern for their ongoing ability to pay their electricity bills (66% high concern rated 7-10, up from 59% in 2022). They also show increasing concern for their ability to pay for food and groceries (74% high concern rated 7-10, up from 58%), rent (57% up from 47%) and healthcare (47%, up from 38%).

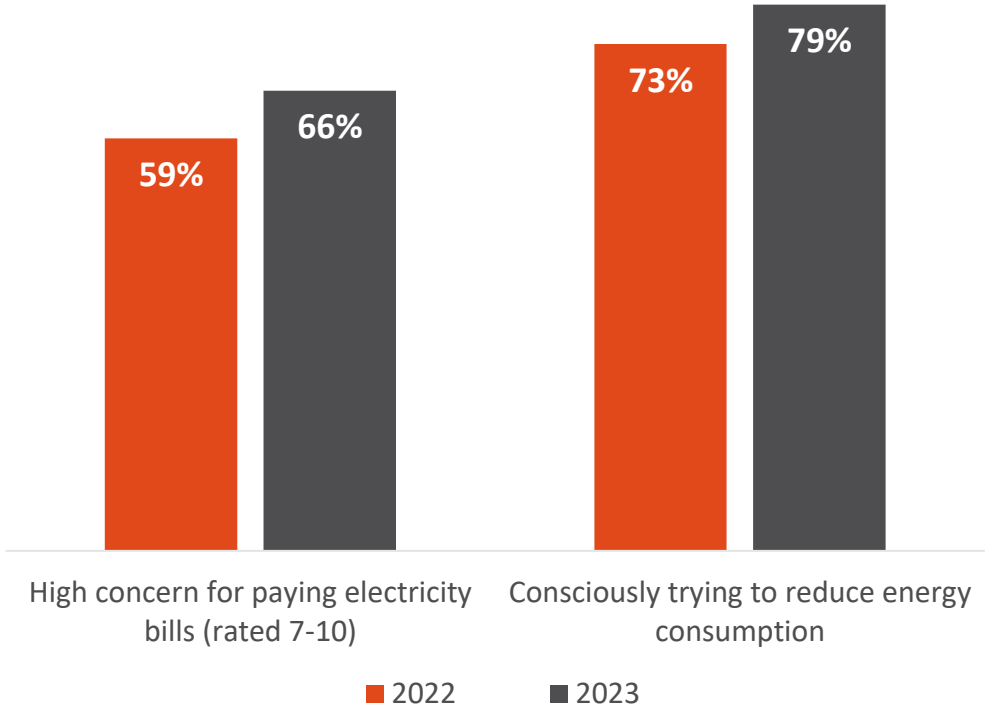
These households are now less likely to agree that electricity suppliers are working to make electricity more affordable (40% agreement, down from 47%) and are less likely to trust that electricity suppliers would do the right thing when faced with a problem (58%, down from 66%). In line with this, more retiree renters are expecting electricity prices to increase in the next three years (92% up from 69%).

In the face of increasing bills, retiree renters are now increasingly trying to reduce their electricity consumption (79% up from 73%). They are also now more aware of their electricity provider's app (35%, up from 17%) and are more likely to use the app in order to monitor and control their electricity usage (19% up from 9%).

On the other hand, retiree renters show only average levels of engagement with most aspects of their bill. In the past year they have become less likely to check the amount of electricity used (40% almost always check, down from 47%) and the year-on-year usage comparison (47%, down from 56%).

The incidence of new technology to reduce bills and become more energy efficient among retiree renters has remain unchanged in the past year: Solar PV (10%, 11% last year), Electric Vehicles (<1%, <1% last year) and Home Energy Management System (22%, 18% last year).

Electricity bill concern and reduce electricity consumption (%)



Retiree renters

Energy challenges and opportunities

Retiree renters make up the smallest profile (5% of households in the survey) but are also potentially the most vulnerable. Over a third (39%) of these households are single occupancy, the highest of any profile. Two-fifths (43%) are on a disability pension, the highest of any group and much higher than retiree homeowners (5%). They also have the lowest household income of all profiles, with 71% earning a yearly household income of less than $51K.

While these households face many challenges, they do have some opportunities to reduce their bills and become more energy efficient. The majority (82%) are in the house between 8am to 5pm every day between Monday and Friday. Being at home during the day lends itself well to using a daytime tariff, as these households would have the opportunity to use electricity during the day at cheaper rates, rather than peak hours during the evening.

However, retiree renters only show average levels of interest in shifting to a daytime tariff (48% very/quite likely to switch). The main barrier for those unlikely to switch is that they don't want to be constrained around when they can use electricity (42%). They also have a preference for flat rate tariffs, where they pay the same amount for electricity use all day.

Short term impact

Retiree renters are unlikely to switch suppliers or investigate tariff options. Only 8% have changed their electricity provider in the past year and just 24% have looked into prices from other electricity companies. The main motivator driving these households to investigate tariff options would be receiving a high electricity bill (58%) and a promotion from their electricity retailer (28%).

These households have average awareness of peak demand (71%) but have lower awareness of minimum demand issues (35%). Given their level of awareness, these households are most likely of all profiles to say that they would not change their time of electricity use to manage peak and minimum demand issues (23%).

Long-term impact

Retiree renters face significant barriers to investing in new technology, which may have adverse consequences in the long term. Retiree renters have the second lowest incidence of solar PV of all profiles (4%) and the lowest intention to purchase (6%). Renting is the main barrier for these households not having solar PV (76%).

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

43% Are on a disability pension

8% Have changed their electricity provider in the last year

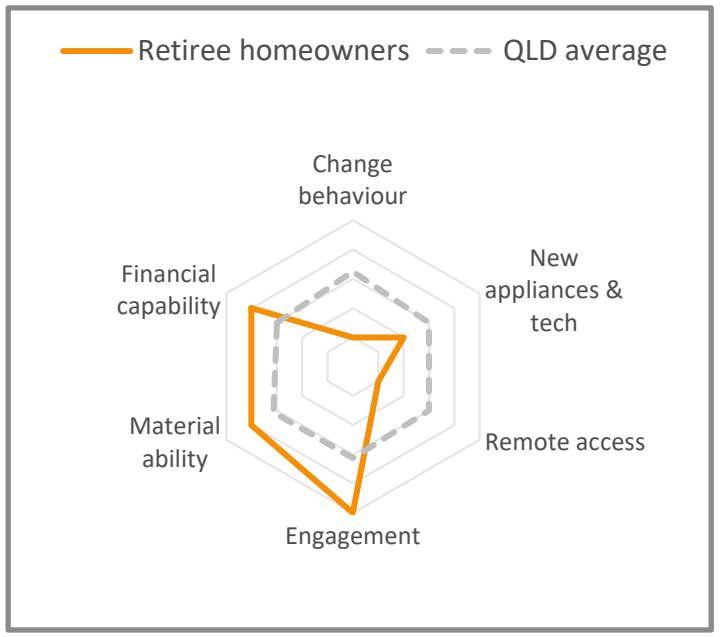
76% Say the main reason for not having solar is that they are currently renting

Return to the Household Profile Snapshots

4. Household Profiles in Detail:

Retiree homeowners

Retiree homeowners



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

WHO ARE THESE HOUSEHOLDS

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

CHANGE BEHAVIOUR

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

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

In line with this, they are among the lowest likelihood to consider a daytime tariff to reduce bills. The main reason for not being interested in a daytime tariff is they don't like to be constrained about when to use electricity.

NEW APPLIANCES/TECHNOLOGY

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

These households also show little enthusiasm to purchase a Home Energy Management System (HEMS) in the next three years. They also have low likelihood of bundling any packages with their electricity service.

REMOTE ACCESS

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

ENGAGEMENT

Retiree homeowners are the most engaged of all profiles. They have the highest likelihood of always checking elements of their electricity bill, including overall cost, unit cost, usage, comparisons, feed-in tariff income and application of rebates. They also have the highest awareness of peak demand issues and average awareness of minimum demand issues.

MATERIAL ABILITY

These households face 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. Being in a house, they are more likely to have appropriate rooftops to install solar panels. The main barrier stopping these households from purchasing solar is affordability.

FINANCIAL CAPABILITY

Retiree homeowners have the lowest concern about their ongoing ability to pay their electricity bills of all profiles. They also have the lowest concern for other bills, including groceries, fuel, and mortgage.

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

Retiree homeowners

What are the changes in 2023

Retiree homeowners have the lowest estimated average quarterly bill of all profiles ($211), which is consistent with last year ($213 in 2022). This is because they are among the highest incidence of solar PV (62% have a solar PV system installed in their property) and are therefore able to take advantage of high feed in tariffs (FIT) rates to reduce bill size. Almost a third (30%) of retiree homeowners with solar PV, receive $0.44 or more per kWh on their feed in tariff as per the Queensland Solar Bonus Scheme (QSBS). Retiree homeowners on this feed in tariff have an average quarterly bill $170, with 43% receiving a credit on their electricity bills.

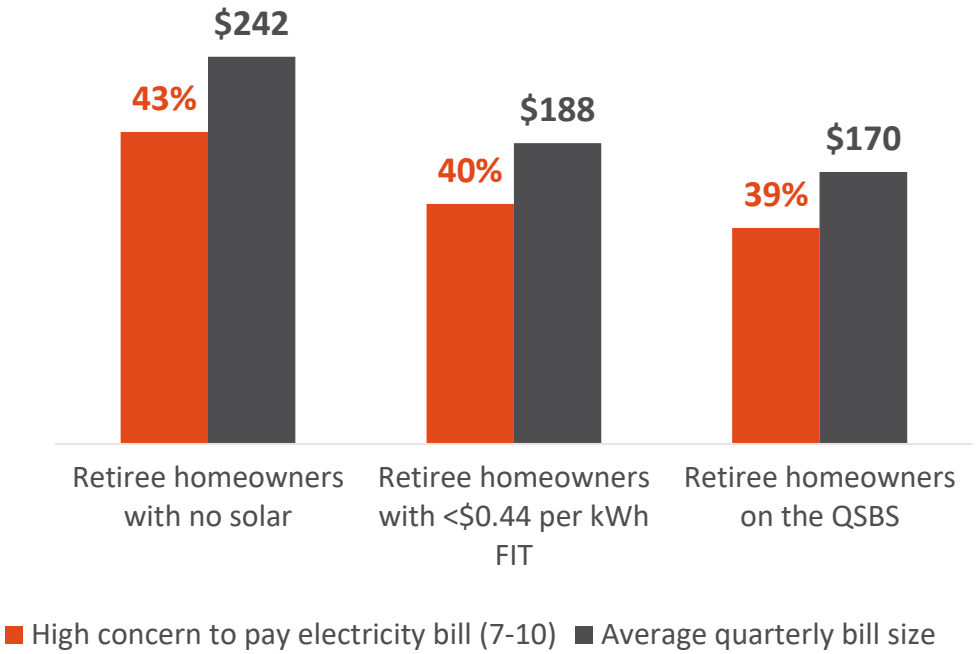
Despite this, these households are showing increasing concern for their ongoing ability to pay their electricity bills (40% high concern rated 7-10, up from 25% in 2022). They are also more concerned with their ongoing ability to pay other household bills, including food and groceries (43% high concern rated 7-10, up from 36% last year), car insurance (42%, up from 34%) and gas (14%, up from 7%). It's important to note that while their concern for paying some bills has increased in the last year, concern is still low in comparison to the other profiles.

These households are also now less likely to agree that electricity suppliers are working to make electricity more affordable (34% agree rated 7-10, down from 43%). They are also more likely to say that electricity prices will increase in the next three years (96%, up from 66%).

Retiree homeowners are among the lowest likelihood to consider a day-time tariff to reduce bills (38% very/quite likely to shift). For those unlikely to shift to a daytime tariff, 40% say the reason for this is because they don't like to be constrained about when to use electricity.

This year, retiree homeowners are less likely to be aware of their current tariff (39%, down from 45%). However, they have higher awareness of their electricity provider having an app (26%, up from 16%). Despite this increase in awareness, they are no more likely to have downloaded the app and actively used it (9%, 7% last year).

Estimated average quarterly electricity bill and concern for paying



Retiree homeowners

Energy challenges and opportunities

The high incidence of solar panels provides both an opportunity and challenge for these households. With 47% having had solar panels installed since 2017. Around one third (30%) of these households also receive the Queensland Solar Bonus Scheme (QSBS), which makes many of them are unwilling to change their behaviour due to receiving low or no bills.

They are the least likely of all profiles to switch to a daytime tariff that offers cheaper electricity during the day (38% very/quite likely). Their main reasons for not switching to a daytime tariff include not being limited using electricity at certain times (40%) and they preferring to be on a flat rate tariff (25%).

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

Short term impact

Retiree homeowners have high engagement with their bills and usage. They have the highest likelihood of always checking the following aspects of their bill: overall cost (63% almost always check), unit cost (37%), electricity usage (61%), previous usage (63%), feed-in tariff earnings (67%), electricity rebates (66%). They also have high awareness of which tariff their household is currently on (39%).

Despite high engagement, these households are not likely to switch suppliers or investigate tariff options. Just 7% of retiree homeowners have changed their electricity provider in the last year and only 29% have looked into prices from other providers. The main driver for these households to investigate tariff options would be receiving a high electricity bill.

Long-term impact

The primary long-term impact for these households is the potential loss of QSBS in 2028. Once they are not receiving the high feed-in tariff rates, these household's electricity bills could significantly increase. Retiree homeowners also show very low interest in other technology such as battery storage (13% of those with solar intend to purchase in the next 3 years), Electric Vehicles (14% would consider buying an electric car) and a Household Energy Management System (14% very/somewhat likely to purchase).

Without investment in new energy saving technology, these households will need to change their behaviour in order to reduce their bills and their bill concern in the future.

62% Have a solar PV system installed at their property

30% Of those with solar receive the Queensland Solar Bonus Scheme

38% Would be willing to switch to a time-of-use tariff with cheaper daytime rates

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