

2025

SUPPORTER

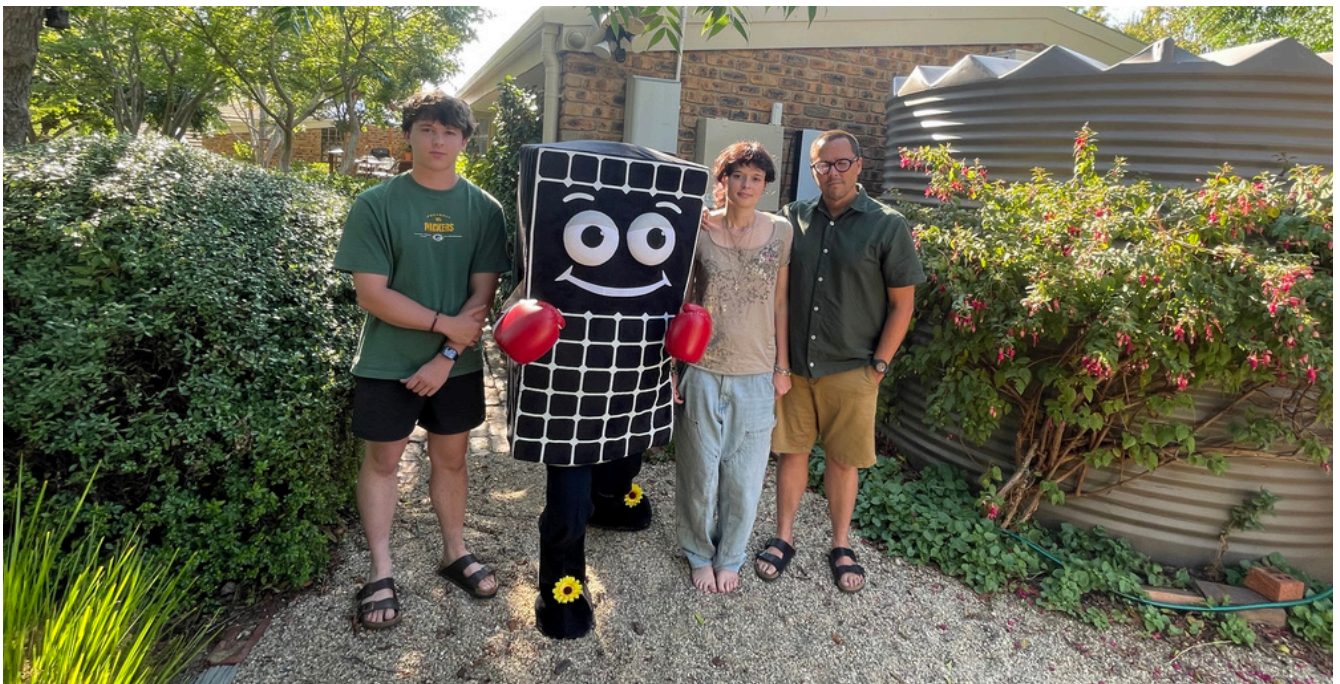
SURVEY



SolarCitizens

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The Andrews family in Canberra with Ms Solar Power



Introduction

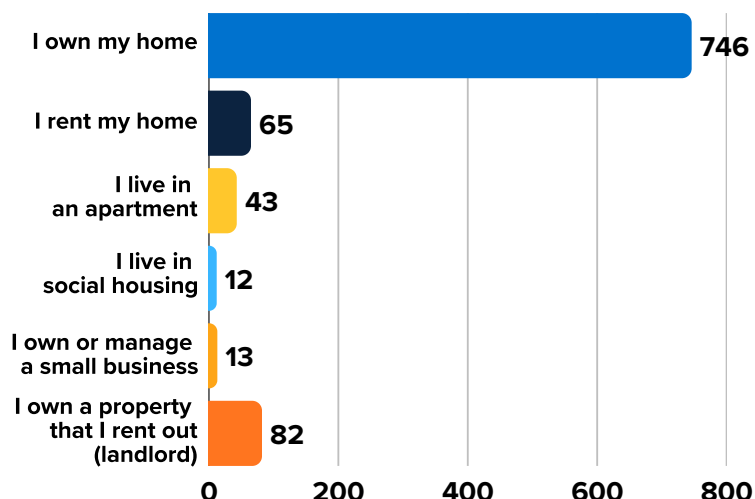
Every year we invite our supporters to share with us their experiences, views, concerns and ambitions regarding energy production and consumption, with a focus on the household. This helps us ensure we understand what is important to our supporters, and provides a snapshot of key concerns of Solar Citizens supporters.

Our 2025 survey was conducted between December 2025 and January 2026. This year we asked more questions about how fair our supporters think Australia's energy system is and we invited them to share with us their big, bold, audacious ideas for Solar Citizens to campaign on.

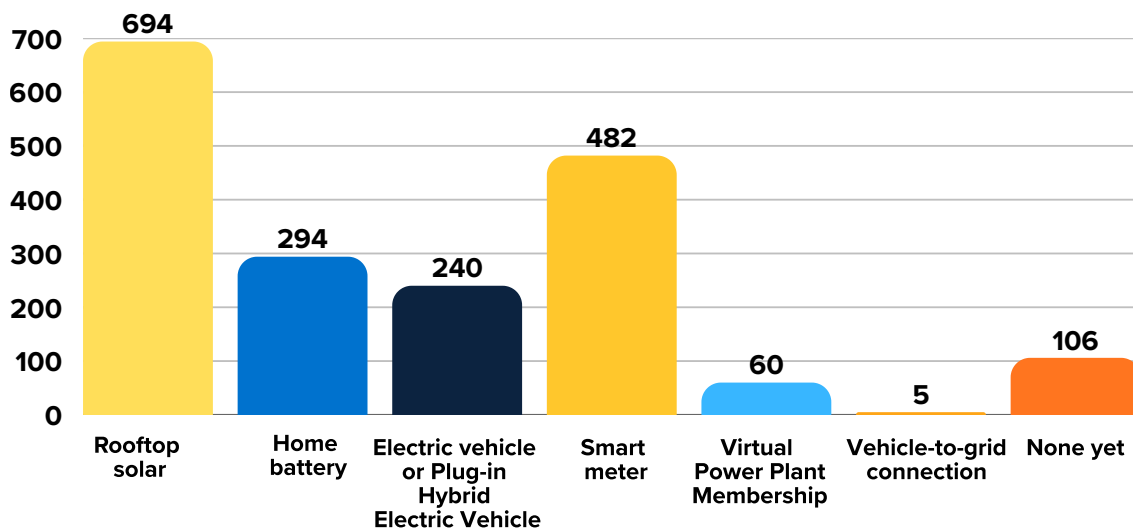
Our Responders

Most responders own their own home (88%), with 5% of responders living in apartments. Almost 10% of responders are landlords and 7% rent. Nearly all the homeowners have rooftop solar - 82% of all respondents. 30% have a home battery. 28% own an EV or plug-in hybrid EV. Only 5 people indicated they have a V2G connection. 7% of responders (60) are members of a VPP.

Which best describes your living or business situation?



Do you currently have any of the following



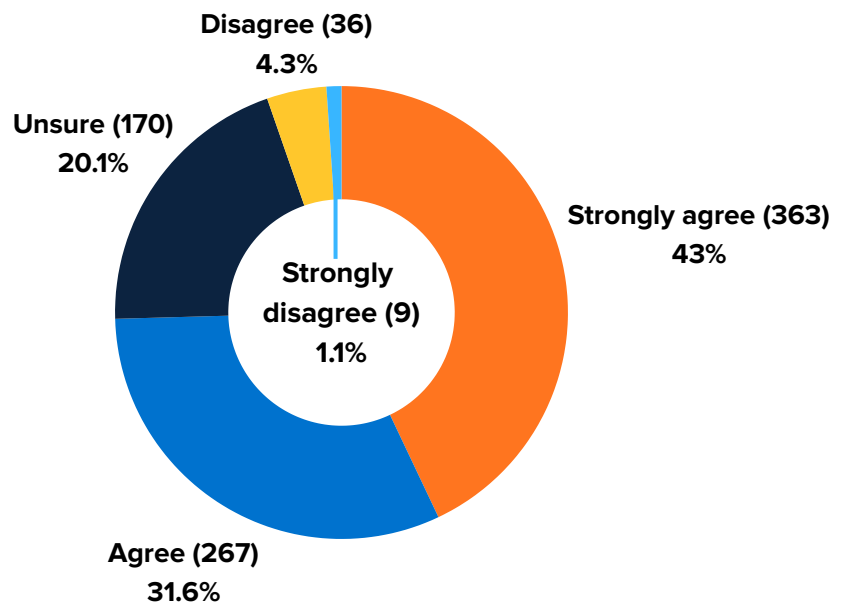
Batteries and Energy Costs

Three quarters of our responders believe that ‘The more people have access to rooftop solar and storage, the fairer our energy system will become for everyone.’

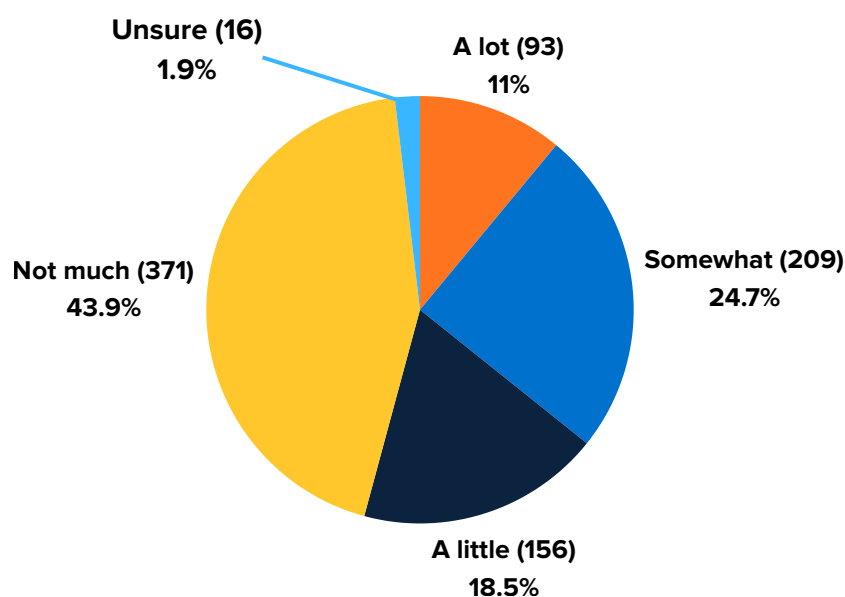
Nearly a third of responders have a home battery (260). 90 responders have installed a battery since 1 July, with 82% (74) saying the rebate made a big difference in getting a home battery. 170 already had batteries installed.

Reflective of the high degree of solar and battery ownership among respondents, the majority (62%) have not felt much affected by rising energy costs over the past year.

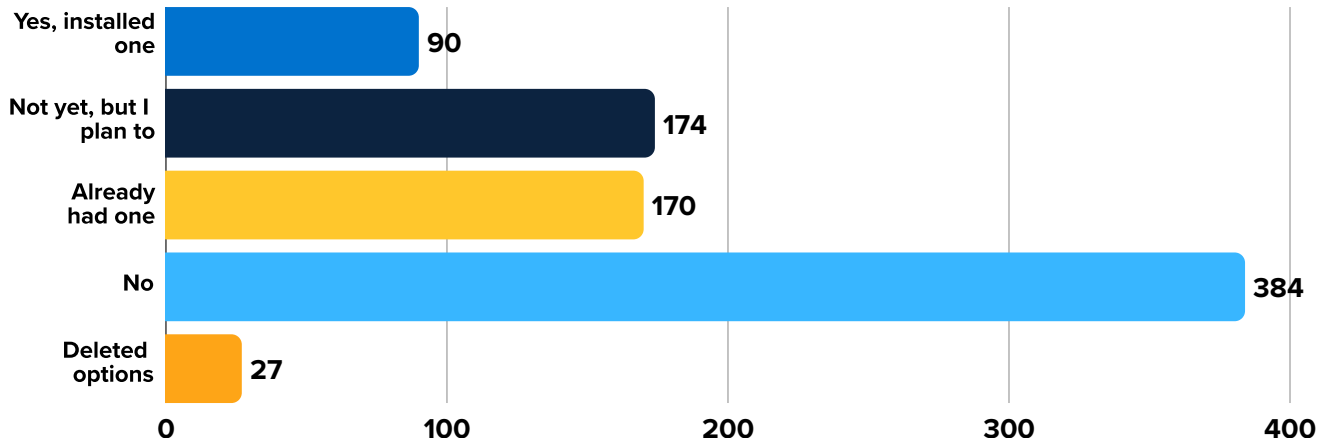
The more people have access to rooftop solar and storage, the fairer our energy system will become for everyone.



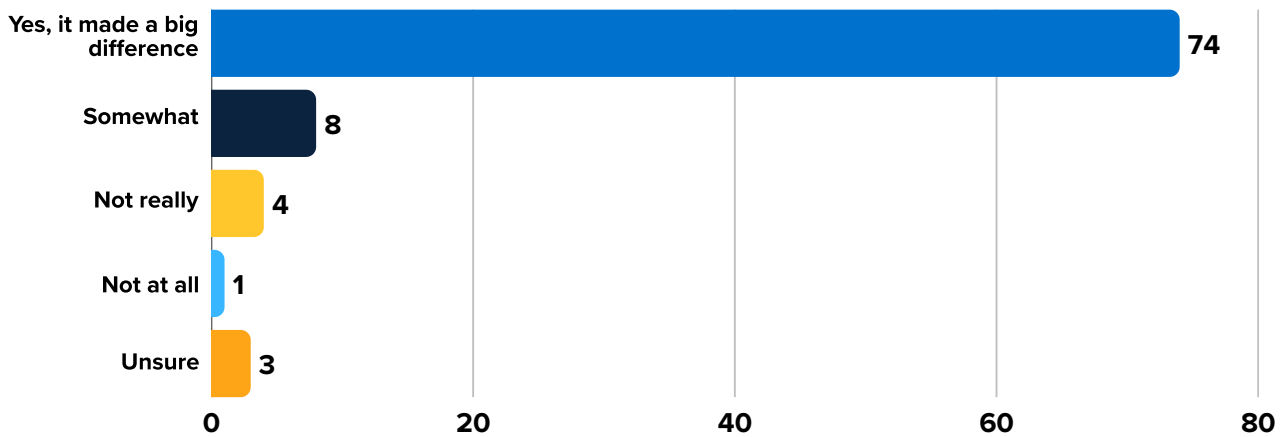
How much have energy costs affected your household over the past year?



Have you installed a battery since 1 July 2025?

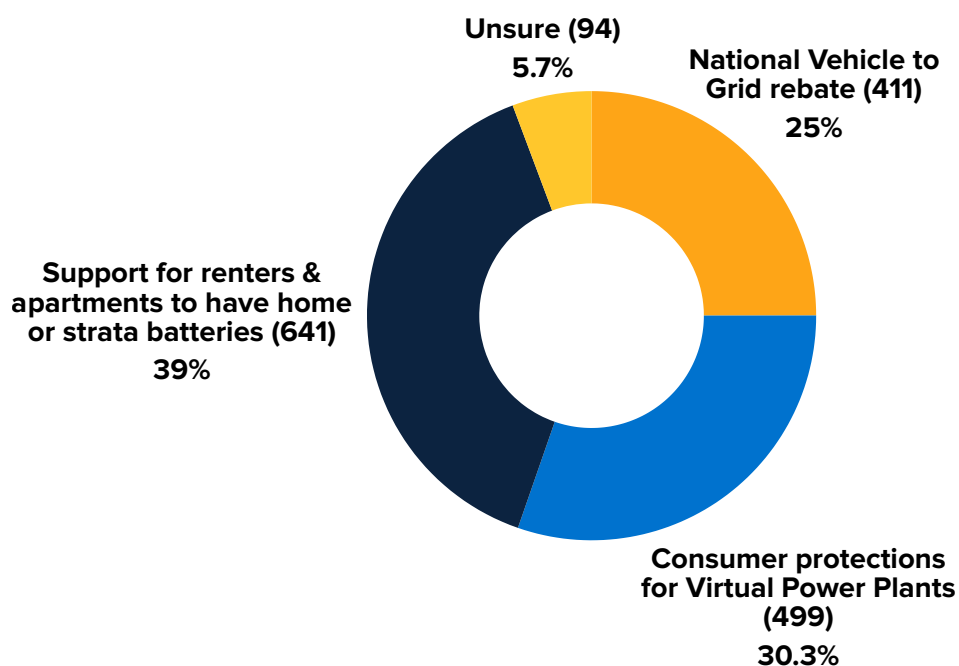


Did the Cheaper Home Batteries Program make it easier or more affordable for you to buy or install a battery?



Solar home owner Jane Cowley showing her home battery to MP for Bennelong Jerome Laxale

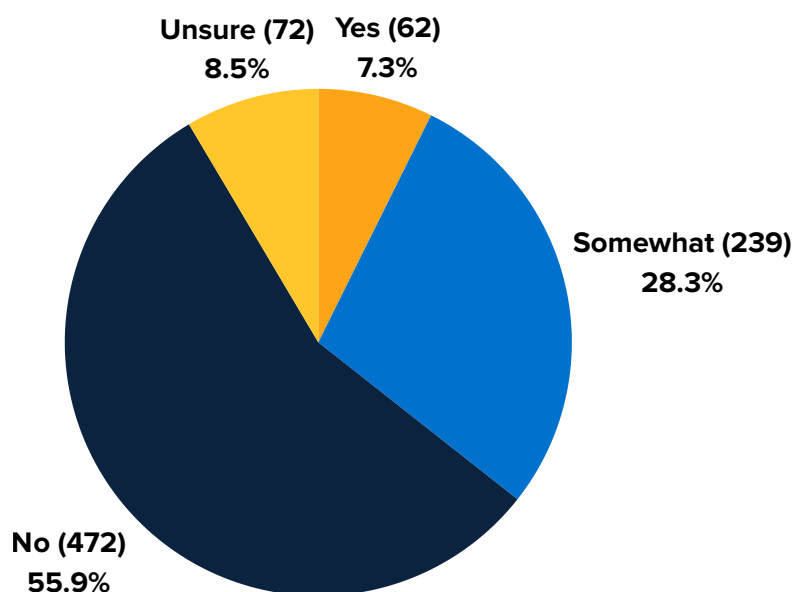
Extending the Benefits of Batteries — Which policies should we push for next?



Support for renters & apartments to have home or strata batteries received the most support for future policy work (39%) with VPP Protections also receiving a high degree of support (30%), followed by a National Vehicle to Grid rebate (25%) .

Only 7% of respondents trust their energy retailer to give them the best deal on their electricity plan, the majority don't or are unsure.

Do you trust your energy retailer to give you the best deal on your electricity plan?

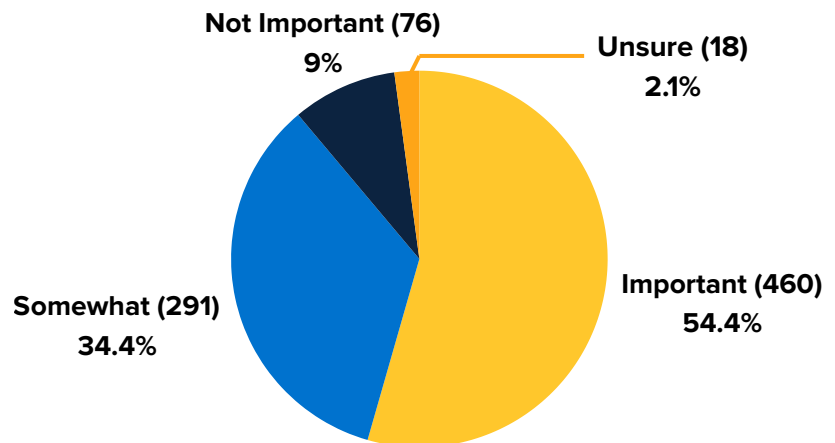


Renters and Apartments

A clear majority of respondents (89%) believe it is important that renters should be able to access solar and lower energy bills.

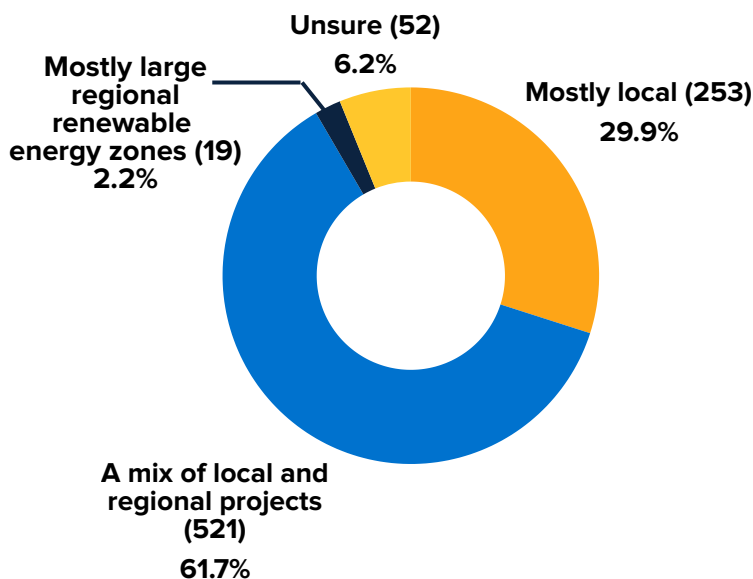
About half of respondents support Solar Citizens campaigning on renters' rights to solar and ability to access solar power from neighbouring solar households, as well as access to balcony solar and plug-in batteries.

How important is it to you that renters can access solar and lower energy bills?



Big Roofs - Urban Renewable Energy Zones

Would you prefer your clean, affordable energy to be generated locally — such as on rooftops, schools, and businesses — or from large regional renewable energy zones?

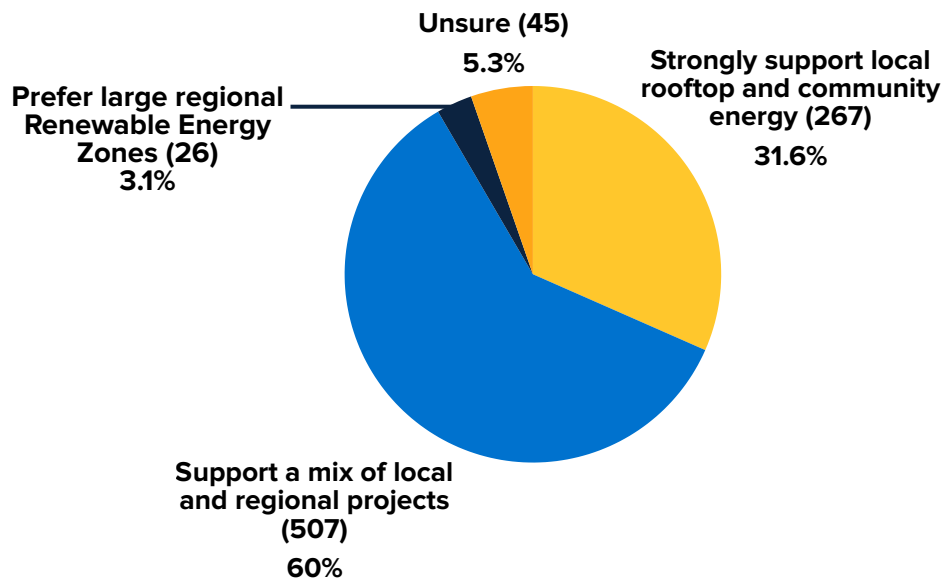


We asked several questions about the idea of activating large public, industrial and commercial roofs to provide solar power to neighbouring renters and apartments who don't own their own roof.

About one third of respondents prefer clean, affordable energy to be generated locally - such as on rooftops, schools and businesses. When we asked if they preferred large regional renewable energy zones or more investment in local rooftop and community energy, a third strongly supported local rooftops and two-thirds supported a mix of local and regional.

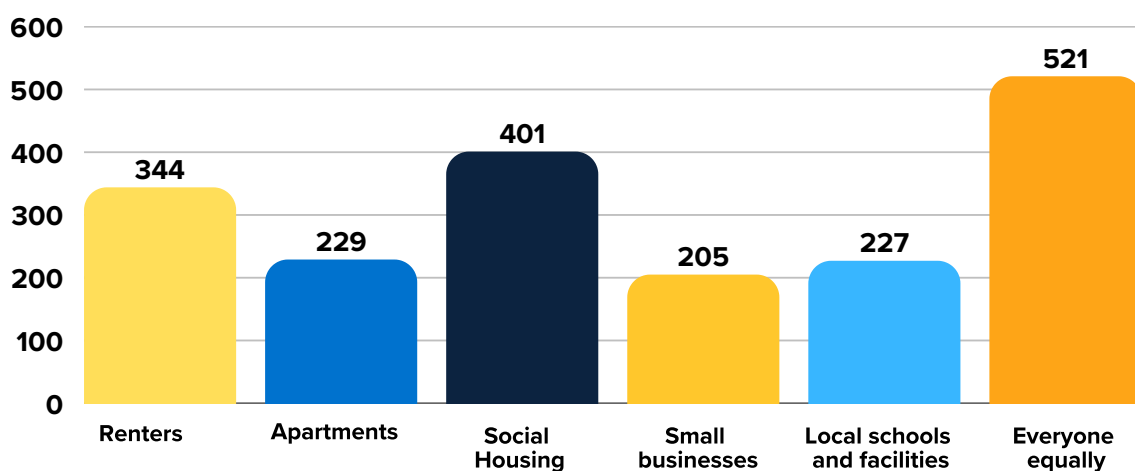


Do you support expanding large regional Renewable Energy Zones, or do you want to see more investment in local, rooftop, and community energy that directly benefits households and renters?



Big-roof solar benefits should be shared equally with everyone, according to 62% of responders. Nearly half believe the priority was to share big-roof solar with Social Housing (47%) and the next priority was for Renters (41%).

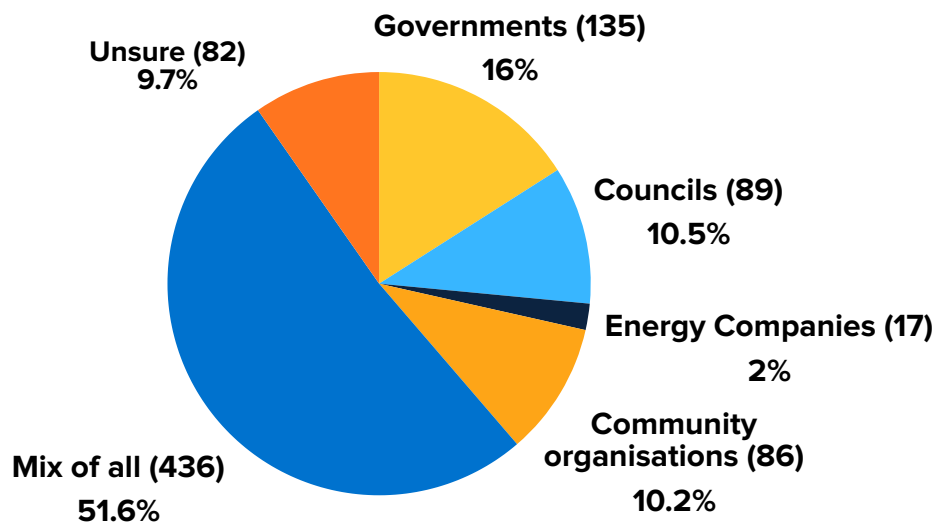
If big-roof solar were shared locally, who should benefit first?



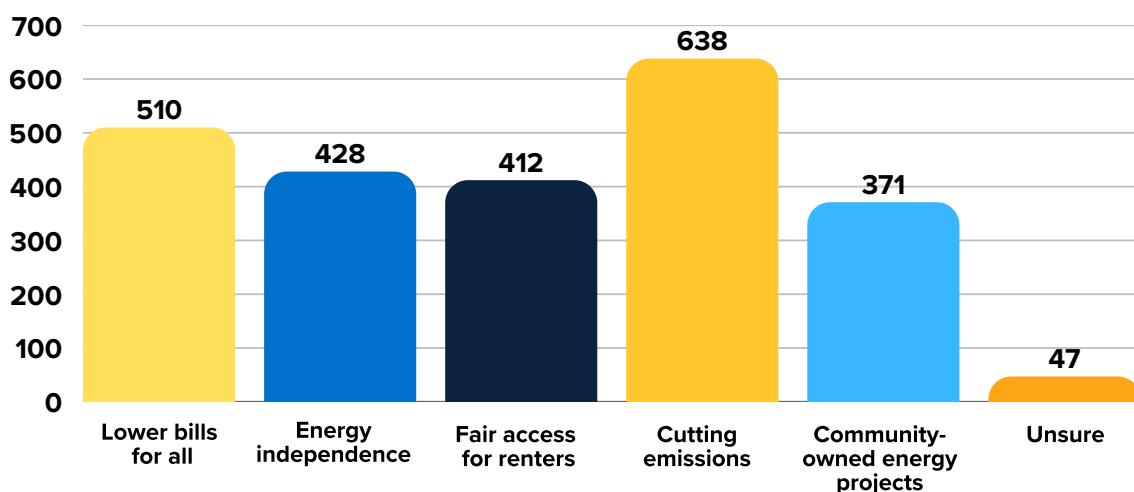
The majority of respondents believe UREZ pilots should be led by a mix of governments, councils, community organisations and energy companies. Significantly only 2% thought that energy companies should lead.

What matters most to our supporters if UREZs were rolled out nationally are cutting emissions (75%) and reducing energy bills (60%), then energy independence (50%) and fair access for renters (49%).

Who should lead local UREZ pilots?



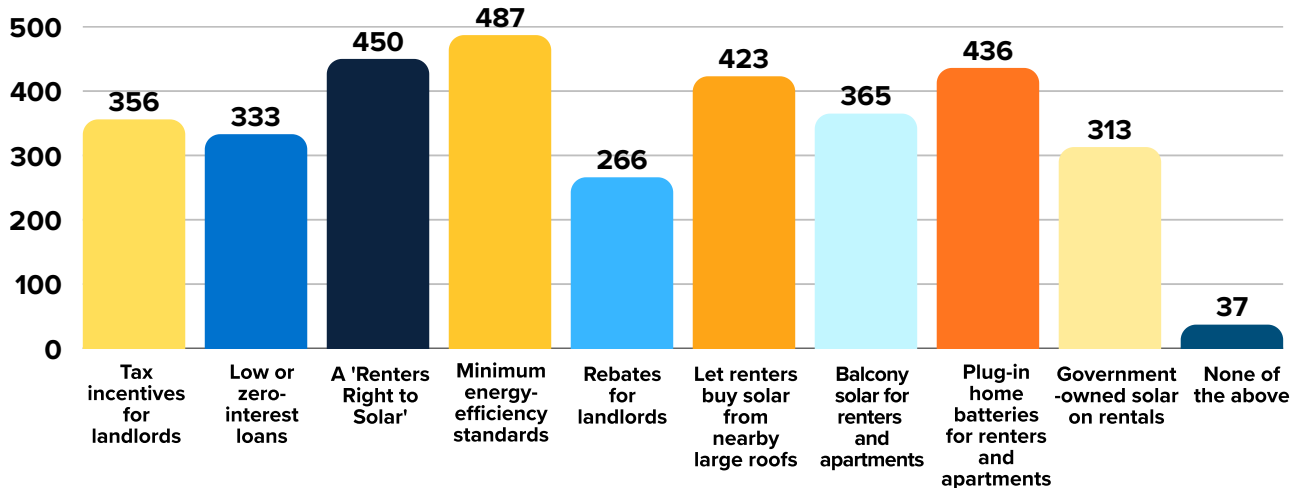
If UREZs were rolled out nationally, what matters most to you?



Which ideas should

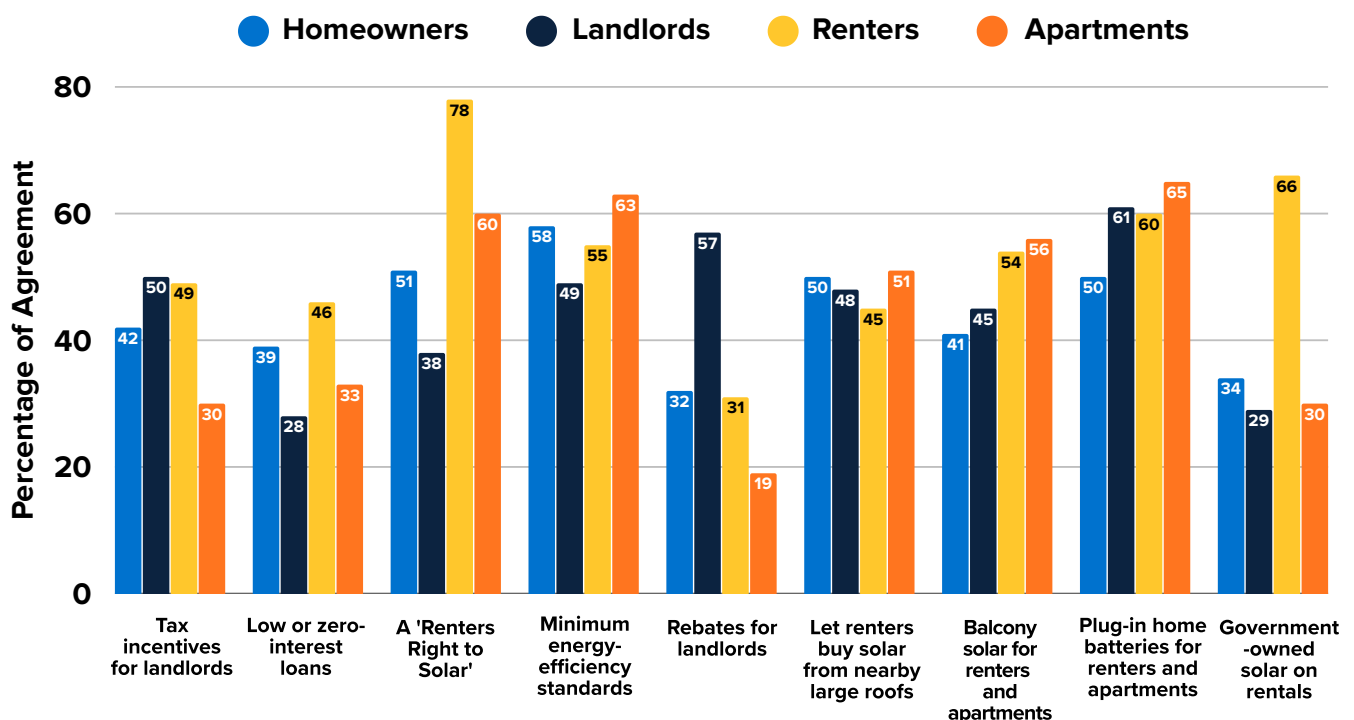
Solar Citizens prioritise next?

Which ideas should Solar Citizens prioritise next?



There was a high level of interest from our supporters in Solar Citizens prioritising policy ideas that support renters - with the highest interest in Minimum Energy Efficiency Standards (487) and A Renter's Right to Solar (450), closely followed by Plug-in home batteries for renters (436) and letting renters buy solar from nearby solar roofs (423). Rebates for landlords received the least support (266).

Future Ideas by Household Type



Support for future ideas by household type

Taking a deeper dive into how these ideas resonated with our respondents, based on their type of housing yields valuable insights.

Keeping in mind that 88% of our 845 respondents were home owners, 11% were landlords, 9% were renters or lived in social housing and only 2% live in an apartment, it is worth noting that 'A renters right to solar' and 'Minimum Energy Efficiency Standards' were the top-rated ideas for Solar Citizens to prioritise next.

Not surprisingly 78% of renters prioritised 'A renters right to solar'. Next most popular for Renters was the idea of 'Government Owned Solar on Rentals' (66%) and 'Plug-in home batteries' (60%). Plug-in batteries' was the most popular for Apartment Residents (65%) and was also rated highly by Landlords (61%).

'Minimum Energy Efficiency Standards' received the highest number of 'votes' overall, mostly from Apartment Residents (63%) but also from 58% of Home Owners and nearly half of Landlords (49%) as well as more than half of Renters (55%).

Half of both Landlords (50%) and Renters (49%) rated 'Tax incentives for landlords' as a priority, while 'Rebates for landlords' was popular with 57% of Landlords, but less so with Renters (31%) or Apartments (19%).

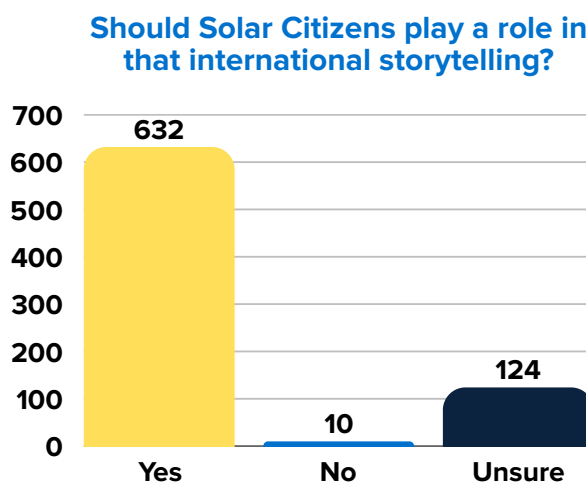
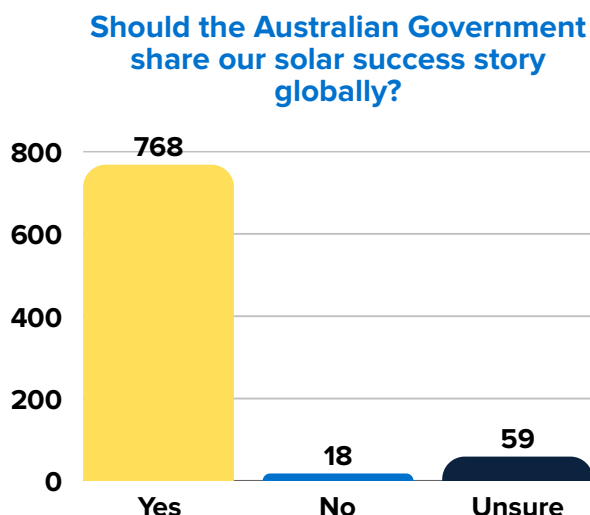
'Letting renters buy solar from nearby big roofs' was most popular with Apartments (51%) and well-supported by Landlords (48%), Home owners (50%) and Renters (51%).



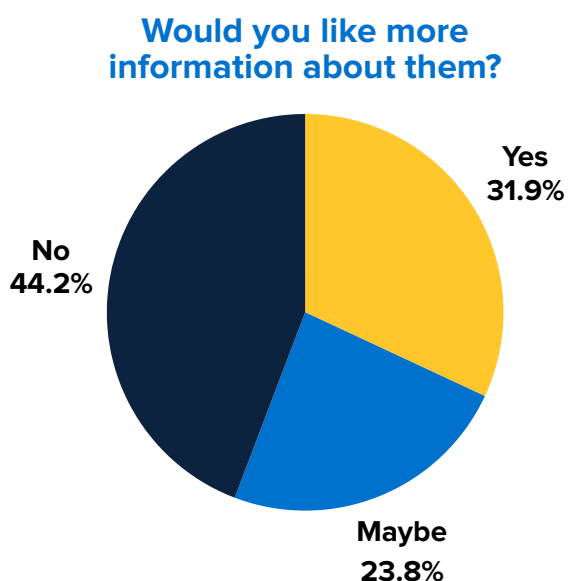
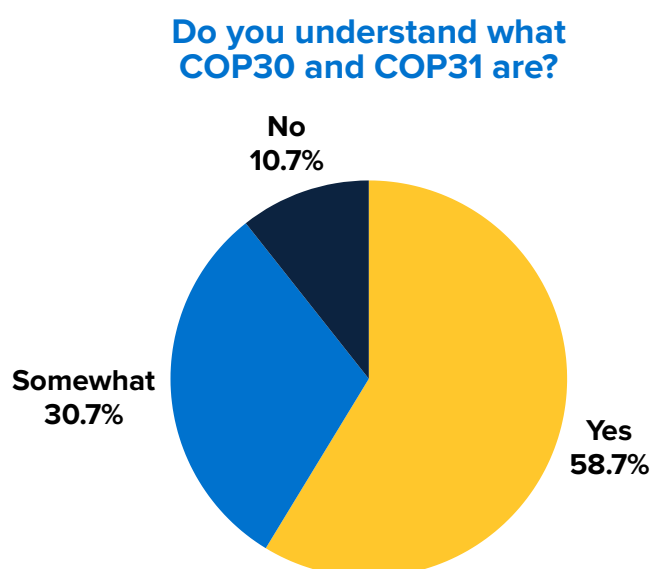
Sydney renter Patricia, with a unit she previously rented with rooftop solar in the background

International Work

A very strong majority of supporters (91%) believe the Australian Government should share our solar success story globally, with 75% of responders giving support to Solar Citizens to play a role in that storytelling. Only 1.2% said Solar Citizens should not play a role, with the rest unsure.



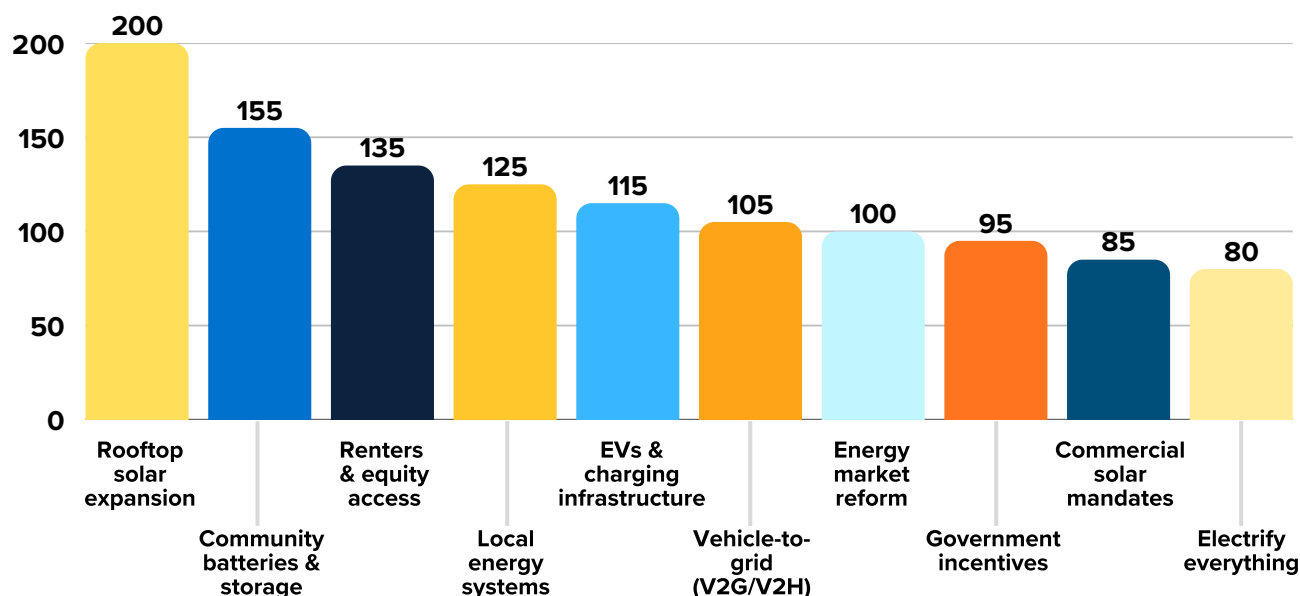
More than half of respondents (59%) say they understand what COPs are - the large international Climate Change **Conference of Parties** held annually at different international locations. One third would like more information about them.



Big, bold, audacious ideas

We invited supporters to tell us their ‘big, bold, or audacious ideas about what or how Solar Citizens should be campaigning for next?’ - here’s what they came up with:

What ‘big, bold, or audacious ideas’ should Solar Citizens be campaigning for next?



Here is a summary of the top 10 ‘big, bold, or audacious ideas’ respondents proposed for what or how Solar Citizens should be campaigning for next:

1 Rooftop Solar Expansion - homes and commercial buildings

The most dominant idea—by a significant margin—is maximising rooftop solar across homes, businesses, and public buildings, mentioned by roughly 1 in 4 respondents. This reflects a strong understanding that using existing infrastructure is the fastest, least controversial pathway to providing cheap clean energy to our urban populations.

2 Energy Storage (including community batteries)

The second major priority is energy storage, particularly community batteries and local storage systems. Around 1 in 5 respondents highlighted this as essential to solving the current “midday solar glut” and unlocking more value from existing solar.

3 Fairness and access - for renters, apartment dwellers, and low-income households.

Around 15–18% of respondents raised this, showing that many of our supporters care about energy equity and see the current system as benefiting homeowners while excluding others.

4 Local Energy / Decentralised Grids

Around 16% expressed a strong preference for “energy independence at the local level” over centralised systems. They want local generation for local use, reduced reliance on transmission lines and community-owned energy systems.

5 Electric Vehicles + Charging Infrastructure

EV infrastructure gaps were identified by 15% of respondents, especially in rural areas. They wanted to see more EV chargers, electrified transport including buses and fleets and more incentives for EV uptake.

6 Vehicle-to-Grid (V2G) / Vehicle-to-Home (V2H)

Bi-directional EV charging is seen as a system-level game changer by 14% of respondents. They want to see progress on Vehicle-to-Grid and -Home charging, acceptance and support for EVs as distributed batteries and standardisation.

7 Energy Market Reform / Fair Pricing

About 13% of respondents expressed deep distrust of retailers and pricing systems; they want to see fair feed-in tariffs; reduced retailer profits and system complexity and even suggested a return to nationalising energy companies.

8 More Government Incentives for Solar, Batteries, Upgrades)

Around 11% of respondents want faster rollout of solar, batteries and energy efficiency upgrades via financial support, especially for those currently excluded, including subsidies for batteries for homes without solar; low-interest loans and incentives for landlords and low-income households.

9 Commercial & Industrial Solar Mandates

Unlocking Solar on Big Roofs is seen as the next “low-hanging fruit” with massive untapped potential by 10% of respondents - including mandatory solar on factories, warehouses, and supermarkets, and stronger building standards to allow solar infrastructure on large roofs.

10 Electrify Everything (Homes + Gas Removal)

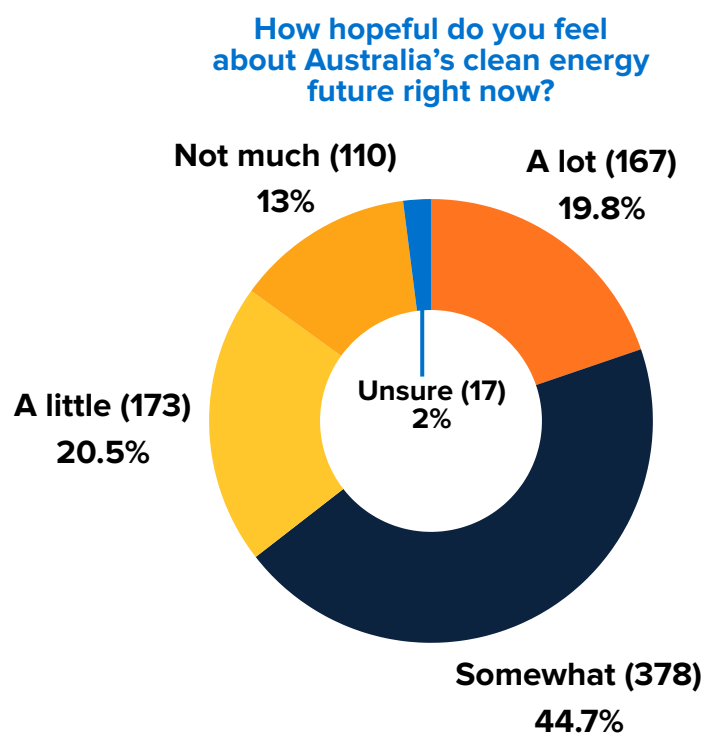
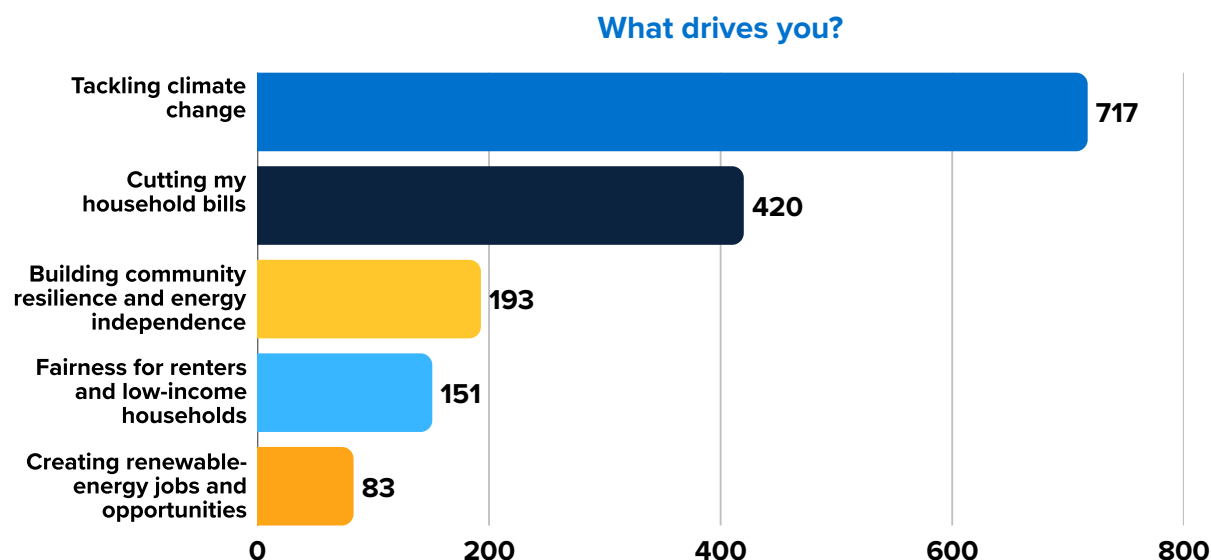
In alignment with the broader electrification movement, 9% of respondents want to see gas removed from homes for heating, cooking, electrified appliances - replacing gas hot water heating with electric heat pumps and gas cooktops with induction cooktops, and support full electrification of new builds.

Overall, these responses show our movement is shifting from technology adoption to system transformation, with a strong emphasis on:

- Scaling what already works (rooftop solar)
- Expanding access (equity)
- Fixing bottlenecks (storage)
- Reforming systems (markets, politics)

What Drives Our Supporters

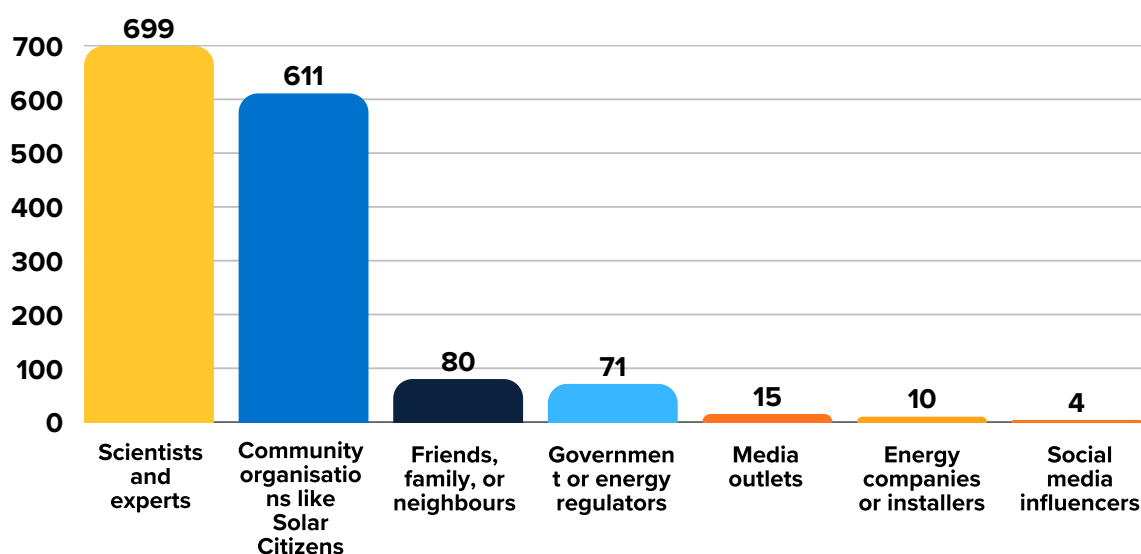
The majority of supporters who responded are driven to tackle Climate Change (85%), with half indicating they are driven to cut household bills. Energy costs affected 36% households either 'A lot' or 'somewhat'. The majority of supporters are optimistic about Australia's clean energy future (64% indicating they were 'a lot' or 'somewhat' hopeful).



Perceptions and connections with Solar Citizens

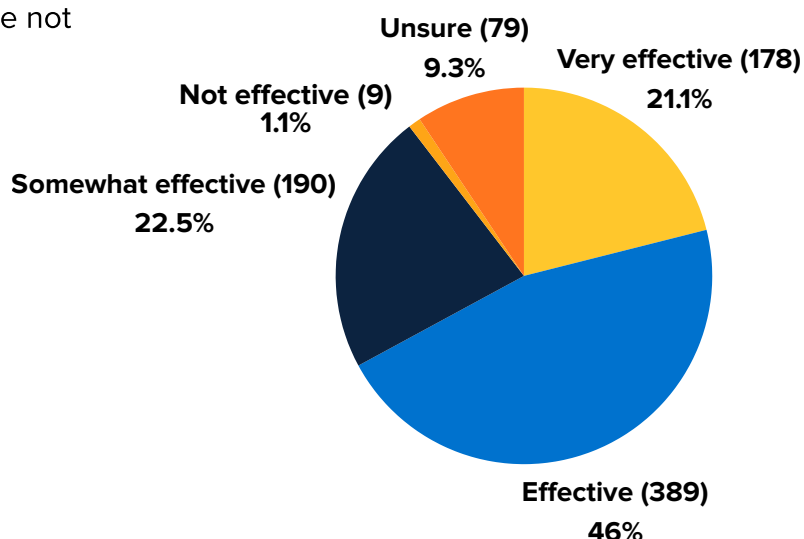
Our supporters who responded to the survey rate Solar Citizens as highly trustworthy when it comes to information about clean energy, almost equal with scientists and experts and far more trustworthy than other sources, like governments, energy regulators, energy companies or media outlets.

When it comes to information about clean energy, who do you trust most?

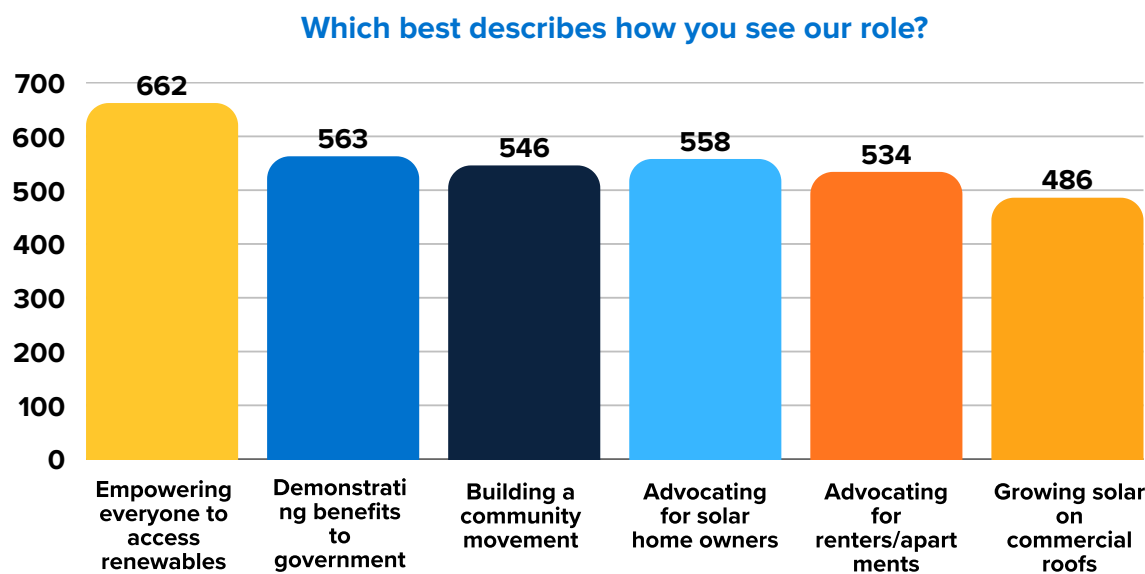


Two-thirds (67%) of responders rate Solar Citizens as effective campaigners, with 21% saying 'very effective' and 46% saying 'effective'. Only 1% think we are not effective.

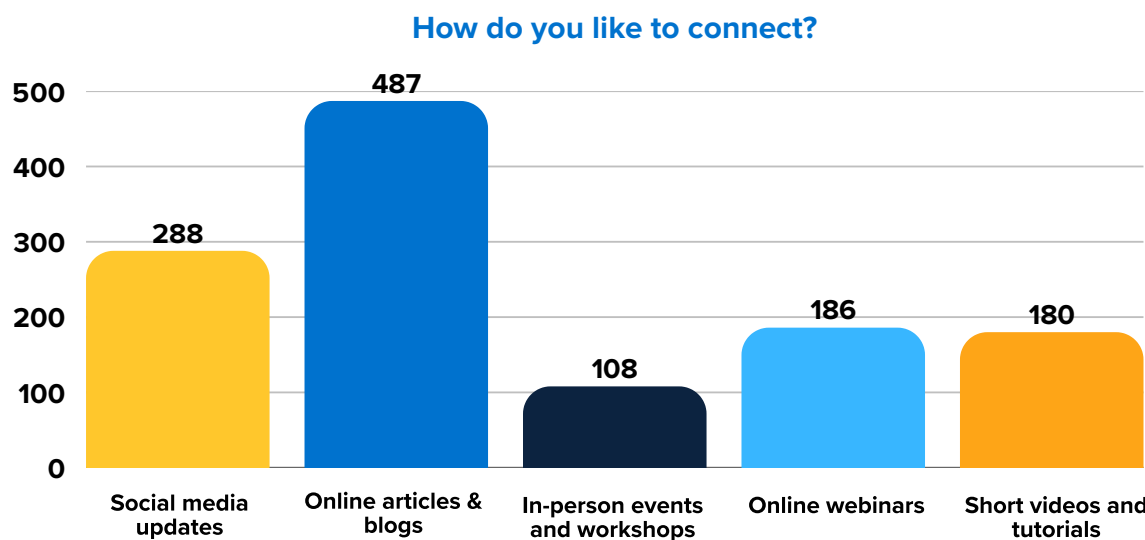
How effective do you think Solar Citizens is in campaigning for cleaner, fairer, more affordable energy?



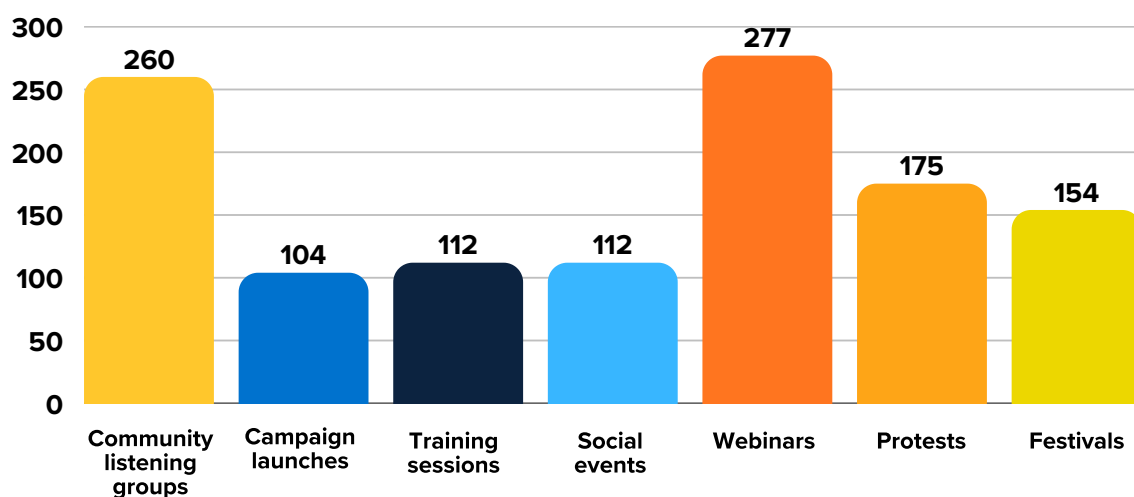
The perception of our role is changing, with almost as many responders seeing our role as advocating for renters and apartments (63%) as for solar home owners (66%). The highest number see our role as for "Empowering everyone to access renewables" (78%). All answers were supported by the majority of responders.



When it comes to connecting with us, responders prefer online opportunities to connect and attend events, with around a quarter interested in community listening groups.



What kinds of events would you attend?



E-bikes for Everyone event at Wolli Creek March 2025