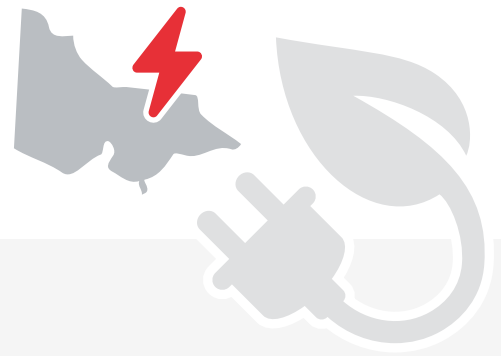
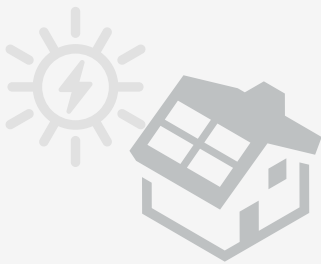


Energy Insights By Equifax – August 2018

Solar leads alternative energy take-up in Victoria



Overall Energy Trends



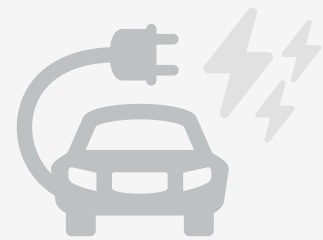
38.6%

of Victorian homeowners have **solar panels** installed in their homes



11.9%

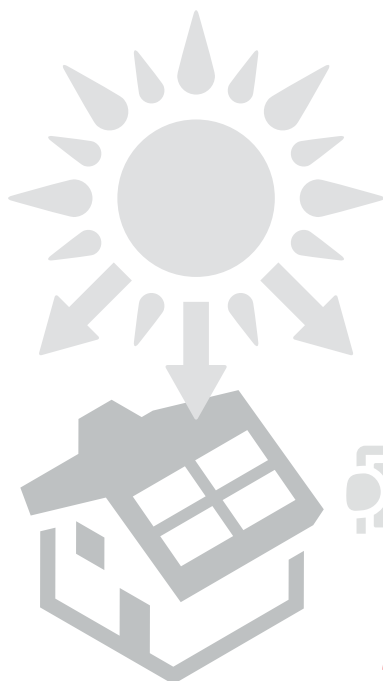
of Victorian homeowners with solar panels have **battery storage** to capture their solar energy



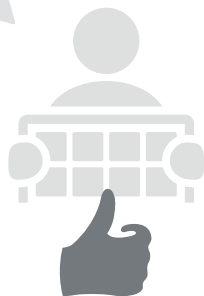
3%

Only 3% of Victorian homeowners have an **electric car**

Solar Energy



More than a third (**38.6%**) of Victorian homeowners **have solar panels** installed in their homes



20%

Of households without solar panels, **nearly 20%** are very likely or likely to **install solar panels** in the next 12 months



34%

Of households not expecting to install solar panel, **34%** cite **high costs** as the reason stopping installation

Solar Panels usage is **high in mid-to-lower density areas** and in households where **children** are present

Households with solar panels in Victoria are:



- **44% more likely** to be in the lowest 10% of areas in terms of density
- **20% more likely** to be in the 40-60 age group
- **38% more likely** to be in the Farming Heartland
- Up to **50% more likely** to have children present

Battery Storage



Nearly nine-in-ten respondents (**88.1%**) with solar panels say they **don't have batteries** to capture their solar energy



HIGH COST ASSOCIATED

63%

They cite the **high cost associated (63%)** and **lack of information** on the products (**21%**) as the key barriers



DRIVEN YOUNG PROFESSIONALS

85%

HIGH DENSITY DWELLINGS

42%

Of solar panel owners, those likely to install batteries are **85%** more likely to be **'driven young professionals'**, and **42%** more likely to live in **high-density dwellings**

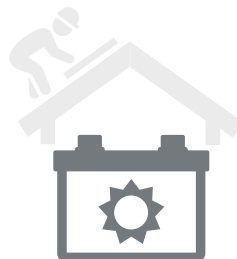


269,000

MORE VICTORIAN HOMES WITH BATTERY STORAGE BY 2021

Almost half (**48.8%**) of solar panel owners are likely or very likely to **install batteries** in the next three years

This equates to an **additional 269,000 homes in Victoria** potentially having battery storage by 2021.



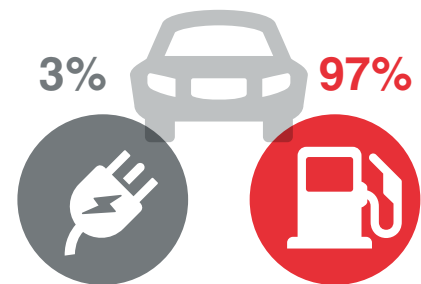
74%

LIKELY TO INSTALL BATTERY STORAGE

Nearly three quarters (**74%**) of those intending to install solar panels in the next 12 months would also be likely or very likely to **install battery storage**

Electric Cars

Electric cars have some way to go, with only **3%** of Victorian homeowners **owning one**



ONE IN THREE (31%) Victorians say they would be **likely to consider a fully electric car** if they were to purchase a vehicle in the next three years



FOR MORE INFORMATION

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Footnote:

All statistics quoted are based on Equifax data analysis completed in May 2018

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