



**Seizing the Sun:**

**New polling shows strong support for rooftop solar across the Australian community**



Aussies love rooftop solar, and it's not hard to see why. Over the past decade, the industry has gone from strength to strength, with rooftop solar and storage systems now helping more than 3.6 million Aussie households save an average of \$1500 a year off their electricity bills.

According to recent YouGov polling, commissioned by the Climate Council in August 2024, **81% of people who already have solar on the roof would recommend it to their friends and family**. In the same survey, **73% of people without panels said they would like to get them in the future**, showing there is still big untapped demand for more rooftop solar across the Australian community.

Australia has much more potential to deploy rooftop solar and storage, unlocking the benefits of cheaper bills and less climate pollution for millions more Australian families and businesses. We can more than double the amount of solar deployed today to reach 50GW of clean, affordable and reliable renewable energy on Aussie rooftops by 2030. As well as bringing huge benefits for the community, this will also help deliver more clean energy quickly to meet our growing needs as we electrify our homes, clean up transport and grow new clean manufacturing industries.

**It's a win-win-win, and a clear majority of Australians agree: it's time to supercharge rooftop solar and storage.**

### **81% of people back rooftop solar, no matter their politics**

- Among people who already have solar, 79% of Coalition voters say they'd recommend it to family and friends, alongside 84% of Labor voters and 87% of Greens voters.
- Among people who don't have solar, 64% of Coalition voters say they'd like to get it in future, with even stronger support among voters for other parties.

### **Aussies know rooftop solar is a great household bill buster**

- 73% of people said cutting power bills was one of their top reasons for getting solar.
- Cutting climate pollution, being less reliant on big energy companies and having more control over household energy needs were also regularly cited as key benefits.

## **A clear majority support policies that will unlock access to the benefits of rooftop solar and storage for more people**

- 74% of voters support the government installing rooftop solar on all social housing properties, including 80% of Labor supporters and 65% of Coalition voters.
- 73% of Australians support governments providing financial incentives to help businesses install rooftop solar and storage systems.
- 72% of Australians support governments installing community batteries, which can lower bills even for people without solar by providing reliable, affordable and clean power around the clock.

## **Voters give the green light to smart, sensible steps that will help us roll out rooftop solar and storage even further and faster**

- 73% of Australians support making solar a standard feature of all new and renovated homes, apartments and commercial buildings.
- 75% of Australians support government investment in skills and training for workers in the clean energy, electrical, and construction trades we need to upgrade homes and businesses across the country.

## **The bottom line: Aussies want government to go big on solar and storage**

- 69% of voters would support the next Federal Government making a major national investment to increase uptake of rooftop solar and storage among more Aussie households and businesses.
- 77% of Australians think governments should do more to communicate the proven benefits of rooftop solar and how to get it.

