



REWIRING AUSTRALIA · RESEARCH REPORT

Home batteries: motivations, behaviours and virtual power plants

Results from an exploratory survey of 597 Australian households, carried out May 2026.

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Introduction

It is boomtime for home batteries in Australia. Every week from July 2025 to June 2026, more than 800 Australian households have installed a home battery. Across the country, more than 500,000 home batteries are now soaking up daytime solar, saving it for the evening when they discharge to power our homes and neighbourhoods. This rollout is the fastest transformation our local electricity networks have ever experienced - outpacing the solar revolution 15 years ago. However, only a minority are signing up for Virtual Power Plants which offer a way to coordinate this distributed energy and pay battery owners for the occasional use of their battery.

In May 2026, Rewiring Australia carried out a survey of battery owners to understand what is motivating people to install batteries and how they are using them. More than 597 people responded from organic communications. Methodologically, this was an exploratory study, not rigorous representative polling; respondents to the survey were self-selecting, responding to broad outreach via email and social media.

This report summarises the responses to a survey carried out from 11 May to 4 June 2026.

597

people responded to this survey between 11 May and 4 June 2026.

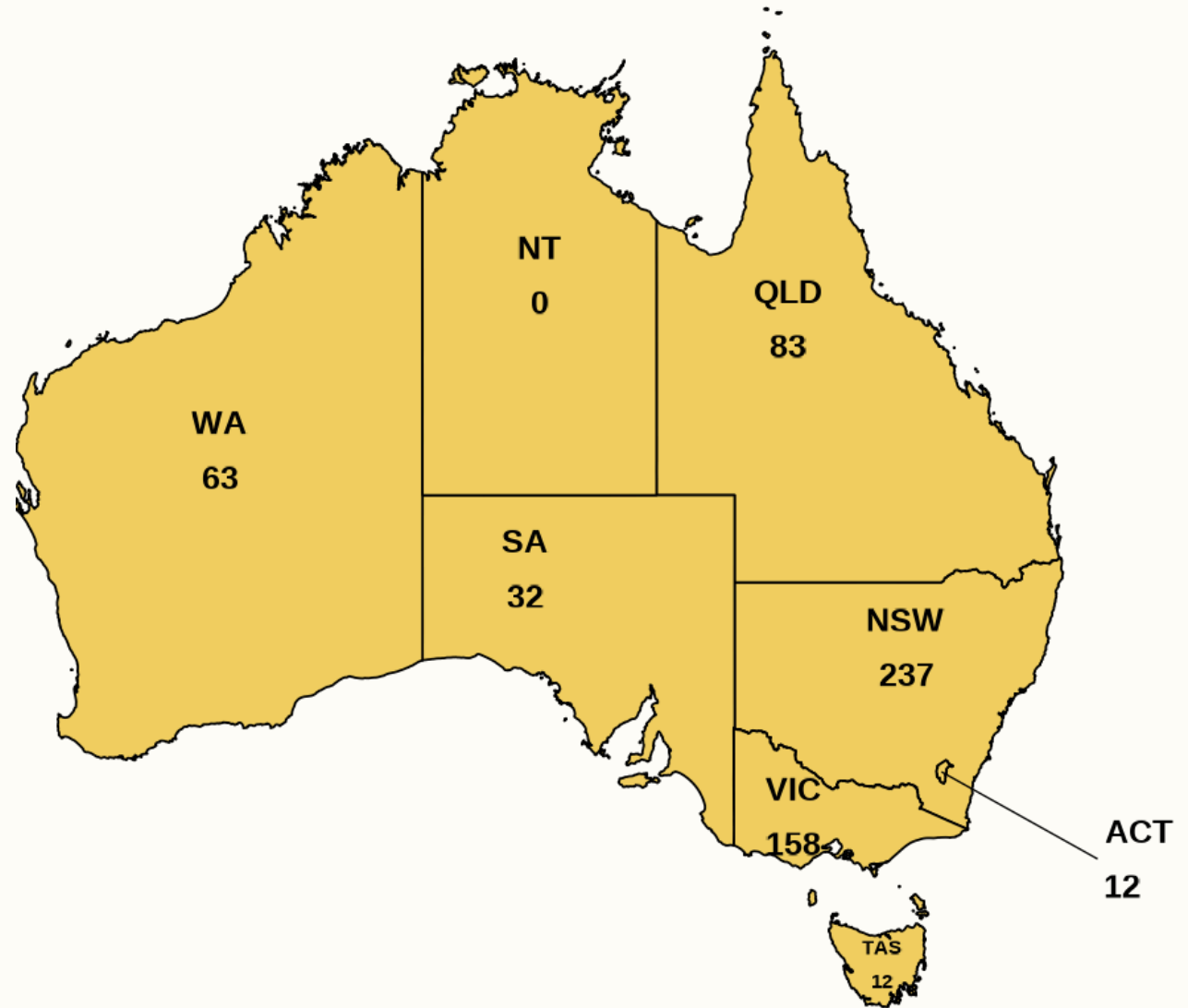
500,000+

home batteries are now installed across Australia, soaking up daytime solar.

SAMPLE

Who responded to the questionnaire?

We had 597 people respond to the questionnaire from seven states and territories.

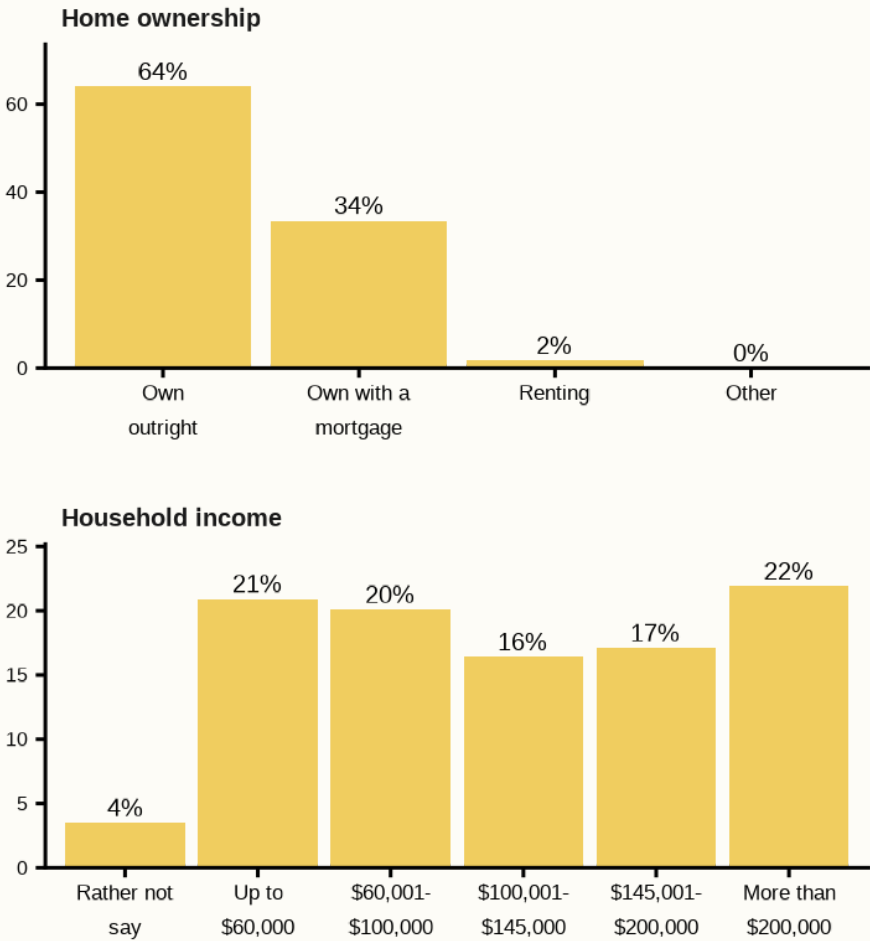
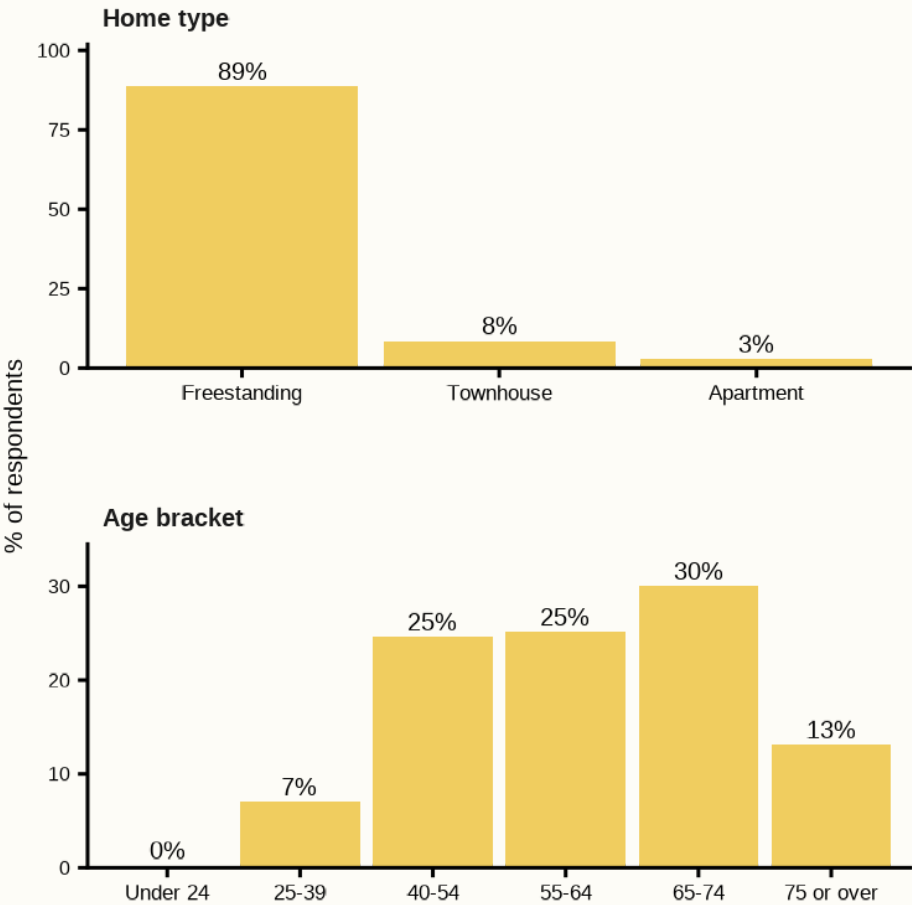


n = 597 respondents with a known state

SAMPLE

Homes, ownership, age and income

Respondents mostly live in freestanding houses (89%) which they own (98%). They span all age brackets and income levels but are concentrated among the older and more affluent brackets. This is not entirely surprising given that homeowners with disposable income are more likely to be able to invest in batteries or other energy appliances.



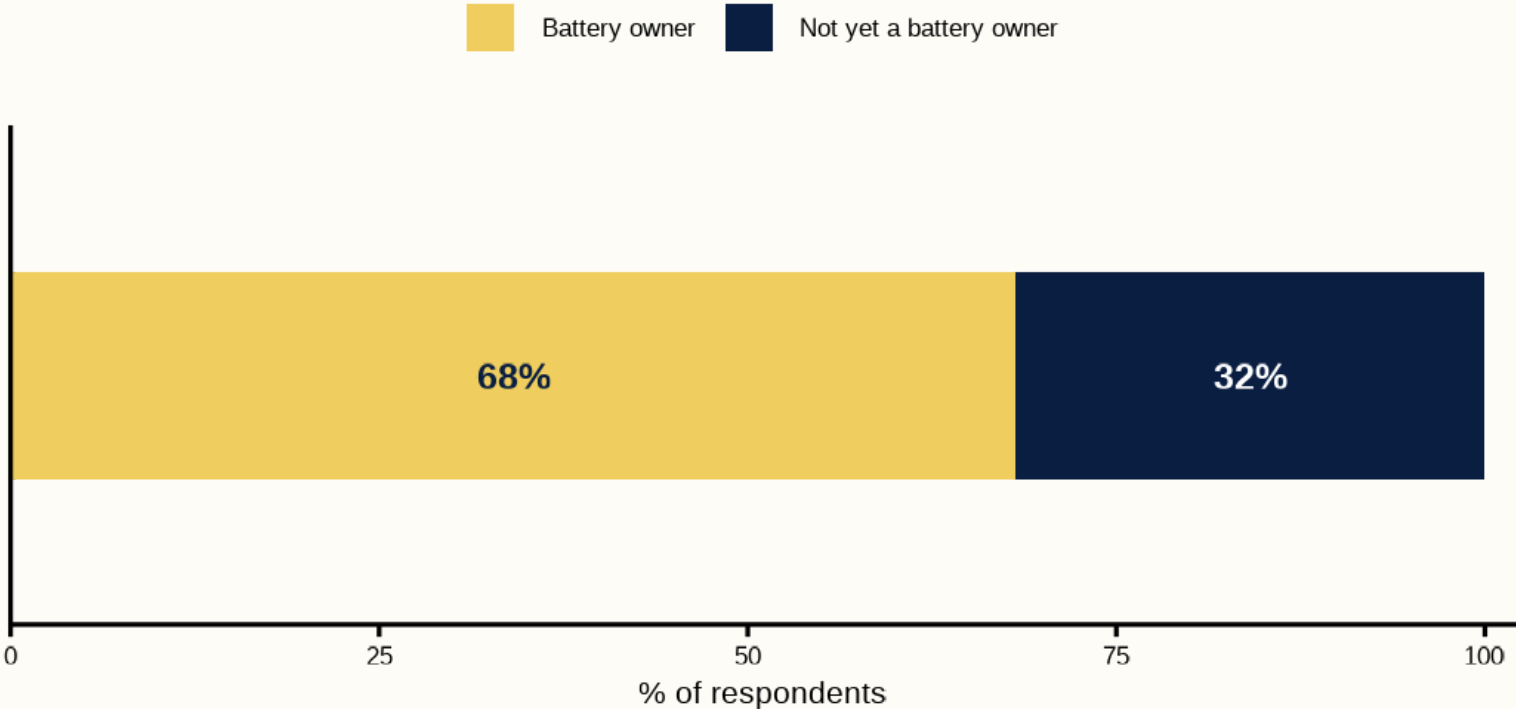
n = 597 respondents

SAMPLE

Who has a battery



Most respondents had installed a home battery and around a third had not.



407

respondents had a home battery installed

190

were not yet battery owners

597

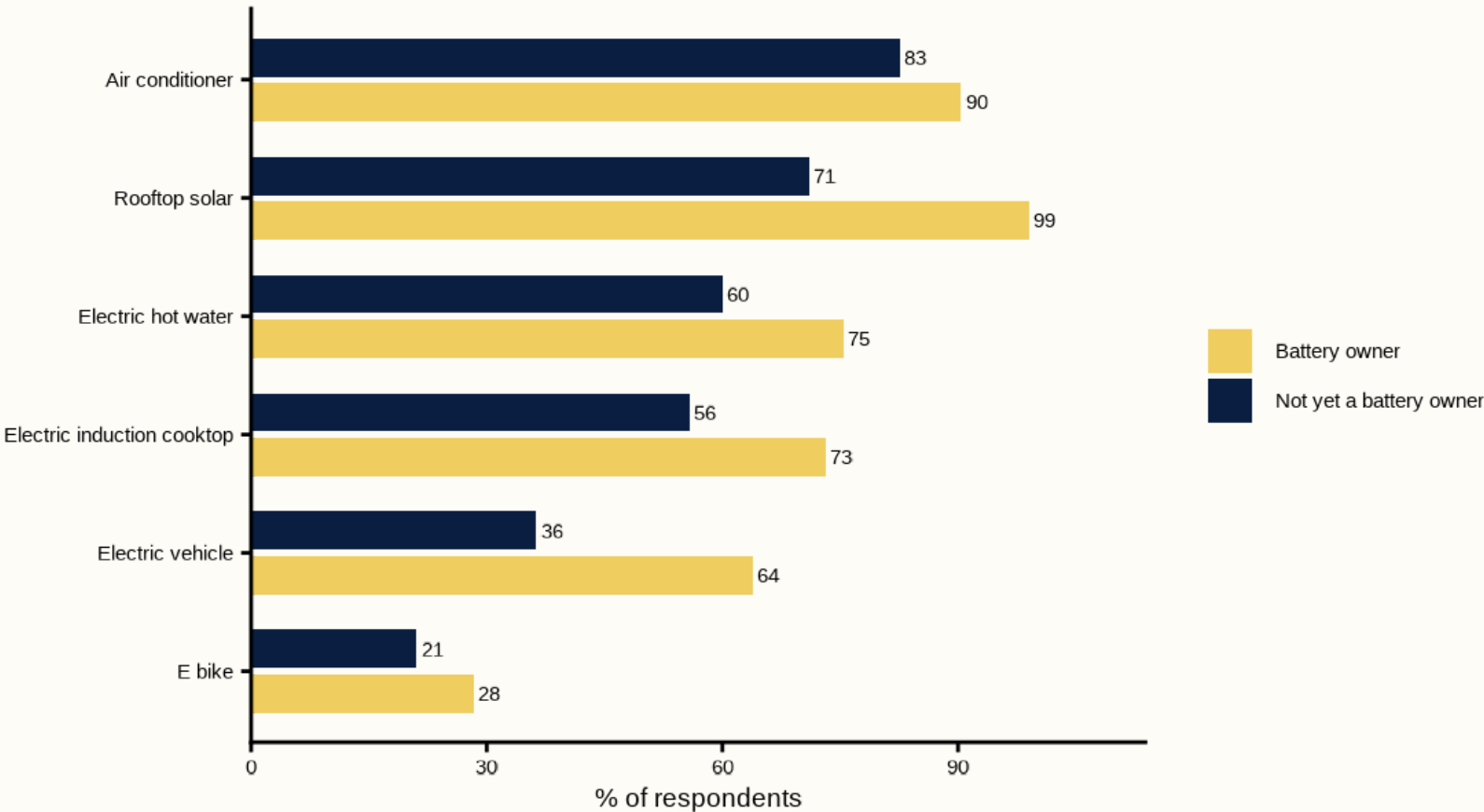
total respondents, across seven states and territories

SAMPLE

To what extent have respondents electrified?

Respondents were at different stages of electrification. On the whole, those who had installed a battery were more likely to have more efficient, electric appliances for core functions like heating, hot water and cooking.

Household technology ownership: battery owners vs not-yet-owners



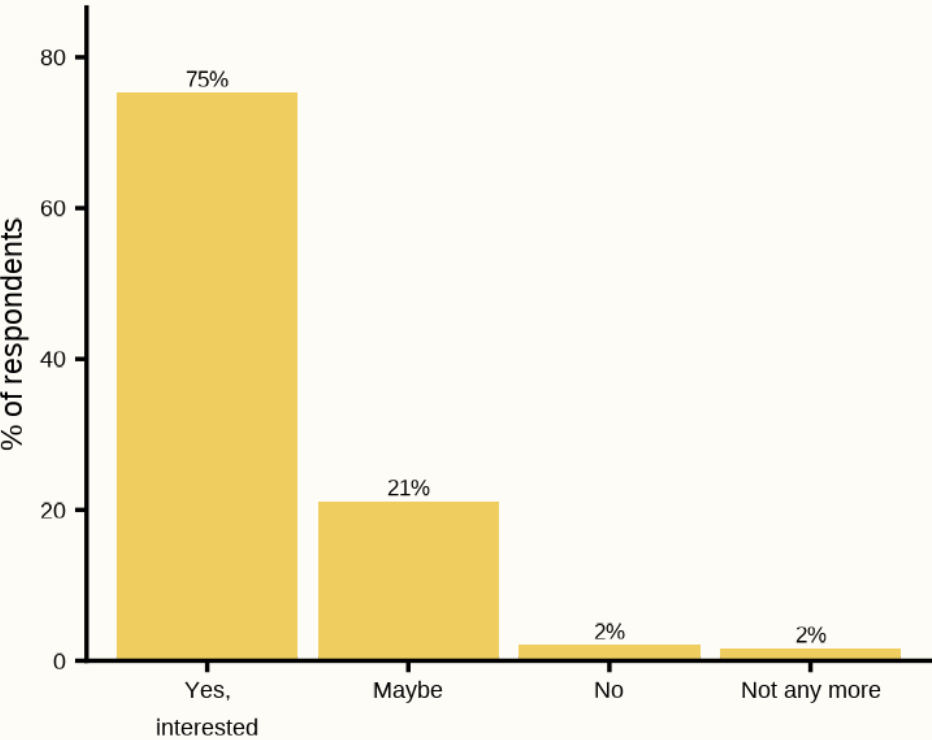
Battery owners n = 407; not-yet-owners n = 190

FINDINGS – WHAT DID PEOPLE TELL US?

Those without a battery

Overwhelmingly, respondents who had not installed a battery were interested in getting one.

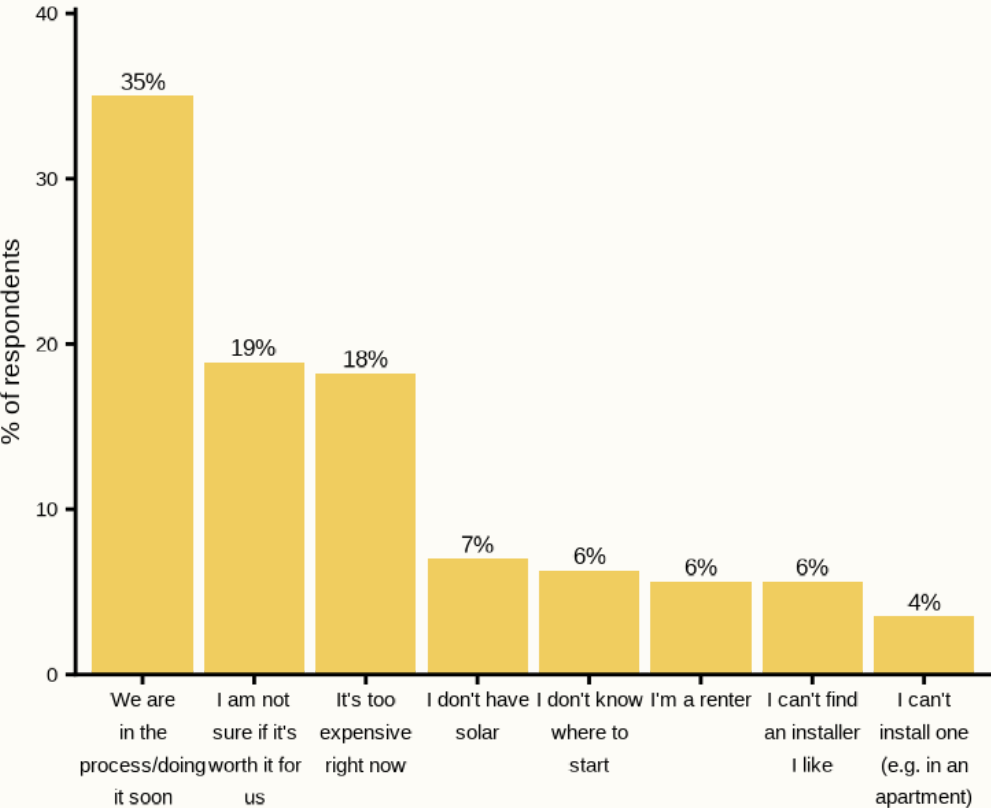
Interest in getting a home battery



n = 190 respondents without a battery

Among those who are interested in a battery, nearly half (48%) are in the process of doing so. For the rest, the upfront cost (43%) and concern about value (41%) is holding people back.

What's holding back interested non-owners



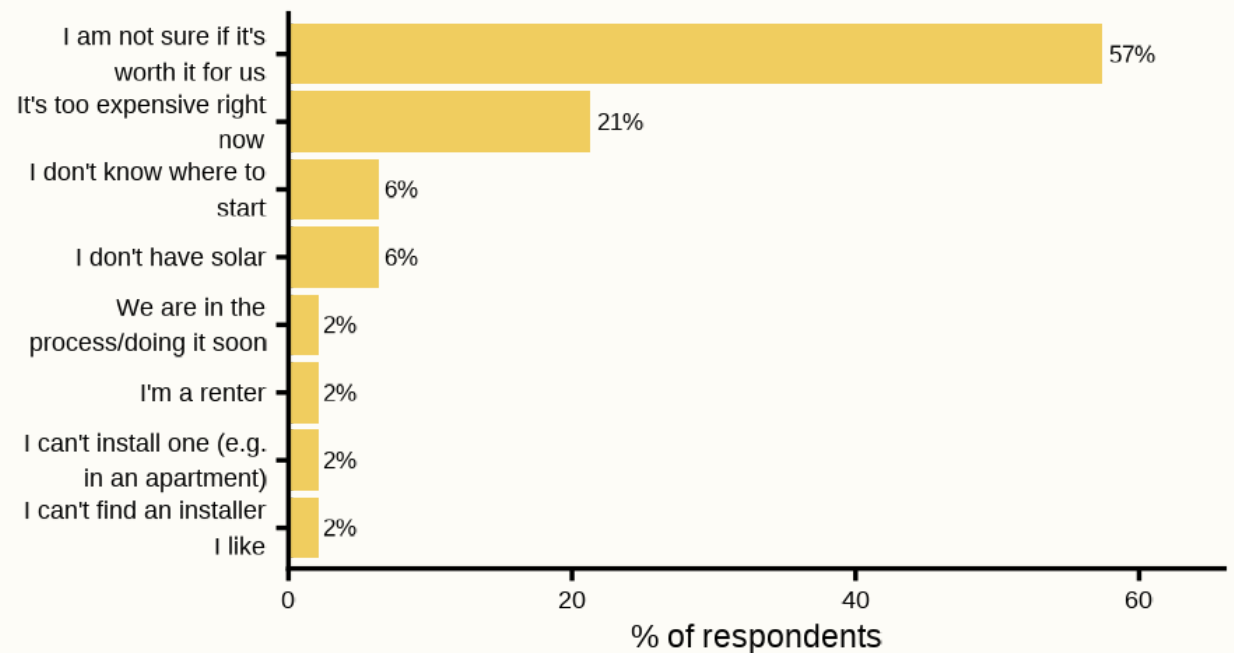
n = 143 respondents interested; top-ranked reason only

FINDINGS

Why are others disinterested in getting a battery?

A quarter of those without a battery were not interested in a battery at the moment because they were not sure of the value of a battery to them or it was too expensive.

Why some respondents are not interested in a battery



n = 47 respondents not currently interested; top-ranked reason only

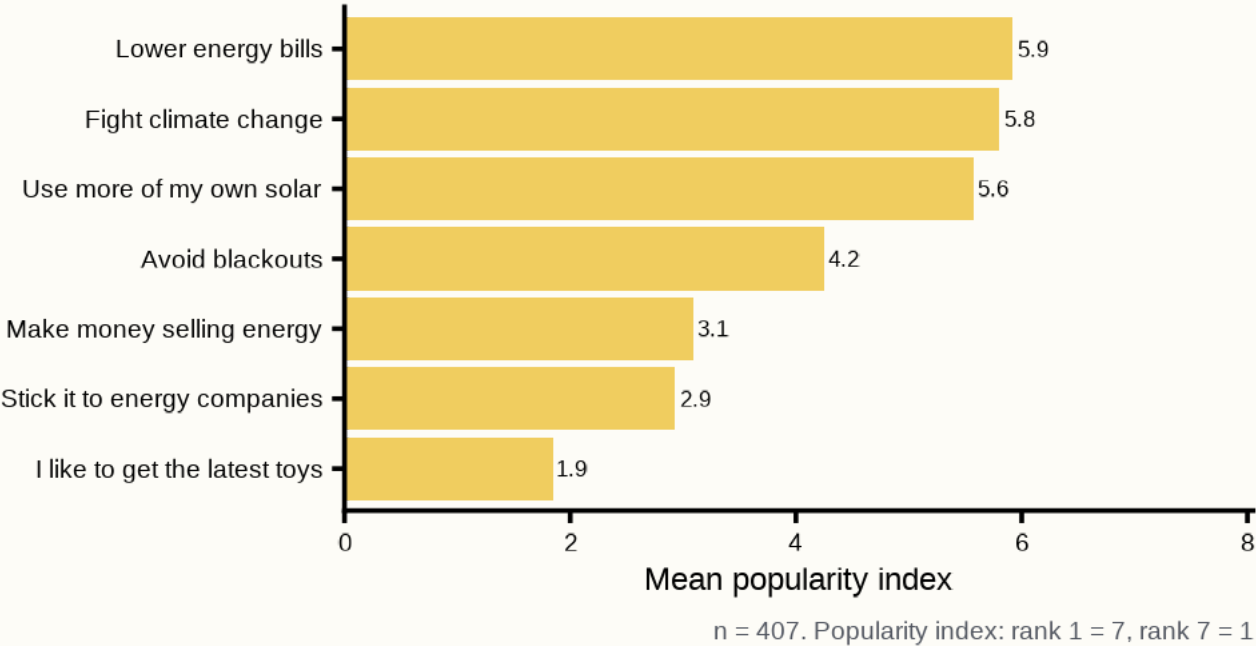
FINDINGS

Battery owners want lower bills

The main reasons for getting a battery were to reduce energy bills, fight climate change and to use more home-made solar power.

Why are people buying batteries?

Higher = more important



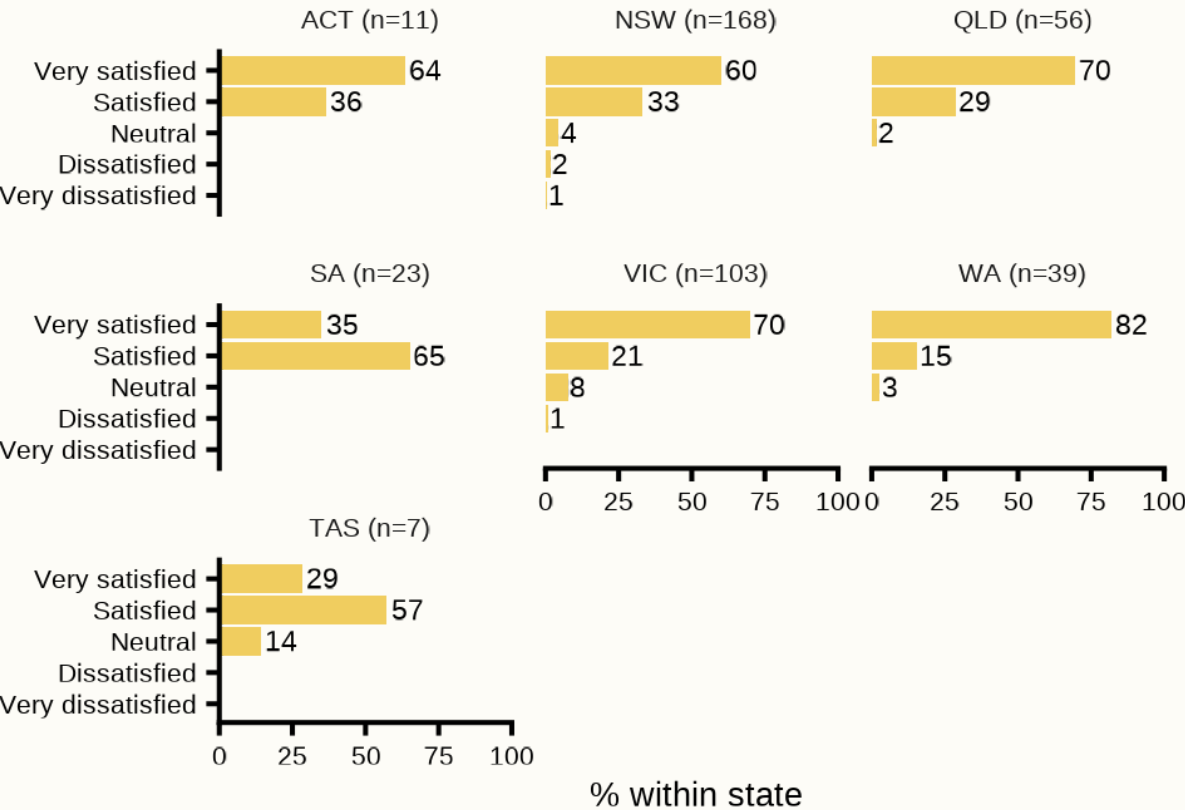
FINDINGS

Most owners are satisfied with their battery

Almost every battery owner was satisfied with their battery. Only in Victoria and New South Wales was anyone dissatisfied: a total of four out of 407 battery owners, less than one percent.

Based on this small survey (n=597), this is a positive sign that industry appears broadly to be meeting consumers' needs and that low unsatisfactory installations are a minority. At the same time, it is important to note that some respondents also reported disappointment with installers along their battery installation journey.

Overall battery satisfaction by state



“Once the installer has your deposit, they are very hard to communicate with!”

Respondent from NSW

“The site visit [...] was inadequate [...]. Due to this the installers, electricians propped the battery up on two bricks I had lying around.”

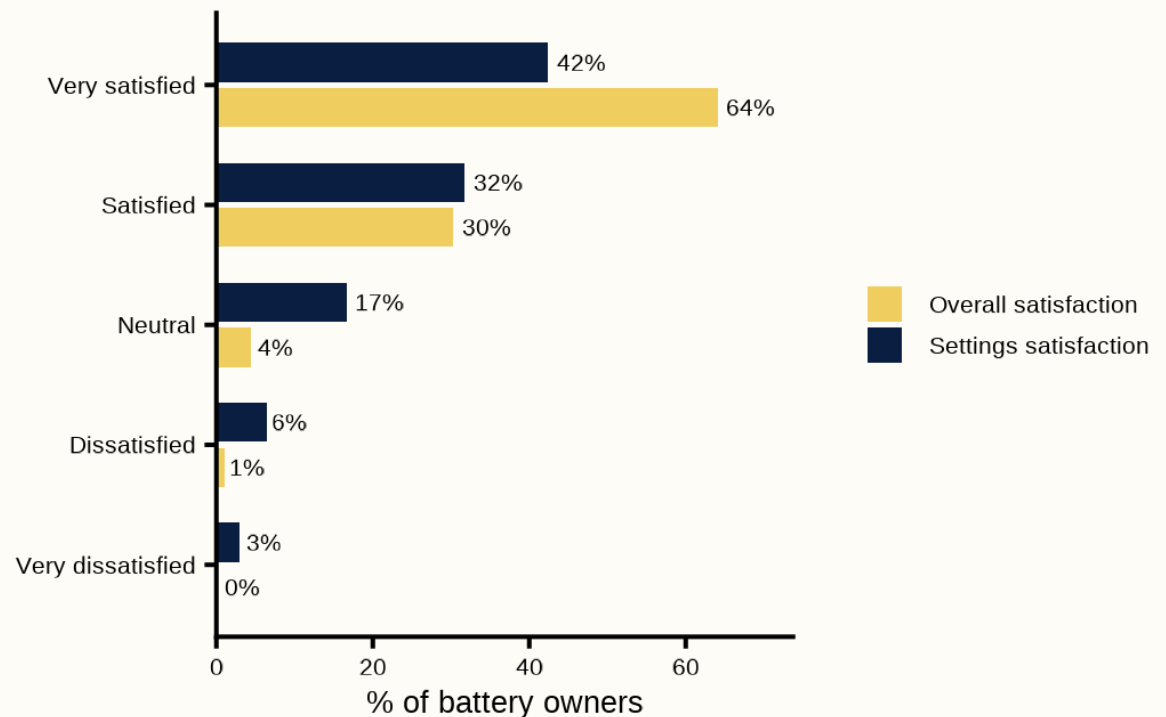
Respondent from NSW

FINDINGS

Confidence with battery settings

We asked if people were satisfied that they knew how to use and could change the settings on their battery. Three quarters (74%) of respondents told us that they were satisfied or very satisfied that they could use and change their settings. Around one in six (17%) felt neutral and 9% were dissatisfied that they could use or change the settings on the battery.

Owners satisfaction with their battery and that they can change settings



n = 407

WORTH NOTING

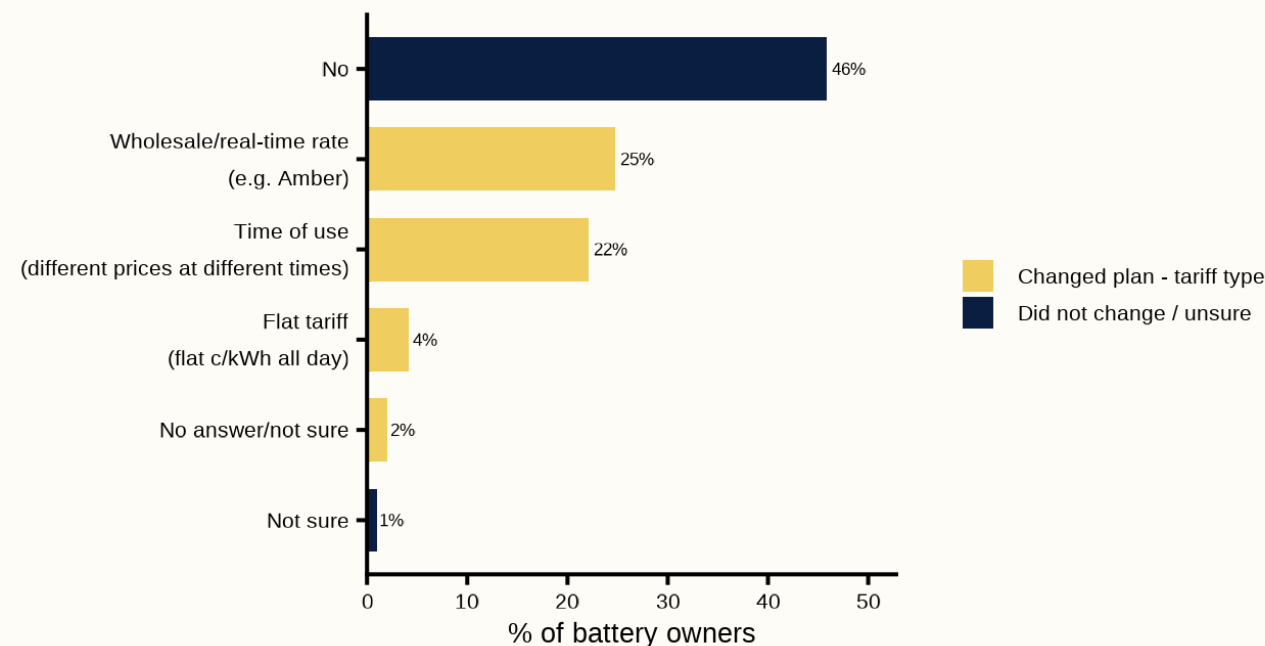
It is concerning that for a home battery, a significant investment, more than a quarter of owners are neutral or dissatisfied that they can control and adjust the settings. Precisely why this is requires further research, but it may be because they find the app hard to use, that they are not clear which app to use for which purpose or that the installer simply did not show them how to use it.

FINDINGS

Around half of battery owners had changed electricity tariff

Half of battery owners told us they have changed their electricity plan since getting a battery. Those who had changed electricity plan had mostly switched to a more dynamic tariff, either a wholesale tariff or a time-of-use tariff (such as an EV tariff or solar sharer).

Did owners change their electricity plan, and to what tariff?



n = 407 battery owners

Most people told us this was motivated by a desire to save money:

"The aim is to have zero electricity charges."

Respondent from New South Wales

"Minimise electricity bill; maximise income by exporting when selling price is high."

Respondent from South Australia

"We selected a tariff that provides free power from 11am-2pm."

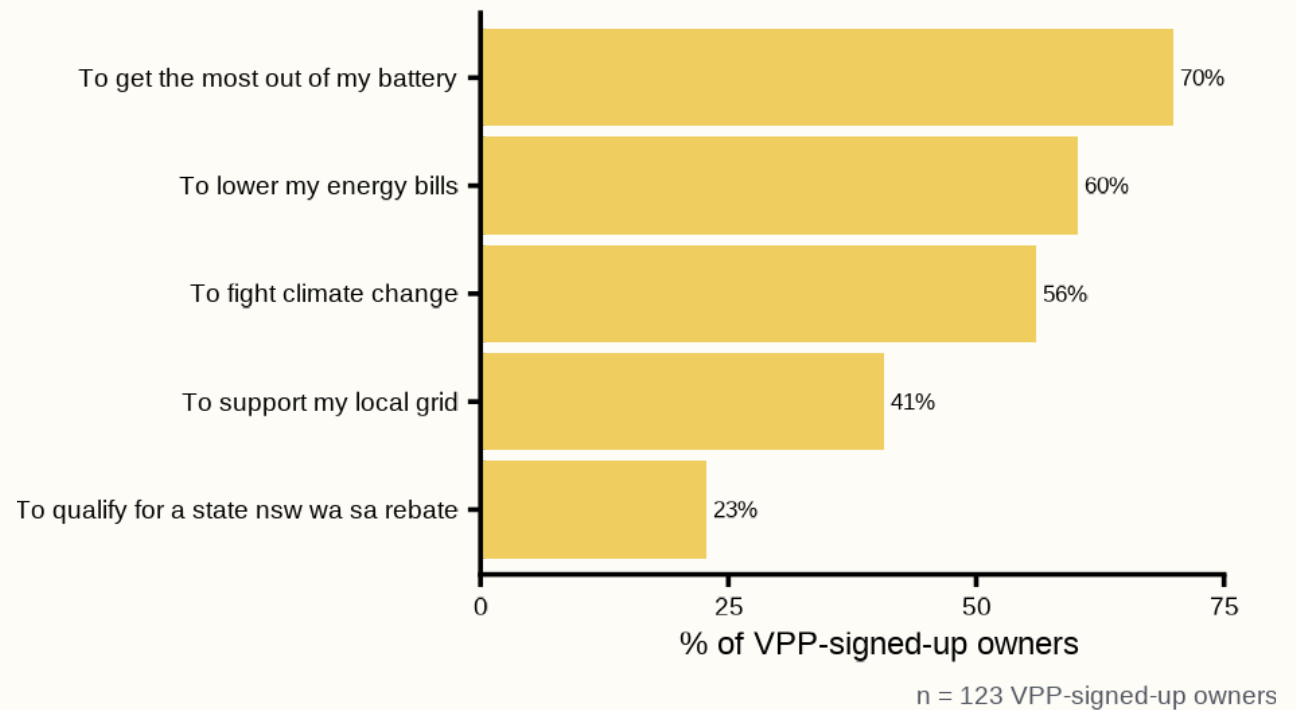
Respondent from Victoria

FINDINGS

One in three had joined a virtual power plant

One in three battery owners in our survey had joined a Virtual Power Plant (or VPP). Most were keen to get the most out of their battery, lower their bills and fight climate change.

Reasons for signing up to a VPP

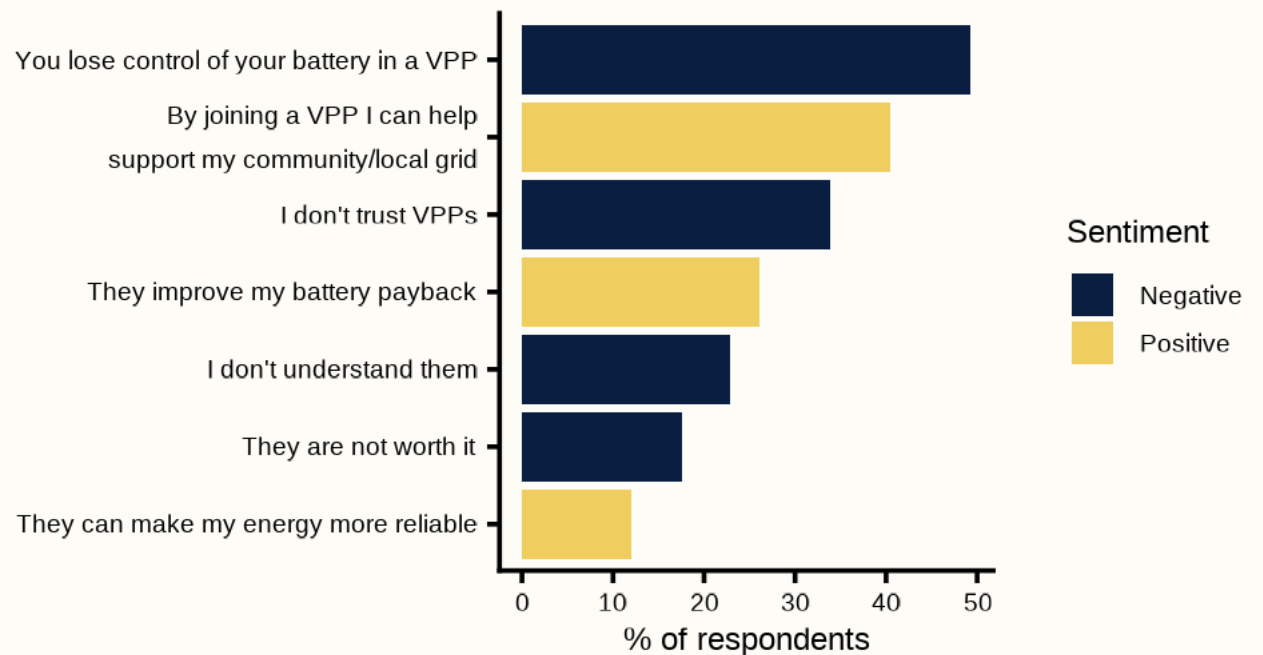


FINDINGS

How respondents feel about VPPs

Among those who had not joined a VPP, the most common negative feelings about them was that 'you lose control of your battery in a VPP' and that they could not be trusted. On the positive side, respondents felt that VPPs could support their local grid and it could improve their payback.

How do those not in a VPP feel about VPPs?



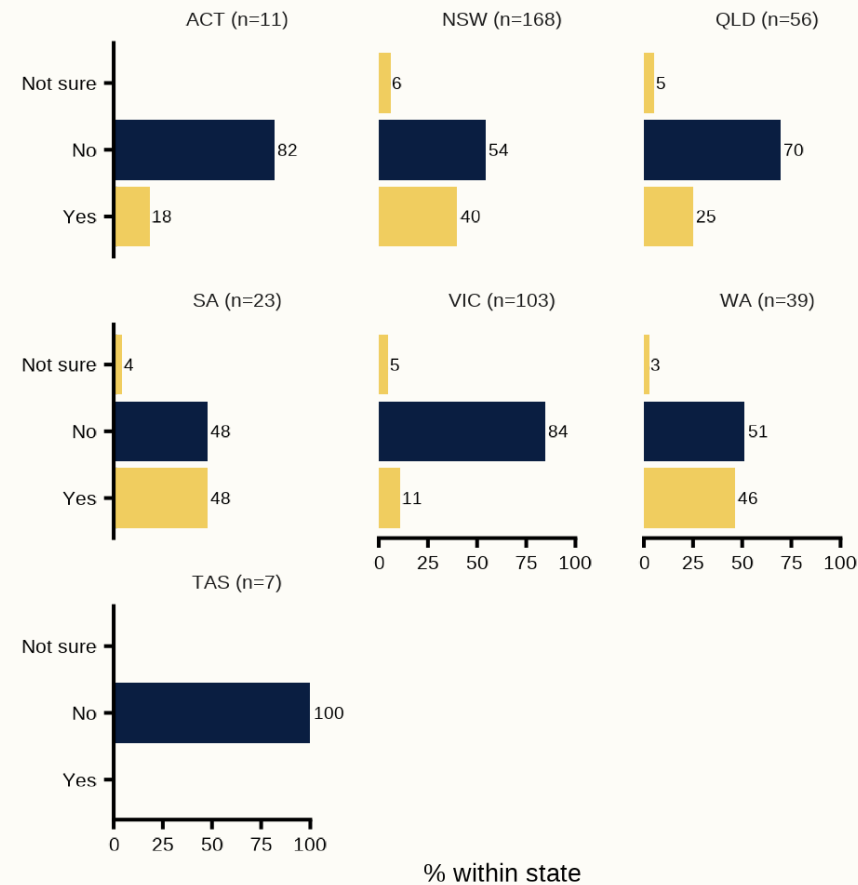
n = 284

FINDINGS

VPP participation by state

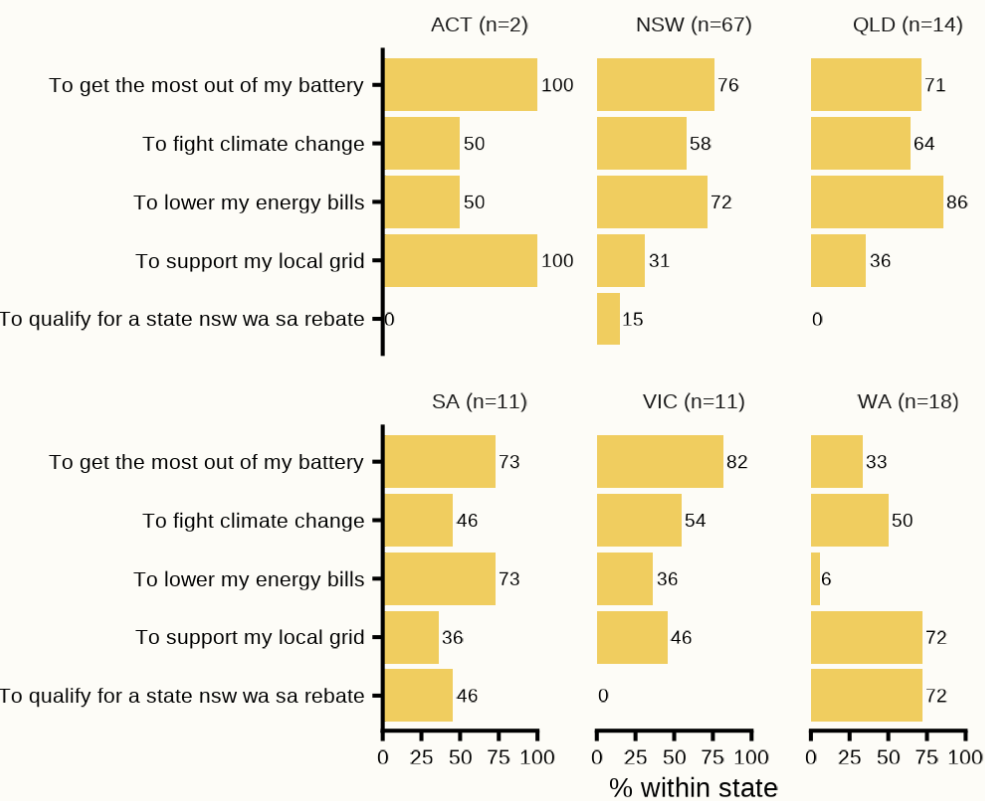


VPP signup by state



The level of VPP participation varied between states with lower VPP participation in Victoria, the ACT and Queensland. In comparison, participation was relatively high among respondents in South Australia, New South Wales and Western Australia. The existence of state government incentives to join a VPP in those three states seems a likely cause. In Western Australia, most of those on a VPP were motivated by the incentive (72%) and to support their grid (72%) and around half (46%) of SA VPP participants sought the incentive. However, in New South Wales accessing an incentive was the least common motivation expressed by participants.

Reasons for signing up to a VPP, by state

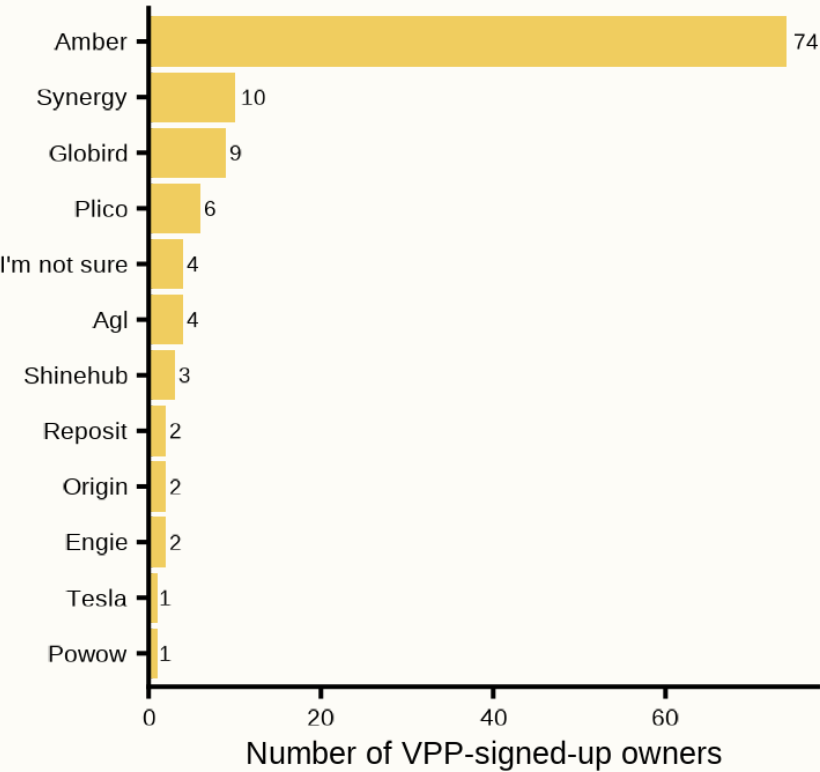


FINDINGS

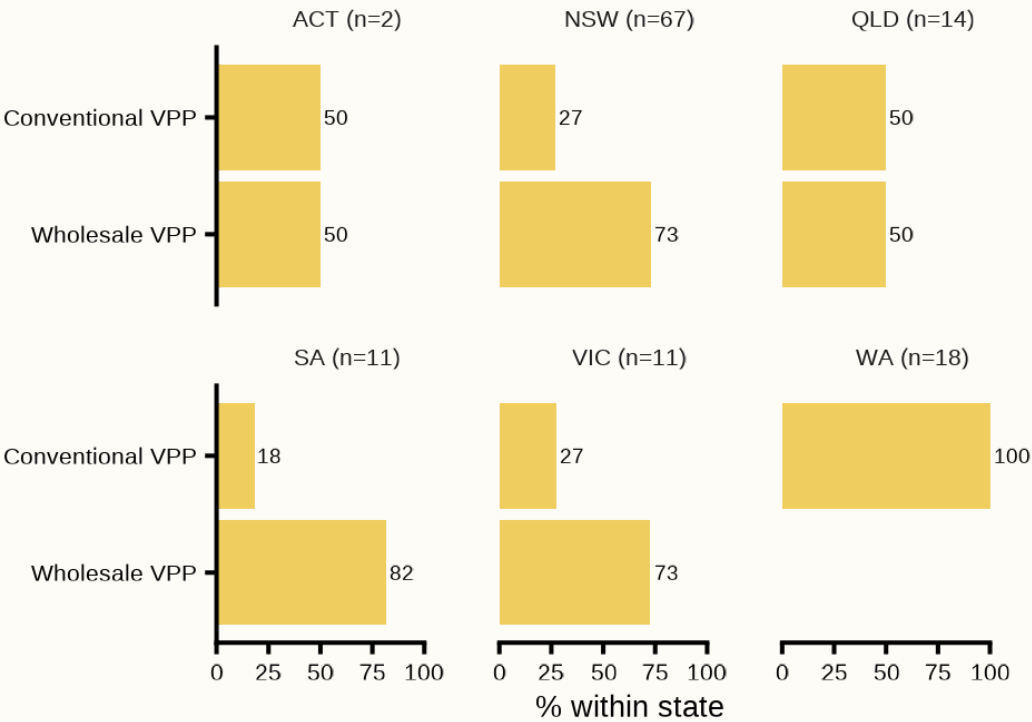
Amber's Smart Shift is currently the most popular VPP

Respondents who have joined a VPP are mostly on Amber's Smart Shift (except in WA where it is not available). This VPP uses household preferences and a personalised algorithm to run your battery to minimise your bill based on dynamic wholesale electricity pricing (which varies every five minutes). All VPPs other than Amber had low numbers of participants among our respondents (≤ 10) resulting in samples from which we cannot draw meaningful conclusions. To address this, in the following analysis we have grouped all other VPPs ('conventional VPPs') together to compare with wholesale VPPs (Amber). This approach allows comparison of a wholesale-optimisation VPP on the one hand, with conventional VPPs which only occasionally dispatch your battery on the other.

Uptake of VPPs by provider



Which VPP have owners signed up for, by state

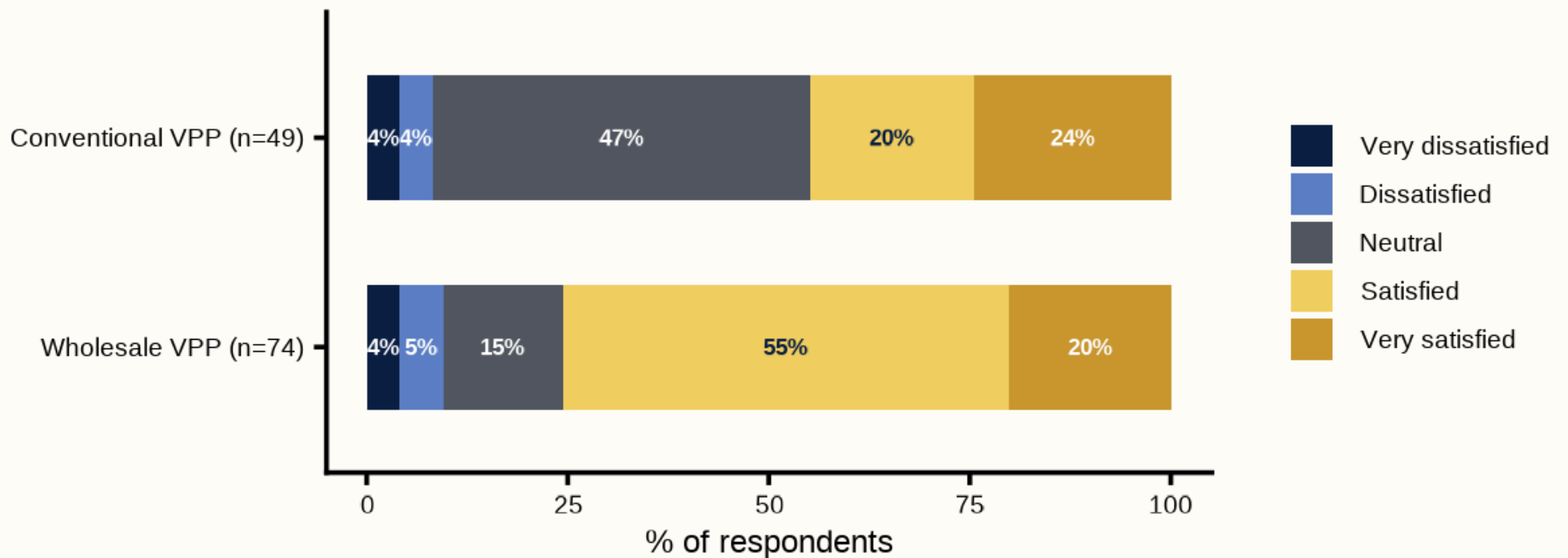


FINDINGS

Satisfaction with VPPs

On the whole very few respondents were dissatisfied with their VPP. However, there was a noticeably higher proportion of those on conventional VPPs who felt neutral compared to satisfied.

VPP satisfaction: Wholesale VPP vs conventional VPP



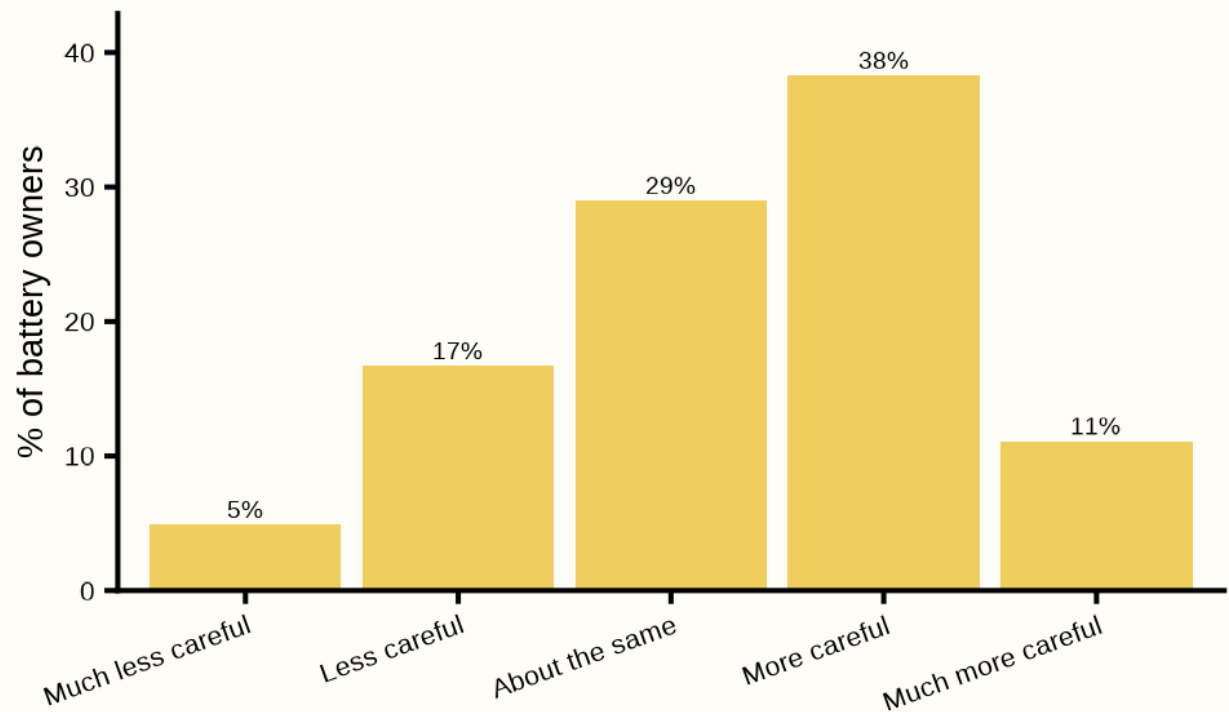
n = 123 VPP-signed-up owners

FINDINGS

Battery owners say they are now more careful with energy use

Respondents were asked if they were more or less careful about when during the day they used electric appliances since buying a battery. Overall, respondents reported being more careful now than before they had the battery.

Appliance behaviour change since installing a battery



n = 407 battery owners

Appendix: research approach

In May 2026, Rewiring Australia carried out a survey of battery owners to understand what is motivating people to install batteries and how they are using them. The objective of the survey was to understand people's experience of purchasing and living with a battery and their attitude towards VPPs.

597 people responded between 11 May and 4 June 2026.

Methodologically, this was an exploratory study, not rigorous representative polling. The sample was self-selecting based on those who responded to broad outreach via email and social media.

Respondents mostly live in freestanding houses (89%) which they own (98%). They span all age brackets and income levels but are concentrated among the older and more affluent brackets. This is not entirely surprising given that homeowners with disposable income are more likely to be able to invest in batteries or other energy appliances.

How the survey was introduced to respondents

We're gathering real experiences from Australian households to help improve future rebates and support.

What you'll do: answer a few quick questions; share your experience (or why you haven't installed one).

Why it matters: your input helps shape better incentives and make home batteries more affordable for everyone. It will take just 4 minutes.

Privacy & consent: your responses will be de-identified for research. You can stop at any time.

About Rewiring Australia: we're a non-profit helping Australian households switch to clean electric energy.

APPENDIX

Survey and questions

Questions as put to respondents. Answer options are listed after each question; free-text questions are marked as such.

All respondents

Which of these do you have at home?

Home battery · Rooftop solar · Electric hot water · Air conditioner ·
Electric/induction cooktop · Electric vehicle · E-bike · None of the above

What is your postcode?

Free text

What is your household income?

Up to \$60,000 · \$60,001-\$100,000 · \$100,001-\$145,000 · 145,001-\$200,000 · More
than \$200,000 · I'd rather not say

What sort of home do you live in?

Freestanding · Townhouse (share at least 1 wall) · Apartment

What is your age bracket?

Under 24 · 25-39 · 40-54 · 55-64 · 65-74 · 75 or over

Do you own your own home?

Own outright · With a mortgage · Renting

Respondents without a battery

Are you interested in getting a home battery?

Yes · No · Not any more · Maybe

[If not Yes to 26] Why so?

We are in the process/doing it soon · It's too expensive right now · I don't have solar
· I don't know where to start · I am not sure if it's worth it for us · I can't find an
installer I like · I can't install one (e.g. in an apartment) · I'm a renter

[If Yes to 26] What's holding you back?

We are in the process/doing it soon · It's too expensive right now · I don't have solar
· I don't know where to start · I am not sure if it's worth it for us · I can't find an
installer I like · I can't install one (e.g. in an apartment) · I'm a renter

Respondents with a battery

What size is your home battery?

5-8 kWh · 9-13 kWh · 14-20 kWh · 21-28 kWh · 29-50+ kWh · I'm not sure

Please click or drag the reasons below to rank your motivations for installing a battery, where 1 = most important.

Lower energy bills · Fight climate change · Avoid blackouts · Use more of my own solar · Make money selling energy · Stick it to energy companies · I like to get the latest toys

How satisfied are you that you know how to use and can change the settings on your battery?

Very dissatisfied · Dissatisfied · Neutral · Satisfied · Very satisfied

Overall, how satisfied are you with your battery?

Very dissatisfied · Dissatisfied · Neutral · Satisfied · Very satisfied

Virtual power plants (VPPs) are electricity plans which offer specific benefits for batteries, in exchange for your battery being used occasionally to reduce the strain on your local grid. Some of these are wrapped into your electricity plan, others you sign up to separately (or your installer might sign you up).

Have you changed your electricity plan because of your battery purchase?

Yes · No · I'm not sure

What sort of tariff is your new electricity plan?

Flat tariff (a flat \$/kWh rate all day, every day) · Time of use (any plan with different fixed prices at different times of the day or week) · Wholesale realtime rate (e.g. Amber) · I'm not sure

Can you tell us why you changed tariff? What was the goal?

Free text

Have you signed up for a VPP?

Yes · No · I'm not sure

Did your battery installer give you any advice on changing electricity plans or joining Virtual Power Plants (VPPs)?

Yes · No

If you had to install a battery again, is there anything you wish you'd known?

Free text

Respondents with a battery, continued

How do you feel about VPPs? (Select up to 3 options)

I don't understand them · They can make my energy more reliable · By joining a VPP I can help support my community/local grid · They improve my battery payback · They are not worth it · I don't trust VPPs · You lose control of your battery in a VPP

Which VPP have you signed up for?

I'm not sure · AGL · Amber · CovaU · Discover Energy · EnergyAustralia · Engie · GEE Energy · Globird · Lavo · LocalVolts · Nectr · NRN · Origin · Plico · Powow · Reposit · Shinehub · Synergy · Tesla

Why did you sign up to the VPP?

To fight climate change · To support my local grid · To get the most out of my battery · To lower my energy bills · To qualify for a state (NSW/WA/SA) rebate

Are you satisfied with your VPP?

Very dissatisfied · Dissatisfied · Neutral · Satisfied · Very satisfied

Since installing your battery, have you become more or less careful about when you turn on appliances?

Much more careful · More careful · About the same · Less careful · Much less careful

Since installing the battery, has your attitude to electrifying your whole house changed?

Free text

Now that your battery is installed, do you have more electrification upgrades planned in the future?

Already all-electric · Buy an EV · Buy more electric gadgets (sauna, e-bike etc) · Add more solar · Upgrade some gas appliances to electric · Disconnect from gas entirely

Is there anything else you want to tell us about your experience getting or having a home battery?

Free text

ACKNOWLEDGEMENT OF COUNTRY

Rewiring Australia acknowledges the Traditional Owners and Custodians of the lands and waters on which we live and work. We pay our respects to Elders past and present, and recognise their continuing connection to Country. Sovereignty was never ceded.



Citation: Rewiring Australia (2026), *Home batteries: motivations, behaviours and virtual power plants*.

Rewiring Australia is a non-profit, independent and non-partisan organisation representing people, households and communities in the energy system.