Solar panels
Survey report

Vero

September 2026



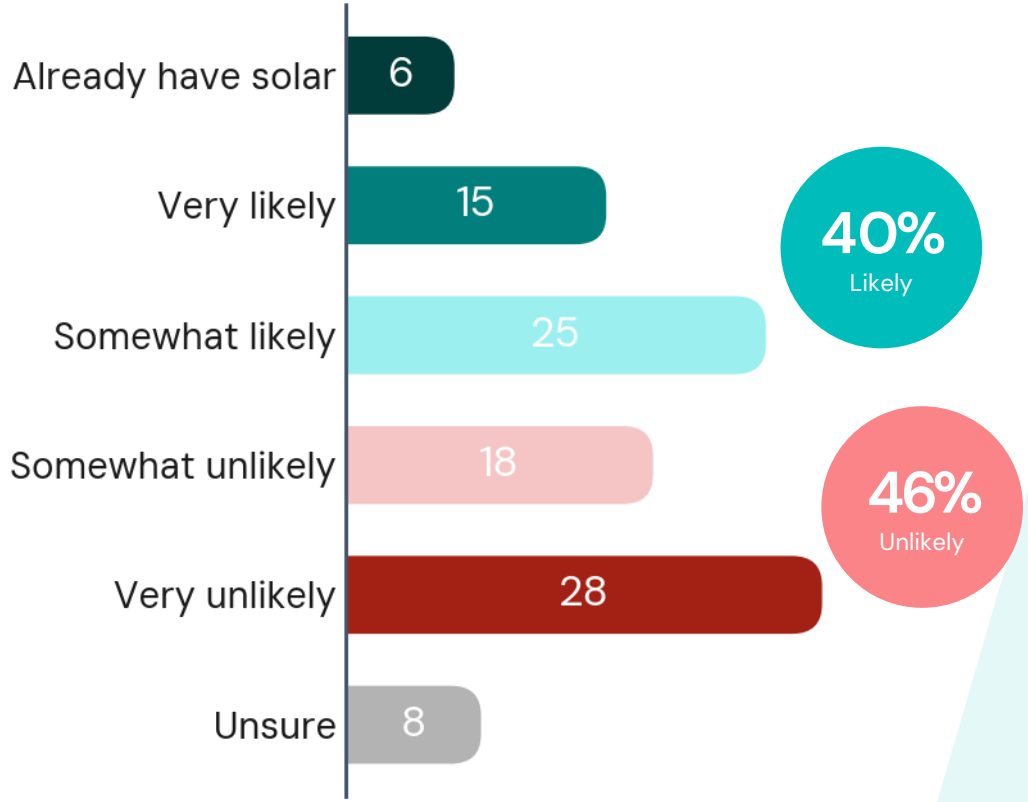
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Commentary

- 40% said they were likely to install solar panels at their home in the next five years and 46% said they were unlikely. 6% said they already had solar panels. Younger New Zealanders were more likely to be planning installation, while older respondents were more likely to already have solar.
- Among those without solar panels, upfront cost was the most commonly cited barrier, selected by 57% and named as the main barrier by 40%. Living in a rental property was the second most common main barrier at 18% (22% a barrier) although among renters it was the most common (55% main barrier; 65% a barrier).
- Uncertainty about the payback period was selected by 31%, with 10% naming it the main barrier, followed by battery costs (29% selected, 4% main) and maintenance requirements (24% selected, 3% main).
- Subsidies to cover part of the cost had the strongest effect on stated likelihood to install solar, with 58% of those without solar panels saying it would make them much or somewhat more likely. Regulation to ensure power supplied back to the grid was priced fairly (54%) and government-backed financing (53%) followed.
- Plug-in solar becoming available would make 47% more likely to install, and low interest loans 42%. Low interest loans also drew the highest no difference response, at 35%.
- 62% of those without solar panels said they would be likely to get a battery as well if they installed solar. 14% said they would be unlikely and 24% were unsure.
- Electricians were the most commonly selected trusted source of information on solar panels (33%), ahead of installers (29%), online reviews (28%), family and friends (24%), and manufacturers (22%). Insurers (5%) and brokers (3%) were rarely selected, and 13% were unsure.
- Out-of-pocket costs for maintenance or repairs were the most commonly cited risk concern (52%), followed by storms or hail damage destroying panels (42%), rooftop water ingress or long-term structural roof damage (34%), increases to home insurance premiums (32%), and fire hazards from battery systems or electrical wiring (31%). 11% said nothing concerned them and 11% were unsure.
- 8% said they had researched or spoken to their insurer or broker about whether solar panels have any implications for their insurance. 25% of current solar panel owners said they have, and 11% of those who are likely to get them in the next five years.

Intent to install solar panels

How likely are you to install solar panels at your home in the next five years? (%)



Younger New Zealanders were more likely to plan solar installation, although older respondents were more likely to say they had already installed solar:

18-29:	2% have solar / 50% likely
30-44:	4% / 48%
45-59:	6% / 39%
60+:	12% / 26%

Those with a mortgage were more likely to be planning installation (47%) than outright owners (36%) and renters (37%).

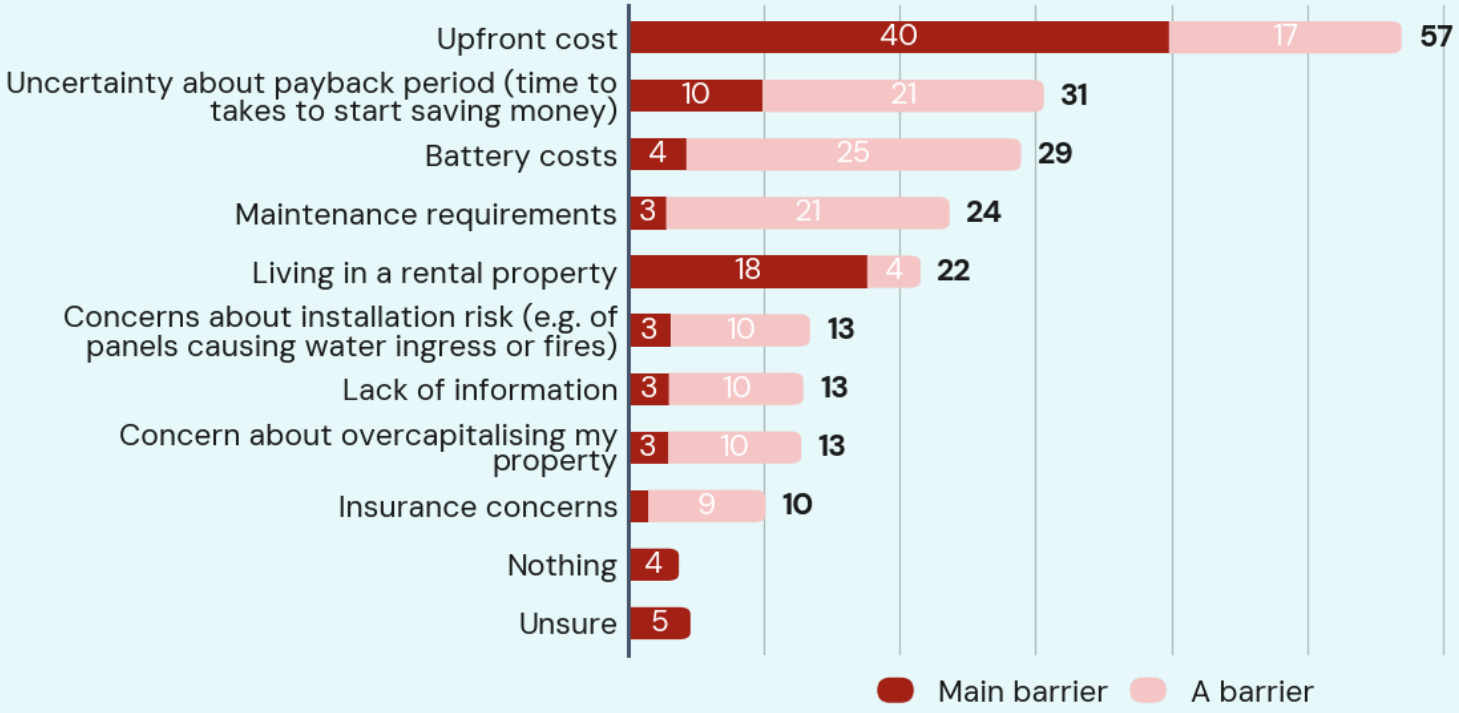
Higher earners were more likely to be planning installation (49% of households earning $100k+ vs 28% of those under $50k).

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Base: NZ Adults | n=1,483

Barriers to residential solar installation

Which of the following are the biggest barriers to installing solar panels at your home? Select all that apply / And if you had to pick one, which is the MAIN barrier to installing solar panels at your home? (%)



55% of renters said living in a rental was the main barrier and 65% a barrier.

Those with a mortgage were more likely to say upfront cost (59% / 74%), while those who own outright were more likely to say payback period (19% / 47%), battery cost (7% / 40%) and overcapitalising (5% / 23%).

Uncertainty about payback period rose with age:

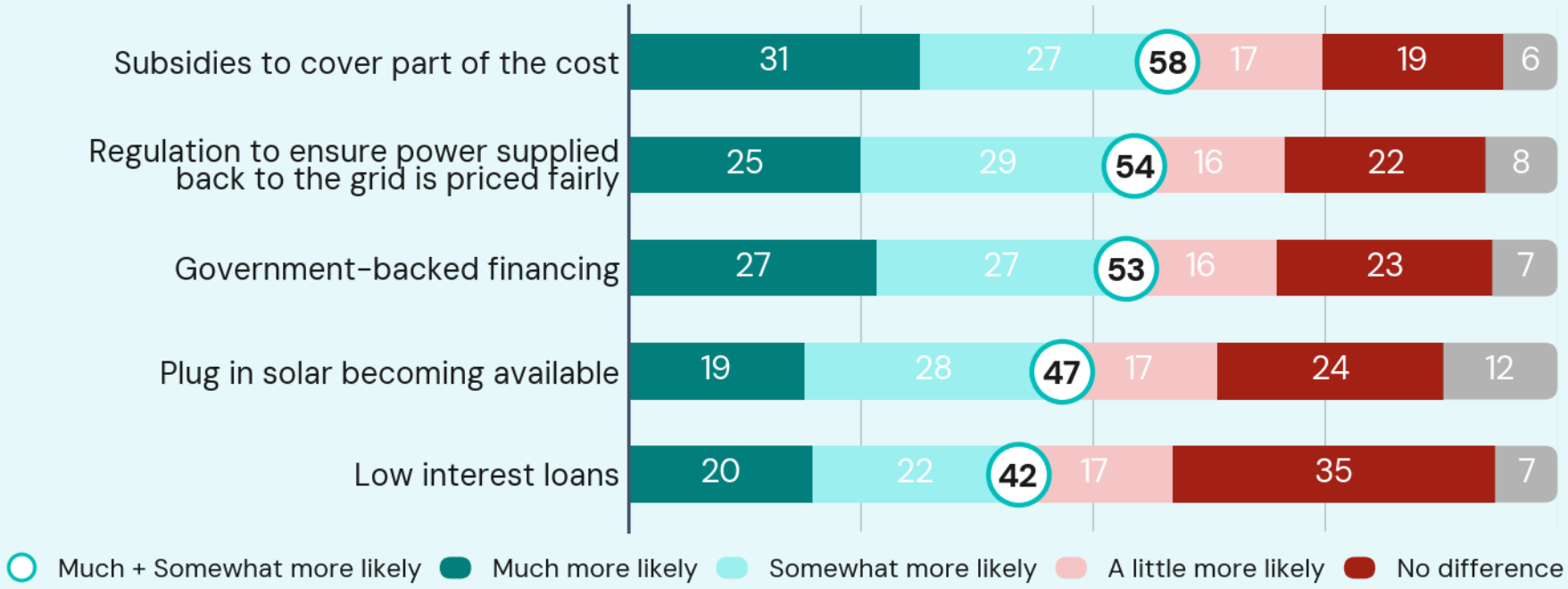
18-29:	5% / 19%
30-44:	7% / 24%
45-59:	11% / 30%
60+:	15% / 47%

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Base: Those without solar panels | n=1,396

Factors influencing solar installation decisions

For each of the following how much more likely, if at all, does it make you to install solar? (%)



Those already planning solar adoption were more responsive to all factors (61-81%) than those unlikely to adopt (28-41%).

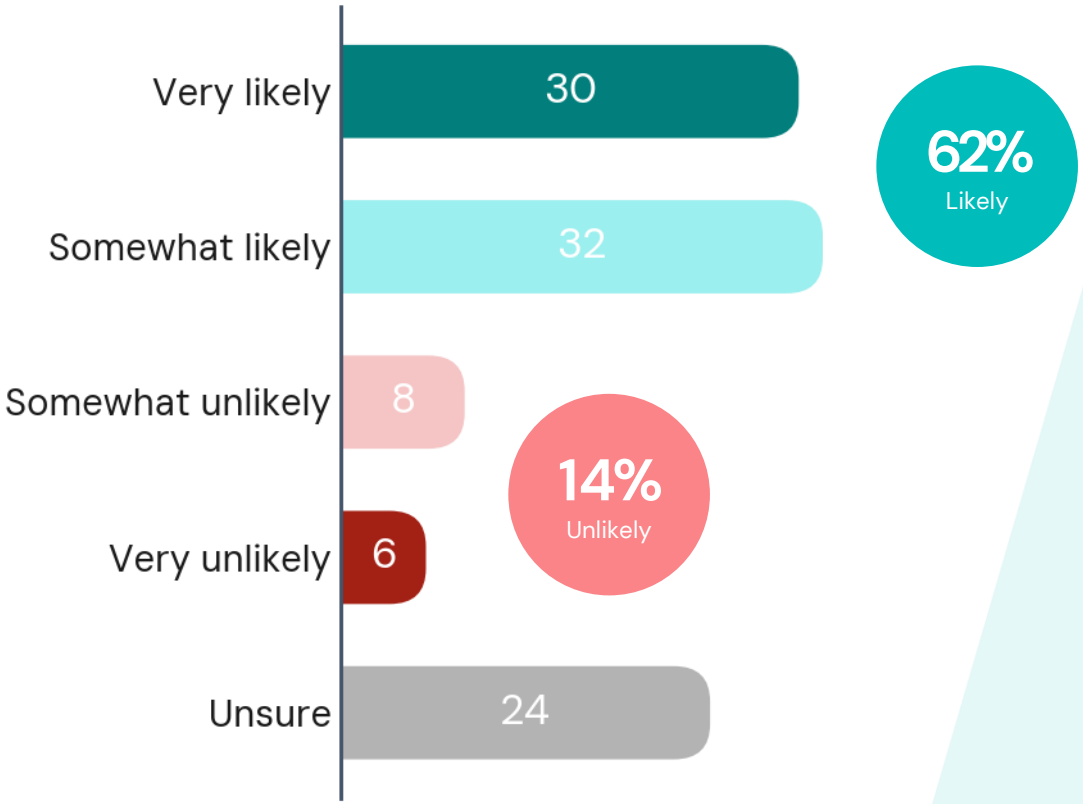
Homeowners with mortgages were more interested (50-66%) than renters (39-50%).

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Base: Those without solar panels | n=1,396

Likelihood of adding battery storage to solar

If you were to install solar, how likely would you be to get a battery as well? (%)



Men were more likely to say they would get a battery (68% likely / 15% unlikely) than women (56% / 13%).

Those aged 30-44 were more likely:

18-29:	55% likely / 21% unlikely
30-44:	69% / 13%
45-59:	64% / 11%
60+:	58% / 11%

Renters were less likely (53% / 20%).

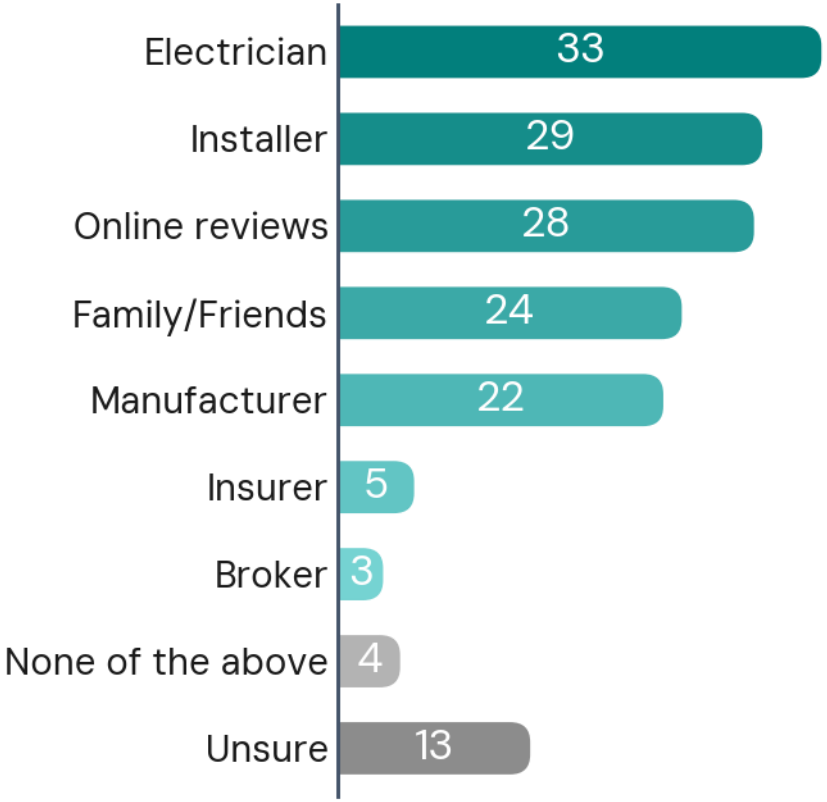
79% of those who said they were likely to get solar in the next five years said they were likely to get a battery as well, and 13% were unlikely.

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Base: Those without solar panels | n=1,396

Trusted sources for solar information

Out of the following who would you trust most as a reliable source of information on solar panels? Select up to two (%)



Women were more likely to say they trust family and friends (29%) than men (18%).

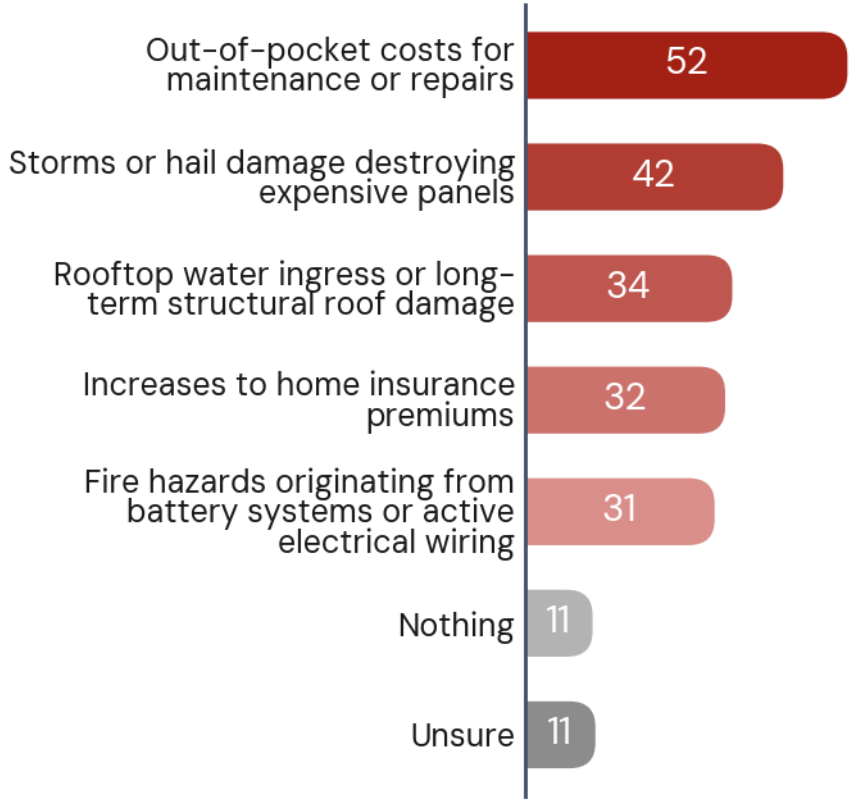
Those likely to adopt solar in the next five years (35%) and those with solar (33%) placed higher trust in installers than those unlikely to adopt (25%).

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Base: NZ Adults | n=1,483

Concerns about solar panel risks

When thinking about the risks of getting solar panels, which of the following concern you? Select all that apply (%)



Those who already have solar panels were much more likely to say nothing concerned them (36%).

Women were more concerned about out-of-pocket costs (56%) than men (48%).

Older respondents were more likely to say nothing concerned them (16% among those 45+, compared with 4-6% among those under 45).

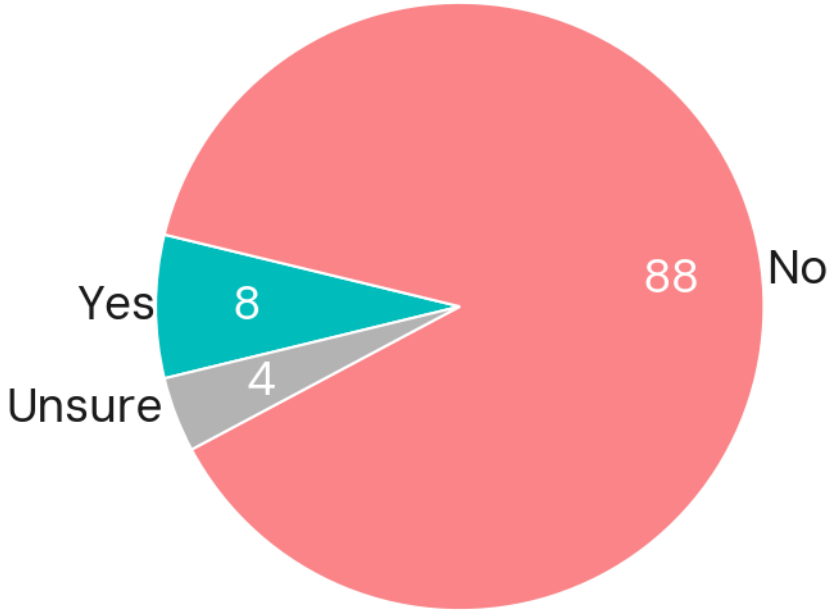
Homeowners with a mortgage were more concerned about out-of-pocket costs (57%) than renters (46%), who were also less concerned about insurance premiums (25%) and water ingress (28%).

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Base: NZ Adults | n=1,483

Checking the insurance implications of solar

Have you ever researched or spoken to your insurer or broker about whether solar panels have any implications for your insurance? (%)



Those who already have solar panels were more likely to have checked:

Already have solar:	25%
Likely to get:	11%
Unlikely:	3%

Younger New Zealanders were more likely to claim to have researched or spoken to an insurer:

18-29:	16%
30-44:	7%
45-59:	6%
60+:	5%

Men were more likely to say they have checked (10%) than women (5%).

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Base: NZ Adults | n=1,483

Methodology

Nationwide survey

Results in this report are based upon questions asked in a Talbot Mills Research nationwide online survey. The basis of the sample is n=1,483 nationally representative respondents in New Zealand aged 18 or over.

Representative sample

Interlocked age, gender and regional quotas were used during sampling. Weighting was further used to enhance how closely the results represent the adult population of New Zealand.

The maximum sampling error for a sample size of 1,483 at the 95% confidence level is ± 2.6%.

Fieldwork dates

Fieldwork for the questions in this report was conducted between the 26th of August and the 2nd of September 2026.

Reporting

All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%. (For example: 2.7 + 3.5 = 6.2 would appear: 3 + 4 = 6).

About Talbot Mills Research

Talbot Mills Research specialises in corporate, social, and political research.

Our experience spans a wide range of sectors globally including politics, infrastructure, energy, transport, the primary sector, financial services, and public policy.

Talbot Mills Research principals, David Talbot and Stephen Mills, have had roles in strategy at the highest levels of politics and business.

David was pollster to New Zealand Prime Minister Jacinda Ardern, and now works for a range of Australian Federal and State political leaders as well as decision-makers in many listed companies.

As a firm, Talbot Mills Research is regularly cited in international media and has been the most accurate pollsters in many Australasian races.

We use our deep understanding of the public mindset to provide trusted research-based information and advice to corporate and political decision-makers around the world.

The team at Talbot Mills Research offer a full range of methodologies to measure public sentiment and are unique in having the strategic expertise to help build interventions to shift it.

Offices are located in New Zealand (Wellington, Auckland), Australia (Sydney, Brisbane, Melbourne, Canberra, Perth), and the UK (London).

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