



10th Consumer Barometer of Renewable Energy

Infographics

3.4.2020

kuba.iwoe.unisg.ch

10th Consumer Barometer of Renewable Energy

Since 2011, the Consumer Barometer of Renewable Energy has established itself as one of the most comprehensive annual surveys of energy preferences in Switzerland. The representative survey is published by the Chair for Management of Renewable Energies at the University of St. Gallen in cooperation with Raiffeisen Schweiz and SwissEnergy. The sample (N=1021) is representative of the Swiss population with regard to gender, region, education and party preferences.

<https://kuba.iwoe.unisg.ch>

TIME TO SPEED UP THE ENERGY TRANSITION



55% think that implementation of the Energy Strategy 2050 is too slow, only **12%** think it is going too fast.

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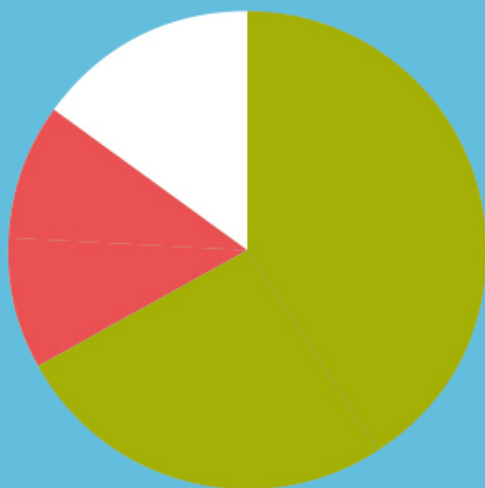


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POPULAR GLACIER INITIATIVE



67% would (rather) vote in favour of the glacier initiative, which asks for Switzerland to become carbon neutral by 2050.
18% say (rather) no.

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MISPERCEPTIONS ABOUT CLIMATE SCIENCE



Respondents think that only **69%** of scientists agree that climate change is manmade. In reality, this view is shared by **97%** of climate scientists (Source: AAAS 2014).

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UNDERESTIMATED FOOTPRINT OF AVIATION



Aviation accounts for **12–18%**
of Switzerland's carbon footprint (Source: Federal Council, WWF).
This is underestimated by more than half of the population.

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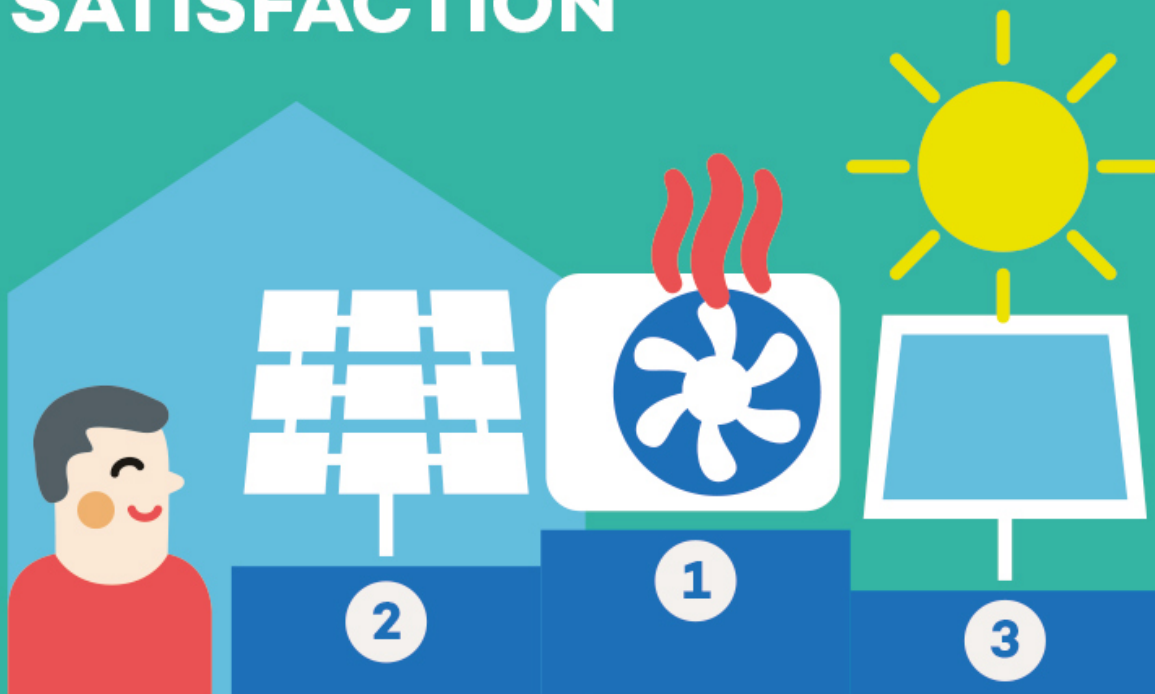


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HIGH CUSTOMER SATISFACTION



85–90% of homeowners who have invested in renewable energy would recommend this to a friend. Heat pumps, solar PV and solar thermal are the most popular technologies.

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MOBILITY UNPLUGGED



68% would not know where to charge an electric car at work or at home. Increasing awareness about charging options is a key driver of e-mobility adoption.

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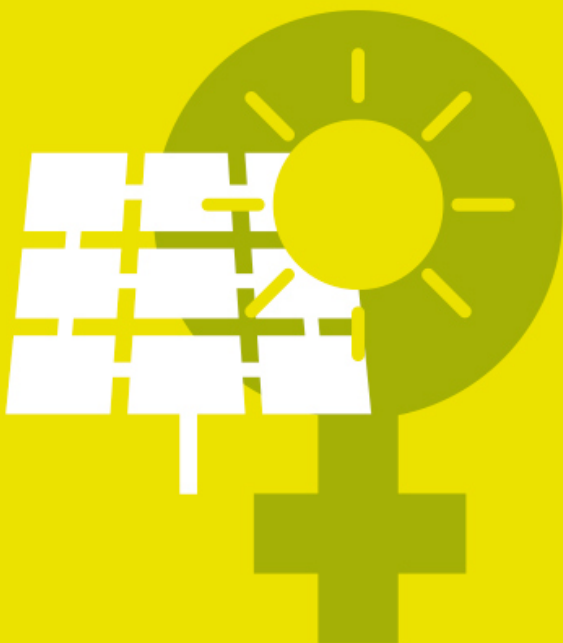


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GENDER (IM-)BALANCE



62% perceive nuclear power to be masculine, compared to only **21%** for solar PV. Could perceived femininity influence social acceptance of energy technologies?

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