



# 10th Consumer Barometer of Renewable Energy

in cooperation with Raiffeisen Switzerland and SwissEnergy, 2020

**Authors:** Julia Cousse, Dr. Merla Kubli & Prof. Dr. Rolf Wüstenhagen



# Overview

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**Data and Methodology**

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**Energy Strategy 2050**

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**Climate Policy**

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**Electric Mobility**

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**RE Investment in Buildings**

# Data and Methodology

## 1'021 Swiss respondents

from a representative sample in terms of:

- ✓ Gender
- ✓ Age
- ✓ Education
- ✓ German vs. French speaking
- ✓ Political Orientation

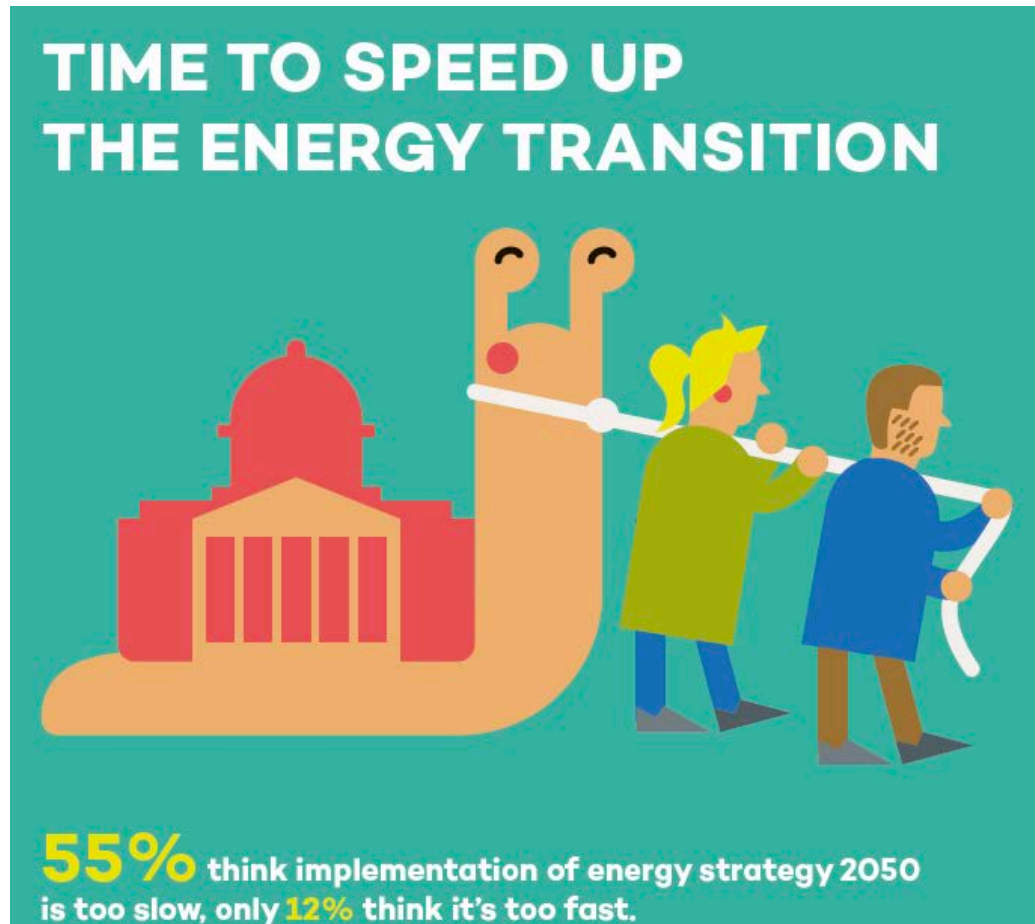
**Sample drawn from one of Switzerland's largest online consumer panels (100,000 active panelists)**

Data collection in **January 2020**.

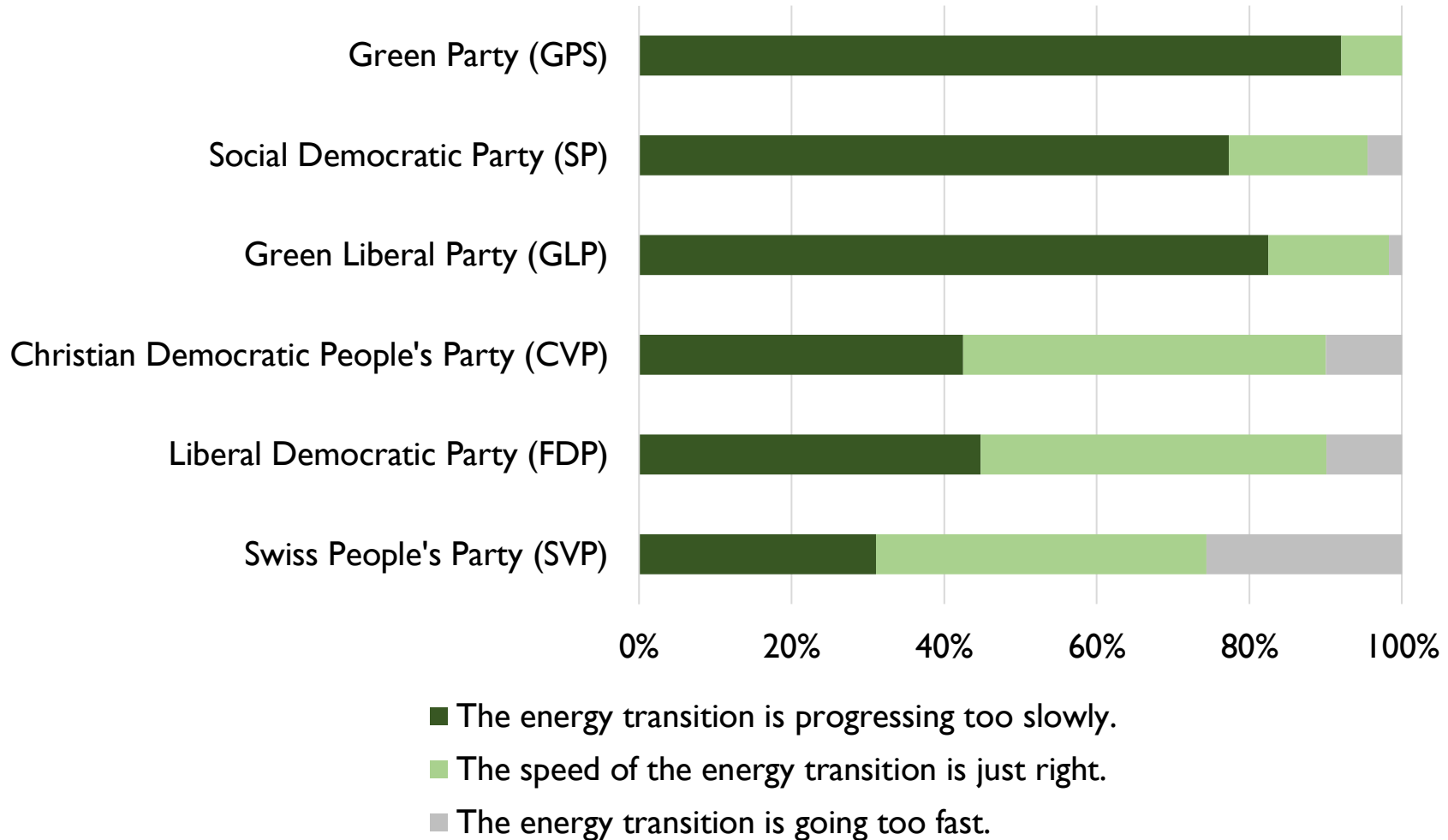


# Energy strategy 2050: Speed preferences

"How do you assess the speed of the Swiss energy transition?"  
(n=1'021)



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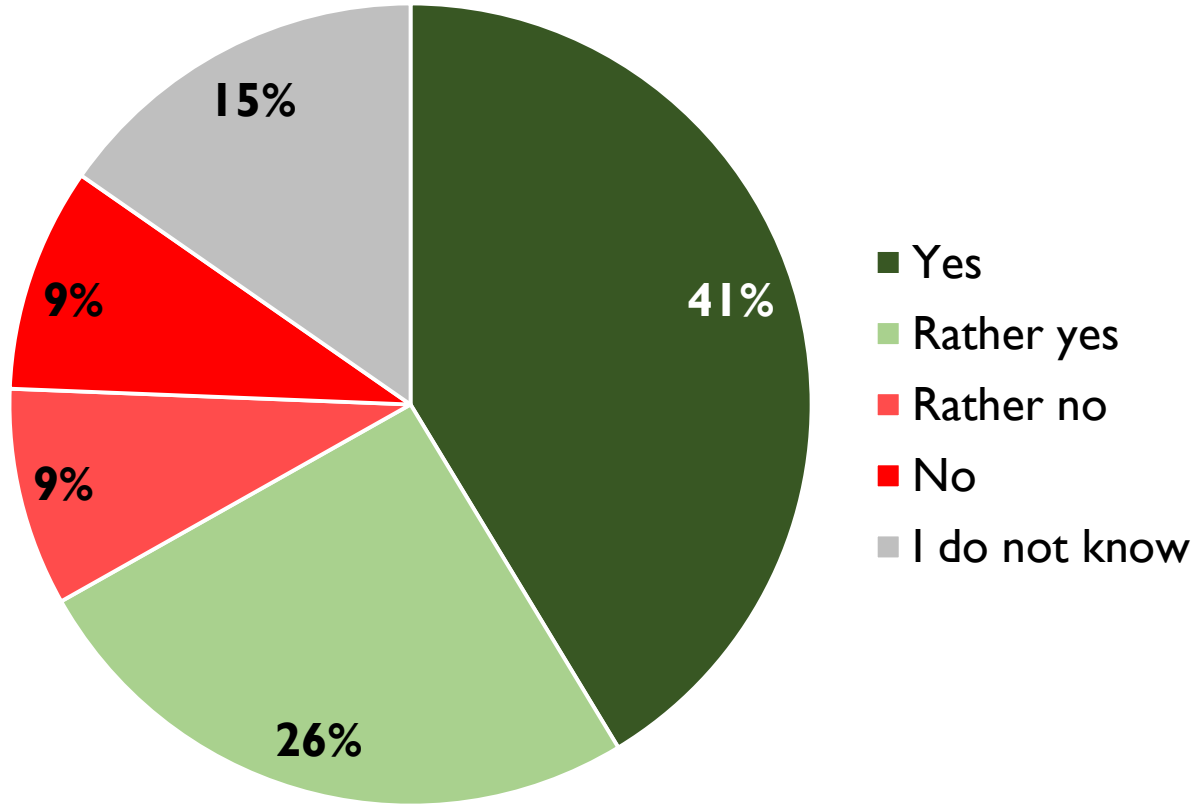


# Social Acceptance of Climate Policy



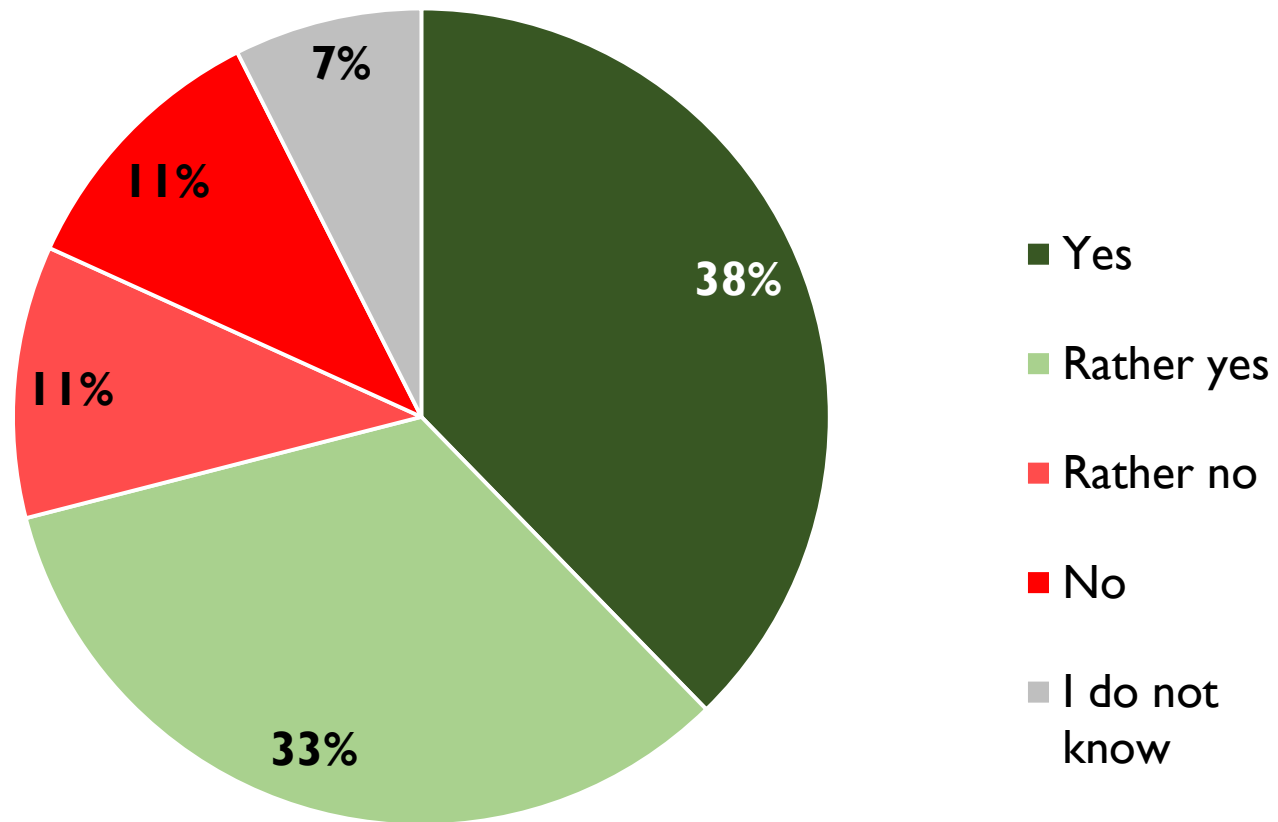
“(...) The Glacier Initiative (...) plans for net zero emissions by 2050, in return, no more fossil fuels are expected to be used on the market after 2050, unless there is no other technical solution. (...) Would you vote in favour of this initiative?” (n=1’021)

# Glacier Initiative



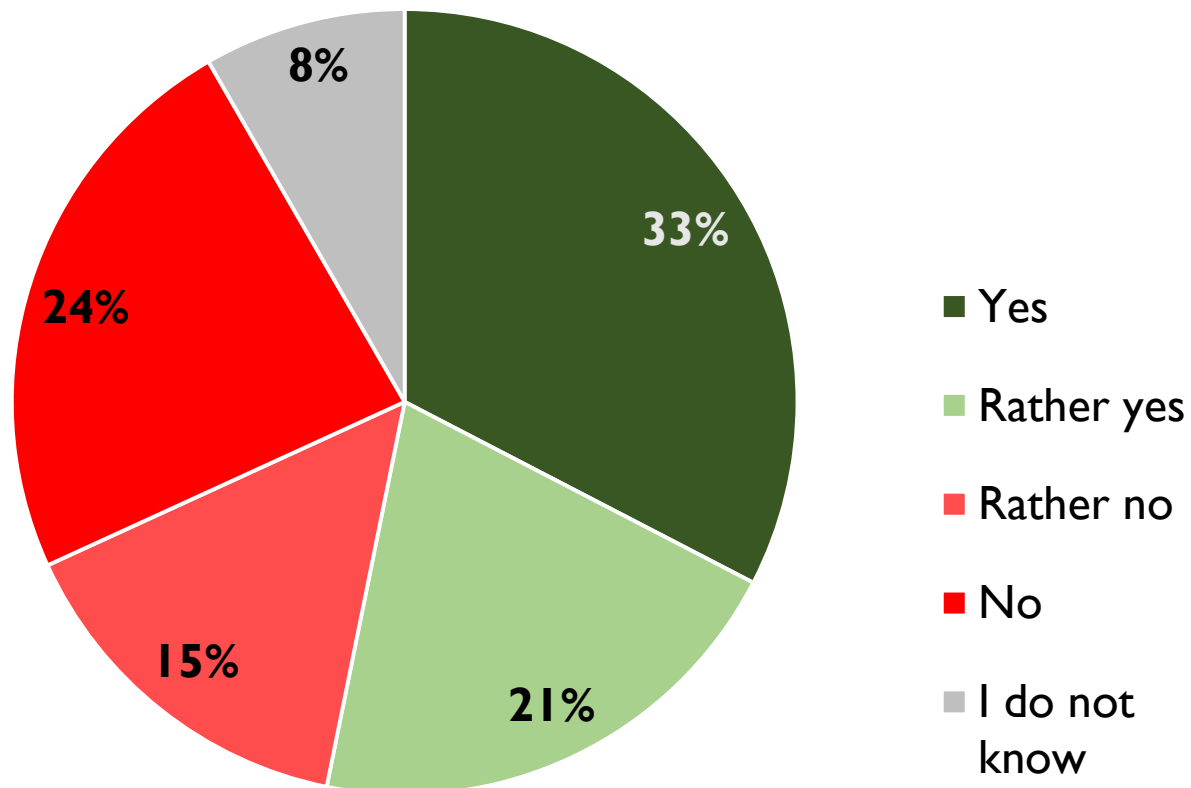
"Imagine that a popular initiative would propose to use the profit of the Swiss National Bank (CHF 50 billion) to invest in solar energy on a one-off basis. This could cover around 20% of Switzerland's electricity needs. Would you accept this initiative?" (n=1'021)

“Solar National Bank Initiative”

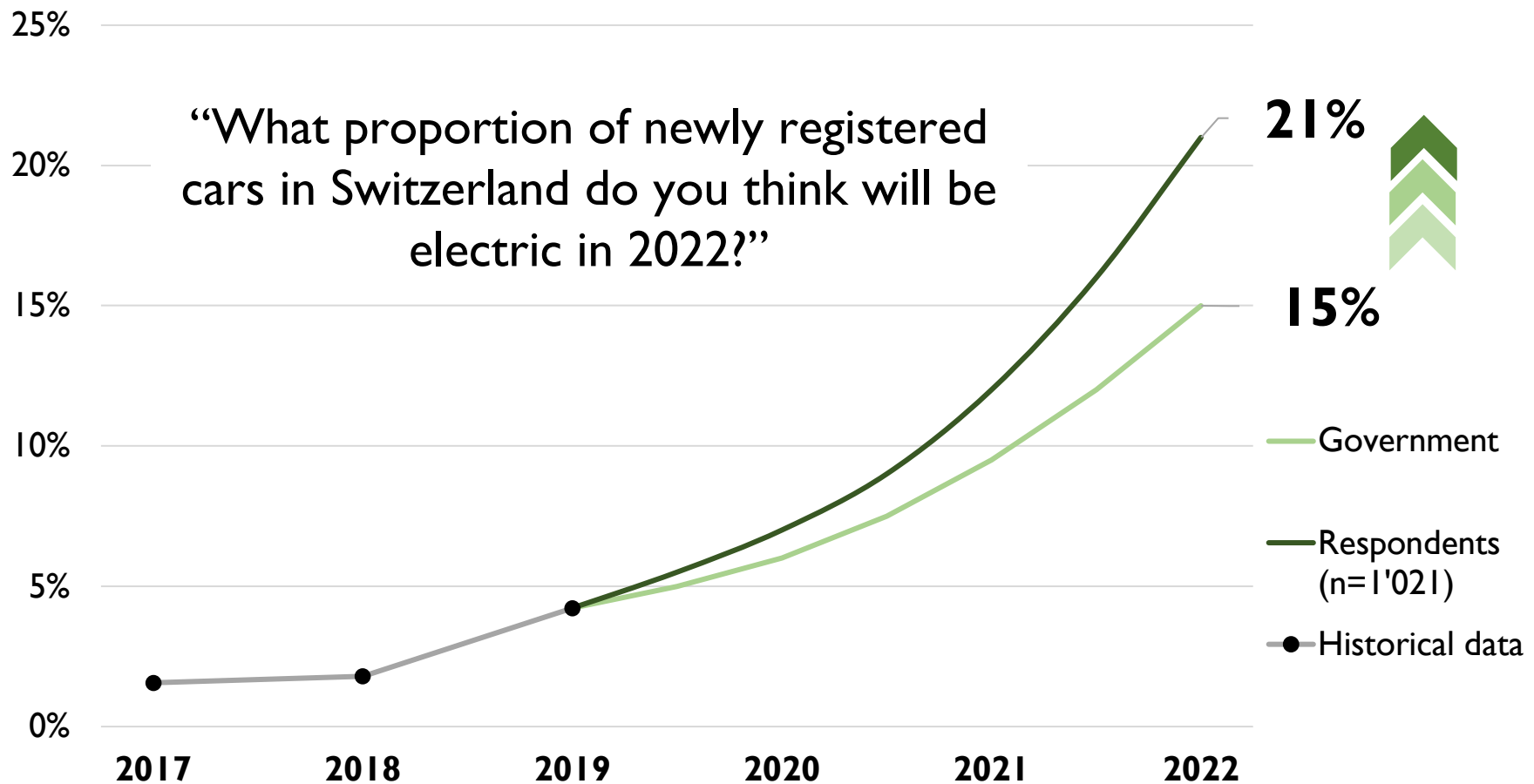


"Imagine that an initiative would propose that all employees who do not take private air travel during a year would be rewarded with two additional days of holiday. Would you accept this initiative?" (n=1'021)

## “Climate Holiday Bonus Initiative”



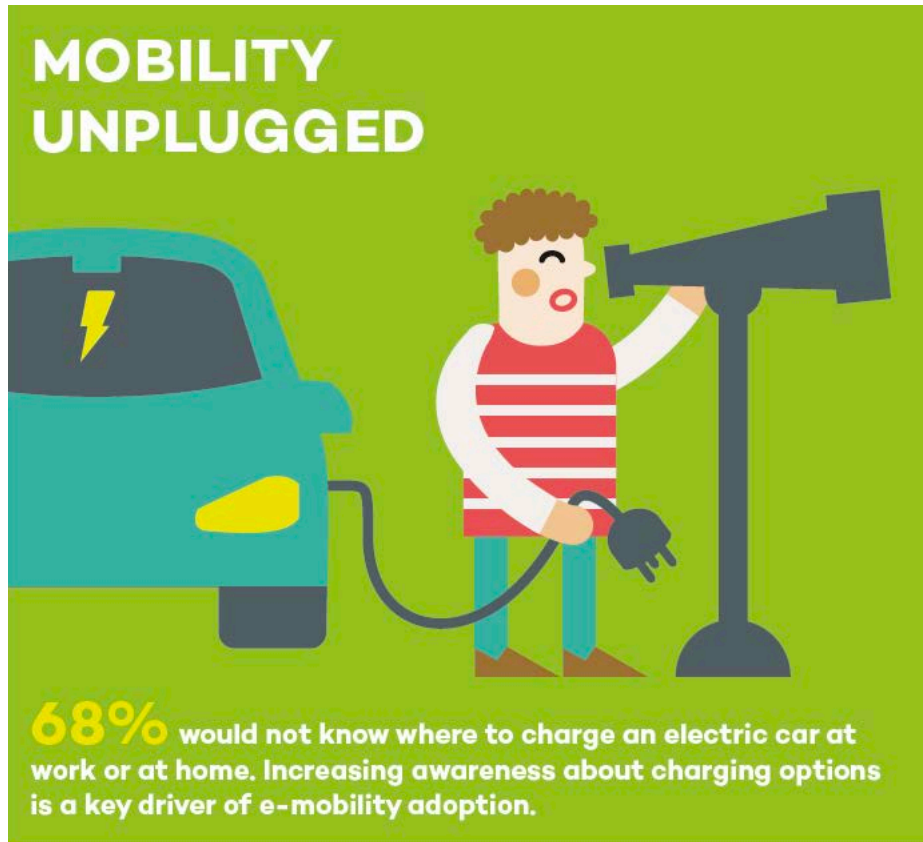
# Expected share of electric vehicles: Consumers are more confident than the government<sup>1</sup>



<sup>1</sup>Roadmap Electric Mobility (2018):

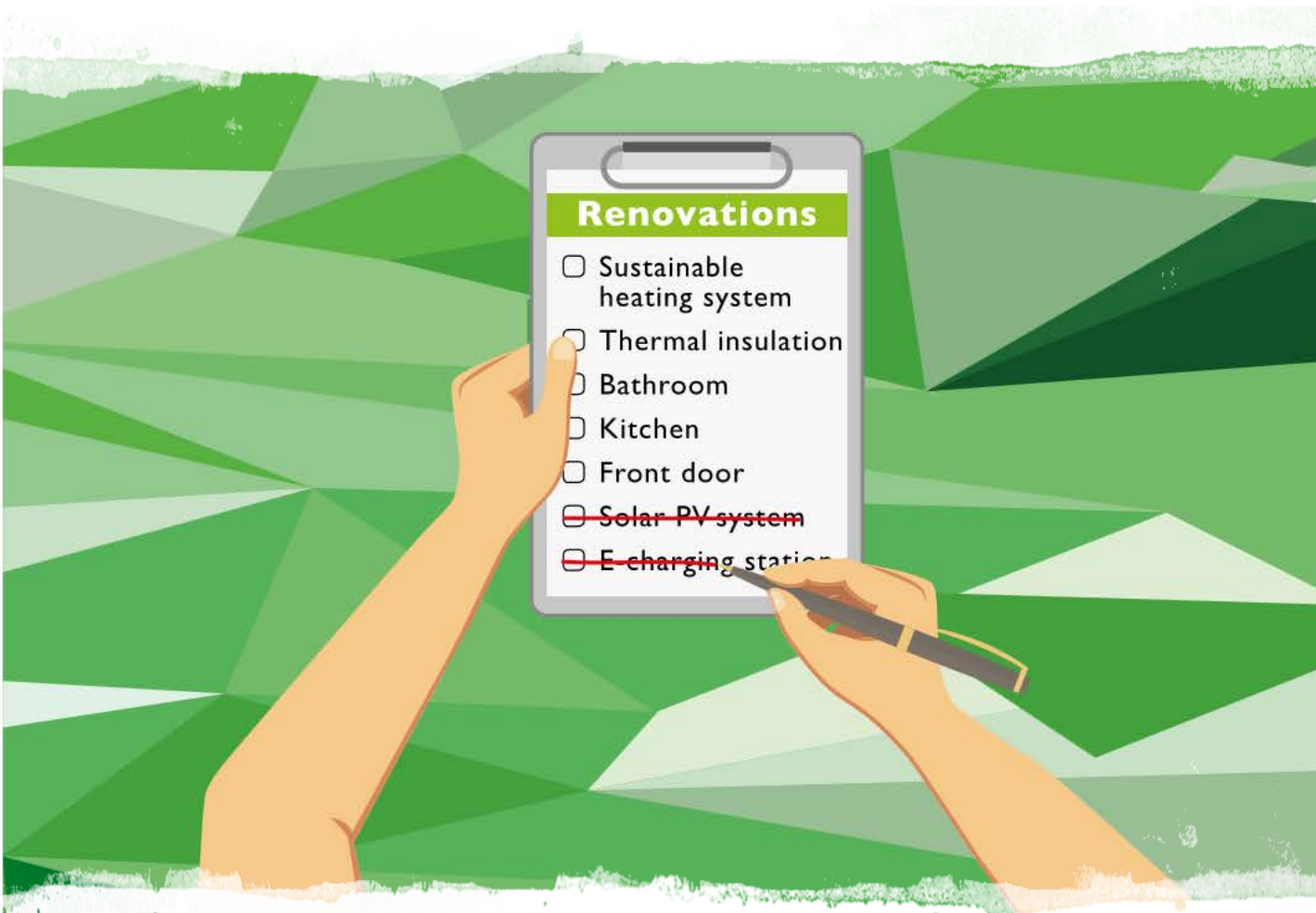
<https://www.admin.ch/gov/de/start/dokumentation/medienmitteilungen.msg-id-73457.html>

# Electric Mobility: knowledge gaps persist



Only **60%** think that electric cars significantly reduce CO<sub>2</sub> emissions





"Imagine that you are currently renovating your house and taking out a mortgage for it. Which two options would you most likely give up in order not to exceed your budget?" (n=84)\*

\* Homeowners planning to renovate their home

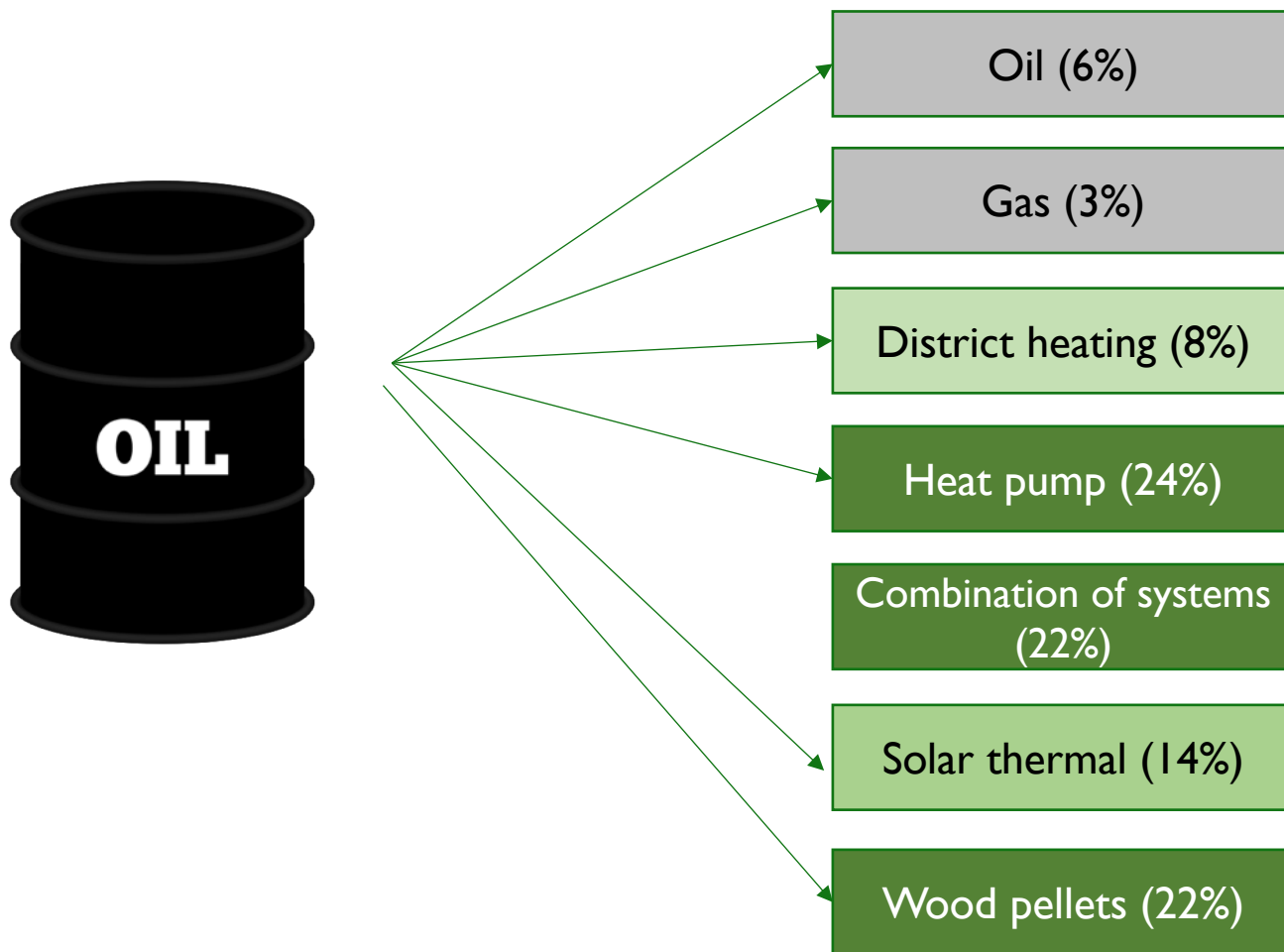
# A climate bonus? Yes, please!

“Imagine your bank would offer you a bonus for your mortgage that would enable you to increase the amount of your mortgage to invest in climate-friendly measures. Which of these measures would you implement?” (n=84)

**28%** would invest in a solar system with such a climate bonus after all.

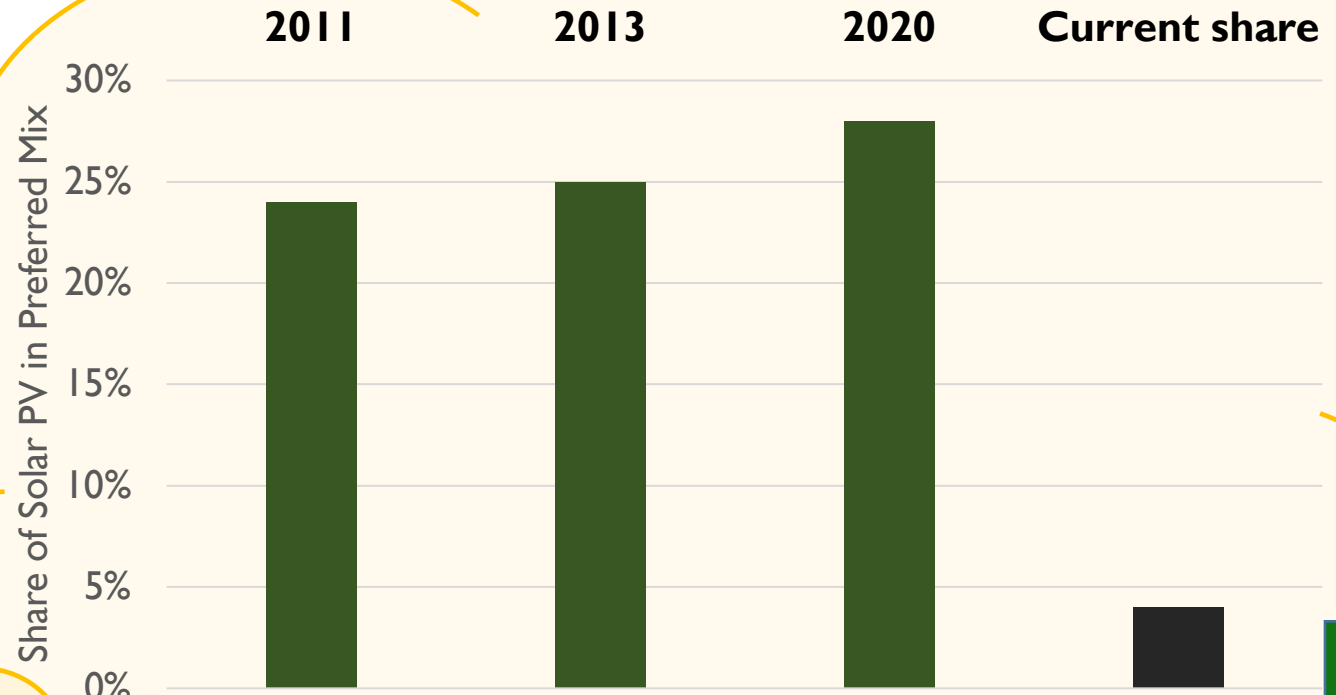


# Oil heating: time to say goodbye?



**54%** of respondents (rather) think that **oil heating should be banned** in Switzerland

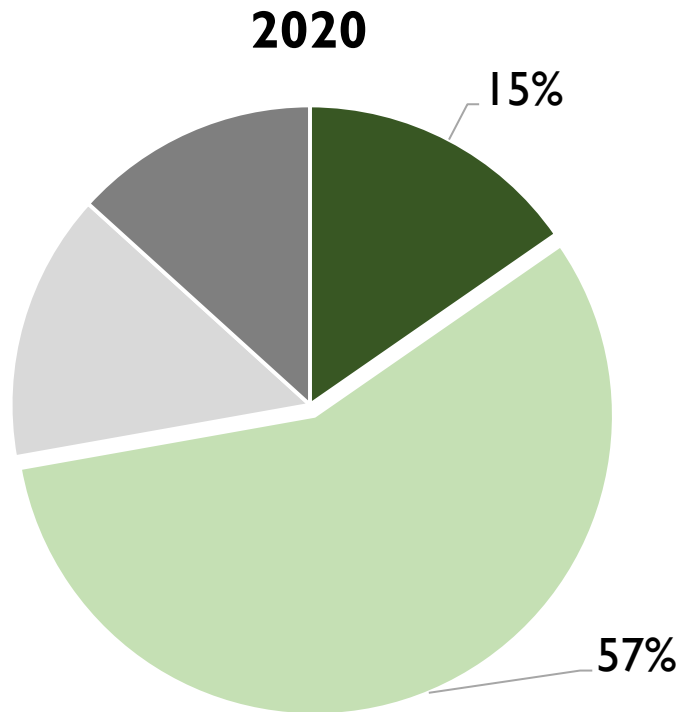
“Please choose below your preferred electricity mix by indicating for each energy source what percentage of electricity you would like to be generated in Switzerland with it.” (n=1’021)



RE investment

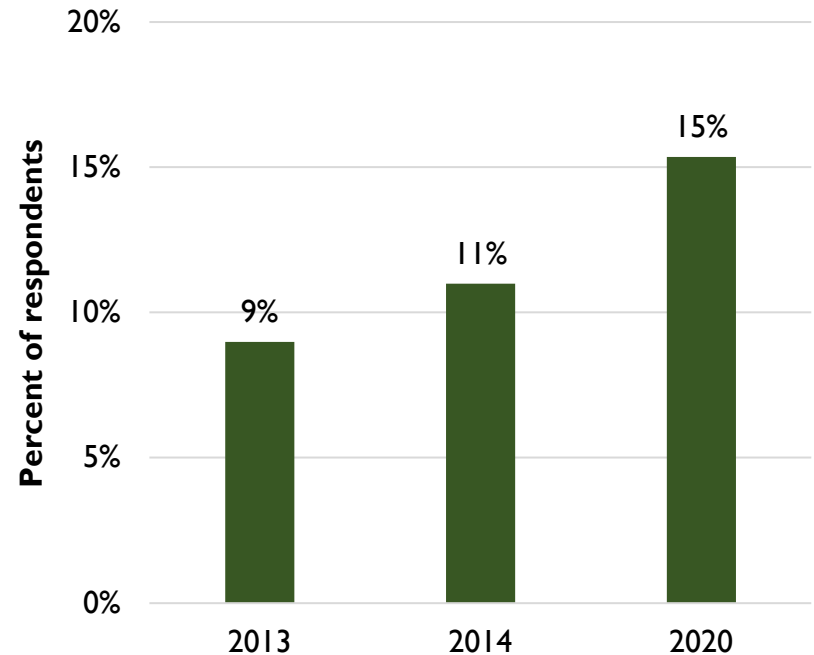


# Do you plan to install renewables in your house?



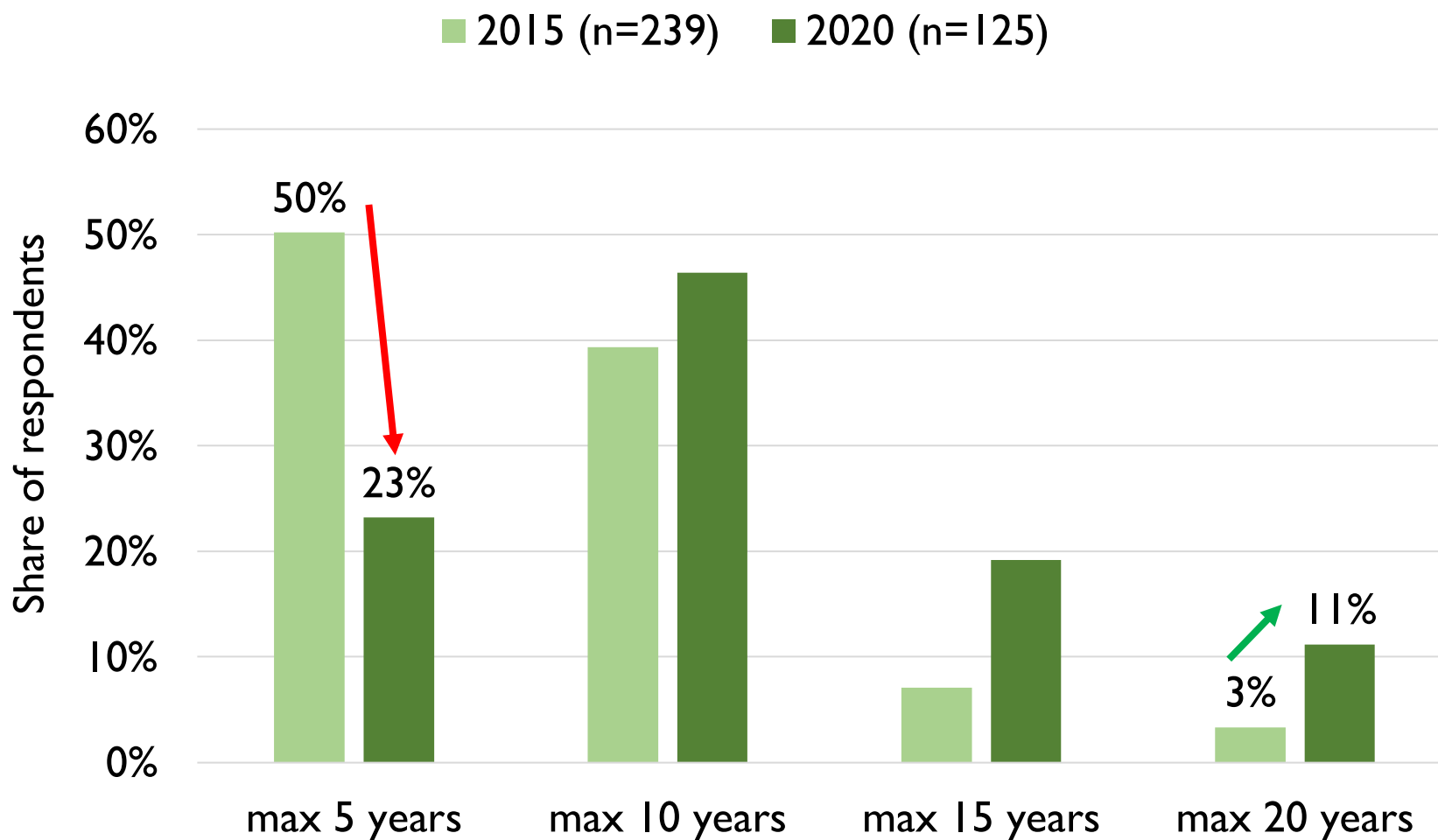
- Yes, I have decided to install renewable energy technologies in my house.
- I have thought about it but I am still undecided.
- I have not thought about it yet.
- No, I'm not planning on it.

## 2013-2020



Intention to install renewable energy increased **by more than half** since 2013

# Increased patience for RE payback period



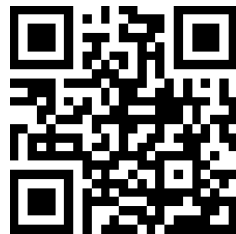
41% of homeowners name «contributing to the energy strategy» as an important criterion to invest in renewable energy





**Many more results can be found at:**

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



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