



University of St.Gallen

# 5<sup>th</sup> Customer Barometer of Renewable Energy

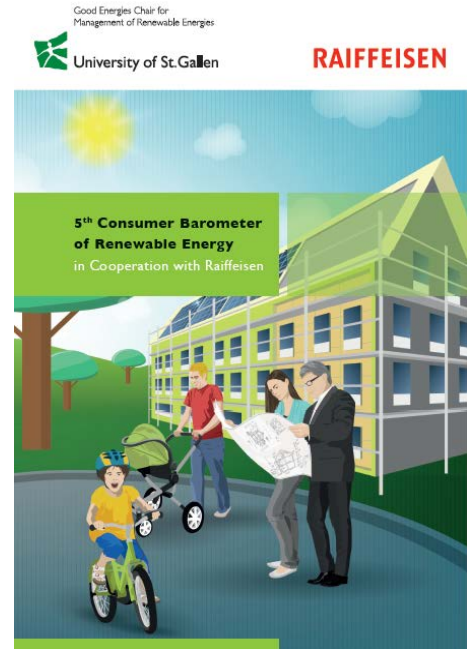
In collaboration with Raiffeisen

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[goodenergies.iwoe.unisg.ch](http://goodenergies.iwoe.unisg.ch)

St.Gallen, 22 May, 2015

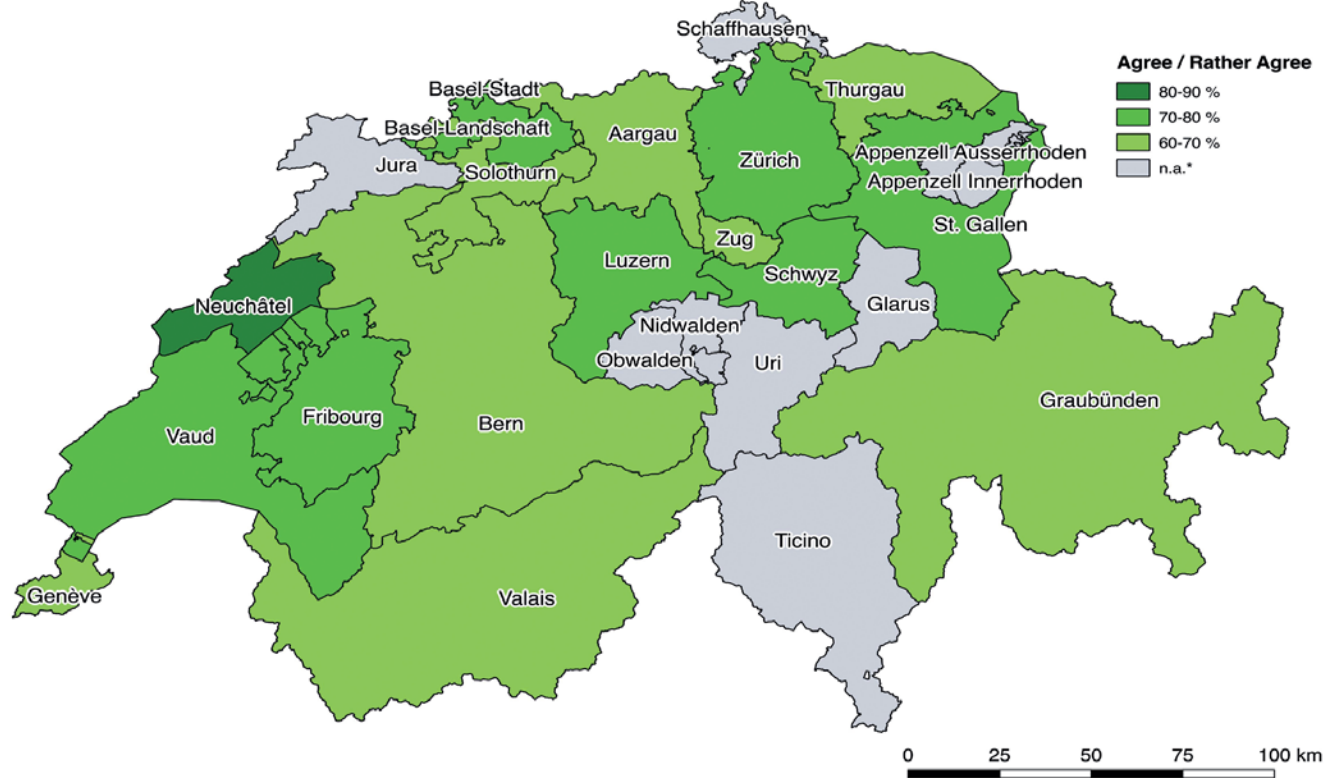


# Data and Methods

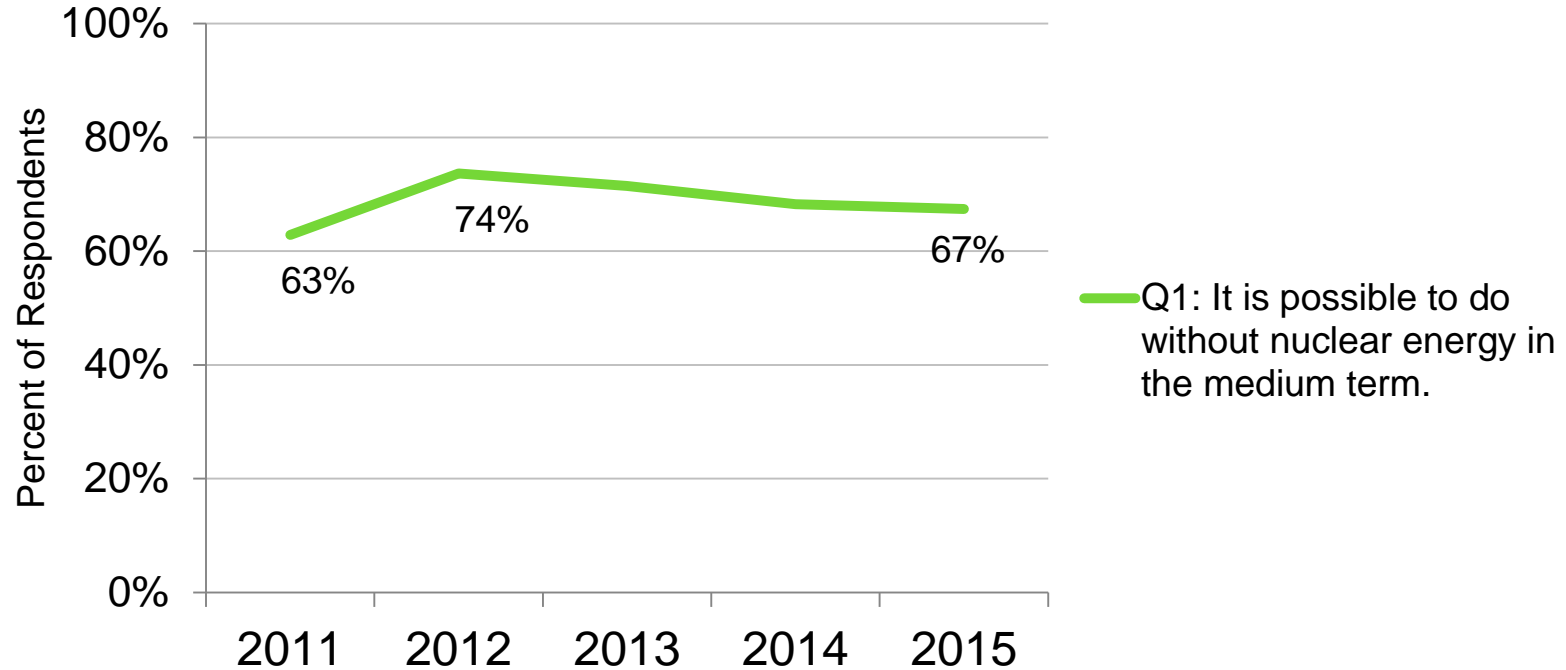
- Representative survey with 1,246 Swiss households
- German and French-speaking cantons
- Conducted in Feb/March 2015
- Online panel of amPuls market research institute
- Homeowners (52%) and renters

# 71% Favor Middle-Term Nuclear Phase-out

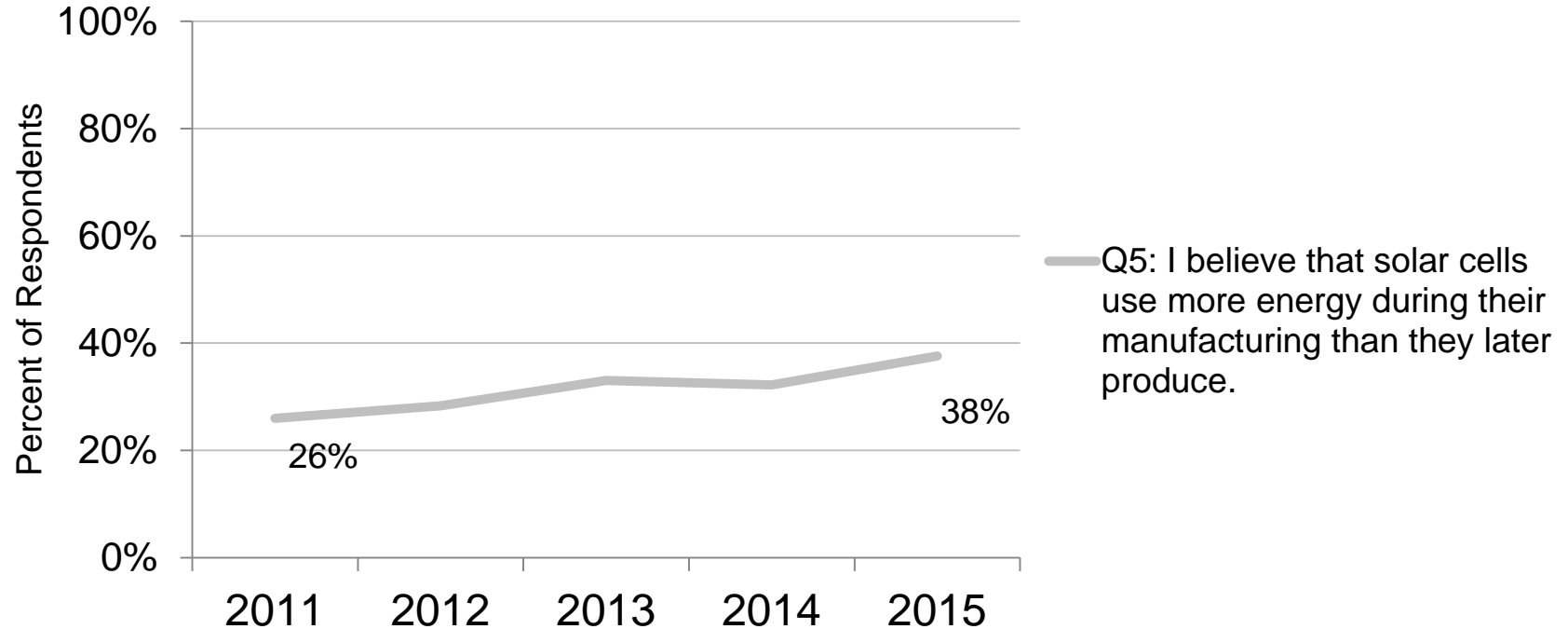
“At a referendum, I would vote for a gradual nuclear phase-out by year 2034”



# Ebbing Fukushima Effect since 2011

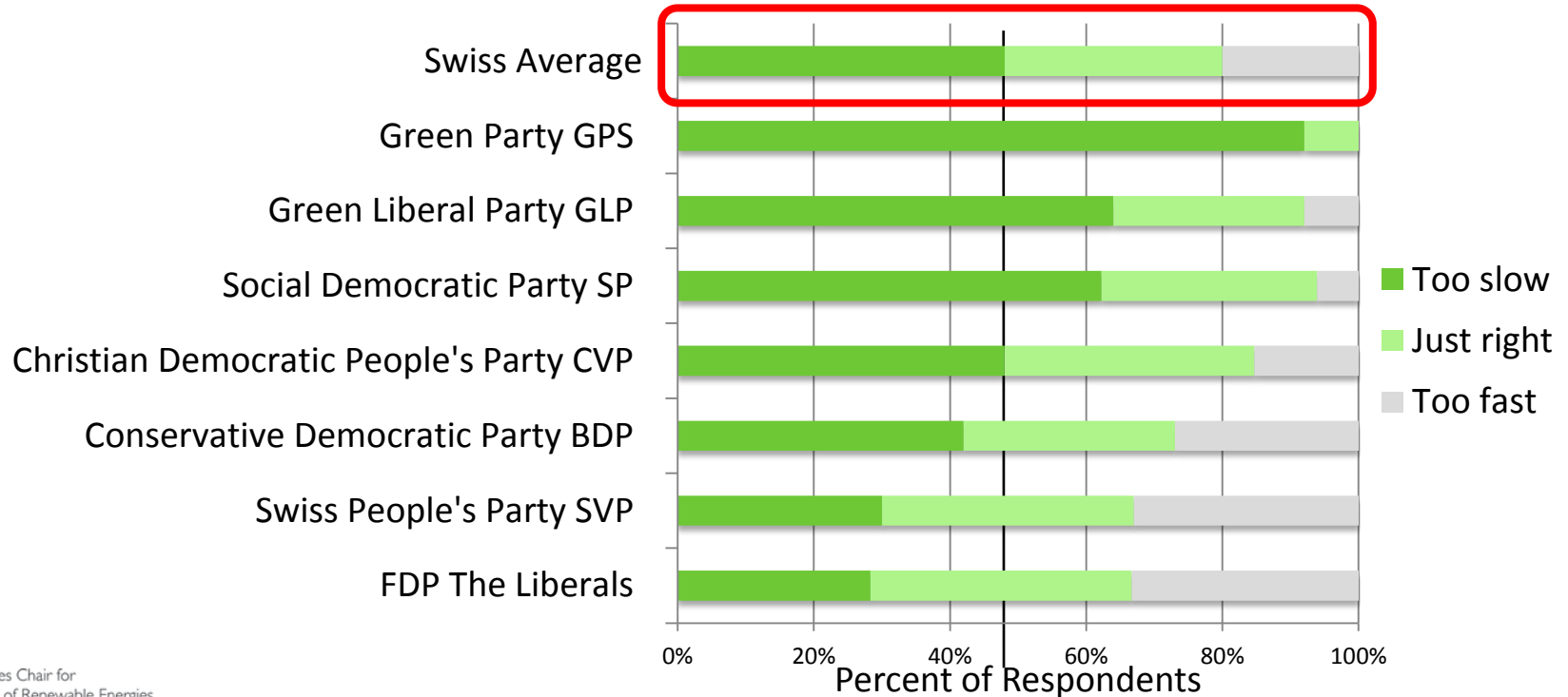


# Solar Ignorance on the Rise



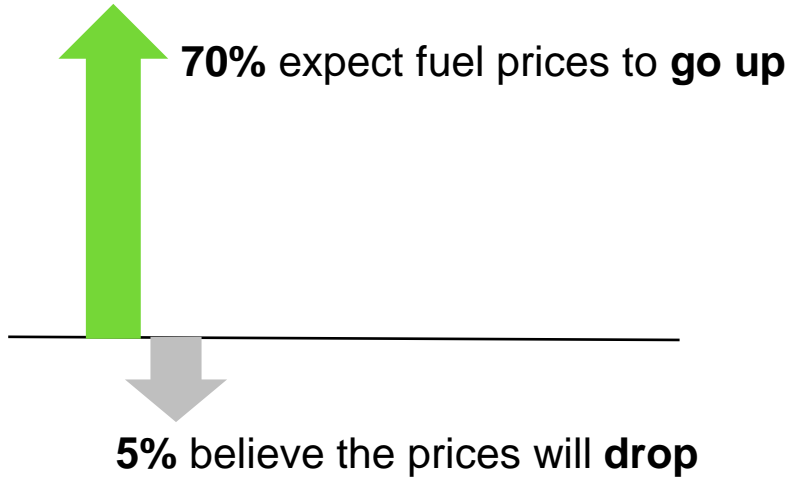
# 48% Welcome a Faster Energy Transition

“How do you evaluate the speed of the energy transition in Switzerland?”



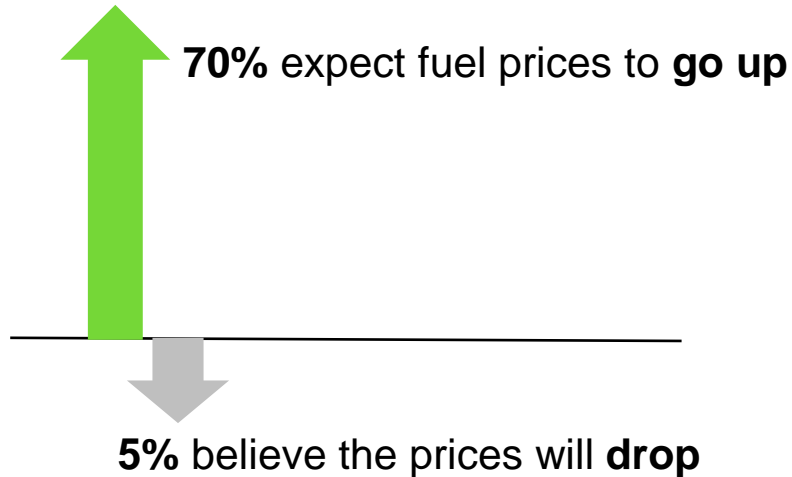
# Cost of Business as Usual

“What changes in gasoline & diesel prices do you anticipate in the next 2 years?”



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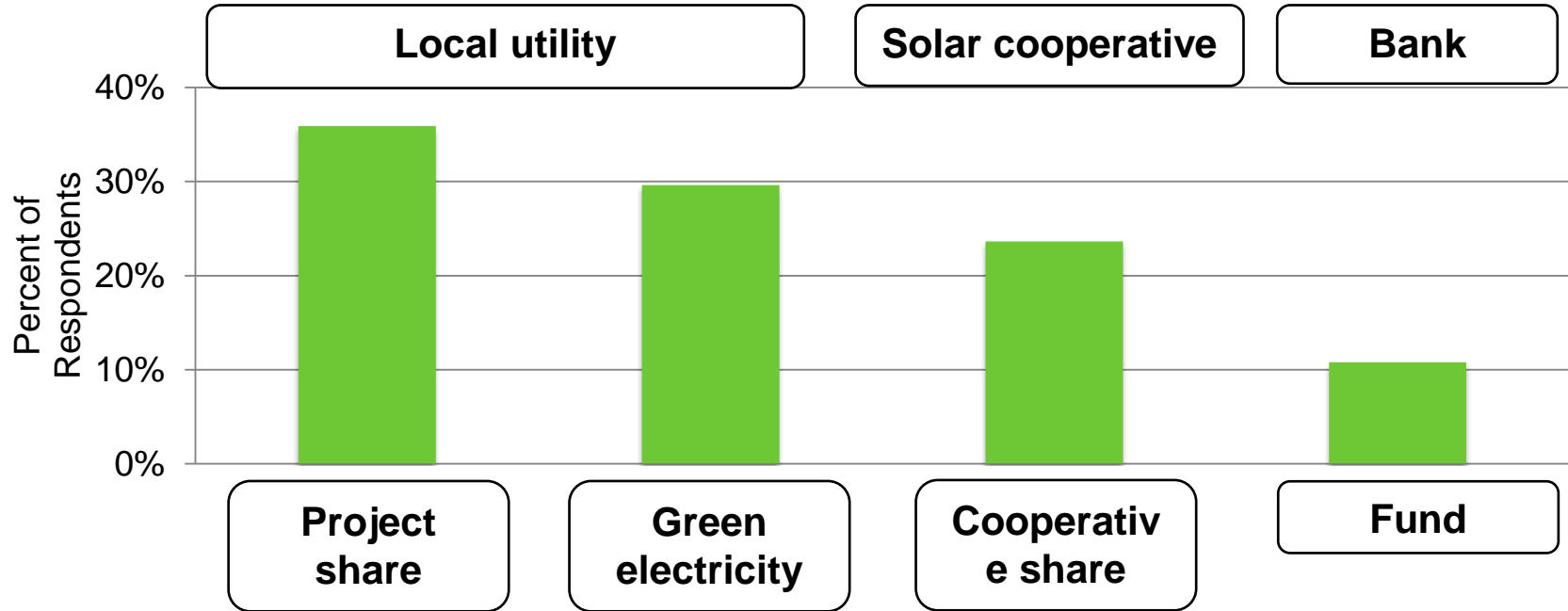


**76%**  
expect the taxpayer  
to foot the final bill for  
nuclear waste storage



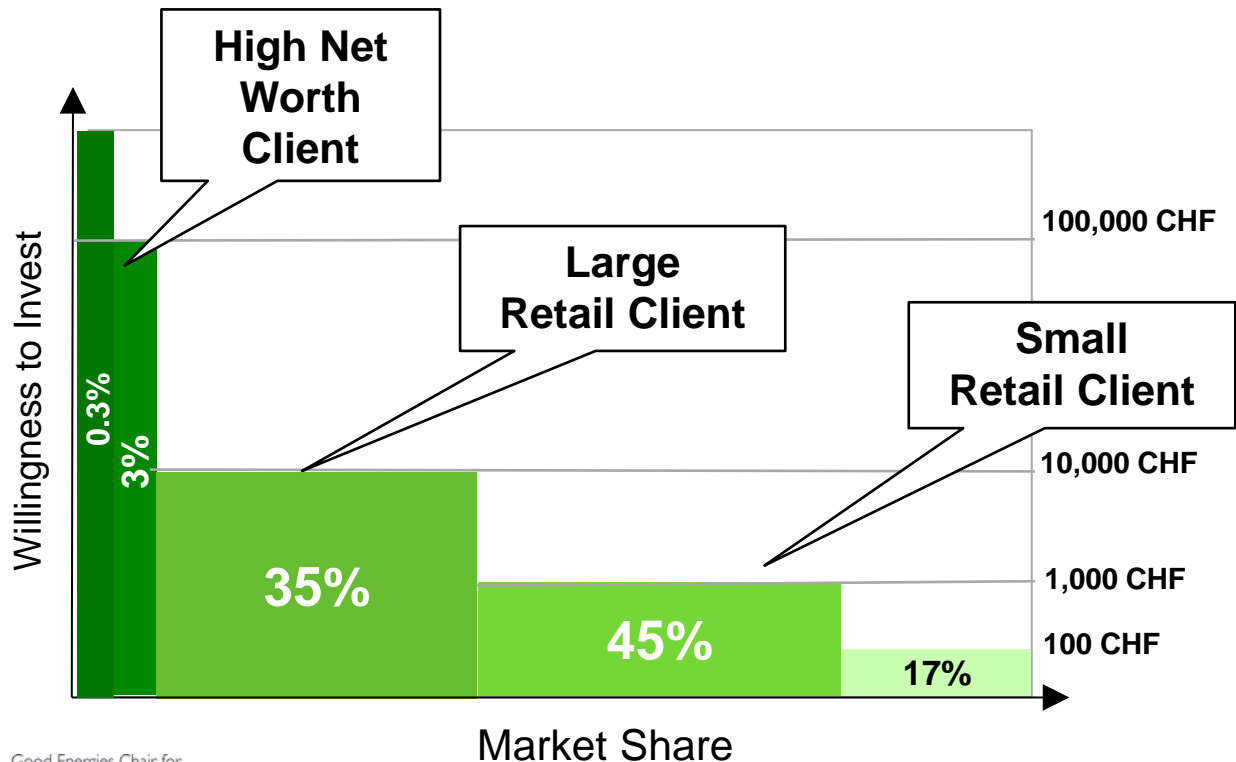
# New Business Models for Financing Renewables

“Imagine a large solar power plant being developed in your community. Which of the following investment options would you prefer?”



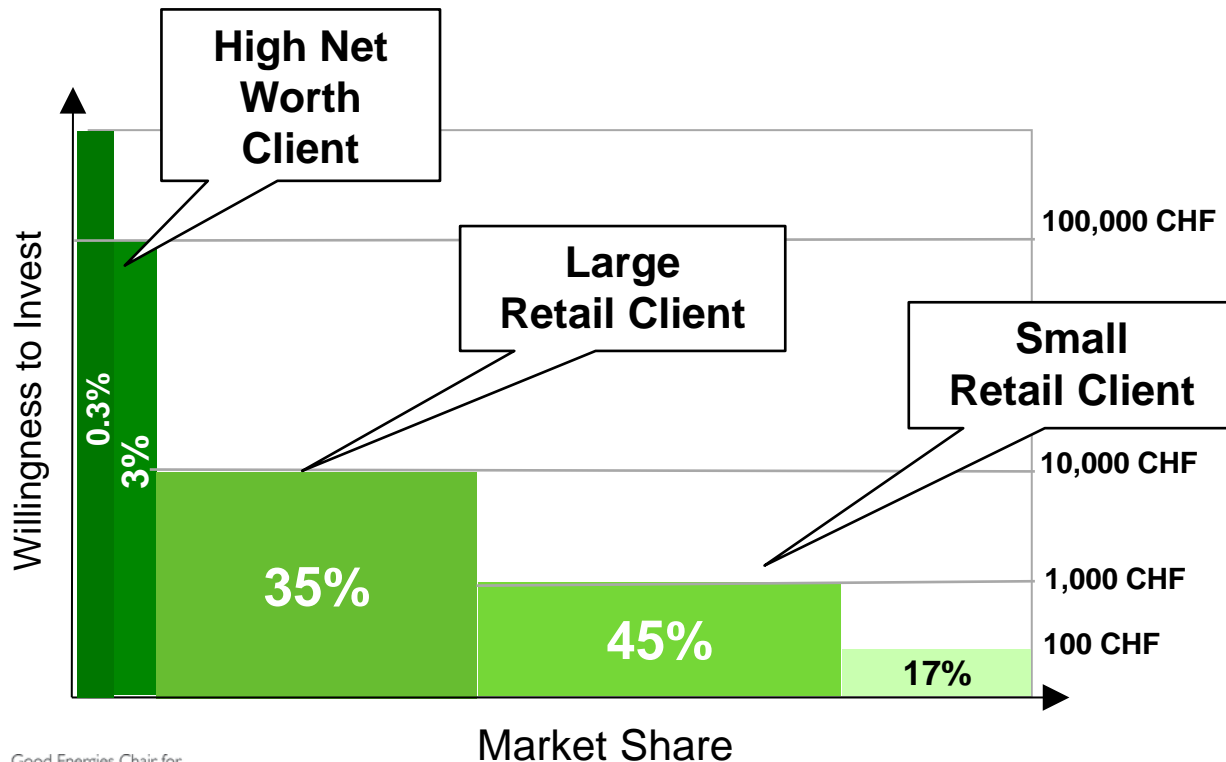
# 60% Would Invest in Community Finance

“How much can you imagine investing in a community energy project?”



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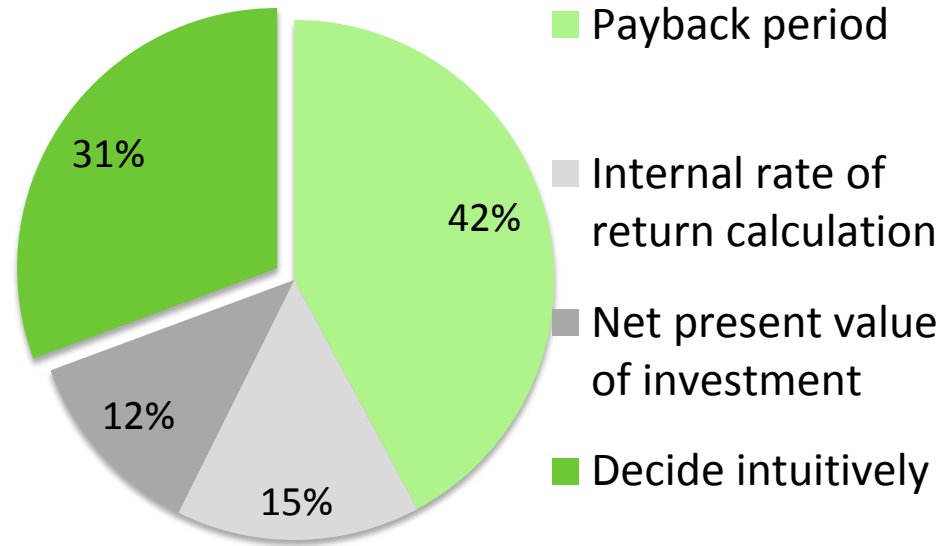
“How much can you imagine investing in a community energy project?”



**30%**  
would invest part of their retirement savings (Pillar IIIa) in renewable energy

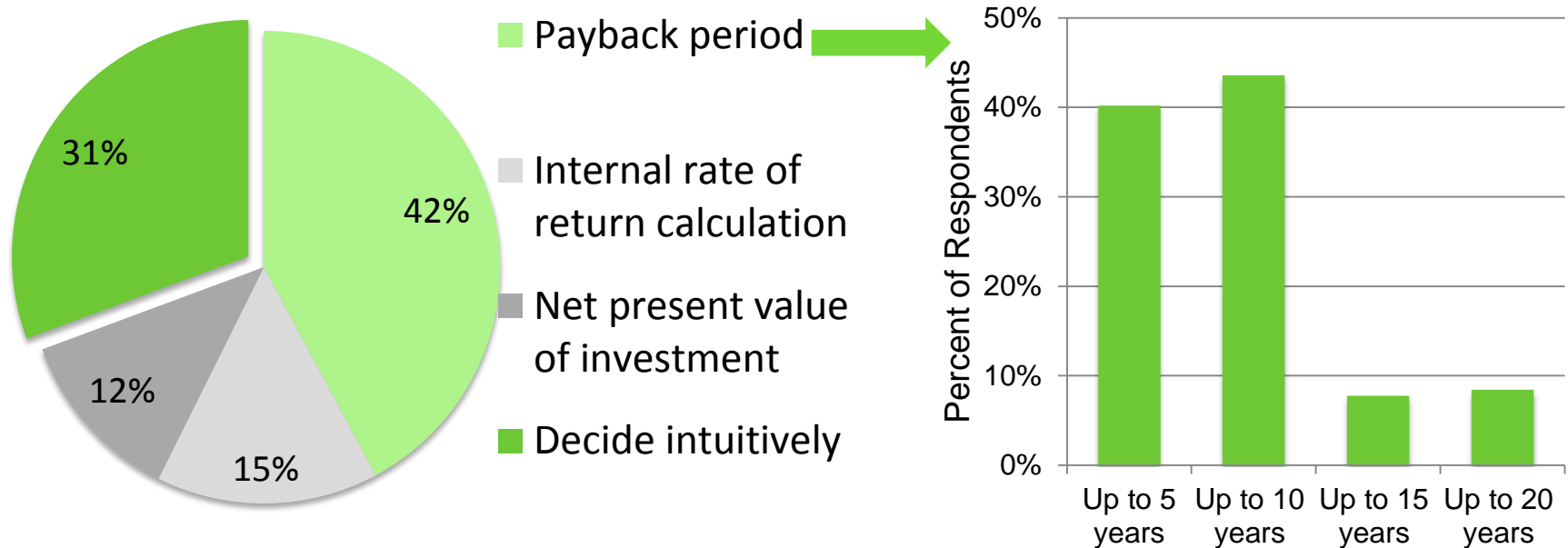
# Investment Decision Rules of Homeowners

**“What financial decision criteria do you use when deciding about an investment in renewable energy or energy efficiency technologies?”**



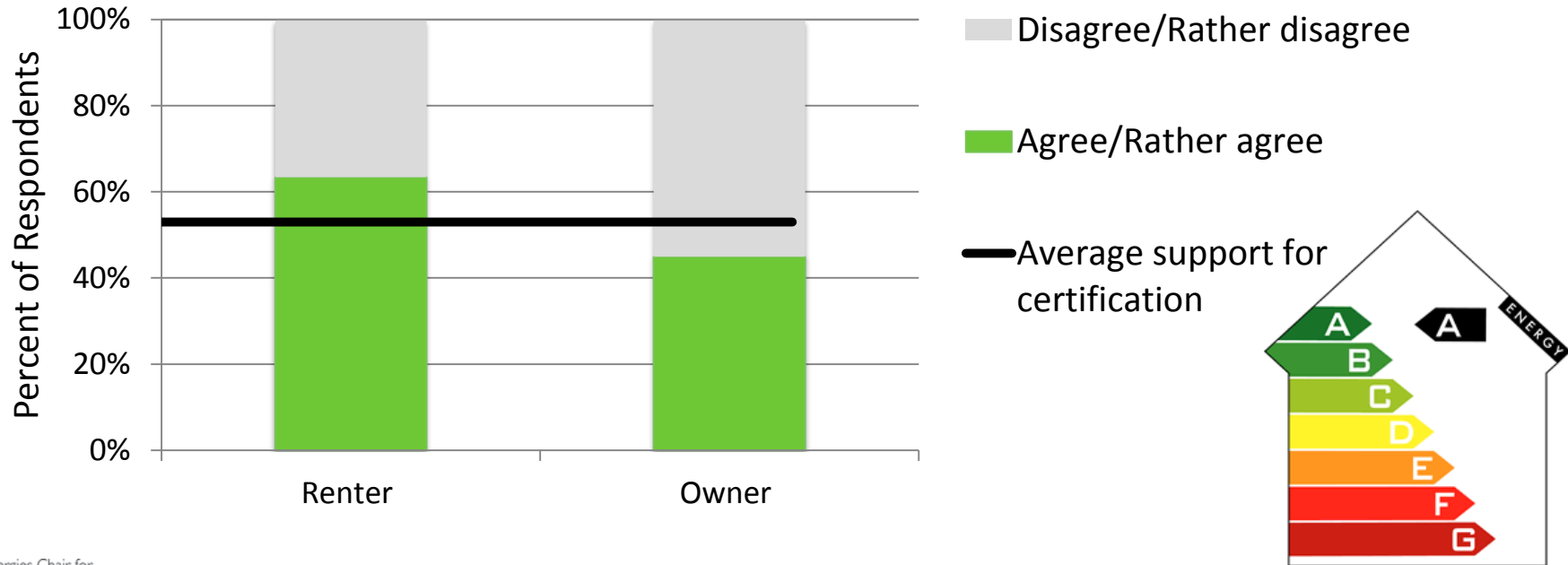
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# 53% Support Mandatory Home Efficiency Certification

“The cantons should make it mandatory for houses to obtain an energy certification (e.g. GEAK, Minergie, Plusenergy) before being purchased or sold.”



# Thank you for your attention!

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Good Energies Chair for  
Management of Renewable Energies



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