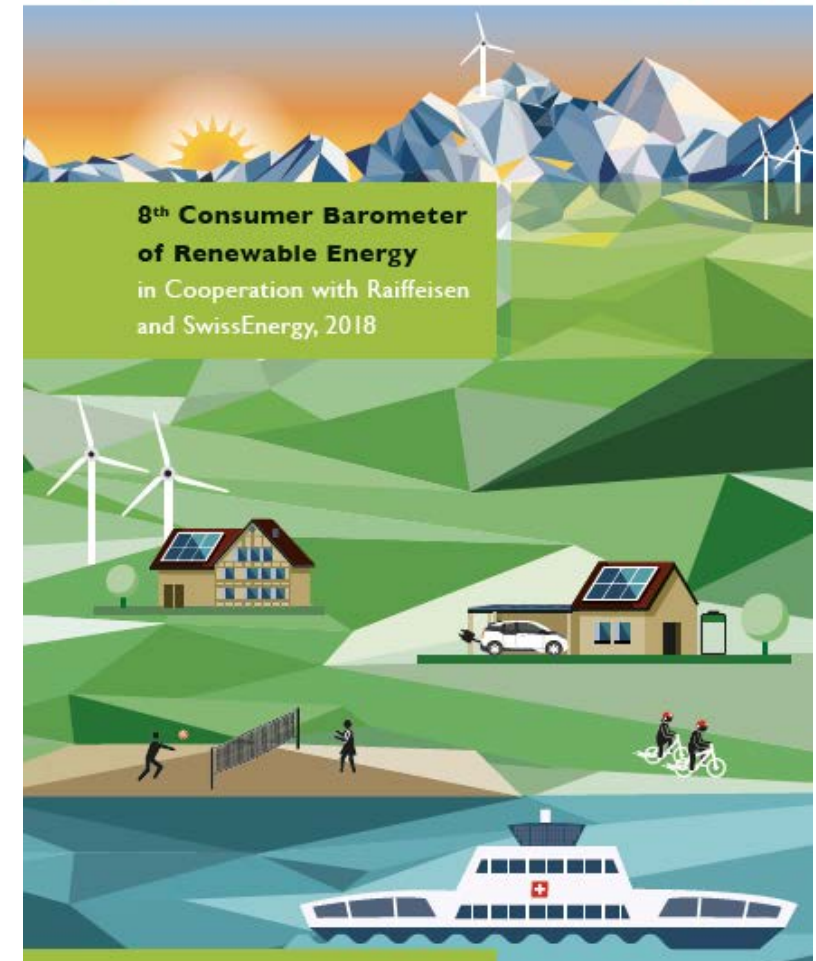


# 8<sup>th</sup> Consumer Barometer of Renewable Energy

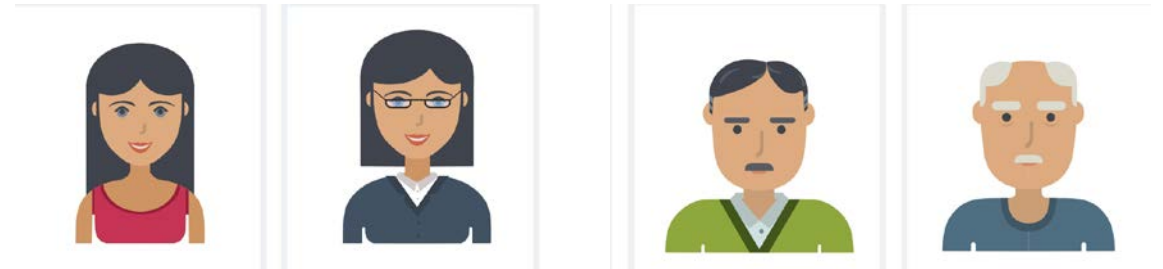
in cooperation with Raiffeisen Switzerland and SwissEnergy

Authors: Julia Cousse & Prof. Dr. Rolf Wüstenhagen



# Background Information on Consumer Data

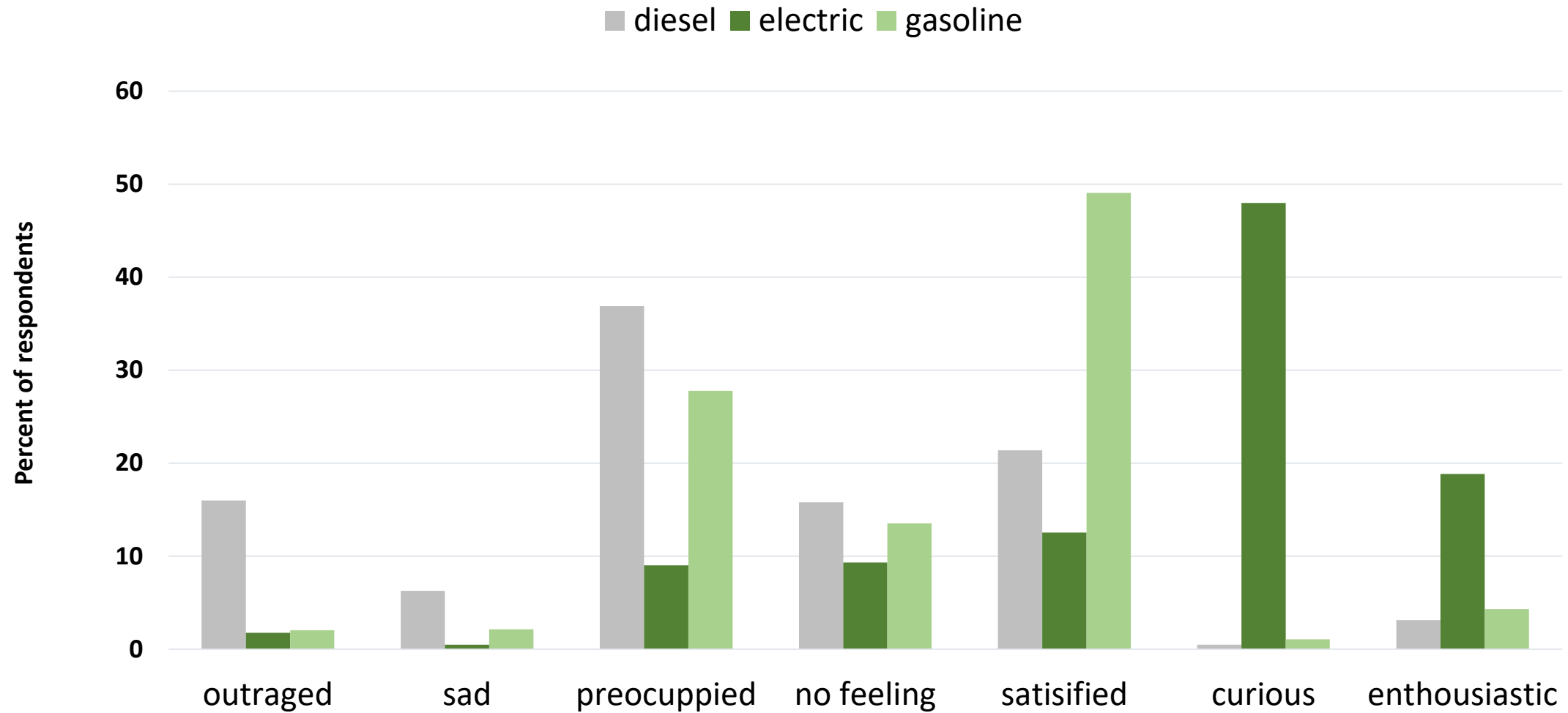
<b>Data Collection</b>	April 2018
<b>Sample size</b>	1019 respondents
<b>Size of the overall B2C online panel</b>	almost 80,000 registered participants throughout Switzerland



# Air pollution: a pressing issue on Swiss consumers' minds



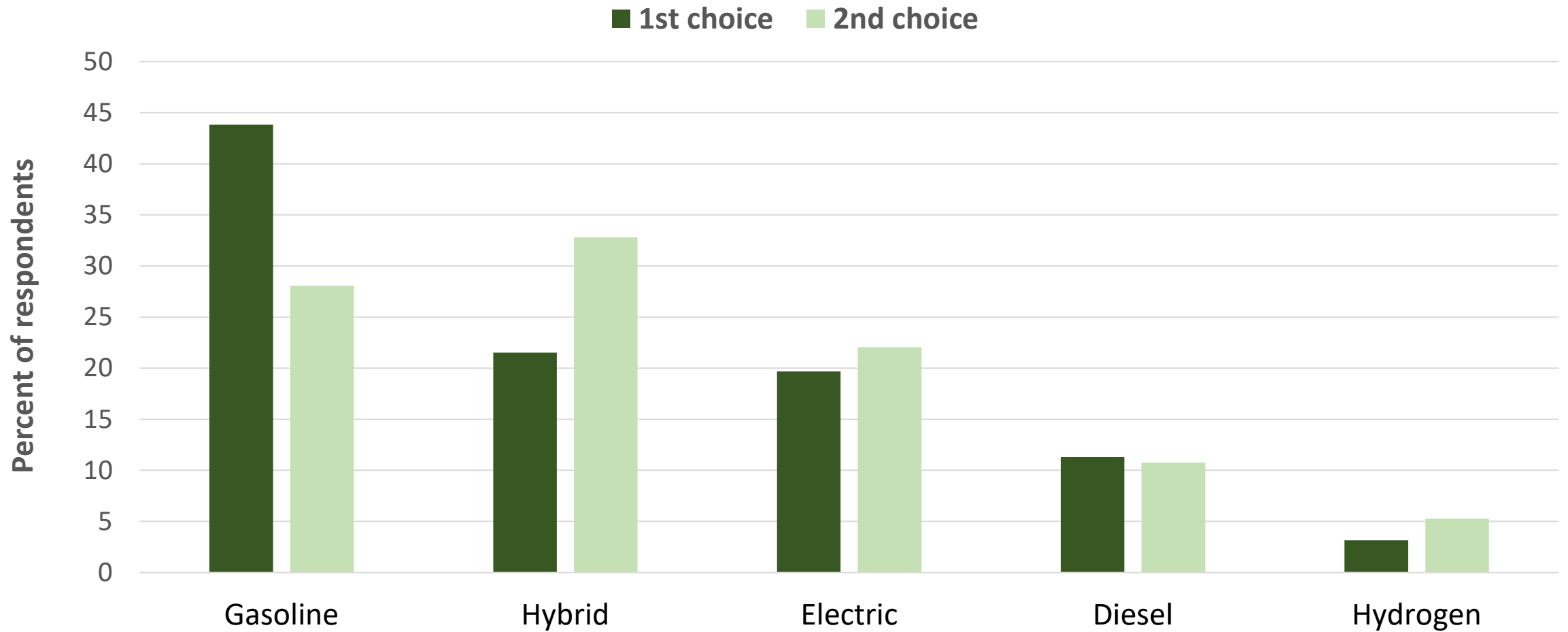
# Mobility: Mixed feelings about combustion engines



Q : How do you feel when you think about the following types of cars?

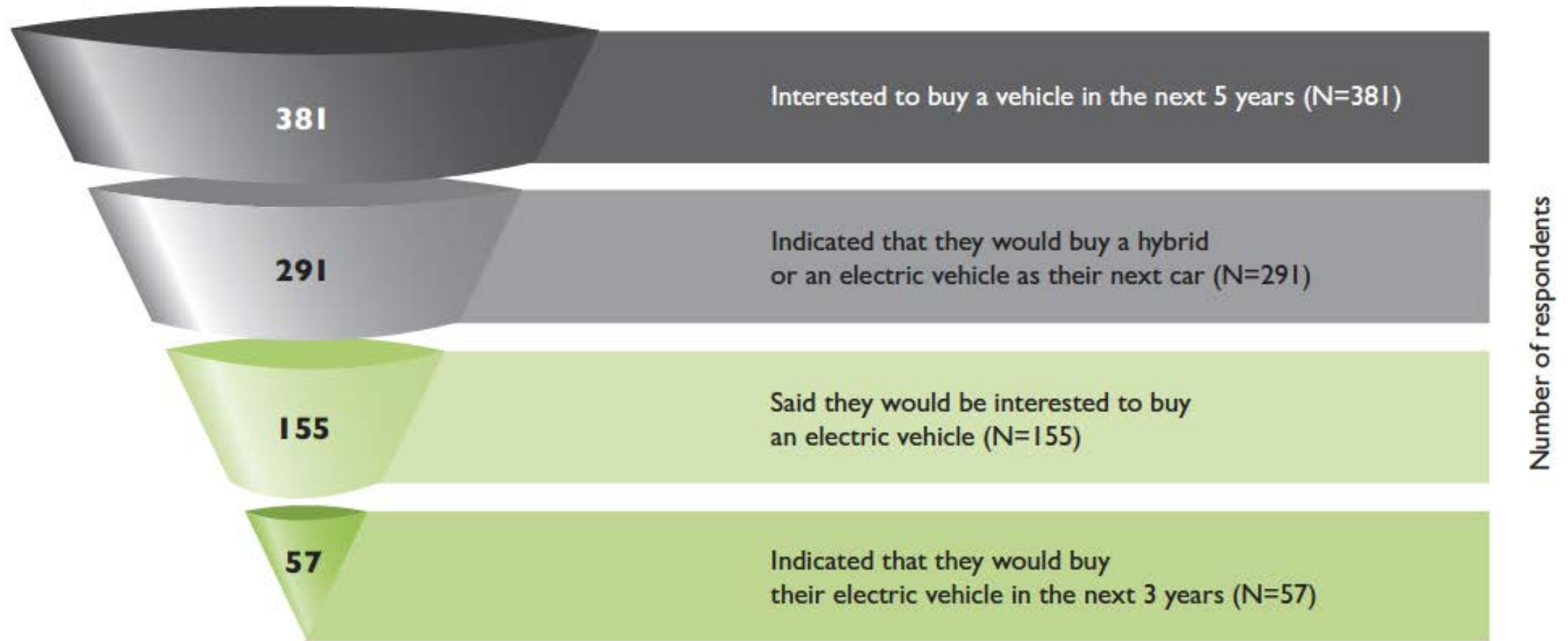
N= 1019

# For 42% of respondents, an electric car is their first or second choice



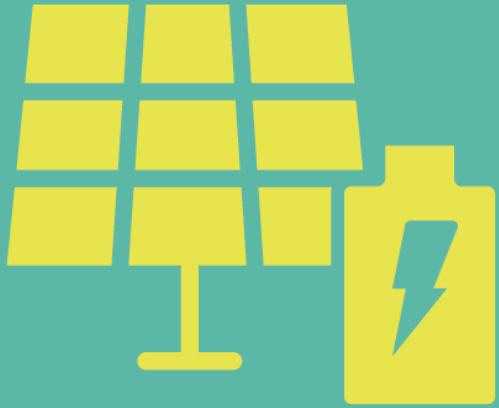
# Electric Mobility: From Interest to Purchase

## Market Potential for Electric Vehicles

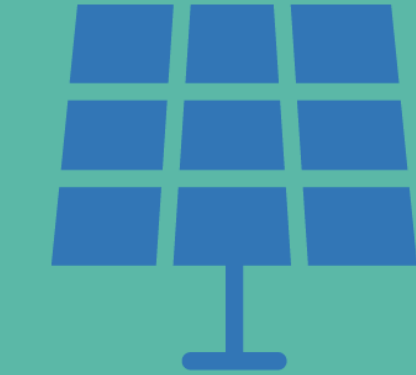


# Preferences for Green Building Features

## SOLAR BATTERY SYSTEMS



**64%** are interested in buying solar panels with battery storage ...



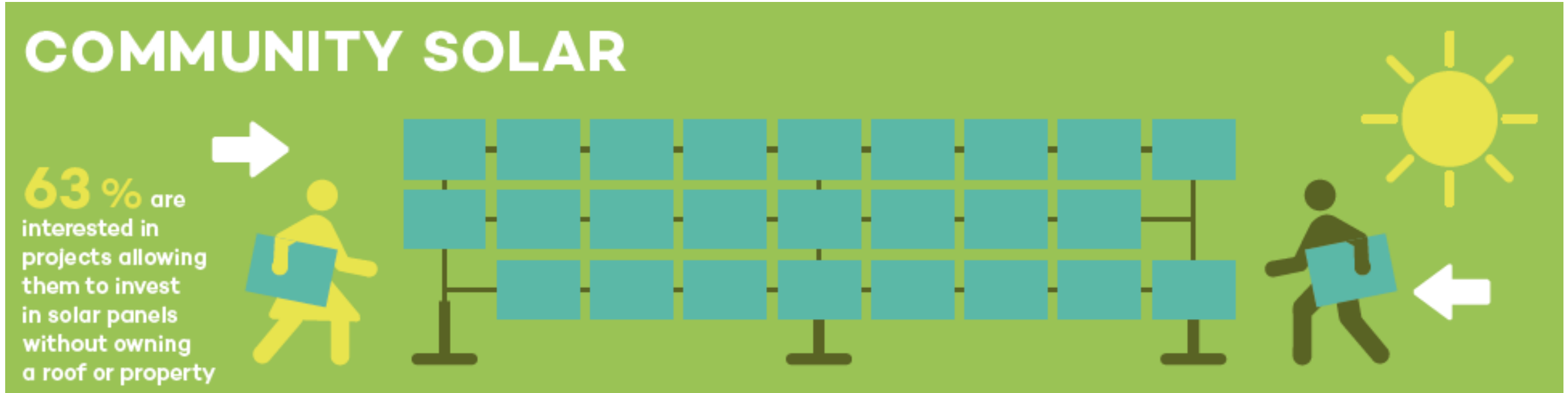
... compared to **36%** without storage

Q : Imagine that you have savings available to make improvements to your home or future home, please indicate the probability that you would invest in the following:

- A :
- Solar system without batteries
  - Solar system with batteries
  - Heat pump
  - Charging station for EV
  - Swimming pool, jacuzzi, sauna
  - Kitchen, bathroom renovation
  - thermal insulation

N : 367

# Significant interest for Community Solar



Q :	Under the name "Community Solar", some utilities offer their customers the opportunity to participate in large solar projects in their community. Both owners and tenants can then produce their own solar energy for which they are credited on their electricity bill. Would you be interested in investing in such a project?	N=	1019
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## Gaps in Energy Knowledge

# UNAWARE OF IMPORT DEPENDENCE



Only **7%** know that **75%** of Swiss energy demand (heat, electricity and fuels) is covered through imports

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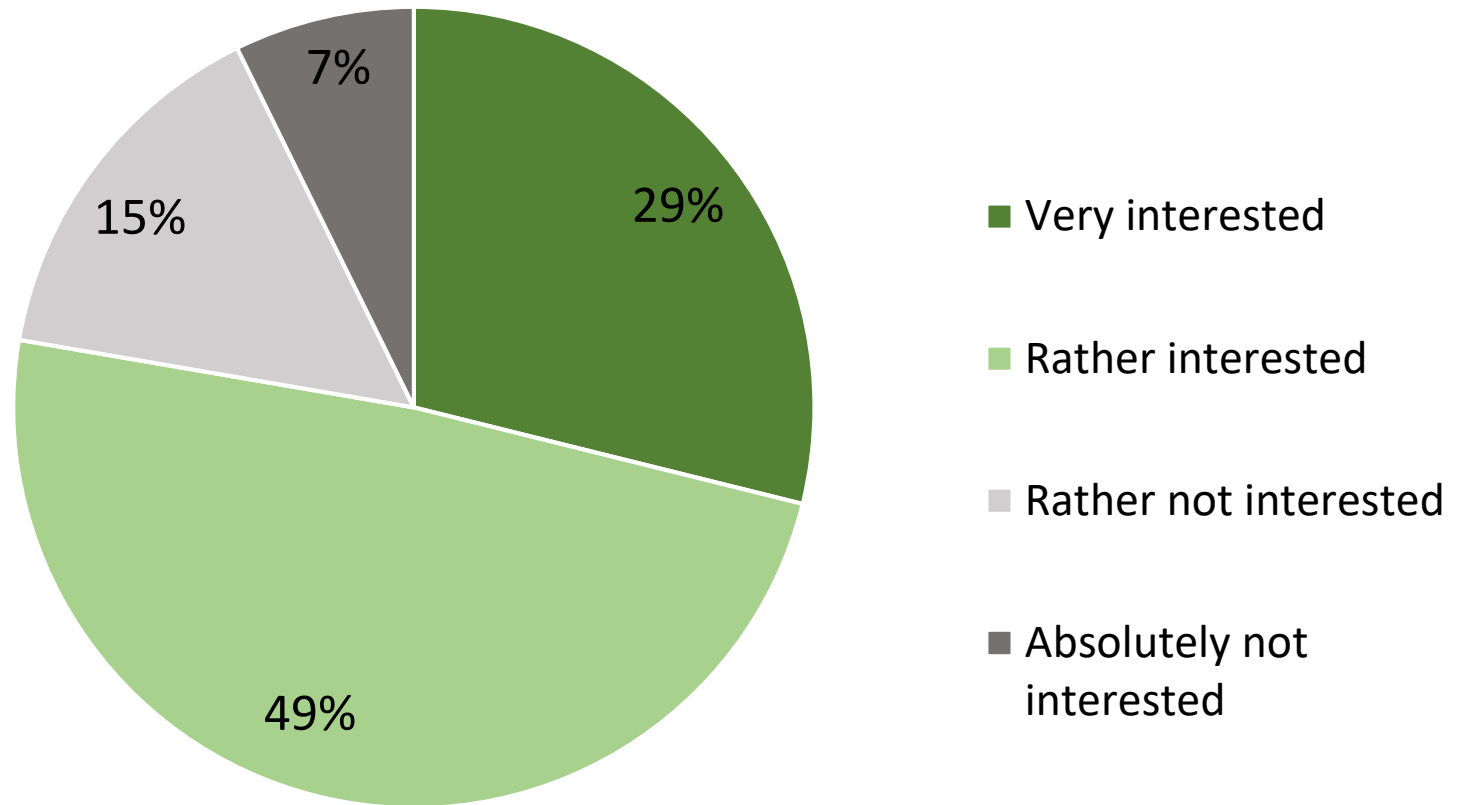


**RAIFFEISEN**

Q : In your opinion, which proportion of Switzerland's energy consumption (heat, electricity, fuel, etc.) is currently covered by imported energy?

N = 1019

# Growing interest in Energy Efficiency features



Q : Imagine that your bank would offer you, in addition to a mortgage, access to a network of partners to improve the energy efficiency of your home. To what extent would you be interested?

N= 424

# Swiss Consumers Care for Green Investments

## GREEN PENSION FUND



**46%** of young people would be interested in investing part of their private pension plan (pillar 3a) in renewable energy projects

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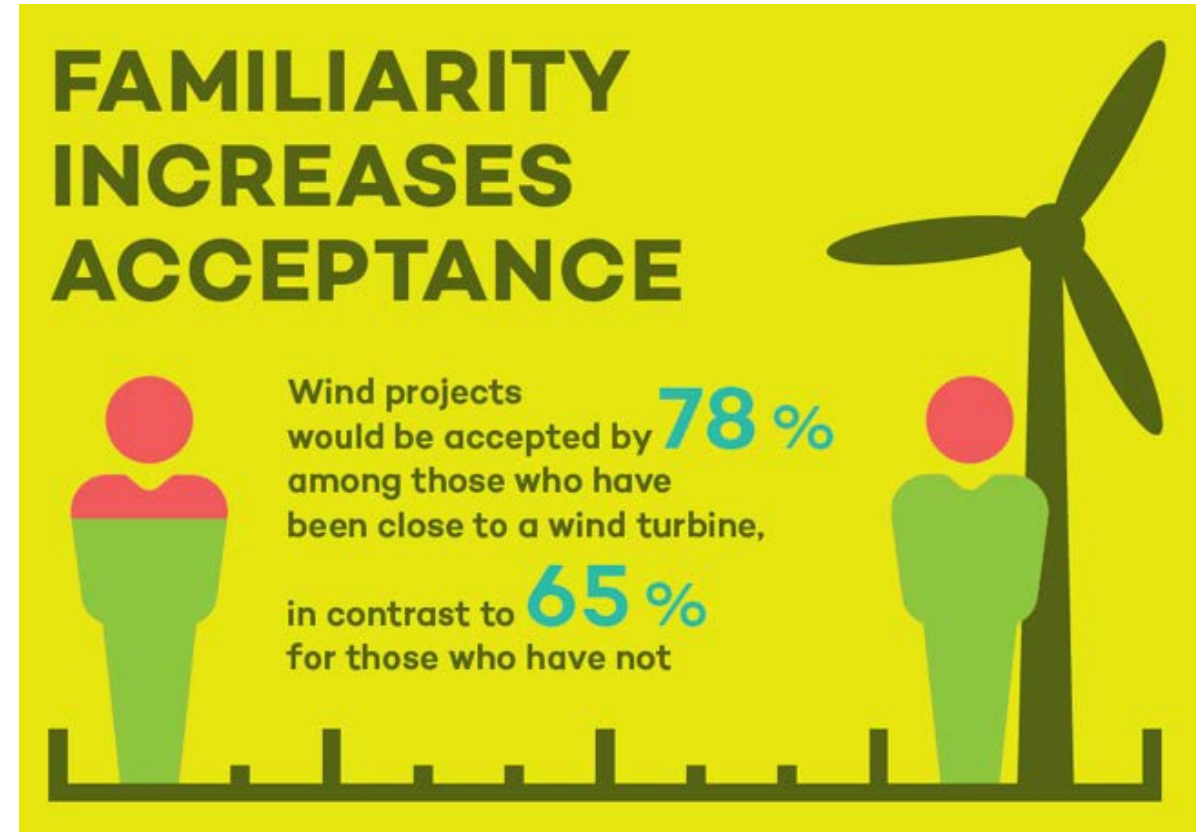
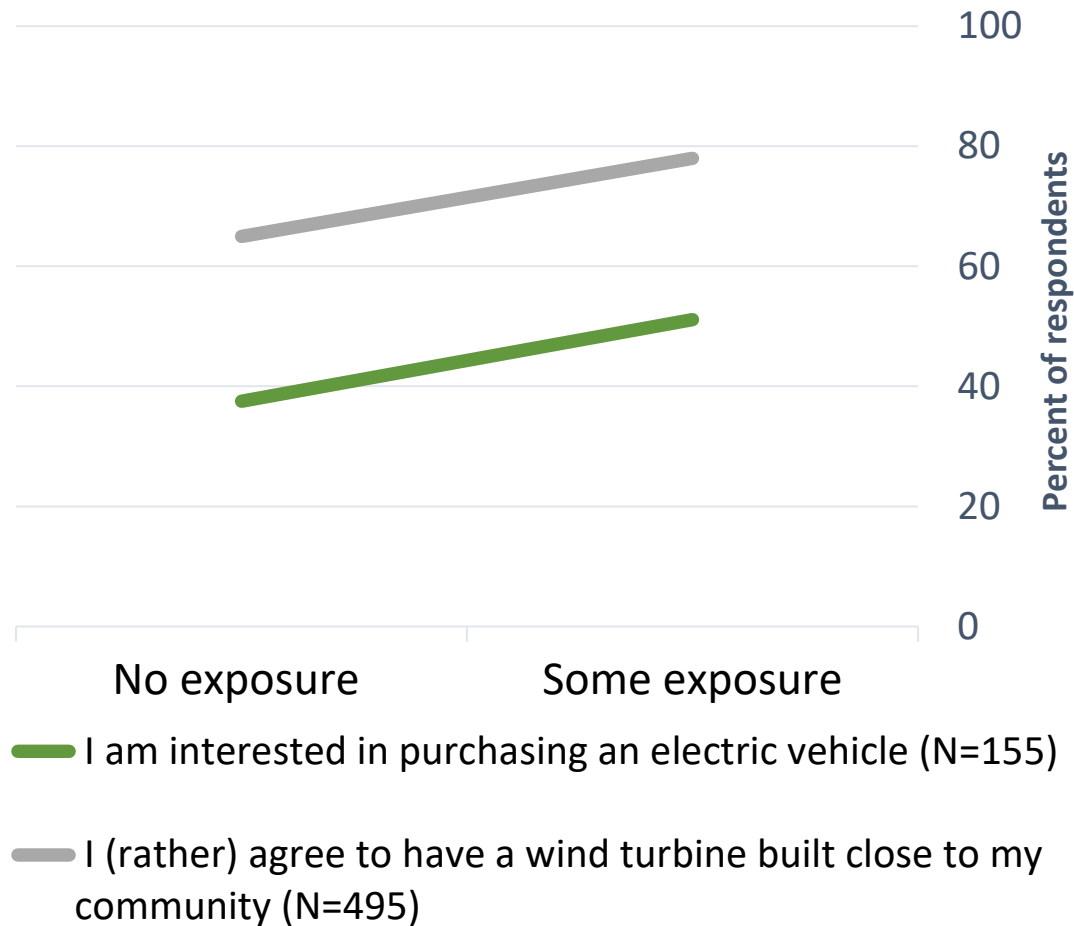
**RAIFFEISEN**

Q : If your bank gave you the opportunity to invest part of your private pension plan (pillar 3a) in renewable energy projects, how interested would you be?

N= 1019

# Social Acceptance: Learning by Doing

## Effects of Exposure on Acceptance



Q. 1:	What type of cars are you interested in buying?
Q. 2:	To what extent do you agree with the following statement? "I would agree to have a wind turbine built close to my community."

# Growing support for liberalizing retail electricity markets

## MARKET LIBERALIZATION



**70%** are in favor of liberalizing the electricity market

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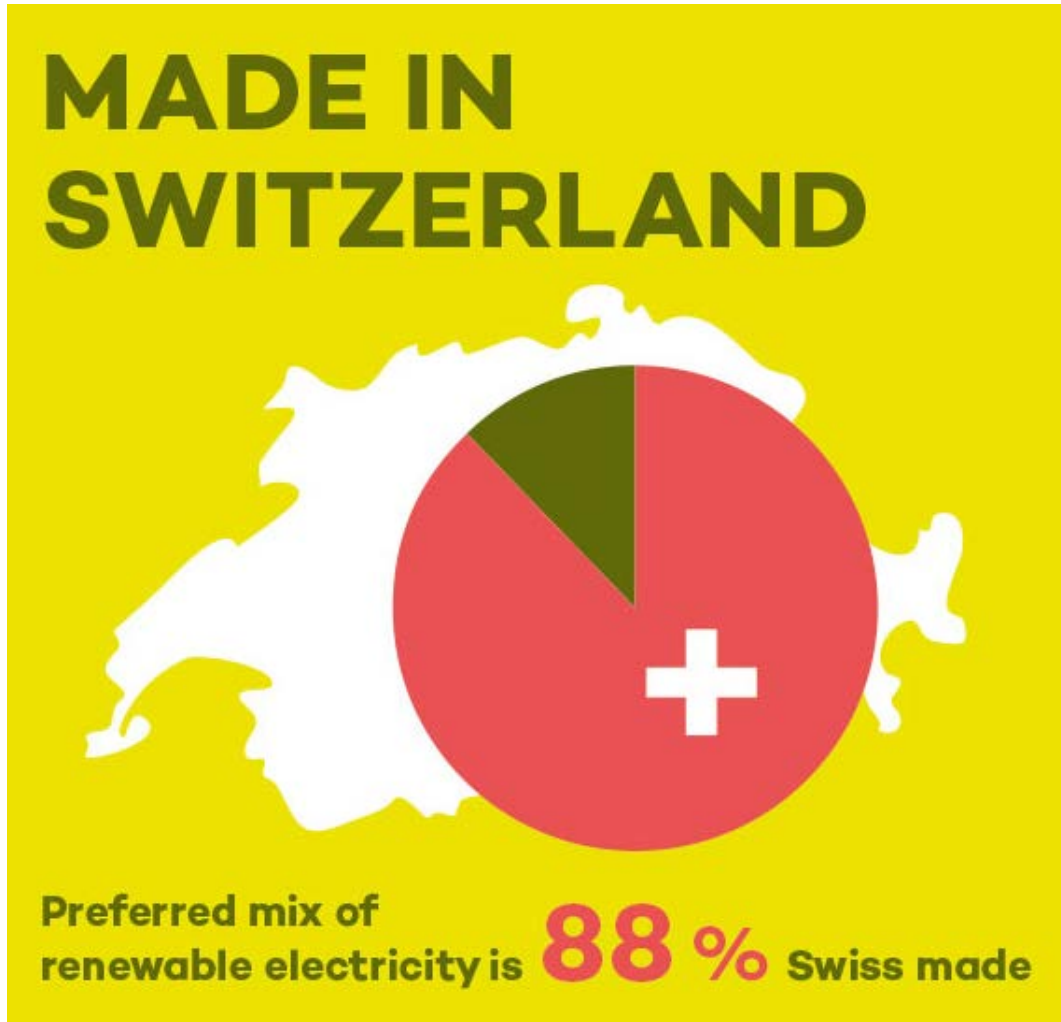


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Q: Do you think that private individuals like you should be able to freely choose their energy provider (market liberalization)?

N = 1019

# Clear Preference for Swiss Made Renewables



Q : The Swiss Energy Strategy plans for the expansion of renewables (11'400 GWh by 2035). How would you like this goal to be reached?  
Please choose your preferred combination of renewable energy projects from the following options. The total amount must be equal to 100%.

A : Hydro in Switzerland %  
Solar in Switzerland %  
Wind in Switzerland %  
Hydro abroad %  
Solar abroad %  
Wind abroad %

N : 1019



The full report can be downloaded at  
(in German, French and English):  
[www.iwoe.unisg.ch/kundenbarometer](http://www.iwoe.unisg.ch/kundenbarometer)

Watch the video at:

<https://youtu.be/0yZ5WXDERMI>



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