



9th Consumer Barometer of Renewable Energy
in cooperation with Raiffeisen Switzerland
and SwissEnergy

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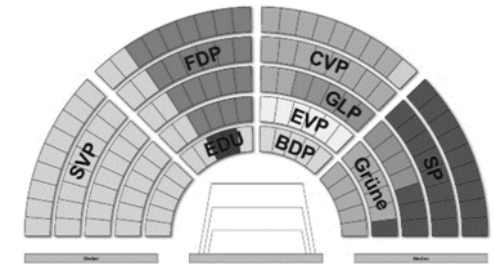
Background Information on Consumer Data

Data Collection	Mar - Apr 2019
Sample Size	1'021 respondents
Size of the overall B2C online panel	80'000 participants



- Representative of the Swiss population:

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



Climate Strikes: support from the Swiss population

N=1021



- 55% (rather) agree that #FridaysforFuture strikes are legitimate
- 61% (rather) think that Switzerland should pursue a more ambitious climate policy in response to the movement.
- 65% (rather) agree with the statement:

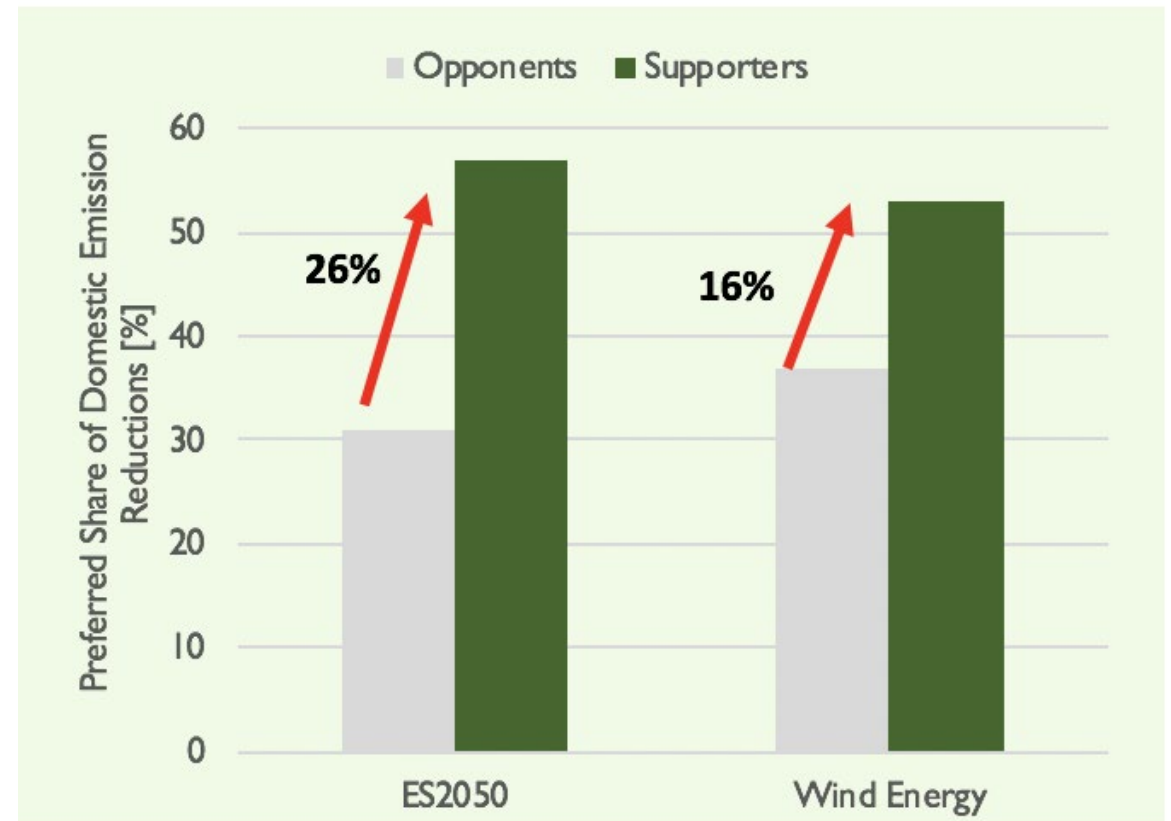
“The behavior of the protesters is totally contradictory - they demand more climate protection, but cannot do without flying and using their smartphones”

Climate policy: Reducing carbon emissions – at home or abroad?

N=1021

Q: "In your opinion, what percentage of the total CO₂ emissions' reduction should be done domestically (within Switzerland)?"

- Only 5% of the respondents want the entire amount of emission reductions to be achieved abroad.
- 62% think that the share of domestic reductions should be 50% or more.



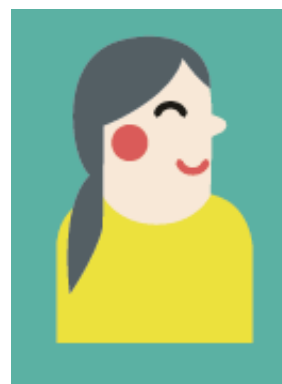
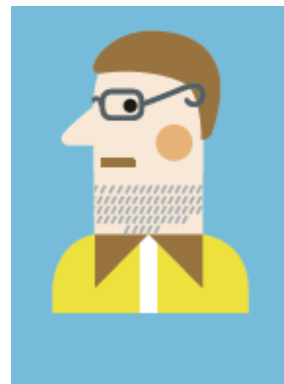
Support for ambitious climate policy but open questions remain...

"What would be the costs of reducing CO₂ emissions in the country versus abroad?"

"How would reducing CO₂ emissions in Switzerland affect my life?"

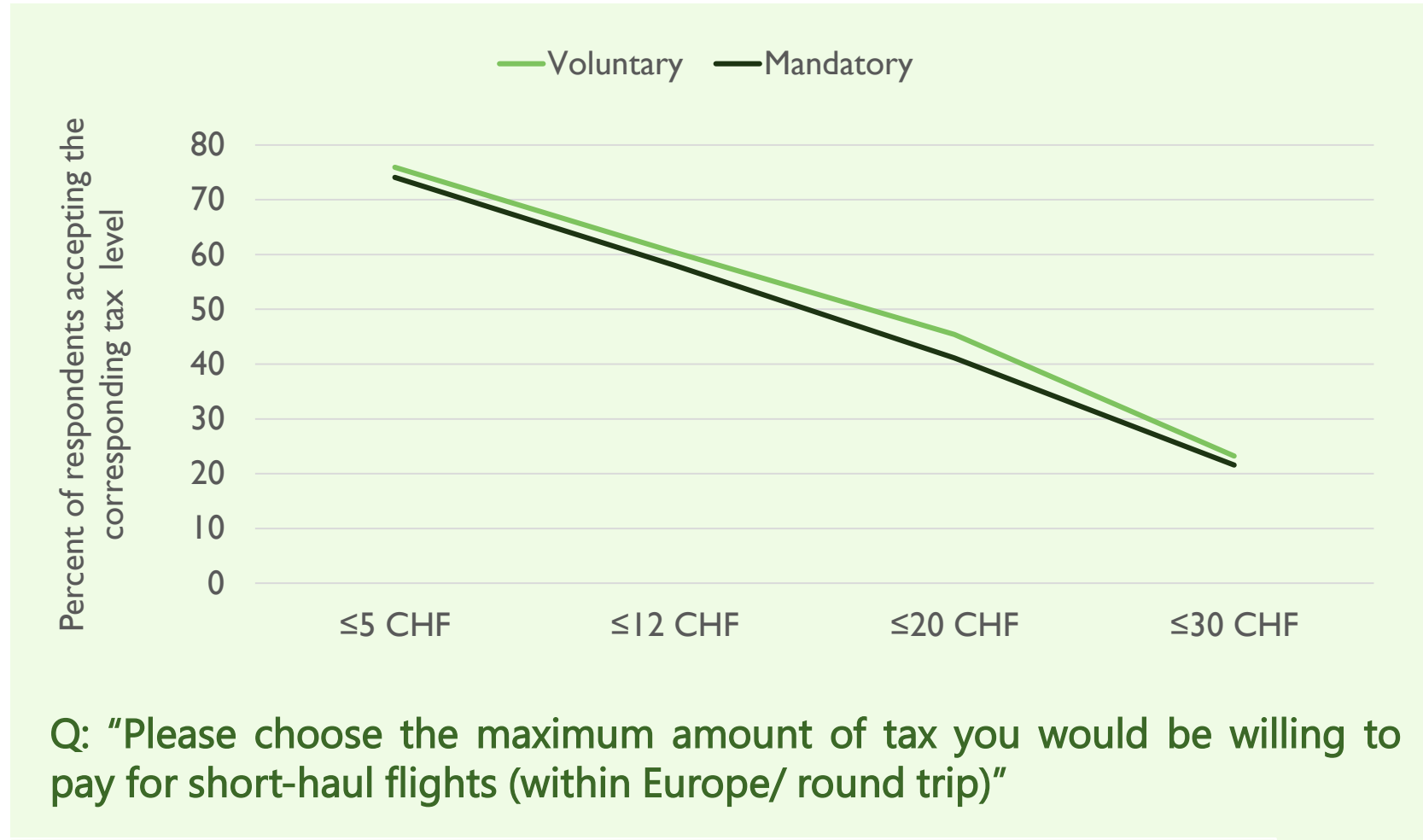
"Which activity produces the most CO₂ emissions?"

"What are other countries doing to reduce their CO₂ emissions?"



From intention to action: willingness to pay airplane taxes

N=850*



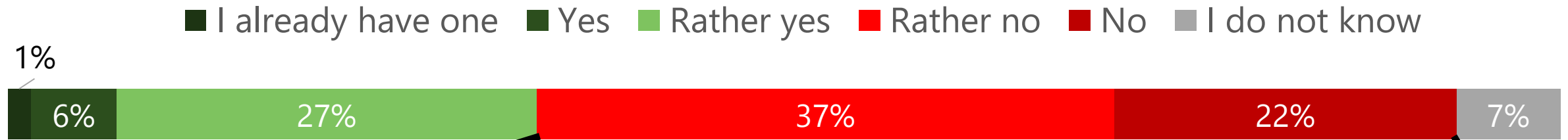
Only 26% of respondents are **against a mandatory tax**.

* only includes respondents who indicated they fly

Mai 24th 2019 | REM Forum

From intention to action: interest in e-mobility

Can you imagine buying or leasing an electric vehicle (EV) in the next two years? (N=887)



You are (rather) not interested in buying an electric car in the next 2 years. Would you be interested at a later date? (N=522)



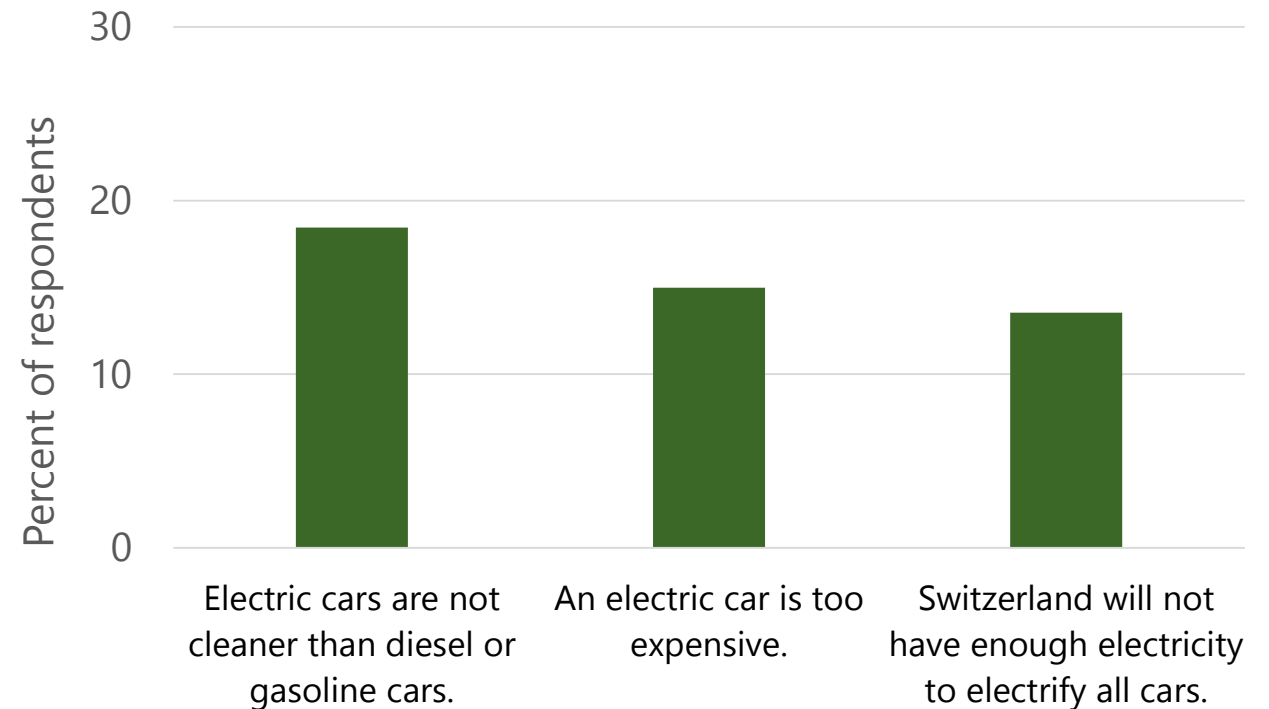
- Yes, in 3 to 5 years
- Yes, in more than 5 years
- No, I am not interested in buying an EV at a later date
- No, I am not interested in buying a car at all.

Electric mobility: Three most important reasons...

... to buy an EV (N=552).

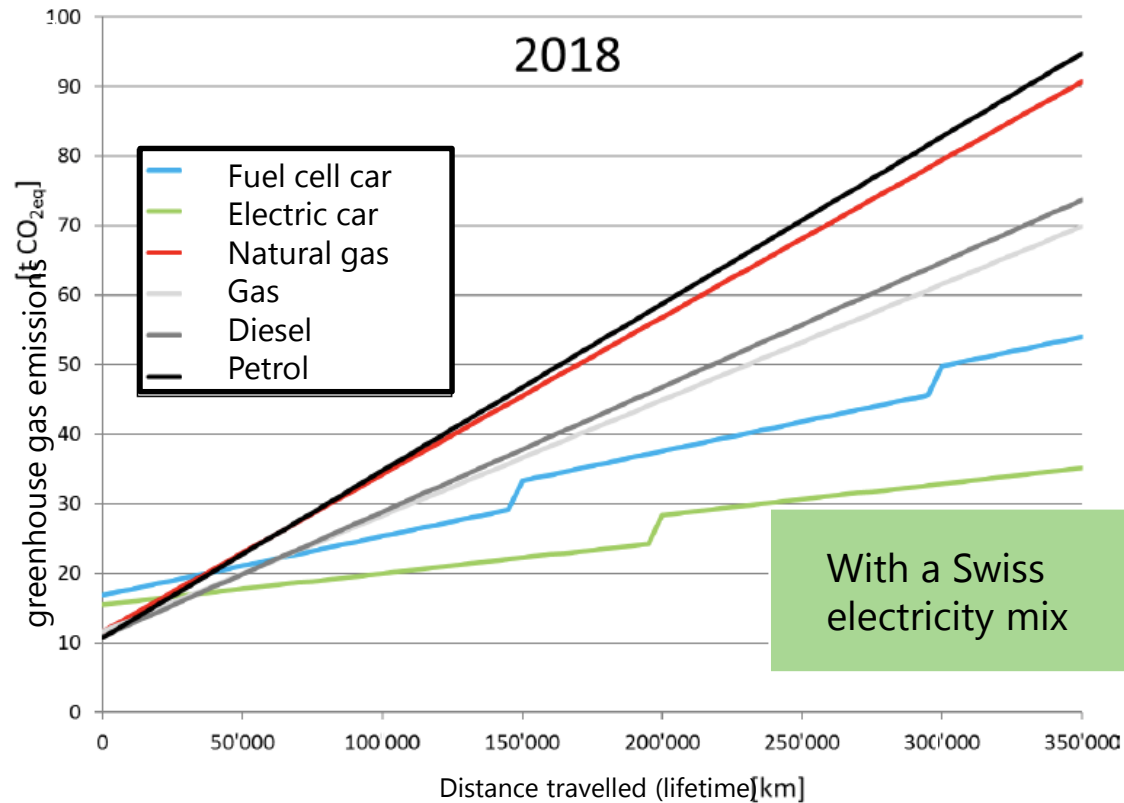


... not to buy an EV (N=255).



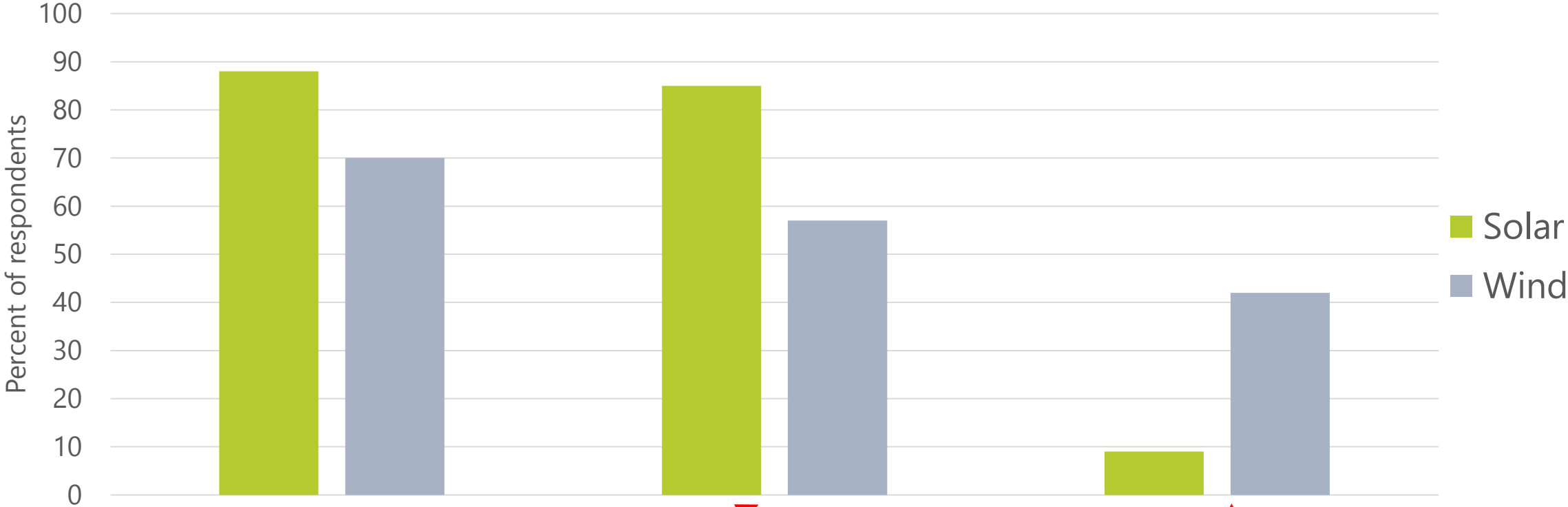
Electric mobility: From hearsay to facts

GHG Emissions during the life cycle



Source: Cox, B. & Bauer, C. (2018): Die Umweltauswirkungen von Personenwagen: heute und morgen. Paul Scherrer Institut, Villigen.

Acceptance of renewable energy: different levels of acceptance (N=1021)



Acceptance

Worry

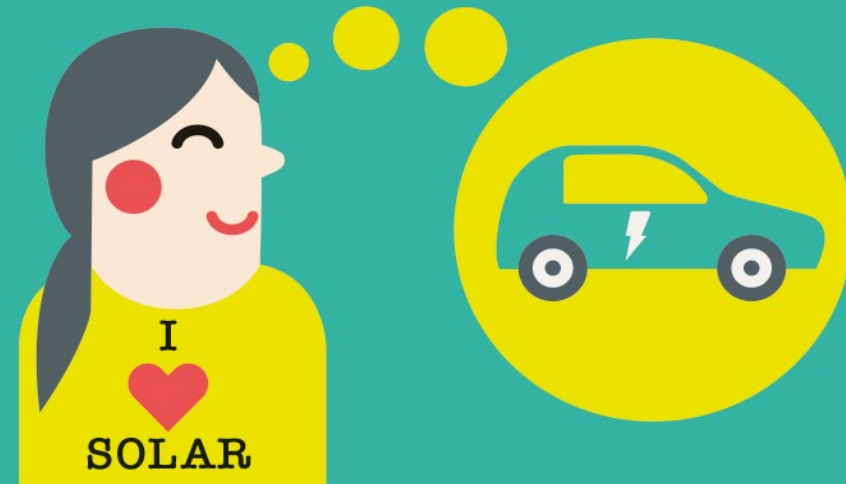
Emotions and energy-related decisions

STRONG FEELINGS ABOUT WIND ENERGY



70% of Swiss consumers are curious about wind energy, while **11%** are angry about it. Men are almost twice as likely to be angry than women.

SOLAR EMOTIONS PREDICT CAR PURCHASES



People who are curious about solar energy are **2x** more likely to buy an electric car.

Conclusions

- In times of climate strikes, 61% of the Swiss population backs more ambitious climate policy, including domestic CO₂ reduction targets.
- Consumers have open questions about how to reduce emissions effectively, and some striking knowledge gaps persist.
- A mandatory flight ticket tax, which would address one of the fastest-growing sectors of carbon emissions, could find voter support.
- Interest in buying EVs is increasing. At the same time, strong opinions on electric vehicles are spreading on both ends of the spectrum.
- Emotions play an important role in understanding how to move from preferences to behavior.

Thank you for your attention!

**The full report (in German, French and English can be downloaded)
at:**

www.iwoe.unisg.ch/kundenbarometer

