



Press release, April 25, 2017

7th Consumer Barometer of Renewable Energy: Survey regarding Switzerland's energy future

81% of the Swiss population support the Federal and National Councils' resolution to reduce greenhouse gas emissions by 50% by 2030. Climate-friendly investments into buildings and transport, both of which cause about a third of Swiss greenhouse emissions, are of great interest to the population: 69% of tenants would rather live in a house with a rooftop solar system and 44% of the respondents contemplate buying an electric car. This has been revealed by the 7th Consumer Barometer of Renewable Energy, a study conducted by the University of St. Gallen's Institute for Economy and the Environment (IWOE-HSG) in close collaboration with Raiffeisen Switzerland.

The UN Climate Agreement adopted in Paris in December 2016 is widely supported by the Swiss population. 81% of the respondents support the Federal Council's decision to reduce Switzerland's CO₂ emissions by half by 2030. 41% of the respondents regard climate protection as a market opportunity for the Swiss economy, by developing and exporting climate-friendly technologies. 10% consider the Paris agreement to be a matter of scaremongering and doubt the scientific consensus about human influence on climate change.

Many actors can shape the future of energy

Should Switzerland import electricity in the future or rely on domestic power generation? If consumers had their say, the electricity mix of 2030 would be 81% "made in Switzerland" and consist of 87% renewables. The respondents envisage a variety of opportunities for shaping their energy future. 69% of tenants would prefer living in a building with a solar system on the roof if they were able to choose between two otherwise identical flats. 72% of the respondents would welcome it if their banks were to install solar panels on their own roofs. And 61% of the respondents could imagine participating in funding a community solar project.

Electric mobility highly popular among young consumers

The current upheaval in the automotive industry is reflected in the stated preferences concerning electric mobility. 44% of the respondents can imagine their next car to be electric. This proportion is slightly higher among men (47%) than women (41%), and it is markedly higher among the under-30-year-olds (55%) than among the over-60-year-olds (31%). Besides environmental aspects, electric mobility appeals to consumers for reasons of convenience and costs: the three strongest drivers are climate protection, convenient recharging at home and low maintenance costs. The greatest bottleneck in consumers' perception is still the low number of public charging stations.

Knowledge gaps about key energy issues

Consumers' knowledge of energy issues is patchy. 52% of the respondents are not aware of the fact that the CO₂ levy is reimbursed to the population through their health insurance bills. One in three of the respondents is able to correctly name the two most important sources of Swiss power generation, hydroelectric and nuclear energy. The greatest gap in people's knowledge concerns dependency on energy imports: only 4% of the respondents know that 75% of Swiss energy demand (heating, electricity, fuels) is covered by imports today, the remaining 96% underestimate the country's dependence on foreign suppliers.

Please find the details of the survey here:

German: http://www.iwoe.unisg.ch/de/iwoe+news/2017/20170424_7teskundenbarometer

English: http://www.iwoe.unisg.ch/en/iwoe+news/2017/20170424_7teskundenbarometer

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The Consumer Barometer of Renewable Energy

First issued in 2011, the annual Consumer Barometer of Renewable Energy is one of the most comprehensive reviews of the Swiss population's preferences on energy topics. The Good Energies Chair for Management of Renewable Energies at the University of St.Gallen has the scientific lead in conducting the study. Raiffeisen Switzerland provides the financial funding for data collection and support the development of the survey.

On the one hand, this year's issue picks up important topics from previous years, such as community financing of renewable energies, energy efficiency in buildings and the population's general perception of renewables and their development in Switzerland. On the other hand, it strengthens the focus on novel themes in the energy sector, such as electric mobility and digitization.

The study is based on a sample of 1'021 Swiss respondents residing in the German- and French-speaking parts of Switzerland. The data was collected in January and February 2017. The sample is representative in terms of age, gender, education, region and political preferences.

Data www.iwoe.unisg.ch/kundenbarometer

Chair for Management of Renewable Energies, University of St.Gallen

The Good Energies Chair at the Institute for Economy and the Environment, University of St.Gallen, focuses on issues related to management of renewable energies, including analysis of investment strategies and policy, as well as research on business models and consumer behavior. The Chair's research has been published in leading academic journals in the field and has informed decision-makers in Switzerland and internationally. The Chair was founded in 2009 and is led by Prof. Dr. Rolf Wüstenhagen.

<http://www.iwoe.unisg.ch/en/lehrstuhlmanagementee>

Raiffeisen: Third Largest Banking Group in Switzerland

Raiffeisen is Switzerland's leading retail bank with 3.7 million clients served in 955 locations across Switzerland. With a 17.2% share of the Swiss mortgage market and CHF 173 billion in loans to clients, we strive to advance sustainable investment together with our corporate and private clients, and as such understand the need to track and assess opportunities and risks of renewable energies. The "Consumer Barometer of Renewable Energy" provides context and valuable insight into customers' views on renewable energy as well as their expectations from financial services providers. Raiffeisen applies these findings by developing sustainability products and services tailored to our clients' needs.

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