

CONSUMER BAROMETER OF RENEWABLE ENERGY 2022

ELECTRIFIED BY THE ENERGY CRISIS



91 % think it is (rather) likely that the crisis leads to more awareness about energy.

CAUSES OF THE ENERGY CRISIS



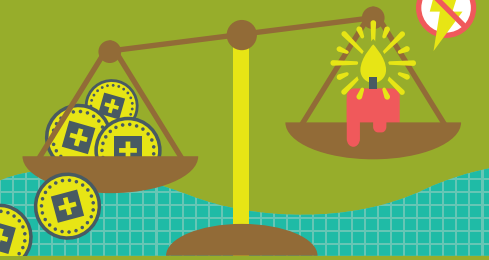
Slow progress in deploying renewables, war and Switzerland's dependence on energy imports are seen as main causes of the current crisis.

WAYS OUT OF THE ENERGY CRISIS



Accelerated planning for hydro & wind power plants is seen as an important step in resolving the energy crisis.

CONSEQUENCES OF THE ENERGY CRISIS



Concerns about economic impacts of the crisis are more widespread than fear of physical shortages. **65 %** worry about their heating bills.

UNTAPPED POTENTIAL FOR BUNDLING



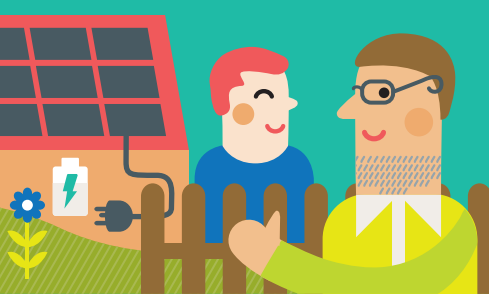
67 % of potential adopters are interested in a bundle of different clean energy technologies.

STRONG FEELINGS ABOUT ELECTRIC CARS



45 % of the Swiss are curious about electric cars. **11 %** are afraid of them.

POSITIVE PEER EFFECTS



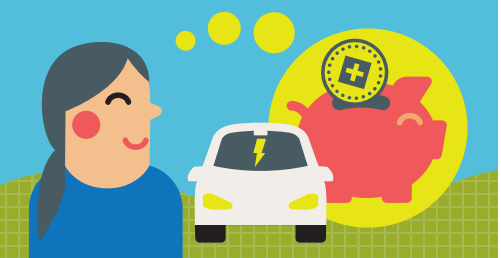
87 % of "early electrifiers" say that people around them have a positive attitude towards these technologies.

WANTED: FINANCING SOLUTIONS



Clean energy technologies are often more expensive to purchase and less expensive to operate. **80 %** see initial cost of heat pumps as a barrier.

FAMILIARITY REDUCES PERCEIVED COSTS



60 % of potential buyers associate electric cars with low operating costs. After purchase, the figure is as high as **89 %**.

GOING PURELY ELECTRIC



70 % of electric car buyers choose a battery electric vehicle, indicating a shift away from plug-in hybrids.

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. It is tracking the evolution of customer preferences on energy and climate-related issues over time and helps to identify emerging trends in areas like energy efficient buildings, electric mobility, social acceptance of wind energy, community financing of renewables, and green investment. The study is based on a representative sample of more than 1'000 respondents in the German- and French-speaking parts of Switzerland.

For more information: www.kuba.iwoe.unisg.ch



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