



Almost nine out of ten Americans agree that the US government should encourage more efficient energy use, according to risk perception survey

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**New York, 19 November 2013 – Almost nine out of ten Americans (87%) agree that the US government should encourage more efficient energy use, according to Swiss Re risk perception survey. As the industry gathers for the Renewable Energy World Conference and Expo this week, Swiss Re’s Risk Perception survey shows that a strong majority of Americans (70%) expect that within the next 20 years, renewable energy sources will provide a substantial portion of the electricity supply in the US.**

Further, the study also found that more than half of Americans (62%) would consider using renewable power in their homes if it was an option provided by their utility company.

Although this data is encouraging, only 9% of respondents in the US reported that they are currently using renewable power in their homes, compared to 22% of those polled in Germany and 21% in both Switzerland and the Netherlands.

Half (53%) of American respondents say that the main reason why renewable energy is not more widely used in the US is because it is too expensive.

“We’ve seen renewable energy gaining economic and political importance around the world, as well as a growing understanding that we must pave the way for future generations to harness the power of renewable sources,” said Mark Way, Head of Sustainability Americas for Swiss Re. “As demonstrated by the survey findings, the level of adoption of renewable energy sources will be determined, in part, by striking the right balance of providing easy access to these technologies at an affordable cost.”

#### Notes to editors

##### About the Risk perception survey

Swiss Re’s [Risk perception survey](#) was carried out in April and May 2013 by The Gallup Organisation – Europe.

Results are based on telephone and online interviews with more than 1 000 people per country, aged 15 and older, conducted in 19 markets. The samples are representative of the total population aged 15 and older in most markets; in five markets, interviews were only conducted in urban areas. The 19 markets selected for this study were:

- Canada, the United States, Brazil (only urban areas) and Mexico
- France, Germany, Italy, the Netherlands, Switzerland, the United Kingdom and South Africa (only urban areas)



- Australia, China (only urban areas), Hong Kong, India (only urban areas), Indonesia (only urban areas), Japan, Singapore and South Korea

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