

Energy literacy, environmental attitudes, and efficient vehicle ownership

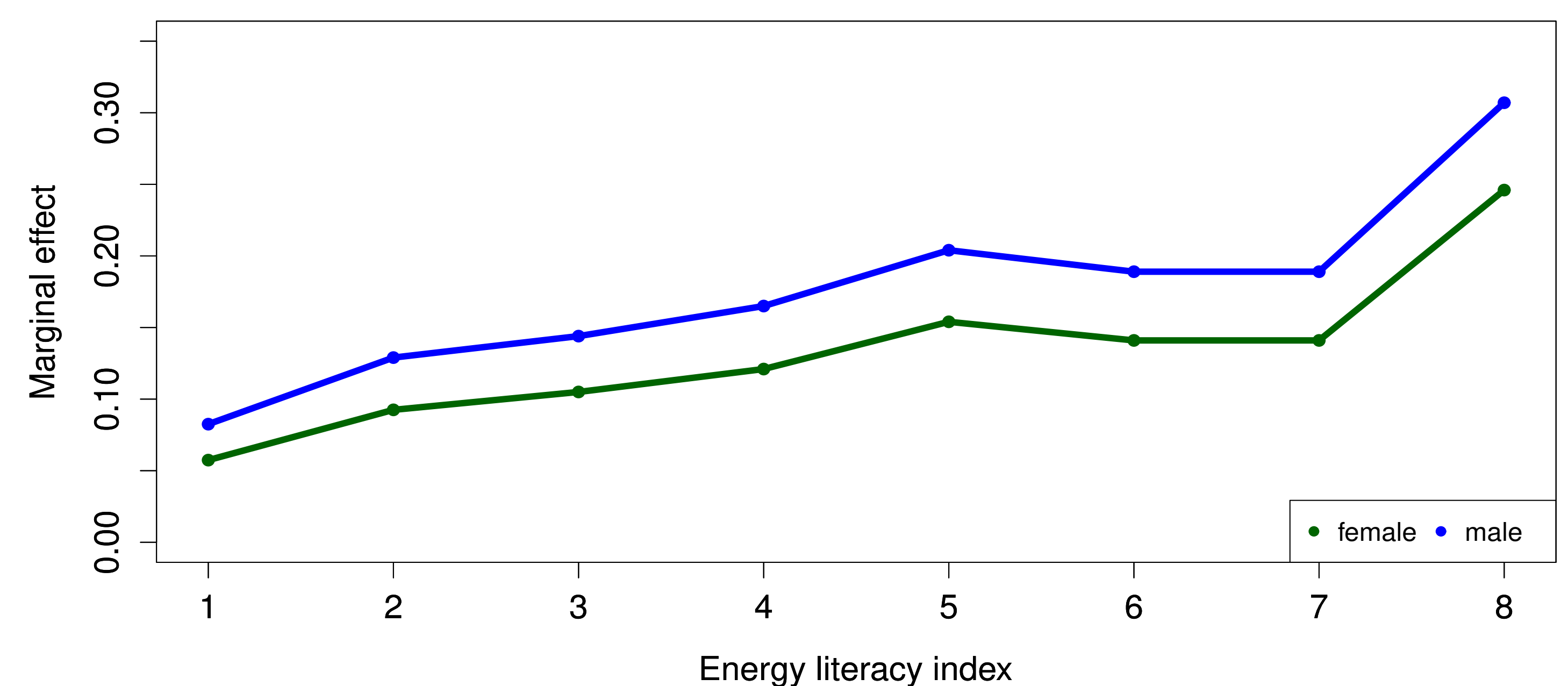
This project analyses the impact of energy literacy and environmental awareness on efficient vehicle ownership. Policies targeting the adoption of fuel efficient vehicles play an important role in reducing fuel consumption and CO₂ emissions. In order for these policies to be effective, consumers need to be aware of the policies and have sufficient knowledge of vehicle related energy consumption. We find that car-specific energy knowledge increases the probability of owning an energy efficient car by 50% on average. Efficient vehicle ownership is also strongly influenced by the level of general energy literacy. A high level of general energy literacy increases the chances of having an energy efficient car to up to 28%. A high degree of environmental awareness and pro-environmental attitudes increases the probability of efficient vehicle ownership by on average 0.5%.

Motivation

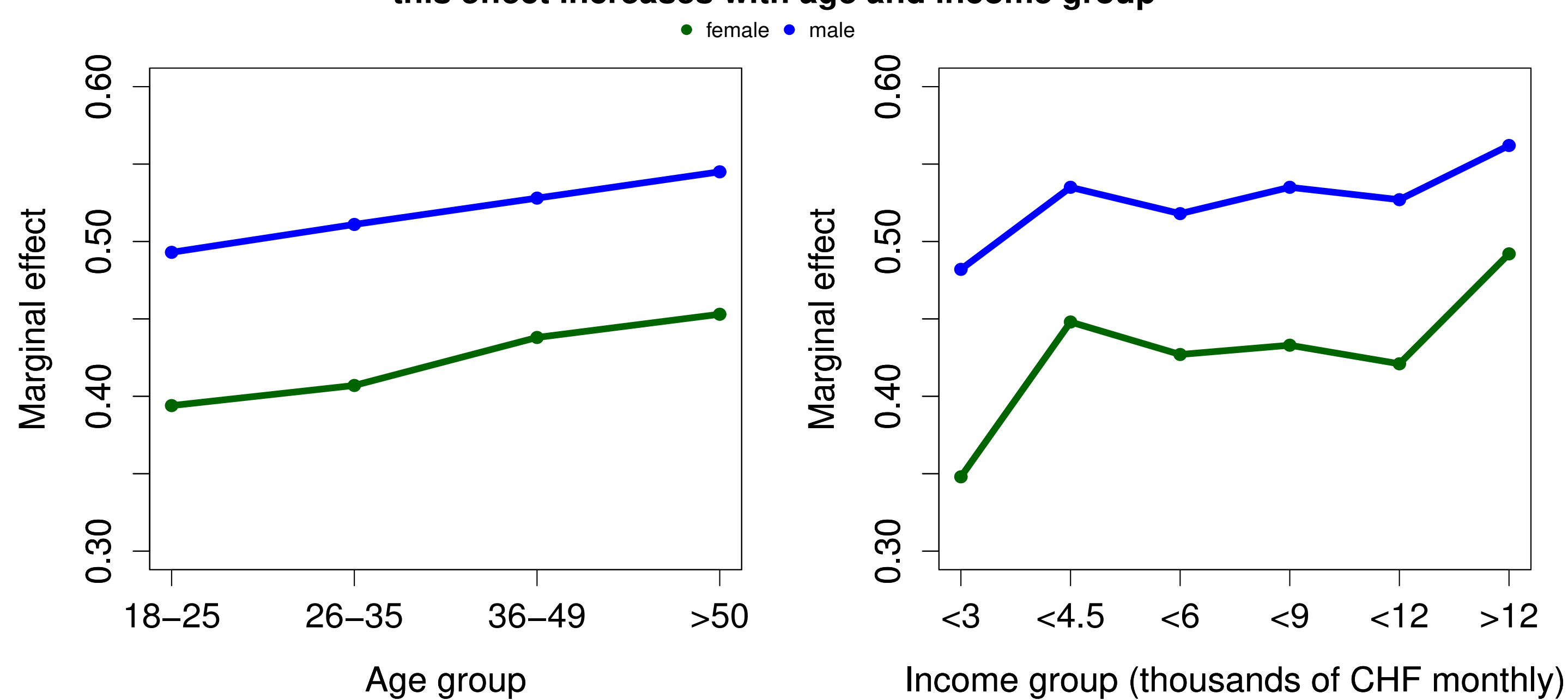
The Swiss transport sector accounted for 36% of total energy consumption in 2015. Switzerland introduced energy labels for vehicles based on relative fuel consumption in 2003; most Swiss cantons further implemented a bonus/malus vehicle tax system based on fuel efficiency for newly purchased vehicles. The success of these policies depends greatly on the awareness and the knowledge level of the consumer who needs to be informed both about the policy as well as of the fuel consumption of the car she wishes to buy.

Results: marginal effects

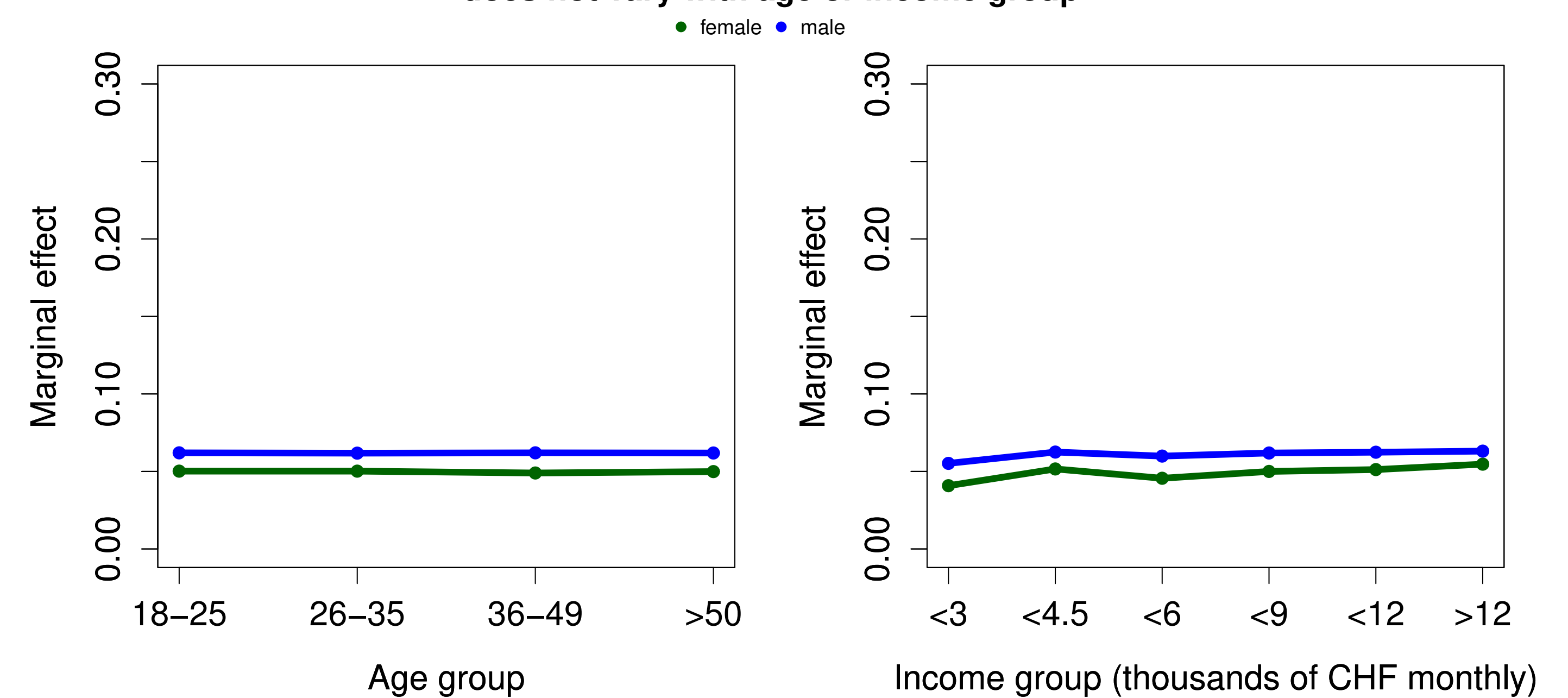
Average marginal effect of energy literacy on efficient vehicle ownership:
a person with a higher level of energy literacy is more likely to own a fuel-efficient car



Marginal effect of knowing your car energy label:
this effect increases with age and income group



Marginal effect of having a pro-environmental attitude:
does not vary with age or income group



Contact

SCCER CREST - Work Package 2 - Task 2.1

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