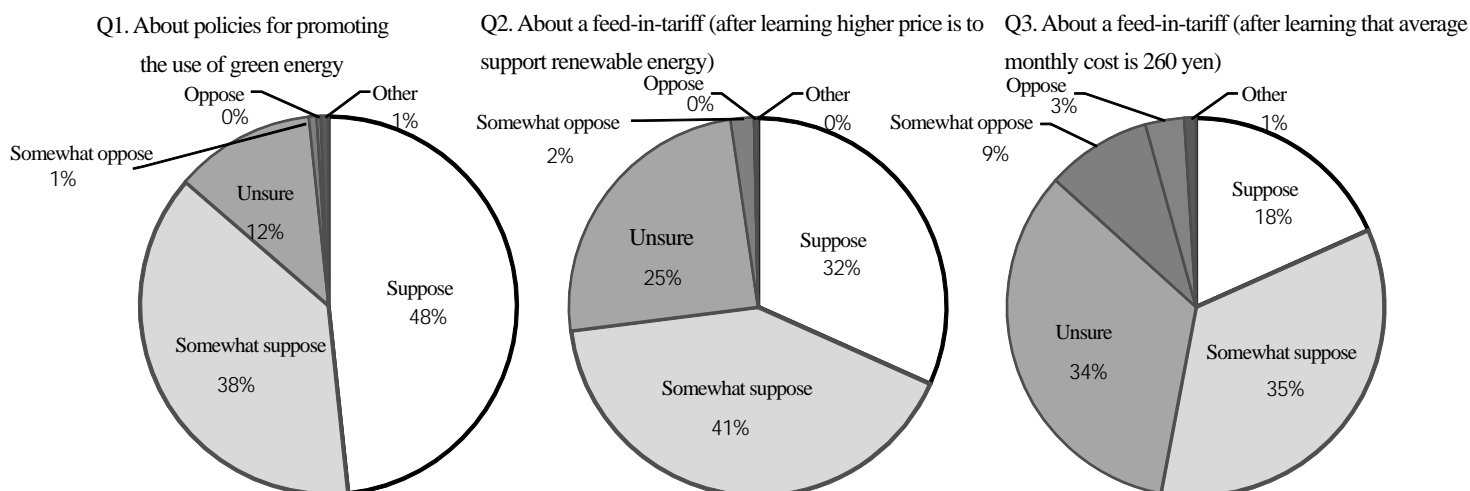


## 53% Support Electricity Feed-In-Tariff Even If Costs Increase: Survey

Homemaker Survey, 5% Opposed Due to Increased Cost

**Tokyo, Japan – February 20, 2009:** e's Inc. (headquartered in Setagaya-ku, Tokyo; President Junko Edahiro) announced today the result of a Survey on Governmental Policies to Combat Global Warming by Promoting the Use of Green Energy. The survey asked respondents to vote “suppose” or “oppose” about policies for promoting green energy, as well as about a feed-in tariff (FIT), an electricity pricing policy to support green energy, before and after they received information about their costs and benefits.<sup>i</sup> Starting at 5:00 p.m. February 16, the survey was open to voluntary respondents via the Internet<sup>ii</sup> until 300 valid responses were received. Female respondents accounted for 99% of the total, and 94% of respondents were between the ages of 25 to 50, which suggests that the survey collected the opinions of homemakers, who are known to keep a close watch on living costs.

The results show that 80% of respondents approved of policies promoting the use of green energy “in general,” and 70% approved a FIT after learning that the system is designed to pay higher prices to buy electricity from renewable sources. After learning that the system would cost each household an average of 260 yen per month, over 50% were in favor, and only 12% opposed the system. Of those opposed, 40% (5% of all the respondents) stated that they are against a FIT because of the increased costs.



Question 4 (Q4) was for free comments. The most common statement was that more explanation and information should be provided (12% of the total), which indicates that most respondents did not fully understand two aspects of the system: Electricity from renewable energy sources is to be bought from entities that have installed the facilities at a high cost; and the cost for the system is spread out among many households by adding a small additional monthly amount to electrical utility rates. This conclusion follows from the result that for Q2 and Q3, 25% and 34% of respondents answered “unsure,” respectively. Concerns and resistance to an increase in costs accounted for 9% of the total, but opposition to a FIT remain at 5% of all comments received, which indicates that while respondents have concerns or resistance, they approve such a policy or at least regard it as worthy of serious consideration. On the other hand, respondents provided numerous positive comments that an increased cost burden is unavoidable (4% of the total). In addition, many stated that policies are needed to reduce initial investment costs (5% of the total).

The survey shows that even under today’s economic recession, homemakers, who are typically careful about the cost of living, hope to create a better environment for the next generation, and more than half of them “approve a FIT even if it leads to an increase in the cost of living.”

The full report can be downloaded (Japanese only) from the Daily Ondanka website managed by e's Inc.  
<http://daily-ondanka.com/>

e's Inc. provides government, businesses, local communities, non-governmental organizations, and individuals with consulting and communication services focusing on sustainability.

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Table 1: Survey Questions

Q1: To stop global warming, besides conserving energy it is also important to shift toward green energy (such as solar and wind power) which produces less carbon dioxide (CO<sub>2</sub>) emissions. While European countries and the U.S. are increasing their ratios of green energy and setting higher goals, Japan's future target remains among the lowest in the world. To change this situation, a policy promoting the use of green energy is proposed in Japan. Do you approve of such a policy?

Q2: One of the policies for promotion of green energy is a "feed-in tariff" (FIT), which requires electric utilities to buy electricity from renewable sources at a higher price, and supports installers of green energy generation stations so that the stations will pay for themselves within around 10 years. More than 35 countries, including Germany, the world's leader in solar power, have introduced such a system, and also in Japan a FIT is proposed as an environmental policy. Do you agree or disagree with a FIT?

Q3: Based on estimates by a study group of the Ministry of the Environment, if Japan introduces a FIT as its main environmental policy, (1) 55 times the current number of solar power stations can be introduced by 2030, (2) about 48 trillion yen of GDP as well as about 700,000 jobs will be created by reducing the use of fossil fuels and increasing the export of solar power stations, (3) the national self sufficiency rate of electricity will increase from 5% at present to about 16%, and (4) CO<sub>2</sub> emissions will be substantially reduced. On the other hand, the electricity charge will rise by an average of 260 yen per month for a typical household, because a portion of the cost for the system is added to electricity prices, and spread among many households. (In consideration of lower income groups, a certain measure would be introduced, for example, the surcharge would not be imposed on consumption below minimum electricity requirements for daily life.) If the electricity rate is increased by 260 yen per month under this system, would you agree or disagree with the introduction of a FIT?

Q4: What do you think about a policy to introduce a FIT in Japan? Please feel free to state whatever is on your mind.

Table 2: Summary of responses to Question 4

More information and explanation required	36 (12%)
Prefer to avoid any increase in electricity rates	27 (9%)
Distrust politics, suspicious of fraud	16 (5%)
Policy is needed to reduce initial investment	16 (5%)
Increased cost burden is not avoidable	12 (4%)
Ten-year payback on investment is too long	10 (3%)
Consideration needed for lower-income groups and the elderly	7 (2%)
Tax money should be used instead of an increase in electricity rates	4 (1%)

<sup>i</sup> "Proposal for Promoting Renewable Energy toward a Low-Carbon Society", the Conference for Reviewing the Renewable Energy Promotion Policies toward a Low-Carbon Society (tentative translation), the Ministry of the Environment, (Feb. 10, 2009) [http://www.env.go.jp/earth/ondanka/conf\\_re-lcs/rcm.html](http://www.env.go.jp/earth/ondanka/conf_re-lcs/rcm.html) (Japanese only)

<sup>ii</sup> Conducted using the online survey platform "Atsumare! Goiken Net" (operated by Herstory Co., Ltd.)