

# **Renewable Energy Awareness and Attitudes Research 2009 Management Summary**

**November 2009**

**Provided by:** GfK NOP Social Research

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## **1. Summary of findings**

- Support for renewable energy remains high; in 2009 over 8 in 10 respondents interviewed said they would support it.
- For every type of renewable energy source tested in the survey at least half of the public claimed to recognise it. Recognition was highest for solar, hydroelectric and wind power technologies.
- The public still see television, newspapers and radio as being the primary influencers of views on renewable energy and, in fact, this influence has grown since last year
- National television continues to be seen the biggest influence and the media type reporting the most favourable views.
- Women were less likely to support renewable energy than men, as were the over 65s compared with younger age groups.
- Social grades ABC1s were more likely than C2DEs to support the use of, as well as targets and policy for, renewable energy.
- Compared with the rest of Great Britain, Highland & Islanders showed greater support for renewable energy use as an alternative to fossil fuels

## **2. Introduction**

### **2.1 Background and objectives of the research**

The Department of Energy and Climate Change (DECC) would like to explore public perceptions of renewable energy in Great Britain. Through the Central Office of Information (COI), GfK NOP Social Research was commissioned to interview the general public, in spring 2009, about awareness and attitudes toward these issues. This survey forms the fourth wave of an annual survey that began in 2006.<sup>1</sup>

The main objectives of the research were:

- To measure the level of awareness of renewable energy
- To assess attitudes to renewable energy
- To investigate which factors influenced these opinions
- To monitor perceptions of recent media coverage of renewable energy

This report details the key findings from this wave of research and highlights the key changes that have taken place over time. Unless otherwise stated, differences are all statistically significant.

### **2.2 Methodology and sample overview**

The survey was conducted over the telephone using CATI (Computer Aided Telephone Interviewing). This was the same methodology that was used at previous waves of the survey to ensure comparability at previous waves of the survey.

A sample of 1949 adults (aged 16+) in Great Britain were interviewed using GfK NOP's Telebus (telephone omnibus survey) over the weekends of 20<sup>th</sup> - 22<sup>nd</sup> March and 27<sup>th</sup> - 29<sup>th</sup> March. Residents in the Highlands & Islands only account for a small proportion of the Telebus interviews so a boost sample of 100 telephone interviews was also conducted in this area (using RDD sample selected by postcodes applicable to that area). Both surveys were

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<sup>1</sup> The survey was originally carried out for DTI, then for BERR. The Department of Energy and Climate Change (DECC) was created in October 2008, bringing together energy policy (previously with BERR - the Department for Business, Enterprise and Regulatory Reform) with climate change mitigation policy (previously with Defra - the Department for Environment, Food and Rural Affairs).

exactly the same but the boost survey was undertaken in order to provide a robust data set for the Highlands & Islands, to allow independent analysis of this region, as in previous years. The omnibus survey would not provide enough data for the Highland & Islands population to be analysed on its own. This approach is consistent with previous waves of the survey.

The data for both waves of the survey was combined and weighted so that Highlands & Islands sample was in proportion with GB as a whole. The region accounts for 0.74% of the total British population aged 16+.

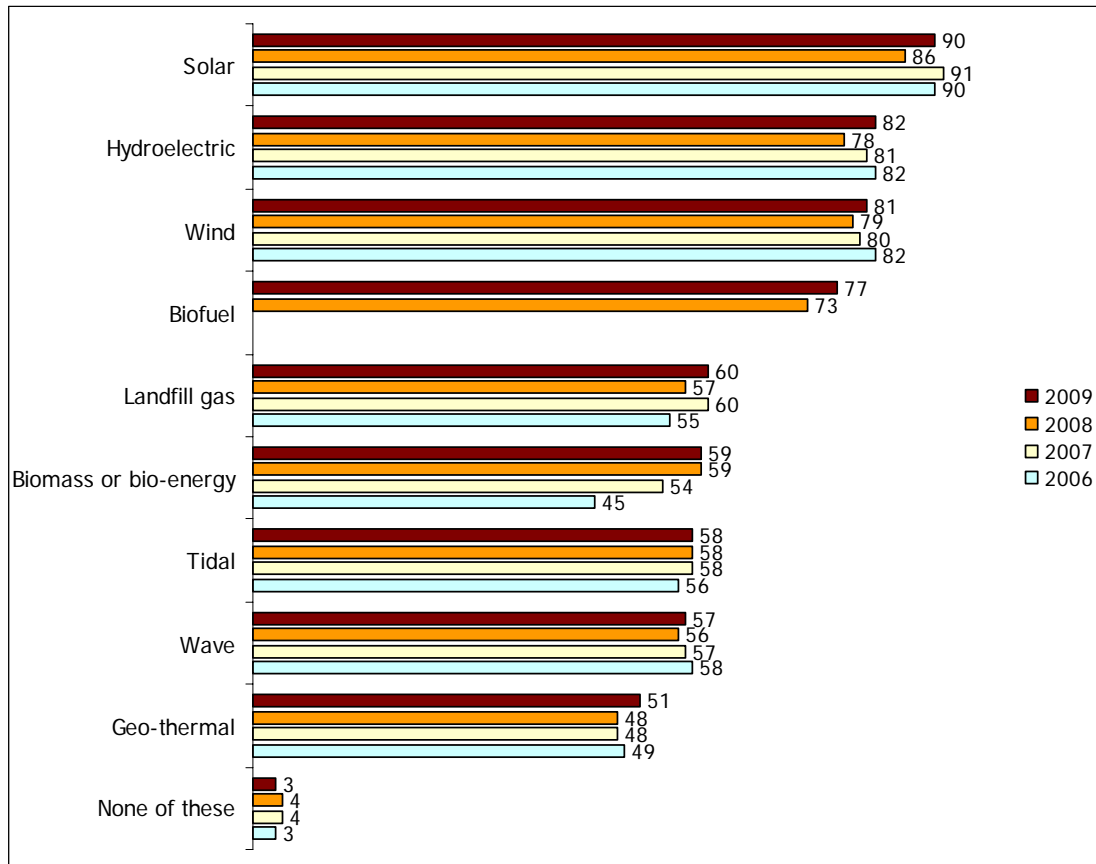
### **3. Key Findings**

#### **3.1 Prompted awareness of renewable energy sources**

Respondents were asked which of a number of sources of renewable energy they had heard of. Figure 1 illustrates that in 2009 solar (90%), hydroelectric (82%) and wind (81%) remained the most recognised forms of renewable energy and, after a slight drop in awareness last year, have returned to levels seen in 2007.

There has been a notable rise in awareness of biofuel, which was a new source added to the list in 2008. Seventy seven per cent of respondents were aware of biofuel, up from seventy three per cent in 2008. In general, awareness of renewable energy sources has not changed since last year.

**Figure 1: Which of the following sources of renewable energy have you heard of?  
By wave (%)**



Q1. All respondents (base size: 2006 wave - 2032, 2007 wave - 1970, 2008 wave - 2047, 2009 wave - 2049)

### 3.1.2 Prompted awareness by age and sex

- Recognition of at least one renewable energy source has remained high across all four waves of research with only 3% of the sample not recognising any sources read out to them. However, among the 65 and over age group this increased to 7%, making them the age group least aware of any type of renewable energy source.

- An increase in awareness of the various sources amongst the 16 - 24 age group can be observed (with the exception of biomass or bio-energy) - although this was only statistically significant for two renewable sources though: biofuel and landfill gas.

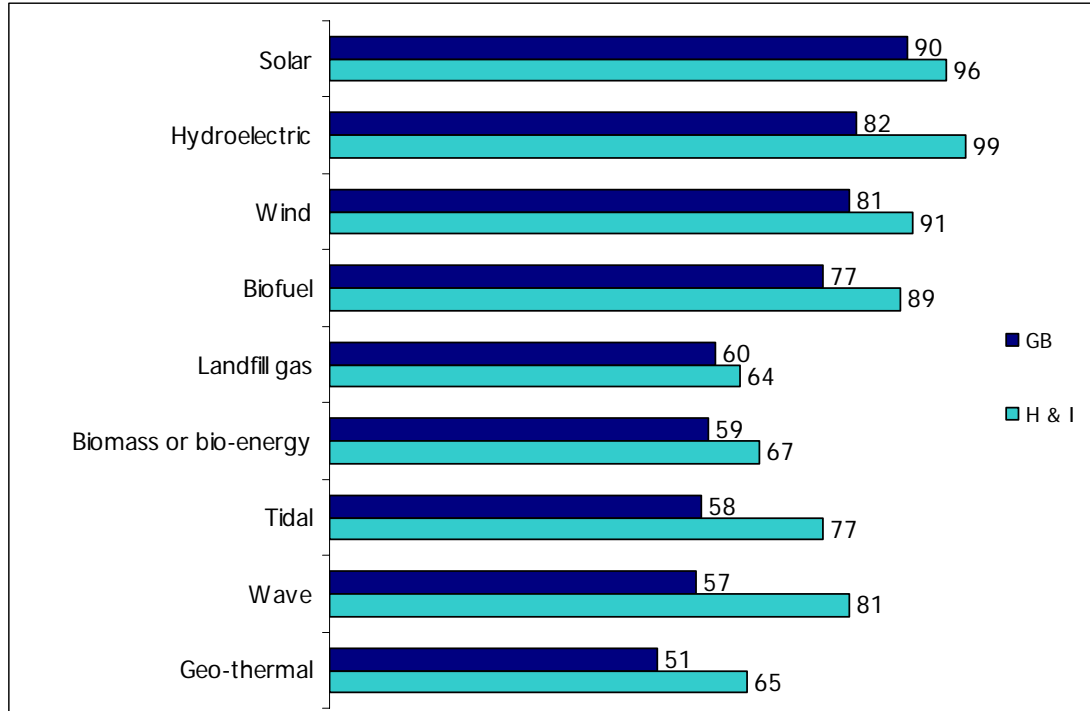
- Men showed greater awareness than women of most of the renewable energy sources listed. This is consistent with results across all previous waves.

### 3.1.3 Prompted awareness by region

- The Highlands & Islands region has consistently, across all four waves of the research, shown higher levels of awareness of most renewable energy sources, compared with Great

Britain as a whole. Figure 2 illustrates that in 2009 residents of the Highlands & Islands were more likely to be aware of the various sources compared with the overall GB population.

**Figure 2: Which of the following sources of renewable energy have you heard of?  
By region (%)**



Q1. All respondents (base size: GB – 2049, Highlands & Islands – 111); ‘none of these’ response not shown

- This year, Highlands & Islands respondents showed greatest awareness of hydroelectric (99%) and solar (96%), with solar replacing wind as the second most widely recognised source in the region. Since 2008, awareness of wind amongst Highlands & Islands respondents has dropped from 95% to 91%.

- Residents of Scotland showed higher levels of awareness of hydroelectric (92%) than Great Britain as a whole (82%).

- Levels of awareness of each of the sources of renewable energy did not differ significantly from the GB average across all other geographical regions included in the sample.

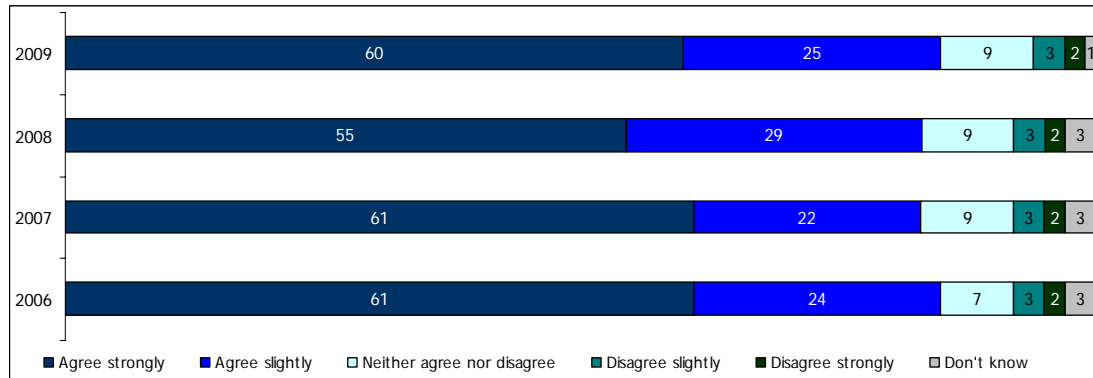
### 3.2 Attitudes to renewable energy

Respondents’ attitudes towards renewable energy were tested using six statements relating to the subject. They were asked to what extent they either agreed or disagreed with each statement. Their responses are illustrated in figures 3 - 8.

Since last year, there has been very little change in opinion about each. On the whole, attitudes to renewable energy remain positive.

We will look in more detail at each statement:

**Figure 3: “I support the use of renewable energy”. By wave (%)**



Q2. All respondents (base size: 2006 wave - 2032, 2007 wave - 1970, 2008 wave – 2047, 2009 wave - 2049)

- There has been little variation, over the four waves of research, in the level of overall support for the use of renewable energy, with 85% of respondents agreeing that they support it. Yet this year more people tended to ‘strongly’ agree (60%) than in 2008 (55%).

- Men were more likely to say they support the use of renewable energy than women (91% of men agreed, compared to 80% of women), as has been the case since tracking began. This year showed the greatest difference yet between the sexes in terms of levels of agreement with the statement.

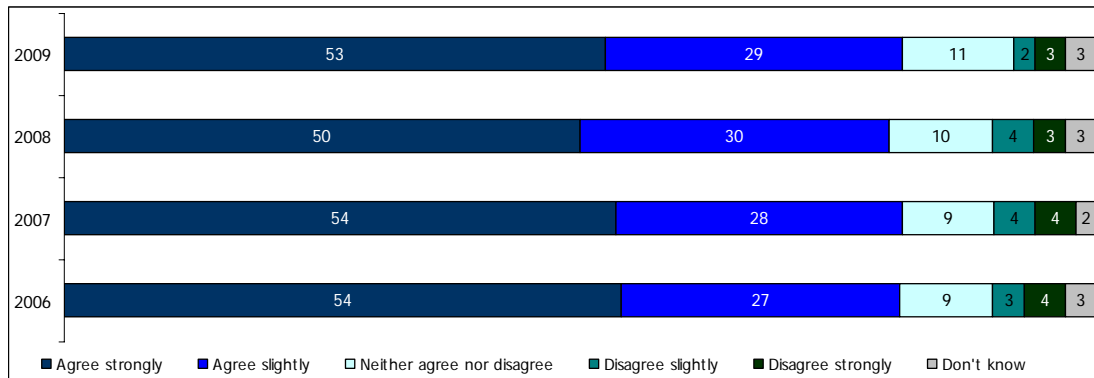
- The 65 and over age group were most likely to disagree with this statement (8% disagree compared with 4% of those under 65), again consistent with previous waves.

- Those belonging to social classes AB and C1 were more likely to support the use of renewable energy compared to the other classes (92% and 89% agreed respectively, compared with 83% for C2s and 78% DEs).

- Also similar to previous waves, regionally, the strongest support for renewables was in the Highlands & Islands where seventy eight per cent of residents agreed strongly that they support the use of renewable energy and twenty per cent agreed slightly



**Figure 4: "I am in favour of the use of wind power". By wave (%)**



Q2. All respondents (base size: 2006 wave - 2032, 2007 wave - 1970, 2008 wave - 2047, 2009 wave - 2049)

- There was a high level support for the use of wind power again at this wave of research, with 8 in 10 respondents (81%)<sup>2</sup> agreeing that they were in favour. This figure has remained fairly constant across the four waves of research.

- The oldest age group was least likely to favour the use of wind power; only 45% over 75s strongly agreed and 29% agreed slightly.

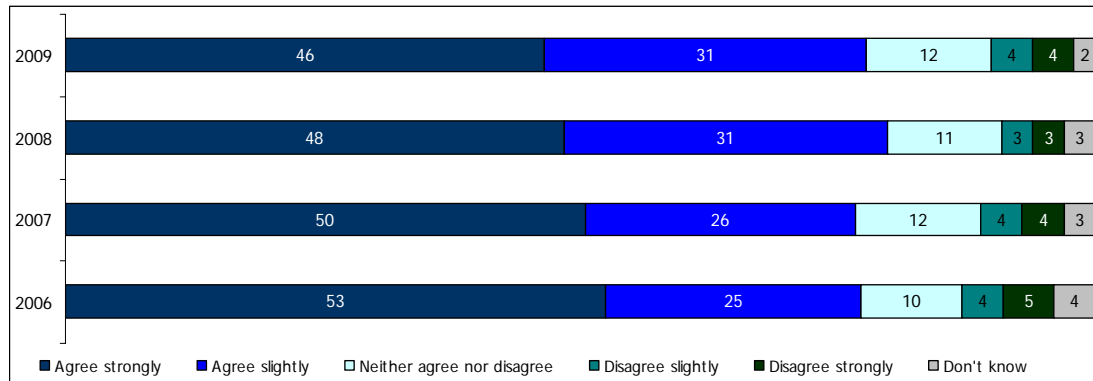
- A notable increase can be seen in those aged 16 - 24 who favour wind power. Last year, they were the second least likely age group to agree with this statement, but this is no longer the case, with 83% in favour of the use of wind power (up 9 percentage points from 74% recorded in both 2007 and 2008).

- The oldest age group were still most likely to actively disagree with wind power use (9% disagreed), but the proportion of the group disagreeing with the statement has fallen by 5 percentage points since last year.

- The Highlands & Islands region demonstrated the strongest support for wind power (90% agreed compared to 81% in GB overall) for the second consecutive year. Yorkshire also showed a significantly higher level of support for the use of wind power (88%) compared with the GB average.

2 Due to rounding, the total responding 'agree strongly' and 'agree slightly' gives a proportion that is lower than the constituent proportions added together i.e. 1077 out of 2049 agree strongly (53%) and 591 out of 1077 agree slightly (29%) - together this makes 1668 out of 2049 - which is rounded down to 81%

**Figure 5: “I support the Government’s policy of generating 10% of our electricity needs from renewable energy by 2010”. By wave (%)**



Q2. All respondents (base size: 2006 wave - 2032, 2007 wave - 1970, 2008 wave – 2047, 2009 wave - 2049)

- There was a high level of support for the Government policy of generating 10% of electricity from renewable energy by 2010 (78%)<sup>3</sup>, as has been the case across all waves of research.

- Those aged 65+ were the least likely to agree with this statement (73%). This contrasts with those in the adjacent age bands (45 - 54 and 55 – 64), who were the most likely to agree (81%).

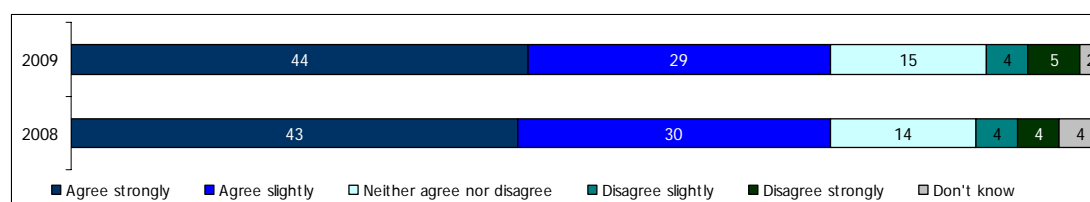
- Social classes AB and C1 were most likely to strongly agree to support the Government policy (52% compared to 41% of classes C2 and DE).

- Support for the policy regionally was strongest in the Highlands & Islands, where 92% of residents agreed with the statement. This represented a 9 percentage points increase on the level of support recorded in 2008 (83%).

- For the fourth consecutive year, those citing living near a renewable energy development as an influence on their views were again more likely to support this policy (85% compared with 76% of those who did not).

<sup>3</sup> Due to rounding, the total saying ‘agree strongly’ and ‘agree slightly’ gives a proportion higher than the constituent proportions added together.

**Figure 6: “I support the target for European Union countries to source 20% of the EU’s energy needs from renewable energy by 2020. This includes heat, transport and electricity”. 2008 and 2009 (%)**

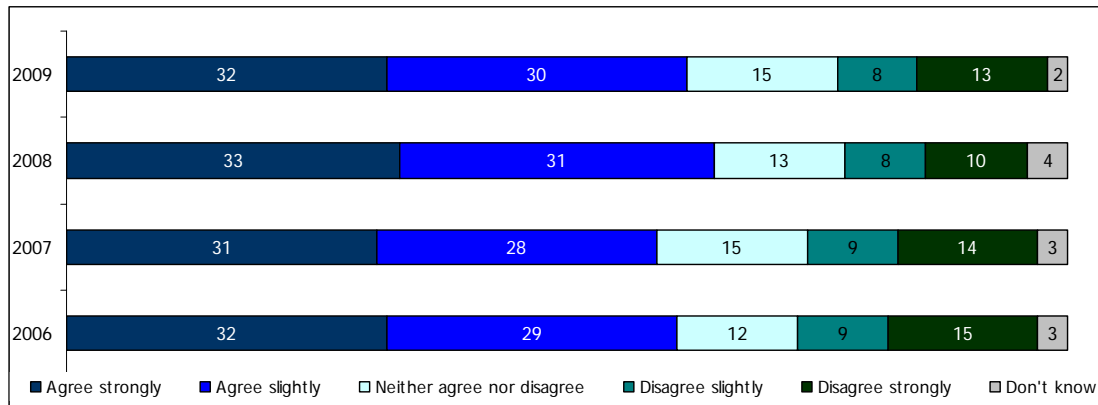


Q2. All respondents (base size: 2008 wave – 2047, 2009 wave - 2049)

- Support for the EU target has stayed roughly the same as last year, when the statement was added to the survey (73% compared to 74%<sup>4</sup> in 2008). Men were again more likely to agree with the statement than women (76% and 70% respectively).
- The oldest age group (65+) were least likely to agree with this statement; 63% agreed compared to 76% of those aged between 16 and 64. There was still a higher proportion of this age group stating don't know (6%) than amongst the total population, but this had fallen from 11% in 2008. The older group were also more likely than any other age band to actively disagree with the statement, with 14% disagreeing compared to 8% of those aged between 16 and 64.
- There was greatest support for the EU target amongst those aged 45 – 64 (79% agreed with the statement).
- Those belonging to social classes AB and C1 were more likely to agree (77%) than social classes C2 and DE (68%).
- As was the case in 2008, support for this target was strongest in the Highlands & Islands region (81% agree compared to overall GB support of 73%), although this difference was not statistically significant.
- There was greater support for the EU target amongst those who were influenced by living near a renewable energy development (80% agreed with the statement) than those who did not (71%). This was also the case for those influenced by living near a fossil fuel power station (79% agreed compared to 72% of those who were not influenced). These results are consistent with last year's findings.

<sup>4</sup> Due to rounding, the total saying 'agree strongly' and 'agree slightly' gives a proportion higher than the constituent proportions added together

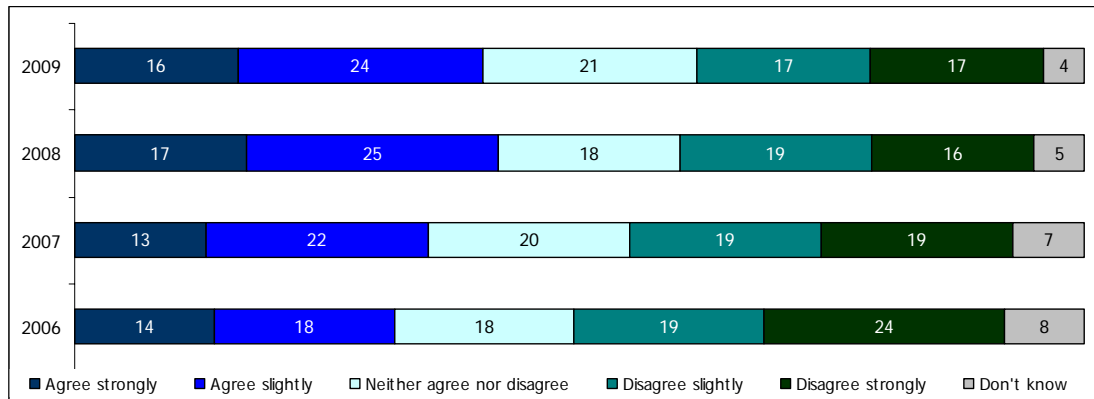
**Figure 7: "I would be happy to live within 5km (3 miles) of a wind power development". By wave (%)**



Q2. All respondents (base size: 2006 wave - 2032, 2007 wave - 1970, 2008 wave - 2047, 2009 wave - 2049)

- Those saying that they would be happy to live within 5km of a wind power development (62%) has fallen this year, after an increase at the previous wave.
- Consistent with previous findings, men were happier than women to live near this type of development - 70% of men agreed with the statement compared to 56% of women. The proportion of women who agreed has fallen from 61% in 2008.
- Regionally, residents in the Highlands & Islands and were most likely to agree with this statement (75%). Yorkshire also demonstrated higher levels of agreement compared to the national average overall (71% vs. 62%).
- Those influenced by living near to a renewable energy development were more likely to agree with this statement compared with those who did not (79% compared to 58%), as had been found in previous waves of the survey.

**Figure 8: “Renewable energy sources are too costly and this outweighs the environmental benefits they may have”. By wave (%)**



Q2. All respondents (base size: 2006 wave - 2032, 2007 wave - 1970, 2008 wave - 2047, 2009 wave - 2049)

- For the second consecutive year, more of the sample agreed than disagreed to this statement. Whilst a rise in agreement had been observed between 2007 and 2008 this trend has not continued: agreement has fallen between 2008 and 2009 (although this change was not statistically significant). In 2009, 40% said that they agreed that renewable energy sources are too costly and that this outweighs the environmental benefits, compared with 42% in 2008 and 35% in 2007.

- Those in the youngest age group (16 – 24 year olds) disagreeing with this statement have increased to 39% in this wave (from 30% in 2008). This group are now more likely to have an opinion on this issue compared with last year. They are no longer more likely to say 'neither agree nor disagree' than older groups (the proportion giving this response has fallen from 22% in 2008 to 15% in 2009).

- Whilst the oldest age group remain the most likely to feel uninformed on this issue, with 8% saying don't know, this proportion has fallen since last year (14%).

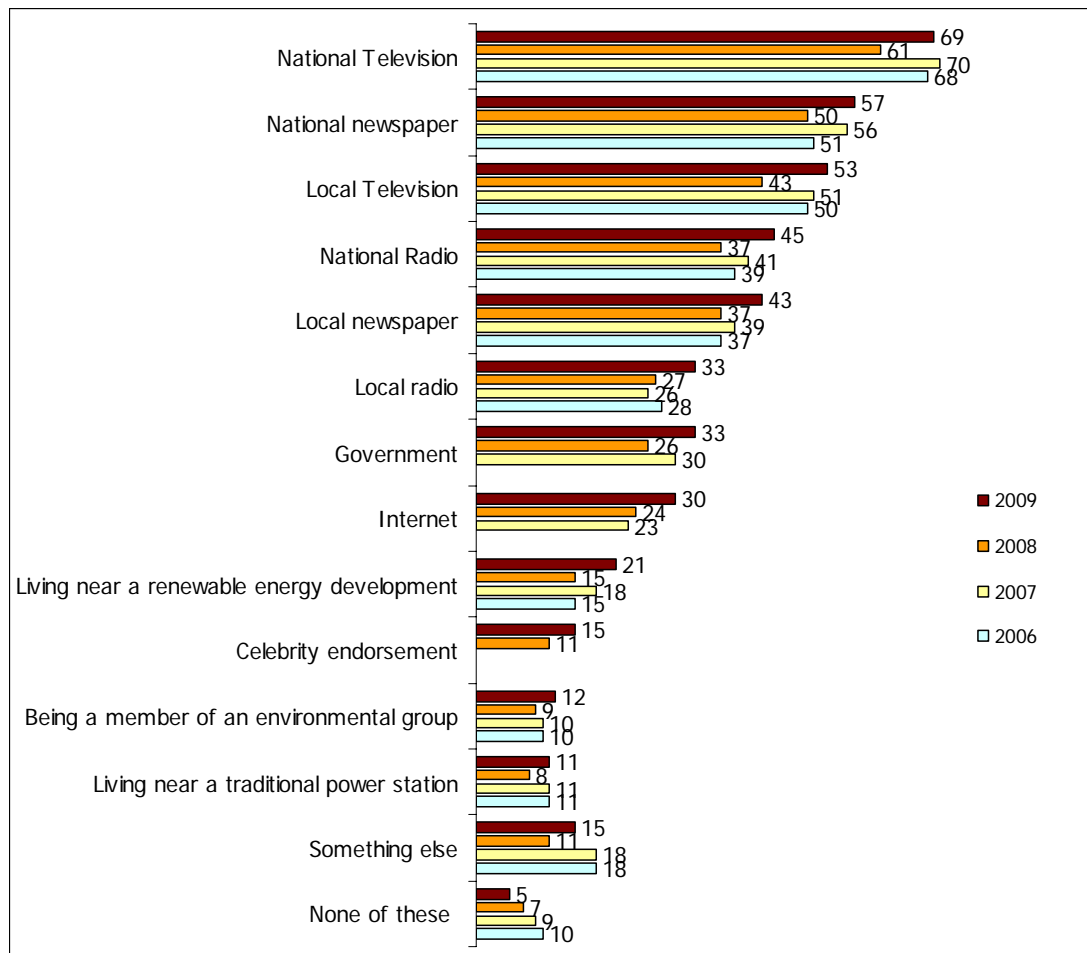
- Residents of the Anglian TV region showed a significantly higher level of agreement (51%) with this statement than GB overall (40%). The Highlands & Islands remained the region with the lowest level of agreement, with less than a third agreeing (32% - although this is not significantly less than the national average), and a level of disagreement (51%) significantly higher than GB overall (35%).

### 3.3 What has influenced views on renewable energy?

Respondents were asked to choose the factors that they felt had influenced their views on renewable energy. The list included mainstream media as well as different influential parties and proximity to energy sources that could impact upon people's views. The proportion of

people influenced by each factor across the four waves of research is demonstrated in Figure 9. It shows, for all factors on the list, the percentage citing them as an influence has increased since 2008. National television still has the greatest influence on views about renewable energy (69% cite it as an influence).

**Figure 9: Which of the following have influenced your views on renewable energy? By wave (%)**



Q3. All respondents (base size: 2006 wave - 2032, 2007 wave - 1970, 2008 wave - 2047, 2009 wave - 2049)

- Differences can be seen between genders as to which factors influenced their views. Men were more likely than women to cite the internet (35% of men, compared to 25% of women) and living near to a renewable energy development (25% of men, compared to 17% of women) as an influence.

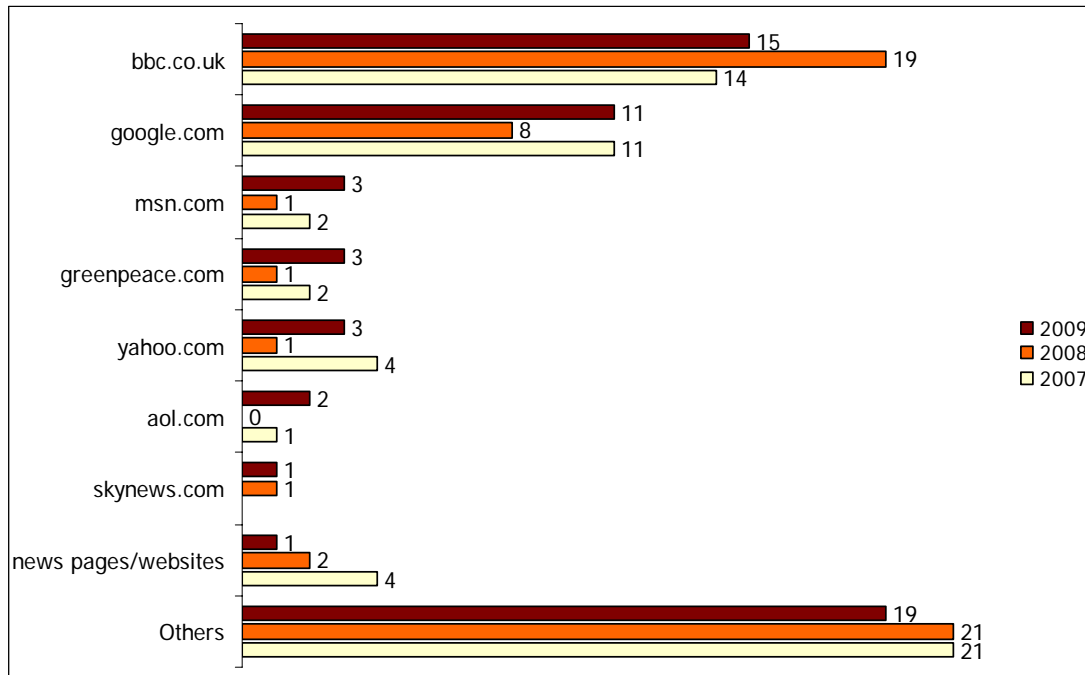
- For some of the factors listed, age was a differentiator. For example, those aged 16 – 24 were more likely to mention the internet (44%) or celebrity endorsement (22%) as an influence, than those aged 45+ (22% and 12% respectively).

- Those in social groups AB and C1 were more likely to cite the internet as an influence (36%) than those in social groups C2 and DE (24%).
- Regionally, residents of the Tyne Tees region were significantly more likely to mention national television (70%), local newspaper (56%) or living near to a renewable energy development (35%) than GB overall (53%, 43% and 21% respectively).
- Residents of the Anglia region were less likely to cite national television (56%) or national newspaper (45%) as an influence than the national average (69% and 57% respectively).
- Residents of the Granada region were more likely to say that celebrity endorsement (21%) had influenced their views on renewable energy than the residents of GB overall (15%).
- Residents of the Carlton/LWT region were more likely to mention the government (38%) or the internet (36%) as influences than the national average (33% and 30% respectively). However, they were also significantly less likely to mention living near to a renewable energy development (15%), local radio (27%) or local television (43%) compared to residents of GB overall (21%, 33% and 53% respectively).
- Residents of the West Country TV region were more likely to cite local radio (46%) as an influence on their views on renewable energy than the national average 33%.
- Residents of the Highlands & Islands were more likely to mention living near to a renewable energy development (43%) as an influence than the residents of GB overall (21%).

### **3.3.2 Which websites have influenced views on renewable energy?**

Those who said their views on renewable energy had been affected by the internet were probed further to find out which websites in particular had been an influence. Once again bbc.co.uk had the greatest influence with 15% mentioning it; whilst this was a decrease of 4 percentage points on last year this change was not statistically significant.

**Figure 10: Please could you tell me which websites in particular have influenced your views on renewable energy? By wave (%)**



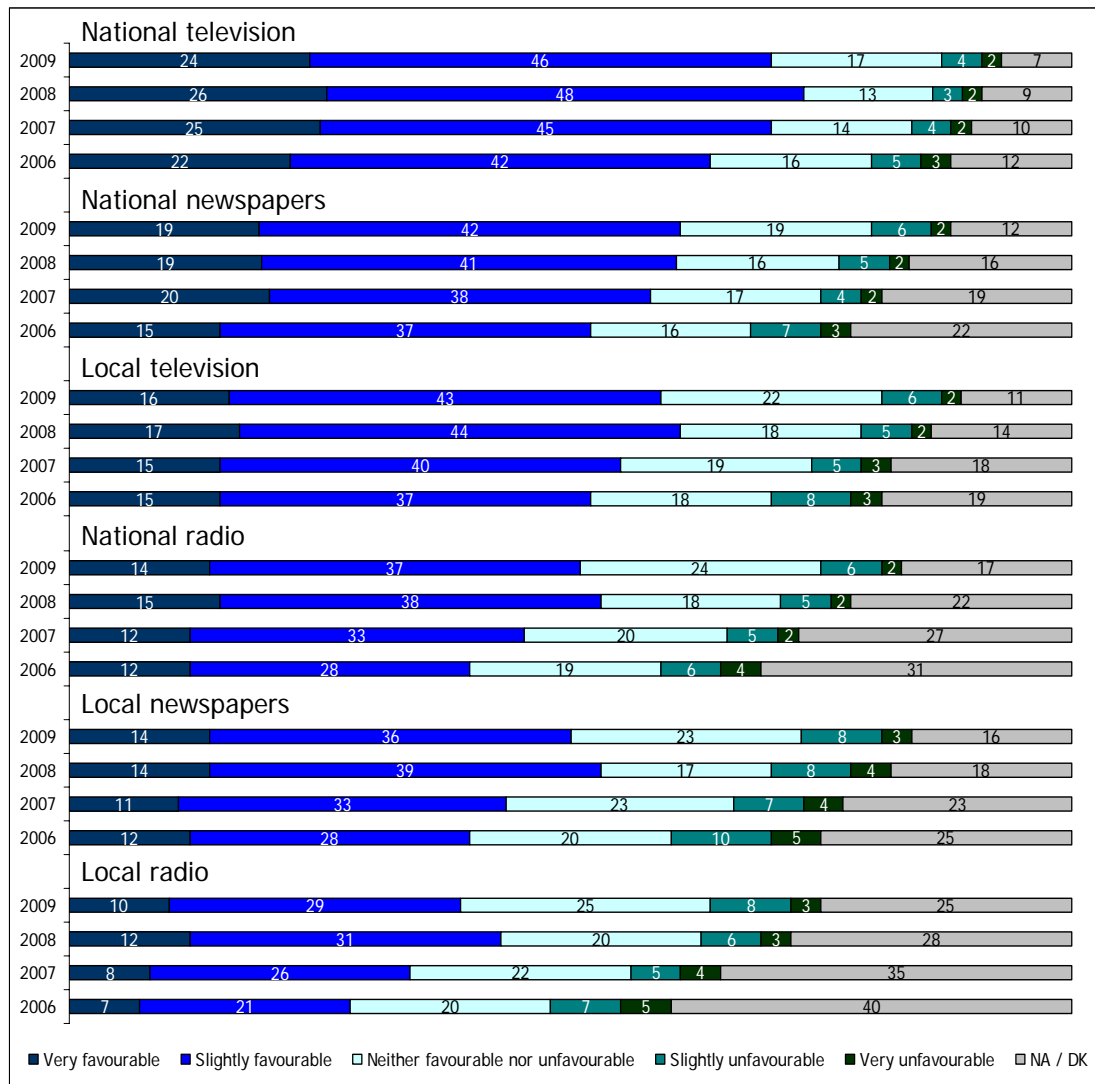
Q3b. All those who felt the Internet influenced their views on renewable energy (base size: 2007 wave - 444, 2008 wave - 488, 2009 wave - 595); none / don't know / no answer responses not shown

### 3.4 Media coverage of renewable energy

Respondents were asked about the coverage of renewable energy on a range of media over the last six months. They were asked to state how favourable or unfavourable they had found each type of media when reporting on renewable energy. Figure 11 shows the favourability levels for each of the six different types of media.



**Figure 11: I am now going to read out a list of different types of media, and I would like you to tell me how favourable you think their coverage of renewable energy has been over the last 6 months. By wave (%)**



Q4. All respondents (base size: 2006 wave - 2032, 2007 wave - 1970, 2008 wave - 2047, 2009 wave - 2049)

- National television was still felt to be the most favourable, but it was down three percentage points since last year, with 71%<sup>5</sup> saying it gave favourable coverage (although this was not significant).

<sup>5</sup> Due to rounding, the total saying 'agree strongly' and 'agree slightly' gives a proportion higher than the constituent proportions added together

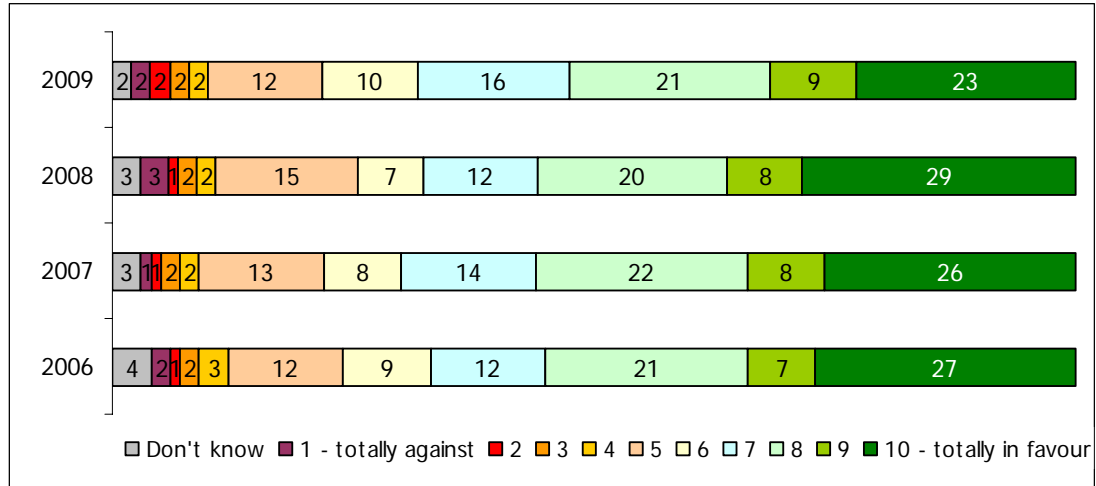
- For the first time, all types of media, except national newspapers, experienced a decrease in those deeming their coverage favourable. Despite this, this movement does not represent real change as they are not significant.
- Similarly, all types of media, apart from local newspapers, showed an increase in those citing their coverage as unfavourable (although, again, none of these increases were statistically significant).
- Local newspapers and local radio were most frequently identified as unfavourable (both 11%).
- Across the four waves of research, people have become increasingly likely to have an opinion on the favourability of media coverage. Since 2008, those giving 'don't know' as a response have fallen for all types of media (although for national television and local newspapers this was not statistically significant).

### **3.5 Overall opinion of renewable energy**

Respondents were asked to rate how much in favour they were of renewable energy as an alternative to fossil fuels, using a scale where 1 was 'totally against' and 10 was 'totally in favour'.

Figure 12 illustrates the distribution of opinion for all four waves. There has been a decrease in those saying they were 'totally in favour' of renewables (i.e. those who said 10), decreasing from 29% in 2008 to 23% this year. This also represents a fall of 4% from the baseline figure of 27%. As figure 12 (overleaf) demonstrates, the overall average score has continued to fall for the second year running, although this decrease is not statistically significant.

**Figure 12: Based on everything you know about renewable energy, on a scale of 1 to 10, where 10 is 'totally in favour', and 1 is 'totally against', how much are you in favour of renewable energy, as an alternative to fossil fuels such as coal and gas? By wave (%)**



Q5 All respondents (base size: 2006 wave - 2032, 2007 wave - 1970, 2008 wave - 2047, 2009 wave - 2049)

### 3.5.2 Overall opinion of renewable energy by key demographics

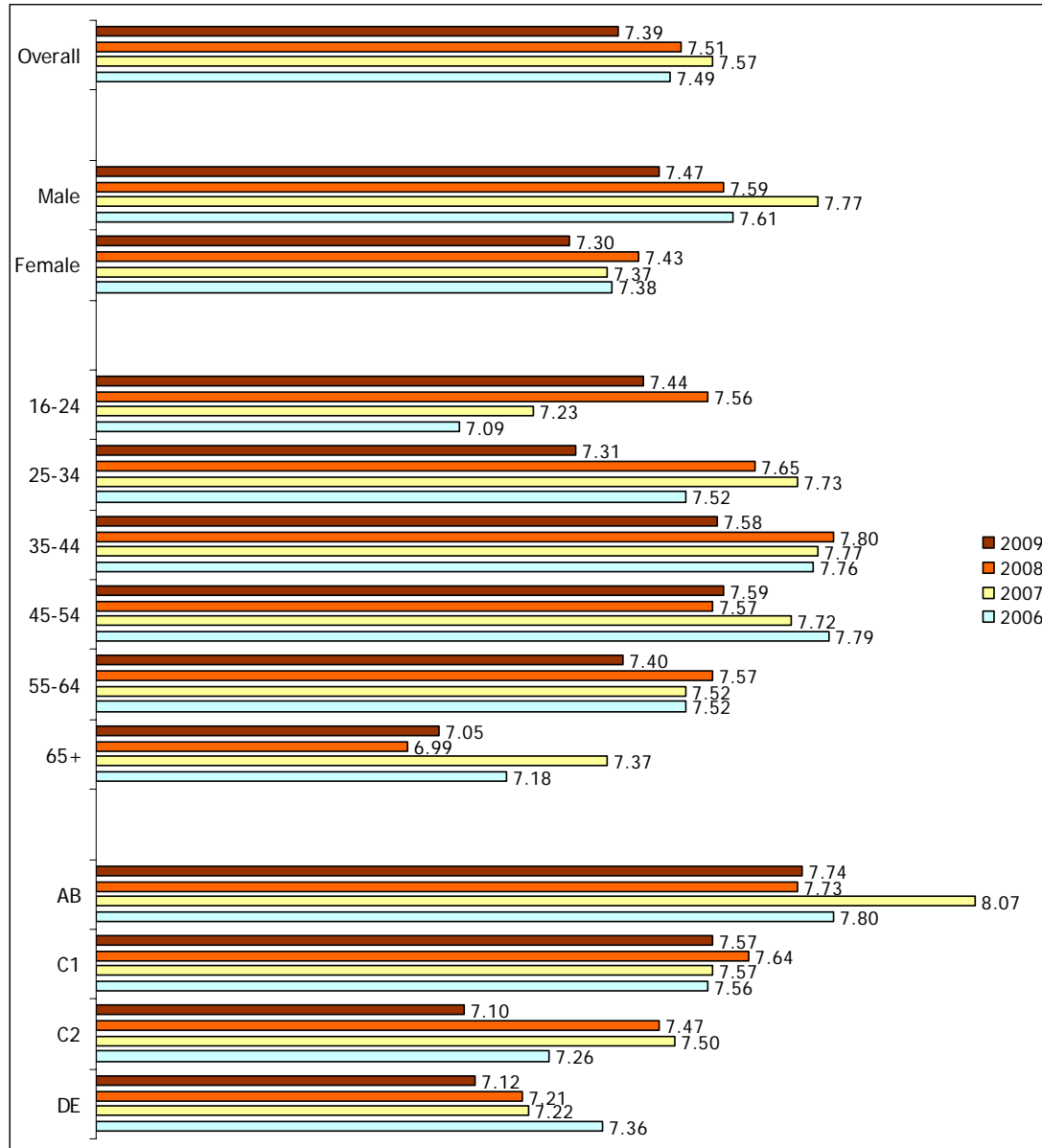
- Figure 13 shows the average score by key demographics. Men still have a higher average score than women (although this difference is not statistically significant) despite their average dropping by 0.3 points since 2007.

- The average score for those aged 16 - 24 fell for the first time from 7.56 in 2008 to 7.44 in 2009 (although this does not represent a statistically significant change in the mean).

- The oldest, those 65 and over, were still the least in favour age group (average 7.05).

- A similar pattern as at previous waves can be observed for social class and favourability towards renewable energy. Social grades AB (average 7.74) and C1 (average 7.57) were more in favour than C2 (average 7.10) and DE (average 7.12).

**Figure 13: Based on everything you know about renewable energy, on a scale of 1 to 10, where 10 is 'totally in favour', and 1 is 'totally against', how much are you in favour of renewable energy, as an alternative to fossil fuels such as coal and gas? Key demographics by wave (mean score).**



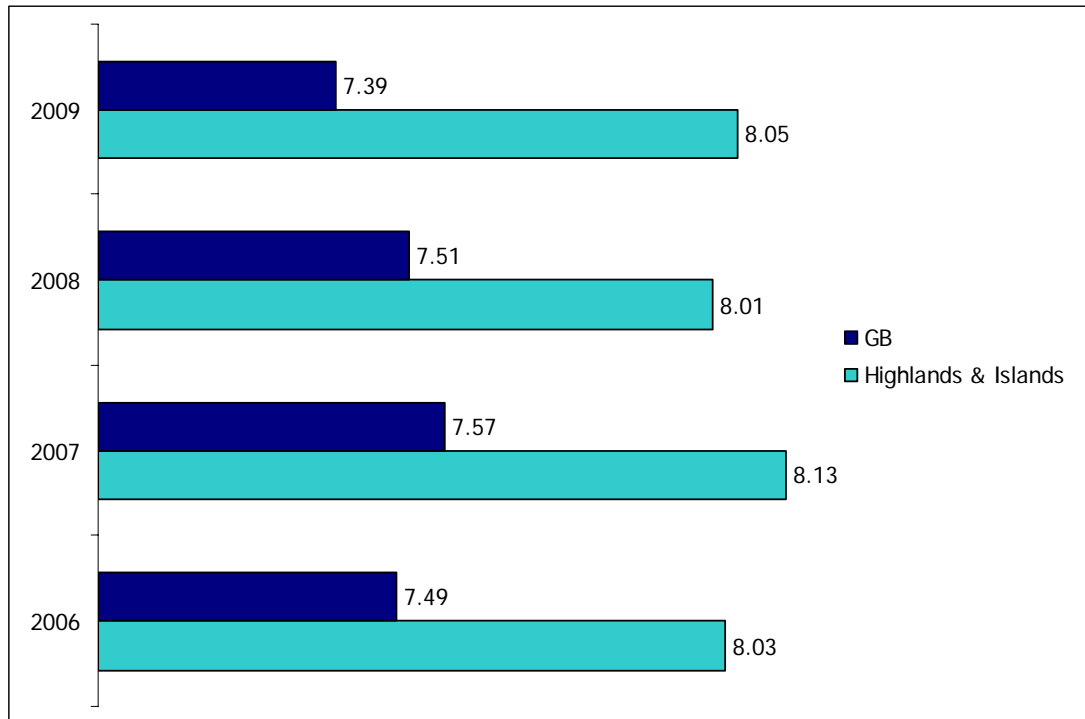
Q5 All respondents (base size: 2006 wave - 2032, 2007 wave - 1970, 2008 wave - 2047, 2009 wave - 2049)

### 3.5.3 Overall opinion of renewable energy by region

- Residents of the Highlands & Islands were on average more in favour of renewable energy as an alternative to fossil fuels than the rest of GB population (8.05 compared to 7.39 for GB overall) in 2009 and this is consistent with findings in previous waves. No other region's average score has remained significantly different from the GB average across the four waves

of research. Figure 14 illustrates the average favourability score (i.e. how in favour people were of renewable energy as an alternative to fossil fuel, on average) for GB overall and Highlands & Islands across the four waves of research.

**Figure 14 Based on everything you know about renewable energy, on a scale of 1 to 10, where 10 is 'totally in favour', and 1 is 'totally against', how much are you in favour of renewable energy, as an alternative to fossil fuels such as coal and gas? Regions by wave (mean score)**

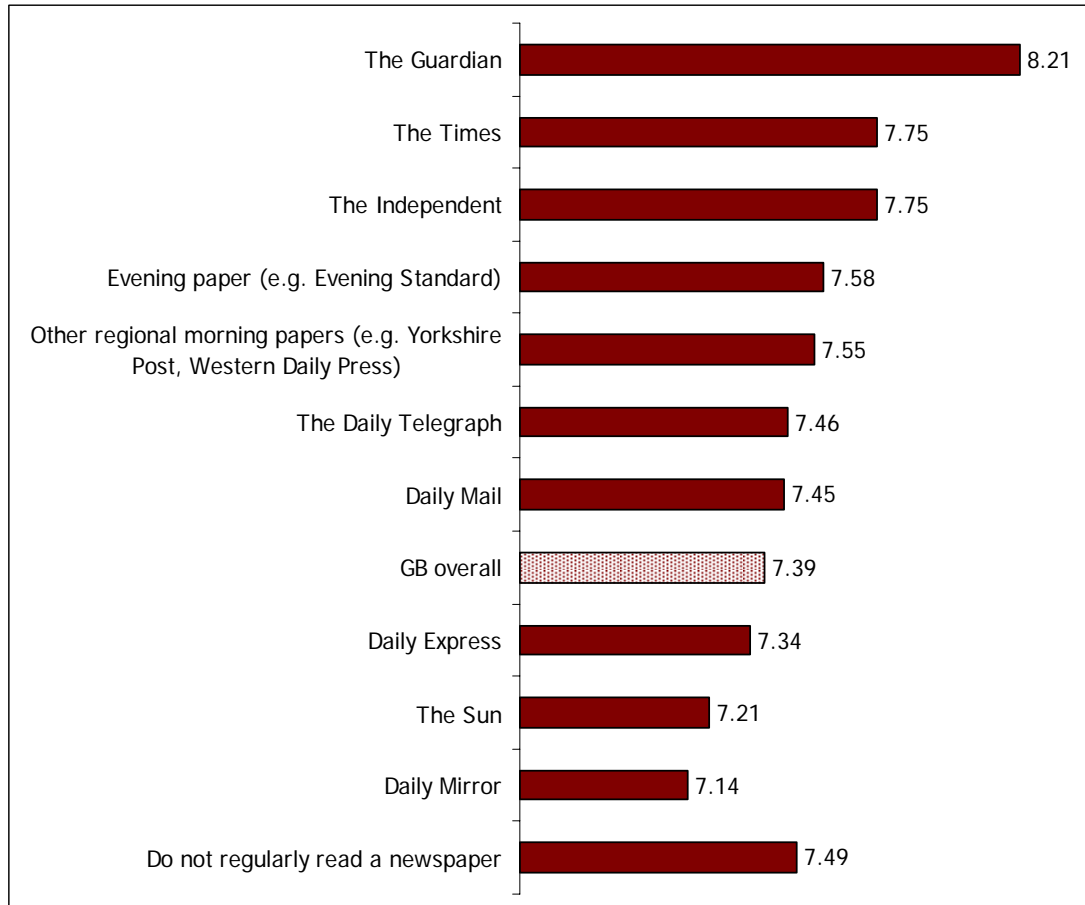


Q5 All respondents (base size: 2006 wave - 2032, 2007 wave - 1970, 2008 wave - 2047, 2009 wave - 2049)

### 3.5.4 Overall opinion of renewable energy by newspaper readership

Respondents were asked which newspapers they read on a regular basis, to investigate the relationship between newspapers read and views on renewable energy. Figure 15 shows the mean favourability score by newspaper i.e. how in favour readers were of renewable energy as an alternative to fossil fuel, on average, according to which newspapers they said they read. The graph displays the scores for top ten most read newspapers in 2009.

**Figure 15: Based on everything you know about renewable energy, on a scale of 1 to 10, where 10 is 'totally in favour', and 1 is 'totally against', how much are you in favour of renewable energy, as an alternative to fossil fuels such as coal and gas? By newspaper readership in 2009 (mean score)**



Q5 All respondents (base size 2049)

- Readers of The Guardian had a higher favourability score, on average (8.21), than readers of all other newspapers as well as those who did not regularly read any newspapers (7.49).
- Along with Guardian readers, readers of The Times (7.75) and The Independent (7.57) were more in favour of renewable energy than the GB population overall (7.39); whilst readers of the Daily Mirror were, on average, less in favour (7.14) than the national average.
- The average scores for readers of the other newspapers listed in figures 13 and non newspapers readers did not vary significantly from the national average.

## **4. Conclusions**

### **4.1 Overall**

Support for the use of renewable energy has remained at the same high levels as reported in previous waves of the research, with 85% agreeing that they support it. When asked about it in the context of whether they favoured it as an alternative to fossil fuel, this year slightly fewer said they were 'totally in favour'. The most frequently recognised forms of renewable energy remain solar, hydroelectric and wind power.

Television, newspapers and radio - both national and local - were still the biggest influence on people's views on this subject and even more so than in 2008. Those judging these media outlets as favourable have not increased since last year (with the exception of national newspapers, although the 1% increase recorded was not statistically significant). National television continues to be seen as the biggest influence and the media type reporting the most favourable views.

Generally speaking, attitudes towards renewable energy have stayed the same since 2008 - agreement with the statement pertaining to renewable energy being too costly has not risen as it did between 2007 and 2008. One might have expected a further rise, given that the economic climate is such an issue in many people's minds, yet it seems that people value the benefits of renewable energy and are happy to sustain their level of support despite the economic recession.

### **4.2 Gender and age**

A clear difference in attitudes and awareness has emerged from the four waves of research amongst men and women. Men were more likely to support the use of renewable energy and were also more likely to recognise the sources of renewable energy than women.

The oldest age group (the over 65s) tended to have a more negative view of renewable energy than younger age groups; they were more likely to disagree to supporting renewable energy use, least likely to favour wind power and least likely to support Government policy and EU targets. In contrast the adjacent age bands (those aged 45-54 and 55-64) were actually the most likely to agree that they would support Government policy and the EU targets. The older age group has been consistent in their attitudes towards renewable technology across the four waves of research.

### **4.3 Social Class**

Last year a difference in opinion between social classes AB and other classes was highlighted. This year a slight variation on this trend can be observed as social classes AB and C1 tended to have different views to those in the C2D and E groups. ABC1s were more likely to support the use of renewable energy and favour its use over fossil fuel as well as agree with Government policy on this issue and support EU targets.

### **4.4 Regions**

Once again those in the Highlands & Islands tended to recognise, when prompted, more renewable technologies than those in Scotland and GB overall. Perhaps shaped by their experience of renewable energy, those living in the Highlands & Islands tended to have a different attitude to those living in Scotland and Great Britain as a whole. This difference is evident in all four waves of research. In 2009 Highland & Islanders were more likely to say they support the use of renewable energy and were generally more positive about a host of statements relating to renewable energy. The difference between the regions was borne out of the fact that more people, proportionally, in Scotland and Great Britain were likely to say they neither agreed nor disagreed to the attitude statements compared with the Highlands & Islands (rather than actively opposing the statements put to them).



## 5. Appendix

### 5.1 Regions

The region referred to as Highlands & Islands in this report is made up of those participating in the Highlands & Islands boost survey and also those residents of the Highlands & Islands in the Telebus data (identified using their telephone number area code). This gives 111 Highlands & Islands respondents (100 from the boost survey and 11 from the Telebus).

The region referred to as Scotland in this report includes both Scotland Telebus respondents and the Highlands & Islands respondents (weighted back down to their correct proportion of Scotland - hence the reason that the weighted and unweighted figures for Scotland are quite different).

**Figure 17: Number of interviews in each region**

	<b>Weighted</b>	<b>Unweighted</b>
Scotland	181	286
Tyne Tees	96	88
Granada	242	218
Yorkshire	190	179
Central	347	324
Harlech	149	138
Anglia	124	112
Carlton / LWT	439	426
Meridian	209	205
West Country TV	72	73
Highlands & Islands (boost)	16	111

## 5.2 Questionnaire

Q1. Which of the following sources of renewable energy have you heard of?

READ OUT. ROTATE ORDER. CODE ALL THAT APPLY

Biomass or bio-energy

Geo-thermal

Hydroelectric

Solar

Tidal

Wave

Wind

Landfill gas

Biofuel

NONE (SINGLE CODE – DO NOT READ OUT)

Q2. I am now going to read out a list of statements about renewable energy, and I would like you to tell me how much you agree or disagree with each one.

ROTATE LIST OF STATEMENTS

- I support the use of renewable energy
- I am in favour of the use of wind power
- I support the Government's policy of generating 10% of our electricity needs from renewable energy by 2010
- I support the target for European Union countries to source 20% of the EU's energy needs from renewable energy by 2020. This includes heat, transport and electricity
- Renewable energy sources are too costly and this outweighs the environmental benefits they may have
- I would be happy to live within 5 kilometres (3 miles) of a wind power development

Do you ....

READ OUT. SINGLE CODE

Agree strongly  
Agree slightly  
Neither agree nor disagree  
Disagree slightly  
Disagree strongly  
DON'T KNOW (DO NOT READ OUT)

Q3. Which of the following have influenced your views on renewable energy?

READ OUT. ROTATE ORDER. CODE ALL THAT APPLY

National newspaper

Local newspaper

Local radio

National radio

Local television

National television

Living near a renewable energy development

Being a member of an environmental group

Living near a traditional power-station, i.e. one that uses fossil fuels

Government

Internet

Celebrity endorsement

Something else (specify)

NONE OF THESE (DO NOT READ OUT – SINGLE CODE)

IF INTERNET MENTIONED AT Q3 ASK Q3b, OTHERS GO TO Q4

Q3b You mentioned the Internet. Please could you tell me which websites in particular have influenced your views on renewable energy?

PROBE FULLY. ENSURE FULL NAME OF EACH WEBSITE RECORDED

Q4. I am now going to read out a list of different types of media, and I would like you to tell me how favourable you think their coverage of renewable energy has been over the last 6 months.

READ OUT. ROTATE ORDER

Local radio

National radio

Local television

National television

Local newspapers

National newspapers

READ OUT. SINGLE CODE.

Would you say their coverage of renewable energy has been....

- Very favourable
- Slightly favourable
- Neither favourable nor unfavourable
- Slightly unfavourable
- Very unfavourable
- NOT APPLICABLE – not seen any coverage of renewable energy (DO NOT READ OUT)
- DON'T KNOW (DO NOT READ OUT)

Q5. Based on everything you know about renewable energy, on a scale of 1 to 10, where 10 is 'totally in favour', and 1 is 'totally against', how much are you in favour of renewable energy, as an alternative to fossil fuels such as coal and gas?

Scale of 1 to 10

DON'T KNOW

Q6. Which of the following newspapers do you read regularly, that is at least twice a week?

READ OUT. ROTATE ORDER. CODE ALL THAT APPLY

Daily Mirror

Daily Star

The Sun

Daily Record

Daily Mail

Daily Express

The Scotsman

The Times

Financial Times

The Guardian

The Daily Telegraph

The Independent

The Glasgow Herald

The Daily Sport

Other regional morning papers (e.g. Yorkshire Post, Western Daily Press)

Evening paper (e.g. Evening Standard)

DON'T KNOW

NONE (SINGLE CODE – DO NOT READ OUT)

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