

Attitudes Towards Wind Farms And Wind Energy In Ireland

Presentation to
Energy From Fresh Air 2003

By
Lansdowne Market Research
14th November 2003

687-L1

Background and Objectives

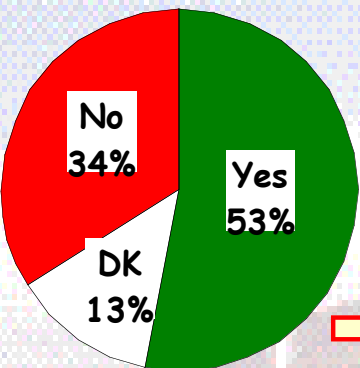
- To measure awareness of renewable energy and attitudes to windfarms
- Assess support for building of windfarms
- Measure incidence of seeing windfarms
- Assess knowledge of and attitudes towards wind farms and wind energy
- Measure reaction to different windfarm layouts/sizes effects of landscape
- Compare reaction to windfarms with other utility structures
- Test support for development of various renewable energy options

Methodology (National Survey)

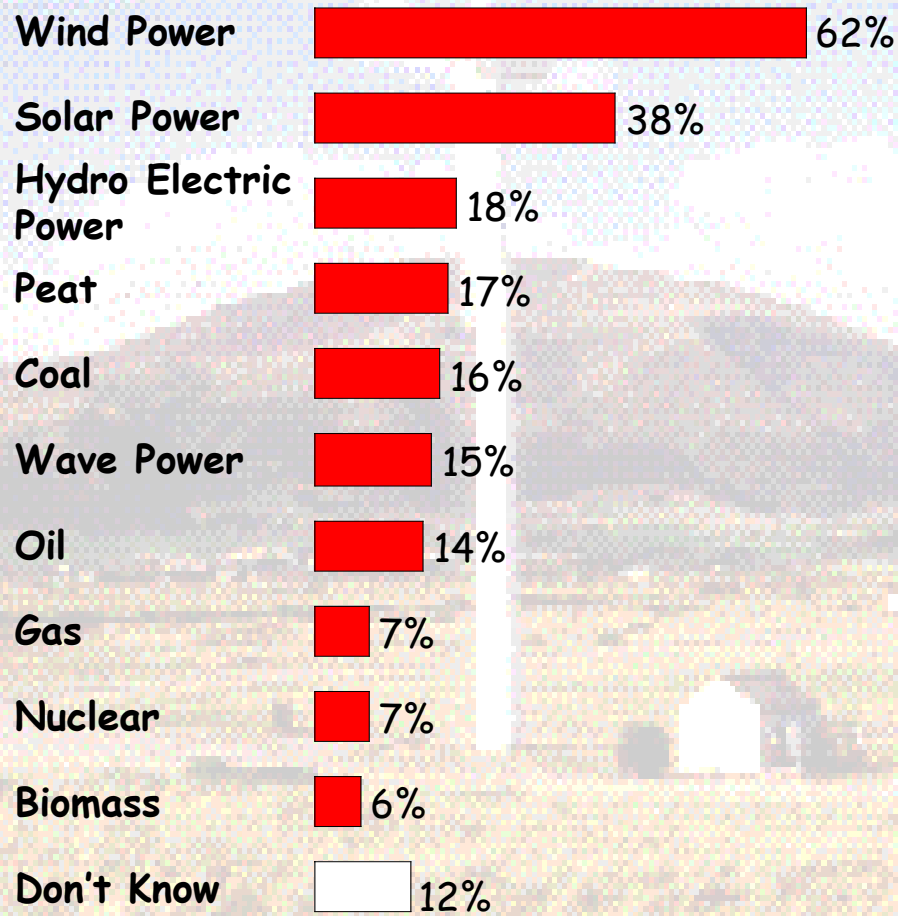
- Lansdowne Omnibus survey.
- Sample 1,200
Margin of error 2.8%
- Nationally representative sex, age, class, region.
- 60 sampling points nation-wide.
- Fieldwork: November 2002

Spontaneous Awareness of Sources of Renewable Energy

Aware of Term Renewable Energy



(Base: All Aware of Renewable Energy 53%)

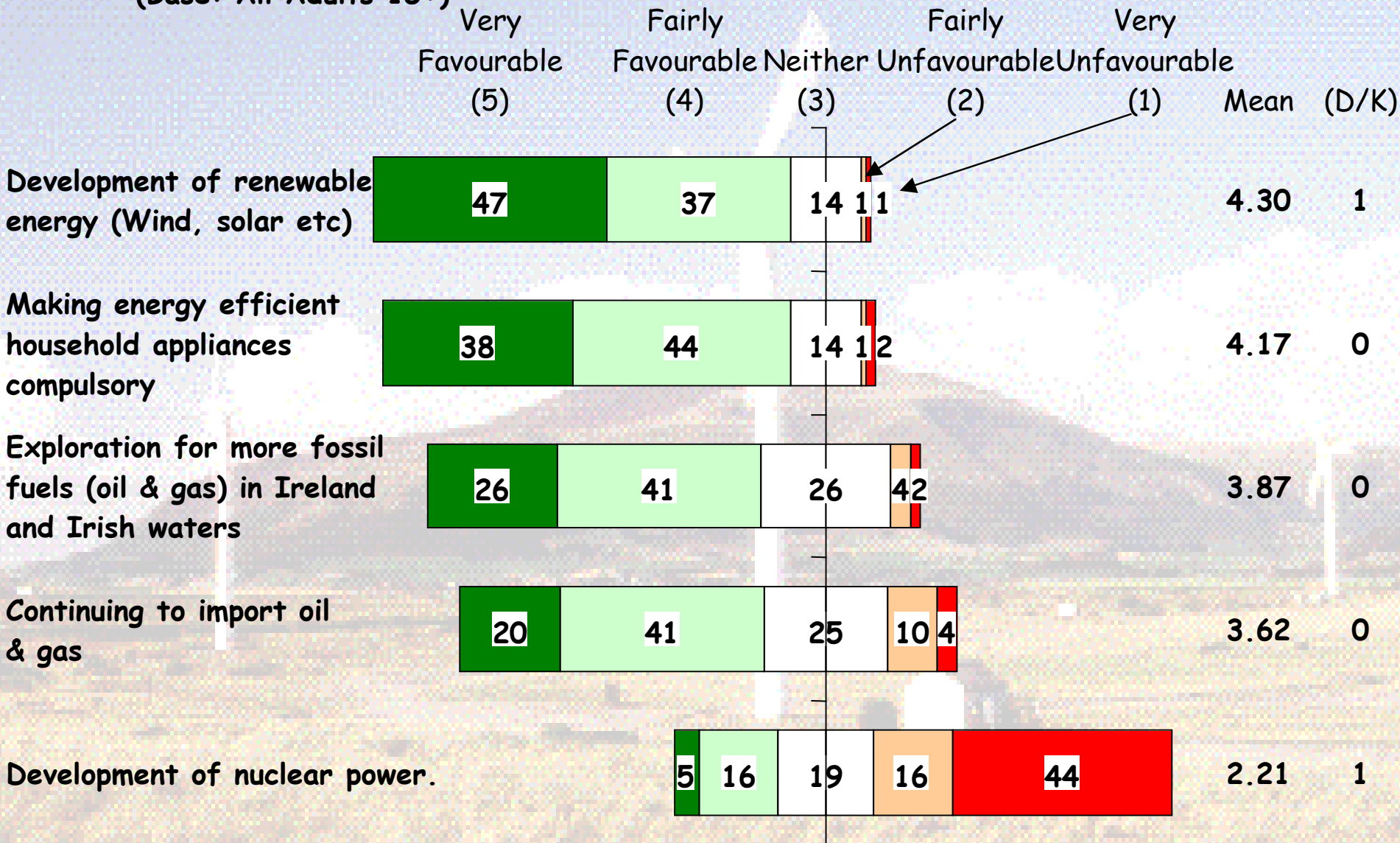


Spontaneous X Region

	Rest of Dublin	Rest of Lein	Mun-ster	Conn/ Ulster
Wind Power	59	52	69	69
Solar Power	31	30	44	49
Hydro Electric Power	14	13	17	31
Peat	3	25	15	26
Coal	4	26	20	13
Wave Power	24	8	9	21
Oil	6	23	15	12
Gas	8	8	7	5
Nuclear	4	3	6	15
Biomass	8	1	3	13
Don't Know	17	16	9	5

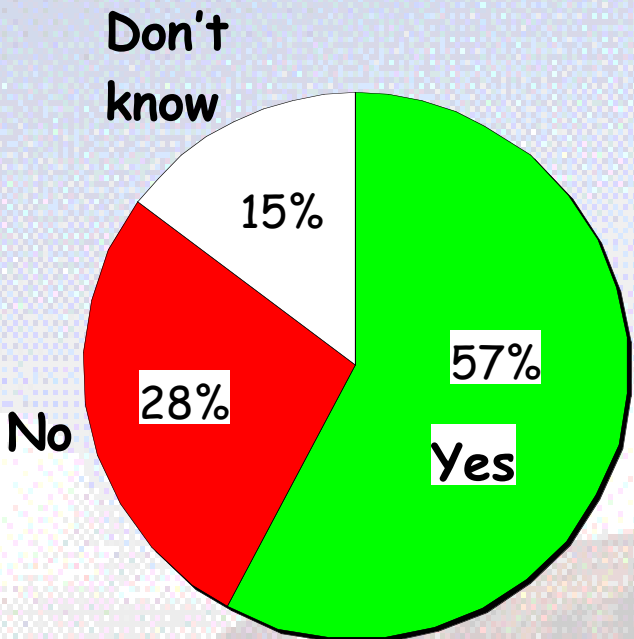
Attitudes Towards Energy Policy

(Base: All Adults 15+)



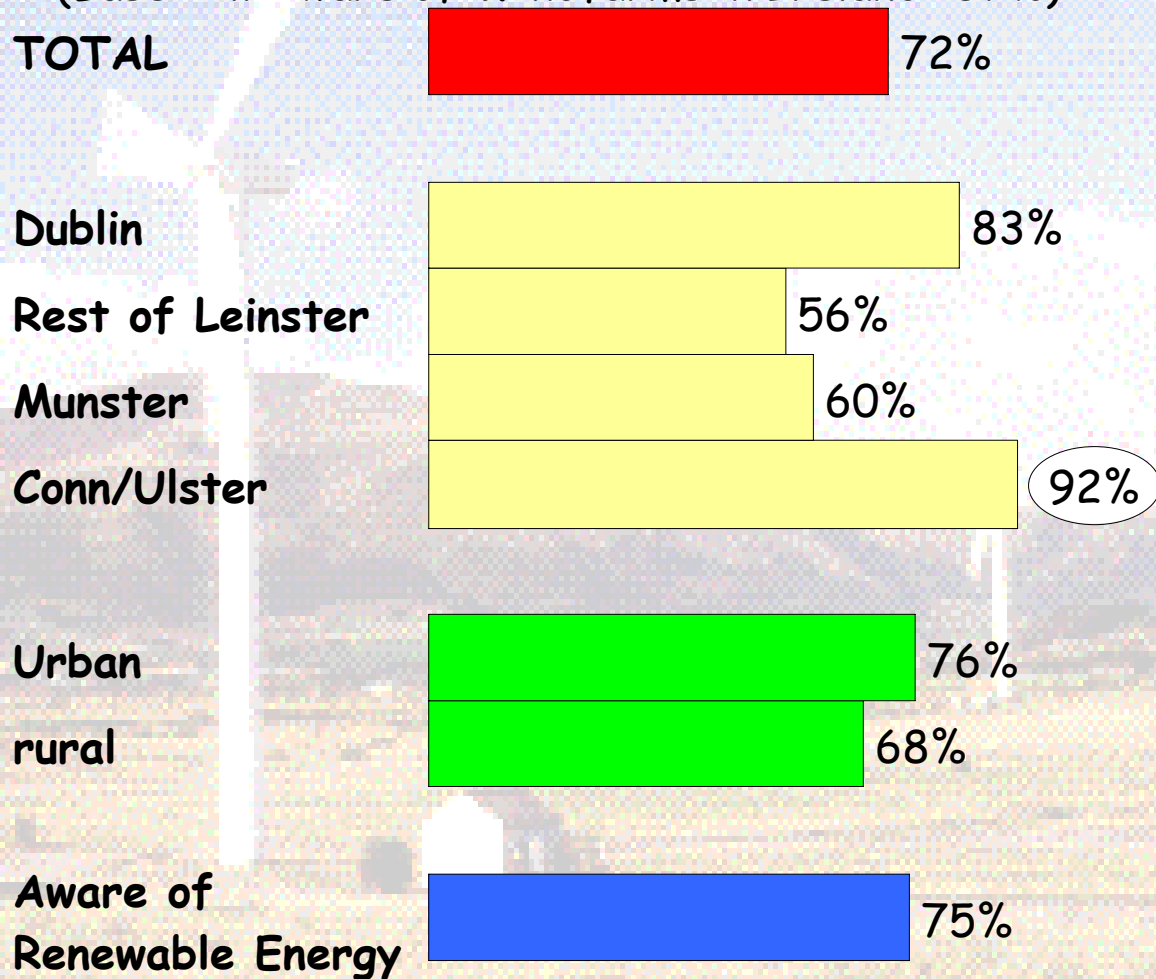
Awareness of Windfarms in Ireland Today

(Base: All Adults 15+)



Q As far as you know are there any windfarms in Ireland today?

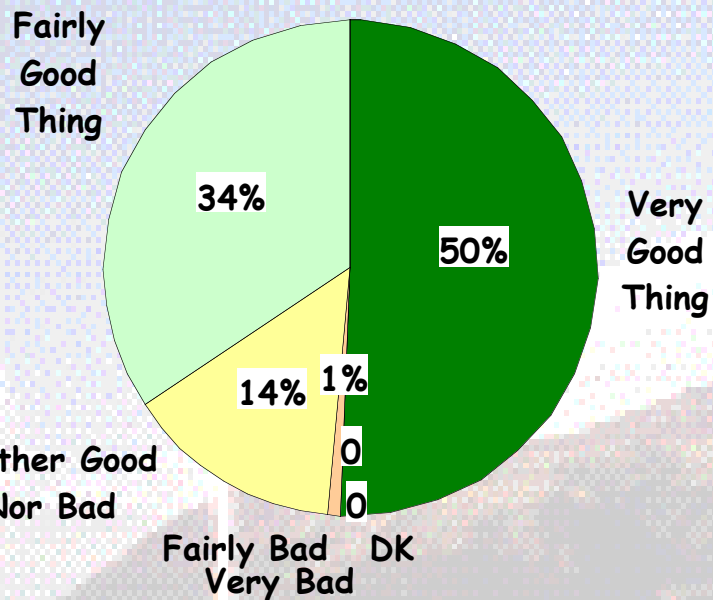
Incidence of Seeing a Windfarm In Ireland (Base: All Aware of Windfarms in Ireland- 57%)



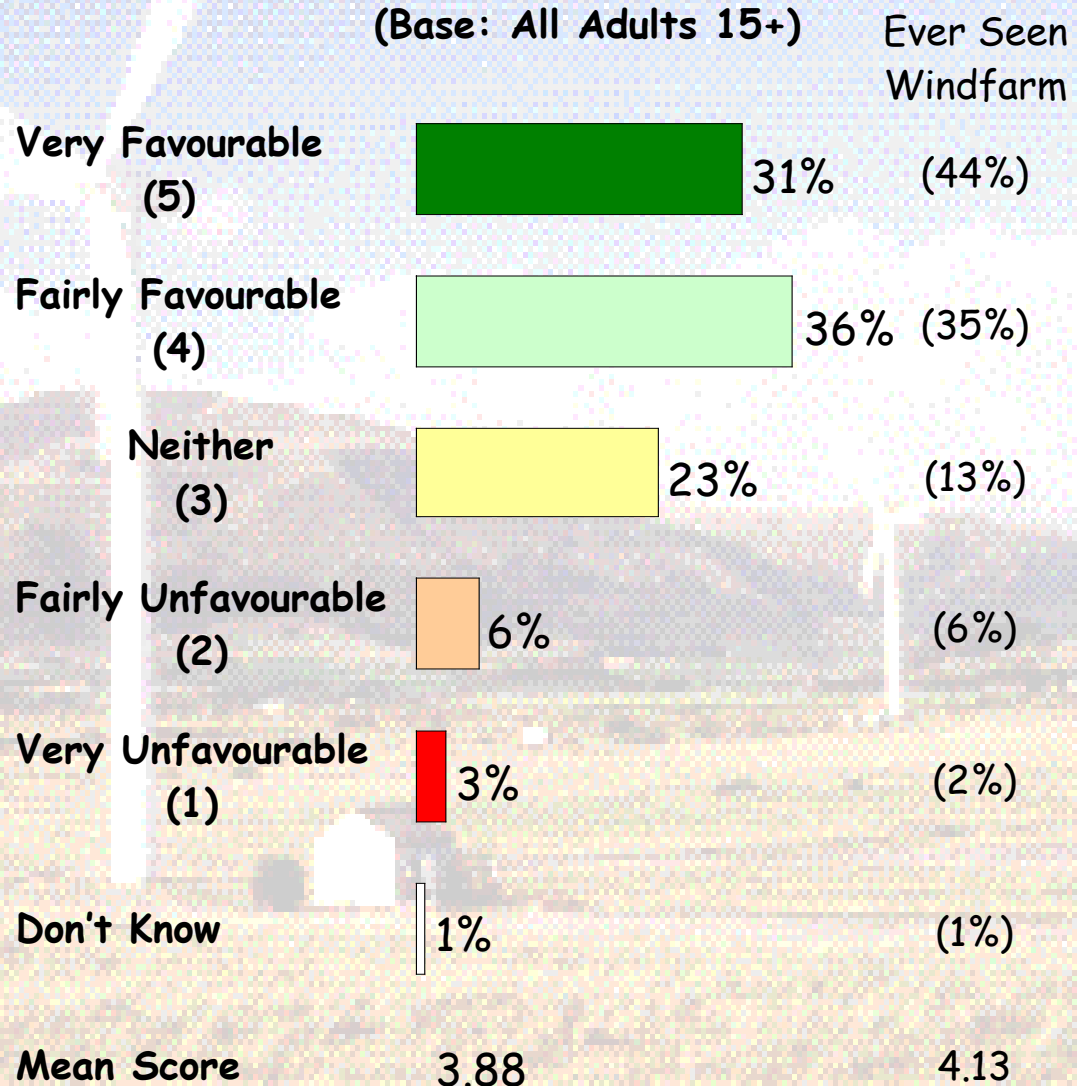
Q. Have you ever seen a windfarm in Ireland?

Is Energy From Windfarms a Good Thing...

Is Energy From Windfarms A Good or Bad Thing
(Base: All Adults 15+)



How Favourable Are You to Having a Windfarm Built in Your Local Area
(Base: All Adults 15+)

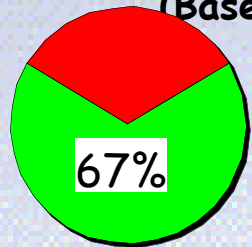


Very Good X Demographics

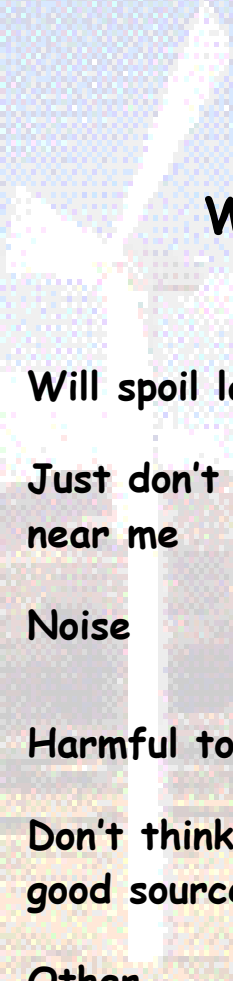
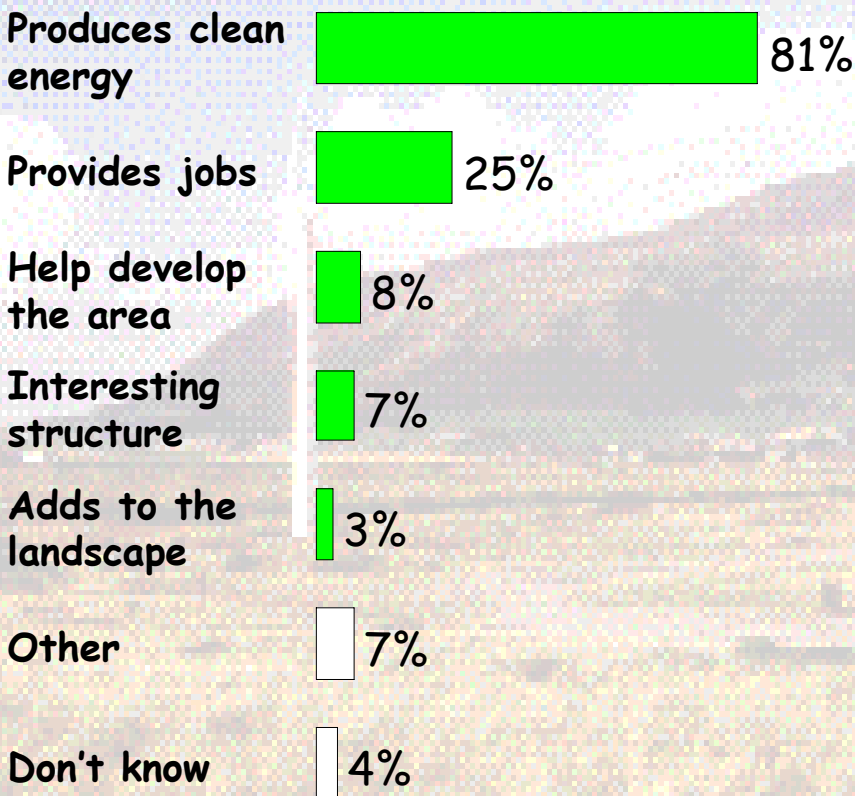
ABC1	60%	Dublin	64%
C2DE	45%	Rest of Leinster	41%
F	45%	Munster	43%
		Conn/Ulster	52%
Ever seen windfarm - 66%			

Reasons for Being Favourable/Unfavourable to Having Windfarm Built in Local Area

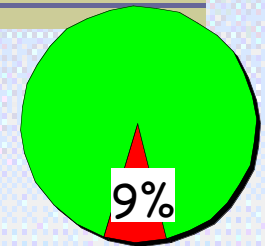
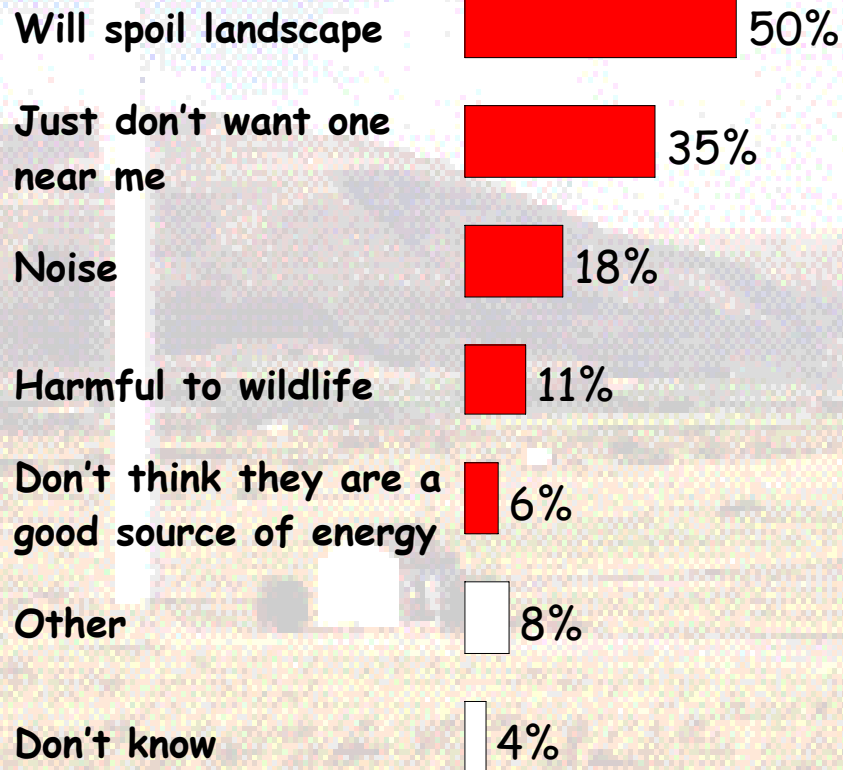
(Base: All Those Favourable/unfavourable to Having Windfarm Built)



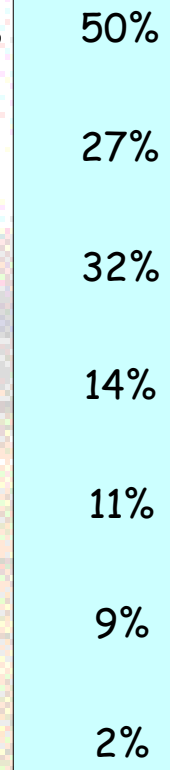
Reasons in Favour Of Windfarm in Local Area



Reasons Against Windfarm in Local Area



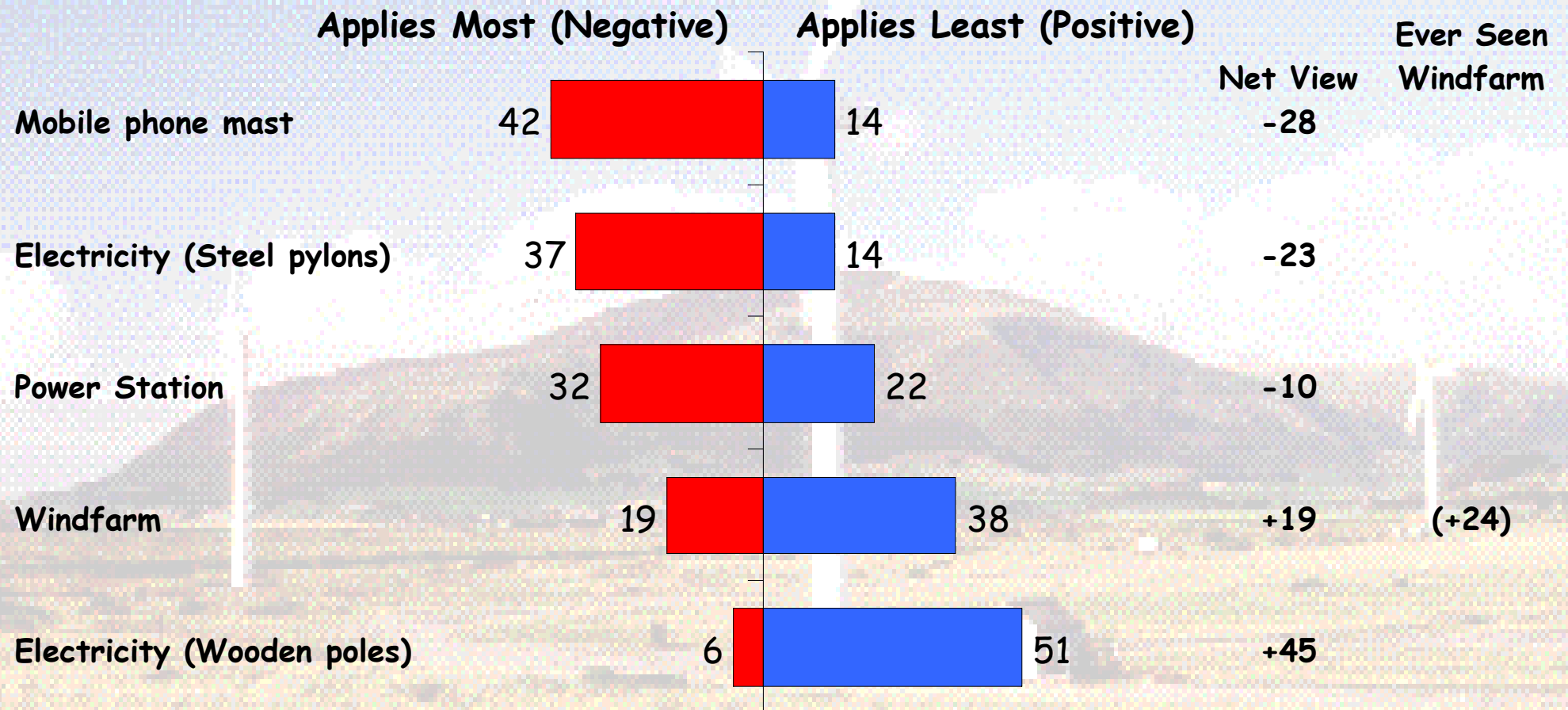
Ever Seen Windfarm*



*Small Base

The Nimby Effect It Would Be Controversial...

(Base: All Adults 15+)



Which of these structures applies most/least to the following statements?

The Nimby Effect

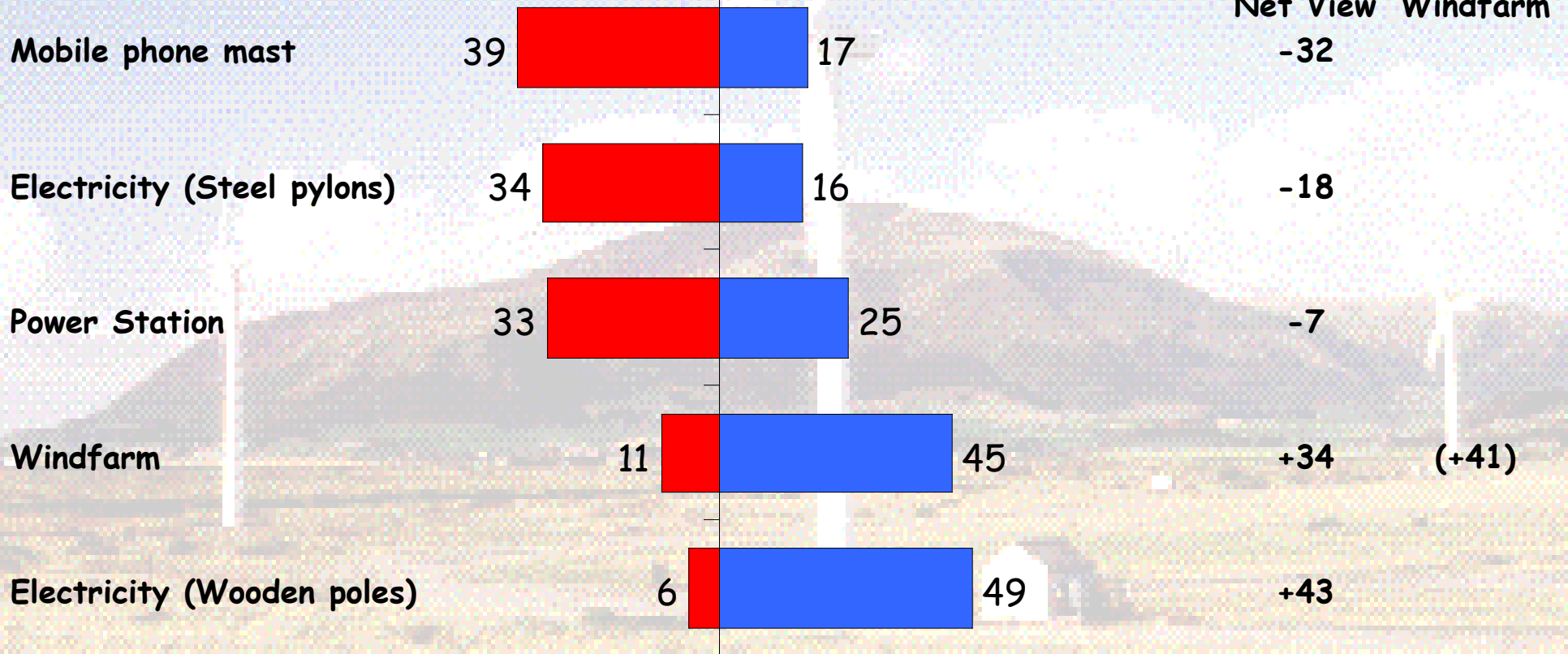
I Would Be Very Unhappy If One Were Built Nearby...

(Base: All Adults 15+)

Applies Most (Negative) Applies Least (Positive)

Ever Seen

Net View Windfarm

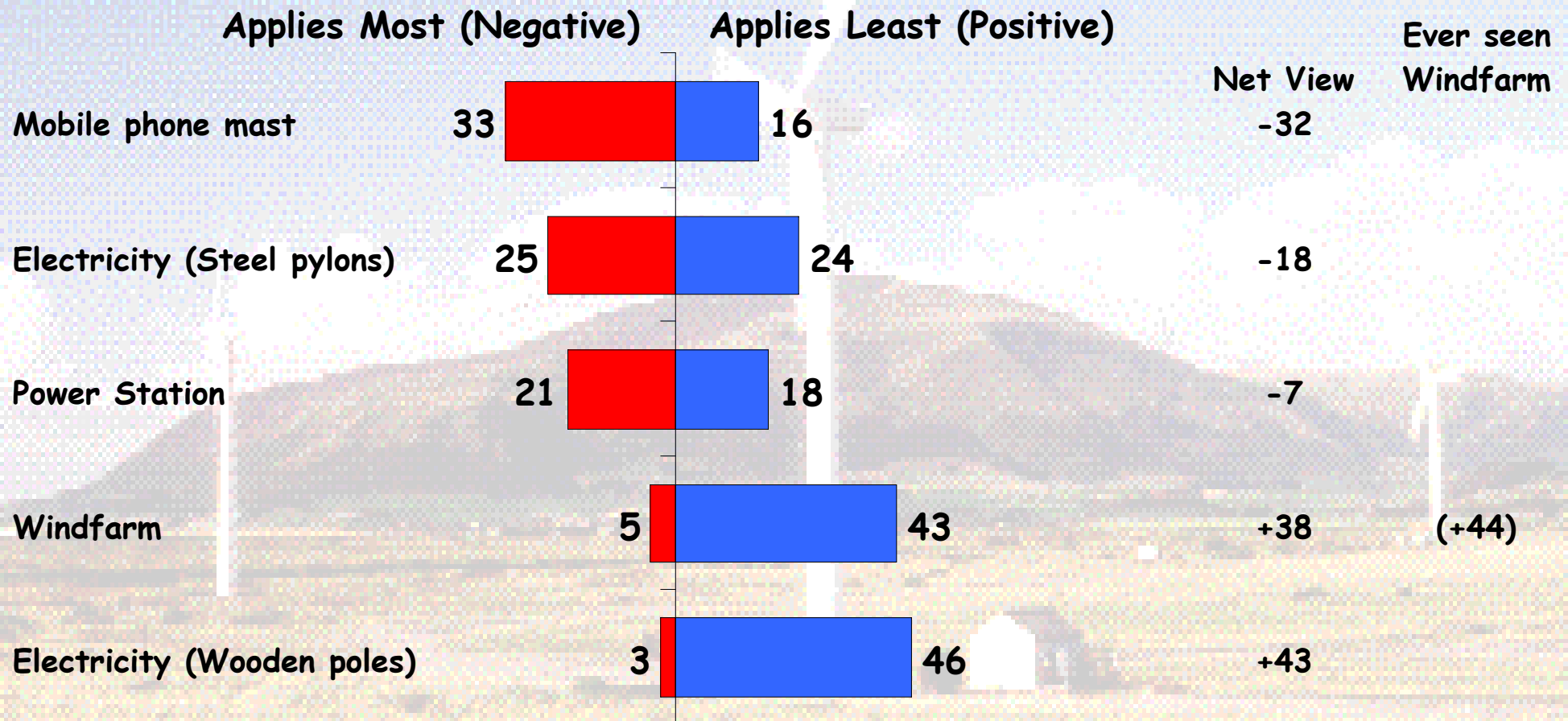


Which of these structures applies most/least to the following statements?

The Nimby Effect

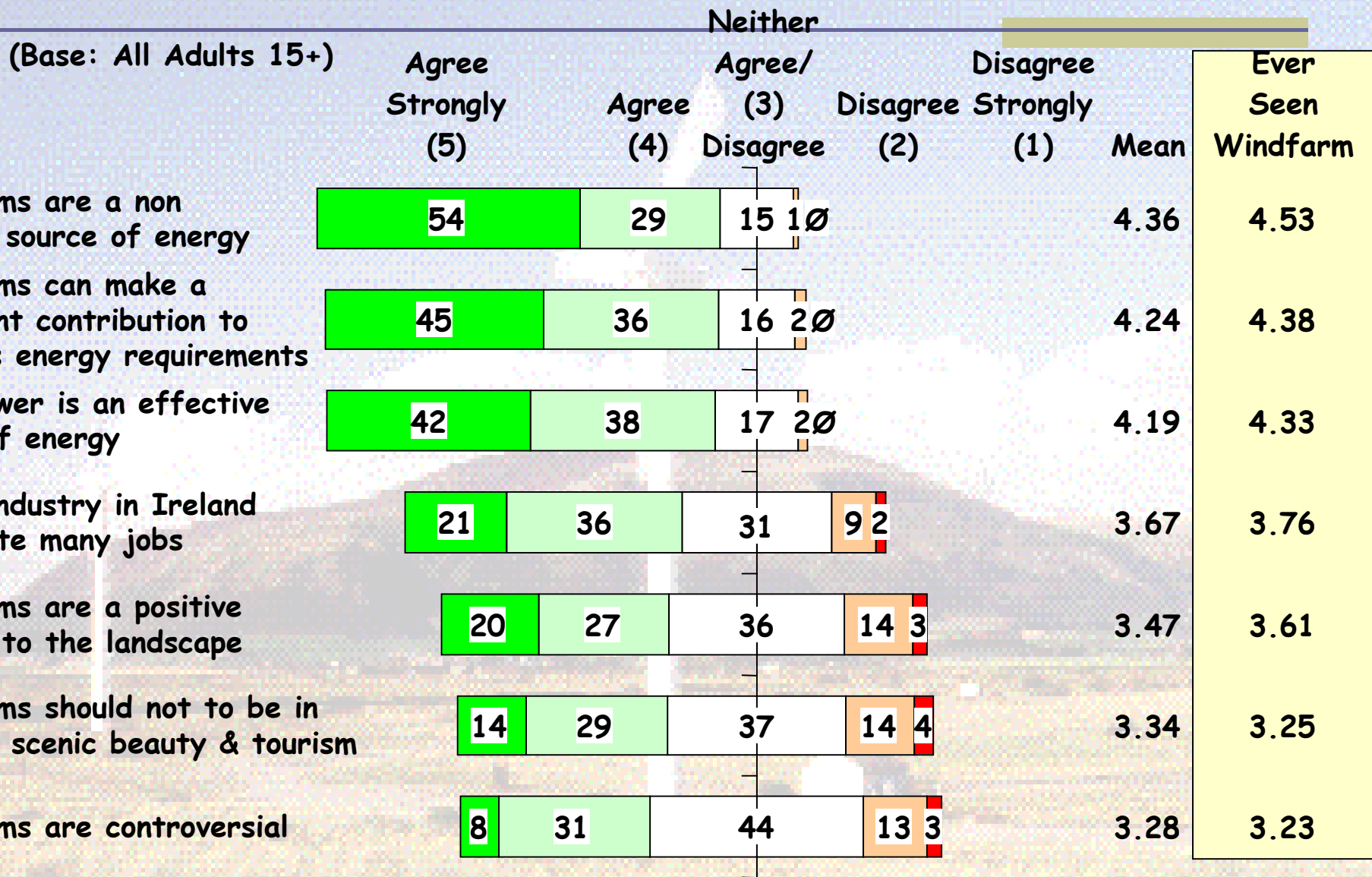
I Would Campaign Against Having It Built Near Here

(Base: All Adults 15+)



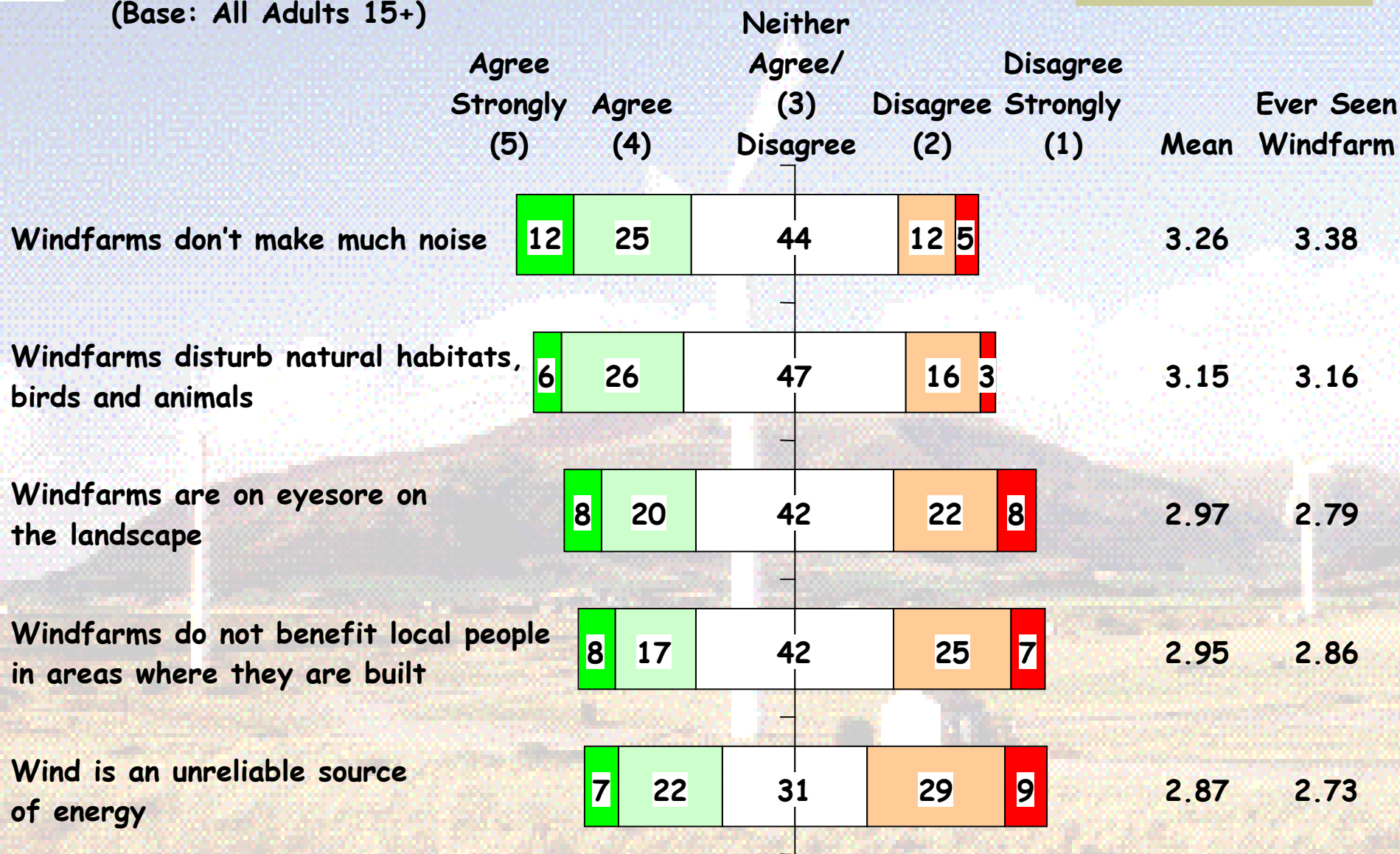
Which of these structures applies most/least to the following statements?

Attitudes to Windfarms - I



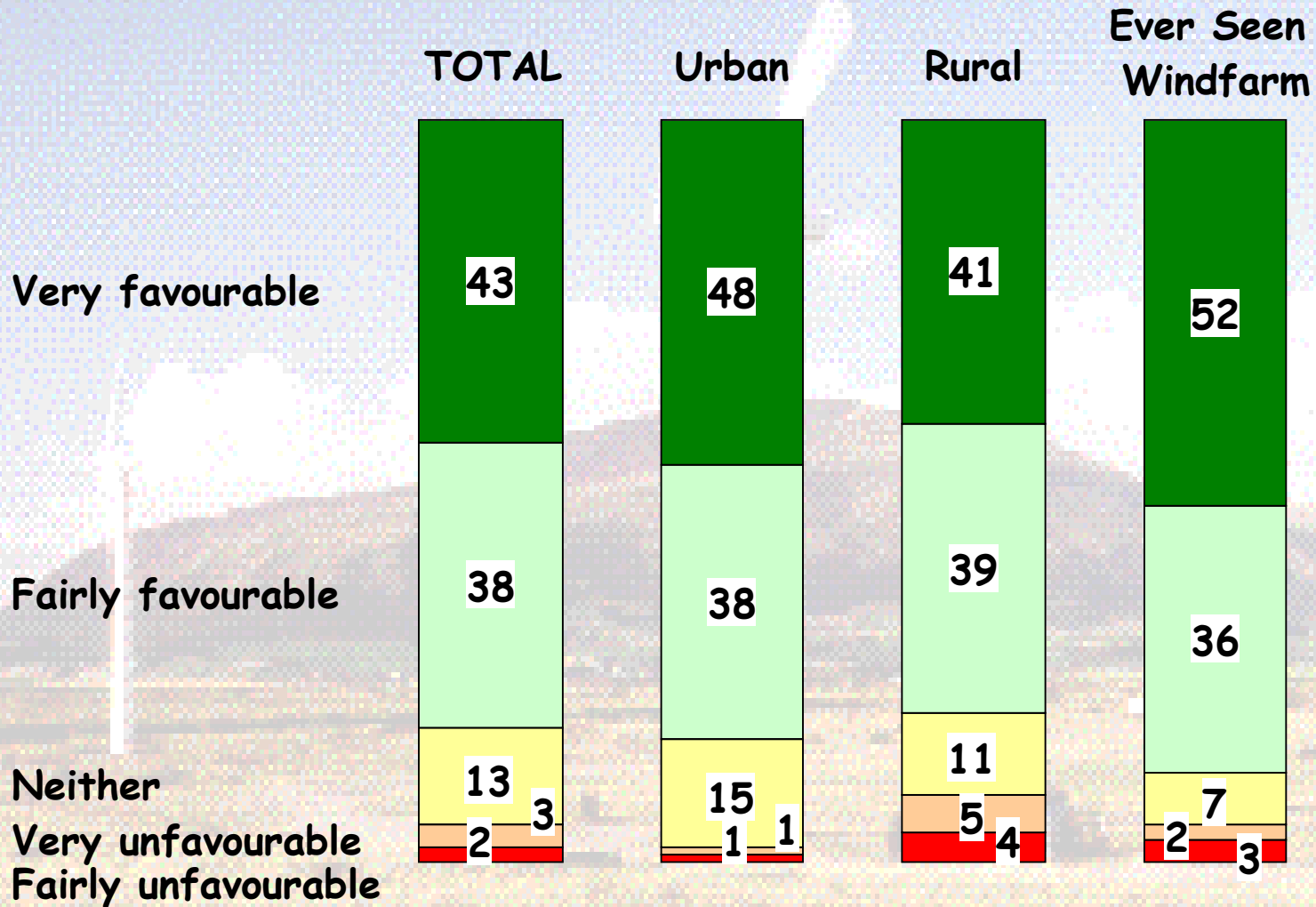
Attitudes to Windfarms - II

(Base: All Adults 15+)



Overall Attitude to Construction of More Windfarms in Ireland

(Base: All Adults 15+)





**Windfarm
Catchment Areas**

Methodology

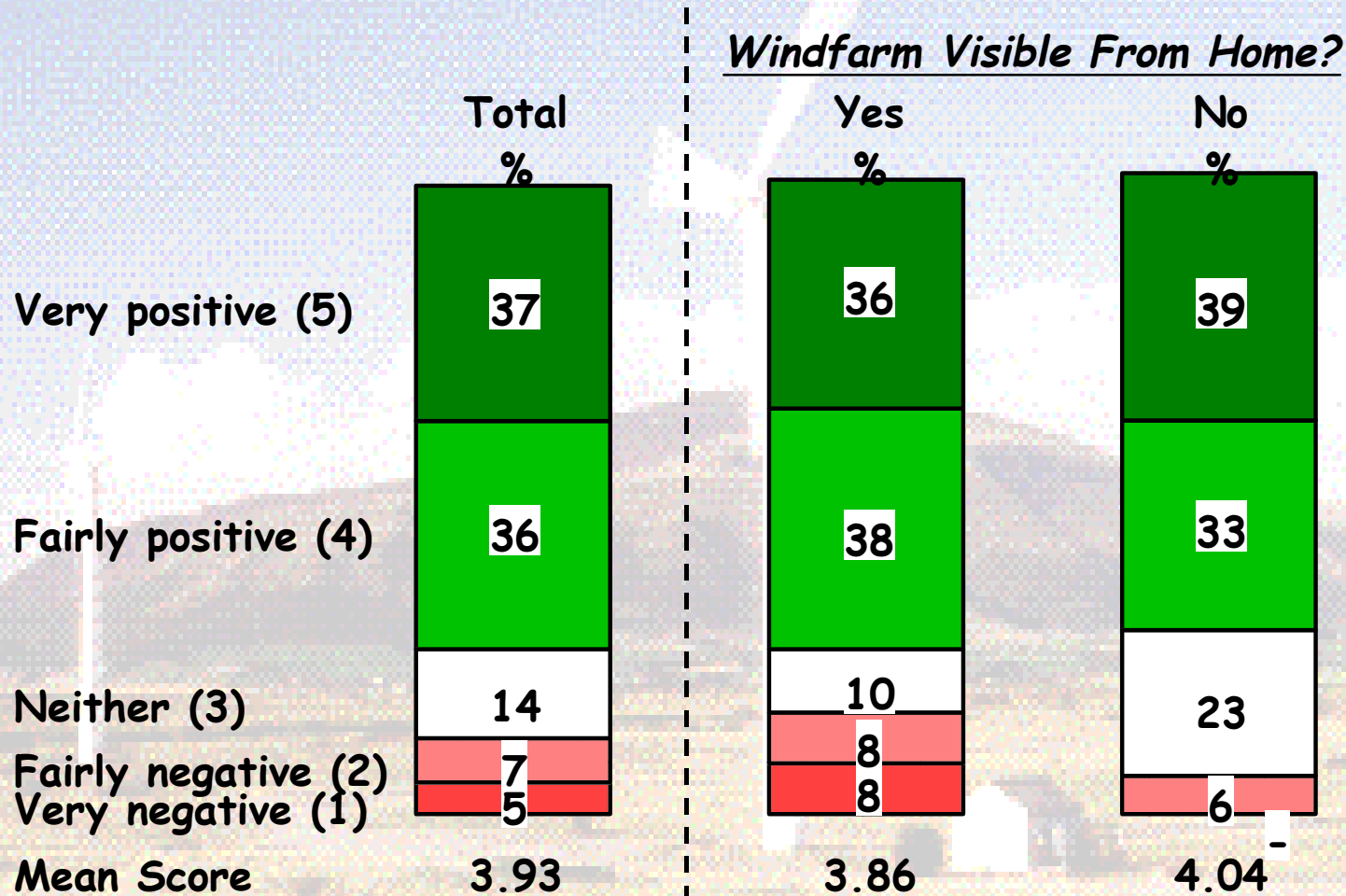
- Face to Face interviews conducted in the catchment areas.
- 25 Windfarm sites were included in the windfarm area survey
- 19 planning permission sites were included in the planning permission survey ensuring a representative spread across all the regions in question
- Sample size
 - 200: Windfarm area
 - 150: Planning permission area
- Interviews were quota controlled to be representative of the total population of the region in which the catchment areas were located.
- In the windfarm catchment area, 65% of interviews were conducted in households that were able to see the windfarm from the house.



**Existing Windfarm
Catchment Areas**

Effect Of Windfarm On Local Area

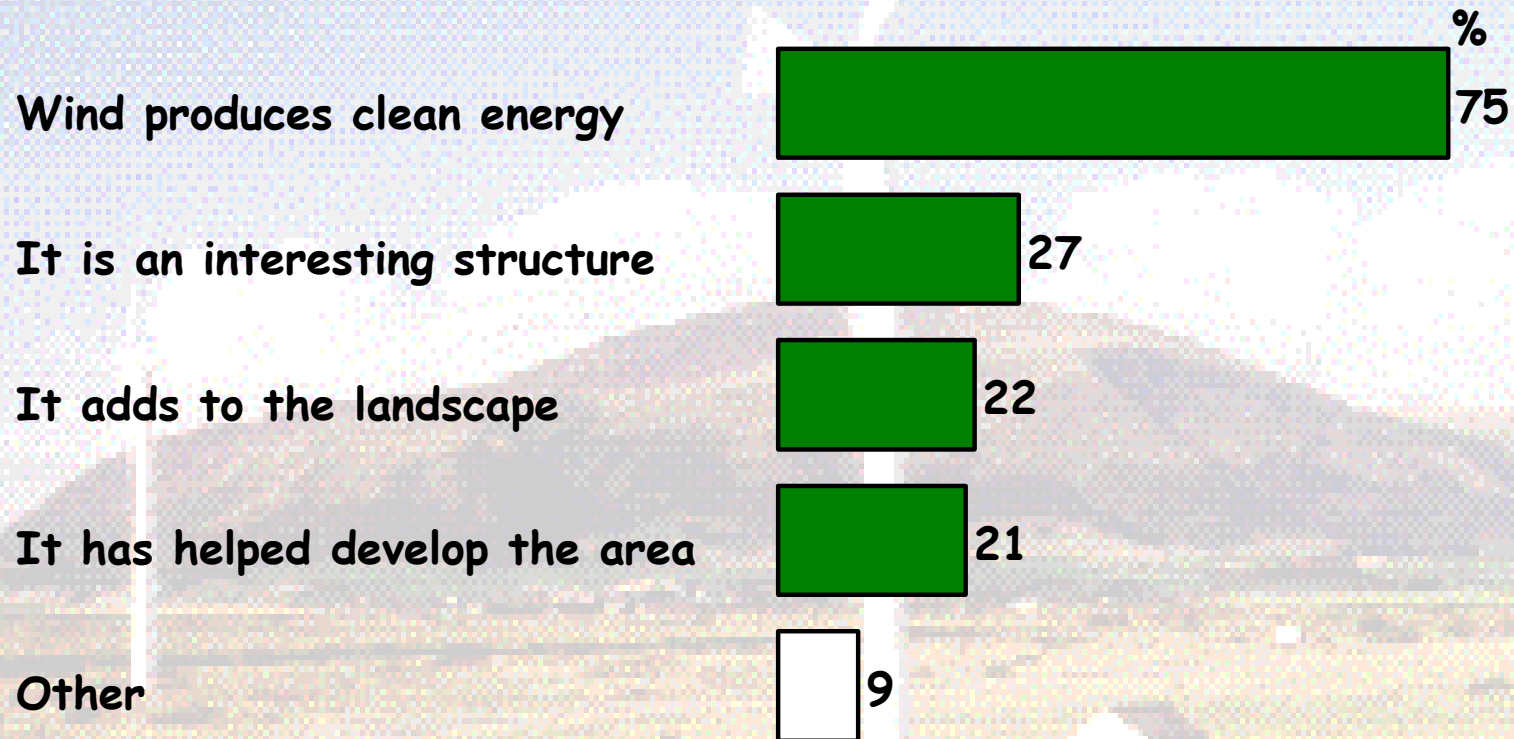
(Base: All 15+ in Windfarm Catchment Area)



Thinking of the Windfarm that has been built in this area. To what extent do you believe the Windfarm in this area has had a positive or negative effect on the local area?

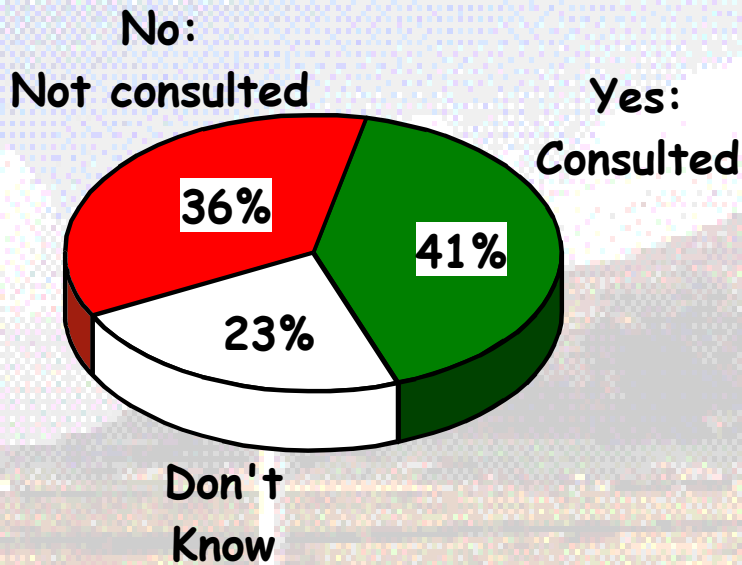
How Did Windfarm Have A Positive Effect

(Base: All Think Windfarm Had a Positive Effect on Local Area)

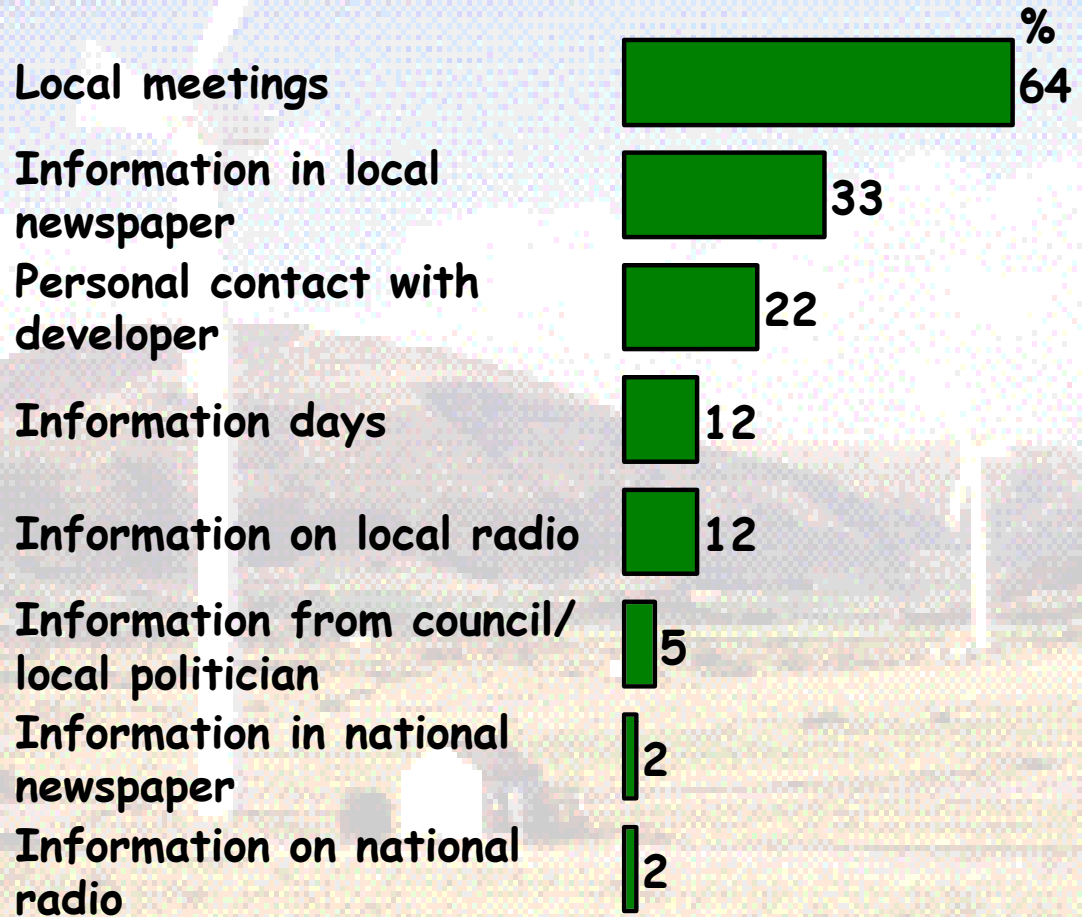


Was The Local Community Consulted Before The Windfarm Was Built

(Base: All Aged 15+ in Windfarm Catchment Area)



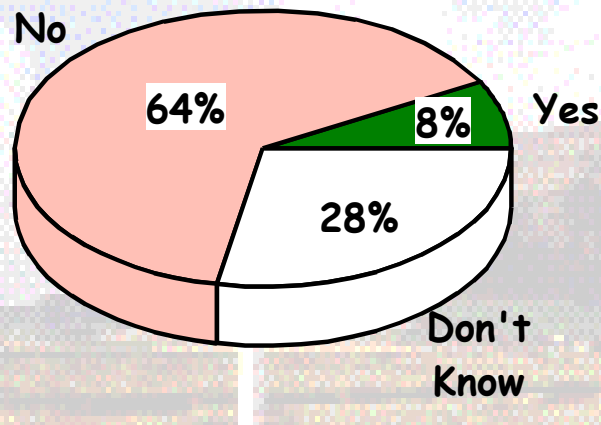
Form Of Consultation
(Base: All Aware of Consultation)



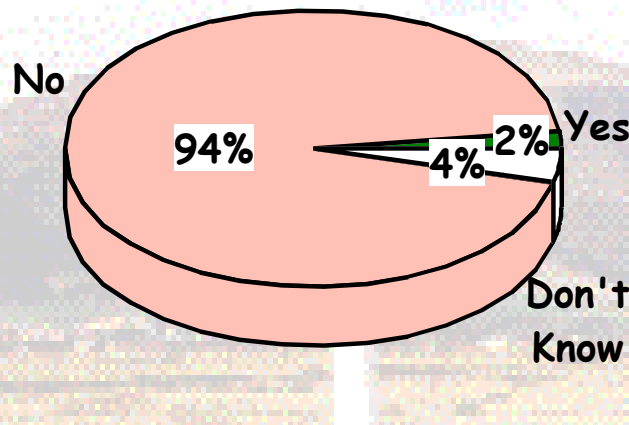
Community Involvement In Windfarm Project

(Base: All 15+ in Windfarm Catchment Area)

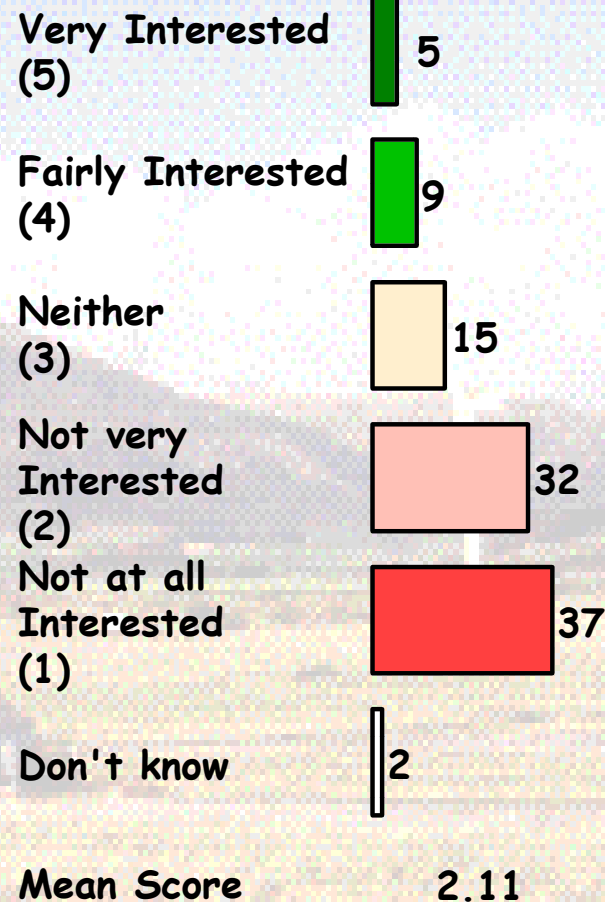
Was Community Offered A Chance To Comment On The Design/Layout Of The Windfarm?



Were You Offered The Opportunity To Invest In The Windfarm Project Before it Was Built?



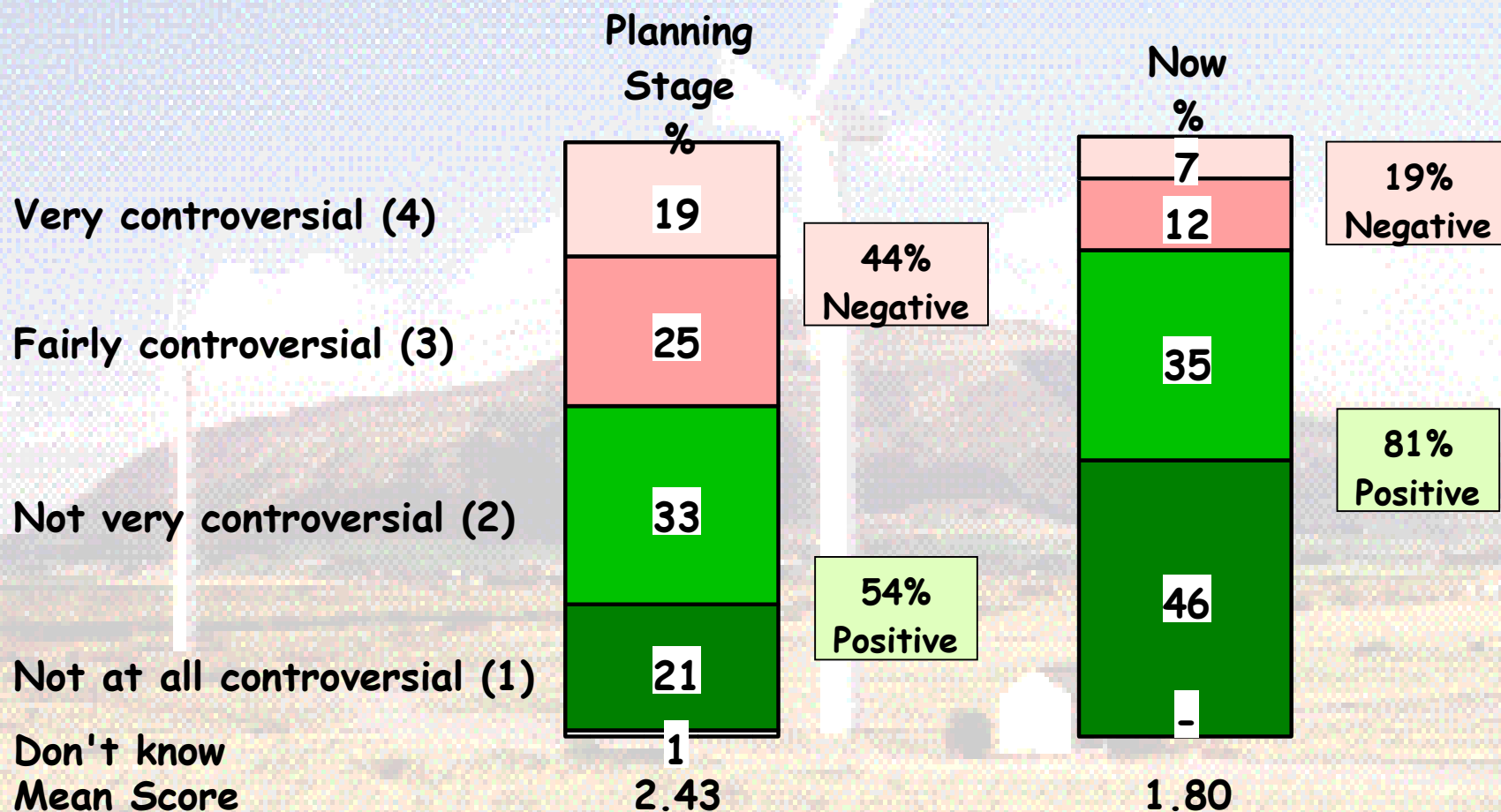
How Interested Would You Be in Investing in The Windfarm Now?



How Controversial Was The Windfarm

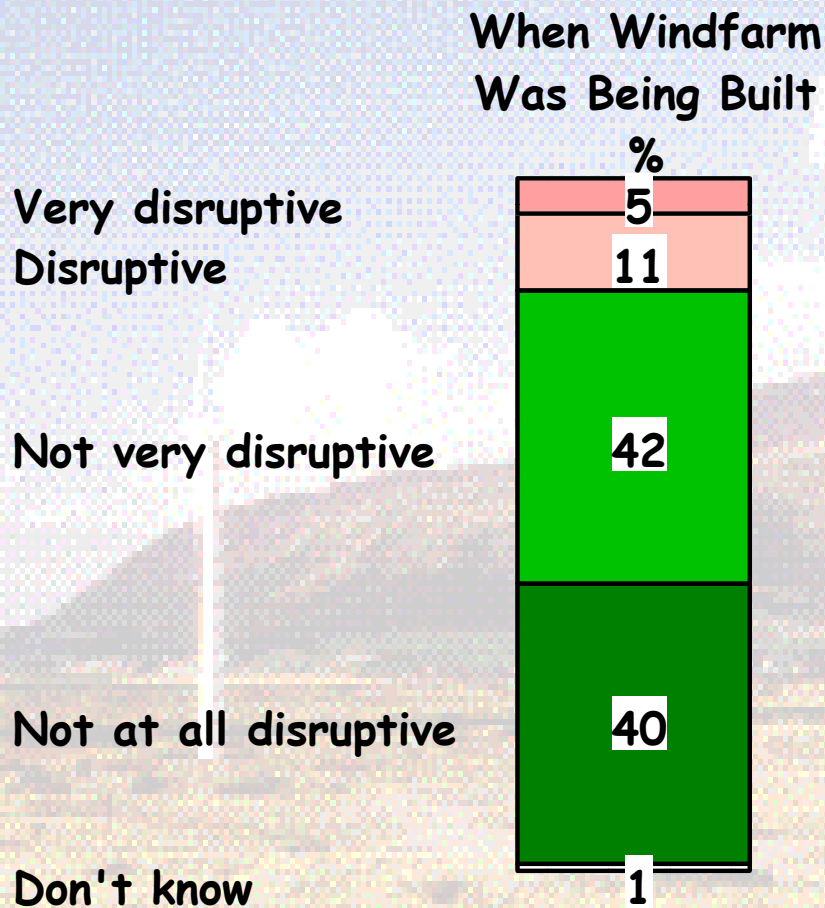
(Base: All 15+ in Windfarm Catchment Area)

How controversial at...

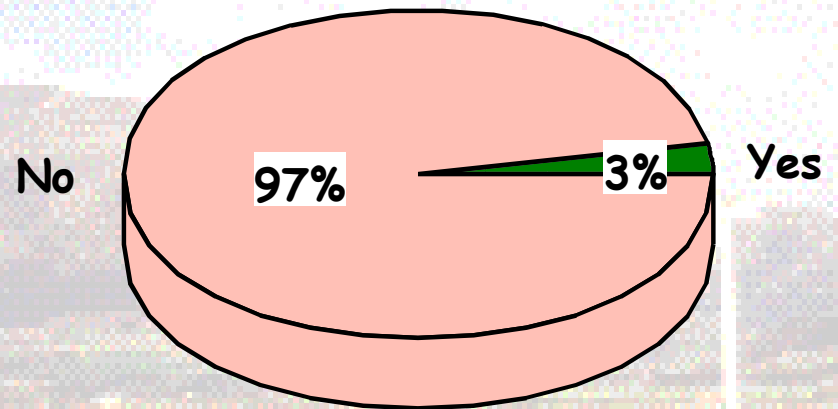


Level Of Disruption Caused In Area

(Base: All 15+ in Windfarm Catchment Area)



Whether Formally Objected to Planning Permission



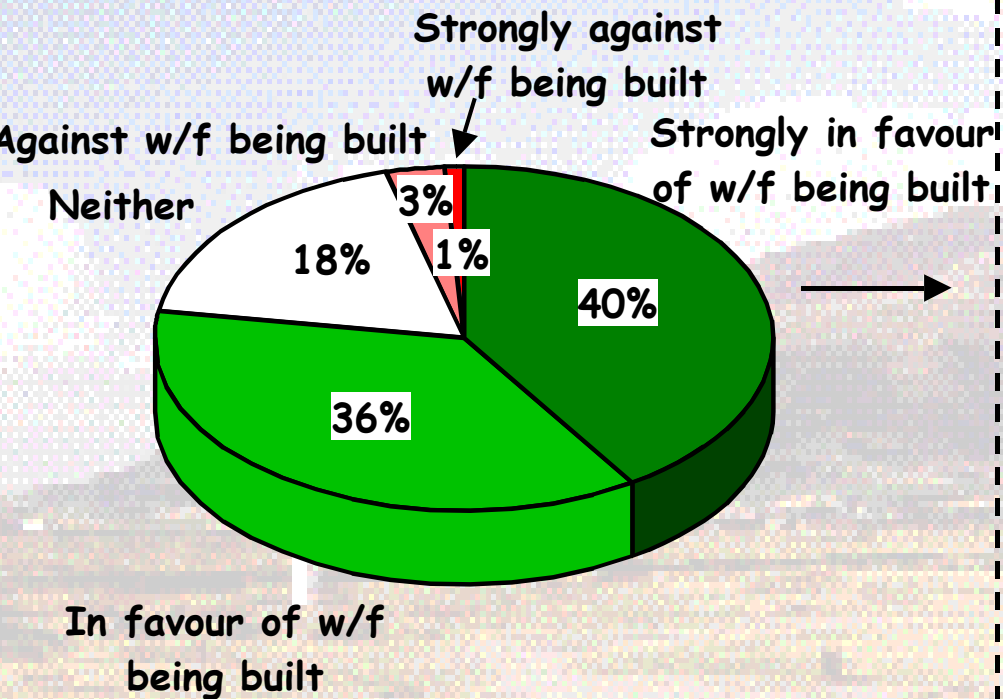


Windfarm Planning Permission areas

Favourability To Proposed Windfarm

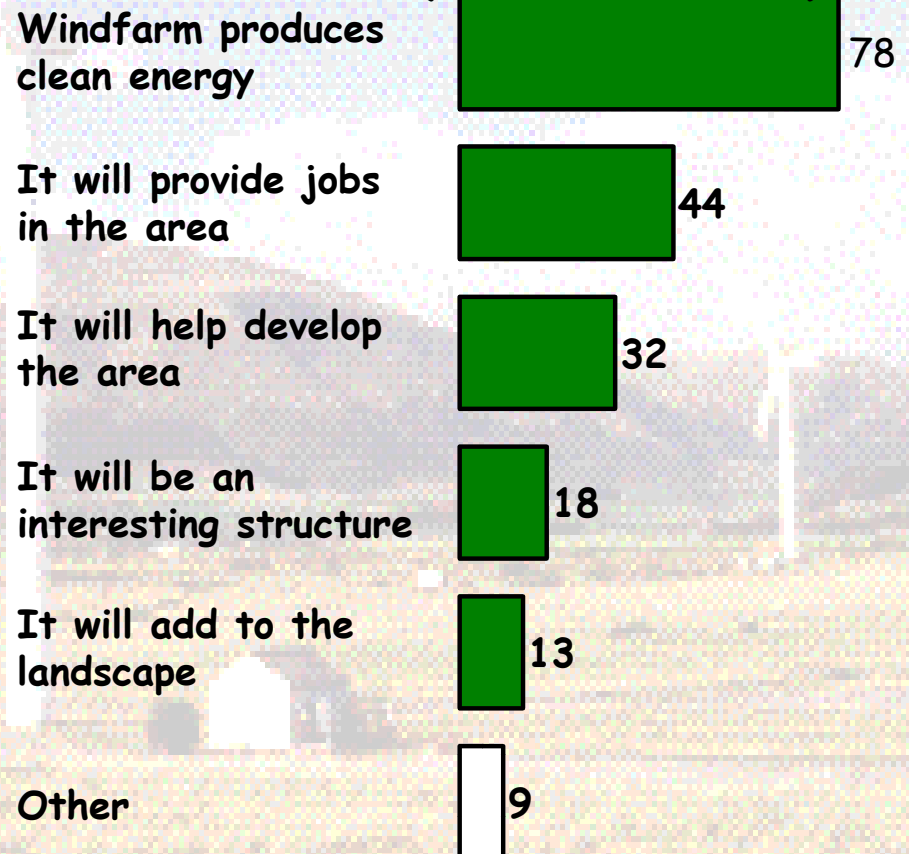
(Base: All 15+ in Windfarm Catchment Area)

To What Extent Would You Say You Are In Favour Or Against The Building Of A Windfarm In This Area



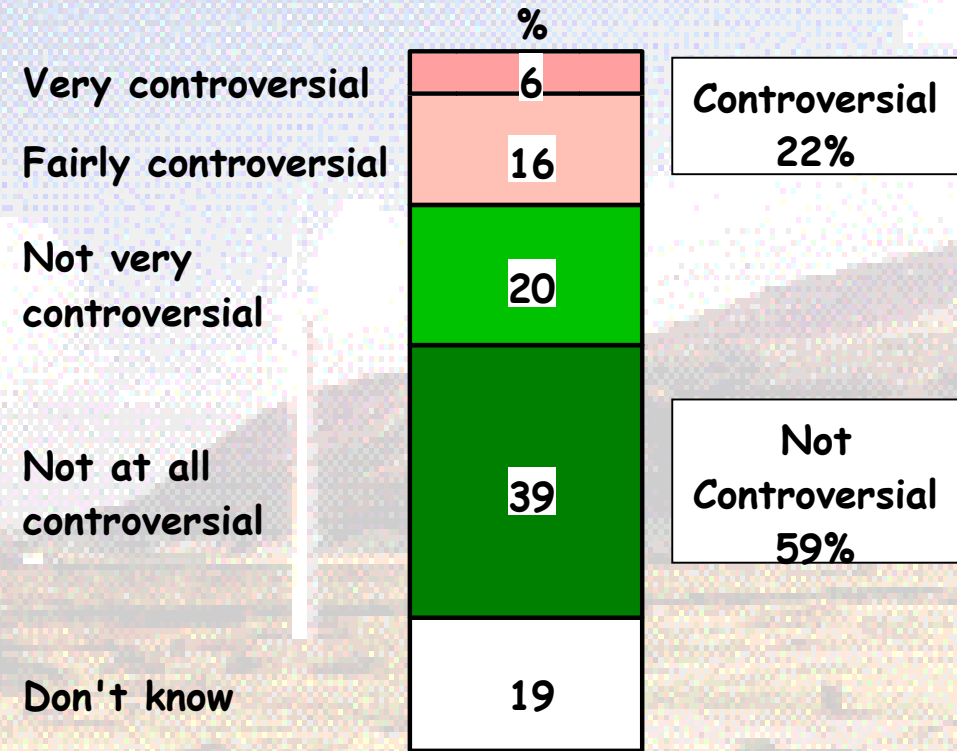
Reasons For Being In Favour Of Windfarm Being Built

(Base: All In Favour) %

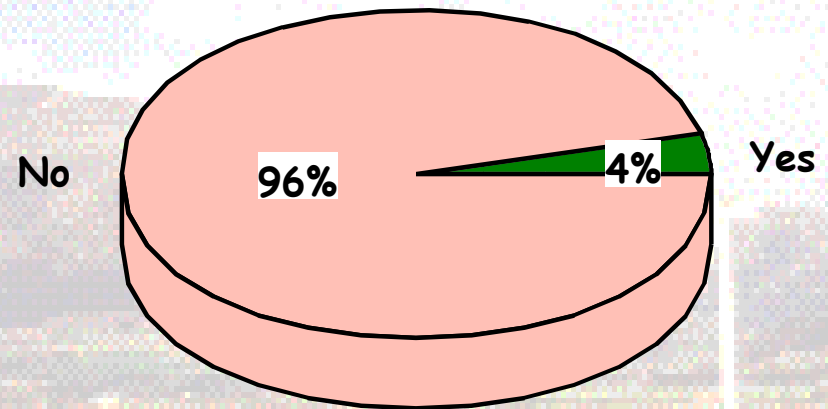


How Controversial Is Windfarm

(Base: All 15+ in Windfarm Planning Permission Area)

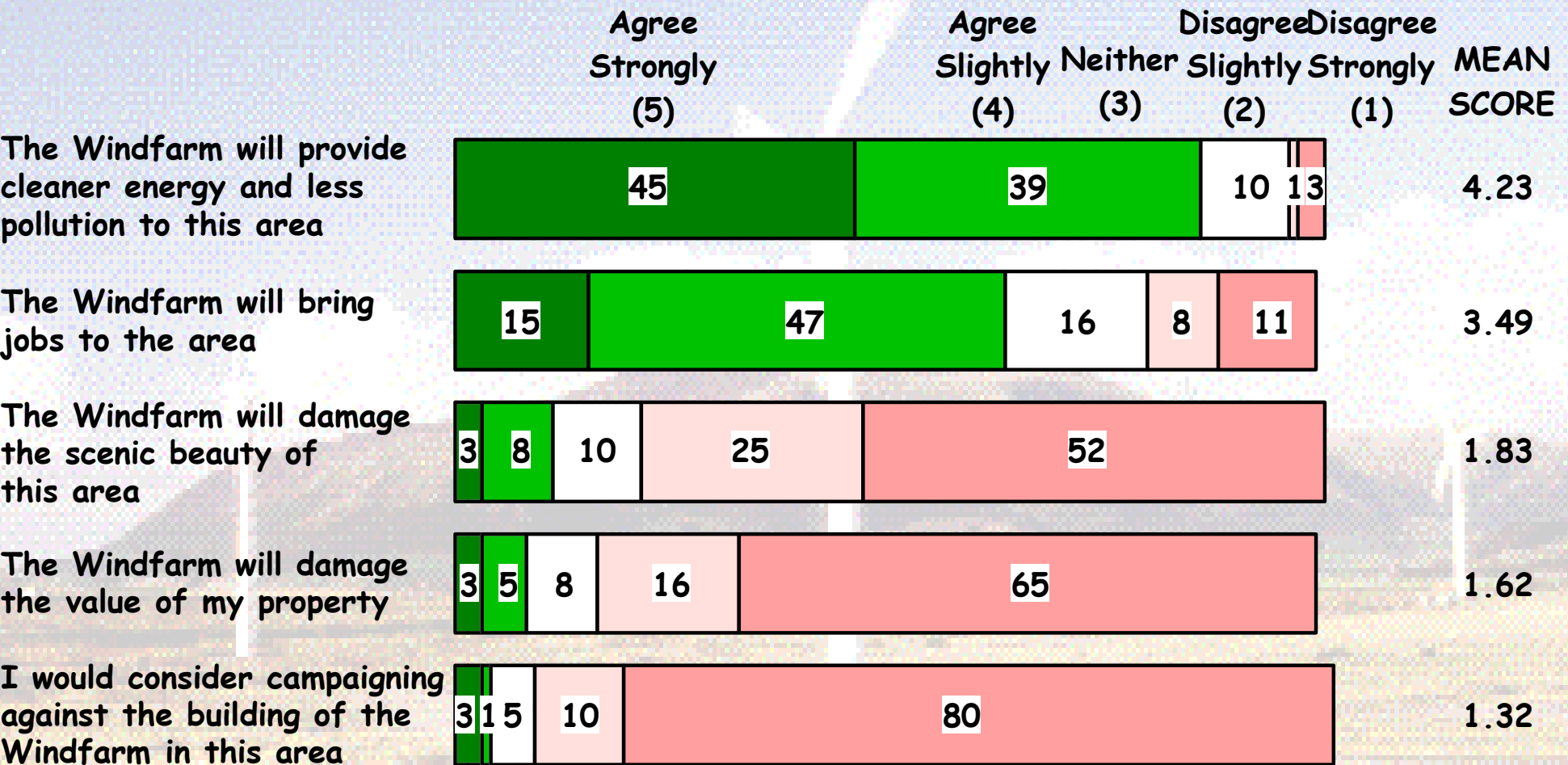


Whether Objected to Windfarm At Planning Stage (Base: All Aware of Planning)



Attitude To Windfarm In Local Area

(Base: All 15+ in Windfarm Planning Permission Area)



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