

RenewableUK
Wind Power omnibus research

- The research was conducted on i:omnibus, Ipsos MORI's online panel omnibus, between Friday 13th April and Tuesday 17th April 2012.
- Questions were asked online of 1,009 adults aged between 16 and 64 across Great Britain.
- The survey data were weighted by age, gender, region and social grade, working status and main household shopper, to be nationally representative of GB adults aged 16 - 64.
- Full data tables are available upon request.
- Where percentages do not add up to 100, this may be due to computer rounding, multiple responses, or the exclusion of don't know categories.
- All figures are percentages based on the total sample (1009) unless otherwise stated.

Presentation and Interpretation of the Data

When interpreting the findings it is important to remember that the results are only based on a sample of the population, and not on the entire population. Consequently, results are subject to sampling tolerances, and not all differences between subgroups are therefore significant.

Publication of Data

As with all our studies, these results are subject to our standard terms and conditions of contract.

Any publication of results requires the prior approval of Ipsos MORI, RenewableUK and Hill & Knowlton Strategies. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

Questions & Topline results

The next few questions are about wind energy.

RW01.

To what extent are you in favour of or opposed to the use of wind power in the UK?

Base: All respondents (1009 people)

(Single response only)

Strongly in favour of	28%
Tend to favour	38%
Neither favour nor oppose	22%
Tend to oppose	5%
Strongly opposed to	3%
Don't Know	4%

RW02

To what extent do you find the look of wind farms on the landscape acceptable or not?

Please give your answer on a scale of 1-10 where 1 means completely unacceptable and 10 means it's completely acceptable.

Base: All respondents (1009 people)

(Single response only)

1. Completely unacceptable	6%
2.	2%
3.	5%
4.	4%
5.	12%
6.	9%
7.	16%
8.	15%
9.	6%
10. Completely acceptable	20%
Don't Know	4%

RW03 According to RenewableUK calculations based on official figures from Ofgem (the energy regulator), during the financial year 2010/2011 the average UK household contributed £7.74 of their energy bill (equivalent to around 2p per day), towards the development of wind energy as part of the Government's Renewables Obligation. To what extent do you believe this to be good or poor value for money for UK energy consumers?

Base: All respondents (1009 people)
(Single response only)

Very good value	17%
Fairly good value	26%
Average value	25%
Fairly poor value	10%
Very poor value	9%
Don't know	13%

RW04. What benefits, if any, do you think wind energy is providing the UK?

Base: All respondents (1009 people)

(Multiple responses permitted)

Helping to reduce carbon emissions	59%
Helping to tackle climate change	44%
Providing jobs in the wind energy sector and its supply chain	48%
Providing a secure supply of energy in the UK	48%
Reducing the UK's dependence on imported fossil fuels	59%
Providing an energy source that helps to protect customers from rises in energy bills created by fluctuating gas prices	36%
Other	2%
I can't think of any benefits (Single Response only)	8%
Don't know (Single Response only)	7%