



GfK NOP

WIND FARMS TELEBUS

Fieldwork conducted : 28th – 30th July 2006

Summary of Findings

17th August 2006

Prepared by GfK NOP



METHODOLOGY

- 972 telephone interviews
- Nationally representative sample
- Fieldwork conducted over one weekend
- GfK NOP's weekly Telebus study used for this survey

FINDINGS

QUESTION 1.

Have you yourself ever seen or visited a working wind farm within the UK?

By this I mean seen or visited in real life as opposed to pictures or images

you may have seen on television, in newspapers or in the internet etc.

<u>AUG</u> <u>04</u>	Total	Male	15-24	45-54	AB	C1	DE	West Country TV
(base)	(1000)	(474)	(135)	(164)	(193)	(295)	(293)	(29)
YES	42%	48%	21%	51%	51%	49%	29%	65%

<u>JAN</u> <u>05</u>	Total	Male	Female	15- 24	55- 64	AB	DE	Tyne Tees	Carlton/LW T
(base)	(999)	(473)	(526)	(135)	(142)	(193)	(293)	(47)	(204)
YES	47%	55%	40%	33%	57%	59%	37%	72%	36%

<u>SEP</u> <u>05</u>	Total	Male	15-24	45-54	AB	Granada	Carlton LWT	West Country TV
(base)	(935)	(451)	(96)	(159)	(195)	(112)	(195)	(28)
YES	48%	54%	31%	57%	57%	61%	32%	70%

<u>JULY</u> <u>06</u>	Total	16-24	55-64	AB	North	Yorks & Humbers/ de	Wales	London
(base)	(972)	(118)	(147)	(203)	(50)	(84)	(50)	(123)
YES	43%	33%	57%	51%	59%	55%	58%	25%

*Subgroups shown here all score significantly higher/ lower than the **total**. *

At a total level, awareness of wind farms increased significantly between August 04 and January 05 and maintained the same level to the next wave of interviewing. In July 06, the level of awareness has dropped back significantly back to the level recorded at the first wave of interviewing.

QUESTION 2

Level of agreement / disagreement with statements. Scale of 1-5 where 1 means disagree strongly and 5 means agree strongly.

STATEMENT 1:

Wind farms are necessary so that we can produce renewable energy to help us meet current and future energy needs in the UK.

	Total	Seen working wind farm	Not seen working wind farm
<u>AUG 04</u>	(1000)	(421)	(579)
AGREE	74%	78%	71%
DISAGREE	12%	12%	12%
<u>JAN 05</u>	(999)	(470)	(529)
AGREE	79%	80%	77%
DISAGREE	10%	12%	9%
<u>MAY 05</u>	(1000)	(439)	(561)
AGREE	77%	83%	72%
DISAGREE	11%	10%	12%
<u>SEP 05</u>	(935)	(452)	(483)
AGREE	80%	81%	78%
DISAGREE	8%	10%	5% Sig. from total

<u>JULY 06</u>	(972)	(n=499)	(n=473)
AGREE	76%	74%	79%
DISAGREE	11%	13%	8%

Level of agreement (at total level) has dropped back marginally from last wave (76% vs 80% and 79% in previous 2 waves). For the first time, the level of agreement is nominally higher amongst those who have not seen a working wind farm. However, this difference is NOT statistically significant.

There are no significant differences by regional, age, gender or social grade subgroups.

STATEMENT 2:

Wind farms are, or would be, ugly and a blot on the landscape.

	Total	Seen working wind farm	Not seen working wind farm
<u>AUG 04</u>	<i>(1000)</i>	<i>(421)</i>	<i>(579)</i>
AGREE	27%	26%	27%
DISAGREE	50%	58%	44%
<u>JAN 05</u>	<i>(999)</i>	<i>(470)</i>	<i>(529)</i>
AGREE	30%	28%	32%
DISAGREE	52%	60%	45%
<u>MAY 05</u>	<i>(1000)</i>	<i>(439)</i>	<i>(561)</i>
AGREE	28%	27%	29%
DISAGREE	51%	57%	47%
<u>SEP 05</u>	<i>(935)</i>	<i>(452)</i>	<i>(483)</i>
AGREE	27%	23%	30%
DISAGREE	50%	57% Sig. from total.	43% Sig. from total.

<u>JULY 06</u>	(972)	(n=499)	(n=473)
AGREE	27%	24%	30%
DISAGREE	52%	55%	49%

Directionally, those who have seen a wind farm are MORE likely to DISAGREE with this statement than the general population, but this difference is not significant. The difference between those who have seen a wind farm and those who haven't has diminished.

Whilst there is no significant difference by age, gender and social grade subgroups, there are some regional differences. Level of disagreement with this statement is higher in the North, and level of agreement is lower. In the West Midlands, the level of disagreement is lower, but the level of agreement with the statement does not differ significantly from the total population.

STATEMENT 3:

Wind farms are necessary so that we can produce renewable energy, what they look like is unimportant.

	Total	Seen working wind farm	Not seen working wind farm
<u>AUG 04</u>	<i>(1000)</i>	<i>(421)</i>	<i>(579)</i>
AGREE	61%	64%	59%
DISAGREE	21%	21%	21%
<u>JAN 05</u>	<i>(999)</i>	<i>(470)</i>	<i>(529)</i>
AGREE	60%	62%	57%
DISAGREE	24%	23%	24%
<u>MAY 05</u>	<i>(1000)</i>	<i>(439)</i>	<i>(561)</i>
AGREE	60%	65%	57%
DISAGREE	22%	21%	22%

SEP 05	(935)	(452)	(483)
AGREE	62%	63%	61%
DISAGREE	19%	23%	16% Sig. from total..
JULY 06	(972)	(n=499)	(n=473)
AGREE	61%	61%	59%
DISAGREE	21%	20%	21%

There are no regional differences on this measure. The only difference seen is a slightly lower level of disagreement amongst 25-34 year olds.

QUESTION 3 – NEW QUESTION

Would you be happy to have a wind farm in your local area (by which I mean within 5km/ c.3 miles from where you live).

	JULY 06	Seen working wind farm	Not seen working wind farm
(base)	(972)	(499)	(473)
Very/ Quite Happy	56%	56%	56%
Not very/ Not at all Happy	22%	22%	22%
Neutral/ don't know	22%	22%	21%

This new question asks respondents directly how they would feel about having a wind farm in their area.

More than half of the sample claim that they would be happy to have a wind farm 'in their own back yard'. Of the remainder, almost half are neutral about the issue.

Interestingly, there are no differences at all between those who have seen a wind farm and those who haven't.

There are also no differences by region.

In Wave 1, we saw quite clearly that respondents who have seen a working wind farm in the UK are more positive about wind farms (in the context of the questions asked). Wave 2's data did not show such a clear delineation between the two groups. Wave 3's findings show a similar consistency between the two groups, suggesting that the factor of having seen a working wind farm is less significant than when the first wave of interviewing was conducted in 2004.