

Background & Research Objective

- IWEA is the representative body for the Irish wind industry.
- IWEA's remit is to promote wind energy as an essential, economical and environmentally friendly part Ireland's low-carbon energy future
- Interactions conducted omnibus research for IWEA in October 2017, November 2018, and again in November 2019.
- The research objective was determined as follows:



“To measure & track perceptions and attitudes around wind energy amongst Irish adults.”



Methodology

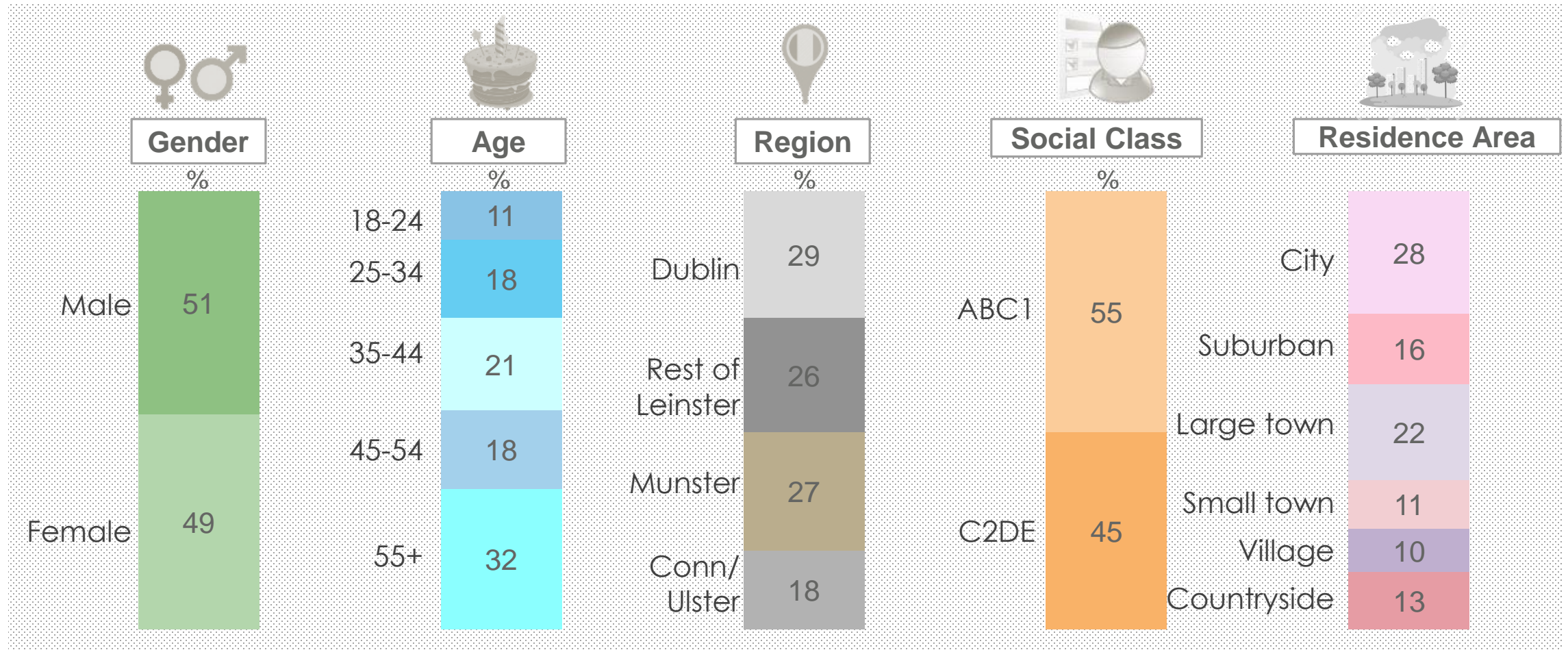


- An online survey was conducted amongst a nationally representative sample of 1,019 Irish adults.
 - A supplemental booster survey also sampled 200 residents of rural areas (countryside, village, small town).
- This represents the third annual research wave:
 - A benchmark research piece surveyed 2,078 Irish adults in October 2017.
 - A second wave of research (sample size 1,015) was conducted between 5th and 12th November 2018.
- Quotas were set & weightings were applied to ensure a representative sample. Fieldwork was conducted between November 20th – 30th, 2019.



Sample Profile (Main Sample)

Base: All main survey completes (n = 1,016)

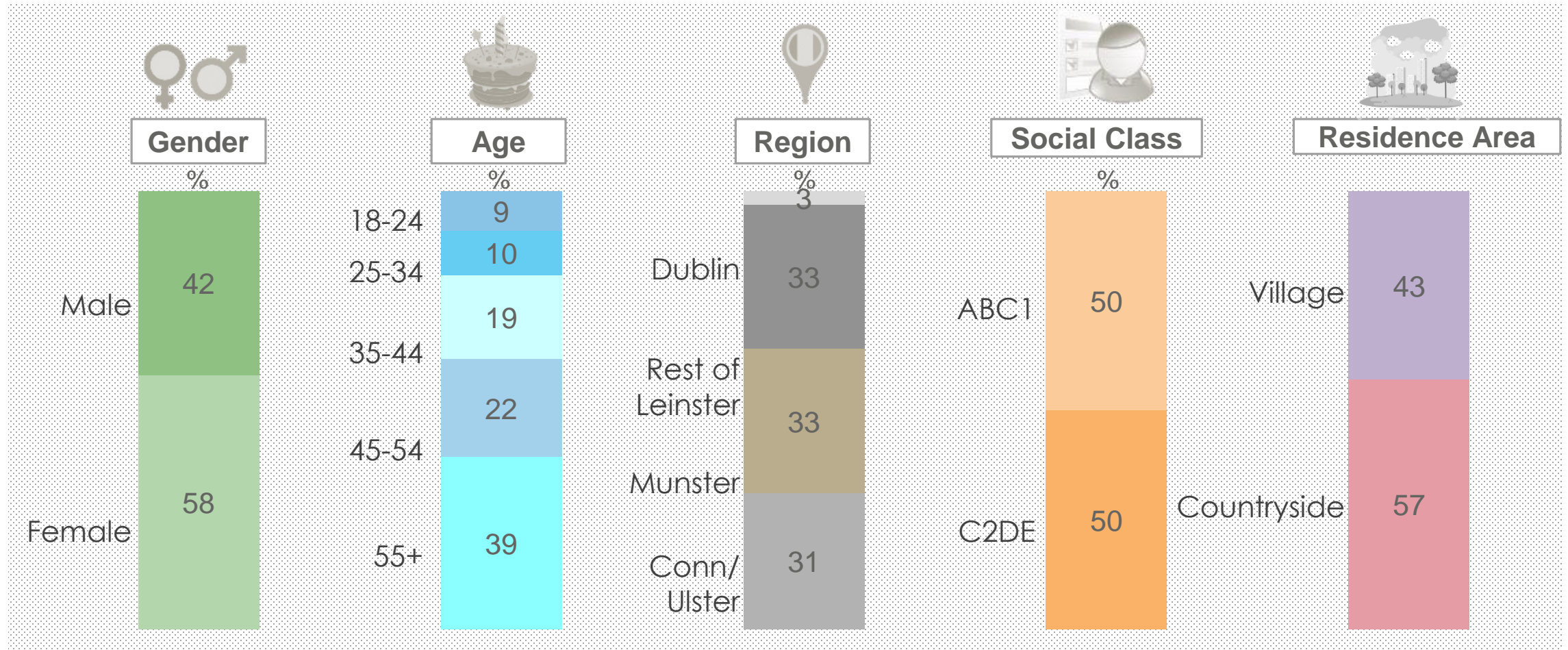


To ensure the sample was nationally representative, quotas were set and the data was weighted for age, gender, and region. Social class & residence was allowed to fall out naturally.



Sample Profile (Rural Sample)

Base: All main & booster sample who live in countryside/village (n = 349)



Respondents from the main survey and the booster were combined for the bullseye rural target.



Results

Favourability towards Wind Power

Q.To what extent are you in favour of, or opposed to, the use of wind power in the Republic of Ireland?

Main Sample
(Nationally Representative)

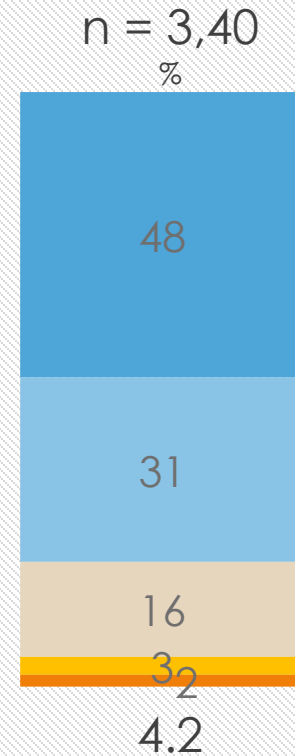
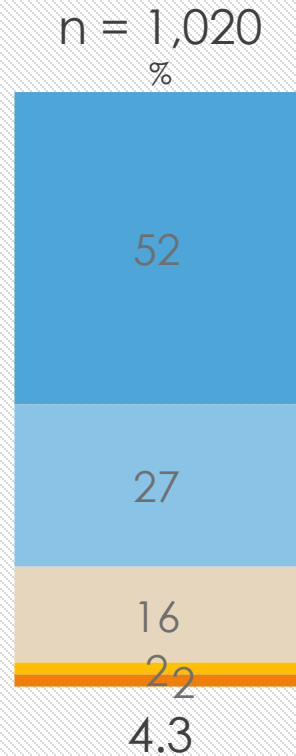
Rural Dwellers
(Countryside/Village)

Strongly in favour (5)

Tend to favour (4)

Neither favour/oppose (3)
Tend to oppose (2)
Strongly oppose (1)

Mean Scores:



	2018	2017
Strongly in favour	54%	47%
Tend to favour	29%	38%
Neither favour/oppose	15%	13%
Oppose	2%	3%

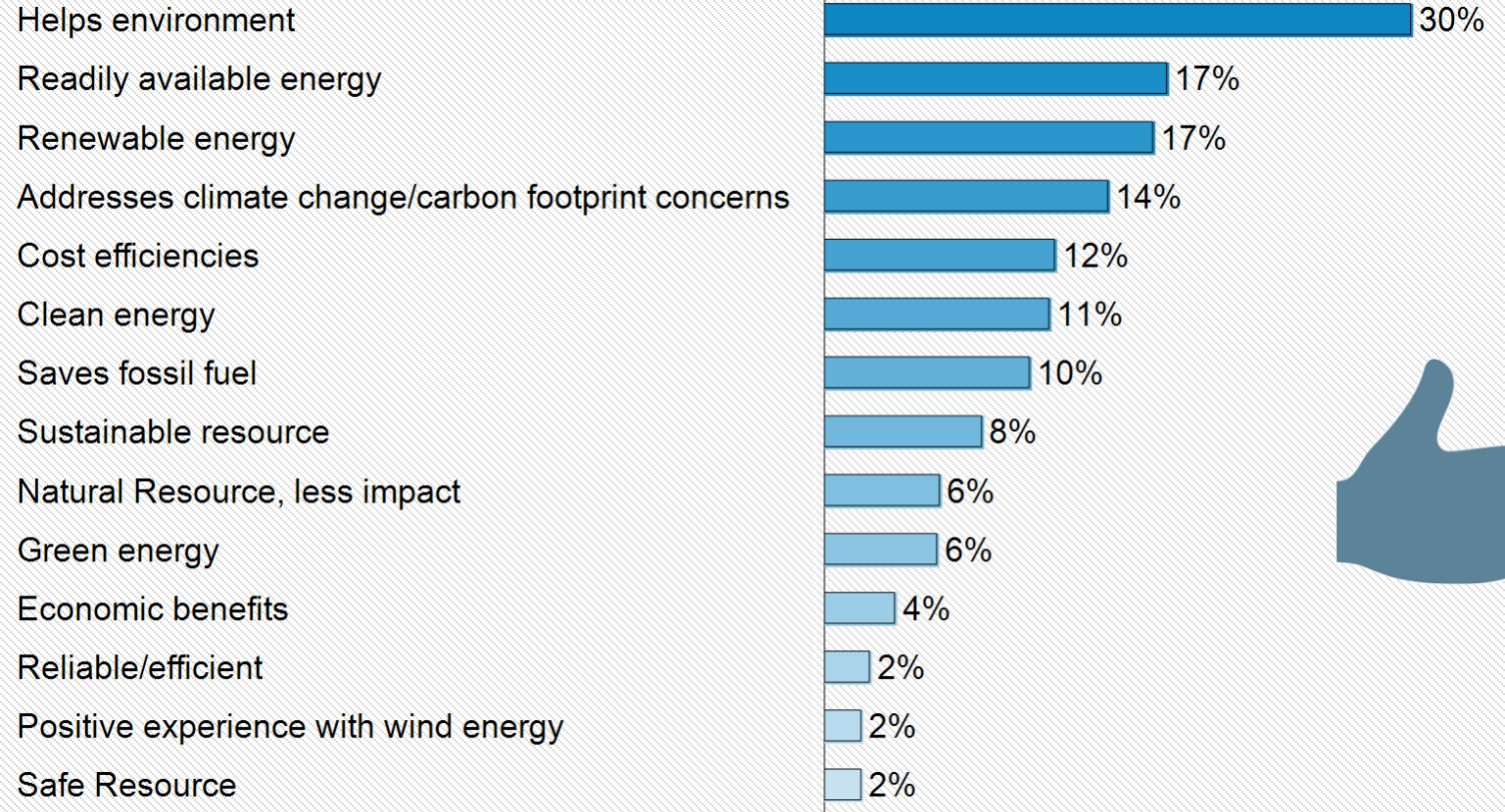
Consistent with previous waves, 4 in 5 Irish of those surveyed are in favour of wind power in Ireland.



Favourability to Wind Power: Coded Verbatim

Base: All who said they were in favour of wind power (892 people)

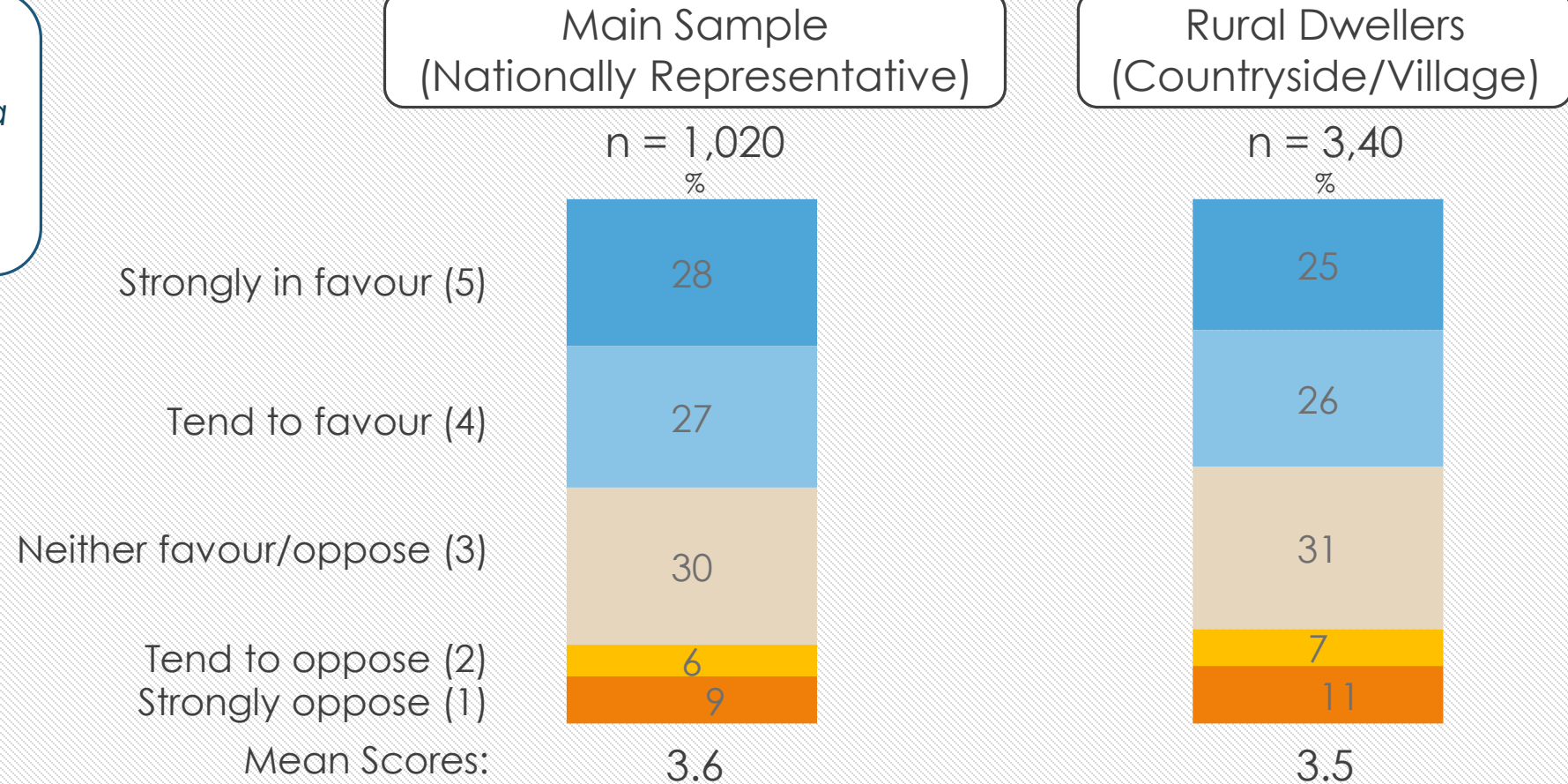
Q. Why do you say you are **in favour** of the use of wind power in the Republic of Ireland?



3 in 10 mentioned that using wind power **helps the environment**. Just under 1 in 5 referred to ready **availability**, and the same number favour the **renewability** aspect of wind power.

Development of Wind Farms in Local Area

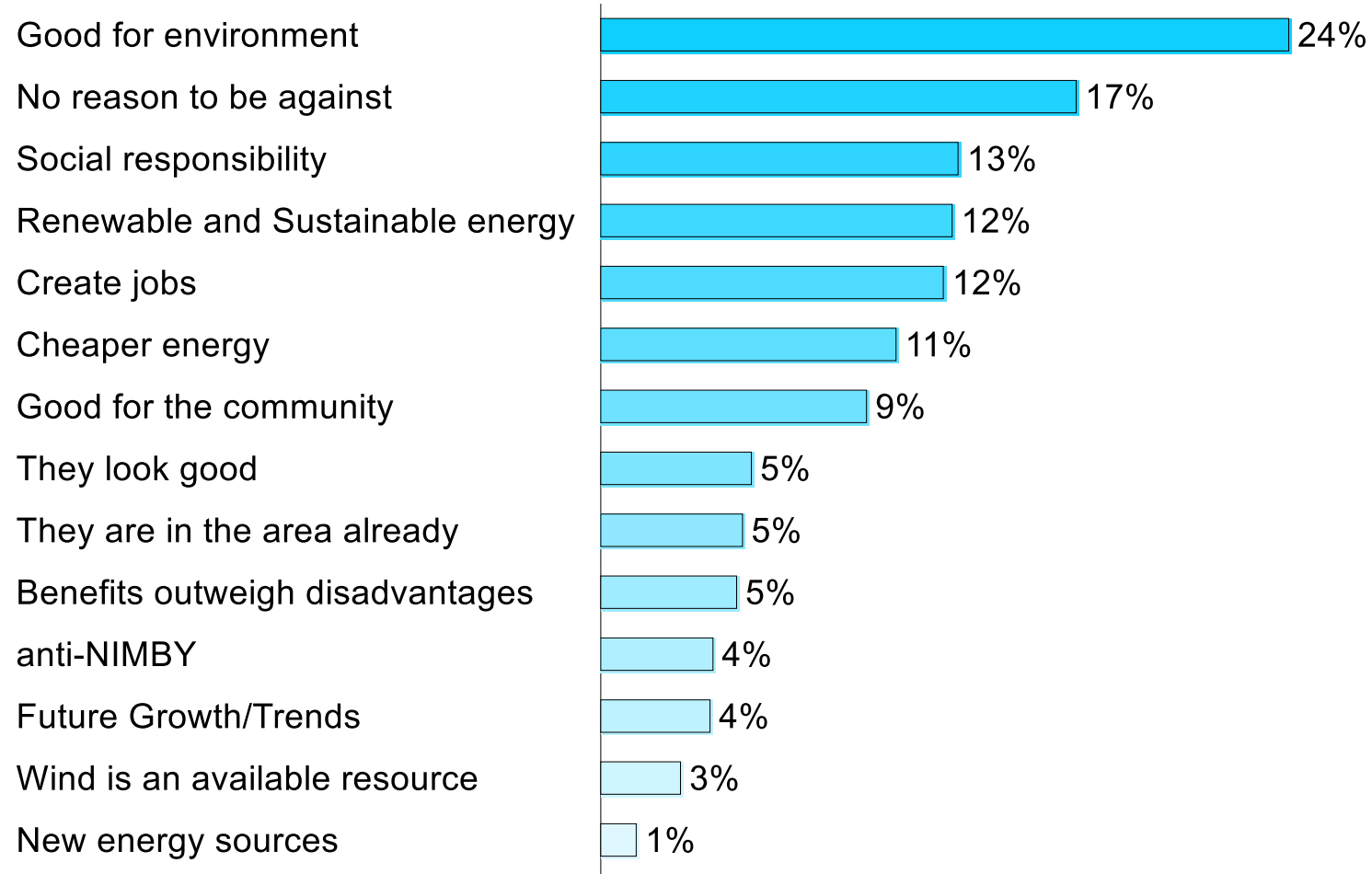
Q. How would you feel about having a wind farm set up in your local area?



Just over half would favour having a wind farm developed in their local area. However, about 1 in 6 would be opposed with just marginally higher opposition in rural areas.

Reasons for In Favour

Base: All in favour comments(n = 617)

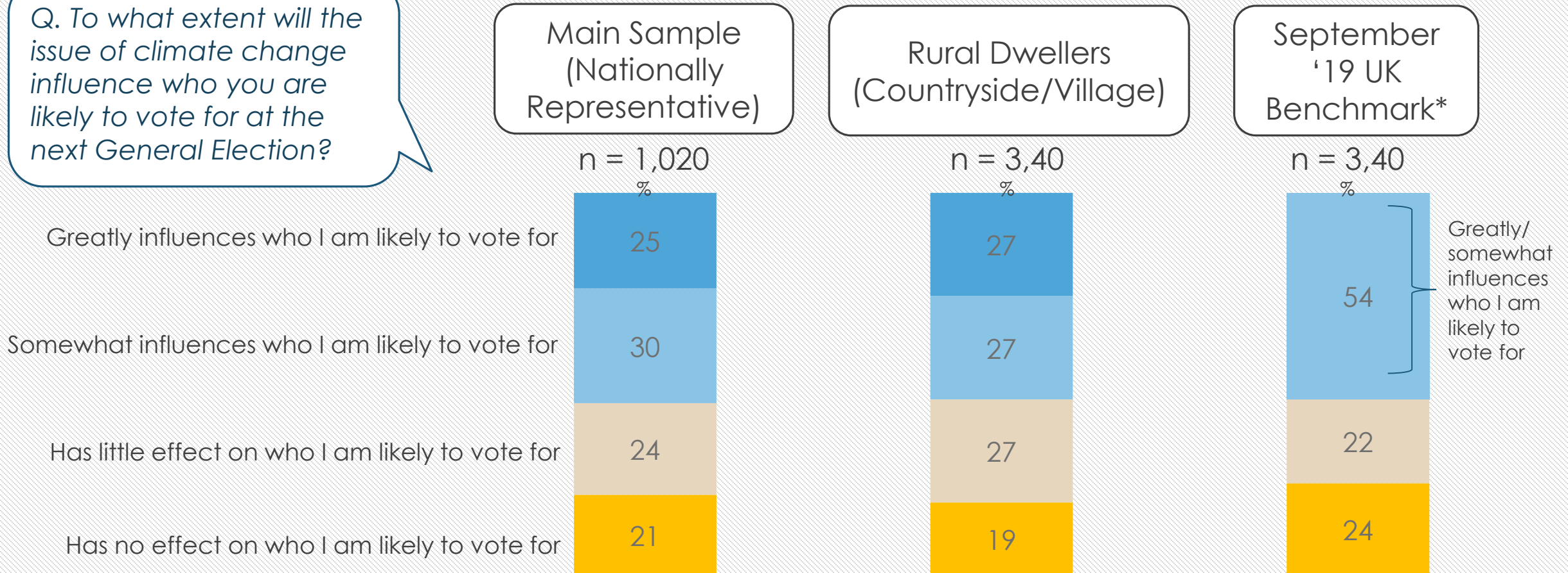


Social responsibility features significantly in reasons for favouring – cited explicitly by 1 in 8. 1 in 4 cited environment, while 1 in 6 feels they have no justification for being against wind energy.



Favourability towards Wind Power

Q. To what extent will the issue of climate change influence who you are likely to vote for at the next General Election?



Over half the main nationally representative sample, and the booster rural sample, said that climate change will be a significant voting influence for them in the next general election.



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