



# Public Attitudes Monitor

January 2021



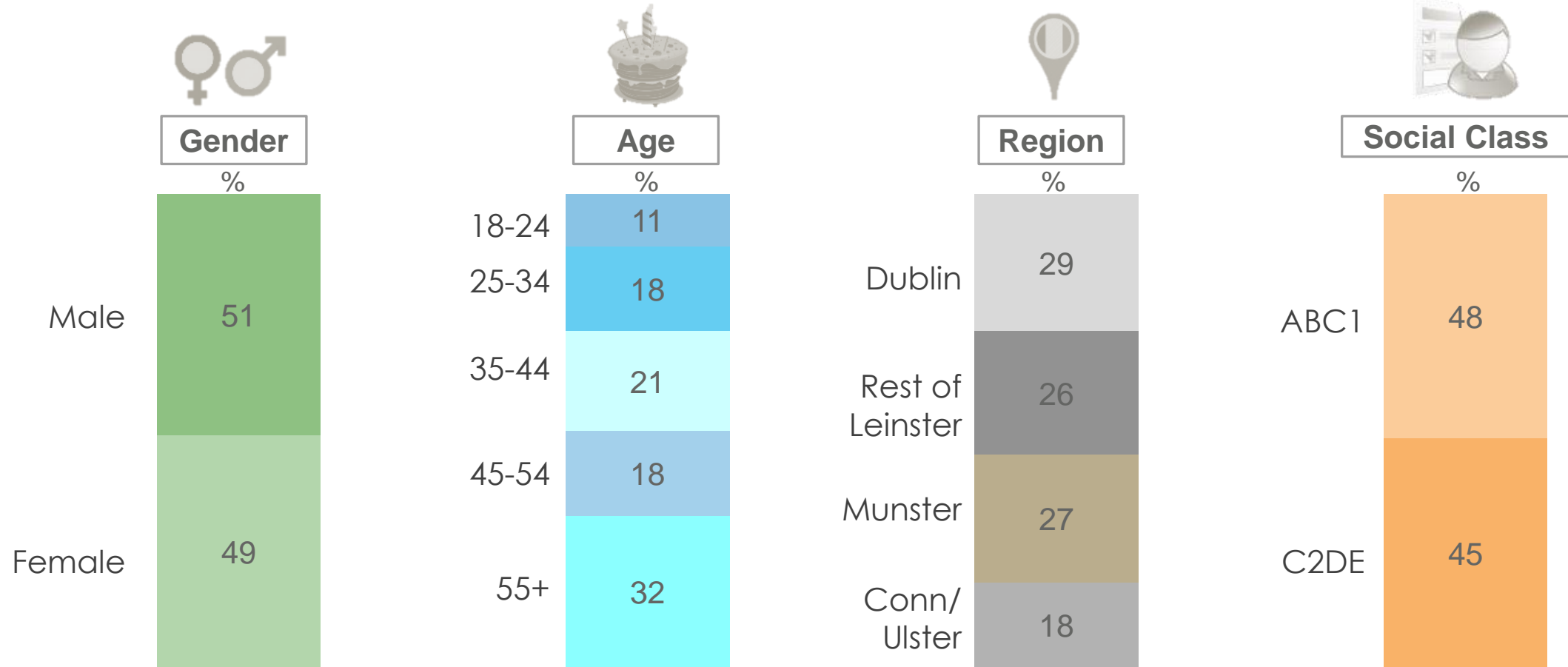
Independent research & evaluation

# Research Background, Objectives & Methodology

- Wind Energy Ireland is the representative body for the Irish wind industry with a remit to promote wind energy as an essential, economical and environmentally friendly part Ireland's low-carbon energy future.
- Interactions has conducted an annual online poll for IWEA since 2017:  
***“To measure & track perceptions and attitudes around wind energy amongst Irish adults.”***
- This year's survey sampled a representative sample of 1,004 Irish adults together with a supplementary booster sample of 203 rural dwellers.
  - **Fieldwork took place between 12-18th November, 2020.**

# Sample Profile (Main Sample)

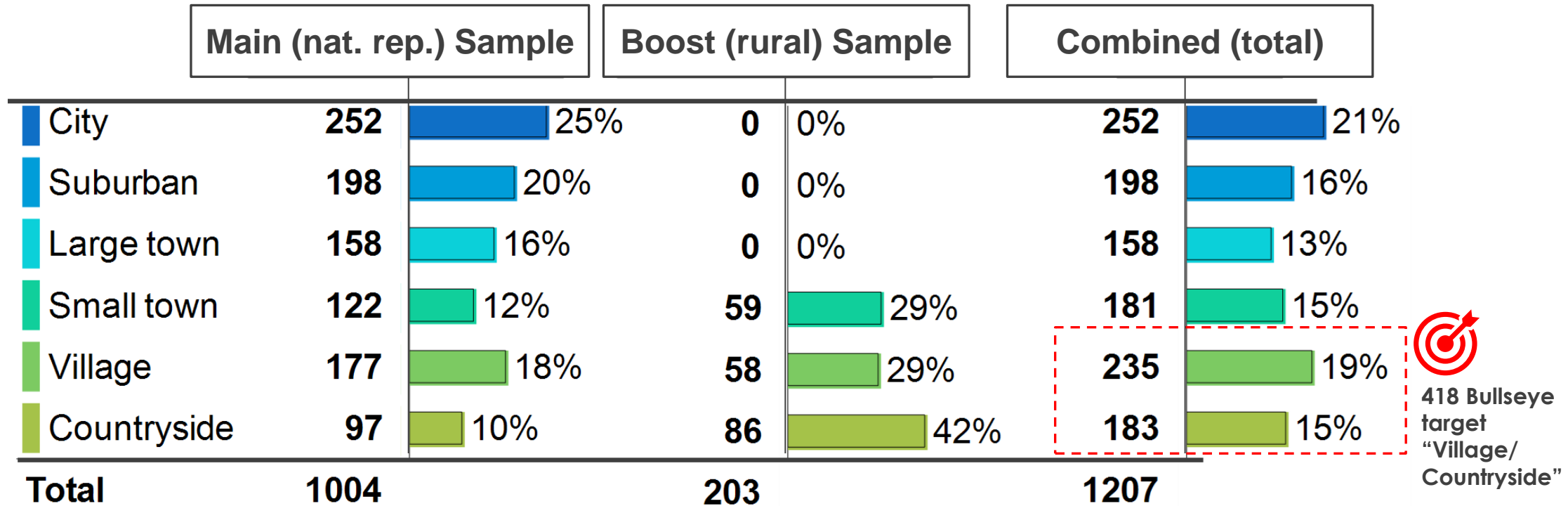
Base: All main survey completes (n = 1,004)



Quotas were set and the data was weighted for age, gender, region and social class.

# Residence Area

Base: All main and booster survey completes (n = 1,207)



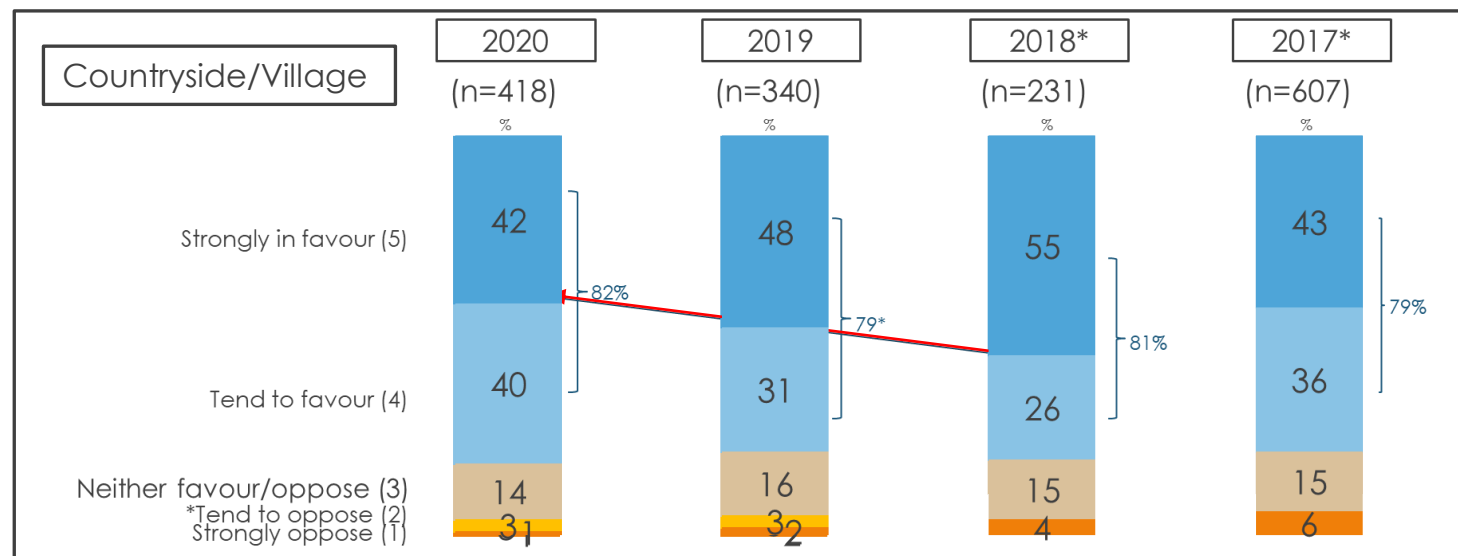
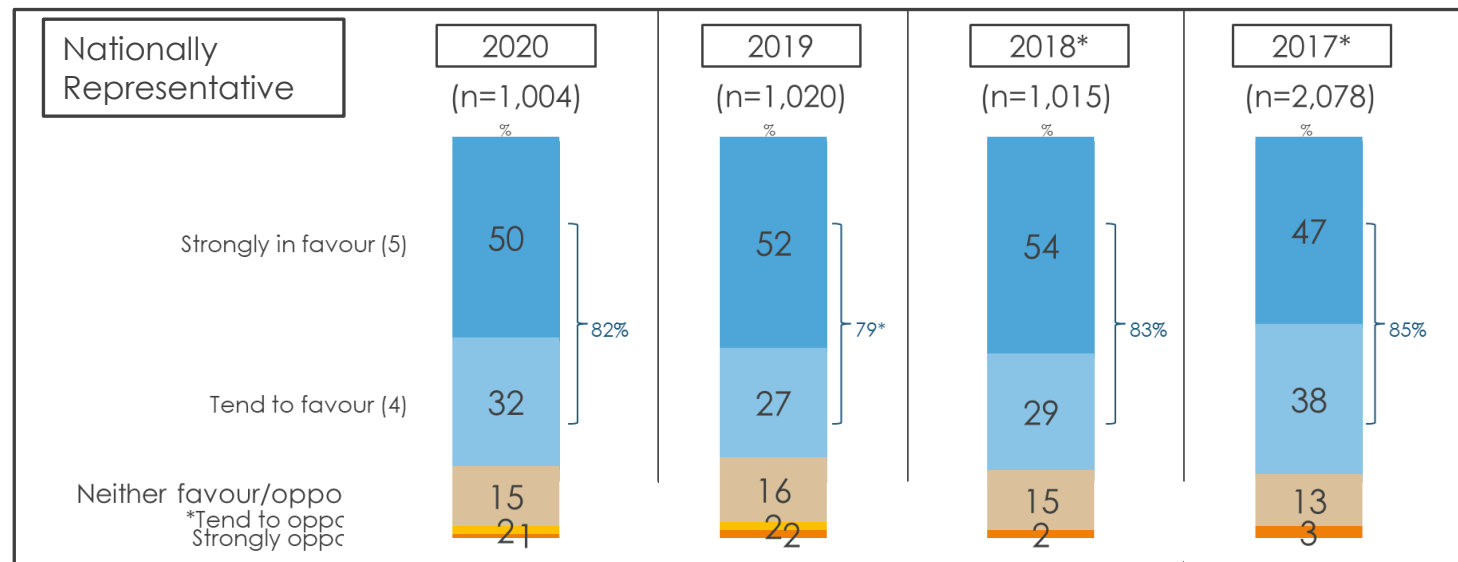
203 additional rural surveys were carried out amongst adults living in rural areas, defined as small town, village, or countryside. In total, between main and boost surveys, 499 interviews were achieved with this target. A very robust 418 interviews was achieved with a bullseye rural key target of village/countryside residents.

# D. Summary (I): Favourability to Wind Power

- Very stable satisfaction levels can be seen over time amongst the nationally representative sample.

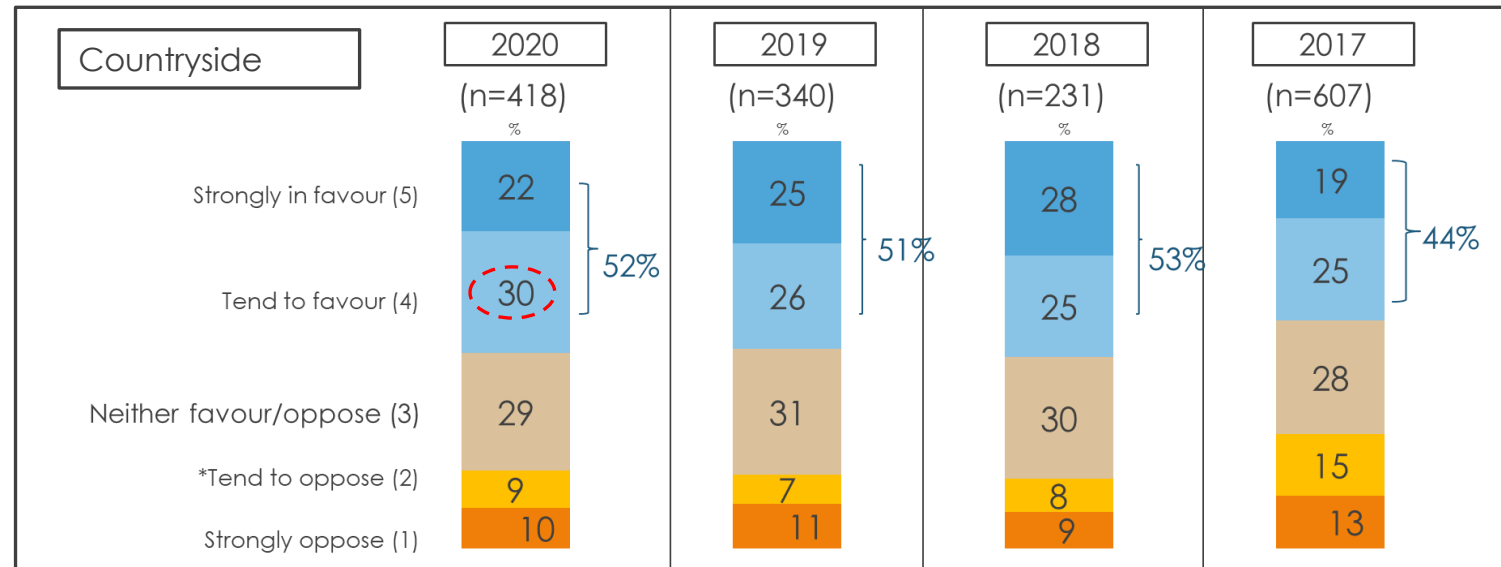
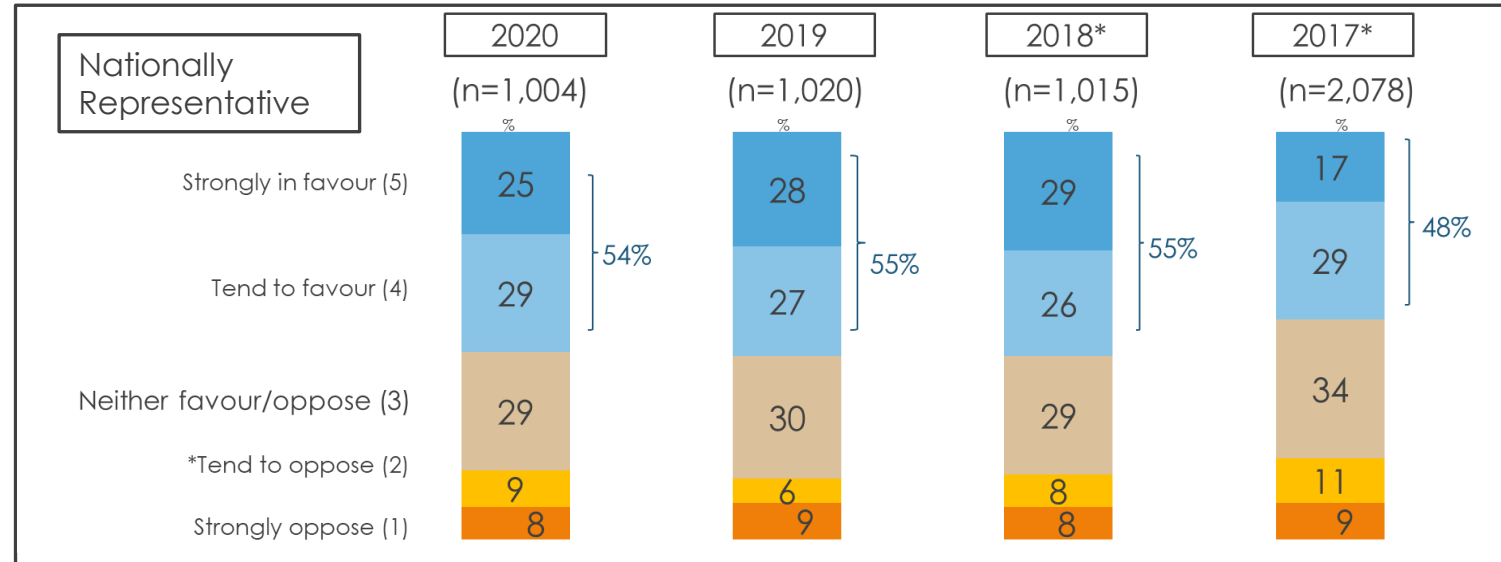
→ Circa 4 in 5 register strongly or tending to favour.

- Despite very consistent overall satisfaction, some movement can be seen within rural sample over time from being strongly in favour towards tending to favour wind power.



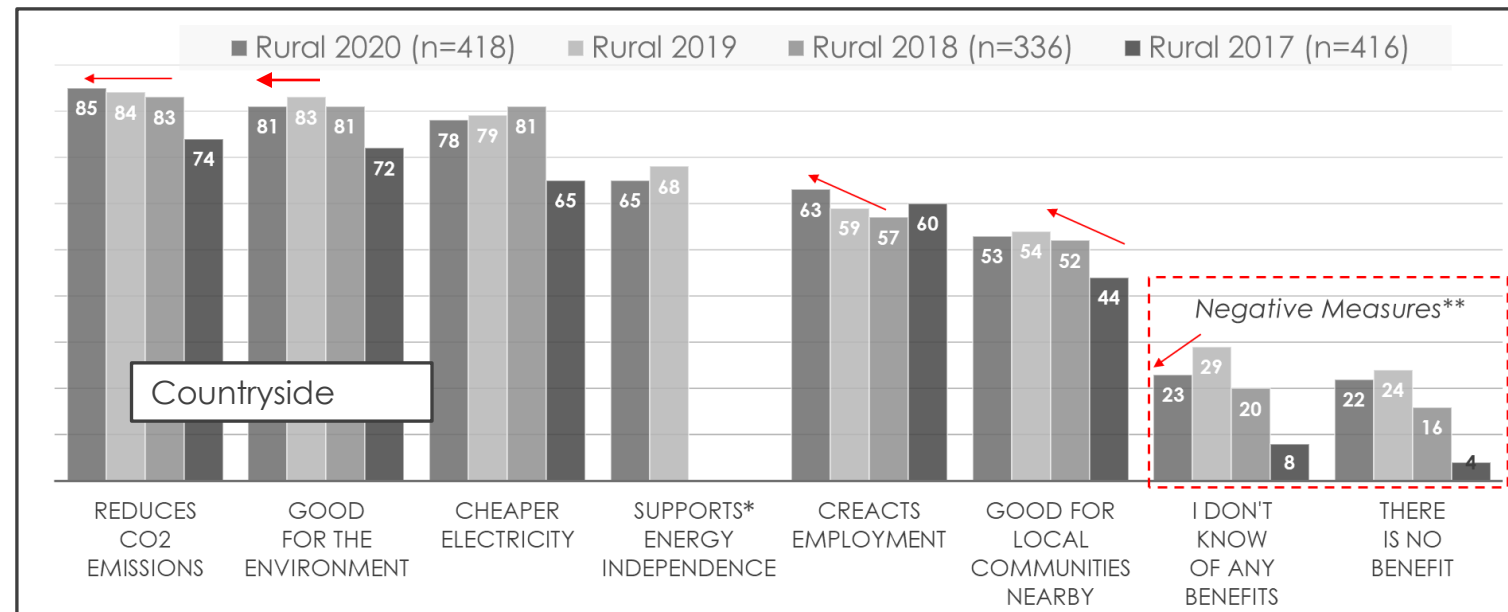
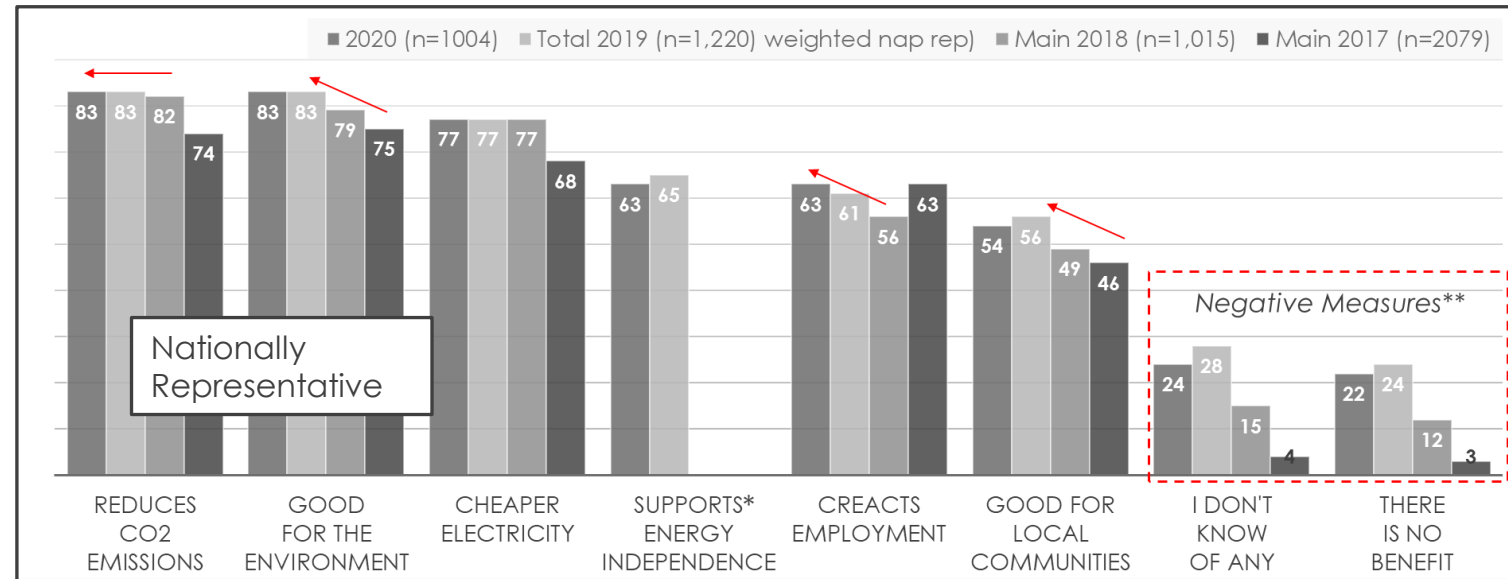
# D. Summary (II): Openness to Local Wind Farm

- No statistically significant shifts in the nationally representative numbers open to having a wind farm developed in their area versus 2019/18.
  - Maintaining steady +6% versus 2017 benchmark.
- Slight increase in 'tending to favour' (4) ratings versus previous waves amongst rural dwellers, however the numbers remain very consistent overall, with the rural sample very much in line with the main sample attitudinally.



# D. Summary (III): Openness to Local Wind Farm

- Remarkably stable endorsements for reducing CO2 and cheaper electricity can be seen for last 3 years.
- Good for the environment and community benefits have levelled off after steady growth previous three years.
- Creating employment benefit continues to grow year on year since 2018 for both main and rural samples.





Results



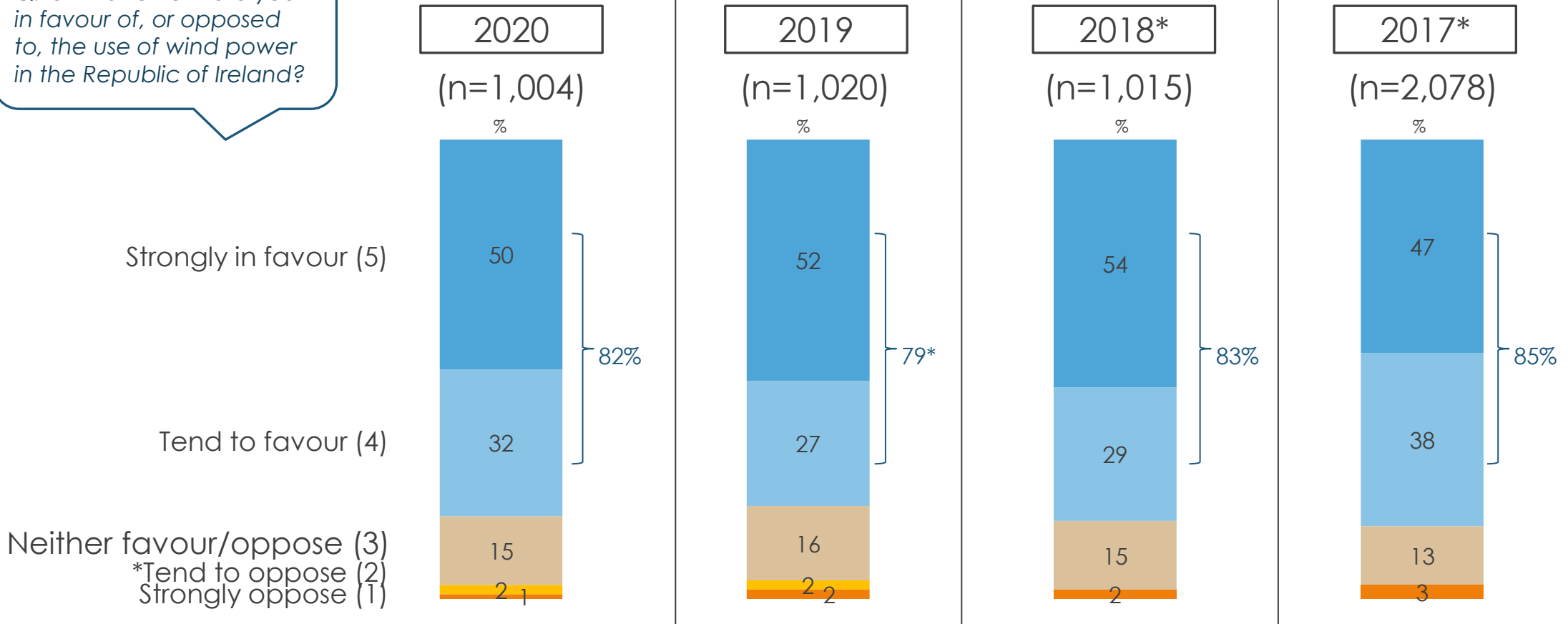




## 1. Favourability to Wind Power

# Favourability to Wind Power (Nationally Representative)

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



Very stable satisfaction levels can be seen over time amongst the nationally representative sample.

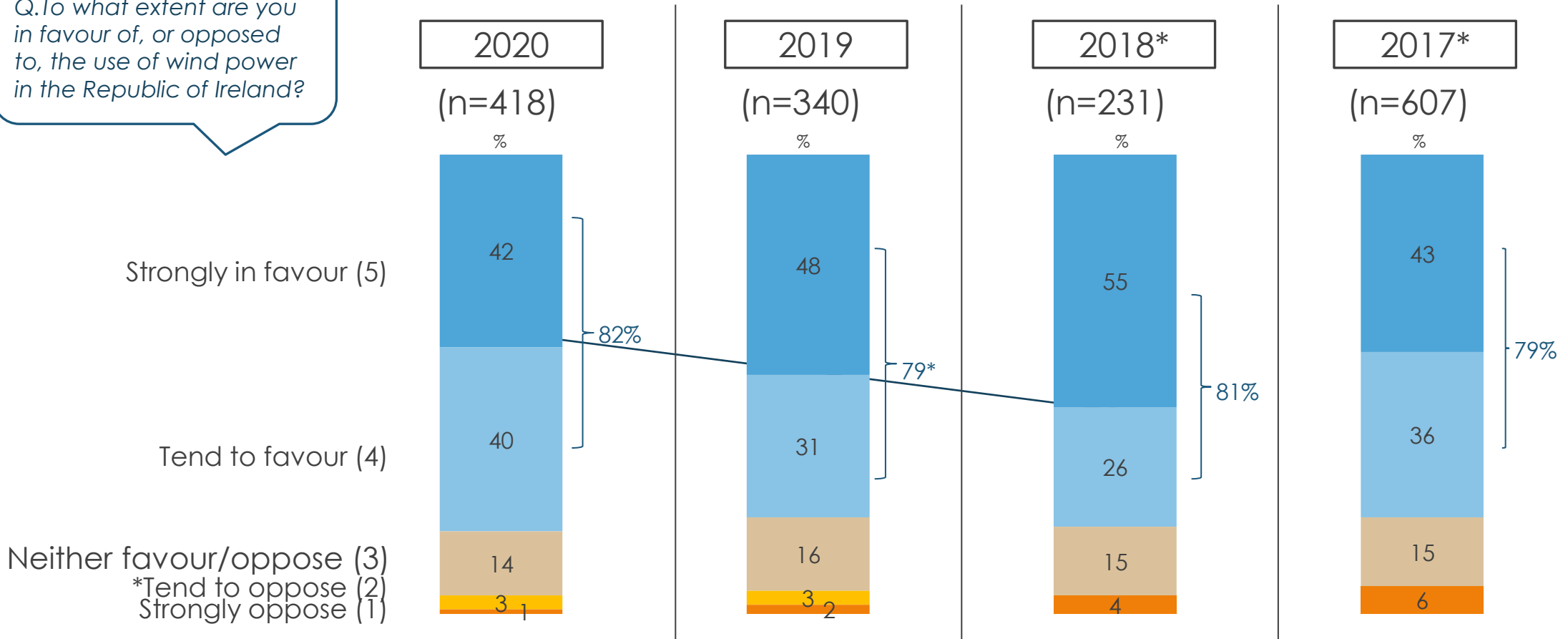
\* Format change 2019 – addition of 'Tend to Oppose' option.

( ) = sample size.



# Favourability to Wind Power (Live in Countryside/Village)

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



Overall satisfaction levels are very consistent year on year. However movement can be seen amongst rural sample over time from being strongly in favour towards tending to favour wind power.

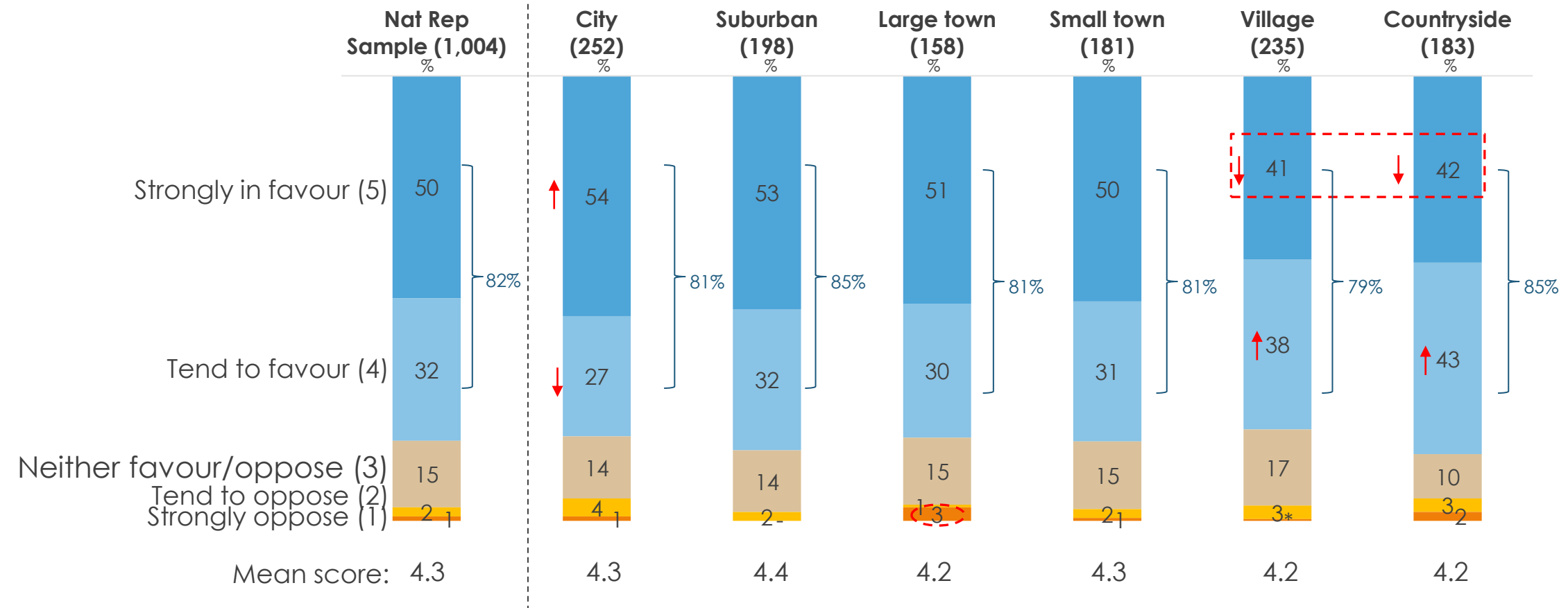
\* Format change 2019 – addition of 'Tend to Oppose' option.

( ) = sample size.



# Favourability X Residence Area

Base: All survey completes, main nat. rep. + rural booster (n = 1,207)



Very similar overall favourability levels across the board. City dwellers registered highest top box favourability (5) while village or countryside over-index on tending to favour (4).

↑ = over index   ↓ = under index   p = <.05



# Favourability X Demographics

- Over-index in strong favourability amongst males, ABC1 social class, 35-44 age group, and Dubliners.
- More moderate / neutral attitudes were recorded amongst females, C2DE, 55+ age group, and those living in Rest of Leinster (moderate favourability) and Conn/Ulster (neither/nor).
- Over-index for negative sentiment amongst males, C2DE, 45-54 age range, and Rest of Leinster.

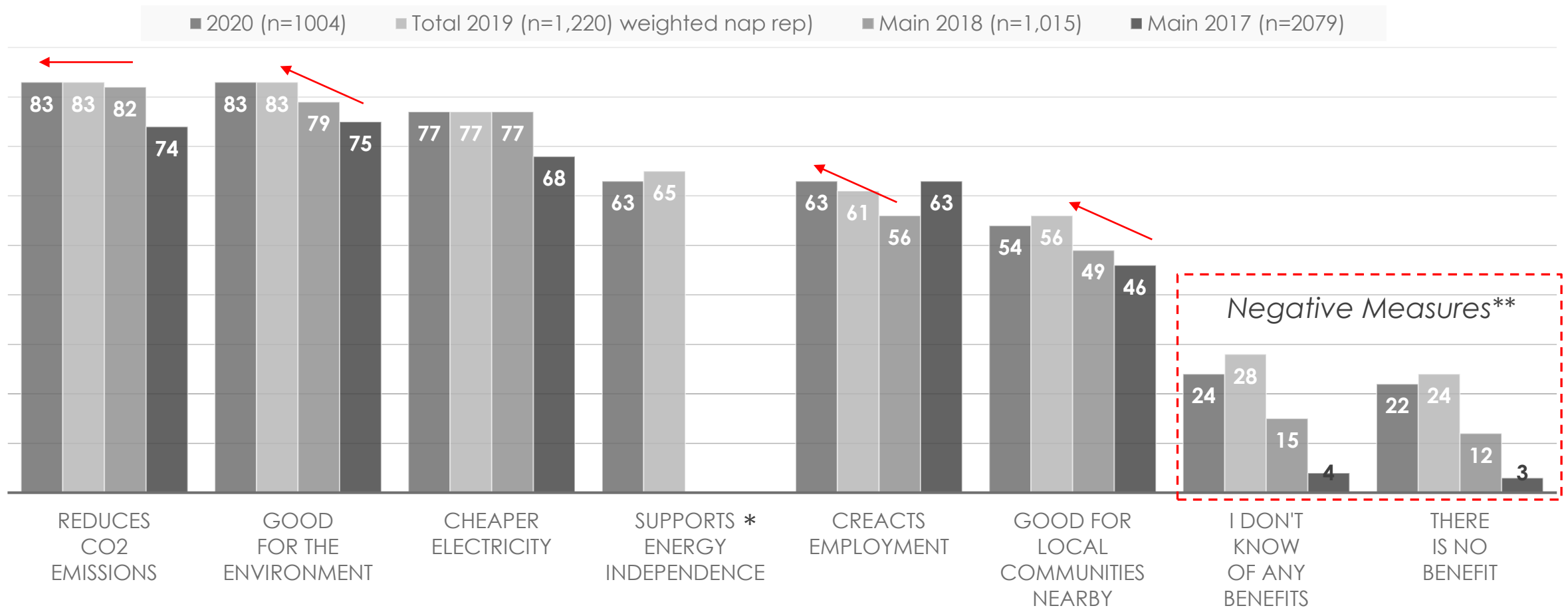
	GENDER		SOCIAL CLASS		AGE					REGION			
	Male	Female	ABC1	C2DE	18-24	25-34	35-44	45-54	55+	Conn/ Ulster	Rest of Leinster	Munster	Dublin
Strongly in favour	↑ 54%	↓ 44%	↑ 56%	↓ 41%	50%	50%	↑ 58%	48%	↓ 41%	46%	↓ 43%	51%	↑ 53%
Tend to favour	29%	↑ 37%	31%	↑ 35%	32%	32%	25%	35%	↑ 39%	32%	↑ 37%	36%	↓ 26%
Neither favour nor oppose	12%	↑ 16%	11%	↑ 18%	15%	15%	15%	12%	16%	↑ 18%	16%	↓ 9%	17%
Tend to oppose	3%	2%	2%	3%	3%	1%	3%	1%	3%	↑ 4%	2%	2%	2%
Strongly oppose	↑ 2%	0.80%	0.70%	↑ 2%	0.60%	1%	↓ 0%	↑ 3%	0.80%	0.40%	↑ 2%	0.90%	1%





## 2. Prompted Benefits of Wind Power

# Prompted Wind Power Benefits (Nationally Representative)

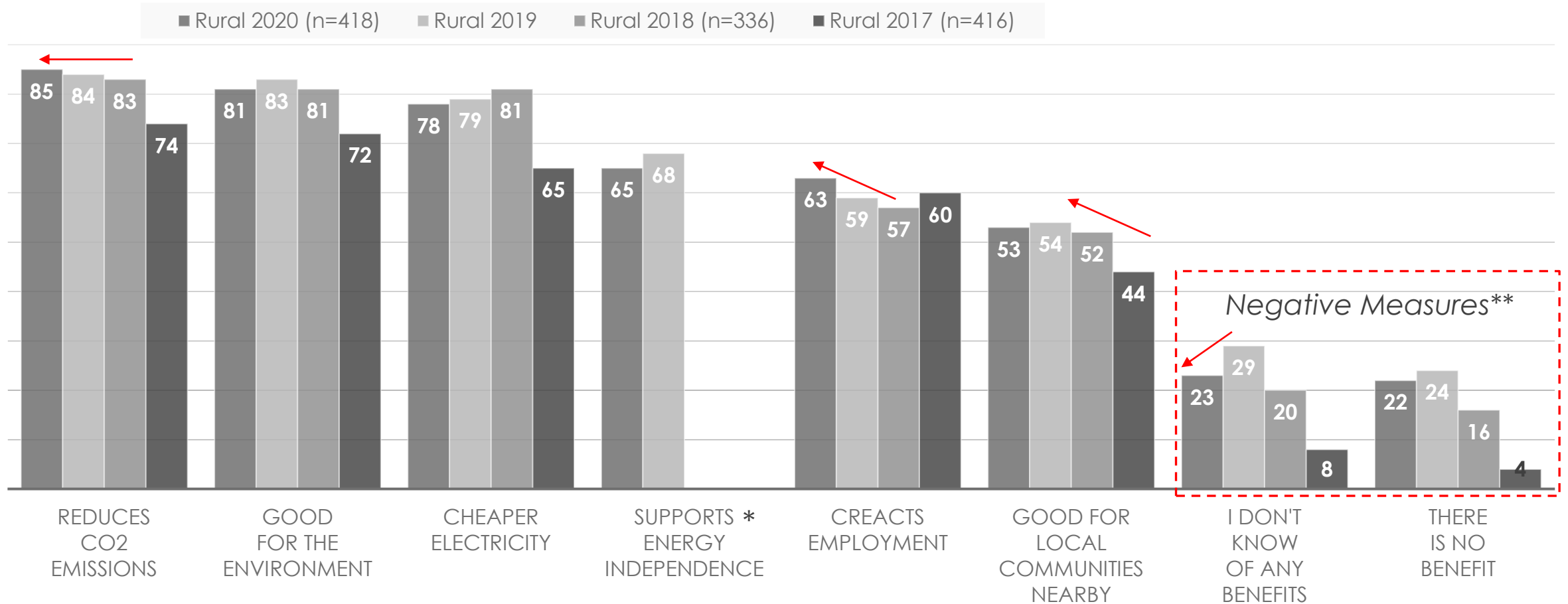


Stable endorsements for reducing CO2 and cheaper electricity last 3 years. Good for the environment and community benefits have levelled off after steady growth previous three years. Creating employment benefit continues to grow year on year since 2018.

\* Supports energy independence = new statement 2019. \*\* Change in coding negative measures – non-exclusive from 2018.



# Prompted Wind Power Benefits (Live in Village/Countryside)



Stable endorsements for reducing CO2, good for the environment and cheaper electricity last 3 years. Community benefits have levelled off after steady growth previous three years while those not knowing any benefits has fallen -6 percentage points this year.



\* Supports energy independence = new statement 2019. \*\* Change in coding negative measures – non-exclusive from 2018.

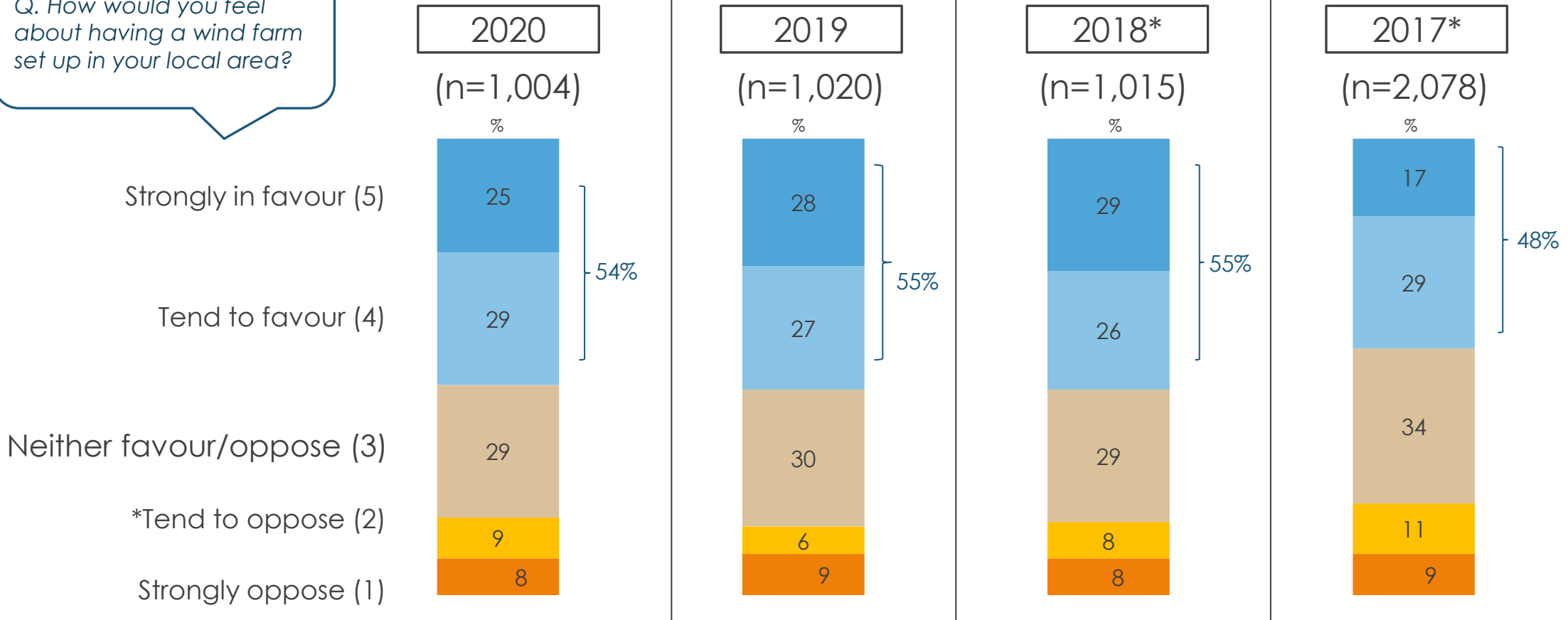




### 3. Openness to Developing Wind Farms Locally

# Openness to Local Wind Farm (Nationally Representative)

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



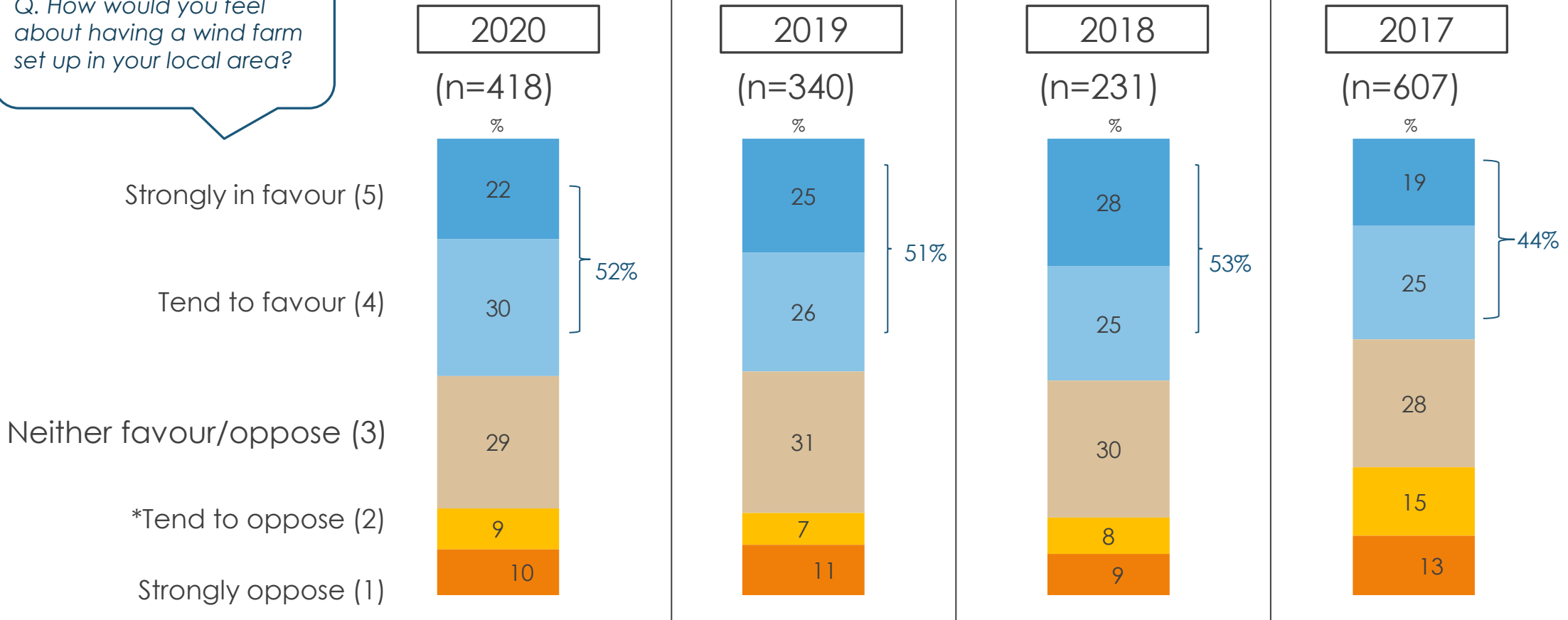
No statistically significant shifts in versus 2019/18. Maintaining steady +6% versus 2017 benchmark.

( ) = sample size.



# Openness to Local Wind Farm (Live in Countryside/Village)

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



Slight increase in 'tending to favour' (4) ratings versus previous wave amongst rural dwellers.

( ) = sample size.



# Openness to Local Wind Farm (Demographics)

- Over-index in strong favourability amongst males, ABC1 social class, and in Munster counties.
- More moderate / neutral attitudes were recorded amongst females, C2DE, 55+ age group.
- Over-index for negative sentiment amongst C2DE social classes, 55+ age group, and Rest of Leinster.

	GENDER		SOCIAL CLASS		AGE					REGION				
	Male	Female	ABC1	C2DE	18-24	25-34	35-44	45-54	55+	18-24	Conn/ Ulster	Leinster	Munster	Dublin
Very much in favour	↑ 29%	21%	↑ 28%	21%	24%	27%	28%	27%	21%	24%	25%	20%	↑ 29%	25%
4	29%	30%	32%	28%	29%	↑ 34%	32%	29%	26%	29%	31%	29%	30%	29%
3	25%	↑ 33%	26%	↑ 32%	28%	24%	25%	28%	↑ 34%	28%	29%	30%	28%	28%
2	9%	8%	9%	8%	10%	8%	9%	8%	8%	10%	7%	9%	6%	↑ 12%
Not at all in favour	9%	8%	5%	↑ 12%	10%	7%	6%	8%	↑ 11%	10%	8%	↑ 12%	7%	6%



# Development Attitudes X Residence Area

Base: All survey completes, main & booster (n = 1,207)

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

	Total	City	Suburban	Large town	Small town	Village	Countryside
Very much in favour	25%	↑ 29%	27%	25%	24%	↓ 19%	25%
4	30%	27%	26%	↑ 35%	31%	32%	28%
3	29%	↓ 24%	↑ 35%	25%	31%	32%	26%
2	8%	↑ 12%	6%	6%	8%	7%	11%
Not at all in favour	8%	8%	7%	9%	6%	10%	10%

The strongest over and under-indexes were observed amongst urban dwellers. No over/under-indexes emerged for countryside residents. Village dwellers are not significantly more opposed but are less likely to be strongly in favour of a windfarm development vs the total.



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