



Wind Energy Attitudes Monitor 2024

Report prepared for Wind Energy Ireland
by Interactions Research
(December 2024).

Research Objectives

Interactions has conducted an annual online poll for WEI since 2017:

***“To measure & track perceptions and attitudes
around wind energy across ROI”***

This year’s survey sampled a representative sample of 1,070 Irish adults together with a supplementary booster sample of 210 rural dwellers.

Fieldwork took place between 17th November and 1st December 2024.



Profile of Sample



We used quotas to ensure the survey sample was demographically representative of the Irish population in terms of age, gender, social class and region. This allows WEI to estimate national incidences with reasonable levels of confidence (results are expected to be accurate to +/- 4% at the midpoint, 95% of the time).

Base: all nationally representative sample (i.e. excluding the rural boost): 1,070 completes

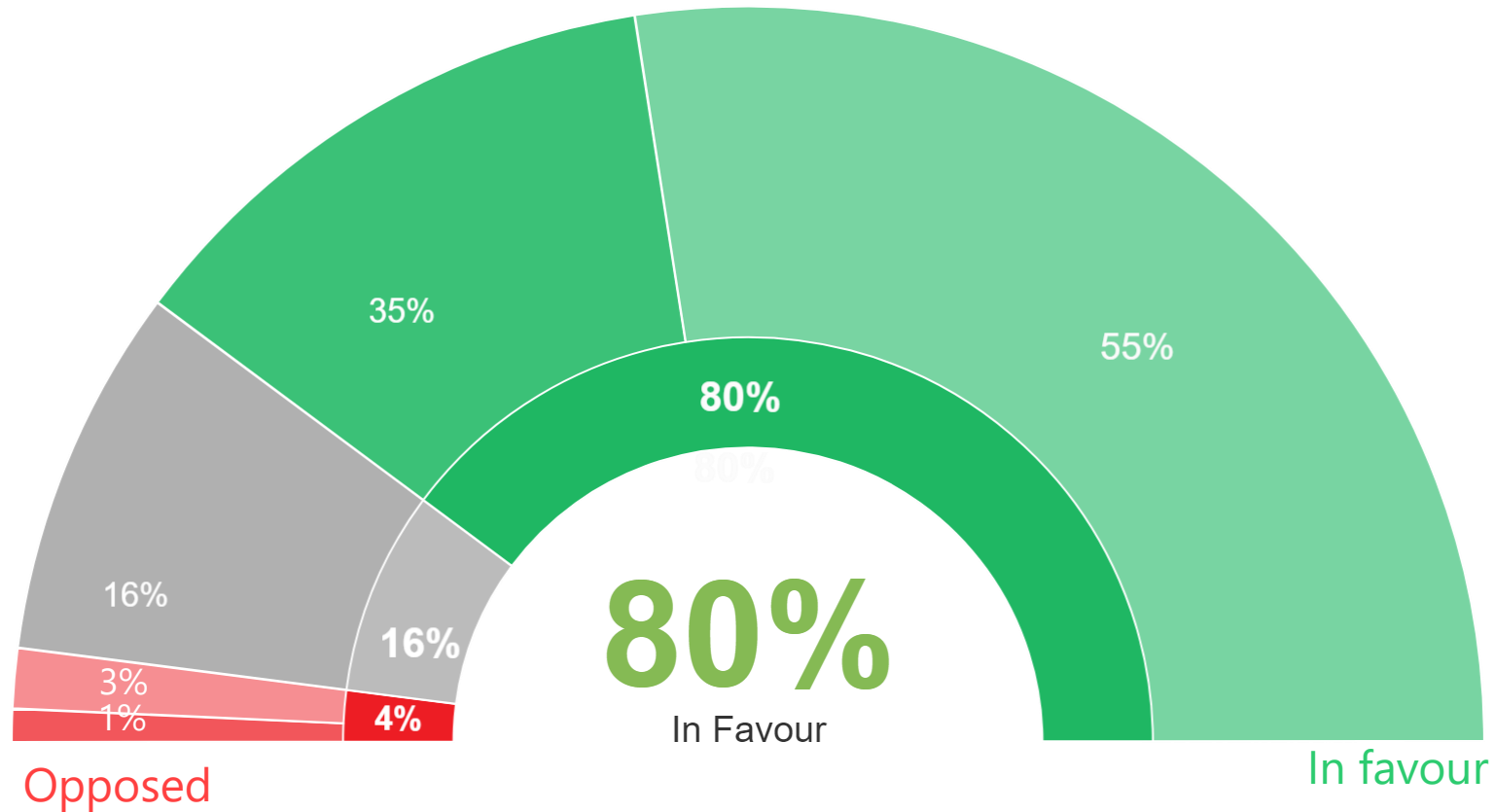




MAIN FINDINGS



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

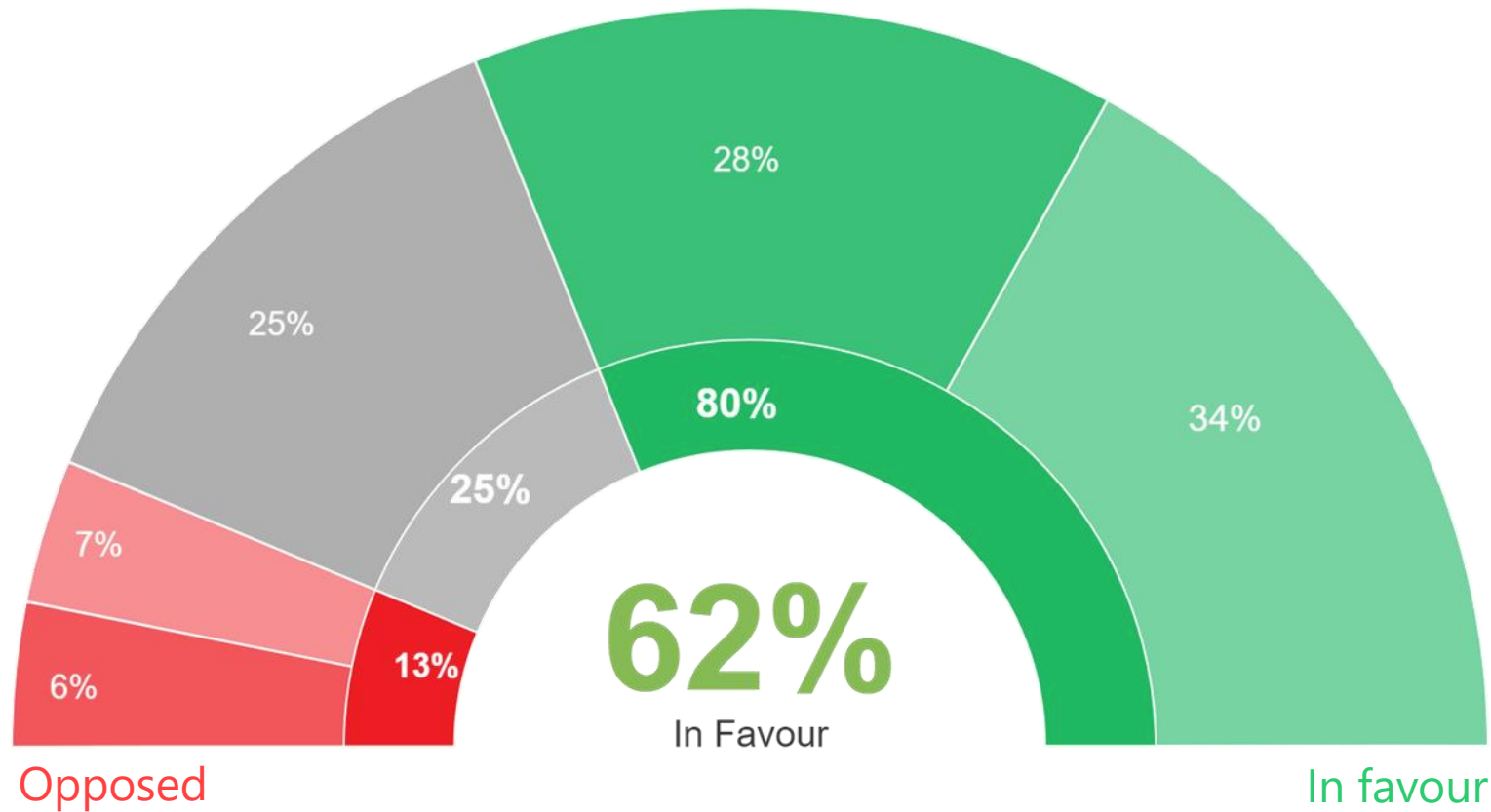


Four in five (80%) of the nat. rep. sample say they are in favour of using wind power in Ireland, while less than 1 in 20 (4%) say they are opposed.

Base: All who completed the nationally representative survey (n=1,070)



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

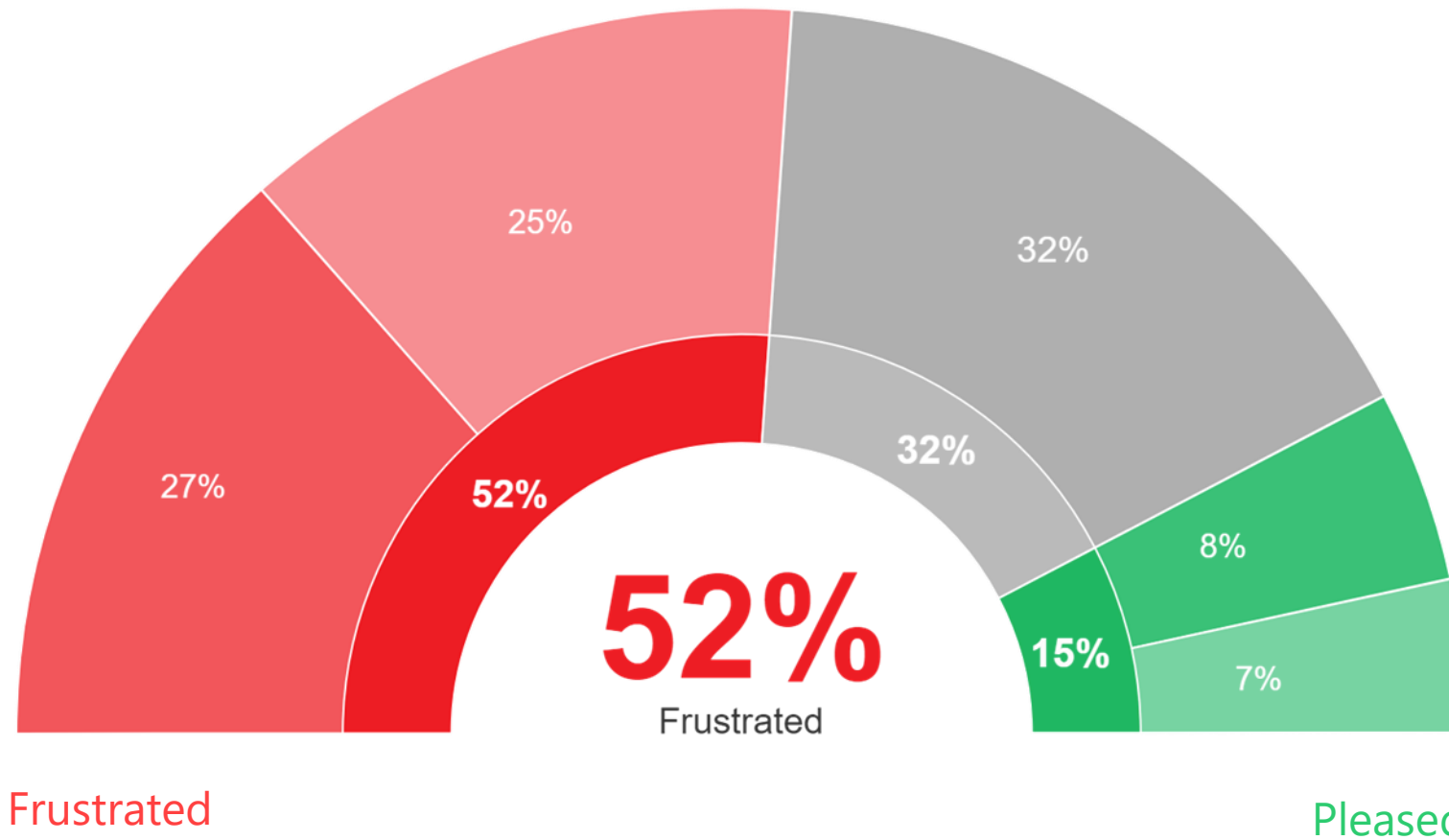


Just over 3 in 5 said they would be in favour of a wind farm being set up in their local area.

Base: All who completed the nationally representative survey (n=1,070)



Q. *How would you feel if a local wind or solar energy project was blocked from being built by a small number of objectors?*

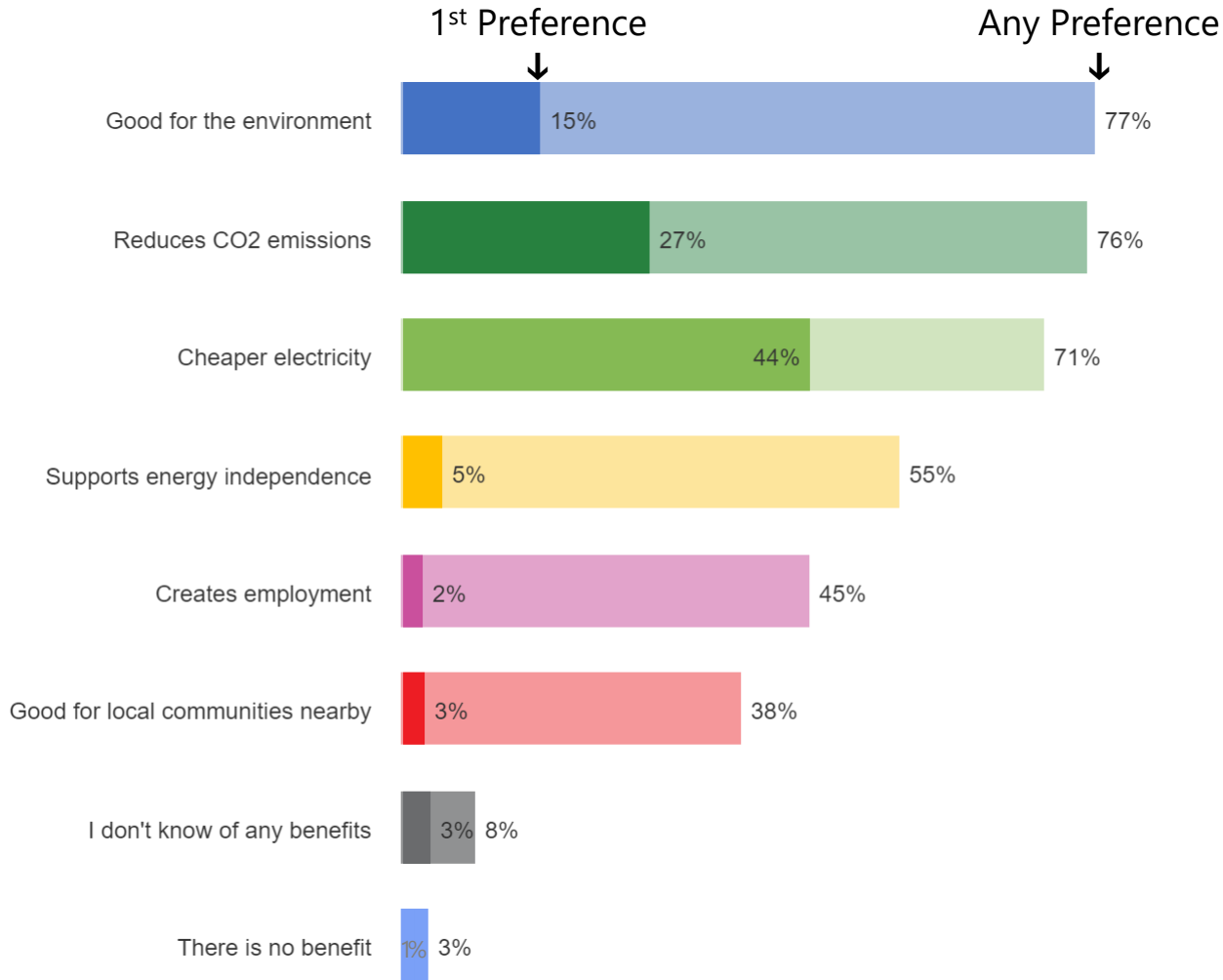


Just over half the nationally representative sample would feel frustrated if a local wind farm were blocked by a small minority while a third would not feel any strong emotion. 1 in 6 (15%) would feel pleased about it.

Base: All who completed the nationally representative survey (n=1,070)



Q. In your opinion, what are the benefits of wind energy?



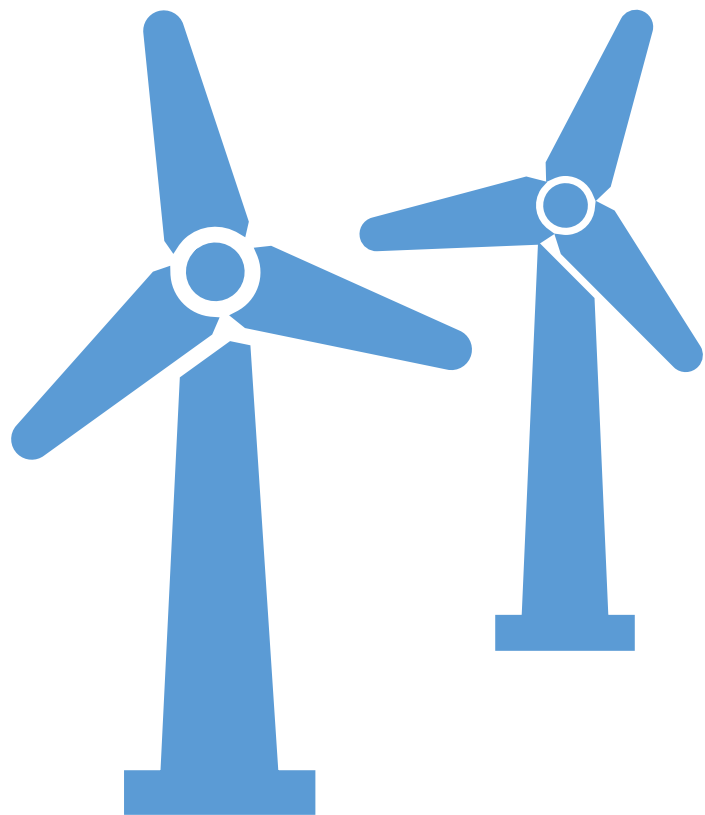
Cheaper electricity was ranked first by over 2 in 5 (44%). Just over a quarter of the nationally representative sample (27%) ranked reducing CO2 emissions as the primary benefit of wind energy, while 15% ranked 'Good for the environment' as the top benefit.

Good for the environment is a widely endorsed generic benefit however, selected by over 3 in 4 (77%), followed closely by reducing CO2 emissions.



Base: All who completed the nationally representative survey (n=1,070)

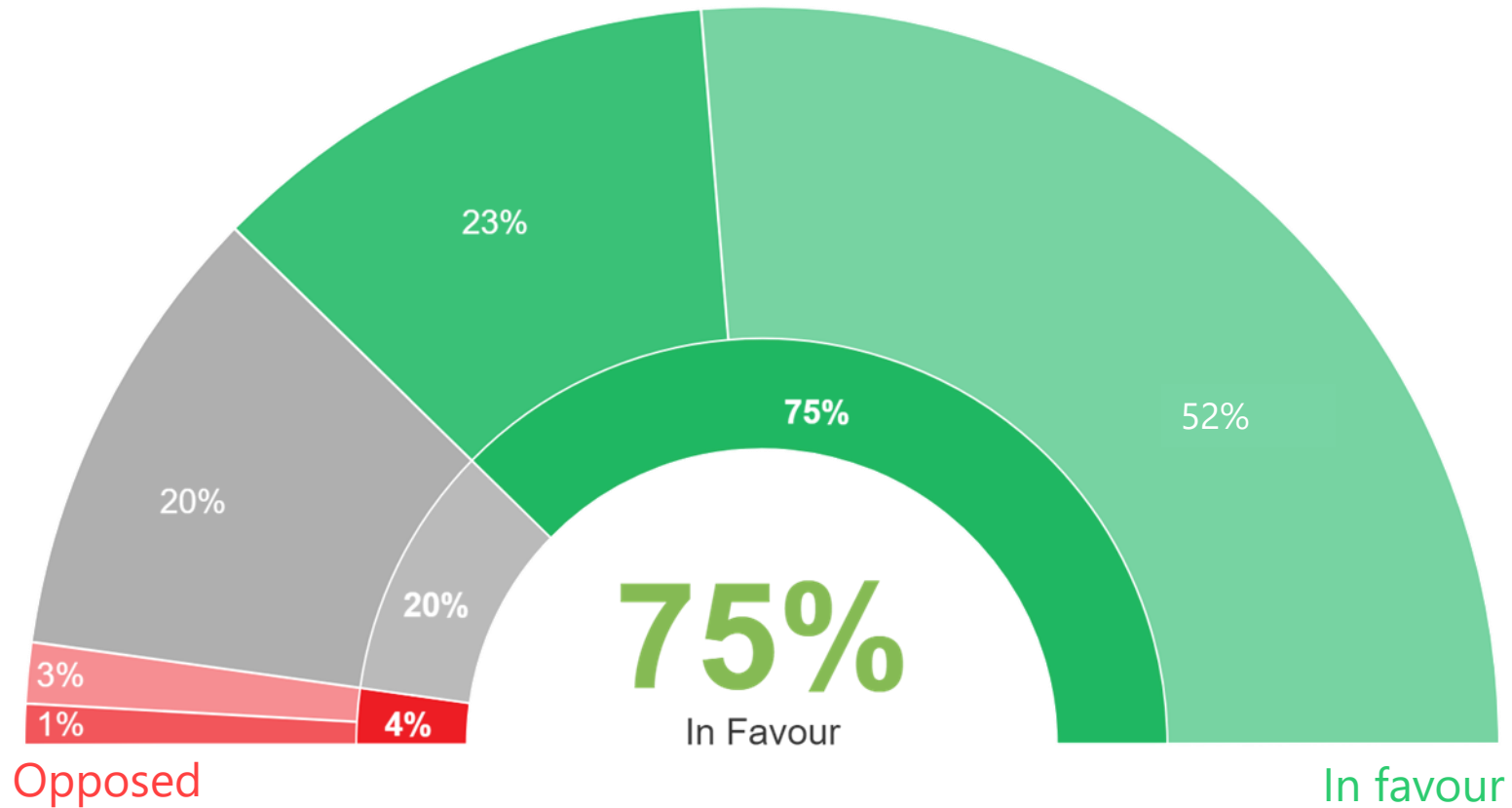




ATTITUDES TO OFFSHORE WIND



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

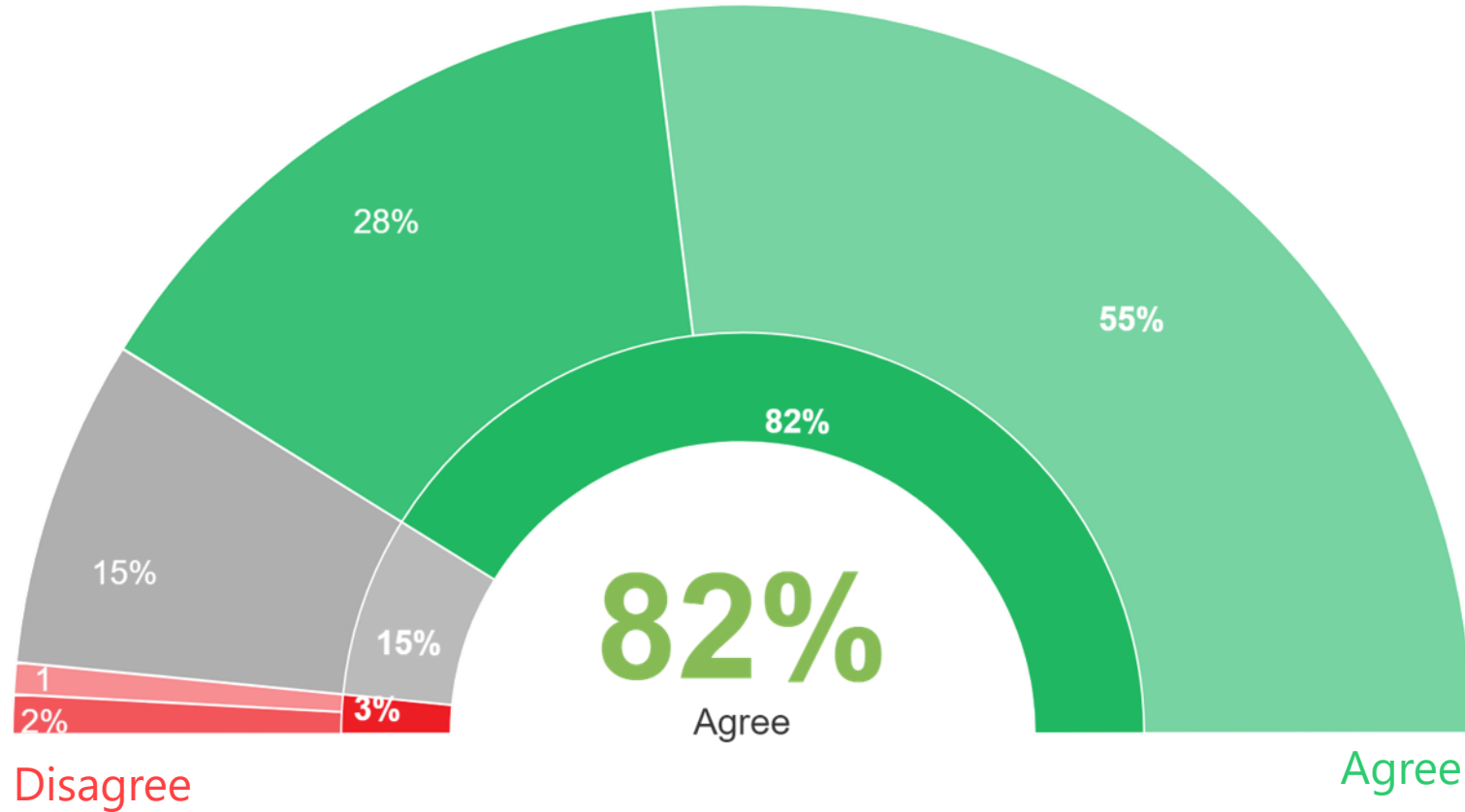


Three quarters (75%) said they are in favour of the use of off-shore wind use in Ireland. 20% are unsure, and less than 1 in 5 (4%) say they are opposed.

Base: All who completed the nationally representative survey (n=1,070)



Q. To what extent do you agree or disagree that offshore wind farms can help us with energy security (having our own energy, not having to import fuel)?

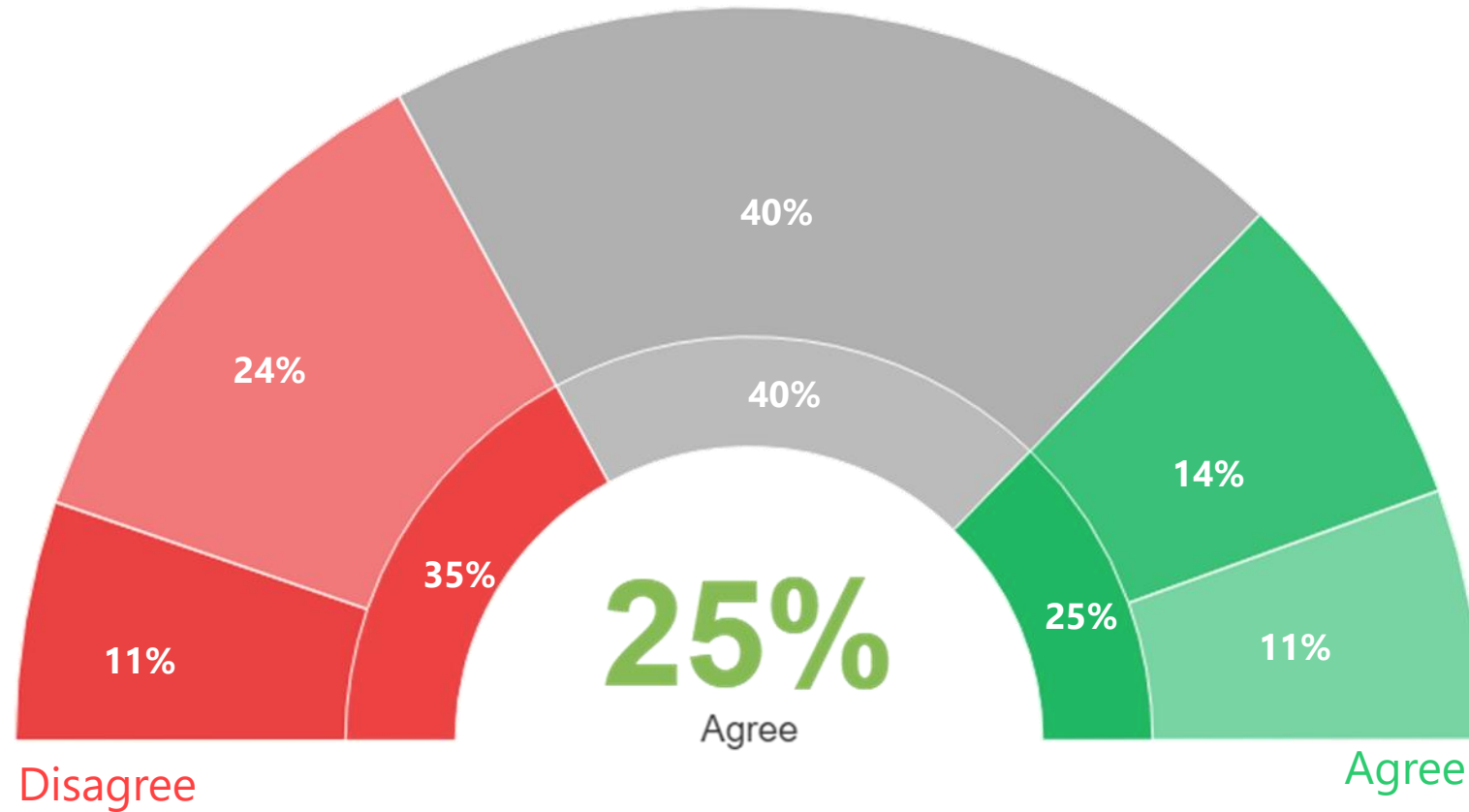


Over 4 in 5 (82%) agreed that Offshore wind can help with Irish energy security.

Base: All who completed the nationally representative survey (n=1,070)



Q. To what extent do you agree or disagree that we are doing enough as a society and in national policy to develop OFFSHORE wind for Ireland?



Just 1 in 4 (25%) agreed that Ireland is doing enough to develop offshore wind with 1 in 3 (35%) disagreed somewhat/strongly with this statement.

Base: All who completed the nationally representative survey (n=1,015). Fieldwork for this question was conducted separately to the main survey in January 2025.



2024 Overall Summary

Support for Wind Power:

- A significant majority, 80%, of people in the Republic of Ireland support the use of wind power, while only 4% are opposed.
- Support for wind energy remains consistent across different demographics and years.
- Among rural residents, support is also around 80%, with only a small percentage expressing opposition.

Attitudes Toward Wind Farm Development:

- When asked about local wind farms, 62% of respondents expressed support for their establishment in their area, an increase from 54% in 2020.
- Males tend to be more strongly in favour, while females are more neutral. In rural areas, opposition is slightly higher at 20%.
- Common reasons for support include the perception of wind as a good energy source, while concerns often revolve around noise and aesthetics.

Perceived Benefits of Wind

- The most salient benefit of wind energy is cheaper electricity, with 44% ranking this first.
- Other significant benefits include reducing CO2 emissions (25%) and being good for the environment (15%).
- A strong majority (over 75%) agree that wind energy can help reduce CO2 emissions and provide environmental benefits, especially among rural respondents.

Support for Offshore Wind:

- Support for offshore wind energy stands at 75%, with only 4% opposed.
- The belief that offshore wind can enhance Ireland's energy security is held by 82% of respondents, particularly strong among those aged 55 and over.

Overall, the monitor indicates a strong and growing support for both onshore and offshore wind, with a widespread recognition of benefits, despite some concerns regarding local implementations.





Interactions Research & Evaluation

51 Bracken Rd
Sandyford
Dublin 18
01 2017774

www.interactions.ie
info@interactions.ie

interactions

