

Renewable Energy Opinion Poll

325 questionnaires completed by visitors to the Royal Cornwall Show in Wadebridge, between 9 - 11 June 2005.

Results:

Respondents

- 82% were from Cornwall
- 62% were female
- 73% were aged 30 or above
- 80% were house owners

Awareness and Level of Commitment to Change

92% of respondents agreed (46.9%) or strongly agreed (45.1%) with the following statement:

"Climate change is happening now and appears to be being driven by carbon dioxide emissions from using coal, oil and gas for heat and electricity in our homes and businesses and in the vehicles we use to move people and products around the world".

- 88% of respondents said they could or would be prepared to [use less heat and electricity in the home](#).
- 60% of respondents said they could or would be prepared to [travel fewer miles in their car](#).
- 60% of respondents said they could or would be prepared to pay to [have a renewable energy technology installed in their home](#).
- 48% of respondents said they could or would be prepared to [pay extra for electricity from renewable energy sources](#).
- 37% of respondents said they could or would be prepared to [stop using air travel for holidays](#).

- 11% of respondents said they had installed a renewable energy technology in their home. Of these:
 - 6 solar
 - 1 wind
 - 3 'wood stoves'The remainder were energy efficiency technologies or didn't give sufficient detail to identify the technology (eg. 'heat stove').

- 38% requested more information on renewable energy and/or energy efficiency.

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Barriers and Perceptions

Things that put people off installing a renewable energy technology in the home were:

60.4%	Cost of technology
27.3%	Cost of technology would not pay for itself (payback)
19.9%	Planning process
17.5%	Didn't know where to start
12.6%	Didn't own their own home
8.9%	Appearance
4.3%	Gave other reasons (eg. didn't know enough, not practical for their home, not sure which companies are the best, lack of time, short term occupancy)
3.4%	Not interested

(more than one answer allowed - hence more than 100%)

- The most popular price range for renewable energy technologies was £1000-£2000 (50%)
- 19% would be prepared to pay £2000 - £3000

Awareness of RE support services

42% were aware that Government grants are available to subsidise domestic renewable energy systems

Who they would go to for advice on renewable energy:

37%	Internet
29%	Don't know
28%	Local council
26%	Energy Efficiency Advice Centre
15%	Environmental groups.
6%	Installer
1.5%	Other (including CEP, shows, magazines, yellow pages, SWETS, named installer)