

Public perceptions of renewable energy

May 2008

This research, conducted by Nielsen between January and June this year, is part of a wider benchmark research into attitudes and behaviours towards energy efficiency. The sample size was 1,000 participants nationwide, with a margin of error of +/-3.1%.

Q1 How important do you think the following are:

- 1 = Not important enough for me to put my time and effort into, or justify anyone else putting their time and effort into
- 2 = Not important enough for me to put my time and effort into, but someone else should
- 3 = Important enough for me to think about what I can do
- 4 = Important enough for me to personally do something about

	Rank	%
(R1) Energy efficiency.....	1	10%
	2	13%
	3	49%
	4	28%
(R2) Where your energy comes from, i.e. is it produced from wind, solar, water, hydro, fossil fuels etc.....	1	1%
	2	18%
	3	55%
	4	26%
(R3) Climate change (also known as global warming)	1	2%
	2	13%
	3	58%
	4	28%

EECA supports New Zealand's target of 90% of our electricity to come from renewable sources by 2025, by identifying and addressing the barriers to the uptake of renewable energy and providing information on different renewable energy options including hydro, solar energy, marine, woody biomass, geothermal, and wind.

Q2 How concerned are you about...?

	Extremel y concern ed	Very concern ed	Somewh at concern ed	A little bit concern ed	Not at all concern ed	Don't know
(R1) energy efficiency.....	12%	39%	38%	9%	2%	0%
(R2) where your energy comes from ..	8%	30%	41%	15%	6%	0%
(R3) climate change	15%	26%	31%	17%	10%	1%

Q3 How much impact, if any, do you think the energy sources used in New Zealand (e.g. wind, solar, hydro, fossil fuels)...

	Significa nt impact	Some impact	Little impact	No impact	Don't know
(R1) Are having on you personally at the moment?.....	10%	48%	32%	8%	1%
(R2) Will have on future generations?	63%	28%	7%	1%	2%

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Q4a Thinking about New Zealand's energy use, how much impact, if any, do you feel each of the following sources of fuels are having on New Zealand currently?

Q4b Again, thinking about New Zealand's energy use, how much impact, if any, do you feel each of the following will have in 5 years' time?

	Q4a							Q4b								
	Sig nific ant pos itive imp act	Mo der ate pos itive imp act	Sm all pos itive imp act	Littl e/n o imp act	Sm all neg ativ e imp act	Mo der ate neg ativ e imp act	Sig nific ant neg ativ e imp act	Don't kno w	Sig nific ant pos itive imp act	Mo der ate pos itive imp act	Sm all pos itive imp act	Littl e/n o imp act	Sm all neg ativ e imp act	Mo der ate neg ativ e imp act	Sig nific ant neg ativ e imp act	Don' t kno w
(R1) Fossil fuels	8%	9%	6%	8%	8%	20%	23%	20%	7%	9%	8%	8%	9%	16%	25%	19%
(R2) Wind power	16%	26%	41%	10%	1%	0%	0%	5%	45%	33%	13%	2%	1%	0%	0%	5%
(R3) Solar power	17%	20%	41%	17%	1%	0%	0%	4%	38%	33%	18%	5%	1%	0%	1%	4%
(R4) Marine/wave power.....	4%	5%	11%	48%	1%	0%	1%	31%	12%	17%	24%	19%	1%	1%	1%	26%
(R5) Geothermal power.....	14%	28%	25%	9%	3%	2%	1%	18%	21%	31%	18%	7%	3%	2%	1%	17%
(R6) Hydro power	52%	21%	7%	4%	4%	4%	1%	7%	51%	23%	6%	4%	2%	3%	2%	8%
(R7) Bioenergy	4%	8%	24%	29%	2%	1%	0%	32%	15%	25%	21%	8%	1%	1%	1%	28%
(R8) Biofuels.....	10%	30%	31%	3%	2%	0%	19%	20%	28%	21%	7%	4%	2%	2%	17%	

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Q5 How supportive are you of...

	How it looks or sounds is completely acceptable	Although I'd prefer not to see/hear it, I wouldn't object because it's good for the environment	It might be really good for the environment, but I wouldn't want to be able to see/hear it	Not supportive at all	Don't know
n=1004					
(R1) Wind farms in New Zealand.....	55%	33%	8%	1%	3%
(R2) Wind farms within 2 kms of your home...	34%	41%	15%	8%	2%
(R3) Wind farms that you can see from your home.....	35%	36%	15%	11%	2%
(R4) Wind farms that you can hear from your home.....	12%	36%	28%	20%	4%
(R5) Small scale wind power generators in your neighbourhood.....	35%	37%	17%	6%	4%
(R6) Solar water heating.....	82%	12%	4%	0%	2%
(R7) Geothermal power generators.....	32%	33%	17%	3%	15%
(R8) Marine (tidal or wave) power generators	48%	27%	11%	2%	13%
(R9) Fossil fuels.....	12%	15%	14%	42%	17%
(R10) Large hydro generators.....	29%	29%	24%	8%	11%

Q6 Renewable energy is energy that is naturally replenished. Examples include wind, solar energy, hydro energy and bioenergy from biomass (biological materials that store energy from the sun).

Which of the following best describes how you feel about renewable energy?

It is something New Zealand needs to focus on for the future.....	94%
It is NOT something New Zealand needs to focus on for the future.....	2%
Don't know.....	3%

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