

Results of Rooftop Wind Survey

Sample of 78 local respondents, selected at random (willing to talk to interviewer on the street).

Six interviewers at six locations in Leamington and Kenilworth. Saturday 15 July afternoon and Wednesday 19 July lunchtime.

Q1. How serious is climate change, in your opinion?

	Percent	Cumulative
Most important	34.6	34.6
Equal to other serious issues	51.3	85.9
We can't do anything, so worry about other things	11.5	97.4
Not important	2.6	100.0
Other	0	

Q2. Current environmental behaviour (NB - not opinions, but actual claimed behaviours)?

All figures % non-cumulative	Switch things off when not in use	Consider installing microgeneration	Recycle paper	Recycle glass	Walk, cycle, or bus to reduce carbon emissions
All the time	59.0	2.6	73.1	65.4	37.2
Regularly	32.1	7.7	11.5	19.2	21.8
Sometimes	5.1	19.2	7.7	7.7	20.5
Occasionally	3.8	15.4	1.3	0	9.0
Not at all	0	55.1	6.4	7.7	11.5

Q3. Attitude to local power generation options?

All figures % non-cumulative	Solar	Rooftop wind	Small wind	Large wind	Community power/CHP with biomass
Fully support	69.2	47.4	55.1	53.8	39.7
Agree with in principle	20.5	32.1	32.1	29.5	28.2
Open-minded	6.4	10.3	6.4	9.0	11.5
Need persuasion	2.6	3.8	3.8	3.8	16.7
Opposed	1.3	6.4	2.6	3.8	3.8

Q4. Likely to object to microgeneration through planning if next door?

Yes	7.7%
No	92.3%

Q5. Would you ever consider buying microgeneration?

Yes	44.9%
No	16.7%
Maybe	38.5%

27% quoted price as the main reason holding them back. 1 individual was worried about noise, 1 worried about effectiveness, and 1 considered there was too much 'hassle' involved. 5 would consider solar but not wind. 1 person felt government should support the technology more.

59 people provided contact details and were willing to participate in the follow up next year.

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More information
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