

## **Measuring and Understanding Public Opinion: Windfarm attitudes and perceptions November 2010**

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This public opinion data has been collected and analysed by NEMS from a representative sample of UK adults. It contains basic breakdowns by demography, geography and any key interesting market sub-groups.

You are free to use the data, providing you acknowledge/reference the source as "NEMS Market Research, November 2010".

You may also find the following related items of interest:

<http://www.nemsmr.co.uk/reports/windfarms/>

If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.



Total Male Female 16-34 35-54 55+ ABC1 C2DE

Mean Score: [Strongly agree=2, Slightly agree=1, Neither agree nor disagree=0, Slightly disagree=-1, Strongly disagree=-2]

**Q01 The UK Government has committed to a high-tech, low carbon future to meet the target of cutting greenhouse gas emissions by 80% by 2050. How much do you agree or disagree that windfarms should be given the highest priority? [PR]**

Strongly agree	31.0%	310	33.5%	164	28.6%	146	32.2%	105	32.0%	111	28.7%	94	29.8%	141	32.1%	169
Slightly agree	34.7%	347	31.4%	154	37.8%	193	39.0%	127	36.4%	126	28.4%	93	34.7%	164	34.6%	183
Neither agree nor disagree	11.1%	111	11.2%	55	11.0%	56	9.1%	30	13.4%	46	10.7%	35	12.1%	57	10.2%	54
Slightly disagree	8.3%	83	8.1%	40	8.5%	43	9.0%	29	5.2%	18	10.9%	36	8.6%	41	8.0%	42
Strongly disagree	9.6%	96	11.3%	55	8.0%	41	6.3%	21	9.4%	33	13.1%	43	10.0%	47	9.2%	48
(Don't know)	5.3%	53	4.5%	22	6.1%	31	4.4%	14	3.6%	12	8.2%	27	4.7%	22	5.9%	31
Mean:		0.73		0.71		0.75		0.86		0.79		0.53		0.69		0.77
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

Mean Score: [Strongly agree (left statement) = 2, Slightly agree (left statement) = 1, Undecided = 0, Slightly agree (right statement) = -1, Strongly agree (right statement) = -2] Please note that a positive or negative number is purely to denote either the left hand side or right hand side statement

**Q02 In principle, which of the following do you think wind farms should be located in? [PR]**

Areas with a high landscape quality vs Areas with a poor quality landscape

Strongly agree	12.0%	120	11.6%	57	12.5%	64	11.8%	38	11.3%	39	13.1%	43	9.4%	44	14.4%	76
Slightly agree	9.0%	90	6.5%	32	11.3%	58	13.9%	46	5.2%	18	7.9%	26	8.5%	40	9.4%	49
Undecided	22.6%	226	19.7%	96	25.4%	129	16.5%	54	24.1%	84	27.0%	88	24.2%	115	21.1%	111
Slightly disagree	11.9%	119	13.3%	65	10.7%	54	12.0%	39	13.1%	45	10.7%	35	12.4%	59	11.5%	61
Strongly disagree	38.2%	382	42.6%	209	34.0%	174	39.5%	129	41.5%	144	33.4%	109	39.6%	187	37.0%	195
(Don't know)	6.3%	63	6.4%	32	6.2%	31	6.3%	20	4.8%	17	7.9%	26	5.9%	28	6.6%	35
Mean:		-0.59		-0.74		-0.45		-0.57		-0.72		-0.47		-0.68		-0.51
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

Populous locations vs Areas with a low population

Strongly agree	8.8%	88	9.2%	45	8.3%	43	15.3%	50	4.5%	16	6.8%	22	4.9%	23	12.2%	64
Slightly agree	5.1%	51	5.5%	27	4.7%	24	5.0%	16	7.6%	26	2.4%	8	6.1%	29	4.1%	22
Undecided	15.0%	150	14.4%	70	15.6%	80	9.0%	29	16.6%	58	19.3%	63	16.7%	79	13.5%	71
Slightly disagree	19.1%	191	17.4%	85	20.8%	106	30.8%	101	14.1%	49	12.8%	42	19.1%	90	19.1%	101
Strongly disagree	47.7%	477	49.7%	243	45.8%	234	38.5%	126	53.0%	184	51.3%	167	49.8%	235	45.8%	241
(Don't know)	4.3%	43	3.9%	19	4.7%	24	1.4%	5	4.2%	14	7.5%	24	3.3%	16	5.3%	28
Mean:		-0.96		-0.97		-0.96		-0.73		-1.08		-1.07		-1.06		-0.87
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

Rural locations vs Near built up areas

Strongly agree	43.3%	433	41.2%	202	45.4%	231	44.5%	145	40.4%	140	45.2%	147	43.6%	206	43.0%	227
Slightly agree	18.4%	184	14.8%	73	21.9%	112	21.6%	71	15.6%	54	18.2%	59	17.6%	83	19.1%	101
Undecided	20.1%	201	20.7%	101	19.5%	99	13.5%	44	25.4%	88	21.0%	69	21.7%	103	18.6%	98
Slightly disagree	5.0%	50	7.8%	38	2.4%	12	4.1%	13	6.6%	23	4.3%	14	5.6%	26	4.5%	24
Strongly disagree	8.2%	82	10.5%	52	6.1%	31	12.9%	42	6.6%	23	5.4%	17	6.9%	33	9.5%	50
(Don't know)	4.9%	49	5.1%	25	4.8%	25	3.4%	11	5.4%	19	6.0%	20	4.6%	22	5.2%	28
Mean:		0.88		0.72		1.03		0.83		0.81		1.00		0.90		0.86
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

**Q03 Have you ever seen a wind turbine or wind farm in person (i.e. other than television, printed press or online)?**

Yes	85.5%	855	89.4%	438	81.7%	417	84.2%	275	89.8%	311	82.2%	268	90.8%	429	80.7%	426
No	14.5%	145	10.6%	52	18.3%	93	15.8%	52	10.2%	36	17.8%	58	9.2%	43	19.3%	102
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

Total Male Female 16-34 35-54 55+ ABC1 C2DE

Mean Score: [Positive=1, Negative=-1, Neither a positive nor negative effect=0]

**Q04 Did seeing this have a positive or negative effect on your perception of the area that the wind turbines were located in?**

*Only answered by those who stated they have seen a wind turbine or wind farm before in person at Q03*

Positive effect	45.6%	390	42.2%	185	49.2%	205	46.7%	129	50.9%	159	38.3%	103	46.0%	197	45.2%	193
Negative effect	15.7%	134	17.3%	76	14.0%	58	8.3%	23	14.2%	44	25.1%	67	17.6%	76	13.8%	59
Neither a positive or negative effect	35.2%	301	39.4%	173	30.9%	129	40.9%	113	33.1%	103	31.9%	85	34.1%	146	36.4%	155
(Don't know)	3.4%	29	1.0%	5	5.9%	25	4.0%	11	1.8%	5	4.7%	13	2.3%	10	4.5%	19
Mean:		0.31		0.25		0.37		0.40		0.37		0.14		0.29		0.33
Weighted base:		855		438		417		275		311		268		429		426
Sample:		862		401		461		93		361		408		415		447

**Q05 Why do you say that?**

*Those who answered positive impact at Q04*

I liked the look of them / atheistically pleasing	29.8%	116	27.2%	50	32.0%	66	24.9%	32	32.5%	52	31.5%	32	29.6%	58	29.9%	58
I like the idea of green energy	20.4%	80	25.6%	47	15.7%	32	18.0%	23	24.9%	39	16.5%	17	23.8%	47	16.9%	32
It showed that the local area is helping the environment	19.9%	77	16.0%	30	23.4%	48	33.5%	43	15.2%	24	10.0%	10	19.9%	39	19.8%	38
It didn't impact too much on the landscape	10.4%	40	15.6%	29	5.6%	12	12.2%	16	7.9%	12	12.0%	12	10.8%	21	9.9%	19
Fascinating / intriguing / impressive	9.2%	36	6.9%	13	11.2%	23	12.5%	16	8.3%	13	6.3%	6	9.1%	18	9.2%	18
It doesn't really affect anyone	6.2%	24	4.5%	8	7.8%	16	4.3%	5	6.8%	11	7.7%	8	7.5%	15	4.9%	9
Good use for the location	5.9%	23	6.9%	13	5.1%	10	0.0%	0	8.3%	13	9.7%	10	5.1%	10	6.8%	13
It lowers energy costs	4.0%	15	6.0%	11	2.1%	4	5.7%	7	2.9%	5	3.5%	4	3.1%	6	4.9%	9
Relaxing to watch	3.0%	12	1.5%	3	4.5%	9	2.6%	3	2.1%	3	5.1%	5	3.4%	7	2.7%	5
They look better than power stations / pylons	1.8%	7	0.5%	1	2.9%	6	0.0%	0	1.4%	2	4.5%	5	0.7%	1	2.9%	6
Other	0.9%	3	1.1%	2	0.7%	2	0.0%	0	1.3%	2	1.3%	1	0.7%	1	1.1%	2
Creates jobs	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.2%	0	0.4%	1
(Don't know)	5.3%	21	7.2%	13	3.6%	7	8.1%	10	4.7%	7	2.6%	3	1.5%	3	9.2%	18
(Nothing mentioned)	2.1%	8	3.2%	6	1.0%	2	0.0%	0	4.8%	8	0.5%	0	1.4%	3	2.8%	5
Weighted base:		390		185		205		129		159		103		197		193
Sample:		383		162		221		44		179		160		187		196

**Q05 Why do you say that?**

*Those who answered negative impact at Q04*

They look awful / an eyesore / ugly	47.0%	63	41.0%	31	54.9%	32	24.8%	6	54.4%	24	49.7%	33	51.1%	39	41.7%	24
Views were spoilt / didn't fit with the landscape	33.4%	45	30.6%	23	37.0%	22	22.3%	5	41.5%	18	31.8%	21	24.8%	19	44.5%	26
Too loud	8.2%	11	7.0%	5	9.7%	6	0.0%	0	10.4%	5	9.5%	6	4.7%	4	12.6%	7
Waste of money / too inefficient	7.1%	10	9.3%	7	4.3%	2	6.5%	1	4.5%	2	9.1%	6	8.1%	6	5.9%	3
They were too big	6.7%	9	7.8%	6	5.2%	3	0.0%	0	7.9%	3	8.2%	6	9.1%	7	3.5%	2
Situated too close to a residential area	4.3%	6	6.0%	5	2.1%	1	18.0%	4	1.6%	1	1.4%	1	7.0%	5	0.8%	0
There are too many of them	3.3%	4	2.1%	2	4.8%	3	7.5%	2	2.4%	1	2.4%	2	3.6%	3	2.8%	2
Other	2.5%	3	3.6%	3	1.0%	1	0.0%	0	0.0%	0	4.9%	3	3.1%	2	1.6%	1
(Don't know)	5.6%	7	8.6%	7	1.6%	1	21.0%	5	2.1%	1	2.6%	2	8.5%	6	1.8%	1
(Nothing mentioned)	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	0	0.6%	0
Weighted base:		134		76		58		23		44		67		76		59
Sample:		159		85		74		9		53		97		83		76

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>Q05 Why do you say that?</b>																
<i>Those who answered no effect at Q04</i>																
I don't mind them	32.0%	96	33.7%	58	29.7%	38	37.1%	42	31.7%	33	25.6%	22	32.4%	47	31.6%	49
They are necessary	14.7%	44	17.8%	31	10.7%	14	18.6%	21	12.2%	13	12.7%	11	15.0%	22	14.5%	22
I'm used to seeing them / see them quite often	9.0%	27	8.6%	15	9.6%	12	4.6%	5	11.7%	12	11.5%	10	14.2%	21	4.1%	6
Good use for the location	4.5%	14	6.0%	10	2.5%	3	6.0%	7	2.1%	2	5.5%	5	7.0%	10	2.3%	4
It doesn't really affect anyone	3.0%	9	0.6%	1	6.1%	8	4.0%	5	1.6%	2	3.2%	3	0.3%	0	5.5%	8
I like the idea of green energy	2.5%	8	3.1%	5	1.8%	2	3.4%	4	0.6%	1	3.7%	3	0.8%	1	4.1%	6
Other	2.4%	7	2.4%	4	2.4%	3	3.3%	4	1.9%	2	1.9%	2	0.6%	1	4.2%	6
I only briefly saw it	2.4%	7	1.1%	2	4.1%	5	0.0%	0	2.6%	3	5.3%	5	1.2%	2	3.5%	5
As long as they aren't in my area	2.3%	7	2.2%	4	2.5%	3	2.3%	3	2.2%	2	2.6%	2	1.2%	2	3.4%	5
It didn't impact too much on the landscape	2.2%	7	2.6%	4	1.7%	2	0.0%	0	4.6%	5	2.3%	2	3.7%	5	0.8%	1
They look better than power stations / pylons	1.1%	3	0.3%	1	2.1%	3	1.9%	2	0.5%	1	0.7%	1	0.4%	1	1.7%	3
It depends on where they are	1.0%	3	0.5%	1	1.7%	2	0.0%	0	1.3%	1	2.1%	2	1.5%	2	0.6%	1
There are too many of them	1.0%	3	0.4%	1	1.8%	2	2.1%	2	0.0%	0	0.8%	1	0.0%	0	2.0%	3
Fascinating / intriguing / impressive	0.7%	2	0.7%	1	0.7%	1	0.0%	0	2.0%	2	0.0%	0	1.4%	2	0.0%	0
They look awful / an eyesore / ugly	0.7%	2	0.4%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.9%	1	0.4%	1
It's progress	0.6%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0	2.3%	2	0.4%	1	0.9%	1
Too loud	0.3%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
I liked the look of them / atheistically pleasing	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0
Waste of money / too inefficient	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.3%	0	0.0%	0	0.2%	0	0.0%	0
(Don't know)	12.3%	37	11.3%	19	13.6%	17	11.5%	13	12.1%	13	13.4%	11	9.3%	14	15.0%	23
(Nothing mentioned)	7.3%	22	8.0%	14	6.5%	8	5.1%	6	9.0%	9	8.3%	7	9.3%	14	5.5%	9
Weighted base:		301		173		129		113		103		85		146		155
Sample:		292		147		145		36		122		134		137		155

**Q05 Why do you say that?**  
*Those who were unsure at Q04*

I don't mind them	22.2%	6	0.0%	0	26.3%	6	58.9%	6	0.0%	0	0.0%	0	38.2%	4	14.1%	3
I only briefly saw it	9.5%	3	33.8%	2	5.0%	1	0.0%	0	15.8%	1	15.0%	2	24.3%	2	2.0%	0
They are necessary	6.5%	2	0.0%	0	7.6%	2	0.0%	0	14.1%	1	8.8%	1	11.3%	1	4.0%	1
They look awful / an eyesore / ugly	3.6%	1	0.0%	0	4.2%	1	0.0%	0	19.0%	1	0.0%	0	10.6%	1	0.0%	0
They were too big	3.4%	1	22.2%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	1	10.2%	1	0.0%	0
It doesn't really affect anyone	2.6%	1	0.0%	0	3.0%	1	0.0%	0	13.6%	1	0.0%	0	0.0%	0	3.9%	1
Other	1.8%	1	11.9%	1	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	2.8%	1
(Don't know)	35.7%	10	21.6%	1	38.3%	9	27.0%	3	27.7%	2	46.7%	6	5.4%	1	51.1%	10
(Nothing mentioned)	14.7%	4	10.4%	0	15.5%	4	14.1%	2	0.0%	0	21.7%	3	0.0%	0	22.2%	4
Weighted base:		29		5		25		11		5		13		10		19
Sample:		28		7		21		4		7		17		8		20

Mean Score: [Very positive = 2, Quite positive = 1, Neither positive nor negative = 0, Quite negative = -1, Very Negative = -2, Indifferent = 0]

**Q06 How positive or negative an impact do you consider generating electricity from wind has upon the following? [PR]**

**Combating climate change**

Very positive	34.5%	345	35.6%	174	33.6%	171	41.8%	137	36.5%	127	25.2%	82	37.0%	175	32.3%	171
Quite positive	36.5%	365	38.3%	187	34.8%	178	36.5%	119	39.7%	138	33.2%	108	37.1%	175	36.0%	190
Neither positive nor negative	8.6%	86	8.7%	43	8.6%	44	5.8%	19	7.9%	27	12.3%	40	7.5%	35	9.7%	51
Quite negative	4.8%	48	2.7%	13	6.8%	35	4.6%	15	3.7%	13	6.1%	20	5.5%	26	4.1%	22
Very negative	3.6%	36	4.4%	22	2.8%	14	2.1%	7	4.0%	14	4.6%	15	3.5%	16	3.7%	19
Indifferent	3.5%	35	4.2%	21	2.8%	14	3.8%	12	2.8%	10	3.9%	13	3.6%	17	3.4%	18
(Don't know)	8.5%	85	6.2%	30	10.7%	55	5.4%	18	5.5%	19	14.7%	48	5.9%	28	10.8%	57
Mean:		1.02		1.04		1.01		1.18		1.07		0.80		1.05		1.00
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>Harnessing sustainable energy</b>																
Very positive	42.0%	420	45.1%	221	39.0%	199	45.9%	150	46.3%	161	33.7%	110	46.1%	218	38.4%	202
Quite positive	38.2%	382	39.3%	193	37.1%	189	41.3%	135	38.0%	132	35.3%	115	37.2%	176	39.1%	206
Neither positive nor negative	5.1%	51	5.2%	25	4.9%	25	3.5%	11	6.3%	22	5.3%	17	3.6%	17	6.4%	34
Quite negative	2.0%	20	1.6%	8	2.4%	12	0.0%	0	1.9%	7	4.1%	13	2.5%	12	1.6%	8
Very negative	2.4%	24	3.0%	15	1.9%	9	0.7%	2	3.0%	10	3.4%	11	2.5%	12	2.3%	12
Indifferent	0.4%	4	0.6%	3	0.3%	2	0.0%	0	0.0%	0	1.3%	4	0.5%	3	0.3%	2
(Don't know)	9.9%	99	5.3%	26	14.4%	73	8.7%	28	4.5%	16	16.8%	55	7.6%	36	11.9%	63
Mean:		1.28		1.29		1.27		1.44		1.29		1.10		1.32		1.25
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

<b>The environment</b>																
Very positive	38.8%	388	38.5%	189	39.1%	199	41.2%	135	45.2%	157	29.6%	96	40.9%	193	36.9%	195
Quite positive	36.0%	360	37.2%	182	34.9%	178	41.0%	134	34.2%	119	32.9%	107	36.2%	171	35.8%	189
Neither positive nor negative	7.3%	73	7.9%	39	6.7%	34	3.2%	11	8.3%	29	10.3%	34	8.2%	39	6.5%	34
Quite negative	6.7%	67	6.8%	33	6.7%	34	8.0%	26	5.1%	18	7.1%	23	5.9%	28	7.4%	39
Very negative	3.5%	35	4.5%	22	2.6%	13	1.8%	6	3.1%	11	5.7%	19	3.2%	15	3.9%	20
Indifferent	1.7%	17	1.6%	8	1.7%	9	0.7%	2	1.1%	4	3.3%	11	0.7%	3	2.6%	14
(Don't know)	6.0%	60	3.5%	17	8.4%	43	4.1%	13	3.0%	10	11.1%	36	4.9%	23	7.0%	37
Mean:		1.06		1.02		1.10		1.17		1.17		0.83		1.11		1.02
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

<b>Recreation and tourism</b>																
Very positive	7.8%	78	11.1%	54	4.6%	24	6.8%	22	8.5%	29	8.1%	26	6.2%	29	9.2%	49
Quite positive	16.6%	166	15.7%	77	17.5%	89	17.5%	57	17.0%	59	15.3%	50	15.9%	75	17.3%	91
Neither positive nor negative	24.3%	243	23.3%	114	25.2%	128	25.0%	82	25.5%	88	22.3%	73	28.9%	136	20.1%	106
Quite negative	21.3%	213	22.8%	112	19.8%	101	23.6%	77	23.2%	80	16.9%	55	22.9%	108	19.8%	105
Very negative	12.0%	120	13.0%	64	11.1%	57	10.9%	36	12.3%	43	12.8%	42	12.8%	60	11.4%	60
Indifferent	5.0%	50	5.4%	26	4.7%	24	3.6%	12	4.2%	15	7.4%	24	5.9%	28	4.3%	23
(Don't know)	13.0%	130	8.7%	43	17.1%	87	12.6%	41	9.2%	32	17.3%	56	7.6%	36	17.8%	94
Mean:		-0.15		-0.12		-0.18		-0.16		-0.15		-0.13		-0.22		-0.08
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

<b>Local electricity generation and energy prices</b>																
Very positive	30.4%	303	33.2%	163	27.6%	141	35.8%	117	31.4%	109	23.7%	77	28.5%	135	32.0%	169
Quite positive	37.3%	373	36.2%	177	38.3%	195	41.0%	134	36.2%	126	34.6%	113	36.3%	172	38.1%	201
Neither positive nor negative	11.5%	115	10.4%	51	12.6%	64	8.1%	27	13.4%	46	12.9%	42	15.1%	71	8.3%	44
Quite negative	5.5%	55	4.9%	24	6.1%	31	3.4%	11	5.7%	20	7.3%	24	3.7%	18	7.0%	37
Very negative	4.0%	40	4.3%	21	3.6%	18	3.4%	11	3.5%	12	4.9%	16	4.4%	21	3.5%	19
Indifferent	2.8%	28	3.6%	18	2.0%	10	1.1%	3	4.0%	14	3.3%	11	4.3%	20	1.5%	8
(Don't know)	8.6%	86	7.4%	36	9.9%	50	7.2%	24	5.7%	20	13.1%	43	7.6%	36	9.6%	51
Mean:		0.93		0.96		0.89		1.10		0.92		0.75		0.88		0.97
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

<b>Employment, the local economy and community</b>																
Very positive	25.0%	250	27.3%	134	22.7%	116	28.3%	93	26.1%	90	20.4%	66	23.2%	110	26.5%	140
Quite positive	33.1%	331	35.5%	174	30.9%	158	40.6%	133	33.0%	114	25.8%	84	34.0%	161	32.3%	171
Neither positive nor negative	17.2%	172	15.0%	74	19.3%	98	16.8%	55	18.0%	62	16.7%	55	17.3%	82	17.1%	90
Quite negative	5.0%	50	4.4%	22	5.6%	28	1.2%	4	4.7%	16	9.2%	30	5.2%	25	4.8%	25
Very negative	5.5%	55	6.8%	33	4.2%	21	6.3%	21	4.8%	17	5.3%	17	6.7%	32	4.4%	23
Indifferent	2.5%	25	3.1%	15	1.9%	9	0.0%	0	3.1%	11	4.3%	14	3.4%	16	1.6%	9
(Don't know)	11.8%	118	7.9%	39	15.5%	79	6.7%	22	10.4%	36	18.3%	60	10.2%	48	13.2%	70
Mean:		0.76		0.78		0.74		0.89		0.79		0.57		0.69		0.83
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>SEX Sex of respondent</b>																
Male	49.0%	490	100.0%	490	0.0%	0	50.7%	166	50.4%	175	45.8%	149	50.2%	237	47.9%	253
Female	51.0%	510	0.0%	0	100.0%	510	49.3%	161	49.6%	172	54.2%	177	49.8%	235	52.1%	275
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

**AGE To ensure we get a representative sample, could I ask how old you are ?**

16 to 24	15.1%	151	15.9%	78	14.4%	73	46.3%	151	0.0%	0	0.0%	0	9.7%	46	20.0%	106
25 to 34	17.5%	175	17.9%	88	17.2%	88	53.7%	175	0.0%	0	0.0%	0	22.9%	108	12.7%	67
35 to 44	18.4%	184	18.9%	93	17.9%	91	0.0%	0	53.0%	184	0.0%	0	22.0%	104	15.1%	80
45 to 54	16.3%	163	16.8%	82	15.8%	81	0.0%	0	47.0%	163	0.0%	0	16.4%	77	16.2%	86
55 to 64	13.1%	131	13.4%	66	12.8%	65	0.0%	0	0.0%	0	40.1%	131	12.3%	58	13.8%	73
65 +	19.5%	195	17.1%	84	21.9%	112	0.0%	0	0.0%	0	59.9%	195	16.7%	79	22.1%	117
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

**SEG Socio-economic group**

A	3.3%	33	3.4%	17	3.2%	16	3.9%	13	3.5%	12	2.4%	8	7.0%	33	0.0%	0
B	11.4%	114	13.2%	65	9.7%	49	10.6%	35	14.7%	51	8.9%	29	24.2%	114	0.0%	0
C1	32.5%	325	31.7%	156	33.3%	170	32.7%	107	34.1%	118	30.7%	100	68.8%	325	0.0%	0
C2	30.4%	304	33.1%	162	27.9%	142	33.7%	110	33.2%	115	24.2%	79	0.0%	0	57.7%	304
D	9.6%	96	8.5%	42	10.6%	54	11.3%	37	9.2%	32	8.2%	27	0.0%	0	18.1%	96
E	12.8%	128	10.0%	49	15.4%	78	7.8%	26	5.3%	18	25.6%	84	0.0%	0	24.2%	128
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

**EMP Which of the following best describes your current employment status ? [PR]**

Working full-time (30+ hours a week)	44.5%	445	57.3%	281	32.2%	164	54.9%	179	64.3%	223	12.9%	42	54.3%	257	35.6%	188
Part-time	14.6%	146	6.7%	33	22.3%	114	14.8%	48	18.9%	66	9.9%	32	15.4%	73	14.0%	74
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	15.3%	153	13.2%	65	17.4%	88	29.6%	97	12.5%	43	3.9%	13	9.8%	46	20.3%	107
Not working (retired / invalid)	25.5%	255	22.7%	111	28.2%	144	0.7%	2	4.2%	15	72.9%	238	20.3%	96	30.1%	159
(Refused)	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

**IS2 ISBA region**

Ulster	2.6%	26	1.9%	9	3.2%	16	3.6%	12	2.3%	8	1.8%	6	3.0%	14	2.1%	11
Scotland	8.1%	81	9.0%	44	7.2%	37	8.4%	27	8.7%	30	7.0%	23	6.7%	31	9.3%	49
North / Borders	6.0%	60	5.9%	29	6.1%	31	5.5%	18	6.4%	22	6.1%	20	6.2%	29	5.8%	31
Lancashire	11.7%	117	9.7%	48	13.7%	70	12.8%	42	10.1%	35	12.5%	41	11.6%	55	11.9%	63
Yorkshire	9.8%	98	11.9%	58	7.9%	40	9.7%	32	9.5%	33	10.4%	34	9.0%	42	10.6%	56
Wales & South West	10.6%	106	12.1%	59	9.2%	47	10.9%	36	11.7%	41	9.1%	30	10.3%	48	10.9%	58
Midlands	15.5%	155	15.2%	74	15.9%	81	18.0%	59	13.2%	46	15.5%	51	15.6%	74	15.5%	82
East England	7.1%	71	6.0%	30	8.1%	41	5.4%	18	7.7%	27	8.1%	27	7.9%	37	6.4%	34
London	19.4%	194	20.2%	99	18.7%	95	21.7%	71	21.6%	75	14.7%	48	21.3%	100	17.7%	94
Southern	9.2%	92	8.2%	40	10.2%	52	4.1%	13	8.9%	31	14.6%	48	8.5%	40	9.8%	52
Weighted base:		1000		490		510		327		347		326		472		527
Sample:		1000		450		550		109		404		487		452		548

Total North (inc. Scotland) Midlands (inc. Wales) Southern

Mean Score: [Strongly agree=2, Slightly agree=1, Neither agree nor disagree=0, Slightly disagree=-1, Strongly disagree=-2]

**Q01 The UK Government has committed to a high-tech, low carbon future to meet the target of cutting greenhouse gas emissions by 80% by 2050. How much do you agree or disagree that windfarms should be given the highest priority? [PR]**

Strongly agree	31.0%	310	30.7%	109	31.9%	97	31.2%	95
Slightly agree	34.7%	347	33.3%	119	33.3%	101	36.9%	113
Neither agree nor disagree	11.1%	111	13.5%	48	13.4%	41	6.0%	18
Slightly disagree	8.3%	83	5.6%	20	9.2%	28	9.6%	29
Strongly disagree	9.6%	96	11.4%	41	6.6%	20	11.2%	34
(Don't know)	5.3%	53	5.6%	20	5.5%	17	5.2%	16
Mean:		0.73		0.70		0.79		0.71
Weighted base:		1000		356		304		306
Sample:		1000		422		279		237

Mean Score: [Strongly agree (left statement) = 2, Slightly agree (left statement) = 1, Undecided = 0, Slightly agree (right statement) = -1, Strongly agree (right statement) = -2] Please note that a positive or negative number is purely to denote either the left hand side or right hand side statement

**Q02 In principle, which of the following do you think wind farms should be located in? [PR]**

**Areas with a high landscape quality vs Areas with a poor quality landscape**

Strongly agree	12.0%	120	14.0%	50	11.2%	34	9.2%	28
Slightly agree	9.0%	90	5.9%	21	10.9%	33	11.2%	34
Undecided	22.6%	226	25.5%	91	23.8%	72	18.9%	58
Slightly agree	11.9%	119	10.8%	38	11.2%	34	11.5%	35
Strongly agree	38.2%	382	37.4%	133	36.6%	111	42.8%	131
(Don't know)	6.3%	63	6.4%	23	6.3%	19	6.5%	20
Mean:		-0.59		-0.55		-0.55		-0.72
Weighted base:		1000		356		304		306
Sample:		1000		422		279		237

**Populous locations vs Areas with a low population**

Strongly agree	8.8%	88	8.7%	31	8.9%	27	9.2%	28
Slightly agree	5.1%	51	6.9%	24	4.4%	13	4.2%	13
Undecided	15.0%	150	18.1%	64	15.4%	47	11.2%	34
Slightly agree	19.1%	191	12.3%	44	22.4%	68	22.4%	69
Strongly agree	47.7%	477	49.8%	178	44.2%	135	48.5%	148
(Don't know)	4.3%	43	4.3%	15	4.8%	14	4.4%	14
Mean:		-0.96		-0.92		-0.93		-1.01
Weighted base:		1000		356		304		306
Sample:		1000		422		279		237

**Rural locations vs Near built up areas**

Strongly agree	43.3%	433	42.1%	150	39.6%	121	48.1%	147
Slightly agree	18.4%	184	15.5%	55	20.6%	63	19.8%	60
Undecided	20.1%	201	23.1%	82	19.9%	61	18.3%	56
Slightly agree	5.0%	50	5.9%	21	2.5%	8	4.9%	15
Strongly agree	8.2%	82	9.8%	35	11.6%	35	2.7%	8
(Don't know)	4.9%	49	3.6%	13	5.7%	17	6.3%	19
Mean:		0.88		0.77		0.79		1.13
Weighted base:		1000		356		304		306
Sample:		1000		422		279		237

**Q03 Have you ever seen a wind turbine or wind farm in person (i.e. other than television, printed press or online)?**

Yes	85.5%	855	89.3%	318	84.5%	257	81.4%	249
No	14.5%	145	10.7%	38	15.5%	47	18.6%	57
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		356		304		306
Sample:		1000		422		279		237

Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
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Mean Score: [Positive=1, Negative=-1, Neither a positive nor negative effect=0]

**Q04 Did seeing this have a positive or negative effect on your perception of the area that the wind turbines were located in?**

*Only answered by those who stated they have seen a wind turbine or wind farm before in person at Q03*

Positive effect	45.6%	390	44.9%	143	44.8%	115	47.0%	117
Negative effect	15.7%	134	13.9%	44	17.8%	46	16.0%	40
Neither a positive or negative effect	35.2%	301	37.6%	120	34.2%	88	33.3%	83
(Don't know)	3.4%	29	3.6%	11	3.3%	8	3.7%	9
Mean:		0.31		0.32		0.28		0.32
Weighted base:		855		318		257		249
Sample:		862		378		236		195

**Q05 Why do you say that?**

*Those who answered positive impact at Q04*

I liked the look of them / atheistically pleasing	29.8%	116	36.6%	52	23.3%	27	29.3%	34
I like the idea of green energy	20.4%	80	19.3%	28	19.6%	23	20.4%	24
It showed that the local area is helping the environment	19.9%	77	20.9%	30	22.4%	26	14.2%	17
It didn't impact too much on the landscape	10.4%	40	7.8%	11	10.9%	13	14.1%	17
Fascinating / intriguing / impressive	9.2%	36	3.4%	5	7.5%	9	19.0%	22
It doesn't really affect anyone	6.2%	24	5.9%	8	8.4%	10	5.0%	6
Good use for the location	5.9%	23	5.5%	8	4.6%	5	8.5%	10
It lowers energy costs	4.0%	15	4.7%	7	0.8%	1	6.6%	8
Relaxing to watch	3.0%	12	2.5%	4	4.4%	5	1.8%	2
They look better than power stations / pylons	1.8%	7	1.7%	2	2.3%	3	1.4%	2
Other	0.9%	3	0.0%	0	1.3%	2	1.2%	1
Creates jobs	0.3%	1	0.6%	1	0.0%	0	0.0%	0
(Don't know)	5.3%	21	8.3%	12	5.7%	7	1.2%	1
(Nothing mentioned)	2.1%	8	1.4%	2	3.3%	4	1.9%	2
Weighted base:		390		143		115		117
Sample:		383		173		99		83

**Q05 Why do you say that?**

*Those who answered negative impact at Q04*

They look awful / an eyesore / ugly	47.0%	63	42.9%	19	44.2%	20	56.4%	22
Views were spoilt / didn't fit with the landscape	33.4%	45	39.5%	18	29.4%	13	32.7%	13
Too loud	8.2%	11	5.4%	2	8.2%	4	11.6%	5
Waste of money / too inefficient	7.1%	10	8.7%	4	3.5%	2	6.7%	3
They were too big	6.7%	9	9.1%	4	4.8%	2	7.0%	3
Situated too close to a residential area	4.3%	6	1.1%	1	11.6%	5	0.0%	0
There are too many of them	3.3%	4	7.0%	3	1.3%	1	0.0%	0
Other	2.5%	3	0.0%	0	3.4%	2	4.4%	2
(Don't know)	5.6%	7	3.9%	2	10.6%	5	2.3%	1
(Nothing mentioned)	0.6%	1	1.9%	1	0.0%	0	0.0%	0
Weighted base:		134		44		46		40
Sample:		159		60		49		40



	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
<b>Q05 Why do you say that?</b>				
<i>Those who answered no effect at Q04</i>				
I don't mind them	32.0%	96 39.0%	47 21.9%	19 28.0%
They are necessary	14.7%	44 13.3%	16 24.0%	21 8.6%
I'm used to seeing them / see them quite often	9.0%	27 9.1%	11 7.5%	7 11.5%
Good use for the location	4.5%	14 2.0%	2 4.4%	4 9.0%
It doesn't really affect anyone	3.0%	9 1.0%	1 1.8%	2 7.4%
I like the idea of green energy	2.5%	8 4.1%	5 2.4%	2 0.7%
Other	2.4%	7 5.1%	6 1.3%	1 0.0%
I only briefly saw it	2.4%	7 4.5%	5 0.8%	1 1.3%
As long as they aren't in my area	2.3%	7 2.3%	3 2.6%	2 1.2%
It didn't impact too much on the landscape	2.2%	7 3.6%	4 2.5%	2 0.0%
They look better than power stations / pylons	1.1%	3 0.5%	1 3.0%	3 0.0%
It depends on where they are	1.0%	3 0.5%	1 1.8%	2 0.8%
There are too many of them	1.0%	3 2.0%	2 0.0%	0 0.8%
Fascinating / intriguing / impressive	0.7%	2 0.0%	0 1.3%	1 1.1%
They look awful / an eyesore / ugly	0.7%	2 0.6%	1 0.0%	0 1.5%
It's progress	0.6%	2 0.3%	0 0.7%	1 1.2%
Too loud	0.3%	1 0.0%	0 0.0%	0 1.3%
I liked the look of them / aesthetically pleasing	0.2%	1 0.0%	0 0.6%	1 0.0%
Waste of money / too inefficient	0.1%	0 0.3%	0 0.0%	0 0.0%
(Don't know)	12.3%	37 10.9%	13 11.5%	10 15.0%
(Nothing mentioned)	7.3%	22 1.8%	2 12.5%	11 10.5%
Weighted base:	301	120	88	83
Sample:	292	132	80	65

<b>Q05 Why do you say that?</b>				
<i>Those who were unsure at Q04</i>				
I don't mind them	22.2%	6 0.0%	0 32.5%	3 40.4%
I only briefly saw it	9.5%	3 9.0%	1 10.3%	1 9.3%
They are necessary	6.5%	2 6.7%	1 0.0%	0 12.0%
They look awful / an eyesore / ugly	3.6%	1 9.1%	1 0.0%	0 0.0%
They were too big	3.4%	1 0.0%	0 0.0%	0 10.8%
It doesn't really affect anyone	2.6%	1 0.0%	0 8.9%	1 0.0%
Other	1.8%	1 4.7%	1 0.0%	0 0.0%
(Don't know)	35.7%	10 57.0%	7 28.7%	2 15.7%
(Nothing mentioned)	14.7%	4 13.5%	2 19.6%	2 11.9%
Weighted base:	29	11	8	9
Sample:	28	13	8	7

**Mean Score: [Very positive = 2, Quite positive = 1, Neither positive nor negative = 0, Quite negative = -1, Very Negative = -2, Indifferent = 0]**

**Q06 How positive or negative an impact do you consider generating electricity from wind has upon the following? [PR]**

**Combating climate change**

Very positive	34.5%	345 25.9%	92 44.2%	134 35.0%	107
Quite positive	36.5%	365 38.2%	136 35.4%	108 34.5%	106
Neither positive nor negative	8.6%	86 10.5%	38 6.1%	19 9.1%	28
Quite negative	4.8%	48 6.3%	22 3.0%	9 5.2%	16
Very negative	3.6%	36 4.8%	17 3.6%	11 2.2%	7
Indifferent	3.5%	35 3.9%	14 2.9%	9 3.6%	11
(Don't know)	8.5%	85 10.4%	37 4.8%	14 10.3%	32
Mean:	1.02	0.83	1.19	1.06	
Weighted base:	1000	356	304	306	
Sample:	1000	422	279	237	

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
<b>Harnessing sustainable energy</b>								
Very positive	42.0%	420	38.9%	139	47.6%	145	40.0%	122
Quite positive	38.2%	382	37.8%	135	36.1%	110	40.5%	124
Neither positive nor negative	5.1%	51	6.8%	24	3.2%	10	4.8%	15
Quite negative	2.0%	20	2.1%	7	1.7%	5	2.4%	7
Very negative	2.4%	24	2.6%	9	2.7%	8	1.9%	6
Indifferent	0.4%	4	0.3%	1	1.1%	3	0.0%	0
(Don't know)	9.9%	99	11.6%	41	7.6%	23	10.4%	32
Mean:		1.28		1.22		1.35		1.28
Weighted base:		1000		356		304		306
Sample:		1000		422		279		237

<b>The environment</b>								
Very positive	38.8%	388	35.7%	127	41.2%	125	39.5%	121
Quite positive	36.0%	360	38.5%	137	33.2%	101	35.2%	108
Neither positive nor negative	7.3%	73	9.5%	34	6.3%	19	6.0%	18
Quite negative	6.7%	67	5.7%	20	8.1%	25	7.0%	21
Very negative	3.5%	35	3.1%	11	4.3%	13	3.7%	11
Indifferent	1.7%	17	1.7%	6	1.3%	4	2.0%	6
(Don't know)	6.0%	60	5.8%	21	5.6%	17	6.7%	21
Mean:		1.06		1.04		1.05		1.07
Weighted base:		1000		356		304		306
Sample:		1000		422		279		237

<b>Recreation and tourism</b>								
Very positive	7.8%	78	9.2%	33	9.6%	29	4.3%	13
Quite positive	16.6%	166	18.0%	64	14.0%	43	17.8%	55
Neither positive nor negative	24.3%	243	24.0%	85	21.2%	64	26.8%	82
Quite negative	21.3%	213	21.0%	75	25.7%	78	17.7%	54
Very negative	12.0%	120	7.6%	27	14.8%	45	14.5%	44
Indifferent	5.0%	50	5.2%	18	5.4%	16	4.7%	14
(Don't know)	13.0%	130	15.2%	54	9.4%	29	14.0%	43
Mean:		-0.15		0.00		-0.24		-0.24
Weighted base:		1000		356		304		306
Sample:		1000		422		279		237

<b>Local electricity generation and energy prices</b>								
Very positive	30.4%	303	30.1%	107	34.0%	103	27.2%	83
Quite positive	37.3%	373	36.1%	129	39.3%	120	36.8%	113
Neither positive nor negative	11.5%	115	12.1%	43	9.0%	27	12.2%	37
Quite negative	5.5%	55	5.4%	19	4.8%	15	6.5%	20
Very negative	4.0%	40	3.7%	13	4.4%	13	3.6%	11
Indifferent	2.8%	28	2.6%	9	3.5%	11	2.7%	8
(Don't know)	8.6%	86	10.0%	36	5.1%	15	11.0%	33
Mean:		0.93		0.93		0.99		0.87
Weighted base:		1000		356		304		306
Sample:		1000		422		279		237

<b>Employment, the local economy and community</b>								
Very positive	25.0%	250	22.1%	79	27.1%	82	25.3%	77
Quite positive	33.1%	331	34.9%	125	35.0%	106	28.3%	87
Neither positive nor negative	17.2%	172	17.6%	63	18.3%	56	16.2%	50
Quite negative	5.0%	50	5.4%	19	4.5%	14	5.4%	16
Very negative	5.5%	55	4.5%	16	5.7%	17	6.7%	21
Indifferent	2.5%	25	2.8%	10	1.8%	5	2.9%	9
(Don't know)	11.8%	118	12.7%	45	7.7%	23	15.2%	46
Mean:		0.76		0.74		0.79		0.71
Weighted base:		1000		356		304		306
Sample:		1000		422		279		237

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
<b>SEX Sex of respondent</b>				
Male	49.0% 490	50.1% 178	48.0% 146	49.1% 150
Female	51.0% 510	49.9% 178	52.0% 158	50.9% 156
Weighted base:	1000	356	304	306
Sample:	1000	422	279	237

**AGE To ensure we get a representative sample, could I ask how old you are ?**

16 to 24	15.1% 151	16.1% 58	13.9% 42	14.0% 43
25 to 34	17.5% 175	17.1% 61	20.6% 63	14.3% 44
35 to 44	18.4% 184	18.4% 65	18.2% 55	18.5% 57
45 to 54	16.3% 163	15.3% 55	15.1% 46	19.1% 58
55 to 64	13.1% 131	13.1% 47	14.6% 44	11.8% 36
65 +	19.5% 195	19.9% 71	17.6% 53	22.3% 68
Weighted base:	1000	356	304	306
Sample:	1000	422	279	237

**SEG Socio-economic group**

A	3.3% 33	3.5% 12	3.4% 10	2.7% 8
B	11.4% 114	14.6% 52	11.9% 36	7.1% 22
C1	32.5% 325	26.3% 94	32.3% 98	38.7% 118
C2	30.4% 304	31.8% 113	27.9% 85	32.1% 98
D	9.6% 96	8.9% 32	14.0% 43	6.5% 20
E	12.8% 128	14.9% 53	10.4% 32	12.9% 39
(Refused)	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1000	356	304	306
Sample:	1000	422	279	237

**EMP Which of the following best describes your current employment status ? [PR]**

Working full-time (30+ hours a week)	44.5% 445	43.1% 154	46.4% 141	44.9% 137
Part-time	14.6% 146	15.2% 54	15.8% 48	12.7% 39
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	15.3% 153	16.9% 60	14.0% 43	13.0% 40
Not working (retired / invalid)	25.5% 255	24.5% 87	23.7% 72	29.4% 90
(Refused)	0.1% 1	0.3% 1	0.0% 0	0.0% 0
Weighted base:	1000	356	304	306
Sample:	1000	422	279	237

**IS2 ISBA region**

Ulster	2.6% 26	0.0% 0	0.0% 0	0.0% 0
Scotland	8.1% 81	22.6% 81	0.0% 0	0.0% 0
North / Borders	6.0% 60	16.8% 60	0.0% 0	0.0% 0
Lancashire	11.7% 117	33.0% 117	0.0% 0	0.0% 0
Yorkshire	9.8% 98	27.6% 98	0.0% 0	0.0% 0
Wales & South West	10.6% 106	0.0% 0	25.7% 78	6.5% 20
Midlands	15.5% 155	0.0% 0	51.0% 155	0.0% 0
East England	7.1% 71	0.0% 0	23.3% 71	0.0% 0
London	19.4% 194	0.0% 0	0.0% 0	63.5% 194
Southern	9.2% 92	0.0% 0	0.0% 0	30.0% 92
Weighted base:	1000	356	304	306
Sample:	1000	422	279	237

	Total	Windfarms are highest priority - Strongly agree (Q03)	Windfarms are highest priority - Agree (Q03)	Windfarms are highest priority - Disagree (Q03)	Poor quality landscape, low population in rural areas (Q07)	Positive effect (Q09)	Negative effect (Q09)
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Mean Score: [Strongly agree=2, Slightly agree=1, Neither agree nor disagree=0, Slightly disagree=-1, Strongly disagree=-2]

**Q01 The UK Government has committed to a high-tech, low carbon future to meet the target of cutting greenhouse gas emissions by 80% by 2050. How much do you agree or disagree that windfarms should be given the highest priority? [PR]**

Strongly agree	31.0%	310	100.0%	310	47.2%	310	0.0%	0	30.2%	86	50.1%	195	9.2%	12
Slightly agree	34.7%	347	0.0%	0	52.8%	347	0.0%	0	38.0%	109	34.7%	135	17.0%	23
Neither agree nor disagree	11.1%	111	0.0%	0	0.0%	0	0.0%	0	10.8%	31	7.0%	27	15.7%	21
Slightly disagree	8.3%	83	0.0%	0	0.0%	0	46.4%	83	12.8%	37	4.5%	18	14.1%	19
Strongly disagree	9.6%	96	0.0%	0	0.0%	0	53.6%	96	6.9%	20	2.5%	10	36.8%	49
(Don't know)	5.3%	53	0.0%	0	0.0%	0	0.0%	0	1.4%	4	1.2%	5	7.2%	10
Mean:		0.73		2.00		1.47		-1.54		0.73		1.27		-0.57
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

Mean Score: [Strongly agree (left statement) = 2, Slightly agree (left statement) = 1, Undecided = 0, Slightly agree (right statement) = -1, Strongly agree (right statement) = -2] Please note that a positive or negative number is purely to denote either the left hand side or right hand side statement

**Q02 In principle, which of the following do you think wind farms should be located in? [PR]**

**Areas with a high landscape quality vs Areas with a poor quality landscape**

Strongly agree	12.0%	120	18.5%	57	14.5%	95	5.3%	9	0.0%	0	14.7%	57	1.0%	1
Slightly agree	9.0%	90	6.9%	21	9.7%	64	7.2%	13	0.0%	0	8.6%	34	2.0%	3
Undecided	22.6%	226	22.9%	71	21.8%	143	20.9%	37	0.0%	0	24.7%	96	22.3%	30
Slightly agree	11.9%	119	5.4%	17	10.5%	69	16.5%	30	19.7%	56	11.4%	45	15.1%	20
Strongly agree	38.2%	382	40.7%	126	38.1%	250	43.8%	78	80.3%	230	33.7%	131	55.4%	74
(Don't know)	6.3%	63	5.6%	17	5.3%	35	6.3%	11	0.0%	0	6.8%	26	4.1%	6
Mean:		-0.59		-0.45		-0.51		-0.92		-1.80		-0.44		-1.27
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

**Populous locations vs Areas with a low population**

Strongly agree	8.8%	88	13.0%	40	10.5%	69	4.2%	8	0.0%	0	7.4%	29	9.1%	12
Slightly agree	5.1%	51	3.7%	12	5.7%	37	5.3%	10	0.0%	0	7.4%	29	1.9%	3
Undecided	15.0%	150	14.0%	43	14.4%	95	16.1%	29	0.0%	0	16.0%	62	12.0%	16
Slightly agree	19.1%	191	14.2%	44	20.2%	133	14.6%	26	19.4%	55	21.4%	83	13.1%	18
Strongly agree	47.7%	477	52.6%	163	46.5%	305	53.5%	96	80.6%	231	44.6%	174	58.5%	79
(Don't know)	4.3%	43	2.3%	7	2.7%	18	6.2%	11	0.0%	0	3.3%	13	5.3%	7
Mean:		-0.96		-0.92		-0.89		-1.15		-1.81		-0.91		-1.16
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

**Rural locations vs Near built up areas**

Strongly agree	43.3%	433	53.4%	165	46.2%	303	37.1%	66	76.4%	219	45.3%	177	35.8%	48
Slightly agree	18.4%	184	14.6%	45	21.0%	138	12.3%	22	23.6%	68	18.8%	73	15.0%	20
Undecided	20.1%	201	17.8%	55	18.4%	121	25.5%	46	0.0%	0	22.3%	87	20.4%	27
Slightly agree	5.0%	50	2.7%	8	3.9%	26	9.8%	17	0.0%	0	3.6%	14	7.3%	10
Strongly agree	8.2%	82	9.7%	30	7.4%	48	9.9%	18	0.0%	0	5.9%	23	14.9%	20
(Don't know)	4.9%	49	1.8%	6	3.1%	20	5.5%	10	0.0%	0	4.1%	16	6.5%	9
Mean:		0.88		1.01		0.98		0.60		1.76		0.98		0.53
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

**Q03 Have you ever seen a wind turbine or wind farm in person (i.e. other than television, printed press or online)?**

Yes	85.5%	855	89.7%	278	86.6%	569	85.8%	154	90.9%	260	100.0%	390	100.0%	134
No	14.5%	145	10.3%	32	13.4%	88	14.2%	25	9.1%	26	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

	Total	Windfarms are highest priority - Strongly agree (Q03)	Windfarms are highest priority - Agree (Q03)	Windfarms are highest priority - Disagree (Q03)	Poor quality landscape, low population in rural areas (Q07)	Positive effect (Q09)	Negative effect (Q09)
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Mean Score: [Positive=1, Negative=-1, Neither a positive nor negative effect=0]

**Q04 Did seeing this have a positive or negative effect on your perception of the area that the wind turbines were located in?**

*Only answered by those who stated they have seen a wind turbine or wind farm before in person at Q03*

Positive effect	45.6%	390	70.2%	195	58.1%	330	17.8%	27	42.3%	110	100.0%	390	0.0%	0
Negative effect	15.7%	134	4.4%	12	6.2%	35	44.5%	68	18.9%	49	0.0%	0	100.0%	134
Neither a positive or negative effect	35.2%	301	23.9%	67	33.3%	189	32.9%	50	36.7%	95	0.0%	0	0.0%	0
(Don't know)	3.4%	29	1.5%	4	2.4%	14	4.8%	7	2.1%	6	0.0%	0	0.0%	0
Mean:		0.31		0.67		0.53		-0.28		0.24		1.00		-1.00
Weighted base:		855		278		569		154		260		390		134
Sample:		862		270		562		161		247		383		159

**Q05 Why do you say that?**

*Those who answered positive impact at Q04*

I liked the look of them / atheistically pleasing	29.8%	116	27.1%	53	28.9%	96	37.8%	10	30.0%	33	29.8%	116	0.0%	0
I like the idea of green energy	20.4%	80	22.0%	43	22.4%	74	13.8%	4	15.7%	17	20.4%	80	0.0%	0
It showed that the local area is helping the environment	19.9%	77	23.9%	47	20.4%	68	15.5%	4	23.9%	26	19.9%	77	0.0%	0
It didn't impact too much on the landscape	10.4%	40	12.6%	25	11.2%	37	8.2%	2	18.8%	21	10.4%	40	0.0%	0
Fascinating / intriguing / impressive	9.2%	36	11.6%	23	8.7%	29	8.6%	2	7.5%	8	9.2%	36	0.0%	0
It doesn't really affect anyone	6.2%	24	6.5%	13	6.0%	20	1.5%	0	8.8%	10	6.2%	24	0.0%	0
Good use for the location	5.9%	23	4.4%	9	5.6%	19	8.0%	2	6.9%	8	5.9%	23	0.0%	0
It lowers energy costs	4.0%	15	5.5%	11	4.1%	13	5.7%	2	4.4%	5	4.0%	15	0.0%	0
Relaxing to watch	3.0%	12	2.4%	5	3.3%	11	0.0%	0	2.2%	2	3.0%	12	0.0%	0
They look better than power stations / pylons	1.8%	7	1.8%	4	1.2%	4	5.0%	1	1.2%	1	1.8%	7	0.0%	0
Other	0.9%	3	0.3%	1	0.9%	3	2.1%	1	0.6%	1	0.9%	3	0.0%	0
Creates jobs	0.3%	1	0.5%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
(Don't know)	5.3%	21	4.5%	9	5.3%	17	7.0%	2	1.9%	2	5.3%	21	0.0%	0
(Nothing mentioned)	2.1%	8	2.0%	4	2.4%	8	0.0%	0	3.8%	4	2.1%	8	0.0%	0
Weighted base:		390		195		330		27		110		390		0
Sample:		383		178		312		31		101		383		0

**Q05 Why do you say that?**

*Those who answered negative impact at Q04*

They look awful / an eyesore / ugly	47.0%	63	55.5%	7	62.9%	22	47.3%	32	57.3%	28	0.0%	0	47.0%	63
Views were spoilt / didn't fit with the landscape	33.4%	45	13.1%	2	16.5%	6	40.9%	28	26.6%	13	0.0%	0	33.4%	45
Too loud	8.2%	11	9.7%	1	7.5%	3	12.2%	8	7.9%	4	0.0%	0	8.2%	11
Waste of money / too inefficient	7.1%	10	0.0%	0	3.5%	1	10.1%	7	8.3%	4	0.0%	0	7.1%	10
They were too big	6.7%	9	8.3%	1	2.9%	1	10.8%	7	9.4%	5	0.0%	0	6.7%	9
Situated too close to a residential area	4.3%	6	0.0%	0	2.8%	1	0.0%	0	1.0%	1	0.0%	0	4.3%	6
There are too many of them	3.3%	4	13.8%	2	6.6%	2	3.0%	2	4.7%	2	0.0%	0	3.3%	4
Other	2.5%	3	0.0%	0	2.7%	1	2.6%	2	0.0%	0	0.0%	0	2.5%	3
(Don't know)	5.6%	7	9.9%	1	3.5%	1	1.4%	1	2.2%	1	0.0%	0	5.6%	7
(Nothing mentioned)	0.6%	1	6.7%	1	2.3%	1	0.0%	0	0.7%	0	0.0%	0	0.6%	1
Weighted base:		134		12		35		68		49		0		134
Sample:		159		16		47		88		58		0		159

	Total	Windfarms are highest priority - Strongly agree (Q03)	Windfarms are highest priority - Agree (Q03)	Windfarms are highest priority - Disagree (Q03)	Poor quality landscape, low population in rural areas (Q07)	Positive effect (Q09)	Negative effect (Q09)
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**Q05 Why do you say that?**

*Those who answered no effect at Q04*

I don't mind them	32.0%	96	18.1%	12	28.5%	54	41.2%	21	30.3%	29	0.0%	0	0.0%	0
They are necessary	14.7%	44	37.9%	25	18.3%	35	10.2%	5	12.7%	12	0.0%	0	0.0%	0
I'm used to seeing them / see them quite often	9.0%	27	6.0%	4	8.6%	16	7.6%	4	5.8%	6	0.0%	0	0.0%	0
Good use for the location	4.5%	14	5.8%	4	6.8%	13	0.7%	0	9.0%	9	0.0%	0	0.0%	0
It doesn't really affect anyone	3.0%	9	1.8%	1	4.0%	7	0.0%	0	4.7%	5	0.0%	0	0.0%	0
I like the idea of green energy	2.5%	8	6.8%	5	2.4%	5	2.3%	1	2.7%	3	0.0%	0	0.0%	0
Other	2.4%	7	0.0%	0	2.6%	5	2.2%	1	0.0%	0	0.0%	0	0.0%	0
I only briefly saw it	2.4%	7	3.0%	2	2.6%	5	1.8%	1	1.8%	2	0.0%	0	0.0%	0
As long as they aren't in my area	2.3%	7	1.8%	1	2.6%	5	0.8%	0	0.7%	1	0.0%	0	0.0%	0
It didn't impact too much on the landscape	2.2%	7	2.1%	1	2.1%	4	5.3%	3	3.2%	3	0.0%	0	0.0%	0
They look better than power stations / pylons	1.1%	3	3.2%	2	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It depends on where they are	1.0%	3	0.0%	0	1.0%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0
There are too many of them	1.0%	3	0.0%	0	0.4%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Fascinating / intriguing / impressive	0.7%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They look awful / an eyesore / ugly	0.7%	2	0.0%	0	0.0%	0	2.8%	1	0.8%	1	0.0%	0	0.0%	0
It's progress	0.6%	2	0.0%	0	1.0%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Too loud	0.3%	1	1.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I liked the look of them / aesthetically pleasing	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waste of money / too inefficient	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.3%	37	10.8%	7	10.0%	19	24.5%	12	14.7%	14	0.0%	0	0.0%	0
(Nothing mentioned)	7.3%	22	2.0%	1	7.1%	14	0.0%	0	10.4%	10	0.0%	0	0.0%	0
Weighted base:		301		67		189		50		95		0		0
Sample:		292		70		188		37		81		0		0

**Q05 Why do you say that?**

*Those who were unsure at Q04*

I don't mind them	22.2%	6	0.0%	0	0.0%	0	50.6%	4	0.0%	0	0.0%	0	0.0%	0
I only briefly saw it	9.5%	3	0.0%	0	0.0%	0	0.0%	0	15.7%	1	0.0%	0	0.0%	0
They are necessary	6.5%	2	0.0%	0	5.6%	1	15.0%	1	20.2%	1	0.0%	0	0.0%	0
They look awful / an eyesore / ugly	3.6%	1	0.0%	0	7.5%	1	0.0%	0	18.9%	1	0.0%	0	0.0%	0
They were too big	3.4%	1	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It doesn't really affect anyone	2.6%	1	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.8%	1	12.9%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	35.7%	10	58.9%	2	53.0%	7	9.3%	1	45.2%	2	0.0%	0	0.0%	0
(Nothing mentioned)	14.7%	4	28.2%	1	22.9%	3	15.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		29		4		14		7		6		0		0
Sample:		28		6		15		5		7		0		0

**Mean Score: [Very positive = 2, Quite positive = 1, Neither positive nor negative = 0, Quite negative = -1, Very Negative = -2, Indifferent = 0]**

**Q06 How positive or negative an impact do you consider generating electricity from wind has upon the following? [PR]**

**Combating climate change**

Very positive	34.5%	345	58.1%	180	44.2%	290	12.1%	22	37.4%	107	47.0%	183	16.7%	22
Quite positive	36.5%	365	30.0%	93	39.6%	260	27.6%	49	37.3%	107	38.7%	151	35.7%	48
Neither positive nor negative	8.6%	86	3.7%	11	5.8%	38	14.9%	27	7.9%	23	4.6%	18	8.6%	12
Quite negative	4.8%	48	3.0%	9	3.1%	21	12.1%	22	3.4%	10	3.8%	15	9.7%	13
Very negative	3.6%	36	1.2%	4	0.8%	5	13.4%	24	1.7%	5	0.7%	3	9.3%	12
Indifferent	3.5%	35	1.0%	3	1.5%	10	8.4%	15	5.2%	15	1.9%	7	8.2%	11
(Don't know)	8.5%	85	3.0%	9	5.0%	33	11.6%	21	7.2%	21	3.4%	13	11.7%	16
Mean:		1.02		1.45		1.30		0.14		1.14		1.32		0.46
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

	Total	Windfarms are highest priority - Strongly agree (Q03)	Windfarms are highest priority - Agree (Q03)	Windfarms are highest priority - Disagree (Q03)	Poor quality landscape, low population in rural areas (Q07)	Positive effect (Q09)	Negative effect (Q09)
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**Harnessing sustainable energy**

Very positive	42.0%	420	67.9%	211	50.8%	334	21.5%	38	46.8%	134	55.3%	216	23.9%	32
Quite positive	38.2%	382	24.3%	75	38.7%	254	33.0%	59	38.2%	109	35.9%	140	40.7%	55
Neither positive nor negative	5.1%	51	2.0%	6	2.5%	16	12.5%	22	3.8%	11	2.9%	11	6.5%	9
Quite negative	2.0%	20	0.4%	1	0.7%	5	7.2%	13	1.9%	5	0.9%	3	9.0%	12
Very negative	2.4%	24	0.0%	0	0.3%	2	11.8%	21	1.3%	4	0.1%	0	10.0%	13
Indifferent	0.4%	4	0.2%	0	0.1%	1	1.2%	2	0.6%	2	0.0%	0	1.6%	2
(Don't know)	9.9%	99	5.2%	16	6.8%	45	12.7%	23	7.5%	21	5.0%	19	8.3%	11
Mean:		1.28		1.69		1.49		0.52		1.38		1.53		0.65
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

**The environment**

Very positive	38.8%	388	61.4%	190	48.5%	318	14.0%	25	40.3%	115	52.1%	203	21.3%	29
Quite positive	36.0%	360	26.7%	83	38.0%	249	31.3%	56	36.0%	103	37.5%	146	32.8%	44
Neither positive nor negative	7.3%	73	5.9%	18	5.1%	34	9.2%	17	5.6%	16	5.0%	19	7.4%	10
Quite negative	6.7%	67	1.3%	4	2.5%	16	21.0%	38	6.6%	19	1.1%	4	18.3%	25
Very negative	3.5%	35	1.4%	4	1.3%	8	12.3%	22	4.8%	14	0.3%	1	12.9%	17
Indifferent	1.7%	17	0.3%	1	1.0%	7	3.4%	6	2.5%	7	0.6%	2	2.2%	3
(Don't know)	6.0%	60	3.1%	10	3.6%	24	8.8%	16	4.2%	12	3.4%	13	5.2%	7
Mean:		1.06		1.50		1.35		0.15		1.05		1.45		0.33
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

**Recreation and tourism**

Very positive	7.8%	78	15.6%	49	8.9%	58	1.7%	3	7.9%	23	8.9%	35	9.1%	12
Quite positive	16.6%	166	19.5%	60	20.8%	137	6.3%	11	10.0%	29	24.1%	94	5.5%	7
Neither positive nor negative	24.3%	243	27.5%	85	26.3%	172	21.4%	38	27.7%	79	29.1%	113	12.8%	17
Quite negative	21.3%	213	15.8%	49	20.4%	134	26.9%	48	20.3%	58	18.1%	71	30.8%	41
Very negative	12.0%	120	9.3%	29	8.9%	58	25.4%	46	16.9%	48	7.4%	29	31.8%	43
Indifferent	5.0%	50	3.1%	10	4.6%	30	8.4%	15	5.0%	14	5.1%	20	4.0%	5
(Don't know)	13.0%	130	9.1%	28	10.2%	67	9.9%	18	12.3%	35	7.4%	29	6.0%	8
Mean:		-0.15		0.18		0.01		-0.76		-0.32		0.10		-0.75
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

**Local electricity generation and energy prices**

Very positive	30.4%	303	49.9%	155	37.8%	248	10.0%	18	35.3%	101	39.4%	154	21.8%	29
Quite positive	37.3%	373	34.7%	108	43.6%	286	23.1%	41	35.4%	101	42.4%	165	20.8%	28
Neither positive nor negative	11.5%	115	5.8%	18	7.9%	52	22.1%	39	13.2%	38	7.1%	28	17.4%	23
Quite negative	5.5%	55	2.2%	7	3.6%	23	14.0%	25	4.0%	12	3.9%	15	12.3%	17
Very negative	4.0%	40	1.3%	4	0.8%	5	15.1%	27	1.3%	4	1.1%	4	12.2%	16
Indifferent	2.8%	28	2.1%	6	1.5%	10	6.3%	11	4.9%	14	2.6%	10	3.6%	5
(Don't know)	8.6%	86	4.1%	13	4.9%	32	9.4%	17	6.0%	17	3.5%	14	11.8%	16
Mean:		0.93		1.35		1.20		-0.01		1.06		1.19		0.31
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

**Employment, the local economy and community**

Very positive	25.0%	250	42.3%	131	31.7%	208	7.1%	13	25.3%	72	29.6%	116	16.8%	23
Quite positive	33.1%	331	31.2%	97	38.3%	252	20.3%	36	33.4%	96	38.9%	152	20.8%	28
Neither positive nor negative	17.2%	172	10.0%	31	12.6%	83	30.4%	54	16.2%	46	15.2%	59	20.5%	28
Quite negative	5.0%	50	3.4%	10	3.9%	26	9.7%	17	4.4%	13	3.9%	15	13.2%	18
Very negative	5.5%	55	2.7%	8	1.9%	13	18.0%	32	5.2%	15	3.1%	12	13.9%	19
Indifferent	2.5%	25	2.1%	7	1.9%	13	3.5%	6	3.8%	11	3.0%	12	2.7%	4
(Don't know)	11.8%	118	8.4%	26	9.7%	64	11.0%	20	11.7%	34	6.4%	25	12.0%	16
Mean:		0.76		1.17		1.04		-0.12		0.78		0.94		0.15
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

	Total	Windfarms are highest priority - Strongly agree (Q03)	Windfarms are highest priority - Agree (Q03)	Windfarms are highest priority - Disagree (Q03)	Poor quality landscape, low population in rural areas (Q07)	Positive effect (Q09)	Negative effect (Q09)
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**SEX Sex of respondent**

Male	49.0%	490	52.9%	164	48.4%	318	53.2%	95	52.5%	150	47.4%	185	56.6%	76
Female	51.0%	510	47.1%	146	51.6%	339	46.8%	84	47.5%	136	52.6%	205	43.4%	58
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

**AGE To ensure we get a representative sample, could I ask how old you are ?**

16 to 24	15.1%	151	18.0%	56	17.4%	114	12.7%	23	12.1%	35	17.9%	70	6.2%	8
25 to 34	17.5%	175	16.0%	50	18.1%	119	15.2%	27	19.5%	56	15.0%	59	10.9%	15
35 to 44	18.4%	184	22.2%	69	20.4%	134	11.0%	20	22.5%	64	22.0%	86	16.6%	22
45 to 54	16.3%	163	13.6%	42	15.8%	104	17.4%	31	14.9%	43	18.7%	73	16.2%	22
55 to 64	13.1%	131	11.8%	37	11.5%	76	17.6%	32	14.5%	42	12.9%	50	19.7%	26
65 +	19.5%	195	18.4%	57	16.9%	111	26.1%	47	16.5%	47	13.5%	52	30.5%	41
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

**SEG Socio-economic group**

A	3.3%	33	2.4%	7	3.4%	23	2.6%	5	3.4%	10	2.3%	9	2.2%	3
B	11.4%	114	8.5%	26	11.2%	73	10.5%	19	11.1%	32	10.4%	40	16.5%	22
C1	32.5%	325	34.5%	107	31.8%	209	36.3%	65	34.9%	100	38.0%	148	37.6%	50
C2	30.4%	304	33.1%	103	32.5%	214	27.3%	49	32.6%	93	30.5%	119	23.4%	31
D	9.6%	96	9.9%	31	10.2%	67	7.6%	14	8.6%	25	9.2%	36	9.7%	13
E	12.8%	128	11.7%	36	10.9%	72	15.8%	28	9.4%	27	9.6%	38	10.5%	14
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

**EMP Which of the following best describes your current employment status ? [PR]**

Working full-time (30+ hours a week)	44.5%	445	48.6%	151	46.9%	308	37.0%	66	46.6%	133	49.6%	193	43.7%	59
Part-time	14.6%	146	15.5%	48	15.6%	102	12.7%	23	19.4%	56	17.3%	67	11.1%	15
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	15.3%	153	12.1%	37	15.2%	100	16.1%	29	12.1%	35	13.6%	53	5.1%	7
Not working (retired / invalid)	25.5%	255	23.6%	73	22.3%	146	34.2%	61	21.8%	63	19.4%	76	40.1%	54
(Refused)	0.1%	1	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159

**IS2 ISBA region**

Ulster	2.6%	26	2.6%	8	3.0%	19	0.9%	2	2.8%	8	3.2%	13	3.0%	4
Scotland	8.1%	81	8.9%	28	8.7%	57	5.1%	9	10.2%	29	8.9%	35	7.3%	10
North / Borders	6.0%	60	6.5%	20	6.1%	40	6.2%	11	6.6%	19	7.0%	27	6.9%	9
Lancashire	11.7%	117	10.2%	32	11.0%	72	12.0%	21	6.9%	20	10.7%	42	7.9%	11
Yorkshire	9.8%	98	9.6%	30	9.0%	59	10.5%	19	7.6%	22	10.1%	39	11.0%	15
Wales & South West	10.6%	106	9.5%	29	8.7%	57	12.9%	23	13.5%	39	9.1%	36	19.4%	26
Midlands	15.5%	155	18.1%	56	17.4%	114	12.4%	22	10.2%	29	17.5%	68	11.3%	15
East England	7.1%	71	6.3%	19	6.7%	44	6.5%	12	5.9%	17	5.6%	22	6.4%	9
London	19.4%	194	18.2%	57	20.9%	137	24.1%	43	24.9%	71	18.6%	73	17.3%	23
Southern	9.2%	92	10.0%	31	8.6%	57	9.5%	17	11.3%	32	9.3%	36	9.5%	13
Weighted base:		1000		310		657		179		286		390		134
Sample:		1000		304		636		184		279		383		159