

Report 4

July 2013



ATTITUDES TO<sup>TM</sup>  
**UK**  
INDUSTRY

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## Attitudes to UK Industry Study

**A number of factors make Renewables a hot topic; politics, the environment, energy costs to industry and the consumer, exhaustible supplies and consumer demand. There's plenty to debate though; would you say no to a wind farm in your 'back yard' and are you worried about fracking literally undermining your community?**

Our study now has four surveys under its belt and it is becoming clear that consumers want more information and to be able to access ways of adopting greener energy, even to the extent of voluntarily making it happen – a Big Green Society!

Please do let us know if you have suggestions for other topics to cover in these frequent surveys and if you would like more information about the results and the communications issues and opportunities for industry they highlight.

*Deepika Swamy*

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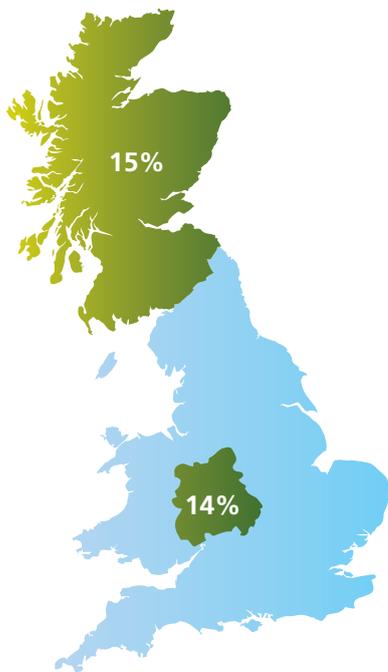
Deepika Swamy



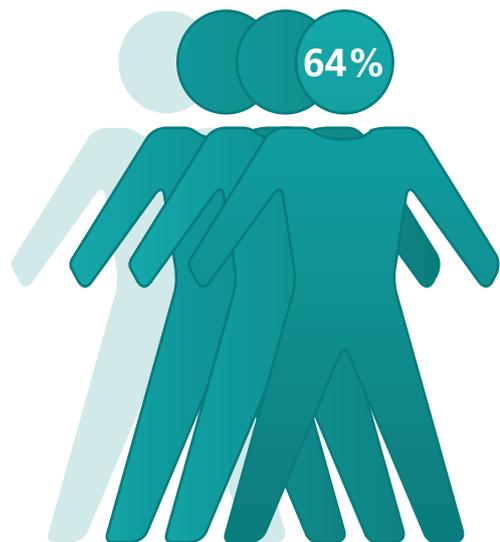
Just over one in ten people have adopted some form of renewable energy in their home (**11%**).



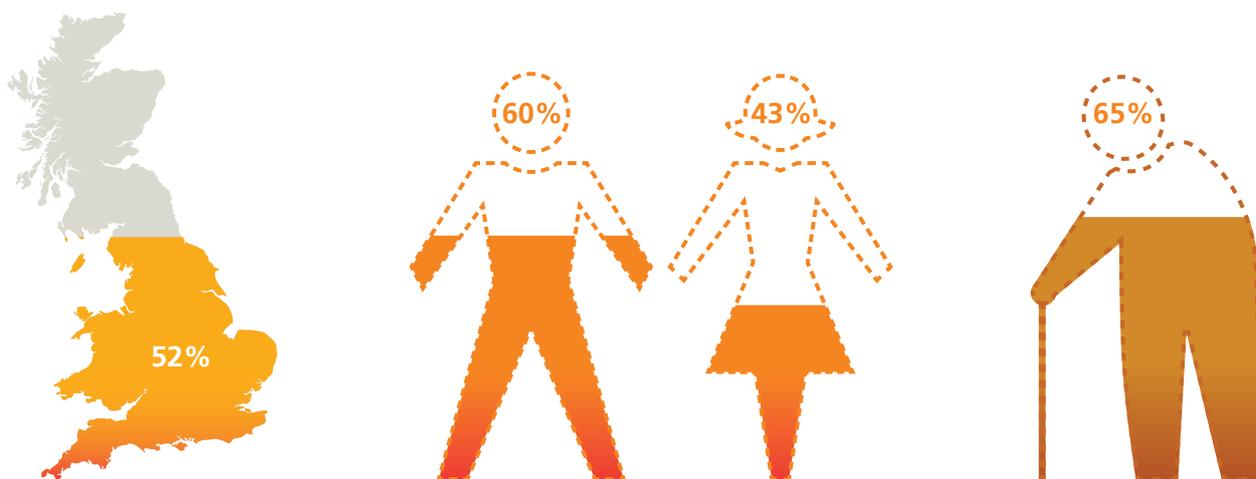
Nearly one in five (**19%**) adults under 25 are using some form of renewable energy -the age group with the most people doing so - followed by people aged 25-35, where **14%** are using greener energy. The over 65 group boasts **13%** and the 36-64 age group are least likely with fewer than one in ten taking this path.



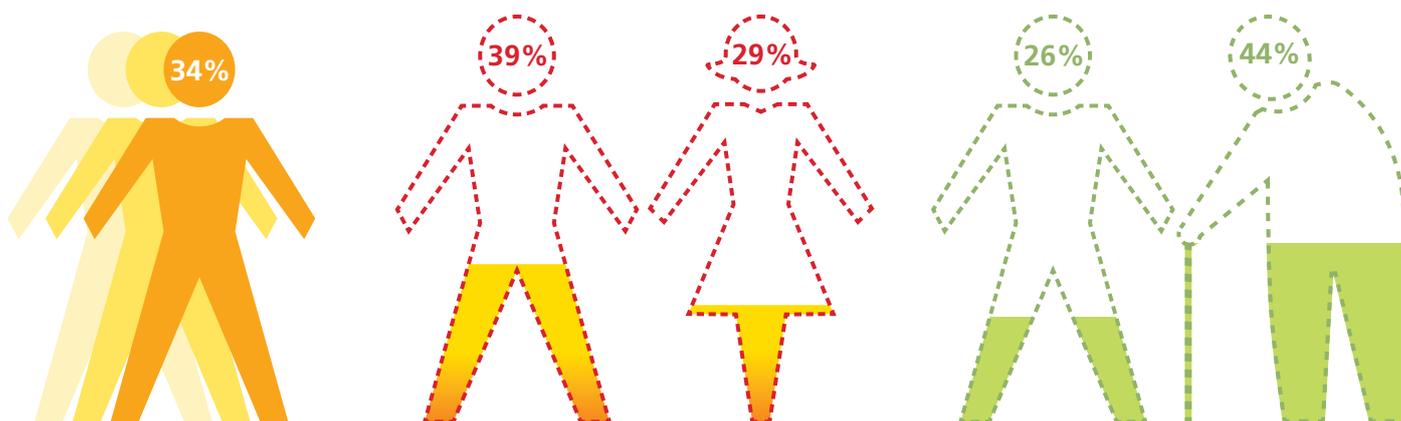
The West Midlands (**15%**) and Scotland (**14%**) are the regions most likely to use energy sources such as solar, wind and ground source.



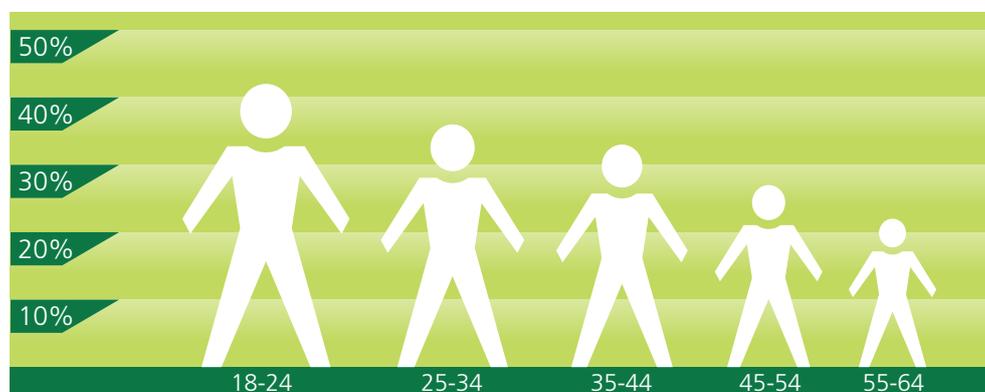
Three in four adults (**64%**) say they would adopt a form of renewable energy if they felt they could afford it and understand the paperwork associated with it.



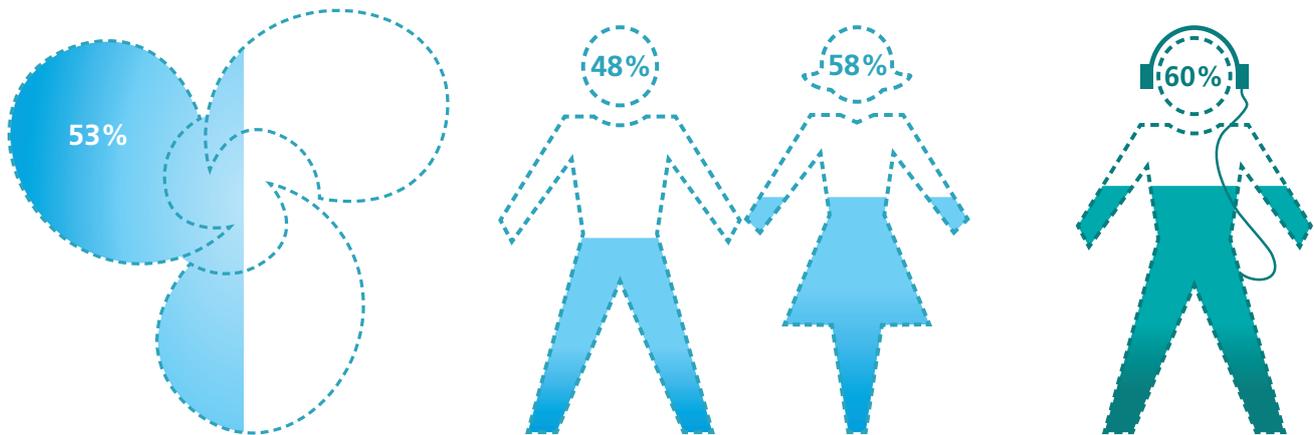
More than one in two people (**52%**) have some awareness that the UK government has to meet the target of deriving **15%** of energy from renewable energy sources by 2020. Men (**60%**) more than women (**43%**) have some knowledge of the UK renewable goal. Knowledge generally increases with age with two out of three (**65%**) people aged over 65 saying they know the target.



Just over one in three adults (**34%**) are aware of The Renewable Heat Premium Payment (RHPP) government incentive to cover the cost of installing renewable energy in the home. Men (**39%**) more than women (**29%**) know something about the RHPP. Knowledge increases generally in line with age with **26%** of 25-34 year olds and up to **44%** of the 65 plus age group having some knowledge about the payment.



More than one in four (**29%**) would be interested in working on projects voluntarily to bring renewable energy to their community. Younger people are much more enthusiastic with **42%** of 18-24 year olds, **36%** of 25 to 34s, **33%** of 35-44s and **27%** of people aged 45 to 54, **22%** of 55 to 64 year olds and **19%** of those 65 Plus showing some interest in voluntary projects linked to bringing renewables to the local community.



Wind farms and fracking both have their detractors. Of these two controversial methods of providing energy wind farms are marginally more preferred with **53%** of adults preferring wind farms in their area than fracking. Women at **58%** compared to men at **48%** would prefer wind turbines in their area. People aged 18-24 are most keen to select local wind farms over fracking with **60%** saying so.

Research conducted among 2056 UK adults online by Populus between 26th-28th June 2013  
Populus is a member of the British Polling Council and abides by its rules.

## About the sponsors – CadenceFisher, technical communications consultancy

We are a 'hands-on' consultancy built on the heritage of Fisher Marketing which was founded by John Fisher, a Chartered Engineer, member of the Institution of Electrical Engineers and the Chartered Institute of Marketing, more than twenty years ago.

Following roles with English Electric, Brown Boveri, the Rank Organisation, Delta and Jeumont-Schneider he set up Fisher Industrial Marketing in 1988 to provide a specialist marketing and public relations service to companies working with electrical, mechanical and electronic equipment and systems, whether for capital plant or OEM components.

### Our staff

- are technically and professionally prepared, have an ability to understand a brief quickly and correctly and are trained to express complex technical concepts in simple terms, verbally and in writing.
- have an accumulated and wide understanding of industrial technology and building services, based on experience in industry and writing about developments at the forefront of the technologies.
- have a demonstrable track record of success, specialising in technical PR for industrial automation, controls technology, building services and electrical contracting.
- have in-depth knowledge of various markets including direct experience of the OEM and end user sectors, regulatory bodies and technical publishing.

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