



Agenzia Regionale per l'Energia della Liguria

# KNOWLEDGE OF RENEWABLE ENERGY SOURCES

Ligurian citizens' knowledge, orientation  
and expectations in relation to  
renewable energy sources

words  
MARKETING & COMUNICAZIONE STRATEGICA

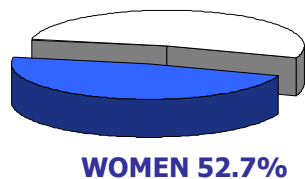
## METHODOLOGY

This survey of public opinion regarding the knowledge of renewable energy sources among the Ligurian population was conducted on a sample by means of telephone interviews based on a structured questionnaire with 7 questions.

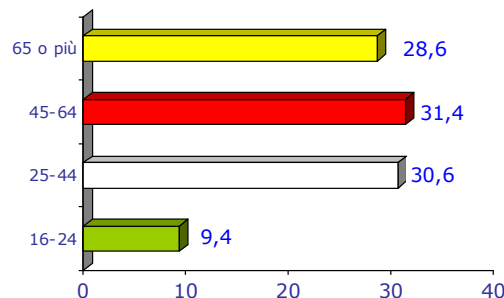
## THE SAMPLE

The sample analysed consists of 353 Ligurians and can be considered representative of the Region's population in terms of sex, age range, educational level and Province of residence.

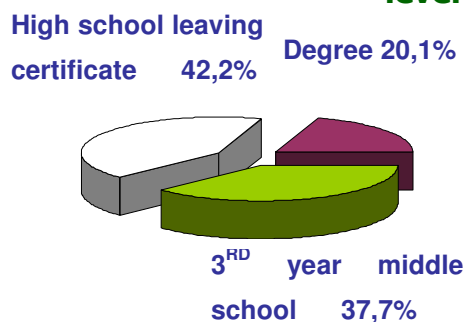
### Composition by sex



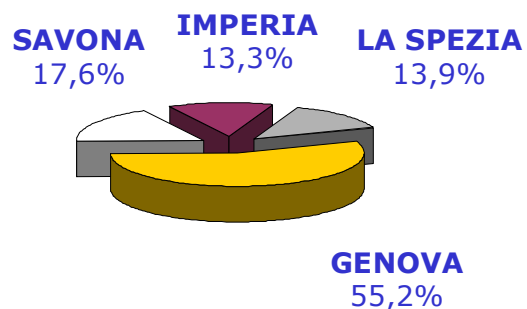
### Composition by age



### Composition by educational level



### Composition by Province



## THE RESPONSES OF THE INTERVIEWEES

### ▪ LEVEL OF KNOWLEDGE OF RENEWABLES

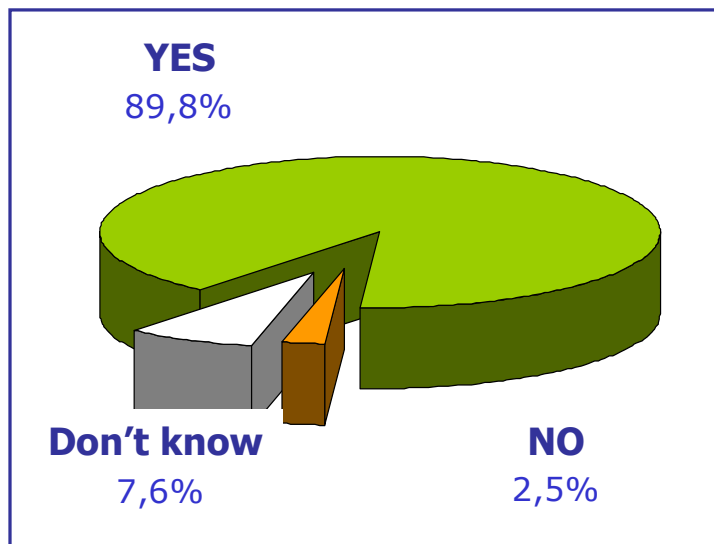
*Q1. Do you know or have an understanding of the following forms of energy?*

	FONTI DI ENERGIA	YES	NO	TOT
The best known	Solar	96,3%	3,7%	100%
↑	Wind power	83,9%	16,1%	100%
	Geothermal	61,8%	38,2%	100%
	Biogas	34,8%	65,2%	100%
↓	Biomass	28,0%	72,0%	100%
The least known	Mini-hydro	20,4%	79,6%	100%

The best known energy sources are solar (96.3%), wind power (83.9%) and geothermal (61.8%). Less well known are biogas (34.8%), biomass (28%) and mini-hydro (20.4%).

▪ **INCREASE IN PRODUCTION OF ELECTRICITY FROM RENEWABLE SOURCES**

*Q2. Do you think that the generation of electricity from renewable sources should be increased?*



Almost 90% of Ligurians believe that production of electricity from renewables should be **increased**.

Percentages are automatically rounded off by the SPSS data elaboration software. The sum may sometimes not be equal to 100 (min 99.9, max 100.1).

The breakdown of the results obtained is as follows:

*DISTRIBUTION BY SEX, AGE AND EDUCATIONAL LEVEL:*

PERCENTAGE VALUES

	SEX		AGE				EDUCATIONAL LEVEL		
	Men	Women	16-24	25-44	45-64	65 O PIU'	3 <sup>RD</sup> year middle school	High school leaving certificate	Degree
YES	<b>94,0</b>	<b>86,0</b>	<b>87,9</b>	<b>92,6</b>	<b>91,9</b>	<b>85,1</b>	<b>78,9</b>	<b>95,3</b>	<b>98,6</b>
NO	<b>1,8</b>	<b>3,2</b>	<b>3,0</b>	<b>3,7</b>	<b>0,9</b>	<b>3,0</b>	<b>3,8</b>	<b>2,0</b>	<b>1,4</b>
Don't know	<b>4,2</b>	<b>10,8</b>	<b>9,1</b>	<b>3,7</b>	<b>7,2</b>	<b>11,9</b>	<b>17,3</b>	<b>2,7</b>	<b>0,0</b>
TOTAL	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>

In terms of the variable of gender, men are more favourable than women to the use of renewables (94% compared to 86%).

DISTRIBUTION WITHIN THE PROVINCE:

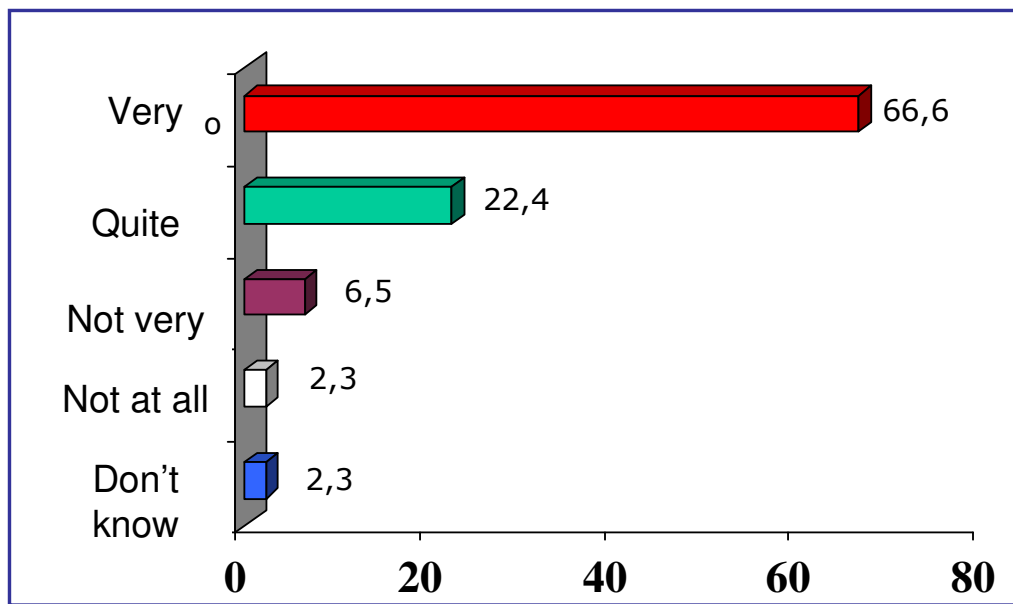
PERCENTAGE VALUES

	GENOVA	SAVONA	IMPERIA	LA SPEZIA
YES	<b>88,2</b>	<b>98,4</b>	<b>87,2</b>	<b>87,8</b>
NO	<b>4,1</b>	<b>1,6</b>	<b>0,0</b>	<b>0,0</b>
Don't know	<b>7,7</b>	<b>0,0</b>	<b>12,8</b>	<b>12,2</b>
TOTAL	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>

Among the Provinces, Savona stands out insofar as it has the highest proportion (98,4%) of citizens in favour of an increase in generation of electricity from renewable sources.

## ▪ OPINION ON THE LAUNCH OF A PUBLIC AWARENESS CAMPAIGN

*Q3. Do you think it would be useful to have a campaign to raise public awareness in Liguria about the characteristics and advantages of renewable energy sources?*



Percentages are automatically rounded off by the SPSS data elaboration software. The sum may sometimes not be equal to 100 (min 99.9, max 100.1)

The breakdown of the results obtained concerning the possibility of a public awareness campaign is as follows:

DISTRIBUTION BY SEX, AGE AND EDUCATIONAL LEVEL:

PERCENTAGE VALUES

	SEX		AGE				EDUCATIONAL LEVEL		
	Men	Women	16-24	25-44	45-64	65 O PIU'	3 <sup>RD</sup> year middle school	High school leaving certificate	Degree
Very useful	<b>59,3</b>	<b>73,1</b>	<b>63,6</b>	<b>69,4</b>	<b>65,8</b>	<b>65,3</b>	<b>64,7</b>	<b>70,5</b>	<b>62,0</b>
Quite useful	<b>26,3</b>	<b>18,8</b>	<b>27,3</b>	<b>21,3</b>	<b>20,7</b>	<b>23,8</b>	<b>24,1</b>	<b>18,8</b>	<b>26,8</b>
Not very useful	<b>10,2</b>	<b>3,2</b>	<b>6,1</b>	<b>6,5</b>	<b>8,1</b>	<b>5,0</b>	<b>4,5</b>	<b>6,7</b>	<b>9,9</b>
Not useful at all	<b>2,4</b>	<b>2,2</b>	<b>3,0</b>	<b>1,9</b>	<b>3,6</b>	<b>1,0</b>	<b>2,3</b>	<b>2,7</b>	<b>1,4</b>
Don't know	<b>1,8</b>	<b>2,7</b>	<b>0,0</b>	<b>0,9</b>	<b>1,8</b>	<b>5,0</b>	<b>4,5</b>	<b>1,3</b>	<b>0,0</b>
TOTAL	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>

While men are more in favour of the use of renewables, there are more women who consider an awareness campaign "very useful" (73.1% compared to 59.3% of men).

DISTRIBUTION WITHIN THE PROVINCE:

PERCENTAGE VALUES

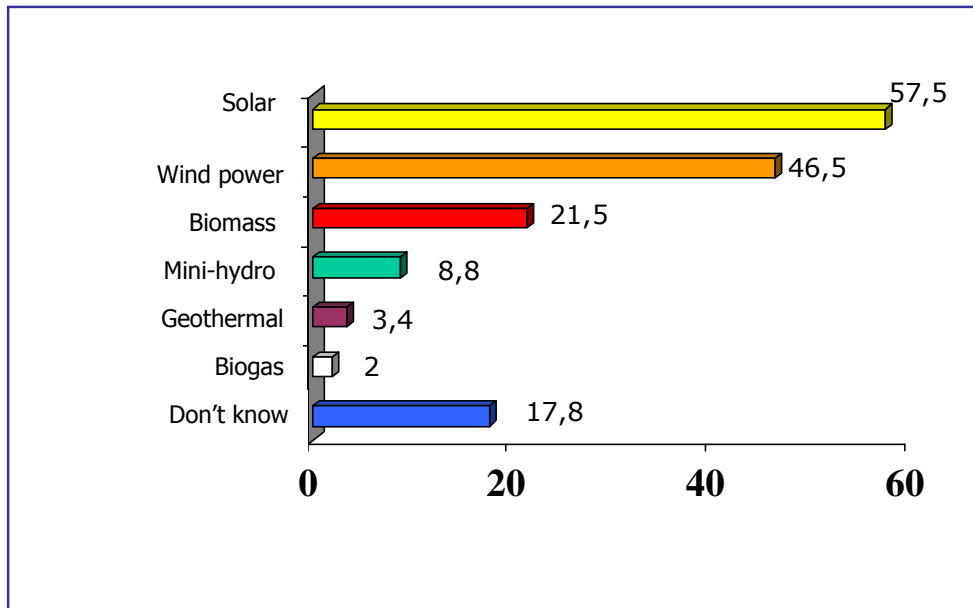
	<b>GENOVA</b>	<b>SAVONA</b>	<b>IMPERIA</b>	<b>LA SPEZIA</b>
Very useful	<b>61,0</b>	<b>64,5</b>	<b>70,2</b>	<b>87,8</b>
Quite useful	<b>24,6</b>	<b>27,4</b>	<b>27,7</b>	<b>2,0</b>
Not very useful	<b>9,7</b>	<b>4,8</b>	<b>2,1</b>	<b>0,0</b>
Not useful at all	<b>2,1</b>	<b>1,6</b>	<b>0,0</b>	<b>6,1</b>
Don't know	<b>2,6</b>	<b>1,6</b>	<b>0,0</b>	<b>4,1</b>
TOTAL	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>

Among the Provinces, La Spezia stands out on account of its support for a public awareness campaign (87.8%).

## ▪ RENEWABLE ENERGY SOURCES FOR INVESTMENT

**Q4. In your opinion, which renewable energy sources among those mentioned previously should the Ligurian Regional Administration invest most heavily in\*?**

PERCENTAGE VALUES

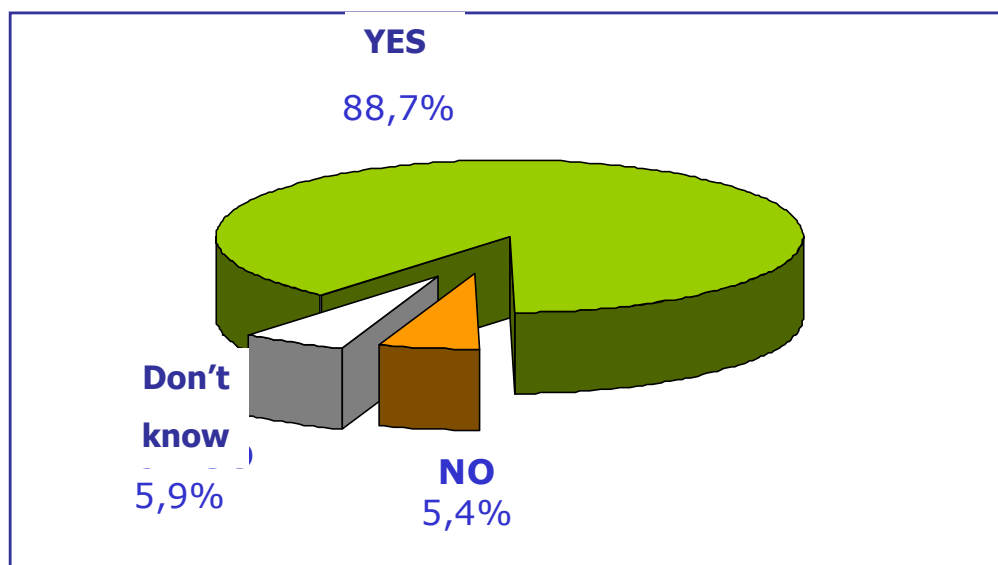


Despite the fact that **biomass** is relatively little known (28%), it is in third place among the sources in which the Regional Administration should invest according to public opinion. The opposite applies to geothermal energy: known about by almost 62% of Ligurians, it accounts for only 3.4% of preferences in terms of sources for future investment. This is probably a reflection of the dearth of this type of resource in the Region, which means that the development of geothermal power plants is not viable.

Multiple choice question. The % is calculated on the total of the sample interviewed (353 cases) and not on the total number of responses (493); therefore the sum exceeds 100.

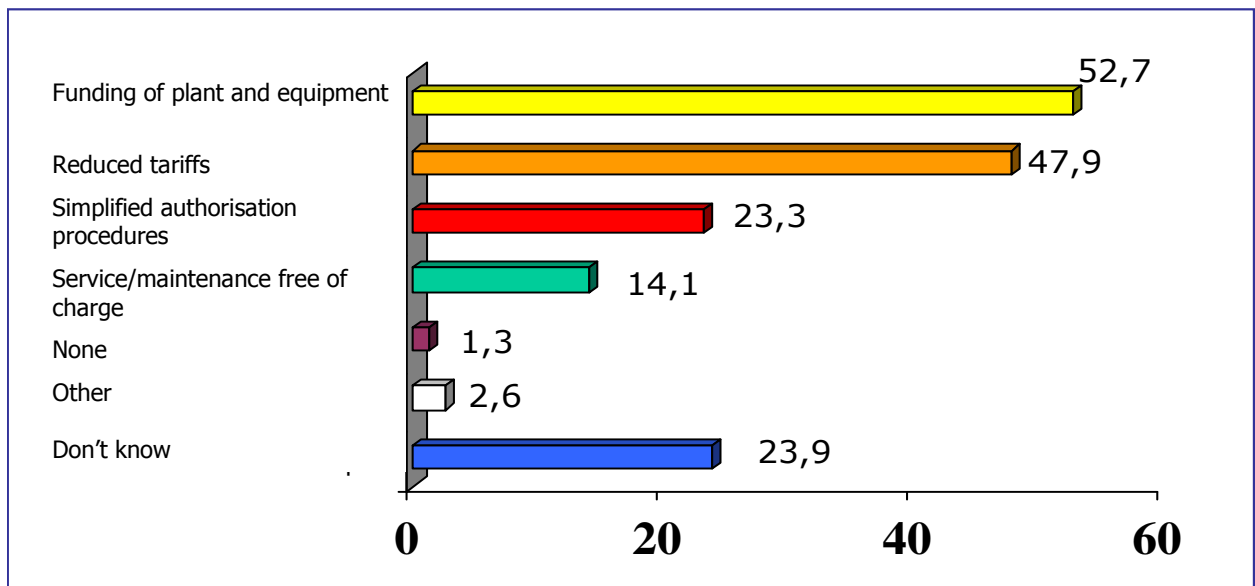
## ▪ INCREASE IN RENEWABLE ENERGY SOURCES

*Q5. Do you think that greater incentives should be provided to stimulate the use of renewable energy by private individuals and organisations/firms?*



Almost 90% of Ligurians believe that, as well as a general increase in the production of electricity from renewable sources, it would be sensible to encourage the use of renewables by private individuals and organisations/firms.

**Q6. If so, in what way. Which of the following incentives would prompt you to consider using renewable energy sources\*?**



The initiatives which would constitute the greatest incentives for the use of renewables are funding of plant and equipment (52.7%) and the application of reduced tariffs (47.9%).

\*Multiple choice question. The % is calculated on the total number of respondents who answered "yes" to Q5 (313 cases) and not on the whole sample (353); therefore the sum exceeds 100.

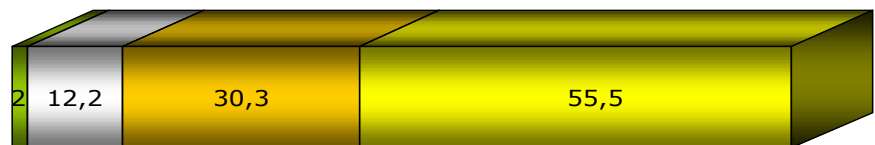
\*\*Other: "need to be assessed in each case depending on the particular renewable"; "they should hold a referendum"; "we need agencies to process the applications"; "comprehensible bills and lower VAT"; "they need to show how it works"; "EU funding"; "more guarantees that it will actually work"; "lower taxation".

## ▪ PERCEIVED ADVANTAGES OF ELECTRICITY FROM RENEWABLE SOURCES

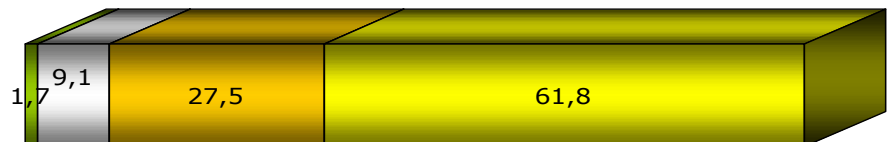
*Q7. In your view, what advantages does electricity generated from renewable sources offer compared to traditional sources of energy?*

PERCENTAGE VALUES

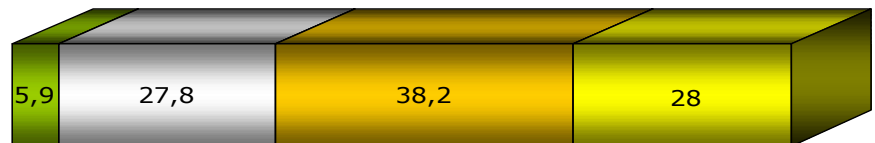
### PROTECTION OF PUBLIC HEALTH



### PROTECTION OF THE ENVIRONMENT



### LOWER ELECTRICITY BILLS



Percentages are automatically rounded off by the SPSS data elaboration software. The sum may sometimes not be equal to 100 (min 99.9, max 100.1).

The sample analysed believes that, among the benefits that justify the use of renewables, “protection of the environment” and “protection of public health” are the most important. The use of renewable energy is indeed deemed very/quite advantageous for the purposes of environmental protection (89.3%) and protection of public health (85.8%).

DISTRIBUTION WITHIN THE PROVINCE:

PERCENTAGE VALUES

	<b>AVERAGE (scale 1 to 4)</b>	<b>GENOVA</b>	<b>SAVONA</b>	<b>IMPERIA</b>	<b>LA SPEZIA</b>
Protection of public health	<b>3,39</b>	<b>3,39</b>	<b>3,32</b>	<b>3,40</b>	<b>3,49</b>
Protection of the environment	<b>3,49</b>	<b>3,47</b>	<b>3,53</b>	<b>3,49</b>	<b>3,53</b>
lower electricity bills	<b>2,88</b>	<b>2,85</b>	<b>2,81</b>	<b>2,91</b>	<b>3,08</b>

## **SUMMARY OF THE RESULTS**

The survey revealed that the best known renewables in Liguria are solar energy, wind power and geothermal energy, while biogas, biomass and mini-hydro are less well known. To this end the sample would be in favour of a suitable public awareness campaign.

It also emerged that Ligurians would definitely welcome the introduction of incentives for the use of renewable energy also by private individuals and businesses: this is linked to their firm conviction that renewables bring benefits in terms of environmental protection and public health safeguards. Economic measures are seen as necessary in order to promote the use of renewable energy resources.