

Release Date: 5<sup>th</sup> June 2008



Local Opinion

Mount Offham  
Offham  
West Malling  
Kent ME19 5PG  
t: 01732 874 054 f: 0870 870 1451

e: [info@localopinion.co.uk](mailto:info@localopinion.co.uk)  
w: [www.localopinion.co.uk](http://www.localopinion.co.uk)

## PRESS RELEASE:

### **Kent residents vote for Solar and Wind Power**

35% of all Kent residents stated that their first choice alternative to fossil fuels for generating electricity was Solar power. A further 26% want Wind power as their first choice, 16% voted for hydro electricity and nuclear power each. Despite Kent's proximity to the sea, only 12% voted for wave power as their first choice. Just 6% voted for bio-fuels as their first choice alternative energy.

These are the findings of Local Opinion, a Kent based Online Survey Panel.

Local Opinion Research Director, Rob Hancock said, "Solar and wind power are the two most popular alternatives to fossil fuels. The low ranking of bio fuels and wave power, could in part be driven by their low awareness of these types of fuel". With the price of petrol continuing to spiral upwards the emergence of all of these alternatives is going to become ever present.

<b>Position</b>	<b>Alternative to fossil fuel</b>	<b>% stating first choice</b>	<b>% stating second choice</b>	<b>% haven't heard of</b>
1	Bio fuel	6	5	15
2	Wave Power	12	11	17
3	Hydro Electricity	16	17	9
4	Nuclear Power	16	6	5
5	Solar Power	35	29	1
6	Wind Power	26	31	1

[ENDS]

Continued.....

**Release Date: 5<sup>th</sup> June 2008**



**Local Opinion**

Mount Offham  
Offham  
West Malling  
Kent ME19 5PG  
t: 01732 874 054 f: 0870 870 1451

e: [info@localopinion.co.uk](mailto:info@localopinion.co.uk)  
w: [www.localopinion.co.uk](http://www.localopinion.co.uk)

**ENDS**

**Notes to editors:**

Local Opinion is a independent online panel of 2,000 Kent residents who have been recruited to offer their opinions on a variety of topical issues. Local Opinion is run by Lake Market Research, a division of Lake Communications Limited. Local Opinion complies with the Market Research Society's Code of Conduct.

Please include the sample size when reporting results. Respondents are free to withdraw from the Local Opinion Panel at any time.

Fieldwork was undertaken between 18<sup>th</sup> April and 9<sup>th</sup> May 2008.

Base: A total of 902 Panel members took part in the survey using online, telephone and post.

**Local Opinion press release contact information:**

Name: Rob Hancock  
Title: Research Director  
Email: [robh@lake-communications.com](mailto:robh@lake-communications.com)

Name: Julie Thompson  
Title: Research Executive  
Email: [Juliet@lake-communications.com](mailto:Juliet@lake-communications.com)

Tel: 01732 874054  
Fax: 0870 870 1451  
Web: [www.localopinion.co.uk](http://www.localopinion.co.uk)

[ENDS]