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Final Baseline Socio-economic Study of the SERVE Region

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CONCERTO INITIATIVE SERVE

Sustainable Energy for the Rural Village Environment

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Executive Summary

This report presents the results of the 3rd and final baseline socio-economic analysis of the SERVE region, performed as part of the activities aimed to assess the impact of the SERVE project on the region and its citizens from a socio-economic viewpoint. The baseline study was carried out with the following main objectives:

- to obtain the current status of renewable energy sources (RES) utilization and rational use of energy (RUE) measures carried out within the region;
- to review the general attitudes and perceptions of the population towards sustainable development;
- to assess the interest and willingness of the population to participate in education and training activities related to sustainable development, as well as in the implementation of potential sustainable development projects which would be carried out in the local community level.

The surveys were conducted in the town of Nenagh, Tipperary County. The surveying approach was different from the first two conducted surveys where the settlement confines were defined by the first speed limit signs encountered on all roads exiting the settlement and within these boundaries sub-groups of distributors were directed to post the survey package through the letterboxes of houses in various parts of the settlements. The 2012 survey was conducted randomly and outdoor, face to face, among citizens of Nenagh to gain more personal and unbiased approach.

The current status of energy utilisation within the region hasn't changed much in comparison with 2008 and 2010. The majority of the respondents utilise fossil fuels, namely heating oil, for heating and hot water preparation even though this figure decreased in the last two years. Regarding renewable energy sources, there was a significant increase of biomass share for heating (currently at 13%), while other renewables like solar collectors and heat pumps have a share below 1%.

Regarding environment protection and support for sustainable development, there is a decrease of those who think environment protection should be given priority over the economy. Taking into consideration results of all three surveys it can be concluded that opinions have changed during the years influenced by the economic crisis and that a significant amount of people (approx. 62% taking in consideration those undecided) give the economy a more important role.

The willingness of people to participate in training and education activities has slightly increased looking at the 2010 results, but is however lower than at the beginning of the project in 2008. Finally, and surprisingly, there is an increase in the percentage among the people who haven't heard about the SERVE project. However there was an increase of those who have applied for grant supported upgrades.

1 Introduction

The SERVE project is funded under the EU CONCERTO Programme and aims to develop a sustainable region in North Tipperary, Ireland, through the implementation of actions in the field of sustainable energy. Actions include energy upgrades for existing dwellings, installation of renewable energy heating systems, development of an eco-village in CloghJordan and the development of a district heating system.

In addition to the technical and environmental benefits which will be brought about by the SERVE project, the objectives also include the assessment of the impact of the project on the SERVE region and its citizens from a socio-economic viewpoint. The work in this area is organised through a separate Work Package, namely WP6: Socio-Economic Analysis and Research, with the following tasks:

- Provide a detailed analysis of the impact on job creation and service supply.
- Provide a coherent overview and prepare (scenario based) forecasts for replication both within North Tipperary and beyond.
- Identify opportunities for the development of Energy Supply Companies (ESCO's) within Ireland
- Perform an analysis of local funding and money flows from proposed action
- Perform an evaluation of the different externalities of the above-mentioned chains compared to key alternatives for the different timeframes envisaged; applicable to regional conditions in the SERVE project.
- Perform an analysis of payback time for proposed SERVE project measures in buildings sector as well as other cost-benefit and SWOT analysis as appropriate.
- Study the effects on health, involvement of citizens, attitudes of building owners and consumers, acceptance and effects of job growth for concrete cases included in this project.

As part of the activities within WP6 a baseline socio-economic study of the SERVE region was performed, which included the 3 surveys and 'on the field' gathering of information through a questionnaire. The baseline study was carried out with the following main objectives:

- to obtain the current status of renewable energy sources (RES) utilization and rational use of energy (RUE) measures carried out within the region;
- to review the general attitudes and perceptions of the population towards sustainable development;
- to assess the interest and willingness of the population to participate in education and training activities related to sustainable development, as well as in the implementation of potential sustainable development projects which would be carried out in the local community level.

The surveying was conducted in town of Nenagh with a target of 150 completed surveys. A total of 142 surveys (97% of the target) were completed.

2 Surveying methodology and sample

The methodology selected for the last survey was different than the first two conducted within the project. The SERVE survey was carried out for a six week period in the town of Nenagh in County Tipperary. Methodology consisted of a face to face outdoor approach . This approach was more successful, when compared to the 2010 survey and the reaction of people was more positive.

The total number of surveys that were received at the end of the six weeks was 142 (out of a target of 150)The continuing poor weather conditions halted progress for a lot of the time. The surveying was carried out by a team of from LIT Tipperary.

The survey package contained the questionnaire with instructions included. Questionnaire consisted of four groups of questions:

- Current status of renewable energy sources / rational use of energy;
- Attitudes / Opinions;
- Interest / Participation;
- General questions

Table 1. Number of answered surveys during SERVE project

YEAR	Received answers	Survey Method
2008	150	Door to Door – Villages
2010	58	Postal
2012	142	Face to Face Surveys
Total	350	

3 Results

The survey results are divided in three main categories, based on the groups of questions included in the questionnaire and two additional analysis as a way of comprising all results from the past five years:

- Current status of renewable energy sources / rational use of energy;
- Attitudes / Opinions;
- Interest / Participation;
- Result analysis during the whole project period
- Comparison of results with EU Barometer

All presented results include a comparison with the 2008 and 2010 survey, in order to enable the identification of major changes and differences in perception and attitudes.

3.1 Current status of renewable energy sources / rational use of energy

There were 4 questions in this group, dealing with the issues such as fuel currently used for heating and hot water preparation, energy efficiency measures implemented to date and self rating of energy costs.

Figure 1. shows the results regarding the type of fuel currently used for space heating: 39% of the participants use heating oil for the space heating in their homes, 21% of them use biomass, 15 % turf and 13% use coal. A smaller percentage of the surveyed population use electricity and gas. It is notable that there is significant increase of biomass use in comparison with previous year, almost 13%. Also there is a decrease of fossil fuel usage which is a very good indicator of SERVE project influence in Tipperary County.

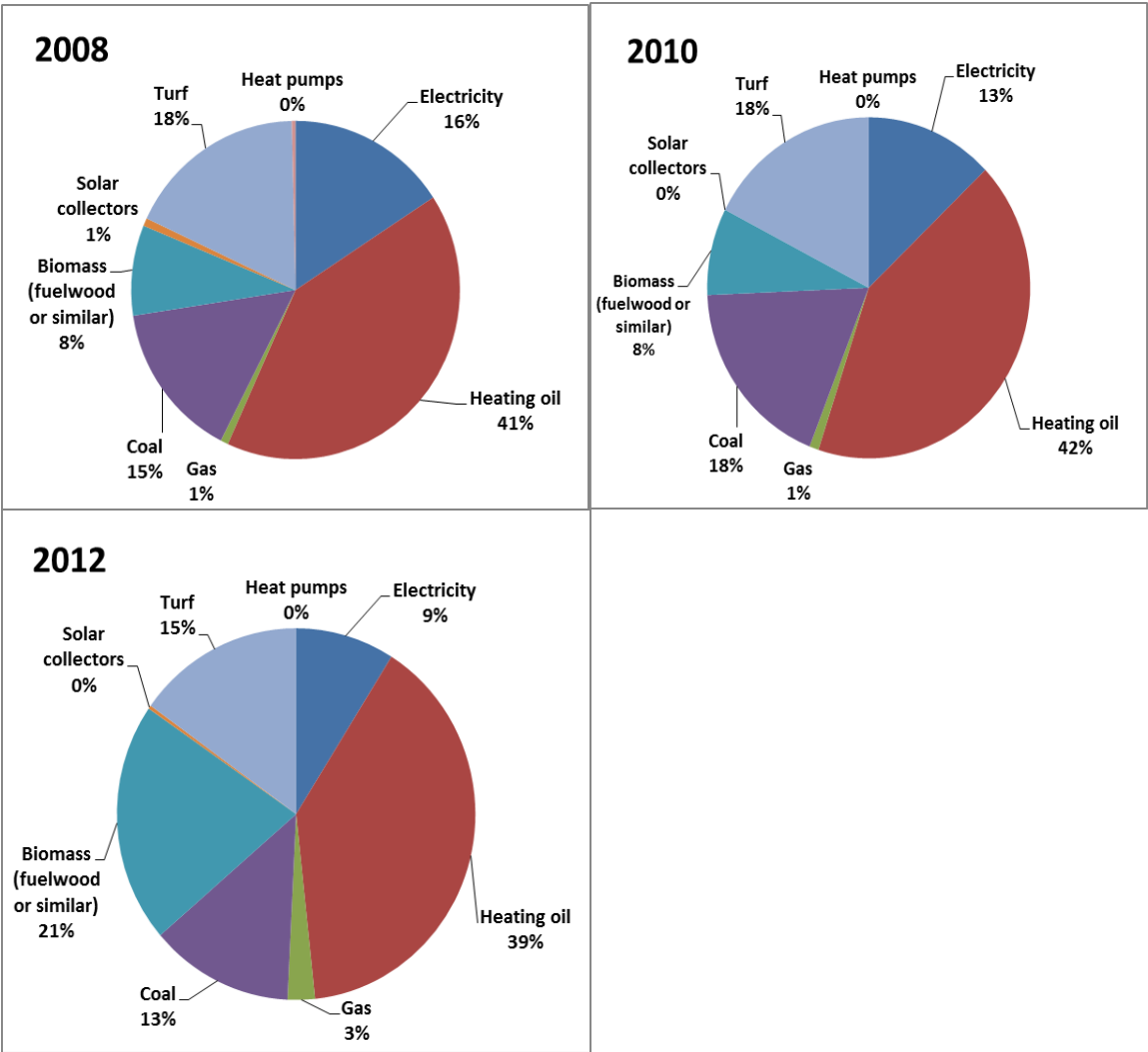


Figure 1. Type of fuel/energy currently used for space heating

For hot water provision hasn't changed significantly, as shown in Figure 2. Most of the participants, 43% of them, tend to use heating oil, and 38% electricity. Smaller percentages use other types of fuel like gas, coal and biomass. When compared with 2010, there is a slight increase in using electricity as well as gas and biomass.

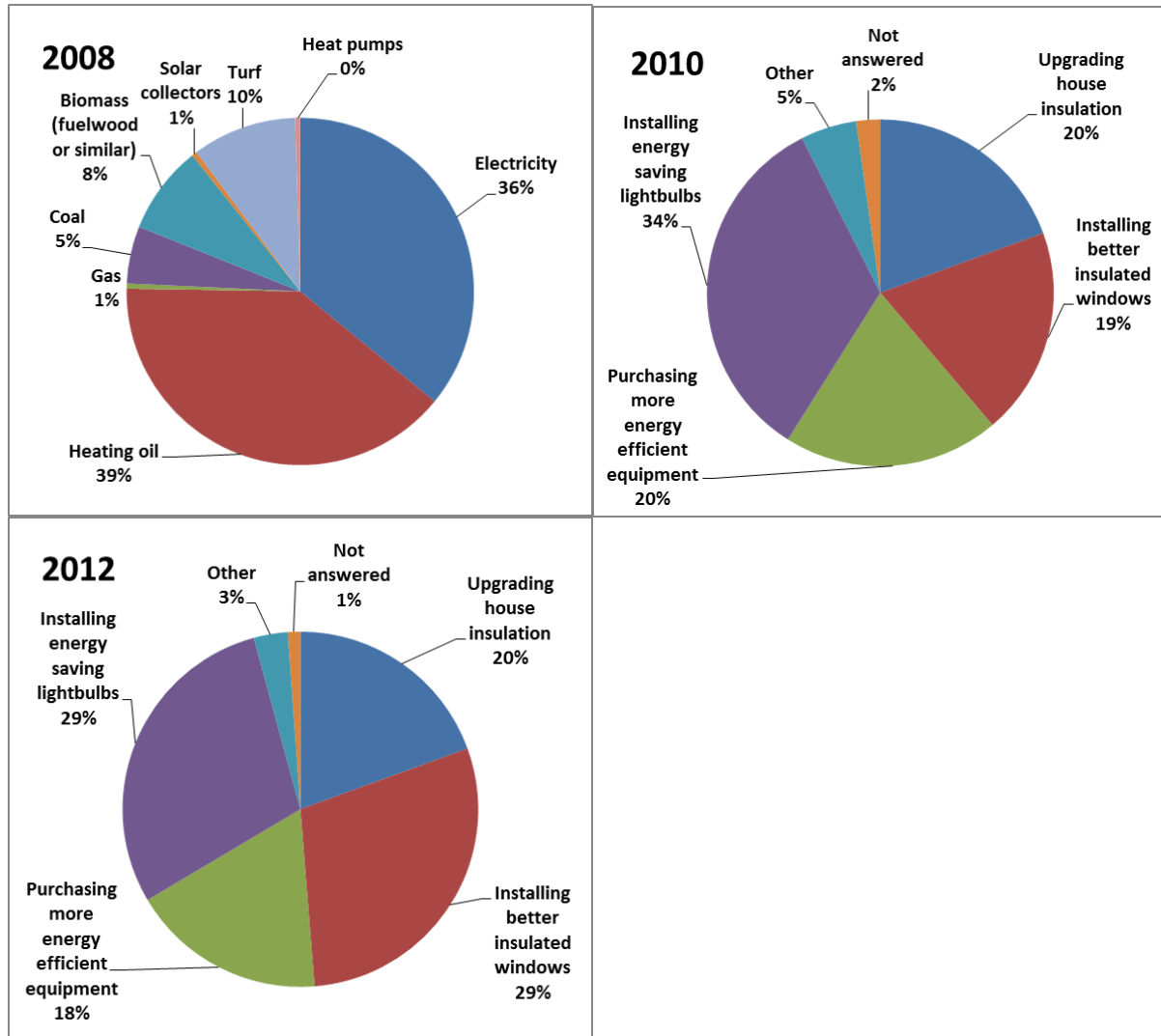


Figure 2. Type of fuel/energy currently used for heating hot water

The various energy saving measures implemented in households are shown in Figure 3. An equal percentage of participants, 29% of them, installed energy saving bulbs and installed better insulated windows, 20% upgraded house insulation and 18% purchased more energy efficient equipment. By comparing results with 2010 it can be seen that there is a decrease in installing energy saving bulbs but significant increase (10%) in installing better insulated windows.

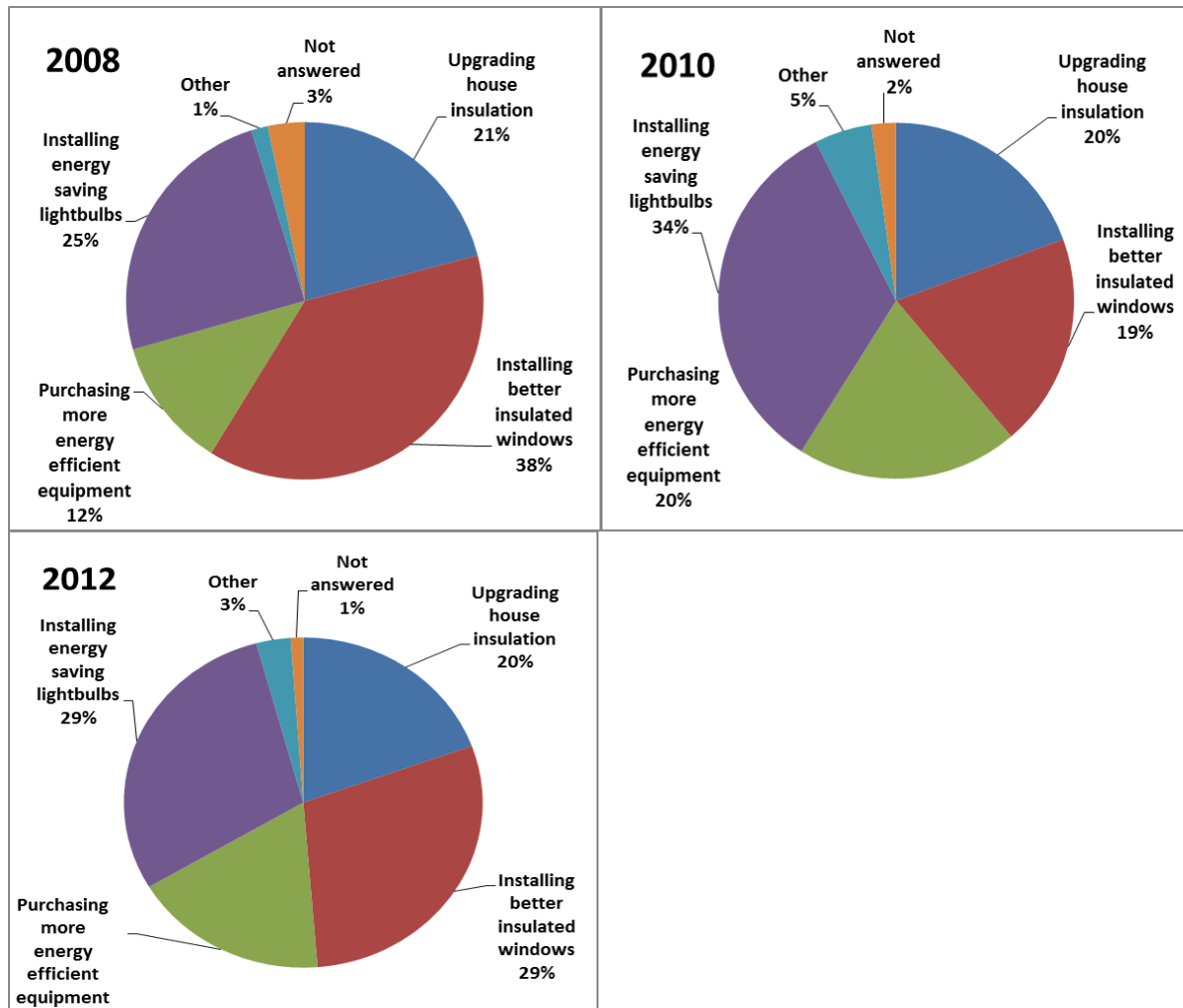


Figure 3. Energy saving measures implemented in households

However there is a significant decrease in people opinions of their energy costs. In total 60% (14% less than in 2010) of the respondents rate their energy costs for heating, hot water and electricity as significant, high or too high as it is shown in Figure 4.

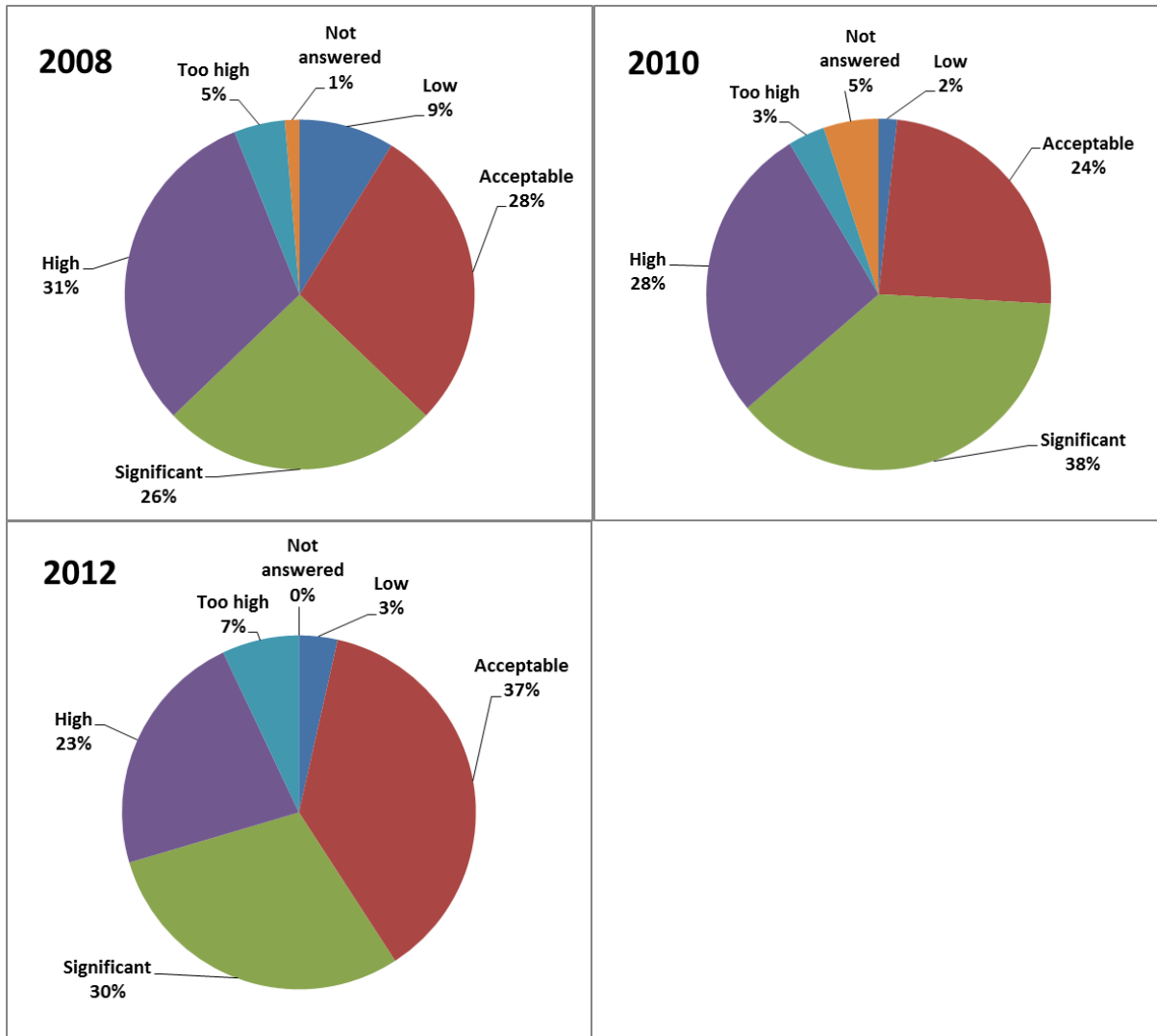


Figure 4. Rate of energy costs

3.2 Attitudes / Opinions

The second group of questions deals with the issues like degree of awareness, knowledge, attitudes and opinions regarding renewable energy sources (RES) and rational use of energy (RUE).

Figure 5. shows the results to the self-evaluation regarding how well the local community is informed about issues related to RES and RUE. 49% of the population think they are fairly well informed, while 10% claim to be very badly informed which is a slight increase in comparison with 2010. There is a decrease of those who claim that they are very well informed (8%) as well as those who are fairly well informed.

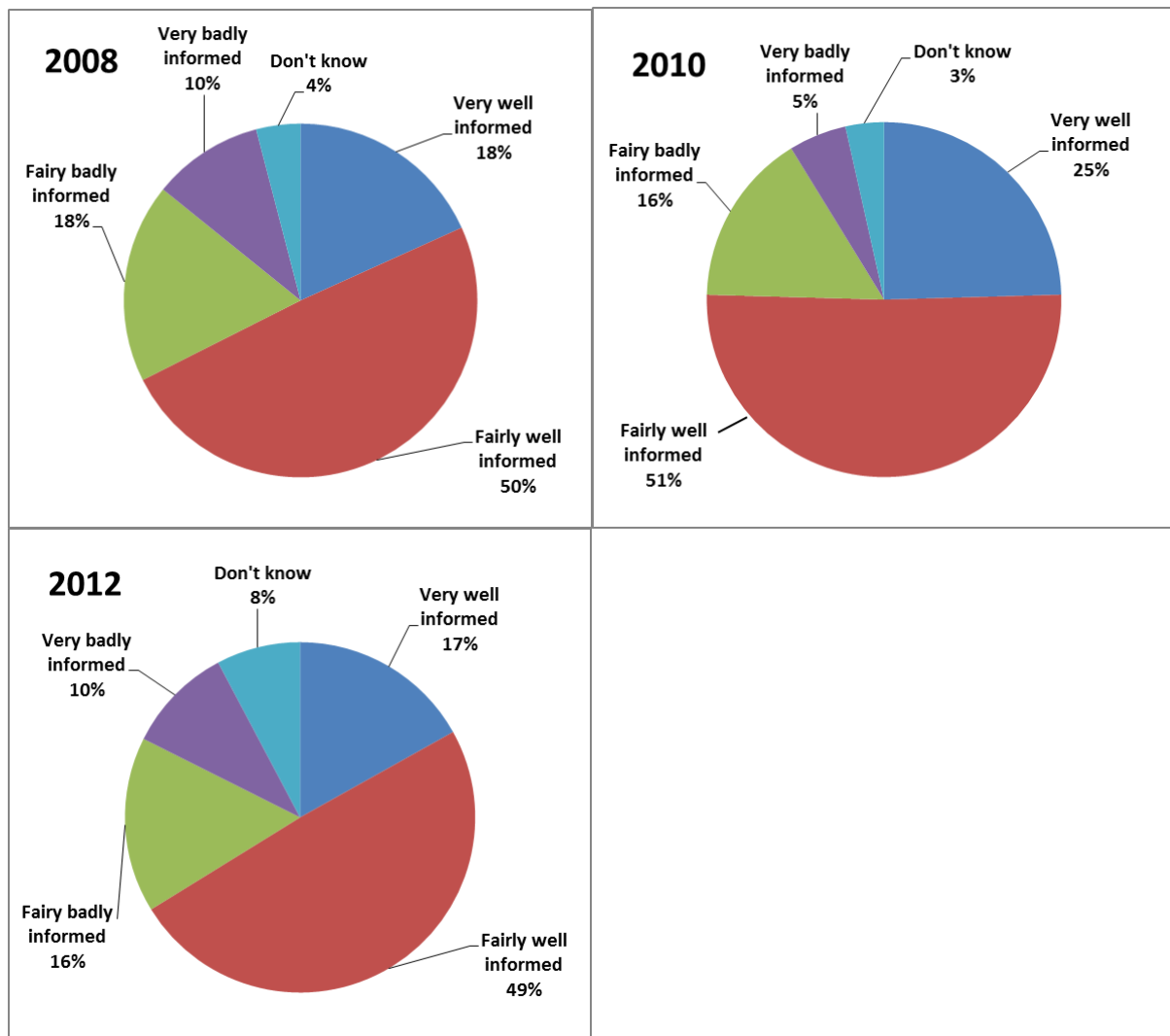


Figure 5. Rate of awareness about issues related to RES and RUE

When asked whether they would agree to buy environmentally friendly products even if they cost a little bit more, 17% of the respondents totally agreed and 49% tended to agree which is a decrease from 2010, Figure 6.

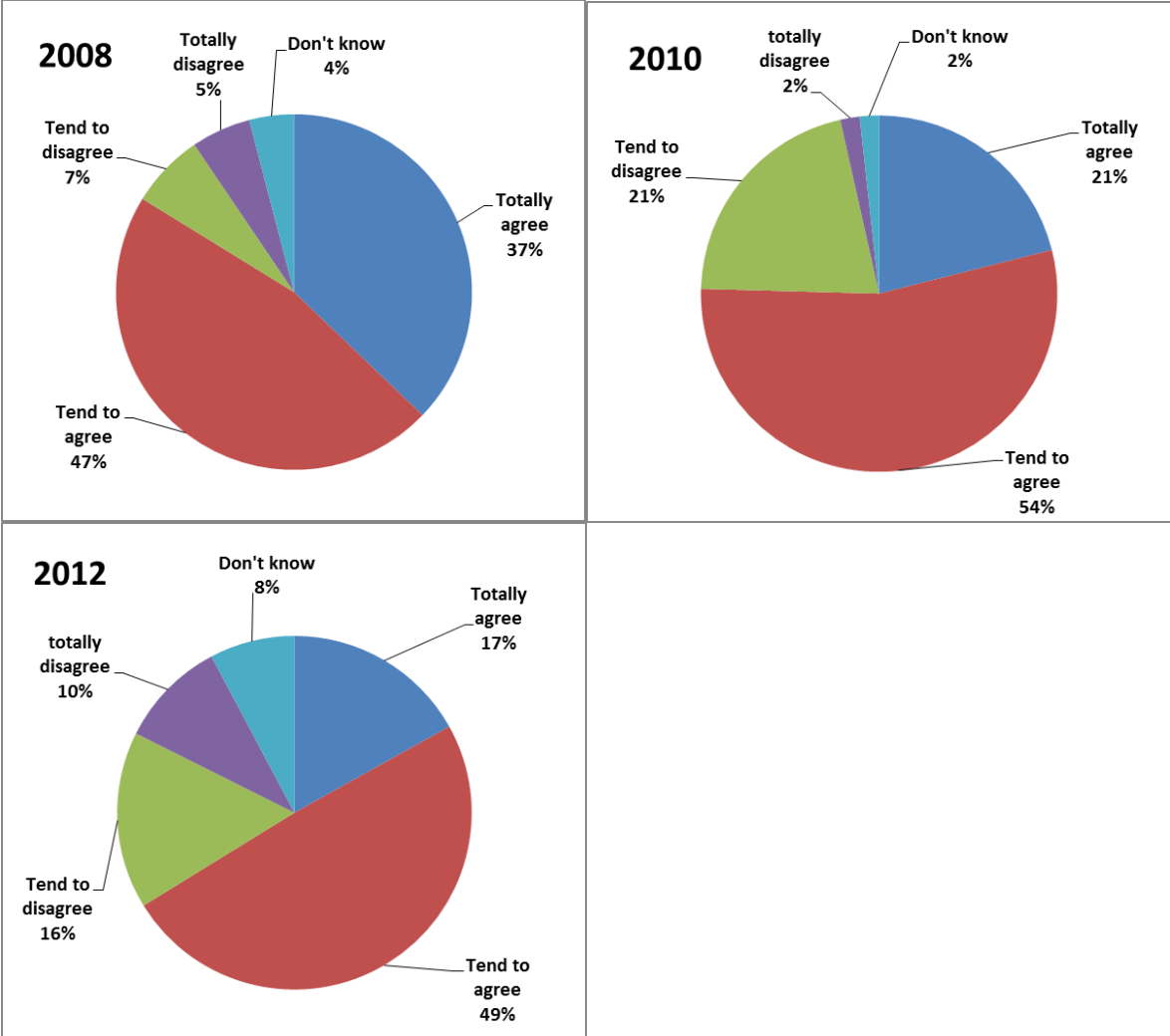


Figure 6. Approval for buying environmentally friendly products even if they cost a little bit more

Figure 7. shows the results for the question 'to what extent do the following factors influence your quality of life?' for three different factors: state of the environment, economic factors and social factors. As can be seen, economic factors have significant influence on quality of life, almost twice as important as environment and social factors. This is more likely to be influenced by the economic crisis and unemployment rate.

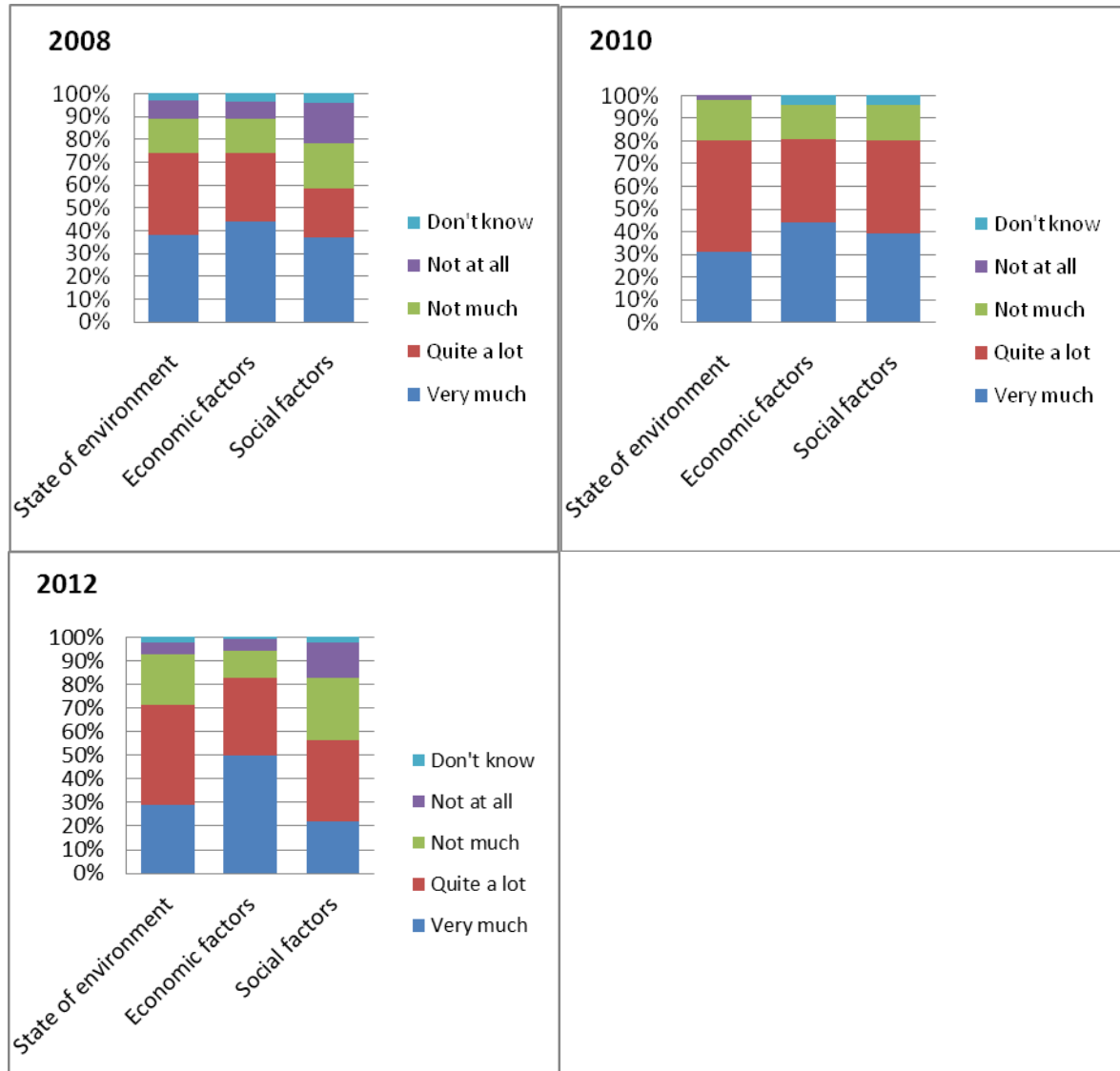


Figure 7. Opinion regarding the extent of influence of various factors to the 'quality of life'

When asked whether the policies aimed at protecting the environment represent in their opinion a motivation to innovate or an obstacle for economic performance, the respondents answered as follows: 44% thought that was an opportunity to innovate, 18% saw it as a obstacle for economic performance, and 38% of them didn't know. Unfortunately there is an increase of those who think that environment is an obstacle for economic performance (2%) as well as those who are undecided (9%).

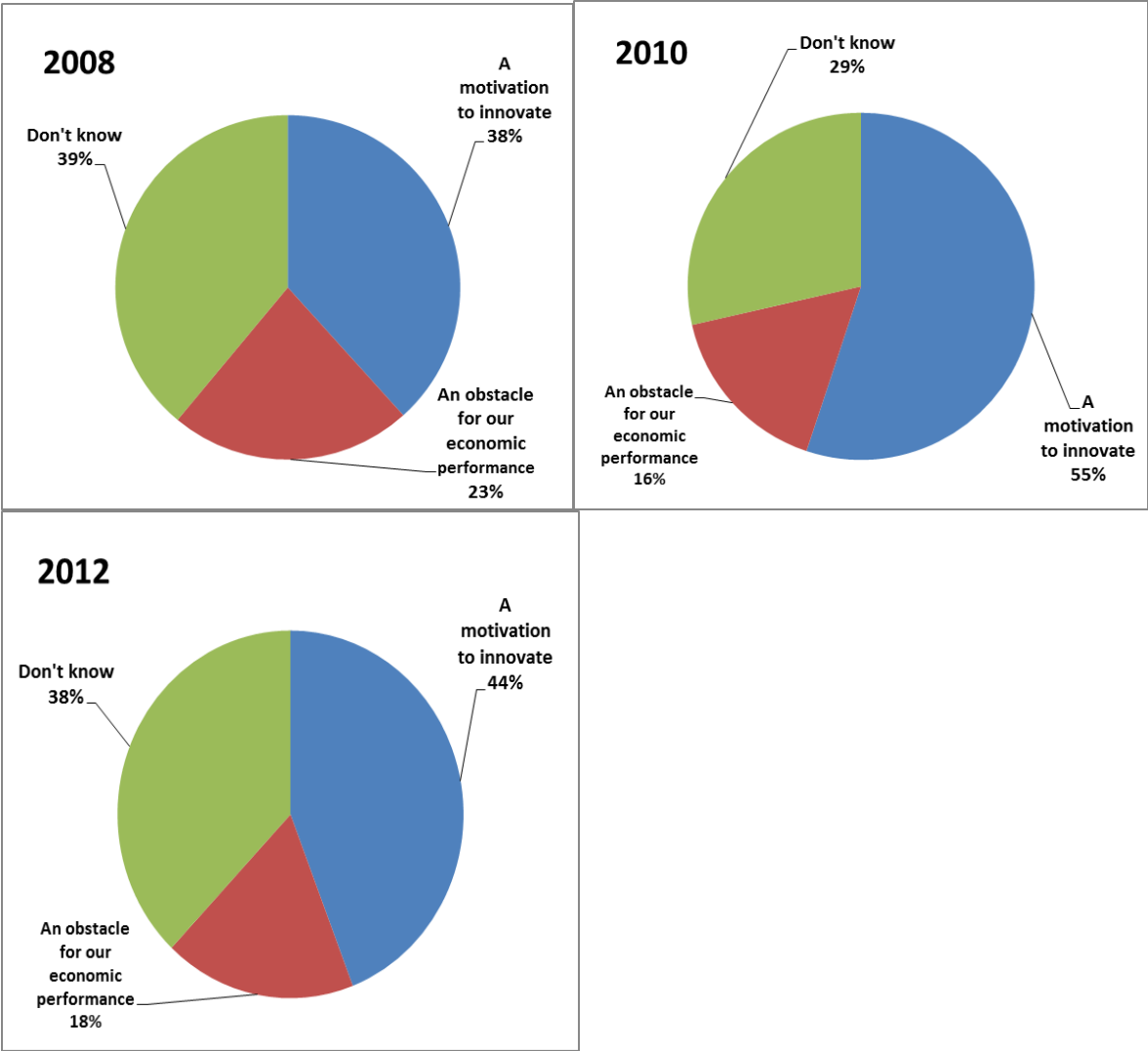


Figure 8. 'Are policies aimed at protecting the environment...?'

Figure 9. shows that 38% of the respondents think that environmental protection must be given priority over the competitiveness of the economy which is a decrease from 2008 most likely also caused by economic crisis in the last few years, Figure 9.

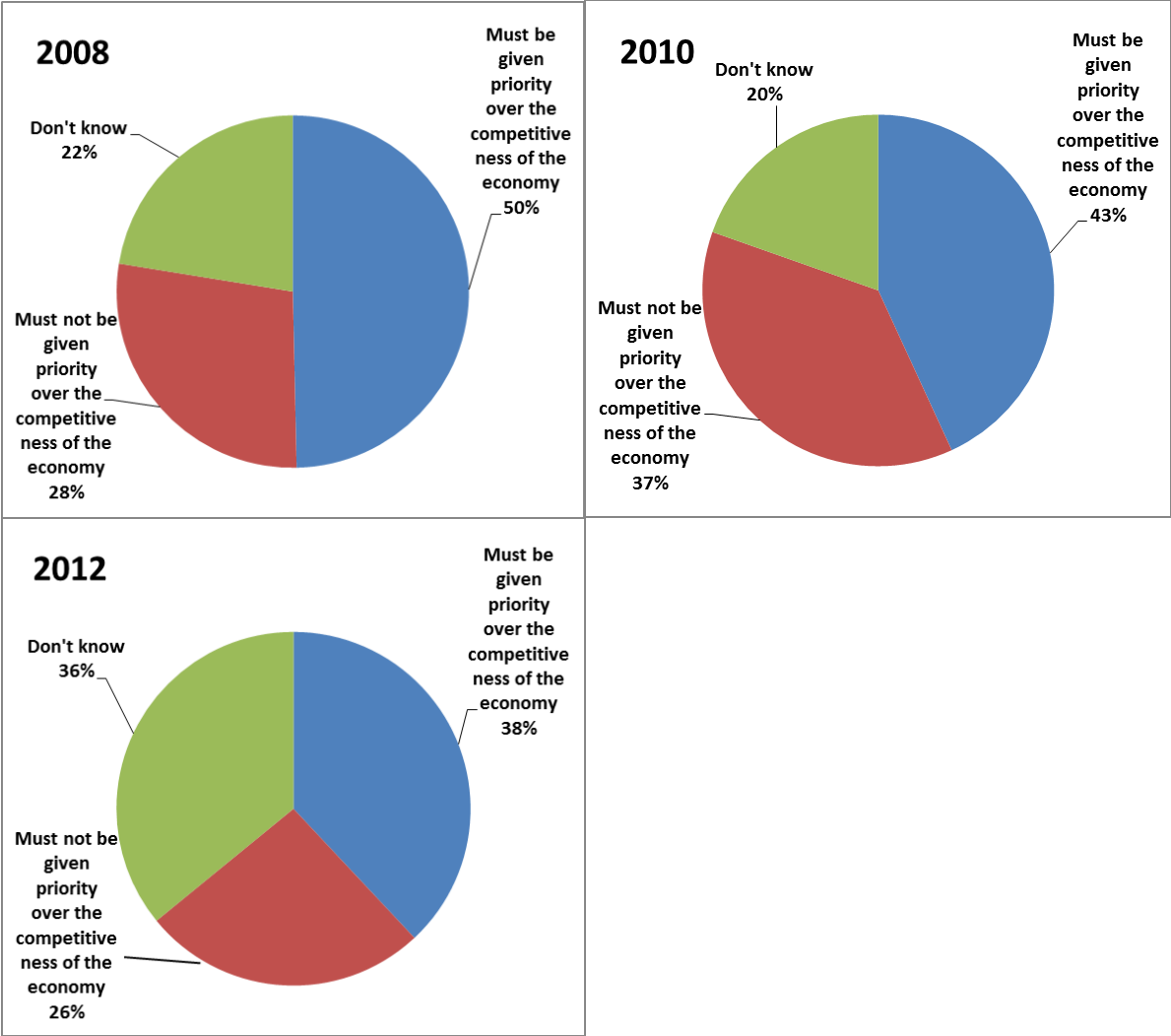


Figure 9. 'To which of the following opinions do you feel the closest? Environmental protection...'

3.3 Interest / Participation

The third group of questions aimed at investigating the interest and willingness to participate in education and training activities related to sustainable development, as well as in the implementation of potential sustainable development projects which would be carried out in the local community level.

Figure 10 shows the results regarding the respondents' willingness to participate in training programs (including workshops or seminars) related to RES and RUE. 58% of participants showed interest in this kind of training programs which is an increase from 2010 but still less than at the beginning of the project. At the same time 54% of the respondents would be willing to participate in RES and RUE projects in their local community by devoting their time or contributing financially which is significantly less (24%) than in 2010, Figure 11.

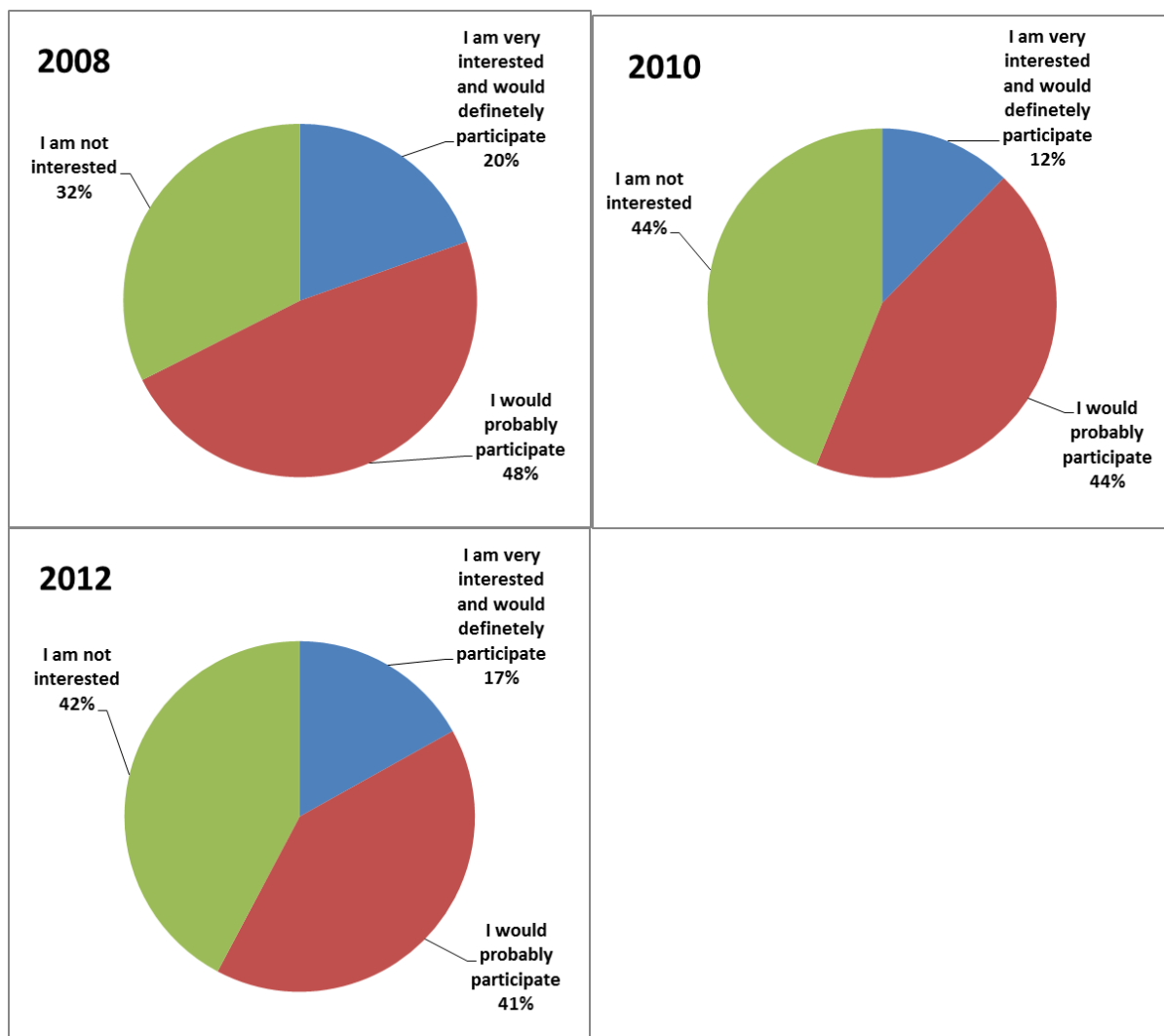


Figure 10. Willingness to participate in training programs related to RES and RUE

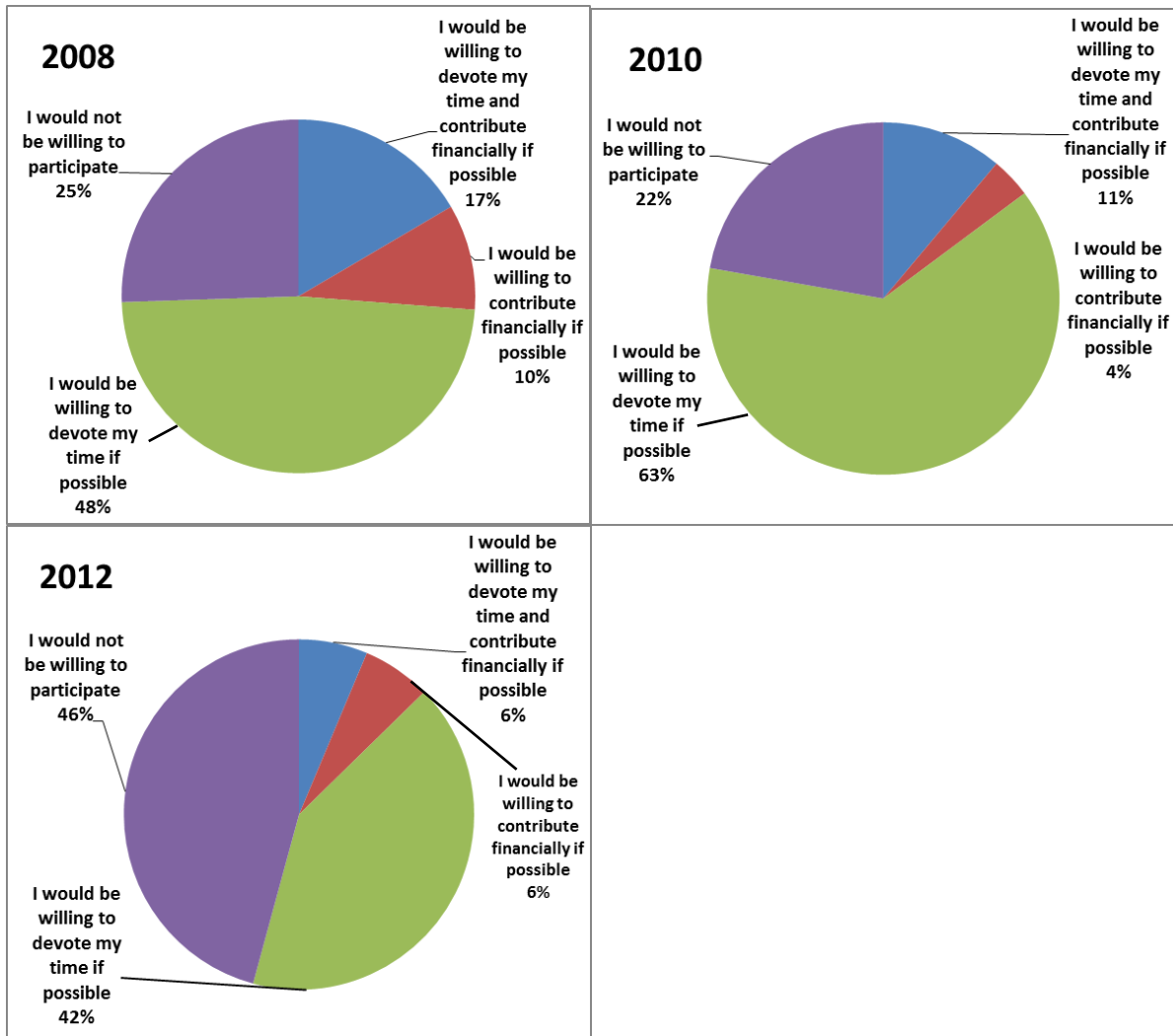


Figure 11. Willingness to participate in RES and RUE projects in your local community

Figure 12 shows the results regarding the information sources which people in the community would prefer to receive information from regarding RES and RUE. As can be seen, 27% of citizens would like to get this information from newspapers, 25% from TV, 21% from the radio which increased in comparison with 2010 (8%) and less people would prefer information through internet (6% less).

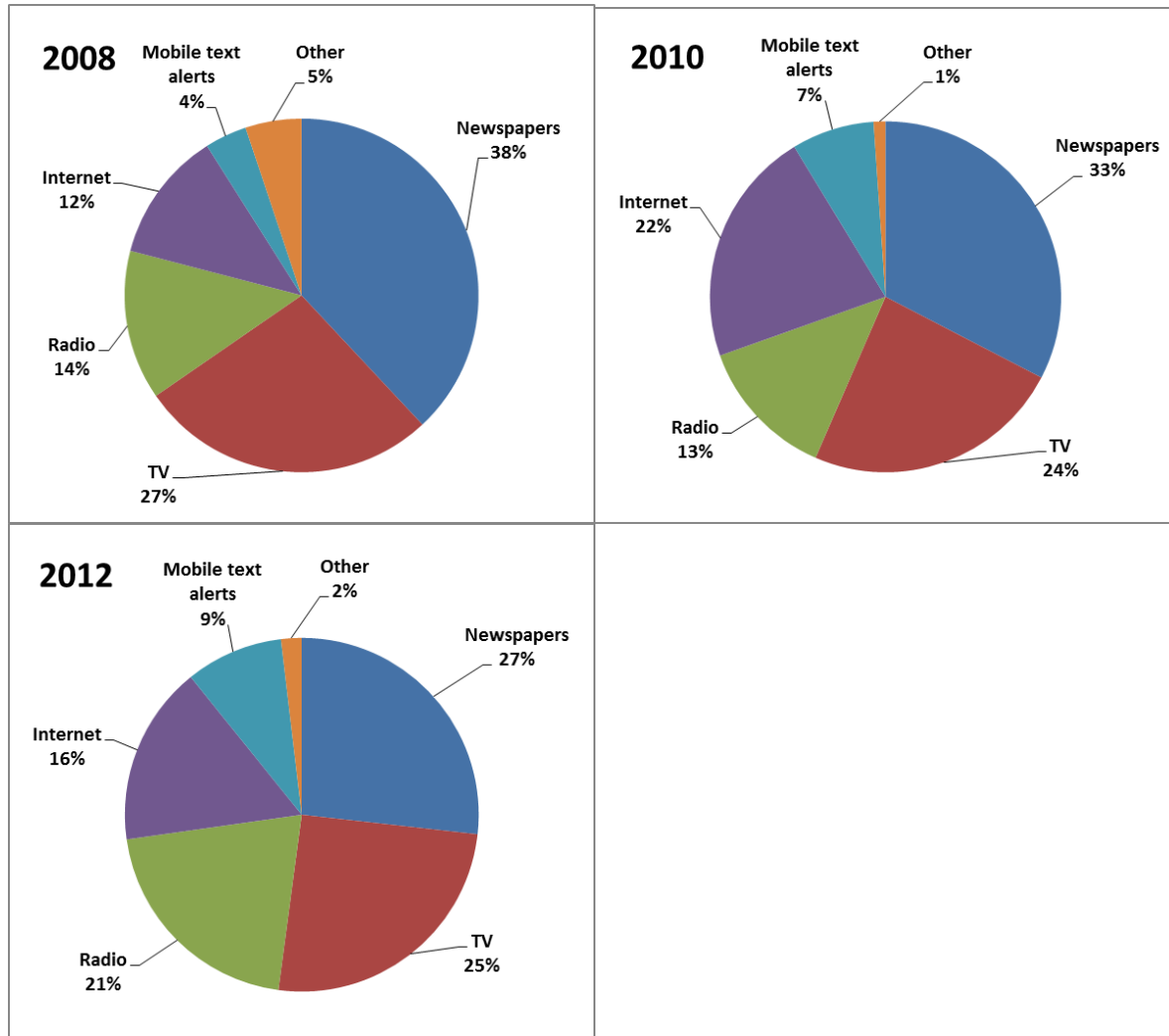


Figure 12. Preferred information sources for receiving information regarding RES and RUE

In the region of North Tipperary, where the SERVE project is being conducted, based on the results of the survey, 27% of respondents have heard about the project which is a decrease from 2010, Figure 13. At the same time 29% of those who have heard about the SERVE project applied for grant supported insulation upgrades which is an increase of 11% in comparison with 2010, Figure 14.

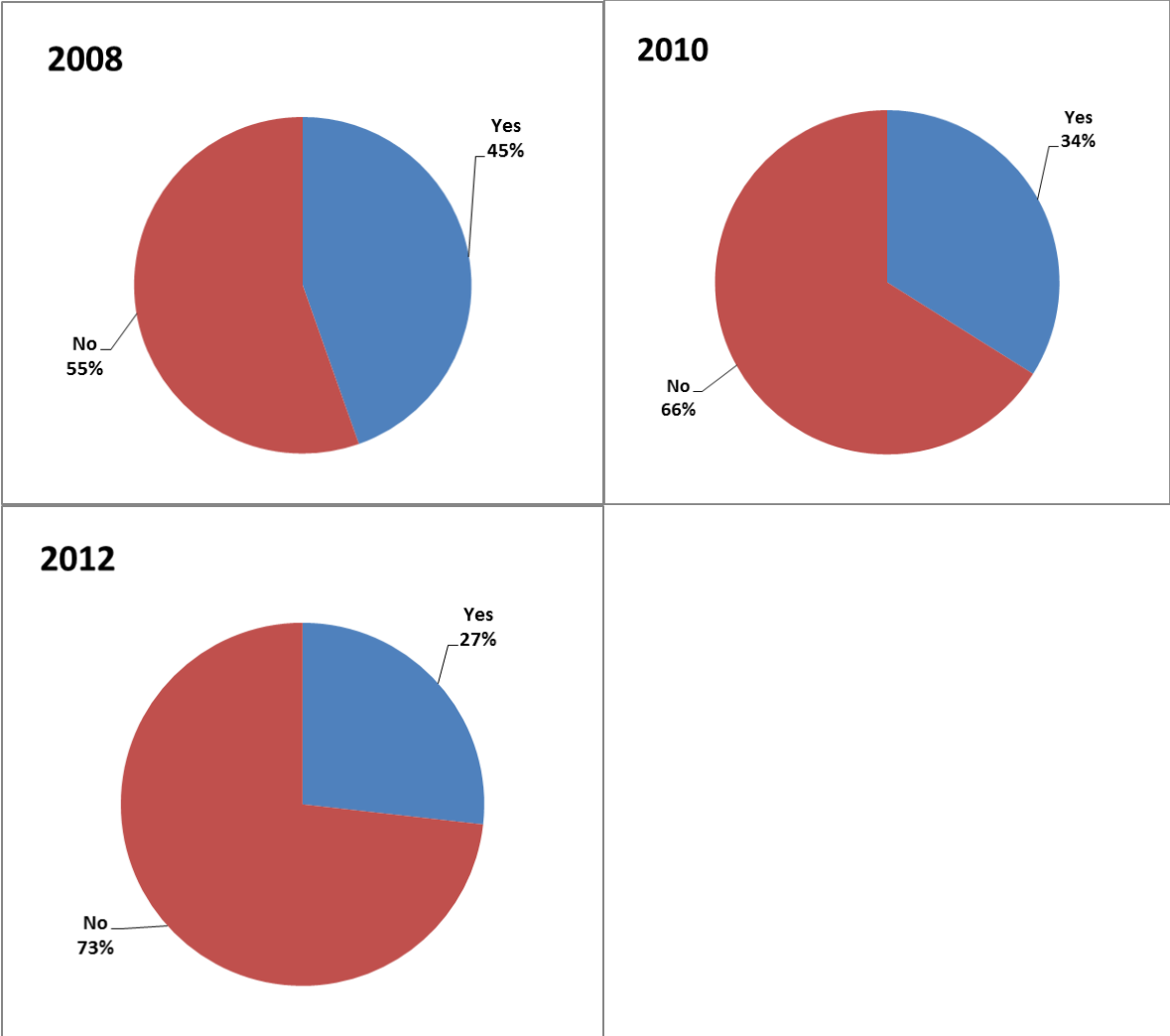


Figure 13. Participants awareness of SERVE project

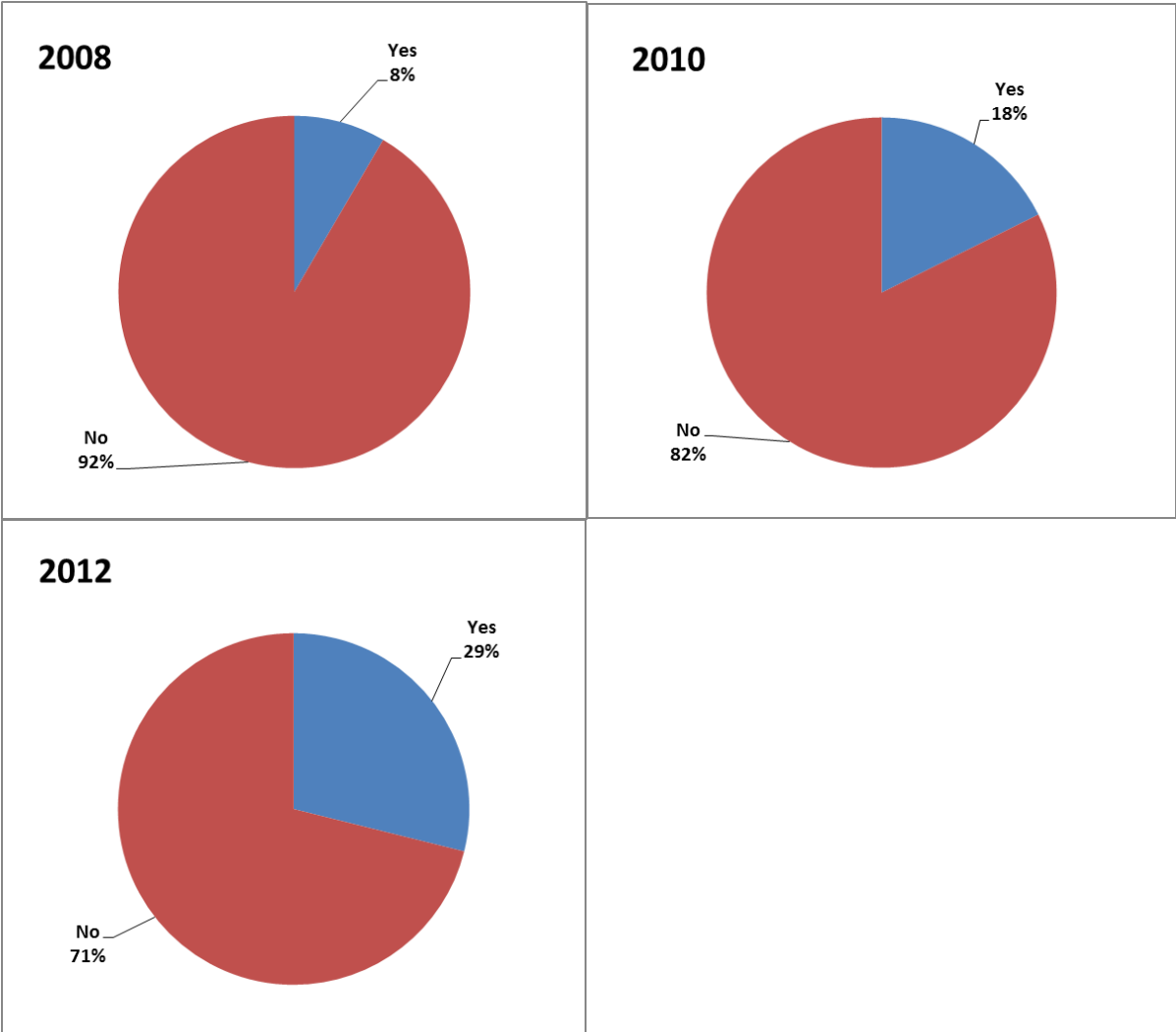


Figure 14. Participants applying for the grant supported insulation upgrades

3.4 Result analysis during the whole project period

For the last 4 years Ireland is struggling with economic crisis and its impacts. Decline in real estate prices, unemployment and strict saving measures have brought changes in people’s attitudes towards economy. These changes are also very visible within SERVE project which started in 2008. The following section highlights the trends and presents analysis of variations during the period.

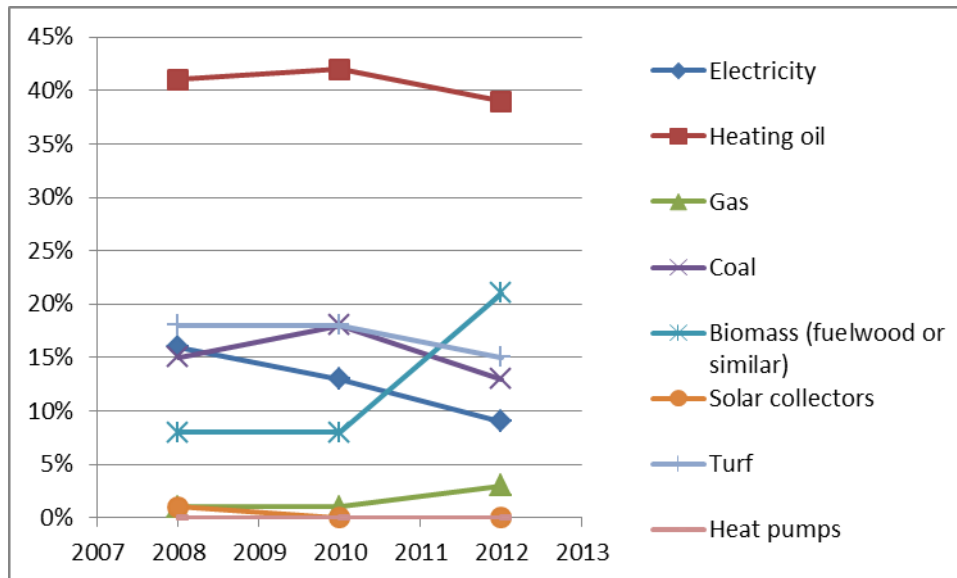


Figure 15. Type of fuel/energy currently used for space heating (2008-2012)

As can be shown in Figure 15. and Figure 16., not much has changed concerning the fuel/ energy used for heating and hot water. A larger percentage drop can be detected regarding use of electricity for space heating (7%) and also a large increase of biomass use for the space heating (13%). Concerning fuel/energy used for preparation of hot water only the use of turf has decreased in slightly larger percentage (6%) in comparison to 2008.

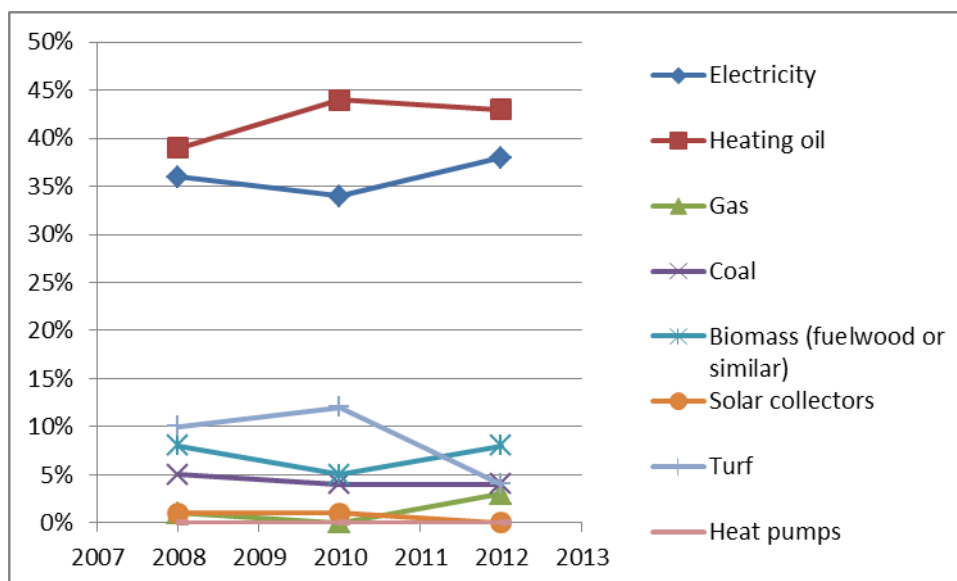


Figure 16. Type of fuel/energy currently used for heating hot water (2008-2012)

Implementation of energy saving measures (Figure 17.) had three major measures that changed during four years of the project. Installing of better insulated windows had high percentage in the first year of the project and suffered a large decline in 2010 (19%) but in 2012 it rose again by 10%. These results were perhaps influenced by the National grants available for windows upgrades. On the other hand installing of energy saving bulbs was not a significant measure at the beginning of the project it increased by 9% for 2010 and then returned nearly to its 2008 level. Purchasing of energy efficient equipment has increased by 6% over the period.. It is interesting to note that a higher percentage of people have felt that upgrading their windows was more important than completing an insulation upgrade.

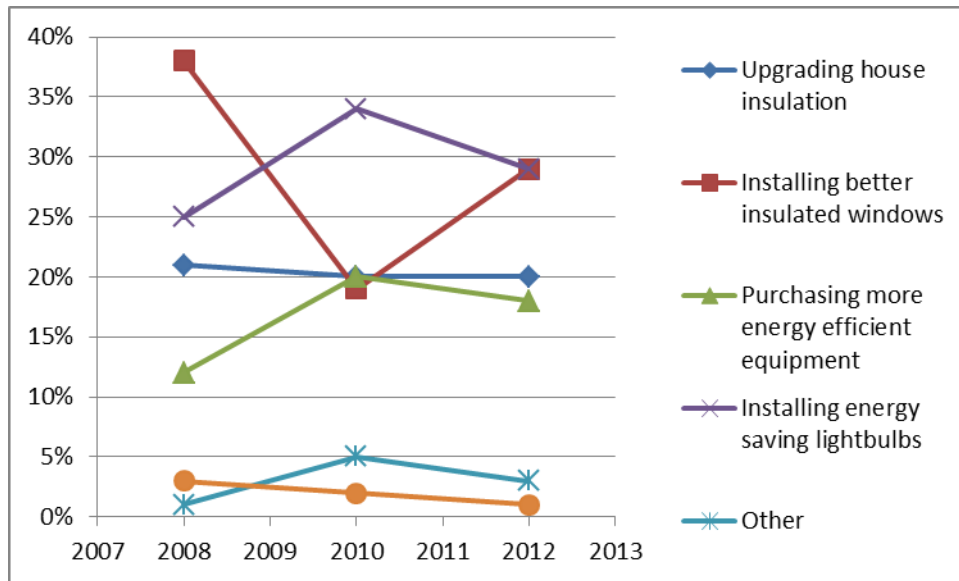


Figure 17. Energy saving measures implemented in households (2008-2012)

Figure 18. shows the opinions of people regarding the rating of their energy costs. Even though the economy crisis has a large influence on people’s opinions regarding house budgets and there were some deviations during the years, at the end of the project it can be said that the most of the people (37%) still think that their energy costs are acceptable.

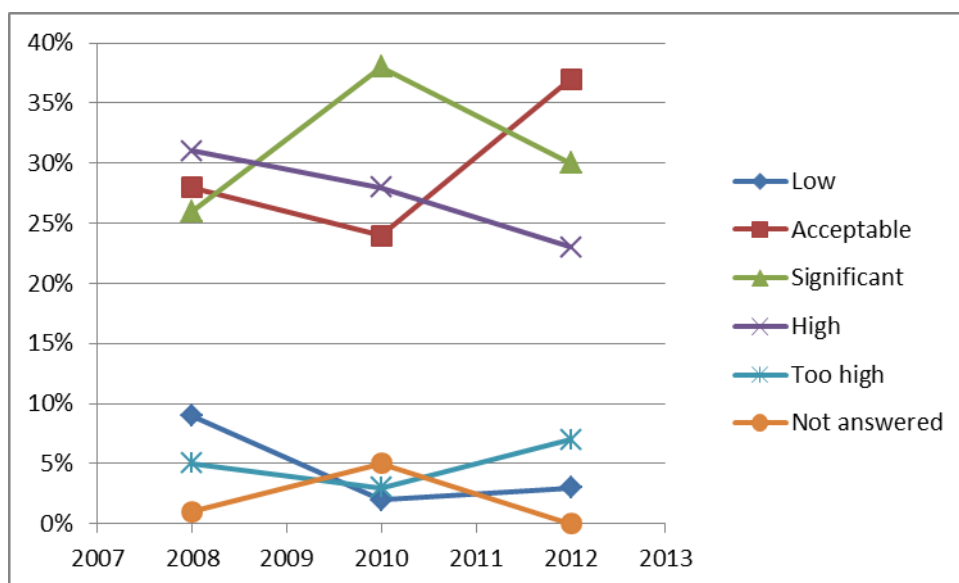


Figure 18. Rate of energy costs (2008-2012)

Concerning the people rate of awareness about issues related to RES and RUE (Figure 19.) there were no major differences during four years of the project and the rates, in the end of the project, remained the same as in the beginning in 2008.

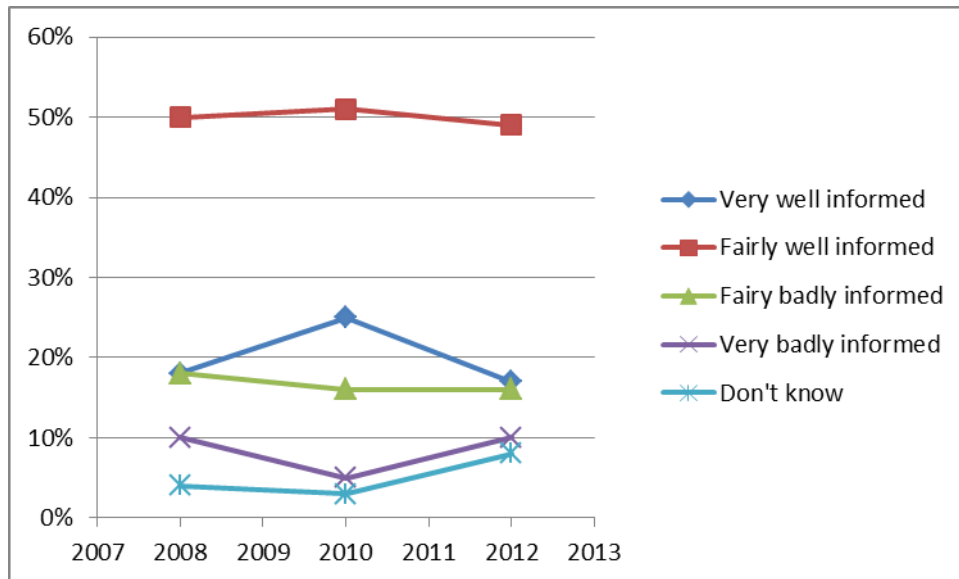


Figure 19. Rate of awareness about issues related to RES and RUE (2008-2012)

When asked would they buy environmentally friendly products even if they cost a little bit more (Figure 20.), people have shown a change in opinion during the project. There is an increase of those who disagree with this statement (12%) and decrease of those who agree with it (18%). This would seem to indicate that there is a greater consideration of cost and value versus environmental protection when purchasing products.

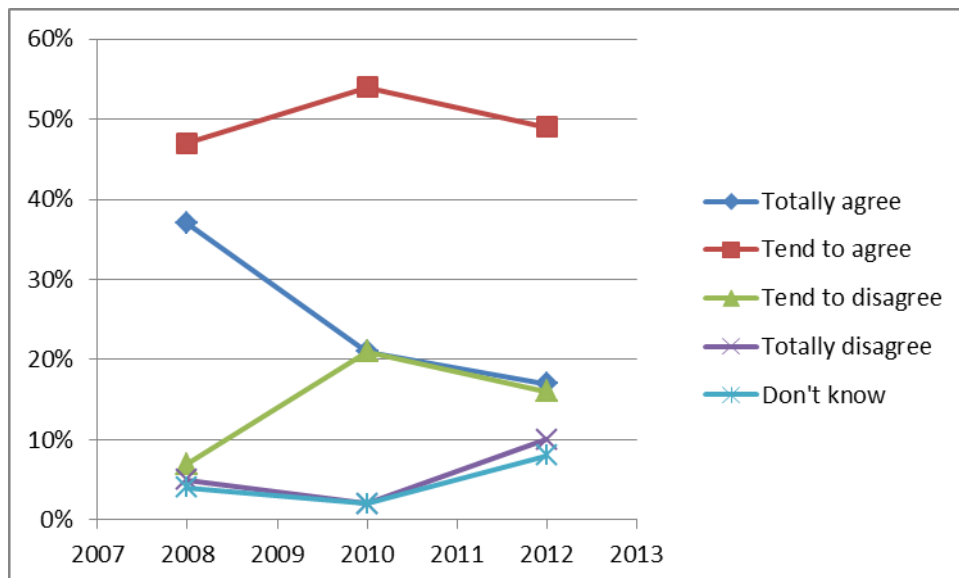


Figure 20. Approval for buying environmentally friendly products even if they cost a little bit more (2008-2012)

One of the questions that has demonstrated how much the economic crisis influenced opinions of people in the surveyed area relates to the policies aimed at protecting the environment. 2010 was obviously the year when the crisis was at the top of its influence since in the most of questions, including this one, have shown a low level of interest in environmental protection. Even though the percentages have return to their levels from 2008, Figure 22. shows a significant drop in the number of people who think the environment should be given priority over competitiveness.

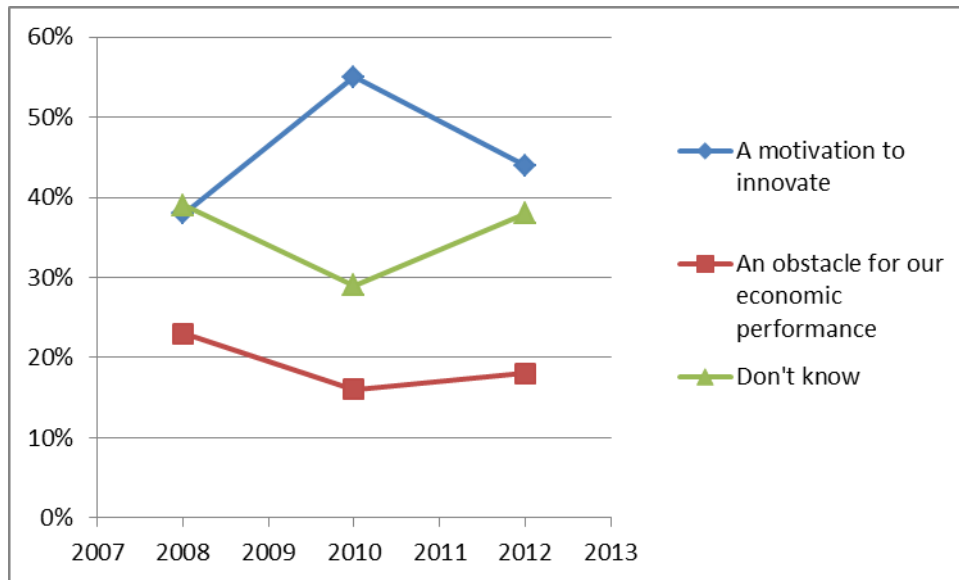


Figure 21. 'Are policies aimed at protecting the environment...?' (2008-2012)

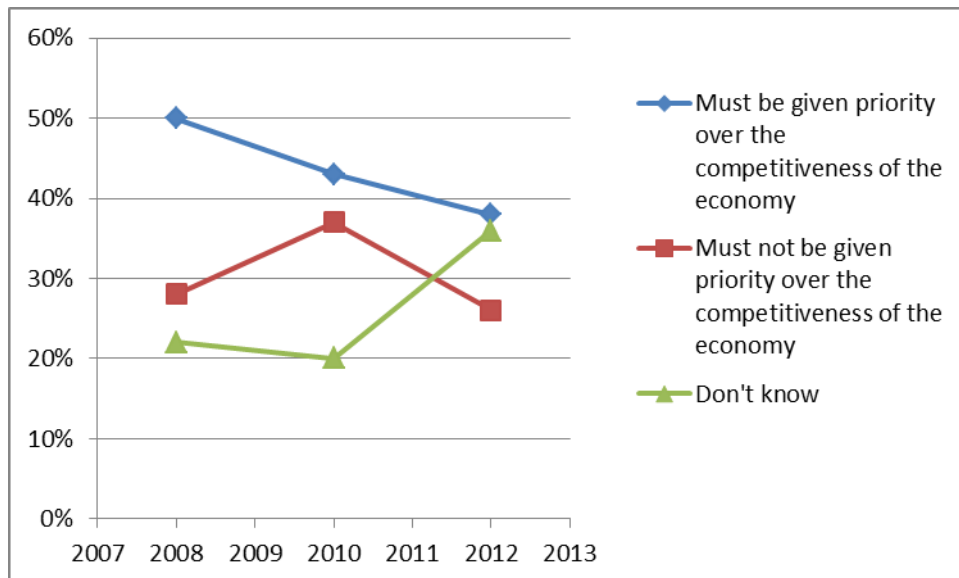


Figure 22. 'To which of the following opinions do you feel the closest? Environmental protection...(2008-2012)

Figure 23. shows the results regarding the respondents' willingness to participate in training programs (including workshops or seminars) related to RES and RUE. Larger changes in opinions are by those who are not interested (10% increase) and those who would probably participate (7% decrease). At the same time there is a large increase of the respondents would not be willing to participate in RES and RUE projects in their local community by devoting their time or contributing financially which is significantly (21%) than in 2008, Figure 24.

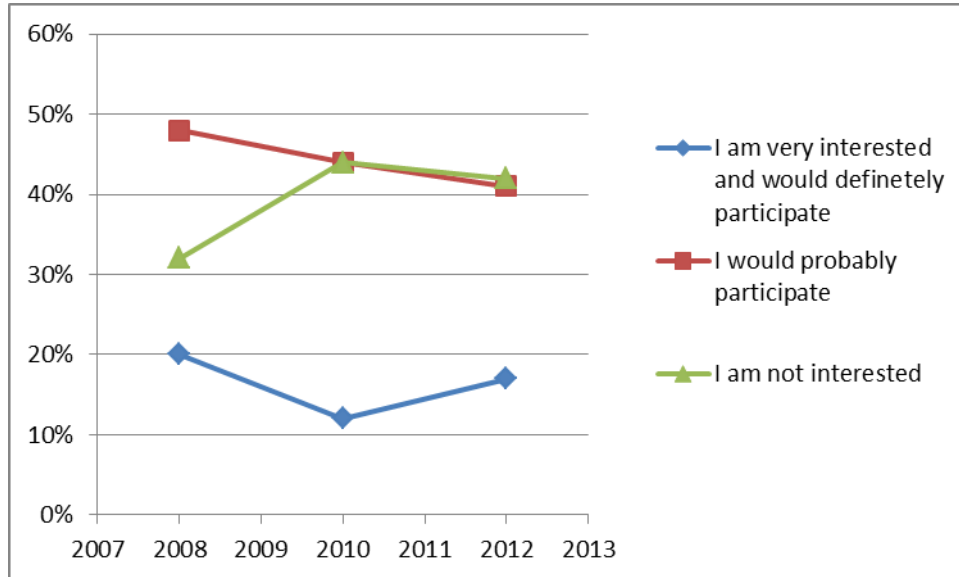


Figure 23. Willingness to participate in training programs related to RES and RUE (2008-2012)

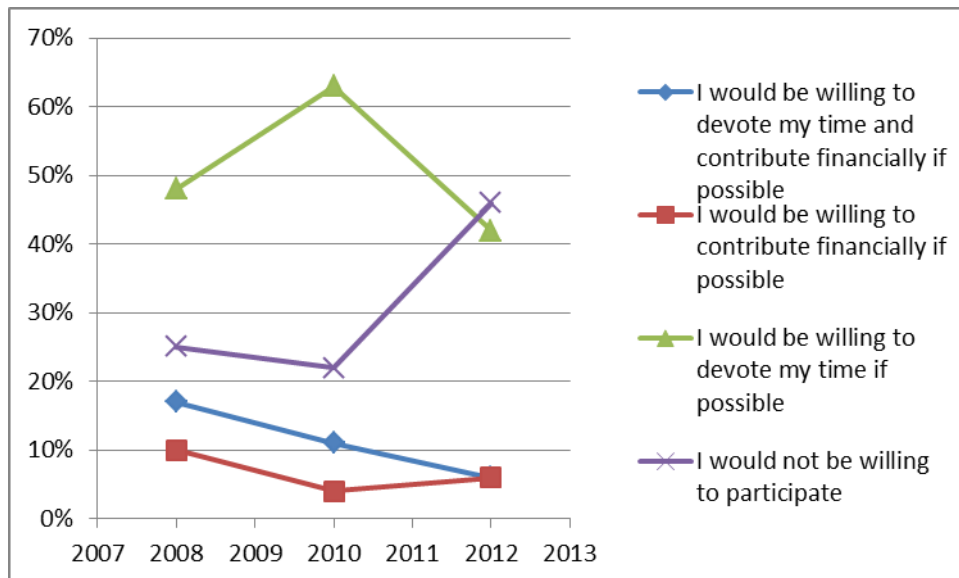


Figure 24. Willingness to participate in RES and RUE projects in your local community (2008-2012)

Figure 25. shows the results regarding the information sources which people in the community would prefer to receive information from regarding RES and RUE. As can be seen, there is a 11% decrease of citizens who would like to get this information from newspapers, 7% increase from the radio, 5% increase from mobile text alerts and more people would prefer information through internet (4%) even though in 2010 had even better percentage but it declined in last year of the project.

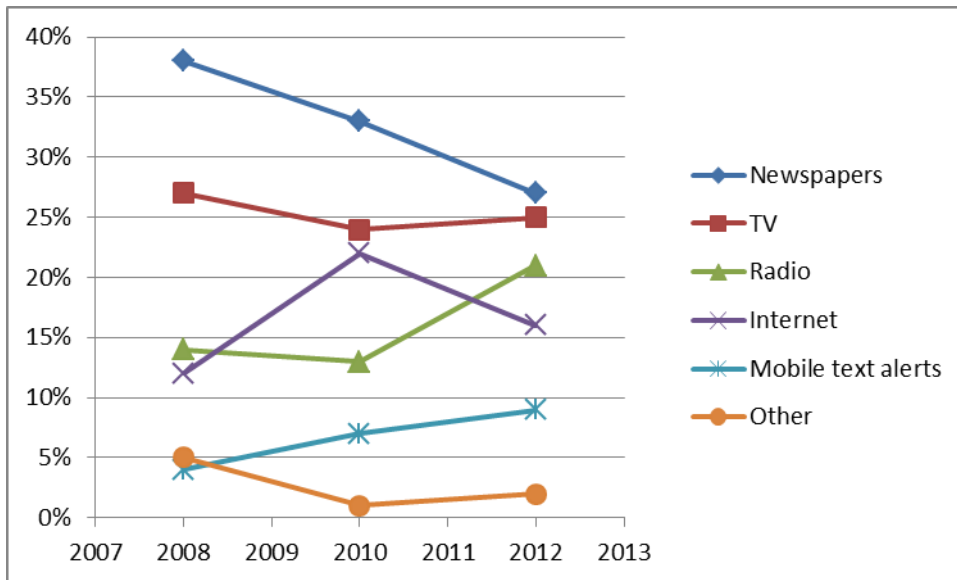


Figure 25. Preferred information sources for receiving information regarding RES and RUE (2008-2012)

3.5 Comparison of results with EU Barometer¹

EU Barometer is the website for the Public Opinion Analysis sector of the European Commission with the goal of monitoring the evolution of public opinion in the Member States, thus helping the preparation of texts, decision-making and the evaluation of its work.

Since SERVE project was implemented during the period of great economic crisis which also left significant influences on the project activities and results, one of the most important purpose of this chapter is to show how people opinions about economy and energy changed over the last few years. Even though project wasn't directly related to economic issues, the topics of renewable energy sources and energy efficiency are always correlated with financial investments and savings beside energy and environment benefits.

In 2008, Irish public opinion was hit by the shock of the combined national and international credit crisis and recession. In the years before, health and crime have been the top two issues of concern to Irish respondents but as of October 2008, the economy was the top issue among Irish respondents. 39% of respondents said it was the most important issue facing the country in comparison to the EU average of 37%. There has also been a substantial increase of opinions on other economic issues such as unemployment and rising prices. 34% of Irish respondents said unemployment was the most important issue (19% increase) while 28% said rising prices was the most important issue (6% increase). Small percentage (about 5%) of respondents mentioned energy as the important issue.

For the first time in a survey, respondents were also asked to indicate the most important issues that they personally faced. 48% of Irish people said their primary personal concern was rising inflation. 28% said the economy was the top personal issue for them while 20% said unemployment was their primary personal concern, both above the EU average. Notably, 90% of Irish people rated the cost of living in Ireland as 'bad', above the EU average of 78% and the highest such rating by a Eurozone country.

Irish respondents were even more negative about their expectations regarding the employment situation in the next twelve months where the sharpest decline in positive expectations had taken place in regard to people's assessment of the future financial position of their household. But while Irish people's future economic outlook was gloomy, it should be noted that the overwhelming majority of Irish people were satisfied overall with the life they lead. Compared to other member states, Ireland ranked 6th out of 27 in terms of people's satisfaction.

In the period from 2008-2010 the economy contracted sharply, shrinking by 7% in 2009 alone. Unemployment rose from 4% in 2007 to 13% in 2010. Two EU Barometer variables starkly illustrated the extent and severity of the economic recession and the banking crisis as experienced by Irish people.

The first indicator is the percentage of the population evaluating the national economic situation as "very bad". In Ireland that percentage was 84% while, for comparison, in EU was 26%. This had put Ireland at the very top of the ranking on this indicator of substantial negative economic sentiment.

The second indicator of the perilous state of Irish public opinion in this period lies in the decline of people positive evaluation of the economic situation over time and the third indicator of this prevailing pessimism comes from responses to a question about whether or not the worst of the impact of the economic crisis on the job market is still to come.

When asked what are the two most important issues facing the country and themselves at the time, majority answered economic crisis and unemployment which should be solved, according to citizens, by the European union and International Monetary Fund. Except economic issues people were asked about EUROPE 2020 strategy and its goals were they stated that percentages related to 20% reduction of greenhouse emissions, increase of energy efficiency and renewable energy sources use by 20% are about right or too modest which clearly show people aspirations about environment protection.

¹ Source: EU Barometer, http://ec.europa.eu/public_opinion/index_en.htm

In 2012 nothing much has changed in the case of people attitude related to current situation in their country. Almost 96% of respondents think that the situation is bad which again represents an increase from 2010 and from EU average (71%).

The situation in next twelve months is also described as not so promising where most of the respondents think that it will remain the same or even worse. The most important issues facing their country are still, according to their opinion, economic situation and unemployment, as well as the most important issues they are facing on personal basis.

Maybe the most disturbing fact is that very large percentage of people (47%) describe their current situation as the one that does not allow them to make any plans for the future and they live day by day. The good news regarding energy efficiency and renewable energy sources is that still the majority of people believe in reaching EUROPE 2020 targets and give a very good response to its goals.

During 2012 EU Barometer issued interesting report called *Energy for all: EU support for developing country* which defines energy as a determinant for growth and development of societies. It was conducted in the 27 EU Member States at the request of the Directorate-General for Development and Cooperation – EuropeAid for the purpose of assessing the opinion of European citizens on issues relating to energy access in developing countries.

A majority of respondents say that people in developing countries would experience the biggest problems in cooking and preserving food (58%) and having access to healthcare (52%) when there is no access to affordable energy. Over three quarters (77%) of respondents say that the main future source of energy for people in the developing world should be renewable energy and 95% of respondents think that having access to energy is important when it comes to overcoming poverty, while 61% think it is very important.

In the end, taking in consider results of SERVE survey and the results of EU barometes it can be concluded that economy crisis and unemployment have a major role in people attitudes towards priorities in their country regarding improvement of current situation. It is notable to mention that even though they give priority to economy they still very much encourage the renewable energy use and implemenattion of energy efficient measures which is a sign of their environmental conscience.

4 Conclusion

This report presents the results of the 3rd and final baseline socio-economic analysis of the SERVE region. The information and results presented were gathered through the surveying of citizens of town Nenagh, using a specially prepared questionnaire. The survey was conducted with face to face outdoor methodology.

The questionnaire consisted of four main groups of questions (current status of RES / RUE; Attitudes / Opinions; Interest / Participation and last General information) and the results are grouped and presented accordingly.

All results for the 2012 survey have been compared with results of the 2008 and 2010 survey, in order to allow easy identification of differences and changes in perception and attitudes. Taking in consideration the results it can be concluded that there were no major differences in the type of fuel used for heating and hot water but it has to be emphasised that the use of biomass has increased from the beginning of the project. People have, by the end of the project, showed increasing interest in topics related to renewable energy sources and gaining energy savings.

Unfortunately because of the influence of the economic and financial crisis there is a decrease in the percentage of people who see policies for protecting the environment as a motivation to innovate and also an increase of those who would give the economy priority over environment protection.

Even though there is a decrease of those who have heard of SERVE project there is a constant increase (approximately 10%) of people applying for for the grant supported insulation upgrades which is a very good indicator of future development related to environment protection, energy efficiency and renewable energy sources utilisation.

Annex I: Baseline study questionnaire

A) CURRENT STATUS OF RES/RUE utilisation

A1. What type of fuel/energy do you currently use for **space heating** in your home (check all that apply):

- 1) electricity
- 2) heating oil
- 3) gas
- 4) coal
- 5) biomass (fuelwood or similar)
- 6) solar collectors
- 7) turf
- 8) heat pumps

A2. What type of fuel/energy do you currently use for **heating hot water in your home** (check all that apply):

- 1) electricity
- 2) heating oil
- 3) gas
- 4) coal
- 5) biomass (fuelwood or similar)
- 6) solar collectors
- 7) turf
- 8) heat pumps

A3. What type of **energy saving measures** have you **implemented in your house** to date (check all that apply):

- 1) upgrading house insulation
- 2) installing better insulated windows (double/triple glazing)
- 3) purchasing more energy efficient equipment (refrigerator, washing machine etc.)
- 4) installing energy saving light bulbs
- 5) other (please specify _____)

A3a. (If checked any in A3) Did you apply for grant supported upgrades to your home under SERVE ?(please specify _____)

Did you apply for grant supported upgrades to your home under any other programme? (please specify _____)

A4. How would you rate your energy costs (costs for heating, hot water and electricity):

- 1) low – I could easily increase my energy consumption
- 2) acceptable – I still can afford with not much efforts
- 3) significant – It is important part of my home budget
- 4) high – I have to be very careful about this
- 5) too high – I cannot pay for my energy costs / I have to reduce other costs

B) ATTITUDE/OPINIONS

B1. In general, **how informed do you feel about issues** related to **renewable energy** sources and **energy efficiency**?

- 1) Very well informed
- 2) Fairly well informed
- 3) Fairly badly informed
- 4) Very badly informed
- 5) Don't know

B2. Please tell me how you feel about the following statement: **'I am happy to buy environmentally friendly products even if they cost a little bit more'**

- 1) Totally agree
- 2) Tend to agree
- 3) Tend to disagree
- 4) Totally disagree
- 5) Don't know

B3. In your opinion, **to what extent do the following factors influence your "quality of life"?**

	Very much	Quite a lot	Not much	Not at all	Don't know
1) State of the environment	1	2	3	4	5
2) Economic factors	1	2	3	4	5
3) Social factors (sense of community, social cohesion, etc.)	1	2	3	4	5

B4. To which of the following two opinions do you feel the closest to? **Are policies aimed at protecting the environment...?**

- 1) A motivation to innovate
- 2) An obstacle for our economic performance
- 3) Don't know

B5. And thinking about environmental protection, to which of the following two opinions do you feel the closest? **Environmental protection...**

- 1) Must be given priority over the competitiveness of the economy
- 2) Must not be given priority over the competitiveness of the economy
- 3) Don't know

C) INTEREST/PARTICIPATION

C1. Please express your willingness to participate in **training/information programmes** (including **workshops or seminars**) related to renewable energy sources and energy efficiency:

- 1) I am very interested and would definitely participate
- 2) I would probably participate
- 3) I am not interested
- 4) If not, why not? _____

C1a. If the answer to the previous question is 1 or 2, please provide **more details regarding the content of the training programme** for which you would be interested:

- 1) General introduction to renewable energy
- 2) Introduction to renewable energy sources
- 3) Specific information about a renewable energy source (please specify, ex. wood, wind, solar, wave, geothermal, grants available _____)
- 4) Introduction to energy efficiency measures
- 5) Specific information regarding a particular energy efficiency topic (please specify, ex. house insulation, heating controls, new building design, grants available _____)
- 6) Other (please specify _____)

C2. Would you be interested to periodically **receive information** regarding renewable energy sources utilisation and energy efficiency:

- 1) Yes
- 2) No

C2a. If the answer to the previous question is 1 please select the **information sources** which you would prefer (up to two):

- 1) newspapers
- 2) TV
- 3) radio
- 4) Internet/Email
- 5) mobile text alerts
- 6) other (_____)

C3. Please express your willingness to **participate in renewable energy or energy efficiency projects** in your **local community**:

- 1) I would be willing to devote my time and contribute financially if possible
- 2) I would be willing to contribute financially if possible
- 3) I would be willing to devote my time if possible
- 4) I would not be willing to participate

C4. Have you heard of the **SERVE** project:

- 1) Yes
- 2) No

C4a. Have you heard about any of these activities in your region (activities within the **SERVE project**)? (check all that apply)

- 1) Building of an ecovillage in Cloughjordan,
- 2) Implementation of biomass (woodchip) heating systems in Gurteen College, Nenagh (Nenagh Pool) and Cloughjordan ecovillage,
- 3) Grants provided for the energy efficiency retrofitting of households in North Tipperary

C4b. Do you think these are positive developments (SERVE project)?

- 1) Yes
- 2) No

C4c. (If the answer is YES to C4b) Which activity do you support the most and why? (please specify _____)

(If the answer is NO to C4b) Why?(please specify _____)

D) GENERAL QUESTIONS

D1. Gender

- 1) Male
- 2) Female

D2. Age

- 1) Aged 17 - 25
- 2) Aged 26 -60
- 3) Aged over 60

D3. Education

- 1) No formal education
- 2) Primary school
- 3) Secondary school
- 4) University

D4. Number of persons living in your household?

_____ persons

D5. In the last six months, what was the average monthly income of your household?

- 1) less than 1000 EUR
- 2) 1000 – 2000 EUR
- 3) 2000 – 4000 EUR
- 4) 4000 – 8000 EUR
- 5) more than 8000 EUR

D6. Additional comments