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World Publics Strongly Favor Requiring More Wind and Solar Energy, More Efficiency, Even If It Increases Costs

Most Think It Will Save Money in the Long Run

A new WorldPublicOpinion.org poll of 21 nations finds very strong support for the government requiring utilities to use more alternative energy, such as wind and solar, and requiring businesses to use energy more efficiently, even if these steps increase the costs of energy and other products. Fewer than half of the nations polled favor putting more emphasis on nuclear energy or on coal or oil.

In all nations most people reject the view that shifting to alternative energy sources would hurt the economy, believing instead that it would save money in the long run.

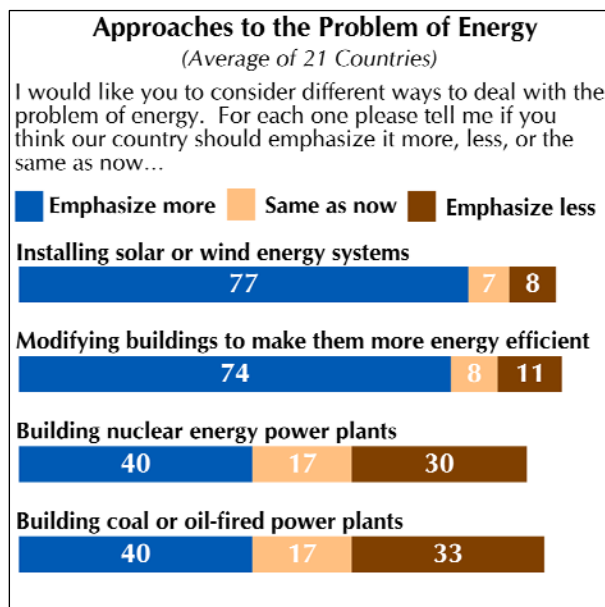
“It is quite remarkable that there is such unanimity around the world that government should address the problem of energy by emphasizing alternative energy sources and greater efficiency,” comments Steven Kull, director of WorldPublicOpinion.org. “Equally remarkable is how little the governments around the world are following the public’s lead.”

The poll of 20,790 respondents was conducted between July 15 and November 4, 2008 by WorldPublicOpinion.org, a collaborative research project involving research centers from around the world and managed by the Program on International Policy Attitudes (PIPA) at the University of Maryland. Margins of error range from +/-2 to 4 percent.

Interviews were conducted in 21 nations, including most of the largest nations—China, India, the United States, Indonesia, Nigeria, and Russia—as well as Argentina, Azerbaijan, France, Germany, Great Britain, Italy, Jordan, Kenya, Mexico, the Palestinian Territories, Poland, South Korea, Thailand, Turkey, and Ukraine. Interviews were also conducted in Taiwan, Hong Kong, and Macau.

Alternative Energy Sources

Asked how much emphasis their government should put on a number of approaches to the problem of energy, the most popular among respondents is for the government to put more

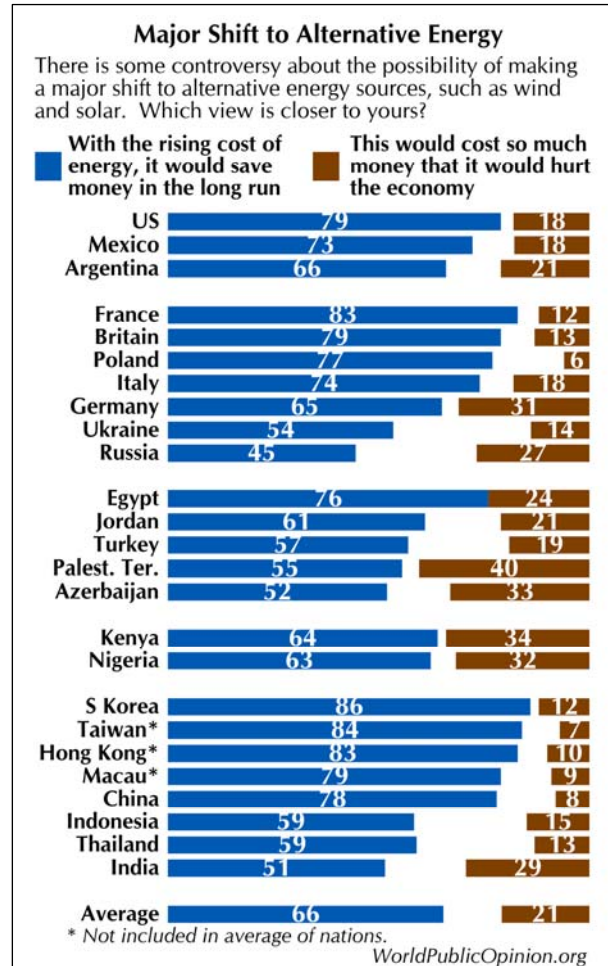


emphasis on installing solar or wind energy systems. Majorities favor it in 20 of the 21 nations, led by South Korea (89%), Kenya (88%), France (88%), Italy (88%), and the US (87%). Only Russia (a major oil producer) lags behind, with just 50 percent in favor. On average, 77 percent favor greater emphasis on solar or wind.

Respondents were also asked about the possibility of the government “requiring utilities to use more alternative energy, such as wind and solar, even if this increases the cost of energy in the short run.” Even with the costs highlighted, majorities in all but two nations favor the idea, though the average level of support slips a bit to 69 percent. Support is again highest in South Korea (96%), France (88%), and Kenya (87%). The public in Taiwan also shows widespread support (88%).

Once again Russia departs from the norm with a divided response, and only a plurality in Azerbaijan (another oil producer) favors the idea.

One of the reasons that emphasizing increased costs in the short run has little impact on support may be that respondents are also optimistic that shifting to alternative energy sources will save money in the long run. Presented two competing arguments about the cost of “making a major shift to alternative energy sources, such as wind and solar,” in all nations a majority takes the view that “with the rising costs of energy, it would save money in the long run.” On average two thirds (66%) take this optimistic view. In no nation does a majority favor the view that it “would cost so much money that it would hurt the economy.”



Increasing Efficiency

The second most popular approach to the problem of energy is to put more emphasis on “modifying buildings to make them more energy efficient,” and is favored by majorities in all nations. On average 74 percent favor this approach. Support ranges from 54 percent in India and the Palestinian Territories to 89 percent in Great Britain and France.

Respondents were also asked whether they favor the government “requiring businesses to use energy more efficiently, even if this might make some products more expensive.” Highlighting the cost factor, as well as making the effort mandatory, means support is a bit lower—though, on average, a majority of 58 percent favors the idea.

Sixteen nations favor the idea, in 14 by majorities, led by Britain (79%) and South Korea (74%), along with very high support in Taiwan (80%), Hong Kong (71%), and Macau (71%).

The five nations that do not support the idea are all oil-producing countries. A majority is opposed in Azerbaijan (55%), as are pluralities in Russia (43%) and Indonesia (47%). Mexicans and Nigerians are divided.

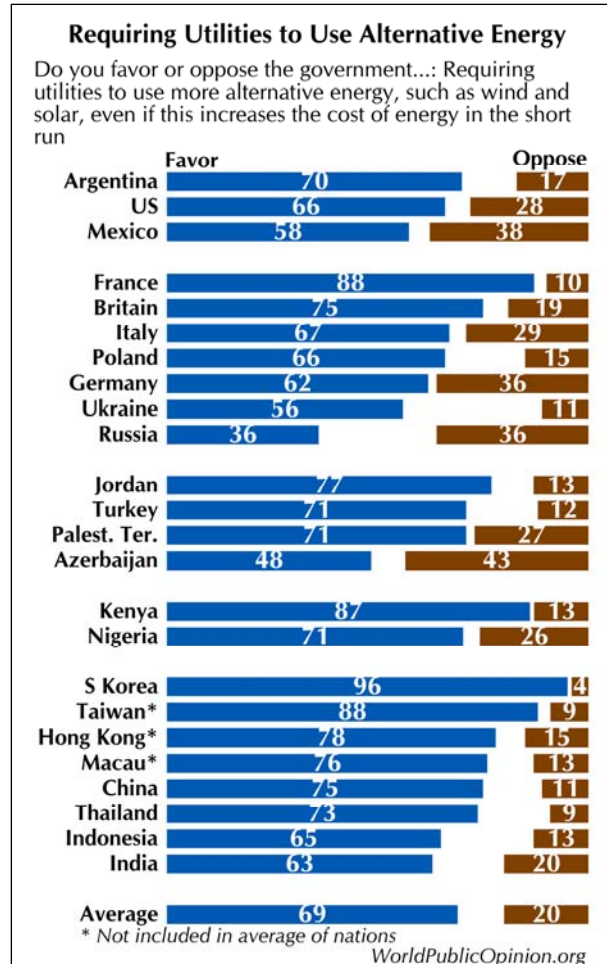
Another possible energy conservation measure that would create costs for consumers receives more modest support. The idea of “having an extra charge for the purchase of models of appliances that are not energy-efficient” is supported by publics in 12 nations—in eight by majorities. However, it is also opposed in seven nations—in six by majorities. On average, 48 percent favor the idea while 39 percent oppose it.

Support for such a charge is highest in Kenya (74%), Italy (69%), Indonesia (61%) and France (60%). Majorities are also supportive in Taiwan (55%), Hong Kong (55%), and Macau (53%). The nations with a majority rejecting the idea include Thailand (64%), Argentina (62%), the Palestinian Territories (58%), Mexico (57%), Germany (54%) and the United States (52%).

Worldwide, individuals with higher income are more likely to support the measure than those with lower income.

Nuclear Energy

An unpopular approach to dealing with the problem of energy is to put more emphasis on building nuclear energy power plants. Publics in only nine nations favor this idea (8 majorities, 1 plurality). On average just 40 percent favor doing so.



The most enthusiastic nations are China (63%), Jordan (58%), Kenya (57%) and Nigeria (56%). Jordan and Nigeria have each announced plans to build their first nuclear power plants. China, South Korea and Argentina all have significant nuclear power production now. Italy closed down its nuclear energy program in 1988—following a referendum held after the Chernobyl disaster—and is now debating a resumption of the program.

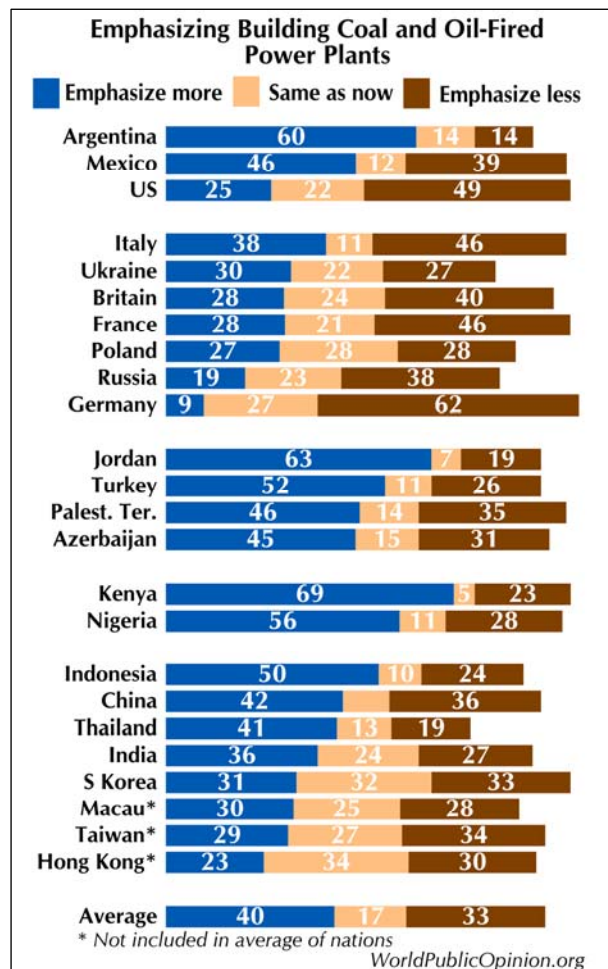
On the other hand, only four nations favor putting less emphasis on nuclear energy. These include a majority in Germany (63%) and pluralities in Mexico (50%), Ukraine (49%), and Indonesia (40%). A plurality in Macau (44%) also favors less emphasis.

Coal and Oil

The least popular approach to addressing the problem of energy is to put greater emphasis on “building coal or oil-fired plants.” Only seven publics favor doing so and only five of these are majorities. On average, 40 percent favor this approach.

The countries most positive about increasing emphasis on coal or oil-fired power are Kenya (69%), Jordan (63%), Argentina (60%), Nigeria (56%) and Turkey (52%). In Indonesia, a 50 percent plurality favors greater emphasis, while 34% do not (less, 24%; same, 10%). In Thailand, a 41 percent plurality wants more emphasis (less, 19%; same, 10%).

Nearly half favor a greater emphasis on oil and coal in the Palestinian Territories (46%), Mexico (46%), and Azerbaijan (45%). But in these cases an approximately equal or greater number favors less or the same emphasis.



At the same time there is little support for putting less emphasis on coal and oil. Germany is the only country where a majority (62%) prefers this approach. On average, just 31 percent favor less emphasis.

However, nearly half favor less emphasis in the US (49%), France (46%), and Italy (46%). In each case, approximately the same number favors more or the same level of emphasis.

DETAILED RESULTS:

AMERICAS:

ARGENTINA

[Graciela Romer y Asociados](#)

Argentines are unique in their level high levels of support for nearly all approaches to dealing with the problems of energy. They are the third-largest majority in favor of the government requiring an extra charge on inefficient models of appliances or cars, but they are also the third-largest majority that would favor increased emphasis on building coal or oil-fired plants. Majorities favor greater emphasis on using alternative energy sources and requiring utilities to use alternative energies, while a majority also favors greater emphasis on building new nuclear power plants.

- A large majority (82%) of Argentines favor placing more emphasis on installing wind or solar energy systems, and 70% also favor requiring utilities to use alternative energies, even if energy costs increase in the short run.
- Two-thirds (66%) agree with the argument that, due the rising costs of energy, a major shift to alternative energy sources such as wind and solar would save money in the long run. Only 21% favor the position that this shift would be so costly it would damage the economy.
- 80% would favor modifying buildings to make them more energy efficient, and 63% believe the government should require businesses to use energy more efficiently, even if this would make some products more expensive.
- 62% say that the government should require an extra charge for the purchase of appliances and cars that are not energy efficient, while 25% are opposed.
- A majority (55%) of Argentines says nuclear energy sources should receive greater emphasis, with 21% saying it should receive less (12% saying the same emphasis).
- Three in five (60%) support greater emphasis on building coal or oil-fired energy plants, while 14% say they should receive less emphasis (14%: same).

MEXICO

[Reforma](#)

Mexicans largely favor greater emphasis on alternative energies, but they have one of the lowest levels of support for the government requiring utilities to use alternative energy sources. They are one of only two publics (along with Nigeria) divided on whether the government should require businesses to use energy more efficiently, and they are the third-largest majority against the government requiring an extra charge on cars and appliances that do not use energy efficiently. Overall they seem to be relatively resistant to proposals in which the costs are highlighted. Mexicans are second only to Germany in calling for less emphasis on building new nuclear power plants.

- A very large majority (86%) favors increased emphasis on installing alternative energy systems such as wind or solar, although a smaller majority (58%) favors the government requiring utilities to use alternative energies even if this increases costs in the short run.
- Presented two arguments about the possibility of making a major shift to alternative energy sources, nearly three-quarters (73%) of Mexicans take the position that “with the rising cost of energy, it would save money in the long run,” while only 18% say that this would cost so much “it would hurt the economy.”
- 83% believe greater emphasis should be placed on modifying buildings to make them more energy-efficient, although Mexicans are divided (47% in favor, 49% opposed) on whether the government should require businesses to use energy more efficiently, while it might make some products more expensive.
- A majority (57%) opposes the government requiring an extra charge on models of appliances or cars that are not energy efficient, while 39% would favor such a measure.
- 50% of Mexicans say building new nuclear energy sources should receive less emphasis than they do now, while less than one-third (32%) say they should receive greater emphasis (12% say the same emphasis).
- Nearly half (46%) favor greater emphasis on new coal or oil-fired power plants, compared to 39% calling for less emphasis (12%: same).

UNITED STATES

[Program on International Policy Attitudes](#) / [Knowledge Networks](#)

Americans have the second largest majority wanting less emphasis on building new coal or oil-fired power plants and among the largest majorities favoring more emphasis on installing alternative systems such as wind and solar. They are the fourth-largest majority optimistic that a major shift to alternative energies would save money in the long run. A majority supports requiring businesses to use energy more efficiently, but Americans also have a slight majority that rejects imposing an extra charge on appliances and cars that inefficiently use energy.

- An overwhelming majority (87%) of Americans favors greater emphasis on installing alternative energy systems such as wind and solar, while two-thirds (66%) favor requiring utilities to use alternative energy sources, even if costs might be greater in the short run.
- Nearly four in five (79%) agree with the argument that due to the rising cost of energy, making a major shift to alternative energy sources such as wind and solar will “save money in the long run,” while only 18% support the position that “this would cost so much is would hurt the economy.”
- 83% believe greater emphasis should be given to modifying buildings to make them more energy efficient, while 61% favor the government requiring businesses to use energy more efficiently, even if this would increase the cost of some products.

- A modest majority (52%) disagrees that the government should have an extra charge on the purchase of some models and appliances that are not energy efficient, while 43% would favor the government doing this.
- 42% favor giving greater emphasis to building new nuclear power plants, compared to 31% saying this approach should be emphasized less (25% say the same as it is now).
- Nearly half (49%) say less emphasis should be placed on building new coal or oil-fired power plants, while only 25% believe this approach should be given greater emphasis (22%: same).

EUROPE:

FRANCE

[Efficiency 3](#)

Of all publics polled, the French have the second-largest majority in support of greater use of alternative energy sources such as wind and solar and requiring utilities to use these sources. They are also the largest majority (along with Great Britain) that favors modifying buildings to make them more energy efficient. The French express the third-most widespread support for less emphasis on building coal or oil-fired power plants.

- Nearly nine in 10 (88%) favor placing greater emphasis on installing alternative energy systems such as wind and solar, and an equal number (88%) also support requiring utilities to use alternative energy sources, even if this might increase energy costs in the short run.
- Presented two arguments about making a shift to more alternative energy sources, more than eight in 10 (83%) favor the argument that “with the rising cost of energy, it would save money in the long run” over the position that “this would cost so much money it would hurt the economy” (12%).
- An overwhelming majority (89%) supports greater emphasis on modifying buildings to be more energy efficient, and 72% favor the government requiring businesses to use energy more efficiently, even if this might make some products more expensive.
- 60% favor having an extra charge on models of appliances and cars that are not energy efficient, while 38% would oppose such a measure.
- Four in 10 (41%) agree with placing less emphasis on building new nuclear energy power plants and 26% say there should be more (32% say the same).
- Nearly half (47%) say less emphasis should be placed on building coal or oil-fired power plants, while 28% favor more emphasis (21% say the same).

GERMANY

[Ri*Questa GmbH](#)

Germans have the largest majority calling for less emphasis on building nuclear energy and coal or oil-fired power plants out of all publics polled. A large majority favors installing more alternative energy systems, but they are one of the smaller majorities in

favor of requiring utilities to use more alternative energy sources. Germans are among the largest majorities in favor of modifying buildings to make them more energy efficient, but a majority opposes having an extra charge on appliances and cars that are not energy efficient.

- 82% in Germany support more emphasis on installing wind and solar energy systems, while 62% would favor the government requiring utilities to use more alternative energy sources, even if short-run energy costs would increase.
- Presented two arguments about making a major shift to alternative energy sources such as wind and solar, 65% of Germans favor the view that “with the rising cost of energy, it would save money in the long run” while 31% would take the position that “this would cost so much money it would hurt the economy.”
- A very large majority (85%) favors more emphasis on modifying buildings to make them more energy efficient, while a smaller majority (57%) supports the government requiring businesses to use energy more efficiently even if this might make some products more expensive.
- 54% of Germans oppose having an extra charge on models of appliances and cars that are not energy efficient, while 43% would favor the government taking such a measure.
- A large majority (63%) of Germans say there should be less emphasis on building nuclear power plants and only 14% favor greater emphasis (22% say it should remain the same).
- Roughly six in 10 (62%) say there should be less emphasis on building coal or oil-fired power plants and just 9% favor more (27%: same).

GREAT BRITAIN

[Chatham House \(Royal Institute of International Affairs\)](#)

Britons have the largest majority (along with France) that favors greater emphasis in making more buildings energy efficient and they are the second-largest majority supporting government requirements for businesses to use energy efficiently even with the potential for increased product costs. They are also among the largest majorities favoring the argument that switching to more alternative energy sources such as wind and solar will save money in the long run.

- 81% of Britons support greater emphasis on installing alternative energy systems such as wind and solar, and 75% believe the government should require utilities to use alternative energy sources even if this would create increased costs in the short run.
- Nearly eight in 10 (79%) support the argument that making a major shift to alternative energy sources would save money in the long run, due to the rising cost of energy, while just 13% favor the position that this would be so costly it would hurt the economy.
- An overwhelming majority of Britons (89%) support greater emphasis on modifying buildings to make them more energy efficient, while 79% favor the

government requiring businesses to use energy more efficiently, even if this would make some products more expensive.

- 59% of Britons would favor the government requiring an extra charge on appliances and cars that do not use energy efficiently, while 36% would oppose.
- Roughly four in 10 (41%) Britons say that there should be greater emphasis on building nuclear energy power plants as there is now; 29% would favor less emphasis (22%: same).
- 40% of Britons favor less emphasis on building coal or oil-fired power plants, with 28% saying it should receive more (24% say the same).

ITALY

[Demoskopea](#)

Most Italians favor increased emphasis on making buildings more energy efficient and are the second-largest majority in favor of having an extra charge on cars and appliances that use energy inefficiently. They are also among the largest majorities favoring greater use of alternative energy forms, while they have the third largest number calling for less emphasis on coal or oil-fired power plants.

- Nearly nine in 10 (88%) Italians supports greater emphasis on installing alternative energy systems such as wind and solar, while two-thirds (67%) would favor requiring utilities to use more alternative energy sources, even if this would increase costs in the short run.
- Roughly three-quarters (74%) prefer the argument that, because of the rising cost of energy, a major shift to alternative energy sources will save money in the long run. Just 18% take the position that this would be so costly it would hurt the economy.
- An overwhelming majority (88%) favors more emphasis on modifying buildings to make them more energy efficient, while nearly seven in 10 (69%) would favor the government requiring businesses to use energy more efficiently even if this would make some products more expensive.
- 69% of Italians would favor having an extra charge on models of appliances and cars that do not use energy efficiently, while just 28% would oppose such a measure.
- A modest majority (52%) of Italians would favor greater emphasis on building nuclear energy power plants, while 33% say this should be emphasized less (8% say same as now).
- Nearly half (46%) argue for less emphasis on building coal or oil-fired power plants, compared to 38% saying they should receive more (11%: same).

POLAND

[CBOS](#)

Poles express support for the government requiring businesses to be more energy efficient, although this is more modest than in the other publics polled. However, Poles show comparable support with respect to other European publics for more emphasis on

energy efficiency and the use of alternative energies. Poles also have mixed feelings about whether having an extra charge on products such as cars and appliances that are energy inefficient is a good idea.

- 85% of Poles would favor greater emphasis on installing wind and solar energy systems, along with two-thirds (66%) that would support the government requiring utilities to use more alternative energy sources, even if short-term energy costs were to increase.
- Presented two arguments used in the debate about whether to majorly shift to alternative energy sources, more than three-quarters (77%) favor the position that “with the rising cost of energy, it would save money in the long run,” while only 6% say it would be so costly as to hurt the economy.
- A very large majority (83%) would support an increased emphasis on modifying buildings to make them more energy efficient, although only half (50%) say the government should require businesses to use energy more efficiently even if this would increase the cost of some products (26% are opposed).
- Asked whether they would favor or oppose having an extra charge on the purchase of cars and appliances that are not energy efficient, Poles are divided (37% favor, 36% oppose).
- Less than one-third (32%) would favor greater emphasis on nuclear power and 12% would place less emphasis. 37% would keep the same emphasis.
- Only 28% of Poles favor less on coal or oil-fired power plants, while only 27% say it should be emphasized more (28%: same).

RUSSIA

[Levada Center](#)

Russian support for increased reliance on alternative energies such as wind and solar power is lukewarm compared to other publics, with relatively small numbers favoring more alternative energy systems and divided views on whether utilities should be required to use them. They are one of three publics (along with Indonesia and Azerbaijan) that oppose the government requiring businesses to use energy more efficiently. Russians are also somewhat divided on whether there should be an extra charge on the purchase of appliances and cars that do not use energy efficiently.

- Half of Russians (50%) would favor greater emphasis on installing wind and solar energy systems, although they are divided on whether utilities should be required to use more alternative energy sources like wind and solar power (36% favor, 36% oppose).
- A plurality (45%) favors the argument that with the rising cost of energy, a major shift to alternative energy sources would save money in the long run, while just 27% take the opposing position that this would be “so costly it would hurt the economy.”
- 58% of Russians would favor increased emphasis on making buildings more energy efficient, but a plurality (43%) opposes the government requiring

businesses to use energy more efficiently if this could mean that some products would become more expensive (28% would be in favor).

- Russians have somewhat mixed feelings about having an extra charge for models of appliances and cars that do not use energy efficiently (37% favor, 33% oppose).
- One-third (33%) of Russians say there should be less emphasis on building nuclear energy power plants, 27% say more (22% the same amount).
- 38% would place less emphasis on building coal or oil-fired power plants, while just 19% would place more emphasis (23%: same).

UKRAINE

[Kiev International Institute of Sociology](#)

Support for alternative energy sources is more modest in Ukraine than among other publics polled and they have relatively modest majority support in favor of requiring utilities to use sources of alternative energy such as wind and solar power. They also have the second-smallest number agreeing that alternative energies will save money in the long run, although they favor this position over the position that it would be too costly by a wide margin. Ukrainians have the third-largest number calling for less emphasis on building nuclear power plants.

- Two-thirds (67%) of Ukrainians would favor greater emphasis on installing wind and solar energy systems, while 56% would support the government requiring utilities to use more alternative energy sources, even if energy costs would increase in the short run.
- Presented two arguments related to making a major shift to alternative energy sources, a majority (54%) endorses the view that “with the rising cost of energy, it would save money in the long run,” while only 14% take the opposing view that this would be so costly it would damage the economy.
- 66% of Ukrainians support more emphasis on making buildings more energy efficient, and a plurality (46%) would favor the government requiring businesses to use energy more efficiently even if this may mean the cost of some products would increase.
- 32% would favor an extra charge on the purchase of models of cars and appliances that are not energy efficient, while 22% would be opposed.
- Nearly half (49%) say the building of nuclear power plants should receive less emphasis and only 9% believe they should receive greater emphasis (20%: same).
- Thirty percent (30%) favor additional emphasis on building coal or oil-fired power plants, while 27% believe it should receive less (22% believe the same as now).

MIDDLE EAST/EURASIA:

AZERBAIJAN

International Center for Social Research

Although Azerbaijanis support greater emphasis on using alternative energy systems and believe this will save money in the long run, they have the most lukewarm support for requiring utilities to use alternative energy sources among all publics polled. They also have the largest majority opposed to the government requiring businesses to use energy more efficiently. An unusually large minority of Azerbaijanis believe greater emphasis should be placed on building coal or oil-fired power plants..

- 64% support greater emphasis on installing wind or solar energy systems, though only a plurality (48%) would favor requiring utilities to use alternative energies if this could mean increased costs in the short run (43% oppose).
- A slight majority (52%) favors the argument that with the rising costs of energy, a major shift to alternative energy sources will save money in the long run, while only 33% say the shift would be too costly for the economy.
- Three in five (60%) would favor greater emphasis on modifying businesses to be more energy efficient, though a majority (55%) opposes requiring businesses to use energy more efficiently and Azerbaijanis are divided on whether the government should require an extra charge on purchases of appliances and cars that are not energy efficient (43% favor, 47% oppose).
- Only 36% support putting greater emphasis on building new nuclear energy power plants, while 32% believe there should be less (16% same emphasis).
- 45% say that building coal or oil-fired power plants should receive greater emphasis, while 35% say it should receive less (15%: same).

JORDAN

[Center for Strategic Studies, University of Jordan](#)

While many Jordanians favor increased use of alternative energy systems such as wind or solar, they are among the publics most supportive of putting greater emphasis on building nuclear and coal or oil-fired power plants as an approach to dealing with energy.

- More than three in four Jordanians (76%) favor putting greater emphasis on installing wind and solar energy systems, while a similar number (77%) would also favor the government requiring utilities to use more alternative energy sources, even if this would mean short-term increases in energy costs.
- Presented two arguments about the possibility of making a major shift to alternative energy sources, 61% of Jordanians endorse the view that “with the rising cost of energy, this would save money in the long run,” whereas only 21% take the position that “this would cost so much money that it would hurt the economy.”
- Nearly seven in 10 Jordanians (69%) support greater efforts to make buildings more energy efficient, and 62% would favor the government requiring businesses to use energy more efficiently, even if this might make some products more expensive.
- A modest majority (52%) opposes having an extra charge for the purchase of cars and appliances that are not energy efficient, while 37% would favor this measure.

- 58% of Jordanians would favor greater emphasis on building nuclear energy power plants, while 21% would favor less emphasis (9% favor same emphasis).
- 63% would favor more emphasis on building coal or oil-fired power plants, while only 19% say less emphasis (7% say the same).

PALESTINIAN TERRITORIES

[Palestinian Center for Public Opinion](#)

Palestinians show moderate support for switching to alternative sources of energy compared to other publics. Relatively small majorities favor both a major shift to alternatives such as wind or solar so as to save money in the long run and putting more emphasis on installing these types of energy systems. While Palestinians favor some measures aimed at improving overall energy efficiency, they are the second-largest majority opposed to having an extra charge on the purchase of inefficient cars or appliances.

- 59% of Palestinians support putting greater emphasis on installing solar and wind energy systems, while 71% would favor requiring utilities to use more alternative energy sources, even if this might mean costs would increase in the short run.
- 55% endorse the position that “with the rising cost of energy, it would save money in the long run” to make a major shift to alternative energy sources, while 40% take the view “this would cost so much money that it would hurt the economy.”
- Slightly more than half (54%) would favor greater emphasis on modifying buildings to make them more energy efficient, while 53% would favor the government requiring businesses to use energy more efficiently, even if this would mean the cost of some products might increase.
- 58% of Palestinians reject having an extra charge for the purchase of appliances and cars that are not energy efficient—only 38% would favor such a measure.
- Forty-one percent would support greater emphasis on building nuclear energy power plants, with 34% saying it should be given less (18% say same emphasis).
- 46% favor more emphasis on coal or oil-fired power plants, while 35% say there should be less emphasis (14% say same).

TURKEY

[ARI Foundation](#) / [Infakto Research Workshop](#)

Turks widely endorse putting more emphasis on building more alternative energy systems and requiring utilities to use them. In comparison to other counties, a somewhat modest majority believes that making a major shift to alternative energy sources will save money in the long run, though very few believe this would be too costly for the economy. Turks are one of the few nations with a majority (though modest) that favors putting greater emphasis on building coal or oil-fired power plants to deal with the problem of energy.

- A very large majority of Turks (84%) support greater emphasis on installing wind and solar energy systems, while 71% would favor requiring utilities to use more alternative energy sources, even if this might cause increased costs in the short run.
- Presented two arguments about the possibility of making a major shift to alternative energy sources, a majority of Turks (57%) take the position that “this would save money in the long run” due to the rising cost of energy, while just 19% take the opposing view that “this would cost so much money that it would hurt the economy.”
- 83% support putting greater emphasis on making buildings more energy efficient, while a smaller majority (63%) favors the government requiring businesses to use energy more efficiently, even if this might make some products more expensive.
- A majority of Turks (56%) favor having an extra charge on the purchase of cars and appliances that are not energy efficient, with about one-quarter (26%) opposing this measure.
- Turks tend to say building nuclear energy power plants should receive greater emphasis (48%), rather than giving it less (26%) or the same amount (12%).
- A modest majority (52%) would support greater emphasis on building coal and oil-fired power plants as a way of dealing with problem of energy, compared to 26% who say it should be emphasized less (11%: same).

AFRICA:

KENYA

[Research Path Associates Limited](#)

Kenyans stand out in their support for nearly all approaches to energy. They have the most widespread support for the government requiring an extra charge for the purchase of appliances and cars that are not energy efficient out of all countries polled. Kenyans are also among the largest majorities favoring greater emphasis on the installation of wind or solar energy systems out of all those polled. However, Kenyans have the largest majority that favors putting greater emphasis on building coal or oil-fired power plants.

- An overwhelming majority (88%) favors placing more emphasis on installing wind or solar energy systems, and 87% also favor requiring utilities to use alternative energies, even if costs increase in the short run.
- Almost two-thirds of Kenyans (64%) agree that a major shift to alternative energy sources such as wind and solar would save money in the long run. Roughly one third (34%) favors the position that this would be so costly it would damage the economy.
- A large majority (75%) would favor modifying buildings to make them more energy efficient, and 71% believe the government should require businesses to use energy more efficiently, even if this would make some products more expensive.
- Nearly three-quarters (74%) support the government requiring an extra charge for the purchase of appliances and cars that are not energy efficient, while just 25% are opposed.

- A majority (57%) of Kenyans say nuclear energy sources should receive greater emphasis, compared to 29% that say it should receive less (8% say the same emphasis).
- 69% of Kenyans support greater emphasis on building coal or oil-fired energy plants, while only 5% favor less emphasis (28%: same).

NIGERIA

Market Trends Research International

Nigerians are one of two publics (along with Mexico) divided on whether the government should require businesses to use energy more efficiently even if this might make some products more expensive, and have relatively modest support for greater emphasis on making buildings more energy efficient. Nigerians are one of five publics where a majority favors greater emphasis on coal and oil-fired power plants. However, large majorities of Nigerians support making a major shift to alternative energy sources, and an increased emphasis on wind and solar energy systems.

- A majority (77%) favors increased emphasis on installing alternative energy systems such as wind or solar and 71% favor the government requiring utilities to use alternative energies even if this increases costs in the short run.
- Presented two arguments about the possibility of making a major shift to alternative energy sources, a majority (63%) of Nigerians take the position that “with the rising cost of energy, it would save money in the long run,” while 32% say that this would cost so much “it would hurt the economy.”
- A majority of Nigerians (55%) support greater emphasis on modifying buildings to make them more energy-efficient, but they are also divided (49% in favor, 46% oppose) on whether the government should require businesses to use energy more efficiently if this might make some products more expensive.
- Nigerians have mixed feelings (44% in favor, 46% oppose) about whether the government should require an extra charge on models of appliances or cars that are not energy efficient.
- A majority (56%) says building new nuclear energy sources should receive greater emphasis, while 25% say this should receive less emphasis (9% say same emphasis).
- 56% of Nigerians say greater emphasis should be placed on building new coal or oil-fired power plants, while 28% says this should receive less emphasis (11%: same).

ASIA/PACIFIC:

CHINA

[Fudan Media and Public Opinion Research Center \(FMORC\), Fudan University](#)

The Chinese have the highest level of support for greater emphasis on building nuclear energy plants, though a larger majority would also favor increased emphasis on installing more solar or wind energy systems. They also endorse the argument that making a major

shift to using alternative energy would have greater cost savings in the long run over the argument that the short term costs would be too prohibitive. They widely agree with increasing energy efficiency by modifying buildings and requiring businesses to be more efficient, while modestly supporting charging more for appliances and cars that are energy inefficient.

- 84% of Chinese respondents support installing more solar or wind energy systems, and 75% favor making the increased use of alternative energy by utilities mandatory, despite possible short term cost increases.
- Presented two positions, a large majority (78%) agrees with the argument that shifting to use wind, solar, and other alternative energy sources would result in long term cost savings because of current rising energy costs. Only 8% prefer the view that says the high costs of shifting to alternative energy would hurt the economy too much.
- Eight in 10 (80%) Chinese respondents favor placing more emphasis on making buildings more energy efficient. Two-thirds (66%) favor requiring that businesses use energy more efficiently, although this may increase the price of some products.
- A plurality (48%) agrees with having an additional charge for energy inefficient appliances and cars, compared to 33% who disagree.
- 63% support an increased emphasis on building nuclear power plants, compared to 10% who would like a decreased emphasis (6% the same emphasis as now).
- 42% would favor greater emphasis on coal or oil-fire energy plants, while 36% say they should be emphasized less (11%: same).

HONG KONG

[Hong Kong University Public Opinion Programme](#)

People in Hong Kong widely support the government requiring utilities to use alternative energies and businesses to use energy more efficiently, but their support for greater emphasis on installing alternative energy systems and modifying buildings to make them more energy efficient is significantly lower than most other publics polled. They have the second-largest majority out of all the Greater China publics polled that agree that a major shift to alternative energy sources will save money in the long run. Like the public in Macau, people in Hong Kong say there should be less emphasis on building new nuclear energy power plants, while the publics in mainland China or Taiwan say there should be greater emphasis.

- 59% say that greater emphasis should be given to installing alternative energy systems, while an even greater 78% favor requiring utilities to use more alternative energy sources such as wind and solar, even if this could increase costs in the long run.
- 83% support the argument that making a major shift to alternative energy sources will save money in the long run due to the rising cost of energy, while only 10% believe that such a shift would be so costly it would hurt the economy.

- A slight majority (51%) says that there should be greater emphasis on modifying buildings to make them more energy efficient, while 71% would favor the government requiring businesses to use energy more efficiently, even if this might make some products more expensive. A modest majority (55%) would also favor the government requiring an extra charge on the purchase of models of cars and appliances that do not use energy efficiently.
- 35% of people in Hong Kong say that there should be less emphasis on building new nuclear power plants as a way of dealing with energy, while 22% believe it should be greater (32%: same emphasis).
- Nearly one-third (30%) favor less emphasis on building new coal or oil-fired power plants, compared to 23% who call for greater emphasis. 34% believe that the emphasis should remain the same.

INDIA

[Centre for Voting Opinion & Trends in Election Research \(CVoter\)](#)

Indians endorse focusing more attention on alternative energy sources and installing new wind and solar energy systems, but they have some of the most modest levels of support for modifying buildings to make them more energy efficient. India also expresses comparatively modest support for the argument that switching to alternative energy sources will save money in the long run. India is among the publics that favors greater emphasis on new nuclear energy sources, but is less supportive of coal or oil-fired power plants.

- 62% of Indians would favor more emphasis on installing wind and solar energy systems, while 63% support the government requiring utilities to use more alternative energy sources, even if this might increase costs in the short-run.
- Given two positions about the possibility of making a major shift to alternative energy sources, 51% of Indians favor the view that “with the rising cost of energy, it would save money in the long run,” while just 29% say that this would be so costly it would hurt the economy.
- A modest majority of Indians (54%) favors greater emphasis on modifying buildings to make them more energy efficient, but an even greater majority (62%) supports the government requiring businesses to use energy more efficiently, even if this might make some products more expensive.
- 47% of Indians would favor having an extra charge on the models of appliances and cars that are not energy efficient, while only 27% would oppose such a measure.
- A majority of Indians (51%) favors increasing emphasis on building new nuclear energy power plants, while 16% say this should have less (17% say the same emphasis).
- 36% believe greater emphasis should be given to building more coal or oil-fired plants, with 27% saying they should be given less (24%: same).

INDONESIA

[Synovate](#)

Indonesians are unusual in that plurality is opposed to energy efficiency standards for businesses, although a majority does favor greater emphasis on modifying buildings to make them more energy efficient and they have are one of the largest majorities favoring an extra charge for inefficient appliances and cars. Support for use of alternative energy sources is more modest than in other publics; they express relatively weak support for a shift to alternative energy that could save money in the long run and requiring utilities to use more alternative energy sources.

- Nearly two-thirds (64%) of Indonesians say that greater emphasis should be placed on solar and wind energy systems and 65% say that utilities should be required to use more alternative energy sources, despite this requirement raising short run costs.
- Presented two positions about making a shift to using more alternative energy sources, 59% take the view that this would save money due to rising energy costs, while just 15% agree with the position that it would cost too much.
- A majority of Indonesians (55%) support modifying buildings to be more efficient, while, a plurality (47%) opposes mandating that businesses increase energy efficiency if this may increase the cost of products (37% favor).
- Three in of five (61%) favor applying an extra charge to the purchase of appliances and cars that are not energy efficient, while 21% oppose such a charge.
- 40% want less emphasis on building nuclear power plants, compared to 23% who want more emphasis on this approach (10% that say it should remain the same).
- Half of Indonesians (50%) express support for greater emphasis on the building of coal and oil-fired power plants, while 24% say there should be less (10%: same).

MACAU

[University of Macau](#)

Like other publics in the Greater China region, majorities in Macau widely favor government requirements for using alternative energy sources but have more modest support for greater emphasis on installing wind and solar energy systems in comparison to other publics. Along with people in Hong Kong, they favor government action on energy efficiency and more widely reject greater emphasis on both nuclear and coal or oil-fired power plants as ways of dealing with the problem of energy than the publics in mainland China or Taiwan.

- 64% in Macau would favor greater emphasis on installing solar and wind energy systems, while more than three in four (76%) would support the government requiring utilities to use more alternative energy systems, even if this could increase costs in the short run.
- A large majority (79%) of Macau-Chinese would take the view that a major shift to alternative energy sources would save money in the long run, while just 9% take the position that this would be too costly and would damage the economy.
- 56% would favor more emphasis on modifying buildings to make them more energy efficient, and more than seven in 10 (71%) support the government

- requiring businesses to use energy more efficiently, even if this might make some products more expensive.
- A slight majority (53%) favors having an extra charge on the purchase of cars and appliances that are not energy efficient, while 35% would oppose such a measure.
 - Slightly fewer than half (44%) call for less emphasis on building new nuclear energy plants, compared to 23% who favor greater emphasis (17% favor the same amount).
 - 30% say there should be greater emphasis on building coal or oil-fired power plants, while 28% believe there should be less (25%: same).

SOUTH KOREA

[East Asia Institute](#)

South Koreans have the largest majorities in the poll favoring greater emphasis on expansion of solar and wind energy, mandating the use of alternative energy sources by utilities, and supporting a shift to alternative energy because it would save money in the long run. They are also among the most supportive of modifying buildings to increase energy efficiency and requiring businesses to be more efficient. South Koreans are among publics most favorable to greater emphasis on building nuclear power plants.

- 89% of South Koreans favor more emphasis on solar and wind energy installations, and an overwhelming 96% favor a requirement for utilities to rely more on alternative energy sources, regardless of increased short term costs.
- A very large majority (86%) takes the view that shifting to alternative energy would save money in the long run because of increasing energy costs, while 12% instead feel that this would be too costly.
- 85% support more emphasis on the modification of buildings to conserve energy and roughly three-quarters (74%) support requiring businesses to be more energy efficient, even if this raises prices on products.
- More than half (53%) of South Koreans approve of a proposed additional charge for inefficient appliances and cars, while 43% oppose such a charge.
- A slim majority (55%) favors a greater emphasis on building nuclear energy power plants, compared to 13% who favor less emphasis (28% favor same emphasis).
- South Koreans are divided on the question of emphasis on coal and oil-fired power plants with 33% preferring less emphasis and 31% preferring more emphasis (32% prefer same).

TAIWAN

[TVBS](#)

The Taiwanese have the most widespread support for requiring businesses to be more energy efficient among all publics polled. The Taiwanese also have the largest majority among the publics in Greater China that favors requiring utilities to use alternative energy and are among the largest majorities out of all publics polled. Large majorities also favor

more emphasis on solar and wind energy and the modification of buildings to conserve energy in comparison to people in Hong Kong and Macau.

- Roughly four out of five (82%) Taiwanese favor placing a greater emphasis on installing solar and wind power sources, while an even larger majority (88%) supports requiring the use of more alternative energy by utilities, even if this increases costs in the short term.
- Presented two arguments about making a major shift to using more alternative energy sources, 84% agree that this would save money on energy costs in the long run, and only 7% would say this shift would cost too much and hurt the economy.
- A large majority (73%) says that modifying buildings to be more energy efficient should be emphasized more, while an even larger majority (80%) favors mandatory energy efficiency standards for businesses, even if the costs could be passed on to consumers when they buy products.
- More than half (55%) of Taiwanese support an extra charge being applied to the purchase of appliance and car models that are not energy efficient, compared to 40% who oppose such a charge.
- Four in 10 (40%) favor greater emphasis on the building of nuclear power plants, while 21% say less (30% say same).
- 34% believe there should be less emphasis on building coal or oil-fired power plants, while 29% believe there should be more (27%: same).

THAILAND

[ABAC Poll Research Center, Assumption University](#)

Thais widely support greater use of alternative energies such as wind and solar and are among the supporters of requiring businesses and buildings to be more energy-efficient. However, Thailand has the largest majority opposed to an extra charge on the purchase of appliances and cars that are not energy efficient. Thais tend to say more emphasis should be given to building coal or oil fired power plants, and lean toward saying less emphasis should be given to building new nuclear energy power plants.

- Three in four (75%) in Thailand would favor greater emphasis on installing alternative energy systems such as wind and solar and a similar number (73%) say that the government should require utilities to use more alternative energy systems, even if this could increase costs in the short run.
- Presented two arguments about making a major shift to alternative energy sources, 59% of Thais agree that such a shift would save money in the long run due to the rising cost of energy, while only 13% take the position that this would be so costly it would hurt the economy.
- 73% would favor greater emphasis on modifying buildings to make them more energy efficient, and 65% would support the government requiring businesses to use energy more efficiently, even if this might make some products more expensive in the long run. However, 64% reject the government requiring an extra charge on models of cars and appliances that are not energy efficient.

- 31% of Thais say that less emphasis should be given to building more nuclear energy power plants, while 22% say it should be given more (10% say same emphasis).
- A plurality (41%) favors greater emphasis on building coal or oil-fired power plants, while 19% say they should receive less emphasis (13%: same).