

**PIRC**

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# **Variable Outlook**

**The portrayal of renewable  
energy in the media**

**July 2011**

## ABOUT PIRC

Public Interest Research Centre (PIRC) is an independent charity, whose work is aimed towards building a sustainable society. Through research and advocacy, we press for the structural changes needed to effectively tackle climate change and ecological degradation.

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# Variable outlook

## The portrayal of renewable energy in the media

Media content and imagery often provide the raw material most of us use for making sense of the world. They also have a knock-on effect on our political institutions: what people perceive and believe, and at least as importantly what politicians think they believe, is likely to limit the political space available for action. The media matters, in other words.

With this in mind, **PIRC** was particularly interested in examining the ways in which renewable energy was covered during periods of particular focus over 2009. While the – predominantly contrived – debate over climate science has since taken centre stage in the denial lobby’s efforts to impede effective action, during important policy debates in 2009 and since, media attention to renewable energy has arguably played an equally significant role.

To illuminate what kind of role this was, PIRC examined coverage of renewables across four major British newspapers in July 2009 – the month that saw the release of the Government’s Renewable Energy Strategy. The four newspapers chosen were, firstly, the highest-circulation dailies in their respective categories: the tabloid newspaper **The Sun**, the mid-market **Daily Mail**, and the broadsheet **Daily Telegraph**. To offset the generally right-wing orientation of these papers the liberal broadsheet **The Independent** – which has a strong reputation for pro-environmental coverage – was also added. All articles found that mentioned renewable energy explicitly were noted; more ambiguous or implicit mentions were discarded.

The resulting selection was then sorted according to several categories:

- » the **prominence** of renewable energy in each article;
- » whether each article conveyed a positive, negative, mixed, ambiguous or neutral **attitude** towards renewables;
- » if identifiable, the **main source** of each article;
- » the **key themes** in each article; and, also
- » if identifiable, the **author**.

Some interesting patterns tended to emerge from this study. Firstly, some of our perceptions tended to be confirmed in relation to the positive or negative orientation of each outlet towards renewable energy - with rightwing papers, and the Daily Mail in particular, generally more hostile to renewables than the liberal Independent.

- » By far the most positive was the **Independent**, in which 51% of articles conveyed a positive attitude towards renewables, while only 2.5% - roughly 1 in 40 - was negative.
- » In the **Daily Mail**, by contrast, just under half (46%) of all articles mentioning renewables were negative, while only 15% were positive. Of articles centrally concerned with renewables in the Daily Mail, 75% were negative, and only 8% positive.
- » **The Sun** likewise was broadly more negative than positive in its coverage: of all articles that conveyed a position, 60% were negative, 40% positive. Out of these, the picture was starker among those which featured renewable energy in a central or significant position: 75% were negative, 25% positive. Strikingly, two thirds of negative articles - and all comment articles - were written by Jeremy Clarkson: an indication of the denial lobby's significant presence in the paper's opinion pages, and a hint, given the popularity of Clarkson's books and other vehicles, of a major source of misreporting on both climate change and energy policy.
- » **The Telegraph**, however, revealed a mixed picture. Of all articles

conveying an attitude to renewable energy, 67.5% were positive, 32.5% negative. But there was a tendency for negativity to be concentrated in those items in which renewables were most prominent. The greater the focus on renewable energy in an article, in other words, the higher the likelihood that the Telegraph covered it in a negative way. Of all articles conveying a position in which renewables featured either significantly or centrally, 57% were positive and 43% negative; while for those in which it featured in a central position, 57% were negative and 43% positive.

**Cost** as a theme tended to be associated with negative coverage: in the Sun, no articles in which cost featured as a main theme were positive; while 60% were negative and none positive in both the Daily Mail and the Telegraph.

By contrast, **jobs and employment** tended to be associated with positive coverage. In the Daily Mail, two thirds of articles in which jobs were a central theme conveyed a positive attitude towards renewables, and none were negative; while in both the Independent and Telegraph, 60% were positive and none negative.

**Green issues** were significantly associated with renewables in the Sun and Independent, in which they featured in 55% and 44% of articles respectively; but less so in the Daily Mail and Telegraph, in which in both cases they featured in just over a quarter (27%) of items. Green issues were associated with positive attitudes towards renewables (strongly in the Telegraph and Independent) in all papers but the Daily Mail, in which 57% of such items were negative, and none positive.

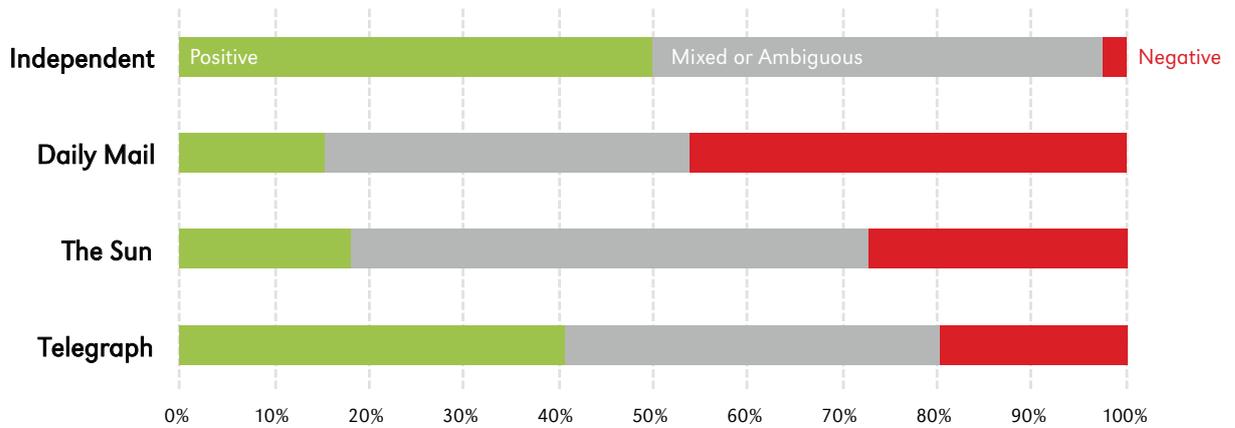
It was only in the Telegraph that **variability of supply and need for backup** featured as main themes – though these issues did appear at various points in negative coverage elsewhere, particularly in the Daily Mail. Since all of these items in the Telegraph were letters, this may reflect the more detailed reflections of its readership, the paper's willingness to give space to them, or a combination of both. The idea of renewable energy's variable output and need for backup supply were associated predominantly with negative coverage: 83.5% of all items focusing on variability were negative, and none positive.

In all papers, there was an association between **business** – as either a source or central theme of articles – and positive attitudes towards renewables. In the Daily Mail, all business-sourced articles that took a position were positive, while none were negative. In the Sun and Independent, 100% of articles in which business was the main source were positive towards renewables; while in the latter, 100% of business-themed articles that took a position were also positive towards renewables. In the Telegraph, of those that conveyed a position, 85.5% of business-sourced articles were positive, 14.5% negative, and 100% of business-themed articles that conveyed a position were positive towards renewables.

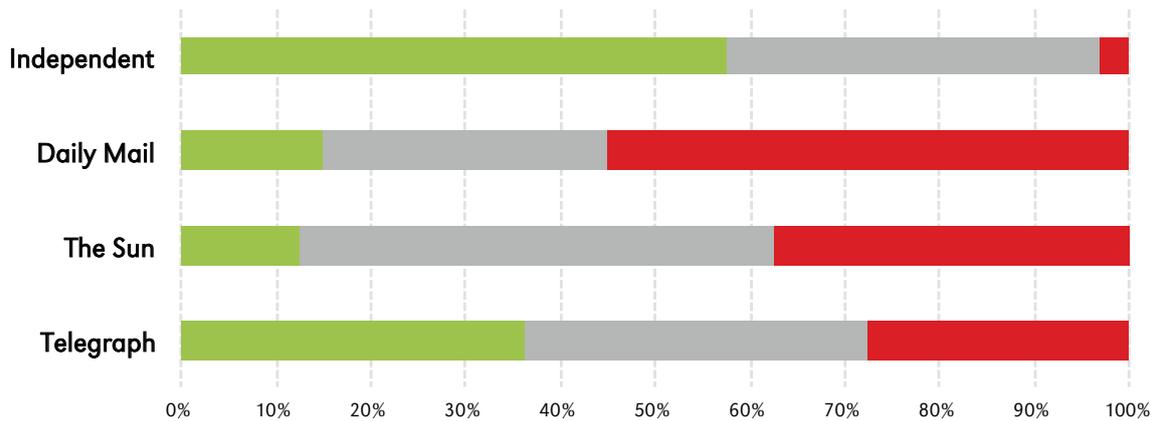
**Government** as a main source of stories tended to be associated with positive orientations towards renewables in all papers (though less strongly in the Sun) except the Daily Mail, in which they actually tended to be associated with negative attitudes towards renewables. The reason for this seems to be the tendency of that paper to “spin” stories which may have originated from Government through alarmist reportage and the use of other sources – such as the Taxpayers’ Alliance – to offset or occlude any positive messages. This should give pause – in this case at least – to overstatements of the Government’s ability to act as the “primary definer” of the message.

Nevertheless, concerns regarding the press’s undue reliance on outside sources for its material do seem to be strikingly vindicated in the case of business-themed articles. Overwhelmingly, the papers appear to rely on business as a source of business-themed stories. If this can be generalised beyond coverage of renewables, it seems to be a very worrying development: effectively, there seems to be a heavy reliance on one of the most powerful sectors of our economy and society to report stories about itself. In the Sun and Daily Mail respectively there is only one business-themed story; in both cases, business is the main source. In the Independent, all articles by Business Editor Sarah Arnott have business as a main source. In the Telegraph, 92.5% of business-themed articles have business as a main source (as do 75% of stories in which business, the economy, the market for renewables or investment in renewables is a main theme). While this is an unexpected and tangential finding, it tends to vindicate concerns about the role of the media voiced elsewhere, and raises some worrying questions about its impact on political institutions and public awareness.

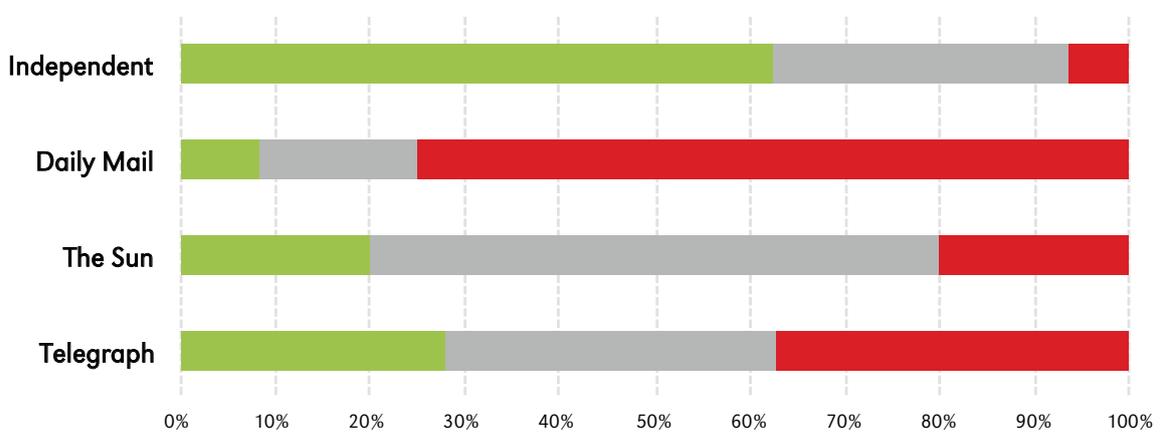
All articles in which renewable energy featured



Articles in which renewable energy featured either **significantly** or **centrally**



Articles in which renewable energy featured **centrally**



Overall, this study suggests some degree of correlation between the ideological alignment of papers and their coverage of renewable energy.

Right-wing papers thus tend somewhat towards more negative coverage, particularly when the upfront cost of renewable energy deployment by Government is involved. This seems to be mitigated to some extent, however, by coverage focusing on business, economic benefits and the creation of employment. Nevertheless, this is a broad-brush, provisional study, and more research carried out in the near future would be valuable in furthering our insight into this area.

**Tim Holmes**

**Public Interest Research Centre**

**July 2011**

# Results by paper

## 1. Daily Mail

### Positive / negative

**Just under half (46%) of all articles mentioning it were negative towards renewable energy, while only 15% were positive**

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**Of articles centrally concerned with renewable energy, 75% were negative, while only around 8% were positive**

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Of articles in which renewable energy featured either significantly or centrally, 55% were negative, while only 15% were positive

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Of articles expressing a broadly positive attitude towards renewable energy in which a “main source” could be identified, 50% were NGOs and 50% business sources

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58% of articles broadly negative to renewable energy and 50% of those positive towards renewables were letters

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### Sources

One third of articles centrally concerned with renewable energy had a Government or “official” source as their main source of information

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**In articles of which government was the main source, 100% were news articles; 50% were broadly negative towards renewable energy, and none were positive**

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**100% of articles in which NGOs were the main source were positive towards renewable energy**

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Of articles in which business was the main source, 1/3 were positive towards renewables, while 2/3 were ambiguous or mixed, **and none were negative**

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## Themes

Green issues were a central theme in just over a quarter (27%) of articles, while cost was a central theme in just under a fifth (19%)

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Of articles expressing a broadly positive attitude towards renewable energy, jobs and employment were central themes in 50%, while business, manufacturing or the economy were likewise central themes in 50%

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In articles expressing a broadly negative attitude towards renewable energy, climate change and “green” issues were central themes in one third; while cost was a central theme in 25%

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**None of the articles in which “green” issues were a main theme were clearly or unambiguously positive in their attitude towards renewables, and 57% were negative**

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**None of the articles in which cost was a main theme were clearly or unambiguously positive in their attitude towards renewables, and 60% were negative**

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**2/3 of articles in which jobs or employment were central themes were positive in their attitude to renewables, and none were negative**

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**2/3 of articles in which aesthetics was a central theme were negative in their attitude to renewables, and none were positive**

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**100% of articles in which the effectiveness of renewables was a central theme were negative**

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## 2. The Sun

### Positive / negative

Just over a quarter (27%) of all articles mentioning renewable energy were negative towards renewable energy, while just under a fifth (18%) were positive

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**Of all articles that conveyed a position on the issue, 40% were positive towards renewable energy, while 60% were negative**

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**Of all articles centrally or significantly concerned with renewable energy classed as conveying a position on the issue, 75% were negative, while only 25% were positive**

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### Sources

Just over a quarter (27%) of articles mentioning renewable energy had Government as a main source

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Of all articles centrally concerned with renewable energy, 40% had Government as a main source

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Of all articles centrally or significantly concerned with renewable energy, Government was a main source in a quarter (25%)

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**100% of articles of which business was the main source were positive towards renewable energy**

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Government was the main source in half (50%) of the articles centrally concerned with planned developments for the sector

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Government was the main source of 60% of news articles

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## Themes

**Of all articles mentioning renewable energy, “green” issues were a principal theme in 55%**; planned developments in the sector a principal theme in 55%; costs a principal theme in just over a quarter (27%)

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**Plans for the sector were a central theme in 80% of news articles; green issues in 60%; and cost in 40%**

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**No articles in which cost was a central theme conveyed a broadly positive attitude towards renewable energy**

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Of all articles centrally concerned with renewable energy, 80% had planned developments in the sector as a principal theme, whilst 40% had “green” issues as a principal theme;

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Green issues, government imposition and plans for the sector respectively were each principal themes in 50% of comment articles

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Green issues were a central theme in 50% of articles centrally concerned with planned developments for the sector; costs were also a central theme in 50% of these articles

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Of all articles centrally or significantly concerned with renewable energy, planned developments in the sector were a main theme in slightly under two thirds (62.5%); green issues in slightly over a third (37.5%); cost in a quarter (25%); and jobs in a quarter (25%)

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**Green issues were a central theme in all articles conveying a positive impression of renewable energy**, while business issues, plans for the sector and income were each central themes in 50%

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**2/3 of articles conveying a negative position on renewable energy featured plans for the sector as a central theme**, while government imposition, costs and green issues were central in 1/3; **2/3 were also**

**authored by Jeremy Clarkson**

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## **Types of article**

Of all articles centrally or significantly concerned with renewable energy, half (50%) were news articles, while the other half (50%) were comment or letters; 25% were by Jeremy Clarkson

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**Every comment article (and just under a fifth (18%) of all articles) was authored by Jeremy Clarkson, and all of them conveyed a negative position on renewable energy**

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**75% of all letters and comment pieces convey a negative attitude towards renewable energy**, and half are by Jeremy Clarkson

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No features or news articles took a broadly negative attitude towards renewable energy.

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## 3. The Independent

### Positive / negative

**Of all the articles mentioning renewable energy, only 1 out of 40 was negative.** (This was a letter, focusing on energy and nuclear energy specifically and featuring renewable energy as a central theme.)

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**Roughly half (51%) of all articles mentioning it were positive towards renewable energy. Just under half (46.5%) were neutral, ambiguous or mixed.**

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**Of all pieces featuring renewables in a significant or central position, a little under three fifths (57.5%) conveyed a positive attitude towards renewables.**

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Just under a third (31.5%) of all articles were news articles; a little less than this (29.5%) were features; while just under two-fifths (39%) were broadly comment or opinion pieces of some sort (opinion pieces, “soapbox” pieces, letters or editorials)

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Of all pieces featuring renewables in a significant or central position, 30.5% were news articles; around a fifth (21%) opinion pieces; around a quarter (24%) features; and a little under a fifth (18%) letters. A little less than one in six of these (15%) was also written by Michael McCarthy, the paper’s environment editor.

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### Sources

Government was the main source in 10% of articles; NGOs or campaigners were the main source in another 10%; business was a main source in 14.5% of articles.

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1 in 3 articles in which business was a main source conveyed a positive

attitude towards renewables, and **none were negative**.

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Of all items featuring renewables in a central position, around one in five (19%) had government as a main source.

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Of all articles in which Government was a main source, all were news articles, and all focused on plans for the sector. “Green” issues were a central theme in three quarters (75%), while cost was a central theme in one quarter (25%). **Half conveyed a positive impression of renewables (50%), while none were negative.** Half were authored by Michael McCarthy, the paper’s Environment Editor.

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**100% of items by Government ministers are positive towards renewables.**

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**Of all the articles in which NGOs or campaigners were the main source, three quarters (75%) featured green issues as a central theme; 75% were positive, and none were negative.** All were also feature articles, half (50%) were “puff pieces”, and a quarter (25%) were celebrity stories.

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## Themes

**A little under half (44%) of all articles had “green” issues as a central theme.** Roughly a quarter (24.5%) of all articles focused on plans for the renewable sector.

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**Of all pieces featuring renewables in a significant or central position, just under half (48.5%) focused on “green” issues.**

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**Of all the items conveying a positive attitude to renewables, two thirds (66.5%) focused on “green” issues.**

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Of all items featuring renewables in a central position, a little under half

(44%) had plans for the sector as a central theme; a little under two fifths (37.5%) had “green” issues as a central theme; just under one in five (19%) focused on Vestas.

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Of all stories that had “green” issues as a central theme, one third had Government or NGOs as a main source; a little over a quarter had plans for the sector as a main theme; **just under four fifths (78%) conveyed a positive attitude to renewables.** A little over a quarter (28%) were opinion pieces; and the same quantity were feature pieces. One in six (16.5%) were also by Michael McCarthy, the paper’s Environment Editor.

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**Of all stories in which jobs were a central theme, 60% were positive, and none were negative.** 40% also had Vestas as a central theme, 40% had green issues as a central theme, 40% had careers as a central theme; and 40% had investment in the sector as a central theme.

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**None of the articles in which cost featured as a central theme were positive, though none were negative either.** All also featured plans and “green” issues for the sector as central themes. 50% had Government as a main source.

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Of articles featuring plans for the sector as a central theme, Government is a main source in 40%, business in 30%. 50% also feature “green” issues as a central theme. 30% convey a positive attitude about renewables. 60% are news articles. 30% are by Michael McCarthy and 20% by Sarah Arnott.

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Of those articles in which business is a central theme, 40% are by Sarah Arnott. 60% are opinion pieces, 60% features and 40% interviews. 40% are positive, **and none negative.** 40% used business as a source. 40% focused on energy and 40% on investment in the sector.

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10% of all articles focused broadly on “spin” as a central theme. Of these, 50% also had Vestas as a central theme. 75% featured renewables in a central position, and another 25% in a significant position. 75% expressed a positive attitude to renewables, and none were negative. Half (50%) were

editorials, and 75% broadly opinion-based articles.

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Of the articles that focused on the market for renewables, 75% focused on “green” issues. All were broadly opinion-based articles, and 25% were by Ed Miliband. **All were positive.**

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Of the articles that featured Vestas in a central position, 75% were positive towards renewables, and none were negative. “Spin” was a central theme in 50%. 25% were by Ed Miliband. 50% were news articles.

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Of the articles centring on manufacturing, two thirds were positive. One third were by Ed Miliband.

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Of those articles focusing on investment in renewables as a central theme, 43% had business as a main source. 57% had plans as a central theme; 43% “green” issues; 43% the market for renewables; and 28.5% business. 57% were broadly opinion pieces.

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Of those articles featuring energy as a central theme, spin, business, green issues and plans for the sector were also themes in a third respectively. One third were by Michael McCarthy. 50% were broadly opinion-based pieces.

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## Types of article

Of all items featuring renewables in a central position, a little under half (44%) were news articles; one quarter (25%) were letters. **Just over three fifths (62.5%) conveyed a positive attitude to renewable energy.**

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Of all the news articles, a little under half (46%) featured plans as a central theme, and 30.5% “green” issues. 30.5% had Government as a main source, and 23% business. 38.5% expressed a broadly positive attitude to renewables.

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Of all the feature articles mentioning renewables, one quarter (25%) had

NGOs as a main source and one in six (16.5%) business. Just over two fifths (41.5%) have “green” issues as a central theme. Just under three fifths (58.5%) express a broadly positive attitude to renewables. One quarter are by Steve McCormack, and one in six by Sarah Arnott.

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**Of all the opinion pieces, 85.5% convey a positive attitude towards renewables; 71.5% feature “green” issues as a central theme;** 43% respectively feature business, investment in renewables or the market for renewables as central themes; and a little over a quarter (28.5%) are by Steve McCormack.

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**All editorials are positive towards renewables, and all broadly feature “spin” as a central theme.**

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Of all the letters, a little over a quarter (28.5%) are positive towards renewables, and one in seven are negative. 43% have “green” issues as a central theme; 28.5% respectively energy and plans for the sector. One in seven are by Ed Miliband.

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Of all interviews, two thirds are written by Sarah Arnott, feature business as a central theme and have business as a main source.

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**Of all the broadly opinion-based pieces, 62.5% are positive towards renewables.** 1 in 8 respectively are by the paper’s editors and by Government ministers. **56% feature “green” issues as a central theme.** Just under a fifth feature plans as a central theme.

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Of all the “puff pieces”, all are positive towards renewables. NGOs are the main source of two thirds; two thirds feature “green” issues as a central theme.

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Of articles by Michael McCarthy, 80% are news articles. 60% are positive towards renewables. 60% respectively feature “green” issues and plans as central themes. Government is a main source in 40%.

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**Of articles by Sarah Arnott, all feature business as a main source.**

75% respectively feature plans for and investment in the sector as main themes; 75% energy, energy policy or energy infrastructure; and 50% business.

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Of articles by Steve McCormack, two thirds feature “green” issues as a central theme; all are positive; all are features; and two thirds are opinion pieces.

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## 4. The Telegraph

### Positive / negative

**Of articles in which renewable energy featured in a central position, of those that conveyed a position on renewables 57% were negative, while 43% were positive.**

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**Of all articles conveying an attitude towards renewable energy, 67.5% were positive, while 32.5% were negative.**

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**Of all articles conveying a positive attitude to renewables, a little under half (45.5%) featured green issues as a central theme;** just over 1 in 5 (21%) plans for the sector; and business issues in just under a quarter (24%). A third (33.5%) are feature articles, and just over a fifth (21%) news articles. A little under 1 in 5 (18%) are by Geoffrey Lean.

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**Of all articles conveying a negative attitude to renewables, plans for the sector were a central theme in a little under half (44%),** variability in a quarter (25%), need for backup in just under a fifth (19%), and cost in just under a fifth (19%). 56% were news articles and 44% letters. 1 in 4 (25%) was by Louise Gray.

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### Themes

Green issues were a central theme in just over a quarter (27%) of all articles. Plans for the sector were a central theme in just under a third (31%) of all articles.

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Of articles in which renewable energy featured in a central position, plans for the sector were a central theme in around 2 in 5 (39.5%). Public attitudes to renewables were also a central theme in a little under 1 in 5 (18.5%). Variability and effectiveness of renewable energy respectively were central themes in a little over 1 in 10 (11.5%) of these articles. Just over 1 in 10

(11.5%) is by Geoffrey Lean or Louise Gray.

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Of articles in which renewable energy featured in a central or a significant position, Government was a main source in a little under a quarter (22.5%), while business was a main source in around 1 in 6 (15.5%). Plans for the sector were a main theme in just under 2 in 5 (38%). 45% of these articles were news articles, while 29.5% were letters. **57% of those conveying a position conveyed a positive attitude, 43% a negative one.** Public attitudes to renewables were a central theme in 14%.

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**Of articles that feature renewables in a marginal position, green issues were a central theme in a little over 2 in 5 (43.5%),** and business a central theme in just under 2 in 5.

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Of articles in which green issues were a central theme, 41% had business as a main source, 32% Government. A little over a quarter respectively also had business issues or plans for the sector as central themes. **Of those conveying a position on renewables, 88% were positive, 12% negative.** 41% were news articles. A little over a third (36.5%) were features. A little under a quarter (22.5%) were by Louise Gray.

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Of articles in which green issues, green living and green energy were central themes, 37.5% had business and 29% Government as a main source. Plans for the sector are a central theme in 29% of items, and business in a quarter (25%). 41% are news items, and 37.5% features. Just over a fifth (21%) are by Louise Gray.

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Of articles in which energy is a central theme, 44.5% respectively have plans for the sector as a central theme or are news articles. Three quarters (75%) of those taking a view are positive.

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**Of articles in which variability or backup are main themes, 100% are letters. 83.5% are negative towards renewables, and none are positive.**

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**Of articles in which business is a main theme, 92.5% have business as a main source.** 46% have green issues as a main theme, 38.5% investment in the renewables sector, and 31% the renewables market. **61.5% of them are positive, and none are negative.** Just under a quarter (23%) are by Amanda Andrews.

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**Of articles in which business, economy, market or investment are main themes, business is a main source in 75%. 62.5% are positive, and none are negative.** Amanda Andrews is the main source in just under a fifth (19%).

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Of articles in which the planning process is a central theme, Government or officials are main sources in 50%. Campaigners or NGOs are also main sources in 50%. Plans for the sector are a main theme in 75%, aesthetics 50% and public attitudes 50%. 50% are negative, and none are positive. All are news articles. Half are by Louise Gray.

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Of articles in which plans for the sector are a central theme, 52% have Government as a main source. Green issues are a main theme in just under a quarter (24%), Government support for renewables in a fifth (20%). 50% of those that convey a position are positive, 50% negative. 68% are news articles. A fifth (20%) are by Louise Gray.

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Of articles in which aesthetics were a central theme, plans for the sector were also in 60%; **public attitudes were also a main theme in 60%. Two thirds of those that took a position were negative.** Three fifths (60%) are news articles, two fifths (40%) letters. Two fifths (40%) are by Louise Gray

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**Of articles in which jobs are a main theme, 60% convey a positive attitude towards renewables, and none are negative.** 60% have Government as a main source. 60% are news articles.

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Of articles in which Government support for renewables is a central theme, 43% have Government and 28.5% business as a main source. Plans for the sector were a central theme in 71.5%. Green issues were a central theme

in 43%. Two thirds of those taking a position were positive. 57% are news articles.

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Of articles in which available resource is a central theme, variability is also a central them in 50%. One quarter are negative, and none are positive. 75% are letters, 25% news articles.

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**Of items in which variability is a main theme, 100% are letters, 80% are negative, and none are positive.**

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**Of items in which the need for backup is a main theme, 100% are letters and 100% are negative.**

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**Of items in which lifestyle or green living are main themes, 100% are features and 100% are positive towards renewables.**

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**Of items in which cost is a main theme, 60% have Government as a main source.** 60% also have plans for the sector as a main theme. **60% are negative, and none are positive.** 60% are news articles, 40% letters. 40% are by Louise Gray.

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**All items in which consumer electronics are a main theme are puff pieces, and all have business as a main source. All convey a positive attitude.**

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**Of items in which tourism is a main theme, 50% are positive and none negative.** All are features. All are by Lesley Gillian.

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## Sources

Government was a main source in 1 in 5 articles (20%). Business was a main source in just over a quarter (26%) of articles.

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**Of all articles of which business was a main source, business issues**

were a main theme in 57%, and green issues in 43%. Of all of these which conveyed an attitude, 85.5% were positive, while only 14.5% were negative.

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Of all articles of which Government was a main source, 81% have plans for the sector as a central theme; 44% green issues. **75% of articles which convey a view are positive, 25% negative.** 69% are news articles; and just under a third (31.5%) are by Louise Gray.

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100% of articles with campaigners as main sources are news articles; **two thirds of those which convey a view are negative**, one third positive.

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Of all articles in which NGOs or campaigners were main sources, green issues and plans for the sector were respectively central themes in 43% of items; effectiveness and planning issues 28.5%. 100% were news articles. **75% of those that conveyed a position were negative, 25% positive.**

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**Business is the main source in 80% of articles in which the market for renewables is the main theme and 62.5% of those in which investment in renewables is a central theme.**

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## Types of article

42% of articles in which renewable energy was mentioned were news articles.

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Just under a third (32.5%) of items featuring renewable energy in a central position were letters. Just over half (51%) were news articles.

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Just under a third (32.5%) of all news articles have Government as a main source; a little under a quarter have businesses as a main source. 50% have plans for the sector as a main theme. Just over a quarter (26.5%) have green issues as a main theme. Of all conveying a position, 44% are positive and 56% negative. Just over a quarter (26.5%) are by Louise Gray.

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Of feature articles, 57% have business as a main source. 43% have business as a main theme. All of those conveying a position are positive. Just over a fifth (21.5%) are interviews. Just over a fifth (21.5%) are by Amanda Andrews.

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Of letters, a little over a third (35.5%) have variability or backup as a central theme. **63.5% of those taking a position are negative, 36.5% positive.**

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Of interviews, all have business as a main source. 43% are in the Business section. A little under three quarters are positive towards renewables, and none are negative. 57% have business issues and 43% green issues as central themes.

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**Of items classified as “comment” articles, 100% are by Geoffrey Lean. 60% take a positive attitude to renewables, and none are negative.**

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Two thirds (66.5%) of analysis articles are by Geoffrey Lean. Two thirds are positive, and none are negative.

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**All puff pieces have business as a main source, and all are positive towards renewables.** 100% have consumer electronics as a main theme.

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**Of business section articles, 60% have business** and one fifth Government as a main source.

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Of articles Louise Gray authored or co-authored, 50% have Government as a main source. 50% respectively had plans and green issues as main themes. Two thirds that took a position were negative; one third positive. 90% were news articles.

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Of articles authored or co-authored by Geoffrey Lean, a little over a third (37.5%) focus on plans for the sector, and a quarter respectively on green issues, jobs, politics and energy. **100% of articles taking a position are positive.** 87.5% are features, comment or analysis articles.

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**75% of articles by Rowena Mason have business as a main source.**

Only a quarter convey a position on renewables, but 100% of those that do so are negative.

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# TOWARDS A SUSTAINABLE SOCIETY

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