



ANNEX 2



Gloucestershire County Council

Climate Change Survey

Report

October 2019

ANNEX 2

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- ❑ Background and Approach to Research
- ❑ Survey Findings
- ❑ Key Findings

Background and Approach to Research

- Gloucestershire County Council recently declared a climate emergency and as part of that, committed to developing a Gloucestershire-wide climate change strategy to support the county to become carbon neutral by 2050. The Council wished to seek the views of residents and businesses on what should be included in the strategy.
- To ensure the council has a robust set of views on which to base a new strategy Gloucestershire County Council commissioned the following:
 - A telephone survey of residents
 - An online survey
 - A telephone survey of businesses
- Taking each of these in turn....

Residents

- 1,000 telephone interviews conducted with a representative sample of residents from Gloucestershire County Council area.
- Quotas were placed on age and gender and District Council to ensure representativeness.
- Results are accurate to +/- 3.1%.
- Where there are any significant differences between District Councils and demographics these are highlighted in the report.

Online Survey of Residents

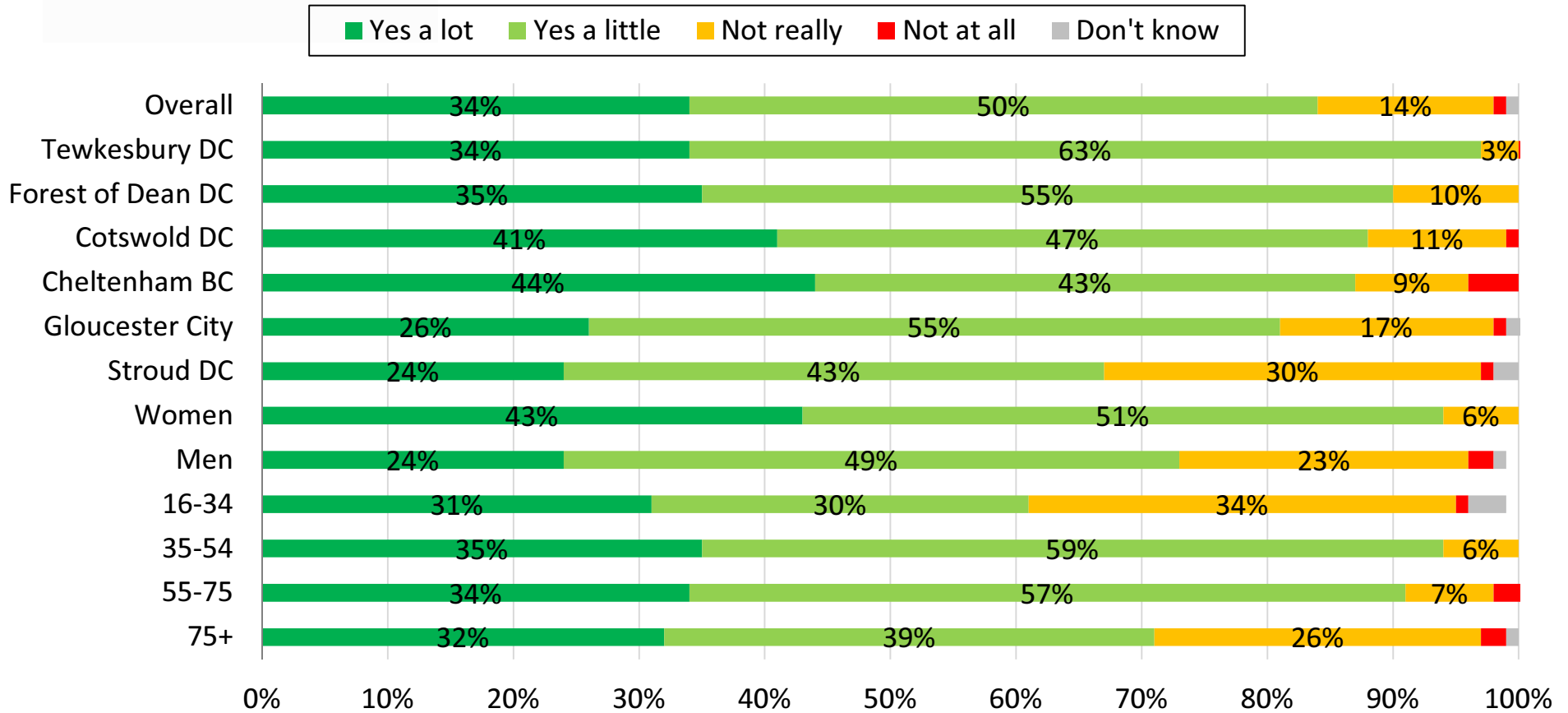
- A link to the survey was placed on Social Media and on the Council's website
- 2,293 responses were received.
- Please note that this is a self selecting sample and not necessarily representative of residents of Gloucestershire in terms of demographics.
- Results are accurate to +/- 2%.
- Where there are any significant differences between District Councils and demographics these are highlighted in the report.

Business Survey

- 200 telephone interviews were conducted with a random sample of businesses from the Gloucestershire County Council area.
- Quotas were set on business size (employees) to ensure that a minimum of 60 interviews were conducted with companies with 10 employees or more. 87 interviews were achieved with businesses of this size.
- Results are accurate to +/- 7%.
- Where there are any significant differences between large and small businesses there are highlighted in the report.

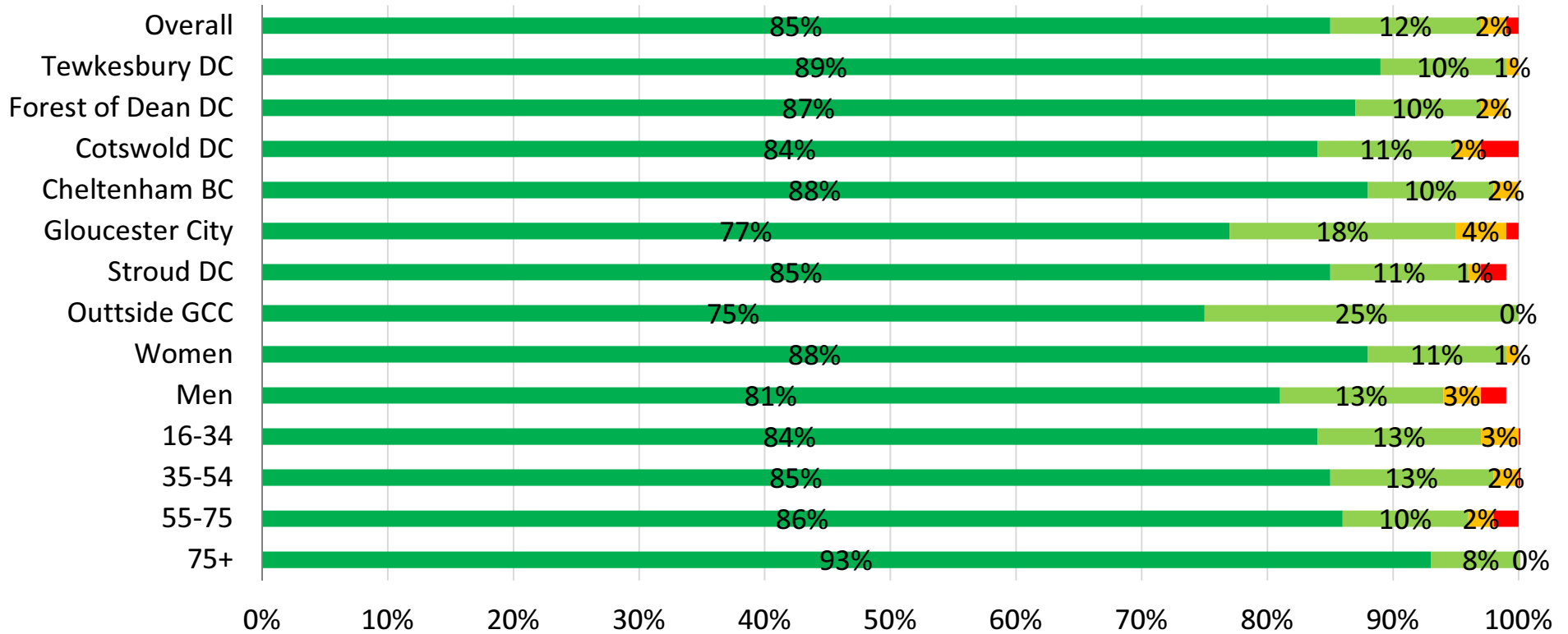
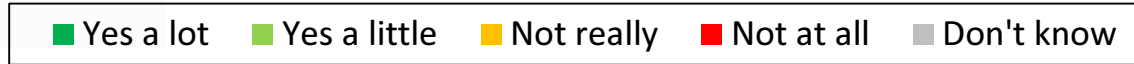
Survey Findings

Question 1a. Are you concerned about the impact of climate change?



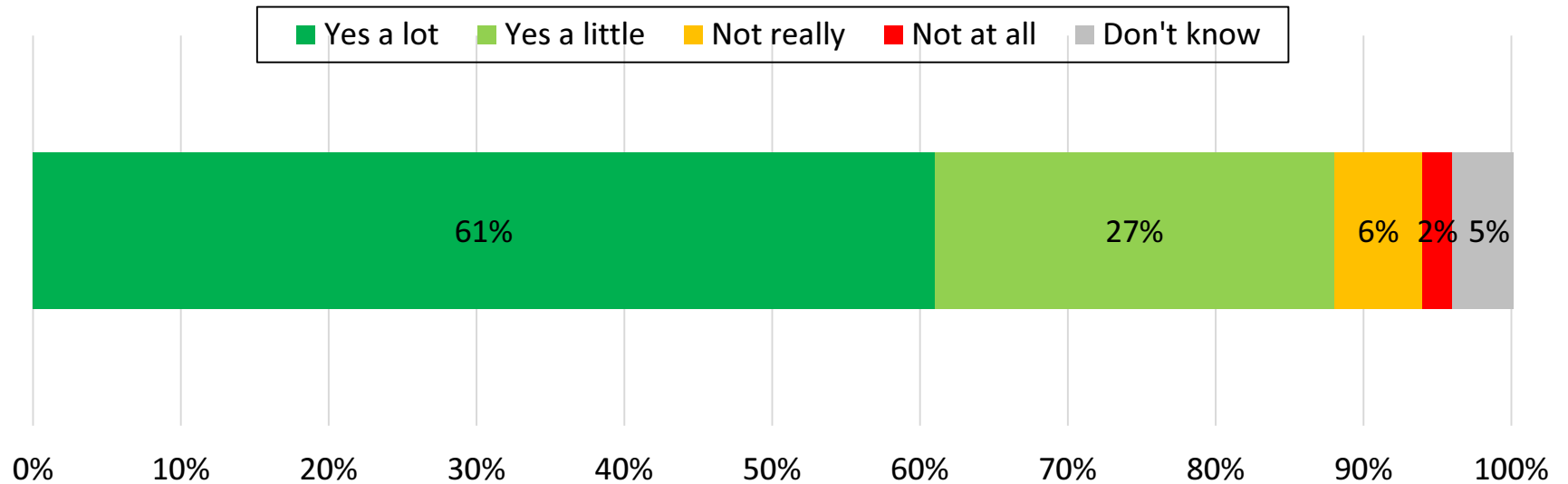
- 84% of residents were concerned (either a lot or a little) about the impact of climate change
- Those most concerned were those living in Tewkesbury (97%), women (94%) and those aged 35 – 55 (94%) and 55 – 74 (91%).
- Least concerned were those living in Stroud (67%), men (73%) and those aged 16 – 34 (61%)

Question 1a. Are you concerned about the impact of climate change?



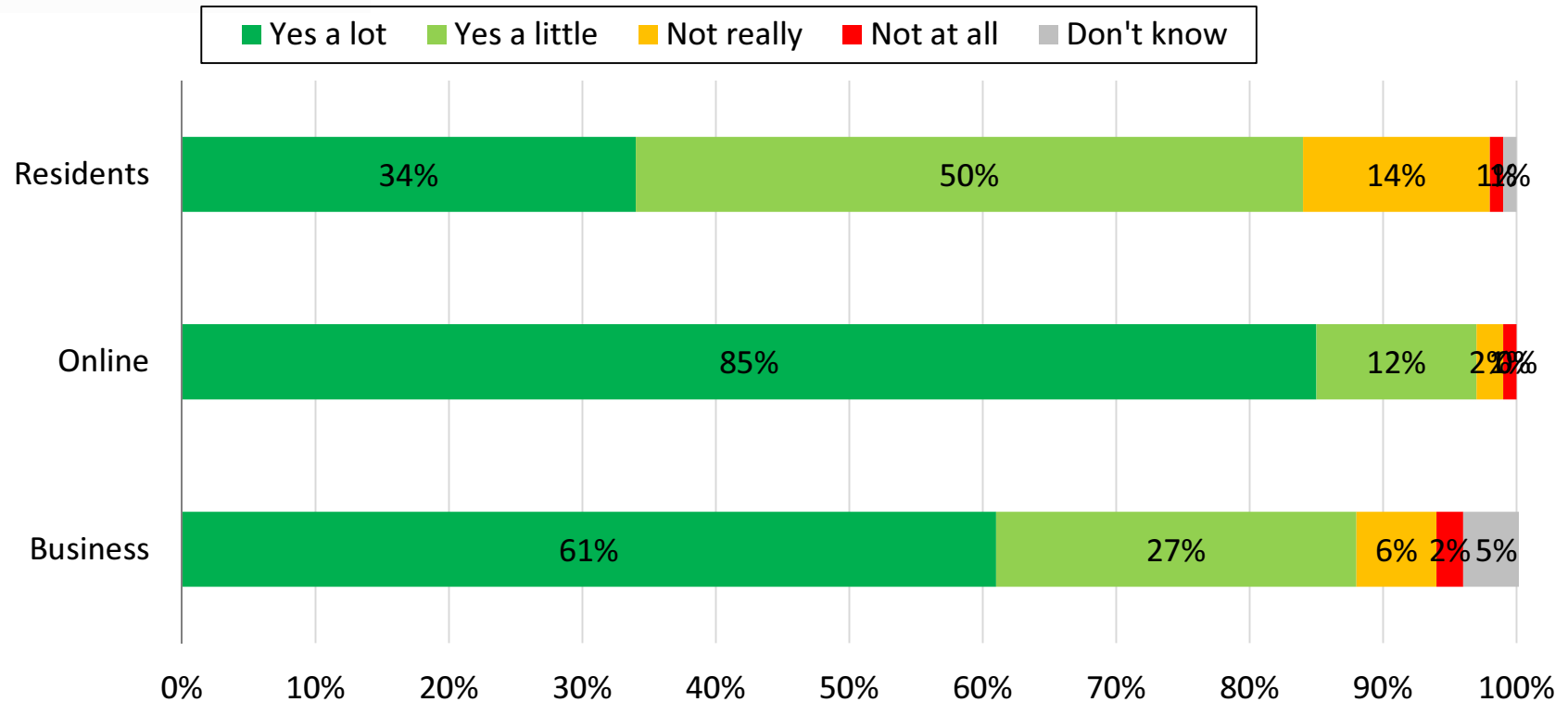
- 97% of residents were concerned (either a lot or a little) about the impact of climate change
- Women were more concerned than men (99% compared to 94%)
- There was very little difference by District Council

Question 1a. Are you concerned about the impact of climate change?



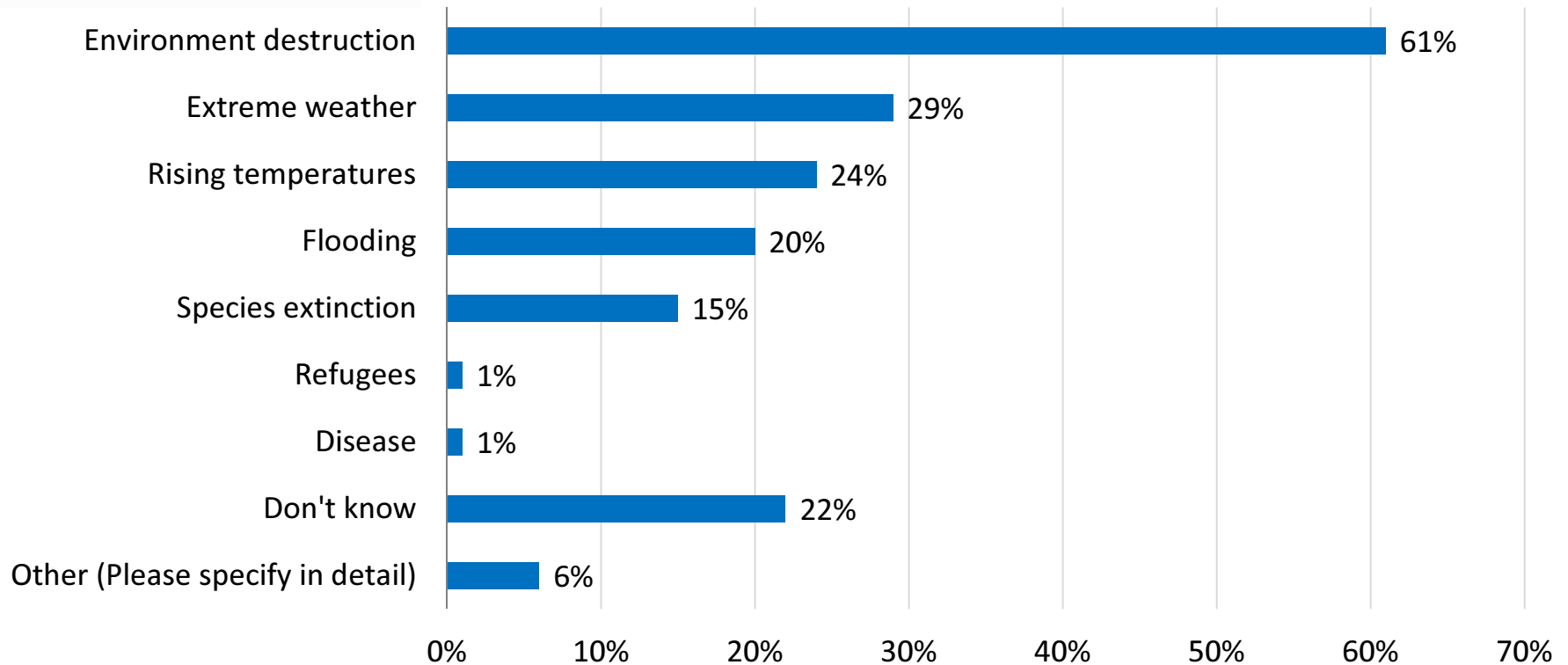
- 88% of businesses were concerned (either a lot or a little) about the impact of climate change

Question 1a. Are you concerned about the impact of climate change? % Comparison between groups



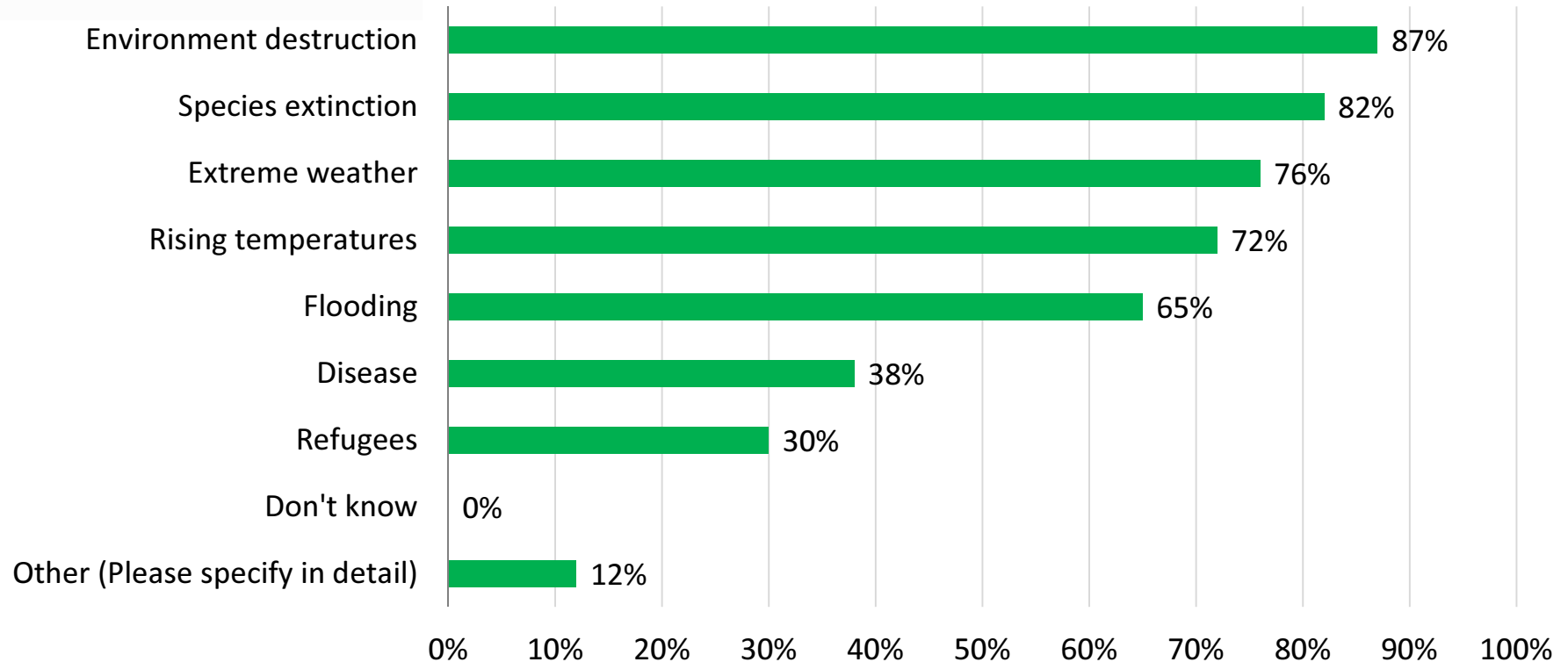
- Residents completing the survey online were much more likely to say that they were concerned a lot about climate change (85%) than residents completing the telephone survey (34%), and were also slightly more concerned than businesses (61%).

Question 1b. What concerns you most about climate change



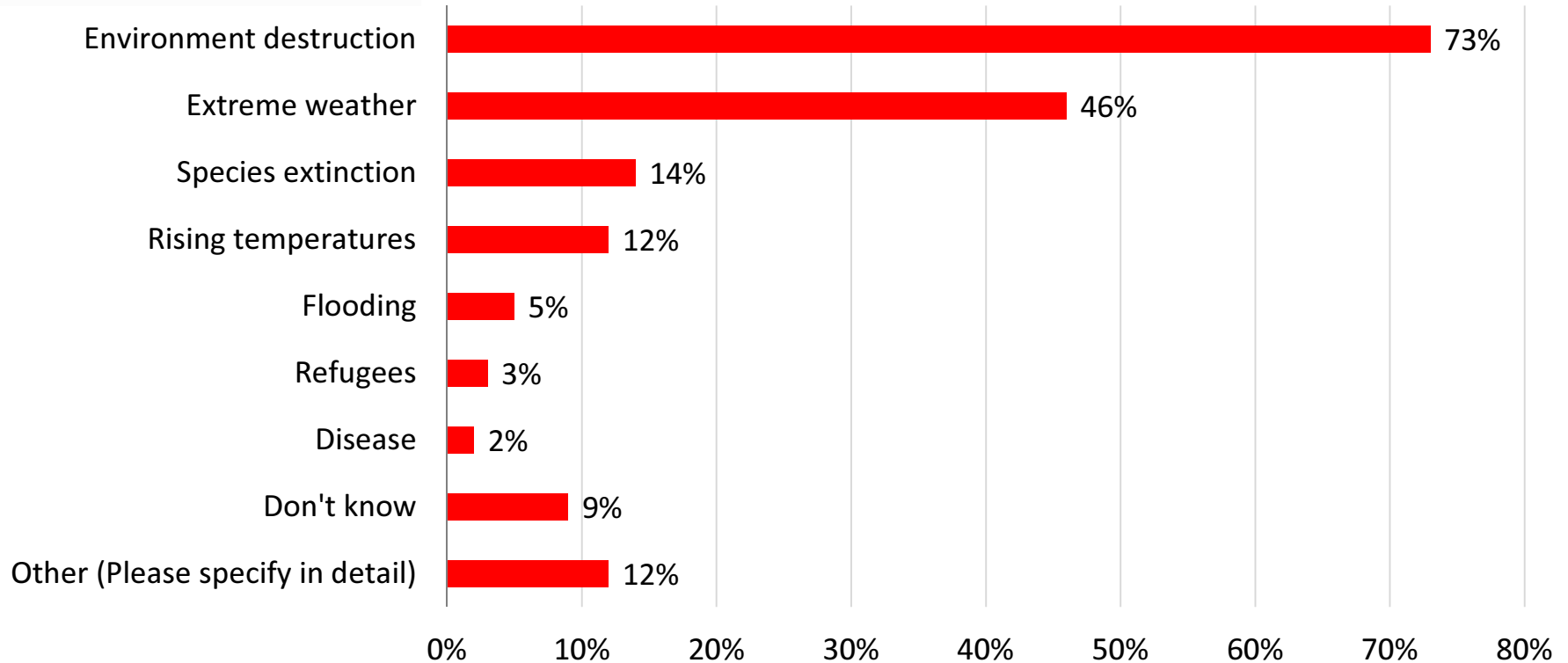
- Residents were mostly concerned about environment destruction (61%)
- Other concerns mentioned included *air quality/pollution/environmental damage, providing for future generation, extreme weather/natural disasters and lack of control/action*

Question 1b. What concerns you most about climate change



- Residents completing the survey online were mostly concerned about environment destruction (87%) and species extinction (82%)
- Other concerns mentioned included *Food and Water Shortages / Resource Scarcity, Civil Unrest and Conflict, Air Quality, Pollution and Environmental Damage, Providing For Future Generations and Human Survival*

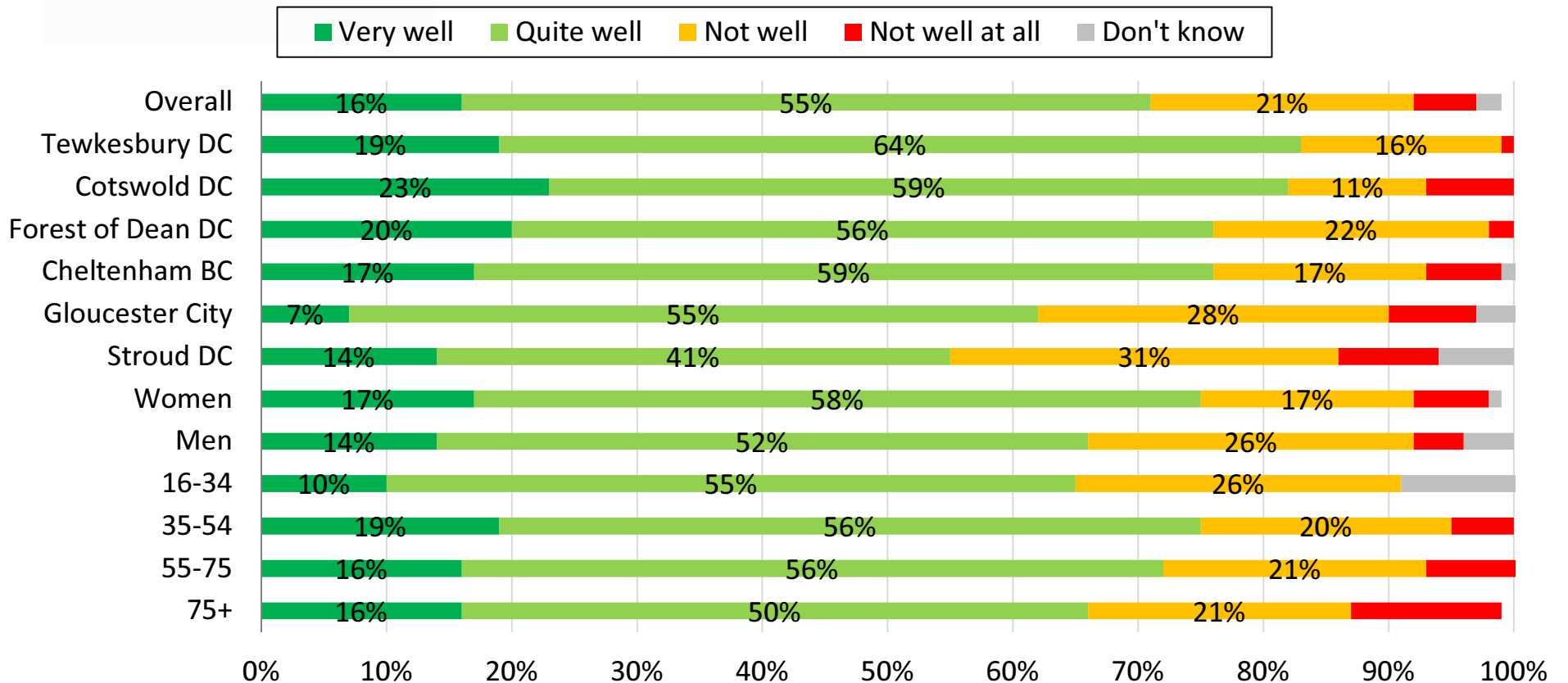
Question 1b. What concerns you most about climate change



- Businesses were mostly concerned about environment destruction (73%), followed by extreme weather (46%)
- Other concerns mentioned included *air quality/pollution/environmental damage, providing for future generation and wildlife*

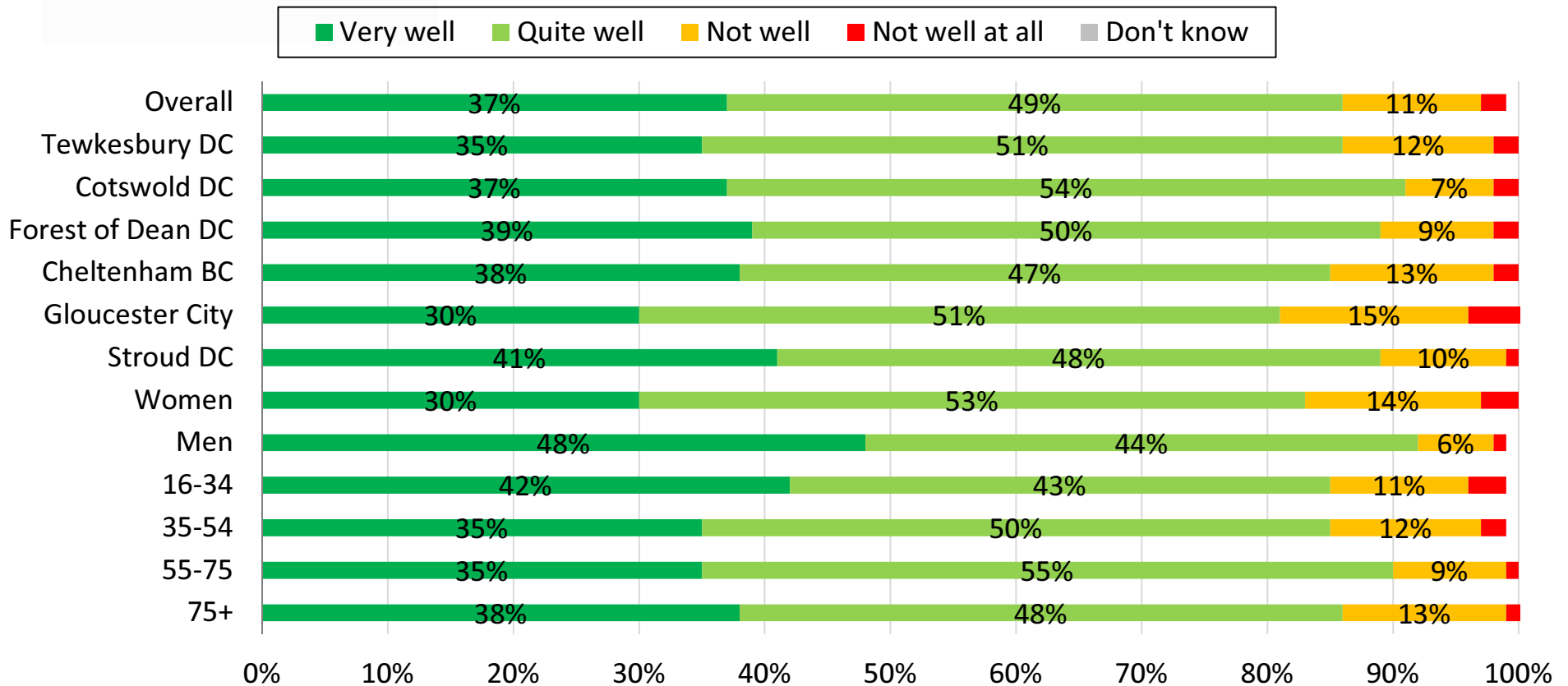
Residents

Question 2. How well do you think you understand what is meant by being carbon neutral?



- 71% of residents said that they understand what is meant by the term carbon neutral either very well or quite well.
- Those most confident that they knew what was meant by the term were those living in Tewkesbury (83%) and Cotswold (82%), and women (75%).
- Least confident were those living in Stroud (55%) , men (66%) and those aged 16 – 34 (65%)

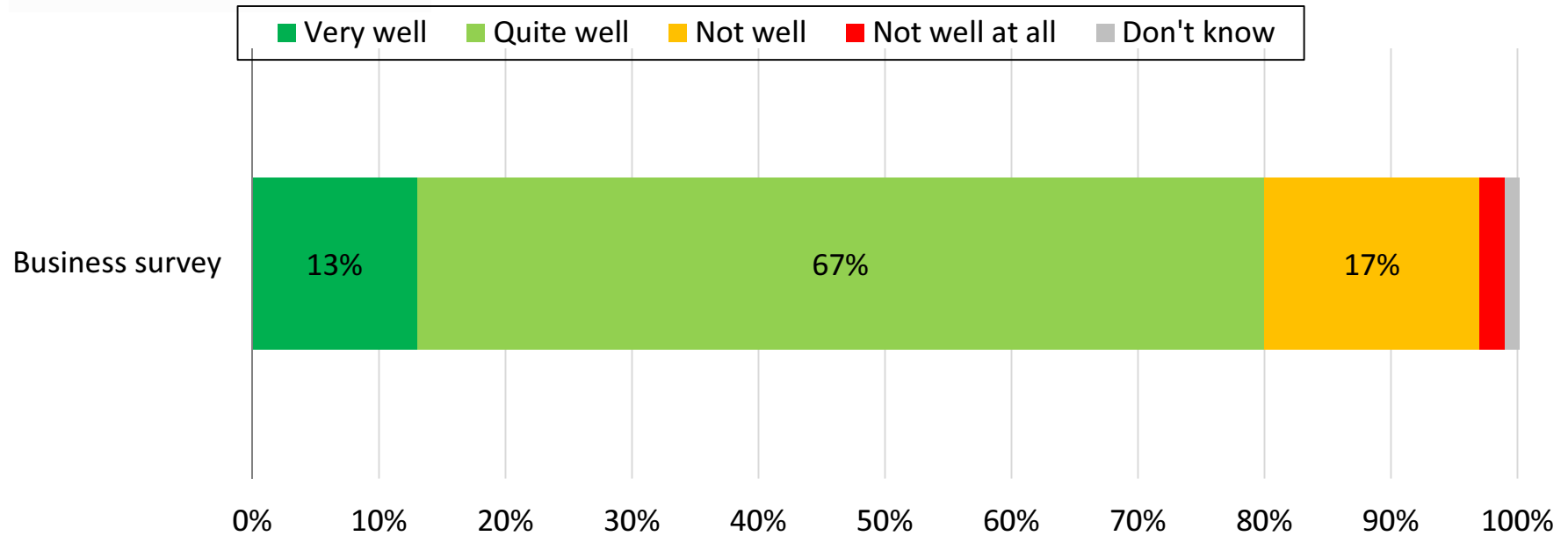
Question 2. How well do you think you understand what is meant by being carbon neutral?



- 86% of residents who completed the survey online said that they understand what is meant by the term carbon neutral either very well or quite well.
- Those most confident that they knew what was meant by the term were men (92%) and those aged 55 – 75 (90%)

Businesses

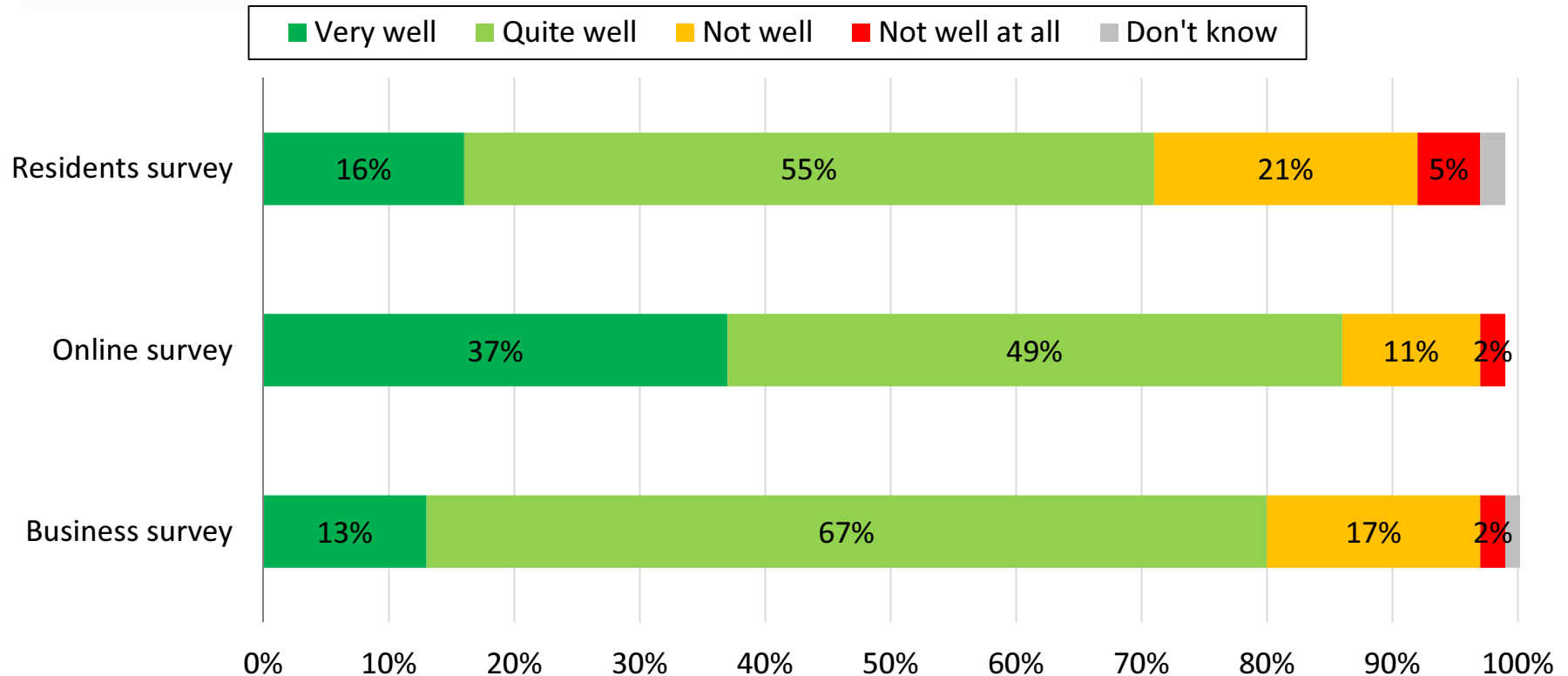
Question 2. How well do you think you understand what is meant by being carbon neutral?



- 80% of businesses said that they understand what is meant by the term carbon neutral either very well or quite well.

Comparison between groups

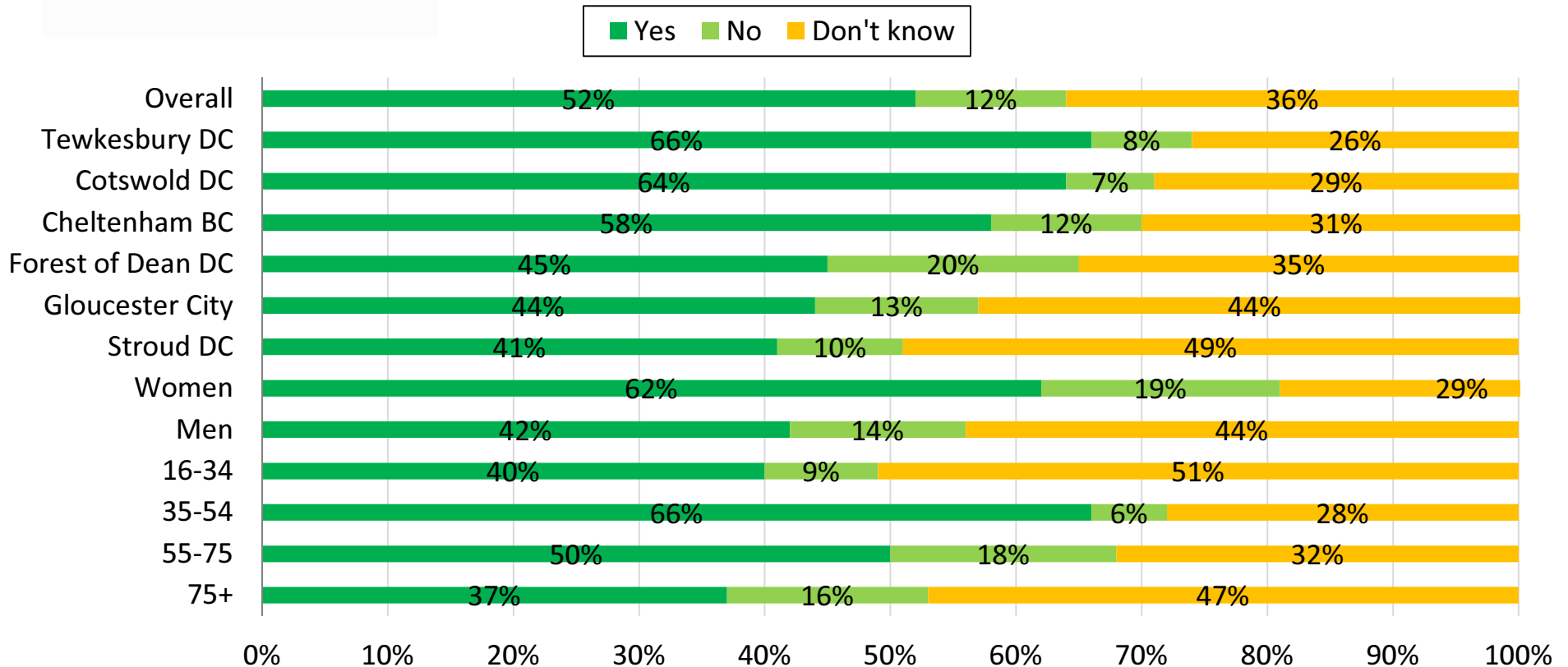
Question 2. How well do you think you understand what is meant by being carbon neutral?



- Residents completing the survey online were more likely to say that they understood what is meant by the term carbon neutral (either very well or fairly well) than residents completing the telephone survey (86% compared to 71%), and were also slightly more likely than businesses (80%).

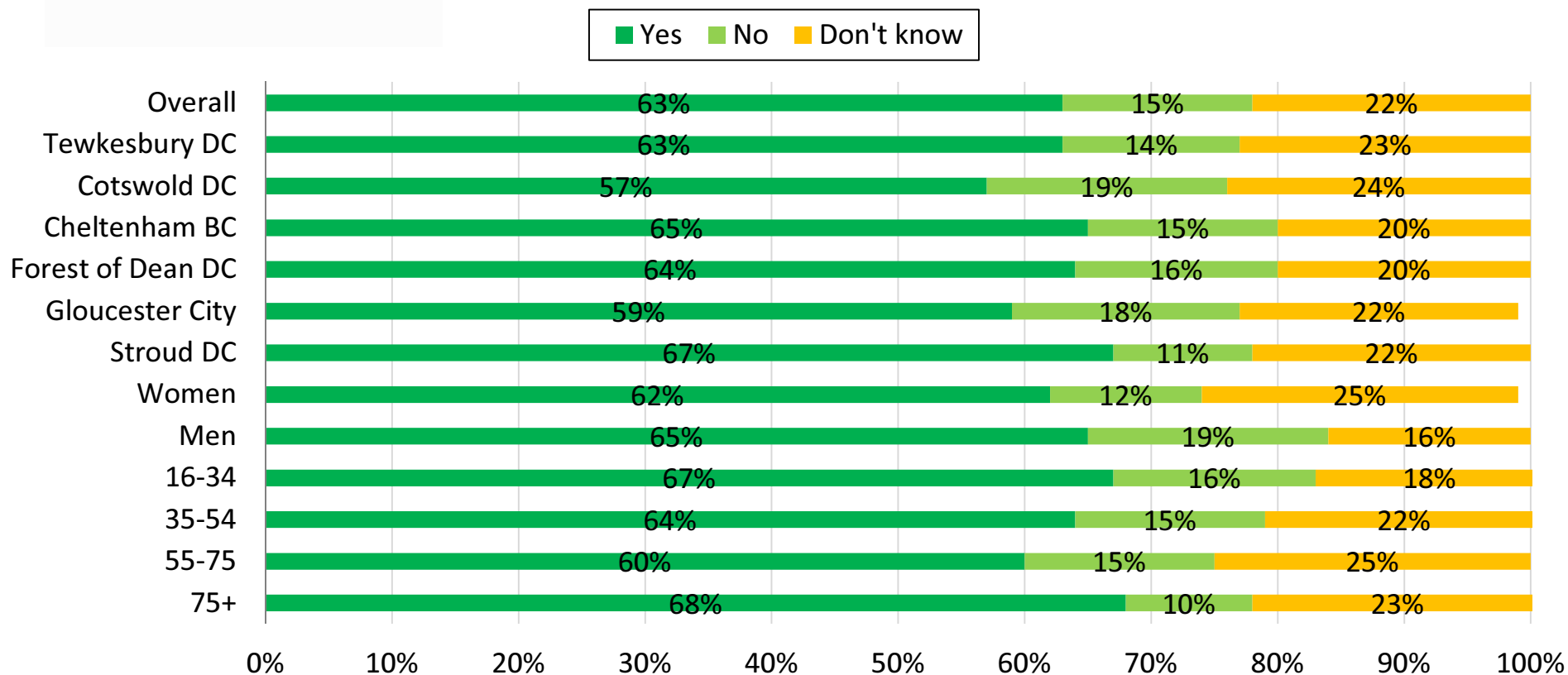
Residents

Question 3. Do you think it's achievable to become carbon neutral in Gloucestershire by 2050?



- Over a half of residents (52%) believe that it is achievable to become carbon neutral by 2050
- Those most likely to believe it to be achievable were those living in Tewkesbury (66%) and Cotswold (64%), women (62%) and those aged 35 – 54 (66%)
- Least likely to believe it achievable were those living in Stroud (41%) , Gloucester (44%) and Forest of Dean (45%), men (42%) and those age 75+ (37%) and 16 – 34 (40%)

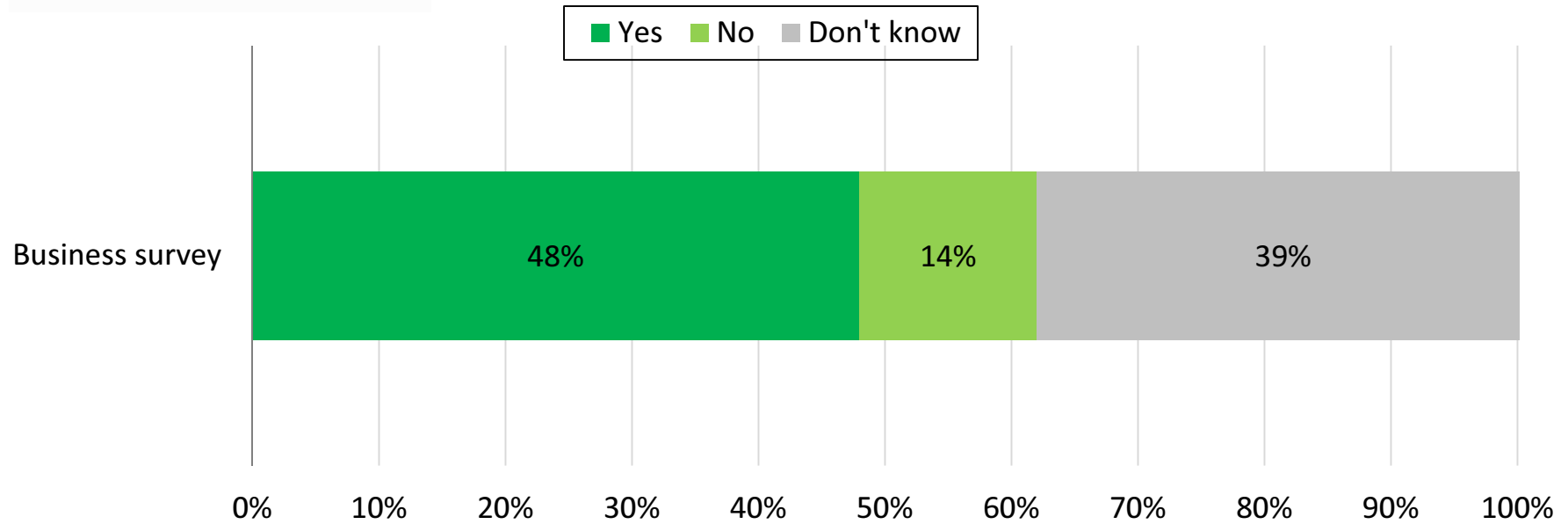
Question 3. Do you think it's achievable to become carbon neutral in Gloucestershire by 2050?



- 63% believe that it is achievable to become carbon neutral by 2050
- Those most likely to believe it to be achievable were those living in Stroud DC (67%) and Cheltenham (65%) and those aged 75+ (68%)
- Least likely to believe it achievable were those living in Cotswold DC (57%), Gloucester (59%) and those age 55 - 74 (60%)

Businesses

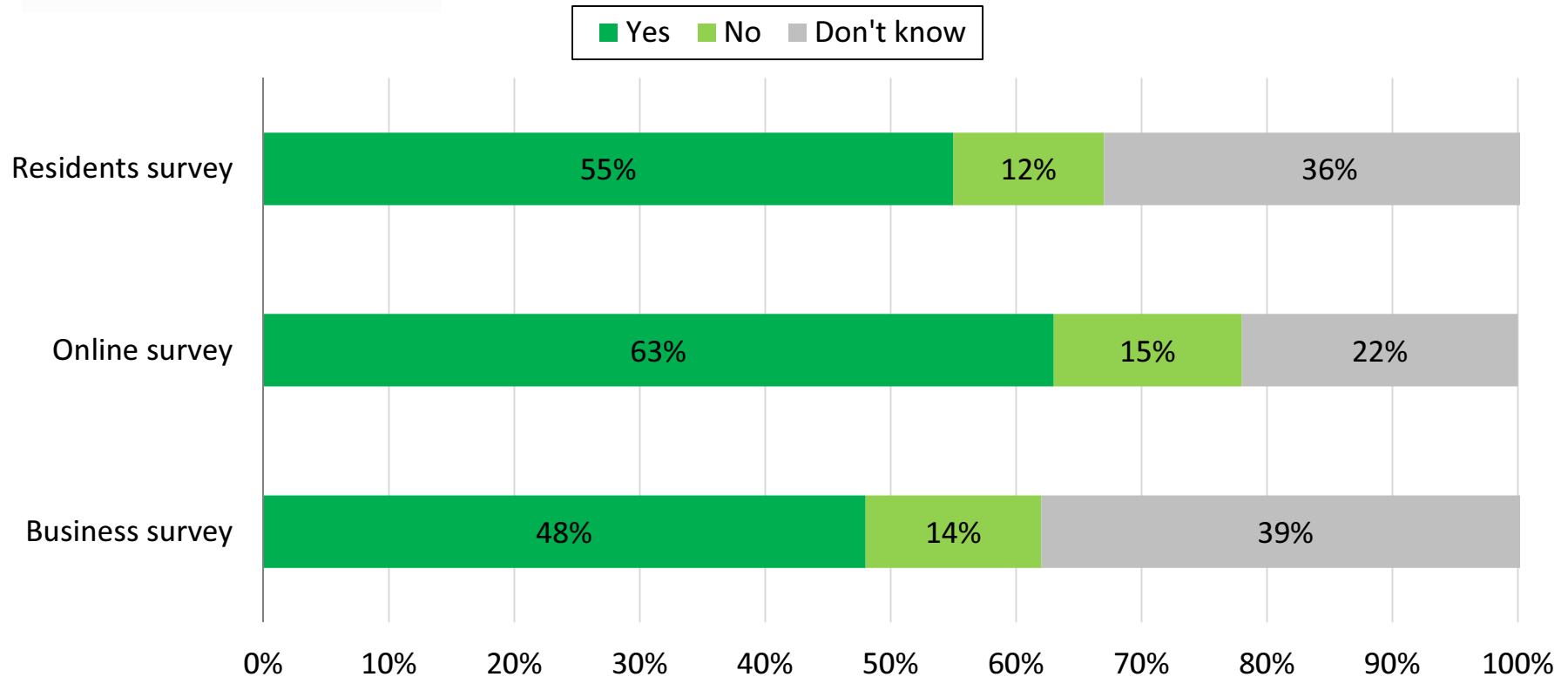
Question 3. Do you think it's achievable to become carbon neutral in Gloucestershire by 2050?



- Just under a half of businesses (48%) believe that it is achievable to become carbon neutral by 2050
- Smaller business (less than 9 employees) were more likely to think it be achievable (53%) compared to 41% of larger businesses (10+ employees)

Comparison between groups

Question 3. Do you think it's achievable to become carbon neutral in Gloucestershire by 2050?



- Residents completing the survey online were slightly more likely to believe it to be achievable to become carbon neutral by 2050 than residents completing the telephone survey (78% compared to 67%), and much more likely than businesses 62%.

Question 3. Reasons given for why its not possible to be carbon neutral by 2050

- Those who didn't believe it to be possible to be carbon neutral by 2050 were asked the reason why.
- 116 comments were made
- The main reasons given were:
 - people will not change/come on board (44 people)
 - unrealistic aim (31 people)
 - transportation system won't adapt (11 people)
 - too expensive (9 people)
 - not well enough managed (7 people)

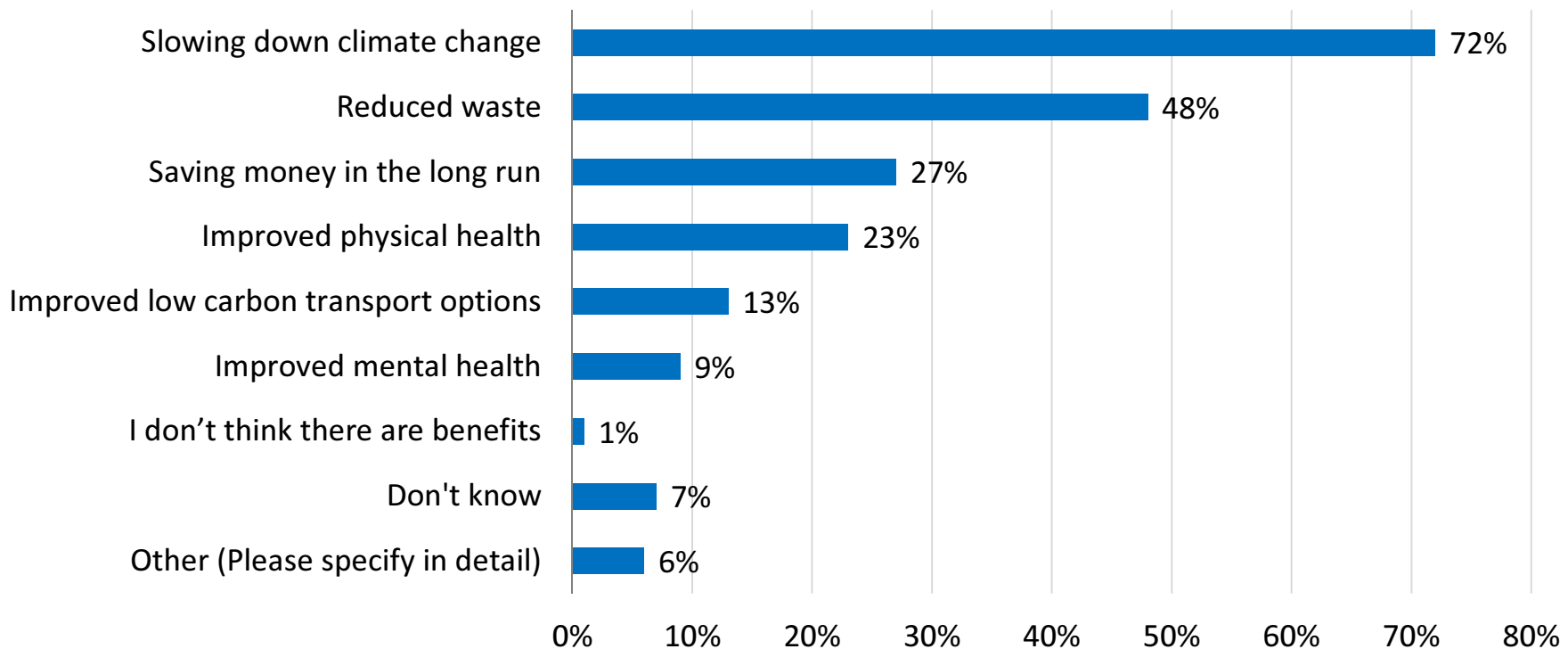
Question 3. Reasons given for why its not possible to be carbon neutral by 2050

- Those who didn't believe it to be possible to be carbon neutral by 2050 were asked the reason why.
- 344 comments were made
- The main reasons given were:
 - people will not change/come on board (104 people)
 - unrealistic aim (52 people)
 - transportation system won't adapt (47 people)
 - too expensive (27 people)
 - needs central government support (22 people)

Question 3. Reasons given for why its not possible to be carbon neutral by 2050

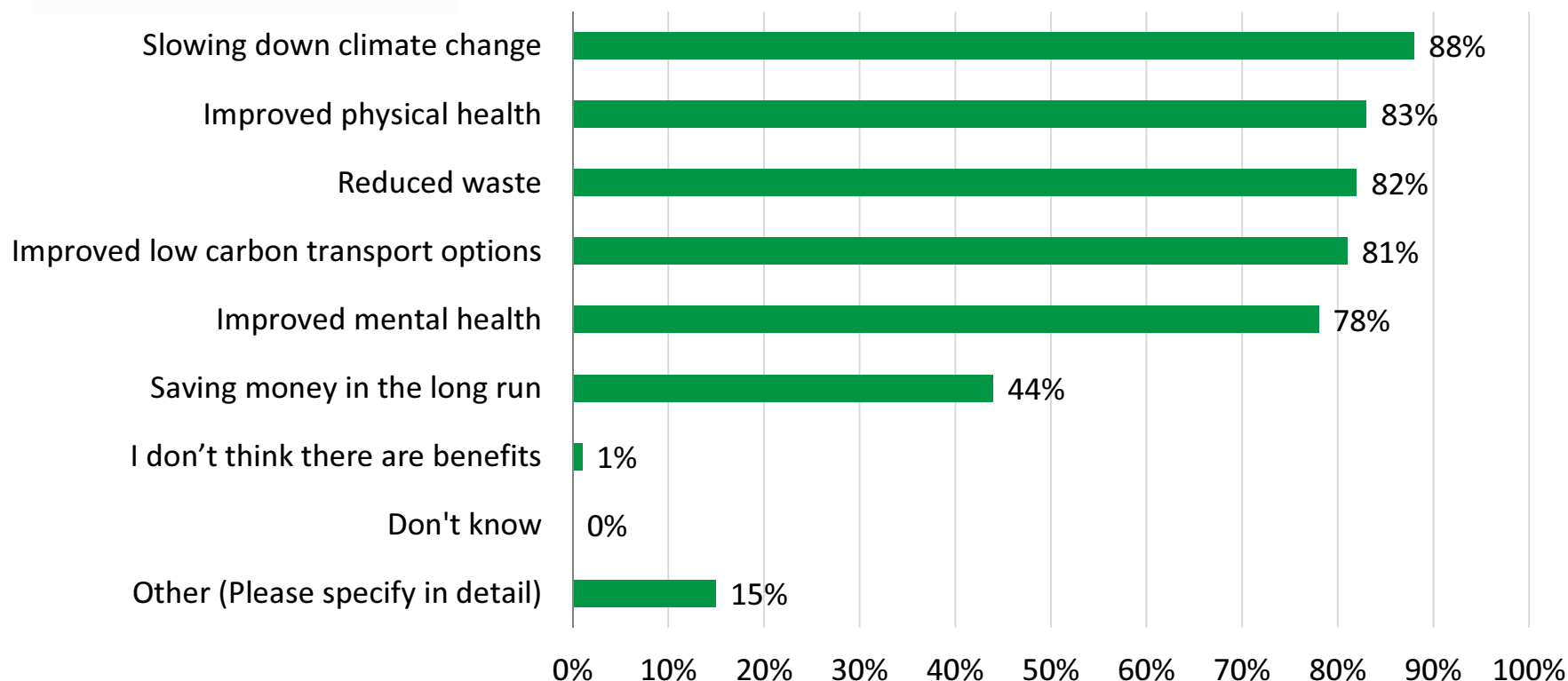
- Those who didn't believe it to be possible to be carbon neutral by 2050 were asked the reason why.
- 27 comments were made
- The main reasons given were:
 - unrealistic aim (10 people)
 - transportation system won't adapt (7 people)
 - people will not change/come on board (6 people)

Question 4. What do you think are the benefits of reducing the effects of climate change?



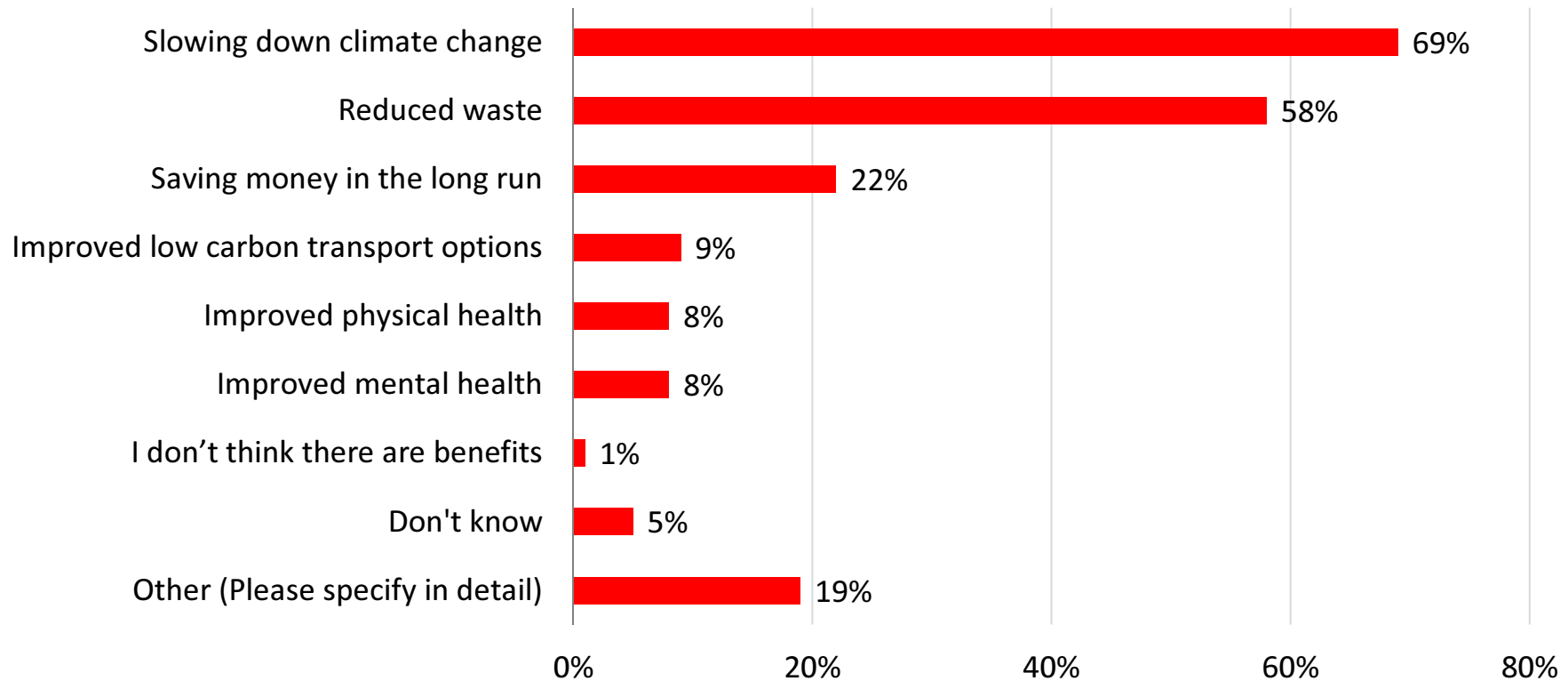
- The main benefit of reducing the effect of climate change was considered to be *slowing down climate change* (72%) followed by *reduced waste* (48%)
- Other benefits mentioned included a *guaranteed future/human survival/protection of the planet, reduced risk from natural disasters/extreme weather and animal welfare*

Question 4. What do you think are the benefits of reducing the effects of climate change?



- The main benefit of reducing the effect of climate change was considered to be *slowing down climate change* (88%). Many other benefits were also rated highly.
- Other benefits mentioned included a *guaranteed future/human survival/protection of the planet, a sense of ownership and community, animal welfare/ avoiding animal extinction, improved Bio Diversity and better use of resources*

Question 4. What do you think are the benefits of reducing the effects of climate change?



- The main benefit of reducing the effect of climate change was considered to be *slowing down climate change* (69%) followed by *reduced waste* (58%)
- Other benefits mentioned included a *guaranteed future/human survival/protection of the planet and animal welfare/protection of nature*

Residents

Question 5a. Which of the following do you think households could do to have the greatest impact on reducing climate change and which of the following have you done already:

	Could have an impact	I have already done this
Switching to renewable energy such as solar or wind power	81%	18%
Make sure your home has enough insulation	77%	55%
Limiting the amount of water you use	74%	22%
Driving less or driving an electric or low emissions car	73%	15%
Minimising single use plastic in packaging or products you buy	73%	55%
Recycling as much household waste as possible by taking part in all household recycling options available	72%	79%
Using public transport more often than you currently do	72%	16%
Reducing food miles by shopping local	69%	28%
Switch to an electric or hybrid family car	69%	6%
Growing your own food	68%	16%
Travel by plane or helicopter less	62%	9%
Eating a more plant-based diet	59%	14%
Car sharing	55%	11%

Question 5a. Which of the following do you think households could do to have the greatest impact on reducing climate change and which of the following have you done already:

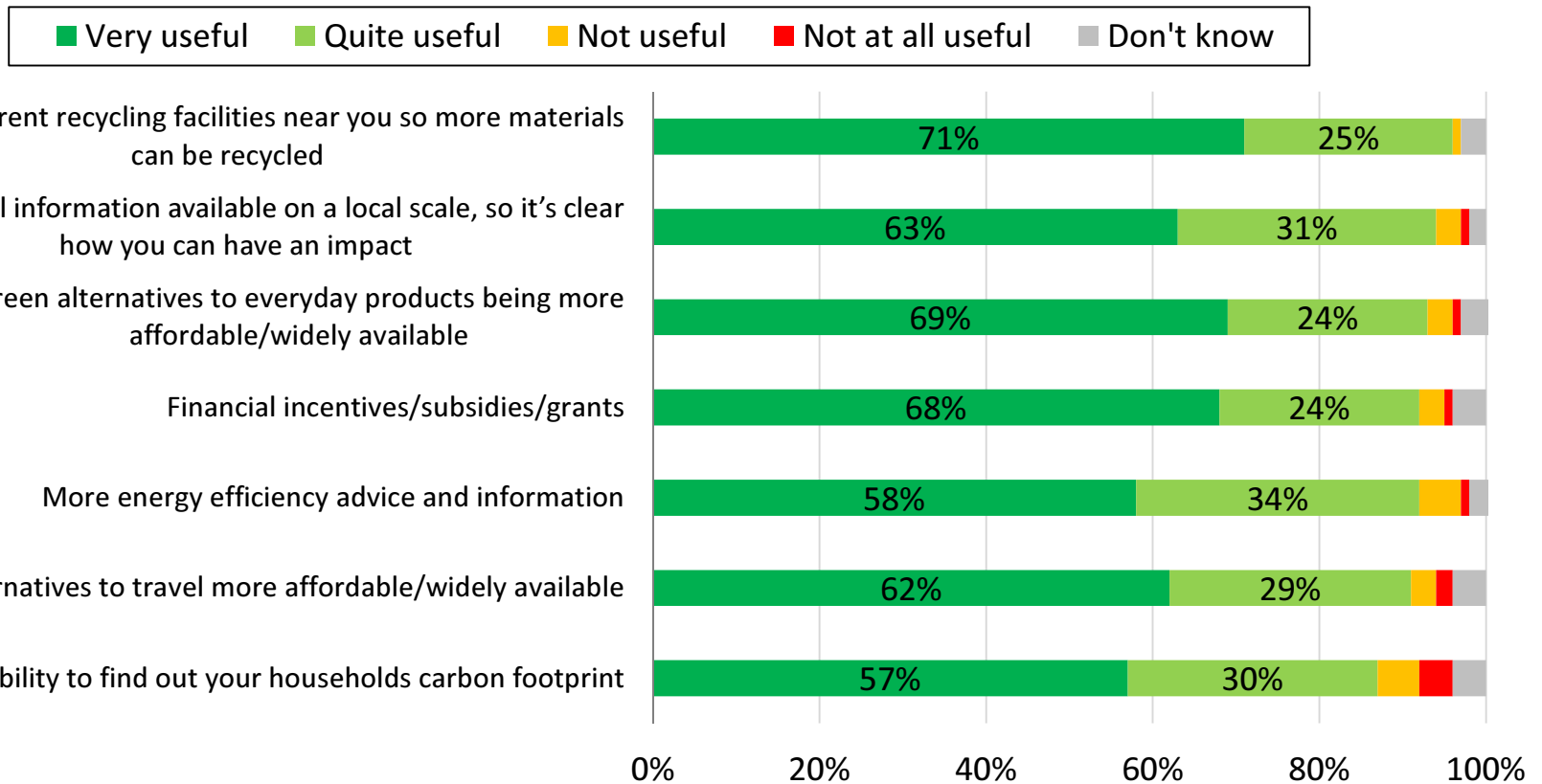
	Could have an impact	I have already done this
Switching to renewable energy such as solar or wind power	81%	32%
Switch to an electric or hybrid family car	81%	8%
Using public transport more often than you currently do	76%	24%
Driving less or driving an electric or low emissions car	75%	39%
Car sharing	75%	20%
Growing your own food	68%	38%
Travel by plane or helicopter less	67%	50%
Make sure your home has enough insulation	66%	61%
Minimising single use plastic in packaging or products you buy	65%	69%
Reducing food miles by shopping local	64%	59%
Limiting the amount of water you use	62%	45%
Eating a more plant based diet	61%	58%
Recycling as much household waste as possible by taking part in all household recycling options available	57%	89%

Businesses

Question 5a. Which of the following do you think businesses could do to have the greatest impact on reducing climate change and which of the following have you done already:

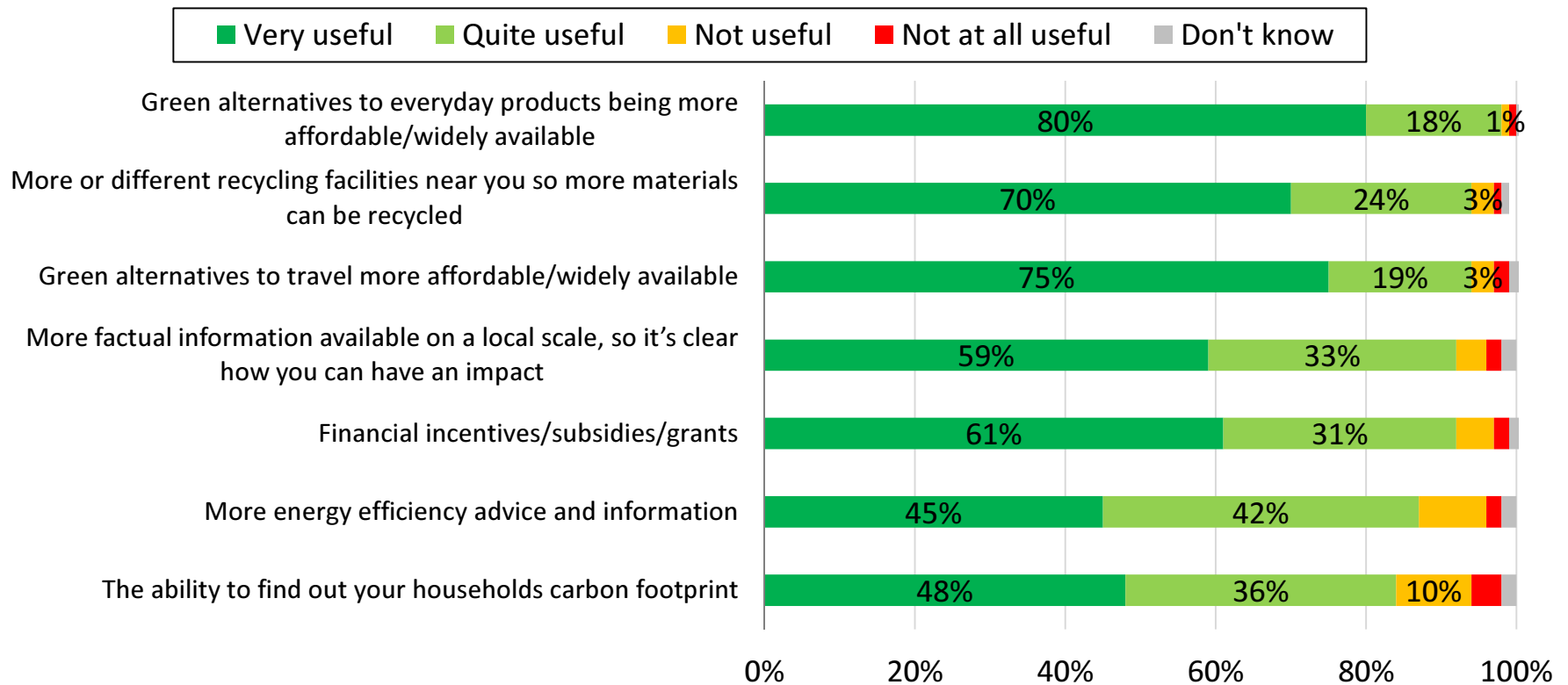
	Could have an impact	I have already done this
Recycling as much business waste as possible by taking part in all business recycling options available	99%	71%
Minimising single use plastic in packaging or products you buy for your business	97%	37%
Switching to renewable energy such as solar or wind power	94%	8%
Make sure your business premises has enough insulation	93%	14%
Reducing food miles by shopping/sourcing locally	85%	10%
Switch to an electric or hybrid company car	84%	0%
Driving less or driving an electric or low emissions car	83%	2%
Business travel by plane or helicopter less	81%	0%
Limiting the amount of water you use	71%	9%
Car sharing policy for staff	59%	4%
Asking staff to commute by public transport more	57%	0%
Encouraging staff to grow their own food	57%	1%
Catering to a more plant-based diet within your organisation	55%	2%

Question 6. How useful would you find the following to encourage your household do more to reduce its carbon footprint?



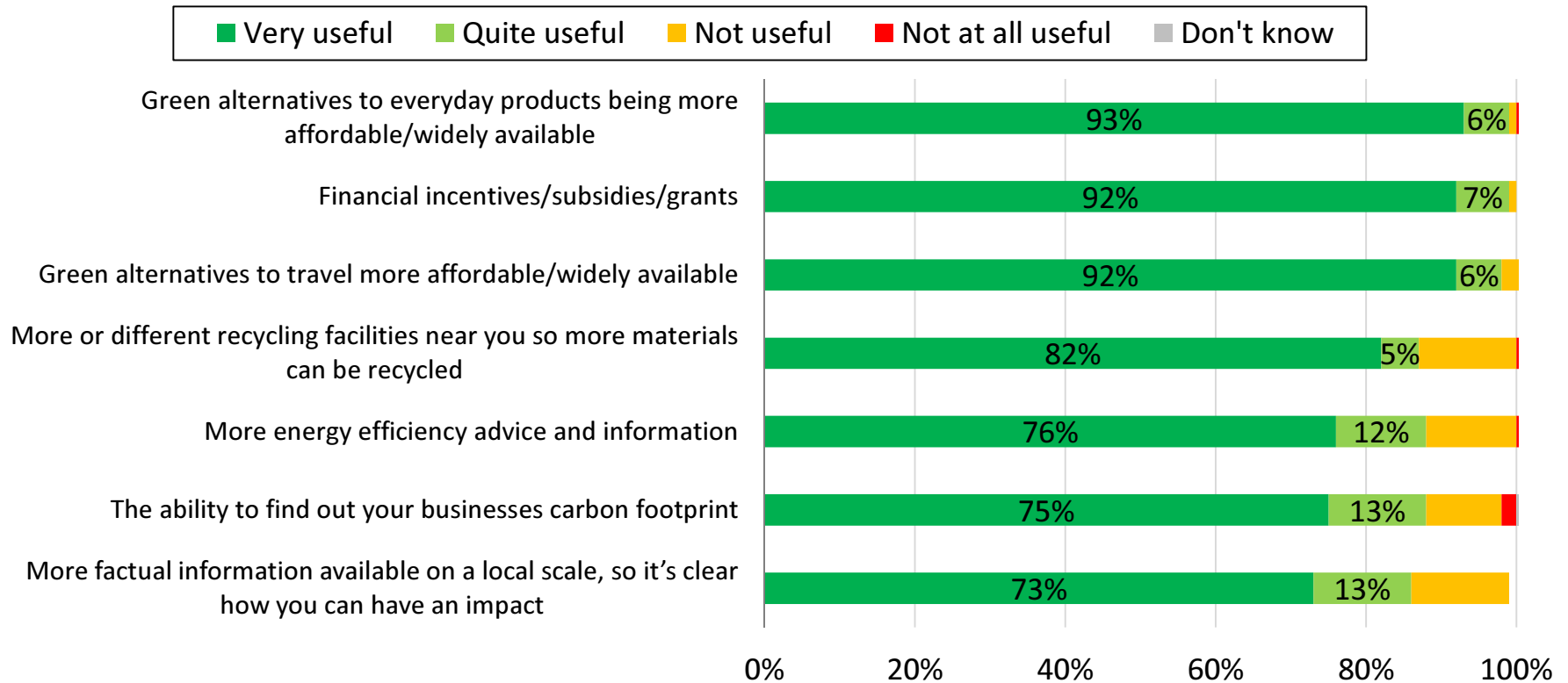
- Most of the above were considered to be useful (either very or fairly) by the vast majority of residents

Question 6. How useful would you find the following to encourage your household do more to reduce its carbon footprint?



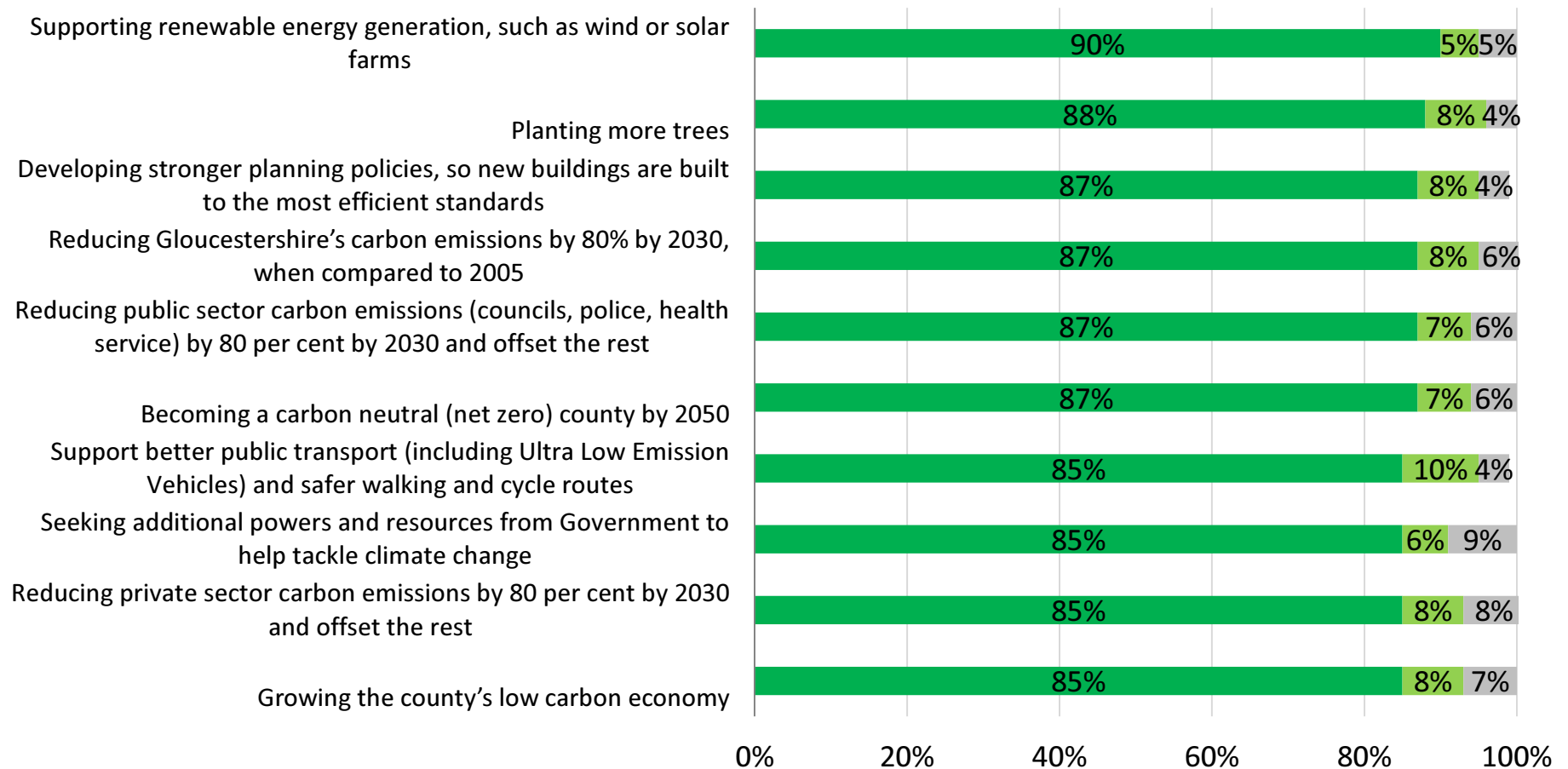
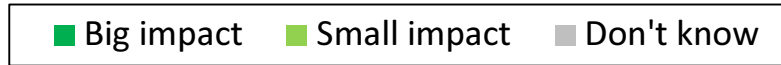
- Most of the above were considered to be useful (either very or fairly) by the vast majority of online responses

Question 6. How useful would you find the following to encourage your Business do more to reduce its carbon footprint?

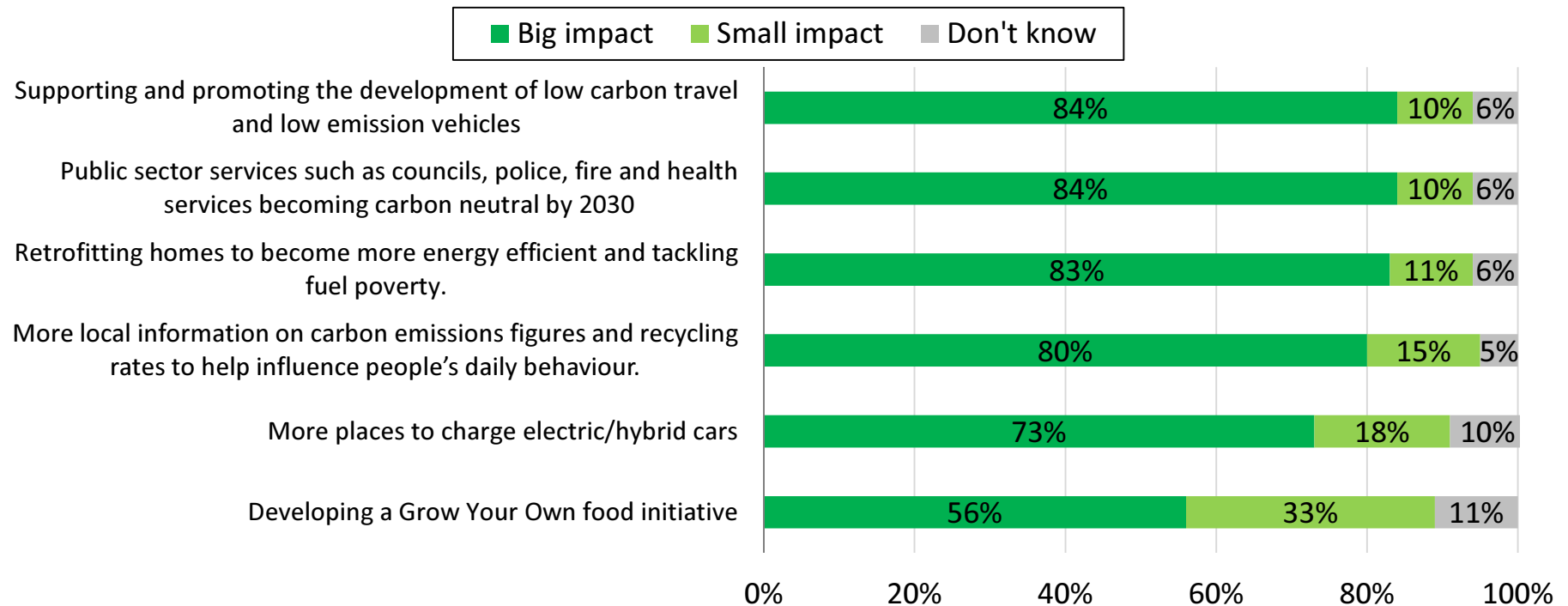


- Most of the above were considered to be useful (either very or fairly) by the vast majority of businesses

Question 7a. It's important to prioritise time and resources to make sure we make the greatest impact fast. What do you think will have a big or small impact on reducing climate change in the county?

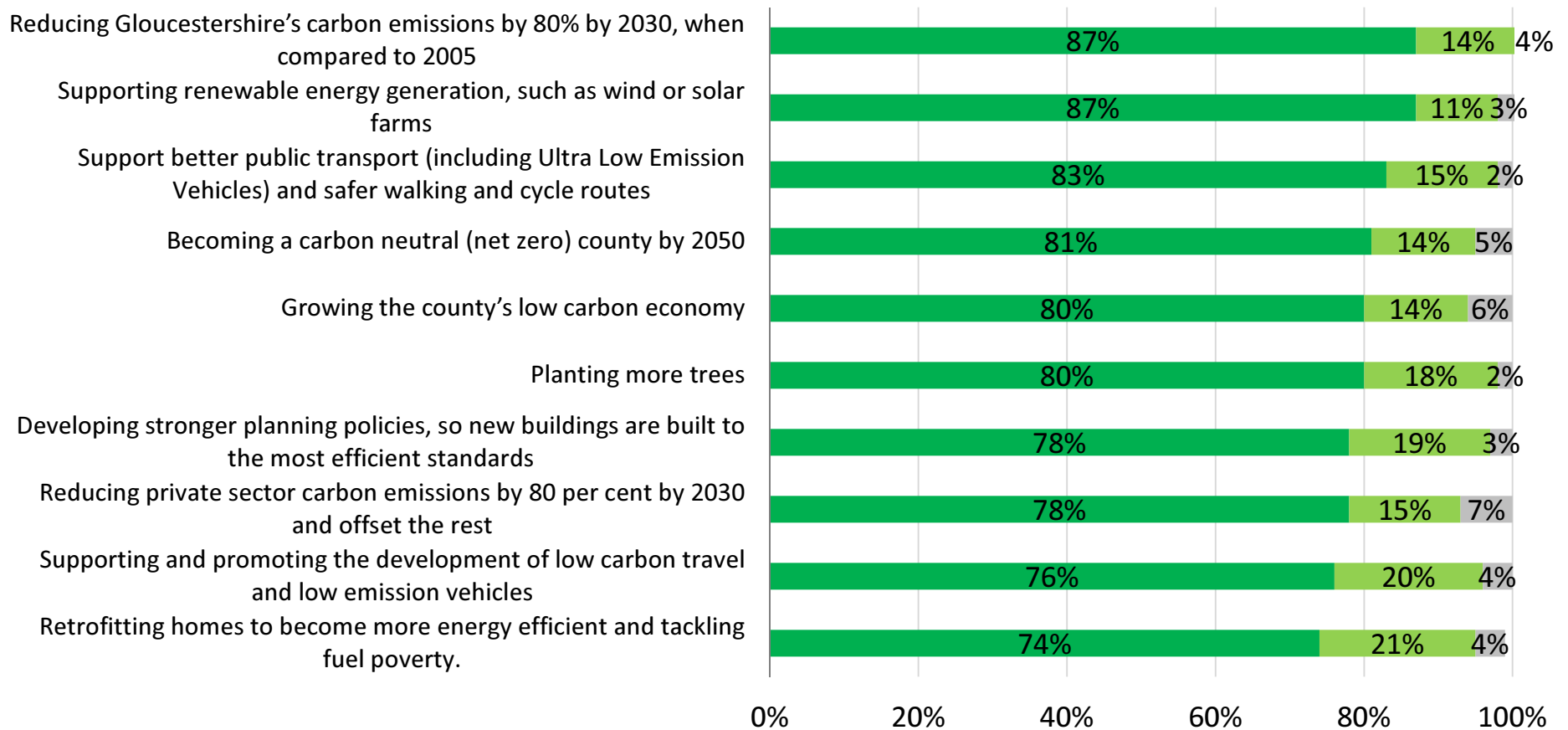
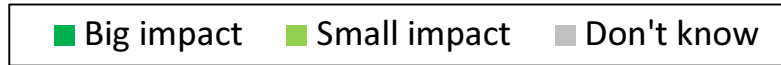


Question 7a (Cont.) It's important to prioritise time and resources to make sure we make the greatest impact fast. What do you think will have a big or small impact on reducing climate change in the county?

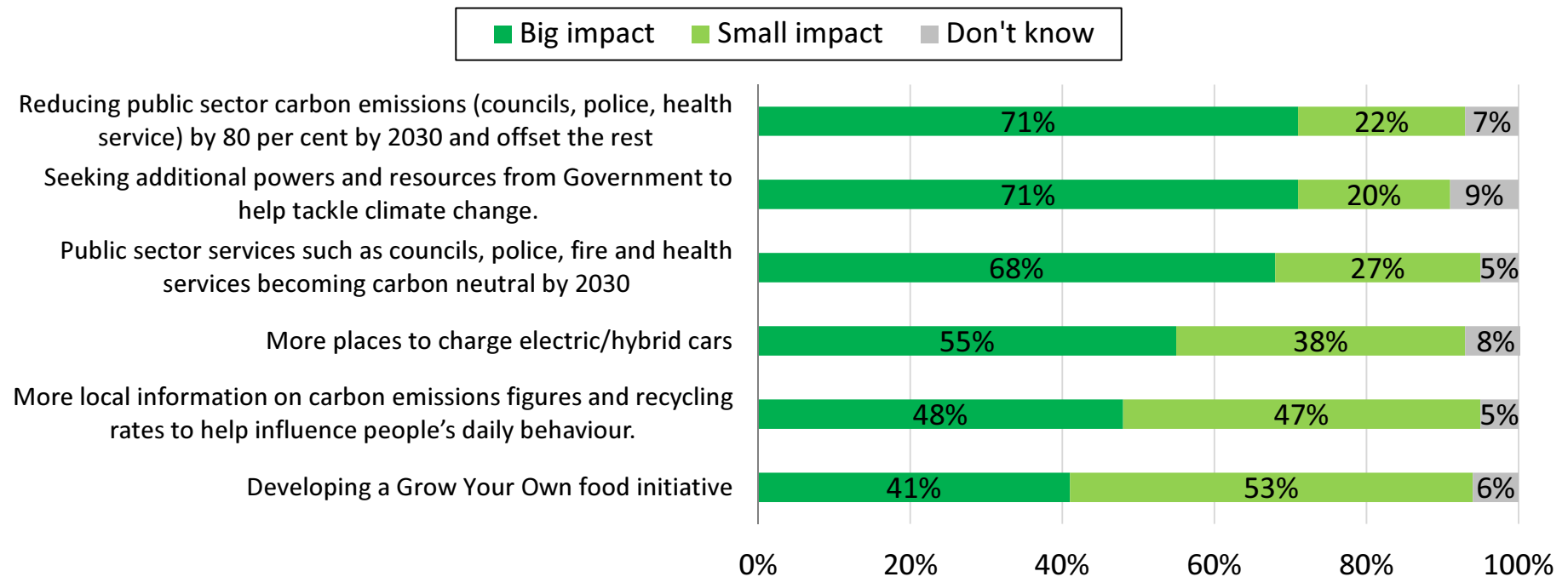


- Most of the above were considered to have a big impact on reducing climate change, the highest being supporting renewable energy generation (90% big impact) and planting more trees (88% big impact)
- *Developing a Grow Your food initiative* was considered to have the least impact (56% big impact)

Question 7a. It's important to prioritise time and resources to make sure we make the greatest impact fast. What do you think will have a big or small impact on reducing climate change in the county?

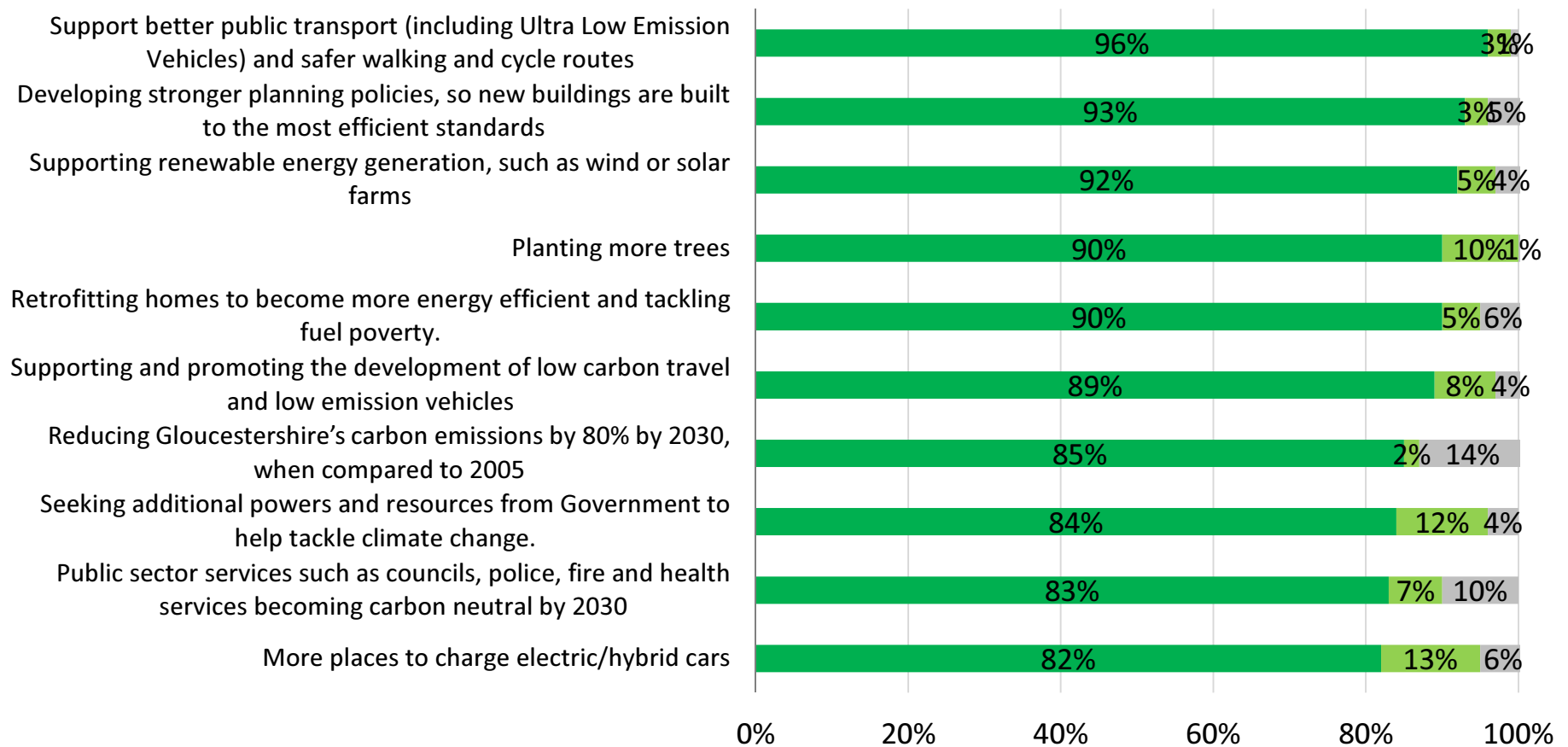
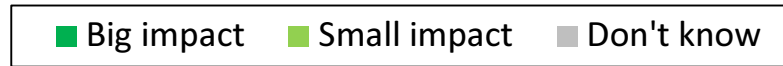


Question 7a (Cont.) It's important to prioritise time and resources to make sure we make the greatest impact fast. What do you think will have a big or small impact on reducing climate change in the county?

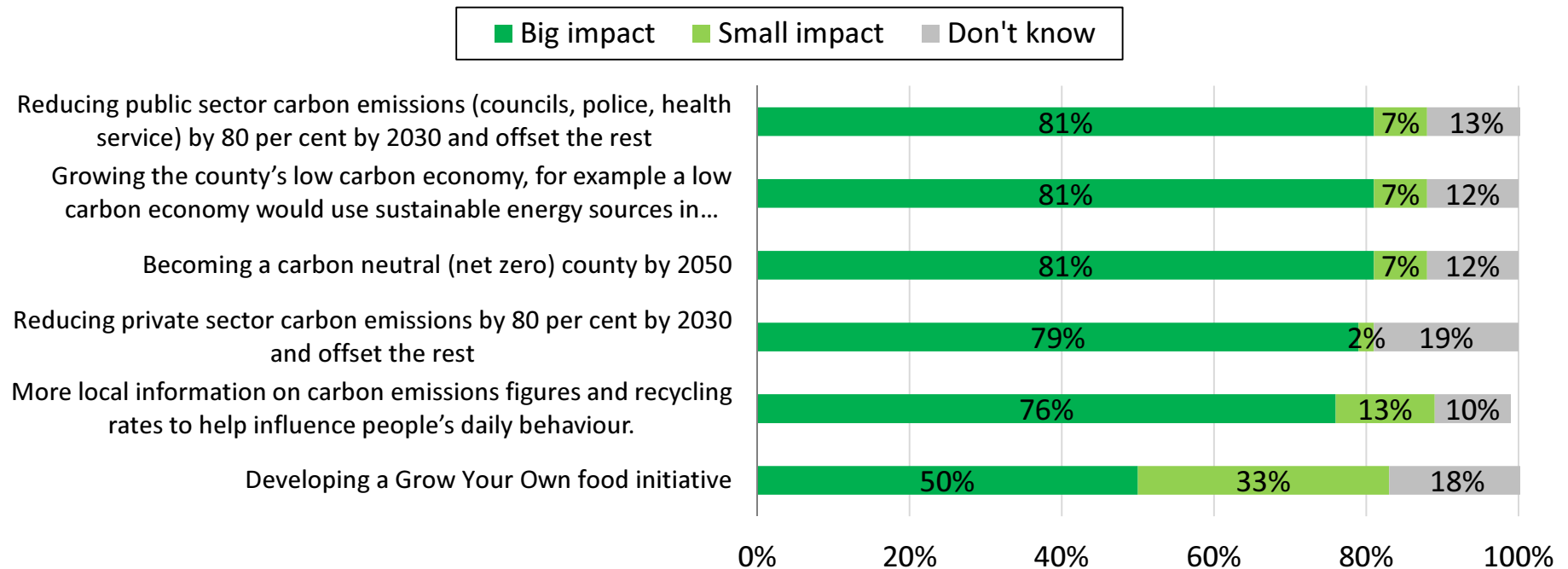


- Most of the above were considered to have a big impact on reducing climate change, the highest being *reducing Gloucestershire's carbon emissions by 80% by 2030, when compared to 2005 and supporting renewable energy generation* (both 87% big impact)
- *Developing a Grow Your food initiative* was considered to have the least impact (41% big impact)

Question 7a. It's important to prioritise time and resources to make sure we make the greatest impact fast. What do you think will have a big or small impact on reducing climate change in the county?



Question 7a (Cont.) It's important to prioritise time and resources to make sure we make the greatest impact fast. What do you think will have a big or small impact on reducing climate change in the county?



- Most of the above were considered to have a big impact on reducing climate change, the highest being *support better public transport* (96% big impact), *developing stronger planning policies* (93%) and *supporting renewable energy regeneration* (92% big impact)
- *Developing a Grow Your food initiative* was considered to have the least impact (50% big impact)

Question 7b. Are there other priorities that you would like to see included in the new strategy?

- 43 comments were made regarding other priorities that should be included in the new strategy
- The main reasons given were:
 - reducing consumption (10 people)
 - education (8 people)
 - improvements to renewable transport/reducing travel (7 people)
 - use alternative fuel sources (7 people)
 - improved government support/action (5 people)

Question 7b. Are there other priorities that you would like to see included in the new strategy?

- 884 comments were made regarding other priorities that should be included in the new strategy
- The main reasons given were:
 - improvements to renewable transport/reducing travel (142 people)
 - reducing consumption (118 people)
 - education (95 people)
 - businesses and society should be more responsible (81 people)
 - financial incentives (76 people)
 - improved community infrastructure (71 people)
 - improved Government Support / Political Action / Policy (71 people)
 - the current timeline is too long / aims are not bold enough (68 people)

Question 7b. Are there other priorities that you would like to see included in the new strategy?

- 15 comments were made regarding other priorities that should be included in the new strategy
- The main reasons given were:
 - reducing consumption (4 businesses)
 - improvements to renewable transport/reducing travel (4 businesses)
 - financial incentives (2 businesses)

Question 8. Other comments about Climate Change

- 82 other comments were made by residents
- The main themes were:
 - reducing consumption of food energy and goods (17 people)
 - changes that impact on climate change will have to be wider than the household/individual (14 people)
 - improve sustainable travel (12 people)
 - new green community initiatives/support existing ones (11 people)
 - general positive comments about GCC getting involved with climate change (5 people)

Question 8. Other comments about Climate Change

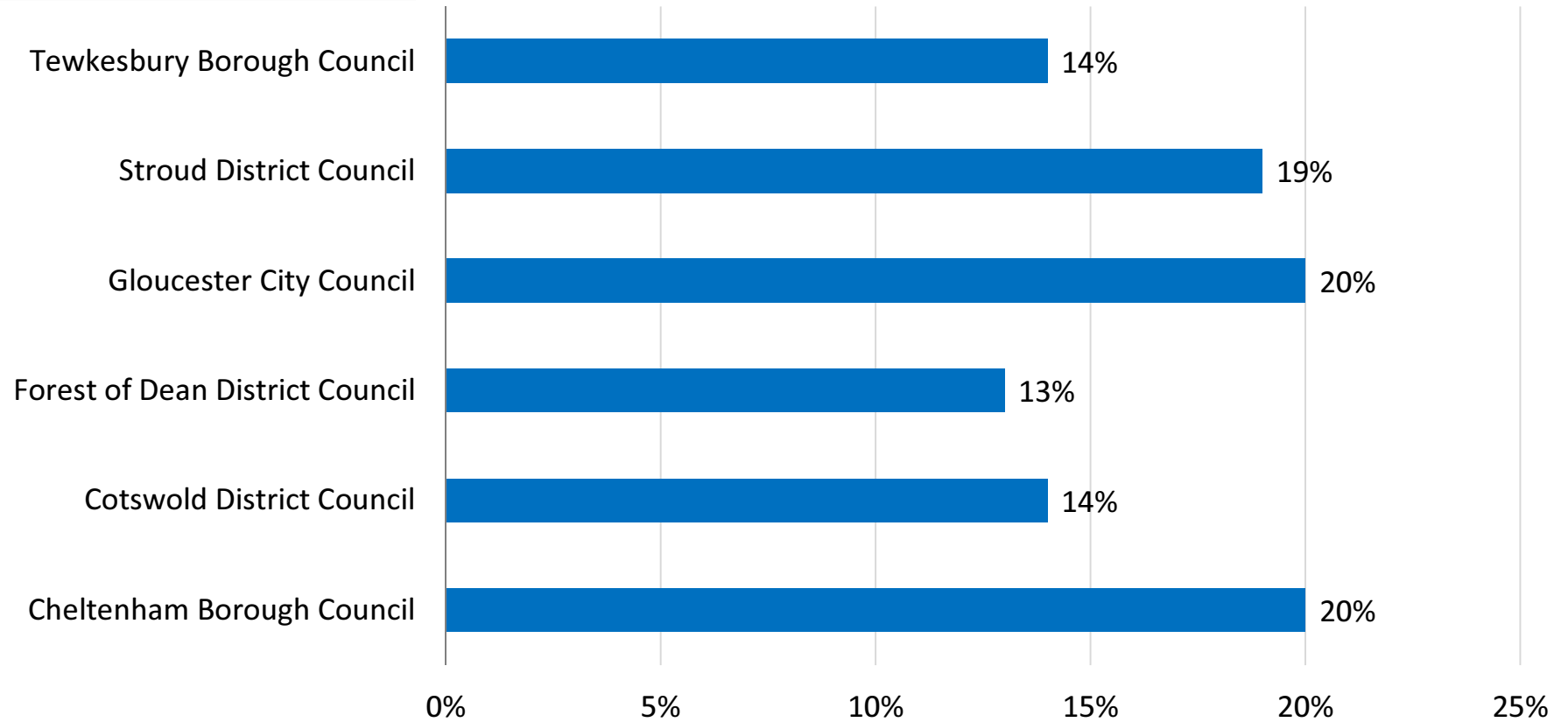
- 946 other comments were made by residents
- The main themes were:
 - changes that impact on climate change will have to be wider than the household/ individual (216 people)
 - the current timeline will be too late and should be moved closer / Ideas for change are not bold enough (167 people)
 - education / change attitudes (101 people)
 - general positive comments about GCC getting involved with climate change (103 people)

Question 8. Other comments about Climate Change

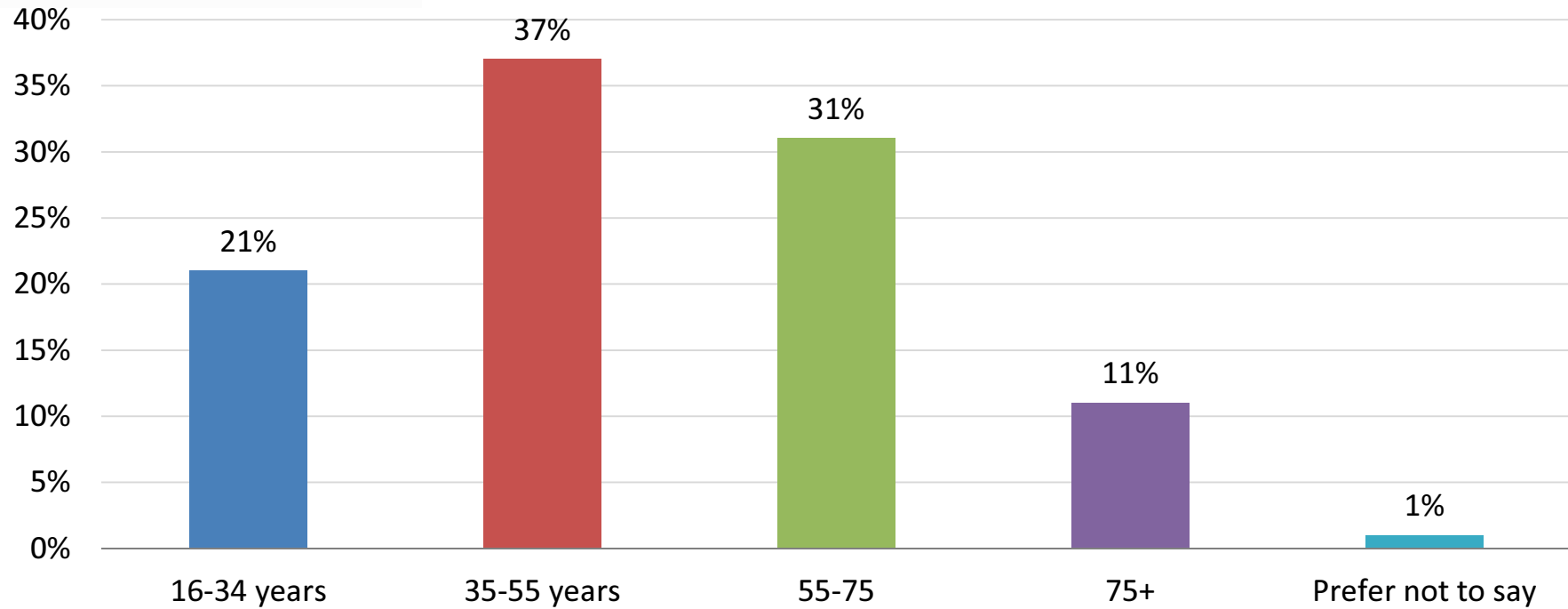
- 20 other comments were made by residents
- The main themes were:
 - improve sustainable travel (5 businesses)
 - new green community initiatives/support existing ones (3 businesses)
 - switching products to renewable alternatives (3 businesses)
 - reducing consumption of food energy and goods (2 businesses)
 - changes that impact on climate change will have to be wider than the household/individual (2 businesses)
 - education/change attitudes (2 businesses)

Resident Survey - demographics

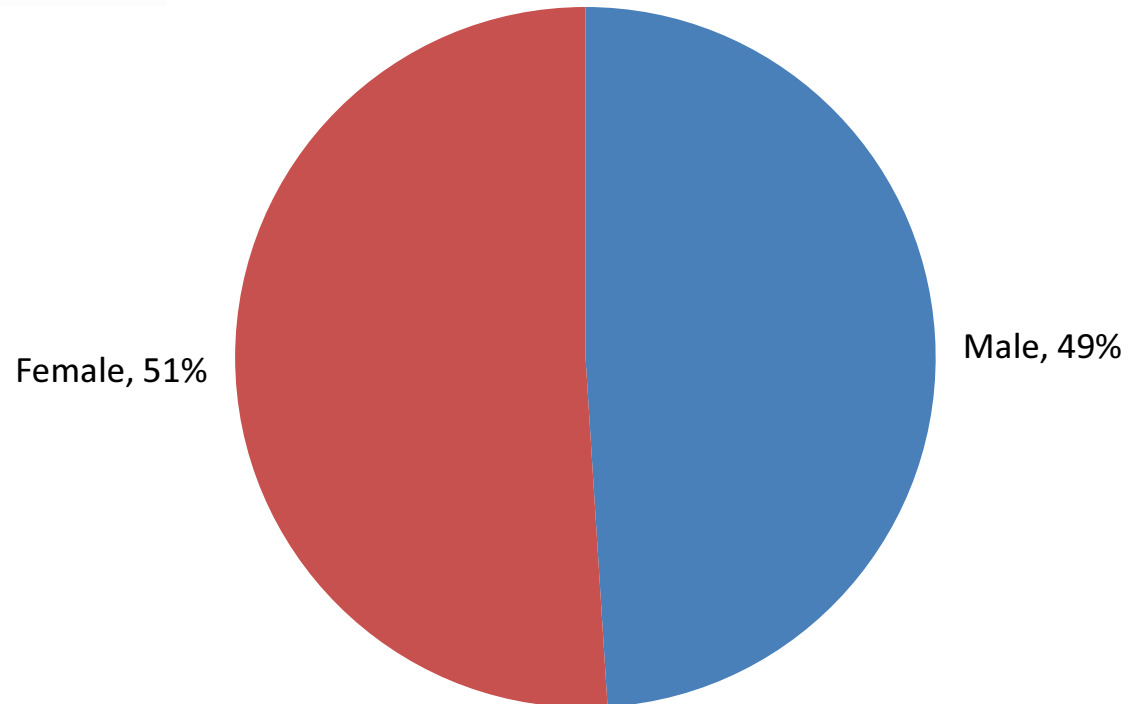
District Council



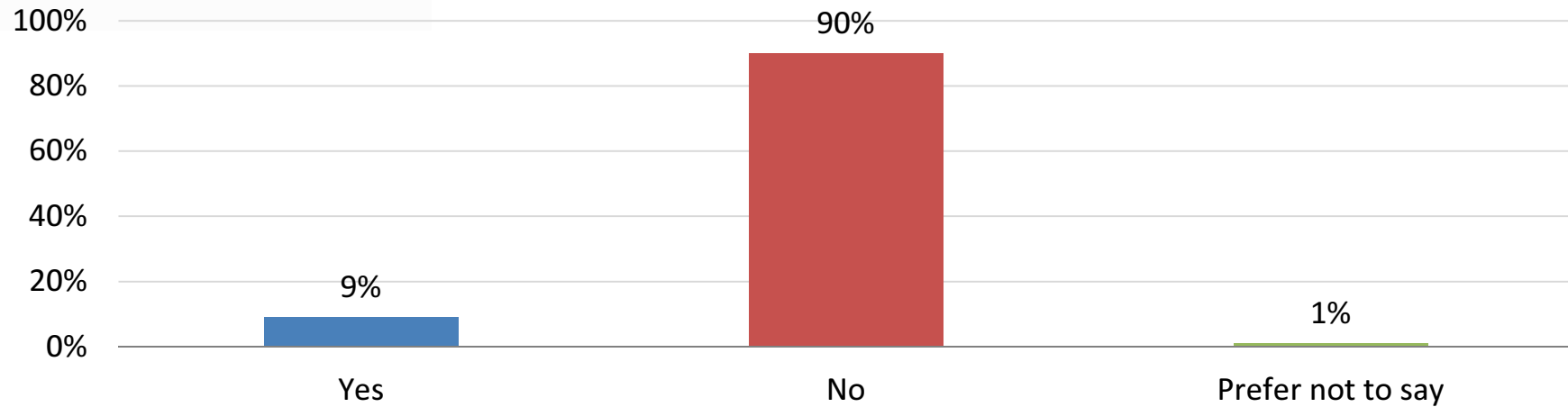
Question 9. Can I ask what age you are on your next birthday?



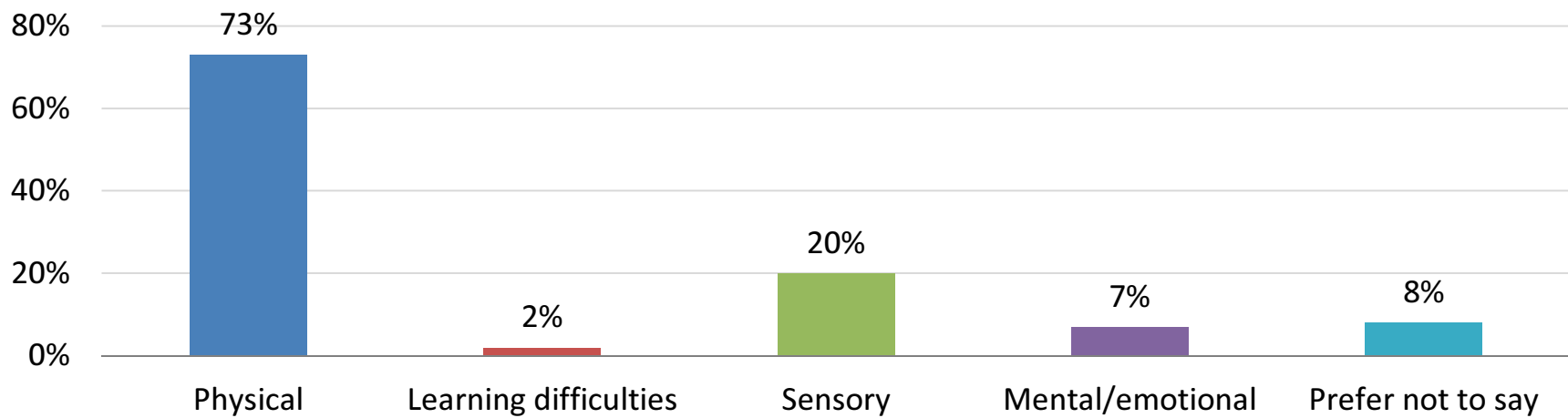
Question 13. What gender do you identify as?



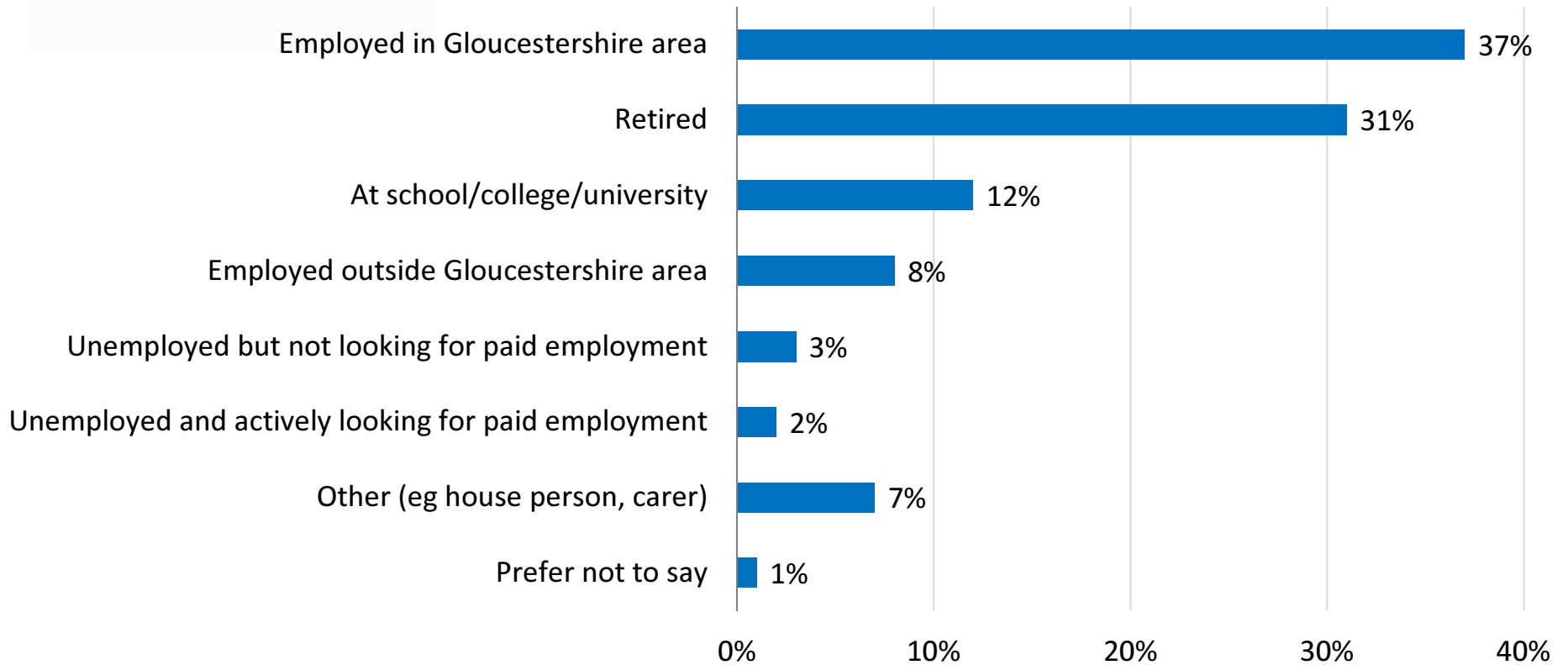
Question 10a. Do you have a disability?



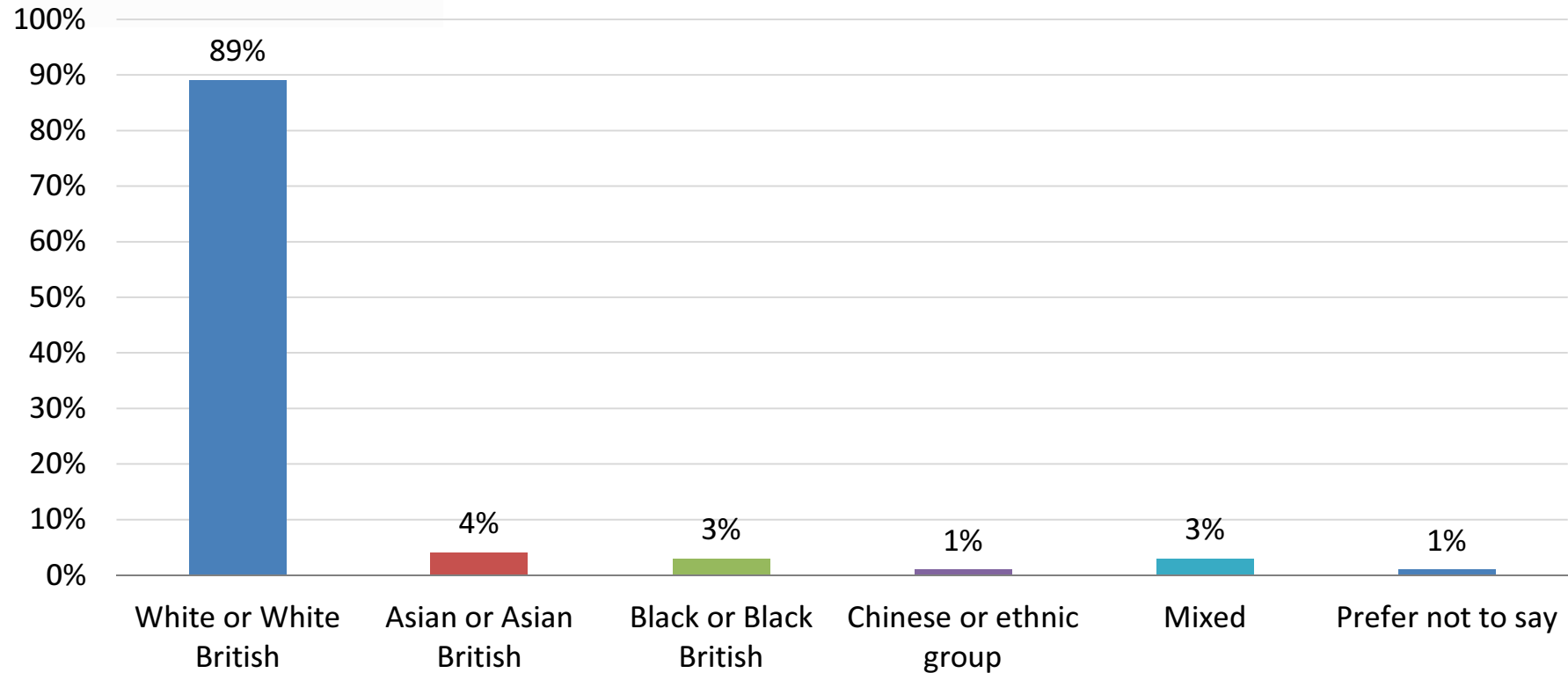
Question 10b. If yes, what disability is this?



Question 11. What is your current working status?

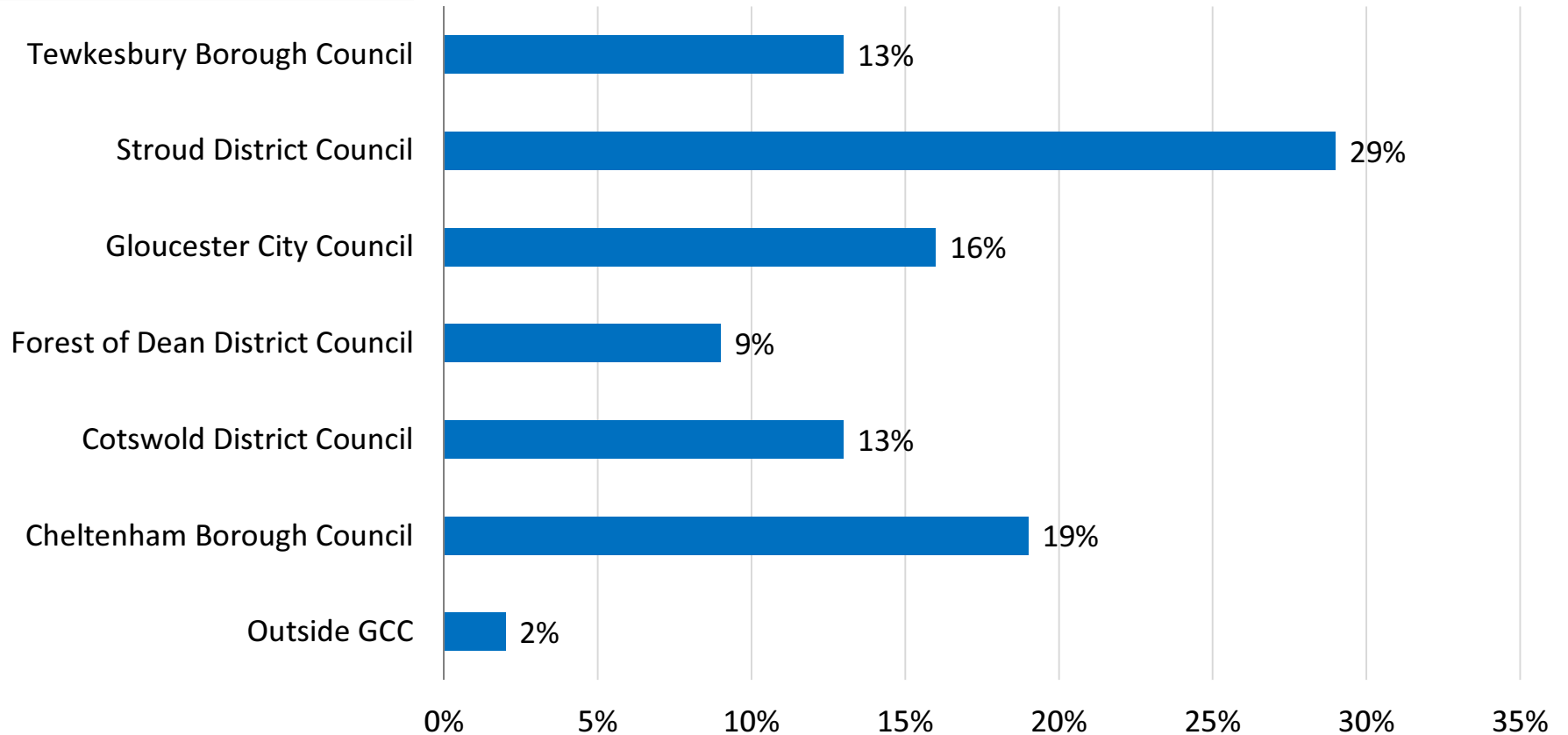


Question 12. Which of the following ethnic groups do you consider you belong to?

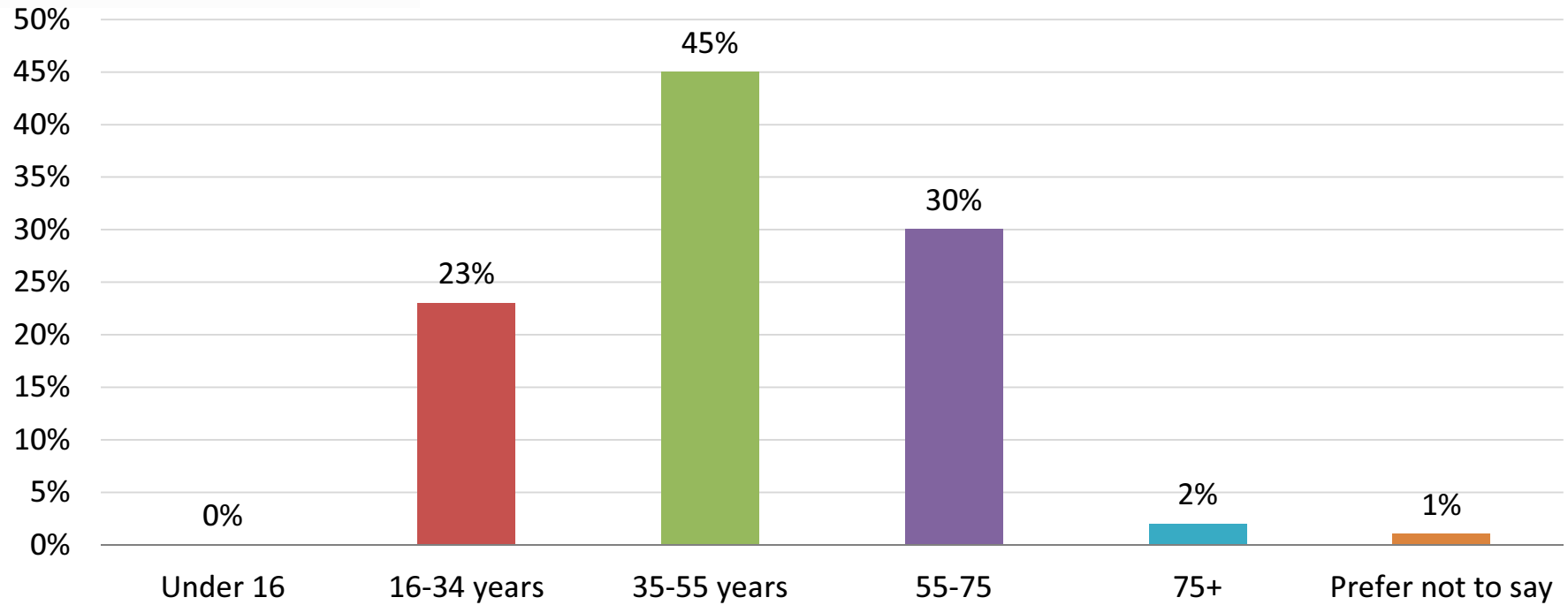


Online Survey - demographics

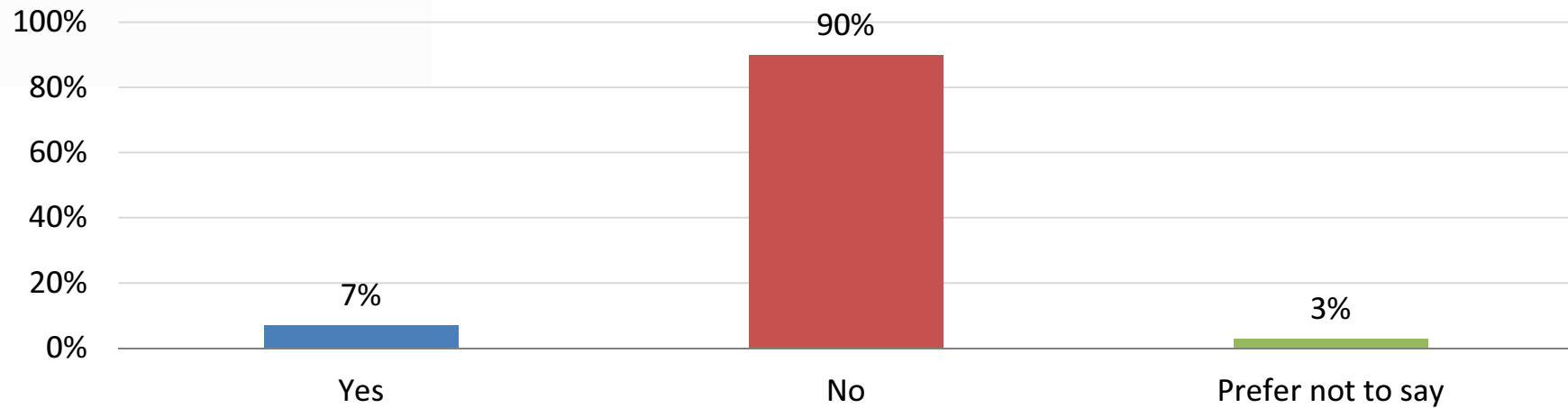
Screening 1. What District Council area do you live in?



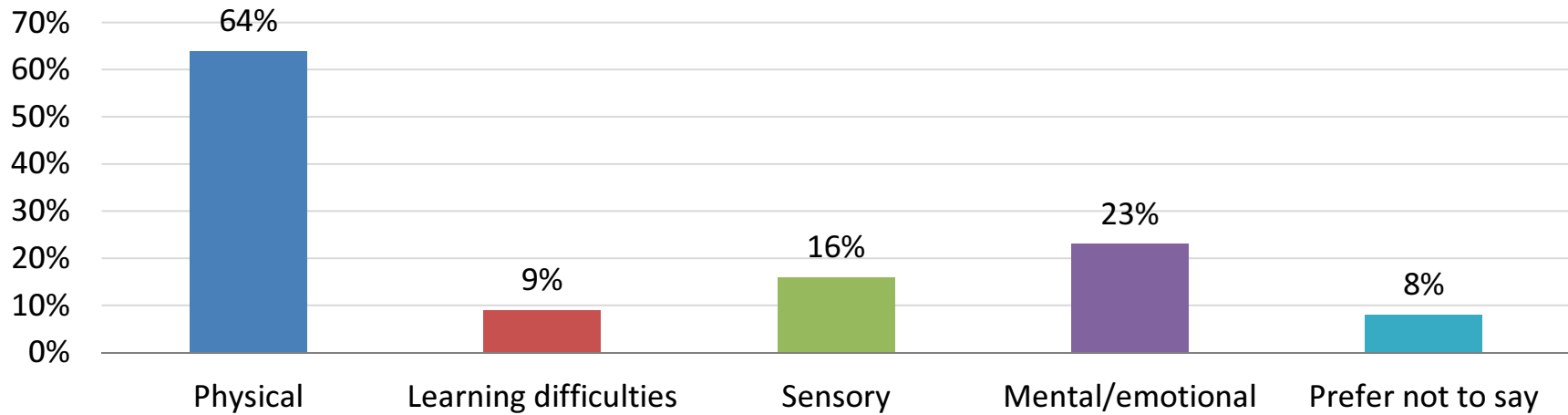
Question 9. Can I ask what age you are on your next birthday?



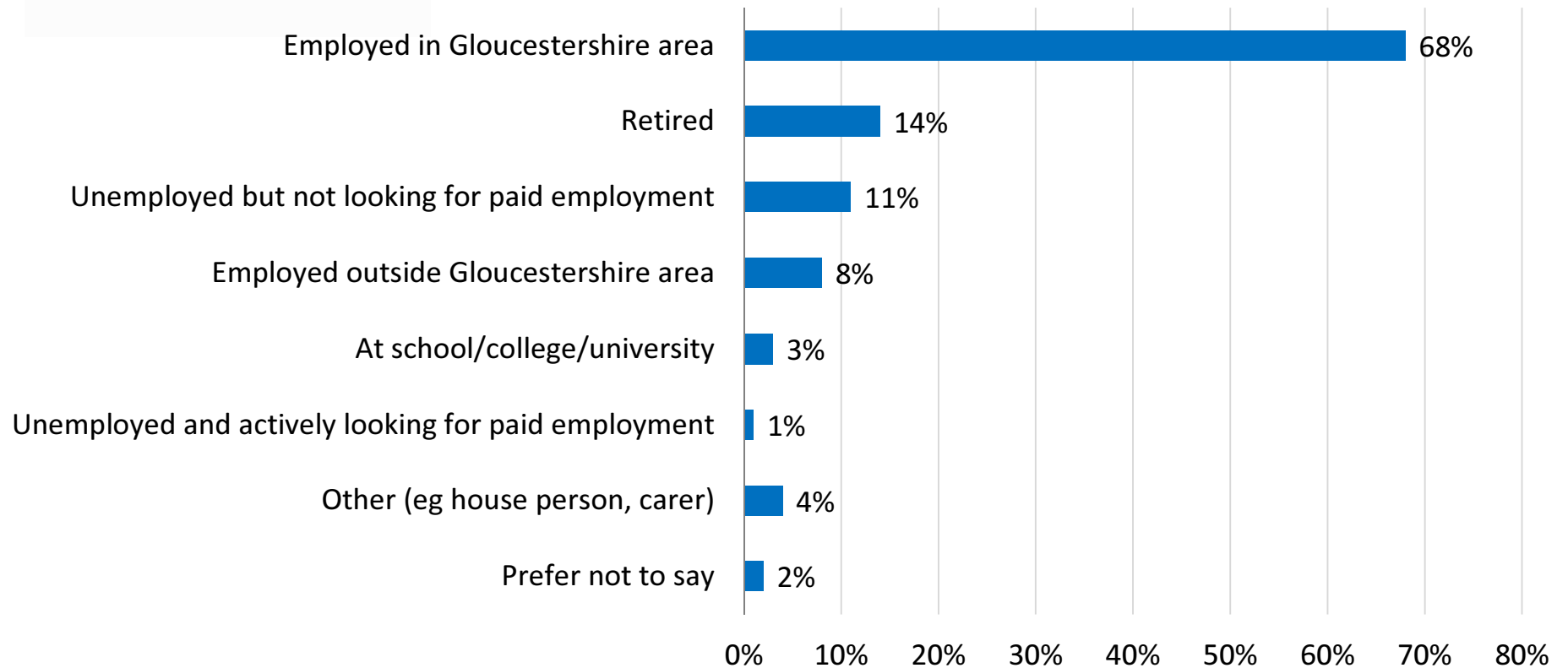
Question 10a. Do you have a disability?



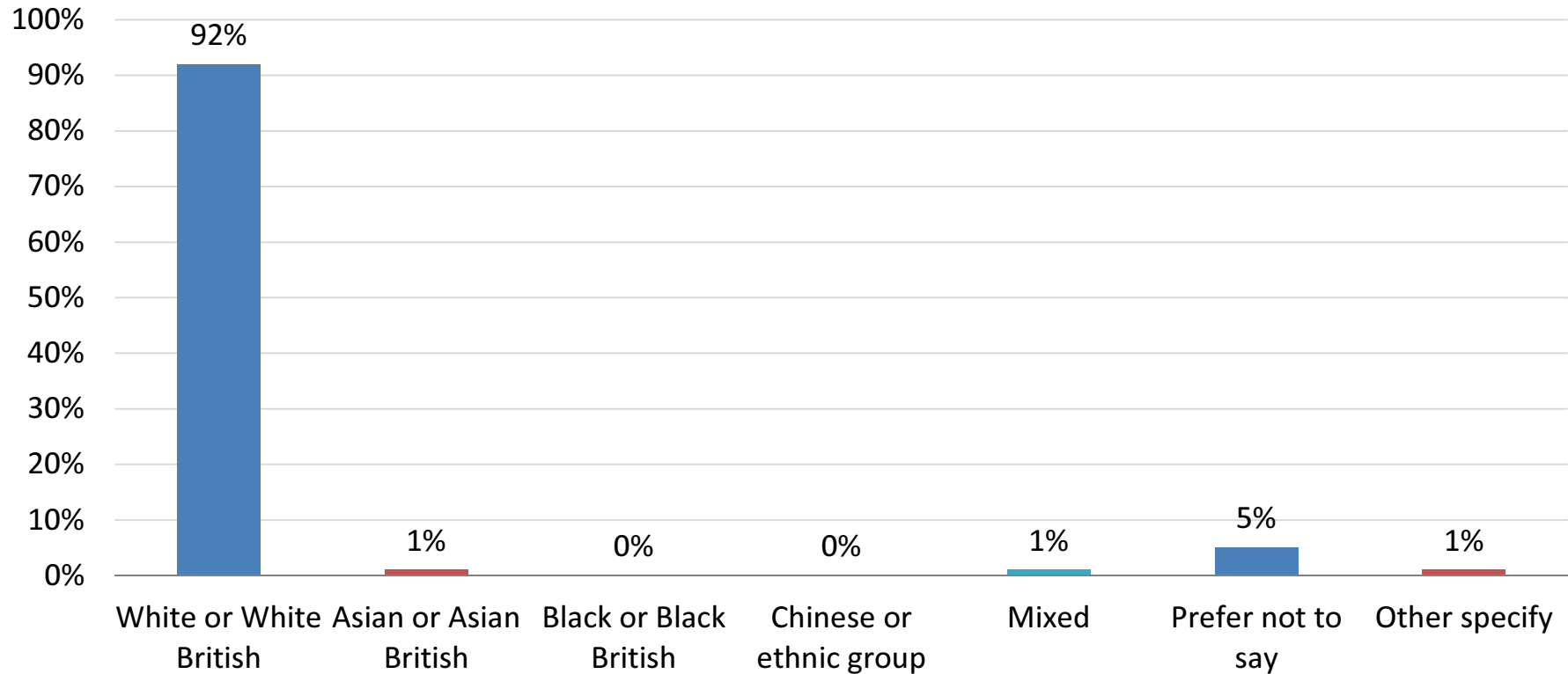
Question 10b. If yes, what disability is this?



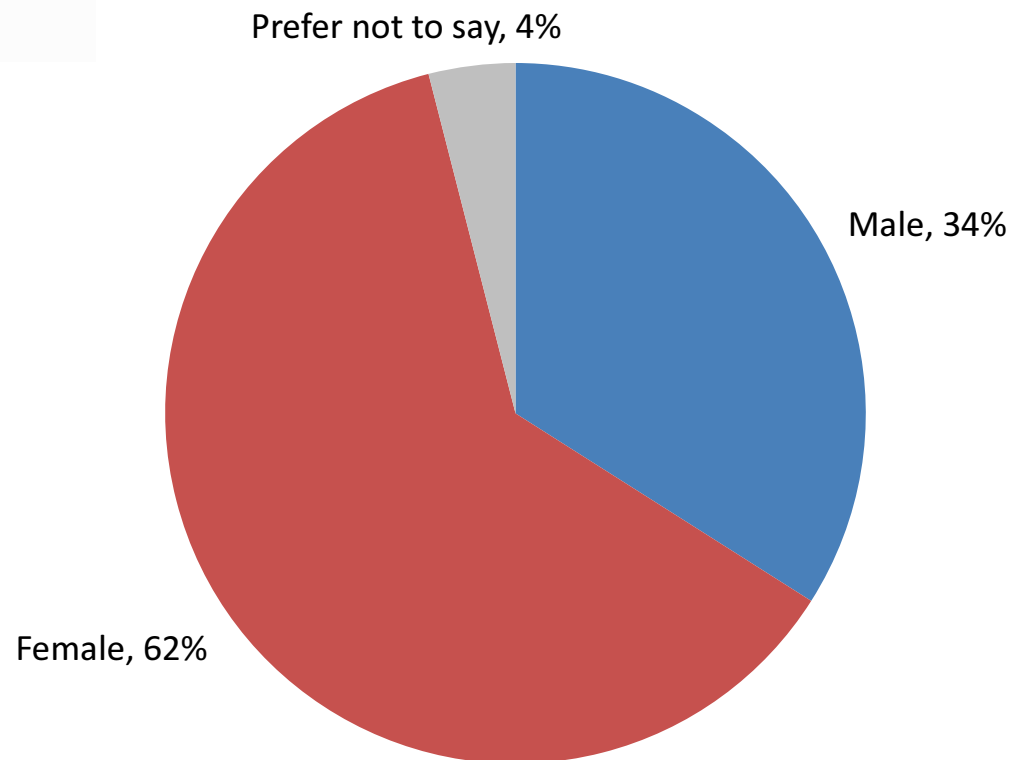
Question 11. What is your current working status?



Question 12. Which of the following ethnic groups do you consider you belong to?

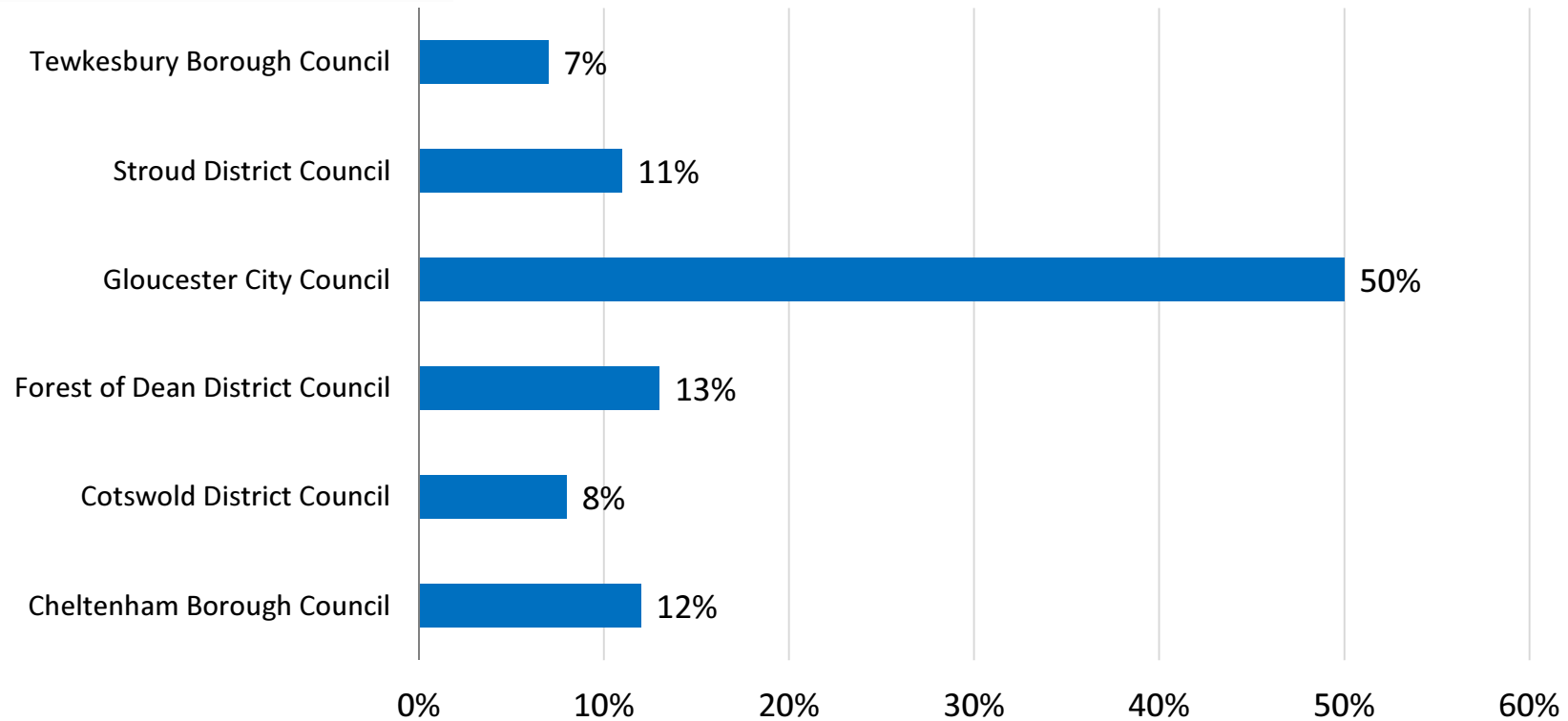


Question 13. What gender do you identify as?

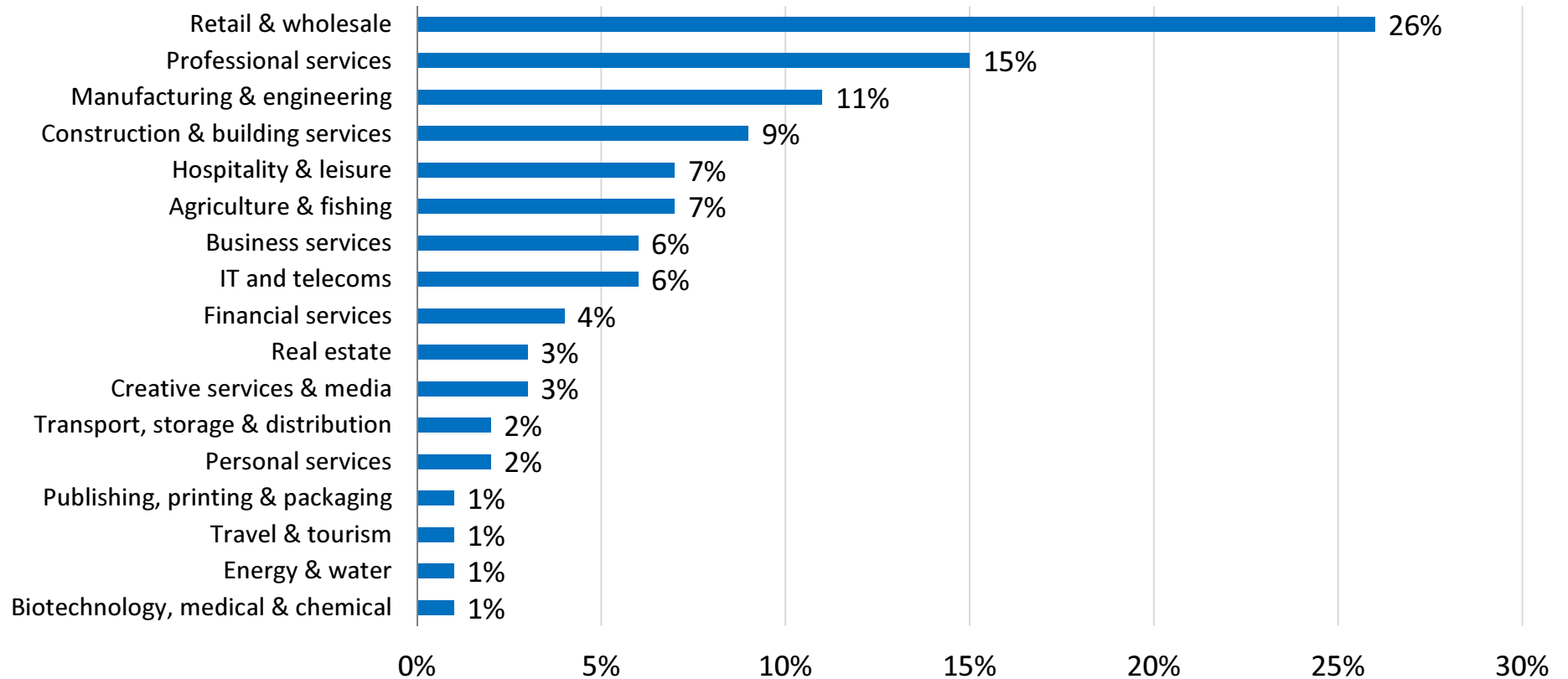


Business Survey - demographics

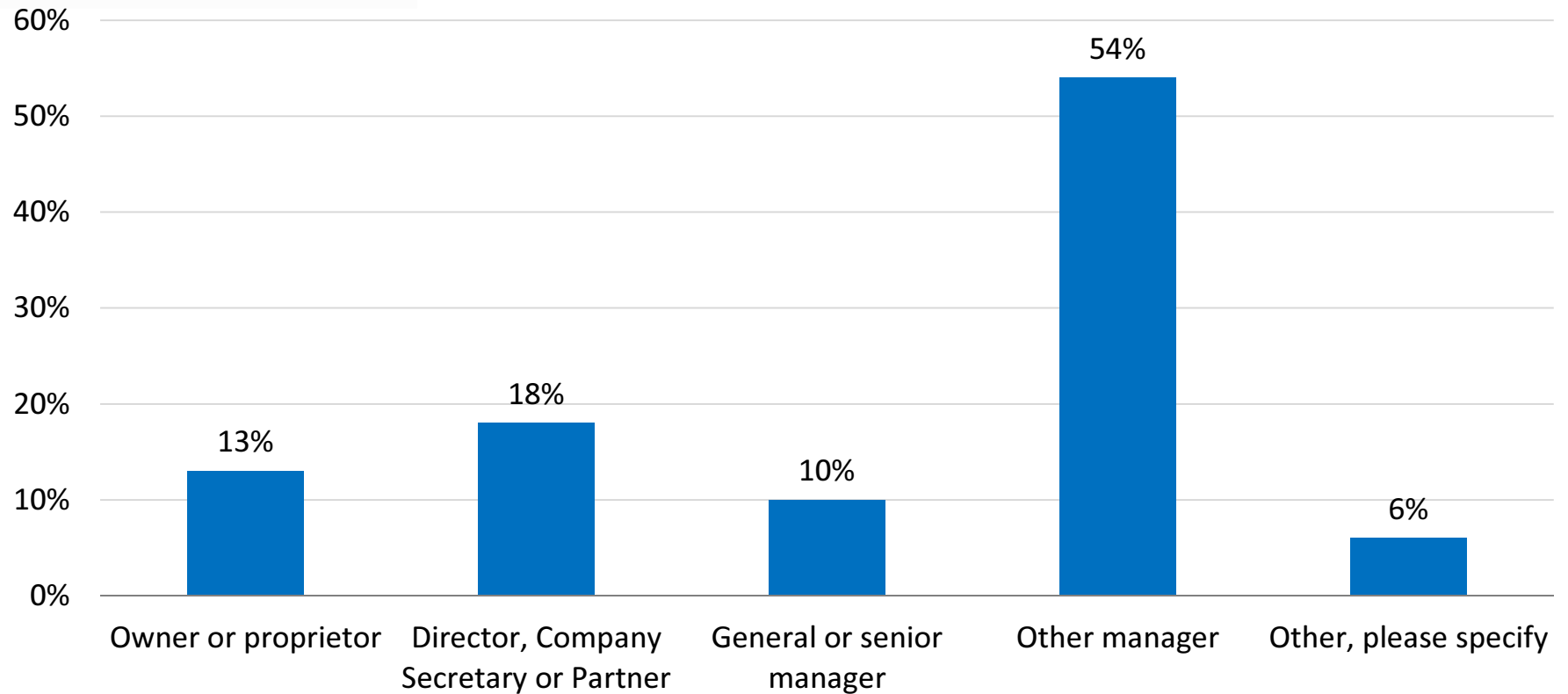
Screening 1. What District Council area is your business located in?



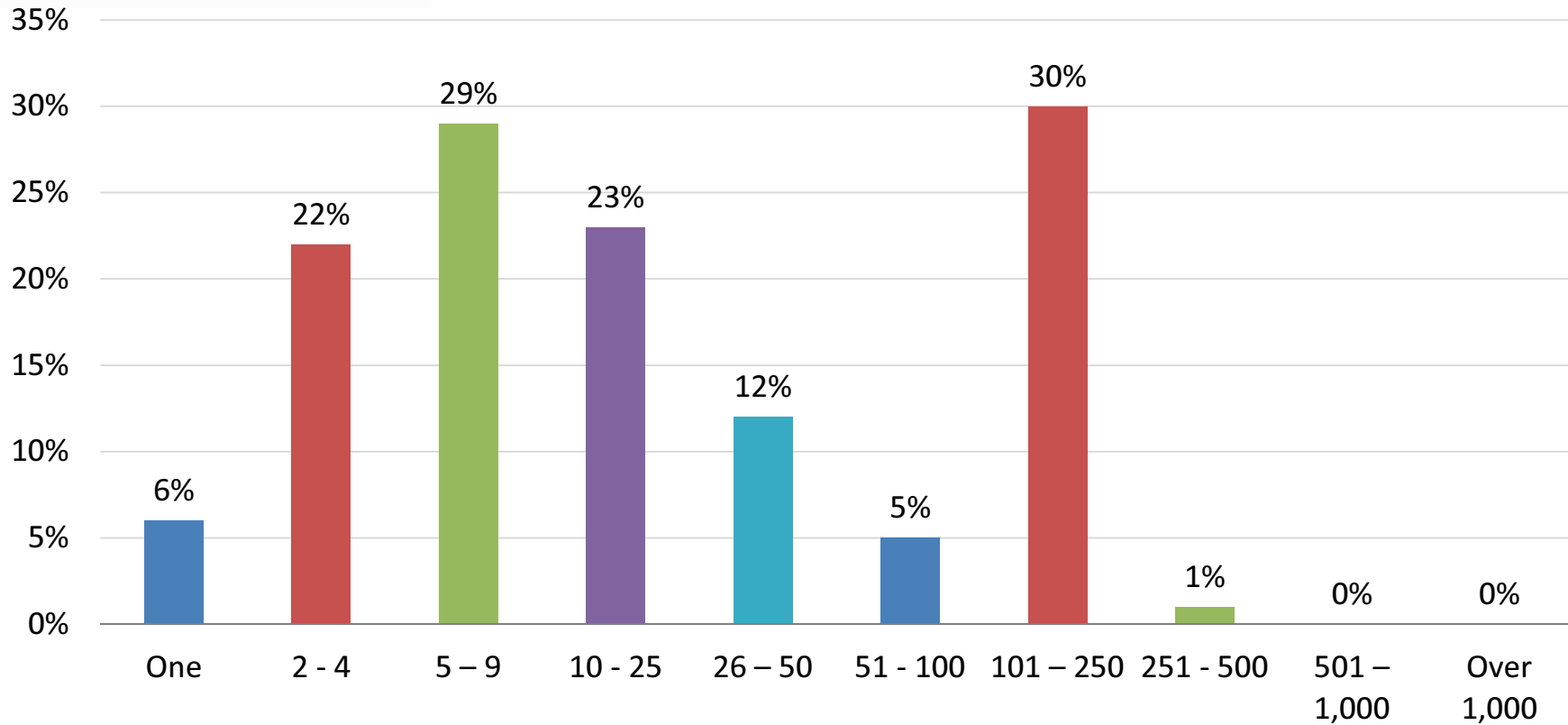
Screening 2. Which industry or service sector does your company or organisation operate in?



Screening 3. Which of the following best describes your position?



Screening 4. How many employees does your company or organisation employ within Gloucestershire?



Concern about the impact of Climate Change

- The following percentages said that they were concerned about the impact of climate change (either a lot or a little)
 - 84% of residents
 - 97% of online residents
 - 88% of businesses
- Residents were mostly concerned about *environment destruction* (61%).
- Online residents were also mostly concerned about *environment destruction* (87%) and *species extinction* (82%)
- Businesses were mostly concerned about *environment destruction* (73%), followed by *extreme weather* (46%)

Understanding of the term Carbon Neutral

- The following percentages said that they understood what is meant by the term carbon neutral (either very well or fairly well)
 - 71% of residents
 - 86% of online residents
 - 80% of businesses

Carbon Neutral by 2020

- The following percentages said that they believe it possible to be carbon neutral by 2020
 - 67% of residents
 - 78% of online residents
 - 62% of businesses.
- Main reasons given by all groups for not believing it to be achievable were *people will not change/come on board, unrealistic aim, transportation system won't adapt, too expensive and needs central government support.*

Benefits of reducing the effects of Climate Change

- The main benefit of reducing the effect of climate change was considered to be:
 - residents: *slowing down climate change (72%) and reduced waste (48%)*
 - online resident: *slowing down climate change (88%).*
 - businesses: *slowing down climate change (69%) and reduced waste (58%)*

Greatest impact on reducing Climate Change

- For households, the greatest impact on reducing the effect of climate change was considered to be *switching to renewable energy such as solar or wind power* (81% for both residents and online residents).
- For businesses, the greatest impact was considered to be *recycling as much business waste as possible by taking part in all business recycling options available* (99%) and *minimising single use plastic in packaging or products you buy for your business* (98%).

Key Findings

Encouraging household/business reduction of carbon footprint

- All of the following were thought to be either very or quite useful in encouraging reduction in carbon footprint by over 80% of residents, online residents and businesses
 - *The ability to find out your households carbon footprint*
 - *Green alternatives to travel more affordable/widely available*
 - *More energy efficiency advice and information*
 - *Financial incentives/subsidies/grants*
 - *Green alternatives to everyday products being more affordable/widely available*
 - *More factual information available on a local scale, so it's clear how you can have an impact*
 - *More or different recycling facilities near you so more materials can be recycled*

Prioritising resources

- Most of the actions presented were considered to have a big impact on reducing climate change, the highest being:
 - residents: *supporting renewable energy generation* (90% big impact) and *planting more trees* (88%)
 - Online residents: *reducing Gloucestershire's carbon emissions by 80% by 2030, when compared to 2005* (87% big impact) and *supporting renewable energy generation* (87%)
 - Businesses: *support better public transport* (96% big impact), *developing stronger planning policies* (93%) and *supporting renewable energy regeneration* (92%)
- *Developing a Grow Your food initiative* was considered to have the least impact for all groups.

Conclusions

- There is a lot of concern about climate change amongst both residents and businesses.
- A high proportion of residents and businesses also believe that they understand what is meant by the term carbon neutral.
- Whilst many did believe it possible to be carbon neutral by 2030, there was some concern that the aim is unrealistic and the difficulty of getting everyone on board to make the changes.
- Residents and businesses were clearly aware of the benefits of reducing the effects of climate change and were aware of the changes that would have the greatest impact.
- Most were open to the suggestions made in terms of encouraging carbon footprint reduction.
- The nature of the self-selecting sample of the online survey, meant that these respondents were more concerned and more knowledgeable than residents from the telephone survey.