

Climate Change Attitude Survey

High Peak Borough Council

Report

October 2021

- 500 telephone interviews with the general public
- Random Digit Dialling approach – where we purchase a list of random telephone numbers with the relevant postcodes in order to achieve the required sample
- Fieldwork conducted between 6th – 26th September 2021
- Quotas were imposed as follows

Area	% of interviews	Number of interviews
Buxton and surrounding area	33%	167
Glossop and Glossopdale	33%	166
Central belt, inc Hope Valley	33%	167
TOTAL	100%	500

Age	% of interviews	Number of Interviews
18 - 24	10%	51
25 - 44	31%	154
45 - 64	37%	186
65+	22%	109
Total	100%	500

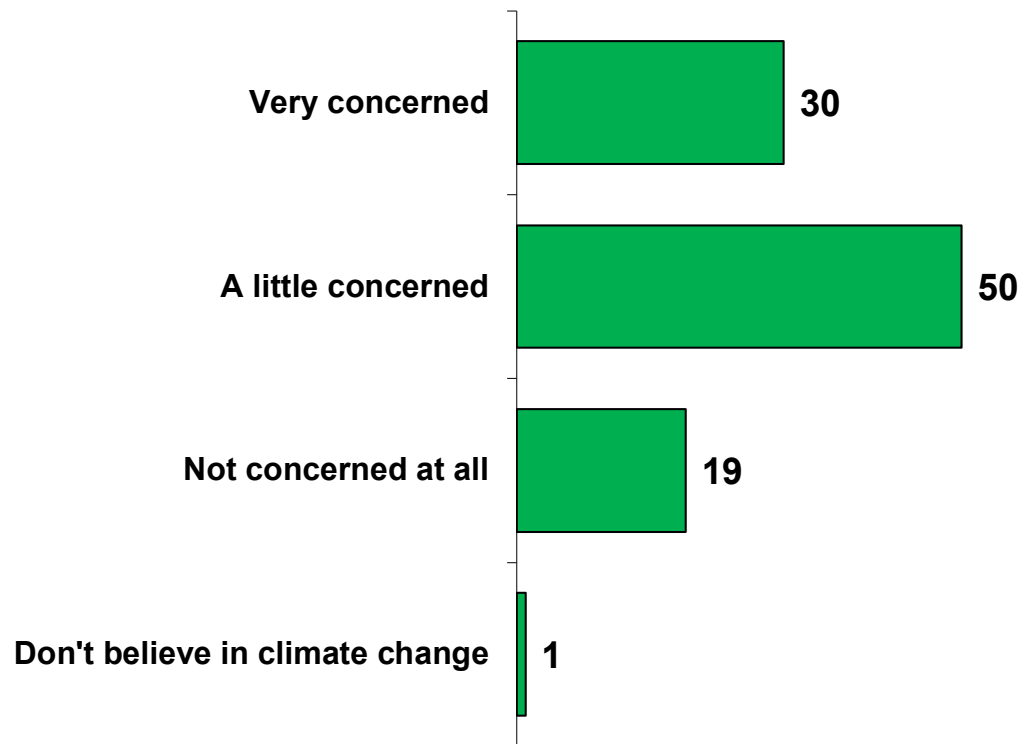
Gender	% of interviews	Number of Interviews
Male	49%	245
Female	51%	255
Total	100%	500

- The objectives of the research were as follows:
 - to assess the level of concern of impact of climate change on the borough
 - to assess the level of concern over a number of factors affected by climate change
 - to determine understanding of the term Net Zero
 - to gather views on whether it's achievable to become Net Zero by 2030
 - to determine the public's importance towards tackling climate change
 - to determine the likelihood of taking actions to tackle climate change
 - to find out what help required to make changed towards tackling climate change and achieving net zero
 - to determine the importance of different factors in tackling climate change

Question 1a. How concerned are you about the impact of climate change on our borough?

% respondents

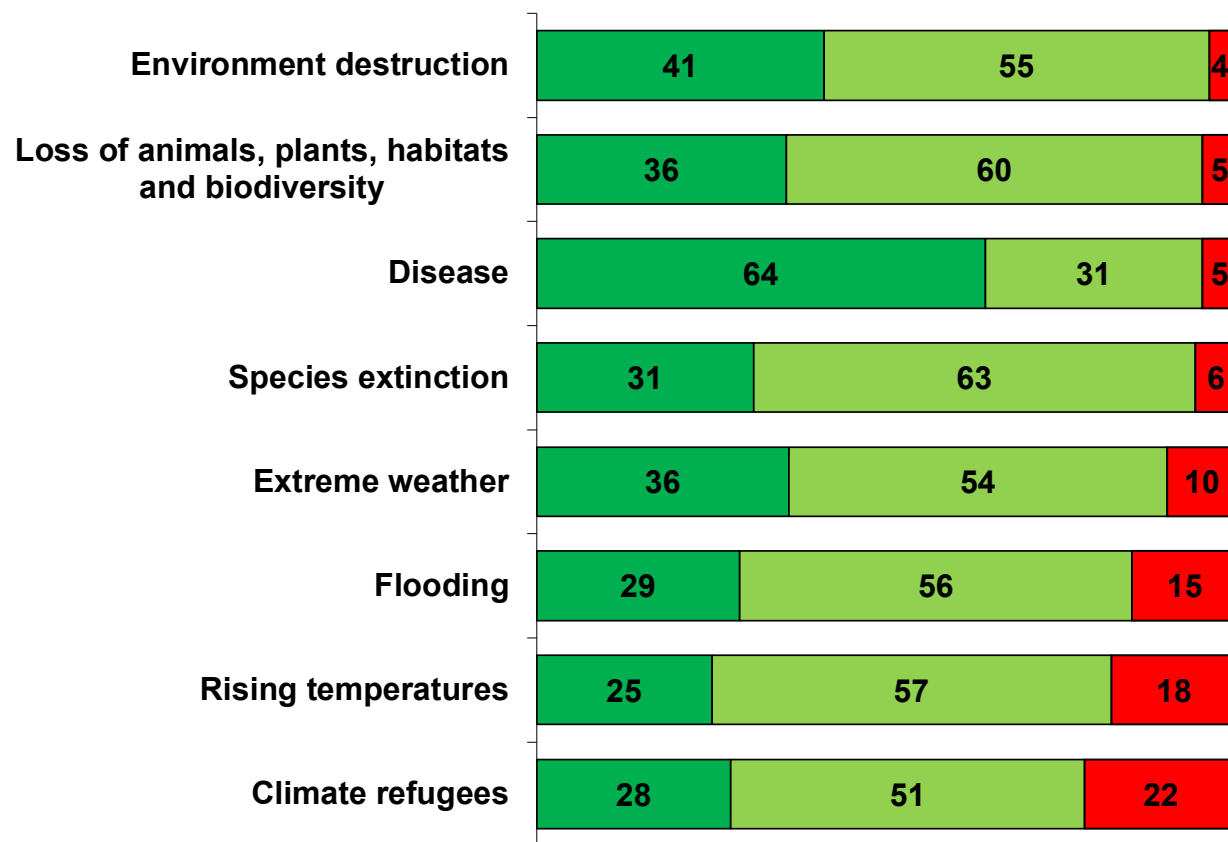
- 80% of residents (4 in 5) are either very or a little concerned about the impact of climate change of the borough.
- 19% (just less than 1 in 5) are not concerned at all.
- Those aged 18 – 24* are least likely to be concerned (35% not concerned at all) as are men (27% not concerned) and those living in Central Belt (40% not concerned).



Question 1b. How concerned are you about the following in relation to climate change?

% respondents

■ Very concerned ■ A little concerned ■ Not concerned at all



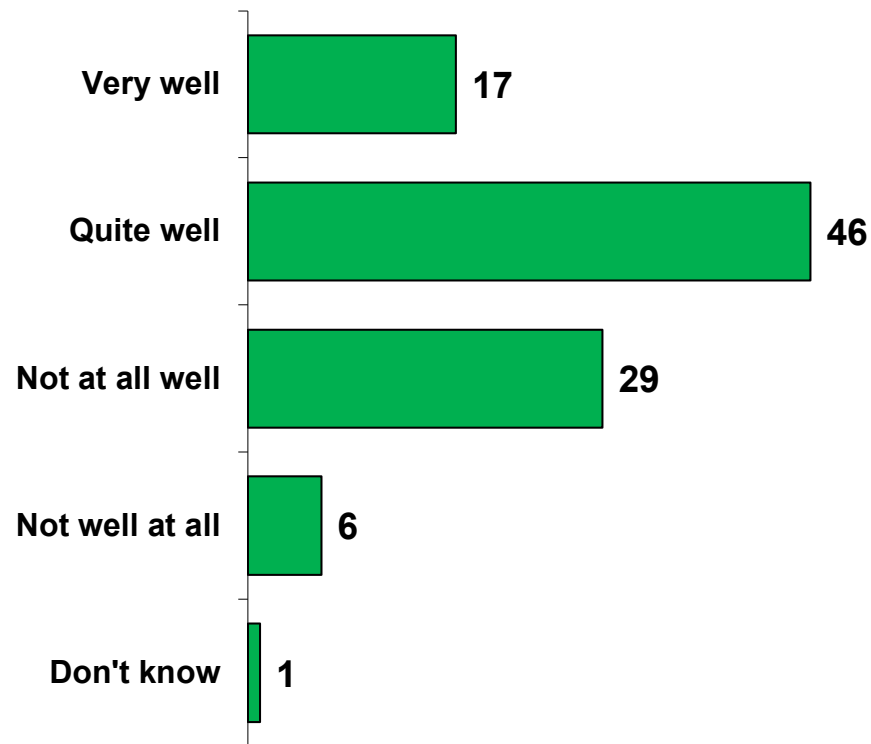
Base: (400. those who were concerned with climate change)

- Over three quarter of residents are concerned to some extent about all aspects of climate change.
- Of most concern are:
 - *environment destruction* (96% very or a little concerned)
 - *loss of animals, plants, habitats and biodiversity* (96%)
 - *disease* (95%)
 - *species extinction* (94%).

Question 2. How well do you think you understand what is meant by being Net Zero?

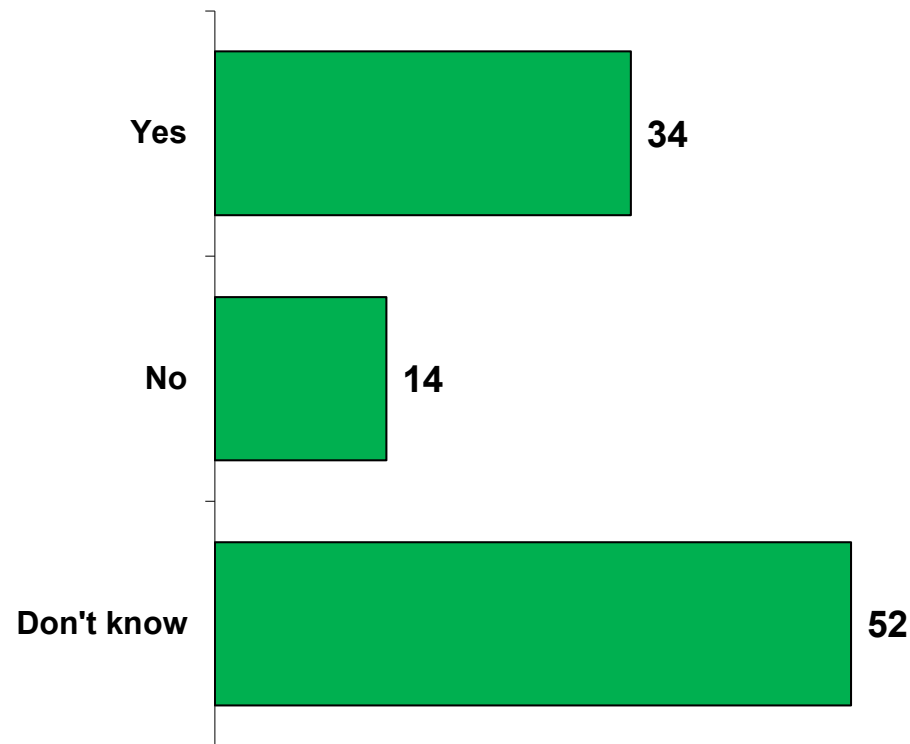
% respondents

- Just over 6 in 10 (63%) of residents understand either very well or quite well what is meant by Net Zero.
- There are no differences in understanding by age, gender or region.



Question 3. Do you think it's achievable to become Net Zero by 2030?

% respondents



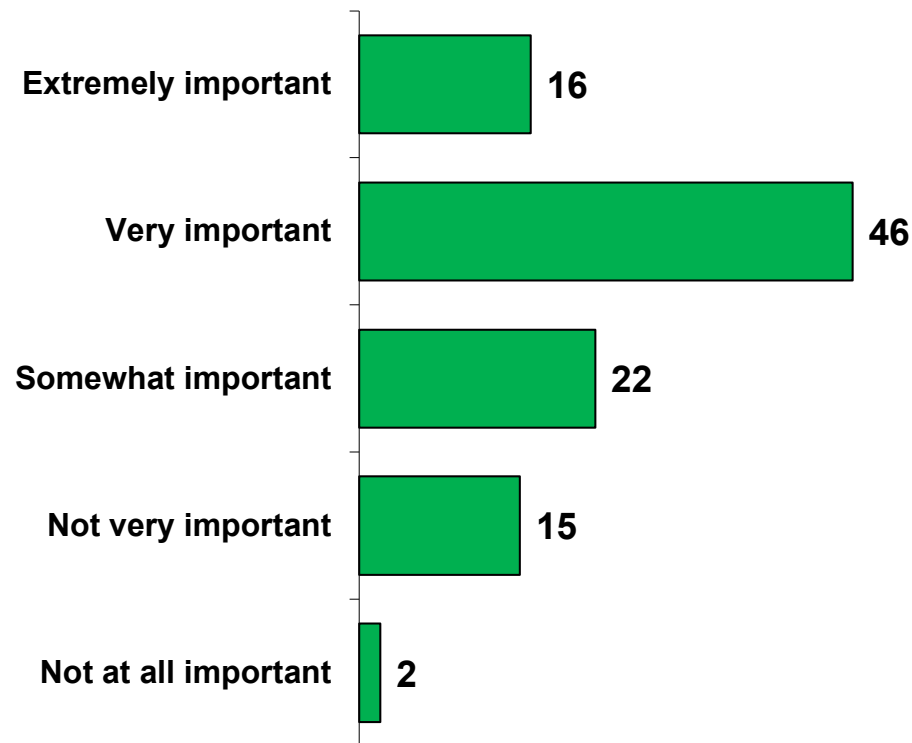
- Just over a third (34%) feel that it is achievable to become Net Zero by 2030.
- However, 14% said it isn't achievable and over a half (52%) do not know.
- Those aged 18 -24* are least likely to think it is achievable (20% yes) as are males (24% compared to 44% of females).
- The main reasons given for not thinking it is achievable are:
 - not enough time
 - big businesses not doing enough
 - Not all individuals are on board
 - Other countries not doing enough
 - Public transport is poor

*caution: small sample size

Base: (500)

Question 4. How important is tackling climate change to you?

% respondents



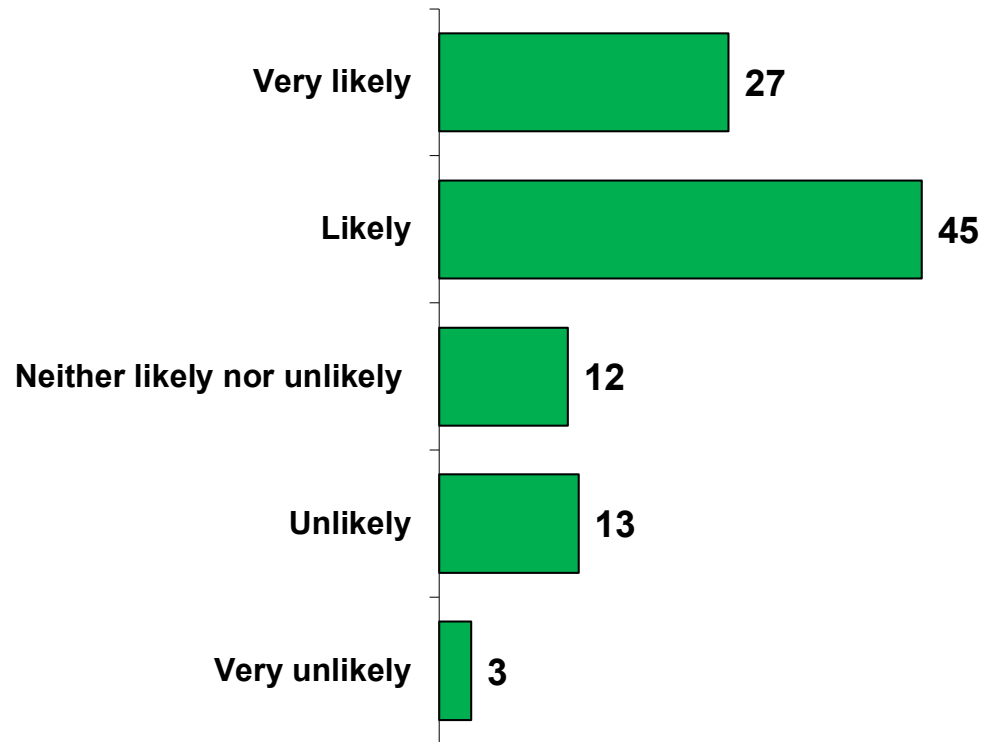
- 84% said that climate change is important to them (either somewhat, very or extremely)
- Approximately 1 in 6 people (17%) do not think it's important.
- Those aged 18 – 24* are least likely to say it's important (43% not important) as are those living in Central Belt (42% not important).

* caution: small sample size



Question 5. How likely is it you will take action on climate change? % respondents

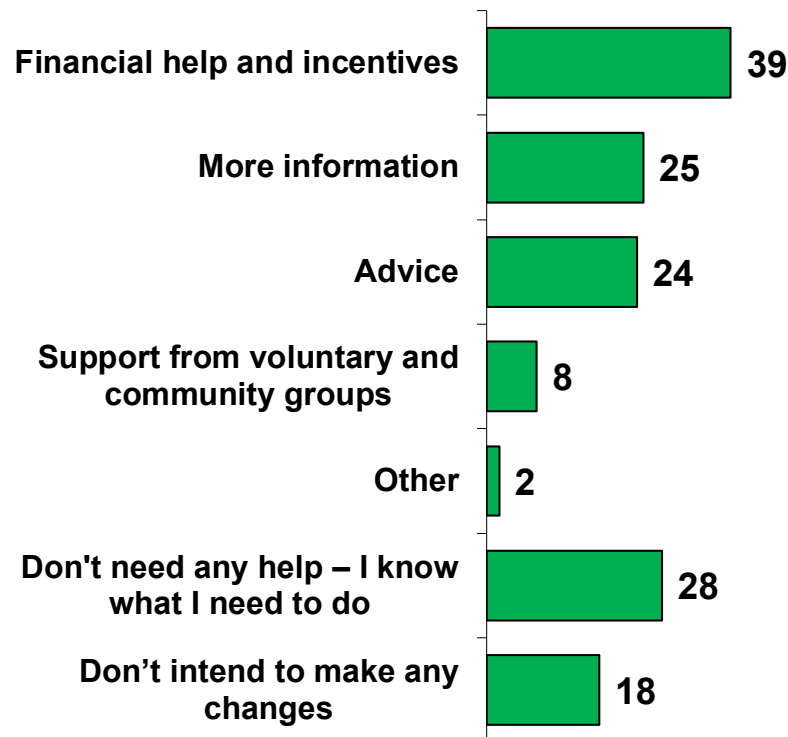
- Over 7 in 10 (72%) said it is likely (either very likely or likely) that they will take action on climate change. Whereas around 1 in 6 (16%) said that they are unlikely to take action.
- Those aged 18 – 24* are least likely to say they are going to take action (39% unlikely) as are men (23% unlikely compared to 9% of women) and those living in Central Belt (40% not likely).



* caution: small sample size

Question 6. What would help you make changes to tackle climate change and achieve a Net Zero High Peak by 2030?

% respondents



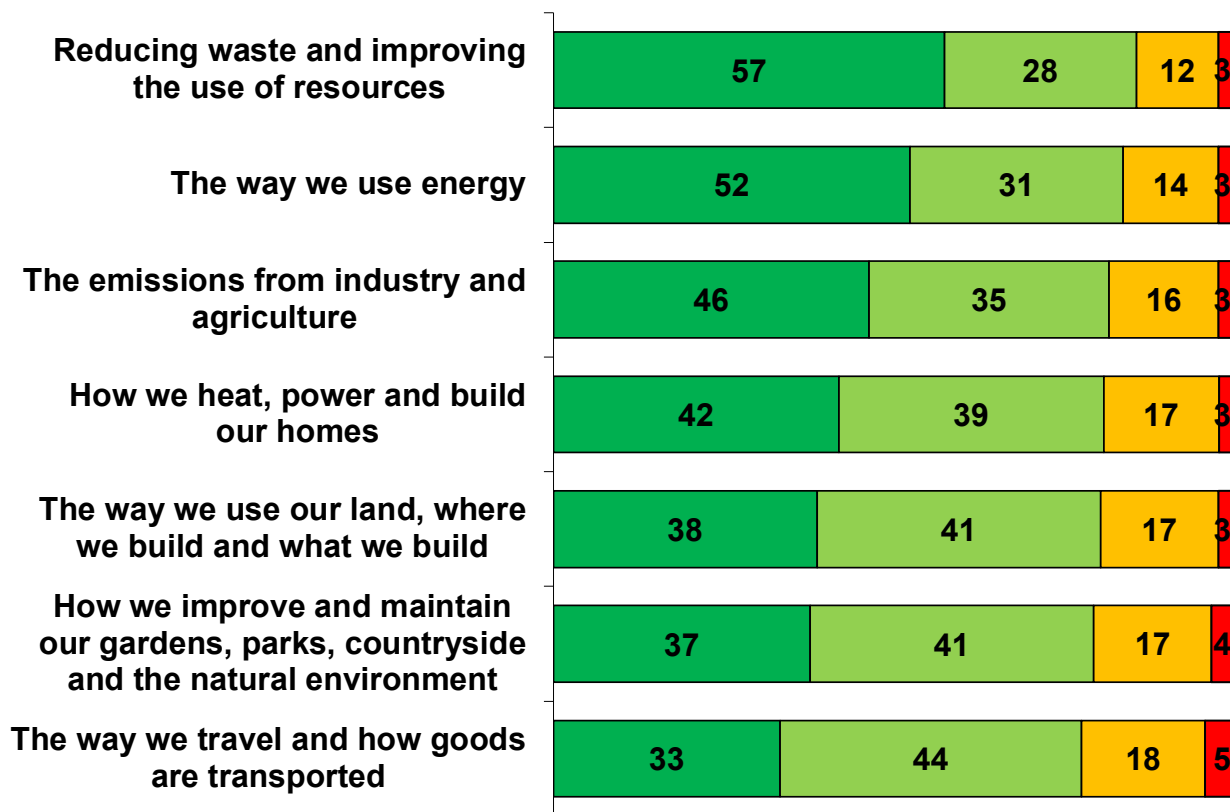
- When asked what would help them to make changes to tackle climate change the most popular response is *financial help and incentives (39%)*, followed by *more information (25%)* and *advice (24%)*.
- 28% said that they *didn't need any help as they know what they needed to do* and a further 18% said that they *don't intend to make any changes*.
- Those aged 18 – 24* are most likely to say they don't intend to make any changes (41%) as are men (27% unlikely compared to 10% of women) and those living in Central Belt (32%).

* caution: small sample size

Question 7. How important do you think it is to prioritise the following to tackle climate change in the borough?

% respondents

■ Very important ■ Quite important ■ Not very important ■ Not at all important



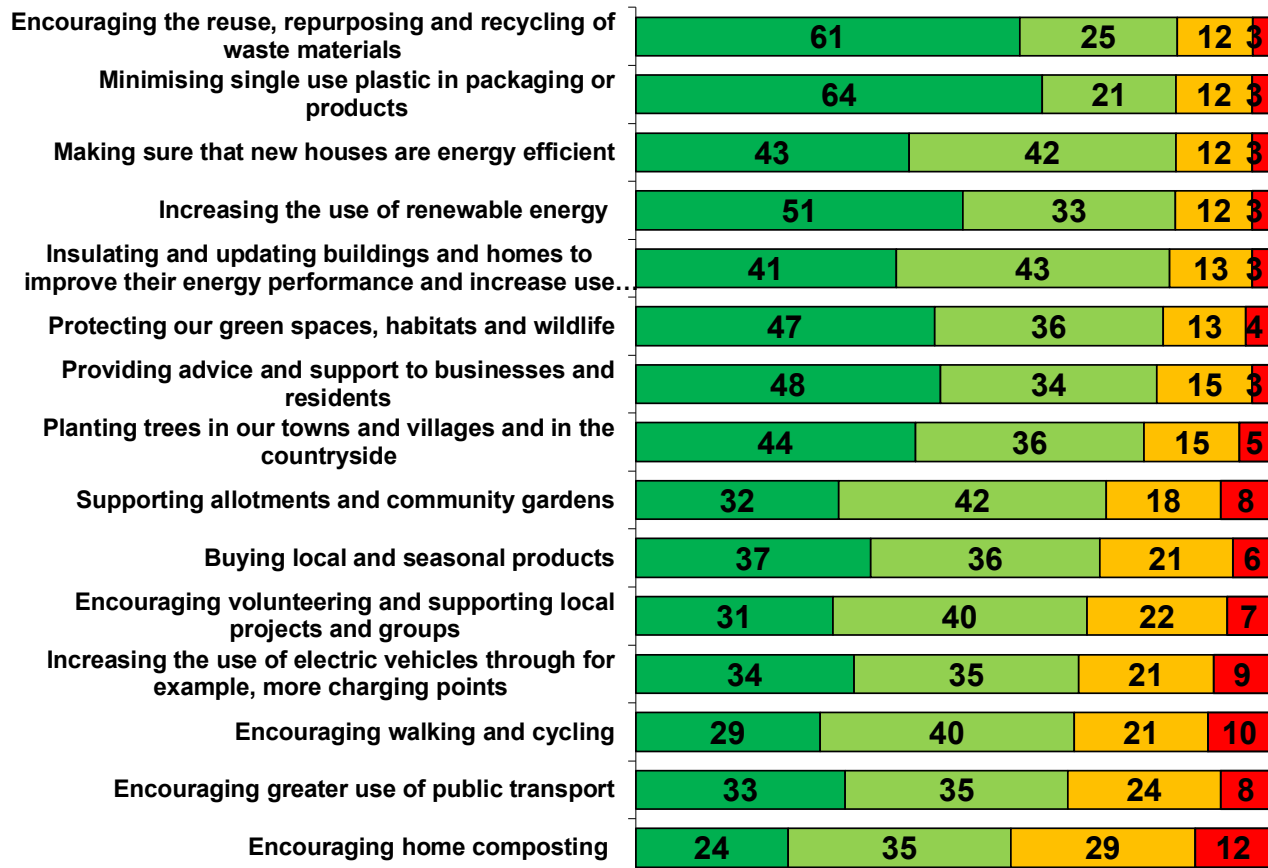
Base: (500)

- When shown a list of actions to tackle climate change over three quarters think they are all important to prioritise.
- The most important to prioritise are considered to be *reduce waste and improving the use of resources* (85% very or quite important), followed by *the way we use energy* (83%)

Question 8. How important do you think the following are for tackling climate in the borough?

% respondents

■ Very important ■ Quite important ■ Not very important ■ Not at all important



Base: (500)

- When shown another list of actions to tackle climate change over three quarters think they are all important.
- The most important are considered to be *encouraging the reuse, repurposing and recycling of waste materials* (86% very or quite important), followed *minimising single use plastic in packaging or products* (85%), *making sure that new houses are energy efficient* (85%) and *increasing the use of renewable energy* (85%).
- Of least important is *encouraging home composting* (59% important)

Summary

- 80% of residents are either very or a little concerned about the impact of climate change of the borough, while 19% are not concerned at all.
- Of most concern are:
 - environment destruction (96% very or a little concerned)
 - loss of animals, plants, habitats and biodiversity (96%)
 - disease (95%)
 - species extinction (94%).
- 63% of residents understand either very well or quite well what is meant by Net Zero.
- 34% feel that it is achievable to become Net Zero by 2030. However, 14% said it isn't achievable and 52% do not know if it's achievable.
- 84% said that climate change is either somewhat, very or extremely important to them.
- 72% said it is likely (either very likely or likely) that they will take action on climate change. 16% said that they are unlikely to take action.
- When asked what would help them to make changes to tackle climate change the most popular response is *financial help and incentives* (39%), followed by *more information* (25%) and *advice* (24%).
- The most important areas to prioritise are considered to be *reduce waste and improving the use of resources* (85% very or quite important), followed by *the way we use energy* (83%)
- The most important actions to tackling climate change are considered to be *encouraging the reuse, repurposing and recycling of waste materials* (86% very or quite important), followed *minimising single use plastic in packaging or products* (85%), *making sure that new houses are energy efficient* (85%) and *increasing the use of renewable energy* (85%). Of least important is encouraging home composting (59% important)