

Climate Change Attitude Survey

Staffordshire Moorlands District 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
Leek	30%	150
Biddulph	30%	150
Cheadle	30%	150
Werrington, Forsbrook, Cheddleton, etc	10%	50
TOTAL	100%	500

Age	% of interviews	Number of Interviews
18 - 24	9%	43
25 - 44	28%	143
45 - 64	37%	184
65+	26%	130
Total	100%	500

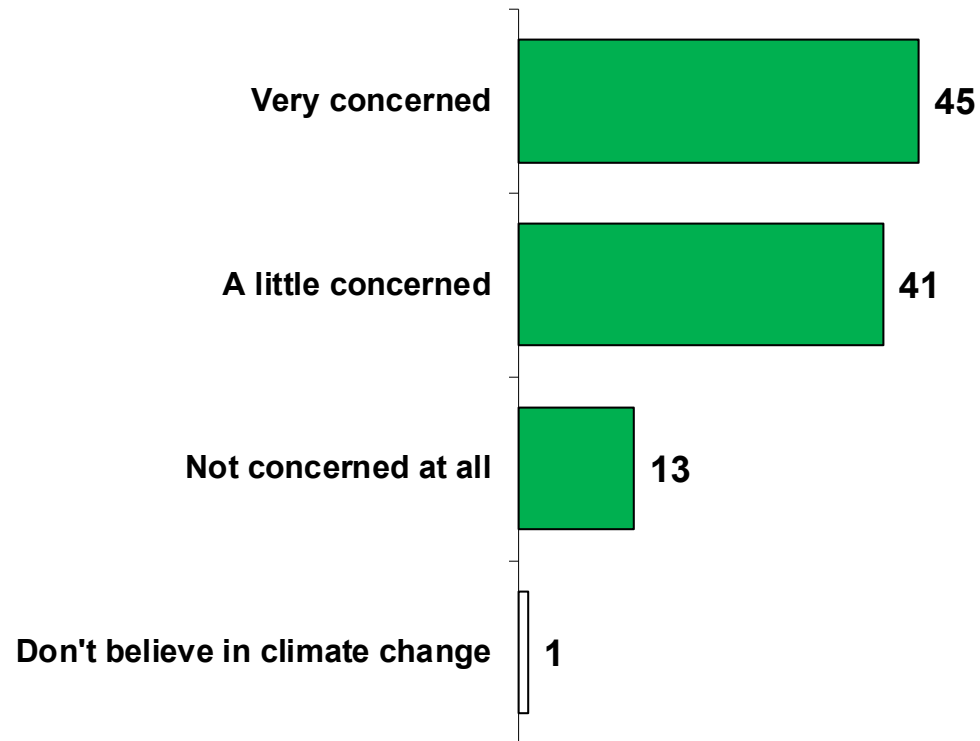
Gender	% of interviews	Number of Interviews
Male	49%	245
Female	51%	255
Total	100%	500

- The objectives of the research were as follows:
 - to assess the level of concern of impact of climate change on the district
 - 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 District?

% respondents

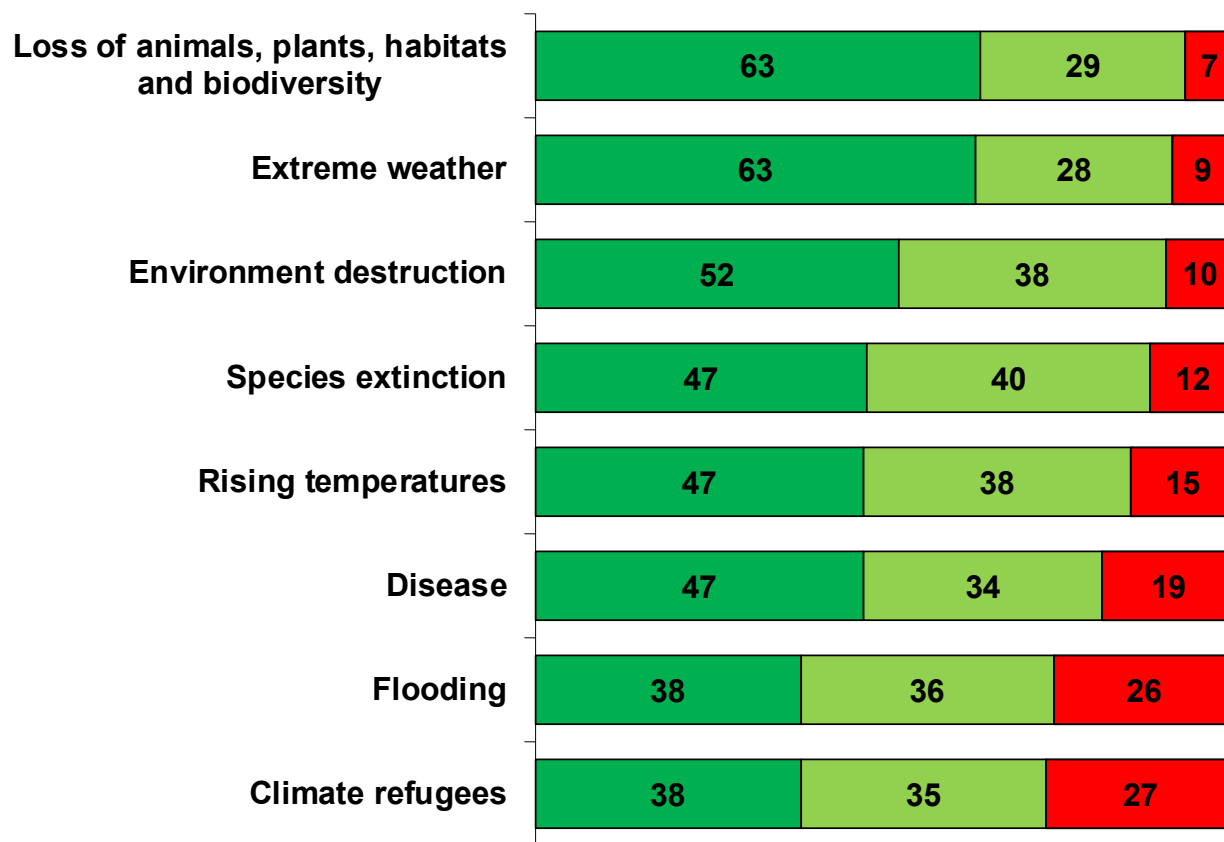
- 86% of residents (over 4 in 5) are either very or a little concerned about the impact of climate change of the district.
- 13% (around 1 in 8) are not concerned at all.
- Men are least likely to be concerned (19% not concerned at all compared to 7% of women) as are those living in Leek (18% not concerned).



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

% respondents

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

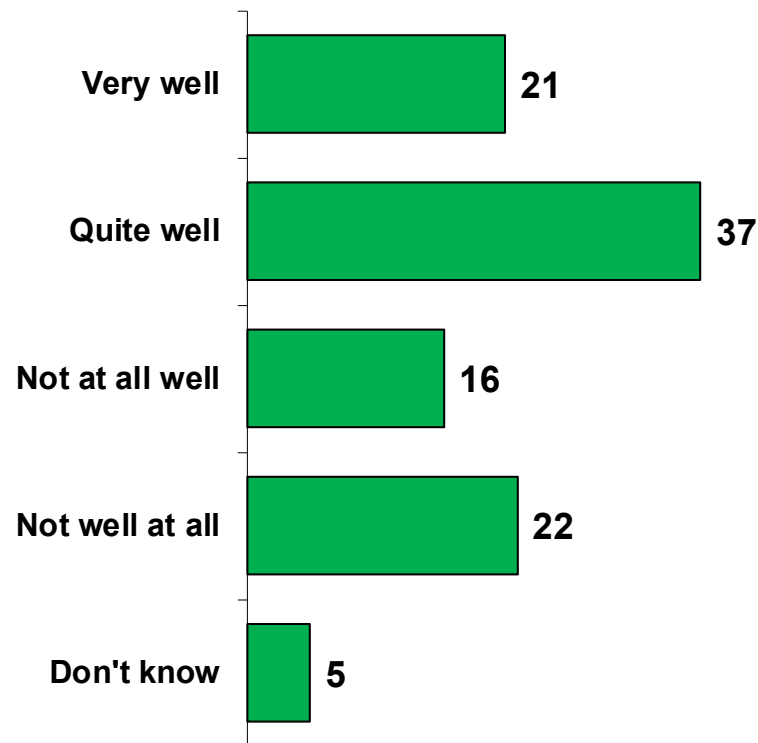


Base: (430. those who were concerned with climate change)

- Over 7 in 10 residents are concerned to some extent about all aspects of climate change.
- Of most concern are:
 - *loss of animals, plants, habitats and biodiversity* (93%)
 - *extreme weather* (91%)
 - *environment destruction* (90% very or a little concerned)

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

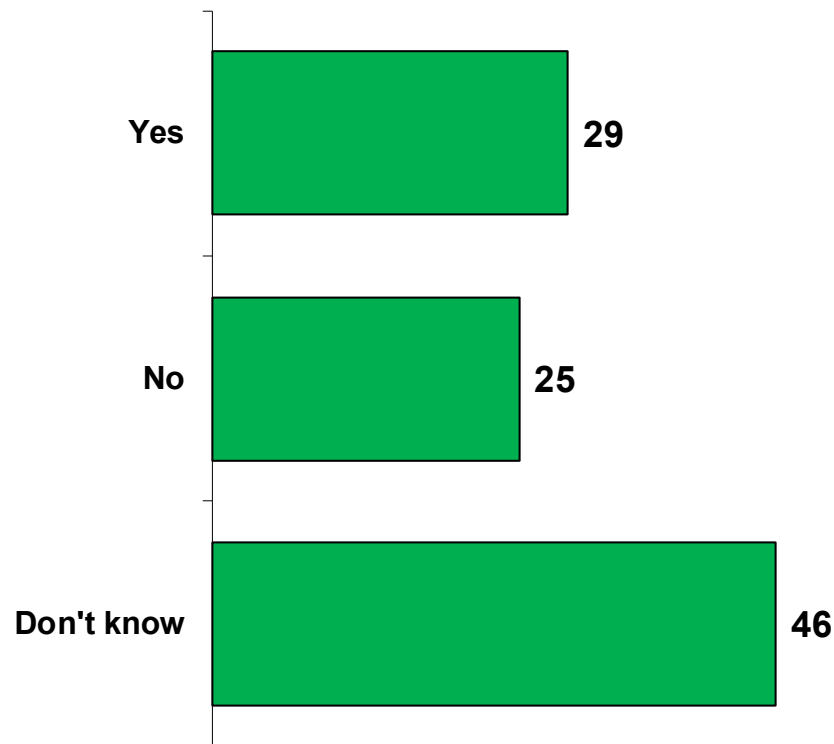
- Just under 6 in 10 (58%) of residents understand either very well or quite well what is meant by Net Zero.
- Younger residents (those under 44 years) are more likely to understand what it meant (72% of 18-24s* and 73% of 24- 44s compared to 54% of 45 – 64s and 43% of over 65s) as are men (64% compared to 50% of women).





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

- Just under 3 in 10 (29%) feel that it is achievable to become Net Zero by 2030.
- However, a quarter (25%) said it isn't achievable and 46% do not know.
- Younger residents (those under 44 years) are more likely to think it was achievable (53% of 18-24s* and 48% of 24- 44s compared to 17% of 45 – 64s and 18% of over 65s) as were men (34% compared to 25% of women).
- 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*

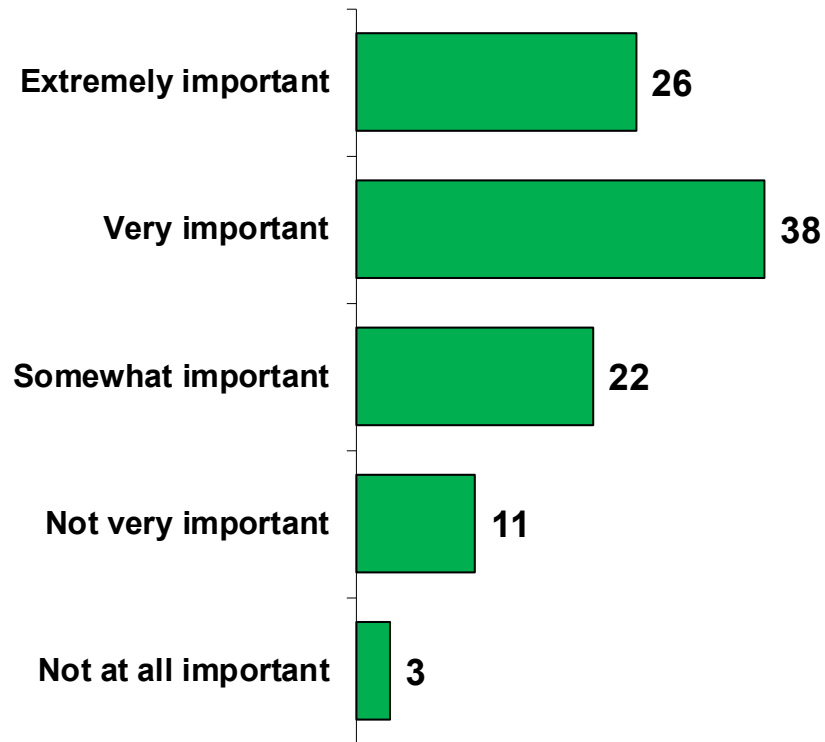




Question 4. How important is tackling climate change to you?

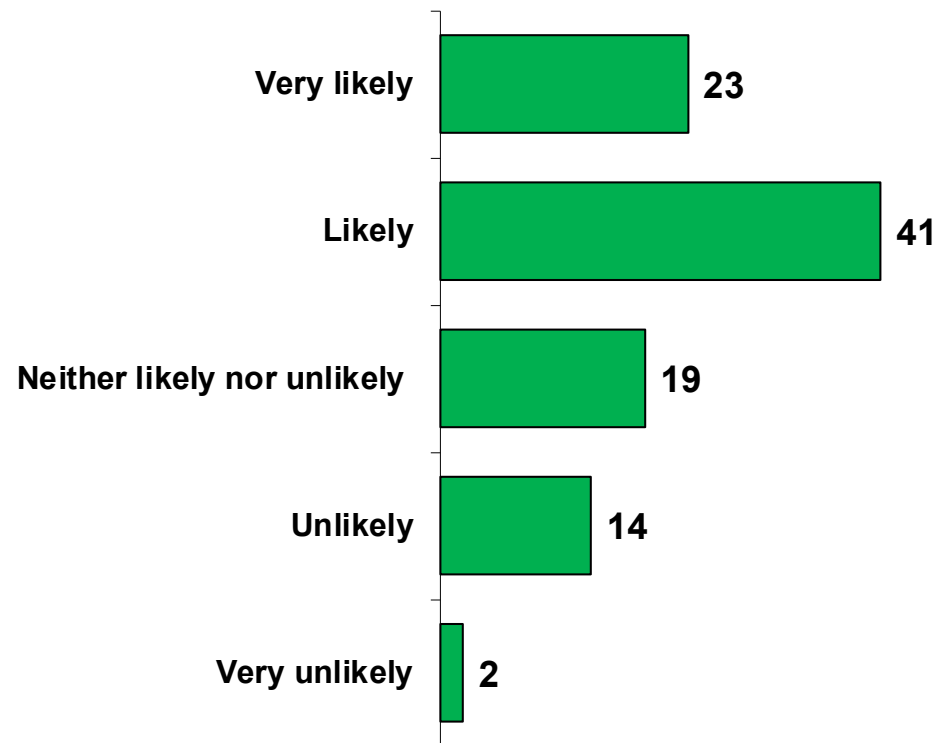
% respondents

- 86% said that climate change is important to them (either somewhat, very or extremely)
- Approximately 1 in 7 people (14%) do not think it's important.
- There are no differences by age, gender or area.



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

- Just under two thirds (64%) 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 under 44 are most likely to say they are going to take action (100% of 18-24s* and 76% of 25 – 44s compared to 60% of 45-64s and 48% of over 65s)

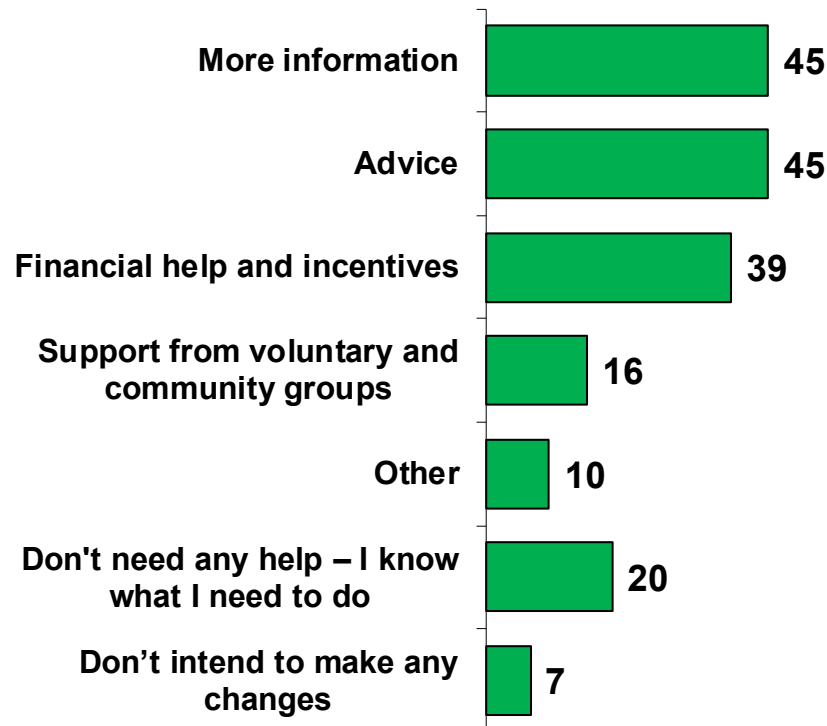


* caution: small sample size

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

% respondents

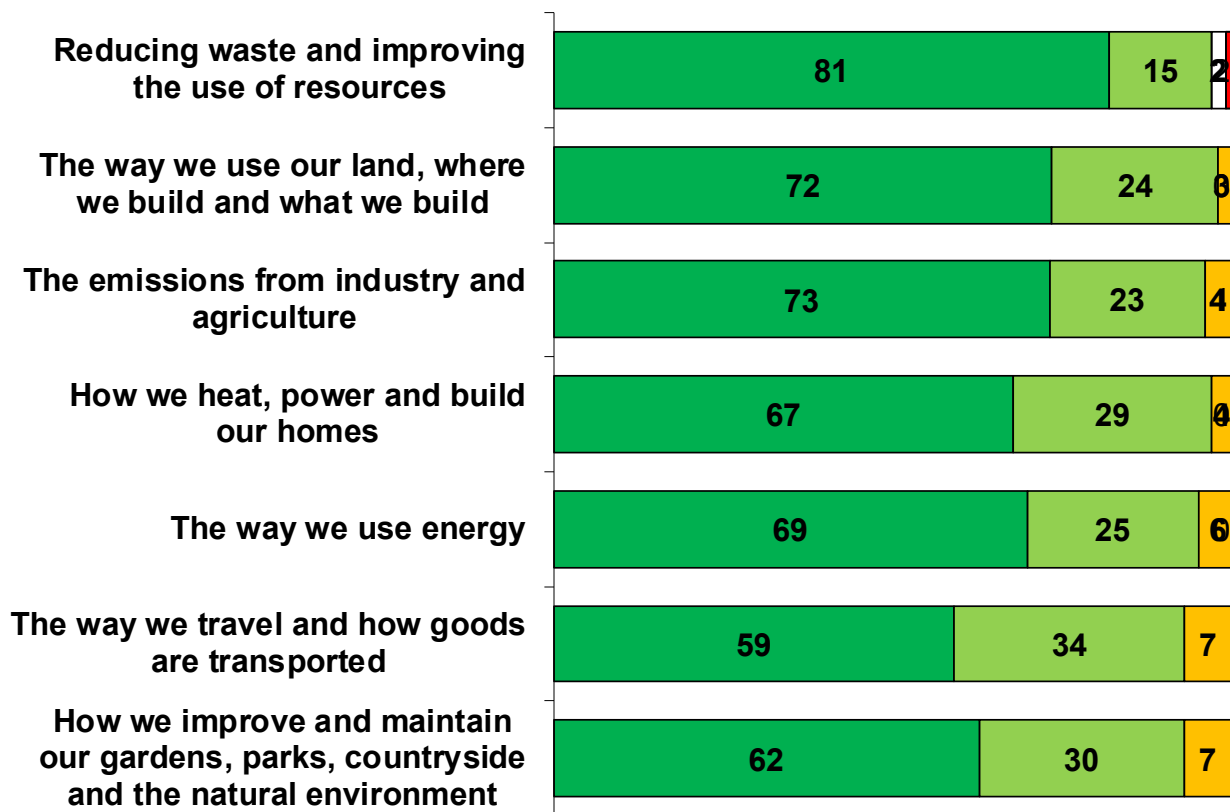
- When asked what would help them to make changes to tackle climate change the most popular responses are *more information* (45%) and *advice* (45%) followed by *financial help and incentives* (39%). 20% said that they *did not need any help as they know what they needed to do* and a further 7% said that they *don't intend to make any changes*.



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

% respondents

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



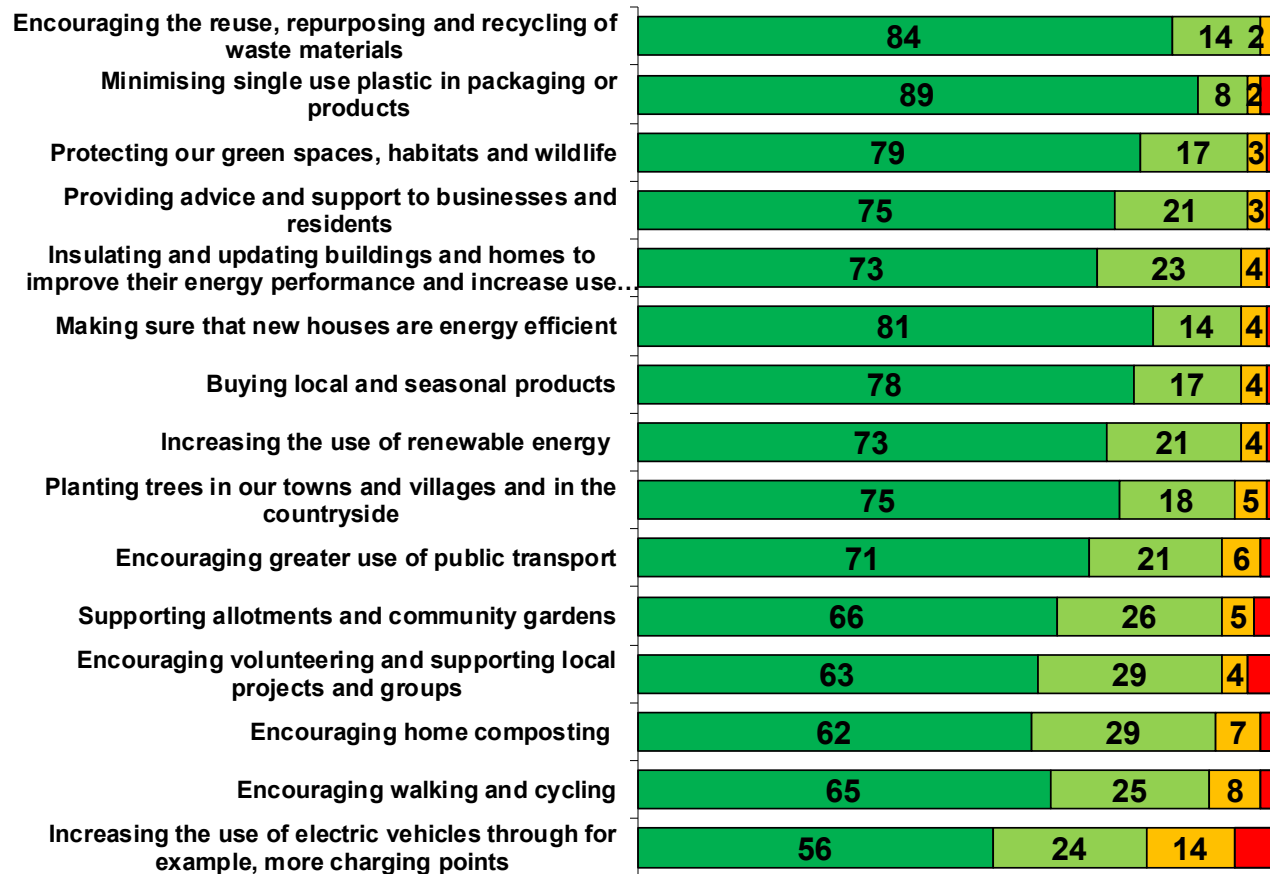
Base: (1000)

- When shown a list of actions to tackle climate change over 9 in 10 think they are all important to prioritise.
 - *reduce waste and improving the use of resources* (96% very or quite important),
 - *the way we use our land, where we build and we build* (96%)
 - *the emissions from industry and agriculture* (96%)
 - *how we heat, power and build our homes* (96%)
 - *the way we use energy* (94%)
 - *the way we travel and how goods are transported* (93%)
 - *how we improve and maintain our gardens, parks, countryside and the natural environment* (92%)

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

% respondents

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



Base: (1000)

- When shown another list of actions to tackle climate change over 8 in 10 think they are all important.
- The most important are considered to be *encouraging the reuse, repurposing and recycling of waste materials* (98% very or quite important), followed *minimising single use plastic in packaging or products* (97%)
- Of least important is *increasing the use of electric vehicles* (80% important)

Summary

- 86% of residents are either very or a little concerned about the impact of climate change of the district, while 13% are not concerned at all.
- Of most concern are:
 - loss of animals, plants, habitats and biodiversity (93%)
 - extreme weather (91%)
 - environment destruction (90% very or a little concerned)
- 58% of residents understand either very well or quite well what is meant by Net Zero.
- 29% feel that it is achievable to become Net Zero by 2030. However, 25% said it isn't achievable and 46% do not know if it's achievable.
- 86% said that climate change is either somewhat, very or extremely important to them.
- When asked what would help them to make changes to tackle climate change the most popular responses are *is more information* (45%) and *advice* (45%) followed by *financial help and incentives* (39%).
- *All areas are considered to be important* to prioritise by the vast majority of residents:
 - *reduce waste and improving the use of resources* (96% very or quite important),
 - *the way we use our land, where we build and we build* (96%)
 - *the emissions from industry and agriculture* (96%)
 - *how we heat, power and build our homes* (96%)
 - *the way we use energy* (94%)
 - *the way we travel and how goods are transported* (93%)
 - *how we improve and maintain our gardens, parks, countryside and the natural environment* (92%)
- The most important actions to tackling climate change are considered to be *encouraging the reuse, repurposing and recycling of waste materials* (98% very or quite important), followed *minimising single use plastic in packaging or products* (97%). Of least important is *increasing the use of electric vehicles* (80% important)