

Local Behaviours and Attitudes to Climate Change

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Corporate Research

Public Sector - Environmental Summary Report

Base Geography: GB

Rotherham

GB

<u>Environmental Efforts</u>	<u>Count</u>	<u>Percent</u>	<u>Base Count</u>	<u>Base Percent</u>	<u>Index</u>
Recycle	82,987	74.6%	17,839,852	69.3%	108
Use less energy at home	59,164	53.2%	13,440,074	52.2%	102
Drive your car a little less	28,828	25.9%	7,267,933	28.2%	92
Buy locally grown produce	28,185	25.4%	7,854,825	30.5%	83
Use environment friendly products	31,409	28.3%	7,684,026	29.8%	95
Walk or cycle whenever you can	37,796	34.0%	10,075,697	39.1%	87
Grow your own vegetables	15,116	13.6%	3,450,961	13.4%	101
Make your own compost	25,759	23.2%	5,388,441	20.9%	111

Attitude to Global Warming

	<u>Count</u>	<u>Percent</u>	<u>Base Count</u>	<u>Base Percent</u>	<u>Index</u>
Concerned and taking steps to reduce your energy use	59,402	53.4%	13,064,093	50.7%	105
Concerned but not taking any action yet	11,469	10.3%	2,790,366	10.8%	95
Concerned but feel it is the governments responsibility	6,130	5.5%	1,313,403	5.1%	108
Do not believe in global warming	6,833	6.1%	1,560,614	6.1%	101
No response	27,338	24.6%	7,020,835	27.3%	90

‘Hard to reach? Diversity and the Environment Report’

(Sept 2009) by Capacity Global asks:

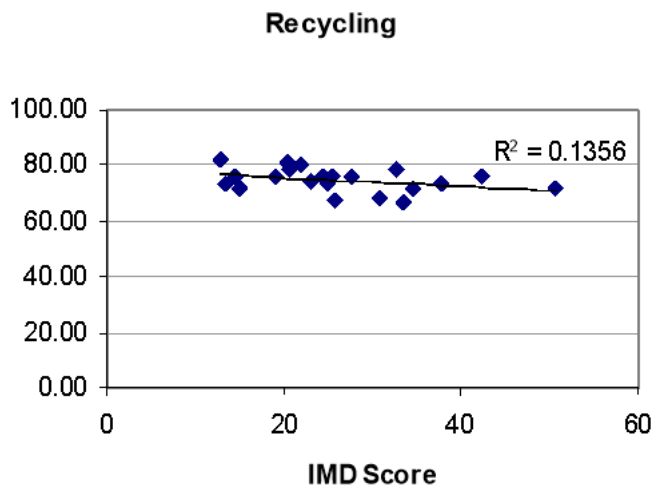
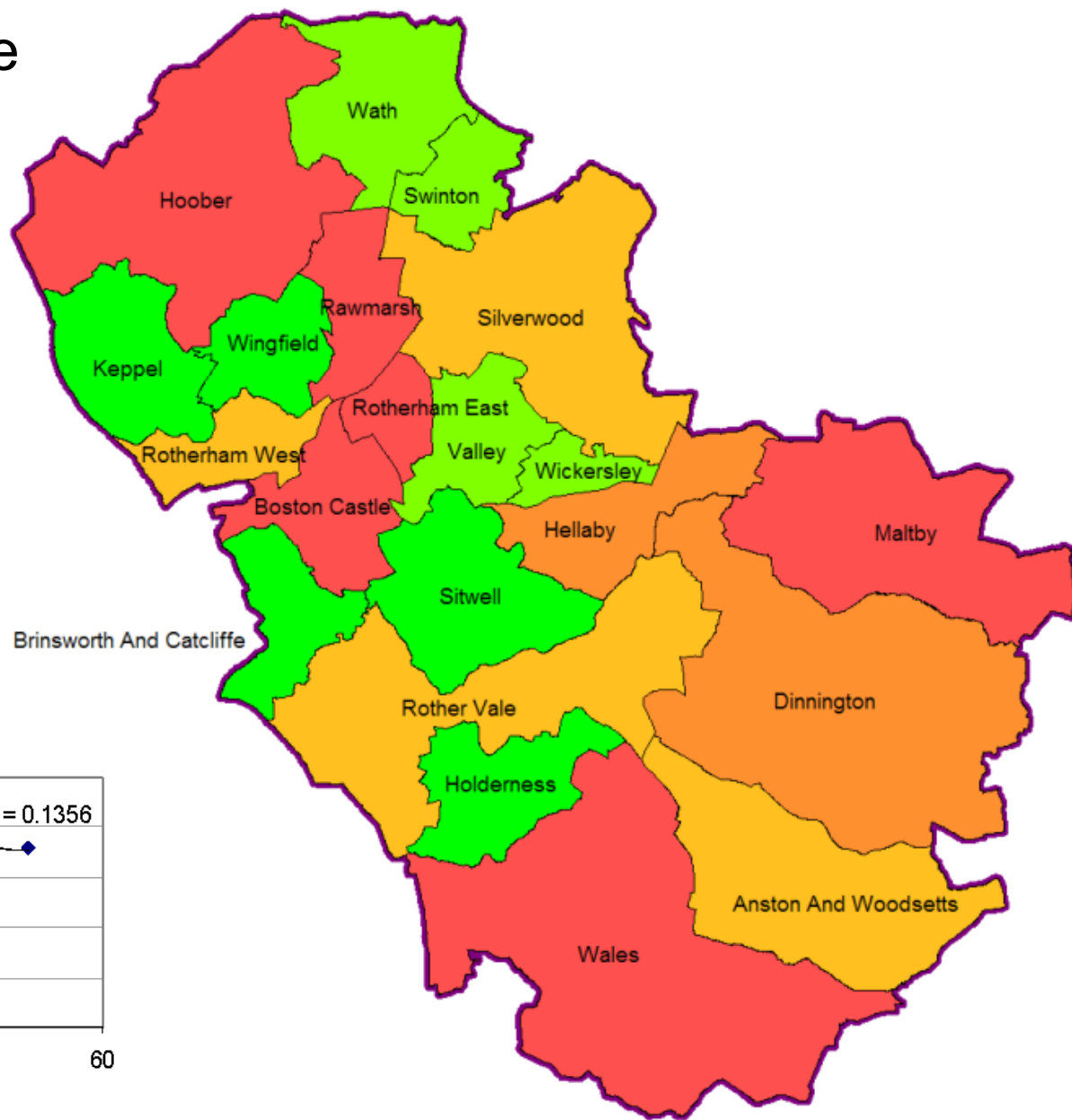
Why the environmental sector has failed so often to engage with diverse groups?

It suggests that:

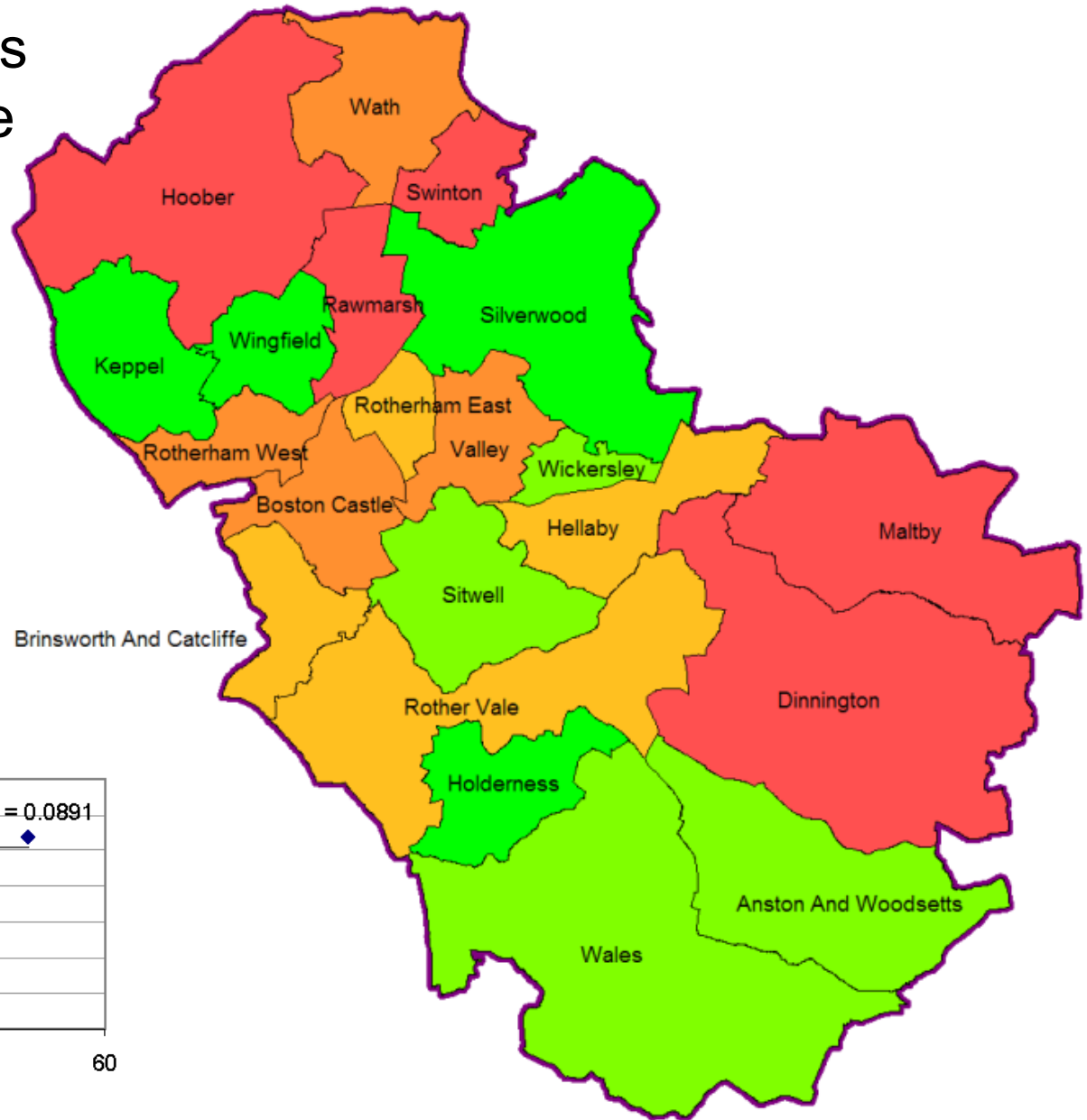
If we are to have community action on sustainability and climate change then it should reflect the whole community.

Indices for Multiple Deprivation (IMD) provides a useful starting point for analysis

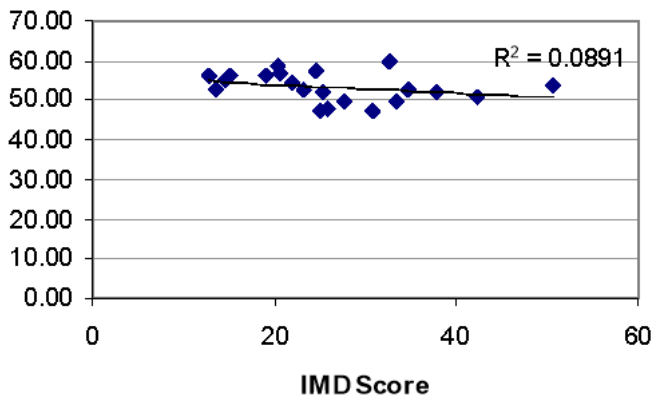
% Who Recycle (74.6%)



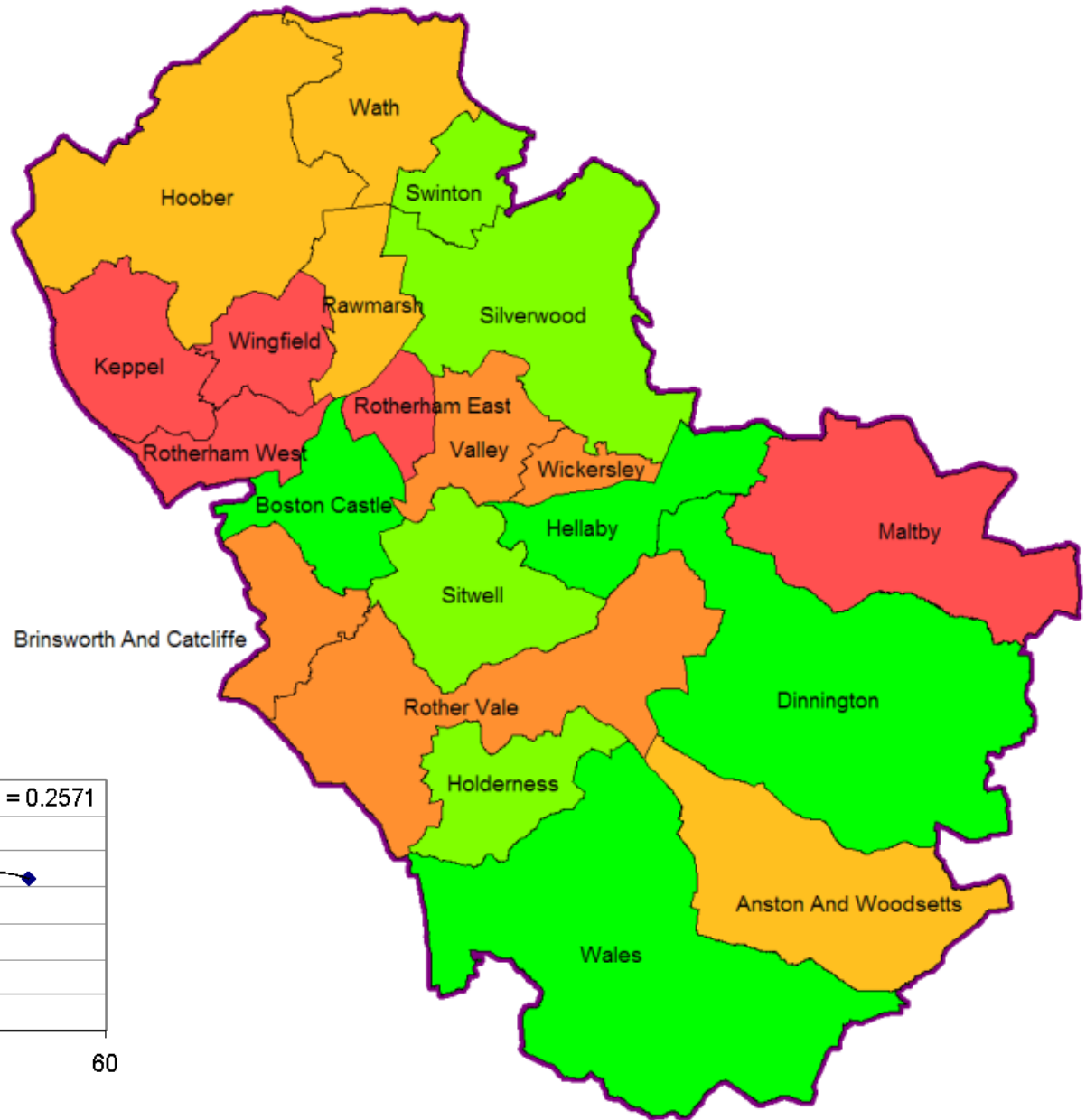
% Who use less energy at home
(53.2%)



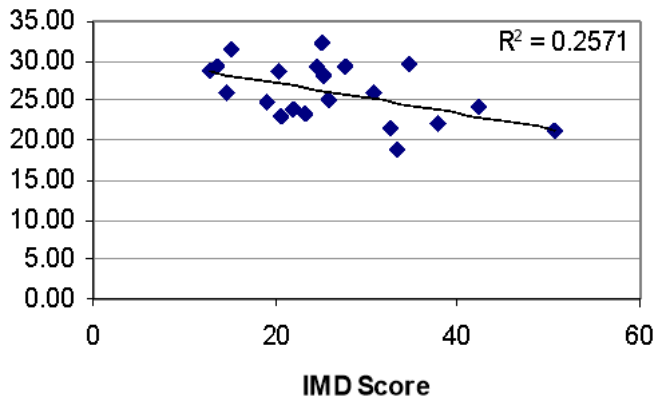
Use less energy at home



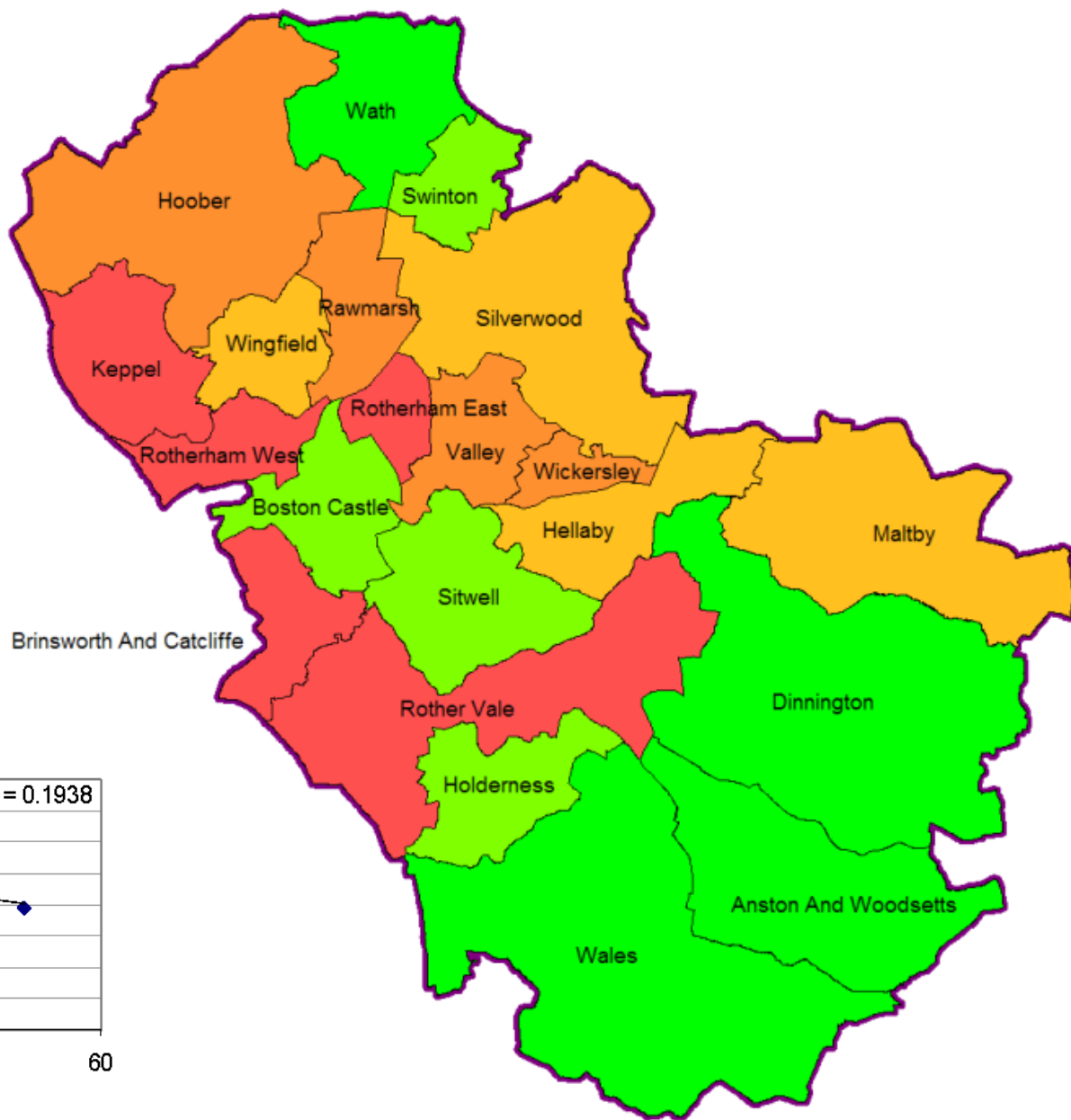
% Drive car a little less
(25.9%)



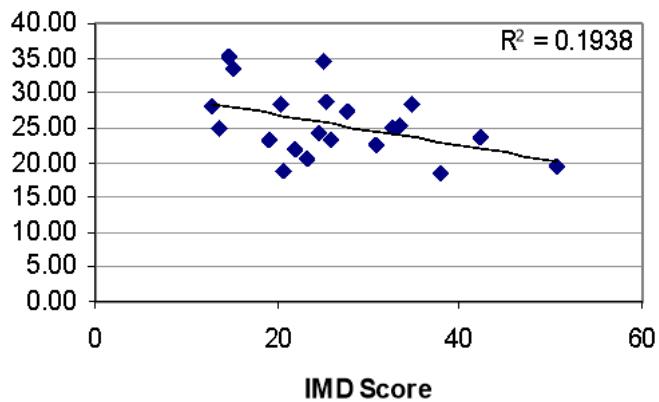
Drive your car a little less



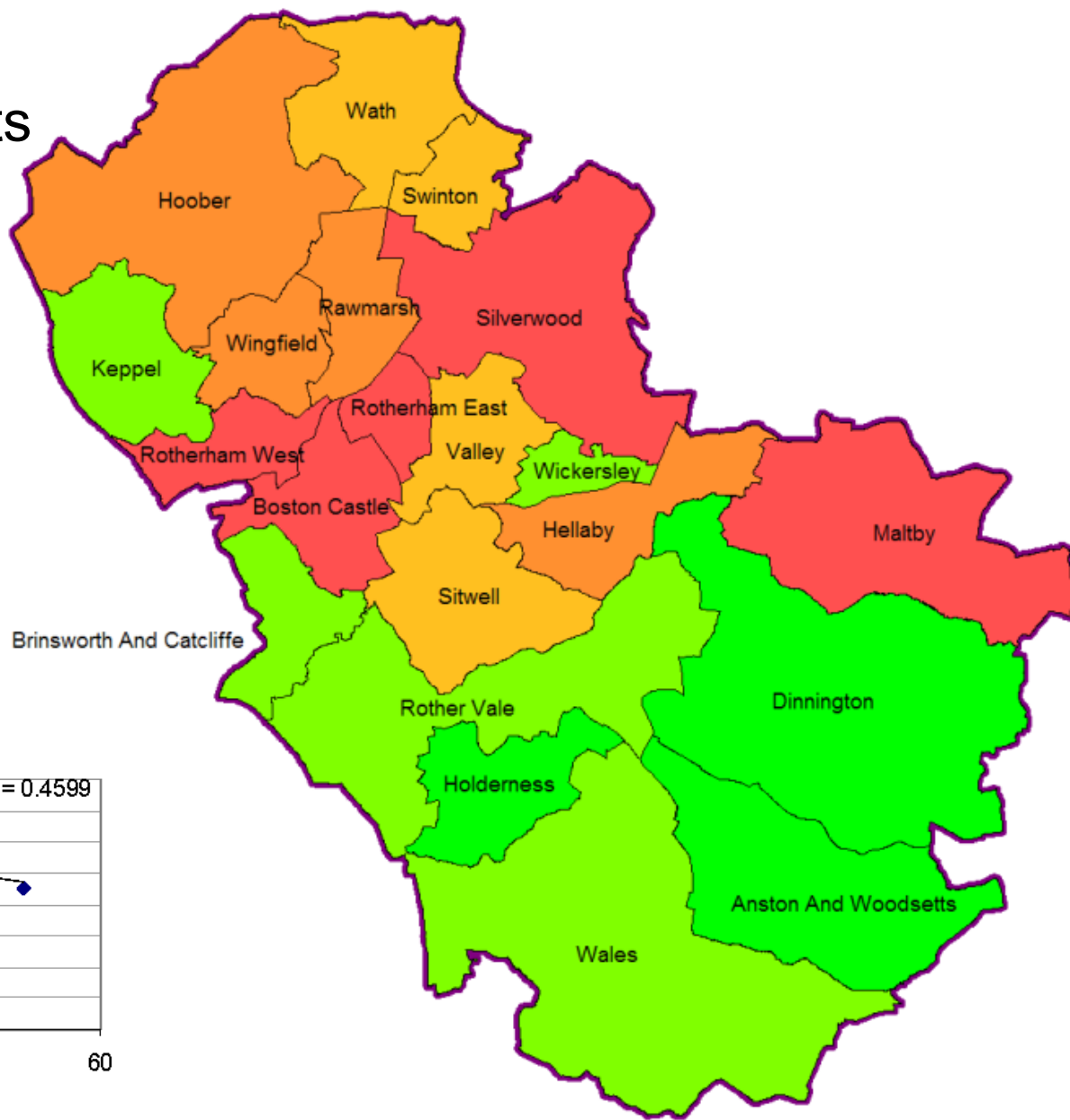
% Buy locally grown produce (25.4%)



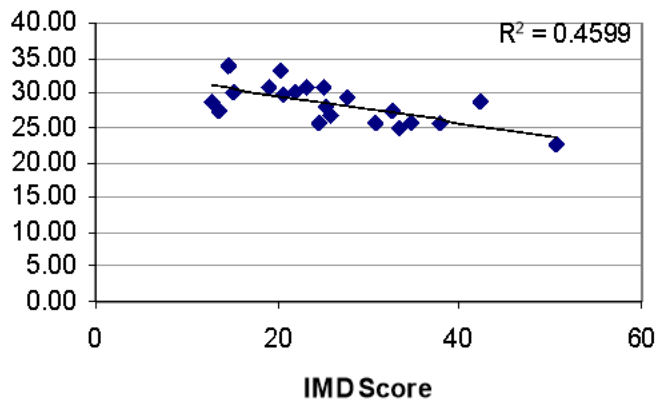
Buy locally grown produce



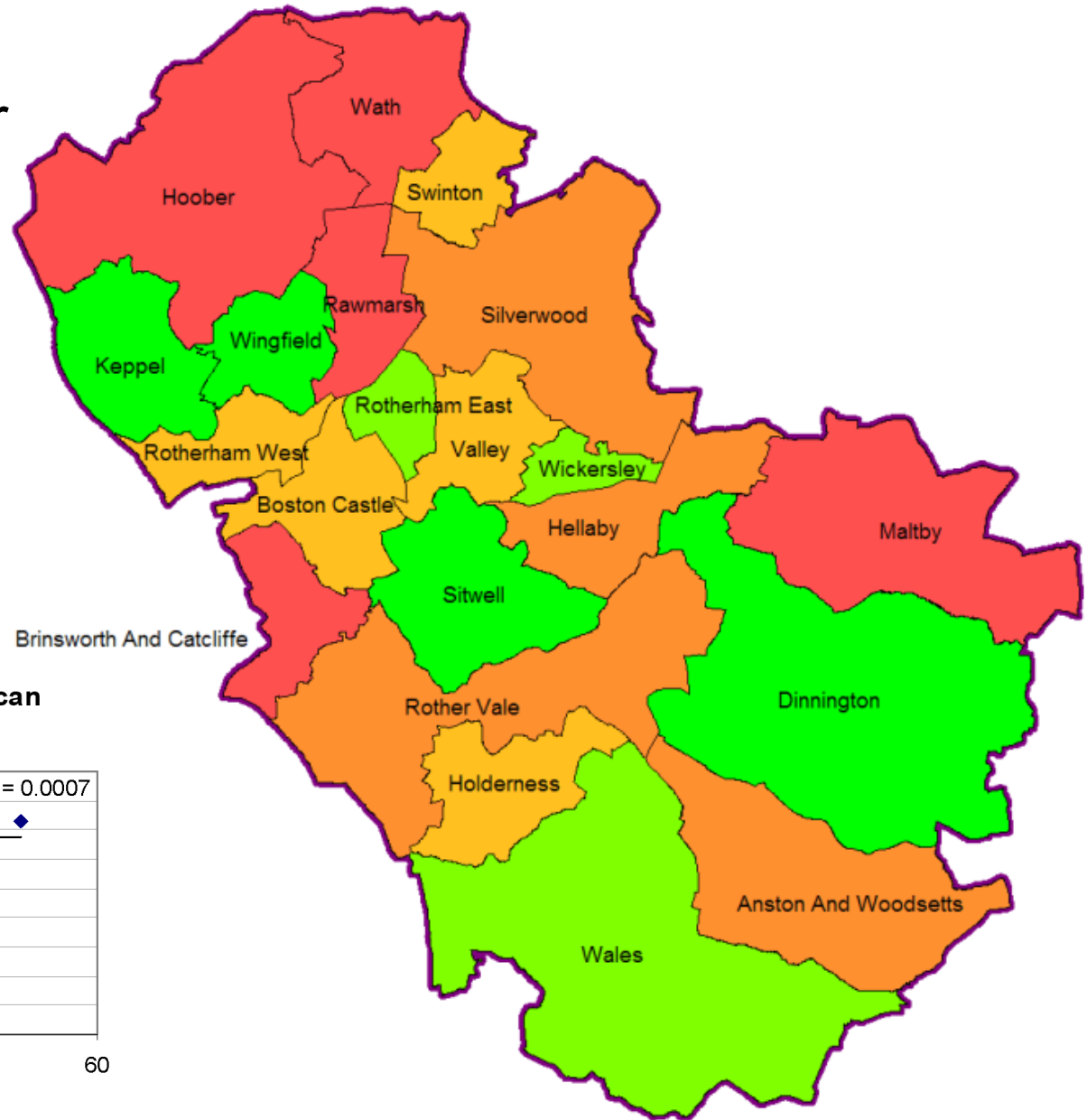
% Use eco-friendly products
(28.3%)



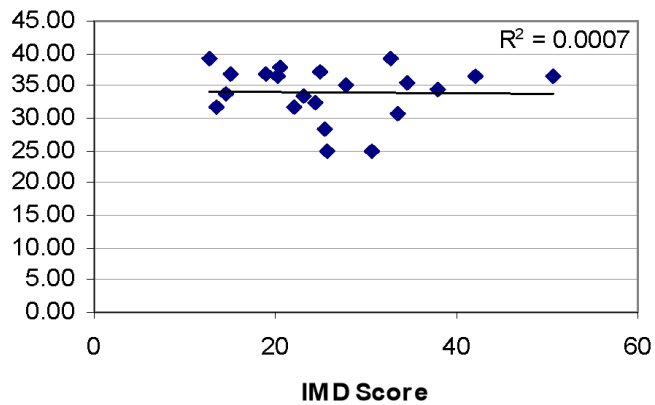
Use eco-friendly products



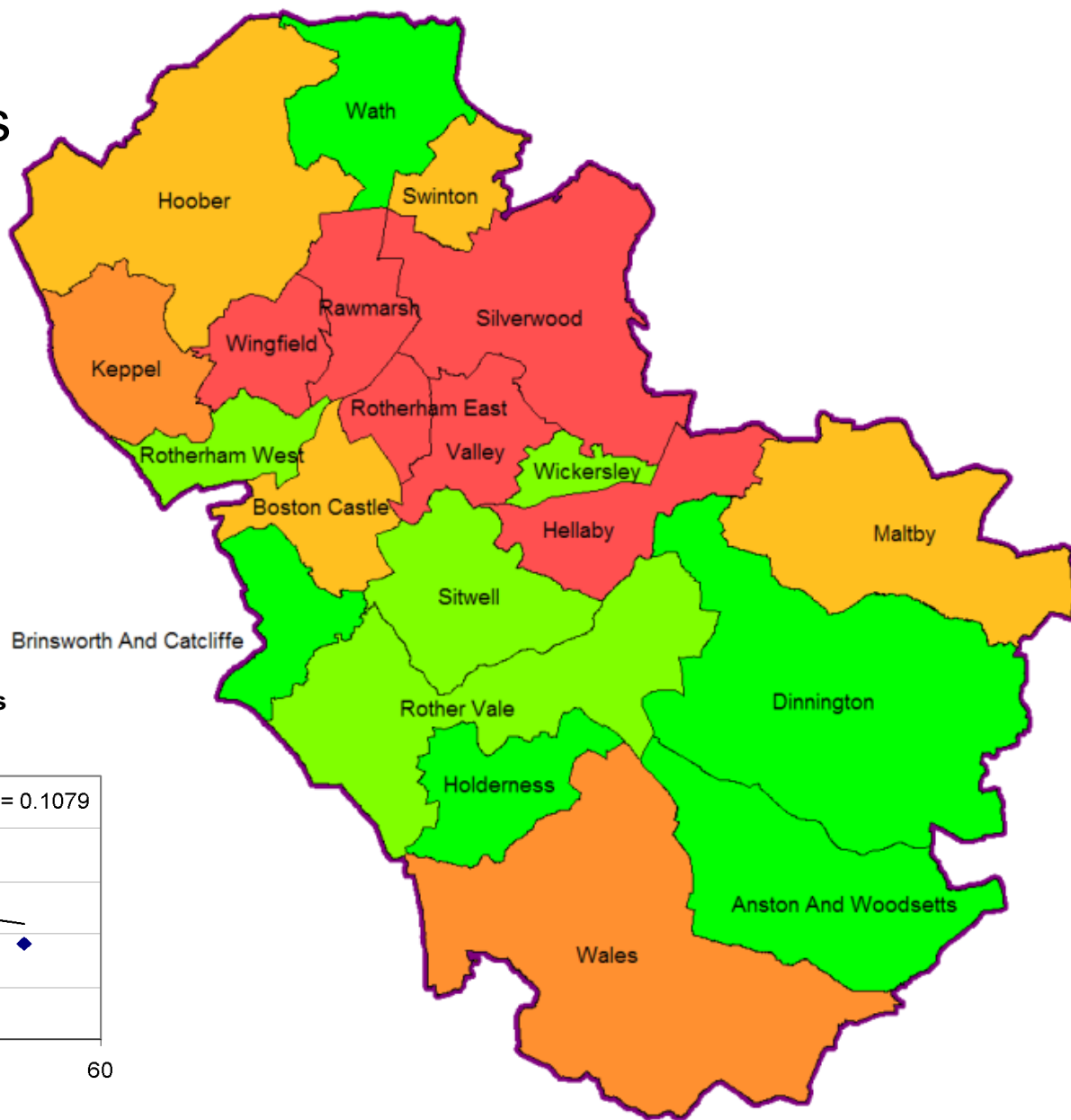
% Walk or cycle whenever you can (34.0%)



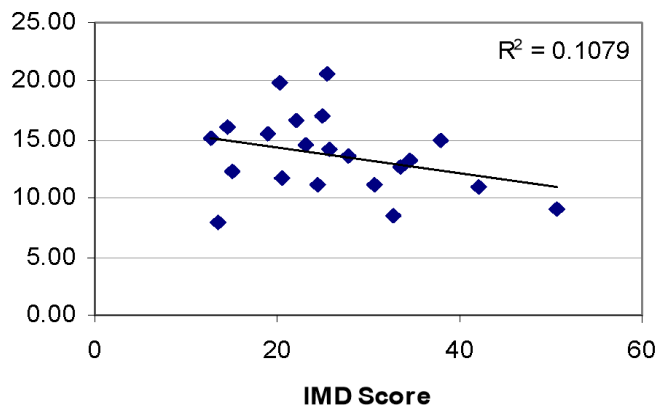
Walk or cycle whenever you can



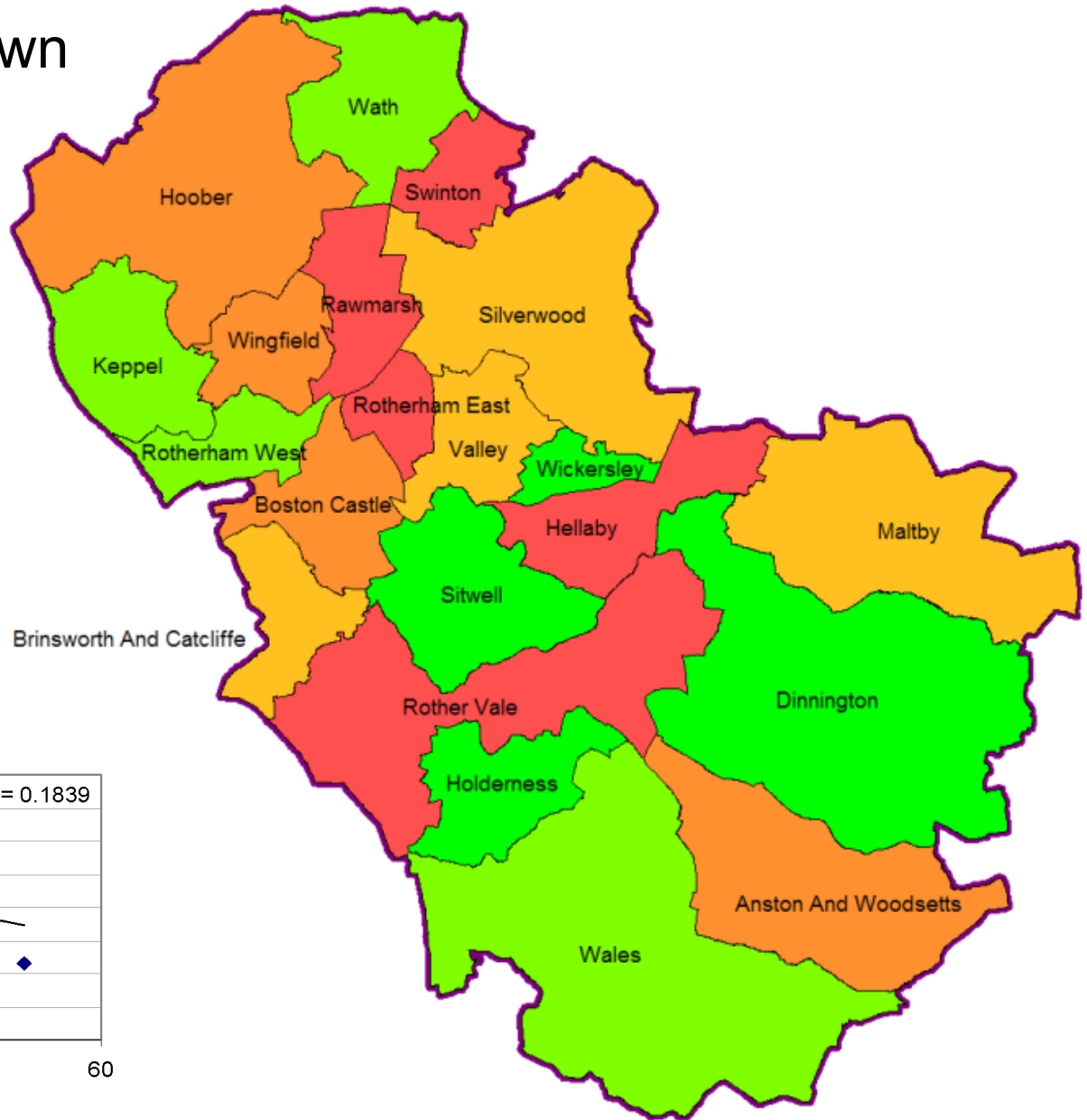
% Grow your own vegetables (13.6%)



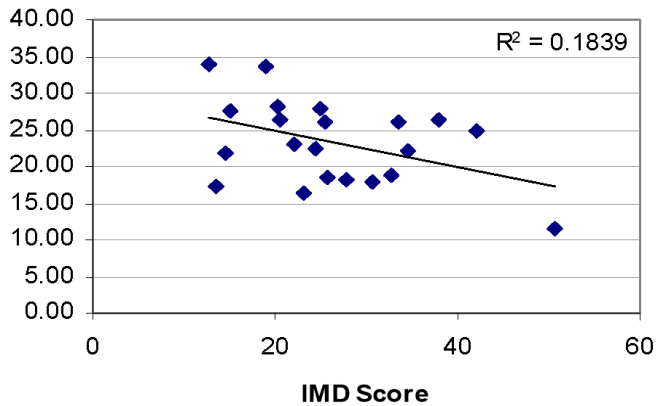
Grow your own vegetables



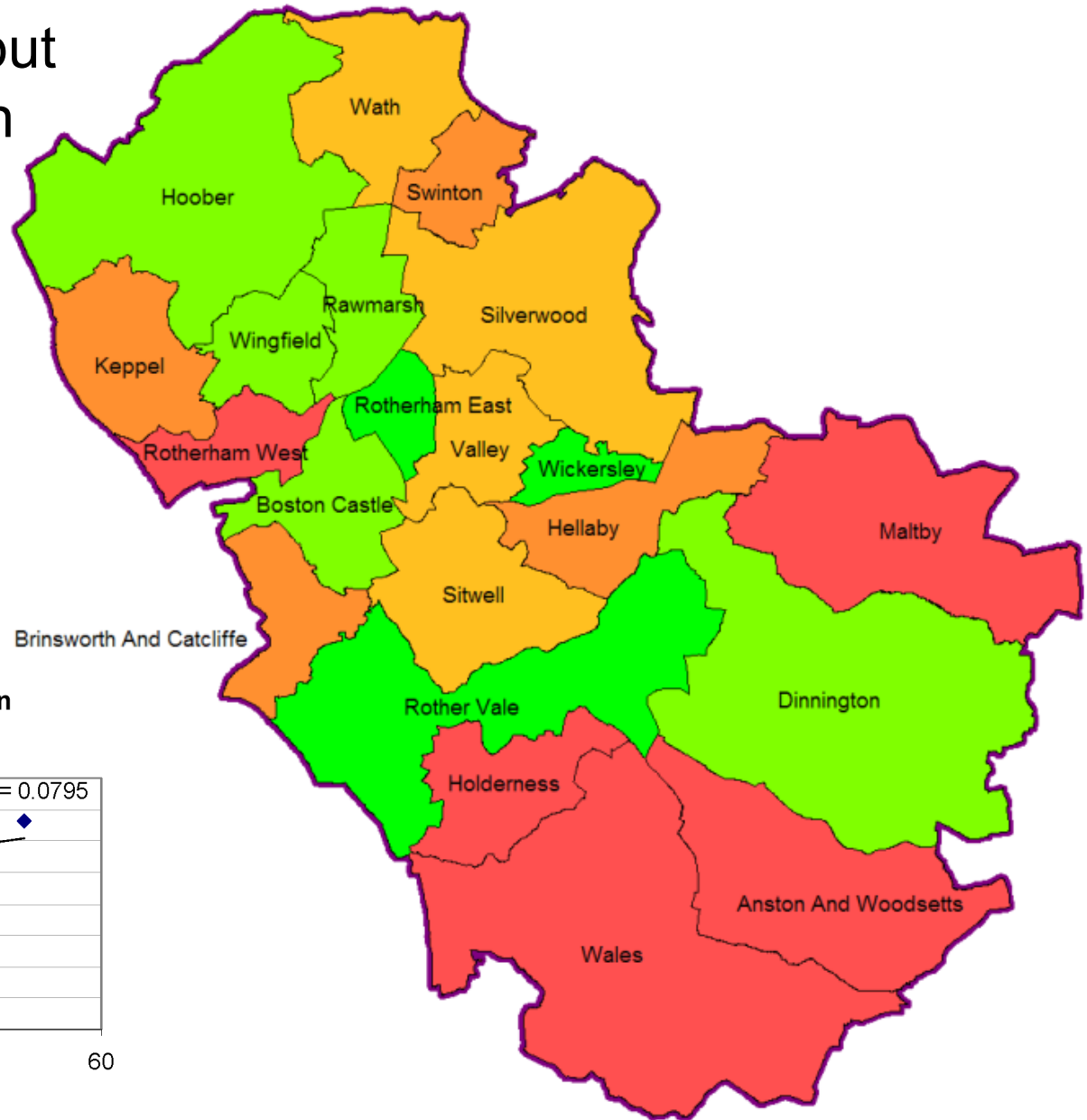
% Make your own
compost
(23.2%)



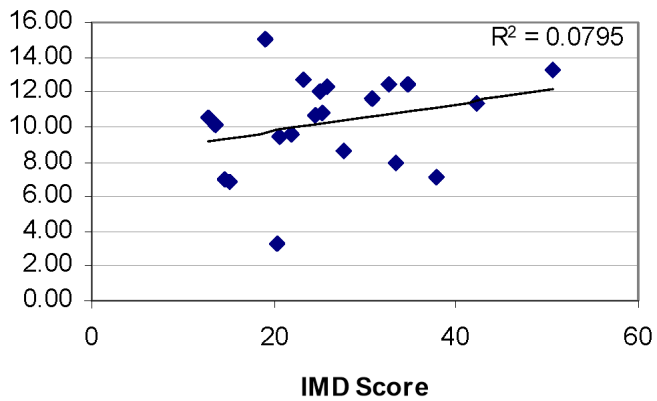
Make your own compost



% Concerned but taking no action (10.3%)



Concerned but taking no action



Main Points:

Rotherham performs well on:

Recycling	74.6% (GB 69.3%)
Home composting	23.2% (GB 20.9%)

Rotherham performs less well on:

Drive car a little less	25.9% (GB 28.2%)
Walk or cycle whenever you can	34.0% (GB 39.1%)
Buy locally grown produce	25.4% (GB 30.5%)

Correlation with IMD:

Reasonable or significant correlation:

- Use environmentally friendly products
- Buy locally grown produce
- Drive car a little less
- Make your own compost

Less significant or no correlation:

- Recycling
- Use less energy at home
- Walk or cycle whenever you can
- Grow your own vegetables