

Local Behaviours and Attitudes to Climate Change

Stephen Dobson Corporate Research



Axciom Market Research Data (Sept 2009)

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Yorkshire Forward



Public Sector - Environmental Summary Report

Base Geography: GB	Rothe	erham	GB		
Environmental Efforts	<u>Count</u>	<u>Percent</u>	Base Count	<u>Base</u> <u>Index</u> <u>Percent</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	Count	Percent	Base Count	<u>Base</u> Index <u>Percent</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



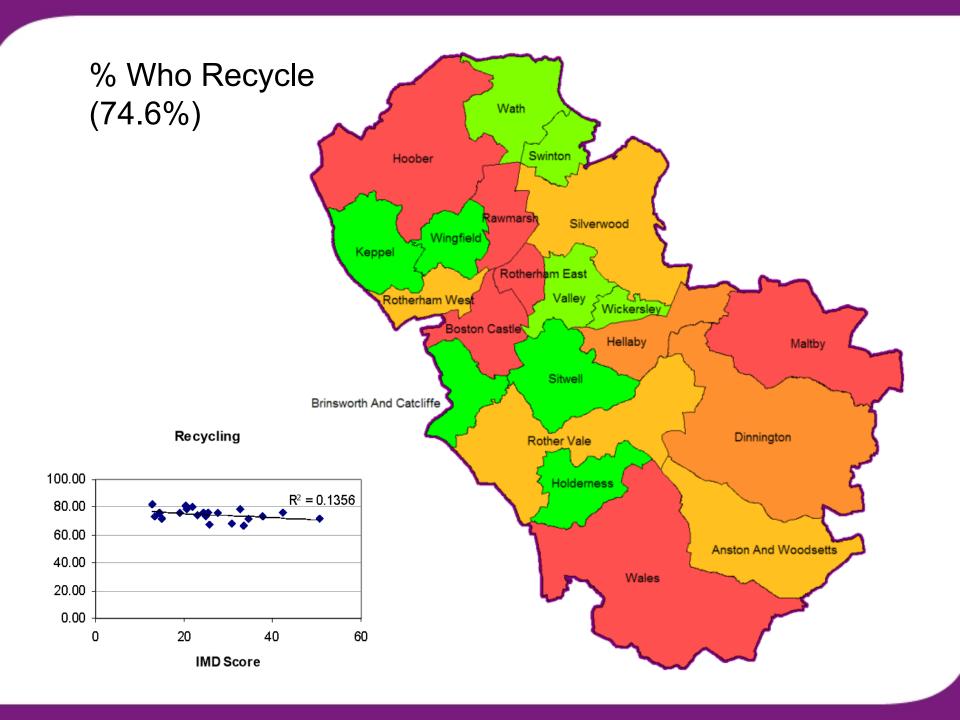
'Hard to reach? Diversity and the Environment Report' (Sept 2009) by Capacity Global asks:

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 use less energy at home Wath (53.2%) Hoober Rawmarsh Silverwood Wingfield Keppel Rotherham East Valley Rotherham West Wickersley Boston Castle Hellaby Sitwell Brinsworth And Catcliffe Use less energy at home Dinnington Rother Vale 70.00 Holderness $R^2 = 0.0891$ 60.00 50.00 40.00 Anston And Woodsetts 30.00 Wales 20.00 10.00 0.00 20 40 60 0 **IMD** Score

% Drive car a little less (25.9%)

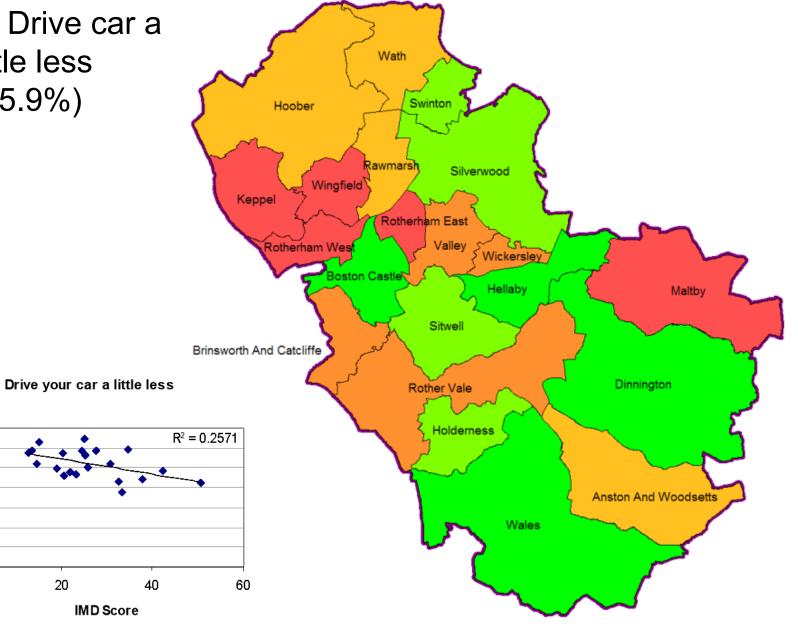
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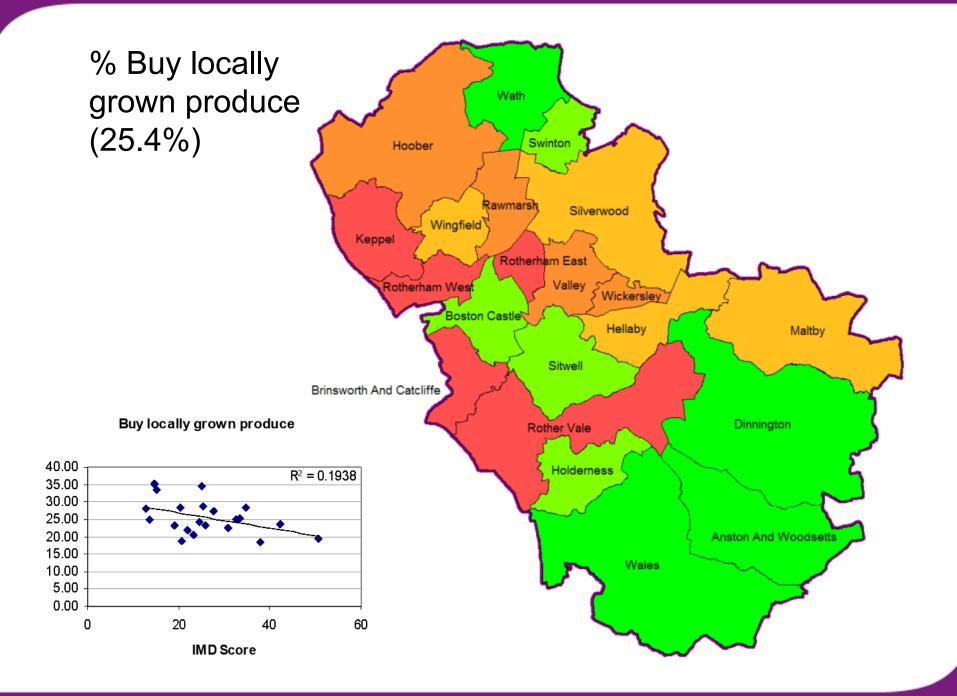
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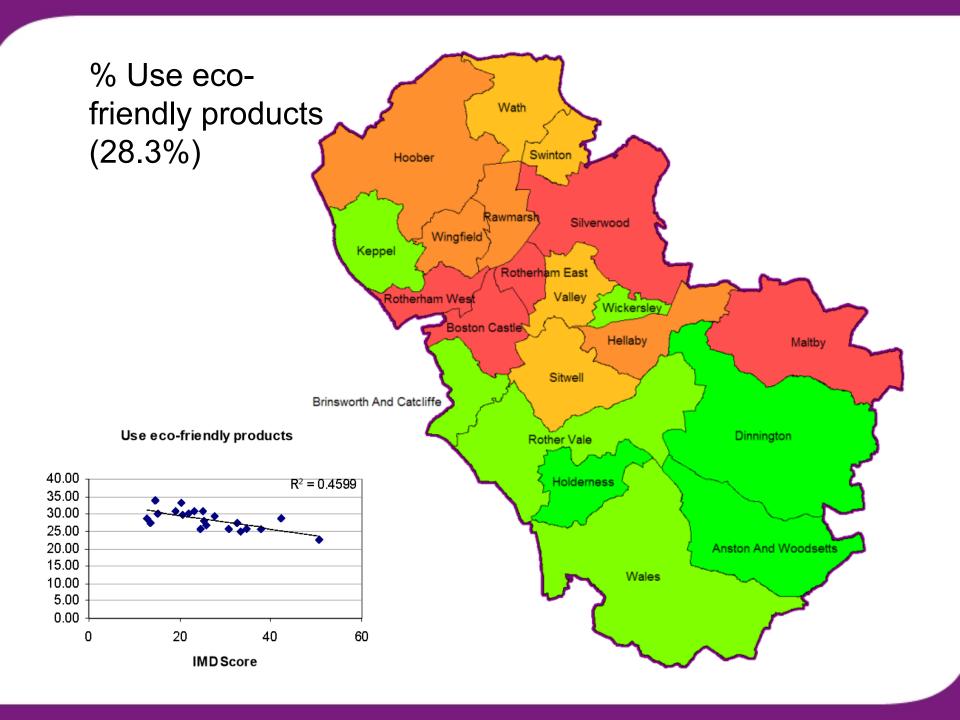
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% Walk or cycle whenever you can (34.0%)

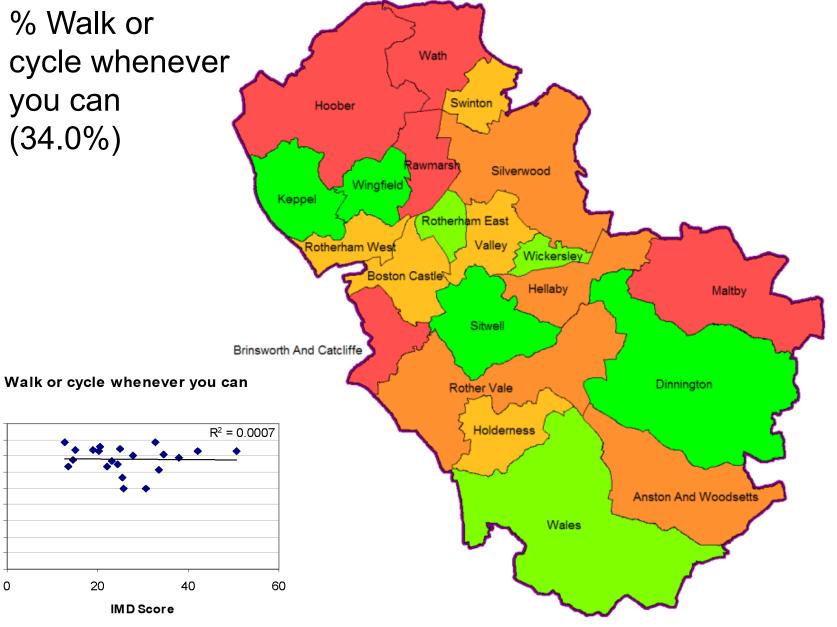
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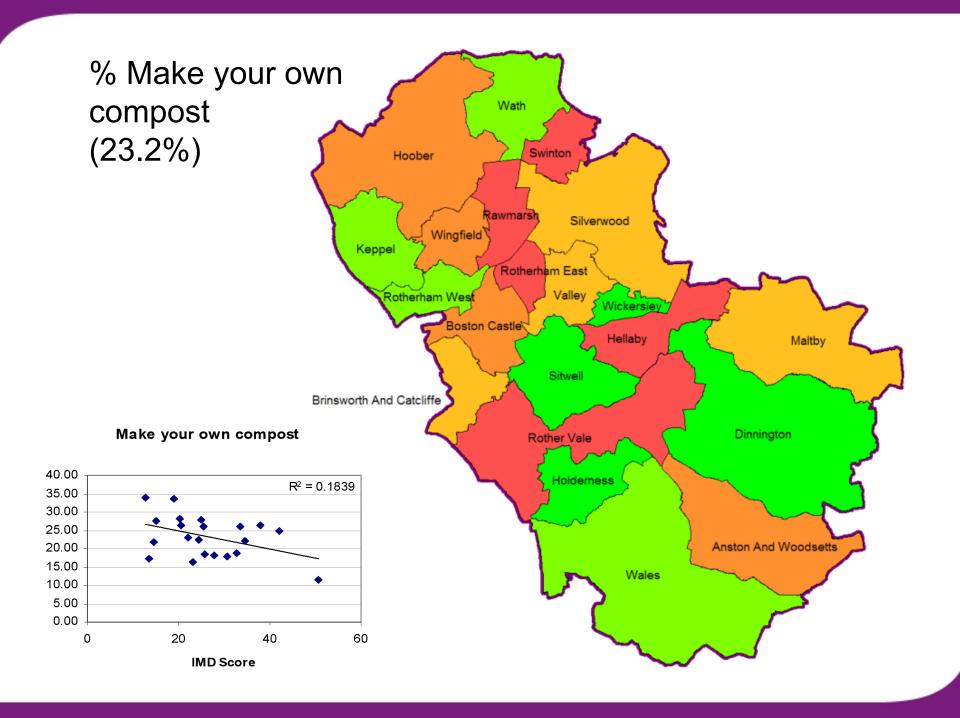
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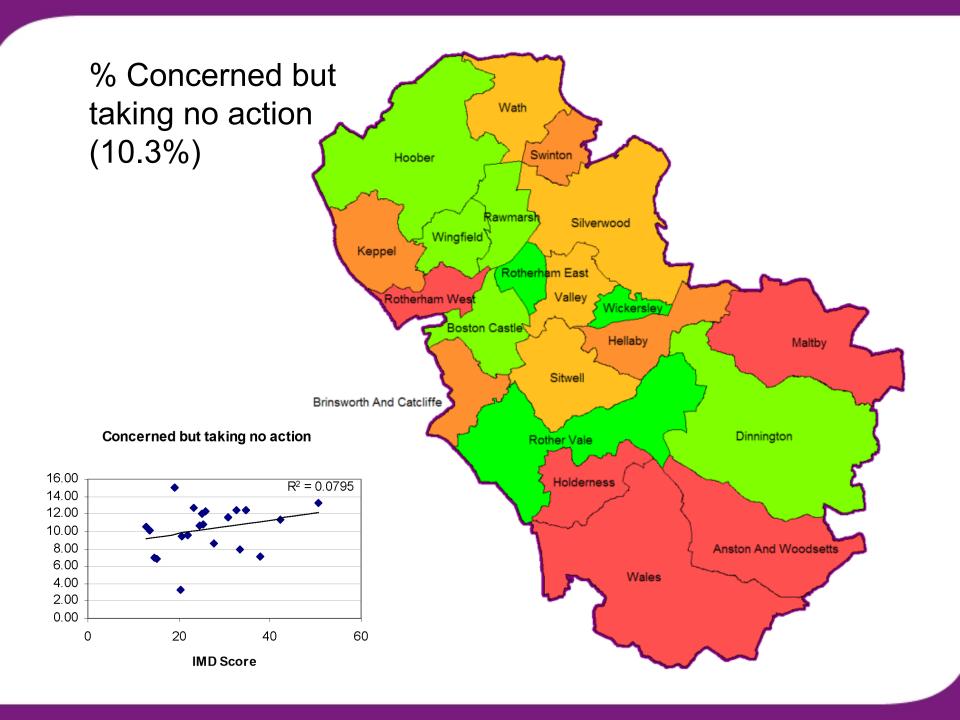
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% Grow your own vegetables Wath (13.6%)Hoober Rawmarsh Silverwood Wingfield Keppel Rotherham East Valley Wickersley Boston Castle Hellaby Sitwell Brinsworth And Catcliffe Grow your own vegetables Dinnington Rother Vale 25.00 Holderness $R^2 = 0.1079$ 20.00 15.00 Anston And Woodsetts 10.00 Wales 5.00 0.00 0 20 40 60 **IMD Score**







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