

# Manchester is my Planet | Climate Change Attitudinal Survey – Analysis

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## Introduction

This report outlines the main findings from a survey carried out by Manchester: Knowledge Capital for the Manchester is my Planet (MIMP) pledge campaign.

The survey has a dual purpose, representing a baseline measurement of attitudes towards climate change and raising awareness of climate change to people across Greater Manchester. It was also identified as an excellent opportunity to raise the profile of the campaign.

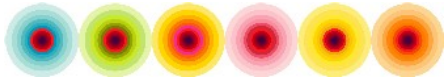
The Manchester Evening News (MEN) was approached to see if they would partner MIMP, and act as a host for the survey. The survey was devised by MIMP, with input from the MEN and Defra, and launched online at the MIMP website, at [www.manchesterismyplanet.com/survey](http://www.manchesterismyplanet.com/survey).

Crucially, the MEN ran a full-page feature on the survey on Monday 5<sup>th</sup> February that announced the commencement of the survey. The article pointed readers to the survey online (via the MEN website), but also included a copy of the survey for readers to send in if they did not have access to the Internet. The survey ran for 2 weeks (ending on Sunday 18<sup>th</sup> February). Efforts were also made by the MEN to include details of the survey in local newspapers across Greater Manchester, and this resulted in the survey being published in at least one other local newspaper (the Rochdale Observer).

## Outputs

To ensure that the survey was as far reaching as possible, MIMP circulated details of the survey through contacts at a large number of institutions across the region. This included, for example:

Media	Distributed to:	Approx number reached:
Launch partner	Manchester Evening News	Readership ≈ 1 million



	Manchester Online (MEN online version)	2.5 million unique web visitors/month
	All newspapers and magazines in GMcr area approached. Unsure who ran feature.	10,000-100,000
	<b>Approx total:</b>	<b>≈ 3,500,000+</b>
<b>Organisation:</b>	<b>Distributed to:</b>	<b>Approx number reached:</b>
University of Manchester	All staff	1000s
10 Local Authorities	Staff via one of: - E-mail - Intranet - e-ulletin - Notice boards	1000s
Manchester International Festival	E-mail circulated to staff	10-100
Action for Sustainable Living	Details circulated in e-Bulletin	100-1000
Manchester Environment Network	Details circulated in e-Bulletin	100-1000
Cornerhouse Cinema	Details circulated in e-Bulletin	1000s
Mersey Basin Campaign	Details included on blog	10-100
The Co-operative Bank	circulated to Manchester-based group staff	100
Manchester is my Planet pledgers	Circulated to all web-based pledgers	8000
	<b>Approx total:</b>	<b>≈ 11,500+</b>
<b>Others include:</b>		
Manchester Metropolitan University, University of Salford, Northwest Regional Development Agency, Manchester Enterprises, Manchester Solutions, Faber Maunsell		

As a result of this distribution network, the survey received 3030 online responses, and 180 postal responses.

## Demographic of Respondents

The following analysis is based upon unweighted data from a total of 3030 people who responded to the survey online, although not all of these responded to every question. Figure 1 shows that well over half (58.6%) were female. The most respondents were aged between 20 and 39, with 56.8% selecting these age categories (Figure 2). There were very few respondents aged under 19 and above 70.

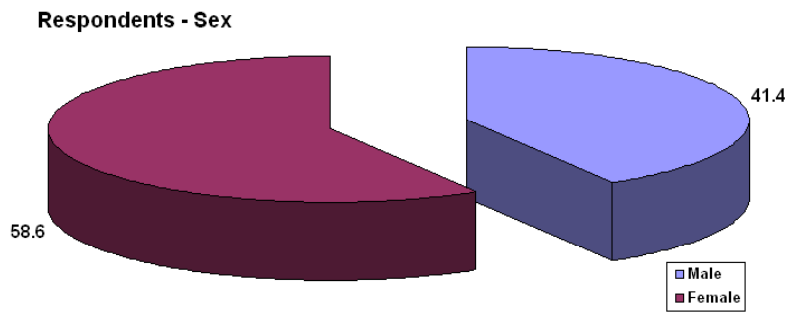
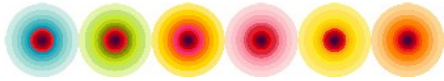


Figure 1 – Sex<sup>1</sup>

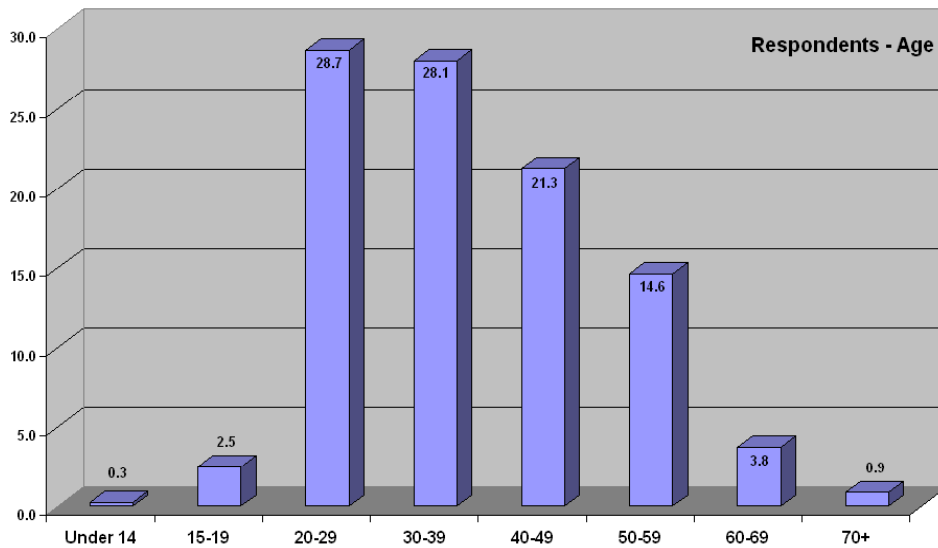


Figure 2 – Age<sup>2</sup>

Figure 3 shows that 92% of all respondents were white, with the second biggest ethnic group selected being Pakistani (0.9%). Figure 4 shows the percentage of respondents from each Local Authority area. Almost one quarter of all respondents (24.9) lived in Manchester. Respondents from Wigan represented 19.2% of respondents. The remaining eight Local Authority areas accounted for 45% of respondents. 9.9% of all respondents resided outside of the Local Authority area.

<sup>1</sup> Sample size, n=2533.

<sup>2</sup> Sample size, n=2533.

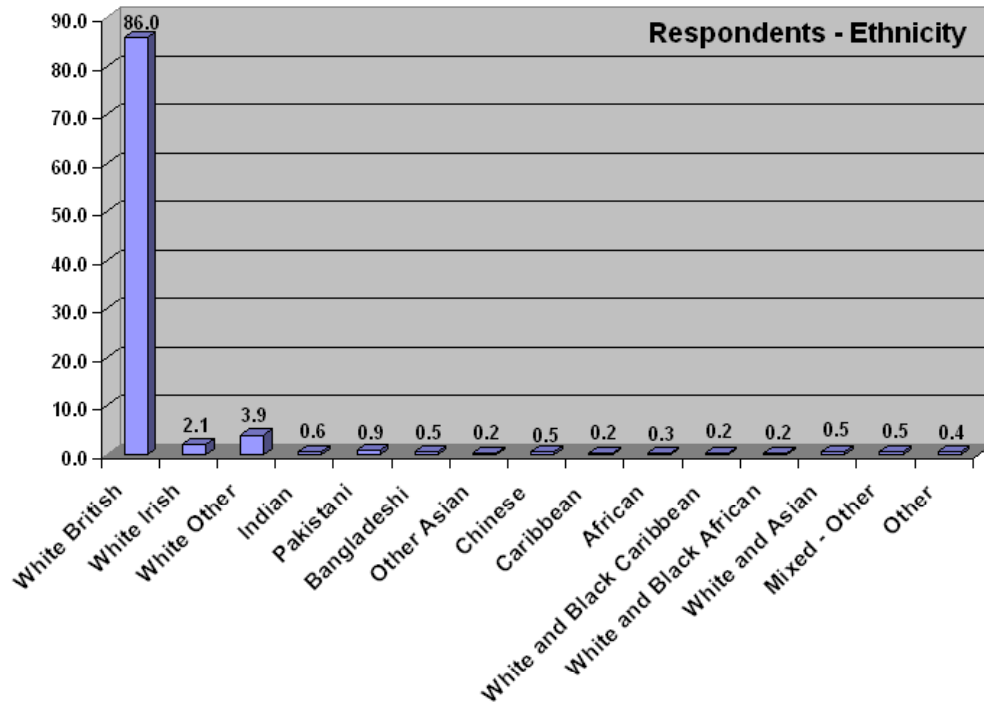
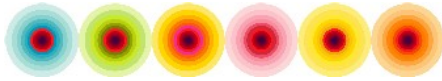


Figure 3 – Ethnicity<sup>3</sup>

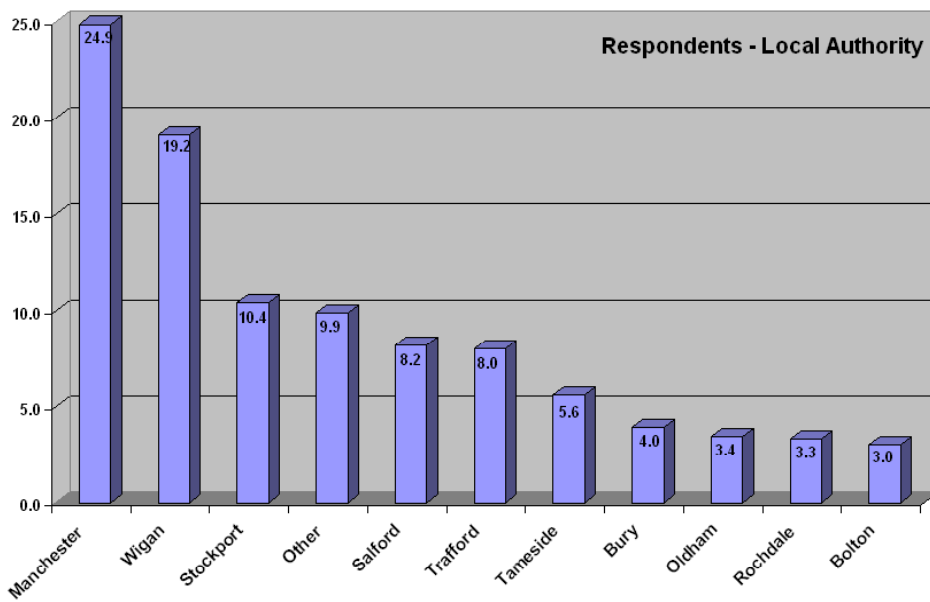
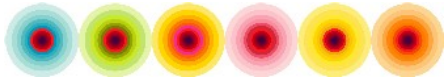


Figure 4 – Local Authority<sup>4</sup>

<sup>3</sup> Sample size, n=2472.

<sup>4</sup> Sample size, n=2527.



## Data analysis

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### Sample

In order to restore representativeness to the sample, it was weighted by both sex and age. Respondents from outside of the Greater Manchester area were excluded from this analysis. This process created 2533 respondents. The following analysis is based upon this weighted data, with the exception of Figure 14 (Q11) which, due to problems experienced with the online survey, uses limited unweighted response data from postal responses.

The average estimated sampling error for this sample as a whole is +/- 2% at the 95% confidence level. This means that, if 50% of the population respond in a certain way to a question, one can be 95% certain that another sample would give responses of somewhere between 48% and 52% on the same questions. Therefore, the figures presented should be viewed as indicative, rather than precise results.

### Analysis

*As a general overview, response to the survey demonstrated a very accepting attitude to climate change, with an accompanying desire to take action, urgently. With regards to taking action to tackle climate change, although respondents believed as individuals they could make a difference to help tackle climate change, they did not think there was sufficient support or information to help them do so.*

As Figure 5 shows, 96.5% of respondents agree that the world's climate is changing. Figures 6 and 7 show that 63.2% of respondents agree that climate change is entirely a result of human behaviour. 21.2% disagreed with this proposition, whilst 15.6% neither agreed nor disagreed with this. Conversely, 10.6% of respondents agreed that climate change is entirely a result of natural occurrences, 66.7% disagreed with this and 21.1% neither agreed nor disagreed.

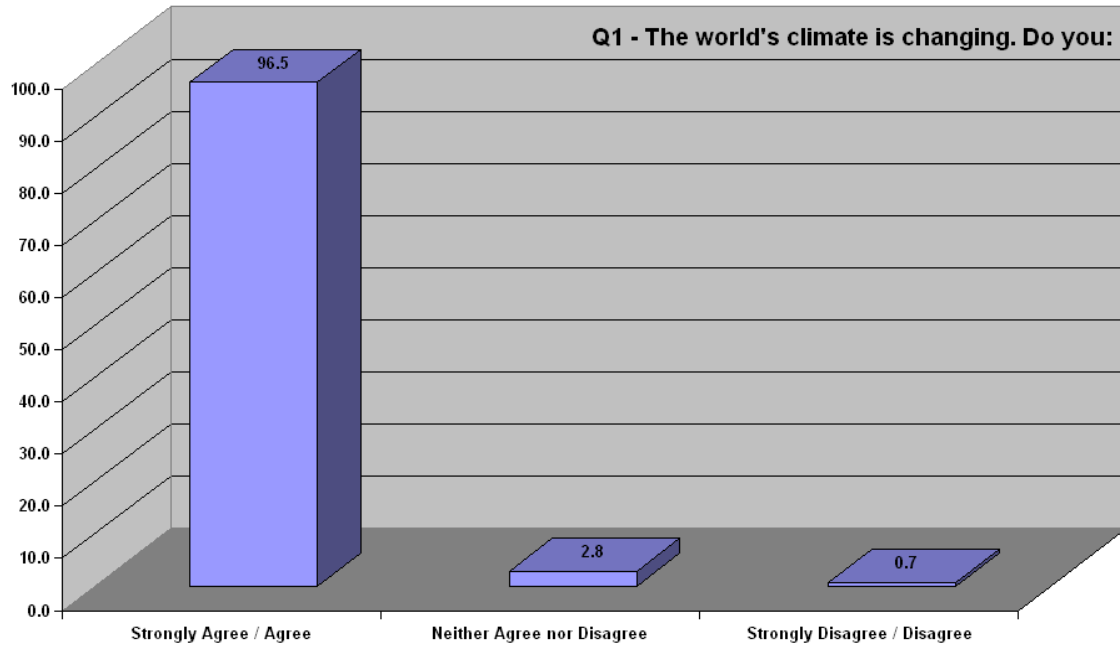
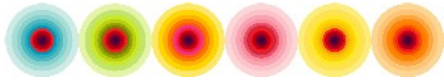


Figure 5 – Question 1<sup>5</sup>

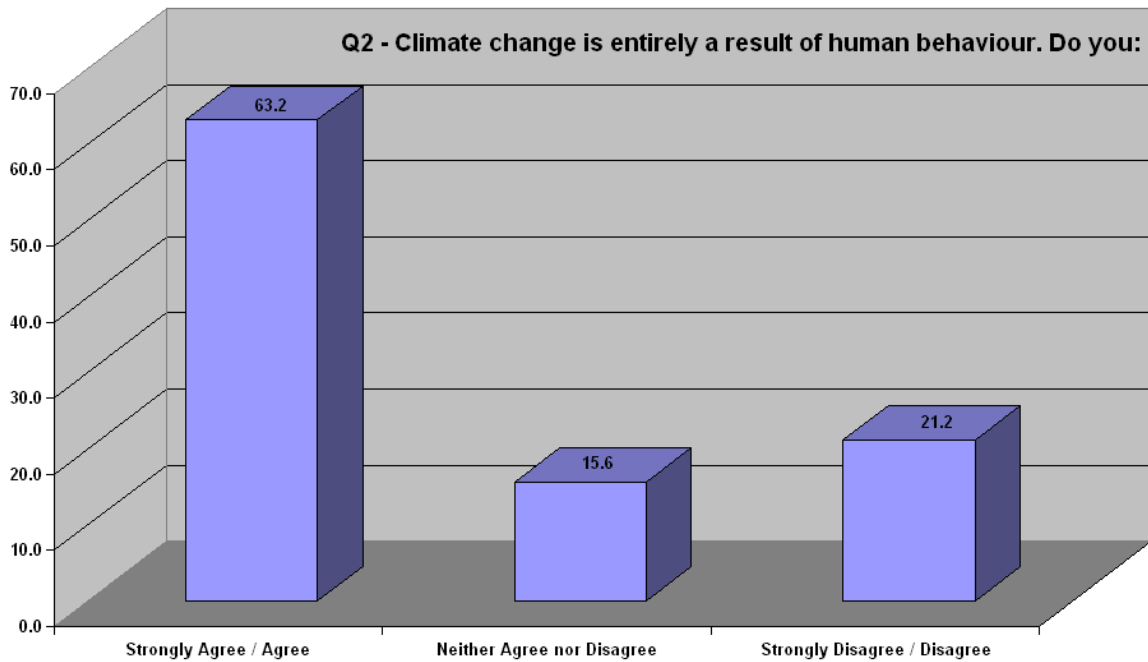


Figure 6 – Question 2<sup>6</sup>

<sup>5</sup> Sample size, n=2530.

<sup>6</sup> Sample size, n=2529.

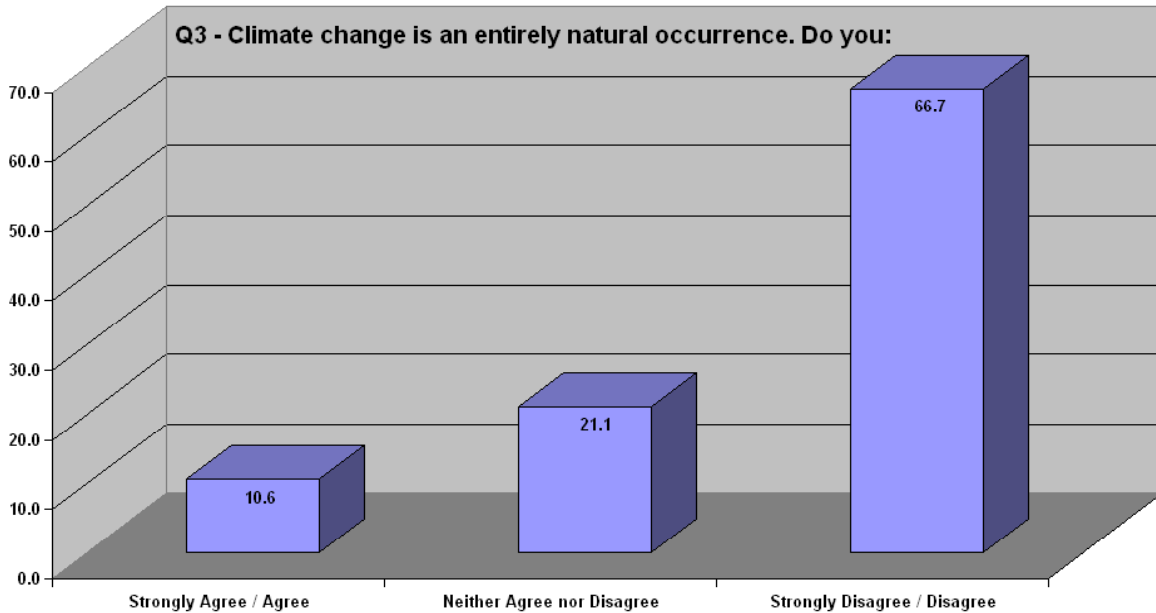
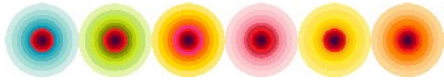
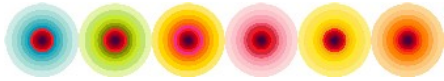


Figure 7 – Question 3<sup>7</sup>

Figure 8 shows how much effect residents of Greater Manchester believe that climate change will have on the region in the next 5 years and the next 10-50 years. 5.5% of respondents felt that climate change would have a significant effect on Greater Manchester in the next five years, but 52.9% felt that it would have a considerable effect in the next 10-50 years. 6.6% of respondents felt that it would have no change in the next five years, whilst only 1% felt that climate change would have no effect on the region in the next 10-50 years.

<sup>7</sup> Sample size, n=2532.



Q4 - How much of an effect do you think climate change will have on Greater Manchester in the next:

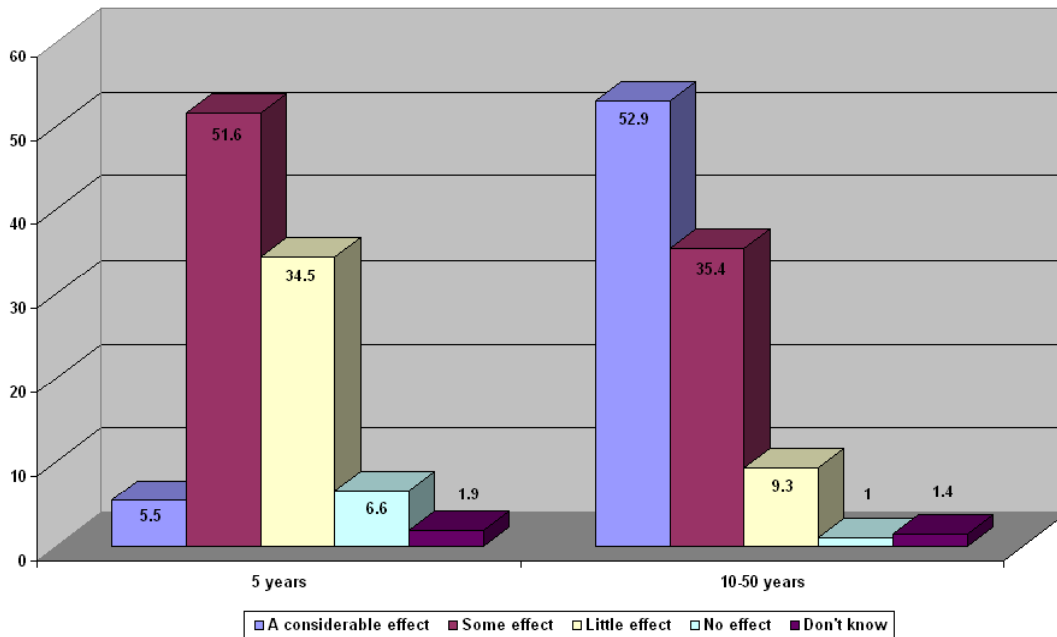


Figure 8 – Question 4<sup>8</sup>

There were a number of question in the ‘Climate change and you...’ section, looking at the extent to which climate change was an issue for individuals and what, if anything, they felt they could do to address it.

Firstly, Figure 9 shows that climate change has become an issue for the majority of respondents in the last year, with 61.5% agreeing or strongly agreeing to this statement. 17.5% of respondents disagreed that it had become an issue over the last year and 21% did not have an opinion either way.

<sup>8</sup> Sample size (5 years), n=2483; Sample size (10-50 years), n=2490.

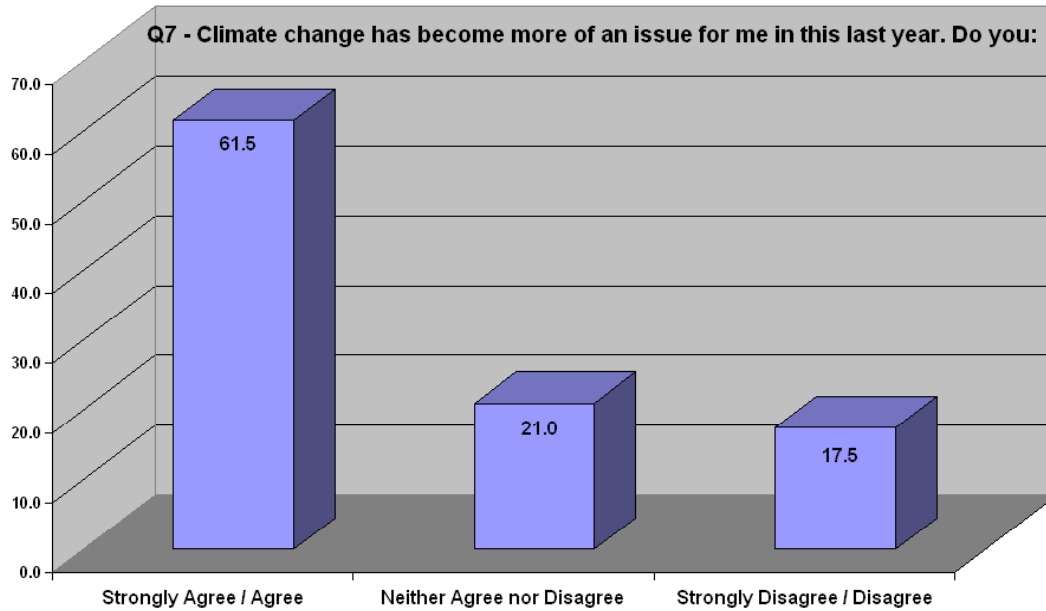
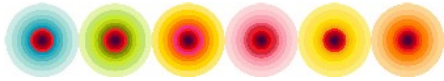
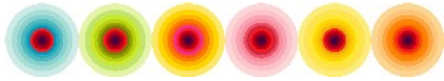


Figure 9 – Question 7<sup>9</sup>

Two important questions asked if individuals thought their actions could help limit the effects of climate change, and also if they felt the support and information was there to help them do so. Figure 10 shows that 88.1% of respondents believe they can limit the effects of climate change through their actions at home and at work, yet Figure 11 shows that only 46.9% feel there is enough help, support and information available on how best to achieve energy efficiency and tackle climate change on a day-to-day basis and 34% disagreed with this statement.

<sup>9</sup> Sample size, n=2525.



**Q9 - I can help to limit the effects of climate change through my actions at home and at work. Do you:**

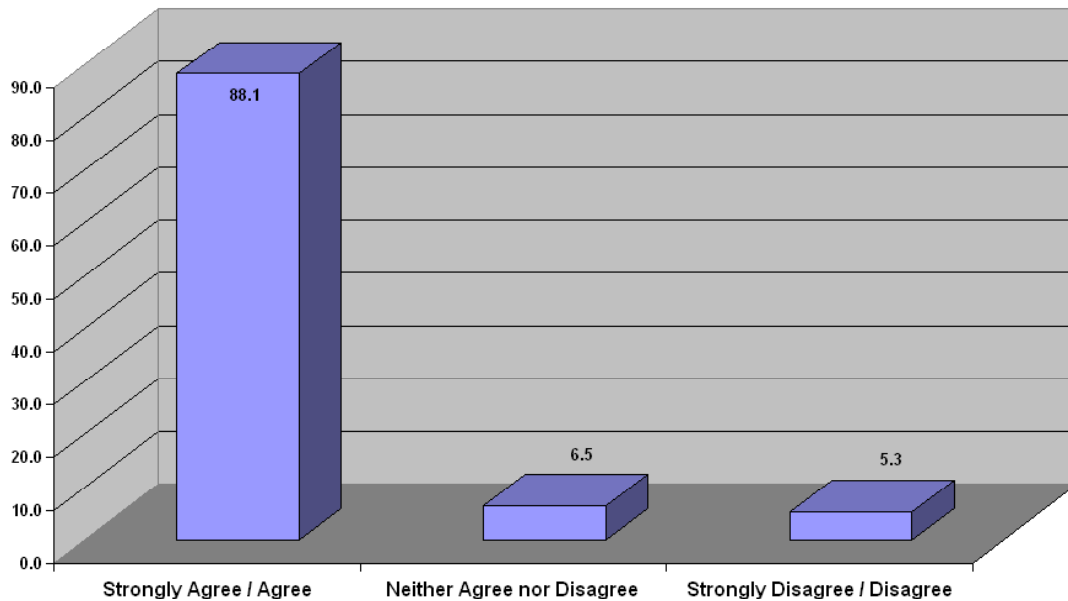


Figure 10 – Question 9<sup>10</sup>

**Q10 - I feel there is enough help, support and information available for me on how best to achieve energy efficiency and tackle climate change on a day-to-day basis. Do you:**

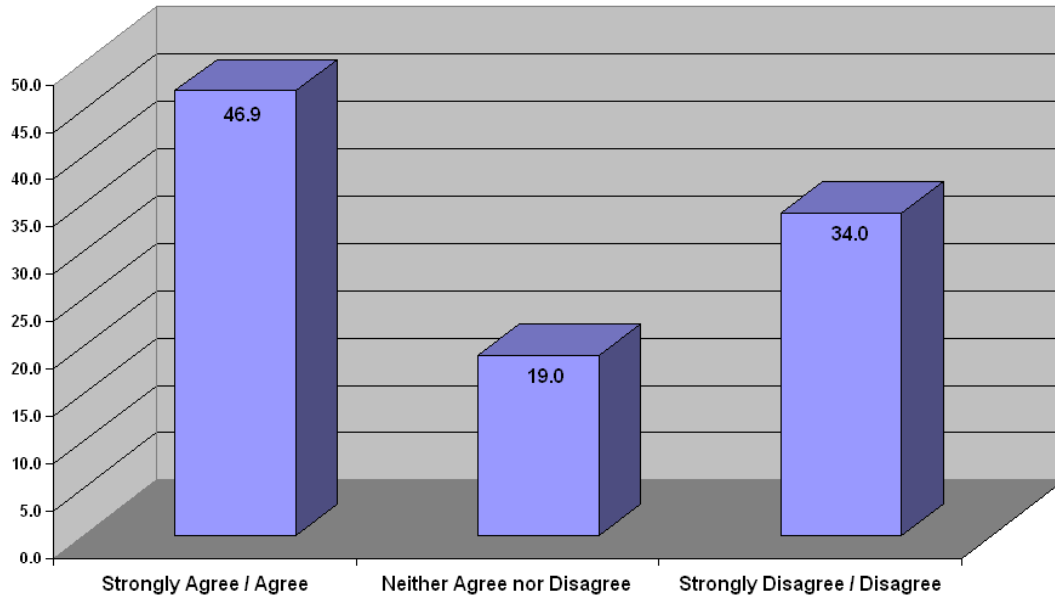
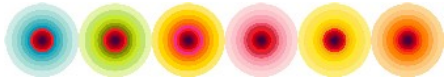


Figure 11 – Question 10<sup>11</sup>

Figure 12 shows the different factors respondents see as significant contributors to climate change, through the increase of CO2 emissions. Respondents recognised all CO2 emitting

<sup>10</sup> Sample size, n=2520.

<sup>11</sup> Sample size, n=2526.



activities, with Driving by car the most frequently chosen (n=2351). Air travel and Burning fossil fuels were the next two most frequently chosen (n=2248 and n=2226 respectively), and energy used in the home the least frequently chosen (n=2082). 5 respondents selected cycling as a significantly contributing to climate change by increasing CO2 emissions.

**Q8 - Which of the following do you think significantly contribute towards climate change by increasing CO2 emissions?**

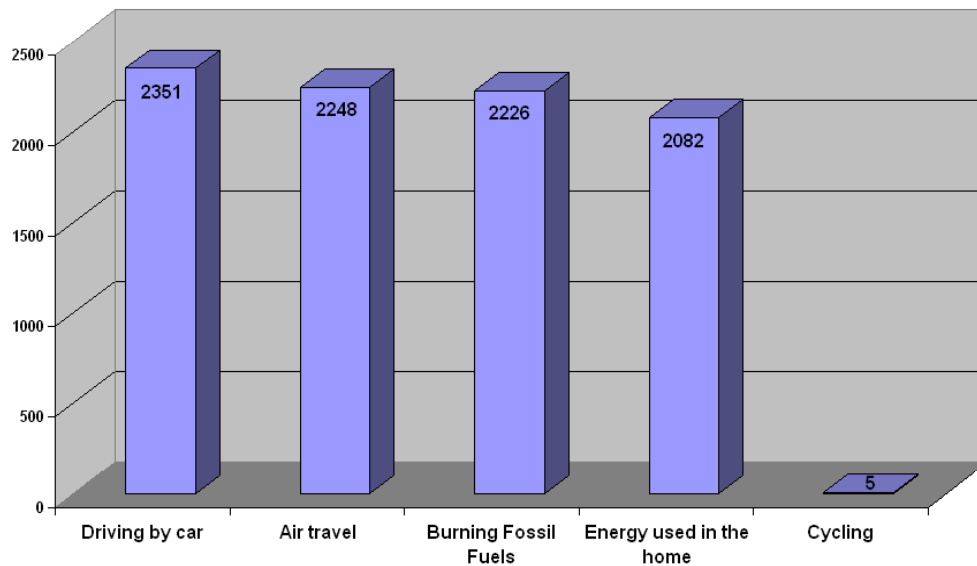


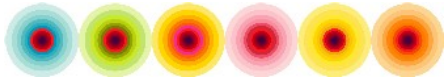
Figure 12 – Question 8

Question 13 addressed the extent people were prepared to undertake certain activities to reduce the amount of energy (electricity/gas) used generated by burning fossil fuels.

Figure 13 shows that 55.6% of respondents would consider changing to a 'green electricity supplier', compared to the 40.9% and 37.5% who would consider buying renewable energy installations (such as wind turbines and solar panels), and investing in community schemes, respectively. Although the number of respondents selecting 'No' for the three activities given were 12.7% (installations), 13.5% (investing) and 4.9% (changing supplier), the 'Maybe's were much higher at 39.9%, 40.3% and 33.9% respectively.

One could deduce from responses to this question that people in Greater Manchester are more likely to consider the option that would affect them least financially to reduce the amount of energy used generated from burning fossil fuels. Changing to a 'green electricity' supplier can range from being either the same cost as conventional energy suppliers, to being a small percentage higher (for premium services whereby electricity used by the consumer is directly from a renewable energy source), and overall is considerably cheaper than the expense of purchasing small-scale renewable energy installations. Changing energy suppliers may also be viewed as a much simpler lifestyle choice than purchasing new technologies, similarly with investing in community schemes.

Response to this question may have suffered if there was limited or varied knowledge of the three options offered. For example, respondents might be more likely to have been exposed to



the idea of 'green electricity' suppliers or tariffs, and therefore respondents may have been more receptive to the idea. The relatively high number of 'Maybe' responses, compared to 'No' responses, might infer that is an opportunity to educate people about the different options people have to reduce the amount of energy they use generated from the burning of fossil fuels.

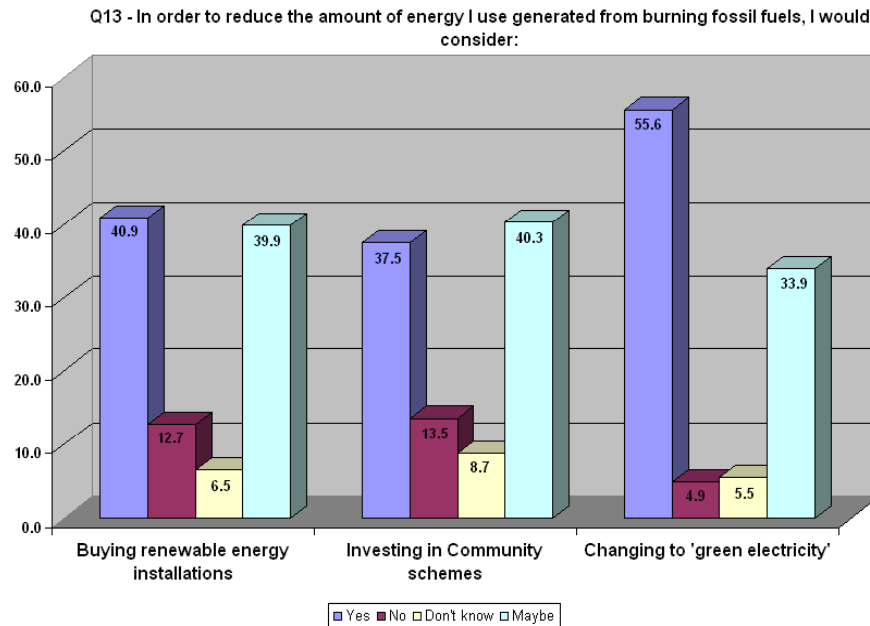


Figure 13 – Question 13<sup>12</sup>

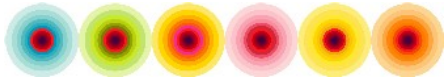
Question 11 also addresses what potential lifestyle changes individuals would be prepared to make. Respondents were asked to tick at least one (if any) box from a list of five options, which stated what they were prepared to do themselves to tackle climate change (multiple responses were allowed). Unfortunately, due to a technical error, the responses were not recorded properly by the database, with only one response recorded per respondent for the online surveys.

Although the postal responses were discounted in the weighting process<sup>13</sup> Figure 14 shows sample results for Question 11 from the 180 responses received. These results were positive, but varying, across all of the options given. Outlining what respondents were prepared to do, 85.6% said they would turn off unused lights, but fewer were prepared to insulate their homes (63.9%) and take more public transport (50%). Taking one less flight a year and off-setting carbon emissions were least favoured with 42.8% and 44.4% respectively.

Inferences, similar to those made for Question 13, can be made from this sample of responses. However, it is very important to remember that the sample is significantly smaller (n=180) than the data used when analyzing the rest of the survey (average n=2533). The most common response was turning off unused lights, which represented the simplest, least life-affecting, and money saving, action. That this option was significantly more popular with respondents, could infer that people are less open to spending money, or making significant changes to their

<sup>12</sup> Sample size (Buying renewable energy installations), n=2481; Sample size (Investing in community schemes), n=2476; Sample size (Changing to a 'green electricity' supplier, n=2509.

<sup>13</sup> Sex and age were not recorded on postal questionnaires, so were automatically excluded from this process.



lifestyle, in order to tackle climate change. Insulating the home still had a significant response (63.9%) which represents an action that has long-term consequences on saving energy used, CO<sub>2</sub> emissions, and thus money spent on energy bills. Interestingly, off-setting carbon emissions – viewed as the ‘easy-way-out’ by many with regards to tackling climate change – was opted for by only 44.4% of respondents. This suggests that financial implications could be a more significant factor in determining what individuals are prepared to do to take action to tackle climate change.

Again, this could present an important opportunity to educate people as to what actions would *significantly* contribute to tackling climate change, and what the financial *and* lifestyle implications are for these actions.

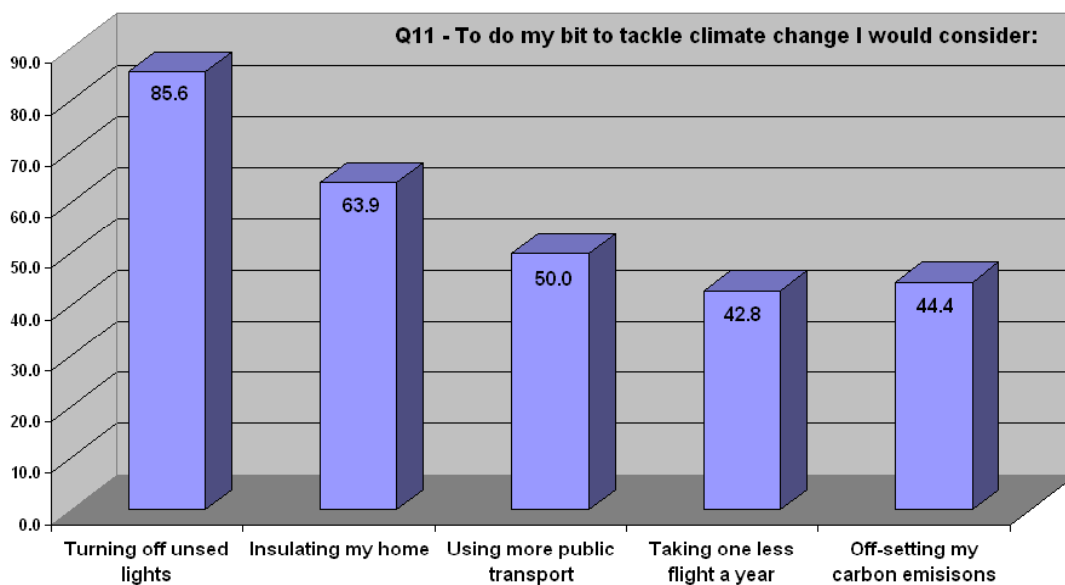
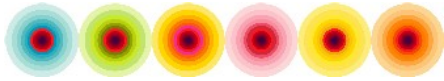


Figure 14 – Question 11<sup>14</sup>

Whilst Questions 11 and 13 ask what people are prepared to do as individuals to reduce their energy usage, and tackle climate change, Question 14 asked if people would be prepared to change their lifestyle accordingly if the government introduced a personal carbon allowance for CO<sub>2</sub>. Figure 15 shows 66.8% of respondents stated they would be prepared to change their lifestyle to ensure they did not exceed their personal share, whilst 8.4% said they would not be prepared to do so. However, a significant number of people selected ‘Don’t know’ (24.8%).

Response to this question could infer that people would be more likely to change their lifestyles if government legislation was brought into bring about this change. Whilst 68.8% of respondents said yes to changing if the government legislated that they do so, responses were not as strong for making voluntary changes to lifestyle, for example using more public transport, or taking one less flight a year. From this we could deduce that government legislation needs to be brought in for enough to be done to tackle climate change.

<sup>14</sup> Sample size, n=180.



**Q14 - If the government introduced a personal carbon allowance for CO<sub>2</sub>, I would be prepared to change my lifestyle to ensure I did not exceed my personal share?**

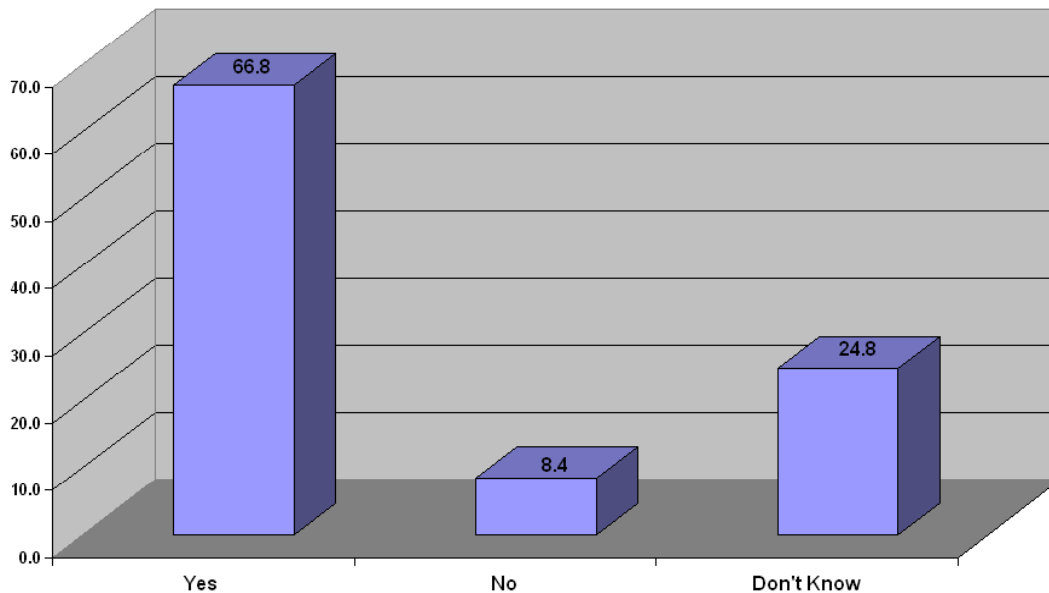
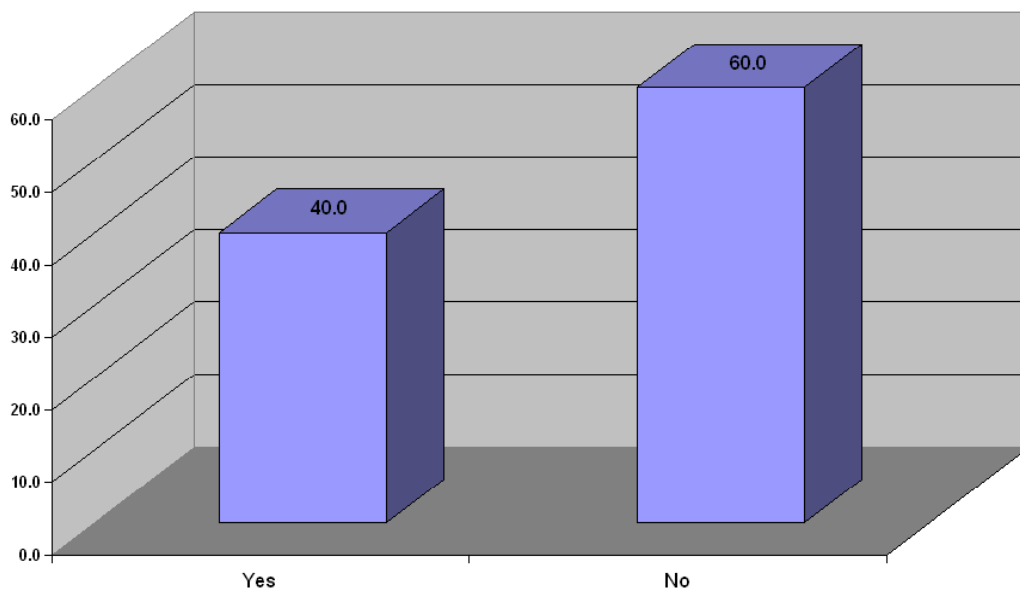


Figure 15 – Question 14<sup>15</sup>

Figure 16 shows that 40% of respondents would be prepared to take part in a Personal Carbon Trading scheme for Greater Manchester, with over 1000 people leaving details for Manchester is my Planet to contact them at a later date should such a pilot take place (this would be undertaken through another MIMP initiative).

**Q15 - Would I be willing to take part in a pilot Personal Carbon Trading scheme for Greater Manchester?**



<sup>15</sup> Sample size, n=2521.

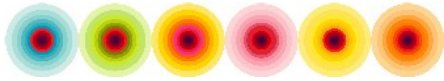


Figure 16 – Question 15<sup>16</sup>

Another question raised to introduce, or gauge attitudes towards, the idea of possible government interventions to tackle climate change, asked if there would be a beneficial impact on the environment when the congestion charge was introduced in Manchester, Figure 17 shows that 59.6% of respondents agreed. 20.9% disagreed, and 19.5% neither agreed or disagreed with the statement.

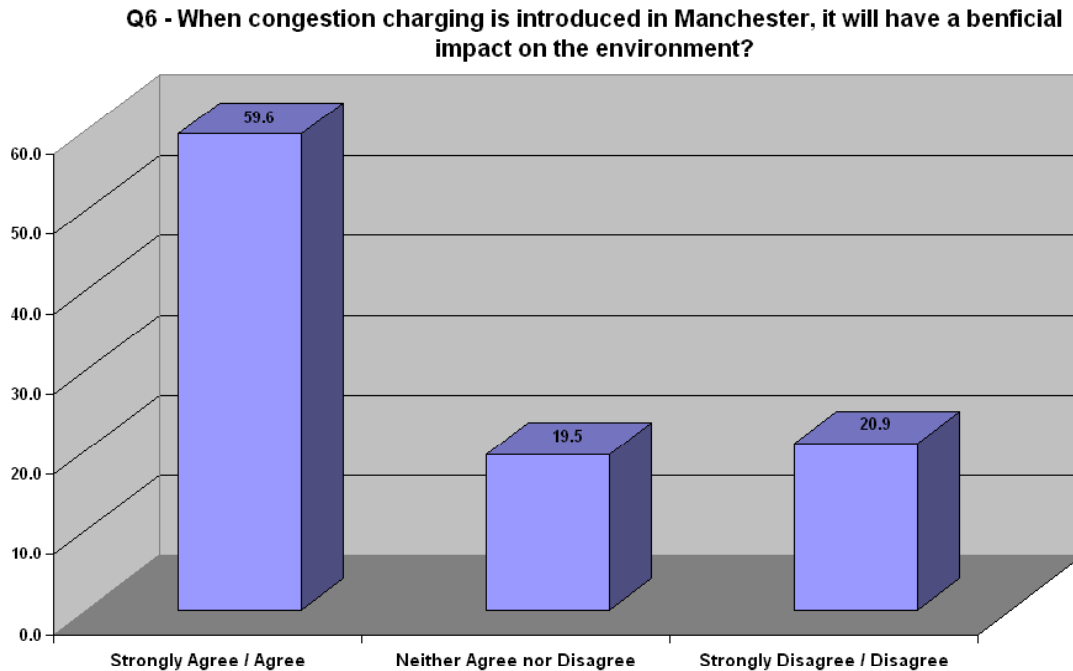


Figure 17 – Question 6<sup>17</sup>

Three questions looked at respondents appetite to tackle climate change. Firstly, Figure 18 shows that 80.4% of respondents are fearful for the well-being of future generations if we fail to tackle climate change, with only 9.0% disagreeing with this statement. When asked if Greater Manchester should be taking the lead to tackle climate change, Figure 19 shows 90% of respondents agree, whilst only 1.9% of respondents disagreed.

<sup>16</sup> Sample size, n=2486.

<sup>17</sup> Sample size, n=2528.

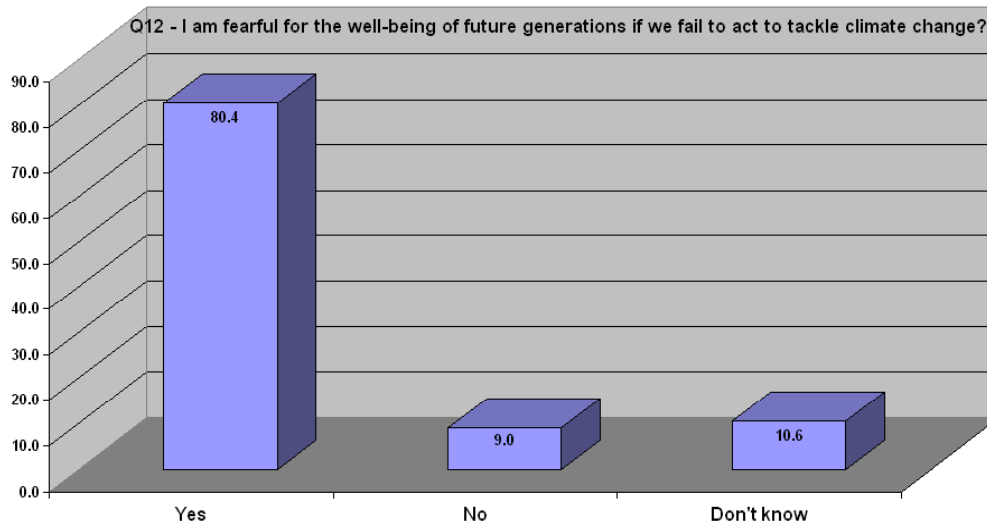
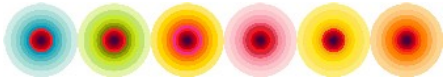


Figure 18 – Question 12<sup>18</sup>

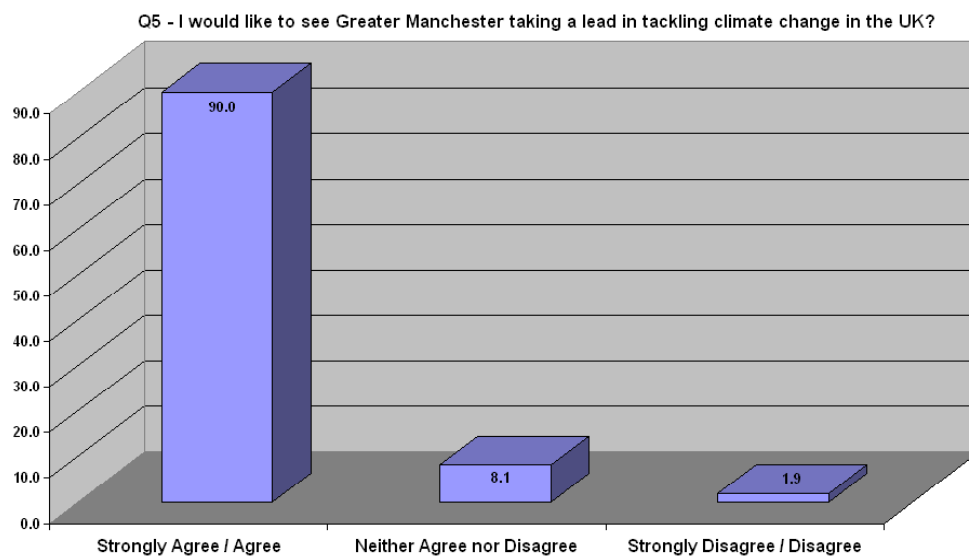


Figure 19 – Question 5<sup>19</sup>

Finally, when asked when action needed to be taken to effectively tackle climate change, Figure 20 shows that 93.1% of respondents believe action should be taken immediately, with less than 7% selecting the remaining options – next year (0.8%), next decade (2.2%), in my lifetime (1.2%). Only 2.7% of respondents believe that action never needs to be taken to tackle climate change.

<sup>18</sup> Sample size, n=2523.

<sup>19</sup> Sample size, n=2530.

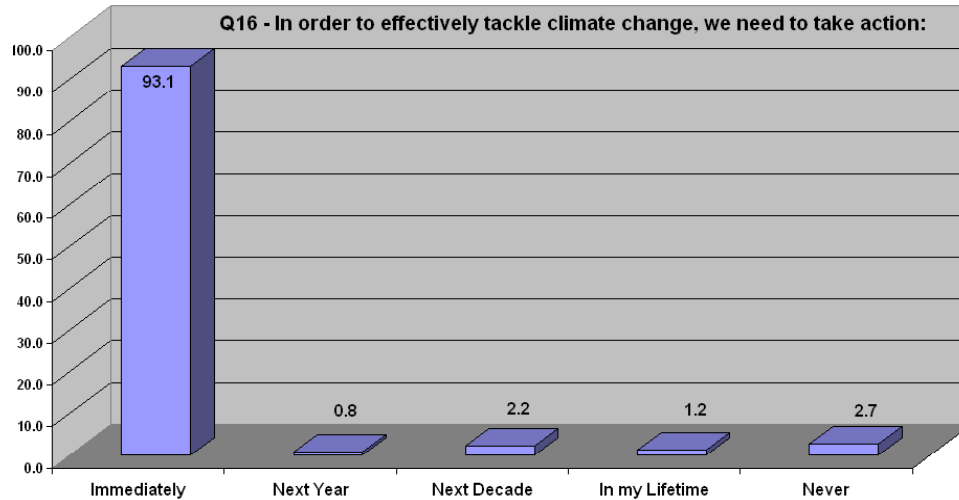
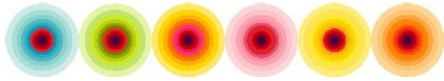
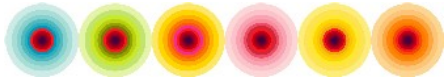


Figure 20 – Question 16<sup>20</sup>

## Conclusions & Overview

1.	The survey revealed strong statements that climate change is <i>entirely</i> a result of human behaviour, and not a natural occurrence (Fig 6&7)
2.	Although respondents were quite adamant that action should be taken immediately, they were less so in stating when climate change will have a considerable effect on Greater Manchester – only 5% said yes for within 5 years, and 52.9% said yes for 10-50 years (Fig 20, 8)
3.	Although not entirely reliable, the question about what significantly contributes to CC had an interesting ascending order and might highlight the need for education of that activities/aspects of energy create the most CO <sub>2</sub> emissions (Fig 12)
4.	Overwhelmingly, respondents believe climate change has become more of an issue for them, and crucially 88.1% believe they can do something to limit the effects. However, only 46.9% said there was enough info to help them do this, whilst 34% disagreed/strongly disagreed with this (Fig 9, 10, 11). This is a significant point for the MIMP campaign, and other organisations across Greater Manchester, to take forward.
5.	<p>There was a real difference between respondent's attitudes to what <i>should</i> be done and what people are prepared to do. For example, there were strong statements that we need to take action immediately and that Greater Manchester should be taking the lead.</p> <p>However, when asked what people were prepared to do themselves, activities that would incur financial costs or life-style changes were not popular choices (Figs 13, 14, 17). Therefore, the survey revealed:</p> <ul style="list-style-type: none"> <li>- A need to explain which activities result in the highest reduction of CO<sub>2</sub>. This includes explaining what individual activities actually are, or what they involve, e.g. 'offsetting', 'investing in community schemes', 'green electricity' compared to insulating homes.</li> </ul>

<sup>20</sup> Sample size, n=2514.



	<ul style="list-style-type: none"><li>- A need for an easy to understand guide comparing CO2 reductions, energy used and money savings.</li><li>- A lack of agency to change – i.e. financial incentives, lack of government intervention in certain areas</li><li>- Where related to public transport specifically, a lack of infrastructure in place to support life-style changing decisions. However, on this note, 59.6% agreed/strongly agreed that the congestion charge would have a positive impact on the environment in G Mcr</li></ul>
6.	With regards to government (local/central) interventions – including a positive response to a question on congestion charging – another strong response was that 66.8% said they would be prepared to change their lifestyles if a personal carbon allowance was introduced. Over 1000 people also left details to be contacted about a future Personal Carbon Allowance pilot scheme also.

## Further information:

If you would like more information about the processes involved, or results gathered for the Manchester is my Planet climate change, please contact:

<b>Post:</b>	Leila O'Sullivan Manchester is my Planet c/o Manchester: Knowledge Capital Churchgate House 56 Oxford Street Manchester M60 7HJ
<b>E-mail:</b>	Leila.o'sullivan@manchesterknowledge.com
<b>Tel:</b>	0161 237 4643