

Communications & Education

Climate Change Questionnaires

Overview

- Objective:** 1. To investigate peoples perceptions of the impacts and opportunities associated with climate change.
- Main Partners:** **Warwickshire County Council**, Warwickshire Climate Change Partnership.
- Audience:** Warwickshire residents, Warwickshire County Council employees.
- Rationale:** With the recent flooding across the county, climate change is the topic of conversation. But how do the communities of Warwickshire County Council perceive climate change, and renewable technologies and are they aware of the Warwickshire Climate Change Partnership?

Public Perception Questionnaire

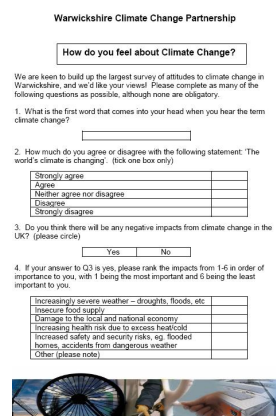
In order to investigate peoples perceptions of climate change, WCC Climate Change Team have handed out a number of questionnaires. Warwickshire County Council employees and members of the public have been invited to take part in completing the survey, answering questions on how they feel about climate change issues, on renewable energy and whether they knew of the Warwickshire Climate Change Partnership.

A total of 40 questionnaires were returned to us in from July to December 2007, giving some positive results.

Participants associate climate change mostly with carbon, global warming and the weather. They were asked how much they agreed or disagreed with the statement 'the world's climate is changing', 73% strongly agreed, 23% agreed.

When asked if there would be negative impacts from the result of climate change in the UK, 98% believed there would be. Increasingly severe weather events (droughts, floods etc.) are seen as the major negative impact with concerns about damage to the local & national economy, insecure food supply and health risks due to excess heat and cold coming a close second.

Tackling climate change is seen as a very positive opportunity to reduce the wasteful use of natural resources; for us to become more aware of how our actions impact on other places; to have better and more energy efficient homes and to eat more locally grown food.



95% of respondents agreed that changes in personal behaviour (e.g. being more energy efficient and using less fossil fuel) can make a difference to the rate of climate change.

Only 35% of respondents currently bought green electricity, but 21% would consider buying renewable energy if it did not cost any extra and 26% would consider buying renewable energy as long as it did not cost more than 5% extra.

The majority of respondents would be interested in buying green energy (electricity and heat) from local renewable energy sources and 88% would be willing to invest in domestic or community energy projects if the return they got was at least as good as a building society. The preferred mix of renewable energy generated in Warwickshire being:

40 – 50% from commercial scale projects (supplies hundreds of thousands of homes through existing distribution networks).

20 - 40% from community scale projects (generates enough to supply schools, community buildings or factories).

10 – 20% from domestic or micro scale projects (generates enough for an individual to meet their own needs).

70% of respondents had heard of the Climate Change Partnership, but only 18% of respondents were interested in getting involved with it.

The issues surrounding this questionnaire are:

- the sample size and type, only 40 questionnaires were returned
- few personal details were completed so we have little information on the sample of people questioned
- 73% did not give their age
- 65% did not say whether they were male or female
- over 50% of respondents lived in Warwick District Council area.

During 2008 the Climate Change Team at WCC hope to gather information from a larger sample of the Warwickshire's population.

WCC Staff Intranet Poll

The WCC Climate Change Team are always trying to find out what people think of our climate change work. A survey in July 2007 asked 406 WCC staff what the Council's top climate change priority should be. Out of 6,000 staff who have access to the intranet, just over 400 responded (about 7%).

Using resources more efficiently came out top, renewable energy came a close second and sustainable transport came third.

What should WCC's top Climate Change priority be?

Date: 07/02/2007

Energy efficiency	15%	[63 votes]
Sustainable transport	16%	[68 votes]
Renewable power e.g. wind & solar	21%	[89 votes]
Climate change education	7%	[31 votes]
Preparing for the effects of climate change	6%	[26 votes]
Using resources more efficiently	22%	[93 votes]
I'm not bothered	8%	[36 votes]
TOTAL	100%	[406 votes]